

6.
TOURISM MONTHLY REPORTS: JUNE AND JULY 2026

R Louw
10 August 2026

Tourism

(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 June and July 2026.

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 2026.

Discussion

Visitor Information Centres (VIC's) and social media statistics, destination marketing and promotion.

7. Financial Implications

Operating budget of the Tourism section.

8. Staff Implications

Reports compiled inhouse by staff.

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Report – June 2026

Annexure B: Tourism Report – July 2026

RECOMMENDATION:

that the tourism reports for June 2026 and July 2026 **be noted**.

RESPONSIBLE OFFICIAL :

R LOUW

TARGET DATE FOR IMPLEMENTATION :

30 AUGUST 2026



OVERSTRAND TOURISM REPORT

JUNE 2026

Highlights:

- The Western Cape Government Department of Social Development (DSD) in partnership with Mthimkhulu Community Development hosted the 5th annual Youth Expo on 16 June in Kleinmond. This year's expo brought together young people, government, education institutions, training providers, and employers under the theme: "Economic Uprising for the Next 50 Years: Partnerships for Skills, Jobs, and Youth Development".
- Premier Alan Winde joined a community ride/run/walk event promoting healthy and safe mobility in Hermanus on June 16th.
- The annual Hermanus FynArts festival ran successfully from 6 to 14 June.
- The Stanford Rotary Annual Penguin Plunge drew 120 participants and 100 spectators to the riverside on 20 June.
- The Pam Golding Hangklip Marathon and Half Marathon officially launched in Kleinmond on 25 June.
- The Marine Hotel officially launched its newly refurbished Pavilion restaurant.
- The Walker Bay Conservancy launched the "Rise of the Fynbos" alien clearing project at Grootbos on 18 June.
- Marine Dynamics, Gansbaai received the African Travel and Tourism Association (ATTA) International Traveller Education & Awareness Award 2026 in London. Recognised for Inspiring Conservation Through Education.
- The African Penguin and Seabird Sanctuary's (Gansbaai) short film was named a finalist at the International Tourism Film Festival Africa (ITFFA) 2026. From 438 entries across 47 countries, the film was recognised in the Tourism Products: Marine Tourism category, celebrating stories that showcase exceptional tourism experiences and destinations.
- Walker Bay Vineyards & Birkenhead Brewery won Gold Medals for their 2022 Cabernet Sauvignon and 2022 Syrah at the 2026 Concours Mondial de Bruxelles one of the world's most respected and influential international wine award shows.
- Kendra Norah Horne (29) from Hermanus made it to the Top 24 in the Miss South Africa pageant, representing the Western Cape.

- Space is Our Future & The Future is Now event 10:00 - 13:00 SANSA Hermanus held on Saturday 20th of June.
- Clash of the Chefs event held at Benguela Cove on the 20th of June.
- Support and assisting Fulvio Bonucci Italian International Film Crew and collaborate with various stakeholders, finalising their itinerary and processing film permit documentation via Cape Nature. Filming scheduled for 24 to 28 August, Gansbaai.



Youth Day community walk/run joined by Western Cape Premier Alan Winde, 16 June

1. DESTINATION MARKETING

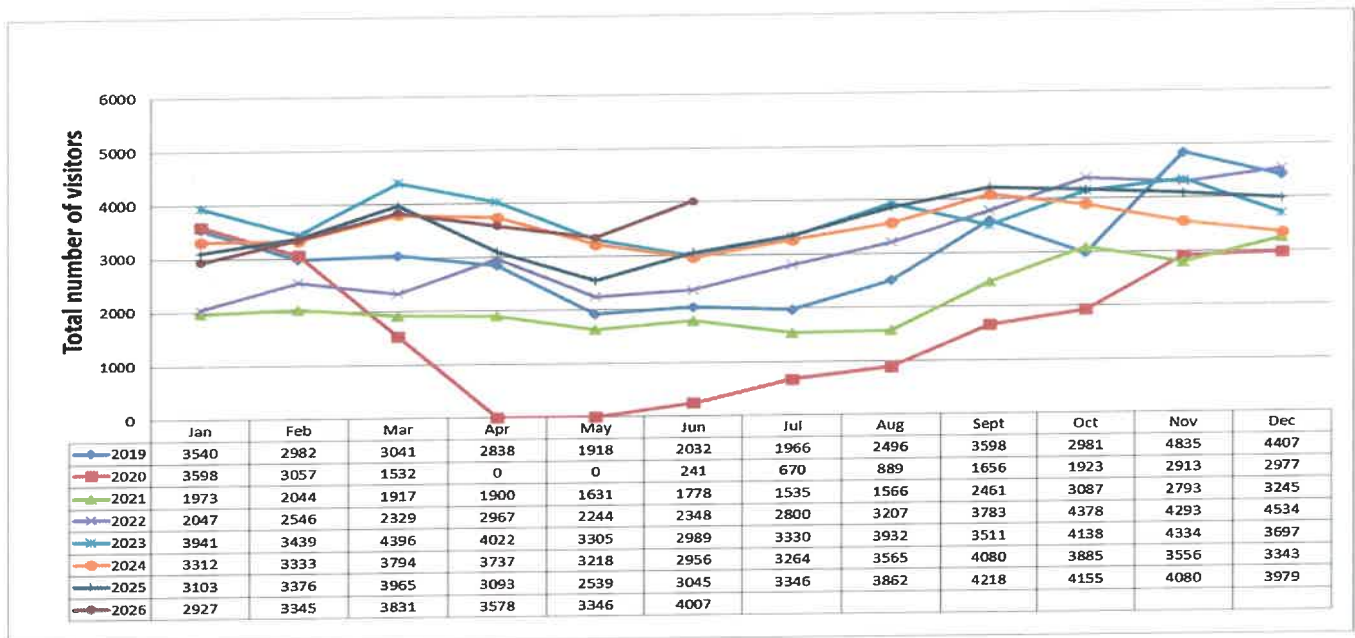
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

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 core functions of the VIC's are attached as **Annexure A1**.

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	June 2026	June 2025
Kleinmond	729	626
Hermanus	1671	1505
Stanford	532	489
Gansbaai	1075	425
GRAND TOTAL	4007	3045

Table 1: Statistics – June 2026 vs June 2025

Visitor walk-in numbers **increased by 31.6%** from 3045 in June 2025 to 4007 in June 2026 (Table 1).

Town	International	Local
Kleinmond	18	711
Hermanus	1016	655
Stanford	17	515
Gansbaai	14	1061
Total	1065	2942

Table 2: International vs Local Visitors for June 2026

Origin of international visitors to the VIC's:

Hermanus	Netherlands, France, Switzerland
Kleinmond	India, Germany, Australia
Gansbaai	United Kingdom, France
Stanford	Belgium, United Kingdom, United States

- ✓ 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: June 2026

Visitor inquiries during June focused primarily on whale watching, events and outdoor activities.

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 June 2026

Attractions	2025	2026	Trend
African Penguin and Seabird Sanctuary	1300	1329	↑
Danger Point Lighthouse	199	0	↓
Shark Cage Diving (All vendors)	1416	1354	↓
Whale Boat Tours (Marine Dynamics)	826	736	↓
Leisure Fishing Boats (Kleinbaai Harbour)	13	25	↑
Klipgat Caves	869	1126	↑
Harold Porter National Botanical Garden	2566	2761	↑
Kogelberg Nature Reserve	656	505	↓
Stony Point	5018	2893	↓

Table 3: Key attraction statistics, June 2026

Reasons for the declining visitors at some key attractions in June 2026 are as follows:

Danger Point Lighthouse – Opens to the public only one weekend on average a month due to Transnet ruling and getting special permission each time. The Lighthouse was open the last weekend in May and first weekend in July hence there being no stats for June.

Shark cage diving and Whale Boat tours – There has been a decrease in these activities year on year for a number of reasons from the international market since the Great White Sharks disappeared. It is a big concern. This critically important industry for the Overstrand desperately requires marketing support in the long term. In the short term, the July stats were slightly up – Swimming With Seals has also been introduced to increase interest.

Stony Point could not give a specific reason for the decrease in stats for June but have mentioned that there's a new trend happening where tour busses/guides that bring visitors to the penguins takes them to the free section to view the penguins and not on the boardwalk where visitors have pay and stats are being recorded. The only closure that we picked up was between 12 – 14 June for Stony Point.

For Kogelberg it could possibly be due to the weather not being great for hiking. It is also worth noting that the day access to reserve is currently R65 per adult and R45 per child (ages 4 to 17).

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 June 2025 vs June 2026												
			%			%	Instagram Posts		%			%
Year	2025	2026		2025	2026		2025	2026		2025	2026	
	14 383	16 507	12%	3 851	3954	2%	1 131	1156	2%	4 878	4855	0%
	10 906	11 930	8%	2 193	2307	4%	741	799	7%	1 776	1791	0%
	24 376	30 489	20%	11.4K	12.3K	7%	1016	1060	4%	6 120	6084	0%
	9 578	10 889	12%	4 134	4783	13%	2 057	2282	9%	3 524	3543	0%
	13 105	15 818	17%	2 761	2998	7%	866	976	11%	3 593	3625	0%
Grand Total	72 348	85 633		24 339	26 342		5 811	6 273		19 891	19 898	

Table 4: Overstrand Tourism Social Media presence – June 2026

As per Table 4 above, there was a **12.9% increase** (from 122 389 followers to 138 146) in tourism's social media presence for all the tourism offices across the Overstrand for June 2026.

Top Performing post for June 2026 - Cape Whale Coast



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

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
2026 Golf Digest	For the 23rd consecutive years in South Africa's Top 10 courses Arabella Golf Course has climbed to No. 6 in the 2026 Golf Digest South Africa Top 100 Courses rankings.	Print
British Sunday Times	Feature on Grootbos and Marine Dynamics	Print
Marine Dynamics FB Page	Jason Vanporppal and a friend aboard for a Marine Dynamics Shark Cage Diving and Dyer Island Conservation Experience. Jason recently completed an extraordinary journey, skating from Kampala, Uganda, to Cape Town across seven African countries in more than 100 days.	Online
South African Embassy, Portugal	Feature on Hermanus on their Facebook page	Online

IOL Travel South Africa	City Sightseeing launches Hermanus whale watching tours from Cape Town this winter.	Online
Miss South Africa Facebook page	Feature on finalist Kendra Norfah Horne and Hermanus mentioned.	Online
Time Out South Africa	Blooming marvelous! Don't miss Grootbos's once-in-a-generation superbloom	Online
Commander Shuttle	Hermanus Whale Season: When to Go, Where to Watch, and How to Plan the Drive	Online
WineTourism.Com	Feature on Hermanus FynArts Festival	Online
Hermanus Times	Southern Right whales are back in the Overberg, arrived early	Online
Private Tours Cape Town website	Hermanus Whale Watching: The Complete 2026 Guide	Online
ROVE SA	Feature on Cape Whale Coast	Print

Marketing and Tourism Promotion: Rove SA Magazine

Overstrand Municipality/Tourism promotes the region as a preferred destination for domestic and international visitors. In June 2026 Overstrand Municipality/ Tourism advertised in the **Rove SA Magazine** that provides a strategic platform to showcase the Overstrand's outdoor, leisure, and lifestyle experiences, aligning well with the magazine's readership.

The publication targets readers aged 25–60, including adventure travellers, affluent retirees, and mid- to high-income earners. With 80% of readers based in major metropolitan areas, including Cape Town, Johannesburg, and Pretoria, it offers valuable exposure to key source markets, helping drive visitor numbers, bed nights, and longer stays.

Distribution Highlights:

- In-flight magazine for South African Airways (SAA) and Fastjet (Zimbabwe).
- Official media partner for major trade shows, including WTM Africa and Africa's Travel Indaba. It also distributed 100 Cape Whale Coast Outdoor Activity brochures at Travel Indaba 2026.
- Distributed to international destination marketing companies (DMCs), travel agencies, and tour operators.
- Available in Namibia through Spar, Dis-Chem, CNA, and major fuel stations.
- Stocked in leading South African retailers, including Woolworths, Spar, Checkers, Pick n Pay, Exclusive Books, Dis-Chem, and fuel station convenience stores.

Magazine displays are replenished weekly and remain on shelves until the end of August 2026.

Feature on Cape Whale Coast in the Rove SA Magazine, June 2026

OVERSTRAND CAPE WHALE COAST

HANGKLIP-KLEINMOND | HERMANUS | STANFORD | GANSBAAI



DISCOVER THE CAPE WHALE COAST

Experience extraordinary natural beauty, rich biodiversity, and endless outdoor adventures. As one of the world's best whale-watching destinations, the region welcomes Southern Right Whales from June to November as they migrate to these coastal waters to mate and calve. Witnessed by the famous Hermanus Whale Crier blowing his long horn to announce their presence in Walker Bay, this arrival is celebrated with a range of activities and events that showcase the beauty, culture, and hospitality of the surrounding towns.

Hangklip-Kleinmond is an eco-tourism paradise accessed via the world-famous Clarence Drive scenic route. Nestled within the UNESCO Fossilberg Biosphere Reserve, the area allows you to hike the wild horses of Fossilberg, see the iconic African Penguin colony of Stony Point, explore the Hangklip National Botanical Garden, or unwind with a stroll down Kleinmond's vibrant Harbour Road.

Hermanus, known as the heart of the Cape Whale Coast, offers visitors breathtaking ocean views, blue flag beaches, historic gardens, and scenic hiking trails. The town is well-known for its welcoming culture, art galleries, museum, and vibrant markets. Food and wine lovers can explore the famous Hermanus-Aarde Wine Route, where modern and traditional cuisine is served at award-winning eateries. Visitors can stroll along the iconic C31 Path while keeping watch for whales and even enjoy a fascinating science experience by exploring the model solar system displayed along the walkway. Hermanus also offers sunset cruises, deep sea fishing, golf courses, hiking trails, and a destination suited to every kind of traveller.

Norby, the coastal town of Gansbaai, offers its own brand of excitement, world-renowned for thrilling shark cage diving experiences and its vibrant Saturday country markets. Beyond the adrenaline, nature lovers can immerse themselves in a wealth of coastal adventures: from birdwatching and scenic horse trails to eco-boat cruises that explore the rich marine life of the area.

When travelling through the region, be sure to visit Stellenbosch, known for its boutique wine route and breathtaking coastal whale watching sights. Visitors can also explore the village's scenic walking paths, enjoy family-friendly local breweries, and hike through the beautiful Plettenberg National Reserve to discover ancient Khoi San rock art hidden within its caves.



1.5 Tourism Engagements

- 4 June Stanford Tourism and Business Meet & Greet evening at Searles.
- 5 June Tourism Directional Signage Meeting
- 6 June World Ocean Day-Beach Cleanup Gansbaai with more than 50 participants
- 9 June Brief meeting with CapeNature on the Tour Guide Workshop planned at Stony Point in August via MS Teams.
- 11 June Live Webcast: TourismX Forum MICE Edition: Live Stream on YouTube. Discussion on current initiatives, and updates on developments across the sector.
- 18 June Launch of Rise of the Fynbos – Walkerbay Conservancy Alien Clearing Project.
- 23 June National LED Forum, MS Teams.
- 25 June Pam Golding Hangklip Marathon and Half Marathon Launch, Bistro 14 Kleinmond, event itself taking place on the 25th of October 2026.

Danger Point Lighthouse open to public with 120 in attendance.



Ocean Day Beach Cleanups, Gansbaai



Official launch of the Pam Golding Hangklip Marathon & Half Marathon 2026

Stakeholder Engagements

- Distribution of weekly and monthly event calendars. Sharing weekend calendar with upcoming event posters on social media.
- Assistance provided to Wesgro. Wesgro in collaboration with South African Tourism China on a China FAM trip and pre-hosting programme ahead of the China Trade Show in Sun City. Group of 15 will be visiting Hermanus on 18th of August.
- Provided marketing material to cultural exchange organisers from Hermanus High School. 18 learners commenced on a cultural exchange programme in June/July to Germany. The aim of the program is to give the youth the opportunity to experience the way of living of other people as well as to be ambassador for their country.
- CapeNature Tour Guide/Operator Workshop Invitation shared with tour operators and on relevant WhatsApp groups.
- Information submitted to Overberg District Municipality for Wesgro's Tourism Pioneers Magazine
- Sharing updates on WhatsApp groups re: upcoming events in Overstrand, Press releases & opportunities .
- Keeping Overberg events calendar up to date for Overberg District Municipality.
- New WhatsApp Platform for Hangklip-Kleinmond Restaurant Specials created and shared with local restaurants.

1.6 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.

Visitor Information Centres (VICs) serve as a key resource for sporting event organisers, including schools, assisting with accommodation bookings and other logistical needs.

Events are crucial catalysts for local economic growth and job creation.

A weekly and monthly events calendar are distributed to accommodation providers, restaurants, and activity operators.

The annual events calendar has been continuously updated and circulated to assist tourism stakeholders in their planning.

Total Events in June 2026: 213

Total Events in June 2025: 258

17.4% decrease in events compared to the previous year.



Stanford Rotary Annual Penguin Plunge

2. TOURISM DEVELOPMENT

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.

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.

SMME Support and Product Display Initiatives:

- Mardee Design at Hermanus Tourism: Mardee Design has been allocated space at Hermanus Tourism, enabling them to showcase and create their crafts.
- Two stalls at Market Square, Old Harbour Hermanus provides platform for arts/crafters to sell their products.

Opportunities shared through platforms:

5 June	Kleinmond has been selected to host the 5th Western Cape Government Youth EXPO on 16 June 2026.
10 June	The Tourism Business Council of South Africa (TBCSA) is inviting submissions for the 2026 Youth-Led Tourism Initiatives Competition. Closing date 4 July.
10 June	National Empowerment Fund Empowering Young Entrepreneurs Transforming South Africa.
10 June	Funding Opportunities for South African Owned Spaza Shop shared by Department: Government Communication and Information System.
11 June	The Department of Social Development has opened applications for funding of qualifying national NPOs for the 2027/28–2029/30 financial years.
12 June	Transnet's Virtual Youth Empowerment Day 17 June via MS Teams.
17 June	CapeNature Tour Guide/Operator Workshop Invitation. RSVP by 17 July 2026.

- 17 June Department of Tourism: Invitation to enrol for the Artisan Recognition of Prior Learning (ARPL) programme for chefs in KwaZulu-Natal and Western Cape provinces. Applications closing 31 July.
- 17 June Tourism Monitor Programme 2026.
- 22 June Opportunities for Youth: Entrepreneurship, Education and Careers. The Government Communication and Information System (GCIS) will host a Youth Entrepreneurship Empowerment Event in Hawston on Wednesday 24 June.
- 23 June Department of Tourism: INVITATION: Call for Host Employers to Participate in Tourism Skills Development.
- 23 June Join SATSA, Fair Trade Tourism, Africa's Eden Tourism Association and FEDHASA for our upcoming webinar, Inclusive Tourism: Beyond Accessibility on 24 June.
- 24 June Tender opens for three-year beach trading in Greater Hermanus. The tender closes on 17 July 2026 at 12:00.
- 25 June Do you know a local cultural hero making waves in the Western Cape? Now is the time to celebrate them! Nominate them via this link: <https://bit.ly/4euP36d>.
- 26 June Link to the Hermanus Restaurant Specials WhatsApp group.
-

Core Functions of the Visitor Information Centres (VICs)

1. Visitor Services and Hospitality

Strategic focus: Enhance the visitor experience, encourage repeat visits, attract new visitors, and strengthen the destination brand.

- Respond to walk-in, telephone, email, and WhatsApp enquiries relating to routes, itineraries, activities, transport, and general visitor needs.
- Provide accurate, up-to-date information on local attractions, restaurants, heritage sites, accommodation, and visitor services.
- Support regional tourism by assisting with tour, event, accommodation, and activity enquiries or bookings.

2. Local Economic Development and Business Support

Strategic focus: Act as an economic catalyst by supporting local small, medium, and micro enterprises (SMMEs) and strengthening tourism-related business activity.

- Generate opportunities for local crafters, restaurants, and tourism operators by displaying, promoting, and selling local products where applicable.
- Organise and display marketing material for local hospitality and tourism businesses.
- Share funding, training, networking, and engagement opportunities with the local tourism sector.

3. Destination Marketing and Digital Operations

Strategic focus: Amplify the municipality's tourism brand through coordinated digital, print, media, and promotional activities.

- Manage official tourism websites and social media platforms, including the development of relevant content, articles, and event calendars.
- Promote local festivals, markets, and events to increase awareness and foot traffic.
- Serve as a point of contact for media, bloggers, influencers, tour operators, and other promotional partners.
- Participate in trade platforms, coordinate print and online advertising, and support the production of promotional brochures and videos.

4. Data Collection, Research, and Compliance

Strategic focus: Collect and maintain reliable tourism data to support planning, reporting, and growth strategies.

- Track visitor demographics, length of stay, and spending patterns to help measure tourism impact.
- Act as a feedback channel for visitor complaints and municipal infrastructure concerns, including signage, safety, and service-related issues.
- Maintain an updated database of registered local tourism businesses.

5. Municipal and Administrative Governance

Strategic focus: Ensure accountability, compliance, and alignment with municipal mandates and community priorities.

- Compile monthly and quarterly municipal reports and maintain event photo libraries for audit and reporting purposes.
- Promote local tourism to residents through public exhibitions and respond to tourism-related public enquiries.
- Support official emergency communication for tourists and residents during incidents such as fires, floods, or other disruptions.

6. Tourism Road Signage Management

Strategic focus: Facilitate compliant tourism signage to improve visitor access, wayfinding, and regional connectivity.

- Manage local and provincial tourism road signage enquiries and prepare documentation for the relevant oversight bodies.
 - Ensure that local tourism products comply with national and provincial signage legislation.
 - Present signage applications to the Regional Tourism Liaison Committee (RTLCL) and manage feedback to applicants.
-

OVERSTRAND TOURISM REPORT

JULY 2026

Summary:

Festival Marketing and Operations Summary: Kalfiefees 2026

Hermanus gearing up for the Kalfiefees happening between 5 – 10 August 2026.

As part of assisting with marketing efforts tourism shared social media post of the upcoming event and inclusion on events calendar which circulates to tourism databases within all four town.

Marketing & Promotional Efforts

- Digital & Tourism Databases : Tourism shared social media posts and event calendars distributed across databases in all four towns.
- On-Site Visibility: Promotional posters were displayed on the exterior banners of the tourism offices.
- Information Distribution: Festival programmes were actively distributed to walk-in visitors across all four tourism information offices.

Programme Distribution Metrics (Hermanus Office)

- Total Boxes Received: 13 boxes
- Boxes Successfully Distributed: 12 boxes
- Programmes per Box: 50 programmes
- Total Programmes Distributed: 600 programmes

Visitor Engagement

- During the week leading up to the Kalfiefees festival, the Hermanus office experienced a noticeable increase in visitor inquiries.
- Staff provided general festival information and directed visitors to the specific locations where event tickets could be purchased.

Whale Season Update:

Whale Season is in full swing with positive whale sightings being reported. Whale Watching operators indicating between 90%-100% booking occupancies dropping only on unfavourable weather days. The Hermanus Whale Crier seemed to have surge to popularity, drawing crowds of visitors eager to engage along the Cliff Path.

Here is looking forward to an excellent whale season!



Reflection on the Hermanus FynArts 2026 held from 6-14 June 2026

The 2026 Hermanus FynArts Festival transformed Hermanus once again into one of South Africa's most exciting winter arts destinations. Throughout the festival, galleries, churches, wine estates, and public spaces came alive with visual art, live music, theatre, literature, film, sculpture, food, wine, and thought-provoking talks. The event sold 4015 (59%) tickets this year , and eventhough the festival was scaled down compared to previous years, it was exceptionally well-received by patrons, performers, and visitors.



Highlights:

- Film Shoot: Commercial Filming/Photography by Sparky Films for Technical Reconnaissance at Palmiet & Fairy Glen in Kleinmond.
- Gansbaai named Western Cape winner for Kwela town of the year 2026. A major milestone generating free exposure and marketing. Gansbaai placed 2nd in the Nationals finals losing out to Harties. To encourage Kwela voting and to rally the community as well as support the local businesses , sponsored prizes and lucky draws worth R25 000 were handed out.
- Assisted the Fulvio Bonucci Italian Film Crew between 13 to 30 July to finalise arrangements for Gansbaai film shoot with stakeholders, arranging permits, planning itinerary. Filming scheduled for 24 to 28 August.
- Various events took place in all 4 towns celebrating Mandela Day on the 18th of July.
- Stonehouse Cheese Estate featured in Farmers Weekly SA.
- Wild Wellness Concierge Café launched in Hermanus offering curated experiences with exceptional coffee and delicacies.
- Hermanus Swallow Park and entrance into central business district receiving a well-deserved upgrade.



Images : Volmoed Youth drummers dedicated 67 minutes in honor of Mandela day.



Images : Swallow Park

Images : Entrance to CBD

1. DESTINATION MARKETING

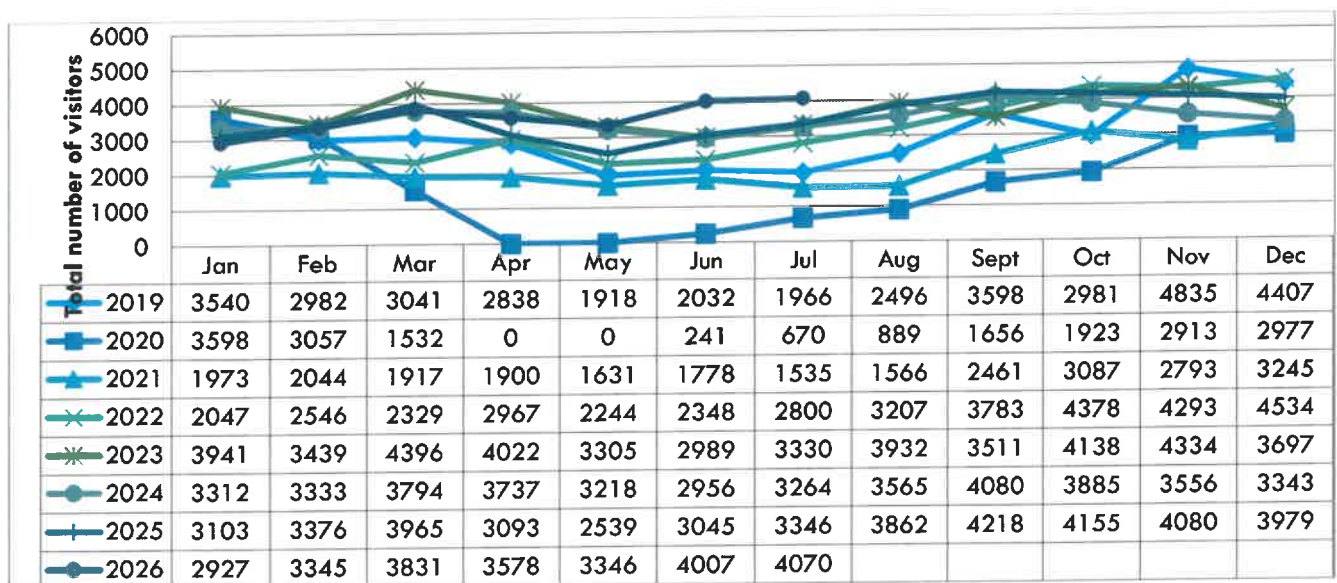
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Statistics: Walk-In Visitors - Visitor Information Centres



Town	July 2026	July 2025
Kleinmond	828	723
Hermanus	1620	1515
Stanford	536	506
Gansbaai	1086	602
GRAND TOTAL	4070	3346

Table 1: Statistics – July 2026 vs July 2025

Visitor walk-in numbers **increased by 21.64%** from 3346 in July 2025 to 4070 in July 2026 (Table 1).

Town	International	Local
Kleinmond	23	805
Hermanus	1135	485
Stanford	16	520
Gansbaai	19	1067
Total	1193	2877

Table 2: International vs Local Visitors for July 2026

Origin of international walk-in visitors to the VIC's:

Hermanus	Saudi Arabia, United Kingdom, India
Kleinmond	Germany, Asia, Spain
Gansbaai	United Kingdom, Germany
Stanford	Germany, United Kingdom, United States.

- ✓ 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.
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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.

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Whale Boat Tours (Marine Dynamics)	1543	1654	↑
Leisure Fishing Boats (Kleinbaai Harbour)	15	19	↑
Klipgat Caves	1658	2328	↑
Harold Porter National Botanical Garden	3681	4822	↑
Kogelberg Nature Reserve	707	700	↓
Stony Point	5548	6581	↑

Table 3: Key attraction statistics, July 2026

1.3 Digital & Social Media Marketing

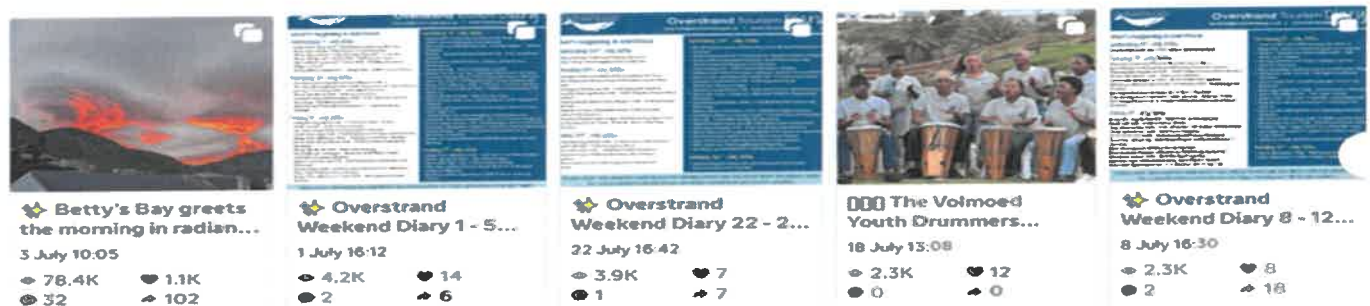
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	10 978	12 208	10%	2 192	2320	5%	745	806	7%	1 780	1787	0%
	24 842	30 817	19%	11.4K	12.4K	8%	1017	1066	4%	6 128	6084	0%
	9 611	10 929	12%	4 180	4803	12%	2 071	2295	9%	3 528	3541	0%
	13 188	15 951	17%	2 787	3013	7%	887	983	9%	3 597	3631	0%
Grand Total	73 052	86 875		24 412	26 526		5 851	6 312		19 918	19 893	

Table 4: Overstrand Tourism Social Media presence – July 2026

As per Table 4 above, there was a **12.9% increase** (from 122 389 followers to 138 146) in tourism's social media presence for all the tourism offices across the Overstrand for July 2026.

Top Performing post for July 2026 - Cape Whale Coast

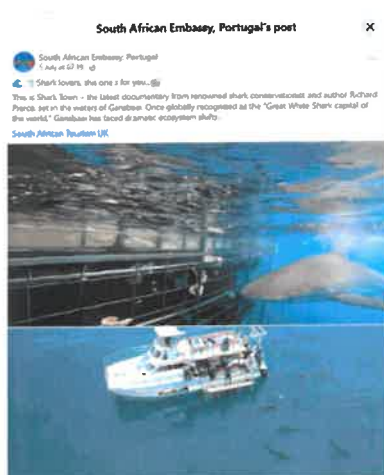


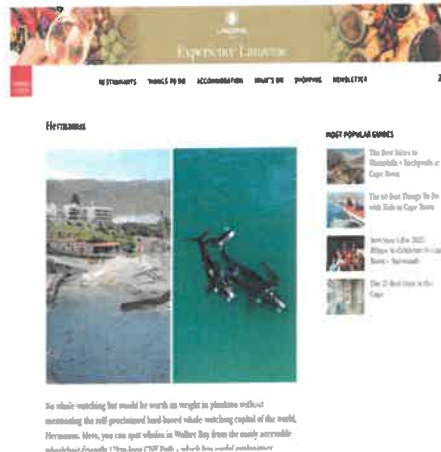
1.4 Media Engagements / Media Features / Print , Radio Creative and Management

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
South African Embassy, Portugal facebook page	Shark Town documentary by author Richard Pierce set in the waters of Gansbaai	Online
Getaway	South African vineyard stays that feel like a Tuscan escape	Online
KykNet Hey Skipper	Stony Point Nature Reserve featured on DStv Channel 144	Media
Getaway	Whether you're chasing sunrise in Kalk Bay, winding along Chapman's Peak or catching golden hour on Clarence Drive	Online

Publication/Platform	Feature / Article Topic	Link / Nature
EatOut Mag	Koring n Kaf in Betty's Bay has been recognised as South Africa's Neighbourhood Gems by EatOut	Online
Inside Guide	The Best Whale-Watching Spots around Cape Town by Inside Guide with Hermanus, Gansbaai & De Kelders	Online
Time Out Worldwide	Overberg road-trip: Wine, whales and the tip of Africa Source: Time Out Worldwide , Hermanus,Stanford	Online
Cape Argus	Kleinmond art festival to celebrate music, literature, and local culture	Online
Blog In Travel	10 South African towns so stunning, you'll want to retire in them by The South African with Hermanus first on the list	Online
Youtube Midlife Travel Tails	Franskraal Beach and surrounding area featured on Midlife Travel Tails YouTube channel	Online
Private Edition	Why The Marine Hermanus should be on your travel list again	Online
Hermanus Times	Kalfiefee's wat in Augustus gehou gaan word propvol boekepret	Print
TimeOut	The Marine makes a splash	Online
IOL Travel	Discover the 7 best winter getaways near Cape Town ,Hermanus feature	Online
Newsday	The small coastal town in South Africa which is a hotspot for the ultra-rich, Hermanus feature	Online
IOL Travel	City Sightseeing launches Hermanus whale watching tours from Cape Town this winter	Online
Farmers Weekly SA	Feature on Stone House Cheese Estate	Print





1.5 Tourism Engagements

- 3-6 July Danger Point Lighthouse open to public.
- 10 July Cape Winelands/Overberg RTLK Meeting, MS Teams
- 21 July Tourism Meeting, Gansbaai Tourism
- 25 July Gansbaai Market Christmas in July with approximately 50 in attendance.
- 25 July Baardskeerdersbos Cleanup in Gansbaai with 12 locals joining the efforts.
- 25 July Dogs of War Veteran Dance at Birkenhead Boatclub fundraiser with 100 in attendance.
- 27 July Upcoming Festival & Events discussion by Tourism offices, MS Teams
- 30 July Participated in Die Bron Primary School's Career Day, promoting tourism career opportunities.
- 30 July Meeting with restaurant owner on marketing efforts.
- 30 July Collab with Eat like a local culinary walking tour and engaging with 6 visitors from Texas, USA and 1 from Argentina on the Cliff Path.
- 31 July Meeting Mafari Accommodation on assistance with marketing efforts.
- 31 July Whale Crier collab with Cape Town based tour operator, extraordinary events & tours walking group of 22 Philippine visitors along Cliff Path.



Image : Die Bron Career Day

Stakeholder Engagements

- Distribution of weekly and monthly event calendars. Sharing weekend calendar with upcoming event posters on social media.
- Keeping Overberg events calendar up to date for Overberg District Municipality.
- Tourism Growth Fund 2026/27 by Western Cape Government Open for applications – shared with mailing list
- 3rd FEDHASA Cape Networking & Connect on 29 July in Hermanus – shared with mailing list
- Vote for Gansbaai representing the Western Cape in the Kwêla Town of the Year competition. Distributed to mailing list and shared on social media.
- Promoting restaurants specials and promotions on whatsapp groups and social media platforms.
- Shared the Western Cape Enterprise Development sponsorship opportunity with stakeholders.
- Shared invitations to municipal tourism workshops in Swellendam and Cape Agulhas.

1.6 Events

The economic impact of events cannot be overstated. They serve as powerful catalysts for growth across multiple sectors in the value chain, including accommodation, food and beverage, travel, local retail, and tourism attractions. Event tourism not only stimulates the local economy but also enhances the destination's image, contributing to much-needed job creation.

In the Overstrand region, a well-developed and continuously updated annual events calendar strengthens its reputation as a credible international tourist destination. This, in turn, drives both social and economic development within local communities, fostering a sense of pride while creating entrepreneurial opportunities.

Visitor Information Centres (VICs) play a vital supporting role by assisting sporting event organisers, including schools, with accommodation bookings and other logistical requirements. In addition, weekly and monthly event calendars are distributed to accommodation providers, restaurants, and activity operators, ensuring that tourism stakeholders are well-informed and able to plan effectively.

Overall, events remain a key driver of local economic growth, destination marketing, and sustainable job creation.

Event Summary

Total Events in July 2026: 233

Total Events in July 2025: 240

2. TOURISM DEVELOPMENT

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.

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.

SMME Support and Product Display Initiatives:

- Mardee Design at Hermanus Tourism: Mardee Design has been allocated space at Hermanus Tourism, enabling them to showcase and create their crafts.
- Two stalls at Market Square, Old Harbour Hermanus provides platform for arts/crafters to sell their products.

OPPORTUNITIES SHARED THROUGH PLATFORMS:

- 1 July Western Cape Government Tourism Growth Fund applications open.
- 3 July The Department of Economic Development and Tourism through its Enterprise Development unit, invites applications for sponsorships for the Entrepreneurship Ecosystem Support Programme available on Western Cape Government website.
- 3 July Tourism Growth Fund online application system is live today.
- 3 July Invitation to Tour Guides to Discover Stony Point Nature Reserve on 27 August.
- 6 July Recruitment of unemployed Youth for the Integrated Service Excellence Programme 2026 - applications now open – Western Cape. Applications close 10 July.
- 7 July Connecting Young People to Government Opportunities Webinar 9 July.
- 10 July Online Mandarin (Chinese) Language Opportunity for Tourist Guides. All submissions must be sent via email to TGtraining@tourism.gov.za. CLOSING DATE: 17:00, 24 JULY 2026.
- 22 July Invitation to enrol for the Artisan Recognition of Prior Learning (ARPL) programme for chefs in KwaZulu-Natal and Western Cape provinces by Department of Tourism. Closing date 31 July.
- 22 July The Western Cape Government invites organisations to apply for the Entrepreneurship Ecosystem Support Programme.