

Club rewards loyalty

Esté Meyer

Forever Resorts and Europcar launched their loyalty club on November 1 at the Centurion hotel.

These two powerhouses in the tourism and travel industry joined forces to give clients great benefits and reward their loyalty.

"The club will enable loyal guests to visit Forever Resorts and make use of car rentals more often for less.

"Added benefits at

this stage also include a reduced subscription to certain magazines as well as a 10% discount on the rack rates of Bill Harrop's Balloon Safari rides," says Bradley Brouwer, marketing and sales director of Forever Resorts.

What made this event even more prestigious was that Forever Resorts and Europcar were also rewarded for their loyalty and investment in so-

cial responsibility programmes.

Grant Shuttleworth, CEO of Soulbrands Worldwide awarded the managing directors, Angela Schackelford and Kobus Tait, for their companies' positive attitude and longstanding commitment towards social development.

"They are setting an example to other companies in the industry.

It is clear Forever Resorts and Europcar

has dedicated time, thought and energy into their social responsibility," says Grant.

"Most of our resorts are situated in rural areas where there is a definite need for employment. Forever Resorts does not only strive to merely uplift these people but we want to better their living standards by teaching them basic skills.

"If you set people a goal to reach and some-

thing for them to look forward to, development comes naturally," says Kobus.

"We are aware of the need in our country. Our motto is that each time one of our rental vehicles take-off, a child is fed. We donate a percentage of every rental towards funds such as the Nelson Mandela children's fund."



Bradley Brouwer, marketing and sales director of Forever Resorts, Kobus Tait, MD of Forever Resorts, Bill Harrop, owner of Bill Harrop's Original Balloon Safaris, Angela Shackleford, MD of Europcar, Grant Shuttleworth, CEO of Soulbrands Worldwide and Suzy Makza, owner of the Rose and Crown guesthouses, attended the launch of Forever Resorts and Europcar Loyalty club. The club was launched on November 1 at the Centurion hotel.

