



## **SUN INTERNATIONAL'S NEW APPROACH TO INTERNATIONAL MARKETING & SALES**

As a pioneer in the South African tourism industry, Sun International has for many years actively invested in key markets internationally to attract foreign visitors to Southern Africa, and operated several stand-alone marketing offices. In taking a fresh look at our marketing operations and efforts, we have developed a fresh approach which will enable us to capitalise on improved efficiencies and synergies with our existing network of trade partners.

As part of this streamlined approach, we have restructured our footprint of permanent international offices and will replace it with a hybrid model of representation and PR coverage in key markets to ensure a seamless continuation of service. Where appropriate, the existing teams will continue to represent Sun International on a contractual basis.

We will continue to focus on creating world-class experiences to draw foreign visitors to our destination through strong awareness in key markets and our long-standing and close relationships with tourism and trade partners, both locally and abroad.

As a premium operator in Southern Africa, it is our continued commitment to support our tourism and trade partners by providing guests with exceptional experiences and memorable moments at our iconic properties. We look forward to our continued success together.

We have included the following details to facilitate any marketing or sales queries for the Sun International portfolio.

### **Reservations**

- Continental Europe (ceurope@suninternational.com) or call +27117807800
- Asia Pacific (asiapacific@suninternational.com) or call +27117807800
- NAUKMEA (North America, UK, Middle East & Africa) (naukmea@za.suninternational.com) or call +27117807800

### **Sales-related queries**

- Refer sales related queries to intsales@suninternational.com or call +27117807000

### **Marketing-related queries**

- Sally Hancock : responsible for North America, South & Central America, UK and Eurozone to (sally.hancock@suninternational.com) or call +27117807000
- Lianne Kelly-Maartens : responsible for Asia Pacific, Oceansias, GCC, Middle East, Indian Subcontinent to (lianne.kellymaartens@suninternational.com) or call +27117807000