



COVID-19 CONTENT CENTRE

TOURISM INDUSTRY WORKSHOP
17 MARCH 2020

OUR GOAL | TOURISM BLUEPRINT 2030



CAR APPROACH



CONTAINMENT

4



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

5



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

RECOVERY



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



REPEAT RATE

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

10

MESSAGING

Heartfelt

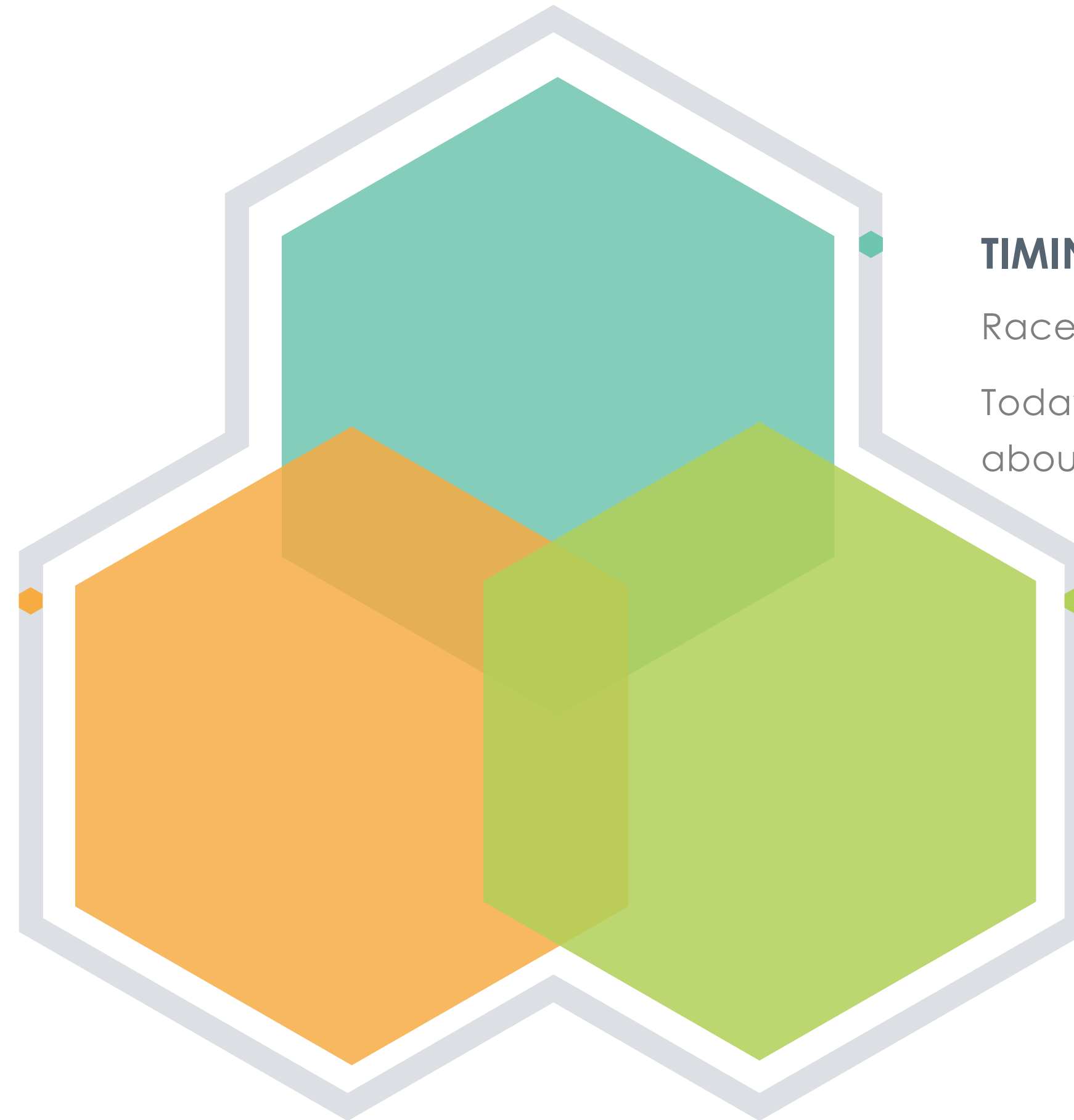
TIMING

Race for the markets

Today every single destination is already thinking about recovery

AUDIENCE SEGMENTATION

Audience segmentation per industry will impact messaging and drive revenue sustainability



THE PLAN





THANK YOU

Coming together is a **beginning**

Staying together is **progress**

And working together is **success**

Henry Ford



CONTACT US

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