

Jamms enters bid for Western Cape tourism recovery plan

During a recent Joint Association Member Meeting (JAMMS) - comprising stakeholders including FEDHASA Cape, Cape Town Tourism, Southern Africa Tourism Services Association (SATSA) and the South African Association for the Conference Industry (SAACI) - it emerged that keeping Cape Town as one of the most sought-after destination in the world a priority.



Ashley Jurius via [Unsplash](#)

The meeting was held in partnership with the Provincial Department of Economic Development and Tourism (DEDAT), as well as Wesgro.

FEDHASA Cape chairperson, Jeff Rosenberg says the meeting highlighted DEDAT and Wesgro's bid to elevate the status of the Western Cape through the launch of the collaborative Industry Recovery Plan. This plan seeks to further boost the province's image after a number of matters affecting the industry, including the city's water crisis raised its head.

Rosenberg says Wesgro, who will facilitate this plan, presented it under the theme: **Nowhere does it better** – a digital campaign that will among other things assist the sector with sharing unified, positive visual images of the city that will be used by all stakeholders. "It's not just up to one person or entity though, we all have a role to play to get this right, and we need to work together to elevate the reputation of the Western Cape."

Rosenberg says FEDHASA will also be part of DEDAT's Tourism Safety Forum – a formally structured, multi-stakeholder and collaborative forum established to make Cape Town one of the safest destinations in the world. This forum will look at means to minimise crime, which includes increasing the presence of safety officers at ATMs in the CBD and surrounds to curb credit card fraud, establishing helplines, improving safety measures for tourists visiting Table Mountain, as well as other tourist attractions and the province at large.

"We are 100% committed to raising the profile of our province and to making it a destination of choice for locals and international tourists alike," concluded Rosenberg.

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