

The Tourvest Group

World-Class Africa





TikTok
@lathi.cc

The moment South
Africa win 2023
Rugby World Cup

Tourvest Footprint



- Angola
- Brazil
- Botswana
- Caribbean
- Ethiopia
- France
- Kenya
- India
- Mozambique
- Japan
- Namibia
- Madagascar
- Nigeria
- Mauritius
- Rwanda
- Portugal
- South Africa
- Seychelles
- Tanzania
- Spain
- Uganda
- United Kingdom
- Zambia
- Zimbabwe

“Our roots are in Africa, but our reach extends all over the world”



Sense of Africa
more than just a journey ...

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Digital Brochures B2B

Uganda Gorilla Safari

4 Days | Entebbe to Entebbe | Experiential Learning | Private Guided Tour

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more than just a journey ...

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Digital Brochures B2B

Kenya Scenic Explorer

10 Days | Nairobi to Nairobi | Classic | Classic Private Guided Tour

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more than just a journey ...

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South Africa

“Sanibonani!” – A warm African hello

Sense of Africa
more than just a journey ...

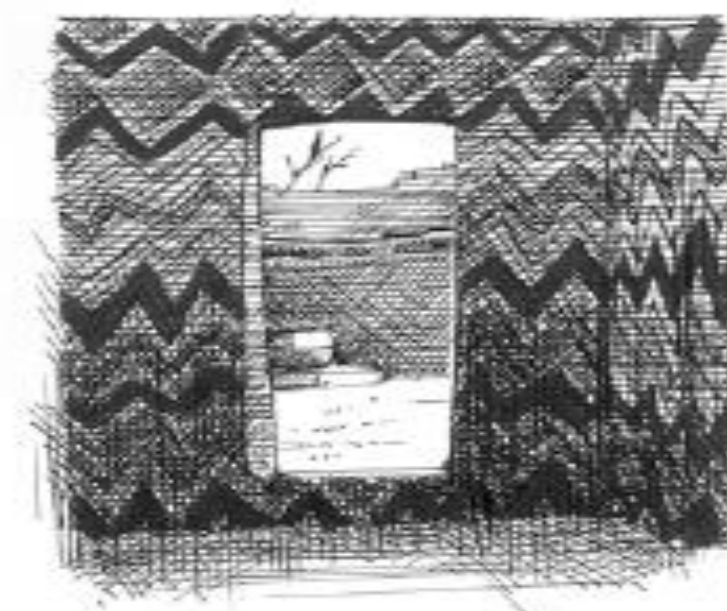
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Tanzania

“Jambo!” – A warm African hello

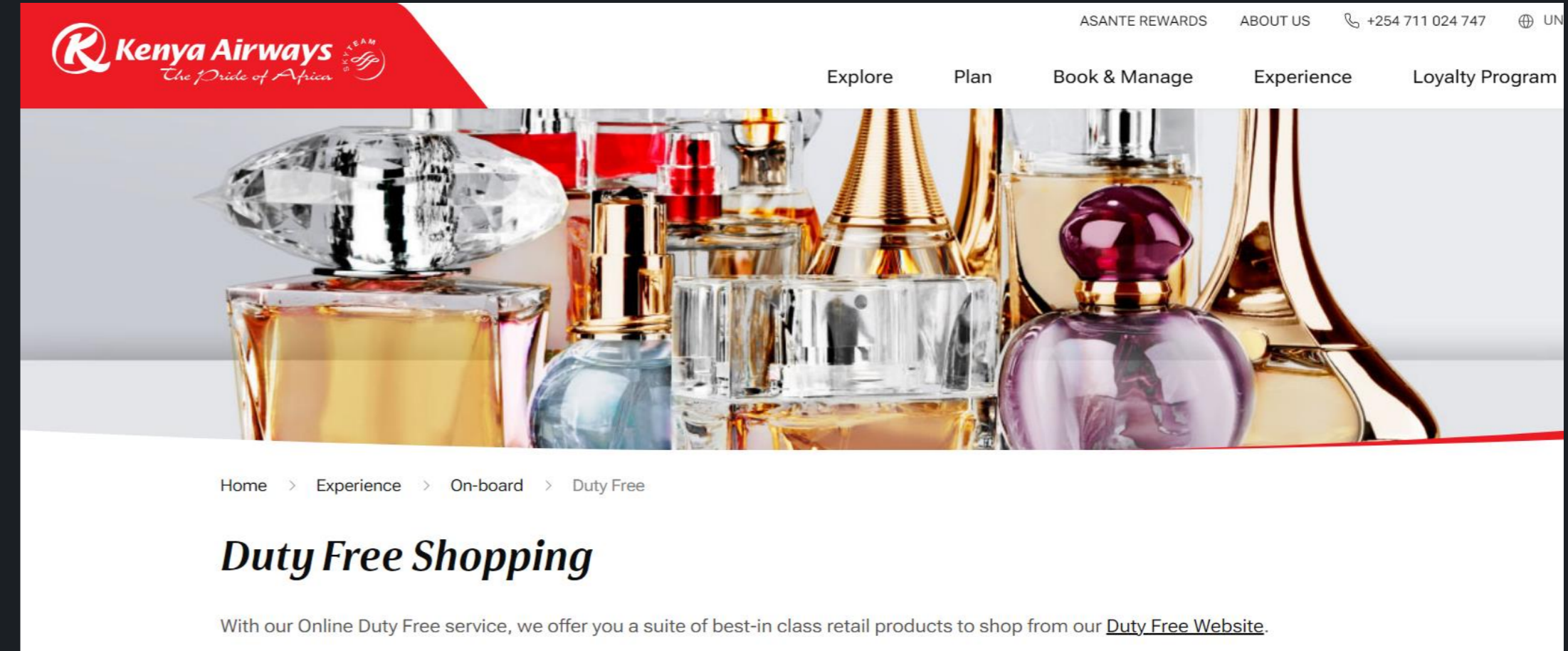
Tourvest Footprint – Destination Retail



The sense of place, scale and variety of goods created a unique shopping experience copied by many others elsewhere in the world.



Tourvest Footprint – Duty Free, Inflight Food & Beverage





AHA SAFARI LODGES

Take a trip into the heart of the African bush and experience authentic African safaris, complemented by some of the continent's top accommodation choices.



aha Nkuhlu Tented Camp

Whether you're out looking for adventure or want to unwind in the quiet solitude of nature, Nkuhlu Tented Camp is the ideal destination



aha Ivory Tree Game Lodge

Ivory Tree Game Lodge is situated within the Pilanesberg Game Reserve, one of the largest volcanic complexes of its kind in the world.



AHA HOTELS

From sea-to-sea and across the heartlands of southern Africa, aha Hotels offer a variety of top accommodation choices - for business, adventure or pure pleasure.



aha The Rex Hotel

Expect an eclectic mix of modern and classic comforts that capture the essence of 4-star luxury with a daily Buffet Breakfast!



aha Alpine Heath Resort

Whether it's for a day, a weekend or longer, booking your stay at Alpine Heath promises an unforgettable time away!

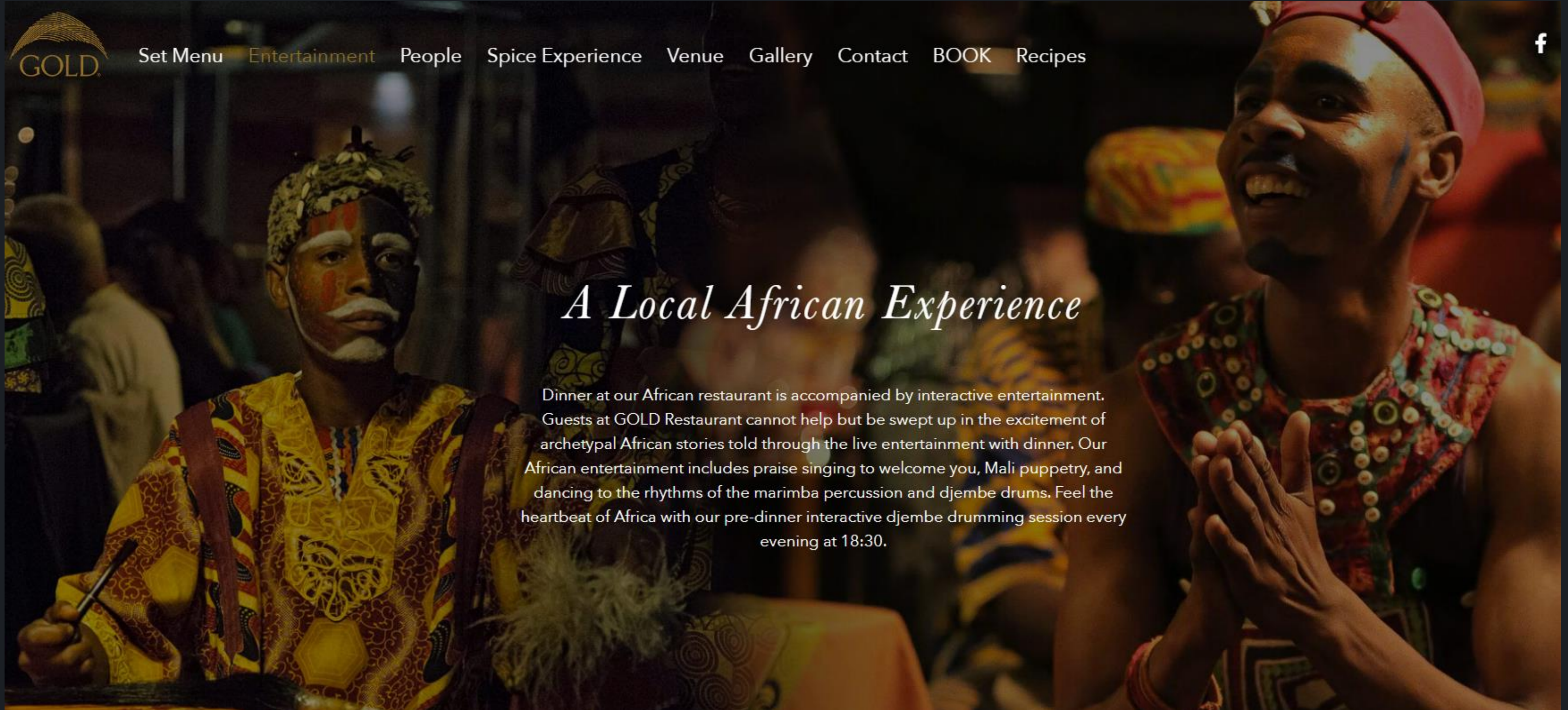


aha Harbour Bridge Hotel

aha Harbour Bridge Hotel is ideally situated within the Convention Centre and Cape Town International Convention Centre precinct

Tourvest Footprint – Jewellery





[Set Menu](#) [Entertainment](#) [People](#) [Spice Experience](#) [Venue](#) [Gallery](#) [Contact](#) [BOOK](#) [Recipes](#)



A Local African Experience

Dinner at our African restaurant is accompanied by interactive entertainment. Guests at GOLD Restaurant cannot help but be swept up in the excitement of archetypal African stories told through the live entertainment with dinner. Our African entertainment includes praise singing to welcome you, Mali puppetry, and dancing to the rhythms of the marimba percussion and djembe drums. Feel the heartbeat of Africa with our pre-dinner interactive djembe drumming session every evening at 18:30.

Tourvest Footprint – Travel Management



**GLOBAL
BUSINESS
TRAVEL**

Travelit

 **Simple yet Powerful**



Seekers

live to travel

Indo Jet Travel

Global Vision Local Attitude

Socio-Economic Development



“Spreading the Sunshine” – Through Sustainable Business Development

Community involvement

Employment & training

Local product sourcing

Environmentally responsible

Local community & infrastructure projects

Community initiatives i.e. education, healthcare

Fair wages

Skills transfer

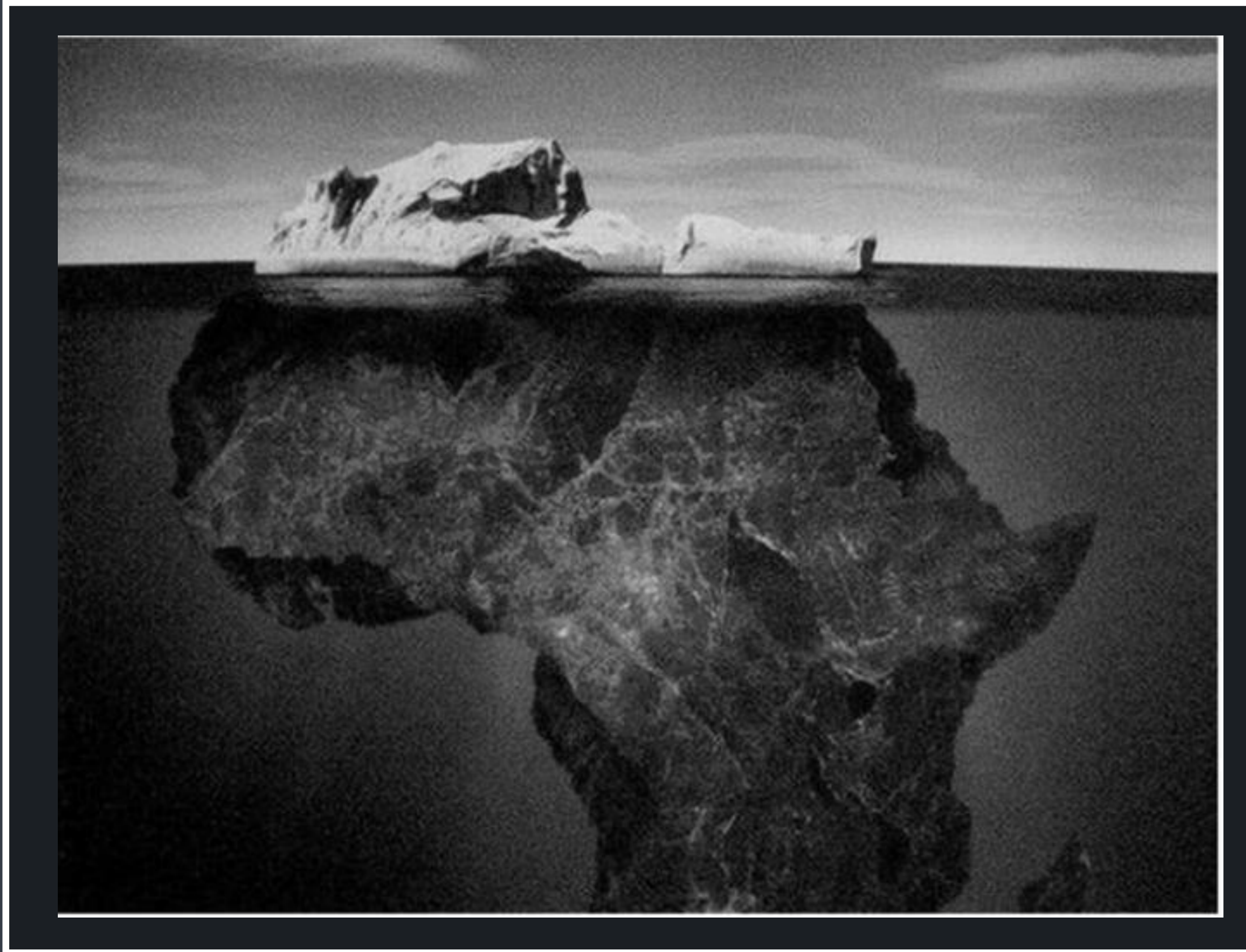
Cultural sensitivity

Long term



“To understand travel retail on the African continent, and the expectations of those that travel in, or to the continent, you need to understand the fundamentals that make Africa unique.”

Macro Environment Factors - Challenges



Political

Economic

Social

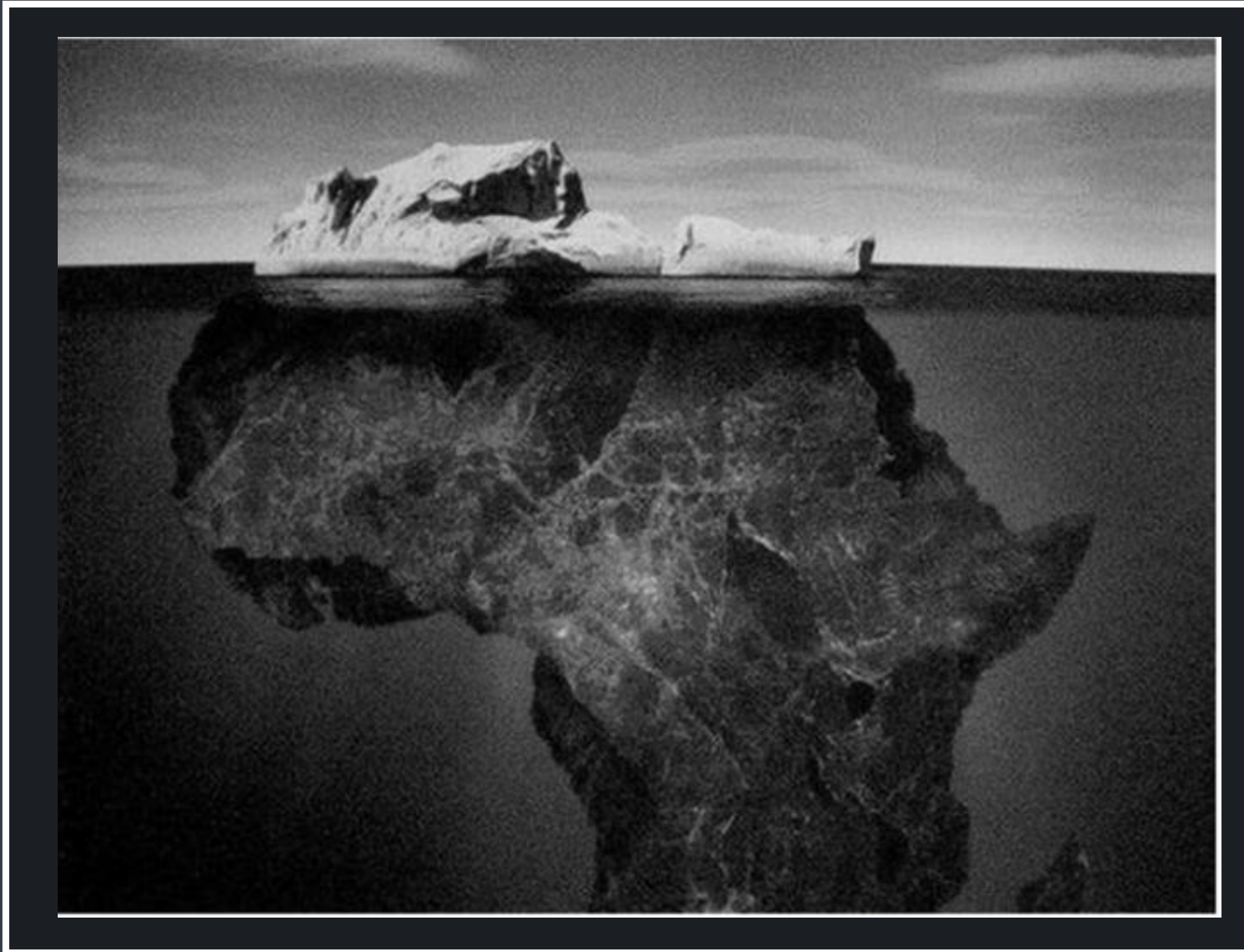
Technology

Legal

Environment

IMPACT: SUPPLY CHAIN / TRANSPORT / CASHFLOW / CURRENCY FLUCTUATIONS / REPATRIATION OF FUNDS / CUSTOMS / SUPPLIER APPETITE / PERIODIC POLITICAL INSTABILITY / ELECTRICITY SUPPLY / INFLATION / TRADE BARRIERS

Macro Environment Factors - Opportunities



Size

Population

Economic Growth

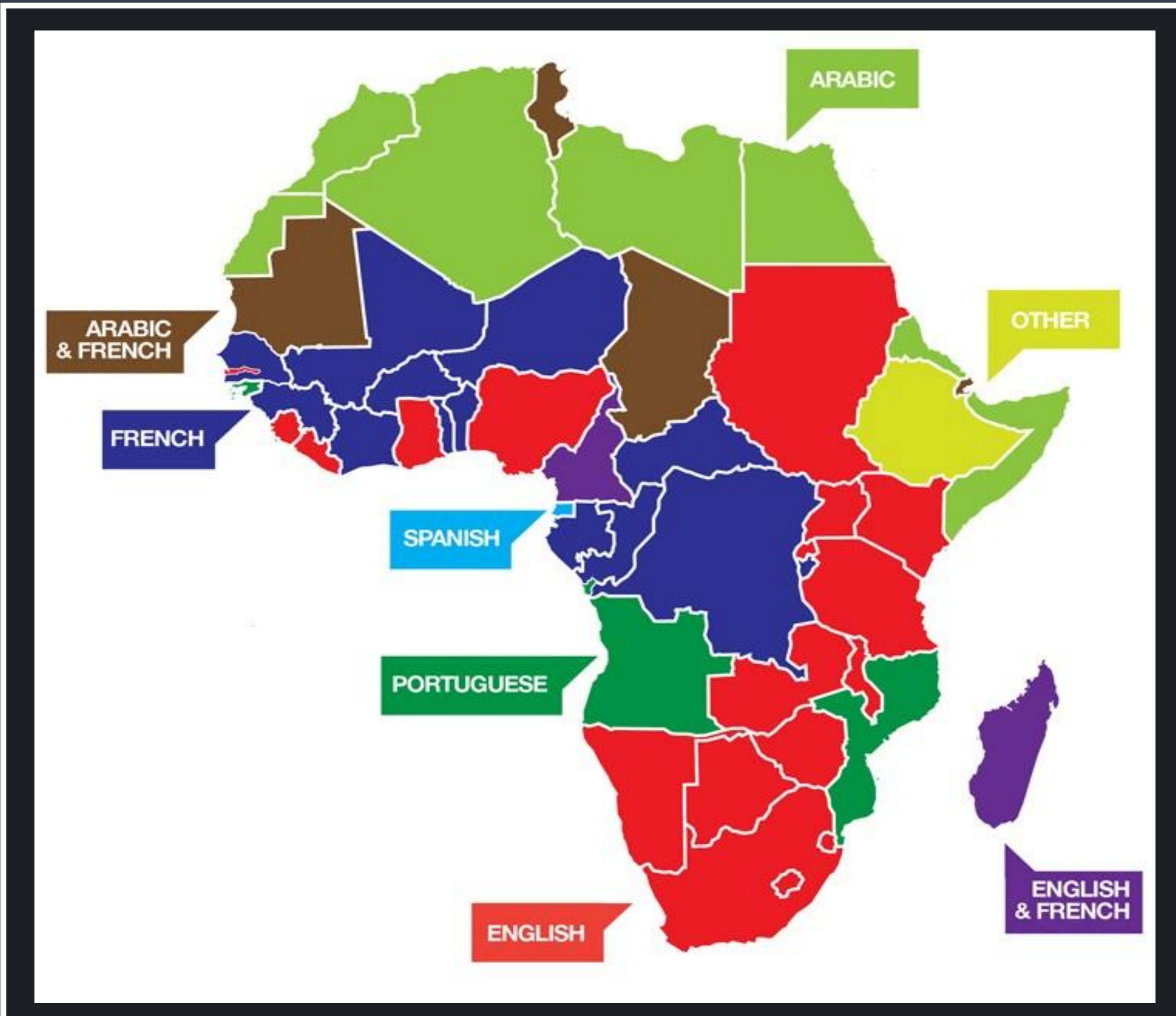
Natural Resources

Connectivity

Workforce

IMPACT: SCALE / GROWTH / INFORMED / CONNECTED / GROWING MIDDLE CLASS / PAYMENTS / URBANISATION / SOCIO-ECONOMIC DEVELOPMENT

Understanding Africa Travel



Languages (> 2000)

Culture & history

Ethnic, tribal and religious diversity

Geographical variation

Biodiversity

Demographics / Living Standard Measure (LSM)

Types of Travel:

Business

Leisure

Transit

Government travel

Non-Governmental Organisations (NGO)

Religious pilgrimage

Traders

Expatriate and diaspora

“Infrastructure travel”

Medical

World-Class Africa
Connected Africa

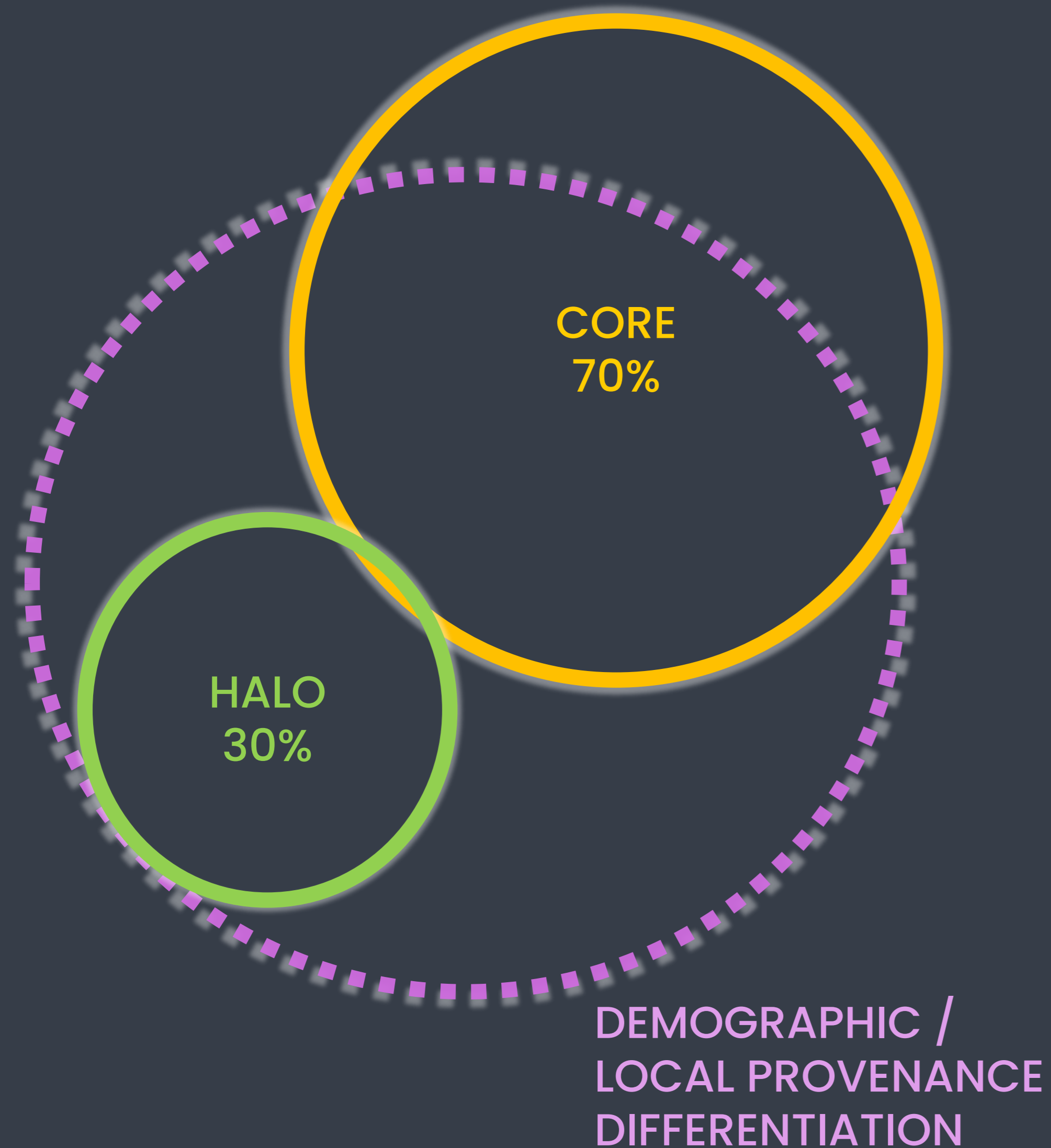


More connected than ever

United States, Europe (UK, France, Germany, Italy etc), China, India and the Middle East remain key source markets

Post COVID-19 travel seeking African holiday experiences i.e Safari, Adventure travel

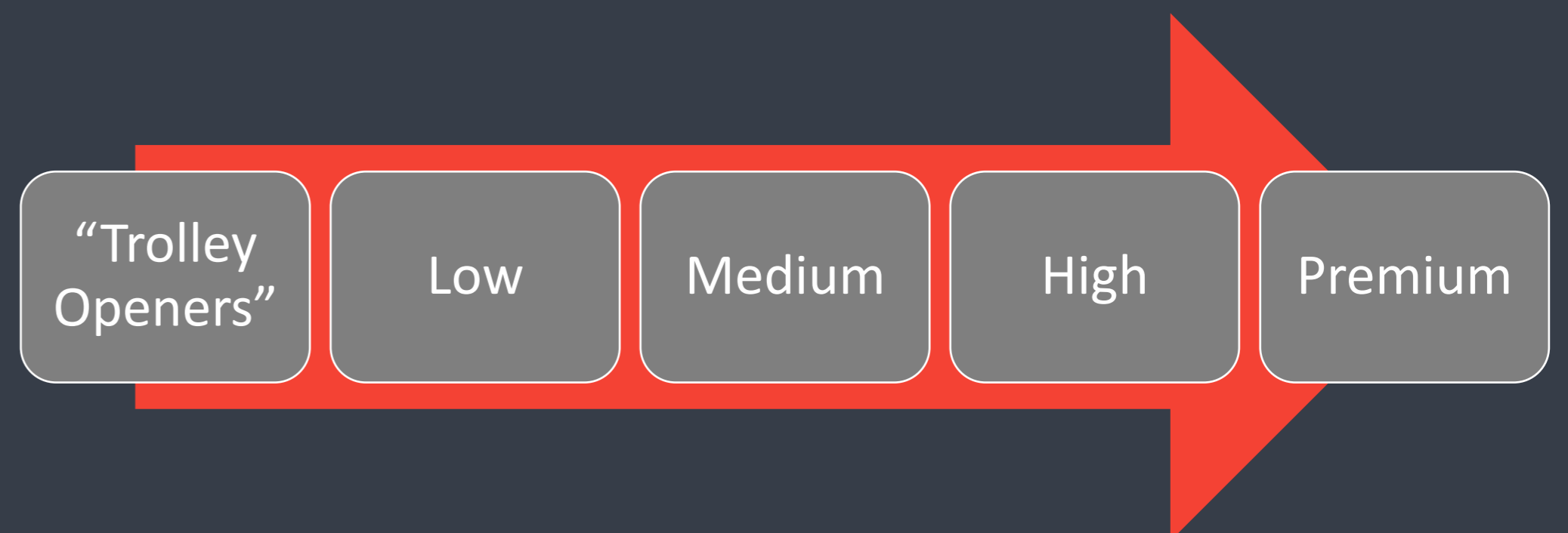
Retail Product Mix – Building a Range For Africa



- Diverse target audience
- Brand positioning
- Price Competitive
- Margin
- Diverse customer segmentation
- Differentiation
- Sales goals

- Cannibalisation
- Product life cycle
- Seasonality
- Promotions
- Supply chain
- Distribution channels
- Customer feedback

PRICE POINTS, RANGE DEPTH & BREADTH



World-Class Africa

World-Class Brands



World-Class Africa

Local Provenance & Experiences



World-Class Africa

Endorsements / Aspirational





FAKE

VS

REAL

Marketing & Promotions



Kenya Airways *The Pulse of Africa*

DUTY-FREE INFLIGHT SHOPPING

KARIBU

OVER 10 NEW BRANDS ON BOARD

- Armani Exchange • Disney
- Gisada • L'Oreal • Reflex Active
- Michael Kors • Marc Jacobs
- Timberland • Viktor&Rolf



30 OVER NEW BUYS ONBOARD

52 PAGES OF TAX-FREE DEALS



AFFORDABLE LUXURY SHOPPING FROM THE COMFORT OF YOUR SEAT

