SOUTH AFRICAN

ADVENTURE INDUSTRY ASSOCIATION

2023 National Conference

#AdventurousReflectionsSA

#101AdventuresSouthernAfrica

SATSA Adventure Chapter & ISO

SATSA ►◄

The Voice of Inbound Tourism

SATSA
The Voice of Inbound Tourism

Established in 1969, SATSA is a non-profit membership-based tourism industry association, currently representing over 1,100 inbound tourism products across Southern Africa offering a wide range of services and products across the tourism value chain.

Accommodation	176	Adventure	229
Associations	11	Business Tourism	9
Niche Tourism	5	Tour Operators	425
Tourism Attraction	35	Tourism Info	20
Tourism Services	65	Transport	25
Youth Tourism	112	Partners	51

SATSA's offering is two-fold

1
To provide agents and buyers with recourse, advice, information, and access to credible tourism products and providers in the Southern African inbound tourism industry

2
To provide members with key services and benefits as well as represent them on issues impacting the inbound tourism sector. These include:

- Credibility & Integrity
- Voice for the Industry
- Information, Best Practice & Knowledge Sharing
- Skills Development
- Bonding
- Tourism Projects & Social Responsibility
- Market Access & Networking
- Member Discounts & Value Adds

All SATSA Members

- Have Integrity: Adhere to a strict Code of Conduct
- Are Legitimate: Company registration is checked annually
- Are Financially Stable: Solvency checked annually
- Are Legally Compliant: as per regulations governing the tourism industry
- Are Insured: Appropriate insurance cover with minimum indemnity limits
- Are Bonded: Your pre-tour deposits are guaranteed

INTRODUCING

SATSA's Adventure Chapter

ADVENTURE TOURISM

Self-Regulation

1. OVERVIEW

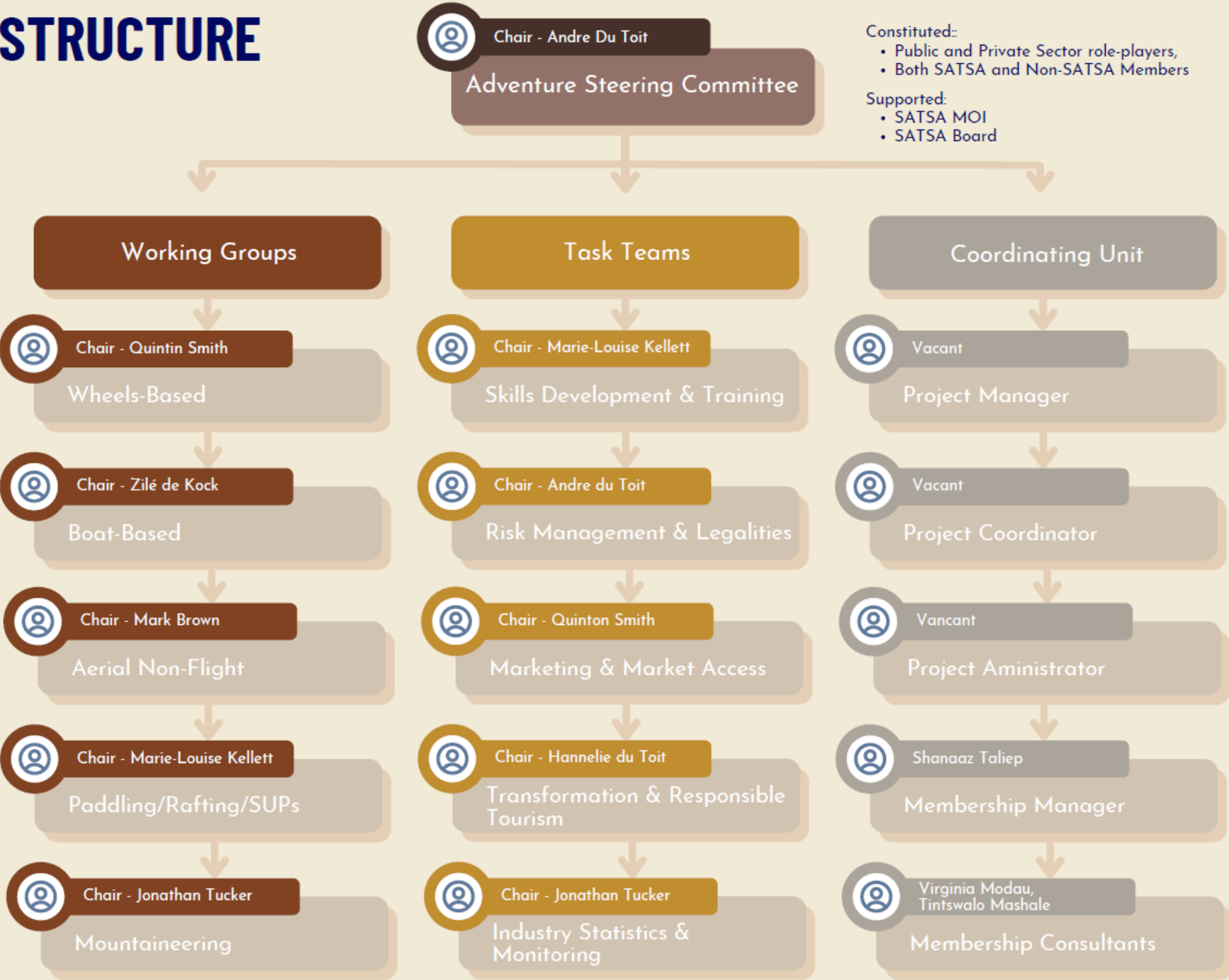|	
Economic Motivation	According to Allied Market Research, the global adventure tourism market is estimated to generate $1,169.09 billion by 2028. There is widespread acknowledgement that this market segment is resilient to natural and political setbacks, attracts high-value visitors and is aligned with sustainable practices. For a country like South Africa where post-pandemic national imperatives include transformation in rural areas, job creation, geographic spread and the development of sustainable tourism products, adventure tourism offers a strong growth opportunity, not least because of its rich assets, excellent climate, and the already extensive array of adventure experiences on offer. The key challenges facing the adventure tourism sector, based on research conducted pre-pandemic, include vulnerability with regard to unscrupulous operators, safety and reliability issues, and a largely fragmented and uncoordinated industry that is under-represented in tourism markets and lacks a cohesive marketing effort.
A Credible, Safe Industry	Our rich potential can only be leveraged if these experiences are well organised and safe, hence the need for a more formal approach including: • A self-regulatory environment • A database of credible adventure experiences • A coordinated and educated community of adventure tourism stakeholders Based on industry feedback, SATSA is developing a voluntary and dynamic self-accreditation process that will elevate the profile and operations of this sector and provide the public and private sector with the confidence that South Africa's adventure tourism experiences are safe, and competitive, and can be confidently marketed to travellers. In addition to the job creation opportunities, education on best practice alignment, and achieving a coordinated industry with a cohesive marketing effort, the spin-off to this will be the development of new adventure tourism products in areas not traditionally included in traditional itineraries.

2. BENEFITS

The implementation of an Adventure Tourism Self-Regulation project will result in:

- Avoiding potential costly, delayed or irrelevant government regulation, especially in light of recent adventure tourism incidents
- Raising the general standard and creating a safe & accredited adventure industry
- Market-ready adventure products which can be used with confidence in the marketing efforts of National, Provincial & Local Authorities as well as the private sector
- Transformation of the industry through the support of new & emerging black-owned operators
- Development of new adventure products, many in non-traditional tourism areas which boosts product availability and diversity
- Improved destination positioning by presenting the varied choice of adventures, all with a comparative international advantage
- Increased demand by attracting more adventure tourists (these travellers are more risk tolerant)
- Increased turnover and profit for adventure tourism products
- Increased employment with the growth in existing adventure tourism products and the development of new adventure tourism products

3. WORKFLOW

ROAD MAP

Adventure Tourism Self-Regulation Roadmap

Project overview, resources, actions & definitions

ADVENTURE TOURISM CODE OF GOOD PRACTICE

Adventure Tourism Code of Good Practice (CoGP)

Supported by the CoGP Guide and Toolkits

General Adventure common practices & supporting information regardless of activity

1. Member submits signed CoGP
2. CoGP certificates issued
3. Published list of compliant CoGP Adventure Members

SUB-SECTOR CODE OF GOOD PRACTICE

Adventure Sub-Sectors Code of Good Practice

1. Wheels-based
2. Boat-based
3. Aerial Non-Flight
4. Paddling/Rafting/SUPs
5. Mountaineering
6. Additional sub-sectors (future)

Individual Activity Standards
Individual Activity Standards
Individual Activity Standards

Sub-sector common practices supported by individual standards per type of activity with detailed information and guidance

1. Member submits signed Sub-sector CoGP and individual standards (as & when developed)
2. CoGP certificates are updated with Sub-sector CoGP listing
3. Published list of compliant Adventure Members per category and activity

SKILLS & ACCESS

Marketing

- Exhibitions
- Events
- Social Media
- General Media
- Fam Trips
- Website
- Competitions, etc.

Training

- Product Training
- B2B
- Mentoring

Marketing

Market access and linkages to those who adhere to the CoGP & Standards

Skills Development

Country-wide workshops for new, emerging & established operators to update & align with best practice

PROJECT MANAGEMENT

Strategic
- Member accreditation
- Data Gathering & Compilation
- Baseline Research
- Legal Guidance

Value-Adds
- Complaint Management
- Lobbying
- Incident Management
- PR & Media Campaign Development

Transformation
- Learning Material Development
- Mentorship
- Skills Development Implementation
- Linkages

101 Adventures
SOUTHERN AFRICA

4. PROJECT STRUCTURE

Chair - Andre Du Toit

Adventure Steering Committee

Constituted:
- Public and Private Sector role-players,
- Both SATSA and Non-SATSA Members

Supported:
- SATSA MOI
- SATSA Board

Working Groups

Chair - Quintin Smith
Wheels-Based

Chair - Zilé de Kock
Boat-Based

Chair - Mark Brown
Aerial Non-Flight

Chair - Marie-Louise Kellett
Paddling/Rafting/SUPs

Chair - Jonathan Tucker
Mountaineering

Task Teams

Chair - Marie-Louise Kellett
Skills Development & Training

Chair - Andre du Toit
Risk Management & Legalities

Chair - Quinton Smith
Marketing & Market Access

Chair - Hannelie du Toit
Transformation & Responsible Tourism

Chair - Jonathan Tucker
Industry Statistics & Monitoring

Coordinating Unit

Vacant
Project Manager

Vacant
Project Coordinator

Vancant
Project Aministrator

Shanaaz Taliep
Membership Manager

Virginia Modau, Tintswalo Mashale
Membership Consultants

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SOUTHERN AFRICA

5. MARKETING & MARKET ACCESS

The marketing strategy for the project is twofold:

1. **Marketing to Adventure Tourism Operators** to become accredited. Whilst the toolkits, standards, codes of good practice and training elements of the project is developed for the entire industry, regardless of SATSA membership, compliance can only be done for those who become SATSA members. Benefits of compliance include the direct marketing, market access and linkages provided by SATSA.

2. **Marketing South Africa** as a top Adventure Tourism destination by showcasing our plethora of experiences and accredited Adventure Tourism Operators to **domestic and international trade and travellers**, at shows and exhibitions and specific joint marketing campaigns.

BRANDING

SATSA developed the 101 Adventures Southern Africa brand and campaign for this purpose. The brand will be launched with a website, social media campaign and competition for domestic travellers.

COMPETITIONS & TRAVELLER DATABASES

Social media competitions will be used to create cost effective public awareness. The added benefit is that such competitions will develop extensive and segmented databases of potential travellers.

Consent will be required from all entering the competition, for their information to be shared for marketing purposes by the products who participate as well as project stakeholders.

The launch competition will run in 2023 leading up to the December Holidays. It will comprise prizes for adventure activities in Cape Town and Knysna.

Based on it success, similar competitions will be implemented for other destinations.

WEBSITE

In order to not duplicate successful initiatives, SATSA is partnering with Dirty Boots to host the 101 Adventures Southern Africa content.

Dirty Boots is internationally recognised as a conduit for adventure activities. It has build a loyal base over the past 20 years and receives great website traffic. The website does not generate revenue for the owner and allows bookings to be made directly with operators.

101 Adventures will have a landing page, searchable map, and a listing of all complying products. This will serve potential buyers and will be accessible from various partner sites.

SOCIAL MEDIA

Platforms such as Facebook, TikTok, Instagram and YouTube will be used to create dedicated 101 Adventure channels. These will be regularly updated with promotions, competitions, reels and posts related to adventure activities based on a content marketing strategy.

MARKET ACCESS

Market access forms an important part of the project to drive adventure tourism growth.

Activities would entail focused campaigns, in partnership with provincial and national authorities and associations, to position South Africa as an adventure tourism destination both domestically and internationally. A good example of this is SATSA's partnership with Wesgro to host Adventure Trade Days, Adventure Roadshows and Adventure Fams in Western Cape.

Key partners for market access to this will be South African Tourism (SAT) and SATSA is excited to form part of the TBCSA / SAT structured engagement process and specifically the Adventure Working Group.

A relationship with NDT's Tourism Incentive Programme will also be fostered to assist small operators to take part in local and international exhibitions.

MARKET LINKAGES

Complying adventure operators will be marketed and profiled extensively in SATSA's database of Tour Operators. Potentially, through a partnership with ASATA, they will also be promoted to ASATA's database of Travel Agents.

CRM

SATSA invested in a membership system in early 2023 which allows for streamlined application and member onboarding. It has been set up for Adventure members already and compliance to the published Codes of Good Practice and Standards will be included as and when ready.

All adventure members and stakeholders will receive relevant newsletters and event invitations. They will also be able to post on SATSA's online community to market themselves and set up meeting with other SATSA members.

INTERNATIONAL ASSOCIATION

SATSA has become a member of the Adventure Travel Trade Association. This allows us to position South Africa as an adventure destination, to market complying adventure products and to share best practice both to them and to bring learnings back to the Adventure Trade in South Africa.

MEETINGS

- Ongoing consultation sessions to gather input and gain approval of codes and standards being developed
- An annual meeting where industry can vote for their representatives on the steering committee
- Regular Steering Committee, Task Team and Working Group meetings
- SATSA's Adventure Chapter meetings and representation of Adventure Tourism at SATSA's Regional Chapter and Board meetings

EVENTS

Through partnerships (such as the one with Wesgro), SATSA will host events to provide market access to adventure products, create linkages and gain exposure for the self-regulation project, These will include Adventure Trade Days, Fams and Roadshows. The aim is to expand such events to all provinces.

EXHIBITIONS & CONFERENCES

101 Adventures branding and dedicated space will be made available on SATSA's exhibition stand at WTM Africa and Indaba. Adventure products will be invited to participate in these exhibitions.

SATSA will also participate at international events and conferences, such as the Adventure Travel and Trade Associations' World Summit, where possible, to position destination South Africa and market complying adventure products.

6. INDUSTRY DEVELOPMENT

Arguably the most important element of the project, most project resources will focus on raising the general standard of the industry through equipping established, new and emerging products with best practice, skills and tools.

ADVENURE TOURISM TOOLKITS

Part of the project is to develop a variety of toolkits to guide the industry in developing appropriate strategies and plans to become more complaint. The toolkits are developed for the entire industry and will often be done in collaboration with other associations for their use as well. It will be published and accessible to anyone, regardless of SATSA membership.

ADVENTURE TOURISM TRAINING WORKSHOPS

One-day workshops will inform and train operators and other stakeholders on the self-regulation process, Codes of Good Practices, and Adventure Toolkits. They will also form the basis of assisting businesses to prepare for compliance.

CAPACITY DEVELOPMENT

It is understood that adventure activity associations play a vital role in developing and promoting activities, representing their members and developing codes of good practice. This is the backbone of the adventure industry and as such it is imperative to assist existing and new associations to ensure a growing and sustainable sector.

Similarly, small operators are crucial for the ongoing growth of the sector. These businesses might not be able to afford or implement accreditation and therefore would need more development assistance to ensure their sustainability.

To facilitate this SATSA developed two new categories namely Emerging Associations and Growth Affiliates. These affordable options allow new and emerging businesses and associations to join our network and access a variety of development initiatives and association-to-association mentoring.

TRANSFORMATION

In alignment with national strategic objectives, it is imperative to facilitate the development of black-owned businesses, and therefore 10 black-owned adventure tourism operators will be identified, mentored and trained to become sustainable successful businesses.

Mentors will be identified from the current established operators. A matching process will be undertaken and agreement and reporting templates will be developed.

7. PROJECT MANAGEMENT & OUTCOMES

ACCREDITATION AND RECOURSE

SATSA will incorporate published standards as membership criteria. All SATSA Adventure Operators providing the relevant activities specified in the published standards will be required to complete a self-assessment (CoGP Checklist) to indicate their adherence to the standards. This includes permission for site visits as and when required.

Complying products will receive a credibility certificate to be displayed on any marketing collateral.

Recourse exists in the form of public and industry complaints of non-adherence sent to SATSA for investigation and potential termination of membership, as per the SATSA disciplinary process.

AUDITING AND LEGALITIES

Annual independent audits are included in the project to verify the work done by the SATSA coordinating unit and Steering Committee.

Because of the risky nature of adventure tourism and to ensure appropriate protection for all project partners, legal specialists will be enrolled to provide advice and guidance on each element of the project.

MONITORING, EVALUATION AND STATISTICS

With the current lack of statistics and information on adventure tourism, the project is ideally positioned to become the custodian of adventure tourism information.

Surveys and member reporting will be set up to collate and analyse important industry information and develop reports that will benefit the industry. The surveys could include economic changes, industry growth, etc. and track the number of participants per activity, average spend, accidents/incidents, visitor domestic/international split, employment, turnover, etc.

Specifically, a case history will be developed on adventure tourism incidents. This will be used to develop a motivation for better insurance products.

REPORTING

Quarterly feedback will be published to all funders of the project to provide a status update and to track progress against projections.

PROJECT DELIVERABLES

- General Code of Good Practice (Guide & Checklist) – **Completed**
- 4 x Toolkits – 1 x Participant Care Toolkit **Completed**
- 5 x Sub-Sector Codes of Good Practices
- 10+ Individual Activity Standards
- Database of 50+ complaint adventure products
- Annual State of Adventure research
- B2B & B2C communication, media (social & traditional)
- Online presence
- Database of adventure travellers
- Knowledge sharing & skills development
- Black-owned operators assisted with business development and mentoring

National Standards for Adventure Tourism

International Organization for Standardization

South African Bureau of Standards

ESTABLISHED IN 1947

168 MEMBER COUNTRIES (NATIONAL STANDARDS BODIES)

818 TECHNICAL COMMITTEES

24854 INTERNATIONAL STANDARDS

THE NAME IS DERIVED FROM "ISOS": EQUALS

Technical Committee 228: Tourism & related services

- 12 active working groups

- Working group 7: Adventure Tourism
  - 5 International standards
  - 4 technical specifications
  - 3 Vocabulary & terminology
  - 5 Ongoing projects

Adventure tourism SANS/ISO requirements

- SANS/ISO 21101 – Safety management systems
- SANS/ISO 21102 – Leaders – Personnel competence
- ISO 3021 – Hiking and trekking activities
- SANS/ISO 11121 – Recreational diving
- ISO 20611 – Practices for sustainability
- DIS 11956 – Cyclotourism

Conformity

- Self declaration (SATSA CoGP)

- External audit by an accredited auditor

- Do I have to?

INTERNATIONAL STANDARD   ISO 31031

Managing Risk for Youth and School Trips
Maîtriser les risques pour les voyages scolaires et des jeunes

SABS

The process so far…

Started March 2020 → Committee Draft April 2023 → International TC 262 consultation June 2023

↓

International ballot December 2023 ← Draft International Standard consultation October 2023 ← Respond to comments August 2023

↓

FDIS February 2024 → SANS/ISO 31031 April 2024

Scope

- Sport (day trips & overnight tours)
- Educational field trips
- Cultural field trips
- Religious "camps"
- Retreats
- President's Award
- Adventurous journeys
- Overseas trips
- Exchange programmes
- Organised "gap" programmes

Objectives of ISO 31031

1

Minimise incidents through thoughtful planning and consideration (reduce objective risk)

2

Minimise dangerous panic if there is an incident (increase capacity)

3

Collect evidence that all reasonable precautions were taken

Principles of ISO 31031

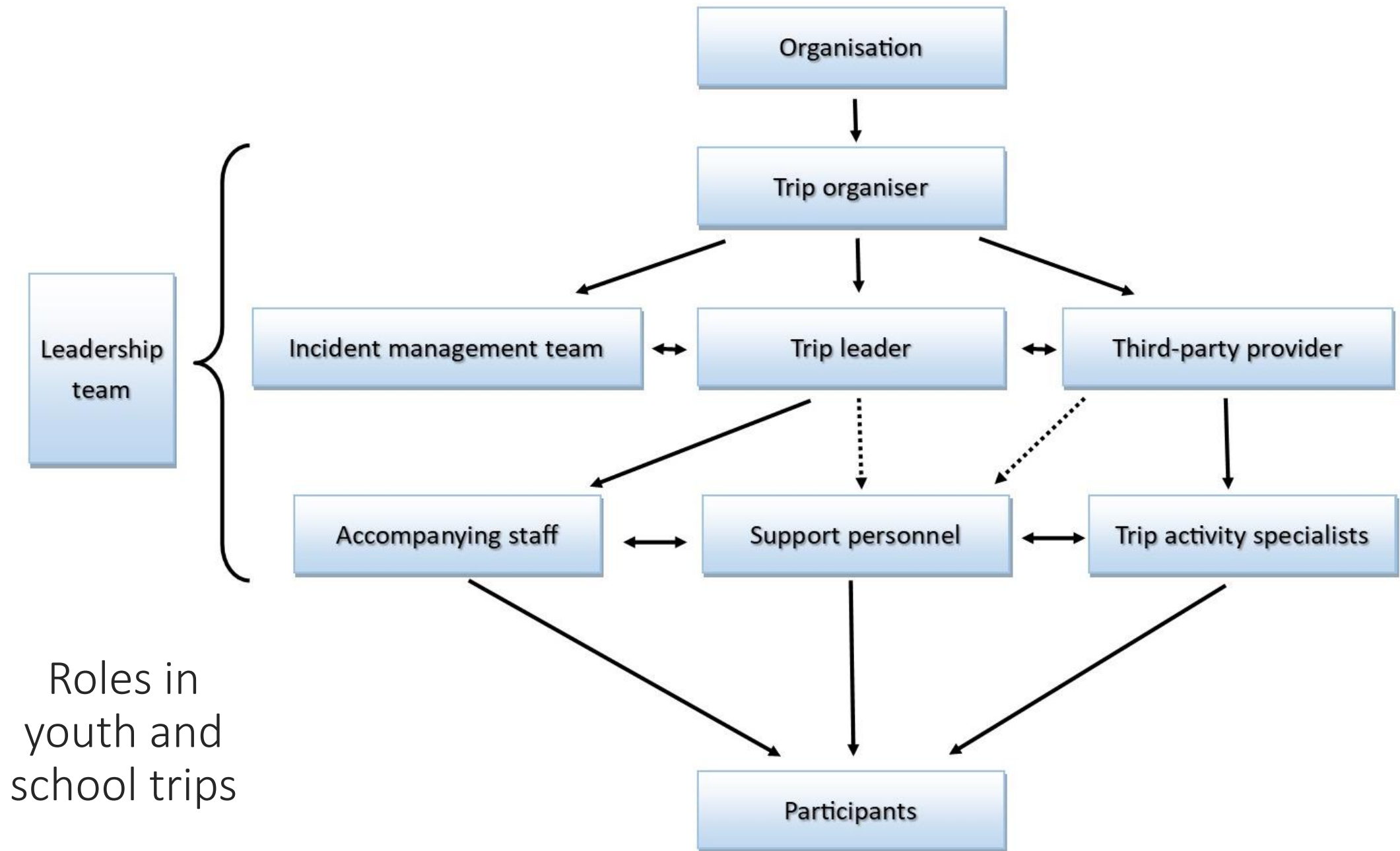Clarify & formalise roles, responsibilities & accountability

Harmonise trip objectives & participants' abilities

Collect informed consent & manage information

Conduct risk assessments & treat risks accordingly

Plan for possible incidents

Plan for evaluation & reporting

Roles in youth and school trips

Thanks for listening

Questions?