

PIKETBERG TOURISM

MEMBERSHIP APPLICATION

PRIVATE AND CONFIDENTIAL

Welcome. We are so pleased that you are applying to be a member of Piketberg Tourism. Once on board, you will be part of the tourism marketing family and the Western Cape visitor information network. You will access local, regional, provincial, South African and international marketing benefits – please make sure you have received the list of these benefits from our office. The fees associated with membership are also available from your local office. Remember, you should always join your local tourism office first; you can then choose to join other offices at a discounted rate.

We need your completed form and marketing information to be handed back to our office (contact details below) so that we can promote you effectively. If you require any assistance completing this form, please contact us.

PIKETBERG TOURISM & VISITOR INFORMATION CENTRE

Old Synagogue
Kerk Street
Piketberg
7320

TEL/FAX: 022 913 2063

Email: tourism@piketberg.com

Webpage: www.piketbergtourism.co.za

P O Box 101

Piketberg

7320

BENEFITS TO MEMBERS

We provide:

- An opportunity for you to make your pamphlets/business cards available to visitors to the office, thereby promoting your business.
- E-marketing opportunities for you via the online **RTO website** and **Wesgro**, exposure in the media (radio as well as newspapers).
- Distribution of members lists to potential visitors on request.
- Marketing through publications like the **Travel Mosaic** and the **Berg River Tourism brochure**, as well as the West Coast and Bergrivier **DVDs**. Town **maps** and regional maps are also produced.
- Benefits from the generic marketing done at **trade fairs and events**.
- A standardised service level through **accreditation**.
- **Information** regarding tourism events taking place in the greater West Coast and Cape Town region, particularly regarding marketing opportunities.
- **Opportunities** to participate in the growth and development of the area.
- Support with applications for tourism road signage.
- Regular **members' meetings** to engage with the committee around issues of interest and concern.

All mandatory fields have been marked with an asterisk (*).

GENERAL INFORMATION

APPLICANT DETAILS

Trading Name of Business *	
Name of Applicant*	
Designation of Applicant*	
Telephone Number*	
Fax Number	
Email Address	
Mobile Number	

Please note that all financial, shareholder and employee information supplied on this application form is required for statistical and research purposes and will be treated as confidential by us. It will not be made available to third parties without the consent of the member concerned.

ESTABLISHMENT DETAILS

Physical Address*			
Suburb*			
Town*			
Code*			
Municipality Property No*			
Postal Address*			
Postal Town*			
Postal Code*			
Business Telephone Number* (if different to applicant)			
Business Mobile Number (if different to applicant)			
Business E-mail Address (if different to applicant)			
Business Fax Number (if different to applicant)			
Website Address			
Preferred communication Language*	<input type="checkbox"/> English	<input type="checkbox"/> Afrikaans	<input type="checkbox"/> Xhosa
Preferred Communication Method* (please select one)	Telephone		Email
	Fax		Post
	SMS		
Include in email correspondence *	Yes		No

We would like to keep in contact with the correct people in your organization, please provide us with the relevant contact information (if different to the applicant).

CONTACT DETAILS			
Contact Person Name and Surname			
Contact Person Telephone Number			
Contact Person Email Address			
Reservations Contact Person Name and Surname			
Reservations Contact Person Telephone Number			
Reservations Contact Person Email Address			
FINANCIAL INFORMATION			
Legally registered business name (if different to legal name) *			
Average Turnover*	< R300.000.00		> R300.000.00
VAT Registration Number (Mandatory if turnover exceeds R300.000.00)			
Organization Type*	Sole Proprietor		Partnership
	Company		Close Corporation
	Association not for gain		Estate/Trust
	Private Company		Public company
	Individual		
Business Registration Number (if applicable)			
Date of Business Registration (if applicable)			
Financial Contact Person Name and Surname (if different from other contacts)			
Financial Contact Person Telephone Number (if different from other contacts)			
Financial Contact Person Email Address (if different from other contacts)			
Postal Address (if different from other contacts)			
Postal Town (if different from other contacts)			
Postal Code (if different from other contacts)			

SHAREHOLDERS PROFILE	Please circle the percentages for each of the categories below:			
Black Empowerment Shareholding*	0%	<25%	<50%	>51%
Women Shareholding*	0%	<25%	<50%	>51%

EMPLOYEE PROFILE		Please supply numbers for each of the categories below:								
		MALE				FEMALE				
	DISABLED	AFRICAN	COLOURED	WHITE	ASIAN	AFRICAN	COLOURED	WHITE	ASIAN	TOTALS
Management*										
Total Employees*										

QUALITY ASSURANCE (where applicable)		
Graded By TGCSA	Yes	No
Member of SATSA	Yes	No
Star Grading Category		
Number of stars		
Date of Grading or Membership		
TGCSA Accreditation or SATSA Membership no.		
SAACI, SITE, ICCA, EXSA membership number (Please enter one, state organization & number)		

Definitions:

TGCSA – Tourism Grading Council of South Africa

ICCA - International Conference and Congress Association

SAACI - Southern African Association for the Conference Industry

SATSA – South African Tourism Services Association

SITE – Society of Incentive Travel Executives

EXSA – Exhibition Association of Southern Africa

ACCOMMODATION

Complete this section to apply for membership as an accommodation establishment. You have 2 options:

OPTION 1: Please select ONE CATEGORY. We will list all members by category and by Star Grading or as Accredited.

CATEGORY	Bed & Breakfast		Hotel	
	Backpacker & Youth Hostel		Lodge	
	Caravan & Camping		Resort	
	Country House/Inn		Self-Catering	
	Guesthouse			

OPTION 2: If you prefer to be marketed as a special type of accommodation, select ONE type below.

Type	Lodge			
	Luxury Tent Accommodation		Game reserve/Farm	
	Self-Catering			
	Chalet/Bungalow/Cottage		Houseboat	
	Apartment/Flat/Studio		Holiday House/Villa	
	Farm Accommodation		Tree House	
	Hiking Hut		Tent Accommodation	
	Resort			
	Spa Resort		Holiday Resort	
	B&B			
	Home Stay		Train Accommodation	

Complete all of the following information:

Number of Beds and Rooms	Total Sleeping Capacity (Beds)		Single Room (s)	
	Double Room (s)		Multiple Bed Room (s)	
	Suite (s)		Apartment (s)	
	Holiday Home (s)		Twin Room (s)	
Location Nearby = <10km radius	Airport Nearby		Riverside	
	Beach Nearby		Seafront	
	Bus Station Nearby		Beach Resort	
	Countryside		Town/City centre	
	In the Mountains		Town/City Outskirts	
	Lakeside		Township	
	On a Wine Farm		Golf Course Nearby	
	Railway Station Nearby		Waterfront	
Caravan & Camping	Total area (m2)		Number of sites	
	Minimum site size (m2)		Maximum site size (m2)	

ATTACH TO YOUR APPLICATION:

3 x Image (appears as a thumbnail - 60x50 Pixels)

CODE OF CONDUCT

The Local Tourism Organisation (LTO) is a professional organization dedicated to working with and promoting businesses that adhere to a high standard of service and professionalism. In order to ensure that we achieve this, we require you to subscribe to the following code of conduct.

1. Maintain high standards of courtesy and hospitality and ensure that facilities and services are appropriate.
2. Describe fairly to all visitors and prospective visitors the amenities, facilities and services provided by an establishment whether by advertisement, brochure, word-of-mouth or by any other means.
3. Allow each visitor reasonable opportunity to view the services prior to registration.
4. Make clear to visitors exactly what is included in the prices quoted, including taxes and any surcharges. Details of charges, for additional services or facilities available should be made clear.
5. Give each visitor, on request, details of payments due and a receipt, if required.
6. Adhere to and not exceed current prices and advise guests of any alteration in rates prior to registration.
7. Deal promptly and courteously with all enquiries, reservations, correspondence and complaints from visitors.
8. Ensure, within the bounds of legal liability, the safety of guest and their possessions.
9. Ensure that no guest is discriminated against in an unfair manner, notwithstanding the operator's Right of Admission.
10. Actively protect and enhance, where possible, the environment and experiences of tourists in the Western Cape.
11. Implement lawful, healthy, safe and equitable employment conditions, enhance equal employment opportunities and support human resource development through training.
12. Allow an LTO representative reasonable access to an establishment to confirm that the establishment is complying with the minimum requirements of the DMO.

I the undersigned understand that continued participation is subject to:

- Compliance with the Code of Conduct.
- The payment of all fees upon receipt of the invoice.
- Compliance with all relevant minimum requirement criteria and inspection requirements.
- Informing the LTO within 14 days of any changes relating to the information contained in this application
- Compliance with the LTOs constitution, requirements and conditions for service rendered as amended from time to time.

DECLARATION

I, the undersigned wish to be considered for membership of the Local Tourism Organisation and understand the code of conduct and requirements of membership

Signature of Applicant

Date

DOCUMENT CHECKLIST FOR OFFICE USE ONLY		
Trading Name of Business or Contact Name		
Name of Tourism Official		
Date Issued		
Tariff Schedule Issued	Yes	No
Tariff applicable		
Details of applicable rate calculation (only for multiple services and/or owners)		
Tariff payment received	Yes	No
Relevant Documents received	Yes	No
List documents	1. 2. 3. 4.	
Code of Conduct Accepted	Yes	No
Schedule visit		
Minimum standards approval	Yes	No
Follow up visit - if required		
Final approval: Official sign		
Tourism official checklist for database loading:	(dates uploaded)	
Membership list (exel & word doc)		
Town website info loaded		
WCDM website info loaded		
WESGRO website info loaded		