



# KEEPING SOUTH AFRICA'S TOURISTS SAFE



Peace of Mind in Your Pocket

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# 1. Prevention & Preparation



- **Partnerships to create local and national networks**
  - National, Provincial and Local Government
  - SAPS Local / Provincial Safety Joint Operating Centres
  - Community Safety Forums, etc.
  - Hospitals, Fire brigades, Doctors, etc.
  - Embassies
- **Training / Education**
  - Tourism Operator and Staff Training
  - Training for Frontline Workers (Concierge, Drivers, Guides, etc.) on dealing directly with tourists in a safety incident
- **Communication / Marketing**
  - Educating visitors on how to travel safely whilst enjoying our beautiful country (Travellers' Guide to South Africa)
  - Budget for marketing safety initiatives - website, trade communication, product collateral, etc.



## 2. Reaction



**SECURA** Traveller's on-demand smart technology, equipped with GPS location, instantly identifies and deploys the nearest response unit when the emergency button is pressed.

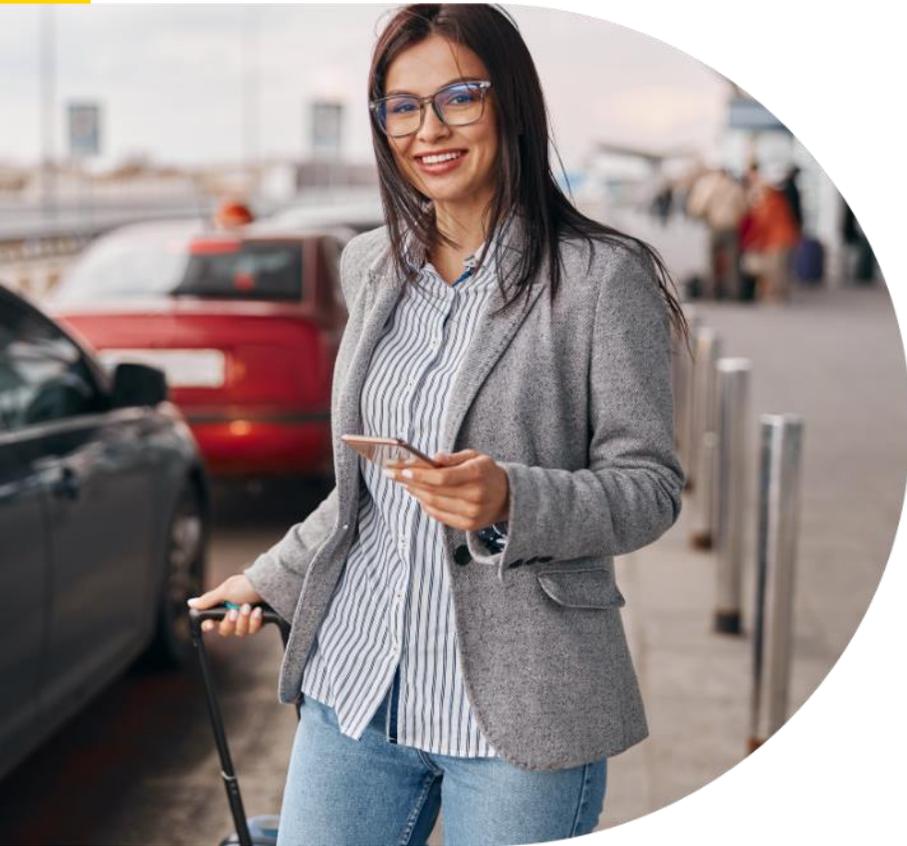


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### 3. Aftercare



***We can't prevent the emergency situation, BUT we can control effective response and the aftercare that victims receive, thus ensuring that, as far as possible, they leave the country knowing they were looked after.***

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# About **SECURA TRAVELLER**

SECURA Traveller is an emergency response and aftercare support service that connects you to the largest network of armed and medical response companies in South Africa.

The SECURA Traveller App provides on-demand smart tech that automatically identifies and dispatches the closest response unit once the panic button is activated.

We have added a 24/7 Tourism HOTLINE and Operations Centre that is the nerve centre for ALL tourism related incidents.

Both the App and the HOTLINE are supplemented by our specialist support team of traveller ambassadors, translators, trauma counsellors and logistical facilitators

**236,000+**

Total Callouts

**36,875+**

Dispatched Callouts

**30+ and growing**

Tourism Industry Volunteers, Translators, Government Assistance Programmes

**2,000+**

Security Response Vehicles

**280+**

Security Companies

**3,600+**

Response Officers

**30+ and growing**

Additional tourism-focused Security Officers/Companies, Response Vehicles and Medical Providers

**500+**

EMS Response Vehicles

**60+**

EMS Provider

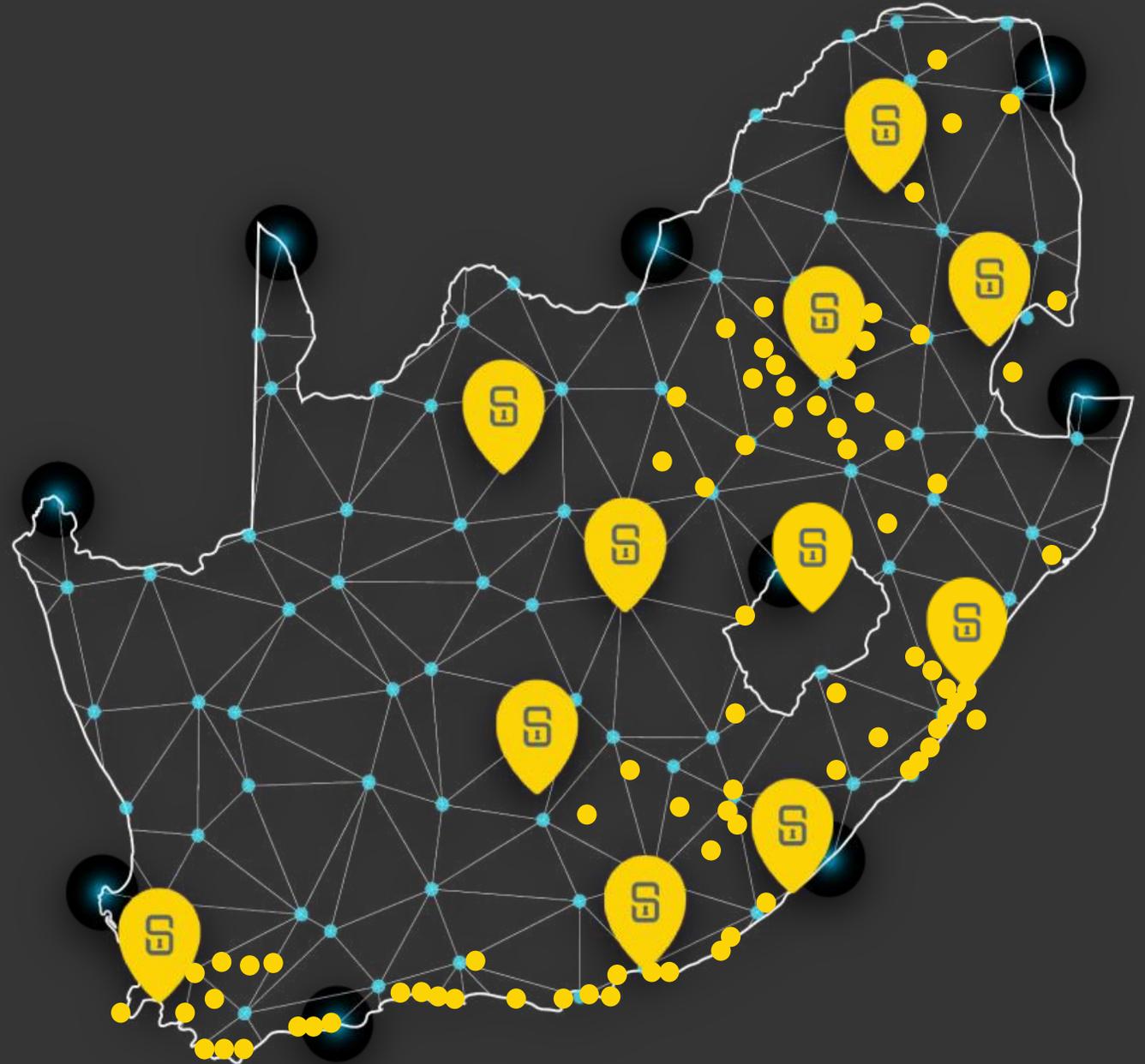
# Nationwide Coverage

**SECURITY** – Any suspicious activity or any crime-related incidents

**MEDICAL** – The closest ambulance to you will be dispatched within minutes

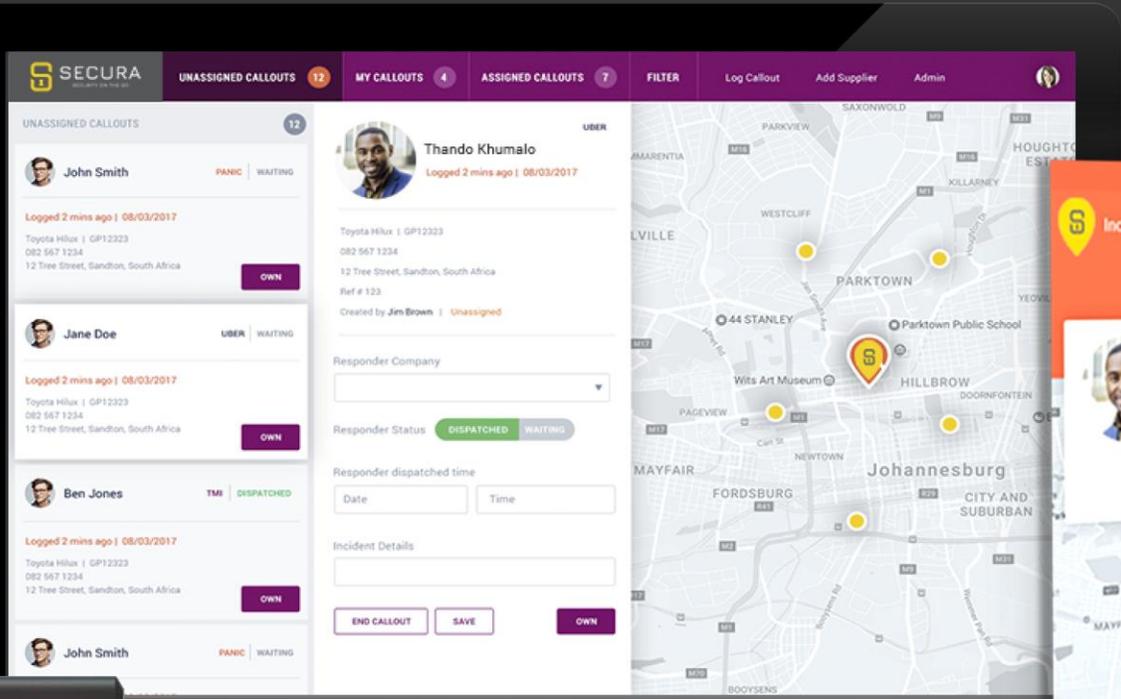
**STAND-BY-ME SERVICE** – If your vehicle breaks down we will wait with you until help arrives.

**FIRE** – Fire Department will be dispatched for any fire-related emergencies

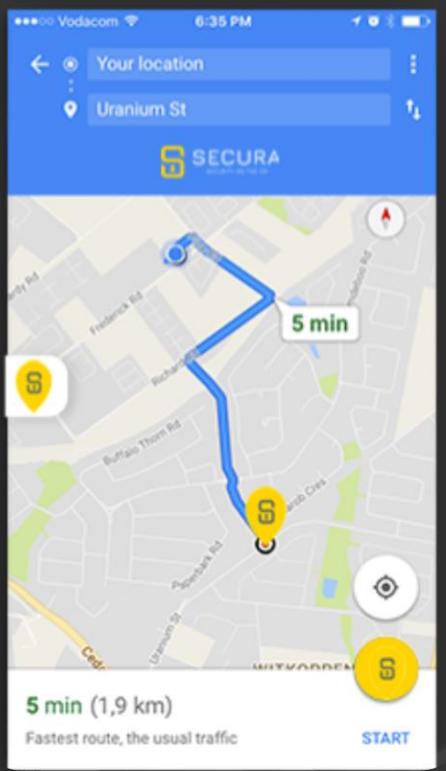
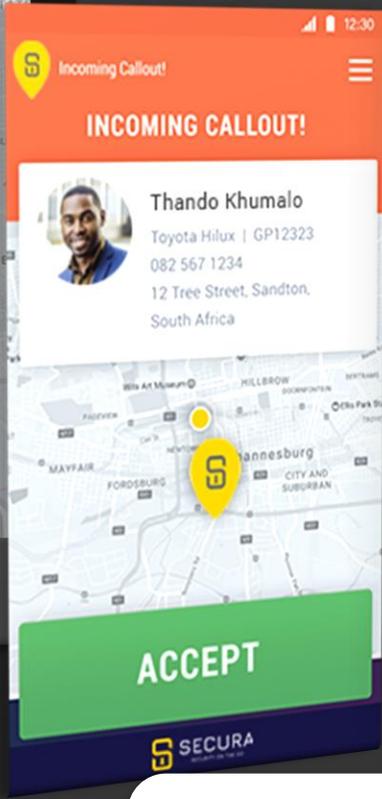


# HOW IT WORKS

## Emergency Responder Device



## Control Center Screen



The closest emergency response vehicle accepts the emergency callout and will be directed to your live GPS location via Google Maps

## User Device



Activate panic via App or Panic Button

Our 24/7/365 control center oversees every emergency activation

# SECURA **TRAVELLER** OPERATIONS CENTRE



## **Control Room**

Our Control Room operates 24/7 receiving SECURA Traveller and HOTLINE activations. We have highly trained agents that are well-versed in incident management and who are in direct contact with established Traveller Aftercare Services.

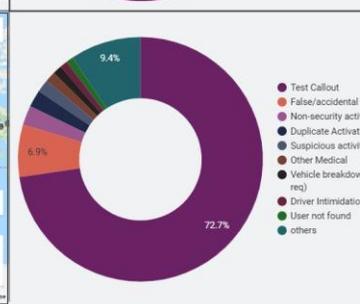
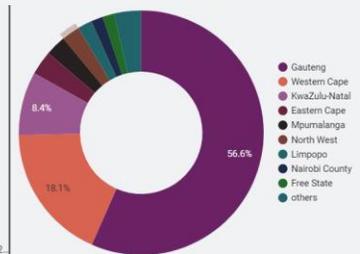
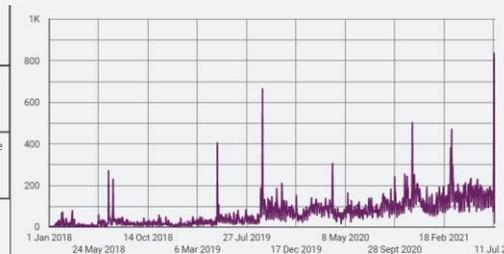
# SECURA TRAVELLER REPORTING

## Secura Incident Report

**Callout Source:** API\_WHITE LABEL\_ KING PRICE  
**Region:** Gauteng  
**City:** Johannesburg  
**Street Address:** 247 Help Avenue, Glen Austin, Midrand  
**In Coverage:** Yes  
**User Mobile:** 082 #####  
**Response Company:** Fidelity Security  
**Responder ETA:** 00h 08m  
**Distance Travelled:** 8kms  
**Responder Response Time:** 00h 06m 12sec  
**Responder Time on Scene:** 20h42  
**Responder Type:** Security  
**Type of Emergency:** Home Invasion  
**Incident Category:** Level 1  
**Incident Details:** Break-in and attempted robbery  
**Controller:** Shayne Katz



Callouts  
**89,588**  
Dispatched Callouts  
**29,067**  
Average Response Time  
**06:34**  
Best Response Time  
**01:40**



## INCIDENT REPORTING

Our Control Room operates 24/7 receiving SECURA Traveller and HOTLINE activations. We have highly trained agents that are well-versed in incident management and who are in direct contact with established Traveller Aftercare Services

# How to access SECURA Traveller



[www.securatraveller.co.za](http://www.securatraveller.co.za)

**Make your purchase**

**Follow Step by Step Instructions**



# Traveller Support and Aftercare



- **Traveller Ambassadors & Translators**
  - A network of tourism individuals across South Africa who will meet with victims and offer support/translation if needed. Note that this is not professional trauma support, just a friendly face to help them through the process
- **Provincial Tourism Safety Units**
  - Links to all existing programmes and support, immediately after an incident
  - Trauma counselling if required
- **Reporting and Media Management**
  - Collection of all data regarding an incident to assist with reporting and lobbying
  - Assistance with communicating to media and development of holding statements
- **Travellers Support Fund**
  - Funding is used to support victims such as document replacement, clothing, accommodation, transport, etc.



# **YOU and SECURA Traveller: A Partnership for Safer Travel**

**By equipping frontline staff and providing access to guests for SECURA Traveller at your hotel, YOU can play a critical role in promoting safe travel in South Africa.**

1. Increase awareness of the app among travellers as soon as they arrive.
2. Provide peace of mind to travellers and improve their experience.
3. Boost South Africa's reputation as a destination that prioritizes visitor safety.
4. Contribute to our shared goal of promoting sustainable and safe tourism in our country.





# THANK YOU!



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# PARTNERSHIP

Help promote SECURA Traveller App to arriving travellers through hotel advertising

**Table talkers at reception or in rooms**



# PARTNERSHIP

Help promote SECURA Traveller App to arriving travellers through hotel advertising

Leaflet that could be left in a room

**SECURA Traveller is Peace of Mind in Your Pocket!**

Access emergency medical and support services at the touch of a button across South Africa

**SECURA Traveller Response**

- 24/7/365 Operations Centre
- 320+ medical and security companies
- 2500+ response vehicles
- 5400+ response professionals

**SECURA Traveller Support**

- Traveller ambassadors and translators to provide care and support
- Facilitation of lost travel documents, contact with embassies, travel insurers and access to trauma counselling if needed
- Assistance with incident reporting
- Concierge services for amended travel services

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**Only R49 for 30 days**  
\*excl bank charges

**SECURA TRAVELLER**  
Peace of Mind in Your Pocket

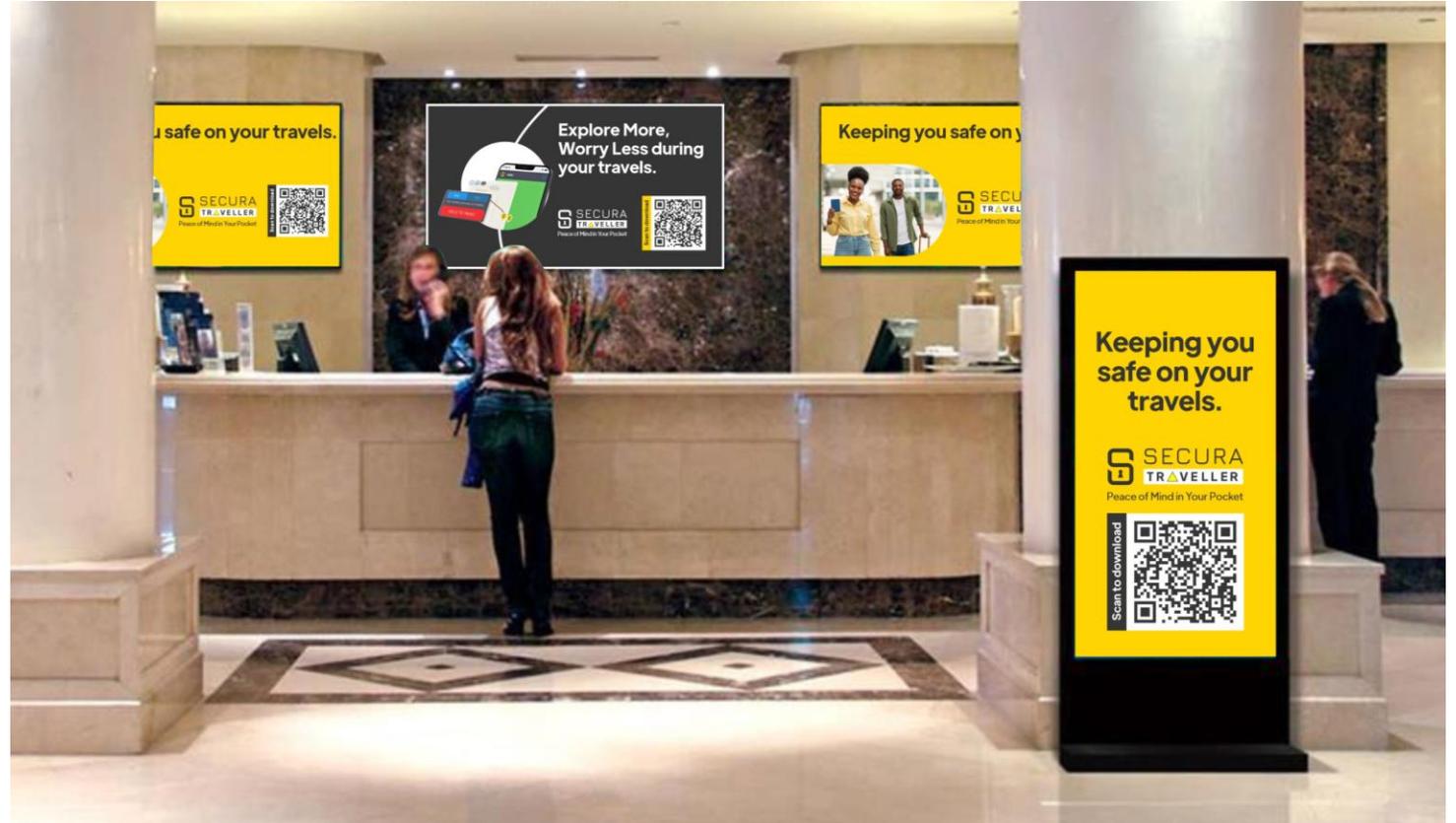
Tourism HOTLINE number:  
**+27 (0) 83 318 2475**  
www.securatraveller.co.za



# PARTNERSHIP

Help promote SECURA Traveller App to arriving travellers through hotel advertising

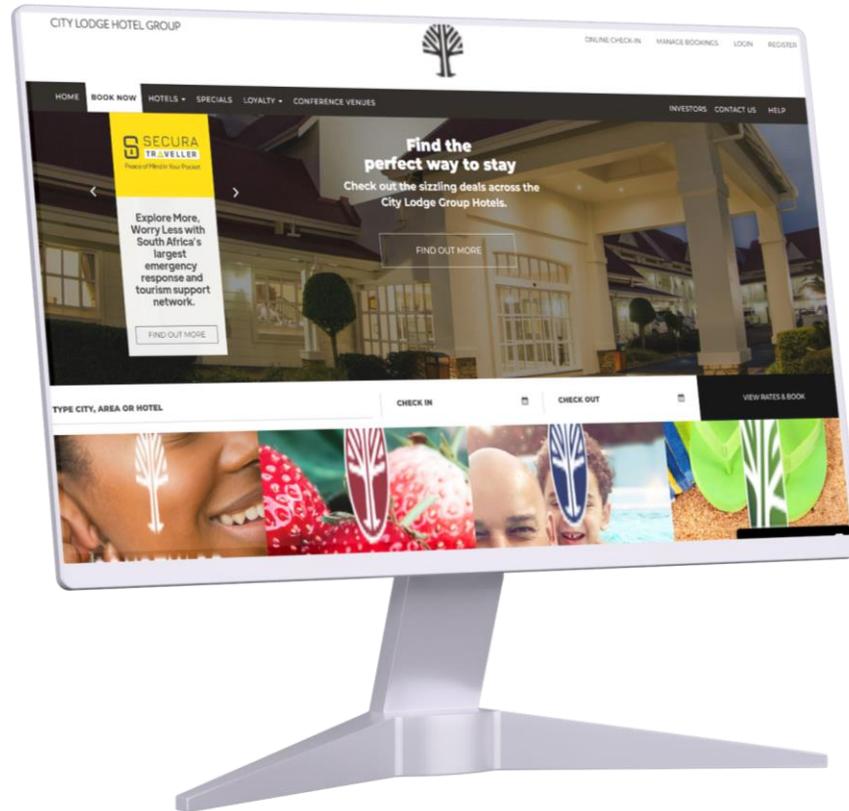
**Digital display in reception**



# PARTNERSHIP

Help promote SECURA Traveller App to arriving travellers through hotel advertising

**Website banner**



# PARTNERSHIP

Help promote SECURA Traveller App to arriving travellers through hotel advertising

**Website banner**



# PARTNERSHIP

Help promote SECURA Traveller App to arriving travellers through hotel advertising

**Banner with QR code on guest confirmation email**

**Explore More, Worry Less**

SECURA TRAVELLER  
Peace of Mind in Your Pocket

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**Explore More, Worry Less**

frontdesk@yourhotel.com

Hi [Name],

Your reservation is confirmed at [hotel] in [city] from [check-in date] to [check-out date] - we're really looking forward to hosting you!

[Booking details/reservation summary]

[Check-in information]

[Hotel information]

If you have any questions in the lead-up to your stay, feel welcome to get in touch by replying to this email or calling [phone number].

Before you arrive, be sure to browse our extras and pre-book a meal or experience that will make your stay that much more special.

You can also check out our guide to [city], where we list all our favourite spots.

See you soon!

[Name], [Position] at [Hotel]



# PARTNERSHIP

Help promote SECURA Traveller App to arriving travellers through hotel advertising

  
Keycard folder



# Our Marketing Goals and Objectives



1. Increase awareness of the **SECURA Traveller** app among all target market segments including domestic and international travellers, tour operators, travel agents, and more.
2. Achieve significant app downloads within the next year.
3. Develop partnerships with key players in the travel and tourism industry.
4. Drive app sales to tour operators, destination management companies, and travel agents.





## Key Messaging Approach: Empowering Safe Travel

Our communication strategy is centred around delivering a message of empowerment and safety for travellers.

We strive to maintain a balance between highlighting the importance of safety without instilling fear, presenting **SECURA Traveller** as a positive, reassuring presence rather than a reminder of potential risks.



# Key messages

1.

## **Peace of Mind in Your Pocket**

Emphasising the convenience and accessibility of safety support at any time, anywhere.

4.

## **Be Prepared, Stay Assured**

Framing the app as an essential part of smart, proactive travel preparations.

2.

## **Explore More, Worry Less**

Encouraging travellers to fully embrace the beauty of South Africa, knowing they have a reliable safety net.

5.

## **Travelling the Country, Not Alone**

Positioning **SECURA Traveller** as a constant, supportive companion in all South African travel.

3.

## **Your Safety, Our Priority**

Reinforcing our commitment to the wellbeing of all travellers.



# Strategic Marketing Tactics for Maximum Impact

1.

Engaging our audience through owned, earned, shared, and paid channels.

2.

Implementing targeted advertising on platforms like **Booking.com** and social media.

3.

Leveraging partnerships with associations, DMCs, and travel trade organisations.

4.

Showcasing the app at trade shows and tourism events.

