

## Bradley Brouwer: Deeply passionate about tourism and hospitality

**C**reativity, an eagerness to share ideas and a love of learning... These are the qualities that have propelled Bradley Brouwer, Director of Sales and Marketing of Forever Resorts, through the ranks of South Africa's tourism and hospitality industry. Brouwer is deeply passionate about his country, tourism and hospitality. In fact having worked in all facets of the industry – from housekeeping to front and back office functions – his love of his job is matched only by his knowledge and experience. *"My greatest dream was always to be a chef",* he says, recalling his entry into the industry. *"However, I found that the position wasn't sufficiently challenging. So I decided to go into hotel management."*

His decision was a good one. Bradley's illustrious career has secured him positions at some of South Africa's top tourist destinations, including Sun City, the Palace at the Lost City and most recently Forever Resorts. He is also Marketing Director of the Mpumalanga Tourism Authority, and serves on a number of tourism-related boards. Throw in regular appearances on television and radio shows to discuss pressing industry issues and you have a rather full schedule.

*"It can be exhausting. I've spend a total of 11 nights in my own home in Johannesburg since January",* Bradley admits.

Nevertheless, he's pedantic about maintaining a healthy work-life balance. *"No matter where I am, I'll take some time to reflect on what's important to me and what I want to achieve."* Bradley pays close attention to what those around him have to say. *"I'm a great communicator. I hold regular meetings with staff and try to learn from their ideas. I'm greatly inspired*

*by other people. There is always something they can teach you. I always try to look for the good in others."*

This goes for grumpy guests too. *"Trying to understand where someone is coming from is a great help when it comes to relating with others",* he states.



Bradley looks inwards for inspiration too. Creativity is very important to him and if there's a new way of doing things, he'll try it. *"I try to diverse my life as much as possible – it's the ultimate way of ensuring I don't become stuck in routine."*

Luckily Bradley's job is ideal for someone who enjoys trying their hand on different skills. *"Each day holds something new for me and I'm constantly being exposed to fresh ideas, whether it's in landscaping or aviation."*

More than that he's extremely proud to be part of an industry with great potential for job creation. *"I believe we have a real opportunity to make a difference",* he says and indeed South Africa's tourism industry has created more than 20,000 jobs in the past year.

But there are other ways of helping, which Bradley is equally eager to explore. For example, he proudly donated a bulletproof vest to one of the canine members of South Africa's police force last year and is pleased that Forever Resorts contributes to a number of causes, including Operation Hunger, CHOC and AmaWina. But perhaps, most importantly, Forever Resorts is also standing behind emerging entrepreneurs.

The company has recently assisted a Soweto-based guesthouse by granting the owners use of it's internationally renowned branding and expertise.

*"We believe in help, not handouts, and raise the challenge to other companies to assist too",* Bradley says. His final advice for aspiring entrepreneurs? *"Dare to be different. Don't copy anyone. By following your own path, you'll stand out from the crowd."*

[www.foreverresorts.co.za](http://www.foreverresorts.co.za)

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