

An infinitely bright future

Dear Valued Supplier,

I am excited to share a significant milestone in our journey at Tourvest. Over the past few months, we have been working behind the scenes to refresh our brand identity – a reflection of who we are today and the company we continue to build for the future.

Our new brand identity is inspired by our African roots and global vision. At its heart is a dynamic, continuous 'T' symbol that takes the form of an infinity loop. This loop not only represents the spirit and movement of discovery but also underscores our commitment to creating seamless, purpose-driven travel experiences. It is a nod to our origins while remaining open to where we are going – a brand that is 'always local, no matter where we are.'

The golden yellow, a familiar element carried forward from our previous identity, continues to evoke the warmth and energy of the sun – a powerful symbol of optimism, movement, and renewal. Together, these elements encapsulate our role as a connector of people, places, and experiences.

This rebrand goes beyond visuals. It signifies our evolution as an integrated travel ecosystem that is rooted in Africa with a global reach. Our services – accommodation, destination retail, foreign exchange, travel services, destination management, and adventures – come together to deliver thoughtful, connected, and memorable travel experiences, powered by cutting-edge technology and innovation.

As we unveil this new chapter, we remain committed to offering exceptional, immersive experiences that place our travellers, communities, and partners at the center of all we do. You will start to see our refreshed brand identity across all our communication touchpoints, from our website to our marketing collateral and beyond.

We look forward to embarking on this exciting journey with you – our trusted partners and clients. Thank you for your continued support and partnership.

Kind regards,

Martin Wiest



"T" shape

infinity

Africa

"golden thread"

navigator