



Merry Christmas

A PROUDLY SOUTH AFRICAN BRRRR - BRAAI

Ethos partnered with Brand South Africa on 6 December 2017 for the second year running to thank some of South Africa's most loyal supporters who promote the destination in a positive light on a daily basis to their customers.

Nothing draws fans of all things South African together faster than the mention of the word "braai" – even if it is freezing outside! So South African owned and run restaurant Hammer & Tongs near London's Farringdon station was the ideal drawcard! Guests included various tourism partners - from large tour operators to small specialists, travel agents, home workers and airline partners - who mingled and networked over some lovely South African wines and traditional favourites straight off the hot coals including butternut soup with beer bread, braai pie, boerewors, steaks, sosaties, chicken wings and prawns. Brand South Africa's UK Country Head Pumela Salela and Alison Whitfield, Managing Director of Ethos gave a brief update on the year past and plans for 2018 and SAMSA's Sobantu Tilayi spoke about Marine Tourism - before guests headed home, complete with a festive goodie bag including South African scarf, a cracker filled with chocolates, and a copy of Nelson Mandela's new book "Dare Not Linger" which arrived hot off the press thanks to Pumela and Sobantu's connections.

What a great way to end off a successful year! Thanks to everyone who joined us.

Christmas Braai – 6 Dec 2017

