

**AGENDA of the
Portfolio Committee : Finance & Tourism
24 April 2023
(Also the agenda for the Mayoral Committee Meeting : 24 April 2023)**

**3.
TOURISM MONTHLY REPORT: FEBRUARY & MARCH 2023**

**F Lloyd
14 April 2023**

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 and March 2023.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic, Social Development and Tourism
Department: Tourism

3. Compliance with Strategic Priority/ies

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 and March 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: Tourism Report

RECOMMENDATION:

that the tourism report for February and March 2023 **be noted**.

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY



OVERSTRAND TOURISM FEBRUARY & MARCH 2023 REPORT

From 19 to 22 March the Overstrand saw an influx of visitors associated with the Absa Cape Epic. This "Tour de France of mountain biking" was hosted in the Overstrand for the fifth time. Previous events were in 2006, 2008, 2017 and 2019. 725 teams made for 1450 riders from 55 countries. The riders were accompanied by 750 crew members and 200 media representatives. With 21 March being a public holiday and the Stanford stage, the spectators came out to view the Klein River and Market Square crossings.

The main venues booked included Hermanus High, Hermanus Primary, Old Boys and the cricket. Accommodation did well as some riders preferred the luxury of hotels and guesthouses to the tents included in the package. Although the Absa Cape Epic team are still working on the stats the current estimation is that PR value of R30m were gained from the event.

It was noted that the visitor centres received a record number of visitors in March – the highest since December 2019. Visitor number peaked for the duration of the Absa Cape Epic.

During February Hermanus was ranked in 18th position on the Tourism Sentiment Index's World's Most Loved Destinations List, the 171st Commemoration of the RHS Birkenhead was hosted in Gansbaai, Arabella Hotel and Golf Course made the 7th position on South Africa's Top 100 Courses and a group of 60 Western Cape Food and Beverage Services Programme graduates visited with the Deputy Minister of Tourism Fish Mahlalela.

Despite the official holiday season being over, visitors were still arriving to spend time in the Overstrand. The different towns were busy and accommodation occupancy levels high.

Tourism Summary:

- 188 events recorded in February. A 59% increase on the 119 events of February 2022. 166 events recorded in March. A 26% increase on the 132 events of March 2023.
- NDT Wine Services and Food Services training started on 20 February 2023 with a total of 75 participants from Gansbaai and Hermanus.
- 300 entries for the Stanford MTB Classic on 25 February.
- Tourism Safety Meeting on 21 February.
- ParkRun average number of participants for February and March:
 - Betty's Bay 155
 - Groeneweide 90
 - Hermanus 250
- Women in Tourism Overberg Chapter launched in Hermanus on 15 March 2023.
- First Whale Coast Half Marathon hosted between Grotto and Hermanus with 211 runners participating.
- Overstrand Safety & Security Indaba on 9 March 2023.
- Clarence Drive reopened with a stop and go in place.
- 61 Lighthouse2Lighthouse ladies walked 100kms to raise funds for Izibusiso Children's Home in Zwelihle. 66% of this group was from outside Overstrand with 30% from Gauteng. These individuals contributed an additional 80 bed night's stay.

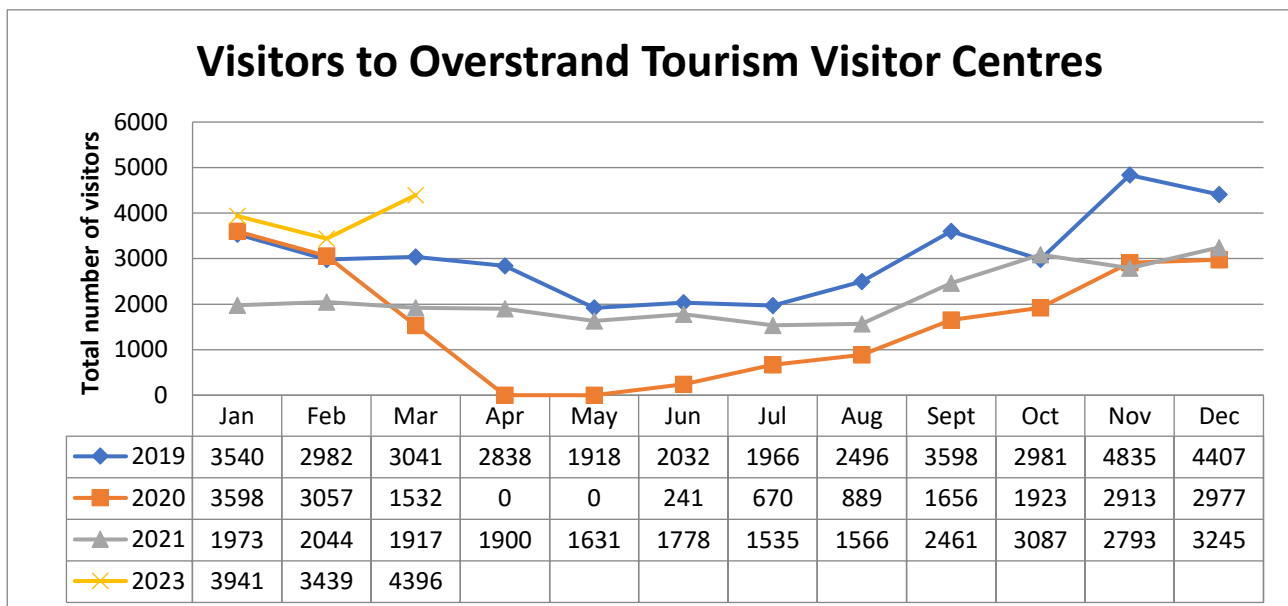
- First meeting held with Transnet to discuss finalising a Memorandum of Understanding
- Met with AfriCentric and SilverSea Cruises to discuss itinerary options for visits in 2024.
- Corresponded with SilverSea Cruises in Miami about Hermanus Harbour permissions.

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. 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.

Visitor numbers for February dropped slightly but it was the highest number for February in the past five years. March had the highest visitor number since December 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.



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

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. 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.

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		
Western Cape Regional Tourism Network	Workshop of tourism role-players. Ongoing collaboration via directorate.	Western Cape meetup and Overberg presentation.
Amathuba Collective	Micro Business Support. Facilitated enterprise support for 3 interns 12 months, ending February 2024.	Micro business aid in terms of staff support.

National Dept of Tourism (NDT)	Overstrand itinerary. Stakeholder engagement 10 February.	Post SONA visit with 60 tourism graduates. 80 businesses represented.
WWF-Kleinmond	Rethinking tourism in Hangklip Kleinmond area. Ongoing collaboration. Meeting 23 March.	Opportunities for new business Sesonke Eco Tours and tourism development for Hangklip Kleinmond.
Dept Forestry, Fisheries and Environment	Engagement with Harbour Master and SilverSea Cruises.	Cruise liner arrival in April 2024.
Dept of Public Works	Facilitated use of Multi-Purpose Centre for Wine Service & Food Safety Training Programme.	Training: 1 -30 March - 25 Wine Service Training participants & 50 Food Service Training participants (25 Hermanus / 25 Gansbaai)
Tourism VICs	Ongoing assistance to entrepreneurs to provide 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.
Western Cape Women in Tourism.	Stakeholder engagement on 16 March 2023. Launch of Overberg Chapter.	Network opportunities for tourism woman owned SMME's. 50 businesses attended. African Gypsy's / Nakitula application to join WIT Stand at WTM Africa 2023 successful (10 – 12 April 2023)
Tourism Business Institute of Southern Africa (TTBISA) & Wholesale & Retails seta (WRSETA).	Distribution of funding vouchers for Informal Traders & SMME's.	Enterprise Development Programme participants received R10 000 Absa vouchers towards business (10 SMM's). Informal Traders received R3000 cash voucher towards business (30 businesses).

Tourism VICs	Dissemination of Information & Opportunities for SMME's through various communication platforms. Feb 2023	<p>1 Feb Grootbos Foundation Entrepreneurship Programme. Closing date 24 Feb 2023.</p> <p>7 Feb Food Safety Assurers Skills Programme 2023 by Department of Tourism. Closing date 17 Feb 2023.</p> <p>7 Feb National Youth Development Agency (NYDA) training programme with NEMISA. Closing date 28 Feb.</p> <p>8 Feb Post State of the Nation Address: Tourism Stakeholder Engagement & Information Session, Hermanus.</p> <p>10 February Finance and Accounting Services Sector Education and Training Authority (FASSET) Internships & Technical Vocational Education Programme (TVET) Workplace based experience (WBE) Programme. Closing date 13 Feb 2023.</p> <p>13 Feb Online Lecture Series for Tourist Guides by Depart of Tourism.</p> <p>14 Feb Wine Service Training Programme by Dept of Tourism. Closing date 20 Feb 2023.</p> <p>15 Feb Grootbos Foundation Entrepreneurship Programme. Closing date 24 Feb 2023.</p> <p>20 Feb Tourism Safety Meeting Invitation, Hermanus.</p> <p>20 Feb Depart of Economic Development & Tourism (DEDAT) Skills survey for Tourism Industry.</p> <p>24 Feb Computers for public use at MPC in Hermanus.</p> <p>27 Feb SANSA Public lecture Wednesday 1 March 2023 Hermanus</p> <p>27 February Women in Tourism Roadshow Invitation, Hermanus</p>
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Tourism VICs	Dissemination of Information & Opportunities through various communication platforms. March 2023	10 March Department of Tourism: Call for Applications, International Market Access Support. Tourism Trade platforms July – Sept 2023 10 March Making Sense of Cents: Financial Literacy Training for Western Cape Youth Cafes presented by Financial Sector Conduct (FSCA), Mthimkhulu, Kleinmond Government & Financial Services Consumer Education Foundation in Kleinmond on 22 March 2023. 14 March Invitation to Women in Tourism Overstrand Roadshow 14 March Women in Tourism WC participation at World Travel Market Africa. Deadline 19 March 2023. 20 March National Youth Development Agency (NYDA): Depart of Community Safety Internship opportunity. Closing date 31 March 21 March Small Business Networking event 29 April by Overberg Networking Hub 22 March Invitations to Wesgro Financial Assistance 24 March 2023. 29 March Funding for Woman-owned Businesses in SA by Small Medium Enterprises (SME) South Africa.
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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. The following events focussed on the community, and it is encouraging to see the increased activity on the Hangklip-Kleinmond side of the Overstrand.

- Absa Cape Epic
- Expedition Africa – a private adventure race from Gansbaai through Stanford to Hermanus.
- Lighthouse2Lighthouse Walk
- Whale Coast half marathon

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/>



5. 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

The Overstrand has gained popularity as a filming destination and an increased number of applications have been received. Most of these applications are made within 2 weeks of planned filming.

Date	Production Company	Area	Details
7 March	Film Fixers	Betty's Bay	WWF

Assisted with the following events applications.

- Absa Cape Epic contract review, links to different departments re assistance with waste, water, evacuation sites.
- Whale Coast Half Marathon
- Live Music at Fisherman's Cottage
- Overstrand Sea Festival

Weddings approved on payment of R1659 each:

- 11 March 15:00 – 20:00 Talita Theart, Grotto Beach Hermanus
- 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.

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. 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.








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, Boland and Gauteng.
- International engagement with highest percentage from UK, Germany, and USA.
- Nature (sunrise and sunset) and nature-based activities are preferred.

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

March 2023			Instagram Posts	
	11 081	3289	965	4616
	8 188	1863	543	1713
	14 483	8134	844	5921
	8 154	3005	1757	3489
	11 174	2359	729	3655

				
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond-Tourism	kleinmondtourism	@hangklipT	#findyourselfkleinmond
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	standfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

SOCIAL MEDIA INSIGHTS:



	Solving business problems with love and care - this is what Gansbaai company BrandLove does in Fabriek Straat. What they also do with the help of Jeandré Marinier Artist, is to make Gansbaai look a bit more colourful! We encourage visitors to snap a selfie and post with...	Post reach 64,876	Engagement 4,904
	You can't say you've visited the quaint Overberg village Baardskeedersbos if you haven't been to Marietjies. Essentially this is a pub but in reality, it is much more. It's the local meet-up and the place for having a rustic country breakfast overload. Breakfast comes in half size or full. Th...	Post reach 44,769	Engagement 8,859
	Gansbaai tidal pool is a spot for more than practicing your swimming technique. There's a kiddies pool as well as a lap pool, braai facilities and on the coastal trail close to Perlemoenbaai - between Gansbaai and De Kelders. #tidalpool #letsgotogansbaai	Post reach 20,289	Engagement 3,608
	Fast & smart! Welcome Cape 1000! The public can view these beauties now and tomorrow morning at Gearings Point. #Cape1000	Post reach 17,958	Engagement 3,304
	26 February - on this day 171 years ago the HMS Birkenhead sunk off the Gansbaai shore and 450 people lost their lives. Annually this day is commemorated with a ceremony at sea and at the Danger Point Lighthouse. #Birkenhead	Post reach 16,613	Engagement 2,166
	These are the moments we live for! Cape Epic Hermanus Stage 3 is a go! This is the start of the new day, the good life... Breathing in and out. The theme song got everyone going this morning at Hermanus High School and we share some photos of Stage 3 start and yesterday's Stage 2 i...	Post reach 14,450	Engagement 1,800
	If ever there was a village where the stoepe had stories... It must be heritage Stanford. Stoepekuiers were back in Stanford where it started in 2022 and what fun was had. Tomorrow night is the 2nd evening and then all can be revealed. #fomo	Post reach 13,990	Engagement 1,975

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