Mossel Bay Tourism Annual Report

Annual Report 2024-2025

Author: Lieschke Steven- Jennings
Chief Operations Officer

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Board of Directors – Mossel Bay Tourism

Chairperson: Mark Furness

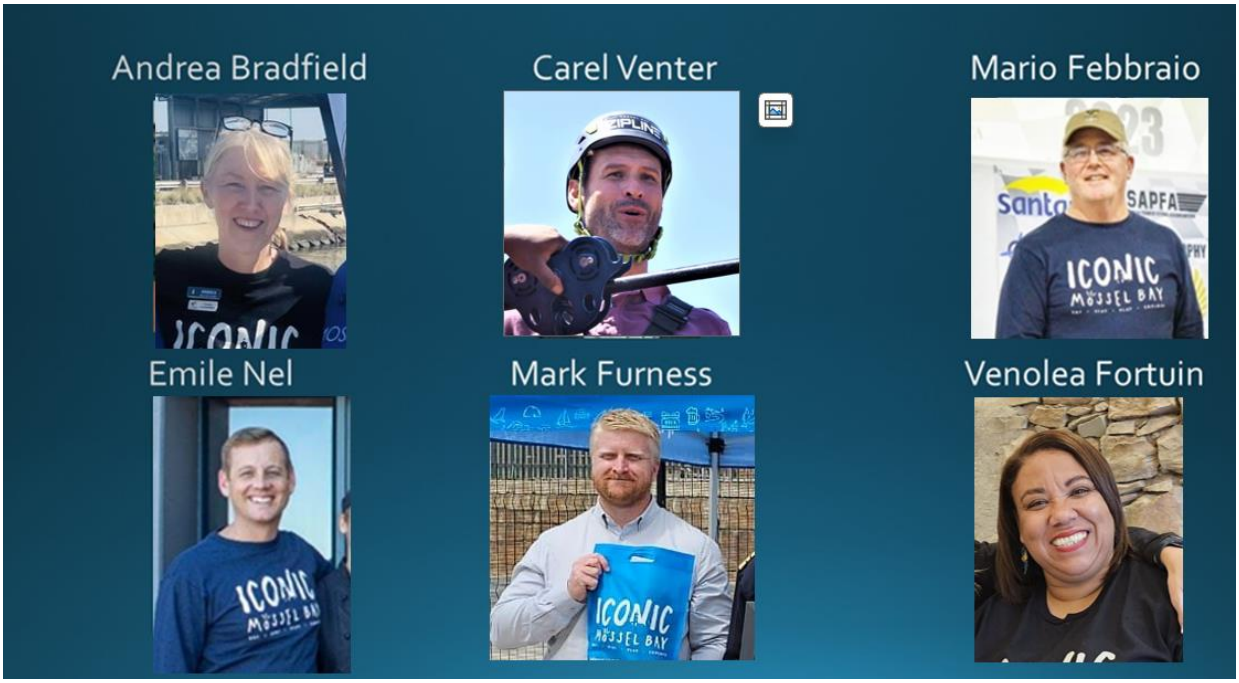
Vice-Chairperson: Andrea Bradfield

Director: Carel Venter

Director: Venolea Fortuin

Director: Mario Febbraio

Director: Elfie Holden (Nominated alternative director for Emile Nel)



Brand Exposure & Marketing: Few Highlights

9 July 2024 – New Route 12 Flag hanging proudly outside of The Towns House

10 July 2024 – Route 12 Billboard up on the N2 as you enter our area from Cape Town

30 October 2024 – Branding at the Ice Bucket Challenge

5 November 2024 – Lieschke during the panel discussion for DEDAT event in Cape Town. Western Cape Government Summer Season Readiness Dialogue event.

20 November 2024 – Branding for the AGM at the Mossel Bay Airfield.

25 November 2024 - SABC news: Follow the Sun shoot

6 January 2025 – Episode of Elders on KykNet featuring Mossel Bay and Mayor Dirk Kotze

Vanaand op **kykNET**, Mosselbaai weer op Elders met **Erns Grundling**!

NETWERK24.COM

KYK | 'Elders' pak wandelpad tussen Mosselbaai, Kaap Agulhas in nuwe reeks | Netwerk24

8 January 2025 - VW Mossel Bay branded 30 of their vehicles as well as hanging ICONIC flags to show their support and love for Mossel Bay.

8 February 2025 – Mossel Bay Tourism attended the George Old Car Show

7 March 2025 – Mossel Bay voted number 1 holiday destination by Financial Mail

Financial Mail

Thu, Mar 6, 2025 · 18 of 48

fm cover story / sa's best dorpies

Jacobsbaai

Ram Golding Properties

HEADING FOR THE

SMALL TOWNS

Forget Perth, these days South Africans are packing for Herolds Bay and Hoedspruit. A list of new semigration hotspots shows property buyers want beaches, leisure activities, good infrastructure and proximity to hospitals, schools and airports. Peace and quiet would be good too

Joan Muller

trends. According to Lightstone, sales volumes across South Africa dipped 5% in the five years to end-December, while prices increased by an average 25%.

Western Cape towns that have recorded the biggest uptick in housing activity in recent years include the Garden Route's Herolds Bay, Plettenberg Bay, Knysna; Nature's Valley, Keurboomstrand and Wilderness; Franskraalstrand, Gansbaai, Hermanus and Kleinmond on the whale coast; and Grotto Bay, Yzerfontein, St Helena Bay, Langebaan, Jacobsbaai and Laaiplek on the west coast.

The secluded enclave of Herolds Bay is now the most expensive seaside town in the province outside the greater Cape Town area, beating even upscale Hermanus, according to Lightstone figures. Its newfound status as a hub for the well-heeled is no doubt linked to its proximity to George, which has risen notably in popularity among semigrants since Covid.

Average prices in once-sleepy Herolds Bay have more than doubled since 2019, from below R2m to well over R4m. Yet it still offers way more value than Cape Town's popular Atlantic seaboard, where you will pay at least three to four times more for a property of similar size and quality.

While the Western Cape's housing market has streaked ahead of the rest of the country, Ivins Downes says a similar pattern is evident in KwaZulu-Natal and

24 March – 29 March 2025 - Lieschke in Cape Town visiting tourism offices during her leave.

1 April 2025 – Article in the South Magazine

Various of our members were featured throughout the magazine.

PINNACLE POINT CLUBHOUSE GETS A NEW LOOK

Mossel Bay's Pinnacle Point is home to a sophisticated renovation of the Cliffside Restaurant and Pinnacle Bar and Lounge. The redesign by Bauart Developments involved 'reimagining a functional, comfortable and elegant guest experience befitting a five-star establishment'.

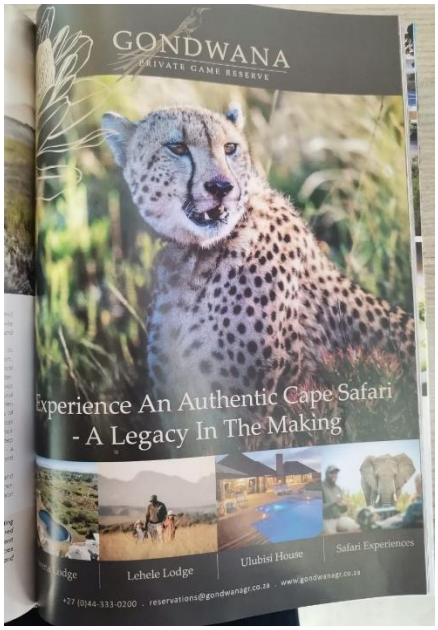
"The final design showcases a neutral and timeless palette of materials with shades that reflect the greens of the rolling fairways of the golf course, the brown tones of the cliffs, and the creams of the ocean's whitecaps," says Stiaan Herbst, of Bauart Developments.

The remodel incorporates contemporary flooring, tiling, cabinetry, bespoke lighting and furnishings.

A highlight is the double-storey stairwell at the centre of the octagonal building, which houses a 2.5-metre-tall chandelier fabricated from more than 60 vintage golf clubs surrounding the iconic Pinnacle Point star compass used by ancient navigators. It captures the spirit of wayfinding while weaving in decades of South African golfing prestige. The redesigned space pays homage to the Southern Cape's prestigious golfing and maritime history and references the fossil discoveries at the Point of Human Origins.

The Pinnacle Point Golf Course was named South Africa's Best Golf Course at the prestigious World Golf Awards 2024. It has also been nominated for 2025 in the South African, African and World's Best Golf Course categories.

Nestled within a UNESCO World Heritage site, the Cliffside Restaurant offers unmatched ocean views and breakfast, lunch and dinner menus. The Pinnacle Bar and Lounge on the upper floor is for the exclusive use of the estate's homeowners, golf members and golfers on the T-sheet. **Bookings essential, pinnaclepointestate.co.za**



11 April 2025 - Share a shoutout today for your media partners at Tambo FM! This radio station, like the other local radio stations, forms a vital link for the Mossel Bay Municipality to communicate with the public. The municipality in terms of the Municipal Systems Act is obliged to communicate with the public and in doing so, has the privilege to partner with and support local businesses - like Tambo FM, along with SFM, Eden FM and HeartBeat FM.

Mossel Bay Tourism extends heartfelt gratitude to Volkswagen Mossel Bay for their generous support and vehicle sponsorships over the past year, enabling us to showcase our beautiful town to visitors. We're thankful for their partnership and look forward to continued collaboration in promoting Mossel Bay's tourism industry.

Newest sponsored vehicle from Volkswagen Mossel Bay

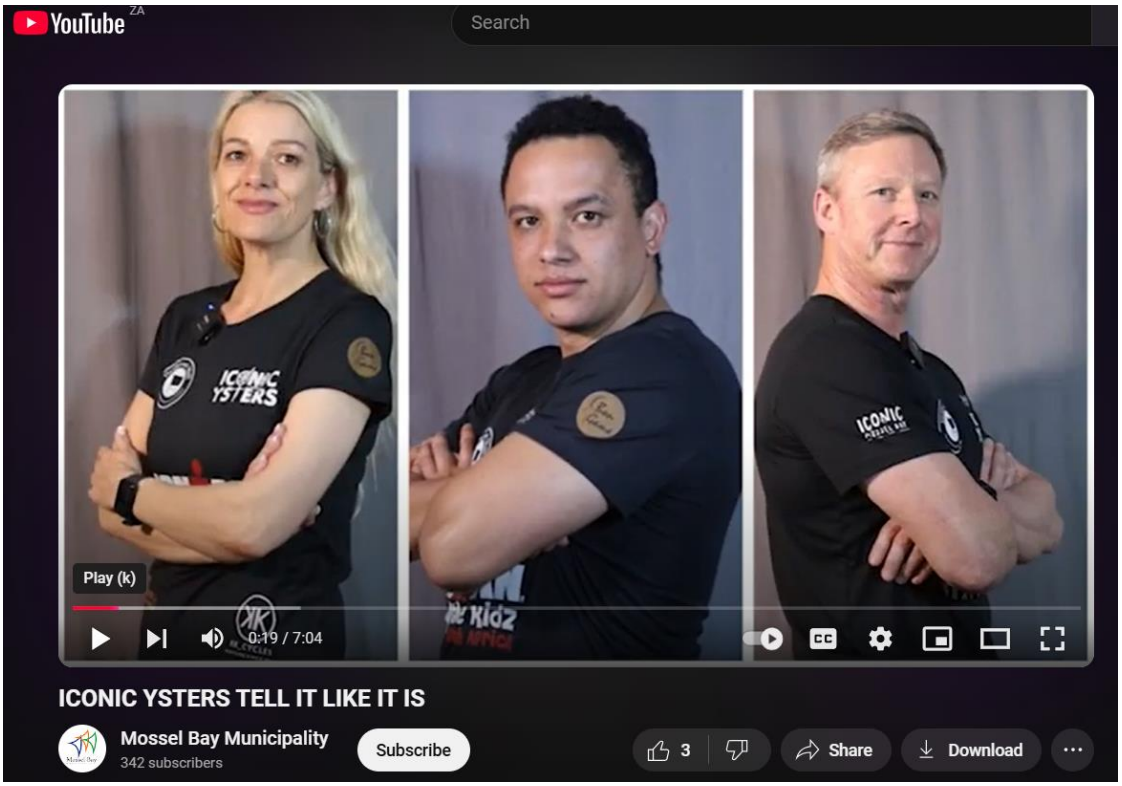
Gifts

Various gifts are given to strategic visitors throughout the year. It is a great means of marketing and getting our ICONIC brand seen.

IRONMAN

4 October 2024 – Members of Eden Protocol, ICONIC Ysters and Bayethe Academy training for the IRONMAN.

1 November 2024 – ICONIC YSTERS interview with the municipality. A whopping **R400,000.00** was collected by various athletes from our area for IRONMAN4THEKIDZ local charities.



IRONMAN 70.3 MOSSEL BAY IS HERE!

Thank you to the major sponsors of team ICONIC Ysters , Heiderand Mall - Mossel Bay, Bon Game, Koffie_Kartel and all those who have pledged support to Mayor Dirk Kotzé, Mossel Bay Tourism COO Lieschke Steven-Jennings & Communications Officer Aydn Parrott.

MOSSEL BAY ADVERTISER

En Suid-Kaap Son Nuus / Including Suid-Kaap Sun News - GESTIG 1870 est. Tel 044 690 7156

Friday, 15 November 2024 www.mosselbayadvertiser.com R5.00

Vrou wat aangeval is het voorheen klag gelê 3

SPCA inspectors 'devastated' 5

IRONMAN IS HIER!

Twee spanne wat vir liefdadigheid deelneem, is die Iconic Ysters en Eden Protocol.

Linzette Celliz

Die Ironman 70.3-kompetisie wat Sondag na Mosselbaai kom, gee nie net vir die dorp 'n ekonomiese inspuiting nie, maar ook vir liefdadigheid.

Twee spanne wat vir liefdadigheid deelneem, is die Iconic Ysters en Eden Protocol.

Die Iconic Ysters bestaan uit Mosselbaai se burgemeester, Dirk Kotzé, sy mediabeampte, Aydn Parrott en Lieschke Steven-Jennings, die bestuurshoof van Mosselbaai-toerisme. Eden Protocol beskryf hulself as 'n besigheid en nie-winsgewende organisasie (NWO). Daar is 'n paar atlete wat die hele byeenkoms onder Eden Protocol se vaandel sal aanpak, maar die span wat elk 'n been daarvan sal voltoos bestaan uit Francois Botha, Emile Nel en Ann Strauss. Dié drie dra verskeie hoedjies in hul professionele lewens, maar is ook almal lede van Eden Protocol.

Die span samel natuurlik vir dié NWO-been (Eden Protocol Foundation) geld in, terwyl die Iconic Ysters vir drie verskillende organisasie geld insamel. Dit sluit die Elhan Projoet, Creating Effective Families (CEF) en die Eden Protocol Foundation in.

Mosselbaai sal vir nog drie jaar (2025-2027) die Ironman aanbied. "Dit beloof om op die sukses wat vorige geleenthede en die positiewe inspuiting (net oor R50 miljoen in 2023) van die Ironman in ons plaaslike ekonomie te bou," sê Kotzé.

In 2023 het 2 382 atlete vir die Ironman geregistreer en gemiddeld 3.2 vergoed vir 'n atleet

Dit bring die totale besoekers na die dorp gedurende die Ironman na 7 622

Dit is volgens statistieke deur Ironman se projekbestuurder, Werner Smit.

Van links is lede van die Eden Protocol-span, Francois Botha, Ann Strauss en Emile Nel en die Iconic Ysters, Lieschke Steven-Jennings, Aydn Parrott en Dirk Kotzé. Foto: Linzette Celliz

17 November 2024- IRONMAN Race Day

Professional athletes:

Men

1) ***Matthew Ralphs***
   (South Africa)
   04:02:20
2) ***James McCallum***
   (South Africa)
   04:05:03
3) ***Julen Loptegui Carcia***
   (Spain)
   04:09:48

Women

1) ***Mariella Sawyer***
   (South Africa)
   04:53:14
2) ***Vicky van der Merwe***
   (South Africa)
   04:56:22
3) **Bridget Theunissen**
   (South Africa)
   04:59:21

2

IRONMAN 70.3 EVENT RECAP

BY THE NUMBERS: ATHLETE RECAP

Athletes

Registered	2,613

Event Demographics

Male/Female	72% M / 28% F
Avg. Age	39

Top 5 Provinces Represented

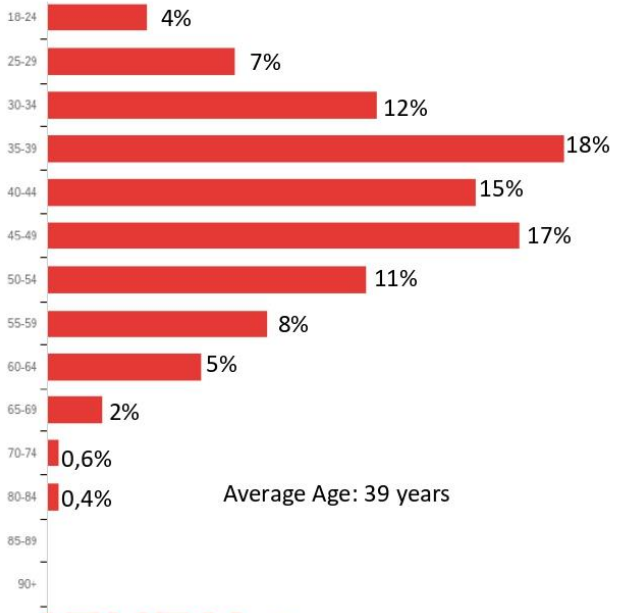
Western Cape	52%
Gauteng	31%
Eastern Cape	9%
Free State	4%
Northern Cape	2%

Top 5 Countries Represented

South Africa
Namibia
Unites States of America
United Kingdom of Great Britain
Germany

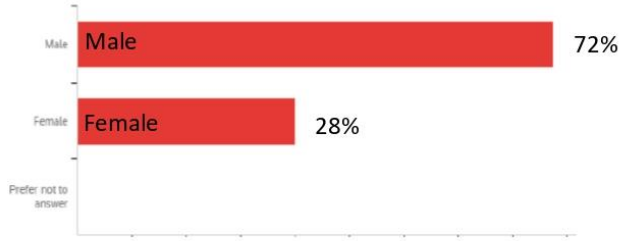
Athlete Demographics

Age Brackets:

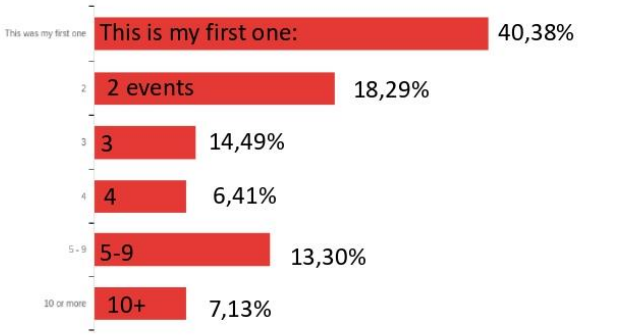


Average Age: 39 years

Gender:



Number of IRONMAN 70.3 events done previously:



Athlete experience of IRONMAN 70.3 Mossel Bay vs global and regional ratings

Nett Promoter Score:

IRONMAN 70.3 Mossel Bay:

77%

Global average:

53%

EMEA regional average:

47%

Attend next year's event:

Mossel Bay:

77%

Global average:

53%

EMEA regional average:

47%

Overall Satisfaction Score

Mossel Bay:

87%

Global average:

86%

EMEA regional average:

85%

Athlete experience of host venues vs global and regional IRONMAN 70.3 venues

Overall Host City Experience

Mossel Bay:

97%

Global average:

90%

EMEA regional average:

88%

Host City Cleanliness

Mossel Bay:

97%

Global average:

85%

EMEA regional average:

84%

Host City Restaurant Experience

Mossel Bay:

87%

Global average:

79%

EMEA regional average:

74%

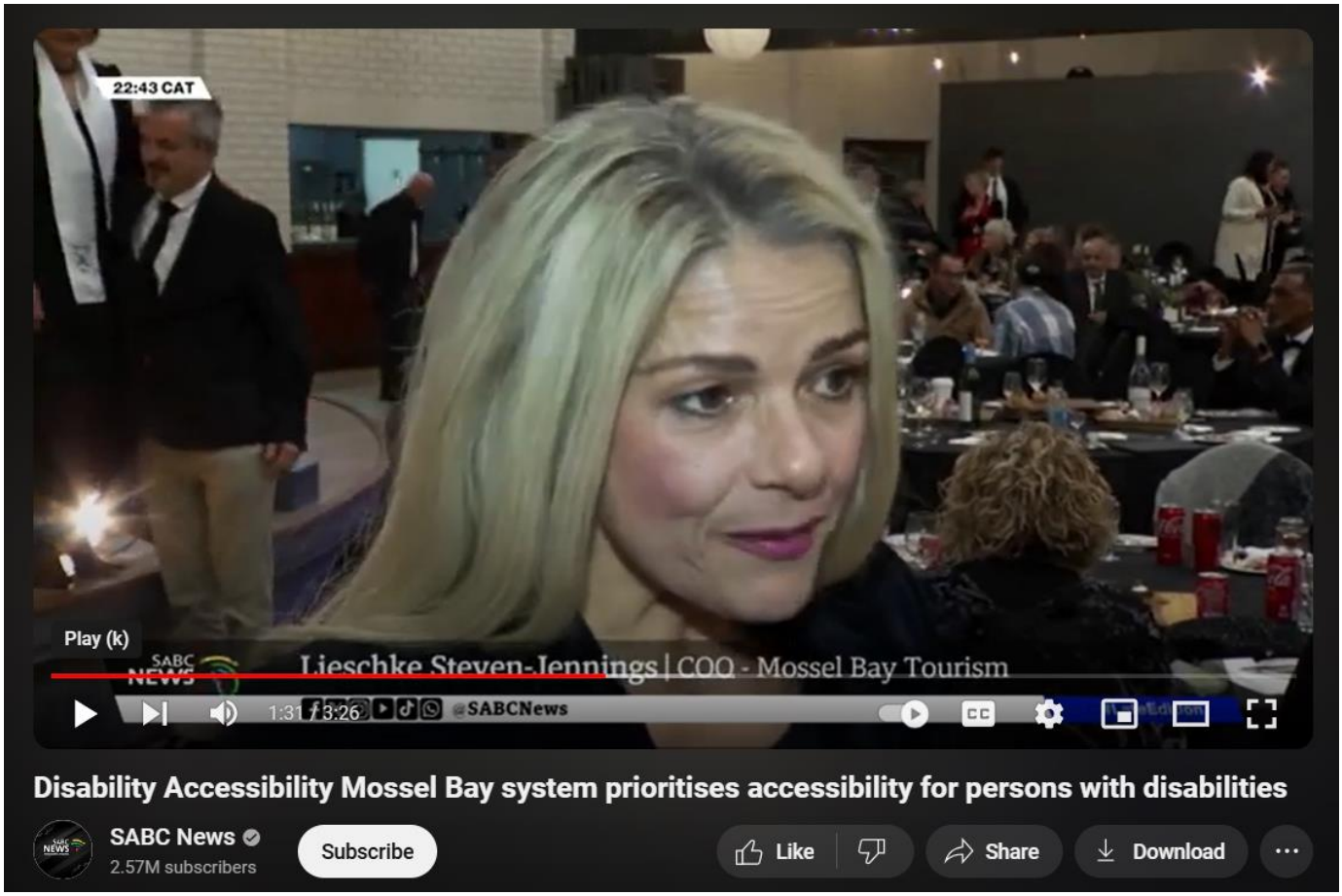
Trans Agulhas

28 December 2024 – The annual Six Gun Grill Trans Agulhas on Santos Beach, attracting thousands of spectators who also had their cars branded with the new Route 12 stickers.

Six Gun Grill Trans Agulhas in Strand with team Mossel Bay brand activation.

Social Media

26 July 2024 - A new initiative has been launched in Mossel Bay in the Western Cape to grade businesses' accessibility for people with disabilities. Disability Accessibility Mossel Bay, or DAM, is a 5-star rating system designed by persons with disabilities for persons with disabilities. The project aims to make restaurants, accommodation establishments and retailers more disabled-friendly, not only for those in wheelchairs but also for people who are deaf, blind or have other neurological disorders such as autism.



14 August 2024 – Mossel Bay Tourism at SATSA

Mossel Bay Tourism
August 14 ·

We're thrilled to announce that our COO, Lieschke Steven-Jennings, has been invited to join the esteemed SATSA 'This is Us' 2024 Conference from August 14-16! This innovative event celebrates the transformative power of storytelling in Southern African tourism, featuring an impressive lineup of speakers, including Oscar-winning filmmaker Craig Foster and Nando's co-founder Robbie Brozin.

We're also grateful for our proud partner, Volkswagen Mosselbaai, who shares our commitment to the local tourism industry.

Please join us in congratulating Lieschke on this exceptional opportunity! We eagerly anticipate the inspiring stories and valuable connections that will emerge from this conference.

#VisitMosselBay #IconicMosselBay #MosselBay #CapeTownMag #EatPlayStayExplore #VolkswagenMosselbaai #SATSA #Tourism

9 September 2024 – Great seeing MAYCO being phenomenal ambassadors for Mossel Bay and surrounds during their visit to CT.

Mayor Dirk Kotzé updated his cover photo.
a day ago ·

27 September 2024 – Mossel Bay Tourism celebrates World Tourism Day

Mossel Bay Tourism
3 days ago ·

Today, we celebrate World Tourism Day!

World Tourism Day is celebrated globally on 27 September as declared by UN Tourism and affords the global tourism community an opportunity to reflect and commemorate its milestones in relation to the fulfilment of the 2030 Sustainable Development Goals (SDGs).

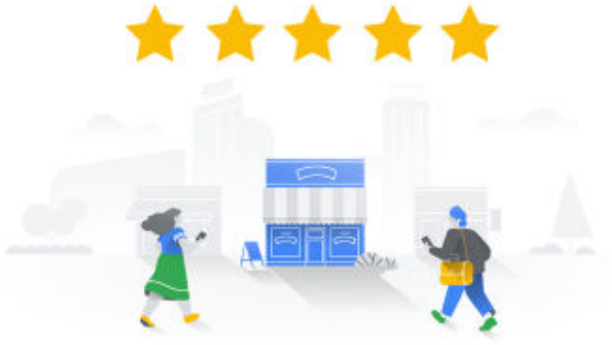
In 2023, South Africa recorded an impressive 38 million domestic trips, contributing R121 billion in spend to the economy. This surge in domestic tourism highlights the cr... **See more**

27 January 2025 - We've hit 90k followers on Facebook.

30 June 2025 – Google review

Business Profile

Google



Great job, you got a new 5-star review

Read review

J

Johan Loots

★★★★★

The service from the staff is absolutely great. Friendly and extremely effective people 😊😁

Reply to review

Replying to customer reviews helps build trust. We'll let Johan know when

Mayor Dirk Kotzé
2h ·

ICONIC Mossel Bay joins Municipal Economic Forum to build on local economic development and tourism successes

Mossel Bay Tourism COO Lieschke Steven Jennings and I have been attending the Municipal Economic Forum hosted by Western Cape Provincial Minister of Agriculture, Economic Development and Tourism, Dr Ivan Meyer and the Western Cape Government.

We have had fruitful engagements with, among others, Wesgro's Chief Tourism Officer Monika Iuel.

The latest Mossel Bay Tourism Report highlights an exceptional cruise season, with 29 liners and 12,690 passengers visiting the town. This continued growth reinforces Mossel Bay's position as a leading South African travel destination. Lightstone Properties has proudly named Mossel Bay the top tourism hotspot and the number one semigration destination for the 2024/2025 festive season. Hosting large-scale events remains central to the town's tourism success. The IRONMAN 70.3 continues to shine as a flagship occasion, contributing over R54 million to the local economy in 2024 alone. With an average daily spend of R1,850 per visitor, it's no surprise that the Municipality has extended the IRONMAN partnership for a further three years.
Looking ahead, Mossel Bay is preparing to host the UIPM 2025 Biathle-Triathle World Championships. This prestigious sporting event will welcome athletes aged 9 to nearly 70, for a six-day visit including arrival and departure. Entry fees are expected to be around R1,500 per participant, and local attendance is anticipated at 450–500 athletes.
Beyond the competition, the event provides an opportunity to promote family tourism while supporting athletes on their road to the 2028 Olympic Games. Mossel Bay's vibrant calendar continues to power tourism and economic growth across the region.

Mossel Bay Tourism and 6 others 1 comment 1 share

Like Comment Share

Event Highlights

10 July 2024 – Meet and Greet at Reed Valley

22 August 2024 -Mossel Bay Tourism COO and Director Febbraio at SATSA

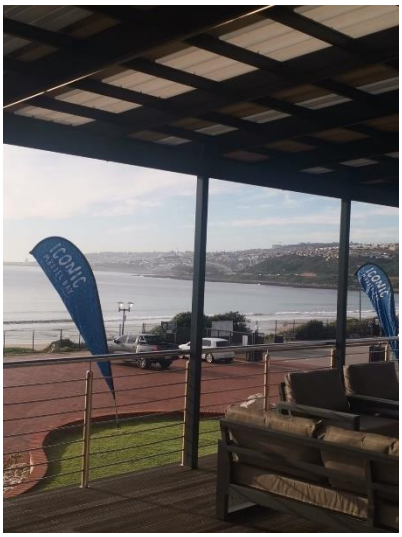
30 October 2024 – Ice Bucket Challenge - It's an unofficial world record! Members of the public and local businesses rallied together for the Eden Protocol Foundation Ice Bucket Challenge, with 912 people participating in the event

20 November 2024 – AGM held at Mossel Bay Airfield

17 March 2025 – Disability accessibility Mossel Bay celebrates 9 months of fulfilling great expectations

18 March 2025 – Rovos Rail Garden Route Roadshow - PE-GEORGE Line Update

27 March 2025 – Annual RTO Forum took place at Bahia Bleu. Regional Tourism Offices were present. Mossel Bay Tourism members, which presented were - Point of Human Origin, Skipper Foundation and Misty Valley.



ICONIC
MOSSEL BAY

wesgro

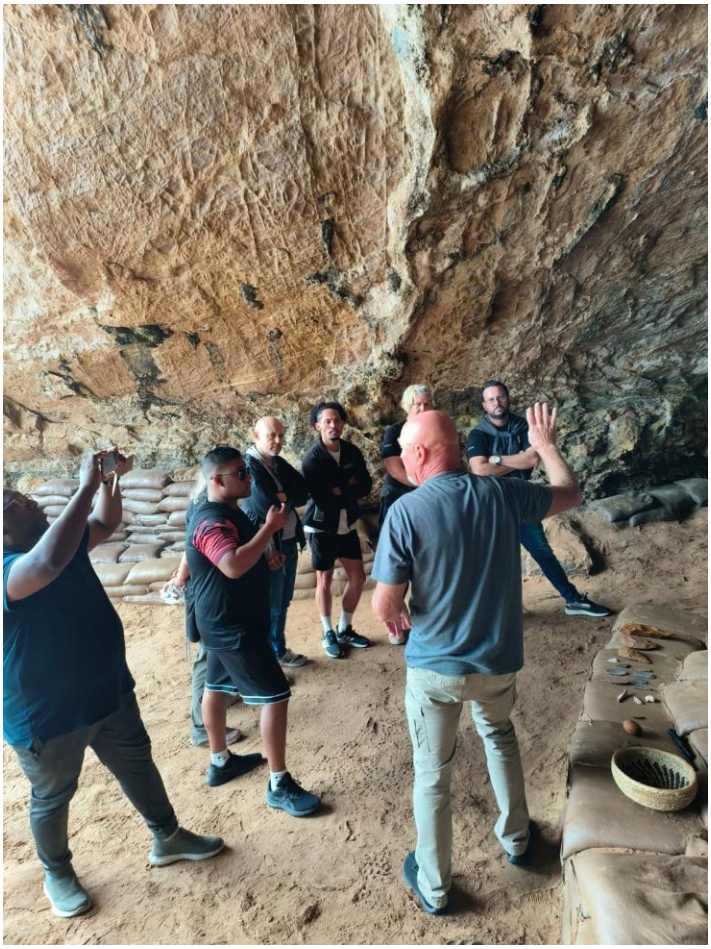
wesgro
Learn to Sail!
SKIPPER FOUNDATION

wesgro

HARTENBOS
FRANSMANSHOEK
GROOTBRAK
EAT • STAY • PLAY • EXPLORE
MOSSEL BAY TOURISM

RTO members visiting products: UNESCO World Heritage Site and INDALU Game Reserve

UNESCO World Heritage Site



INDALU Game Reserve

From: Lizel Trimm <lizel@wesgro.co.za>
Sent: 22 May 2025 10:21
Subject: RTO Forum Presentations - Mossel Bay March 2025

Dear All,

Trust you are all well.

Thank you for your active participation in the recent RTO Forum held in Mossel Bay, Garden Route & Klein Karoo. Your presence and engagement greatly contributed to the success of the workshop.

Please find the RTO Forum presentations here, along with the meeting minutes and a list of all attendees attached.

We would like to extend our sincere thanks to Garden Route and Klein Karoo District Municipality, Mossel Bay Tourism, our guest speakers, and the Mossel Bay tourism products for their invaluable support in making this forum a success.

We look forward to engaging with you again at the next RTO Forum, which will be hosted in the Cape Overberg.

Kind regards,

wesgro
cape town & western cape
tourism, trade & investment

Lizel Trimm
Communications and Special Projects
Coordinator

2 April 2025 – MSC Roadshow and recruitment drive in D’Almeida

6&7 April 2025 – Southern & Eastern Cape Pro Am series 2025

Plett Country Club and Goose Valley Country Club

16 April 2025 - **Speeding Up SDG Progress with the Voluntary Local Review (VLR) Workshop**

Ons moet nou wikkel! The clock is ticking—2030 is just five years away! Mossel Bay has made great strides in aligning our impact to the #SDGs. From being the #1 semigration destination in the Western Cape to leading in financial sustainability, tourism, accessibility, conservation, and safety, we are building a thriving, inclusive community.

Collaboration drives our success, and through strong partnerships, we continue to push for meaningful progress. Let's keep moving forward—together!

This morning South African Local Government Association (SALGA) Special Partnerships & Projects Coordinator, Tebogo Matlou, and Special Projects Coordinator in my Office, Logan Duthie, are engaging with various community stakeholders on Mossel Bay Municipality's Sustainable Development Goals Voluntary Local Review.

9 May 2025 – Presenting about Mossel Bay Tourism to the Tourism students at South Cape College. Jessica van der Schyff, Vicechair Bradfield, tour guide Ricardo Clayn and Olwethu Mthimkhulu from IOceans

18-19 May 2025 – Southern & Eastern Cape Pro Am series

PE Golf Club

Humewood Golf Club

28 May 2025 – Annual Airbnb conference held at Pinnacle Point Estate.

Vicechair Bradfield and Jessica did a presentation about the importance of becoming a member of Mossel Bay Tourism

1-2June 2025 - Southern & Eastern Cape Pro Am series

Mossel Bay Golf Club and Pinnacle Point

18 June 2025 – Monique le Fleur and Jessica van der Schyff were invited to present at the Skal Networking event held at Ruiterbosch

WINTER WARM UP
18 June at 12 noon

Join us at Ruiterbosch Fun Farm for
BONSAI POTJIE MAKING
an absolute treat for everyone.
Monique Le Fleur and Jessica van der Schyff both from **Mossel Bay Tourism** will join us on the day to tell us all about what is happening in Mossel Bay for the year ahead.
Then while we enjoy some **Wine Tasting** we will be listening to the melodic **voice of Liezl** as she sings some of our favourite hits.

SKÅL INTERNATIONAL Connecting Tourism Globally | GARDEN ROUTE | ICONIC MOSSEL BAY GARDEN ROUTE | RUITERBOSCH Fun Farm • Pretplaas

Date: **18 June 2025**
Time: **12 Noon**
Cost: **R200** members/**R240** non-members

RSVP: By 11am on 16 June 2025 to secretary@skalgardenroute.org.za or on WhatsApp to **072 613 2261**

WTM Africa 2025

Mossel Bay Tourism attended the 11th annual WTM Africa this year.

Mossel Bay Tourism at World Travel Market (WTM) Africa!

We're excited to be part of the Garden Route & Klein Karoo Tourism group at World Travel Market Africa in Cape Town from 9 to 11 April! Vice-chair Andrea Bradfield and Dulin Sinkfontein from the Mossel Bay Tourism office will be there to greet you. They are joined by Seeplaas and Cape Saint Blaize Distillery to bring you a taste of our incredible region.

Tourism partners, friends, and fans of our stunning region – come say hi and support us! Let's showcase all that makes Mossel Bay and surrounds an unforgettable destination.

📍Cape Town International Convention Centre (CTICC)

- 🗓️ 9 to 11 April 2025

ICONIC
MOSSEL BAY

ICONIC
MOSSEL BAY
EAT · STAY · PLAY · EXPLORE

ICONIC
MOSSEL BAY

Seeplaas
P&KK

CAPE SAINT BLAIZE
ARTISANAL DISTILLERY

wtm
R05
P&KK
ROUTE & KLEIN KAROO
ICONIC
MOSSEL BAY

Film Tourism

3 June 2025

Our COO is working hard to build strong relationships to increase Film opportunities in our area.

Film crew doing shoots ensure bed nights, spend in our restaurants, shops etc.

Lieschke was selected as an official Jury Member for the upcoming ITFFA awards judging the below:

Thank you for your time afforded to evaluate the films that were entered into ITFFA 2025.

448 Films were entered from 60 countries.

280 films were selected to go through the final judging process.

110 films will be awarded either Gold, Silver or Finalist on 6 June 2025.

We would like to invite Lieschke to participate in ITFFA 2025 which takes place in Johannesburg from 3-6 June 2025.

Lieschke will be travelling to Johannesburg to represent our area and build key relationships with producers and film crew for future business.

#ICONIC MOSSEL BAY

reaps benefits of its collaboration with ITFFA

Mossel Bay lighthouse

As April drew to a close, the team at Mossel Bay Tourism were elated to hear of their nomination for Gold or Silver at the International Tourism Film Festival Africa (ITFFA) awards. This prestigious event, which celebrates the continent's best travel-related videos, takes place in Johannesburg from 3-6 June.

Mossel Bay Tourism COO, Lieschke Steven-Jennings

"Founded in 2019 by Caroline Ungersbock and James Byrne, the awards honour exceptional and innovative content produced across various continents and shared on multiple platforms," explained Mossel Bay Tourism Chief Operations Officer Lieschke Steven-Jennings in an email to her board of directors.

"We've been enjoying the journey of building key relationships with ITFFA for the past two years," said Lieschke. **"We were so proud to learn that our Route 12 video had been selected for an award."**

Lieschke and her ICONIC team

She added that the **#ICONIC Mossel Bay** team has worked tirelessly to increase film opportunities in and around this beautiful Southern Cape coastal capital. These shoots ensure bed nights and bucks

ITFFA
International Tourism
Film Festival Africa

International Tourism Film Festival Africa 2025

Presents a

CERTIFICATE OF APPRECIATION

Presented to

Lieschke Steven-Jennings

We thank you for participating as an Official Jury Member in the International Tourism Film Festival - Africa 2025

Caroline Ungersbock
Co-Founder

James Byrne
Co-Founder

SUSTAINABLE TOURISM
PARTNERSHIP PROGRAMME
www.stpp.co.za

GAUTENG

South Africa
Inspiring new ways
www.southafrica.net

www.itff.africa

Proud moment for Mossel Bay Tourism Route 12 Film: 2 Silver awards!

The **International Tourism Film Festival Africa (ITFFA)** honours all video content related to the tourism and travel industry.
Founded in 2019, by Caroline Ungersbock and James Byrne to honour and promote works with exceptional and innovative content created today on all continents and seen and used on various platforms.
TV ads, promotional films, video campaigns, videos for social media, video blogs, documentaries, reports and TV magazines related to the promotion of tourism destinations, products and services are invited to participate in this exclusive and unique festival on the African Continent.
ITFFA aims to contribute towards stimulating the development and growth of the national and African audio-visual industry and, at the same time, to give visibility and recognition to the work of many talented men and women and integrate the global creative community.

The competition is open to the public and private entities such as Advertising and PR Agencies; Tourism Boards; Tourism Agencies, Destinations; Digital Agencies; Hotels, Resorts, Hospitality Companies; Marketing Agencies; Municipalities; Tourism Associations; Airlines; Cruise Lines; Tourist Attractions; Production Companies, Independent Film Makers and Students.

Official jury members https://itff.africa/jury-2025/ award points to each film submitted. If enough points are received, a film will be selected as a finalist.

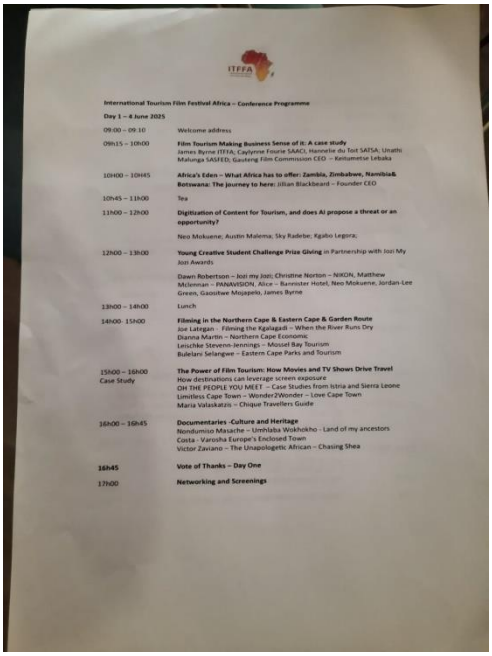
Mossel Bay ranked among the top 34 film entries from more than 440 entries from over 60 countries worldwide.

This prestigious recognition places Mossel Bay on the global stage for film tourism, and we couldn't be prouder of how our story continues to inspire and attract visitors from all corners of the world.

The film industry has spent more than 350 million rand over the past year within South Africa on tourism-related services and products with an estimated 15% increase forecast for 2026.

Mossel Bay Tourism's film, ROUTE 12 was selected as a finalist for either a gold or silver award under the below category: Tourism Destinations – Regions. This category is intended for videos whose purpose is to promote a Region, County, State, Community, or Island.

This was the first year that Mossel Bay Tourism submitted their film and it was a huge honour to win 2 Silver Awards. Congratulations to everyone who made this possible — we are honoured to be part of Africa's growing film tourism movement!

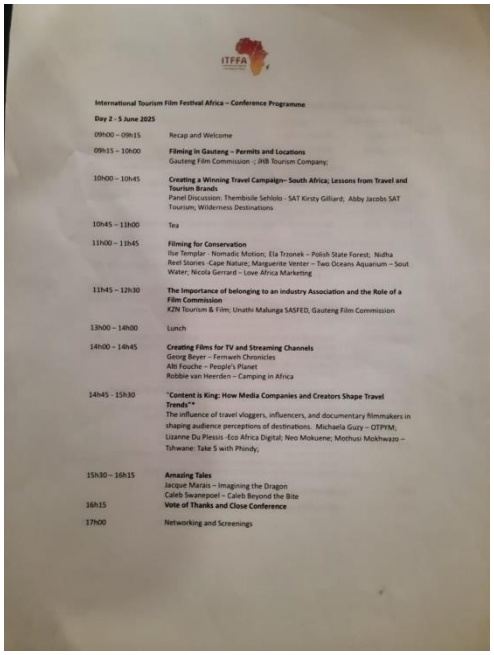


ITFFA

International Tourism Film Festival Africa – Conference Programme

Day 1 – 4 June 2025

09:00 – 09:10	Welcome address
09h15 – 10h00	**Film Tourism Making Business Sense of it: A case study** James Byrne ITFFA, Caylynne Fourie SAACI, Hannelie du Toit SAFSA; Unathi Malunga SASFED, Gauteng Film Commission CEO – Keitumetse Letsaka
10H00 – 10H45	**Africa's Eden – What Africa has to offer: Zambia, Zimbabwe, Namibia& Botswana: The Journey to here**: Jillian Blackbeard – Founder CEO
10h45 – 11h00	Tea
11h00 – 12h00	**Digitization of Content for Tourism, and does AI propose a threat or an opportunity?** Neo Mokuene; Austin Malema; Sky Radebe; Kgabo Legora;
12h00 – 13h00	**Young Creative Student Challenge Prize Giving** in Partnership with Jozi My Jozi Awards Dawn Robertson – Jozi my Jozi; Christine Norton – NIKON, Matthew McInnes – PANAVISION, Alice – Barrister Hotel, Neo Mokuene, Jordan-Lee Green, Gaositwe Mojapelo, James Byrne
13h00 – 14h00	Lunch
14h00- 15h00	**Filming in the Northern Cape & Eastern Cape & Garden Route** Joe Lategan – Filming the Kgalagadi – When the River Runs Dry Dianna Martin – Northern Cape Economic Leischke Stevenn-Jennings – Mossel Bay Tourism Bulelani Selangwe – Eastern Cape Parks and Tourism
15h00 – 16h00 Case Study	**The Power of Film Tourism: How Movies and TV Shows Drive Travel** How destinations can leverage screen exposure OH THE PEOPLE YOU MEET – Case Studies from Istria and Sierra Leone Limitless Cape Town – Wonder2Wonder – Love Cape Town Maria Valaskatzis – Chique Travellers Guide
16h00 – 16h45	**Documentaries -Culture and Heritage** Nondumiso Masache – Umhlaba Wokhokho - Land of my ancestors Costa - Varosha Europe's Enclosed Town Victor Zaviano – The Unapologetic African – Chasing Shea
16h45	**Vote of Thanks – Day One**
17h00	**Networking and Screenings**



ITFFA

International Tourism Film Festival Africa – Conference Programme

Day 2 - 5 June 2025

09h00 – 09h15	Recap and Welcome
09h15 – 10h00	**Filming in Gauteng – Permits and Locations** Gauteng Film Commission - ; JHB Tourism Company;
10h00 – 10h45	**Creating a Winning Travel Campaign– South Africa; Lessons from Travel and Tourism Brands** Panel Discussion: Thembisile Sehlolo - SAT Kirsty Gilliard; Abby Jacobs SAT Tourism; Wilderness Destinations
10h45 – 11h00	Tea
11h00 – 11h45	**Filming for Conservation** Ilse Templar - Nomadic Motion; Ela Trzonek – Polish State Forest; Nidha Reel Stories -Cape Nature; Marguerite Venter – Two Oceans Aquarium – Sout Water; Nicola Gerrard – Love Africa Marketing
11h45 – 12h30	**The Importance of belonging to an industry Association and the Role of a Film Commission** KZN Tourism & Film; Unathi Malunga SASFED, Gauteng Film Commission
13h00 – 14h00	Lunch
14h00 – 14h45	**Creating Films for TV and Streaming Channels** Georg Beyer – Fernweh Chronicles Ahl Fouche – People's Planet Robbie van Heerden – Camping in Africa
14h45 - 15h30	**"Content is King: How Media Companies and Creators Shape Travel Trends"*** The influence of travel vloggers, influencers, and documentary filmmakers in shaping audience perceptions of destinations. Michaela Guzy – OTPYM; Lizanne Du Plessis -Eco Africa Digital; Neo Mokuene; Mothusi Molkhwazo – Tshwane; Take 5 with Phindy;
15h30 – 16h15	**Amazing Tales** Jacque Marais – Imagining the Dragon Caleb Swanepoel – Caleb Beyond the Bite
16h15	**Vote of Thanks and Close Conference**
17h00	Networking and Screenings

Route 12

27 September 2024 – Launch of Route 12

EXPLORE
Route 12
THE GATEWAY TO
THE GARDEN ROUTE

RUITERBOS
FRIEMERSHEIM
GLENTANA
GROOTBRAK
KLEINBRAK
Route 12

Route 12
MOSSEL BAY
TOURISM

WELCOME TO AN
ICONIC
NEW ROUTE

THE FUTURE IS A WINDING ROAD
Route 12

Some scenic stops on Route 12

spent in local restaurants and shops. It's not just a boon for the economy – it's also a wonderful and powerful way to share the town's many treasures with a much wider audience.

The world we live in today – and perhaps South Africa in particular – is becoming increasingly tourist-focused. Recent statistics reveal that the number of international visitors to the Western Cape has already surpassed pre-COVID levels. Of course, this growth is making the playing field more competitive.

Mossel Bay and surrounds may traditionally have been one of the Garden Route's lesser-known hubs, but Lieschke and her team have worked hard to secure its current position in the province and country's tourism space. This effort has paid off in recent years, with its appeal to visitors growing in leaps and bounds.

As with many municipalities across South Africa, ensuring equal representation across all territories can be a struggle. Publicity often centres on a single town within a region, and various dynamics may lead to certain locations being favoured over others.

This is a global issue – and it's precisely what makes Mossel Bay's nomination at the 2025 ITFFA awards so significant. The video that earned its place among the top contenders showcases how Lieschke and her team came up with an innovative way to market the large geographical region that consists of 12 different areas.

"Since some of the towns in Greater Mossel Bay are up to 50km from our CBD, we created Route 12 to connect them all. An emblem was developed to unite these 12 destinations, supported by various forms of communication collateral – one of which is this nominated video," said Lieschke.

"To our great advantage, each one of these locations is not only geographically beautiful but also incredibly diverse. Many are located along the coast, while others are nestled inland," she continued.

One of the biggest challenges in creating the video was finding a way to present all 12 destinations equally – within just three to four minutes – while still keeping the audience engaged.

To achieve this, **the Route 12** video includes an actual map illustrating how the towns can be accessed and are connected. It also features aerial footage, carefully edited together to showcase the route's natural beauty.

During the first weekend of June, Lieschke – who is part of the 2025 ITFFA judging panel – spent many hours reviewing some of the hundreds of entries submitted for this year's competition. **"It was interesting to see what other towns and countries are doing to market themselves,"** she said.

A SNAPSHOT OF THIS YEAR'S COMPETITION:

- 448 films were entered from 60 countries
- 280 films were shortlisted for the final judging process
- 110 films will be presented Gold, Silver or Finalist awards

Most significantly, the film industry spent more than R350 million on tourism-related services and products within South Africa over the past year, with an estimated 15% increase forecasted for 2026.

Lieschke has also been invited to serve as keynote speaker at the event, which is expected to host 120 key contacts in the film industry – approximately 20 of whom represent countries outside of South Africa.

She expressed her excitement about representing **#ICONIC Mossel Bay** and further building key relationships with producers and film crews for future projects.

Africa’s Travel Indaba 2025

13-15 May 2025

We’re proud to announce that our passionate team will be representing #ICONIC Mossel Bay at Africa's Travel Indaba, the continent’s premier tourism exhibition showcasing Africa’s rich and diverse leisure tourism products and experiences.

Meet our incredible team on the ground:

- Andrea Bradfield – Vice-Chairperson, Mossel Bay Tourism Board of Directors

- Mario Febbraio – Mossel Bay Tourism Board of Directors

- Monique le Fleur – Membership Manager

- Michelle Roelfse – Tourism Information Officer

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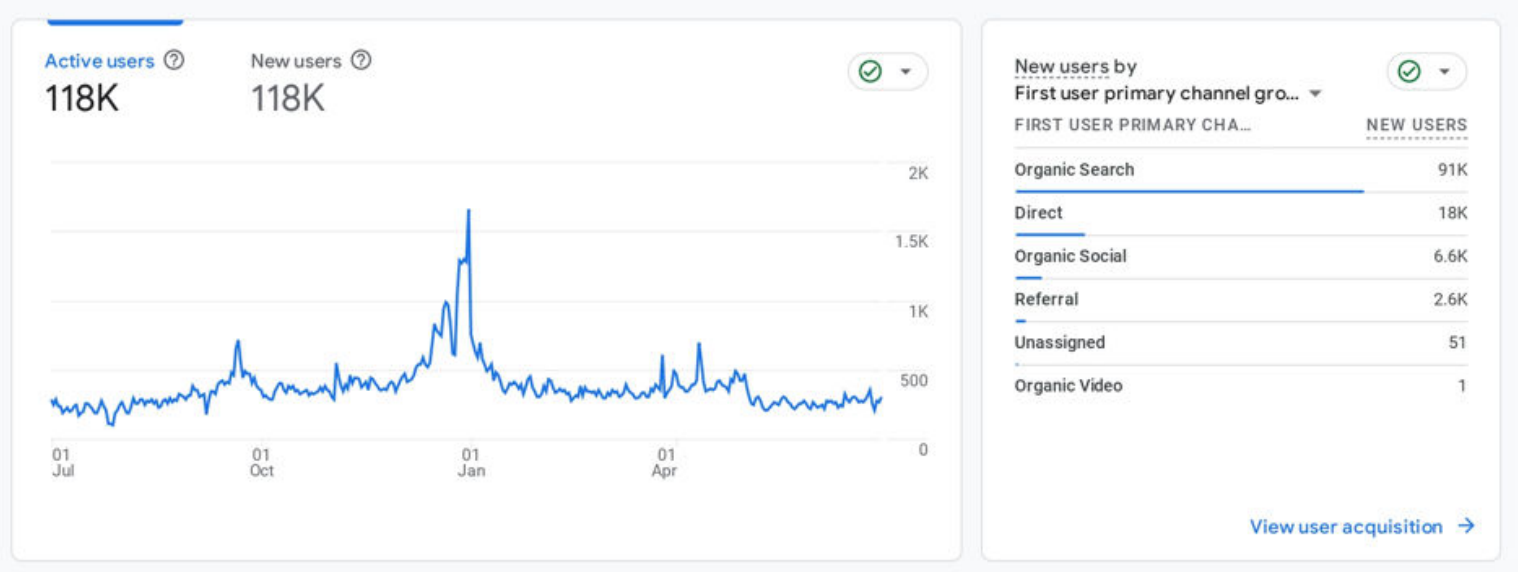
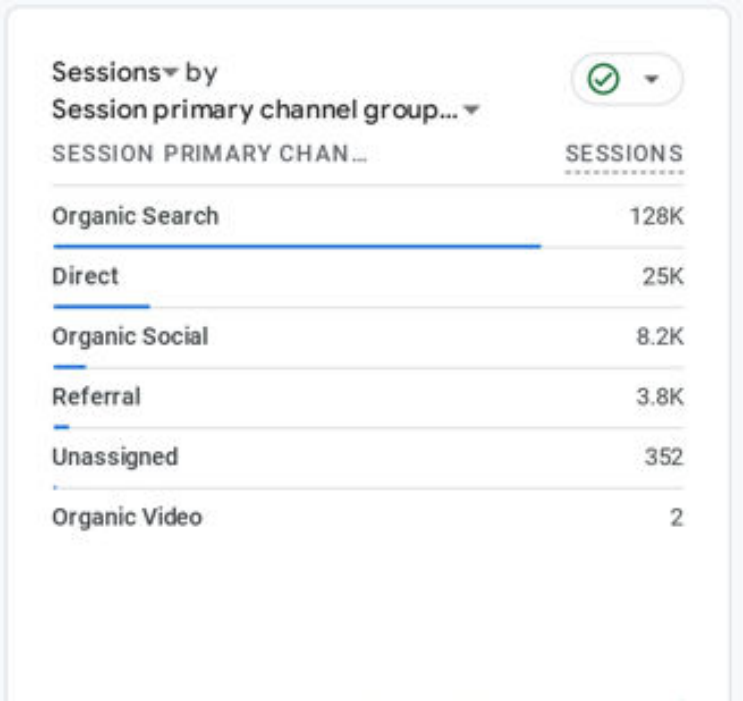
CREATION

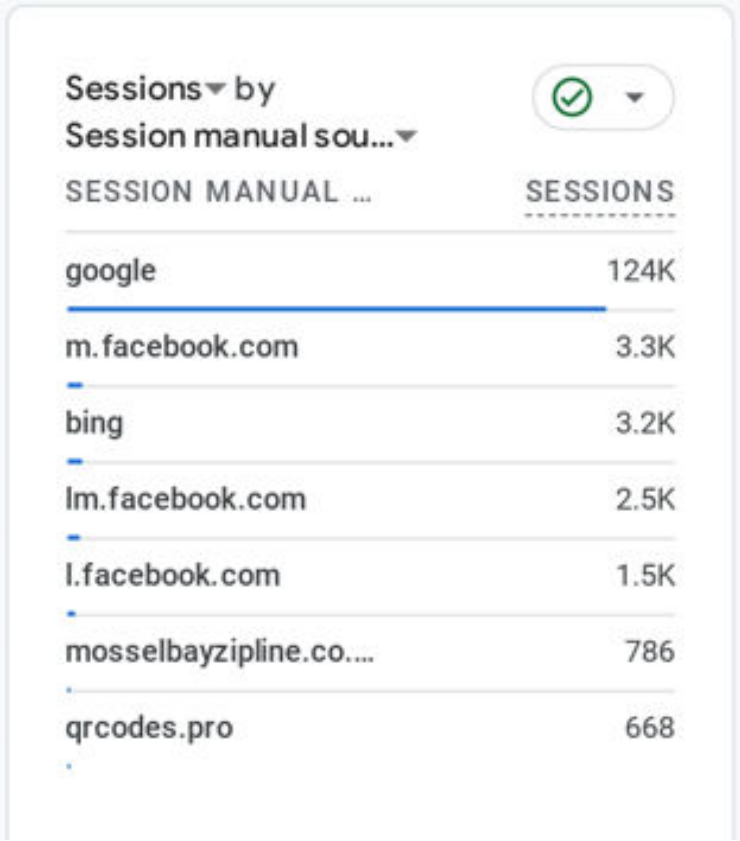
PR, Media & AVE STATS Report

Website

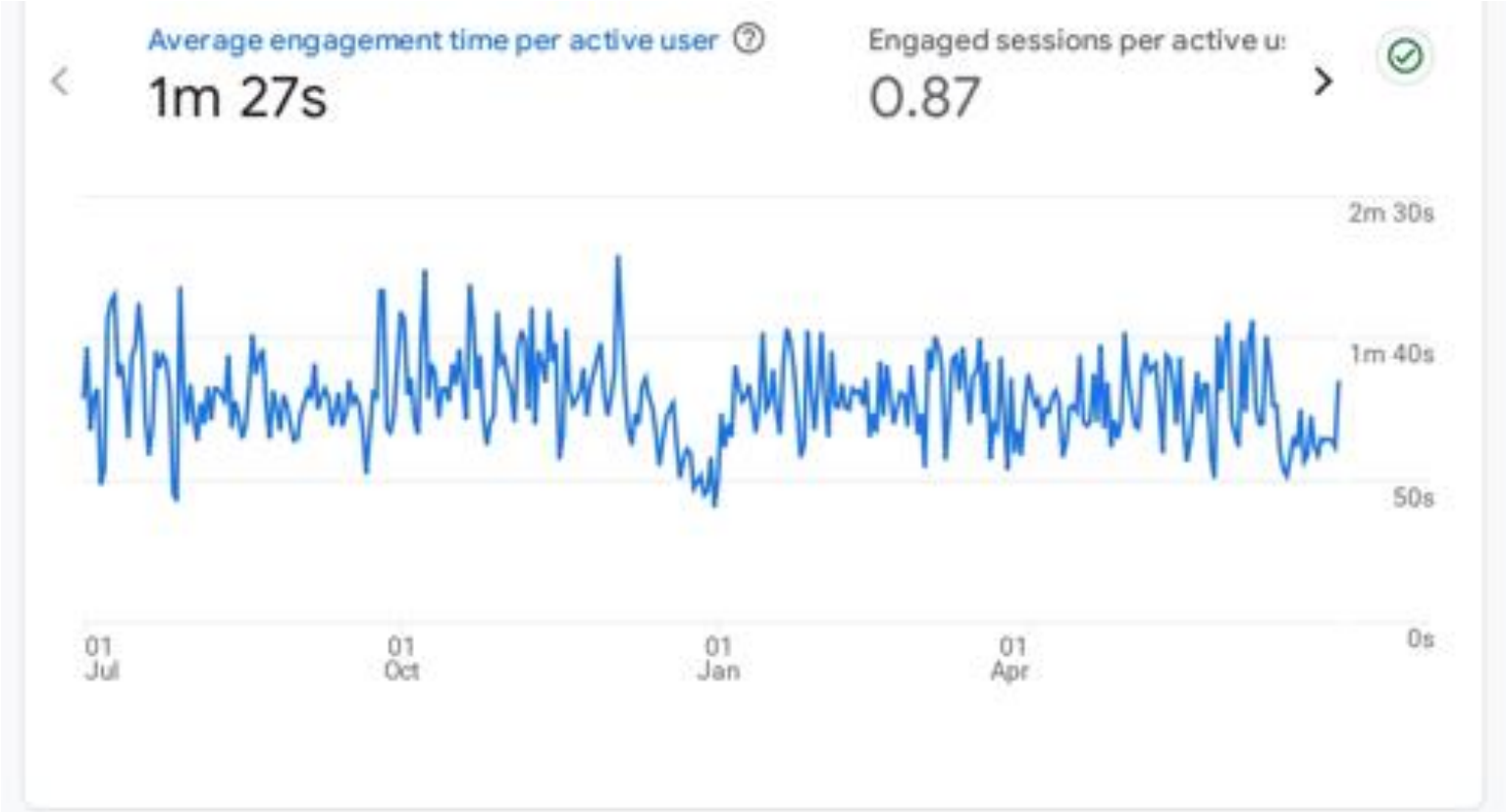
Acquisition overview

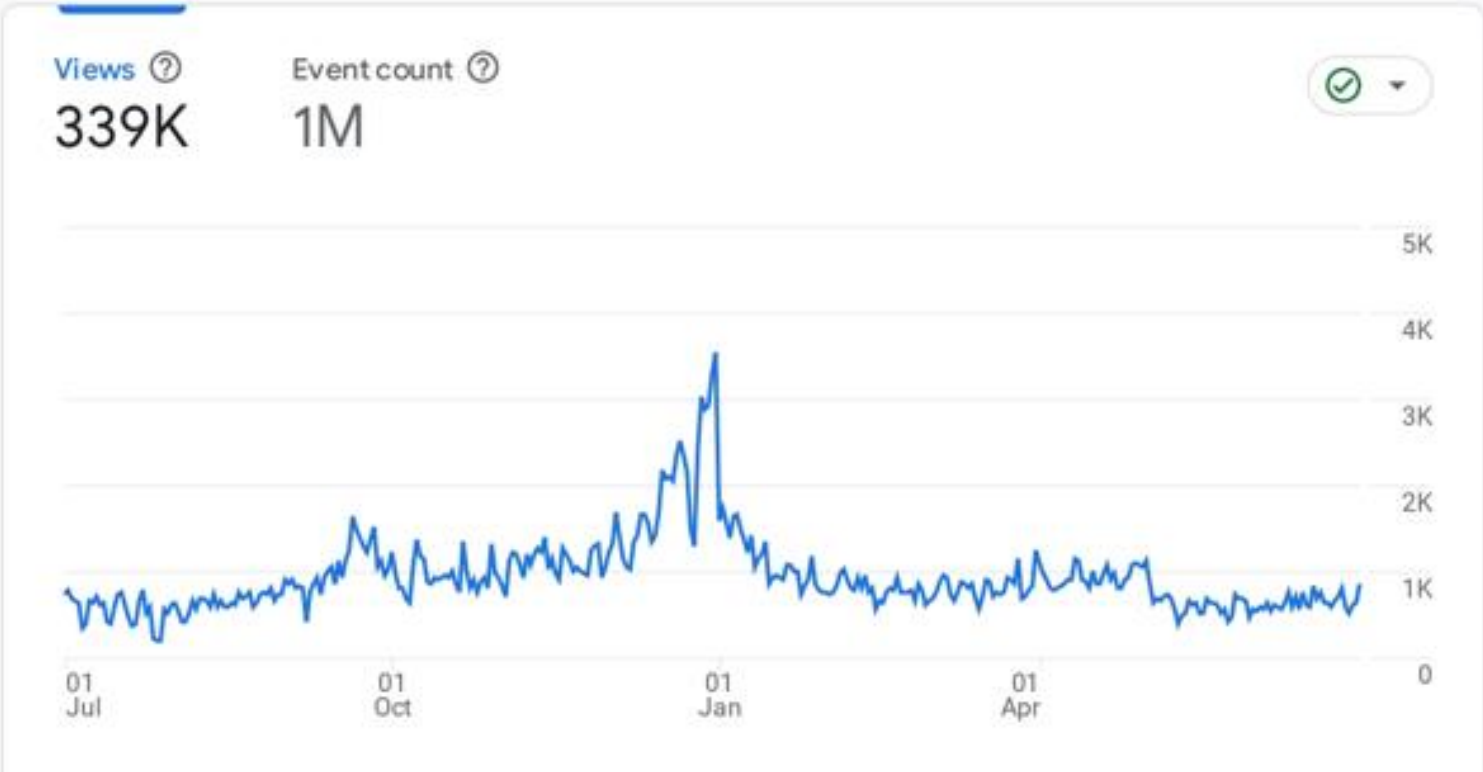






Engagement overview

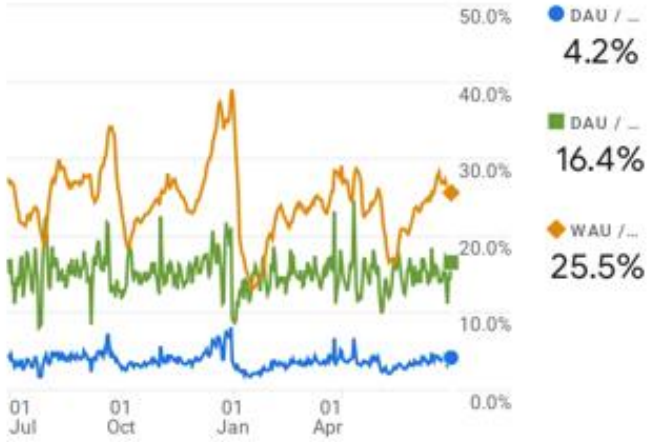




Event count by Event name

EVENT NAME	EVENT COUNT
page_view	339K
user_engagement	247K
session_start	162K
first_visit	118K
scroll	98K
click	16K
search_start	8.2K

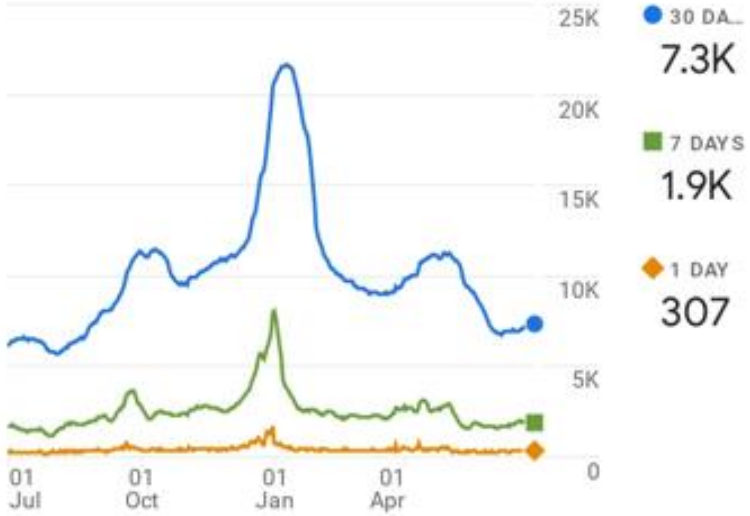
User stickiness



Views by Page title and scree...

PAGE TITLE AND S...	VIEWS
Things to do in Moss...	30K
Experience Mossel B...	26K
Events - Mossel Bay ...	23K
Where to eat in Moss...	9.4K
Southern Cape Railw...	8.8K
Places to stay in Mos...	6.4K
St Blaize Hiking Trail ...	6K

User activity over time



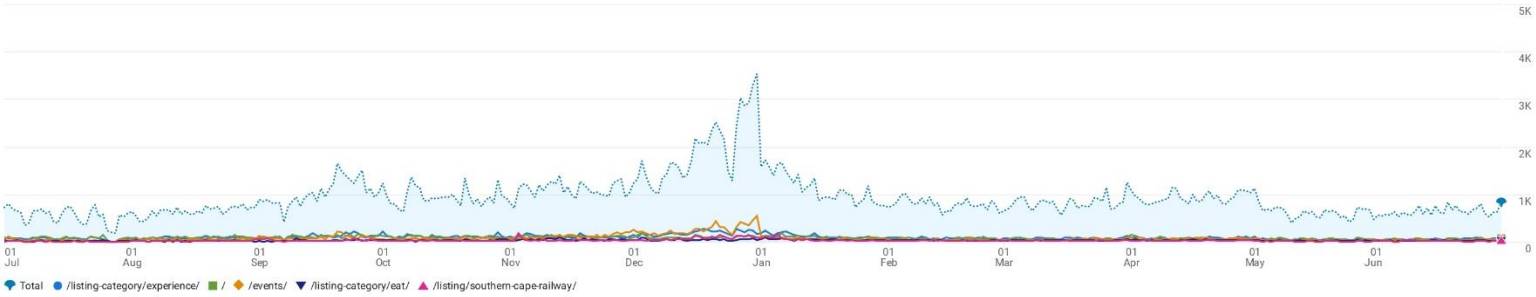
Pages and screens

ages and screens: Page path and screen class

Add filter

Views by Page path and screen class over time

Day



Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1-10 of 2217

	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	338,975 100% of total	118,333 100% of total	2.86 Avg 0%	1m 27s Avg 0%	1,002,797 100% of total	0.00	R0.00
1	/listing-category/experience/	34,106 (10.06%)	20,109 (16.99%)	1.70	1m 24s	110,779 (11.05%)	0.00 (–)	R0.00 (–)
2	/	29,313 (8.65%)	17,963 (15.18%)	1.63	28s	95,993 (9.57%)	0.00 (–)	R0.00 (–)
3	/events/	27,446 (8.1%)	15,067 (12.73%)	1.82	53s	78,461 (7.82%)	0.00 (–)	R0.00 (–)
4	/listing-category/eat/	10,899 (3.22%)	6,997 (5.91%)	1.56	1m 02s	32,687 (3.26%)	0.00 (–)	R0.00 (–)
5	/listing/southern-cape-railway/	9,895 (2.92%)	6,894 (5.83%)	1.44	36s	33,619 (3.35%)	0.00 (–)	R0.00 (–)
6	/listing-category/stay/	7,605 (2.24%)	4,158 (3.51%)	1.83	1m 09s	21,125 (2.11%)	0.00 (–)	R0.00 (–)
7	/listing/st-blaize-hiking-trail/	6,608 (1.95%)	4,662 (3.94%)	1.42	49s	20,371 (2.03%)	0.00 (–)	R0.00 (–)
8	/calendar-view/	5,514 (1.63%)	3,345 (2.83%)	1.65	1m 05s	15,015 (1.5%)	0.00 (–)	R0.00 (–)
9	/markets/	3,937 (1.16%)	2,829 (2.39%)	1.39	49s	11,626 (1.16%)	0.00 (–)	R0.00 (–)
10	/event/diaz-summer-splash/	3,530 (1.04%)	2,532 (2.14%)	1.39	24s	9,622 (0.96%)	0.00 (–)	R0.00 (–)

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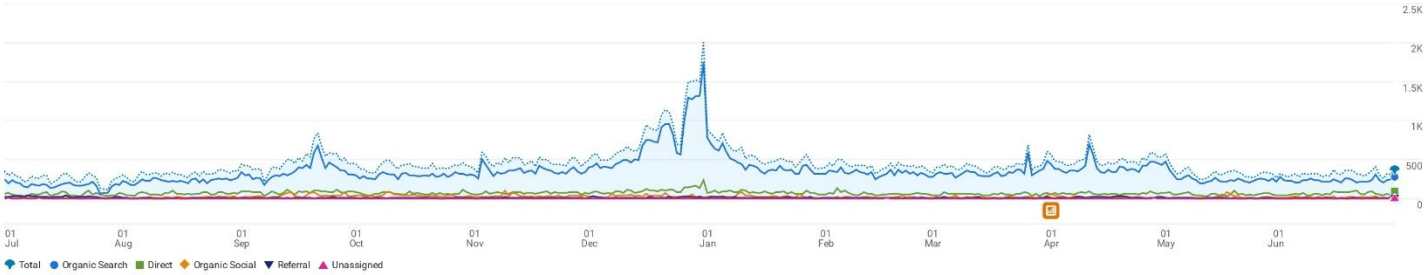
Traffic Acquisition

Traffic acquisition: Session primary channel group (Default Channel Group)

Add filter

Sessions by Session primary channel group (Default Channel Group) over time

Day



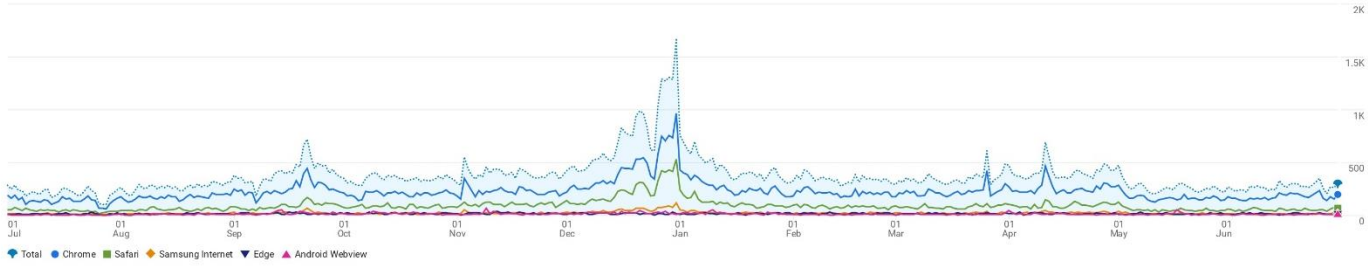
Plot rows | Search... | Rows per page: 10 | 1-6 of 6

	Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
	Total	166,813 100% of total	102,871 100% of total	61.67% Avg 0%	1m 01s Avg 0%	6.01 Avg 0%	1,002,797 100% of total	0.00	0%	R0.00
1	Organic Search	128,479 (77.02%)	83,399 (81.07%)	64.91%	1m 04s	6.08	781,066 (77.89%)	0.00 (–)	0%	R0.00 (–)
2	Direct	25,144 (15.07%)	11,796 (11.47%)	46.91%	49s	5.56	139,863 (13.95%)	0.00 (–)	0%	R0.00 (–)
3	Organic Social	8,207 (4.92%)	5,225 (5.08%)	63.67%	51s	6.35	52,093 (5.19%)	0.00 (–)	0%	R0.00 (–)
4	Referral	3,794 (2.27%)	2,393 (2.33%)	63.07%	1m 21s	7.47	28,323 (2.82%)	0.00 (–)	0%	R0.00 (–)
5	Unassigned	352 (0.21%)	33 (0.03%)	9.38%	1m 09s	4.09	1,440 (0.14%)	0.00 (–)	0%	R0.00 (–)
6	Organic Video	2 (<0.01%)	2 (<0.01%)	100%	1m 08s	6.00	12 (<0.01%)	0.00 (–)	0%	R0.00 (–)

Tech details

Active users by Browser over time

Day



Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1-10 of 20

	Browser	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	118,333 100% of total	117,710 100% of total	102,871 100% of total	61.67% Avg 0%	0.87 Avg 0%	1m 27s Avg 0%	1,002,797 100% of total	0.00	R0.00
1	Chrome	69,905 (59.07%)	69,914 (59.4%)	62,842 (61.09%)	62.76%	0.90	1m 33s	617,976 (61.63%)	0.00 (–)	R0.00 (–)
2	Safari	29,768 (25.16%)	29,374 (24.95%)	24,616 (23.93%)	63.58%	0.83	1m 07s	218,538 (21.79%)	0.00 (–)	R0.00 (–)
3	Samsung Internet	6,780 (5.73%)	6,720 (5.71%)	5,085 (4.94%)	57.97%	0.75	1m 02s	48,726 (4.86%)	0.00 (–)	R0.00 (–)
4	Edge	4,147 (3.5%)	4,106 (3.49%)	4,503 (4.38%)	73.61%	1.09	2m 44s	46,624 (4.65%)	0.00 (–)	R0.00 (–)
5	Android Webview	3,542 (2.99%)	3,526 (3%)	2,487 (2.42%)	55.32%	0.70	1m 23s	31,179 (3.11%)	0.00 (–)	R0.00 (–)
6	Safari (in-app)	1,842 (1.56%)	1,839 (1.56%)	1,195 (1.16%)	59.54%	0.65	40s	11,227 (1.12%)	0.00 (–)	R0.00 (–)
7	Firefox	1,649 (1.39%)	1,630 (1.38%)	1,673 (1.63%)	67.13%	1.01	2m 00s	16,301 (1.63%)	0.00 (–)	R0.00 (–)
8	Opera	497 (0.42%)	490 (0.42%)	890 (0.87%)	68.78%	1.79	3m 53s	11,355 (1.13%)	0.00 (–)	R0.00 (–)
9	Amazon Silk	26 (0.02%)	26 (0.02%)	28 (0.03%)	80%	1.08	3m 28s	307 (0.03%)	0.00 (–)	R0.00 (–)
10	YaBrowser	24 (0.02%)	23 (0.02%)	20 (0.02%)	71.43%	0.83	1m 44s	189 (0.02%)	0.00 (–)	R0.00 (–)

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User attributes overview

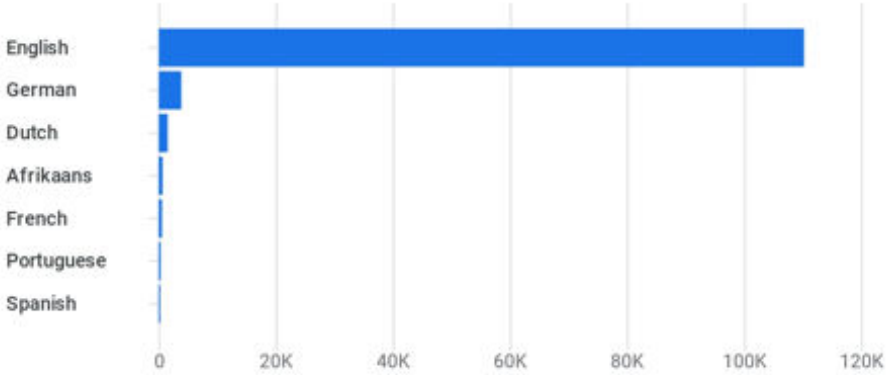
Active users by Country

COUNTRY	ACTIVE USERS
South Africa	99K
United States	4.1K
United Kingdom	3.1K
Germany	1.3K
Ireland	1.1K
Netherlands	1.1K
Sweden	688

Active users by City

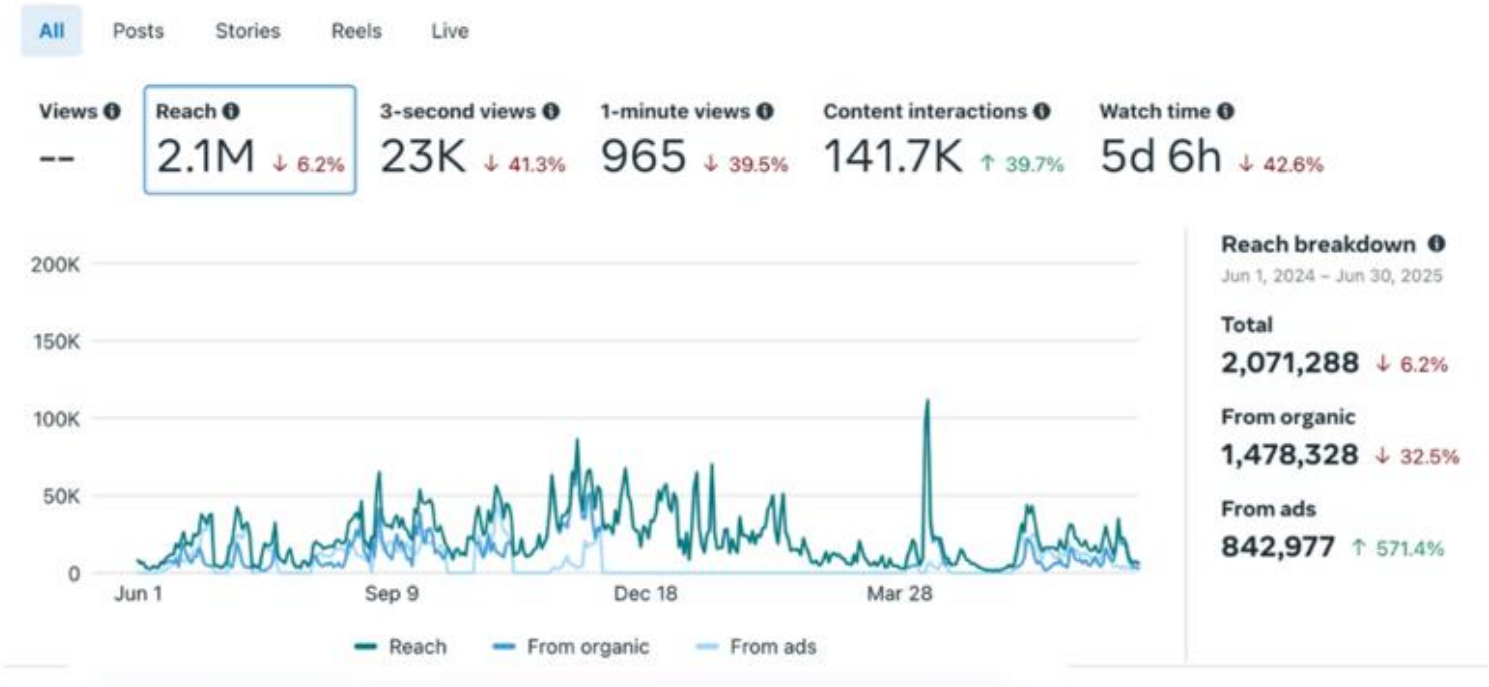
CITY	ACTIVE USERS
Cape Town	38K
Johannesburg	12K
Mossel Bay	9.4K
Pretoria	9K
Gqeberha	5.2K
Vereeniging	2.9K
George	2.7K

Active users by Language

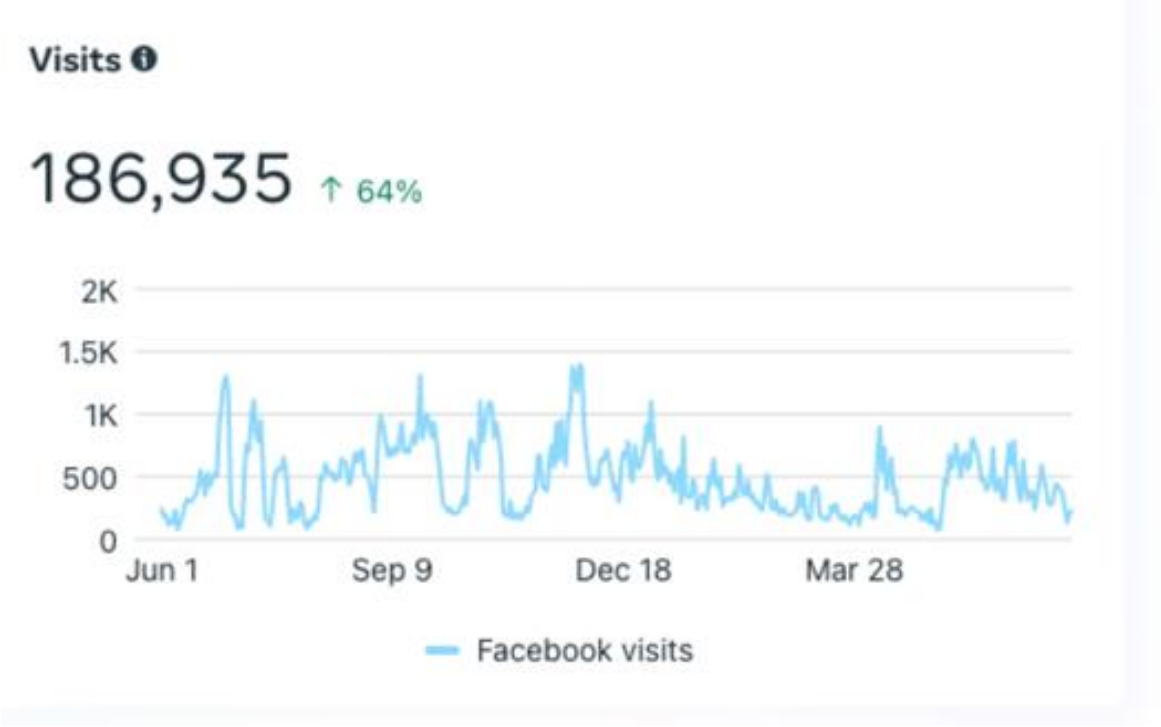


Social Media

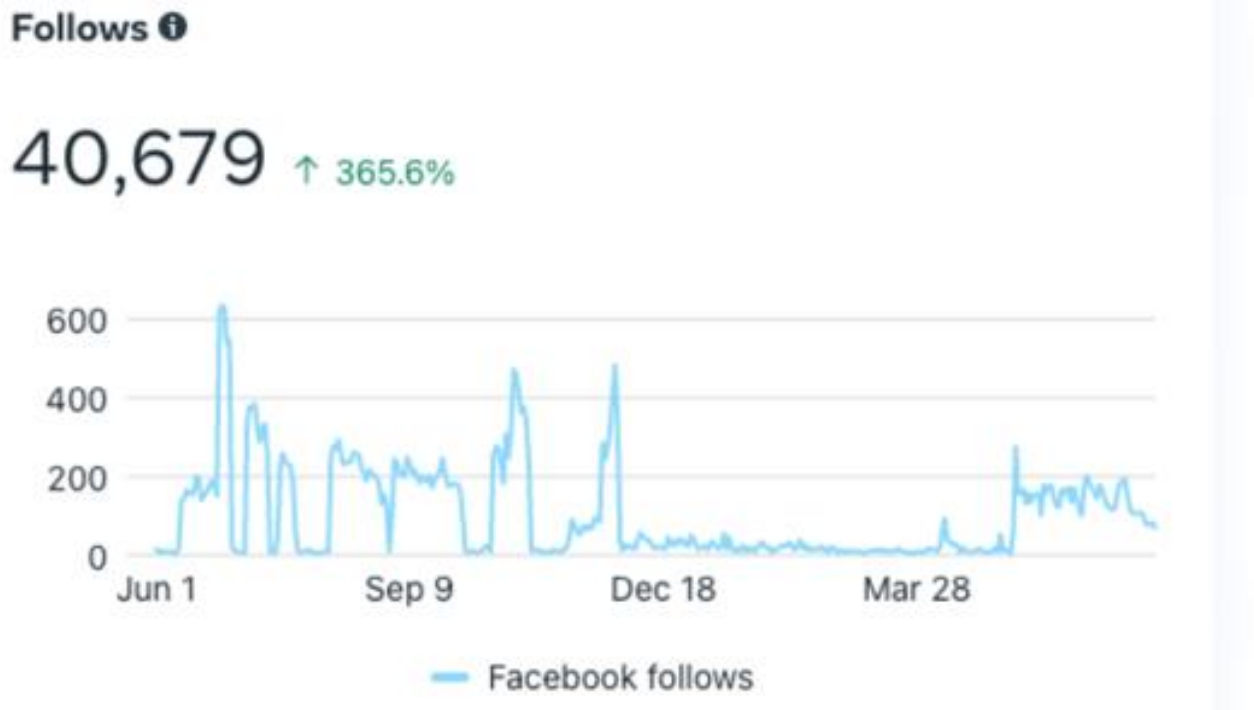
Facebook

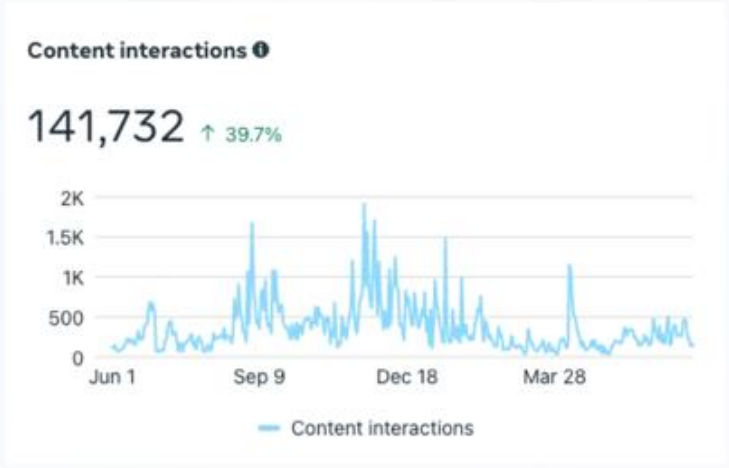


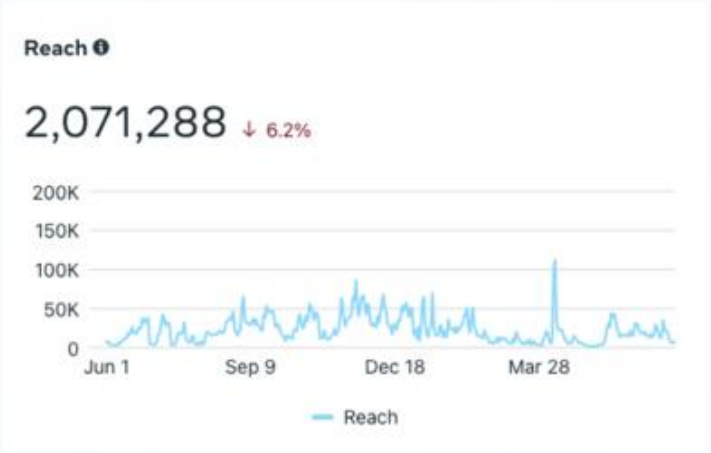
Facebook visits



Facebook followers







Audience

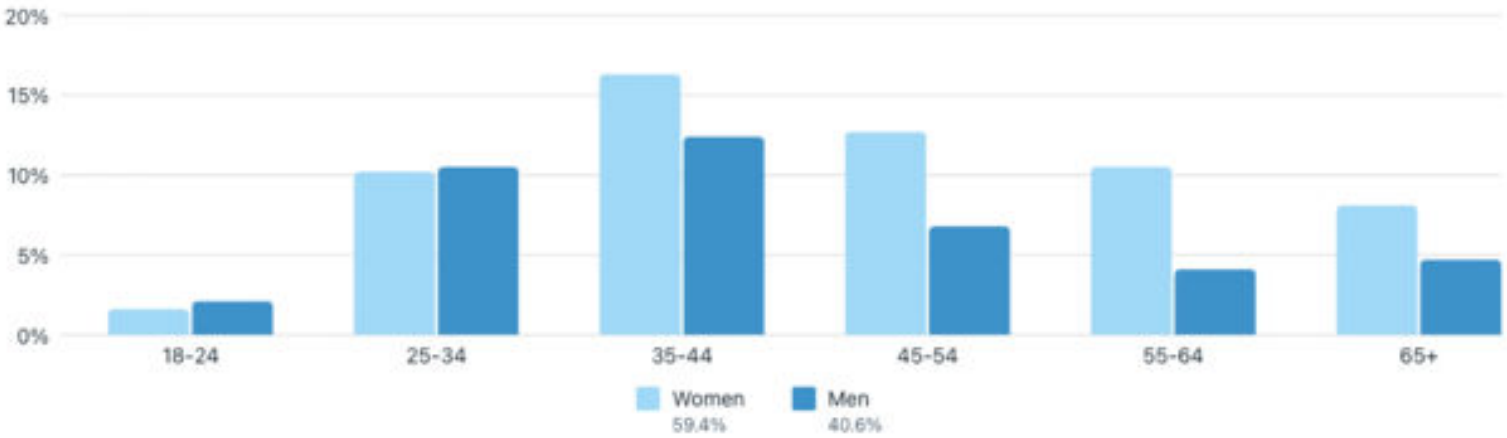
Demographics | Trends | Potential audience

Followers

Lifetime

93,875

Age & gender



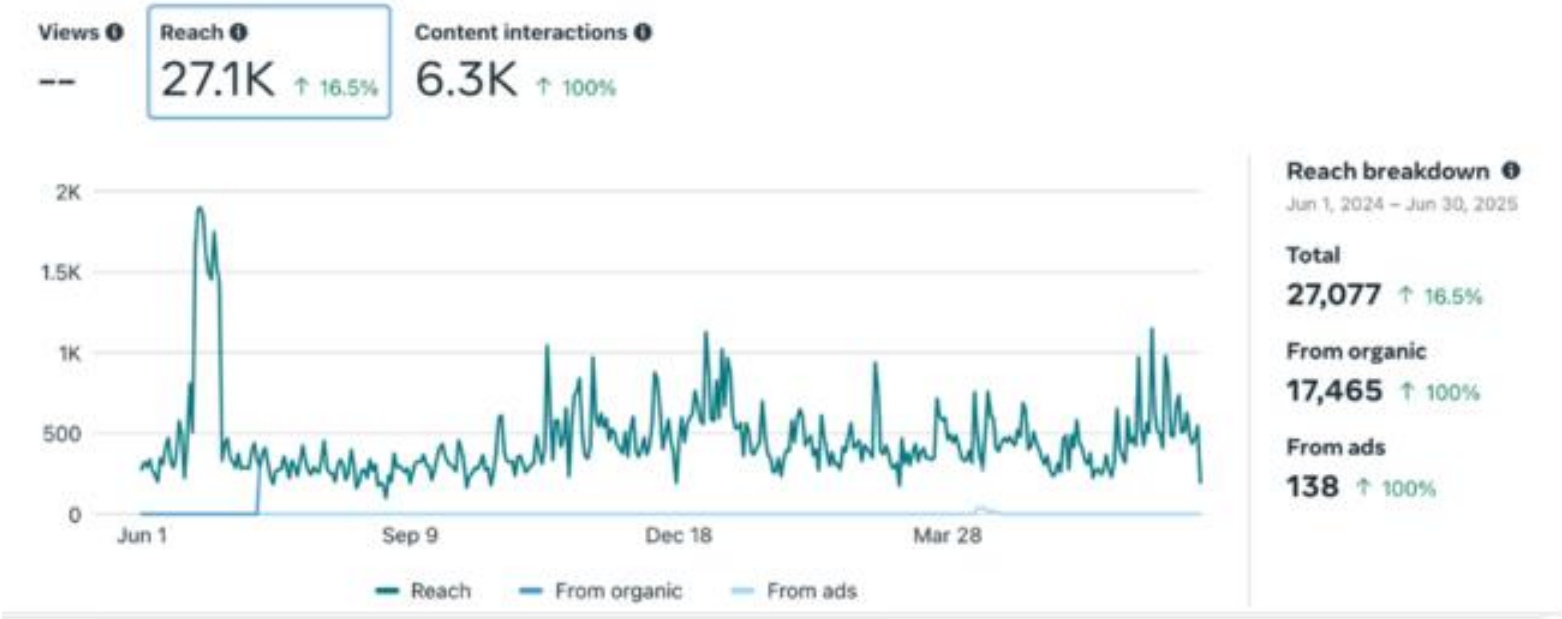
Top cities

Cape Town, South Africa	13.3%
Mossel Bay, South Africa	5.9%
Pretoria, South Africa	4.4%
Port Elizabeth, South Africa	4.1%
George, South Africa	3.9%
Bloemfontein, South Africa	2.3%
Hartenbos, South Africa	1.9%
Gaborone, Botswana	1.8%
Durban, South Africa	1.6%
Centurion, South Africa	1.5%

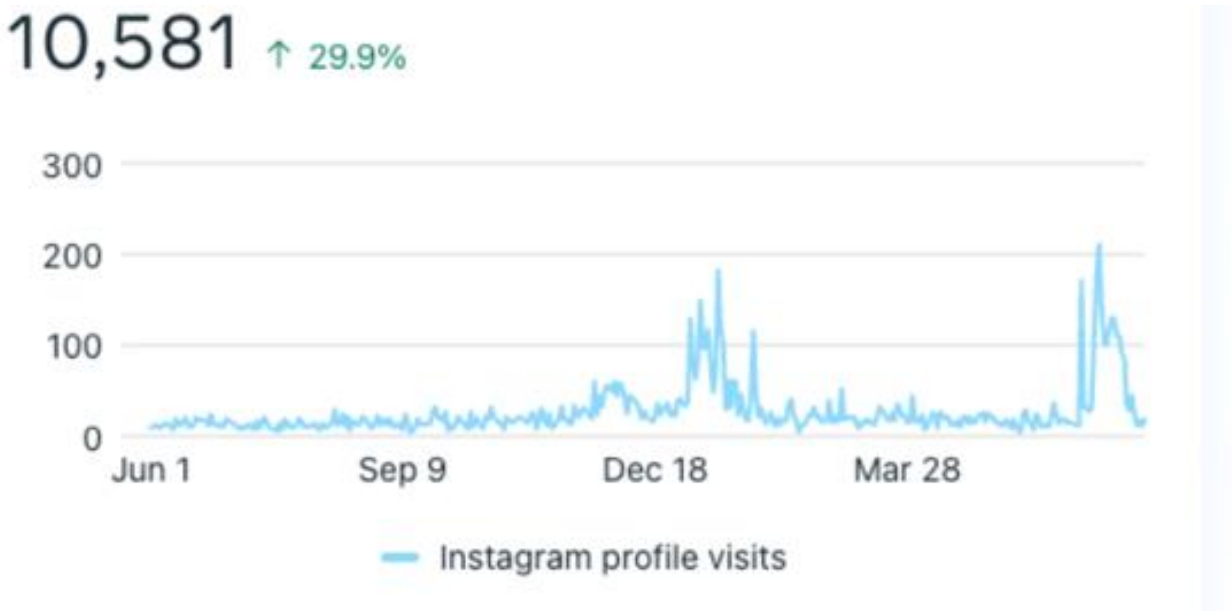
Top countries

South Africa	93.7%
Botswana	3%
Namibia	2.7%
United Kingdom	0.5%
United States	0.4%
Australia	0.2%
Germany	0.1%
New Zealand	0.1%
Nigeria	0.1%
Zimbabwe	0.1%

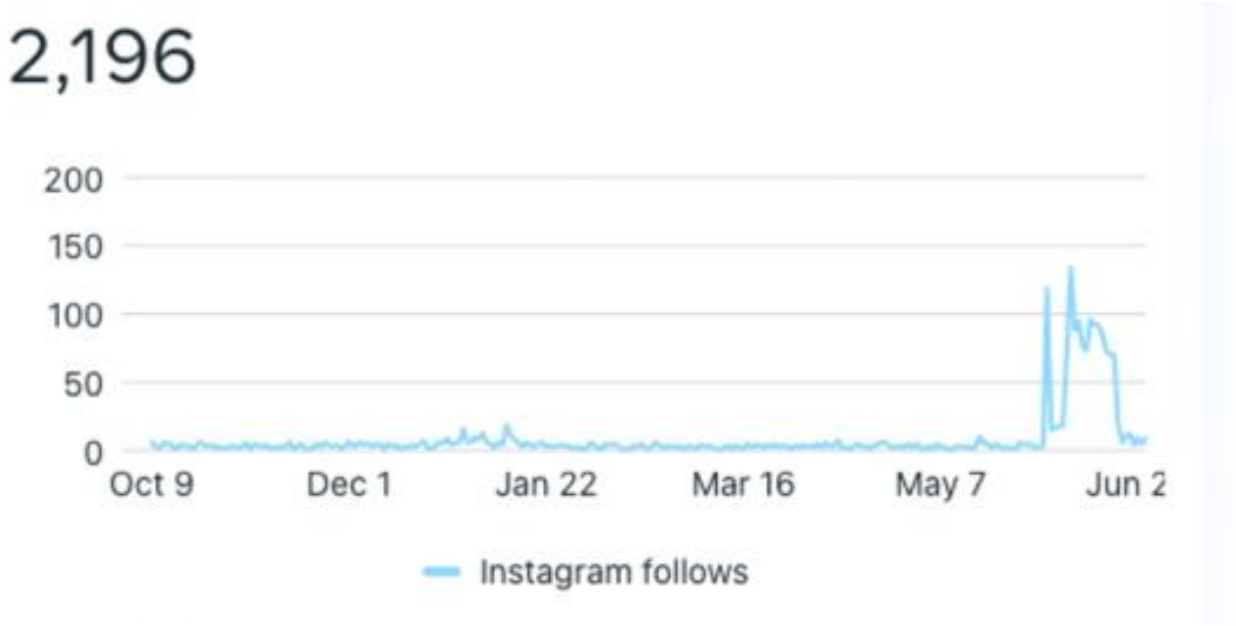
Instagram

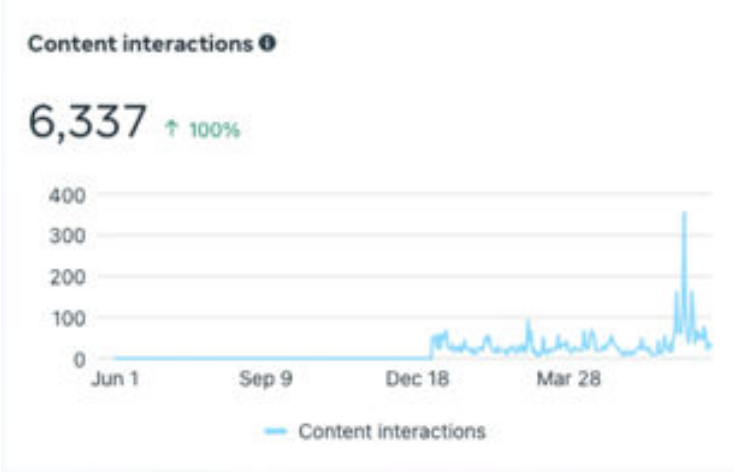


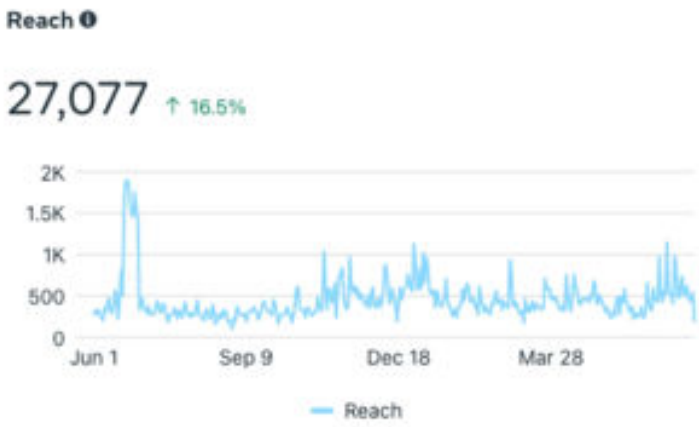
Visits



Followers


2,196
200
150
100
50
0
Oct 9
Dec 1
Jan 22
Mar 16
May 7
Jun 2
Instagram follows


Content interactions
6,337 ↑ 100%
400
300
200
100
0
Jun 1
Sep 9
Dec 18
Mar 28
Content interactions


Reach
27,077 ↑ 16.5%
2K
1.5K
1K
500
0
Jun 1
Sep 9
Dec 18
Mar 28
Reach

Audience

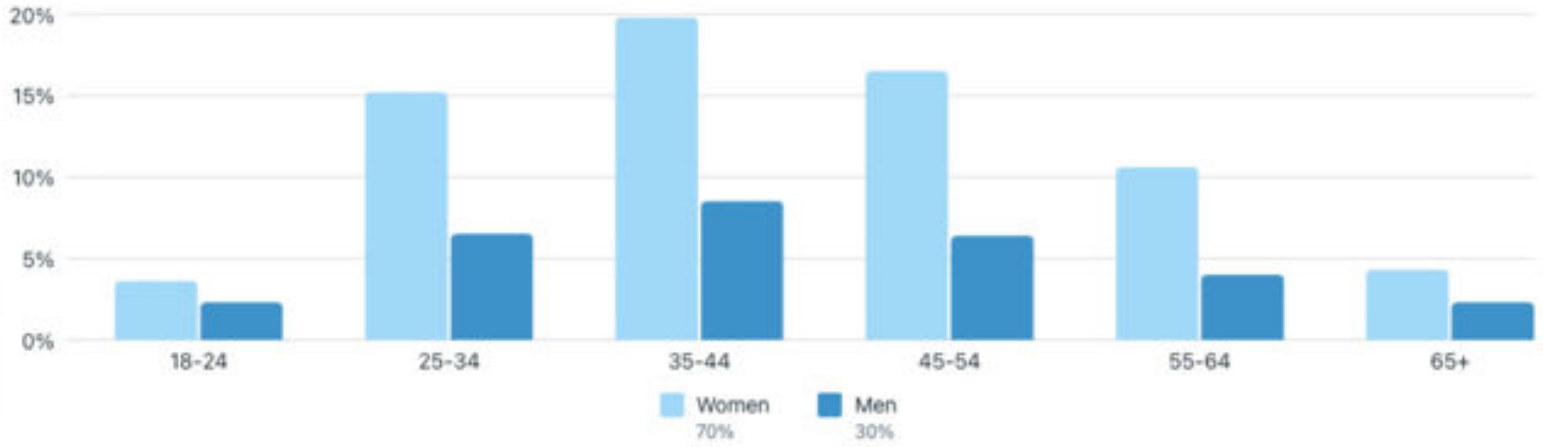
Demographics | Trends | Potential audience

Followers

Lifetime

8,725

Age & gender



Top cities

Cape Town, South Africa	31.6%
Mossel Bay, South Africa	5.8%
George, South Africa	4.7%
Pretoria, South Africa	4.1%
Hartenbos, South Africa	2.9%
Port Elizabeth, South Africa	2%
Bloemfontein, South Africa	1.9%
Johannesburg, South Africa	1.7%
Centurion, South Africa	1.3%
Danabaai, South Africa	1.3%

Top countries

South Africa	83.2%
United Kingdom	1.7%
United States	1.4%
Germany	0.9%
India	0.6%
Australia	0.5%
Nigeria	0.5%
Netherlands	0.4%
United Arab Emirates	0.4%
Namibia	0.4%

Best performing post on Facebook 2024/2025

Overview

Views	Reach	Interactions	Link clicks
322,095	268,405	2,402	45

This post received **more views** compared to your recent Facebook posts.

Views
322,095

Followers | Total

Follower — Non-follower
18,093 — 304,001

This post received **more interactions** compared to your recent Facebook posts.

Interactions
2,402

Likes and reactions	Comments	Shares	Saves
1,871	161	352	18

Feed preview

Mossel Bay Tourism
Published by Brittney Peens
April 7

Rev Those Engines — The Buffalo Rally Returns to Mossel Bay!

The Nomads Motorcycle Club of Cape Town is brin...
See more

Best performing post on Instagram

WIN the Ultimate #ICONIC Mossel Bay Getaway for You + 3 Friends! Ready to escape to the coast, sip handcrafted gin, dine in styl...
Post · Published on: Thu Jun 12, 4:06pm

Boost unavailable

Overview

Views	Reach	Interactions
3,379	1,516	536

This post received **more views** compared to your recent Instagram posts.

Views
3,379

Followers | Total

Followers breakdown

Follower — Non-follower
2,434 — 945

This post received **more reach** compared to your recent Instagram posts.

Reach
1,516

Feed preview

TikTok Post Views

Key metrics

Jul 14, 2024 - Jul 13, 2025

Post views	Profile views
241K	1, 620
Likes	**Comments**
4, 855	235
Shares	**Est. rewards**
552	-

Viewer insights

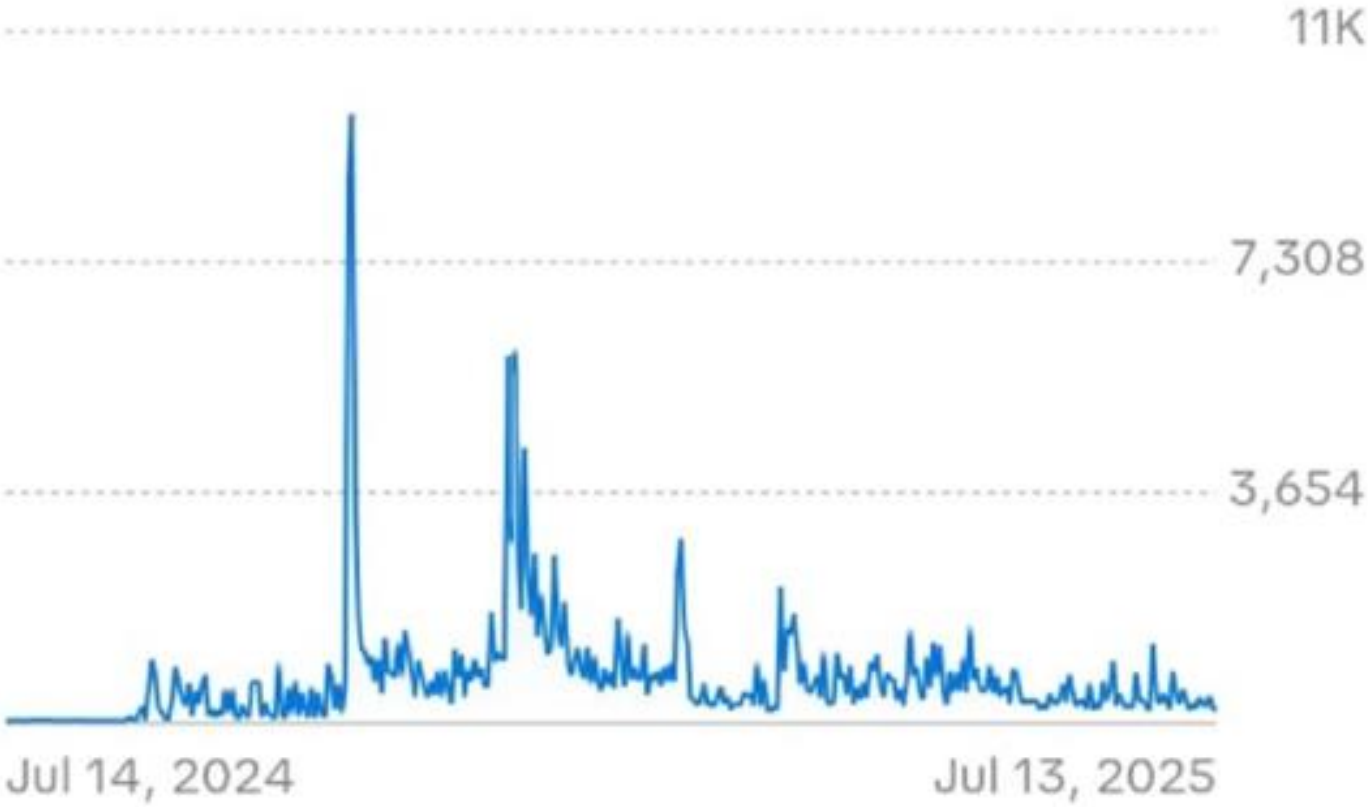
Gender | Age | Locations

Male	43%
Female	57%
Other	0%

Viewer insights

Gender | Age | Locations

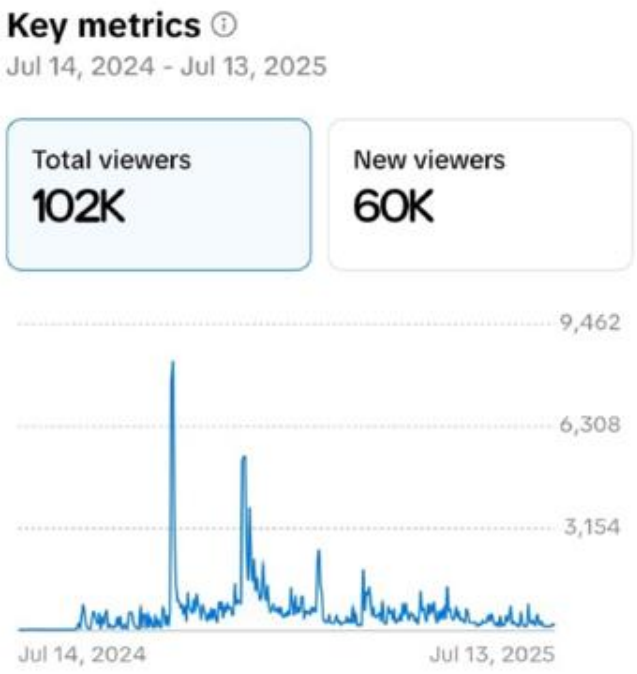
South Africa	96.1% >
Other	1.4%
Saudi Arabia	0.6% >
United Arab Emirates	0.4% >
Namibia	0.3% >

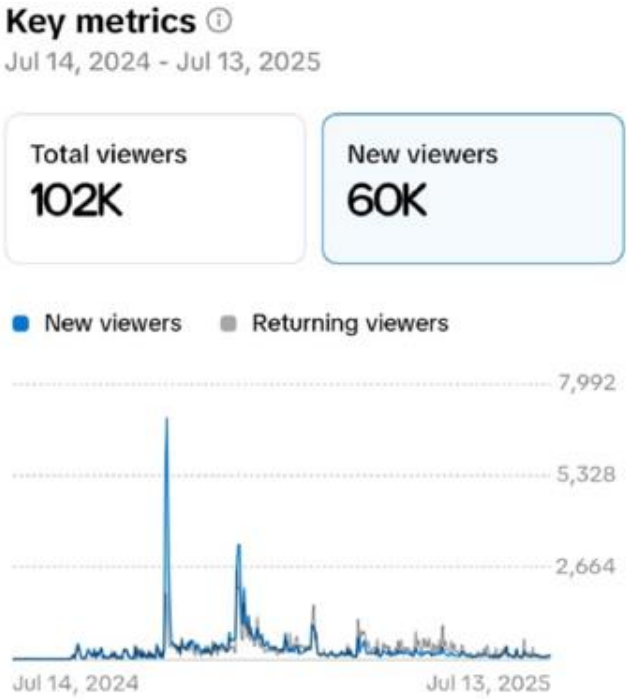


Gender | Age | Locations

South Africa	96.1% >
Other	1.4%
Saudi Arabia	0.6% >
United Arab Emirates	0.4% >
Namibia	0.3% >

Profile views





Followers

Gender | **Age** | Locations

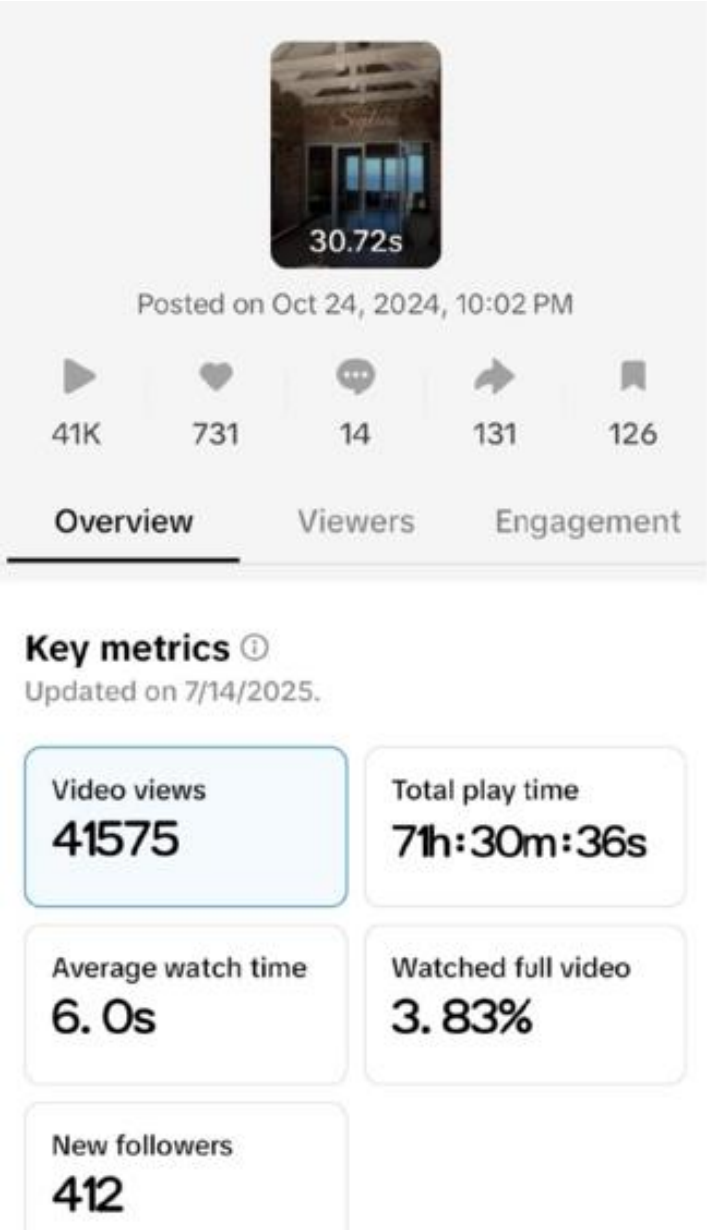
18 - 24	6.4%
25 - 34	29.2%
35 - 44	33.9%
45 - 54	19.9%
55+	10.6%

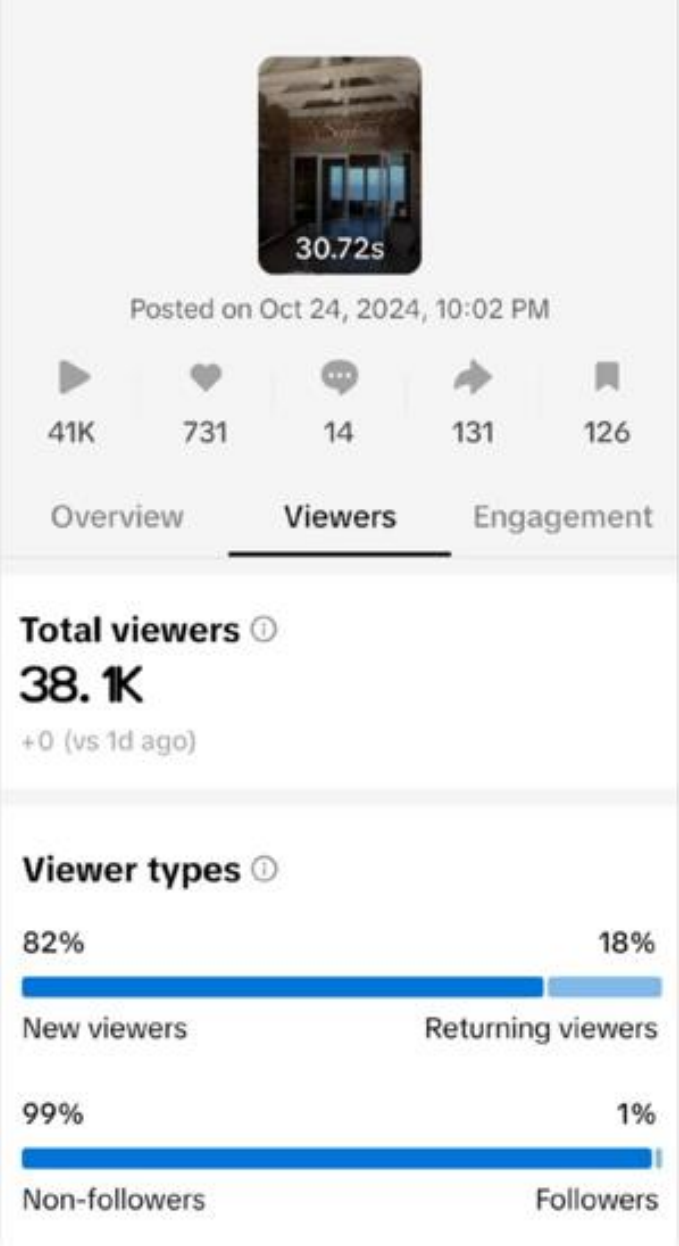
Gender | Age | **Locations**

South Africa	85.5% >
Other	12.0%
Namibia	0.6% >
United States	0.6% >
Botswana	0.3% >

Top performing post.

Please keep in mind that not all content is listed here. This is just the top performing post.





Gender

Male	41%
Female	59%
Other	0%

Age

18 - 24	9.0%
25 - 34	24.0%
35 - 44	31.0%
45 - 54	24.0%
55+	12.0%

Search queries

seeplaas grootbrakrivier	9.9%
grootbrakrivier	8.8%
seeplaas restaurant wedding	4.4%
Seeplaas	4.1%
seeplaas grootbrakrivier wedding	3.4%

An overview of the clip count and AVE for three reporting periods, including trend graphs and top values.

Period Statistical Report

1 Jun 2024 - 30 Jun 2025 (395 days)

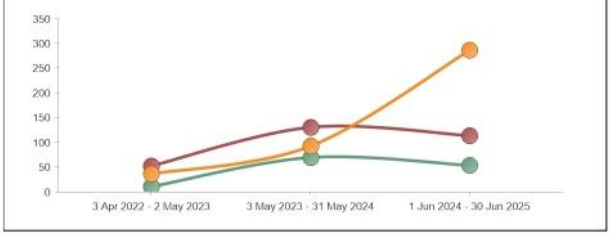
Mossel Bay Tourism

3 May 2023 - 31 May 2024	1 Jun 2024 - 30 Jun 2025
294	455

Overview:

Overall clip count for Mossel Bay Tourism increased in 1 Jun 2024 - 30 Jun 2025 compared to 3 May 2023 - 31 May 2024 by 161 mentions or as a difference of 55%

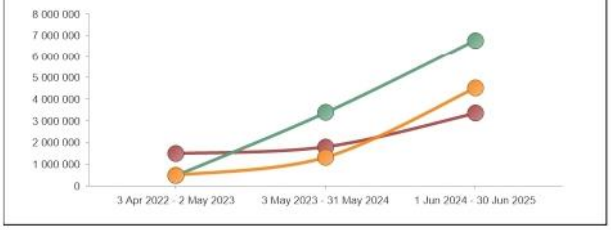
Clip Count	3 Apr 2022 - 2 May 2023	3 May 2023 - 31 May 2024	1 Jun 2024 - 30 Jun 2025			
Print	53	131	114	▼	13%	-17
Broadcast	11	70	54	▼	23%	-16
Online	37	93	287	▲	209%	194
	101	294	455			



Clip Count

1 Jun 2024 - 30 Jun 2025's individual service result shows that print has decreased by 17 (13%) clippings to 114, broadcast is down by 16 (23%) to 54, and online increased by 194 (209%) to 287 - The total combined for 1 Jun 2024 - 30 Jun 2025 was 455, up on the previous period of 294.

AVE	3 Apr 2022 - 2 May 2023	3 May 2023 - 31 May 2024	1 Jun 2024 - 30 Jun 2025			
Print	1 503 365	1 812 928	3 361 804	▲	85%	1 548 876
Broadcast	482 834	3 390 826	6 776 430	▲	100%	3 385 604
Online	504 047	1 329 964	4 533 057	▲	241%	3 203 093
	2,490,246	6 533 718	14 671 291			



AVE

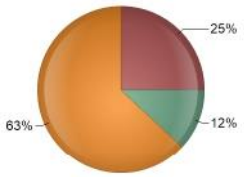
1 Jun 2024 - 30 Jun 2025's individual service result shows that print AVE has increased by R1 548 876 (85%) to R3 361 804, broadcast is up by R3 385 604 (100%) to R6 776 430, and online increased by R3 203 093 (241%) to R4 533 057 - The total combined for 1 Jun 2024 - 30 Jun 2025 was R14 671 291, up on the previous period of R6 533 718.

Print	**1 Jun 2024 - 30 Jun 2025**
Clip Count	114
AVE	R 3 361 804
Publication	Mossel Bay Advertiser (51)
Media Type	Local Urban Newspaper (63)
Media Group	Community (73)
Region	Western Cape (76)
Byline	Linzetta Calitz (7)
Broadcast	
Clip Count	54
AVE	R 6 776 430
Media Type	Paid (30)
TV Station	Kyknet (10)
Radio Station	RSG (10)
Region	South Africa (44)
Online	
Clip Count	287
AVE	R 4 533 057
Website	Mossel Bay Advertiser (51)
Byline	Supplied Content (6)

Total combined monitoring units for Mossel Bay Tourism

1 Jun 2024 - 30 Jun 2025

Print	114	25%
Broadcast	54	12%
Online	287	63%
	455	



An overview of the clip count and AVE for three reporting periods, including trend graphs and top values.

Period Statistical Report

1 Jun 2024 - 30 Jun 2025 (395 days)

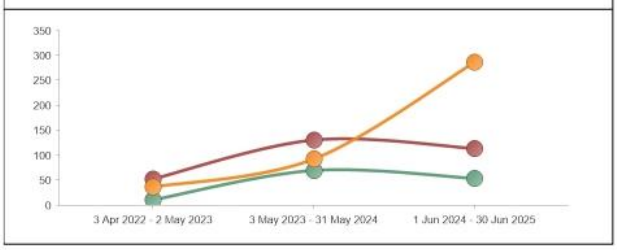
Mossel Bay Tourism

3 May 2023 - 31 May 2024	1 Jun 2024 - 30 Jun 2025
294	455

Overview:

Overall clip count for Mossel Bay Tourism increased in 1 Jun 2024 - 30 Jun 2025 compared to 3 May 2023 - 31 May 2024 by 161 mentions or as a difference of 55%

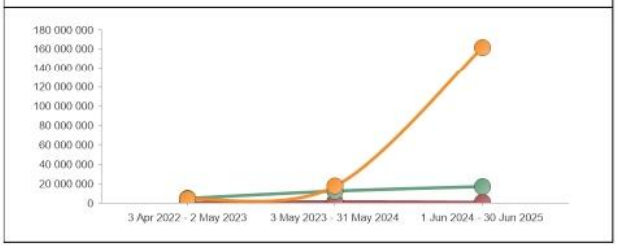
Clip Count	3 Apr 2022 - 2 May 2023	3 May 2023 - 31 May 2024	1 Jun 2024 - 30 Jun 2025			
Print	53	131	114	▼	13%	-17
Broadcast	11	70	54	▼	23%	-16
Online	37	93	287	▲	209%	194
	101	294	455			



Clip Count

1 Jun 2024 - 30 Jun 2025's individual service result shows that print has decreased by 17 (13%) clippings to 114, broadcast is down by 16 (23%) to 54, and online increased by 194 (209%) to 287 - The total combined for 1 Jun 2024 - 30 Jun 2025 was 455, up on the previous period of 294.

Circulation	3 Apr 2022 - 2 May 2023	3 May 2023 - 31 May 2024	1 Jun 2024 - 30 Jun 2025			
Print	562 953	1 463 134	803 843	▼	45%	-659 291
Broadcast	5 015 283	12 483 174	17 167 476	▲	38%	4 684 302
Online	4 301 842	17 461 920	.61 529 441	▲	825%	144 067
	9,880,078	31 408 228	179 500 760			



Circulation

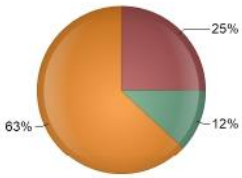
1 Jun 2024 - 30 Jun 2025's individual service result shows that print Circulation has decreased by 659 291 (45%) to 803 843, broadcast is up by 4 684 302 (38%) to 17 167 476, and online increased by 144 067 521 (825%) to 161 529 441 - The total combined for 1 Jun 2024 - 30 Jun 2025 was 179 500 760, up on the previous period of 31 408 228.

Print	**1 Jun 2024 - 30 Jun 2025**
Clip Count	114
AVE	R 3 361 804
Publication	Mossel Bay Advertiser (51)
Media Type	Local Urban Newspaper (63)
Media Group	Community (73)
Region	Western Cape (76)
Byline	Linzetta Calitz (7)
Broadcast	
Clip Count	54
AVE	R 6 776 430
Media Type	Paid (30)
TV Station	Kyknet (10)
Radio Station	RSG (10)
Region	South Africa (44)
Online	
Clip Count	287
AVE	R 4 533 057
Website	Mossel Bay Advertiser (51)
Byline	Supplied Content (6)

Total combined monitoring units for Mossel Bay Tourism

1 Jun 2024 - 30 Jun 2025

Print	114	25%
Broadcast	54	12%
Online	287	63%
	455	



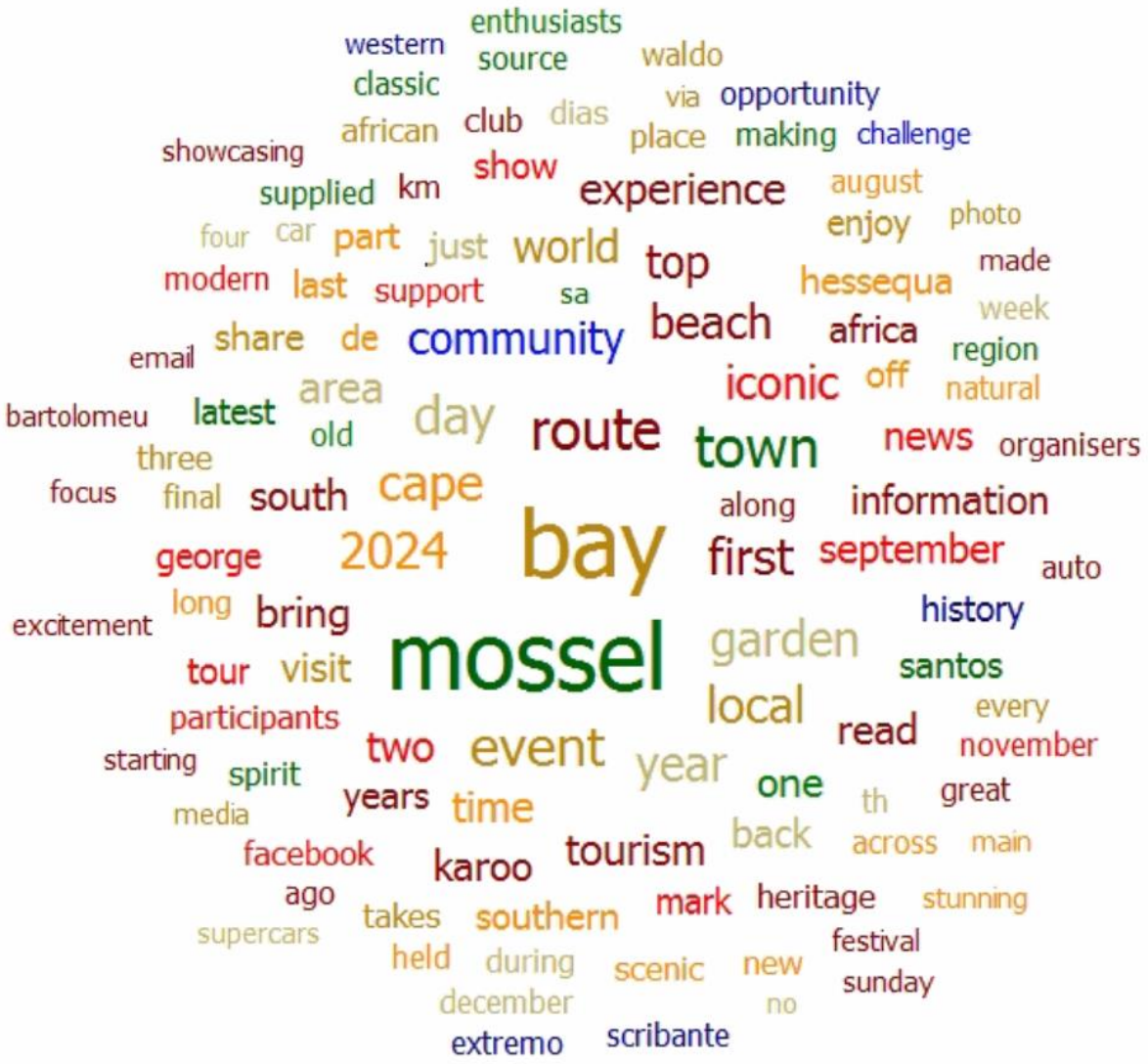
Displays the most frequently mentioned words for the selected date range, highlighting key topics and trends within the media coverage.

Period Statistical Report
1 Jun 2024 - 30 Jun 2025 (395 days)

Mossel Bay Tourism

3 May 2023 - 31 May 2024	1 Jun 2024 - 30 Jun 2025
294	455

Overview:
Overall clip count for Mossel Bay Tourism increased in 1 Jun 2024 - 30 Jun 2025 compared to 3 May 2023 - 31 May 2024 by 161 mentions or as a difference of 55%



Mossel Bay Tourism

Print	114				81,170	R 3 361 804
Die Burger (Oos Kaap)	18 Nov 24	Atlete van SA maak skoonskip in Ystermar	p.3	DAI	532	R 3 958
Die Burger (Oos Kaap)	22 Nov 24	George Oumotorskou met Britse tema in F	p.5	DAI	297	R 2 210
Die Burger (Kaap)	22 Nov 24	George Oumotorskou met Britse tema in F	p.3	DAI	297	R 21 497
Cape Argus	12 Nov 24	BUMPER TOURISM SEASON FOR CAPE TC	p.1	DAI	400	R 38 576
The Herald	11 Nov 24	Garden Route beaches boasting 20 Blue F	p.3	DAI	254	R 18 042
The Herald, Sport	18 Dec 24	History beckons for Ackerman at Challeng	p.14	DAI	510	R 36 225
Weekend Argus	16 Nov 24	Astro tourism: these cruise destinations ar	p.18	SAT	300	R 28 932
Saturday Star	16 Nov 24	Astro tourism: these cruise destinations ar	p.19	SAT	346	R 36 718
Business Day (Late Final)	12 Nov 24	So c'mon, do you know what SA's nationa	p.8	DAI	569	R 68 320
Tygerburger (Durbanville)	11 Dec 24	WIMPIE IN 365TE TRANS AGULHAS-BOOT	p.1	UCP	320	R 15 066
District Mail & Helderberg Gazette	08 Jan 25	Resilience on display	p.12	UCP	806	R 35 786
Mossel Bay Advertiser	07 Jun 24	Municipal council approves conditional gra	p.4	UCP	262	R 8 064
Mossel Bay Advertiser	14 Jun 24	Tourism chief reflects on successful cruise	p.6	UCP	382	R 11 758
Mossel Bay Advertiser	12 Jul 24	Skryf in vir ATKV Crescendo	p.12	UCP	172	R 5 294
Mossel Bay Advertiser	26 Jul 24	Annual car show for Mossel Bay	p.4	UCP	372	R 11 450
Mossel Bay Advertiser	09 Aug 24	Ironman 70.3 in November	p.22	UCP	364	R 11 204
Mossel Bay Advertiser	06 Sep 24	First beachside car show a hit	p.4	UCP	281	R 8 649
Mossel Bay Advertiser	06 Sep 24	Aldermanship awarded to councillors	p.8	UCP	245	R 7 541
Mossel Bay Advertiser	13 Sep 24	Driekamp-byeenkoms reeds vol bespreek	p.22	UCP	344	R 10 588
Mossel Bay Advertiser	20 Sep 24	Exciting inflatable boat racing to watch	p.29	UCP	422	R 12 989
Mossel Bay Advertiser	20 Sep 24	Touchies entries close 27 September	p.29	UCP	223	R 6 864
Mossel Bay Advertiser	04 Oct 24	Route 12 tourism campaign launched	p.10	UCP	440	R 14 221
Mossel Bay Advertiser	11 Oct 24	Seal victim has 31 bite wounds	p.1	UCP	923	R 29 831
			p.1		607	R 19 424
			p.2		316	R 10 112
Mossel Bay Advertiser	18 Oct 24	Join Ice Bucket World Record Challenge	p.8	UCP	263	R 8 500
Mossel Bay Advertiser	01 Nov 24	Mossel Bay sets world record	p.4	UCP	205	R 6 626
Mossel Bay Advertiser	15 Nov 24	IRONMAN IS HIER	p.1	UCP	583	R 18 843
Mossel Bay Advertiser	15 Nov 24	27 cruise ships expected in Mossel Bay thi	p.6	UCP	229	R 7 401
Mossel Bay Advertiser	15 Nov 24	Mossel Bay man oversees young chefs' co	p.7	UCP	258	R 8 339
Mossel Bay Advertiser	15 Nov 24	Sussex's narrow win over the Cavaliers	p.22	UCP	535	R 17 291
Mossel Bay Advertiser	20 Dec 24	Another clean audit for municipality	p.8	UCP	98	R 3 167
Mossel Bay Advertiser	20 Dec 24	On a quest for adventure	p.28	UCP	202	R 6 529
Mossel Bay Advertiser	20 Dec 24	Come, line up for Grootbrak Grabadoo	p.32	UCP	313	R 10 116
Mossel Bay Advertiser	10 Jan 25	Race starts with a record 40 boats, ends v	p.15	UCP	426	R 13 768
Mossel Bay Advertiser	10 Jan 25	Grabadoo draws more visitors than before	p.15	UCP	643	R 20 782
Mossel Bay Advertiser	24 Jan 25	Municipal Finance chairman to appear in n	p.4	UCP	278	R 8 985
Mossel Bay Advertiser	24 Jan 25	Norwegian Dawn visits	p.5	UCP	88	R 2 844
Mossel Bay Advertiser	24 Jan 25	'n Nuwe jaar bring 'n nuwe verblyfnetwerk	p.7	UCP	260	R 8 403
Mossel Bay Advertiser	24 Jan 25	Sign for lighthouse on wrong corner	p.17	UCP	239	R 7 724
Mossel Bay Advertiser	07 Feb 25	Alleged tax offences: Furness, co-accused	p.4	UCP	227	R 7 264
Mossel Bay Advertiser	28 Feb 25	You are never too old to make a differenc	p.16	UCP	416	R 13 312
Mossel Bay Advertiser	07 Mar 25	Top local Ironman athlete Gqeberha challe	p.16	UCP	501	R 16 032
Mossel Bay Advertiser	14 Mar 25	Furness, Francis case postponed again for	p.5	UCP	100	R 3 200
Mossel Bay Advertiser	28 Mar 25	Aviation lovers spend weekend enjoying M	p.5	UCP	329	R 10 528
Mossel Bay Advertiser	28 Mar 25	Give your input on budget, IDP	p.9	UCP	241	R 7 712
Mossel Bay Advertiser	11 Apr 25	IDP: Key projects and spending for each v	p.2	UCP	397	R 12 704
Mossel Bay Advertiser	11 Apr 25	Give your input on municipal budget, IDP	p.7	UCP	206	R 6 592
Mossel Bay Advertiser	11 Apr 25	Join 12 town Easter egg hunt	p.11	UCP	226	R 7 232
Mossel Bay Advertiser	18 Apr 25	Cruise ship visits on beautiful, misty day	p.13	UCP	210	R 6 720
Mossel Bay Advertiser	02 May 25	Gastehuis teiken van beweerde bedrogspu	p.3	UCP	214	R 6 848
Mossel Bay Advertiser	16 May 25	Enriching event held for youth	p.6	UCP	313	R 10 016
Mossel Bay Advertiser	23 May 25	Furness, Francis to appear in court in Jun	p.3	UCP	79	R 2 528
Mossel Bay Advertiser	06 Jun 25	NG Moedergemeente se dankfees 'n reuse	p.10	UCP	137	R 4 384
Mossel Bay Advertiser	06 Jun 25	Oh, what a beautiful morning	p.10	UCP	79	R 2 528
Mossel Bay Advertiser	06 Jun 25	What's on / Wat gebeur	p.10	UCP	176	R 5 632
Mossel Bay Advertiser	06 Jun 25	Vendetta smoothie vir enigeen?	p.10	UCP	224	R 7 168
Mossel Bay Advertiser	06 Jun 25	Cafe Vintcent: Wine, coffee and culture in	p.10	UCP	207	R 6 624
Mossel Bay Advertiser	06 Jun 25	Benefits of riding bicycles	p.10	UCP	203	R 6 496
Mossel Bay Advertiser	13 Jun 25	Learners make ocean conservation pledge	p.11	UCP	363	R 11 616

Mossel Bay Advertiser	20 Jun 25	Health fundi recommends these two healt	p.4	UCP	359	R 11 488
Mossel Bay Advertiser	20 Jun 25	Mossel Bay Tourism wins silver film award	p.8	UCP	344	R 11 008
Mossel Bay Advertiser	27 Jun 25	Knowledge shared with tourism students c	p.16	UCP	280	R 8 960
Mossel Bay Advertiser	27 Jun 25	Sign up for accredited cultural site guide c	p.16	UCP	76	R 2 432
Courier	09 Aug 24	Dit dat en nog wat	p.4	RCP	185	R 6 375
Courier	22 Nov 24	Dit, dat en nog wat	p.4	RCP	177	R 6 099
George Herald	26 Sep 24	Erfenistoer	p.9	UCP	248	R 9 228
George Herald	21 Nov 24	Franna shows the 'iron' in Ironman	p.40	UCP	466	R 18 207
George Herald	13 Mar 25	UIT DIE HOF / COURTROOM CHRONICLES	p.4	UCP	318	R 12 402
George Herald	29 May 25	o.17 Wereldkampioenskappe in Mosselbaai	p.35	UCP	272	R 10 608
Knysna Plett Herald	22 May 25	Wereldkampioenskap kom na Mosselbaai i	p.8	UCP	239	R 4 780
Oewernuus	29 Nov 24	Route 12 betrek 12 dorpe wat toeriste jaa	p.7	RCP	360	R 4 158
Messenger (Victoria West)	29 Nov 24	Route 12 betrek 12 dorpe wat toeriste jaa	p.7	RCP	395	R 4 246
South Cape Forum	22 Nov 24	Stilbaaiers neem deel aan brugkompetisie	p.13	UCP	178	R 3 063
Ski-Boat	01 Mar 25	WHERE TO FISH	p.7	CON	3,343	R 264 097
			p.7		570	R 45 030
			p.9		536	R 42 344
			p.10		553	R 43 687
			p.11		620	R 48 980
			p.12		552	R 43 608
			p.13		512	R 40 448
Bicycling	01 Sep 24	A CYCLIST'S GUIDE TO TRAITHLON	p.62	CON	2,062	R 98 192
			p.62		497	R 23 856
			p.63		530	R 25 440
			p.64		560	R 26 880
			p.65		475	R 22 800
Southern & East African Tourism Update	01 Jul 24	Cruises help Garden Route to blossom	p.3	B2B	302	R 16 670
The GSA	01 Jul 24	Iconic Mossel Bay cruise-ship gateway to t	p.8	B2B	542	R 20 054
Noordwester (Calvinia)	29 Nov 24	Route 12 betrek 12 dorpe wat toeriste jaa	p.7	RCP	396	R 4 574
Business Day (Final)	12 Nov 24	So c'mon, do you know what SA's nationa	p.8	DAI	569	R 68 320
Die Burger (Suid Kaap)	22 Nov 24	George Oumotorskou met Britse tema in F	p.3	DAI	297	R 21 497
Mossel Bay Advertiser, Supplement A	30 Aug 24	LANGEBERG MALL	p.32	UCP	531	R 16 344
Mossel Bay Advertiser, Supplement A	12 Dec 24	Welkom in Mosselbaai	p.2	UCP	545	R 17 614
Mossel Bay Advertiser, Supplement A	12 Dec 24	Follow the trail of Route 12	p.6	UCP	1,084	R 35 035
			p.6		540	R 17 280
			p.7		544	R 17 408
Mossel Bay Advertiser, Supplement A	12 Dec 24	Grootbrak Grabadoo comes of age on fina	p.38	UCP	843	R 27 246
Sake (Burger Kaap)	13 Feb 25	Somervakansie: SA'ners besoek die plekke	p.16	DAI	505	R 36 360
Sake (Burger Suid Kaap)	13 Feb 25	Somervakansie: SA'ners besoek die plekke	p.16	DAI	505	R 36 360
Kuier	24 Oct 24	DIE MANNE AGTER DIE KOORTJIES BAND	p.18	CON	985	R 105 947
			p.18		509	R 54 972
			p.19		476	R 51 408
South	01 Jul 24	DISCOVER ALL OF MOSSEL BAY	p.95	CON	507	R 22 511
South	01 Jul 24	RACES	p.100	CON	1,053	R 46 753
			p.100		579	R 25 476
			p.102		474	R 20 856
South	01 Dec 24	PINNACLE POINT NAMED UNESCO WORL	p.10	CON	2,426	R 107 714
			p.10		621	R 27 324
			p.11		621	R 27 324
			p.12		610	R 26 840
			p.14		574	R 25 256
South	01 Dec 24	THROUGH THEIR OWN LENS	p.26	CON	4,860	R 215 784
			p.26		577	R 25 388
			p.27		479	R 21 076
			p.28		548	R 24 112
			p.29		602	R 26 488
			p.30		572	R 25 168
			p.31		497	R 21 868
			p.32		571	R 25 124
			p.34		521	R 22 924
			p.35		493	R 21 692
South	01 Dec 24	TUNNEL VISION	p.36	CON	2,321	R 103 052
			p.36		585	R 25 740
			p.37		587	R 25 828
			p.38		581	R 25 564
			p.39		568	R 24 992

South	01 Dec 24	HELLO SUMMER!	p.84	CON	2,618	R 116 239
			p.84		621	R 27 324
			p.86		490	R 21 560
			p.88		487	R 21 428
			p.90		454	R 19 976
			p.91		566	R 24 904
South	01 Dec 24	GROOT BRAKRIVIER, KLEIN BRAKRIVIER	p.92	CON	1,069	R 47 464
			p.92		495	R 21 780
			p.93		574	R 25 256
South	01 Jun 25	ED'S LETTER	p.8	CON	559	R 24 596
South	01 Jun 25	DIRECTIONS	p.10	CON	1,063	R 46 772
			p.10		567	R 24 948
			p.11		496	R 21 824
South	01 Jun 25	PINNACLE POINT CLUBHOUSE GETS A NE	p.12	CON	609	R 26 796
South	01 Jun 25	REWILDING A FUTURE VISION	p.80	CON	1,815	R 79 860
			p.80		616	R 27 104
			p.81		609	R 26 796
			p.82		590	R 25 960
South	01 Jun 25	LOCAL HISTORY	p.96	CON	1,727	R 75 988
			p.96		612	R 26 928
			p.97		583	R 25 652
			p.98		532	R 23 408
South	01 Jun 25	FESTIVALS	p.106	CON	1,097	R 48 268
			p.106		514	R 22 616
			p.108		583	R 25 652
South	01 Jun 25	GOURIKWA COASTAL NATURE RESERVE	p.116	CON	609	R 26 796
South	01 Jun 25	SPOTLIGHT ON REEDVALLEY	p.126	CON	532	R 23 408
Daily Dispatch	13 Nov 24	Do you know what SNs national fish is?	p.5	DAI	1,175	R 73 132
Driven	01 Oct 24	EXTENDING THE TRADITION MERCEDES	p.40	CUS	2,113	R 184 042
			p.40		537	R 46 719
			p.41		518	R 45 066
			p.42		539	R 46 893
			p.43		519	R 45 153
The Newspaper	01 Dec 24	EVENTS	p.15	MON	1,092	R 0
Roadtrip	01 Oct 24	SIGNS OF THE TIMES...	p.8	B2B	424	R 8 972
Roadtrip	01 Oct 24	Extending the Tradition - A rapid trip in a	p.66	B2B	3,043	R 64 390
			p.66		541	R 11 361
			p.67		546	R 11 466
			p.68		534	R 11 214
			p.69		553	R 11 613
			p.70		574	R 12 054
			p.71		295	R 6 195
Ultimate Drive	01 Aug 24	A show of Retro Classics and Modern Sup	p.6	MON	473	R 6 816
Gans-Berg Nuus/News	27 Dec 24	Trans Agulhas Inflatable Boat Challenge _	p.11	RCP	147	R 1 016
Gans-Berg Nuus/News	10 Jan 25	World's Toughest Inflatable Boat Challeng	p.1	RCP	348	R 5 453
Veldbrand Koerant (Clanwilliam/Citrusdal/Wupp	11 Oct 24	LOCAL ATHLETE SHINES AT 2023 TRANS	p.4	RCP	265	R 954
Veldbrand Koerant (Mossel Bay/Boggoms Bay/E	04 Oct 24	"ROUTE 12 SHOWCASES THE CHARM OF	p.2	RCP	270	R 972
Veldbrand Koerant (Mossel Bay/Boggoms Bay/E	01 Nov 24	MOSSEL BAY JUNIOR TOWN COUNCIL RE	p.2	RCP	518	R 1 865
Daily Dispatch, The Weekender	29 Nov 24	Mossel Bay quite simply rocks	p.5	WEE	998	R 62 116
Dirty Boots: 101 Best Adventures in South Afric	01 Jun 24	GARDEN ROUTE	p.56	CON	12,504	R 310 474
			p.56		527	R 13 175
			p.57		516	R 12 900
			p.58		523	R 13 075
			p.59		516	R 12 900
			p.60		518	R 12 950
			p.61		525	R 13 125
			p.62		519	R 12 975
			p.63		527	R 13 175
			p.64		520	R 13 000
			p.65		523	R 13 075
			p.66		515	R 12 875
			p.67		516	R 12 900
			p.68		520	R 13 000
			p.69		516	R 12 900
			p.70		524	R 13 100
			p.71		522	R 13 050
			p.72		521	R 13 025
			p.73		521	R 13 025
			p.74		520	R 13 000
			p.75		522	R 13 050
			p.76		523	R 13 075
			p.77		522	R 13 050
			p.78		523	R 13 075
			p.79		525	R 13 125

Period Statistical Report
1 Jun 2024 - 30 Jun 2025 (395 days)

Broadcast		54				R 6 776 430
RSG	Driesestig	11 Nov 24	Butterfly Sanctuary	PBS	00:09:04	R 142 528
RSG	Driesestig	19 Nov 24	Atlantic Rail Sean Ekstrom	PBS	00:10:20	R 162 440
RSG	Driesestig	20 Nov 24	Feature on Stef Kruger and Petronel Baard	PBS	00:10:13	R 160 606
RSG	Driesestig	28 Nov 24	Lions Creek Valley Boutique Distillery	PBS	00:09:51	R 154 842
RSG	Driesestig	27 Dec 24	Six Gun Grill Trans Agulhas Challenge	PBS	00:11:43	R 184 186
RSG	Driesestig	08 Jan 25	Lize Jonck	PBS	00:08:36	R 135 192
RSG	Driesestig	05 Feb 25	Jessica van der Schyff talks The Towns House in	PBS	00:05:14	R 82 268
RSG	Driesestig	18 Feb 25	Twin Trees Restaurant	PBS	00:12:48	R 201 216
RSG	Driesestig	26 Feb 25	Feature on chef Emile Nel	PBS	00:07:03	R 110 826
RSG	Driesestig	28 Feb 25	Focus on fynbos in Mossel Bay	PBS	00:08:15	R 129 690
Algoa FM	Main News @ 07:00 - 5	17 Nov 24	Isuzu Ironman 70.3 Mossel Bay	COMMER	00:00:48	R 2 416
Algoa FM	Main News @ 13:00 - 5	17 Nov 24	Isuzu Ironman 70.3 Mossel Bay	COMMER	00:01:38	R 3 071
SABC 2	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PBS	00:04:20	R 78 000
SABC 2	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PBS	00:04:20	R 78 000
SABC 2	Morning Live	11 Dec 24	Follow the Sun: Mossel Bay	PBS	00:04:05	R 65 333
SABC 2	Morning Live	30 Dec 24	The world's toughest inflatable boat race	PBS	00:02:18	R 36 800
Cape Talk	Weekend Breakfast	17 Nov 24	Isuzu Ironman 70.3 Mossel Bay	COMMER	00:01:14	R 4 001
Good Hope FM	Main News @ 06:00	19 Feb 25	Mossel Bay emerge as one of most popular touri	COMMER	00:00:30	R 3 450
Kyknet	Fiesta (R)	10 Aug 24	Mossel Bay mayor Dirk Kotze talks Iconic Mossel	PAID	00:08:25	R 168 333
Kyknet	Kwela	03 Nov 24	Atlantic Rail	PAID	00:11:02	R 507 533
Kyknet	Toks en Tjops	06 Dec 24	Trans Agulhas Challenge	PAID	00:01:22	R 27 333
Kyknet	Toks en Tjops (R)	07 Dec 24	Trans Agulhas Challenge	PAID	00:01:22	R 5 467
Kyknet	Toks en Tjops (R)	08 Dec 24	Trans Agulhas Challenge	PAID	00:01:22	R 2 733
Kyknet	Kyknet	06 Jan 25	Elders Mossel Bay to Cape Agulhas	PAID	00:06:31	R 234 600
Kyknet	Kyknet	06 Jan 25	Mossel Bay to Agulhas - Lighthouse Tour	PAID	00:09:16	R 333 600
Kyknet	Kyknet	06 Jan 25	Continue -- 1 of 1 -- Mossel Bay to Agulhas - Lig	PAID	00:06:43	R 241 800
Kyknet	Kwela	08 Jun 25	Nico Booyens	PAID	00:08:21	R 334 000
Kyknet	Koppieteefontein	24 Jun 25	kykNET show Leef Jou Reis presenter Gerrie Pre	PAID	00:08:08	R 48 800
M-Net	Carte Blanche	27 Apr 25	Crypto on the Garden Route	PAID	00:10:40	R 1 301 333
OFM	The Agri Hour	24 Mar 25	NWK Group - Ironman 70.3 Mossel Bay	COMMER	00:04:50	R 12 083
OFM	The Agri Hour	24 Mar 25	Continue -- 1 of 1 -- NWK Group - Ironman 70.3	COMMER	00:05:29	R 13 708
OFM	Agriculture News	24 Mar 25	NWK Group - Ironman 70.3 Mossel Bay	COMMER	00:00:57	R 5 453
OFM	The Agri Hour	25 Mar 25	NWK Group - Ironman 70.3 Mossel Bay	COMMER	00:00:52	R 2 167
Pretoria FM	Huistoe	10 Oct 24	Mossel Bay Tourism	COMMUN	00:06:35	R 21 067
Eden FM	Eden Lunch Time	29 May 25	Mossel Bay Tourism	COMMUN	00:15:27	R 29 355
Supersport Variety 2	Sport Program	17 Dec 24	224 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:19	R 202 533
Supersport Variety 2	Sport Program	20 Dec 24	224 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:21	R 202 800
Supersport Variety 2	Sport Program	22 Dec 24	224 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:21	R 126 750
Supersport Variety 2	Sport Program	27 Dec 24	2024 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:31	R 127 583
SABC News	The Globe	03 Aug 24	Disability Accessibility Mossel Bay system priorit	PAID	00:03:46	R 30 133
SABC News	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PAID	00:04:20	R 69 333
SABC News	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PAID	00:04:20	R 69 333
SABC News	Morning Live	11 Dec 24	Follow the Sun: Mossel Bay	PAID	00:04:05	R 65 333
SABC News	Morning Live	11 Dec 24	Follow the Sun: Mossel Bay	PAID	00:03:47	R 60 533
SABC News	SA Today	29 Dec 24	The world's toughest inflatable boat race	PAID	00:02:21	R 18 800
SABC News	Morning Live	30 Dec 24	The world's toughest inflatable boat race	PAID	00:02:18	R 18 400
SABC News	SA Today	23 Feb 25	Mossel Bay emerge as one of most popular touri	PAID	00:02:41	R 21 467
Supersport Variety 4	Sports Program	19 Dec 24	2024 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:32	R 204 267
Supersport Golf	Sunshine Tour Event H	16 Jan 25	The LOUIS57 Foundation	PAID	00:08:37	R 112 017
Supersport Golf	Sports Program - Golf	17 Jan 25	The LOUIS57 Foundation	PAID	00:07:47	R 85 617
Supersport Golf	Sports Program - Golf	19 Jan 25	The LOUIS57 Foundation	PAID	00:05:30	R 71 500
Supersport Golf	Sunshine Tour Event H	21 Jan 25	The LOUIS57 Foundation	PAID	00:07:43	R 100 317
Supersport Golf	Sports Program - Golf	22 Jan 25	The LOUIS57 Foundation	PAID	00:08:37	R 112 017
Supersport Golf	Sunshine Tour Event H	23 Jan 25	The LOUIS57 Foundation	PAID	00:06:41	R 53 467

Online	287			R 4 533 057
Business Live	25 Jul 24	Santos Beach Auto Extremo to showcase classics	BUS	R 55 862
Business Live	26 Jul 24	Stellantis may ditch unprofitable Maserati	BUS	R 27 032
Bizcommunity	25 Nov 24	New travel index uncovers SA's best holiday roa	SER	R 123 168
Cape Business News	30 Jun 25	Southern Cape tourism and skills development i	BUS	R 6 596

Broadcast		54				R 6 776 430
RSG	Driesestig	11 Nov 24	Butterfly Sanctuary	PBS	00:09:04	R 142 528
RSG	Driesestig	19 Nov 24	Atlantic Rail Sean Ekstrom	PBS	00:10:20	R 162 440
RSG	Driesestig	20 Nov 24	Feature on Stef Kruger and Petronel Baard	PBS	00:10:13	R 160 606
RSG	Driesestig	28 Nov 24	Lions Creek Valley Boutique Distillery	PBS	00:09:51	R 154 842
RSG	Driesestig	27 Dec 24	Six Gun Grill Trans Agulhas Challenge	PBS	00:11:43	R 184 186
RSG	Driesestig	08 Jan 25	Lize Jonck	PBS	00:08:36	R 135 192
RSG	Driesestig	05 Feb 25	Jessica van der Schyff talks The Towns House in	PBS	00:05:14	R 82 268
RSG	Driesestig	18 Feb 25	Twin Trees Restaurant	PBS	00:12:48	R 201 216
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Algoa FM	Main News @ 07:00 - !	17 Nov 24	Isuzu Ironman 70.3 Mossel Bay	COMMER	00:00:48	R 2 416
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SABC 2	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PBS	00:04:20	R 78 000
SABC 2	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PBS	00:04:20	R 78 000
SABC 2	Morning Live	11 Dec 24	Follow the Sun: Mossel Bay	PBS	00:04:05	R 65 333
SABC 2	Morning Live	30 Dec 24	The world's toughest inflatable boat race	PBS	00:02:18	R 36 800
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Kyknet	Fiesta (R)	10 Aug 24	Mossel Bay mayor Dirk Kotze talks Iconic Mossel	PAID	00:08:25	R 168 333
Kyknet	Kwela	03 Nov 24	Atlantic Rail	PAID	00:11:02	R 507 533
Kyknet	Toks en Tjops	06 Dec 24	Trans Agulhas Challenge	PAID	00:01:22	R 27 333
Kyknet	Toks en Tjops (R)	07 Dec 24	Trans Agulhas Challenge	PAID	00:01:22	R 5 467
Kyknet	Toks en Tjops (R)	08 Dec 24	Trans Agulhas Challenge	PAID	00:01:22	R 2 733
Kyknet	Kyknet	06 Jan 25	Elders Mossel Bay to Cape Agulhas	PAID	00:06:31	R 234 600
Kyknet	Kyknet	06 Jan 25	Mossel Bay to Agulhas - Lighthouse Tour	PAID	00:09:16	R 333 600
Kyknet	Kyknet	06 Jan 25	Continue -- 1 of 1 -- Mossel Bay to Agulhas - Lig	PAID	00:06:43	R 241 800
Kyknet	Kwela	08 Jun 25	Nico Booyens	PAID	00:08:21	R 334 000
Kyknet	Koppieteefontein	24 Jun 25	kykNET show Leef Jou Reis presenter Gerrie Pre	PAID	00:08:08	R 48 800
M-Net	Carte Blanche	27 Apr 25	Crypto on the Garden Route	PAID	00:10:40	R 1 301 333
OFM	The Agri Hour	24 Mar 25	NWK Group - Ironman 70.3 Mossel Bay	COMMER	00:04:50	R 12 083
OFM	The Agri Hour	24 Mar 25	Continue -- 1 of 1 -- NWK Group - Ironman 70.3	COMMER	00:05:29	R 13 708
OFM	Agriculture News	24 Mar 25	NWK Group - Ironman 70.3 Mossel Bay	COMMER	00:00:57	R 5 453
OFM	The Agri Hour	25 Mar 25	NWK Group - Ironman 70.3 Mossel Bay	COMMER	00:00:52	R 2 167
Pretoria FM	Huistoe	10 Oct 24	Mossel Bay Tourism	COMMUN	00:06:35	R 21 067
Eden FM	Eden Lunch Time	29 May 25	Mossel Bay Tourism	COMMUN	00:15:27	R 29 355
Supersport Variety 2	Sport Program	17 Dec 24	224 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:19	R 202 533
Supersport Variety 2	Sport Program	20 Dec 24	224 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:21	R 202 800
Supersport Variety 2	Sport Program	22 Dec 24	224 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:21	R 126 750
Supersport Variety 2	Sport Program	27 Dec 24	2024 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:31	R 127 583
SABC News	The Globe	03 Aug 24	Disability Accessibility Mossel Bay system prioriti	PAID	00:03:46	R 30 133
SABC News	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PAID	00:04:20	R 69 333
SABC News	Morning Live	02 Dec 24	Follow the sun to Mossel Bay	PAID	00:04:20	R 69 333
SABC News	Morning Live	11 Dec 24	Follow the Sun: Mossel Bay	PAID	00:04:05	R 65 333
SABC News	Morning Live	11 Dec 24	Follow the Sun: Mossel Bay	PAID	00:03:47	R 60 533
SABC News	SA Today	29 Dec 24	The world's toughest inflatable boat race	PAID	00:02:21	R 18 800
SABC News	Morning Live	30 Dec 24	The world's toughest inflatable boat race	PAID	00:02:18	R 18 400
SABC News	SA Today	23 Feb 25	Mossel Bay emerge as one of most popular touri	PAID	00:02:41	R 21 467
Supersport Variety 4	Sports Program	19 Dec 24	2024 Isuzu Ironman 70.3 Mossel Bay	PAID	00:25:32	R 204 267
Supersport Golf	Sunshine Tour Event H	16 Jan 25	The LOUIS57 Foundation	PAID	00:08:37	R 112 017
Supersport Golf	Sports Program - Golf	17 Jan 25	The LOUIS57 Foundation	PAID	00:07:47	R 85 617
Supersport Golf	Sports Program - Golf	19 Jan 25	The LOUIS57 Foundation	PAID	00:05:30	R 71 500
Supersport Golf	Sunshine Tour Event H	21 Jan 25	The LOUIS57 Foundation	PAID	00:07:43	R 100 317
Supersport Golf	Sports Program - Golf	22 Jan 25	The LOUIS57 Foundation	PAID	00:08:37	R 112 017
Supersport Golf	Sunshine Tour Event H	23 Jan 25	The LOUIS57 Foundation	PAID	00:06:41	R 53 467

Online		287				R 4 533 057
Business Live		25 Jul 24	Santos Beach Auto Extremo to showcase classics	BUS		R 55 862
Business Live		26 Jul 24	Stellantis may ditch unprofitable Maserati	BUS		R 27 032
Bizcommunity		25 Nov 24	New travel index uncovers SA's best holiday roa	SER		R 123 168
Cape Business News		30 Jun 25	Southern Cape tourism and skills development ir	BUS		R 6 596

Period Statistical Report
1 Jun 2024 - 30 Jun 2025 (395 days)

IOL	10 Oct 24	Mossel Bay Tourism launches Route 12 as a gate	CUR	R 19 954
ITWeb	07 Nov 24	MTN, ZTE, Weskus, Aizatron sign MOU for 5G sn	IND	R 26 615
News24	01 Oct 24	Farus Beta, a 'Queen Mary' Ferrari and other fin	CUR	R 70 577
News24	08 Jan 25	SPORT | Gleed, Van Deventer's resilience on dis	CUR	R 32 341
News24	22 Mar 25	What's up, dock? Here are all the ships to look o	CUR	R 88 877
SABC News	01 Sep 24	Inaugural Santos Beach car show a success in M	CUR	R 21 601
SABC News	18 Feb 25	Mossel Bay among top ten tourist destinations ir	CUR	R 11 773
Times Live	24 Jul 24	Inaugural Santos Beach Auto Extremo to wow M	CUR	R 53 759
Times Live	25 Nov 24	Cool Britannia to rule the roost at 2025 George (	CUR	R 90 615
Times Live	02 Jan 25	Golden oldies gear up for George Old Car Show	CUR	R 34 343
The Citizen	26 Jun 24	Creston's performances captivate	CUR	R 13 852
The Citizen	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	CUR	R 25 567
My Broadband (Press Office)	07 Nov 24	MTN, ZTE, Weskus, and Aizatron sign MOU for 5	IND	R 19 102
My Broadband (Press Office)	07 Nov 24	MTN, ZTE, Weskus, and Aizatron sign MOU for 5	IND	R 19 102
Vaalweekblad	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Vaalweekblad	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Algoa FM	10 Jun 24	Mossel Bay Care Centre	CUR	R 8 992
Algoa FM	04 Nov 24	ISUZU IRONMAN 70.3 Mossel Bay	CUR	R 3 859
Algoa FM	06 Mar 25	Iconic Wellness Expo in aid of ODIN and Mossell	CUR	R 8 151
Algoa FM	02 Apr 25	Iconic Wellness Expo to assist charities	CUR	R 10 197
Radio Sonder Grense	02 Dec 24	Martelize vlieg in 'n helikopter	CUR	R 1 277
My Broadband	07 Nov 24	MTN, ZTE, Weskus, and Aizatron sign MOU for 5	IND	R 26 824
GSport	25 Sep 24	Mary Motlagae Is Making Waves as An Athlete ir	SPO	R 39 022
2 Oceans Vibe News	27 Nov 24	The Western Cape Is Gearing Up For A Bumper	CUR	R 15 197
Tourism Update	15 Nov 24	Young chefs showcase culinary skills	SER	R 23 566
Tourism Update	15 Nov 24	Young chefs showcase culinary skills	SER	R 23 512
Daily Maverick	18 Dec 24	Sun, sand and safety — essential guidelines for	CUR	R 188 979
Getaway	11 Oct 24	Route 12 is in the works to provide easier access	SER	R 12 881
ABR (Automotive Business Review)	19 Nov 24	ISUZU Foundation and IRONMAN4TheKidz Join I	IND	R 8 103
ABR (Automotive Business Review)	25 Nov 24	Rolls-Royce and Bentley crown a Best of British I	IND	R 26 815
George Herald	13 Jun 24	Cruise season boosts Western Cape economy	COM	R 8 824
George Herald	10 Jul 24	Skryf in teenoor komende Vrydag vir ATKV-Cres	COM	R 5 655
George Herald	24 Aug 24	Business conference sketches vision for 2050	COM	R 25 626
George Herald	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 18 823
George Herald	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 797
George Herald	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 12 977
George Herald	27 Sep 24	Erfenistoer: 'n reis deur die Karoo	COM	R 7 732
George Herald	28 Sep 24	Route 12 tourism campaign launched	COM	R 2 732
George Herald	29 Sep 24	Garden Route man wins Toughest Firefighter Ali	COM	R 11 611
George Herald	03 Oct 24	Route 12 tourism campaign launched	COM	R 11 830
George Herald	20 Nov 24	Food for thought from a budding Ironman athlet	COM	R 12 021
George Herald	21 Nov 24	Franna shows the 'iron' in Ironman	COM	R 14 480
George Herald	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 2 158
George Herald	27 Nov 24	Mossel Bay expected to welcome Norwegian cru	COM	R 3 552
George Herald	09 Dec 24	Grootbrak Grabadoo celebrates 21 years of cycli	COM	R 7 568
George Herald	09 Dec 24	Wimpie will make history at 36th Six Gun Grill Tr	COM	R 21 938
George Herald	19 Dec 24	Dive into the Thrill with Alewijn Dippenaar - Co-	COM	R 4 672
George Herald	20 Dec 24	Weekend weather on the Dot: Wet weather ahe	COM	R 1 721
George Herald	28 Dec 24	Grab the new year by the Grabadoo	COM	R 18 277
George Herald	14 Jan 25	Families from all over SA descend on Great Brak	COM	R 14 780
George Herald	19 Feb 25	George Oumotorskou vermaak derduisende op S	COM	R 21 978
George Herald	23 Apr 25	Mossel Bay finance chair in George Court today	COM	R 5 076
George Herald	12 May 25	Africa Travel Indaba the 'pride of African tourism	COM	R 9 288
Zululand Observer	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Zululand Observer	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Knysna Plett Herald	13 Jun 24	Cruise season boosts Western Cape economy	COM	R 7 706
Knysna Plett Herald	10 Jul 24	Skryf in teenoor komende Vrydag vir ATKV-Cres	COM	R 4 997
Knysna Plett Herald	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 16 252
Knysna Plett Herald	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 409
Knysna Plett Herald	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 11 255
Knysna Plett Herald	29 Sep 24	Garden Route man wins Toughest Firefighter Ali	COM	R 10 087
Knysna Plett Herald	03 Oct 24	Route 12 tourism campaign launched	COM	R 10 274
Knysna Plett Herald	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 2 008

IOL	10 Oct 24	Mossel Bay Tourism launches Route 12 as a gate	CUR	R 19 954
ITWeb	07 Nov 24	MTN, ZTE, Weskus, Aizatron sign MOU for 5G sn	IND	R 26 615
News24	01 Oct 24	Farus Beta, a 'Queen Mary' Ferrari and other fine	CUR	R 70 577
News24	08 Jan 25	SPORT | Gleed, Van Deventer's resilience on dis	CUR	R 32 341
News24	22 Mar 25	What's up, dock? Here are all the ships to look o	CUR	R 88 877
SABC News	01 Sep 24	Inaugural Santos Beach car show a success in M	CUR	R 21 601
SABC News	18 Feb 25	Mossel Bay among top ten tourist destinations in	CUR	R 11 773
Times Live	24 Jul 24	Inaugural Santos Beach Auto Extremo to wow M	CUR	R 53 759
Times Live	25 Nov 24	Cool Britannia to rule the roost at 2025 George (	CUR	R 90 615
Times Live	02 Jan 25	Golden oldies gear up for George Old Car Show	CUR	R 34 343
The Citizen	26 Jun 24	Creston's performances captivate	CUR	R 13 852
The Citizen	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	CUR	R 25 567
My Broadband (Press Office)	07 Nov 24	MTN, ZTE, Weskus, and Aizatron sign MOU for 5	IND	R 19 102
My Broadband (Press Office)	07 Nov 24	MTN, ZTE, Weskus, and Aizatron sign MOU for 5	IND	R 19 102
Vaalweekblad	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Vaalweekblad	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Algoa FM	10 Jun 24	Mossel Bay Care Centre	CUR	R 8 992
Algoa FM	04 Nov 24	ISUZU IRONMAN 70.3 Mossel Bay	CUR	R 3 859
Algoa FM	06 Mar 25	Iconic Wellness Expo in aid of ODIN and Mossell	CUR	R 8 151
Algoa FM	02 Apr 25	Iconic Wellness Expo to assist charities	CUR	R 10 197
Radio Sonder Grense	02 Dec 24	Martelize vlieg in 'n helikopter	CUR	R 1 277
My Broadband	07 Nov 24	MTN, ZTE, Weskus, and Aizatron sign MOU for 5	IND	R 26 824
GSport	25 Sep 24	Mary Motlagae Is Making Waves as An Athlete in	SPO	R 39 022
2 Oceans Vibe News	27 Nov 24	The Western Cape Is Gearing Up For A Bumper S	CUR	R 15 197
Tourism Update	15 Nov 24	Young chefs showcase culinary skills	SER	R 23 566
Tourism Update	15 Nov 24	Young chefs showcase culinary skills	SER	R 23 512
Daily Maverick	18 Dec 24	Sun, sand and safety — essential guidelines for (	CUR	R 188 979
Getaway	11 Oct 24	Route 12 is in the works to provide easier access	SER	R 12 881
ABR (Automotive Business Review)	19 Nov 24	ISUZU Foundation and IRONMAN4TheKidz Join I	IND	R 8 103
ABR (Automotive Business Review)	25 Nov 24	Rolls-Royce and Bentley crown a Best of British t	IND	R 26 815
George Herald	13 Jun 24	Cruise season boosts Western Cape economy	COM	R 8 824
George Herald	10 Jul 24	Skryf in teenoor komende Vrydag vir ATKV-Cresc	COM	R 5 655
George Herald	24 Aug 24	Business conference sketches vision for 2050	COM	R 25 626
George Herald	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 18 823
George Herald	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 797
George Herald	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 12 977
George Herald	27 Sep 24	Erfenistoer: 'n reis deur die Karoo	COM	R 7 732
George Herald	28 Sep 24	Route 12 tourism campaign launched	COM	R 2 732
George Herald	29 Sep 24	Garden Route man wins Toughest Firefighter Alli	COM	R 11 611
George Herald	03 Oct 24	Route 12 tourism campaign launched	COM	R 11 830
George Herald	20 Nov 24	Food for thought from a budding Ironman athlet	COM	R 12 021
George Herald	21 Nov 24	Franna shows the 'iron' in Ironman	COM	R 14 480
George Herald	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 2 158
George Herald	27 Nov 24	Mossel Bay expected to welcome Norwegian crui	COM	R 3 552
George Herald	09 Dec 24	Grootbrak Grabadoo celebrates 21 years of cycli	COM	R 7 568
George Herald	09 Dec 24	Wimpie will make history at 36th Six Gun Grill Tr	COM	R 21 938
George Herald	19 Dec 24	Dive into the Thrill with Alewijn Dippenaar - Co-(	COM	R 4 672
George Herald	20 Dec 24	Weekend weather on the Dot: Wet weather ahe	COM	R 1 721
George Herald	28 Dec 24	Grab the new year by the Grabadoo	COM	R 18 277
George Herald	14 Jan 25	Families from all over SA descend on Great Brak	COM	R 14 780
George Herald	19 Feb 25	George Oumotorskou vermaak derduisende op S	COM	R 21 978
George Herald	23 Apr 25	Mossel Bay finance chair in George Court today	COM	R 5 076
George Herald	12 May 25	Africa Travel Indaba the 'pride of African tourism	COM	R 9 288
Zululand Observer	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Zululand Observer	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Knysna Plett Herald	13 Jun 24	Cruise season boosts Western Cape economy	COM	R 7 706
Knysna Plett Herald	10 Jul 24	Skryf in teenoor komende Vrydag vir ATKV-Cresc	COM	R 4 997
Knysna Plett Herald	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 16 252
Knysna Plett Herald	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 409
Knysna Plett Herald	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 11 255
Knysna Plett Herald	29 Sep 24	Garden Route man wins Toughest Firefighter Alli	COM	R 10 087
Knysna Plett Herald	03 Oct 24	Route 12 tourism campaign launched	COM	R 10 274
Knysna Plett Herald	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 2 008

Knysna Plett Herald	27 Nov 24	Mossel Bay expected to welcome Norwegian crui	COM	R 2 662
Knysna Plett Herald	09 Dec 24	Grootbrak Grabadoo celebrates 21 years of cycli	COM	R 6 234
Knysna Plett Herald	09 Dec 24	Wimpie will make history at 36th Six Gun Grill Tr	COM	R 18 446
Knysna Plett Herald	28 Dec 24	40 boats prepare for Trans Agulhas	COM	R 16 625
Knysna Plett Herald	14 Jan 25	Families from all over SA descend on Great Brak	COM	R 12 422
Knysna Plett Herald	12 May 25	Africa Travel Indaba the 'pride of African tourism	COM	R 7 682
The Gremlin	28 Aug 24	Die Eerste Santos Beach Auto Extremo – Iconic	COM	R 14 351
The Gremlin	15 May 25	Mossel Bay Tourism Inspires Future Tourism Lea	COM	R 9 639
The Gremlin	25 Jun 25	ICONIC Mossel Bay Tourism team rakes in doub	COM	R 11 004
Insurance Chat	18 Nov 24	ISUZU Foundation and IRONMAN4TheKidz Join I	SER	R 3 974
What's on in Cape Town	21 May 25	Mossel Bay Gears Up for the 2025 UIPM World C	SER	R 26 136
Mossel Bay Advertiser	11 Jun 24	Film festival ends with a flourish	COM	R 16 010
Mossel Bay Advertiser	12 Jun 24	Tourism chief reflects on successful cruise ship s	COM	R 15 518
Mossel Bay Advertiser	10 Jul 24	Skryf in teenoor komende Vrydag vir ATKV-Cres	COM	R 5 846
Mossel Bay Advertiser	24 Aug 24	Business conference sketches vision for 2050	COM	R 25 817
Mossel Bay Advertiser	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 19 015
Mossel Bay Advertiser	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 989
Mossel Bay Advertiser	02 Sep 24	Car show at Santos Beach draws several fans	COM	R 945
Mossel Bay Advertiser	09 Sep 24	Aldermanship awarded to two councillors	COM	R 7 595
Mossel Bay Advertiser	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 13 168
Mossel Bay Advertiser	21 Sep 24	Exciting inflatable boat racing to watch	COM	R 17 949
Mossel Bay Advertiser	28 Sep 24	Route 12 tourism campaign launched	COM	R 2 759
Mossel Bay Advertiser	28 Sep 24	Route 12 tourism campaign launched	COM	R 2 759
Mossel Bay Advertiser	29 Sep 24	Garden Route man wins Toughest Firefighter Ali	COM	R 11 802
Mossel Bay Advertiser	03 Oct 24	Route 12 tourism campaign launched	COM	R 12 021
Mossel Bay Advertiser	08 Oct 24	Join Mossel Bay's world record-breaking Ice Buc	COM	R 19 288
Mossel Bay Advertiser	12 Oct 24	Seal victim has 31 bite wounds	COM	R 27 702
Mossel Bay Advertiser	30 Oct 24	Ice Bucket Challenge: It's on!	COM	R 5 437
Mossel Bay Advertiser	31 Oct 24	Mossel Bay sets new ice bucket record	COM	R 1 858
Mossel Bay Advertiser	02 Nov 24	Hosting of event: Isuzu Ironman 70.3. Mossel B	COM	R 45 269
Mossel Bay Advertiser	16 Nov 24	Liefdadigheid kry ook Ironman-hupstoot	COM	R 13 715
Mossel Bay Advertiser	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 2 350
Mossel Bay Advertiser	19 Dec 24	Dive into the Thrill with Alewijn Dippenaar - Co-	COM	R 4 726
Mossel Bay Advertiser	29 Dec 24	Come, line up for Grootbrak Grabadoo	COM	R 11 365
Mossel Bay Advertiser	10 Jan 25	Race starts with record 40 boats, ends with 23	COM	R 16 091
Mossel Bay Advertiser	10 Jan 25	Trans Agulhas action	COM	R 1 257
Mossel Bay Advertiser	14 Jan 25	Families from all over SA descend on Great Brak	COM	R 14 534
Mossel Bay Advertiser	22 Jan 25	Finance chair to appear in court, charges unrelat	COM	R 16 389
Mossel Bay Advertiser	22 Jan 25	Nuwe jaar, nuwe verblyfnetwerk	COM	R 9 644
Mossel Bay Advertiser	04 Feb 25	Finance chair, co-accused appear: 14 counts of t	COM	R 11 529
Mossel Bay Advertiser	10 Feb 25	Joyful museum anniversary celebration held	COM	R 14 607
Mossel Bay Advertiser	05 Mar 25	Mossel Bay's top Ironman athlete to compete in	COM	R 6 966
Mossel Bay Advertiser	07 Mar 25	Mossel Bay finance chair court case postponed d	COM	R 3 645
Mossel Bay Advertiser	11 Mar 25	First of three cruise ships for the week arrives in	COM	R 4 968
Mossel Bay Advertiser	12 Mar 25	Mossel Bay finance chair to appear in court agai	COM	R 4 590
Mossel Bay Advertiser	14 Mar 25	Young people: here's your chance to learn more	COM	R 11 394
Mossel Bay Advertiser	22 Mar 25	Aviation lovers spend weekend touring Mossel B	COM	R 16 632
Mossel Bay Advertiser	30 Mar 25	Young people taught photography skills	COM	R 9 747
Mossel Bay Advertiser	31 Mar 25	Give your input on Mossel Bay Municipality's bud	COM	R 13 338
Mossel Bay Advertiser	10 Apr 25	Cruise ship arrives in beautiful, misty morning in	COM	R 4 401
Mossel Bay Advertiser	11 Apr 25	IDP: Key projects and spending for each ward	COM	R 15 498
Mossel Bay Advertiser	11 Apr 25	Weekend events possibly impacting traffic flow	COM	R 5 832
Mossel Bay Advertiser	23 Apr 25	Furness, co-accused to ask Director of Public Pro	COM	R 7 209
Mossel Bay Advertiser	29 Apr 25	Young people: Free course on leadership on pub	COM	R 14 796
Mossel Bay Advertiser	03 May 25	Gastehuis teiken van beweerde bedrogspul	COM	R 10 530
Mossel Bay Advertiser	12 May 25	Africa Travel Indaba the 'pride of African tourism	COM	R 9 018
Mossel Bay Advertiser	16 May 25	Furness, Francis to appear again in June	COM	R 5 697
Mossel Bay Advertiser	18 May 25	Enriching event held for youth	COM	R 12 636
Mossel Bay Advertiser	03 Jun 25	Making waves in marine conservation	COM	R 10 314
Mossel Bay Advertiser	10 Jun 25	Learners have fun, learning about conservation	COM	R 12 096
Mossel Bay Advertiser	22 Jun 25	Mossel Bay Tourism wins silver film awards	COM	R 10 044
Mossel Bay Advertiser	24 Jun 25	Sign up now for accredited cultural site guide co	COM	R 6 210
Oudtshoorn Courant	13 Jun 24	Cruise season boosts Western Cape economy	COM	R 7 542

Oudtshoorn Courant	10 Jul 24	Skryf in teenoor komende Vrydag vir ATKV-Cres	COM	R 4 833
Oudtshoorn Courant	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 16 088
Oudtshoorn Courant	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 246
Oudtshoorn Courant	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 11 091
Oudtshoorn Courant	29 Sep 24	Garden Route man wins Toughest Firefighter Ali	COM	R 9 924
Oudtshoorn Courant	03 Oct 24	Route 12 tourism campaign launched	COM	R 10 111
Oudtshoorn Courant	03 Oct 24	Route 12 tourism campaign launched	COM	R 2 335
Oudtshoorn Courant	03 Oct 24	Route 12 tourism campaign launched	COM	R 2 335
Oudtshoorn Courant	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 1 845
Oudtshoorn Courant	27 Nov 24	Mossel Bay expected to welcome Norwegian crui	COM	R 3 036
Oudtshoorn Courant	09 Dec 24	Grootbrak Grabadoo celebrates 21 years of cycli	COM	R 6 468
Oudtshoorn Courant	09 Dec 24	Wimpie will make history at 36th Six Gun Grill Tr	COM	R 18 750
Oudtshoorn Courant	19 Dec 24	Dive into the Thrill with Alewijn Dippenaar - Co-(	COM	R 3 993
Oudtshoorn Courant	20 Dec 24	Weekend weather on the Dot: Wet weather ahe	COM	R 1 471
Oudtshoorn Courant	14 Jan 25	Families from all over SA descend on Great Brak	COM	R 12 632
Oudtshoorn Courant	03 Apr 25	Buffalo Rally soon	COM	R 8 786
Oudtshoorn Courant	12 May 25	Africa Travel Indaba the 'pride of African tourism	COM	R 7 912
Maroela Media	16 Jun 24	Gedagte vir die dag: Aan al die pa's	CUR	R 18 001
Maroela Media	21 Nov 24	George maak reg vir Oumotorskou	CUR	R 21 479
Maroela Media	26 Feb 25	George se Oumotorskou het groot impak op pla	CUR	R 26 779
Bona	30 Dec 24	Ideas on where to spend your New Years Eve	LIF	R 20 724
Berea Mail	02 Jun 24	Umbilo Congregational Church welcomes new p	COM	R 12 772
Show Me South Africa	07 Aug 24	Santos Beach Auto Extremo	SER	R 27 880
Show Me South Africa	14 Apr 25	2017 Grootbrak Grabadoo Backed by Commun.	SER	R 17 600
Southern Courier	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Southern Courier	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Midrand Reporter	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Midrand Reporter	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Mpumalanga News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Mpumalanga News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Brakpan Herald	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Brakpan Herald	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Fourways Review	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Fourways Review	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Northcliff & Melville Times	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Northcliff & Melville Times	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Rosebank Killarney Gazette	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Rosebank Killarney Gazette	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Randfontein Herald	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 981
Randfontein Herald	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 981
The Newspaper	11 Dec 24	The World's Toughest Inflatable Boat Challenge	CUR	R 18 187
The Newspaper	18 Dec 24	Grootbrak Grabadoo Celebrates 21 Years with C	CUR	R 5 164
Visit Mossel Bay	28 Oct 24	Mossel Bay Ice Bucket Challenge World Record	SER	R 3 030
Visit Mossel Bay	02 Jan 25	Groot Brak Grabadoo 2024	SER	R 10 181
Witbank News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 8 983
African Reporter	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
African Reporter	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Bedfordview and Edenvale News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Bedfordview and Edenvale News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Ridge Times	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 981
Ridge Times	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 981
Highway Mail	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Highway Mail	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Kempton Express	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Kempton Express	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Northglen News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 531
Northglen News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Northglen News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Northglen News	30 Jul 24	Volkswagen unveils updated Touareg in South A	COM	R 9 737
Benoni City Times	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 11 447
Benoni City Times	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 11 447
Springs Advertiser	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Springs Advertiser	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040

Roodepoort Record	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Roodepoort Record	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
Netwerk 24	19 Nov 24	Boer Hennie Lötter neem deel aan Ysterman: 'El	CUR	R 46 253
Netwerk 24	06 Jan 25	KYK | 'Elders' pak wandelpad tussen Mosselbaai,	CUR	R 44 728
Netwerk 24	21 Jun 25	Zimmermann beloon vir bevordering van toerism	CUR	R 22 509
Cape Town Etc	20 Oct 24	Ice Bucket Challenge in Mossel Bay seeks world	SER	R 41 536
Cape Town Etc	12 Dec 24	Reigning SA champ to make history at world's to	SER	R 59 557
Cape Town Etc	17 May 25	UIPM 2025 World Championships head to Mosse	SER	R 38 070
Cape Town Etc	17 May 25	UIPM 2025 World Championships head to Mosse	SER	R 38 070
The South African	23 Jan 25	Seven underrated spots you need to visit in the	CUR	R 31 781
Northern Natal News	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 10 040
South Cape Forum	13 Jun 24	Cruise season boosts Western Cape economy	COM	R 7 542
South Cape Forum	10 Jul 24	Skryf in teenoor komende Vrydag vir ATKV-Cres	COM	R 4 833
South Cape Forum	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 16 088
South Cape Forum	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 246
South Cape Forum	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 11 091
South Cape Forum	28 Sep 24	Route 12 tourism campaign launched	COM	R 2 335
South Cape Forum	28 Sep 24	Route 12 tourism campaign launched	COM	R 2 335
South Cape Forum	29 Sep 24	Garden Route man wins Toughest Firefighter Ali	COM	R 9 924
South Cape Forum	03 Oct 24	Route 12 tourism campaign launched in Mossel I	COM	R 11 115
South Cape Forum	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 1 845
South Cape Forum	27 Nov 24	Mossel Bay expected to welcome Norwegian crui	COM	R 3 036
South Cape Forum	09 Dec 24	Grootbrak Grabadoo celebrates 21 years of cycli	COM	R 6 468
South Cape Forum	09 Dec 24	Wimpie will make history at 36th Six Gun Grill Tr	COM	R 18 750
South Cape Forum	19 Dec 24	Dive into the Thrill with Alewijn Dippenaar - Co-	COM	R 3 993
South Cape Forum	20 Dec 24	Weekend weather on the Dot: Wet weather ahe	COM	R 1 471
South Cape Forum	14 Jan 25	Families from all over SA descend on Great Brak	COM	R 12 632
South Cape Forum	12 May 25	Africa Travel Indaba the 'pride of African tourism	COM	R 7 912
SATSA (Southern Africa Tourism Services Asso	10 Jun 25	#ICONIC Mossel Bay Tourism team rakes in dou	SER	R 24 760
SATSA (Southern Africa Tourism Services Asso	20 Jun 25	#ICONIC Mossel Bay Tourism team rakes in dou	SER	R 24 760
Die Pos	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 8 983
Die Pos	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	COM	R 8 983
Plett Tourism	17 Dec 24	Wimpie's 36th Six Gun Grill Trans Agulhas Challe	SER	R 31 674
I Love ZA	25 Nov 24	Rolls-Royce and Bentley crown a Best of British t	BUS	R 19 273
South African Restaurant Guide	12 Nov 24	Young chefs show their mettle under flag of glob	IND	R 23 649
South Africa Retail Information	24 Jun 24	Iconic Mossel Bay cruise-ship gateway to the Ga	IND	R 16 783
South Africa Retail Information	10 Dec 24	36th Six Gun Grill Trans Agulhas Challenge Dece	IND	R 18 643
Backpackers South Africa	03 Dec 24	MOSSEL BAY TOURISM	SER	R 30 058
Backpackers South Africa	10 Dec 24	36th Six Gun Grill Trans Agulhas Challenge Dece	SER	R 31 593
Home Food and Travel	25 Nov 24	Holiday Hidden Gems: Avoid The Crowds and Ex	LIF	R 70 240
Safari Now	12 Jun 24	St Blaize Hiking Trail	SER	R 9 938
Kids Fun SA	13 Nov 24	Grootbrak Grabadoo 2024	LIF	R 6 748
South Africa Info	24 Jun 25	Mossel Bay Tourism wins double Silver Awards a	SER	R 23 040
Travel South Africa	24 Jun 24	Iconic Mossel Bay cruise-ship gateway to the Ga	SER	R 28 442
Travel South Africa	13 Nov 24	Grootbrak Grabadoo 2024	SER	R 10 181
Travel South Africa	10 Dec 24	36th Six Gun Grill Trans Agulhas Challenge Dece	SER	R 31 593
Graaff-Reinet Advertiser	12 Jun 24	Trans Agulhas team innovate to conclude the ch	COM	R 21 412
Graaff-Reinet Advertiser	13 Jun 24	Cruise season boosts Western Cape economy	COM	R 7 706
Graaff-Reinet Advertiser	29 Aug 24	Die Eerste Santos Beach Auto Extremo	COM	R 16 252
Graaff-Reinet Advertiser	29 Aug 24	What's On - Entertainment 29 August: Easy Sun	COM	R 3 409
Graaff-Reinet Advertiser	19 Sep 24	Sparkle with Bardins Jewellers	COM	R 11 255
Graaff-Reinet Advertiser	28 Sep 24	Route 12 tourism campaign launched	COM	R 2 102
Graaff-Reinet Advertiser	03 Oct 24	Route 12 tourism campaign launched in Mossel I	COM	R 11 278
Graaff-Reinet Advertiser	21 Nov 24	Ironman spirit: Franna Vorster's inspirational jou	COM	R 2 008
Graaff-Reinet Advertiser	27 Nov 24	Mossel Bay expected to welcome Norwegian crui	COM	R 2 662
Graaff-Reinet Advertiser	09 Dec 24	Wimpie will make history at 36th Six Gun Grill Tr	COM	R 18 446
Graaff-Reinet Advertiser	14 Jan 25	Families from all over SA descend on Great Brak	COM	R 12 422
Graaff-Reinet Advertiser	12 May 25	Africa Travel Indaba the 'pride of African tourism	COM	R 7 682
Garden Route Info	27 Nov 24	Articles for Garden Route Info	SER	R 31 472
Garden Route Info	10 Dec 24	36th Six Gun Grill Trans Agulhas Challenge Dece	SER	R 31 593
Wesgro	16 Oct 24	The World Record Ice Bucket Challenge	SER	R 18 705
Wesgro	27 Nov 24	Grootbrak Grabadoo	SER	R 8 363
TopGear South Africa	25 Jul 24	Revving up the coast	PRO	R 12 825

Cape Town to Port Elizabeth	18 Nov 24	Grootbrak Grabadoo 2024	SER	R 9 292
Cape Town to Port Elizabeth	10 Dec 24	36th Six Gun Grill Trans Agulhas Challenge Dece	SER	R 31 593
Living Fit	28 Oct 24	2,500 athletes set to line up at Isuzu Ironman 7(	LIF	R 5 282
Living Fit	18 Nov 24	Over 2,500 athletes participate in ISUZU IRONM	LIF	R 4 430
Fun Mamma SA	14 Apr 25	' – !	LIF	R 512
African Safaris	24 Jun 25	ICONIC Mossel Bay Tourism team rakes in doub	SER	R 21 040
Dealer Floor	20 Nov 24	Charities benefit from Isuzu Foundation	IND	R 7 517
The Africa	14 Jan 25	Families From All Over Sa Descend On Great Bra	CUR	R 346
Apex Mag	21 Aug 24	Santos Beach Auto Extremo Mossel Bay 2024: A	PRO	R 28 021
Businesses South Africa	24 Jun 24	Iconic Mossel Bay cruise-ship gateway to the Ga	BUS	R 32 271
Novus Press Bulletin	27 Aug 24	The First Santos Beach Auto Extremo – Mossel B	SER	R 51 015
SA Sports Press	08 Dec 24	Cycling | Grootbrak Grabadoo Celebrates 21 Yea	SPO	R 9 593
SA Sports Press	08 Dec 24	World's toughest inflatable boat race | The 36th	SPO	R 27 579
Happening Next	01 Aug 24	Santos Beach Auto Extremo - Sunday Septembe	IND	R 28 518
Rove SA	11 Jun 24	Iconic Mossel Bay cruise-ship gateway to the Ga	SER	R 27 310
Mossel Bay Info	10 Dec 24	36th Six Gun Grill Trans Agulhas Challenge	SER	R 33 855
Lifestyle & Tech	12 Nov 24	Young chefs show their mettle under flag of glo	IND	R 23 885
Lifestyle & Tech	19 Nov 24	ISUZU foundation and IRONMAN4TheKidz join f	IND	R 14 982
SA Property Info	10 Dec 24	36th Six Gun Grill Trans Agulhas Challenge Dece	IND	R 33 610
iTickets	01 Jul 24	Santos Beach Auto Extremo	ENT	R 1 742
Car Site	24 Jul 24	From Historical Shores to Modern Marvels: Sant	IND	R 10 698
Car Site	24 Jul 24	Santos Beach Auto Extremo: A New Pinnacle in (	IND	R 11 426
Car Site	18 Nov 24	ISUZU Foundation's Generous Donation Strength	IND	R 12 510
Car Site	25 Nov 24	A Royal Affair on Wheels: Rolls-Royce, Bentley,	IND	R 13 754
041 Online	19 Nov 24	Celebrate the Spirit of Cycling at the Grootbrak (	COM	R 5 236
Cape Town Today	18 May 25	Mossel Bay Set to Shine: UIPM Biathle, Triathle,	LIF	R 30 105
Timeless Trends	14 Oct 24	Mossel Bay Tourism Introduces Route 12: A Jou	LIF	R 3 515
The Citizen (Network News)	30 Jul 24	Mossel Bay gears up for inaugural Santos Beach	CUR	R 26 239
Turning Points Magazine	25 Jul 24	The First Santos Beach Auto Extremo – Mossel B	IND	R 16 920
SAMAC	01 Nov 24	A Massive Success at the Chaine des Rôtisseurs	PRO	R 32 564
Car Sales Portal	09 Apr 25	The First Santos Beach Auto Extremo – Mossel B	PRO	R 43 155

AVE -Advertising Value Equivalent

AVE Circulation			
Year	22/23	23/24	24/25
Print	R1,981,854,00	R2,198,281,00	R3,356,339,00
Broadcast	R1,569,031,00	R3,100,000,00	R6,776,430,00
Online	R3,905,857,00	R2,000,000,00	R4,533,057,00
Total AVE	R7,456,842,00	R7,298,281,00	R14,665,826,00

Kyknet
6 Jan 2025
AVE: R 333 600

Mossel Bay to Agulhas - Lighthouse Tour

Erns Grundling kicks off his Mossel Bay to Agulhas hike from the Cape St Blaize Lighthouse. Mossel Bay was named the most financially sustainable municipality in SA, along with Midvaal in 2024. Mossel Bay municipality mayor Dirk Kotze talks about how they are the no1 semigration destination in SA. Mention is made of Iconic Mossel Bay, along with other popular tourist attractions. Int: Mossel Bay Municipality : Mayor : Dirk Kotze : Retired Dutch Reformed Church reverend : Gerrie van Deventer Mention: Pinnacle Point Golf Course

Supersport Variety 4
19 Dec 2024
AVE: R 204 267

2024 Isuzu Ironman 70.3 Mossel Bay

The African Sun rose from the Indian Ocean to reveal picture book perfect conditions for the 2024 Isuzu Ironman 70.3 Mossel Bay and African Triclub Championship taking place. Int: Marketing Manager : Isuzu Motors South Africa : Iviwe Poti

Daily Maverick
Dec 2024 18
AVE: R 188 979

DAILY MAVERICK

OUR BURNING PLANET

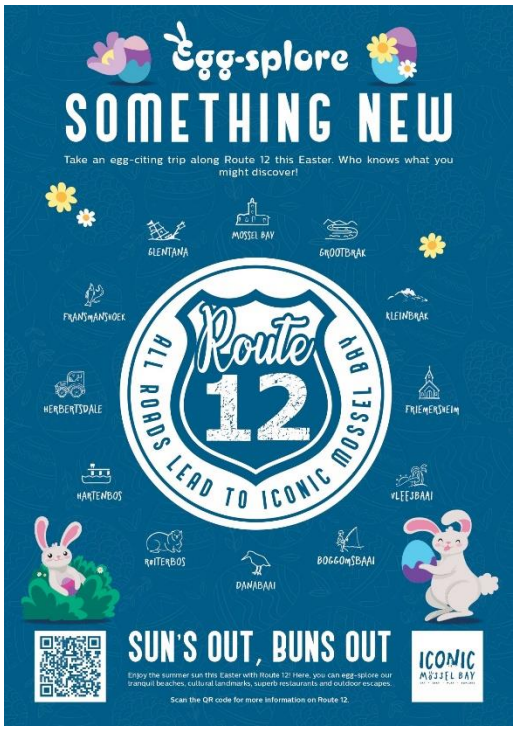
FESTIVE SEASON TIPS

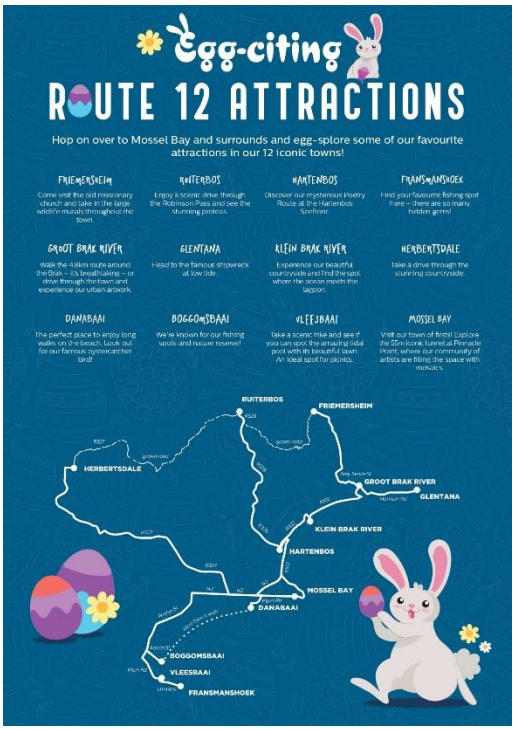
Sun, sand and safety — essential guidelines for enjoying South Africa's beaches this summer

Easter Campaign

Spoil your family with an EGG-stra special vacation this Easter! **#ICONIC** Mossel Bay is known as the Adventure Capital of the Garden Route, with various HOP-spots perfect for the whole family.

Visit **#ICONIC** Mossel Bay this Easter and create unforgettable memories with your loved ones.





Winter Campaign

Mossel Bay Tourism's "Coaster to Coaster" winter challenge invites visitors to sip, explore, and win as they journey along Route 12—Mossel Bay's newly launched discovery circuit linking 12 ICONIC towns, from Vleesbaai through Friemersheim to Herbertsdale Participants kick off the experience by purchasing a branded "Coaster to Coaster" mug for just R 80 at the Mossel Bay Tourism Office. With each stop at a designated café or hotspot on the Route 12 trail, adventurers enjoy a warm drink, collect a coaster stamp, and stand a chance to win winter-themed prizes—ranging from complimentary tastings and local guided tours to exclusive merchandise or vouchers. It's a cozy, interactive way to discover the Garden Route's coastal beauty, support local businesses, and make winter warm and rewarding—one latte, one coaster, one breathtaking vista at a time

MOSSEL BAY
Route 12
COASTER TO COASTER
WINTER WANDER
GROOTBRAK
COASTER TO COASTER
WIN BIG
THIS WINTER!
Scan the QR code for

Volunteers

Mossel Bay Tourism cruise volunteer programme has successfully kicked off in October 2024.

Growing from 6 to 30 volunteers in a short period. The volunteer programme is under leadership of Vice-Chair Andrea Bradfield and Michelle Roelfse. Our volunteers comes from various areas in the Mossel Bay's Municipal area. The aim behind this initiative is to promote the products within walking distance in our CBD. Volunteers gets placed at identified spots along the CBD to assist tourist where needed.

<u>02 Dec 2024:</u>

Sune Cornelius from MSC Cruises, Director Andrea Bradfield, Membership manager Monique Le Fleur, Information officer Michelle Roelfse visiting Mossel Bay Tourism and the Cruise season volunteers.

Volunteer contribution. Over four hundred children received fillings or extractions over four days. The dentists were from USA and Finland. Tourism also gifted the dentists goodie bags.

7 June 2025 – Saying thank you to our voluteers

Cruise Tourism

- A total of **29 ships were scheduled** to call at Mossel Bay.
- Of these, **15 successfully anchored** and disembarked passengers.
- The remaining calls were **cancelled due to unfavourable weather conditions**, either at the port of departure or on arrival in Mossel Bay.

11 November 2024 – Opening of the Cruise season 2024/2025

				ETA	ETD	TOTAL PASSENGERS ONBOARD
1	Mon	11 November 2024	Swan Hellenic Diana	08:00	16:00	200 INCL CREW
2	Wed	27 November 2024	Norwegian Dawn	08:30	16:00	2080
3	Mon	02 December 2024	Regent Voyager	10:00	18:00	624
4	Sun	08 December 2024	Norwegian Sky	07:45	18:00	1714
5	Tue	10 December 2024	Ms Riviera	10:00	18:00	
6	Thu	12 December 2024	Oceania Rivera	08:00	17:00	1196
7	Wed	18 December 2024	Azamara Quest	07:00	15:00	600
8	Fri	20 December 2024	Regent Seven Seas Splendour	06:15	17:00	666
9	Tue	24 December 2024	Crystal Symphony	08:00	18:00	200
10	Tue	31 December 2024	Azamara Quest	08:30	23:00	497
11	Sat	04 January 2025	Regent Seven Seas Splendour	07:00	14:00	592
12	Tue	14 January 2025	Azamara Quest	06:00	15:00	392
13	Wed	15 January 2025	Norwegian Dawn	07:00	17:00	2218
14	Sat	18 January 2025	Norwegian Dawn	07:00	17:00	2073
15	Sun	26 January 2025	Azamara Quest	07:00	15:00	392
16	Sun	26 January 2025	Seabourn Sojourn	08:00	18:00	350
17	Tue	28 January 2025	Europa	09:00	18:00	
18	Fri	07 February 2025	Azamara Quest	07:00	15:00	630
19	Wed	19 February 2025	Azamara	07:00	15:00	630
20	Wed	19 February 2025	Oceania Insignia	11:00	20:00	500
21	Thur	27 February 2025	Renaissance			TBC
22	Tue	11 March 2025	Norwegian Dawn	06:00	15:00	2061
23	Wed	12 March 2025	Silver Spirit	08:00	19:00	490
24	Wed	12 March 2025	Europa	08:00	18:00	311
25	Sat	22 March 2025	Cyrstal Serenity	09:00	16:00	
26	Sat	29 March 2025	Nobel Caledonia - Heridean Sky			
27	Thu	10 April 2025	Crystal Symphony	07:00	18:00	420
28	Tue	13 May 2025	Norwegian Sky	07:00	18:00	
29	Tue	20 May 2025	Oceania Nautica	07:00	17:00	

Membership

Monique has been actively encouraging businesses to become members of Mossel Bay Tourism by highlighting the various benefits of membership, including social media visibility and inclusion in destination marketing initiatives. Her ongoing efforts aim to strengthen local tourism partnerships and grow the overall membership base in the entire Mossel Bay municipal area

Overall, there were 46 new members from July 2024 until June 2025

New members:

- Tortoise Car Hire
- Buff and Fellow
- The Vincent Café
- Vleesbaai 4x4 Dune Route
- Haliha
- Meet at Sea
- Body Restoration
- Eden Sanctuary
- Kayak Adventures
- Coffee on Q
- CY Cosmetic and Medical
- Kalimera
- Lifestyle and Art Gallery
- Sea Cottage
- BOSWA SURVIVAL
- The Bike Barn
- Bubbles and Brew

Staff Update

12 December 2024 –Well-earned staff year-end function held at the Dias Ocean View Hotel. Staff members had the opportunity to mingle with the Board of Directors in a relaxed atmosphere. Thank you to all our members that sponsored some awesome gifts for lucky draw prizes.

14 February 2025 – Our team celebrated Valentines Day

30 May 2025 – National Slipper Day

Meetings attended by staff.

Monique:

Events:

12-15 May: Africa Travel Indaba

19 June: Bubbles and Brews launch opening

Meetings:

21 May: Empowering Tourism SMMEs in the Emerging Landscape of Sustainable Tourism Demands – Teams

5 June: Meeting regarding Plankton app

12 June: Meeting with SMART

13 June: Board meeting

17 June: meeting with Annie from the Gouritz Biosphere meeting

18 June 2025 – Presenting at Skal Networking event - Ruiterbosch

Dulin:

3 April - MSC Roadshow, D'Almeida Civic Hall

15 April - Love Mossel Bay Meeting, Santos Express Train Lodge

15 April - Mossel Bay Business Chamber AGM, Mossel Skuur

16 April - Sustainable Development Goals Workshop by SALGA, Municipal HR Building

Jessica:

3 April - MSC Roadshow, D'Almeida Civic Hall

6&7 April – Southern & Eastern Cape Pro Am series 2025 – Plett

9 May 2025 – Presentation at South Cape College

18 & 19 May - Southern & Eastern Cape Pro Am series 2025 – PE

20 May 2025 – Business Chamber Networking event at Bon Game

28 May 2025 – Airbnb Conference at Pinnacle Point

30 May 2025- Slipper Day Celebration photoshoot

1 June 2025 – Southern & Eastern Cape series- Mossel Bay Golf Club

2 June 2025 - Southern & Eastern Cape series – Pinnacle Point

Cheslin:

6&7 April – Southern & Eastern Cape Pro Am series 2025 - Plett

18 & 19 May - Southern & Eastern Cape Pro Am series 2025 – PE

20 May 2025 – Business Chamber Networking event at Bon Game

1 June 2025 – Southern & Eastern Cape series- Mossel Bay Golf Club

2 June 2025 - Southern & Eastern Cape series – Pinnacle Point

Michelle:

09 April 2025- Pre plan Meeting for vessel Crystal Symphony

15 April 2025- AGM Business Chamber

22 April 2025- Site Visit at Villa da Graca @ Searle's

23 April 2025- Gourikwa Interns Site Visit to Tourism and the Townshouse

25 April 2025- Meeting with Lieschke, Ms Gwyn Harding and Mr Carelse

29 April 2025- Site visit to Kalimera Guesthouse

05 May 2025- Dry run with volunteers

07 May 2025- Saamstaan Primary Prieska learners and teachers visit to Tourism

12 May 2025- 16 May 2025: African Travel Indaba

30 May 2025- Slipper Day Celebration photoshoot

Karin:

19 June 2025 - Art's month Meeting

28 June 2025 – MossJazz Opening

The Towns House

TOWNS HOUSE SALES FROM JUNE 2024 TO JULY 2025

Jun-24	CASH	**R - 654,50**
	C/C	**R - 16 054,75**
	TOTAL	R - 16 709,25
Jul-24	CASH	**R - 26,00**
	C/C	**R - 12 688,10**
	TOTAL	R - 12 714,10
Aug-24	CASH	**R - 1 440,50**
	C/C	**R - 13 801,00**
	TOTAL	**R - 15 241,50**
Sep-24	CASH	**R - 210,00**
	C/C	**R - 15 589,00**
	TOTAL	**R - 15 799,00**
Oct-24	CASH	**R - 1 651,00**
	C/C	**R - 13 132,85**
	TOTAL	**R - 14 783,85**
Nov-24	CASH	**R - 1 864,00**
	C/C	**R - 23 789,00**
	TOTAL	**R - 25 653,00**
Dec-24	CASH	**R - 6 644,45**
	C/C	**R - 71 204,85**
	TOTAL	**R - 77 849,30**
Jan-25	CASH	**R - 7 947,00**
	C/C	**R - 68 844,00**
	TOTAL	**R - 76 791,00**
Feb-25	CASH	**R - 2 428,50**
	C/C	**R - 39 072,20**
	TOTAL	**R - 41 500,70**
	CASH	**R - 8 655,50**

Mar-25		
	C/C	R - 47 313,95
	TOTAL	R - 55 969,45
Apr-25	CASH	R - 3 343,10
	C/C	R - 24 333,00
	TOTAL	R - 27 676,10
May-25	CASH	R - 2 579,25
	C/C	R - 18 250,50
	TOTAL	R - 20 829,75
Jun-25	CASH	R - 2 660,50
	C/C	R - 12 296,50
	TOTAL	R - 14 957,00

TOWNS HOUSE BEST SELLER TOP 5 - 2024/2025

By Total Sales Amount (R)

Top 5 highest total sales (Amount):

1. **MOSSEL BAY BEACHWEAR** – R **38,250.00**
2. **FOUR SEEDS** – R **34,828.25**
3. **KLAPWIJK DESIGN** – R **30,102.00**
4. **ESSIE WEILBACH** – R **24,668.00**
5. **MIDNIGHT LILY** – R **20,631.00**

Best Seller by Revenue: ***MOSSEL BAY BEACHWEAR*** **(R 38,250.00)**

TOWNS HOUSE HIGHLIGHTS JUNE 2024-2025

🌟 Meet & Greet with Dr. Marlene Le Roux

Towns House's Karin Julies had the honour of attending a powerful meet-and-greet session with the remarkable Dr. Marlene Le Roux. A celebrated advocate for Arts & Culture and Disability, Dr. Le Roux delivered an inspiring talk centered on the inclusion of disabled artists within artistic communities, schools, and the economy.

As a disabled woman herself, she shared her vision for the Chrysalis Academy in Cape Town—an initiative rooted in her mission to challenge the exclusion faced by disabled individuals in everyday life.

At Towns House, inclusion isn't just a goal—it's a practice. Featured below are stunning handmade products by Clarisse, a talented artist who works from her wheelchair and uses only one hand.

"It was a privilege to engage with such a trailblazing advocate."

By Clarisse'

📖 Book Launch: *Struggling Stains & Breaking the Silence* by Johannes Wolfaard

On December 19th, 2024, Towns House proudly hosted the launch of Johannes Wolfaard's compelling memoir, *Struggling Stains & Breaking the Silence*.

Wolfaard bravely detailed his personal journey of healing from childhood abuse, moving many in attendance with his honesty and courage. Although not a Mossel Bay resident, his story struck a powerful chord with the local community, drawing a large and deeply engaged audience.

Despite not being a local resident of Mossel Bay, Wolfaard's powerful narrative garnered significant local interest, drawing a considerable audience eager to engage with his work and personal account.

🎨 Inaugural Kids' Art Classes – A Colorful Success

In 2024, artist Marion approached Towns House with a proposal to launch children's art classes—and what began with a hint of skepticism soon blossomed into a resounding success!

The classes, aimed at 5 and 6-year-olds, ran every Thursday afternoon for over six months. Week after week, more parents joined in, creating a warm and enthusiastic community around creativity and learning. This initiative became a cornerstone of Towns House's commitment to youth development and community engagement

🎭 Surprise Visit from Comedian Marc Lottering

In September 2024, the Towns House was thrilled by a spontaneous visit from beloved South African comedian, Marc Lottering. During his time in Mossel Bay, he and his partner received signature Towns House t-shirts—a gesture they welcomed with excitement and appreciation.

Marc expressed his delight with the experience and shared his enthusiasm about his visit to Mossel Bay, leaving behind big smiles and unforgettable memories. This visit highlights Towns House's growing appeal among South Africa's cultural icons.

Towns House Artists Lead Mossel Bay Art Walk

Towns House artists proudly championed the Mossel Bay Art Walk, an initiative born from their own creative vision. These passionate artists host guided art tours every Saturday morning, beginning at Towns House and meandering through the town.

Participants enjoy a rich cultural experience, gaining insight into local artworks and artist stories. The walk has become a favorite weekend activity among families, friends, and tourists alike—showcasing Mossel Bay's vibrant art scene.

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🏛 Department of Tourism South Africa Visits Towns House

On February 25th, 2025, Jessica and Karin of Towns House welcomed representatives from the Department of Tourism South Africa for an insightful visit.

Discussions covered key operational pillars, including:

- Heritage upkeep of the Towns House building
- Artist collaboration and creative community
- Consignment and sales management
- Township involvement and outreach programs
- Workshops, classes, and administration

The Department praised the Towns House as a model arts hub and expressed strong interest in replicating its approach in towns across South Africa. They even invited the team to present the Towns House success story on national platforms.

🎨 Workshops, Book Club & Community Events

Towns House continues to nurture creativity and connection through its weekly and monthly workshops, art classes, and exhibitions.

The gallery space also proudly hosts the Mossel Bay Book Club, creating a welcoming environment for lively discussion and literary appreciation. These consistent offerings ensure ongoing cultural enrichment for residents and visitors alike.

These activities provide ongoing opportunities for learning, creative expression, and cultural enrichment within the community.

The Town House Mossel Bay
Published by Karin Cupido
· June 10, 2024 ·

RISING STAR TEEN MENTOR ‼️

Book writing workshop for Teens:
By: Published Author the now famous and loved Berenice Kogana!!

Monday, 17th June 2024 right here @ The Town House Mossel Bay.

Please contact Berenice directly for more information.
Towns house contact number: 082 954 9235

#JuneYouthMonth #iconicmosselbay #mosselbaytourism #thetownshousemosselbay

The Town House Mossel Bay
Published by Karin Cupido
· April 30 ·

An exhibition worth coming to see!! 🦩

From today, April 30th, 2025, until May 3rd, Marietjie Cronje's work will be exhibited here. Her art was born out of pain with the loss of one of her beloved twin sons. 🌻🌻

In Riki's own words: I started painting late in my life. I lost one of my twin sons in a car accident and was in a very bad mental place. It was medically recommended that I take up something artistic to help with the trauma. I took a course in making glass bowls in the mining town where I lived. The town had its own art center where you could go and do anything. They had all the facilities there, including glass bowl making. While I was busy there, the art lecturer came and asked me to attend her painting classes. I was hesitant at first, but I did it. Surely by the grace of God, I immediately made very good paintings that sold really well. At that stage, it became an escape for me, where I could express myself. To this day, I believe that my painting talent is directly from above and is pure grace.

This beautiful, shy lady invites you, the public, to come and view her work and perhaps purchase one of her pieces.

Help support our artists, buy local!!! The Town House Mossel Bay

#supportlocal #iconicmosselbay #supportlocal #mosselbaytourism #MosselBayhasMORE #iconicmosselbay

Board meetings

Board Meetings held this financial year:

26 August 2024 – Board meeting held at The Towns House

27 September 2024 – Board meeting held on World Tourism Day

15 November 2024 – Last board meeting for 2024

31 January 2025 – First board meeting for 2025

04 April 2025 – Board meeting held at The Towns House

13 June 2025 – Board meeting held at The Towns House

Board of Directors initiative

Our Board of Directors are always on top of their game and are proud ambassadors of the ICONIC brand.

MOSSEL BAY ADVERTISER

LEARNERS HAVE FUN, LEARNING ABOUT CONSERVATION

'We are so grateful for this inspiring experience.'

MOSSEL BAY NEWS - Joy, discovery and inspiration from the ocean were key features of an event held at the Dias Museum on Saturday, 7 June.

More than 50 Grade Four learners from local schools, including Isalathiso Primary, took part in a vibrant World Earth and Ocean Day celebration hosted by IOceans Trust, with support from Mossel Bay Tourism volunteers, IOceans ambassadors and mentors and students from South Cape College.

With the theme, Pledge to the Sea, the event aimed to teach learners about marine life and environmental responsibility through hands-on fun.

Memorable

When children learn about the ocean in playful and memorable ways, they start to care about it, and that’s where conservation begins, says Olwethu Mthimkhulu, a program director at IOceans.

The day started with a lively sea creature stretch activity, followed by a guided tour of the Bartolomeu Dias' replica caravel ship, where learners heard about the incredible three-month journey from Portugal to Mossel Bay.

“It’s a celebration of human endurance, but also of the ocean’s role in shaping our shared history,” said Xavier Jobs, who led the storytelling session.

The highlight of the morning was a marine-themed treasure hunt, where children rotated through six creative activity stations: a puppet play station, trash dash relay, pollution treasure dip, aquarium quiz trail, message in a bottle station and a creative corner. Every station was designed to blend fun with learning about the environment.

Pride and spirit

The event concluded with a powerful group pledge and a war chant contest, in which teams performed ocean-inspired chants, filled with pride and spirit. After the closing ceremony, the children were treated to soup and a roll lunch.

As a parting gift and a lasting symbol of their pledge, each child received a Spekboom 'Superhero' plant.

Known for its incredible carbon-absorbing abilities, the Spekboom was presented as a living reminder for children to keep being conservation crusaders in their homes, schools and communities.

“By the end of the day, our learners didn’t just leave with smiles, but something far more powerful: a sense of pride, responsibility and a plant to grow with them,” said Nathalia Komani, a teacher at Isalathiso Primary School.

“We are so grateful for this inspiring experience.”

IOceans Trust extends its heartfelt thanks to the Dias Museum, the restaurant who supplied the soup and roll and all Mossel Bay Tourism volunteers, IOceans ambassadors and mentors, educators, and community supporters who helped bring this meaningful day to life.

Making waves in marine conservation

'As we mark World Environment Day and World Oceans Day, it's vital we help young people understand the importance of protecting our ocean.'

Tuesday, 03 June 2025, 09:54

Olwethu Mthimkhulu and TV programme presenter Therese Benade on Santos Beach.

MOSSEL BAY NEWS - Olwethu Mthimkhulu of Mossel Bay will appear on the TV programme, *Kwêla*, on kykNET, after being filmed on Santos Beach, telling how he overcame his fear of the sea.

The filming took place on Wednesday, 21 May, and popular *Kwêla* presenter Therese Benade was here in town for it.

The exact date that the episode will be aired is not yet known.

Olwethu said he was helped to overcome this fear of the sea through the support of the IOceans Trust, which runs programmes to uplift and enrich the youth in Mossel Bay.

Many of the informative events IOceans organises have a marine theme.

Olwethu is one of the Mossel Bay youths who has been positively impacted by IOceans' educational events.

This Saturday, 7 June, Olwethu will step into a new role - that of programme director.

He will lead more than 40 local children during a fun-filled morning of marine discovery and conservation.

The activities, designed to commemorate World Environment Day, which is on 5 June, and World Oceans Day, which is on 8 June, will take place at the Dias Maritime Museum, the aquarium area of the Shell Museum and on Santos Beach.

Children aged eight to 13 of Isalathiso Primary School, the Ikhaya Sports Foundation, Sea Cadets and the wider community will take part in pirate-themed games, an interactive museum tour, a ‘treasure tabletop hunt’ and beach relays.

For more information, visit www.ioceantrust.org or contact Andrea Bradfield (082 077 8702), the director of IOceans Trust.

Each child will be given some free hot soup and a bread roll to round off the morning of learning and laughter.

Bradfield said: “As we mark World Environment Day and World Oceans Day, it’s vital we help young people understand the importance of protecting our ocean, not just for fun today, but for the future of our planet.”

Olwethu in action in front of the camera.

Olwethu and Anda Stuurman, who is an IOceans Trust volunteer.

Enriching event held for youth

Playing a role in the event this month were Mossel Bay Tourism's Michelle Roelfse, local cultural guide Ockert Lategan, marine guide Recardo Klein, Heritage Mossel Bay chairperson Carina Wiggill, Mossel Bay Tourism's Karin Julies, tourism volunteer Nathalia Komani, marine guide Garth Gabriels and tourism volunteer Theuns Blom.

MOSSEL BAY NEWS - The iOceans Trust, which organises outings and information sessions to uplift the youth in Mossel Bay, hosted a Youth Leadership Day this month.

In collaboration with the Wonderful Foundation, the trust hosted the event on Workers' Day, 1 May, in the Indoor Sport Centre in Sampson Street, KwaNonqaba.

IOceans noted in a press release: "Among those who attended were Nathalia Komami and her daughter, Sonia, who first connected with iOceans Trust through a Rotary dental community outreach event.

"Their ongoing involvement reflects the core principle of iOceans' youth programme: from learning to leading."

The press release stated that Nathalia also participated in a cultural heritage walking tour through the historic centre of Mossel Bay, conducted by Heritage Mossel Bay's chairperson Carina Wiggill, as part of an orientation for new tourism volunteers.

The tour marks ongoing steps in preparing the town for cruise tourism while instilling civic pride and historical awareness in volunteers.

“We see time and again that showing up and volunteering opens new pathways,” iOceans pointed out.

“Whether through heritage, marine awareness or community upliftment, these moments build lasting connections and shape future leaders.”

The next iOceans event takes place on 8 June at the Dias Museum in Mossel Bay.

It will be held to mark World Environment Day, held on 5 June and World Oceans Day, which is on 8 June.

The theme will be Land Meets Sea - Local Solutions, Global Impact.

The core activities will include:

Eco-treasure hunt: A fun, educational hunt around the museum and beach, with clues that teach about marine life, dune care and local environmental issues. There will be prizes and a raffle draw for those who complete the hunt.

iNaturalist walk and session: Led by marine guides, participants learn to observe and record species using the iNaturalist app, promoting citizen science.

Art and creativity zone: Papier mâché art workshop with local artist and facilitated by the Department of Forestry, Fisheries and the Environment's Arno Munro.

Youth "upcycling your world" challenge: An idea of a drumming circle using upcycled instruments.

Performances and workshops: Environmental puppet show by the NPO, Keep Fin Alive. Literary workshop with local poets/ writers, Lluyle Arendse and Tiah Beautement.

Young people: Free course on leadership on public holiday

Marine guide Ilizna du Plessis outside the town hall, where the conservation awareness event was held on Saturday, 26 April.

MOSSEL BAY NEWS - A Youth Leadership Course is taking place on Thursday, 1 May, at the Indoor Sport Centre in Sampson Street, Mossel Bay. It is free to attend.

The purpose of the free event, organised by the iOcean Investment Trust, in partnership with the Wonderful Foundation and Mossel Bay Municipality, is to build skills, recognise emerging talent and empower young people to take active roles in their communities.

This is according to Andrea Bradfield, the director of iOcean, which partners with relevant entities to uplift the youth in the Mossel Bay area.

For more information on the coming event on Thursday, contact Bradfield on 082 077 8702.

The iOcean Investment Trust joined hands with the Skipper Foundation to host an inspiring coastal day for local youth, filled with "hands-on ocean experiences, learning new skills and a spirit of adventure", Bradfield said. The event took place on 19 April.

Bradfield said: "The group had a fantastic time engaging with the ocean through paddle boarding and kayaking.

"More importantly, they took their first steps into marine stewardship, learning what it means to be a citizen scientist.

"Special thanks go to marine guide Ilizna du Plessis, who gave tips on how to log biodiversity data - perfectly timed ahead of the City Nature Challenge South Africa, which took place from 25 to 28 April."

In support of this global initiative, iOcean Trust youth attended the Conservation Day at the Mossel Bay Town Hall on Saturday, 26 April, where they shared information about the iNaturalist app and how the public can get involved in mapping local biodiversity.

Bradfield said: "We're especially proud to celebrate Jordan du Plessis' becoming a qualified sailing instructor. He has emerged as a remarkable young leader in just two months.

"When we first met him, he knew he wanted to sail but he had no idea where to start. I was able to connect him with the right training pathway through the Skipper Foundation."

Bradfield noted that Jordan was mentored by the Skipper Foundation's Rob Holden, who has been involved with sailing at a global level for thirty years.

"Jordan's progress is proof of what's possible with the right support; we hope his story inspires other young people to follow a similar path.

"From learning to leading and from paddles to potential careers aboard cruise ships and super yachts; that's the journey we're aiming to enable."

Bradfield said that as part of iOcean's mission, she was working to mentor recently qualified marine guides, such as Ilizna, by encouraging more youth engagement to build their confidence and leadership skills in the field.

She encourages the youth to download the iNaturalist app and be part of recording and conserving South Africa's flora and fauna. See www.inaturalist.org/places/south-africa.

Above and below: The iOceans youth at the town hall on Saturday, 26 April.

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Young people taught photography skills

MOSSEL BAY NEWS - A free workshop on photography was held for young people in Mossel Bay in celebration of Human Rights Day.

Reflekt Division partnered with the IOceans Trust to host the event, aimed at empowering the youth with photography skills, at the Reflekt studio and training facility in Mossel Bay.

The event was attended by 50 youth from the IOceans Trust, Skipper Foundation, Ikhaya youth community group, Hillcrest Secondary school “Interact” group, Bayethe Multisport Academy as well as by attendees from as far as George and Oudtshoorn.

“Learn More About Photography and See Life Through a New Lens” was a two-hour workshop facilitated by Danie Greyling from Reflekt Division.

He is an experienced photographer and mentor, who guided the participants through key photography techniques.

Danie introduced attendees to the essentials of capturing the perfect photograph, whether using a smartphone or a traditional camera.

The focus on nature was enhanced by the creative use of shells and sand, which added texture to the photographs.

“We wanted to give the youth an opportunity to explore nature while refining their photography skills,” said Danie.

“By incorporating elements of the natural environment, we created a tangible connection that helped the participants see their world through a new lens.”

Reflekt Division and IOceans Trust worked together to facilitate the event, with the overall mission of skills development and community engagement.

The event concluded with career insights by Emmanuel Mirenzhenie, a police officer, who emphasised how photography is used in various professional fields, including law enforcement and marine conservation.

Local marine guides Ilizna du Plessis, Recardo Klein and Garth Gabriels shared valuable water conservation tips, reinforcing Reflekt Division and IOceans Trust’s ongoing commitment to promoting environmental awareness, alongside skills development.

Main event Highlight

Date	Event name	Location	Contact Person
		FEBRUARY	**2025**
08 February 2025	Old Car Show	George	Mimi Finestone
15-Mar-25	Outeniqua Chair Challenge	George	Alewijn Dippernaar
		APRIL	**2025**
02-Apr-25	GB Walk 5Km	Great Brak River	Laurinda Smith
9-11 April 2025	WTM	Cape Town	Michelle
11-13 April	Buffalo Rally	Mosselbay	Luderick Jacoby
25-28 April 2025	Gardenroute 4x4 Expo	Mossel bay	Kallie & Petra
13-15May 2025	Indaba	Durban	
11-Jun	Mayoral Breakfast	Mosselbay Golf Course	Ayden Parrot
29-Jul	Mayoral Breakfast	Mosselbay Golf Course	Ayden Parrot
		Aug - Nov	**2025**
23-Aug till 27 Sept 2025	Arts Month	Mossel Bay	Elize Nel
5 Sept till 12 October 2025	Sports Festival	Mossel Bay	Elize Nel
07-Sep-25	Santos Beach Outo Extreamo	Mosselbay	Mimi Finestone
12-Sep-25	Mayoral Golf Day	Mossel Bay	Ronell du Toit
26-27 September 2025	Muse Festival	Great Brak	Annlerie
3 -5 October 2025	KYKNET Buite -Ekspo	Hartenbos	Marius Opperman
16-Nov-25	IRONMAN 70,3	Mossel Bay	Werner
27- Nov till 01Dec2025	Mos Jazz Festival	Mossel Bay	Camissa Solution Clarence Ford
		DECEMBER	**2025**
28 Nov-4 Dec 2025	Matriek Baai	Mossel Bay	Ann Strauss
20-Dec-25	Summer Sun Festival	Mossel Bay	Ann Strauss
5-6 Dec -25	Amfihart Festival	Mosselbay (Hartenbos)	Melanie Sonnekus
18-14 December 2025	World Pentathlon	Santos Beach	Mariaan Botha
20-Dec-25	Lights & Lanterns	Great Brak River	Laurinda Smith
20-31 December 2025	Afrikaans is Groot Alternatief is Groot Groot Jol	Mossel Bay	Delmaine ATKV
27-Dec-25	GB Night Cycle	Great Brak River.	Laurinda Smith
28-Dec-25	Trans Agulhas	Mossel Bay	Mimi Finestone
31-Dec-25	Great Brak Grabadoo	Great Brak River	Mimi Finestone

DAILY SOUTHERN & EAST AFRICAN TOURISM UPDATE

Record numbers at WTM Africa

9 Apr 2025

James Vos, Cape Town's Mayoral Committee Member for Economic Growth, cuts the ribbon at the official opening of WTM Africa 2025. Source: Big AmbitionsThis year's WTM Africa, underway at the Cape Town International Convention Centre this week, is the biggest in the event's 11-year history with significant increases in the numbers of buyers and exhibitors.

Speaking at the opening ceremony, Carol Weaving, MD of RX Africa, said the 2025 event will host 110 content sessions, 742 exhibitors and 96 countries.

In addition, Weaving said there is a 27% increase in buyers and 82% of them are new to WTM.

Among the 13 new countries attending the event are Chile, Peru, Algeria, Uzbekistan, Malaysia, Thailand, Czech Republic, Azerbaijan, Latvia, Romania, Finland, Ireland and Kuwait.

The 742 exhibitors this year include six new countries: Zambia, the Netherlands, Qatar, Croatia, Sierra Leone and Brazil represented by São Paulo.

“We are excited to have 38 559 appointment requests reflecting a huge increase in buyers and exhibitors. These are serious business meetings,” Weaver said.

Cape Town’s Mayoral Committee Member for Economic Growth James Vos said:

“Business events like WTM Africa are major economic drivers in our city. Global conferences generate billions for the city’s economy.”

Western Cape Government FOR YOU

Media release

Media Release by Western Cape Government Minister of Agriculture, Economic Development and Tourism, Dr Ivan Meyer

Date: 15 April 2025

2024 TOURISM NUMBERS HIGHLIGHT WESTERN CAPE TOURISM'S ROBUST RECOVERY

Western Cape Minister of Agriculture, Economic Development and Tourism Dr Ivan Meyer said South African Tourism's (SAT's)annual performance report for 2024 highlights the robust recovery of the Western Cape tourism industry.

Minister Meyer was speaking following the release of the SAT's performance report for 2024, which coincided with the WTM Africa (World Travel Market Africa), held in Cape Town last week. The event saw record participation from 96 countries, featured 742 exhibitors, and attracted nearly 6,000 industry professionals.

According to Minister Ivan Meyer, the report highlights an overall increase of 6.8% in international tourist arrivals to the Western Cape.

Minister Meyer said, "The majority of the Western Cape's top 10 international markets showed positive growth, with the US (+16.5%), Zimbabwe (+32.7%), and Australia (+27.4%) posting double-digit growth; only the UK (-3.2%) and Lesotho (-1.9%) showed slight declines."

The report also shows that the Western Cape is excellent at attracting first-time visitors to South Africa, with nearly 49% of international tourists visiting for the first time.

Minister Meyer said, "Domestic tourism remains a significant source of revenue for the province, with domestic tourists spending R18.6 billion in 2024. Notably, the province benefits from the highest national average spend per trip at R5,371.

Director for Tourism Jacques Stoltz said research commissioned in 2024 by the Western Cape Department of Economic Development and Tourism shows that South Africa can generate an additional R17.8 billion, stimulating more than 100,000 jobs by 2023 if it removes visa restrictions on tourists from Nigeria, India, and China. He further

highlighted that an efficient and modernised eVisa system will similarly attract an additional 52,667 tourists by 2030, generating R1.9 billion in additional revenue.

Minister Meyer highlighted a growing demand for sustainable tourism experiences and products.

Minister Meyer said, “The Western Cape Government has supported 15 tourism businesses across the province, which equipped them to better respond to the market. One of the project participants, Stellenbosch-based Township & Village, received global recognition for its efforts in responsible tourism, winning a gold award at the Responsible Tourism Awards Africa on Thursday evening at the World Travel Market Africa.”

“With support from the Western Cape Government’s Tourism Growth Fund!Khwa ttu San Culture and Education Centre introduced a sustainable sourcing policy for food and beverage, prioritising foraged ingredients and ethical, artisanal suppliers, reviving ancient food traditions, creating economic opportunities, and promoting cultural and environmental conservation. For this initiative,!Khwa ttu received a gold award,” concluded the Minister.

Other Western Cape winners at the Responsible Tourism Awards last week:

Silver award: Uthando, The Heart of Cape Town

Silver award: Table Mountain Aerial Cableway Company

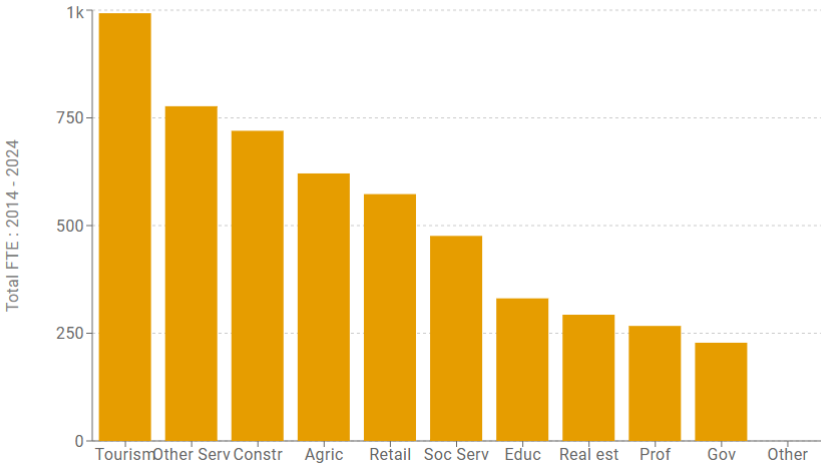
Daniel Johnson

Spokesperson for Minister Ivan Meyer

Municipality / Mossel Bay / Economic Growth

New Jobs 2014 - 2024

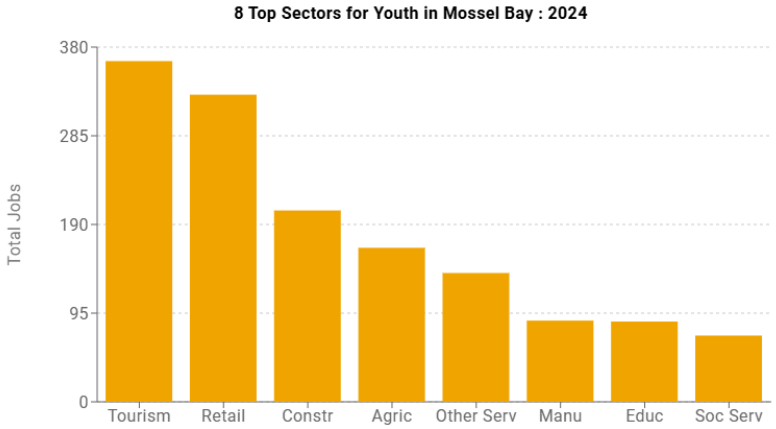
< PREV Total Jobs Growth | Growth by Sector NEXT >



Municipality / Mossel Bay / Equitable Economies

Jobs For Youth 2024

< PREV Wage Distribution



Municipality / Mossel Bay / Overview

Industry Structure 2024

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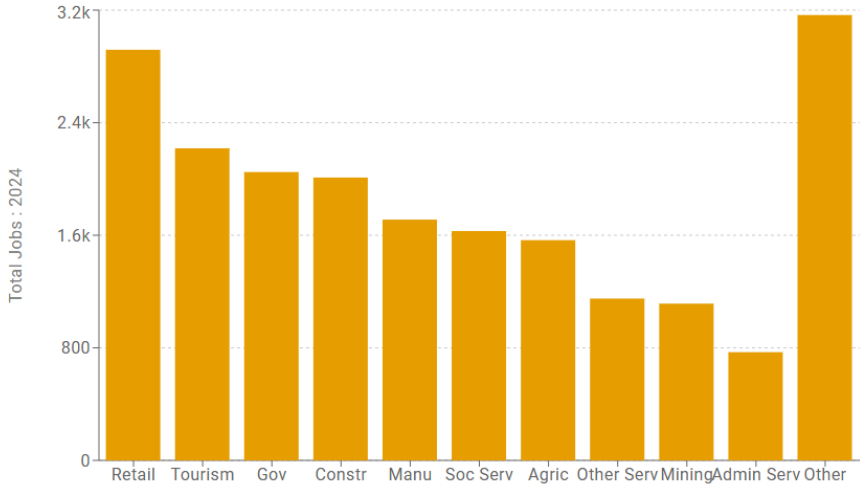


travel africa magazine
exploring the world's most exciting continent

The Oval Office called... and a safari was the answer.

A letter by David Ryan, CEO and Founder of Cape Town-based tour operator Rhino Africa

So, the Oval Office had some thoughts about South Africa. Again. In a scene that felt part political theatre, part daytime soap opera, President Trump raised "concerns" about crime in the country during a meeting with President Ramaphosa — and within hours, inboxes across the travel industry lit up with a familiar question: "But is it safe?"

We get it. Sensational headlines can rattle even the most seasoned traveller. But before you get too anxious, let's take a breath… and talk about the facts.

Spoiler alert: you're safer than you think
Let's begin here: statistically, you're more likely to be injured by your bathroom rug than encounter crime while on safari.

South Africa isn't perfect. No country is. But it's a far cry from the dystopian safari crime scene that headlines sometimes paint. In 2024, over 700,000 visitors from the United States and the United Kingdom arrived in South Africa, returning home not only safe but inspired — with full hearts, bursting memory cards and perhaps a mild addiction to biltong.

The tourism sector here is underpinned by robust safety systems, including 24/7 helplines, tourism monitors, mobile safety apps, and carefully vetted partnerships that involve both government and the private sector. And here's the important bit: these systems work.

Why the right tour operator matters

When you travel to South Africa with an experienced, reputable tour operator, you're not just booking a trip — you're entering a finely-tuned support system.

The best tour operators treat your safety the way a lioness treats her cubs: with obsessive care. From the moment you land to the moment you (reluctantly) head home, there's a team in the background making sure everything runs smoothly. Whether it's choosing trusted guides, carefully curating accommodation, or having local support available 24/7, good operators know the terrain — and the stakes.

Worried about logistics? A good consultant will walk you through the details with calm, informed clarity because they know the truth on the ground, not the clickbait.

Tourism = Jobs = Lasting impact

This goes beyond comfort and logistics, though: it's also about impact.

Here's what rarely makes the headlines: for every seven travellers who visit Africa, one sustainable job is created. And in rural areas where safari tourism flows, one job can support up to ten people.

That impact multiplies:

- Sustainable jobs uplift communities
- Thriving communities protect wildlife
- Protected wildlife attracts more travellers
- Tourism becomes the engine of regeneration

It's a virtuous cycle, and tourism is the spark that starts it.

Luxury travel can be transformative
Think luxury and impact are mutually exclusive? Think again.

Travel in Africa funds conservation, education and entrepreneurship. When travellers come, local economies grow, women gain independence, children attend school and entire ecosystems thrive — not in spite of wildlife, but because of it.

Because in Africa, conservation without community is colonial. Travel that empowers is regenerative.

The real risk? Falling in love
You may arrive with questions. But you'll leave having fallen head-over-heels — with the land, the people, the soul and the sunsets; with the wildlife, the rhythm and, yes, the wildly inappropriate quantities of quality food and wine.

So here's our take: ignore the noise. Trust the people who live and work here. And if you're still unsure, come and see for yourself.

SA's ETA system to go live in September

Minister of Home Affairs Leon Schreiber.

South Africa's fully digital electronic travel authorisation (ETA) system for short-term tourist visas will go live by the end of September, according to Minister of Home Affairs **Leon Schreiber**.

The ETA, which will initially apply to visa applications for stays of under 90 days, was first announced by President **Cyril Ramaphosa** during the State of the Nation Address in February. It is part of government's broader plan to digitise visa and border entry processes.

Schreiber said the ETA, overseen by the Border Management Authority, will be rolled out at major international airports. "Over time, we will expand the ETA so that every type of visa application is processed only through this AI-based system to eliminate fraud and inefficiency forever," he stated in a Facebook post.

While key technical details remain under wraps, speaking to *Tourism Update*, Schreiber confirmed that the list of eligible nationalities will be announced at the time of the official

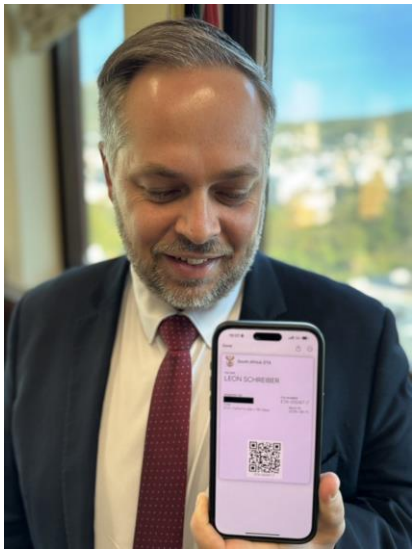
launch. “It would be premature to discuss the finer details as this will all be revealed at the go-live launch in September.

“Testing and refinement continues in the background ahead of the launch in September. The system worked flawlessly during a live demonstration for President Ramaphosa last week,” Schreiber said.

Minister of Home Affairs Leon Schreiber shows the new ETA system on his smartphone. Source: Leon Schreiber/X

AI will play a central role in streamlining the application process. “The ETA will include world-class cybersecurity systems and live monitoring by AI-powered risk engines.” Applications are expected to be processed in a matter of hours,” Schreiber said.

Home Affairs has indicated willingness to work with industry stakeholders to ensure awareness of the rollout. “We would be very happy to work with the Department of Tourism and SA Tourism to promote the ETA abroad,” said Schreiber. “We believe this is a game changer for the tourism industry.”



Thank you for taking the time to read the annual Tourism report.