



**THEBE TOURISM GROUP  
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**Thebe Tourism Group shares new business vision and strong inbound business division**

Today Thebe Tourism Group unveiled its new business strategy, including its newly unified Thebe Tourism Inbound division. The strategy was shared with select tourism industry leaders at an exclusive briefing session during Indaba 2010 in Durban.

CEO of Thebe Tourism Group, Monwabisi Fandesó, shared the Group's business vision as well as its firm intention to add significant value to the sustainable national inbound tourism offering beyond the major milestone of the upcoming FIFA World Cup™. "Thebe Tourism Group seeks to become a world-class, integrated tourism group, building on its unique African heritage, to provide long term benefits to the community and all other stakeholders," stated Fandesó.

In recognising the important nation building role tourism must play in South Africa, Fandesó remarked: "Tourism needs to deliver on job creation, empowerment, transformation and, most of all, building a self-sustaining industry that can successfully compete in the very tough international tourism marketplace. Only if we deliver on this vision without compromise can our country benefit, by unlocking its full potential as a world-class destination."

Explaining the growth strategy of Thebe Tourism Group, Fandesó said: "Our key strategic objective is representation in each part of the tourism value chain. This we will achieve through a combination of organic growth and forward strategic acquisition, as well as consolidation and integration to maximise efficiencies and synergies."

Fandesó announced that, as part of Thebe's strategic evolution and constant improvement to ensure consistently excellent service, the various international inbound markets would in future be serviced by a unified Thebe Tourism Inbound division. The well-known and trusted inbound brands would still service their traditional markets but, strengthened by one robust and unified operational division, would provide the significant benefit of scale and streamlined support.

Thebe Tourism has built a comprehensive and integrated tourism offering that incorporates all disciplines of tourism — from accommodation, inbound services, outbound operations,

car rental, incentives, business travel, exhibitions, and tourism retail to, most recently, hospitality services. “We are part of the most recognised empowerment group in South Africa and in line with our parent group; Thebe Tourism Group is always driven by sound business principles as well as a strong nation building agenda. We are on a constant quest for improvement and to provide excellent service to all our trade clients and travelling customers. This consolidation of our inbound business is a further step towards enhancing our service offering,” said Fandesio.

“Thebe Tourism Inbound will continue to provide an unwavering, comprehensive and high quality inbound tourism offering to the international inbound markets with our current portfolio of market-specific brands that includes Distinctive Destinations, United Touring Company (UTC) and Planning SA. Clients will still do business with the brands they trust, but these brands will now be run as a portfolio within one operational unit. With the unification of all our inbound business into one operational business division, we gain operational continuity, improved governance and significant business efficiencies, while cutting out business process duplication,” stated Heather Gutierrez, head of Thebe Tourism Inbound. “These business efficiencies will in turn benefit all our brand offerings and ultimately bring added value to our in-market clients and their customers travelling to Southern Africa.”

Fandesio also shared his vision for a tourism industry that is guided by strong principles and responsibility towards the wider context in which tourism happens. “We need to proactively add value to the people who depend on tourism for their livelihood, while following principles of zero harm to the environment in which we operate. Environmental sensitivity has become a non-negotiable. Thebe Tourism Group is a willing participant in the drive towards environmentally sound tourism practices. We are confident that the growing Thebe Tourism Group will continue to add value to South Africa as a tourism destination, as well as unlock tourism business opportunities in our country and beyond our own borders,” concluded Fandesio.