



**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 : 27 OCTOBER / OKTOBER /
OKTOBHA 2026
BANQUETING HALL,
CIVIC CENTRE
HERMANUS**

TIME / TYD / IXESHA : 09:00

MUNICIPALITY / MUNISIPALITEIT / UMASIPALA WE-OVERSTRAND

Office of the Municipal
Manager
Municipal Offices
HERMANUS

20 October 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, 27 OCTOBER 2026** at **09:00** to consider the items set out in the attached agenda.

E JANTJIES
ACTING MUNICIPAL MANAGER

20 Oktober 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, 27 OKTOBER 2026** om **09:00** vir oorweging van die items op die meegaande agenda.

E JANTJIES
WAARNEMENDE MUNISIPALE BESTUURDER

20 Oktobha 2026

ISAZISO ESIYA KUBO BONKE OOCÉBAKHULU NOOCÉBA

INTLANGANISO YESIQHELO YEKOMITI KASODOLOPHU WE-OVERSTRAND

OKU KUKWAZISA ukuba intlanganiso **YESIQHELO yeKOMITI KASODOLOPHU**, iza kuba se **I-BANQUETING HALL, kwiZiko, eHERMANUS uLWESIBINI UMHLA, 27 OKTOBHA 2026** ngeye-**09:00** ukuqwalasela imicimbi ekule ajenda iqhotyoshelwe apha.

E JANTJIES
UMPHATHI KAMASIPALA OBAMBELEYO

AGENDA/...



**OVERSTRAND MUNICIPALITY
MAYORAL COMMITTEE MEETING**

27 October 2026

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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, 25 August 2026 at 09:00**
- 4. STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE EXECUTIVE MAYOR / DEPUTY EXECUTIVE MAYOR**

5.
TOURISM MONTHLY REPORTS: AUGUST AND SEPTEMBER 2026

R Louw **Divisional Manager: Strategic Support Services**

12 October 2026

(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 August and September 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 August and September 2026.

Discussion

Visitor Information Centres (VIC's) and social media statistics, destination marketing and promotion.

7. Financial Implications

Operating budget of the Tourism section.

8. Staff Implications

Reports compiled inhouse by staff.

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Report – August 2026

Annexure B: Tourism Report – September 2026

RECOMMENDATION:

that the tourism reports for August 2026 and September 2026 **be noted**.

RESPONSIBLE OFFICIAL :

R LOUW

TARGET DATE FOR IMPLEMENTATION :

30 OCTOBER 2026



OVERSTRAND TOURISM REPORT AUGUST 2026

Highlights:

- Kleinmond hosted its first ever Overstrand Fashion Week event on August 7–8 at The Shed in Harbour Road.
- Kleinmond came alive on Sunday 16 August, with the Trail Series Super League starting and finishing at Kleinmond Beach offering 3 routes Short, Long & XL with 630 runners participating.
- Kleinmond Rugby Club celebrated its 80th anniversary and opening of its newly upgraded grounds on Saturday 22 August.
- Local residents had the pleasure of meeting American actress, singer, and director Raven-Symoné at C Shack Restaurant in Kleinmond Harbour.
- All five Stanford Valley wines scored GOLD in the 2026 Lumo Awards.
- The Pantry @ In The End Stanford opened this month and is now open for business by appointment, or on Wednesdays from 09:00–12:00.
- Preparations are well underway for Stanford in Bloom and the Chelsea Flower Show, taking place from 12–27 September 2026. With two Sunset Markets planned for 18 and 25 September, Stanford is getting ready to bloom!
- 78-year-old Stanford cyclist Ron Joubert will cycle 1,100 km across Australia's Nullarbor Plain to raise funds and awareness for the Butterfly Centre, Stanford supporting children with special needs.
- Fulvio Bonucci Italian Film Crew created a documentary on Gansbaai for the European market with a focus on the heritage and transformation from commercial fishing to marine conservation, 24-28 August.
- Hermanus Whale Crier being interviewed by Kyknet Fiesta as part of the Kalfiefee segment.
- Newly launched Wild Wellness booking Café in Harbour Road, Courtyard.
- Whale Crier Cliff Path tour with delegates from Cricket SA collab with Specialised Adventures.



Image: Whale Crier interview with FIESTA on KYKNet.



Image: Cricket SA team exploring Hermanus.

1. DESTINATION MARKETING

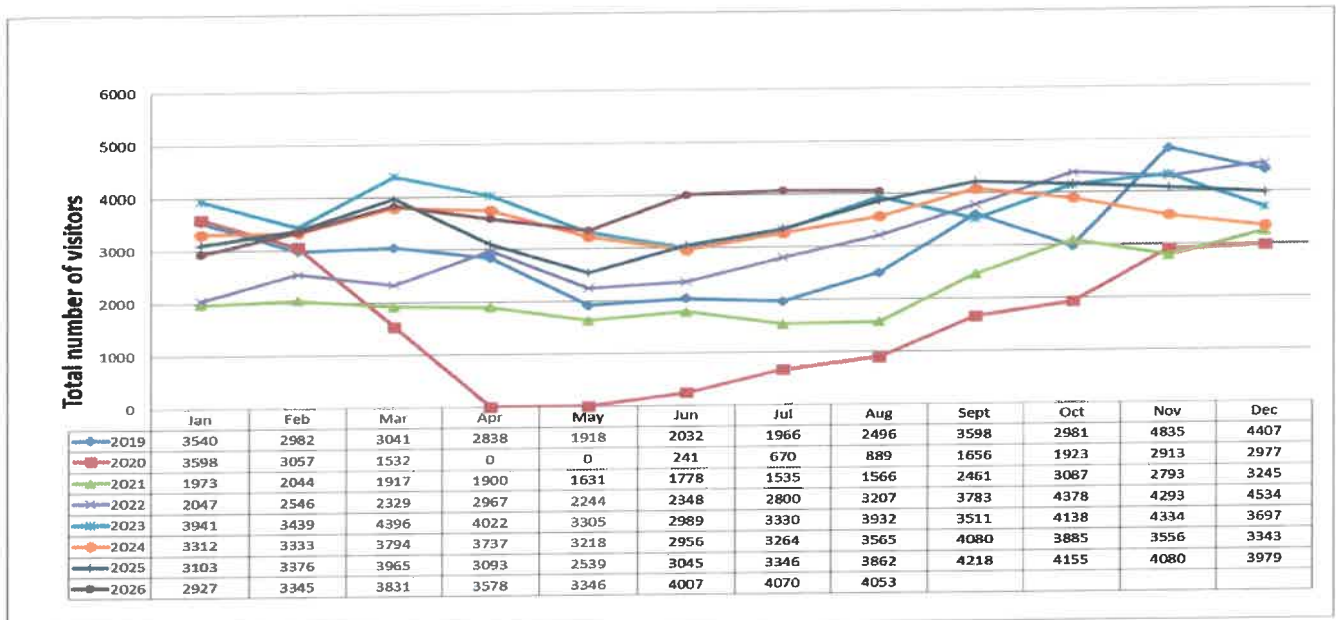
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

1.1 VISITOR INFORMATION CENTRES (VIC's)

The Overstrand's Visitor Information Centres provide support to ODM, WESGRO, SATSA, LED, 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	August 2026	August 2025
Kleinmond	759	665
Hermanus	1976	1883
Stanford	505	597
Gansbaai	813	717
GRAND TOTAL	4053	3862

Table 1: Statistics – August 2026 vs August 2025

Visitor walk-in numbers **increased by 4.95 %** from 3862 in August 2025 to 4053 in August 2026 (Table 1).

Town	International	Local
Kleinmond	20	739
Hermanus	1515	461
Stanford	14	491
Gansbaai	42	771
Total	1591	2462

Table 2: International vs Local Visitors for August 2026

Origin of international walk-in visitors to the VIC's:

Hermanus	Germany, France, China
Kleinmond	Germany, United Kingdom, Spain
Gansbaai	United Kingdom, Italy
Stanford	Germany, United Kingdom, United States.

- ✓ 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: August 2026

Visitor inquiries during August focused primarily on whale watching, museums 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 August 2026

Attractions	2025	2026	Trend
African Penguin and Seabird Sanctuary	2126	2123	↓
Danger Point Lighthouse	48	120	↑
Shark Cage Diving (All vendors)	2490	2246	↓
Whale Boat Tours (Marine Dynamics)	2730	1952	↓
Leisure Fishing Boats (Kleinbaai Harbour)	43	23	↓
Klipgat Caves	1506	2108	↑
Harold Porter National Botanical Garden	3108	5183	↑
Kogelberg Nature Reserve	997	518	↓
Stony Point	6386	8620	↑

Table 3: Key attraction statistics, August 2026

These stats reflect the same trend as last month where our shark cage diving and whale boat tours are decreasing year on year. The international audience needs to be made aware that we still have loads of sharks in Gansbaai with visitors experiencing the same incredible thrill and experience as they did with Great White Sharks.

Marine Dynamics have also confirmed that there was slightly slower traffic from Cape Town this month.

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.

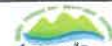
Social Media Stats Aug 2025 vs Aug 2026												
			%			%	Instagram Posts		%			%
Year	2025	2026		2025	2026		2025	2026		2025	2026	
	14 666	17 082	15%	3 848	4029	5%	1 134	1163	3%	4 888	4849	-1%
	11 027	12 287	11%	2 198	2342	7%	751	813	8%	1 779	1787	1%
	25 292	31 168	19%	11.5K	12.6K	9%	1020	1076	6%	6 125	6087	-1%
	9 681	10 942	12%	4 254	4933	14%	2 101	2311	9%	3 528	3539	1%
	13 368	15 981	17%	2 798	3040	8%	900	988	9%	3 597	3652	2%
Grand Total	74 034	87 460		24 598	26 944		5 906	6 351		19 917	19 914	

Table 4: Overstrand Tourism Social Media presence – August 2026

As per Table 4 above, there was a 13.03% increase (from 124 455 followers to 140 669) in tourism's social media presence for all the tourism offices across the Overstrand for August 2026.

Top Performing post for August 2026 - Cape Whale Coast

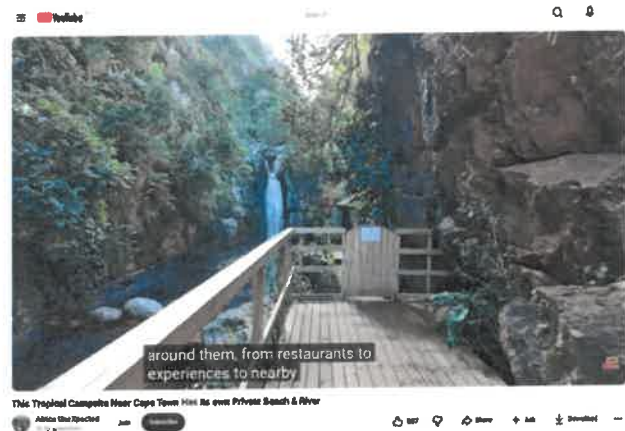


1.4 Media Engagements / Media Features / Print , Radio Creative and Management

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
Cape Town Etc	Risso's dolphin draws 80 rescuers to Betty's Bay	Online
Sawubona inflight magazine	Featuring Overberg, Pringle Bay	Print
Africa UneXpected	Featuring Hangklip-Kleinmond	Blog
CapeTowner	Where to see whales near Cape Town: 7 best whale-watching spots	Online
The Newspaper	Benguela Cove: Where the wild things come to rest	Online
Hermanus Times	Swallow Park's revival restores a piece of Hermanus	Print

Getaway Magazine	Featuring Stanford, Hermanus & Hangklip-Kleinmond	
InMyBag	Whales, Wine & Wonderful Hermanus	Online
Hermanus Times	Pringle Bay Local Becomes Youngest South African Woman to Swim the English Channel	Print
Whale Coast Travel	Art Galleries in Hermanus: A Creative Coastal Town	Online



1.5 Tourism Engagements

6 August	Overstrand Fashion Week Gala Dinner, The Shed, Kleinmond.
13 August	Meeting with local tourguide Sive Mbizo regarding collaborative opportunities
15-16 August	Danger Point Lighthouse open to public.
17 August	UNESCO Meeting with Restaurants SA owner.
18 August	Meet & Greet with New Acting Municipal Manager at Kleinmond Town Hall.
21 August	WESSA Planning meeting with internal staff.
21 August	Meeting with Authentic Travel relating to marketing efforts.
24 August	Meeting with Speaker Grant Cohen on possible events for Kleinmond at The Shed.
26 August	Regional Tourism Organisation(RTO) Forum in Cape Agulhas.
27 August	Grootbos Sundowner Session, conservation talk.



Images: First Overstrand Fashion Week in Kleinmond.



Images : Regional Tourism Organisation Forum meeting in Cape Agulhas

Stakeholder Engagements

- Distribution of weekly and monthly event calendars. Sharing weekend calendar with upcoming event posters on social media.
- Keeping Overberg events calendar up to date for Overberg District Municipality.
- Tourism Growth Fund 2026/27 by Western Cape Government Open for applications – shared with mailing list

- Shared Western Cape Launches Free Online Export Course to Help Businesses Access Global Markets with interest parties.
- Promoting restaurants specials and promotions on whatsapp groups and social media platforms.
- Shared the Western Cape Enterprise Development sponsorship opportunity with stakeholders.
- Content submission for the Wesgro Cruise Guide 2026/2027 year.
- Itinerary submission for The South African Township and Village Tourism Association (SATOVITO) Kasi2Kasi familiarisation trip to Overberg. Garden Route & Overstrand included in their itinerary for small dorps. Collaboration with Wesgro and Shot Left Campaign.
- Assisted with itinerary inputs for UAE familiarisation trip to Overstrand to investigate new products for inclusion in itineraries for expats living in UAE.
- Collaborating with Restaurants SA on various initiatives focusing on the UNESCO City of Gastronomy accolade.

1.6 Events

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.

Events summary:

The total number of **events decreased by 10.61%**, from 264 in August 2025 to 236 in August 2026, representing a reduction of 28 events.

The decrease in events can be attributed to various contributing factors:

- For larger formal festivals, it could be due to compliance, permits, higher operational expenses, venue hire, and weather, which make it financially unviable.
- Smaller outdoor events are mostly postponed due to unfavourable weather conditions. Many organisers also plan their events over weekends and days that coincide with school terms, exams, or public holidays which vary from year to year leading them to shift or postpone events, with the result that fewer events are hosted for that specific month.
- The biggest challenge comes down to operational expenses and independent organisers not having the funds to cover those costs, while the income received does not justify their expenses for the event.



Image : Kogelberg Bisosphere Kogelberg Trail Series Super League held on Kleinmond Beach on 16 Aug 2026.



Images : Kleinmond Rugby Club celebrated its 80th anniversary and opening of its newly upgraded grounds on Saturday 22 August.

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:

- **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:

- 3 Aug Calling all registered NPOs in the Western Cape! The Department of Social Development is inviting eligible NPOs to apply for funding. Applications close 18 Sept 2026.
- 11 Aug Lighthouse2Lighthouse Ladies Calling all charities and NPO's to apply for funding.
- 13 Aug Overstrand SMMEs, business start-ups, NPOs and cooperatives are invited to take part in a two-day Services SETA eLearning hybrid training programme to gain practical skills that can support their growth, sustainability and long-term development.
- 17 Aug Free webinar for Small Businesses: Turn views into customers, TikTok for Business. Opportunity be Western Cape Government's Department of Economic Development and Tourism (DEDAT), in partnership with Overstrand Municipality.
- 19 Aug SEDFA: Imbali for Her is a flagship national programme designed to promote inclusive economic participation among women by providing integrated financial and non-financial support.
- 23 Aug Department of Tourism: Online Business and Enterprise Development for Tourist Guides.
- 27 Aug CapeNature 2026 Annual Call for Concessionaire Proposals (Adventure, Cultural, and Heritage).
- 27 Aug CapeNature Request for Proposals - Activities: Beverage Kiosk Concessionaire Opportunity.
-



September - Tourism Month

This year's theme was **"Growing South Africa's Tourism Sector in the Digital Era"**, which centered on the following focus areas:

- Digital Transformation: Showcasing how digital tools and artificial intelligence improve operational efficiency and visitor experiences.
- Local Travel: Encouraging South Africans to explore their own country and support local communities.
- Sustainable Growth: Highlighting innovations that advance sustainable and community-based tourism.

As part of Tourism Month, we reached out to local activities/attraction to send us videos of their business to showcase it on social media focusing on the Theme: Growing South Africa's Tourism Sector in the Digital Era as part of the #WithLoveFromTheLocals campaign shared throughout September month.

During Tourism Month **CapeNature** celebrated its **annual free access week** from 19 – 25 September offering visitors free entry to Kogelberg and Stony Point Nature Reserve.

Stanford in Bloom – 12 to 27 September. It was great to see so many visitors and from far afield (Paarl, Cape Town, Mossel Bay). The event showcased the village's flowers, natural environment, local businesses, restaurants and tourism offerings through a programme of talks, workshops, foodie events, markets and music. Local businesses and stakeholders participated positively, creating a welcoming atmosphere for visitors. The event provided valuable opportunities to promote Stanford as a tourism destination and highlighted the importance of continued collaboration and early planning for future events. The town was beautifully decorated throughout the festival, with colourful and creative scarecrows adding to the welcoming atmosphere and enhancing the overall Stanford in Bloom experience.



Infographic of Stanford in Bloom 2026:

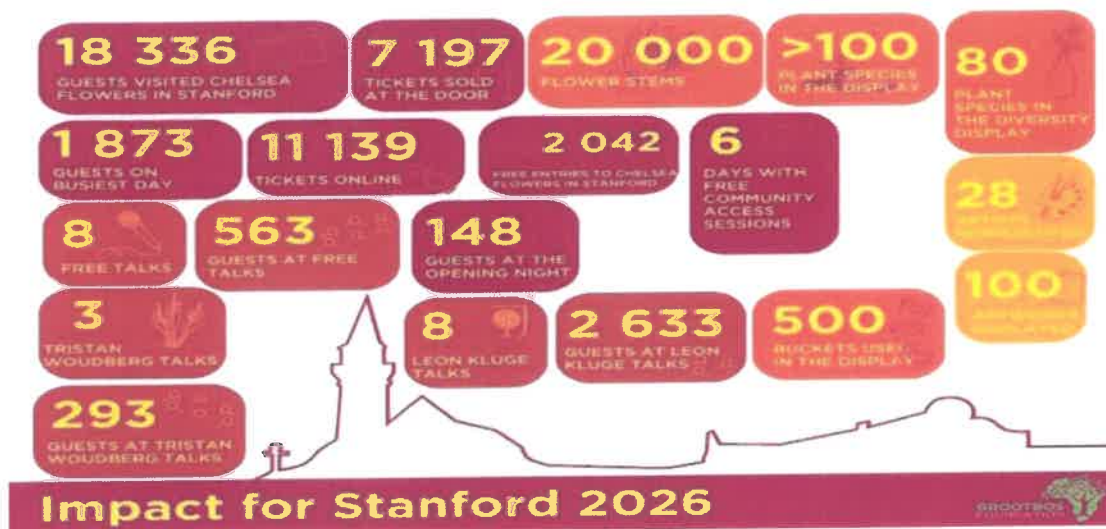


Figure 1: Source Stanford in Bloom event organiser

Key personalities featured in Stanford in Bloom and Chelsea Flowers include:

- Leon Kluge – internationally renowned landscape designer and botanist, and creator of the award-winning *Life After Fire* Chelsea display.
- Tristan Woudberg – artist and gardener responsible for the sculptural elements of *Life After Fire*.
- Sean Privett – conservationist and Grootbos Foundation representative.
- Siphokazi Jonas – acclaimed South African poet who performed at the Chelsea Flowers opening.
- John Maytham – CapeTalk radio presenter.
- Koos Kombuis – well-known South African musician.
- Rocco de Villiers – pianist, composer and producer.
- Tanya Visser – gardening personality and *The Gardener* presenter/editor.
- Vicki Thomas, Helen Boem, Rupert Koopman and Hayley Cawthra – notable botanical, gardening, conservation and nature specialists who have contributed to the festival programme.

Preliminary estimated Economic Impact of Stanford in Bloom 2026

Stanford in Bloom 2026 generated positive economic and community benefits for Stanford, despite a quieter market compared with the previous year.

Estimated market attendance was approximately 11,002 visitors, calculated at 60% of the Chelsea Flower Show market attendance benchmark of 18,336. This was lower than the 2025 event, which recorded 19,500 tickets sold and reported attendance of more than 15,000 guests.

The festival supported local employment, with approximately 40 local people employed during the event. Local businesses also appeared to benefit from increased activity, with restaurants reportedly booked and accommodation fully booked over the festival period.

Additional community benefits included donations to the NG Church, venue-hire income for St Thomas Church, and approximately R16,000 raised by Okkie Smuts School through parking fees.

While the final revenue figures and overall economic impact have not yet been determined, the available information indicates that Stanford in Bloom 2026 contributed to local employment, business activity and community fundraising.

A comprehensive assessment of the festival's total economic contribution will be possible once the outstanding financial data becomes available from the event organiser.

Hermanus Fernkloof Flower Show hosted from 24 – 27 September 2026

Fernkloof Flower Show proudly hosted by the Hermanus Botanical Society kicked off on Thursday, 24 September 2026 with its theme Fernkloof in Colour which celebrated the spectacular, vibrant diversity of our local fynbos. The Fernkloof Flower Show was a spectacular display of flowers, activities and family fun over 4 days.



Hermanus Whale Festival hosted from 2-4 October 2026



The preliminary estimate of attendees is 50,000 to 60,000 visitors over the festival period.

The festival centred around our Eco-Marine programme, conservation, environmental education, responsible tourism, sport and family activities which was well received. The geographical spread of smaller events throughout the Hermanus area /surrounds ensured a comfortable and positive experience for visitors who did not become overwhelmed by the large crowds in previous years.

This year the whales showed off, and large numbers of whales were present in Walker Bay throughout the Festival. Visitors were treated to spectacular breaching, tail displays and whales swimming remarkably close to shore.

This year seem to bring a strong international presence and amongst the visitors were travellers from Netherlands, Belgium and various Eastern and Asian markets.

More than 40 of festival vendors came from the greater Overberg area, as organisers deliberately gave local vendors the first opportunity to participate before opening available stall space more widely. Vendors are encouraged to book space for 2027 to await disappointment.

MEDIA & DESTINATION EXPOSURE

The festival's tourism value extends well beyond the visitors who physically travelled to Hermanus.

The latest Brand24 statistics for the three-month period up to 5 October 2026 currently show:

- Total media reach: 34 million
- Total mentions: 9,299
- Social media reach: 20 million
- Non-social media reach: 14 million
- Social media interactions: 384,000
- Social media reactions: 365,000
- User-generated content: 5,368
- Advertising Value Equivalent (AVE): \$3.4 million



1. DESTINATION MARKETING

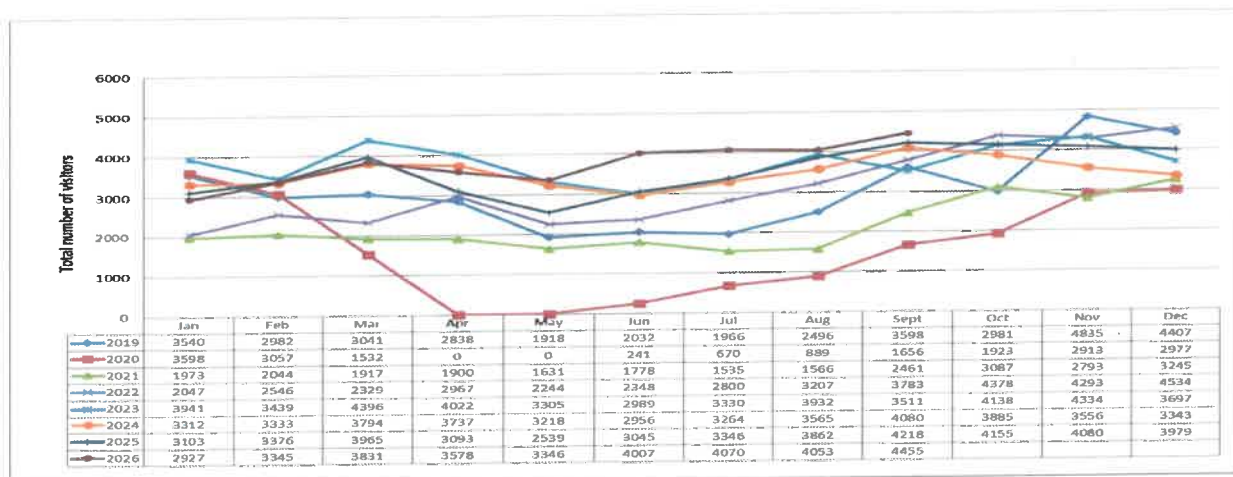
Destination marketing involves promoting the Overstrand and its benefits through print and social media to increase awareness to try and bring more visitors to the area and boost the local economy and establish the Overstrand and all its villages as a desirable leisure and business destination.

1.1 VISITOR INFORMATION CENTRES (VIC's)

The Overstrand's Visitor Information Centres provide support to ODM, WESGRO, SATSA, LED, RTL, 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	August 2026	August 2025
Kleinmond	773	624
Hermanus	1941	1579
Stanford	1023	1386
Gansbaai	718	629
GRAND TOTAL	4455	4218

Table 1: Statistics – September 2026 vs September 2025

Visitor walk-in numbers **increased by 5.6 %** from 4218 in September 2025 to 4455 in September 2026 (Table 1).

Town	International	Local
Kleinmond	24	749
Hermanus	1336	605
Stanford	34	989
Gansbaai	16	702
Total	1410	3045

Table 2: International vs Local Visitors for September 2026

Origin of international walk -in visitors to the VIC's:

Hermanus	India, China, Saudi Arabia
Kleinmond	Australia, England, Germany
Gansbaai	Switzerland, Germany
Stanford	Australia, Germany, United Kingdom.

- ✓ 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: September 2026

Visitor inquiries during July focused primarily on whale watching, museums 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 September 2026

Attractions	2025	2026	Trend
African Penguin and Seabird Sanctuary	2465	2453	↓
Danger Point Lighthouse	156	204	↑
Shark Cage Diving (All vendors)	2404	1928	↓
Whale Boat Tours (Marine Dynamics)	2829	2453	↓
Leisure Fishing Boats (Kleinbaai Harbour)	51	30	↓
Klipgat Caves	1919	2086	↑
Harold Porter National Botanical Garden	4993	5463	↑
Kogelberg Nature Reserve	1835	649	↓
Stony Point	5709	8393	↑

Table 3: Key attraction statistics, September 2026

Kogelberg Nature Reserve had a closure from the 23- 29 Sept 2026 due to a fire on the reserve and closed all hiking trails. This closure contributed to a drop in visitor numbers to the reserve.

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 Sept 2025 vs Sept 2026												
			%			%	Instagram Posts		%			%
Year	2025	2026		2025	2026		2025	2026		2025	2026	
	15 015	17 173	13%	3 859	4056	5%	1 137	1175	4%	4 887	4857	-1%
	11 041	12 333	11%	2 211	2368	7%	760	828	9%	1 775	1789	1%
	26 288	33 128	21%	11.6K	12.8K	10%	1020	1087	7%	6 114	6091	-1%
	10 004	11 116	10%	4 472	5092	13%	2 181	2356	8%	3 530	3541	1%
	13 708	16 010	15%	2 821	3065	8%	935	994	6%	3 602	3664	2%
Grand Total	76 056	89 760		24 963	27 381		6 033	6 440		19 908	19 942	

Table 4: Overstrand Tourism Social Media presence – September 2026

As per Table 4 above, there was a **13.05% increase** (from 126 960 followers to 143 523) in tourism's social media presence for all the tourism offices across the Overstrand for September 2026.

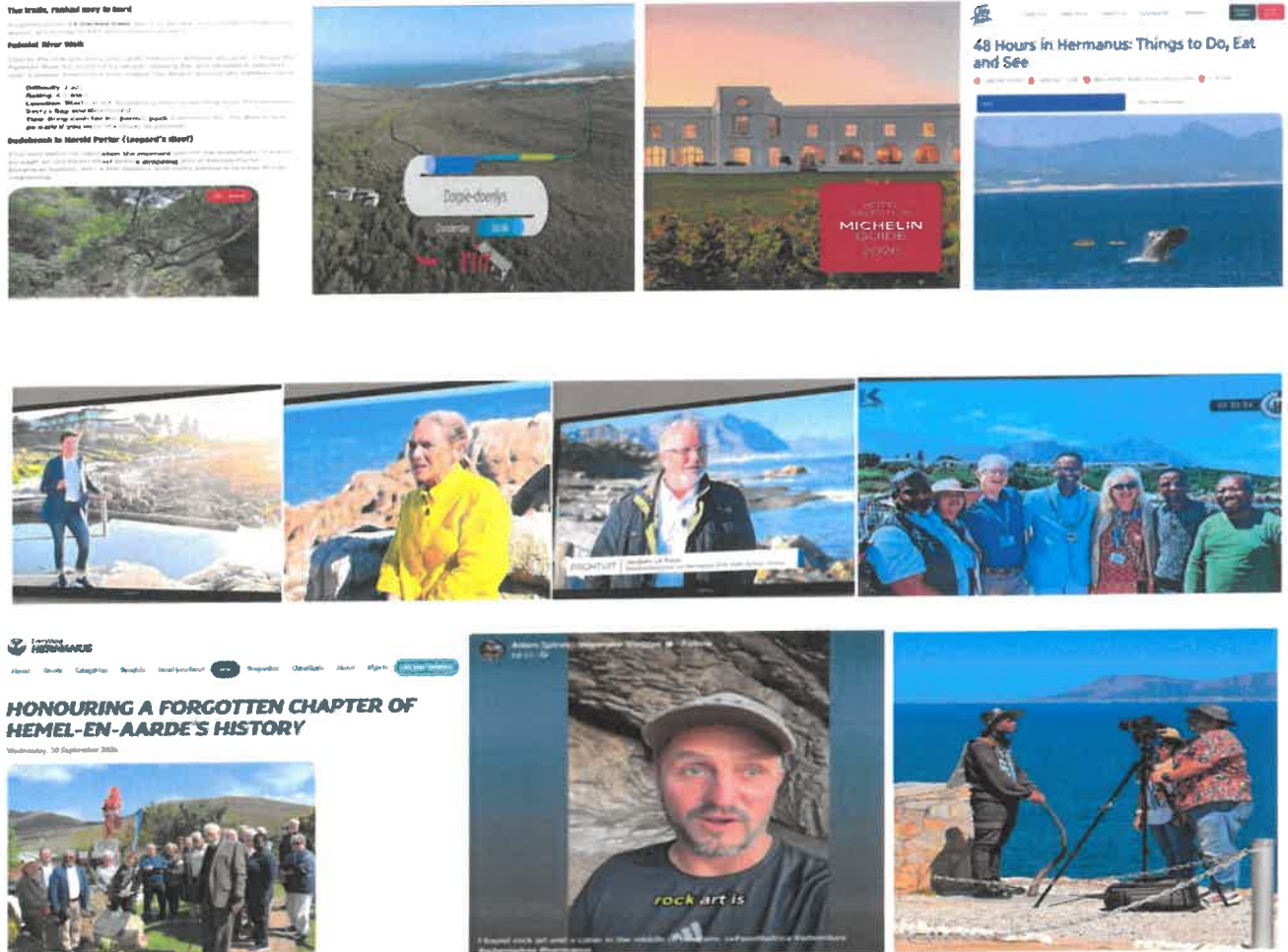
Top Performing post for September 2026 - Cape Whale Coast



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

Media Publications and Online Platforms:

Publication/Platform	Feature / Article Topic	Link / Nature
Cape Town Etc	Guide to the Kogelberg gem outside Kleinmond	Online
Dorpie Doenlys on DSTV	Feature on The Great White House, Gansbaai, African Penguin and Seabird Sanctuary - APSS, Marine Dynamics Shark Tours, Bultestein PUB & GRILL .	Television Broadcast
Kyknet's Prontuit	Feature Hermanus Cliff Path	Television Broadcast
MICHELIN Guide Hotel Selection 2026	Feature on The Marine	Publication
Love Cape Town	48 Hours in Hermanus: Things to Do, Eat and See	Online
Everything Hermanus	Honouring forgotten Chapter of Hemel-En-Aarde	Online
Adam Spires - Wannabe Vlogger	Feature Phillipskop Mountain Reserve	
Voetspore	Stanford in Bloom/Chelsea	
South African Tourism UK	Feature on Hermanus / Whales	Online
Top Billing	Feature - connection through Leon Kluge and Life After Fire	Television Broadcast
Associated Press	Interview Whale Crier	Interview



1.5 Tourism Engagements

07 September	Tourism Awareness with Hermanus Self Improvement Project and Pebbles Project. 11 learners visited the Hermanus Information Centre.
09 September	NAMPO – Officials represented Cape Whale Coast as part of Overberg Tourism.
10 September	Cape Nature Showcase of Kogelberg & Rooisand Nature Reserve with Tourism Officer Charles Turner.
11 September	Cape Wineland and Overberg RTLC Meeting, MS Teams.
19 September	The Big Coastal Cleanup – Gansbaai Tourism collaboration with various stakeholder.
22 September	LED/Tourism Forum meeting.
24 September	Danger Point Lighthouse open to public.
24-26 September	Rewilding Greater Gansbaai. Launch of community initiative involving conservancies, land owners and the community
29 September	UNESCO City of Gastronomy public engagement in collaboration with Restaurants SA.



Rewilding Event



Danger Point Lighthouse



Cleanup in Blompark, Gansbaai

Cape Whale Coast at NAMPO 2026



Cape Whale Coast & Theewaterskloof present at Hermanus Whale Festival 2026



Stakeholder Engagements

- Distribution of weekly and monthly event calendars. Sharing weekend calendar with upcoming event posters on social media.
- Sharing updates on WhatsApp groups re: upcoming events in Overstrand, Hiking Trails & Hiking Club schedules.
- Keeping Overberg events calendar up to date for Overberg District Municipality.
- Updated and submitted Overstrand's content in Wesgro's Cruise guide.
- Request for Provincial Stakeholder Contact Details – BQV Framework Engagements shared with mailing list.
- Itinerary submission for The South African Township and Village Tourism Association (SATOVITO) Kasi2Kasi familiarisation trip to Overberg. Garden Route & Overstrand included in their itinerary for small dorpies. Collaboration with Wesgro and Shot Left Campaign.
- Collaborating with Restaurants SA on various initiatives focusing on the UNESCO City of Gastronomy accolade.

1.6 Events

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.

Overall, events remain a key driver of local economic growth, destination marketing, and sustainable job creation.

Events summary:

Total events increased by 30.7% year-on-year, rising from 267 in September 2025 to 349 in September 2026 — an increase of **82 events**.

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.



Hospitality students from Pebbles Project.

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:

- 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:

- 4 Sept Online Business and Enterprise Development Training for Tourist Guides by Department of Tourism. Closing date 7 Sept.
- 4 Sept Webinar on Building inclusive SME growth in South Africa on 15 Sept.
- 9 Sept Recruitment of Unemployed Youth for the Integrated Service Excellence Programme in Western Cape. Applications closing date 18 Sept.
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