



Destination Management • Representation • Communication



A COMPANY PROFILE

INTRODUCTION TO LLOYD ORR

Established in 1996, Lloyd Orr has grown and developed into a well respected and highly successful consultancy specializing in tourism related needs, in the Southern African business arena. We offer a holistic approach to communications which encompasses a dynamic and integrated spread across all aspects of promotions resulting in broad reaching outcomes that are measureable for our clients.

Lloyd Orr continues to offer a full range of communications services, from consumer publicity and trade awareness to internal communications and brand strategy. However the travel, tourism and hospitality industry has become more and more dynamic in recent times, and in order to fulfill an even more encompassing role for our clients, Lloyd Orr has diversified and is now able to offer a three dimensional service portfolio.

Lloyd Orr Communications

Media, PR, and Publicity

Lloyd Orr Representation

Targeted Sales and Marketing services

Lloyd Orr Destination Management

Comprehensive National and Regional Tourism Board & Convention Bureau
Management

Our clients can now benefit from selective and specific targeted campaigns or elect to benefit from our total expertise and integrated service offering.

Most importantly our specialized practices ensure that our clients are always catered for to their specific requirements. Our strength is in our diversity and flexibility and our best results are achieved for our clients in cases where the exact needs are understood and absorbed by our team.

LLOYD ORR IN THE GLOBAL ARENA



Lloyd Orr is the Southern African representative of the newly formed global alliance network, **ITCN** (International Tourism Communications Network).

ITCN is a unique organisation which has drawn together the world's foremost marketing communications and representation companies, all well respected and well known in their territories in the travel and tourism communications sector. By providing clients with the expertise, experience and insight into local markets, ITCN provides its clients with effective solutions to all international communications challenges.

The ITCN network opens up many doors for our clients and potential new clients, allowing Lloyd Orr to provide assistance with press campaigns, trade campaigns, workshops and events not only here but around the world. And, in turn we also provide the link that our global ITCN partners seek, right here in the tip of Africa!



OUR PEOPLE

Lloyd Orr's primary assets are its people! We are a small dedicated team who are not afraid of challenges. We are knowledgeable, passionate and dynamic and our aim is always to become an integral extension of our clients – 'part of your team'.



*Left to Right: Top: Werner Schutte, Wendie White, Chantal Matthee. Below: Virginia Moore
Ethel Nkomo, Jean Haupt and Este McGalty.*

Wendie White – Managing Director

- 26 years experience in the South African Travel & Tourism Industry
- Extensive experience in trade relations, promotions and marketing
- I.E.B. Diploma Management, Facilitation, Mediation and Assessment
- Hands on approach, with finger on the pulse of activities for all clients
- Shareholder

Chantal Matthee- General Manager

- 10 years with Lloyd Orr
- Extensive experience in communications, promotions, events, trade and media relations
- Bachelor of Commerce degree in Tourism Management
- PRISA diploma in Public Relations

Werner Schutte – Account Manager

- Background in retail and wholesale travel
- Travel trade marketing specialist
- Proficient in e-commerce and online marketing

Este McGalty- Account Executive

- Diploma in Travel & Tourism
- Trade liaison specialist

Jean Haupt – Account Executive

- 3rd year UNISA student – National Diploma in PR & Communications
- Media liaison specialist

Virginia Moore – Finance & Administration

- Management of all administration and financial issues in keeping with our clients specific methods and requirements

Ethel Nkomo

- General administration
- National diploma in Business Administration

Co Directors

- *Patrick Orr – UK Based*
- *Oliver Prittie – UK Based*
- *Antoinette Lloyd – SA & Australia Based – Founder of Lloyd Orr Communications in South Africa*

OUR CLIENTS PAST AND PRESENT:

Current:

- **Dubai Department of Tourism & Commerce Marketing**
1996 to present – Full representation
Average of 15% growth in passenger arrivals from South Africa year on year
Contact details for reference:
Mr Satish Bhaskaran – Administrative Director – satish@dubaitourism.co.ae
- **Namibia Tourism Board**
2004 to present – Full representation
Media coverage grown from zero base to 2009 R10 million PR value
Grown from only PR to full service Tourism board representation
Contact details for reference:
Mr Digu //Naobeb – CEO – DiguN@namibiatourism.com.na
- **Tourism Australia**
2008 to present
Extensive Media and PR Activities / special projects
Contact details for reference:
Mr Rodney Harrex – General Manager UK, Europe and Africa -
rharrex@tourism.australia.com
- **Samara Private Game Reserve**
2006 to present
Extensive Media, PR activities
Contact for reference:
Mrs Sarah Tomkins – Owner – sarah@samara.co.za
- **Thebe Exhibitions & Projects – World Holiday and Travel Fair**
2008 to present
PR & Media promotions for consumer travel show held annually in April
Contact for reference:
Mrs Glynis Anderson – General Manager Tourism Portfolio – glynis@tepg.co.za
- **Zambia National Tourist Board**
Special projects
Contact: Mr Solistor Cheelo – Manager Southern Africa & Australia
tourism@zambiapretoria.net

Past client examples:

Leisure & Entertainment	
Melbourne 2006 Commonwealth Games <i>Queens Baton Launch in SA</i>	Rani Resorts <i>Media & Promotional Partner 2005-2007</i>
World Leisure Holidays <i>Adhoc promotional assistance</i>	
Tourism, Travel & Destination	
Mauritius Tourism Promotion Authority <i>Full representation 2006-2009</i>	Ezemvelo KZN Wildlife <i>Conservation awareness campaign</i>
Tourism Victoria <i>Adhoc project promotions</i>	Tourism Malaysia <i>Adhoc projects media & promotions</i>
Western Australian Tourist Commission <i>Adhoc project promotions</i>	
Airlines	
Virgin Australia <i>SA Launch Project</i>	Air Namibia <i>WDH – LON launch project</i>
Gulf Air <i>Appointed Media partner during duration of presence in SA?</i>	
Trade & Government Relations	
Australian Trade Commission <i>Launch of SA presence</i>	Business Club Australia <i>Media awareness campaign</i>

Contact us:

LLOYD ORR

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