

CRISIS COMMS STRATEGY

This National Tourism Crisis Communication Plan aims to ensure public and private stakeholders have a clear strategy to respond proactively and swiftly, managing and mitigating a crisis' impact on tourism in SA.



PURPOSE OF THE **CRISIS COMMS STRATEGY**

- Protect the tourism sector from crises
- Manage and mitigate crisis impacts
- Establish an aligned strategy for public and private stakeholders



CRISIS COMMS PHASES

PREPAREDNESS

- Organisation and linkages
- Risk analysis and response scenarios
- Training

RESPONSE

- Situation Analysis
- Response Development
- Communications delivery



RECOVERY

- Industry support
- Effectiveness review
- Recovery activities

SPOKESPERSON



LOW (LOCAL) IMPACT

- Provincial Govt Dept responsible for tourism portfolio, e.g. DEDT or MPTA
- Local Pvt Sector org with tourism focus, e.g. Kruger Lowveld
- Local agencies involved, e.g. SANParks



MEDIUM IMPACT

- Provincial Govt Dept responsible for tourism portfolio, e.g. DEDT or MPTA
- Local Pvt Sector org with tourism focus, e.g. Kruger Lowveld
- Local agencies involved, e.g. SANParks



HIGH IMPACT

- National Govt Dept responsible for tourism portfolio, e.g. DT or SA Tourism
- National Pvt Sector org with tourism focus, e.g. TBCSA, SATSA, FEDHASA
- National agencies involved, e.g. SANParks

KEY MESSAGE DEVELOPMENT

Existing templates will be modified to develop key messages about the incident based on the initial impact assessment.

Messaging should reinforce positives and be action / solution oriented.

Message emphasis will shift throughout the response phase – from initial visitor safety to open for business in the final stage.

- Do not downplay the severity of the crisis or dismiss concerns.
- Always provide accurate and up-to-date information.
- Demonstrate empathy for those affected by the crisis.
- Ensure that messaging is consistent and aligned across all channels and stakeholders.
- Time is critical. A prompt response can help manage the narrative, but don't "react".
- Avoid making commitments or promises that you cannot guarantee.
- Do not respond to journalists' Q&As. Rather create a brief holding statement and distribute this consistently when asked for comment.

KEY POINTS IN MESSAGING DON'T'S

Crime is a reality everywhere and is not unique to South Africa. Our destination is still safer than others.

Those travellers should have known better not to go there, self drive, do X or Y. They should have been more careful.

It's not our fault that that area is unsafe and there's very little we can do about it.

This will never happen again. We will take measures to ensure that tourists are completely safe when visiting...

People are blowing this completely out of proportion. It's not as bad as they're saying.

We don't have any comment.

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KEY POINTS IN MESSAGING DO'S

Prioritised safety: We hold the safety and security of our guests at the pinnacle of our tourism industry efforts

Collaborative efforts: To that end, both govt and the private sector are working purposefully to enhance safety measures, e.g. SECURA Traveller and tourism monitors.

Safety education: We believe in empowering our visitors with the necessary information to ensure their safety.

Transparent communication: We maintain a transparent line of comms about safety measures to keep travellers well informed.

Award-winning destination: SA has enjoyed great popularity amongst travellers with such noteworthy accolades as the 2023 Telegraph Travel Awards.

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FESTIVE SEASON APPROACH

MINI COMMS TASK TEAM CREATED:

- **Zara Nicholson:** Minister Comms
- **Thandiwe Mathibela:** SA Tourism
- **Natalia Rosa:** Big Ambitions
- **Comms Rep:** Dept of Tourism

ACTIVITIES OVER FESTIVE SEASON:

- Establish a contact list for and make contact with provincial and local tourism communications focal points – includes government departments and private sector
- Establish contact with the national incident management team
- Establish contact list for police in hotspots and link to national incident management team
- Update templates for the variety of potential risks that could occur over Festive Season
- Select, inform and update spokespeople of their roles and the messaging, along with their communications contact points
- Seed media with “positive” narrative of tourism over Festive Season
- Execute crisis communications plan as and when required
- Update media monitoring and media enquiry logs
- Keep stakeholders informed of progress and approach

TEAM ACTIVATION PROCESS

01

National incident management team notified of tourist incident. They activate comms team (email & Whatsapp) and include the comms team on incident management Whatsapp group.

02

Comms Team undertakes impact assessment to determine level of response required and communicates with local comms stakeholders. This could include local govt, local associations, SANParks. Informs incident management team & stakeholders of approach

03

**Execute communications plan.
Prepare messaging, statement and bulletins
Update spokespeople, incident management and other stakeholders
Monitor media and social media
Send updated releases to media and stakeholders.**

04

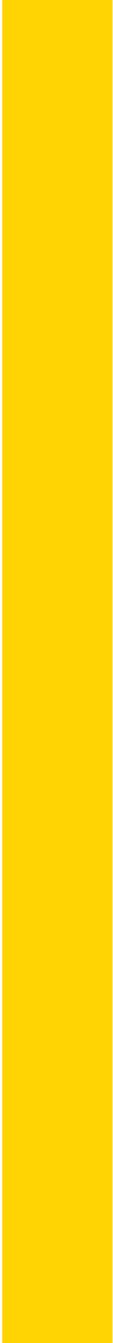
Continue to liaise with incident management stakeholders through WhatsApp and update comms as required. Inform stakeholders of any updates provided. Provide support to local comms stakeholders and spokespeople. Keep media log (coverage and enquiries) updated.



SECURA TRAVELLER

TRADE TOOLKIT





Why a toolkit?

- Spread awareness of the SECURA Traveller App and its features
- Enhance safety and security for travellers and the industry
- Marketing assets to support promotion of app benefits and drive widespread adoption
- Awareness of national hotline number and SECURA Traveller website
- Guide to downloading and activating the app
- Simplify promotion to travellers
- Empowering trade with assets that they can plug into their existing marketing strategies to bolster DOC initiatives





How to promote SECURA Traveller:

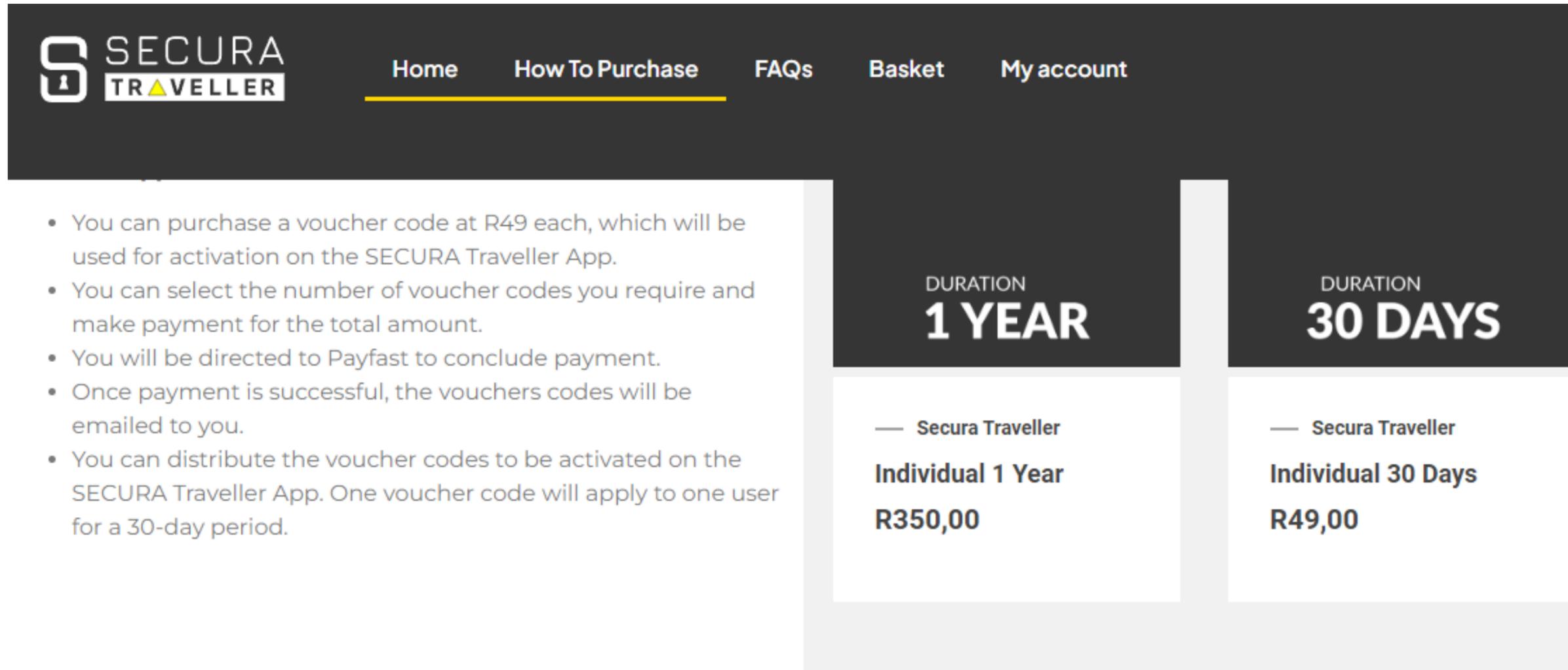
Our communication strategy is centred around delivering a message of empowerment and safety for travellers.

We strive to maintain a balance between highlighting the importance of safety without instilling fear, presenting **SECURA Traveller** as a positive, reassuring presence rather than a reminder of potential risks.



1. Where do I find the toolkit?

www.securatraveller.co.za



The screenshot shows the Secura Traveller website interface. At the top, there is a navigation bar with the logo and menu items: Home, How To Purchase, FAQs, Basket, and My account. Below the navigation bar, there is a list of bullet points describing the purchase process. To the right, there are two product cards for purchase. The first card is for a 1-year duration, priced at R350,00. The second card is for a 30-day duration, priced at R49,00. Both cards are for 'Individual' use.

- You can purchase a voucher code at R49 each, which will be used for activation on the SECURA Traveller App.
- You can select the number of voucher codes you require and make payment for the total amount.
- You will be directed to Payfast to conclude payment.
- Once payment is successful, the vouchers codes will be emailed to you.
- You can distribute the voucher codes to be activated on the SECURA Traveller App. One voucher code will apply to one user for a 30-day period.

DURATION	Product Name	Price
1 YEAR	Secura Traveller Individual 1 Year	R350,00
30 DAYS	Secura Traveller Individual 30 Days	R49,00



2. How do I use it?

Downloading the toolkit will give you access to:

- Digital marketing assets
- Social media assets
- Newsletter and social media copy ideas
- Front of house promo collateral
- Step-by-step activation guide

- 1Pager for Safety Tips
- 5cm X 5cm Sticker
- A Frame Banner
- A4 Stickers
- Card Mockup
- Digital Display
- Newsletter Banner
- PopUp Banner
- Secura DL Size
- SECURA Traveller Activation
- Social Media Designs
- Table Talker
- Website Slider
- SECURA Traveller Email signature
- SECURA Traveller Facebook Social Media ..
- SECURA Traveller Newsletter Copy
- SECURA Traveller_ X (Twitter) Social Medi...

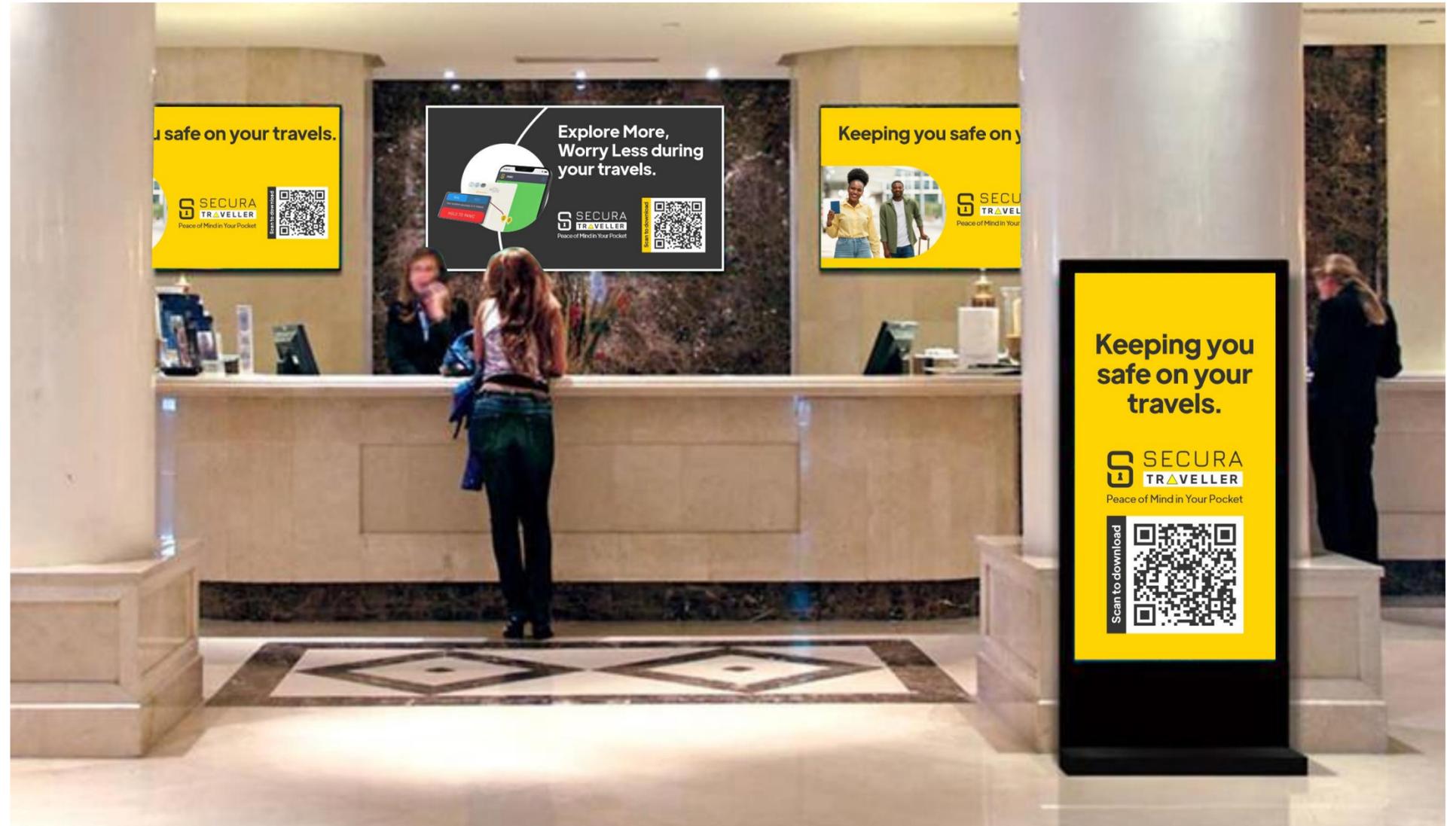
TABLE TENT

Help promote SECURA Traveller App to arriving travellers in hotel reception areas, at car rental desks or tourism offices



DIGITAL DISPLAY

Digital display in reception areas



WEBSITE

Help promote SECURA Traveller App to arriving travellers through advertising on your website



LEAFLET

Help promote SECURA Traveller App to arriving travellers through advertising

SECURA Traveller is Peace of Mind in Your Pocket!

Access emergency medical and support services at the touch of a button across South Africa

SECURA Traveller Response

- 24/7/365 Operations Centre
- 320+ medical and security companies
- 2500+ response vehicles
- 5400+ response professionals

SECURA Traveller Support

- Traveller ambassadors and translators to provide care and support
- Facilitation of lost travel documents, contact with embassies, travel insurers and access to trauma counselling if needed
- Assistance with incident reporting
- Concierge services for amended travel services

Scan to download

Only R49 for 30 days
*excl bank charges

SECURA TRAVELLER
Peace of Mind in Your Pocket

Tourism HOTLINE number:
+27 (0) 83 318 2475

www.securatraveller.co.za



MAILER

Banner with QR code on guest confirmation email



**Explore More,
Worry Less**

**SECURA
TRAVELLER**
Peace of Mind in Your Pocket

Scan to download



Explore More, Worry Less

frontdesk@yourhotel.com

Hi [Name],

Your reservation is confirmed at [hotel] in [city] from [check-in date] to [check-out date] - we're really looking forward to hosting you!

[Booking details/reservation summary]

[Check-in information]

[Hotel information]

If you have any questions in the lead-up to your stay, feel welcome to get in touch by replying to this email or calling [phone number].

Before you arrive, be sure to browse our extras and pre-book a meal or experience that will make your stay that much more special.

You can also check out our guide to [city], where we list all our favourite spots.

See you soon!

[Name], [Position] at [Hotel]



KEYCARD FOLDER

Help promote SECURA Traveller App to arriving travellers through hotel advertising



3. How often is the toolkit updated?



The toolkit will be updated once a quarter based on industry needs and feedback received.



Toolkit Objectives



Increase awareness of the **SECURA Traveller** app to travellers as soon as they arrive



Provide peace of mind for travellers and improve their experience



Boost South Africa's reputation as a destination that prioritises visitor safety



Contribute to our shared goal of promoting sustainable and safe tourism in South Africa



Exercise a duty of care by enabling trade to not only promote **SECURA Traveller** but also gift travellers with access once they arrive



Key messages

1.

Peace of Mind in Your Pocket

Emphasising the convenience and accessibility of safety support at any time, anywhere.

2.

Explore More, Worry Less

Encouraging travellers to fully embrace the beauty of South Africa, knowing they have a reliable safety net.

3.

Your Safety, Our Priority

Reinforcing our commitment to the wellbeing of all travellers.

4.

Be Prepared, Stay Assured

Framing the app as an essential part of smart, proactive travel preparations.

5.

Travelling the Country, Not Alone

Positioning **SECURA Traveller** as a constant, supportive companion in all South African travel.



Support details for trade



Questions about SECURA Traveller

info@securatraveller.co.za

Download the SECURA Traveler Toolkit

www.securatraveller.co.za

Purchase SECURA Traveller coupon codes

www.securatraveller.co.za

Questions about the toolkit

securatraveller@bigambitions.co.za

FAQs

www.securatraveller.co.za



QUESTIONS

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