



# DESTINATION **WESTERN CAPE**

Creating an environment for  
economic growth and jobs.



Western Cape  
Government  
Economic Development  
and Tourism

BETTER TOGETHER.

## TOURISM WEBINAR SERIES

The Western Cape Department of Economic Development and Tourism is pleased to invite members from the tourism industry to a series of webinars exploring efforts to reopen the Western Cape tourism economy safely. Prominent local and international panellists will share their inputs on the latest global and local trends.

### Webinar 1

#### Destination readiness

Where are we in de-risking the tourism industry and how will this influence government's risk adjusted lockdown strategy? This webinar explores progress on the development of COVID-19 health and safety protocols for tourism businesses by industry bodies such as TBCSA, SATSA, FEDHASA and AAVEA. Will these protocols convince government to ease industry restrictions before level 1?

Key questions to be explored:

- TBCSA, SATSA, FEDHASA and other industry bodies have developed COVID-19 standard operating procedures for their respective sectors. What is the status of these protocols and how receptive have industry and government been to date?
- What are the lessons from other sectors that have opened up? And what have been some of the compliance challenges?
- How will we as industry ensure compliance with new standard operating procedures? What reporting mechanisms are in place to protect staff and consumers?
- How do we upskill small businesses in the informal tourism economy who are not members of industry associations?

**Moderator:** Rashid Toefy (Department of Economic Development & Tourism)

**Panellists:** Gillian Saunders (Gillian Saunders Consulting), Nisha Abu Bakar (founder and principal consultant, Elevated Consulting & Training) and Sabine Lehmann (founder of AAVEA), Lee Zama (CEO, FEDHASA).

**Date:** Thursday, 30 July 2020 at 2 pm (South African Standard Time)

## Webinar 2

### State of the Exhibitions Industry

Globally, there are approximately 32,000 exhibitions each year, featuring 4.5 million exhibiting companies and attracting over 303 million visitors. What is the future of trade and consumer exhibitions given the global pandemic and economic downturn and what can destinations do to support recovery?

Key questions to be explored:

- What impact do exhibitions have on our economy?
- What advocacy work is taking place to lobby on behalf of the industry?
- How do we get confidence back to restart the industry?
- What are the likely medium to long-term scenarios for reinventing the industry?

**Moderator:** Rashid Toefy (Department of Economic Development & Tourism)

**Panellists:** Joey Pather (Senior Vice President of MICE Sector, Galaxy Entertainment Group); Projeni Pather (Chairperson, Association of African Exhibition Organisers); Justin Hawes (Managing Director, Scandisplay); Craig Newman (Chief Executive Officer, Johannesburg Expo Centre)

**Date:** Thursday, 06 August 2020 at 2 pm (South African Standard Time)

## Webinar 3

### State of the Events Industry

The business events industry has been hard hit by COVID-19. While business travel can now resume, will travellers be willing to brave meetings and events in the prevailing climate even if restrictions on the business tourism industry are lifted? Are there lessons from other countries that we can learn from to 'de-risk' the industry? We also explore what is being done to repurpose business tourism facilities for emergency relief and other uses, as well as efforts to reskill staff.

Key questions to be explored:

- How are we doing in terms of mitigating impacts?
- How are facilities doing with the roll out of health and safety protocols?

- How do we protect our flagship annual events?
- What are the likely medium to long-term scenarios for reinventing the industry?

**Moderator:** Rashid Toefy (Department of Economic Development & Tourism)

**Panellists:** Esmaré Steinhöfel (Regional Director, Africa, International Congress and Convention Association ICCA), Rick Taylor (CEO of The Business Tourism Company), Corne Koch (Head: Cape Town & Western Cape Convention Bureau, Wesgro), Taubie Motlhabane (CEO of Cape Town International Convention Centre),

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**Date:** Thursday, 13 August 2020 at 2 pm (South African Standard Time)

## Webinar 4

### Global destination responses to the crisis: how destinations are planning for a new normal

Now, more than ever, destinations need a clear roadmap for how they will recover market share, how they will manage supply side disruptions while 'de-risking' their industries, and how they will pivot towards new markets. Join our expert panellists as they explore how the COVID-19 crisis is forcing destinations to rethink their long-term strategies. We also explore current trends from around the world on how governments are supporting tourism businesses to survive and what some of the lessons are as destinations reopen and adjust to a new normal.

Key questions to be explored:

- How have destinations responded to the urgent need to ensure the survival of their tourism economies?
- How are destinations planning for recovery in the face of great uncertainty?
- What lessons can be learnt from other destinations in respect of planning for disruption and crises?
- How are destinations tracking and responding to rapidly changing market behaviours?
- Will COVID-19 accelerate recent trends with regards to the shift towards experiential and responsible tourism?

**Moderator:** Rashid Toefy (Department of Economic Development & Tourism)

**Panellists:** Anita Mendiratta (special advisor to the Secretary General of UNWTO), Sumaira Isaacs (CEO of World Tourism Forum Institute)(confirmed)

**Date:** Thursday, 20 August 2020 at 2 pm (South African Standard Time)

## Webinar 5

### Destination reputation management and positioning

South Africa has been applauded internationally for the handling of the immediate health crisis following its first reported COVID-19 case. At the same time, some South Africans are already referring to the Western Cape as the “Wuhan of Africa” due to an erroneously perceived higher rate of infections. How do we protect our reputation as a destination in light of COVID-19, while addressing long standing reputational challenges around visitor safety in general? Are there lessons from other recent crises, like the drought or the Knysna fires, that we can learn from?

Key questions to be explored:

- How do we position the Western Cape as a safe destination holistically?
- What best practice communication strategies and protocols should we implement?
- What are the crisis communications lessons from the drought, the Knysna fires and other recent events that could guide destination managers now?
- How can the industry get on board 'make it safe' campaigns?

**Moderator:** Rashid Toefy (Department of Economic Development & Tourism)

**Panellists:** Anita Mendiratta (special advisor to the Secretary General of UNWTO) (confirmed)

**Date:** Thursday, 27 August 2020 at 2 pm (South African Standard Time)