

A BRAND REAWAKENED, A FUTURE *Reimagined*



FROM LEGACY TO LIMITLESS

ONE YEAR ON — A BRAND REAWAKENED, A FUTURE *Reimagined*

A year ago, Harvey World Travel Southern Africa embarked on a journey to reintroduce itself to the travel industry, its partners and the travelling public. What followed has been a year of transformation, growth, innovation and ambition.

In April 2025, **Harvey World Travel Southern Africa** officially relaunched its brand. While the company had undergone a rebranding exercise just before the COVID-19 pandemic, the timing meant the refreshed identity never had the opportunity to fully establish itself in the market. Years later, it became clear that many consumers still associated Harvey World Travel with its iconic yellow-and-blue branding, while some even assumed the brand had disappeared altogether.

The relaunch was therefore more than a marketing exercise. It was a reaffirmation that Harvey World Travel was not only here to stay, but was actively evolving to meet the future of travel. The refreshed brand, with its vibrant colours and modern positioning, reflected an organisation ready to embrace new opportunities while building on a legacy spanning more than 25 years.

One of the most significant announcements made during the relaunch was the integration of **BID travelambassadors** as a division of Harvey World Travel SA. This strategic move strengthened the group's market position while expanding opportunities for Independent Travel Consultants (ITCs).

The integration created a natural growth pathway for consultants who aspire to become future franchise owners. It also opened the door for ITCs to access established systems, marketing support, operational infrastructure, training programmes and business development

resources already developed within the Harvey World Travel network. Most importantly, it connected them to the strength and credibility of a trusted travel brand with a long-standing reputation for excellence.

The momentum continued throughout the year with several exciting milestones. Among them was Harvey World Travel SA's appointment as a **Sub-Agent for the Men's Rugby World Cup Australia 2027**, creating an exciting opportunity for members to offer travel packages and experiences for rugby fans eager to be part of one of the world's biggest sporting events.

The next defining moment came in June 2026, when Harvey World Travel Southern Africa hosted its annual conference in Mauritius. Bringing together franchise owners, ITCs and supplier partners, the conference focused on one critical question: What does the future of travel look like in the age of Artificial Intelligence?

Through keynote presentations and practical master-classes, delegates explored how AI can revolutionise daily operations, reduce administrative burden and create more time for meaningful customer engagement. Rather than replacing the human touch, the message was clear: AI has the power to enhance it. For many attendees, these sessions were among the most valuable and inspiring of the conference.

THE HARVEY TEAM



**BEULAH
BAM**
Operations
Manager



**MMALETHABO
KGOMONGWE**
Marketing
Specialist



**ZAMA
DLANGALALA**
Administrative
Support

The event also provided members with insight into Harvey World Travel Southern Africa’s long-term vision. While much of the strategy remains commercially sensitive, members were introduced to a bold growth agenda centred on expanding opportunities, increasing relevance and strengthening the group’s presence across **Africa**. That vision was further showcased at the AESATA Conference in Livingstone, Zambia, where Harvey World Travel Southern Africa engaged with travel industry leaders from across Eastern and Southern Africa.

The response to the company’s Pan-African ambitions was overwhelmingly positive, reinforcing the belief that meaningful opportunities exist to build a more connected and collaborative African travel network.

The Mauritius conference concluded with a gala awards evening celebrating the achievements of franchise owners, ITCs and supplier partners who continue to contribute to the success of the network. It was a fitting reminder that while technology, strategy and innovation are important, people remain at the heart of everything Harvey World Travel Southern Africa does.



Reflecting on the past year, Harvey World Travel SA Managing Director Kele Lekalake shares her vision for the future.

“The past year has been about more than relaunching a brand. It has been about reigniting a vision. We have strengthened our network, created new opportunities for our members, embraced emerging technologies and begun positioning Harvey World Travel Southern Africa for sustainable growth across Africa. What excites me most is not what we have achieved, but the opportunities that lie ahead. We are building a business that empowers travel entrepreneurs, embraces innovation and remains deeply committed to delivering exceptional value to travellers. The future of travel belongs to those willing to adapt, collaborate and lead, and Harvey World Travel intends to do exactly that.”

KELE LEKALAKE
Managing Director | Harvey Travel World SA

LOOKING AHEAD

As Harvey World Travel Southern Africa reflects on the past twelve months, one thing is clear: this has been far more than a year of change. It has been a year of purposeful progress. From relaunching the brand and integrating BID Travelambassadors to embracing AI, securing major sporting opportunities and advancing its Pan-African vision, the organisation has laid a strong foundation for future growth.

Harvey World Travel Southern Africa is not simply adapting to the future of travel. It is helping to shape it. With a powerful legacy, an entrepreneurial network and a bold vision for Africa, the company enters its next chapter with confidence, momentum and ambition. The journey ahead is bigger than travel. It is about creating opportunities, connecting people and building a stronger future for the industry across the continent.

COME ON
THIS JOURNEY
WITH US!

