A nighttime photograph of a city waterfront, likely Cape Town, South Africa. The scene is illuminated by warm city lights and the bright blue lights of a large Ferris wheel. In the background, a large ship is docked at a pier. The foreground shows a mix of modern and traditional architecture, with some buildings featuring green and red lighting accents. The overall atmosphere is vibrant and festive.

Western Cape Guide to Municipal Innovation and Adaption in a Time of Covid-19

Over 50 Case Studies of Global Best Practice
for Local Government to Help the Tourism and
Hospitality sectors

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OVERVIEW

The tourism and hospitality sectors are a key economic enabler of Cape Town and the Western Cape. Up until a year ago, the food and beverage sector contributed an estimated R6 million to the monthly economy of South Africa, employing over 500 000 people.

Due to the impact of COVID-19 at least 70% of these businesses (predominantly SMMEs) have had to retrench employees. In the Western Cape, tourism generated 174 893 direct jobs, 44 981 indirect jobs and 48 228 induced jobs (2018 Tourism Statistics).

To guide our local tourism and hospitality sectors in reshaping their businesses, we have compiled innovative ideas and best practice that have been sourced from global cities and towns around the world.



ASIA | SINGAPORE

#UnitedWeDineSG

The #UnitedWeDineSG campaign was launched to encourage consumers to rediscover Singapore's uniquely vibrant dining scene and to support it by continuing to purchase meals – takeaway or dine-in – from a growing list of over 100 participating restaurants.

Many of them have already resorted to offering a curated à la carte selection of signature dishes, and cleverly designed set meals that boast items previously unavailable at these restaurants. Several participating restaurants have included a one-of-a-kind United We Dine SG menus and promotions, available only during this promotional period, to entice more consumers.

[Click here for more information.](#)

#LoveYourLocalSG microsite

As part of their recovery efforts, TripAdvisor launched a global advocacy campaign, #LoveYourLocal. In Singapore, they have adapted it to #LoveYourLocalSG – a call to action for the public to proactively support local businesses.

Serving the hospitality sector that has so graciously served them on a daily basis and that, right now, needs business, #LoveYourLocalSG TripAdvisor microsite features a wide range of dining deals to encourage consumer support of businesses and communities impacted by the coronavirus pandemic.

F&B businesses are invited to participate by offering pay-it-forward meals that the public can purchase for the vulnerable groups in the community.

[Click here for more information.](#)

MARKETING PARTNERSHIP PROGRAMME - HOTELS

The Marketing Partnership Programme (MPP) – Hotels is part of the Singapore Tourism Board's COVID-19 Recovery Plan.

Open to Singapore-registered companies who run hotel(s) as a core business, MPP aims to support hotels through international marketing initiatives by maintaining their international presence and driving tourist demand during recovery.

[Click here for more information.](#)





EUROPE

1. BELGIUM

Free Train Tickets To Encourage Staycations

Belgium is giving every citizen 10 free train tickets to stimulate domestic tourism and boost its economic recovery.

Valid from July 2020 until the end of the year for trips anywhere in the country, the offer is part of a package of measures to stimulate the Belgium economy.

Other steps include a sales tax cut in the hospitality sector, higher welfare payments and a scheme to give workers tax-deductible vouchers worth €300 to spend in restaurants and cultural venues.

[Click here for more information.](#)

1.1 ANTWERP

e-Shop Trading Portal

Antwerp Tourism has created an e-shop, bringing the shops and restaurants in Antwerp to people at home.

[View the e-shop here.](#)

1.2 BRUSSELS

"NO BR__SELS WITHOUT US" Campaign

Visit Brussels in collaboration with the agency 'Famous Grey', has developed a new marketing campaign to boost tourist activity in the European capital.

By putting the people of Brussels at the heart of the campaign, the concept plays on the idea that the people of Brussels is what makes the region so unique. The most cosmopolitan city in Europe with 183 nationalities, and the second most cosmopolitan in the world, Brussels is the sum of a savvy blend of humour, culture, hospitality and the open-mindedness of its inhabitants.

Visit Brussels and Famous Grey encourages national and international tourists, along with the people of Brussels, to take part in the recovery with the platform visit.brussels/en.



2. ENGLAND | LONDON

The new *COVID Secure* guidance for the hospitality sector means many more businesses in London can now reopen, including restaurants, pubs, cinemas, visitor attractions, hotels, museums and galleries.

The following are key safety measures issued for the hospitality sector, which is also in practice in South Africa at similar establishments:

- Keeping a temporary record of customers and visitors details for 21 days in restaurants, pubs, bars and takeaway venues so that they can be passed on to the NHS Test & Trace programme
- Encouraging the use of apps for ordering
- Implementing staggered entry times to hospitality venues
- Reconfiguring seating arrangements and introducing one-way systems around hospitality venues
- Safety signage
- Table service
- Handwashing stations
- Contactless payments

One way in which chains are attempting to draw customers back is through price reductions, which they have been able to implement in the wake of the government's reduction of VAT from 20 to 5 percent.

This could yet increase the gulf between large companies and the City's independent restaurants, which typically have less working capital and are therefore less capable of passing on any saving to their customers.

[Click here for more information.](#)

London Streetspace Programme

The Mayor of London, Sadiq Khan, and TfL unveiled the 'London Streetspace Programme' in May 2020, which rapidly transformed London's streets to accommodate a possible ten-fold increase in cycling and five-fold increase in walking:

- Transformation of London's roads will give additional space to new cycle lanes and wider pavements to enable social distancing
- Landmark locations will benefit from temporary bike routes and more space for walking to reduce pressure on London's Tube stations and buses
- Clean, green and sustainable travel to be at the heart of London's recovery

[Click here for more information.](#)

We're Good to Go

To ensure that businesses are adhering to government and public health guidance, the 'We're Good to Go' industry standard mark initiative has been implemented.

This is available to UK venues and business events suppliers to adopt and use in their own promotion.

[Click here for more information.](#)

Visit England Recovery Support

Visit England has administered a GBP 1.3m fund to support destination management organisations (DMOs) during the COVID-19 period.

This scheme will help to ensure DMOs can continue to provide crucial support and expert guidance to the hundreds of thousands of small-to-medium sized businesses that make up England's tourism sector.

The scheme covers costs of up to two members of staff, with an upper threshold of GBP 2,500 per employee per month and up to GBP 5,000 towards operating costs over a three-month period. The scheme must support frontline business engagement and communication posts (not marketing or other functions).

Pop-up Glamping

Social distancing is pushing one London-based hotelier to expand from the hotel room to the campground.

The Hoxton launched in the month of August 2020, a glamping pop-up, dubbed Camp Hox, in Oxfordshire, England, about 90 minutes from London.

While airy resorts and campsites are easier places to follow COVID-19 social distancing protocols than urban hotels, the Hoxton team says they were working on the Camp Hox concept before the pandemic. The Hoxton is known for its boutique hotels in trendy neighbourhoods of London, New York City, and Paris. A burgeoning camping business division certainly helps amid uncertain travel demand.

[Click here for more information.](#)



3. FRANCE | PARIS

At the height of the pandemic in France, the restaurant sector responded innovatively, whilst practising social distancing and regulations.

A few Paris cafés, restaurants and bars were told to close due to premature opening.

Solution

Paris Mayor, Anne Hidalgo, announced that restaurants that do not have the right to serve outside will be granted temporary permission to do so until 30 September 2020. The Mayor also compiled a list of areas in the city that will be pedestrianised in order to facilitate larger terraces.

CT&WC Recommendation... A mini restaurant week once a month, allowing a maximum of 50 attendees every day for five days to make use of the sidewalks and big public spaces for restaurant owners (in rotation) to set up and serve the public.

[Click here for more information.](#)

4. GERMANY | BERLIN

'Berlin. Auch das' Advertising Campaign

Visit Berlin conceptualised an innovative advertising 'Berlin. Auch das' which translates into English, "Berlin. That too" in an effort to keep the destination front of mind.

Featuring a series of short video clips – that could work as a still image as well – accompanied by natural sounds, the videos showcase scenes from in and around the famous city.

[Click here for more information.](#)

Plans to Fill Old Forestry Stadium

Most of the world's stadiums have been empty for months since COVID-19 forced social distancing regulations.

Top league German soccer club, Union Berlin, is so keen to see its stadium filled with fans once again that it is prepared to pay for coronavirus tests for all staff and 22,012 season ticket holders so that they can safely pack the stands.

By testing all staff and season ticket holders, the club could ensure that only people COVID-19 negative people come into contact with each other. Fans would have to show a ticket and a negative test result less than 24 hours upon entry.

5. ITALY

Tourist Incentives

From discounted air fares to bonus nights in hotels, regions all over Italy are offering travellers even more reasons to visit.

In a bid to revive the sector, some parts of the country are offering incentives to holiday in Italy this summer – and both domestic and overseas visitors can benefit.

On top of a 'holiday bonus' valued at up to €500 – funded by government for lower income household – some regions will subsidise your accommodation, waive museum entry fees or hand out discounts on guided tours.

Regions offering tourist incentives include Sicily, Piedmont, Alto Adige, Calabria, and Marche.

[Click here for more information.](#)

Technology To Enforce Social Distancing At Attractions

The Leaning Tower of Pisa has turned to technology to enforce social distancing, providing visitors with electronic devices that vibrate if they get too close to one another.

[Click here for more information.](#)

Promoting Rural Tourism

Previously overcrowded destinations might see high reductions in tourism flows, while smaller rural destinations may become more popular.

Italy's Veneto region plans to leverage lesser known UNESCO heritage sites, to shift volumes from Venice to different attractions.

Popular destinations may also need to reconfigure their development model to attract people, while ensuring sufficient social distancing.

[Click here for more information.](#)



Government Interventions

Following on from preliminary measures set out on 28 February 2020, the Council of Ministers approved further measures on 16 March 2020, in aid of tourism and culture to supplement and strengthen the measures for tourism contained in the first decree.

These measures are:

- Extraordinary allowances for tourism and culture workers: Workers in the tourism, culture, entertainment, film and audio-visual sectors will receive special allowances to limit the negative effects of the restrictions due to the pandemic. The allowances are also extended to workers without social security benefits.
- Social protection and social safety net: Extension of the social safety net also to seasonal workers in tourism and entertainment and measures in favour of authors, artists, performers and agents.
- Support for culture, entertainment and tourism businesses: Suspension of withholding tax payments, social security and welfare contributions and compulsory insurance premiums for those who run or organise theatres, concert halls, cinemas, artistic or cultural fairs or events, museums, libraries, archives, historical places and monuments, bars, restaurants, thermal spas, amusement or theme parks, transport services, rental of sports and recreational equipment or facilities, and equipment for events and shows, tourist guides and assistants.
- Emergency fund for performing arts and cinema: Creation of the emergency fund for live entertainment, cinema and audio-visual. EUR 130 million for 2020 to support operators, authors and performers affected by the measures adopted for the COVID-19 emergency and for investments aimed at revitalising these sectors. The modality of distribution and allocation of resources will be established by decree of the Ministry of Cultural Heritage and Activities and Tourism, taking into

account the negative impact on beneficiaries resulting from the measures to contain the COVID-19 contagion.

- Cinema, theatre, museum and concert tickets vouchers: Refunds with vouchers already provided for travel and tourist packages cancelled as a result of COVID-19.
- Hotel Vouchers: Refunds with vouchers already provided for trips and tourist packages cancelled as a result of COVID-19 are extended to accommodation contracts and therefore also covering hotels and other accommodation facilities.
- Relaunching the image of Italy in the world: Preparation of an extraordinary campaign to promote Italy in the world.

[Click here for more information.](#)

Online Seminars To Support Tour Guides

Context Travel, a tour operator, has developed an innovative approach to the new COVID-19 world, designed to help both their local tour guides and intrepid travellers in over 60 cities across six continents.

The company announced the launch of *Context Conversations* – streamed, scholar-led seminars delivered online (via the Zoom video-conferencing software), led by the same scholars and specialists who ordinarily serve as the company's tour guides.

The 90-minute Context Conversations will be live and interactive, allowing between 15-30 minutes, post the featured speaker for conversation and questions. The first three focus on destinations that have proven to be of keen interest to travellers.

[Click here for more information.](#)





6. NETHERLANDS

#Helpdehoreca Meal Vouchers

The #Helpdehoreca initiative was introduced in partnership with the Netherlands gift card platform, gifty.

Allowing locals to purchase vouchers and bank them for post lockdown, the initiative sold 80, 000 coupons, helping 7, 900 businesses raising E3,700,000 for the hospitality sector.

Hier Moet Je Zijn Campaign

The Dutch Tourist Board has started a campaign to redirect focus from hotspots to hidden gems and unexplored destinations through the launch of their Hier moet je zijn (You need to be here) campaign.

The Netherlands Board of Tourism and Conventions (NBTC) hopes to encourage people across the country to forego holidays this year in favour of the staycation, and to visit places they have never been to before in their own country.

The NBTC is attempting to restart national tourism, but in a new and a more sustainable way. This attempt hopes to spread tourists more evenly across the country, to avoid overcrowding in Amsterdam.

[Click here for more information.](#)

Destination Marketing Organisations Interventions

The NBTC is working with local marketing organisations on a national recovery strategy.

With this strategy, they will stimulate a sustainable recovery of the tourism sector. The Netherlands has introduced a broad economic package, which includes both measures to prevent unemployment and to provide liquidity for businesses, with an emphasis on supporting SMEs. While not specifically designed for the tourism sector, the measures lend a helping hand to a large part of the tourism sector.



The following are the most relevant measures for the tourism sector:

- To support firms that are affected by the Dutch Government's health-related measures in response to the COVID-19 outbreak – for example the closure of restaurants – an emergency desk was introduced in an effort to financially help entrepreneurs in the most affected sectors. With this arrangement, firms can receive a one-off lump sum allowance of EUR 4 000. This support is applicable to most companies in the tourism sector.
- Employers who expect a decline of at least 20% in revenue can request an allowance for a period of 3 months of maximally 90% of the total wage sum. The Employee Insurance Agency will pay a deposit beforehand, and it will be determined afterwards whether a firm has received too much or too little support. Employers using the scheme must commit to not firing their employees on economic grounds, and to continue paying the full salaries of their employees, including those with a flexible contract. This is especially important for the tourism and hospitality sectors, as these sectors consist of a lot of employees with temporary and flexible contracts.
- A guarantee facility for SME loans (BMKB) is already in place and working. SMEs can use the BMKB scheme for bridge loans or to increase the overdraft limit on their current account, despite not having the required collateral.

[Click here for more information.](#)

6.1 AMSTERDAM

Amsterdam-based entrepreneurs are finding creative and collaborative ways to cope with the challenges against COVID-19.

Mediamatic Biotop

Mediamatic Biotop, an art centre in Amsterdam, is setting up outdoor diners in greenhouses in a bid to adhere to social distancing guidelines. The small greenhouses were built as an art project, but now they have been turned into private dining spaces.

Waitron staff wear protective equipment and serve food on long wooden planks. The greenhouses can hold a maximum of two people. Willem Velthoven, director of the art centre, said the COVID-19 crisis had forced restaurants to rethink hospitality. The greenhouses protect guests from the outside and others while offering a unique and intimate dining experience.

[Click here for more information.](#)

Accommodation Revisited

New life is being breathed into Amsterdam's old Bridge Keeper cabins. Once used to control boat traffic, more than 20 of them have now been converted into hotel rooms.

[Click here for more information.](#)



7. POLAND

#CityWillWait Campaign

Promoted by the Polish Tourism Organisation, and initiated by the local tourism organisations of Gdańsk, Łódź, Poznań, and Warszawa, the #CityWillWait campaign has started the hashtag to increase visibility of Polish destinations.

Their message is clear: Polish cities will be ready and waiting for visitors once it is safe to travel again. In uncertain times, this kind of reassurance can be instrumental in reminding people of the wonders and awe-inspiring experiences that await them.

The campaign consists of popular museums, cultural centres, entertainment venues, parks and recreation, and lodging. Offering potential travellers a peak of the various experiences with online images, panoramic maps, and promotional movies, certain sites are available in the format of virtual reality tours to immerse the traveller in a destination far away, now seemingly at their fingertips – a rising trend to entice the traveller with just a small taste of what awaits them.

[Click here for more information.](#)

#TravelWithoutTravelling Campaign

The Polish Tourist Board has launched a social media campaign to inspire consumers to consider visiting the country when lockdown restrictions are lifted.

The campaign encourages people to share their “travel desires” under lockdown on social media using the hashtag #TravelWithoutTravelling, with the tourist board then offering suggestions and recommendations of places to visit.

[Click here more information.](#)

Tourist Vouchers

Poland introduced a tourist voucher to boost the tourism economy. The Minister of Family, Labour and Social Policy -Magdalena Maląg – said that the tourist voucher will support tourism sector companies on the one hand, and on the other enable families to relax in times of the economic crisis caused by the pandemic.

A tourist voucher worth PLN 500 is to be granted for each child in Poland (over 6 million children are expected to be supported). The voucher is to help families, but also to strengthen the Polish economy by supporting tourism sector companies. The budget for the program is PLN 3.2 billion.

[Click here for more information.](#)

Government Interventions

In Poland, the Department of Tourism has developed a Q&A guide for travellers and tour operators. This guide points to regulations that define the rights of tourism market entities, with particular emphasis on those regulations that may apply in the current situation. It includes explanation of such terms as "extraordinary and unavoidable circumstances", the concept of "withdrawal from the contract of participation in a package tour", the time range of such withdrawal, the rights that a traveller has in such a situation, and the rights belonging to a tour operator.

The Polish Government implemented a shielding package for entrepreneurs who have found themselves in a crisis situation as a result of an outbreak, which benefits also tourism businesses. The Act contains proposals for entrepreneurs in the field of: possible

relief for the payment of taxes and social security contributions, instruments for improving financial liquidity of companies, issues of protection and support of the labour market, including solutions for companies forced to stop working. The Department of Tourism of the Ministry of Economic Development has also undertaken other actions, apart from legislative ones, to identify the basic needs of the sector at the moment and plan for potential future aid and assistance.

The Polish Tourism Organisation initiated a campaign "Poland Don't Cancel Postpone", to ensure that tourists will be able to use the services they have already purchased at a convenient date. This measure aims to help the tourism sector to get through the difficult time.

[Click here for more information.](#)

8. PORTUGAL

Clean & Safe Certificate

During June 2020, the tourist accommodation sector resumed in Portugal. The "Clean & Safe" seal was implemented by Turismo de Portugal, which allows the identification of establishments and services that have implemented enhanced hygiene and safety measures.

The country's hotels, tourism enterprises, entertainment companies and travel agencies can apply for this stamp of approval to show that they are compliant with hygiene and cleaning requirements for the prevention and control of COVID-19 and other possible infections.

Please note this applies to all sub-sectors in the tourism sector and could be done at a local level. This is meant to reinforce visitors' confidence in the safety of the destination.





9. TURKEY

Healthy Tourism Certificate

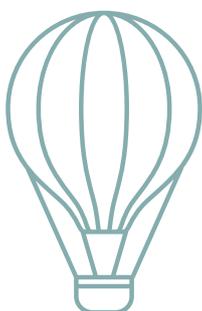
Turkey introduced the “Healthy Tourism Certificate” programme in May 2020 to ensure the safety of local and foreign tourists and employees, along with providing the continuation of businesses related to the tourism sector.

The new certificate sets criteria for health and hygiene in airplanes, airports and other transportation hubs, and hotels, restaurants, bars and cafes.

The ministry has implemented secret inspectors, who will visit restaurants at hotels as “mystery guests” and will review a wide range of details, from the disinfection of pools to cutlery being used, to ensure the ministry’s new COVID-19 regulations have been implemented.

[Click here for more information.](#)

Please note this applies to all sectors in the tourism sector and could be done at a local level. This is meant to reinforce visitors’ confidence in the safety of the destination.



10. SPAIN

Spain Launches Campaigns to Guarantee a Safe Summer

In another attempt to ensure the tourism sector revives this summer, by establishing Spain as a safe and secure tourism destination, the Spanish Government has launched two new campaigns named the Operation Summer and the Safe Tourism Plan.

The launching of both was announced by the Spanish Government, which notes that the move was taken in a bid to position Spain as a safe and reference destination for national and international tourism.

[Click here for more information.](#)

‘Spain For Sure’ Tourism Campaign

The Ministry of Foreign Affairs, European Union and Cooperation and the Secretariat of State for Spain Global, together with the Foro de Marcas Renombradas Españolas (Leading Brands of Spain Forum), the Spanish Chamber of Commerce and the Spanish Confederation of Business Organisations (CEOE), have launched the campaign ‘Spain For Sure’ to project a positive image of Spain abroad, after the harsh effects of the pandemic.

The aim of the campaign is to remind the world that values such as effort, resilience and, above all, reliability and security, have remained, and will remain, unaltered despite the impact of the pandemic on the country. The campaign aims to highlight that Spain is a country you can trust, a country you can believe in, and that it is a safe country.

The campaign uses the fore-mentioned values, incorporating well-known ambassadors to help spread the message. The “Honorary Ambassadors of Marca España” includes Rafa Nadal, Pau Gasol, José Andrés, Isabel Coixet, Fernando Alonso, Ana Botín, María Blasco, Sara Baras, Ferrán Adriá, Andrés Iniesta, Ederne Pasabán, Valentín Fuster, the Roca brothers, Carolina Marín and Teresa Perales.

[Click here fore more information.](#)

Safe Tourism Certified System

The Secretary of State of Tourism of Spain created, with the Spanish Tourist Quality Institute (ICTE), a Safe Tourism Certified system, a guarantee mark and certification of the implementation of the Risk Prevention System for the Health versus COVID-19 validated by the Ministry of Health.

In the developing process, representatives from the public sector at national, regional and local levels were invited to participate, along with representatives of the private sector and trade unions.

In this framework, the Ministry issued a series of guides for reducing the spread of the virus in the tourism sector for the various sector areas such as accommodation, golf courses, camping, travel agencies, etc.

[Click here for more information.](#)

10.1 BARCELONA

Tourists To Use App To Plan Itineraries

In Barcelona, the authorities are launching an APP to help tourists, in Spain’s second city, plan their itineraries and avoid congestion and queues.

[Click here for more information.](#)

10.2 MADRID

RIU Protect

RIU Hotels & Resorts have launched the RIU Protect, a new healthcare service for its customers that provides medical assistance to its guests, including any affected by COVID-19 during their holidays. This is a unique and differentiating product, designed with insurance support from AXA XL and the guidance of Mercer Marsh Benefits, with which the hotel chain wants to offer extra safety to its customers when they take their holiday trips.

Accessing the service is seamless, when booking with RIU via their website or call centre, the customer will automatically receive this service.

[Click here for more information.](#)

‘COVID Free Hotel’ Certification

The Madrid Hotel Business Association is working on a proposal to provide hotels that meet requirements with a “COVID-19 Free Hotel” certification.

[Click here for more information.](#)







NORTH AMERICA

1. CALIFORNIA

As of 13 July 2020 – Governor Newsom announced the mandatory state-wide closure of restaurant dining rooms, along with the closure of other sectors and their indoor activities.

Outdoor dining, take-out, and delivery are generally permitted with the exception of Imperial County. Individual localities can impose more restrictive measures than the state.

The State Department of Public Health is requiring restaurant employees and individuals state wide to wear face coverings when out in public or in/ at a private business.

To support a safe, clean environment for workers and customer, sector guidelines for reopening include:

- Mandatory face covering
- Workplace specific COVID-19 prevention plan
- Individual control measures and screening
- Cleaning and disinfecting protocols
- Physical distancing guidelines

Best Practice Example

Following the state -wide stay-at-home orders, Kodaiko Restaurant in Sacramento – California, debuted a patio space for outdoor dining, keeping all tables six feet apart.

Right now, the patio seats 12 people, and the restaurant plans to expand onto K Street, under Sacramento's Farm-to-Fork al fresco dining Programme, which allows outdoor dining in existing patios, public spaces, and off-street parking areas. Takeout orders now make up the bulk of business at Kodaiko, and the restaurant plans to debut new specials that encourage dining outdoors or at home.

[Click here for more information.](#)



2. CHICAGO

Mayor Lightfoot, the Chicago Department of Public Health (CDPH) and the Department of Business Affairs and Consumer Protection (BACP) announced a re-tightening of COVID-19 restrictions for bars, restaurants, gyms and personal services, effective from 24 July 2020, as a precautionary move in response to a recent increase in community cases of the virus.

Restrictions related to restaurants and bars include:

- Restaurants that serve alcohol will be allowed to continue to operate for indoor service, as long as they abide by ongoing COVID-19 guidance and existing regulations
- Current capacity restrictions remain in place for all restaurants – 25% occupancy per room – or 50 people per room (whichever is fewer)
- Maximum party size and table occupancy at restaurants, bars, taverns and breweries will be reduced to six people
- All table seatings for indoor service, outdoor service, and private venues are limited to six people per table
- Bars, taverns, breweries and other establishments that serve alcohol for on-site consumption without a Retail Food license will no longer be able to serve customers indoors

- Establishments without food may still provide outdoor service as they did under Phase III

In a bid to ensure reopening plans do not get derailed, the Illinois Restaurant Association has launched a campaign titled "Covered Faces Keep Open Places," encouraging people to share on social media with sample language:

"We cannot allow our restaurants and bars to slide backwards, as we've seen happen in other states. Let's all stay safe and keep our businesses open! I urge fellow operators and restaurant-goers to strictly follow local and state public safety guidelines. Wear your mask, keep social distancing, follow occupancy rules and ensure compliance. The Illinois Restaurant Promise can be found at illinoisrestaurants.org. Follow the guidelines, and let's keep our restaurants and bars moving forward. We are in this together! #CoveredFacesKeepOpenPlaces @Illinoisrestaurant."

[Click here for more information.](#)



3. NEW YORK

New York and Company launched The Coalition for NYC Hospitality & Tourism Recovery in May 2020, to bring together all sectors of the visitor economy to drive and aid recovery. Immediate efforts were made to Asian American neighbourhoods like Chinatown and Flushing – as they were the first impacted, and later expanded to the broader segment.

Timeline:

<p>1</p> <p>Rise: Late Spring</p> <ul style="list-style-type: none"> * Focus on education and information to rebuild consumer confidence * Implement virtual programme for New Yorkers to engage with their city through virtual programming and content on NYCgo.com 	<p>2</p> <p>RENEW: Summer (Current Stage)</p> <ul style="list-style-type: none"> * Inspire New Yorkers and those within a short drive to connect safely with their city through new initiatives * Launch revitalisation campaign
<p>3</p> <p>RECOVER: Late summer-fall*</p> <ul style="list-style-type: none"> * Launch vibrancy campaign as more sectors reopen and New Yorkers and visitors can confidently enjoy the City again. 	

* The processed stages and dates are for planning purposes only and will evolve as the situation does. We will stay nimble to account for starts, stops, changes and setbacks.

Equity and Inclusion Strategy

In partnership with and support of a new roster of BIPOC content creators and media partners, the coalition will make a long-term commitment to increasingly feature on their channels the underrepresented voices who celebrate the City’s diverse culture.

The Stay Well NYC Pledge

Through the Stay Well NYC Pledge, transparency will be created around Standard Operating Procedures (SOPs) to restore confidence and ensure that locals and visitors know that the hospitality, tourism, arts, culture and entertainment sectors are aligned on best-in-class cleaning standards. The Pledge also includes guidance for the consumer to follow to ensure a safe environment is maintained.

Encourage Hyperlocal Exploration

Through Five-Borough Public Art Programming as New York City begins to reopen, initiatives that encourage hyperlocal exploration will be supported through free outdoor public art exhibitions and appropriately celebrate NYC as a leader in this genre. The initiative will be launched in collaboration with a diverse array of the City’s world-class cultural organisations including the Public Art Fund.

Support Segments

An initiative to support their members and private sectors that will drive engagement and sales through an ever-expanding range of initiatives, such as: “Welcome Back” Content Spotlights.

In partnership with Cherry Bombe, the country’s largest media company dedicated to supporting women in the food sector, restaurants will share videos of how they’re reopening and what they’re doing to welcome back their guests in the new normal, showcasing chefs and staff – to put a face to these small businesses.

Through the use of hashtags, content will be featured on NYCgo’s and Cherry Bombe’s social channels, with additional feature content developed for the most compelling stories. Particular emphasis will be placed on chefs and restaurant owners of colour, and those with locations in the most vulnerable neighbourhoods most impacted by the pandemic. This will then be rolled out to additional tourism sectors such as hotels, attractions, museums and cultural institutions, and retail.

Promoting Staycations at NYC Hotels

The campaign will promote weekly staycation messaging and weave it into their social media content as more establishments start to open up, promoting city getaways throughout the five boroughs as a terrific choice for those looking to “travel” close to home.

Mini itineraries featuring nearby restaurants, museums and cultural institutions, shops and attractions will be shared with updated mini-guides featuring things to do in neighbourhoods around the five boroughs/regions.

Vibrancy Recovery Program

When most tourism sectors officially reopen a Vibrancy Recovery Program that combines the spirit of NYC Restaurant Week, NYC Must-See Week and NYC Broadway Week into one program – combining theatre, restaurants, museums and cultural institutions with sectors not currently included in those programs, will be launched.

The Programme will allow businesses the flexibility to create their own offers within minimal restrictions and adapt them as needed in order to best suit these challenging times.

[Click here for more information.](#)





SEATTLE

Seattle Mayor announced a plan to issue Temporary Free Permits for 'Streetaries' which will allow restaurants to set up sidewalk cafes and 'streetaries' to expand dining occupancy in open air settings to sidewalks and parking strips.

The free temporary street use permits, which last for up to six months, are for sidewalk cafes, merchandise displays, and food and other vendors that are categorised as follows:

Temporary Outdoor Café Permit

A business owner should request this permit if they are a restaurant owner who would like seating on the sidewalk or in the curb space parking. An additional permit from Washington State Liquor and Cannabis Board will be required to serve alcohol.

Temporary Merchandise Display Permit

A business owner should request this permit if they are a retail business owner who would like to expand operations outside into the sidewalk or in the curb space parking (note that this includes the point of sale).

Temporary Vending Permits

A business owner should request this permit if they are a vendor who would like more flexibility on their vending location and duration. This includes street and sidewalk locations for food trucks and carts.

[Click here for more information.](#)





SOUTH AMERICA | BRAZIL

Restaurant Vouchers

Any restaurant in Brazil can sign up to the website, Apoie um restaurant (Support a Restaurant).

When someone buys a R\$100 (US\$20) voucher to be redeemed later, they only pay half the amount, while the other R\$50 is paid to the restaurant by a beer brand.

Other websites promoting this model and providing different kinds of vouchers are Gentileza Gera Gentileza (Kindness Generates Kindness) and the Menu do Amanhã (Menu of Tomorrow) initiative.

[Click here for more information.](#)

Working Capital Loan

The National Development Bank (BNDES) opened a working capital loan line for tourism and the service sectors. This includes 6-month interruption of loan payments, with no late interest payment.

Tax liabilities have been deferred for firms, especially SMEs. In addition, administrative procedures for some imports and for loan renegotiations have been eased. The National Development Bank has announced new credit lines to companies with a loan volume of 0.6% of GDP. As part of these measures, tourism firms were given facilitated access to credit and deferred payments.

The Government also designed an airlines relief package, including:

- A 6 month postponement of the collection of air navigation tariffs

- Postponement to December 2020 for the collection of concession fees from airport concessionaires; and a 12-month extension period for companies to reimburse costumers for cancelled flights

Embratur's Campaign "Brazil You Want It! We Got It!"

Embratur launches a digital campaign to reverse the negative impact of the pandemic on Brazil's tourism sector. The video alerts tourists to stay at home and, as soon as this is over, visit the country.

[Click here for more information.](#)

Be Safe Health & Hygiene Program

Be Live Hotels, the collection of 31 four and five star hotels across the world's leading destinations, with a range of experiences easily adapted to suit their guest, has debuted its Be Safe Healthy & Hygiene programme.

With the safety of its guests, employees and partners a priority, "Be Safe" implements a series of measures and protocols in strict compliance with the World Health Organisation (WHO), local authorities in the countries in which Be Live Hotels operates, and a Centre for Disease Control standards. "Be Safe" will be implemented at all Be Live Resorts across the Caribbean, Dominican Republic, Colombia, Spain, Portugal and Morocco.

[Click here for more information.](#)



DREAMING OF *One Day*



West Coast

SOUTH AFRICA | CAPE TOWN

COVID-19 Content Centre

Wesgro, the Western Cape Government, the City of Cape Town and Green Cape, launched the [COVID-19 Content Centre](#) prior to the nationwide lockdown.

A dedicated online portal containing FAQs, best practice stories and up-to-date information for businesses during the lockdown – the team of over 20 staff worked tirelessly across six units to provide the best support to Western Cape businesses during this crisis and will continue to support companies during their recovery.

One Day Cape Town and the Western Cape

This innovative campaign was developed by Wesgro, using digital content tools to virtually showcase the beauty of the Province's 6 regions to people in lockdown in South Africa, and around the world, reminding them that one day Cape Town and the Western Cape will again be open for them to explore and experience.

Comprised of virtual tours and a podcast sleep series, the campaign masterfully monetised digital, allowing viewers to support tour guides – unable to work due to the travel restrictions – at the end of a virtual tour via the use of PayPal or SnapScan.

Enjoy the virtual tours [here](#).

Drift off to sleep, and start dreaming of Cape Town and the Western Cape [here](#).

Tourism Recovery Plan

Cape Town and the Western Cape's tourism recovery plan, which is being built collaboratively with sector partners, is built on a 6-point plan and is completely aligned to the National Tourism Recovery Plan.

1. Response: Survival in relief and support

2. Recovery: Air access national and international
3. Reform: Barrier removal (visas and reputation management)
4. Source markets: Big focus on domestic market (short term), regional (medium term) and international (medium term)
5. De-risking the tourism sector: Product and activity readiness
6. Product diversification and packaging

Wesgro's focus remains on de-risking the sector and business continuity to ensure that livelihoods are maintained.

Cape Town and the Western Cape, characterised by wide-open outdoor spaces, is perfectly positioned for travel in a COVID-19 world.

Stellenbosch Restaurants Reward Campaign

In an effort to restore the circular economy, Visit Stellenbosch – supported by Wesgro's Destination Marketing unit – has partnered with SnapScan on the Stellenbosch Restaurants Reward Campaign. The campaign rewards in-dining restaurant customers with a voucher that can be redeemed via SnapScan Wallet at any participating restaurant in the campaign period.

When redeeming the voucher at a participating restaurant, if the bill is more than the value of the voucher, you'll pay the difference through SnapScan. You will also earn another voucher to the value of 50% of what you've spent, to a maximum value of R400, provided the difference is R200 or more. The rewards voucher is loaded within 48 hours of the bill being settled and is valid for up to two weeks. The restaurant is immediately paid in full with the 50% voucher subsidised by Visit Stellenbosch.



WE'RE OPEN

Continuing on from 'One Day', Wesgro, together with Western Cape Government, launched the domestic tourism campaign 'We're Open Western Cape'.

Using the slogan 'Feels Like Faraway', the campaign visually demonstrates how the Western Cape is a world within one Province – showcasing the beauty of our wide open spaces and natural terrain, synonymous with similar destinations globally.

Looking to specifically target the KZN and Gauteng travel market, the campaign direction takes its cue from the fact that many South African's had to cancel their international holidays due to the global lockdown.

With the Western Cape full of experiences that match some of the world's favourite destinations, the digital campaign showcases locations within Cape Town and the Western Cape where you will feel like you could be anywhere in the world - highlighting the diverse and world class offering available at an affordable price within our Province.

The campaign is the first of our immediate action steps towards economic recovery, and will also include a "Kids Stay Free" initiative – encouraging families to take advantage of children staying free of charge at participating travel and accommodation partners across Cape Town and the Western Cape.





RECOMMENDATIONS

A FEW IDEAS THAT CAN BE ADAPTED TO LOCAL BUSINESSES IN THE WESTERN CAPE

RESTAURANTS

Seek out and take any opportunity you can find to partner with a local restaurant: share kitchen space, resources, staff, supplies, etc.

Mini Restaurant Week

Partner with a few nearby restaurants to create a week-long prix fix promotion in your area.

Print mock passports and offer a loyalty reward to people who will get a stamp from each restaurant.

Turn Your Restaurant into a Community Hub

As businesses continue to discourage travel, and more employees work from home, market your restaurant as a safe place to gather.

Reach out to your local customers and encourage them to come in for a lunch promotion. Take care of your locals so that they can take care of each other.

Gift cards

Restaurant owners can make plans for post lockdown by selling gift cards for future dining experiences.

They can market this as a community-minded purchase for customers who want to help the restaurant sector to survive the crisis with a bit of cash flow.

Quarantine Hour

Instead of Happy Hour, package a Quarantine Hour including ingredients to make a virgin cocktail within the comfort of your own home.

Accompany the pack with an instruction card on how to mix the mocktail, with the option for those who still have alcohol to add a dash of spirits if they wish.

Include a link to the bars playlist and transport your loyal follower to their favourite watering hole with Quarantine Hour.

WE'RE
Open

Discover Cape Town and the Western Cape