

**6.
TOURISM MONTHLY REPORT: MAY 2025****R Louw
6 June 2025****Divisional Manager: Strategic Support Services****(028) 313 8071**

1. Executive Summary

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

2. Service Delivery and Budget Implementation Plan - IGNITE

Office of the Municipal Manager
Tourism

3. Compliance with Strategic Priorities

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

4. Delegated Authority

Executive Mayor

5. Legal Requirements

NA/

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

Summary of Tourism activities undertaken during May 2025.

Discussion

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

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Report

RECOMMENDATION:

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

RESPONSIBLE OFFICIAL :**R LOUW****TARGET DATE FOR IMPLEMENTATION :****13 JUNE 2025**



OVERSTRAND TOURISM REPORT – MAY 2025

Overstrand Shines at Africa's Travel Indaba 2025!

Overstrand Tourism proudly promoted the region at Africa's Travel Indaba 2025 held between 12 - 15 May at the Durban ICC, a premier tourism event gathering of approximately 1,200 top travel buyers, 1,300 exhibitors, and 400 small businesses from 27 African countries. The Overstrand stand prominently featured several local tourism businesses, and the iconic Hermanus Whale Crier, added a special, memorable touch to our showcase, drawing significant attention. Local businesses in Overstrand that showed interest and chose to participate in sharing the Overstrand stand at their own expense included Marine Dynamics, White Shark Projects, Windsor Hotel, and the Romansbaai Collection.

Our participation significantly boosted brand visibility and potential new collaborations for the Overstrand. We exceeded our targets for strategic engagements, attracting strong interest from both local and international stakeholders.

Tourisms' visibility was further elevated by Provincial MEC for Tourism Dr Ivan Meyer to our stand, where he congratulated newly elected Executive Mayor Archie Klaas, and the participation of the Hermanus Whale Crier in the launch of #ForTheLoveOfTourism.

These positive outcomes highlight the crucial importance of maintaining our presence at prestigious platforms, enabling us to consistently position Overstrand as a leading tourism destination and providing a valuable opportunity to showcase our unique offerings.



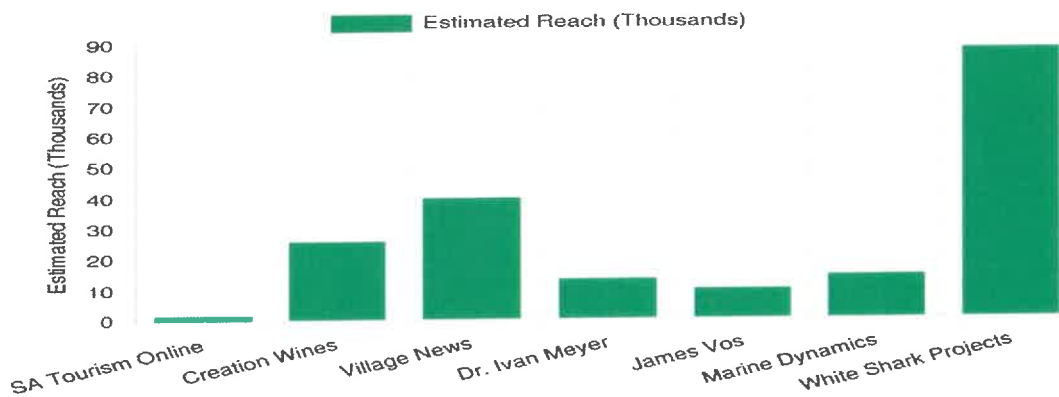
Boosted Brand Visibility and Awareness

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Our efforts at Africa's Travel Indaba 2025 significantly enhanced Overstrand's brand visibility. We achieved:

- 10 media mentions across relevant platforms.
- An estimated total social media reach of over 191,900 unique accounts.
- 50 Press kits distributed to tour operators and media representatives, generating follow-up interest.

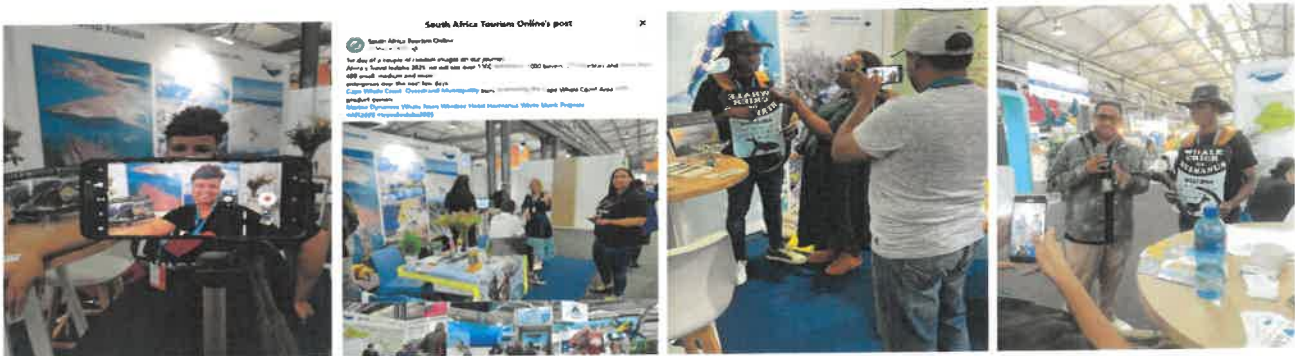
Total Estimated Social Media Reach: 191.9k (Sum of the below).



The bar chart highlights the estimated social media reach generated through various partners and influencers, demonstrating the widespread exposure for Overstrand Tourism.

- Media Interviews Conducted/Press Kits Distributed:
 - Visual Networks SA (Interview Whale Crier, Silize Koka)
 - Voice FM (Live Stream Interview Whale Crier)
 - Wesgro Media Engagement (Opening proceedings Whale Crier)
 - 50 Press kits distributed to tour operators and media representatives, generating follow-up interest.
- Mentions in Travel Publications or Online Articles:
 - South Africa Tourism Online
 - Hermanus Times
 - Village News.

Value: Our participation at Indaba significantly boosted the profile of Overstrand Tourism, directly reaching an estimated over 200,000 potential visitors and industry stakeholders through a combination of our own channels and the extensive reach of our partners and media engagements. This increased exposure positions Overstrand Tourism prominently within key tourism markets, fostering greater interest and driving future visitor inquiries and potential investment.



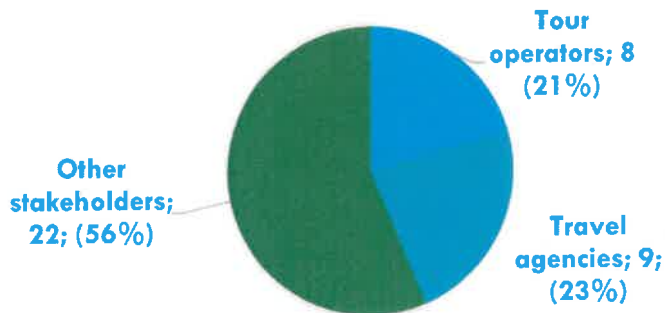
Establish/Strengthen Partnerships

We significantly exceeded our target for strategic engagements, fostering crucial collaborations for future growth.

- Target: 30 meetings leading to potential partnerships.

- Achieved: 39 productive engagements with key industry stakeholders.
- Discussions initiated with 8 Tour Operators and 9 Travel Agencies for 2026 itineraries.
- Identified potential for cross-promotion with 22 other stakeholders.

BREAKDOWN OF OVERSTRAND TOURISMS' STRATEGIC ENGAGEMENTS PER TYPE, INDABA 2025



The pie chart illustrates the breakdown of the 39 productive engagements by type of stakeholder, showing a diverse range of new connections.

Strategic Inter-Regional Engagements (Knowledge Exchange & Best Practices):

Key Regions Engaged: Cape Winelands, Cape West Coast, Franschhoek Wine Valley, Garden Route & Klein Karoo, Cape Town Tourism, Wesgro, and Robben Island Museum.

These engagements provided invaluable insights into current tourism trends, strategies, and operational best practices being implemented across other leading Western Cape and national tourism destinations.

Value: These extensive new partnerships and strategic inter-regional collaborations are instrumental in expanding Overstrand's market reach both nationally and internationally, directly impacting our local economy. By fostering direct connections with key tour operators and agencies, we are creating new, tangible channels for visitors to discover and experience Overstrand, leading to the potential increase in bookings and direct spending within our municipality. Furthermore, the invaluable knowledge gained from inter-regional dialogues ensures that Overstrand Tourism is equipped with best practices and innovative strategies, ensuring we remain competitive, innovative, and a preferred destination for the benefit of our entire community and its residents.



Return on Investment (ROI) / Cost-Benefit Analysis

The total expenditure of Overstrand Tourisms' participation at the Africa's Travel Indaba 2025 was R91,332.08.

- Stand costs: R37,961.56
- Staff travel and accommodation: R53,370.52.

Value of Media Exposure (PR Value – Brand Visibility):

The combined estimated social media reach through partners and influencers was 191.9k. This, coupled with direct media coverage in publications like South Africa Tourism Online, Hermanus Times, and Village News, along with interviews, represents a substantial amount of earned media. While difficult to assign an exact monetary figure without specialist media valuation, this exposure would have cost significantly more if purchased through traditional advertising channels and contributes significantly to building credibility and top-of-mind awareness for Overstrand.

Potential Economic Impact of New Collaborations:

The 39 productive engagements, including 8 tour operators and 9 travel agencies, open pathways for new tour packages featuring Overstrand. If even a few of these partnerships materialize into regular bookings, they could result in a sustained increase in visitor numbers and associated spending year-on-year, far beyond the initial event investment. Each new tour package or inclusion in an international itinerary has the potential to bring in hundreds or thousands of additional visitors over time, translating directly into increased revenue for local businesses (accommodation, restaurants, attractions, retail) and job creation within the Overstrand municipality.

Conclusion on ROI:

While direct financial ROI is challenging to calculate for brand-building events, the extensive media exposure (valued significantly higher than direct advertising) and the potential economic impact from new partnerships suggest a highly positive cost-benefit ratio.

We anticipate these foundational efforts will translate into measurable increases in visitor numbers and local economic activity in the coming months and years. Overstrand Tourism's proactive participation in this prestigious event shows their tenacity in being innovative and the importance of harbouring these networking engagements and platforms.

Lessons Learned and Recommendations

What worked well:

- The inclusion of our vibrant local tourism businesses at the Overstrand stand created a tangible and diverse showcase of our unique offerings, truly bringing the region to life for attendees.
- The Iconic Hermanus Whale Crier, Mr Silize Koka was a definite crowd-puller! The presence of the Hermanus Whale Crier was a unique and memorable draw, significantly enhancing our brand's distinctiveness and creating lasting impressions.
- Our proactive engagement with key media and influential political figures like MEC Dr Ivan Meyer and Ald. James Vos significantly increased our visibility and reinforced Overstrand's standing as a premier destination.
- Our targeted approach to securing meetings with tour operators and travel agencies proved highly effective, yielding excellent results and significantly exceeding our initial targets for potential collaborations.
- Engaging in dialogues with other regions proved highly beneficial. This exchange of knowledge and identification of best practices will ensure Overstrand Tourism remains competitive and innovative.

Challenges faced:

- While Overstrand Tourism achieved remarkable success at Africa's Travel Indaba 2025, our team also navigated a few operational challenges.
- One significant hurdle was the incomplete delivery of furniture to the Overstrand stand. This meant our staff had to manage promotional items without proper storage units, adding an unexpected logistical burden. The lack of communication from the organisers regarding these missing items further

compounded the issue. Our concerns were formally raised with both the organisers and SA Tourism. SA Tourism has committed to conducting a debrief to support improved logistics planning for future Indaba events.

- Additionally, we observed a common problem with scheduled online meetings, as many attendees did not show up. This could be attributed to issues like stand numbers not being clearly displayed or delays and long queues for entry on the first day, hindering attendees from reaching scheduled appointments promptly.
- Despite these challenges, our team's adaptability and dedication ensured that Overstrand's presence remained impactful and successful.

Recommendations for Future Participation:

- **Continue featuring Local Businesses:** Maintain the strategy of showcasing local businesses and unique attractions like the Whale Crier, as this proved highly effective in attracting attention and demonstrating authentic local experiences.
- **Early Planning for Stand Location:** Explore options for securing prime stand locations in future Indaba events based on this year's experience. Building on the recent success at Indaba, Overstrand Tourism already had several new local businesses expressing keen interest in joining our stand at next year's Indaba. This is a fantastic opportunity to further showcase the diverse offerings of our region. The interested stakeholders include African Gypsy Tours, Hermanus Whales & Walks, Thoza Tours, and Wild Wellness. To ensure everyone has ample time to plan and prepare, it's now crucial to gather their confirmed participation as soon as possible.
- **Develop Specific Partnership Agreements:** Work towards formalising potential collaboration opportunities identified with tour operators and Destination Marketing Companies (DMCs) into concrete agreements for 2026 itineraries.

6. Conclusion

Overstrand Tourism's participation in Africa's Travel Indaba 2025 was a success, demonstrating immense value for the municipality. Our proactive engagement, highlighted by the vibrant Overstrand stand and the iconic Hermanus Whale Crier, significantly boosted our regional profile, established critical partnerships for future growth, and provided invaluable insights into local and international tourism trends. We are confident that the momentum generated will translate into increased visitor numbers for our region in the coming years.

MAY Tourism & Events Highlights:

- China, Germany, and India were the leading source countries for visitors frequenting the Overstrand Visitor Information Centres. Popular inquiries included outdoor activities like hiking, exploring museums, and visiting wineries.
- Overstrand Tourism actively participated in Africa's Travel Indaba in Durban from May 13-15, promoting the region on a significant continental platform.
- Kalfiefees programme launched and available at your local tourism offices.
- Walker Bay Outdoor Festival took place between 2-4 May in Hermanus.
- The Race2Hermanus Triathlon took place in Hermanus on the 11th of May.
- Balwin Properties False Bay 50km Road Race took place on May 4, starting at Kleinmond Primary School and concluding in Gordon's Bay via Clarence Drive.
- Author Bonnie Espie successfully launched her book, "Making a Killing," at Agteros restaurant in Stanford on Thursday, May 9, 2025.
- The new Stanford in Bloom website, stanfordinbloom.co.za, has officially launched. This website serves as a hub for information regarding the "Stanford in Bloom" initiative, which includes events like the

upcoming replication of the award-winning 2025 RHS Chelsea Flower Show display in Stanford from September 10-24, 2025. It also provides details on local markets and other attractions in the village.

- Stanford Canoe Race on Saturday, May 10, saw 75 entrants despite windy and cold conditions, cheered on by an estimated 180 spectators.
- Danger Point Lighthouse will be open to the public from May 31 to June 1.

Local Achievements & Community Involvement:

- Sakhe, a junior U14 paddler from Stanford Canoe Club, made history by participating in the Presidents Cup 2025 Regatta in Azerbaijan on May 2. This was a first for South Africa in this elite international paddling event.
- A group of 15 individuals from @Wortelgat Outreach Trust joined Phillipskop Mountain Reserve on May 9 for a "hack" day out.
- A new book titled "The Village Indian," penned by recent Stanford resident Vanessa Govender, has been launched. The book records her experiences within Stanford Village.
- Marine Dynamics celebrated its 25th birthday on May 10, with hundreds of attendees and VIPs from Cape Town and the local area.
- Whale Coast Brewing Co. from Pearly Beach received 4 Awards at the Africa Beer Cup 2025 Awards, which evaluated 260 brews from 14 African countries with 58 expert judges.
- Bruce Jack Wines, from the local Agulhas Wine Triangle, earned significant international recognition, with Bruce Jack being honoured with the Master Winemaker 100 Award by The Drinks Business and the brand making it onto the Drinks International Top 50 Most Admired Wine Brands In The World.

New Business Alert:

- The Bay coffee shop, event venue & bar opened in Pringle Bay.
- Nature's Pharmacy opened in Harbour Road, Kleinmond.



25th BIRTHDAY CELEBRATION – MARINE DYNAMICS

LEFT IMAGE (from left to right): Ashley Naidoo (CEO of Cape Nature); Wilfred Chivell (CEO of Marine Dynamics); Frieda Lloyd (ODM Tourism Manager); Mr Sheraaz Ismail (Executive Director: Eco-tourism and Access); Patricia Menge (Gansbaai Tourism); Alderman Dudley Coetzee (Ward 1 Councillor); Xolani Lawo (African Penguin & Seabird Sanctuary).

RIGHT IMAGE (from left to right): Acting Mayor Lindile Ntsabo; Micheal Lutzeyer (owner of Grootbos); Alderman James Vos (Cape Town MMC Tourism & Economic Growth); Executive Mayor Archie Klaas; Alderman Riana de Coning (Ward 14).

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)

7/15

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.

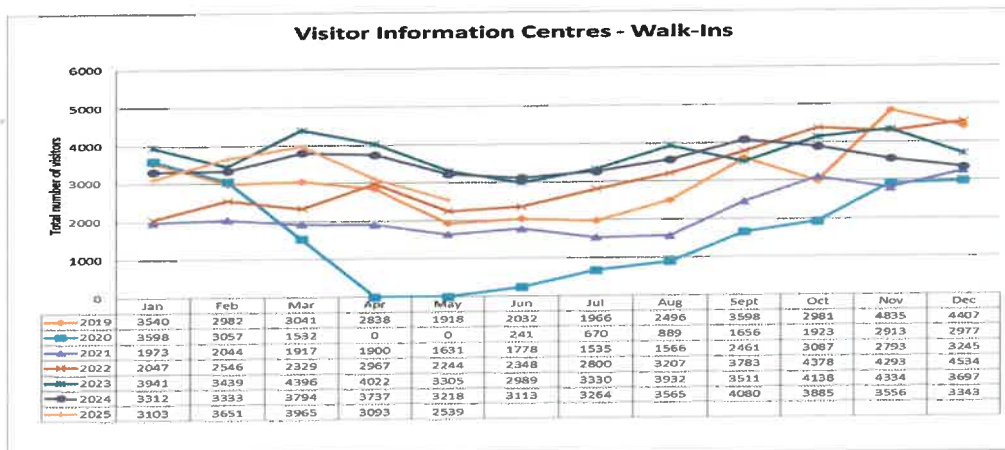
The four Overstrand Tourism VICs are open Monday to Saturday, providing information on activities, accommodation, and travel routes.

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.

Key Visitor Insights (May 2025):

- Leading International Source Countries: China, Germany, and India.
- Popular Inquiries: Outdoor activities (hiking), museums, and wineries.
- Western Cape remains the primary domestic source market.

Statistics: Walk-In Visitors - Visitor Information Centres



Town	May 2025	May 2024
Kleinmond	631	549
Hermanus	949	1606
Stanford	410	553
Gansbaai	549	510
GRAND TOTAL	2539	3218

Table 1: Statistics - May 2025 vs May 2024

Visitor walk-in numbers decreased by 21.1% from 3218 in May 2024 to 2539 in May 2025 (Table 1). Visitor numbers declined in May due to several factors, with the primary reasons being unfavourable weather and economic challenges that reduced consumers' and visitors' spending power. Local businesses in Hermanus also reported a noticeable slowdown in trade during the month.

Town	International	Local
Kleinmond	16	631
Hermanus	562	393
Stanford	7	403
Gansbaai	62	487
Total	647	1914

Table 2: International vs Local Visitors for May 2025

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

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:

7 May	Stanford in Bloom meeting with event organisers.
12-15 May	Africa's Travel Indaba 2025 held at the Internatal Convention Centre, Durban.
20 May	Overberg Economic Development Priorities Strategy Session.
21 May	Food Safety Seminar in Hermanus.
21 May	Empowering Tourism SMMEs in the Emerging Landscape of Sustainable Tourism Demands. Workshop by DEDAT via MS Teams.
31 May	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 May 2024 vs May 2025												
Year	Facebook		Instagram		Instagram Posts		Twitter		LinkedIn			
	2024	2025	2024	2025	2024	2025	2024	2025	2024	2025		
	13 461	14 228	5%	3 579	3 830	6%	1 093	1 129	3%	4 858	4 868	0%
	10 102	10 872	7%	2 046	2 184	6%	650	736	11%	1 758	1 776	1%
	19 202	23 927	19%	9 986	11.3K	11%	979	1012	3%	6 134	6 117	0%
	8 861	9 536	7%	3 453	4 007	13%	1 864	2 043	8%	3 536	3 518	0%
	12 379	13 016	4%	2 546	2 722	6%	807	852	5%	3 677	3 597	-2%
Grand Total	64 005	71 579		21 610	24 043		5 393	5 772		19 963	19 876	

Table 3: Overstrand Tourism Social Media presence – May 2025

As per Table 4 above, there was a **9.28% increase** (from 110,971 followers to 121,270) in tourism's social media presence for all the tourism offices across the Overstrand for May 2025.

Overstrand Tourism Social Media Presence
May 2024 vs 2025

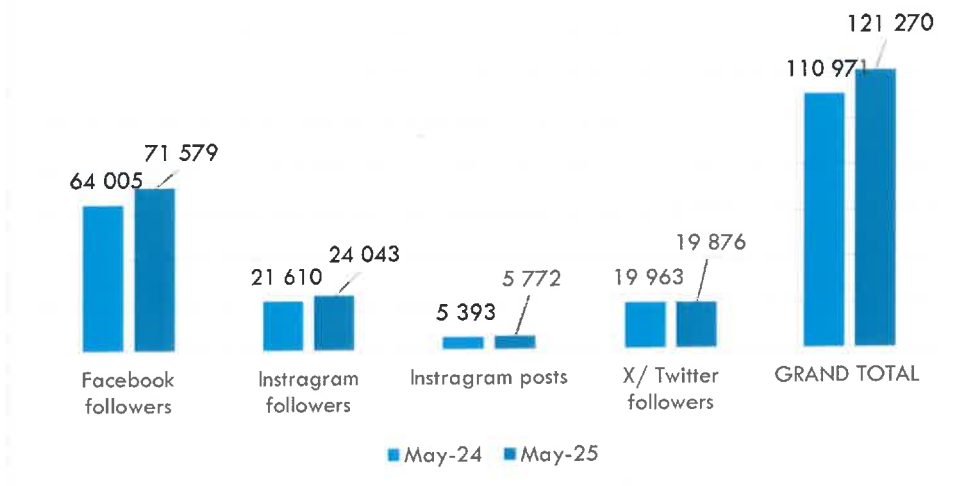
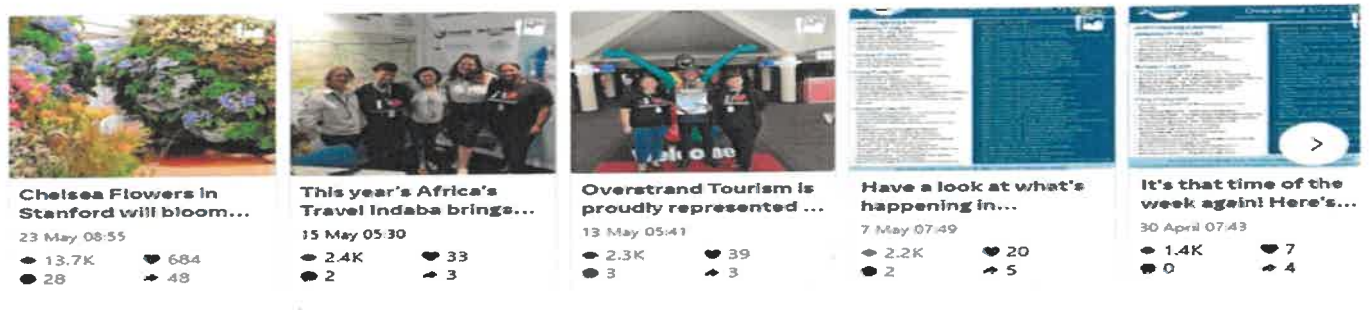


Figure 1: Overstrand Tourism social media presence, comparison May 2024 Vs May 2025

Top Performing post for May 2025 - Cape Whale Coast



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

8 hidden South African beaches you likely haven't discovered yet, By Sundeeka Mungroo on SA People News online, Kleinmond Palmiet Beach on the list.

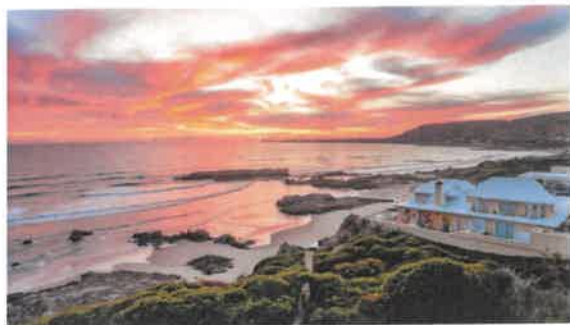
- 1. NOETZIE BEACH, KNYSNA**
Fynbos bushes in a winding gravel road east of Knysna. Noetzie Beach offers a scenic stretch out of a busy town. Children and activities along the shore. Backed by dense forest and flanked by a row of shops. Gardens' garden on the shore. This quiet coastal spot stays off most tourist itineraries, making it one of South Africa's best hidden gems. For an extra off-the-beaten-path experience, you can even hike to the top of the beach.
- 2. MORGANS BAY BEACH, EASTERN CAPE, SOUTH AFRICA**
Just north of East London, Morgans Bay offers a wide, flat stretch of beach backed by rugged cliffs and rock pools. It's the kind of place you can walk for kilometers without seeing another soul. Sunbathers here are something else — and the dramatic cliffs in the far west are a playground for photographers and climbers alike.
- 3. KLEINMOND'S PALMIET BEACH, OVERBERG, SOUTH AFRICA**
Just outside the town of Kleinmond on Palmiet Beach, a private strip where the Palmiet River meets the sea. Surrounded by mountains and part of a national reserve, it's perfect for picnics, light fishing, and kayaking up the river. Close, quiet, and far from the chaos.
- 4. MBOTYI BEACH, PONDOLAND**
Bordering a forest and close to the heart of Pondoland, Mbotyi is one of the Cape's most beautiful. You can relax in the lagoons, take to nearby kayaking, or just lounge under the stars. This is one of those places where time slows down and you can't get enough of the beauty.
- 5. NATURES VALLEY BEACH, GARDEN ROUTE, SOUTH AFRICA**
Surrounded by the mountains of the Garden Route, Nature's Valley Beach is a beautiful spot. South Africa's Nature's Valley Beach is a hidden gem. The beach is long, quiet, and pristine — perfect for long walks or beachside dining. A true treasure.

5 seaside towns in the Western Cape were time slows down by The South African online.



Hermanus – A Visitor’s Guide to Hidden Gems

20 of the Most Beautiful Small Towns to Visit Around the World. Hermanus 6th on the list.



LEISURE TRIP IDEAS DESTINATIONS WORLD'S BEST AWARDS TIPS & PLANS

06 Hermanus, South Africa



"Hermanus is a small coastal town along South Africa's Western Cape known for its dramatic seaside cliffs and some of the best land-based whale watching in the world," says Shepa. "It's full of personality, the kind of place where you can spend the morning exploring a coastal trail and the afternoon sipping local wine while enjoying the endless ocean views." If that doesn't convince you of its beauty, then browse through photos of [Ferryboat Metas & Bussies](#), where you can find coastline, mountains, forests, and more.

<https://blog.findmy.co.za/a-visitors-guide-hidden-gems-in-hermanus/>

<https://www.travelandleisure.com/most-beautiful-small-towns-around-the-world-11734573>



A Whale of a Season awaits: Best Whale Watching in Hermanus with Hermanus Whale Watchers.



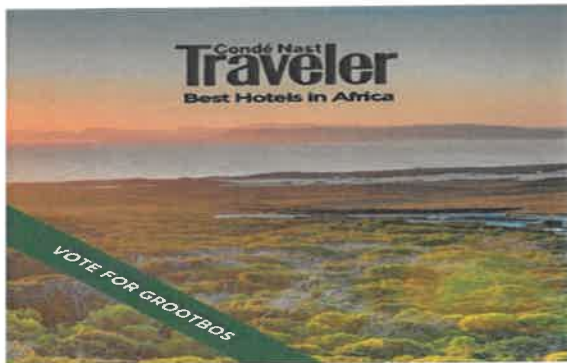
Overstrand Tourism attending Africa's Travel



Mosaic Lagoon Lodge featuring in The Newspaper 8 May 2025 an online media news company situated In Somerset West.



Waterblom at Stanford Valley Country Lodge, Rivergate Guest Farm and Africamps at Stanford Hills Estate. Inside Guide <https://insideguide.co.za/cape-town/hot-tub-accommodation/>



Grootbos is a finalist in the Best Hotels in Africa category for the 2025 Condé Nast Spain Traveller Awards.



Grootbos is proud to have been nominated for both UK & US Readers' Choice Awards in 2025.



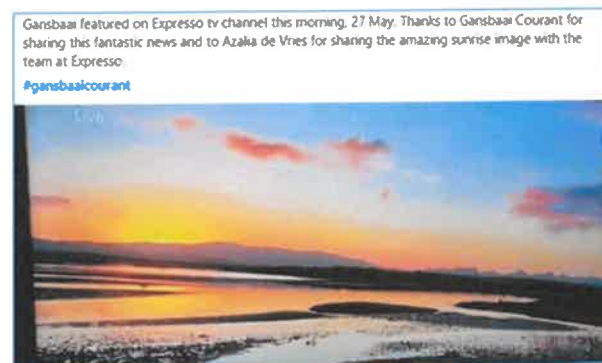
The Fynbos Trail featured in the autumn issue Of Platteland Magazine.



South Africa has done it again – winning gold at the annual RHS Chelsea Flower Show in London.



Georgiev Farm - Home of Eggcellent Eggs
 Nisboere episode where they were featured in:
<https://www.youtube.com/watch?v=ZSTXMCe5HwE>



Gansbaai featured on Espresso Live Morning Show 27 May 2025.



EP06 Scenic journey via Clarence Drive to endangered African penguins in Betty's Bay by VeganAfrikanerTraveller
<https://youtu.be/AHNqpxpTHlq?si=W58qG4kLRTz3x-mI>

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.

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

- Total Events in May 2025: 256
- Total Events in May 2024: 242
- **5,79% increase** in events year-on-year.

Our extensive events calendar enhances Overstrand's image as an international reputable tourist destination.

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

The graph depicts the May 2025 events per town:

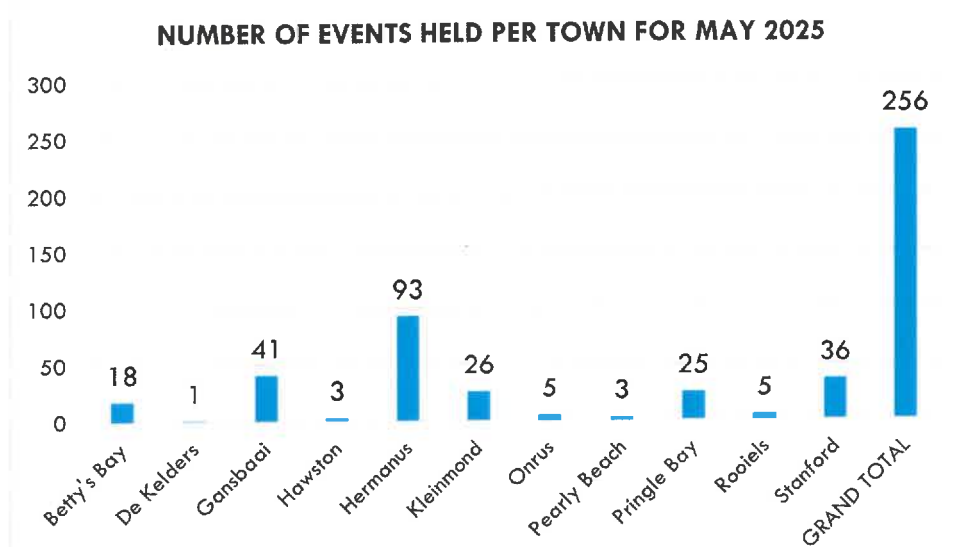


Figure 2: Number of events per town/suburb, May 2025

According to Figure 2, the majority of events in May 2025 took place in the Greater Hermanus area, accounting for 101 out of 256 events (39%). This was followed by the Greater Gansbaai/Stanford area with 81 events (32%), and the Hangklip-Kleinmond area with 74 events (29%).

13/15

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.

- 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.

Opportunities shared with youth through social media platforms.

- Draft Programme Fishing for Freedom Tour shared. They were in Hermanus on Friday, 2 May Hermanus Harbour.
- Grootbos Inviting all Overstrand Youth to apply for the Grootbos Foundation's 2025 Employability Programme ages between 18 – 3. Apply via <https://forms.gle/WdNGUyaqVM95GMn57> or use the QR code in the poster above. Applications closed 24 May 2025.
- Food Safety Workshop, 22nd May held in Hermanus. Attended by 52 individuals from diverse segments of the food industry.
- Educational with a group of hospitality students from Kick Start Hospitality group conducted on 16th of May.



forestry, fisheries & the environment
Department of Environmental Affairs

**DRAFT PROGRAMME
FISHING FOR FREEDOM TOUR 2024
DATE: 29 April to 02 May 2024**

DATE	HARBOUR	TIME
29 May	• Saldanha Harbour	09:00 – 14:00
30 May	• Kalk Bay Harbour	09:00 – 11:00
30 May	• Hout Bay Harbour	12:00 – 17:00
31 May	• Zeebosch Harbour	10:00 – 13:00
02 May	• Hermanus Harbour	10:00 – 13:00

Please note

- Minister will be engaging with the public and stakeholders
- Spokespersons must be selected for each group/organisation
- Media will be invited to cover the visit
- DSD (Department of Small Business Development) has been invited to join and engage in an education campaign – small business grants to encourage growth in harbour economies
- Harbour Masters will accompany and assist Minister on the day



A group of hospitality students from Kick start hospitality was escorted by Hermanus Tourism staff on a mini tour and informed on various tourism product offering available within the region.

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.

14/15

Stanford Market Scene Flourishes:

- Rivergate Guest Farm Autumn Market held on Saturday, May 3rd, this market was a significant draw, featuring 90 vendors and attracting approximately 4,000 guests.
- The Square and Stoep Markets: These regular Saturday markets continue to thrive with 69 vendors and an attendance of 316 guests. They also provide two casual job opportunities every market day.
- Sunset Market: The final market of the season took place on Friday, May 30th, at 6 PM on the village green. This event, which featured a music performance by Mike Fabricius, hosted 38 vendors (including two charity vendors) and created four casual jobs. The market will now take a winter break and reopen in September.

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.
- Volmoed Drumming Circle at Hermanus Tourism: Hermanus Tourism is also featuring a product display of drums from the Volmoed drumming circle, an initiative of the Volmoed Trust.
- Two stalls at Market Square, Old Harbour Hermanus provides platform for arts/crafters to sell their products.



From Left to Right: Food Safety Seminar- Wrested - informal sector food safety training facilitated through The Tourism Business Institute of Southern Africa (TBISA).

In an initiative to support the Overstrand's informal food sector, the Tourism Business Institute of Southern Africa (TBISA), in collaboration with the Wholesale & Retail SETA, hosted a focused 1-day workshop in Hermanus. The session, centred on food hygiene and its critical impact on business success, saw the participation of 52 individuals from diverse segments of the food industry.



From Left to Right: Africa Cybersec Summit held at the Arabella Hotel & Spa.

The recent Africa Cybersec Summit, held between May 19-20 at the Arabella Hotel, showcased a successful partnership between local businesses, significantly boosting the Overstrand's tourism sector. This collaboration was facilitated by Overstrand Tourism, connecting Happy Landings Executive Tours, a local tour operator from Kleinmond, with The Rebel Elements company, a Stakeholder & Engagement Specialist. Happy Landings Executive Tours efficiently managed the transport needs of 69 delegates attending the conference at the Arabella Hotel. Their excellent service has already led to a new contract next month in Johannesburg, where they'll be assisting 70 passengers for the same company. This success story highlights the crucial role of Overstrand Tourism in fostering connections and creating future collaboration opportunities for various stakeholders within the industry.

Opportunities shared through platforms:

- 12 May Webinar Invitation: Empowering Tourism SMMEs in the Emerging Landscape of Sustainable Tourism Demands from Economic Sector Support Department of Economic Development and Tourism Western Cape Government.
- 13 May Department of Local Government in partnership with Overstrand Municipality. Chainsaw Operator Training for 3 – 5 days in Hawston.
- 15 May Online Talk Grootbos Foundation 3rd Thursdays with Bulelani and Chris, live from the UK, where they're working alongside Leon Kluge for this year's RHS Chelsea Flower Show Exhibition.
- 20 May The NYDA in partnership with Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA) invite unemployed youth to apply for 12-month Learnership Programme focused on the Automotive Industry (Car Parts Sales & Marketing).
- 22 May Food & Safety Training in Hermanus on 22 May.
- 26 May Understanding Halal Tourism & Market Potential in the Overberg on 19 June 2025.
- 28 May Applications open for Raymond Ackerman Academy of Entrepreneurial Development Programme (RAA-ED). Closing date 15 June.