



Route 72 Marketing

Membership Application Form

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|---|--|
| Business Name | |
| Owners | |
| Telephone No | |
| Cell | |
| Email Address | |
| Website | |
| Physical Address | |
| Postal address | |
| Type of business/service | |
| Brief description of business / facility | |
| Accreditations TGCSA | |
| Other | |
| Member SATSA or ECTB or LTO | |
| No of employees Full | |
| Part time | |
| No Units | |
| Beds | |
| Max no Guests per night | |
| VAT no | |
| Public Liability insurance Y/N | |
| | |

Please attached proof of public liability

As a member of the Route 72 Marketing Association, I will strive to promote Tourism activities in this region, to protect our environmental heritage from exploitation and to maintain a high standard of service. I undertake to abide by the Route 72 Constitution.

Signed Name Date

The Benefits of Route 72 Membership:

Route 72 is one of the tourism nodes of ECTOUR. As a Route 72 member you also form part of Africa Safari Connexion, an expert in destination marketing. Have a look below at the benefits of being part of these two organisations:



- Member of ECTOUR
- Local Marketing
- Getaway Shows
- Indaba & WTM Africa
- Direct Bookings
- Eight Partner Nodes
- Website Listings & Events
- SATSA Member

- Member of ASC
- Package Development
- International Marketing
- UK, USA & EU Roadshows
- Tour Operator Sales Calls
- Direct Bookings
- Increased Online Visibility
- Internal Client Referrals

ectour.org.za & route72.org

easterncape.connexion.travel



Membership & Marketing Fees:

1. Annual Membership Fee

Accommodation:

- 1-5 rooms: R300 per year
- 6-10 rooms: R500 per year
- 10+ rooms: R600 per year

Activities:

- Activity: R500 per year

Businesses:

- Business: R300 per year

Includes:

Website Listings on ectour.org & route72.org
Feature on the Route 72 Map
Online Marketing Training
Route 72 Member Meetings
Events Marketing

2. Annual Marketing Fee

Accommodation:

- 1-5 rooms: R600 per year
- 6-10 rooms: R1000 per year
- 10+ rooms: R1200 per year

Activities:

- Activity: R1000 per year

Businesses:

- Business: R600 per year

Includes:

Local & International Marketing
Trade Shows & TO Promotions
Consumer Travel Shows
ASC membership and listing
Email Marketing Campaign
Direct Bookings

TOTAL:

Accommodation:

- R900 per year
- R1500 per year
- R1800 per year

Activities:

- R1500 per year

Businesses:

- R900 per year

Banking Details:

Name: Route 72

Bank : Standard Bank

Branch: Port Elizabeth (050017)

Account type: Business Current Account

Account number: 080452469

Please use your business name as your reference and attach proof of payment with your application form.

Need assistance? Contact us on info@route72.org

Terms & Conditions

Please note:- request for resignation of membership must be in writing and received by no later than one month prior to renewal date. Membership is automatically renewed on the date annually.

It is the member's responsibility to inform the chairperson in writing of any changes within the members' organization i.e. change of address, telephone numbers, staff changes, tariffs etc.

Members are invited and encourage to attend the info sharing sessions. Membership enquiries should be directed to Allen Cunningham on info@route72.org.

The membership fees are payable immediately on registration of membership. Subscriptions are payable within 30 days of receipt of annual invoice notice. Should fees not be paid timeously, all benefits will be suspended and membership will lapse.

Membership shall be granted subject to and in terms of the constitution and membership benefits of Route 72 Marketing Association. Members to note as per the constitution of Route 72 Marketing Association that they have to be a member of their local LTO to belong to the association.