

# REPORT ON NAMIBIA TOURISM EXPO 2020

By:  
Gayle  
Daniels

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# 1. INTRODUCTION AND BACKGROUND

## 1.1. INTRODUCTION

The COVID-19 pandemic has had a catastrophic impact on the economies of most countries in the world. South Africa has been one of the countries hardest hit by the COVID-19 pandemic and had to implement very stringent regulations to curb the spread of the virus. The hard national lockdown meant that the economy almost came to a total shutdown.

Tourism was one of the sectors that was the hardest hit by the COVID-19 pandemic. The Cape Winelands District had a thriving tourism industry before COVID-19 and are fighting now to recover. It is good to see that the Local Tourism Associations in the district is thinking out of the box in order to attract domestic tourists to the District.

There was much uncertainty when the CWDM received an invitation to attend the Namibian Tourism Expo 2020. The municipality understood that we had to get the district economy moving again and part of this entails providing district companies with the opportunity to trade with companies in other countries.

## 1.2 ECONOMIC GROWTH

Economic growth is a pre-requisite for economic development. Economic growth means increasing the total output, i.e. all goods and services produced in a region.

In order to attain economic growth, economic activity needs to increase, which is achieved through (i) business retention and expansion (BR&E), (ii) creating new enterprises and (iii) attracting new investment. Business retention and expansion (BR&E) is dependent firstly on the growth and expansion of existing businesses, and secondly the development and establishment of new businesses to increase the total output (production of goods and services).

A region's economy can therefore be grown by increasing the production levels of local businesses and the establishment of additional (new) businesses. To do this, the inputs required for businesses must be increased and businesses must operate at optimal production levels. Optimal production levels can be achieved through the necessary skills as well as creating an enabling environment for businesses to flourish.

To further increase economic growth, it is desirable to attract new investment to the area. This entails an investment attraction programme (marketing the destination to private business) and

ensuring that the local area reaps maximum benefits from national and provincial initiatives through grants and programmes.

A growing economy also enhances the chances of new businesses succeeding. The market for the goods and services produced by businesses can be enhanced by increasing the buying power of the local economy as well as exporting goods and services to other areas.

Tourism is a useful tool, employed in areas with tourism appeal such as Cape Winelands, to fulfil the mandates of social development and local economic development (in terms of BRE and the establishment of new businesses). Furthermore, in order to attract investment to improve the living conditions and to attain economic growth (sustainably), it is important to foster and cherish the natural resources and to afford environmental protection to the area.

### **1.3 CAPE WINELANDS INVESTMENT ATTRACTION AND OPPORTUNITIES STRATEGY 2019/20**

In order to attract foreign investment and capture the advantages thereof, government should establish support infrastructure and be committed to a pro-business (private sector) attitude. The local workforce should be well-trained, basic infrastructure should be in place and international links should be fostered. Potential investors are also attracted by good governance and capable market institutions.

The primary goal of the Cape Winelands Investment Attraction and Opportunities Strategy (CW-IAOS) as contained within the Cape Winelands Regional Socio-Economic Strategy 2019/20 is to provide guidelines that would promote investment in the Cape Winelands District, by focusing on:

#### **Business Retention and Expansion**

It is generally understood that any strategy or programme designed to help existing business to grow or prevent them from shutting down falls under the broad definition of business retention and expansion. The process seeks to understand the business environment of the locality by looking at business obstacles and challenges as well as unrealised business opportunities.

#### **Investment Opportunities**

The most appropriate tools to market Cape Winelands as an investment destination are dependent on the target market (audience) and the message being conveyed to that targeted market or the business sector decision-makers. The tools to market Cape Winelands must therefore be appropriate to communicate the advantages of investing in Cape Winelands to those decision-makers in a way that appeals to them.

#### **Creating Competitiveness**

Productivity is an important determinant of competitiveness and it relates to how governments utilise its human, capital and natural resources. Improving productivity and innovation is key to creating a competitive environment. Improving competitiveness does not require new resources but rather using current resources at its' optimal level. For municipalities to improve on creating an enabling environment for business it needs the private sector as a key strategic partner.

The LED Unit has developed local economic development programmes to facilitate and promote investment through its Trade Expo/Missions Programme (attracting new investment into the area as well as identifying new opportunities in the area). The Cape Winelands District Municipality is fulfilling its role as the facilitator of creating an enabling environment for business to thrive in and partakes in trade shows as a means to provide a platform for businesses within the District to market their products and services to buyers/consumers and investors and thus creating competitiveness.

The Namibian Tourism Expo is not a tourism show but rather a trade show. This means that it is a show where businesses are given the platform to market and sell their products in order to generate income. Municipalities, provincial and national departments/ investment agencies (e.g. WESGRO) attends trade shows in order to promote areas as investment destinations as well as to promote established businesses products and services to a new market. One of the main reasons for businesses to attend trade shows in foreign countries is to find a new market for their products and thus generate a new revenue stream for their business.

## 2 TRADE EXPO OBJECTIVES

The primary objectives for the CWDM to attend trade/tourism shows:

### 2.1 CWDM

- Generic marketing of the Cape Winelands as an investment destination that supports the objectives of the District's Investment Attraction and Opportunity Strategy (CW-IAOS) as contained within the Cape Winelands Regional Socio-Economic Development Strategy (CW-RSEDS: 2019/20); and

- Generic marketing of the Cape Winelands as a preferred tourism destination that supports the objectives of the Cape Winelands Tourism Strategy as contained within the Cape Winelands Regional Socio-Economic Development Strategy (CW-RSEDS: 2019/20).

## 2.2 PARTICIPATING SMMEs

- Increase sales of products/ services represented on the Cape Winelands District Municipality's stand by participating SMMEs;
- Obtain market intelligence and gauge response to the District as an Investment destination as well as to the various products/services offered within the District; and
- Penetrate new markets for the District's products and services by the participating SMMEs on the Cape Winelands District Municipality's stand.

# 3 NAMIBIAN TOURISM EXPO 2020

## 3.1 ABOUT THE NAMIBIA TOURISM EXPO 2020

The United Nations World Tourism Organisation (UNWTO) secretary general: Zurab Pololikashvili, officially opened the 22<sup>nd</sup> annual Namibia Tourism Expo on 4 November 2020 which was organised by Republikein and supported by all Namibian Tourism Organisations including the Namibia Tourism Board (NTB). The UNWTO secretary general applauded Namibia for being one of the few countries in the world to have the courage to host a tourism/trade show and to open its borders for international tourists. The Namibia Tourism Expo 2020 is the first expo held in Africa after COVID-19. A key driver for the Namibia Tourism Expo was to promote the Namibia “business and tourism revival” strategy which aims to save livelihoods and jobs amid COVID-19. The secretary general also launched a Covid-19 Tourism Safety Protocols and Guidelines Toolkit to ensure adverse of Covid-19 prevention measures by Namibia's tourism industry.

The Namibian Minister of Environment, Forestry and Tourism, Mr. Pohamba Shifeta also spoke at the opening of the Namibia Tourism Expo where he discussed the negative impact caused by COVID-19 pandemic on the Namibian tourism industry and also highlighting the importance of investing in domestic tourism. “Given the current situation, which brought many economies to a standstill, continuity of the domestic tourism operations is crucial at this critical point and the Namibia Tourism Expo will create a platform for the industry to brainstorm ideas to ensure that

Namibia remains a preferred destination in Sub-Sahara Africa,” he said. He urged countries in Southern Africa to collaborate and partner with each other to market the region as a destination.

The Namibian Tourism Expo organisers: Namibia Media Holdings’ (NMH) CEO, Albe Botha said that there were around 100 exhibitors at the expo in 2020.

The Namibia Tourism Expo aims to:

- Provide a forum for the tourism industry and its suppliers to market new and exciting products and services, directly to the consumer and to the travel trade, both locally and internationally.
- Create public awareness of the importance of tourism and foster a sense of pride in our country amongst Namibians.
- Encourage stakeholders in the industry to network and communicate with each other for the benefit of the tourism trade.

This was the eight year that the Cape Winelands District Municipality attended the Expo.

### 3.2. DAY BY DAY BREAK-DOWN OF VISITOR NUMBERS

#### PARTICIPATING & VISITOR STATISTICS

TOTAL VISITOR BREAK DOWN – YEAR ON YEAR REVIEW:					
	TOTAL	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2012:	19 518	3 896	4 178	7 859	3 585
2013:	20 742	5 009	4 560	6 861	4 312
2014:	24 326	4 825	5 892	8 268	5 341
2015:	22 033	4 242	4 939	7 719	5 133
2016:	22 773	5 231	5 332	7 813	4 397
2017:	21 017	4 250	4 500	7 300	4 967
2018:	19 023	3 561	4 091	6 690	4 681
2019:	17 216	3 269	4 149	6 086	3 712

Unfortunately the figures for the 2020 Expo were not available at the time of writing this report.

### 3.3 EXPO TIMES AND DATES

The 2020 Namibia Tourism Expo took place on the following days and times:

<b>Wednesday, 04 November 2020</b> (Trade Day)	: 14h00 to 22h00
<b>Thursday, 05 November 2020</b> (Public Day)	: 12h00 to 22h00
<b>Friday, 06 November 2020</b> (Public Day)	: 12h00 to 22h00
<b>Saturday, 07 November 2020</b> (Public Day)	: 09h00 to 18h00

### 3.4 THE DELEGATION AND MEETINGS/ACTIVITIES

The delegation to Namibia consisted of the following persons:

Cape Winelands District Municipality:

- Mayoral Committee Member: Councillor JJ du Plessis;
- Executive Director CDPS: Mr PA Williams;
- Deputy Director LED: Ms GM Daniels.

The delegation was also accompanied by Breede Valley Local Municipality represented by:

- Director Strategic Support Services : Mr R Esau.

The following SMEs were on the CWDM stand:

- Laharna Farm Products; and
- Le Belle Rebelle Wine.

#### 3.4.1 THE CWDM STAND

The Cape Winelands District Municipality procured a 54m<sup>2</sup> stand.

The following marketing and branding collateral were available for promotional purposes at the expo:

- CWDM tourism brochure;
- Route 62 Map Brochure & DVD;
- CWDM Pens and Pen & Pencil Sets;
- CWDM Corkscrew;



- CWDM Wine Bar Sets;
- CWDM diary books;
- CWDM bottles; and
- CWDM branded promotional bags.

CWDM hired one LCD TV Screen with DVD player to showcase the tourism attractions of the Cape Winelands.

### **3.4.2 ACTIVITIES AND EVENTS ON THE CWDM STAND**

#### **Trade Day (Wednesday, 04 November 2020) Stand Activation**

At the opening function, Le Belle Rebelle Wine did a wine stating for 50 VIP guests of the event organisers and the CWDM supplied a few of the wine bar sets to be used during the function. This afforded the Cape Winelands District the ideal opportunity to place and improve its brand recognition at this special event.

#### **Consumer Days (5 to 7 November 2020)**

The CWDM utilised the product owners on the stand to market the Cape Winelands as an investment and tourism destination. This was done by providing the product owners with branding and marketing collateral that they could give to their high value clients. Le Belle Rebelle Wine was given marketing material and CWDM corkscrews for their high value clients. La harna farm products were given marketing material and CWDM Bottles.

#### **Wine and Olive tastings**

In addition to the marketing material, wine tasting sessions were conducted by Le Belle Rebelle Wine and Laharna Farm products had olive product tastings.

### **3.4.3 Award**

The CWDM won a BRONZE award for at the Namibia Tourism Expo.



## 4. CO-EXHIBITORS

### 4.1 CO-EXHIBITORS PROFILE

#### 4.1.1 *Laharna Farm Products- Breede Valley*

Skooby and Elizabeth Schoeman are the proud owners of Laharna Farm Products, a Proudly South African product manufactured in Hammanshof, situated between Worcester and Villiersdorp in the Western Cape. They established a niche market product and became the first pioneers in bottling smoked olives. Shortly thereafter Elizabeth became the first in making olive chutney and olive jam. Research and Development became their forte in the production of other products with added value. These products include olive biltong, smoked olive paste, olive pesto and olive paste flavoured with basil, garlic and almonds, sweet olive chilli sauce, hot olive chilli sauce, as well as a mixed herb Italian rub saw the light, not to mention Extra Virgin Cold Press Olive Oil.

#### **4.1.2 Le Belle Rebelle Wine (Opstal Landgoed) - Breede Valley**

Opstal Estate is situated at the foot of the Slanghoek Mountains in the heart of the Slanghoek Valley on the Breedekloof Wine Route. The valley forms part of the Breede River Valley with Worcester as the closest, large town. Opstal has a wide range of quality estate wines under three different labels: The fun, easy drinking and pocket-friendly Sixpence Range; the classical and food-friendly Estate Range; and the premium Heritage Range with our multiple 5-star Platter award-winning Carl Everson Chenin Blanc the cream of the crop.

The Le Belle Rebelle Wine range is the Beautiful Estate range. Winemaker Mariette uses only grapes from Stofberg Family Vineyards in the production of these wines. It focusses on expressing the terroir of the Breedekloof and more specifically the soils on the farm. Vineyards are carefully managed to fit with each of the vines. Due to the size of the operation the grapes can be harvested when it reaches optimum ripeness.

#### **4.1.3 Breede Valley Local Municipality**

Breede Valley Local Municipality attended the Namibia Tourism Expo with the Cape Winelands District Municipality. The two municipalities shared a desk and jointly marketed the region through marketing materials and promotional items.



## 4.2 FEEDBACK FROM CO-EXHIBITORS

### *WHAT WERE YOUR OVERALL IMPRESSIONS OF THE SHOW YOU ATTENDED?*

The exhibitors express appreciation for the Cape Winelands District arrangements with regard to the trade show. They commented that the gifts provided by the CWDM to their high value clients demonstrated the generosity of the Cape Winelands District and its people in a very effective way.

The exhibitors however felt that the drop in visitors affected how well they did at the show. They would have liked more people to attend the show.

### *DID YOU ACHIEVE YOUR OVERALL OBJECTIVES BY ATTENDING THE SHOW? IF NO, WHY? IF YES, WHY?*

The exhibitors commented that they did achieve their overall objectives for the show. Some exhibitors commented that they made valuable contacts such as: Spar Tops, hotels and guest houses. One exhibitor indicated that distributors contacted them the Monday following the trade show.

All co-exhibitors indicated that they derive value from the trade show and would like to attend the trade show again.

## 5. CONCLUSION AND RECOMMENDATIONS

### 5.1 CONCLUSION

The CWDM attends trade shows like the Namibia Tourism Expo as a means of providing SMEs in the District with a platform to market their products and services to foreign buyers/consumers/investors. The ultimate aim is for these Cape Winelands SMEs to find new markets for their products (exporting) which leads to more production and can in turn lead to job creation.

The world is in a deep recession and countries are trying to find ways in which to stimulate economic recovery. Economic activity and trade is the only way to mitigate the consequences of the pandemic. The CWDM must continually strive to advance economic activity and trade for the District and providing a platform for district companies to trade with companies in other countries forms part of our Socio-Economic Development Strategy.



