

PROVINCIAL TOURISM AND INVESTMENT COMMITTEE
AMAJUBA DISTRICT REPORT
17 SEPTEMBER 2020



INTRODUCTION

- The tourism industry experienced a negative impact during Covid 19 pandemic especially; in total lockdown;
- Businesses had to lay off, work on short time and retrench workers as they received little or no source of income;
- Some that applied for essential services accommodation provision were barely surviving as they had to cater for a very low number of guests having to observe COVID 19 protocols;
- Hosting of major events has been suspended, this has adversely affected events such as Newcastle Air Show, Newcastle Winter festival just to name a few. The cancellation of these events has resulted in area losing thousands of visitors and revenue;
- Accommodation and restaurants are open for business.

TOURISM RELIEF FUND

BENEFICIARIES

15 Tourism related businesses benefited namely:

- ❑ PWCA Investments Pty Ltd
- ❑ Romaflo Travel Pty Ltd
- ❑ Ruby Sky Trading 236 cc
- ❑ Sintokha Guesthouse
- ❑ TLMZ Guesthouse
- ❑ Zamambongi Guesthouse
- ❑ Zangoku Trading Projects
- ❑ Zipho's B&B
- ❑ Arbor Guest House
- ❑ Big Ideas Empire
- ❑ Dudsk Guesthouse
- ❑ Esizibeni Trading Pty Ltd
- ❑ Farmhouse Gueshouse
- ❑ Mjey Trading
- ❑ Phumula Nathi Motel cc

UIF/TERS, RETRENCHMENTS & SHUT DOWN BUSINESSES

NEWCASTLE UIF/TERS

- 55 Businesses

- RETRENCHMENTS

- 6 Businesses

SHUT DOWN

No confirmed shut down; however 7 businesses are still not operating during level 2 . A trend of accommodation establishments on sale.

EMADLANGENI UIF/TERS

- 2 Businesses

- RETRENCHMENTS

- 3 Businesses

SHUT DOWN

- None reported

RECOVERY PLANS

- ❑ Proposed utility/rates payment plan in Newcastle;
- ❑ Working with trade partners to create a concise tourism events calendar and action plan that can guide event organisers and establish areas of cooperation with trade where tourism marketing and development is concerned
- ❑ Proposed BALELE GAME PARK VIRTUAL HERITAGE CELEBRATION 2020, planned to take place on 29 September 2020 to create awareness of the area; awaiting Council approval

RECOVERY PLANS...

- Empower District tourism trade, through workshops, seminars and training about new COVID19 regulations affecting the tourism sector; a workshop in partnership with Dept of Health was hosted in Newcastle on 19 June 2020 in preparation for level 3 partial opening of the industry
- Promotion of digital marketing and online reservation platforms
- In partnership with 1KZN TV channel Emadlangeni Municipality will promote Balele Game Park in Kungakithi La program. Schedule to be supplied.

CHALLENGES

- ❑ Drop in occupancy in the accommodation sector
- ❑ Most businesses didn't meet relief fund requirements and are struggling to keep afloat
- ❑ Sustainable job creation; as most tourism businesses are currently dependent on UIF/TERS.
- ❑ Retrenchments will surface after 15 September if TERS isn't extended;

CHALLENGES...

- ❑ Financial distress due to lockdown which prevented many tourism activities
- ❑ Lack of marketing and promotion of the destination due to financial constraints
- ❑ Strained working relationship between public and private sector as accommodation establishments demand that billing/rates during the Lockdown (level 5 and 4) period be reviewed

THANK YOU

