



LANGEBERG TOURISM ASSOCIATIONS MEMBERSHIP

SERVICE LEVEL AGREEMENT

This Service Level Agreement refers to the standard, expected service agreement between a Langeberg Tourism Association and a prospective member,

All prospective Tourism business members must be registered with the CIPC. NPO's must be registered with the Department of Social Development.

MARKETING MATERIAL & SOCIAL MEDIA
1. Langeberg Municipality Tourism Brochure & Map (When in print)
2. Tourism Town Map
3. Langeberg Website
4. Local Tourism Association Website
5. Tourism Association Facebook page advertisements shared
6. Tourism Association Instagram page advertisements shared
7. Space in Tourism Association office to display marketing material.
8. Added to Themed Brochures in collaboration with other Langeberg Tourism associations e.g. Birding; Hiking; Historical (If applicable)
9. Wedding Guide (If applicable)
10. Tourism office – Handling walk-ins requests / Provide info / advise
11. Presenting Langeberg Tourism at National & International Indabas (Specified)

COMMUNICATION TO MEMBERS
1. Campaigns – WESGRO
2. Campaigns - CWDM
3. Campaign Langeberg Municipality
4. Campaigns Local Tourism office
5. Training opportunities via CWDM or other
6. Info regarding local Fests, Tourism Indabas and Expo's

MEETINGS TO ATTEND
1. Host members' meetings (Mingle, Info, Brainstorm & Networking)
2. Host monthly Tourism Board meetings (Info, decision-making)
3. Host 1x Annual General Meeting
4. LTA represent members at RTO/Municipal meetings
5. LTA represent members at CWDM LTA meetings

OTHER SERVICES:
1. Assist members with Road signage/ sign boards
2. Assist members with Event applications / planning
3. Organize training sessions, workshops, certification programs for members to enhance their skills.

Select Tourism Associations offer additional services, which are optional and not mandatory. Some of these services include the following, as determined by their individual tourism boards:

- Tourism Association Info WhatsApp Group/s according to your preferences
 - Bookings by Tourism office (If applicable, depends on member's preferences)
 - Monthly Newsletter & Tourism Statistics
 - End of year function (Board & Members)
 - TV Coverage/Media Visits (Tourism Association Members to benefit first).
 - Film & TV scouting
 - Media educationals – Tours organised for media professionals, such as travel writers, journalists & Social Media influencers.
 - Help to create Website listings or shape their story & evaluate member offerings
 - Organising Local events & Festivals
 - Assist with Job Creation in the Tourism industry
 - Initiate fundraisers for various causes & organisations
 - Etc.
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