

Howzit! Molo... Hello,

We have all used the past few months to analyse the way we do business and find a way forward in a new world where many of the traditional tools we have come accustomed to have fallen away. Everything will be different going forward.

This gave us the opportunity to create a completely new platform that we could use to tackle the future. We have used this time to define who we want to be and what tools we need to be able to adjust to the new world we are facing.

In this period of hibernation

- Cost control was foremost on our minds.
- Adapting our business to become far more interactive and to create a greater, more interactive digitalized online entity.

Prior to COVID-19, we got lost in a crazy, busy world and as much as we believed we were creative and being unique, the deadlines and pressure limited us and our capabilities.

What we have gained from this crisis is time to hibernate, reflect, re-assess, redefine and re-emerge with a new spirit and a new vision to of who we want to be and how we do business in the future

We used this time to let our minds run wild and re-explore our beautiful destinations and the stories and journeys we tell... the time has come to now to soar to new heights by offering truly unique products and services that reflect our people, our culture and our beautiful land.

Transformation

It gives us great pleasure to transform from Winners Inbound – Southern Africa to a new business, [The DMC SA](#) (Destination Management Curators Southern Africa).

David and I realised that the synergies that were beneficial in the past had created two cost heavy entities that, in a new world, shared less, incurred more expenses, and carried too many overheads and duplication of costs.

Post COVID, it was clear that the businesses are naturally going to grow in different directions.

The rebrand of the Winners Inbound-Southern Africa, incorporating the existing [Africa Concierge](#) division, will allow for a simpler, less resource-heavy business to emerge. By implementing a more permanent work from home strategy with a much smaller 'plug-in & work' space, a smaller permanent team and more outsourced skills, every decision ensures we remain a viable business whilst still offering our inbound clients the same, quality of work, speed of response and authentic & creative offering with our renowned "added value, personal touch" approach.

[Pieter](#), together with [Andrea](#) will form the core team of [The DMC SA](#) and Dee will still oversee [The Africa Concierge](#). Maritha and her team, Accounts and all other support roles will now fall under David and The Winners Group brand.

The Outbound Incentives Agency of [The Winners Group](#) remains focused on their corporate base and global destinations and will continue to trade as Incentives for Winners Pty Ltd.

We so value our partnership with you and look forward to continuing our journey together for many more years to come.

With kindest regards,



Managing Director: Pieter de Haas