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 **TO OPPORTUNITIES**: 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

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 newsflashes | 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

- Advertising opportunities in CAT publications
- Negotiated rates in trade and consumer publications.
- Networking with other members. \geq
- Promotional opportunities on 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.



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

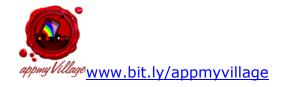
Here is your checklist...

- Did we receive a description of your \checkmark establishment to be use on all marketing platforms.
- Do we have your brochures | business cards?
- Did we receive your latest rates? \checkmark
- Do we have your booking conditions \checkmark and cancellation policy?
- How often do you send us your availability?
- Have you invited our staff to view your property?
- Have vou checked vour website. \checkmark application listing?
- Do we have an A3 poster of your \checkmark 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?



www.tourismcapetown.co.za





MEET THE TEAM

Two Oceans Visitor Centre (L'Agulhas) Maureen Fourie Tel: 028 435 7185 Email: <u>agulhas@discovercapeagulhas.co.za</u>

Bredasdorp Visitor Centre Jaundré October Tel: 028 424 2584 Email: <u>bredasdorp@discovercapeagulhas.co.za</u>

Bredasdorp Visitor Centre Elroy Koeberg Tel: 028 424 2584 Email: info@discovercapeagulhas.co.za

Chief Executive Officer Annelien Snyman Tel: 028 424 2584 Email: <u>annelien@discovercapeagulhas.co.za</u>

Website: <u>www.discovercapeagulhas.co.za</u> <u>www.xplorio.com/regions/cape-agulhas</u> Facebook: <u>www.facebook.com/discovercapeagulhas</u> Twitter: @CapeAgulhasSA



Inspiring new ways



CAPE AGULHAS TOURISM MEMBERSHIP

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

This 2411km² 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!!!