



KING CETSHWAYO

DISTRICT MUNICIPALITY

**TOURISM SITUATIONAL ANALYSIS AND
RECOVERY PLAN**



KING CETSHWAYO
DISTRICT MUNICIPALITY

INTRODUCTION

- § The lockdown measures put in place both locally and globally have had an immediate and devastating impact on the tourism sector.
- § The lockdown measures have put the tourism sector to a standstill and it will remain depressed even post this crisis.
- § With airlines grounded and passenger movement restrictions globally, the tourism sectors has been brought to its knees.
- § Tourism sector depend on the movement of people across borders and across different cities in the country.
- § KwaZulu-Natal has to remain visible in destination marketing globally and to invest in tourism infrastructure projects that will stimulate the sector.



KING CETSHWAYO
DISTRICT MUNICIPALITY

CURRENT STATUS

Following the President's address on Saturday 15th August, the country has moved to Level 2 as from Monday 17th August 2020.

This means the following for tourism industry:

- **Accommodation** establishments may now welcome guests from other provinces.
- **Swimming pools**, further subject to a limitation of 50 persons or less
- **Restaurants**
 - May operate, but will need to adhere to the curfew.
 - Social distancing needs to be adhered to.
 - Licenced premises can sell alcohol for consumption until 10pm
- **Interprovincial Travel** is now permitted, which means travel between provinces for any purpose including leisure.
- The **curfew** remains between the hours of 10pm and 4am.



KING CETSHWAYO
DISTRICT MUNICIPALITY

FUNDING RELIEF PROGRAMMES

Various national and provincial COVID -19 recovery incentive funds were instituted by the government during the lockdown period as below:

- National/Provincial Disaster Relief Grant;
- National Solidarity Fund;
- Small Business Fund;
- Small Business Debt Relief Financial Scheme;
- IDC COVID 19 Fund;
- IDC COVID Working Capital Fund;
- DRLD Food and Agricultural Sector Support Fund;
- DRLD Grant to Land Bank;
- Tourism Fund;
- SMME Business Growth Facility, etc.
- Youth Micro Enterprise Relief Fund



KING CETSHWAYO

DISTRICT

APPLICATIONS FOR FUNDING UMLALAZI LOCAL MUNICIPALITY

	All businesses	All Businesses	All Businesses	All Businesses	All Businesses	Accommodation	Accommodation
Name of Business/ Accommodation Establishment	Have you Applied for relief ?	Which Fund ?	Was your application successful and did you receive funds ?	Did you have to close your business due to Covid (permanently)	Did you have to retrench any staff ? How many staff ?	Is your establishment open for Quarantine purposes ?	Is your establishment open for Essential Services ?
NGOYE LODGE	Yes	TRF	No	No	No	Dependent on length of stay and number of people.	Yes
Aquaberry	No					No	No
Road Island Service Station	Yes, April only	UIF-TERS	Yes	No, but significantly reduced income	No		
Road Island Xpress	Yes, April & May only	UIF-TERS	Yes (eventually)	No, but significantly reduced income	No, one staff resigned		
Mtunzini Motors	Yes, April; May & June	UIF-TERS	Yes (eventually)	No, but significantly reduced income	No		
InnZululand Guest Lodge	YES	TERS SAFT	YES	NO	1	YES	YES



KING CETSHWAYO
DISTRICT MUNICIPALITY

APPLICATION FOR FUNDING UMLALAZI LOCAL MUNICIPALITY (CONTINUES)

Farm Adventures	No		No	Not yet...	Not yet, but we did have assistance with wages from previously.	Yes, if people want to quarantine here we will open for them and government.	Yes, we will take essential service people.
Dlinza Forest Aerial Boardwalk	YES	TERS and UIF	Received R50,000 from TERS and UIF for two out of three employees for April and May ONLY. Nothing received for the third employee.	Closed from 27 th March. Re-opened on 1 st July, but have not had any tourists visiting. No income.	The Manageress will be retrenched when a suitable replacement has been found.	Not relevant	Not relevant
Chase Guest House	NO	N/A	Did not send application	Business closed during lockdown but applied to Dept of Tourism to open for essential services in second month and was successful in obtaining permit.	None retrenched. I employ 4 full time and 1 part-time members of staff for the Guest House.	No. Only for work-related guests.	YES



KING CETSHWAYO
DISTRICT MUNICIPALITY

APPLICATIONS FOR FUNDING UMHLATHUZE LOCAL MUNICIPALITY

Business Name	Category	Status of Application	Contact Details
Lifetime Tours	Tour Operator	Issued with reference number	035 7960060
UMqhele Bed and Breakfast	Bed and Breakfast	B-BBEE certificate outstanding	035 7897154
Holy and Joy	Bed and Breakfast	B-BBEE certificate outstanding	072 530 2009
Ntoliwa Bed and Breakfast	Bed and Breakfast	Supporting documents outstanding	035 798 1262
Emangunini Guest House	Guest House	Issued with reference number	073 574 5185
Trust Me Tours	Tour Operator	Issued with reference number	083 286 0658
Lalakahle Bed and Breakfast	Bed and Breakfast	Awaiting reference number	035 7960 660
Solo Travel Tours	Tour Operator	Supporting documents still outstanding	081 584 4293
Mnce Enterprise	Travel Services	Supporting documents still outstanding	079 050 0900
Tanomuntu Tours	Tour Operator	Supporting documents still outstanding	084 699 7927



KING CETSHWAYO
DISTRICT MUNICIPALITY

BENEFICIARIES FOR TOURISM RELIEF FUND

- § The R200 million relief was paid out to support 4000 businesses
- § The grant for each recipient was capped at R50 000
- § The total number of KwaZulu-Natal beneficiaries was 607
- § Out of the 607 KZN beneficiaries, 33 of them are from KCDM
- § KCDM beneficiaries stated above equate to 5.4% which is R1 650 000
(R50 000 x 33 = R1 650 000)
- § Database of tourism businesses in KCDM is as follows:
 - Accommodation establishments in KCDM = 199
 - Tour operators = 42
 - Crafters = 231



KING CETSHWAYO
DISTRICT MUNICIPALITY

LIST OF KCDM TOURISM BENEFICIARIES

Adams Outpost Restaurant

Akwenez Enterprises

Aloe Lifestyle Hotel

Amacebomdal (Pty)

Blue apple trading (pty)

Bydzine Weddings (pty) Ltd

Duneside Guesthouse

Emangunini guest house

F Tar trading

Fun with inflatables

Hilton Gardens Guesthouse

Hippo Inn

Irwing 288 CC

Lifetime tours

Lisikwa Trading



KING CETSHWAYO
DISTRICT MUNICIPALITY

LIST OF KCDM TOURISM BENEFICIARIES CONTINUED...

Mkhulu guest house

Mr RPH Polayya

Nokhalishwayo (pty) LTD

Nomusa B&B

Nyala park Inn

Phothula Contracting and trading Enterprise

Portuguese on the Bay

PSN Travel Frenzy

Richards Bay foods

Thabani Travel Tours and car hire

Tizamode (pty) ltd

Fisheagles self catering

Umqhele B&B

Ushaka B&B

Uzuzokuhle Trading Enterprise

Vesakha Trading

Zanele B&B

Zikithi Trading Enterprises



KING CETSHWAYO
DISTRICT MUNICIPALITY

LIST OF BUSINESSES THAT CLAIMED UIF

- § Although information is limited, a few businesses have indicated that they have claimed UIF and their staff members were paid.
- § Ngoye Lodge
- § Road Island service station
- § Mtunzini motors
- § Inn Zululand Lodge
- § Dlinza Forest



KING CETSHWAYO
DISTRICT MUNICIPALITY

BUSINESSES ECONOMIC INFORMATION

Business response due to Covid 19	Business Operational Status
Businesses that closed down	INFORMATION NOT YET AVAILABLE
Businesses that retrenched workers	INFORMATION NOT YET AVAILABLE
Businesses that are operational	Most businesses contacted in a mini survey, are open for business, though customer traffic is low.



KING CETSHWAYO
DISTRICT MUNICIPALITY

PLANS FOR TOURISM SECTOR RECOVERY

- § The District Municipality is currently reviewing a Tourism Strategy which will incorporate a Tourism Recovery Implementation Plan. Industry views and ideas will be collated from tourism industry and various spheres of government.
- § Tourism Marketing Strategy should focus on tourism safety, in order to build trust in visitors.
- § Destination marketing to be sustained and developed to ensure increase in tourist numbers.
- § Collaboration with neighbouring districts to ensure seamless visitor experience and add value to the visitor experience.



KING CETSHWAYO
DISTRICT MUNICIPALITY

INVESTMENT PROJECTS IN THE PIPELINE

- § As part of KCDM broader economic recovery plan, the following RBIDZ investments projects are progressing:
 - Construction of the edible oils refinery commencing in October 2020
 - The Nyaza project tender for consultant will be awarded at the end of October 2020
- § SMME and employment opportunities from the projects will be shared via recognised engagement structures and platforms



KING CETSHWAYO
DISTRICT MUNICIPALITY

Recommendations

- § Invest more in tourism marketing - sell 'safe' tourism.
- § Business to re-look at their offerings - Sell attractive packages at reduced rates taking cognisance of financial impact and economic status of customers.
- § Financial Assistance or Special Working Capital for businesses that have closed down - tourism business resuscitation.
- § Open international travel – for the local economy to strive, at least SADEC and Asian countries where the Covid 19 impact is low should be opened.
- § Business should adapt to new and creative ways of doing tourism, improved digital services where necessary and digital business marketing.
- § Investment in new catalytic projects that will draw tourists to a destination and revitalise old projects



KING CETSHWAYO

DISTRICT MUNICIPALITY

THE END...