

ASA warns of Swiss scam

The Advertising Standards Authority (ASA) of South Africa is advising the SA hospitality industry to be very careful of signing offers for free advertising. A Swiss company called Nova Channel appears to be scamming South Africa hotels and accommodation services with an offer to place a listing in their publication "free of charge". The company, which is well-known to the Swiss authorities and about which the ASA has already received two complaints, then charges for the ad and pursues the debt aggressively. The European Advertising Standards Authority also mention European City Guide and Construct Data Verlag as companies to look out for - click [here](#) for "EASA tips to avoid scams by direct mail".

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