

February 2007

### **Godfrey Morley appointed Executive Director at Thebe Tourism Group**

**February 2007** –Effective 1 February 2007, Godfrey Morley has been appointed as Executive Director at Thebe Tourism Group. As one of the leading players in the tourism industry, the Group has experienced dramatic growth over the past couple of years due to an increase in foreign tourism, and is now strengthening its internal and external capabilities to cater for all travel and tourism requirements for FIFA World Cup 2010.

Thebe Tourism Group is the biggest and most established black owned tourism player in the industry with investments in travel logistics, leisure tourism, travel-related retail outlets, financial services and assets in leisure destinations.

The tourism industry is one of the fastest growing sectors of our economy and has been identified as a key growth sector particularly in light of 2010. Godfrey will initially focus on growing the business by exploring the commercial opportunities around the FIFA World Cup 2010, whilst further entrenching Thebe Tourism as the tourism provider of choice in South Africa and the rest of the African continent.

Godfrey is one of the most recognisable and high profile individuals within the South African marketing environment and has played a leading role in some of South Africa's top brands over the last decade. By combining his expertise with the existing world-class capabilities across the Thebe Group of Companies, Thebe Tourism can contribute real knowledge, expertise and a sound business model to the development and growth of the tourism industry at large.

Through assets such as Cape Point and Cradle of Mankind which reflect South Africa's heritage, TTG is investing substantially in marketing our country both internationally and nationally.

Godfrey comes from FCB SA, the largest advertising agency in South Africa where he was Group Managing Director from February 2006.