

**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

16 November 2022

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**AGENDA of the  
Portfolio Committee : Finance & Tourism  
16 November 2022  
(Also the agenda for the Mayoral Committee Meeting : 16 November 2022)**

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**1.  
TOURISM REPORT: SEPTEMBER & OCTOBER 2022**

9/1/2/2

F Lloyd

1 November 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 September and October 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**

**Background**

Destination marketing and management activities for September and October 2022.

**7. Financial Implications**

None

**8. Staff Implications**

None

**AGENDA of the  
Portfolio Committee : Finance & Tourism  
16 November 2022  
(Also the agenda for the Mayoral Committee Meeting : 16 November 2022)**

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

None

**10. Annexures**

Annexure A: Tourism Report: September & October 2022

**RECOMMENDATION:**

that the monthly tourism report for September & October 2022 **be noted.**

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**30 NOVEMBER 2022**

**AGENDA of the  
Portfolio Committee : Finance & Tourism  
16 November 2022  
(Also the agenda for the Mayoral Committee Meeting : 16 November 2022)**

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**1.  
TOURISM REPORT: SEPTEMBER & OCTOBER 2022**

**9/1/2/2**

**F Lloyd**

**1 November 2022**

**Tourism Manager**

**(028) 313 5022**

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**THIS MATTER SERVED BEFORE THE FINANCE & TOURISM PORTFOLIO COMMITTEE ON 16 NOVEMBER 2022, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION**

**RESPONSIBLE OFFICIAL :**

**F LLOYD**

**TARGET DATE FOR IMPLEMENTATION :**

**30 NOVEMBER 2022**

## OVERSTRAND CAPE WHALE COAST TOURISM

### REPORT: SEPTEMBER & OCTOBER 2022

Tourism activities picked up during the past two months with September, Tourism and Heritage Month, packed with a variety of festivals, sporting and lifestyle events. 227 events were recorded in the Overstrand during each of September and October compared with 136 events recorded in August 2022, 88 in September 2021 and 132 in October 2021.

Tourism highlights for Tourism and Heritage Month included:

- 29<sup>th</sup> Hermanus Whale Festival
- 1<sup>st</sup> Stanford Culinary Festival and Stanford Wine & Cheese Festival at Birkenhead Brewery
- 1<sup>st</sup> Hangklip Kleinmond Ceramic and Porcelain Festival
- Celebration of Fynbos in Fernkloof Nature Reserve
- New Stanford Square Market opened
- Absa Cape Epic 2023 route reveal with Overstrand being the host location for 3 stages
- Minister of Finance and Economic Opportunities, Mireille Wenger, visited Hermanus
- Africa's first Florilegium launched at Grootbos Private Nature Reserve
- International Coastal Clean-up Day activities on 17 September 2022
- Benguela Cove voted as best cellar door experience by Tim Atkin, British Master of Wine
- Stanford Sunset Market reintroduced after winter break

Highlights for October included the following:

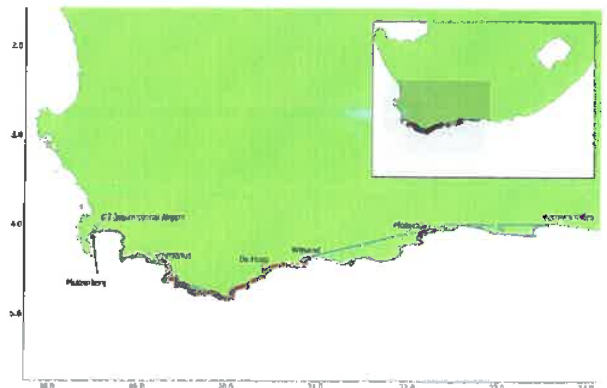
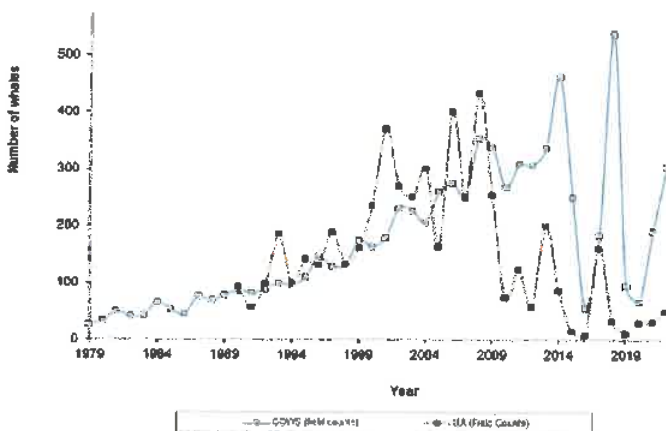
- Overberg Tourism Capacity Building workshops hosted by National Department of Tourism
- Race2Stanford The Detour with 500 participants
- Onrus Resident Tristan Roberts became the 2022 IBC World Bodyboarding Champion for the 2<sup>nd</sup> time
- Bosman Hermanus in Upper Hemel-en-Aarde Valley, winning Great Wine Capitals Global Network - Best of Wine Tourism & Ambassador Awards 2023, category: 'Sustainable Wine Tourism Practices'.
- Great Southern Bioblitz recording biodiversity in Overstrand
- Brewery2Brewery mountain bike event
- CapeWine 2022 caused a spike in regional wine tourism
- Small fynbos display back in Kleinmond Visitor Information Centre, maintained by Kleinmond Nature Conservation.



The last weekend of September was exceptionally busy with accommodation in Hermanus booked out and high occupancy rates for the other towns in the Overstrand. Below is a vehicle count provided by Western Cape Roads authority of an automatic traffic count on the R43 at the Kleinmond turn-off. From these figures it is estimated that approximately 65 000 visitors travelled to Hermanus for the weekend of the Hermanus Whale Festival. Relative figures for 2019 shows more vehicles in 2022 than compared with the festival dates in 2019. 2/A

| Day 2019                   | towards Hermanus | Day 2022                   | towards Hermanus |
|----------------------------|------------------|----------------------------|------------------|
| Thurs 26 <sup>th</sup> Sep | 4516             | Thurs 29 <sup>th</sup> Sep | 4531             |
| Fri 27 <sup>th</sup> Sep   | 6918             | Fri 30 <sup>th</sup> Sep   | 6477             |
| Sat 28 <sup>th</sup> Sep   | 5903             | Sat 1 <sup>st</sup> Oct    | 5536             |
| Sun 29 <sup>th</sup> Sep   | 3543             | Sun 2 <sup>nd</sup> Oct    | 4667             |
| <b>Total vehicles</b>      | <b>20880</b>     |                            | <b>21211</b>     |

The results of the 2022 Southern Right Whale annual aerial survey done by the University of Pretoria's Mammal Research Institute Whale Unit showed a total count of 304 females with calves and 50 unaccompanied adults (males and non-calving females). The graph below shows how this compares to other years, and the map indicates where the whales were spotted.



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

### 1. JOB & SKILLS DEVELOPMENT INITIATIVES

Temporary job creation opportunities were circulated and are linked with upskilling unemployed youth to ensure participation in the tourism economy. Communicated available opportunities and assistance available for unemployed youth. Learnership programmes are mainly funded through National Department of Tourism, UIF Fund DEDAT or EPWP and facilitated through implementing agencies.

#### LEARNERSHIP PROGRAMMES:

**Food Assurance Programme:**  
 Graduated in August 2022  
 16 Learners found permanent employment with host employers

**Tourism Monitors Programme:**  
 Programme ended in October 2022  
 Graduation taking place in November 2022  
 Overstrand Tourism provided 2 individuals with temporary employment

Boland College Programme:

2 Students allocated to Hangklip-Kleinmond Tourism & Gansbaai Tourism

Practical Training to obtain their diploma in Tourism

Programme ending in December 2022

WESSA Programme

Programme ended in September 2022

Tourism provided 2 of the learners with temporary job opportunities

Tourism Month

Overstrand Tourism facilitated an educational visit for 18 Boland College students to Hermanus attractions.

Cape Nature Access Week 2022

Overstrand Tourism facilitated opportunity for 10 learners to visit various sites

Some learners have never been to Stony Point or Kogelberg Nature Reserve

## 2. BUSINESS SUPPORT

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.

| ACTIVITIES                            |  |   |
|---------------------------------------|--|---|
| Gansbaai Small Fishers meeting        | Rethinking proposed beach access closures.   | Meeting hosted by CapeNature, Dept Forestry, Fisheries and Environment, Overstrand Municipality and Gansbaai Small Fishers.   |
| National Dept of Tourism (NDT)        | Capacity building workshop hosted in Overberg in October 2022.   | Planning and organizing capacity building workshop and expo in Overberg.  |
| Craft Design Institute (CDI)          | Potential Collaboration: District Municipality and CDI - National Lottery Commission Funding Application | Partnering with district/local municipalities to collaborate with local creative practitioners to support and develop market ready products; provide access to markets. |
| KAMVA Capital Projects / ABSA         | ABSA Bootcamp Accelerator Programme for small business.  | How to manage and grow your business. Targeted at small business within the Overstrand. Collaborated with LED.  |
| Annual Location Workshop              | Workshop facilitated by WESGRO - Film Unit   | Overstrand and Overberg location updates provided.  |
| SEDA / National Department of Tourism | Applications opened for business to apply for the incubation programme.                                  | Food Service Incubation Programme opened applications for small businesses. Circulated to business groups and database.   |
| WWF-Kleinmond                         | Jewellery making workshop facilitated by WWF.  | Opportunity to apply for workshop which taking place November 2022 in Kleinmond.  |
| Western Cape Department of            | SMME Booster Fund Applications open.   | Targeted programmes like the SMME Booster Fund are one of the ways to   |

|                                  |   |   |
|----------------------------------|---|---|
| Economic Development and Tourism | 6   | help small businesses and entrepreneurs to get started and to grow their business. Information shared with SMMEs through various platforms.     |
| Dept of Public Works             | New Harbour Development                         | Hosting of Saturday market.   |
| Public Private Partnership       | Hermanus CBD Improvement                        | Beautification projects.<br>Special Ratings Area facilitation   |
| Tourism VICs                     | Access to Market                                | Providing trading space to local product owners for income generation and business opportunities.   |
| Hermanus Village Square          | Local product showcase                          | Development, access to market and income generation for new and small businesses.   |
| Wholesale and retail SETA        | One day business workshop<br>Two-week programme | 40 informal traders participated<br>15 registered businesses<br>The Tourism Business Institute of Southern Africa is training service provider. |

4/9

### 3. STAKEHOLDER COLLABORATION

- Worked with SA Tourism on itinerary for 2 British food journalists visiting Overberg 28 Oct – 2 Nov 2022
- Hermanus Astronomy busy with educational display at Gearings Point
- Working with Overstrand Municipality Protection Services on placement of 10 unemployed youth as tourism safety monitors
- South Africa National Space Agency re accommodation for attendees of opening of new Visitor Information Centre.
- DEDAT Ocean's Economy quarterly meetings
- Itineraries and brochures provided to journalists visiting Overstrand pre and post CapeWine.
- Tourism visited schools and organisations during Arbour Week with Environmental Department
- Film permit applications:
  - ITI for production of retail commercial
  - SABC2 application for Spyskaart featuring La Pentola and Haygrove Heaven
  - Insider SA for SABC lifestyle programme

Assisted with following events applications:

1. Fynbos Celebration in Fernkloof 24, 25 September 2022
2. Hermanus Whale Festival 30 September – 2 October 2022
3. Stanford Culinary Festival 30 September – 2 October 2022
4. Brewery2Brewery 16 October 2022
5. Race2Stanford the detour 22 October 2022
6. Flash mob in Hermanus Whale Coast Mall, 15 October 2022
7. Hangklip Kleinmond Ceramics & Porcelain Festival 22 - 24 October 2022
8. Pringle House Eco school Triathlon (event to take place early next year)
9. Hot Summer of Touch, Kleinmond Main Beach 18 December 2022
10. Premie Ultra 50km Charity Invitational Run, 13 November 2022
11. Trans Agulhas boat challenge, Hawston 31 December 2022
12. Hermanus Carols 16, 17 December 2022



Tourism learners visiting Stony Point Penguin Colony, Betty's Bay

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.

#### ACTIVITIES September 2022

- 1 Tourism Spring walk with Magnificent Kidz to Harold Porter, Betty's Bay
- 1 Hangklip Kleinmond event Meetings: Baytown Charity Run Pringle Bay, White Cross Monument bikers' event in Kleinmond, Cape Bridal Show discussion for February 2023 event for Kleinmond, Heritage Day Celebration Market, Christ Gen Church Bazaar 29 October 2022, VGK Church Kermis Kleinmond
- 2 Taste of Gansbaai media visit
- 3 Race to the Sea cycling race from Franschoek to Benguela Cove  
Grootbos Private Nature Reserve Grootbos Florilegium opening
- 6 Tourism & media excursions to Gansbaai
- 6 Insider SA film shoot Hermanus
- 6 Marine evening at The Great White House Restaurant, Gansbaai
- 7 & 8 Onrus Stoepkuier
- 8 Overstrand Safety Forum Meeting
- 9 Online discussions with UNESCO Creative City of Gastronomy Network
- 10 Gansbaai Small Fishers Meeting with DFFE, CapeNature, Overstrand Municipality
- 10 & 11 Danger Point Lighthouse opened
- 13 Online Hangklip Kleinmond tourism strategy with Kogelberg Biosphere Reserve Company & WWF
- 13 & 14 Mr Price Sport photo shoot, Betty's Bay. Tourism assisted with application
- 15 MEC Mireille Wenger, visited Hermanus for short tour of Hermanus Waterfront area
- 17 International Coastal Clean-up Day. Tourism participated in respective clean-up activities
- 20 Story Team Meeting re cultural hub in Hermanus Old Harbour
- 20 – 27 Free Access Week at Kogelberg, Stony Point & Walkerbay Nature Reserve
- 21 – 24 Hangklip-Kleinmond Ceramics & Porcelain Festival
- 23 Boland College Tourism student educational to Stony Point & Kogelberg Nature Reserve
- 24 Heritage Day Market on Kleinmond Beach
- 24 – 25 Celebration of Fynbos Fernkloof Nature Reserve, Hermanus
- 24 – 26 Dirty Weekend in Baardskeerdersbos, Gansbaai
- 27 World Tourism Day Celebration, Ecology Lifestyle Farm
- 28 Ocean's Economy Workshop with DEDAT online, SANSA meeting re opening event of new Visitor Centre
- 29 – 2 Oct Stanford Culinary Festival
- 30 – 2 Oct Hermanus Whale Festival

October 2022

4 - 7 Truworths fashion shoot Hermanus

4 Hermanus Accommodation Meeting, Kogelberg Biosphere, WWF & Hangklip Kleinmond Tourism Online Meeting, Wesgro Events Meeting Online

5 Hangklip Kleinmond Tourism Engagement, Kleinmond Library

10 Milady's film shoot Hermanus

12, 13 Overberg Capacity Building Workshop

15 Flash Mob, Whale Coast Mall Hermanus

16 Brewery2Brewery mtb Hermanus

18 Blompark Garden Competition Gansbaai

20 Masakhane Garden Competition Gansbaai

22 Race2Stanford The Detour Triathlon

23 Assisted with material for Semegrate to the Cape Jewish Community Exposition, Johannesburg

24 Hermanus Waterfront Business Meeting

25 Wesgro Film Location Workshop Online

28 Celebration of Colour Art Exhibition, Enlighten Trust Hermanus

#### 4. MARKETING

The marketing value of the Hermanus Whale Festival cannot be underestimated. In the period ten days prior to the festival and three days after festival, the Hermanus Whale Festival had an 80m reach both digitally and in print. This number is provided by a brand tracking company.


Overstrand Tourism in the media:

- <https://www.capetownetc.com/accomodation/5-places-to-stay-when-whale-watching-in-hermanus/>
- <https://www.decanter.com/wine-news/cape-winemakers-guild-2022-auction-all-the-lots-to-bid-on-488515/>
- <https://www.iol.co.za/capeargus/news/thousands-of-people-flocked-to-the-hermanus-international-whale-festival-at-the-weekend-b126c5ee-9343-4de1-81c1-d813a52b7ab7>
- Hermanus whale watching on front page of Die Burger
- Hermanus Whale Crier, Bulelani Ngidi, interviewed for SABC 3 and on Caledon FM radio station.
- The announcement of the cruise liner dropping anchor in Walker Bay in December had Overstrand Municipality's social media buzzing and highlighted in local newspapers
- Stony Point penguin colony on WildEarth, DSTV channel 183
- Top Things to Do in Gansbaai <https://www.cbn.co.za/industry-news/the-top-ten-things-to-do-in-gansbaai>
- Six of the Best Places to Explore on 4 Wheels in SA <https://www.telegraph.co.uk/travel/fly-drive-holidays/south-africa-by-car/>

Overstrand Cape Whale Coast 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 simply 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:

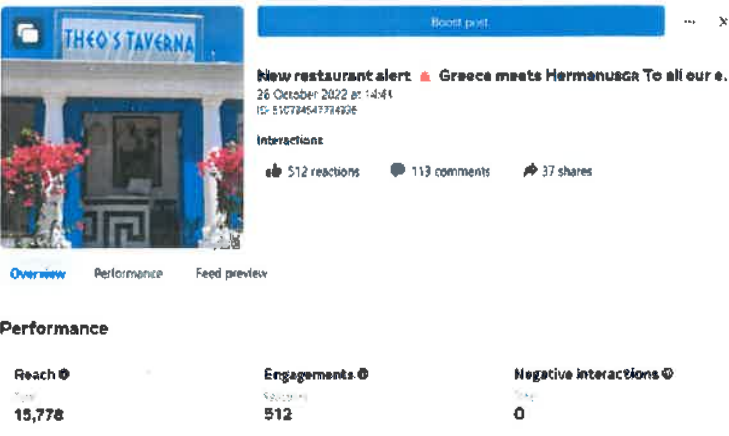
1. Biggest engagement from Cape Town, Overstrand, Pretoria, Port Elizabeth, and Johannesburg.
2. International engagement with highest percentage from UK, Germany, and USA.
3. Posts with highest engagement are scenic views, news on current affairs and new businesses.

4.



**Tristan Roberts**  
SOUTH AFRICA

2022 IBC  
**WORLD CHAMPION**



**THEO'S TAVERNA**









New restaurant alert 🚩 Greece meets Hermanus! To all our e...  
26 October 2022 at 14:41  
ID: 510784547374906

Interactions  
👍 512 reactions    💬 113 comments    ➦ 37 shares

Performance

| Reach 🌐         | Engagements 🗨️   | Negative Interactions 🚫 |
|-----------------|------------------|-------------------------|
| Total<br>15,778 | Reactions<br>512 | Dislikes<br>0           |

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

|   |  |  | Instagram Posts |  |
|---|--|--|-----------------|--|
|  | 10 336   | 3175   | 912             | 4542   |
|  | 7 815  | 1794   | 490             | 1686   |
|  | 13 836   | 7400   | 749             | 5860   |
|  | 8 006  | 2920   | 1727            | 3469   |
|  | 10 970   | 2208   | 693             | 3648   |

Thousands of people flocked to the Hermanus International Whale Festival at the weekend













**Hermanus Whale Festival**  
30 Sept - 2 Oct 2022

- Hermanus Whale Safari in the morning
- Whale Watch - Friday & Saturday
- An interactive day - Whaling Encounters with
- 30km Fun Run Saturday morning 7am
- Battle of the Die in Friday @ 10am
- Beer Fest - Gansbaai Point - Saturday & Sunday
- Kids Entertainment on Murray Square
- The outdoor Great Parade on Saturday morning
- Whales & Whisky - Classic Car Show @ Gansbaai
- Arts & Craft Stalls on Murray Square
- Great South @ Murray & Hermanus restaurants
- Whaling Museum - Sunday
- Whaling Museum - Sunday
- Whaling Museum - Sunday



Progress on digital media is monitored to ensure growth and a bigger reach.

|                  | Facebook annual increase | Instagram annual increase |
|------------------|--------------------------|---------------------------|
| Cape Whale Coast | 15%                      | 15%                       |
| HKK              | 29%                      | 12%                       |
| Hermanus         | 17%                      | 36%                       |
| Stanford         | 5%                       | 15%                       |
| Gansbaai         | 6%                       | 11%                       |

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

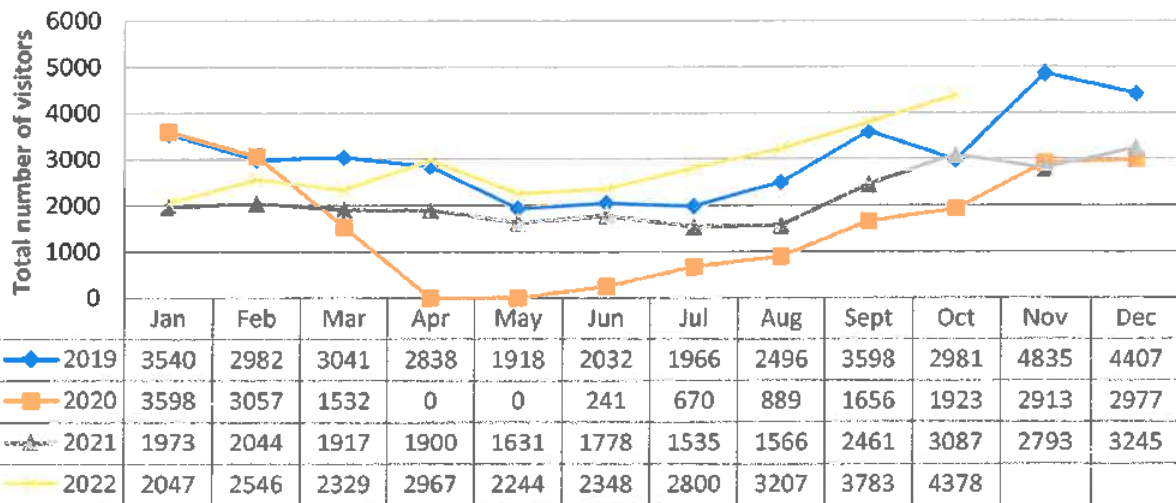
## 5. VISITOR INFORMATION CENTRES

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 prior 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.

October had the highest walk-in visitor count since November 2019. There was a 16% increase on September while September had an 18% increase on August. The return of tour groups and buses continued during the month. October had a 42% increase on figures for the same month in 2021 and September recorded an 54% increase on visitor numbers in 2021 and a 5% increase on 2019. Most enquiries are related to maps, whale watching, hiking and events. The top three source markets are the United Kingdom, USA and Germany. The top three South African towns generating the most enquiries during August were Cape Town, Stellenbosch and Pretoria.

# 11 Visitors to Overstrand Tourism Bureaus

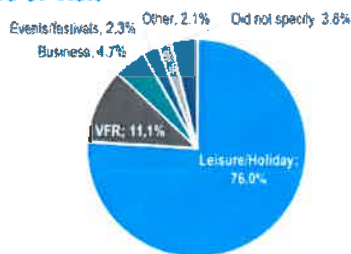
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Information gathered at the 4 Overstrand Tourism Information Visitor Centres are processed by WESGRO who in turn provide visitor insights. The full report for January to June 2022 can be accessed by linking to [PowerPoint Presentation \(wesgro.co.za\)](https://www.wesgro.co.za) It should be noted that Overstrand Tourism is the only tourism department in the Overberg providing information to Wesgro for these insights.

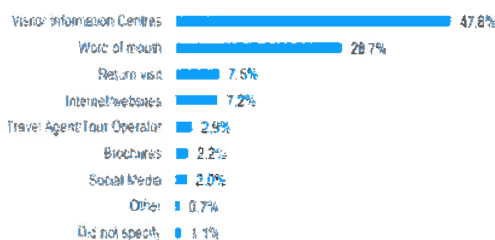
Some of these insights are as follows:

## 4.5 Purpose of Visit

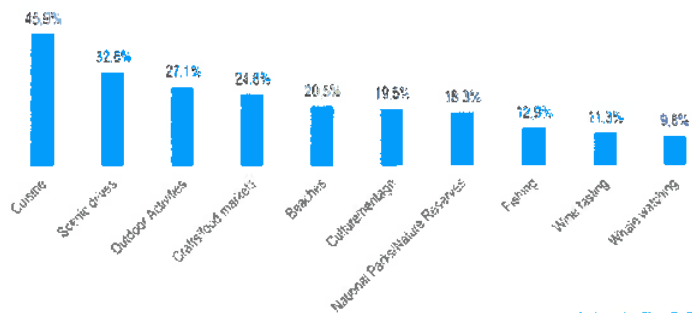


- More than three quarters of visitors travelled to the Cape Overberg for holiday and 11.1% for VFR. Reasons for visiting the region in the 'other' category included sport, non-aymoen/weddings, education, medical/health/wellness, and religion.
- Visitor Information Centres (47.8%), word of mouth (28.7%), and return visit (7.5%) were the top 3 sources used by visitors to gather information about the region.
- Cuisine ranked as the top tourism activity enjoyed in the region, followed by scenic drives, outdoor activities, craft/food markets and beaches.
- 39% of visitors took day trips to the Cape Overberg and overnight stays accounted for 61%. A third of those who indicated overnight stays, spent 7+ nights and self-catering was the preferred accommodation type among overnight visitors.
- Close to a third of visitors to the Cape Overberg spent between R1001-R2000 per day in the region, followed by 20.3% who indicated an average spend of more than R2000.

## 4.6 Top Information Sources



## 4.7 Top Activities undertaken in the Cape Overberg



**WESGRO**  
CAPE TOWN & WESTERN CAPE  
SOUTH AFRICAN TOURISM BOARD

An Inspiring Place To Do Business

