



**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 : 25 FEBRUARY / FEBRUARIE /
FEBHRUWARI 2026
BANQUETING HALL,
CIVIC CENTRE
HERMANUS**

TIME / TYD / IXESHA : 09:00

MUNICIPALITY / MUNISIPALITEIT / UMASIPALA WE-OVERSTRAND

Office of the Municipal
Manager
Municipal Offices
HERMANUS

18 February 2026

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, 25 FEBRUARY 2026** at **09:00** to consider the items set out in the attached agenda.

DR D O'NEILL
MUNICIPAL MANAGER

18 Februarie 2026

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, 25 FEBRUARIE 2026** om **09:00** vir oorweging van die items op die meegaande agenda.

DR D O'NEILL
MUNISIPALE BESTUURDER

18 Febhruwari 2026

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 uLWESITHATHU UMHLA, 25 FEBHRUWARI 2026** ngeye-**09:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

DR D O'NEILL
UMPHATHI KAMASIPALA

AGENDA/...

OVERSTRAND MUNICIPALITY

MAYORAL COMMITTEE MEETING

25 February 2026

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INFRASTRUCTURE SERVICES PORTFOLIO:

No items were received for this Portfolio

COMMUNITY SERVICES PORTFOLIO:

No items were received for this Portfolio

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No items were received for this portfolio

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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, 26 November 2025 at 09:00**

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

SALGA Matters:

5. TOURISM MONTHLY REPORTS: DECEMBER 2025 AND JANUARY 2026**R Louw** **Divisional Manager : Strategic Support Services**
9 February 2026**(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 December 2025 and January 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 December 2025 and January 2026.

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 – December 2025

Annexure B: Tourism Report – January 2026

RECOMMENDATION:

that the tourism reports for December 2025 and January 2026 **be noted**.

RESPONSIBLE OFFICIAL :**R LOUW****TARGET DATE FOR IMPLEMENTATION :****2 MARCH 2026**



2025 FESTIVE SEASON REFLECTION

Overstrand Tourism kicked off the season with each town hosting a welcome roadblock to visitors arriving in the region. Both the local hospitality and retail sectors enjoyed a booming trade as holidaymakers set out to explore all that Overstrand has to offer.

Many accommodation establishments reached full capacity, maintaining a 98% occupancy rate throughout the peak period.

Events were a huge drawcard, with 394 events hosted in December alone. Overall, the Overstrand experienced a 2.52% increase in events throughout 2025, growing from 3,096 events in 2024 to 3,174. The festive season events calendar was instrumental in marketing all that Overstrand has to offer.

Visitor Information Centres saw an increase in walk-in visitors from 3,343 in December 2024 to 3,973 in December 2025, a significant 18.85% increase. Many of these individuals were return visitors who have made the Overstrand their preferred annual holiday destination. On an annual basis the total walk-in visitors grew from 42,043 in 2024 to 43,036 in 2025, representing an increase of 993 visitors (2.36%).

Our top international source markets this festive season included Germany, the Netherlands, the United Kingdom, Asia, and the United States.

Despite the challenge of numerous fires across the region, the weather remained ideal and beaches were packed to capacity. While a few businesses unfortunately suffered major losses due to these fires, the Overstrand community's trademark resilience was on full display. All parties pulled together to support those affected, and as rebuilding begins, we are confident these businesses will return stronger than ever.

Highlights:

- Overstrand Tourism welcomed visitors to the region in each of the respective towns on the 12th of December.
- The popular Annual Night of 1000 Drawings drew numerous individuals to this artistic event
- The Hermanus Cliff Path Rotary View Deck officially opened on 9 December, enhancing one of Hermanus' most iconic scenic routes.
- Bouchard Finlayson closed for long-term renovations until 2027 but will maintain a presence with their pop-up Harbour Square Hotel, Hermanus.
- Kostelijk Restaurant at Bona Dea launched in the Hemel & Aarde Valley in December and sets out to be a new culinary experience for local and international foodies.

- Luxury explorer ship Le Bellot passed Walker Bay however, due to high winds, it was unable to dock as planned.
- International influencer iShowSpeed (USA) went shark cage diving with White Shark Diving Company, generating over 15.7 million views and providing massive global PR for Gansbaai.
- WildX Adventures launched at Stanford Hills Estate, with plans to expand into mountain biking, archery, Stand Up Paddle-boarding and more.
- Betty's Bay (Silversands Beach) served as a location for a Gatehouse Commercials film shoot on 16 December.
- Chapter Three Bistro opened at the Whaling Station in Betty's Bay.
- Ethos Gallery and Collective officially opened at The Hub in Betty's Bay on 12 December.
- Rivergate Christmas Market Sunday held on 14 December drew more than 3000+ people, Stanford
- Stanford Festive Markets held from 16 – 21 December drew over 5000+ visitors.
- Sunset Market on 19 December with live music by Divine Mahara. +_500 people, Stanford.
- Christmas Lights on Main Ceremony arranged by Kleinmond administration on 13 Dec was well attended after being arranged privately in 2024. 6 local stall holders participated with a variety of products sold.
- Gansbaai Christmas Lights Festival was held on 5 December with this years theme dedicated to the Fire Department for their incredible work during the big fires.
- Bikers Christmas lights parade on 19 December facilitated by Dogs of War Bikers had cars decked out with Christmas Lights together with Father Christmas with his elves handed out 1600 sweetie bags to the children in Gansbaai.



Overstrand Tourism welcoming visitors in respective towns.



Epoché at Hasher Family Wine Estate.

Bouchard Finlayson pop-up

Kostelijk Restaurant



Newly renovated Hermanus Cliff Path Rotary View deck opposite Just Pure bistro.

1. DESTINATION MARKETING

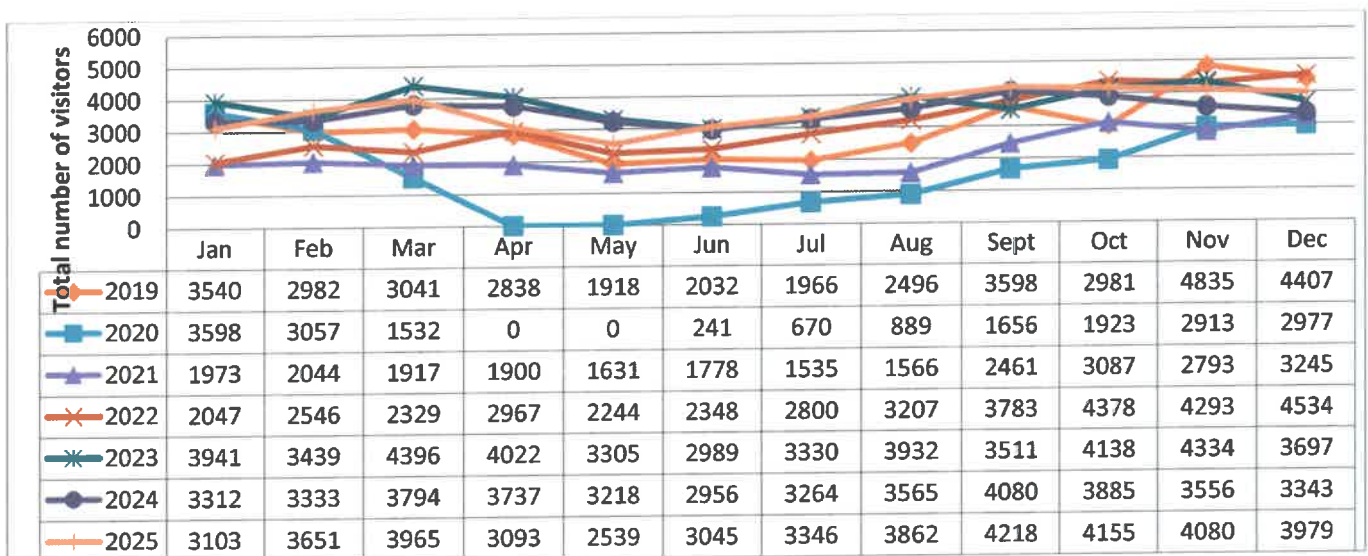
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

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	December 2025	December 2024
Kleinmond	804	763
Hermanus	1503	986
Stanford	1019	590
Gansbaai	653	1004
GRAND TOTAL	3979	3343

Table 1: Statistics – December 2025 vs December 2024

Visitor walk-in numbers increased by 19.02 % from 3343 in December 2024 to 3979 in December 2025 (Table 1).

Town	International	Local
Kleinmond	22	782
Hermanus	866	637
Stanford	63	956
Gansbaai	52	601
Total	1003	2976

Table 2: International vs Local Visitors for December 2025

Origin of International visitors to the VIC's:

Hermanus	Germany, Netherlands & USA
Kleinmond	Germany, Asia & Australia
Gansbaai	United Kingdom & Holland
Stanford	Belgium, Netherlands & Sweden

- ✓ 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: December 2025

Visitor inquiries during November focused primarily on outdoor activities, boat cruises and wine routes.

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 December 2025

Attractions	2025	2024
African Penguin and Seabird Sanctuary	5113	3759
Danger Point Lighthouse	645	700
Shark Cage Diving (All vendors)	2928	3 074
Whale Boat Tours (Marine Dynamics)	1326	1358
Leisure Fishing Boats (Kleinbaai Harbour)	67	166
Klipgat Caves	6922	7774
Harold Porter National Botanical Garden	11835	9015
Stony Point	8058	6888
Kogelberg Nature Reserve	2386	2204

Table 3: Key attraction statistics, December 2025

1.2 Tourism Engagements

1 December	Blue Flag Opening Ceremony, Kleinmond Main Beach
2 December	Social media assistance given to Jojo from Akwaaba Market in Hermanus.
5 December	Gansbaai Christmas Lights Festival with approximately 250 people in attendance.
11-13 December	Pearly Beach and De Kelders Cleanups organised by community.
12 December	Various Visitors Welcome Campaigns held in Hermanus, Kleinmond, Stanford and Gansbaai.
16-20 December	Geological Walk with 40 in attendance over 3 days. Promoting the Duiwelsgat coastline hike and the historical and geological tourism hotspots in Gansbaai.
18-20 December	Danger Point Lighthouse open to public with 645 attendees visiting the lighthouse.
19 December	Bikers Christmas Parade with local bikers handing out sweets to children.
20 December	Danger Point Lighthouse open to public.

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 2024 vs Dec 2025												
Year	Facebook		%	Instagram		%	Instagram Posts		%	X		%
	2024	2025		2024	2025		2024	2025		2024	2025	
	13 909	15 165	8%	3723	3887	4%	1114	1138	2%	4879	4891	0%
	10 602	11 323	6%	2122	2268	6%	714	777	8%	1782	1784	0%
	22 600	28 097	20%	10.8K	11.8K	8%	1005	1027	2%	6165	6087	-1%
	9 423	10 523	10%	3827	4624	17%	1987	2226	11%	3537	3534	0%
	12 951	14 774	12%	2612	2876	9%	833	947	12%	3629	3610	-1%
Grand Total	69 485	79 882		23 084	25 455		5 653	6 115		19 992	19 906	


Table 4: Overstrand Tourism Social Media presence – December 2025

As per Table 4 above, there was a **11.12% increase** (from 118,214 followers to 131,358) in tourism's social media presence for all the tourism offices across the Overstrand for December 2025.


Top Performing post for December 2025 - Cape Whale Coast




As whale season draws to a close, Hermanus...
1 December 02:47
94.2K views, 147 likes




A new chapter begins for Bouchard...
12 December 02:53
39.8K views, 147 likes



The Hermanus Cliff Path Rotary View De...
9 December 06:09
20.1K views, 147 likes



Epoché — meaning no judgement and being...
2 December 03:45
13.7K views, 12 likes



Celebrate the magic of the Cape Whale Coas...
17 December 09:28
6.7K views, 6 shares

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

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
Social Media Influencer – streamer	iShowSpeed a streamer from the USA went shark cage diving and brought his entourage of 15 crew	https://youtu.be/4zdeGs_fEMA

Publication/Platform	Feature / Article Topic	Link / Nature
	including drone operators and underwater videographers. White Shark Diving Company was the stakeholder. 15,7 million views.	
Dine Plan	The Book Club Restaurant in Pringle Bay received number 50 by Dineplan Reviewer's Choice Awards.	Online
Inside Guide	The 30 Best Things to Do in the Cape in Summer by Inside Guide – River tubing in Kogelberg.	Online
Village News	Feature on Hangklip-Kleinmond	Print
Getaway Magazine	5 quick overnight cabins near Cape Town for a 24-hour nature reset - Platbos in Gansbaai and Kogelberg Nature Reserve	Online
Getaway Magazine	The Overberg oasis that's saving lives – Romansbaai Private Reserve	Online
Daily Maverick	Feature on Overstrand beaches.	Online
TimeOut South Africa	Seaside towns you must visit in South Africa featuring Hermanus	Online

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.

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 December 2025: 394

Total Events in December 2024: 417

5.52% decrease in events compared to previous year.

Number of events between January 2025 to December 2025 was 3174 which is a 2.52 % increase compared to the previous years 3096 events held.

Here's a few events which took place in Overstrand!

- South African Military Academy's Trans Enduro exercise started in Hermanus New Harbour on the 5th of December on route to City of Cape Town.
- Hawston Sea Festival held on the 6th & 7th of December.
- Ubumnandi Festival Summer Picnic at Mount Pleasant Sports Field Hermanus on the 6th of December.
- Stanford 100 Miler Saturday, 6 December on Stanford Hills Estate – 300 cyclists

- Sixth Cricket on Boxing Day the Village Green on Friday, 26 December 8:30 – 19:00 ,7 teams of 10 players, 100 spectators, Stanford
- Stanford Hills Summer session music over December 2025 with 8000+ people in attendance, with 3 shows booked out and the rest 75% capacity.
- 39 teams participated in the annual Hot Summer of Touch Rugby event held at Kleinmond Beach on 14 Dec.
- Vissermans Fees in Gansbaai held on the 14th of December, traditional annual event



Hot Summer of Touch Rugby on Kleinmond Beach.



SA Military Transenduro cycling team

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:

- Curio Corner SMME Economic Development Program: The Stanford Tourism Office is actively supporting local Small, Medium, and Micro-Enterprises (SMMEs) through its "Curio Corner" program, dedicating space for them to display and sell their products.
- 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:

- 13 Dec Call for Applications: Asset Assist Programme by Small Business Department. Closing date 9 Jan 2026.
- 15 Dec Jobs/Career Fair: Save the date for 19 & 21 February 2026 in Overstrand.
- 23 Dec DEDAT Master Class Experience Programme information and application link.
- 23 Dec Call for Applications: Asset Assist Programme by Small Business Department. Closing date 9 Jan 2026.



Summary:

Stanford / Gansbaai Fires

Beginning on the 5th of January 2026, extreme dryness, strong winds, and dense vegetation sparked multiple wildfires across the Overstrand region, including Stanford and Pearly Beach. The Stanford blaze burned through inaccessible bushland, requiring helicopters and specialised crews. On 8 January, a Code Red alert was issued, with residents urged to prepare for evacuation.

Impacts:

- Structures and farm infrastructure damaged; assessments ongoing.
- Panthera Africa Big Cat Sanctuary: All 26 big cats evacuated; one tiger died, others suffered smoke inhalation and burns.
- Honeybee Heroes: Hundreds of beehives relocated as fynbos burned, threatening pollinators.
- Cancellations in tourist accommodation, restaurant and tourist attractions bookings.
- Overall, the fires caused direct physical damage, financial losses, cancellations, prolonged operational disruption, and emotional strain with recovery still ongoing for many affected parties.

No resident fatalities confirmed. Wildlife and conservation areas remain vulnerable, with ongoing recovery efforts.



Empowering Overstrand Tourism Entrepreneurs.

Local entrepreneurs recently attended the Experience Master Class Programme, an initiative hosted by the Overstrand Municipality in collaboration with the Provincial Department of Economic Development and Tourism (DEDAT) and the Cause Development Agency. This programme is designed to help local tourism entrepreneurs enhance the visitor experience through expert coaching and business development.

Twenty one (21) participants were provided with practical tools to strengthen their tourism offerings and build sustainable businesses. As part of the programme, they participated in a local tourism experience, evaluating it against the professional toolkit provided during the session. A second session, focusing on business pitching, is scheduled for 17 February 2026.



Experience Master Class Programme, February 2026

Highlights:

- Film shoot by Sendero Studio for Commercial Filming/Photography at Rooiels Beach on 23 January.
- Heygui film shoot (commercial) at various locations in Hermanus, 22 January.
- Humaine film shoot (commercial) at various locations in Hermanus, 21 – 26 January.
- The Hermanus Country Market festive season wrapped up successfully with the final night market on 7 January.
- The Harold Porter National Botanical Garden boasts the Red Disa (*Disa uniflora*) that is currently in bloom, drawing botanical enthusiasts to view them in their natural habitat.
- Lomond milkwood forest lunch and wine tasting events were well received by the public.
- The Visserman Diens in Gansbaai was held on 25 January, this traditional annual prayer event at Gansbaai Harbour continues to gain popularity. This years' service held special significance, focusing on both the local fishermen and the firefighters.
- A series of sundowner sessions and talks were held at Waterkop (Stanford) and the Grootbos Foundation, focusing on conservation awareness and the foundation's ongoing community work.

New Business Alert!

- Pryca Properties, Hermanus
- Ocean Scroll Scooters, Hermanus
- Taurus Manufacturing Jewellers, Hermanus
- Eden Jackets, Hermanus
- Sands Surf & Sound Pub opened on Clarence Drive in Betty's Bay next to Jocks Hardware offering woodfired pizzas.

1. DESTINATION MARKETING

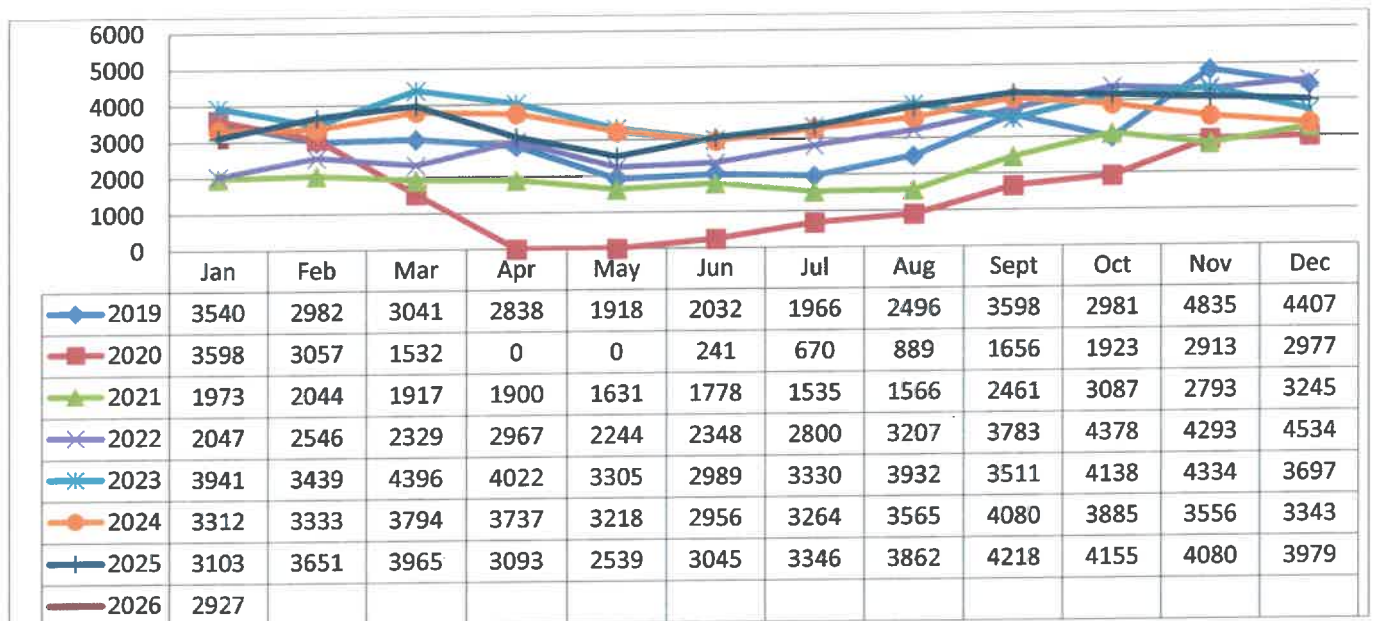
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

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	January 2026	January 2025
Kleinmond	685	618
Hermanus	1196	994
Stanford	723	703
Gansbaai	323	788
GRAND TOTAL	2927	3103

Table 1: Statistics – January 2026 vs January 2025

Visitor walk-in numbers **decreased by 5.7 %** from 3103 in January 2025 to 2927 in January 2026 (Table 1).

Town	International	Local
Kleinmond	18	667
Hermanus	701	495
Stanford	693	30
Gansbaai	39	284
Total	1451	1476

Table 2: International vs Local Visitors for January 2026

Origin of international visitors to the VIC's are:

Hermanus	Holland, England & Germany
Kleinmond	Germany, Asia & Spain
Gansbaai	Germany
Stanford	Germany, Netherlands & Italy.

- ✓ 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: January 2026

Visitor inquiries during January focused primarily on hiking, ocean activities and restaurants.

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 January 2026

Attractions	2025	2026
African Penguin and Seabird Sanctuary	2029	2349
Danger Point Lighthouse	348	481
Shark Cage Diving (All vendors)	3163	2475
Whale Boat Tours (Marine Dynamics)	877	889
Leisure Fishing Boats (Kleinbaai Harbour)	113	78
Klipgat Caves	3032	3760
Harold Porter National Botanical Garden	8692	10308
Kogelberg Nature Reserve	1639	1783
Stony Point	7855	6769

Table 3: Key attraction statistics, January 2026

1.2 Tourism Engagements

3 January	Castle Beach, Pearly Beach cleanup 70 in attendance.
14 January	Assisted with Elgin Community College entrepreneurship training venue for Gansbaai & Stanford youth.
25 January	Vissermans Diens in Gansbaai with 150 in attendance.
26 January	DEDAT Experience Master Class Programme workshop for local tourism entrepreneurs.
27 January	Local cultural immersive tour in Zwelihle with local entrepreneurs.

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 Jan 2026 vs Jan 2025												
	f		%	i		%	Instagram Posts		%	X		%
Year	2025	2026		2025	2026		2025	2026		2025	2026	
	13 933	15 276	9%	3748	3909	4%	1115	1140	2%	4881	4982	2%
	10 666	11 341	6%	2147	2288	6%	719	778	8%	1783	1784	0%
	22 982	28 222	19%	11K	11.9K	8%	1006	1033	3%	6154	6085	-1%
	9 441	10 594	11%	3842	4665	18%	2002	2231	10%	3535	3536	0%
	12 941	15 193	15%	2629	2920	10%	833	950	12%	3624	3604	-1%
Grand Total	69 963	80 626		23 366	25 682		5 675	6 132		19 977	19 991	

Table 4: Overstrand Tourism Social Media presence – January 2026

As per Table 4 above, there was a **11.3 % increase** (from 118,981 followers to 132,431) in tourism's social media presence for all the tourism offices across the Overstrand for January 2026.

Top Performing post for January 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
Cape Town Etc	Beachgoers at Palmiet Beach were graced with the presence of an elephant seal on Sunday night, as the majestic creature made an unexpected stop along the Kleinmond coastline to rest.	Online
Overbergbewoners, on KykNET.	Adventurer and lover of the sea, Brian McFlarlane's love for Hermanus runs deeper than the ocean. In Franskraal, award-winning writer, S.D. Fourie credits the Overberg as inspiration for her captivating stories.	Media
Overbergbewoners, on KykNET.	When South African actor and filmmaker, Neil Sandilands, isn't taking Hollywood by storm, you'll find him at home in Onrus. Two-time world bodyboarding champion, Tristan Roberts, is making waves in Hermanus and beyond.	Media
Overbergbewoners, on KykNET.	In Hermanus, adventurer businessman, Clinton Lerm, is changing lives, one quest at a time.	Media
Overbergbewoners, on KykNET.	Explore the stunning Overberg region of the Western Cape and get to know the incredible people who call this magnificent place home. Met inspiring penguin and seabird ranger, Gavin Petersen, at the Stony Point Nature Reserve in Betty's Bay.	Media
Travel + Leisure India & South Asia Best Awards 2025.	Grootbos has been named Best Sustainable Hotel.	Online
Getaway Magazine	Stanford has made the top 10 quaint and quiet towns worth exploring in the Western Cape.	Online
Rymklets Sonder Grense Inside Guide	Local Stanford artist Jemaine Julies interview on RSG.	Radio
Getaway Magazine	The 30 Best Things to Do in Cape Town in Summer featuring river tubing in the Kogelberg.	Online
Getaway Magazine	Hermanus feature – 3 easy overnight trips near Cape Town	Online
Getaway Magazine	Gentle walks and easy hikes to ease yourself into the year – featuring Hermanus Cliff Path	Online
Getaway Magazine	Places in South Africa that feel like a Sunday afternoon – feature on De Kelders, Gansbaai	Online
The Newspaper	The Gentle Reset: Finding a Sacred Pause in the Western Cape – featuring Stanford	Online



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.

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 January 2026: 143

Total Events in January 2025: 172

16.9% decrease in events compared to previous year.

Gansbaai cleanups!

Community Cleanups (Plus Blue Flag Cleanup) – Pearly Beach, De Kelders, Bbos, Franskraal – various dates.

De Kelders



Castle Beach, Pearly Beach



Pearly Beach



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:

- **Curio Corner SMME Economic Development Program:** The Stanford Tourism Office is actively supporting local Small, Medium, and Micro-Enterprises (SMMEs) through its "Curio Corner" program, dedicating space for them to display and sell their products.
- **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 Jan	Jobs / Career Fair: Save the Date for 19 and 20 February 2026 in Hermanus.
5 Jan	Call for applications: Africa's Travel Indaba (ATI) 2026. Applications close 16 January 2026.
20 Jan	Shared Star Grading opportunity with database.
21 Jan	Spaza Shop Funding open by Small Business Development.
27 Jan	Application for Arts and Culture Funding Applications close 9 March 2026.
27 Jan	Shared communication from Grootbos Foundation on their series of Talks at Waterkop – Sunset Sessions.