

# The American Tourism Society

Expresses Sincere Appreciation To Our Host,  
The Egyptian Tourist Authority



To Our Co-Sponsors



And Our Partners



**American Tourism Society**  
2008 Conference and Annual Meeting  
Cairo - Egypt



## Sunday October 26th

**ATS Tourism College at Helwan University**  
**The American Express Company - Corporate Sponsor**

### 11:00 AM Introduction and Moderator

Mr. Phil Otterson, President, American Tourism Society

*The Growth of Special Interest and Cultural Travel*

Mr. David Parry, Chairman, Academic Travel Abroad

*E Marketing! Online Travel Merchandising and Marketing*

Mr. David Spinelli, Director Strategic Business Development, Vacation.com

Mr. Michael Wargo, Director AARP / Travelocity Passport

## Monday October 27th

### 4:00 PM ATS Board of Directors Meeting

### 7:00 PM Welcome Reception

Hosted by Mr. Amr El Ezabi, Chairman of Egyptian Tourism Authority

**Welcome**

HE Akel Biltaji, Chairman Mediterranean / Red Sea Council, ATS

## Tuesday October 28th - 1st General Session

### 9:00 AM Opening General Session

*Call to Order*

Mr. David Parry, Chairman, American Tourism Society

*Remarks*

H.E. Zoheir Garranah, Egyptian Minister of Tourism

*Remarks*

The Hon. Margaret Scobey, United States Ambassador

*Remarks*

Mr. Amr El Ezabi, Chairman, Egyptian Tourism Authority

*Keynote Address*

Dr. Zawi Hawass, Secretary General

The Supreme Council Antiquities – Egypt

*Remarks*

Mr. Mohamed El Shabrawy, Vice Chairman, American Express Travel Services Egypt

*ATS Networking Opportunity & Coffee Break*

Hosted By Wings Tours & Nile Cruises

*Presidential Panel*

“Practical Politics & Economics – U.S. Realities & Egyptian Tourism Possibilities”

Moderated by Ms. Cathleen Johnson, Executive VP, Edelman International

Panelists:

Mr. Robert Whitley, USTOA

Mr. David Parry, Academic Travel Abroad

Ms. Robin Tauck, Tauck World Discovery

Ms. Lisa Simon, National Tour Association

Mr. Omar Mohanna, Egypt American Chamber of Commerce

Mr. Ahmed El Wassief, Wings Group

*Chairman's Report – Overview of ATS Board Meeting*

Mr. David Parry, Chairman, American Tourism Society

*The ATS Strategic Plan – A Report on the ATS Destination Mart Proposal*

Mr. Phil Otterson, Executive Vice President, Tauck World Discovery

Mr. Nico Zenner, President, Travel Bound

*Executive Vice President's Update*

Mr. Don Reynolds

*Presentation of the Alexander W. Harris Founder's Award*

Mr. Alexander W. Harris

*1st General Session Adjourned*

## Afternoon Program for ATS Members

### 1:00 PM Luncheon

Hosted by Wings Tours & Nile Cruises

### Sightseeing

A tour of the Egyptian Museum

A visit to the Citadel of Salah El-Din

and Mohammed Ali Mosque

Shopping in the historic

Khan El Khalily Bazaar

### 7:30 PM Depart from Hotel for Dinner

The Seasons

Hosted by EMECO Travel

Mr. El Hamy El Zayat, Chairman

## Wednesday October 29th - 2nd General Session

### 9:00 AM The ATS Tourism College

*Introduction*

Mr. Phil Otterson, President, American Tourism Society

*U.S. Tour Operator Panel*

“Trends in Outbound North American Tourism”

Moderated by Mr. Robert Whitley, United States Tour Operator's Association

*Panelists:*

Mr. Marc Kazlauskas, Insight Vacations

Mr. Nico Zenner, Travel Bound

Ms. Helena Novak, General Tours

Mr. Phil Otterson, Tauck World Discovery

Mr. Douglas Ellison, Ellison Travel & Tours

*Keynote Address*

“Tourism Cares – Restoring the Past, Preserving the Future”

Mr. Bruce Beckham, Executive Director, Tourism Cares

*ATS Networking Opportunity*

Hosted By Wings Tours & Nile Cruises

*Keynote Address*

“Trends in Egyptian Tourism”

Mr. El Hamy El Zayat, Chairman EMECO Travel

*Panel Discussion Presented By the Egyptian Tourism Federation*

“Egypt: Realities vs. Perception”

Panelists:

Mr. Mohamed Salmawy, President, Egyptian Writers Union

Mr. Fathi Nour, Egyptian Hotels Association

Mr. Khaled El Manawi, Egyptian Travel Agents Association

Ms. Manal Saad, Gateway to Egypt

Mr. Robert Fisher, Society of American Travel Writers

Mr. Ken Kiesnowski, Travel Weekly Magazine

*“Tourism 4 Peace” – An Update*

Mr. Rafi Baeri

*Closing Remarks*

Mr. David Parry, Chairman, American Tourism Society

*2nd General Session Adjourned*

## Afternoon Program for ATS Members

### 1:00 PM Departure for Lunch

Hosted By Wings Tours & Nile Cruise

### Sightseeing

A tour of the Pyramids and the Sphinx

### 7:30 PM Depart Hotel for Gala Reception and Dinner

Mena House

Hosted by the American Express Company

Ms. Donna Flora, Vice President Travel

Industry Relations

## Thursday October 30 - Conference Ends

Departures for Home & NTA Product Development Post Conference Nile Cruise Tour