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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

THREE STRATEGIC THEMES/PILLARS

1. Implement norms and standards for safe operations across the value chain to enable safe travel and rebuild traveller confidence

2. Stimulate domestic demand through targeted initiatives and campaigns;

3. Launch an investment and resource mobilisation programme to support supply

4. Support for the Protection of Core Tourism Infrastructure and Assets

5. Execute a global Marketing programme to reignite International Demand

6. Tourism Regional Integration

7. Review the tourism policy to provide enhanced support for sector growth and development

SEVEN STRATEGIC INTERVENTIONS

1. Support for the Protection of Core Tourism Infrastructure and Assets

2. Stimulate domestic demand through targeted initiatives and campaigns;

3. Execute a global Marketing programme to reignite International Demand

4. Support for the Protection of Core Tourism Infrastructure and Assets

5. Launch an investment and resource mobilisation programme to support supply

6. Tourism Regional Integration

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ENABLERS

1. Form targeted partnerships between industry and government

2. Partner with relevant departments to ensure improved travel facilitation through implementation of e-visas, tourist safety and quicker turnaround times in the processing of tour operators’ licences

3. Deployment of the vaccine

4. Stimulate demand through government consumption expenditure

5. Reduced airlift capacity, brand positioning in key source markets and the easing of cross border travel restrictions

6. The country may not be able to achieve its target of population immunity by the end of 2021.

7. Domestic travel not picking up in the short to medium term, considering the weak state of the economy and diminishing household disposable income.

8. The stop and start cycles the sector will experience as new waves and variants may occur
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.
• 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.
• 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