



## **PORTFOLIO COMMITTEE MEETING**

### **FINANCE & TOURISM**

#### **A G E N D A**

**DATE :** 25 APRIL 2022  
**VENUE :** AUDITORIUM, CIVIC CENTRE,  
HERMANUS  
**TIME :** 09:00

# **OVERSTRAND MUNICIPALITY**

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**20 April 2022**

## **NOTICE TO THE MEMBERS OF THE FINANCE & TOURISM PORTFOLIO**

**NOTICE IS HEREBY GIVEN** that an **ORDINARY MEETING** of the **FINANCE & TOURISM PORTFOLIO COMMITTEE** will be held in the **Auditorium, Civic Centre, HERMANUS**, on **25 APRIL 2022 AT 09:00**, to consider the items set out in the attached agenda.

**D O'NEILL**  
**MUNICIPAL MANAGER**

**AGENDA/...**

**PORTFOLIO COMMITTEE :**

**FINANCE & TOURISM**

**Chairperson :**

**Ald A Rabie**

**Committee Members :**

**Cllrs T Els, C Lerm,  
Ald T Nqinata and Cllr J van Staden**

**AGENDA of the  
Portfolio Committee : Finance & Tourism  
25 April 2022  
(Also the agenda for the Mayoral Committee Meeting : 25 April 2022)**

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**OPENING**

**APPLICATIONS FOR LEAVE OF ABSENCE**

**STATEMENTS AND COMMUNICATIONS BROUGHT FORWARD BY THE  
CHAIRPERSON**

# FINANCE & TOURISM PORTFOLIO COMMITTEE

25 April 2022

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**AGENDA of the  
Portfolio Committee : Finance & Tourism  
25 April 2022  
(Also the agenda for the Mayoral Committee Meeting : 25 April 2022)**

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**1.  
TOURISM QUARTERLY REPORT: JANUARY - MARCH 2022**

9/1/2/2

F Lloyd

7 April 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 report covers the activities from January to March 2022.

**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 tourism, economic and social development

**4. Delegated Authority**

Executive Mayor

**5. Legal Requirements**

N/A

**6. Background/Discussion/Evaluation/Conclusion**

**Background**

Establishing activities to assist with tourism recovery and navigating the changing environment of destination promotion.

**Discussion**

1. Positioning Overstrand Tourism in the Overberg, Western Cape and South Africa.
2. Promoting the Overstrand to the domestic and international travel market.
3. Event support and promotion.
4. Visitor Centre optimisation as info centre and update on tourism products available.

**AGENDA of the  
Portfolio Committee : Finance & Tourism  
25 April 2022  
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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: Tourism Report

**RECOMMENDATION:**

that the 3<sup>rd</sup> quarter report (January – March 2022) of Tourism **be noted**.

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**29 APRIL 2022**

**AGENDA of the  
Portfolio Committee : Finance & Tourism  
25 April 2022  
(Also the agenda for the Mayoral Committee Meeting : 25 April 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 25 April 2022 had formally sat.

**1.  
TOURISM QUARTERLY REPORT: JANUARY - MARCH 2022**

**9/1/2/2  
F Lloyd  
7 April 2022**

**Tourism Manager**

**(028) 313 5022**

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**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON  
25 APRIL 2022, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION**

**RECOMMENDATION:**

that the 3<sup>rd</sup> quarter report (January – March 2022) of Tourism **be noted**.

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**29 APRIL 2022**



## CAPE WHALE COAST TOURISM

### Quarterly Report: January – March 2022

The Overstrand hospitality industry experienced an economically successful holiday season. Businesses reported a recovery of some of their losses through the increased number of domestic visitors.

During January Hermanus was ranked 41<sup>st</sup> globally in the Tourism Sentiment Index (TSI) Leading Places: The 100 Most Loved Destinations Around the World for 2022. Knysna ranked at #19, Stellenbosch #23 and Cape Town #54. TSI analysed more than 1.6 billion online conversations and content pieces about 21,330 global destinations - to identify the 100 Most Loved Destinations. The result illustrates the importance of destination marketing on social media platforms.

The number of returning international visitors were welcomed and their influence on the economy noticeable. For the month of January 2022, international passenger numbers at Cape Town International Airport bounced back to 94 000, with a 35% recovery rate compared to the same period in 2019. Domestic passenger numbers stood at 462 500 and showed a 74% recovery rate compared to the same period in 2019.

The Overstrand tourism office moved from the taxi rank to the Hermanus Station Building at the start of February.

#### Quarterly Highlights:

- Hermanus rated 41<sup>st</sup> in World's Most Loved Destination List.
- Total of 324 unique events hosted in Overstrand in the first quarter of 2022.
- The 7 Overstrand high schools had an average pass rate of 88.7%. Educational and school sport tourism is a big contributor to Overstrand's tourism success.
- Dutch 2 starred Michelin Chef Edwin Vinke and son Tom of De Kromme Watergang Restaurant in Slijkplaat, Netherlands, opened a pop-up restaurant, Wortelgat at Springfontein Wine Estate. The restaurant was open till 27 March 2022 when the chef and team returned to the Netherlands.
- Petri Hendriksz of Peartree and Char'd restaurants opened a third business in Hermanus by taking over the Milkwood Restaurant in Onrus. It is now called Milk on the Beach.
- Hemel-en-Aarde Pinot Noir Celebration hosted on 29 January. Sold-out event with 75 attendees at R3500pp.
- Renovation of the Southern Right Whale at Hermanus Old Harbour started on 5 January and was completed on 2 March 2022.
- January launched the Hermanus Camino. This hike sold out of the 5-day walking experience for 2022 despite more dates released for groups of 10 – 12 hikers traversing 90kms.

- Stanford MTB Classic held on 26 February with 350 entries 85kms at R650pp, 60kms at R450pp and 25kms at R350pp.
- Broodstories opened a bakery in Kleinmond Main Road.
- Hermanus Skatepark expanded on Phase 1 with a quarter pipe.
- Kleinmond Fietsry/Cycling launched a road safety track.
- Lighthouse2Lighthouse Charity Walk for Hermanus Child and Family Services 24 -27 February.
- R10 340 raised for the African Penguin and Seabird Sanctuary (APSS) with 145 tickets sold for the Penguin March on 20 March.
- 80 attendees at the Overberg Congress for the Vroue Landbou Vereniging (VLV) held in Gansbaai.
- Introduction of the twice monthly Kleinmond Beach Market with 47 traders.
- Betty's Bay ParkRun celebrated their 4<sup>th</sup> anniversary on 19 March 2022.

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

Wesgro's Overberg Visitor Report for 2021 has been released and is available on <https://bit.ly/3DJ21cz>

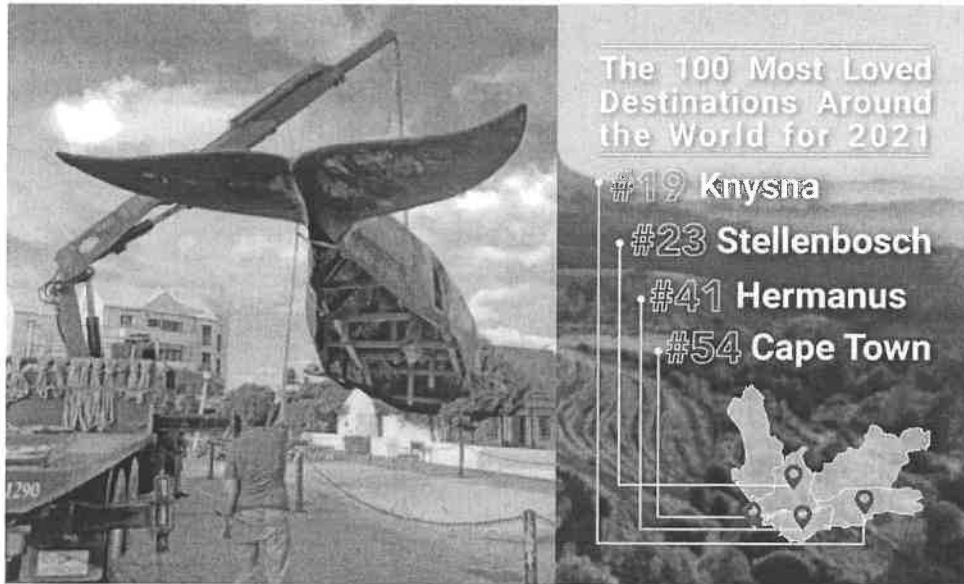


Kleinmond celebrated the beautification of the village with a welcoming mural at the eastern entrance to town, a new bakery opened in Main Road and the cycling club opened a road safety track.

A Tourism Research Overview: February 2022 published by Wesgro had the following key findings:

- February 2022 marked the highest (125,861) number of two-way (sum of arrival and departure passengers) international terminal passengers over the last five months and grew by 28% from the 98,211 two-way passengers recorded in January 2022. Two-way passengers through the domestic terminal reached a recovery rate of 71% in February 2022 when compared to the same month in 2019.
- Data obtained from 27 participating attractions across the province reflected a 93% growth in the number of visitors when compared to February 2021, and nearly half of what it was in February 2019.
- Based on mobile location data insights from 53 810 domestic and 939 international tourists, the Cape Winelands was the most popular region for domestic visitors in February and international tourists were found mostly in Cape Town. Cape Overberg and Cape Town saw the most repeat visits from the international tourists.
- Shopping and markets were the most popular type of attraction visited by both domestic and international tourists. Natural attractions were popular with both domestic and international tourists. On average both domestic and international tourists spent around 3 hours at their location.

- Roadways & walkways (Sea Point Promenade, Hermanus Market Square, Cederberg Wilderness Area, Hemel-en-Aarde Valley, Stanford Valley and Clarence Drive) ranked fourth among the top Places of Interest (POI) visited by domestic tourists, and fifth among international tourists, with an average dwell time of 2,9 hours respectively.
- The biggest volume of online conversations about the Western Cape was around outdoor activities. The highest sentiment was driven by Relaxation + Wellness and Amenities + Entertainment. The high sentiment in Relaxation + Wellness was driven by beaches (33), shopping (30) and spa +wellness (25).



As of Friday 11 February 2022, fully jabbed travellers returning to South Africa's biggest source market, the UK, were exempted from any tests or quarantine on arrival in the UK. This resulted in an immediate influx of visitors and the hospitality industry benefited with increased bookings and occupancy.

## 1. JOB & SKILLS DEVELOPMENT INITIATIVES

Target Audience: Overstrand Youth / Entrepreneurs

|  |
|--|
| <b>NEEDS/ASSUMPTIONS</b>   |
| Temporary job creation opportunities linked with upskilling unemployed youth to ensure participation in the tourism economy. Communicate available opportunities and assistance for unemployed youth   |
| <b>RESOURCES</b>   |
| Learnership programmes mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies.<br>All opportunities are communicated either through email / notices / adverts / social media platforms and WhatsApp groups.                  |
| <b>ACTIVITIES</b>  |
| <b>LEARNERSHIP PROGRAMMES:</b><br>Food Assurance Programme <ul style="list-style-type: none"> <li>- 22 Participants allocated to Overstrand of which 5 found permanent employment and 1 unfortunately passed away in an accident.</li> <li>- Currently undergoing in-service training</li> </ul> |

|  |
|--|
| <p>Tourism Monitors Programme</p> <ul style="list-style-type: none"> <li>- 28 students allocated to the Overberg region and currently undergoing training</li> <li>- 12 students allocated for Overstrand Municipality</li> <li>- Learners with host</li> </ul> <p>NDT Data Collectors Programme</p> <ul style="list-style-type: none"> <li>- Currently undergoing training</li> <li>- 2 Students allocated to Tourism</li> </ul> <p>WESSA (Wildlife and Environment Society of South Africa) Blue Flag Beach Stewards Programme</p> <ul style="list-style-type: none"> <li>- 5 students allocated to Hermanus Tourism</li> <li>- Entry Level Site Guiding Certification upon completion of programme</li> </ul> <p>Boland College Learnership Programme</p> <ul style="list-style-type: none"> <li>- 2 Boland College allocated to Kleinmond Tourism &amp; Gansbaai Tourism respectively</li> <li>- Practical training to obtain Diploma</li> </ul> |
| <b>SHORT/MEDIUM TERM OUTCOMES</b>  |
| Temporary employment and accredited training   |
| <b>LONG TERM OUTCOMES</b>  |
| Converting temporary job opportunities into permanent employment<br>Accredited training / New graduates  |
| <b>PERFORMANCE MATRIX</b>  |
| Number of temporary and permanent jobs created<br>Progress report / meetings<br>Monitoring and evaluation performance through the implementing agencies  |

## 2. BUSINESS SUPPORT

Target Audience: Overstrand Business Community

|  |   |  |
|--|---|--|
| <b>NEEDS/ASSUMPTIONS</b>   |   |  |
| Upskilling and training of SMMEs and entrepreneurs to participate in tourism economy.<br>Dissemination of information relating to funding opportunities for business.<br>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. |   |  |
| <b>RESOURCES</b>   |   |  |
| Training needs identified through engagements and facilitated by Overstrand Tourism Department.  |   |  |
| <b>ACTIVITIES</b>  |   |  |
| Department of Cultural Affairs & Sport in Collaboration with Overstrand Libraries.   | Temporary work opportunity for unemployed youth<br>Closed: 1 April 2022 | Opportunity for individuals to apply and get temporary employment and skill transferred. Specifically aimed at those interested in Cultural Affairs & Sport. |

|   |   |  |
|---|---|--|
| National Department of Tourism  | Call for applications: Domestic Market Access Support at Indaba 2022<br>Closed: 1 April 2022<br><br>Call for Enrolment into the women in tourism business management & mentorship training programme<br>Closed: 31 March 2022 | Provides an opportunity for SMME's to engage with local and international buyers at INDABA 2022.<br><br>An opportunity for women entrepreneurs to access skills and encouragement the development of their business. |
| Department of Forestry, Fisheries, and Environment  | Individuals registered as fulltime students or currently doing Grade 12 & unemployed invited to apply for #BURSARIES2022<br>#EnvironmentalCareers   | Opportunity for individuals to apply and get full coverage of their studies. Specifically aimed at those interested in Environmental Careers.  |
| Dept of Public Works  | New Harbour Development   | Creation of economic hub.  |
| Public Private Partnership  | Hermanus CBD Improvement  | Beautification projects.<br>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   |
| <b>SHORT/MEDIUM TERM OUTCOMES</b>   |   |  |
| Awareness of opportunities available in private and public sector. Engaging with other tourism role players and linkages with complementary products. Encouraging a local circular economy.   |   |  |
| <b>LONG TERM OUTCOMES</b>   |   |  |
| Supporting SMMEs to participate in tourism initiatives and to ensure that local SMMEs benefit from programmes introduced by national and provincial government. Ensuring sustainability of tourism businesses and the protection of employment. |   |  |
| <b>PERFORMANCE MATRIX</b>   |   |  |
| Skills development in preparation of employment within the tourism industry.  |   |  |

## STAKEHOLDER COLLABORATION

Target Audience: Overstrand Tourism Stakeholders

|  |
|--|
| <b>NEEDS/ASSUMPTIONS</b>   |
| Timely and relevant information given via different communication platforms. Cape Whale Coast Tourism and the 4 Visitor Information Centres (VICs) collaborates with Wesgro, National Department of Tourism, South African Tourism, WWF, CapeNature, SANBI and Overberg District Municipality to ensure all were updated with developments and ensuring that local businesses were included in the surveys, lists and records updated by government. Promotion of small business via social media. |

| RESOURCES   |   |           |                            |
|---|---|-----------|----------------------------|
| Webinar   | Zoom meetings   | Tweet-Ups | WhatsApp Discussion groups |
| ACTIVITIES Jan - March 2022                               |   |           |                            |
| Jan 8,9   | Location scout for Disney Channel web series The Pirates  |           |                            |
| 11  | Hermanus FynArts Meeting  |           |                            |
| 12  | <b>Tourism Management Meeting</b>   |           |                            |
| 15  | Pop-up Wortelgat Restaurant at Springfontein opened (till 27 March 2022)  |           |                            |
| 20  | Zwelihle Toastmasters discussion  |           |                            |
| 22  | Kogelberg Reserve Walk  |           |                            |
| 26 - 28   | Municipal Manager's Mentorship Programme, Piketberg   |           |                            |
| 29  | Hemel-en-Aarde Pinot Noir Celebration   |           |                            |
| Feb 2   | World Wetland Day, Hermanus Art Route signage location identification   |           |                            |
| 3   | TTBISA Project Advisory Meeting, Hermanus whale restoration media and Mammal Research   |           |                            |
| 4   | Ibali Lethu Hermanus Story concept meeting, Kleinmond Tourism discussion meeting with Mag Tours, Deon Brits & Cllr Grant Cohen  |           |                            |
| 7   | Meetings Africa via Zoom  |           |                            |
| 9   | #Findyourself (Kleinmond) campaign discussion with Rick Marais, Hermanus Times, Meeting with Enlighten Trust re public speaking and storytelling skills training for Zwelihle youth.  |           |                            |
| 11  | Amendments to Overstrand Municipality Annual Report's tourism text<br>Discussion with Joke Gonggrijp  |           |                            |
| 15  | WTM exhibitor briefing via Microsoft Teams, Meeting with Wilfred Chivell, Marine Dynamics   |           |                            |
| 15  | Tourism meeting with Deon Brits re Kleinmond business/tourism collaboration   |           |                            |
| 16  | Ceramics & Porcelain Festival event discussion, Thatch House Hermanus Road signage application, Walker Bay Pro knee boarding championships at Onrus discussion with Deon Meyer.<br>Kleinmond Event meeting: Heidelberg School's 40 <sup>th</sup> birthday |           |                            |
| 18  | The Woman King location release - debrief meeting, Kleinmond administration   |           |                            |
| 19  | Virtual presentations to UNESCO City of Gastronomy Phetchaburi, Thailand, conference  |           |                            |
| 21  | Lighthouse2Lighthouse banner launch   |           |                            |
| 22  | NDT Tourism sector professionalization stakeholder consultation via Zoom  |           |                            |
| 24  | Kleinmond social media influencer workshop, Carry Me Home, Hasher Family Vineyards launch   |           |                            |
| 24 - 27   | Lighthouse2Lighthouse walk  |           |                            |
| 26  | 170 <sup>th</sup> Anniversary of the sinking of the HMS Birkenhead commemorated in Kleinbaai  |           |                            |
| 28  | Paul Bruning of Abercrombie & Kent/Akorn and Nelis du Plessis of Silver Sea Cruises. Also 1 Mar.  |           |                            |
| Mar 2   | Renovated Southern Right Whale launched, Wesgro Familiarisation Trip with travel agents   |           |                            |
| 3   | Stanford Tourism & Business AGM   |           |                            |
| 3   | Zoom meeting: Tatiyaporn Jarumaneerat, Prince of Songkla University Thailand. UNESCO collaboration.   |           |                            |
| 5   | Hermanus Marathon with 1062 completing the race.  |           |                            |
| 5   | Discussion with Lighthouse Navigation Systems re Danger Point Lighthouse opening times  |           |                            |
| 12  | Hermanus FynArts Festival Sunset Concert, Hermanus Old Harbour, Benguela Cove Art Gallery opened.   |           |                            |
| 16  | Overberg Vroue Landbou Vereniging Congress, Gansbaai. 80 attendees.   |           |                            |
| 19  | Gansbaai Coastal Clean-up, 42 participants. Partnership with Taurus Cape Kelp   |           |                            |
| 19  | Fernkloof hike with Wesgro and Akorn as possible itinerary item for Wesgro Cruise Development   |           |                            |
| 20  | African Penguin & Seabird Sanctuary Fundraiser. 145 tickets sold, R10 340 raised.   |           |                            |
| 29  | Tourism Managers Meeting, Stanford  |           |                            |
| 30  | Western Cape Film Promotion Quarterly Meeting on Microsoft Teams. Filming bylaws.   |           |                            |
| Wednesdays: Overberg District Cluster Meetings with DEDAT |   |           |                            |
| SHORT/MEDIUM TERM OUTCOMES                                |   |           |                            |

|   |
|---|
| Updates on relief programme, national and provincial linkages and insight into strategic frameworks designed. Equipping staff with skills and tools required to address tourism sector opening. Providing access to market.                   |
| <b>LONG TERM OUTCOMES</b>   |
| Providing information to Cape Whale Coast tourism role players and understanding challenges faced by this sector. Assisting with decision making given the information gained including that listed below.                                    |
| <b>PERFORMANCE MATRIX</b>   |
| Creating an enabling environment for the tourism sector to be informed of assistance programmes, having access to updated regulations, understanding the impact and implications of regulations.<br>An updated and engaged tourism community. |

## MARKETING

With international travel regulations easing, social media marketing and the sharing of unique facts, events and itineraries are important to ensure that the region is positioned as a preferred destination. The following are focus areas during the opening of travel:

1. **Prioritise Hygiene and Safety via marketing communication**  
Celebrating the high vaccination rate in the Overberg and the care taken by hospitality stakeholders in showing steps taken to keep businesses COVID-secure. Convincing customers that they are going to be safe by emphasising hygiene and safety concepts.
2. **Focus on Local**  
A key factor in adapting to the pandemic was to place a greater focus on customers in the local area and neighbouring towns and villages. The overall reluctance to travel internationally, has made local customers a safer target demographic.
3. **Increased leisure focus**  
With restrictions on mass gatherings business events have been hugely impacted. This increased the travel appetite for holidays and visiting friends and family.
4. **Increased event support: Quarter total of 517 events hosted in Overstrand**

| MONTH        | UNIQUE     | WEEKLY     | MONTHLY   |
|--------------|------------|------------|-----------|
| Jan 2022     | 73         | 52         | 15        |
| Feb 2022     | 119        | 50         | 15        |
| March 2022   | 132        | 51         | 10        |
| <b>TOTAL</b> | <b>324</b> | <b>153</b> | <b>40</b> |











Stanford MTB Classic on 26 February with 350 entries for 3 different race distances.

|   |                   |               |
|---|-------------------|---------------|
| NEEDS/ASSUMPTIONS   |                   |               |
| Reaching out to travellers, the travel trade and tour operators to ensure updated information on the destination and the tourism products available.  |                   |               |
| RESOURCES   |                   |               |
| Social media  | Digital platforms | Printed media |
| ACTIVITIES  |                   |               |
| <ul style="list-style-type: none"> <li>• Hermanus listed in 41st position on World's Most Loved Destinations</li> <li>• Increased signage for the Hermanus Art Route was approved and Hermanus First Friday ArtWalk Committee to proceed with draft designs and costing</li> <li>• Kleinmond Harbour, Harold Porter and Rooisand wild horses featured in April-May 2022 Weg/Go</li> <li>• Fynbos Trail (Stanford and Gansbaai) listed as GetAway Magazine's 10 of South Africa's Favourite Hikes</li> <li>• Hosted 11 travel agents, tour operators and representative from Wesgro on 1 and 2 March in Overstrand for familiarisation of tourism products</li> <li>• Southern Right Whale Restoration Project featured in media</li> <li>• The Telegraph (British publication) published Stanford – A winelands Gem</li> <li>• Arabella Estate Golf Club listed on SA TOP Golf Courses Top in 8th position, up 2 positions from 10<sup>th</sup> place in 2021</li> <li>• Itinerary scout for cruise liner clients: Hermanus, Gansbaai</li> <li>• Kleinmond featured on DeKat TV, SABC2</li> <li>• Die Burger, Landbou, featuring Hemel-en-Aarde wine personality</li> <li>• Hermanus listed on The Telegraph's Back to Normal Holiday whatever the month</li> <li>• 7 ways to find heaven on Earth, Woolworths Taste Magazine</li> <li>• Hanneke Fourie-Beneke Die Dam fishing photo featured as the reader's photo in Die Burger.</li> <li>• Cape Town Etc featuring Hermanus in 2 articles. Southern Right Whale Restoration Project and <a href="https://www.capetownetc.com/cape-town/dreaming-of-simplicity-and-tranquillity-in-hermanus/">https://www.capetownetc.com/cape-town/dreaming-of-simplicity-and-tranquillity-in-hermanus/</a></li> </ul> |                   |               |

|  |
|--|
| <ul style="list-style-type: none"> <li>BusinessTech published an article "South Africans are increasingly moving to these areas with the best run municipalities" which included Overstrand.</li> </ul>  |
| <ul style="list-style-type: none"> <li>SHORT/MEDIUM TERM OUTCOMES</li> </ul>   |
| Information dissemination and updates on travel readiness, developments within destination and news about new products and changed products.   |
| LONG TERM OUTCOMES   |
| Engagement and support of tourism colleagues and linking with other destinations. Keeping Cape Whale Coast front of mind for planning of future travels and reminding travellers and locals of the diversity of what our region offers. Online platforms were predominantly actioned to remind travellers of the natural beauty of the Cape Whale Coast and to show our open spaces, celebrate the champagne air and keep the destination front of mind as a short break-away once travel restrictions are lifted. A dedicated Cape Whale Coast Tourism Covid-19 webpage was updated with current information. |
| PERFORMANCE MATRIX   |
| Updating tourism stakeholders and travellers regarding changing travel requirement and relaxation of Alert Level 1 measures.   |

Below are the different Cape Whale Coast social media handles with its following. Social sharing is the most significant factor affecting tourism marketing. It benefits the industry through the sharing of travel memories with a vast audience. This attracts new travellers far more than advertisements and encourage people to share their real experiences online. The rise of social media led to the development of two-way communication between destinations and customers and customers to customers. Cape Whale Coast benefits from this impact of social media with a focused and strategic communications calendar.

|   |  |  | Instagram Posts |  |
|---|---|---|-----------------|---|
|  | 9326  | 2848  | 835             | 4448  |
|  | 6956  | 1663  | 417             | 1661  |
|  | 12 299  | 6134  | 653             | 5757  |
|  | 7 726   | 2572  | 1601            | 3459  |
|  | 10 574  | 2069  | 649             | 3613  |



With the changing regulations in Lockdown Levels Visitor Information Centres play a critical role in making information available and assisting with events news and accommodation bookings.

11/11

|  |       |          |
|--|-------|----------|
| <b>NEEDS/ASSUMPTIONS</b>   |       |          |
| Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. The quarter Jan – Marc 2022 recorded a 17% increase on 2021 and an 85% recovery on 2019.  |       |          |
| <b>RESOURCES</b>   |       |          |
| Staff employed at VICs   | Email | WhatsApp |
| <b>ACTIVITIES</b>  |       |          |
| <ul style="list-style-type: none"> <li>• Answering telephone enquiries and assisting walk-ins</li> <li>• Social media and website updates</li> <li>• Providing information to Overberg District Municipality, DEDAT and Overstrand Municipality</li> <li>• Recording visitor stats for Wesgro</li> <li>• Training and staff development</li> <li>• Product liaison and educational visits</li> <li>• Stakeholder engagement</li> <li>• Market support in terms of communication with traders and promoting event</li> <li>• Event support in terms of permit application assistance and social media exposure</li> <li>• Input for economic recovery report</li> </ul> |       |          |
| <b>SHORT/MEDIUM TERM OUTCOMES</b>  |       |          |
| Being a point of enquiry for the local community, business community and government.   |       |          |
| <b>LONG TERM OUTCOMES</b>  |       |          |
| An informed community<br>Provincial and National Government updated with Cape Whale Coast and Overstrand information   |       |          |
| <b>PERFORMANCE MATRIX</b>  |       |          |
| VICs provides a personal interface which has become the most trusted source of information as people look for personal recommendations when it comes to local travel news and community information in general. The steady increase is welcomed and the low rate of walk-ins at Hermanus points to a change in traveller behaviour.  |       |          |