



**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 : 28 NOVEMBER / NOVEMBA 2025**  
**VENUE / PLEK / INDAWO : BANQUETING HALL / BANKETSAAL**  
**CIVIC CENTRE / BURGERSENTRUM /IZIKO LOLUNTU**  
**HERMANUS**  
**TIME / TYD / IXESHA : 09:00**

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

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**20 November 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 **FRIDAY, 28 NOVEMBER 2025** at **09:00** to consider the items set out in the attached agenda.

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

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**20 November 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 **VRYDAG, 28 NOVEMBER 2025** om **09:00** vir oorweging van die items op die meegaande agenda.

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

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**20 Septemba 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 uLWESIHLANU UMHLA, 28 NOVEMBA 2025** ngeye-**09:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

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

**AGENDA/...**

# OVERSTRAND MUNICIPALITY

## MAYORAL COMMITTEE MEETING

28 November 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 Tuesday, 28 October 2025 at 10:00**
  
- 4. STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE EXECUTIVE MAYOR / DEPUTY EXECUTIVE MAYOR**

**5.  
TOURISM MONTHLY REPORT: OCTOBER 2025****R Louw                      Divisional Manager: Strategic Support Services****10 November 2025****(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 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 October 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 October 2025 **be noted**.

**RESPONSIBLE OFFICIAL :**

**R LOUW**

**TARGET DATE FOR IMPLEMENTATION :**

**4 DECEMBER 2025**



## OVERSTRAND TOURISM REPORT OCTOBER 2025

### Highlights:

- The 32<sup>nd</sup> Hermanus Whale Festival was successfully hosted on 3-5 October 2025, already reported in the September 2025 report.
- The 11th G20 Parliamentary Speakers' Summit (P20) held at Arabella Hotel in Kleinmond, 1 to 3 October.
- Kleinmond Fynbos Festival celebrating Kleinmond Nature Conservation's 50th anniversary. Opened by Leon Kluge, 3 to 11 October.
- Kleinmond Ceramics Festival with exhibitions, workshops, and a Potter's Market, 3 to 13 October.
- Official launch of the Hermanus Cliff Path attended by delegates including Premier Alan Winde, 10 October.
- Launch of the Mobility & Bicycle infrastructure initiative with Premier Winde in attendance, 11 October.
- Grootbos Florilegium showcased at the Cape Town Marathon Expo, 18 & 19 October.
- International Garden Centre Association (IGCA) Congress event at Wonderland Lifestyle Nursery with 180 delegates (Whale Crier welcomed the group), 21 October.
- Non-Motorized Transport (NMT) Demonstration Town by the Western Cape Mobility Department in Hermanus, 21 October.
- Film Shoot for Future Tense for Commercial Filming/Photography at Palmiet Lagoon in Kleinmond, 21 to 23 October.
- The first ever Mthimkhulu Kleinmond Kleine Kunstefees was held in Kleinmond, 31 October to 2<sup>nd</sup> November.
- Hop On-Hop Off cliff path walk Hermanus is a new initiative taking place on the first Saturday of the month as part of a Lighthouse2lighthouse campaign.

- First World of Music, Arts and Dance (WOMAD) held at Stanford Hills with the Zwelihle Youth Choir performing at this event.



SANSA Open Day



International Garden Centre Association (IGCA) Congress event



Hop On-Hop Off Initiative

### ***New Business Alert!***

- Amira's Art Studio opened at 3286 Clarence Drive in Betty's Bay.
- Opening of Landscapes Re-imagined – Betrag Art Gallery.
- Onrus Fish & Chips in Van Blommenstein.
- Bootlegger Café opened in Marine Drive, Hermanus

## **1. DESTINATION MARKETING**

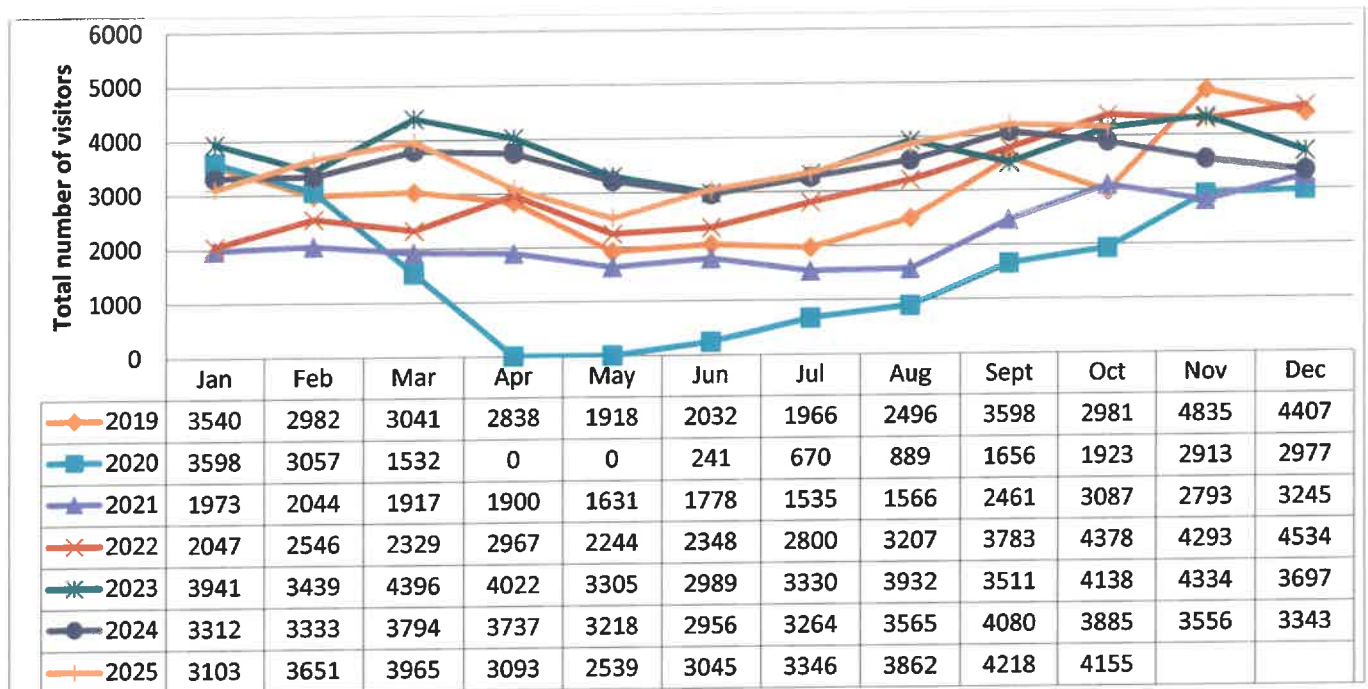
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

### **1.1 VISITOR INFORMATION CENTRES (VIC's)**

The Overstrand's Visitor Information Centres provide support to ODM, WESGRO, SATSA, LED, RTLK, 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	October 2025	October 2024
Kleinmond	735	665
Hermanus	1756	1422
Stanford	870	1097
Gansbaai	794	701
<b>GRAND TOTAL</b>	<b>4155</b>	<b>3885</b>

Table 1: Statistics - October 2025 vs October 2024

Visitor walk-in numbers **increased by 6.95%** from 3885 in October 2024 to 4155 in October 2025 (Table 1).

Town	International	Local
Kleinmond	16	719
Hermanus	1244	512
Stanford	33	837
Gansbaai	82	712
<b>Total</b>	<b>1375</b>	<b>2780</b>

Table 2: International vs Local Visitors for October 2025

Break down of international visitors per Visitor Information Centre (VIC) in October 2025:

Hermanus	UK, Germany & Netherlands
Kleinmond	Australia, Germany & Asia
Gansbaai	Germany & Netherlands
Stanford	UK, Sweden & Scotland

- ✓ 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: October 2025

Visitor inquiries during October focused primarily on hiking/walks, wineries and whale watching.

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 October 2025

Attractions	2025	2024
African Penguin and Seabird Sanctuary	2842	1768
Danger Point Lighthouse	230	80
Shark Cage Diving (All vendors)	2403	3333
Whale Boat Tours (Marine Dynamics)	3846	3706
Leisure Fishing Boats (Kleinbaai Harbour)	24	25
Klipgat Caves	2749	1436
Harold Porter National Botanical Garden	5875	5099
Stony Point	9458	7979
Kogelberg Nature Reserve	1984	385

Table 3: Key attraction statistics, October 2025

## 1.2 Strategic Collaborations

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:

Collaboration	Strategic Goal	Outcome
Norse Atlantic Airlines in partnership with South African Tourism UK & Ireland office, Wesgro (Sisonke Tours, Kleinmond)	Host senior UK tour operators on a curated Familiarisation (FAM) trip showcasing experiential travel offerings.	Possible inclusion of the Kleinmond Fishing Community immersive tour with Sisonke Enviro Tours, as part of their future itineraries.
Responsible Travel UK (Journalist Interview) Whale Crier	Target UK Market: Leverage the UK as a top source market and align with the trend of responsible/eco-tourism.	The interview with the Hermanus Whale Crier provides a unique, human-interest angle that highlights the area's world-exclusive land-based whale watching and commitment to responsible tourism.

Collaboration	Strategic Goal	Outcome
Kloro Film Production France International Film - Whale Crier	Target French Market: Leverage the market and align.	The interview with the Hermanus Whale Crier provides a unique, human-interest angle that highlights the area's world- exclusive land-based whale watching and commitment to responsible tourism. Film release in 2026.
Project Selfie Frame - Gansbaai	Erect 3 selfie frames in Kleinbaai Harbour and Stanford Cove to enhance visitor experience in collaboration with private stakeholders.	Applications to the Property Administration Department at the Municipality are in process.
Gansbaai Market Wall Mural, Gorgeous Gansbaai Arts Project (GGAP) Community Volunteers	Beatification of the market space. Attract more visitors	Visitor friendly market space.



UK Tour operators - community immersive tour with Sisonke Tours

### 1.3 Tourism Engagements

1- 4 October	Collab whale crier tour with Eat like a local, Hermanus (total pax of 6).
1-4 October	Entrepreneurship Workshop hosted by Grootbos Foundation in the Gansbaai Tourism Hall.
4 October	Cancer Awareness Fundraiser, Harbour on deck and Dogs of War motorcycle club. Aprox 80 in attendance.
6 October	Wesgro and Norse Atlantic Airlines hosted a familiarisation trip in partnership with South African Tourism UK & Ireland, visiting Kleinmond for a local community tour with Sisonke Enviro Tours.
8 October	Groeneweide Die Hangkas Art Exhibition titled "A river runs through it – water theme," featuring collaborations amongst local artists.
10 October	Official Cliff Path extension launch.
11 October	SANSA Space Agency Open Day featuring science shows, exhibitions, and public lectures on space weather.
24 October	Launch of the Local is lekker campaign facilitated by The Hermanus Business Chamber.

25 October

Land Transport Safety event at Qhayiya High School, including an aerobic session and 5m fun run.



Eat like a local tour with whale, crier



Entrepreneurial Workshop Gansbaai



Dogs of War motorcycle club, Gansbaai



Land Transport event at Qhayiya

## 1.4 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 Oct 2024 vs Oct 2025												
Year	Facebook		%	Instagram		%	Instagram Posts		%	Twitter		%
	2024	2025		2024	2025		2024	2025		2024	2025	
	13 834	15 065	8%	3 666	3 864	5%	1 107	1 138	2%	4 897	4 893	0%
	10 438	11 049	5%	2 096	2 222	5%	686	767	10%	1 789	1 779	0%
	21 151	27 322	22%	10.3K	11.6K	11%	995	1020	2%	6 174	6 111	-1%
	9 285	10 041	7%	3 736	4 485	16%	1 946	2 190	11%	3 536	3 529	0%
	12 907	13 883	7%	2 592	2 821	8%	830	943	11%	3 651	3 610	-1%
<b>Grand Total</b>	<b>67 615</b>	<b>77 360</b>		<b>22 390</b>	<b>24 992</b>		<b>5 564</b>	<b>6 058</b>		<b>20 047</b>	<b>19 922</b>	

Table 4: Overstrand Tourism Social Media presence – October 2025

As per Table 4 above, there was a **11% increase** (from 115,616 followers to 128,332) in tourism's social media presence for all the tourism offices across the Overstrand for October 2025.

## Top Performing post for October 2025 - Cape Whale Coast



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

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
News 24	End of the road: Completed Hermanus footpath (Cliff Path) opens after years-long standoff	Online Article
The Citizen	Adventure and relaxation: Escape into the fynbos at Grootbos Nature Reserve	Online Article
GoodThingsGuy	Opera Singers Take Hermanus Streets with Verdi's Famous Drinking Song!	Online Article
The Village News	Kleinmond Ceramics and Fynbos Festival featured	Local Newspaper Article
Dineplan	Reviewer's Choice Awards: SA's Best Dining Venues: 3rd BEST RESTAURANT IN SA! Schneider's Cape Floral Kitchen, Gansbaai	Online Blog

## 1.6 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 October 2025: 282
- Total Events in October 2024: 247
- **14.17 % increase** in events which is a total increase of 35 events.



Kleinmond Ceramics and Fynbos Festival



World of Music, Arts and Dance concert, Stanford

## 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.

- Work Integrated Learning Programme:
  - This program is funded by the National Skills Fund.
  - It's an 18- to 24-month program for graduates, offering a stipend.
  - The program is facilitated by The Tourism & Business Institute of Southern Africa.
  - There are 22 students and 11 host employers participating in a cycle that is set to be completed in October 2025.

### 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:

- |        |   |
|--------|---|
| 8 Oct  | Invitation to tender Hermanus High School Tuk Shop.   |
| 16 Oct | Overstrand Municipality Beach Trading applications open.  |
| 28 Oct | The Mobile e Centre Bus will be visiting the Overstrand during November.                                    |
| 29 Oct | Elgin Community College Entrepreneurship Training Opportunity.  |
| 30 Oct | Meet funders in Hermanus at the Capital Matching Roadshow on 18 Nov. Initiative by Western Cape Government. |
- .....