



## SANDTON TOURISM ASSOCIATION

**2019**

### **SANDTON TOURISM & BUSINESS ASSOCIATION MEMBERSHIP BENEFITS**

The Sandton Tourism & Business Association is a private and independent company which was established in 2000. The Section 21 (NPC) company is managed by a volunteer Management Committee, who all hail from senior positions within the Travel & Tourism Industry and affiliated sectors.

Currently, the benefits of membership include visibility and exposure through our website and social media platforms, exposure through our weekly newsletter (which goes to a combined local and international database) as well as the opportunity to network with fellow members at regular member events which are planned and co-ordinated by the Secretariat in conjunction with the venue. The aim of our member events is to create a platform that allows members to network and share ideas as well as hear from a relevant guest speaker.

Our weekly newsletters include promotions and information on what is happening in and around Sandton and we are often aware of this information before other bodies and companies. Individual members are showcased in our weekly Member Profile slot in the newsletter. The aim of our member profiles is to introduce members to one another as well as promote the profiled member to our larger readership beyond the Sandton Tourism & Business Association member base. Members can make use of the newsletter and social media platforms to promote any specials and events they have in the market.

We have worked hard to build a close relationship with Sandton SAPS to facilitate sharing information related to security with our members. We are continuing to work with SAPS and bodies such as the Sandton CPF to put structures in place to make Sandton and its surrounds a more secure locale for everyone. When relevant we can send information to the SAPS on crimes related to incidents that have happened in Sandton. This information is shared with members immediately we receive it.

Member listings on the website are both highly visible and easily accessible from various links on the website. The member listing includes all relevant contact information, a map to display the member's location and a BOOK NOW button with direct link to the member's booking portal – this adds huge value to our members as no additional commissions or third-party fees need to be paid!

In 2018, we ran our first travel trade workshop for members. It was hugely successful and we will be running two annually from this year. The first is in May this year and you will receive information about it from the Secretariat.

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