

**AGENDA of the
Portfolio Committee : Investment & Infrastructure (Incl Tourism)
3 April 2024
(Also the agenda for the Mayoral Committee Meeting : 10 April 2024)**

**8.
TOURISM MONTHLY REPORT: FEBRUARY 2023**

**F Lloyd
12 March 2024**

Tourism Manager

(028) 313 5022

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 February 2024.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic, Social Development and Tourism
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

N/A

6. Background/Discussion/Evaluation/Conclusion

Summary of Tourism activities undertaken during February 2024.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

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10. Annexures

Annexure A: Tourism Report – February 2024

RECOMMENDATION:

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

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

12 APRIL 2024



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OVERSTRAND TOURISM FEBRUARY 2024 REPORT

During February the Overstrand commemorated the sinking of the HMS Birkenhead with 60 visitors attending the ceremony at the Danger Point Lighthouse and 70 people going out to sea to lay wreaths on the spot where the Birkenhead sunk.

A southern elephant seal nicknamed Buffel decided to come ashore for his annual moult and spent February on Onrus Beach. Buffel received much publicity and the locals rallied to monitor him.

Western Cape Minister of Agriculture, Ivan Meyer, visited Stanford where agri tourism is prevalent and a noted increase in luxury country accommodation.

February 2024 recorded the highest number of visitors to the 4 tourism visitor centres.

February highlights include:

- 217 events recorded for February 2024 compared to 188 events in February 2023.
- A service rewards programme - Food & More was launched on 5 February.
- Pick n Pay and the University of Pretoria Mammal Research Institute Whale Unit created a reusable shopping bag in support of Southern Right Whales.
- Tourism staff joined the Hermanus Botanical Society on their Wednesday walks.
- FynArts Community Artist exhibition held on 17 February displayed work from local artists from communities including Zwelihle.
- Artist under the Sun is a new public art exhibition in Hermanus on the last Sunday of the month in the CBD.
- Environmental Law Enforcement awareness interactions were done from 27 till 29 February at the Old Harbour Market Hermanus.
- Danger Point Lighthouse open to the public 24-26 February.
- Radio Tygerberg presenters Ingrid Venter and Meyer Groenewald visited Gansbaai. The visit was shared on their show on Fridays with a repeat on Saturdays. The recording is available online and had an engagement of more than 64k.
- Jan Braai and his film crew arrived in Rooiels on 26 February for a KykNet Overstrand production. They stayed till the first week of March and visited the Hangklip Hotel, Camelot Restaurant, Die Bloubakkie, Gossip Corner, Sunset Ice Cream Parlour, Hermanus Old Harbour with a group of local chefs, Die Plaaskombuis. This production is part of the "Jan Braai vir Erfenis" series planned to premiere on KykNet on 11 May 2024.

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The top international source markets cover Germany, the UK and the Netherlands.

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. Questions about Danger Point Lighthouse opening times, swimming beaches and hiking routes, especially Hermanus Cliff Path, stands out. There has been an increase in visitors needing assistance with online bookings where homes have been sold or is no longer available.

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.

Staffing is as follows:

Gansbaai Tourism

- Tourism Official
- 2 EPWP staff

Hangklip Kleinmond Tourism

- Tourism Official
- 1 EPWP staff

Hermanus Tourism Main Office

- Overstrand Tourism Manager
- Senior Tourism Official

These are the only permanent staff employed as per the Overstrand Municipality's organogram.

- 2 EPWP staff employed to assist with walk-ins, office administration and telephone and email enquiries.

Hermanus Tourism Kiosk

- 2 EPWP staff employed as well as the Hermanus Whale Crier.

Total of 5 EPWP workers rotate on shifts from Monday to Sunday between both offices assisting with walk-in queries.

Cleaner works 5 days per week cleaning the main office and the kiosk.

This small office which comprises of an information desk

Stanford Tourism

- Tourism Official
- 1 EPWP staff

It is recommended that a business plan is drafted to capitalise on bookings made for activities, accommodation, and events to provide an income stream

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.

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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 26 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. Awaiting numbers for Overstrand. Implementation to commence April 2024.
- SMME Skills training for 25 SMME’s through Wholesale & Retail SETA. Facilitated by The Tourism Business Institute of Southern Africa. Awaiting confirmation on total allocation for Overstrand.

Youth Opportunities shared through other platforms:

- 5 Nov Chrysalis Youth Programme applications & Overstrand outreach sessions. Applications closed 29 Feb.
- 7 Feb Shoprite Group Bursary Applications 1 Feb - 30 April.
- 21 Feb South Africa’s Department of Tourism Youth Skills Development Programme 2024/2025 All Provinces. Applications closed 20 Feb.
- 21 Feb Shell invites applications for 2024 bursary programme. Deadline 28 Feb.
- 27 Feb Internship or and experiential learnership opportunities funded by Municipal Infrastructure Support Agent (MISA). Closing date 29 Feb.

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		
The Craft Design Institute (CDI’s) Lottery Funded project - Developing Products of Place	Approved funding to support 30 entrepreneurs.	a. In-person support and training b. On-line access to CDI’s quarterly capacity building training including a focus on developing a product of place. c. Online coaching for small groups or coaching facilitators.
WWF-Kleinmond	Rethinking tourism in Hangklip Kleinmond area.	Opportunities for new business Sesonke 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.
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Isipho Sam	Masakhane female crafters assisted with product development and market access.	Exhibition of products at Gansbaai Tourism.
<p>Opportunities Shared through platforms:</p> <ul style="list-style-type: none"> ▪ 2 Feb WESGRO Leisure Tourism Event partnership applications open. Closing date 29 Feb. ▪ 3 Feb Grootbos Foundation Entrepreneurship Recruitment programme. Closing date 23 Feb. ▪ 6 Feb Applications open for L'Oreal Fund for Women. Deadline 29 Feb. ▪ 7 Feb Mollo Animation Academy Internship. Applications close 16 Feb. ▪ 7 Feb Bushwise 60-day Safari Guide course. ▪ 9 Feb Western Cape Department of Economic Development and Tourism (DEDAT) invited tourist guides based in Overberg and Garden Route districts to participate in survey. ▪ 9 Feb Invitation to the Overstrand SCM & LED Supplier Open Days ▪ 15 Feb Funding for Spaza Shops by The Small Enterprise Finance Agency (SEFA). Information session held in Overstrand. ▪ 19 Feb Online Lectures for Tourist Guide by Department of Tourism. ▪ 27 Feb SEDA Call for applications apply for equipment up to R250 000. 		

4. EVENTS

Events tourism is increasingly recognised as a key growth sector supporting 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. The following events focussed on the community, and it is encouraging to see the increased activity on the Hangklip-Kleinmond side of the Overstrand.

OVERSTRAND		TOURISM FEBRUARY Events 2024		
tourism@overstrand.gov.za www.whalecoast.info #overstrand4all				
Events	February Dates	Time	Venue	Town
Open Mic Night	1	18:00	Fisherman's Cottage	Hermanus
First Thursdays	1	18:00 - 21:00	Afrikanos Restaurant	Gansbaai
Back to You 3-night Enneagram Retreat	1 - 4		Stanford Valley Country Lodge	Stanford
Unfold Women's Retreat	1 - 4		Bodhi Khaya Nature Retreat	Stanford
Hermanus First Friday Artwalk	2	17:00 - 20:00	CBD	Hermanus
Steak Night	2	18:00	Gansbaai Golf Club	Kleinbaai
Jenny & Obert Solo Exhibitions Opening	2	18:00	Rossouw Modern Art	Hermanus
D'Vine Mahara Live	2	18:30	Fisherman's Cottage	Hermanus
Strek Yt Bikers Rally	2 - 4		Palmet Campsite	Kleinmond
Jenny Jackson & Obert Jongwe Solo Exhibitions	2 - 8		Rossouw Modern Art	Hermanus
Creative Art Workshop	3	9:30 - 12:00	Menucha	Pringle Bay
Printing with Plastic Workshop	3	10:00 - 13:00	Groeneweide	Gansbaai
Bottomless Beer & Wine Day	3	10:00 - 17:00	Birkenhead Brewery	Stanford
Hula Hoop Workshop	3	10:30 - 12:00	Sandbaai Hall	Hermanus
Saturday Movie: Tea for Two	3	13:00	Romanilques	Hermanus
Solo Exhibition by Robyn Lawson-Craig	3	13:00	Art Zoo	Pringle Bay
Ceramic Cat Workshop	3	14:00 - 16:00	Lynette Morris-Hale Ceramics	Pringle Bay
Kenny Live	3	16:00 - 19:00	SkyBar	Hermanus
Summer Sessions	3	17:00 - 20:00	Fisherman's Cottage	Hermanus
Solo @ 70 by Roger Lucey	3	18:30	Stanford Kitchen	Stanford

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

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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:

- Marine Dynamics and Great White House – Birkenhead Commemoration, Gansbaai
- Hospitality Students from Grootbos visited Gansbaai Tourism
- Assisted CPF with a Valentines Day roadblock, Gansbaai
- Stanford festive lights, events and promotion meetings at Stanford Hills Estate
- Food & More launch, Hermanus
- Overstrand Quarterly Community Safety Forum Meeting

5. 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.

BRANDING

Part of marketing is establishing a strong brand identity. The following efforts support the Cape Whale Coast/Whale Coast brand:

- Whale Coast Route signage stretching from Gordon's Bay along the coast to Pearly Beach.
- Bob Skinstad was appointed tourism ambassador for the area.
- Cape Whale Coast and Whale Coast names were trademarked by Adams & Adams. This has lapsed but can be renewed.
- Consideration of changing the Overstrand brand to Cape Whale Coast or Whale Coast was discussed during the Overstrand Indaba in 2023 to give the brand a meaningful context and play to one of its biggest assets – marine life, specifically the migration of Southern Right Whales.

TRADE SHOW PARTICIPATION

WTM (held in Cape Town) was disappointing in 2023 and the opinion was that this trade show should be visited, and informal meetings set up but not paid for participation. Registration for attendance is free.

Since the recommendation was made Cape Agulhas and TWK have indicated that they have budget for a stand and have asked for Overstrand to join. Overstrand declined this invitation as the budget and focus will be on participation at Africa Travel Indaba in association with businesses committed to paying.

An email invitation was distributed to determine commitment for paying R16k to R19k required to participate in Indaba with arrangements and payment of flights and accommodation for own account. Five businesses required for 18m² - R19k each and 11 businesses required for 36m² stand at R16k each.

Without financial contribution of businesses, a shared stand will not be feasible as budget is R100k. Should businesses not commit to the financial contribution then Overstrand will represent the destination at Indaba.



Five businesses responded positively to share a stand:









Benguela Cove, Shark & Marine Research Institute, Antjies, Springfontein, Glamtrails and White Shark Projects.

When cost estimations were communicated a second time only White Shark Projects remained interested to be included in the Indaba stand.

Recent Marketing exposure:

- The Autumn 2024 edition of the Platteland Magazine has a multi-page on Klein River Cheese, Stanford.
- Handmade by Antjies, a Stanford producer of soaps and skincare products, was included as an SMME supplier to Checkers.
- Radio Tygerberg broadcasts on Gansbaai. <https://iono.fm/e/1410151>
- Inside Guide had feature: Scotch-Whisky Lounge in Hermanus. <https://insideguide.co.za/cape-town/restaurants/hame/>

In anticipation of the Jan Braai's KykNet production the visit to the Overstrand received mentions online and raised awareness of the many eateries in the region.

FEB 2024			Instagram Posts	
 cape whale coast <small>natuur visserie hermanus stanford overstrand</small>	13 164	3545	1073	4815
 tourism	9 809	2019	633	1746
 HERMANUS TOURISM	18 759	9535	956	6111
 Stanford <small>connect to country life</small>	8 695	3416	1847	3532
 Gansbaai <small>the natural adventure destination</small>	12 225	2530	792	3687

