

New *Getaway* editor to broaden content

The new *Getaway* editor, Sonya Schoeman, plans to build on the brand's strengths to create a travel magazine for all South African travellers and produce a magazine distinguished by great storytelling that captivates and inspires.



"Recent research shows that South African travellers, many of whom are frequently readers of *Getaway*, are travelling more, both on the continent and abroad. Whatever their motivation for travelling, our intention is to provide them with well-crafted stories and practical information on great-value options to make their journey more enjoyable," she explains.

Objectives

She plans to broaden the pool of experienced journalists and professional photographers to ensure the best possible content. A renewed focus on conservation is also one of her objectives. A seasoned journalist, travel writer and magazine editor, Schoeman took up the editorial position at the beginning of May.

Getaway's publisher, Ian Dinan, said he was thrilled to have someone of her calibre join the team, with her solid journalistic background, extensive knowledge of the travel industry and firm grasp of the advertising challenges.

"Her enthusiasm for the job and her vision to reach a burgeoning local travel market aligns perfectly with our own goals. I have no doubt she will have a huge impact on all aspects of the brand."

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