

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Bruce Mackie
Advertiser	Traveller24.com
Consumer/Competitor	Consumer - Breach
File reference	Traveller24.com – Bruce Mackie
Outcome	Upheld
Date	8 July 2019

On 9 April 2019, the Directorate of the Advertising Regulatory Board issued a decision with respect to a complaint lodged by Bruce Mackie website advertising by Traveller24.com.

Description of the advertising

The advertising was for a Zululand Battlefields 4x4 Adventure, and only listed the VAT exclusive price.

Decision of 9 April 2019

The Complainant took issue with advertising only listing the VAT exclusive price. The Complainant submitted that this is illegal. The Respondent undertook to amend the advertising and the Directorate accepted this undertaking as resolution of the matter.

Breach allegation

The Complainant submitted that the advertising had not been amended.

Breach response

Despite all reasonable attempts, the ARB was unable to get a response from the Advertiser.

Breach decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The Directorate visited the Advertiser's website at:

<https://www.traveller24.com/TravelPlanning/TravelDeals/zululand-battlefields-4x4-adventure-epic-tour-follows-anglo-zulu-war-from-start-to-finish-20190129>.

The original advertisement indeed still appears at this link, with the VAT exclusive price.

This is *ex facie* in breach of the undertaking by the Advertiser. The Advertiser has provided no explanation or advice in this regard, and the ARB therefore has no choice but to conclude that the Advertiser is in breach of the decision issued by the ARB on 9 April 2019.

The ARB will therefore proceed to issue an Ad-Alert to its members and stakeholders in terms of Clause 15.4 of the Procedural Guide.