



# OVERSTRAND CAPE WHALE COAST

## TOURISM STRATEGY

December 2023



This strategy covers the Vision, Values, Objectives, Legislation, Implementation, Situational Analysis, Tourism Products, Services, Infrastructure & Facilities, Tourism Performance, SWOT Analysis, Target Markets, Strategic Relations, Industry Structure, Institutional Arrangements, Key Strategies, Marketing Action Plan, Evaluation & Monitoring. The relationship between tourism entities and municipalities should be structured to facilitate collaboration and clarify roles, processes, and aims. Partnerships are to strengthen the links within tourism and improving the tourism industry's performance as well as the municipality's contribution to the growth and improvement.

## OVERSTRAND TOURISM STRATEGY

Overstrand Tourism Strategy sets out the long-term vision for destination Overstrand Cape Whale Coast. The document was informed by the vision of the Executive Mayor Dr Annelie Rabie, and the compilation of the document was undertaken in March 2022 while the Western Cape Tourism Blueprint was finalised. Dialogue during the Overstrand Tourism Indaba held on 7 September 2023 informs this strategy to achieve the following:

- Address local tourism priorities.
- Increases the visitor experience.
- Builds a thriving visitor economy.
- Creates a sustainable and competitive destination.

Overstrand formed part of the Western Cape Tourism Working Group and the provincial document guided the drafting of a similar yet adapted version for Overstrand Municipality. There has been a significant impact of the pandemic on global and local tourism economies, and the long-term focus adopted by Overstrand Tourism Strategy 2030 takes these changes into consideration.

Message from the Mayor

Message from the Mayco Investment, Infrastructure and Tourism

Message from the Municipal Manager

## INTRODUCTION

Overstrand Tourism Strategy, the Overstrand's destination management and marketing framework, aims to build a sustainable visitor economy that has a positive impact on job creation, local investment, infrastructure, and citizen pride in the municipal area.

The purpose of the document is to provide a roadmap for the region's long-term tourism vision, goals, objectives, policies, and potential investment opportunities. Considering Covid-19, it has been even more important for the Overstrand to have a coherent vision and strategy to drive recovery and growth. The plan aligns with national and provincial policy directives concerning the United Nations Sustainable Development Goals, the National Development Plan, and the National Tourism Sector Strategy.

The Overstrand Tourism Indaba's opening address highlighted the following actions:

- Consideration of the renaming of Overstrand to Cape Whale Coast or Whale Coast as a more appropriate destination brand that resonates with visitors and includes all the villages and towns along the route to the benefit of all. A public participation process is required to action this suggestion.

- The destination's reputation should be paramount in all marketing efforts and social media engagements need to be kept positive and factual to benefit tourism promotion.
- Optimising local icons such as the Hermanus Whale Crier.
- Emphasising the spectacular Clarence Drive as an entry route to the Overstrand. This drive is currently closed (December 2023) due to flood damage. When it reopens the route should feature more visibly on marketing material.
- Planning for the Africa Travel Indaba in Durban 14 – 16 May 2024 including more stakeholders for a collective participation.
- Introduction of a winter campaign to mitigate the slow season.

## **VISION**

To build a thriving visitor economy that increases its contribution to the Overstrand economy while creating a sustainable and competitive destination for years to come.

## **VALUES**

- Opportunities for all
- Value the input of communities
- Economic growth to the benefit of all
- Recreational activities in a safe environment
- Sustain service excellence and productivity
- Teamwork
- Recognising the needs of our diverse society
- Acknowledge the need to conserve our biodiversity
- No to corruption and maladministration
- Development within a sustainable environment

## **OBJECTIVES OF THE STRATEGY**

Overstrand Tourism Strategy aims to:

- Focus on domestic markets
- Raise the global profile of Destination Overstrand Cape Whale Coast
- Improve the ease of doing business for tourism sector
- Grow visitor numbers and yield
- Drive geographic spread of tourism benefits throughout the municipal area
- Improve seasonality
- Improve customer experiences (quality and service excellence)
- Facilitate tourism infrastructure development
- Develop industry partnerships

## CONTEXT

The Overstrand Municipality is one of four municipalities in the Cape Overberg District and located along the southwestern coastline of the Overberg District Municipal area bordering the City of Cape Town in the west and Cape Agulhas Municipality in the east. Its northern neighbour is Theewaterskloof Municipality.

The Overstrand Municipality covers a land area of approximately 1708 km<sup>2</sup>, with a projected population of 110 856 people (Western Cape Provincial Treasury, SEP 2021) and covers the areas of Hangklip/Kleinmond, Greater Hermanus, Stanford and Greater Gansbaai. In addition to the endless, pristine beaches dotting the coastline, the Overstrand boasts 4 Blue Flag beaches with Onrus Beach as a pilot for the 2023/24 season. Tourism is a major economic driver in the area and its popularity as a holiday destination results in a fourfold increase of its population over the holiday seasons.

## OVERSTRAND TOURISM STRUCTURE

Current Structure: Overstrand Cape Whale Coast with 4 tourism offices: Kleinmond, Hermanus, Stanford, Gansbaai.

Cape Whale Coast Tourism: Manager Frieda Lloyd, Tourism officer Adinda Jantjies. Staff members are stationed at Hermanus Tourism Bureau, Station Building, Mitchell Street, Hermanus.

Hermanus & kiosk at Market Square: Tourism Manager – vacant, 5 Temporary staff manning offices 7 days a week in shifts.

Kleinmond: Tourism Manager Anecia Abrahams with temporary Boland College Tourism Intern.

Stanford: Tourism Manager fixed term contract: Le-Ann Hoogbaard with EPWP staff support

Gansbaai: Tourism Manager fixed term contract: Glenda Kitley, Maureen Valentine and 4 Chrysalis Academy trainees.

Proposed Structure: Cape Whale Coast Tourism office located at Station Building, corner of Lord Roberts and Mitchell Street Hermanus. This office to service the needs of Hermanus and Cape Whale Coast Tourism. Kleinmond, Stanford and Gansbaai VICs accommodated within Overstrand Municipal Infrastructure. Each of these offices to have a manager employed plus 1 additional staff member to support activities and manage opening hours. EPWP staff to assist in Hermanus and Gansbaai where there is more activity and space.

Opening hours are Monday to Friday 8:45 - 16:30

Saturdays: Hermanus Station Building 9:00 – 15:00, Gansbaai 9:00 – 14:00, Kleinmond 9:00 – 13:00. Gansbaai Market closes at 13:00. Equipment is stored at Gansbaai VIC.

Hermanus Kiosk Sundays 9:00 – 14:00

Hermanus Kiosk Public Holidays 10:00 – 14:00, Kleinmond 9:00 – 13:00, Gansbaai 9:00 – 14:00

ACTION: Institutional and organisational arrangements to be finalised and implemented with vacancies filled.

## BACKGROUND

28 November 2007 the Overstrand Municipality approved the constitution of the non-profit Destination Marketing organisation for the Overstrand region to be named “Overstrand Marketing”, based in Hermanus with a board of directors of not less than 18 and not more than 23 directors representing festival and event expertise, tourism and tourism policies, legal, marketing, finance and sponsorship, general management and conservation and eco-tourism. Four tourism offices, one in each of the major towns, were maintained with

funding from the Overstrand Municipality. Audited financial statements of the Destination Marketing Organisation of the Overstrand Region for the 15-month period ended 30 June 2009 registered a grant payment of R2 929 985 from the Overstrand Municipality. No further audited statements were available.

The Overstrand Municipality transferred its Tourism Function to a Destination Marketing Organisation in 2008. In February 2009 the signage was approved for the Whale Coast Tourism Route – a collaboration between the Overberg District Municipality, Overstrand Marketing, Overstrand Municipality and Cape Town Routes Unlimited.

On 30 August 2011 a press release declared the need for a dedicated tourism officer reporting to the Directorate Economic Development. The task of this person was set out to coordinate the activities of the various Tourism Visitor Centres and establish and promote a single tourism marketing strategy for the whole of the Overstrand.

The Overstrand Municipality Portfolio Committee Meeting (Finance and Economic Development) and Mayoral Committee Meeting held in November 2011 reported a new approach to tourism and terminated the agreement with the Destination Marketing Organisation. The Portfolio Committee intended the establishment of a Tourism Advisory Committee in accordance with the provisions of Section 17 (4) of the Municipal Systems Act 32 of 2000. A budget provision of R2.8m was made available for Tourism for the financial year 2011/2012.

A Tourism Marketing Manager was appointed by the Overstrand Municipality in 2011. 4 Visitor Information Centres (VICs) continue with their operations and activities as guided by their committees and quarterly grants paid to the Committees by the Overstrand Municipality as per Service Level Agreements. The 4 offices were, and remained open, in Kleinmond, Hermanus, Stanford and Gansbaai.

Tourism Visitor Information Centres each had a manager, a committee and staff appointed by the committee. Grant funding was supplemented with membership fees charged to the hospitality industry and kept in the Committee's bank account. The tourism VICs governed their own funds and activities.

Municipal Management Finance Act regulations caused the termination of grant payments by municipalities. This necessitated the incorporation of the 4 tourism VICs into the structure of the Overstrand Municipality as from 1 July 2021. As from 1 July 2021 the Overstrand Municipality took over the staff at the VICs, provided connectivity of telephones and computers and covered the cost of day to day running of the VICs. In Stanford and Gansbaai active tourism committees assist VICs activities. Kleinmond has a working committee that meets from time to time. Hermanus do not have a tourism committee but various other configurations supporting tourism.

To develop and implement a tourism marketing strategy for the Overstrand Cape Whale Coast that enables the following:

- Attract more first time and more return visitors.
- Encourage visitors to stay longer.
- Develop and promote an event calendar.
- Improve the visitor experience.
- Broaden participation in tourism.
- Promote sustainable practices to develop as a responsible tourism destination.
- Continuously align efforts to support tourism growth through:
  - Liaison with Cape Town Convention Centre to place destination material at conferences and an info kiosk during registration at conferences.
  - Development of corporate travel and incentive packages.

- Link, cooperate and partner with towns of similar character and source markets.
- Market to Western Cape residents as this is our biggest tourism market.
- Focus on the extras offered such as guided hikes and spas.
- Tap into the India/Asia market from April to September. These groups are between 15 – 20 people and activity strong. Allowances such as kitchen access could improve bookings.
- Keep list of wedding venues up to date and available on website.
- Promotion of new products and experiences for repeat visitors.
- Improved use of technology.
- Up to date websites with links to products and activities.

To address these objectives, the tourism activities should be divided into Destination Marketing and Destination Management activities.

## **DESTINATION MARKETING**

To attract a greater number of visitors, the Overstrand must maintain constantly increase the quality and quantity of tourism marketing efforts.

Overstrand Tourism to focus on marketing the destination through:

1. Brand identity development. Securing Overstrand Cape Whale Coast on all tourism marketing and communication material. The consideration of changing the Overstrand brand to Cape Whale Coast or Whale Coast was discussed during the Overstrand Indaba. Not only will this change give the brand a meaningful context, but it plays to one of its biggest assets – marine life, specifically the migration of Southern Right Whales.
2. Event support and promotion. Assisting with letters of support to assist with funding application, providing programme input, logistical support including assistance with ticket sales where necessary and funding support. Promoting approved events on the events calendar and via social media.
3. Development of a marketing toolkit:
  - a. Updated brochures for each town and one covering the Overstrand
  - b. Branded pull out banners
  - c. Regional maps updated and available as tear-off map and digital format
  - d. High resolution photographs
  - e. Updated websites
  - f. Itineraries including suggestions for things to do with children, and things to do on rainy days.
  - g. Social media platforms with updated info, images, and news
  - h. Collateral for distribution: pens, draw string bags, usb with high-res images and information, staff t-shirts and clothing, beaded whale/penguin/shark key rings...
4. Facilitating media, trade visits and travel exhibitions
5. Newsletter with upcoming events and tourism news
6. Social media postings according to social media calendar
7. Promoting the Overstrand at travel and tourism trade shows. Collective representation to be explored.
8. Facilitation of tourism signage applications with Western Cape Roads Department
9. Keeping statistics of visitors and making these available to Wesgro for Overstrand Barometer
10. Liaising with hospitality sector on government programmes (Blue Flag Beach, Tourism Monitors and skills training) assistance. Assisting with the recruitment, placement and monitoring required by the programmes.
11. Increased brand awareness through marketing campaigns, media opportunities and social media.
12. Managing general enquiries via walk-ins and telephonic enquiries to tourism offices and making linkages.

13. Liaising with media to encourage promotional articles on Overstrand tourism products and personalities.

14. Marketing Overstrand key attractions:

- 14.1 Clarence Drive
- 14.2 Stony Point, Betty's Bay
- 14.3 Harold Porter Botanical Gardens, Betty's Bay
- 14.4 Kogelberg UNESCO world heritage site, Kleinmond
- 14.5 Blue Flag Beaches: Kleinmond, Hawston, Grotto, Pearly Beach, Onrus
- 14.6 Fernkloof Nature Reserve
- 14.7 Whale Watching – June till November
- 14.8 Stanford Heritage Village
- 14.9 Hermanus Wine Route
- 14.10 Stanford Wine Route
- 14.11 De Kelders – caves
- 14.12 Shark diving, Kleinbaai/Gansbaai
- 14.13 Eco adventure trips
- 14.14 African Penguin & Seabird Sanctuary, Gansbaai
- 14.15 Stanford Klein River
- 14.16 Rock art, Phillipskop
- 14.17 Panthera Africa
- 14.18 Natural beauty with fynbos cladde hiking trails and mountain bike routes
- 14.19 Cradle of Human Culture which includes Phillipskop Rock Art and Klipgat Caves
- 14.20 Develop Fynbos Route linking Overstrand with Cape Agulhas
- 14.21 Walker Bay Hope Spot
- 14.22 Overstrand UNESCO Creative City of Gastronomy

ACTION: As listed above.

## **DESTINATION MANAGEMENT**

Destination management is the facilitation of regulatory requirements to enable destination marketing. This also addresses Overstrand Executive Mayor Dr Annelie Rabie's priority identified as the cost and ease of doing business as part of the 3 C priorities as per the mayor's 100-day plan (Communication, Crime Prevention & Law Enforcement and Cost and Ease of doing business with Overstrand).

## Overstrand Municipality's Tourism Seasonality

High Season	December to February
Mid-Season	March – April, September – November
Low Season	May – August, specifically June and July

## Tourism Analysis

<p><b>Accommodation</b> Accommodation ranges from 1 to 5-star backpackers, self-catering houses, luxury guesthouses and hotels</p> <p>Caravan parks &amp; camping grounds (Palmiet, Onrus, Kleinmond, Platbos)</p>	<p><b>Cultural</b> Heritage buildings and San rock art, Stanford Art galleries in Onrus, Stanford, Hermanus Whale Museum, Hermanus Cradle of Humankind: Klipgat Caves &amp; Phillipskop Mountain Reserve</p>
<p><b>Nature-based - hiking, cycling, exploring, flora &amp; fauna, water sports, canoeing, etc</b> Whale watching (by boat or land) Mountain biking      Bird watching Hiking (Fernkloof, Kogelberg Biosphere, Gansbaai) Kayaking, River rafting on Palmiet &amp; Klein Rivers Glam Trails hiking in Hemel-en-Aarde vineyards. Hiking trails on Bosman and Bouchard Finlayson. River Cruising on Klein River, Stanford. Surfing, kite surfing, swimming in ocean</p>	<p><b>Entertainment</b> Restaurants and cafes Pubs/bars/night clubs in Hermanus Sports and social clubs Breweries (Hermanus, Gansbaai and Stanford) Distillery (Stanford)</p>
<p><b>Points of interest</b> Dangerpoint Lighthouse Baardskeerdersbos Stony Point Kogelberg Biosphere Fernkloof Nature Reserve Cliff paths and Hoy's Koppie in Hermanus Heritage buildings in Stanford Wild horses in Kleinmond SANSA Space Centre Hermanus &amp; Stanford Wine Routes Harold Porter Botanical Garden</p>	<p><b>Other attractions/activities</b> Shark cage diving in Gansbaai Whale watching in Gansbaai and Hermanus Golf (Arabella, Hermanus) Birkenhead Brewery Klein River Cheese Farm Abalone farm, Abagold Harbours: Kleinmond, Hermanus and Gansbaai Adventure activities in Hemel-en-Aarde Hermanus Wine Hoppers Shark Lab</p>
<p><b>Major conference and special event venues</b> Municipal auditorium/Civic centre Arabella conference venue Grootbos Private Nature Reserve Fernkloof Nature Reserve Sandbaai Hall Bona Dea Private Estate One Heaven &amp; Earth, Crystal Kloof, Murasië and De Uijlenes, Gansbaai Several smaller private venues at hotels or other establishments.</p>	<p><b>Infrastructure and facilities</b> Educational facilities institutions: Learn2Earn, Overstrand Training Institute, Enlighten Education Trust Mthimkhulu in Kleinmond Sportsgrounds Hawston and Mount Pleasant swimming pool Several private schools Private and government hospitals Oncology Centre, Hermanus</p>
<p><b>Services</b> Car Hire, Transport Services Hermanus Wine Hoppers Information offices/local tourism bureaus</p>	<p><b>Retail/Shopping</b> Kleinmond Harbour Development Old Town of Hermanus (antiques, art galleries, etc) High Street &amp; Harbour Road Hermanus</p>



Informal taxi busses travelling between towns 2 aeroplanes for whale watching trips Tour operators /shuttle services	Whale Coast Mall, Sandbaai Queen Victoria Street Stanford
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Activities include:

1. Support with permit application for professional filming and photography permit applications.
2. Support of events permit application.
3. Film permit application support.
4. Assistance with road signage applications to Western Cape Road Signage authority.
5. Ensuring up to date information on all promotional material and digital platforms. Communicating with stakeholders to ensure that information is updated on their platforms.
6. Building relationships with tourism product owners and assisting with tourism related matters.
7. Improving tourism staff knowledge of destination and tourism products offered.
8. Collecting, recording and reporting on visitor statistics from walk-ins and at main attractions.
9. Liaison with Overberg Tourism, DEDAT, Wesgro and the Department of Tourism.
10. Facilitate accommodation grading with the Tourism Grading Council of South Africa.
11. Liaison with national and provincial government regarding industry news and statistics

ACTION:

- Online application forms for filming, festivals, and events applications. Drafted and implemented.
- Staff training and familiarisation with the area and products, improvement of visitor experience.

## TOURISM EVENTS & FESTIVALS

The Overstrand Municipality has provided financial and non-financial support to event organisers. The annual events need to be revised in consultation with event's organisers.

An events workshop should be hosted with event's organisers to discuss:

- Annual events calendar
- Spread of events throughout the year
- Motivation of events to be hosted in low season May to August
- Character of events: adventure, arts, sport, conservation, gastronomy
- Events application requirements and logistical support
- Funding

Event's organisers should be invited to apply for financial support. The call for submissions was extended till 23 June 2022 and a decision made on 5 July 2022 for the financial year 2022/23. A call for submission was made for the new financial year submissions closing 31 July 2023. No approval has been authorised to date. A call for submission for events funding from National Department of Tourism as circulated on 24 October 2023. Submissions closed 17 November 2023. Overstrand Tourism assisted with letters of support.

As tourism is recognised as a provincial strategic priority, events are one of the key contributors to the tourism industry. In Hermanus public spaces are limited and there is traffic congestion during most of the year. This limits the ability to host big events which requires the closing of spaces, especially car parking areas, in the CBD.

ACTION: Workshop with Events Organisers on municipal requirements.

## Testing of Online Application Form

### SWOT Analysis

STRENGTHS	WEAKNESSES
Best land-based whale watching in the world. Known for its Whale Festival (strong brand).	Lacking tourism facilities (parking for busses, tourism bureaus not always visible, signage not clear)
Scenic natural beauty: nature reserves, biosphere	Social Discourse
Marine Life & Blue Flag beaches	Attracts mostly day visitors
Diverse offerings/attractions: nature, golf, adventure, wine, whale watching	Limited opening hours of businesses
Clarence Drive – one of the most scenic drives	Not many activities offered for the youth
Hermanus has an international profile as the Whale Capital	Staff working within tourism industry do not have necessary skills/training
Outdoor and adventure-based activities: shark cage diving, mountain-biking, quad-biking, diving, ziplining, trail running, surfing, hiking.	Not sufficient road signage to attractions or places of interest
Within close proximity of Cape Town and international airport.	Perception of expensive destination
OPPORTUNITIES	THREATS
Excellent development and packaging possibilities with special interest markets, including eco-tourists, hikers, bird watchers, golfers, space enthusiasts	Seasonality: high summer period puts strain on municipality services (water, congested parking). Pandemics, travel bans, curfews, restraints on liquor trading.
Improved service delivery and more grading of establishments,	Safety & security of visitors. Safety of cliff paths
Growing demand for domestic tourism	Economic decline, volatility in fuel prices and inflation might have an impact on guests visiting patterns. Affordability of attractions for locals.
Improve visitors' service experience by offering training opportunities to hospitality industry. Especially with online booking platforms,	Competition of other nearby towns/regions within close proximity of Cape Town which offer better value for money.
Development of festivals and events	Overstrand Municipality's capacity limitations
Infrastructure for business tourism should be developed (more affordable venues, conference facilities)	Probability of a toll road on the N2-road
Opportunities for a major interpretive centre related to marine life.	Ignorance regarding operating standards and regulations on part of operators (unlicensed vehicles and illegal guides);
Unlocking of value for residential and subsequent	Road closures due to social disorder.

community upliftment.	
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## FORMS OF TOURISM

People travel for different purposes; it is these purposes that describe the various forms of tourism. The Overstrand has a depth and breadth of diversity, catering to many different forms of tourism. Although visiting friends and relatives is a significant travel motivator for the domestic market, it is leisure and business tourism, particularly from international markets, that maximise the economic impact of the sector. In leisure tourism, the Overstrand is competitive in global and national terms. Tourists from all over the world are drawn to the region's scenic beauty, food and wine/beer and adventure experiences.

Leisure Tourism – activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year, family holiday, visiting a park, reserve or wildlife sanctuary.

Adventure Tourism – a trip that includes at least two of the following – physical activity, natural environment, and cultural immersion. It covers cycling tours, hiking, surfing, kiteboarding, rock climbing, trail running, bungee jumping, scuba diving, ziplining, paragliding, sandboarding.

Eco Tourism – flora and fauna experiences, hiking, river rafting, bird and whale watching, canopy tours, horse riding.

Sport Tourism – includes travel away from one's primary residence to participate in sports activity for recreation or competition purposes, travel to observe sport or event and travel to visit a sports attraction. It includes spectator or mega events and school sports. Sport, events and tourism have a natural synergy and well hosted events amplified by a clear tourism strategy can have a positive impact on the economy, the destination's image and the lives of the residents.

Gastronomy Tourism – characterised by the visitor's experience linked with food and beverages while travelling and include food and wine or beer routes.

Film Tourism - a branch of cultural tourism and refers to the growing interest and demand for locations which became popular due to their appearance in films and television series.

Edu Tourism - recreational travel undertaken solely or partially for the purpose of study, self-improvement, or intellectual stimulation. It includes language schools, tertiary education, and graduate business school courses as well as specialist training such as cooking courses.

Business Tourism – activities of persons travelling to attend meetings, incentives, conferences, or exhibitions.

Bleisure Tourism – travel where business is combined with leisure.

Health / wellness / medical Tourism – the primary motivation is the contribution to physical, mental and/or spiritual health through medical and wellness-based activities. It includes medical procedures, spas, and retreats.

Cultural Tourism – a tourism activity in which the visitor's essential motivation is to learn, discover, experience, and consume the cultural attractions/products in a tourism destination. It relates to experiences that encompass arts, architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems beliefs and traditions. Included are museums, monuments, heritage sites.

Voluntourism – like eco-tourism with the objective of improving lives. Also helping a particular project.

Cruise Tourism – a luxurious all-inclusive way of travelling for at least 48 hours following a specific itinerary where the cruise ship calls on a variety of ports and connected cities or hinterlands.

LGBTQ Tourism - the development and marketing of tourism products and services to the lesbian, gay, bisexual, transgender, and queer community and includes pride festivals.

Religious Tourism - where people travel individually or in groups for pilgrimage, missionary or leisure purposes to visit religious venues, mosques, and temples, attend church services and church groups, faith-based camps.

Halal Tourism - activities within Sharia law where men and women are separated at swimming pools and spas, includes hotels with prayer facilities, no alcohol in mini bars.

Shopping Tourism - focussed on the acquisition of products and services in the visited place such as national and local brands, crafts.

Romance Tourism – a destination for wedding proposals, honeymoon, renewing of vows, romantic weekends.

Demand is rising for unusual spaces and hotels to host business events. Unfortunately, the Overstrand lack facilities that can accommodate bigger groups and the Overstrand Municipal Auditorium and Arabella Hotel and Spa remain to venues that can accommodate groups exceeding 100 people. Health, wellbeing, safety, and security are a major concern for delegates and event planners.

Four forms of tourism have been identified as having significant potential in the Western Cape in terms of return of investment but are not currently reaching their full potential. These forms are:

1. Cruise tourism
2. Halal tourism
3. Event and sports tourism
4. Gastronomy tourism

Cruise tourism has been a booming segment in recent years. In 2018 it was recorded as the fastest growing sector in the tourism industry with an annual growth of 7.4% according to Cruise Line International Association, the world's largest cruise industry trade association representing 50+ cruise lines and more than 95% of global cruise capacity. Even Covid-19 has not dampened consumer interest and forward bookings are promising. The opportunity for the Overstrand is to take advantage of the steadily growing demand from consumers and supply from cruise liner companies. There is much to be leveraged from these additional tourists through onshore spending, shore excursions and tours and in-port spending from the cruise companies.

The growth of the global Muslim travel population signals an immense potential for Muslim travel related products and services. According to the Mastercard Crescent Rating Global Muslim Travel Index 2019 there were an estimated 140 million Muslim international travellers in 2018 which is projected to grow to 230 million by 2026.

A noted 2023 travel trend is about having a once-in-a-lifetime experience or gaining an emotional connection with cultures and nature. Travellers are bored of cookie-cutter vacations in touristy hot spots in Cape Town and are looking for authentic experiences within a day's journey from Cape Town. The therapeutic spaces offered in the Overstrand has attracted visitors who wished to feed their soul. Glamping – luxury camping in nature – is also in demand.

Filming in the Overstrand has steadily increased with regular festive campaigns selecting Overstrand villages as their preferred location. A big retail chain invested in Stanford for the 2023 festive campaign and there are clothing and motoring brands who repeatedly use our region as a backdrop.

The UNESCO acknowledgement as a Creative City of Gastronomy requires more promotion and the tourism sector needs to be educated as to how this acknowledgement could benefit their business through proper

application. South African Tourism has workshopped Gastronomy Tourism in all provinces. A gastronomy tourism workshop was held in Cape Town on 27 September 2023 and a guideline will be developed from this. On 29 November 2023 an online meeting was held with the United Nations Creative Cities Network to discuss challenges. The only 2 African cities attendees were from Overstrand and Durban.

While all forms of tourism mentioned should be considered, it is proposed that the Overstrand Municipality focus on the following 5.

- Adventure Tourism
- Leisure Tourism
- Gastronomy Tourism including Halaal
- Film Tourism
- Health Tourism

**ACTION:** Identify priority tourism sectors. Develop marketing plan for each.

Maps and social media posters to be developed for ease of access and understanding.

## **MARKETING PLAN**

The two economic hubs to focus on as a starting point in terms of marketing and promotion is Western Cape and Gauteng. Western Cape Government recommended the coordination of tourism at district level with the Regional Tourism Organisation organised as an NPO funded by the district municipality. The Local Tourism Organisation (LTO) should be legislatively formalised through the drafting of an Act. The relationship between tourism and the broader ecosystem needs to enable increased benefit to communities from tourism activities to address the current separation of the visitor experience and the local experience to allow for the development of shared narratives about the place.

**ACTION:**

- Communication channels need to be strengthened via newsletters and discussion forums. It should be mentioned that Overstrand Tourism's social media has a substantial reach in excess of 500 000 most months.
- Develop brand identity of Overstrand Cape Whale Coast Tourism
- Development of marketing plan considering events, festivals, targeting domestic and international markets via specific campaigns and marketing material.
- Liaison with local and international SA Tourism offices and foreign embassies.
- Considering local tourism associations.
- Establishing an Overstrand Tourism Advisory Board.
- Focus marketing on what Overstrand is best at.
- Design package deals with accommodation and adventure activities.
- Conceptualise a winter marketing campaign.
- Improve day visitor itineraries.
- Optimise on potential of cruise tourism.

To place the Overstrand tourism industry on a more robust growth trajectory, it is suggested to prioritise the following components:

1. Destination marketing
2. Visitor services

### 3. Institutional arrangements and regulation

Tourism infrastructure and tourism product development are also important, but resource limitations would require an initial focus of the 3 components listed as priority areas.

In terms of product development and destination marketing, the Overstrand will need to do more to address the lack of product offering that meets the needs of the local market in terms of price point and offers.

**ACTION:** Consider use of technology and identify Wi-Fi areas for ease of access to information.

Building the municipality's tourism product base is essential. Towards this end, social media conversation drivers need to be identified. An attraction audit was conducted and made available to Province.

### **BUSINESS SUPPORT ACTIVITIES**

- Communication of funding opportunities.
- Linkage of crafters to Craft Design Institute for product development and access to markets. This has been done with a series of workshops focussing on Product of Place.
- Create a 1-year Tourism SMME support programme with LED and Grootbos Foundation.
- Facilitation of accommodation grading with Tourism Grading Council of South Africa.

### **SKILL DEVELOPMENT / TRAINING**

There is ongoing collaboration with national, provincial and local government regarding training and skills development opportunities. Frontline staff:

Tourism staff need improved training regarding products, geography of the region and service excellence.

**ACTION:** Draft training plan

Recording of training is reported monthly in tourism report.

### **BARRIERS TO GROWTH**

1. Safety and security of visitors
2. Accessibility via N2
3. Bus parking areas and identification thereof
4. Availability of public toilet facilities

**ACTION:** Mitigation of these barriers.

### **KEY STRATEGIES FOR IMPLEMENTATION**

Many action points are listed above, and the following key strategies are proposed for exploration.

1. Define, Develop and Communicate Destination Brand
2. Finalise organisational arrangements in terms of tourism offices and staff
3. Ongoing needs assessment of tourism role-players
4. Implement marketing and communication in collaboration with role-players
5. Update marketing strategy

6. Improve visitor information services and visitor experience
  7. Leverage events and festivals for optimal economic benefit and visitor experience
  8. Facilitate training and skills development of local tourism sector
  9. Strengthen industry partnerships
  10. Improve monitoring and evaluation of visitor statistics
-