

**9.  
TOURISM MONTHLY REPORT: AUGUST 2024****R Louw**                      **Divisional Manager: Strategic Support Services**  
**4 September 2024****(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 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 August 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 August 2024 **be noted**.

**RESPONSIBLE OFFICIAL :**

**R LOUW**

**TARGET DATE FOR IMPLEMENTATION :**

**30 SEPTEMBER 2024**



#### August highlights included:

- 249 events recorded in August 2024 compared to 169 in August 2023.
- Kleinmond Business / Tourism Forum Launch at Carry Me Home on 6 August with Overstrand Executive Mayor Dr Annelie Rabie.
- South Africa Travel Services Association - SATSA's - annual conference held at Southern Sun Arabella Hotel Spa & Golf.
- 15-18 August, Local media company Steller Stellar Media organized a 3-day film shoot for a Belgium Company, Didriksons, established in 1913, manufacturing a Swedish Jacket Brand, in the Overstrand Municipal Area (Hermanus). The theme was World Oceans Day, an initiative started by the United Nations.
- 18 August, Trail Series Super League trail running event were hosted in Kleinmond for the 17th year with 3 routes starting on Kleinmond Main Beach with 479 runners participating on the Sunday.
- Betty's Bay resident Jean Cronje was capped as Protea Tug-of-War Athlete to represent South Africa in 600kg under 23 men's division at the World Championships in Mannheim, Germany during September 2024.
- Stanford is preparing to host the South African winning fynbos display at Chelsea Flower Show and the Stanford in Bloom festival.
- Kalfiefees launched on 1<sup>st</sup> of August at the Hermanus Auditorium.
- Wednesday walks with the Lighthouse-to-Lighthouse ladies kicked off.
- SATSA's annual conference took place at Arabella on the 15 August with 300 attendees.
- New in Onrus, Sam's World of Coffee opened doors on 19 August.
- Hermanus festive lights previewed at Burgundy Restaurant, themed "Under the Sea".
- Clash of the Chefs hosted at Hermanus Golf Club. Overstrand Hermanus, Africa's only UNESCO Creative City of Gastronomy, gathered up 9 of our talented chefs for an unforgettable cookout.
- KFM Best of the Cape awarded Hermanus MTB Trails the Best Place to Sweat.
- Hermanus FynArts reintroduced the work of photographer Paul Alberts at FynArts Gallery.
- Disaster Risk Reduction Training by DEDAT in Hermanus on 27 Aug.



Fiesta at Kalfiefees

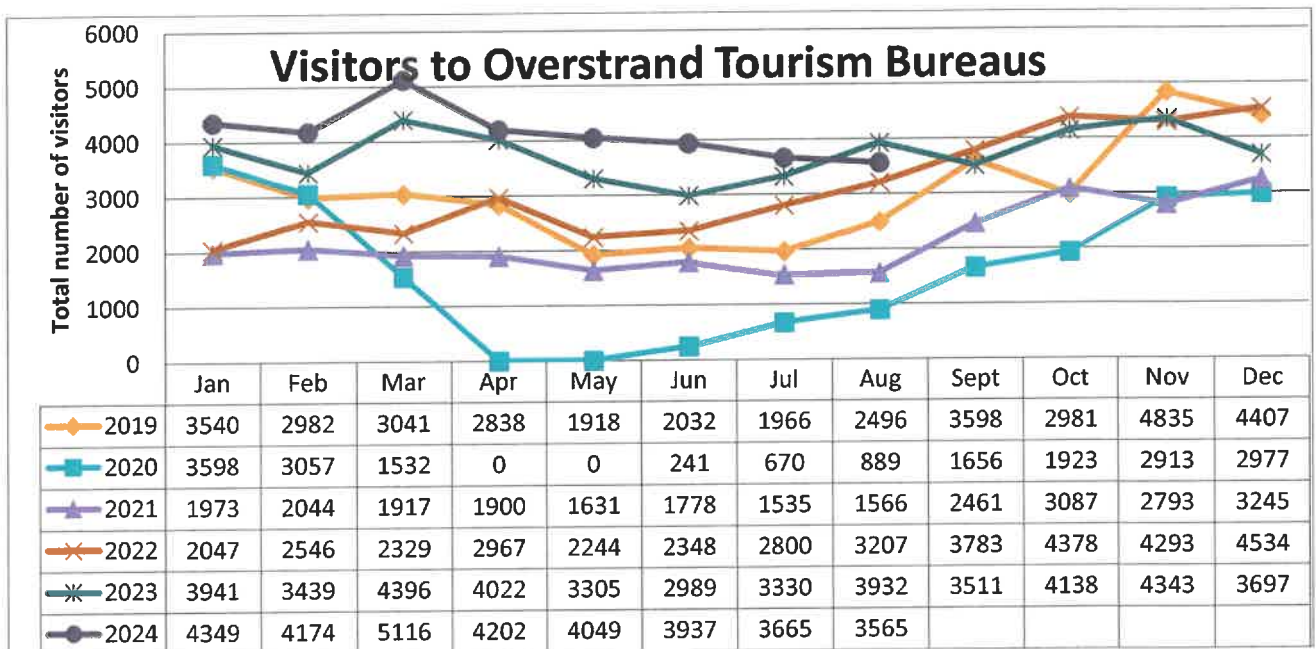


Overstrand Tourism at SATSA Conference

**1. VISITOR INFORMATION CENTRES**

The Visitor Information Centres , walk-in visitors requested mostly directional assistances or updates on activities and things to do while in the Overstrand. There was increased traffic of visitors wanting to book whale watching trips and festival goers looking for Kalfiefee programme booklets. Maps of all the areas remain very popular.

Considering insights on social media Cape Town is the Overstrand’s biggest fan. The majority of social media interest comes from Cape Town, then Overberg followed by Pretoria, Stellenbosch and Paarl. The Western Cape remains the leading domestic source market and the Overstrand remains popular among Western Cape travellers, largely due to its proximity to Cape Town and the international airport.



The year-to-date statistics (Jan – August 2024) indicate a 13% increase in the number of visitors to the tourism bureaus compared to the same period in 2023. The inclement weather in August 2024 is a contributing factor to the decreased visitors for the month.

**ATTRACTION STATS JULY**

OTHER VISITORS	2024	2023
STONY POINT	3025	CLOSED
Harold Porter National Botanical Garden (HPNBG)	1741	2721
KOGELBERG NATURE RESERVE	563	724
BETTY'S PARK RUN	328	543

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. Hermanus Kiosk is open on Sundays. Marketing material is updated regularly and brochures with maps and key things to do remain popular. Most queries relate to direction and maps of the region, hiking routes and wineries, outdoor activities, and things to do.

The five Overstrand Visitor Centres operate from rent free premises due to specifications in lease agreements or being situated within Overstrand Municipal buildings – Hangklip Kleinmond, Gansbaai and Stanford.

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

## 2. JOB & SKILLS DEVELOPMENT INITIATIVES

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.

- Overstrand allocated 20 participants for Tourism Monitors Programme 2023/2024 for 12 months.
- 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. 22 students and 11 host employers.

## 3. BUSINESS SUPPORT

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.

### BUSINESS SUPPORT ACTIVITIES

ACTIVITIES		
WWF-Kleinmond	Rethinking tourism in Hangklip Kleinmond area.	Opportunities for new business Sisonke Eco Tours and tourism development for Hangklip Kleinmond.
Tourism VICs	Access to Market	Providing trading space to local product owners for income generation and business opportunities.
Isipho Sam	Masakhane female crafters assisted with product development and market access.	Exhibition of products at Gansbaai Tourism.

ACTIVITIES		
Gansbaai Tourism	Collaboration on beautifying the town initiative. Meeting of gardeners and artists who want to beautify the town.	20 Attendees. Starting a project to beautify the Main street and then the rest.
<p>Opportunities Shared through platforms:</p> <p>7 Aug Nature Guide Training sponsored by DEDAT in collaboration with the Field Guides Association of SA. Closing date: 12 August 2024</p> <p>14 Aug Women in Tourism Overberg Chapter Launch invitation.</p> <p>15 Aug SANPark's Community Bursary calling for 2025 intake. Closing date 17 Aug.</p> <p>15 Aug WESGRO calling all Western Cape-based export business! Trade &amp; Insights Seminar 27 Aug.</p> <p>19 Aug Invitation to Disaster Risk Reduction Training by DEDAT in Hermanus on 27 Aug.</p> <p>30 Job Fund Webinar (National Treasury) – Impact sourcing – empowering our youth to transition from education to work.</p>		

## 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:

- 2 Aug Event Meeting: Trail Series Kogelberg, Kleinmond Library
- 6 Aug Business / Tourism Forum Launch, Carry Me Home Kleinmond
- 15 Aug Business / Tourism Forum Think Thank Session, Bistro 14 Kleinmond
- 15 Aug Road signage process meeting with C-Shack Restaurant, Kleinmond
- 15 Aug SATSA Conference at Arabella
- 16 Aug Tourism Mangers Meeting, Hermanus
- 20 Aug Kogelberg Nature Reserve Road Signage application, Kleinmond
- 22 Aug Tourism Managers Meeting with Rochelle, Hermanus Tourism
- 27 Aug WC Tourism Safety Risk Reduction Strategies Training, Hermanus Auditorium.

## 4. EVENTS

August 2024 saw a significant surge in events across the Overstrand, with a remarkable 47% increase compared to August 2023 (249 events vs 169). The 24<sup>th</sup> Kalfiefees took place from 1 to 11 August 2024 and delivered a full programme with famous names such as Sandra Prinsloo, Deon Meyer, Frazer Barry and Amanda Strydom.

For updated Cape Whale Coast Tourism events link to: <https://whalecoast.info/events-page/>

## 5. MARKETING

Overstrand, specifically Hermanus, received widespread print media exposure due to a media visit in July.



- Article by GetAway on Things to do in Betty's Bay written by Nomvelo Masango.
- Whale Season: List of where you can see whales along the Western Cape Coastline by The South African.



Sunday Times

# HIDDEN HERMANUS

Elizabeth Sleeth dives in to the many adventures on offer in this seaside town, then retreats for some luxurious me-time at its spots. **The Marine Hotel**

**How to see the whales**

**Adrian the Whale Care of Hermanus, the Marine Hotel**

**Whales and the beer with Breda of Hermanus at the Bluebird Hotel**

**How to see the whales**

**Adrian the Whale Care of Hermanus, the Marine Hotel**

**Whales and the beer with Breda of Hermanus at the Bluebird Hotel**

**The What**

**The How**

**The Why**

**The Where**

**The When**

**The Who**

**The What**

**The How**

**The Why**

**The Where**

**The When**

**The Who**

GetAway Magazine



**TRAVEL: Meet the**

It's not just the views of the coastline that draw visitors to Hermanus. There's also the town's creative spirit. From art galleries to boutique hotels, the town is a hub of creativity. The town's creative spirit is evident in the many art galleries and boutique hotels that line the coast. The town's creative spirit is also evident in the many art galleries and boutique hotels that line the coast.

**HERMANUS**

HERMANUS is a coastal town in the Western Cape of South Africa, known for its whale watching and scenic views. The town is a hub of creativity and art, with many galleries and boutiques. The town's creative spirit is evident in the many art galleries and boutique hotels that line the coast.

**HERMANUS**

HERMANUS is a coastal town in the Western Cape of South Africa, known for its whale watching and scenic views. The town is a hub of creativity and art, with many galleries and boutiques. The town's creative spirit is evident in the many art galleries and boutique hotels that line the coast.

**HERMANUS**

HERMANUS is a coastal town in the Western Cape of South Africa, known for its whale watching and scenic views. The town is a hub of creativity and art, with many galleries and boutiques. The town's creative spirit is evident in the many art galleries and boutique hotels that line the coast.

FairLady Magazine

# SEA BREEZES & Chardonnay

Hermanus is known as one of the best places in the world for whale watching, but there's more to this F1 coastal town than its famous visitors.

BY LIESL ROBERTSON

HERMANUS is a coastal town in the Western Cape of South Africa, known for its whale watching and scenic views. The town is a hub of creativity and art, with many galleries and boutiques. The town's creative spirit is evident in the many art galleries and boutique hotels that line the coast.



### FynArts Festival

Hermanus is best known for the Whale Festival, but did you know that the town also hosts the FynArts Festival in June every year? It is both an arts festival and a winter school, and offers everything from recitals to wine tastings.

In 2023, the Cape Town Philharmonic Orchestra performed in the Old Harbour square. As they struck up the first note, a whole family of dolphins leaped in the water alongside the audience. Festival director Mary Fourie: "It was absolute magic!"

We love the art-of-living workshops, which include things like bookbinding, memoir writing, cell-phone photography and kinsapi. Susan A. Co Fine Art Associates holds a Valuation Day at The Mince hotel, where you could have your artworks valued at R20 per item. Maybe that painting in the attic is worth thousands!

Even if you're not attending events, you can still partake in the life of the Arts Week by joining on Fine Friday and the outdoor souz-sues along the cliff path at George's Place are on display for the rest of the year.



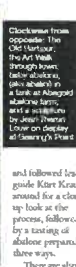
### The Marine

Howard is the second-oldest building in Hermanus. The Marine was established in 1902 with a modest 21 bedrooms that had running water or electricity. Over the years it has received many upgrades, and in 1998 Liz McGroth overhauled its recreation, bringing it eight months later as a five-star hotel.

Situated on the Hermanus cliff path, overlooking a tidal pool, there's no better location. The historical gem affords spectacular views over Walker Bay. You might even spot a whale from your room!

Decorated in soft, muted blues, my room had a bay window, a lounge with a view, a walk-in closet and a plush bed on an ornate mezzanine perch. Don't forget to visit the spa, and if you do, go for a dip in the tidal pool right next front. There's a heated pool in winter too!

If you're in the area it's well worth sampling the FynArts for breakfast, or book a table for lunch.



### Abagold abalone farm

Once a common sight in rock pools along South Africa's coastline, abalone (aka periwinkle) has been hit hard by poaching, putting this local delicacy increasingly at risk of extinction.

In 1984, Dr Pierre Hugo, a vet from Hermanus, started to experiment with the breeding of abalone in small fish tanks in his garage. In 1995, he founded Abagold - now one of the largest abalone farms in the country.

We dined on some white pambotz items and jewellery pieces made from the mother-of-pearl shell for sale.

Hermanus Festive lights unveiled at Burgundy Restaurant

Light up Hermanus this festive season

René Hartstief and CBD businesses are currently engaged in developing one of the most exciting Hermanus CBD revitalisation projects undertaken for our town in quite a while. This project has the potential to greatly benefit both businesses and tourism.

"It is evident that the current festive season lights have become outdated and no longer serve their purpose," explains René. "Therefore, I have taken on the challenge of spearheading a revitalised festive season lights project that aims to generate renewed interest, similar to the success seen in Stanford in 2023, where thousands of visitors were drawn to the town to witness the spectacular display."

To bring this initiative to fruition, René emphasises the importance of raising funds. "I will be reaching out to every resident and local business in Hermanus to contribute and invest in this project. Let's showcase Hermanus to the world this festive season and illuminate it in a truly spectacular manner!"



Last Friday, Burgundy Restaurant unveiled a preview of the festive lights that will adorn establishments throughout Hermanus. These lights are a combination of solar and electrical power sources. PHOTOS: René Hartstief

René believes that with collective effort, this goal can be achieved. "However, we require the support of everyone as we aim to raise a substantial amount of funds within a short timeframe. These lights are a long term investment, and each year we can continue to enhance them."

She also highlights the significance of working together to showcase the

beauty of our town and enhance the experience of both local and international visitors during the summer holiday season.

René expresses her optimism about the potential benefits for Hermanus, stating: "The Hermanus Festive Lights, with the theme 'Underwater Magic', will be created by the same company that transformed Stanford



and are expected to last over 10 years."









If you are interested in contributing to this fund, please contact René on 083 648 8700. René also urges residents to support the **Playful Longtable Event on 24 September at the Whale Coast Mall from 18:00 to 23:00**, with proceeds going towards the Hermanus Festive Lights Fund.

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.

Aug-24			Instagram Posts	
	13 644	3609	1103	4879
	10 408	2072	669	1786
	19 887	10.1K	994	6168
	9 014	3522	1891	3533
	12 827	2562	824	3662

				
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond Tourism	hangklipkleinmondtourism	@HangklipT	#findyourselfinkleinmond
	Hermanus Tourism Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	Stanford Tourism & Business	visitstanford	@visitstanford	#visitstanford
	Gansbaai Tourism	gansbaai_tourism	@GansbaaiTourism	#LetsgoToGansbaai