

## **Media Release - 26/10/99**

### **New Pricing Policy For South African National Parks**

As a result of an in-depth market research into its products and services, South African National Parks (SANP) is pleased to announce that it has made some changes to its pricing policy. The new policy has taken into account the realities of the South African tourism market in setting tariffs for the Year 2000. It has also streamlined the cumbersome business rules by which the reservation desk has been operating thus far.

But the really good news is that tariffs for the Year 2000 will not increase, except in the following cases:

- We are introducing a high season/low season pricing structure for accommodation at three of the restcamps in the Kruger National Park. These restcamps are Satara, Skukuza and Lower Sabie. The rate for accommodation at these restcamps will increase 10% from 1 November 1999 to 30 April 2000. From 1 May 2000, the rate will revert back to its pre-increase level to make visiting these popular restcamps more affordable for South Africans.
- The rate for accommodation in the refurbished restcamps in the Golden Gate National Park will increase by less than 10%.
- Camping will increase, on average, from R40 to R44 in all national parks except Kruger.

We are confident that nature lovers will support the new pricing policy as it makes visiting a national park more affordable and excellent value for money.

The other major aspect of the pricing policy concerns changes made to the business rules governing payments. As of 1 November, we will require **full payment within 30 days of booking**. This decision is based on the fact that our research has shown that 10% of people who book their visits according to our existing business rules cancel without adequate advance notice, thus denying accommodation to those who would have otherwise visited the parks. By the same token, last minute cancellations deny the SANP much needed income.

The new pricing policy also makes the following rules for cancellations:

- 30 days before visit, full refund
- 30 to 15 days before visit, 75% refund
- 14 to 7 days before visit, 50% refund
- Less than 7 days before visit, no refund
- A R50 processing fee will be charged for cancellations.

These measures, which are in line with industry standards, have been taken to free up inventory.

#### **For more information, please contact:**

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