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FOR IMMEDIATE RELEASE

The Fazendin Portfolio to Launch “South Africa Exclusive Collection”

Leader in travel industry representation announces plans for first South African marketing portfolio

DENVER, CO (May 19, 2010) – Today The Fazendin Portfolio, the African safari industry’s leading travel representation firm specializing in marketing African safari camps, lodges and safari outfitters to the North American travel trade, announced plans to launch the first exclusively South African portfolio of safari camps, lodges, properties and operators in North America. This new collection, called The Fazendin Portfolio’s South Africa Exclusive Collection, will mirror the company’s successful model for promoting African safari experiences in the U.S and offer the North American travel trade one efficient point of contact for all South Africa travel planning needs.

“As a tourist destination South Africa continues to move from strength to strength,” explains Sarah Fazendin, President of The Fazendin Portfolio. “The country’s well-developed tourism infrastructure has so much to offer, from city life, to wine country, to the big game and wildlife Africa is known for. By combining our expertise in promoting authentic, owner-operated experiences and our enthusiastic partnership with the top safari operators here in the US, the new South Africa Exclusive Collection will harness our marketing power in the US to bring travel agents and tour operators an efficient and valuable source of information and increase sales for our clients as well.”

The company is currently inviting properties from South Africa, Swaziland and Lesotho to join this new collection. Interested properties can learn more about The Fazendin Portfolio and contact the company online at <http://www.fazendinportfolio.com>. The collection will officially launch September 1, 2010.

The products represented in The Fazendin Portfolio, and now the new South Africa Exclusive Collection, offer a sense of place, history and personality. The Fazendin Portfolio is actively selling these amazing travel experiences to travel agents, tour operators and ultimately travelers who are looking for an outstanding, custom, experiential African safari. The company is in the business of creating long term relationships between safari properties and DMC owners in Africa and trade partners here in the U.S.

The Fazendin Portfolio provides travel industry representation and services including marketing, sales and public relations consulting to African travel companies. Specializing in small, authentic safari properties, the travel industry representation company currently represents a portfolio of classic safari experiences spanning Ethiopia, Kenya, Tanzania, Zanzibar, Mozambique, Zambia, Botswana, Namibia and now a robust collection in South Africa. To learn more about this collection of luxury African travel adventures or to learn more about the company’s travel marketing services please visit <http://www.FazendinPortfolio.com>.

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