



### **ASATA COVID-19 Response and Recovery**

<b>PILLARS</b>	<b>INITIATIVES</b>	<b>ACTIVITIES</b>
<b>MEMBER REPRESENTATION</b>	IATA Lobbying	Through WTAAA and PAPGJC for fair policies around refunds, cancellations, getting monthly remittance deferred in BSP-ZA.
	SAA BRP Lobbying	Meetings with Business Rescue Practitioners and lawyer's letters on SAA refunds – advance bookings must be protected.
	DIRCO Repatriations	Assisting DIRCO to establish where South African passengers were stranded
	SA GOVT Lobbying	Development of Domestic and Corporate Travel submission for TBCSA Recovery Strategy being proposed to Tourism Ministry and National COVID Command Council.  Letters to President and Ministries seeking: <ul style="list-style-type: none"> <li>• Additional business relief for retail travel</li> <li>• To highlight concerns about airline policies around refunds and cancellations</li> <li>• To unpack the travel value chain and consumer protection legislation impact to retail travel</li> </ul>
<b>MEMBER SUPPORT</b>	COVID-19 Website	Creation and continuous updating of dedicated COVID-19 microsite.

	Business Support	Research and content creation around business relief opportunities, development and design of infographic and business checklist. Email support to members for CPA, UIF TERS, Lockdown Regulation questions.
	ASATA Live Webinar	8 webinars unpacking (among others): <ul style="list-style-type: none"> <li>• UIF TERS</li> <li>• Cybersecurity</li> <li>• Cancellation and refunds</li> <li>• Occupational health and safety</li> <li>• Level 3 Regulations</li> </ul>
	Travel with Peace of Mind Campaign	Creation of Reputation Management strategy and plan, meetings with MAF, establishment of industry tip-off WhatsApp group and content creation for sharing by members.
	Media Lobbying	Media monitoring, press release creation and distribution, media interviews, direct media contact re damaging coverage around refunds and responsibilities of retail travel.
	Cancellation and Refunds Toolkit	Online toolkit with customer letter templates to empower retail travel agents to respond to customer complaints about refunds.
	ASATA Professional Programme Campaign	Launch of an ASATA Professional Programme Campaign encouraging retail travel agents to upskill in preparation for normal operations.
	Consumer Complaints	Dealing with consumer complaints referred to ASATA by consumers and the Consumer Goods and Services Ombud.
<b>INFORMATION</b>	Industry Research	Surveys among members to ascertain state of industry in time of COVID, level of business relief and business readiness.
	Information Updates	Continuous updating of COVID-19 microsite, including business support information, supplier updates, government updates, TBCSA & IATA updates, COVID-19 news.
	Newsletters	Daily newsletter round-up of new posts on COVID-19 microsite and standalone mailers when required.
	Social Media	Posting on ASATA closed Facebook group, Facebook page and LinkedIn Page. Retweeting on ASATA B2C facing Twitter handle.

	Infographics	Safety and hygiene protocols, lockdown regulations – can be shared with customers.
	FAQs	Robust FAQs included on COVID-19 microsite providing information on: <ul style="list-style-type: none"> <li>• HR &amp; Labour Issues</li> <li>• Government relief measures</li> <li>• Travel Information</li> <li>• IATA &amp; BSP</li> <li>• Travel Agency Operations</li> </ul>
	Personal Stories	Highlighting the great work done by ASATA Travel Agents to help their customers in times of COVID-19.
<b>GOOD GOVERNANCE, RISK MANAGEMENT &amp; COMPLIANCE</b>	TBCSA Health & Safety Protocols	Contributed to the development of the TBCSA's health and safety protocols - accepted by Government and are being rolled out.
	ASATA Live Webinar	Webinar with health and safety protocol experts on health and safety protocols, FAQ and PPTs to get businesses ready.