



TOWARDS COVID-19 TOURISM RECOVERY

UGU DISTRICT MUNICIPALITY



TOUCH POINTS

Stakeholder Engagements

Effects on Businesses & Jobs

Business Support Interventions

Tourism Recovery Plan





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*





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

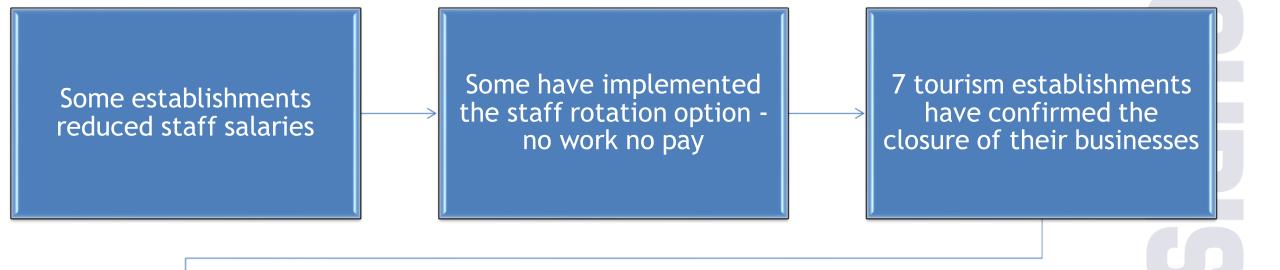
A.applications of permits for establishments to host essential workers

56 tourism
businesses
received support
from the TRF in
Ugu District



THE EFFECTS ON TOURISM BUSINESSES & JOBS - to date





19 establishments have undergone retrenchment processes

280 employees from different tourism establishments have been retrenched





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





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





DESTINATION MARKETING

- Use digital platforms to position South Coat 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









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



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











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



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



