

# CEO UPDATE



THE LEADING VOICE IN TOURISM

## COVID-19 EASTER UPDATE

Dear Colleagues

It is undeniable that the past year has been devastating for the tourism industry and the nation. It has not been easy dealing with rapid changes in regulations and restrictions on our sector's operations. However, you have shown remarkable resilience during this challenging period and may you continue in this regard.

As we enter this Easter period, we would like to encourage travel, tourism and hospitality businesses to continue to adhere to the lockdown regulations and protocols to keep patrons and travellers safe.

It is expected that there will be a larger number of people travelling and visiting our establishments during this Easter period. Thus, we urge you to continue to adhere to the health and safety protocols in place. These comprehensive measures will encourage tourists to continue to travel and visit our establishments. It will bolster confidence that our sector is not a 'super spreader' of the virus.

President Cyril Ramaphosa recently announced that the national recovery rate now stands at 95%, which is a testament to South Africans' collective efforts in abiding by the restrictions while monitoring, testing, contact tracing and implementing preventive measures. The TBCSA encourages the sector to continue to be vigilant and cautious.

Sanitize hands frequently, implement social distancing and adhere to the restrictions on crowds and gatherings at your establishments. I want to encourage you to adopt a zero-tolerance stance on anyone who is not adhering to the protocols and regulations.

Colleagues, we know that long before the COVID-19 pandemic was a reality, our sector operated with the highest hygiene standards. Indeed, health and safety are ingrained in the

DNA of our industry. Let us continue to create an environment that enables the tourism sector to recover well.

- To access the Travel Safe – Eat Safe App, please visit: <http://travelsafeeatsafe.co.za/>
- To download the industry standard safety protocols, please visit: <https://bit.ly/2DkQyFi>
- To access online training, please visit: <http://covidtraining.jurni.co.za/>

**ENDS.**



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