



Hangklip-Kleinmond | Hermanus | Stanford | Gansbaai

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Big Blues Music Festival



This must attend event on the Blues Calendar is a unique event owned and co-ordinated by the Hangklip-Kleinmond Tourism Bureau, with the aim of promoting their beautiful coast. General festival facilities included a 1050 sq m marquee for shade, safe parking, a buddy-bus to get you safely home, accommodation specials and facilities in the trendy Kleinmond Harbour Road. This year 1967 visitors attended the festival, all wanting to know what the date is for 2015.

Overstrand Municipality contributed financially towards this festival, whilst Bob Skinstad, Cape Whale Coast Tourism Ambassador, did a radio interview on Whale Coast FM to further promote the Big Blues Music Festival.

A Tourism Awareness session was held by the Department of Economic Development & Tourism to inform tourism businesses about the training opportunities available to them free of charge. Approximately 30 businesses attended the workshop which was held at the Windsor Hotel in Hermanus on 12 March 2014.

Für unsere Deutsche Gäste...



The generic Cape Whale Coast map has been translated into German and published in March 2014. This is a handy map with all the information about attractions and events happening within our area. Please hand these out to your German guests.

Celeste Scheepers has been appointed as the new Tourism Manager for Hermanus Tourism as of 1 April 2014. Celeste worked for Hangklip-Kleinmond Tourism for the past seven years and we wish her all the best with this new endeavour.



Spotted a bird and don't know what specie it is?

Get your free copy of the Cape Whale Coast Bird Map from your local tourism bureau in the Overstrand. Cape Whale Coast Tourism signed a Memorandum of Agreement with Birdlife Overberg, who supplied us with their latest research and findings on birds in the Overstrand. This information was used to compile a new Birding Map for the Cape Whale Coast which was produced during January 2014.

STANFORD: the best village in the Overstrand!



During the past few months Stanford has been so busy on the social media scene that the increase of feet into the village has been phenomenal. The actual number of visitors to the Stanford tourism office is, for example, almost on par with those to the three Cape Whale Coast offices – the only difference being that most of the visitors are locals, compared to the mostly overseas visitors to the Hermanus offices.

This concerted social media marketing campaign culminated in the most successful Village Fair ever from 21 – 23 March 2014. With the focus on art and music, the fair showcased the unbelievable talent this little, often smirked-upon village of the Overstrand, has to offer. For example, 21 of the 23 artists who exhibited at the art exhibition and auction during the Village Fair, reside within a 30 km radius of Stanford village. These did not even include artworks from the well-known artist haven, Baardskeerdersbosch. In the same vein the Jazz Soiree (a 1-night event which became 2 by popular demand and is now sold out for a 3rd repeat on 5 April) is a 90% local affair. The only non-Stanfordian was a most amazing saxophonist from Betty' Bay – still making the Stanford Jazz Soiree a 100% Overstrand production! On the Saturday evening, everyone in and around Stanford rocked to the music of the eclectic Cape Town band, Late Final, which speaks to young and old. And the always unknown factor, the weather, was perfect!

The most controversial issue at present is the pink wall in the main road, just as you enter Stanford. It is painted in the vibrant pink, turquoise and lime green colours of the Village Fair. Some love it, some hate it...The bottom line is that Stanford is changing its colours to show what a hip town this actually is.

Drive around the village until Easter and see how the entire village has also embraced the scarecrow competition. The scarecrows are made of recycled material: they represent the nationality or character of the owner, peep over the wall, hang from the tree or sit gracefully or seductively on the wall – and even the Funimfundo crèche is in town!

It's Show Time



- Cape Whale Coast attended the Beeld Holiday Show at Gallagher Estate, Johannesburg, from 14 – 16 February 2014. A total of 22 368 visitors streamed through the gates during that weekend.
- Cape Whale Coast also exhibited at the Cape Getaway Show in Somerset West from 14 – 16 March 2014 in Somerset West. Approximately 17 776 visitors attended the show which spanned three days. Representatives from the bureaux manned the stand and Creation Wines did a wine tasting every afternoon. We ran a competition on the stand sponsored by our product owners.
- We will be attending WTM Africa (a brand new tourism exhibition in Cape Town) as well as the Indaba in Durban during May 2014.



We bid farewell to Tourism Manager, Steph Richards, who has been with Stanford Info for the past 14 years. Cape Whale Coast would like to thank Steph for her hard work and commitment to promoting tourism to Stanford.

New Born Wishes to our Cape Whale Coast Tourism Ambassador, Bob Skinstad, and his wife, Debbie, for becoming proud parents of their fourth child, little Johnny Skinstad on 20 March 2014.