

Government, tourism industry meet to manage impact of Covid-19

During a recent briefing session arranged by the City of Cape Town's Mayoral Committee Member for Economic Opportunities and Asset Management, including Tourism, Alderman James Vos, with the MEC for Health in Western Cape, Dr NomaFrench Mbombo, travel, tourism and hospitality industry leaders, including Consular Corps and interested stakeholders, met to explore concerns about the possible negative impact that Covid-19 may have on the sector.



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The need for the session was underscored by South Africa's first Covid-19 case being confirmed in KwaZulu-Natal.

"The tourism and hospitality sectors are vital to the economy of Cape Town. All stakeholders work together to attract visitors, both business and leisure tourists, so that they will spend time and money in Cape Town, enabling job creation," said Alderman Vos.



#Coronavirus: WHO switches to response mode in fighting Covid-19 in Africa

6 Mar 2020



The knock-on effects of the virus spread are evident. Already there is a substantial drop in tourism and travel globally, and an expected drop of 10% from key source markets over the coming months.

The Western Cape Health Department has confirmed that they are ready to prevent the spread of Covid-19 and to treat any cases if necessary. They have established the following website so that residents can obtain official, verified information on [Covid-19](#).

Preparing the local tourism industry

Meanwhile, Cape Town International Airport has taken numerous steps to ensure the health and safety of the passengers

and visitors through the airport. They are working closely with Port Health and the South African Civil Aviation Authority to effectively mitigate the risk.

Cape Town Tourism CEO, Enver Duminy, commented that: "While Cape Town has no confirmed cases of Covid-19 currently, we are preparing a toolkit for the local tourism industry who may have questions - this will be available on our website. Additionally, while health authorities will have the primary role should a tourist visiting Cape Town be diagnosed with Covid-19 while in the city, Cape Town Tourism will be on hand to provide assistance through our Band-Aid programme."

During the session, it was confirmed that the World Travel Market (WTM) Africa, the signature tourism event on Cape Town's calendar, will go ahead next month.



#Coronavirus: ILTM, WTMA 2020 trade shows to go-ahead

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"Reed Exhibitions Africa, who owns the WTM Africa, have communicated directly with all of their buyers. Following the measures in place by the Western Cape Health Department and the South African government, all buyers apart from those countries with travel restrictions in place will be attending WTM Africa.

"The 2020 edition of WTM Africa is expected to generate \$451 million worth of business over three days. The City of Cape Town is the host city for WTM and also partially funds the event precisely because of the economic benefits and spin-offs it brings

"According to Statistics South Africa, 1 in 22 employed people in South Africa work in the tourism industry, representing 4.5% of the total workforce in our country. One in seven people rely on the sector for their livelihood. These statistics demonstrate why tourism is such an integral part of our economy and a key driver of income generation and jobs.

"We must, therefore, work together as industry and government to ensure that our destination remains open for business and that travellers continue to select Cape Town – because we cannot afford declines in arrivals and tourism trade," said Alderman Vos.

Cape Town Tourism echoed Alderman Vos's sentiments on the importance of events to the city's economy: "As Cape Town Tourism, we are pleased to hear that WTM Africa along with other signature events like the Cape Town Cycle Tour, the Cape Epic and Cape Town Carnival will continue to happen. This demonstrates our resolve to grow the tourism economy while being mindful that we cannot become complacent with this virus. We encourage these events to not only promote good hygiene practices to visitors as a precautionary measure but also to encourage their staff to adopt healthy sanitation habits.

"We're grateful to Alderman Vos for giving all stakeholders the platform that yesterday's briefing provided. If we are to navigate this issue, we need to work closely together and ensure absolute alignment. This sector has proven to be resilient and will thus be able to bounce back from the impact of this global pandemic," concluded Duminy.

Cape Town Tourism links:

Website: <https://www.capetown.travel>

Facebook: <https://www.facebook.com/CapeTown.Travel>

Twitter: <https://twitter.com/CapeTownTourism> @CapeTownTourism for trade and industry news or

<https://twitter.com/lovecapetown> @lovecapetown for all the news on destination Cape Town

YouTube: <http://www.youtube.com/CapeTownTourism>

Instagram: <http://instagram.com/lovecapetown>

For more, visit: <https://www.bizcommunity.com>