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PHOTOGRAPHY

Impact of Covid-19

Special focus since the announcement of Omicron variant

Africa's Eden Tourism Association members and affiliates

Africa's Eden Tourism Association

Is the first regional, membership driven destination marketing and sales facilitation platform for the tourism sector in Botswana, Namibia, Zambia and Zimbabwe

The Association is based on inclusivity and represents all levels of tourism in the destination, based on a pay-to-play system. The Africa's Eden brand prompts recognition of the region being a single destination with several stops & the foundation is the strength of collective marketing.

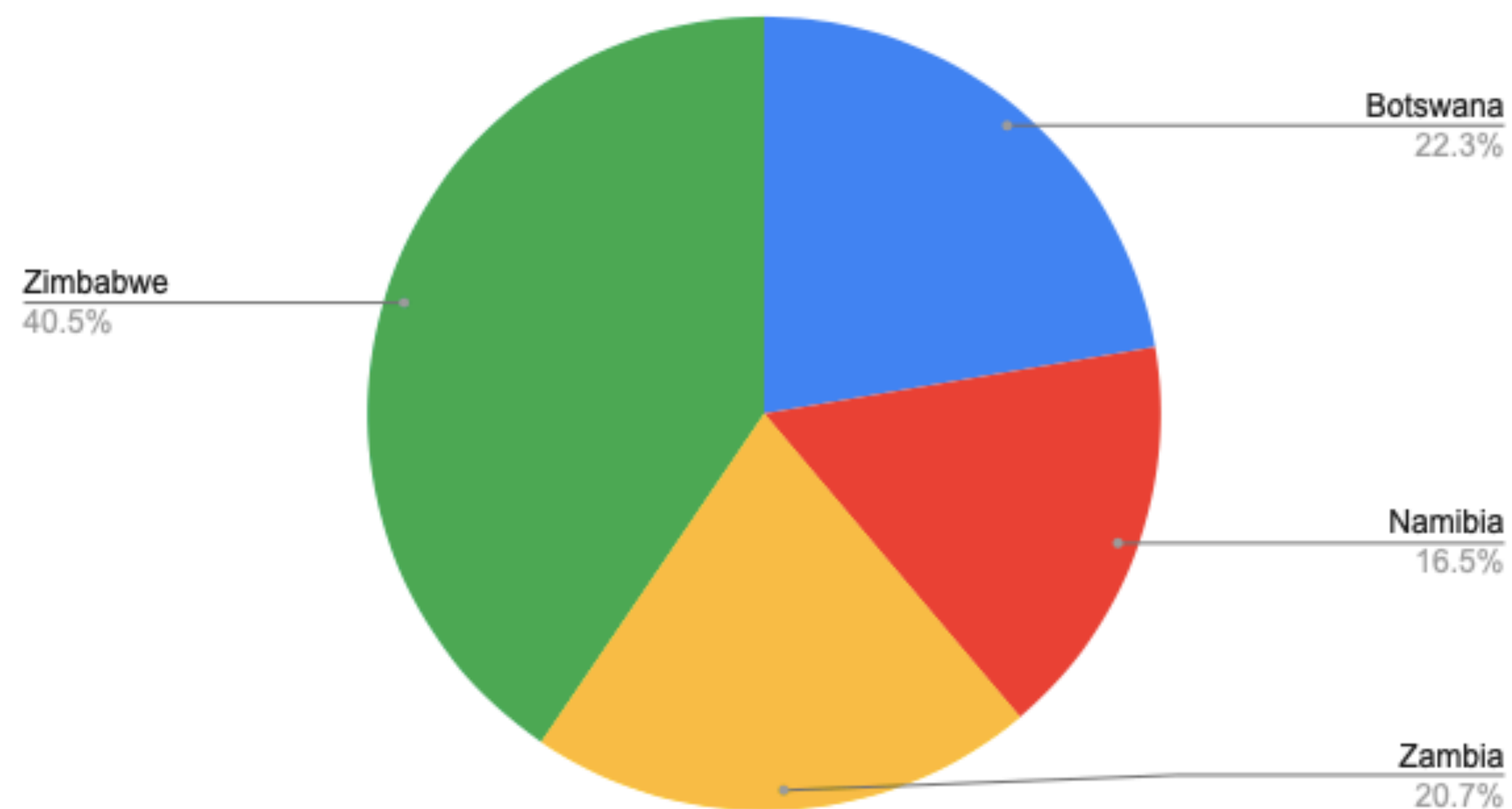


Data source for the survey

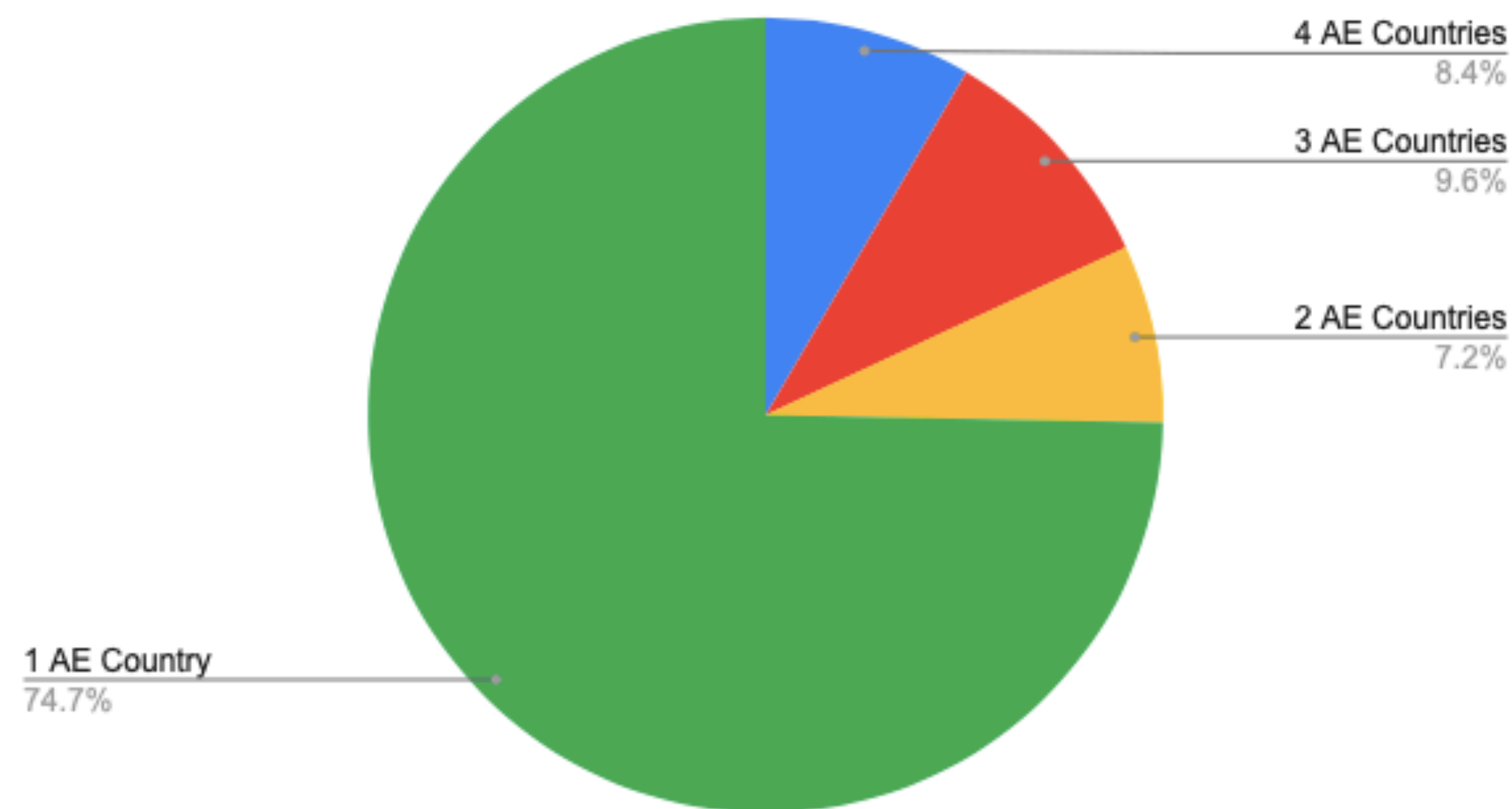
It is important to note that tourism in Africa's Eden is often multi-country and is negatively affected by source market travel bans **AND** local state Covid entry protocols.

This is a snap survey of 80 select members; considered representational but is a small % of the total.

Response countries



Multi-country business

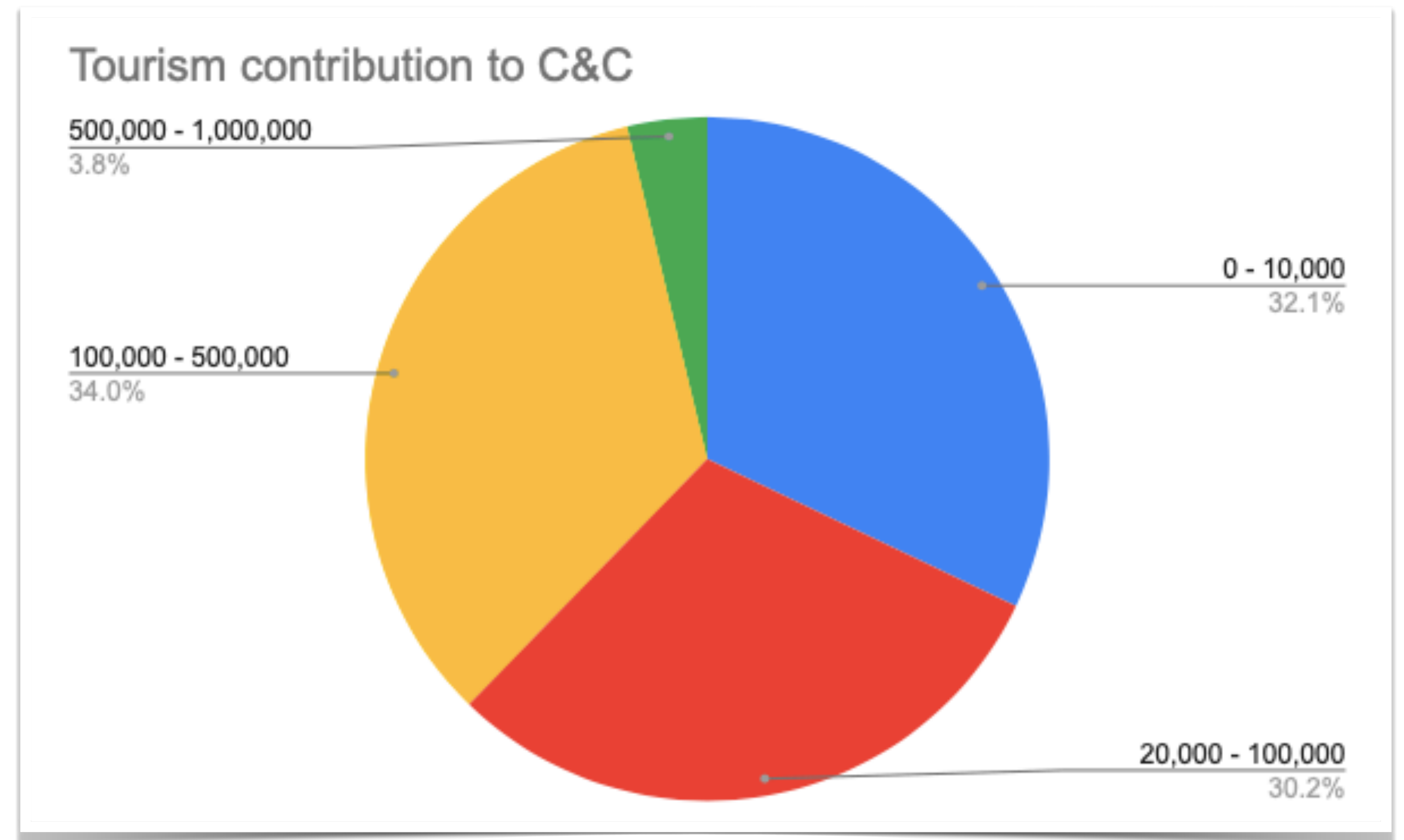


US\$6,715,100

**Total NOT spent on conservation & community since
Covid-19 by under 60 companies**



- In many countries tourism contributes the **largest** and/or **only** funding to conservation & community.
- As tourists stopped travelling so did the ability of tourism business to contribute.
- Average of **US\$126,700 per business** contribution lost since start of Covid-19
- Only one business continued 100% funding of conservation due entirely to external philanthropic donations outside of their tourism business.



Average of 72% decrease in annual contribution to Community And Conservation



Poaching & infringement to conservation

- Average of 95 incidences per tourism area in which business operates in since start of Covid-19.
- Increase of 1000s of snares
- Increase of firewood & subsistence poaching
- “witness to a local conservation body's staff poaching an impala”
- Increase of human-elephant conflict
- Theft of radio & solar equipment used for anti poaching









VICTORIA FALLS ANTI-POACHING UNIT
VICTORIA FALLS
ZIMBABWE






COMBINED OPERATIONS REPORT

01 Jan,2021 to 30 Jun,2021

		FOOT			HORSEBACK			VEHICLE		
		PATROL LEGS	DISTANCE (KM)	HOURS	PATROL LEGS	DISTANCE (KM)	HOURS	PATROL LEGS	DISTANCE (KM)	HOURS
	VFAPU Scouts	360	4,353	2,711	1	7	4	134	3,244	367
	Zambezi Horse Safaris	9	51	33	390	6,568	2,044	170	2,399	281
	VFAPU Volunteers	1	25	8						
TOTALS		375	4,492	2,780	393	6,610	2,060	306	5,653	649

COMBINED TOTALS	 863 Patrols Conducted	 16,770 Kilometres Patrolled	 5,496 Hours spent on Patrol
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		INCURSIONS DETECTED	VERBAL WARNINGS	ARRESTS MADE	SNARES RECOVERED	WOOD CUTTING	FISHING TOOLS	TRADITIONAL WEAPONS	INJURED ANIMALS	ANIMALS RESCUED
	VFAPU Scouts	150	273	123	317	331		6	5	5
	Zambezi Horse Safaris	175	19		395	51	2		35	11
	VFAPU Volunteers	0			1	0				
TOTALS		220	301	130	713	392	2	6	40	16

\$134,383

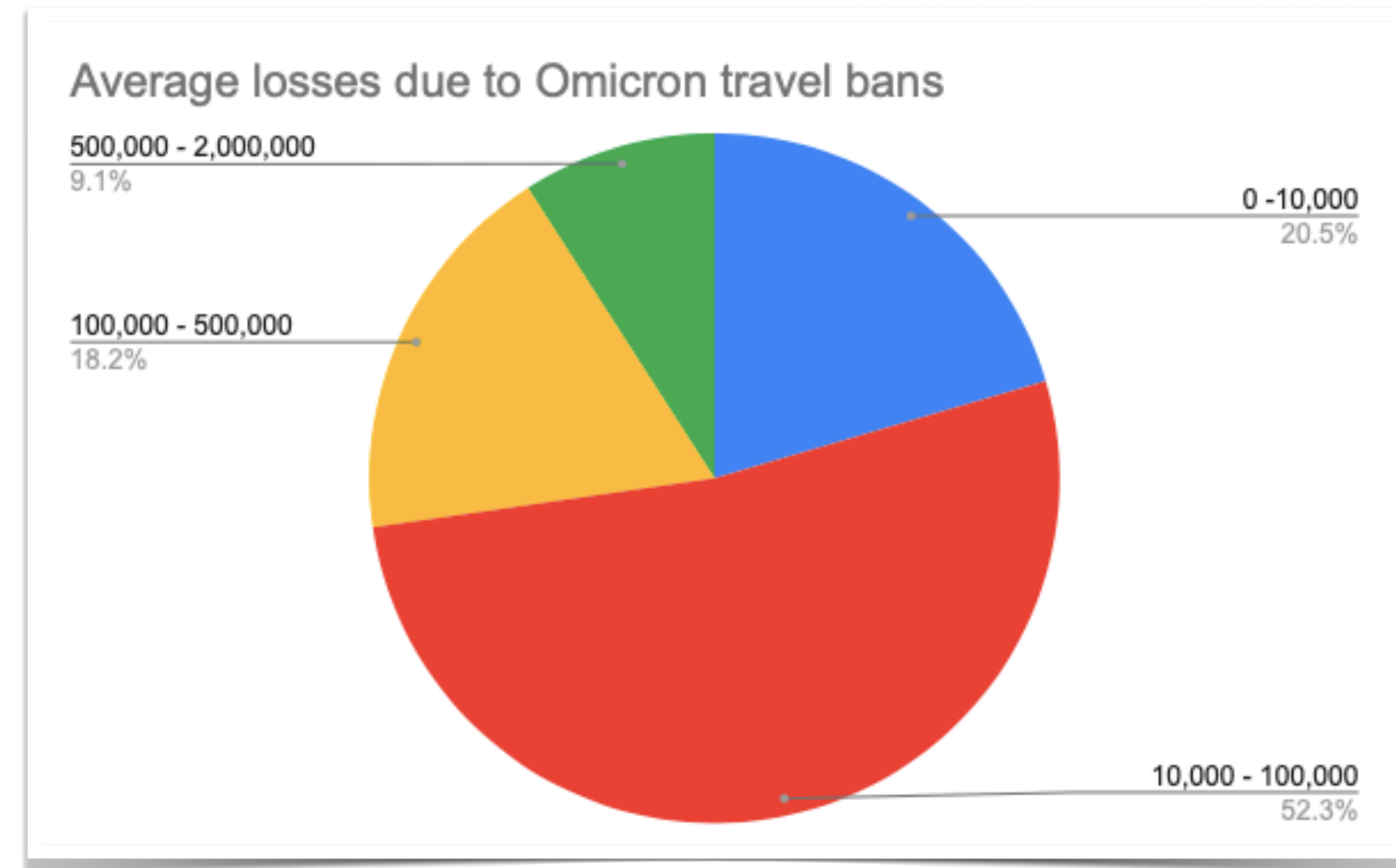
**Per business in the
first week**

**Average value of cancellations since the latest set of travel bans
following the announcement of the Omicron variant**

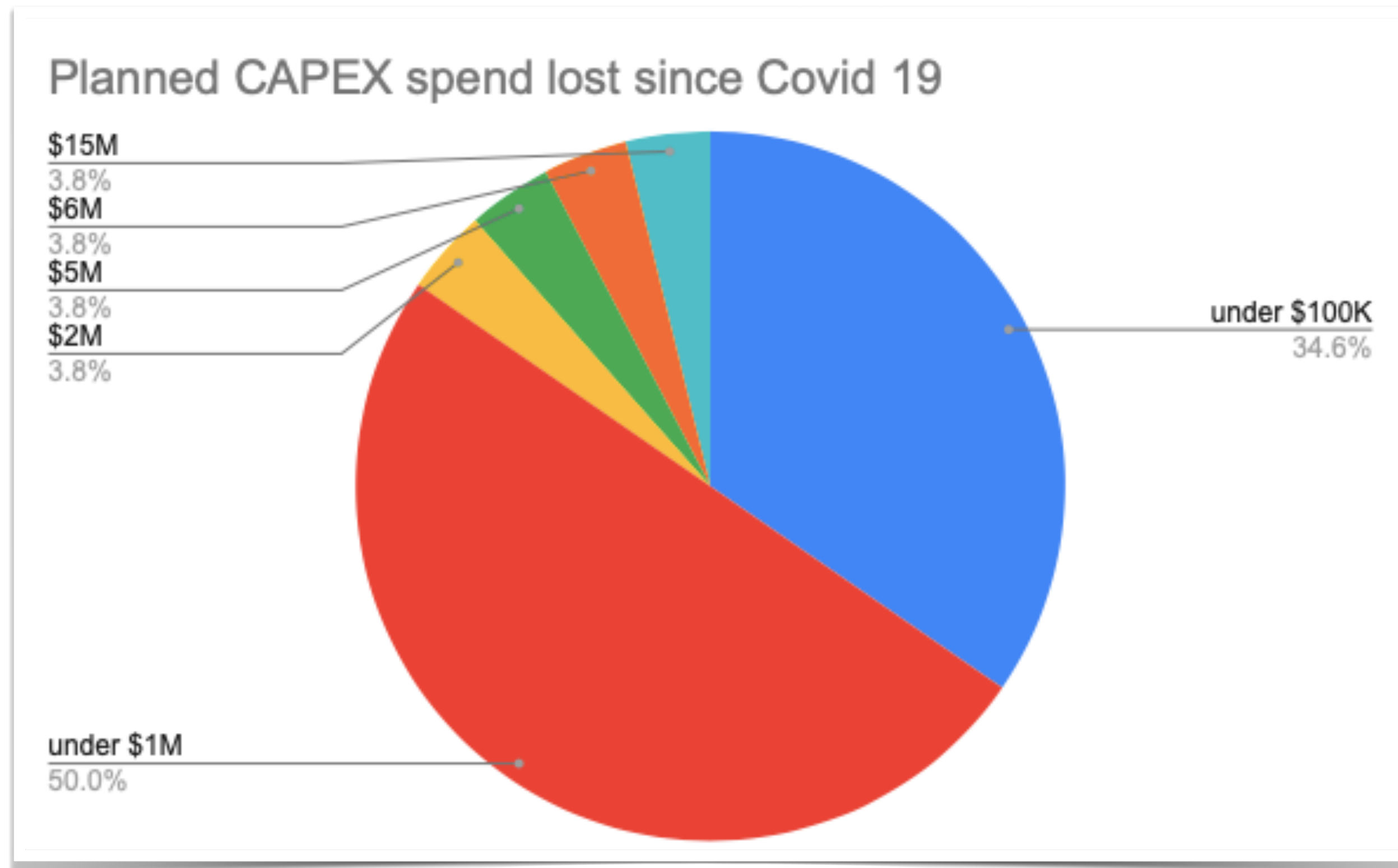


Business losses since latest travel ban (26th Nov)

- Between **70-95%** lost bookings for Dec & Jan
- *“About \$50K but if this continues past January will run into the millions”*
- This is the **booking season** : those 2022 have all been cancelled whilst new bookings have ceased!



Lost CAPEX spend since Covid-19



- **Most business seen 100% reduction**
- **New builds put on hold**
- **Postponements average 3 years after “end of Covid”**

\$333 million not spent



“In 2019 we spent \$25million; in 2020 \$1,2million and in 2021 \$3,2million”

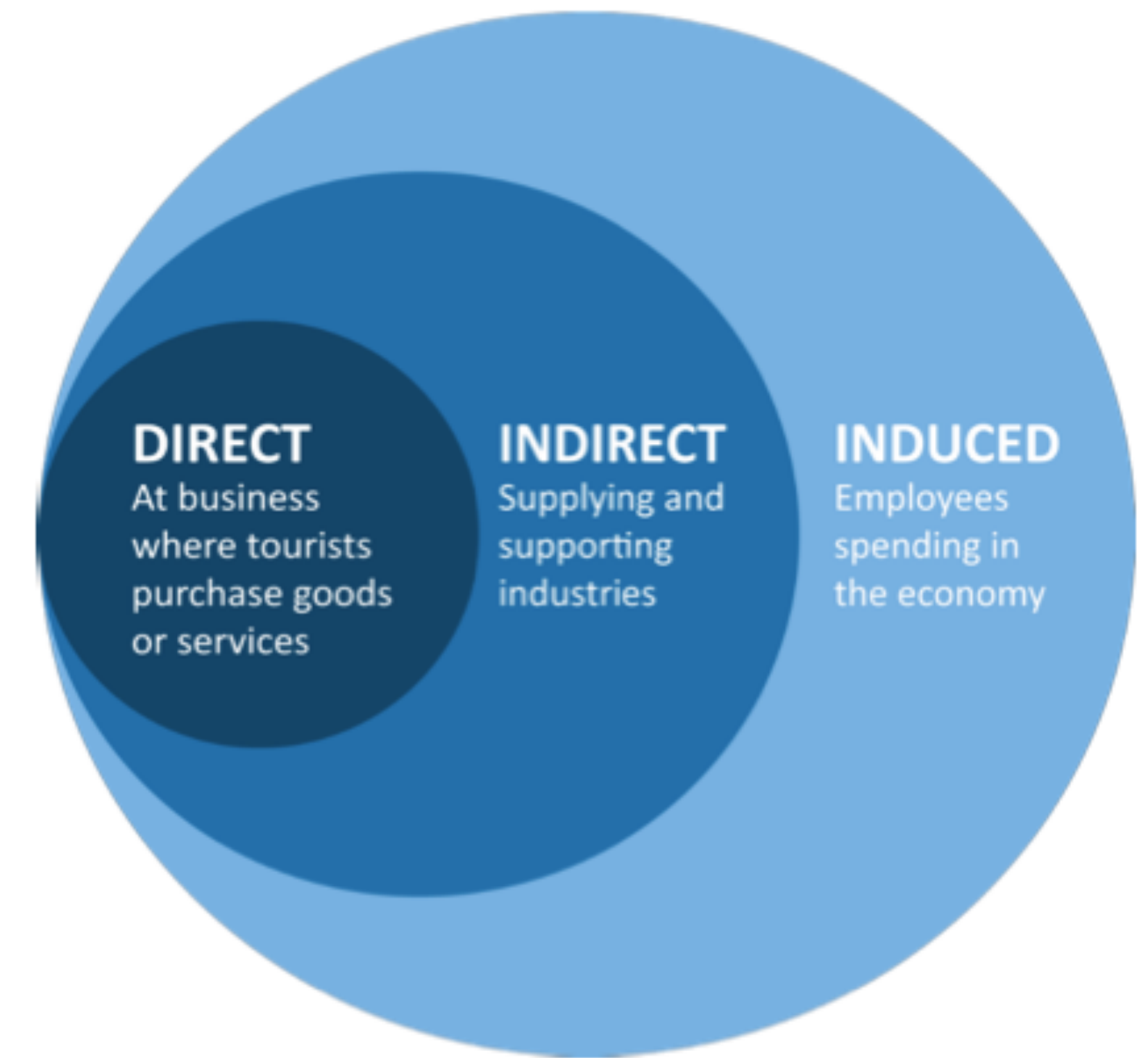
Decrease in procurement of goods and services from a single company due to Covid-19



Indirect losses

Due to tourism losses

- Average of 76% indirect spend decrease
 - Reduced spend on local goods & services
 - Reduced contribution to tax contribution
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- Decreased spend by **61** tourism companies on procurement :
TOTAL **US\$156 million** since start of Covid -19

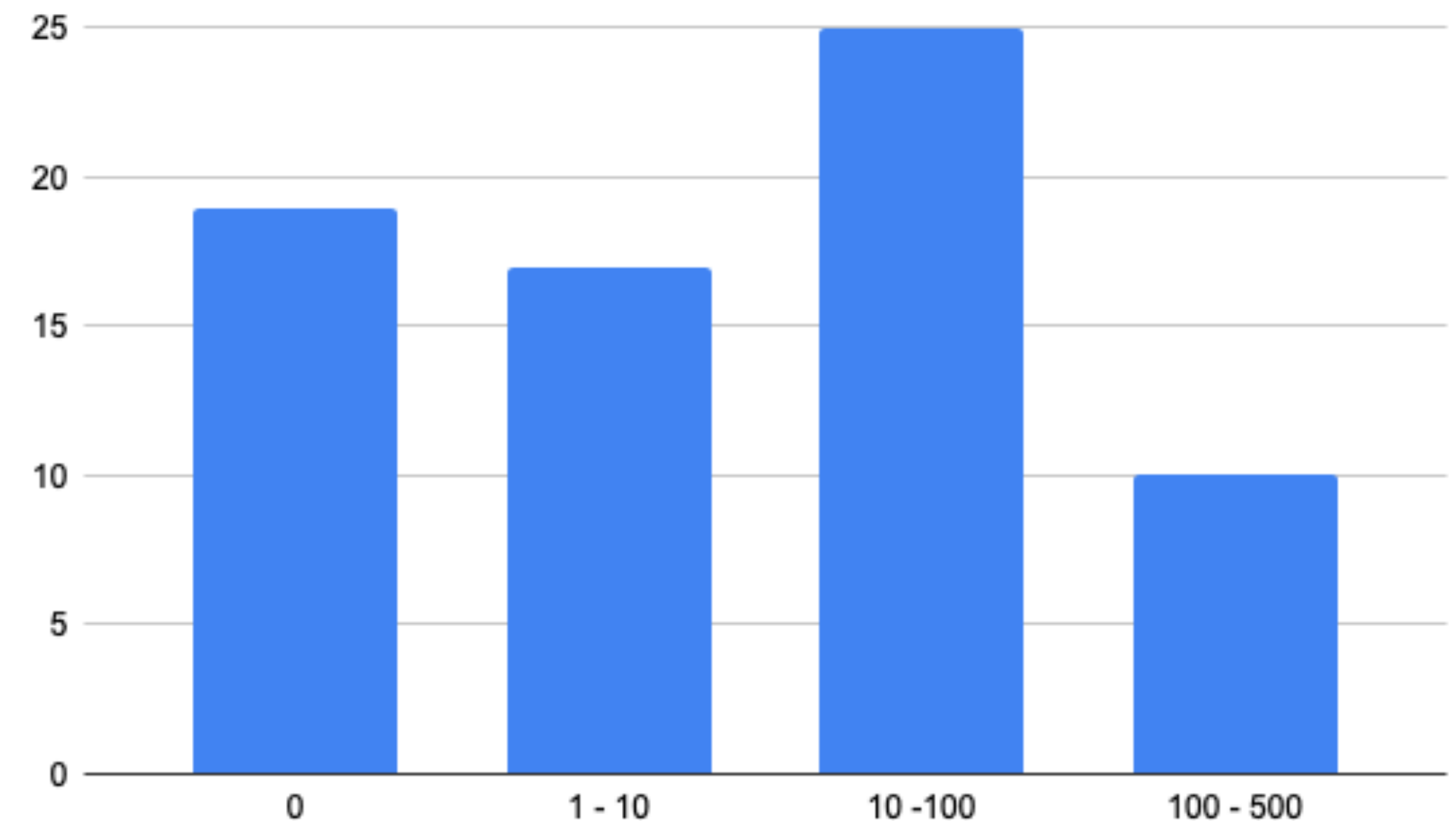


Tourism employment losses since Covid 19

- Reduced working hours
- Reduced pay
- No new hires
- No employment of freelance
- No staff development
- Often 1 person employed supports over 10 members of a household

*"No redundancies;
but I had to get a job overseas to keep the team employed"*

Job losses per company since Covid-19



In 56 companies : 3,478 livelihoods lost



Proposed solutions

What would you propose as a solution to the current crisis to the Africa's Eden tourism industry in order of priority ?

