



**ORDINARY MEETING OF THE MAYORAL  
COMMITTEE**

**GEWONE VERGADERING VAN DIE  
BURGEMEESTERSKOMITEE**

**INTLANGANISO YESIQHELO YEKOMITI  
KASODOLOPHU**

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

**THIS MEETING HAS BEEN POSTPONED UNTIL FURTHER  
NOTICE**

**DATE / DATUM / UMHLA : 14 MAY / MEI / MEYI 2025  
BANQUETING HALL,  
CIVIC CENTRE  
HERMANUS**

**TIME / TYD / IXESHA : 10:00**

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

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**6 May 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 **WEDNESDAY, 14 MAY 2025** at **10:00** to consider the items set out in the attached agenda.

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

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**6 Mei 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 **WOENSDAG, 14 MEI 2025** om **10:00** vir oorweging van die items op die meegaande agenda.

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

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**6 Mei 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 uLWESITHATHU UMHLA, 14 MEYI 2025** ngeye-**10:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

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

**AGENDA/...**

# OVERSTRAND MUNICIPALITY

## MAYORAL COMMITTEE MEETING

14 May 2025

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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, 16 April 2025 at 08:00**

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

SALGA Matters:

**5.  
TOURISM MONTHLY REPORT: APRIL 2025****R Louw  
29 April 2025****Divisional Manager: Strategic Support Services****(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 April 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 April 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 April 2025 **be noted**.

**RESPONSIBLE OFFICIAL :****R LOUW****TARGET DATE FOR IMPLEMENTATION :****16 MAY 2025**

## Overstrand Tourism Report – April 2025



### HIGHLIGHTS:

**Visitor Demographics and Interests:** The United Kingdom, Canada, and Netherlands were the top source countries frequenting the Visitor Information Centres. Some popular inquiries focused on activities, things to do, hiking, and ocean activities.

**Easter Weekend Traffic:** The vehicle count on 21 April 2025 between 11h00 and 12h00 PM suggests a significant outflow of traffic from Hermanus, Kleinmond, and Gansbaai, which is typical at the end of a holiday weekend.

- **Hermanus:** A substantial difference between outgoing (968) and incoming (304) vehicles.
- **Kleinmond:** More outgoing (512) than incoming (220) vehicles.
- **Gansbaai:** Significantly more outgoing (484) than incoming (68) vehicles.

**World Travel Market Africa 2025:** Overstrand Tourism attended the event as a roaming visitor. The event took place between 9<sup>th</sup> & 11<sup>th</sup> of April at the CTICC . A few of Overstrand's products actively participated in WTM Africa, showcasing the region's offerings and potentially fostering new partnerships.

Product with own stand/sharing stand:

- African Gypsy Tours
- SA Forest Adventures
- Southern Right Charters
- White Shark Projects
- Marine Dynamics
- Windsor Hotel & Apartments.

And through roaming participants:

- Wild Wellness
- The Potting Shed
- Hermanus Whale Festival / Hermanus Online (Jeanette Du Toit).

Overstrand Tourism facilitated transport for 13 small businesses from Hermanus (Zwelihle and Hawston) and Kleinmond to attend the World Travel Market Africa 2025. This opportunity allowed them to connect with both international and local exhibitors and buyers, which appears to have positively influenced their business outlook and future planning.

**Recognition and Awards:** Hasher Family Wine Estate's "Winery of the Year" award at the London Wine Competition brings international recognition to the Hemel-en-Aarde region, a valuable asset for tourism.

The success of Klein River Cheese and Stonehouse Cheese at the SA Dairy Awards further highlights the region's quality local produce.

**Marketing and Promotion:** The launch of the "Plek" tourism marketing platform indicates a pro-active approach to promoting tourism products in the region. The information session's attendance suggests interest and engagement from local businesses.

**Events and Festivals:** The launch of the Kalfiefee programme on 27th April at the NG Church, Hermanus. This annual event will be taking place between 1 and 10 August 2025.

The growing popularity of the Franskraal Art Route Exhibitions also adds to the cultural appeal of Gansbaai. The event took place between 18 and 21 April.

April 2025 saw a significant surge in events, with a **46.60% increase** (280 events) compared to the 191 events recorded in April 2024.

**Local Business Development:** The opening of the Klein River Cheese shop in Queen Victoria Street, Stanford on the 3rd of April. They're open 7 days a week and offers greater accessibility to local products for both tourists and residents.

**Filming Location:** The photo shoot in Betty's Bay and Rooi Els highlights the scenic beauty of the area as a potential draw for commercial filming and photography, which can indirectly boost tourism.

**Accessibility to Attractions:** The opening of the Danger Point Lighthouse , Gansbaai between 26 and 28 April offers a unique experience for visitors.

### **New Business Alert:**

SA Water Bikes – Business moved from Hermanus to Gansbaai. Great activity involving a bicycle on skis for rent at the Harbour. Already very popular.



*Left: Klein River Cheese Shop launch, Stanford, Middle: Overstrand products at World Travel Market 2025 at CTICC, Right: SA Water bikes, Gansbaai*

## 1. DESTINATION MARKETING

3/10

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)

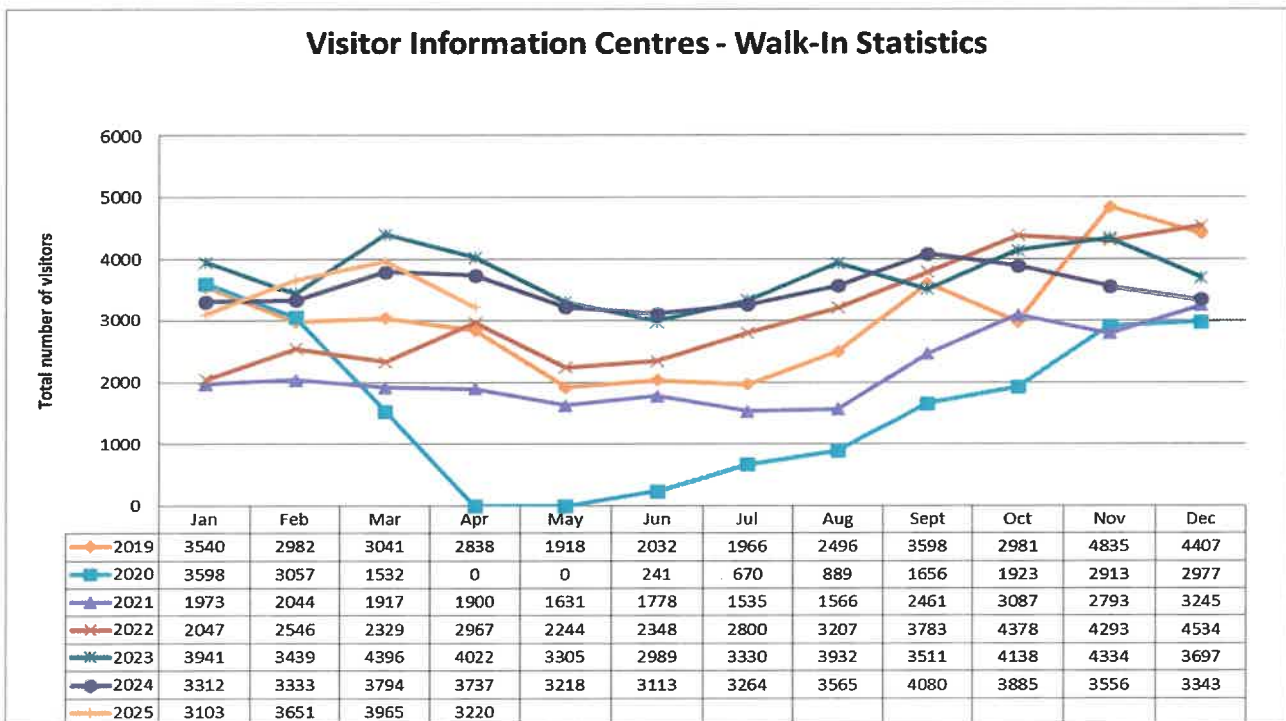
The Overstrand's Visitor Information Centres provide support to ODM, WESGRO, SATSA, LED, RTLC, NDT, and other stakeholders by compiling and distributing information as requested and facilitating communication with members.

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	April 2025	April 2024
Kleinmond	588	717
Hermanus	1524	1633
Stanford	583	656
Gansbaai	525	731
<b>GRAND TOTAL</b>	<b>3220</b>	<b>3737</b>

Table 1: Statistics - April 2025 vs April 2024

Visitor walk-in numbers decreased by -13,83% from 3737 in April 2024 to 3220 in April 2025 (Table 1).

Town	International	Local
Kleinmond	20	568
Hermanus	823	701
Stanford	33	550
Gansbaai	23	502
<b>Total</b>	<b>899</b>	<b>2321</b>

Table 2: International vs Local Visitors for April 2025

Local visitors (domestic visitors) continued to make up the majority of those visiting the VICs, accounting for 72% of the total. (Table 2)

- ✓ 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: April 2025

Visitor inquiries during April focused primarily on attractions and activities in the Overstrand (including hiking trails, general things to do activities, ocean activities), and local events.

The increased interest in local events and activities suggests a strong visitor desire for experiential tourism.

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 April 2025

Attractions	2025	2024
African Penguin and Seabird Sanctuary	2747	1218
Danger Point Lighthouse	316	88
Kleinbaai Harbour leisure fishing boats	75	19
Kleinbaai Shark Cage Diving	2339	2031
Kleinbaai Whale Boat Tours	970	591
Klipgat Caves	1516	tbc
Harold Porter National Botanical Garden	tbc	tbc
Stony Point	tbc	tbc
Kogelberg Nature Reserve	tbc	tbc
Whale Museum Hermanus	tbc	tbc

Table 3: Key attraction statistics, April 2025

## 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:

- 4 April Launch of the Plek booking system for tourism/hospitality industry and attended by 20 stakeholders.
- 9 & 10 April World Travel Market Africa attendance with 13 tourism enterprises.
- 11 April Cape Winelands Overberg RTLC Signage Meeting
- 17 April Groeneweide Art Exhibition Launch with 35 in attendance.
- 18-21 April Franskraal Art Route Exhibition and 233 people attended over the 4 days.
- 19 April Earth Day Harbour Cleanup in collaboration with Marine Dynamics. About 60 people participated.
- 21 April GGAP Easter Egg Hunt. A collaboration with GGAP, Groeneweide, Gansbaai Market and Craft Matters. Approximately 140 families participated.
- 23 April The Marine Hotel Winter programme launch.
- 26-28 April Danger Point Lighthouse open to the public. Approximately 316 visitors over the 3 days.



*Left: Local enterprises visiting WTM Africa 2025 , Middle: SA Dairy Awards 2025, Stonehouse & Klein River receiving awards, Right : Earth Day Harbour Cleanup in collaboration with Marine Dynamics.*

### 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 April 2024 vs April 2025






Year	Facebook		%	Instagram		%	Instagram Posts		%	X		%
	2024	2025		2024	2025		2024	2025		2024	2025	
	13 345	14 142	6%	3 569	3 804	6%	1 087	1 126	3%	4 850	4 879	1%
	10 040	10 783	7%	2 037	2 183	7%	643	730	12%	1 751	1 784	2%
	19 032	23 637	19%	9 853	11.3K	13%	970	1009	4%	6 123	6 143	0%
	8 777	9 518	8%	3 439	3 940	13%	1 858	2 034	9%	3 535	3 534	0%
	12 342	12 979	5%	2 546	2 696	6%	802	844	5%	3 685	3 609	-2%
<b>Grand Total</b>	<b>63 536</b>	<b>71 059</b>		<b>21 444</b>	<b>23 923</b>		<b>5 360</b>	<b>5 743</b>		<b>19 944</b>	<b>19 949</b>	

Table 4: Overstrand Tourism Social Media presence – April 2025

As per Table 4 above, there was a **9.42% increase** (from 110,284 followers to 120,674) in tourism's social media presence for all the tourism offices across the Overstrand for April 2025.

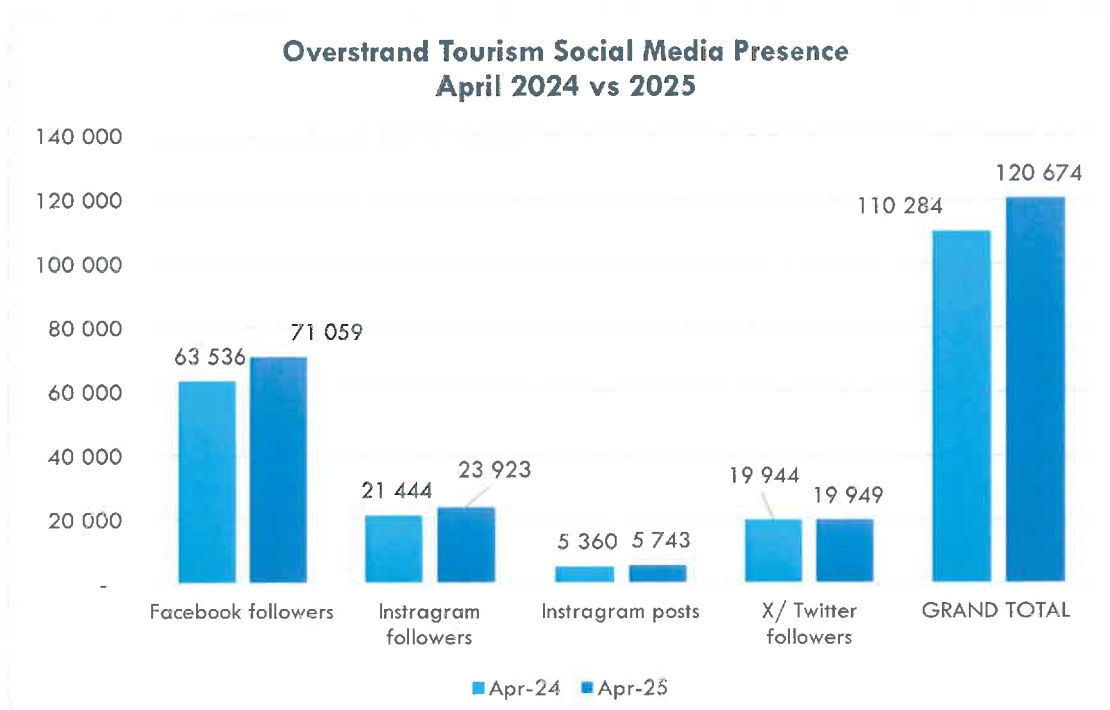


Figure 1: Overstrand Tourism Social Media presence, April 2024 vs April 2025

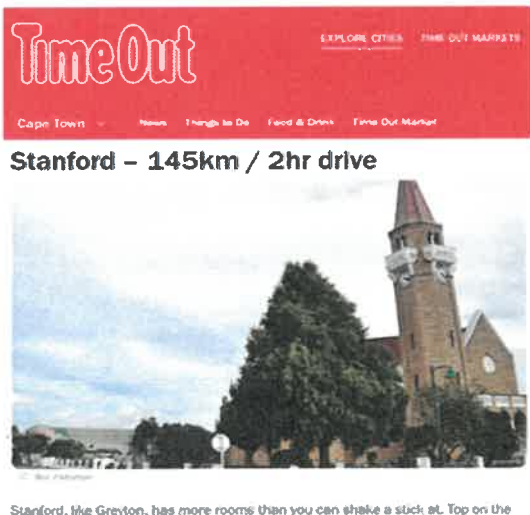
Top Performing post for April 2025 - Cape Whale Coast

<p><b>Welcome to Gansbaai!</b> Experience the...</p> <p>22 April 02:01</p> <p>49.6K 676 49 17</p>	<p><b>360° view of Hermanus</b></p> <p>23 April 01:42</p> <p>29K 843 54 96</p>	<p><b>Weekend perfection: Sunshine and dolphi...</b></p> <p>26 April 02:05</p> <p>13.9K 523 18 43</p>	<p><b>What's happening in Overtstrand this...</b></p> <p>2 April 07:48</p> <p>5K 27 0 10</p>	<p><b>Loads to do this East Weekend in...</b></p> <p>16 April 07:47</p> <p>3.8K 22 4 13</p>

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

Stanford featured in online magazine TimeOut

Agteros with Madre and Lady Stanford River Cruises featured in an article on Stanford in this month's Getaway Magazine.



<https://www.timeout.com/cape-town/things-to-do/best-small-town-experiences-near-cape-town?>

Sixteen Interesting Facts about the Critically Endangered African Penguins. Video by Roger and Pat de la Harpe Photography taken at Stony Point Penguin Colony in Betty's Bay.

<https://www.youtube.com/watch?v=fe8jrCqF-vs>

<https://www.thesouthafrican.com/travel/coastal-towns-south-africa-that-feel-like-europe-mediterranean-travel-south-africa/>  
featured Hermanus.

<https://www.timeout.com/cape-town/things-to-do/best-small-town-experiences-near-cape-town>

The 10 best small-town Easter getaways near Cape Town, featured Stanford.

B/10

<https://www.getaway.co.za/things-to-do/the-ultimate-thrill-seekers-guide-to-south-africa/>

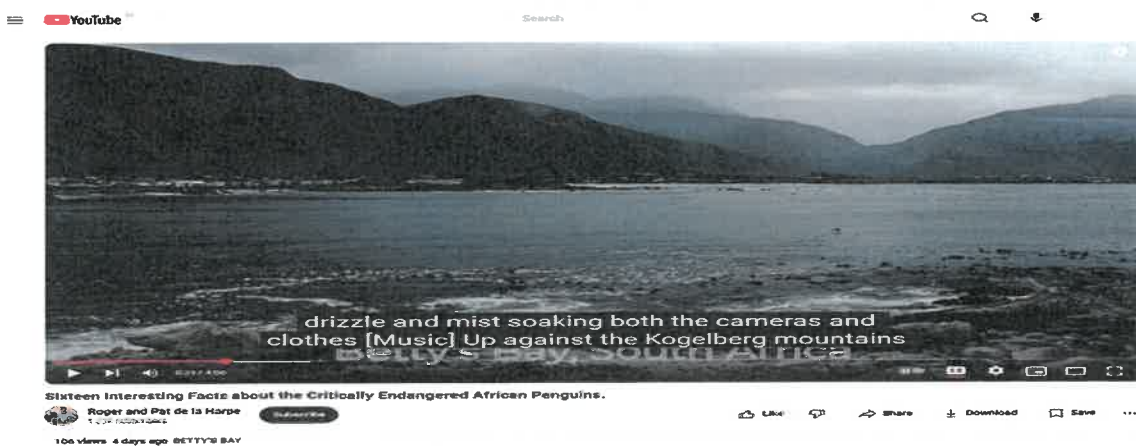
Shark cage diving – Gansbaai, Western Cape featured.

<https://www.capetownetc.com/things-to-do-cape-town/family-kids/hoppy-easter-8-things-to-do-in-cape-town-this-long-weekend/>

Featured the ReForest Festival in Gansbaai and the Harold Porter Botanical Gardens in Bettys Bay.

<https://www.thesouthafrican.com/travel/mediterranean-towns-in-south-africa-cheaper-towns-to-visit-sa-europe/>

6 SA towns that feel like they're in the Mediterranean – but cheaper, featured Hermanus.



## 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.

April Events: April 2025 saw a 46,60% increase in events to 280, compared to 191 in March 2024.

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.

## 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.



### 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.

### Thriving Markets in Stanford indicate strong community support and its importance to the local economy.

- The Saturday Stoep Markets, Stanford were very successful with 25 – 30 vendors. The atmosphere was festive and having many vendors present, gave it that real 'flea market' feeling.
- In partnership with Stanford Tourism and Business Association the office co-ordinate and manage the Stanford Square Markets from 9:00 to 13:00 on Saturdays outside the Stanford Tourism office.
- The Sunset Market organised by Phil Murray on Friday, 25th April at 6pm on the Village Green had 350 people in attendance with 3 casual jobs created. Local entrepreneurs sold their products.
- Stanford Saturday Markets organised by Nicole, +\_ 490 people supported the vendors with 2 casual jobs every Saturday.

### Community Engagement:

- Stanford Tourism partnership with Stanford Tourism and Business Association the office assist with their initiative, 'Stanford Clean-Up Project' every Saturday and Sunday from 8am – 12pm.
- The Gansbaai Market with its easter collaborations held on the 19<sup>th</sup> of April was a buzz with activities. Busiest Market day in months! Some stalls sold out at the end. Approximately 600 people in attendance.

**SMME Support and Economic Development:**

- Curio Corner SMME economic development program in the Stanford Tourism Office where space is dedicated to display/sell their products.
- Mardee Design allocated space at Hermanus Tourism to create his craft.
- Product display of drums from the Volmoed drumming circle at Hermanus Tourism. The drumming circle is an initiative through the Volmoed Trust.
- Overstrand Tourism facilitated transport for 13 small businesses from Hermanus (Zwelihle and Hawston) and Kleinmond to attend the World Travel Market Africa 2025. This opportunity allowed them to connect with both international and local exhibitors and buyers, which appears to have positively influenced their business outlook and future planning.

**Empowering Local Entrepreneurs:**

- The support of crafters at the Old Harbour Market square stalls, accommodating 10 product owners, further emphasizes the commitment to fostering local entrepreneurship within the tourism sector.

## Opportunities shared through platforms:

1 April	National Youth Development Agency (NYDA) Call for International Bursary for Film & TV Postgraduate Studies. Deadline 7 April.
1 April	Invitation to Business Owners, Entrepreneurs, and various Service Providers for Free Online Training via Microsoft Teams, 7 – 10 April.
8 April	Department of Home Affairs (DHA), inviting domestic Tour Operators interested in facilitating travel for the Chinese and Indian markets, to submit an Expression of Interest (EOI) in phase two of the Trusted Tour Operator Scheme (TTOS).
8 April	Call for Applications: National Film and Video Foundation (NFVF) invitation to apply for funding support to attend film festivals and markets happening between 1 June – 31 July 2025 (both locally and internationally). Deadline 23 April.
9 April	Government has launched the Spaza Shop Support Fund.
10 April	Advert for Business Skills & Entrepreneurial development training in Zwelihle, Overstrand.
11 April	Community Members, Arts, Culture & Heritage Practitioners! Invitation to participate in the National Lotteries Commission (NLC) Online Funding Workshop on Monday 14 April.

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