



PORTFOLIO COMMITTEE MEETING

FINANCE & TOURISM

A G E N D A

DATE : 30 MAY 2022
VENUE : AUDITORIUM, CIVIC CENTRE,
HERMANUS
TIME : 09:00

OVERSTRAND MUNICIPALITY

Office of the Municipal
Manager
Municipal Offices
HERMANUS

24 May 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 **30 MAY 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

30 May 2022

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**AGENDA of the
Portfolio Committee : Finance & Tourism
30 May 2022
(Also the agenda for the Mayoral Committee Meeting : 30 May 2022)**

OPENING

APPLICATIONS FOR LEAVE OF ABSENCE

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

- Feedback on Municipal Accounts
- Cost of Fire Fighting

**AGENDA of the
Portfolio Committee : Finance & Tourism
30 May 2022
(Also the agenda for the Mayoral Committee Meeting : 30 May 2022)**

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

**9/1/2/2
F Lloyd
16 May 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 April 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 April 2022. Statistics for social media platforms and visitor information centre walk-ins.

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

RECOMMENDATION:

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

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

13 JUNE 2022

**AGENDA of the
Portfolio Committee : Finance & Tourism
30 May 2022
(Also the agenda for the Mayoral Committee Meeting : 30 May 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 30 May 2022 had formally sat.

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

**9/1/2/2
F Lloyd
16 May 2022**

Tourism Manager

(028) 313 5022

THIS MATTER SERVED BEFORE THE FINANCE & TOURISM PORTFOLIO COMMITTEE ON 30 MAY 2022, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION

RESPONSIBLE OFFICIAL :

F LLOYD

TARGET DATE FOR IMPLEMENTATION :

13 JUNE 2022



Annexure A
1/9

CAPE WHALE COAST TOURISM

REPORT: APRIL 2022

With Easter weekend and several public holidays April was a busy month packed with events. The return of travel trade shows was welcomed after an absence of 2 years. During World Travel Market Africa more than 400 exhibitors met with 500 hosted buyers representing 20 international companies and 12 African countries. Overstrand Cape Whale Coast Tourism was represented on the Wesgro stand with Western Cape municipalities and government funded destination marketing organisations for the 3-day show. It was a valuable reconnection with the travel and tourism industry role players and relationships were re-established.

The Danger Point Lighthouse, Gansbaai, reopened after a closure of 26 months with incredible interest and over 1000 visitors during the weekend 30 April to 2 May.

April Highlights:

- Successful Easter Weekend with 64 events hosted during the long weekend.
- Total of 196 events hosted in Overstrand in April which is 65% more than March. This excludes regular markets and repeat events.
- Lighthouse2Lighthouse Charity Walk 24 -27 April raised R550 000 for SOFCA Hermanus. The February walk raised R450 000 for Hermanus Child and Family Services. Overstrand walkers were joined by others from all over Western Cape, Namibia, and Gauteng.
- 11th Greenpop Reforest Fest held from 1 – 3 April had over 700 participants planting 5064 trees at Bodhi Khaya Nature Retreat, Gansbaai.
- Hi-Tec Walker Bay Outdoor had 24 adventure events from Friday 29 April – Monday 2 May.
- Annual Baardskeerdersbos Art Route hosted with art exhibitions, workshops, and food experiences.
- iNaturalist City Nature Challenge 2022. 47 participating countries and 445 cities including Overstrand.
- Arno Carstens and Albert Frost music event at Stanford Hills on Easter Sunday sold more than 500 tickets.
- Klein River Cheese won 11 awards at the Agri-Expo SA Dairy Championships.
- NSRI Hermanus launched a new building and vessel.

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



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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 of which 5 found permanent employment and 1 unfortunately passed away in an accident. - Currently undergoing in-service training
Tourism Monitors Programme
<ul style="list-style-type: none"> - 28 students allocated to the Overberg region and currently undergoing training - 12 students allocated for Overstrand Municipality - Learners with host
NDT Data Collectors Programme
<ul style="list-style-type: none"> - 2 Students allocated to Tourism
WESSA (Wildlife and Environment Society of South Africa) Blue Flag Beach Stewards Programme

- 5 students allocated to Hermanus Tourism
- Entry Level Site Guiding Certification upon completion of programme

Boland College Learnership Programme

- 2 Boland College allocated to Hangklip Kleinmond and Gansbaai Tourism respectively
- Practical training to obtain Diploma

Public Speaking Orientation Workshop. Collaboration between Hermanus Whale Crier and Ann Brown from the Quest Club. The aim of the project is to create better leaders amongst primary school scholars in Zwelihle.

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

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		
Wesgro Easter Survey distributed to businesses.	https://www.surveymonkey.com/r/XS3K33L	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
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.		

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 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 April 2022			
1	First Friday Art Walk in Hermanus, 1 st Sandbaai First Friday Market		
1 - 3	Greenpop Reforest Festival, Gansbaai		
2 - 3	Baardskeerdersbos Art Route		
3	Louna & Luvo in concert, Hermanus. 200 tickets sold at R150. R30 000 income for Overstrand Arts.		
5	Meeting with Hermanus artists and businesses to promote Hermanus as arts destination.		
6 - 8	Frieda Lloyd at Saldanha Bay Municipality for Municipal Managers Mentorship Programme		
6	Occupational Health & Safety inspections at Hangklip Kleinmond Tourism		
11 - 13	WTM Africa at Cape Town International Convention Centre		
14	Friendly roadblock, Gansbaai, 150 welcome bags handed out		
15 - 17	Panorama Carnaval, 1150 people visited during the 3 days		
16	BBos Market		
20	Raymond le Grange, KykNET Ontbytsake re Overberg promotion		
26	Tourism Managers Meeting via Microsoft Teams		
27	Masakhane Festival, Gansbaai		
29	Tourism Managers Meeting Hermanus		
29	Start of Walker Bay Outdoor		
30	Gansbaai Dutch Reform Church Bazaar		
28	Meeting with Elias Ribiero, co-founder of Realness Institute re Stanford Film Fest		

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.

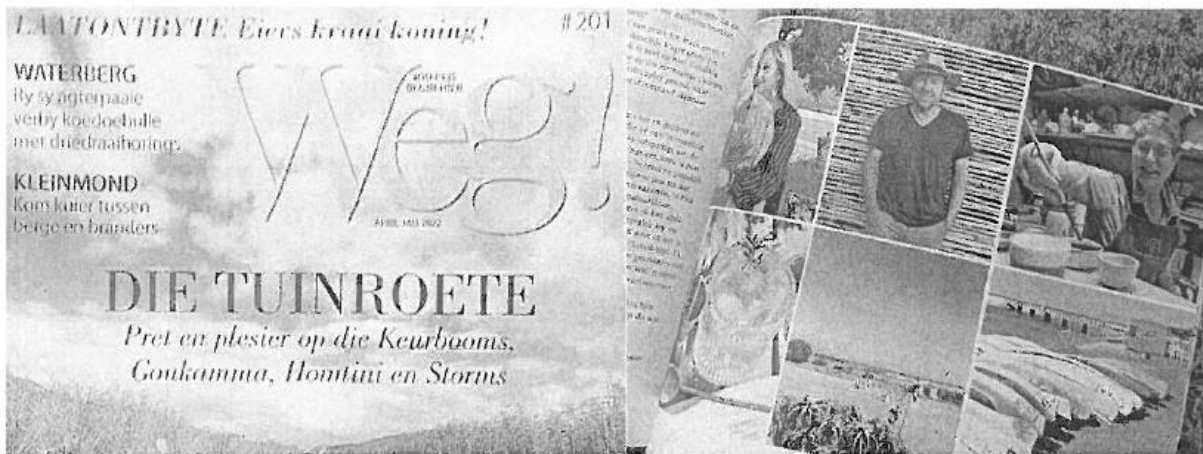
MARKETING

The domestic market remains the biggest source market to the Overstrand hospitality sector hence the regional promotion in South Africa media was welcomed. Extending the local focus events and festivals play a major role in profiling the Overstrand and establishing the image of our destination. The Hi-Tec Walker Bay Outdoor presents the Overstrand as an adventure destination while the Greenpop Reforest Fest promotes the region's character as conservation driven. Both these events are family friendly and offered activities for all ages. The weekend long Reforest Festival had music, hikes, kids' entertainment, a wellness programme, and educational talks in addition to the tree planting. This festival is a collaboration with many conservation stakeholders including CapeNature, WWF, Two Oceans Aquarium. Since the first festival over 90 000 trees have been planted. Hermanus Yacht Club hosted the SA Sailing ILCA SA Championships on the weekend of 29 April with an expected 50 boats competing.

At World Travel Market Africa in Cape Town Overstrand Tourism was part of the Wesgro Western Cape pavilion. Connections were made with 77 stakeholders and a meeting held with municipal tourism managers to establish workings of government tourism promotion bodies. The theme of the show was to "build back better". Requests were for information of new tourism products and maps.









Africa's Travel Indaba was held from 2 – 5 May in Durban and again 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.








Blompark born Jolyn Phillips made headlines when she won the Klein Karoo National Arts Festival Kunste Onbeperk New Voices literary award. This emphasises the Overstrand's contribution to South African arts. Jolyn will be at the 10th Hermanus FynArts Festival in June.



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"> • White Water Farm, Stanford, featured as one of ten incredible wedding venues in the Western Cape. • Pearly Beach on KykNET's Platteland toe • Baardskeerdersbos - Home of Stanley and Lainy on KykNET's Spasie • NSRI vessel and building launch featured in Die Burger • Kleinmond was featured on the front cover of the Go/Weg Magazine • Hi-Tec Walker Bay Outdoor and Hermanus mentioned on KFM radio • Kogelberg Nature Reserve was listed as one of seven must-visit nature reserves by Get Away Magazine. 		
<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.		

Below are the different Overstrand Cape Whale Coast social media handles with its following. Social media benefits the travel 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. Overstrand Cape Whale Coast benefits from this impact with a focused and strategic communications calendar. The past month has seen a significant growth as targets were introduced.

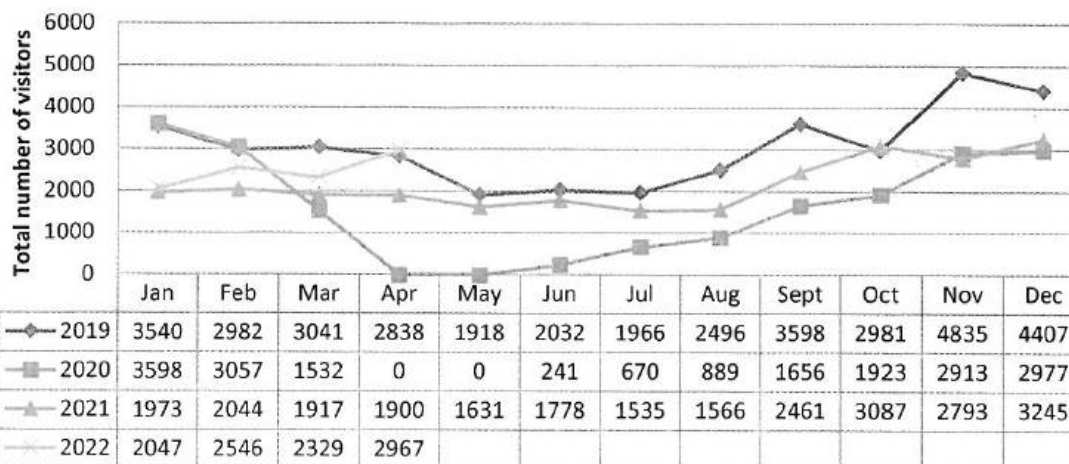
			Instagram Posts	 7/9
	9527	2899	847	4457
	7096	1683	431	1663
	12 405	6326	663	5773
	7 740	2619	1618	3457
	10 661	2096	656	3623

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

VISITOR INFORMATION CENTRES

Target Audience: Domestic and international visitors and local communities.

Visitors to Overstrand Tourism Bureaus



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.

An increase in visitor numbers during April could be contributed to the many public holidays as well as the many events hosted during the month. An increase in group visits was noted. The most common requests were for hiking, wine tasting, river trips, shopping, and historical places of interest. Visitors from the UK, Germany and the USA topped the foreign market segment.

NEEDS/ASSUMPTIONS
Visitor Information Centres (VICs) opened on 1 June 2020 and since then visitor numbers have increased steadily every month. April recorded a 56% increase on 2021 and a 4.5% increase on 2019.
RESOURCES
Staff employed at VICs Email WhatsApp
ACTIVITIES
<ul style="list-style-type: none"> • 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 • Market support in terms of communication with traders and promoting event • Event support in terms of permit application assistance and social media exposure
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

9/9

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.
