



**ORDINARY MEETING OF THE MAYORAL  
COMMITTEE**

**GEWONE VERGADERING VAN DIE  
BURGEMEESTERSKOMITEE**

**INTLANGANISO YESIQHELO YEKOMITI  
KASODOLOPHU**

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

**DATE / DATUM / UMHLA : 10 FEBRUARY / FEBRUARIE /  
FEBHRUWARI 2025  
BANQUETING HALL,  
CIVIC CENTRE  
HERMANUS**

**TIME / TYD / IXESHA : 14:00**

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

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**4 February 2025**

**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 **MONDAY, 10 FEBRUARY 2025** at **14:00** to consider the items set out in the attached agenda.

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

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**4 Februarie 2025**

**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 **MAANDAG, 10 FEBRUARIE 2025** om **14:00** vir oorweging van die items op die meegaande agenda.

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

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**4 Febhruwari 2025**

**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 UMVULO UMHLA, 10 FEBHRUWARI 2025** ngeye-**14:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

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

**AGENDA/...**

# OVERSTRAND MUNICIPALITY

## MAYORAL COMMITTEE MEETING

10 February 2025

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**CORPORATE SERVICES PORTFOLIO:**

No items were received for this portfolio

**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 **Wednesday, 13 November 2024 at 10:00**

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

SALGA Matters:

**5. TOURISM MONTHLY REPORT: DECEMBER 2024****R Louw**  
**28 January 2025****Tourism****(028) 313 8071**

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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 December 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 December 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 December 2024 **be noted.**

**RESPONSIBLE OFFICIAL :**

**R LOUW**

**TARGET DATE FOR IMPLEMENTATION :**

**12 FEBRUARY 2025**



### 2024 FESTIVE SEASON REFLECTION:

- Stanford saw a surge in visitors on December 13th with the festive lights switch-on, coinciding with the Stanford Sunset Market and a special evening market. Families and friends joined in celebrating the start of the holiday season. Collaboration was strong, with shops and restaurants staying open later, and business owners decorating their own buildings. While business turnover wasn't as high as during the Chelsea Flower Show (18,000 visitors over 16 days), the VIC received 281 calls from places like Somerset West and Struisbaai asking when the best time to view the festive lights would be, showing that our efforts are paying off.
- Gansbaai had a positive holiday season. Businesses reported being as busy as expected, with no major changes compared to last year. Despite the tough economy, most were satisfied, though a few saw a slight downturn, possibly due to visitors leaving early in January. The town saw a high number of local visitors and many events, which boosted activity. Moving forward, we'll focus on maintaining what worked well this season.
- Kleinmond also had a busy holiday season. Visitors appreciated the event calendars and display board at the Visitor Information Centre (VIC). The top three supermarkets had record seasons, with Shoprite's best in 3 years, Kleinmond SuperSpar's best in 16 years, and OK Mini Market seeing more customers and larger baskets. Enquiries about camping, Christmas lights, and restaurants were popular.
- Despite quieter periods and earlier departures, the Hermanus season was generally successful. High demand for certain activities and good weather contributed to a positive holiday period for businesses. The Hermanus Tourism kiosk experienced high foot traffic, showing interest in local attractions. The Amphitheatre and Old Harbour experienced significant activity, with large crowds attending various events. Accommodation, activities, and restaurants enjoyed high occupancy and strong bookings, reflecting a busy and thriving atmosphere. Additionally, retail businesses saw positive performance, with a noticeable increase in shopping activity.



## HIGHLIGHTS:

- The top 3 countries who frequented the Visitor Information Centres (VIC's) in December included guests from Germany, France, and Netherlands.
- Majority of the enquiries at the VIC's were for things to do in the Overstrand, restaurants and water activities (sunset cruises, kayaking, tidal pools, beaches).
- A record number of 417 events were recorded in December 2024 compared to the number of events recorded in December 2023 which was 340 events. This amounts to a 38% increase.
- Blue Flag season ceremony held on 2 December at Grotto Beach in Hermanus. Grotto Beach has proudly held Blue Flag status for 24 consecutive years, while Kleinmond Beach has been part of the programme for 19 years.
- Friedly Roadblocks welcoming visitors to the Overstrand were held in Hermanus and Gansbaai on the 14<sup>th</sup> & 15<sup>th</sup> of December.
- Kleinmond lit up on the 15<sup>th</sup> of December with Christmas lights switched on in Harbour Road and in 15<sup>th</sup> Avenue.
- The 3<sup>rd</sup> Grootbek op Kleinmond Festival held at The Shed in Harbour Road from 15 – 21 Dec.
- Stanford Starry Night Markets in collaboration with the Sunset Market on Friday 13<sup>th</sup> & 20<sup>th</sup> December with about 5300 guests.
- Officially Stanford lights switch on with her Honorable Mayor Dr Rabie on Friday, 13<sup>th</sup> December 20:00 with a band and Santa Claus down the main street from 19:00.
- Dogs of War Veteran Bikers Santa sweetie drop off – 16 December - First time event and a massive success. The bikers decorated their bikes with Xmas lights and escorted Santa and his elves in the bakkie to deliver sweeties to the children to eight different locations around the greater Gansbaai area.
- Danger Point Lighthouse opened to visitors between 18 & 21 December. +- 700 people visited the lighthouse over this period.
- The Stanford 6's is an annual charity event sponsored by Buildit Gansbaai and Buildit Hermanus held on the 26<sup>th</sup> of December. Live music contests, and family fun.

## NEW BUSINESS ALERT!

- FH Haarateljee opened at Shop 6 at The HUB, Betty's Bay.
- Sweet Moments Ice Cream shop opened and is located on Kleinmond Main Road.
- Pigalle Thrift Shop opened in Aberdeen Street, Hermanus.
- German Deli & Delights, Shop 4,3 High Street, Hermanus.
- Co-Unity Hermanus rebranded & renovated with bigger office spaces and now includes Trubean Café.
- Cobbler & Co opened in Mitchell Street, Hermanus offering a variety of services from shoe repairs to engraving services.

## 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.

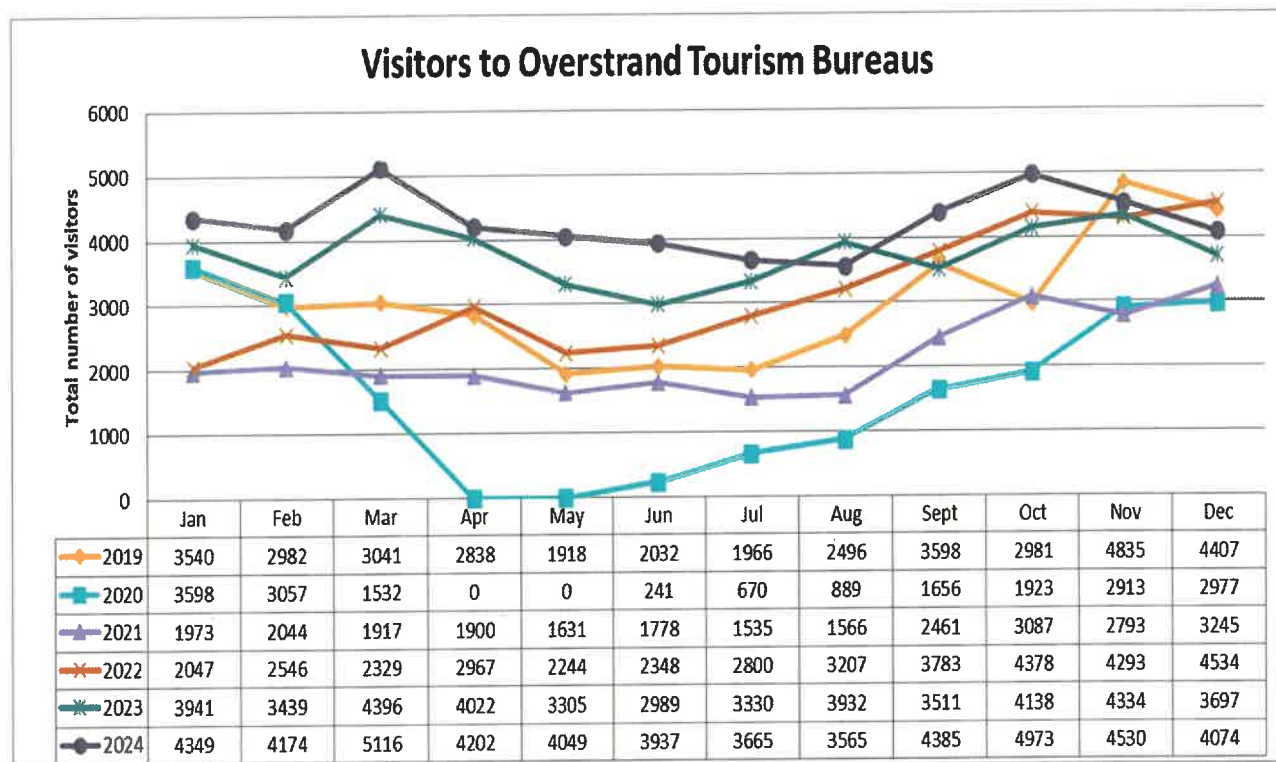
### 1.1 VISITOR INFORMATION CENTRES (VIC's)

The Visitor Information Centres , walk-in visitors requested mostly directional assistances, maps of all areas or updates on activities and things to do while in the Overstrand.

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.

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

**Statistics: Walk-In Visitors - Visitor Information Centres**

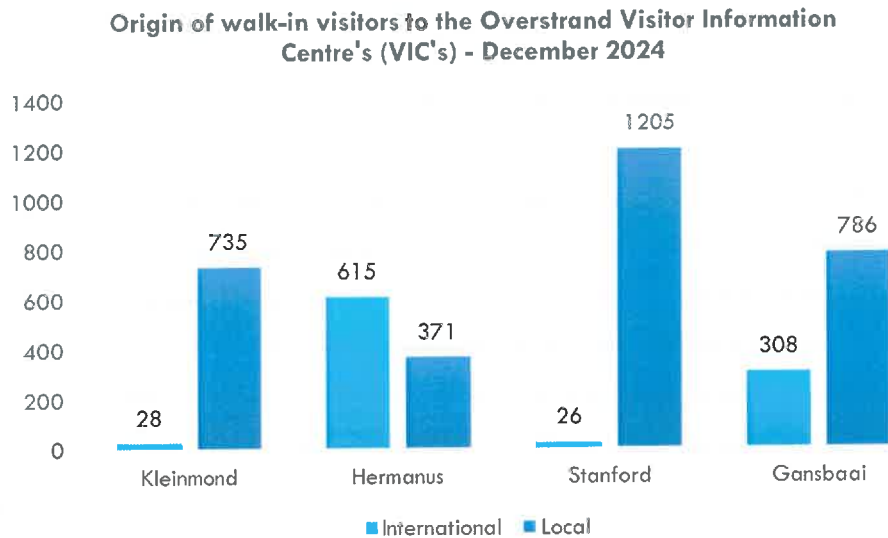


Town	December 2024	December 2023
Kleinmond	763	625
Hermanus	986	1063
Stanford	1231	985
Gansbaai	1094	1024
<b>GRAND TOTAL</b>	<b>4074</b>	<b>3697</b>

Table 1: Statistics - VIC's December 2024 vs 2023

Visitor walk-in numbers increased with 377 from 3697 in December 2023 compared to 4074 in December 2024 (Table 1). The increase in numbers can be attributed to the increase in events & festivals held during the festive season.

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



**Figure 1: Number of international vs local visitors to the VIC'S – December 2024**

Town	International	Local
Kleinmond	28	735
Hermanus	615	371
Stanford	26	1205
Gansbaai	308	786
<b>Total</b>	<b>977</b>	<b>3097</b>

**Table 2: International vs Local Visitors to the VIC's for December 2024**

The majority of visitors to the Visitor Information Centres (VIC's) in December were local visitors (76%) (Table 2). This can be attributed to the increase in events & festivals over the festive season.

Local visitors also seem keen to collect information on events happening within Overstrand and uses the Visitors Information Centres notice boards as an additional marketing tool for their events.

Accommodation and activity establishments collect brochures, maps and weekly tourism diaries on a regular basis which they distribute to their guest. The offices also function as a central pick-up point for tour operators and tour guides from which to collect their clients.

### Top 3 Office Enquiries:

Most enquiries for the month of December related to things to do in the Overstrand, restaurants and water activities (sunset cruises, kayaking, tidal pools, beaches).

There was increased traffic of visitors looking for information on events & activities happening in Overstrand.

Brochures/Maps and directional information remains popular as not all visitors are technologically savvy.

### Key Attraction Stats for December 2024

Attractions	2024	2023
African Penguin and Seabird Sanctuary	3 759	4 796
Danger Point Lighthouse	700	825
Harold Porter National Botanical Garden	9 015	8 413
Stony Point	6 888	0

Attractions	2024	2023
Kogelberg Nature Reserve	2 204	1 742

Table 3: Key attraction statistics, December 2024

## 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:



Blue Flag Season Launch at Grotto Beach, 2 December 2024

- 2 December The Blue Flag Season Launch at Grotto Beach
- 2 December Meeting at Grootbos Chelsea Flowers in Stanford / Stanford in Bloom Festival 2025 with various play roles of 2024
- 4 December Lights Promotions and Events Meeting at La Cantina on Starry Starry Nights Campaign December 2024
- 7 December The Amazing Race Hermanus, Tourism assisted with activities. 9 Teams participated.
- 9 December Online Teams Municipal Events Application Meeting Stanford Longtable
- 12 December Meeting Nicolene Starry Night Lights markets
- 14 December Hermanus & Gansbaai Friendly Roadblocks
- 14 December Hot Summer of Touch Event, Kleinmond Beach

15 December Kleinmond String Lights Festival, Harbour Road

15 December Christmas Lights switch on in 15th Avenue, Kleinmond.



Kleinmond Christmas String Lights festivities on 15 December in Kleinmond Harbour.



Friendly Roadblock – Hermanus

### 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 Dec 2023 vs Dec 2024												
	f		%	i		%	Instagram Posts		%	X		%
Year	2023	2024		2023	2024		2023	2024		2023	2024	
	12 492	13 909	10%	3 505	3 723	6%	1 048	1 114	6%	4 769	4 879	2%
	8 954	10 602	16%	1 990	2 122	6%	620	714	13%	1 738	1 782	2%
	17 968	22 600	20%	9 209	10.8K	15%	928	1005	8%	6 080	6 165	1%
	8 504	9 423	10%	3 381	3 827	12%	1 842	1 987	7%	3 522	3 537	0%
	12 090	12 951	7%	2 521	2 612	3%	780	833	6%	3 676	3 629	-1%
<b>Grand Total</b>	<b>60 008</b>	<b>69 485</b>		<b>20 606</b>	<b>22 656</b>		<b>5 218</b>	<b>5 653</b>		<b>19 785</b>	<b>19 992</b>	

Table 4: Overstrand Tourism Social Media presence – December 2024

As per Table 4 above there was a **12% increase** (from 105 617 followers to 117 786) in tourism’s social media presence for all the tourism offices across the Overstrand for December 2024.

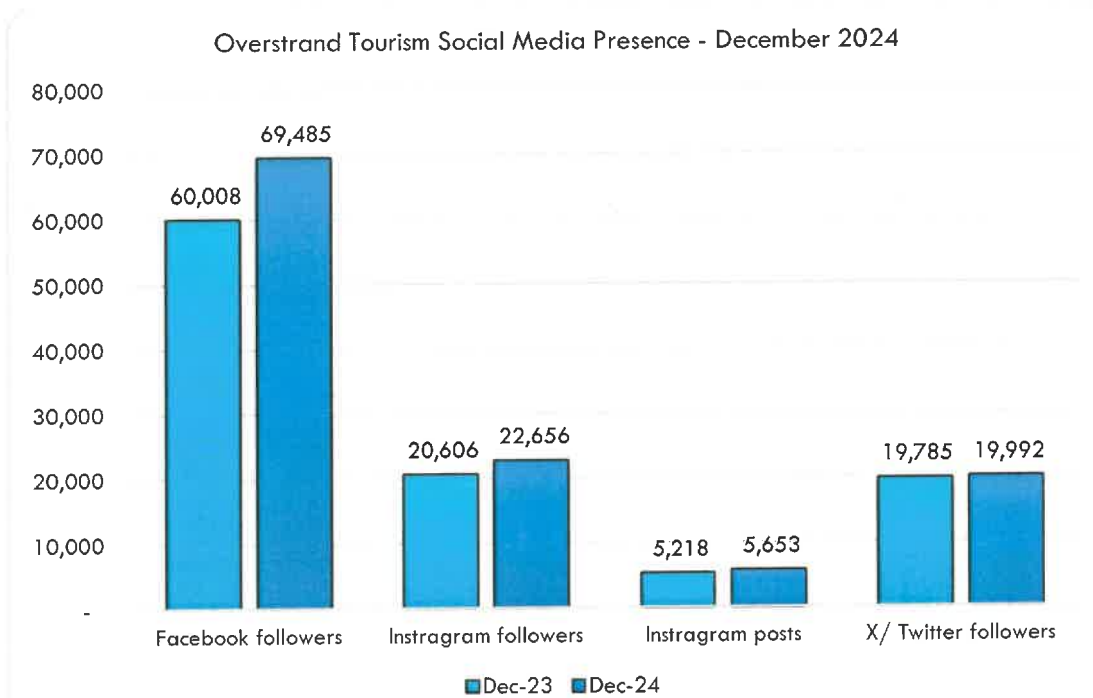
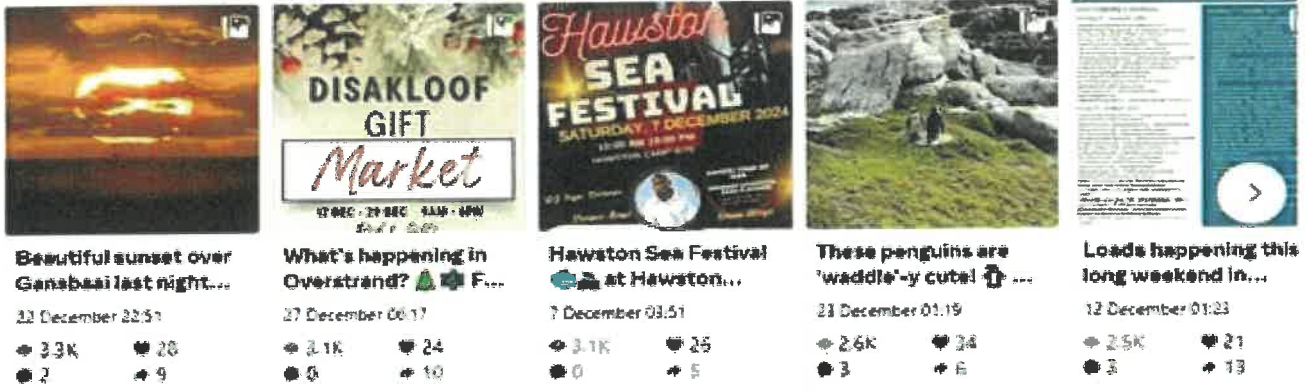


Figure 2: Overstrand Tourism Social Media Presence - December 2024

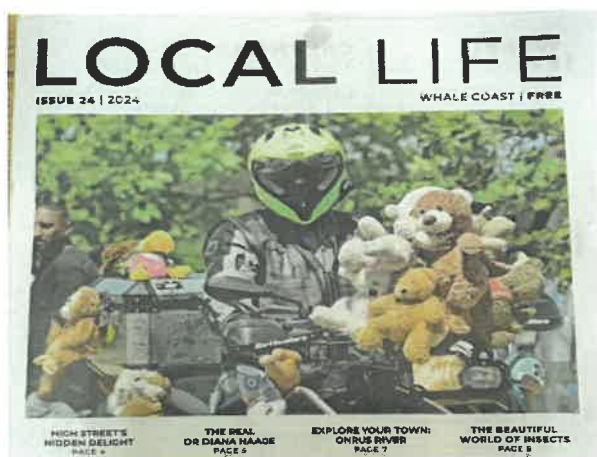
### Top Performing post for December 2024 - Cape Whale Coast



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



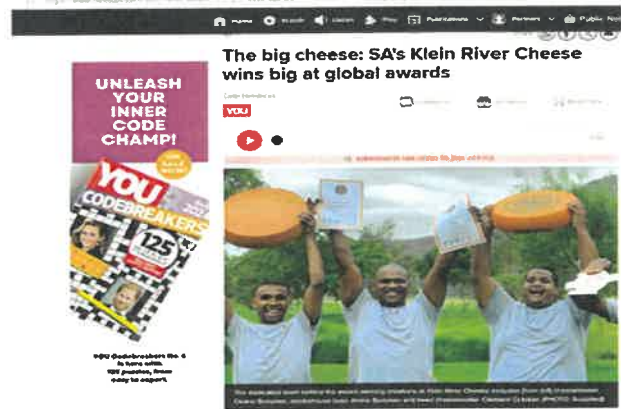
Skaapboud of Potjie short film shot in Kleinmond showed on KykNet on 24 Dec 20:00.



Overberg Toy Run in Local Life



Klein River Cheese featured in The Village News of 6 December 2024.



You Magazine Online

Overstrand Tourism also featured in the following publication:

<https://www.news24.com/news24/community-newspaper/hermanustimes/worlds-biggest-amateur-golf-tournament-20241119> -The world's biggest amateur golf tournament, played on a single golf course, is coming to Hermanus in March next year.

The Nomads Golf Club of South Africa will be hosting their annual tournament at Hermanus Golf Club from 16-20 March 2025. No less than 320 players from Nomads clubs around the world will be competing in three rounds of golf over four days.

## 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.

- December 2024 events increased to 417 compared to the 340 events in December 2023. (38% increase).
- Some of the majors events that took place in December are noted in the Highlights section of this report on p1.
- 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.
- VIC's are the go-to place for sporting event organisers, including schools, in helping with accommodation bookings.

Music Events hosted at Stanford Hills this December.



Stanford Hills hosted 6 music events of which 1 sold out, Spoegwolf of 1200 guests. Jeremy Loops and Matthew Mole sold out over 1000 tickets per show.

The other 3 shows have an average of 600 people.



The Stanford 100 Miler on Saturday, 7 December starts and ends at Stanford Hills Estate. This event had 340 cyclists competing compared with 300 in 2023 and over +-600 spectators.



Amazing Race participants executing an activity at the Hermanus Tourism Office. 9 Teams of 7 participated.



## 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.

- 10 Participants from Overstrand graduated from the Nature Marine Guide Level 2 and First Aid Level 1 training programme sponsored by the Provincial Department of Economic Development

and Tourism (DEDAT) in collaboration with Field Guides Association of Southern Africa (FGASA) in December.

- 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.

Opportunities shared through platforms:

- |             |  |
|-------------|--|
| 12 December | Wesgro Export Training Course - 13 to 22 January 2025  |
| 14 December | Department of Small-Scale Business Development call for application: Asset Assist. Closing date 22 Jan 2025.                             |
| 18 December | Western Cape Department of Agriculture advert for Bursaries in the agricultural sector for 2025 academic year. Closing date 31 Dec 2024. |
| 19 December | Overstrand Festive Season calendar shared.   |