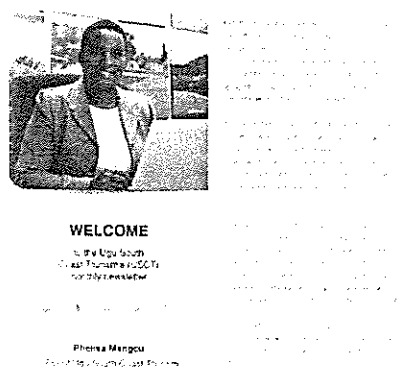


- Sardine Run activity
- Feedback on the successful SATSA (the Southern African Tourism Services Association) virtual fam trip.

The copy was sent to 435 members and non-members in the USCT database: 429 were delivered, 6 bounced and 43.8% were opened.

The second newsletter was sent out on the 24th November 2020 to 560 members and non-members in the database: 518 were delivered, 466 people opened the newsletter and there was a 42% bounce back. The content focused on the following elements,

- Destination Marketing Update
- Launch of the Tourism Month
- Building Confidence in the KZN South Coast as a Destination
- Closure of the Visitor Information Centers



MEDIA EXPOSURE

Press Releases & Copy Writing

Press releases and written copies were disseminated to various media houses. These efforts generated interest from journalists and led to extensive coverage from different media houses. In some instances, USCT extended the coverage to product owners to give them the opportunity to sell their products.

Numerous radio interviews were conducted across a variety of national radio stations which included SAFM, East Coast Radio, Lotus FM, Gagasi 99.5 FM, Channel Africa, Vuma FM, Megazone Radio and SABC Radio News. A series of radio interviews took place on Megazine Radio on a new slot called "Explore Your Backyard" where several KZN South Coast tourism products were showcased over a 6-week period.

National newspapers covered the news from Ugu South Coast Tourism with articles appearing in publications such as The Cape Times, The Star, The Witness, Independent on Saturday, IOL Travel, Skyways, Get It Mag, Responsible Traveller, Woza Weekend, Skynews, Silver Digest, 4x4 magazine and IOL Travel to name a few. In addition to this, a variety of community newspapers nationally, covered South Coast Tourism.

PRESS RELEASES	PRINTS
Youth Day brings #GreatestShoal on Earth action to the KZN South Coast shores - 16 June 2020	Media xpose.co.za - Jun 117, 2020 IOL News - Jun 16, 2020
USCT shares unique underwater images of bumper 2020 Sardine Run on the KZN South Coast - 18 June 2020	Marketing Spread - 18 June 2020 & thesardine.co.za-Online Fishing Surfing Diving News and Marketplace - 28 June 2020
Father's Day brings bounty of sardines to the KwaZulu-Natal South Coast - 22 June 2020	Mid-South South Rising Sun Newspaper – 30 June 2020
South African 'Mermaid' freediving champion films KZN South Coast's Sardine Run - 02 July 2020	SC Herald Newspaper - 07 July 2020
The Golf Coast' welcomes back golfers as courses get the green light to re-open - 28 July 2020	Media Expose - 30 July 2020

PRESS RELEASES	PRINTS
Get your votes in to nominate Port Edward as the Kwêla Dorp van die Jaar on kykNET - 05 August 2020	Marketing Spread -05 Aug 2020 & South Coast Herald - 12 Aug 2020
Launch of KwaXolo Caves Adventures combines outdoor fun with cultural wonder - 06 August 2020	Marketing Spread – 11 Aug 2020
USCT announces closure of Visitor Information Centres (VICs) as tourism goes digital - 17 August 2020	SC Herald Newspaper - 18 Aug 2020
10 must-try day trips on the KwaZulu-Natal South Coast - 25 August 2020	Media Xpose - 25 Aug 2020
10 Amazing Facts about the KZN South Coast - 07 September 2020	Marketing Spread – 07 Sep 2020
Rural tourism is celebrated this Tourism Month on the KZN South Coast with new developments - 09 September 2020	MyPR - 09 September 2020
MEC visits KZN South Coast rural tourism sites and monitors airport revamp - 14 September 2020	MyPR - 14 September 2020
Spring-time wave-riding on the KZN South Coast (17 September 2020)	Marketing Spread, My PR and SA today (17/10) Rising Sun (01/10) Phoenix Sun (30/11)
Unique whale behaviour sighted on the KZN South Coast (01 October 2020)	I Love ZA, Designing Ways, Rising Sun (05/10) Marketing Spread, My PR, My ZA, SA Today, My Durban (05/10) Berea Mail, Randfontein Herald, Zululand Observer, Southern Courier (06/10)
7 extreme adventures to get the adrenaline pumping on the KZN South Coast (08 October 2020)	I Love ZA, Good things Guy, Rising Sun (09/10), Woza Weekend (07/10) South Coast Herald (17/10) Mum'smail (4/12)
KZN South Coast announces huge discounts for tourists this October (16 October 2020)	I Love ZA, (08/10) Rising Sun, Rising Sun Merebank (18/10)
20 things to do on the KZN South Coast for under R150 (26 October 2020)	Living & Loving (27/10) Marketing Spread Woza Weekend (27/10), The Citizen

PRESS RELEASES	PRINTS
	Eminetra (26/10), I Love Za, SA Today, My PR
KZN South Coast in the spotlight: 9 reasons why it's a top film location (10 November 2020)	Marketing Spread (11/11) Ugu District News (20/11) My PR (16/11) My Durban, My Za, Buy PE, SA Today (24/11), Woza Weekend (17/10)
KZN South Coast set to host national seniors' tennis championship in December (24 November 2020)	My PR (25/11) South Coast Fever My ZA, My Durban Marketing Spread Weekend Gazette (South Coast) 30/11
Get into nature this summer with the KZN South Coast's top 20 hiking spots (26 November 2020)	The Witness (27/11) Marketing Spread (27/11) Woza Weekend (1/12) Phoenix Sun (02/12) Rising Sun Overport (03/12)
KZN South Coast gets ready to welcome holidaymakers this December (02 December 2020)	Marketing Spread (03/12) South Coast Fever (03/12)
Plan your ultimate KZN South Coast holiday with this free, user-friendly app! (03 December 2020)	Marketing Spread (03/12) Out and about
MEC visits KZN South Coast rural tourism sites and monitors airport revamp (14 September 2020).	South Coast Fever (17/09/2020)

Out of 210 Newsclip articles which included radio interviews, as well as print and online media, all of the media exposure was positive except the following four articles:

- 19 September: Head Topics – Water Disruption Threatens Tourism on the South Coast
- 19 November: IOL - Water Disruption Threatens Tourism on KZN South Coast
- 3 December: IOL - KZN South Coast Residents Left Without Water
- 6 December: Times Live - Water Cuts Dampen Holiday Prospects on KZN South Coast

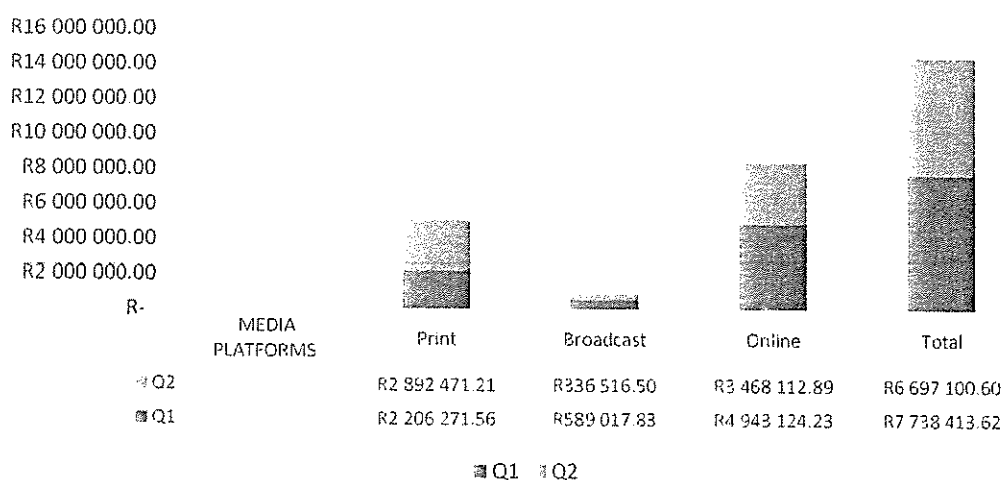
Brand Tracking

Newsclip is a brand tracking and media monitoring service which is highly recommended. They are a proudly South Africa brand tracking company built on 35 years of technological innovation. They monitor all media channels across South Africa and 53 countries throughout Africa with the aim of measuring the performance of the brand. Newsclip also offers immediate access to information on media coverage and statistical reports. They also track adverts and social media.

Below is the free media coverage and brand exposure generated between June/July to December 2020 as recorded through Newsclip monitoring. The list of media coverage includes the Advertising Value Equivalent (AVE) figures – this is rand for rand of what one would have spent to appear in these publications, online platforms and broadcast media, had these been 'paid for'.

During this period R14 435 514.22 (fourteen million, four hundred and thirty-five thousand, five hundred and fourteen rand and twenty-two cents), worth of AVE media exposure was generated between 16 June – December 2020.

Media exposure in rand value



All media coverage is accessible online in the Newsclip Redbook

<https://www.redbook.co.za/share/book/f59b0a01c360a2b6826954b7302a6fa2>

DIGITAL PLATFORMS

Social media marketing performance has drastically gone up between Q1 to Q2. During Q1, Facebook interaction, reach and impressions were carried by the Sardine Run. In Q2 all posts gained significant reach instead of just one segment. There has been an increase of 995 followers and an increase in the number of post likes. Traffic to the destination website has also increased.

Search Engine Optimization

The SEO results have shown the cost effectiveness of digital advertising as opposed to traditional marketing.

Facebook

Facebook reached over 2 467 000 accounts. With domestic tourism as the focal point, reach was dialed into Durban, Johannesburg, Pretoria, Pietermaritzburg, Cape Town and Mthatha. The Facebook page had an increase of 995 followers from the previous quarter. This came as a result of the diverse content that was posted.

Twitter

Twitter reached a total impression of 28 400 during Q2 and was the second-best performing social media asset and exceeding Q1 performance by 23 000. Tweets (posts) earned a total of 124 retweets (shares). Tagging of influential accounts took place during this quarter, furthering the reach and overall performance of the digital asset.

Instagram

Instagram also broke bounds, connecting with over 1485 accounts, exceeding Q1 performance by 686. Of these accounts, 61.2% were identified as females and 38.8% were males, with the majority of the accounts being between the ages of 25 and 44. The cultivation of Instagram followers during this quarter, specifically focused in November, resulted in an increase of 686 accounts following.

LinkedIn

LinkedIn has seen some interesting activity as regular posting has taken place over the last quarter. An increase of 74 followers and an increase of 537 in post impressions were observed. A strong focus on cultivating the Linked In network is set for December and January.

AmaSocial

USCT was mentioned by a total of 40 authors or using the USCT hashtags. A total of 261 posts mentioned or made use of USCT hashtags relevant to the industry.

Online Trends and Analysis

Destination Website

Period	Unique Visitors	Number of Visits	Page Visits	Hits	Bandwidth
July - September	2 317	3 892	52 908	83 099	1.145MB/Visit
October - Mid December	13 113	23 546	388 745	820 657	1.16MB/Visit

Corporate Site

Period	Unique Visitors	Number of Visits	Page Visits	Hits	Bandwidth
July - September	2 301	3 905	47 439	69 849	0.34MB/Visit
October - Mid December	7 778	18 129	238 795	377 009	0.54MB/Visit

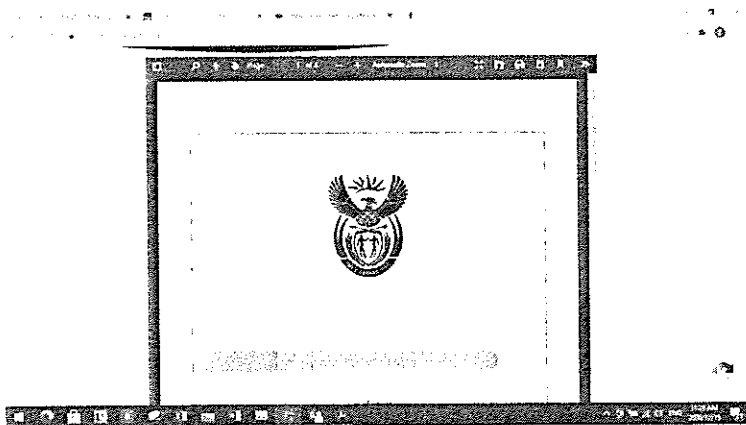
Explore KZN South Coast APP

During Q2 focus was placed on content development and promotion of the Explore KZN South Coast App. Communication to attract a wider range of product offerings was a huge success. This encouraged 190 crucial tourism products to submit their business details to be loaded on the App. It is important that USCT constantly improves and maintains the content on the App in order to keep it fully operational.

COVID - 19 Portal

The COVID-19 Information Tab on the USCT website was launched on 9 April 2020 as an additional platform to disseminate and access information. Through this platform USCT provides updated information and guidance to tourism businesses on COVID-19 developments as they impact them. Information focusing on latest developments and updates from the tourism industry authorities such as the National Department of Tourism (NDT), South African Tourism (SAT) and the Tourism Business of South Africa (TBCSA), is constantly being posted on the USCT Covid-19 Portal. The information is updated on an ongoing basis as the pandemic and policy responses evolve.

Link to access USCT Covid-19 Portal: <https://www.tourismsouthcoast.co.za/covid-19/>



MARKETING COLLATERAL

To support the marketing and business support efforts the following collateral was developed:

High Quality Videos

During this period three videos were filmed and edited.

KwaXolo Caves Video

<https://www.youtube.com/watch?v=6cFhi2rBGLk&feature=youtu.be>

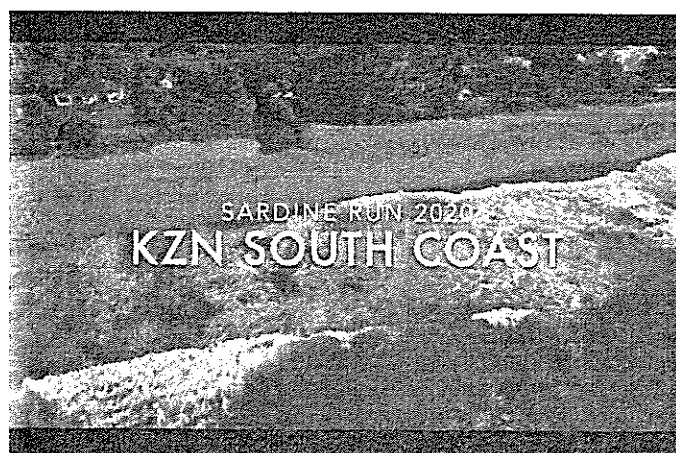


Covid Safety Video:



Sardine Video:

<https://www.facebook.com/watch/?v=301636567540993>

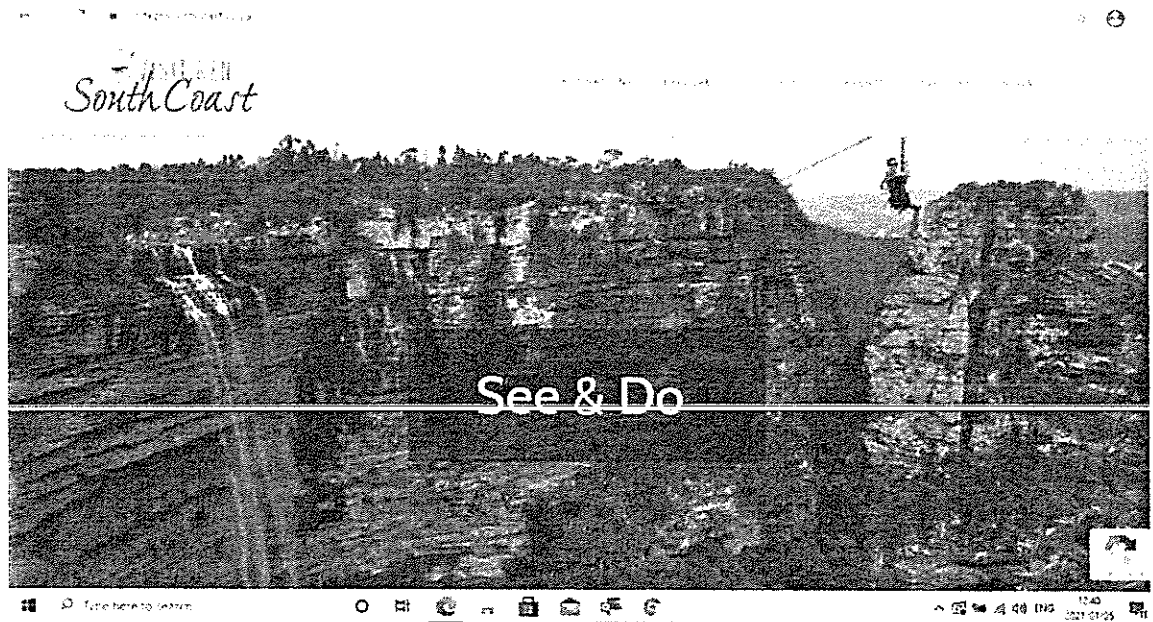


VISITOR INFORMATION SERVICES

The closing of Visitor Information Centres

Due to the Covid-19 pandemic, businesses have to minimize human touch and strongly adopt the use of technology. The need to respond to the changes brought by the Covid-19 pandemic, the decline in numbers of walk-in enquiries that were received through the Visitor Information Centres (VIC) including the financial conditions, required USCT to adapt to the new normal and restructure the organization. As such, in August 2020 USCT officially closed its VICs.

To disseminate information, USCT strengthened and promoted the use of *Explore KZN South Coast App* and *Visit KZN South Coast website* through which visitors can access information on accommodation facilities, attractions and other tourism business services. In addition to the VIC portal on the destination website, USCT created QR codes to allow visitors to access tourism information. These will be placed at different strategic visitor sites. For example, when USCT closed the Margate VIC, the office was handed back to the municipality for use by RNM Protection Services and SAPS in order to address safety and security needs of tourists in Margate. USCT has since installed QR codes on the windows of the now police office in order to ensure the availability of tourism information.



Visitor Information Tab on the Destination Website



USCT QR Code Stickers

TOURISM DEVELOPMENT

BUSINESS SUPPORT

Tourism Relief Fund

From the beginning of COVID-19 National Lockdown, USCT engaged closely with at least 250 tourism businesses to provide support interventions in a number of ways, such as assisting with

- the Tourism Relief Fund (TRF) applications,
- UIF application processes and challenges,
- grading application processes as per TRF criteria,
- applications of permits for establishments to host essential workers and
- also dealt with a variety of enquiries that were brought to our attention.

According to a report issued by NDT, Gauteng and Western Cape received the most Tourism Relief Fund approvals, followed by KwaZulu-Natal. In total there were 4000 successful applications throughout South Africa. The full list can be accessed on www.tourism.gov.za. Each successful business received a R50 000.00 grant that would help to mitigate the impact of COVID-19.

Following on Durban which is a Metropolitan Municipality, Ugu District received the most approved applications in KZN, details as follows:

	Area	Approved Applications
1	Ethekwini Metropolitan Municipality	275
2	Ugu District	56
3	Umgungundlovu	52
4	Uthukela	44
5	King Cetshwayo	41
6	Umkhanyakude	37
7	Ilembe (North Coast)	36
8	Zululand	27
9	Harry Gwala	17
10	Amajuba	15
11	Umzinyathi	07
Approved KZN Applications		607

Relief Fund for Registered Tourist Guides

The National Department of Tourism rolled out a R30 million Relief Fund to assist distressed Tourist Guides who have been impacted by the countrywide lockdown measures. The relief fund is applicable to registered freelance tourist guides who;

- operate independently without formal businesses in place or formal employment.
- not registered with UIF nor claimed any financial support through the Tourism Relief Fund.
- This Fund is administered through a 'no application' process. Information on Guides is sourced from the databases maintained by the Provincial Registrar of Tourist Guides (EDTEA).

Out of 31 guides that USCT managed to assist, there are 16 tourist guides from Ugu District who have received their payments. The rest of the guides did not qualify as they are contributing to UIF and some had not renewed their registration with the province. Each eligible freelance tourist guide receives a payment relief of R1 500.00 per month for a period of 3 months only.

Grant in Aid - KZN Department of Arts and Culture

In September 2020, USCT assisted five crafters to complete an online application form for Covid-19 relief funding support from the KZN Department of Arts and Culture (DAC). USCT assistance included a step-by-step process of completing the forms and this included using USCT office resources. Most crafters could not apply due to not meeting the requirements and some did not even try due to lack of confidence.

One of the crafters that USCT assisted, Nqubele Holdings (PTY) LTD from Bhobhoyi, met the funding requirements of the DAC. The department then visited Nqubele Holdings on 10th December 2020 to confirm the existence of the business and assess the quality of her work. In preparation for the department's visit, USCT assisted the crafter by lending her display equipment to ensure that her work is professionally and attractively laid out.

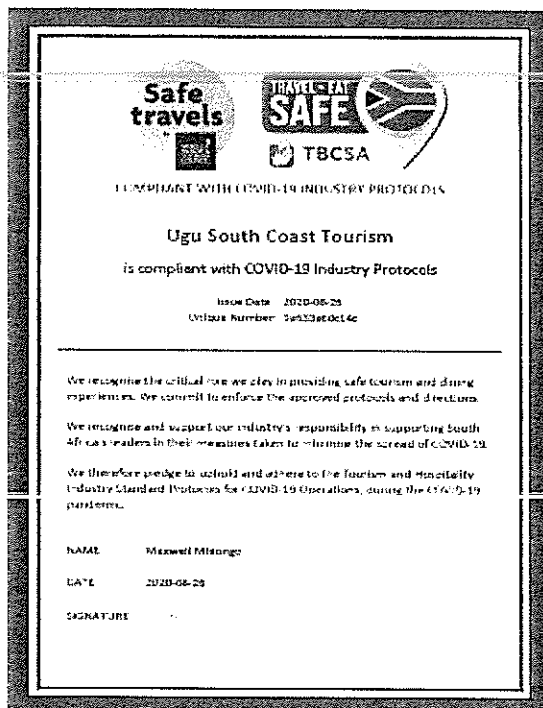
The director of Nqubele Holdings (PTY) LTD, has informed USCT that her application has been approved and she has entered into a Memorandum of Agreement with the DAC. The MOA was signed by both parties at DAC offices in Pietermaritzburg on 17th December 2020 and the funds (R60 246.00) will be paid in January 2021.

COVID-19 Compliance Protocols

USCT is assisting tourism businesses to comply with the Tourism Industry Standard Protocols for COVID-19 operations. Requirements include providing immediate evidence that health screening and cleaning procedures are in place. To ensure that businesses agree and understand the requirements to be implemented, they have to complete a quick and simple online questionnaire prepared by the Tourism Business Council of South Africa (TBCSA) and Bidfood South Africa, a leading broadline food service distributor. The system would then generate a compliance certificate which would feature the official COVID-19 Travel Safe - Eat Safe badge. This is endorsed by leading industry bodies and it also carries the World Travel and Tourism Council's (WTTC) Global Safety Stamp of Approval for South Africa. USCT will partner with Ugu DM Environmental Health Department to effectively create awareness about compliance to restaurants and accommodation facilities.

On 30 September 2020 USCT held a successful stakeholder engagement session at Harding Country Club (Umuziwabantu). The meeting was attended by 10 local tourism businesses as well as Umuziwabantu local Municipality. The aim of the meeting was to:

- share essential information concerning the COVID-19 health and safety protocols
- prepare for the recovery of the tourism industry on the KZN South Coast
- acknowledge and issue certificates for tourism establishments that are compliant with COVID-19 industry protocols
- revive the Umuziwabantu Tourism Area Committee.



Buy Local Campaign

Tourism businesses in the KZN South Coast are doing their best to ensure that they are fully operational in line with Covid-19 health and safety regulations. Many of our popular restaurants, cafés and eateries have also re-opened their doors to welcome patrons into a well-managed environment. USCT did everything possible to promote the incredibly diverse and innovative offerings on various media platforms in an effort to support tourism businesses to recovery.



Celebrating Women in Tourism

The month of August recognizes the ongoing achievements of all woman, locally and internationally. Each year this effort is amplified, creating awareness around women's issues, empowerment and campaigns that forge a new path for future generations. It

also gives the opportunity to showcase the tireless work being done by women in our communities, and leaves us inspired by those making tremendous strides in every industry.

Within the KZN South Coast tourism sector, USCT was privileged to count some of the most influential women among our members. These exceptional women were representative of the many dedicated, skilled individuals who are positioning this region as a key tourism destination. They are breaking ground and leading the way in their respective fields, making it a little easier for the next generation to step into the role, with fewer restrictions, and fewer prejudices than those who went before.



Download the FREE E-Book KZN South Coast
app from Google Play and Apple Store.
Visit www.visitkznsouthcoast.co.za or follow us on Facebook, @visitkznsouthcoast, and check out USCT on YouTube at www.visitkznsouthcoast.co.za

Women's Day commemorates the thousands of women who marched to the Union Buildings in Pretoria, in 1955, protesting against the country's then-apartheid policies. The day is a celebration of the ongoing contributions of all women.

USCT South Coast Tourism (USCT) is privileged to highlight some of the influential women among our members. It was difficult selecting only 10 to feature, but these exceptional women are representative of the many dedicated and skilled individuals who are positioning this region as a key tourism sector, and CEO of USCT South Coast Tourism Phyllis Mavuso.

- | | |
|---|--|
| 
Phyllis Mavuso
<p>"As owner of Port Stansbury's Ocean Restaurant and Lounge, she has been serving customers for the past eight years. Her calm nature and smile proved to be a blessing to her as a co-owner of the Ocean Restaurant. She is also the newly formed USCT Training Solutions. During her career with USCT, she has been instrumental in the development of the USCT Training Solutions. She is a woman who is always looking for ways to improve herself and her business. She is a woman who is always looking for ways to improve herself and her business."</p> | 
Zake Sani
<p>"After small start up, Zake and his team, Zake's started a small business in 2008, catering for musical and community events. In 2010, he started his own business, Zake's, and he is now the owner of the business. He is a woman who is always looking for ways to improve herself and her business. She is a woman who is always looking for ways to improve herself and her business."</p> |
| 
Thando Mkhize
<p>"During her career, Thando has been instrumental in the development of the USCT Training Solutions. She is a woman who is always looking for ways to improve herself and her business. She is a woman who is always looking for ways to improve herself and her business."</p> | 
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| 
Sharon Mkhize
<p>"During her career, Sharon has been instrumental in the development of the USCT Training Solutions. She is a woman who is always looking for ways to improve herself and her business. She is a woman who is always looking for ways to improve herself and her business."</p> | 
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| 
Sandy Dutton
<p>"During her career, Sandy has been instrumental in the development of the USCT Training Solutions. She is a woman who is always looking for ways to improve herself and her business. She is a woman who is always looking for ways to improve herself and her business."</p> | 
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www.visitkznsouthcoast.co.za



SMME SUPPORT

Singatha Incubation Programme

Through USCT support Nethezeka Tourist Transport and Projects was admitted in the 18 month Singatha Incubation Programme. The programme is facilitated by the Singatha Business Incubation Centre at Oslo Beach TVET College. It includes management guidance, technical assistance and consulting tailored to young growing companies. Participants are offered free working space, a desk, a chair, computer, free wifi, telephone and space for holding meetings with clients. Nethezeka recently participated in a 3-day financial management training which ran from the 28th to the 30th of September 2020 at Margate Hotel. Nethezeka Tourist Transport and Projects, is an emerging tourism business which will offer services such as rickshaw services in Ray Nkonyeni area, open bus sightseeing throughout the South Coast, vehicle hiring as well as airport transfers from the South Coast.



Tour Operator Incubation Programme

The National Department of Tourism (NDT) working with the Provincial Departments, Districts and Local Municipalities called out tourism businesses to tender their application in a Tour Operator Incubation Programme for a period of three years. The aim for the establishment of the programme is to capacitate tour operators with

necessary knowledge, training and skills that will enable them to develop and attract both domestic and international markets, through offering packages or products in the most sustainable and competitive way. NDT will contract the services of a service provider who will roll out the incubation services and address the identified needs of the SMMEs.

As part of completing the application form for the Tour Operator Incubation Programme, each applicant was required to fill out the needs assessment questionnaire which would guide and aid the department working with the appointed service provider to develop a growth plan in line with the identified business development interventions. USCT forwarded the communication together with application forms to all local tour operators and travel agencies that are listed in the USCT database.

Tourist Guide Association

It has become common practice in the tourism industry for tour operators and tour guides to form a platform from which they can have constructive engagements on various issues affecting them. This also allows them to be easily accessible as a collective to key stakeholders. USCT in partnership with EDTEA conducted a workshop for tourist guides and tour operators on the 08th of December 2020 at Uvongo Town Hall. The purpose of the workshop was to introduce the formation of the Ugu District Tourist Guide Structure.

The chairperson is expected to be elected in the next meeting which will take place in February 2021. At this stage, guides have elected a coordinator for the association, Mr Sbusiso Raymond Mpisane, who will assist USCT in inviting all guides to the next meeting. At this point the association is open for both registered and unregistered operating guides and tour operators. However, only a registered tourist guide can be a chairperson of the structure. Other key stakeholders that included Ugu District Municipality: Environmental Health, Ray Nkonyeni Local Municipality: LED and the Department of Labour, also participated in the tourist guide meeting.

Some of the objectives/functions of the association are as follows:

1. To update member organizations about new trends and development within the tourism industry
2. To prepare member organizations for domestic and international trade and consumer shows/events
3. To provide a regular forum where delegated representatives of member organizations can discuss matters of common administrative, organizational, developmental, financial and marketing interests
4. To collaborate with other tourism related organizations in exploring ideas for tourism promotion
5. To gain recognition of National, Provincial and Local Authorities for the contribution made by tourist guides in the sector
6. To identify tourism initiative that will uplift and ensure tourist guides growth e.g., conferences
7. To foster the application of uniform standards and quality of training for all guides across the province
8. To develop mechanism for reporting tourism infrastructure/attractions that requires development and maintenance
9. To ensure the development of the KZNTGA website
10. To ensure the implementation of National and Provincial tourism policies
11. To encourage members to network amongst themselves and with other guides across the province
12. To facilitate tourist guides awareness, workshops, training and inspection as and when required
13. Facilitate bidding to host national and international tourist guides related seminars/events
14. To address issues of illegal guiding and ensure compliance
15. To establish partnership with key role players to benefit the tourist guide sector
16. Ensure the code of conducts and ethics are practiced in the Tourist Guiding sector.

Presentations at the workshop covered a lot of ground as they were aimed at not only capacitating the participants but also to ensure adherence to policies.

- USCT presented on the importance of forming a Tourist Guide Structure/ Association.
- EDTEA then presented on Batho Pele Principles and also on the Constitution framework/District Tourist Guides Association Formalisation.
- Ugu District Environmental Health addressed guides on COVID-19 compliance procedures as guides have to ensure that COVID-19 protocols are adhered to at all times during tours.
- The Department of Labour uncapped lot of matters that were of importance to tourist guides.
- Ray Nkonyeni LED was there to support.

PRODUCT DEVELOPMENT

KwaXolo Caves Adventures

KwaXolo Caves Adventures is fully operating and through USCT destination marketing efforts, the attraction is drawing attention. To support rural tourism development and ensure the geographical spread of tourists in the KZN South Coast; USCT committed to install the KwaXolo Caves Adventures directional signs as per the initial project business plan on the development of KwaXolo Caves project. During Q2, USCT finalized the process for the installation of signs on local roads. However, the application for directional signs on provincial and national roads is still awaiting approval by the relevant authorities.

ROAD	NUMBER OF SIGNS	STATUS
D1095	7	Approved
N2 Ezingolweni Entrance	2	Awaiting approval
R61 Southbroom Entrance	2	Awaiting approval
R102 (Southbroom)	1	Awaiting approval
P284	3	Awaiting approval
P732	2	Awaiting approval



Local Directional Sign

After installation, it is required that the directional signs must be maintained and annual encroachment fees be paid. USCT undertook to pay for the maintenance and encroachment fees for a period of 3 years, after which the operator will take over the responsibility. This was agreed with KwaXolo Caves Adventures operator in the form of a Memorandum of Agreement.

Financial Support from EDTEA

Following the launch of the Tourism Month by the former MEC Nomusa Dube Ncube, in September 2020 at KwaXolo Caves Adventures; the MEC committed R650 000.00 towards further developments at KwaXolo Caves Adventures. The funds were transferred from EDTEA to TKZN as an implementing agent. USCT is working closely with EDTEA, TKZN and USCDA in ensuring that the funds are utilized for the benefit of enhancing the attraction. KwaXolo Caves Adventures was tasked to prioritise and list projects that can be implemented within the available funds. The list which includes the Coffee Shop, Curio Shop, ablutions and picnic spots, was sent to TKZN.

KwaNzimakwe Multi-Trails

Business Plan

KwaNzimakwe Multi-Trail Park was launched on 3rd November 2019, giving nature-lovers and outdoor enthusiasts the chance to experience this unique Ugu South Coast Tourism *Great Drives Out* route development project. The development of a business plan was identified as a required tool that will take KwaNzimakwe Multi-trails to the next phase. The activities outlined in the due diligence report could be considered as testing the market and the environment. It became clear from potential investors, both public and private, that what was needed was much more than word of mouth accolades, press releases, pictures and videos. If this was to be a successful commercial enterprise, a clear road map was an absolute necessity; which is what a business plan is intended to provide. With support from the Standard Bank, USCT completed the business plan in Q2 and it will be presented to potential funders.

Trail Tours

USCT constantly features KwaNzimakwe Multi Trails in the destination marketing efforts as one of the rural experiences in the KZN South Coast. This has drawn the attention and interest of tourist to this rural experience. It was delightful to receive a report from KwaNzimakwe Tour Booking Office, confirming that the local tour operators and tourist guides are gradually benefiting from the trails.



The KwaNzimakwe activities that took place in quarter 2, are as follows:

Date	Experience	Number of participants	Place of origin
15 November 2020	4x4 trail	Group of 12 people	
16 November 2020	4x4 trail	Group of 8 people	2 from Newcastle, 2 from Pretoria 4 from Durban
21 November 2020	4x4 trail	Group of 6 people	
22 December 2020	4x4 trail	Group of 4 people	2 from America 2 from Durban
24 December 2020	Hiking trail	Group of 8 people	

Tour Booking Office

USCT kept a gazebo, 2 chairs a trestle table and a table cloth at KwaNzimakwe (Msenti Academy), to be used whenever there are multi trail tours. This USCT equipment serves as a “temporal office” when visitors are signing indemnity forms. It is also used as a spot to keep some of the visitors’ belongings while hiking. Some visitors leave their cars at the starting point and one guide is always there to keep watch. The display also makes a good starting point.

Umzumbe River Trails

Phase 1 implementation

The Umzumbe River Trail (URT) concept was developed by USCT and was handed over to USCDA as the implementing agent. URT will follow the Umzumbe River from Pungashe Dam to Umzumbe River Mouth. It will consist of approximately 74km of hiking trail over a period of 6 days. Overnight stops with accommodation will be required.

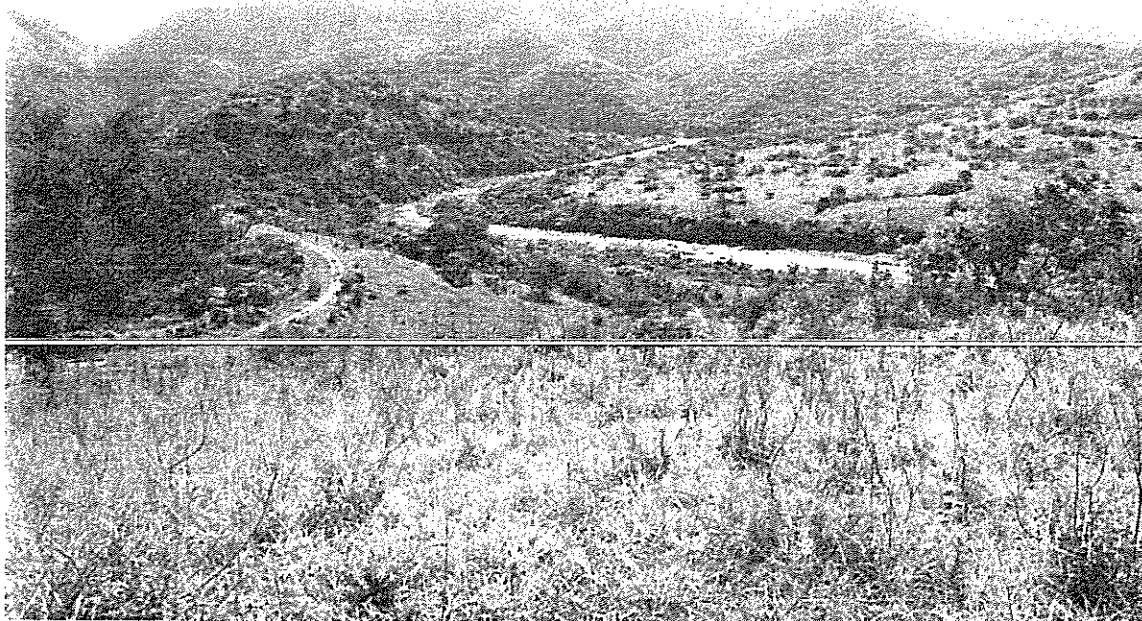
The project received funding support from KZN EDTEA in the amount of R2 million and the funds were transferred to the USCDA. KZN EDTEA expressed a desire to see the utilization of funds translating to at least some level of tourism activity and acknowledges that the final figures in terms of the intended accommodation facilities would be determined only after the detailed plans have been designed. Towards this understanding USCDA committed to an implementation plan to establish the trail and launch the initial phase by 15 December 2020.

USCDA has appointed Machwane & Morsink (PTY) LTD to manage the project. The implementation of the project has been divided into 2 phases:

Phase 1: Entails trail identification and implementation in order for the trail to start functioning.

Phase 2: Relates to final designs and more permanent trail cutting.
Identification, full feasibility and possibly construction.

On the 23rd, 26th, 30th November and 1st December 2020 the project management team walked and assessed the unchartered trail.



A comprehensive progress report from the project management team is available to USCT as a key stakeholder.

Ntelezi Msani Heritage Centre

USCT entered into a Memorandum of Agreement (MoA) with Ntelezi Msani Heritage Foundation (Foundation), a community-based organization in Umzumbe Municipality. The Foundation operates Ntelezi Msani Heritage Centre which serves as a platform to create a one stop shop that is aimed to preserve the indigenous knowledge, culture, heritage and artifacts of the Zulu people. USCT recognizes Ntelezi Msani Heritage Centre as one of the key attractions in the KZN South Coast. The rich indigenous knowledge that exists at the Centre will assist USCT in creating and packaging experiences that are focused on showcasing the *Paradise of the Zulu Kingdom* as a destination with diverse offerings.

The MoA with the Foundation will assist in the efforts to draw attention to Ntelezi Msani Heritage Centre as a rural tourist product. This product is ready to receive exposure and add to the diverse experiences in our destination but it needs support. As such, USCT has started featuring the Centre in its destination marketing efforts as one of

the attractions in the KZN South Coast. Currently the Centre offers a guided experience that includes activities such as:

- Authentic Zulu culture that traces the evolvement of the Zulu military system
- The Origins of the Zulu Kingdom Story Telling
- The 1906 Mthwalume Poll Tax Uprisings Story Telling
- Warrior Dances, Devine Healing Dances, Social Dances and Singing
- Craftsmanship, Stick fighting and the Essence of Isivivane
- Onsite craft development

On the 17th September 2020, USCT in partnership with TKZN, conducted a fam trip for MEDIA 24. The itinerary included a visit to Ntelezi Msani Heritage Centre.

Furthermore, USCT is providing developmental supporting to the Centre in order to make sure they meet industry standards. It is envisaged that the upcoming Umzumbe River Trail (URT) will benefit from Ntelezi Msani Heritage Centre as the facility will work as a magnet that will draw attention to Umzumbe area. The two experiences will also benefit from one another as Ntelezi Msani Heritage Centre has the potential to attract people from the eight URT communities to also work from the Centre and that way come up with a cohesive Culture and Heritage product from Umzumbe.



USCT donation to Rural Products

As USCT closed its Visitor Information Centres, some of the equipment and furnishings from these offices, all in good condition, were donated to rural tourism products.

KwaXolo Caves Adventures received

- Photo frames,
- Brochure stands,
- White plain boards and
- Brochure display stands.

Ntelezi Msani Heritage Centre received

Display equipment

- 4 x Busts
- 4x Craft Display Board
- 2x Bracelets Displays
- 6x Necklace Displays

Furniture

- 4x foldable tables in different shapes and designs
- 1x 2m high, brochure rack with 4 sides
- 1x display glass cabinet
- 2x high chairs
- 2x Brochure racks (brochure management)

Niche Tourism Challenge

USCT participated in the Niche Tourism Challenge which was facilitated by the National Department of Tourism (NDT) in November 2019. The “challenge” which included participants from different provinces, involved developing a niche tourism product for a destination. USCT was represented by the Manager: Tourism Development (Maxwell Mhlongo) and 3 interns (Mduduzi Shezi, Andile Dindi and Sthembokuhle Xolo).

The Niche Tourism Plan from USCT focused on KwaNzimakwe Rural Experience and KwaXolo Caves Adventures. NDT recently announced that the USCT Plan is currently in the top 8 nationally and the winner will be announced later in the year. The Department has also committed to offer further support to the winning plan.

Date and venue of Awareness Campaign	Beach	No. of people reached	Places of origin of people reached by the campaign
12 December 2020	Scottburgh Beach	68	Pietermaritzburg and Durban
13 December 2020	Hibberdene Beach	103	Pietermaritzburg and Durban
19 December 2020	St Michael Beach	78	Free State, Northern Cape, Eastern Cape and Pietermaritzburg
20 December 2020	Marina Beach	51	Gauteng Free State and United Kingdom,



STAKEHOLDER RELATIONS

Stakeholder Engagements

USCT participated and contributed in major strategic recovery platforms at provincial and district level.

- The **Provincial Tourism & Investment Committee (PTIC)**, took place on 17th September and was chaired by the MEC for Economic Development Tourism & Environmental Affairs (EDTEA). The main focus of the meeting was for District Municipalities to present their Tourism Recovery Plans post Covid-19. The Tourism Recovery Strategy for the KZN South Coast was presented by the Mayor of Ugu District, Cllr Sizwe Ngcobo.
- The **Ugu District Economic Command Cluster** developed the Economic Recovery Strategy of the district. USCT contributed to the development of the document. The Cluster addresses the challenges and interventions that are needed to support businesses in order to recover from the effects of Covid-19. As part of addressing the challenges faced by businesses, the Economic Command Cluster requested each sector within Ugu District to form a forum per municipality that would report directly to the Cluster. USCT decided to use the existing Tourism Area Chairs and add 2 more participants from rural products instead of having many different local tourism structures.
- **KZN Tourism Master Plan - Implementation & Monitoring Committee Meeting:** The Tourism Investment Committee which comprises of EDTEA and management from district municipalities meets every quarter and the hosting rotates between different municipalities. For Ugu District, USCT and USCDA hosted the meeting in December 2020. The meeting included site visits to rural tourism products which require funding assistance such as KwaXolo Caves and KwaNzimakwe Multi-trails. A tour of Port Edward Monument, Beaver Creek Coffee Estate and the Red Desert also took place. USCT also made a presentation on Addressing Tourism Growth in Ugu District focusing on the Tourism Recovery Strategy.
- USCT participated in the **Provincial Tourism Advocacy & Awareness Workshop** which focused on Tourism Database Management & Latest

Tourism Statistics/Covid-19 impact. The workshop was conducted by EDTEA. The Department is in the process of assisting the municipalities to develop and maintain centralised repositories of information through database management systems. The "how to" populate the spread sheet, will take place through a workshop to be planned for next quarter.

- **Ugu District Priority Committee on Rural Safety and Tourism** is a cluster, championed by SAPS. USCT uses this platform to share information and to request SAPS involvement in some tourism activities, such as tourism awareness programmes, events as well as crime issues that are affecting visitors in both coastal and rural areas where there are tourism products.
- USCT participates in the **Provincial Tourism Forum (PTF)** which meets quarterly. Ever since the country moved to Level 1 Lockdown, destinations within the province are required to send weekly progress reports to TKZN focusing on occupancy rate and business support during the pandemic. USCT has been reporting and updating the province accordingly.
- USCT was requested to join Ray Nkonyeni Municipality in hosting **Nqutu Local Municipality**. The officials of Nqutu LM had visited RNM on a fact-finding exercise about how the district addresses rural tourism and local economic development. USCT assisted in sourcing accommodation and putting together a tour package to rural products for the group. A presentation on Addressing Tourism Growth in Ugu District focusing on rural tourism development was also made to the group.
- USCT further participated and contributed in the following platforms;
 - 08 October 2020 Portfolio Committee on Local Economic Development
 - 02 November 2020 IDP Assessment Feedback and Alignment Meeting
 - 03 November 2020 Ethekwini and Ugu Family IDP Feedback sessions
 - 13 November 2020 LED Forum Virtual Meeting
 - 25 November 2020 UGU District Municipality IDP REP Forum Meeting

Functionality of Area Committees

Area Committees are an important stakeholder representing tourism businesses in the district. In the past year it was observed that some Area Committees are not functioning as expected and some have actually disbanded. USCT conducted an exercise to understand the status of each Area Committee. Through engagements the following information was received:

NAME OF AREA COMMITTEE	STATUS
1. Ezinqoleni	<ul style="list-style-type: none"> The committee decided not to continue with the area committee, but to form an informal group called Ezinqoleni Tourism Forum that will enable local businesses (Paddock and Oribi Gorge) to work together and support each other, without relying on government and entities. The forum meets every two months; however, communication happens regularly via a WhatsApp group which has been formed. Ezinqoleni tourism businesses will carry-on engaging with tourism since they are all members of USCT. Andy Ruffle who is the chairperson of the forum, assured USCT that the newly formed forum will invite USCT in some of their meetings.
2. Umuziwabantu	<ul style="list-style-type: none"> The Area Committee is dysfunctional USCT met with former committee members and local tourism businesses on the 30th of September 2020 at Harding Country Club. The objective of the meeting was to work on rebuilding the committee. They need help from USCT with regard to understanding the tourism sector and what is expected from them
3. Hibberdene	<ul style="list-style-type: none"> The Chairperson resigned and the Committee to elect a replacement.
4. KwaNdwalane	<ul style="list-style-type: none"> Dysfunctional. Committee meeting never took place since members were elected. The committee was mostly managed by people who had no tourism businesses and had no interest in the tourism industry.

NAME OF AREA COMMITTEE	STATUS
5. KwaNzimakwe	<ul style="list-style-type: none"> Committee exists but needs further support from USCT
6. Margate	<ul style="list-style-type: none"> Active, functional and positive Strong support from Margate Rate Payers, SAPS, Protection Services and MBA
7. Umdoni	<ul style="list-style-type: none"> Amalgamated with Scottburgh Area Committee, Forming Umdoni Area Committee The Committee is no longer functional due to lack of interest from members
8. Port Shepstone	<ul style="list-style-type: none"> Active, functional and positive
9. Ramsgate	<ul style="list-style-type: none"> Active, functional and positive
10. Shelly Beach	<ul style="list-style-type: none"> Active, functional and positive
11. Southbroom	<ul style="list-style-type: none"> Dysfunctional due to poor attendance which results to a lack of interest
12. Umtamvuna	<ul style="list-style-type: none"> No longer functional due to lack of interest from members
13. Umzumbe	<ul style="list-style-type: none"> Functioning and needs support from USCT Last meeting took place on the 07th October 2020

USCT will put in place corrective measures to address the challenges of the dysfunctional Area Committees.

INFRASTRUCTURE

One of the key objectives of the Tourism Recovery Strategy is to liaise with relevant stakeholders such as the provincial departments and municipalities to address

- The maintenance of all the beach assets
- Encourage "Covid clean" beaches, especially the ablutions
- Maintain and expand the blue flag status
- Services such as water, cleanliness and road conditions

Road Conditions

USCT was requested by EDTEA to submit a list of provincial roads that require maintenance as the condition of roads impacts on tourism growth. EDTEA would in turn address such challenges with the provincial Department of Transport. Unfortunately, the list only covers roads in Ray Nkonyeni Municipality as there was no cooperation from other municipalities. USCT worked closely with RNMLED to identify the affected roads.

NAME	DESCRIPTION	LOCATION	INTERVENTION REQUIRED YES/NO?	IF YES? PROVIDE BRIEF DESCRIPTION
Old St Faith Road	Local - Crocodile cracks and potholes	Umtentweni - Ward 12 - Old St Faiths Road	Yes	Overlay
Lynwood Road	Local - Crocodile cracks and potholes	Umtentweni - Ward 12- Lynwood Road	Yes	Slurry Seal
Salley Road	Local - Crocodile cracks and potholes	Sea Avenue - Ward 16- Salley Road	Yes	Slurry Seal
Bendigo Road	Local - Crocodile cracks and potholes	South Port -Bendigo Road	Yes	Overlay
Kingfisher	Local - Crocodile cracks and potholes	Pumula - Ward 16- Kingfisher	Yes	Overlay
5th Avenue	Local - Crocodile cracks and potholes	Pumula - Ward 16 -5th Avenue	Yes	Slurry Seal
Riveria Street	Local - Crocodile cracks and potholes	Hibberdene - Riviera Street	Yes	Slurry Seal
Danpienaar Road	Local - Crocodile cracks and potholes	Ward 18 (New Town) - Danpienaar Road	Yes	Overlay
Terrence Fairview	Local - Crocodile cracks and potholes	Ward 18 (New Town)- Terrence Fairview	Yes	Overlay

NAME	DESCRIPTION	LOCATION	INTERVENTION REQUIRED YES/NO?	IF YES? PROVIDE BRIEF DESCRIPTION
Deep Vale Road	Local - Crocodile cracks and potholes	Ward 17 Marburg - Deep Vale Road	Yes	Overlay
Industrial Road and Commercial Road	Local - Crocodile cracks and potholes	Ward 17 (Marburg) - Industrial Road and Commercial Road	Yes	Overlay
Dairy Road	Local - Crocodile cracks and potholes	Ward 17 (Marburg) - Dairy Road	Yes	Overlay
Venus Drive	Local - Crocodile cracks and potholes	Ward 17 (Marburg) - Venus Drive	Yes	Slurry Seal
Berg Road	Local - Crocodile cracks and potholes	Ward 17 (Marburg) - Berg Road	Yes	Slurry Seal
Althone Road	Local - Crocodile cracks and potholes	Ward 18 (New Town) - Althone Road	Yes	Slurry Seal
Lena Road	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Lena Road	Yes	Overlay
Harrison Road	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Harrison Road	Yes	Slurry Seal
Park Street	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Park Street	Yes	Overlay
Jackson Road	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Jackson Road	Yes	Overlay
Hector Street	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Hector Street	Yes	Overlay
Ordinance Road	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Ordinance Road	Yes	Overlay
Brea Road	Local - Crocodile cracks and potholes	Ward 18 (Port Shepstone) - Brea Road	Yes	Overlay

NAME	DESCRIPTION	LOCATION	INTERVENTION REQUIRED YES/NO?	IF YES? PROVIDE BRIEF DESCRIPTION
Snipe Street	Local - Crocodile cracks and potholes	Albersville - Snipe Street	Yes	Slurry Seal
Robin	Local - Crocodile cracks and potholes	Albersville - Robin	Yes	Slurry Seal
King Fisher	Local - Crocodile cracks and potholes	Albersville - King Fisher	Yes	Slurry Seal
Query Road	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Query Road	Yes	Slurry Seal
Churchill Street	Local - Crocodile cracks and potholes	Ward 3 (Shelly) - Churchill Street	Yes	Slurry Seal
Roosevel Street	Local - Crocodile cracks and potholes	Ward 3 (shelly) - Roosevelt Street	Yes	Overlay
Marburg CBD	Local - Crocodile cracks and potholes	Ward 17 (Marburg) -Marburg CBD	Yes	Overlay
Ferdale Road	Local - Crocodile cracks and potholes	Albersville -Ferdale Road	Yes	Overlay
Oscar Neo	Local - Crocodile cracks and potholes	Albersville -Oscar Neo	Yes	Overlay
Chesnutt	Local - Crocodile cracks and potholes	Ward 17 (Marburg) - Chesnutt	Yes	Overlay
Pioneer Road	Local - Crocodile cracks and potholes	Ward 19 - Uvongo -Pioneer Road	Yes	Slurry Seal
Garden Avenue	Local - Crocodile cracks and potholes	Ward 19 - Uvongo - Garden Avenue	Yes	Slurry Seal
Bond Street	Local - Crocodile cracks and potholes	Ward 19 - Uvongo - Bond Street	Yes	Overlay

NAME	DESCRIPTION	LOCATION	INTERVENTION REQUIRED YES/NO?	IF YES? PROVIDE BRIEF DESCRIPTION
Svea Road	Local - Crocodile cracks and potholes	Ward 19 - Uvongo - Svea Road	Yes	Overlay
Beaumont	Local - Crocodile cracks and potholes	Ward 19 - Uvongo - Beaumont	Yes	Overlay
Pandarana	Local - Crocodile cracks and potholes	Ward 2 - Margate - Pandarana	Yes	Overlay
Queen Elizabeth	Local - Crocodile cracks and potholes	Ward 2 - Margate - Queen Elizabeth	Yes	Overlay
Manning Road	Local - Crocodile cracks and potholes	Ward 6 - Margate - Manning Road	Yes	Slurry Seal
Marine Drive	Local - Crocodile cracks and potholes	Ward 2 - Margate - Marine Drive	Yes	Slurry Seal
Tedder Avenue	Local - Crocodile cracks and potholes	Ward 6 - Margate - Tedder Avenue	Yes	Slurry Seal
Campbell	Local - Crocodile cracks and potholes	Ward 6 - Margate - Campbell	Yes	Overlay
Valley Road	Local - Crocodile cracks and potholes	Ward 2 - Margate - Valley Road	Yes	Rehabilitation
Queen Street	Local - Crocodile cracks and potholes	Ward 2 - Margate - Queen Street	Yes	Slurry Seal
Ramble Road	Local - Crocodile cracks and potholes	Ward 2 - Ramsgate - Ramble Road	Yes	Overlay
Impi	Local - Crocodile cracks and potholes	Ward 2 - Ramsgate - Impi	Yes	Overlay
Carlisle	Local - Crocodile cracks and potholes	Ward 2 - Ramsgate - Carlisle	Yes	Overlay

NAME	DESCRIPTION	LOCATION	INTERVENTION REQUIRED YES/NO?	IF YES? PROVIDE BRIEF DESCRIPTION
Sutherland	Local - Crocodile cracks and potholes	Ward 9- Southbroom - Sutherland	Yes	Overlay
Somerset	Local - Crocodile cracks and potholes	Ward 9- Southbroom - Somerset	Yes	Overlay
College	Local - Crocodile cracks and potholes	Ward 9- Southbroom - College	Yes	Overlay
Beach Road	Local - Crocodile cracks and potholes	Ward 9- Southbroom - Beach Road	Yes	Slurry Seal
Richardson	Local - Crocodile cracks and potholes	Ward 9- Southbroom - Richardson	Yes	Slurry Seal
Churchill	Local - Crocodile cracks and potholes	Ward 9- Southbroom - Churchill	Yes	Overlay
Fiarway	Local - Crocodile cracks and potholes	Ward 9- Southbroom - Fiarway	Yes	Slurry Seal
Avon Road	Local - Crocodile cracks and potholes	Ward 9- Southbroom - Avon Road	Yes	Overlay
Ridge Road	Local - Crocodile cracks and potholes	Ward 9 - Marina Beach - Ridge Road	Yes	Overlay
Winifred	Local - Crocodile cracks and potholes	Ward 9 - Marina Beach - Winifred	Yes	Overlay
Lagoon	Local - Crocodile cracks and potholes	Ward 9 - Marina Beach - Lagoon	Yes	Slurry Seal
Old Pont	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Old Pont	Yes	Overlay
Ramsey Road	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Ramsey Road	Yes	Overlay

NAME	DESCRIPTION	LOCATION	INTERVENTION REQUIRED YES/NO?	IF YES? PROVIDE BRIEF DESCRIPTION
Owen Ellis	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Owen Ellis	Yes	Slurry Seal
Kinderstrand	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Kinderstrand	Yes	Slurry Seal
Fisherman	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Fisherman	Yes	Overlay
Selborne	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Selborne	Yes	Overlay
Port C	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Port C	Yes	Slurry Seal
New Port	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - New Port	Yes	Overlay
Vetnor	Local - Crocodile cracks and potholes	Ward 1 - Port Edward - Vetnor	Yes	Slurry Seal
Umzumbe River Trail	74km hiking, walking, horse riding trail	Ray Nkonyeni and Umzumbe	Additional funding for the 2nd phase as the 1st phase is due for completion in February 2021	The interest on the project is overwhelming and proceeding to the 2nd phase will be the logical conclusion.
			Advertisement went out but was later withdrawn due to contractual issues	
			Currently finalizing appointment	
			Opresentation made at RNM	

NAME	DESCRIPTION	LOCATION	INTERVENTION REQUIRED YES/NO?	IF YES? PROVIDE BRIEF DESCRIPTION
			Council which was well received	

Bailey Bridge Construction – KwaXolo

KwaZulu-Natal MEC for Transport, Community Safety and Liaison Bheki Ntuli in partnership with the South African National Defence Force (SANDF) officially launched the strategic infrastructure partnership that will ensure the construction of 14 Bailey bridges worth R110.4 million in KwaZulu-Natal. One of the bridges is in the KwaXolo Caves route on the local road, D1095. The construction of the bridge which commenced on the 14th August 2020, will improve the accessibility for visitors travelling from KwaNzimakwe side.

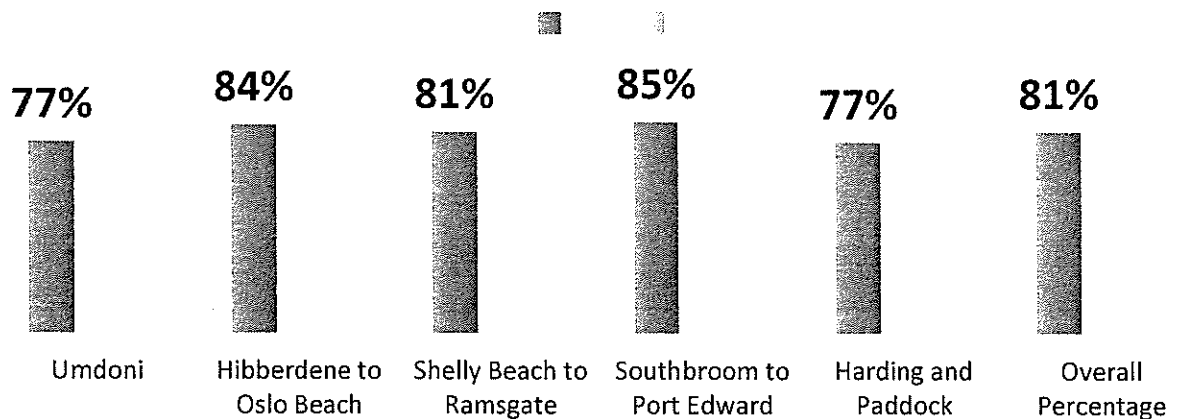
RESEARCH

December Season Performance

At the beginning of the December 2020 Season, USCT started collecting occupancy data from accommodation establishments. A total of 100 establishments were contacted and the average bookings at the start of the holiday season were 80%.

December Bookings

GEOGRAPHICAL SPREAD



WEEK ONE - 4 December

Occupancy Rate

- Week 1 was marked by water challenges
- Most establishments were still receiving enquiries for accommodation
- The average occupancy rate was sitting at 80%

Water Challenges

- Some areas between Hibberdene and Port Edward as well as inland, were experiencing water supply disruptions.
- Most establishments have water tanks as a back-up system.
- Some big establishments use borehole systems.

WEEK TWO - 11 December

- Week 2 was marked by the possibility of beach closures

- Even though there were still enquiries, visitors were hesitant to make bookings, while there were still discussions about the closing of beaches.
- Most businesses had cancellations, due to water challenges as well as the possibility of beach closures.
- However, some establishments that had reported less than 70% bookings the previous week received confirmations bookings and this helped in maintaining the average 80% occupancy
- Umdoni Local Municipality cancelled all planned beach events that were going to take place during the festive season.

WEEK THREE - 18 December

- Week 3 was marked by the closure of beaches on certain days during the holiday period
- When the President announced the closing of KwaZulu-Natal beaches 3 establishments, reported a 10% cancellation on accommodation bookings each.
- Other establishments that USCT contacted, did not have cancellations at that stage.
- An inland resort received more bookings, as they are not affected by beach closures. The resort is 103km away from the ocean.
- The overall average occupancy remained at 80%, which was the same as the previous week.

WEEK FOUR - 24 December

- Week 4 was marked by the announcement of the new Coronavirus variant
- Some establishments received cancellations due to the new variant.
- Based on the feedback received from 100 establishments, occupancy rates dropped by 2% and was sitting at 78%.
- Some holidaymakers were cancelling as a result of water outages in the Ugu District.
- Some visitors were postponing their holidays, instead.

WEEK FIVE - 31 December

- Week 5 was marked by the announcement of the Level 3 Lockdown resulting to complete closure of beaches
- Establishments reported that normally they employ casuals during December holidays, but unfortunately that did not happen this year.

Early Departures

- Hibberdene Engen garage had a lot of people filling up petrol who were ready to go back home early, a day after the president's speech.
- Most establishments were reporting that most of their guest are departing earlier than planned

Cancellations

- Most visitors who were due to arrive before the end of 2020, were cancelling their accommodation bookings.
- One establishment had 11 cancellations in one day. A lot of establishment dropped in their occupancy rate
- One establishment had a wedding booked for the 2nd of January 2021. That too had to be postponed.
- Some establishments had to refund a lot of bookings
- Some guests had to lose their refunds due to the establishments policies.

FINANCE AND HUMAN RESOURCES

SERVICE LEVEL AGREEMENTS WITH MUNICIPALITIES

Though all the municipalities finally signed the SLA's, this process has been challenging as it impacts on the commitment and payment of grants.

- Umuziwabantu signed the SLA and have paid
- Umdoni LM signed the SLA and have not paid to date
- Umzumbe LM signed the SLA and have paid
- Ray Nkonyeni LM signed the SLA and have not paid to date
- Ugu DM has signed the SLA but still have an outstanding balance of R19 351 561.76. This includes outstanding payments from 2019/20 financial year.

HUMAN RESOURCE MANAGEMENT

Organization Restructuring

The Covid-19 pandemic has accelerated the inevitable move to digital for the tourism sector. Businesses across all industries have had to adapt to a digital reality in order to survive, and tourism is no different. The role of Visitor Information Centres (VICs) had changed over the years, with more visitors likely to turn to their mobile phones or other electronic devices, to research the information they need for a visit to the KZN South Coast. Even before the outbreak of the coronavirus, USCT was already experiencing a decline in the number of enquiries that were received through the VICs. Walk-in visitors were mostly local residents who went to book bus tickets or USCT members who were delivering their brochures for distribution. In line with this transformation, including the difficult and uncertain financial conditions; USCT had to address operational requirements and review the structure of the organization.

In accordance with Section 189(3) of the Labour Relations Act, the affected employees were invited to a consultation session with management to discuss possible alternatives to avoid retrenchment.

- 1) Consultations were held on 24 July and 4 August 2020 and employees were represent by their union SAMWU. Unfortunately, parties could not reach consensus and management was left to terminate their employment on 12 August.
- 2) The employees subsequently applied to the Labour Court in Durban for the urgent hearing of the matter. On 21 August the Labour Court dismissed their application with costs.
- 3) The 7 affected employees later referred the matter to the CCMA wanting to be reinstated. On 18 September the CCMA issued a certificate referring the application to the Labour Court. The matter is currentiy with the Labour Court.

Mutual Termination Agreement - Section 57 Employee

The 5-year employment contract of the GM: Development with USCT took effect on the 1st April 2017. As a Section 57 employee she was bound by the terms and conditions that were stated in her contract of employment and the legislation which governs the employment contract. On 30th November 2020, this contract was terminated by mutual agreement.

Staff Complement

In terms of staffing the following table summarizes the overall staff complement:

Post / Office	Type	Black		White		Indian		Comments
		Male	Female	Male	Female	Male	Female	
CEO	Contract		x					
GM: Finance & Co – operative Services	Contract				x			
GM: Development	Contract		x					
GM: Marketing	Contract (Resigned 31.08.2019)							This post has been temporally frozen as per the Board meeting 29 August 2019
Total			2		1			
Manager Trade Relations	Permanent						x	
Manager Development	Permanent	x						
Stakeholder Relationship Officer	Permanent							Employee was part of the retrenchment

Post / Office	Type	Black		White		Indian		Comments
		Male	Female	Male	Female	Male	Female	
								process effective 30.08.2020
Visitor Services Officer Head Office	Permanent		x					
PA – CEO	Permanent							Employee was part of the retrenchment process effective 30.08.2020
Manager Cooperative Services	Permanent						x	
SCM Officer	Permanent		x					
Marketing Officer	Permanent	x	x					
Supervisor: Umdoni								Employee was part of the retrenchment process effective 30.08.2020
Visitor Services Officer: Shelly Beach	Permanent							Employee was part of the retrenchment process effective 30.08.2020
Supervisor: Margate	Permanent							Employee was part of the retrenchment process effective 30.08.2020
Supervisor: Port Edward	Permanent							Employee was part of the retrenchment process effective 30.08.2020
Info Officer: Shelly Beach								Employee was part of the retrenchment process effective 30.08.2020
Total		2	3				2	
Interns & Graduates								
1. Finance	31.12.2019							
1. Info Offices 2. Marketing 3. Development		2	3 1					The new set of students came in as of 1 August 2019. We have had 1 resignation at the end of September 2019, sitting going back to the Eastern Cape.
Casual Cleaning staff	Casuals/day		1					

Post / Office	Type	Black		White		Indian		Comments
		Male	Female	Male	Female	Male	Female	
Overall Total		4	10	-	1	-	2	

While USCT does not have an Employment Equity Plan, our Employment Policies are in line with required legislation.

PERFORMANCE MANAGEMENT REPORT – Annexure A

See Annual Performance Scorecard 2020/2021 which will require changes.

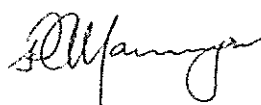
The implementation of the scorecard in terms of service delivery is only achievable if the grant funding committed by the municipalities is received. It is also affected by the restrictions of Covid-19 at the time of delivery.

MID TERM ADJUSTED BUDGET – Annexure B

See the attached Mid-term Adjusted Budget 2020/2021.

The overall Annual Budget has required adjustments. Operational savings were made as a result of the Risk Adjusted Implementation Plan that USCT developed. USCT was able to reduce the grant committed by Ugu District Municipality by R1 508 426.

The Annual Adjusted Budget for approval is R16 561 248.



PHELISA MANGCU

Chief Executive Officer

January 2021

Approved by the Board of Directors: 15 January 2021

KEY PERFORMANCE AREA Q1: DESTINATION MARKETING

[illegible]

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