

## SA Tourism appoints regional director for Americas

South African Tourism has announced the appointment of Monika Luel to the newly-created position of regional director for the Americas, effective 3 December 2012.

Luel, who has for the past seven years been sales and marketing director for Your Africa, one of the brands of Tourvest Destination Management's inbound division, brings a wealth of tourism industry experience to SA Tourism. She has spent the last 13 years in senior management in the tourism industry and is well-equipped to lead the growth in tourist arrivals from the critical Americas market.

"The United States is currently South Africa's second largest tourism market, while in South America we have seen exciting growth and potential from markets such as Brazil. With her vast experience and considerable management skills, we are confident she will do an outstanding job of working with our country offices, support personnel and critically with the tourism trade in the Americas to build on the current growth. We are excited to be bringing her on board and look forward to benefiting from her passion for and deep knowledge of inbound tourism, the international marketplace and her strong industry relationships," said South African Tourism CEO, Thulani Nzima.

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