

**7.
TOURISM MONTHLY REPORT: MARCH 2025****R Louw
7 April 2025****Divisional Manager: Strategic Support Services****(028) 313 8071**

1. Executive Summary

The purpose of this report is to provide and outline activities and initiatives of Tourism to promote the Overstrand. The report covers the activities for March 2025.

2. Service Delivery and Budget Implementation Plan - IGNITE

Office of the Municipal Manager
Tourism

3. Compliance with Strategic Priorities

Provision of democratic, accountable and ethical governance
Promotion of tourism, economic and social development

4. Delegated Authority

Executive Mayor

5. Legal Requirements

NA/

6. Background/Discussion/Evaluation/Conclusion**Background**

Summary of Tourism activities undertaken during March 2025.

Discussion

Visitor Information Centre's and social media statistics, destination marketing and promotion.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Report

RECOMMENDATION:

that the tourism report for March 2025 **be noted**.

RESPONSIBLE OFFICIAL :

R LOUW

TARGET DATE FOR IMPLEMENTATION :

17 APRIL 2025

OVERSTRAND TOURISM REPORT – MARCH 2025



HIGHLIGHTS:

Visitor Demographics:

- France, Germany, and China were the top source countries frequenting the Visitor Information Centres.

Popular Inquiries:

- Popular inquiries focused on activities, things to do, hiking, and ocean activities.

Major Events:

- The Biznews Conference held at the Overstrand Municipal Auditorium between 11 – 13 March. Approximately 560 delegates attend the 3-day event.
- Lighthouse 2 Lighthouse Ladies kicked off their official 4 day walk on Thursday 20 March starting from Cape Agulhas to Danger Point Lighthouse.
- The Cape 1000 Classic Cars arrived at Gearing's Point , Hermanus on the 17th of March and departed on 18th of March.
- The world's largest amateur golf tournament played on a single course teed off in Hermanus! 60th Nomads Nationals Jubilee Golfing Event from March 16 to March 20, 2025. Hermanus Whale Crier opened the event. Approximately 320 international players from Nomads clubs Hermanus Golf Club participated in the event.
- Annual Agulhas Wine Triangle Festival at Lomond Wine Estate on 22 March. A huge turnout and a large volume of local wine estates. Approximately 500 in attendance.

Community and Educational Activities:

- A tour conducted by the whale crier with 11 Grootbos hospitality students on the 11th of March showcasing the history of Hermanus.
- The Overberg Women in Tourism Chapter hosted an event for small business on the 28th of March. The event was well attended and majority of the attendees showed interest in joining the Overberg Chapter and made good linkages with potentially forming partnerships.
- Lomond Long Table on 30th of March included a lunch and wine tasting in the Milkwood Forest. Approximately 15 in attendance.

Other Activities:

- Commercial film shoot by Hey Gui (Pty) Ltd in Hermanus and surrounding areas on March 6, 2025.
- Stanford's participation in Kwela's Dorp van die Jaar 2025.

New Business Alert:

- Cait & Friends, Morton Street, Stanford - Educational Kids toys and story books, crafts, beautiful, recycled glass wind chimes and gorgeous beaded animals and keyrings and more. 29 March.
- Whale of a Time Adventure Playpark, Hemel-en-Aarde Village, Hermanus. 28 March



Left: Lighthouse to Lighthouse, Middle: The Cape 1000 classic cars at Gearings Point, Right: Whale Crier at Nomads Golf event.

1. DESTINATION MARKETING

Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

1.1 VISITOR INFORMATION CENTRES (VIC's)

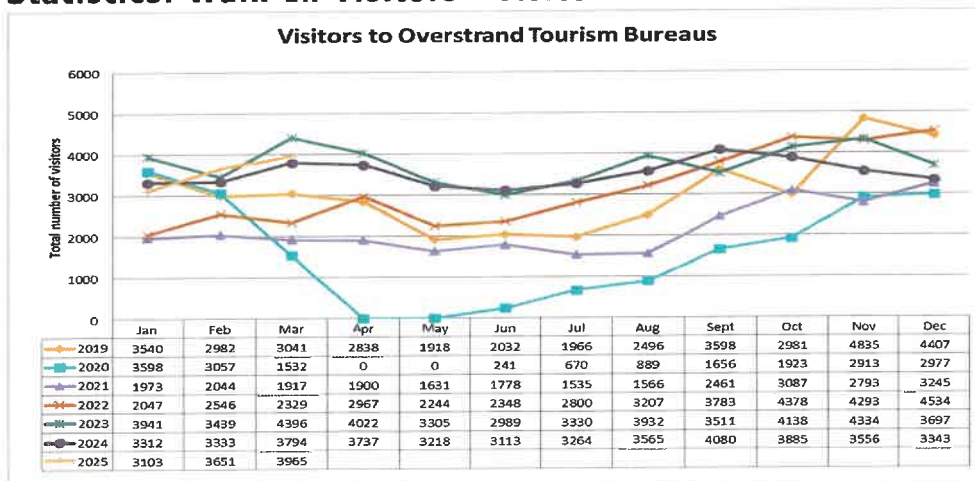
The Overstrand's Visitor Information Centres provide support to ODM, WESGRO, SATSA, LED, RTLC, NDT, and other stakeholders by compiling and distributing information as requested and facilitating communication with members.

Walk-in visitors to the Visitor Information Centres (VICs) primarily requested directional assistance, maps, and information on activities and attractions in the Overstrand.

The four Overstrand Tourism VICs are open Monday to Saturday, providing information on activities, accommodation, and travel routes.

The Western Cape remains the primary domestic source market, with the Overstrand particularly popular among local travellers due to its proximity to Cape Town and the Cape Town International Airport.

Statistics: Walk-In Visitors - Visitor Information Centres



Town	March 2025	March 2024
Kleinmond	627	658
Hermanus	1762	1848
Stanford	805	765
Gansbaai	771	523
GRAND TOTAL	3965	3794

Table 1: Statistics - VIC's March 2025 vs 2024

Visitor walk-in numbers increased by 4.51% from 3794 in March 2024 to 3965 in March 2025 (Table 1).

International vs Local Visitors to the Visitor Information Centres (VIC's)

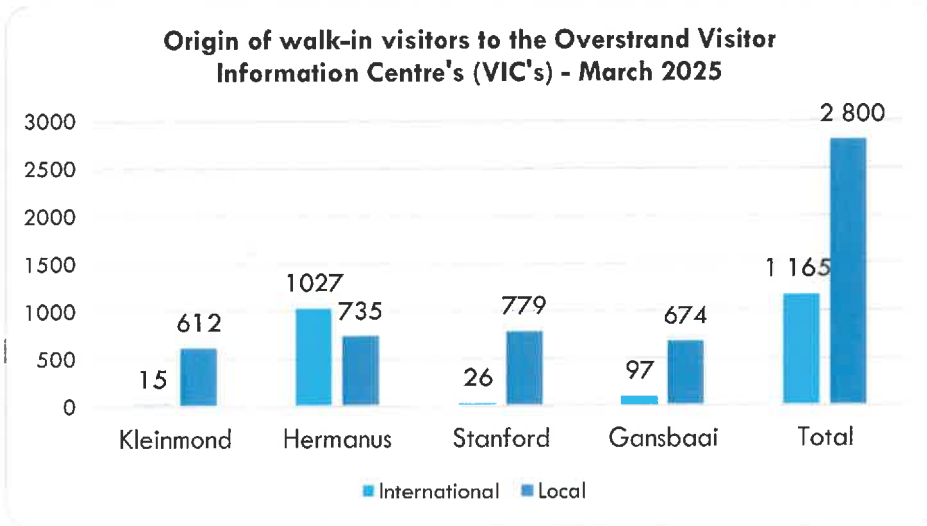


Figure 1: Number of international vs local visitors to the VIC'S – March 2025

Town	International	Local
Kleinmond	15	612
Hermanus	1027	735
Stanford	26	779
Gansbaai	97	674
Total	1165	2800

Table 2: International vs Local Visitors to the VIC's for March 2025

- ✓ Local event organisers frequently use the notice boards at the Visitor Information Centres to display their events, effectively using the centres as an additional marketing tool.
- ✓ Accommodation and activity establishments regularly collect brochures, maps, and weekly tourism diaries from the VICs for distribution to their guests.
- ✓ The offices also serve as a central pick-up point for tour operators and guides collecting their clients.

Key Visitor Inquiries: March 2025

Visitor inquiries during March focused primarily on attractions and activities in the Overstrand (including hiking trails, general things to do activities, ocean activities), and local events.

The increased interest in local events and activities suggests a strong visitor desire for experiential tourism.

The continued demand for printed brochures, maps, and directional information highlights the need for resources for visitors who may not have access to or prefer digital information.

Key Attraction Stats for March 2025

Attractions	2025	2024
African Penguin and Seabird Sanctuary	2394	2756
Danger Point Lighthouse	256	300
Kleinbaai Harbour	1840	3880
Klipgat Caves	1813	0
Harold Porter National Botanical Garden	Not received	Not received
Stony Point	Not received	Not received
Kogelberg Nature Reserve	Not received	Not received
Whale Museum Hermanus	Not received	Not received

Table 3: Key attraction statistics, March 2025

1.2 Tourism Engagements & Collaboration

Collaboration is critical to the success of the Overstrand as a tourism destination and understanding the relationships between stakeholders provides insights to the region, its characteristics and where attention needs to be focussed for improvements. It also identifies potential partnerships in achieving common goals. An understanding of the stakeholders helps to mitigate and move past challenges. The following tourism stakeholder engagements took place:

- 18 March Global Recycling Day on 18 March , Recycling awareness campaign with the Grootbos and Masakhane Primary School children in Masakhane. Collaboration with Grootbos Foundation, White Shark Projects.
- 19 March Hangkas Launch with Dr Arien Talk at Groeneweide. A great collaboration between Groeneweide's Hangkas launch and the infamous Dr Arien who is a new local resident of Gansbaai. Holistic Healing Talk at Groeneweide and Launch of the new art and event venue.
- 20 March OM Events Application meeting Christian Community Fair, Stanford.
- 21 March Eat Like A Local collobaration with Hermanus Whale Crier. Historical tour conducted with 6 visitors from Cape Town.
- 25 March Cape Nature Gansbaai Tourism Collaboration Strategy Session. Productive meeting aligning on collaborative campaigns for 2025. The Tourism team also were educated and updated on the Klipgat Tour.
- 26 March Keinmons EPWP staff attended FSCA Basic Finance Literacy Training for EPWP participants at Kleinmond Community Hall.
- 28 March The Overberg Women in Tourism Chapter hosted an event for small business on the 28th of March.
- 29 March Danger Point Lighthouse , Gansbaai opened to the public from 29 March to 1 April. Approximately 256 visitors.



Left & Middle: Women in Tourism Engagement ,Far Right: Grootbos hospitality students ,National Nomads Golf Event

1.3 Digital & Social Media Marketing

Social media marketing is a cornerstone of our strategy for promoting the Overstrand. Our engaging presence on Facebook and Instagram allows us to connect directly with potential visitors, showcasing the beauty, diversity, and unique experiences our region offers. We've seen tremendous success in terms of engagement and reach, fostering a vibrant online community passionate about the Overstrand.

Social Media Stats March 2024 vs March 2025												
Year	Facebook		%	Instagram		%	Instagram Posts		%	X		%
	2024	2025		2024	2025		2024	2025		2024	2025	
	13 241	13 959	5%	3 552	3 777	6%	1 076	1 122	4%	4 829	4 881	1%
	9 893	10 731	8%	2 025	2 174	7%	638	726	12%	1 742	1 782	2%
	18 884	23 382	19%	9 688	11.2K	14%	961	1009	5%	6 121	6 143	0%
	8 777	9 495	8%	3 426	3 920	13%	1 851	2 026	9%	3 531	3 538	0%
	12 304	12 960	5%	2 538	2 670	5%	799	845	5%	3 684	3 614	-2%
Grand Total	63 099	70 527		21 229	23 741		5 325	5 728		19 907	19 958	

Table 4: Overstrand Tourism Social Media presence – March 2025

As per Table 4 above, there was a **9.49% increase** (from 109,560 followers to 119,954) in tourism's social media presence for all the tourism offices across the Overstrand for March 2025.

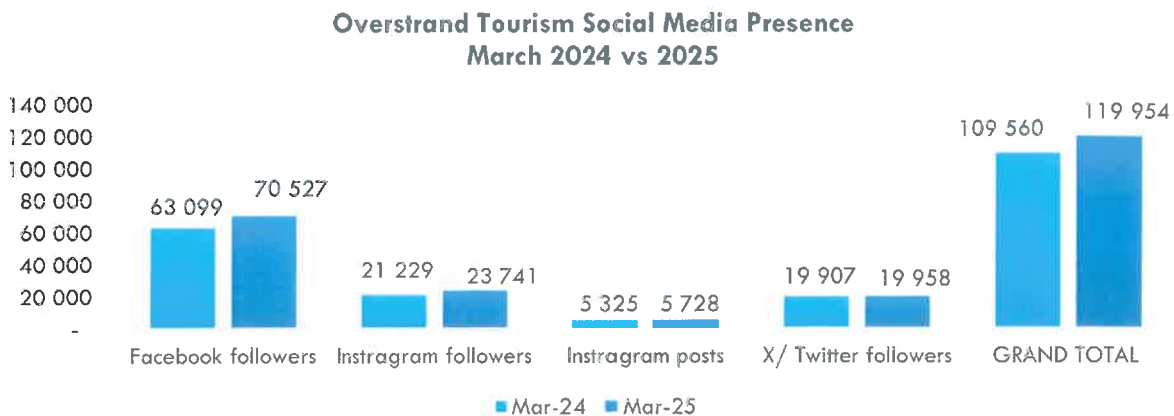


Figure 2: Overstrand Tourism Social Media Presence - March 2025

Top Performing post for March 2025 - Cape Whale Coast

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Hermanus views and fresh sea air
 15 March 03:06
 16.6K views, 208 likes, 8 comments, 15 shares



What's happening this weekend in...
 5 March 07:35
 4K views, 12 likes, 0 comments, 6 shares



What's happening this long weekend in...
 19 March 07:16
 2.5K views, 10 likes, 1 comment, 4 shares



Free entry to Harold Porter National...
 11 March 02:29
 1.9K views, 25 likes, 2 comments, 6 shares



What's happening this weekend in...
 12 March 07:44
 1.3K views, 4 likes, 0 comments, 6 shares

1.4 Media Engagements / Media Features / Print , Radio Creative and Management



High Flyers Inflight Magazine showcasing Overstrand Tourism

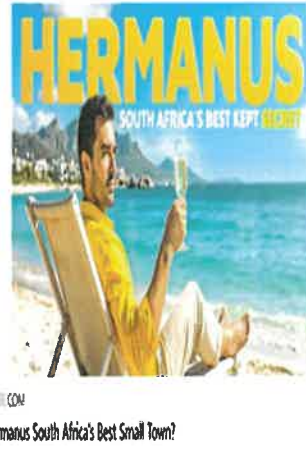
South Africa's small towns are filled to the brim with character, natural beauty, and fantastic cultural richness. If you're seeking hidden gems away from the tourist crowds, here are five of the radar spots that deserve a spot on your travel list this year.

1. KLEINMOND, WESTERN CAPE



A harbour in Kleinmond. Image: Cirrus
 Nestled along the Whale Coast, Kleinmond combines coastal beauty with a laid-back small town charm. It's a perfect base for exploring the natural wonders of the Overstrand region.

5 off-the-radar small towns you MUST visit in South Africa with Kleinmond on top of the list. Article by The South African.



Like A Tourist : Is Hermanus South Africa's Best Small Town?

According to SANBI, the following gardens will be open for free during National Gardens Week:

- Walter Sisulu National Botanical Garden
- Kirstenbosch National Botanical Garden
- KwaZulu-Natal National Botanical Garden
- Karoo Desert National Botanical Garden
- National Zoological Garden
- Pretoria National Botanical Garden
- Harold Porter National Botanical Garden
- Lowveld National Botanical Garden
- Mokopane Biodiversity Conservation Centre
- Thohoyandou National Botanical Garden
- Free State National Botanical Garden

Article by GetAway Magazine
 SANBI offers free access to gardens for National Gardens Week mentioning Harold Porter National Botanical Garden.



Grootbos Private Nature Reserve
 We were delighted to welcome the Olympic gymnast, Simone Biles, and her husband, NFL player Jonathan Owens, at Grootbos as they celebrated their honeymoon!
 It was an honour to host such accomplished athletes, whose achievements have captivated the world, during this special time in their lives.
 Here's to wishing them a lifetime of love, happiness and adventure.



Scenic Route via Clarence Drive



Stony Point Nature Reserve





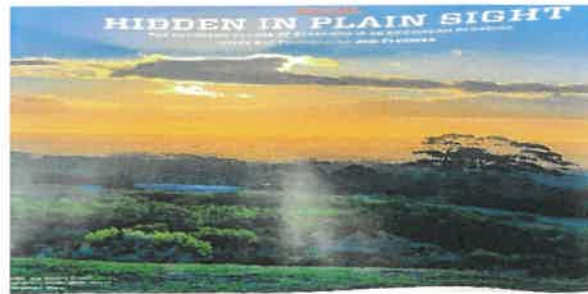
Article by Getaway Magazine - Running rampant in Stanford, the sleeping beauty of the Overberg.



Commercial filming in Hermanus.



Stanford - Hidden in plain sight says Getaway Magazine. Madre, Panthera Africa Big Cat Sanctuary, Grootbos Private Nature Cheese, Makers and more.



A Visitor's Guide: Hidden Gems in Hermanus
<https://blog.findmy.co.za/a-visitors-guide-hidden-gems.../>

Having a WHALE OF A TIME at Kleinmond's Best Kept Secret! <https://www.youtube.com/watch?v=NEP6AyinhdA>

Creation Wines presents Agri-CULTURE, a groundbreaking short film blending winemaking, ballet, music, fashion, and cinematography into a visual masterpiece. Watch the full film here: <https://loom.ly/B1WFjQU>

ANNOUNCED: Eat Out's star restaurant nominees for 2025 with Creation on the list. https://www.eatout.co.za/article/announced-eat-outs-star-restaurant-nominees-for-2025/?fbclid=IwY2xjawJcflRleHRuA2FlbQlXMQABHcBWWJJej6jr24AWpOF0c1NakGLXEuKD6NM4sJkaIQImu_1NBiqOs69Ihlw_aem_R7KuxPpU1k3GHdJ1HJBWJA

1.5 Events

The importance of the economic spin-offs from events cannot be overstated. Events can become catalysts for growth for other sectors in the value chain, including accommodation and food, travel, local retail, and tourism attractions. Events tourism supports the local economy, improving the destination's image, and assisting with much needed job creation. The extensive Overstrand events calendar enhances the image as an international reputable tourist destination. This is important in driving development with the communities benefitting on a social and economic level, creating a sense of pride and entrepreneurial opportunities.

- March 2025 saw a decrease in events to 257, compared to 283 in March 2024.
- Event Calendar Distribution: A weekly and monthly events calendar are distributed to accommodation providers, restaurants, and activity operators.
- Annual Events Calendar: The annual events calendar has been continuously updated and circulated to assist tourism stakeholders in their planning.
- VICs Support Sporting Events: Visitor Information Centres (VICs) serve as a key resource for sporting event organisers, including schools, assisting with accommodation bookings and other logistical needs.

2. TOURISM DEVELOPMENT

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2.1 Job & Skills Development Support

Job creation opportunities are continuously circulated and linked to upskilling unemployed youth to ensure participation in the tourism economy. Tourism communicates available opportunities and assistance available to the unemployed youth.

- Overstrand currently has nineteen learners participating in the Tourism Monitors Programme 2024/2025 based at Fernkloof Nature Reserve.
- Working in Learning Programme – Funded Graduates from National Skills Fund. 24 Months programme including stipend for graduates. Facilitated by The Tourism & Business Institute of Southern Africa. Twenty-two students and eleven host employers.

2.2 Business Support Activities

Upskilling and facilitating training of SMMEs and entrepreneurs to participate in the Overstrand tourism economy remains part of Tourism's focus. This includes:

- dissemination of information relating to funding opportunities for business,
- communication of available opportunities,
- assistance with mentoring,
- support for event applications to gain funding,
- assistance with permit applications.

Stanford Tourism in collaboration with The Stanford Business Association coordinates Saturday Morning Markets from 09:00 – 13:00 along Queen Victoria Street.

- ✓ 722 people visited the local market during the month.
- ✓ 90 vendors with 4 charity stalls.
- ✓ Turnover overall good with a few slow sales sometimes.
- ✓ 2 Casuals job created every Saturday.

Opportunities shared through platforms:

7 March	The Department of Tourism invites eligible tourism enterprises to apply for support to participate on the Hidden Gems Pavilion at Africa's Travel Indaba 2025. Deadline 20 March.
8 March	Apply for Traffic Officer Learnership 2025-2026.
11 March	Western Cape Government & Overstrand Municipality calling local entrepreneurs & exhibitors to participate in the Entrepreneurial Summit 2025 on March 28 at Thusong Centre, Hawston.
14 March	Invitation to Supplier Day for SMMEs on 4 April by Overstrand Municipality.
14 March	Call for Applications: Africa's Travel Indaba 2025.
14 March	Working for Fisheries Programme: Access Control & Patrol in Hermanus Fishing Harbours.
20 March	Invitation to Overberg Women in Tourism Chapter Networking Friday on 28 March in Hangklip-Kleinmond area.
20 March	World Travel Market Africa 2025 (CTICC): 9 to 11 April 2025 (Call for interest in Free Transport to WTM Africa 2025 for Overstrand SMMEs by Overstrand Municipality).

21 March Orange Corners Innovation Fund Call for Funding for South African entrepreneur (18-35 years).
Deadline 31 March.

8.**WRITE-OFF OF INTEREST: OVERBERG DISTRICT MUNICIPALITY****(ITEM 8 PAGE 177 : MAYORAL COMMITTEE MEETING : 16 APRIL 2025)**

This item is distributed under separate cover.

In terms of Section 20(1) of the Local Government: Municipal Systems Act, No 32 of 2000, read with Rule 17 of the Overstrand Municipality's By-law on Rules of Order for Internal Arrangements, this item must be considered "in committee".