

***PRESENTATION  
PRESS BRIEFING ON UNWTO CONFERENCE AND  
COVID IMPACT ON TOURISM***

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## *Global Perspective*

- Globally tourism is depressed as a result of restrictions to travel and lockdowns to contain spread of COVID-19
- Consequently, it led to business closures, job losses and adverse contribution towards economic development
- Key critical factor continues to be ever escalating infections at the back of the 3<sup>rd</sup> wave
- Vaccination seems to be the answer for tourism recovery all over the world but no consensus, i.e. vaccination passport as each nation continues to work in isolation



## *Global Perspective*

- Vaccination efforts are also thwart due to array of misinformation and disinformation and human rights enshrined in constitutions giving the choice to vaccinate or not
- THERE is a need for co-ordinated efforts to have balanced COVID regulations, at least for neighbouring block of countries to create travel bubbles if tourism is to realise
- It is well known fact tourism will not go back to what it was pre COVID-19 and new normal will be the order of the day and we must embrace and prepare for it.



# *Namibian Perspective*

- Namibia more swiftly to re open borders and revive tourism although albeit at small pace initially due to quarantine provisions for 7 days etc
- Today, Namibia has best relax travel restrictions compared in SADC and to some extent globally
- BUT: this is yielding results on a slow pace due to:
- A) INTERNATIONAL TRAVEL: Our international source markets imposing strict restriction such as Germany, Italy, UK etc



# *Namibian Perspective*

- B) INTRA REGIONAL TRAVEL: Our neighbouring countries also having tougher restrictions to stimulate intra regional travel. E.g. Botswana just open its land boarder around April, Zimbabwe all its land border are still under lock down
- C) AIR ACCESS severely curtailed. Air Namibia was liquidated, SAA under business rescue, KLM and Qatar withdrawn....Namibia is only serviced currently by Ethiopian Airlines and Eurowings directly on international routes and regionally by West Air and SA Airlink
- DOMESTIC TOURISM: has e the main stay by the market segment is too small and cannot sustain the industry all year around as this market segment is more versatile for weekend travelling and school holydays ad local business tourism is also subdued



# *Namibian Perspective*

- Despite all that picture is not that gloomy.
- There is a good appetite for investment in the sector.
- April 2020 to March 2021: 69 new regulated business and 53 accommodation businesses were registered by NTB = 122
- Hotel Group bought Safari Hotel to turn 3\* hotel into Accor Lifestyle and 4\* Court Hotel into Movenpick brands with globally accolades



# *Strategic Overview:* Our Strategic Thrust

Improve  
NTB's Reputation

Building the Namibia  
Destination Brand

**Strategic  
Themes**

Establish Quality  
Visitor Experience



# ***GDP Contribution by NTB Initiatives***



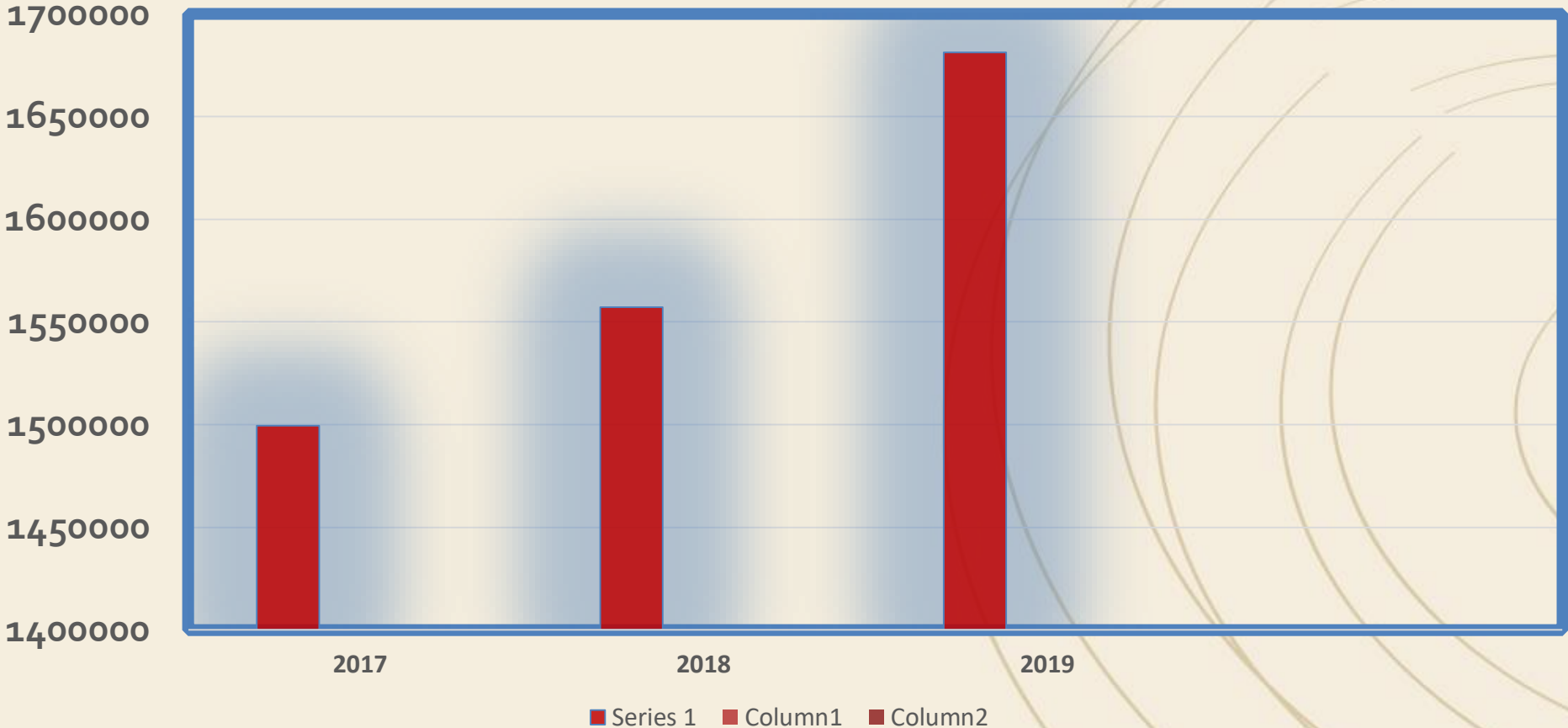


# ***GDP Contribution:*** WTTC 2019 Annual Research (before COVID-19)

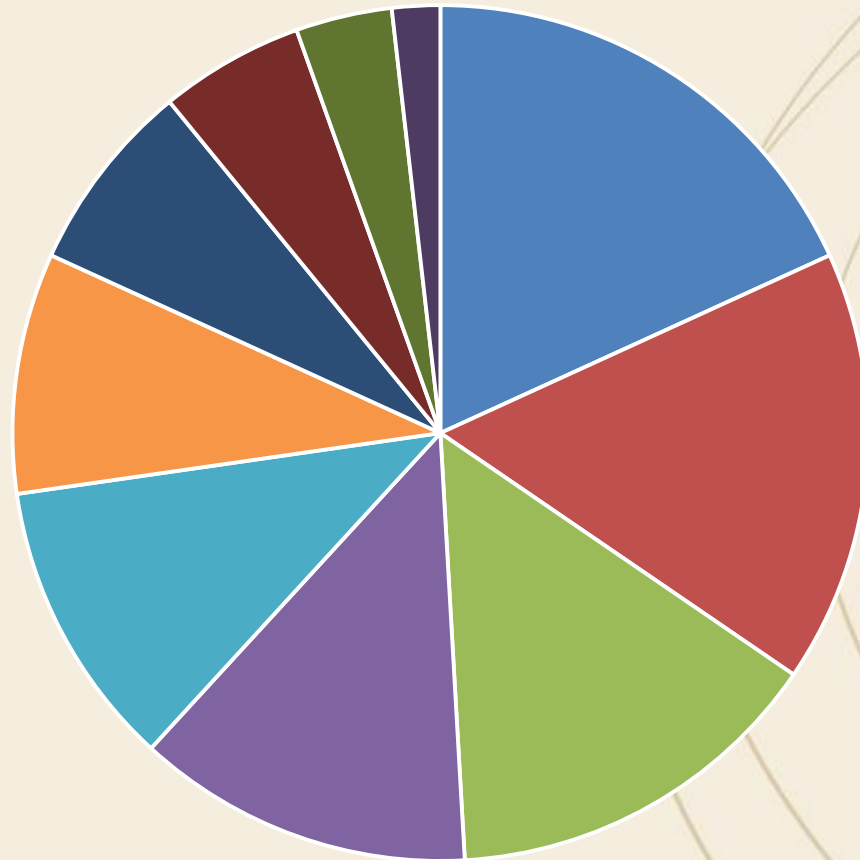
- Contribution of Travel & Tourism to GDP
  - 14.7% of total economy (USD1,975.4MN)
  - +0.3% vs -2.2% real economic GDP growth
  
- Contribution of Travel & Tourism to Employment
  - 114.6 Jobs (boo's)
  - 15.4% of total employment
  
- International Visitor Impact
  - NAD 6,411.1 MN in visitor spend
  - 8.1% of total exports



# *Tourist Arrivals:* Tourism Arrival Growth



# *Tourist Arrivals:* Top Ten Arrivals



■ Angola ■ SA ■ Zam ■ Germany ■ Zim ■ Bots ■ UK ■ Fra ■ USA ■ Swit



## ***Business Registrations: Trends*** (include all categories)

<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>4493</b>	<b>4771</b>	<b>4771</b>	<b>5 187</b>	<b>5309</b>



# ***Our Planned Activities and Initiatives 2021/2022***



*Namibia Tourism Board*

## ***Tourism Recovery Strategy:*** International Markets

- Focus shall be on the Primary markets, but we will continue to penetrate Secondary and Tertiary markets as wider digital platforms will be used.
- NTB works in close collaboration with Namibian Foreign Missions in the identified new tertiary markets.
- The roll-out of an affective long-term approach is however dependent on the funding of the Namibia Tourism Board.



## ***Tourism Recovery Strategy:*** International Markets

- For **medium term**, consideration shall be given to attend only the most important trade shows and events in 2021, if worldwide COVID-19 surge is minimized.
- Prior to and during this phase, virtual channels have been and will be implemented to maintain B2B relationships and to liaise with key stakeholders worldwide.
- E-learning modalities will have to be implemented to keep the momentum in trade education efforts.



## ***Tourism Recovery Strategy:*** Regional Markets

- Focus shall be on our neighboring countries and high-potential regional markets to grow the intra-African travel. Focus is on South Africa and Botswana, as residents of these countries are likely to have some disposable income and willingness to travel outside their borders.
- Marketing approach is more inclined to use both print and electronic media and other social media platforms to incentivize these residents to consider traveling to Namibia post COVID-19.





## ***Tourism Recovery Strategy:*** Domestic Market

- The NTB's strategy also focusses on the domestic market and a campaign will be launched **before the Christmas season** to entice Namibians to explore the natural beauty and 'barefoot luxury' that its own country has on offer.
- Aim is to catalyse domestic demand with **informative and inspirational messaging** via selected broadcasting channels to support the call-2-action initiatives of the Namibian tourism industry.



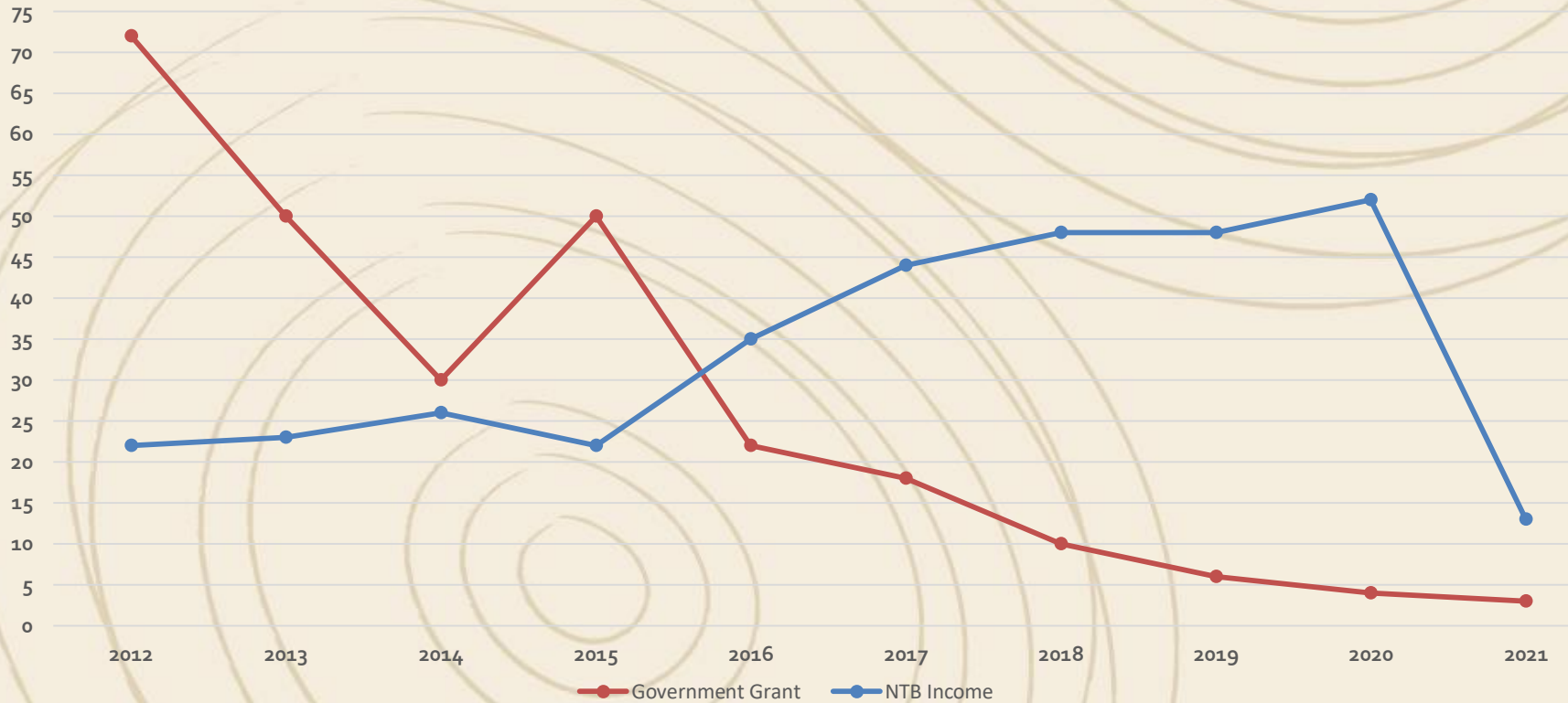
# ***Our Funding Challenges to Sustain Operations and Activities***



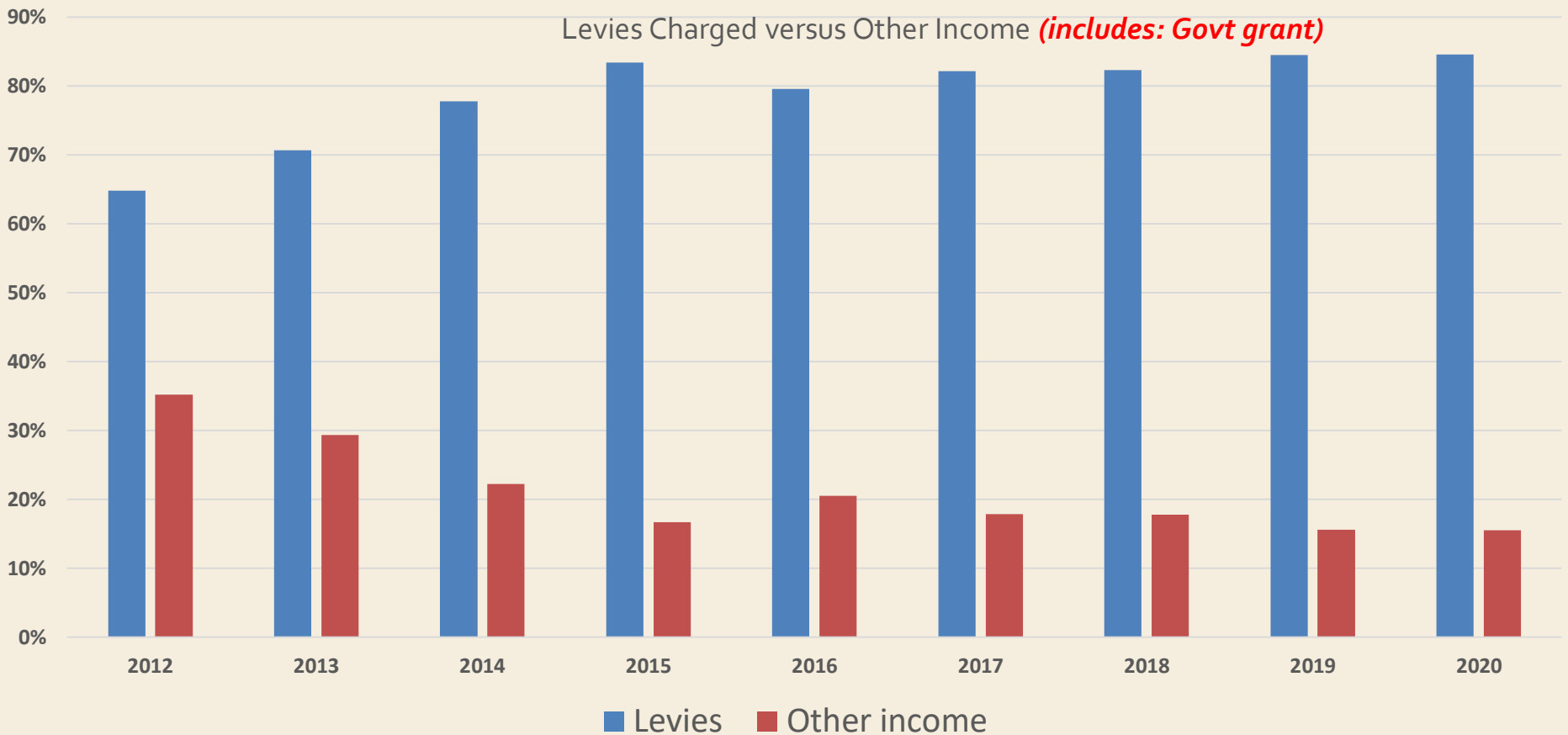
*Namibia Tourism Board*

# Figure 1: Government Grant versus NTB's other income sources Revenue

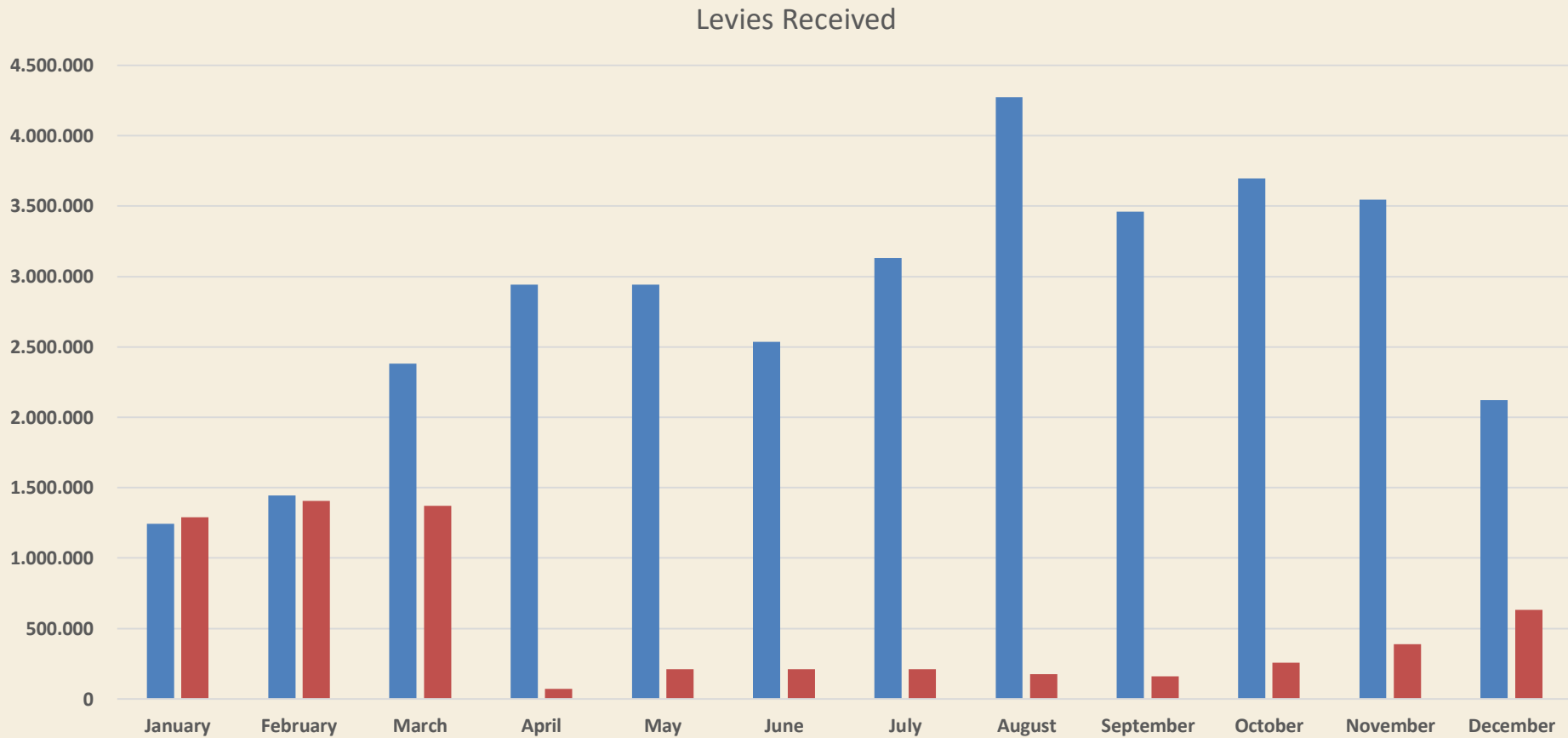
## Government Grant vs NTB Own Income Sources (Millions)



## Figure 6: Primary Income Source for NTB: Levies Charged versus Other Revenue



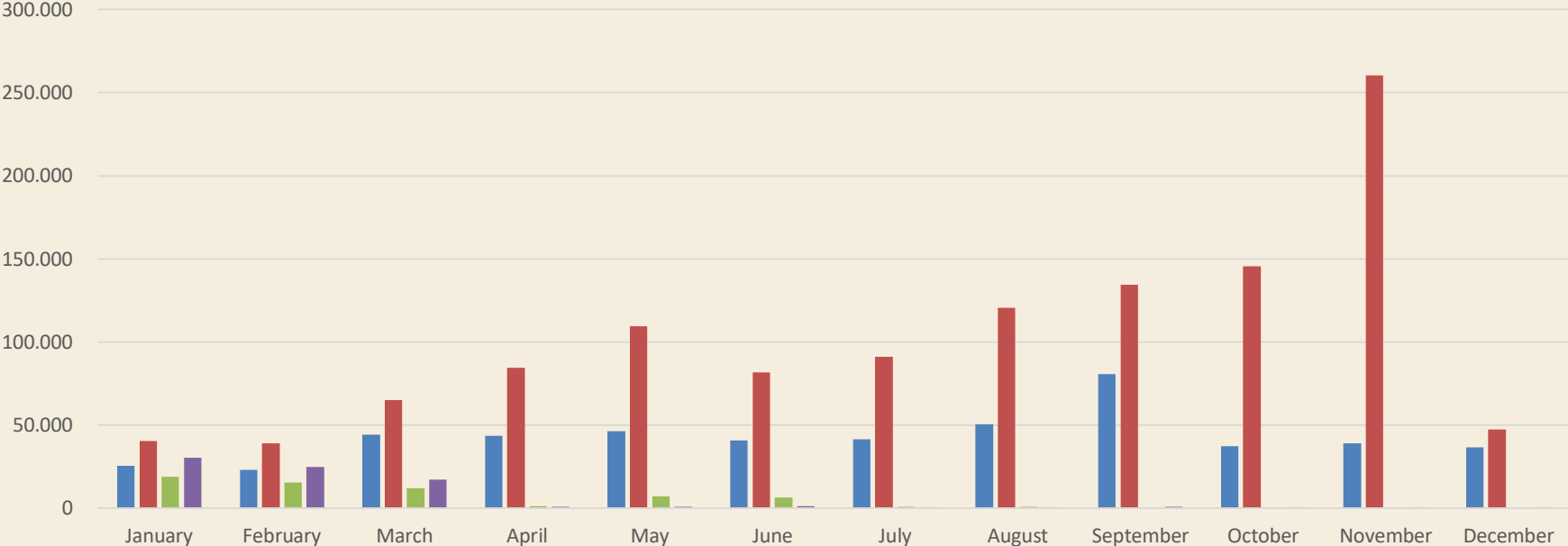
# Figure 2: Monthly Analysis of Levies Income (2019 versus 2020) COVID-19 IMPACT



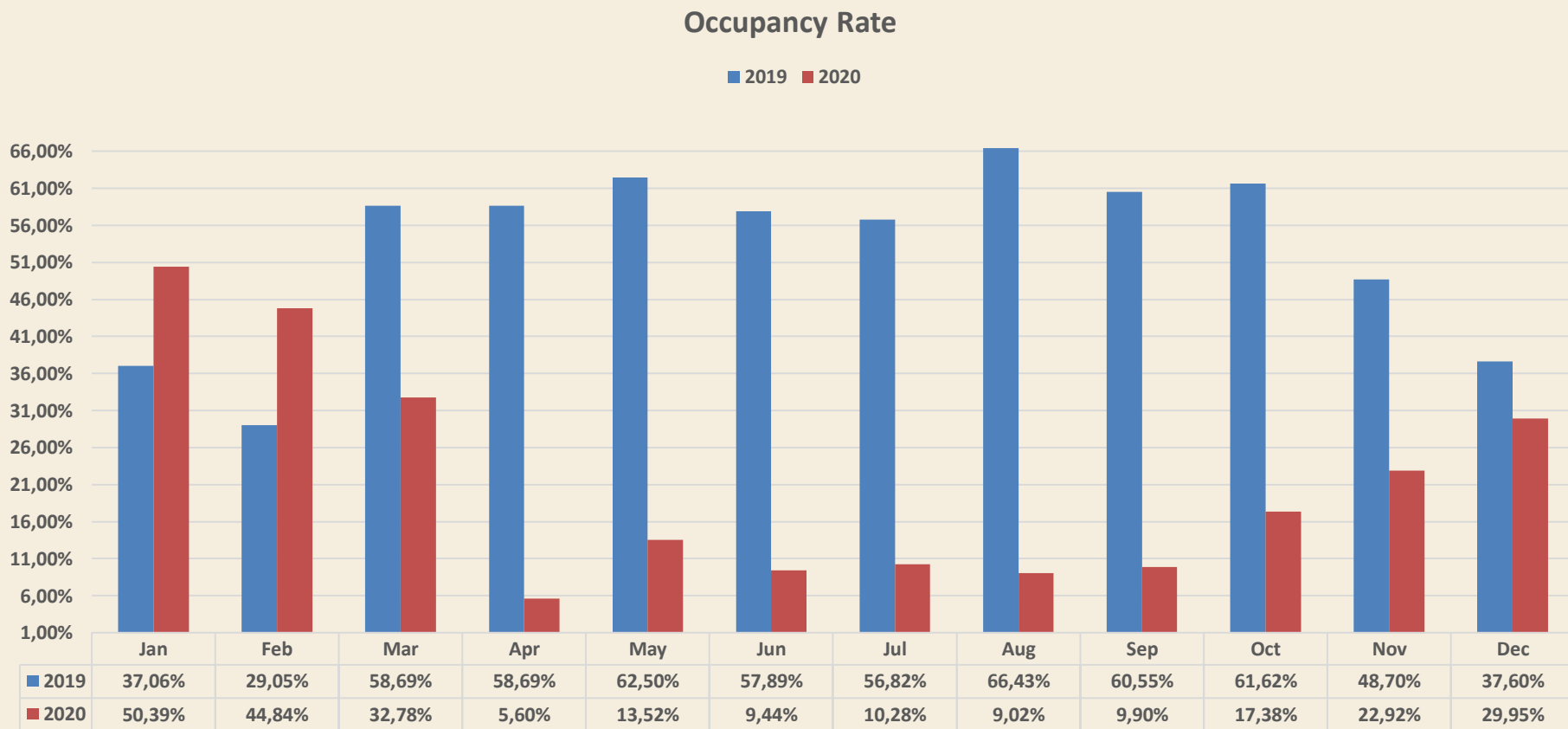
# Figure 3: Monthly Analysis of Domestic versus International Travelers (2019 versus 2020) COVID-19 IMPACT

## Nationality of Guests

■ 2019 Nambian ■ 2019 Foreign ■ 2020 Nambian ■ 2020 Foreign

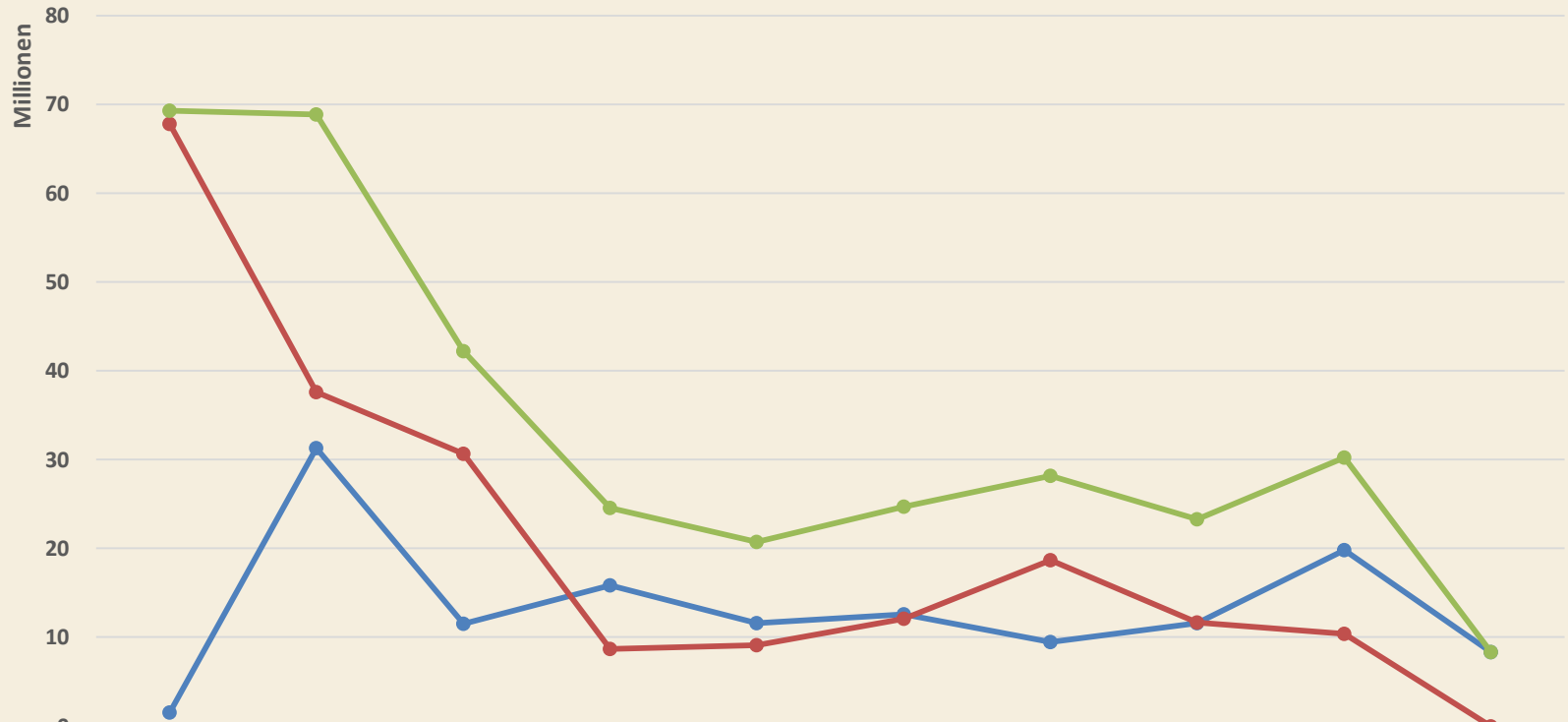


# Figure 4: Monthly Analysis of occupancy (2019 versus 2020) COVID-19 IMPACT



# Figure 7: Trend Utilization of Reserve Fund

## Cash & cash Equivalents



	2012	2013	2014	2015	2016	2017	2018	2019	2020	F2021
Current Acc	1.542.742	31.267.000	11.532.492	15.830.476	11.623.415	12.564.945	9.475.669	11.591.219	19.827.663	8.314.761
Investments	67.760.434	37.589.604	30.673.412	8.715.546	9.111.725	12.123.141	18.687.631	11.687.410	10.418.387	0
Cash On Hand	69.303.176	68.856.604	42.205.904	24.546.022	20.735.140	24.688.086	28.163.300	23.278.629	30.246.050	8.314.761





***Critical Success Factor is to revive  
international travel so tourism can  
recover***





## DEMONSTRATE THE BENEFITS OF THE TRAVIZORY TRAVEL AUTHORISATION SYSTEM DURING THE UNWTO REGIONAL CONFERENCE FOR THE SWIFT RECOVERY OF NAMIBIA TOURISM SECTOR

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# UNWTO REGIONAL CONFERENCE: STRENGTHENING BRAND AFRICA FOR THE SWIFT RECOVERY OF THE TOURISM SECTOR

AFRICA | 14 JUN 21 | SAVE THE DATE

*Windhoek, Namibia 14-16 June 2021*



# *UNWTO Conference*

- 2 day event
- **Day 1:** two parallel Masterclass training sessions(1) Digital marketing for SMEs and (2) Branding. Namibia has 40 places and attendance is by **invitation** and **approval** by NTB for Namibian participants.
- **Day 2:** UNWTO conference to be officiated by the Head of State. Namibian delegation attendance is **STRICTLY** only by **invitation by MEFT** and not through UNWTO website portal registration as currently is the case.



# *UNWTO Conference*

- NOTE: we need to comply with the new public gathering restrictions of 50 persons
- We received by 28 May overwhelming interest of about 146 delegates, which is as a challenge we must manage in light with the new COVID-19 Regulation dealing with public gatherings.
- So far 8 ministers confirmed: Cabo Verde, Morocco, Ivory Coast, South Africa, Chad, Ghana, and Nigeria



***THANK YOU***



***Namibia Tourism Board***