

**AGENDA of the
Portfolio Committee : Investment & Infrastructure
2 August 2023
(Also the agenda for the Mayoral Committee Meeting : 16 August 2023)**

**4.
OVERSTRAND TOURISM REPORT : JUNE 2023**

**F Lloyd
20 July 2023**

Tourism Manager

(028) 313 5022

1. Executive Summary

The purpose of this report is to inform on tourism activities in the Overstrand during June 2023.

2. Service Delivery and Budget Implementation Plan - IGNITE

Local Economic and Social Development and Tourism
Tourism

3. Compliance with Strategic Priority

Promotion of tourism, economic and social development

4. Delegated Authority

Executive Mayor

5. Legal Requirements

None

6. Background/Discussion/Evaluation/Conclusion

With some Southern Right Whales spotted in Walker Bay in May it is the month of June that marks the start of the Southern Right Whale season. This is a drawback for visitors to the Overstrand Cape Whale Coast and nature's way of modifying the mid-year decline in visitor numbers. Southern Right Whales arrived in Walker Bay and the sightings increased with enough photos posted on social media to lure visitors to make the trip to the Overstrand. Two licenced operators functioned from Hermanus New Harbour with a third starting later, one from Gansbaai and marine eco tours from Kleinbaai Harbour. Whale watching boat trips are booked to 80% capacity for July and August and ties in with general forecast of visitor numbers and accommodation bookings picking up buoyantly in the second half of the year. June also saw the 11th hosting of Hermanus FynArts over a ten-day period with 208 events.

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7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Overstrand Tourism Report June 2023

RECOMMENDATION:

that the Overstrand Tourism Report for June 2023 **be noted**.

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

16 AUGUST 2023

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20 July 2023**

Tourism Manager

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**THIS MATTER SERVED BEFORE THE INVESTMENT & INFRASTRUCTURE
PORTFOLIO COMMITTEE ON 2 AUGUST 2023, WHICH COMMITTEE SUPPORTED
THE RECOMMENDATION**

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

16 AUGUST 2023



JUNE 2023 REPORT

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

Tourism Summary:

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

1. EVENTS

Events tourism is increasingly recognised as a key growth sector supporting the local economy, improving the destination's brand image and assisting with much needed job creation. The extensive Overstrand events calendar enhances the image as an international reputable tourist destination. This is important in driving development with the communities benefitting on a social and economic level, creating a sense of pride and entrepreneurial opportunities. It is recommended that flagship events are identified for long term development to maximise impact and economic benefit. The following events focussed on the community, and it is encouraging to see the increased activity on the Hangklip-Kleinmond side of the Overstrand.

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



2. STAKEHOLDER COLLABORATION

Stakeholder collaboration is critical to the success of the Overstrand as a tourism destination and understanding the relationships between stakeholders provides insights to the region, its characteristics and where attention needs to be focussed for improvements. A highlight was a visit by the new Minister of Tourism Patricia de Lille on 15 June ahead of Youth Day. The following tourism stakeholder engagements took place:

- Discussions with Transnet National Ports Authority to agree on a Memorandum of Understanding which is still outstanding from Transnet's side.
- Consultations regarding approval for SilverSea Cruises to anchor outside Hermanus Harbour.
- Meetings in different Overstrand towns are attended and input on tourism matters provided. Kleinmond considered signage and two festivals: ceramics and porcelain and author's festivals.
- WWF embarked on four-year project to save the African Penguin Stony Point Penguin Colony.

- Hermanus conversation focus on CBD advancement and semi-pedestrianisation of High Street.
- Stanford businesses concentrate on capitalising on the existing markets.
- Gansbaai attends to marine wildlife, community events and the weekly Saturday market.

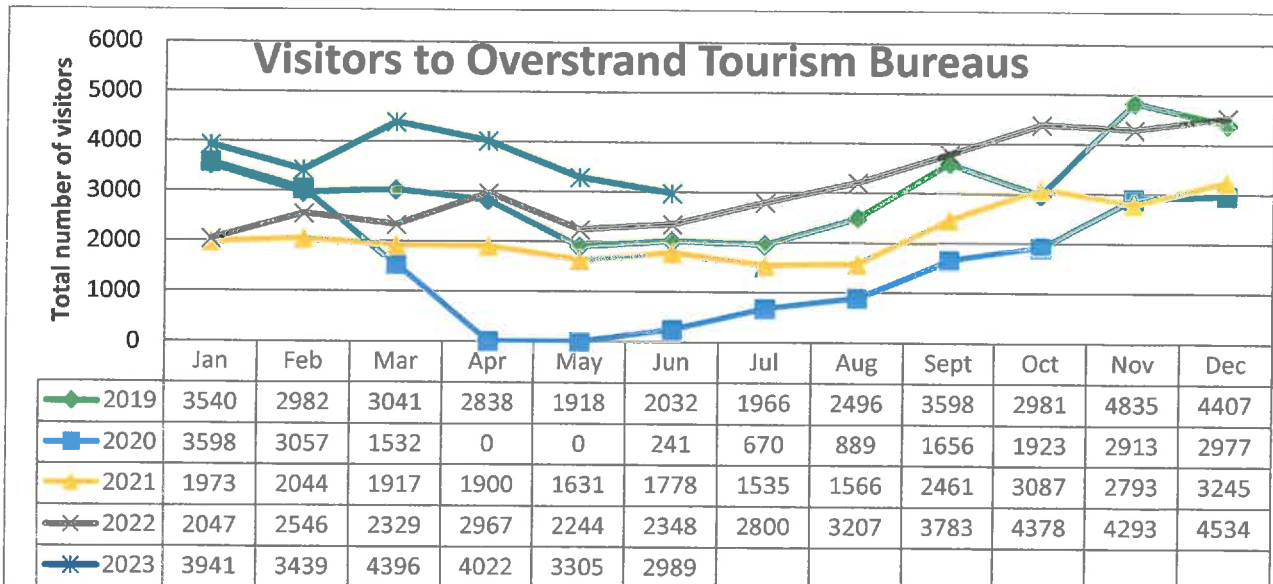


3. VISITOR INFORMATION CENTRES

The four Overstrand Tourism Visitor Information Centres (VICs) are open from Monday to Saturday to assist the public with information about things to do, where to stay and routes to travel. Marketing material is updated regularly and brochures with maps and key things to do remain popular. Most queries relate to maps of the region, hiking routes and wineries, outdoor activities, and things to do. A weekly calendar of events is distributed to accommodation, restaurant, and activity businesses. The annual events calendar has been updated numerous times and circulated to assist tourism stakeholders with their planning for the year ahead. VICs are the go-to place for sporting event organisers, including schools, in helping with accommodation bookings.

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

June recorded the best visitor numbers in five years but the lowest for the year. The top international markets are UK, Germany, Netherlands, Italy and the United States. The Western Cape remains the leading domestic source market and the Overstrand remains popular among local Western Cape travellers, largely due to its proximity to Cape Town and the international airport. Gauteng and KwaZulu Natal also provided domestic travellers to the region.



4. JOB & SKILLS DEVELOPMENT INITIATIVES

Job creation opportunities are continuously circulated and linked to upskilling unemployed youth to ensure participation in the tourism economy. Tourism communicates available opportunities and assistance available to the unemployed youth. Learnership programmes are mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies. Liaised with National Department of Tourism on skills training in Overstrand specific to hospitality industry. Working with provincial government on Growth for Jobs project.

LEARNERSHIP PROGRAMMES

Wine Service Training Programme

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

Food Safety Assurers Skills Programme

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

Food Assurance Programme

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

Information is disseminated regarding news and opportunities and included:

- 1 June Shoprite next capital – Enterprise Supplier Development.
- 2 June Youth Employability Programme, Grootbos Foundation. Deadline 30 June 2023.
- 8 June Investing in Education: Enhancing Skills for Employability webinar, The Jobs Fund 20 June 2023.
- 13 June Opportunity for youth/entrepreneur to exhibit at Food Safety Programme.
- 13 June Save the date: Overstrand Tourism Indaba planned for September.
- 16 June Bizniz in Box Youth Empowerment Programme 2023.
- 16 June Application deadline extended: CDI'S Scale Programme to 21 June 2023.
- 29 June NYDA Graduates Internship opportunities 2023. Closing date 2 July 2023.

5. BUSINESS SUPPORT

ACTIVITIES		
The Craft Design Institute (CDI's) Lottery Funded project - Developing Products of Place	Approved funding to support 30 entrepreneurs.	a. In-person support and training b. On-line access to CDI's quarterly capacity building training including a focus on developing a product of place. c. Online coaching for small groups or coaching facilitators.

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

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

Film Permit Application

G20 film production scouted for Kleinmond area with American actress and producer Viola Davis in Netflix film. This has been cancelled due to the Hollywood actors strike.

Assisted with the following events applications.

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

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

6. MARKETING

Overstrand destination marketing is aimed at promoting the region, making it stand out from other popular Western Cape regions, attracting visitors, and generating brand awareness. To achieve this Overstrand Tourism uses the internet, websites, email, and social media platforms. Weekly updates of events happening in the Overstrand are distributed via WhatsApp, email, and social media to ensure that visitors to the region are informed about events and can plan in advance to participate.

Print media advertising is limited as this is expensive and has a short lifespan. Tourism assists with content in securing promotion through destination and product specific articles published.

Marketing included:









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










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

From social media insights the following are identified:

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

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

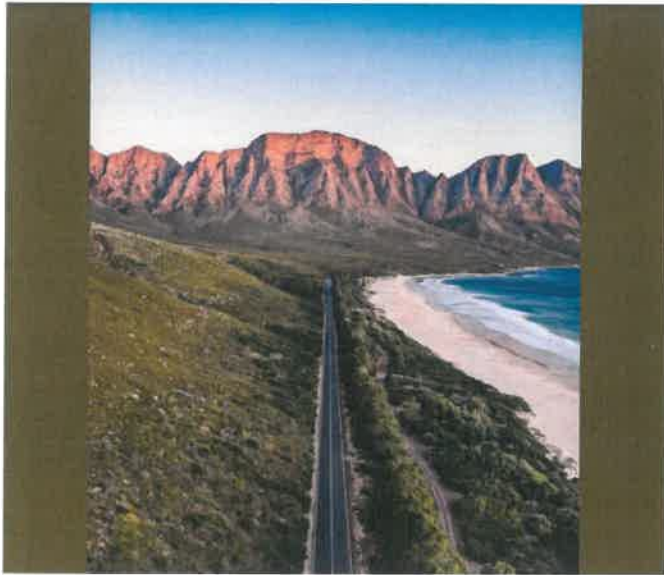
June 2023			Instagram Posts	
	11 402	3379	986	4656
	8 331	1887	567	1716
	15 116	8481	866	5936
	8 243	3055	1792	3498
	11 285	2409	750	3650

				
	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

SOCIAL MEDIA INSIGHTS:

Hangklip-Kleinmond Tourism
22 June at 11:07

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



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

Post Insights		
Total insights See more details about your post		
Post impressions	Post reach	Post engagement
154,823	151,956	5,203



Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach

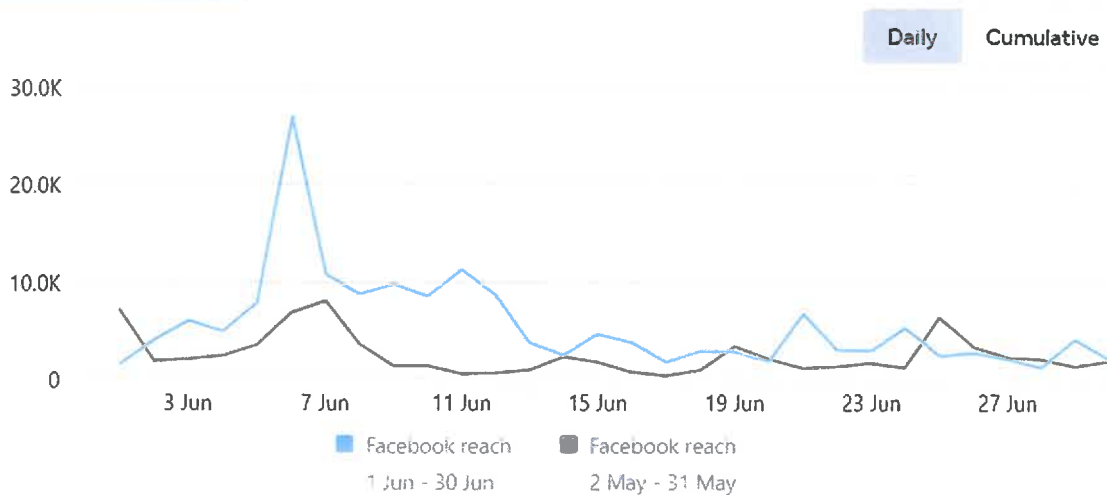
91,037 ↑ 82.4%

Instagram reach

10,103 ↑ 265%

Paid reach

0.0%



Hermanus Tourism Facebook Page stats for June 2023 above