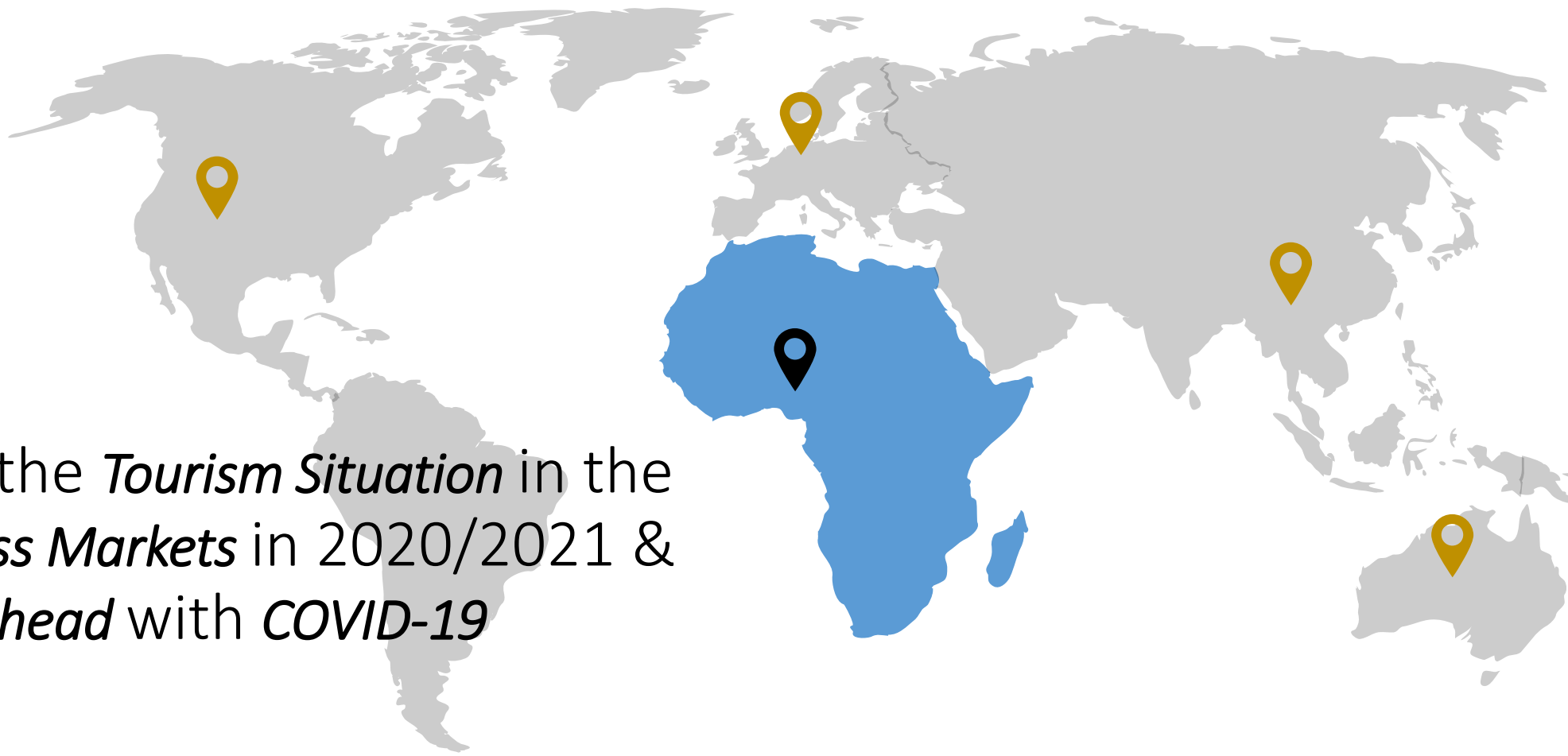




Overview of the *Tourism Situation* in the *African Wellness Markets* in 2020/2021 & The *Outlook Ahead* with *COVID-19*

Presented by



SPA & WELLNESS
ASSOCIATION OF AFRICA



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9 – 12 March 2021

Outline

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Pre COVID-19 (Rapid Growth in Tourism)

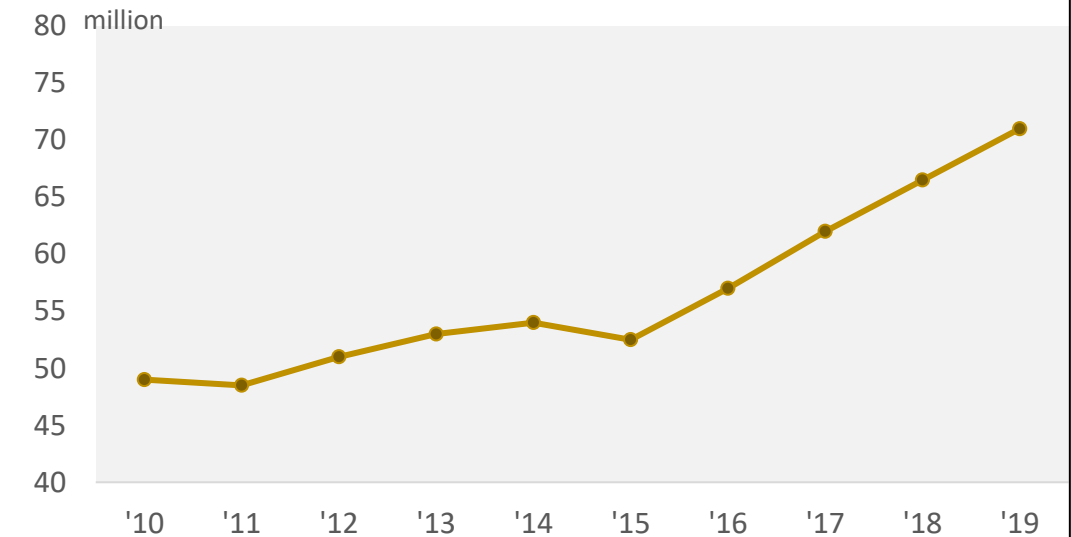


Tourism accounts for **7.1 percent of Africa's GDP** and **contributes \$169 billion** to the continent's economy



The Radisson Hotel Group says they have tried to save jobs where possible: estimates it will take ***“a period of 24 months in terms of recovery before likely to reach their performance levels of last year.”*** – Tim Cordon RB SVP MEA

International Tourist Arrivals to Africa



Quartz[qz.com] Data: UN World Tourism Organization



01

Pre COVID-19 (Rapid
Growth in Tourism)

02

Current Picture

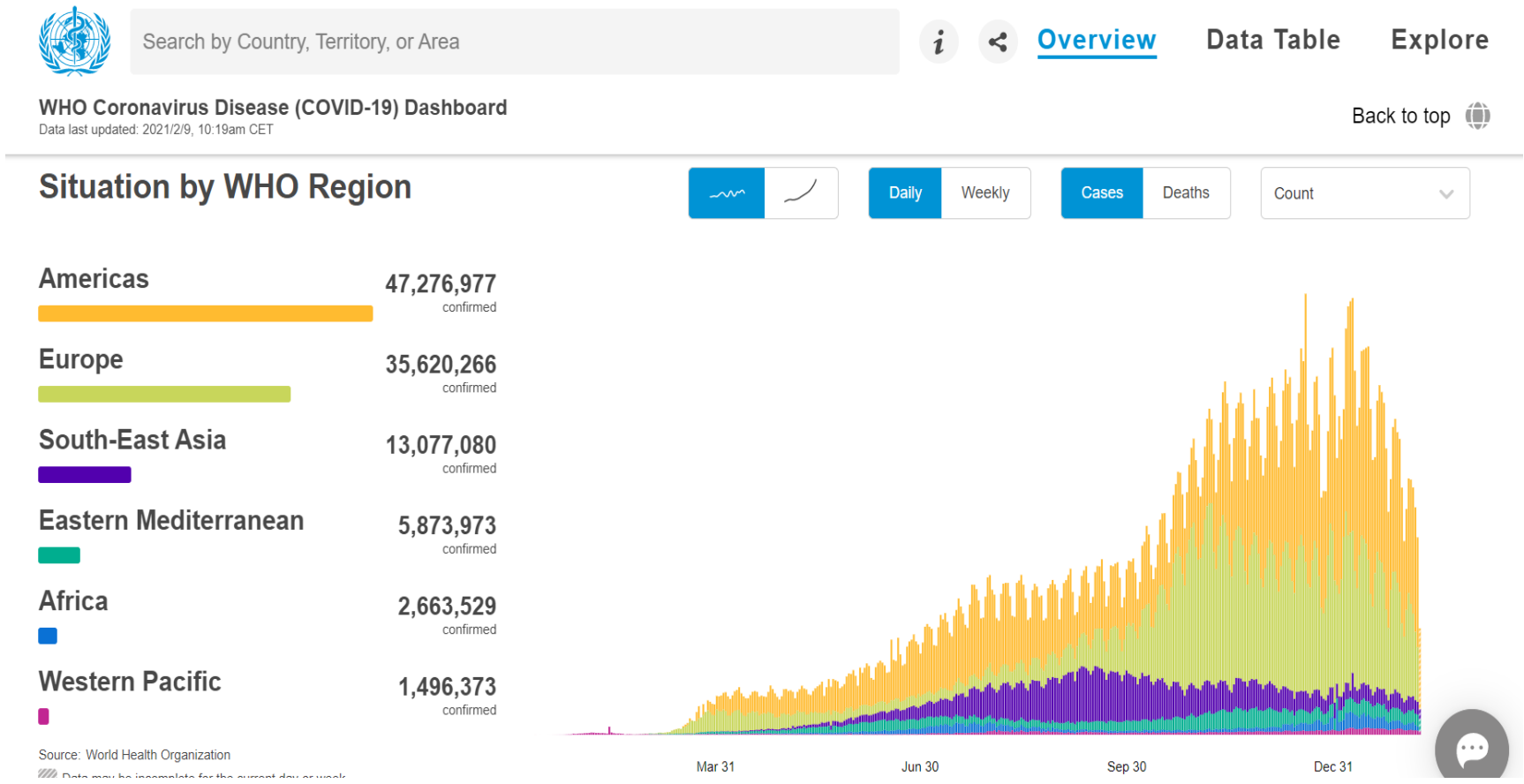
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Managing the Future

Current Picture



Current Picture

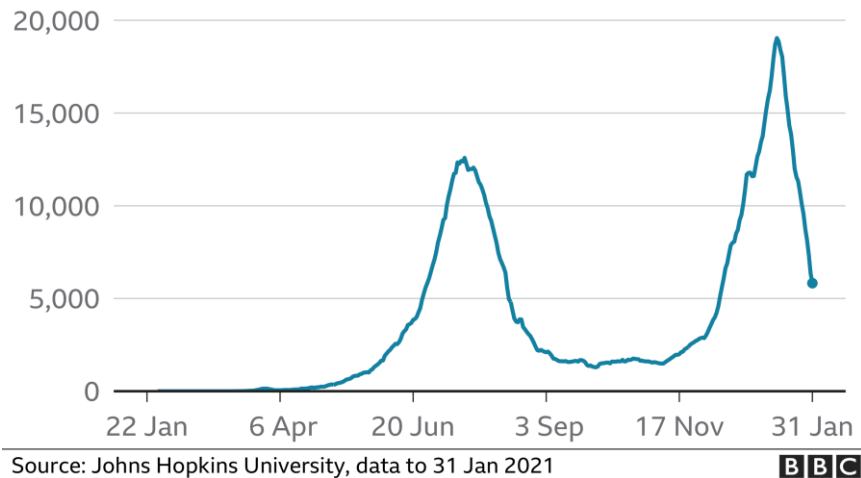


With some 47 countries affected, 2,789,965 Cumulative cases, **71,204** related deaths today and two million recovered out of a population of just over one billion.

This can be credited to quick action and leadership by the Africa Centres for Disease Control and Prevention ([Africa CDC](#))

Current Picture – During COVID-19

South Africa's second Covid-19 wave
Number of cases per day, seven-day rolling average



During COVID-19 Plans have changed. Countries **fighting for vaccine globally**.
South Africa put vaccine on hold due to effectiveness against variants falling from 66% effective to 57%.

As of 18th Feb, vaccination plans for COVID-19 vaccines from 35 low-income African countries eligible for free vaccines from the **COVAX** Facility have been accepted by an independent regional review committee, says WHO.

The lockdown has seen all spas in South Africa close their doors.

The spa industry is experiencing **significant losses** as businesses shut for good.

Current Picture – Challenges Today

According to World Bank report, Sub-Saharan Africa activity shrank an estimated 3.7% last year 2020.

Extreme poverty has pushed millions more people into extreme poverty due to per capita drop income. This will set average living standards back by a decade or more in a quarter of Sub-Saharan African economies.

Growth in Sub Saharan Africa is expected to resume at a "moderate average pace of 2 percent" in 2021, which is essentially zero in per capita terms and well below previous projections.

The ***World Travel and Tourism Council*** estimates 100 million tourism-related jobs have already been lost globally, including nearly **eight million in Africa**, due to the COVID-19 crisis.

Chinese foreign minister Wang Yi started his **five-nation tour** in Africa, which will take him to Nigeria, the Democratic Republic of the Congo, Botswana, Tanzania and Seychelles.

The closure of tourism businesses such as hotels, attractions and other services including Spa and Wellness businesses have had ***massive job losses across the tourism industry in Africa.***

Collecting data through surveys is a critical first step to help the Wellness industry understand the effects of COVID-19 on Wellness tourism businesses—and then to respond with targeted solutions.

Current Picture – Opportunities



UNWTO indicates that confidence in Africa's recovery remains ***very strong compared to other world regions.***

African markets have an advantage in 2021 and beyond, says Renaissance Capital's Global Chief Economist ***Charlie Robertson***, because the continent has been the least hurt by COVID-19 relative to other regions (a story like that of the 2008-2009 global financial crisis).

Getting Africa to "catch up" is the wrong framing, says Afro Champions Co-Founder ***Edem Adzogenu***. To him, the attitude must rather be: "can you turn in a completely different direction and perfect another model that passes the others but also learns from them."

The African Continental Free Trade Area (AfCFTA) can be a "game-changer," especially when it comes to infrastructure of technology in the digital space and roads to get tourism to their destinations safely, and cross boarder sales of wellness products.

Once tourists' dollars start flowing into the continent again and with spa and wellness businesses taking medical grad level hygiene protocols to make guests feel safe.

Current Picture – Opportunities



Spa Therapists have become ***entrepreneurs over night*** and started mobile treatments in order to sustain food on the table

Spa and Wellness facilities customers and are especially the domestic tourists. Rising need for mental wellness, stress reduction, nutritional assessments, counselling, holistic personal wellness plans and coaching.

Wellness tourism grew faster than other tourism, increasing interest in alternative treatments such as yoga, reiki, mindfulness sessions and sound, light and water therapy. spas were also offering medical aesthetics treatments, which include micro-needling, chemical peels, laser and intense pulsed light treatments

Aggressive marketing needs to be done by the governments and businesses on Spa and Wellness attractions. Covid19 has highlighted the importance of a holistic health and wellness approach.

African governments can offer ***tax exemptions and wellness tourism holidays to wellness businesses*** to help them recover from the consequences of the pandemic.

Spa owners must consider spa design of the future now.

Investment in Africa



Opportunities:

- 🌍 African Continental Free Trade Area
 - Freedom of the flow of goods between African countries
 - Freedom of movement of Factors of production of labour and capital
 - In order for SDG 's to be realised by 2030.



Challenges:

- 🌍 Environmental pressures
- 🌍 Social protest
- 🌍 Conflict and insecurity
- 🌍 Poverty due to loss of jobs in the Hospitality and Wellness sector

INVESTIR DANS
LA JEUNESSE POUR
UN AVENIR DURABLE
Du 29 au 30 Novembre 2017
Abidjan, Sofitel Hôtel Ivoire - Côte d'Ivoire

5e Sommet
Union Africaine
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INVESTING IN
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Africa's Road to Recovery in 2021 is a Fresh Start

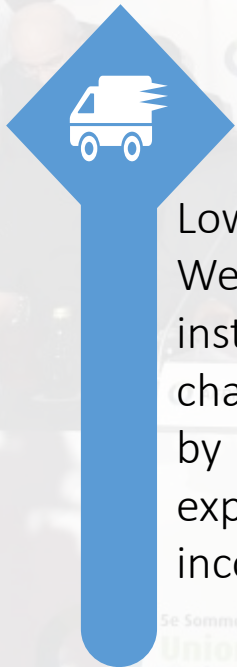


- The continent now has a chance to reshape its relations with the global economy to create greater pan-African prosperity and resilience for future generations.
- Morocco ranked 31st overall in the 2020-2021 according to: Medical Tourism Index
- Medical Tourism in Morocco Could Generate 300,000 Additional Arrivals, which spills into the Wellness sector of about 30%, as most seek Wellness after Medical treatments



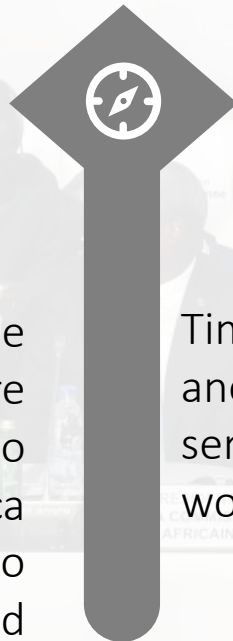
What Next?

Short Term



Low interest rates in the West could push more institutional investors to chase high yields in Africa by increasing portfolio exposure in African fixed income and equities.

Medium Term



Time to perfect or build another model that serves Africa and the world

Long Term



Sustainability will be key:

1. Eradicate Poverty as per SDG #1
2. Create Decent work and Economic growth with new Jobs

Africa is increasingly becoming a preferred destination for many international tourists looking to enjoy its sunny beaches, ecotourism wellness products, African traditional therapies, extreme wellness, wellness safaris and nutritious foods.



01

Pre COVID-19 (Rapid
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02

Current Picture

03

Managing the Future

Smart Cities:

- 🌍 Impressive urban growth in Africa estimated to reach 2.4 billion by 2030
- 🌍 By 2030, it is expected that 6 of the world's 41 megacities will be African, the cities being *Cairo*, *Lagos* and *Kinshasa* joined by *Johannesburg*, *Luanda* and *Dar es Salaam*
- 🌍 But we need to address water and sanitation, public health and safety issues as well as policy-related matters if we sustain the SDG 's by the UN.
- 🌍 Moreover, Smart cities are blooming all around the continent already as illustrated here.
 - Eko Atlantic in Lagos, Nigeria
 - Hope and King City in Ghana
 - Vision City in Kigali, Rwanda
 - Kenya's new tech hub Konza technology city and
 - Waterfall city in South Africa.

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CONFERENCE**

SMART WELLNESS REGIONS OF AFRICA

Building a Decade of Health & Wellness

📍 Val De Vie, South Africa

📅 15th - 17th September, 2021

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Green Experience – Sustainability/Organic



The way you travel in Africa will change!

- 🦒 Sustainable guide to African Cities to help you find eco-friendly choices.
- 🦒 Wellness Safaris
- 🦒 Beyond Extreme Wellness and connected to the Mother Continent
- 🦒 African treatment and supplements integration from medicinal plants with immune boosting
- 🦒 Sustainable water usage in spas facilities
- 🦒 Sustainable built spas with top spa design focused on hygiene or touchless.

Authenticities

What do people want after such a long period of lockdown?

Unlimited
Freedom!!!

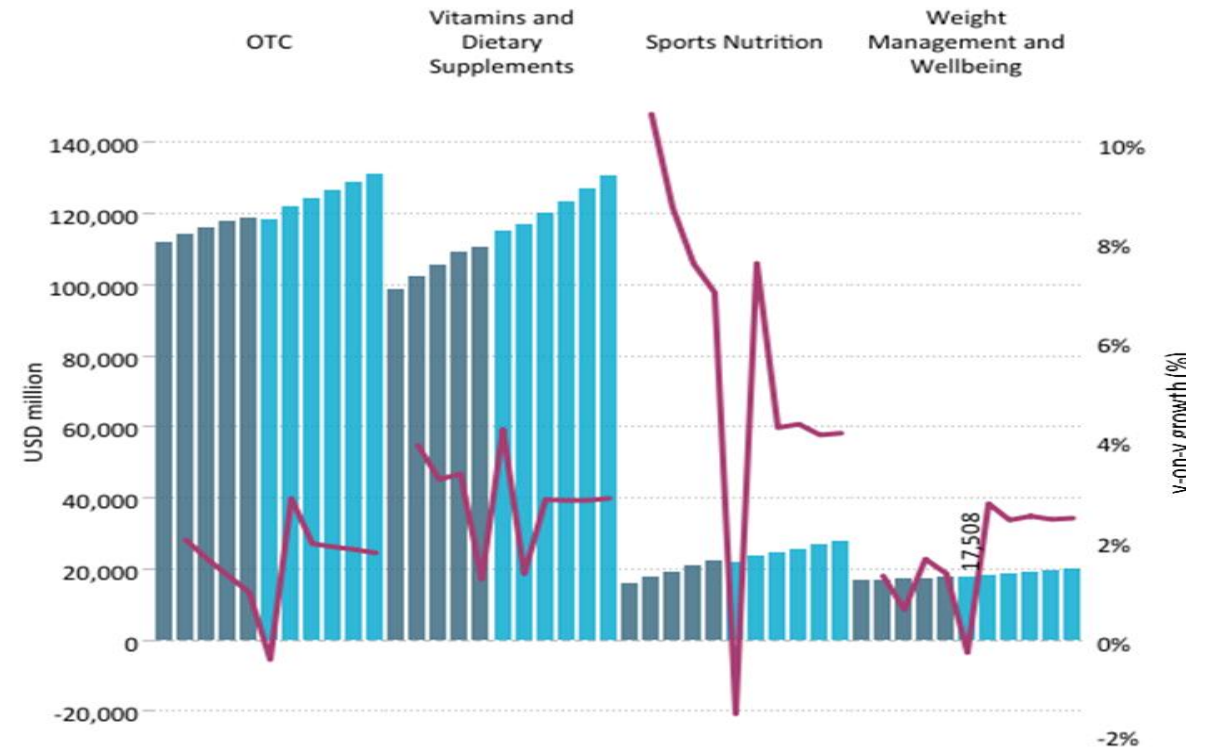
Personal Wellness
Awareness

Mental
Wellness

Coronavirus Accelerates Demand for Immunity & Holistic Wellness

- 🌍 African Nutritional foods and Supplements has risen.
- 🌍 Outdoor fitness on the raise (as gyms closed)
- 🌍 Weight management has declined due to working from home and loss of jobs.

Consumer Health by Category: Retail Value RSP 2015-2025
Retail Value RSP USD million



Mental Wellness Africa

- 🌍 Mental Wellness is rising and Africa is no exception. 1-4 in Nigeria have mental health problems.
- 🌍 Wellness Safari's on the rise (nature as a mental and physical space)



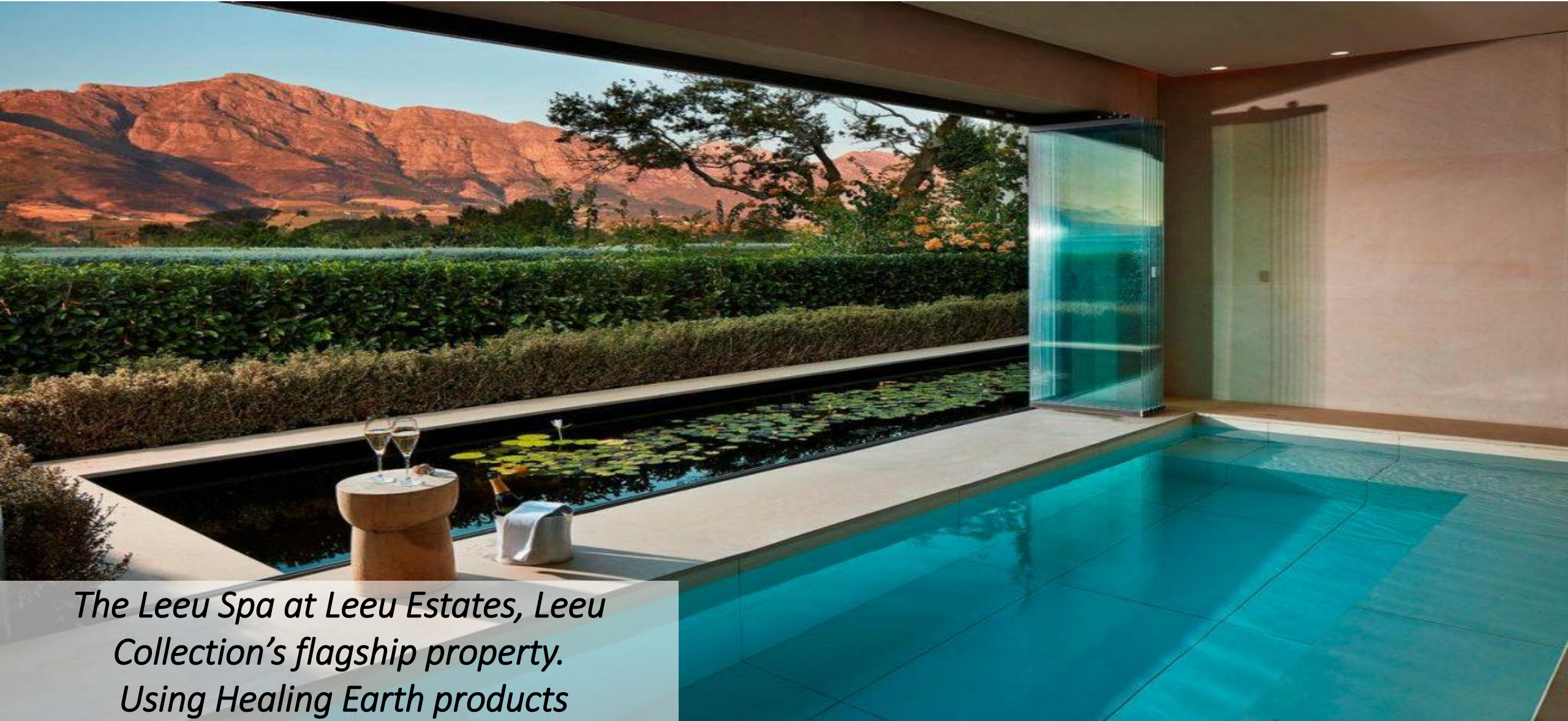
*Note: Numbers do not sum to total due to overlap in segments.
Source: Global Wellness Institute*

Reimagining the Wellness Tourism Sector in Africa



*Devil's
Pool*

Reimagining the Wellness Tourism Sector in Africa



*The Leeu Spa at Leeu Estates, Leeu Collection's flagship property.
Using Healing Earth products*

Reimagining the Wellness Tourism Sector in Africa



Anantara Bazaruto, Mozambique

Reimagining the Wellness Tourism Sector in Africa



Mpingo Ridge Lodge, Tanzania

Reimagining the Wellness Tourism Sector in Africa



Shanti Maurice, Mauritius

Reimagining the Wellness Tourism Sector in Africa



*The Bird Nest at
Segara, Kenya*

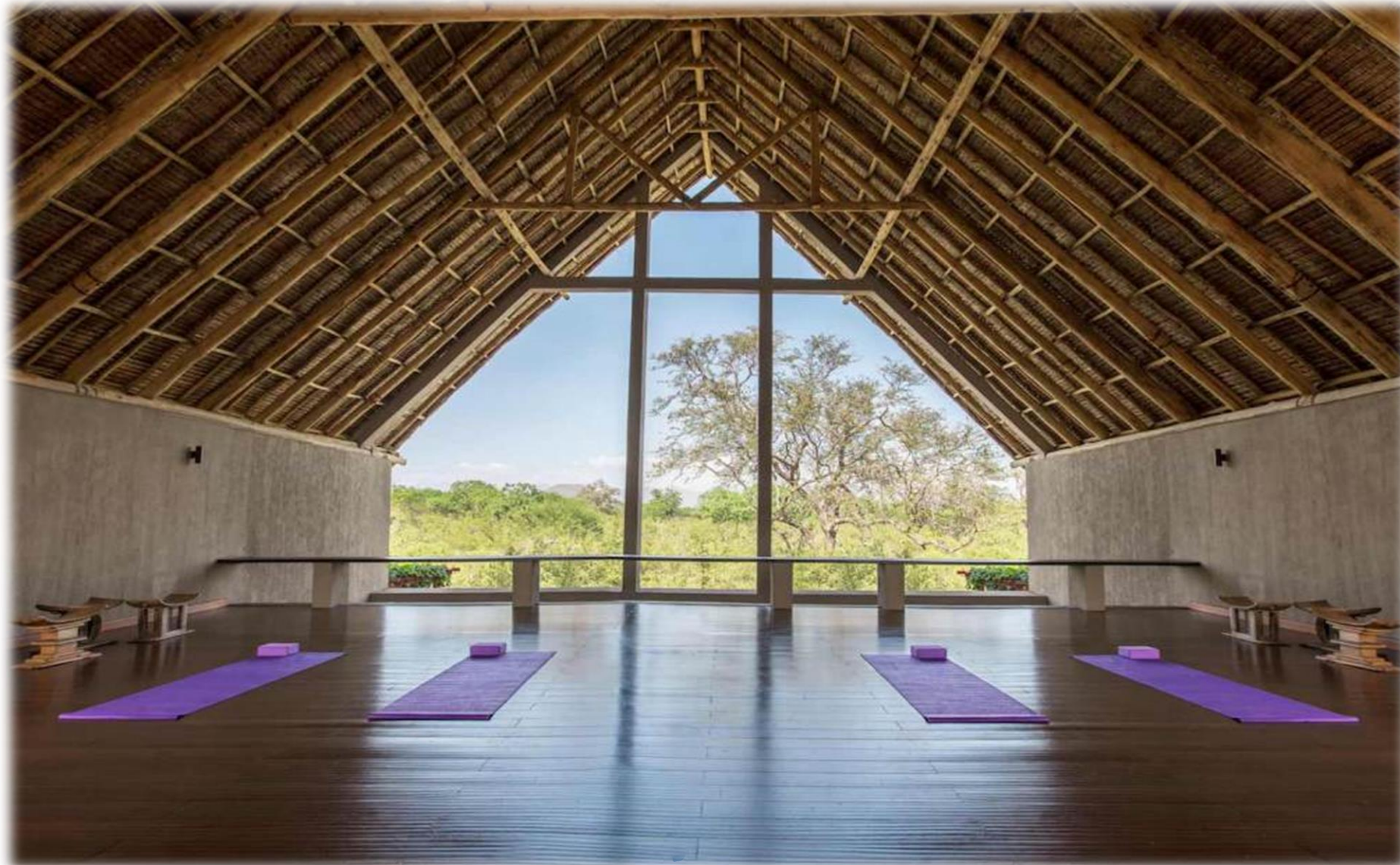


Reimagining the Wellness Tourism Sector in Africa



*Finch Hatton,
Kenya*

*Boasting one of
the largest bush
spas in East Africa,
this luxury Kenyan
spa safari is one of
the top luxury
wellness retreats
in Africa.*



Reimagining the Wellness Tourism Sector in Africa



Sossusvlei Desert Lodge in Namibia, located on nearly 13,000 hectares of the world's oldest living desert.



Reimagining the Wellness Tourism Sector in Africa



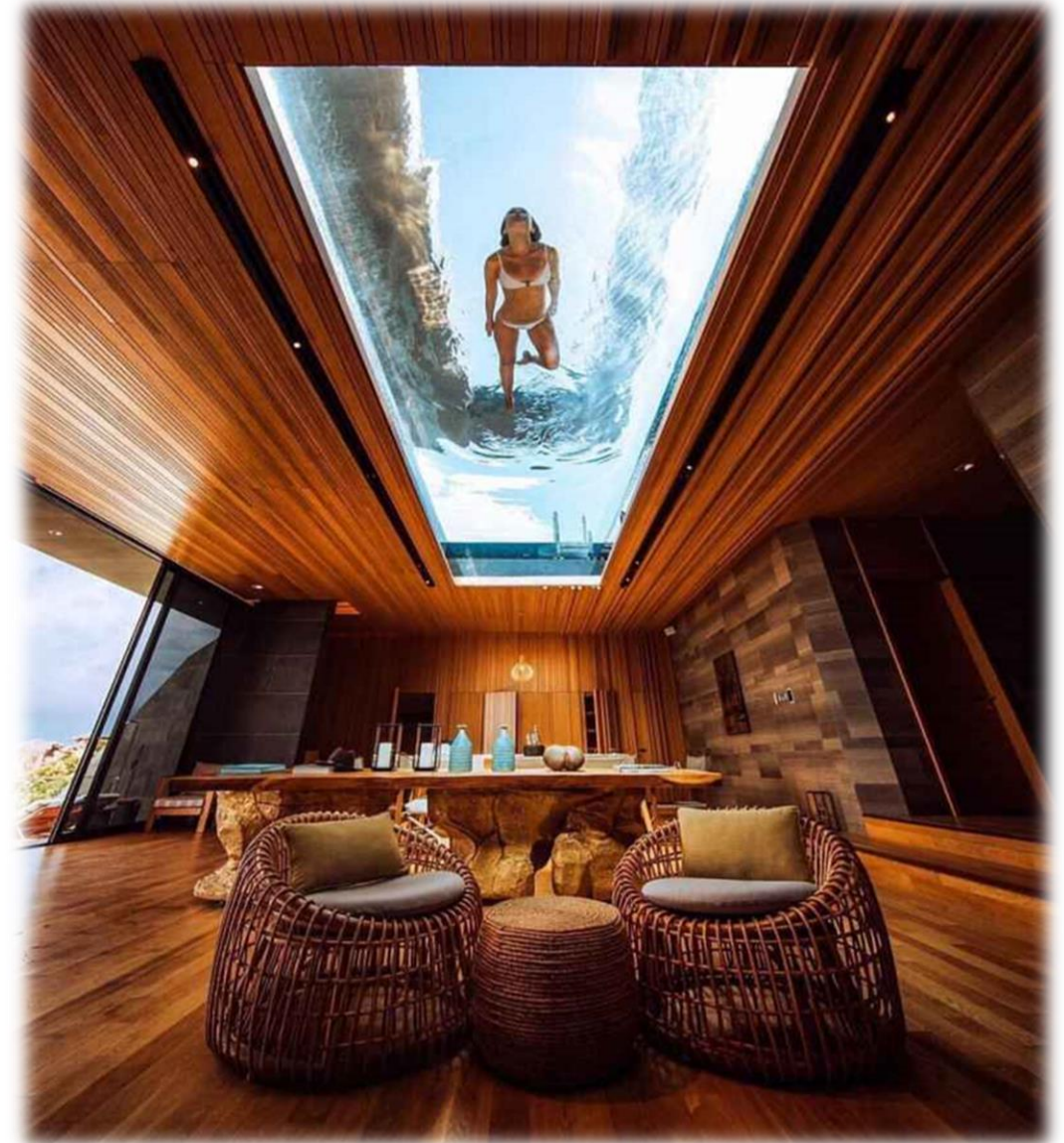
*Safari Spas in Namibia
GocheGanas*



Reimagining the Wellness Tourism Sector in Africa



*Six Senses Zil Payson, Seychelles
Located on an idyllic, remote
beachfront on Félicité Island in
Seychelles, Six Senses Zil Payson
offers next-level luxury.*



African Spa and Wellness Trend for 2021

1

HOLISTIC SELF-CARE TOUCHLESS TREATMENTS AND PRODUCTS FOR MENTAL WELLNESS

Import of products as well as ingredients has become expensive, cumbersome and timely. We have seen a big focus on African “muds” and all their benefits.”

2

TAPPING INTO OUR HERITAGE, RITUALS AND ANCIENT SECRETS

Africa boasts such a rich authentic heritage of tradition and culture. Authentic African Rituals like Rungu Massage, Congo Massage, to be shared and beautiful designs to share.

3

COMMUNITY CARING, VOLUNTEERING – MORE UBUNTUISM

African People are known for their community orientated support. SWAA has always promoted UBUNTUISM. “We expect to see more support for communities and a deeper focus on the actual involvement of caring for those who need it. Volunteering and genuine care for others counteracts the effects of stress, anger, and anxiety.

4

ENERGY HEALING AND TRADITIONAL HEALERS – RETURNING TO YOUR ROOTS.

We see an increase in the services of herbalists, naturalists (Nyangas), and traditional healers (Sangomas) offering support through their practices to individuals both in Africa and abroad. Many ancient healing rituals are bringing people back to their roots and offering a sense of calm and wellbeing during this pandemic.

African Spa and Wellness Trend for 2021

5

LOCAL ENTREPRENEURIALISM, NATURAL INGREDIENTS AND LOCAL PRODUCTS

On-line meditations, sound healing, self-massage for facials and stress release and branded natural products that offering healing properties to reduce are trending all over the world and Africa will be no exception

6

VIRTUAL EVERYTHING IS THE NEW ENGAGEMENT

From conference to training to shopping to communication to fitness. Virtual will be new way to connect. Having an on- line presence is not enough. People want to be part of the virtual story. On- line Virtual training is the hottest trends for schools. We noted higher engagements when virtual training fitness programs are presented.

7

AFRICAN PLANT EXTRACTS FOR THERAPEUTIC AND HEALING HERBS

Medicinal plants are gaining respect. *Artemisia afra*, *Aloe ferox*, *Sutherlandia frutescens*, *Kiggelaria Africa* and *Cannabis* have long shown healing compounds. With more scientifically validated proof, we expect deeper insights and research to yield plant healing breakthroughs from Africa. Molecular Docking processes are screening potential bioactive compounds isolated from medicinal plants in South Africa.

8

SECLUDED, SELF-CARE, SELF-CATERING, SELF- DRIVE GETAWAY HOLIDAYS IN NATURE

They already gained a lot of attention post Covid. They are sure to become a big part of Africa's offerings in 2021 as people desperately seek to get away but be safe and experience nature's healing properties too.

The Last Word



Thank You



SPA & WELLNESS ASSOCIATION OF AFRICA

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