



Hangklip-Kleinmond | Hermanus | Stanford | Gansbaai

JULY 2014 - NOVEMBER 2014

WWW.WHALECOAST.INFO

TOURISM@OVERSTRAND.GOV.ZA

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TOURISM UPDATE

Some key international issues currently making the headlines can have a potential negative impact on this industry. The first one is ignorance about the Ebola virus and its origin which has elicited some negative comments about South Africa in the social media and the second is the new legislation requiring that visa applications be made in person and that unabridged birth certificates be produced. According to the minister, this piece of legislation's main aim is to create a balance between economic concerns and national security concerns. However, fact is that we have heard from many quarters in the industry that the impact is already felt through cancellations and SA not being marketed as a destination by some tour operators.

On the home front, we have our own issues to deal with and to debate to ensure that we protect the Cape Whale Coast as a destination and mitigate the negative effects. During recent engagements with National Tourism regarding the introduction of programmes in the area to stimulate tourism growth, the following came to the fore:

- Working together as a united front is far more advantageous than working in silos and can promote healthy competition to the benefit of all; and
- Marketing is tactical and concerns what we do. Branding, on the other hand, is strategic and concerns who we are: "This is why we exist. If you agree - if you like me - you can buy, support and recommend me to your friends." Both, however, should be regarded as an investment, not an expense.

The elephant in the house, though, is unreliable and inadequate statistics. Failure to provide relevant and up-to-date information robs the local authority of the opportunity to attract investment and target the right market to grow the economy.

Share your thoughts, comments and suggestions - www.whalecoast.info or @whaleCoastSA

SOCIAL MEDIA

With the winter months in mind, a social media campaign was implemented to create awareness of Cape Whale Coast as destination and to increase the number of hits on our social media platforms (Facebook and Twitter).

Here are the results:

Facebook grew by 340% (468 to 2 059)

Twitter grew by 110% (371 to 780)

In addition, the "Where's Wendy" campaign on Facebook ran over 16 weeks showcasing each region and offering weekly prizes, resulting in a total campaign reach of 131 198:

- **1 706 entries received**
- **3 653 visits to campaign page**

Thank you again to all the sponsors who contributed prizes: Without you, this campaign would not have been possible!



SHOWS & EXHIBITIONS



Several opportunities to market the Cape Whale Coast formally presented themselves. Here are some of the highlights:

Travel People Workshop - The Cape Town workshop themed "Experience the Best of ..." highlighted the best experiences a specific area/region has to offer. This opportunity allowed face-to-face interaction with over 100 tour operators, travel agents and event organisers as well as corporate secretaries who do bookings for their companies.



JHB Getaway Show - Cape Whale Coast attended this show from 29-31 October. Almost 700 people visited the stand, requesting information while expressing enthusiasm for visiting our area. CWC also attended the **Agri Mega Week** with the theme best practice where the best the Overberg has to offer was showcased.

NATIONAL TOURISM DEPARTMENT

CWC and the four Overstrand towns hosted two representatives from the National Department of Tourism to look at possible projects. This trip yet again reminded us: Be a tourist in your own area. There is so much to do and see.



TOURISM DEVELOPMENT AND CAPACITY BUILDING

The Tourism Buddy Programme is a one-year learnership in hospitality leading to an NQF qualification. Thirty-two unemployed youth have been identified and will do internships with 12 host employers. At the launch, Mr Madikane welcomed the project originators - the National Tourism Department and EPWP - who identified the gap as well as the company awarded the tender to implement the project - Networx Communication. Following on an initial month of training, the students will be working with their host employers for the remainder of their internships.



CAPE WHALE COAST SUMMER WELCOME ACTIVATION

From 2014 onwards, Cape Whale Coast's Tourism Bureaus will be welcoming summer holidaymakers to Overstrand upon entrance as part of an initiative going under the name "Summer Welcome Activation". Planned for 12 December 2014 and staged in conjunction with Overstrand Municipality's Traffic Department, motorists will be welcomed by friendly tourism staff at various vehicle stop points in Gansbaai, Stanford, Hermanus and Hangklip/Kleinmond and handed a goodie bag. This is a wonderful opportunity to make visitors feel at home from the word go and to introduce them to the delights of the area.

BE PART OF THE MOVEMENT FOR HOPE ON 6 DECEMBER ... AND BEYOND

On 6 December 2014, Dr Sylvia Earle will unveil an underwater plaque at the Old Harbour in Hermanus to inaugurate the Cape Whale Coast Hope Spot. The overarching objective of this event is to launch our very own Hope Spot in the international arena, adding Overstrand to the list of existing global Hope Spots.

Dr Earle, through the ocean community hub Mission Blue, conceived the idea of Hope Spots in 2009 to ignite public support for a global network of special marine management areas critical to the health of the oceans and our planet.

Networks of Hope Spots throughout the world will help to maintain biodiversity, provide a carbon sink, generate life-giving oxygen, preserve critical habitat and allow low-impact activities such as ecotourism to thrive. This is good for the ocean, which means it is good for us.

The South African Hope Spot initiative is being led by the Sustainable Seas Trust (SST), while the CWC Hot Spot falls under the auspices of a local organising committee and is hosted by the Overstrand Municipality.



Dr Sylvia Earle

Facebook: <https://www.facebook.com/capewhalecoasthopespot>
Twitter: @WhaleHopeSpot



EVENTS & FESTIVALS

A recent study suggested that promoting and hosting events and festivals can be a good community development strategy with some of the outcomes being community pride, sense of place/identity and volunteerism. Simultaneously, the main reasons for staging an event or festival range from recreation/socialisation, culture/education and general tourism development.

Seeing that winter is such a wonderful time to take a break along the Cape Whale Coast, several festivals worthy of a place on the international stage were held in an attempt to attract even more people. Over 4 300 tickets were sold for the **2014 Kalfiefees**, an event which also aims to develop a love of theatre amongst Afrikaans-speaking communities residing in Mount Pleasant and Hawston.

On the music front, **FynArts 2014** not only enjoyed extensive local and national coverage but was even broadcasted as far as Turkey. Of the 6 000 bookings made, more than 300 were students who attended a performance by the Cape Philharmonic Youth Orchestra in Hawston. On a lighter note, the first **Funky Fynbos 2014** festival was a huge success and, as is evident from the picture above, is bound to become yet another popular event on CWC's annual calendar.

With the weather playing along beautifully, this year's **Whale Festival** allowed Hermanus to truly put its best foot forward, attracting huge crowd who thoroughly enjoyed South Africa's one and only Eco-Arts festival. More feedback in the next newsletter!