

PORTFOLIO COMMITTEE :

FINANCE & TOURISM

Chairperson :

Ald A Rabie

Committee Members :

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

FINANCE & TOURISM PORTFOLIO COMMITTEE

25 July 2022

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

**1.
TOURISM MONTHLY REPORT: JUNE 2022**

9/1/2/2

F Lloyd

14 July 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 for June 2022.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Economic, Social Development and Tourism
Department: Tourism

3. Compliance with Strategic Priority/ies

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 May 2022. Statistics for social media platforms and visitor information centre walk-ins.

7. Financial Implications

None

8. Staff Implications

None

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

9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Report

RECOMMENDATION:

that the monthly tourism report for June 2022 **be noted**.

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

29 JULY 2022

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

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 July 2022 had formally sat.

**1.
TOURISM MONTHLY REPORT: JUNE 2022**

9/1/2/2

F Lloyd

14 July 2022

Tourism Manager

(028) 313 5022

THIS MATTER SERVED BEFORE THE FINANCE & TOURISM PORTFOLIO COMMITTEE ON 25 JULY 2022, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION

RESPONSIBLE OFFICIAL :

F LLOYD

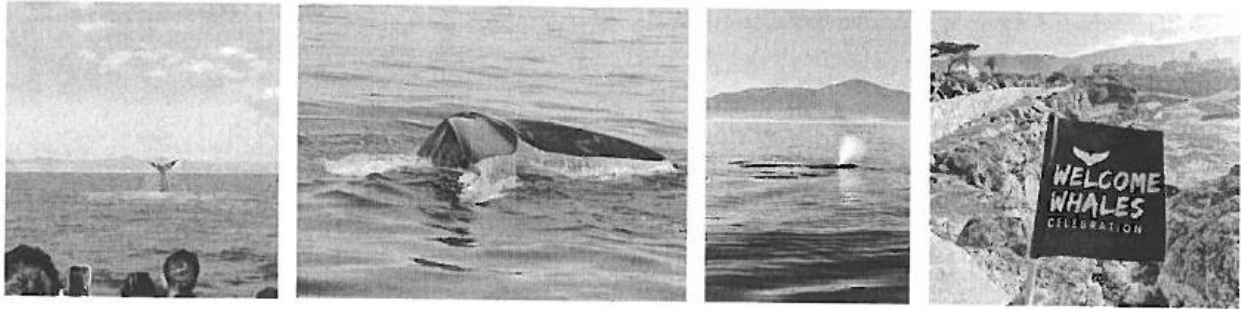
TARGET DATE FOR IMPLEMENTATION :

29 JULY 2022

Annexure A
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OVERSTRAND CAPE WHALE COAST TOURISM

REPORT: JUNE 2022



June marked the start of the Southern Right Whale season, a drawing card for visitors to the Overstrand Cape Whale Coast and nature's way of mitigating the mid-year slump in visitor numbers. Southern Right Whales arrived in Walker Bay and the sightings are good with enough images circulated to entice visitors to make the trip to the Overstrand. Two licenced operators function from Hermanus New Harbour with a third starting in July, one from Gansbaai and marine eco tours from Gansbaai.

The tourism industry received good news when the South African government announced on Wednesday 22 June that the wearing of masks was no longer compulsory. With this came the repeal of the limit on public gatherings.

June Highlights:

- Renewal of employment contracts with tourism staff in Gansbaai, Stanford and Kleinmond. Overstrand Cape Whale Coast currently oversees the Hermanus Visitor Information Centre and its operations.
- Total of 151 events hosted in the Overstrand in June. This compares well to the 126 events hosted in May and 196 in April. This number excludes regular markets and repeat events as well as 49 Father's Day events.
- Zwelihle resident Inga Mfundisi facilitated Overstrand's participation in the Commonwealth celebration of Queen Elizabeth II's historic 70-year rule. The event was part of a youth initiative with jubilee beacons lit on Thursday 2 June uniting the Commonwealth members.
- Hosting of 10th Hermanus FynArts Festival 10 – 19 June.
- 2nd Welcome Whales event confirming Overstrand Cape Whale Coast's position as prime whale watching destination.
- Western Cape Regional Tourism Organisation Winter School 28-30 June including local daily excursions to Hermanus. 45 attendees of which 38 stayed for 2 to 3 nights. Economic impact of the event conservatively estimated at R225 000.

- Overstrand athletes excelling: Leolin Zas in Vodacom United Rugby Championships, Victor Hogan took silver for men's discus at African Senior Athletics Championship Mauritius 8-12 June. 2/9
- Palmiet river rafting season opened till October.
- Iballi Lethu - Story of Hermanus - launched with 5 local actors employed for 6 months.
- Participation in Quarterly Oceans Economy Working Group - (Western Cape), 22 June 2022.

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



Hermanus FynArts Sculpture on the Cliffs, Welcome Whales Wave, Hermanus Whale Crier

1. JOB & SKILLS DEVELOPMENT INITIATIVES

Target Audience: Overstrand Youth / Entrepreneurs

| |
|---|
| NEEDS/ASSUMPTIONS |
| Temporary job creation opportunities linked with upskilling unemployed youth to ensure participation in the tourism economy. Communicate available opportunities and assistance for unemployed youth |
| RESOURCES |
| Learnership programmes mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies. All opportunities are communicated either through email / notices / adverts / social media platforms and WhatsApp groups. |
| ACTIVITIES |
| LEARNERSHIP PROGRAMMES: |
| Food Assurance Programme |
| <ul style="list-style-type: none"> - 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 |
| <ul style="list-style-type: none"> - 28 students allocated to the Overberg region. - 12 students allocated for Overstrand - Learners with host employers - Graduating in November 2022 |
| WESSA (Wildlife and Environment Society of South Africa) Blue Flag Beach Stewards Programme |
| <ul style="list-style-type: none"> - 5 students allocated to Hermanus Tourism - Entry Level Site Guiding Certification upon completion of programme - Programme completed with 4 stewards graduating on 11 June 2022 |
| Boland College Learnership Programme |
| <ul style="list-style-type: none"> - 2 Boland College allocated to Hangklip Kleinmond and Gansbaai Tourism respectively |

| |
|---|
| <ul style="list-style-type: none"> - Practical training to obtain Diploma - Busy with practical training at Visitor Information Centres <p>Youth Employability Programme</p> <ul style="list-style-type: none"> - Initiative through the Grootbos Foundation to offer employability skills and practical experience to prepare for work journey. Applications closed 30 June 2022. <p>NGO Ekuphumleni Empowerment Solutions</p> <ul style="list-style-type: none"> - Assisted NGO Ekuphumleni Empowerment Solutions and co-founder Inga Mfundisi with arrangements to participate in the Commonwealth programme lighting beacons celebrating HM Queen Elizabeth II's Platinum Jubilee. This is a first for the Commonwealth Countries and focus on youth development. |
| SHORT/MEDIUM TERM OUTCOMES |
| Temporary employment and accredited training |
| LONG TERM OUTCOMES |
| Converting temporary job opportunities into permanent employment Accredited training / New graduates |
| PERFORMANCE MATRIX |
| Number of temporary and permanent jobs created Progress report / meetings Monitoring and evaluation performance through the implementing agencies |



Zwelihle resident Inga Mfundisi facilitated Overstrand's participation in Commonwealth Jubilee Youth Event

2. BUSINESS SUPPORT

Target Audience: Overstrand Business Community

| | | |
|--|---|--|
| NEEDS/ASSUMPTIONS | | |
| 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. | | |
| RESOURCES | | |
| Training needs identified through engagements and facilitated by Overstrand Tourism Department. | | |
| 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 November 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 |
| SHORT/MEDIUM TERM OUTCOMES | | |
| 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. | | |
| LONG TERM OUTCOMES | | |
| 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. | | |
| PERFORMANCE MATRIX | | |
| Skills development in preparation of employment within the tourism industry. | | |



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WESSA Blue Flag Beach Stewards graduating, ibali Lethu Story of Hermanus, Western Cape Tourism Winter School

STAKEHOLDER COLLABORATION

Target Audience: Overstrand Tourism Stakeholders

| | | | |
|--|--|-----------|----------------------------|
| NEEDS/ASSUMPTIONS | | | |
| 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. | | | |
| RESOURCES | | | |
| Webinar | Zoom meetings | Tweet-Ups | WhatsApp Discussion groups |
| ACTIVITIES June 2022 | | | |
| 1 | International Trend Institute film shoot, Hermanus. 15 crew booked for 2 nights. Trail runs in Kleinmond - discussion with Homegrown SA Tours | | |
| 2 | Queen Elizabeth II's Jubilee and Commonwealth Beacon ceremony, Hermanus | | |
| 3 | SMME Booster Fund 2022 briefing session via Microsoft Teams | | |
| 9 | WC Film Promotion Quarterly Meeting: Film Permit Application form process | | |
| 10 | Start of Hermanus FynArts | | |
| 11 | Hermanus FynArts ceramics, gallery and sculptures on the cliff opening events | | |
| 11 | WESSA Blue Flag Beach Stewards graduation in Cape Town | | |
| 13 | Rooiels signage meeting, Kleinmond | | |
| 16 | Youth Day | | |
| 16 - 18 | Danger Point Lighthouse opened to public | | |
| 18 | Penguin Plunge Stanford | | |
| 21 | Ward 10 Committee Meeting attendance & input on signage | | |
| 22 | Hermanus Business Chamber with Riaan Manser Hermanus Whale Museum AGM Western Cape Oceans Economy Quarterly Meeting | | |
| 24,25 | Welcome Whales Celebration, Hermanus | | |
| 25 | Hermanus featured on KykNET Ontbytsake | | |
| 27 | Tourism Portfolio Meeting | | |
| 28 - 30 | Western Cape Tourism Winter School, Hermanus | | |
| 28 | Tourism input for consideration of Overstrand Municipality Safety Plan | | |
| SHORT/MEDIUM TERM OUTCOMES | | | |
| Updates on events and festivals. Equipping staff with skills and tools required to address tourism enquiries. Providing access to market and general assistance to crafters. | | | |
| LONG TERM OUTCOMES | | | |
| Providing information to Overstrand Cape Whale Coast tourism role players and understanding challenges faced by this sector. | | | |
| PERFORMANCE MATRIX | | | |
| Creating an enabling environment for the tourism sector to be informed of assistance programmes, having access to updated information. An updated and engaged tourism community. | | | |

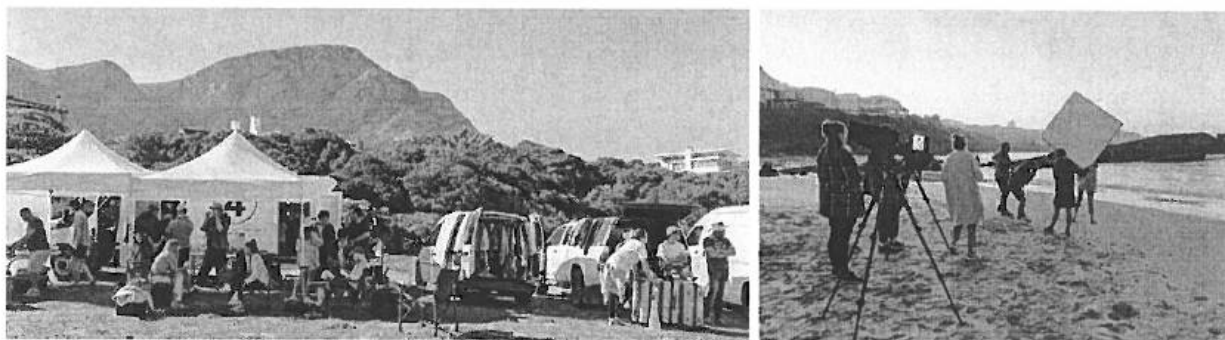
MARKETING

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

The International Trend Institute did a commercial film shoot in Hermanus for a retail business and booked a second shoot.

Hermanus FynArts celebrated its 10th annual festival from 10 till 19 June. This year sold more than double the number of tickets when compared to 2021. Coverage with an Ad Value Equivalency estimated at R500k were received in June with promotion of this festival in the media including the Village News, Go!Platteland, Hermanus Times, Art Times, Stellenbosch Visio, Die Burger, Litnet and Caledon FM.



International Trend Institute shooting a retail commercial in Hermanus

| | | |
|---|-------------------|---------------|
| 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"> Go Magazine June/July 2022 featured 4 Overstrand beekeepers in an article Beekeepers of the Overberg. Hermanus on Ontbytsake, KykNET Saturday 25 June Hermanus FynArts featured in Go!Platteland, Stellenbosch Visio, Die Burger, Art Times, Village News and Hermanus Times. Also, online on Litnet, Garden Route and on Caledon FM Radio. | | |
| <ul style="list-style-type: none"> SHORT/MEDIUM TERM OUTCOMES | | |
| 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 the Overstrand 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 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. | | |
| PERFORMANCE MATRIX | | |
| Updating digital platform with up-to-date information. | | |

Social media benefits the travel industry through the sharing of travel news and information with a vast audience. This keeps our region; its towns and tourism attractions front of mind when travel plans are considered. Overstrand Cape Whale Coast benefits from the impact of social media with a focused

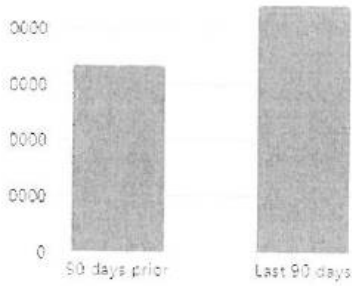
communications calendar. Insights are studied to make improvements to online content. Below are some insights on Cape Whale Coast's social media.

Organic reach

Post reach ⓘ

88.6K ↑ 32.5%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

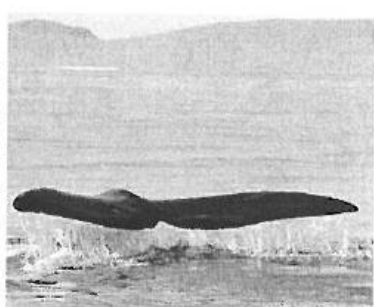


Engagement is mostly with the domestic market as the following image will show with Facebook on the left and Instagram on the right.

Top countries











Top countries



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

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| |  |  | Instagram Posts |  |
|---|---|---|-----------------|---|
|  | 9679 | 2986 | 864 | 4488 |
|  | 7252 | 1713 | 450 | 1672 |
|  | 12 958 | 6654 | 683 | 5817 |
|  | 7 773 | 2679 | 1649 | 3464 |
|  | 10 732 | 2135 | 664 | 3638 |

| |  |  |  |  |
|---|---|---|---|---|
|  | whalewatchingsouthafrica | whalecoastsa | @whalecoastsa | #ropewhalecoast |
|  | Hongklo Kleinmond Tourism | kleinmondtourism | @hongklopt | #kleinmondtourism#hongklopt |
|  | Hermanus Tourism Bureau | hermanustourism | @HermanusTourism | #myhermanus#hermanus |
|  | stanfordtourism | visitstanford | @HermanusTourism | #visitstanford#stanfordtourism |
|  | Gansbaai Tourism | gansbaai_tourism | @GansbaaiTourism | #Gansbaai |

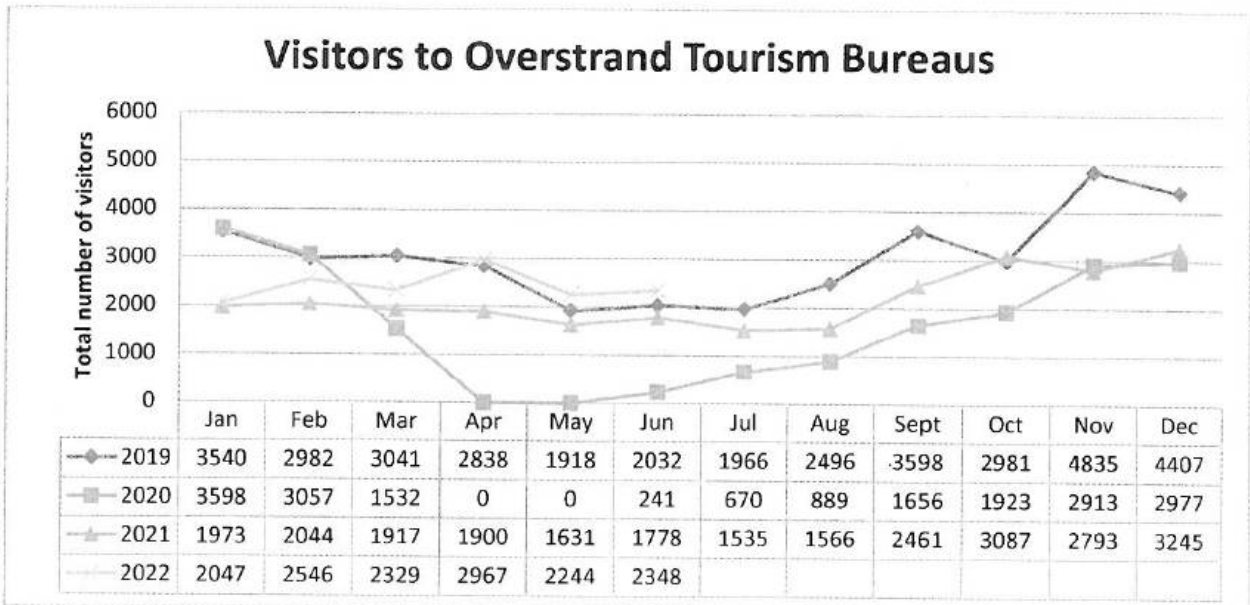
VISITOR INFORMATION CENTRES

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.

June saw an increase to figures in the previous years, even to 2019. This can be contributed to the relaxation of travel regulations although the higher fuel prices might impact on visitor spend in the destination.

Noticeable was the return of tour buses and Indian groups. The most common requests in June were for

hiking, wine tasting, events such as the upcoming Hermanus FynArts Festival and whale watching. Visitors 9/9 from the UK, Germany and the USA topped the foreign market segment with French and Indian visitors visible in the region. Most digital engagement from outside the Overberg comes from Stellenbosch.



NEEDS/ASSUMPTIONS

Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. June recorded a 32% increase on 2021 and a 16% increase on 2019.

RESOURCES

Staff employed at VICs

Email

WhatsApp

ACTIVITIES

- Answering telephone enquiries and assisting walk-ins
- Social media and website updates
- Providing information to Overberg District Municipality, DEDAT and Overstrand Municipality
- Recording visitor stats for Wesgro
- Training and staff development
- Product liaison and educational visits
- Stakeholder engagement
- Selling of tickets for festivals and events
- Market support in terms of communication with traders and promoting event
- Event support in terms of permit application assistance and social media exposure
- Participating in beach clean-ups
- Updating and distributing weekly event calendar

SHORT/MEDIUM TERM OUTCOMES

Being a point of enquiry for the local community, business community and government.

LONG TERM OUTCOMES

An informed community

Provincial and National Government updated with Cape Whale Coast and Overstrand information

PERFORMANCE MATRIX

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 and community information. The steady increase is welcomed and the low rate of walk-ins at Hermanus points to a change in traveller behaviour.