



**ORDINARY MEETING OF THE MAYORAL  
COMMITTEE**

**GEWONE VERGADERING VAN DIE  
BURGEMEESTERSKOMITEE**

**INTLANGANISO YESIQHELO YEKOMITI  
KASODOLOPHU**

**THE VENUE OF THIS MEETING HAS BEEN MOVED TO THE GLASKAS  
AND IS NOT OPEN TO THE PUBLIC DUE TO LIMITED SPACE  
THE STARTING TIME OF THE MEETING HAS ALSO  
BEEN CHANGED TO 09:00**

**A G E N D A  
I-AJENDA**

**DATE / DATUM / UMHLA : 14 AUGUST / AUGUSTUS /  
AGASTI 2024  
GLASKAS,  
CIVIC CENTRE  
HERMANUS**

**TIME / TYD / IXESHA : 09:00**

## **MUNICIPALITY / MUNISIPALITEIT / UMASIPALA WE-OVERSTRAND**

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**6 August 2024**

### **NOTICE TO ALL ALDERMEN AND COUNCILLORS**

**NOTICE IS HEREBY GIVEN** that an **ORDINARY MEETING** of the **MAYORAL COMMITTEE** will be held in the **BANQUETING HALL, CIVIC CENTRE, HERMANUS** on **WEDNESDAY, 14 AUGUST 2024** at **10:00** to consider the items set out in the attached agenda.

**DR D O'NEILL**  
**MUNICIPAL MANAGER**

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**6 Augustus 2024**

### **KENNISGEWING AAN ALLE RAADSHERE EN RAADSLEDE**

**KENNIS WORD HIERMEE GEGEE** dat 'n **GEWONE VERGADERING** van die **BURGEMEESTERSKOMITEE** gehou sal word in die **BANKETSAAL, BURGERSENTRUM, HERMANUS** op **WOENSDAG, 14 AUGUSTUS 2024** om **10:00** vir oorweging van die items op die meegaande agenda.

**DR D O'NEILL**  
**MUNISIPALE BESTUURDER**

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**6 Agast2024**

### **ISAZISO ESIYA KUBO BONKE OOCEBAKHULU NOOCEBA**

### **INTLANGANISO YESIQHELO YEKOMITI KASODOLOPHU WE-OVERSTRAND**

**OKU KUKWAZISA** ukuba intlanganiso **YESIQHELO yeKOMITI KASODOLOPHU**, iza kuba se **I-BANQUETING HALL, kwiZiko, eHERMANUS UIWESITHATHU UMHLA, 14 AGASTI 2024** ngeye-**10:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

**DR D O'NEILL**  
**UMPHATHI KAMASIPALA**

**AGENDA/...**

# OVERSTRAND MUNICIPALITY

## MAYORAL COMMITTEE MEETING

14 August 2024

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No items were received for this portfolio

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**FINANCIAL SERVICES PORTFOLIO:**

No items were received for this portfolio

**1. OPENING**

**2. APPLICATIONS FOR LEAVE OF ABSENCE**

**3. CONFIRMATION OF MINUTES**

**3.1 Minutes of an Ordinary Meeting of the Mayoral Committee held on Thursday, 18 July 2024 at 10:00**

**4. STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE EXECUTIVE MAYOR / DEPUTY EXECUTIVE MAYOR**

SALGA Matters:

**5.**  
**TOURISM MONTHLY REPORT: JUNE & JULY 2024**

**F Lloyd**  
**29 July 2024**

**Tourism Manager**

**(028) 313 5022**

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**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 June and July 2024.

**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 June and July 2024.

**Discussion**

Visitor Centre 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 June and July 2024 **be noted.**

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**14 AUGUST 2024**



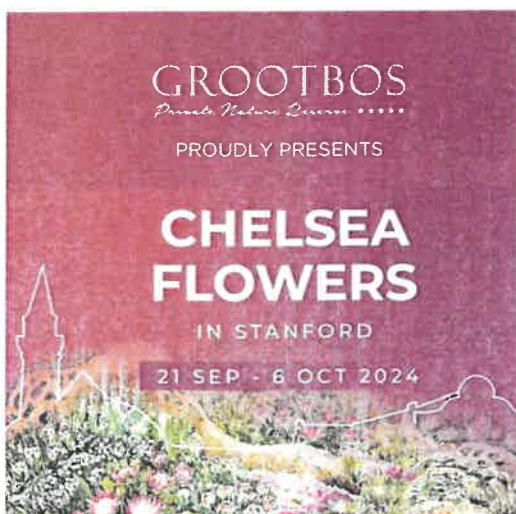


Hermanus FynArts 2024 wrapped up its 12th year, successfully achieving its key goal of attracting new visitors to Hermanus during the quiet winter months. The 10-day festival generated over R4 million in marketing value for Hermanus and FynArts since January, encompassing events like the Old Harbour Sunset Concert and the RMB THINK bench installation.

Inclement weather in July had a significant impact on the Overstrand region, with heavy rains causing damage to roads and resulting in the temporary closure of Clarence Drive. This disruption has presented challenges for both residents and visitors, affecting accessibility and negatively impacting the local tourism industry. With many rainy days visitor recommendations pointed to indoor activities.

June typically marks the beginning of the Southern Right whale season in Walker Bay, attracting whale enthusiasts from around the world. However, this year has seen a low number of whale sightings, which is disappointing for both tourists and the local community.

The announcement of Grootbos Private Nature Reserve bringing the award-winning South African flower exhibit installed at the 2024 Chelsea Flower Show to Stanford is a major coup for the Overstrand. This extraordinary event, scheduled from 21 September to 6 October 2024, promises to attract significant visitor numbers to the region. Beyond the direct economic benefits of increased tourism spending, the exhibition presents a unique opportunity for Stanford businesses to capitalize on the influx of visitors through complementary offerings and experiences. By encouraging local businesses to participate in a "Stanford in Bloom" initiative, tourism aims to extend the event's impact and create a memorable overall visitor experience. This collaboration will not only boost the local economy but also enhance Stanford's reputation as a premier tourism destination.



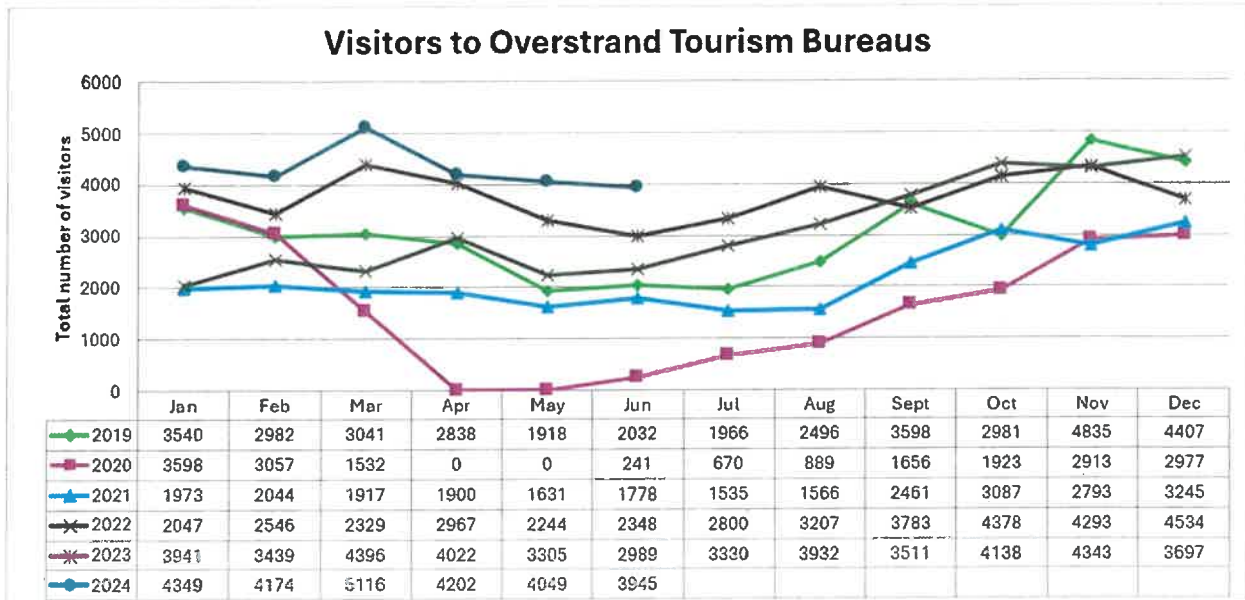
June and July highlights included:

- 268 events recorded for July 2024. A 68% increase on the 160 events listed in July 2023.
- 283 events recorded in June 2024 which is an 44% increase of the 196 hosted in June 2023. June 2024 also had a 17% increase on the number of events in May 2024.
- Gansbaai beautification project started with a fynbos mural.
- Hermanus A Photographic History 1855 – 1955 coffee table book launched.
- Youth Month project with Masakhane primary scholars painting penguins.
- Wines2Whales announced finishing at Benguela Cove Wine Estate for the 3 stage races this year.
- Warwick Chef School hosted Overberg Aspiring Chef of the Year 2024 competition.
- Kleinmond Lagoon breached on 6 June this year after its last opening on 26 March 2023.
- The Book Club Restaurant opened on the 11th of June in Pringle Bay to replace Bistro 365 & Simply Coffee.
- Stanford Hills Tasting Room changed to Casa Cello, a Portuguese eatery under the direction of Chef Jose Marinho previously at Misty Mountains.
- Seattle Coffee Company opened at Sasol Kleinmond on 27 June.
- Rotary Penguin Plunge, Stanford, with 81 people dipping in the Klein River for penguin awareness.
- Annual Craft Beer Festival – Hops on the Hills - at Stanford Hills with an estimated 500 attendees.
- Betty's Bay Parkrun hosted 5 events in the month of June with 841 runners and 107 volunteers.
- Jan Braai vir Erfenis continued an Overstrand tour featuring Stanford, De Kelders, Kleinbaai, Franskraal, Gansbaai, Pearly Beach and Baardskeedersbos on KykNet in June. This followed on features on Hermanus in May and June, Hangklip Kleinmond in May.
- A new resort wear shop, Holiday, opened in Hermanus.
- Kleinmond athlete Victor Hogan qualified for the Olympic Games in Paris.
- Condé Nast Traveler featured De Kelders on their Best Crowd Free Beaches in the World lists.
- Parkrun total participants in July: Betty's Bay 328, Hermanus 513 and Benguela Cove 89. Groeneweide had no ParkRuns in July due to stormy weather.

## 1. VISITOR INFORMATION CENTRES

The Visitor Information Centres recorded the highest number of visitors for June since 2019. Walk-in visitors requested mostly directional assistances or updates on activities and things to do while in the Overstrand. During June there was increased traffic of visitors wanting to book whale watching trips and festival goers looking for Hermanus FynArts programme booklets. Towards the end of the month visitors arrived wanting the Kalfieees programme. Maps of all the areas remain very popular.

Considering insights on social media Cape Town is the Overstrand's biggest fan. The majority of social media interest comes from Cape Town, then Overberg followed by Pretoria, Stellenbosch and Paarl. The Western Cape remains the leading domestic source market and the Overstrand remains popular among Western Cape travellers, largely due to its proximity to Cape Town and the international airport.



#### ATTRACTION STATS JUNE

OTHER VISITORS	2024	2023
STONY POINT	3890	Closed
HAROLD PORTER BOTANICAL GARDENS	3312	907
KOGELBERG NATURE RESERVE	1074	349
BETTY'S PARK RUN	948	203

The four Overstrand Tourism Visitor Information Centres (VICs) are open from Monday to Saturday to assist the public with information about things to do, where to stay and routes to travel. Hermanus Kiosk is open on Sundays. Marketing material is updated regularly and brochures with maps and key things to do remain popular. Most queries relate to direction and maps of the region, hiking routes and wineries, outdoor activities, and things to do.

The five Overstrand Visitor Centres operate from rent free premises due to specifications in lease agreements or being situated within Overstrand Municipal buildings – Hangklip Kleinmond, Gansbaai and Stanford.

A weekly and monthly calendar of events is distributed to accommodation, restaurant, and activity businesses. The annual events calendar has been updated continuously and circulated to assist tourism stakeholders with their planning for the year ahead. VICs are the go-to place for sporting event organisers, including schools, in helping with accommodation bookings.

## 2. JOB & SKILLS DEVELOPMENT INITIATIVES

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 allocated 20 participants for Tourism Monitors Programme 2023/2024 for 12 months.

- 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. 22 students and 11 host employers.

Youth Opportunities shared through other platforms:

- 7 June Western Cape Government Youth Month Festival 24 May - 16 June, Overberg.
- 11 June Tourvest Unemployment Learnership. Closing 16 June 2024.
- 12 June Training Opportunity for unemployed youth by Western Cape Government. Assistant Handyperson (L3) & Bricklaying (L3). Closing date 5 July.
- 13 June Youth Challenge Fund by Small Business Development.
- 20 June Overstrand Municipality Youth Develop Outreach sessions across Overstrand.

### 3. BUSINESS SUPPORT

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.

#### BUSINESS SUPPORT ACTIVITIES

ACTIVITIES		
WWF-Kleinmond	Rethinking tourism in Hangklip Kleinmond area.	Opportunities for new business Sisonke Eco Tours and tourism development for Hangklip Kleinmond.
Tourism VICs	Access to Market	Providing trading space to local product owners for income generation and business opportunities.
Isipho Sam	Masakhane female crafters assisted with product development and market access.	Exhibition of products at Gansbaai Tourism.
Gansbaai Tourism	Collaboration on beautifying the town initiative. Meeting of gardeners and artists who want to beautify the town.	20 Attendees. Starting a project to beautify the Main street and then the rest.
<p>Opportunities Shared through platforms:</p> <ul style="list-style-type: none"> <li>▪ 7 June Overberg Actors needed for music video.</li> <li>▪ 7 June Western Cape Government SMME Booster Fund now open.</li> <li>▪ 19 June 2024 Documentary Fund Grant Application by Sundance Institute.</li> <li>▪ 19 June Invitation Jobs Fund Webinar - Building Tomorrow-Empowering Emerging Black SMMEs in the Construction Industry.</li> <li>▪ 1 July FNB Youth Start Up Accelerator</li> <li>▪ 2 July Empowering African Tourist Guides webinar</li> </ul>		

- 7 July Films for nature and heritage funding opportunities
- 8 July Application for SAWIT Learnership Programmes 2024/2025
- 9 July Standard Bank & SACCI Business Pitch Competition
- 10 July Invitation to PUM Business Mentorship 2024/2025
- 19 July Vendors wanted for Kleinmond Summer Festival December 2024
- 22 July Call for Applications Incentive, Business Travel and Meeting World (NDT) 19 – 21 November 2024
- 22 July Call for Applications World Travel Market London 2024 05 – 07 November 2024
- 24 July Applications for SeriesLab – Content creation workshops
- 25 July Call for nominations for SA Film and Television Awards
- 29 July STEDT Online courses for Tourist Guiding
- 

## STAKEHOLDER COLLABORATION

Stakeholder 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:

7 June	Heritage Tourism Forum Meeting on MS Teams DEDAT
11 June	Western Cape Regional Tourism Forum input
13 June	Overstrand Social Media Strategy with Tourism Managers MS Teams
14 June	Hermanus Business Chamber, Tourism Growth Fund Application
19 June	Overstrand Wheelchair Association (Loveability) Tourism Growth Fund Application
21 June	Directorate Meeting
8 July	Grootbos Private Nature Reserve meeting about replicating SA's winning exhibit at Chelsea Flower Show in Stanford.
12 July	Hasher Wine signage approved at Western Cape Regional Signage Meeting
25 July	Correspondence with Military Academy re Trans Enduro in December 2024
26 July	Hermanus Whale Festival Meeting

## 4. EVENTS

June and July 2024 saw a significant surge in events across the Overstrand, with a remarkable 68% increase compared to July 2023 and a 44% increase when considering June 2024 with the same period in 2023 (283 events vs. 196). The highly anticipated 10-day Hermanus FynArts winter arts festival attracts a dedicated audience of art enthusiasts, fostering cultural appreciation and generating significant economic activity through visitor spending on dining, and festival-related purchases. Additionally, the popular outdoor events like the ParkRuns brought a wave of adventurous participants, contributing further to local businesses and showcasing the Overstrand's diverse attractions. This combined force of festivals and events undoubtedly plays a vital role in stimulating the Overstrand economy during the traditionally quieter winter months. The Kalfiefee programme was launched, and the programme book distributed.

For updated Cape Whale Coast Tourism events link to: <https://whalecoast.info/events-page/>





## 5. MARKETING

This past May, June and July, the Overstrand received a fantastic marketing boost thanks to Jan Braai's popular KykNet series, "Erfenis." The show took viewers on a culinary adventure through our region, highlighting various villages and venues from Rooiels to Pearly Beach, with Baardskeedersbos also getting its time in the spotlight. Jan Braai explored the Overstrand coastline, showcasing its hidden gems and introducing viewers to some of our area's most delicious culinary experiences. This national exposure on KykNet is invaluable for the Overstrand, attracting potential visitors eager to experience the charm, natural beauty, and food featured on the show.

The Fynbos Trail was featured in the WEG magazine with a 20% discount offer.

SA Venues featured Overstrand venues with hot tubs.



Media24 interviewed the Hermanus Whale Crier. The Inside Guide asked for updated information on whale sightings for an update for their online article.



**WATCH | Whale Season: The world's only Whale Crier uses his Kelp Horn to indicate whale sightings**



News24  
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25



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1,572 views 3 Jul 2024 #News24Video  
#News24Video #news24video

The Overstrand Municipality welcomed a group of prominent journalists from leading publications like the Sunday Times, GetAway Magazine, FairLady, and Private Portfolio. A curated customized itinerary was presented to showcase the diverse experiences offered by Hermanus and Stanford.

Two journalists who had previously visited the Overstrand returned for a more in-depth exploration. This follow-up trip demonstrates the lasting impression our region leaves on visitors and their eagerness to share it with their readers. We are confident that this media exposure will translate into positive coverage and attract new visitors to experience the magic of the Overstrand for themselves.

Hermanus FynArts Festival summary:

- 32 sold-out events
- New exhibition QR code at venues yielded 450+ email addresses. 100 of these were new additions to Webtickets database. This suggests new visitors to Hermanus and Festival.
- 30% first-time festival attendees indicating audience growth.
- Expanded reach with 29% of visitors from outside the Overstrand Municipality staying in Hermanus during the festival. The length of stay varied, with many attendees indicating multiple nights' stays.
- Earned media value for Hermanus and FynArts from January till end June was well over R4m. This includes coverage of the Old Harbour Sunset Concert, RMB THINK bench.
- Increase in email database exceeding 7,500 subscribers, with growing international audience.
- Length of stay in Hermanus:
  - 1 night - 8%, 2-3 nights - 50%, 4 - 5 nights - 17%, 7 - 9 nights - 17%, 10 - 12 nights - 8%



The 2024 Kfm Best of the Cape Awards Overstrand finalists:

- Best Adventure Experience: Fatbike Tours South Africa Gansbaai
- Best Barber: Lorenzo's Barber Shop Hermanus
- Best Family restaurant: Quayside Cabin
- Best Market: Hermanus Country Market
- Best Pet Friendly Restaurant: Milk on the Beach Onrus
- Best Place to Sweat: Hermanus MTB Trails, Hemel & Aarde
- Best Wedding Venue: De Uijlenes Gansbaai
- Best Weekend Stay: Rivergate Guest Farm Stanford

Condé Nast Traveler featured De Kelders on their Best Crowd Free Beaches in the World lists.

### Little-Known South African Beach Listed With Condé Nast's Best (Crowd-Free) Beaches In The World

16 Jul 2024 by Tayla @Environment, Lifestyle Nature South Africa




NewsBytes featuring Hermanus for getting face-to-face with majestic whales and Harold Porter Botanical Gardens.










Kleinmond's Victor Hogan netted a spot at the Paris Olympics for Discus Throw

#### Social Media Marketing:

In today's digital age, 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. This interactive platform allows us to spark wanderlust, answer visitor questions in real-time, and cultivate a sense of connection that translates into real-world visits. By leveraging the power of social media, we're effectively reaching new audiences and positioning the Overstrand as a must-visit destination.



Jul-24			Instagram Posts	
	13 591	3600	1101	4870
	10 388	2066	664	1782
	19 679	10.1K	993	6171
	8 906	3485	1876	3531
	12 534	2554	821	3668

				
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond Tourism	hangklipkleinmondtourism	@HangKlipT	#findyourselfinkleinmond
	Hermanus Tourism Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	Stanford Tourism & Business	visitstanford	@visitstanford	#visitstanford
	Gansbaai Tourism	gansbaai_tourism	@Gansbaaitourism	#LetsgotoGansbaai