

**15.  
TOURISM MONTHLY REPORT: OCTOBER 2024****R Louw                      Divisional Manager : Strategic Support Services**  
**4 November 2024****(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 October 2024.

**2. Service Delivery and Budget Implementation Plan - IGNITE**

Office of the Municipal Manager  
Tourism

**3. Compliance with Strategic Priorities**

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

**4. Delegated Authority**

Executive Mayor

**5. Legal Requirements**

NA/

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

Summary of Tourism activities undertaken during October 2024.

**Discussion**

Visitor Centre and social media statistics, destination marketing and promotion.

**7. Financial Implications**

None

**8. Staff Implications**

None

**9. Comments from other Departments, Divisions and Administrations**

None

**10. Annexures**

Annexure A: Tourism Report

**RECOMMENDATION:**

that the tourism report for October 2024 **be noted**.

**RESPONSIBLE OFFICIAL :****R LOUW****TARGET DATE FOR IMPLEMENTATION :****29 NOVEMBER 2024**



### HIGHLIGHTS:

- The top 3 countries who frequented the Visitor Information Centres (VIC's) in October included guests from Germany, China, and the Netherlands.
- Majority of the enquiries at the VIC's were for whale watching, things to do in the Overstrand and hiking trails.
- A record number of 247 events were recorded in October 2024 which doubles the number of events recorded in October 2023 which was 160 events.
- Danger Point Lighthouse opened to the public on 26 & 27 October 2024.
- Grootbos named one of the Top 20 resorts in South Africa in the 2024 Conde Nast Traveller readers Choice Awards.
- Local artist Mardee Cita embarked on an amazing initiative transforming buildings in Zwelihle with his amazing art pieces. Mardee and team has already painted 12 walls in Mbeki Road, Zwelihle. The idea is to expand the presence of street murals to create a sense of pride in the community.
- Hermanus Pietersfontein Kat met die Houtbeen Sauvignon Blanc (wooded) announced as one of the winners of 2024 FNB Sauvignon Blanc SA Top 10.
- Hermanus FynArts showcased an exhibition with artist from Camphill Farm Community.
- Hermanus 100 years of History book launch hosted by the Hermanus Business Chamber on the 24<sup>th</sup> of October.
- The Small Business Manager / Owner Operations Skills Programme NQF Level 3 facilitated by The Tourism & Business Institute of Southern Africa and funded by the Wholesale & Retail SETA for local entrepreneurs kicked off in October and 24 local participants were included on the course.
- Lighthouse to lighthouse had their silly socks walk around Hermanus with their beneficiary Huis Lettie Theron receiving all proceeds from this initiative.
- The Nature Marine Guide Course facilitated by The Department Economic Development & Tourism is entering its final stages with the 10 local participants preparing for assessments.
- The Star Search Finals hosted by The Stanford Festival of Community Arts took place on the 5 October at the Stanford Community Hall. There was 50 finalist who participated and 250 people were in attendance.
- On Sunday, 20<sup>th</sup> of October the Stanford Association of Tourism and Business held a gratitude picnic on the village Green as a thank you gesture to the Grootbos Foundation and Stanford residents for their support over the duration of the Chelsea flower show. About 200 people attended the picnic.
- Sunset Market on the Village Green took place on Friday 25 October 2024 & a Halloween Walk at 16:30. The walk was organised by Katie Smuts, a local teacher. There were eight stops in all,

including Queen Victoria businesses, Antjies Opwipwinkel, Agteros and La Cantina, in addition to the generous Stanford residents. A total of 50 kids participated.

## 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.

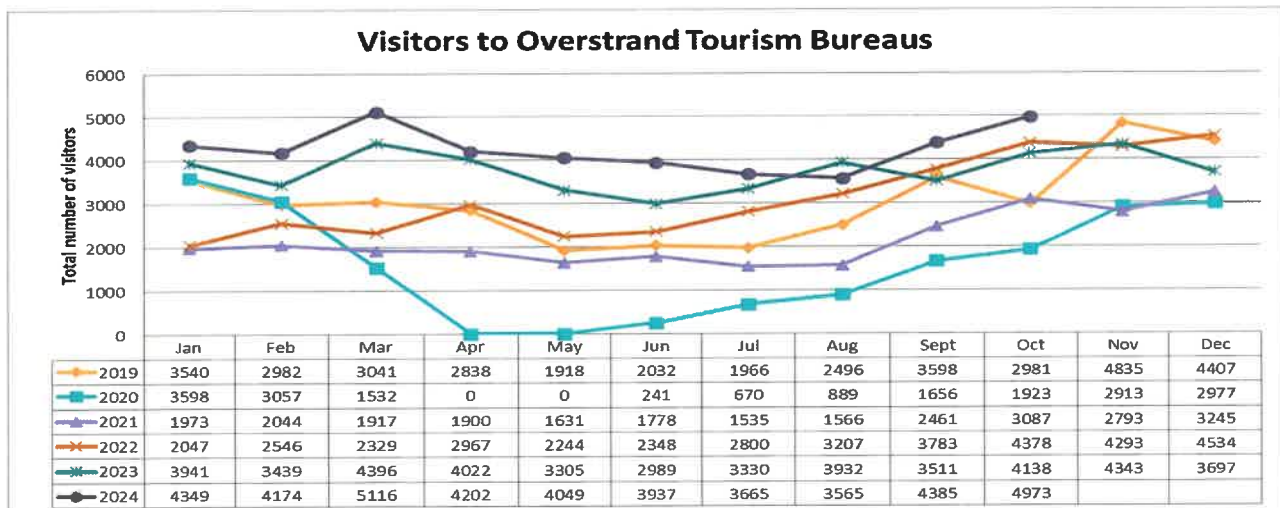
### 1.1 VISITOR INFORMATION CENTRES

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

The four Overstrand Tourism Visitor Information Centres (VICs) are open from Monday to Saturday to assist the public with information about things to do, where to stay and routes to travel.

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

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



Town	October 2024	October 2023
Kleinmond	665	710
Hermanus	1422	1344
Stanford	1803	846
Gansbaai	1083	1234
<b>GRAND TOTAL</b>	<b>4973</b>	<b>4134</b>

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

Visitor walk-in numbers increased with 839 from 4134 in October 2023 compared to 4973 in September 2024 (Table 1). This amounted to a 20% increase for October 2024. The increase in numbers can amongst other be attributed to the good whale season we're currently experiencing compared to last year.

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



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

Town	International	Local
Kleinmond	19	646
Hermanus	1060	362
Stanford	30	1773
Gansbaai	132	951
<b>Total</b>	<b>1241</b>	<b>3732</b>

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

The majority of visitors to the Visitor Information Centres (VIC's) in October were local visitors (75%) (Table 2). This can be attributed to events & festivals and peak of the whale season.

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

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

**Top 3 Office Enquiries:**

Most enquiries for the month of October related to whale watching, things to do, and hiking trails.

There was increased traffic of visitors wanting to book whale watching trips and visitors looking for information on events & activities happening in Overstrand.

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

**Key Attraction Stats for October 2024**

Attractions	2024	2023
African Penguin and Seabird Sanctuary	1768	2759
Danger Point Lighthouse	80	210
Whale Museum, Hermanus	1052	1025

Attractions	2024	2023
Harold Porter National Botanical Garden	5099	2845

## 1.2 Stakeholder Collaboration

Stakeholder 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:



Figure 2: Historical Stanford on Foot Guided Walk

1-6 October	Stanford in Bloom Festival.
2 October	Overstrand Event Application Meeting for Stanford Wine & Cheese Festival.
2 October	Whale Festival Debriefing Session.
5 October	Stanford Festival of Community Arts hosted the Star Search finals at the local community hall.
9 & 23 October	Cliff Path guided walk with Whale Crier in collaboration with Specialized Adventures. 38 Participants from the Adcock Pharmacy group.
15 October	Strandveld Adventures heritage guided walk – Historical Stanford on Foot.
15 October	Events Meeting : Penguin Palooza, Stony Point, Betty's Bay.
21-22 October	Wesgro Annual Film Locations Workshop (online, Ms Teams).
30 October	Hermanus Botanical Society Wednesday Walk.
30 October	Stanford Business AGM at Birkehead Brewery.
30 October	Meeting with new Whale Coast Theatre Management team to discuss potential collaborations.
30 October	Cancer Awareness Walk – Stanford.



Figure 3: Guided Walk with the Hermanus Whale Crier.



Figure 4 Left: Star Search Finalist; Right: Gratitude Picnic- Stanford in Bloom

### 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. This interactive platform allows us to spark wanderlust, answer visitor questions in real-time, and cultivate a sense of connection that translates into real-world visits. By leveraging the power of social media, we're effectively reaching new audiences and positioning the Overstrand as a must-visit destination.

Tourism Social Media Stats Oct 2023 vs Oct 2024

Year	Facebook		Instagram		Instagram Posts		X	
	2023	2024	2023	2024	2023	2024	2023	2024
	11,999	13,834	3,458	3,666	1,029	1,107	4,724	4,897
	8,780	10,438	1,957	2,096	602	686	1,733	1,789
	17,091	21,151	8,985	10.3K	915	995	6,039	6,174
	8,340	9,285	3,122	3,736	1,826	1,946	3,514	3,536
	11,993	12,907	2,493	2,592	770	830	3,671	3,651
<b>GRAND TOTAL</b>	<b>58,203</b>	<b>67,615</b>	<b>20,015</b>	<b>12,090</b>	<b>5,142</b>	<b>5,564</b>	<b>19,681</b>	<b>20,047</b>

Table 3: Overstrand Tourism Social Media presence – October 2024

As per Table 3 above there was a **2% increase** (from 103041 followers to 105316) in tourism’s social media presence for all the tourism offices across the Overstrand for October 2024.

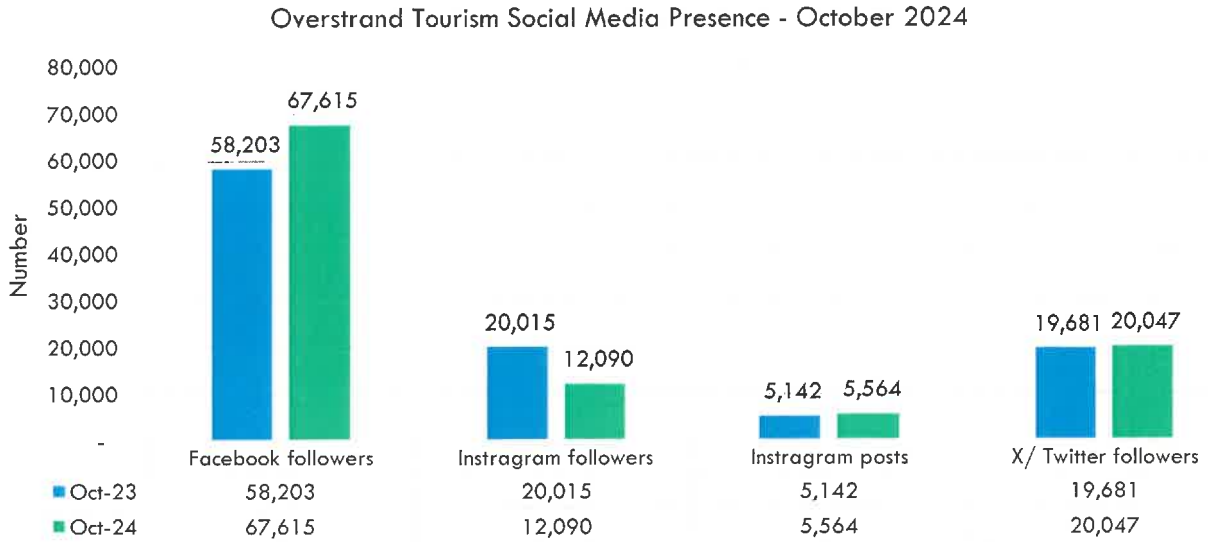


Figure 2: Overstrand Tourism Social Media Presence - October 2024

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

Hermanus featured in Getaway Magazine included the following local products:

- Southern Right Charters
- Eat Like A Local Food Tour
- Dal-Italia Italian Deli
- Black Medicine Coffee Shop
- Wine & Co
- Mikro Coffee
- On the Shore Eatery
- The Old Station Coffee shop/deli
- Char’d
- The Marine Hotel.



<https://www.getaway.co.za/travel/adventures/a-creative-revolution-in-hermanus/>

SANSA featured in Fairlady's e-newsletter which gets circulated to 15000 subscribers.

Visit SANSA

Did you know that you can visit The South African National Space Agency in Hermanus? As the only operational Space Weather Warning Centre for Africa, it provides space weather forecasts, warnings, alerts and environmental data on space weather conditions to the global aviation sector, defence, government and private-industry users. Because it's in a magnetically clean environment, it's also the only facility in Africa where landing compass equipment can be calibrated for aircraft.

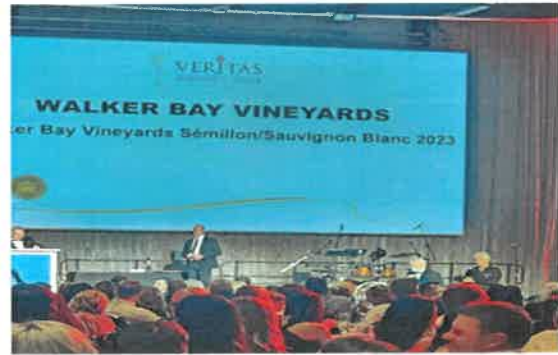
Mpho Tshisaphungo gave us a briefing on how they monitor space weather and the effects of solar flares. Then we had a quick look around, learnt some interesting tidbits about submarines, and met electronic engineer D. J. van Wyk, who recently spent 14 months on Marion Island and just did a trip to research base SANAE IV in Antarctica.

He talked us through some of the specialised instruments they are in charge of there, showed us pics of the Southern Lights, snowy Antarctica and the elephant seals on Marion Island, and shared some anecdotes about his time there. (Apparently, melted snow doesn't quench your thirst. Who knew?) SANSA also has an education centre and some cool games and memorabilia if you're bringing the kids.

The tour is free of charge and takes place every Wednesday from 11am-12pm. FIND OUT MORE

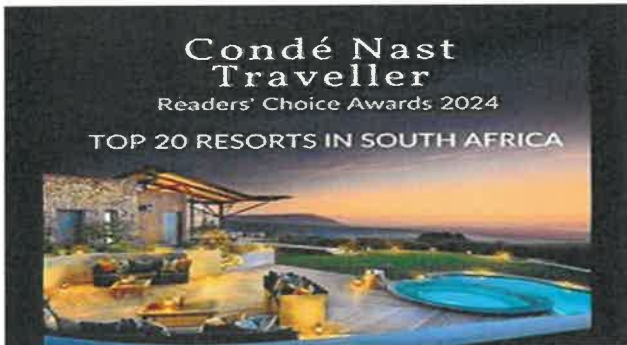


The Strandloper Project Expedition-Gansbaai



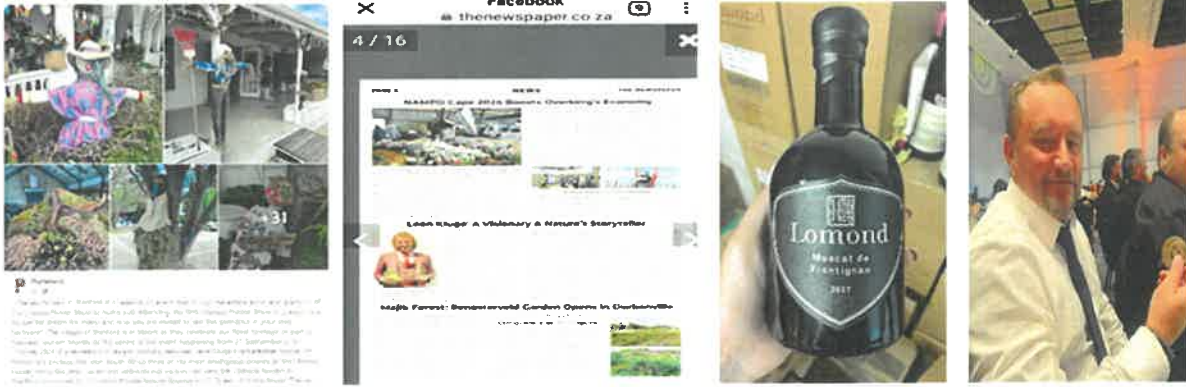
Grootbos Private Nature Reserve

A Heartfelt Thank You! Grootbos has been named one of the Top 20 Resorts in South Africa in the 2024 Condé Nast Traveller Readers' Choice Awards, for the third year running. This global recognition reflects the unforgettable experiences we create with you, our greatest Grootbos family. See more



5. Schneider's Cape Floral Kitchen in Stanford





- Grootbos named as one of the Top 20 Resorts in South Africa in the 2024 Condé Nast Traveller Readers' Choice Awards, for the third year running.
- Reviewers' Choice Awards: Dineplan reveals South Africa's top 100 restaurants for 2024 with Schneider's Cape Floral Kitchen in Stanford, Spookfontein Restaurant Hermanus, De Vette Mossel Hermanus, Manor House at Stanford Valley and The Restaurant at Newton Johnson listed within Overstrand area.
- Winemaker Henk Swart won a Double Gold at this year's Veritas Awards for his Lomond Muscat de Frontignan 2017. Walker Bay wins Double Gold at the Veritas Awards! for their Sémillon / Sauvignon Blanc 2023
- Ganbaai featured on ViaTV Platteland Toe Channel 147 on DSTV.
- Stanford Wine & Cheese Festival which took place on the 5<sup>th</sup> of October 2024.
- Wortelgat Dining Restaurant launched @Springfontein Wine Estate  
<https://springfontein.co.za/wortelgat-season-kick-off-2024-2025/>

## 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.

October 2024 saw a whopping 54% **increase** in events (247 events) compared to the 160 events in October 2023.

Some of the majors events that took place in October are noted in the Highlights section of this report on p1.

A weekly and monthly calendar of events is distributed to accommodation, restaurant, and activity businesses.

The annual events calendar has been updated continuously and circulated to assist tourism stakeholders with their planning for the year ahead.

VIC's are the go-to place for sporting event organisers, including schools, in helping with accommodation bookings.

## 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.



Figure 3 Nature Guide programme Participants

- 10 Participants from Overstrand selected to participate in the Nature Marine Guide Level 2 and First Aid Level 1 training programme sponsored by the Provincial Department of Economic Development and Tourism (DEDAT) in collaboration with Field Guides Association of Southern Africa (FGASA).
- Overstrand currently has nineteen learners participating in the Tourism Monitors Programme 2023/2024. The programme has all four learners based at Whale Coast Conservation, Stanford and fifteen learners based at Fernkloof Nature Reserve.
- Working in Learning Programme – Funded Graduates from National Skills Fund. 24 Months programme including stipend for graduates. Facilitated by The Tourism & Business Institute of Southern Africa. Twenty-two students and eleven host employers.

### 2.2 Business Support Activities

Upskilling and facilitating training of SMMEs and entrepreneurs to participate in the Overstrand tourism economy remains part of Tourism's focus. This includes:

- dissemination of information relating to funding opportunities for business,
- communication of available opportunities,
- assistance with mentoring,
- support for event applications to gain funding,
- assistance with permit applications.

The Small Business Manager / Owner Operations Skills Programme NQF Level 3 facilitated by The Tourism & Business Institute of Southern Africa and funded by the Wholesale & Retail SETA for local entrepreneurs kicked off in October and 24 local participants were included on course.

Access to markets facilitated through the Visitor Information Centres where local product owners can generate an income through the weekly markets and selling curios within the centres.

Isipho Sam is a group of five female crafters from Masakhane that has been assisted with product development and product displays at Gansbaai Tourism.

Gansbaai Tourism have been collaborating with the local communities on beautifying the town through an initiative where gardeners and artist are working together. There are currently twenty participants starting on the project to beautify the main street.

Opportunities shared through platforms:

- 1 Oct Apply Online for the Higher Certificate in Emergency Medical Care (NQF - 5). Closing Date: 31 October 2024.
- 4 Oct Call for Temporary Seasonal work with Overstrand Municipality.
- 7 Oct Learn about the wholesale and retail sector. Tourism and Business Institute of Southern Africa, in co-operation with Overstrand Municipality, is offering an exciting opportunity for 22 learners to explore the wholesale and retail sectors in the Overstrand region.
- 8 Oct Job Fund Webinar: Digitising Job Creation in South Africa, 22 Oct 2024.
- 11 Oct Expand your market reach with CDI's new Market Readiness Project, Kuier@TheCastle.
- 15 Oct Invitation for participation Vakantiebeurs 8 – 12 Jan 2025 Netherlands by South African Tourism. Deadline 25 Oct.

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**16.**

**2024/2025 FESTIVE SEASON PLAN FOR THE DIRECTORATE: MUNICIPAL PUBLIC SAFETY**

This item is distributed under separate cover.

In terms of Section 20(1) of the Local Government: Municipal Systems Act, No 32 of 2000, read with Rule 17 of the Overstrand Municipality's By-law on Rules of Order for Internal Arrangements, this item must be considered "in committee".