



**AFRICAN ASSOCIATION OF VISITOR  
EXPERIENCES AND ATTRACTIONS**

# 9 REASONS YOU SHOULD BECOME AN AAVEA MEMBER

## 1 BE A PART OF AN AFRICAN FIRST:

We're an attractions and visitor experiences association run by professionals in the industry and the first of our kind in Africa! This means that your site or visitor experience will be a part of an exclusive association and reap the benefits of all that we've learnt about the art and science of running attractions and visitor experiences.

## 2 GET ON-DEMAND ACCESS TO INDUSTRY-RELATED RESEARCH, INSIGHTS, NEWS AND DATA:

We've cultivated relationships with the most respected organisations within travel, tourism and beyond, giving AAVEA members on-demand access to their latest research, insights news and data.

## 3 GET DISCOUNTED ACCESS TO AFRICA'S ONLY ATTRACTIONS CONFERENCE:

Be inspired by global industry professionals, learn from the best case studies, and engage with your attractions peers at our annual AAVEA conference - for less! With your AAVEA membership, you'll get a special discount on our conference fees for you and your team (T&Cs apply).

## 4 LEARN FROM THE BEST IN THE ATTRACTIONS BUSINESS:

We've got a wealth of knowledge at our fingertips and access to experts in the attractions industry and we are keen to share it with you! Join our monthly online live chats, attend our smaller in-person coffee meet and greets (when regulations allow), read the latest interviews on our blog or follow us on social media where we'll give you exclusive access to the very best guest speakers and professionals in the attractions business.

## 5 WE'LL BE YOUR LOBBYING CHAMPIONS:

Getting members' voices heard on issues that affect attractions and visitor experiences is one of our key priorities. We'll lobby on your behalf and advocate for you to the public sector and government.

## 6 GET TO KNOW YOUR FELLOW ATTRACTIONS AND VISITOR EXPERIENCES:

We love bringing people together so get ready to engage with your industry peers and build fantastic working relationships at our national and regional meet-ups, online live chats and conferences.

## 7 GET RECOGNITION AS A CERTIFIED MEMBER OF AAVEA:

With your verified business and brand profiling in the AAVEA Membership Master Directory as well as access and usage rights to AAVEA digital branding for use on your websites, corporate stationery and merchandising, you'll be instantly recognised as a trustworthy and certified member of our association.

## 8 ADDITIONAL EXPOSURE FOR YOUR ATTRACTIONS AND VISITOR EXPERIENCES:

As a valued member of AAVEA, you will receive additional exposure for your attractions and visitor experiences with spotlight features on our blog, website and social media platforms.

## 9 EXCLUSIVE BEHIND-THE-SCENES TOURS AT YOUR FELLOW SITES:

We believe the best way to learn from your industry peers is to visit their sites so we'll invite you to join us on exclusive behind-the-scenes tours at your fellow attractions and visitor experiences. These tours are great for learning about what works for other attractions and to be inspired! You'll have the opportunity to return the educational favour by hosting your fellow members at your site too.

Become an AAVEA member TODAY by contacting us  
at [members@aavea.org.za](mailto:members@aavea.org.za) or +27 (0)21 683 2934.

#AAVEA2021