




# UMZINYATHI DISTRICT MUNICIPALITY PTIC PRESENTAION

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# INTRODUCTION

The tourism sector is identified as one of the key drivers of the local economy of Umzinyathi District hence the Municipality continues to embark on various endeavours which aim to facilitate growth and inclusiveness in an industry where historically socio-economic beneficiation has been experienced by a few.



# INTRODUCTION

- However, the Covid 19 pandemic has severely affected the tourism industry in Umzinyathi District.
- Businesses are concerned about future bookings (at this stage not sure whether the international tourists would still come in numbers to visit the District like it used to before virus out-break).

# INTRODUCTION

- Businesses are experiencing extensive loss due to booking cancellation of significant tours.



# Key affected sectors

- Accommodation (phased approach to various segments /types)
  - Travel (Buses, mini-buses, shuttle services).
  - Hospitality (Restaurants, food delivery, bars and taverns)
  - Conferencing & Events (Venues, catering, décor, artists, event suppliers such as IT, AV mobile venues etc.)
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# Key affected sectors

- Tour guides and activity operators
  - Attractions and facilities (museums, monuments, visitor centres, tourist routes, battlefield sites etc.)
  - Tourism products (crafts, markets).
  - Community Tourism Organizations.
  - Tourism Information Offices.
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# Tourism Relief Fund Beneficiaries

- Dundee has approximately 27 registered accommodation establishments who are members of Dundee Tourism Office.
- Very few businesses benefitted R50 000.00 each in Dundee and these are: Chez Nous, Ingudlane Lodge and Chumlet Safaris.

# Tourism Relief Fund Beneficiaries

- In Mvoti there are 18 BnBs/Hotel establishments. But only 5 businesses applied for Relief Funding, unfortunately none of the 5 were successful in obtaining any funding and remained shut until level 4 where 2 of them were able to open to provide for Essential Services Workers.



# Tourism Relief Funding Beneficiaries

- Approximately, 07 accommodation establishments and 07 tour guides operate in Nquthu. Unfortunately, of the 14 businesses none of them ever received relief funding during this trying time of Covid 19 pandemic situation.

# Tourism Relief Funding Beneficiaries

- In Msinga Municipality only Rorke's Drift Hotel benefitted from Tourism Relief Funding out of 5 business applied. Amongst 5 businesses applied were: Madlula BnB, Mphelankani Entertainment Centre, Siqalo Court, Tugela Valley Lodge.

# Businesses Benefitted from UIF

- Reports submitted by local authorities have revealed that none of the tourism businesses in Umzinyathi District have benefitted from Unemployment Insurance Scheme.



# Businesses that have shut down

- Dundee Tourism has reported that some establishments went on short term while others closed down completely owing to Covid 19 pandemic situation.



# Businesses that retrenched workers

- In Dundee alone approximately 157 employment opportunities in accommodation and tour guiding services reported been lost.

# Plan for Recovery

- As part of the recovery plan the District Municipality is working towards finalizing its District Tourism and Destination Marketing Strategy which will seek to address some of the challenges caused by Covid 19 pandemic.
- The strategy is being developed by Urban Econ on behalf of the District.

# Challenges

- Most of our local tourism enterprises could not benefit from tourism relief funding packages which poses a threat to them.
- The Battlefields Route attracts large number of overseas tourists, since the flight boundaries are currently banned most businesses in the area are struggling to sustain.



# Challenges

- Loss of tourism employment opportunities.
- It has been calculated that a conservative amount of R71 million of tourism related revenue has been lost to the District since the end of February 2020.



***THANK YOU***

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