



Western Cape
Government
FOR YOU

Department of Economic
Development and Tourism

Tourism Recovery Plan

Tourism Sector Professionalisation Workshop

22 February 2022

Agenda

- Approach to Tourism Recovery to date
- Reignite Tourism Action Plan 2021/22
- Tourism Blueprint 2030

Approach to Tourism Recovery to date

Approach & timeline

MARCH

State of disaster declared and first lockdowns imposed

JUNE

Domestic flights resume

OCTOBER

International flights resume

JULY

DEDAT developed Reignite Tourism Action Plan in collaboration with industry

DECEMBER

Omicron travel bans

2019

2020

2020

2020

2020

2020

2021

2021

2021

2021

DECEMBER

First reported cases

APRIL

All flights grounded

CAR (Containment, Adaptation & Recovery) framework adopted by DEDAT

AUGUST

National Tourism Sector Recovery Plan published

MARCH

National vaccination programme commences

Western Cape Recovery Plan published

NOVEMBER

Integration of 3-year Tourism Recovery Plan in Tourism Blueprint 2030

Reignite Tourism Action Plan 2021/22

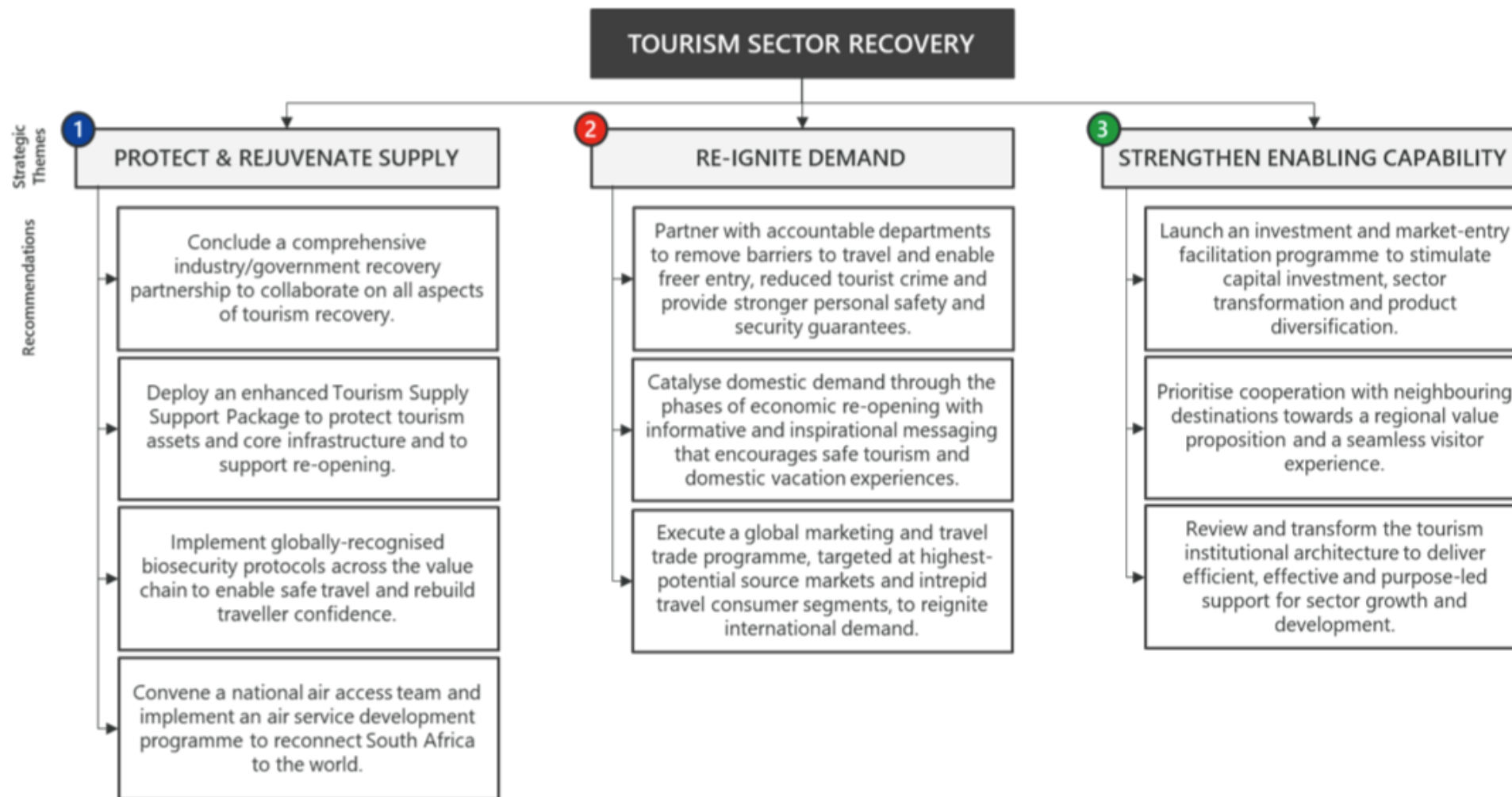
A top-down view of various travel items arranged on a green topographic map. In the upper left, there's a silver compass with a black dial. Below it is a black camera lens with yellow markings. To the right of the lens is a black wristwatch with a white face and a red strap. Below the watch is a silver digital watch with a black strap. In the bottom left corner, there's a brown leather wallet with several Euro banknotes (10, 20, and 50 Euro) partially visible. A pair of black-rimmed glasses is in the upper right. The map shows green terrain with brown contour lines and blue lines representing water bodies.

The Reignite Tourism Action Plan

A **short-term action plan** to focus activities and the resources of DEDAT, Wesgro and our partners to reignite travel during the 2021/22 season.

Reignite Tourism Action Plan

Alignment with national recovery plan



Reignite Tourism Action Plan

Targets

- Recover **domestic arrivals** at Cape Town International Airport (domestic terminal) to **70%** of 2019 season figures.
- Recover **international arrivals** at Cape Town International Airport (international terminal) to **20%** of 2019 season figures.



Three drivers

1. Restore access, movement and confidence
2. Protect tourism assets and the skills base
3. Entice tourists back with striking new marketing campaigns



Driver 1

Restore access,
movement and
confidence

Improving ease of
access and
movement,
removing
regulatory barriers
and restrictions,
and restore
confidence in the
destination.

Reignite Tourism Action Plan

Progress on Driver 1: Restore access, movement and confidence

- Most of the objectives have been reached in terms of removing **travel restrictions** from source markets, improving airlift and reopening for cruising – although Omicron did set-back recovery and saw the reintroduction of mostly short-lived travel bans against South Africa. Cruise saw a number of cancellations. Prior to Omicron, 29 cruise visits were scheduled for Cape Town.
- **National digital health passport** in place.
- Training of Tourist Guides and 20 SMMEs in **COVID-19 protocols** as well the **National Norms and Standards**.
- **Integrated Season Readiness Plan** developed and implemented in consultation with the Metro and Districts. 300 tourism monitors deployed and 10 tourism law enforcement officers deployed in Cape Town.
- DEDAT support offered at CTIA and V&A Cruise Terminal to address **Port Health staff shortages**. We started the season with 32 ship visits to Cape Town. After the cancellations due to Omicron we are left with 13 ship visits from Nov until May 2022. Europa was not included in the cancellations as they did come to Cape Town. Our season started Nov 2021 and will end in May 2022.

Driver 2

Protect tourism assets and the skills base

Protect strategic district product clusters and help adapt products to new markets, leverage national and provincial capital projects at strategic state-owned tourism assets, bring back business and leisure events, provide TERS support to resolve red tape, stabilise local tourism capacity and resolve public vehicle licensing concerns



Reignite Tourism Action Plan

Progress on Driver 2: Protect tourism assets and the skills base

- Phases 1 and 2 of the **Tourism Product Development Fund** has benefited 15 beneficiaries to the total value of nearly R8m.
- An estimated R18m secured for the Western Cape through the **National Tourism Infrastructure Maintenance programme** which will invest in tourism infrastructure maintenance at Cederberg Nature Reserve, De Hoop Nature Reserve, Kogelberg Nature Reserve, Goukamma Nature Reserve, Wolwekloof Nature Reserve and Lookout Hill in Khayelitsha.
- **Western Cape Business Events Support Project** launched and Wesgro has funded 47 **regional events** year to date in support of the events industry.
- DEDAT co-hosted a **Tourism Peer Learning Network Event** with the National Department of Tourism (NDT) for incoming municipal Councillors and LED officials. The focus was on strengthening local tourism capacity.
- DEDAT is also collaborating with NDT on a **professionalisation and skills conference** which will be jointly hosted in February in support of industry skills retention, development and professionalisation.



Driver 3

Entice tourists back with striking new marketing campaigns

Focus efforts on domestic marketing and product offerings while keeping the destination front of mind through aggressive marketing to priority European source markets

*Get in a
good space*



Find your place. Find yourself.

Striking new domestic and international campaigns

- Implement international campaign, **Good Space**, targeting priority European markets – [watch campaign here](https://www.youtube.com/watch?v=sPZYTrj1Knc) <https://www.youtube.com/watch?v=sPZYTrj1Knc>
- Implement domestic campaign, **Remote Work**, to build confidence in the Western Cape as the destination of choice to do business remotely.
- Implement campaign, **Far Away Feeling**, building on the 2020 campaign to reposition the Western Cape among domestic markets - [watch campaign here](https://youtu.be/IWQCd2m9dQM) <https://youtu.be/IWQCd2m9dQM>



Reputation management: Omicron Rapid Response Team

World-class support provided to passengers at CTIA during the first few days of international travel bans

Reignite Tourism Action Plan

Progress on Driver 3: Entice tourists back with striking new marketing campaigns

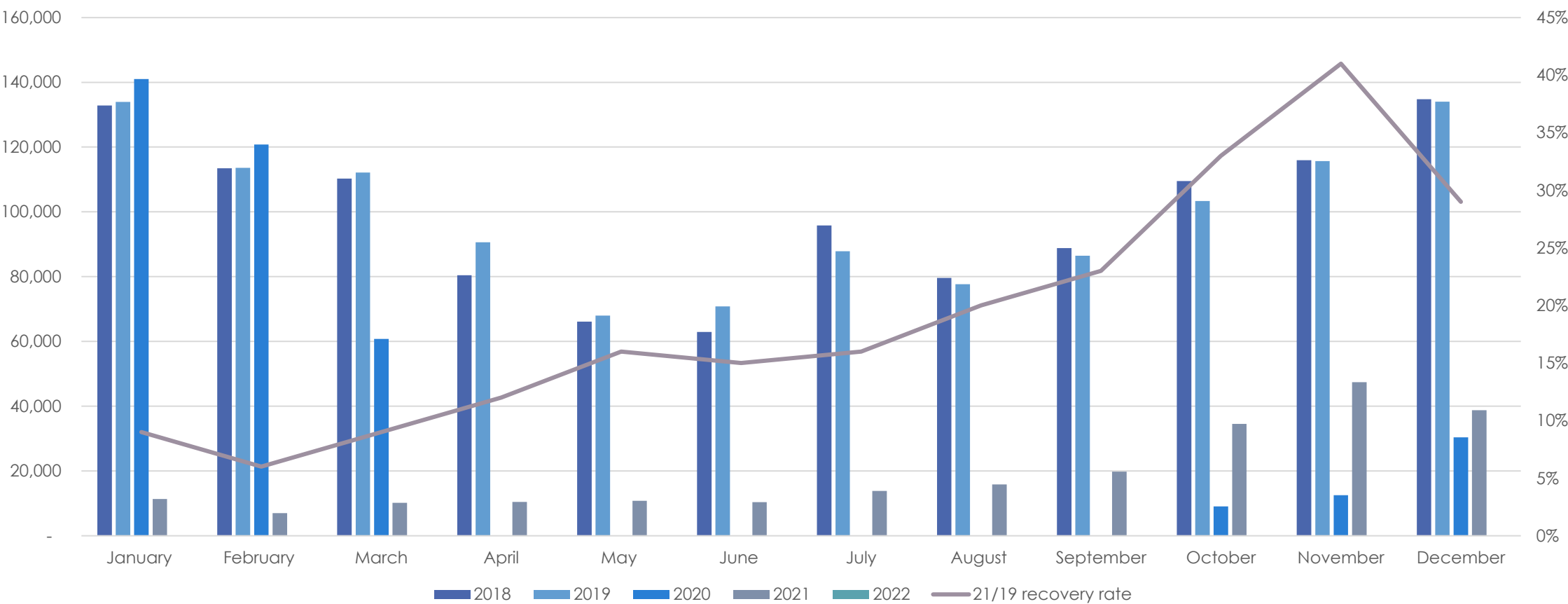
- 2021/22 domestic campaign 'Get that Faraway Feeling' launched to market. Almost 1 million views on the Bali TikTok video.
- International campaigns live targeting UK, Germany and The Netherlands and aligned to booking seasons. German and Dutch 'Neverending Tourist' campaign video officially reached 1 million views before the end of November. The campaign was chosen as part of Facebook's "best in class" globally.
- 22 leisure events supported during the season to date
- 7 conference bids secured during the season to date

Performance against targets to date

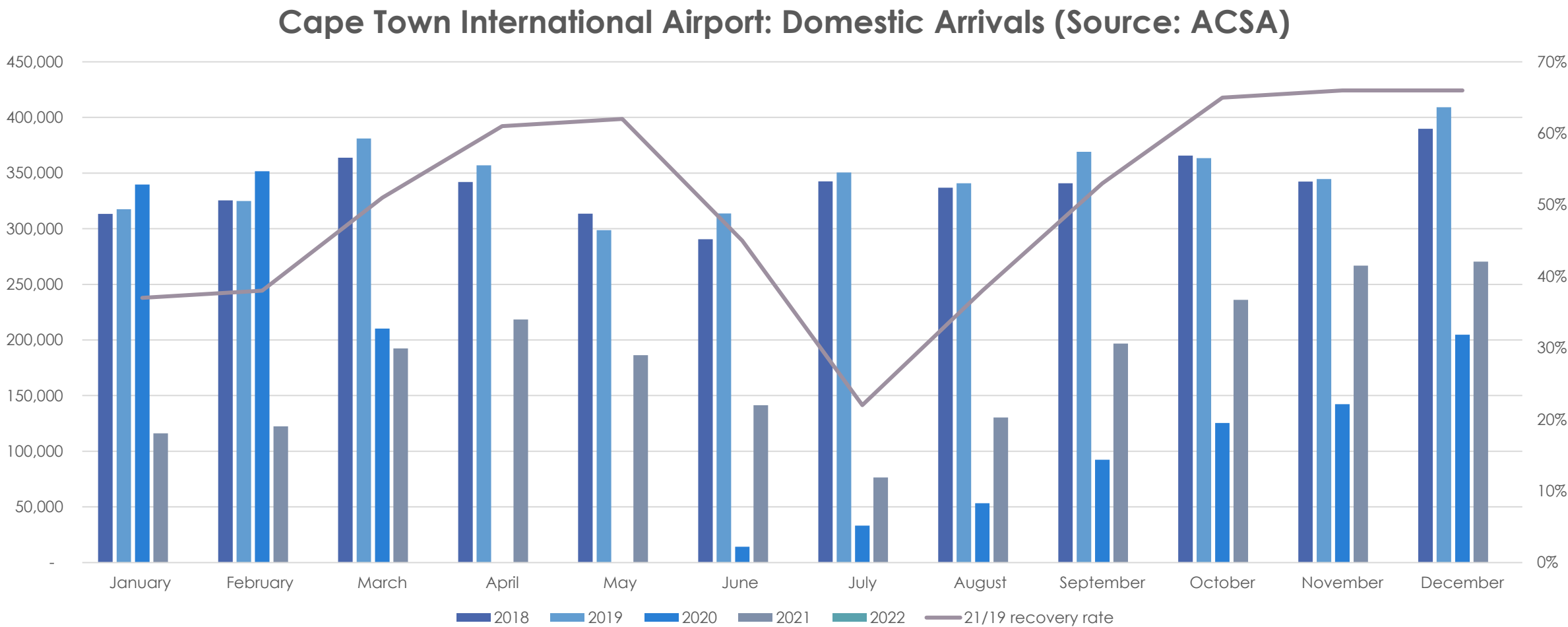
- December 2021 recovery in **domestic arrivals** at Cape Town International Airport (domestic terminal) was at **66%** of 2019 figures, thus slightly below the target of **70%**.
- November 2021 recovery in **international arrivals** at Cape Town International Airport (international terminal) was the highest for the season thus far at **38%** of 2019 figures. In December this dropped to **27%** but recovered to **35%** on 2019 figures. The season is not yet over and despite Omicron, the recovery rate has been positive when compared to 2020.

Performance against targets to date

Cape Town International Airport: International Arrivals (Source: ACSA)

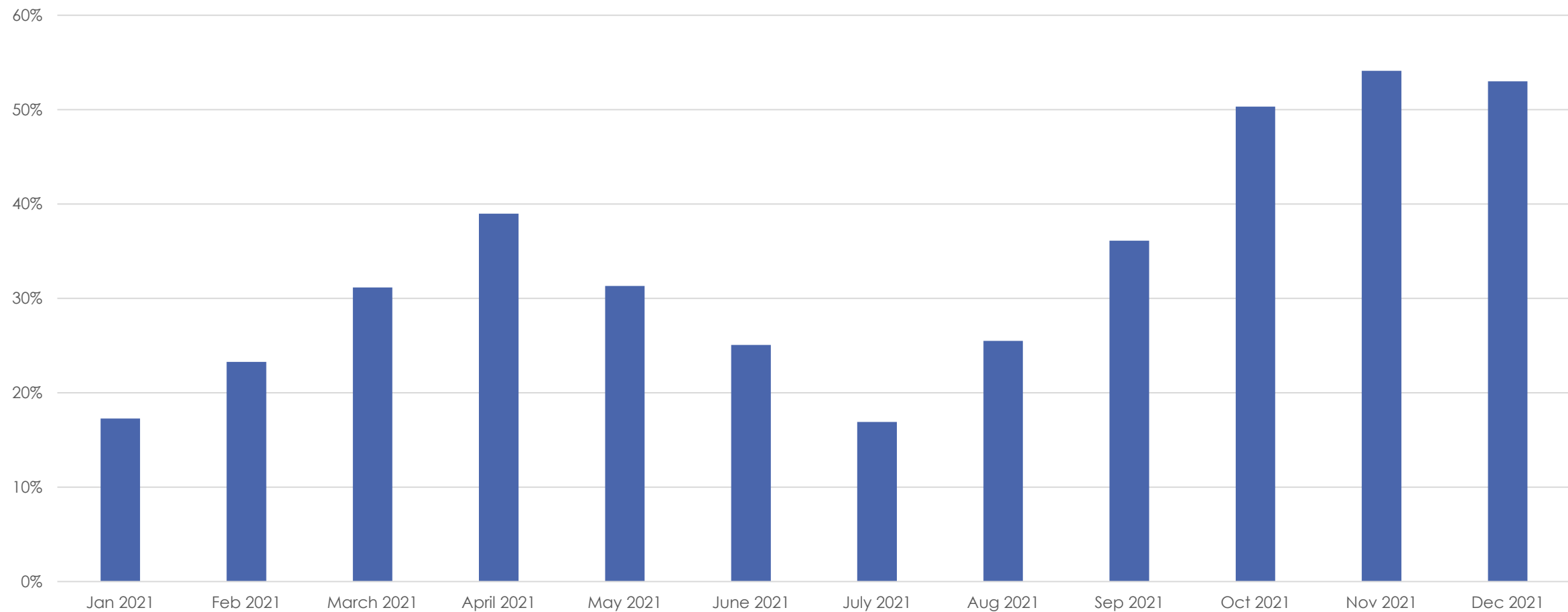


Performance against targets to date



More passenger arrivals are also slowly increasing hotel occupancies

Average hotel occupancies for the Western Cape (Source: STR)



Tourism Blueprint 2030



Tourism Blueprint 2030



**WE NOW LIVE IN
THE POST COVID-19
VISITOR ECONOMY**

COVID-19

#shiftshappen

Vision

Africa's leading destination for leisure and business travel

Aims of Tourism Blueprint 2030

- Renew focus on **domestic markets**
- Improve the **ease of doing business** for tourism businesses
- Raise the **global profile** of Destination Western Cape
- Identify and develop tourism **infrastructure**
- Drive **geographic spread** of tourism benefits throughout the province
- Grow **visitor numbers and yield**
- Prioritise tourism **development & transformation growth** within each district across the province
- Improve **customer experiences** (quality and service excellence)
- Develop **industry partnership** programmes through action platforms

Tourism Blueprint 2030

How does it benefit the industry?

Benefits

- Aligns recovery with the **long-term destination vision**
- Provides **depth and insight**
- Process driven: **Advisors, consultations and workshops**
- **Agile and adaptable**
- Roadmap for a **collaborative future**
- Identifies barriers and gaps, but allows for **flexibility** around solutions and way forward
- Hopes to drive **development and marketing alignment**
- Responds to reality of **shrinking investment in tourism** by both the public and private sectors

A phased approach to recovery, growth, and sustainability

Phase 1: Swift recovery 2021 – 2023 (Builds on Reignite Tourism Action Plan)

- Accelerate recovery through a package of demand and supply-side interventions
- Restore access, movement and confidence
- Entice tourists back with striking new marketing campaigns
- Protect tourism assets and the skills base
- Make it easier for tourism businesses to operate
- Strengthen local and district recovery capabilities
- Modernise visitor services
- Work collaboratively and with agility

A phased approach to recovery, growth, and sustainability

Phase 2: Build Back Better 2024 - 2026

- Maintaining momentum by resolutely dealing with persistent barriers
- Pursue market penetration strategies in traditional as well as untapped growth markets
- Deliver more competitive, diversified and iconic district offerings
- Unlock the full potential of latent forms of tourism
- Ease supply-side disruptions including skills loss
- Strengthen the resilience of businesses and destinations
- Improve infrastructure through better planning and coordination
- Reduce climate change vulnerability
- Meet minimum national transformation goals as set out in the tourism B-BBEE sector code
- Improve the quality of offerings in particular tours

A phased approach to recovery, growth, and sustainability

Phase 3: Accelerate sustainability and competitiveness 2027 – 2030

- Accelerate supply-side reinvestment in the product base, technology and skills
- Accelerate the decarbonisation of the industry
- Ensure that tourism infrastructure and products are adequately protected from climate change
- Invest in delayed major infrastructure projects including new runways at CTIA
- Launch a new slate of tourism products, attractions and experiences to market
- Expand market presence in new growth markets
- Be the top domestic destination in terms of spend

Summary

Summary

- CAR and Reignite Tourism have shown the value of agile, partnership driven approaches to tourism recovery.
- From crisis comes opportunity – Tourism Blueprint 2030 sets out a clear and achievable path for Destination Western Cape to recover, grow and prosper.
- 2022 is the year to transition from short-term response to a focus on optimising the growth potential of tourism over the medium- and long-term.

Thank you