



TRAVEL, TOURISM & HOSPITALITY IN AFRICA

Shaping a POST-COVID19 Future of a Globally
Essential Sector Through Higher Education



sth
SCHOOL OF TOURISM
AND HOSPITALITY

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THE UNCERTAINTY OF A WORLD IN LOCKDOWN

- Travel Restrictions: 100% of Destinations (UNWTO), cautious re-start in N Hemisphere Summer
- 2020 International Arrivals: Estimated -58% to -78% (UNWTO)
- Industry Job Losses: 1M per day (WTTC)
- Worse crisis than 9/11, Global Financial Crisis & SARS combined
- World On Watch:
 - Spikes, Surges, 2nd Wave...3rd Wave
 - Vaccine – Q4/2020 estimate, yet still est. 70% Immunity.
- Global Debate: Lives VS Livelihoods
- S Africa in unclear Level 3



CONFIDENCE IN OVERCOMING COVID19?

Expected Length of Outbreak (Own Country)

% who say they think the following is how long the coronavirus / COVID-19 outbreak will last in their country

	AI	AU	BE	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	PL	RO	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A few more days	2	1	0	2	2	2	2	1	2	1	1	0	2	0	1	2	1	0	1	1	3
1-2 weeks	3	2	2	3	2	5	2	2	3	1	3	2	7	1	3	4	2	0	1	3	3
3-4 weeks	6	4	5	4	3	9	3	4	4	4	5	2	10	2	5	10	2	0	4	4	4
2-3 months	27	15	21	20	12	40	14	15	27	11	15	10	21	10	15	19	9	5	14	11	14
4-5 months	12	10	8	16	8	12	12	8	16	9	11	4	9	11	11	8	9	5	10	7	9
6 months	18	20	13	21	15	20	20	16	19	11	16	12	18	15	14	11	24	16	17	14	15
Up to a year	17	26	27	21	27	8	21	30	18	27	31	21	22	39	26	19	35	34	24	29	23
Longer than a year	16	23	25	15	32	6	25	26	11	35	19	49	12	23	26	28	19	39	29	31	30

CONFIDENCE IN TRAVEL: NEXT 12 MONTHS?

% who say they expect to take the following types of vacation in the next 12 months*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Cruise	4	5	2	3	4	4	5	4
Domestic vacation in your country	45	51	48	45	46	51	56	35
Foreign long-haul vacation (i.e. in a different part of the world)	5	11	6	9	7	10	15	5
Foreign short-haul vacation (i.e. in a nearby country)	11	16	9	9	11	13	18	9
Staycation in your local area	24	33	30	21	30	29	32	23
I'm not planning on taking any vacations	32	23	31	34	30	26	20	38

REOPENING TRAVEL & TOURISM

- Tourism re-opening is about supply chain reactivation
 - Goods & Services
 - Mobility
 - Logistics
- Job & SMME protection
- Integrated Health & Safety Protocols: Implementation & Adherence
- Social re-adjustment
- Phases of unlock: the next normal



3 Critical Shifts in DEFINITION, Vital To Future EDUCATION:

SUSTAINABILITY

Now it's about:

- Economy
- Society
- Culture
- Spirit

...and Green

It's no longer about us,
it's about them...right
here beside me, and in
the next generation(s).

BRAND

Now it's about:

- Trust
- Responsibility
- Accountability
- Sustainability

...and Identity

It's no longer about
Marketing & PR, it's
about 360-degree
relationships, for the
long term.

PERFORMANCE

Now it's about:

- Visibility
- Transparency
- Profitability
- Community

...substance *with* style.

It's no longer about the
bottom line, it's about
the lines that connect the
business to next door &
the world.

"TRUST IS THE NEW CURRENCY"

Secretary General UNWTO

1. Pandemic Risk Mgmt.
2. Policies
3. Protocols
4. Personal Connections



THANK YOU



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