

## **Brief Notes from Minister Hanekom's address:**

- Tourism is resilient and claws back quickly, but it is also vulnerable – draught.
  - Stop talking about the water crisis. 'Crisis' message doesn't help tourism – "It is not a crisis it is a challenge" as far as tourism goes.
  - Call it a challenge and show how we have navigated out of it.
  - 1.6 million ppl are employed in the tourism sector in SA
  - Feb occupancy 69% / March occupancy 64%
  - There are things to be worried about and things to be done.
  - Growth potential is high and that's NB – there is massive opportunity on the continent.
  - 1.3 billion ppl travelled globally last year according to UN World Tourism Org.
  - Investment in tourism in SA is R69b; by 2028 it will be R112b
  - 155 hotels currently being built in Africa, another 160 in the planning stage.
  - 2017 wasn't the best year but there was still a 7.2% increase in overseas arrivals.
  - Where do we want to be: see sustainable growth, look after our culture and natural attributes?
  - Transformation and inclusive growth so that many ppl benefit – many components to this
  - To get there, there are five pillars, all connected. Continue to make our product, SA, improve – hotels, sites.
  - If the desire is there, foreigners and tourists will make the before to get here.
  - Marketing SA is a collective effort.
  - 750 000extra seats are flying into SA – extra direct flights added to CT and DBN – direct routes are very NB. Ease of access – flights and visas.
  - Tourism Transformation Fund – R120m over three years – owner control, loan finance, grant finance.
  - We need to be diverse and accepting of all – "achieve excellence in tourism"
  - China is growing – largest numbers of tourists are from there, but 2017 saw 17% less Chinese tourists to SA because of visa. Teach ppl here to speak Mandarin.
  - "It is not true that SA is unsafe for tourists" – compares to beaches of Rio vs here. Make our hiking trails safe again. Contribute to making the area around you nicer and safer. Clean up your street and your block. Combine our energy and resources to make SA safer, your immediate community safer and cleaner, do beach clean ups.
  - Modernisation through E-visa process is in the pipeline
  - Sanity to the land debate – change the injustice of what we've got.
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## **SA's tourism industry under the microscope at FEDHASA Cape AGM**

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**June 2018:** South Africa's thorny visa regulations came under the spotlight at the Federated Hospitality Association of South Africa (FEDHASA) Cape region's 2018 AGM, and Derek Hanekom, the Minister of Tourism reaffirmed the need for the cabinet's decision to be implemented to ensure ease of access for international visitors, in a bid to grow tourism numbers in the country.

"We need to make it easier for people to visit South Africa. All countries in the world that are experiencing growth in tourism have modernised their visa system. Many countries now have e-visas, online visa applications, or have reduced the stringent requirements to obtain visas," said Minister Hanekom. He is optimistic that by the end of July there will be visible progress.

Minister Hanekom delivered the keynote address at the hospitality lobbying body's annual event at the Westin Hotel last week. In his speech he covered several key topics fundamental to the tourism sector in the province and the country, including the drought in Cape Town, the need to market South Africa well abroad and the immense economic growth potential this industry brings to the country. He also reiterated the value of collective partnerships.

The tourism industry in the Western Cape is a key economic driver in the province, supporting some 300 000 jobs, whilst being a key source of revenue. The hospitality industry alone contributes around R40 billion to the Western Cape's economy every year.

FEDHASA Cape's re-elected chairperson Jeff Rosenberg pledged the hospitality industry's support to help achieve excellence in tourism and move the sector forward. He says it starts with an on-going collaborative team effort from all stakeholders.

"We can't do it alone; we need everyone on-board to make his/her contribution to ensure that we always move in the right direction. We need to continue to work hard to improve this already thriving industry to better our economy," he said.

At the event FEDHASA Cape reflected on the past year and set its objectives for the coming year. Members were also afforded the opportunity to interact with Minister Hanekom during a Q&A session.

Re-elected board members responsible for driving key segments for the association in the Western and Northern Cape include: Carl van Rooyen as chairperson of the restaurant and catering segment with Dawn Smith as alternate of this segment and Ruth Kamau as chairperson of the small accommodation segment, with Friedrich Schaefer as alternate for this segment.

The following 3 segment positions will remain until the Annual General Meeting next year when they are up for election. They include Joep Schoof as chairperson of hotel segment and Chris Godenir as the Alternate, Ndaba Dube as the chairperson of the young professionals segment, with Noli Mini as the alternate and Alan Lester as chairperson of the trusted partners segment with Karin Augustyn as the alternate for the segment.



**Note to Editor about FEDHASA Cape:**

FEDHASA Cape is recognised and respected by government and all industry role players since 1949 as the prime representative and voice for the South African Hospitality Industry. The association aims to ensure a sustainable and profitable business environment for the Hospitality Industry in the Western Cape and Northern Cape provinces as a private business sector voice.

For more information on how to become a FEDHASA Cape member or for media queries contact:

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