

Who is Sure Tours?

- Part of the Sure Travel group – one of the largest travel groups in Southern Africa.
- Sure Tours is the in-house tour operator currently selling exclusively to the Sure Travel agencies.
- Sure Travel consists of more than 130 branches located throughout South Africa.
- Sure Travel enjoys in excess of 15% market share within the South African travel industry.
- Sure Tours products are sold through more than 1000 retail travel consultants.

Comprehensive Marketing Support

- Weekly newspaper advertising in 8 major national newspapers, reaching more than 4.5 million readers every week.
- Monthly promotional flyer – “Sure Deals”.
- Monthly promotional e-newsletters distributed by the Sure Travel agencies to their customer bases.

- In-store special offer posters.
- Packages promoted on in-store plasma screen displays.
- Weekly internal e-flyers promote Sure Tours products to the 1000-plus Sure Travel retail consultants.
- Sure Travel website:
<http://www.suretravel.co.za>
- Intranet communication to our agents which allows us to promote last minute specials effectively

Extensive Product Range

Outbound Travel

Our primary business at Sure Tours is sending South African travellers on outbound holidays to just about all points of the globe – wherever we send them we look for quality ground handlers as partners to ensure hassle-free holidays for our guests. Rather than ordinary, run-of-the-mill product, we seek out those that are a little different, a little more special, a lot more memorable.

The product range is extensive: it includes the Far East where old favourites like Thailand, Bali, Hong Kong and Malaysia exist alongside newly fashionable destinations like Vietnam, Cambodia, India and China. A myriad of different countries and cities across Europe and the UK are offered, including such new gems as Croatia and the Czech Republic – similarly a vast number of destinations and attractions in the USA are offered. Another speciality is Cruising where we work together with top cruiselines like Crystal Cruises, Royal Caribbean, Celebrity, Oceania and Star Cruises.

We are constantly looking to expand our product range, with destinations like South America, the Seychelles and Oman just some of the new product introductions we are looking to make soon.

Inbound Travel

We currently offer a wealth of local and regional packages to our South African travellers – including Cape Town, a vast range of game lodges, the Garden Route, a range of superb golf estates, not to mention Victoria Falls, Mozambique, and Namibia.

As a result of the extensive experience we have built up in Southern Africa, we intend to also start offering our vast local product range to inbound tourists in the near future. Watch this space...



Vision & Mission

Vision

"To become the best Tour Operator in South Africa"

Mission

" To provide a wide range of outstanding products at best value, presented along with the very best service."

Company Culture

We have a "can do" attitude that illustrates our willingness to find a solution to all challenges. This attitude is blended with a warmth and friendliness that makes us a growing force in the travel industry!

Team motto

"What can we do to assist you?"



Contact Details

3rd Floor
Zeeland House
Heerengracht 8001
PO Box 6106
Roggebaai 8012
Cape Town
South Africa
Docex 118 Cape Town

Tel: +27 21 418 0549

Fax: +27 21 425 3485

Email: info@suretours.co.za

www.suretravel.co.za



Reg. no. 1996/006785/07
Sure Tours (Pty) Ltd



ONE OF THE LEADING TOUR OPERATORS IN SOUTH AFRICA

