



Media Statement by Her Worship, the Mayor Cllr Zandile Gumedede on the occasion of Festive Season Launch held at Elangeni Hotel on the 14th November 2018

- Programme Director;
- MEC for Economic Development, tourism and environmental affairs, Sihle Zikalala,
- Acting MEC for Transport, Community Safety and Liaison, Hon Mthandeni Dlungwane,
- Board Members of different entities,
- CEOs from different entities,
- Members of legislature,
- Councillors;
- Invited Guests and stakeholders in the tourism industry;
- Government officials,
- Members of the media;
- Ladies and gentlemen;

Good Morning - Sanibonani

I am glad to be part of this media launch which seeks to highlight our plans and activities for the festive season. I would like to state it from the upfront that Durban is ready for millions of visitors who will be coming from all corners of the world.

We are rolling out the red carpet for everyone who will be coming here in the festive season. It is the red carpet that is full of love. This is the reason we have themed our campaign as Durban Summer love campaign.

Over the past few years, the municipality has been working with the Department of Economic Development, Tourism and Environmental Affairs and many other stakeholders to market this city.

Our entities – Durban Tourism, Durban Investment Agency, Tourism KwaZulu-Natal and Trade and Investment KwaZulu-Natal have participated in several tourism and investment promotion platforms across the globe. We have met with international tour operators and staged tourism expos and exhibitions as part of marketing.

Durban's tourism sector has become one of the contributor into our economy. Our records have shown that tourists who visit the city have generated over R19, 7 billion. This has helped us in contribution of more than 41 000 jobs.

About 3, 8 million local and international visitors flock to the city of Durban each year, as it is known for its warm climate and exciting warm waters. For the 2018 Summer season which starts from 1st December 2018 and ends in February 2019, it is projected that 1.1 million visitors will set foot on Durban shores.

We have the following plans for our visitors:

- **Park and Ride system:** The City will continue to use the park and ride system which was initiated last year and proved to be a success. Shuttles will ferry people from the Drive-Inn Site to the beaches on a daily basis at 30 minute intervals. The park and ride

system helps to eliminate traffic congestion around the beachfront area. Essential services such as ablution facilities and security will be provided at the drive-Inn site.

- **Waste Disposal** – There will be teams responsible for cleaning and collection of waste around the City, on a daily basis during the festive season. Shifts are as follows ; 06h00 – 14h30, 15h00 – 23h00 and 22h00 – 05h30. Over and above this, the Municipality has engaged 12 contractors (from local levels) who will be responsible for litter-picking at the different beaches around the Municipal area. We have deliberately targeted emerging contractors to ensure radical economic transformation.
- **Pop-up markets** – The Municipality will also issue temporary business licences and allocate space for informal traders who wish to take advantage of the high volumes of people who will be descending onto our beaches during the festive season.
- Pop-up markets will be set-up in various spaces where the relevant infrastructure will be provided for the to trade in a clean, safe and secure environment.
- We have recently **procured 12 new jetskis** that will be used by our lifeguards in response to emergency situations. We have employed **122 temporary lifeguards** who will complement the ones that we already have in the system.
- **105 childminders** have been engaged and they will be stationed at various spots along the beachfront. They are mainly there to ensure the safety of our children, particularly in instances where

the child is separated from their parents. We will also have the **wristbands** and encourage all parents to ensure that the first thing they do when they get to the beach is tag their children with the provided wristbands. These can be collected from the beach-buddies and childminders.

- We have hired **120 seasonal pool lifeguards** (they ensure the safety of the people in the pool) and
- **50 pool guides** (they ensure that by-laws are adhered to by patrons). 46 of the 52 pools around the Municipality are fully operational and are ready to receive the high volumes of bathers who will be coming to cool down in the water during the hot summer days.
- Our contractors are working around the clock to complete the work being done at Rachel Finlayson pool. The work is 85% complete and we are confident that the pool will be open to members of the public very soon.

In closing, I encourage all the patrons and visitors to use this season by showing love, peace and harmony. We want an incident free Summer and are eagerly looking forward to host visitors who will be coming for Bafana-Bafana Mandela Match, Soweto derby, Crown Gospel awards, Fill-uP Mabhida, January 8 statement, Durban Jazz, Durban Braai Day and Maskandi festival and many more events.

Let's show everyone Durban Summer Love

I thank you