

THE CAPE TOWN TOURISM COVID-19 IMPACT REPORT

SURVEY CLOSE: 17 APRIL 2020 | 204 INDUSTRY RESPONDENTS

THE IMPACT OF THE LOCKDOWN ON BUSINESSES



CANCELLATIONS



BUSINESS CLOSURE



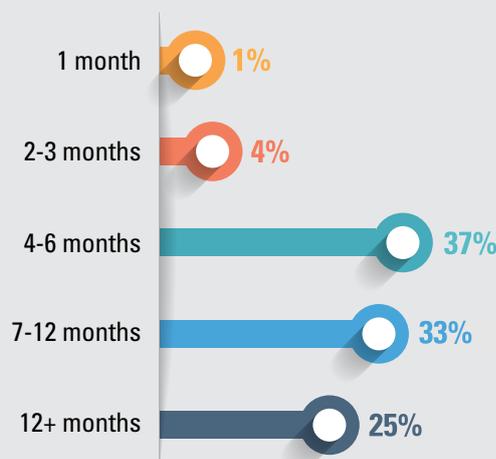
LOSS OF INCOME

IMPACT ON STAFF COMPLIMENT DURING LOCKDOWN

MULTIPLE SELECT QUESTION

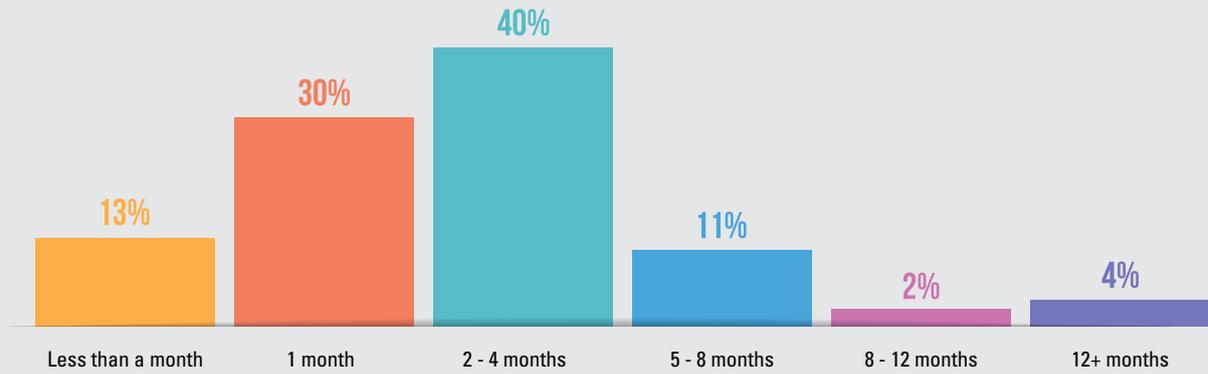


EXPECTED PERIOD THE NEGATIVE IMPACT OF THE LOCKDOWN WILL LAST



Queries? roxanne@capetown.travel

EXPECTED SURVIVAL OF BUSINESS UNDER CURRENT CIRCUMSTANCES

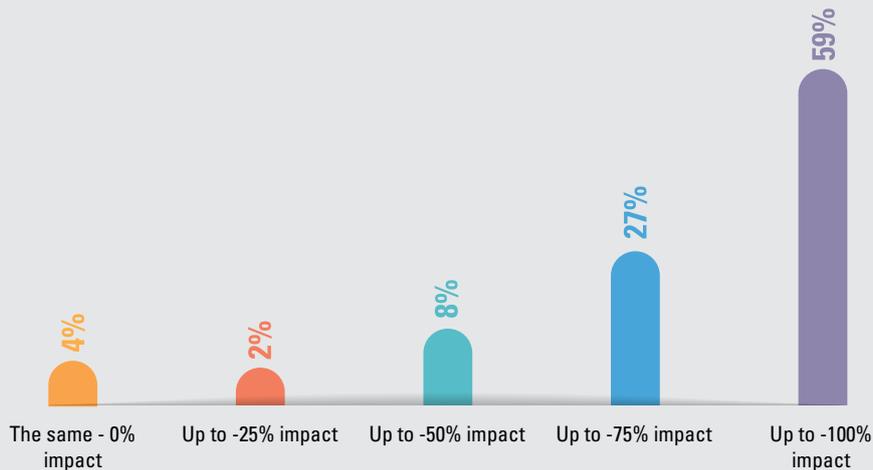


“ I DON'T THINK WE WOULD BE ABLE TO SURVIVE AT ALL UNDER THE CURRENT CIRCUMSTANCES. ESPECIALLY IF THE LOCKDOWN GETS EXTENDED. ”
- ACCOMMODATION

“ 2 MONTHS UNLESS I AM ABLE TO QUALIFY FOR ONE OF THE RELIEF FUNDS. I AM STRUGGLING AS MY BUSINESS IS NOT BEE NOR DO I HAVE SOUTH AFRICAN EMPLOYEES. ”
- RESTAURANT

“ THE BUSINESS WON'T SURVIVE BUT I CAN AND SO THE BUSINESS IS IN HIBERNATION TILL FURTHER NOTICE. ”
- TOURIST GUIDE

FORECAST IMPACT ON BUSINESS PERFORMANCE: APRIL-JUNE



RELIEF OPTIONS EXPLORED BY BUSINESS

MULTIPLE SELECT QUESTION



“ TO OBTAIN THE SUPPORTING DOCUMENTS TO BE COMPLIANT IS ALMOST IMPOSSIBLE WITH LOCKDOWN. ”
- TOUR OPERATOR

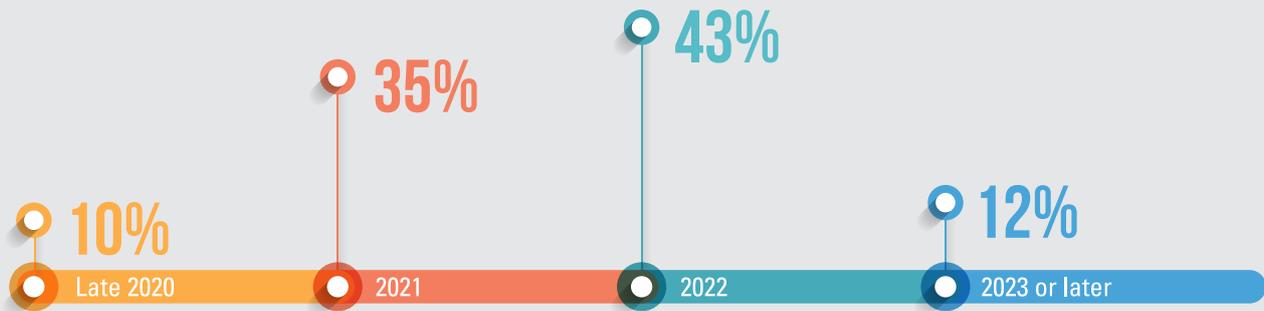
“ NO REPLY FROM ANYONE ”
- TOUR OPERATOR

“ THERE ARE SO MANY BUSINESSES THAT NEED HELP BUT THE CRITERIA THE MINISTER OF TOURISM IS MENTIONING WILL MAKE IT VERY DIFFICULT FOR MANY BUSINESSES TO RECEIVE FUNDING FROM THE TOURISM RELIEF FUND. ”
- ACCOMMODATION

“ I BELIEVE THAT THE SMME RELIEF IS FOR EMPLOYEES ONLY AND IT'S A LOAN - SO ONE HAS TO PAY IT BACK. NOT WORTH IT FOR ME. ” - ACTIVITY

56% OF BUSINESSES DO NOT HAVE A RECOVERY PLAN IN PLACE

THE TIME BUSINESSES THINK SOUTH AFRICAN TOURISM WILL RECOVER TO 2019 LEVELS



THE TYPE OF SUPPORT THAT BUSINESSES NEED

MULTIPLE SELECT QUESTION



OTHER SUPPORT NEEDED



TRAINING



ASSISTANCE FOR RETRENCHED STAFF



MORE FINANCIAL SUPPORT