







Hangklip-Kleinmond | Hermanus | Stanford | Gansbaai

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Service Excellence is a Journey #J2SE

Cape Whale Coast Tourism collaborated with the Western Cape Government's Department of Economic Development and Tourism, Hermanus Business Chamber and Whale Coast FM in presenting the Journey to Service Excellence Programme to 152 individuals working in the hospitality industry. These workshops were presented to the 8 groups over 4 days from 18 June till 14 August 2018 and aligned to the SABS Standard on Service Excellence (SANS 1197). Topics covered included marketing in tourism, product development and service delivery. The training was followed by a competition acknowledging and rewarding local service heroes.



Adventure is Our Game

Visitors to the Cape Whale Coast like to remain active and we have increased the number of mountain bike and triathlon events:

- Funky Fynbos MTB 22 - 23 September 2018
- Wines2Whales 26 October - 4 November 2018
- Race2Stanford 10 November 2018
- WalkerBay Xtreme 26 - 28 April 2019

Guests and trade

Every month our tourism offices submits visitor figures to Wesgro which is packaged in infographics showing trends.

The 2017 figures revealed the following:

- Visitors to the Cape Whale Coast are split with a 35% local and 65% from international markets. The top three international markets are the United Kingdom, Germany and the USA.
- The US market has surpassed that of the Dutch in this year's survey.
- Leisure remains the leading purpose for visiting this area with top activities being scenic drives, outdoor activities and gourmet food and wine outings.
- 38% of visitors stay 1 night while 21% stay 2 nights and 12% stay 3 nights.
- Average spend on accommodation has increased to R2000 - R5000 per night.
- Self-catering remains popular but 31% preferred to stay in guesthouses and 23% in B&Bs.

Upcoming Events/Festivals

There are many events happening on the Cape Whale Coast. Residents and visitors are encouraged to spread the news and boost participation. What is better than a little festivity?

Hermanus First Fridays	7 Sept, 5 Oct, 2 Nov, 7 Dec 2018
Zwelihle Third Thursdays At the Youth Café - RDP (Cnr Zuma & Mbeki Str)	18 Oct, 15 Nov, 20 Dec 2018
Hermanus Flower Festival, Fernkloof	22 - 24 September 2018
Funky Fynbos Festival, Gansbaai & surrounds	22, 23 September 2018
Hermanus Whale Festival	28 - 30 September 2018
Hermanus Wine & Food Festival at Curro School Hermanus	5, 6 October 2018
Hawston Sea Festival	1 December 2018
Ubumnandi Festival Summer Picnic, Zwelihle	16 December 2018

September = Tourism & Heritage Month

#TourismForAll

24 September = Heritage Day

27 September = Tourism Day

Cape Whale Coast continues to promote the #TourismForAll initiative with a focus on universal accessibility. We reach beyond the social, environmental and cultural barriers and make efforts to ensure that everyone has an opportunity to benefit from tourism.

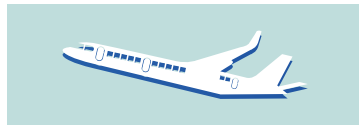
Nothing's more fun than a Sho't Left.

Another way in which South African Tourism is making it easy for people to travel and explore is to offer specials on their website. On www.southafrica.net travel and tour operators are encouraged to advertise their deals and travellers can plan their next holiday accordingly.



Visitor trends 2017

Share of overseas visitors (65%)
Share of domestic visitors (35%)



Top 3

Domestic markets
Western Cape (54%)
Gauteng (19%)
Eastern Cape 28%



Travel group size
Pairs (51%)
5 & more (18%)

Age group
36-50 years old (42%)



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Top 3

International markets
United Kingdom (26.6%)
Germany (22.9%)
Netherlands (7.9%)

Main purpose of visit



Holiday / Leisure (88.1%)
Business (3.4%)
Visiting friends & relatives (3.6%)



Length of stay per town
1 night (53.0%)
2 nights (20.7%)
3 nights (8.4%)

Transport



Rented car (47.3%)
Own vehicle (46/1%)

Top information sources

Internet / websites (42.0%)
Word of mouth (18.4%)



Average daily spend

R501 - R1000 (39%)

Average spend on accommodation

R2000 - R5000



Top 3

Activities on the Cape Whale Coast



Top accommodation

B&B's (23%)
Guesthouse (31%)



Overseas

Scenic drives (23%), Outdoor activities (12%)
Gourmet restaurants (29%)



What's New



Eager participants at the Betty's Bay Parkrun which takes place every Saturday @ 8:00 at the Harold Porter National Botanical Garden. Entrance is free!



A fresh produce, home baked foods and homemade craft market in Gansbaai that takes place every Saturday from 09h00 to 14h00.

Keeping it social

Cape Whale Coast is sharing news on events and happenings online. Please follow us and share our news wherever you travel and with whomever you speak.

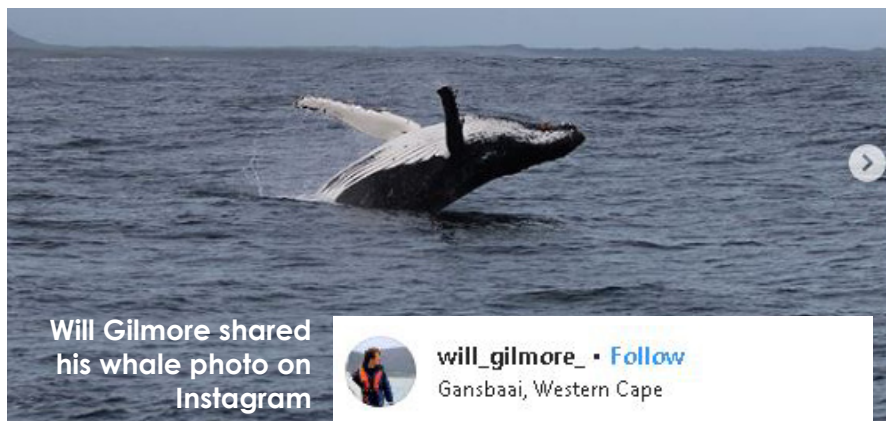
Twitter @WhaleCoastSA
Facebook whalewatchingsouthafrica
Instagram @whalecoastsa

Don't forget to use the hashtag #capewhalecoast to make it easy for us to find your news and photos.

Media & Press

The Cape Whale Coast is always receiving media exposure and recently we were featured:

- As host to the US Series - The Challenge
- HaesFarm was on Top Billing, SABC3
- Pringle Bay: Far from Normal article in Getaway Magazine



Will Gilmore shared his whale photo on Instagram



will_gilmore_ • Follow
Gansbaai, Western Cape

will_gilmore_ Sitting in an airport waiting to fly home, but I can't help but miss the amazing days I've had on the water these past six months. I will see you again soon 🐳

Welcome Back Whales