



MESSAGING

SOUTH AFRICAN TOURISM
#WaterWiseTourism

Updated: March 13th 2018



USAGE MANDATE

1. Be rational and non-emotional.
2. Stick to key **facts**, provided by experts, when asked about water restrictions and shortages (refer to fact sheet).
3. Do not provide solutions in the future tense.
4. Stick to the overarching theme of South Africa being part of the global water crisis.
5. The main messaging thrust to stakeholders is to be part of the solution and not the problem:
 - a. The water shortages are part of the new normal in terms of responsible tourism and South Africa is showcasing how we are leading the way in terms of the future of tourism.

SOUTH AFRICA DOES #WATERWISETOURISM

- South Africa's tourism industry, establishments and attractions are **open for business**. We must all continue to get behind the movement of #WaterWiseTourism that embraces the new normal of sustainable tourism and encourages all travellers and citizens to use water wisely.
- We are continuing to actively encourage visitors not to cancel their trips to South Africa. This is not the solution, water is available – it is however restricted and everyone is encouraged to use responsibly.

WATER SHORTAGE MESSAGING

South Africa has become a benchmark for how world-class cities respond to future climate threats associated with water, it is our responsibility to share our learnings and encourage others around the world to help adapt to this New Normal.

- We now have a **new relationship** with water. Our inclusive behaviours and day to day lifestyles have been forever changed. South Africa has experienced a shift that we are all embracing and could have never predicted. The data tells the story:
 - With the cooperation of residents, businesses and tourists, we have managed to **reduce daily water consumption by 50% in 3 years** to just over 500 million litres compared with 1.2 billion in 2015.



- This is a reduction that has **never been done before** anywhere else in the world and has been hailed as a **global first**, further setting the benchmark for other cities around the world.
- Comparatively, when the “Millennium Drought” hit the city of Melbourne, it took the Australian city 12 years to do the same.
- California in the United States only managed to decrease water consumption by 27%, from 521 litres per person per day in August 2013 to 387 litres per day in August 2015, when the state was hit with its worst drought.
- This significant and impressive decrease owes itself largely to the City’s water demand management strategies and the collective will of Capetonians both visitors and locals.
- We fully realize that every climate change threat is different and presents its own unique set of challenges. We do not want to compare South Africa to other cities with mere data but rather share our learnings and collaborate on how we will all deal with the *New Normal* in terms of our relationship with water in the future and now.
- Our real story however, remains with the people of South Africa who have embraced #WaterWiseTourism in their homes, establishments, industries and in all facets of how we live. This new relationship with water has been shared with others that continue to visit our cities and experience the country’s beauty while doing so in a responsible way.
- As South African’s we have a **new responsibility** to share with the world our story and experiences associated with climate change; in our case right now water. We must continue to encourage the industry to participate in how this new normal is defined and replicated to other parts of the world.
- While we are proud of how South Africa has dealt with the reality of drought and continues to do so, we are nowhere near done. Even after the rains come our job is far from over; we now have a **big responsibility** to continue to map the way forward for other cities, industries, leaders and countries. Our job is to share and **encourage collaboration** across a broad spectrum of stakeholders, while still focusing on our country and the continuous threat of drought that we are still facing.
- There is a big appetite for continued innovations that we are seeing emerging on a daily basis. Financiers, banks and development organisations are at the table, more than willing to help start-ups and innovators secure funds and invest in innovative ways to continue creating our ecosystem of #WaterWiseTourism
- This isn’t a new threat but rather the new normal and we all are responsible for becoming part of the solution. It is the world’s reality.



- We are leading the way in creating the new global **mandate** for how the tourism industry is delivering its products and services. We are at the **RIGHT** moment to provoke a paradigm shift and we are doing just this. Creating the path for **#WaterWiseTourism**.
- The tourism industry will never go back to the **“Old Normal”** after the rains come and the drought is over. If we didn’t before, we now **ALL** understand how precious water is and will never allow each other or visitors to use it without care again. However, we will share our innovations and creativity – **outlining the road map of the future**.
- The tourism industry in South Africa is **forever transformed and focused on creating solutions**. This is a **global turning point on how to do responsible tourism**.
- Last year Cape Town was ranked as a top global tourist destination while South Africa is continually on the map of top travel locations. It is no secret as to why we are only too ready to create the new normal in the way sustainable tourism is being done, while **defending** our top place among the best cities in the world to visit.
- This is a plea to all South Africans, Africans and the global community to work together and be **part of the solution**. For the tourism industry specifically, it is our **responsibility** to showcase how we can meet the future NOW and create the new normal in how we do tourism.
- Climate scientists have said that what Cape Town is experiencing is only a glimpse of what other cities can expect. We have to get creative and we are, because that is what we are good at.
- I encourage other industries to take up the water conservation challenge and create global best practice along with the tourism industry.