

FOR IMMEDIATE RELEASE
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CLUB TRAVEL LAUNCHES ITS NEW LOOK IN STYLE

It was champagne popping and celebrations all round as Club Travel celebrated yet another memorable milestone, with the official launch of our fresh new logo and accompanying corporate identity on Wednesday, 15 October.

An industry leader, Club Travel has always strived to be ahead of the curve by building on the foundation laid down in 1987 by MD and founder, Wally Gaynor.

“This is just the cherry on top of a year spent focused on expanding our service offering to both our clients and partners alike,” said Gaynor at the launch.

“We felt that in light of the rebrand by our BEE partner, Thebe, earlier this year, it was the perfect opportunity for us to give our logo a bit of a nip and tuck with a clean, modern makeover,” Gaynor further added.

“We wanted to retain the strong corporate colours by keeping with the classic red – giving it a slight more sophisticated hue but still being dynamic and energetic. It was also important for us to keep the globe, as this has been a long-standing icon of Club Travel, as our look and brand has matured through the years,” said Minette Fourie, Club Travel Graphic Designer.

The event was attended by our preferred suppliers, partners and staff. The guests were treated to tasty delicacies and mouth-watering refreshments.

Alexis Bekker from Lux Resorts & Hotels commented “Your new look offices are gorgeous...” and Amy Bryson from The Rebellion said “I think the Club Travel offices are amazing, it’s great how everything is travel themed – even in the Ticketing department. It is such a comfortable and beautiful work place, as the staff are there most of the time, it surely must feel like home.”

This prestigious event was thoroughly enjoyed by all, and is guaranteed to be remembered by many.

Visit www.clubtravel.co.za and call 0860 555 777 or (021) 427 1900 for details of your nearest branch. Follow on Twitter @ClubTravelSA or like the Facebook/ClubTravelSA fan page.

CLUB TRAVEL

Club Travel, established in 1987, is a Level One Contributor, is owned by the Thebe Tourism Group (TTG), the first black empowerment group formed in South Africa. This award-winning travel agency is represented by 192 independent travel consultants (ITCs), nine branded ITCs, 59 affiliates, 8 branded franchises and eight corporate and leisure owned branches.

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FOR FURTHER INFO

www.clubtravel.co.za

STACEY-LEE STEWART

+27 21 970 7777

stacey-lee@clubtravel.co.za