

KZN TOURISM ROAD TO RECOVERY

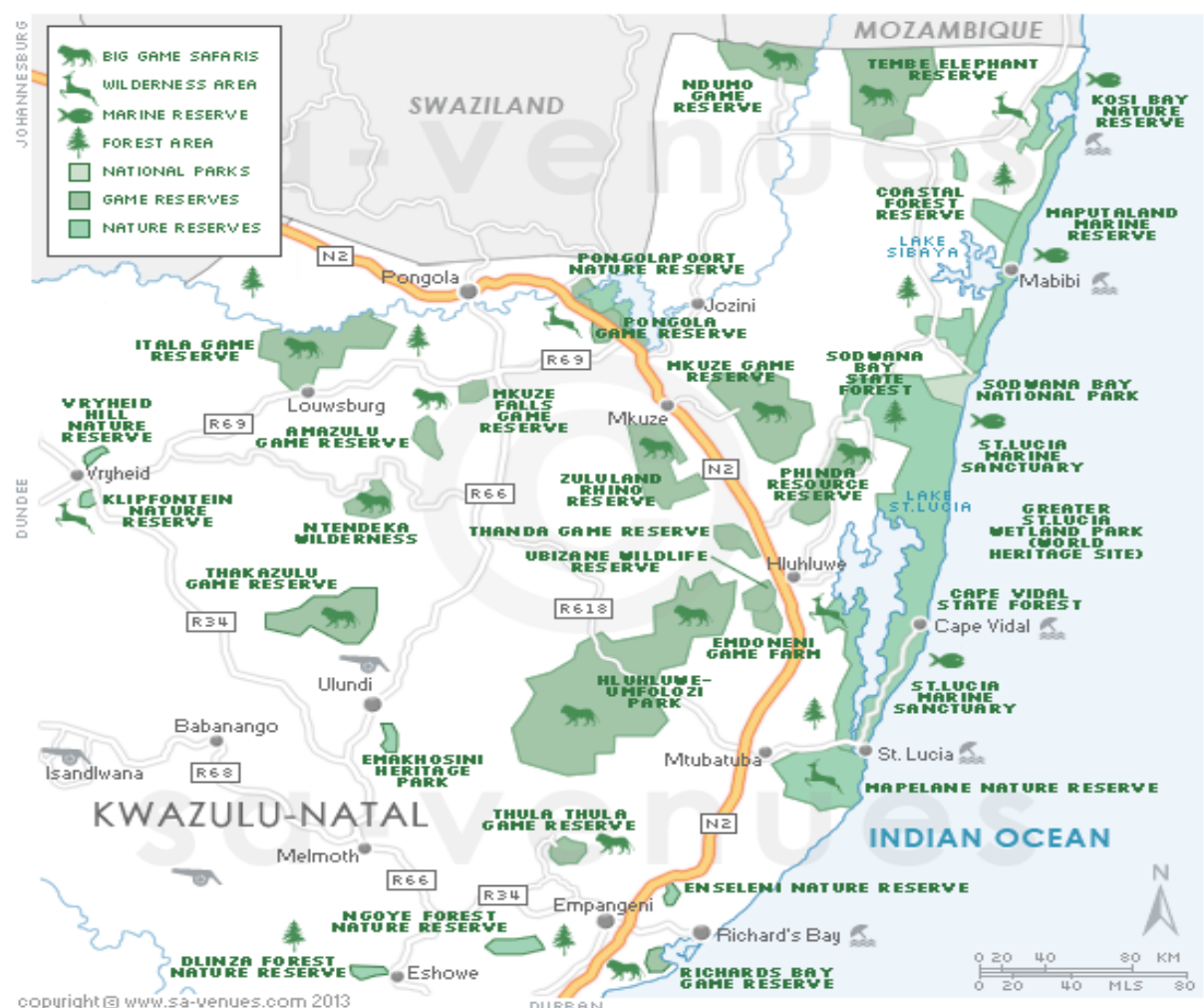


For the past several years the KwaZulu-Natal property market has enjoyed almost unparalleled growth, repeatedly outperforming other provinces as an investment destination. Not only is KwaZulu-Natal's year-round sub-tropical climate a major attraction, so too are the province's exceptional beaches, wildlife experiences and splendour of its mighty Drakensberg mountain range. Investment has come in a variety of guises, inclusive of Durban's Point Waterfront Development, the Gateway Theatre of Shopping and the development of Umhlanga Ridge, the La Lucia Office Park, Sun Coast Casino, Sibaya Casino, the Midlands Mall and Dube Tradeport.



The Covid-19 pandemic has disrupted this sector quite severely and there are now projections that domestic flights will only return by December 2020 and international and regional borders will possibly only reopen by early 2021. Thus, key tourism stakeholders have emphasised that the travel and tourism industry need to rally to show Government that certain sectors can be reopened sooner.

The need to drive a strong domestic marketing campaign for KwaZulu-Natal is imperative to ensure that KZN's popular game reserves and national parks in Africa are maximizing the carry capacity in the medium to long term holiday periods. The province also extends 360 miles (580 kilometres) along the coast. This means that it offers a combination of inland game viewing, deep-sea fishing, SCUBA diving and snorkelling.



Hence the KwaZulu-Natal's Tourism Industry recovery plan will be driven mainly by a marketing drive aimed at domestic tourists, whilst maintaining the strict COVID19 protocols to prevent the spread of the virus. Tourism KZN started the MY KZN page as part of the greater destination awareness

marketing strategy to ensure that KZN remains top of mind and again quickly becomes the ‘must visit’ destination it was before the coronavirus catastrophe. Tsogo Sun, the hotels, gaming and entertainment group, has decided that rather than shutting hotel doors because of the lull in the industry, it intends restore to Durban’s historic Edward Hotel, which it has recently taken over, to its former glory. Another iconic Durban hotel, the Oyster Box, claimed the No. 1 spot in the ‘Top Resort Hotels in Africa’ category in the recent 25th anniversary Travel & Leisure World’s Best Awards. Part of the Red Carnation Hotel Collection and with all the charm of a bygone era, the 86-room Oyster Box is the epitome of modern elegance as it overlooks the Indian Ocean and the iconic Umhlanga lighthouse.

Stats 2019 vs 2020

Table 1: South Africa's Top 10 African Source Markets: Jan-March 2020 vs. Jan-March 2019

COUNTRY	RANK: Jan-Mar2020	Tourist Arrivals Jan-Mar2020	RANK: Jan-Mar2019	Tourist Arrivals Jan-Mar2019	% Change from Jan-Mar2019 to Jan-
Zimbabwe	1	582 694	1	622 014	-6,3%
Lesotho	2	413 724	2	432 756	-4,4%
Mozambique	3	345 026	3	369 984	-6,7%
Eswatini	4	188 948	4	209 393	-9,8%
Botswana	5	117 099	5	132 094	-11,4%
Malawi	6	43 325	6	48 212	-10,1%
Namibia	7	36 098	7	45 004	-19,8%
Zambia	8	31 659	8	37 708	-16,0%
Angola	9	13 558	9	19 899	-31,9%
Tanzania	10	8 459	11	9 176	-7,8%

Table : South Africa's Top 10 Overseas Source Markets: Jan-Mar2020 vs. Jan-Mar2019

COUNTRY	RANK: Jan-Mar2020	Tourist Arrivals Jan-Mar2020	RANK: Jan-Mar2019	Tourist Arrivals Jan-Mar2019	% Change from JanMar2019 to Jan-Mar2020
UK	1	119 899	1	139 530	-14,1%
Germany	2	98 333	2	102 133	-3,7%
USA	3	66 016	3	83 185	-20,6%
France	4	37 470	4	48 292	-22,4%
The Netherlands	5	32 030	5	36 549	-12,4%
Australia	6	19 838	7	23 775	-16,6%
Brazil	7	18 866	10	17 784	6,1%
India	8	17 113	8	20 562	-16,8%
Canada	9	16 157	9	19 224	-16,0%
Switzerland	10	13 573	11	16 658	-18,5%

Source: Stats SA: Tourism and Migration report: March 2020

References:

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- Statistics South Africa. March 2020. Monthly Tourism and Migration report.
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- WTTC, monthly impact report, 2020