

Supplemental Statement

U.S. Department of Justice

Washington, DC 20530

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

For Six Month Period Ending 8/31/2014

(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 C<sup>1</sup>, 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
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(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
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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 current employee list attached				

(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 current employee list attached		

(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 current employee list attached			

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 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)<sup>2</sup> 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)<sup>2</sup> 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 A<sup>3</sup> Yes  No

Exhibit B<sup>4</sup> 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.

<sup>2</sup> 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.)

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

<sup>4</sup> 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**

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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

Provide public relations services for foreign principals, including but no limited to, press material development, media relations, program and newsletter development.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> 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.

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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.

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<sup>5</sup> "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.<sup>6</sup>

Date	From Whom	Purpose	Amount
Various	Hong Kong Tourism	See attached for details	0
	South Africa Tourism		194,145

\$194,145

Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, 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 D<sup>8</sup> 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 value<sup>9</sup> 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
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<sup>6, 7</sup> 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)).

<sup>8</sup> 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.

<sup>9</sup> 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 out of pocket expenses were billed back to the client and included in the receipts reported in 14a.

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
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Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> 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
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**(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 value<sup>11</sup> 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
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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?<sup>12</sup>  
 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.  
 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.  
 Please see attached

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) video production

**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

<sup>12</sup> 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 signature<sup>13</sup>)

September 21, 2016

/s/ Cathy Clarkin

eSigned

<sup>13</sup> 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 8/31/14

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
Paul Fleck	350 Parsippany Rd., Apt. 4, Parsippany, NJ	Public Relations
Zel Elvi	5 High Terrace, Montclair, NJ	Public Relations

SOUTH AFRICA		3/1/2014-8/31/2014					
Transaction	Referer	Period	Invoice Date	Trans Type	Narrative	Transacti	Gross
0819141551		AUG/14	19-Aug	Invoice	MJ 0819141551	Paid	8,440.98
0804141551		AUG/14	4-Aug	Invoice	MJ 0804141551	Paid	16,854.48
0716141551		JUL/14	16-Jul	Invoice	MJ 0716141551	Paid	13,080.85
0702141551		JUL/14	1-Jul	Invoice	MJ 0702141551	Paid	17,845.92
0623141551		JUN/14	23-Jun	Invoice	MJ 0623141551	Paid	12,305.18
0530141551		MAY/14	30-May	Invoice	MJ 0530141551	Paid	16,524.00
0529141551		MAY/14	29-May	Invoice	MJ 0529141551	Paid	28,803.51
0430141551		APR/14	30-Apr	Invoice	MJ 0430141551	Paid	16,524.00
0331141551		MAR/14	31-Mar	Invoice	MJ 0331141551	Paid	16,524.00
0326141551		MAR/14	26-Mar	Invoice	MJ 0326141551	Paid	4,524.19
0328141551		MAR/14	26-Mar	Invoice	MJ 0328141551	Paid	3,089.19
0320141551		MAR/14	20-Mar	Invoice	1551/11 0320141551	Paid	15,488.41
0313141551		MAR/14	13-Mar	Invoice	MJ 0313141551	Paid	24,141.27
							<b>194,145.98</b>

HONG KONG 3/1/2014-8/31/2014  
Transaction Ref Period Name Invoice Da Trans Typ Narrative Transactic

No activity

# **South African Tourism**

# Media Release



*Inspiring new ways*

## **SOUTH AFRICAN TOURISM CELEBRATES 20 YEARS OF FREEDOM AND DEMOCRACY AT 2014 UBUNTU AWARDS IN NEW YORK CITY**

### ***Minister of Tourism Honors Outstanding Trade Partners and Artists for a New South Africa Founders, Alfre Woodard and Blair Underwood***

April 2, 2014, New York, NY – South African Tourism, the official tourism board for South Africa, held its 2014 Ubuntu Awards in the heart of New York City at Gotham Hall on Tuesday, April 1, 2014. Artists for a New South Africa (ANSA) co-founders and acclaimed actors, Alfre Woodard and Blair Underwood, accepted the “Friend of South Africa Award” on behalf of ANSA in honor of the organization’s dedicated pursuit of social justice and equality in South Africa - U.S. Correspondent for South African Broadcasting Corporation, Sherwin Bryce-Pease, served as Master of Ceremonies. Hon. Marthinus van Schalkwyk, South Africa’s Minister of Tourism, delivered the keynote address with distinguished guests including Ambassador Ebrahim Rasool, South Africa’s Ambassador to the U.S. and GRAMMY-nominated South African musician, Jonathan Butler in attendance.

Now in its fifth year, the annual Ubuntu Awards recognizes South African Tourism’s outstanding trade partners in business and leisure travel and celebrates South Africa’s approaching 20<sup>th</sup> anniversary of freedom and democracy. The overarching theme of the event, “Ubuntu” is derived from an African philosophy that speaks to the interconnectedness of our people. It is the essence of being human - “*I am because you are.*” This belief is the very spirit of the Ubuntu Awards, which was filled with heartfelt tributes to South Africa’s greatest father, Nelson Mandela and his remarkable journey to freedom. As South Africa’s former president and champion of the anti-apartheid movement, Nelson Mandela opened up South Africa to the rest of the world, making it the welcoming and worthwhile tourist destination it is today.

Minister van Schalkwyk infused his keynote address with record-breaking statistics that highlighted South Africa’s remarkable achievements over the past two decades, and past year especially. In thanking the individuals and organizations who have helped cement South Africa’s position as a world-class travel destination, Minister van Schalkwyk emphasized the inherent value of partnerships and collaborations as key to the destination’s success.

“In the past 20 eventful years, we have gone from a little known wildlife destination - serving mainly a domestic market and shunned by the rest of the world - to one of the fastest growing and most visible tourism destinations in the world today,” stated Minister van Schalkwyk. “As the U.S. remains our second largest source for overseas tourist arrivals - with figures outpacing even overall global tourism growth in 2012 - we are certainly indebted to the collaborative efforts of the people gathered in this room for our destination’s extraordinary success in this market to date.”

The event also included new updates on South African Tourism’s “*What’s Your BIG 5?*” campaign; a 360-degree platform to promote South Africa’s endless array of rich and diverse travel offerings, beyond its iconic safari. Championed by the loveable digital giraffe mascot, *Zandi*, the campaign’s latest rollout is the newly-redesigned South African Tourism website, making it easier for consumers and travel agents to plan and book their next visit to South Africa tailored to their own unique interests and preferences.



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“Our ‘What’s Your BIG 5?’ platform continues to break barriers in transforming the way key stakeholders and consumers view our destination” said Sthu Zungu, President of South African Tourism North America. “With strategic marketing, advertising, public relations and social media activations in place, we have no doubt that this campaign will dramatically increase South Africa’s desirability as an accessible and worthwhile holiday destination among U.S. travelers.”

The Friend of South Africa Award was presented to ANSA for its immense contributions to the South African nation. ANSA is dedicated to supporting South Africa’s quest for democracy and freedom through various philanthropic initiatives and visible thought leaders in the arts and entertainment community, appropriately garnering it special recognition at this year’s ceremony.

In other categories, the award for **Top Producing Tour Operator** went to Lion World Travel and Grand Circle, followed by the award for **Top Producing Online Tour Operator**, which went to Orbitz. The award for **Top Producing Airline** was given to South African Airways; **Best Value for Money Packages** to Grand Circle; **Outstanding Achievement in Strategic Partnerships** was awarded to Swain Destinations; **Outstanding Achievement in Creative Partnerships** went to RA Travel; **Outstanding Achievement in a Group Travel Program** was awarded to Far Horizons; and AIMA was recognized for **Outstanding Achievement in Incentive Travel Programs**.

The complete list of awards and award recipients is as follows:

- **Top Producing Tour Operator** - Lion World Travel and Grand Circle Travel
- **Top Producing Online Tour Operator** - Orbitz
- **Top Producing Airline** - South African Airways
- **Best Value for Money Packages** - Grand Circle Travel
- **Outstanding Achievement in Strategic Partnerships** - Swain Destinations
- **Outstanding Achievement in Creative Partnerships** - RA Travel
- **Outstanding Achievement in a Group Travel Program** - Far Horizons
- **Outstanding Achievement in Incentive Travel Programs** - AIMA
- **Friend of South Africa Award** - Artists For A New South Africa (ANSA)

For more information on South Africa’s rich and diverse offerings visit [www.southafrica.net](http://www.southafrica.net); follow @SouthAfrica on Twitter and *Visit South Africa* on Facebook.

For further information contact:

Sthu Zungu at SA Tourism  
Tel: +1 (212) 730-2929  
Email: [newyork@southafrica.net](mailto:newyork@southafrica.net)  
Website [www.southafrica.net](http://www.southafrica.net)

Christina Conrado at Coyne PR  
Tel: +1 (973) 588-2000  
Email: [cconrado@coynepr.com](mailto: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



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## **SOUTH AFRICAN TOURISM LAUNCHES *WHAT'S YOUR BIG 5?* RADIO CAMPAIGN**

### ***New Ad Highlights South Africa's Kaleidoscope of Enriching Travel Experiences Among Key Target Markets***

**May 5, 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 release of its tri-city *What's Your BIG 5?* radio campaign. The radio spot, which comes on the heels of South Africa's 20<sup>th</sup> anniversary of freedom and democracy, is part of the next phase of the 360-degree platform to promote South Africa's unmatched travel offerings.

The ad follows a young couple's discussion about their recent visit to South Africa, where they experienced everything from shark cage diving with Great Whites to learning about South Africa's journey to freedom at the Nelson Mandela Museum – even dancing with locals at a Soweto street party. It will be airing in local radio stations across Atlanta, Charleston, S.C., and Phoenix through May 11.

"South Africa is currently facing an extraordinary period in its history as later this month marks 20 years of freedom and democracy – a milestone date that transformed South Africa and opened it up to the rest of the world," said Ms. Sthu Zungu, President of South African Tourism North America. "Now more than ever, it is critical that we encourage visitors to continue sharing their love and personal experiences of travel to South Africa and capture this excitement through the lens of our *What's Your BIG 5?* platform."

The radio spot can be heard here: <http://bit.ly/1mjRXsc>

The radio campaign's debut comes just weeks after South African Tourism's immensely well-received 2014 Ubuntu Awards celebration, held on April 1, 2014, at Gotham Hall in New York where Hon. Minister van Schalkwyk outlined the successes of South Africa's Tourism efforts over the last 20 years and mapped out the way forward. The annual awards gala – which was underscored by moving tributes to South Africa's historic anniversary and beloved former president, Nelson Mandela – honored South African Tourism's outstanding partners in business and leisure travel. Valued trade partners and distinguished VIPs such as Alfre Woodard and Blair Underwood – actors and founders of Artists for a New South Africa (ANSA) – toasted to South Africa's remarkable tourism success in the U.S. market over the past 20 years. As South Africa looks to solidify the gains it has made in the North American market, South African Tourism's *What's Your BIG 5?* platform provides the unique opportunity to showcase the country's diverse experiences across multiple channels, helping to deconstruct the destination and ultimately make it more appealing, accessible and worthwhile among U.S. consumers.

The multi-faceted *What's Your BIG 5?* campaign launched in April 2013 on the NBC hit series, "All-Star Celebrity Apprentice" and aims to redefine the "BIG 5" by underscoring the broad



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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.

For more information on South Africa's rich and diverse offerings visit [www.southafrica.net](http://www.southafrica.net), follow @SouthAfrica on Twitter and *Visit South Africa* on Facebook.

**For further information contact:**

Sthu Zungu at SA Tourism  
Tel: +1 (212) 730-2929  
Email: [newyork@southafrica.net](mailto:newyork@southafrica.net)  
Website [www.southafrica.net](http://www.southafrica.net)

Christina Conrado at Coyne PR  
Tel: +1 (973) 588-2000  
Email: [cconrado@coynepr.com](mailto: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



*Inspiring new ways*

## **SOUTH AFRICA STILL WINNING AFTER 2010 FIFA WORLD CUP**

### **Former World Cup Host Reveals BIG Five Takeaways**

*Tourism Enjoys Continued Growth and Solidifies Positive Impact on Culture and Travel Industry, Years Later*

**June 9, 2014, New York, NY** – Four years after hosting the 2010 FIFA World Cup, South Africa endures sustained success as a leading sporting and travel motherland. The country's reputation as a world-class destination has been further enriched since hosting one of the most prosperous World Cup events in history.

Since accommodating this global occurrence, South Africa continues to celebrate its lasting legacy on the country's tourism industry with a tremendous 21 percent increase in U.S. tourist arrivals as of 2014, observing consistent growth to their economy and profile worldwide.

"With the 2014 FIFA World Cup Brazil upon us, we reflect on the profound, yet positive effect this event has brought to our country," said Ms. Sthu Zungu, President of South African Tourism North America. "The World Cup opened a new door of opportunity for South Africa and we wish our Brazilian counterparts the best of luck this month."

### ***How to Score BIG at the World Cup:***

#### **Don't Judge a Book by its Cover**

Perhaps the most successful element of South Africa's hosting of the World Cup has been debunking common misconceptions about the country - be it that the nation was not capable of hosting an event of such great magnitude or that it lacked compelling travel offerings beyond its iconic safari. Rather, South Africa demonstrated that it did in fact have the capability to support the world's greatest sporting event in world-class stadiums and sports facilities, all while emulating rich cultural diversity, breathtaking scenery, unmatched travel experiences, reliable comfort and the unforgettable warmth and kindness from locals.

#### **Preparation is Key**

South Africa's hosting of the FIFA World Cup in 2010 gave the country a deadline to complete infrastructure projects that would serve their people and the tourism industry for decades to come, but it couldn't have been done without careful planning and evaluation.

Within six years, South Africa built two new stadiums and upgraded eight existing venues in each of its major cities. The country invested \$1.8 billion in road work, airport upgrades and highway expansions, and another \$40 million in telecommunications improvements.

#### **There is No "I" in Team**

South Africans unified in national pride and attained the seemingly impossible in an effort to showcase South Africa in the best light. The result of such teamwork provided a \$5 billion lift to the economy. Additionally, South Africa's surge of visitors outperformed every region in the world by eight percent, most remarkably during the world's most severe financial crisis.



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**Be True to You**

Leading up to the 2010 FIFA World Cup, South Africa received a decent amount of negative press, but South Africans never let this affect their spirit. Rather, they exuded positivity and welcomed the world with open hearts.

In fact, as the tournament kicked off, many set protest against the notorious South African vuvuzela. Despite the public outcries and noise complaints, South Africans refused to lose sight of their roots. No matter how controversial the horns, they banded together and celebrated the ritual asset. Four-years later, visitors continue to cherish the vuvuzela as a unique representation of South African culture.

**The More the Merrier**

More than 309,000 tourists visited South Africa to attend the 2010 FIFA World Cup, giving the local economy an incredible boost - as well as raising the profile of South Africa as a welcoming and worthwhile tourist destination. As a result, South Africa continues to see double-digit increases in tourist arrivals year after year since 2010. The U.S., specifically, has contributed immensely to this sustained growth as South Africa's second largest source market for overseas tourist arrivals. Of recent, the U.S. accounted for nearly 350,000 tourist arrivals in 2013, reflecting a 6.7% growth on the Americans that visited South Africa in 2012.

Proven by this rapid, consistent growth, South Africa is quickly becoming the global standard for tourism success to other emerging destinations.

"It is important for organizers of this year's Cup to see it as an opportunity to reassess what is working for their country and what isn't," continued Ms. Zungu. "South Africa had the unusual privilege of representing the continent of Africa and delivering the most legendary sporting event to ever take place here."

By establishing heartfelt connections with those who have traveled to the "Rainbow Nation," South Africa has evolved into a leading holiday destination that resonates with millions of travel enthusiasts around the globe.

For more information on South Africa's rich and diverse offerings visit [www.southafrica.net](http://www.southafrica.net), follow @SouthAfrica on Twitter and *Visit South Africa* on Facebook.

**For further information contact:**

Sthu Zungu at SA Tourism  
Tel: +1 (212) 730-2929  
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###

# Media Release



*Inspiring new ways*

**MAYOR OF CAPE TOWN RECEIVES HONORS IN THE BIG APPLE**  
***Patricia de Lille Shares her "BIG 5" Cape Town Experiences and Accepts Recognition from The New York Times***

July 9, 2014, New York, NY – South African Tourism, the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination, is proud to celebrate the City of Cape Town during Executive Mayor, Patricia de Lille's visit to *The New York Times* Building in New York City. Cape Town, South Africa, has long been a premier destination for travelers worldwide, with its offerings of awe-inspiring scenery, historical sites and picturesque winelands. In recognition of this idyllic location, *The New York Times* presented Mayor de Lille with a framed copy of *The New York Times*' January 2014 article, "52 Places to Go in 2014," in which Cape Town was named the No. 1 destination.

"We are honored to welcome Cape Town Executive Mayor, Patricia de Lille, to New York and are pleased that *The New York Times* has acknowledged Cape Town's appeal and South Africa's emergence as a world-class tourist destination," said Sthu Zungu, President of South African Tourism North America. "There truly could not be a better time for this accolade as 2014 marks 20 Years of South Africa's Freedom and Democracy."

As more and more Americans visit South Africa, they are discovering the wide variety of authentic and distinct experiences that the country has to offer beyond safari. Capitalizing on the success of South African Tourism North America's ongoing "What's Your BIG 5?" campaign, which debuted on NBC's "All-Star Celebrity Apprentice" in April 2013, Mayor de Lille highlighted her BIG 5 Cape Town experiences below:

#### **Table Mountain**

Often the most recognized site in Cape Town, this iconic landmark is one of the world's New7Wonders of Nature and truly brings out the vibrant, positive energy intrinsic to the city.

#### **Robben Island**

This World Heritage site is bound in history and represents a critical chapter in South Africa's path towards democracy. It was here that many political leaders, including the Father of the South African Nation, Nelson Mandela, were imprisoned for years in their quest to end apartheid. Today, the site serves as a great inspiration for young visitors to witness the immense sacrifices made by the illustrious former president and his comrades.

#### **Victoria & Alfred Waterfront**

Situated in the heart of Cape Town, the V&A Waterfront has undergone a tremendous transformation in the past 10-15 years and now represents one of the most visited sites in all of South Africa. Home to hundreds of unique restaurants and retail shops - it is the ideal space to bring Capetonians together and introduce new visitors to Cape Town.



*Inspiring new ways*

**Cape Wine Farms**

Cape Town is renowned for exporting wines across the globe and its historic wine farms have produced many popular wines enjoyed the world over, including South Africa's signature varietal pinotage.

**The Warm & Creative People of Cape Town**

Cape Town's biggest asset is, by far, its people. The city represents a melting pot of warm and friendly people, alive with creativity, color, and genuine hospitality - which is what makes it such a vibrant locale. Cape Town prides itself on being inclusive of people of all different ages and cultures, and everyone comes together for festive annual celebrations such as the Cape Town Carnival and Cape Town Minstrel Festival, the city's own New Year's festival.

South Africa continues to experience an impressive year in travel and tourism, with tourist arrivals out of the US up 7% in 2013 and steadily increasing into 2014.

For more information on South Africa's rich and diverse offerings visit [www.southafrica.net](http://www.southafrica.net), follow @SouthAfrica on Twitter and Visit South Africa on Facebook.

**For further information contact:**

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###



# Media Release

## **SOUTH AFRICAN TOURISM TO HIGHLIGHT SOUTH AFRICA'S UNMATCHED ADVENTURE TRAVEL OFFERINGS AT VIRTUOSO® TRAVEL WEEK (AUGUST 9-15, 2014)**

### ***South African Tourism Returns as Tourist Board Partner for Annual VAST Globe Trotting & Training Expo at the Bellagio Las Vegas***

**August 6, 2014, New York, NY—** South African Tourism, the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination, is proud to showcase South Africa's unique travel experiences at Virtuoso® Travel Week for the second consecutive year as Tourist Board Partner in the VAST Program, an exclusive supplier platform of Virtuoso. During the 11th Annual VAST Globe Trotting & Training Expo on **Saturday, August 9**, South African Tourism will educate and inspire more than 400 influential travel advisors on the diverse landscape and adventure offerings of South Africa. Additionally, South African Tourism, in partnership with key South African suppliers, will host a luncheon for an additional 250 travel advisors on **Monday, August 11**, illustrating why now is the perfect time to 'Visit South Africa.'

The event follows the release of the 2014 Virtuoso® Luxe Report, in which South Africa garnered top honors across multiple categories including the number one spot for "Most Popular Adventure Travel Destination," the runner-up spot for "Most Popular International Leisure Destination for 2014" and the number six spot for "Most Popular Family Travel Destination for 2014." Recognized as the industry's leading source for luxury travel trends and destinations, the Virtuoso® Luxe Report provides a critical outlet to showcase South Africa's unique travel offerings.

"South Africa has been a tremendous addition to our active and specialty travel destinations and we are thrilled to have South African Tourism return as our Tourist Board partner for the second year in the VAST Program," said Cece Drummond, director of Tour Product at Virtuoso. "South Africa remains at the forefront of this fast-growing market segment and we look forward to continued success together in highlighting its diverse offerings among our core audiences."

"South Africa's partnerships with programs such as VAST are vital to our continued success and we look forward to another year of educating Virtuoso's expansive network of expert travel advisors on all that South Africa has to offer," said Sthu Zungu, President of South African Tourism North America. "From families to young wanderlusts to multi-generational travelers, there truly is a unique adventure experience for everyone to enjoy in South Africa."

Engaging in strategic trade partnerships and training programs has significantly contributed to a steady increase in brand awareness and positivity for South Africa and continues to be a strong indication for future growth in tourist arrivals from North America.



# Media Release

For more information on South Africa's rich and diverse offerings visit [www.southafrica.net](http://www.southafrica.net), follow @SouthAfrica on Twitter and Visit South Africa on Facebook.

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**MS. STHU ZUNGU INTRO REMARKS**  
**April 1<sup>st</sup> MINISTER'S Media Luncheon**  
**12:30-2:30 PM @ LE BERNARDIN**

**1:00PM-1:03PM**

Good afternoon and welcome everybody. My name is Sthu Zungu, President of South African Tourism North America.

It is a great pleasure to meet all of you today to share and celebrate our country's latest achievements. This is a momentous year for South Africa as later this month marks the 20<sup>th</sup> anniversary of our nation's freedom and democracy - a historic milestone that transformed South Africa and opened it up to the rest of the world. Yes, we've certainly come a long way in the past two decades!

We are proud to welcome quite a few special guests with us here today, to begin, please join me in welcoming our visiting dignitaries of South Africa:

- H.E. Ambassador Ebrahim Rasool, South Africa's Ambassador to the U.S.
- The Hon. Marthinus Van Schalkwyk, Minister of Tourism
- H.E. Ambassador Kingsley Makhubela, Director-General, National Department of Tourism
- Mr. George Monyemangene, Consul General of South Africa in New York
- Deputy Chairman of the South African Tourism Board of Directors Mr. Zwelibanzi Mntambo,
- Member South African Tourism Board of Directors Mr. Graham Wood
- Mr. Riaan Aucamp, Head of Ministry
- Ms. Marjorie Sibiya, Office of the Director-General

We are also excited to introduce to you all founding members of Artists for a New South Africa - a nonprofit organization dedicated to supporting South Africa's quest for democracy and freedom through various philanthropic initiatives and visible thought leaders in the arts and entertainment community.

- Ms. Alfre Woodard, Oscar-nominated actress and co-founder of ANSA
- Mr. Blair Underwood, Golden Globe-nominated actor and co-founder of ANSA
- Mr. Roderick Spencer, screenwriter, producer and co-founder of ANSA
- Ms. Sharon Gelman, Executive Director and President of ANSA

And lastly please welcome our moderator for the afternoon, Mr. Sherwin Bryce-Pease. Sherwin is UN correspondent and bureau chief for SABC News.



*He has been with the SABC since May, 2002. In March, 2008 Sherwin was appointed SABC U.S. Correspondent, based in New York before being seconded to the UN as Bureau Chief in 2010.*

*He has interviewed U.S. President Barack Obama at the White House, U.N. Secretary General Ban Ki Moon, South African Presidents high profile actors Morgan Freeman and Idris Elba and Nobel laureates including Nadine Gordimer. Notable stories he's reported on include the World Economic Forum in Davos, Switzerland.*

This year's program will take on a slightly different format with two separate Q&A sessions - the first with our principals and the second with Artists for a New South Africa.

Without further ado, I will let our program commence.

*[Q&A Parts I & II led by Sherwin Bryce-Pease]*

**1:25PM-1:30PM**

Thank you, Mr. Bryce-Pease, Minister van Schalkwyk, Ambassador Rasool, and our friends at Artists for a New South Africa Alfre & Blair - that was an eye-opening discussion and memorable tribute to how far South Africa has come in the past 20 years and its promising future ahead.

Thank you everyone for joining our conversation today. Now please enjoy your lunch!



**2014 UBUNTU AWARDS**  
**Ms. Sthu Zungu Master Speaking Points**  
**April 1 at Gotham Hall NYC, 6 PM-10 PM**  
**[INTERNAL USE ONLY]**

*[Voice of God introduces Mr. Sherwin Bryce-Pease, U.S. Correspondent for South African Broadcasting Corporation]*

*[Welcome remarks from Mr. Bryce-Pease]*

**7:40 PM-7:55 PM**

Good evening, fellow friends and champions of South Africa! It is such an honor to be here tonight to present the 2014 Ubuntu Awards recognizing the outstanding individuals and organizations that have helped position South Africa as one of the world's leading travel destinations - a seat it rightfully deserves, I'd say!

For those of you who don't know me, my name is Sherwin Bryce-Pease and I am the U.S. Correspondent for South African Broadcast Corporation - South Africa's leading broadcast company.

I am proud and excited to serve as your host for tonight's celebrations and believe me, there is much for us to celebrate...but more on that shortly.

For now, let us begin the 2014 Ubuntu Awards ceremony by giving a warm and generous welcome to President of South African Tourism North America and my dear friend, Ms. Sthu Zungu.

*[Intro remarks from Ms. Zungu]*

**7:55 PM-8:00 PM**

Thank you for the kind introduction, Sherwin! It is both an honor and pleasure to have you here with us tonight. And to all of you lovely people out there in the crowd - our frontline ambassadors - we thank you so much for being here and welcome you to our 5<sup>th</sup> annual Ubuntu Awards celebration.

We are overjoyed to have so many of you come from far and wide to be together with us this evening. I couldn't imagine standing here tonight without all of you whom have helped make this year another amazing one for growth in tourism and travel to beautiful South Africa - a place we are so proud to call home.

Tonight we celebrate South Africa - its heritage, customs, people, traditions, and most importantly, we celebrate South Africa's greatest father, the late Nelson Mandela - better known to us by his clan name, Tata Madiba. We applaud Thokza



Singers and the great Jonathan Butler for that moving performance in tribute to all he has done and sacrificed for the betterment of South Africa and its people. Mandela was and continues to be an inspiration for us all. This year, we encourage guests to come and experience the South Africa that he envisioned and hoped for all along.

For anyone who may not know, tonight's UBUNTU event is derived from an African philosophy that speaks to our deep-rooted heritage: I am because you are. In Zulu we say - Umuntu ngumuntu ngabantu. The wisdom of our forefathers transcended their world. It was profound. They lived and died by the idea of Ubuntu. Villages were founded and they rose and prospered through a deep understanding of every this principle of Ubuntu. It is our way of life even to this very day in South Africa.

So tonight we celebrate you, we recognize your hard work, we salute all of you first for being our destination's unwavering champions and inspiring our North American friends year-after-year to choose South Africa. Secondly, we recognize you for rolling up your sleeves every day and for joining in our quest to bring Tourism growth for South Africa out of this very important market.

You are among friends and family tonight - so, please enjoy this evening's festivities.

To begin, please join me in welcoming our visiting dignitaries of South Africa:

- H.E. Ambassador Ebrahim Rasool, South Africa's Ambassador to the U.S.
- The Hon. Marthinus Van Schalkwyk, Minister of Tourism
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- Deputy Chairman of the South African Tourism Board of Directors Mr. Zwelibanzi Mntambo,
- Member South African Tourism Board of Directors Mr. Graham Wood
- Mr. Riaan Aucamp, Head of Ministry
- Ms. Marjorie Sibiya, Office of the Director-General

And our special guests:

- Ms. Alfre Woodard, Oscar-nominated actress and co-founder of Artists for a New South Africa
- Mr. Blair Underwood, Golden Globe-nominated actor and co-founder of Artists for a New South Africa
- Mr. Roderick Spencer, screenwriter, producer and co-founder of Artists for a New South Africa
- Ms. Sharon Gelman, Executive Director and President of Artists for a New South Africa
- The legendary, GRAMMY-nominated South African musician, Jonathan Butler and his daughter Jodie Butler
- And the ever-charming Mr. Sherwin Bryce-Pease, U.S. Correspondent for South African Broadcasting Corporation and tonight's Master of Ceremonies

*[Ms. Zungu introduces South Africa's U.S. Ambassador Ebrahim Rasool]*



**7:55 PM-8:00 PM** To begin, we are especially honored to have with us South Africa's Ambassador to the United States, the Honorable Ambassador Ebrahim Rasool. He has had a long and prosperous career in shaping South Africa's government with positions held as Member of Parliament and the National Assembly, Special Advisor to the State President of the Republic of South Africa, and Premier of the Western Cape Province. Please join me in welcoming His Excellency to the stage.

**8:00 PM-8:10 PM** *[Amb. Ebrahim Rasool brings welcome from HQ]*  
*[Amb. Ebrahim Rasool introduces Hon. Marthinus van Schalkwyk]*

**8:10 PM-8:15 PM** *[Minister of Tourism Hon. Marthinus van Schalkwyk shares key note speech]*

*[Mr. Bryce-Pease thanks Hon. Marthinus van Schalkwyk]*

**8:15 PM-8:17 PM** Thank you, Minister van Schalkwyk, for sharing that most wonderful and encouraging address with our friends here tonight. We are inspired by your leadership and vision for the future of travel and tourism to South Africa. We appreciate your words and presence here tonight as we couldn't imagine celebrating another amazing year without you.

Ladies and Gentlemen, dinner will now be served. Please enjoy and we will resume our program shortly.

**8:17 PM-8:45 PM** *[SA background music plays]*  
*[Main course served and cleared]*

*[More remarks from Mr. Bryce-Pease]*

**8:45 PM-8:46 PM** I hope you all have enjoyed your dinners - and now may I please direct your attention to the screen behind me.

**8:46 PM-8:55 PM** *[Sizzle Reel plays]*  
*[Mr. Bryce-Pease prompts Ms. Zungu to the stage for brief remarks]*

*[Ms. Zungu remarks]*

We are truly proud and humbled to have shared with you a glimpse back at an unbelievably momentous year for South African Tourism, but without forget for our very brave and wonderful leader, Mr. Mandela. He is forever in our hearts, minds and souls.

The uplifting video you have just seen reinforces South Africa's memorable and lasting impact on each person who graces its beautiful shores. Travelers - and even many A-list celebrities - from around the world are connecting with South



Africa and realizing its unmatched appeal as a holiday destination - no matter your age or preference. This invigorated excitement and passion for our destination is something we simply cannot put into words - it brings us immense pride as a tourism board.

A week after last year's Ubuntu Awards, we officially kicked off our "What's Your BIG 5?" campaign on NBC's "All-Star Celebrity Apprentice" with great acclaim. The two-hour episode highlighted the celebrities' interpretations of the new campaign - spotlighting romance and adventure travel in South Africa. Millions of viewers tuned in and set social media and Twitter alive. We saw a significant uptick of interest in travel to South Africa as well as visits to our consumer website.

A year prior to that, we introduced you to our loveable "BIG 5" mascot, *Zandi*, who has had quite the busy year, as she introduced our new "What's Your BIG 5?" website and Facebook page. The new site highlights South Africa's boundless travel offerings and makes it easier for consumers to plan and book a trip tailored to their own unique interests. We are excited to see what *Zandi* will unveil as part of the campaign this year...

Also, it is with great pride and excitement that this January, *The New York Times* listed their top destinations to visit in 2014 - and only one place could claim the top spot ... and that is, of course, OUR VERY OWN CAPE TOWN!

Yes, we've certainly had quite the memorable year and we encourage visitors of South Africa to continue sharing their love and personal experiences of travel to our country. Now more than ever, it is critical that we capture this excitement and online chatter and encourage more people to visit South Africa and share their own personal "BIG 5" experiences. We've just scratched the surface.

[Ms. Zungu reads ANSA citation]

8:55 PM-9:05 PM

Now ladies and gentlemen - let us begin with our first official award of the evening. The Friend of South Africa Award is given to an individual or organization that through their efforts has distinguished themselves in their support and advocacy for South African Tourism and/or South Africa in general in the US public arena.

The recipient's contribution is evaluated on their positive influence on American society and how they help change perceptions in favor of the destination and the country as a whole. It recognizes both past and present contributions by an individual or organization.



Previous recipients of the Award include Former Mayor of New York the Honorable David Dinkins, Mr. Sunil Gulati the President of US Soccer and Mr Bob Whitley former President of the US Tour Operators Association (USTOA), and twelve-time GRAMMY Award-winning singer/songwriter, Mr. Paul Simon, for his remarkable contribution to the anti-Apartheid movement with the release of *Graceland*.

I'm pleased to announce this year's *Friend of South Africa* Award goes to Artists for a New South Africa (ANSA) in honor of the nonprofit organization's dedicated pursuit of social justice and equality in South Africa.

Here is a video with more about their achievements:

*[Video plays]*

Accepting on behalf of ANSA are co-founders and esteemed actors, Ms. Alfre Woodard and Mr. Blair Underwood.

*[Blair & Alfre bring remarks. Picture taken with Alfre Woodard, Blair Underwood, Ms. Zungu, et al.]*

*[Ms. Zungu introduces Jonathan Butler performance]*

**9:05 PM-9:10 PM** Now we kindly ask that you give a warm welcome back to the stage, the legendary GRAMMY-nominated singer-songwriter-guitarist and South African native, Mr. Jonathan Butler!

*[Jonathan Butler performs]*

*[Mr. Pease returns to stage to commence awards presentation]*

**9:10 PM-9:30 PM** Let us give another round of applause to Mr. Butler for his rousing performance this evening! We hope you have enjoyed our program thus far; it has certainly been one filled with great excitement, heartfelt sentiment and promising hope for the future.

It is now time for us to turn our attention to the highly-anticipated awards portion of the evening. Without further ado, the first award of the evening is the ...

*[Dignitaries are on stage with Mr. Bryce-Pease to commence awards process]*

## 2014 Ubuntu Awards

### **2. Top Producer to South Africa**

The Top Producing Tour Operator Award for 2014 once again goes to two worthy tour operators. By working with our national carrier, South African Airways, along with other premier airlines with



service to South Africa including Delta, Emirates and Virgin Atlantic, these two tour operators continue to contribute to the overall growth for South Africa.

This year's first winner is Grand Circle Travel. Headquartered in Boston Massachusetts Grand Circle Corporation specializes in vacations of international discovery for Americans age 50 and older. They have 44 regional offices worldwide. Currently the company employs more than 3,000 people and has served more than 1.5 million travelers since 1958. Grand Circle commitment to their customers is to always offer high impact experiences and affordable tours to their clients to South Africa. Accepting for Grand Circle is Mark Shionis

*Winner comes to stage, accepts award, takes photograph with Minister*

This year's second winner is Lion World Travel. Lion World Travel has played an instrumental role over the years in helping South Africa Tourism achieve one of its mandates of increased arrivals. Lion World Tours has continued to look outside the box and find innovative ways to package its products to attract a larger US audience, mostly through its attractive pricing and marketing of niche packages such as golf, family, spa and honeymoon. For over forty years Lion World Travel has demonstrated its destination expertise and has become one of North America's largest agencies for Africa. Affordable luxury, value for money, and its signature customer service are what keep clients coming back to Lion World Travel. Accepting for Lion World is President, Lucille Sive.

*Winner comes to stage, accepts award, takes photograph with Minister*

- **WINNER: Grand Circle | Mark Shionis**
- **WINNER: Lion World Tours | Lucille Sive**

### 3. Top Producing Online Tour Operator

The Top Producing Online Tour Operator Award for 2014 goes to a leading global online travel company that uses innovative technology to enable leisure and business travelers to research, plan and book a broad range of travel products. Congratulations to this award-winning travel search engine - as they now lead all online sales for tickets and sales to South Africa!

This year's winner for Top Producing Online Tour Operator is Orbitz. Accepting for Orbitz is Mary Rachelle Stumpf.

*Winner comes to stage, accepts award, takes photograph with Minister*

- **WINNER: Orbitz | Mary Rachelle Stumpf**

### 4. Top Producing Airline

Over the decades, this award-winning airline company has evolved into one of the leading carriers in Africa. They offer the biggest route network in Africa and fly to more destinations, both overseas and within South Africa, than anyone else. As the proud national airline of South Africa, they are



committed to the highest standards. From warm hospitality and luxury airport lounges to the in-flight menu created by renowned chefs, they deliver a world-class experience every time.

This year's winner for Top Producing Airline is South African Airways. Accepting for South African Airways is Todd Neuman.

*Winner comes to stage, accepts award, takes photograph with Minister*

- **WINNER: South African Airways | Todd Neuman**

#### 5. Best Value for Money Packages to South Africa

This award recognizes the tour operator who has been ground-breaking with their pricing models to produce tour prices which include airfare, for as low as \$220.00 per day, per person. The creativity and breadth of product used helps to position South Africa as a value for money destination that is accessible by all.

This year's winner for Best Priced Packages is Grand Circle Travel. Grand Circle was established by experienced and successful travel professionals with one goal in mind: to create top quality, exciting tours to some of the most fascinating travel destinations and offer them at the lowest possible price directly to consumers. Accepting the award on behalf of Grand Circle is Mark Shionis.

*Winner comes to stage, accepts award, takes photograph with Minister*

- **WINNER: Grand Circle | Mark Shionis**

#### 6. Outstanding Achievement in Strategic Partnerships

The Outstanding Achievement in Strategic Partnerships Award for 2014 goes to the leading U.S. provider of completely customized exotic vacation experiences. Since 1987, this family run business - co-founded by Ian and Linda Swain, and their dedicated team of destination experts - has offered American travelers the opportunity to design distinctive trips to intriguing international locales all over the world, and most importantly, South Africa. The family-run business presents North American tourists with personalized service from veteran travel specialists, many of whom hail from the fascinating locales they sell. Swain Destinations is favored by many organizations and became the preferred vendor for American Express in the fall of 2012. Due to these strategic partnerships Swains business has increased 35% largely in part to the partnership with American Express.

This year's winner for Outstanding Achievement in Strategic Partnership is Swain Destinations. Accepting the award on behalf of Swain Destinations is President and CEO, Ian & Linda Swain.

*Winner comes to stage, accepts award, takes photograph with Minister*

- **WINNER: Swain Destinations | Ian & Linda Swain**

#### 7. Outstanding Achievement in Creative Partnerships



The Outstanding Achievement in Creative Partnerships Award for 2014 goes to a full service, privately owned travel agency. Established in 1976 and located in the heart of Greenwich Village this family business operated has successfully conquered the Travel Market.

This year's winner for Outstanding Achievement in Creative Partnerships is RA Travel. Rose Aiello has built a solid career as the founder and owner of RA Travel. Mrs. Aiello has also found outstanding success in an untapped African Market by carving out her own niche. She has a solid client base which includes Art, Music and Fashion executives and tastemakers from companies like Essence Magazine, Sony Music, Bad Boys Records, MTV and Warner brothers. One of many accomplishments Rose has been spearheading Africa programs to this influential client base. Accepting the award for RA Travel is President and CEO, Rose Aiello.

*Winner comes to stage, accepts award, takes photograph with Minister*

- **WINNER: RA Travel | Rose Aiello**

#### **8. Outstanding Achievement in a Group Travel Program**

The Outstanding Achievement in a Group Travel Program Award for 2014 goes to a full service, group travel organization that offers creative tours of special interest. President, Tiru Irani, is actively engaged with large and small corporations and organizations in planning meetings and incentives. He is widely recognized as one of the most knowledgeable and well-traveled professionals in the travel industry. For six years he served as the president Association for the Promotion of Tourism to Africa. As the president of APTA NE, Tiru always fly the flag for South Africa. Tiru also initiated the need for "Volunteer Tourism." He has a strong belief that in this global village environment, it is not enough to go "sightseeing," but also to engage in a "life seeing program" and become a part of a cultural event for a brief moment during the tour.

This year's winner for Outstanding Achievement in a Group Travel Program is Far Horizons. Accepting the award for Far Horizons is President, Tiru Irani.

*Winner comes to stage, accepts award, takes photograph with Minister*

- **WINNER: Far Horizons | Tiru Irani**

#### **9. Outstanding Achievement in Incentive Programs**

This top incentive house has been an enthusiastic ambassador for South Africa, with an impressive track record of selling multiple programs to the same corporation. Toyota America brought their first incentive group to South Africa in 1993 and has operated continuous programs thereafter. The most recent program ran this past October. Tonight we have the honor of recognizing this partner for producing the most business to South Africa for the same corporate client.

This year's winner for Outstanding Achievement in Incentive Programs is AIMA. Accepting the award for AIMA is Kathy Higley.

*Winner comes to stage, accepts award, takes photograph with Minister*



- **WINNER: AIMA | Kathy Higley**



*[Mr. Bryce-Pease makes closing remarks]*

9:30 PM-9:40 PM

Dear friends, thank you again for joining us to celebrate the 5<sup>th</sup> annual Ubuntu Awards. As I stated earlier, we would not be here tonight without your steadfast support, hard work and true love and belief in South Africa - and the incredibly unique travel experiences it has to offer. Congratulations! You deserve your awards and accolades tonight - may this excitement stay with you. Sincere thanks to all of South African Tourism's partners who managed to be here with us tonight; we couldn't be more proud and look forward to the year ahead - and all that it holds for us.

We'd also like to thank all the members of the diplomatic corps who are in attendance to show their support: Ambassador Rasool, Minister van Schalkwyk and and the Director General Makhubela; thank you for championing South African Tourism's initiatives and unfailing support.

I also want to take a moment to thank Sthu and the entire South African Tourism North America team for inviting me to be part of this truly special celebration. It has been an absolute honor to celebrate a country that I hold so near and dear to my heart.

"I am, because you are" - that is the true spirit of Ubuntu. We look forward to seeing you all again next year with even more achievements to celebrate.

9:40 PM-10:00 PM *[Group photo opportunity]*  
*[Dessert/coffee served]*  
*[Guests exit]*

10:00 PM

**--EVENT ENDS--**