



# TOWARDS COVID-19 TOURISM RECOVERY

UGU DISTRICT MUNICIPALITY

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TOURISM



PTIC | 17 September 2020

# TOUCH POINTS

**Stakeholder Engagements**

**Business Support Interventions**

**Effects on Businesses & Jobs**

**Tourism Recovery Plan**

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# STAKEHOLDER ENGAGEMENTS

Participated and contributed in major strategic recovery platforms at provincial and district level

## ***Provincial Tourism Recovery Task Team***

Led by EDTEA and TKZN, the task team developed a comprehensive and inclusive ***Tourism Recovery Strategy*** for the province

## ***Ugu District Economic & Infrastructure Development Cluster***

This platform has developed the ***Economic Recovery Plan*** for the district.

## ***District Tourism Stakeholder Engagement***

Through consultations workable solutions for the resurgence of the tourism economy in Ugu DM were formulated into a ***Tourism Recovery Plan***

# BUSINESS SUPPORT INTERVENTIONS

USCT engaged closely with at least 250 tourism businesses to provide support interventions which included

Tourism Relief Fund (TRF) applications

UIF application processes and challenges

grading application processes as per TRF criteria

A. applications of permits for establishments to host essential workers

56 tourism businesses received support from the TRF in Ugu District

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# THE EFFECTS ON TOURISM BUSINESSES & JOBS - *to date*

Some establishments  
reduced staff salaries

Some have implemented  
the staff rotation option -  
no work no pay

7 tourism establishments  
have confirmed the  
closure of their businesses

19 establishments have  
undergone retrenchment  
processes

280 employees from  
different tourism  
establishments have been  
retrenched





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# OUR STRATEGIC PATH TO RECOVERY



**OUR  
APPROACH**

*Focus on  
the target  
market*

*Promote diverse  
outdoor/nature  
based experiences*

*Implement  
quick wins to  
put the  
destination on  
the map  
immediately*

*Building  
confidence on  
the destination  
- Focus on  
health &  
safety*

*Strengthen  
relations with  
stakeholders*

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# DOMESTIC TOURISM



Nature and adventure activities will be attractive, this will present an opportunity for smaller towns to market themselves to city dwellers who were cooped up during lockdown.



KZN South Coast has an abundance of diverse experiences; which include outdoor, coastal and rural experiences, the destination will be most attractive to domestic tourists

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## DESTINATION MARKETING

- Use digital platforms to position South Coast as Top of Mind Destination targeting domestic visitors
- Focus on diverse South Coast offerings: i.e. beaches, adventure, outdoor landscapes, culture & heritage and rural tourism experiences
- Re-introduce and showcase South Coast to visitors as an affordable, family friendly destination that is cautious about health and safety of visitors
- Focus on increasing length of stay and tourist spend



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# DEVELOPMENT

## Business Support

- Motivate LMs to allow flexibility for Guesthouses/Bed & Breakfasts to pay reduced rates for a limited period
- Link tourism businesses with various support funds announced by the national government (Tourism Relief Fund, the Solidarity Fund, KZN Covid-19 Fund, etc)
- Create awareness about operating a tourism business in the midst of Covid-19 - Doing things differently, the new normal
- Create awareness about the Tourism Industry Covid-19 Protocols
- Drive a sense of hope amongst tourism business owners and their employees that KZN South Coast will recover post the COVID-19 pandemic
- Focus on the national grading requirements to improve the quality of service offered and enhance the destination's tourism competitiveness

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## PRODUCT DEVELOPMENT

- Support the development of community based initiatives as a means to generate income and alleviate poverty
- Facilitate or support the development of products or attractions in rural communities in order to encourage the diversity of experiences and create tour packages
- Strengthen relations and work closely with Area Committees/Local Tourism Associations



# DESTINATION APPEAL



## Municipal Interventions

- Address maintenance of beach assets and encourage “Covid clean” beach facilities (ablutions)
- Maintain and expand the blue flag status for beaches
- Aggressively address municipal services such as water shortages, road maintenance, cleanliness, grass cutting and roadside verges

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# FINANCES

**To implement the recovery plan, there is a serious need to address the financial sustainability of Ugu South Coast Tourism**

96% of USCT budget is grant funding

Annual grant increase with LMs linked to CPI, as per SLAs

CPI as at 20 May 2020 is 2.1% - far lower than budgeted

A.No prospects of receiving budgeted grant from LMs due to CPI and low revenue

A.Ugu DM funds 70% of the budget and is 100% in arrears from prior year. There is no commitment as to when grant funding will be paid to USCT.

A.Very low possibility of receiving annual membership fees due to current economic conditions



# NGIYABONGA

