

Avis wins at World Travel Awards

At the World Travel Awards 2011 held at the Great Hall of Egypt at Soho Square, Sharm El Sheikh on Friday 16th September 2011, Avis was awarded as "Africa's Leading Business Car Rental Company", proving that the company continues to deliver on its brand promise, "We try harder".



The World Travel Awards, described as the 'Oscars' of travel and tourism industry, now in its 18th year, is considered to be a highly coveted awards programme.

Their aim is to encourage world-class competition, stimulate innovation and creativity and to ensure travellers receive exceptional value. The awards themselves serve to acknowledge, reward and celebrate excellence across all sectors of the mentioned industries.

Avis chief executive, Wayne Duvenage says, "The Southern Africa region managed by Avis SA accounts for almost 80% of Africa's car rental business, a great achievement by all our offices and teams involved.

"Avis is very honoured to accept such a respected award and delighted to be part of the biggest travel event of the year. With a phenomenal 213 000 industry professionals participating in the voting process, this is a huge compliment to Avis," he adds.

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