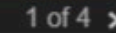


A national guide to South Africa's accredited
adventure tourism operators and experiences.

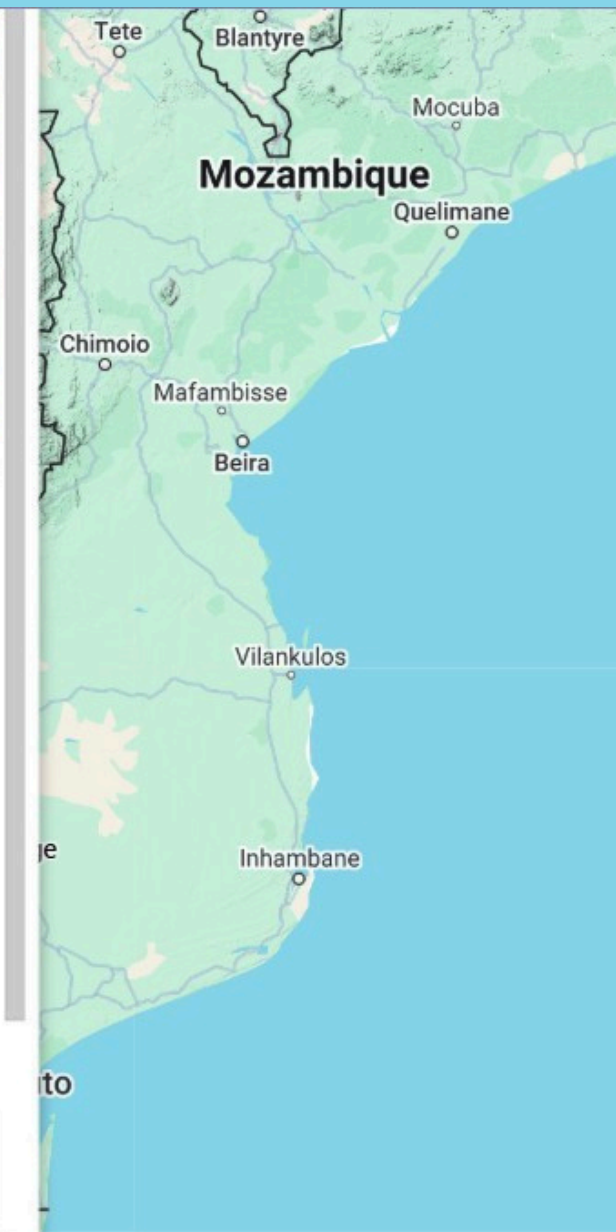
Last edit was seconds ago

☒ Accredited Adventure Operators

- 📍 **ATKV Drakensville**
- 📍 Bainskloof (UCSA)
- 📍 Camp Solomon
- 📍 Ceres Zipline Adventures
- 📍 VGKSA/URCSA Vlothenburg
- 📍 Extreme Life Outdoor Learning
- 📍 Forest Way Outdoor Outreach
- 📍 Gravity Adventures
- 📍 GZ Adventures Lanseria
- 📍 HeronBridge Retreat
- 📍 High Africa Adventures
- 📍 Hyqe Club
- 📍 International Academy for Leadership
- 📍 IMLA Guest Farm
- 📍 VCSV / UCSA
- 📍 Konka Tours
- 📍 Kwalata Adventure Camp
- 📍 mopani lodge
- 📍 Ndubaluba Outdoor Centre
- 📍 Spirit of Adventure Magaliesburg
- 📍 St Alban's College
- 📍 Stanford Lake College
- 📍 TBi - Team Building Institute
- 📍 The Trail Food Company
- 📍 True North Experiences
- 📍 Tshwane University of Technology



📍 -28.61052, 29.12738



ADVENTURE
INDUSTRY
ASSOCIATION



maps.tourismza.co.za/SAAIA-Adventure-Travel-Map

With purpose and integrity, each paying something forward, creating a shared legacy together

**Presented by tourismZA in collaboration with SA AIA
KZN National Conference | 16 July 2025**

SEE THE LAST TWO PAGES FOR SA AIA SPECIAL OFFERS

Why Your Google Business Profile Matters

There are 13.6 billion Google searches every day.

What do you do when you want to find out more about a company you don't know much about?

If you're old school you probably google it 😊

Today's traveller asks AI: “Best zipline near Storms River?”
“4x4 trail with great reviews?”
“Show me what it looks like.”

The AI doesn't check Instagram or outdated websites.

It pulls live data from your Google Business Profile.

If your profile is complete, verified, and up to date — you show up.

With photos, reviews, directions, and booking info.

If not? You're skipped.

Assess your profile

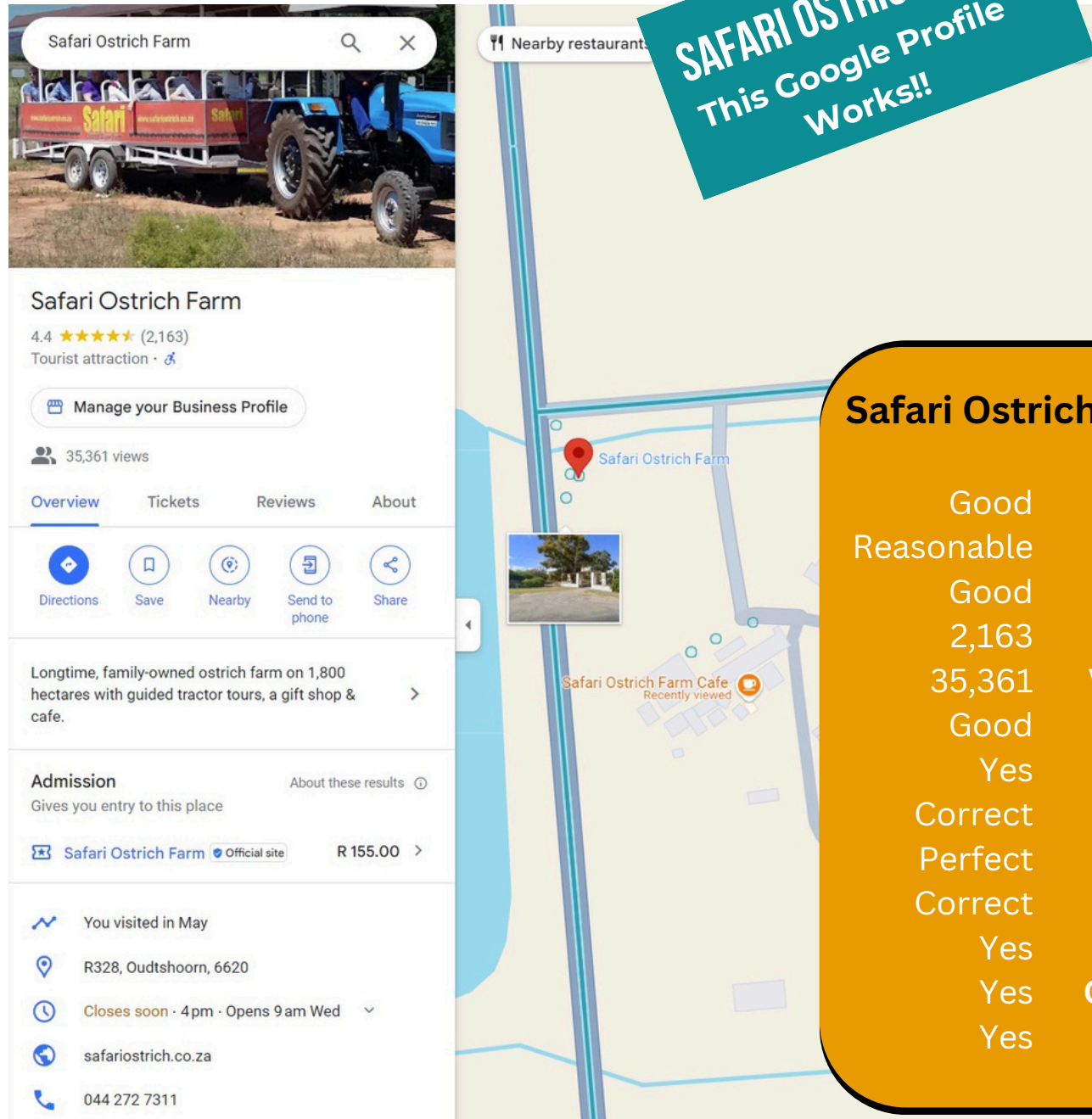


STEP 1: GOOGLE PROFILE ASSESSMENT

We'll identify and assess the key elements of your Google profile to ensure it's optimized for success.



A Well Managed Profile

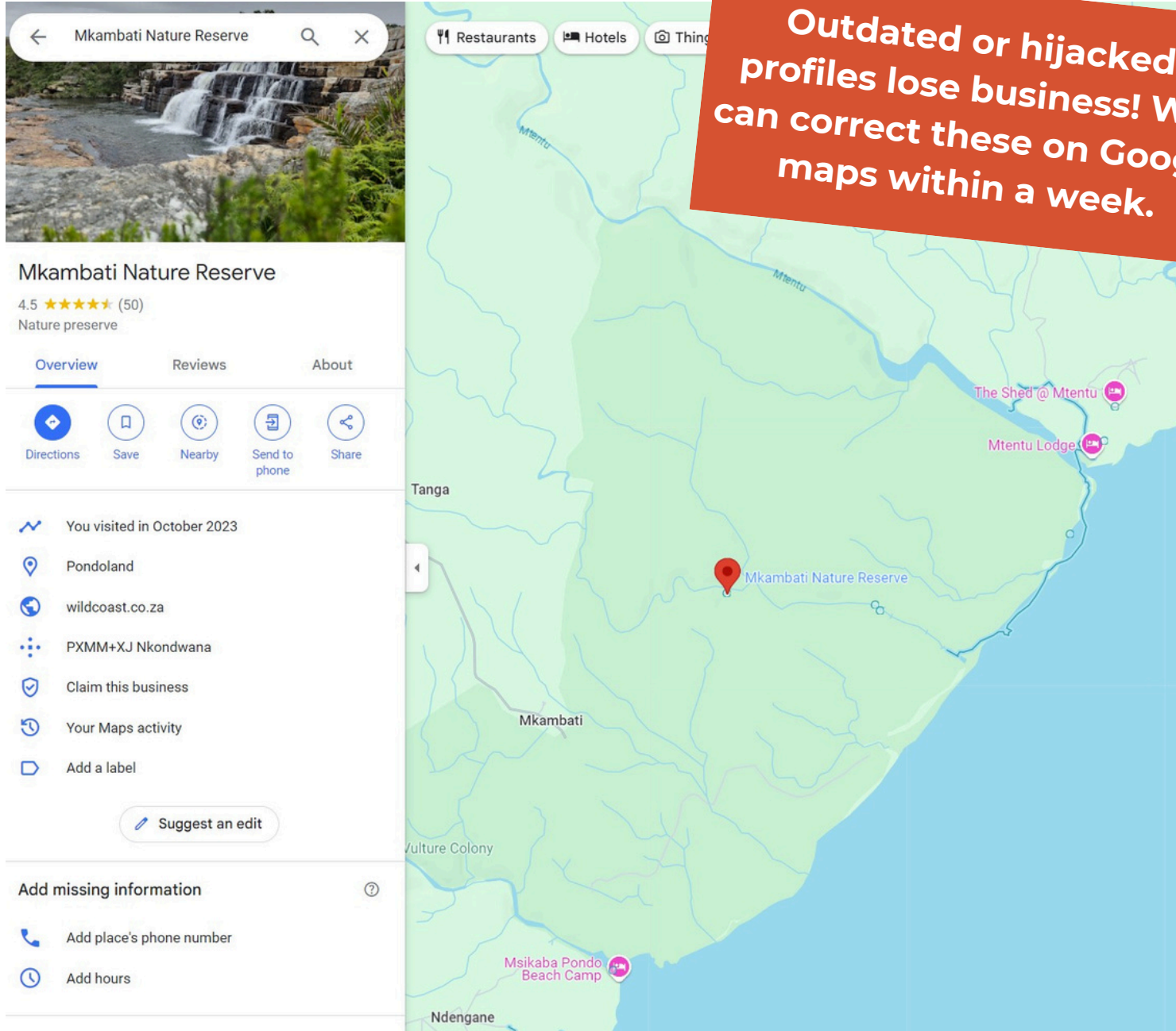


SAFARI OSTRICH FARM
This Google Profile Works!!

Safari Ostrich Farm	Mkambati
Good	OK
Reasonable	Nothing ✗
Good	Nothing ✗
2,163	50
35,361	Unknown ✗
Good	Nothing ✗
Yes	Nothing ✗
Correct	Completely wrong ✗
Perfect	Completely wrong ✗
Correct	Nothing ✗
Yes	Hijacked
Yes	No ✗
Yes	No ✗

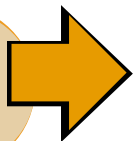
Example of a Poor / Hijacked Profile

A third-party businesses is redirecting inquiries from the official profile.



Outdated or hijacked profiles lose business! We can correct these on Google maps within a week.

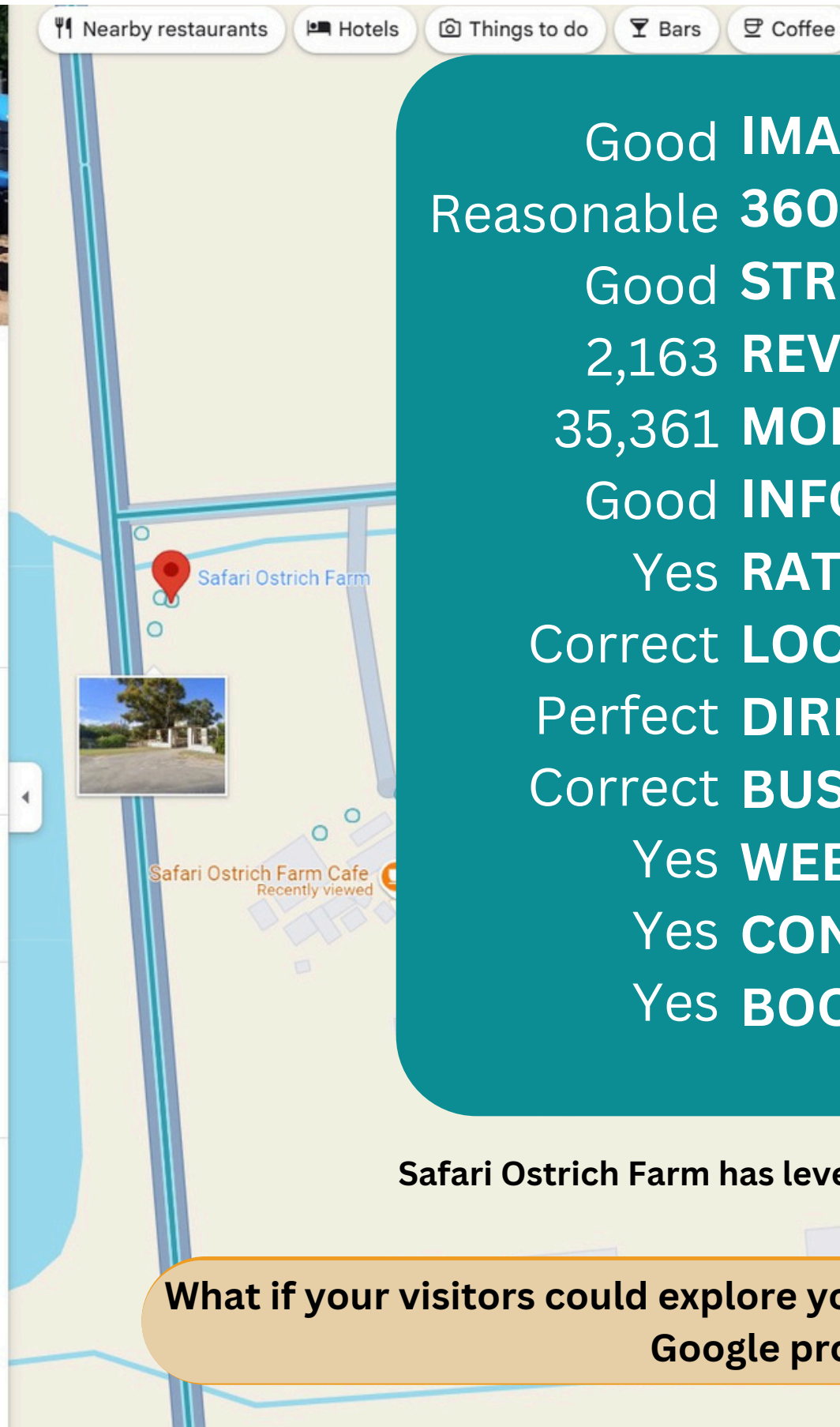
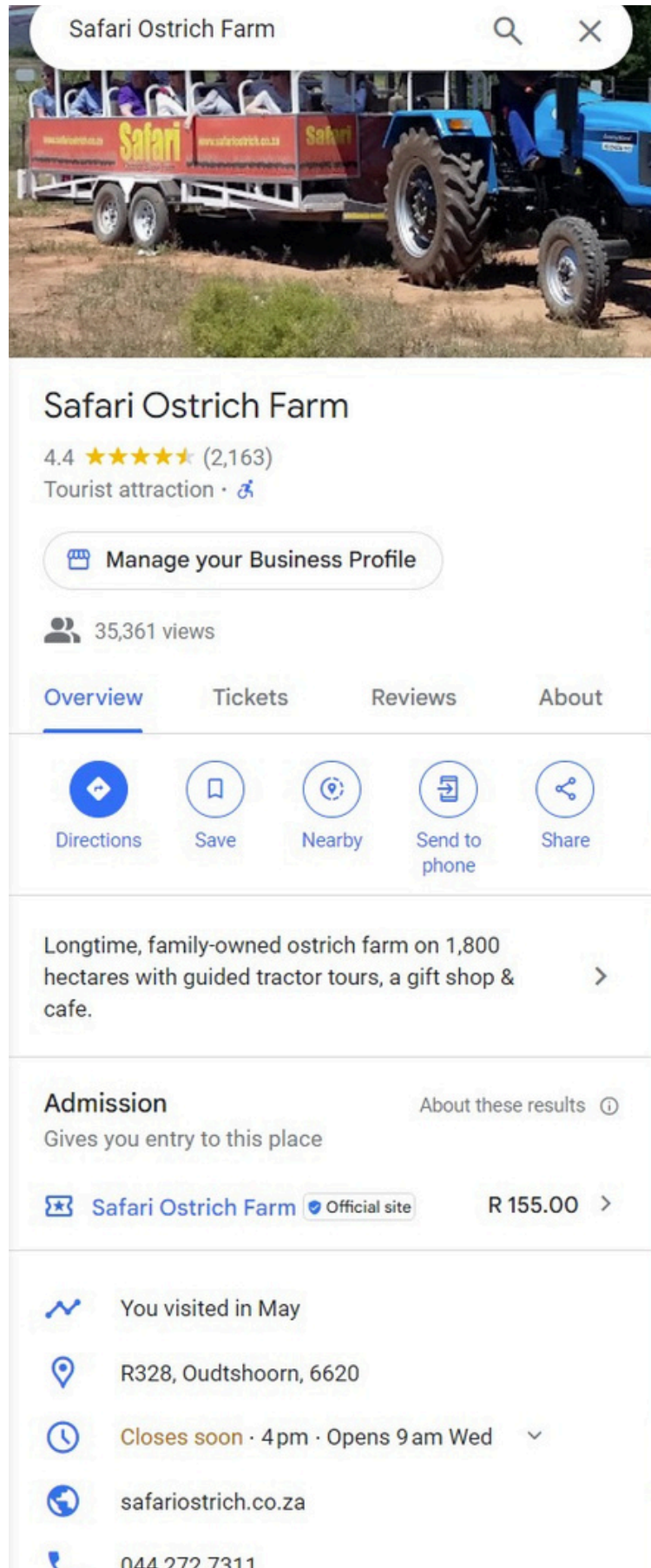
The difference between a well-managed profile and a neglected one can be staggering. The potential impact when your business has an accurate, an engaging Google Profile cannot be over emphasised!



STEP 2: UPDATE YOUR GOOGLE PROFILES

The power of an up-to-date profile cannot be overemphasised!

We can get your Google profiles fully optimized for under R1,000. Results guaranteed!



Good **IMAGES**
Reasonable **360 IMAGES**
Good **STREET VIEW ROAD**
2,163 **REVIEWS**
35,361 **MONTHLY VIEWS**
Good **INFO**
Yes **RATES**
Correct **LOCATION PIN**
Perfect **DIRECTIONS**
Correct **BUSINESS HOURS**
Yes **WEBSITE**
Yes **CONTACT NUMBERS**
Yes **BOOKING BUTTON**

Grab attention
Provide a virtual tour
Assist with navigation & directions
Provide assurance
Result in bookings
Eliminates misinformation
Qualifies your prospective visitor
Guests know where your location
Guests DON'T get lost!!!
Timely arrivals and good communication
Comprehensive additional information
Easy to contact the right person
YOU get more direct bookings

Safari Ostrich Farm has leveraged its monthly views and reviews to the point that it is able to offer a tour every hour

What if your visitors could explore your business right from their screens before setting foot inside? Let's take your Google profile to the next level with 360° Street View imagery.

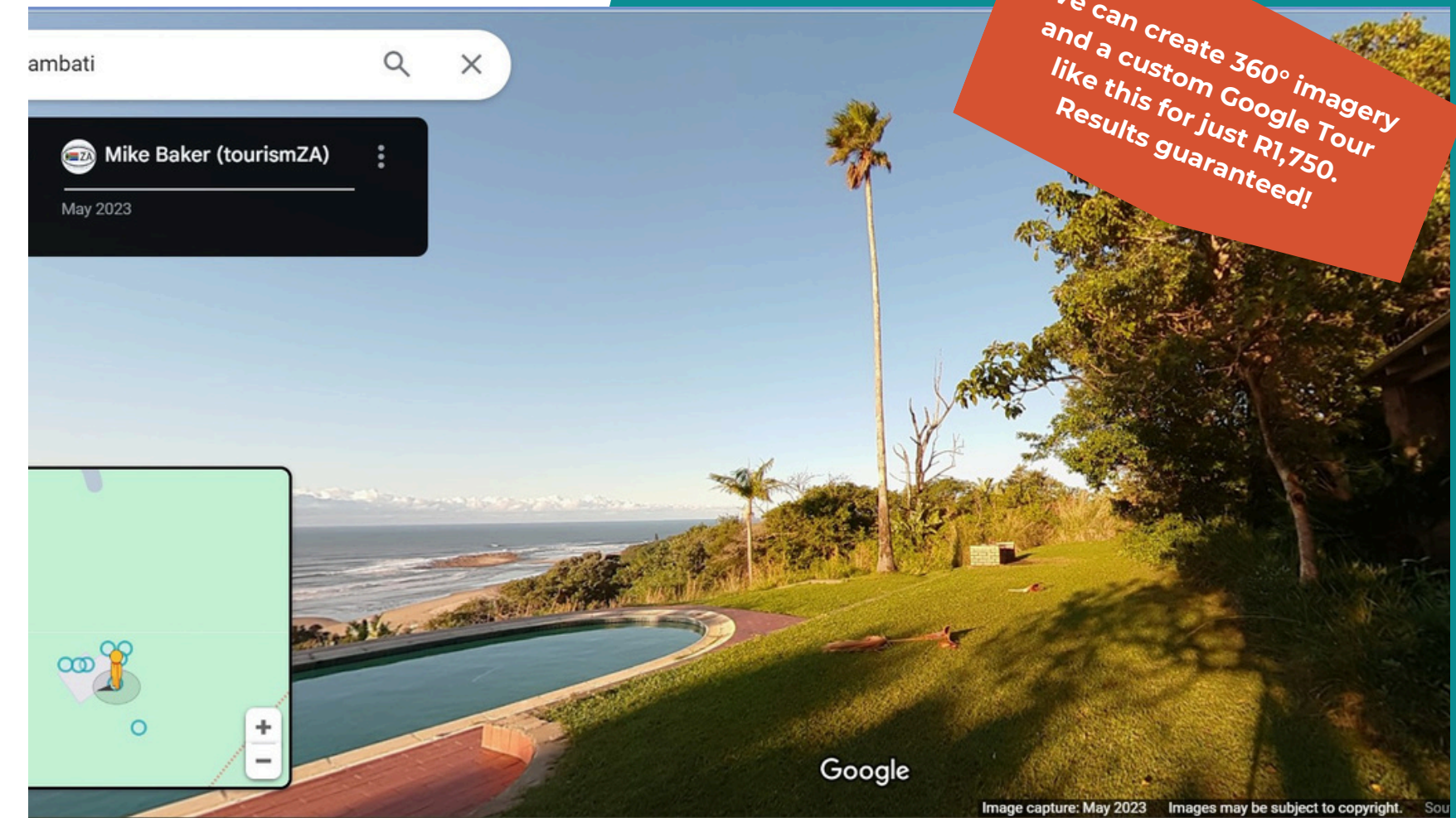


STEP 3: AMPLIFY ENGAGEMENT WITH 360° STREET VIEW IMAGERY

Instead of keeping your 360° Street View imagery only on your website, upload it to your Google Profile and Maps, making it visible to the world.



- Immersive Exploration: Allow visitors to virtually 'walk through' the reserves, experiencing the beauty and uniqueness of each park before they even arrive.
- Increased Visibility: 360° imagery is prioritized in Google search results, leading to higher engagement and click-through rates.
- Providing a virtual tour **directly on Google Maps** builds trust with potential customers, showing them exactly what to expect.
- Certified Professionals: For the reserves that need 360° imagery, our team includes Google Street View certified professionals equipped with specialized cameras, ensuring the highest quality imagery for your profiles.



[Click here and have a look at this example of Mkambati](#)

Having an up-to-date profile is just the start. Let's take it further by offering your customers a 360° virtual tour. Take your Google profile to the next level with 360° Street View imagery.

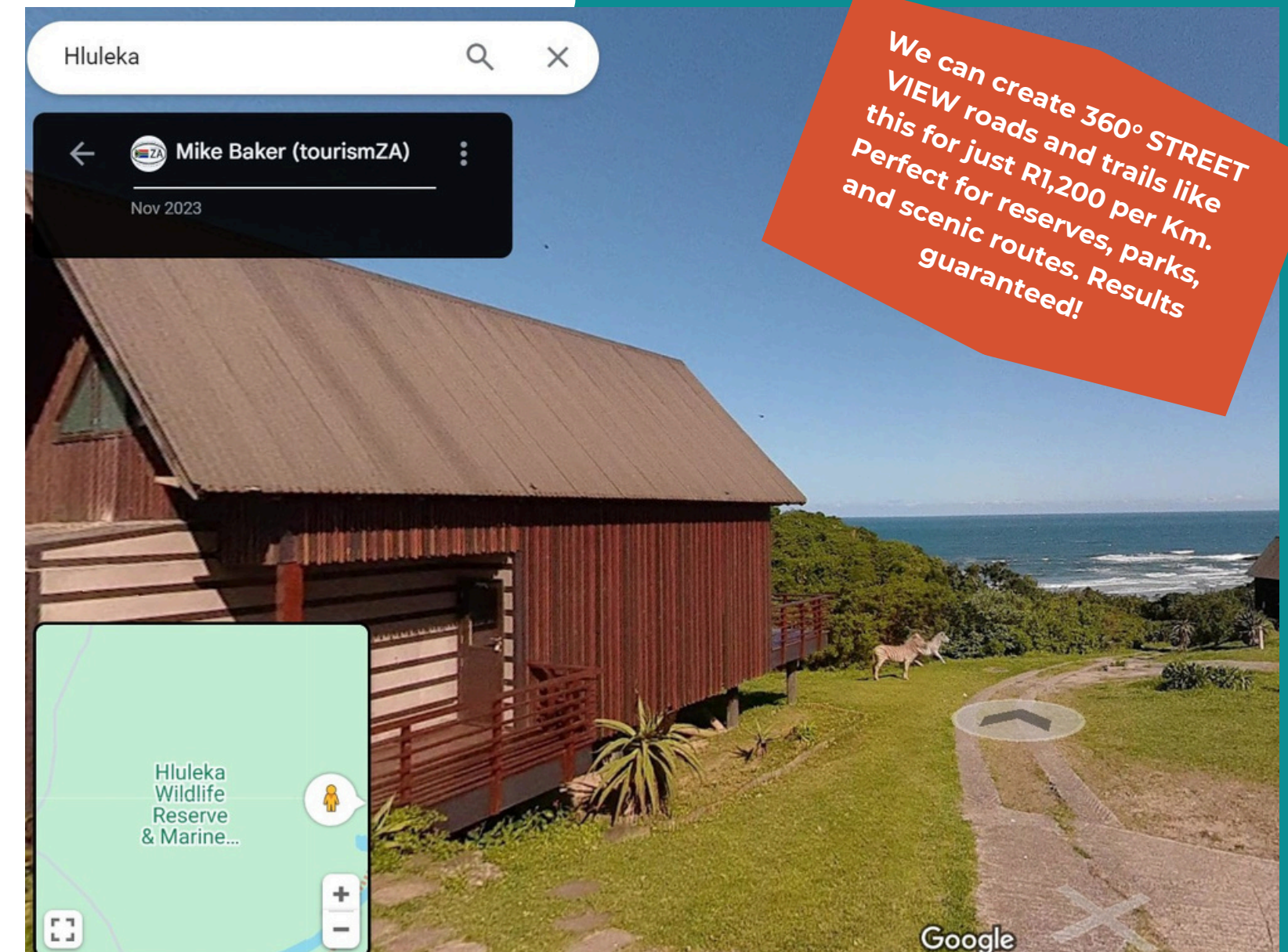


STEP 4: CAPTURING YOUR ROADS AND TRAILS IN GOOGLE 360° STREET VIEW

Capturing roads and trails in Google 360° Street View provides a seamless journey for visitors, ensuring they can easily navigate to your destination and explore key points of interest once they get to you.



- **Reduce Visitors Getting Lost:** Capturing the road leading to the main gate substantially reduces the number of people getting lost on their way to the reserve. Visitors can preview their entire route, making arrival stress-free and on time.
- **Improved Navigation :** Improved navigation throughout your destination.
- **Increased Visitor Confidence:** By familiarizing themselves with the roads and layout beforehand, visitors feel more confident about their trip, especially for remote or lesser-known reserves.
- **Showcase Camp Sites, Scenic Drives and Key Stops:** Highlight roads leading to camp sites, hidden gems along the road and scenic routes, showcasing more than just the destination, but the entire experience within the reserve.



[Click here and have a look at this Street View example live on Google Maps](#)

Having an up-to-date profile is just the start. What if your visitors could explore your park right from their screens before even setting foot inside? Let's take it to the next level with 360° Street View imagery



24/7 FREE ADVERTISING: POWERED BY GOOGLE

As Google Approved Photographers, we can feature your business's logo and contact details at the base of every 360° image, giving your brand FREE 24/7 exposure on Google Maps and Street View.

Click here to walk this Wild Coast beach with Noxolile and me - ECPTA's logo and contact details should be at the base of every image!

- **Constant Brand Visibility:** Every 360° image we capture of your reserves will showcase your logo and contact information, visible to anyone, anywhere in the world, who interacts with it on Google
- **Free Advertising:** Google will be working for you around the clock, giving your business free advertising across all platforms and Google Maps without additional cost.
- **Global Reach:** Tourists and visitors exploring your destination will be exposed to your brand and contact information, reinforcing your presence in the region. This provides a return on investment far exceeding your initial costs by delivering continuous exposure.
- **Reduce Visitors Getting Lost:** Capturing the road leading to the main gate substantially reduces the number of people getting lost on their way to the reserve. Visitors can preview their entire route, making arrival stress-free and on time.

Google can be promoting your business 24/7—no extra cost!



We can put your business's logo & contact information at the base of EVERY image. Results guaranteed!



MORGAN BAY HOTEL
Follow the Road to Morgan Bay Hotel



CAPE UNION MART
Follow the Hiking Trail



TOURISM ZA
Walk The Wild Coast With Us

Google

accommodation
EXAMPLE



Morgan Bay Hotel Google Profile

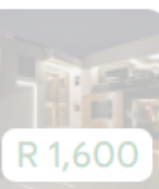
Pool Spa Free parking Free breakfast

Home Suite Hotels Rosebank

4.8 ★★★★★ (314)

4-star hotel

Contemporary hotel with a rooftop pool



R 1,600

Pool Free parking Free breakfast Free Wi-Fi

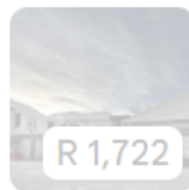
DEAL 16% less than usual

The Tredenham Boutique Hotel

4.6 ★★★★★ (330)

4-star hotel

Upscale hotel with an outdoor pool



R 1,722

Pool Spa Free parking Free breakfast

Home Suite Hotels Station House

4.7 ★★★★★ (337)

Hotel



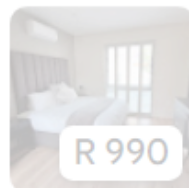
R 3,247

Pool Free parking Free breakfast Free Wi-Fi

The Wantage Suites

4.5 ★★★★★ (10)

Hotel



R 990

Step 1: Get your Google Profile up to date

tourismZA will assist you in updating your Google profile to ensure that your offering stands out. This will increase your online visibility and reflect your brand's credibility on the digital map.



Once your profile is sorted, tourismZA will do the following
FREE!!!

EXAMPLES



NTILE WILD COAST HOMESTAY PROFILE



Eastern-Cape-Nature-Reserves-Map

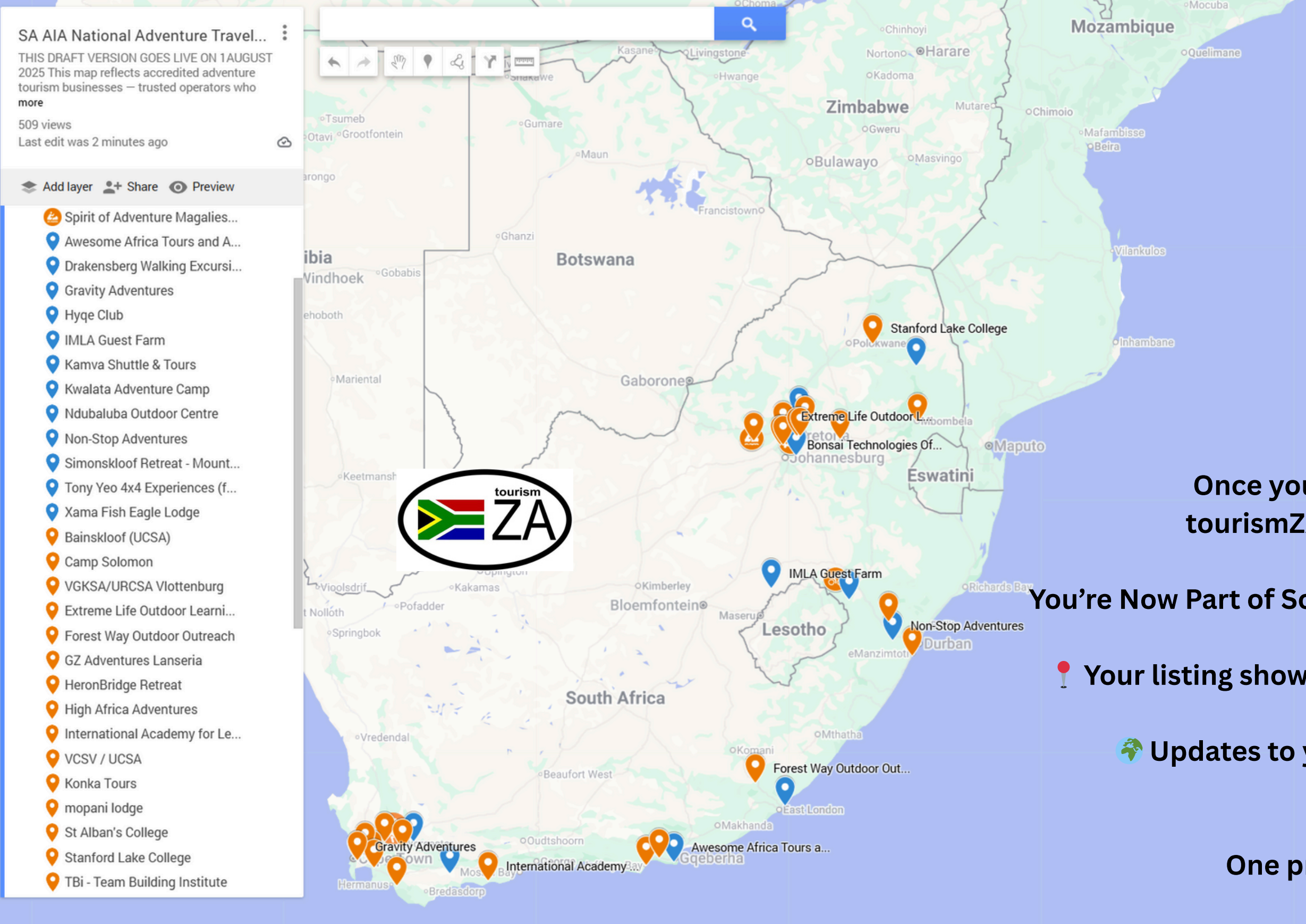
With your compliments we will create a free Google profile for a micro tourism enterprise

To grow small businesses and your regions economy, we'll include a free profile for a micro-tourism enterprise with every Google profile we work on,

We'll link your profile to the tourism maps and make you part of interactive online Google tour of the region.

We'll provide you with a link for the map that seamlessly integrates into YOUR websites and social media


It's a simple structured, progressive process →



Once your Google Business Profile is optimised,
tourismZA pulls it into the SA AIA Adventure Map





























You're Now Part of South Africa's Largest Adventure Tourism SEO Funnel

 Your listing shows your photos, reviews, contact info, and location.

 Updates to your profile sync across all tourismZA maps —
local, regional, and national.

One profile. Maximum reach. Total control.

This isn't just a map —
It's a live, AI-ready SEO funnel built for visibility, bookings, and growth.

-  Spirit of Adventure Magalies...
-  Awesome Africa Tours and A...
-  Drakensberg Walking Excur...
-  Gravity Adventures
-  Hyqe Club
-  IMLA Guest Farm
-  Kamva Shuttle & Tours
-  Kwalata Adventure Camp
-  Ndubaluba Outdoor Centre
-  Non-Stop Adventures
-  Simonskloof Retreat - Mount...
-  Tony Yeo 4x4 Experiences (f...
-  Xama Fish Eagle Lodge
-  Bainskloof (UCSA)
-  Camp Solomon
-  VGKSA/URCSA Vlothenburg
-  Extreme Life Outdoor Learni...
-  Forest Way Outdoor Outreach
-  GZ Adventures Lanseria
-  HeronBridge Retreat
-  High Africa Adventures
-  International Academy for Le...
-  VCSV / UCSA
-  Konka Tours
-  mopani lodge
-  St Alban's College
-  Stanford Lake College
-  Tbi - Team Building Institute



See our Rate Card for details & services:
<https://maps.tourismza.co.za/Google-Rate-Card>



SPECIAL OFFER TO SA AIA MEMBERS

Thanks to the SA AIA / tourismZA collaboration:

 **R750 onboarding fee – Waived**

 **Google Profile Assessment - Waived**

 R1,200 annual hosting – Discounted to just R240/year

(That's R20/month for national visibility across Google & tourismZA maps)

 **Plus:**

 **Free Profile Assessment**

✔ Online Credit (OC) rebate of R240

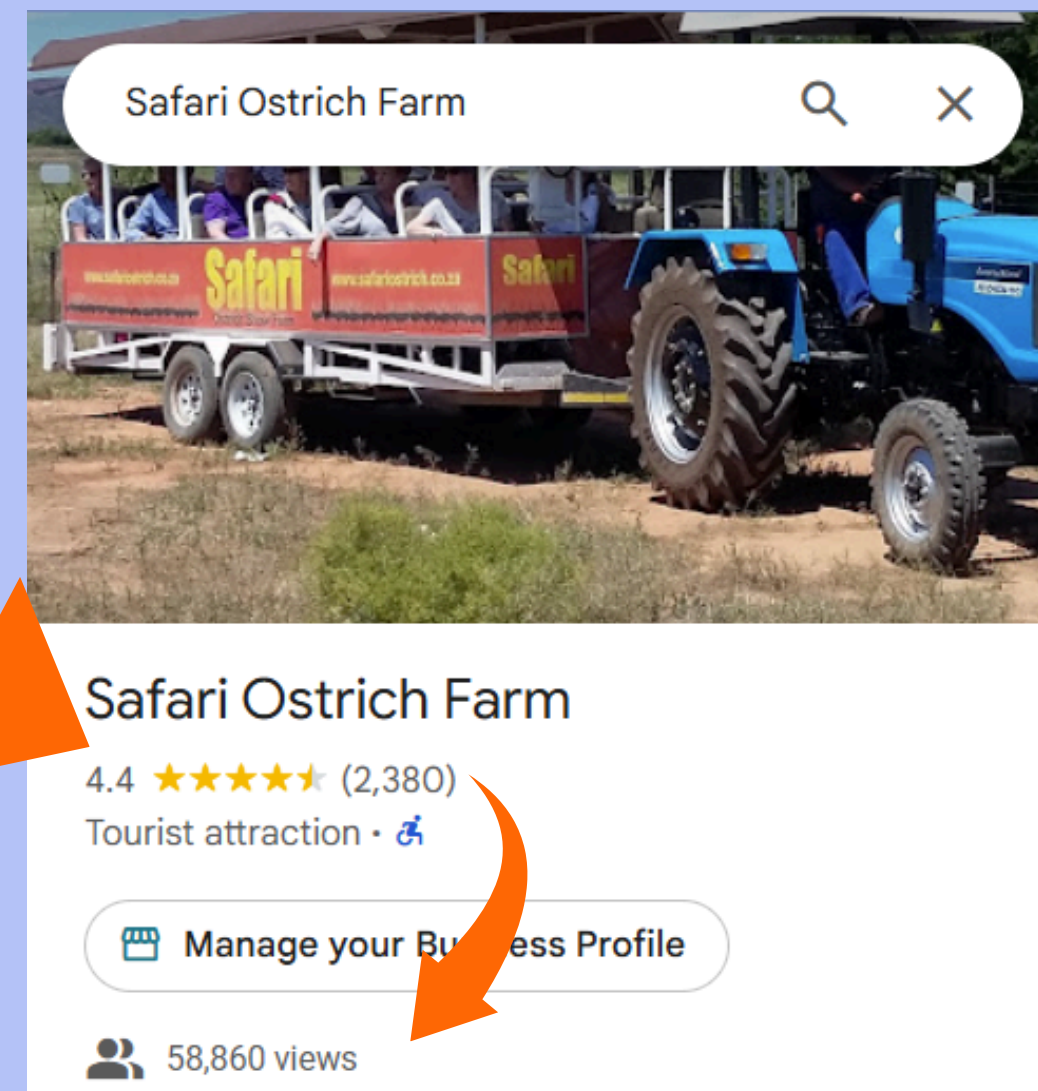
Your entire hosting fee is refunded as OC – it costs you R0 net.

✔️ **10% OC rebate TO YOU** on services you need to get your profile to the level you want

We will pay an additional 15% forward to accredited / nominated beneficiaries

GET REVIEWS!!!

THE MOST EFFECTIVE WAY TO BOOST YOUR SEARCH ENGINE OPTIMISATION (SEO) AND AI VISIBILITY



tourismZA will create a customised Google Reviews QR code for your business

Fully branded, with click-through tracking and back-end reporting

Suitable for: printing; Websites; Social Media; Emails.

for only R450 once-off!

Drive reviews. Boost your SEO. Be visible.

📍 Includes setup, link customisation, and analytics support.

