

Guesthouse of the Year winner gains further recognition

In the six months since winning the Tsogo Sun Book a Guesthouse 'Guesthouse of the Year', Carol Sanderson of Casambo Exclusive Guest Lodge has experienced unprecedented recognition of her status as an entrepreneur and role model for youth in South Africa.

Carol was chosen from among the 85 guesthouse owners as Tsogo Sun's Book a Guesthouse programme's most outstanding entrepreneur. She won prizes worth R10 000 from Tsogo Sun and an opportunity to attend Master I, The Awareness Process and Master IV, Master of Success from Beyond Coaching, and represents the Tsogo Sun Book a Guesthouse entrepreneurial development programme as an ambassador for the forthcoming year.

"Carol has been an outstanding ambassador for the programme during the last six months. She represents the possibilities of what can be achieved with determination and innovation in business, even in our current challenging economic climate. She has also been a great source of inspiration to the rest of the entrepreneurs enrolled in our entrepreneurial development programme," says Candy Tothill who heads up empowerment for Tsogo Sun.

Casambo is situated on 10 hectares of land on the outskirts of Nelspruit in Mpumalanga. Owned and run by Sanderson and her family, which includes her five children, the guesthouse was established after her entrepreneur husband encouraged her to move on from being a radio journalist and pursue her dream of being a successful business woman.

Since winning Tsogo Sun's prestigious annual Guesthouse of the Year award in May, Carol was selected by the Mpumalanga Tourism and Parks Authority and the Provincial Department of Economic Development to receive honorary recognition for her contributions to tourism in the province at a prestigious event. The Provincial Government subsequently invited Carol to speak at various forums and to address other SMMEs about Casambo's success. "I am so humbled by the recognition I've received from the Mpumalanga Provincial Government, particularly as the MEC has made mention of my achievements during his dialogue at various events."

As part of her reward from Tsogo Sun for winning the Guesthouse of the Year, Carol has also benefitted from a public relations campaign that has seen her being featured within a wide range of

radio stations, broadcasts, print and online media as well as international exposure, which has given Casambo exceptional coverage. “If I had a thousand words, they still could not express my appreciation for the recognition I have received from Tsogo Sun,” says Carol.

Tsogo Sun’s Book a Guesthouse programme forms part of the group’s sustainability in tourism plan. The programme is the only one of its kind in South Africa, with 92% of the entrepreneurs being black South African women.

The programme is endorsed by government and regional tourism agencies, encapsulated in a holistic model and harnessing decades of Tsogo Sun’s hospitality and industry expertise. It has a year-long curriculum and an annual conference culminating in the Tsogo Sun Book a Guesthouse, Guesthouse of the Year Award.

Tsogo Sun has a portfolio of over 90 hotels and 14 casino and entertainment destinations throughout South Africa, Africa and the Seychelles.

For further information go to www.tsogosun.com or www.bookaguesthouse.com. You can also join Tsogo Sun on Facebook at [/TsogoSun](https://www.facebook.com/TsogoSun) and the Tsogo Sun Book a Guesthouse entrepreneurs at [/bookaguesthouse](https://www.facebook.com/bookaguesthouse) alternatively follow @TsogoSun on Twitter #TsogoBAGH.

...ENDS

ISSUED BY TSOGO SUN HOLDINGS. FOR MEDIA ENQUIRIES PLEASE CONTACT:

Priya Naidoo | General Manager- Communications | Tel: 011 510 7583 | Fax: 011 510 7231 |
Cell: 084 440-0022

About Tsogo Sun

Tsogo Sun is the leading hotels, gaming and entertainment company in South Africa, providing a variety of hospitality and exciting entertainment and leisure experiences. Combining an established heritage with a professional and energised approach, the group proudly encompasses 14 casinos and over 90 hotels in South Africa, Africa, and Seychelles.

The company’s hospitality interests offer a wide distribution of hotels in Africa, providing world-class accommodation across all markets, including elegant, individually branded Deluxe hotels and well-known trusted market leaders in the premier through budget segments, including Southern Sun Hotels, Garden Court, SunSquare, StayEasy and SUN1 hotels.

The exciting urban and resort casino portfolio includes the most popular entertainment destinations, strategically located throughout South Africa. In the Gauteng province, Tsogo Sun owns the group’s flagship property, Montecasino in Fourways, which features, amongst other attractions, the award-winning Teatro; Gold Reef City Casino and Theme Park in Southern Johannesburg; and Silverstar Casino to the West in Krugersdorp. Additional properties are owned and operated in the Western Cape, Eastern Cape, Free State, Mpumalanga and KwaZulu-Natal, including the jewel on Durban’s Golden Mile, Suncoast Casino and Entertainment World.

Tsogo Sun's philosophy of sustainability has seen the group structuring its support of the communities in which it operates into three main pillars of investment, namely Corporate Social Investment, Enterprise Development and Environmental Management. Under its **Social Investment** programme, the group promotes the development of learners through three academies which offer holistic, full-year programmes centred around sport, art and education, with the approval of the Department of Education, the Department of Sport and various sporting bodies. Within the arena of **Enterprise Development**, Tsogo Sun focuses on skills-based entrepreneurial development and the providing of procurement opportunities to small black-owned enterprises through its Tsogo Sun Book a Guesthouse and Supplier Development programme. The third pillar – the Tsogo Sun **Environmental Management** programme – is committed to initiatives that reduce the impact the business has on the environment through the development, implementation and measurement of policies that cover energy, water, waste and biodiversity management across all of its properties.

Tsogo Sun ("TSH") is listed on the Johannesburg Stock Exchange. The key shareholders of Tsogo Sun are Hosken Consolidated Investments Limited ("HCI"), a JSE listed investment holding company, and SABMiller PLC ("SABM"), the London listed brewing company. The remaining shareholding is held by various financial institutions and the general public.

Tsogo Sun Gaming supports the National Responsible Gambling Programme. Winners know when to stop. Only persons over the age of 18 are permitted to gamble. National Problem Gambling counselling toll-free helpline: 0800 006 008.