

Presentation to TTA Tour Operator Chapter Meeting

14 October 2016



Who is SATSA

The Southern Africa Tourism Services Association (SATSA) is a 47 year old non-profit member-driven association representing the tourism value chain and offering inbound tourism services companies the highest level of quality in the tourism industry.

Being part of SATSA enables a member to enjoy the benefits of extensive networking and becoming recognised both locally and internationally as quality tourism providers.

SATSA Benefits

- **Credibility**
The SATSA logo acknowledges that members have been certified as providers of quality tourism services – providing assurance to local and international buyers
- **Bonding**
Bonding provides assurance that a SATSA member company is in a position to guarantee a refund on pre-tour deposits should the member be placed under involuntary insolvency
- **Market Access**
Preferential status for trade marketing initiatives such as the SAT India Roadshow
- **Marketing**
SATSA Website, SATSA Members Directory, Trade Shows
- **Networking**
SATSA members benefit from extensive networking opportunities with other members as well as leading industry figures on an international, regional, national and provincial level
- **Information**
Travel trade news, statistics, reviews and 'How To' guides

SATSA Benefits

- **Lobbying**
SATSA champions member's interests with government to ensure South Africa has a legislative and fiscal framework conducive to growing a sustainable tourism industry. Recent examples include Department of Home Affairs and National Public Transport Regulator
- **Value-Add Products**
Specialised discount products from service providers such as SATIB, Vodacom, Bidvest
- **Provident Fund**
The SATSA Employee Benefit and Provident Fund is accessible for member's staff
- **Legal Advice**
Members have access to the association's legal advice club. SATSA also offers arbitration facilities to settle disputes arising between members
- **Special Rates**
Members qualify for a variety of member-to-member benefits on accommodation, transport, services and activities

Who can join

- **Transport Providers** - Airlines, Vehicle Hire, Water Charter, Camper Hire etc.
- **Tour Operators** - with or without transport
- **Accommodation** - B&B, Backpackers, Lodges, Resorts, etc.
- **Brokers** - Booking Offices etc.
- **Adventure Tourism** - Teambuilding, Adventure Operators, etc.
- **Business Tourism** - Event & Conference Organisers, Exhibition Organisers, Conference Venues, etc.
- **Tourism Services** - Retail Attractions, Restaurants, Training Bodies, Insurance Companies, Technology, Legal, etc.

*From large hotel chains to small owner-operated B&Bs...
From multi-fleet operators to one-man tour operators...
Any size business can be a SATSA member!*

Member Requirements

- Application Form and Application Fee
- Supporting Documents:
 - Letter of Legal Compliance
 - Company registration documents CC, (Pty) Ltd, etc.
 - Ownership of Trading Name
 - Registered for tax purposes with SARS
 - Copy of ID or Passport
 - Insurance Compliance
 - Letter of Financial Compliance (from your accountant or auditor)
 - Bank Report
 - Company Brochure or Profile
 - Profiles of Directors, Managers or Owners
 - Vehicle Operating License (for Wheels Operators)

Membership Cost & Process

- Once off Application Fee of = **R1350.00**
- Annual Membership Fee
 - Introductory = **R3,240** (Bonding but no national voting)
 - First Tier (turnover of under R20 million) = **R5,400**
 - Second Tier (R20 million – R200 million) = **R16,200**
 - Third Tier (over R200 million) = **R37,800**
 - Strategic Partners = Free
- Due diligence on documents submitted
- Advertised to SATSA Members

Other SATSA Projects

- Tourism Conservation Fund
- OSV Permitting Self-Regulation for SANParks - Kruger National Park
- Adventure Tourism Self-Regulation
- SME Indaba



Thank You

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