

MEMBERSHIP BENEFITS

As a member of Calitzdorp Tourism, which is an official Local Tourism Organisation (LTO), member benefits include:

BENEFITS

These benefits are those which attract visitors and provide them with enough information to keep them in the area, and include predominantly promotional material. These are listed below:

- Use of the Calitzdorp Tourism logo * by members to endorse products and services.
**(Any printed material displaying the above logo or brand should be approved by Calitzdorp Tourism)*
- The Calitzdorp Tourism Office will co-ordinate the distribution of the marketing material.
- The Calitzdorp Tourism Office will co-ordinate representation in travel and tourism publications.
- The Calitzdorp Tourism Office will manage, co-ordinate and distribute an events calendar.
- The Calitzdorp Tourism Office will include local area and member information in the local, regional and provincial websites for the Western Cape.
- The Calitzdorp Tourism Office will liaise with government departments, agencies and promotional organizations (*e.g. wine, trade, film, agriculture etc.*) to promote tourism and joint marketing of the destination.
- The Calitzdorp Tourism Office will liaise with external parties (*e.g. press, production companies, wine routes, campaign organisers etc.*) to promote the destination.
- The Calitzdorp Tourism Office will support and promote local events and activities.
- Issue regular emails regarding industry related matters.
- Assistance to members to attain accreditation according to minimum requirements.
- Support with applications for tourism road signage.
- Assistance in presenting their views on key issues via their local committee.
- Display member's info at information kiosks for after-hours information.
- Provide free basic information on Calitzdorp Tourism Office website, with an active link to your website / social media page.
- Free Access to Advertise in the Tourism News Letter
- Provide Social Media coverage (Facebook, Twitter and Instagram).

The Calitzdorp Tourism Office will provide visitors with:

- Information on the local area, including a printed map and events information
- Information on other Western Cape destinations where requested by the visitor.
- Information and referral advice on members' products and services that meet their requirements, this includes for members of other tourism offices.
- Primary and affiliate member's brochures provided by members of Calitzdorp Tourism.

ADDITIONAL BENEFITS

Calitzdorp Tourism Office may provide the following benefits in addition to the above benefits provided to members, some of which will attract additional fees:

- The co-ordination of discounted rates for collective advertising in relevant publications.
- The promotion of the destination, including products and services by participating in local, national and international consumer shows and the development of tourism routes in partnership with Wesgro.
- The provision of an information enquiry service for members to access product information for their guests.
- Provide an opportunity for a member to advertise on the Calitzdorp town map brochure.
- Google business listing.
- A2 frame provided for wall space. The Tourism office provides and owns the frame and the member provides the Tourism office with an A2 poster.
- The Member's Facebook page get pinned on the Tourism office's Facebook page for one week, once a year.
- Banners will be available on front page of website and/or Newsletter for one week a year.

Apart from benefits indicated above, the Calitzdorp Tourism Office has the following responsibilities, listed here as:

BENEFITS IN CONJUNCTION WITH TOURISM AUTHORITIES

These complement the above standard and additional benefits and will be phased in by the Calitzdorp Tourism Office as and where applicable:

- **A world class provincial visitor information network** : Referrals and bookings from any official tourism office in the Western Cape
- **Publications**: Produce a range of theme based publications for the various niche markets such as wine food, health and wellness as well as regional promotional material.
- **Travel Trade**
 - Maintain a travel trade database and distribute marketing collateral to travel agents and tour operators.
 - Attend exhibitions, consumer shows, trade and travel fairs.
 - Co-ordinate visits for travel agents and tour operators attending national and international exhibitions.
- **Media coverage and PR**
 - Host visiting journalists and support feature writers and editors with a website dedicated to their needs.
 - Ensure that it has good relations with South African Tourism, government departments and NGO's, embassies and consulates and ensure each has the appropriate promotional items and resources to service enquiries at their respective organizations.
- **Online marketing**: Distribution of member's information to various websites and via e-newsletters.
- **Business support**
 - Provide business support to emerging entrepreneurs in partnership with Kannaland, Province and local government.
 - Provide access to tourism statistics.
 - Support appropriate projects and activities to develop new products.
 - Organise formal training courses, as well as conferences and seminars.