

MEDIA RELEASE

For Immediate Release

VINEYARD HOTEL & SPA AWARDED 'INVESTOR IN PEOPLE' AWARD AT 2011 IMVELO AWARDS

(Cape Town, 15 November 2011) The Vineyard Hotel & Spa in Newlands won the 'Investor in People' category at the 10th annual Imvelo Awards for Responsible Tourism recently held in Johannesburg.

Linda Roos, the Group's Development & Corporate Social Investment Manager is justifiably proud of a second consecutive win for the hotel in this category. "Investing in people is simply part of what we do. It comes from a strong conviction that the people in our organisation deliver the guest experiences that set us apart from the rest. They are the soul of our business."

Lex Petousis, Owner and Group Operations Director of the Vineyard Hotel & Spa, is thrilled with the accolade, "This is a tremendous achievement and an absolute tribute to the efforts made by the group to make a difference to our staff internally as well as the external communities in which we serve. As a group we constantly strive towards building on a long term strategy of integrating social investment into our hotels and encouraging our staff to co-create social responsibility projects. We employ in the region of 500 people which is an investment in itself, and through training and workshops we aim to instil our philosophy of sustainability in each member of our staff."

Brett Dungan, Chief Executive Officer of FEDHASA said that this year's entries were of a very high standard and no less than 159 category entries were received with a total of 38 tourism businesses making it to the finals. "It is clear that after ten years, Imvelo is certainly making a huge impact on tourism in South Africa, creating significant awareness of environmental management issues in the industry. With tourism being South Africa's new gold, Imvelo will continue to create awareness of the potential - but also the responsibility - of sustainable tourism."

Imvelo - which means 'nature' in South Africa's Nguni languages - forms part of an ongoing hospitality industry campaign to encourage industry members to accept voluntary guidelines promoting responsible tourism. The awards are in line with the responsible tourism guidelines for the South African hospitality industry and the UN World Tourism Organisation's code of ethics, and are supported by the Heritage Environmental Rating Programme.

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