



2026/7 PROSPECTUS

ASAT>

Association of SOUTHERN AFRICAN TRAVEL ADVISORS

STRONGER TOGETHER



The business of travel, across both leisure and corporate sectors, depends on a strong, connected and supportive industry ecosystem that empowers travel advisors to do what you do best: deliver seamless, trusted and meaningful travel experiences.

When the industry works together, you are better equipped to navigate disruption, manage risk, support travellers with confidence and create value for businesses and clients alike.



Powered by:



ASATA is the trusted voice of the Southern African travel advisor community, providing powerful representation, professional credibility and steadfast advocacy at the highest levels of the travel industry.

Established in 1956, today we represent around 95% of Southern Africa's major travel brands and over 140 independent travel agents.

Affiliated with:



SOUTH AFRICAN TOURISM



Tourism Bee Charter and Scorecard



01

Advocacy

Your Voice. Amplified.

We give you a powerful, unified voice that proactively advocates for fair policy, ethical standards and sustainable growth.

02

Unity

One Network. Collective Strength.

Through collaboration, communication and support, we champion collective strength so that you never stand alone.



03

Possibility

Future-Ready. Industry-Forward.

We open doors to new opportunities, innovation and training, that equips you to succeed in the changing travel landscape.



ASATA membership and partnership brings together travel businesses under one united industry community, committed to strengthening the business of travel across Southern Africa.

As the travel industry continues to evolve, businesses need stronger representation, deeper collaboration and greater adaptability to succeed. Whether you are a travel agency, advisor or industry partner, being a part of ASATA means you have access to trusted representation, meaningful industry connection, professional credibility and opportunities for long-term growth.



TRAVEL ADVISOR MEMBERSHIP

As an ASATA travel member, you are part of a trusted collective voice that advocates for the interests of travel advisors, and helps your business remain informed, connected and future-ready.

This membership is for Travel Advisors, Travel Management Companies and Tour Operators who sell travel experiences, including flights, accommodation, and tours, directly to individual travellers, businesses or other travel professionals.



Membership Value

Advocacy & Representation

A strong industry voice engaging government, regulators, suppliers and industry stakeholders on matters affecting your business.

Credibility & Trust

Membership signals professionalism, ethical conduct and industry accountability to travellers and suppliers alike.

Industry Intelligence

Access to updates, insights, resources and guidance that help you navigate industry change and risk.

Community & Collaboration

A connected network of travel professionals united by shared standards, knowledge and purpose.

Training & Development

Ongoing opportunities for professional growth, learning and future-focused industry readiness.

Business Support

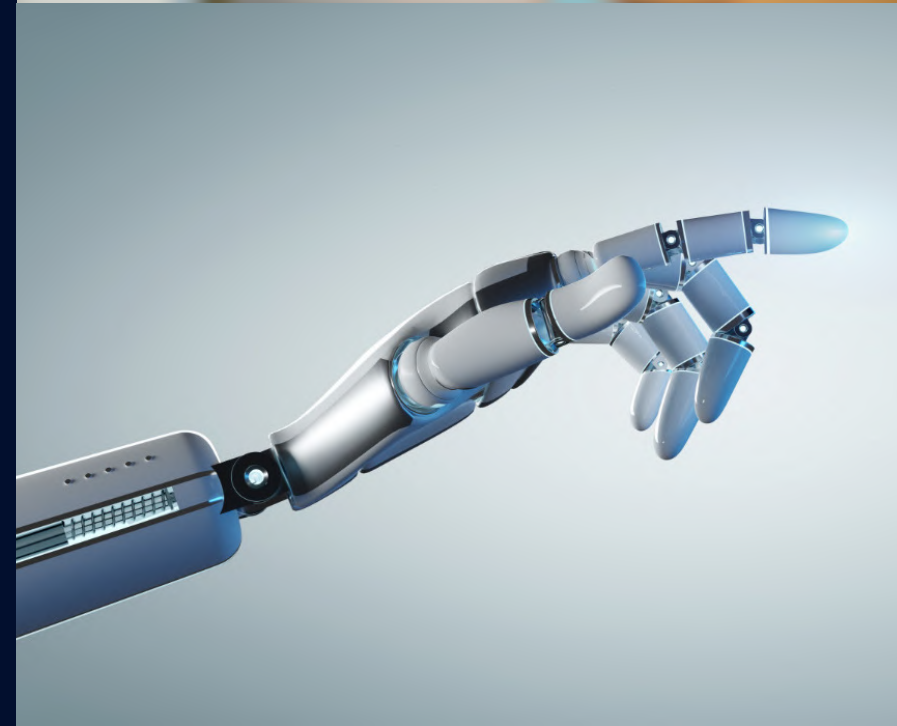
Access to practical tools, compliance guidance and member resources that support operational resilience.

Visibility & Recognition

Use of the ASATA member brand and inclusion across ASATA platforms.

Events & Networking

Opportunities to connect with industry leaders, suppliers and peers through meetings, forums and events.



INDUSTRY PARTNERSHIPS

As an ASATA partner, you become part of a united industry ecosystem committed to strengthening the business of travel for advisors, suppliers and travellers alike.

This membership is designed for travel suppliers including airlines, hotels, car rental companies, cruise lines, travel insurance and technology providers who offer their products and services directly to travellers or through travel advisors.





Partnership Value

Industry Access

Engagement opportunities through ASATA with travel advisor members across Southern Africa.

Brand Credibility

Association with a respected industry body committed to professionalism, ethics and trust.

Relationship Building

Meaningful opportunities to connect with travel businesses through events, forums and networking platforms.

Marketing Opportunities

Access to communication and promotional platforms that increase visibility among ASATA members.

Industry Insights

Stay informed on industry developments, trends, challenges and opportunities impacting the travel sector.

Collective Advocacy

Support a stronger, more sustainable travel industry through collaborative representation and engagement.

Professional Community

Participate in an active ecosystem of suppliers, travel businesses and industry stakeholders.

Strategic Alignment

Position your business alongside a community committed to shaping a strong and successful future for the travel industry in Southern Africa.



Membership and partnership fees directly support the strategic programmes, advocacy initiatives and industry leadership work that drive ASATA’s value to both the advisor community and broader travel sector.

Five core organisational pillars guide the association’s actions, industry influence and long-term impact:

- 1. Proactive Advocacy
- 2. Governance, Compliance & Risk Management
- 3. Effective Collaboration
- 4. Member Support & Communication
- 5. Professional Education & Future Focus

In 2026, ASATA’s strategic programmes will focus on the following priority areas:

- Professionalisation & Advisory Excellence
- The South African Traveller Redefined
- AI & Technology Mastery
- 70th Anniversary Activation
- The Travel Advisor of 2026 and Beyond

By aligning with these strategic priorities, members and partners can future-proof their businesses while contributing to a stronger, more progressive travel industry.

2026/7 Membership Fees

Application Fee R1 100

Annual Membership Fee R11 745

Membership fee for travel advisors will be determined by the number of consultants of an applicant. A travel business with one (1) consultant shall pay 25% of the prescribed subscription fee. A travel business with two (2) consultants shall pay 50% of the prescribed subscription fee. A travel business with three or more consultants shall pay 100% of the subscription fee as determined annually by the Board. All costs include VAT.

2026/7 Partnership Fees

Application Fee R1 100

Annual Partnership Fee R22 135

Sponsorship Opportunities

Newsletter	1550 Recipients		R9 200
Website Banner	2400 Avg views p/m	3 months	R6 000
		12 months	R11 500
Social Media Posts	2800+ LinkedIn followers	1 post	R4 000
		3 posts	R7 200
Naming Rights	Naming rights only for a webinar, white paper or training workshop		R17 250
Standalone Webinar	Includes naming rights, set-up, hosting & marketing across social channels & database		R25 000

Reach figures accurate as at May 2025. Content and copy must be supplied by the client. ASATA can assist with content creation at an additional cost. Please request a quote via general@asata.co.za. All content must align with ASATA’s values and is subject to approval. All costs include VAT.





**Behind every
unforgettable
journey are people
who cared enough
to get it right.**



One voice, many minds.
That's the power of proactive advocacy.
We are stronger together.



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