

**AGENDA of the
Portfolio Committee : Finance & Tourism
12 June 2023
(Also the agenda for the Mayoral Committee Meeting : 12 June 2023)**

**1.
TOURISM MONTHLY REPORT : APRIL & MAY 2023 AND TOURISM STRATEGY**

**F Lloyd
2 June 2023**

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 April and May 2023. The tourism strategy is also submitted for consideration.

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

Most important for the past two (2) months, was the attendance of the Africa Travel Indaba which was held in Durban. For the first time Overstrand Tourism had an independent stand with representation by the Executive Mayor, the Municipal Manager and Tourism Managers. Dialogue was held with Overstrand Tourism stakeholders and these conversations will impact on future strategies.

7. Financial Implications

None

8. Staff Implications

None

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9. Comments from other Departments, Divisions and Administrations

None

10. Annexures

Annexure A: Tourism Report : April & May 2023

Annexure B: Tourism Strategy

RECOMMENDATION:

1. that the tourism report for April and May 2023 **be noted**; and
2. that the Tourism Strategy **be considered**.

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

12 JUNE 2023



APRIL & MAY 2023 REPORT

Two long weekends in April contributed to one of the most profitable months in the past 3 years for Overstrand businesses. During May Overstrand Tourism represented the region at the 2023 Africa's Travel Indaba with an independent stand. Overstrand Tourism successfully submitted a project proposal to participate in the Craft Design Institute's product development and market access workshops made possible with National Lottery Funding.

Twelve junior cooks competed in Warwick's Chefs School Overberg Aspiring Chef of the Year competition. This competition supports the Overstrand's acknowledgement as a UNESCO Creative City of Gastronomy.

Tourism Summary:

- Tourism joined the Mayoral Easter Welcome Campaign in Kleinmond welcoming visitors for the Easter Weekend.
- Die Bloubakkie featured by Platteland Magazine.
- Corinne de Haas Ceramics of The Potter's Gallery Kleinmond mentioned in 2023 EatOut Guide for her ceramic tableware. Madre's Restaurant in Stanford mentioned as one of 250 top restaurants in South Africa.
- In Kleinmond Seabiscuit Coffee Shop, Bistro 14 & Carry Me Home started opening for dinner two days a week over weekends.
- La Galerie Restaurant rebranded to The Pringle.
- The Western Cape Open Boxing Championships hosted in Zwelihle in April.
- Harold Porter recorded 6432 visitors vs 5352 visitors in April 2022.
- Stony Point recorded 6425 visitors in April 2023 vs 2185 in April 2022.
- Betty's Bay Parkrun hosted 1238 runners and 128 volunteers over 5 events in April compared to a 1064 total in April 2023.
- 211 events recorded in Overstrand for the month of April. 196 events recorded in April 2022. An 8% increase.
- Hermanus High School hosted the annual Nowan Cornelius Sports Festival from 1-3 April 2023 with 280 scholars from Worcester, SACS, Rondebosch, Stellenbosch and Villiersdorp competing. This event boosted accommodation during the first weekend of April.
- 211 entries for the first Whale Coast Half Marathon
- Gansbaai Food & Wine Festival hosted approximately 1000 guests over 2 and half day festival.
- Seventh Walkerbay Outdoor weekend event hosted in Hermanus.
- Overstrand ranked third in Southern Africa in the iNaturalist Bioblitz City Nature Challenge 2023 with 14 190 observations.
- Stanford River Race organised with the involvement of Western Cape Canoeing. 43 participants and about 200 attendees.

- River Gate Eatery in Stanford opened in May on Fridays and Saturdays from 10:00 to 15:00.
- Bientangs Cave received a silver award from the jury of the International Tourism Film Festival Africa for their tourism video.
- Contributed to WWF Save the African Penguin 4year project launched in Betty's Bay.

1. AFRICA'S TRAVEL INDABA

Overstrand was part of this year's Indaba which featured 8629 delegates, featured 350 products and hosted 21000 meetings between exhibitors and international buyers at the three-day leisure trade show in Durban under the banner of 'shaping Africa's tomorrow, through connection today'. Having an independent stand for the first-time positioned Tourism favourably to access some of the 1000 international buyers and 1023 fellow exhibitors who showcased their products which served as a benchmark for what is offered in the Overstrand. The delegations profile was supported with the attendance of the Executive Mayor and Municipal Manager. Mayor Rabie was interviewed by the Daily News and an article "Overstrand taking its place at Africa's Indaba" featured on 2 May.

The Overstrand Tourism stand was visible and well positioned in the exhibitors hall and served as a meeting point for dialogue with travel and tourism stakeholders. Meetings were held with Overstrand tourism entities in attendance, and linkages were formalised with these businesses which included Marine Dynamics exhibiting on Cape Country Routes stand, The Marine Hotel and White Shark Projects on the African Travel and Tourism Association stand, Arabella Hotel Golf and Spa with Southern Sun, Mosaic Lagoon Lodge with Inspirational Places, Coot Club with the Classic Portfolio. Nydia Carelse of Kleinmond was hosted at the South African Tourism Hidden Gems while Grootbos Private Nature Reserve and SA Forest Adventures had their own stands in the main exhibition area. More local tourism businesses were represented by their owners roaming at the Indaba. The conversations mapped action required for local tourism development.

The objective was to showcase the best of Overstrand tourism, introduce new products and have conversations with existing and potential partners to increase the tourism footfall and value in the Overstrand. Overstrand was the only Overberg municipality represented at Indaba.

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. It also identifies potential partnerships in achieving common goals. The following tourism stakeholder engagements took place:

- Attending a Safety and Security Indaba to address safety concerns, a safety brochure was updated and distributed to the hospitality industry to ensure that visitors have access to safety numbers and are given tips to assist with making their visit safer.
- A Danger Point Lighthouse Joint Management Committee was established in line with the Memorandum of Understanding (still outstanding from Transnet's side).
- Meetings in different Overstrand towns are attended and input on tourism matters provided. In Kleinmond there is a committee reviewing the Hangklip Kleinmond Tourism Strategy and initiating new projects to promote the region.
- At Stony Point Penguin Colony WWF Kleinmond has embarked on a four-year project to save the African Penguin.
- In Hermanus the conversation is centred around CBD development and increase 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.

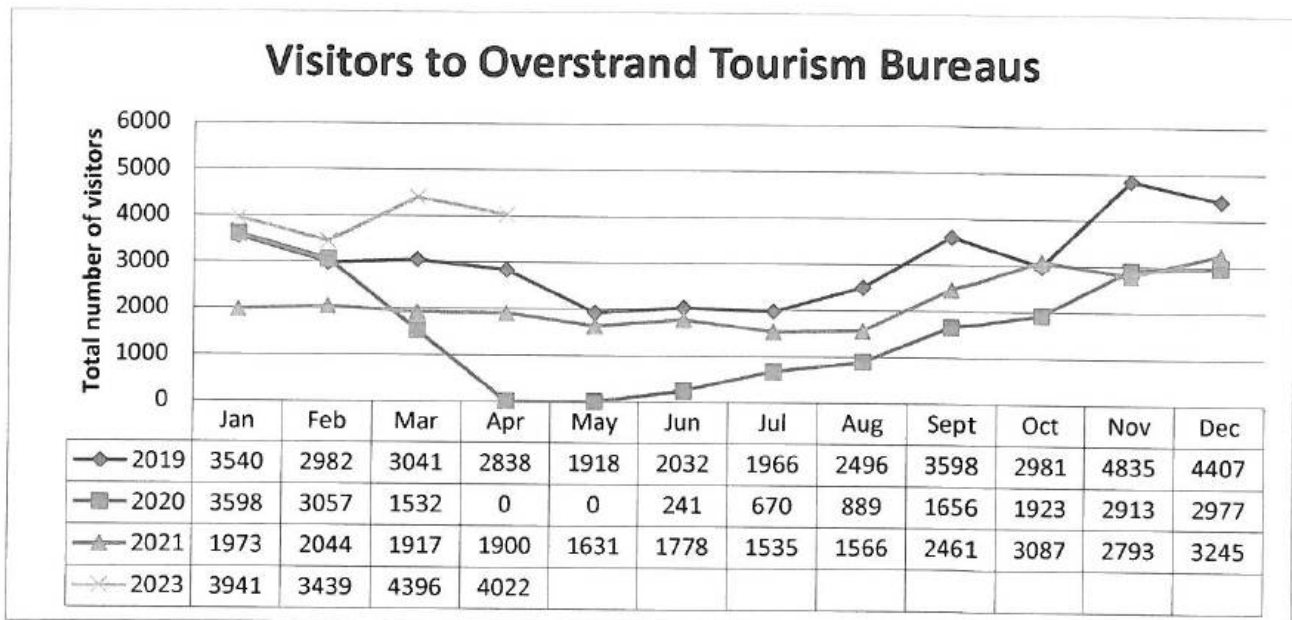
3. VISITOR INFORMATION CENTRES

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.

April recorded the highest visitor numbers for this month since 2019. The top five international markets are: UK, Germany, Netherlands, France and the United States. The source markets are not as defined as 3 years ago and the Overstrand sees visitors from many countries. 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.



Visitors to the info centres ask for maps and personal recommendations on what to do and where to go.

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 Economic Development Partnership, Amathuba Collective and Harambee Youth Employment Accelerator during the Jobs Summit regarding opportunities for the youth.

LEARNERSHIP PROGRAMMES

Wine Service Training Programme

25 participants recruited for Hermanus for 3-month training.

National Dept of Tourism funded.

Food Safety Assurers Skills Programme

25 trainees recruited for Hermanus & 25 for Gansbaai for 3-month training.

National Dept of Tourism funded.

Food Assurance Programme

22 Participants allocated to Overstrand of which 5 found permanent employment and 1 unfortunately passed away in an accident.

15 Learners graduated and were all offered placement with their host employers.

Information is disseminated regarding news and opportunities and included:

- Grootbos Foundation Entrepreneurship Programme closing 24 Feb 2023.
- National Youth Development Agency (NYDA) applications for training programmes with National Electronic Media Institute of South Africa (NEMISA) closed 28 Feb 2023.
- Finance and Accounting Services Sector Education and Training Authority (FASSET) Internships & Technical Vocational Education Programme (TVET) Workplace Based Experience (WBE) Programme. Closed 13 Feb 2023.
- Dept of Economic Development and Tourism (DEDAT) skills survey for tourism industry.

5. BUSINESS SUPPORT

Upskilling and facilitating training of SMMEs and entrepreneurs to participate in the Overstrand tourism economy remains part of Tourism's focus. This includes:

- dissemination of information relating to funding opportunities for business,
- communication of available opportunities,
- assistance with mentoring,
- support for event applications to gain funding,
- assistance with permit applications.

BUSINESS SUPPORT ACTIVITIES

ACTIVITIES		
Western Cape Regional Tourism Network	Workshop of tourism role-players	Western Cape meetup and Overberg presentation.
Overstrand Whale Boxing Club	Hosted the Provincial Boxing Championship in Zwelihle on 29 th & 30 th of April 2023.	Tourism provided support through events funding & marketing.
Ekuphumleni Empowerment Solutions	The group of 20 youth will be participating at the Race to Hermanus on 24 th of June 2023.	Tourism assisted with support through providing transport & marketing.
The Craft Design Institute (CDI)	Submitted proposal for developing product of place through the National Lottery.	Proposal approved to assist 40 individuals for a period of 6 months to develop market ready products.
Amathuba Collective	Micro Business Support	Micro business aid in terms of staff support.
WWF-Kleinmond	Rethinking tourism in Hangklip Kleinmond area.	Opportunities for new business Sesonke Eco Tours and tourism development for Hangklip Kleinmond.
Dept of Public Works	New Harbour Development	Hosting of events and training.
Tourism VICs	Access to Market	Providing trading space to local product owners for income generation and business opportunities.

Isipho Sam	Masakhane female crafters assisted with product development and market access.	Exhibition of products at Gansbaai Tourism.
Information dissemination through various social media platforms and emails.	Business & Funding opportunities shared with SMME's / Entrepreneurs.	<p>2 May G4J Tourism Challenge Fund by Department of Economic Development & Tourism. Closing 22 May 2023.</p> <p>2 May Green Tourism Incentive Programme (GTIP) 8th APPLICATION WINDOW OPEN 2 May - 30 June 2023. Department of Tourism.</p> <p>5 May Western Cape Government Community Development Workers free training 8 May Hawston Thusong Centre.</p> <p>11 May Occupational Certificate: Chef NQF 5 - 3 Yr. Programme SETA funded by G&D Training.</p> <p>17 May Mthimkhulu Community Development End Computing & Office Administration Course. Closing 19 May.</p> <p>17 May Mthimkhulu Community Development Barista & Waitron Training. Closing 19 May.</p> <p>22 May Action Coach Business Breakfast Seminar 30 May Hermanus Golf Club.</p> <p>23 May Marketing Administrator position available at Thozza Tours Hermanus</p>

6. 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.

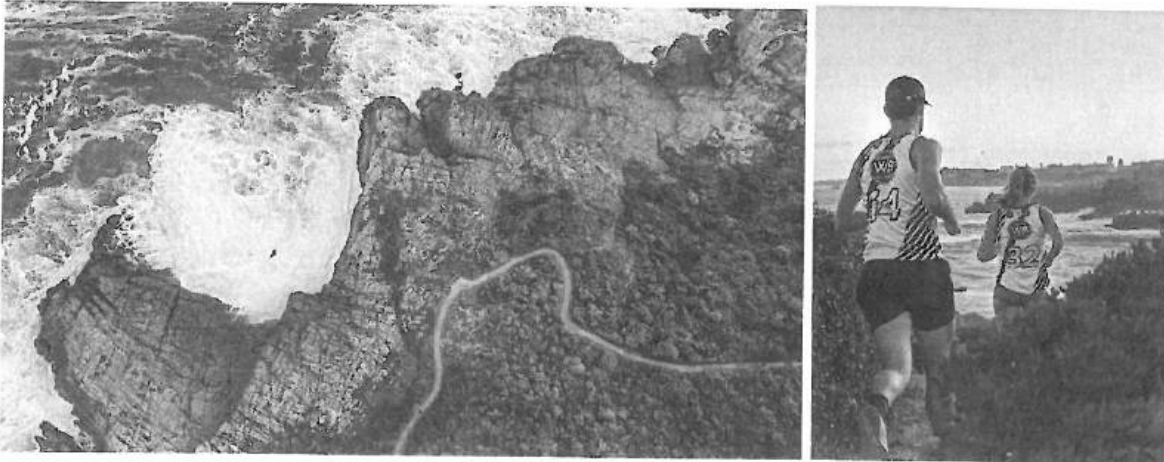
- Walkerbay Outdoor with 11 events and a total of 1102 entries. The most popular events were the mountain biking and trail runs.
- Whale Coast Half Marathon 211 participants.
- Lighthouse2Lighthouse Walk 59 ladies walking 100kms.
- Stanford River Race 45 entries and 200 spectators.

Nature based tourism remains popular and strengthens the Overstrand's role as a responsible tourism destination and wellness hub inviting visitors to take an interest in and experience the flora and fauna while protecting the environment. This includes:

- Five Blue Flag Beaches.

- Coastal and mountain paths.
- Tidal pools.

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



Film Permit Application

Piers Caldwell of The Umbrella Men 2 given permission for film shoot 2 – 4 May in De Kelders with a crew of 65 people. With a crew this size staying overnight in the Overstrand filming is making a substantial contribution to the local economy. R29 090 invoiced.

Assisted with the following events applications.

- Walkerbay Outdoor

Weddings approved on payment of R1659 each:

- 1 April 12:00 – 14:00 R Matinka, Lawn in front of Marine Hotel
- 15 April 11:00 – 18:00 Kim McLaughlin, Davies Pool Onrus
- 22 April 10:00 – 12:00 Kim Viljoen, Grotto Beach Hermanus

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.

7. 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. 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.
- Carry Me Home Restaurant & Deli featured in Farmers Weekly – 3 March 2023.
- Stanford farmers featured in Farmers Weekly 3 March 2023.
- Stanford featured in Platteland Toe on KykNET.









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 Cape Town, Overstrand, Pretoria, Port Elizabeth, and Johannesburg.
- 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.

May 2023			Instagram Posts	
	11 298	3340	975	4626
	8 076	1877	560	1710
	14 850	8337	854	5915
	8 233	3046	1768	3489
	11 244	2394	743	3645

				
	whalewatchingsouthafrica	whalecoastsa	@whalecoastsa	#capewhalecoast
	Hangklip-Kleinmond-Tourism	kleinmondtourism	@hangklipT	#findyourselfinkleinmond
	Hermanus-Tourism_Bureau	hermanustourism	@HermanusTourism	#myhermanus#hermanus
	stanfordtourism	visitstanford	@HermanusTourism	#visitstanford#stanfordtourism
	Gansbaai-Tourism	gansbaai_tourism	@GansbaaiTourism	#Gansbaai

SOCIAL MEDIA INSIGHTS:

Content

Create a post

Last 60 days

Date



Celebrating 20 Lighthouse 2 Lighthouse Ladies walks at Hermanus Golf Club. R700020 was handed over to Izibusiso Home in Zwelihle as well as R8500 to 13 other Overstrand charities. R10000 given to Mark Robson's One Life charity. Izi angel Laetitia Coetzer raised the most...
Fri, 12 May

Post reach 7,255 Engagement 1,222

Boost post



Indaba Days. Tourism businesses at Africa's Travel Indaba connecting Overstrand with travel and tourism role players.
Thurs, 11 May

Post reach 6,658 Engagement 917

Boost post



Africa's Travel Indaba Day One in Durban - Shaping Africa's tomorrow through connection today. Overstrand is part of the conversation! #travelindaba2023
Mon, 8 May

Post reach 2,175 Engagement 282

Boost post



The first Southern Right Whales of the 2023 season were spotted by Herman de Vries of Walkerbay Adventures this morning. Have a look at the amazing videos. Welcome Southern Right Whales!
Sun, 7 May

Post reach 1,413 Engagement 265

Boost a Post



We've hosted the Absa Cape Epic, the past weekend was the Walker Bay Outdoor, the Race2Hermanus is coming... and then Western Cape Government cycled in and visited the region on bicycles! Bottomline, if cycling is your game, Overstrand is your turf. #mtb...
Fri, 5 May

Post reach 738 Engagement 99

Boost post



As we wait for the Southern Right Whale to return to our shores in June, the South African Reserve Bank brought an early arrival - on the new South African R5 coin. And then there's our national flower, the protea, replacing the springbuck. The springbuck will hop...
Fri, 5 May

Post reach 22,489 Engagement 2,659

Boost post

Page overview

See more insights

Followers: 11,069

Last 28 days

Post reach

116,833

Post engagement

23,431

New Page likes

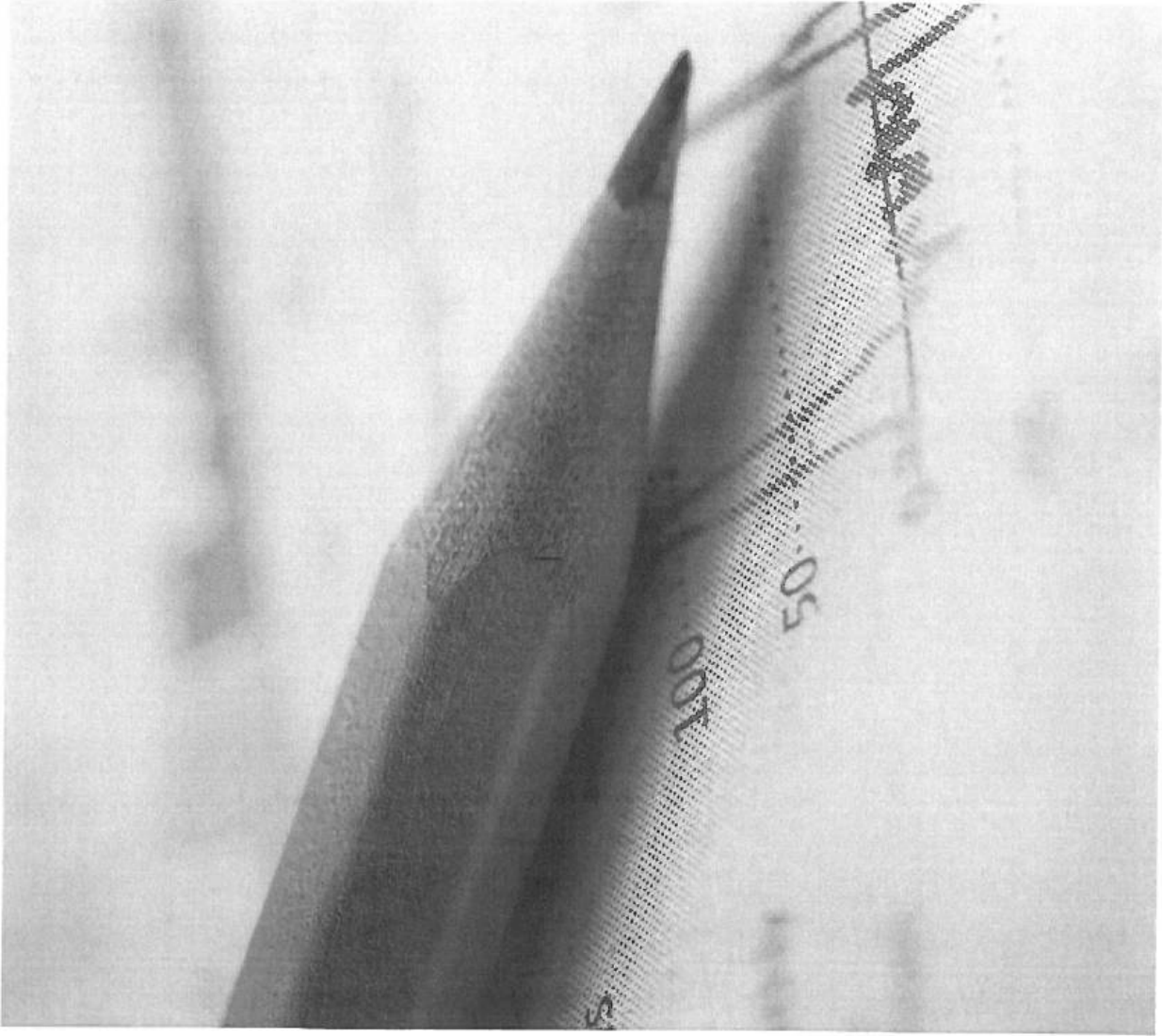
90





OVERSTRAND CAPE WHALE COAST TOURISM MARKETING STRATEGY (2023 - 27)

MAY 2023



The 2023-27 Tourism Marketing Strategy outlines a roadmap for the Overstrand Municipality and industry partners to collaborate on creating a destination to visit and enjoy. It shall further articulate activities that will enable sustainable economic growth.

**CREATING A FIRST-CHOICE
DESTINATION FOR ALL**

22/22

EXECUTIVE MAYOR AND MM MESSAGES

OBJECTIVES OF THE STRATEGY

- Renew focus on domestic markets,
- Raise the profile of the destination,
- Grow visitor numbers and yield,
- Ensure Overstrand wide benefits and growth,
- Address seasonality,
- Improve customer satisfaction (quality and service excellence),
- Develop industry partnerships.

APPROACH TO TOURISM MAKETING AND PLANNING

UNIQUE SELLING POINT (USP)

- Marine big five (whales, dolphins, seals, penguins, sharks)
- Best land and boat whale watching
- Scenic beauty
- Blue Flag Beaches (5)

TARGET AUDIENCE

- Adrenalin junkies
- Fine Food & Wine lovers
- Mountain Bikers
- Wedding & honeymoon seekers
- Recreational Fishers
- Adventure Seekers

Measure impact & growth through reliable information sources and make information available - / - Ensuring that the brand is well known and kept into people's minds.

DATA UTILISATION

- Google analytical tools
- Websites

Best way and where and what message to push to reach visitors

BRANDING OF DESTINATION

- Making the brand recognizable,
- Use of tag lines that say something,
- Standing out from others,
- Creating hashtags for social media use,

Establish trust and platforms for engagement, the municipality is host to varying socio-economic conditions and context therefore, it should stay in touch with trends as to assist communities to strive.

INVOLVE STAKEHOLDERS

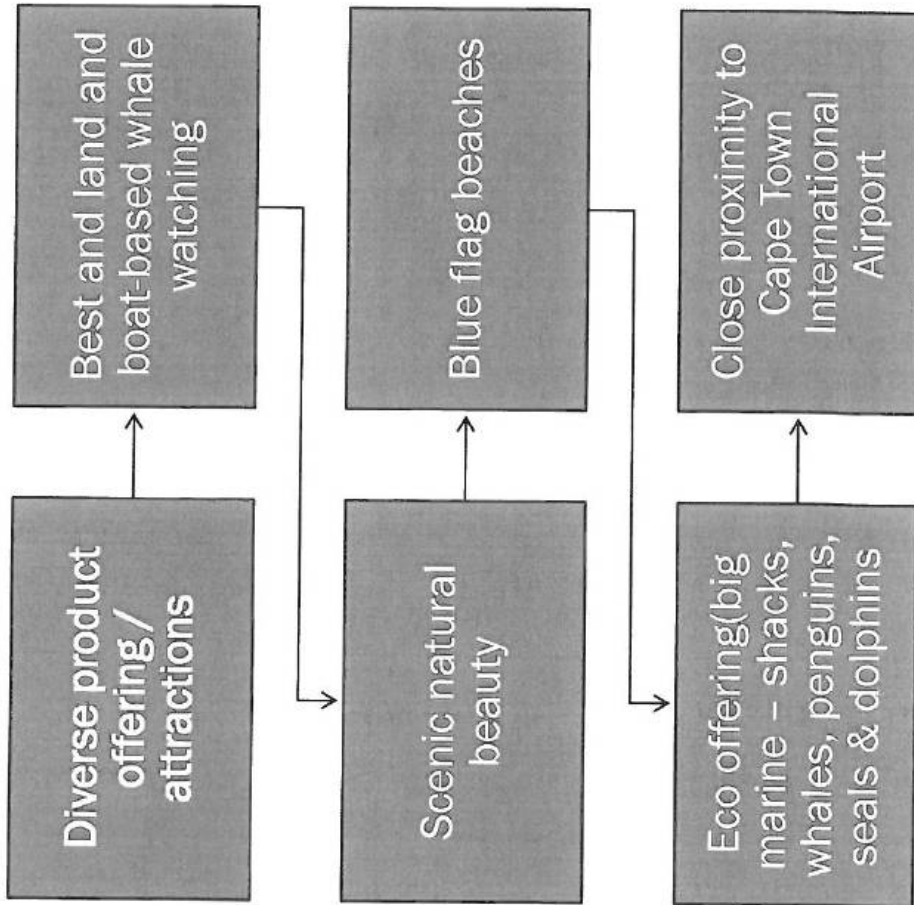
- Understanding stakeholder needs and interests.
- Unifying strategies that can work for all.
- maximize visitor interest by allowing use of wider branding by stakeholders.

WEBSITE CREATION & UPDATE

- Enhance website with photos, itineraries.
- Whale Crier social media links.
- Updates on events and festivals.
- Updates on products.

SWOT ANALYSIS

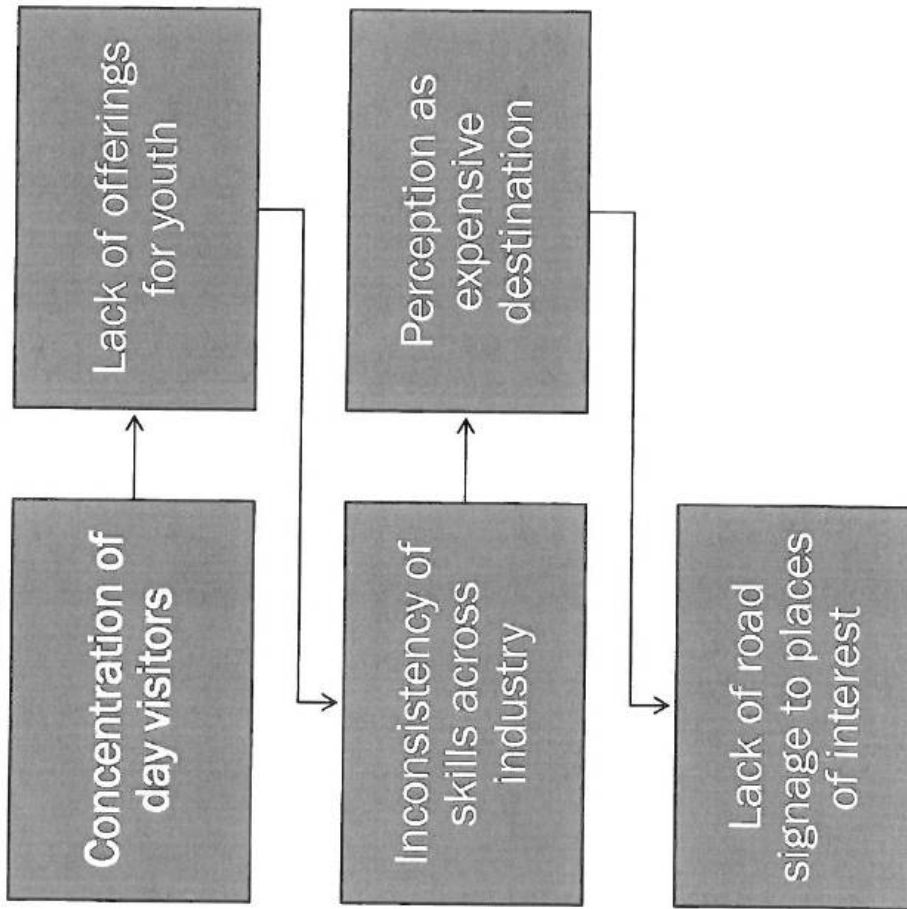
STRENGTH



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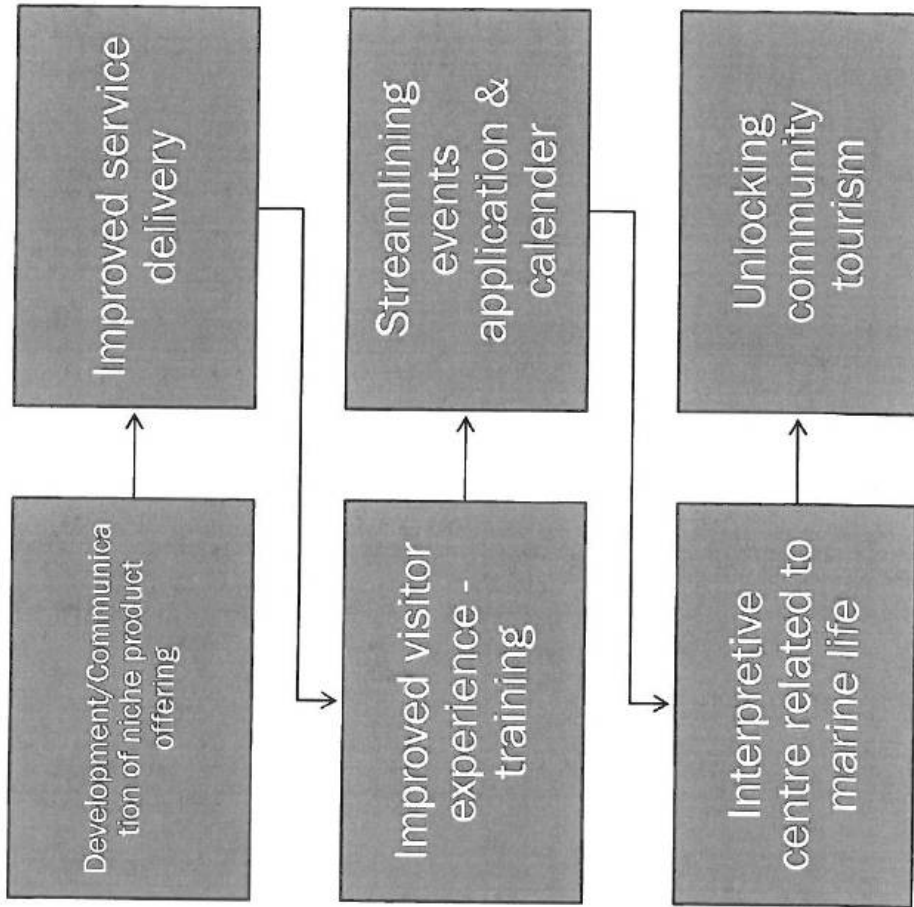
SWOT ANALYSIS

WEAKNESS



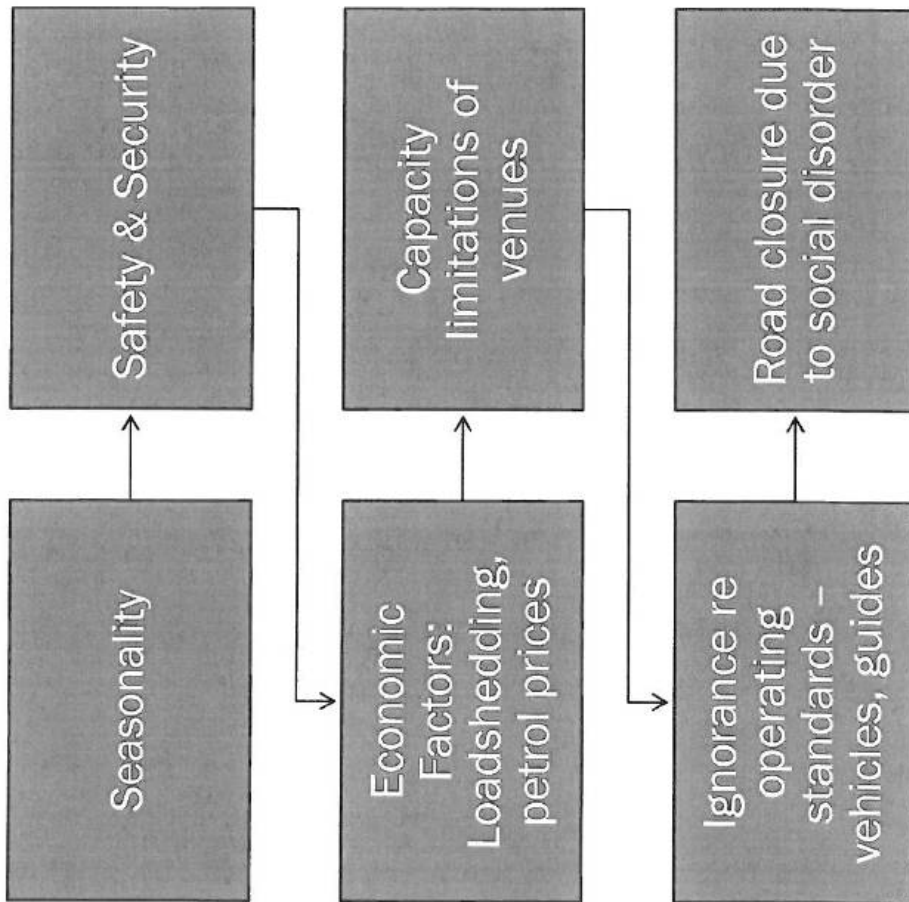
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SWOT ANALYSIS OPPORTUNITIES



26/10

SWOT ANALYSIS THREATS



11/26

TOURISM IN THE WESTERN CAPE (Tourism Blueprint 2030)

To place the industry on a more robust growth trajectory, the Western Cape will prioritise five components:

- Tourism infrastructure
- Tourism product development
- Destination marketing
- Visitor services
- Institutional arrangements and regulation

GROWING THE REGIONAL PRODUCT BASE

Destinations are places that attract visitors for a temporary stay and range from continents to countries to states and provinces, to cities, to villages, to purpose-built resort areas.

Building the district product base is an essential component of Tourism Blueprint 2030. Towards this end, social media conversation drivers were identified for each of the six districts. Also, an attraction audit was conducted to determine primary, secondary and tertiary attractions.

Based on the available product base, gaps and opportunities were identified for each district . The Blueprint outlines the opportunities, and this section must be read in line with proposed actions for tourism growth in the region.

https://www.westerncape.gov.za/assets/departments/economic-development-tourism/dedat_tourism_blueprint_report_final_draft_pdf.pdf

OVERSTRAND MUNICIPALITY PROMINENT TOURISM PRODECTS
 (see catalogue of available products)

SERVICES AND TOURS	CONFERENCE & SPECIAL EVENTS	OUTDOOR / INDOOR ATTRACTIONS	CULTURAL
Creating routes for ease of navigation between attractions/products/villages/towns.	Database of conference/wedding/events venues with capacity figures.	Suitable for adrenaline seekers, eco-tourism products for indoor and outdoor experiences.	Experience the culture, art and heritage buildings preserved for a visitors enjoyment.



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TOURISM PRODUCTS

A tourism product is the set of assets and services that are organised around one or more attractions in order to meet the needs of visitors. As displayed above the product mix in the Overstrand is well placed and promoted to ensure visitor experience that is everlasting and easily accessible and affordable to the visitor. The Overstrand is host to a diverse mix of tourism products and services that suits visitor needs.

Key ingredients of a tourism product consist of:

An attraction: The "raw materials" of the tourism product and part of the territory where the business is located. They consist of the natural and cultural resources, places and events that, by their characteristics or location in a context, awaken the visitor's interest and motivate his/her action.

Facilities and services: Tourist facilities refer to the infrastructure, equipment and services that make the tourism activity possible: the tourist enjoys the attractions and does so in a safe environment.

Accessibility: This facilitates visitors to access to the tourist destinations, including infrastructure, transport and communication services.

SUSTAINABLE TOURISM

“Gansbaai - the overall winner in the 2019 African Responsible Tourism Awards, beating 21 other finalists from around the continent in taking gold.”

Inclusive tourism is a major focus in international travel scenario . The South African record is significant as national government addresses the apartheid legacy of the historical exclusion of black communities from participation in the mainstream economy. The objective is to examine the potential of leveraging state assets for achieving a more inclusive tourism economy. The specific focus is the use of municipal assets with evidence from the Overstrand local municipality which centres upon the tourist town of Hermanus, Western Cape. This municipality has a significant basket of municipal assets which can be leveraged for tourism development, including for the potential benefit of entrepreneurs from disadvantaged communities. The results reveal that several of these assets are underperforming for the local tourism economy. The nexus of municipal asset management and inclusive tourism merits. Christian M. & Jane Rogerson – inclusive tourism and municipal assets: Evidence from Overstrand local municipality, South Africa <https://brandsouthafrica.com/responsible-tourism-200415/>

Sustainable Tourism Continued..

Sustainable tourism products are “understood broadly as meaning those that use resources in an environmentally responsible, socially fair and economically viable way, so that users of the product can meet their current needs without compromising future generations from being able to use the same resources. Overstrand is host to creative products that made it possible to be recognized as world best practices, Our efforts shall and need to ensure the preservation of these to ensure it becomes a world player to those who believe in such practices.



CATEGORIES OF TOURISM

- Nature tourism: exploring conservation areas by walking/riding in forest, mountain or beach, navigation in rivers and oceans, observation of flora, fauna and other natural attractions such as waterfalls, caves, etc.
- Experiential cultural tourism: living with native communities, including participation in daily life activities and various cultural events, such as music, dance and arts, rites or religious holidays, etc.
- Agri-tourism: visiting rural communities to participate in agricultural production, livestock, handicrafts other traditional agricultural activities.
- Health & Wellness Tourism: Fitness, maintaining good health, alternative treatments, stress relieve.
- Historical tourism: visiting sites to see sculptures, monuments, architecture, artefacts, local museums
- Adrenaline/sports tourism: recreational fishing, canoeing, ziplining, kite surfing, trail running, mountain biking, open water swimming, etc.
- Scientific tourism: study of flora, fauna, geology, marine life and application on conservation of biodiversity.
- Medical tourism: traveling to obtain health care.
- Business tourism: product launches, training, team building and conferencing.

TOURISM PROMOTION

Through the process of promotion, the municipality will adopt a set of means and actions designed to inform potential visitors about the tourism products and the destination. What the destination offers: attractions and attributes.

Contact with various players in the industry, travel shows such as Indaba, World Travel Market etc. are valuable platforms.

“Word of mouth” remains the main method of promotion such as TripAdvisor and digital platforms. Sharing affordable ways of exploring the Overstrand, given budget constraints.

Mindful of independent tourists who organize their own trips with help of online information and the technological advancement.

ACTIONS TO BE UNDERTAKEN / ALLOCATION OF RESOURCES

- #1 Creating a Tourism Marketing Plan for Overstrand
- #2 Drive Exposure with Digital Campaigns
- #3 Create a regional guide
- #4 Monitor digital platforms for trends and requests
- #5 Share destination videos
- #6 Create online challenges to spark interest in the destination
- #7 Showcase unique attributes of Overstrand
- #8 Focus marketing according to traveler type
- #9 Make the most of mobile
- #10 Highlight new products and offerings in area

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ALL YEAR-ROUND DESTINATION

The Overstrand is a year-round destination due to diverse activities, well spread events over the twelve months. This ensures continued visitor experiences. The Overstrand borders the City of Cape Town - a renowned tourism destination - making it easy for tourist to drive to as international and local tourists. This makes Overstrand the destination of choice when it comes to leisure.

Seasonality is used as a price determination factor and according to local product owners and municipal point of view (usage of municipal services peak periods, business performance and increase in population). The following seasonal periods can be classified as follows;

- High Season - December - February
- Mid-Season - March - April and September to November
- Low-Season - May - August

EVENTS AND FESTIVALS

(The municipality shall keep a calendar of events, allow spread throughout the year as a strategy to address seasonality)

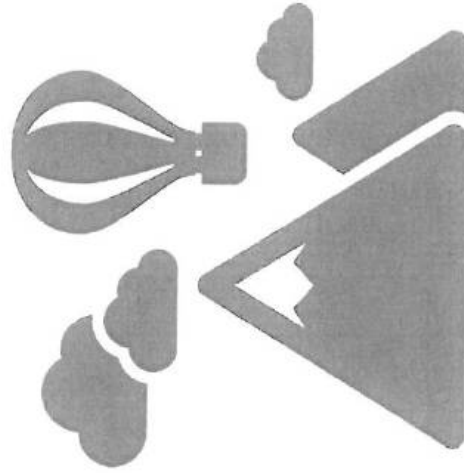
The Overstrand municipality shall base its support of events on the following principles:

- That the event industry is a dynamic and fast-growing sector with obvious synergies with tourism.
- Well hosted events have the potential to expand the visitor economy, provide media exposure, promote development, and stimulate infrastructure upgrades which include the emergence of new partnerships.
- Events allow for a more intimate and engaging experience with the visitors which ultimately leaves a lasting impression and one that is more memorable than a passive viewing of a more traditional form of advertising.
- That the main driving force for events in destination is the economic benefit derived from it.

RATIONALE TO SUPPORT EVENTS

- To attract more tourists (especially in quiet periods).
- To act as a catalyst for economic development.
- To increase infrastructure and tourism capacity.
- To foster a positive destination image.
- To contribute to general place marketing.
- Contribute to the development of the place.

Tourism offerings to take advantage of...



❖ SAME DAY VISITOR

Overstrand Municipality offers scenic landscapes for the driving enthusiast. These visitors do not spend a night. There are international day visitors who do not spend the night in the destination, they are attracted to the destination's beauty, restaurants or product offering and a domestic same-day scenic drive consuming local products advertised as taking a "Shot left". They stay less than 24 hours; they could be cruise passengers who spend the night on board a ship and visit the destination without overnighting.

Drive-thru tours, golf tours, mountain bikers, road trippers etc.

Tourism offerings to take advantage of...

- ❖ Trip to holiday home
- ❖ Adrenaline experience: ziplining, mountain biking, surfing, trail running...
- ❖ Weddings and celebrations
- ❖ Leisure weekend or holiday
- ❖ Participating in art event, festival, workshop, exhibition
- ❖ Visiting attraction
- ❖ Cruise liner visitors

THANK YOU

WELCOME TO THE BEST LAND AND SEA WHALE WATCHING / SHARK CAGE DIVING DESTINATION

