

APTA is excited to announce the keynote speakers for Focus on African and Discover Africa.

A joint presentation by Marett Taylor, Sales and Marketing Director for East and Southern Africa, Abercrombie and Kent; and Lynne Leakey, Kenya Professional Safari Guide Association Silver Rated Guide, will explore the impact of the rising demand for environmentally and socially responsible travel products in the African tourism industry, and the critical role played by safari guides in linking communities and wildlife to tourists. This timely presentation is entitled:

Unsung Heroes in Conservation and Community Development: Reshaping the Face of African Tourism



Marett Taylor has worked for **Abercrombie & Kent** for the past ten years and is currently the Sales Director for Europe, East and Southern Africa. She has lived and worked in South Africa, Botswana, Kenya, and Tanzania to name a few countries. She is the third generation of women in her family with a safari career and is a Kenya Professional Safari Guide Association certified guide in Kenya. Prior to her work in tourism, she was a biologist and has a Master's degree from Duke University in Environmental Economics. Her passion for safaris, conservation and development work with local communities has been the guiding force in her tourism career.



Lynne Leakey has a long association with wildlife conservation in East Africa and lectures regularly on topics such as the social behavior of elephants, the Maasai people, and the national parks. She also gives presentations on responsible tourism and conservation and stays involved in social work providing bursaries in schools, finding markets for Maasai beaded handicraft, and sourcing much needed food and medical supplies for bush clinics in Kenya, Zanzibar and Victoria Falls. Lynne's extensive travels have taken her to

many destinations worldwide where she has hosted special departures to Antarctica, Ecuador, Indonesia, South Africa, Botswana, Zimbabwe and Namibia – as well as her home base in Kenya. She holds a Silver Label Professional Safari Guide qualification and is a free-lance naturalist and custom safari guide for several well-known East African safari companies.