

RepBud — Press Briefing

Prepared for media covering the South African travel and tourism trade

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The short version

- **RepBud is a sales companion for the people who sell travel to the trade** — sales and marketing managers, business development managers and representatives, whether they sit in-house at an international hotel group, airline, DMC or tourism board, work for a representation company, or run their own book.
- **It was built for how the job is actually done:** on your feet, between meetings, at trade shows, in corridors — so the record keeps up with the week rather than waiting for the weekend.
- **Capture takes seconds.** Type a note, speak it, or photograph your handwritten notebook page. Forward an email or a WhatsApp thread. RepBud reads it, suggests who and what it was about, and waits for you to approve before anything reaches your records.
- **It answers the question that decides a meeting:** *what did we agree last time, and what did I promise?* Meeting prep, a daily brief and a running task list are assembled from the record you have already built.
- **The reports write themselves from your own history** — the monthly or quarterly account of the work, whether it goes to a represented property, a head office or a regional director, covering the date range you choose.
- **It is more than a CRM.** Accounting, email campaigns, forms, large-file transfer, video meetings and webinars are part of the same account, under one login.
- **There is a free tier that stays free,** ZAR pricing for South African members, and both an iPhone and an Android app.
- **Some of it is free to anyone in the trade** — the trade events directory, a visa and entry-requirements tool, an email signature generator, and free memberships for travel agents, tour operators and travel media.

RepBud is designed to assist, not replace, your professional judgement.

Why this matters to the tourism industry

Trade sales runs on relationships, and the people who do it well carry an extraordinary amount in their heads. RepBud's starting point is that this knowledge is worth keeping.

A business development manager at an international hotel group, a sales manager for an airline or a DMC, and an independent rep carrying three lodges are all doing a version of the same job: sixty buyers across four days at a trade show, each conversation carrying a rate query, a training request, a fam-trip promise, an agent who has moved agencies. That is a remarkable amount of value created in a week. The opportunity is to keep it — so that when the quarterly review comes round, to a client, a head office or a regional director, the story is already written.

Four things make this industry particular:

- **Evidence wins the renewal.** A property paying a retainer, or a head office signing off next year's trade budget, wants to see who was seen, what was discussed, and which operators now sell the product. A rep who can show it walks into that conversation with the case already made.
- **Relationship history is an asset worth holding.** When a territory changes hands, a written record means the incoming rep inherits years of context rather than starting the introductions again — and the person moving on hands over something they can be proud of.
- **Invitation beats interruption.** Product managers and travel designers respond to people they have agreed to hear from. Consent-led contact is both the courteous approach and a legal duty under POPIA — and it is the one that gets read.
- **The work happens away from a desk.** A tool that travels — on a phone, between meetings, on a stand — is one that gets used on the day rather than caught up with later.

So RepBud builds the record out of the work already being done — the emails already sent, the WhatsApp messages already exchanged, the notes already written in a notebook — and leaves the rep in charge of what is kept.

Who it is for

RepBud calls its member community **The RepBud Reserve**. Six kinds of member make up the Reserve, and each sees a different product. A seventh account type, added in August for people running a business outside the travel trade, uses the bookkeeping side on its own and sits outside the Reserve directories.

MEMBER TYPE	WHO THAT IS	WHAT THEY GET	COST
Rep	Sales and marketing managers, business development managers and trade sales teams — in-house at hotel groups, airlines, tour operators and tourism boards, at representation and PR companies, or independent	The whole product: mobile app and web dashboard	Free on Economy · paid plans from R639/month
DMC	Destination management companies handling bookings, operations and delivery on the ground	The same product as a rep, with a home screen built around revenue, margin, passengers and room nights	Free on Economy · paid plans from R639/month
RepBuddy	Travel agents, tour operators, product managers, travel designers, trade sales teams — the buying side	A free app: connect with reps, receive fam trip and event invitations, see who is nearby at a show, share booking statistics, list the destinations they sell	Free
RepBud Reporter	Journalists, editors, photographers, videographers, content creators, broadcasters	A free web dashboard: post what they are working on, list destinations covered, and be reachable by reps who can help	Free
RepBud Ready	Lodges, hotels, camps, DMCs, inbound operators and experience businesses looking to appoint a representative	A listing that reps can find, and a matching flow where both sides have to agree	Free to list
Client viewer	A rep's own client — a lodge, brand or tourism board — invited to read the reports and invoices that rep has shared	A read-only dashboard	Free, by invitation

Three things are worth reporting:

- **Nobody is required to pay.** Economy is a free tier with no card and no expiry, and it is open to reps and DMCs as well as the buying side. The paid plans raise the monthly allowances and add the intelligent work — reports, meeting prep, briefings, campaigns. A 14-day complimentary stay lets somebody try a paid plan before deciding.
- **The buying side is free, and funded by the selling side.** RepBuddies and Reporters pay nothing. The stated position is that their data is not sold to advertisers and their attention is not auctioned to sponsors.
- **Contact is consent-led.** A rep can find a RepBuddy's professional profile, but reaching them directly requires the RepBuddy to accept the connection first. Members share their fuller profile with the people they have connected to.

A day with RepBud

Morning. *The Brief* opens with a short written commentary on the day ahead, then what is next in the diary, what is open on *The Trail*, which reports are still generating, what is waiting to be reviewed, and who is worth reconnecting with. Paid members get this daily; a member on the complimentary stay gets it weekly.

Before a meeting. *Meeting Prep* pulls together recent interactions, company news, what changed since last time, open tasks, a suggested agenda with timings, talking points, an opener, and something to watch out for. For a brand-new contact it suggests an introduction, likely products of interest, and the probable email format at that company.

In the room. A rep logs the meeting in seconds: typed, spoken aloud, or photographed straight from a notebook. Contacts, companies and represented clients are tagged with an @. Business cards and event badges are scanned by camera, with duplicate detection before anything is saved.

Afterwards. Forward the follow-up email or the WhatsApp thread to a personal RepBud address. It arrives in *The Lantern* already broken into a summary, decisions taken, who was in the room, and suggested action items with due dates. The rep edits, approves, and the tasks land on *The Trail*.

Month end. *Reports* assembles the account of the period over the chosen date range — a period scorecard, executive summary, activity charts, highlights, operator coverage, new introductions, training delivered, trade sentiment, rate feedback, competitive intelligence and market trends — as a PDF or Word document, or a live page the client can be given access to.

The toolkit

Capture and the daily rhythm

FEATURE	WHAT IT DOES
Field Log	The capture screen. Type it, speak it (voice is transcribed), or photograph handwritten notes and have the text read off the page. Tag people, companies and clients as you write. Back-date it if you are catching up.
Email forwarding	A personal RepBud address, with a custom alias if wanted. Forward anything worth keeping.
WhatsApp logging	Connect and verify a number, then forward WhatsApp conversations in.
The Lantern	The review queue where captured material waits. Contacts matched or offered as a "did you mean", topics and decisions pulled out, action items suggested. Nothing reaches the record until the rep approves it.
The Trail	The single follow-up list — overdue, due today, upcoming, and finished — with priority, due date and links to the contact or client. Each item shows where it came from: email, WhatsApp, a field note, the calendar, or RepBud.
The Brief	The daily briefing described above.
The Watering Hole	Four glasses that fill as the review queue, today's tasks, overdue items and follow-ups are cleared.
Task reminders	An 8am reminder for dated tasks.

Relationships

FEATURE	WHAT IT DOES
Contacts	The address book, filtered by relationship health — active, needs attention, worth a check-in, gone quiet, new. Call, WhatsApp, email or open LinkedIn in one tap. Work patterns and office days are recorded so trips can be planned around them.
Companies	Company records with the destinations and properties they sell, DMC relationships by country, linked contacts, tasks and history. A website scan builds the portfolio picture.
My Clients	The properties, brands or destinations being sold — whether represented under contract or owned in-house — as a list, a satellite map or a rotating globe, with a current and past split.
Meeting Prep	Per-contact briefs for a meeting, workshop, trade dinner or show, with an agenda builder and a "meeting done" flow that logs the outcome.
Follow Ups	Draft follow-up messages after a run of meetings, in a friendly, formal or brief tone, editable before sending, with an optional reminder to chase in three days.
Smart Email Finder	Locate a professional email address without hunting through old threads. (<i>Business Class and above.</i>)

FEATURE	WHAT IT DOES
Pre-meeting scan	See what has changed on a company's website before walking in. <i>(Business Class and above.)</i>

Proving the work

FEATURE	WHAT IT DOES
Reports	Reports over any date range, singly or in bulk across clients and quarters, exported as PDF or Word, or published as a page the client can read. Section order and content are configurable per client.
Booking Stats	Room nights reported by connected operators, year on year — evidence a rep can put in front of a property.
Share of Shelf	Which of your clients' competitors an operator is selling, and where you are absent.
Looking Forward	The forward pipeline. <i>(First Class and Charter.)</i>
Radar	Market movement signals. <i>(First Class.)</i>
Watering Hole stats	Activity at a glance.
Client pages	A public page for a represented client, published under the rep's own web address.

On the road

FEATURE	WHAT IT DOES
Trip Planner	Build a sales trip from a wizard — dates, travel mode, meals, meetings per day, contacts, clients, budget — then get a day-by-day route with a map, hotel and dinner suggestions, and a message thread for colleagues on the trip.
Calendar	Reads the phone's own calendar, matches attendees to contacts, and offers prep or a log against a meeting.
Mileage	Log a business trip against a company and vehicle, at R/km or £/mile rates, with the trip filed into the accounting workspace.
Who's Nearby	Opt-in, city-level presence at a show or in a city. Exact location is not shared. Visibility can be set to those you choose, or a saved group.
Smoke Signals	A short ping to colleagues nearby — "we're at the bar on level 2" — either broadcast or to chosen people, one an hour.
Trade Events	A directory of trade shows and industry events with dates, venues, who attends and how to register, plus a budget sheet with live currency conversion. Free, and open without an account.
Card and badge scanning	Camera capture of business cards and event badges, in a range of languages, with merge-or-create review.
Boarding Pass and QR code	A shareable member pass and a QR code for the rep's public page, with view analytics.

The wider toolkit — one account, one login

FEATURE	WHAT IT DOES
Reach	Email campaigns sent to the rep's own contact book, with segments, trade-show send sequences, badge-scan imports, and a consent centre that applies South African POPIA rules as well as UK and German ones. Where a country is unknown it is treated as strictly as opt-in. Net rates can be attached to a campaign so that operators see them and retail agents do not — enforced in the database rather than on the page.
Respond	Forms whose answers land straight on the contact record — a training sign-up, a fam trip application, a rate request. Published at a short public link.
Relay	Send large files as a link that expires after three days, with an optional password, download counts and revoke. The first download is filed onto the contact's timeline. Recipients need no account.
Reconnect	Branded video meetings and webinars — guests join by link with nothing to install. Waiting room, screen share, chat, Q&A, polls, breakouts and whiteboard, plus booking links with calendar invites and reminders, registration pages, live captions and translation across ten languages, and a recap delivered into The Lantern. (<i>Business Class and above.</i>)
Revenue	A double-entry accounting workspace: invoices, recurring billing, quotes, credit notes, customers, suppliers, purchase orders, projects, bills, expenses, mileage, payroll, bank and cards, journals, ledger, reconciliation, reports and compliance. (<i>Any paid plan.</i>)
Rover	The referral programme — a referral earns the person referred 30 days free, with recognition tiers for the referrer.
Rapport	Matching between reps and properties seeking representation. Interest has to be mutual before an introduction happens.
ReRoot	The data importer. Recognises exports from TourPlan, Tourwriter, Wetu and ten or more other systems, maps columns, previews duplicates, normalises country codes and creates companies as it goes.
Ray	The in-app assistant. It knows how RepBud works and can see the member's own contacts, recent logs and open items — "what did I agree with my last contact?", "what is on my Trail this week?"

Getting existing data in

Beyond spreadsheet and CSV import and card scanning, RepBud connects to fifteen live systems:

- **Reservations and property systems** — TourPlan (hostConnect), Tourwriter, Wetu, ResRequest, Semper PMS
- **CRM and workspace** — HubSpot, Salesforce, Pipedrive, Zoho CRM, Notion, Airtable
- **Contacts** — Google Contacts, Outlook / Microsoft 365
- **Marketing lists** — Mailchimp, ActiveCampaign

Mailboxes connect for sending and receiving inside RepBud: Gmail, Outlook / Microsoft 365, iCloud Mail, Zoho Mail, Ionos, or another provider by SMTP and IMAP.

Free, and open to anyone in the trade

A set of tools sits outside the subscription entirely: no account, no card, no trial.

FEATURE	WHAT IT DOES
Trade Events directory	93 trade shows and industry events, 66 of them still to come, with dates, venue, who attends and how to register. Subscribe to the calendar feed, or ask to be reminded before a show opens. Where an organiser publishes next year's dates, they are picked up and shown with the source.
Visa & entry requirements	Guidance for 50 destinations, by nationality, with links to the official source in each case. Built for the moment an agent is asked "do my clients need a visa?" mid-quote. Guidance, not a visa service.
Email signature generator	Five layouts, colour palettes or your own brand colour, photo and logo sizing, social links, association logos, a booking link. Copies as rich text for Apple Mail and Outlook desktop, or as HTML for Gmail and Outlook web. No signup, no watermark, no limit.
Trade-show prize wheel	A spin-to-win wheel for a stand, with live QR entry so visitors join from their own phones.
Glossary and insights	Travel trade terminology, written articles for the trade, and a library of 65 illustrated written guides with a downloadable user manual.
Free memberships	RepBuddy for travel agents and tour operators, RepBud Reporter for travel media, and a RepBud Ready listing for a property seeking representation — all free, and described above.

For teams

Charter is RepBud for a team rather than an individual — a representation company, or the trade sales team inside a larger business — five or ten seats, with a manager view over the team's Trail, a team pulse with suggested nudges for each rep, and a team-wide question tool.

Plans and pricing

South African members are billed in rand. Prices shown exclude VAT.

Individual plans — ZAR

PLAN	PER MONTH	PER YEAR	WHO IT SUITS
Economy	Free	Free	Someone starting out, or a rep who wants the record without the intelligence
Premium Economy	R639	R6,099	One person carrying their own territory
Business Class	R1,699	R16,499	Somebody who prospects as well as services an existing book <i>(most popular)</i>
First Class	R2,999	R28,795	A senior manager, or a business running trade sales as a function

Team plans — ZAR

PLAN	SEATS	PER MONTH	PER YEAR
Charter 5	5	R11,295	R108,395
Charter 10	10	R20,295	R194,895

Additional seats: R2,595 per seat per month on First Class (up to two), R1,995 per seat per month on Charter 5 (up to two). Larger teams are arranged directly.

Other currencies

RepBud bills in four currencies. Members choose theirs in their profile.

PLAN	USD / MO	USD / YR	GBP / MO	GBP / YR	EUR / MO	EUR / YR
Premium Economy	\$35	\$334.99	£29	£279	€32	€309
Business Class	\$99	\$949.99	£79	£759	€89	€849.99
First Class	\$174.99	\$1,680	£139	£1,336	€159	€1,528
Charter 5	\$625	\$6,000	£495	£4,752	€569	€5,462
Charter 10	\$1,120	\$10,752	£890	£8,544	€1,019	€9,782

On rand pricing, RepBud's own wording: "*ZAR prices are based on prevailing exchange rates at the time of billing. Prices are reviewed quarterly and 30 days notice will be given of any adjustment. Annual plans lock in your rate for the full subscription period.*"

What the tiers include

Economy — free, and it stays free. No card, no expiry. Up to 1,000 contacts and companies, up to 5 represented clients, 25 typed field logs a month, the trade events directory, Who's Nearby, one Respond form with 25 responses a month, Relay at 1 GB per transfer with two live links, and the relationship history is the member's to export. The intelligent work — reports, meeting prep, card scanning, briefings — is what the paid plans are for.

Premium Economy adds voice and photographed logging (200 logs a month), the daily briefing and The Brief, meeting prep (5 a month), follow-ups, the trip planner, sending and receiving email inside RepBud, business card scanning (30 a month), email and WhatsApp forwarding (50 a month), intelligent reports (10 a month), social posts (5 a month), Reach (4 campaigns, 500 sends a month), Respond (3 forms, 250 responses), Relay at 5 GB, the Revenue accounting workspace, Rover, and contacts and companies without a monthly ceiling.

Business Class adds Reconnect video meetings and webinars, the smart email finder, the pre-meeting company scan, prospect intelligence, and raises the allowances — 500 logs, 150 forwards, 10 meeting preps, 15 reports, 15 social posts, 100 card scans, Reach at 6 campaigns and 1,000 sends, Respond at 10 forms and 1,000 responses, Relay at 10 GB.

First Class adds newsletters (12 a month), the client knowledge base and the forward pipeline view, and raises allowances again — 1,000 logs, 500 forwards, 30 meeting preps, 50 reports, 60 social posts, 150 card scans, Respond at 25 forms and 5,000 responses, Relay at 25 GB.

Charter 5 and Charter 10 carry the First Class feature set across a team, with the team management tools described above.

Top-ups are available where a month runs hot, from R79 — extra logs, reports, email credits, social posts, meeting preps or newsletters — without moving up a plan.

The trial

14 days, no card required. It gives a working sample of the paid features rather than a specific tier's allowances. When it ends the account settles into free Economy rather than closing: contacts, companies and relationship history stay.

The Honours Board

The first 200 members to subscribe take a numbered founding seat, listed publicly on an honours board and grouped into bands — Founder, Morning Drive, The Pride, The Sundowners, The Campfire — with the earlier bands holding their price for a fixed term or for as long as they remain subscribed. A seat is released if the subscription lapses.

The apps

iPhone and iPad	<i>RepBud: Sales Companion</i> on the App Store — free to download, iOS 15.1 and later, rated 4+, listed under Business and Productivity. First released 10 May 2026; current version 1.3.0.
Android	<i>RepBud</i> on Google Play — free to download, listed under Business.
Web	repbud.app — the dashboard, the trade events directory, and the free tools.

Everything is one account across the three.

Worth knowing for a review:

- **Mileage tracking differs by platform.** On iPhone a trip records in the background with the phone pocketed. On Android the app has to stay on screen while driving — background location on Android requires an additional review process that has not been completed, and RepBud says so in the app rather than quietly recording less.
- **Prices inside the apps come from Apple and Google**, in the storefront's own currency. They currently match the website to the rand in every currency RepBud sells in, but Apple sets its prices from a fixed ladder and does not re-convert when exchange rates move, so the two can drift apart in future. Premium Economy, Business Class monthly and annual, and First Class monthly can be bought inside the apps. First Class annual is bought on the web because it sits above Apple's in-app price ceiling; the Charter team plans are bought on the web because team plans are arranged directly.
- **The app always reads live.** On a weak connection it tells you the read did not complete, rather than showing an empty list — so a moment of poor signal is never mistaken for an empty contact book. Anything already on screen stays there.

Privacy, consent and data

- **Consent is built into outbound email.** Reach applies South African POPIA rules alongside UK PECR and German UWG, and where a recipient's country is unknown it applies the strictest of them. There is no control that marks a whole list as opted in.
- **Location is city-level and opt-in.** Who's Nearby shares a city, not a position, and a member chooses who can see them — anyone, chosen people, or a saved group.
- **Profiles open by agreement.** Contact details on a member profile stay hidden until a connection is accepted.
- **Client reports are shared deliberately.** A client sees a report when the rep has published it and switched reports on for that client, and not before.
- **The record belongs to the member,** and can be exported, including on the free tier.
- **Rate confidentiality is enforced in the database,** not left to whoever is sending the campaign, so net rates reach the operators entitled to see them and nobody else.
- **Properties' budgets stay private.** A RepBud Ready listing can carry a representation budget, and reps do not see it.
- **Account deletion is in the app,** not behind a support request.

Who builds it

RepBud is built by **Charnette Labs**, the trading name of Charnette Ltd, a technology studio working specifically with the tourism industry — websites and apps for tour operators, safari and travel businesses, representation companies and industry events. RepBud grew out of that work: the studio knows this industry from the inside, and chose to build for the sales side of the trade properly rather than adapt a general-purpose CRM.

The company is led by **Graeme Watson**, who spent close to two decades in luxury safari sales, representation and client-facing roles across the African travel market, and is a former SATSA board director. RepBud is built by someone who sat on the rep side of the table, for the people still sitting there.

Facts at a glance

What it is	A sales companion and CRM for travel trade sales — representatives, sales and marketing managers and business development managers — with accounting, campaigns, forms, file transfer and video meetings in the same account
Where	repbud.app · iPhone and Android apps · web dashboard
Founded by	Graeme Watson — close to two decades in luxury safari sales and representation across the African travel market, former SATSA board director
Built by	Charnette Labs — a technology studio building websites and apps for the tourism industry. Trading name of Charnette Ltd
Registered	Charnette Ltd, England and Wales, company number 17167712 · ICO registration ZC206607
First app release	10 May 2026 (iOS); current version 1.3.0
Currencies	ZAR, USD, GBP, EUR
Free tier	Economy — no card, no expiry
Trial	14 days, no card
Free for	Travel agents and tour operators (RepBuddies), travel media (Reporters), properties seeking representation (RepBud Ready)
Press contact	hello@repbud.app

Names you will meet

RepBud names things after the landscape it borrows from. A glossary lives at repbud.app/names.

NAME	WHAT IT IS
The RepBud Reserve	The member community as a whole
The Ridge	The rep's home dashboard — the high ground where everything is visible
The Lantern	The review queue for captured material
The Trail	The follow-up list
The Brief	The daily briefing
The Watering Hole	The progress view for clearing the day
Field Log	Capturing an interaction
Smoke Signals	A short ping to colleagues nearby
Your Cabin	The subscription plan — Economy through to First Class and Charter
RepBuddy	A travel agent or tour operator member
RepBud Ready	A property or business seeking representation
Rapport	Matching between reps and those properties
Rover	The referral programme
Ray	The in-app assistant

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