

SATSA
Southern Africa Tourism
Services Association
BONDED*



MEMBERSHIP BENEFITS 2015

01

BENEFITS IN THE TRAVEL & TOURISM INDUSTRY

LOBBYING

SATSA champions members' interests with government to ensure South Africa has a legislative and fiscal framework conducive to growing a sustainable tourism industry. We engage in ongoing interaction with South African Tourism (SAT), provincial and regional tourism bodies to ensure optimum return on investment on generic marketing of Southern Africa.

INTERNATIONAL PROFILING

SATSA communicates the benefits of working with its members as credible partners, both locally and abroad.

NETWORKING

Members benefit from extensive networking opportunities with other members as well as leading industry figures and prospective clients.

LIAISON WITH TOURISM ASSOCIATIONS

SATSA has close links with:

- Tourism Business Council of South Africa (TBCSA)
- Association of South African Travel Agents (ASATA)
- Tourism Marketing SA (TOMSA)
- Culture Art Tourism Hospitality and Sports Sector Education and Training Authority (CATHSSETA)
- Federated Hospitality Association of Southern Africa (FEDHASA)
- Tourism Enterprise Partnership (TEP)
- Airlines Association of Southern Africa (AASA)
- Board of Airline Representatives of South Africa (BARSA)

02

BENEFITS FOR YOUR BUSINESS

BANKING SERVICES

- Dedicated account manager per business to assist with all banking needs.
- Foreign currency accounts, available in 17 different currencies.
- Referral commission for any travel foreign exchange purchased by your customers.
- Online direct dealing for all foreign currency transactions, plus delivery service for travel foreign exchange.



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ONLINE BUSINESS GUIDANCE PORTAL

- Advice on Accounting and Tax.
- Assistance on Human Resources issues.
- Direction on Marketing.
- Support on IT matters



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SHORT TERM INSURANCE

- Provident Fund for financial security of member companies' management and staff.
- SATSA-branded bouquet of short-term insurance offered exclusively to members, including domestic and car hire
- Per vehicle per seat cover can be purchased daily online
- Extremely favourable rates based on SATSA's large membership.



LEGAL ADVICE & ARBITRATION

- We offer cost-effective arbitration as an alternative to litigation.
- Mediation is provided by experts in your sector.
- We refer members to effective legal channels.



03

BENEFITS FOR YOUR CLIENTS

PEACE OF MIND

Bonding provides clients with assurance of a replacement holiday should you be placed under insolvency.

SATSA CODE OF CONDUCT

Offers assurance of high service standards, quality products, professionalism, financial integrity & stability.

CREDIBILITY

Displaying the SATSA logo on your marketing collateral indicates you are a provider of quality tourism.

TELEPHONIC MEDICAL ASSISTANCE

Hello Doctor provides 24/7 access to a call centre of registered doctors who advise on any health-related matter during clients' stay in SA.



[click logo to see more](#)

FOREIGN EXCHANGE (RAND CARDS)

Provide Rand Cards for your inbound clients currency use



[click logo to see more](#)

04

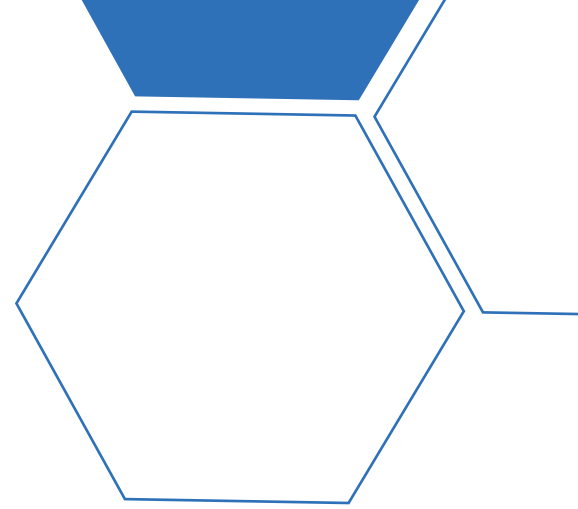
BENEFITS SATSA EVENTS

MEMBER ISSUE-DRIVEN ANNUAL CONFERENCE

CHAPTER MEETINGS

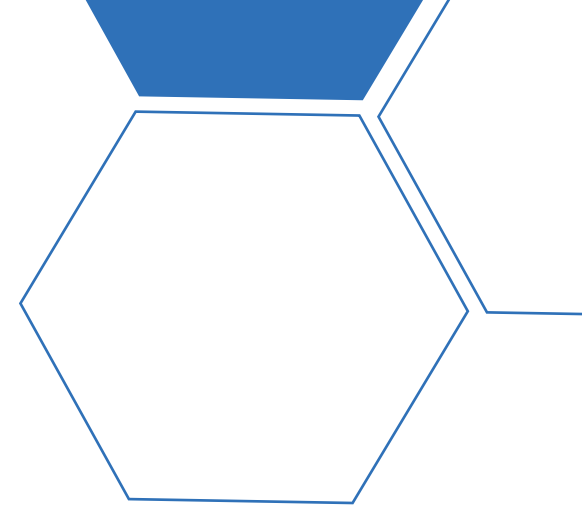
TRAINING COURSES

SPEED MARKETING



05

BENEFITS PR & MARKETING



WEBSITE

Carries member company listings and benefits from excellent search engine optimisation.

NEWSLETTERS

Regular communiqués from SATSA's CEO, and industry news about events, members and partners.

DIRECTORY OF MEMBERS

Offers a comprehensive list of member contact information at your fingertips.

MEDIA LIAISON

Promoting SATSA's standpoints in trade, specialist and consumer media.

SOCIAL MEDIA

Receive immediate notice of events and news and join the conversation.



06

MEMBER ENDORSEMENTS

Apart from effectively representing Industry in critical matters SATSA is now really starting to focus on what its members need in terms of support. I feel that SATSA is a) listening and ACTING on the issues the industry is struggling with and b) supplying members with quantifiable and relevant value. I consider membership to be an investment and am getting a first rate return.

[Tony Romer-Lee, PMR Hospitality Partners](#)

We can see the industry's challenges will not diminish, but probably increase. That makes the need for a strong industry representative body even more important. We found benefit in the association when the company was a small 'start-up' and appreciate the contribution the many smaller companies play in the industry.

[Johan Groenewald, Royal African Discoveries](#)

The association has never been more active in addressing topics of pertinence to the industry, as well as proactively seeking ways to bring value /make value-added services available to the membership.

[Mohamed Baba, Ilios Travel](#)

We have been encouraged by the pro-active and professional role that SATSA has played as a liaison between the industry and state. This role of facilitator and motivator is invaluable to us, both in terms of time and broader goals for the industry. We have also noted with interest the approach to other revenue streams for SATSA members, that could make us more competitive and profitable.

[Craig Smith, New Frontiers Tours](#)

Over the years SATSA has provided our clients around the world with the reassurance and guidance that travellers to Africa require. SATSA has helped us tackle numerous challenges that we face in the tourism industry.

[David Ryan, Rhino Africa Safaris](#)

www.satsa.com

HEAD OFFICE:

SATSA National Office

3rd Floor, Petrob House, 343 Surrey Avenue, Ferndale, Randburg

PO Box 900, Ferndale, 2160, South Africa

+27 (0) 86 12 SATSA | pa@satsa.co.za