



**AGENDA of the  
Portfolio Committee Meeting : Finance and Tourism  
08 November 2023  
(Also the agenda for the Mayoral Committee: 15 November 2023)**

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**Discussion**

The destination has shown full recovery from the impact of the pandemic including climate change bringing rain and in a way discouraging to the visitors. Overstrand has seen an increase in activities making the destination a preferred place for entertainment.

**7. Financial Implications**

None

**8. Staff Implications**

None

**9. Comments from other Departments, Divisions and Administrations**

None

**10. Annexures**

Annexure A: Tourism 4<sup>th</sup> Quarter Report (April 2023 – June 2023)

**RECOMMENDATION:**

that the 4<sup>th</sup> Quarter, April 2023 – June 2023 report, **be noted**.

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**





## APRIL & MAY 2023 REPORT

Two long weekends in April contributed to one of the most profitable months in the past 3 years for Overstrand businesses. During May Overstrand Tourism represented the region at the 2023 Africa's Travel Indaba with an independent stand. Overstrand Tourism successfully submitted a project proposal to participate in the Craft Design Institute's product development and market access workshops made possible with National Lottery Funding.

Twelve junior cooks competed in Warwick's Chefs School Overberg Aspiring Chef of the Year competition. This competition supports the Overstrand's acknowledgement as a UNESCO Creative City of Gastronomy.

### Tourism Summary:

- Tourism joined the Mayoral Easter Welcome Campaign in Kleinmond welcoming visitors for the Easter Weekend.
- Die Bloubakkie featured by Platteland Magazine.
- Corinne de Haas Ceramics of The Potter's Gallery Kleinmond mentioned in 2023 EatOut Guide for her ceramic tableware. Madre's Restaurant in Stanford mentioned as one of 250 top restaurants in South Africa.
- In Kleinmond Seabiscuit Coffee Shop, Bistro 14 & Carry Me Home started opening for dinner two days a week over weekends.
- La Galerie Restaurant rebranded to The Pringle.
- The Western Cape Open Boxing Championships hosted in Zwelihle in April.
- Harold Porter recorded 6432 visitors vs 5352 visitors in April 2022.
- Stony Point recorded 6425 visitors in April 2023 vs 2185 in April 2022.
- Betty's Bay Parkrun hosted 1238 runners and 128 volunteers over 5 events in April compared to a 1064 total in April 2023.
- 211 events recorded in Overstrand for the month of April. 196 events recorded in April 2022. An 8% increase.
- Hermanus High School hosted the annual Nowan Cornelius Sports Festival from 1-3 April 2023 with 280 scholars from Worcester, SACS, Rondebosch, Stellenbosch and Villiersdorp competing. This event boosted accommodation during the first weekend of April.
- 211 entries for the first Whale Coast Half Marathon
- Gansbaai Food & Wine Festival hosted approximately 1000 guests over 2 and half day festival.
- Seventh Walkerbay Outdoor weekend event hosted in Hermanus.
- Overstrand ranked third in Southern Africa in the iNaturalist Bioblitz City Nature Challenge 2023 with 14 190 observations.
- Stanford River Race organised with the involvement of Western Cape Canoeing. 43 participants and about 200 attendees.

- River Gate Eatery in Stanford opened in May on Fridays and Saturdays from 10:00 to 15:00.
- Bientangs Cave received a silver award from the jury of the International Tourism Film Festival Africa for their tourism video.
- Contributed to WWF Save the African Penguin 4year project launched in Betty's Bay.

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## 1. AFRICA'S TRAVEL INDABA

Overstrand was part of this year's Indaba which featured 8629 delegates and hosted 21000 meetings between exhibitors and international buyers at the three-day leisure trade show in Durban under the banner of 'shaping Africa's tomorrow, through connection today'. Having an independent stand for the first-time positioned Tourism favourably to access some of the 1000 international buyers and 1023 fellow exhibitors who showcased their products which served as a benchmark for what is offered in the Overstrand. The delegations profile was supported with the attendance of the Executive Mayor and Municipal Manager.

The Overstrand Tourism stand was visible and well positioned in the exhibitors hall and served as a meeting point for dialogue with travel and tourism stakeholders. Meetings were held with Overstrand tourism entities in attendance, and linkages were formalised with these businesses which included Marine Dynamics exhibiting on Cape Country Routes stand, The Marine Hotel and White Shark Projects on the African Travel and Tourism Association stand, Arabella Hotel Golf and Spa with Southern Sun, Mosaic Lagoon Lodge with Inspirational Places, Coot Club with the Classic Portfolio. Nydia Carelse of Kleinmond was hosted at the South African Tourism Hidden Gems while Grootbos Private Nature Reserve and SA Forest Adventures had their own stands in the main exhibition area. More local tourism businesses were represented by their owners roaming at the Indaba. The conversations mapped action required for local tourism development.

The objective was to showcase the best of Overstrand tourism, introduce new products and have conversations with existing and potential partners to increase the tourism footfall and value in the Overstrand. Overstrand was the only Overberg municipality represented at Indaba.

## 2. REGIONAL STAKEHOLDER ENGAGEMENT

Meetings in different Overstrand towns are attended and input on tourism matters provided. In Kleinmond there is a committee reviewing the Hangklip Kleinmond Tourism Strategy and initiating new projects to promote the region.

At Stony Point Penguin Colony WWF Kleinmond has embarked on a four-year project to save the African Penguin.

In Hermanus the conversation is centred around CBD development and increase pedestrianisation of High Street.

Stanford businesses concentrate on capitalising on the existing markets.

Gansbaai attends to marine wildlife, community events and the weekly Saturday market.

Weekly events calendars and informative updates are distributed to the tourism database.

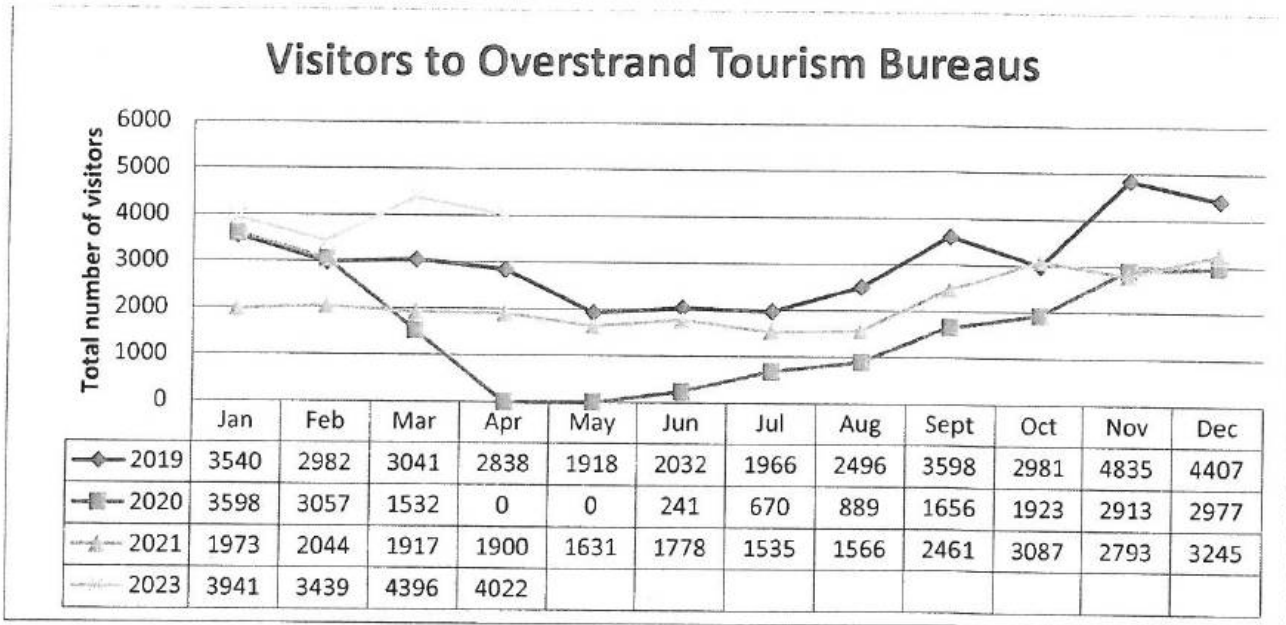
## 3. VISITOR INFORMATION CENTRES

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. Marketing material is updated regularly and brochures with maps and key things to do remain popular. Most queries relate to maps of the region, hiking routes and wineries, outdoor activities, and things to do. A weekly calendar of events is distributed to accommodation, restaurant, and activity businesses. The annual events calendar has been updated numerous times 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.

Potential investors visit the VICs to acquire an overview of the region and to gain intelligence on the community and activities in the region.

April recorded the highest visitor numbers for this month since 2019. The top five international markets are: UK, Germany, Netherlands, France and the United States. 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.

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Visitors to the info centres ask for maps and personal recommendations on what to do and where to go.

#### 4. 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. Learnership programmes are mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies. Liaised with Economic Development Partnership, Amathuba Collective and Harambee Youth Employment Accelerator during the Jobs Summit regarding opportunities for the youth.

#### LEARNERSHIP PROGRAMMES

##### Wine Service Training Programme

25 participants recruited for Hermanus for 3-month training.

National Dept of Tourism funded.

##### Food Safety Assurers Skills Programme

25 trainees recruited for Hermanus & 25 for Gansbaai for 3-month training.

National Dept of Tourism funded.

##### Food Assurance Programme

22 Participants allocated to Overstrand of which 5 found permanent employment and 1 unfortunately passed away in an accident.

15 Learners graduated and were all offered placement with their host employers.

Information is disseminated regarding news and opportunities and included:

- Grootbos Foundation Entrepreneurship Programme closing 24 Feb 2023.

- National Youth Development Agency (NYDA) applications for training programmes with National Electronic Media Institute of South Africa (NEMISA) closed 28 Feb 2023.
- Finance and Accounting Services Sector Education and Training Authority (FASSET) Internships & Technical Vocational Education Programme (TVET) Workplace Based Experience (WBE) Programme. Closed 13 Feb 2023.
- Dept of Economic Development and Tourism (DEDAT) skills survey for tourism industry.

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## 5. 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		
Western Cape Regional Tourism Network	Workshop of tourism role-players	Western Cape meetup and Overberg presentation.
Overstrand Whale Boxing Club	Hosted the Provincial Boxing Championship in Zwelihle on 29 <sup>th</sup> & 30 <sup>th</sup> of April 2023.	Tourism provided support through events funding & marketing.
Ekuphumleni Empowerment Solutions	The group of 20 youth will be participating at the Race to Hermanus on 24 <sup>th</sup> of June 2023.	Tourism assisted with support through providing transport & marketing.
The Craft Design Institute (CDI)	Submitted proposal for developing product of place through the National Lottery.	Proposal approved to assist 40 individuals for a period of 6 months to develop market ready products.
Amathuba Collective	Micro Business Support	Micro business aid in terms of staff support.
WWF-Kleinmond	Rethinking tourism in Hangklip Kleinmond area.	Opportunities for new business Sesonke Eco Tours and tourism development for Hangklip Kleinmond.
Dept of Public Works	New Harbour Development	Hosting of events and training.
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.
Information dissemination through various social media platforms and emails.	Business & Funding opportunities shared with SMME's / Entrepreneurs.	2 May G4J Tourism Challenge Fund by Department of Economic Development & Tourism. Closing 22 May 2023.  2 May Green Tourism Incentive Programme (GTIP) 8 <sup>th</sup> APPLICATION WINDOW OPEN 2 May - 30 June 2023. Department of Tourism.

		<p>5 May Western Cape Government Community Development Workers free training 8 May Hawston Thusong Centre.</p> <p>11 May Occupational Certificate: Chef NQF 5 - 3 Yr. Programme SETA funded by G&amp;D Training.</p> <p>17 May Mthimkhulu Community Development End Computing &amp; Office Administration Course. Closing 19 May.</p> <p>17 May Mthimkhulu Community Development Barista &amp; Waitron Training. Closing 19 May.</p> <p>22 May Action Coach Business Breakfast Seminar 30 May Hermanus Golf Club.</p> <p>23 May Marketing Administrator position available at Thozza Tours Hermanus</p>	5/16
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## 6. EVENTS

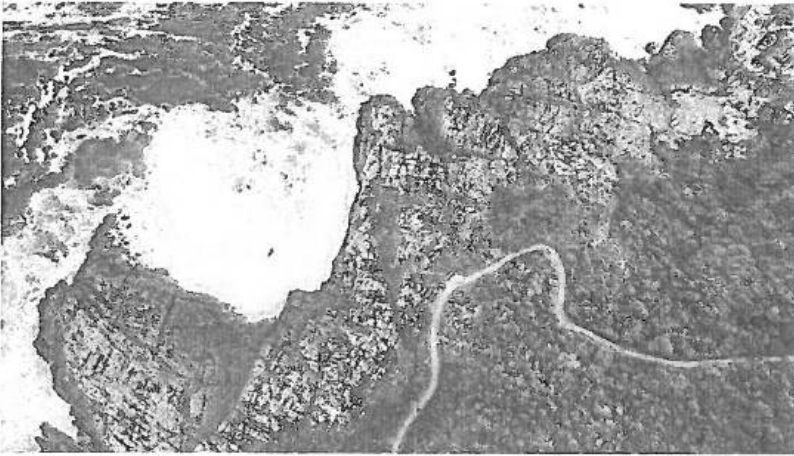
Events tourism is increasingly recognised as a key growth sector supporting the local economy, improving the destination's brand image and assisting with much needed job creation. The extensive Overstrand events calendar enhances the image as an international reputable tourist destination. This is important 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. The following events focussed on the community, and it is encouraging to see the increased activity on the Hangklip-Kleinmond side of the Overstrand.

- Walkerbay Outdoor with 11 events and a total of 1102 entries. The most popular events were the mountain biking and trail runs.
- Whale Coast Half Marathon 211 participants.
- Lighthouse2Lighthouse Walk 59 ladies walking 100kms.
- Stanford River Race 45 entries and 200 spectators.

Nature based tourism remains popular and strengthens the Overstrand's role as a responsible tourism destination and wellness hub inviting visitors to take an interest in and experience the flora and fauna while protecting the environment. This includes:

- Five Blue Flag Beaches.
- Coastal and mountain paths.
- Tidal pools.

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



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## 7. 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:

- Attending a Safety and Security Indaba to address safety concerns, a safety brochure was updated and distributed to the hospitality industry to ensure that visitors have access to safety numbers and are given tips to assist with making their visit safer.
- A Danger Point Lighthouse Joint Management Committee was established in line with the Memorandum of Understanding (still outstanding from Transnet's side).

### Film Permit Application

Piers Caldwell of The Umbrella Men 2 given permission for film shoot 2 – 4 May in De Kelders with a crew of 65 people. With a crew this size staying overnight in the Overstrand filming is making a substantial contribution to the local economy.

### Assisted with the following events applications.

- Walkerbay Outdoor

Weddings approved on payment of R1659 each:

- 1 April 12:00 – 14:00 R Matinka, Lawn in front of Marine Hotel
- 15 April 11:00 – 18:00 Kim McLaughlin, Davies Pool Onrus
- 22 April 10:00 – 12:00 Kim Viljoen, Grotto Beach Hermanus

Overstrand Cape Whale Coast Tourism and the 4 Visitor Information Centres (VICs) collaborate with Wesgro, National Department of Tourism, South African Tourism, WWF, CapeNature, SANBI and Overberg District Municipality to ensure all are updated and included in surveys and records kept by government.

## 8. MARKETING

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:

- Live streaming of Stony Point's Penguins colony in Betty's Bay on WildEarth. Broadcasted daily from 08h30 to 09h30 on DStv channel 183.
- Carry Me Home Restaurant & Deli featured in Farmers Weekly – 3 March 2023.
- Stanford farmers featured in Farmers Weekly 3 March 2023.
- Stanford featured in Platteland Toe on KykNET.





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Social media enables people to share the most significant memories from their travels to our region with a vast audience. This is a more powerful way of attracting new travellers than advertising in publications. Visitors are encouraged to share their real experiences online and insights are studied to make improvements to online content.

From social media insights the following are identified:

- Biggest engagement from Cape Town, Overstrand, Pretoria, Port Elizabeth, and Johannesburg.
- International engagement with highest percentage from UK, Germany, and USA.
- Nature and nature-based activities preferred.

Below are the Overstrand Cape Whale Coast social media handles with its reach.



May 2023			Instagram Posts	
	11 298	3340	975	4626
	8 076	1877	560	1710
	14 850	8337	854	5915
	8 233	3046	1768	3489
	11 244	2394	743	3645

	f	ig	tw	#
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast <b>8/16</b>
	Hangklip_Kleinmond-Tourism	kleinmondtourism	@hangklip1	#findyourselfinkleinmond
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	standfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

SOCIAL MEDIA INSIGHTS:

Content

Create a post Last 60 days Date

	<b>Celebrating 20 Lighthouse 2 Lighthouse Ladies walks at Hermanus Golf Club. R700020 was handed over to Izibusiso Home in Zwelihle as well as R8500 to 13 other Overstrand charities. R10000 given to Mark Robson's One Life charity. Izi angel Laetitia Coetzer raised the most...</b> Fri, 12 May	Post reach <b>7,255</b>	Engagement <b>1,222</b>	Boost post
	<b>Indaba Days. Tourism businesses at Africa's Travel Indaba connecting Overstrand with travel and tourism role players.</b> Thurs, 11 May	Post reach <b>6,658</b>	Engagement <b>917</b>	Boost post
	<b>Africa's Travel Indaba Day One in Durban - Shaping Africa's tomorrow through connection today. Overstrand is part of the conversation! #travelindaba2023</b> Mon, 8 May	Post reach <b>2,175</b>	Engagement <b>282</b>	Boost post
	<b>The first Southern Right Whales of the 2023 season were spotted by Herman de Vries of Walkerbay Adventures this morning. Have a look at the amazing videos. Welcome Southern Right Whales!</b> Sun, 7 May	Post reach <b>1,413</b>	Engagement <b>265</b>	Boost a Post
	<b>We've hosted the Absa Cape Epic, the past weekend was the Walker Bay Outdoor, the Race2Hermanus is coming... and then Western Cape Government cycled in and visited the region on bicycles! Bottomline, if cycling is your game, Overstrand is your turf. #mtb...</b> Fri, 5 May	Post reach <b>738</b>	Engagement <b>99</b>	Boost post
	<b>As we wait for the Southern Right Whale to return to our shores in June, the South African Reserve Bank brought an early arrival - on the new South African R5 coin. And then there's our national flower, the protea, replacing the springbuck. The springbuck will hop...</b> Fri, 5 May	Post reach <b>22,489</b>	Engagement <b>2,659</b>	Boost post

Page overview

See more insights

Followers: 11,069  
Last 28 days

Post reach **116,833**

Post engagement **23,431**

New Page likes **90**



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## JUNE 2023 REPORT

With some Southern Right Whales spotted in Walker Bay in May it is the month of June that marks the start of the Southern Right Whale season. This is a drawcard for visitors to the Overstrand Cape Whale Coast and nature's way of modifying the mid-year decline in visitor numbers. Southern Right Whales arrived in Walker Bay and the sightings increased with enough photos posted on social media to lure visitors to make the trip to the Overstrand. Two licenced operators functioned from Hermanus New Harbour with a third starting later, one from Gansbaai and marine eco tours from Kleinbaai Harbour. Whale watching boat trips are booked to 80% capacity for July and August and ties in with general forecast of visitor numbers and accommodation bookings picking up buoyantly in the second half of the year. June also saw the 11<sup>th</sup> hosting of Hermanus FynArts over a ten-day period with 208 events. Included was a new outdoor exhibition at Gearings Point with ten new sculptures, a general interest opening speaker with Gift of the Givers Dr Imtiaz Sooliman filling the Hermanus Dutch Reform Church with approximately 600 people. The majority of workshops were sold out and food and wine presentations were well attended. The Race2Hermanus triathlon took place on 24 June with 230 participants.

### Tourism Summary:

- 196 events recorded for June 2023 v 151 events in June 2022.
- Western Cape Food Safety Quality Assurers Training Programme graduation 15 June with 42 youth from Hermanus and Gansbaai.
- In Voyage buyers group visiting.
- 11<sup>th</sup> Hermanus FynArts Festival with 208 events.
- Stanford Square Market and Saturday Market moved indoors.
- Betty's Bay Parkrun closed on 3 & 17 June due to bad weather.
- Clarence Drive reopened to traffic on 2 June after rockfalls on the road.
- Kleinmond Beach Market hosted their 1<sup>st</sup> indoor Market on 3 June at Kleinmond Town Hall with approximately 10 vendors.
- Simoney Visagie from Build It Kleinmond won a National award from Build It for being voted best CAN Binet Minister in South Africa.
- Stony Point's Nature Reserve has been closed for urgent repair effective from 19 May until further notice.
- Due to bad weather conditions Betty's Bay and Groeneweide Parkrun hosted 2 events in June.

### 1. EVENTS

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

Hermanus FynArts was by all counts a success with 208 over 10 days. There was a significant increase in out-of-town visitors and the audience were more representative with more tickets sold. Race2Hermanus is a reinvention of the Race2Stanford necessitated for 2 reasons – road works on the Hemel-en-Aarde road preventing cycling on the road and Stanford streets not fitting the requirements of the race. 230 athletes participated despite extreme weather conditions. It is estimated that for every participant there were at least two supporters who visited Hermanus. Participants stayed for the weekend and there was a festive vibe at the finish line at the Old Harbour Amphitheatre.



## 2. 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. The following tourism stakeholder engagements took place:

- Discussions with Transnet National Ports Authority to agree on a Memorandum of Understanding which is still outstanding from Transnet's side.
- Consultations regarding approval for SilverSea Cruises to anchor outside Hermanus Harbour.
- Meetings in different Overstrand towns are attended and input on tourism matters provided. Kleinmond considered signage and two festivals: ceramics and porcelain and author's festivals.
- WWF embarked on four-year project to save the African Penguin Stony Point Penguin Colony.
- Hermanus conversation focus on CBD advancement and semi-pedestrianisation of High Street.
- Stanford businesses concentrate on capitalising on the existing markets.
- Gansbaai attends to marine wildlife, community events and the weekly Saturday market.

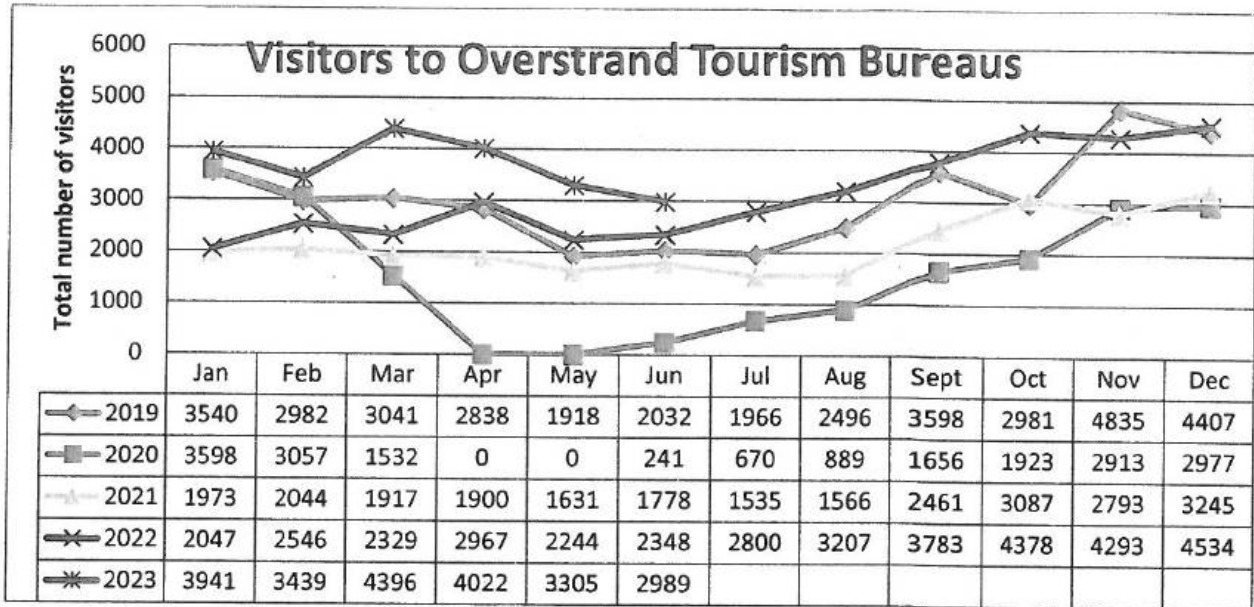
## 3. VISITOR INFORMATION CENTRES

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. Marketing material is updated regularly and brochures with maps and key things to do remain popular. Most queries relate to maps of the region, hiking routes and wineries, outdoor activities, and things to do. A weekly calendar of events is distributed to accommodation, restaurant, and activity businesses. The annual events calendar has been updated numerous times 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.

Potential investors visit the VICs to acquire an overview of the region and to gain intelligence on the community and activities in the region.

June recorded the best visitor numbers in five years but the lowest for the year. The top international markets are UK, Germany, Netherlands, Italy and the United States. 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.



Visitors to info centres demand maps, personal recommendations on what to do and where to go.

#### 4. 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. Learnership programmes are mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies. Liaised with National Department of Tourism on skills training in Overstrand specific to hospitality industry. Working with provincial government on Growth for Jobs project.

##### LEARNERSHIP PROGRAMMES

###### Wine Service Training Programme

25 participants for 3-month training in Hermanus funded by National Dept of Tourism (NDT).

###### Food Safety Assurers Skills Programme

25 trainees recruited for Hermanus & 25 for Gansbaai for 3-month training. NDT funded.

###### Food Assurance Programme

15 Learners graduated. All offered placement with their host employers.

Information is disseminated regarding news and opportunities and included:

- 1 June Shoprite next capital – Enterprise Supplier Development.
- 2 June Youth Employability Programme by Grootbos Foundation. Deadline 30 June 2023.
- 8 June Investing in Education: Enhancing Skills for Employability webinar by The Jobs Fund 20 June 2023.

- 13 June Opportunity for youth/entrepreneur to exhibit at Food Safety Programme ceremony.
- 13 June Save the date: Overstrand Tourism Indaba planned for September.
- 16 June Bizniz in Box Youth Empowerment Programme 2023 - Stand a chance to win 1 of 13 mobile kitchens valued at R85 000.
- 16 June Deadline extended for applications: The CDI'S Scale Programme to 21 June 2023.
- 29 June NYDA Graduates Internship opportunities 2023. Closing date 2 July 2023.

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## 5. BUSINESS SUPPORT

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.
Thusong Outreach - 14 June 2023	Tourism participated as exhibitor in Mount Pleasant.	National, Provincial, and local government organisations shared information with community.
Food Assurance Programme Graduation – 15 June 2023	Upskilling and facilitating training of 42 SMMEs and entrepreneurs.  dissemination of information on funding opportunities, available opportunities, assistance with mentoring, support for event applications to gain funding, assistance with permit applications.	Opportunity to 6 entrepreneurs to exhibit their products at the event. Network opportunity for 10 Boland College students. 42 new graduates.
Volmoed Youth Drumming Group (Zwelihle & Mount Pleasant)	Support with events funding.	Opportunity to participate as an exhibitor and perform at the Youth Day event hosted at Benguela Cove on 14 June.
Ekuphumleni Empowerment Solutions (Zwelihle)	Provided support and funding for Zwelihle Rapid Chess Tournament held 17 June. 100 Players from Overberg competed. Opportunity to participate as exhibitor and network at Youth Day event 14 June.	Opportunity to participate as exhibitor and network at Youth Day event 14 June.
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.

## Film Permit Application

G20 film production scouted for Kleinmond area with American actress and producer Viola Davis in Netflix film.

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### Assisted with the following events applications.

- Race2Hermanus
- This race was supposed to take place in May but due to the impact of extreme weather conditions it was postponed to June. It is sold as the most beautiful triathlon in the world and has the potential for growth with planning and more organisation efforts.

Overstrand Cape Whale Coast Tourism and the 4 Visitor Information Centres (VICs) collaborate with Wesgro, National Department of Tourism, South African Tourism, WWF, CapeNature, SANBI and Overberg District Municipality to ensure all are updated and included in surveys and records kept by government.

## 6. MARKETING

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. Weekly updates of events happening in the Overstrand are distributed via WhatsApp, email, and social media to ensure that visitors to the region are informed about events and can plan in advance to participate.

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:









- Live streaming of Stony Point's Penguins colony in Betty's Bay on WildEarth. Broadcasted daily from 08h30 to 09h30 on DStv channel 183.
- KykNet Via #Platteland screened a visit to AfriCamps, Stanford Hills Wine Estate.
- Klein River Cheese announced as Qualitè Winners with Danbo cheese at South Africa Cheese Awards.
- Caledon FM visited Stanford on 5 June for broadcasting and Overberg blanket drive.

Social media enables people to share the most significant memories from their travels to our region with a vast audience. This is a more powerful way of attracting new travellers than advertising in publications. Visitors are encouraged to share their real experiences online and insights are studied to make improvements to online content.










From social media insights the following are identified:

- Biggest engagement from bigger Cape Town and Boland.
- International engagement with highest percentage from UK, Germany, and USA.
- Nature and nature-based activities preferred.

Below are the Overstrand Cape Whale Coast social media handles with its reach.

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	11 402	3379	986	4656
	8 331	1887	567	1716
	15 116	8481	866	5936
	8 243	3055	1792	3498
	11 285	2409	750	3650

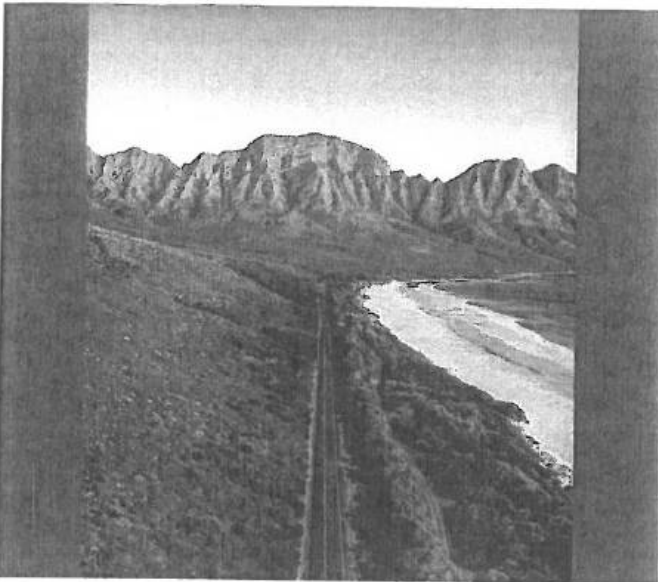
15  
16

				
	whalewatchingsouthafrica	wholecoastsa	@wholecoastsa	#capewhalecoast
	Hongklip-Kleinmond-Tourism	kleinmondtourism	@hongklipT	#findyourselfinkleinmond
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	standfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

SOCIAL MEDIA INSIGHTS:

Hangklip-Kleinmond Tourism  
22 June at 11:01

The scenic coastal Clarence Drive (R44) links the towns of Rooiels, Pringle Bay, Betty's Bay and Kleinmond. The route ribbons through a stretch of fynbos linking mountains with the Atlantic Ocean. The Kogelberg Biosphere Reserve, South Africa's first UNESCO recognised biosphere, dominates the landscape with indigenous forest, fynbos and a variety of birds and animals. Here you escape to nature!



Hangklip-Kleinmond Tourism received an excellent reach of 151 956 with a post of Clarence Drive. Nature posts generally do well.

$\frac{16}{16}$

Post Insights

Total insights		
Post impressions	Post reach	Post engagement
154,823	151,956	5,203

Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach

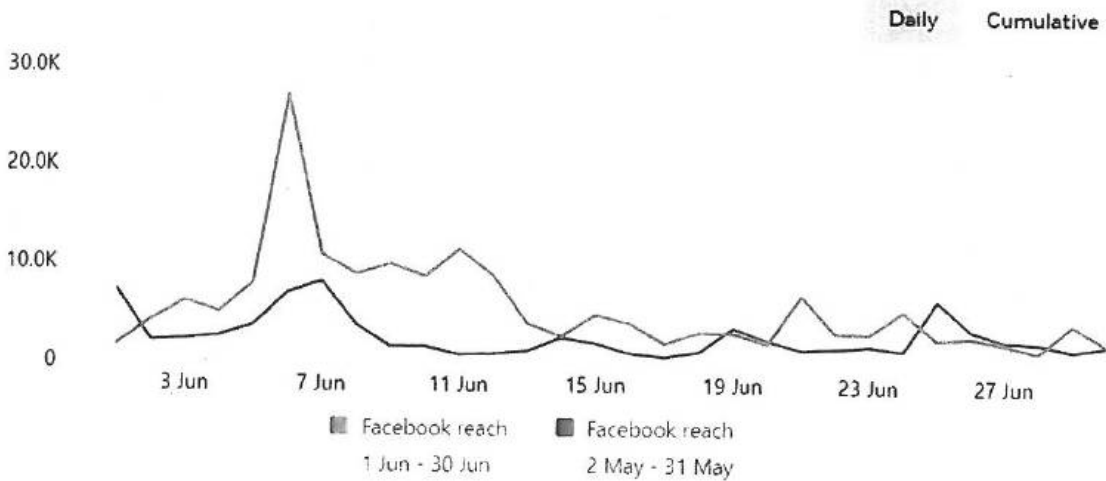
91,037 ↑ 82.4%

Instagram reach

10,103 ↑ 265%

Paid reach

0 0%



Hermanus Tourism Facebook Page stats for June 2023 above