

## **TOURISM IS BUSINESS, A TEAM BUSINESS**

Cape Agulhas Tourism actively encourages visitors and media to only use CAT members where we are assured of quality service and accountability.

Accreditation and Affiliation with Cape Agulhas Tourism gives you

- ✓ Membership Certificate and Plaque
- ✓ Access to CAT logo for your website & marketing collateral

### **WE CONNECT OUR MEMBERS**

#### **TO VISITORS:**

- Information on the local destination, including brochures, a map, weather reports and What to do/Activities in the Cape Agulhas area.
- Information and referral advice on members' products and services that meet their requirements.
- Distribution of member's brochures and promotional material, where provided by members to Cape Agulhas Tourism.
- A tourism application with member's details on where to stay, to eat and to play. [www.bit.ly/appmyvillage](http://www.bit.ly/appmyvillage)

#### **TO THE INDUSTRY AND TRADE:**

- Networking and local area functions
- Opportunities to be involved in Guest & Media Relations programmes
- Inclusion of business details in Wesgro's and travel trade directories (contact details, description and photos).



#### **TO INFORMATION:**

- Regular newflashes | newsletters (New)
- Emails regarding workshops, meetings; advertising opportunities as sent out by other VIC's.
- Support to members wishing to make contact with tour & travel agents in the main markets
- Statistical data from Wesgro, SA Tourism and CAT

#### **TO OPPORTUNITIES:**

- Advertising opportunities in CAT publications
- Negotiated rates in trade and consumer publications.
- Networking with other members.
- Promotional opportunities on [www.facebook.com/Discovercapeagulhas](http://www.facebook.com/Discovercapeagulhas)
- Access to the Tourism Application to use as part of marketing collateral with information on Where to stay, Where to eat and What to do just to name a few.



[www.bit.ly/appmyvillage](http://www.bit.ly/appmyvillage)

Have **YOU** done everything in your power to ensure that you have a solid relationship with Cape Agulhas Tourism?

### **Here is your checklist...**

- ✓ Did we receive a description of your establishment to be use on all marketing platforms.
- ✓ Do we have your brochures | business cards?
- ✓ Did we receive your latest rates?
- ✓ Do we have your booking conditions and cancellation policy?
- ✓ How often do you send us your availability?
- ✓ Have you invited our staff to view your property?
- ✓ Have you checked your website, application listing?
- ✓ Do we have an A3 poster of your establishment for all our VIC's?
- ✓ Do you regularly feed information | events | updates to the office?
- ✓ Have you linked to our Facebook page for regular updates?



## CAPE TOWN & Western Cape

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



[www.bit.ly/appmyvillage](http://www.bit.ly/appmyvillage)



*Inspiring new ways*

## MEET THE TEAM

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[www.xplorio.com/regions/cape-agulhas](http://www.xplorio.com/regions/cape-agulhas)  
Facebook: [www.facebook.com/discovercapeagulhas](http://www.facebook.com/discovercapeagulhas)  
Twitter: @CapeAgulhasSA



## CAPE AGULHAS TOURISM MEMBERSHIP

Cape Agulhas Tourism (CAT) is the official visitor and tourism industry agency of the Cape Agulhas Municipal region.

This 2411km<sup>2</sup> includes the towns and villages of Arniston, Bredasdorp, Elim, Kassiesbaai, Klipdale, L'Agulhas, Napier, Protem, Struisbaai, Suiderstrand and Waenhuiskrans and incorporates Agulhas National Park, De Hoop Nature Reserve and De Mond Nature Reserve.

Cape Agulhas Tourism serves a diverse membership base and operates a network of official Visitor Information Centres and satellite offices.

We promote service excellence, responsible and sustainable tourism development and industry transformation. CAT strives to be a source of tourism business information, a platform for members to promote their businesses and a catalyst to put visitors in touch with the remarkable experiences offered by members of Cape Agulhas Tourism.

**TOGETHER WE CAN MAKE A  
DIFFERENCE!!!**