


# OUR HISTORY

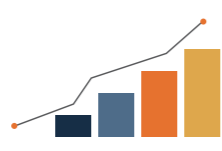
The Holiday Club is the largest leisure club in Africa, and we have been helping our Members create millions of precious holiday memories for a quarter of a century.






**1970**

John and the late Bram Beekman establishes Beekman Brothers with a focus on property development




**1982 - 1988**

The **first five timeshare resorts** in the Group are completed across KwaZulu Natal




**1993**

**The Holiday Club** is launched




**1994**

**THC Botswana** opens its doors




**1996**

The first annual Private Edition magazine is published




**1999**

The Club reaches **40 000 Members** and expands to Australia




**2011 - 2013**

Our in-house software platform is redeveloped and now leads the industry, and **the Club's new website is launched**



**2018**

**THE HOLIDAY CLUB TURNS 25!** and We have sent our **7 million<sup>th</sup> guest** on Holiday!



**2018 - 2019**

**Reception Desk**, part of our award-winning software, is at **all our resorts**, which resulted in an even more pleasant and smooth experience for our guests, from booking to checking-out!

## Our Key Moments

In the last two decades **The Holiday Club** has earned an exceptional track record, which is testament to our efforts in being innovative leaders in the industry.

Some notable awards we have received since our launch in 1993 include:

**Most Company Enrollment** awards for 16 consecutive years in 1995 - 2010

**Best Marketing Programme** in 1999, 2002, 2003, 2005

Won **Developer of the Year Award** in 1998, 2001, 2003, 2006, 2007, 2008

**VOASA Award for Industry Performer of the Year** in 2009. **Most Enrollments** awards for the 14th consecutive year in 2009

**Technology Initiative Award** 2013

VOASA awards for **Service Excellence; Lifetime Achievement; Outstanding Newcomer of the Year; and Environmental Award** for Placid Waters resort, in 2011

**RCI Presidents Club award** (a coveted award which recognises RCI-affiliates that are top performing organisations in the timeshare industry worldwide) in 2012, 2013, 2014

**Investment in Hospitality Award** 2014. **RADA Industry award** 2014: **Employee of the Year** and **Salesperson of the Year**

In 2015, RADA Industry awards for **Top Hospitality Resort, Investment in Hospitality, two Managers of the Year**

Also in 2015, RADA Industry awards for **Information Technology, Salesperson of the Year, 10 Gold Crown resorts, 14 Silver Crown resorts**

Also in 2016, RADA Industry awards for **Top Gold Crown Resort** – Small nominee, **Top Gold Crown Resort** – Medium nominee, **Top Unit Maintenance** nominee, **Top Hospitality Award** nominee and **Long Service** nominee

In 2016, RADA Industry awards for three **Employees of the Year, two Managers of the Year, Sales Person of the year, General Manager of the Year** nominee. The Group was awarded **Newsmaker of the Year** in 2016 by South Coast Tourism. The group was the recipient of the **Tourism Sector award** from Top Business KZN

In 2018 **John Beekman** was awarded the **most admired business person** on the KZN South Coast by PMR.africa. We also received numerous **PMR. africa Tourism Excellence awards** for the eighth consecutive year in 2019

In 2019, RADA Awards for **VMS Resorts for Investment in Hospitality**, the first time that this was awarded to a resorts management company. Furthermore, for six **employees of the year, Top Silver Crown Resorts, Green Award, Top Unit Maintenance** as well as numerous nominations in major categories

In 2019, The Holiday Club and Beekman Managed Portfolio (BMP) were nominated by the **World Travel Awards** as Africa's Leading Travel Club. BMP took home this award. The Beekman Group also received the 2019 **KZN Top Business Award for Tourism**