



# Zuri Destination



**Marketing & Travel**  
AGENCY







# About Us

Zuri Destination Marketing and Travel known as Zuri Destination, is a South African professional 100% women-owned, BEE Level 1 destination marketing and travel company (DMC) headquartered in Johannesburg.

We market destinations and connect people with great brands and destinations. Our speciality is in Destination Events, Destination Travel, and Incentive programmes.







# Mission

It is our mission to impact the tourism economy in a positive and recognisable way while building genuine connections, with the world.

# Vision

It is desired that Zuri Destination will grow through its partnerships into a globally recognised brand.







# Why Us?

With a true passion for travel, hospitality, and exploration, coupled with over 16 years' business experience within the MICE and Destination Management industries, we are equipped to tailor-make experiences that will not only tick all the boxes, but offer the right balance of professionalism, commitment, and knowledge to take your expectations to the next level.







# Conference & Events

There is no limit to the type of corporate event we manage. From intimate gatherings of 8 to 400 delegates conference, board and leadership meetings, corporate training, seminars, product launches, team building, our team is proficient in conceptualising and executing distinctive experiences in line with a prescribed budget.







# *Incentives*

The Zuri Destination team has the skill and capacity to manage all corporate inbound and outbound operational travel including movements logistics, accommodation, and destination management. With a combination of originality and authenticity, we'll design and executive a first-class customised experience within budget.







# Travel

Zuri Destination works with a range of local properties, small tourism operators and local tourism companies. We create unique travel experiences for the mindful traveller. Our be-spoke travel experiences and packages are about creating genuine connections with people and places, whilst sharing meaningful stories and creating memories that lasts a lifetime.







# Our Services

- Expert venue sourcing
- Meetings & conferencing
- Incentive Travel
- Event Management
- Photography & Videography

- Hotels & accommodation sourcing
- Logistics & Ground Handling
- Be-spoke Itineraries
- Audio Visual Management
- Décor Design & Management

- Dinners
- Activities excursion's
- Corporate gifting
- Entertainment
- Experienced tour guiding





# Meet the team

Ms Kgomotso Phoofolo is a certified Chartered Public Relations Practitioner, with over 25 years of experience in the marketing, communications, and events sector. Her experience ranges from working in the private sector, for a parastatal as well as government.

Her journey in the tourism sector started over 16 years ago when she joined the Cradle of Humankind World Heritage Site as Brand Manager. She was part of the branding team that led to the development and growth of the Cradle of Humankind as a destination and a prestigious internationally recognised World Heritage Site brand.







# Meet the team

Mr Daniel Tsholanang Sebothoma is the lead Creative Director with expertise in Copywriting, Content Strategies, Graphic design, Photography, Videography, Artist management, Weddings, Web-design and online promotions.

Mr Sebothoma is also founder and owner of the gift shop based at Maropeng in the World Heritage Site.







# Meet the team

Ms Rachel Mahooa is a crucial part of the Zuri Destination experience. Her easy nature and passion for travel and understanding the needs of clients makes her the ideal Tour Design Specialist which means she can create the perfect itinerary for what is often a group of people with diverse needs and interest







# More Info:

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