

Guidelines for the Company Profile

The applicant's company profile should include the following information:

1. Marketing and promotion initiatives of the business

- The company's marketing strategies defined;
- Website (Own or through online booking platforms e.g. bookings.com or Trivago);
- All social media accounts used to market the business (e.g. Facebook, Twitter or Instagram);
- Brochures (hard copy/ electronic) distributed for marketing purposes;
- Whether the business has a marketing professional, a sales manager or agent appointed;
- Collaborative marketing initiatives such as joint marketing agreements with wholesale operators/ agent;
- Listing through Local/ Provincial Authority or Industry Associations (e.g. member of SATSA, FEDHASA, etc. and
- Advertisements in printed publications (newspapers/ magazines), radio, television and other media platforms.

2. Company's international and domestic trade show participation

- List all the international and the domestic shows/ exhibitions previously attended by the business (Indicate the show\ exhibition and the year e.g. IMEX America 2018.

3. Company's integrated nature of packages offered

- List of products and service offering, including packages that are offered through partnerships and collaborations.

4. Guests/ tourist handling capacity of the business

- Indicate the number of guests/ tourists the business can handle at a time as follows: -
 - Accommodation, the number of rooms and the capacity e.g. 20 rooms with capacity to accommodate 40 guests;
 - Tour operators, the number of vehicles (including outsourced vehicles) e.g. one bus and one eight-seater with a total of 100 tourists per tour; and
 - Conference, the maximum number the conference venue can accommodate e.g. 250 delegates.

5. Memberships and Awards

- List all tourism memberships and industry awards obtained by the business, e.g. Lilizela Awards, international accreditation, TOMSA levy accreditation, TBCSA affiliated industry, etc.

6. Company's employee information

- Number of all permanent employees;
- Number of female permanent employees;
- Number of permanent employees below the age of 35 (youth); and
- Number of permanent employees living with disabilities.

7. Any other information that is relevant and related to the business not listed here may be included e.g. mission and vision of the business, future plans, etc.