COVID-19
CONTENT CENTRE

TOURISM INDUSTRY WORKSHOP
17 MARCH 2020
OUR GOAL | TOURISM BLUEPRINT 2030

INCREASE DIRECT TOURISM SPEND BY MORE THAN

R60 Billion

BY 2030

FOREIGN DIRECT SPEND

R55 Billion

ARRIVALS TO 5.7M

DOMESTIC DIRECT SPEND

R7 billion

ARRIVALS
CAR APPROACH

**TODAY**

**CONTAINMENT**
Gathering of information from the industry and developing responses

**TODAY & TOMORROW**

**ADAPTATION**
Find the best practice and share, learn from others who are ahead of the curve

**TODAY & TOMORROW**

**RECOVERY**
Financial and destination resilience

**IN THE FUTURE**

**MEASUREMENT**
How did we come out of this
CONTAINMENT

INDUSTRY ENGAGEMENT
What are your members asking? What support do they need? What information do you need?

SINGLE PLATFORM
Launch Friday

HOTLINE
supportbusiness@wesgro.co.za
ADAPTATION

GLOBAL BEST PRACTICE
Let’s learn from those before us. We find, we look at what you need, we share the relevant information.

BUSINESS UNUSUAL
How we continue to deliver our mandate in this new world.

REPUTATION MANAGEMENT
Continue to showcase a positive image for the destination locally and globally to remain top of mind.
What we know in terms of destination recovery after a crisis:

1. Lower the level of familiarity (not awareness) the slower the recovery (repeat visitors)
2. The perception of a destination
3. The perception of personal risk once in destination
4. Travel motivations
5. Make domestic a focus – build product and awareness
RECOVERY LEAD TIME?

Epidemics and outbreaks

Average: 19.4 months
Range: 10 – 34.9 months

WTTC
46.9% of visitors to South Africa had visited 10 times more more
18.8% of visitors to South Africa were first time visitors

2019, South African Tourism
RECOVERY

RACE TO MARKET
Everyone already thinking recovery

BIGGEST PROVINCIAL DATABASE
Digital footprint
Repeat visitor nostalgia

WHITE LABEL
Build your database, we can share content (video, images, copy articles, research)
SUCCESS

AUDIENCE SEGMENTATION
Audience segmentation per industry will impact messaging and drive revenue sustainability

MESSAGING
Heartfelt

TIMING
Race for the markets
Today every single destination is already thinking about recovery
THE PLAN

WHAT WE DO

1. SEGMENTATION
   Associations is the route to the industry

2. BUSINESS SUPPORT
   Single voice through the various infection phases
   Platform (launches Friday) – SEM, SEO and PPC
   White label

3. PRO-ACTIVE DESTINATION MANAGEMENT
   Promotion of the destination through the development of content and distribution thereof through online assets (for e.g. Wikipedia)

4. DESTINATION MONITORING
   Online tracking of conversations and engaging with the correct facts

5. CONTENT CREATION
   Videos and images
   Research and articles
   Statements and infographics
   Stories of kindness

6. RECOVERY
   Biggest, collaborative CRM programme
THANK YOU

Coming together is a beginning
Staying together is progress
And working together is success

Henry Ford
CONTACT US

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