



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**Tribute to Anitha Soni**

**28 May 2015**

The office of the Deputy Minister of Tourism, Tokoxile Xasa, deeply mourns the passing of one of its strongest brand ambassadors – Anitha Soni, who died this weekend.

Anitha was a pioneer in the SA tourism industry. Her resume speaks volumes and is testament to her commitment to building SA as a brand. She sought to reposition SA as a brand both nationally and internationally. This was based on her understanding that SA citizens are the biggest proponents of Brand South Africa.

The industry conveys its heartfelt condolences to her family. Her legacy will live on in what she inculcated.