



REPUBLIC OF ZAMBIA  
MINISTRY OF TOURISM,  
DEPARTMENT OF TOURISM

MEASURES PUT IN PLACE BY THE GOVERNMENT OF THE  
REPUBLIC OF ZAMBIA TO MITIGATE THE IMPACT OF COVID-  
19 ON TOURISM-PRESENTATION AT THE BEST PRACTICES  
WORKSHOP HELD VIRTUALLY ON 2<sup>ND</sup> MARCH, 2022.

# PRESENTATION OUTLINE

- INTRODUCTION
- SUPPLY SIDE MEASURES
- DEMAND SIDE MEASURES
- SAFETY MEASURES
- CONCLUSION

# INTRODUCTION

- Tourism is undoubtedly one of the sectors that have been hardest hit by the Corona Virus(COVID 19) pandemic and as such it will not do for tourism stakeholders to continue with a business as usual approach to tourism development.
- This presentation outlines what the Government of the Republic of Zambia has done to address the negative impact of the pandemic on tourism.

# SUPPLY SIDE MEASURES

- To ensure a stable supply of tourism services the Government of the Republic of Zambia introduced the following fiscal and non-fiscal measures :
- ❖ Suspended annual license renewal fees paid by hotels and lodges to the Zambia Tourism Agency for an initial period of one year and to be reviewed in line with COVID-19 developments.

# SUPPLY SIDE MEASURES

- ❖ Suspended retention fees paid by tourism enterprises and hotel manager registration fees, for a period of one year effective 1st January, 2021.
- ❖ Granted relief on concession fees for facilities in the National Parks and Game Management Areas. The relief was up to 50 percent for the year 2020

# SUPPLY SIDE MEASURES CONT'D

- ❖ Granted relief on the 60 percent payment of annual animal quotas to allow Safari operators pay for quotas (animal fees) on an 'as and when' basis; as and when they have tourist arrivals and not payment based on contract targets up to end 2021
- ❖ Suspended customs duty on the importation of Safari motor vehicles; Game viewing vehicles with a seating capacity of at least 8 people.

# SUPPLY SIDE MEASURES CONT'D

- ❖ Provided relief for the guaranteed minimum occupancy rate for the facilities in the National Parks to be based on actual occupancy and not the contractual target occupancy rate up to end of 2021.
- ❖ Facilitated the development of Samfya Beach and the surrounding attractions as an anchor tourism attraction through construction of facilities such as a 3-star hotel, international conference centre and shopping mall by 2022.

# SUPPLY SIDE MEASURES CONT'D

- ❖ Provided a 10 billion kwacha( US\$ 527,000,000) stimulus package to cushion businesses from the impact of COVID-19
- ❖ Provided a 30 million kwacha( US\$1,500,000) stimulus package for the creative and performing arts subsectors
- ❖ Strengthened Youth empowerment to support tourism product diversification
- ❖ Developed the soon to be launched Zambia Tourism Investment Guide to promote and incentivise investment in the sector.



# DEMAND SIDE MEASURES

- In order to stimulate demand government embarked on the following measures :
- ❖ Positioned Livingstone as a premier centre for Meetings, International Conferences and Events (MICE) in Southern Africa.
- ❖ Engaging tourism operators to develop packages to boost the under explored tourism products in the Northern Circuit.

## DEMAND SIDE MEASURES-CONT'D

- ❖ Working on legislation that will facilitate the introduction of concessional rates for tourism activities or packages for Zambians by 2022
- ❖ Launched the domestic tourism campaign to encourage local participation in the sector
- ❖ Launched the Domestic Tourism Development Strategy in December, 2021

# SAFETY MEASURES

- To ensure that Zambia is a safe destination for visitors Zambia has heightened its screening measures for COVID 19;
- Rolled out the vaccination of citizens against COVID-19 and is encouraging all tourism personnel both public and private to be fully vaccinated.

# CONCLUSION

- As Zambia we would like to express our gratitude to the organisers of this workshop which has underscored the importance of collaborative efforts in addressing the negative impact of COVID 19 on the tourism sector.
- The lessons learnt from this forum will go a long way in enhancing the measures already put in place by the Zambian government to ensure that tourism rebounds.