

**AGENDA of the
Portfolio Committee: Investment, Infrastructure & Tourism
7 February 2024
(Also the agenda for the Mayoral Committee Meeting: 13 February 2024)**

**17.
TOURISM MONTHLY REPORT: DECEMBER 2023**

**F Lloyd
22 January 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 December 2023.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic, Social Development and Tourism
Department: 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 December 2023.

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: Dec 2023 Tourism Report

RECOMMENDATION:

that the tourism report for December 2023 **be noted**.

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY

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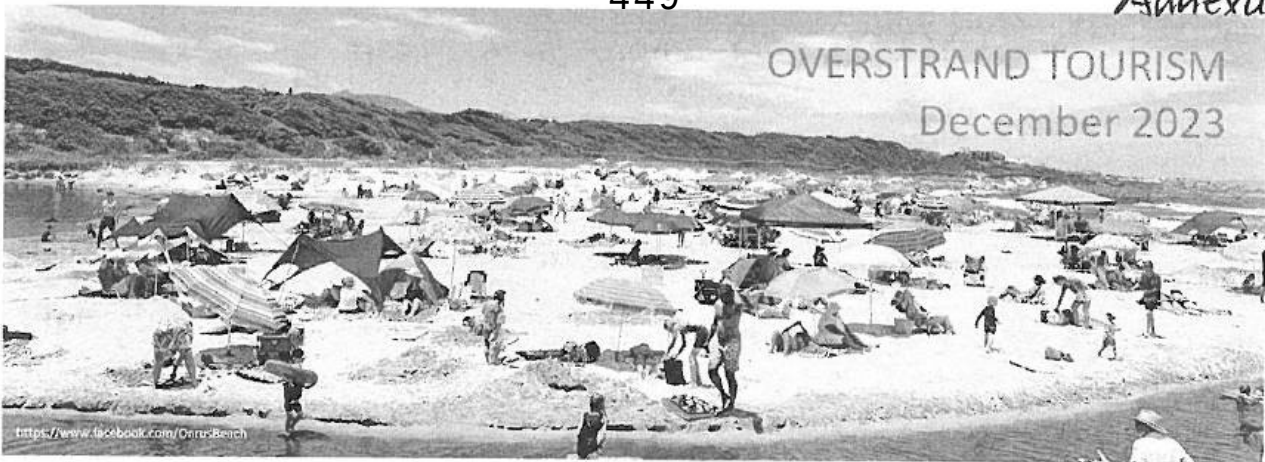
**THIS MATTER SERVED BEFORE THE INVESTMENT & INFRASTRUCTURE
PORTFOLIO COMMITTEE ON 7 FEBRUARY 2024, WHICH COMMITTEE
SUPPORTED THE RECOMMENDATION**

RESPONSIBLE OFFICIAL :

L TAYLOR

TARGET DATE FOR IMPLEMENTATION :

28 FEBRUARY 2024



December 2023 saw many returning visitors and a surprisingly early start to the season. The infrastructure improvements and road openings worked in favour of the peak season arrivals. These repairs which facilitate traffic flow included

- 8 December: Onrus Beach reopened
- 11 December: Clarence Drive reopened with 6 stops and go's in place.
- 11 December afternoon: Repairs on the R43 Kleinmond crossing were completed with the stop & go removed at the intersection.
- 19 December: Palmiet Bridge reopened

A poll conducted by Overstrand Tourism resulted in 70% of respondents reporting increased business performance when compared to the booming 2022/23 festive period, 22% reported the same performance and 8% informed that their trade was below the previous year's level.

Hermanus ParkRun restarted on 23 December after more than two months of closing due to flood damage.

The Overstrand art scene was eventful with the following:

- Annual Night of a Thousand Drawings presented by Hermanus First Friday ArtWalk raising R123000 through the sale of A5 artworks on one evening.
- New Village Amble Hermanus mural walk launched as a self-guided walk through Hermanus.
- FOMO Fine Art Gallery opened on the outskirts of Pringle Bay with an indoor gallery and outdoor sculpture park.
- The Whale Coast Mall opened an extension which provides more shopping opportunities.

The Checkers festive season commercial and a mini documentary on the heritage village drew attention and business to Stanford. The mini documentary has received 2.8m views on YouTube.

Tourism Summary:

- 340 events recorded in the Overstrand in December.
- Stanford Hills hosted 6 music events of which 3 sold out at 1200 attendees per show. The other 3 shows have an average of 600 attendees.
- Stanford 100 miler cycling event had 300 athletes competing compared with 200 in 2022.
- FOMO Fine Art Gallery opened at the entrance to Pringle Bay with 300 art lovers attending the opening.
- 32 Teams entered this year's Hot Summer of Touch Rugby in Kleinmond.

- Sisonke Enviro Tours, Kleinmond based, launched their tour packages online.
- Rooiels, Pringle Bay, Betty's Bay and Kleinmond rebranded welcome signs constructed on 13 December.
- Annual Christmas Lights switch on at Boonzaaier's house 15th Avenue Kleinmond took place on 15 Dec. This was a treat for locals and visitors to enjoy.
- Sasol Kleinmond won the Service Excellence award at the annual National Sasol Awards Ceremony naming them the Best Sasol Fuel Station in Western Cape.
- 2nd annual Grootbek op Kleinmond Festival hosted at The Shed 17 – 22 Dec. Organised by Johan Badenhorst of the TV programme Voetspoor with 6 concerts. Radio Kalahari Orkes show sold out with only 28 tickets left for Valiant Swart's performance.
- Harold Porter National Botanical Garden hosted the following events over the festive season: Plant Sale, 1st The Great Harold Porter Beer Festival by Woodstock Brewery, A Moment in Time Art Exhibition, Carols by Candlelight presented by Hermanus Rotary Club and a Night Run & Picnic under the Stars.
- Gansbaai Art Exhibition was the most profitable to date with 7 artists selling 22 paintings in December and 10 artists selling 35 artworks in January.
- Danger Point Lighthouse had a record attendance of 1275
 - 450 visitors between 15 and 18 December
 - 825 visitors from 27 to 29 December.
- Hasher Family Vineyards opened their tasting room in Hemel-en-Aarde on 5 December.



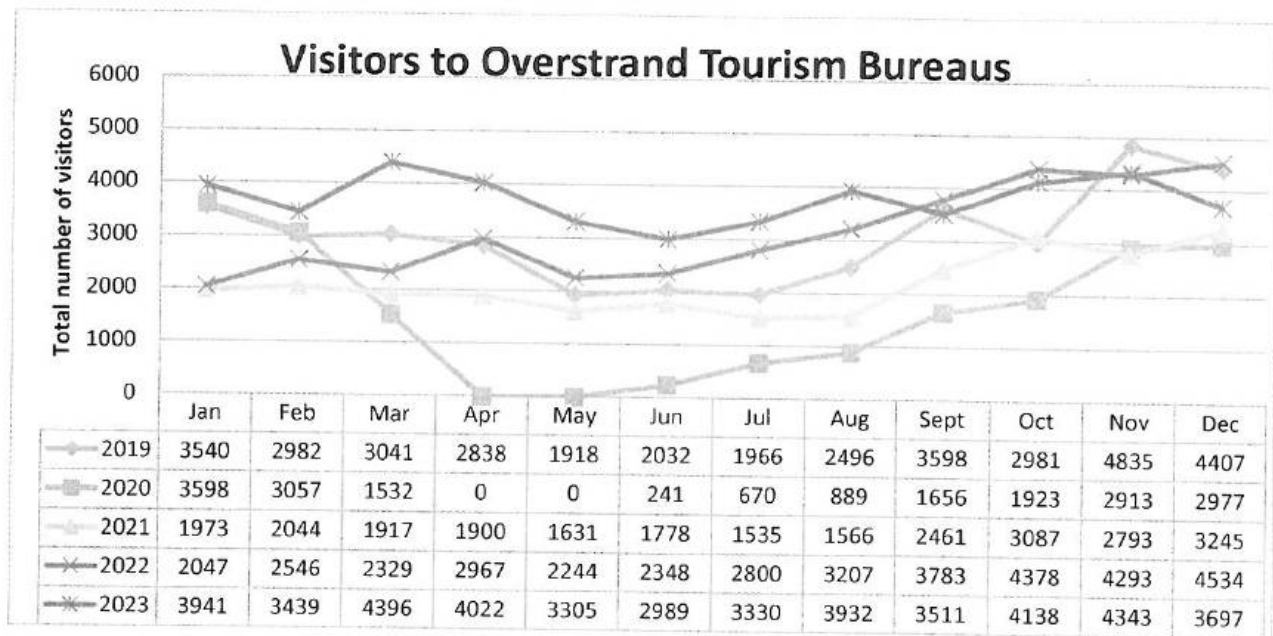
1. VISITOR INFORMATION CENTRES

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. During December questions about Danger Point Lighthouse opening times, swimming beaches and hiking routes stood out. Visitors enquire about tourism staff's recommendation.

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.

The source markets are not as defined as 3 years ago and the Overstrand sees visitors from many countries. 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 international airport. Gauteng and KwaZulu Natal also provided domestic travellers to the region. December's visitor numbers dropped in comparison with October and November. This could be attributed to an excellent whale season closing and fewer enquires as there were no whale-based whale watching.



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.

Food Safety Programme

- 25 Participants received certificates in November 2023 for Food Assurance Programme facilitated by NDT.

Internships

- A 12-month internship contract at Stanford Tourism to obtain diploma in Tourism Development, NQF 6 from CPUT.
- Gansbaai Tourism providing opportunity for 4 Chrysalis Learners to complete their 12-month practical's to graduate.

Opportunities shared through platforms:

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.
Opportunities Shared through platforms: 12 Dec Municipal Infrastructure Support Agent (MISA) application for Technical Bursaries. Closing date 31 Dec. 29 Dec Wesgro Invite to German Inbound Trade Mission, 8 – 9 February 2024.		

Image above: Craft Design Institute Product of Place Workshop

4. EVENTS

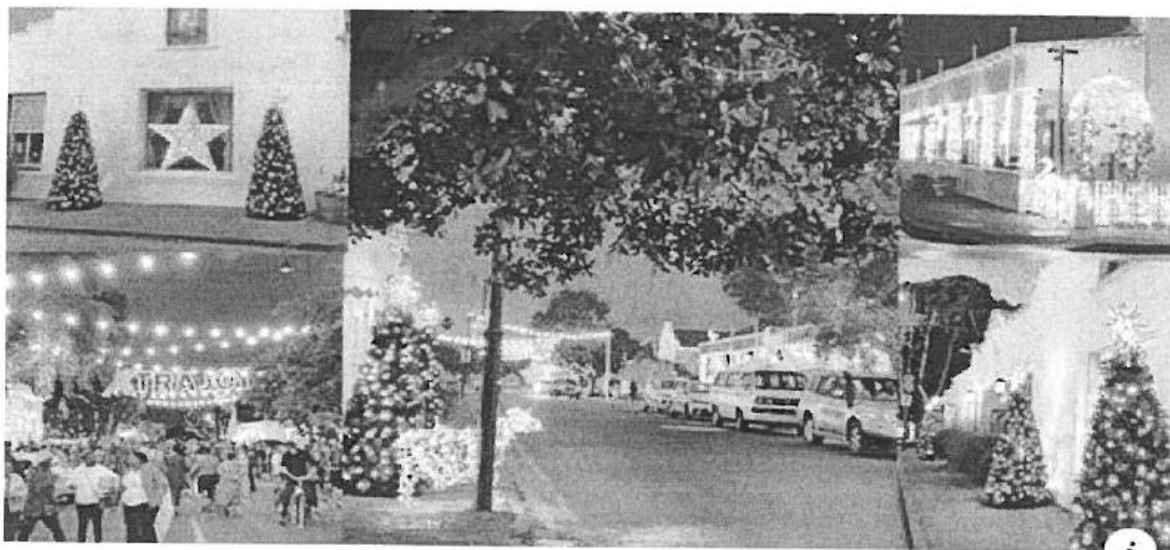


Events tourism is increasingly recognised as a key growth sector supporting the local economy, improving the destination's image, and assisting with much needed job creation. The extensive Overstrand events calendar enhances the image as an international reputable tourist destination. This is important in driving development with the communities benefitting on a social and economic level, creating a sense of pride and entrepreneurial opportunities. It is recommended that flagship events are identified for long term development to maximise impact and economic benefit. Letters of support were issued to event's organisers applying for NDT funding which closed 17 November. The following events focussed on the community, and it is encouraging to see the increased activity on the Hangklip-Kleinmond side of the Overstrand.

- Grootbek in Kleinmond - ±115 persons attending each of 6 shows at R200pp
- Sunset Sessions at Stanford Hills with total of 5400 attendees at 6 shows. ±900 attendees per show.at R280pp.
- Hot Summer of Touch Rugby in Kleinmond – 32 teams
- Military Academy TransEnduro on 8 December.
- Stanford Sunset Market 15 December with a record ±6000 attendees.
- Hermanus Country Market had a total of 10 markets during December with 5 Saturday markets and 4-night markets.

- Betty's Bay Parkrun hosted 5 events in the month of December with 1513 runners and 124 volunteers. Groeneweide ParkRun hosted 4 events with ±160 participants from 14 clubs. Hermanus ParkRun hosted 2 events with 466 runners from 20 different clubs.

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



IDIDTHAT.CO

How 70 000 globes did more than light up the town of Stanford

How 70 000 globes did more than light up the town of Stanford What might have been a blea...

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:

Dec 1	Tourism meeting re optimisation of festive lights, Stanford
Dec 5	Tourism Management Meeting, Gansbaai
Dec 7	Tourism Drive visiting lifeguards at beaches in Hangklip Kleinmond
Dec 8	The Yard, Harbour Road signage meeting, Kleinmond Lights on Main Festival, Kleinmond Main Beach
Dec 16	A Moment in Time Art Exhibition Opening, Harold Porter Betty's Bay
Dec 21	Carols by the Lagoon, Kleinmond Main Beach

Film Permit Application

The Overstrand is a popular filming destination. There has been an increase in the demand for retail catalogues (Falke and ASICS) and commercial filming. Renault has commissioned a commercial for production in Betty's Bay.

The Primitive Hub was looking a shooting in the CapeNature Reserve of Kogelberg.

The Checkers Xtra Joy campaign was between Swellendam, Philadelphia and Stanford. Thanks to a compelling case made for the sense of community and heritage status of Stanford the village was selected for the Xtra Joy filming which covered a commercial and documentary.

Film applications are generally made within 2 weeks of planned filming.

5. MARKETING

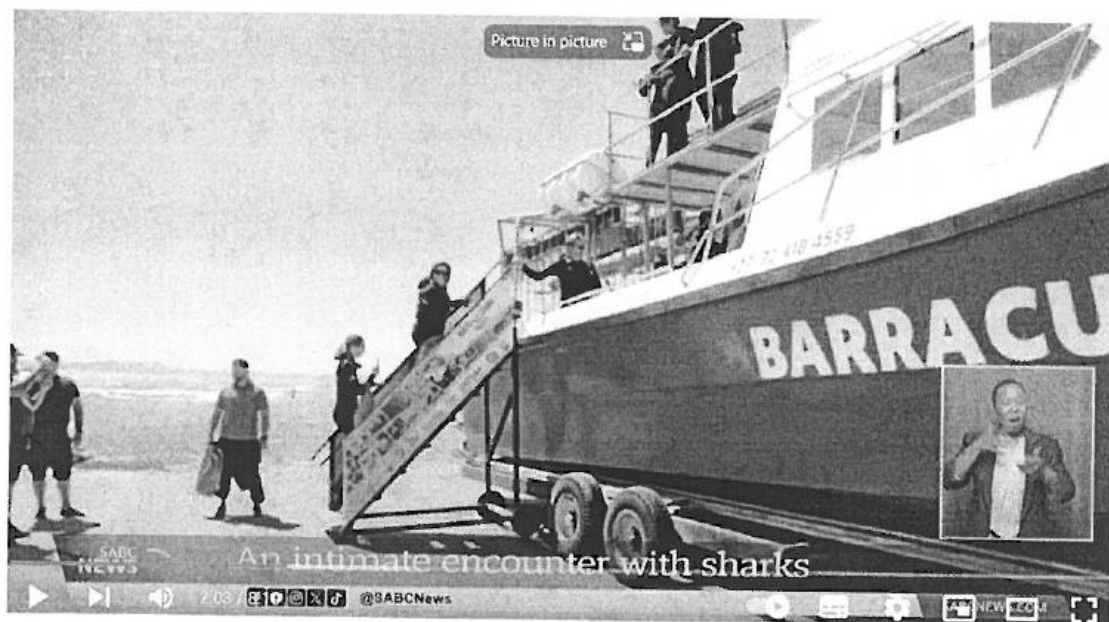
A website tab was created with all the festive season's updates – calendar of events, restaurant details with trading hours and special offers as well as lists of markets. This was done for easy access to inform visitors and the hospitality industry.

The Checkers Xtra Joy campaign and documentary on Stanford offered the widest reach promotion for the Overstrand during the past two months. The campaign's direct contribution without airtime is estimated at R1m with 30 locals employed. The campaign featured in the media as follows:

- YouTube Experience Xtra Joy For Yourself
<https://www.youtube.com/watch?v=8dBLy12HnwK>
 - BizCommunity New Checkers ad shows how South Africans stand together
- Daily Maverick Stanford: Flood-hit town gets some festive relief
- News24 Checkers brightens flood-stricken Western Cape town with 70 000 festive lights, sparking hope and tourism
- Netwerk24 Stanford Checkers brings joy to town
- SABC News

Other Media exposure:

- Follow the Sun SABC2 Leanne Manas on Morning Live from Kleinmond to Gansbaai.



- Harold Porter National Botanical Garden featured on CapeTownMagazine.com 8 Dec
https://www.capetownmagazine.com/harold-porter?fbclid=IwAR0_WljqBp3ZSZBVG_nvuldISFDJ4MrJISsoXh-CjXNVCOX-LbI-CqViJVc.
- Overberg publications: Village News, Hermanus Times, Stanford Spectator

- 'n Bos vol Stories on Baardskeedersbos in Die Burger
- Waar die sand skitter en die visse byt on Pearly Beach in Die Burger
- The Inside Guide – Cape Town 2024 experiences listed Hermanus and Hemel-en-Aarde
- Kleinmond on cover of Go! Platteland magazine
- Weg magazine featured Kleinmond: Toe en Nou: Die Sandown-Hotel, Kleinmond
- Financial Mail: Country Flavours in the Cape – Stanford.
- Africa News featured South African National Space Agency for magnetometer stations to be installed.
- Hello Magazine, a UK Publication featured Stanford's Coot Club.
- GetAway Magazine: Hitting the Road to Hermanus

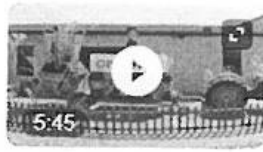
Overstrand destination marketing is aimed at promoting the region, making it stand out from other popular Western Cape regions, attracting visitors, and generating brand awareness. To achieve this Overstrand Tourism uses the internet, websites, email, and social media platforms. Print media advertising is limited as this is expensive and has a short lifespan. Tourism assists with content in securing promotion through destination and product specific articles published. Marketing included:



Below are the Overstrand Cape Whale Coast social media handles with its reach. The Checkers festive lights did much to raise awareness of Stanford during the festive season. The Experience XtraJoy 3-minute video posted by Checkers had more than 2.8m views on YouTube.

YouTube · Ian Landsberg
1.2K+ views · 1 month ago

Little town of Stanford lights up for Christmas! - YouTube



The quaint riverside village of **Stanford** in the Overberg District Municipality the Western Cape kicked off the Christmas season with ...

YouTube · Checkers South Africa
2.8M+ views · 1 month ago

Experience Xtra Joy For Yourself | Checkers South Africa



Earlier this year, a devastating flood struck the town of **Stanford** ... 15 Next Level Christmas Lights. Top Fives • 1.4M views · 17:37 · Go to ...

YouTube · Beyond Black Mountain
30+ views · 2 weeks ago

Stanford Christmas Lights and other escapades - YouTube



For our last vlog of the year, we jump in a couple of cars to **Stanford** to see ...

DEC 2023



12 492



3505

Instagram
Posts

1048



4769



8 954

1990

620

1738



17 968

9209

928

6080



8 504

3381

1842

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	stanfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	Gansbaai Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

Social Media reach during December 2023

Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

462,513 ↓ 6.9%

Instagram reach ⓘ

2,933 ↓ 22.6%

Paid reach ⓘ

0 0%

Daily

Cumulative

ⓘ

00,000

50,000

