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Lundi, 13 Mai 2013 00:00 -

As Africa's potential rises, GTA expands across continent with new appointments

GTA signs General Sales Agreement with Air Plus Tourisme to extend its presence in Algeria and across Africa. The partnership recognises Algeria's increasing tourism potential as the travel industry profits from the rise of 'Africa to Africa' business. Algeria's energy revenues make it one of the richest nations on the continent with travel increasingly accessible to its 38 million-strong population. GTA also recently sealed a partnership with a new General Sales Agent for Nigeria, Tour Brokers.

After its successful presence at Arabian Travel Market, leading fully independent travel (FIT) wholesaler GTA is already looking forward to the opening of Africa's top travel show, Indaba (11-14 May 2013). To help it double its business in Algeria and extend its presence across the continent, GTA has signed a new General Sales Agent (GSA) agreement with Air Plus Tourisme in the country.

While GTA has served the needs of Algerian travel agents – and by extension consumers – for seven years through its representatives in neighbouring countries, the new GSA appointment recognises the country's increasing tourism potential. The decision advances GTA's strategy to grow where the future is in markets with rising consumer demand for domestic and outbound travel.

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