



South African
NATIONAL PARKS

**REVISED PRICING STRUCTURE
ANNOUNCED ON 2 APRIL 2003**

**CONSERVATION FEE POLICY
DOCUMENT**

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1. BACKGROUND

The recommendations of McKinsey Business Consultants were used as a guideline to implementing a system of differential pricing for entry into all parks.

The revised pricing structure was done for three primary purposes, namely:

Prices were not market related. Benchmarking was done with other parks across Africa and park fees in South Africa were found to be well below the range charged across the continent.

Park fees were not being charged on a daily basis for guests that stayed in a park, while facilities and park were being utilized daily.

There was no form of differentiation in prices to parks. This resulted in a situation where parks admission prices were well below those in the market (local, Pan-African and internationally) as a result of a tendency to try and keep parks accessible for the lower income groups.

2. CONSERVATION FEES

The revised pricing system as announced 02 April 2003 includes the following:

- 2.1 The term "conservation fee" has replaced the term "admission fee" due to the fact that the former is more descriptive of what our overall mission is as well as the fact that the latter is inaccurate as a guest might stay a few nights, yet only pay a gate entry fee once.
- 2.2 The conservation fees will **only be charged for actual utilization of Parks** and will not be subject to cancellation policy for accommodation. In other words, if a park is not visited, monies paid in advance as part of deposit, will be refunded to the guest. Refunds will be made in accordance with the SANParks refund policy.
- 2.3 Conservation fees were announced as to be payable "daily". For easier administration however, they will be **payable for every night spent in a particular park**. In other words, day visitors pay the fee once; guests staying for one night will also pay once, while guests staying two nights will pay twice.
- 2.4 In cases where there are **unique circumstances** with regards to charging of conservation fees, e.g. tour groups having lunch at Storms River Mouth, park managers must use their discretion and make arrangements, as long as these are properly documented, communicated to the Corporate offices, in particular Tourism and Communications departments.
- 2.5 **Daily Conservation** fees were set as follows:

Different rates apply to the different parks, and the following applies to international guests:

- Children under the age of 12 pay 50% of adult rates and children under 2 years are admitted free of charge. (international guests only)

The complete price list is available on our website:

<http://www.sanparks.org/tourism/tariffs/>

3. WILD MEMBERSHIP (for South African residents and SADC nationals)

- 3.1 As a result of the fact that South Africans already **contribute to conservation through the taxes that provide SANParks with a conservation subsidy**, it was decided that they should benefit by having discounted access to parks. Further, those that are regular visitors and stay longer should also benefit and a loyalty card system was approved in partnership with Infinity, the smart card management company. Cardholders will enjoy free access for a period of one year.
- 3.2 Southern African Development Community (SADC) member states, comprising, South Africa, Namibia, Botswana, Zimbabwe, Mozambique, Swaziland, Lesotho, Mauritius, Angola, Zambia, DRC, Seychelles, Tanzania and Malawi will also benefit and nationals from these countries will be able to purchase cards providing free access for a period of one year. The reason for SANParks to offer this benefit to nationals from SADC countries is to support the region **to become a popular destination** and to create a climate for promotion and marketing of the region as a popular tourist destination. It is further envisaged that SADC states will reciprocate by offering South Africans discounted rates and thereby increase park visitation across all borders in the region.
- 3.3 The **various Wild cards** available for visiting SA National Parks are as follows:

TYPE OF CARD				
	Access	Individual	Couple*	Family*
	All Clusters	*	*	*
	Bushveld Cluster	*	*	*
	River Cluster	*	*	*
	Dry Cluster	*	*	*
	Cape cluster	*	*	*
INTERNATIONAL VISITORS				
	All Clusters	*	*	*

The complete price list and more details regarding the different clusters are available on the web:

<http://www.sanparks.org/tourism/wild/>

- 3.4 The various definitions are as follows:
- 3.4.1 **Individual** – any one person
- 3.4.2 **Couple** – any two persons

- 3.4.3 **Family** – Up to 2 adults and their children up to the age of 18 years. (a maximum of 4 children allowed for international guests)

In the case of **grandparents wishing to apply to place their grandchildren on a family card**, this will not be allowed, unless they are the legal guardians of the grandchildren, in which case they are regarded as their parents. In cases where the grandparents are not the guardians, the grandchildren should rather be encouraged to acquire their own family cards. This must be strictly adhered to as, in many families there are many grandchildren and including them could cause complications in future.

- 3.5 In families with dependents who exceed school going age, but who are **constrained through mental, physical or sensory disability**, such families will be able to request special permission for such dependents to be included on a WILD family card, should such individuals remain dependent on the family unit. In families with dependants with such disabilities, written motivations for inclusion may be submitted to the Director Tourism at PO Box 787, Pretoria, 0001 for consideration, along with medical support and financial/social dependence documentation.

- 3.6 Nationals of SADC countries will have the same benefits as South African residents for wild cards. For example, a Mozambique or Namibian national acquiring a Wild card, will have 12 months validity

Nationals of SADC countries that are part of a **transfrontier agreement** or treaty will have the same benefits as South African residents for park-specific daily conservation fee charges. For example, a Mozambique and Zimbabwe national acquiring a Kruger day permit or a Botswana national acquiring a Kgalagadi day permit, will pay a daily conservation fee equal to what South African Nationals pay (instead of the fee other SADC nationals).

- 3.7 Guests wishing to use Wild membership to enter Parks must present the original card at the gate and it **may be required to produce identification on request**. This implies that members on such a card cannot use it to visit different parks simultaneously as only one member can be holding the card at any given time.

- 3.8 **Cards lost or damaged** will be replaced for a "card fee". In cases where guests report their Wild cards lost, Infinity should be contacted immediately so that card can be hot listed and CashBack rewards transferred.

- 3.9 Guests must be assisted in the **completion of application forms** and before forms are accepted, officials should scan them for overall correctness and completion. Particular attention should be paid to the fact that only one choice of card should be marked and that such members have provided all the details required.

- 3.10 The **membership** is calculated from the day that the card is issued from the terminal. If the card is sold by Internet or mail, the expiry day is set to twelve months plus 7 days from the date it is initialised and posted.

4. OTHER OPTIONS FOR SA RESIDENTS AND SADC NATIONALS

- 4.1 For SA residents and SADC nationals **that do not wish to acquire Wild membership**, reduced daily conservation fees which are structured as follows are available:

The complete price list is available on our website:

<http://www.sanparks.org/tourism/tariffs/>

- 4.2 With the exception of Table Mountain where scholars pay a lower daily conservation fee, conservation fees indicated for **all other parks applies to persons over two years old and there is no reduced rate for children.**

5. INTERNATIONAL WILD CARD

5.1 Background

The Wild card for International guests was devised for a small, yet significant portion of the international market that visits parks for extended periods of time. These are normally a very loyal type of guest that spends a lot when visiting parks and to curtail any drop-off, the Wild Card for Internationals was approved. This card will be launched at World Parks Congress in September 2003 in Durban and will be implemented as from 01 October 2003.

The complete price list is available on the web:

<http://www.sanparks.org/tourism/wild/>

- 5.2 The definitions are as follows:

5.2.1 Individual: Any one person

5.2.2 Couple: Any two persons

5.2.3 Family: A maximum of two adults with a maximum of four children up to the age of 18.

- 5.3 The applicant will make the calculations to determine whether this card that is valid for one year, is worth purchasing. It depends on the parks visited (standard daily conservation fee) and composition of family members. For example in the case of individual visiting Kruger or Kgalagadi it becomes beneficial to acquire this card for stays in excess of six nights. In the case of families of four (for example) visiting these parks, it becomes beneficial as from fourth night on.

6. ANNUAL PERMITS

As from 01 April 2003, no further annual permits may be issued by parks, unless approved by both the Director: Parks and the Director: Tourism.

7. LIFE MEMBERS

Life memberships bought before 11 July 1947 is allowed free entrance to any national park for *the member* and one other person (two people in total). The guest has to present the original "Life Member Certificate of Identity" in order to qualify for free entry. The Free entry reason "SANP Life Member" will be used on RoomSeeker. Privileges expire on demise of Life Member.

8. CONCESSION AREAS

Requirements for guests visiting concession lodges within parks (excluding The Outpost) are as follows:

- 8.1 A once-off admission fee is payable per person staying at one of the concession lodges within parks (except if the guests has a valid wild card).
- 8.2 Proof has to be provided for such guests by one of two means:
 - 8.2.1 Concession lodge provides gate/s with guest voucher indicating expected arrivals including names and dates of booking.
 - 8.2.2 Concession lodge provides gate/s with guest list indicating expected arrivals including names and dates of booking.
- 8.3 Payment can take place by one of two means:
 - 8.3.1 Guest pays gate directly if name is on guest list
 - 8.3.2 A voucher is provided by concession lodge or operator/ agent whereby the once-off conservation fee is charged against their account with SANParks.
 - 8.3.3 A local arrangement is made (or maintained) between a gate or gates on the collective charging for guests on a daily or weekly basis. This implies keeping record of concession guests' arrivals and payment being made by the concession lodge.
- 8.4 In all of above cases (par. 8.3), documentary proof must be kept on record by gates for a period of six months as these will be audited.
- 8.5 All other persons, not actually staying over at the concession lodge (transport or tour operators dropping guests at lodge) are subject to normal conservation fee policy. The only exception to this is per par. 8.6 below.
- 8.6 In cases where guests are being taken to concession lodges by OSV, such guests (not any others) will be subject to the fee as described above (par. 8.1) and not the normal OSV fee.
- 8.7 On RoomSeeker at the gates, normal non-booked day visit entry permits should be issued to these guests. Because all the concession lodge guests pay only a standard entrance fee, regardless of nationality, the free entry reason "Outsourced Lodges" should be used for international guests. This will bring the charge for them down, thus ensuring all gate entry stats are correct and all concession lodge guests pay only the standard fee.

9. TRAILS (WILDERNESS, OTTER, DOLPHIN & LEBOMBO OVERLAND)

With exception of the Dolphin Trail, which partially operates over SANParks managed land; all other mentioned activities or products will be subject to normal conservation fee policy as contained in this document.

10. OPEN SAFARI VEHICLES (KNP only)

10.1 As OSV operators do so under an annual agreement (Service Level Agreement), which expires on 31 October annually, SANParks decided that:

10.1.1 Guests may still be collected inside the park on condition that no soliciting at all is allowed inside the borders of the park. Operators will be required to declare in advance collection of guests inside the park

10.1.2 For overnight guests on OSVs the OSV fee per person will be payable at the relevant camp for the first night. Thereafter, normal conservation fees, dependant of guest residence status will be payable for consecutive nights.

10.1.3 Guest entering on an OSV as day visitors will be charged a daily conservation fee (to the same value that international adults pay as a standard conservation fee) per person, irrespective of nationality or age

10.1.4 Wild membership will not be accepted to allow free admission on an OSV. However, after initial payment, conservation fee as per residence/nationality status will apply for consecutive nights, including use of Wild Card.

10.1.5 Only the guide or driver of an OSV coming in for a day visit is not required to pay the daily conservation fee, the free entry reason on RoomSeeker "OSV Driver" should be used. Note that this only covers one person and not the guide and driver should there be both on the OSV. If however staying overnight, normal conservation fees apply.

11. CONCESSIONS APPROVED

11.1 As from 01 November 2003, all foreigners will be liable for the full conservation fee.

12. OPERATIONS

12.1 In cases where guests stay overnight in parks, conservation fees will be charged at the respective camps, together with the accommodation costs. Only day visitors will be charged at the gates, upon entry.

- 12.2 Benefits for South African residents will only be granted on presentation of any **one of six original documents**, viz.
- 12.2.1 Valid South African Passport (*use passport number*)
 - 12.2.2 Valid South African identity document (*use identity number*)
 - 12.2.3 Valid South African drivers license (*use identity number*)
 - 12.2.4 Valid letter from Department of Home Affairs (*use document number*)
 - 12.2.5 Valid original **work or residence (permanent or temporary) permit** (in passport) (*use permit number*)
 - 12.2.6 Valid proof by diplomats that are **resident in South Africa** (*use diplomat permit number*)
- 12.3 Benefits for SADC nationals will only be granted on presentation of **passport of relevant SADC state**.
- 12.4 **Conservation fees will not be discountable** (for pensioners or any other category) unless approved by the Directors, Tourism and Parks.
- 12.5 **Conservation fees are not commissionable** for operators or travel agents.
- 12.6 **Donors and their guests** will pay the conservation fees as has been the case with admission fees, previously.
- 12.7 The revised pricing system will come into effect on 02 June 2003 and will **apply only to guests that arrive on or after that date**. Guests arriving before 02 June 2003 and staying on beyond 02 June 2003 will therefore not be subject to the new pricing policy for the duration of their stay
- 12.8 In cases where **guests of staff** stay with their hosts (staff), daily conservation fees will not be payable for those guests. However, when such guests (before or after staying with their hosts) utilize camp accommodation, daily conservation fees will be payable for the number of nights that they have overnighted in camp accommodation.

13. PRICES OF ACTIVITIES OFFERED FROM GATES

Prices of activities from gates will be structured such that there will be no additional conservation fee payable by guests. However, after or before such activities are undertaken and a guest wishes to enter the Park, the normal conservation fee policy will apply. In other words, a SANParks activity does not imply any benefits in terms of conservation fee liability when such a guest enters the Park on his/her own.

14. CASHBACK REWARDS ON ACCOMMODATION

- 14.1 With reference to the Wild in Africa Guide that is posted to each Wild Card holder, SANParks will provide CashBack rewards when paying for **accommodation** only at SANParks camps.
- 14.2 Cashback rewards are calculated as 5% on the accommodation cost for all client types:
- **All Public and Staff client types:**
5% on the amount that the guest physically pays for the accommodation on his reservation (refer to 14.10)
 - **Donor client type:**
If any payment is required on a donor reservation for accommodation, 5% cashback will be given on the amount paid
- 14.3 Cashback rewards are not payable on reservations made via travel trade and tour operators.
- 14.4 CashBack is real money that is **credited to the Wild card** every time it is presented when such Wild cardholders check in for accommodation.
- 14.5 The amount to be credited is **5%** of the accommodation costs after any discounts (This is automatically calculated by the Ingenico terminal).
- 14.6 No CashBack is provided for conservation (or admission) fees, interpretive or adventure products – **only for accommodation**. Trails (wilderness and other) are excluded from any CashBack rewards.
- 14.7 **Any valid Infinity card** from one of the Infinity merchants (as listed in the Wild in Africa Guide may request CashBack rewards to be loaded onto that particular Infinity card.
- 14.8 CashBack rewards must be credited to the respective Infinity Cards **when checking in takes place at each camp** and cannot be credited before or afterwards. No CashBack rewards will be credited at the time of payment of deposit **or at any other camp**.
- 14.9 CashBack rewards can only be credited to the respective Infinity cards if the original card is presented at time of checking in. **Infinity cardholders therefore cannot claim rewards if the original card is not presented at the particular camp**.
- 14.10 CashBack rewards should **only be credited out when requested** and not offered to each cardholder.
- 14.11 CashBack rewards may only be credited to a guest for accommodation booked for himself (everybody on his Wild Card) – A tour guide may not receive the CashBack rewards on his card for the entire reservation
- 14.12 The following **procedure must be followed on the Ingenico terminals when CashBack is processed:**

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- 14.12.1 The **original Infinity card must be presented** by the guest.
- 14.12.2 If the guest is Wild card holder, the **group size must be determined** by:
- 14.12.2.1 Referring to admission documentation or
 - 14.12.2.2 Asking the guest
 - 14.12.2.3 Checking the details on the Ingenico terminal.
- 14.12.3 If the guest is not a Wild card holder, but a holder of another Infinity card, the group size should be regarded as for a couple (if at least the husband and wife are visiting the particular camp).
- 14.12.4 The **accommodation costs for the particular camp** must be calculated by:
- 14.12.4.1 Referring to the receipt on the guests permit.
 - 14.12.4.2 Adding up the accommodation component, which excludes conservation fees and all activities and deducting any discounts on the accommodation.
 - 14.12.4.3 Only the members on the particular Infinity card qualify for CashBack (Wild card members or a couple if another Infinity cardholder as per par. 14.12.3) and if there are non-members the proportion must be calculated by taking the total accommodation amount under 14.12.4.2 and doing a pro rata (proportional) calculation. The same pro rata calculation must be done if there is more than one Infinity cardholder per reservation or vehicle.
- 14.12.5 The Infinity card must be swiped if it is magnetic stripe and inserted in the slot if it is a smart card (with microchip, such as Wild card).
- 14.12.6 If the Pass details are displayed, press the "Cancel" button to display "Infinity Reward" on the screen.
- 14.12.7 Press "Enter".
- 14.12.8 "Purchase amount?" will be displayed on the screen.
- 14.12.9 Key in the accommodation Rand value as calculated under par. 14.12.4. Please note that Ingenico terminal will calculate CashBack amount.
- 14.12.10 Press "Enter".
- 14.12.11 A "Customer Copy" will now print.

- 14.12.12 Tear off the "Customer Copy" and hand to guest, together with the Infinity card. The "Customer Copy" will show cardholders CashBack reward earned.
- 14.12.13 Do not remove the smart card from the terminal slot until the transaction has been processed and the **terminal tells you to remove** it.
- 14.12.14 A "Merchants Copy" will now print.
- 14.12.15 Tear off the "Merchants Copy" and complete record on prescribed form that must be closed off weekly and sent in with income returns. Please use a format containing at least the following:

SUMMARY OF CASHBACK REWARDS				
CAMP NAME:			WEEK NUMBER:	
Date	Reservation number	Amount on which CashBack offered	CashBack amount at 5%	Initials of official & supervisor
Total				
Signed off and certified correct by the Admin official:				

- 14.12.16 Attach "Merchants Copy" onto the record form, which will be our record of the CashBack rewards made.
- 14.12.17 Wild cards (being smart) need to be updated from time to time and may automatically update when a card is inserted into the terminal slot. Wait until the process is complete before continuing with the transaction.
- 14.13 The details on the Summary of CashBack Rewards must be checked by the Admin official at least once a week to ensure that:
- 14.13.1 The amounts rewarded were correctly done.
- 14.13.2 The reservations are authentic and not fictitious.
- 14.13.3 The rewards have been credited to the correct cardholders.
- 14.13.4 The amounts entered for accommodation were correctly calculated.
- 14.14 The admin official must certify and sign that the required checks were done and the Hospitality Services Manager must initial to control that this has indeed been done.
- 14.15 The relevant higher financial office (Regional or Corporate) must inspect that aforementioned steps have been fully complied with.
- 14.16 SANParks will not redeem any CashBack rewards.

- 14.17 The Wild in Africa guide contains the condition at the bottom of every few pages "rewards & conditions may change from time to time".
- 14.18 As soon as the marketing benefits of a CashBack system has been better-researched and measured, approval will be sought for SANParks to provide a CashBack on some of its products.