



MEMBERSHIP PROSPECTUS

Ugu South Coast Tourism is the official Destination Management Organisation for the KZN South Coast, which follows the KZN coastline from Scottburgh to Port Edward and stretches inland to Harding. It encompasses the municipalities of Umdoni, Ray Nkonyeni, Umzumbe and Umuziwabantu.

As per the KwaZulu-Natal Tourism Amendment Act 2002, tourism businesses within the KZN South Coast need to register with Ugu South Coast Tourism and EDTEA.

See below for:

1. Benefits of Membership
2. Sign up as a Member of Ugu South Coast Tourism
3. Friends of Ugu South Coast Tourism
4. Southern Explorer Official Route Guide
5. Contact Ugu South Coast Tourism

1. MEMBERSHIP BENEFITS

Apart from compliance with the Act, there are many benefits to registering as a Member of Ugu South Coast Tourism:

Marketing Exposure:

Your business benefits from a collective destination marketing role resulting in negotiated bulk discounts and free exposure to travel trade, media and consumers through advertisements, editorials, advertorials, press releases, newsletters, specials, shows and expos, Visitor Information Centres, familiarisation trips, campaigns and one-stop tourism information channels such as website, social media, Southern Explorer route guide and mobile app. These marketing and owned channels provide a focal point for the diverse range of products within the destination in order to simplify and influence decisions that lead to attracting and increasing the number of tourists.

Essential Information:

Get industry-important research, reports, information and opportunities shared through member-only newflashes, newsletters, workshops and presentations.

Member Credibility:

Gain credibility and legitimacy as an accredited member of the official Destination Marketing Organisation (DMO) for the KZN South Coast. Members get a badge to put on their websites and marketing material; are listed on the Ugu South Coast Tourism website, mobile app and Southern Explorer route guide; and get issued a Certificate of Membership to display at their business. Astute travellers check DMO association pre-booking.

Building Industry:

Contribute to the responsible and strategic development of the regional tourism industry addressing resources, inclusivity, product and project needs by providing support, training, staffing, mentorship and business linkages through Tourism, which acts as a catalyst and facilitator for the realisation of tourism development and events. The DMO ensures the availability of world-class tourist services incl. information infrastructure, builds community pride, encourages less industry fragmentation, extends tourist geographic spread across the destination and, ultimately, plays an integral role in growing the economy of the destination.

Engaging Inputs:

Make a difference by working closely with Tourism by participating in member-only Local Area Committees, Area Chairs/CEO forums; surveys and stakeholder engagements to give your valued and constructive input into the tourism agenda.

Representative Voice:

Benefit from a strong, collective voice through Tourism, which works as an advocate for the local tourism industry at influential public and private forums, committees and associations, escalating issues on your behalf when needed, and partnering with key stakeholders to market and develop the KZN South Coast destination to the benefit of all.

2. SIGN UP AS A MEMBER OF UGU SOUTH COAST TOURISM

Become a member of Ugu South Coast Tourism and immediately start reaping the multiple benefits, by following these 5 steps:

1. Contact the membership officer on membership@tourismsouthcoast.co.za or call 039 682 7944 OR quickly and directly fill in the Membership Forms on this website.
2. Complete, sign & provide the following forms:
 - ✓ Membership Registration Form
 - ✓ Code of Conduct
 - ✓ Business Registration (if not available, Trading Licence, Business Declaration Form & Municipal Proof)
3. Where applicable, provide proof of:
 - ✓ Public/Passenger Liability Insurance Proof
 - ✓ VAT, PAYE, business levies registration, tax clearance proof
 - ✓ Liquor Licence
 - ✓ Business TV Licences per TV

- ✓ TV Entertainment Channels Subscription Forms
 - ✓ SAMRO Licence
 - ✓ Non-smoking signs & designated smoking areas
 - ✓ Tourism Grading Council of SA Grading
 - ✓ Tourism KwaZulu-Natal Membership
 - ✓ Association Membership Certificates e.g. SAACI, SATSA, SITE, etc.
4. Deliver completed applications to Ugu South Coast Tourism, addressed to:

The Membership Officer
Ugu South Coast Tourism
16 Bisset Street
Port Shepstone
4240

5. Once approved, pay the annual membership fees on receipt of invoice. Annual fees, incl. VAT, currently are: R575. Please confirm the latest fees with the Membership Officer.

3. FRIENDS OF UGU SOUTH COAST TOURISM

In the KZN South Coast region, most businesses derive direct or indirect benefit from Tourism. Through registering as a Friend of Tourism, non-tourism businesses are able to contribute to the growth of Tourism within the region and also be informed of the latest Tourism News, as well as be invited to Events, however, they will not have the same benefits as Tourism members and won't be able to serve on Committees or have voting rights. The Friends of Tourism annual fee is R200 excl. VAT. Please check with the Membership Officer what the latest Friends of Tourism fees are.

Friends of Tourism Registration

4. SOUTHERN EXPLORER OFFICIAL ROUTE GUIDE

The Southern Explorer is the official route guide of the KZN South Coast destination. This annual printed guide is one of the main tourism marketing tools used to promote the destination to consumers, tourism trade and buyers. The current print run is 60,000. The guide makes it easy for consumers and trade to locate tourism establishments, operators, guides, activities and attractions within specific areas. Tourism members benefit from the easy reference directory listing within the guide and option to advertise.

5. CONTACT UGU SOUTH COAST TOURISM

The Membership Officer is:

Nokulunga Radebe

She can be reached at the **Ugu South Coast Tourism Head Office:**

16 Bisset Street
Port Shepstone

Tel: 039 682 7944

Email: membership@tourismsouthcoast.co.za

Queries re. advertising in the Southern Explorer, can also be directed to her.