

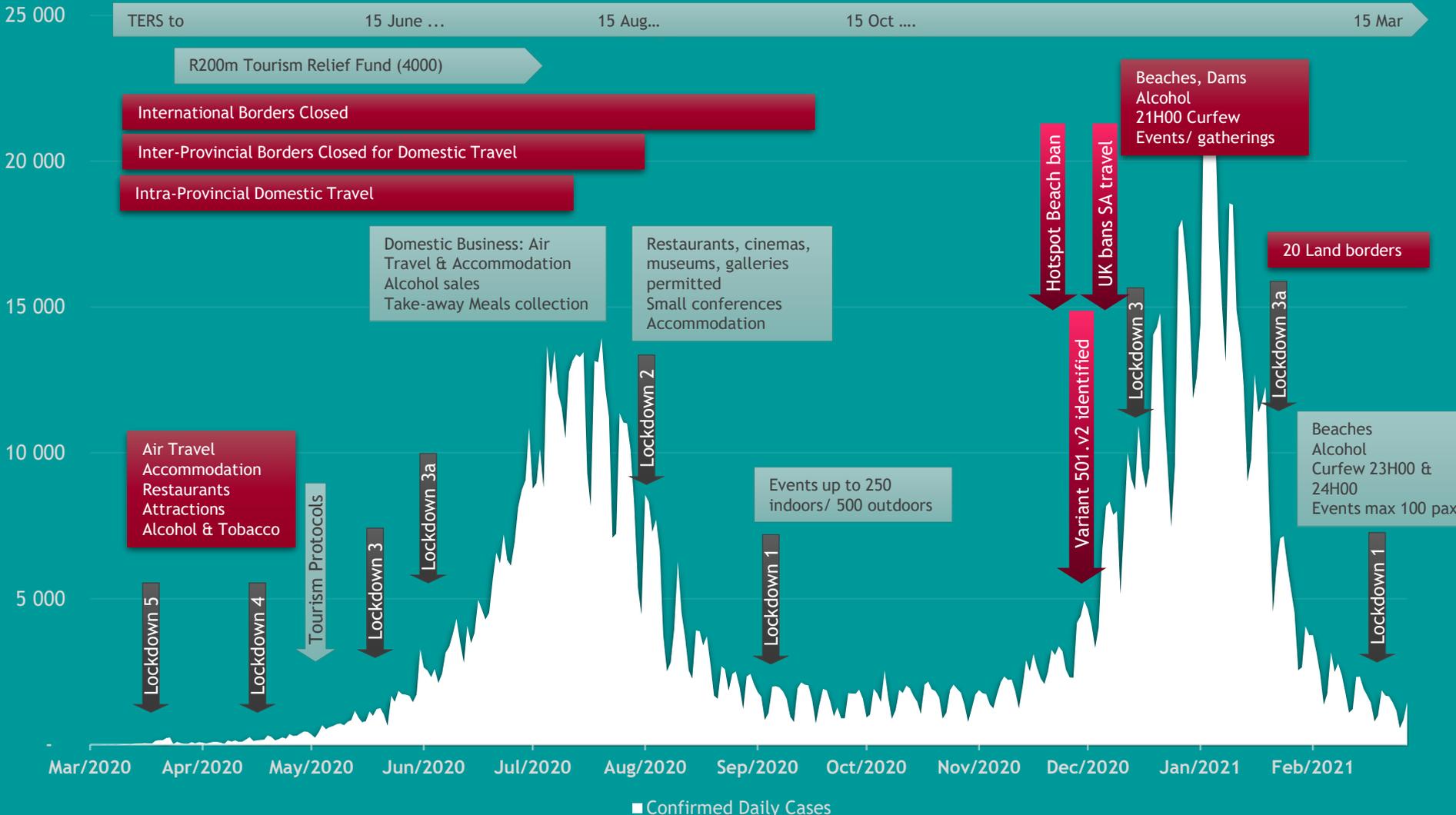


BUILDING RESILIENCE THROUGH REAL-TIME INFORMATION

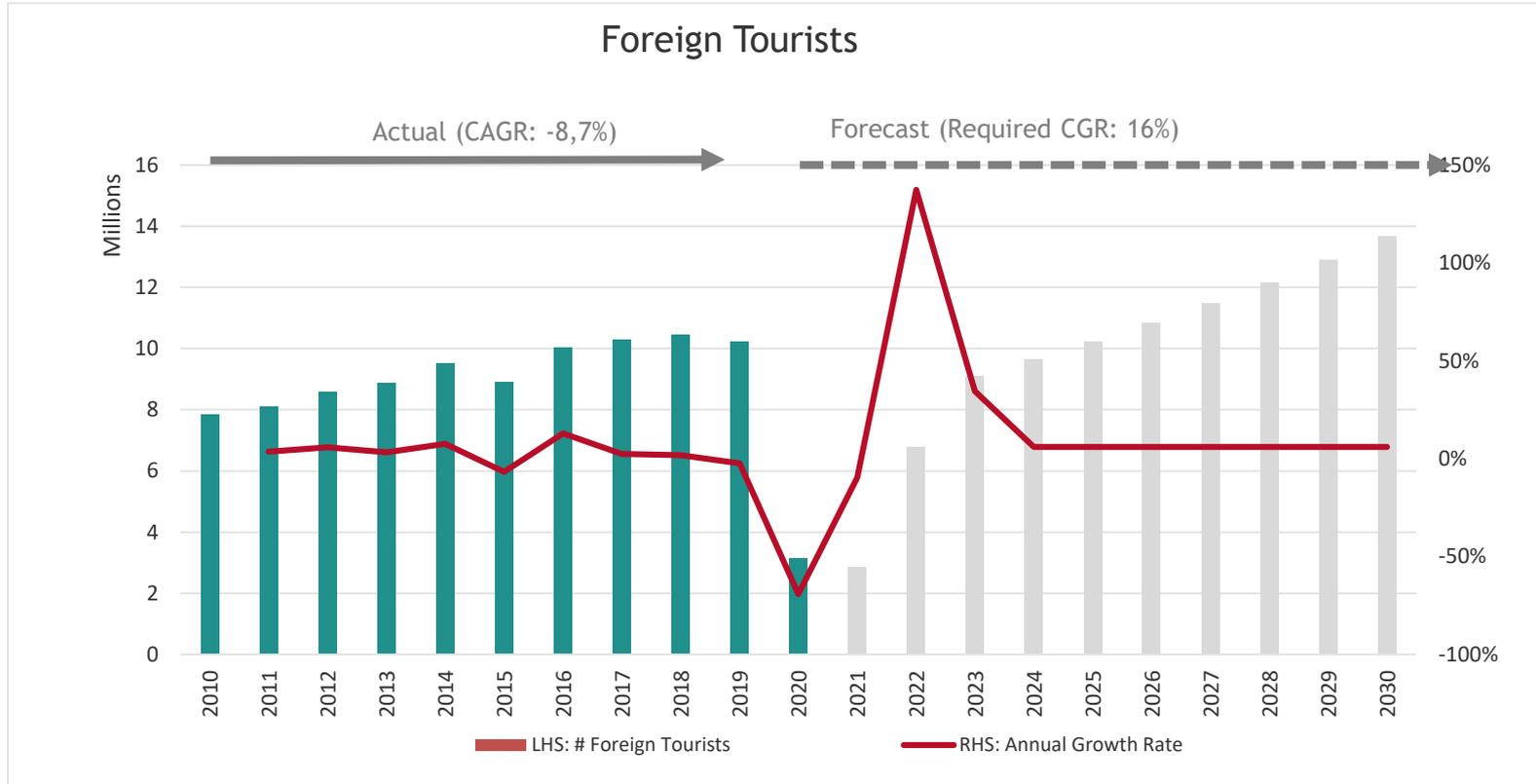
LEE-ANNE BAC

FRANKLY
SPEAKING

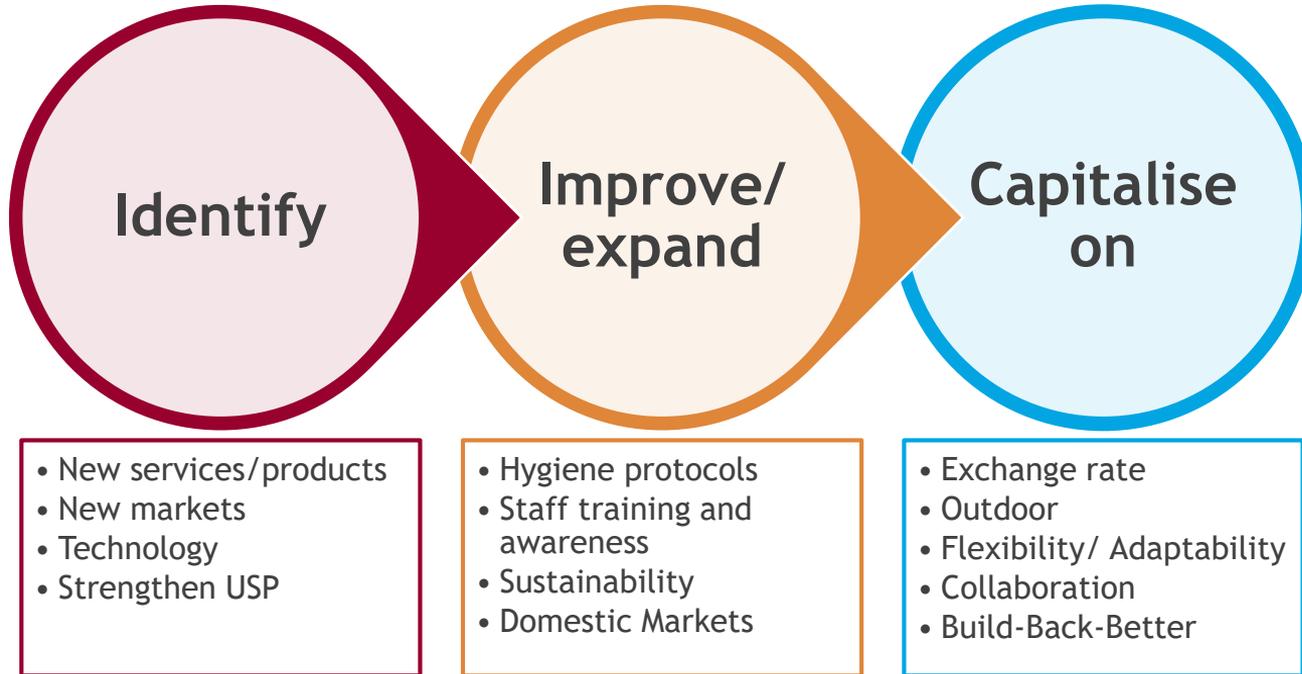
BDO



SO WHEN WILL TOURISM RETURN?



LOOK FOR THE OPPORTUNITIES TO RESET



TACTICS FOR THE “BIGGER US”

- ▶ Reward health care workers
- ▶ Prioritise the vaccination frontline workers
- ▶ Provide working capital for products to restart
- ▶ Domestic tourism campaign i.e. “100 reasons to travel in South Africa”
- ▶ Make travel and tourism better, not only safer.
 - ▶ Excite / attract customers with exceptional travel experiences
 - ▶ Give travelers more choice / control,
 - ▶ Authenticity in experiences / personalization
- ▶ Health / hygiene protocols implemented in ways that avoid making travel more difficult