

# MEMBERSHIP FORM

## CORPORATE MEMBERSHIP



### ABOUT US

The Kenya Association of Travel Agents (KATA) is the national umbrella body for travel agents in Kenya, representing a growing membership of over 300 travel agencies. As the country's largest and only membership organization for travel agents, KATA advocates for industry interests, fostering growth, and shaping policies that enhance the business environment. Committed to elevating travel sector standards, KATA offers members resources, networking opportunities, and industry insights. It collaborates with key stakeholders, including government agencies, airlines, and global travel organizations, to keep Kenyan travel agents competitive



### OUR MANDATE

**Represent** – represent members in local and international spaces.

**Influence** – lobbying for favourable policies on behalf of members.

**Defend** – protect travel trade through advocacy and enforcing code of ethics and standards.

**Empower** – members and association through institutional capacity building.

**Socialize** – networking and building partnerships with local and international organizations.

### VISION

To be the leading authority on Travel Trade in Kenya

### MISSION

To champion and sustain growth of Travel Industry in Kenya.

### OUR CORE VALUES

**Excellence:** we strive to be the best in everything we do. Exceeding expectations for continual improvement

**Professionalism:** we adhere to work ethics, respect and consideration for others.

**Integrity:** we are committed to principles of trustworthiness, honesty and reliability in order to build the credibility of the Association and its members.

**Care:** we adhere to reasonable due diligence in conduct of business on behalf of members.

**Unity:** we foster the spirit of working together and collaborating for greater achievements.

THANK YOU FOR YOUR INFORMATION

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## MEMBERSHIP

Membership to KATA is open to all Travel agents operating in Kenya, Academic institutions training students in Travel & Tourism and Corporate organisations that provide services to travel agents.

## COPORATE MEMBERSHIP APPLICATION REQUIREMENTS

Corporate membership is open to any organisation or institutions providing services either directly or indirectly to the travel industry and includes but not be limited to academic institutions, companies, associations or government and non-governmental agencies. Corporate members are admitted at the discretion of the Board and are not entitled to vote or attend General Meetings.

### ***Requirements for Corporate Companies***

1. Business License.
2. Company Registration Certificate.
3. KRA Pin Certificate.

## COPORATE MEMBERSHIP CATEGORIES

- **Platinum Members** – This is open to all industry suppliers.
- **Gold Members**– This is open to all industry suppliers.
- **Silver Members**– This is open to medium-sized companies providing services to the travel industry– ( Hotels, IT companies, etc )
- **Bronze Members**– This is open to Small sized enterprises providing professional services to the industry (Accounting, Debt collection, Marketing services etc)
- **Academic Partners** – This is open to institutions training students in Travel & Tourism.(Applicants must provide License from the Ministry of Education)

## COPORATE MEMBERSHIP FEES

CATEGORY	ANNUAL SUBSCRIPTION FEE	JOINING FEE
Platinum	KES 500,000	KES 100,000
Gold	KES 300,000	KES 100,000
Silver	KES 150,000	KES 50,000
Bronze	KES 50,000	KES 35,000
Academic Partners	KES 33,825	KES 40,000

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## PAYMENT DETAILS

### **Bank Details:**

NAME OF BANK: I & M BANK LIMITED

NAME OF ACCOUNT: KENYA ASSOCIATION OF TRAVEL AGENTS (KATA)

COMPANY

LIMITED

ACCOUNT NUMBER (KSH) 00101921741450

ACCOUNT NUMBER (USD) 00101921741250

ACCOUNT TYPE: CURRENT ACCOUNT

CURRENCY: KES/USD

BRANCH: KENYATTA AVENUE BRANCH

SWIFT CODE: IMBLKENA

BRANCH CODE: 001

BANK CODE: 057

### **MPESA Details**

BUSINESS NUMBER: 542542

ACCOUNT NUMBER: 192174

***Cash payment shall not be accepted.***

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## REGISTRATION FORM

Dear Executive Committee Members,  
We, *(name of Company)* wish to apply for membership  
of KATA as;

Date of Application:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
D	D	M	M	Y	Y	Y	Y

Company Registration number: \_\_\_\_\_

## COMPANY DETAILS

P.O. Box:

City :

Postal Code:

Physical Address:

Tel (Office) :

Mobile 1 :

Tel (Office) :

Mobile 2 :

E-Mail

Website :

Contact Person (s)

Contact Person Tel:

Contact Person :  
Email

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## DIRECTORSHIP & MANAGEMENT

### Director Details

No	Name	Nationality

### Senior Management Details

Position	Name	Email Address	Nationality
CEO/MD			
Finance Manager			
Marketing Manager			
Other (Specify)			

*(Please Note: If any of the persons named above has any direct or indirect interest in another travel agency, airline, etc. details of such interest must also be stated)*

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## REFERENCES

*Please provide references from your Industry regulator or industry peer.*

Company Name

Referee Name:

Designation

Contact Details:

Date:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
D	D	M	M	Y	Y	Y	Y

Signature and Stamp

## DECLARATION

I, being duly authorized to make application on behalf of the above-named applicant, hereby declare that the answers given above, and on any annexures or any supporting documentation are true and correct in all aspects. I also confirm that the applicant agrees to abide by the requirements of the KATA Code of Conduct and the KATA Constitution. I certify that the information provided is true to the best of my knowledge.

Applicant's Name :

Designation :

Date:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
D	D	M	M	Y	Y	Y	Y

Signature and Stamp

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## CORPORATE MEMBERSHIP BENEFITS

Benefit	Platinum	Gold	Silver	Bronze
Opportunity to <b>connect with over 300 travel agencies</b> spread across the country through our membership directory. Use these contacts to <b>build relationships and grow your business</b> .	✓	✓	✓	✓
<b>Free Access to select KATA-Member events</b> and have an opportunity to promote your products and services through face-to-face interactions with KATA members.	✓	✓	✓	✓
<b>Free listing in KATA's annual travel agent's directory</b> under corporate members with your contacts.	✓	✓	✓	✓
Entitlement to a <b>corporate membership recognition certificate</b> and <b>Free copies</b> of KATA publications, calendars and membership stickers	✓	✓	✓	✓
<b>Free display</b> of your company's logo as a partner on KATA'S website with a link to your website.	✓	✓	✓	✗
<b>Free advert &amp; opportunity to contribute industry related content</b> to the weekly KATA Newsletter	4 Per Year	2 Per Year	1 Per Year	✗
<b>Discounted rates</b> on sponsorships for KATA events and publications.	10 % Discount	5 % Discount	✗	✗
<b>Free Yearly 2-week member spotlight</b> on KATA's social media with your mention to promote your company's content.	✓	✓	✗	✗
<b>Support in mobilization of travel agents' participation</b> in select events organized by your company.	✓	✓	✗	✗
<b>Free promotion of webinars and product offerings</b> among our extensive network of 300+ travel agents across Kenya.	2 webinars in a year	1 webinar in a year	✗	✗
<b>Exclusive email marketing opportunity</b> , including targeted email campaigns, email blasts, and product promotions, to KATA's network of travel agents for maximum reach and engagement.	✓	✓	✗	✗
Designation as <b>the exclusive Industry Supplier</b> .	✓	✗	✗	✗

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## ACADEMIC PARTNERS MEMBERSHIP BENEFITS

1. Opportunity to have KATA participate in the institution's curriculum development processes.
2. Opportunity to link the Academic Institution with internship and/or industrial attachment opportunities in travel agencies.
3. Opportunity to participate in joint research projects with both faculty and students.
4. Students' mentorship opportunities with captains of the industry.
5. Enjoy up to 10% discount on events and advertisement in Association's publications.
6. Free listing in the annual Travel Agents Guide complete with the institution's logo.
7. Free invitations for both students and lecturers to selected industry meetings and events.
8. Opportunity to have senior Association officials address Travel & Tourism students every Academic year or during graduation ceremonies.
9. Free access to the latest industry information through the Association's communication tools such as industry meetings, newsletter, website, etc.
10. Attend annual events and have an opportunity to promote your products and services through face-to-face interactions with KATA members, plus complimentary access for one representative at events.
11. Opportunity to contribute industry-related content to the weekly KATA Newsletter.
12. Free display of your company's logo as a partner on the homepage of KATA's website with a link to your website.
13. Entitlement to Academic Institutions membership recognition certificate.
14. Free copies of KATA publications, calendars, and membership stickers.
15. Display of KATA logo on the institution's branding materials.



## KATA CODE OF ETHICS AND PROFESSIONAL STANDARDS

### RELATIONS BETWEEN KATA MEMBERS AND THE CONSUMER

When dealing with the public, it is the duty of KATA members to:

1. Train and inform staff on all phases of travel which they offer to the public in order to provide the highest professional service and secure the most appropriate available travel services;
2. Make every effort to ensure that accurate information is provided to enable their clients to exercise an informed judgment in making their choice of travel services;
3. Ensure that their Clients are aware of booking and other published conditions, including Agents' terms of business, applicable to their Travel Arrangements before any booking is made and that all Clients have access to a set of booking conditions in written or other appropriate form
4. Disclose in advance and in writing the existence of service/management fees to be paid by the client and apply at least the minimum recommended fee which will be revised by KATA on an annual basis and based on the prevailing market conditions
5. Consider every transaction with a client to be strictly confidential unless the client specifically authorizes disclosure;
6. Advise clients of the necessary passport, visa and health requirements for the journey to be undertaken. Refrain from discussing the business practices of another member, transaction or service, and render any opinion with strict professional integrity and courtesy;
7. Refrain from carrying on business under a name and style or in a fashion that is intended to, is likely to, or in fact does confuse the public or the industry as to the identity, association, affiliation, or qualities of another member.
8. KATA members should use advertising materials to acquaint the public of the advantages to be gained
9. through the use of a KATA Member. Every effort shall be made to inform the public that the KATA Members Logo is a hallmark of dependable and honorable travel service
10. In the event of a dispute between a client and a member of KATA, every effort should be made to settle the matter amicably and as quickly as possible.

### RELATIONS WITH CARRIERS AND OTHER PRINCIPALS

1. The KATA members shall, at all times, follow the best practices of marketing, ethics and fair dealing by presenting all carriers, hotels and other agencies which they represent in a fair and impartial manner to prospective clients.
2. KATA members shall make themselves thoroughly conversant with tariff rules, regulations and changes in procedure introduced by their principals and the appropriate regulatory bodies.
  - a) KATA members shall not attempt to improperly influence their principals or other organizations for the purpose of securing preferential considerations in the assignment of booking with his status in the trade and in society.
  - b) A KATA member must discourage receiving and/or offering any personal favors in the conduct of his profession, in keeping with his status in the trade and in society.
3. KATA member shall not make any false, deceptive or misleading statements when called on to give an opinion of a Principal's service to a client or any other interested party.
4. In the event of a complaint or grievance by a client against any Principal, the KATA member shall give the Principal an opportunity to make a full investigation before any further action on his part

### RELATIONS WITH FELLOW MEMBERS AND TRAVEL AGENTS

1. The KATA member shall conduct his business so as to avoid controversies with his fellow Travel agents. In the event of a controversy between KATA members, the matter should be settled by mutual discussions, failing which it should be brought to the notice of the Chairperson of the Legal, Ethics and disciplinary Sub Committee for settlement before any direct course of action is resorted to by the parties.
2. The KATA member shall not denigrate the business dealing of another KATA member and shall not volunteer any negative opinions thereon. If his opinion is sought, it should be given with strict professional integrity and courtesy.
3. If any infringement of this Code is alleged against a Member, the facts shall be reported to Chairperson of the Legal, Ethics and disciplinary Sub Committee in writing.
4. The KATA members shall secure a mandatory No Objection Certificate or a relieving letter from the previous employer of any person the former is planning to employ (within the probation period), particularly if the previous employer is a KATA member. The latter will help the former in recovering dues, if any, from such an employee where concrete evidence is provided. Such a letter shall not be unreasonably withheld.
5. If a KATA member happens to take any account previously serviced / handled by another KATA member, the member shall make all efforts to assist the previous member in recovering dues and clearing accounts.
6. The KATA member shall circulate the names of defaulters in his client list strictly as per the mode and format specified by KATA, sufficiently in advance, to save other KATA members from any risk of business loss.
7. The KATA member shall endeavor to participate regularly in KATA meetings, and shall contribute to the best of his ability in promoting the interests of the Association.
8. The proceedings of all meetings and communication of KATA should be kept confidential and decisions taken shall not be disclosed, in part or full, to anyone not belonging to the Association

### KATA CODE OF STANDARDS

All KATA members are required to;

1. Comply with all relevant statutory and regulatory requirements, and hold all valid licenses, clearance certificates as required. The same must be sent to the Secretariat upon renewal of annual subscription
2. KATA members must maintain a properly equipped booking office with qualified and experienced staff.
3. Comply in all respects with the KATA Code of Ethics and Standards.

### DECLARATION

*This section must be completed by the MD/CEO/GM/Owner of the establishment.*

**I hereby confirm that I have read and understood the KATA code of ethics and professional standards and confirm that I agree to abide by its requirements.**

Company Name : \_\_\_\_\_

MD/CEO/GM/Owner Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Date:

Signature and Stamp

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