

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

**4.
TOURISM MONTHLY REPORT: DECEMBER 2022 & JANUARY 2023**

**F Lloyd
23 January 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 December 2022 and January 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

Destination marketing and management activities for December 2022 and January 2023. Statistics for social media platforms and visitor information centre walk-ins.

7. Financial Implications

None

8. Staff Implications

None

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9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Report for December 2022 / January 2023

RECOMMENDATION:

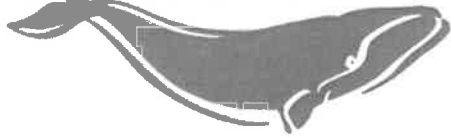
that the monthly tourism reports for December 2022 and January 2023 **be noted.**

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

IMMEDIATELY



DECEMBER 2022

JANUARY 2023

OVERVIEW OF DECEMBER 2022/23 FESTIVE SEASON

By all counts the December 2022/January 2023 was the bumper season the hospitality industry was waiting for to waiver some of the losses incurred during the previous two years. Tourism business owners were upbeat about the festive trade and the feedback received indicated record trading days.

A busy tourism season impacted positively on the Overstrand's economy in direct and indirect ways. Direct benefits were gained from high occupancy numbers, a multitude of events, restaurant bookings and retail sales. Indirect economic impacts were found in increased investment with new restaurants opening, properties changing ownership and increased supplies secured by restaurants and retailers

A boost to Overstrand business revenues and the securing and creation of jobs were facilitated by the following December tourism activities:

- 348 events recorded in December. A 59% increase on 219 events of December 2021.
- 142 events recorded in January. A 49% increase on 73 events of January 2022.
- Three festivals: Hermanus International Food & Wine Festival with approximately 2000 tickets sold, Stanford Village Festival free to the public to attend, Hemel-en-Aarde Pinot Noir Celebration sold out.
- 4543 walk-ins to the four tourism Visitor Information Centres (VICs) recorded in December is a record 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 from South Africa, France, India, Canada, Namibia, Switzerland, Scotland, Australia and Germany.
- Betty's Bay Parkrun ranked 4th for South African ParkRun participation on 31 December with 487 finishers and Hermanus 10th with 415. These numbers are for one day's participation.
- Harold Porter Nature Reserve received 7150 visitors. A 12% increase on 2021.
- Kogelberg Nature Reserve had 2017 visitors – a 57% increase on 2021's 1287 visitors. The source market was mostly Northern Cape and Gauteng with a significant number 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 for the Strandskloof 4x4.
- 340 athletes participated in the Gansbaai Half Marathon and 500 for the 2 lesser distances.

- Approximately 600 tickets sold for each of the three live music shows held at Stanford Hills. 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 on 15 December. 15 December is generally regarded as the start of the Overstrand festive season with visitors arriving ahead of the public holiday on 16 December. 13427 visitors arrived on Monday 26 December. Traffic count was lowest on Sunday 25 December with 10035 vehicles arriving. During 2021 10211 vehicles were recorded on 15 December and the most vehicles recorded were on 27 December 2021 at 11405.
- The Saturday and night markets recorded good sales and traders making record turnovers.
- 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.
- December ParkRun average number of participants for the month:
 - Betty's Bay 272
 - Groeneweide 119
 - Hermanus 258

The Overstrand has proved to be a popular South African investment destination and the rise in semigrating families are accompanied by several new tourism businesses. 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.

1. VISITOR INFORMATION CENTRES

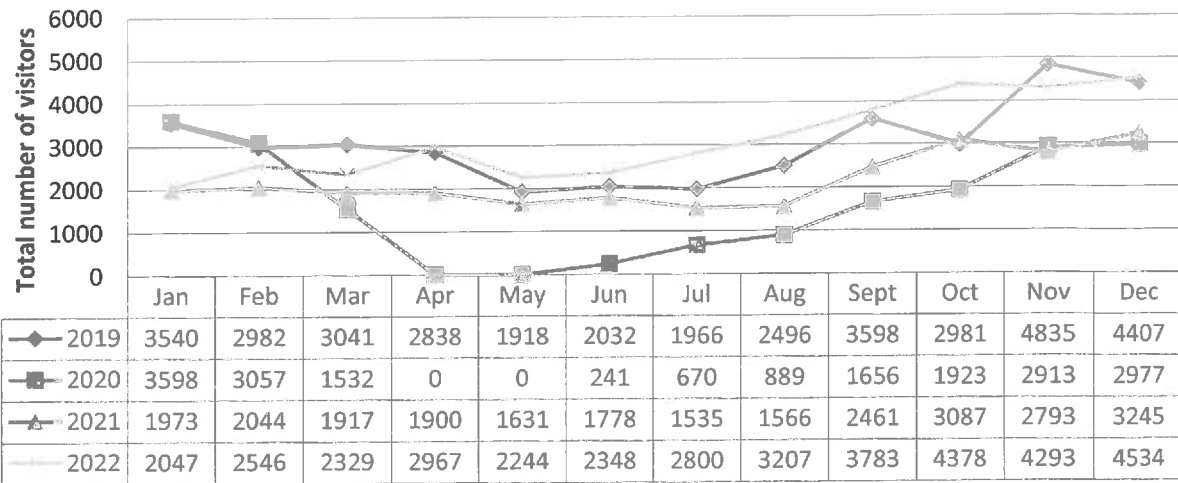
Overstrand Tourism includes 4 Visitor Information Centres (VICs) that are connected to the Overstrand Municipality's telephone and network system. Marketing material is updated regularly and brochures with maps and key things to do remain popular. Post Covid there has been a marked increase in visitors to the VICs. The most asked queries relate to maps of the region, hiking routes and wineries, outdoor activities, and things to do. In this regard a weekly calendar of events is distributed to accommodation, restaurant, and activity businesses. The annual events calendar has been drafted and circulated to assist tourism stakeholders to plan for the year ahead.

VICs are the go-to place for sporting event organisers, including schools, in helping with accommodation bookings.

Potential investors are interested in visiting the VICs to obtain an overview of the region and to assess the sense of community and activity.

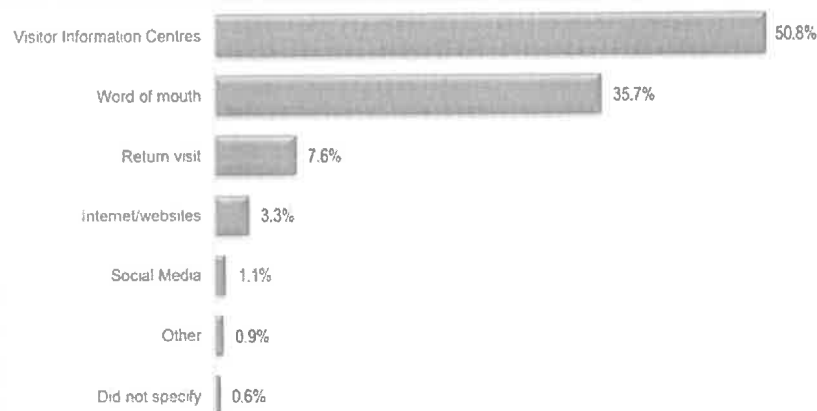
December had the highest walk-in visitor count for the past three years with a 6% increase on November, and it is noted that the international guests and "swallows" have returned. Most enquiries are related to maps, whale watching, hiking and events. The top five international markets are Germany, the 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



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. It has been noticed that visitors are keen to engage with a tourism officer in gaining current information and asking questions about the activities they wish to experience.

Figure 33: Overberg top Information sources, 2022



Source: Wesgro Cape Overberg Tourism Trends, 2022

2. JOB & SKILLS DEVELOPMENT INITIATIVES

Temporary job creation opportunities were circulated and are linked with upskilling unemployed youth to ensure participation in the tourism economy. Tourism 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. Liaised with Economic Development Partnership and Harambee Youth Employment Accelerator during the Jobs Summit to address improvements to the 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 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.

Information is disseminated regarding news and opportunities and included:

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

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.

The following opportunities were circulated:

- 8 December Department of Tourism Call for Applications: Domestic Market Access Support Programme Meetings Africa 2023. Deadline 30 December 2022
- 1 December Invitation to join the Inaugural Mayor's Festival
- 13 December 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. |
| National Department of Tourism | Two-day Overberg Capacity Building stakeholder engagement attended by various government spheres, business & public sector. | Identify challenges faced by business and to strengthen relationships between private & public sector. |
| Wholesale & Retail SETA and TTBISA | Business training & Funding Opportunity for SMMEs & Informal Traders. | 1 day workshop facilitated by The Tourism Business Institute of Southern Africa for 40 informal traders 2 weeks business training for 10 SMME's. |

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.

- Inaugural Mayoral Festival 9 December.
- On 16 December FEES pop-up flower and Christmas shop opened next to Carry Me Home Restaurant. Trading 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.
- Annual Kleinmond highlight was when Schalk & Tilla Boonzaaier switched on the Christmas lights at their house in 15th Avenue on 17 December attracting visitors and locals after dark and adding a festive atmosphere.
- 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 and the popularity of this new remote working holiday offering is significant.
- 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.
- Hemel-en-Aarde Pinot Noir Celebration 29 January.
- Events calendar for 2023 finalised and distributed.

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.
- Disa uniflora "Red Disa" started blooming in Leopards kloof waterfall in Harold Porter.

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:

- Silver Sea Cruises and Cruise Cape Town meeting to discuss planned visitor in April 2024, stakeholder meeting held with Hermanus Harbour users to address concerns.
- Oceans Economy Workshop via Teams with Western Cape Department of Economic Opportunities and Tourism
- First Thursday attendance and discussions with public
- Summer Lounge opens at Grotto
- Blue Flag Beach Launch at Castle Beach
- Promoting Hermanus Art in the Park at the Overstrand Municipality
- Jarleth Sweeney visits Stanford obo Claremorris Business Chamber – forging linkages with birthplace of Sir Robert Stanford
- Western Cape Regional Tourism Meeting – prepared and presented Overberg tourism update
- FLAME Entrepreneurship programme, Overstrand Phase 1 awards
- Inaugural Mayoral Festival, Kleinmond Lights switched on
- SALGA Tourism Local Government Peer Learning Network
- Hermanus Astronomy completed educational installations at Gearings Point
- DEDAT Overberg Business Network initiation
- Drafting of Memorandum of Agreement with Transnet re opening of Danger Point Lighthouse to the public

Film Permit Application

| Date | Production Company | Area | Details |
|-------------------|--|---|---|
| Dec | Brand Fusion | Pringle Bay, Hermanus | Corona Summer Sunset travelogue |
| 3 Feb 6, 7 Feb | Frankly Just Locations Insync Productions from CT | Bientangs Cave, Marine Pool Betty's Bay -Silversands Beach, Palmiet River Campsite | Housewives of Nigeria Series Africa from Within, SABC 2. Kleinmond area focussed on fishing |
| 3 Feb | Wakanda Media Mostly Private Property | Stanford, Grotto | You Me Family |
| 7 Feb | Smoking Gun Production PRIVATE PROPERTY | Kogelberg, Private Rd between Rooiels and Pringle | Television Commercial Nintendo game |
| 8 - 16 | Bird Films | Palmiet brug R44 | commercial Saturn |

Assisted with the following events applications

- Hot Summer of Touch, Kleinmond Main Beach 18 December 2022
- Trans Agulhas boat challenge, Hawston 31 December 2022
- Hermanus Carols by Rotary 16, 17 December 2022
- Ungazincish i'Nice Time Festival - 10 December, Zwelihle Sport Grounds
- Private Wedding reception 31 December Voëlklip
- International Food & Wine Festival Curro Hermanus 17 & 18 Dec
- Absa Cape Epic contract review to Overstrand Municipality's legal department

Four weddings approved on payment of R1659 each:

3 weddings at Grotto Beach. 2 site options – on sides of main beach stretch. All on Saturdays.

- 11 Feb 15:00 – 20:00 Joco van Rhyn
- 11 March 15:00 – 20:00 Talita Theart
- 22 April 10:00 – 12:00 Kim Viljoen

Wedding In front of Marine Hotel 1 April 12:00 – 14:00 R Matinka

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. December marketing included:

- 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 i-escape.com https://www.i-escape.com/blog/hotel-awards-top-places-to-visit-2023/?fbclid=IwAR1C8VS2Y_LbWGuSgYLRdIMcMIDF6ar84Q1IVaQpM8nC4ohFOrrbBSHP0qW









- Retracing Ballinastanford native's footprint in South Africa in The Connaught Telegraph by Jarlath Sweeney
- Arabella Golf course moved up one place to 7th position on South Africa's Top 100 Golf Courses.
- SABC Spyskaart Channel 192 featured Chef Shane Sauvage with local abalone and berries used in creating a cooking show.










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.

| 31 January 2023 |  |  | Instagram Posts |  |
|---|---|---|-----------------|---|
|  | 10 796 | 3232 | 945 | 4577 |
|  | 8 090 | 1836 | 527 | 1705 |
|  | 14 184 | 7846 | 811 | 5913 |
|  | 8 074 | 2962 | 1747 | 3482 |
|  | 11 106 | 2297 | 715 | 3659 |

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

7. RECOMMENDATIONS

1. Consideration of 2 travel trade shows to be included on the Wesgro stand or taking a separate stand accommodating tourism stakeholders. The shows are scheduled as follows:
 - a. WTM Africa 3 – 5 April Cape Town
 - b. Africa Travel Indaba 8 – 11 May Durban
2. Tourism strategy presentation to Council for input and adjustment.
3. Flagship events to be supported for a three year period to enable maximum economic impact and destination promotion.