

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending 2/28/14

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Coyne Public Relations, LLC

6177

(c) Business Address(es) of Registrant

5 Wood Hollow Road
Parsippany, NJ 07054

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

See attached for current employee list

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
------	------------------------	-----------------

See attached current employee list

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

See attached current employee list

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

See attached current employee list

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Hong Kong Tourism Board
South Africa Tourism

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

-
11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

Hong Kong Tourism Board

South Africa Tourism

Provided public relations services for foreign principals, including but not limited to, press material development, media relations, newsletter and program development.

See attachment.

-
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

-
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
various	Hong Kong Tourism	Public Relations work-See attached for	18,000
	South Africa Tourism	details	156,703

174,703

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

All charges were billed to the client and amounts included in the invoices totaled in question 14(a). See attachment for more details.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Hong Kong Tourism Board
 South Africa Tourism

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.
 See attachments

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts Magazine or newspaper Motion picture films Letters or telegrams
 Advertising campaigns Press releases Pamphlets or other publications Lectures or speeches
 Other (specify) _____

Electronic Communications

- Email
 Website URL(s): _____
 Social media websites URL(s): _____
 Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials Newspapers Libraries
 Legislators Editors Educational institutions
 Government agencies Civic groups or associations Nationality groups
 Other (specify) Travel trade partners

21. What language was used in the informational materials:

- English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
 Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

September 15, 2016

/s/ Cathy Clarkin

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Coyne Employees for FARA –six months ending 2/28/14

Min Tak	456 Lee Court, Fort Lee, NJ	Public Relations
John Gogarty	40 W. Park Place, Apt. 505, Morristown, NJ	Public Relations
Jennifer Kamienski	66 Stonybrook Rd., Montville, NJ	Public Relations
Lauren Mackiel	205 Hickory Ave., Tenafly, NJ	Public Relations
Christina Conrado	4 Collard Lane, Pinebrook, NJ	Public Relations
Jillian Pedrani	123 Second Street, Ridgefield Park, NJ	Public Relations

HONG KONG

9/1/2013-2/28/2014

<u>Transaction</u>	<u>Referenc</u>	<u>Period Name</u>	<u>Invoice Date</u>	<u>Trans Typ</u>	<u>Narrative</u>	<u>Transaction \$</u>	<u>Gross</u>
1205131720		DEC/13		5-Dec Invoice	MJ 12051317.Paid		9,000.00
1206131720		DEC/13		5-Dec Invoice	MJ 12061317.Paid		4,000.00
0108141720		JAN/14		8-Jan Invoice	MJ 01081417.Paid		5,000.00
					TOTAL		18,000.00

SOUTH AFRICA

9/1/2013-2/28/2014

Transaction R	Period Name	Invoice Date	Trans Type	Narrative	Transacti	Gross
0227141551	FEB/14	28-Feb	Invoice	MJ 0227141551	Paid	16,524.00
0228141551	FEB/14	28-Feb	Invoice	MJ 0228141551	Paid	30,398.47
0130141551	JAN/14	30-Jan	Invoice	MJ 0130141551	Paid	16,524.00
0116141551	JAN/14	16-Jan	Invoice	MJ 0116141551	Paid	6,504.74
1230131551	DEC/13	30-Dec	Invoice	MJ 1230131551	Paid	16,524.00
1216131551	DEC/13	16-Dec	Invoice	MJ 1216131551	Paid	3,585.92
1127131551	NOV/13	27-Nov	Invoice	MJ 1127131551	Paid	16,524.00
1120131551	NOV/13	20-Nov	Invoice	MJ 1120131551	Paid	6,333.80
1112131551	NOV/13	12-Nov	Invoice	1551/5 1112131551	Paid	5,356.00
1030131551	OCT/13	30-Oct	Invoice	MJ 1030131551	Paid	16,524.00
1016131551	OCT/13	16-Oct	Invoice	MJ 1016131551	Paid	1,660.78
0927131551	SEP/13	27-Sep	Invoice	MJ 0927131551	Paid	16,524.00
0905131551	SEP/13	5-Sep	Invoice	MJ 0905131551	Paid	3,720.22
						156,703.93

Hong Kong


 Date: December 17, 2013 Total Pages: 2
ATTN: NEWS DESK
VIDEO NEWS ALERT

MONDAY, DECEMBER 31st: Hong Kong New Year's Eve Countdown Celebrations

Hong Kong Tourism Board Shares Largest "Pyrotechnic Musical" Display in Event History via Live Satellite Feed for Broadcasting Worldwide

For the seventh year in a row, the Hong Kong Tourism Board (HKTB) will usher in the New Year with unprecedented grandeur on the night of **December 31, 2013**, as part of the city's annual Hong Kong New Year Countdown Celebrations. Slated to be the largest in the event's history, this year's festivities will feature a tremendous first-ever "pyrotechnic musical" display interweaving pyrotechnics, fireworks, special lighting effects, and music. Hundreds of thousands of onlookers will marvel as a dazzling spectacle of light and sound erupts from Hong Kong's magnificent Victoria Harbour and stretches across its renowned skyline in celebration of the Western New Year.

The unrivalled show will last for eight minutes and commence on the city's world-famous harbour in six separate layers moving landward. With the iconic Hong Kong Convention and Exhibition Centre as the focal point, the pyrotechnics will extend towards the waterfront and across the night sky, connecting the two sides of the harbour with a glittering rainbow-like bridge at the stroke of midnight. Jubilant visitors will flood the megalopolis in search of the perfect vantage point to count the clock down and witness the first moments of 2014 as it explodes over land, air and sea – truly solidifying Hong Kong's well-deserved place among the greatest countdown celebrations in the world.

To ensure global audiences can share the excitement in Hong Kong, HKTB will provide satellite feed of the entire event for use by television broadcasters worldwide.

1. Satellite Live Feed Details:

Via IS-21 24C CH-A (Covering The Americas, North America & South America)

- Program name: **New Year. New World – Hong Kong Countdown Celebrations**
- On-air date & time: 12/31/2013 (Local time: 10:55am – 11:10am EST / 9:55am – 10:10am CST / 7:55am – 8:10am PST) – Free to air signal
- Download link: 4146.5MHz
- Symbol rate: 6.1113 MS/s
- FEC: ¾
- Polarization: Horizontal
- System: SD NTSC
- DVB-S QPSK
- Format: Mpeg 2 16: 9 4:2:0 A1 : A2 Stereo PGM
- Encryption System: Free to air signal

2. Event Rundown for the Hong Kong New Year Countdown Celebrations:

- Starting at 11:00 p.m., a pyrotechnic display will be launched in 15 minute intervals from the rooftops of seven participating buildings on Hong Kong Island (Central Plaza, CITIC Tower, Harbour Centre, Harcourt House, Hopewell Centre, Immigration Tower, and Revenue Tower), illuminating the sky with "shooting stars."

- The multi-colored stars will symbolize good wishes in four areas:
 - Silver for Career
 - Green for Health
 - Gold for Fortune
 - Red for Love

Date / Time	Activity
31 Dec 2013 11:00pm	<ul style="list-style-type: none"> • New Year blessings will appear on the giant LED screen set up next to the HKCEC.
11:15pm	<ul style="list-style-type: none"> • Music and dance performances will begin on the HKCC Viewing Deck and will be projected onto the façade of the HKCC.
11:45pm	<ul style="list-style-type: none"> • The event will be broadcast live on Television Broadcasts Limited's (TVB) Jade Channel.
11:59pm	<ul style="list-style-type: none"> • The numerical countdown of the last 10 seconds of 2013 will commence on the giant LED screen set up next to the HKCEC.
1 Jan 2014 Midnight	<ul style="list-style-type: none"> • The eight-minute pyrotechnic musical officially commences, with the pyrotechnics and fireworks launched from the harbour and surrounding buildings at the same time. • The numerals "2014" will appear on the giant LED screen next to the HKCEC to the accompaniment of theme music produced by Mr. Chiu Tsang Hei.
12:08am	<ul style="list-style-type: none"> • The pyrotechnic musical will end.
12:30am	<ul style="list-style-type: none"> • The live broadcast of the event by TVB will end.

For questions or additional information, contact:

Quinn Doan
Hong Kong Tourism Board
 (323) 938-7265
Quinn.Doan@hktb.com

Christina Conrado
Coyne PR
 (973) 600-4510
cconrado@coynepr.com

###

Date: January 28, 2014 Total Pages: 2**ATTN: NEWSDESK****VIDEO NEWS ALERT**

FRIDAY, JAN. 31st: CATHAY PACIFIC INT'L CHINESE NEW YEAR NIGHT PARADE IN HONG KONG

“New Year Party @ World City” Satellite Feed Broadcasting Worldwide Promptly at 7:15 AM CST / 8:15 AM EST / 5:15 AM PST

Hong Kong is ready to celebrate the “Year of the Horse” in spectacular style with the 19th Cathay Pacific International Chinese New Year Night Parade – a permanent fixture on the international holiday calendar. Organized by Hong Kong Tourism Board (HKTB), the iconic event will feature an extravagant procession of brightly coloured floats and world-class performers to the Tsim Sha Tsui waterfront on the first evening of the 2014 Chinese New Year (Jan. 31), found only in *Asia's World City*.

Recognized as the leading destination for authentic and thrilling Chinese New Year festivities, Hong Kong is expected to catapult its annual celebration to unparalleled heights this year with an exhilarating “circus” parade route comprised of 34 intricately-designed floats and critically-acclaimed performing troupes spanning 15 countries and regions.

This year's parade is expected to deliver an impressive roster of remarkable acts, such as stunts by Singapore's Starlight Alchemy fire performers; marching and cycling band groups from Spain and The Netherlands; stilt entertainers from France, and the NFL's **Washington Redskins Cheerleaders**.

To facilitate coverage of the event, HKTB has arranged **satellite feeds (free to air)** for use by television broadcasters worldwide.

Satellite Live Feed

Date : **31 January 2014**
 Approximate Time : **21:15- 21:45 (HK Time, GMT+8) / 7:15 AM CST / 8:15 AM EST / 5:15 AM PST**
 Subject to Parade Progress

	<i>TVBI satellite channels via IS19 C-Band</i>	<i>TVB8 satellite channel via Asiasat 3S C-BAND</i>
Downlink Frequency	L-Band: 1101 3851MHz	3729MHz
Channel	3 (PAL) 4 (NTSC)	1 (PAL)
Polarisation	Vertical	Horizontal
Symbol Rate	9.95MS/S	13.650MS/S
Fec	$\frac{3}{4}$	$\frac{3}{4}$
Format	4:3, SD with audio (commentary included) and video	4:3, SD with audio (Mandarin commentary included) and video

TVB Logo	No logo	TVB8 logo
----------	---------	-----------

Event Rundown

Time	Rundown
Finale at 21:15 – 21:45 HK Time 7:15 AM CST / 8:15 AM EST / 5:15 AM PST, US TIME	Show Line-up <ul style="list-style-type: none"> - Opening Ceremony - Cathay Pacific [Float] - Starlight Alchemy, Singapore - Aussie Cheer and Dance Collective Pride Dance Team, Australia - The Toys, France - Cheung Keung Martial Arts Association, Hong Kong - Taekwondo Association, Korea - Batucada from Canary Islands, Spain - Yamagata University Hanagasa Dancing Troop, Japan - Washington Redskins Cheerleaders, USA - LUXe, Ireland - Hong Kong Tourism Board [Float] <p><i>*Parade line-up is subject to change without prior notice.</i></p>

For questions or additional information, contact:

Quinn Doan
Hong Kong Tourism Board
 (323) 938-7265
Quinn.Doan@hkta.com

Christina Conrado
Coyne PR
 (973) 600-4510
cconrado@coynepr.com

###

South African Tourism



Media Release

SOUTH AFRICAN TOURISM UNVEILS NEW WEBSITE MAKEOVER IN NEXT PHASE OF MULTI-FACETED *WHAT'S YOUR BIG 5?* CAMPAIGN

New User-Friendly Site Offers Unique Look into South Africa's Rich & Diverse Travel Experiences as told by 'BIG 5' Ambassadors

January 13, 2014, New York, NY – South African Tourism, the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination, today announced the launch of its revamped consumer website, www.southafrica.net, as part of the next phase of its integrated *What's Your BIG 5?* platform. The new website highlights the kaleidoscope of premier experiences South Africa has to offer, beyond its celebrated safari, as seen through the lens of South African Tourism's *BIG 5 Ambassadors* – comprised of celebrity figures, tastemakers and travel influencers – and lovable digital giraffe mascot known as *Zandi*. Featuring a sleek new design layout, updated web technologies for better user-accessibility, and enticing destination visuals and stories, the site makes it easier for consumers to search, navigate and book their next visit to South Africa.

"Earlier this year, South Africa captured the hearts of millions with the debut of our *What's Your BIG 5?* campaign on "All-Star Celebrity Apprentice" – repositioning it from a 'once-in-a-lifetime' destination to a place worth visiting now," said Ms. Sthu Zungu, President of South African Tourism North America. "Taking this positive shift into consideration, our new website provides an ideal channel for consumers to create and share their South Africa memories, and as a result, inspire continued travel to our beautiful country."

Additional website highlights include: brand-new travel itineraries outfitted to each *BIG 5* tourism pillar, including (1) *Adventure & Exploration*; (2) *Culture & Heritage*; (3) *Safari & Nature*; (4) *Entertainment & Lifestyle*; and (5) *Luxury & Romance*; a digital 'ask a travel expert' feature; personal *BIG 5* narratives, photos and videos as shared by the *BIG 5 Ambassadors* themselves; interactive maps pinpointing special areas of interest throughout South Africa; and the ability to create and share a personalized *BIG 5* digital postcard with friends and loved ones through social media channels such as Twitter and Facebook.

The genesis of the *What's Your BIG 5?* campaign starts with the proverbial "BIG 5" of South Africa's safari animals, a familiar term coined for the destination's wildlife. The multi-faceted campaign – which launched in April 2013 on the NBC hit series, "All-Star Celebrity Apprentice" – aims to re-define the "BIG 5" to underscore the broad range of authentic and distinct experiences found only in South Africa. The 360-degree platform includes ongoing year-round marketing, advertising, news bureau and social media activations. The face of the *What's Your BIG 5?* story is *Zandi*, who is the embodiment of South Africa – vibrant, colorful, warm, and friendly. *Zandi* will come to life as an engaging digital mascot not only for the campaign, but for the destination as a whole.

For more information on South Africa's rich and diverse offerings visit www.southafrica.net, follow @SouthAfrica on Twitter and 'Like' Visit South Africa on Facebook.



Inspiring new ways

Media Release

For further information contact:

David DiGregorio at SA Tourism

Tel: +1 212 471 6255

Email: dave@southafrica.net

Website www.southafrica.net

Christina Conrado at Coyne PR

Tel: +1 973-588-2000

Email: cconrado@coynepr.com

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed by Chief Executive Officer Thulani Nzima and Chief Operating Officer Timothy Scholtz.

###



Media Release

SOUTH AFRICAN TOURISM SPOTLIGHTS TRANSFORMATIONAL *BIG 5* EXPERIENCES OF SOUTH AFRICA AT LOS ANGELES TIMES TRAVEL SHOW (JAN 18-19, 2014)

Special Announcements, Limited-Time Offers, Travel Experts and Much More at Booth #519

January 18, 2014, Los Angeles, Calif. – South African Tourism is proud to return as a contributing sponsor of the Los Angeles Times Travel Show for the fifth consecutive year with exciting new updates and travel offerings for 2014, guaranteed to *inspire* travel to South Africa like never before. Interest and demand for information about travel to South Africa is at an all-time high following the recent debut of South African Tourism’s landmark *What’s Your BIG 5* campaign – a 360-degree platform that aims to educate travelers on the spectrum of distinct experiences offered only by South Africa, in addition to its iconic safari. Several top trade partners will be on hand at South African Tourism’s booth (#519) to provide consumers and travel professionals with the latest services and counsel on booking a trip to South Africa and also share insights on its evolution to become the world’s leading holiday destination. To further educate consumers about South Africa’s unparalleled offerings, South African Tourism will lead a presentation on its redefined big five – beyond safari– at Destinations Stage on Saturday, January 18 from 12:45-1:15 p.m. and Sunday, January 19 from 11:15-11:45 a.m.

“The Los Angeles Times Travel Show provides a critical avenue for South African Tourism to propel South Africa’s kaleidoscope of authentic experiences and evolving tourism landscape to top of mind among our core target audiences,” said Ms. Sthu Zungu, President of South African Tourism North America. “South Africa is no longer a ‘once-in-a-lifetime trip’, but rather, one that can truly fit any budget or preference. It is here that we are able to bring this reality to light and ultimately inspire continued travel to our beautiful country.”

At the Los Angeles Times Travel Show, travelers of all ages will learn that South Africa is the world’s leading destination for exotic outdoor adventure and rich cultural diversity – offering an unmatched array of transformational experiences – beyond safari – that will forever inspire and enrich their lives. For families with children, South Africa offers a one-of-a-kind educational opportunity with its rich and multi-cultural history.

Adrenaline seekers and nature lovers alike will fall in love with South Africa’s wide-ranging topography that boasts lush forest, canyons, dramatic waterfalls and white-sand beaches. Thrilling adventures, including hiking, zip-lining, surfing, shark-cage diving, hand-gliding, bungee jumping, and much more, can be found in virtually every province of South Africa, making the possibilities truly endless.



Inspiring new ways

Media Release

Food and wine aficionados will discover the rich wine heritage and robust repertoire of delectable foods of South Africa; from Stellenbosch, Paarl, and Franschhoek, to the storied wine region of Constantia, vinophiles can pair world-class South African wines with fine local cuisines.

South Africa's vibrant arts and entertainment scene will captivate modernists of every persuasion through legendary jazz performances and trendy nightlife venues, to leading art galleries and innovative high fashion. These distinct experiences can only be found in South Africa — a destination that continues to *inspire* travelers in *new ways*.

For a unique and interactive look into South Africa's rich and diverse travel experiences as told by South African Tourism's *BIG 5* Ambassadors, visit www.southafrica.net, and follow @SouthAfrica on Twitter and *Visit South Africa* on Facebook for additional updates and information.

For further information contact:

David DiGregorio at SA Tourism

Tel: +1 212 471 6255

Email: dave@southafrica.net

Website www.southafrica.net/

Christina Conrado at Coyne PR

Tel: +1 973-588-2000

Email: cconrado@coynepr.com

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed by Chief Executive Officer Thulani Nzima and Chief Operating Officer Timothy Scholtz.

###



Inspiring new ways

Media Release

SOUTH AFRICAN TOURISM SPOTLIGHTS TRANSFORMATIONAL *BIG 5* EXPERIENCES OF SOUTH AFRICA AT NEW YORK TIMES TRAVEL SHOW (FEB 28 - MARCH 2, 2014)

Supporting Sponsor Showcases 360-Degree View of #1 Place to Go in 2014*

Special Announcements, Limited-Time Offers, Travel Experts and More at Booth #623

February 28, 2014, New York, NY – South African Tourism is proud to return as a contributing sponsor of the New York Times Travel Show for the seventh consecutive year with exciting new updates and travel offerings for 2014, guaranteed to inspire travel to South Africa like never before. Interest and demand for information about travel to South Africa is at an all-time high following the recent debut of South African Tourism's landmark *What's Your BIG 5?* campaign – a 360-degree platform that aims to educate travelers on the spectrum of distinct experiences offered only by South Africa, in addition to its iconic safari. Several top trade partners will be on hand at South African Tourism's eye-catching 20x50 booth (#623) to provide consumers and travel professionals with the latest services and counsel on booking a trip to South Africa as well as share insights on its evolution to become the world's leading holiday destination.

South African Tourism will give a presentation on its redefined big five – beyond safari– on the Taste of the World Stage on Saturday, March 1 from 4:00-4:30 p.m., where attendees can also enjoy a tasting of fine South African wines. On Friday, February 28 from 11:30 a.m.-12:15 p.m., Dr. David Mabunda of South African National Parks will lead the Focus on Africa seminar for travel professionals only, speaking to South Africa's ongoing conservation efforts.

"The New York Times Travel Show provides a critical avenue for South African Tourism to propel South Africa's kaleidoscope of authentic experiences and evolving tourism landscape to top of mind among our core target audiences," said Ms. Sthu Zungu, President of South African Tourism North America. "South Africa is no longer a 'once-in-a-lifetime trip,' but rather, one that can truly fit any budget or preference. It is here that we are able to bring this reality to light and ultimately inspire continued travel to our beautiful country."

At the New York Times Travel Show, travelers of all ages will learn that South Africa is the world's leading destination for exotic outdoor adventure and rich cultural diversity – offering an unmatched array of transformational experiences – beyond safari – that will forever inspire and enrich their lives. For families with children, South Africa offers a one-of-a-kind educational opportunity with its rich and multi-cultural history.

Adrenaline seekers and nature lovers alike will fall in love with South Africa's wide-ranging topography that boasts lush forest, canyons, dramatic waterfalls and white-sand beaches. Thrilling adventures, including hiking, zip-lining, surfing, shark-cage diving, hand-gliding, bungee jumping, and much more, can be found in virtually every province of South Africa, making the possibilities truly endless.



Inspiring new ways

Media Release

Food and wine aficionados will discover the rich wine heritage and robust repertoire of delectable foods of South Africa; from Stellenbosch, Paarl, and Franschhoek, to the storied wine region of Constantia, vinophiles can pair world-class South African wines with fine local cuisines.

South Africa's vibrant arts and entertainment scene will captivate modernists of every persuasion through legendary jazz performances and trendy nightlife venues, to leading art galleries and innovative high fashion. These distinct experiences can only be found in South Africa – a destination that continues to inspire travelers in new ways.

For a unique and interactive look into South Africa's rich and diverse travel experiences as told by South African Tourism's *BIG 5* Ambassadors, visit www.southafrica.net, and follow @SouthAfrica on Twitter and *Visit South Africa* on Facebook for additional updates and information.

**As designated by the annual New York Times "Places to Go" issue (January 2014)*

For further information contact:

David DiGregorio at SA Tourism
Tel: +1 212 471 6255
Email: dave@southafrica.net
Website www.southafrica.net/

Christina Conrado at Coyne PR
Tel: +1 973-588-2000
Email: cconrado@coynepr.com

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed by Chief Executive Officer Thulani Nzima and Chief Operating Officer Timothy Scholtz.

###



Departures Dinner

Wednesday, October 23, 2013 @ Chateau Restaurant

[DRAFT]

Talking Points for South African Tourism North America, President Sthu Zungu

- Dear friends and fellow colleagues of our esteemed travel community; I'm honored to be here tonight to represent African tourism and most prominently South African Tourism for which I am proud to be spearheading in North America.
- I celebrate with you this evening the landmark pan-African issue of *Departures* magazine featuring the distinct and most compelling offerings of Africa from Kenya, Ethiopia, Namibia, to South Africa and more.
- On behalf of my African counterparts and South African Tourism, we thank you *Departures* magazine and your entire staff for spotlighting our destination in a true and deeply captivating light. Additionally, I'd like to thank American Express, our airline partners, fellow tourist boards, and our friends in the trade for helping South Africa become a premier travel destination. Your continued support of Africa and South Africa has lifted our tourism appeal to affluent travelers, fueling record breaking arrivals consistently these past three years. South Africa is already tracking ahead of last year with a 7.2% increase in U.S. arrivals (per June 2013 stats) and with these exciting growth figures, we have no doubt that 2013 will be yet another milestone year for tourism.
- For Africa as a continent, we are facing an extraordinary time in tourism history—the “Africa Now” issue is a testament that Africa, wholly as a destination, has arrived and will be the future of global tourism expansion for years to come.
- Africa has come a long way over the past decade; we are now the fastest growing destination second to Asia Pacific. Last year alone, South Africa reached a historic mark with an increase in year-end arrivals totaling 13.6% and we are already up overall this year by 4.3% (as of June 2013). By 2020, our goal is to increase foreign leisure travel to 15 million visitors annually, augment tourism revenue to \$75 billion a year, and to create 225,000 new jobs. Ultimately, South Africa is striving to become among the Top 20 destinations of the world. We're excited about our future as we know our potential for growth is limitless—and we've just only now scratched the surface.
- Throughout the years, vital media partnerships such as our relationship with *Departures* has brought South Africa to the forefront of the luxury travel market and this unfailing support has made our destination highly-sought after by sophisticated and affluent travelers year after year.
- Luxury is intrinsic to South Africa—we understand and listen to what affluent travelers seek—a truly distinctive, bespoke and authentic experience, which our destination offers in



spades. We cater to this important segment by ensuring that our travel products are unique to our heritage; we preserve the intrigue and mystique of our world-renowned safari; we stay true to our nation's deep and colorful history; and we take pride in our diverse and friendly people; all while staying on the cutting-edge of modern infrastructure and technology to ensure our destination competes on the world stage. We ultimately bring forth an unparalleled and transformative experience for every visitor and because of influential publications like *Departures*—the world finally comprehends the spectrum of our authentic travel offerings.

- Earlier this year on national television we unveiled a significant campaign on NBC's hit show, *All-Star Celebrity Apprentice*. With over 5 million viewers glued to a two-hour episode featuring South Africa—we introduced the "What's your Big 5?" platform to highlight the kaleidoscope of unique experiences South Africa offers beyond our celebrated safari. We continue this campaign through our content-rich site www.southafrica.net. And we intend to work with celebrity figures, tastemakers and travel influencers to maintain momentum of awareness and excitement for our destination with this campaign in the coming months.
- As we look to the future, we see travelers of all ages and every part of North America seeking travel to South Africa, partly due to the unprecedented organic growth of awareness driven by national TV programs like *Parts Unknown with Anthony Bourdain* and unsolicited celebrity endorsements. We have many champions who have become loudspeakers for our destination—and we are truly grateful for the positive light shone upon our diverse culture and distinct experiences.
- Notably, we all look forward sharing the journey of our beloved Madiba with the world in the upcoming biopic, "Mandela: Long Walk to Freedom" as a tribute to South Africa's spirited people, unmatched diversity and our promising future. And as we are taking our rightful place on the world's stage—the global audience is now looking to South Africa for economic leadership as represented by our nation's membership of the formidable BRICS organization and the G20 Summit—yes, we have certainly come a long way!
- With that, we at South African Tourism thank all of you for supporting South Africa and helping us continue to break barriers and reach new heights in our tourism.
- Now without further ado, please enjoy your dinner and mingle with one another as we celebrate this special occasion.

ENDS

###



**The New York Times Travel Show
Friday, February 28, Focus on Africa Seminar**

Talking Points for South African Tourism North America President Sthu Zungu

- We at South African Tourism are proud to return to *The New York Times Travel Show* - the largest consumer and travel trade of its kind in North America - for the seventh consecutive year. It is here that we are able to propel South Africa's kaleidoscope of authentic experiences and evolving tourism landscape to top of mind among our core target audiences and as a result, help inspire continued travel to our beautiful country.
- Our goals for this year's show - and today's **Focus on Africa** seminar in particular - is to challenge consumers and travel professionals such as yourselves to peel back the layers of South Africa and embark on a journey that will transform, inspire, and enrich your lives for years to come.
- South Africa is currently one of the most successful tourism destinations in the world with double-digit increases and record-shattering arrival numbers for the past three consecutive years; and for Africa as a continent, it is now the fastest growing destination second to Asia Pacific. Furthermore, our beloved city of Cape Town has received tremendous recognition this year in particular as the **World Design Capital** and **#1 Place to Go in 2014** according to *The New York Times*. We're excited about our future as we know our potential for growth is limitless—and we've only now just scratched the surface.
- South Africa is currently facing an extraordinary time in tourism history as we prepare to celebrate **20 years of freedom and democracy** on April 27, 2014 - a historic date that marks the end of apartheid rule and the introduction of a new Constitutional order in South Africa.
- This extraordinary milestone is perhaps even more significant and commemorative in light of the recent passing of our beloved **Nelson Mandela - Tata Madiba** - on December 5, 2013, as it serves as a reminder of all that he sacrificed and accomplished in his efforts to bring peace and justice to South Africa and its people.
- As we look to the future, we realize now more than ever before, the importance of highlighting the great strides South Africa has made over the past two decades in large part thanks to Nelson Mandela. After all, with his legacy comes the revival of South Africa as a welcoming and worthwhile tourism destination - and it is our responsibility to carry this legacy on and take it to new heights.



- We've already made great strides to this effect earlier this year with the debut of our *What's Your BIG 5?* campaign on the NBC hit show, "All-Star Celebrity Apprentice." The episode successfully demonstrated a multitude of unique travel experiences found only in South Africa, including world-class epicurean culture, spas, art, shark-cage diving, zip lining, surfing, and more. A spectrum of distinct experiences that Americans were previously unaware of suddenly became the talk of Twitter and Facebook - helping us to reposition South Africa from a 'once-in-a-lifetime' destination to an attainable place worth visiting now!
- The most recent phase of the campaign has been the launch of our revamped consumer website, www.southafrica.net, which highlights South Africa's unmatched travel experiences, in addition to our celebrated safari, as seen through the lens of South African Tourism's BIG 5 Ambassadors - comprised of celebrity figures, tastemakers and travel influencers.
- Featuring a sleek new design layout, updated web technologies for better user-accessibility, and enticing destination visuals and stories, the new *What's Your BIG 5?* website provides an ideal channel for consumers to create and share their South Africa memories with friends and loved ones through social media channels such as Twitter and Facebook.
- Travel enthusiasts now have unprecedented access to South Africa's premier experiences as outfitted to each of the *BIG 5* tourism pillars, including (ONE) Adventure & Exploration; (TWO) Culture & Heritage; (THREE) Safari & Nature; (FOUR) Entertainment & Lifestyle; and (FIVE) Luxury & Romance; affirming that it truly can fit any budget or preference.
- With this renewed awareness comes the next step in our multi-faceted campaign, which is to *inspire* travelers to explore South Africa in *new ways* as catered to their changing travel needs and desires. From young travelers seeking adventure and multi-generational families looking to reconnect to history enthusiasts hoping to relive Nelson Mandela's journey to freedom firsthand and eco-conscious travelers seeking responsible tourism, it is our priority to ensure that our travel products evolve with our target segments and ultimately bring forth an unparalleled and transformative experience for every visitor.



- With each passing year, we see more and more Americans seeking travel to South Africa because of its accessibility and diversity, helping to bolster tourism to the destination like never before.
- We do hope you take time to visit us this weekend to learn more about how far our incredible destination has truly come and the exciting direction it is headed. We are also proud to welcome Dr. David Mabunda of South African National Parks here with us - a distinguished thought leader in global conservation management and dedicated champion for South Africa's ongoing preservation efforts.
- We at South African Tourism thank all of you for supporting South Africa and helping us continue to break barriers and reach new heights in our tourism.

###