



**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 : 26 MAY / MEI / MEYI 2026
BANQUETING HALL,
CIVIC CENTRE
HERMANUS**

TIME / TYD / IXESHA : 09:00

MUNICIPALITY / MUNISIPALITEIT / UMASIPALA WE-OVERSTRAND

Office of the Municipal
Manager
Municipal Offices
HERMANUS

19 May 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 **TUESDAY, 26 MAY 2026** at **09:00** to consider the items set out in the attached agenda.

DR D O'NEILL
MUNICIPAL MANAGER

19 Mei 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 **DINSDAG, 26 MEI 2026** om **09:00** vir oorweging van die items op die meegaande agenda.

DR D O'NEILL
MUNISIPALE BESTUURDER

19 Mei 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 uLWESIBINI UMHLA, 26 MEYI 2026** ngeye-**09:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

DR D O'NEILL
UMPHATHI KAMASIPALA

AGENDA/...

OVERSTRAND MUNICIPALITY

MAYORAL COMMITTEE MEETING

26 May 2026

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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 **Tuesday, 28 April 2026** at **09:00**

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

**5.
TOURISM MONTHLY REPORT: APRIL 2026****R Louw
11 May 2026****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 April 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 April 2026.

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

Annexure B: Feedback Tourism Businesses Survey results

Annexure C: Feedback Non-Tourism Businesses Survey results

RECOMMENDATION:

that the tourism report for April 2026 **be noted**.

RESPONSIBLE OFFICIAL :**R LOUW****TARGET DATE FOR IMPLEMENTATION :****29 MAY 2026**



Summary:

Overstrand enjoyed a successful, busy Easter weekend filled with family fun. Visitors flocked to local markets, activities and live music events, while families enjoyed workshops and egg hunts. This high turnout led to crowded restaurants and shops, with accommodation occupancy averaging over 90% with some establishments performing better than others.

Traffic Services monitored the following vehicle counts between 2 and 6 April 2026.

Hermanus:	2734 Incoming	2932 Outgoing
Gansbaai:	1426 Incoming	1480 Outgoing.

Highlights:

- Gansbaai was nominated for Kwêla Town of the year and made it into the semi-finals. The tourism team successfully coordinated voting week and a two-day film shoot across 10 locations. The official media release is set for 17 May.
- Reforest Fest event held from 3 to 6 April was a success. A record 8000 trees were planted, exceeding the initial goal of 5000.
- Agulhas Wine Festival held at Lomond on 25 April, the event saw a high turnout of visitors.
- The Franskraal and Groeneweide Easter art exhibitions featured a diverse range of local artists.
- The Danger Point Lighthouse was opened to the public from 25 to 27 April 2026.
- Walker Bay Vineyards, Stanford Awarded Gold at the 2025 Rosé Wine & Spirits Challenge for their 2024 Pink Pinot Noir Rosé.
- Klein River Cheese, Stanford secured 7 accolades across multiple categories at the 2026 SA Dairy Awards.
- April featured high-profile performances, including Freshlyground at Landskein Stanford, Chris Chameleon at Sandbaai Hall, and Valiant Swart at Skybar Hermanus.
- Ilios Travel has established a satellite office at The Marine Hotel to offer tailor-made regional travel experiences for clients.
- Newly installed Hermanus Cliff Path signage boards providing a refreshed new look for visitors walking the Cliff Path.
- Overstrand Tourism conducted two (2) online tourism surveys targeting both tourism and non-tourism businesses. This was the first initiative of its kind undertaken by the Tourism Section in collaboration with the Communications Section. Refer to the attached Annexures B and C for a summary of the survey results.

New Business Alert!

- Jane Jewellery Shop opened Botrivier Road in Kleinmond opposite Spar
- The Whine Room opened at The Hub in Betty’s Bay
- Cielo Hermanus opened at Village Lane, Hemel-en Aarde Village.



New Hermanus Cliff Path Map



Kwela visiting Gansbaai



Reforest Fest 2026

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

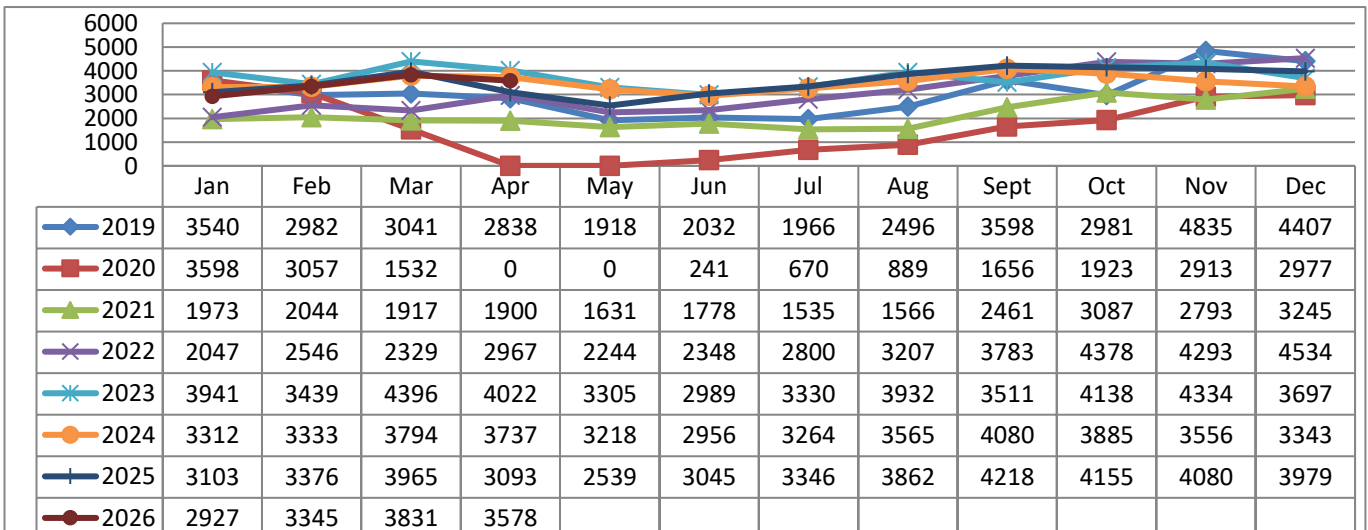


Figure 1: Overstrand visitor statistics – Walk ins @ the Visitor Information Centres

Town	April 2026	April 2025
Kleinmond	676	486
Hermanus	1559	1524
Stanford	772	558
Gansbaai	571	525
GRAND TOTAL	3578	3093

Table 1: Statistics – April 2026 vs April 2025

Visitor walk-in numbers increased by 15.68 % from 3093 in April 2025 to 3578 in April 2026 (Table 1).

Town	International	Local
Kleinmond	21	655
Hermanus	1013	546
Stanford	36	736
Gansbaai	46	525
Total	1116	2462

Table 2: International vs Local Visitors for April 2026

Origin of international visitors to the respective VIC's:

Hermanus	United States, Switzerland & Australia
Kleinmond	Australia, China & Germany
Gansbaai	Germany, United Kingdom
Stanford	China, Germany & Netherlands.

- ✓ 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 2026

Visitor inquiries during April focused primarily on outdoor activities ,events 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 April 2026

Attractions	2025	2026
African Penguin and Seabird Sanctuary	2747	2111
Danger Point Lighthouse	316	120
Shark Cage Diving (All vendors)	2339	1685
Whale Boat Tours (Marine Dynamics)	970	899
Leisure Fishing Boats (Kleinbaai Harbour)	75	49
Klipgat Caves	1561	2570
Harold Porter National Botanical Garden	7189	6474

Table 3: Key attraction statistics, April 2026

With the exception of Klipgat Caves, all the other attractions experienced a decline in visitor numbers compared to April last year.

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 2025 vs April 2026												
Year	Facebook		%	Instagram		%	Instagram Posts		%	Twitter		%
	2025	2026		2025	2026		2025	2026		2025	2026	
	14 142	16 120	12%	3804	3958	3%	1126	1147	1%	4879	4875	0%
	10 783	11 530	6%	2183	2311	5%	730	795	8%	1784	1794	0%
	23 637	28 972	18%	11.3K	12.2K	7%	1009	1047	3%	6143	6085	0%
	9 518	10 755	11%	3940	4733	16%	2034	2267	10%	3534	3542	0%
	12 979	15 633	16%	2696	2987	9%	844	966	12%	3609	3626	0%
Grand Total	71 059	83 010		23 923	26 189		5 743	6 222		19 949	19 922	

Table 4: Overstrand Tourism Social Media presence – April 2026

As per Table 4 above, there was a 12.16% increase (from 120,674 followers to 135,343) in tourism's social media presence for all the tourism offices across the Overstrand for April 2026.

Top Performing post for April 2026 - Cape Whale Coast



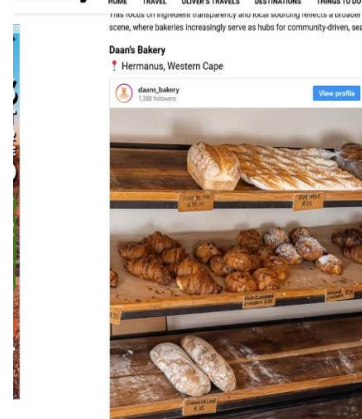
1.4 Media Engagements / Media Features / Print , Radio Creative and Management

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
News24	Fynbos and Fires: SA's golden Chelsea Flower Show team teases this year's concept	Online
Getaway Magazine	5 more small town bakeries worth driving for in South Africa by Getaway	Online
Hermanus Times	Gansbaai 'n finalis vir 'Kwêla' se Dorp van die Jaar	Online
Cape Town Etc	10 budget-friendly day trips Cape Town locals love featuring Heramanus & Kogelberg	Online
IOL	Romantic winter hideaways in South Africa for couples seeking cosy escapes featuring Grootbos	Online
My Broadband	199 Mbps in a nature reserve close to a small South African seaside town known as the Great White Shark capital of the world, Gansbaai	Online
Travel & Tour World	Travel Economy Under Pressure as Overstrand Businesses Warn Infrastructure Gaps Are Threatening Growth and Stability.	Online



Getaway



Hermanus: Coastal walks and seasonal shifts



Late autumn signals the start of **whale season**. The cliff path offers sweeping ocean views at no cost.

- Local tip: Bring a jacket, coastal winds can be strong.

Kogelberg Nature Reserve: A quiet nature reset

Less crowded than many other reserves, Kogelberg offers fynbos, mountain views and a sense of calm.

- Local tip: Arrive early and pack your own snacks to keep costs down.

There is something about this time of year in Cape Town that invites you to slow down. The days feel softer, the landscapes more dramatic, and the experience more intentional.

199 Mbps in a nature reserve close to a small South African seaside town known as the Great White Shark capital of the world



Tourism Engagements

- 7 April Tourism Signage Training, MS Teams – Overview on what is required when submitted tourism road signage.
- 10 April Cape Winelands & Overberg Regional Tourism Liaisons Committee (RTLCL) Meeting, MS Teams – Review of new and outstanding tourism signage applications.
- 16 April Gansbaai Heritage Tour. Conducted by local resident Johan Le Roux this new initiative has potential to become a regular occurrence.
- 22 April Tourism Planning Forum with DEDAT, MS Teams - Chaired by the Provincial Department of Economic Development and Tourism (DEDAT) this forum brings together Wesgro, local municipalities and tourism organisations to ensure integrated planning and coordinated destination management.

Stakeholder Engagements

- Distribution of weekly and monthly event calendars. Sharing weekend calendar with upcoming event posters on social media.
- Distributed the National Department of Tourism (NDT), Tourism Policy: Code of Good Practice for Short-Term Rentals with databases for comments.
- Sharing updates on WhatsApp groups re: upcoming events in Overstrand, Press releases & opportunities.
- Keeping Overberg events calendar up to date for Overberg District Municipality.

- Shared content with Wesgro for the ATTA Webinar: Request for Regional Contributions.
- Submitted Culture & Heritage Content to Wesgro for the Western Cape Guide.
- Tourism in Overstrand - Invitation: Complete the Overstrand Tourism Business Survey sent to mailing list, shared on social media and WhatsApp.
- Overstrand Municipality Tourism Department: Non-Tourism Business Survey shared with mailing list, shared on social media and WhatsApp.
- Marine Dynamics Kwela shoot planning meeting. Co-ordinated celebrity shoot by Anton Goosen and Nianell.

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 April 2026: 242

Total Events in April 2025: 280

13.57% decrease in events compared to previous year.

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:

- 1 April Overstrand Municipality invites all residents to take part in our online Customer Satisfaction Survey.
- 18 April TOURISM SURVEYS: Request for Business Feedback.
- 20 April Wesgro Invites Event Organisers to Apply for Leisure Tourism Partnership with a focus on small towns and townships. Extended to 18 May.
- 23 April Overstrand Tourism is calling on all businesses to step up and share their insights.
- 24 April Webinar Invite: Leisure Tourism Partnership with a focus on small towns and townships.

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TOURISM REPORT APRIL 2026_ BUSINESSES OPERATING IN THE TOURISM SECTOR SURVEY

Total Responses: 183 responses from businesses within the tourism sector

Period open: 17 - 28 April 2026

The participation per area was:

- **Greater Hermanus:** 94 responses
- **Hangklip-Kleinmond:** 39 responses
- **Greater Gansbaai:** 26 responses
- **Stanford:** 24 responses.

FEEDBACK

Tourism businesses in the Overstrand are generally happy with basic municipal services, but there's a vocal frustration around the 'softer' infrastructure of tourism – specifically how the area is marketed/ promoted and how visitors are guided.

1. Service Satisfaction vs. Infrastructure Frustration

Most businesses are satisfied with day-to-day municipal services. However, basic infrastructure issues - such as occasional power outages, water pipe burst and parking pressure - can disrupt operations during busy periods. These are seen as important, but mostly occasional challenges.

2. Main negatives (50% threshold)

- **Tourism signage and wayfinding:** This is the most significant negative across all towns. Nearly 60% of respondents expressed frustration with inadequate signage. Businesses feel that visitors often lack direction, making it difficult for them to discover smaller hubs, specific attractions, or even parking areas.)
- **Communication and tourism strategy:** About 52% feel the tourism offices and municipality don't give clear guidance or a strong plan for promoting the towns and events. There is a sense that while the municipality manages the town well, it isn't "selling" the town or communicating its vision effectively to the stakeholders.
- **Infrastructure awareness:** While load-shedding and water supply problems are not constant business interference, they remain a concern during peak tourism periods. Roads and waste removal received "average to good" scores. However, a red flag for future growth is that water supply constraints in the Greater Hermanus and Kleinmond areas are nearing the 50% frustration threshold. Businesses will always complain

loudly about electricity, but the survey shows they are actually more hindered by the lack of communication (Onrus and Hangklip are Eskom direct customers).

3. Bottom line

- Better **signage and tourism communication** would have the biggest impact.
- The municipality must ensure infrastructure is reliable especially during busy periods.

END

TOURISM REPORT: NON-TOURISM SURVEY FEEDBACK

OVERSTRAND NON-TOURISM BUSINESSES SIGNAL NEED FOR INFRASTRUCTURE INVESTMENT TO CLOSE 'GROWTH GAP'

Total Responses: 73 non-tourism businesses across the municipality.

Period open: 17 - 28 April 2026

Responses per area:

- Greater Hermanus: 39
- Hangklip-Kleinmond: 13
- Greater Gansbaai: 12
- Stanford: 9

An Overstrand Municipality survey conducted by the Tourism Department, has revealed that while economic confidence among non-tourism businesses remains relatively stable, a significant infrastructure gap is emerging.

In Hermanus, the cost of congestion is the primary concern for business owners. Traffic and parking constraints are no longer viewed as mere inconveniences, but as direct threats to productivity. In the outlying towns like Stanford and Kleinmond, the focus shifts to road maintenance, with business owners reporting that roads in industrial nodes are in poor condition and require urgent repair. Respondents also expressed concern about the overall physical condition of towns. In Gansbaai, business owners highlighted a shortage of available land and appropriate industrial zoning for smaller, local workshops or services.

HERMANUS:

Hermanus had the highest volume of feedback, focusing primarily on the friction between daily operations and peak tourism.

The "Parking Crisis": A recurring theme is that parking in the CBD is occupied by business staff all day, leaving no room for customers. Suggestions include a "Park and Ride" system (using Hoy's Kopie or the New Harbour) and shuttle services.

Infrastructure & Safety: There are specific concerns about pedestrian safety at the Harbour Lane/Main Road corner (difunctional traffic lights for years) and the difficulty for tourists/residents in Northcliff to cross the Main Road.

Operational Costs: Businesses are feeling the pinch of high municipal rates, taxes and electricity costs. Some feel that pricing in the area is being geared toward "overseas visitors," making it unaffordable for locals.

Law Enforcement: There is a call for a stronger SAPS and Law Enforcement presence, especially after 17:00, to handle minor infringements and drunk driving.

Economic Outlook: Generally positive about the "trickle-down" effect of tourism, but there is a clear frustration that business owners "cannot enjoy their own town" during holidays.

GANSBAAI:

Feedback from Gansbaai was more critical of the status quo and the dominance of a few large entities.

Many respondents expressed concern that a small number of large operators (e.g., Marine Dynamics, Grootbos) dominate the local economy, leaving smaller businesses sidelined.

The growth of unregistered short-term rentals was highlighted as a significant issue, creating unfair competition for compliant accommodation providers and contributing to rising property prices. In one case, a respondent reported difficulty securing rental space for a preschool due to tourism-driven demand.

There were also calls for stronger representation of non-tourism businesses, including the establishment of a Chamber of Commerce with a dedicated focus on this sector.

Additionally, local businesses feel 'outside contractors/competition' are coming in and taking away local opportunities.

STANFORD:

Stanford businesses feel their needs are unique and shouldn't be lumped in with the broader region.

Niche Dependence: Respondents noted that Stanford has no large industry and is almost entirely dependent on tourism, which needs to be "nurtured and supported" specifically.

Infrastructure: There is a specific request to tar the roads in the industrial area, as the current dirt roads cannot handle the traffic volume and impact operations.

Visibility: Businesses expressed that without constant "reminders" and festivals, the town is easily forgotten by the broader district.

KLEINMOND:

Feedback from Kleinmond focused on strengthening and building on the town's existing offering, while positioning it more clearly within the broader Overstrand experience.

Respondents highlighted the need for more family-friendly activities and spaces that can operate throughout the year, complementing what the town already offers.

A key theme was the need for more inclusive, collective marketing. Businesses expressed concern that the Overstrand is often marketed primarily through Hermanus, leaving smaller towns overlooked. They are calling for a shift towards promoting the region as a connected destination, where visitors are encouraged to explore multiple towns during their stay.

Suggestions included creating dedicated markets or hubs for locally produced goods to enhance the local economy and visitor experience.

Social concerns were also noted, including unlawful structures and their potential impact on safety and crime.

END