

## PRESS RELEASE

### **Thebe Tourism Group appoints a new head for its inbound division**

The Thebe Tourism Group (TTG) has received a shot in the arm with the appointment of experienced tourism guru Heather Gutierrez.

With a decade in the field, Heather brings a wealth of knowledge and great enthusiasm to her position as the new head of inbound tourism at Thebe. Her primary focus will be exploring growth opportunities for the group's inbound tourism operation and ensuring the optimal functioning of Thebe's dedicated overseas subsidiaries.

Prior to joining the Thebe group, Heather held the post of regional director for the Cape at Tourvest Inbound Operations (TIO), during which time she transformed the company from a position of financial loss to one of profitability. She has also held senior portfolios at several TIO subsidiaries, including those of managing director of Sunbound Tours and Incentives and general manager of Holiday Africa, rebranded as Your Africa.

Heather is passionate about her work and describes South Africa as a year-round option for visitors. "My vision is to consolidate the inbound division by optimising operational efficiencies, and to grow the business going forward," she says.

CEO of TTG, Monwabisi Fandeso says "the search for someone of Heather's calibre to head our inbound division has been painstaking. She joins our team at a very critical point as we embark on a growth strategy that aims to increase TTG's market share phenomenally."

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