

**AGENDA of the
Portfolio Committee : Finance & Tourism
26 September 2022
(Also the agenda for the Mayoral Committee Meeting : 26 September 2022)**

**2.
TOURISM REPORTS: JULY & AUGUST 2022**

9/1/2/2

F Lloyd

19 September 2022

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 reports cover the activities for July and August 2022.

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

Background

Destination marketing and management activities for July and August 2022.

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: July 2022

Annexure B: Tourism Report: August 2022

RECOMMENDATION:

that the monthly tourism reports for July and August 2022 **be noted**.

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

26 SEPTEMBER 2022

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REMARK

Please note that the following recommendation contained in this agenda is subject to confirmation or amendment by the Executive Mayor in view of the fact that the **compilation of the MAYORAL COMMITTEE agenda** was done before the **FINANCE & TOURISM PORTFOLIO COMMITTEE** of 26 September 2022 had formally sat.

**2.
TOURISM REPORTS: JULY & AUGUST 2022**

9/1/2/2

F Lloyd

19 September 2022

Tourism Manager

(028) 313 5022

THIS MATTER SERVED BEFORE THE FINANCE & TOURISM PORTFOLIO COMMITTEE ON 26 SEPTEMBER 2022, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

26 SEPTEMBER 2022



OVERSTRAND CAPE WHALE COAST TOURISM

REPORT: JULY 2022



The 2022 Southern Right Whale season continues with regular sightings and enquiries for whale watching spots and boat trips. On 5 July, the birth of a Southern Right Whale calf in Walker Bay was photographed and posted on social media with more than 5000 reactions. During the month, a third licenced operator commenced with boat trips from Hermanus New Harbour. This increased the Hermanus whale watching operators to three businesses. With one business based in Gansbaai Harbour and marine eco tours from Gansbaai the Overstrand has adequate capacity to respond to the many requests for whale watching trips granted that the weather plays along.

The 2nd Kfm 96.5 Best of the Cape competition opened and several Overstrand businesses made the final round. Big excitement was had when the Springboks visited Hermanus to train at Hermanus High School from 11 – 14 July for their game against Whales. They paid a visit to Kleinmond and stayed at the Arabella Hotel and made headlines when a Hermanus High School rugby player's dream came true with tickets to see the match in Cape Town and gifting a signed Springbok jersey and boots.

The Hermanus FynArts Development Fund and the Cape Town Philharmonic Orchestra took a group of 11 Zwelihle artists to the annual Community Spectacular at Artscape.

The winter school holidays from 25 June till 18 July impacted positively on visitor numbers but it was noticeable that that high petrol prices curbed spending.

Discovery Channel hosted the annual Shark Week from 17 to 24 July with the focus on shark conservation. Programmes were broadcasted in over 72 countries to more than 30 million people and featured Marine Dynamics conservationist Dickie Chivell and marine biologist Alison Towner. Shark Week raised awareness globally of Gansbaai and local shark conservation efforts.

128 small events were hosted in July with the markets well attended over weekends. July lacked a drawcard event.

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

1. JOB & SKILLS DEVELOPMENT INITIATIVES

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.

LEARNERSHIP PROGRAMMES:

Food Assurance Programme

- 22 Participants allocated to Overstrand. 5 found permanent employment.
- Positive feedback from host employers. Interested in permanently employing majority of the learners
- Graduating in August 2022

Tourism Monitors Programme

- 28 students allocated to the Overberg region.
- 12 students allocated for Overstrand
- Learners with host employers
- Graduating in November 2022

Boland College Learnership Programme

- 2 Boland College allocated to Hangklip Kleinmond and Gansbaai Tourism respectively
- Practical training to obtain Diploma
- Busy with practical training at Visitor Information Centres

Youth Employability Programme

- Initiative through the Grootbos Foundation to offer employability skills and practical experience to prepare for work journey. Applications closed 30 June 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.

ACTIVITIES		
Western Cape Film Permits	Standardising film permitting in Western Cape and alignment of application forms.	Review of Overstrand policy.
Road Signage Application	Bona Dea Estate, Hemel-en-Aarde Milk on the Beach, Onrus	Facilitate signage application.
National Dept of Tourism (NDT)	Capacity building workshop planned for Overberg for October 2022.	Planning capacity building workshop in Overberg.

Craft Design Institute (CDI)	Potential Collaboration: District Municipality and CDI - National Lottery Commission Funding Application	Partnering with district/local municipalities to work with local creative practitioners to support and develop market ready products; provide access to markets.
Western Cape Department of Economic Development and Tourism	SMME Booster Fund Applications open.	Targeted programmes like the SMME Booster Fund are one of the ways to help small businesses and entrepreneurs to get started and to grow their business. Information shared with SMMEs through various platforms.
The National Arts Council of South Africa - Call for Project Funding Applications	Applications open to individuals disciplined in arts, music, and theatre.	Outcome date: 10 September Circulated to interested parties through various platforms
WESGRO	Halal in Travel - Global Summit 2022 - The premier global event on the Halal tourism sector	Prepare to engage the Muslim/Halal Tourism Market to accelerate recovery. Date: 31 st June – 2 nd July 2022
Dept of Public Works	New Harbour Development	Creation of economic hub.
Public Private Partnership	Hermanus CBD Improvement	Beautification projects. Special Ratings Area facilitation
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.
Country Markets	Facilitation of trade	Social media marketing

3. STAKEHOLDER COLLABORATION

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.

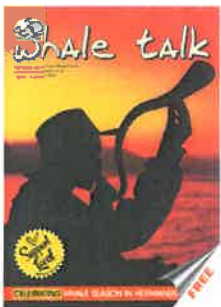
ACTIVITIES July 2022

6	LED, Social Dev & Tourism Strategic Planning Meeting
6	WWF: Kogelberg Marine Working Group, Kleinmond
12	Hermanus Whale Festival Meeting - documentation & planning
13	Wesgro: Presentation on Overberg film potential to Garden Route Klein Karoo International Film Festival via Zoom - Wesgro Annual Locations Workshop
13	Absa Cape Epic Route Planning
14	Western Cape Provincial Tourism Safety Strategy Workshop MS Teams
14	Mandela Day – 67-minute activities, David Clark Brown sculpture donation, Meet Hermanus Rotary

- re Carols by Candlelight planned for December
- 20 National Dept of Tourism Overberg Capacity Building Meeting – planning for October
- 22 Ward 10 & 9 Tourism / Signage Meeting, Kleinmond
- 25 Finance & Tourism Portfolio Committee Meeting
- 26 Discussion on Draft Annual Report 2021/22, National Dept of Tourism Food Safety Meeting
- 28 Hermanus Whale Festival meeting
- Digital Media Knowledge Sharing online training with National Department of Tourism

4. MARKETING

Optimising one of the Overstrand's best marketing opportunities, the annual visit of the Southern Right Whales from June till November, remains a priority. The whales and the marine big five are positioned along with adventure, art, science, wellness, and gastronomy.



WALVIS SEISOEN

Die wêreld se bekendste walvisse kom in die Oewerstrand se see van Junie tot Desember en die gebied is die ideale plek om hulle te sien. Dit is 'n unieke geleentheid om die natuur te geniet en die natuur te beskerm. Die wêreld se bekendste walvisse kom in die Oewerstrand se see van Junie tot Desember en die gebied is die ideale plek om hulle te sien. Dit is 'n unieke geleentheid om die natuur te geniet en die natuur te beskerm.

in onvergelyke ervaring



Overstrand Tourism in the media:

- Hermanus five-star resort on Voëlkop Beach was rated as the number one must-visit resort in Africa by Travel & Leisure (established 1971 reaching more than 16 million travellers monthly) readers and named for enjoying the sea breeze while watching whales.
- Kalfiefee received coverage in Die Burger.
- Go! Magazine SA and Weg-tydskrif featured Galpin Hut, Fernkloof Nature Reserve, as a family friendly hiking experience.
- DSTV showed Onrus eatery's transformation from Karmenaadjie to Riposo on DSTV kykNET series In Die Sop.
- Local artist Tertius van Dyk designed the Nelson Mandela template for Ladles of Love to "paint" with food cans for Mandela Day. This was on the front page of Die Burger and The Cape Times.
- Harold Porter Botanical Gardens and employee Ebraime Hull shown on SABC2 on 25 July.
- The International Trend Institute completed a 2nd commercial film shoot in Hermanus for a retail business. A 3rd location scout for Mr Price has been arranged for August.
- Whale Crier and whale watching in Die Burger, 30 July 2022.
- Whale Crier on front page of July Whale Talk Magazine. Celebrating 14 years of printing this magazine.
- The 2022 Kfm Best of the Cape Awards finalists announced and again Overstrand is well represented across all categories:
 - Best Coffee Shop: Black Medicine, High Street Hermanus.
 - Best Wedding Venue: Bona Dea Estate, Hemel-en-Aarde and De Uijlenes, Gansbaai.
 - Best Adventure Experience: Shark Lady Adventures, Blade Charters & Academy & Fatbike Tours South Africa, De Kelders.
 - Best Market: Hermanus Country Market.
 - Best Corner Shop: Pringle Bay Mini Mart.
- Overstrand Cape Whale Coast presented as filming and photographic destination during Garden Route International Film Festival. Presentation made via Zoom to audience in Mossel Bay.









Social sharing might be the most significant factor affecting travel decisions, and Overstrand Cape Whale Coast, as it enables travellers to share the most significant memories from their travels with a vast audience. This is a powerful way of attracting new travellers and encourage people to share their real experiences online. 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.
3. Posts with highest engagement are scenic views, news on current affairs (Springbok visit), existing businesses and people.

New campaigns: #MyKasiMyDorpie – Domestic tourism campaign



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

			Instagram Posts	
	9782	3013	878	4498
	7405	1733	461	1669
	13 179	6817	698	5823
	7 772	2723	1669	3465
	10 814	2149	672	3640

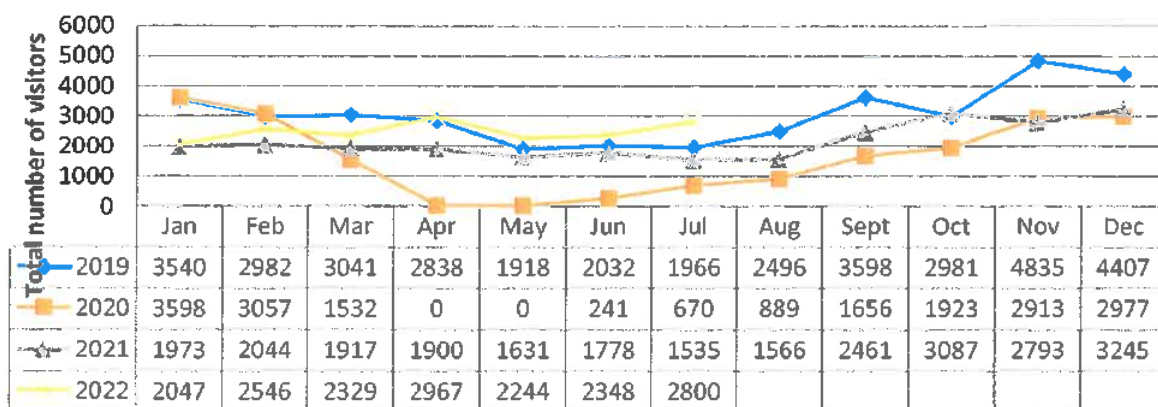
	f	Instagram	Twitter	#
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hoogklip-Kleinmond-Tourism	kleinmondtourism	@hoogklipT	#findyourselfinkleinmond
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	standfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	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 previous email 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.

July had the best visitor figures for the month of July in the past 4 years. Higher fuel prices are impacting on visitor spend in the destination. The return of tour groups and buses continued during the month. July recorded an 82% increase on visitor numbers in 2021 and a 42% increase on 2019. Most enquiries related to whale watching, seafood restaurants, hiking and Kalfiefee programme and booking. The top three source markets are Germany, France, and the United Kingdom. A significant increase from visitors from the United Arab Emirates made activity enquiries.

Visitors to Overstrand Tourism Bureaus





OVERSTRAND CAPE WHALE COAST TOURISM

REPORT: AUGUST 2022

The first aerial Southern Right Whale Survey for 2022 was done on 15 August. Jean Tresfon was joined by Dr Els Vermeulen from the University of Pretoria's Mammal Research Institute Whale Unit. The survey covers Hermanus to Witsand. Total number counted was 536 whales. This included 248 cow/calf pairs and 40 unaccompanied adults. The unaccompanied adults are likely to be pregnant females which have yet to give birth. Therefore it is expected that the numbers will increase slightly.

The count is higher than the counts from 2019 (288 whales), 2020 (153 whales), & 2021 (368 whales), they are much lower than the record count done in 2018 (1347 whales). It is reported that the scientists at the Mammal Research Institute Whale Unit were expecting another bumper year this year based on an estimated 4-year calving cycle. More surveys will be done this season.



Early morning sea mist over Voelklip with the Klein River lagoon stretching off in the distance.



Good morning Hermanus! Whale survey starting in 3, 2, 1...

Tourism highlights of Women's Month included

- International Bodyboarding Championships Walker Bay Pro at Onrus Beach 19 -28 August.
- 22nd celebration of Die Kalfiefee 4 – 9 August with events in Hermanus, Sandbaai and Onrus.
- Kogelberg Trail Series on 20 August in Kleinmond with 500 participants.
- Quarterly Wesgro Regional Tourism Meeting 26 August.

The Walker Bay Pro 2022 Bodyboarding Championships made history by being the first bodyboarding world tour to happen on African shores. It also crowned the 2022 Women's World Champion and was the first bodyboarding event to offer equal prize money to the winners of the men's and women's categories. The event attracted bodyboarders from Chile, Brazil, Hawaii, France and Portugal. The event gave global exposure to Onrus via the daily competition live streams. A Riders Clinic which entailed a beach clean-up, water safety talk and junior bodyboarding clinic was popular add-on to the event.

New tourism businesses in the Overstrand:

- Wild restaurant opened at the Hermanus Waterfront on 16 August

- Onrus added a new Wild Wellness shop offering walks, adventure experiences, remote working space and photographic services
- Chef James took over Café Blu in Hermanus
- Baked Coffee Bar, Hermanus
- Hame, private venue for function hire in Aberdeen Street Hermanus
- Plato Coffee, Hermanus
- Xing Fu Tang (bubble tea), Hermanus
- Coffee Bliss, Rivendell at Kleinmond turnoff off R43
- Bamboo Beach Restaurant, Sandbaai
- New Hermanus Galleries: Yvette Beneke, Gallop Hill

2/8

136 events were recorded for August while 128 were hosted in July. This excludes regular events such as markets and Parkruns.

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1. JOB & SKILLS DEVELOPMENT INITIATIVES

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.

LEARNERSHIP PROGRAMMES:

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- Positive feedback from host employers. Interested in permanently employing majority of the learners
- Graduated in August 2022

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- 2 Boland College allocated to Hangklip Kleinmond and Gansbaai Tourism respectively
- Practical training to obtain Diploma
- Busy with practical training at Visitor Information Centres

3/8

Youth Employability Programme

- Initiative through the Grootbos Foundation to offer employability skills and practical experience to prepare for work journey. Applications closed 30 June 2022.

Thusong Outreach

- Participated in Thusong outreach. 26 attendees at various stakeholder presentations.

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.

ACTIVITIES		
Women's Entrepreneurial Workshop	Women's Month workshop aimed at local crafters to focus on product development.	Facilitated workshop for 10 entrepreneurs on product development in Gansbaai.
Western Cape Film Permits	Marine filming requirements	Environmental Department also participated.
Road Signage Application	Hemel-en-Aarde Wine Route, Bona Dea Estate, Hemel-en-Aarde Milk on the Beach, Onrus	Facilitate signage application.
National Dept of Tourism (NDT)	Capacity building workshop planned for Overberg for October 2022.	Planning capacity building workshop in Overberg.
Craft Design Institute (CDI)	Potential Collaboration: District Municipality and CDI - National Lottery Commission Funding Application	Partnering with district/local municipalities to work with local creative practitioners to support and develop market ready products; provide access to markets.
Western Cape Department of Economic Development and Tourism	SMME Booster Fund Applications open.	Targeted programmes like the SMME Booster Fund are one of the ways to help small businesses and entrepreneurs to get started and to grow their business. Information shared with SMMEs through various platforms.
The National Arts Council of South Africa - Call for Project Funding Applications	Applications open to individuals disciplined in arts, music, and theatre.	Outcome date: 10 September Circulated to interested parties through various platforms
WESGRO	Regional Tourism Meeting	Discussed Tourism Month.
Dept of Public Works	New Harbour Development	Creation of economic hub.

Public Private Partnership	Hermanus CBD Improvement	Beautification projects. Special Ratings Area facilitation
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.
Country Markets	Facilitation of trade	Social media marketing

4/8

3. STAKEHOLDER COLLABORATION

Gansbaai Tourism facilitated the opening of the Danger Point Lighthouse, Kleinbaai 20 & 21 August.

Worked with SA Tourism on itinerary for 2 British food journalists visiting Overberg 28 Oct – 2 Dec 2022.

Assisted with following events applications:

1. Fynbos Celebration in Fernkloof
2. Hermanus Whale Festival
3. Stanford Culinary Festival
4. Race to the sea 3 September. Important to note that the organisers were granted permission to use the R320 Hemel-en-Aarde. The Hemel & Aarde section of the route is over 100kms into the route (which was 160km in length) which meant the cyclists was spread out at that stage and no road closures required.
5. AGS Church in Sandbaai Fun Walk, 17 September.
6. Block Market in Zwelihle. Unfortunately, no contact was established.
7. Flash mob in Hermanus CBD, 15 October.
8. Sandbaai Beach wedding, 8 September. This was changed to a private venue.



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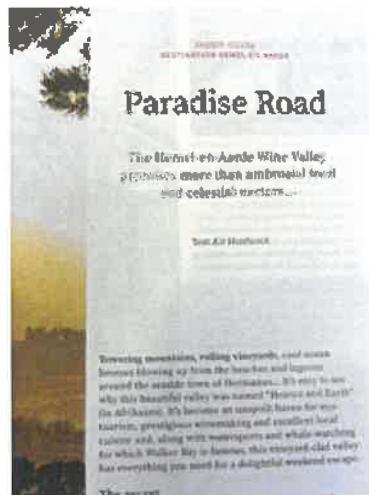
ACTIVITIES August 2022
1 Hermanus High School play All Shook Up opens
2 Women's Day event discussion at Kleinmond Administration
3 Event Meeting for Trail Series, Men 4 Change, International Dog Show, Summer Carnival Rides
6 Arbour Week – School visits with Environmental Services

- 8 Annual Report submission
- 9 Absa Cape Epic discussion on routes, Marine Dynamics Penguin Passport update, Women's Day Talk with Julita Explores at Carry Me Home Deli, Kleinmond
- 10 Heritage Day & Cape Bridal Show discussion with Nydia Carelse
- 12 Shot Left
- 16 Hermanus Whale Festival meeting in Overstrand Municipality Auditorium, Tourism Month virtual meeting
- 17 Wesgro Film Meeting re Marine Photography, Kogelberg Biosphere & WWF talks on re-establishing Kleinmond Tourism Working Group.
- 14 Western Cape Provincial Tourism Safety Strategy Workshop MS Teams
- 18 International Pinot Noir Day, IBC Bodyboarding Walker Bay Pro launch, Danger Point Lighthouse open
- 20 Kogelberg Trail Series Kleinmond, 20 & 21 Danger Point Lighthouse open
- 26 Wesgro Regional Tourism Meeting
- 28 IBC Bodyboarding Walker Bay Pro finals and prize giving
- 29 Hermanus Art in the Park venue discussion
- 30 Hermanus Festive Light discussion
- 31 Tourism students tour of Hermanus, Overberg LED/Tourism Forum Meeting done online

5/8

4. MARKETING

Hosting the IBC Bodyboarding World Tour event, The Walker Bay Pro, at Onrus Beach was definitely the biggest marketing opportunity for Overstrand Tourism in this month.



Overstrand Tourism in the media:

- Walker Bay Pro interview on CapeTalk on 16 August, Village News, Hermanus Times and News24 articles.
- Quarterly print magazine Inside Guide included the following Overstrand products:
 - Moggs Country Cookhouse in Hemel-en-Aarde, The Tasting Room at Creation and Manor House Restaurant at Stanford Valley Guest Farm featured as Top Ten Country Kitchens in South Africa.
 - Eight pages spread on Hemel-en-Aarde wineries, eateries, and accommodation
- Kalfiefee received coverage in Die Burger.

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.
3. Posts with highest engagement are scenic views, news on current affairs (Springbok visit), existing businesses and people.

6/8

New campaigns: #MyKasiMyDorpie – Domestic tourism campaign

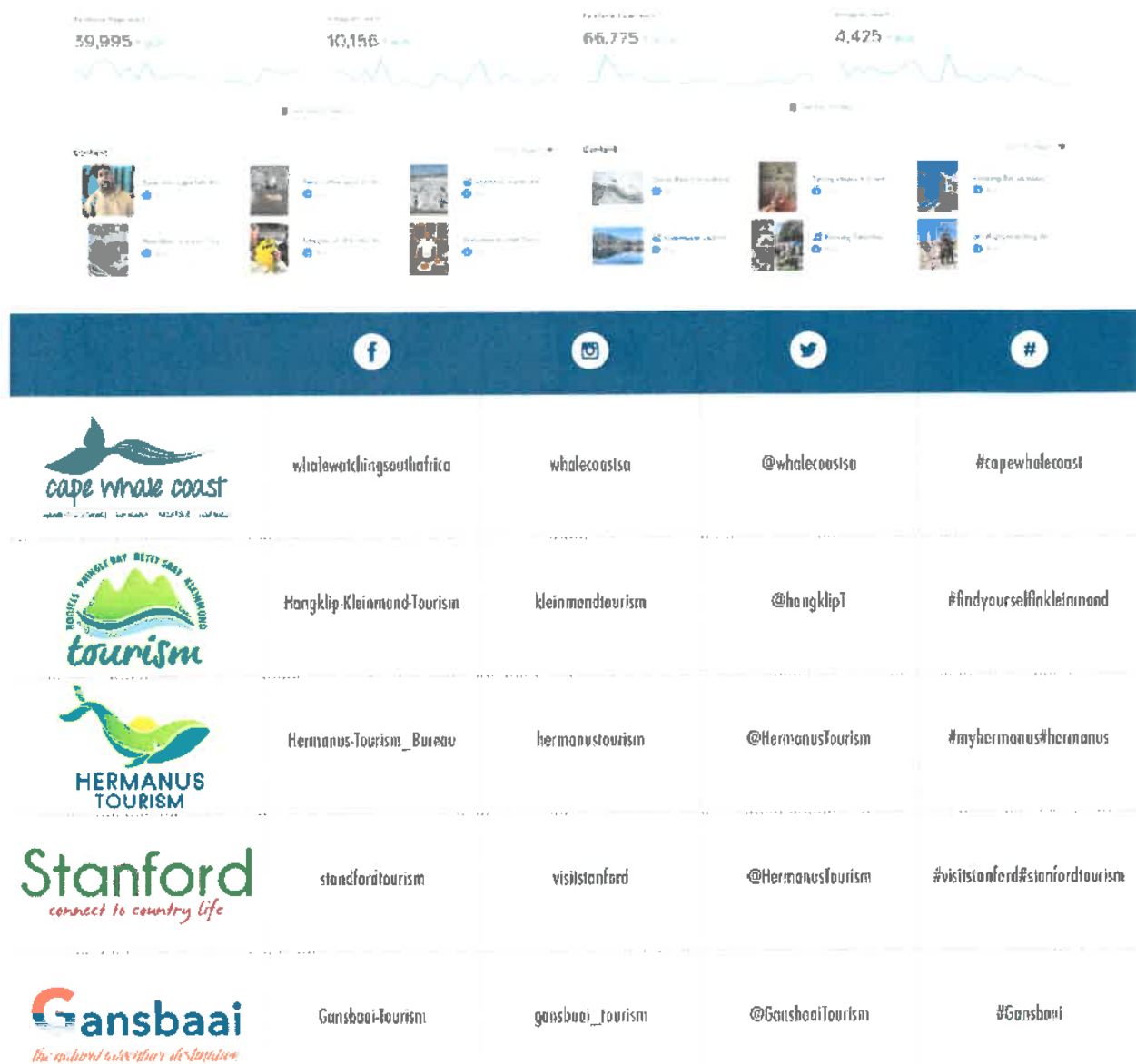


Below are the different Overstrand Cape Whale Coast social media handles with its reach.

			Instagram Posts	
	10 019	3071	892	4513
	7582	1752	471	1675
	13 425	6991	714	5832
	7 903	2815	1690	3468
	10 920	2176	677	3639

Below is an indication of the social media insights. Analysing the performance and reach of posts help to understand what the online audience is interested in seeing.

2/8



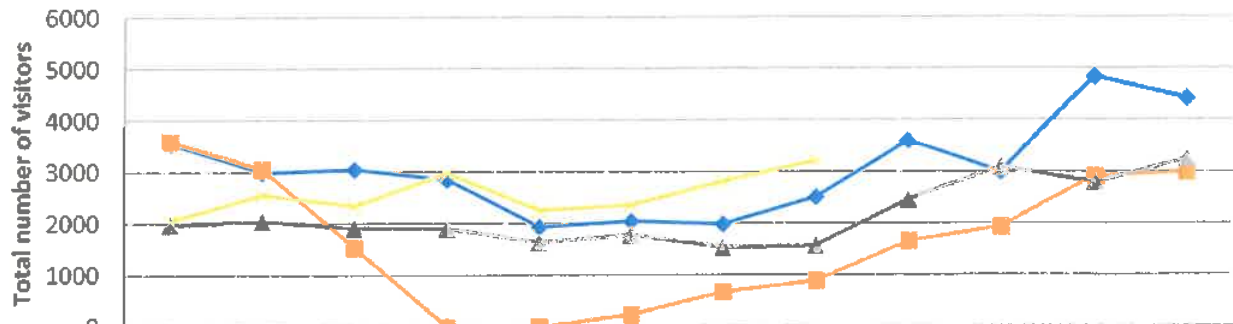
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August saw a 15% increase on July's visitor numbers. We have not seen numbers exceeding 3000 since January 2020. Higher fuel prices are impacting on visitor spend in the destination. The return of tour groups and buses continued during the month. August recorded an 105% increase on visitor numbers in 2021 and a 28% increase on 2019. Most enquiries are related to whale watching, activities, hiking and event promotion and booking. The top three source markets are the United Kingdom, USA and Germany. The top three South African towns generating the most enquiries during August were Cape Town, Stellenbosch and Pretoria.

Visitors to Overstrand Tourism Bureaus

8/8



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2019	3540	2982	3041	2838	1918	2032	1966	2496	3598	2981	4835	4407
2020	3598	3057	1532	0	0	241	670	889	1656	1923	2913	2977
2021	1973	2044	1917	1900	1631	1778	1535	1566	2461	3087	2793	3245
2022	2047	2546	2329	2967	2244	2348	2800	3207				