

**AGENDA of the
Portfolio Committee Meeting : Finance and Tourism
14 February 2023
(Also the agenda for the Mayoral Committee: 14 February 2023)**

**3.
TOURISM QUARTERLY REPORT : OCT – DEC 2022**

**S Madikane Director: Economic and Social Development
31 January 2023**

(028) 313 8066

1. Executive Summary

The report is to provide Council with information regarding programs in the implementation of interventions. The report covers October/November/December 2022 regarding services rendered towards improving tourism offerings in the Overstrand. The efforts form part of the recovery process and are geared to ignite the economy through increasing feet in the area. The increase in human movement, impacts positively on the economy, the municipality has witnessed improvement in the popularity of the destination leading to the recovery of the economy and increased consumption of goods and services.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic, Social Development and Tourism

3. Compliance with Strategic Priorities

Provision of democratic, accountable and ethical governance
Promotion of economic and social development

4. Delegated Authority

Executive Mayor

5. Legal Requirements

N/A

6. Background/Discussion/Evaluation/Conclusion

Background

Negative socio-economic issues continue to plague communities in the Overstrand's poor and disadvantaged communities, job opportunities keep alluding people and remain a concern in the efforts to change people's lives. Unemployment is considered a social issue coupled with its effects on the unemployed psychological well-being and the increase in social ills are more exacerbated by immigration mainly of low and semi-skilled people. The efforts of this department are yielding results with the increasing feet that a number of

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interventions are conducted with various stakeholders and partners focusing on tourism offerings, capacity building in the industry and policy matters.

Discussion

Tourism has been given a boost by the increasing visitors in the area after the negative impact, the flow of visitors has increased the demand for goods and services and thus increased economic performance of the municipality. The importance of Local Tourism Offices (LTOs) has never been relevant before as more and more visitors seek for various types of information and walk-ins increase dramatically.

7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Quarterly Report (Oct – Dec 2022)

RECOMMENDATION:

that the Second Quarter Report for October – December 2022 **be noted**.

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY



OVERSTRAND CAPE WHALE COAST TOURISM

QUARTERLY REPORT: OCTOBER - DECEMBER 2022

By all counts December was the bumper season the hospitality industry was waiting for to waiver some of the losses incurred during the previous two plus years. Tourism business owners were upbeat about the festive trade and the talk is that there have been a few trading days this season that surpassed previous record turnover days.

Sales seemed to peak in the week leading up to Christmas Day with some businesses reporting buoyant business just after the 25th. The Overstrand was operationally ready to receive visitors, and this paid off with positive holiday experiences. Appreciative comments about how well the traffic officers managed traffic flow in the face of load-shedding and how clean the towns were are well received and will surely benefit the Overstrand's economy in months to come.

International visitor numbers are increasing, and things seem to be getting back to normal in the tourism space after the negative effects of the Covid-19 pandemic the previous two years.

December Tourism stats and numbers include

- 348 events recorded in December 2022. A 59% increase on 219 events of December 2021. The full events calendar kept travellers and residents busy. There were two festivals: Hermanus International Food & Wine Festival with about 2000 tickets sold and the Stanford Village Festival that was free to the public to attend.
- 4543 walk-ins to the four tourism Visitor Information Centres (VICs) were recorded. This is a record number for the past three years.
- 1700 people visited the Danger Point Lighthouse during the 11 days it opened in December. This compares positively with the 2164 visitors received from April till end November 2022. Visitors came from all corners of South Africa, France, India, Canada, Namibia, Switzerland, Scotland, Australia and Germany.
- Betty's Bay Parkrun was ranked in the 4th place for South African ParkRun participation on 31 December with 487 finishers and Hermanus in 10th spot with 415. These numbers are for one day's participation.
- Harold Porter Nature Reserve received 7150 visitors. This is a 12% increase on the previous year.
- Kogelberg Nature Reserve had 57% more visitors during the month with 2017 people as opposed to the 1287 previously. The source market was mostly Northern Cape and Gauteng with a significant amount of new visitors.
- 36 teams registered for the Hot Summer of Touch on Kleinmond Main Beach on 18 December. With eight players per team that is 288 participants on the day. This was the fifth hosting of the event.
- 40 entries were received for the Strandskloof 4x4.
- 340 athletes participated in the Gansbaai Half Marathon and 500 for the 2 lesser distances.
- Approximately 600 tickets were sold for each of the three live music shows held at Stanford Hills. The Jeremy Loops performance sold out.
- Western Cape Traffic count measured a high of 15160 vehicles at the Kleinmond turn-off on the R43 arriving to the Overstrand. This was followed by 13427 arriving on Monday 26 December. Traffic count was lowest on Sunday 25 December with 10035 vehicles arriving.
- The Saturday and night markets recorded good sales and traders making record turnovers.
- A New Year's eve wedding in Hemel-en-Aarde had 290 guests staying over in Hermanus.
- December had the 2nd highest visitor numbers for 2022 going out from Kleinbaai Harbour – 5482 individuals. October had the highest figures for the year with 6656 people.

- Multiple day gift markets included: Disakloof, Son and See Hermanus, Gansbaai, Curro Hermanus, Kleinmond.
- There was a noticeable increase in pop-up markets before Christmas.



New tourism products include the following

- The Hussar Grill Hermanus.
- Farm to Plate Concept Store opened next to Ground Central Café 2nd Street Kleinmond.
- Menuscha Coffee & Crafts, Pringle Bay.
- Fish & Chips Spar Centre Kleinmond.
- Coffee @ The Well, The Yard Harbour Road Kleinmond.
- The Hub, Betty's Bay, small business centre with variety of shops.
- Inaugural Mayoral Festival 9 December.
- On 16 December FEES pop-up flower and Christmas shop opened next to Carry Me Home Restaurant. Trading is planned until 16 January 2023.
- 1st Grootbek op Kleinmond Festival held at The Shed Harbour Road, Kleinmond from 16-23 December 2022. Filled venue to capacity from 3rd event. Organisers undertook to repeat the series of live music and topical interviews.
- An annual Kleinmond highlight in Kleinmond was when Schalk & Tilla Boonzaaier switched on the Christmas lights at their house in 15th Avenue on 17 December attracting visitors and locals.
- Harold Porter hosted 3 summer concerts: Jonathan Rubain, The Gugulethu Tenors & Emo Adams, and an Art Exhibition by local artists from 19-23 December. Due to bad weather the Trail Run & Fun Day in the Garden on 16 December was cancelled.
- On 30 December CapeNature launched their online campaign for Bliss on the Bay. This is a newly renovated luxury home to rent in Pringle Bay. Reservations are also available on Tourism's website.
- Disa uniflora "Red Disa" started blooming in Leopards kloof waterfall in Harold Porter.
- Trans Agulhas 'The World Toughest Inflatable Boat Challenge' finished in Kleinmond on 31 December.

On 9 December the Lights on Main Festival brought Christmas cheer to Kleinmond. The Hot Summer of Touch was welcomed for the 5th year on Kleinmond Blue Flag beach with 36 teams registered to play.

December ParkRun average number of participants for the month:

- Betty's Bay 272
- Groeneweide 119
- Hermanus 258

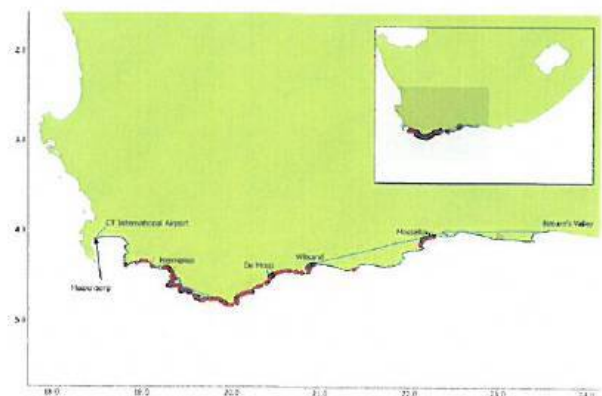
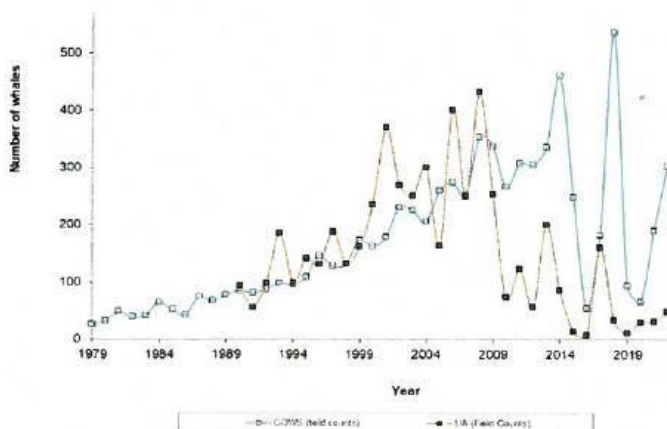


November marked the tail end of the Southern Right Whale Season. Tourism activities picked up during the past two months with September, Tourism and Heritage Month, packed with a variety of festivals, sporting and lifestyle events. 153 events were recorded in the Overstrand during November. These compares well with the 93 events recorded in November 2021 yet slows a decline when measured to the 227 events recorded during each of September and October but an increase to 136 events of August 2022.

Highlights for November included the following:

- South African National Space Agency launched a new 24-hour, state-of-the-art regional Space Weather Centre in Hermanus joining the International Space Environment Service as the Regional Warning Centre for space weather in Africa. 270 guests attended including visitors from Africa and further abroad.
- Local Economic Development with Tourism hosted a successful 3-day Job Summit & Expo at Overstrand Municipality from 21 – 23 November.
- Dept of Tourism meeting on coastal marine tourism, 23 November in Gansbaai.
- Shoprite Kleinmond celebrated their grand opening on 24 November.
- 7th Annual Penguin Palooza on 26 November hosted by SANCCOB with CapeNature at Stony Point Nature Reserve.
- Opening of Cave Theatre, Hermanus Old Harbour on 30 November.
- Overstrand wins Great Southern Bioblitz 2022. The best biodiversity recording for an area in the Southern hemisphere.
- Overberg Tourism Capacity Building workshops hosted by National Department of Tourism
- Race2Stanford The Detour with 500 participants
- Onrus Resident Tristan Roberts became the 2022 IBC World Bodyboarding Champion for the 2nd time
- Bosman Hermanus in Upper Hemel-en-Aarde Valley, winning Great Wine Capitals Global Network - Best of Wine Tourism & Ambassador Awards 2023, category: 'Sustainable Wine Tourism Practices'.
- Great Southern Bioblitz recording biodiversity in Overstrand
- Brewery2Brewery mountain bike event
- CapeWine 2022 caused a spike in regional wine tourism

The results of the 2022 Southern Right Whale annual aerial survey done by the University of Pretoria's Mammal Research Institute Whale Unit showed a total count of 304 females with calves and 50 unaccompanied adults (males and non-calving females). The graph below shows how this compares to other years, and the map indicates where the whales were spotted.



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

Temporary job creation opportunities were circulated and are linked with upskilling unemployed youth to ensure participation in the tourism economy. Communicated available opportunities and assistance available for unemployed youth. Learnership programmes are mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies. Liaison with Economic Development Partnership and Harambee Youth Employment Accelerator during Jobs Summit to address unemployment database.

LEARNERSHIP PROGRAMMES:**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 the programme and were all offered placement with their host employers.

Tourism Monitors Programme:

28 students allocated to the Overberg region and currently undergoing training

12 students allocated for Overstrand Municipality

Programme ended in October.

Learners graduated at the end of October 2022.

Tourism Department provided 2 temporary job opportunities to the two learners placed at Hermanus Tourism.

Boland College Programme:

2 Students allocated to Hangklip-Kleinmond Tourism & Gansbaai Tourism

Practical Training to obtain their diploma in Tourism

Programme ending in December 2022

WESSA Programme

Programme ended in September 2022

Tourism provided 2 of the learners with temporary job opportunities

Circulated the following:

- 9 December Shenzhen Design Awards for Young Talents (SDAY), international design competition.
- 13 December Department of Tourism Constitution Hill South Africa invite to a free for all tours.
- 15 December NYDA invite to apply for training programmes with NEMISA.
- 15 December NYDA Unisa internship program unemployed graduate. Closing 23 Dec 2022.

2. BUSINESS SUPPORT

Upskilling and training of SMMEs and entrepreneurs to participate in tourism economy.

Dissemination of information relating to funding opportunities for business.

Communication of available opportunities and assistance with mentoring. Support for event applications to gain funding and to assist with permit applications remain a significant aspect of support. The following activities were hosted, and opportunities circulated:

- Annual Locations Workshop Day 1 – Filming and Nature Conservation, WESGRO
- Absa Business Accelerator Programme, Kamva Capital
- Food Service Incubation Programme by SEDA & Department of Tourism
- Jewellery Making Training by WWF SA Kleinmond Office
- Invitation to all crafters and vendors put up a stall at Mayor's Inaugural Festival hosted on 9 December
- Food Service Incubation Programme by SEDA & Department of Tourism

- Department of Tourism Call for Applications: Domestic Market Access Support Programme Meetings Africa 2023. Deadline 30 December 2022
- Invitation to join the Inaugural Mayor's Festival
- Department of Tourism registration for Africa's Travel Indaba 2023
- Department of Tourism Constitution Hill South Africa invite to a free for all tours date 16 December 2022
- Department of Tourism Call for Applications: Domestic Market Access Support Programme Meetings Africa 2023. Deadline 30 December 2022
- Invitation to join the Inaugural Mayor's Festival
- Department of Tourism registration for Africa's Travel Indaba 2023

ACTIVITIES		
Western Cape Regional Tourism Network	Workshop of tourism role-players	Western Cape meetup and Overberg presentation.
Harambee Youth Employment Accelerator	Addressing youth employment through partnerships.	Discussions regarding upgraded Overstrand unemployment database.
Jarleth Sweeney visit	Linking birthplace of Sir Robert Stanford - Ballinastanford, Ireland, with Stanford.	Developing sporting linkages. Visit generated media coverage.
Amathuba Collective	Micro Business Support	Micro business aid in terms of staff support.
National Dept of Tourism (NDT)	Coastal Marine Tourism	Route development and organization of shark tourism activities.
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.
Hermanus Village Square	Local product showcase	Development, access to market and income generation for new and small businesses.

3. STAKEHOLDER COLLABORATION

- Corona Summer Sunset Production film permit application
- Hermanus Astronomy completed educational display at Gearings Point
- Working with Overstrand Municipality Protection Services on placement of 10 unemployed youth as tourism safety monitors
- Wesgro Western Cape tourism stakeholder meeting presenting Overberg tourism update
- Absa Cape Epic contract review to Overstrand Municipality's legal department
- DEDAT Overberg Business Network initiation
- Worked with SA Tourism on itinerary for 2 British food journalists visiting Overberg 28 Oct – 2 Nov 2022
- Hermanus Astronomy busy with educational display at Gearings Point
- Working with Overstrand Municipality Protection Services on placement of 10 unemployed youth as tourism safety monitors
- South Africa National Space Agency re accommodation for attendees of opening of new Visitor Information Centre.
- DEDAT Ocean's Economy quarterly meetings

- Itineraries and brochures provided to journalists visiting Overstrand pre and post CapeWine.
- Tourism visited schools and organisations during Arbour Week with Environmental Department
- Hosted 2 British food journalists visiting Overberg 28 Oct – 2 Nov on behalf of SA Tourism
- Hermanus Astronomy completed educational display at Gearings Point
- Working with Overstrand Municipality Protection Services on placement of 10 unemployed youth as tourism safety monitors
- South Africa National Space Agency re accommodation for attendees of opening of new Visitor Information Centre.
- Tourism visited schools and organisations during Arbour Week with Environmental Department
- Participated in SALGA Tourism Local Government Peer Learning Network-29 November
- Film permit applications:
 - eTV Corona Sunsets at Grotto Beach 29 Nov
 - ITI for production of retail commercial
 - SABC2 application for Spyskaart featuring La Pentola and Haygrove Heaven
 - Insider SA for SABC lifestyle programme

Assisted with following events applications:

1. Hermanus Whale Festival 30 September – 2 October 2022
2. Stanford Culinary Festival 30 September – 2 October 2022
3. Brewery2Brewery 16 October 2022
4. Race2Stanford the detour 22 October 2022
5. Flash mob in Hermanus Whale Coast Mall, 15 October 2022
6. Hangklip Kleinmond Ceramics & Porcelain Festival 22 - 24 October 2022
7. Pringle House Eco school Triathlon (event to take place early next year)
8. Premie Ultra 50km Charity Invitational Run, 13 November 2022
9. Trans Agulhas boat challenge, Hawston 31 December 2022
10. Hermanus Carols 16, 17 December 2022
11. Hot Summer of Touch, Kleinmond Main Beach 18 December 2022
12. Trans Agulhas boat challenge, Hawston 31 December 2022
13. Hermanus Carols by Rotary 16, 17 December 2022
14. Ungazincish i'Nice Time Festival - 10 December, Zwelihle Sport Grounds
15. Private Wedding reception 31 December Voëlklip
16. International Food & Wine Festival Curro Hermanus 17 & 18 Dec

Timely and relevant information given via different communication platforms. 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, lists and records kept by government.



1	Oceans Economy Workshop via Teams with DEDAT, First Thursday attendance, Summer Lounge opens at Grotto
2	Blue Flag Beach Launch at Castle Beach
4	Hermanus Art in the Park, Overstrand Municipality
5	Jarleth Sweeney visits Stanford obo Claremorris Business Chamber – forging linkages with birthplace of Sir Robert Stanford
6	Western Cape Regional Tourism Meeting
7	FLAME Entrepreneurship programme, Overstrand Phase 1 closing
9	Inaugural Mayoral Festival, Kleinmond Lights switched on
10	Lomond Triathlon
12	Festive Calendar updated
15	Festive Calendar circulated
18	Hermanus Art in the Park, Overstrand Municipality Event Meeting: Carols at the Lagoon, Christ Gen Christmas Service at Kleinmond Lagoon Evangelism Outreach
24	Shoprite Kleinmond Grand Opening
26	Penguin Palooza at Stony Point Nature Reserve, Betty's Bay
27	Overberg Toy Run ends at Birkenhead Brewery Stanford
29	Lights on Main Festival discussion, Kleinmond Library
29	SALGA Tourism Local Government Peer Learning Network

4. MARKETING

The marketing value of the Hermanus Whale Festival cannot be underestimated. In the period ten days prior to the festival and three days after festival, the Hermanus Whale Festival had an 80m reach both digitally and in print. This number is provided by a brand tracking company.

Overstrand in the media

- <https://www.capetownetc.com/accomodation/5-places-to-stay-when-whale-watching-in-hermanus/>
- <https://www.decanter.com/wine-news/cape-winemakers-guild-2022-auction-all-the-lots-to-bid-on-488515/>
- <https://www.iol.co.za/capeargus/news/thousands-of-people-flocked-to-the-hermanus-international-whale-festival-at-the-weekend-b126c5ee-9343-4de1-81c1-d813a52b7ab7>
- Hermanus whale watching on front page of Die Burger
- Hermanus Whale Crier, Bulelani Ngidi, interviewed for SABC 3 and on Caledon FM radio station.
- The announcement of the cruise liner dropping anchor in Walker Bay in December had Overstrand Municipality's social media buzzing and highlighted in local newspapers
- Stony Point penguin colony on WildEarth, DSTV channel 183
- Top Things to Do in Gansbaai <https://www.cbn.co.za/industry-news/the-top-ten-things-to-do-in-gansbaai>
- Six of the Best Places to Explore on 4 Wheels in SA <https://www.telegraph.co.uk/travel/fly-drive-holidays/south-africa-by-car/>
- Live streaming of Stony Point's Penguins colony on WildEarth. Real time penguin experience is broadcasted daily from 08h30 to 09h30 on DStv channel 183.
- 10 underrated small towns and villages in South Africa by Getaway Magazine with Kleinmond top of the list – 2 December 2022, https://www.getaway.co.za/travel-ideas/10-of-south-africas-favourite-small-towns/?fbclid=IwAR2XrITxASbcMUaZXWDyYe_WEzEkP7yVqkb59BDzAJ5U_W7DEs25NAV3y60.
- Jon Minster published summers at the Palmiet River. Article featured in Go! Magazine SA's summer edition.
- Hunker Down in Paradise – Down the road from Stanford written by Cape Town Etc issue 3 2022 pg 42 about Perivoli Lagoon House
- Hennie Bosman and wife Nicole Hellinger Bosman took a trip from Franschhoek to Gansbaai via Hemel-e Aarde as part of their Wanderlust programme for KykNet.









- Coot Club voted Best Family Escape by i-escape.com https://www.i-escape.com/blog/hotel-awards-top-places-to-visit-2023/?fbclid=IwAR1C8VS2Y_LbWGusQyLRdIMcMIDF6ar84Q1IVaQpM8nC4ohFOrrbBSHP0qw
- Retracing Ballinastanford native's footprint in South Africa in The Connaught Telegraph by Jarlath Sweeney

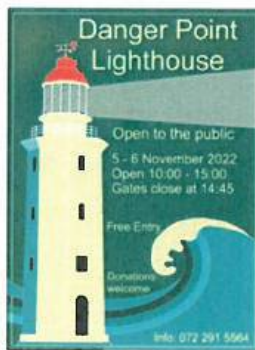


Overstrand Cape Whale Coast social media enables people to share the most significant memories from their travels to our region with a vast audience. This is a more powerful way of attracting new travellers than simply advertising in publications. Visitors are encouraged to share their real experiences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




1. Biggest engagement from Cape Town, Overstrand, Pretoria, Port Elizabeth, and Johannesburg.
2. International engagement with highest percentage from UK, Germany, and USA.

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

			Instagram Posts	
	10 575	3205	931	4564
	7 989	1827	514	1698
	14 091	7707	790	5897
	8 052	2946	1742	3474
	11 064	2251	705	3660





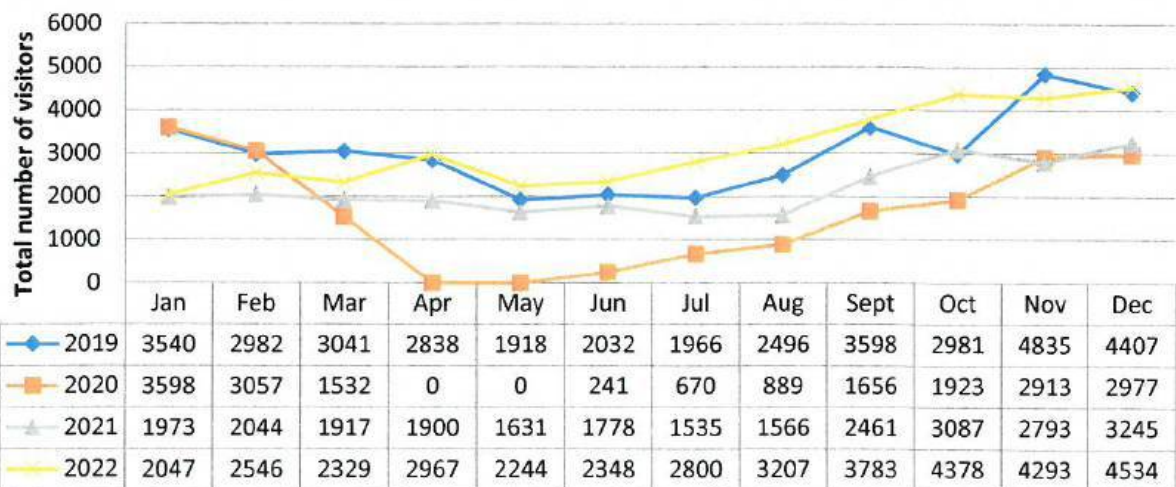
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond-Tourism	kleinmondtourism	@hangklipT	#findyourselfinkleinmond
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	stanfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism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

5. VISITOR INFORMATION CENTRES

All 4 Tourism Visitor Information Centres (VICs) are connected to the Overstrand Municipality’s telephone and network system. Marketing material has been updated with the new telephone numbers and emails. Emails to prior addresses are relayed to the new address and not lost. Brochures were redesigned and printed to project a similar look. Branding has been updated to Overstrand Cape Whale Coast.

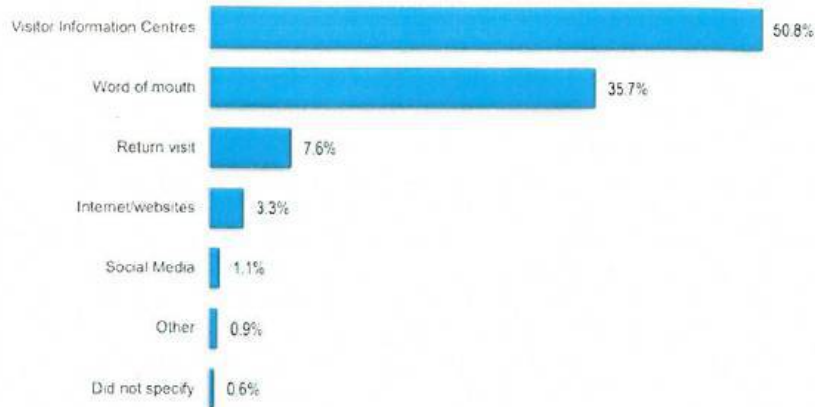
December had the highest walk-in visitor count for the past three years. December’s figures had a 6% increase on November, and it is noted that the international guests and “swallows” have returned. Most enquiries are related to maps, whale watching, hiking and events. The top five international markets visiting are Germany, the UK, France, the Netherlands, and the United States. The Western Cape continued to lead as the domestic source market and the Overstrand remains popular among local Western Cape travellers, largely due to its proximity to Cape Town. Gauteng and KwaZulu Natal also provided domestic travellers to the region. From ParkRun stats we see visitors from the UK, Germany, Namibia and Austria participating in the weekly Saturday morning run/walk.

Visitors to Overstrand Tourism Bureaus



Information gathered at the 4 Overstrand Tourism Information Visitor Centres are processed by WESGRO who in turn provide visitor insights. The full report for January to June 2022 can be accessed by linking to [PowerPoint Presentation \(wesgro.co.za\)](#) It should be noted that Overstrand Tourism is the only tourism department in the Overberg providing information to Wesgro for these insights. The Wesgro Overberg District Factsheet dated November 2022 can be accessed via https://www.wesgro.co.za/uploads/files/Wesgro-Research_Overberg-District-Fact-Sheet_2022.11.pdf which shows the importance of Visitor Information Centres in providing information about the Overstrand.

Figure 33: Overberg top information sources, 2022



Source: Wesgro Cape Overberg Tourism Trends, 2022