

Annexure B: 1/10**REPORT: TOURISM****QUARTER 2: OCTOBER –DECEMBER 2015****TOURISM OVERVIEW**

The second quarter is typically the lead into and preparation for the summer season in the Western Cape. As a coastal region the Overstrand, with both natural beauty and attractions ranging from wine farms to shark cage diving, it is perfectly situated to be a summer holiday destination for both local and international visitors. Added to this, the Overstrand continues to be a benchmark, achieving Blue Flag status for several of our beaches, at a launch held at Grotto Beach in December. Over 100 representatives from Municipalities from mainly coastal towns and cities had the opportunity to experience our area. Imagine both our and their delight when a whale breached as a backdrop to the Minister of Tourism, Derek Hanekom's speech.

Gansbaai also won Gold at the World Travel Market Award for the International Best Destination for Responsible Tourism at WTM London in November. Gansbaai was able to leverage both international and local press coverage, both as a destination and as home of other responsible and sustainable products like, Grootbos Nature Reserve and Marine Dynamics who were also winners at this event.

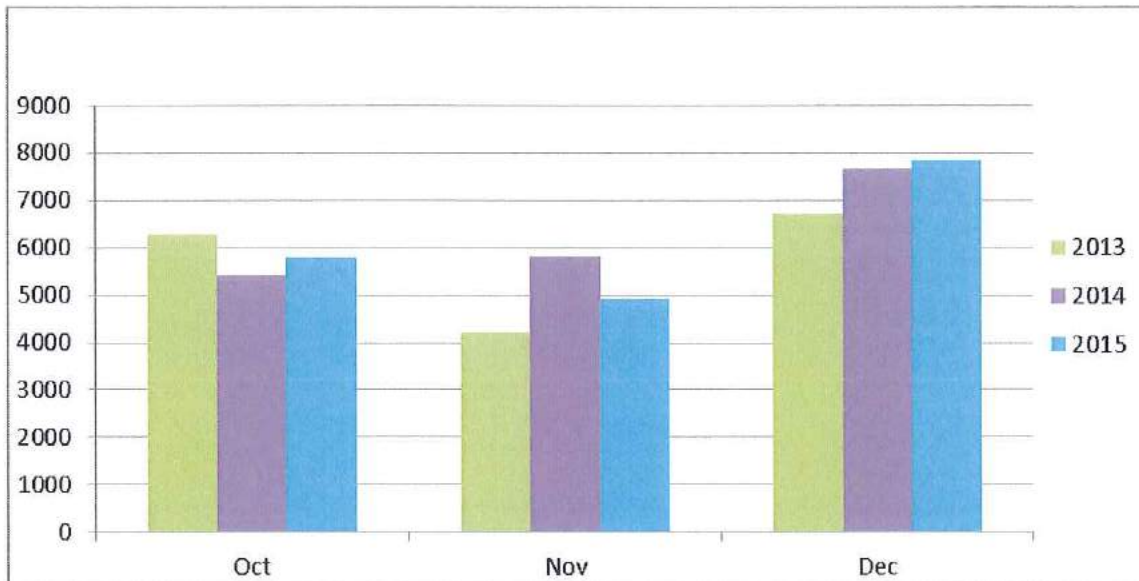
Not only is there lots to experience and see at this time but with events like the Hawston Sea Festival, the Whale Festival and the Stanford Street Festival, it gives our visitors the opportunity to interact with and immerse themselves in our local cultures and communities, and to meet cooks like Mariana, whose restaurant has won numerous awards and whose cookbook won one of the 6 best cookbooks in SA.

STATISTICS

Visitors to Local Tourism Bureaus

2/10

October – December [2013 – 2015] comparison.

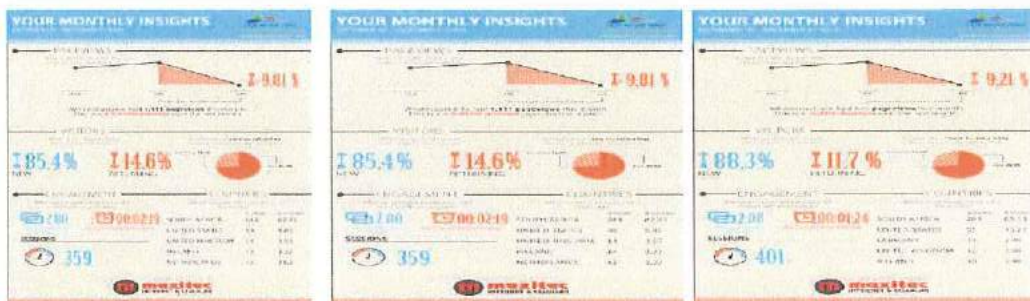


Visitor numbers to the LTBs have shown an increase year on year during the month of December.

SOCIAL MEDIA & WEBSITE

This quarter has been spent consolidating the relationship with our service provider, the look and feel of our platforms has been reviewed, and new banners with the best photos have been created. As an organisation our message has to be driven as professionally as possible with our posts based on encouraging potential visitors to want to explore and experience and previous visitors to return and remember.

An estimated 58453 people was reached through published activities on the our social media networks during Oct – Dec 2015. The social media page had 3872 new followers & people liking the Cape Whale Coast page. This shows a steady incline in numbers.



3/10

The Cape Whale Coast website saw an increase in new visitor numbers of 3%. The top 5 countries viewing the webpage includes:

- South Africa
- United States
- Germany
- United Kingdom
- Ireland

NETWORKING & RELATIONSHIP BUILDING

This is a difficult time of the year as tourism businesses are gearing up for their season.

- The Stakeholder engagement held at the Municipal Auditorium in December.
- CCDI to work on developing an exit strategy for crafters who are part of our skills development programme.
- Wesgro for accessing funding for Gansbaai to go to London and festival funding
- DEDAT conference on Festival development.
- The Cape Whale Coast has worked with the business owners of Betty's Bay to create the Betty's Bay Tourism Forum. This is a continuation of our determination to work more closely with the Private Sector, leveraging their marketing efforts and encouraging them to be able to access those platforms we work through

MARKETING ACTIVITIES AND EVENTS

Advertisement & Media

Magazines & Blogs

- Experience Overberg - Summer Edition - Editorials and articles on Golf, Weddings and Things to do
- Overberg Wine Guide
- Hermanus Times and News
- Articles in De Mozaik/ Lufthansa Inflight /Getaway/Sunday Times/ Conde Nast/Whale Wanderer/Weg - November/ Explore More
- CWC Advert in the Western Cape Visitor's Guide 2016

Television & Radio

- Raka and Sir Robert Stanford Estate on Sediment (Kyknet)
- Heart FM interview with Hangklip Kleinmond manager on attractions and hidden treasures
- SAFM interview Springfontein
- Whale Coast FM - Stanford events at 4pm every Thursday

Marketing Campaigns

ASK ME I'M LOCAL!!!!!!!!!!!!

4/10



This most recent Hermanus campaign received unprecedented interest. Local residents and swallows showed a sprightly interest in supporting the campaign and buying the yellow badges from the Hermanus Tourism Bureau. There has been a training session for the parking marshals to equip them with the information required to direct visitors. Although this campaign was started early in December it will not just be hosted for the season but extended to 2016 as it engages all role-players in Hermanus. Badges were sold at the Hermanus Country market and on both days all badges were sold out illustrating the interest in residents to be involved in their community.

Television & Radio

- Raka and Sir Robert Stanford Estate on Sediment on kykNet Wednesday 21 October, 17:30 channel 144. <http://kyknet.dstv.com/2015/10/19/sediment-21-oktober-2015/>
- <http://www.safm.co.za/digital/player/1.0/safm/index.html> Springfontein
- Whale Coast Fm – Janet Marshall advertising Stanford events every Thursday afternoon at 4pm for October, November, December

Shows & Exhibitions

World Travel Market (WTM) Africa & London 2015

5/10



The fact that Gansbaai won the Gold for the Best Responsible Tourism Destination at WTM London was sent out to all corners of the earth. There was a flurry of media and social media activity. The Two responsible tourism bloggers – Katarina and Dee – put a lot of information about the area on their social media platforms.

DVD that was produced for Responsible Tourism award was shared on YouTube.

Festivals & Events

Most of the Tourism shows and exhibitions take place in Quarter 3 and 4. But preparation is vital both for attendance to these shows as well as the collateral that has to be developed. But for the 2nd Quarter, a lot of time and energy is put by the towns into events and festivals.

Whale Festival - The Whale Festival is going through some changes, with the emphasis this year on the environment and sustainability

Hermanus Whale Festival

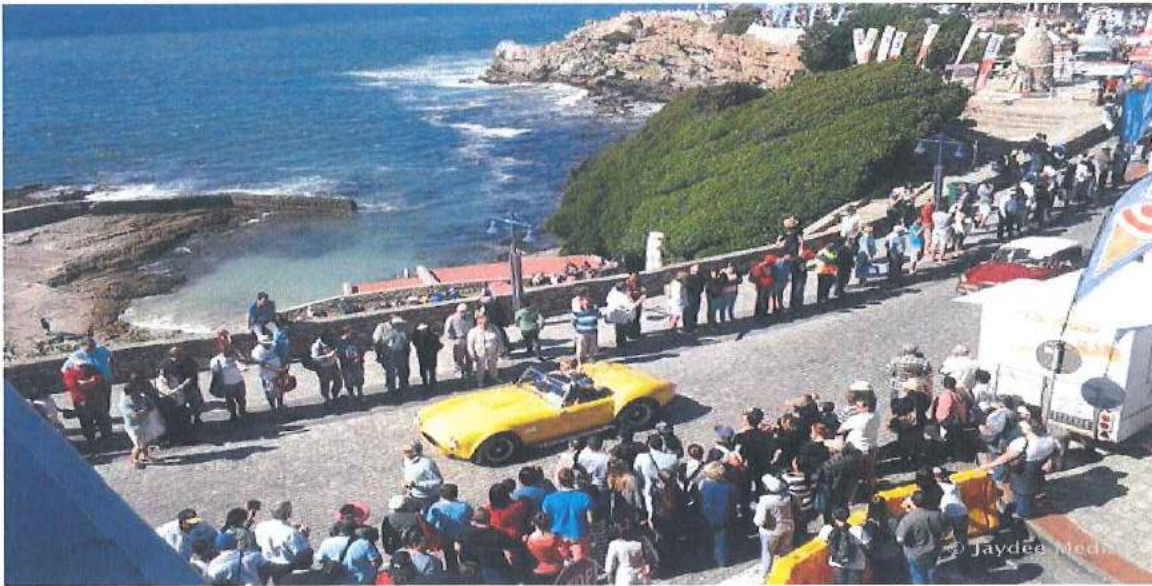
The 24th Hermanus Whale Festival took place between the 02nd – 4th of October 2015 and was a great success with 90,000 visitors visiting over 3 days and generating a conservative R22 million. The feedback received to date about the festival from all sectors is that it was the best one ever & we should keep to the same formula as it was great, and that the community would like it to be more inclusive next year as they see the full potential can be further enhanced with community input.

A survey was done during the 3 day festival and included the following comments:

- Bring more African artist
- Bring more live bands, more whale spotters
- More parking and more entertainment
- More controlled parking
- More Chairs

6/10

- Please hire tour guides to tell us everything



Hawston Sea Festival

The annual Hawston Sea Festival took place on the 5th of December 2015 and marked their 21st year. Except for a few minor safety issues it was once again a great success and proved that the broader Overstrand can work together to overcome any obstacle. It saw 26 busses from Cape Town attending the festival. It is estimated that more than 3000 people attended the 2015 festival.

Stanford Street Festival

The second Stanford Street Festival was held on Sunday 13 December 2015, from 10am – 4pm. The section from Bezuidenhout Street to Church Street of Queen Victoria Street was closed off for the festival. The Stanford Street Festival Sub-committee worked closely with the Overstrand Municipality and the various safety departments, including Traffic, Law Enforcement, Fire and Police, to make the event safe and enjoyable for everyone. A medic was also on standby. Stanford Tourism took out liability insurance in case of an accident. No incidents were reported.

They had 120 stalls (compared to 70 last year) featuring every conceivable product, most of which were locally produced, as well as all the shops in Queen Victoria Street all of which opened especially for the day of the Festival.

Approximately 4,500 people in attendance (using a street head count at 10h15 (850) and a head count at 16h30 half an hour after the Festival closed (175).

Some of the other events that took place on a local level include:

- The Toy Run (in Stanford)
- The Colour Run (Hermanus)
- The Garden Competition (Gansbaai)
- Danger Point Half marathon

- Christmas Lights
- Whale of a Comedy Festival
- The Fringe Festival
- Food Truck Weekend

7/10

The Overstrand Communities and the Private Sector are continuing to work together to put on such events in an effort to attract and engage with visitors and locals, creating experiences, and developing a character and vibe, marketing our region as a tourist destination.

Welcome Campaign 2016



"Ask me I'm Local", The Cape Whale Coast has supported this initiative and through this have been able to access tourism training for the Parking EPWP project.

Our Local Tourism Bureaus' teamed up with the Executive Mayor to welcome visitors to the Overstrand. Road stops were held in all four Towns with motorists receiving a warm smile and something extra, welcoming them to our beautiful area.

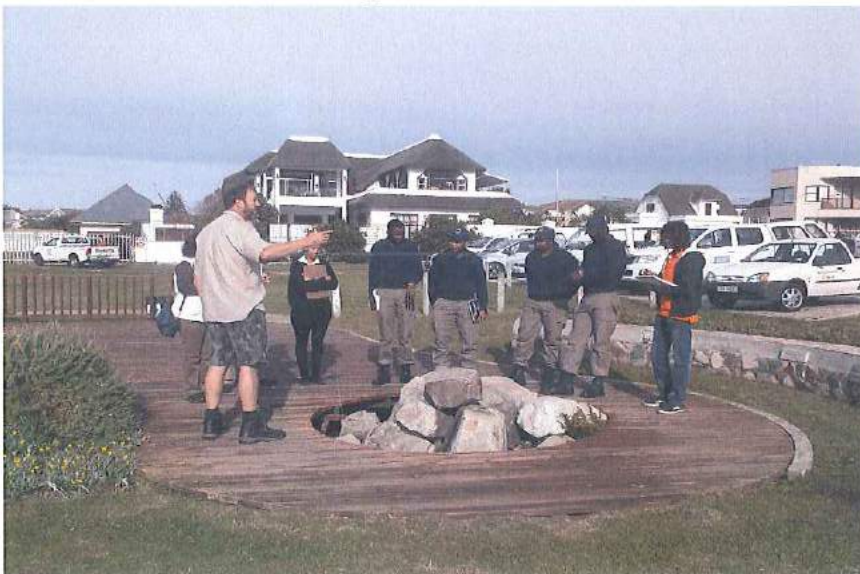
TOURISM DEVELOPMENT AND CAPACITY BUILDING

- Tourism Capacity Building Workshop in partnership with Overberg and National Department of tourism postponed for Quarter 3.
- Stakeholder Engagement held early December. Well respected speakers included Michael Lutzeyer and the Chair of Gansbaai Tourism Brenda du Toit part of the committee which won the WTM award. Several crafters and tourism product developers like the Overberg Wheelchair Association were invited to display at this workshop and some good business contacts made.

8/10

- All 5 tourism interns continue to meet with us monthly to discuss both their professional and personal development.. The Fernkloof Rangers have been working hard in Fernkloof. We continue to have monthly meetings with the team, both as a mentorship and focusing on any gaps in their knowledge. We are currently interviewing to replace one who has successfully gained full time employment.
- Continuing to work with group of crafters and connecting them with LED initiatives and organisations like the CCDI, especially to develop an exit strategy that takes them into the formal economy.
- The Bicycling Empowerment Network (BEN) is continuing to work on the Cycling Map of the wider Cape Whale Coast Area.

1. Fernkloof Nature Reserve Rangers



The Fernkloof Rangers have been working hard in Fernkloof. We continue to have monthly meetings with the team, both as a mentorship and focusing on any gaps in their knowledge. They've received their accredited certificates of completion from Cathsseta and now have an opportunity to register as guides with the Department of Environmental Affairs and Tourism. One of the Rangers was fortunate to receive an offer of permanent employment from one of the businesses in Hermanus. We are currently underway to select a replacement.

2. Tourism Buddie Programme



9/10

The ten learners who participated in the Tourism Buddie Programme graduated on the 11th of November 2015. They all received certificates of completion by Cathsseta in Food & Beverage Services. Five of the learners were offered permanent employment by their host employers. Those learners who did not get absorbed by their host employers now have a skill which enables them to seek employment within the Hospitality Industry.

3. Development of Local Tourism Bureau Interns.

Two of the Tourism interns (Gansbaai & Stanford) were given the opportunity to attend an Introduction to Project Management course (29 Oct 2015) and a Business Strategy Course (3 & 4 November 2015). Both individuals showed interest in Tour Guiding and would like to start their own business. The above mentioned training would equip them with the necessary skills going forward.

A Social Media Workshop was held on the 16th of November 2015 and attended by all four towns' interns. This was to equip them with the skill to either perform the social media function within the Tourism Bureau or to apply the skill learned to their own business one day.

Gansbaai has managed to "graduate" their tourism intern Ally, who will focus, from March on his Township and other tours. He will still casual at the Gansbaai office and continue to be mentored by the Manager. A great start and hopefully continued success. They will then start again with a new tourism intern through the Cape Whale Coast EPWP tourism programme.

4. Marketing & Networking opportunity for local crafters



Ten of our local crafters were given the opportunity to showcase some of their products at the LED Stakeholders Engagement, which took place on the 2nd of December 2015. This platform enabled them to network with other Tourism Stakeholders. It also focused on the variety of crafts we have within our area

5. Overstrand Wheelchair Association (OWA)

The bureaus support and market the OWA range of products to accommodation establishments sell their piggy banks and also have piggy banks that are used to raise funds among the members. This allows each area to get this funding to continue projects for the disabled in their own areas.

10/10

Stanford has placed them in their top tourist attractions in Stanford. This serves a dual purpose of helping to raise funds for the OWA and to showcase their products to the public. The piggy banks are currently being sold out of their offices' depending on availability.

THE WAY FORWARD – QUARTER 3

Local Tourism Organisations (LTOs)

The funding model used this year has been working with the bureaus submitting some very interesting projects. They include:

- Ask me I'm local.
- Guiding courses for the Tourism interns.
- Marketing Gansbaai as Best Responsible Tourism Destination.
- Leveraging the Whale Crier, one of our icons, to market the region through his presence at shows.
- Advertising and marketing campaigns through print and Social Media.
- Using the best sustainable and responsible local products as part of the collateral use to promote the region.

Once reports are in and feedback meetings held within Quarter 3, we will continue to work at a funding model that allows both the goals of the Municipality and the LTOs to be achieved

MARKETING - SUSTAINABLE & RESPONSIBLE

This is an ongoing project to source products. We have started with those already being made in the Cape Whale Coast and leveraging the reputation of these products in the marketplace. We are connecting these award winning products (wines, experiences, chocolate etc.) with a sense of place, the Cape Whale Coast.

Shows & Exhibitions

Cape Whale Coast will be exhibiting at the Beeld Holiday Show 2016 taking place between the 26 – 28 February 2016 at Gallagher Convention Centre, JHB. This will be the perfect platform to showcase the amazing produce and activities we have within our area.

An educational hosted and guided by each intern in their town to show off both their area and what knowledge they have gained will happen in Quarter 3