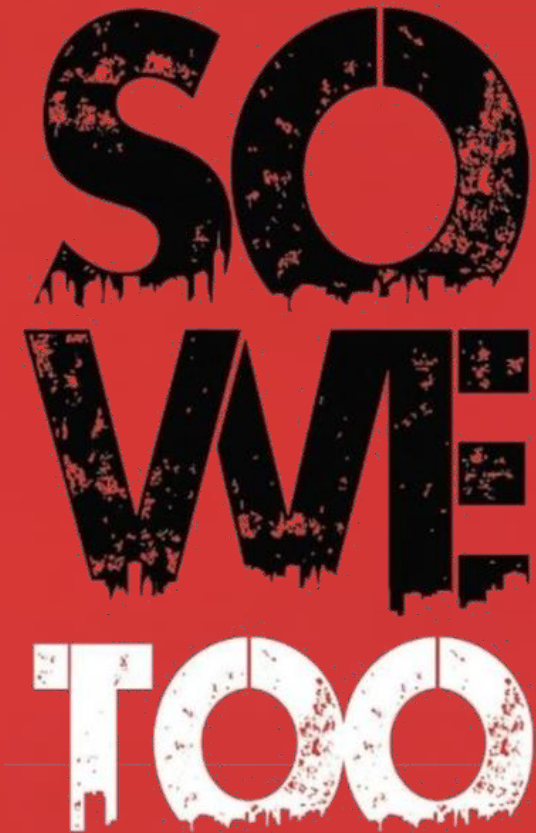


Business Profile

So Welcome Too (PTY) Ltd

Company Registration: 2014/054247/07

SOWETOO TOURS
Gold Reef City Casino
180 Northern Parkway Road
Ormonde
2091



www.sowetoo.co.za



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ABOUT US

So Welcome Too (Pty) Ltd is a nationwide tour operator company operating in most South African major cities including Johannesburg. Better known as SoWeToo Tours, we are a One stop travel shop owned by young entrepreneurs that yearn to share the real experience of Soweto with you. Founded in the year 2012 by **Kgomotso Pooe** in Soweto, SoWeToo Tours has grown from strength to strength. In 2013 we saw the launch of the SoWeToo Hop on- Hop off Tour alongside City Sightseeing Johannesburg, offering the best and most affordable township experience. We have become the number tour operator in town, operating daily with guaranteed hourly departures making us a trusted brand. Our numbers speak for themselves.



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ABOUT US con.

Former Founder and Director of Soweto Outdoor Adventures Kgomotso Pooe. During his 10-year tenure, township entrepreneur guru Kgomotso Pooe had a vision of bringing quad bikes to Soweto and turned a patch of grass at a derelict power station into what is today just one part of his growing tourism empire. In May 2013, Pooe founded SoWeToo Hop On-Hop Off Tours, along with City Sightseeing Johannesburg.

43-Year-Old Tourism and entertainment chief whip has extensive knowledge of the tourism scope as a former flight attendant, aspiring pilot and advertising executive sums up that he wanted to be a serious player in South Africa's tourism industry, for the sheer experience he needed to a base in Cape Town. In 2014 the man who was featured in the Hansa Pilsner Cheers to the Dreamers campaign as one of their Dreamers – entrepreneurs who works tirelessly to make their dreams come true – decided to expand to the Mother City, and LaGuGu Hop on-Hop Off Township Tours was born. LaGuGu is a word created by Pooe, an acronym for Langa and Gugulethu, “in the same way that Soweto is an acronym for South Western Township.”



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Pooe scoops Lilizela prize

Young businessman who saw a gap and brought quad bikes to Soweto wins new tourism award

MICHAEL APPEL

A YOUNG entrepreneur from Soweto, Kgomo Pooe, 38, walked away with the coveted aspiring entrepreneur of the year award at Gauteng's Lilizela Tourism Awards.

Pooe, the owner of Soweto Outdoor Adventures, comes from humble beginnings in the industry. He realised that what a lot of Sowetans travelled into suburbs in Johannesburg for, could be done in the township.

"The tourism environment is changing. We have to lift service delivery"

"I saw a couple of Soweto locals going quad biking in Fourways and decided there was no reason they couldn't quad bike in Soweto. I started off with eight quads and now have 15," said Pooe.

Pooe said he has purposefully segmented his market, catering to both local and international tourists, with prices ranging from R290 to R1250.

Pooe is also in partnership with City Sightseeing, an international open touring bus franchise, to do the Soweto-style taxi hop-on-hop-off tours. His future plans include introducing paddle boats on Orlando Dam.

Gauteng Premier Nomvula Mokonyane honoured the pride of the province's tourism operators and destinations in the sector. Mokonyane urged all players in the tourism sector to raise the bar in delivering quality service and experience.

"Tourism is a fiercely competitive business. We not only compete with other businesses, cities, regions and provinces, but with all the other demands for consumers' discretionary spend."

"The environment for tourism is changing and, to grow and prosper, we will need to lift the



AWARDS

REWARDED: Winner of the aspiring entrepreneur of the year award Kgomo Pooe is honoured by Gauteng Premier Nomvula Mokonyane at the Gauteng Lilizela Tourism Awards.

Mokonyane honoured the pride of the province's tourism operators and destinations in the sector. Mokonyane urged all players in the tourism sector to raise the bar in delivering quality service and experience.

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INTRODUCING
KGOMOTSO POOE
FOUNDER & OWNER OF
SOWETO OUTDOOR ADVENTURES

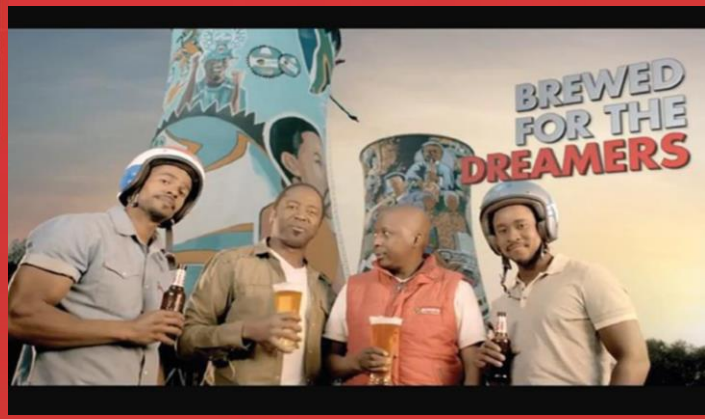
"IT STARTS WITH A DREAM, AND BEING AN ENTREPRENEUR IS MAKING THAT DREAM A REALITY"



BREWED FOR THE DREAMERS

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ACHIEVEMENT'S BILLBOARDS ADVERT



SOWETO WE TOO



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OUR TEAM

Our team is made up of tourism industry experts that are vibrant, dynamic and innovative. Young people that value the Today Soweto and forever changing tourism globe. Passion for travel and making travel an experience for our clients is what drives us daily. We offer vast travel services.

We pride ourselves with creating travel concepts out of the ordinary - different from that of a travel agency. It is a movement more than anything else.



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OUR SERVICES

Ethos: Passionate; Motivated; Creative and Driven.

The company's competitiveness rests on the founder's experience, company policies, human capacity, industry presence, market share, pricing model, compliance as well as customer experience. Our company has therefore aligned policies and standards in accordance to the industry's guidelines. Our continued pledge to define our core existence and continued perfectionism helps us be on top. We strive to remain excellent as this guarantees the longevity of Sowetoo Tours. We make our clients the number one stakeholders. We also make available competitive prices to our clients and ensure total satisfaction when it comes to service delivery. This is our signature.



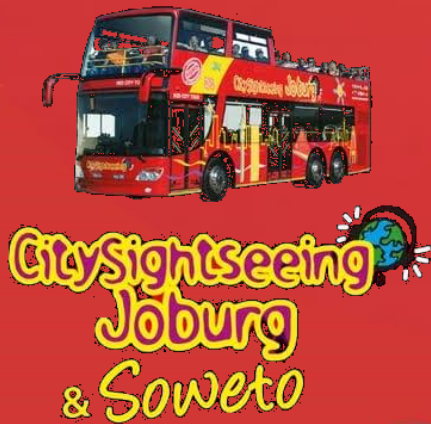
SO WE TOO



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OUR Signature Tour

Together with our sister company City Sightseeing, we offer daily *City & Soweto* sightseeing tours to our local and international travelers travelling for leisure and business. We pride ourselves with this partnership as it is a true flagship of collaboration. Together in Johannesburg and Cape Town, we offer a diverse range of tours that are guaranteed at a fair price. In Joburg we offer *Daily Guided Soweto Tours* from Gold Reef City. We have five (5) departures from 10h33 and every hour from this. The last tour being 14h33. Our tours are two hours long guided by a true Sowetan local. Making for a real township story. The curation is live and in English. Travellers have the option to hop off at any one of the nine (9) attraction and catch the next bus. Thus we are known as the *Hop-on Hop-off champions and value for money specialists*.



SO WE TOO



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OUR SERVICES

- *Daily Guided Soweto Tours*
- *Tailor-made Tours (group, individual, corporate & VIP)*
- *Point to Point Transfers*
- *VIP Transfers*
- *Meet and Greet Services*
- *Expert Travel Advise*



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OUR CLIENT MOMENTS



SO WE TOO



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CLIENT REFERENCES

CUSTOMER	SERVICE	CONTACT NUMBER
Tsogo Sun Hotel	Shuttle Services	On Request
South African Tourism	VIP Experience	On Request
Joburg Tourism Com	Shared Training	On Request

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CONTACT DETAILS

BUSINESS ADDRESS

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180 Northern Parkway Road
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2091

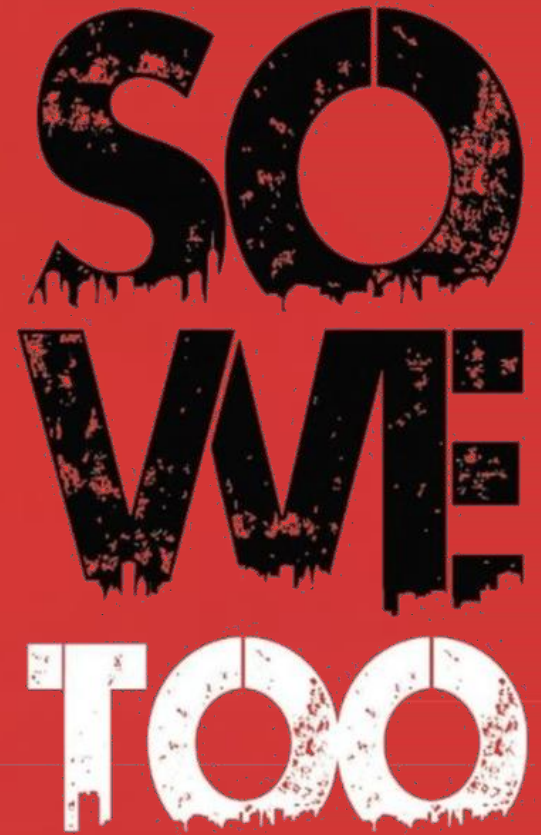
CONTACT DETAILS

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SOCIAL MEDIA

Facebook: [Sowetoo Tours](#)
Instagram: [@Sowetootours](#)
Twitter: [@SowetooTours](#)

#SoWeTooTours
#SoWelcomeToo
#SOWETOO



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