



nelson mandela bay
MUNICIPALITY

Economic Development Tourism & Agriculture Presentation

Covid-19 Regulations
and its impact on tourism
in Nelson Mandela Bay
March 2021



Nelson Mandela Bay Municipality



www.nelsonmandelabay.gov.za



@NMBmunicipality

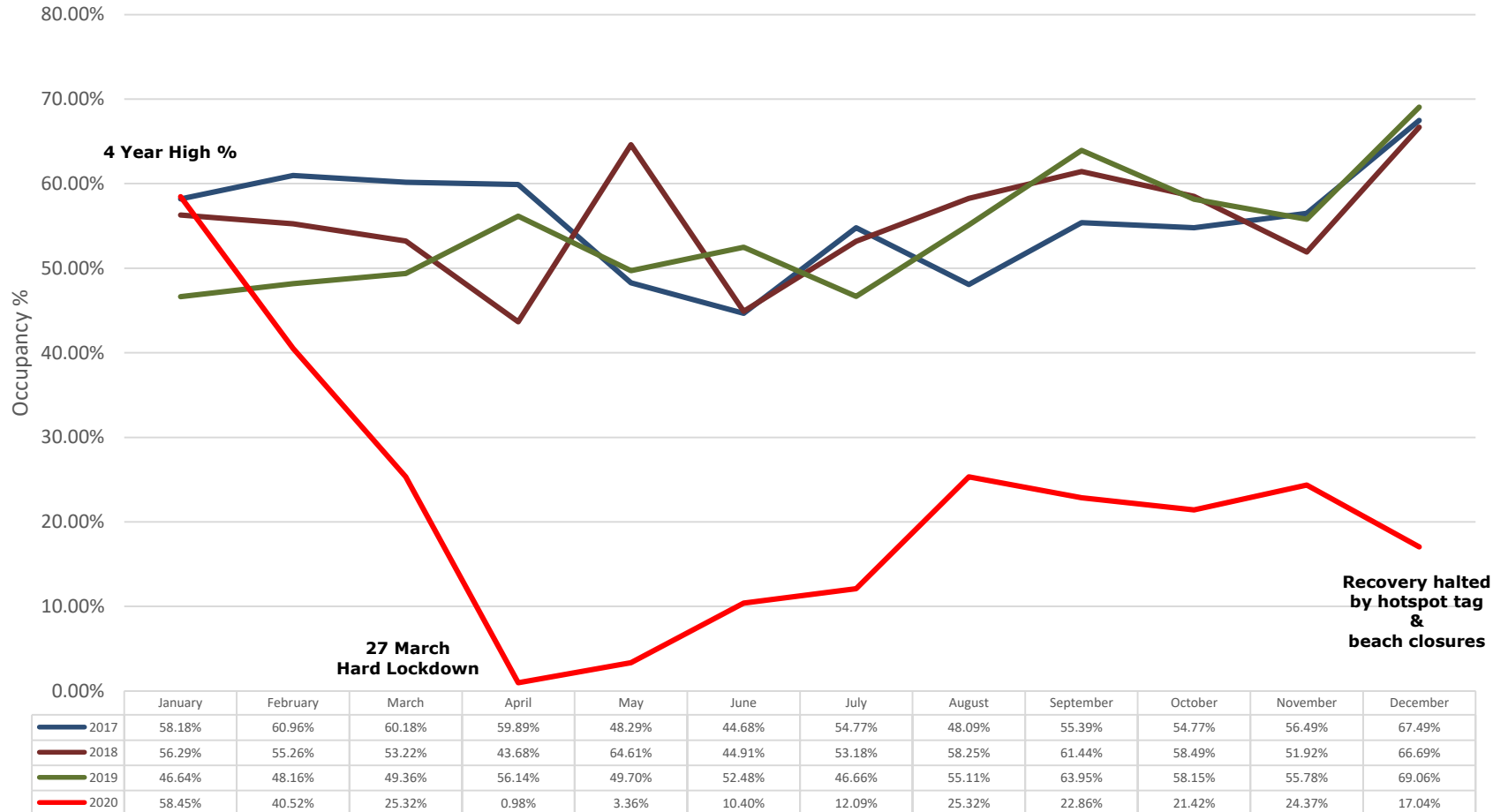
Problem Statement

- In South Africa there are no published tourism statistics for cities and towns.
- Cities and towns therefore have to capture their own data and develop their own research instruments to measure the true economic impact of tourism to their respective cities and towns.
- Unless cities and towns can measure the economic impact they will be unable to express tourism as a percentage contribution to local GGP.
- The methodology and system for capturing data may not be the same in each city and town.
- NMBT/EDTA started collecting accommodation occupancy data monthly from June 2010. There has been minor changes in the methodology so the trends are reliable.
- Data is compared with other sources such as STR Hotel Data
- Reliability of national statistics - require constant analysis
- Collection and submission of data not always meet requirements
- All indicators required are only available after September the following year thus our 2020 data will only be finalized in September 2021.

Contact Mr. Erenei Louw for latest indicators – elouw@mandelametro.gov.za



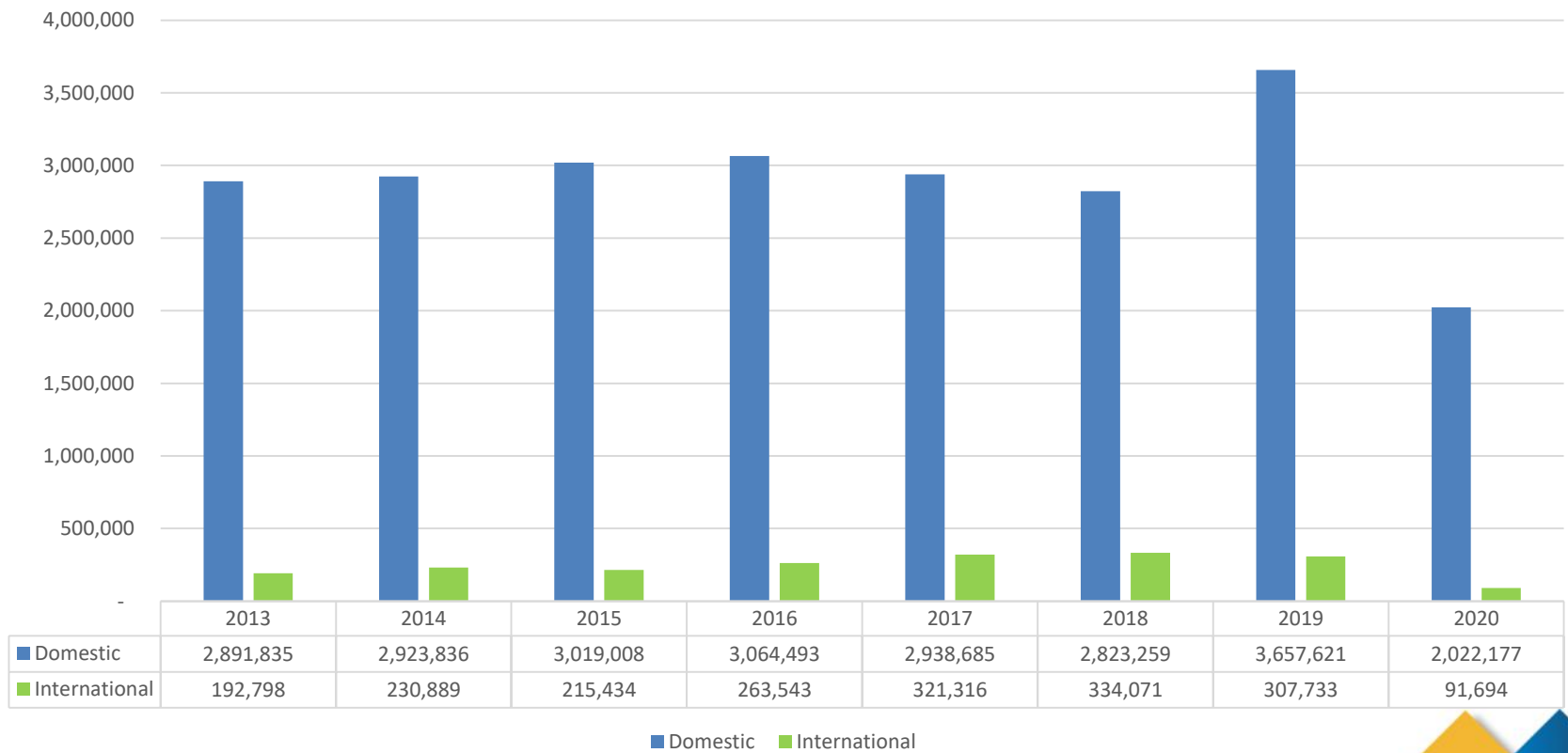
Accommodation Occupancy



Visitor Numbers

**calculated from available data and subject to change*

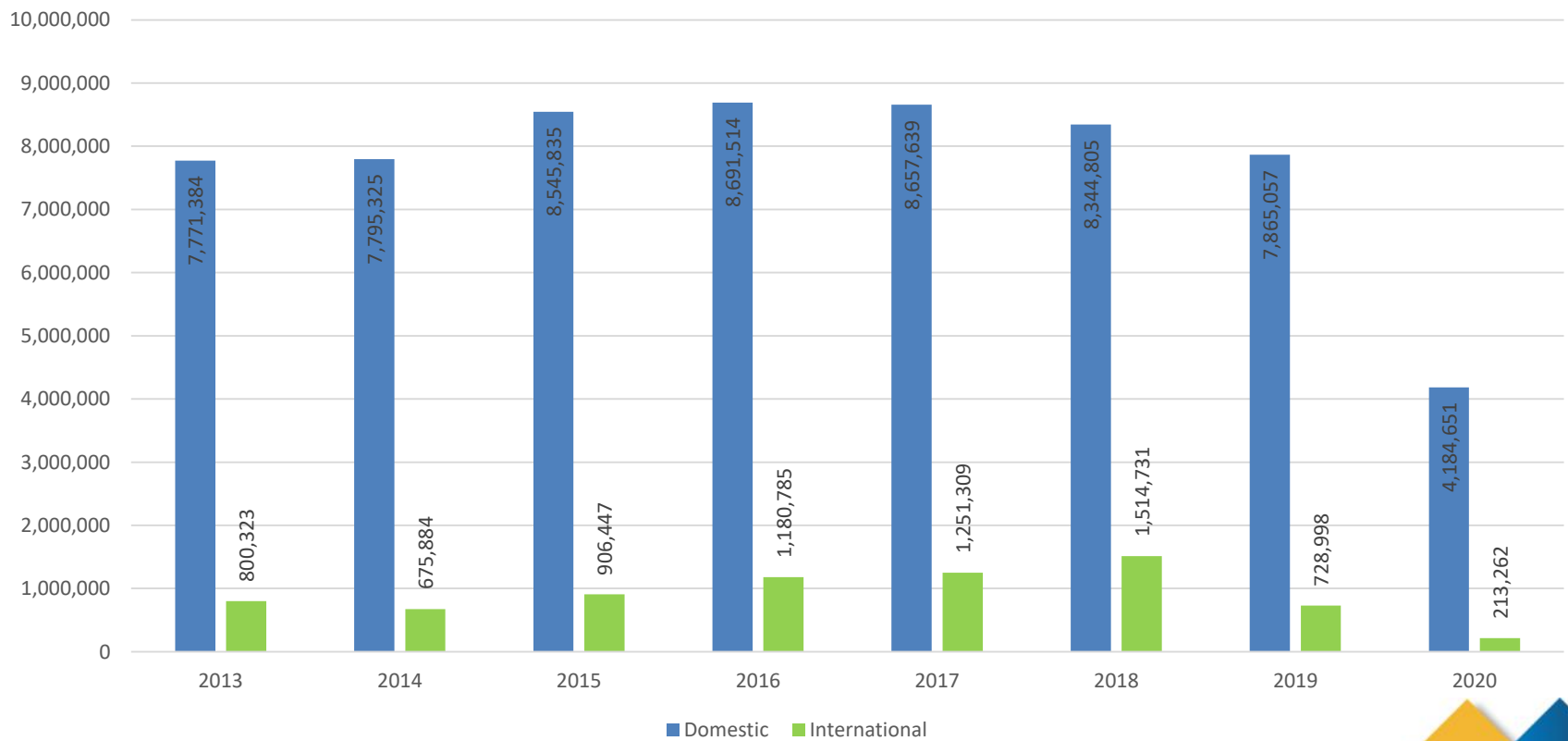
Tourist Arrivals into Nelson Mandela Bay 2013 - 2020
Domestic vs International



Bed Nights

**calculated from available data and subject to change*

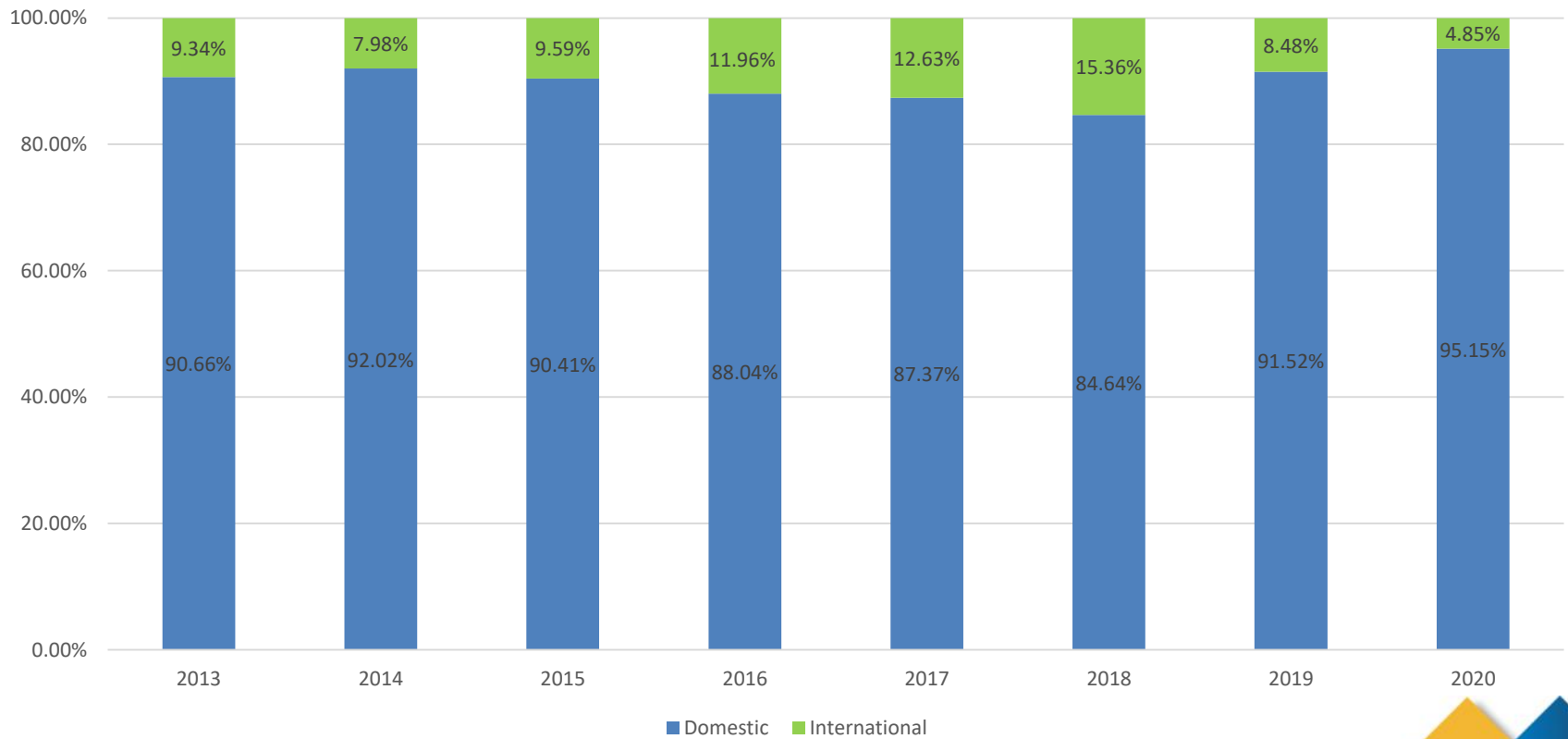
Bed Nights in Nelson Mandela Bay 2013 - 2020
Domestic vs International



Bed Nights Share

**calculated from available data and subject to change*

Bed Night Share Nelson Mandela Bay 2013 - 2020
Domestic vs International Distribution



Economic Impact

**calculated from available data and subject to change*

	2017	2018	2019	2020
International Spend	952,211,340	1,058,091,336	527,241,311	154,240,254
Domestic Spend	3,087,790,953	4,332,488,887	7,241,998,610	4,579,941,312
Total Direct Spend	4,040,002,294	5,390,580,223	7,769,239,920	4,734,181,565
Growth	-8.4%	33.4%	44.1%	-39.1%



Tourism Recovery Strategy

Phase 1: Protecting and Rejuvenating Supply Interventions

- Tourism investment retention support programme – Phase 1 saw over 100 accommodation facilities receive assistance to over R4.8 Million (3 months). Second Phase in process with 89 Applications – worth R2.3 Million (1 month).
- NMBM business support programme – linking and assisting business with National and Provincial business support mechanisms – Ongoing
- Provide guidance and support regarding safety protocols, sourcing of appropriate PPE using Tourism COVID-19 Ambassador programme
- Provide training for tourism and hospitality staff on COVID-19 regulations.
- Regular industry communication and updates in partnership with industry stakeholders.
- Encourage formalisation of Nelson Mandela Bay tourism and hospitality sector representation structures i.e. restaurant sector, business events sector, tourist guides. Discussions underway.
- Tourism Job Retention Incentive – Jobs fund to get tourism employees back at work earning a salary.



Tourism Recovery Strategy

Phase 2: Reigniting Demand interventions

- Implement intermediate post Covid-19 marketing campaign with realigned marketing message taking into account new travel behaviours post Covid 19. – Ongoing – Wide Open Spaces Campaign.
- Develop a new, data driven, three-year destination marketing strategy and plan in partnership with tourism stakeholders.
- Implement tourism industry and SMME market access development and support initiatives – Website portal under development.
- Driving tourism safety engagements across the entire city with relevant stakeholders.
- Driving cleanliness and city beautification projects to ensure destination attractiveness such as the recently installed Outdoor Selfie Boards and planned murals at Happy Valley and Humewood Bridge.
- Develop an industry communication plan in partnership with industry stakeholders focusing on the Wide Open Spaces and other relevant messaging.
- Establish an industry business events panel to identify and drive business events leads



Tourism Recovery Strategy

Phase 3: Strengthening Enabling Capability interventions

- Joint marketing programmes, collaboration and engagements with local, provincial and national tourism stakeholders (Feeder routes).
- Fast tracking of catalytic projects with tourism focus
- Driving implementation of air access and cruise line strategic action items - ongoing.
- Implementation of business incentives – Airlift and Cruise. Incentives approved.
- Tourism resource audit – currently underway.
- Drive Tourism transformation in partnership with industry. Tourism Equity Fund.
- Tourism product development including getting product to adapt to the impact of 4th industrial revolution (Digital/technology)
- Unlocking funding opportunities with national and local stakeholders i.e. tourism transformation fund, Green Tourism fund, Market access programme, National grading fund
- Training / upskilling of tourism staff and enterprises
- Active engagement with all municipal departments that affect tourism
- Protection of the City's Heritage and development of new Heritage Sites
- Review tourism policies and introduce possible new interventions such as a tourism levy for informal accommodation sector, such as AirB&B that can protect the industry from future similar disasters.