



## **PORTFOLIO COMMITTEE MEETING**

### **FINANCE & TOURISM**

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

**DATE :** 27 JUNE 2022  
**VENUE :** AUDITORIUM, CIVIC CENTRE,  
HERMANUS  
**TIME :** 09:00

# **OVERSTRAND MUNICIPALITY**

Office of the Municipal  
Manager  
Municipal Offices  
HERMANUS

**21 June 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 **27 JUNE 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**

# FINANCE & TOURISM PORTFOLIO COMMITTEE

27 June 2022

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APPLICATIONS FOR LEAVE OF ABSENCE

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CHAIRPERSON

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**AGENDA of the  
Portfolio Committee : Finance & Tourism  
27 June 2022  
(Also the agenda for the Mayoral Committee Meeting : 27 June 2022)**

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**OPENING**

**APPLICATIONS FOR LEAVE OF ABSENCE**

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

- Feedback on Municipal Accounts
- Cost of Fighting a Fire

**AGENDA of the  
Portfolio Committee : Finance & Tourism  
27 June 2022  
(Also the agenda for the Mayoral Committee Meeting : 27 June 2022)**

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

9/1/2/2

F Lloyd

14 JUNE 2022

Tourism Manager

(028) 313 5022

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**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 May 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**

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  
27 June 2022  
(Also the agenda for the Mayoral Committee Meeting : 27 June 2022)**

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**9. Comments from other Departments, Divisions and Administrations**

None

**10. Annexures**

Annexure A: Tourism Report

**RECOMMENDATION:**

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

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**27 JUNE 2022**

**AGENDA of the  
Portfolio Committee : Finance & Tourism  
27 June 2022  
(Also the agenda for the Mayoral Committee Meeting : 27 June 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 27 June 2022 had formally sat.

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

**9/1/2/2**

**F Lloyd**

**14 JUNE 2022**

**Tourism Manager**

**(028) 313 5022**

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**THIS MATTER SERVED BEFORE THE FINANCE & TOURISM PORTFOLIO COMMITTEE ON 27 JUNE 2022, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION**

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**27 JUNE 2022**

## CAPE WHALE COAST TOURISM

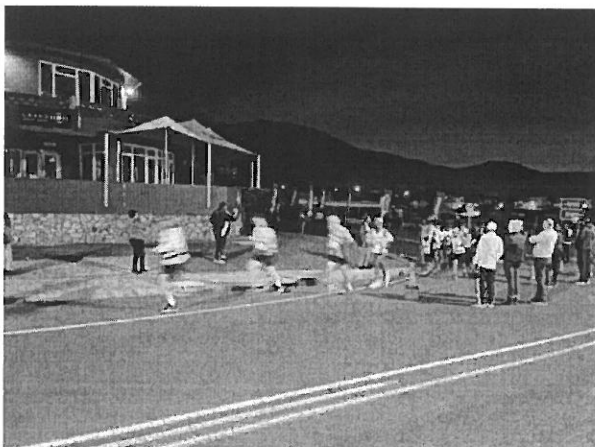
### REPORT: MAY 2022

May saw two opportunities for face-to-face meetings of the travel trade – the first since 2019. These were the Africa Travel Indaba, and We Are Africa. Africa's Travel Indaba was held from 2 – 5 May. Overstrand Cape Whale Coast Tourism was in attendance in Durban as part of 655 exhibitors and 955 buyers from 55 countries. Although the attendance numbers were below the 2019 numbers it was important to remind buyers of our destination. We Are Africa followed on 18 and 19 May at Cape Town Stadium. This opportunity had luxury African Travel Brands showcasing their top-end tourism products. International press attended this event where Grootbos Private Nature Reserve was one of four establishments to receive the distinguished Tourism Grading Council of South Africa's Premium Five Star Rating.

#### May Highlights:

- Africa's Travel Indaba & We Are Africa Travel Trade Shows
- False Bay 50km marathon on 22 May, Kleinmond to Gordon's Bay, had 900 entrants
- Deon and Leensi Brunning received a silver award on 6 May at the International Tourism Film Festival Africa in Cape Town for their production "Nature Calls Everyone". This features Kleinmond.
- Total of 126 events were hosted in the Overstrand in May as opposed to 196 events hosted in April. This excludes regular markets and repeat events.
- The Danger Point Lighthouse, Gansbaai, reopened after a closure of 26 months for the first weekend of May and had 1000 visitors during their open days in May.
- Baardskeerdersbos NG Church celebrated 100 years on the weekend 28 – 29 May. Approximately 600 visitors in attendance during this weekend.
- Tourism participated in a Thusong Outreach in Kleinmond, Gansbaai, Hawston, Zwelihle and Stanford
- 26 Mother's Day events on 8 May

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



# 1. JOB & SKILLS DEVELOPMENT INITIATIVES

Target Audience: Overstrand Youth / Entrepreneurs

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<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. All opportunities are communicated either through email / notices / adverts / social media platforms and WhatsApp groups.
<b>ACTIVITIES</b>
<b>LEARNERSHIP PROGRAMMES:</b> Food Assurance Programme <ul style="list-style-type: none"><li>- 22 Participants allocated to Overstrand. 5 found permanent employment.</li><li>- Positive feedback from host employers. Interested in permanently employing majority of the learners</li><li>- Graduating in August 2022</li></ul> Tourism Monitors Programme <ul style="list-style-type: none"><li>- 28 students allocated to the Overberg region.</li><li>- 12 students allocated for Overstrand</li><li>- Learners with host employers</li><li>- Graduating in November 2022</li></ul> WESSA (Wildlife and Environment Society of South Africa) Blue Flag Beach Stewards Programme <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><li>- Programme completed and graduating in June 2022</li></ul> Boland College Learnership Programme <ul style="list-style-type: none"><li>- 2 Boland College allocated to Hangklip Kleinmond and Gansbaai Tourism respectively</li><li>- Practical training to obtain Diploma</li><li>- Busy with practical training at Visitor Information Centres</li></ul> Youth Employability Programme <ul style="list-style-type: none"><li>- Initiative through the Grootbos Foundation to offer employability skills and practical experience to prepare for work journey.</li><li>- Closing date: 30 June 2022</li></ul> NGO Ekuphumleni Empowerment Solutions <ul style="list-style-type: none"><li>- 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.</li></ul> Tourism Outreach Collaborations <ul style="list-style-type: none"><li>- Tourism participated in various outreach initiatives in the month of May. The purpose of these initiatives was to inform the public on the various services and opportunities available to them through Tourism. These include:<ul style="list-style-type: none"><li>- Communication Departments Outreach in Hawston</li><li>- LED Outreach - Overstrand</li><li>- Thusong Outreach – Kleinmond &amp; Stanford</li></ul></li></ul>
<b>SHORT/MEDIUM TERM OUTCOMES</b>

Temporary employment and accredited training	5
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	

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## 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		
Craft Design Institute (CDI)	Potential Collaboration: District Municipality and CDI - National Lottery Commission Funding Application	Partnering with district/local municipalities to work with groups of local creative practitioners to support and develop market ready products; and provide access to markets. Overstrand submitted information to collaborate on this initiative.
Department of Economic Development and Tourism's	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 <sup>st</sup> May – 2 <sup>nd</sup> June 2022 Circulated to tourism stakeholders on various platforms

Wesgro Easter Survey distributed to businesses.	<a href="https://www.surveymonkey.com/r/XS3K33L">https://www.surveymonkey.com/r/XS3K33L</a>	Participation in Western Cape data collection re recovery.
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

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**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.

<b>NEEDS/ASSUMPTIONS</b>			
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.			
<b>RESOURCES</b>			
Webinar	Zoom meetings	Tweet-Ups	WhatsApp Discussion groups
<b>ACTIVITIES May 2022</b>			
2 - 5	Africa Travel Indaba, Durban.		
5	30 medical professionals participated in Amazing Race, Hermanus. Tourism facilitated activities.		
9	WWF info session Mthimkhulu Village, Kleinmond, establishment of marine heritage site		
10	Hermanus Business Chamber meeting re Ontbytsake production		
12	Road Transport Licensing Committee meeting approved road signage for Thatch House		
12	Marine Dynamics/Dyer Island Conservation Trust Marine Evening, Auditorium, Hermanus		
13	WWF Socio-economic and climate future discussion, Mthimkhulu Village, Kleinmond		
13	15 Hermanus Accommodation establishments representatives networking at Can'Ds.		
14	Lemm's Corner introduced new Vintage Market to be held on Saturdays.		
16 – 20	Economic Development, Social Development & Tourism Outreach		
18	International Museum Day with high school speech contest		
18,19	We Are Africa activation, Cape Town Stadium		
20	Certificate hand out for Municipal Mentorship Programme, University of Stellenbosch.		
22	False Bay 50km Marathon from Kleinmond. Attended, took photographs, social media posts		
26	Tourism Managers Meeting Hermanus		
27	Western Cape Food Safety Meeting, Zoom		
27	Last Stanford Sunset Market for season, Launch of Stanford Culinary Festival (29 – 2 Oct)		
28, 29	Baardskeerdersbos Eeufees attendance, social media postings		
30	Child Protection Week started		
<b>SHORT/MEDIUM TERM OUTCOMES</b>			
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.			
<b>LONG TERM OUTCOMES</b>			
Providing information to Overstrand Cape Whale Coast tourism role players and understanding challenges faced by this sector.			
<b>PERFORMANCE MATRIX</b>			
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**

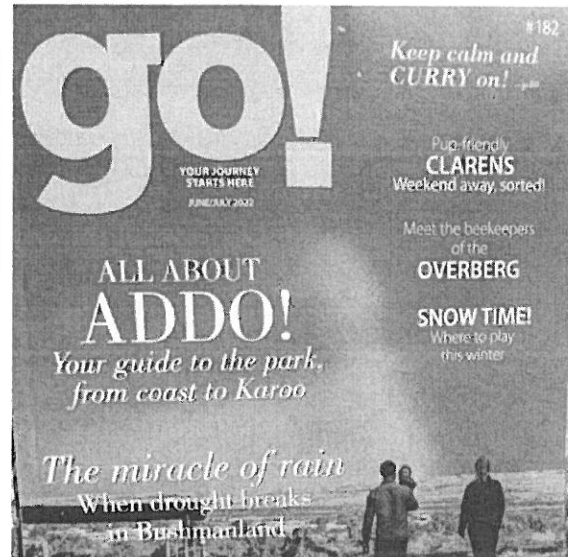
Overstrand Tourism exhibited at Africa’s Travel Indaba held from 2 – 5 May in Durban and We Are Africa 18, 19 May in Cape Town. Overstrand Tourism was part of the Wesgro Western Cape pavilion.

Indaba was noticeable quieter than WTM Africa and 27 meetings were held with buyers over the 3 days.

We Are Africa showcased the best of African tourism brands and operators and had more than 800 attendees promoting the South African tourism offerings to the world. This direct engagement with the travel trade has great value in ensuring that the Overstrand stays top of mind when travel is considered.

A new Hermanus restaurant, Perlemoen, was launched with great interest. The restaurant, situated in the Old Harbour, is open for breakfast and lunch only and features many perlemoen dishes on its small menu and adds value to the gastronomy and heritage offerings. NakiTula is a new shop that offers local crafts in Kleinmond. This shop supports local entrepreneurs.

Possibly one of the Overstrand's best marketing opportunities comes from the annual visit of the Southern Right Whales from June till November. The first Southern Right was spotted ahead of the whale season on 27 May and received much media coverage.



A Taste of the Overstrand at We Are Africa & Beekeepers of the Overstrand, Go Magazine

<b>NEEDS/ASSUMPTIONS</b>		
Reaching out to travellers, the travel trade and tour operators to ensure updated information on the destination and the tourism products available.		
<b>RESOURCES</b>		
Social media	Digital platforms	Printed media
<b>ACTIVITIES</b>		
<ul style="list-style-type: none"> <li>Go Magazine June/July 2022 featured 4 Overstrand beekeepers in an article Beekeepers of the Overberg.</li> <li>CNN, Inside Africa – “Go behind the scenes of South African winemaking” featuring Hemel-en-Aarde wine personalities and wineries Hamilton Russell Vineyards, Bouchard Finlayson, Tesselaarsdal Vineyards and Creation Wines. <a href="http://www.cnn.com/video/data/2.0/video/tv/2022/05/17/inside-africa-wine-science-innovate-travel-spc.cnn.html">http://www.cnn.com/video/data/2.0/video/tv/2022/05/17/inside-africa-wine-science-innovate-travel-spc.cnn.html</a></li> <li>China Global Television Network (CGTN) interview on 26 May for a broadcast on DSTV. Network correspondent, Julie Scheier, interviewed Executive Mayor Dr Annelie Rabie on the impact of the Covid pandemic on the hospitality sector.</li> </ul>		
<ul style="list-style-type: none"> <li><b>SHORT/MEDIUM TERM OUTCOMES</b></li> </ul>		
Information dissemination and updates on travel readiness, developments within destination and news about new products and changed products.		
<b>LONG TERM OUTCOMES</b>		
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.









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PERFORMANCE MATRIX

Updating digital platform with up-to-date information.

Below are the different Overstrand Cape Whale Coast social media handles with its following. A post on the new restaurant in the Hermanus Old Harbour reached almost 48 000 people. 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. The rise of social media led to the development of two-way communication between destinations and customers and customers to customers. Overstrand Cape Whale Coast benefits from this impact with a focused communications calendar.

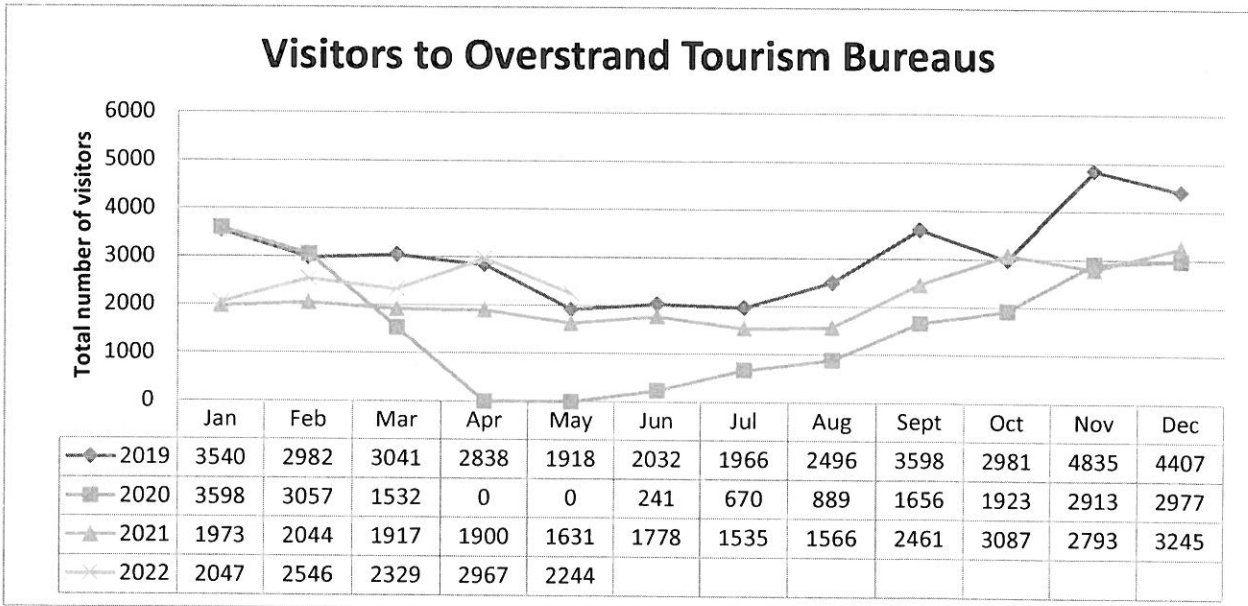
The image shows three screenshots of social media posts. The first is a Facebook post from 'Hermanus Tourism Bureau' about a new restaurant, with 47,721 views and 2,240 interactions. The second is an Instagram post from 'Hermanus Tourism Bureau' about a sunset, with 9,708 views and 305 interactions. The third is an Instagram post from 'Cape Whale Coast' about a whale, with 5,683 views and 84 interactions.

			Instagram Posts	
	9603	2938	854	4483
	7173	1698	437	1671
	12 712	6471	671	5793
	7 769	2634	1635	3465
	10 692	2112	659	3632

	f	Instagram	Twitter	#
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond-Tourism	kleinmondtourism	@hongklipT	#kleinmondTourism#HangklipT
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#nyhermanus#hermanus
	stanfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

**VISITOR INFORMATION CENTRES**

Target Audience: Domestic and international visitors and local communities.



All 4 Tourism Visitor Information Centres (VICs) are now connected to the Overstrand Municipality’s telephone and network system. This meant a change in phone numbers and email addresses that was managed and communicated to all stakeholders. The brochures for the different areas were redesigned and printed to project a similar look. Branding has been updated to Overstrand Cape Whale Coast.

May saw a decrease in April and this could be contributed to the many public holidays as well as the many events hosted during April. Noticeable was the return of tour buses and Indian groups. The most common

requests were for hiking in Fernkloof and along the coastal path, wine tasting and events such as the upcoming Hermanus FynArts Festival. Visitors from the UK, Germany and the USA topped the foreign market segment with French and Indian visitors visible in the region. One accommodation establishment with 69 rooms reported their best May since 1981.

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<b>NEEDS/ASSUMPTIONS</b>		
Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. May recorded a 38% increase on 2021 and a 17% increase 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>• Selling of tickets for festivals and events</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>• Participating in beach clean-ups</li> <li>• Updating and distributing weekly event calendar</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		
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 and community information. The steady increase is welcomed and the low rate of walk-ins at Hermanus points to a change in traveller behaviour.		

