



**UNWTO**

AFFILIATE MEMBER

# AFRICA TOURISM PARTNERS ASSOCIATE PROGRAMME BENEFITS & SERVICES



'Redefining Tourism in Africa'

Strategic Partners for Associate Membership Programme:





OUR TRAINING PROGRAMMES

**CLICK HERE TO  
JOIN NOW!**

## ASSOCIATE MEMBERSHIP REGISTRATION

### What is the ATP Associate Programme ?

The associate Membership Programme is uniquely designed and positioned to offer professional and expert support to small and medium enterprises, as well as start-ups in the travel, tourism and hospitality industry.

### Who should join?

Our AM programme is restricted to Small and Medium tourism, travel and hospitality enterprises as well as destinations, facilities, service providers and related organizations with not more than 20 staff, as well as non-profit organizations, social enterprises and students.

### Why join?

Gain access to the following:

- Market Access to Digital & Social Media Marketing
- Access Traditional Tourism Marketing
- Brand Management & Brand Communications
- Capacity building, Skills Development, Coaching & Mentorship
- Product Development & Destination Marketing
- Research & Knowledge Management
- Digital transformation & Innovation
- Career Guidance & Development For Start-Up & Youth

SERVICES & BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	STUDENTS
<b><u>FREE OF CHARGE</u></b>					
<b>1. TRAINING, SKILLS DEVELOPMENT AND CAPACITY BUILDING BENEFITS</b>					
Basic Brand Creation, Graphic Design, Online Braand Management, Digital and Social Media training.	1 per Quarter 4 staff members	1 per Quarter 3 staff Members	1 per Quarter for 2 staff members	1 per Quarter for 1 staff Member	1 per half-year
Online Customer Management & Post Scheduling Training	1 per Quarter 4 staff members	1 per Quarter 3 staff Members	1 per Quarter for 2 staff members	1 per Quarter for 1 staff member	1 per half-year
Business Development Skills	1 per Quarter for a team of 3	1 per Quarter for a Team of 3	1 per Quarter for a team of 2	1 per Quarter for a team of 2	1 per half-year
Tourism Marketing & Sales Training	1 per Quarter for a team of 3	per Quarter for a Team of 3	1 per Quarter for a team of 2	1 per Quarter for a team of 2	1 per half-year
Leadership Coaching	4 per annum	2 per annum	1 per annum	x	x
Financial Literacy	4 per annum	2 per annum	1 per annum	1 per annum	1 per annum
Annual Africa MICE & Business Tourism Masterclass	20% Discount	15% Discount	10% Discount	5% Discount	25% Discount

## 2. FREE OF CHARGE FREE SOCIAL AND DIGITAL MARKETING BENEFITS AND SERVICES

Twitter	4 per month	3 per month	2 per month	1 per month	N/A
Linkedin	4 per month	1 Post per fortnight	1 Post per month	1 Post per month	N/A
Facebook	4 per month	1 Post per fortnight	1 Post per month	1 Post per month	N/A
Instagram	4 per month	1 Post per fortnight	1 Post per month	1 Post per month	N/A
Blogging	12 per annum	6 per annum	4 per annum	2 per annum	N/A
Youtube posting	6 per annum	4 per annum	2 per annum	1 per annum	N/A
ATP Newsletter Ad – Exposure 5000 African, Global Industry & UNWTO Professionals and Practitioners	4 per annum	3 per annum	2 per annum	1 per annum	N/A
Exhibition Desk & Speed MMarketing @ Annual Africa Tourism Leadership Forum (ATLF) & Awards	25% Discount	15% Discount	10% Discount	5% Discount	N/A
ATP Website Listing	Free	Free	Free	Free	Free
Exhibition Desk & Speed MMarketing @ Africa MICE& Business Tourism Masterclass	25% Discount	15% Discount	10% Discount	5% Discount	N/A
Free participation ATLF, Awards and Africa Youth in Tourism Innovation Summit.	Free	Free	Free	Free	Free

### 3. DISCOUNTED FEES PAYING SERVICES

#### 3.1 BRANDING AND DESIGN SERVICE

SERVICE	BRAND IDENTITY BUILD-UP	EVENT ADVERTISING	MARKETING MATERIALS' CREATION	SOCIAL MEDIA MANAGEMENT	E-NEWSLETTER PRODUCTION & DISTRIBUTION
JOB DESCRIPTION	Creation of full Company identity, Creating a brand from scratch.	Creating Marketing Material for Upcoming events	Material used for Campaigns and sales.	Content creation for social media Platforms	N/A
TASK	Logo creation, Business Card, Letterhead, Email Signature, Social Media Cover Presentation	Event Flyers, Count downs, Speaker profiles, Social media Banners, programs and registration Forms	Flyer, brochure, Company profile, Outdoor designs (Banners tear drops, Gazebos, Destination Guides) Email Marketing templates	Cover creations. Post templates, Post Designs Posting 3 Times a Week. Page Automated Responses	N/A
TIME LINE	3 Weeks	5 Days	3 Weeks	9 Working days	
FULL COST	\$397	\$117	\$297	A maximum of 4 Pages- \$177	N/A
COVID-19 PANDEMIC DISCOUNTS	PLATINUM	<b>GOLD</b>	SILVER	<b>BRONZE</b>	STUDENTS

**3.1 TOURISM AND HOSPITALITY STRATEGY & ADVISORY SERVICES**

<b>1. Tourism Marketing &amp; Sales</b> <ul style="list-style-type: none"> <li>• Brand Management</li> <li>• Brand &amp; Crisis Communications</li> <li>• Website Development</li> <li>• Online, Digital &amp; Social Marketing</li> </ul>	30 % Discount on Quotation	20 % Discount on Quotation	15% Discount on Quotation	10% Discount on Quotation	N/A
<b>2. Market Access Development</b> <ul style="list-style-type: none"> <li>• Travel fairs &amp; roadshows Support</li> <li>• Market activation</li> <li>• Business Solutions</li> <li>• Coaching and leadership Development</li> </ul>	20 % Discount on Quotation	15 % Discount on Quotation	10% Discount on Quotation	5% Discount on Quotation	N/A
<b>3. Research</b> <ul style="list-style-type: none"> <li>• Feasibility Studies</li> <li>• Market Study</li> <li>• Economic Impact Study</li> </ul>	25% Discount on Quotation	20 % Discount on Quotation	15% Discount on Quotation	10% Discount on Quotation	N/A
<b>4. Tourism Investments</b> <ul style="list-style-type: none"> <li>• Investment Facilitation</li> <li>• Transaction Advisory</li> <li>• Investment Promotion</li> </ul>	30% Discount on Quotation	25 % Discount on Quotation	15% Discount on Quotation	10% Discount on Quotation	N/A

## MEMBERSHIP PACKAGES & FEES (EXCLUDING VAT)

PACKAGE	PERIOD	ACTUAL US\$/RAND EQUIVALENT	SPECIAL DISCOUNT FEES FOR 2021 DUE TO COVID-19	SAVINGS	DISCOUNT %
Student & Start-Ups	1 January - 31 December	\$150,00	\$50,00	\$150,00	66.66%
Bronze Membership	1 January - 31 December	\$250,00	\$100,00	\$150,00	60%
Silver Membership	1 January – 31 December	\$300,00	\$120,00	\$180,00	60%
Gold Membership	1 January – 31 December	\$350,00	\$140,00	\$210,00	60%
Platinum Membership	1 January – 31 December	\$450,00	\$180,00	\$270,00	60%

**NOTE: ALL FEES MAY BE PAID IN US DOLLARS OR SOUTH AFRICA RAND EQUIVALENT AND ON PRO-RATA BASIS**



For more information contact:  
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