

Tourism Sector Recovery Plan

22 April 2021

broadening horizons



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Table of Contents

- Introduction
- Context
- Emerging travel & tourism trends
- Alignment of the plan to the ERRP
- Strategic Approach
- Pillars
 - Protect and rejuvenate supply
 - Reignite demand
 - Strengthening enabling capability
- Enablers
- Implementation



Introduction

- The COVID-19 pandemic has had a profound impact on the economy and the tourism sector in particular;
- The Department of Tourism initiated the development of a Plan to facilitate recovery of the sector;
- The Plan is a product of a collaboration with key stakeholders from government, the sector and other social partners;
- The Plan was published for public comment in August 2020.



Context

- The total income of the food and beverages industry from January 2020 to December 2020 decreased by -40,5% compared to January to December 2019.
- Measured in nominal terms (current prices), total income for the tourist accommodation industry decreased by 72,7% in February 2021 compared with February 2020
- Limitations on gatherings has brought the MICE sector to a grinding halt
- The association of a Covid-19 variant with our country has had a negative impact on the country's brand
- South Africa has been placed on a travel alert by many countries
- Virus is expected to be brought to low levels across the world only by the end of 2022.
- Vaccination will be the major determinant on how quickly we recover
- The sector is potentially facing numerous stop/start cycles as restrictions change in line with the evolution of the virus.

Emerging travel & tourism trends

- The demand for unique, sustainable and exclusive experiences will rise;
- Travellers of overseas holidays will insist on refund guarantees;
- Travellers want the flexibility to change dates and/or destinations;
- The demand for open spaces or rural holidays and outdoor activities will rise to avoid congestion;
- Road travel as opposed to air travel appears to be the preferred mode of holiday travellers;
- More likelihood for avoidance of “busy destinations”;
- Technology will be at the forefront of addressing consumer needs. An example is contactless technology which can be used to address health and safety concerns;

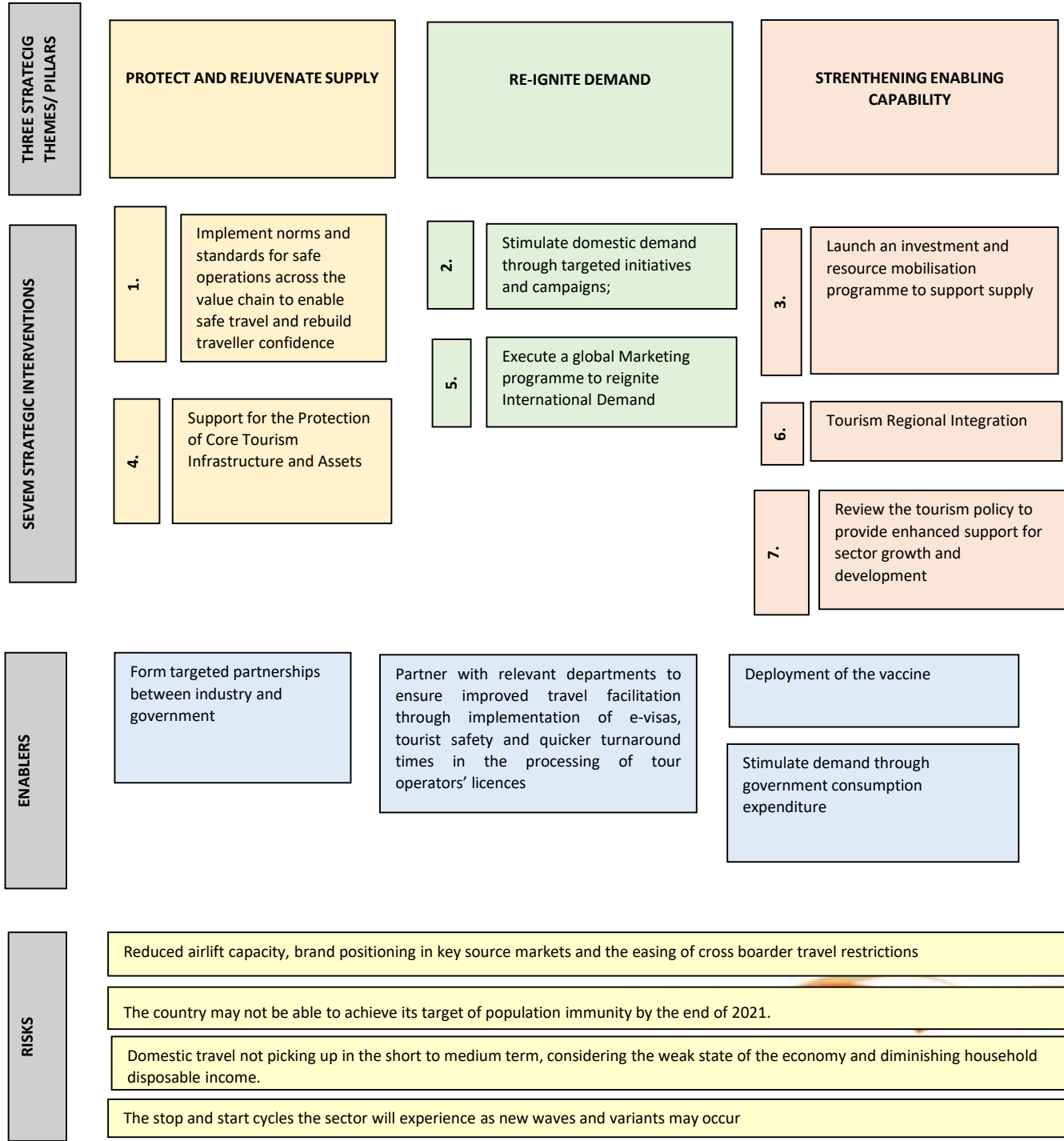


Alignment between ERRP and Tourism Recovery Plan

- Tourism was identified as one of the priority areas of intervention in the ERRP
- The TSRP is anchored on three strategic themes namely:
 - Re-Igniting Demand
 - Rejuvenating Supply; and
 - Strengthening Enabling Capability;
- It has Seven strategic intervention assigned to implementing agents with specific actions and timeframes
- In addition, key enablers are identified to ensure that recovery is supported.
- The tourism sector contributes to the following priorities of the ERRP:
 - Infrastructure development; Mass public employment; Green economy interventions; The inclusion of women and youth; and Skills development



The Approach



PILLAR 1: PROTECT AND REJUVENATE SUPPLY

- Publication of norms and standards for safe operations across the sector;
- Integration of the norms and standards for safe operations into training/learnership programmes;
- Targeted SMME support for compliance with Norms and Standards;
- Monitoring of industry compliance; and
- Infrastructure maintenance and development in state owned and community-based tourism sites.



PILLAR 2: RE-IGNITE DEMAND

- Implementation of a domestic tourism deal-driven consumer based campaign;
- Implement support mechanisms for the hosting of national events in villages, townships and small towns;
- Encourage the safe hosting of domestic business events to rejuvenate Meetings, Incentives, Conference and Events market;
- Stimulate utilisation of underutilised tourism facilities through creation of a network of budget resort;
- Implement a regional marketing campaign;
- Implement a global marketing campaign targeted at high value source markets;
- Build a future pipeline of international business events.



PILLAR 3: STRENGTHENING CAPABILITY

- Establish a Support Hub to provide non-financial support to tourism business;
- Implementing the Tourism Equity Fund;
- Implement the Green Tourism Incentive Fund;
- Inclusion of verification of products into the national Grading system;
- Industry Marketing collaboration with regional counterparts;
- Harmonisation of protocols for safe tourism operations at industry level in the region; and
- Reviewed Tourism Policy Framework.



ENABLERS

- Partnerships on norms and standards and protocols for safe operations in the sector;
- Implementation of Joint marketing campaign;
- Partnership with SAPS to develop initiatives to support tourist safety;
- Roll out of e-visas in targeted markets;
- Improved turnaround times in the issuance of tour operating licenses;
- Re-establish South Africa's airlift capacity;
- Adoption of COVID19 safe travel passport;
- Implementation of technologies for ease of passenger processing at ports of entry; and
- Government consumption to stimulate demand in business events.



Implementation

- The Department of Tourism and SA Tourism shall play a lead coordinating role
- Partnership between the Public and Private Sector a necessary ingredient for successful implementation
- The participation of all social partners in the planning and implementation of all the actions is also critical;
- Monitoring and evaluation system of the implementation will generate quarterly reports



Intended outcomes

- Greater diversification of the supply side of the tourism market
- Increased quantum and focus on infrastructure investments in the tourism sector
- Protection and creation of Jobs in the sector
- A recovered sector, characterized by greater inclusion
- Greater confidence in South Africa as a safe destination
- An improved South African Brand
- Turning domestic tourism into an anchor of the tourism sector
- Increased international arrivals



End

