

Hangklip-Kleinmond | Hermanus | Stanford | Gansbaai



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## Show Time

Despite all the technological advances tourism remains a people's business. It is all about connecting people within the tourism industry. Traditionally these connections were made and strengthened at trade shows. This has not changed and the Cape Whale Coast participated in three trade shows from April to June.

**Cape Town Getaway at Lourensford Estate, Somerset West from 1 - 3 April.** It is always great to interact with our local market. With the Cape Whale Coast welcoming 71% of its local visitors from the Western Cape the local travel shows remain an important platform for marketing.

**World Travel Market (WTM) Africa: 6 - 8 April 2016, Cape Town.** Cape Whale Coast took this opportunity to create new networks for doing tourism business. As part of the Western Cape stand we joined the tourism hub and engaged with the trade via pre-scheduled meetings introducing our wine routes, adventure activities and scenic routes to international and local buyers. William Price of Man&Machine spoke at one of the many break-away educational sessions. He encouraged businesses to incorporate creative content into strategy and to ask clients for answers. Businesses should write down their objectives and define what works for them.

**INDABA: 7 - 9 May 2016, Durban.** With 800 exhibitors engaging 1100 buyers Indaba is a platform for African operations to connect with the rest of the world. The Cape Whale Coast was represented at the Western Cape (Wesgro) stand with many other Cape Whale Coast businesses at their own stands signing new business. Newly established Urban Tours was recognised by SA Tourism, as a much needed community product and given an express stand that local photographer Leanne Dryburgh manned for her first visit to Indaba. Director of Economic Development and Tourism, Soli Madikane, attended his tenth INDABA and observed that tourism businesses are under constant strain to renew and update. This was echoed by visitors to the Cape Whale Coast stand asking for new and different experiences available. While visitors are sharing their holiday stories online these stories have to be unique.



## Upcoming Events/Festivals

There are many events happening in the Cape Whale Coast and residents and visitors are encouraged to spread the news and encourage participation. This is the perfect excuse for a "staycation" - a holiday spent in one's home town involving day trips to local attractions.

Hermanus First Fridays Artwalk	2 Sept, 7 Oct, 4 Nov, 2 Dec 2016
Funky Fynbos Festival, Gansbaai	24, 25 Sept 2016
Hermanus Flower Festival	22 - 25 Sept 2016
Hermanus Whale Festival	30 September 2016
Berg & Beach Trial Run, Fernkloof	1, 2 October 2016
Hemel-en-Aarde Chardonnay Celebration, Thatch House Hermanus	19 November 2016
Stanford Toy Run	27 November 2016
Stanford Street Festival	11 December 2016
Fisherhaven 60th Anniversary Festival	16 December 2016

## September = Tourism Month

### #TourismForAll

Cape Whale Coast will join tourism stakeholders in celebrating the 2016 Tourism Month under the theme: "Tourism For All". Tourism Day on 27 September will promote universal accessibility.

Universal Access is the design of products and services as well as the creation of environments that can be used by all people. It includes the removal of cultural, social and other barriers that prevent people with disabilities from benefiting from tourism facilities.

Tourism Month aims to encourage South Africans to travel domestically to get a better understanding of the affordable, exciting and world class attractions that are available on their own doorstep.



## Visitor trends 2015

Share of overseas visitors (46.1%)  
Share of domestic visitors (53.0%)  
Share of overnight visitors (55.7%)  
Share of day visitors (45.5%)



**Top 3 Domestic markets**  
Western Cape (71.6%)  
Gauteng (14.1%)  
North West (11.0%)



### Travel group size

Pairs (45.4%)  
Fours (18.7%)

### Age group

36-50 years old (35.1%)  
21-35 years old (28.6%)

**WESGRO**  
overberg

tourism, trade & investment

**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 (37.2%)

## Average spend on accommodation

R501 - R1000 (37.2%)



## Top 3 Activities in the Cape Overberg



### Top accommodation

Self-catering (29.5%)  
B&B's (26.6%)



### Overseas

Scenic drives (29.4%), Culture / heritage (13.8%)  
Gourmet restaurants (12.2%)

### Domestic

Scenic drives (24.4%), Culture / heritage (13.2%)  
Gourmet restaurants (12.1%)



Attendees to Cape Whale Coast Mini Indaba training day on 15 August 2016



Cape Whale Coast Mini Indaba at Arabella Hotel & Spa 24 August 2016

## 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

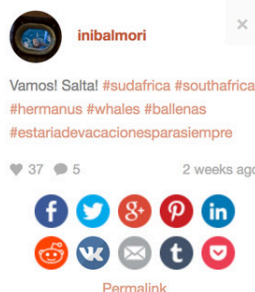
Facebook

whalewatchingsouthafrica

Instagram

@whalecoasta

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



Ini Balmori shared her whale photo on Instagram

Welcome Back Whales

## Media & Press

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

- Australian Travel Writers. Watch out for an Aussie influx!
- Expert Tours filmed for ten days in Walker Bay. YouTube shared the evidence!
- Micro bloggers and social media visitors had #capewhalecoast trending on twitter. Everyone should now know where the Cape Whale Coast is.