



ASSOCIATION OF
SOUTHERN AFRICAN TRAVEL AGENTS



Travel industry honours top achievers

Saturday 28 February, Johannesburg - The Association of South African Travel Agents (ASATA) and Diners Club South Africa announced the winners of the ASATA Diners Club Awards 2014 at a gala event at the Montecasino Ballroom, Fourways.

The winners are:

Exceptional Commitment: Lidia Folli, Tourvest Travel Services Head Office, Johannesburg

Tomorrow's Leader: Minette Fourie, Club Travel Head Office, Cape Town

Leisure Consultant: Marcha Lourens, South African Reynolds Travel Centre, Springs

Corporate Consultant: Celia Kluever, Sure African Imprint Travel, Pretoria

Key Accounts Executive: Shanell Mowers, Tourvest Travel Services, Johannesburg

Independent Travel Consultant in association with eTravel: Janine Corry, 24Point7 Travel Studio, eTravel, Cape Town

Wholesale Representative in a Tour Operator: Enid Maullin, Beachcomber Tours, Johannesburg

Wholesale Consultant in a Tour Operator: Kuben Moodley, Thompsons Holidays, Durban

Otto de Vries, CEO of ASATA says the association is honoured to pay tribute to those who are involved in this multibillion rand industry. "Last year the IATA figure for air tickets issued for domestic and international travel was in the region of R25 billion," he says. "This amount excludes accommodation, car rental and the ancillary services connected with travel bookings.

“Today ASATA represents more than 85% of the industry in terms of market share, including the head offices of most of the major travel consortiums. We’re privileged to have a strong industry with travel agents and members who firmly believe in the continuous upgrading of their skills in order to keep pace with current trends.”

Ebrahim Matthews, managing director of Diners Club South Africa, adds, “Diners Club is proud to be associated with ASATA and its commitment to the travel industry through continued efforts to promote growth and development. We are once again delighted to sponsor these prestigious awards, where winners are nominated by their peers, judged fairly and independently, and duly recognised as being the elite of the travel industry.”

Diners Club South Africa demonstrates unsurpassed commitment to the travel trade and our business partners, continually looking at more efficient and effective ways to manage travel and entertainment spend. The introduction of Diners Club ClubMiles is a travel planner’s dream come true, and Diners Club Advantage Plus offers card members a complete end-to-end expense management solution.”

De Vries concludes, “ASATA believes these awards are of great value to the industry in creating a professional environment. This industry awards programme is reflective of the excellence that we have in South Africa’s travel sector. The awards recognise those travel professionals who continue to offer excellent service with passion and due care, and who improve the perception of this exciting industry.”

Caption: Celia Kluever, Enid Maullin, Shanell Mowers, Kuben Moodley, Kevin Lomax, Minette Fourie, Lidia Folli, Otto de Vries, Janine Corry, Marcha Lourens

For additional images click on the following link:

<https://www.dropbox.com/s/cuvcerpbu9rk4jy/241.jpg?dl=0>

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About ASATA

ASATA was formed in 1956 to create a representative forum in the industry to promote professional service and security for members and their clients. Currently members of ASATA (Southern African retail travel agencies, travel management companies, wholesale tour operators and partners) represent more than 85% of the industry including the head offices of most of the major travel brands. The make-up of the membership base is directly related to SA travellers heading outbound from Southern Africa.

The Association interfaces with key opinion leaders in the industry and senior Government officials in representing its members on all issues of common interest to ASATA Members. This includes policy, planning, operational and regulatory issues ensuring the ongoing sustainability of the travel industry. For more information visit www.asata.co.za

About Diners Club South Africa

Diners Club South Africa is recognised as one of the top franchises in the world, wholly owned by Standard Bank. Diners Club International is owned by Discover Financial Services (NYSE:DFS), a direct

banking and payment services company with one of the most recognised brands in US financial services. Established in 1950, Diners Club International became the first multipurpose charge card

in the world, launching a financial revolution in how consumers and companies pay for products and services. Today, Diners Club is a globally recognised brand serving the payment needs of select and affluent consumers, offering access to nearly 500 airport lounges worldwide, and providing corporations and small business owners with a complete array of expense management solutions. Diners Club cards are accepted in more than 185 countries and territories at millions of merchant locations, and offer access to more than 1 million cash access locations and ATMs. Diners Club is uniquely qualified to serve its card members all over the world.

For more information, visit www.dinersclub.co.za.

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