

## SATSA and SAYTC join forces

Following a decision by the South African Youth Travel Confederation (SAYTC) at its AGM in the Cederberg, it has been announced that the confederation will merge with the Southern African Tourism Services Association (SATSA) as of 2019.



Image Supplied.

SATSA CEO, David Frost says: "We are excited by the merger between SATSA and SAYTC, which augurs well for both organisations. The addition of several hundred members from SAYTC will bring SATSA's membership to over 1000 members, adding gravitas to and more responsibility for SATSA."

SATSA has a broad footprint within the inbound tourism sector, including tour operators, car rental companies, hotels, guesthouses, tourism activities and destination marketing organisations. The addition of SAYTC members expands this footprint, incorporating a diverse tourism product.

"We welcome the merger with SATSA while retaining our unique identity as its youth chapter," says Gavin Eyre, chairman SAYTC. "Joining forces with SATSA was the logical way forward as we seek to expand our influence in the tourism sector and work jointly to boost inbound tourism to South Africa."

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