

Hospitality sector calls on all South Africans to stay safe

Tourism and hospitality sector partners in the Western Cape have reiterated their commitment to adhering consistently with health and hygiene protocols adopted to keep guests and staff safe.

Comprising Cape Town Tourism, SAACI (the Southern African Association for the Conference Industry), Fedhas Cape, Wesgro and Skål International, Jamms recognises the important part that the tourism and hospitality sector can play in helping to stem the spread of Covid in the Western Cape and ensuring that businesses in the province can remain open and trade responsibly.



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Fiona Angelico, Jamms chairperson, says: "A year since South Africa first went into lockdown at the end of March 2020, our industry has learnt a great deal – most notably that it's in our hands to help prevent lockdowns that threaten our businesses and to keep our guests and staff safe."

There is wide acknowledgement that a return to stricter regulations will be catastrophic for the province's tourism and hospitality sector. Beyond that threat, is the prospect of a third wave caused by South Africans failing to take the non-pharmaceutical measures like social distancing, staying in ventilated spaces, masking up etc.

"We can all play our part in ensuring that the communities that we serve continue the good work they've been doing to comply with these measures to mitigate the spread of Covid, prevent more surges and ensure our industry does not get negatively impacted by more stringent restrictions and further destination reputational damage," adds Angelico.

Jamms calls on all stakeholders in the tourism and hospitality sector, as well as guests and patrons frequenting establishments in the province, to comply with these protocols and do their bit to help keep the sector alive.

"Let's play our part in keeping South Africa safe, the reputation of our industry intact and our doors wide open," concludes Angelico.

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