

**AGENDA of the  
Portfolio Committee: Protection Services, Economic Development & Tourism  
22 May 2018  
(Also the agenda for the Mayoral Committee Meeting: 30 May 2018)**

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**2.  
LOCAL ECONOMIC DEVELOPMENT AND TOURISM QUARTERLY REPORT (JAN -  
MAR 2018)**

9/1/2/2

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Corporate Head Office

02 May 2018

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**1. Executive Summary**

The report is to inform Council about the Local Economic Development and Tourism activities in the months Jan to Mar 2018.

**2. Service Delivery and Budget Implementation Plan - IGNITE**

Directorate: Economic Development and 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**

LED Framework  
Local Government White Paper

**6. Background/Discussion/Evaluation/Conclusion**

**Background**

Local economic development in local government must support the developmental mandate that seeks to change and better the lives of the previously disadvantaged communities whilst supporting private sector initiatives and growth to improve the local Gross Domestic Product.

This report is a reflection of what is outlined in the Socio-economic profile (SEP-LG) report and the programmes executed should address these challenges. Notable, the estimated decrease in unemployment (23%-19%) indicates the result of efforts in both the public and the private sector to create job opportunities.

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Whilst the debates on unemployment statistics continue to be a focus, so are statistics on the level of poverty which has an impact on the essentials of a dignified life.

**7. Financial Implications**

N/A

**8. Staff Implications**

None

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

None

**10. Annexures**

Annexure A: LED Report  
Annexure B: Tourism Report

**RECOMMENDATION**

That the 3<sup>rd</sup> quarter report (Jan to Mar 2018) of the Directorate: Local Economic Development, **be noted**.

**RESPONSIBLE OFFICIAL :**

**S MADIKANE**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**

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**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON  
22 MAY 2018, WHICH COMMITTEE SUPPORTED THE RECOMMENDATION**

**RESPONSIBLE OFFICIAL :**

**S MADIKANE**

**TARGET DATE FOR IMPLEMENTATION :**

**IMMEDIATELY**



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## [LED 3<sup>rd</sup> Quarter Report]

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[January – March 2018]

**Fostering the new institutionalism concept: developing shared meaning and values, towards strengthening the networks of social interaction**

Prepared by: The Office of the Manager  
Directorate for Economic Development & Tourism  
Overstrand Municipality

## (i) INTRODUCTION

*Abstract: The LED Third Quarter Report will deal with the issues which transpired in the process of carrying out the practical implementation of the LED Strategy. A quick overview is presented to facilitate a quick grasp of the statistical impact of the LED activities. A closer attention will be drawn to the five main strategic thrusts being the following: Emerging Contractor Development Programme, Stakeholder Engagement, Walk In's and Expanded Public Works Programme. The key objective of the report will be to demonstrate both the qualitative and quantitative impact of the LED initiatives and seeks to invite the reader to critically engage with the content with the view to give constructive input with regard to the realization of the LED Strategy.*

The changing socio-economic environment requires a more hands on approach and practical activities that are geared at changing people's lives for the better. Poverty and unemployment are becoming our number 1 and 2 enemies respectively as communities face a variety of constraints that are borne from the slow economic growth constituted by (unemployment, illiteracy, inequality and lack of inclusivity). The need to be more people centric cannot be ignored any longer as people look for livelihoods and better living conditions to improve their lives.

Local Economic Development (LED) gives local government, the private sector, and the Non-Profit Organisations the opportunity to collaborate in findings ways of dealing with challenging socio economic issues and build a sustainable economy. It aims to create jobs by growing economy as well alleviate poverty.

The South African local government system was purposefully designed to be the closest sphere to the populace and carries a constitutional mandate to undertake a developmental approach during policy implementation. Therefore through LED Overstrand Municipality can meet the basic needs of the people by establishing an environment that will create jobs and alleviate poverty in a sustainable manner.

This report will discuss the impact of LED in the following major areas (the impact of Enterprise Development Project (EDP); the impact of job creation through EPWP projects and seasonal opportunities) as well as the Emerging Contractor Development Programme. It presents activities and practices executed in the in past three months (January, February & March). This report will base its focus on 3 best practices:

## Quantitative overview

- 32 SMME's were supported (catering, life style, retail, graphic design etc.)
- About 56 local informal traders were identified in (Zwelihle, Hawston, Stanford etc.)
- 80% of the overall small retail shops in the Overstrand is foreign owned
- 4/5 Small Scale Fisheries received their protective clothing frm (DRDLR)
- 20 NARYSEC participants from the Overstrand will enroll in Kimberly (21/04/2018)
- 19 Emerging Contractors were assisted(CSD, CIDB and tech solutions)
- And 30 emerging contractor target has been met and exceeded with 1 more quarter to go
- 40 SMME's were linked with various stakeholders
- 22 SMME's were linked with SEDA through the (Informal & Micro Enterprise Development Programme)
- 343 walk-ins were received throughout the quarter
- 486 participants were recruited to participate in the CWP
- 300 participants are in the waiting list and 186 were approved
- Total number of work opportunities reported is 1047 and the Overstrand has exceeded the 586 target for 2017/18 financial year
- Projected value of contracts for Emerging Contractors is around R 33,263,962.10.

## (ii) ENTERPRISE DEVELOPMENT INITIATIVES

Enterprise Development Initiative (EDI) is an outreach programme driven by community based cadres (titled as Economic Development Practitioners [EDP's] ) who are capacitated to respond to community needs, become a link to the municipality and communities wherein they assist with access to information that helps decision making for sustainable projects (see list of activities in the Walk-ins).

We have 5 EDP's operating from 6 areas

Area	Name	Designated areas	Reporting offices
Kleinmond	Vacant	Kleinmond	Kleinmond Tourism offices
Hawston	Eli Gillion	Hawston	Thusong Centre
Stanford	Nonzuzo Matyakalana	Stanford	Municipality (Stanford)
Zwelihle	Asiphe Sigcau	Zwelihle South & East	Zwelihle Library
Zwelihle/Mount Pleasant	Zandile Mphike	Zwelihle North/ Mount Pleasant	Zwelihle Library
Gansbaai	Dieketseng Motsoai	Masakhane, Blompark and Pearly Beach	Gansbaai Office of the Area Manager

The programme is achieving its intended objectives and making strides in building confidence to the communities.

It is an empowerment and development initiative whose objective is to support and empower Small Medium & Micro Enterprises (SMME's) through visible, hands on engagements working with local NGO's and other spheres of Government. They ensure that services and support reach the desired target group, bringing closer to the community other spheres of government programmes, enterprise development agencies including NGO's who are driving support for local enterprises to grow.

## (iii) LED PROJECT SCOPE AND POTENTIAL

LED consist of wide range of initiatives, programmes. The approach to an effective LED practise can be attained through the following:

### ENABLING INITIATIVES

- **Building Entrepreneurship Communities** (support for business growth and development, registration and growth of the informal sector) Ensure that communities continuously maintain and run enterprises that are supportive of community needs and wants. Economic activism in important in addressing unemployment in disadvantaged communities.
- **Investment promotion** that is geared at sectors that can address the challenges faced by the municipality in balancing sector growth and in turn provided the needed jobs.
- **Harbour Development** (the benefits that can be accessed for local entrepreneurs in the oceans economy drive including empowerment deals and contribution to socio economic redress). The Retention and Expansion strategy that support existing businesses to grow and maintain existing jobs is critical in driving development in the Harbours.



- **Support and growth of the informal sector** implement friendly policies that contribute to the growing economy. Ensure availability of suitable space to trade. Formulation of support groups and networks for collective bargaining.
- **Supply Chain and Economic Development** (follow up on development agreements, informing specifications and ensuring implementation thereof, research on best practices and link with CIDB, National and Provincial Treasury on directives). Implementation of the PPPFA and its regulations with specific focus on target goals.
- **Agri-parks Project Implementation** (mobilization of Fisherfolk/ Cooperative in the fishing industry and aligned businesses, Infrastructure and equipment support to assist in running efficient and effective enterprises)
- **Youth and women focused projects** – making a significant impact in ensuring that young people are mainstreamed in development programmes. Supporting the involvement of women as a marginalised group in project implementation.
- **Emerging Farmers Support Programme** The support provided is to ensure access to livelihoods and food security whilst building enterprises. (assist emerging farmers to access support and resources from other relevant spheres of government)
- **Expanded Public Works Programme (EPWP)** and the Community Works Programme (CWP). An employment focused programme and the reduction of poverty, recording and assist in the definition of work opportunities)
  - **Capacity Building Initiatives** assisting and improving emerging entrepreneurs skills and capabilities through (trainings, workshops and information sessions)
  - **Collaborative partnerships oriented trainings** partnering with key stakeholders who holds large budgets and shares the common interests

## LOCAL ECONOMIC DEVELOPMENT AND ENTERPRISE SUPPORT

### 1. SMME DEVELOPMENT PROGRAMME

In essence the programme supports Small Medium and Micro Enterprises (SMME's) in all business sectors (catering, retail, sewing and design, life style ventures like salons). The support is rendered in collaboration with various stakeholders both in the public and private sector.

Following is the tabulated breakdown of SMME's supported (The challenge is to develop a monitoring tool that can assess growth or no growth in the businesses)

No	Business name	Support granted	Outcomes of the engagement
1	Empolweni Restaurant	Business space enquiries	Meetings held with Town Planning
2	Thato Spaza Shop	SMME's development programme information Dissemination	Client is currently aware and informed about informal traders opportunities
3	Zoly's Take Away	Search for Catering opportunities	Search continues and deliverables expected before June
4	Bra Mike Barbershop	SMME development opportunities information disseminated	Engagements are still pre-mature and the Client is adapting
5	Sporty Spaza Shop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal traders database
6	Khanya Spaza	Informal traders business opportunities	Engagements are work in progress and the client is on the informal traders database
7	Bahlakwana Tuckshop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal traders database
8	Vukuzenzele Spaza	Informal traders business opportunities	Engagements are work in progress and the client is on the informal traders database
9	Motho Ka Batho Spaza	Informal traders economic opportunities	Engagements are work in progress and the client is on the informal traders database
10	Andy's Restaurant	Catering opportunity search and profiling	Search continues target is June
11	Nokwanda's Hair Salon	Information sharing regarding funding opportunities	Engagements are work in progress
12	Owethu Spaza Shop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal

			traders database
13	Alicia's Kitchen	Catering opportunities and beyond the Municipal jurisdictions	Engagements are work in progress
14	Plani Hardware & Wendy Houses	Public Sectors SMME's opportunities and doing business with Government	Engagements are work in Progress
15	Mila's Spaza Shop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal traders database
16	Khanyiso Spaza Shop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal trade
17	Zizamele Spaza Shop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal trade
18	Ukukhanya Security Company	Security and protection opportunity search in the Overstrand	Engagements are work in progress
19	GundiSpaza Shop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal traders database
20	ASA Fruit & Veg	Market expansion and more business avenues	Engagements are on-going
21	Vuzu Take Aways	Catering opportunities and databases	Busy looking working on the CSD database possibilities
22	Ntando's Tshisanyama	Marketing techniques	Looking for ways to expose her business and improve the service
23	Mayikhule Spaza Shop	Business assessment and profiling	Business ready to pursue a journey through SMME Development Programme
24	Tshisanyama Fast Foods	SMME Development opportunities available	Client has been encouraged to profile her business with full assistance from the LED office
25	Fast Food Beast	Catering opportunities and databases and markets available	Engagements are still pre-matured but work is in progress
26	Pushy's Hair Salon	Enterprise Development opportunities and information dissemination	Work in progress
27	Queen Kuhle Take Away	Catering opportunities in the area	Work in progress however information was shared
28	Xolisa Salon	Enterprise Development opportunities and information dissemination	Engagements are work in progress

29	Mr T Spaza	Community development engagements with LED	Time has been put aside for the engagements
30	Florence Take Aways	Catering opportunities information dissemination	Engagements are work in progress
31	Nozuko's Spaza Shop	Informal traders business opportunities	Engagements are work in progress and the client is on the informal trade
32	Nozi's Tshisanyama	Assistance with finding closest meat suppliers in the Overberg	Engagements and consultations continues

### Enterprise Development Service breakdown

Input	Output
<ul style="list-style-type: none"> <li>There are 4 EDP's (Enterprise Developers) assigned from (Kleinmond, Hawston, Zwelihle/ Mount Pleasant, Stanford and Gansbaai) assisting and linking the SMME's based on these areas.</li> </ul>	<ul style="list-style-type: none"> <li>37% of the SMME's ranged from (retail stores); 31% (Restaurants and fast foods); 32% (Salons and Barbers shops).</li> <li>68% of the SMME's supported were linked with Development agencies (SEDA) for an Enterprise Development Programme Incentive Scheme.</li> <li>31% is women owned and 20% are Youth Owned Ventures between ages (25-35)</li> <li>25 of SMME's were profiled and will enroll on a 2 day course Basic Entrepreneurial Behavior course in May 2018.</li> <li>The training will take place in Gansbaai and Hermanus for first batch, the second batch will be focused in Kleinmond and Stanford later in July 2018.</li> <li>This 25 is currently struggling with basic mechanics of running a small venture such as (marketing, financial management and operational management)</li> <li>7 SMME's have attended the training before they are now operating (1 from</li> </ul>

accommodation, 3 caterers, 5 from retail)

Below pictures taken during site visits:



Image portrays: SMME's in Hawston during the LED site visits

#### (a) The Informal Economy

- From January to March 2018 a preliminary assessment was conducted on Informal Traders in different sectors in the Overstrand. Three areas were covered (Zwelihle/ Mount Pleasant; Hawston and Stanford) and approximately 56 Informal Traders were interviewed.
- 44% Retail (Spaza shops, 17% Hair & Beauty Salons, 12% Take-Away shops, 7% Tshisa – Nyama's.
- 20% is made up of Car washers, sewing Auto mechanic & welding and fruit & vegetables. The Retail sector consisting of Spaza shops is predominantly Owned by Foreigners.

The assessment will continue in the 4<sup>th</sup> quarter to ascertain further the impact of this sector.

**(b) Agri-Parks & Oceans Economy**

- **Fisher-folk Cooperatives**

The long awaited equipment support from the Department of Rural Development and Land Reform (DRDLR) has finally come into fruition, this assistance will come in handy for the Cooperative to conduct their businesses effectively. The table below indicates what has been delivered and what still needs to be delivered.

No of applications	No approvals	Materials delivered	Remaining equipment
5	4	Protective clothing, laptops, office stationery and smoker and first aid kit	Boats, fishing equipment, and delivery bakkies.

Table (: Benefits from the Fisher-folk Cooperatives



Image Portrays: left Cooperatives after the needs analysis assessment in Zweilhle library

- **Skill Development Youth Focused Initiative**

The partnership with the National Rural Youth Service Corps (NARYSEC) a programme by Department of Rural Development and Land whose aim is to enhance skills development by providing unemployed rural youth with opportunities to work in their communities and to be trained to provide the necessary services for the local economic development should be consolidated and planned appropriately to allow placement of Young people into the work environment.

NARYSEC is biannual programmes that recruits and develop Youth based in rural areas. The first round of the programme recruited 20 Young people from the Overstrand area that will be enrolled at the

NARYSEC College in Thaba Nchu, planned to proceed to 3 SAI Military Base in Kimberly on the 21<sup>st</sup> of April 2018. These participants have a choice to study A+ (computer Training, Diesel Mechanic Apprenticeship or Apprenticeship in Plumbing.

<b>Total Applications</b>	<b>50</b>
Selected	30
Interviewed	25
Successful	20
Disqualifications	5



Table (iii): (2018 NARYSEC recruitment statistics)



Image 1: Hawston Public Protection Security Guards on duty in the Royal Square Parking



- **The Fisher-folk Cooperatives** –. The total number of beneficiaries for the Fisherfolk Project is 56 and that consists of 27 females. All these coops are operational and will go a long way in assisting operations of coops.



Image portrays: protective clothing

- **Ngqungqushe Cooperative** - Ngqungqushe is a vegetable production cooperation and they have been pre-approved by the Department of Agriculture and are waiting the final board decision for the value inputs they applied for that amounts to R120 000.

## 2. EMERGING CONTRACTORS DEVELOPMENT PROGRAMME

### (a) Emerging Contracts Supported

- LED's commitment in supporting 30 SMME's in terms of the emerging contractor programme as 19 emerging contractors were supported in the 3<sup>rd</sup> quarter.
- 10 of these contractors are currently busy with Housing Contracts in Swartdam Housing project (MCape Contractors) and Qhayiya School.
- 10 emerging contractors were assisted with the National Treasury (Central Supplier Database); Whereas 9 was assisted with the CIDB grading applications and upgrades and they are now active and are ready for contracts.
- 31% of these contractors are women and 26% are Youth owned enterprises and have a great potential to grow due to the skills set and energy they invest in their ventures.
- The projected total value of contracts for Emerging Contractors is around R 33,263,962.10.



Internet search	60
Total walk-ins	343

## (b) Graphical portray (Walk-in Stats)



## (c) Analytics

- The total number of walk-ins statistics has declined by 21% from 435 to 343 in the 3<sup>rd</sup> quarter. Amongst the main contributing factors in the number of work-seekers that dropped from 315 to 151 which equals to 164 work-seekers was due to the seasonal work opportunities which was totally not the case in the third quarter.
- 22% of the total statistics reflects a number of SMME's who walked in for enterprise related.
- 6% of the total walk-ins ranged from Emerging Contractors due to the CSD, CIDB and Coida compliances. Meaning stats increase based on the demand and trends in the subcontracting sector.
- 18% of internet search reflects a number of people through LED walk-in centre (many of these people are SMME's/ Emerging Contractors we are working on, who are searching business related matters.

#### 4. CONCLUSIONS

To fully ensure and deliver on the Local Economic Development mandate it is of utmost importance to deliver and sustain economic growth and development in a more strategic manner. Given the rising economic and development challenges in the communities, LED's main goal is to eradicate these challenges with our five pronged strategic implementation plan in the coming five years. The triple challenges of Unemployment, Poverty and Inequality remain a dilapidating factors in the municipality.

The LED department's primary focus in the last three months (January, February and March) was centered on **employment opportunities** given the massive rise of work seekers due to seasonal opportunities; access to markets and access to relevant disciplines with the view to ensure optimal realization of the potential characteristics of the farmers and the Emerging Contractor support following the new PPPFA regulations of 2017. Also much effort and cognizance was given on the on-going EPWP projects and its growing prospects. Hence this report presented four sections. In the first section an overview of the primary Initiative implemented by LED (Enterprise Development Initiative [EDI]) was provided. The second section outlined a list projects portrayed as the LED project scope and marking the potential of these projects. The third section was the core of this report, it presented and accounted for all activities, events and functions executed in this quarter



# TOURISM REPORT

## Jan – March 2018

### TOURISM IN A GLOBAL CONTEXT

The world of tourism is ever dynamic and the sector is considered the hope for economic growth. As expected the United Nations World Travel Organisation (UNWTO) reported that international travel continues to grow strongly in 2018, consolidating the tourism sector as a key driver in economic development. International tourist's arrivals worldwide are expected to grow at a rate of 4 to 5% in 2018 which will contribute R424,5bn to the overall South African economy – about 3% more than in 2017.

Travel and tourism supported 1,5 million jobs in South Africa in 2017 – 9,5% of total employment in the country. In constant 2017 prices and exchange rates the direct contribution to the country's GDP is R136,1bn or 2,9% of total GDP.

In the Western Cape tourism is a billion rand business despite the drawbacks of the ongoing water impediment. The Western Cape has seen a tourism growth of 7,5% in the fourth quarter of 2017, bringing R6,6bn into the provincial economy and creating 25758 jobs since 2013. Travel and tourism is forecast to contribute more to the South African economy in 2018 than in any other year.

Airbnb recorded growth of 110 percent in rural towns outside Cape Town while Cape Town accounts for 25% of Airbnb's revenue on the African continent.

The Cape Whale Coast is confident that by focussing on its objective to be one of South African's Top Five destinations the buoyant growth of tourism will impact generously to our Overstrand economy.

### EVENTS & FESTIVALS

	Hangklip Kleinmond	Hermanus	Stanford	Gansbaai
<b>January</b>	Trans Agulhas Boat Race Off The Track Bizarre (Sat) Stranddienste Neels v Jaarsveld Summer Concerts Saarkie Band Pringle Bay Open Studios Perfume W/shop Ben Ulric Charity Trail Run Wendy Oldfield & Robin Auld Valiant Swart Tim Parr Michael Canfield Pringle Bay Quiz	First Friday Blonds Double Piano Concert  Saturdays: Hermanuspietersfontein Markets Hermanus Country Market  Sundays: Lemm's Corner Market  ParkRuns on Saturdays Hemel-en-Aarde Pinot Noir Celebration Various winery events	Bodhi Khaya Retreats Sunset Visits, Panthera Africa Millstream Clean Up Swop Shop Thisty Thursdays Opwipwinkel Sunset Market Junktique Market Annual Burns Night Supper Full Moon Walk Graze Wednesday Market Saturday Morning Mkt at Stanford Hotel	Sunset Walk Baardskeerdersbos Market (last Sat of month) Friday Market at Dutch Reform Church

	Yossarian Bizarre Charity Market Stiek YT Rally Pringle Bay Hack Meet & Greet	Jazz Nights at Dutchies Aerobics Marathon, Zwelihle Whale Coast Conservation (WCC) events		
<b>February</b>	Hangklip Hotel Performance Betty's Bay Hack Adventure Camp at Disakif Harold Porter Hike Matt Carstens performance Old School Jive Kogelberg Talk Meet & Greet Manuel Escorcio Pringle Bay Hack	First Friday Art Walk Camphill Schools Sport Challenge OAK concert Fernkloof Holistic Fair\ WCC events Annual Burns Night Supper ParkRuns on Saturdays Saturdays: Hermanuspietersfontein Markets Hermanus Country Market Sundays: Lemm's Corner Market Various Valentine's Day Events	Stanford Mountain Bike Tour Graze Wednesday Market Valiant Swart, Birkenhead Junktique Market Leap for Frogs Art Compt Twilight Fun Run Various Valentine's Day Events Thirsty Thursday, Coffee Corner Saturday Morning Mkt	Birkenhead Commemoration Gansbaai Sat Mkts started on 24 Feb Stargazing Friday Market at Dutch Reform Church Various Valentine's Day Events
<b>March</b>	Chalk Paint W/shop Albert Meintjies – Melodies on the road Art Zoo Greek Night Betty's Bay ParkRun BOTSOC talk ForwardFund Golf Day Gerald Clark & Stompbox Meet & Greet Fun Day Bazaar Real Wicomb Jazz Trio Easter Gift Market Vintage & Antique Fair	Cansa Relay For Life Emo Adams WCC events Flight of the Birders Hermanus Primary Carnaval First Friday Art Walk OAK Concert Passion Play ParkRuns on Saturdays Saturdays: Hermanuspietersfontein Markets Hermanus Country Market Sundays: Lemm's Corner Market Cape Town Philhar	Graze Wednesday Market Junktique Market Saturday Morning Mkt	Baardskeerdersbos Bazaar & Art Route Lighthouse2Lighthouse Charity Walk Die Supervrou White Shark MTB Challenge Reforest Fest Friday Market at Dutch Reform Church Saturday Country Market

During the period 1 January till 31 March 2018 the Cape Whale Coast hosted 73 events. The biggest concentration of these events was around the last weekend of January and the Easter Weekend at the end of March.

For the 2nd consecutive Easter Overstrand did not have any road accident fatalities. This could be attributed to the high visibility of operational traffic officers throughout the Overstrand.

A definite highlight was two meetings with the Deputy Minister of Tourism Elizabeth Thabethe this quarter. Once during the National Youth Chefs Programme at Warwick Chef's School on 14 February and once in Cape Town on 22 March for an overview of tourism stakeholders and their roles. Our relationship with the National Department of Tourism remains important as our region has greatly benefited through the hosting of collaborative workshops and events.

## TRAFFIC COUNT

Overstrand Traffic provides figures for vehicles measured at certain strategic entry and exit points in the Overstrand. These figures indicated that the highest traffic count for the Easter Weekend was on Friday 30 March with 6487 incoming traffic. This compared well with that of 29 December when the highest influx for the 2017 Festive Season measured 6772 incoming vehicles. Traffic measured between 8:00 and 18:00 reflected:

- Friday 30 March 2018 Incoming – 6487 Outgoing – 3486
- Saturday 31 March 2018 Incoming - 4334 Outgoing – 7427
- Sunday 01 April 2018 Incoming - 5765 Outgoing – 3786
- Monday 02 April 2018 Incoming - 1182 Outgoing - 2646

Interesting to note the exit of vehicles indicating that Overstrand residents don't necessary remain home for the Easter Weekend. Another deduction is that many visitors remained after the weekend, presumably for the school holidays.

### CAPE WHALE COAST EVENTS IN NUMBERS

- 100 people attended the Birkenhead Commemoration in Gansbaai.
- 1268 visitors attended the Reforest Fest in March at Platbos, outside Gansbaai.
- 8300 trees were planted during the Reforest Fest, 19 musical performances, 8 theatre shows, 12 workshops, 20 talks and 8 guided walks were held.
- 1000 tickets were sold for a Watershed performance at Stanford Hills on Easter Sunday.
- 613 tickets were sold for the Cape Town Philharmonic Choir performance in Onrus.
- 521 registered park runners participated in the Hermanus run. 106 people were first timers and 14 different clubs were represented. This was a record.
- 367 registered park runners participated in the third Betty's Bay ParkRun in Harold Porter.
- Approximately 550 tickets were sold for the Passion Play held in Hermanus Old Harbour. The weather played along perfectly and cleared up before the start of this annual Hermanus highlight.
- At Rooiels Boat Club between 10 and 12 boats were launched every day for the 4 days with an average crew of 4 each. This was similar to last year said Piet Uys of the Club.
- 510 participants in Great White MTB & Trail Run at Lomond, Gansbaai. +/-250 entered on the day.
- 1500 visitors to one Hermanus Saturday Market on Easter Saturday.

### ECONOMIC IMPACT

Generally businesses are in agreement that it was a good first quarter to the year. Business feedback varied and there was a sense that visitor numbers are lower in town centres with a better spread within the region. It was agreed that it was a slow start to the Easter weekend - in line with the previous Easter – but fortuitously picked up speed on Sunday and Monday to show a steady increase in trading figures. Hotels reported cancellations. Fortunately at some these were replaced by last minute bookings. A number of guest houses were contacted and it was good to hear that none of these reported any cancellations due to the unrest. Some businesses likened their Easter weekend trade to

that of December. There was however a cost to pay for closing 2 days the previous week while the unrest in Zwelihle was taking place. Deliveries could not be made in time for the peak trade expected during the weekend and alternative arrangements had to be negotiated. The hospitality industry, as with other businesses, made efforts to support employees residing in Zwelihle and surrounds. Looking after those impacted became a community affair and it was heart-warming to see the extent to which individuals and organisations were willing to help.

Fernkloof Rangers and Kleinmond Tourism staff attended an Alien Invasive Species workshop at Harold Porter, Betty's Bay, hosted by the Department of Environmental Affairs.

The Cape Whale Coast exhibited at the Mountain World Cup in Stellenbosch and promoted the adventure activities of our region.



### HANGKLIP-KLEINMOND

- Top places of interest: Stony Point Penguin Colony, Harold Porter Botanical Gardens, Sandown Beach.
- Hangklip-Kleinmond Business Forum launched again.
- Life skills training presented by National Youth Development Association to 20 persons.
- A Biosecurity Alien Invasive Species Workshop was held on 7 March. The Fernkloof Rangers and 2 staff members of Hangklip Kleinmond tourism attended this.
- Three Meet & Greet tourism network sessions were held in this area during the first quarter.
- 10 764 people visited Stony Point Penguin Colony in January. This is an increase of 4000 visitor when compared to the previous year.

- Kogelberg Nature Reserve has seen a slow but steady increase in the first quarter.
- Harold Porter visitors remained the same on average.
- The Betty's Bay Park Run started on 17 March. This attracted 1015 runners for the 3 Saturday's of March.

#### HERMANUS

- Top places of interest: Fernkloof Nature Reserve, Grotto Beach, Cliff Path including the Old Harbour.
- A Heritage Route Map was completed and available in the office.
- Hermanus Whale Crier, Thembinkosi (Bravo) Sobazila, completed his tour guide training and has handed in his portfolio.
- Interns received social media training.
- Monthly Hermanus First Friday Art Walks fit well with the upcoming Hermanus FynArts and Harbour Road with all its galleries complement our region's art culture.

#### STANFORD

- Top places of interest: Panthera Africa, Klein River Cheese, African Wings.
- Life Skills Training workshop presented by National Youth Development Association to 12 persons.
- Activity video of Stanford completed by Lloyd Koppel and communicated.
- Members' Mingle at White Water Farm on 19 February had local conservationist Sean Privett presenting on his work. There was a display of local stakeholders including Antjies Handmade Naturals and Kudu Cosmetics.
- Lady Stanford launched with daily river cruises on the Klein River.

#### GANSBAAI

- Top places of interest: Kleinbaai Harbour for shark cage diving, African Penguin Seabird Sanctuary (APSS), Danger Point Lighthouse.
- APSS had 4581 visitors for the first quarter of 2018.
- Danger Point Lighthouse had 1099 visitors for the first quarter of 2018.
- Gansbaai introduced a weekly Farmers Market on Saturdays. First market held on 24 February.
- Marine Dynamics from Gansbaai short listed for the African Responsible Tourism Awards.
- Site guide training facilitated in March with 7 participants.
- Annual highlight is the commemoration of the Birkenhead on 26 February that draws a culture and heritage attention to Gansbaai.
- Baardskeerdersbos market and Art Route helps to establish the Cape Whale Coast as a Western Cape arts centre.
- Blompark night market is on the cards and being developed.

- Newly printed Duiwelsgat hiking trail map has proved to be popular as are the monthly sunset walks.

### **SUSTAINABLE TOURISM**

Cape Whale Coast submitted an entry for the 2018 African Responsible Tourism Awards (ARTA) for in the category Decent Work Conditions & Inclusion. We were long listed and received positive feedback about our region taking honours for responsible tourism implementation. Prof Harold Goodwin, Chair of ARTA, said that Cape Whale Coast is SA's Responsible Tourism capital. "The philosophy of Responsible Tourism has clearly taken roots in the Cape Whale Coast".

### **DEVELOPMENT TOURISM**

- Accompanied 5 local entrepreneurs to motivational talk by Big Positive Guy.
- Waitron Training, Mthimkhulu 12 – 16 March for 14 individuals. 10 completed the training.
- Assisted Thembinkosi (Bravo) Sobazila, the Hermanus Whale Crier, to complete site guiding training.
- Assisted Thozamile Stuurman with marketing material for his tourism guiding business.
- Buddy Programme Graduation combined with Deputy Minister of Tourism's Tourism Imbizo in Khayalitsha. 13 Overstrand tourism officials graduated.
- Fernkloof Rangers received Biodiversity Alien Invasive Species training by Department of Environmental Affairs.
- National Youth Development Skills Training for 38 youth.
- Princess Mgebisa from Stanford, Peter John Smith from Kleinmond and Gretchen April from Bot River are all finalists in the Distell Inter Hotel Challenge.
- Provided exhibition space and mentoring to Zwelihle artist, Alfred Mbelwana.
- Regional Tourism Organisation meeting attended by all tourism staff.
- SMME data collection mapping Zwelihle and Stanford businesses on GIS.
- Social media training for tourism ambassadors.
- Stanford educational outing for tourism staff.

### **MEDIA VISITS & PROMOTIONS**

Media continues to visit the area and there has been a number of journalists and bloggers reporting on the attractions of our area. Some of the exposure receive included:

- **Television:** Via filmed Honingklip, Kleinmond, Top Billing filmed Mosaic, Tanique van der Walt featured in KykNet's Koekedoortjie.
- **Print Media:** Responsible Traveller Magazine, GetAway Magazine, Die Burger
- **Radio:** Whale Coast FM
- **TravelChatSA:** Weekly online travel tweet-up

### **ONLINE MARKETING TOOLS**

63% of travel bookings were done online in 2017. The majority of these made via smart phones and tablets and not desktop computers. Online platforms allow for friends and family to experience the journey with the traveller. Travel is the most important topic shared on social media and adds an immeasurable value to tourism marketing. Cape Whale Coast has a strategic approach to our online content and content creation and integrate with national and provincial tourism campaigns. Our posts on Facebook has a reach between 5000 and 30 000 per post. We aim to make at least 2 Facebook postings per day which relate to a reach between 10 000 and 60 000 people per day. Our posts are shared by others to a maximum of 28 shares per post. Hermanus has 144 143 images tagged on Instagram. This is the highest of the 4 main towns.

Twitter @whalecoastsa – Total Followers 3443

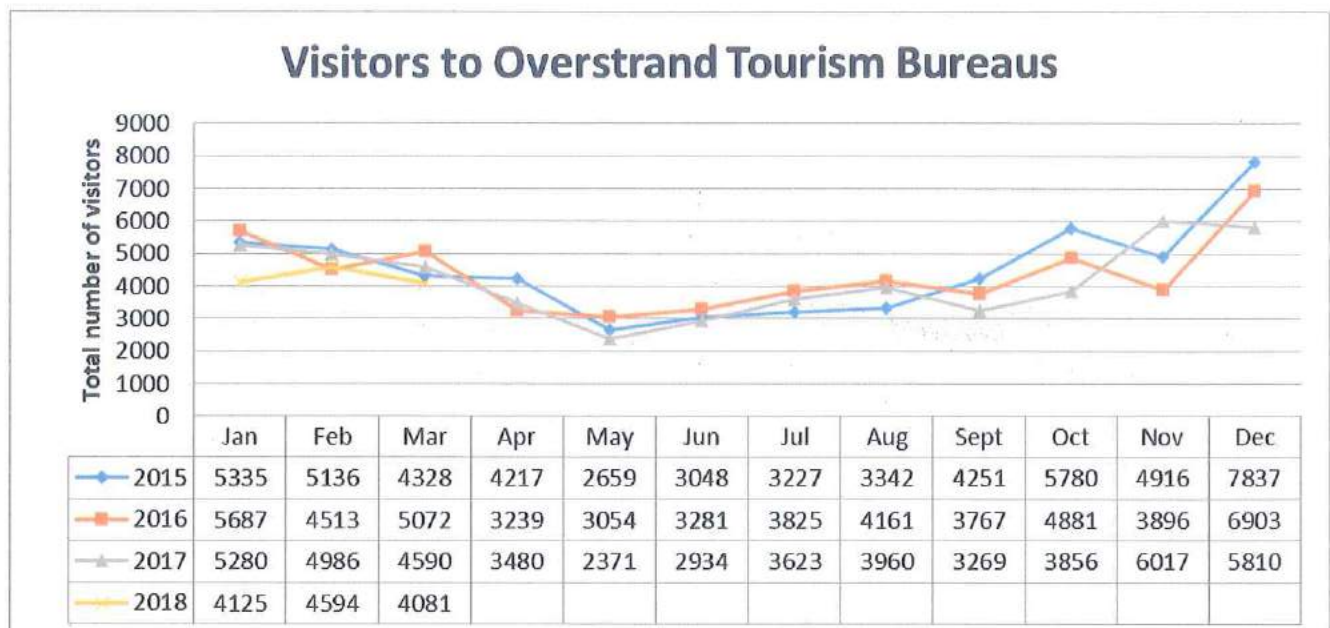
Facebook @whalewatchingsouthafrica – Total Page Likes 3333

Instagram @whalecoastsa – 1294 Follows

With these platforms we reach between 50000 and 75000 persons every month.

### TOURISM OFFICE WALK-INS

The trend for visitor numbers was again down over the first quarter as shown by the graph below.



Gansbaai introduced weekly Saturday markets as from 24 February 2018. The market is situated behind the municipal building in Gansbaai and has received great support from the community.

A tour guiding course was facilitated by Cape Whale Coast and hosted in Gansbaai. Thembinkosi Sobazile – Hermanus Whale Crier – and Gabriel Maphasa, Tourism Ambassador based in Gansbaai, attended the course and should be qualified as tour guides shortly.



Below is the visitor trends for the Cape Overberg for 2017. The trends for the Cape Whale Coast and the individual towns will be available shortly. It is interesting to note the United States as the 3<sup>rd</sup> most important source market for the Overberg. The Infographics also shows the importance of digital platforms as information sources for travel planning.

# Cape Overberg Visitor Trends

Annual 2017

# WESGRO

cape town & western cape  
tourism, trade & investment

# %

share of overseas visitors	59%
share of domestic visitors	41%
share of overnight visitors	92%
share of day visitors	8%

# Top 3

## international markets

United Kingdom	(25%)
Germany	(29%)
USA	(8%)

# Top 3

## domestic markets

Gauteng	(17%)
Western Cape	(58%)
Eastern Cape	(5%)

## Main purpose of visit

Holiday/Leisure	97%
Business	3%



### Travel group size

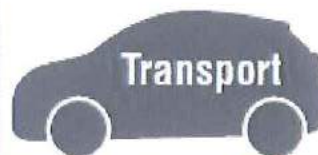
Pairs	36%
5&more	29%

### Age group

36-50	(27%)
21-35	(44%)

## Length of stay

1 night	81%
2 nights	7%
3 nights	5%



Rented car	62%
Own vehicle	38%

## Top information sources

Internet/Websites	53%
Word of mouth	34%

## Average daily spend

R201 - R500 (31%)



## Average spend on accommodation

R501 - R1000 (42%)



# Top 3

## activities in the Cape Overberg



## Top accommodation

B&B's	22%
Self-catering	23%



Gourmet Restaurants	(42%)	Culture	(46%)	Mice	(8%)
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