

MEDIA RELEASE
10 November 2010



**MINISTER OF ECONOMIC DEVELOPMENT AND TOURISM
CONGRATULATES IFA HOTELS & RESORTS ON WINNING HICA
AWARD**

Hospitality Investment Conference Africa Awards

Wessel Witthuhn, President IFA Hotels & Resorts (Africa & Indian Ocean) is proud to announce that Fairmont Zimbali Resort was judged BEST NEW HOTEL INVESTMENT (Africa) 2010 by the Tourism Business Council of SA (TBCSA).

The award was made at a prestigious gala event held at the Sandton Sun Hotel on Tuesday 2nd November. The HICA awards are convened by the TBCSA and

IFA FAIR-ZIM HOTEL & RESORT (PTY) LTD

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Directors: T J M A Al-Bahar, G E Larson, W J Burger, W P Witthuhn

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managed by Grant Thornton Strategic Solutions. A panel of hospitality industry experts judged the entries.

MEC Economic Development and Tourism, Michael Mabuyakhulu MPP and Wessel Witthuhn were in Thailand to jointly accept the hand over of the World Golfer's Championship to South Africa, which is to be hosted at the Fairmont Zimbali Resort in 2011.

The Minister had this to say about the HICA award, "On behalf of the government of KwaZulu-Natal and the Department of Economic Development and Tourism in particular, we would like to congratulate IFA Hotels & Resorts for winning this prestigious accolade. We believe that this award does not only represent the victory of IFA Hotels & Resorts but is a vote of confidence for the hospitality industry in our province and our country in general. In this regard, we have no doubt that it will serve as an inspiration for all the stakeholders in our hospitality industry to strive to be at the cutting edge of service excellence in whatever they do."

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Fairmont Zimbali Resort is the largest investment in tourism by a foreign company in South Africa and has stimulated the economy on the Kwazulu-Natal North Coast. The knock-on effect will bring added tourists to the region as well as increased investment. With the recent launch of King Shaka International Airport, visitors to the region now have the option of staying at a 5-star mixed-use resort within 10 minutes of touchdown.

The 5-star Fairmont Zimbali Resort, the first beach resort of its kind on the South African coastline, opened in May 2010. The project, with a capital investment of R700 million, created 1 200 direct and 2 000 indirect jobs during construction. It currently employs 250 people and boasts 87 rooms and 67 suites.

Mmatsatsi Marobe, CEO of the Tourism Business Council of South Africa (TBCSA) saluted the award winners. "Despite tough economic times, they were prepared to invest in Africa and demonstrate their faith in the future of the tourism industry on the continent."

The multi-award winning and world-class Zimbali development, which also includes the historic Fairmont Zimbali Lodge, offers a bouquet of opportunity, providing an internationally operated resort with a total of 230 rooms, as well as investment options in freehold land, condominiums, signature villas, the Zimbali Office Estate and Fairmont Heritage Place, the only internationally branded private residence club in South Africa.

Integrated with the world famous Tom Weiskopf designed Zimbali Country Club 18-hole golf course, the resort is a perfectly balanced mix of luxury and leisure.

Construction has commenced on the Gary Player Signature Golf Course, which forms the foundation of the new, mixed-use Zimbali Lakes Resort, including the Zimbali Office Estate.

The Hospitality Investment Conference Africa Awards recognise exceptional achievements in tourism by members of the hospitality industry and this award is recognition of the confidence that IFA Hotels & Resorts has shown in South Africa by investing over R700 million in Kwazulu-Natal. This investment is set to more than treble with the Zimbali Lakes development.

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In a tightly contested final, Auditors Grant Thornton declared that Fairmont Zimbali Resort had edged out blue chip hospitality brands Radisson Blu Dakar and the Crystal Towers and Spa Cape Town to take the prestigious title across Africa for 2010. “We are extremely proud of the recognition this magnificent 5-star mixed use resort has been given, adding to the growing list of accolades already achieved in a short time. Hopefully the future plans we have for greater Zimbali will add to these achievements,” says Witthuhn.

Ends.

Photo Caption:

MEC Economic Development and Tourism, Michael Mabuyakhulu MPP congratulates Wessel Witthuhn, President IFA Hotels & Resorts (Africa & Indian Ocean) on Fairmont Zimbali Resort winning the HICA Award for the BEST NEW HOTEL INVESTMENT (Africa) 2010.

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