



SA Specialist

The official specialist programme

Sarah Michell has successfully passed his/her SA Specialist training course.

SA Specialist is a self-study online training course designed to equip travel product and service providers to sell South Africa more effectively.

Participants who successfully complete the course are called SA Specialists, meaning they are experts in South African travel.

Sarah Michell is now a South African travel expert, having passed his/her course, and is entitled to use the term 'SA Specialist' when giving advice on travel to South Africa.

Sarah Michell is competent to advise clients on all essential aspects of travel to South Africa, reasons to visit South Africa, the best attractions and activities on offer in South Africa, and more.

As the SA Specialist course host, South African Tourism is proud to be associated with Sarah Michell and congratulates him/her on his/her achievement.

