



Membership Benefits

An official tourism association and partner of the provincial Destination Marketing Organization (Wesgro)

Marketing/Advertising/ Publicity

- Ceres Tourism Logo – use by members on marketing material to show membership/ affiliation
- Listing on local and provincial tourism websites (www.ceres.org.za & www.tourismceres.co.za - Wesgro Website)
- Educational slots - promotion of member's products, increase of product knowledge to staff.
- Special rates for advertising - all Ceres Tourism/ Wesgro related publications & Ceres Website page (www.ceres.org.za)
- Exposure at tradeshows – local, national & international
- Links to member product via tourism office
- Generic media coverage & written material – inclusion of product information where applicable
- Promotion of Local Product & Community Events & Promotions – Ceres Events Calendar (e-mail/ web site) & Newsletter, and display in Ceres Tourism office
- E-mail database – regular newsletters to media/tour operator & visitor database

Communication/ Networking

- Newsletters - regular E- mail newsletter to members & media/tour operator/visitor database
- Network with members at member's functions/meetings
- Voting right at AGM
- Be part of the tourism network/ management in the area, district and province via local tourism office

Tourism Office

- Space for brochure displays and promotional material
- Referrals / Reservations at Ceres Tourism office
- Bookings (Accommodation & Tours) – commission basis
- Marketing, walk-ins (visitors in Ceres area) at Ceres Tourism Information office, as well as information distribution, enquiries via email & fax
- Access to tourism information, brochures and statistics.

Other benefits

- Support with Tourism Road Signage applications

CERES TOURISM

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