



For peace of mind, entrust your Southern Africa travels in the expert hands of a SATSA member!

The Mark of Quality Tourism in Southern Africa

SATSA is a non-profit membership-based industry association representing over 1 200 tourism products throughout Southern Africa, offering a wide range of services and products across the tourism value chain.

For over 50 years, SATSA has been the trusted mark of credibility, quality and commitment to service excellence.

We provide consumers with advice and credible references to assist them in making informed decisions in their selection of tourism suppliers.

SATSA members adhere to a strict Code of Conduct, guaranteeing high standards of service, good quality, trustworthiness and recourse for the consumer.

Members go through a stringent application process and are required to submit documentation pertaining to their business annually, so that the association can verify that they are indeed running a healthy business that can be recommended to consumers.

All members are also bonded with third-party indemnity, ensuring financially sound relationships when using them as suppliers.

Be assured that all SATSA members:

- Have **integrity** and adhere to a strict Code of Conduct
- Are **legitimate** and have their company registration and governance in place
- Are **financially stable** and have their solvency checked annually
- Are **legally compliant** as per regulations governing the tourism industry
- Are **insured** and offer appropriate cover with SATSA's minimum insurance limits
- Are **bonded** so pre-tour deposits are safeguarded

MEMBER ECONOMIC FOOTPRINT


R14 Billion
CONTRIBUTION TO THE
REGION'S ECONOMY


97 000
PERMANENTLY
EMPLOYED PEOPLE


45 000
ROOMS


53 000
VEHICLES


93
AIRCRAFT


145
RAIL COACHES

MEMBERSHIP CATEGORIES


▼ **Accommodation**
(from luxury lodges and hotels
to backpacking options) **147**


▼ **Adventure**
(air, land and
water activities) **52**


▼ **Destination Marketing
Organisations and
Booking Offices** **35**


▼ **Attractions and Activities**
(museums, wine tours, etc.) **47**


▼ **Business Tourism
and Conferencing** **12**


▼ **Tour Operators
and DMCs** **521**


▼ **Other**
(restaurants, sport tourism,
volunteering, etc.) **55**


▼ **Transport**
(aviation, rail, transfers,
vehicle rental, etc.) **49**


▼ **Youth Tourism**
(language schools,
backpackers, etc) **172**