

Tourvest Inbound Operations rebrands

Tourvest Inbound Operations (TIO), an inbound tourism wholesaler in sub-Saharan Africa, has announced a revamp of its corporate identity including a new name, Tourvest Destination Management, and a new logo.



Says CEO, Martin Wiest, explaining the decision to launch a new brand identity: "We realised there was a need for a new name, one that more fully encompassed exactly what it is that we do here, as the name Tourvest Inbound Operations no longer accurately reflected our core business."

"While a component of our business still includes operations, this now accounts for less than 20% of our total business. Today, our main focus centres on destination management, not just locally, but globally too adds Wiest.

New focus on business tourism

Business tourism (meetings, incentives, conferences, and events) has become an important constituent of Tourvest Destination Management, including outbound travel, therefore the company could no longer be described as merely an inbound leisure business, as suggested by its old name.

Together with the name change, Tourvest Destination Management has designed a new logo which aims to encapsulate six core objectives of the company: to be modern, timeless, creative, innovative, fast growing and profitable.