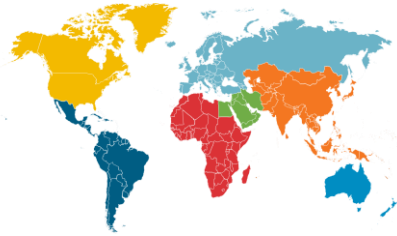


TOTAL NUMBER OF CASES / DEATHS

TOTAL NUMBER OF CASES

WORLD



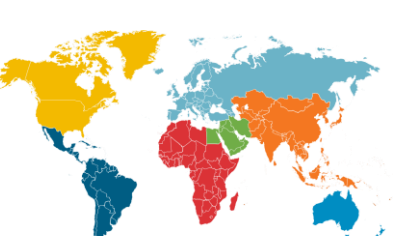
97 831 595

SOUTH AFRICA



1 404 839

TOTAL NUMBER OF DEATHS



2 120 877



40 574

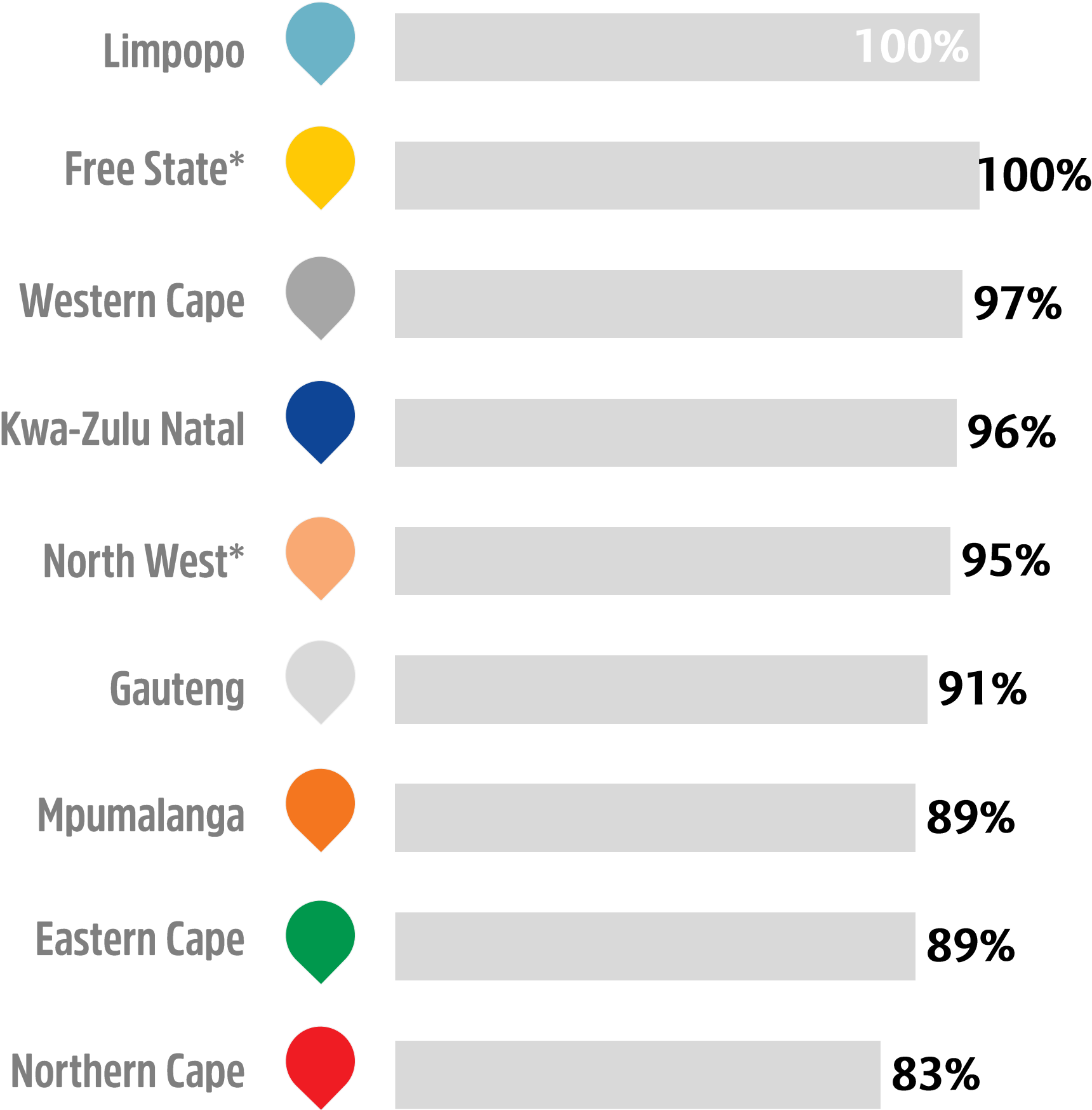
Source: WHO as at 26 Jan 2021

ACCOMODATION ESTABLISHMENTS – COVID PROTOCOL CONFIDENCE

95%

Overall 95% of establishments in the survey have a high level of confidence in their implementation of COVID 19 protocols, with 74% having very high confidence.

ACCOMODATION ESTABLISHMENTS – COVID PROTOCOL CONFIDENCE BY PROVINCE



Source: SAT Covid Survey – Sample 469, 10,2% response rate
TGCSA graded establishments
*Note: Small sample for the North West and Free State and results may not be representative

CHALLENGES FACED BY ACCOMMODATION ESTABLISHMENTS

WE ARE COPING

“No areas, we are managing”

“No extra support needed. Just hoping that people use common sense when traveling”

“We are coping really well with all the protocols but will be great to receive any new updates or innovative ideas pertaining to our industry”

INFORMATION

“Make the public understand the rules of staying at a guesthouse during this period”

“Health Department visiting the local rural areas”

“Regular updates of exactly what changes are being introduced in the hospitality industry as levels change, updates are too vague”

“We feel that there are so many varied protocols that we really do not know which is correct”

MARKETING

“Advertising compliant B&B’s”

“Constant reminder to guests to adhere”

“Perhaps an update to existing artwork? Providing fresh pics etc encourages all”

“We need more signage”

“Signage notices disclaimers. Marketing stock and on social media”

FINANCIAL

“To be able to accept bookings”

“Financial relief”

“Financial would be great but we know it's an impossible thing to ask”

“Staff funding”

PPE

“Bulk sanitizers”

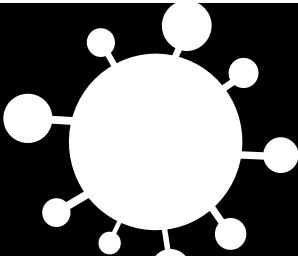
“Government sponsored PPE's”

“Masks”

“Cleaning methods”

Source: SAT Covid Survey

SOUTH AFRICAN TOURISM INITIATIVES



SOUTH AFRICAN TOURISM – TRACK AND TRACE APP

Track and trace app (Self service app launched by SAT which uses a QR code to assist establishments with tracking and tracing).

ONLINE PRESENCE / ONLINE CAMPAIGN

SMS COMMUNICATION

EMAIL CAMPAIGN

INITIATIVE DETAILS

- Information on COVID Protocol requirements
- Myths busted around COVID Protocol requirements
- Discounted PPE information
- Links to posters to aid communication with consumers (online and print)
- Competitions for Establishments to demonstrate how they have implemented COVID protocols

SOUTH AFRICAN TOURISM