



**BE
A TOURISM
MEMBER**

UGU SOUTH COAST TOURISM

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Ugu South Coast Tourism is the **official Destination Management Organisation (DMO)** for the Ugu region, 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. It's mandate is Tourism **Marketing** and Tourism **Development** for the collective **KZN South Coast destination**.

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



WHO?

COMPULSORY MEMBERS

ALL tourism businesses deriving direct benefit from tourism incl., but not limited to:

- All Accommodation establishments
- All Tour & Activity Operators
- All Tourist Attractions & Golf Clubs
- All Tourist Shuttles & Transport Services
- All Tour Guides
- Tourism associations' members



R575 incl. VAT p/annum

WHO?

VOLUNTARY MEMBERS

All businesses, who derive indirect benefit from tourism, incl. but not limited to:

- Shopping centres & shops
- Restaurants
- Estate agencies
- Services e.g. health & beauty/spa; laundry
- Motor dealers, garages & auto services
- Business chambers & associations
- Event organisers
- Marketing companies
- Neighbouring tourism products outside, but nearby the borders of Ugu district



R575 incl. VAT p/annum

WHO?

FRIENDS OF TOURISM



All businesses, other than Compulsory & Voluntary, i.e. not directly/indirectly deriving any benefit from tourism:

R200 excl. VAT p/annum

WHY?

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

One-stop tourism information channels such as website, social media, mobile app (upcoming)

Southern Explorer route guide



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.

WHY?

Essential Information:

Get industry-important:

Research

Reports

Information

Opportunities



NEWSFLASH #01
17 January 2019

Egging you on for Easter Specials & Packages

Dear Tourism Member

Happy New Year!! We hope you had a great Summer and already into your Easter promoting, as we are. Please send us your **Easter specials** to promote on our website and various other channels – it doesn't cost you a cent and provides an incentive for visitors to book their Easter holidays here.

We will need:

- Easter special details
- Validity period
- Image & logo (or supply readymade artwork of 391px wide x 293px high in jpg format)
- Relevant terms and conditions
- Telephone number for booking purposes



shared through member-only newsflashes, newsletters, workshops and presentations.

WHY?



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 (upcoming) and Southern Explorer route guide
- Get issued a Certificate of Membership to display at their business

Astute travellers check DMO association pre-booking.



WHY?

Building Industry:

*Contribute to the **responsible and strategic development** of the regional tourism industry addressing:*

- Resources
- Inclusivity
- Product and project needs

*It does this 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
- Plays an integral role in growing the economy of the destination



WHY?

Engaging Inputs:

Make a difference by working closely with Tourism by participating in:

- Member-only Local Area Committees
- Area Chairs/CEO forums
- Surveys
- Stakeholder engagements



to give your valued and constructive input into the tourism agenda.

WHY?

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
- Partnering with key stakeholders to market and develop the KZN South Coast destination to the benefit of all



HOW?

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

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



WHEN?



- Once a year
- If not a member as yet, we urge you to be **compliant and sign up without delay**
- Your membership **benefits** will kick in as soon as you have paid your annual fees
- **Nokulunga**, our Membership Officer, is **here today and signing up members**, please go and see her, she can answer all your questions re. requirements

THANK YOU



CONTACT: NOKULUNGA RADEBE: 039 682 7944/ MEMBERSHIP@TOURISMSOUTHCOAST.CO.ZA

