

Membership Fees

The cost for becoming a member for the year 1 July 2009 – 30 June 2010

Tourism Related Business: R 1 200.00

Non-Profit Organisation / Club: R 800.00

Individual (non Business owner): R 240.00

Non-Tourism Businesses

Small (1-9 Employees) R 600.00

Medium (10-24 Employees): R 800.00

Large (25 + Employees): R 2 500.00

Same rates apply to Businesses outside the SMA.

FOR OFFICE USE ONLY

Type of membership: _____

Receipt no: _____

Invoice no: _____

Recruited by: _____

Banking Details / Bank Besonderhede:

Swellendam Tourist Organisation

FNB – Swellendam

Branch code: 200513

Account nr: 6222 0508 785

Your Reference: Business Name

Please e-mail or fax proof of payment with the completed membership form. E-mail of Fax asb bewys van betaaling tesame met u voltooide lidmaatskapvorm.

Benefits of Membership:

Membership to Swellendam Tourism Organisation (an official Local Tourism Organisation) offers you benefits that will make a real difference in your business. By joining the STO you will gain access to local, regional and international marketing awareness campaigns via the tourism network and Cape Town Routes Unlimited. There are three kinds of benefits – Standard benefits, Additional benefits and Benefits in conjunction with Tourism authorities.

Standard Benefits of Membership:

1. Association with the official Tourism structures
 - Membership certificate of the STO
 - Recognition as an accredited member of the official LTO
 - Use of the STO membership logo
 - Use of the “Cape” brand (CTRU logo) for promotion

(Any printed material displaying either of the above logos should be approved by the relevant manager and follow the relevant brand guidelines)

2. Promotion: The following marketing and promotional activities will be undertaken:
 - Produce and/or co-ordinate the production of endorsed marketing material
 - Co-ordinate the distribution of marketing material
 - Co-ordinate representation in travel and tourism publications
 - Collate and distribute an events calendar during local festivals and events information through the year
 - Actively manage and promote the area using an e-newsletter and other online marketing tools
 - Actively manage and promote up-to-date information of its members and tourism attractions.
 - Provide advice on marketing opportunities to members
 - Liaise with government departments, agencies and promotional organizations e.g. wine, trade, investment, agriculture to promote joint marketing of the destination.
 - Liaise with external parties e.g. press, production companies, campaign organizers to promote the destination
 - Support and promote local events and activities
 - Provide an information enquiry service for members to access product information for their guests.
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3. Networking You will benefit as your LTO:
 - Organizing regular functions for members on a quarterly basis as permitted
 - Issuing regular newsletters via e-mail or post regarding promotional opportunities, meetings and tourism activities.

4. Assistance and Support:

The STO will assist and support you to:

- Prepare and understand the criteria, process and need for the CTRU minimum requirement assessments, where required.
- Rectify items that are identified during the inspection and cause the member to fail the assessment
- Use the minimum requirements inspection to add credibility to the accommodation establishment or tour operator
- Submit marketing information (contact details, description and photos) and include these in the central database for marketing and information distribution by any LTO across the Western Cape as well as on local, regional and provincial websites.
- Submit their applications for standardized road signage

Additional Benefits

In order to maximize your benefits, additional benefits to the Standard Benefits are provided to members, some of which will attract additional fees:

- The Production, co-ordination and distribution of theme-based publications directed at special interest groups such as those interested in adventure and sport etc.
- The co-ordination of discounted rates for collective advertising in relevant publications
- The promotion of the destination, including products and services by participating in local, regional and international consumer shows.
- Informing the travel trade via travel and trade events and publications
- Ensuring product knowledge of the local industry through educational events
- The provision of an information enquiry service for members to access product information for their guests.

Co-Op benefits

Benefits in conjunction with tourism authorities

1. Visitor Information Network

- All the electronic promotional mechanisms, websites etc. For the network of the STO will be drawn from the central database on the products and services of members.
- CTRU will co-ordinate the activities of a world-class visitor information centre network across the province (branding and service levels)

2. Publications

- Produce a range of printed guides, brochures, directories and listings focused on the geographical regions of the Western Cape
- Others will be theme-based for the various niche markets such as golf, food, nature and wildlife. Health and wellness, etc.

3. Travel Trade

- Co-ordinate travel trade activities and produce a travel trade directory
- Maintain a travel trade database and distribute marketing collateral to travel agents and tour operators
- Attend exhibition and travel fairs
- Co-ordinate visits for travel agents and tour operators attending national and international exhibitions
- Maintain a database of travel contacts and provide support to members wishing to make contact with agents in the main markets.

4. Advertising campaigns

- Undertake and co-ordinate advertising campaigns in print (newspapers, magazines) and electronic media (radio, TV and internet)

5. Public, industry and media relations

- Initiate travel media activities to ensure that members maximum marketing exposure
- Host visiting journalists and support feature writers and editors with a website dedicated to their needs.
- Issue press releases and images to registered journalists and actively manage press activity
- Produce regular briefings of activity to enable the private sector to get leverage from public spend.
- Ensure that it has good relations with South African Tourism, government departments and NGO's, embassies and consulates and ensure each has the appropriate promotional items and resources to service enquiries at their respective organizations.

6. Online Marketing

- Distribution of your information via our partners to various websites and via e-newsletters
- Online access to database of tourism businesses, on a selective basis to establish business-to-business links

7. Business Support

- Information about sources of specialist legal, business tourism and marketing advice
- Provision of and access to market intelligence, tourism statistics, research results and tourism trends
- Provision of and access to information sheets on various business topics
- Support appropriate projects and activities to develop new products
- Organize formal training courses, as well as conferences and seminars

8. Other

- Advertise vacancies
- Provide access to high quality destination digital images