

# Margie Whitehouse is Wesgro's new chief tourism officer

Margie Whitehouse has been named Wesgro's new chief tourism officer. As the chief tourism officer of the official tourism, trade and investment promotion agency for Cape Town from 1 March 2020, she will lead the Destination Marketing Organisation (DMO).

Whitehouse comes with a wealth of tourism experience, having been at the helm of the marketing team at South Africa Tourism as CMO for over three years. She has a diverse background encompassing FMCG, retail and fashion - all with a focus on building great brands.

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