

Letter of Support and Endorsement

11 August 2016

TO WHOM IT MAY CONCERN

South Africa Tourism has been partnering with National Geographic Channel for many years to help promote South Africa as a tourist destination for International travellers.

A key element of the partnership is a series of 60 second on-air vignettes titled 'Through the Lens'. The series features well-known National Geographic photographers sharing their thoughts and experiences of the country, showcasing the people, culture, landscapes and wildlife that make South Africa a truly unique destination. The aim of the campaign is to promote South Africa to maximise the economic potential of tourism for the country and its people, while associating it with a world renown and trusted brand.

In 2016, NGC will be producing 2 new vignettes for the series, shooting in the following regions: Gauteng, Eastern Cape and Western Cape between 25th October and 6th November. The final vignettes will be broadcasted on National Geographic Channel in the SAT's primary tourism source markets across Europe, Africa, Asia Pacific and the USA.

We support National Geographic Channel's vision to promote South Africa through this series and would appreciate your support of this project.

Sincerely,



Deborah Armstrong,

Executive Vice President, Advertising Sales & Corporate Communications