

501Y.V2 VARIANT

**CALL IT BY
ITS NAME.**

www.visitsouthafrica.info

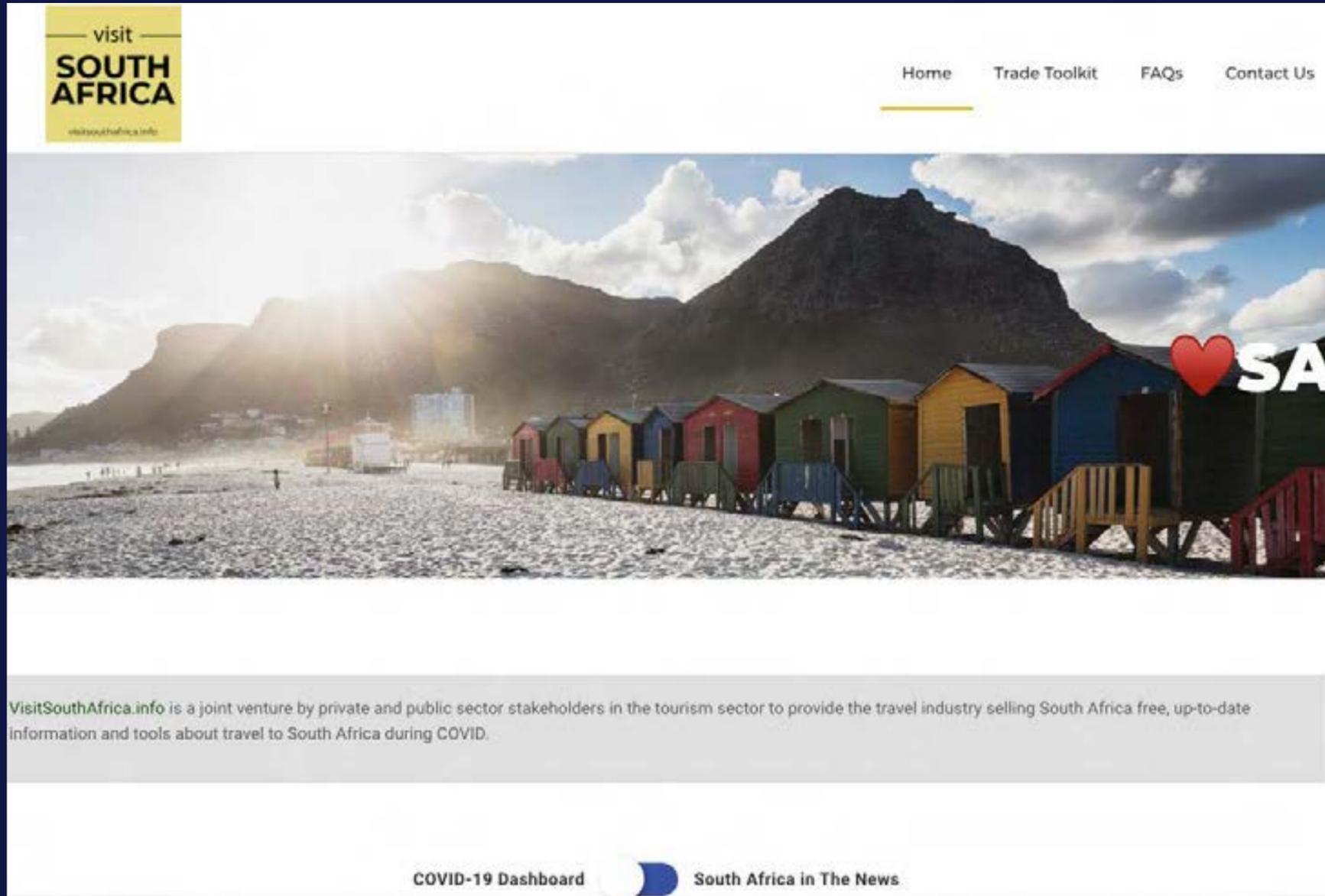




**This isn't forever.
It's just right now.**

The Problem.

We can expect variants to continue to emerge as the COVID virus mutates. The current nomenclature of variants discriminates against the destination it was first found causing immense reputation damage. Today it is South Africa, Kent and Brazil. Tomorrow it will be somewhere else.



ONLINE TOOLKIT

- Live COVID Dashboard
- Updated News
- FAQs
- SM Videos
- Trade Resources

WWW.VISITSOUTHAFRICA.INFO

Messaging

We need stakeholders to align with the same messaging and for this to be messaged by non-tourism and tourism entities in affected and non-affected destinations: One Tourism Community demanding we Call it by its Name

Travel is safe and normal

COVID Protocols have been adopted and are being consistently applied by destinations to keep guests and staff safe and healthy

Variants are normal and should be called by their scientific name

The current nomenclature for variants is scientifically inaccurate and damaging

Tourism is everyone's business - supply chain

Tourism is not just about a holiday. The deep supply chain of tourism has wide-reaching impacts for the wellbeing of the entire economy.

Travel is important for your wellbeing and health

Travel promotes happiness, helps you take your mind off stressful situations, lowers cortisol levels and calms you.

We are one Tourism Community that stands together and needs standardisation

Tourism stands together to dispel damaging narratives and calls for standardisation in regulations and naming convention of variants

What can you do?

NEWS CURATION

info@traveltosouthafrica.org or
083 449 4334 or join the
Destination SA Listening
WhatsApp Group:
<https://chat.whatsapp.com/LcB1aRm9ujoE6huVu6V2v7>

Send positive news about DESTINATION South Africa

- Stories in mainstream media that portray Destination SA and travel in a positive light.
 - We can use product news, provided it is more destination-focused than pushing your product
-

Send news about South Africa + Vaccine RollOut, Medical Facilities, 501Y.V2, Third Wave, PCR Testing

- Stories in mainstream media that offer a picture of what's happening on the ground – even if these are not positive
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Send international news coverage – both positive / negative

- Stories in mainstream media internationally that offer an inaccurate picture of what's happening on the ground or try to paint a positive picture
- Who are the media/journalists who are reporting repeatedly about South Africa?



What can you to do?

VIDEO FOOTAGE

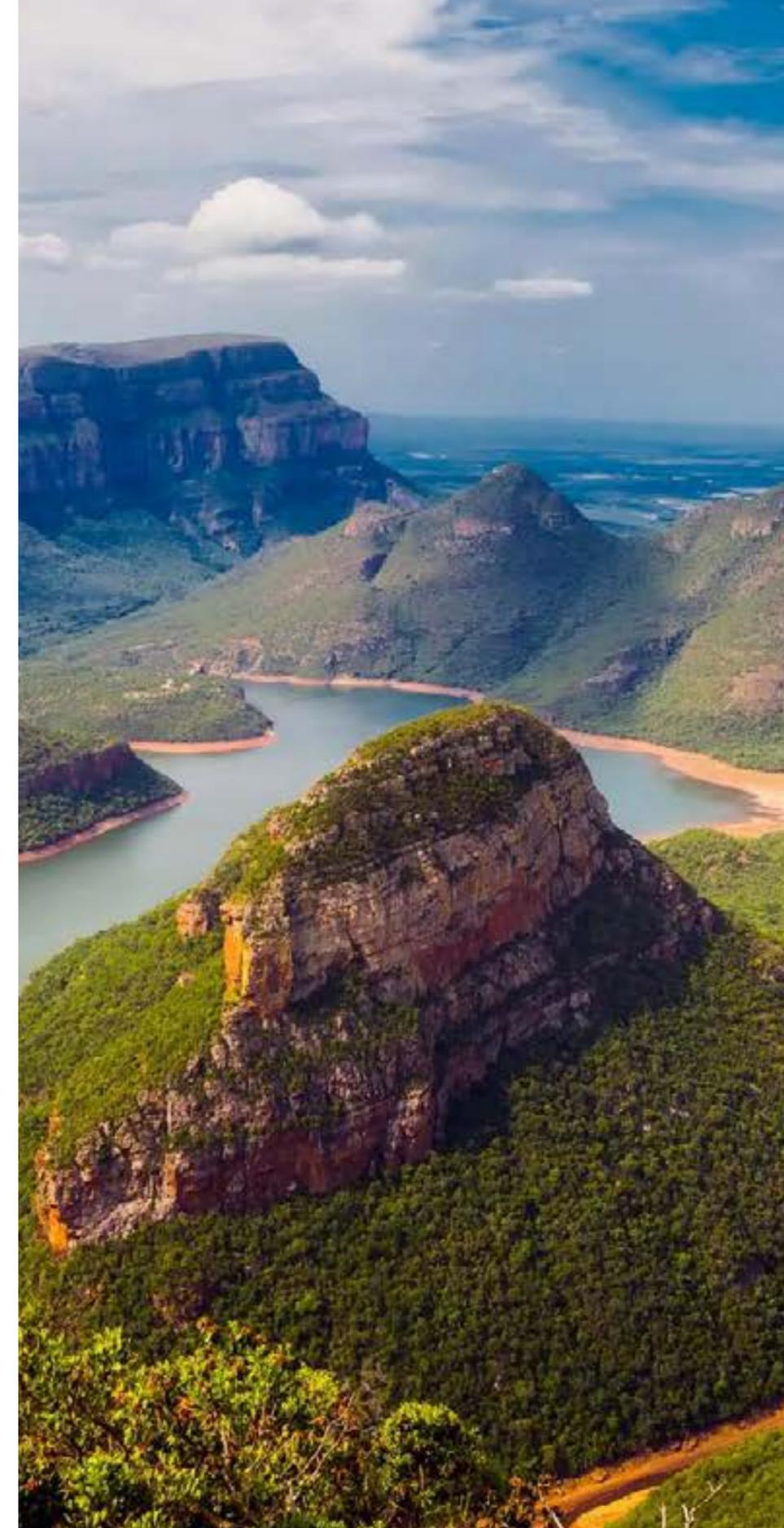
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Interview your international customers

- If you have international customers visiting your lodge, hotel, B&B, experience, etc., ask if they would mind being interviewed and record the interview on phone (must be wearing masks if in a group and social distancing):
 - What's your name, where are you from, why are you in South Africa?
 - How do you feel about being in RSA during the Covid-19 pandemic?
 - How do the covid restrictions impact your daily life in RSA?
 - There must have been some concerns before traveling here, what has surprised you now that you are in RSA?
 - Have you found it easy to travel within RSA?
 - Have you got a message for potential travellers to South Africa?

Submit video footage showing Destination SA's wide-open spaces, safe lifestyle

- Footage that shows Destination SA and travel in a positive light.
- We can use product videos, provided they are more destination-focused than pushing your product
- This will be added to the Trade Toolkit section – even a YouTube link will suffice



What can you to do?

THOUGHT LEADERSHIP

info@traveltosouthafrica.org or
083 449 4334

Send us or source the frequently asked questions your customers are asking

- We add these to the FAQs on the visitSouthAfrica.info website with answers for everyone's benefit.
 - You can share these with your consultants as well.
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Do you have international representation with media connections that can be leveraged?

- Does your international PR representation have media contacts that can be leveraged to get press releases out to?
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Do you know or can you source anybody in the medical / science fraternity that is regarded as a thought leader that we could interview?

- For a PR campaign to be robust and credible, we need to speak to stakeholders outside of tourism. We can conduct the interviews if you are able to make the connections.



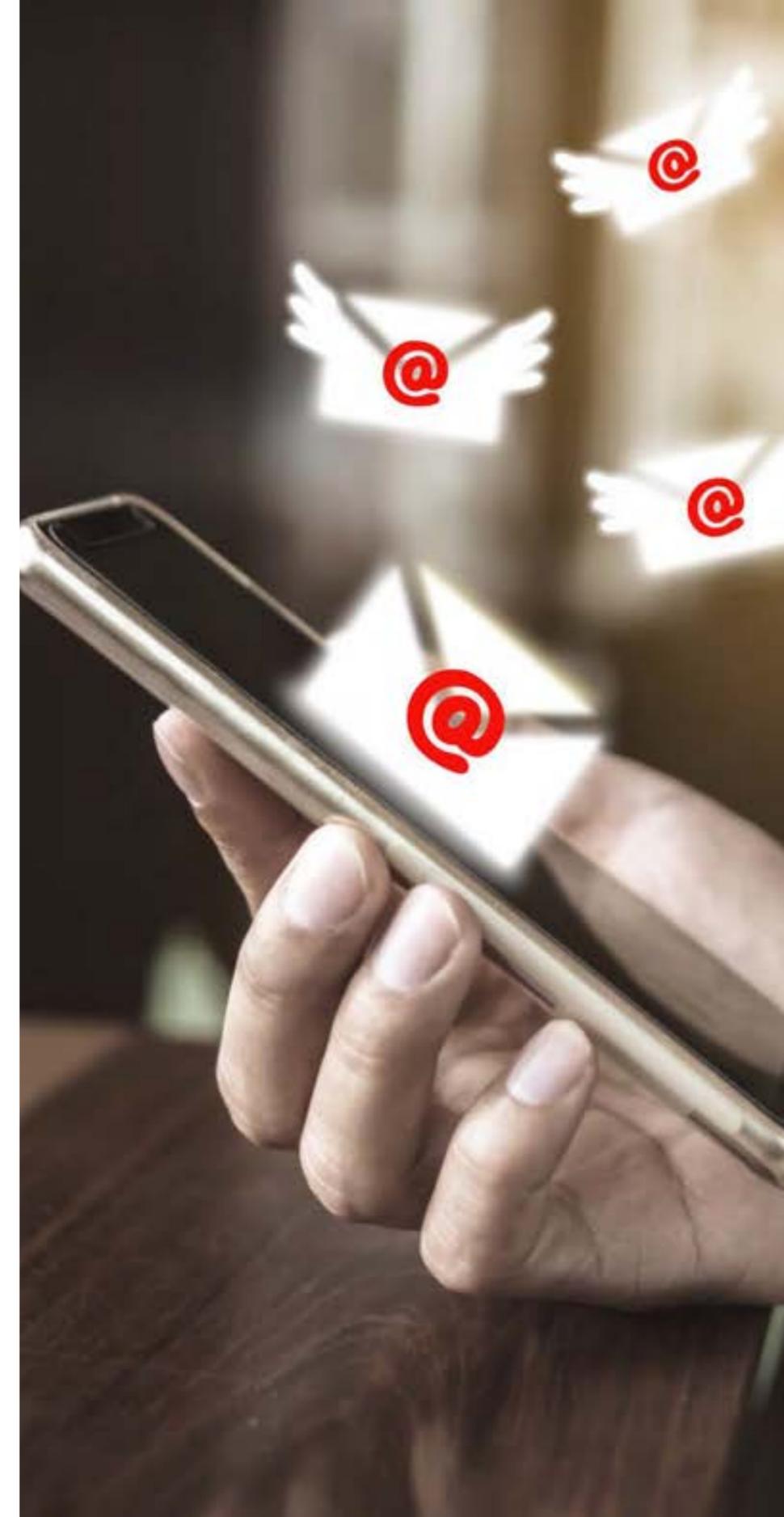
What can you to do?

SHARE INFORMATION

info@traveltosouthafrica.org or
083 449 4334

**Where can you use the information from
visitsouthafrica.info on your own
platforms?**

- If you have a newsletter, or social media – can you take the opportunity to share the info on visitsouthafrica.info with your networks?
 - What information can we produce for your purposes to help you?
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What can you to do?

CONTENT CREATION

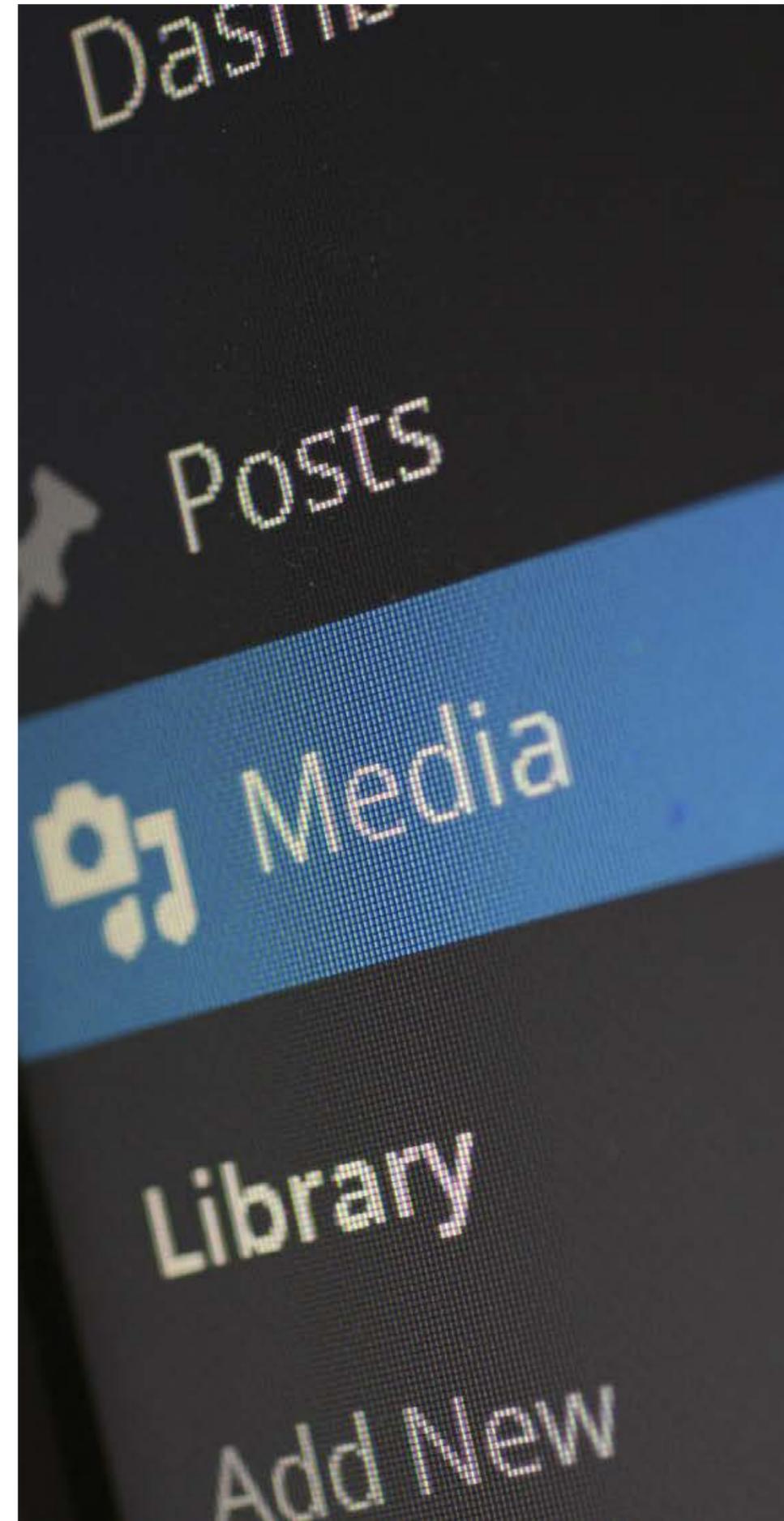
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Do you have in-house copywriter, videographer or designer who has capacity to assist with content creation?

- If you have any spare capacity in house to assist with content creation, please nominate them.
- We will provide creative briefs and need help with:
 - Writing Press Releases
 - Writing Op Eds
 - Writing newsletter blurbs
 - Writing social media posts
 - Designing social media posts
 - Designing infographics
 - Editing videos

Do you have capacity to do research?

- Sourcing contact details of media who have South Africa + COVID + Tourism as their beat.
- Sourcing information about COVID statistics and spread.
- Doing video interviews with stakeholders for press releases and other content.
- Sourcing information about travel regulations and answering questions about these.



What can you to do?

CALL IT BY ITS NAME

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Curbing any use of the word “South African variant” on the SM platforms you’re on

- If you see any use of “South African variant”, call it out by saying: “Call it by its name: 501Y/V2”.
- Educate your team to call it by its name
- Check your language to ensure you are not associating COVID with travel, e.g., travel regulations to stop the spread of COVID.

Use “Call it by its name” Facebook frame and #callitbyitsname

- Search for the “Call it by its name” Facebook frame and add it
- Add the hashtag #callitbyitsname to relevant social media posts



Call it by its Name

501Y.V2