



Mossel Bay Tourism Quarterly Report

Date: 1 July 2024 – 30 September 2024

Author: Lieschke Steven- Jennings
Chief Operations Officer

Table of Content

Table of Content	2
Board of Directors – Mossel Bay Tourism	3
Brand Exposure, Marketing and Gifts	4
IRONMAN	14
Social Media	16
Events attended and Supported	26
PR, Media & AVE STATS Report	45
FAMtrips.....	65
Cruise Tourism.....	66
Newspaper and Magazine Article	67
Staff update and development	67
Membership	71
Board Meetings	73
The Towns House.....	74
Educationals	76
Main event Highlight	80
General update.....	81
Update on Approved Budget	Error! Bookmark not defined.

Board of Directors – Mossel Bay Tourism

Please note that the following report only contains a few highlights. You will be reading for days if we had to report on absolutely everything we accomplish every quarter.

A huge thank you again to our Mossel Bay Tourism Board of Directors that work tirelessly to market our entire municipal area and remain phenomenal ambassadors for tourism. You have all made a significant difference over the past 18 months and all your time and efforts do not go unnoticed. We are genuinely blessed to have such a dedicated board that go above and beyond the call of duty. Thank you again.

Chairperson: Mark Furness
Vice-Chairperson: Emile Nel
Director: Carel Venter
Director: Venolea Fortuin
Director: Mario Febbraio
Director: Andrea Bradfield

Andrea Bradfield



Emile Nel



Carel Venter



Mark Furness



Mario Febbraio



Venolea Fortuin



Brand Exposure, Marketing and Gifts

Just a few highlights mentioned below:

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



10 July 2024 – Meet and Greet at Reed Valley



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



12 July 2024 – ICONIC Ysters visit one of their main sponsors, Bon Game Farm



20 July 2024 – Mayoral Walk in aid of Stephan Knuppe



4 August 2024 – 12 gifts for Business Chamber



8 August 2024 – Mayor Dirk Kotze appears on "Ysters op die Landgoed" to talk about our area and the ICONIC brand. The Mayor continues to be an exceptional ambassador for tourism.



22 August 2024 – Mayor Dirk Kotze meets up with Erns Grundling from TV show Elders on his trip in Mossel Bay



25 August 2024 - brand all the way in Australia, Brisbane, Sunshine Coast.



7 September 2024 – Opening of the Sports Festival



9 September 2024 – MAYCO takes ICONIC to Cape Town. Yet more phenomenal ambassadors for tourism.



17 September 2024 – Speaker Venolea Fortuin gifts the Youths initiative



18 September 2024 – Mayor Dirk Kotze visits Bon Game Farms Hovercraft



19 September 2024 - Milkwood Primary School bids farewell to long-serving ICONIC headmaster Mr. Van Wyk Dames



21 September 2024 - KYKNET BUITE EXPO IN ICONIC MOSSEL BAY. A very special thank you to Alderman Dellelijn that basically lives in his ICONIC shirts. Thank you!



21 September 2024 – Opening of the Muse Festival



23 September 2024 – 40 Gift bags going all the way to China Roadshow. A very special thank you to Monica from Skydive Mossel Bay for making this possible.




23 September 2024 - King of the Waves



27 September 2024 – Tourism bakkie at the Launch of the Route 12




30 September 2024 – Mossel Bay Squash Club

 **Garden Route Junior Open**
9 hours ago · 🌐

Finals Day at **Mossel Bay Squash Club!**
Congratulations to all the prize winners! We are grateful to have shared this weekend with all the players and parents 🙌!

Thank you once again to our amazing sponsors and partners 🙏👉👈!

Mossel Bay Tourism
Squash Buddy
Veldskoer Shoes
Plakkie South Africa
Harrow Squash



IRONMAN

18 September 2024 – 60 days to go!!!



Mossel Bay Tourism

about an hour ago · 🌐



IRONMAN 70.3: WHERE HEROES ARE MADE - 60 Days to go!

Mossel Bay is buzzing with excitement as we count down to the third ISUZU IRONMAN 70.3 event, taking place on Sunday 17th November!

The wait is almost over, and we can't wait to welcome athletes and spectators from around the globe to our stunning coastal town!

We're thrilled to host the third ISU... [See more](#)



30 September 2024 - BAYETHE MULTISPORT ACADEMY'S WILLIAM BENNETT OFFERS THE ICONIC YSTERS SOME ADVICE TO SUPPLEMENT THEIR TRAINING
This afternoon veteran IRONMAN South Africa athlete and Mossel Bay local Will Cзве Bennett met with the ICONIC Ysters team to offer some advice on supplements for race day.

After failing to complete his first attempt at completing the IRONMAN in Gqeberha a few years back, William founded Bayethe Multisport Academy to offer coaching, team support and everything he needed in that first IRONMAN to other aspiring athletes. William has since gone on to complete multiple IRONMAN events across South Africa including the IRONMAN 70.3 Mossel Bay.

In fact, William played a vital role behind the scenes in helping bring the IRONMAN 70.3 to ICONIC Mossel Bay.

Since 2022, Mossel Bay Tourism and the Mayoral Fund have sponsored entries to IRONMAN 70.3 Mossel Bay for Bayethe Multisport Academy. We look forward to continuing this partnership.

Bayethe will have 15 athletes competing in the IRONMAN 70.3 Mossel Bay this year. The popular Bayethe Pasta Evening will be on the 15 November 2024 , once again at CBS Café.

Bayethe recently launched Bayethe EC with a brilliant young Team situated in Addo Eastern Cape and we had a Team racing at the Great Zuurberk Trek. The EC team also hosted a successful Fun Race.

SEESA remains a great support of Bayethe and we are continuing our relationship into 2025.

They had a great Race at Race2Hermanus with Bonga racing his best swim yet and he achieved position 4 overall. They will be having 2 Athletes racing the Knysna Triathlon this year as well and that is gruelling Race, all while wearing the ICONIC brand.

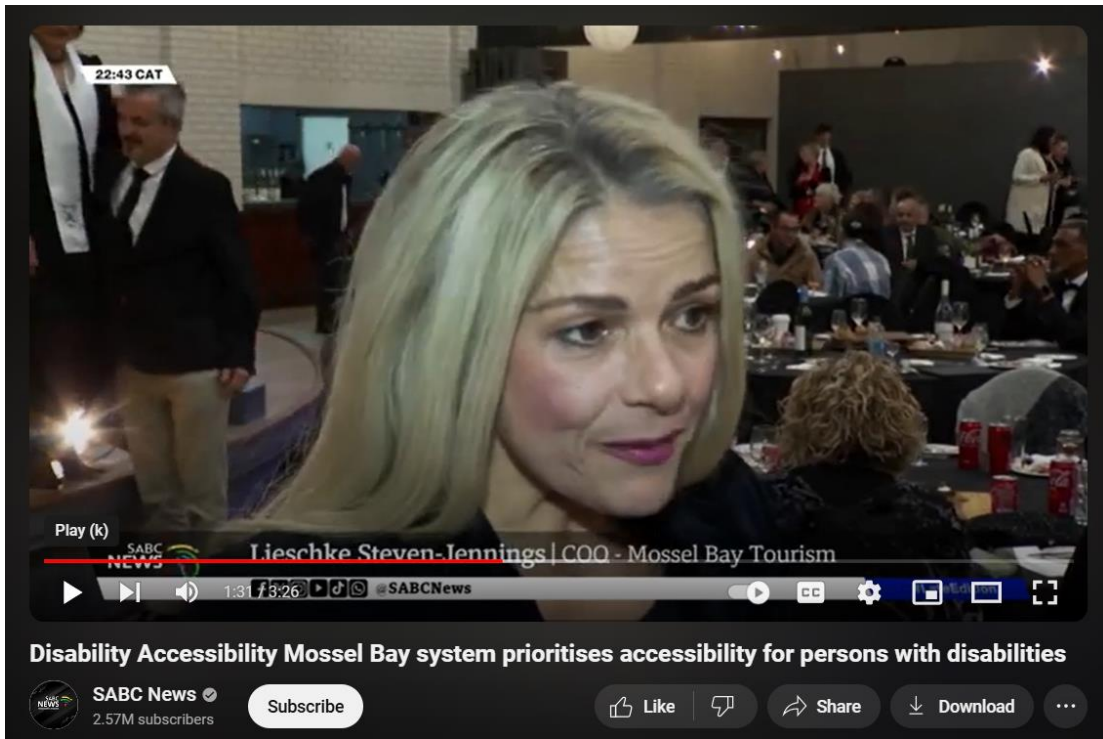


Social Media and AVE

10 July 2024 – Meet and Greet at Reed Valley



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](#)



26 August 2024 – Trending on TikTok. With our page growing from 52 to 260 followers in 1 month



Mossel Bay Tourism 7



@visitmosselbay

24 Following 260 Followers 720 Likes

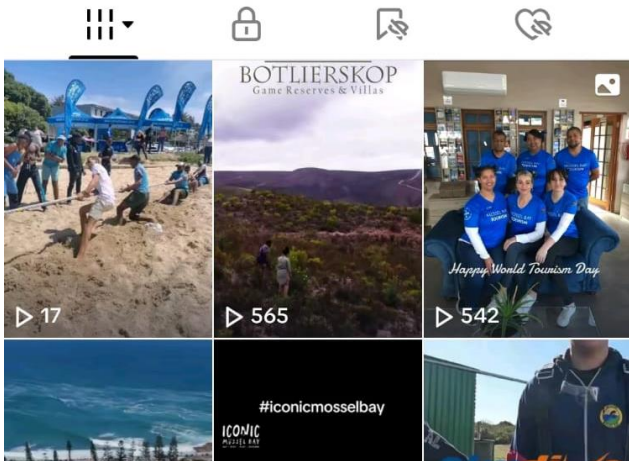
Edit profile

Share profile



Discover #MosselBay's ICONIC wonders!
Your go-to expert on all things Mossel Bay

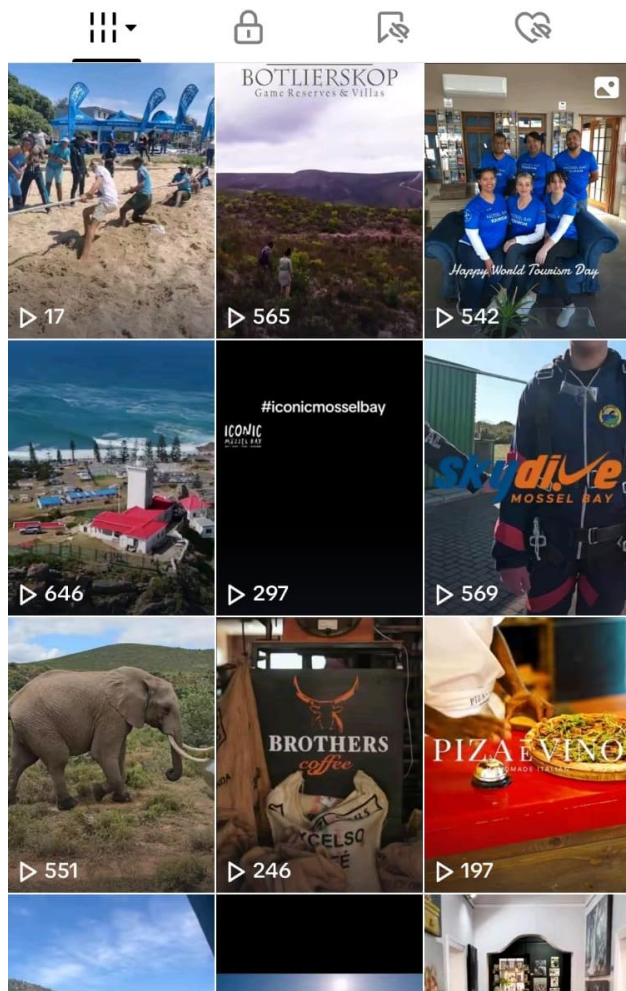
TikTok Studio | Instagram



Home Friends + Inbox 1 Profile

Mossel Bay Tourism 7

TikTok Studio | Instagram



Home Friends + Inbox 1 Profile

6 September 2024 – Casual Friday TikTok video viewed 3700 times on Facebook



A Facebook post from 'Mossel Bay Tourism' dated September 6 at 11:43 AM. The post features a TikTok video showing a group of seven people standing in front of a building with a large blue sign that says 'TOURISM'. The group is diverse in age and appearance, and some are making hand gestures. A TikTok watermark for '@visitmosselbay' is visible in the center of the video. The Facebook interface shows 71 likes, 4 comments, and 3.6K shares. A comment from 'Jessica Van Der Schyff' is partially visible at the bottom.

20 September 2024 – Broadcast on SABC news



A screenshot of a SABC News broadcast. The main image shows a coastal scene with a rocky cliffside and a wooden walkway leading down to the ocean. Several people wearing bright blue raincoats are walking along the path. In the bottom left corner, there is a '07:08 CAT' time indicator. The SABC News logo is in the bottom left, and the text 'Pinnacle Point Caves | Mossel Bay, Western Cape' is displayed in the center. Below this, there are social media icons and the handle '@SABCNews'. In the bottom right corner, there is a '#MORNINGLIVE' tag. A small inset video in the bottom right shows a woman in a black suit signing. At the bottom of the screen, there is a 'Heritage Month| Explore the Pinnacle Point Caves' banner, the SABC News logo with '2.57M subscribers', a 'Subscribe' button, and a row of interaction buttons: 'Like', 'Comment', 'Share', 'Download', and a menu icon.

9 September 2024 – The Mayor updated his cover image.



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](#)



**WORLD
TOURISM
DAY 2024**
**TOURISM
AND PEACE**

27 September 2024 - Responses to the launch of the Route 12 from members and the public.

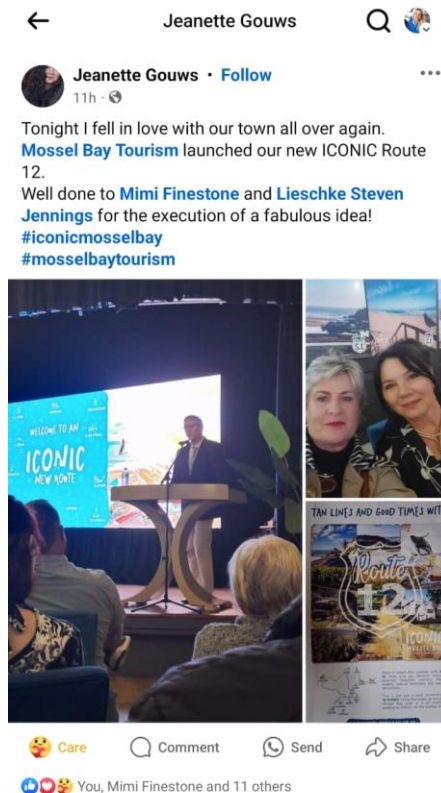
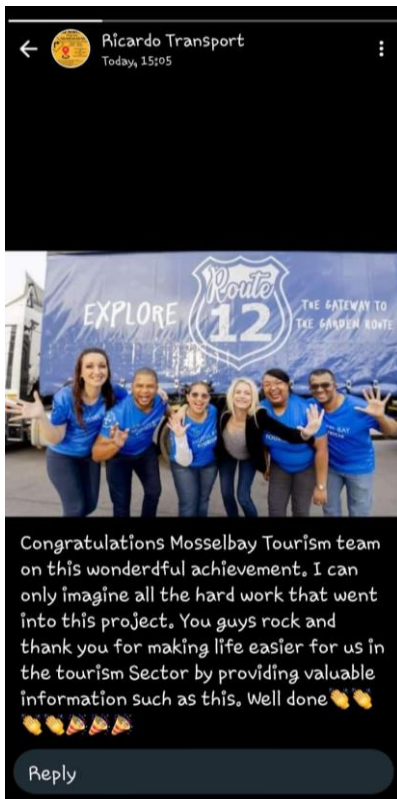


Mayor Dirk Kotzé updated his cover photo.

2 days ago · 🌐



27 September 2024 – Launch of the Route 12 feedback from members



Mayor Dirk Kotzé
50m · 🌐



SHOWING OFF MOSEL BAY'S ICONIC ROUTE 12!

Thank you [Mossel Bay Tourism](#) for donating these ICONIC Route 12 images to the Office of the Executive Mayor.

This afternoon I am meeting with Principal Administrator in my Office Mr Willie Conradie and Senior Manager for Corporate Services Mr Joubert Coetzee to see how these iconic images can be incorporated into the reception area and Office of the Executive Mayor.

#iconicmosselbay #GROWEconomy



Mayor Dirk Kotzé's Post



Lieschke Steven Jennings, Cheslin Trompeter and 38 others 2 con

Like Comment Copy Share

Most relevant ▾

Digital Nomad
Love the Mossel Bay Tourism & The Town House Mossel Bay team 🙌❤️🔥
2d Love Reply 3 🗨️👍👏

Annemarie Dellemijn
Julle entoesiasme is aansteeklik!! Dankie vir jul passie vir ons mooi dorp🙌

Jacques Roux

How can the tourism community that actually work with the numbers get involved with this 12 passport concept? Mossel Bay Tourism should try reaching out to those who actually bring the numbers to the town.



1h Like Reply 1 🗨️

View previous replies...

Lieschke Steven Jennings
Jacques Roux Dear Jacques. Route 12 was only launched last night as part of our ICONIC campaign. [Mossel Bay Tourism](#) will reach out to you directly with more info. In the meantime, feel free to visit our website @www.visitmosselbay.co.za and click on route 12. Thank you.

VISITMOSELBAY.CO.ZA
Things to do in Mossel Bay, Mosselbaai • Eat • Stay • Pla...

36m Like Reply 1 🗨️

Jacques Roux
Lieschke Steven Jennings Those residents in Danabaai must not get a fright when the big tour busses start



Lieschke Steven Jennings

Jacques Roux Dear Jacques. Route 12 was only launched last night as part of our ICONIC campaign. [Mossel Bay Tourism](#) will reach out to you directly with more info. In the meantime, feel free to visit our website @www.visitmosselbay.co.za and click on route 12. Thank you.

VISITMOSELBAY.CO.ZA
Things to do in Mossel Bay, Mosselbaai • Eat • Stay • Pla...

36m Like Reply 1 🗨️



Jacques Roux

Lieschke Steven Jennings Those residents in Danabaai must not get a fright when the big tour busses start rolling in. Love the concept and I'm sure it will do well.

18m Like Reply



Lieschke Steven Jennings

Jacques Roux Thank you Jacques! Much appreciated. Look forward to further collaboration.

Just now Like Reply

Replying to Jacques Roux · Cancel

<  **Nastassja Potgieter**
10h · 🌐

Tan Lines and Good Times #Route12 #mosselbaytourism

What a privilege to be part of this evening. The launch of Route 12 - Eat, Stay, Play, Explore the greater Iconic Mossel Bay 🍷🍷
12 amazing towns surrounding Mossel Bay - so make sure to extend your stay, not to miss out on these hidden gems.



👍 Like 💬 Comment 📧 Send

👍❤️ Claire Jonker and 8 others

 **Mimi Finestone**
#iconicmosselbay
Just now Like Reply

<  **Crystal-Lee Young**
16h · 🌐

Let the journey begin
www.visitmosselbay.co.za

#food #tourism #travel #gardenroute #september
#happy #exploreeverything #iconic #route12
#goodtimes #culturallandmarks #journey #beaches
#bush #wildlife #roadtrip #gravel #holiday



👍 Like 💬 Comment 📧 Send ➦ Share

👍❤️ Jessica Van Der Schyff and 8 others

1 share

Most relevant ▾

 **Mimi Finestone**
#iconicmosselbay
Just now Like Reply

30 September 2024 – We now have 72K followers on Facebook



Mossel Bay Tourism

65K likes · 76K followers



👍 Liked 💬 Message 🔍 Search

Posts About Mentions Reels Photos Videos More ▾





**TOERISME
MAAND”**



TOERISMEROETE GELOODS
September is Toerismemaand en op Vrydag, 27 September loods Mosselbaai Toerisme die nuutskepping, Roete 12. Hierdie inisiatief is ‘n welkome toevoeging tot die sukses van die groeiende gewildheid van die plesierbootseisoen. Die ICONIC Mossel Bay-veldtog en ons groeiende toerismebedryf word onder meer môre op my sosiale media-platforms gedeel.
Dankie veral, vanaf die Mosselbaai Raad aan ons Voorsitter van die Toerismeraad, Raadsheer Mark Furness, en Mosselbaai Toerisme se Bedryfshoof, Lieschke Steven-Jennings vir die span se volgehoue harde werk om Mosselbaai Toerisme tot nuwe hoogtes te laat groei.

STUKRAG VIR OMGEWINGSBEWARING
Baie geluk aan Erich Goold wat as eerste voorsitter van die nuutgestigte Mosselbaai Omgewingsbewaring NPC se direksie verkies is. Erich sal bygestaan word deur Scott Thompson en Erika van der Westhuizen as onder-voorsitters. Sowat 20 bewaringsinstansies en organisasies het onderneem om saam te werk om omgewingsbewaring vanaf die walle van die Gouritsrivier tot by Glenatana en die onmiddellike binneland te bevorder en te koördineer. Ek is ook opgewonde oor die hernuwing van ‘n gedeelte van Harry Giddey Park vir gebruik as ‘n pikkewynrehabilitasiesentrum.

In vennootskap met die Bewarea Fora en ander plaaslike vennote beywer ons ons vir ‘n mariene beskermde gebied langs die ganse kuslyn van Mosselbaai.

Mayor Dirk Kotzé
30 September 2024 Die Wes-Kaapse LUR vir plaaslike regering en omgewingsake en ontwikkelingsbeplanning, minister Anton Bredell het tydens

Like Comment Share

Events attended and Supported

5 July 2024 - Mossel Bay Round Table Polar Plunge



10 July 2024 – Meet and Greet at Reed Valley



18 July 2024 – Nelson Mandela Day soup kitchen



24 August 2024 - World Heritage Site activation celebrates Cradle of Human Culture



10 August 2024 – Café Gannet's Festival of Wine '24



20 August 2024 – Local Tourism Organization Forum GR&KK



20 August 2024 - SATSA article



SATSA

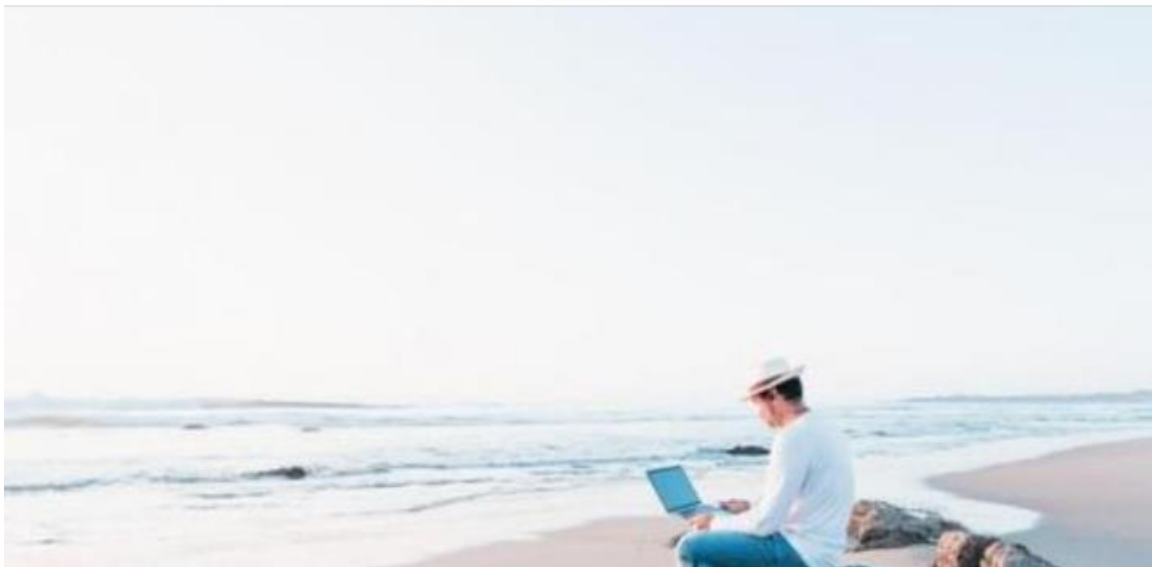
August 20 · 🌐



South Africa comes in at number 3 on Tourism Review's Top 10 Digital Nomad Visa Destinations 2024, showing the impact South Africa's recently implemented remote visa is already having on establishing our destination as a go-to for digital nomads.

Read more >> <https://www.tourism-review.com/countries-with-longest...>

[#SATSA](#) [#RemoteWorking](#) [#DigitalNomad](#) [#RemoteVisa](#)



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



SATSA News

This year's SATSA Conference, themed "This Is Us," created a powerful space for vulnerability, storytelling, and shared experiences. The event fostered a sense of camaraderie while focusing on the industry's recovery and the importance of collective healing.

SATSA Chairperson **Oupa Pilane** captured the industry's dedication: "In this room, we are joined by more than 280 men and women who spend their lives making South Africa beautiful in the eyes of all the tourists who visit our country...working day and night, despite all the continuous challenges we face."

SATSA CEO **David Frost** set the tone in his opening address, emphasising the power of storytelling and encouraging attendees to share their experiences of resilience and growth. "In a world saturated with readily available information, we often mistake it for knowledge and wisdom. True wisdom comes from shared experiences and narratives," he said, encouraging attendees to "get up and tell their story and be vulnerable."

This resonated throughout the conference. Gillian Saunders, Independent Tourism and Hospitality Consultant, captured the industry's spirit during challenging times: "We fought in the trenches together. We didn't win all the battles, but we won some. Everyone went the extra mile. We were 'us'. People wanted to contribute to something bigger than themselves."

Attendees highlighted the interconnectedness of the tourism ecosystem. **Robbie Brozin's** visionary work on urban upliftment in Johannesburg illustrated the profound links between tourism, social change, and economic growth. Brozin emphasised the urgency of action: "This is a we, the people moment. This is the last chance we have. If we don't sort out Joburg, again, the next 5 years, who's going to fix it?" He also highlighted often-overlooked contributors: "We've got to make the invisible, visible... The only people holding Joburg together are the invisible people that have been doing it for 30, 40 years."

Tourism Minister **Patricia De Lille** echoed the need for collaboration, announcing that tourism's contribution to GDP in Q1 2024 surpassed mining, transport, and agriculture combined. She emphasised continued public-private collaboration, particularly for the 2025 G20 Summit.

The conference showcased SATSA's tourism incubator programme. **Akash Singh**, Sigma CEO, expressed gratitude: "Thank you SATSA for being a catalyst. We are having connectivity for opportunities for linkages. We want to create jobs and change the economy. There will be no tourism if the economy isn't good."

Lindiwe Sangweni-Siddo, COO City Lodge Hotel Group, added: "We are incredibly proud of our association with the SATSA incubator programme and the impactful work of companies like Sigma International. I hope the rest of our colleagues in our sector will realise the value-add proposition on offer!"

New SATSA Vice-Chair **Rachel Nxele** emphasised authentic community engagement: "We're trying to engage in authentic conversations... Communities want to be heard, seen and to be responsive, and we try and embrace that experience in all the areas in which we're working."

Adrian Gardiner, Executive Chairman at The Mantis Collection, praised the conference's new format saying: "The passion and commitments that were shown by all the participants and the informality of the representations was truly impressive." Director Mantis Collection **Paul Gardiner** added: "The key takeaway for me was to see how our industry is playing such an important role in building our staggering economy, we're becoming the standout sector, that shining light."

The SATSA conference not only celebrated the resilience of South Africa's tourism industry but also laid the groundwork for its continued growth and success. Ultimately, it was the people – the dedicated professionals, visionaries, and community members – who made this conference a resounding success, reflecting the true spirit of South African tourism and its capacity for renewal.



1 September 2024- Santos beach Auto Extremo



23 September 2024 – China Road Show attended by Monica from Skydive Mossel Bay.
Monica report the below:



General Feedback Market Briefing by Lisa, SAT China

- 130 million outbound Chinese tourists globally per annum. Top international spender.
- China was number one for growth in tourists to SA 2023 - up by 204% since before Covid.
- Western Cape received 34% of Chinese tourists to SA.
- Advantage of direct flights with Air China from Shenzhen and from Hong Kong with Cathay.
- Leisure tourism is predominant - middle aged couples and families, high end travelers, young worldly travelers.
- Chinese tourists are booking between 1 to 3 months in advance.
- Main sources are word of mouth on WeChat, OTAs or travel agents.

- Why do Chinese tourists choose SA? Less crowded, lesser-known areas, experiences, nature-based, activities they can't afford back home, customized experiences, food-based travel, educational.
- What differentiates SA? Scenery, combos like winery combined with horseradish, untapped & undiscovered, educational tours, local community interaction. Promoting SA in China



- SAT China will be doing promotions and rely on SA products to send content and fun facts about the destination. They will be rolling out sponsorship schemes to products for collaboration.
- Focus on eco-tourism and making SA a Chinese New Year destination.
- Baidu (online search platform like Google) campaigns.
- Mr. Ramaphosa's visit increased exposure for SA, encouraging cooperation and collaboration.
- New Visa requirements rolling out for large operators sending 5,000 or more tourists to SA, to decrease visa requirements and make it easier to bring tourists to SA. (BEIJING 1) Met with ERM Travels. They do niche eco-tours and volunteer programs. Clients like to get a certification. Their market likes to try new experiences. Emailed him links and Mossel Bay companies like Skipper Foundation, Oceans Research, White Shark Research and Africa Media.

2) Workshop

- Scheduled meetings of 48 agents, 17 showed up and 3 unscheduled.
- Very evident lack of knowledge of the Garden Route.



skydive
MOSSEL BAY

ICONIC
MOSSSEL BAY
SAY - STAY - PLAY - REPEAT

- Language barrier definitely a challenge and a translator are a must. SAT had arranged a translator for Mossel Bay in all 3 cities.
- “Wholesale” agents are more concerned about logistics and how to get there than the activities themselves.
- WeChat connections = 17 agents. Sent them all the Chinese version of the adventure brochure. 3 or 4 continued conversations. Need to source info on cycle tours. 3) Connected with Sense of Africa, part of Tourvest DMC. Arranged for legal requirements to be sent to me and scheduled a training date for their consultants. He said he doubts their agents know about all that is on offer in Mossel Bay and generally send their pax to Knysna. Messaged Lieschke that we will need a tourism rep to accompany me to JHB to train their consultants. SHANGHAI 1) Brunch meeting with New Star International (Contact from Sonja at Diaz Hotel). They have both been to Mossel Bay about 10 years ago and were pleasantly surprised at the activity and adventure offerings Mossel Bay now has. This couple are already sending customers to Mossel Bay and following our very fruitful and long meeting, are interested in seeing more.
- Both expressed a genuine and keen interest in what Mossel Bay has to offer and requested short videos of the activities and adventures that they could use in their marketing. 2) Workshop
- Scheduled meetings of 24 agents. 11 showed up plus 4 unscheduled agents.



- Our translator was not as good as in Beijing and I realised once again the importance of a good translator. It was clear that a lot of my explanations were lost in translation despite visual aids.
- Lack of knowledge of the Garden Route evident here as well but a general good interest in all the adventures.
- How to book, transport and logistics, time frame for each activity, safety and cost were the most common questions.

3) Met with Martin Wanghan,

Overseas Destination Marketing for ly.com, the second largest OTA in China. The Travel segment in WeChat is managed by them where they advertise using banners, landing pages and WeChat channels. You cannot operate in China as an individual or business without WeChat. It is their WhatsApp but far more advanced, as well as their information and social platforms taking the place of Google, Facebook and Instagram. Definitely an advantage to become familiar with the features and learn how to use it as a business for the Chinese market.

- Ly.com via WeChat is what the Chinese people use when they book their flights and hotels for travel.
- Advertising with them comes at a cost and Martin suggested a combined campaign particularly working with SAT China and organization's like Wesgro. We had a joint

meeting with Wesgro at the workshop, but he will set up an online meeting for us with SAT China after the road show.

- The advantage is that they can increase awareness of Mossel Bay and travel to South Africa using a more targeted audience. SHENZHEN 1) Workshop
 - 24 Scheduled meetings, 13 showed up.
 - Translator was OK but once again, I felt a lot was lost in translation.
 - Couple of operators that were interested in a more varied itinerary and particularly interested in skydiving. I will be following up with these agents during next week.
 - Common questions were around cost and personal safety in South Africa. 2) Pre-workshop meeting with DMC SA Magic Tours. Stanley felt that there wasn't enough time for skydiving and that because not everyone wants to skydive, they don't feel it's an attraction for their itinerary. Mostly older customers. Eric was very interested in Indalu elephant walks and hot-air ballooning. Will request short videos from these products to forward to Eric.

My suggestions:

- 1) To increase awareness of the Garden Route and Mossel Bay, we need to collaborate with other activities to do joint advertising campaigns, preferably with SAT, China. If there is an official or government association/authority involved, it will hold more weight.
- 2) Bigger groups will focus more on Cape Town and the cheapest possible offering with overloaded itineraries.
- 3) Need to source and focus on smaller agents that work with wealthier, more open-minded customers.
- 4) We had good responses and enthusiasm from people and agents that have already visited the Garden Route.
- 5) Unless a business can afford to visit China annually and build on relationships and thereby help increase awareness, the most cost-effective way forward will be to focus on SA DMCs. Chinese agents and operators rely heavily on DMCs to help organize accommodation and transport requirements. DMCs that have representatives in China are most advantageous particularly regarding the language barrier.

21 September 2024 – Opening of the Muse festival



27 September 2024 – Launch of the Route 12







27 September 2024 – World Tourism Day Tug-of-War



PR, Media & AVE STATS Report

Facebook Stats 1 July 2024 – 30 September 2024

Facebook visits 51K ↑ 47.6%



Performance

Reach 746.3K ↑ 4.2%

Content interactions 34.2K ↓ 20.3%

Followers Lifetime 76.1K

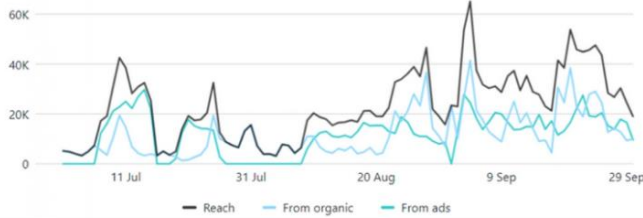
Link clicks 6.4K ↑ 260.2%

Reach breakdown

Total 746,264 ↑ 4.2%

From organic 388,021 ↓ 24.8%

From ads 399,593 ↑ 69.6%



Facebook follows

15.3K ↑ 125.8%



Interactions

34.2K ↓ 20.3%

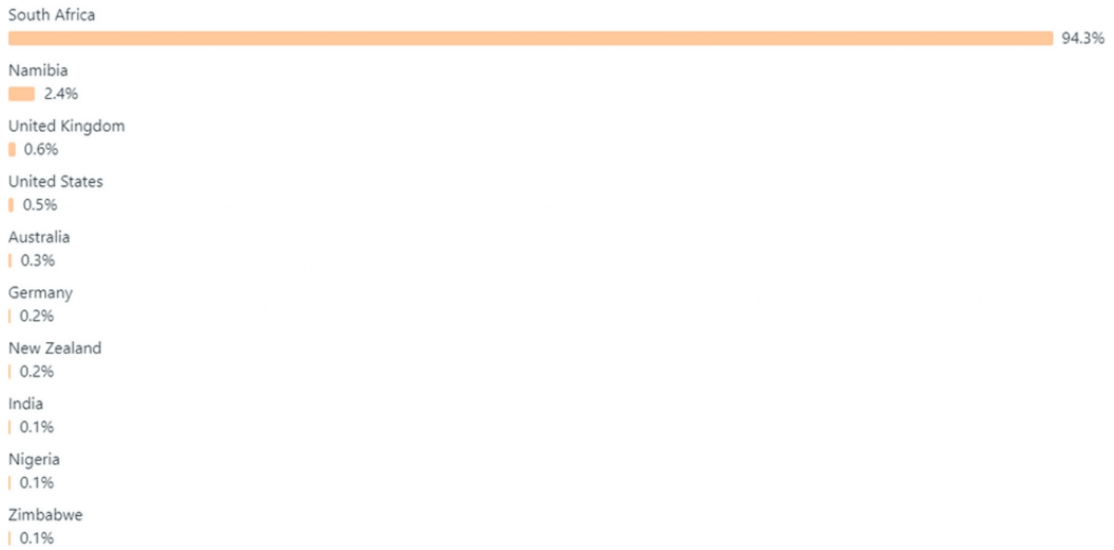
Post interactions by period



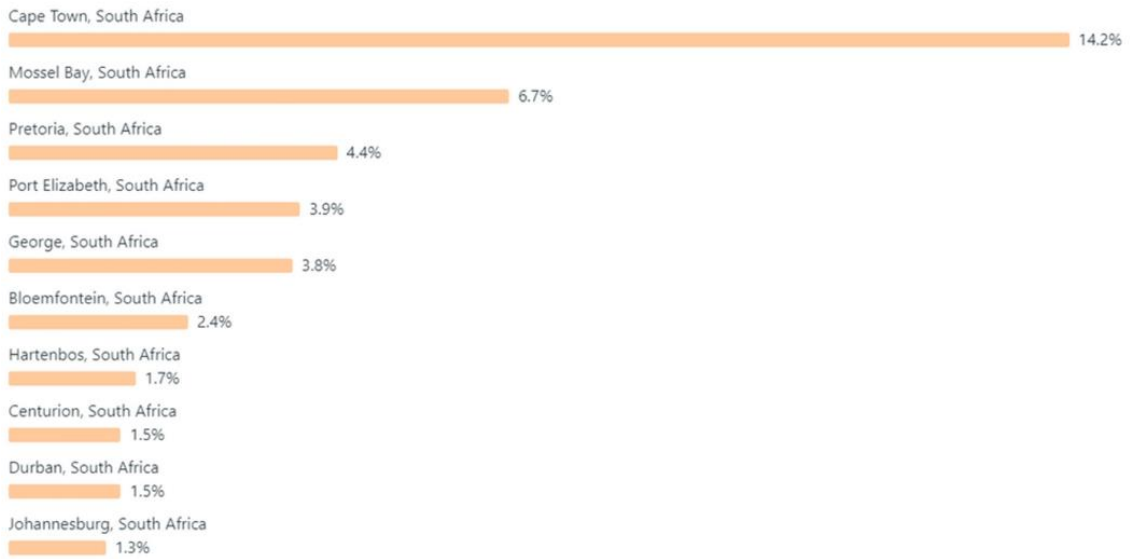
Post interactions by media type



Top countries



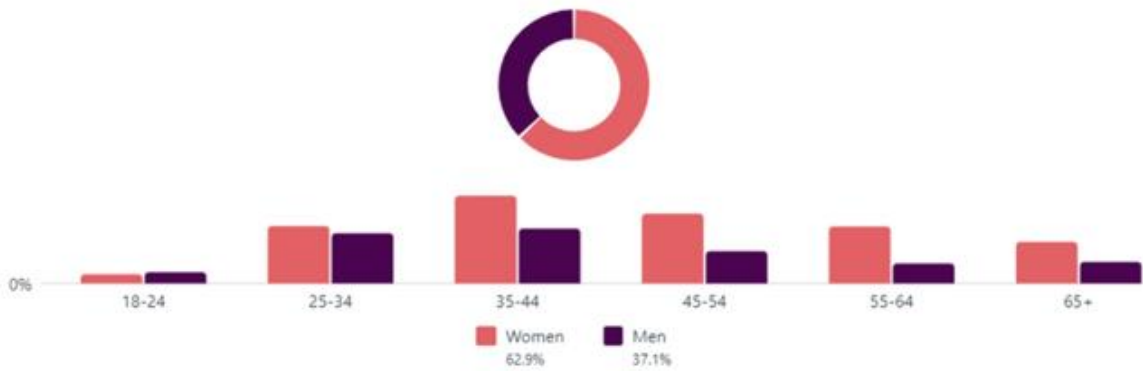
Top towns/cities



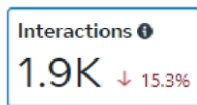
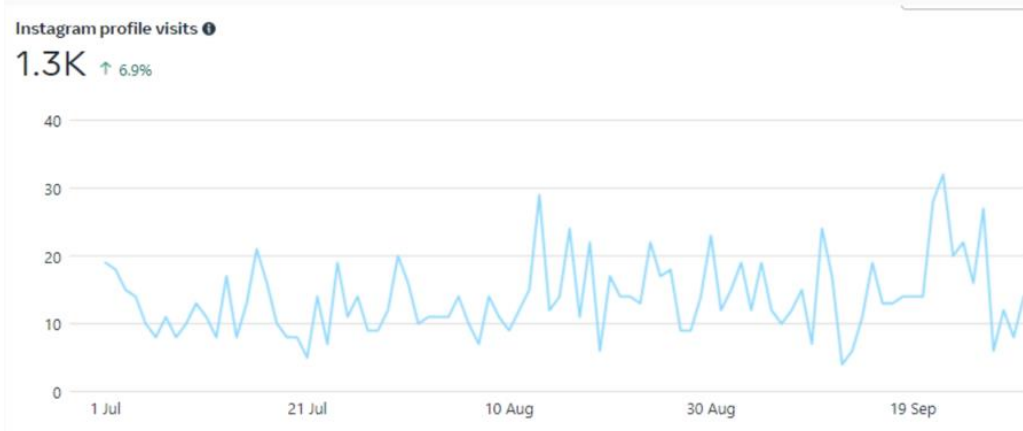
Facebook followers ⓘ

76,112

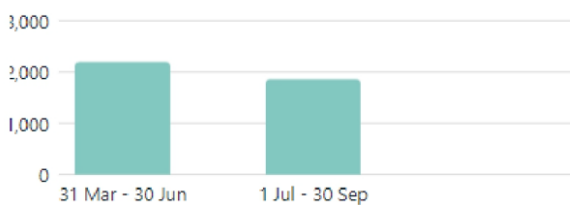
Age & gender ⓘ



Instagram Stats 1 July 2024 – 30 September 2024



Post interactions by period



Post interactions by media type



Top countries



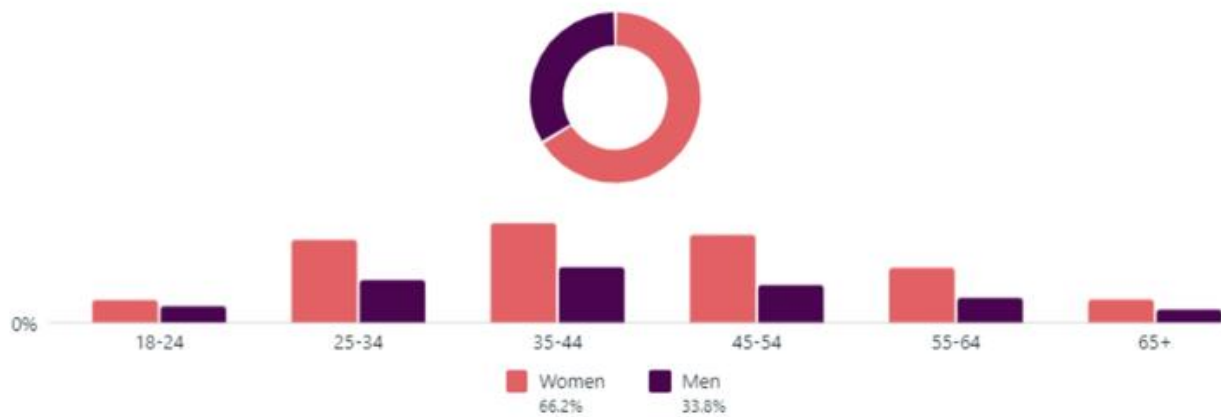
Top towns/cities



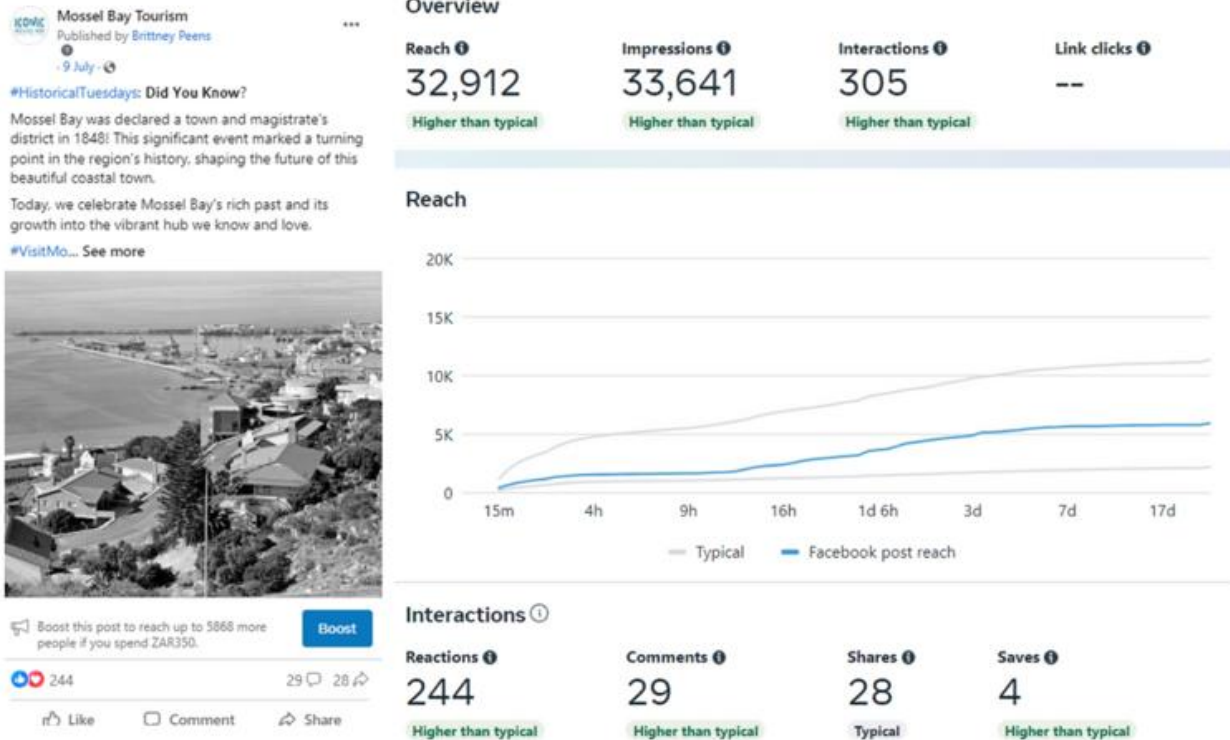
Instagram followers ⓘ

6,917

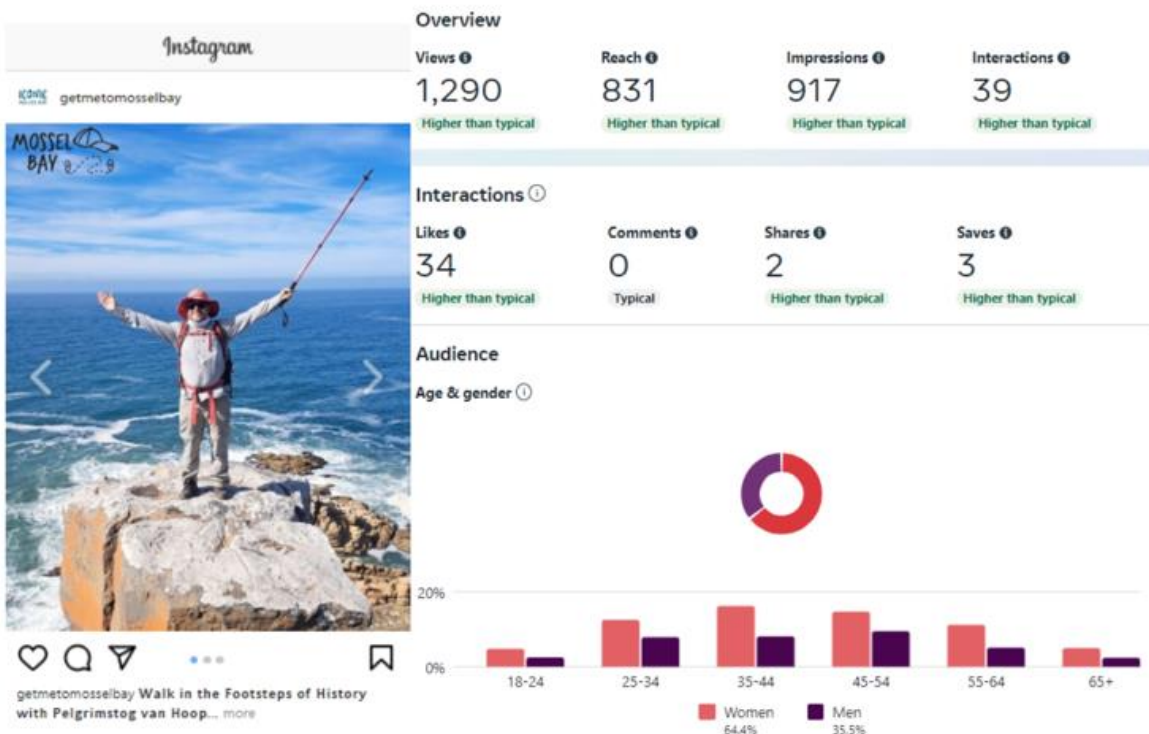
Age & gender ⓘ



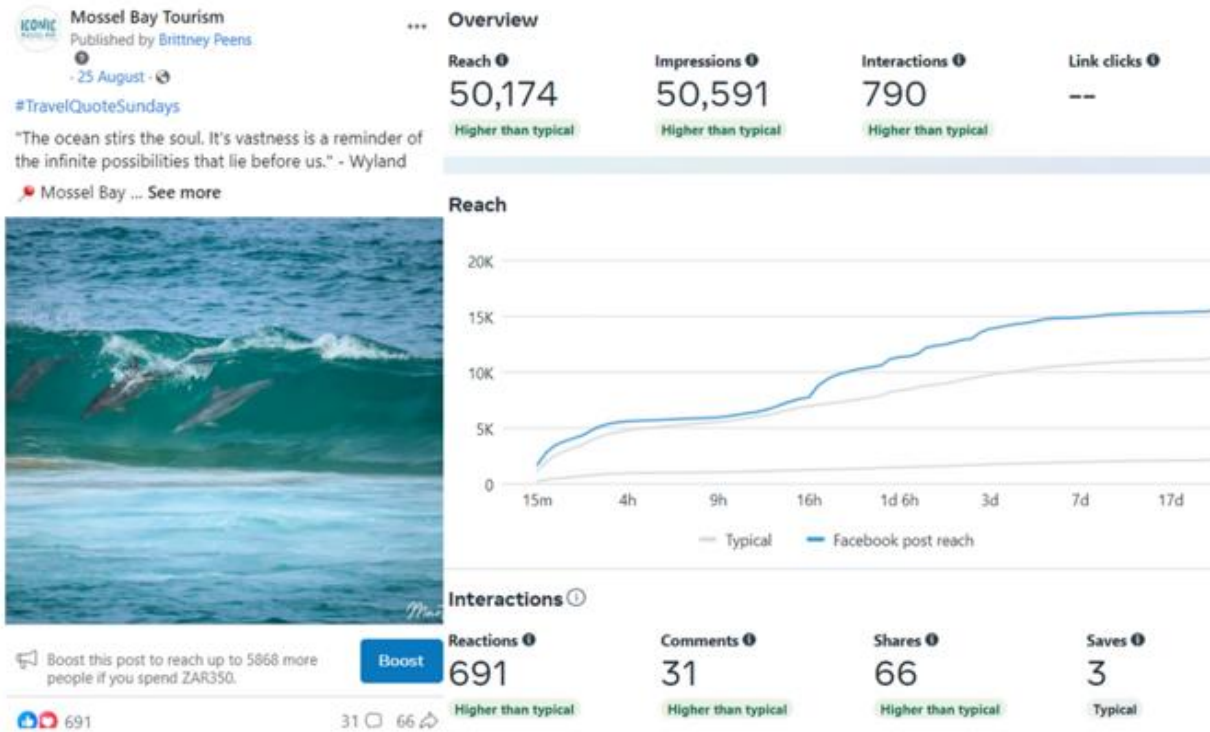
Best performing post on Facebook- July 2024



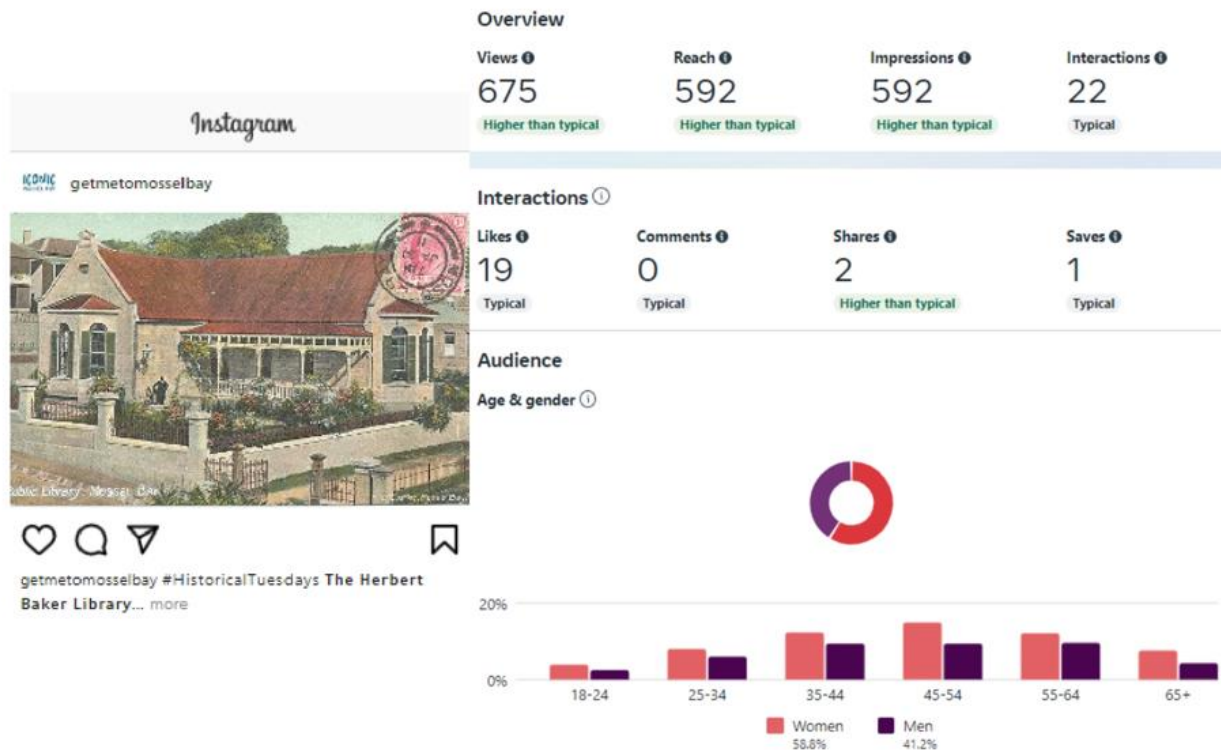
Best performing post on Instagram -July 2024



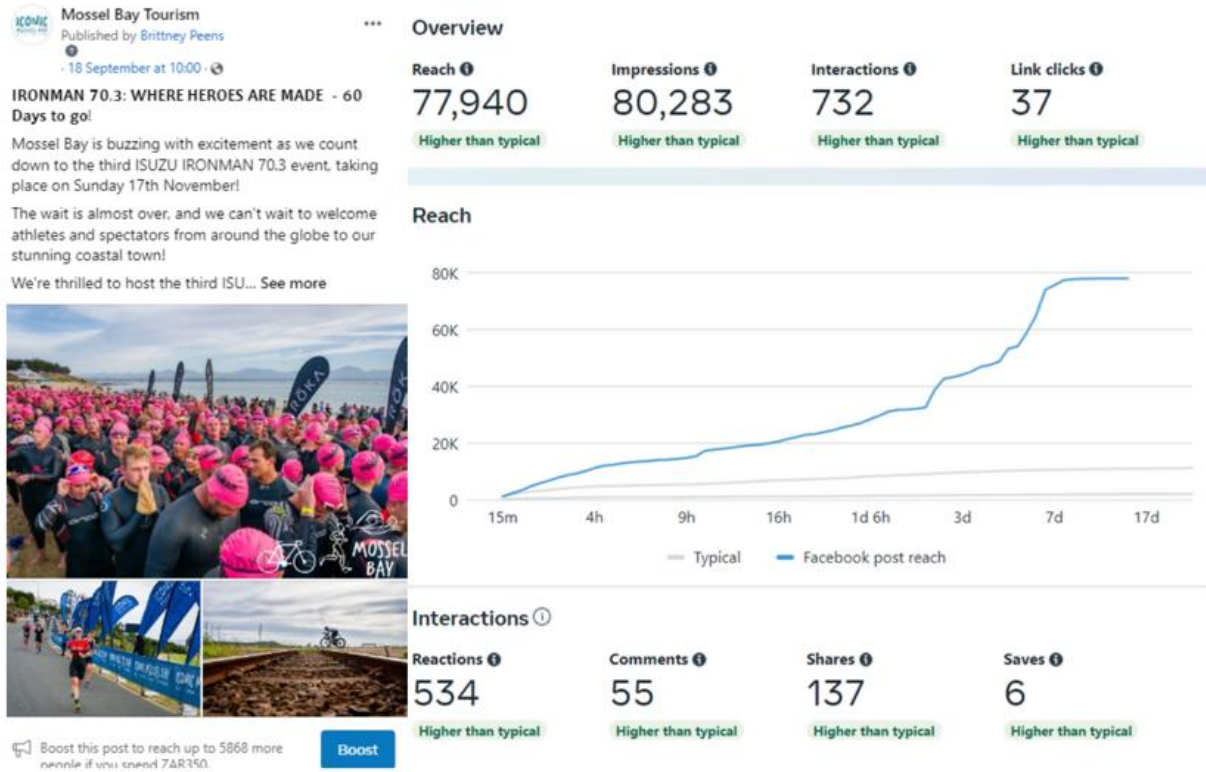
Best performing post on Facebook – August 2024



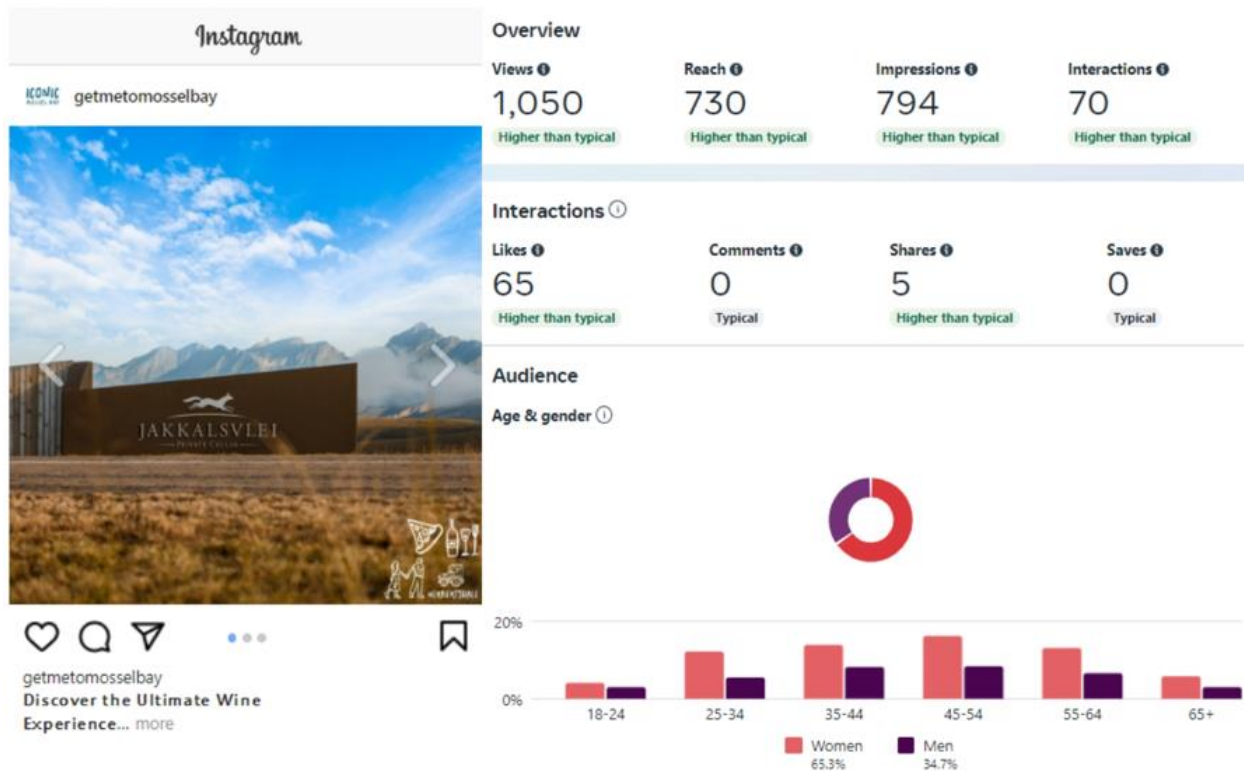
Best performing post on Instagram – August 2024



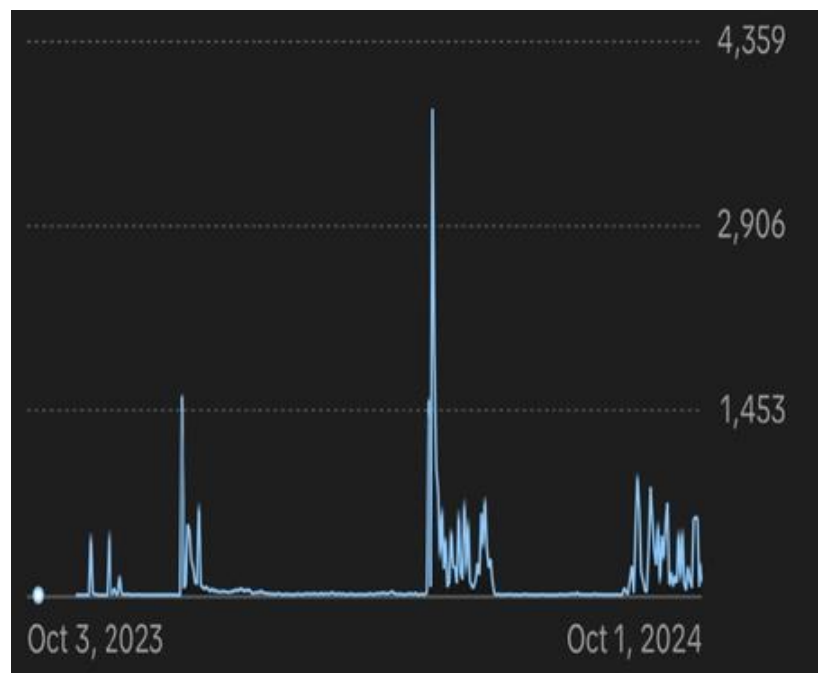
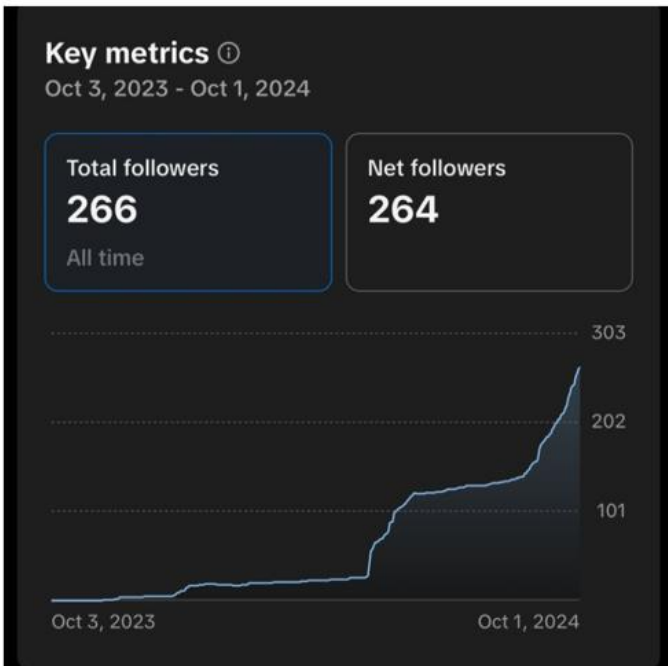
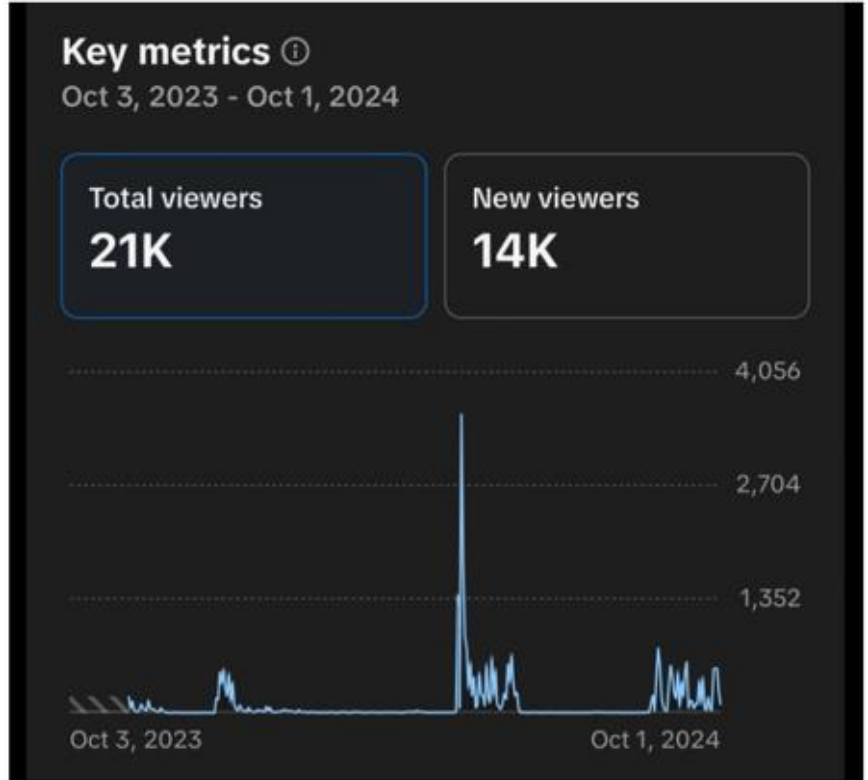
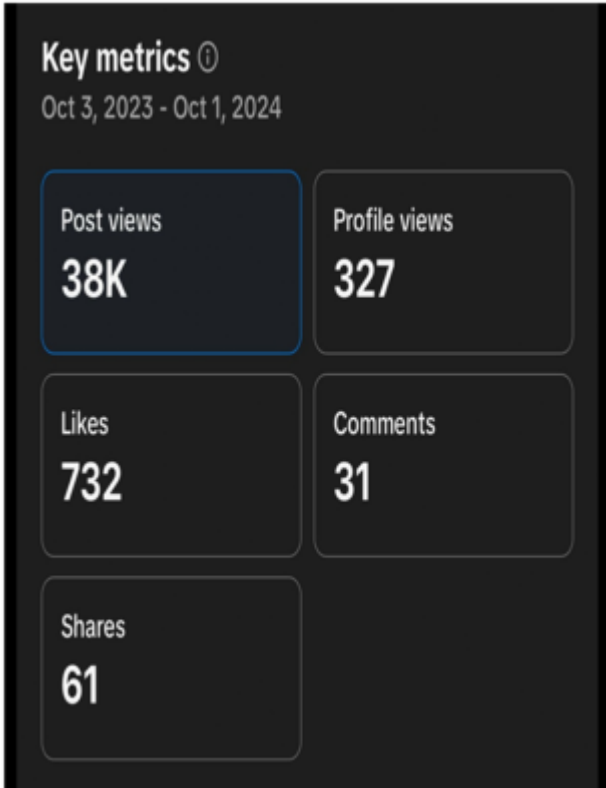
Best performing post on Facebook – September 2024




Best performing post on Instagram – September 2024





TikTok Stats





Most views Most new viewers Most likes


- 


Don't miss out on the Six Gun Grill Official Trans Agulhas Chall...
4346 views in the last 365 days
Posted on Dec 26, 2023
- 


The Six Gun Grill Official Trans Agulhas powered by #ICONIC...
1427 views in the last 365 days
Posted on Dec 29, 2023
- 

The Trans Agulhas Challenge: An #ICONIC Display of Bravery, Pers...
905 views in the last 365 days
Posted on Jan 4
- 

The IRONMAN Merchandise & Expo Come and support the IRONMA...
790 views in the last 365 days
Posted on Nov 16, 2023
- 

#Repost, Get up close and personal with nature's majesty...
785 views in the last 365 days
3 wk. ago
- 


#Repost Taste the best of #ICONIC Mossel Bay! Cape Sai...
660 views in the last 365 days
6 days ago
- 


Mondays in Mossel Bay 🤔 #iconicmosselbay #fyp #demur...
645 views in the last 365 days
Posted on Aug 26
- 


Escape to the ultimate coastal getaway at Protea Hotel by Mar...
601 views in the last 365 days
1 mo. ago

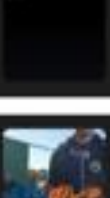
Your top posts ⓘ


Most views Most new viewers Most likes

- 


#Repost Taste the best of #ICONIC Mossel Bay! Cape Sai...
660 views in the last 7 days
1 wk. ago
- 


#Repost At #ICONIC Mossel Bay nature's beauty awaits around e...
570 views in the last 7 days
5 days ago
- 


Everyday is Tourism day for us 🇿🇦 Happy World Tourism Day!! #ic...
549 views in the last 7 days
6 days ago
- 


ICONS till the end 🇿🇦 Ending World Tourism Month on a high...
282 views in the last 7 days
3 days ago
- 


Yes, we are kings of the waves!!!! #southafricatiktok 🇿🇦 #MosselB...
48 views in the last 7 days
1 wk. ago

- 

#Repost Experience the ultimate rush in #ICONIC Mossel Bay! Fr...
22 views in the last 7 days
2 wk. ago
- 

#Repost In #ICONIC Mossel Bay, we have it all! Get up close and...
16 views in the last 7 days
2 wk. ago
- 

#Repost, Get up close and personal with nature's majesty...
15 views in the last 7 days
3 wk. ago
- 

#Repost In #ICONIC Mossel Bay, we have it all! Savour the flavou...
9 views in the last 7 days
2 wk. ago
- 

Did someone say hovercraft 🤔 At Bon Game Farm they have it all...
6 views in the last 7 days
3 wk. ago

AVE Stats 1 July 2024 - 30 September 2024

AVE
R 1 517 987.40

Print: R 317 524.07

Broadcast: R 198 466.66

Online: R 1 001 996.67

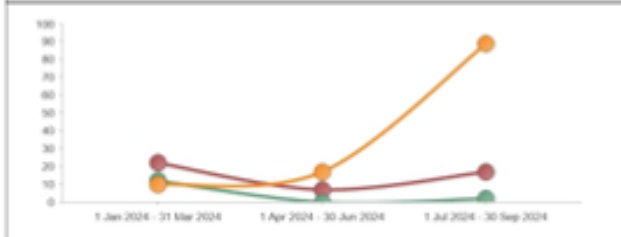
Overview:
 Overall clip count for Mossel Bay Tourism increased in 1 Jul - 30 Sep 2024 compared to 1 Apr - 30 Jun 2024 by 84 mentions or as a difference of 350%

Clip Count
 1 Jul - 30 Sep 2024's individual service result shows that print has increased by 10 (143%) clippings to 17, broadcast is up by 2 (100%) to 2, and online increased by 72 (424%) to 89 - The total combined for 1 Jul - 30 Sep 2024 was 108, up on the previous of 24.

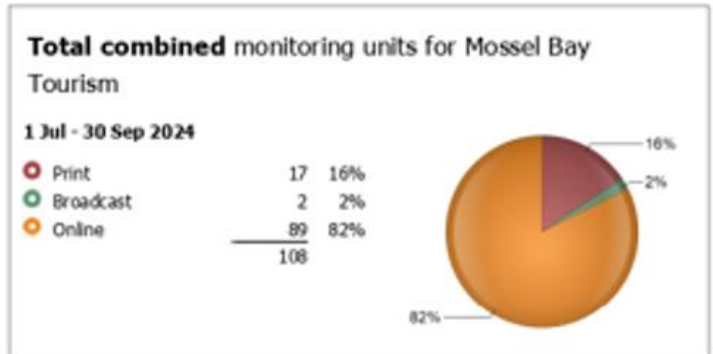
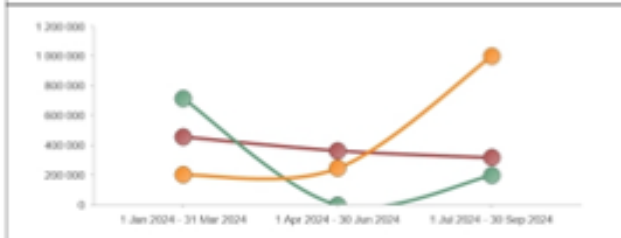
AVE
 1 Jul - 30 Sep 2024's individual service result shows that print AVE has decreased by R47 031 (13%) to R317 524, broadcast is up by R198 467 (100%) to R198 467, and online increased by R755 263 (306%) to R1 001 997 - The total combined for 1 Jul - 30 Sep 2024 was R1 517 987, up on the previous of R611 289.



Clip Count	1 Jan - 31 Mar 2024	1 Apr - 30 Jun 2024	1 Jul - 30 Sep 2024		
Print	22	7	17	▲ 143%	10
Broadcast	12	0	2	▲ 100%	2
Online	10	17	89	▲ 424%	72
	44	24	108		



AVE	1 Jan - 31 Mar 2024	1 Apr - 30 Jun 2024	1 Jul - 30 Sep 2024		
Print	458 149	364 555	317 524	▼ 13%	-47 031
Broadcast	714 456	0	198 467	▲ 100%	198 467
Online	202 052	246 734	1 001 997	▲ 306%	755 263
	1,374,657	611 289	1 517 987		



- | | |
|--|---|
| <p>Print</p> <ul style="list-style-type: none"> Clip Count AVE Publication Media Type Media Group Region Byline <p>Broadcast</p> <ul style="list-style-type: none"> Clip Count AVE Media Type TV Station Radio Station Region <p>Online</p> <ul style="list-style-type: none"> Clip Count AVE Website Byline | <p>1 Jul - 30 Sep 2024</p> <ul style="list-style-type: none"> 17 R 317 523.96 Mossel Bay Advertiser (8) Local Urban Newspaper (10) Community (11) Western Cape (12) Mike Finch (1) <ul style="list-style-type: none"> 2 R 198 466.66 Paid (2) SABC News (1) N/A (0) South Africa (2) <ul style="list-style-type: none"> 89 R 1 001 996.67 Mossel Bay Advertiser (10) Supplied Content (6) |
|--|---|

Mossel Bay mayor Dirk Kotze talks Iconic Mossel Bay

Mossel Bay Golf Club and Estate. Nick van Noordwyk from the Estate says that people who move to the area are looking for a safe environment, lifestyle, a functioning municipality. Mossel Bay municipality mayor Dirk Kotze talks about establishing the Iconic Mossel Bay brand. This includes running the Great Escape to Mossel Bay campaign. Int: Mossel Bay Municipality : Mayor : Dirk Kotze : Nick van Noordwyk : Mossel Bay Golf Club & Estate Logo: Ping : ADT

Home | South Africa

Inaugural Santos Beach car show a success in Mossel Bay

Vintage and sports cars were on display at the show.

Image Credits : Facebook: Car Spotting SA/Blake Du Plessis


Tanya Krause
1 September 2024,
20:06 [SAST]

Disability Accessibility Mossel Bay system prioritises accessibility for persons with disabilities

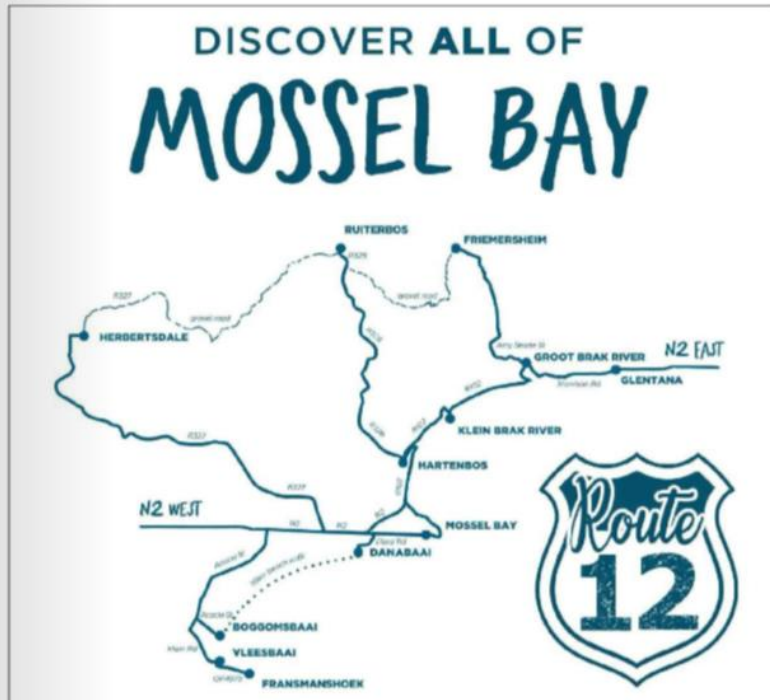
A new initiative has been launched in Mossel Bay in the Western Cape to grade businesses' accessibility for people with disabilities. Disability Accessibility Mossel Bay, or DAM, is a 5-star rating system designed by persons with disabilities for persons with disabilities. The project aims to make restaurants, 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. Int: COO : Western Cape Social Development : Jacques Mostert : Jaco Londt : Mossel Bay : Chairperson : Minister : Co-Founder : Mayor : Dirk Kotze : Mossel Bay Tourism : Dianne Hobbs : Lieschke Steven : DAM

South 

Discover All Of Mossel Bay (Part 1) 

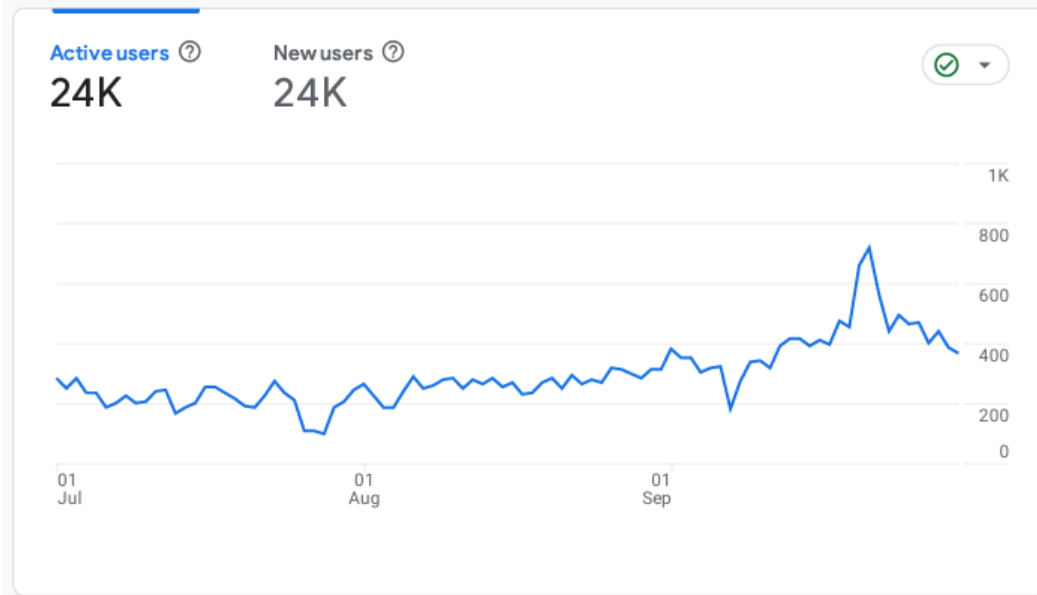
Jul 2024 1 

AVE: R 22 510.80



Mossel Bay Tourism Websites Stats since new website soft launch.

Acquisition overview 1 July – 30 September 2024



Sessions by **Session manual sou...**

SESSION MANUAL ...	SESSIONS
google	22K
m.facebook.com	782
bing	638
lm.facebook.com	522
visitmosselbay-co-za...	437
l.facebook.com	375
mosselbayzipline.co...	155

[View Manual campaigns](#) →

New users by **First user primary channel gro...**

FIRST USER PRIMARY CHA...	NEW USERS
Organic Search	17K
Direct	4.5K
Organic Social	1.5K
Referral	786

[View user acquisition](#) →

Sessions by **Session primary channel group...**

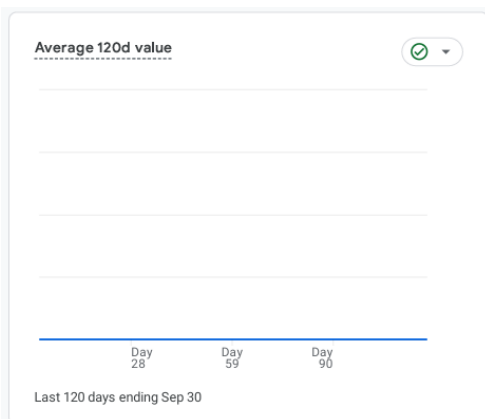
SESSION PRIMARY CHAN...	SESSIONS
Organic Search	23K
Direct	6.1K
Organic Social	1.8K
Referral	1.2K
Unassigned	96

[View traffic acquisition](#) →

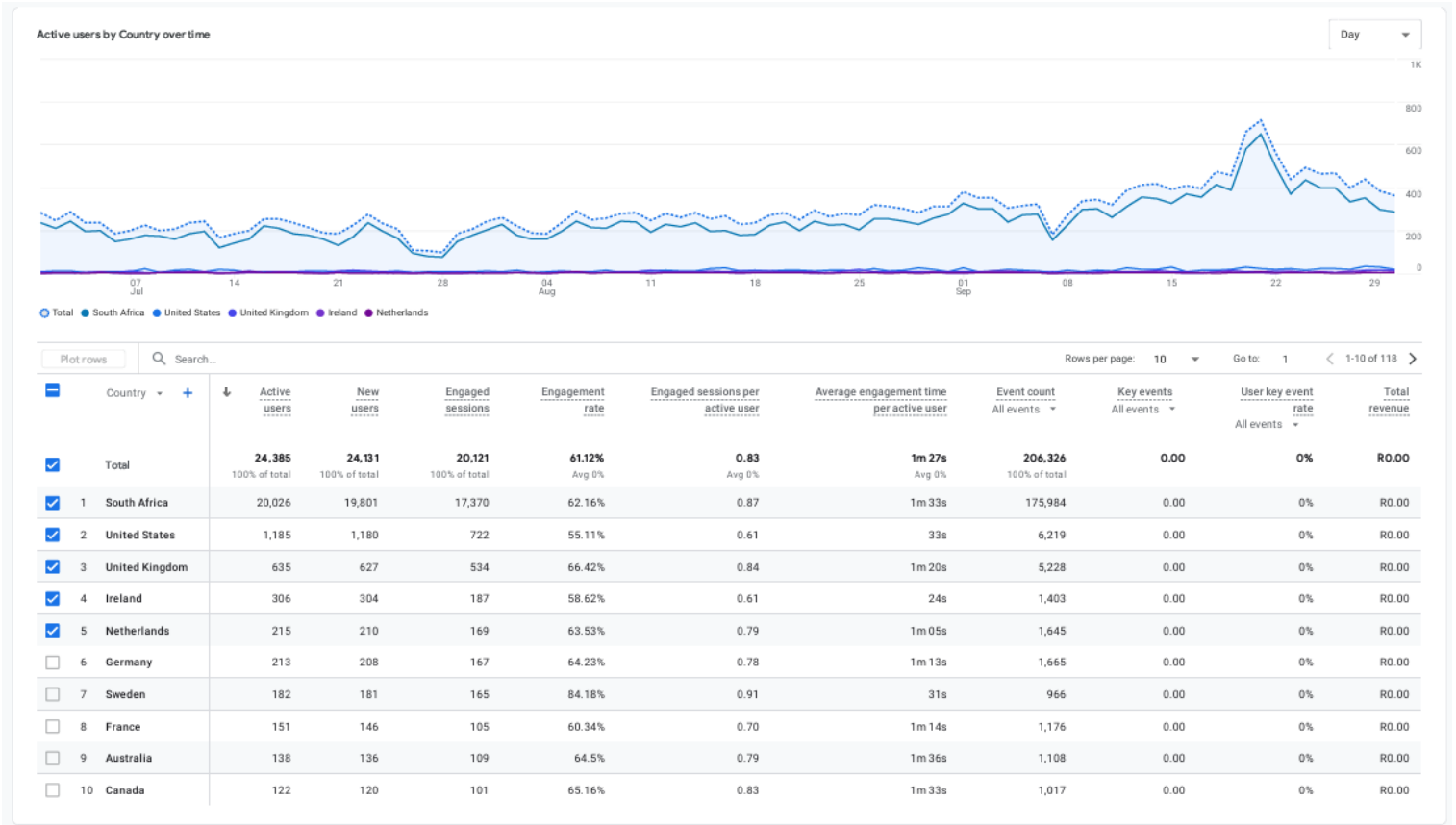
Sessions by **Session Google Ad...**

SESSION GOOGLE A...	SESSIONS
No data available	

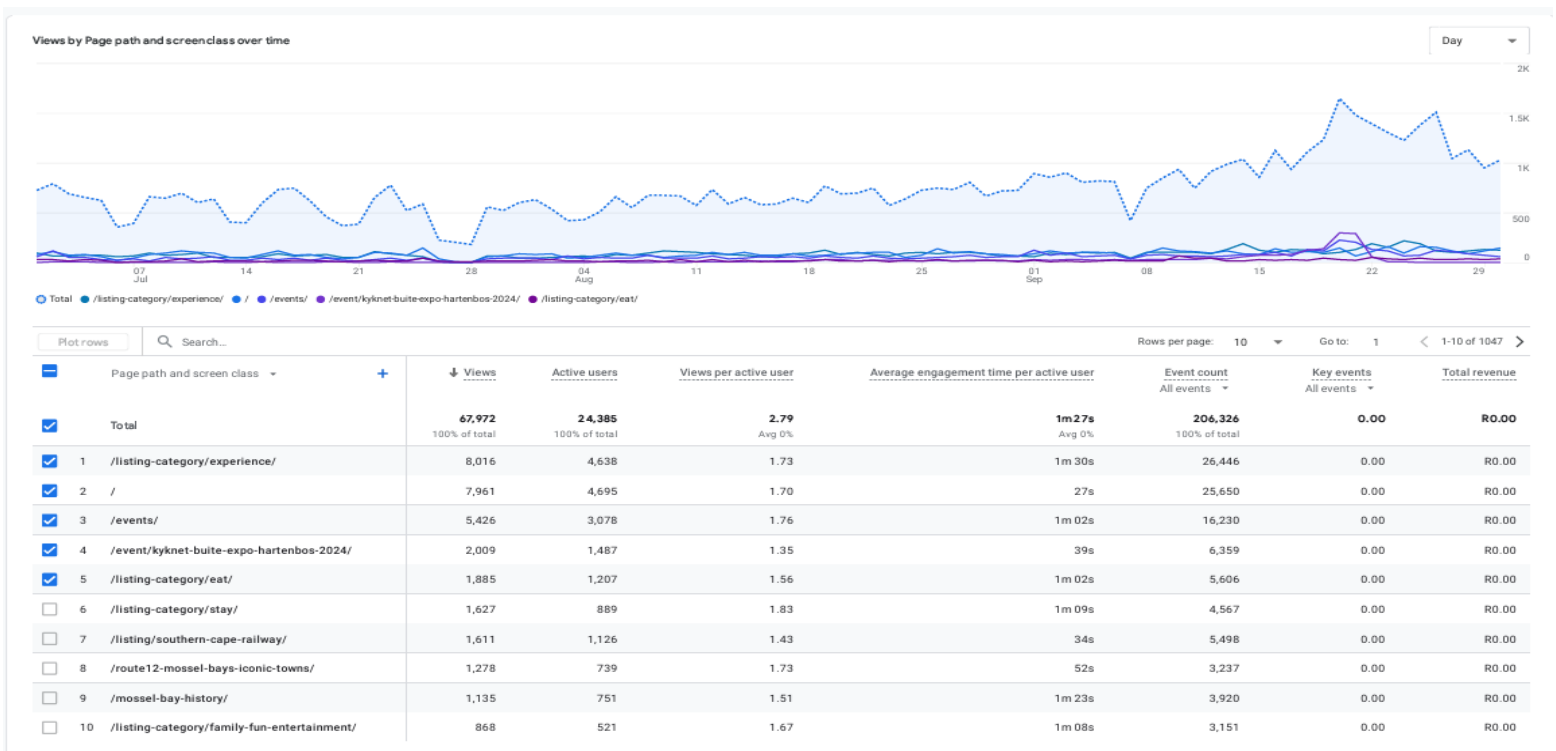
[View Google Ads campaigns](#) →



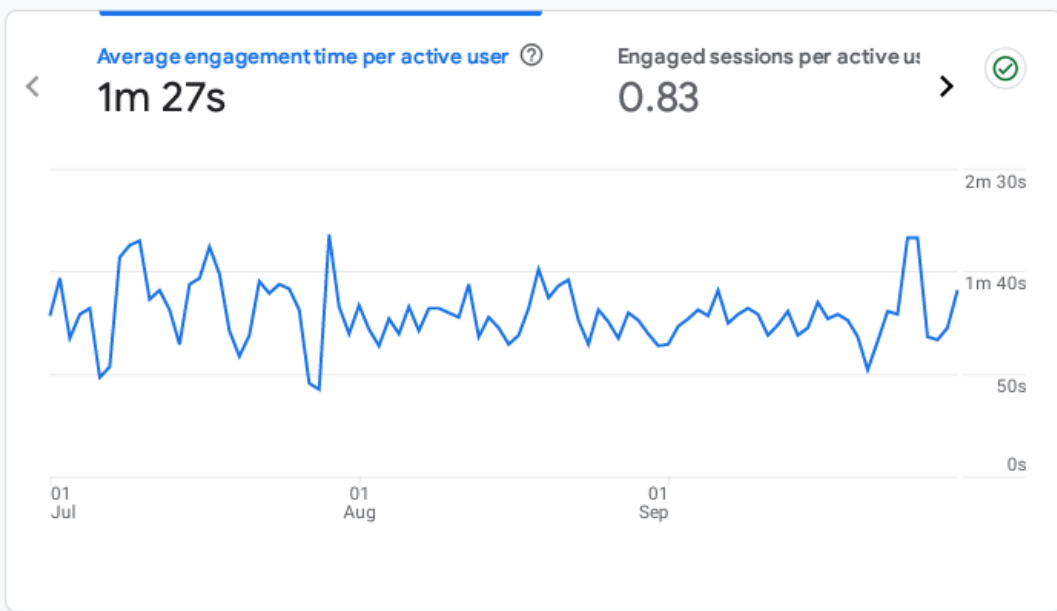
Demographic details: Country 1 July – 30 September 2024



Pages and screens: Page path and screen class_1 July – 30 September 2024



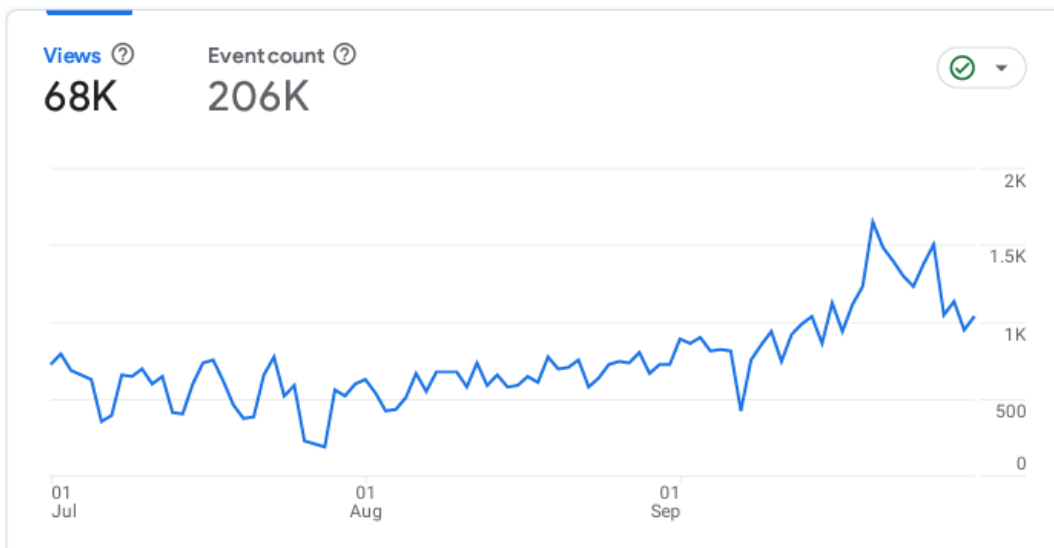
Engagement overview 1 July – 30 September 2024



Event count by Event name ?

EVENT NAME	EVENT COUNT
page_view	68K
user_engagement	50K
session_start	32K
first_visit	24K
scroll	21K
click	3.9K
search_start	2.7K

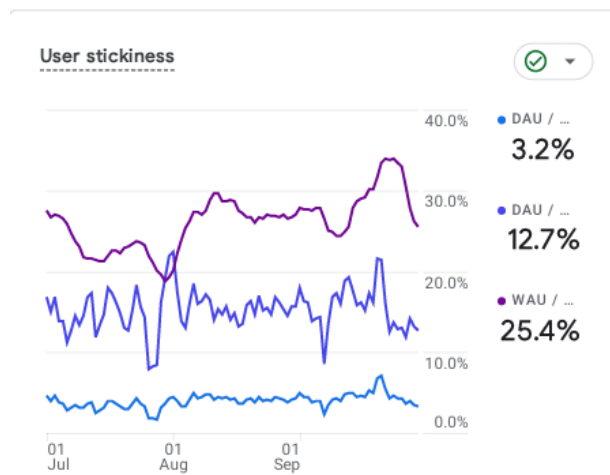
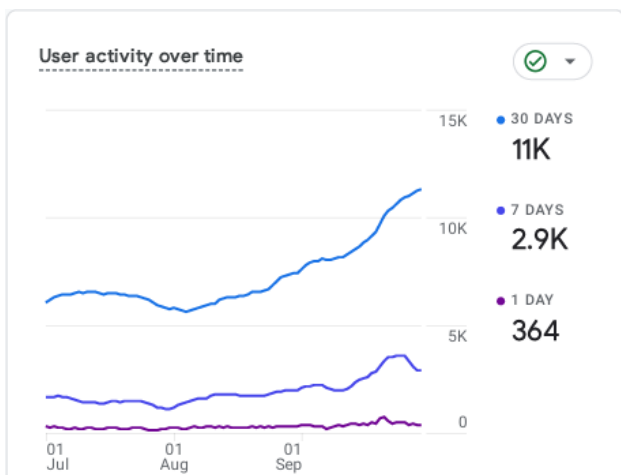
[View events](#) →



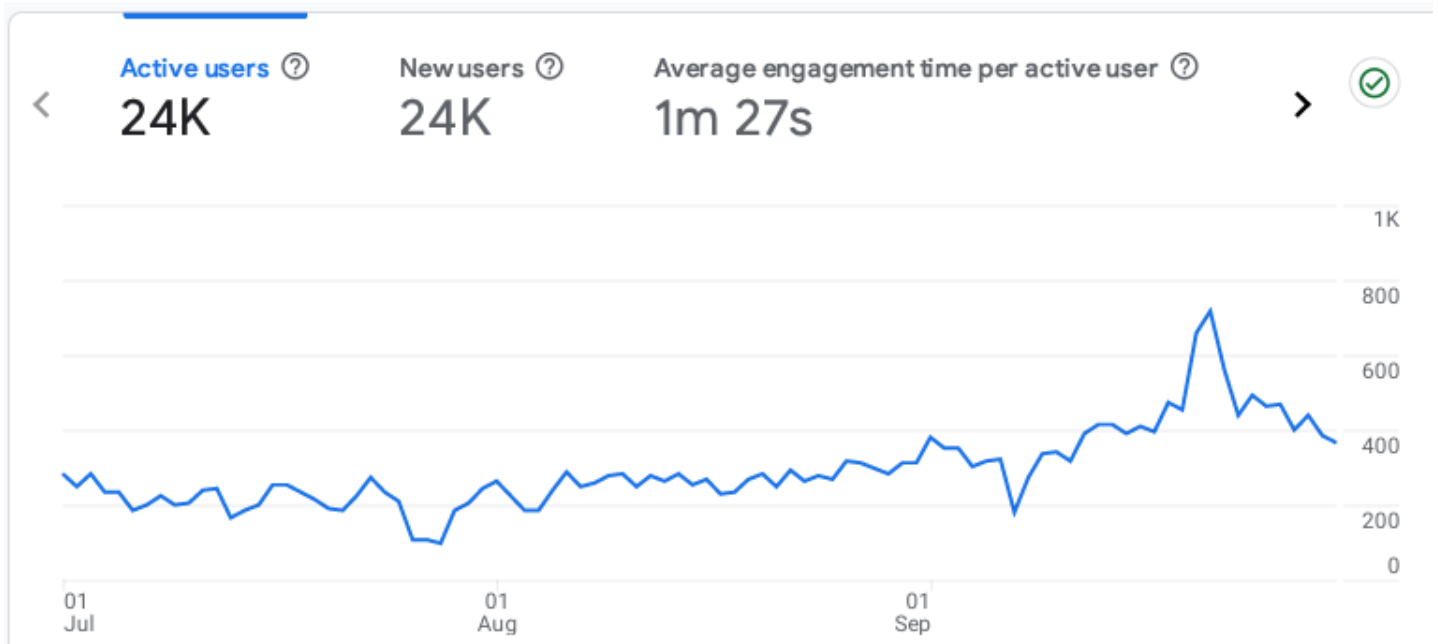
Views by Page title and screen ?

PAGE TITLE AND S...	VIEWS
Experience Mossel B...	7.8K
Things to do in Moss...	6.3K
Events - Mossel Bay ...	4.3K
KykNet Buite Ekspo H...	2.2K
Things To Do In Mos...	1.7K
Where to eat in Moss...	1.5K
Southern Cape Railw...	1.3K

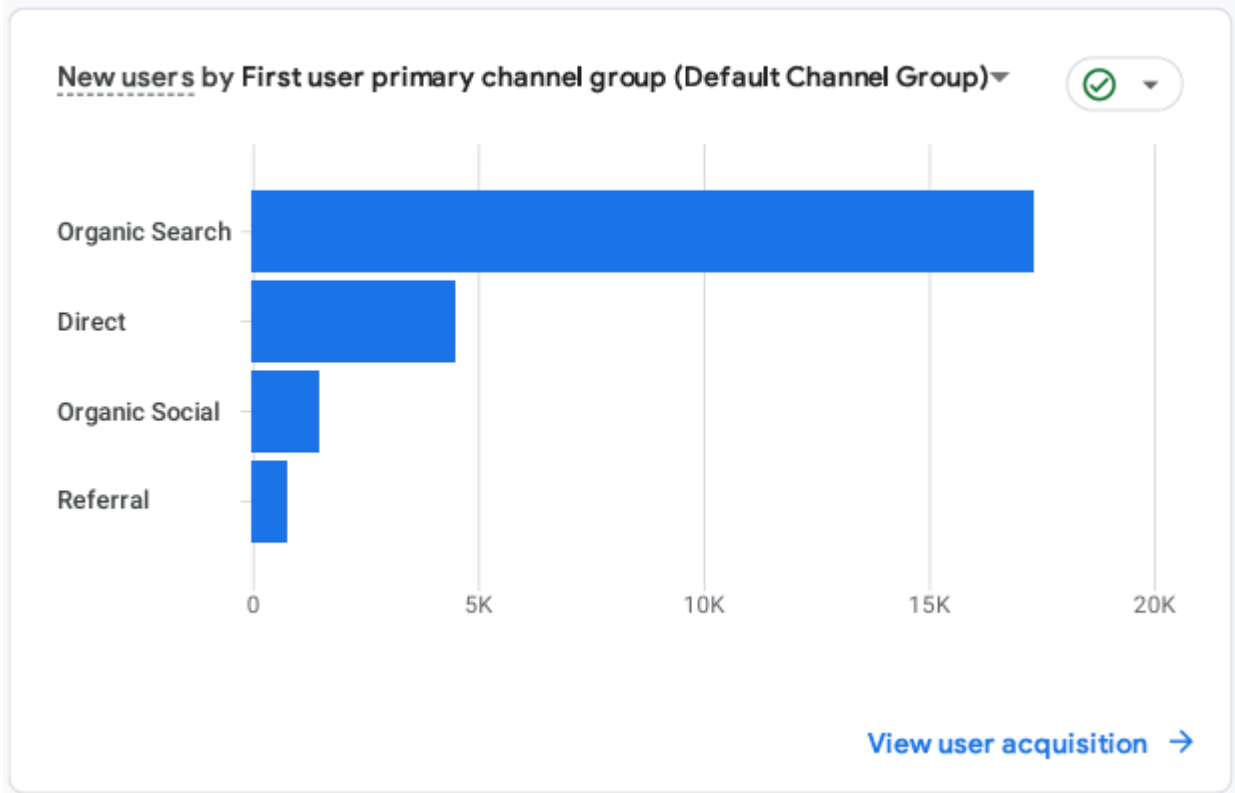
[View pages and screens](#) →



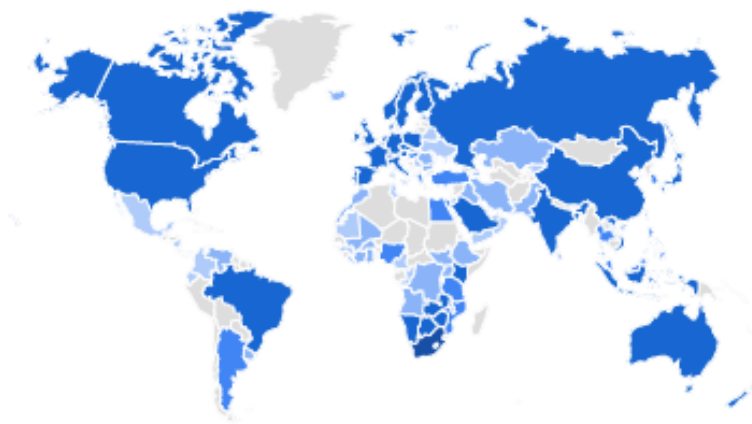
Reports snapshot



WHERE DO YOUR NEW USERS COME FROM?



Active users ▾ by Country



COUNTRY	ACTIVE USERS
South Africa	20K
United States	1.2K
United Kingdom	635
Ireland	306
Netherlands	215
Germany	213
Sweden	182

[View countries →](#)

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions ▾ by Session primary channel group...



SESSION PRIMARY CHAN...	SESSIONS
Organic Search	23K
Direct	6.1K
Organic Social	1.8K
Referral	1.2K
Unassigned	96

[View traffic acquisition →](#)

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

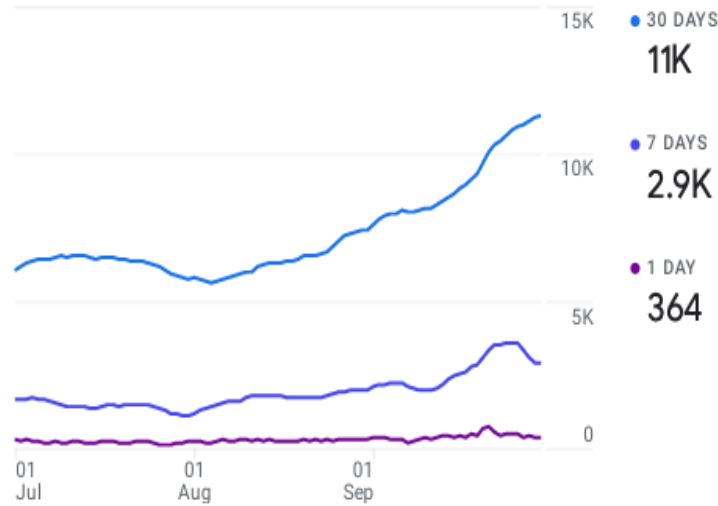


PAGE TITLE AND SCREEN ...	VIEWS
Experience Mossel Bay Bes...	7.8K
Things to do in Mossel Bay - ...	6.3K
Events - Mossel Bay Tourism ...	4.3K
KykNet Buite Ekspo Hartenbo...	2.2K
Things To Do In Mossel Bay - ...	1.7K
Where to eat in Mossel Bay	1.5K
Southern Cape Railway - Mos...	1.3K

[View pages and screens →](#)

HOW ARE ACTIVE USERS TRENDING?

User activity over time



WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	68K
user_engagement	50K
session_start	32K
first_visit	24K
scroll	21K
click	3.9K
search_start	2.7K
.	.

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only

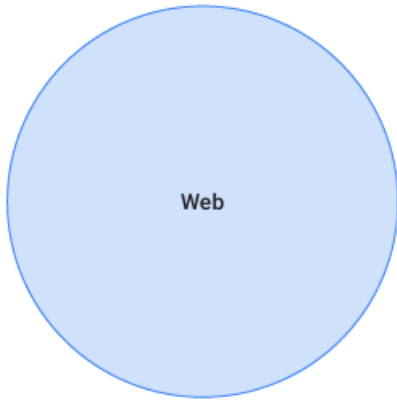
	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	2.7%	1.2%	1.3%	1.0%	0.7%
Aug 18 - Aug 24	100%	~25%	~15%	~15%	~15%	~15%
Aug 25 - Aug 31	100%	~25%	~15%	~15%	~15%	~15%
Sep 1 - Sep 7	100%	~25%	~15%	~15%	~15%	~15%
Sep 8 - Sep 14	100%	~25%	~15%	~15%	~15%	~15%
Sep 15 - Sep 21	100%	~25%	~15%	~15%	~15%	~15%
Sep 22 - Sep 28	100%	~25%	~15%	~15%	~15%	~15%

6 weeks ending Sep 28

[View retention →](#)

Tech overview 1 July – 30 September 2024

Active users by Platform



WEB
100.0%

[View platforms](#) →

Active users by Operating system



OPERATING SYSTEM	ACTIVE USERS
Android	11K
iOS	5.7K
Windows	5.5K
Macintosh	1.3K
Linux	386
Chrome OS	31
Tizen	2

[View operating systems](#) →

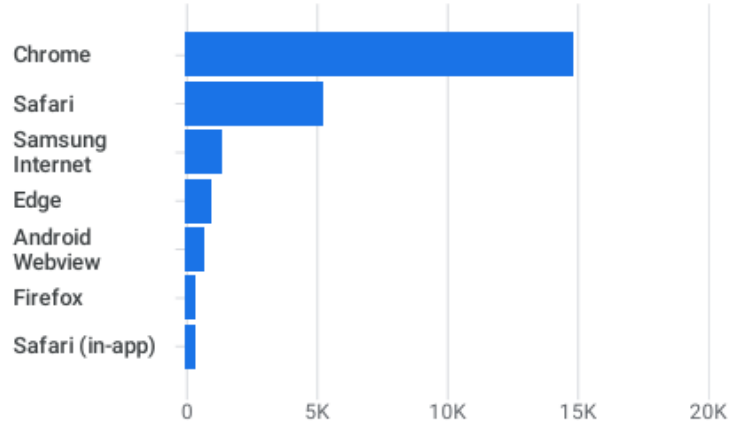
Active users by Platform / device category



PLATFORM / DEVICE CATE...	ACTIVE USERS
web / mobile	17K
web / desktop	7.3K
web / tablet	310
web / smart tv	3

[View platform devices](#) →

Active users by Browser



[View browsers](#) →

Active users by Device category

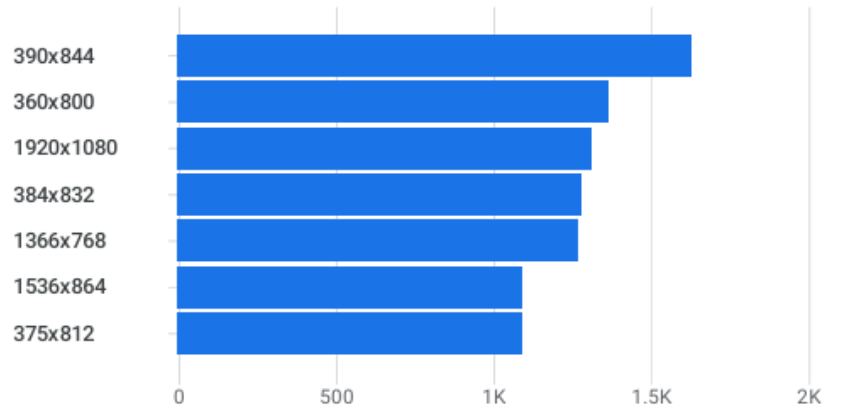


MOBILE 69.0% DESKTOP 29.7% TABLET 1.3%

[View device categories](#) →

Active users by Screen resolution

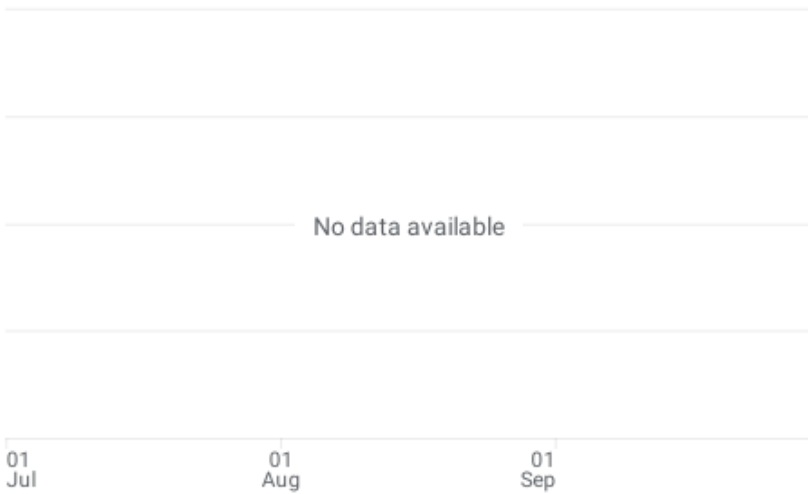
Platform exactly matc...



[View screen resolutions](#) →

Active users by App version

Platform exactly matches 'a...



[View app versions](#) →

Active users by Device model



DEVICE MODEL ACTIVE USERS

No data available

[View device models](#) →

FAMtrips

24 August 2024 – Well known journalist from the UK Daily Telegraph, Dawn Keneddy, accompanied Cheslin from Mossel Bay Tourism and Director Bradfield on a FAMtrip for an article that she will be doing on Mossel Bay.



Cruise Tourism

25 September 2024 - A joint meeting was held with Akorn, cruise agents from NCLH (Norwegian, Regent and Oceania), Mossel Bay Tourism and the tourism board. The meeting was aimed at building on the success of cruise tourism and explore ways to retain cruise ship numbers to Mossel Bay and offer niche products.



Staff update and development

15- 31 July 2024 – Customer Service Level 4 Training with G&D Training at Diaz Hotel



3 Augustus 2024 – Team Building at Ilita Lodge



Meetings attended:

Monique

23 August 2024 – At Whale-Phin invited the tourism staff for a breakfast at their establishment.

29 August 2024 – Garden Route Entrepreneurs Week meeting. Mossel Bay Municipality, HR Building.

2 September 2024– Director Bradfield and Monique had the privilege of embarking on a breathtaking Hot Air Balloon ride with Nova Hot Air Balloons. Thank you to Director Febbraio and Nova Hot Air Balloons for the memorable adventure!

4 September 2024– Meeting with Mimi. About a possible Tourism Volunteer programme for cruise season 2024/2025

9 September 2024 – Site visit to Idiaz Beach House

Michelle

4 September 2024– Meeting with Mimi. About a possible Tourism Volunteer programme for cruise season 2024/2025

9 September 2024 – Site visit to Idiaz Beach House

Jessica

12 July 2024 – Sports Festival meeting in Council Chambers

15-16 July 2024 – Customer Service Training at Diaz Hotel

17 July 2024 Meeting with Gondwana Manager for Road Signage

17 July 2024 – Sports Awards Ceremony at Bravo Lounge

22 – 23 July 2024 - Customer Service Training at Diaz Hotel

29-31 July 2024 - Customer Service Training at Diaz Hotel

5 September 2024 – Sports Festival Opening- Bravo Lounge

Cheslin

12 July 2024 – Sports Festival meeting in Council Chambers



15-16 July 2024 – Customer Service Training at Diaz Hotel

22 – 23 July 2024 - Customer Service Training at Diaz Hotel

29 - 31 July 2024 - Customer Service Training at Diaz Hotel

5 September 2024 – Sports Festival Opening- Bravo Lounge

Dulin

15-16 July 2024 – Customer Service Training at Diaz Hotel

17 July 2024 – Sports Awards Ceremony at Bravo Lounge

22 – 23 July 2024 - Customer Service Training at Diaz Hotel

29-31 July 2024 - Customer Service Training at Diaz Hotel

17 September 2024 - NATIONAL CORRECTIONS WEEK EVENT @ Mossel Bay Corrections Centre

26 September 2024 - IPC24 Marketing Planning, Virtual Meeting

Membership

New members:

Tortoise Car Hire



Buff and Fellow



The Vincent Café



Vleesbaai 4x4 Dune Route



Board Meetings

Board Meetings held during this quarter only:

26 August 2024 – Board meeting held at The Towns House

27 September 2024 – Board meeting held on World Tourism Day

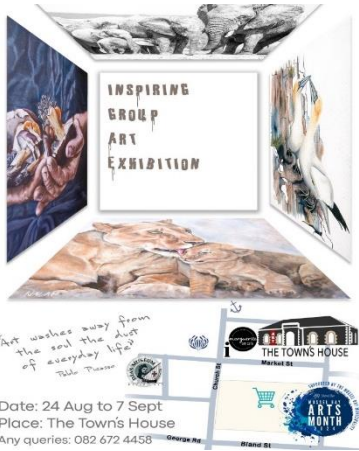


The Towns House

20 July 2024 – Crescendo Auditions held at The Towns House



23 August 2024 – Opening of art exhibition at The Towns House



The Towns House sales

1 July 2024 - 31 July 2024

Card Sales	R26,00
Cash Sales	R12 688,10
Total Sales	<u>R12 714,10</u>

1 August 2024 - 31 August 2024

Card Sales	R1 440,50
Cash Sales	R13 801,00
Total Sales	<u>R15 241,50</u>

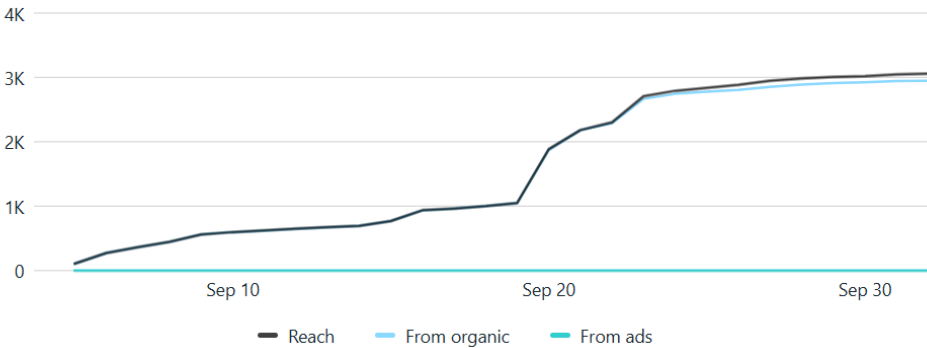
1 September 2024 - 30 September 2024

Card Sales	R210,00
Cash Sales	R15 589,00
Total Sales	<u>R15 799,00</u>

Performance

Daily Cumulative ⓘ

Reach ⓘ 3.1K ↓ 57.2%	Content interactions ⓘ 41 ↓ 74.7%	Followers ⓘ <small>Lifetime</small> 1.6K	Link clicks ⓘ 0 ↓ 100%
---------------------------------------	--	--	---



Reach breakdown

Total	3,058 ↓ 57.2%
From organic	2,946 ↓ 58.8%
From ads	0 0%

Educationals

4 July 2024 – Freaking Fast Wave Rider took some of the staff out to experience the whale watching



6- 9 September 2024 - Bon Game Farm and Hovercraft



23 August 2024 – Breakfast at Whale Fin Guesthouse



2 September 2024 – Monique and Director Bradfield took to the skies with Nova Hot Air Balloons



Board of Directors initiative

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



29 August 2024 - Congratulations to our Chairman, Mark Furness, for receiving Alderman status at the Mossel Bay Municipality's August Council meeting.

We are extremely proud of "Boss Man" for his invaluable contribution and dedication to the Mossel Bay community.



Main event Highlight

Date	Event name	Location	Contact Person	E-mail adres
10-11 February 2024. Sat & Sunday.	Old Car Show	George	Mimi Finestone	mimi@gojipr.net
24th Feb 2024 (Sat)	Outeniqua Chair Challenge	George	Alewijn Dippenaar	dyndev@mweb.co.za
10 April 2024 Wednesday	GB Walk 5Km	Great Brak River	Laurinda Smith	sales@thepost.org.za
10 - 12 April 2024. Wed till Friday.	WTM	Cape Town	Michelle	Info2@visitmosselbay.co.za
26 - 28 April 2024 Friday to Sunday.	Gardenroute 4x4 Expo	Mossel bay	Kallie & Petra	Karl@gargenrouteexpo.co.za
06 September 2024 Thurs 13 Oct Sun	Sports Festival	Mossel Bay	Elize Nel	enel@mosselbay.gov.co.za
13 September 2024 Friday	Mayoral Golf Day	Mosselbay	Ronell du Toit	rdutoit@mosselbay.gov.za
24August to 24 Sept. 2024	Arts Festival	Mosselbay	Elize Nel	enel@mosselbay.gov.co.za
20to 22 Sept. Fri to Sun	KYKNET Buite -Ekspo	Hartenbos	Marius Opperman	marius@ekspo.co.za
21&22 September 2024. Sat & Sun	Muse Festival	Great Brak	Annlerie	avrooyen@swdconnect.co.za https://www.ironman.com/im7bay
17 Nov 2024 (Sunday)	IRONMAN 70,3	Mossel Bay	Werner	
28Nov - 1 Dec2024 Thursday to Sunday	Mos Jazz Festival	Mossel Bay	Camissa Solution	liezel@catchthewave.co.za
			Clarence Ford	liezel@catchthewave.co.za
TBC	Matriek Baai	Mossel Bay	Ann Strauss	gm@bahiablue.co.za
16-31 December 2024	Summer Sun Festival	Mossel Bay	Ann Strauss	gm@bahiablue.co.za
20 December 2024 Friday	Lights & Lanterns	Great Brak River	Laurinda Smith	sales@thepost.org.za
Alternitive 20- 31 December 2024	Afrikaans is Groot Alternartief is Groot Groot jol	Mossel Bay	Delmaine ATKV	delmainev@atkv.org.za
28 December 2024 Saturday.	Night Cycle	Great Brak River.	Laurinda Smith	sales@thepost.org.za
28- 31 Dec 2024 Sunday to Tuesday.	Trans Agulhas	Mossel Bay	Mimi Finestone	events@trans-agulhas.com
31 Dec 2024 Tues	Great Brak Grabadoo	Great Brak River	Mimi Finestone	mimi@gojipr.net

Tourism Budget: De Lille highlights key growth areas



Tourism Minister, **Patricia de Lille**, highlighted impressive tourism sector growth during her department's budget vote in parliament this week. However, with a smaller budget and issues like expanding air access, visa reform, transformation, and small, medium and micro enterprises (SMME) support on its to-do list, her department has its work cut out.

De Lille said that South Africa's tourism sector had shown "remarkable growth" in 2023, growing by 48.9% from 2022. Tourism figures for January to May 2024 put the number of international arrivals at 3.8 million, an increase of 9.7% compared to the same period in 2023. Total foreign direct spend grew by 27.5% year-on-year, reaching R95.1 billion (€4.78bn) in the 2023/4 financial year.

Tourism's contribution to GDP had also increased by 8.8% and reached an estimated R458.9 bn (€23.7bn) in 2023, De Lille said.

Despite this growth, the Department of Tourism's budget has been reduced by approximately 3% to R2.3bn (€115.6m). The largest share of this (R1.2bn/€60.3m) will be allocated to South African Tourism to market the country both locally and abroad.

“One of the key areas of work for this financial year will be the implementation of our new Global Tourism Brand Campaign to showcase South Africa as a top-of-mind destination for all potential tourists in partnership with the private sector”, De Lille said.

She said the campaign would be tailored to South Africa’s priority source markets, highlighting “South Africa’s wildlife, breathtaking landscapes, rich cultural heritage, vibrant urban experiences and thrilling adventures”.

Tourism challenges

De Lille also addressed two key areas which have bedevilled the tourism industry in the country, visas and tour operator licences.

On the first, she said South Africa had made significant progress on the visa waiver front, with residents from 132 countries now able to enter without a visa for periods of up to 90 days.

“The biggest win over the past year has been Kenya and Ghana's outstanding performance following the visa waiver for travellers from Ghana and Kenya,” she said.

She said her department would also work closely with the Department of Home Affairs and Operation Vulindlela to track visa progress, with a special focus on the key Chinese and Indian source markets.

De Lille said she had also set up a meeting with new Minister of Home Affairs **Leon Schreiber** to discuss the issue.

On the issue of tour operator licences, De Lille said she noted the progress by the Department of Transport to clear application backlogs, and welcomed the signing of the National Land Transport Amendment Bill into law in June, which would help enhance efficiency.

“From June 2023 to June 2024, the National Public Transport Regulator (NPTR) held 19 adjudication meetings and judged a total of 952 applications for operating licences for tourist transport services. There is still a lot of work to be done on enhancing the efficiency and effectiveness of the system, and we look forward to working with the Minister of Transport on this key need,” she said.

Tourism opportunities

Deputy Minister of Tourism **Maggie Soty** highlighted the role that MICE tourism is playing in tourism growth in her speech.

“As a country, our reputation as a destination for business tourism is undisputed. The quality of business events held in South Africa is world-renowned. “

De Lille said that in the 23/24 financial year, South African Tourism's National Convention Bureau had submitted 95 bids for business events to be hosted in South Africa between 2024 and 2032. Together, these have a combined economic value of over R1.5bn (€75.4m), with the potential to attract 60 000 international and regional delegates to the country.

Of the bids submitted, the country has won 19, with a combined economic contribution of over R84m (€4.2m) between 2024 and 2025, and attracting over 3000 delegates.

De Lille said air access was also an important area of focus as “we need to get more international flights into our country”. She said a National Air Access strategy had been developed and would be presented to cabinet “in the next few months”.

SATSA conference: 'The intent and commitment are there to get it right'



The intent and commitment are there for South African Tourism to “get it right” and, by fostering even stronger collaborative ties with the industry, the abundant opportunities to grow tourism in the country can be successfully leveraged for the benefit of all.

This was the key message from Nombulelo Guliwe, CEO of South African Tourism, speaking at the 2024 SATSA conference at the Arabella Hotel Golf and Spa in Kleinmond, Western Cape, earlier this month.

In the spirit of the “This is Us” conference theme focused on storytelling, Guliwe discarded her prepared speech and, as SATSA CEO David Frost observed, “spoke from the heart”. She acknowledged that South Africa, as a destination, is not competing on the global stage as it should.

“We cannot continue to market South Africa the way we are currently doing it. We need to adapt to the changing needs of travellers and speak to them on their level.

“And the only way we can do this is by working together. We know what the global opportunities are, we have mastered the art of identifying what is important for travellers within these opportunities and now we need to consider our part in the value chain and what we can collectively offer the traveller and highlight that.”

‘Partnerships are not merely MoUs’

Posing the question “How do we partner not just in theory but in reality?”, Guliwe noted partnerships are not merely memorandums of understanding (MoUs) but need to be sustained in a meaningful way.

This not only requires ongoing structured engagement with the industry – widely touted by Frost – but needs a “whole of government approach”, she added.

Guliwe pointed to the latest figures, released by Minister of Tourism Patricia de Lille, showing that the tourism sector’s contribution to the country’s gross domestic product (GDP) in the first quarter of 2024 was 8,8%.

“We need to convince the powers that be that tourism is a major economic driver in this country,” Guliwe said, echoing De Lille’s announcement that the sector currently contributes more to GDP than transport, mining and agriculture and is nearly matching government’s contribution to GDP.

According to De Lille, the tourism sector’s contribution to GDP is expected to grow to 10,4% by 2030.

‘More to be done’

Joining Guliwe on stage, Frost expressed gratitude for the strides made in collaboration, adding, however, more is needed.

“It is critical that information on source market initiatives is shared more timeously. It will make it easier for the industry to participate and take advantage of the opportunities offered by these initiatives if they know of these 18 or even six months in advance instead of two weeks.”

Frost said the sold-out SATSA conference attracted 280 delegates. “I’m pleased to announce that we’ll be building upon this year’s format and exploring ways to make it even better next year. We learned a lot and we can’t wait to share our evolved vision with you in 2025.”

Trusted Tour Operator Scheme welcomed



03 Sep 2024 - by Bianca Capazorio
David Frost, CEO of SATSA.

The Department of Home Affairs' Trusted Tour Operator Scheme (TTOS) – for processing group travel visas for visitors from China and India – will help repair historic underperformance and missteps that severely impacted the growth of these key source markets.

The Department of Home Affairs implemented the scheme to coincide with President Cyril Ramaphosa's current visit to China.

"I am particularly pleased that we are able to make this announcement during the President's state visit to China as it sends a powerful message that the Government of National Unity is serious about unlocking our country's vast tourism and economic potential," said Home Affairs Minister Leon Schreiber.

Starting in January 2025, vetted and approved tour operators from China and India will be invited to register with the Department of Home Affairs. Following upfront screening and confirmation of responsibility for their tour groups, approved operators' group visa applications will be processed by the Department of Home Affairs.

The visa applications will be handled by "a dedicated and skilled team of adjudicators to ensure swift and reliable processing".

Schreiber said the system is an interim measure while his department focuses on its digital transformation with a view to eventually introducing a fully automated process.

According to the Department of Home Affairs, Chinese tourists made over 100 million outbound trips in 2023 with South Africa attracting “a miniscule” 93 000 of these arrivals. Indian tourists account for only 3,9% of international visitors to South Africa and just 1,8% are from China.

The Department of Home Affairs wants to rectify this by “urgently clearing obstacles to tourism from these two major source markets”.

Important source markets

“China and India are important markets for our tourism sector. Collectively, they account for nearly 6% of our international arrivals yet their potential is far greater. The TTOS is an essential step in removing the barriers that have held us back,” said Rosemary Anderson, National Chairperson of FEDHASA.

“By simplifying the visa process, South Africa is now much more accessible and attractive to these key growth markets who we know prefer travelling in groups.”

David Frost, CEO of SATSA, welcomed the announcement, saying it came out of years of advocacy work by the private sector.

Although first prize would have been a visa waiver, he added, “this is the first practical step to try and alleviate the problem”.

The TTOS is meant to be temporary but Frost said it is based on international best practice and used by Australia, which has shown significant growth in tourists from China and India.

“The Australians had it for 10 years before they moved onto an electronic version.”

Michael Jones, Co-Founder of Create Consulting, a firm working in the Chinese travel market, said: “Due to very lengthy, not transparent and often illogical visa processes past and present, many leading outbound Chinese tour operators simply stopped proactively promoting South Africa as a tourist destination to their customers.”

Potential to attract 2 million Chinese tourists per year

“We welcome any and all reforms of China tourist visa application systems as South Africa has the potential to attract one to two million Chinese tourists per year if we get our house in order,” said Jones.

But, he added, the success of the initiative depends on some key factors:

1. Competence of adjudicators dealing with the broad range of operators that make up the Chinese outbound market. “Large digital players may have a team of

internationally savvy, English-fluent consultants to make these adjudicators' jobs that much easier. However, our Chinese tour operator relations team has found that more niche tour operators that cater exclusively to high-end travellers can come with demands and particular quirks of their own. Little desire to converse in English is often one of them.”

2. Adjudicators need to possess the necessary market intelligence to know and prioritise the best applicants. “It’s easy to get a high volume of low-quality travellers through the door but getting a more sustainable flow of higher-end travellers requires deep knowledge of the market.

Remote worker visa available in 30 days



17 Sep 2024 - by Adele Mackenzie

South Africa's remote working visa regulations will be effective within the next 30 days, said Minister of Home Affairs **Leon Schreiber** at the RMB Morgan Stanley Investor Conference this week.

He noted that, as an economic enabler, the Department of Home Affairs has potential to kickstart economic growth through wholesale digital transformation.

"In total, it is in the domain of Home Affairs that we have the potential to triple or even quadruple this country's annual economic output."

According to Schreiber, boosting tourism arrivals by 10% could add another 0.6% to annual GDP growth.

"After working at breakneck speed over the past few months alongside the South African Revenue Service (SARS) and Operation Vulindlela in the Presidency, the regulations for a new points-based work visa, as well as the remote working visa, arrived on my desk this morning.

"These regulations will bring the remote working visa to life after we were able to iron out the tax implications of this new system," said Schreiber.

The remote working visa will allow a person who is employed and paid in another country to move to sunny South Africa and spend their dollars, yen, euros, pounds or renminbi here, he pointed out.

Registration with SARS will only be required if the remote worker spends more than six months of the year in South Africa.

‘One of the best deals’

“Our new remote working visa must be one of the best deals I’ve ever come across. South Africa carries none of the cost of employing these nomads yet we reap all of the benefits,” Schreiber elaborated.

“They will spend their foreign currency at South African supermarkets and restaurants – eating South African food grown by South African farmers. They will buy cars and clothes from South African businesses and pay to visit South African tourist attractions.

“And, yes, they will spend their money in South African sports stadiums – watching the South African rugby team beat everyone else.”

In return, remote workers (aka “digital nomads”) can “live in the most beautiful country on Earth for half of the year without any mindless red tape or burdensome tax requirements,” he added.

“My message to remote workers all around the world is simple: there is just no place like South Africa. And, with our new user-friendly remote working visa, there has never been a better time to come and spend your hard-earned salary in a beautiful country whose best days are yet to come.”

Regulatory reforms

Schreiber said the combination of regulatory reforms underway within his department (including the remote working visa and the Trusted Tour Operator Scheme) will, within the next year, take South Africa much closer to the additional 11 000 skilled workers and the 10% increase in tourism the country needs to quadruple economic growth.

“But exciting as these policy changes are, they are only half of the equation. The forward-thinking regulations we are now implementing will mean little without far more effective administration.”

He admitted that Home Affairs struggles with administration and has an enormous amount of work to do to fulfil its potential as an economic enabler.

“The inefficiency and corruption that has maligned this department can all be traced back to the fact that it still has manual and paper-based processes.

“The only way to turn Home Affairs into a department that supercharges economic growth, delivers dignified civic services and secures national security is by urgently embracing automation and digital transformation.”

Visa adjudication process

He said the entire visa adjudication process must be digitised from beginning to end.

“I want anyone who wants to come to South Africa – as a tourist, skilled worker or investor – to be able to apply online. The application must be adjudicated by an automated risk engine built on the latest machine learning technology.

“If an application is legitimate, the outcome must be issued immediately in digital form, including the digital wallet on a smartphone. This must all happen without any space for human intervention or discretion to eliminate space for fraudsters.”

Schreiber said this vision for digital transformation can reposition Home Affairs as the most powerful economic enabler in the country.

Relax with **SATIB** –
Tailored hospitality insurance.

Prof unpacks SA Tourism Board shake up



19 Sep 2024 - by Adele Mackenzie

Professor Parmi Natesan, IoDSA CEO.

The Institute of Directors in South Africa (IoDSA), while commending the Minister of Tourism, **Patricia de Lille** for taking the **governance of board meetings** seriously, has noted several nuances around this move.

Earlier this month, De Lille suspended the Chairperson, **Makhosazana Khanyile**, and Deputy Chairperson, **Lizelle Haskins** from the leadership of the South African Tourism board following concerns about an “excessive number of meetings” held by the board in the 2024/25 financial year, which has already chewed up 63% of the R1.44 million (€72 800) budget allocated for board fees.

De Lille said at the time that a total of 54 meetings had been held up to the first week of September, accruing R900 000 (€45 500) in board fees.

Khanyile and Haskins, who have since resigned from the board, have announced their intention to sue De Lille for defamation.

The two said in a joint statement that the meetings included board induction sessions, ordinary board meetings, meetings with the Minister, portfolio committee meetings, special board meetings and ordinary committee meetings for the four committees: marketing, audit and risk, human capital, and remuneration and awards.

"As a new board, knowing that SA Tourism is plagued by several operational and significant governance challenges, the meetings were held to enable the board, as the accounting authority, to resolve legacy challenges and put in place effective policies and procedures to ensure strong governance going forward," Khanyile and Haskins said.

IoDSA's viewpoints

"We have seen excessive board meetings in the public sector in the past, often without it being addressed," noted Professor **Parmi Natesan**, IoDSA CEO. She clarified that overspending was a risk when non-executive director fees were based on a per-meeting calculation, but it could be contained. "Many companies rather pay an annual retainer fee for a reasonable number of meetings and then a smaller per-meeting fee for additional special meetings as needed for good reason," she explained.

According to Natesan, the board chair was crucial to determine whether such additional meetings were indeed necessary. She added that while South Africa's Tourism Act required the SA Tourism board to meet a minimum of four times a year, it didn't specify a maximum number.

The meeting frequency may change from year to year and increase over a short time period, particularly if there is a crisis or reputational matter to solve, according to her.

"However, 54 meetings in six months – an average of about two meetings a week for a seven-month period – sounds too excessive to justify," she said.

Natesan added: "The question is whether these two weekly meetings were necessary to discharge the board's oversight duty, or if they were coming up with reasons to have extra meetings to collect fees? That would be unethical and not acting in the best interests of the company, enriching themselves at the expense of the company."

Yet the fact that SA Tourism's CFO resigned recently, reportedly due to the interference of the chair and deputy, points to a third possible reason for an increased frequency of meetings: the **board being too operational** and instead of focusing on oversight, encroaching on management of the organisation.

According to Natesan, this may indicate "a lack of experience and understanding of the role of non-executive directorship".

De Lille's authority

As representative of the sole shareholder, Natesan said De Lille had the authority and duty to appoint and remove a board that would act in the best interests of the organisation and ultimately benefit the South African public.

She **dissolved the previous board** in April 2023 after SA Tourism had proposed to spend R910 million (€46.8m) to sponsor UK football club Tottenham Hotspur.

More recently, she launched a full-scale investigation into the excessive board meetings and appointed a new chair but has allowed the previous chair and deputy to remain ordinary board members.

“The King IV (**Report on Corporate Governance South Africa**) is not explicit on the previous chair staying on the board, but in my opinion, this is not good governance and may impact board dynamics,” cautioned Natesan.

“My concern is whether the problem of excessive meetings will be solved simply with a new chair if all the same board members stay on, despite all being party to these excessive meetings.”

Therefore, her key recommendation is due diligence in appointing the right people to the board versus political appointments. “When all board members are ethical and competent, understand their duty and don't take advantage, matters like these may be avoided in future,” said Natesan.



Trevor Noah campaign yields massive gains for SA



20 Sep 2024 - by Dale Hes

TBCSA CEO Tshifhiwa Tshivhengwa at the 2024 Tourism Leadership Conference. Source: TBCSA

The Tourism Business Council of South Africa (TBCSA) has revealed impressive figures that highlight the effectiveness of its Trevor Noah destination marketing campaign and provide a successful case study for the use of global celebrities to promote tourism. A partnership between the TBCSA, TOMSA and South African Tourism, the packaged video adverts achieved worldwide acclaim during their run between November 2023 and August 2024.

The “Trevor Noah Tourism Campaign for SA” achieved an overall reach of 231 million people in nine monitored tourism source markets, the association’s CEO Tshifhiwa Tshivhengwa said at the TBCSA Tourism Leadership Conference in Sun City on September 18-19. Social media engagement in those markets hit 485 million impressions. “The reach extends much further than that as this was only in the nine markets we tracked,” Tshivhengwa emphasised.

He said the return on investment in the multi-award winning campaign equated to R8 (€0.4) for every R1 (€0.05) spent.

The campaign was conceived with the aim of helping South Africa reach its target of 15.6 million international tourist arrivals by 2030. The TBCSA harnessed a mix of social media, digital advertisements, influencer collaboration and other online media to package the video in various forms. Noah gave a comedic but impactful portrayal of the country's diverse range of attractions, landmarks, wildlife and cityscapes across well-known and off-the-beaten track locations.

“We made a big decision to implement this campaign for one reason and one reason only – we have to make sure that South Africa remains alive, remains competitive and remains top of mind everywhere in the world so that we can achieve the growth we want to see,” said Tshivhengwa.

Supporting safety, air access and youth

Tshivhengwa elaborated on further successes achieved by the TBCSA and funded by the TOMSA levy – a 1% levy charged to tourists for their use of travel and tourism services in South Africa.

These include safety and security enhancements in crime hotspots close to the Kruger National Park, funding of the Cape Town and Gauteng Air Access projects and support for the Cape Town Tourism SMME programme. Tshivhengwa said the TBCSA would expand its support this year to include safety and security improvements in Durban and Gqeberha (formerly Port Elizabeth).

The TBCSA has played an active role in lobbying for visa access, funding research by Genesis Analytics to assess key source markets and efficient implementation of e-visas and waivers for these markets. Tshivhengwa said the final report of the research has been completed and will soon be delivered to the Presidency for review.

The TBCSA has also played a leading role in the Youth4Tourism programme run in collaboration with the non-profit, private sector-led Youth Employment Service (YES). Since establishment at the start of 2021, YES has seen over 1 700 companies sign up to provide 12-month quality work experiences for unemployed young people, creating around 156 000 jobs.

Youth4Tourism was established in 2023 and has, so far, created thousands of work opportunities through partnerships with leading corporates including Mercedes-Benz, Hollard, Pizza Hut, Fairtree and more.

Thank you for taking the time to read the Mossel Bay Tourism quarterly report. We are excited to see where the next quarter takes us.