

Whale talk

Hermanus and the Cape Whale Coast
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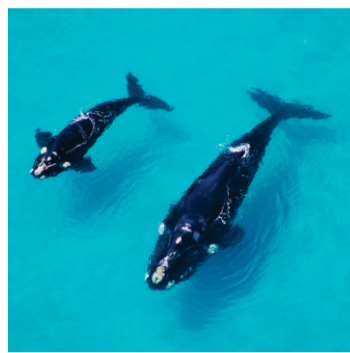
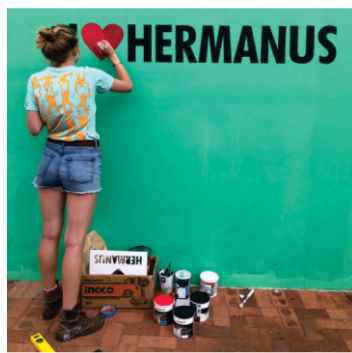
May / June 2021

I ♥ HERMANUS



CELEBRATING THE CAPE WHALE COAST

FREE



WE ♥ HERMANUS

THE POWER OF MARKETING TOURISM IN HERMANUS & THE OVERBERG

Ever since the early days of Hermanus, our region has been regarded as an exceptional holiday destination, attracting tourists from all four corners of the planet.

In those early days, the Harley Street doctors of London prescribed Hermanus for rest and recuperation for those with respiratory ailments due to its refreshing "champagne air". Jump forward 150 years and Hermanus with its clean ocean breezes still offers these outstanding marine and natural wonders. Over the years it has also added a myriad of high-quality attractions such as restaurants, wineries and activities to keep the family entertained and as happy as a sparrow at springtime.

The vast majority of holidaymakers are escaping the concrete jungles and over the last 10 years we have noticed a new trend. Tourists utilise Hermanus as their holiday base from which they embark on day trips in all directions of the Overberg and beyond. Rather than staying in the city of Cape Town and exploring Hermanus for a day trip, they are now doing the reverse.

As with any product, it is vital that worldwide promotion and marketing is constantly being utilised to keep Hermanus in the minds of travellers – and astonishingly that

only really started with the first real promotional push: the "invention" of the Whale Crier in 1992 by Jim Wepener. He correctly realised that Hermanus had an incredibly unique tourism attraction – whales. Thus the Whale Crier was born and has since become one of the most photographed people in South Africa.

With each passing year seeing the exponential growth of worldwide communication via the internet, the word of this little seaside town and its marvels has gone viral and thus Hermanus has transformed from a sleepy fishermen's town into a "must-see" holiday destination. Being easily reached from Cape Town (and the airport) is another major advantage that adds to the appeal.

Hermanus is also blessed with a high collective energy of forward-thinking, passionate, individuals with real community spirit who have started some incredible marketing initiatives. Yes, we do have many festivals that promote our wonderful attractions, but it's the other seedling start-

ups that are now really doing incredible promotional work. After many months of extremely hard work by Darryl David and the highly industrious Carolyn Martin (at Creation Winery) and an incredible marketing team, UNESCO awarded the Overberg the "Gastronomic Region of Africa" accolade in October 2019. This is a massive award that has thrust our region on the radar of the global tourism industry and journalists alike. With this phenomenal honour to boast, our local wine regions continue to produce spectacular award-winning wines that are highly praised by international connoisseurs, travel shows, magazines, websites and wine critics.

The "Hermanus is Open" campaign of August 2020 was yet another outstanding collaboration of public departments and private companies coming together to reach over a million tourists in just 6 weeks.

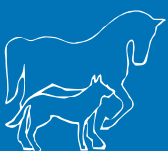
There is also another amazing initiative going on as we speak. The "I ♥ Hermanus" campaign has been and continues to be a

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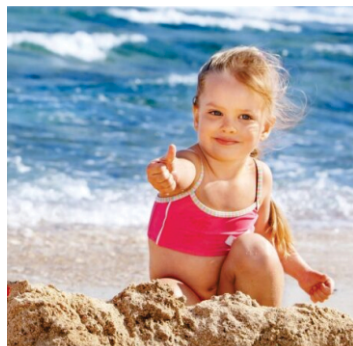
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resounding success. It was started (quietly at first) 9 years ago by the energetic Di Rattle with her store Shuk. She continued to take her initiative to higher and higher levels, giving an abundance of valuable exposure to Hermanus and the Overberg. Since November 2020, Di and the think-tank of Hermanus Revival (a group of like-minded business owners in Hermanus), as well as Hermanus Tourism, have started subtly to decorate the town, with the help of her children Ben and Ruby, by painting the "I ♥ Hermanus" logo on the walls of various buildings. There are now over 20 painted logos all over town – have you seen all of them yet? The initiative is also producing wonderful T-shirts, bumper stickers and face-masks that are on sale at www.hermanustourism.com

Di Rattle started her working life as a stylist for national life-style magazines, with her expert and detailed eye on making every photo shoot an adventure of visual amazement. She also presents her weekly radio show "Love ♥ Local ♥ Overberg" on Caledon FM, every Saturday from 9am to 10am. She uses her radio talents to showcase all that's new and exciting in the region as well as to celebrate entrepreneurs and businesses that are a success in our beautiful area – so please tune in. Di and her husband James also own and run The Hermanus Brewing Company, producers of the delicious Double Gold Medal winning Old Harbour

Beer, a South African lager champion. Di is absolutely passionate about making Hermanus and the Overberg a success by collaborating with businesses and the tourism industry, which is a monumental team effort. She sure is a very busy lady, zipping around the Overberg delivering her award-winning beers, networking as she goes, while being in control of sales and marketing at the brewery. Asked how she has SO much energy, she replies "jumping into the bracing sea at 6 a.m. each morning for a swim is enough to invigorate me for the whole day."

A fledgling new project dovetails onto this campaign and has just been started by Soné Kuhn, who has over 20 years of experience in tourism in Africa. She has always holidayed here and eventually moved to Onrus from Hout Bay eight months ago to start the marketing campaigns of "I Love Onrus" and "I Love Cape Whale Coast". Check them out on Facebook and Instagram.

The Hermanus Country Market held every Saturday from 9 a.m. to 1 p.m. is yet another jewel in the tourism crown of Hermanus. After 14 years of hard work, this outstanding market is rated as one of the best in the Western Cape – and deservedly so. There are over 100 stallholders selling not only lots of delicious organic foods, local beers, bubbles and wines but also loads of

art and creative beauties to make your house a home. The market is very well supported, with many regular clients coming from Cape Town. The Municipality is going to assist the market in revamping and making the stalls compliant where required. This venue is also used on the first Sunday of every month from 9 a.m. to 1 p.m. by 'Art in the Park', another local initiative to promote work created by local artists of the Overberg.

And speaking of art, the 'First Friday Art Walks' have also rapidly grown in popularity. They showcase over 20 galleries and 100s of local artists and serve glasses of wine and nibbles aplenty. Our local art network is quickly becoming a Mecca for talented individuals from all over the world. This growing trend is also promoted by the annual Hermanus FynArts Festival which will be celebrated this year from 10 to 20 June 2021. See page 10 for more FynArts info.

There is no end to the rapidly blossoming wonders of our town. The newly designed High Street area is going to be a fantastic future venue for markets and festivals. The highly creative Emilia Knight from 'The Gallery Deli' will be kicking things off, with a highly anticipated Saturday food market as well as the 'Sunday Car Boot Sale' at the end of Mitchell Street. 🐧

For loads of info on tourism events, please check www.hermanustourism.com and www.hermanus-festivals.com



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