



KANNALAND
MUNISIPALITEIT | MUNICIPALITY



KANNALAND 2023- 2024 REVIEWED TOURISM STRATEGY



#Calitzdorp #Zoar #Ladismith #VanWyksdorp
#SwarbergMountains #Amalienstein #Seweweekspoort
#Maatjiesvlei #PortCapital #Kannaland #KleinKaroo

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ANNEXURE A: TOURISM BUREAU BUSINESS PLANS

- LADISMITH
- CALITZDORP

1. EXECUTIVE SUMMARY

The Final 2022-2027 Predecessor Integrated Development Plan (IDP) of Kannaland municipality was adopted on 30 June 2022 and highlighted that Kannaland local municipality is in dire need of a Tourism Strategy that could amongst others unlock local economic opportunities. The 2022-2027 Tourism Strategy was thereafter adopted on 30 June 2022. This writing now serves as the first review of the Kannaland 2022-2027 Tourism Strategy and shall hereafter be referred to as the 2023/2024 Reviewed Tourism Strategy.

The IDP recognises tourism as one of the key economic sectors in the municipality, calling for the development of a municipal wide tourism strategy.

The local tourism offices /bureaus require financial support in order to implement and roll out a dynamic business and action plans which has already been developed and is hereto attached, marked Annexure A. The tourism sector has already contributed significantly to the reduction of unemployment. Kannaland's local economy is built on the opportunities created by tourists visiting the area. It is essential that the tourism industry be further developed and investment into this industry be promoted to ensure continuous growth.

The aim is that each town should have a tourism satellite office which will reside under the Kannaland Tourism umbrella. Each town has its unique economical set-up and programs. Given the above, Garden Route District Municipal Council has passed a resolution to support Kannaland Municipality with the development of a tourism strategy; this tourism strategy aims to transform Kannaland into a viable tourist destination to improve local economy. The Garden Route District Municipality IDP of 2017/2018 - 2022 identified tourism marketing and development & Film industry (film location catalogue) as key developmental priorities. This strategy was developed under the auspices of key policy documents including: National development plan (NDP), National Tourism Sector Strategy (NTSS), The White Paper on the Development and Promotion of Tourism in South Africa, 1996, Garden Route District Municipality and Kannaland Municipality Integrated Development Plans (IDP's). These IDP's recognises the immense contribution of tourism to the growth of the province in general and in particular to the district economy.

The development of this tourism strategy was further informed by stakeholders' inputs through various mechanisms including workshops that were held in **Ladismith (04/02/2019)**, **Calitzdorp (06/02/2019)**, **Zoar and Amalienstein (11/02/2019)** and **Van Wyksdorp (20/02/2019)**. A final workshop **(28/03/2019)** was held in Calitzdorp where all stakeholder representatives from the other towns were present to make final inputs into the tourism strategy but also to identify the key strategic projects to be prioritised by the municipality.

Kannaland is an area of outstanding natural beauty and bio-diversity significance with great appeal to the wilderness and adventure tourism market. These include amongst others:

- Eco-resorts and getaways;
- Hiking;
- Bird-watching;
- Organised and informal mountain biking;
- Self-drive and motorcycle touring.

The area's heritage and urban environment of the settlement have the potential to appeal to the cultural tourism market especially in the towns of Zoar and Van Wyksdorp.

NOTE:

1. Tourism Bureaus have been established in Ladismith and Calitzdorp. Memorandum of Agreements, Business Plans and Action Plans have been developed and entered into accordingly with these two dynamic Tourism Bureaus.
2. Tourism Bureaus in Zoar and Van Wyksdorp should to be formalised and Kannaland Municipality should enter into MOAs with these Local Tourism Offices. This can be phased in incrementally due to financial constraints facing the municipality.

2. CONTEXTUAL OVERVIEW

This section provides the general development and economic characteristics of tourism in South Africa and it provides background information, which will assist in identifying issues, trends, constraints and opportunities.

2.1 The importance of tourism for growing the economy and creating jobs

The tourism sector is regarded as a key driver with regard to economic expansion and employment creation and thus it should be an integral part of any strategy that aims to grow the economy of a region. Any economic growth strategy should look at the competitiveness of the economy as a whole and takes a transversal view of the municipality's role within it. The economic growth strategy in any municipality should be structured around five strategic areas, namely:

- Building a globally competitive municipal area through institutional and regulatory changes;
- Providing the right basic service, transport and ICT infrastructure;
- Utilising work and skills programmes to promote growth that is inclusive;
- Leveraging trade and sector development functions to maximum advantage;
- Ensuring that growth is environmentally sustainable in the long-term.

2.2 Kannaland and tourism sector performance

The tourism industry in the municipal area was significantly affected by the impact of COVID-19 and the regulations enforced by the Government. The trade sector is estimated to have contracted by 10.1 per cent in 2020. It is believed that several restaurants and small trade shops closed down as a result of the decline in the tourism industry and travel restrictions. The manufacturing sector is estimated to have contracted by 10.1 per cent, as agro-processing was impacted and restricted in 2020 as a result of COVID-19 regulations, and the Ladismith Cheese Company was also affected in the municipal area. The only sector that is estimated to have had positive growth in 2020 was the agriculture sector, with a 10.6 per cent increase. This could be the result of improved weather conditions and higher commodity prices. The municipal area created 145 jobs on an annual basis between 2015 and 2019. The sector that experienced the biggest employment growth in the Kannaland municipal area between 2015 and 2019 was the

agriculture sector, which created 55 jobs annually. This was followed by the trade sector (49 jobs) and the finance sector (47 jobs). Jobs were shed in the manufacturing sector (12 jobs), general government sector (10 jobs) and community services sector (two jobs).

Owing to the economic downturn, an estimated 583 jobs were lost in the municipal area in 2020. All sectors shed jobs, with the tertiary sector contributing the most to the number of jobs lost (343 jobs). The trade sector and the community services sector are estimated to have lost the largest number of jobs, shedding 147 jobs each. The agriculture sector is estimated to have shed 128 jobs in 2020.

(SOURCE: MERO 2021)

3. VISION

To make Kannaland a premier tourist destination that is safe and secure where tourists; together with locals celebrate cultural, historical and natural heritage with spirit of togetherness and a warm welcome.

4. VALUES

Our values are:

- Inclusivity and involvement of all tourism stakeholders including business; conservation;
- Transparent procedures and actions;
- Respect for our community and stakeholders;
- Acting with integrity;
- Accountability and consideration of the outcomes of our actions; and
- Pursuing excellence in everything, we do.

5. OBJECTIVES

The objective of the Kannaland tourism strategy is to transform Kannaland into a prime tourist destination for advanced local economic development.

To achieve the stated objective the following deliverables should be prioritised:

- To prioritise the development of tourism infrastructure in the constituent towns.

- To determine and implement key tourism projects.
- To speed up the restoration of existing attractions and the development of new attractions.
- To promote pride in the cultural and natural heritage of the communities in Kannaland.
- To promote community participation in tourism planning and development.
- To market Kannaland as a tourism destination.
- Create opportunities for SMME's development and employment through tourism development.

The Kannaland tourism strategy is focussed on sustained growth through:

- Marketing Kannaland as a preferred tourist destination through coordinated promotion and communication efforts;
- Optimise tourism volume and yield in sustainable manner by expanding both adventure and events tourism market;
- Promote an environmentally responsible tourism industry to benefit the whole community;
- Improving visitor experiences;
- Optimise distribution of tourism benefits;
- Involve residents as a proud community of tourism ambassadors.

6. LEGISLATION

The following legislation is considered in all tourism activities.

- **National Development Plan (NDP)** - Tourism is entrusted with a critical mandate of contributing towards creating an environment for sustainable employment and inclusive economic growth through tourism. South African tourism has specifically interrogated and aligned its role to the National Development Plan 2030. The National Development Plan (NDP) is the 2030 vision for the country. It envisions rising employment, productivity and incomes as a way to ensure a long-term solution to achieve a reduction in inequality, an improvement in living standards

and ensuring a dignified existence for all South Africans. The NDP recognises tourism as one of the main drivers of employment and economic growth. The New Growth Path (NGP) includes tourism as one of the six pillars of economic growth.

- **The White Paper on the Development and Promotion of Tourism in South Africa, 1996-** provides a framework and guidelines for tourism development and promotion in South Africa. It identifies the roles that local government, communities and private business should play in promoting tourism.
- **National Tourism Sector Strategy (NTSS)** - The NTSS was approved by Cabinet and launched in March 2011. It sets bold commitments for the tourism sector. The NTSS advocates the development of a Domestic Tourism Growth Strategy aimed at increasing domestic tourism's contribution to the economy. The achievement of the NTSS's objectives is dependent on a collaborative effort between government and the private sector. NTSS provides a blueprint for the tourism sector in the pursuit of growth targets contained in the New Growth Path (NGP).
- **Domestic Tourism Growth Strategy (DTGS)** - The Domestic Tourism Growth Strategy (DTGS) outlines practical measures to address the lack of a tourism culture in South Africans – particularly from previously disadvantaged communities. The strategy is aimed at achieving set targets through education and awareness raising across the country, as well as by promoting affordable and accessible travel and tourism opportunities.
- **Project Khulisa (till 2019)** - This initiative from the Western Cape Department of Tourism is not very active due to lack of capacity and funding. Project Khulisa focusses on the following: developing cultural and heritage tourism, focusing marketing plans on a few and new specialised markets and boosting local business tourism.

7. 2022-2027 KANNALAND MUNICIPALITY PREDECESSOR INTEGRATED DEVELOPMENT PLAN (IDP) WITH AMENDMENTS

The 2022 /2027 and subsequent 2023/2024 Amended IDP acknowledges that tourism is one of the key economic sectors in the Kannaland municipality; therefore, a need for the development of a tourism master plan or a municipal wide tourism strategy was needed. This was because the tourism sector could be significant in the reduction of unemployment. The urban areas along the R62 tourism route should maximize their exposure onto this route as a means of enhancing economic growth. These urban areas were also to provide adequate protection for the various tourist attractions located within the municipality.

The IDP acknowledges that a healthy and vibrant economy is essential for the development of the local community. Tourism is identified as an important contributor to the Kannaland economy and singled out as one of the fastest growing industries. Kannaland local economy is built on the opportunities created by tourists visiting the area. It is essential that the tourism industry be further developed and investment into this industry be promoted to ensure continuous growth. This thriving industry relies on good infrastructure and an educated workforce. The Kannaland municipality is focussed on changing the perception that tourism is an elite industry that benefits only a few. Tourism is helping businesses to align strategies to maximise the impact on poverty alleviation and development. The following tourism initiatives are aligned with the IDP along with the spatial planning, which will promote economic growth through the R62, agriculture and tourism.

- Preserve and share our cultural diverse heritage (Khoi San rock paintings; The Synagogue; Heritage Gravesites in Van Wyksdorp)
- Art, Culture and Heritage Plan; which will identify sites of architectural, heritage significant areas and resources, which will be able to contribute to the unique selling proposition of the area and attract people to the Kannaland region.
- Leveraging assets such as the caravan park, through either alienation or public private partnership, which could stimulate economic activity.
- Amalienstein Development Farmland transfer economic revitalisation plan and establishment of a market for fresh produce

- Art and Culture Skill Development Centres in Ladismith and Calitzdorp
- The area is located in the succulent Karoo biome that features these desert-adapted species in abundance. The route offers a range of attractions linked to people, biodiversity, history and culture.

8. IMPLEMENTATION

The vision, values and objectives are considered through the following actions:

- Marketing the destination;
- Developing tourism marketing material;
- Co-ordination of events;
- Clean up campaigns, greening and gateway beautification;
- Monitoring and learning from tourist feedback on experiences;
- Collaboration with tourism organisations and stakeholders;
- Building capacity in the hospitality Industry through collaborating with GRD Skills MECCA and SETAs
- Improved service levels, safety, product quality and pricing;
- Facilitating the removal of obstacles;
- Focussing on attractive and new markets;
- Developing tourism in a sustainable manner for the benefit of all in the (Kannaland municipal area);
- Promote tourism in order to create jobs;
- Increase disposable income levels of community members through increased tourism opportunities.
- Promoting online virtual tourism

9. SITUATIONAL ANALYSIS

The tourism environment is strongly influenced and affected by many factors due to its complex and systemic nature. It is influenced by external factors over which it has little or no control. These include weather events (such as droughts), social events (such as crime, terrorism, violence, diseases) and economic events (such as the global financial crisis, exchange rate fluctuations), amongst others. These and many other factors heavily

influence the choices of potential tourists towards destinations. Technological events such as the rise of the internet, social media and the major strides made in digital technology have also changed how potential tourists access information, plan and book their trips. On a real time basis, tourists can find facilities in a location, and choose between them, based on reviews posted by other tourists about their actual experience at the location. The tourism sector therefore needs to be flexible and pro-active.

Although the external environment of tourism is globally improving, there are at the same time, more and more new destinations entering that competitive space. This is characterised by key trends such as digitisation, changing demographics in the markets, concerns about health and safety issues, increased interest in family trips, natural, cultural and adventure tourism. In terms of South Africa's domestic tourism, growth seems to be largely limited by issues of disposable income, lack of appropriate tourism products for lower income families and potential domestic tourists. Regional tourism on the other hand seems to be hampered by lack of effective implementation of regional strategies, although Southern African Developing Countries (SADC) based tourism forms a significant percentage of tourists to South Africa. SADC tourists enjoy South Africa for shopping, lifestyle, events, medical and education tourism. International tourists from outside the continent do however; spend much more than SADC or domestic tourists. There is, however an agreement amongst the stakeholders in this case as well, that more can be done to improve domestic tourism performance and that such interventions should not only be limited to marketing but must include supply side interventions such as destination enhancement amongst others.

In terms of South Africa's, travel facilitation aimed at ease of access to travel to South Africa is seen as the immediate priority for the country to ensure that we retain our competitiveness. This includes the visa regime, which is receiving the necessary attention through the implementation of the Cabinet decision on visa related issues by the Department of Home Affairs, working with the Department of Tourism and the tourism stakeholders in general.

9.1 The Western Cape Province as a tourism region.

The tourism industry in the Province has grown faster and created more jobs than any other industry. One in 10 employees in the Western Cape Province earns a living in the tourism industry, and it contributes more than R25 billion to the provincial economy. Employment in the tourism industry grew by 38 050 from 2013 to 2017. The highest growth was experienced in 2016 with 8, 7% (SA Tourism, 2018). The second highest growth was experienced in 2017 with 5, 5% growth.

Provincial trends: Western Cape Province (Source: SA Tourism, 2018)

The Western Cape Province accounted for 16.8% of all South African tourist arrivals and receive 28.6% of south Africa's tourist spend in 2017. In addition, the Western Cape Province held 19.3% of South Africa's bed nights recorded during this period.

The Western Cape held the following share of South African tourists during 2017:

- Western Cape's share of **Africa land** tourists visiting South Africa: 3.1%
- Western Cape's share of **Africa air** tourists visiting South Africa: 26.7%
- Western Cape's share of **Americas** tourists visiting South Africa: 57.2%
- Western Cape's share of **Asia & Australasia** tourists visiting South Africa: 43.6%
- Western Cape's share of **European** tourists visiting South Africa: 62.0%.

Table 1: Western Cape Performance indicators to South Africa, 2015-2017

Western Cape Performance Indicators	2015	2016	2017	16/17 % Change
INTERNATIONAL				
Total number of tourist arrivals	1,323,283	1,568,357	1,727,913	10.2%
% Share of South Africa's arrivals	14.9%	15.6%	16.8%	-
Total foreign direct spend (excl capital expenditure)	R14.9 billion	R18.1 billion	R23.1 billion	27.8%
% Share of South Africa's spend	21.8%	23.9%	28.6%	-
Total number of bed nights spent by tourists	15,625,036	16,744,578	23,300,297	39.2%
% Share of South Africa's bed nights	19.2%	18.9%	19.3%	-
Length of stay	12.2 nights	11.1 nights	14.1 nights	-
DOMESTIC				
Total domestic trips	1,829,000	2,139,000	1,388,000	-35.1%
Total direct domestic spend	R2.0 billion	R2.5 billion	R1.6 billion	-36.0%
Total annual domestic bed nights	8,316,000	10,393,000	533,000	-94.9%
Length of stay	4.8 nights	4.9 nights	3.4 nights	-

Source: Source: SA Tourism, 2018

Table 2: International tourism indicators to South Africa: 2016-2017

Ranking	Source market	Tourist arrivals	16/17 % change	Total foreign direct spend (R million)	Average spend	Bed nights	Length of stay
1	United Kingdom	267 845	-0,9%	R4,004	R16,500	3,218,000	12.9
2	Germany	230 130	12,8%	R2,981	R15,000	3,055,000	15.1
3	United States	202 057	6,4%	R2,708	R15,200	2,066,000	11.2
4	France	122 015	32,0%	R1,298	R14,100	1,310,000	13.8
5	Namibia	115 646	0,8%	R969	R8,600	1,476,000	12.8
6	Netherlands	104 871	8,3%	R1,262	R15,500	1,213,000	14.6
7	Australia	56 733	18,5%	R809	R15,700	610,000	11.6
8	Brazil	43 593	96,9%	R480	R11,900	513,000	12.6
9	Canada	43 584	10,9%	R454	R12,400	402,000	10.4
10	Switzerland	42 910	6,8%	R741	R20,000	538,000	14.1

Source: SA Tourism, 2018

The top five (5) benefits of tourism to the Western Cape Province

- **Employment: Tourism** creates employment through souvenir sellers, food vendors and retailers will naturally spring up within the community because they are aware tourists are coming to the area.
- **Increased standard of living:** Tourists spend money, which will be injected into the economy and thus improving the standard of living.
- **Opportunity to preserve culture:** There are also cultural advantages for host communities as it can be a source of pride for local communities. This helps the local residents to maintain their traditions and culture, while also showcasing it for all the visitors.
- **Improved infrastructure:** The money generated by tourism helps to improve infrastructure, with new roads being built, parks developed and public spaces improved. The better facilities also bring more tourists to the area.
- **Develop other income streams:** In addition to improving the economy of a destination, it also allows an economy to develop a new form of income. Tourism can help support traditional industries in case they come under financial pressure.

The key tourist attractions in Kannaland include:

- Seweweekspoort
- Towerkop hiking trail
- Stanley's light – hiking trail
- Vasbyt
- Historical buildings
- Bushmen paintings
- Kuduskloof (Live music)
- Wine cellars
- Succulents capital and biodiversity (Unique endemic plant life)
- Hiking trails (Groenfontein)
- Hot springs
- Art galleries
- Kruisrivier circular route
- Scenic environment and Twelve mountain passes
- Historical churches
- Fruit farms
- Cave paintings
- Rock climbing
- Spekboom project
- Donkey rides and farm tours
- Sustainable living farms
- Cycling routes
- Historical and Heritage routes
- Saam Stap project
- The Gallery (Local art and local produce)
- Natural produced product(preserves)
- Homestays
- Authentic
- Cuisine

10. TOURISM PRODUCTS, SERVICES, INFRASTRUCTURE & FACILITIES

The Kannaland Local Municipality is classified as a Category B municipality (i.e. small towns and relatively small populations) and is responsible for basic service provision to the towns of Calitzdorp, Ladismith, Van Wyksdorp, and Zoar, as well as the surrounding farming communities. Kannaland area stretches over approximately 4 758 km² (over a distance of 135 km east - west and 45 km north – south), and is situated about 340 kilometres North-East of Cape Town, along the famous tourism Route 62. Tared main roads to all other major centres such as Oudtshoorn (100 km), Montagu (139 km), George (160 km), Mossel Bay (185 km) and Port Elizabeth (420 km) link Kannaland. Both the administrative and legislative seats of Kannaland municipality are located in Ladismith, with satellite offices in Calitzdorp, Van Wyksdorp and Zoar. The Kannaland Municipal area lies huddled between two mountain ranges, the Swartberg and Anysberg. An impressive mountain peak called Towerkop (2 198 m) looms above Ladismith. Another impressive site is Elandsberg (2 128 m). Halfway up Elandsberg there is a famous landmark, sometimes referred to as Ladismith's extra star in the galaxy: Stanley's Light (1 500 m). The municipality has the smallest population in the Garden Route District, and has the smallest economy in the region. The four largest sector contributors to the gross domestic product (GDP) are Agriculture (34.0%), General Government services (20.4%), Finance and Business services (11.0%), and the manufacturing sector (10.3%). The climate in Kannaland is known for its hot and dry summer days. The average annual rainfall is about 270 mm, with rainfall occurring throughout the year. The average midday temperatures range from 16.6°C in July to 29.6°C in January and the mercury does drop to 3.2°C during winter nights.

Kannaland's climate is ideal for the production of apricots, peaches, plums, nectarines, and grapes. Approximately 30% of the total apricot export market comes from this area. The well-known Parmalat and Ladismith dairy products come from the area. Several wine cellars produce top quality port style wines and brandy. In this respect, the quaint little haven of Calitzdorp is known as the port-wine capital of South Africa by virtue of the top quality wines produced mainly by Boplaas, De Krans, Axehill and Calitzdorp wine cellar. The hospitality trade is flourishing. Tourist accommodation caters for every taste, from 5-star guesthouses and Bed and Breakfasts to rustic camping. Approximately 180 species of birds have been spotted in the area. Vegetation is widely varied and ranges from

fynbos in the mountain to Karroo broken veld, spekboom and succulent Karoo on the koppies and plains. Another endemic shrub to the Klein Karoo is the beautiful "Klapperbos".

A wide variety of scenic routes criss-cross the area. If one travels east through the beautiful Hoeko Valley, breath-taking views of orchards in the spring and autumn can be experienced. Turning into the Seweweekspoort pass, spectacular rock formations can be seen as the road follows the winding riverbed for 21 km through the mountains and emerges in the Great Karoo. Travelling west of Ladismith, one can visit the picturesque valleys, with the orchards, vineyards and old farmhouses of Dwarsrivier, Voorbaat and Van Zylsdamme.

Kannaland has its own individual building style, which makes it unique. For example, the so-called Ladismith Style is a simplified Georgian design and dates from the 1830's. Several other architectural styles, i.e. NeoGothic, Georgian, Victorian, Regency and Rural (Karoo) style, can also be found throughout Kannaland.

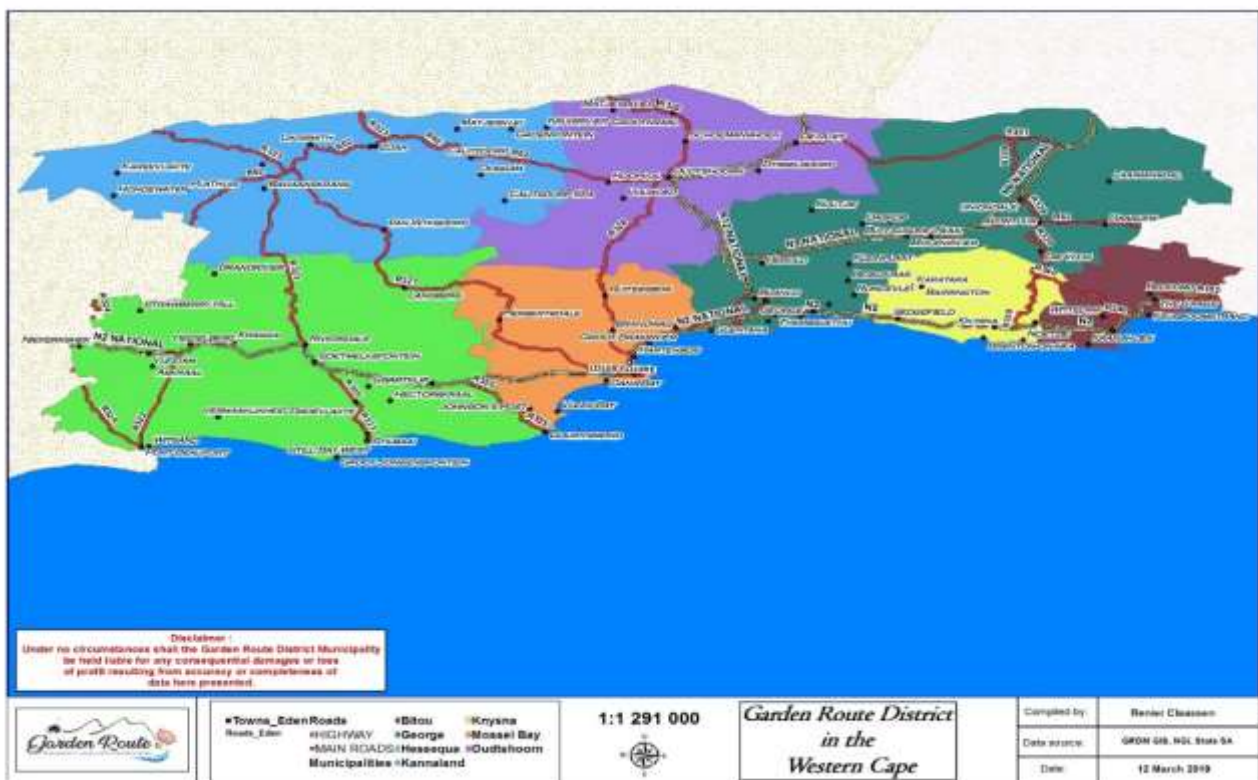


Figure 1: Map of Kannaland Municipal area

Kannaland is an integral part of the Garden Route District, along with six other local municipalities, namely Hessequa, Mossel Bay, George, Oudtshoorn, Knysna and Bitou.

The Kannaland Municipal area shares its borders with the Central Karoo District Municipality to the North, and Cape Winelands District in the west.

The municipal area is very popular amongst domestic and foreign tourists for its rural rustic Karoo scenery. An important role and function of the municipality is to balance the need for development with the need to reserve the fauna and flora, which is an important advantage within the agriculture and tourism industry. The area is very popular amongst artists, cyclists and off-road enthusiasts who visit for the untouched natural beauty.

Herewith a brief introduction of the existing tourism sectors:

<p>Accommodation</p> <p>Accommodation ranges from:</p> <ul style="list-style-type: none"> • 1 to 5 star backpackers, • Self-catering houses, • Luxury guesthouses, • Caravan parks & camping grounds <p>I would suggest that you separate 1 to 5 star from backpackers, otherwise it looks like the backpackers are graded from 1 to 5 stars.</p> <p>This is what we have in Calitzdorp:</p> <ul style="list-style-type: none"> • Bed & Breakfast • Self Catering • Guest House • Country House • Backpackers • Caravan & Campsites • Resort <p>Extras: star grading, wheelchair friendly, pet friendly, restaurant on premises, wi-fi</p>	<p>Heritage</p> <ul style="list-style-type: none"> • Lutheran mission complex and church • SA Mission society church • Berlin Mission Society • Church festival (Amalienstein & Zoar) • Harvest festival (Ladismith) • Heritage festival (Calitzdorp) <p>We have the Vetplantfees on the heritage day weekend, but it is not a heritage festival. A few years ago Zoar had a heritage festival.</p> <ul style="list-style-type: none"> • Full moon festival (Amalienstein & Zoar) • Winter festivals (Calitzdorp) <p>It is not called the Winter Festival any more, it is now the Calitzdorp Expressed.</p> <ul style="list-style-type: none"> • DR Church Calitzdorp (National Monument) • St Marks Chapel, 2nd smallest Anglican chapel in the world • Calitzdorp Museum • Old Post Office at Matjiesvlei (Museum) • Calitzdorp Architectural heritage
<p>Nature-based</p> <ul style="list-style-type: none"> • Mountain biking & Cycling & vintage cycling • Bird watching • Hiking • Horse riding • Quad biking 	<p>Entertainment</p> <ul style="list-style-type: none"> • Restaurants and cafes • Outdoor Movies in Groenfontein

<ul style="list-style-type: none"> • Fishing • Self-drive and motorcycle touring • Public and Private nature reserves • Eco-resorts • Succulent specialists • Annual Vetplantfees • Succulent garden • Unique geology at Red Stone Hills • 4 x 4 routes (Gamkaberg, Matjiesvlei) 	<ul style="list-style-type: none"> • Experience Hosting (bread baking, pasta making, spirit distillation experiences) • Fruit picking in season for the public
Points of interest <ul style="list-style-type: none"> • Cheese factory shops • Port style Wine Cellars • Boplaas ring of rocks • Nel's River Dam (oldest cement dam of it's kind) • DR Church 27 wall hangings in machine applique (The story of Jesus from his birth, up to the outpour of the Holy Spirit) • 	Other attractions/activities <ul style="list-style-type: none"> • Seweweeks Poort • Hot springs • Die Wyn Treintjie • Calitzdorp Wine Route (7 Cellars, Port Capital of South Africa) • Mountain Passes and scenic drives •
Major conference and special event venues <ul style="list-style-type: none"> • Municipal auditorium/Civic centre • Camping • Private game farms • Calitzdorp Hot Springs • The Station Calitzdorp 	Infrastructure and facilities <ul style="list-style-type: none"> • Sports grounds • Public toilets • Several schools • Government hospitals/ Clinics
Services <ul style="list-style-type: none"> • Information offices (Calitzdorp and Ladismith) • Tourism service providers • Tourism forum (Van Wyksdorp) • Catering services • Tourist guides • Museums • Arts and Crafts (annual Art on Track weeklong exhibition) • 	Retail/Shopping <ul style="list-style-type: none"> • Ladismith town (antiques, art galleries,etc) • Calitzdorp town (antiques, art galleries,etc) • The gallery (Van Wyksdorp) • Van Wyksdorp mall

11. COMPETITIVE ANALYSIS

In line with the vision to be a premier tourist destination, the following seven-factor framework is adopted to assess Kannaland's competitiveness as a tourist destination:

11.1 Factor condition

People: The lack of a tourism champion (Tourism manager/marketer) to drive tourism development in Kannaland negatively affects tourism development as well as economic opportunities that can be created by tourism.

Resources: General lack of resources and an effective tourism office hinders the opportunities that the tourism industry can create for the people of Kannaland. It was observed that besides the general lack of financial support by the municipality to support the tourism industry, there is also a lack of resources provided by the municipality to support the tourism industry.

Finance: It is the observation that tourism as a programme is neither planned nor adequately budgeted for. This is further supported by the 2018-2019 Kannaland IDP *"This modest allocation by the municipality for tourism should be seen against the context of the broader package of municipal programs (e.g. keeping local towns clean, enhancing the aesthetic appeal of the built and natural environment and its planning framework). Kannaland LM is in dire need of a Tourism Master plan that could amongst others unlock local economic opportunities"*.

Knowledge: Absence of accurate tourism information necessary for tourism planning and management. It was observed that the current tourism offices in Calitzdorp and Ladismith are not adequately supported by the municipality to perform their functions. These two tourism offices are also working in isolation from each other and more focused on their own towns rather than creating a value chain that can benefit the whole municipal area.

Infrastructure: Total absence of a dedicated and equipped one stop shop (tourism office with a tourism manager in Ladismith) for tourism value chain which is necessary to provide tourism information upstream and downstream. The presence of the tourism manager can effectively ensure that tourism is promoted the right way to benefit all the towns in the municipality in such a way that the value chain is effective both ways.

Institution: Institutionally the two existing tourism offices are not capacitated enough, both financial and resource wise to drive tourism in the Municipality.

11.2 Value chain co-ordination

Tourism value chain is the co-ordination of upstream and downstream products and services. It is noted that the value chain co-ordination is essential in tourism management as it provides SMME and local economic development opportunities along the value chain. The municipality plays a crucial role to ensure that the tourism value chain is well co-ordinated both upstream and downstream while at the same time affording space for private sector and community to fulfil their function in the value chain. It is unfortunate that given the lack of prioritisation of the tourism function in the Municipality, such crucial co-ordination is non-existent.

11.3 Creating demand

Tourism is about creating demand therefore marketing of a destination is vital in the development of a thriving tourism industry. In the assessment of Kannaland Municipality it was noticed that there is an absence of active marketing which has contributed to the inability to attract tourists. Whilst WESGRO and Garden Route District Municipality provides marketing support from a provincial and regional perspective, there is still a need of a focussed local marketing of the area and because of the absence of focussed local marketing of the area; Kannaland Municipality has further remained obscure despite the fact that it has great potential for a thriving tourism industry. In the creation of demand it is important that we concentrate marketing efforts on the local market as oppose to the foreign market. In reality 60% of the tourism revenue in South Africa is accounted for by the local market as opposed to the international market. South African government has realised this and is currently in a marketing drive to promote domestic tourism through the 'Shot' Left marketing campaign.

11.4 Institutional arrangement

The institutional arrangement raises the following weaknesses:

- **Tourism structure** – There is a total lack of a proper human resource structure (Tourism manager at the municipality) necessary to drive tourism. In the absence of a proper functional structure it will prove difficult to realise a flourishing tourism industry in Kannaland Municipality.

- **Tourism infrastructure** – There is a total lack of support, both human resources and finance to ensure a proper tourism infrastructure. There is a need of a tourism office with a tourism manager who can be responsible for managing and driving tourism in the municipal area. There is an urgent need for the development of a tourism structure and infrastructure for the proper implementation of this tourism strategy.

11.5 Planning and budgeting

At close observation there is sadly a lack of continued tourism planning supported by an adequate budget. In the current situation funds are allocated without any tourism business plan coupled with a budget. If Kannaland is to achieve a vibrant tourism industry, concerted effort of an all year plan coupled with a budget is vital. Furthermore, if tourism is the major economic generator in the province, serious attention must be paid to the size of the budget allocated to tourism. The preceding assessment points to the fact that tourism is de-prioritised and yet it remains the potential economic generator to turn Kannaland around into a thriving tourist destination. It is necessary for the municipality to prioritise tourism through adequate staffing, proper infrastructure, proper budgeting and planning.

11.6 Location

The current situation of fragmented tourism offices in Calitzdorp (Private sector driven) and Ladismith (Municipality driven) is a reason for serious concern since these two offices are not seen as advancing the general interest of the tourism stakeholders in the area. The following needs urgent attention:

- Premises to house a tourism office and information centre that is user-friendly and easily accessible for tourists. The current trend is to keep the tourism office in its own premises and prominent to the tourist.
- With the consideration that Kannaland is strategically situated on Route 62, it is disappointing that the two existing tourism information centres are not properly functioning to capitalise on this massive tourism potential passing through the route all the time. It is suggested that the Municipality considers establishing fully-functional tourism offices both in Ladismith and Calitzdorp in strategic locations that are visible and easily accessible by tourists.

11.7 Special purpose vehicle (SPV)

The success of tourism is dependent on the participation of multiple players along the tourism value chain both upstream and downstream. It is therefore necessary for the Municipality to co-ordinate the establishment of a SPV that will serve as a co-ordinating vehicle for tourism planning, development and co-ordination among all key stakeholders.

The current assessment shows an absence of such a co-ordinating structure which is key to turn around Kannaland into a tourism destination. The purpose of such a vehicle is to encourage involvement of all interested tourism stakeholders.

An SPV allows for an industry wide commitment, facilitates the harnessing of skills and pools resources to achieve better tourism outcomes. The following layers are recommended for the SPV: Council functions (Internal), special purpose vehicle functions (external) and the manager of tourism in the municipal area.

12. POTENTIAL TOURISM PRODUCTS FOR KANNALAND TOURISM INDUSTRY

- Development of guided and self-guided tours;
- Develop rock art tours;
- Star gazing – Van Wyksdorp;
- Cheese and wine tasting events;
- Develop Kannaland big walk;
- Develop and promote game drives;
- Promotion of farm stays including conference and wedding venues;
- Develop the link between tourism and agriculture for Agri-tours;
- Promote fruit picking during in season (Volunteering for experience);
- Opportunities for Kloofing;
- Zipline – Team building purposes;
- Creation of tourism hub (where artisans are able to work and display their products);
- Development of tourism entrepreneurs centre;
- Development of township tours;
- Development of festivals/events related to agricultural products;

- Creating attractive packages that could keep tourists stay longer than one day in the area;
- The train project (Bring back the train to the area to create access) – Mossel Bay, Calitzdorp and Oudtshoorn;
- Agricultural harvest festival;
- Development of farmers market;
- Food and Wine festival;
- Development of donkey car tour routes

NB: Food, Cheese and Wine Tourism has grown to be big business around the world, with regions like Gouda in Holland, Champagne and Bordeaux in France, and Napa Valley in the USA attracting large numbers of tourists. Wine tours and port style wine attractions are a type of tourism geared to attract consumers to visit wineries, vineyards and restaurants that offer organised wine tours, wine festivals or leisure visits to such places. Activities in this type of attraction include cheese and wine tasting, consumption or the purchase of wine in the areas visited. Members in the Calitzdorp area identified the area as the 'port-wine capital' and were thus a key tourism attraction activity in the area. As such, it identified itself as an area that offered unique port- wine and lifestyle to consumers that visited the area. Members in Ladismith cited two cheese-making businesses where cheese and wine tasting can be combined to form a festival.

Historical and cultural heritage attractions appeal to consumers with an interest in learning more on the cultural aspects of particular people in a specific region or country. Its main focus or attraction activities involve the interaction with traditional communities that exhibit diverse customs and social practices distinguishing them from others. In addition, forms of art such as paintings, household goods and pottery also form part of the attractions in this opportunity. The historical attractions appeal to tourists with an interest in historical facts such as museums, historical site and buildings. Members in Zoar and Amalienstein stressed the rich history and cultural heritage in their area as such that a route can be developed linking all important historical and cultural heritage points of interest.

13. SWOT ANALYSIS

STRENGTHS	WEAKNESSES
Friendly communities/ Attitude of local people	Negative history of tourism in the area (too much damage has been done)
Safe environment for tourist	Lack of togetherness amongst industry members and municipality/ Tourism stakeholders do not cooperate with each other
Willingness of tourism industry stakeholders to work together	Lack of information on existing attractions/projects
Unique natural resources	Lack of funding/capital investment to support the tourism industry
Strong cultural diversity and heritage history	Lack of networking opportunities amongst tourism stakeholders
Route 62 creates easy access to the area	Lack of proper marketing of tourism in the area
World class port and wines	Lack of tourism employees in the municipality to drive tourism in Kannaland
Active tourism office in Calitzdorp	Lack of creativeness amongst tourism industry role players who only stick to the basics
Established festivals	Lack of participation in tourism by previously disadvantaged groups
Strong tourism core (Resources and attractions)	Lack of enforcement of By-Laws by the municipality that impacts on tourism
Good hiking trails	Ineffective municipality
Good game farms	Crime in the area
The Karoo habitat as draw card for nature tourists	Lack of proper marketing and promotion of the tourism industry
Good game farms	Tourism industry is not wheelchair friendly
Uniqueness of the gravel road and remote location (Van Wyksdorp)	Poor maintenance of infrastructure that supports the tourism industry
Sustainable living & organic farming (Van Wyksdorp)	Lack of tourism signage across the whole municipality
Environment conducive for relaxation (Van Wyksdorp)	Lack of support from the municipality
	Absence of tourism information centre
	Politics
	Lack of training for tourism industry members
	Poor infrastructure in the townships hurts the tourism industry
	Littering spoils the surroundings
OPPORTUNITIES	THREATS
Leverage on being part of R62/Garden Route	Competition from neighbouring towns, i.e. Barrydale
Development of cheese and wine festival	Political situation
Promotion of conference and wedding venues	Drought in the area - water crisis
Development of fruit harvest festival	Economic down turn
Tapping into the team building markets	Politics and government policies
Development of local day tours	Illegal signage due to lack of municipal by-laws around signage for tourism establishments
Potential new tourism projects/routes that can be developed	Street children together with beggars which leads to unruly behaviour that may deter tourist from visiting and staying in the area
Creation of network opportunities for all the towns in Kannaland	Crime in certain areas

Finding better ways to work with the Garden Route District Municipality and WESGRO	Drugs and alcohol abuse
Opportunities to maximise on the Shot Left promotional campaign	Lack of police visibility and lack of police presence in the police station (Van Wyksdorp)
Tourism can create employment opportunities	
Growing/strengthening existing events/festivals	

14. STRATEGIC RELATIONS

Partnerships and collaboration is essential to ensure that opportunities and resources are maximised. Strategic partners of Kannaland municipality include:

- Regional and local tourism organisations;
- SA Tourism (and their country offices worldwide);
- Wesgro (Western Cape Destination Marketing, Investment and Trade Promotion Agency);
- Western Cape Department of Economic Development and Tourism (DEDAT);
- South African embassies;
- Sporting/Service Clubs & community organisations;
- Training institutions;
- Business Chambers;
- Event/Festival organisers;
- Property developers, investors;
- Media.
- Neighbouring Municipalities

15. INDUSTRY STRUCTURE OF THE WESTERN CAPE PROVINCE

Wesgro, the provincial Destination Marketing, Investment and Trade Promotion Agency, is responsible for marketing the regions of Western Cape Province internationally. The Garden Route District Municipality is one of the six tourism regions – the others are West Coast, Winelands, Overberg region, Central Karoo and Cape Town. Within the Garden Route District, Garden Route District Municipality has six other local municipalities, namely Hessequa, Mossel Bay, George, Oudtshoorn, Knysna and Bitou. The role of

Garden Route District Municipality is to promote local tourism for the whole area; however, there are challenges with minimum funding available to do tourism marketing for the district. Kannaland municipality provides funding, in the form of a grant, to one local tourism bureau (Calitzdorp). Tourism information centre plays an important role in information dissemination and visitor services. As a result, the tourism information centres/satellite tourism offices should be invited to participate in destination marketing activities and tactical campaigns on a project basis. Tourism information centres/satellite offices should operate autonomously under the direction from Kannaland municipality. Marketing activities of local tourism information centres are to be undertaken in collaboration and conjunction with the Garden Route District municipality as their budgets are limited. Tourism information centres/satellite offices have the ability to generate income through membership fees, commissions received on all bookings, sponsorships and the municipal grants.

16. INSTITUTIONAL ARRANGEMENTS

The introduction of two additional tourism bureaus, one in Zoar and one in Van Wyksdorp will result in a saving from staff appointment costs.

With the review of the organisational staff establishment structure (organogram), the tourism function will continue to reside in the office of the Municipal Manager under the IDP, LED and PMS unit.

The undermentioned staff will be dedicated to drive the function internally:

- Senior Manager: Strategic Services
- Manager: IDP, LED and PMS
- PMS and LED Co-ordinator
- Senior Communication Officer
- Public Participation Officer
- Admin Clerk

Key functions/roles of the proposed tourism offices/satellite offices should be:

- Disseminate tourism information to enhance the overall tourism experience;
- Focus predominantly on information provision and communication as well as tourism/product development;
- To serve as vital first points of contact and provide value-adding services to visitors;
- Promote visitation to Kannaland;
- Promote Kannaland tourist attractions;
- To provide an effective community information service to residents.

These proposed tourism information centres/satellite tourism offices should render the following services and facilities;

- Visitor information centre – seven days a week;
- Brochures and advertising;
- Displays, signage and event banners;
- Professional development workshops for local tourism and hospitality operators; amongst others;
- Accommodation bookings and referrals;
- Route planning and tickets for events
- Selling of maps, books, guides and locally produced/made gifts.

NB: There should also be opportunities created for volunteers or interns to undergo practical experience/Work Integrated learning, although the successful operation of the tourism department will not rely solely on volunteer support.

THE ROLE OF THE IDP, LED AND TOURISM MANAGER:

The Manager: IDP, LED and PMS will be required to drive and facilitate the effective implementation of this tourism marketing strategy. This person will manage partnerships and engage with the trade and other key stakeholders and ensure that marketing activities are successfully implemented. Management of communication, data collection, research and marketing projects will be the responsibility of the Manager: IDP, LED and PMS. The key roles and responsibilities of the Manager: IDP, LED and PMS should be:

- To promote tourism in the area through advertising campaigns and strategies;
- To manage the proposed tourism information centres/satellite offices, including staff supervision, staff development, staff training, business management and office systems;
- Manage tourism marketing budget;
- Plan and write funding proposals and applications thereof;
- Undertake market research with members of the public and visitors to particular attractions;
- Carry out strategic planning and development, such as commissioning and/or producing tourism strategies and economic impact studies for implementation, or lobbying, devising and implementing marketing campaigns;
- Respond to day-to-day tourism enquiries;
- Make presentations on tourism awareness or new initiatives to industry, community or interest groups;
- Liaise and build close relationships with media to promote tourism issues and encourage community involvement and awareness.
- To sustain the growth of the tourism industry in Kannaland through effective marketing
- To identify different target markets and design appropriate packages to meet their needs;
- To develop a tourism map for Kannaland tourism industry.

17. KEY/STRATEGIC ISSUES TO BE ADDRESSED

These strategies identified below emanates from the workshops hosted in Ladismith, Calitzdorp, Zoar & Amalienstein and Van Wyksdorp. The ideas collected in these towns were collated together and emerging themes developed based on the similarities of the ideas.

17.1 Signage for tourism in Kannaland (directions to places of interest)

Signage in the tourism industry is critical for the success of the industry. It provides clear indication and direction of where the attractions and tourism facilities are located but most importantly, they ensure that tourists are not lost and waste time looking for these attractions and facilities. The tourism industry stakeholders have indicated that tourism signage has been in discussion for the past six (6) years and to date there is no solution. It is strongly suggested that the municipality pass its By Laws regarding this matter so that tourism industry signage are put in place. The danger of not having proper signs as stipulated in the By Laws, tourism industry members may end up erecting these signs on their own which may deface the look and feel of the area.

17.2 Improve visitor information services and visitor experience

Two critical factors are necessary to improve information services and enhance visitor experience: firstly, proper institutional arrangements are vital to ensure a well-coordinated value chain in terms of properly manned visitor information offices. On the other hand, the participation of tourism stakeholders in providing products and services is important.

Regular tourism awareness programmes, in close collaboration with national, provincial, district and local tourism partners, will be fundamental to improving service standards and developing a tourist friendly culture. It will be vital to strengthen our relationship with members and build partnerships with private and public enterprises.

Collateral material should be developed for the region (maps, brochures, DVDs), packaging of different interactions to enhance the visitor's experience and knowledge about the area. By linking towns and their information, visitors' choices will be expanded,

as will, hopefully, their stay and spend in the area. Enhance visitor experiences by the training and upliftment of the local community to ensure that service levels are addressed.

Attempts should be made to look beyond the municipal area and link products across other regions (such as Oudtshoorn, Barrydale, Laingsburg, Montagu) in order to build collective strength and a sustainable product. These types of linkages with other towns and regions would enable us to capitalise on the growing trend of tourists travelling into hinterland areas, and crossing borders, whilst seeking more diverse and unique experiences.

17.3 Destination marketing activities targeting specific markets

It is proposed that a dynamic website is developed which will build credibility and could be used as a very important information marketing tool. Visitors to the site should be able to interact and navigate to find all relative tourist information on a website. The website should drive more traffic to the tourism bureaux' websites for bookings. High quality images, footage, press releases and informative content such as the publication of research reports, should be used. Targeted e-marketing campaigns can be considered to drive more traffic to the website or social media pages. The tourism website and our social media platforms (Facebook, Twitter and possibly Instagram) could act as key mechanisms for the distribution of tourism information. Strategic joint marketing partnerships with district municipality and other local municipalities will be helpful in increasing the number of visitors to the municipal area. Kannaland municipality will participate at strategically selected consumer and trade marketing platforms to target our core markets and host media or trade groups to our area. Marketing collateral will be developed to target specific markets, for example an outdoor activity map (hiking and mountain biking), birding watching map, and Agri-tourist activities amongst others. There is a need to develop a marketing campaign to address seasonality, and use events as a spin-off for campaigns during off-season times. Collaborate and work with SA Tourism, WESGRO and other regional tourism offices to disseminate destination collateral cost effectively.

17.4 Research and analysis

There needs to be an urgent prioritisation of tourism data collection which will assist Kannaland municipality in better planning and policy making. For this effort to succeed tourism role players should be willing and be committed to share and participate in studies conducted by the municipality/tourism bureaus. There will be a need to continue to produce the Tourism Barometer, or alternatively to consolidate visitor numbers/statistics from tourism bureaus, attractions and tourism businesses. Mechanisms need to be developed which can monitor performance of marketing activities. Tourism bureaus need to collate information on visitor figures or occupancies from their members so the municipality can have a better understanding of tourism performance and impact on the local economy. Further identification of the economic impacts of the current festivals/events should be researched for prioritisation and support by the municipality.

17.5 Position Kannaland as Agri-tourism destination

Utilise events and festivals linked with agriculture as catalysts to generate publicity for the destination, drive economic spin-off and establish Kannaland as a competent tourism/event destination. Kannaland municipality will review events that support seasonality and transformation, optimise tourism volumes and yield. The economic impact of events & festivals should be measured by the income generated to the destination. Kannaland municipality's events policy will provide information to event organizers on the processes that should be followed in order to receive approval for the event/festival to be held in Kannaland. This policy will also touch on aspects such as disaster management to ensure the well-being of visitors and locals. Kannaland municipality should pursue Agri-tourism to create a year-round distribution of visitors in the area. It will be Kannaland's municipality's role to harness the relationship between tourism stakeholders and farmers in the area to attract more tourists for Agri-tourism products.

17.6 Development of new product offerings

Identify new development opportunities or tourism routes for this area, develop and package these which can create economic opportunities in areas of population. There is

an opportunity to create niche tourism markets (bird watching, mountain biking, cultural and heritage tourism, hiking, amongst others) and new tourism routes, for example san rock art and township tours. The development of new attractions, products and events are key mechanisms in providing opportunities for disadvantaged communities. The following are suggested tourism attractions for development in Kannaland:

- Route development – food/art & crafts/wine/ routes
- Fruit/ food market
- Hiking trails
- Bird watching trail
- Cultural centres
- More mountain biking trails
- Stargazing
- Full moon walks and runs
- Sustainable living weekend

18. MARKETING ACTION PLAN

The projects listed below comprise strategic activities targeted to improve tourism in Kannaland and are to be achieved over a five-year period, commencing 2022. This plan will be communicated to media & tourism stakeholders.

19. EVALUTION AND MONITORING

The following factors are fundamental in order for this marketing plan to succeed:

- Support and buy-in of Kannaland municipal Council and top management is essential
- Sufficient budget allocation coupled with proper planning for tourism in the municipality.

Stemming from the final workshop, the stakeholders in the workshop prioritise the following issues to be addressed by the municipality in order of preference:

- *First is the appointment of the Manager: IDP, LED and PMS (Tourism Manager) - this person will help drive the tourism industry in the municipality.*

- *Second is the creation/development of tourism entrepreneur centre – to house artisans and other SMMEs to work and display their products.*
- *Third is the destination marketing activities targeting specific markets*
- *Fourth is the signage for tourism in Kannaland (directions to places of interest)*
- *Finally is the improvement of visitor information services and visitor experience.*

20. CONCLUSION

This marketing plan serves as a working document which should be consistently implemented over a five-year period, effective from 2022. Each suggested strategic objective can be revised and needs to be considered in detail pending budget allocations from Kannaland municipality. Collectively these strategic actions present a road map of how Kannaland municipality can further grow tourism, create opportunities for SMME's to be part of the industry and increase economic activity to our area. Stakeholder involvement and improved planning and budgeting for tourism development will be critical to the successful implementation of this plan. The protection and conservation of the natural and cultural heritage is fundamental to all future tourism development and marketing initiatives.



LADISMITH TOURISM BUREAU

BUSINESS PLANS

Financial years 2022/2025

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C 1 FUNCTIONAL PLANS (realistic reflection)

A BACKGROUND INFORMATION

(a) Geographical features

i Location

The town is located on Route 62 in the Klein Karoo.

ii Accessibility

The area has a well-developed transport network with good road connections to surrounding towns; the R62 being the main link between Barrydale and Calitzdorp; R323 via Riversdal to the N2; R328 via Calitzdorp to Mossel Bay and N12 via Oudtshoorn to George, N2 and the rest of the Garden Route; N1 via Laingsburg

iii Attractions

The town lies at the foot of the Klein Swartberg ('mountain'). Fertile valleys with orchards and vineyards are situated along the mountain, with Seweweekspoort and its ripple-like rock formations an unique experience. Several mountain peaks to climb, cycling, hiking/4x4 trails. Game viewing and bird watching. A treasure-chest of different vegetation where 3 biomes meet. A variety of architectural styles in town, even its own building style.

(b) Role -players

i Business sector

Retail stores, general dealers, supermarkets, clothing shops, butcheries, liquor stores, florists, hairdressing salons, hardware outlets, bakeries, restaurants, café's, medical practice, numerous accommodation establishments, legal practices, building contractors, pharmacy, abattoir.

ii Community

The town has approximately 7 500 inhabitants with a further 23,000 in the rural surroundings (National Census 2011). Unemployment level is fairly high.

iii Public sector

Provincial hospital, PHC clinic, medical emergency services, SAPS, two high schools, 2 primary schools, 1 private school; 2 nursery schools, magistrate's court, post office, municipal offices, library, sports grounds.

(c) Industrial features

i Size, growth and other relevant features within the area and local environment

- Two cheese factories, a winery, wine estate, brick making
- Fruit industry: Ladismith produces deciduous fruit for the local as well as export market. Opportunities in fruit industry include packaging, drying and storage, plants, fruit transport operators, wine grapes for cultivation and processing for the export market.
- Ostrich industry

- Jojoba farming
- Seed cultivation
- Honeybush tea
- Organic farming - eggs
- Land is available for new investments, particularly in light industry.
- To be explored:
- Cultivation of herbs, especially buchu and herbal tea
- Hydroponics - vegetables

(d) Tourism association

The Ladismith Publicity Association was founded in 1991 by members of the public and the owners of a few accommodation facilities in order to market Ladismith. The name was later changed to the Ladismith Tourism Association. The first office was at Shell Garage premises in one of the remaining Makadas coaches. Later it moved into the council room at the Town Hall for want of a larger space. The first information booklet was published in 1993. In 1997 it moved into the historic Otto Hager Church building in South Street. It has grown over the years with 17 information brochures plus 7 booklets available to the tourists and general public. Thousands of domestic as well as international tourists have visited the Ladismith Tourism Bureau over the 3 decades

B. MISSION AND AIMS OF THE ORGANISATION

(a) SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• Situated on Route 62• Scenery – mountains and valleys• Day trips – game viewing, field trips• Vegetation – fynbos and succulent Karoo – 3200 species in Klein Karoo• Birdlife – abundant – 214 species• Architecture – seven provincial monuments – wide variety• Two cheese factories / cheese sales• Winery / wine estate• Numerous accommodation facilities• Fresh and dried fruit• Historical mission stations – Zoar & Amalientstein• Langenhoven's birthplace – Hoeko valley• Mountaineering (6), hiking trails / trail running (5)• Mountainbiking: Annual 7Weekspoort MTB Buffelspoort trails Seweweekspoort / Boschluyskloof pass• Cycling routes (14) – public & private• 4x4 routes: Buffelspoort trails Zoar• Very friendly community / relatively crime-free• Established tourism information centre for past 31 years	<ul style="list-style-type: none">• Entrances to town uninteresting and uninviting• Untidy state of signage / billboards at town entrances• Littering in town and along Route 62• Vendors overcrowding pavements in main street, especially on "all pay" days• Bad condition (potholes) of streets• Traffic passes along edge of town – South Street• No cultural / arts & craft centre• No municipal caravan park / camping area - need for camping / picnic sites for day visitors• Lack of interest amongst the local population• Lack of adequate funding for extensive and aggressive marketing• Not enough to do / see for visitors spending an hour or two in town• Not a destination town - a "drive-through" town, especially for foreign visitors• Lack of entrepreneurship amongst local population• No packaged tourism deals for overnight visitors

<p>Opportunities</p> <ul style="list-style-type: none"> • Regular maintenance of hiking trails • Identification of vegetation along hiking trails • Entrances to town to be improved • Directional CBD signs on South Street to direct tourists into town • Cleaning-up of all illegal tourism signs along South Street and in town • More attractive garbage cans at every business - keep town free of litter • Re-establish Saar Garisch caravan / camping site in town • More traditional food at restaurants / guest establishments • Local products (fruit, etc) made more accessible to tourists at a reasonable price <p>Opportunities (cont)</p> <ul style="list-style-type: none"> • Develop tourism potential of Seweweekspoort • Development of Khoi rock art trails • Cycling & hiking trails – active marketing • Development of a cultural / arts & craft centre, including a nursery specializing in drought-resistant vegetation • Cultivation / harvesting / marketing of wild herbs, especially buchu, 	<p>Threats</p> <ul style="list-style-type: none"> • Vandalism • Pollution of area • Alien plants • Unemployment – leads to begging • Drug and alcohol abuse <p>Long-term drought in town and district, resulting in severe water restrictions</p>
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<p>honey bush tea & other medicinal herbs</p> <ul style="list-style-type: none"> • Seed, hydroponic, organic farming • Agri- and eco tours involving farming community • Awareness campaign amongst locals regarding tourism • European activity tour groups • Local activity clubs events Reunions Workshops Weddings • Package deals “Staylonger signature” 	
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(b) Critical success factors

Full co-operation and funding from Local Government as well as support and participation from local tourism facilities and general public

(c) Vision for tourism in the area

To change Ladismith and the area to a 'destination and family orientated town and area' instead of a 'drive-through' town.

(d) Mission of the Ladismith Tourism Bureau

To identify, develop and promote tourism possibilities amongst the community, especially the previously disadvantaged community, thus creating job opportunities.

(e) Aims of the Ladismith Tourism Bureau (long term) – marketing

Tourism cannot exist without people, places, activities and things to experience.

- i New interactive website, social media
- ii Tours, eg agri- and/or ecotours involving farming community, i.e vegetable gardens
- iii Develop new and upgrade/upkeep of existing hiking trails

- iv Cycling & hiking trails –new interactive website (WebWorx), brochures, gravel corridor maps (Makadas)
- v Generic Brochures, maps, promotion articles
- vi Architectural heritage - booklet
- vii Rock art trail guided tours in conjunction with Zoar
- viii Scenic drives, passes and gravel corridor
- ix Passes around Ladismith - booklet
- x Birding booklet – Atlas Bird Project
- xi Vegetation
- xii Medicinal plants
- xiii Integrated brochures of tour packages throughout Kannaland municipality
- xiv Active participation in tourism shows, i.e WTM

(f) Developmental plans

- i Gaining support from local government and external bodies in terms of development opportunities
- ii Initiate campaigns for:
 - Local population to gain pride in our town – heritage month
 - Encourage local businesses to keep their pavements in front of building litter-free and install enough attractive garbage bins
- iii Improve overall look of South Street - not most interesting street to drive through.
- iv Upgrade /annual upkeep of hiking trail – Towersig Hiking Trail , Klein Swartberg viewpoint
- v Skills training for arts and crafts – products inherent to the area and of good design and standard
- vi Schools, workshops, brochures

(b) Marketing plans/projects

- i Brochures, maps, promotion articles, social media
- ii Active participation in tourism shows
- iii Architectural heritage tours / printed booklets
- iii Scenic drives
- iv Rock art trail guided tours in conjunction with Zoar
- v Active marketing of cycling/hiking trails
- vi Brochures/ booklets with maps for cycling & hiking trails
- vii Booklet on local birding

- viii Booklet on local vegetation
- ix Booklet on local medicinal plants
- x Booklet on passes around Ladismith

(c) Action plan/projects

- i. Tourism database, including tourism facilities, businesses, churches, schools, etc – update on a regular basis
- ii. Tourism clean-up project: Towersig completed August 2022. Annual maintenance
- iii. Training and capacity building: Workshop “Signature” groups, hospitality training and development
- iv. Integrated brochure of tour packages throughout Kannaland municipality
- v. Integration with neighbouring tourism bureaux (Oudtshoorn, Prince Albert, Laingsburg, Riversdale, Montagu-
promotion with brochure
- vi. Calendar of **events** – update on a regular basis

Date	Event	Venue / organisers
March	Eden Cross Country Mountain Bike event (XCO) #2	Oaksrest, Dwarsrivier valley iAla events #2 Pty.Ltd
August – 1 st weekend	Makadas Quadbike and off-road motorbike rally	Vyversrus/ Dryland
August – Last weekend	Kannaland Vasbyt	Dept Correctional Services, Ladismith
October – 1 st weekend	7Weekspoort MTB Challenge	ChainGang

C1 FUNCTIONAL PLANS (realistic reflection)

Organisational structure

● **Staff - Administration and business management**

Tourism manager

Assitant - to handle social media

Office infra-structure

Display boards, shelves, tables for brochures (on loan from Otto Hager Church), desks, chairs, PC, printer/scanner, Wispernet VoIP telephone, filing cabinet

● **Data basis**

Yes

BUDGETS

Revenue

Source of revenue	2022/'23	2023/'24	2024/'25
Municipal grant (+6% increase annually)	200 000	212 000	224 720
Membership fees	10 000	15 000	20 000
Balance from previous year	77 550	50 000	50 000
Total	287 550	277 000	294 720

Expenditure

Office	2022/'23	2023/'24	2024/'25
Staff ½day (salaries +6% increase annually)			
Manager:	91 000	96	102 250
(7 000/m 1st year)	65 000	460	74 100
Assistant – responsible for social media	6 000	70 000	6 000
(5 000/m 1st year)		6 000	
Transport			
Subtotal	162 000	172 460	182 350
Administration			
a.Communication	9 500	9 540	9 880
b. Marketing (Website/Social/other media, brochures)	34 210	25 890	30 890
i Marketing material (brochures/maps):	12 000	14 000	15 000
ii Promotion articles/workshops	9 000	8 000	11 000
iii Website registration /annual renewal	500	500	500
iv Website design	8 320	-	-
v Hosting	790	790	790
v Standard WordPress maintainance	3 600	3 600	3 600
c.Office	32 290	34 110	36 600
Telephone, postage, e-mail, printer ink cartridges, paper, maintainance, stationary, photo- copying, rent, electricity, bank, repairs, auditing services			
Subtotal	76 000	69 540	77 370
TOTAL	238 000	242 000	259 720
Additional expenditure			
Developement (workshops, school projects, etc)	10 000	10 000	10 000
Maintanance Towersig hiking trail:			
Rehabilitation July 2022: 19 550	39 550	25 000	25 000
Maintanance x2 / year 25 000			
Subtotal	49 550	35 000	35 000
GRAND TOTAL	287 550	277 000	294 720

Idealistic Additional expenditure			
Tourism Show WTM	40 000	50 000	60 000
Indaba	60 000	70 000	80 000

Approved by and signed on behalf of the Committee on this 28th day of August 2022.
Signed:



I FEBRUARIE
Chairperson

See our new WEBSITE and FACEBOOK PAGE. This was made possible using membership fees.

Please share the links with anybody curious about the Klein Karoo and Ladismith; follow our FB posts and "share to feed" any information that will help draw visitors to our area.

<https://ladismithtourismbureau.co.za/>

<https://www.facebook.com/ladismithtourismbureau>

Calitzdorp Tourism

Activities and events embarked upon

1 July 2021 – 30 June 2022

1. Treasurer's report (Annalize Basson)

In July 2022 we were able to pay over funds to Calitzdorp Expressed, FOCA, Arts on Track, The Succulent Society and the Calitzdorp Community Chest. These accounts will no longer be managed by the Tourism Office as of 1 September 2022.

Even though Tourism was still slow in 2021 – 2022 Financial Year, we were still able to show a Nett Profit of R59k. We are hoping on improving this going forward in order for our Tourism Manager to attend Expo's etc. We are still hoping to find new auditors to sign off our Financial Statements as the current cost is excessive. Kannaland Municipality have signed our new MOA for the next 3 years with quarterly payments to the Tourism Office. Currently our Financial Statements are still being set up by the auditors and will not yet be available for members to view. We had no membership fee increase in 2021 – 2022, but will be implementing one in 2022 – 2023.

2. Calitzdorp Succulent Society report (Buck Hemenway)

Vetplantfees:

Vetplantfees 2022 has just been completed on 18 September 2022 and was a great success; the biggest one so far. At least 3 500 – 4 000 people attended. Visitors to the festival enjoyed a variety of different events throughout the weekend, including workshops, talks, guided walks and plant sales from specialist succulent plant growers. However, the festival is more than a celebration; it's also a coming together of succulent experts to deal with some of the challenges that threaten succulents, in particular, the threat of poaching.

Calitzdorp Succulent Society:

The society has had a nice increase in membership during 2022. We are still working out of our Covid days of inactivity, but have had 2 nice outings during the winter months and look forward to several more during the spring and early summer.

3. Environmental Safety report (Deon Kriek / Capt Meyer)**Law enforcement/community safety (Deon Kriek):**

Petty crime such as begging, loitering and drinking in public is still a big problem. Street children, in particular, are a real menace for both tourists/visitors and locals. Despite ongoing communication between role players, there is still little evidence that this problem is receiving the attention it deserves.

SAPS feedback (Capt Meyer):

Bylaws are very old, but Kannaland Municipality says they are in process of updating them. Province will be assisting Kannaland, but it is an ongoing process.

Children not attending school remain a problem. Educators must open a case against their children's parents. Capt Meyer will be attending a meeting with Mr Everts at Kannaland next week.

At the moment SAPS is doing well, only 3 break-ins over the last month and two were resolved. There is other petty crime, but nothing serious.

Question: Will Calitzdorp SAPS get more policemen and vehicles?

Answer: Maybe vehicles, but not policemen. Capt Meyer invites the public who wishes to assist SAPS to contact him.

Celeste suggests extra financial help: Look into CWP funding for extra help and Community Safety.

4. Calitzdorp community chest (eugene malan)

Our CCC is going from strength to strength, growing.

In July if 2022 we concluded our Constitution.

We elected our Committee 7 members, and meet once a month.

We identified partners in Business, Local Municipality, Social Development and the local CPF.

We've identified groups and organisations in Bergsig who need our support.

We are also in close contact with our three local schools, and Educators

We interact and engage on a regular basis with leaders of Cultural and Sport groups, LGBTQ-Groups and persons, and assist where help is needed.

Environmental issues such as "Keeping our Town clean", "Knowing our Town" and "our Nature" form part of our Social and Community engagement.

In 2022 we sponsored individuals as well as Groups, involved in Cultural and Sporting activities.

We also assisted students with administrative costs such as Photocopies, E-mails and CV's.

The roll-out for 2022 has been good.

Our working motto is "we help you to learn to help yourself".

Celeste: Department of Community Services received an invitation for grant sporting facilities, to be submitted at 30 September. Celeste will forward documents. Eugene to identify what needs to happen in Calitzdorp for example upgrade of the swimming pool and tennis courts.

Apricot Jamboree

The annual Apricot Jamboree was held on Saturday 27 November 2021. It was decided to revert back to the original venue of The Station.

A great turnout of volunteers resulted in there being 5 cooking stations of approximately 3 people per station. Strict quality controls were implemented resulting in a well-run event and jam produced of a high standard. A total of 962 bottles of jam was bottled, labelled and packed, ready to be sold and by the beginning of August 2022, we sold the last of the jam.

The above would not have been possible if it were not for the generous sponsors (bottles, fruit, sugar, and cash) and volunteers who gave of their time. Thank you very much. We are starting to plan for the upcoming 2022 Apricot Jamboree and intend purchasing our own electronic scales and gas cooking stations.

Thank you to all for contributing to a very successful initiative



Apricot Jamboree

The Annual Calitzdorp Apricot Jamboree is almost upon us! The market and activities date has been set for 26 November 2022. This year the market will have a Christmas theme - just in time for customers to purchase with gifting in mind! Do you have amazing home-baked items, preserves, gifts, arts, crafts and or decor items to sell? Book your stall as soon as you can to avoid disappointment! Contact Andri 0826860016. The delectable Calitzdorp Apricot Jamboree Jam will be sold fresh from the cooking "factory"! (If the apricots were ripe and ready to cook them). Bulk orders welcome!

CULTURAL RIEL DANCING

Kannaland Riel Dancing provides much entertainment to tourists visiting the area. Funding is being requested to ensure that the cultural groups are able to be transported to and from various festivals and that their costumes be funded.

Apricot Jamboree



The poster is for the 'Apricot Jamboree 2022' event. At the top, it says 'Apricot Jamboree' in orange. Below that, on the left, is the 'Calitzdorp Gemeenskapskas Community Chest' logo with the text 'proudly presents:'. In the center, it says 'KALLIKLIP @ THE STATION' in large black letters, with 'CALITZDORP WESTERN CAPE' in smaller text below it. Below this, it says 'Stoftrappers' in large black letters. The main title 'Apricot Jamboree 2022' is in a stylized font. Below the title are three film strips showing dancers in traditional costumes. The date and time '26 Nov 2022 | 13:00' are prominently displayed. At the bottom, there are logos for 'TheStationCalitzdorp' and 'Calitzdorp Gemeenskapskas'.

Exciting news! The Kalliklip Stoftrappers will be performing their amazing traditional stof-trap dances at the Calitzdorp Apricot Jamboree 2022! Not to be missed!! Please do put a little something in the hat for these wonderful youngsters to keep developing their talent!
13:00 | 26 Nov 2022

The Station - Calitzdorp, Western Cape

5. Community policing forum (eugene malan)

Tourism has two members serving on the local CPF committee.

Monthly meetings are held.

During these meetings members of SAPS (senior management), DSD, Local Neighbourhood-watch, and Community are present.

The Neighbourhood-watch forms part of the CPF, and keeps us up to date with matters relating to Crime and Social Development.

Matters arising from local policing, Social Development, Youth and Senior Citizens-support, are being tabled and discussed.

The Western Cape MEC for safety, as well as local politicians are regular guests.

As CPF we rely heavily on input and engagement of our local Community.

Together for a safer and better Calitzdorp.

Celeste suggests: work with Community Safety, get suggestions from the public and develop an action plan. The CPF should be involved with Community Safety's action plan. Kannaland needs the plan as soon as possible to include in the IDP review for March 2023.

The Kannaland Community Safety Plan

6. Calitzdorp expressed

Calitzdorp Expressed.

The annual festival was held from the 17th to 19th June this year and once again it was a great success. We definitely have grown on the 2021 event. This year we also included a Trail run consisting of 5km, 9km and 21km runs and based on the feedback it was enjoyed by all. We sold 300 Passports online before the event based on the 230 previously.

On behalf of the committee I would like to say a BIG thank you to all the venues who participated for making this a resounding success. We hope that this festival also brought good monetary boosts to your businesses as well. To the Committee once again THANK YOU for all the hard work, extra time you volunteer to make this happen for Calitzdorp.

New Website

We have launched the new visitcalitzdorp.co.za Tourism website. Thanks to all who have contributed to it and to Erina for ensuring all the data is correct and up to date. The idea of the website is to advertise the town events, accommodation, businesses and cellars that are members of Tourism. It is only fair that we only advertise members as they are contributing towards the Tourism Funds to support the website. Please become a member if you would like your business to be advertised on the web. Also please send in photos of the Calitzdorp area so we can place them on the website.

Kevin asked Buck to supply him with Calitzdorp Succulent Society/Vetplantfees photos for the Tourism website.

Annalize: members who have not paid their membership fees by 1 October 2022, will be removed from the Tourism website.

Gill: How will new people in town know that they can join membership with the Calitzdorp Tourism?

Answer: Kevin and Erina will upload application forms and membership benefits to website soon.

7. **Art on track 2022**

We are very happy to report that The Station Calitzdorp successfully hosted the Art on Track *Revived this year! Art on Track was a 7 day-long event and competition, exhibiting and showcasing local artists and aspiring artist's works. The event promoted art sales, gave exposure to artists and provided networking and exhibition opportunities to our proudly South African artists and off course the chance to win R20 000.00. The theme was "Sunshine". This year Art on Track Calitzdorp ran from Friday 4 August 2022 and concluded with an auction on Friday 12 August 2022. Art on Track will showcase an opening night on 4 August 2023 with daily exhibitions running from 4-11 August 2023 and an auction night planned for Friday 11 August 2023.



We made effort to promote the competition and the love of art by including the highest achieving art students from all the local schools, 3 per grade from Gr 1 to 12. A request was send to the Art Educators of your our local Calitzdorp and Oudtshoorn schools to identify 3 candidates per grade for entry into the Free Like & Share competition. A few art students entered and the likes and shares that followed from their grandparents, parents, uncles and aunts and friends, allowed for amazing free, organic growth of the Art on Track Calitzdorp Facebook page. Each entry was digitally posted on our Art on Track Calitzdorp Facebook page.

Janien Muller, a Gr 9 student in Langenhoven Gimnasium in Oudtshoorn, was chosen as the winner - who had over 1400 shares and 107 likes.

Janien's prize will be a full day of private workshops or meet & greet with some of our incredible and accomplished artists in Calitzdorp, experiencing and being exposed to various art styles and techniques. *Lunch and refreshments will be provided

The Art on Track competition was open to all ages and the above-mentioned art students (and friends or family) were allowed to enter the MAIN competition for the Prize of R20 000 if they so wish. The entry fee was R100 per artwork.

Online entry form enquiry was available on www.thestationcalitzdorp.co.za under the "Events" tab.

Entries into the main competition started off slow and I was convinced by 15 July that I had a stomach ulcer... as I only had 6 entries and had promised R20 000.00 as prize money. A few back-up plans where concocted in haste, which left us with a bit of room to breathe. Unfortunately there was only R123.10 left in the Art on Track budget from previous years and regretfully WESGRO denied our application for funding.

After much deliberation, we decided that The Station Calitzdorp must continue with Art on Track on its own steam and so we did. By opening night we had 82 entries in our Main Art On track Competition and numerous artworks exhibited for art sales!

Opening night we sipped sponsored soup, sweet wines and port and wowed the crowds with amazing art offerings.

Sales were great and continued from that Friday evening to the next Friday evening, concluding in an auction evening and celebration of a job well done.

The Art on track winner 2022 was announced: "Sonnepot" by Lizel Von Wielligh. Chosen by 50% public vote and by 50% judges' panel. In the end our Art Sales for the week was **R 143 768.00** *which made for very happy artists!*

We are grateful for those that donated their advice and insights and others that donated their time and some muscle. We learnt lessons and grew as each day went by - we now have some amazing new ideas! We know that Art on Track Calitzdorp 2023 will be even bigger and better! Annalize suggests: run the event through your own business account for auditing. Erina suggests: include a project that will benefit the community in your next funding application to Wesgro.

PROMOTING ART AND CULTURE

The KKNK is held annually in Oudtshoorn and promotes the diverse arts and culture experienced in the Garden Route. The towns situated in Kannaland partake in this annual event.



KKNK - 1 tot 9 April 2023

Jou eerste smaak van die program is uiteindelik hier! Kyk wat op die spyskaart is en beplan jou fees deur hierdie skakel te volg: <https://bit.ly/3R7iw8l> Teater, musiek, opwindende markte en 'n omarming van die kunste wag op jou by Oudtshoorn van 1 tot 9 April.

8. Chairman's report (deon kriek)

IMPORTANT HAPPENINGS OF 2021 – 2022

- The coronavirus stopped meetings and events, but most of them undoubtedly recovered.
- What to see and do brochure has been updated with latest activities.
- Bank accounts were opened for sub-committees and their funding has been transferred from Calitzdorp Tourism's bank account.
- Art on Track "Revived" in August 2022.
- Website renewed and updated.
- In process of registering Calitzdorp Tourism as an NPO.
- A Tourism welcome campaign was held with SAPS during a road block on 15 December 2021.
- Developed new brochure for different cycle routes around Calitzdorp (Kevin Taylor).
- A cell phone contract for Tourism office for marketing purposes.
- Public Liability Insurance for Tourism office have been covered.
- Photo competition for website, best photos are displayed on website.
- Involved with town clean-up project before Calitzdorp Expressed.
- Office space next to Tourism office entrance rented to reflexologist from 1 Oct 2022.
- MOA signed for 3 years. Increase in Kannaland funding - from R160 000 to R200 000 per year.
- Arendchia transferred to Municipal offices, Erina moved to front desk.
- Fee increase in admin services to public.
- Membership fee increase.
- Office staff trained in Mailchimp and Canva.

ACTIVITIES PLANNED FOR 2022 – 2023

- Bins project for town and Bergsig with Kannaland Municipality.
- Research and promote tourism opportunities that can benefit historically disadvantaged communities in the region.
- Tourism committee roles to be developed.
- Info Kiosk to be moved to Tourism office premises for visitors to be able to obtain member information after hours.
- Large information sign to be placed at gate entrance to Tourism office.
- Windows to be upgraded to office 365 Family.
- Office staff to be trained in different social media platforms and their uses
- History on Bergsig and town graveyards to be included on website.
- Additional membership benefits.
- 3-year Business Plan and budget to be revised.
- New newsletter format on Mailchimp.

ACHIEVEMENTS/HIGHLIGHTS

Boplaas Family Vineyards Award



PLATTER GUIDE SHOWERS BOPLAAS WITH ACCLAIM INCLUDING 'PORT OF THE YEAR'

Boplaas Family Vineyards has just been awarded the title of Port of the Year and received a five-star rating from the esteemed Platter's South African wine guide, arguably South Africa's most influential wine publication. In addition, the celebrated winery also collected Platter's highest ratings for no less than 10 of its wines.

The top achiever was Boplaas Cape Vintage Reserve Port 2020, which follows in the five-star footsteps of the 2019, 2018, 2017 and 2015 vintages.

The Boplaas Cape Vintage Reserve 2020 continues the Nel's legacy of crafting the very finest Cape fortifieds. The winery uses Portuguese varieties and traditional vinification while remaining true-to-style in creating wine that offers decades of enjoyment.

The fruit for this wine was selected at optimal ripeness, hand harvested and fermented in lagars. Intense manual pigeage was applied to extract optimal flavour, colour, and tannin prior to fortification with wine spirits. It was matured for a year in old lagar pipes before being bottled, unfined and unfiltered.

Inky black in colour with hints of purple-black on the rim, the wine shows a bouquet of crushed blackberries, tart cranberries, kirsch, and blue violets. Bright top notes of all-spice mingle with fynbos and savoury undercurrents on the palate.

As for the remaining luminaries, the Platter's panel awarded 4½ stars to:

- Boplaas Gamka 2020, a blend of Touriga Nacional, Tinta Barocca and Shiraz;
- Boplaas Gamka Branca 2019, a blend of Chardonnay, Viognier, Grenache blanc, Verdelho, Chenin blanc, Roussanne and Sauvignon blanc;
- Boplaas Touriga Nacional Family Reserve 2019; and,
- Boplaas Cape Vintage Port 2019.

Four stars were awarded to:

- Boplaas Bobbejaanberg Sauvignon Blanc 2022,
- Boplaas Cabernet Family Reserve 2020,
- Boplaas Touriga Nacional 2021,
- Boplaas Cape Ruby NV,
- Boplaas White Muscadet 2022, and
- Boplaas Red Muscadet 2022.

Of these awards, the five-star ports hold special significance for the farm. Boplaas has long championed Portuguese grape varieties and been a leader in the making of local port-style wines. It has won the SA Champion Port Trophy no less than 10 times.

Winemaker Margaux Nel completed her MSc on the Portuguese red variety Touriga Nacional as a table wine.

Portuguese grapes thrive in the Calitzdorp region because they are hardier and well-adapted to warmer climates. It is anticipated that they will play a bigger role as the impact of global climate change intensifies. The story of how these varieties became the focus of the farm begins with an accident. It was during the 1970s that Boplaas patriarch *Oupa* Danie Nel returned from a Swartland visit with the usual mementos, including a few bottles of Shiraz. Friends and neighbours made short work of the wine, so the decision was taken that this was a variety to plant.

Vines were sourced and established. Only later however was it discovered – in part by Carel, *Oupa* Danie's son who is now Boplaas's owner and cellar master – that something was amiss. Carel was still studying oenology at the University of Stellenbosch when it was revealed that his father's vines were Tinta Barocca and not the intended Shiraz. A trip to Portugal followed and soon the Nels had befriended many of the Douro's top port producers. Over decades they were exposed to fine fortified wines, acquiring the art of crafting them too.

The winery's extensive portfolio of award-winning wines may be ordered directly from the Boplaas online shop at www.boplaas.co.za. Deliveries are done across SA, free of charge on orders over R1 500.

For more information, email admin@boplaas.co.za or call 044 213 3326. Boplaas is also on Facebook (<https://www.facebook.com/Boplaas1880/>).

DE KRANS AWARD



Klein Karoo Wine Route De Krans

De Krans Wines posted: We are thrilled to announce that De Krans Wines received fantastic ratings in the 2023 Platter's Wine Guide. We are especially thankful to have walked away with a 5 Star Rating as well as the Wine of The Year Award for our Muscat Blanc 2022 in the Dessert Wine (Fortified) Category. The other wine ratings received were as follows:

* 4.5 Star Rating *

Garden Route Sauvignon Blanc 2022
Touriga Nacional 2020
Tritonia Verdelho 2021
Cape Tawny Limited Release NV
Cape Vintage 2020
Cape Vintage Reserve 2020

* 4 Star Rating *

Tinta Roriz 2020
Premium Cape Ruby NV
Original Espresso NV
Garden Route Shiraz 2020

Congratulations to winemaker, Christoff de Wet and the team - we are so proud!

De Krans P&T



The weather on Saturday was beautiful! Sunny, hot & the first real summery day we've had in about 3 weeks here in the Upper Highway.

This meant 1 thing - time to crack open a De Krans Wines P & T! The only drink of its kind in South Africa, this is a ready-to-drink port-style wine & tonic blend. Fresh flavours of passionfruit, peaches, pineapple & citrus, all with the classic bitterness of tonic, & 6% alcohol. This drink is PERFECT for the warmer weather & so pretty in the beautifully labeled bottles. A 4 pack is currently R109 on Takealot so head over & order some now!

DISCLAIMER - alcohol not for sale to persons under the age of 18

Sugar & Spice



Hanepoot picking at De Krans Wines

It is that time of the year again - Hanepoot picking at De Krans Wines! Bring your cooler box or basket and join us for this special, annual activity from **28 January - 26 February**, or as long as the grapes last. Please note that the grape picking is subject to availability and dates may change on short notice - please check our social media platforms for updates. The Hanepoot grapes will be available at R9 per kilogram and we invite everyone to come and pick Mondays to Sundays from 8am - 4pm.

During your visit, be sure to enjoy breakfast or lunch at our De Krans Bistro and Deli and visit our tasting room, where you have the opportunity to taste our wide range of award-winning wines, and stock up on your favourites.

Both the Bistro and Deli, as well as the tasting room will be open Mondays - Sundays from 9am - 4.30pm, with the Bistro kitchen closing at 3.30pm.

Remember your sturdy shoes, sun hat and sunscreen, bring your friends and family, and join us for this fun activity at De Krans Wines this Summer. For more information, enquiries, or to book a table at the Bistro, please contact us at 044 2133 314.

BOPLAAS FAMILY VINEYARDS WIN NINE ACCOLADES AT MICHELANGELO INTERNATIONAL WINE AND SPIRIT AWARDS



Boplaas Family Vineyards

We are very proud to introduce our winners! 🏆
At Boplaas we have won a total of 9 accolades at the Michelangelo International Wine & Spirits Awards.

Platinum

🏆 Single Grain Whisky 8 YO Virgin Cask Double Gold

🏆 Touriga Nacional 2021

🏆 Touriga Family Reserve 2019

🏆 Cape Tawny NV Gold

🏆 Cabernet Family Reserve 2020

🏆 Cabernet Sauvignon 2020

🏆 Gamka Red 2020

🏆 Gamka Branca 2019

🏆 Colheita Cape Tawny 2005

Shop yours now via

<https://www.boplaas.co.za/shop-categories/>

CALITZDORP TOURISM EVENTS CALENDAR 2023

ITEM	DATES	CONTACT
Hanepoot Grape Picking De Krans Wine Cellar, Calitzdorp	1 – 26 FEB 2023	Bessie Swanepoel 044 213 3314/364 dekrans@mweb.co.za www.dekrans.co.za
36ONE MTB & Trail Running (The 361km long single-stage race)	12 May 2023	www.the36one.co.za Dryland Event Management +27 44 279 1013 info@dryland.co.za
Redstone MTB & Trail Running weekend, Calitzdorp	6 May 2023	Corne Botha 073 194 2984 / 074 260 2871, 084 089 4223 jakhals.events@gmail.com www.jakhalsevents.co.za
Gamka Heritage Challenge (MTB & trail run). Celebratio Pomegranate Guest Farm, Calitzdorp	May 2023	Corne Botha 073 194 2984 / 074 260 2871, 084 089 4223 jakhals.events@gmail.com www.jakhalsevents.co.za
Calitzdorp Expressed	16 – 18 June 2023	Kevin Taylor 082 469 8143 https://www.facebook.com/calitzdorpexpressed taylorklb@gmail.com
Calitzdorp Expressed Trail Run Challenge, Calitzdorp	17 June 2023	Corne Botha 073 1943 2984 / 074 260 2871 jakhals.events@gmail.com
Art on Track	4 – 11 August 2023	Andri Dare 082 686 0016 andri@keyspiritdev.co.za
Blossom Festival, De Krans Wine Cellar, Calitzdorp	September 2023 (to be confirmed)	Bessie Swanepoel 044 213 3314/364 dekrans@mweb.co.za www.dekrans.co.za
Cape Pioneer Trek	3 – 9 September 2023	Dryland Events Management 044 279 1013 info@dryland.co.za www.dryland.co.za
Calitzdorp Vetplantfees The Station, Calitzdorp	15 – 17 September 2023	Buck Hemenway 076 298 7337
Ladismith Cheese Seweweekspoort MTB & Trail Run Zoar/Ladismith	30 September 2023 MTB: 80km, 40km, 29km Trial run: 29km, 10km	Janine Chain Gang 083 662 2022 Juan Botes 071 678 7147
Klein Karoo Country Kuier	November – to be confirmed	Gerhard Meyer 082 802 7138. E-pos: info@celebratio.co.za
Apricot Picking (Bulida apricots) De Krans Wine Cellars	November – to be confirmed	Bessie Swanepoel 044 213 3314/364 dekrans@mweb.co.za www.dekrans.co.za
Apricot Jamboree & Christmas Market, Calitzdorp	25 November 2023 (to be confirmed)	Erina Meiring - 044 213 3775 tourism@calitzdorp.org.za
Klassieke Klein Karoo Kersfees	December 2023 (to be confirmed)	Gerhard Meyer 082 802 7138. E-pos: info@celebratio.co.za
Peach Picking (oom Sarel cling peaches) De Krans Wine Cellars	December – To be confirmed	Bessie Swanepoel 044 213 3314/364 dekrans@mweb.co.za www.dekrans.co.za



P O Box 190
CALITZDORP
6660

Phone: (044) 213-3775
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November 2022

Calitzdorp Tourism 2022 – 2025 Business Plan and Budget

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1. INTRODUCTION AND BACKGROUND

The Department of Economic Development and Tourism's vision is a Western Cape that has a vibrant, innovative, and sustainable economy, characterised by growth, employment and equitable opportunities, and built on the full potential of all.

Calitzdorp is known as the port-wine capital of South Africa by virtue of the top quality wines produced mainly by Boplaas, De Krans, Axehill and Calitzdorp wine cellar. The hospitality trade is flourishing. Tourist accommodation caters for every taste, from 5-star guesthouses and Bed and Breakfasts to rustic camping. Approximately 180 species of birds have been spotted in the area. Vegetation is widely varied and ranges from fynbos in the mountain to Karoo broken veld, spekboom and succulent Karoo on the koppies and plains. Another endemic shrub to the Klein Karoo is the beautiful "Klapperbos".

The Annual Performance Plan of the Calitzdorp Tourism Initiative described below is aligned to the above strategic vision. The plans and budget detailed demonstrate how we can achieve similar goals in our community as small as it is. It is estimated (by the farmers) that production of ports, wines and brandy will be 30% down due to the drought. Despite this, Calitzdorp tourism focused as it is on creating employment through tourism will, with the support of its partners, continue to grow tourist numbers. Focus will be on new initiatives such as growing the Festivals, creating package tours, marketing local crafts and boosting community-based tourism.

The latest Kannaland IDP states in 2.3.11

Kannaland's local economy is built on the opportunities created by tourists visiting the area. It is essential that the tourism industry be further developed and investment into this industry be promoted to ensure continuous growth. The aim is that each town to have a tourism satellite office which will reside under the Kannaland Tourism umbrella. Each town has its unique economical setup and programs.

The 2 local tourism bureau offices currently maintain and operate two websites:

- ☐ *Ladismith: <http://www.ladismith.org.za>*
- ☐ *Calitzdorp: <http://www.calitzdorp.org.za>*

Calitzdorp tourism will actively support this objective.

2. VISION AND MISSION STATEMENT

2.1 Vision

The Vision of Calitzdorp Tourism is to create jobs through tourism. Calitzdorp Tourism, therefore, supported by the Kannaland Municipality, Garden Route Municipality and private funds is tasked to continue to grow opportunities in this sector.

Calitzdorp Tourism already supports:

- 34 Accommodation establishments
- 8 Restaurants
- 5 Local galleries and 52 crafters
- 6 Wineries
- Many small businesses
- Activities, 4 festivals and events

Each one of these businesses supports 2 to 3 direct jobs and other temporary jobs in peak season such as Tourism Events. Local artists and crafters earn in the region of R150 000 directly from the LTO/LTA endeavors.

2.2 Mission

The Calitzdorp Tourism Office is committed to support and promote their stakeholders being the Kannaland Municipality and Members (paid up business members in Calitzdorp).

As such the mission is to support the plans and initiatives of the Kannaland Municipality and through various activities promote Calitzdorp as a tourism destination of choice, to promote the growth of current business's, encourage the initiation of new businesses with the goal of maximizing opportunities for employment.

3. ORGANISATIONAL STRUCTURE

Calitzdorp Tourism Bureau consists of a management committee with business and tourism industry experience and skills. The management committee provides vision, strategic direction and control as well as overall oversight of financial and operational management and objectives.

Administration and business management consists of:

- Tourism Manager (full day post)
- Tourism Officer (full day post)

Office infrastructure

PC's with Microsoft XP Professional, internet/e-mail, website, printer/scanner, display boards, shelves, tables for brochures, desks, chairs, telephone, alarm

system, Facebook, Instagram and Twitter, free WIFI for tourists and a 24-hour outdoor information Kiosk.

Data base

Covers all of the tourism products, services, service providers, accommodation establishments, local and regional tourism destinations.

4. OBJECTIVES

- Develop and implement a tourism strategy to attract more visitors and produce economic benefits for Calitzdorp community at large.
- Promote Calitzdorp as a “destination town” via tourism events and multi-media marketing and by ensuring continuation of the excellent coverage received from organisations such as M-NET (Kyknet, Fiesta), SABC, printed media and radio.
- Promote and enable local produce to be more accessible to tourists.
- Mobilise support from role-players and stakeholders to ensure a clean, safe and attractive town.
- Participate actively in tourism awareness campaigns to unlock and harness the tourism potential of the area, particularly indigenous knowledge and culture amongst local inhabitants and the unique flora (Succulents) of the area. Calitzdorp is targeted as the Succulent capital of the world.
- Mobilise the support of stakeholders and role-players to build a tourist-friendly region.
- Research and promote tourism opportunities that can benefit historically disadvantaged communities in the region.
- Create a culture of “Community Tourism”, where the focus on “membership” is not business-related activities but experiences.

5. STRATEGIC ALLIANCES

While a number of strategic alliances have already been established and maintained, such as with the Kannaland Municipality, Wesgro and the Garden Route District Municipality. It is our intention to research and engage with many other international and local role-players, in pursuance of our mission and objectives. An example of this is our active cooperation with the Skål initiative, Skål being an international travel and tourism grouping.

6. MARKETING

6.1 Situational analysis

The situational analysis as identified in the Kannaland Tourism Strategy provides a baseline against which strengths and opportunities should be developed.

6.2 Calitzdorp Value Proposition

Calitzdorp offer the following attractions and adventures:

- Wine Route
- Arts & Crafts
- Cycling and Hiking Tours
- Self-drive Tours (3 Passes)
- Community Projects and Development
- Galleries and Studios
- Museums, Churches & Architecture
- Nature Reserve
- Calitzdorp Dam
- Rock Art
- Fauna, Flora & Geology
- 4X4
- Birdwatching
- Health & Wellness
- Culinary experiences
- Fruit Picking

6.3 Tourism Marketing Mix

The rise of the internet, social media and the major strides made in digital technology have changed how potential tourists access information, plan and book their trips. On a real time basis, tourists can find facilities in a location, and choose between them, based on reviews posted by other tourists about their actual experience at the location. The tourism sector therefore needs to be flexible and pro-active.

Product

Calitzdorp is situated in the Klein Karoo and therefore offers authentic Karoo experiences, but also small-town hospitality, creative expression and unique engagement opportunities showcasing their traditions and culture. This is especially important for international tourists.

Place

Calitzdorp Tourism will investigate promoting event sales via online ticketing platforms making participation and entry more user friendly for tourists. A link to these platforms will be added to the website.

Price

Calitzdorp Tourism aims to offer their events and experience at a price point that is competitive with other towns in the area and affordable for the tourist, yet profitable enough for job creation and sustainability.

Promotion

- We aim to review the existing marketing channels utilised by Calitzdorp Tourism and optimise these to reach more targeted audiences, specifically through the use of social media metrics.
- Tour operators should always form part of the target audience as the barrier to entry is low.
- The website will be updated and maintained regularly to correctly reflect the Value Proposition, Events and Experiences. A monthly blog will also contribute towards Search Engine Optimisation and increase organic ranking in search engines.
- The types of messaging posted on social media will be a combination of interesting facts about Calitzdorp, community experiences and promotional ads about upcoming events.
- Social media ads should be targeting engagement and web conversion by sending traffic to the website or relevant contact person for an experience.
- Google Analytics will be installed on the website in order to analyse where the current traffic is coming from and gaps identified.

7. IMPLEMENTATION PLAN

The vision, values and objectives are considered through the following actions:

- Marketing the destination;
- Developing tourism marketing and advertising material;
- Co-ordination of events;
- Clean up campaigns, greening and gateway beautification;
- Monitoring and learning from tourist feedback on experiences;
- Collaboration with tourism organisations and stakeholders;
- Improved service levels, safety, product quality and pricing;
- Facilitating the removal of obstacles;

- Focussing on attractive and new markets;
- Developing tourism in a sustainable manner for the benefit of all in the (Kannaland municipal area);
- Promoting tourism in order to create jobs;
- Increase disposable income levels of community members through increased tourism opportunities.
- Promoting online virtual tourism

7.1 Events

Each event as described in point 7 has a sub-committee or body responsible for its implementation. Not all of these events are organised by Calitzdorp Tourism, but it is promoted by the tourism office due to these organisations being members.

These include:

- | | |
|-------------------------------------|-------------|
| • Calitzdorp Expressed | June |
| • Calitzdorp Succulent Festival | September |
| • Apricot Jamboree | November |
| • Calitzdorp Art on Track | August |
| • Harvest Festival (NEW INITIATIVE) | March/April |

We propose to make the Harvest Festival a circulating event between Zoar and Calitzdorp.

7.2 Community Experiences

In line with the Kannaland Tourism Strategy, Calitzdorp Tourism aims to involve residents as a proud community of tourism ambassadors. Calitzdorp residents involve a diverse community offering activities designed and led by passionate locals.

The table below illustrates a shortlist of community activities divided into relevant interest categories

Sport	Gardening	Arts	Crafts	Culinary Experiences	Beauty	Cultural
Yoga	CO Community Garden	Painting Masterclass	Crochet / Knitting	Sourdough Bread Baking Workshop	Massages Facials Pedicures Reflexology	Dutch Reformed Church, architecture, clock, organ etc
Pilates	Succulent Gardening	Mosaic	Sustainable Building Techniques	Du'Swaroo Olives and preserves		Historical Town talk
Gamkaberg Nature Reserve Hikes			Pipemaking	Wine, Port & Spirits Tasting		Heritage Tour and Museum
BMX & Skateboarding			Essential Oils	Distilling for Spirited People		Volunteer at Animal Rescue
DonkieTrail			Pottery and Ceramic Painting	Making of Traditional Ginger Beer		Sustainable living and Permaculture
Mountain Bike Trails				Making of Rooster & Vetkoek		
				Korean Cooking		
				Solar Cooking		
				Veldbraai experience		
				Cake baking & Decorating		

8. BUDGET

8.1 Highlights for 2021 – 2022

Listed below are key issues and activities addressed by the Committee and Tourism Office:

FESTIVALS / EVENTS:

- Calitzdorp Expressed
- Calitzdorp Succulent Festival
- Apricot Jamboree
- Calitzdorp Art on Track

TOURISM SHOWS ATTENDED:

- None (no funding available).

COMMUNITY CHEST SPONSORSHIPS

- Lockdown community support
- Support to a Calitzdorper attending SA netball championships
- Support to a Calitzdorp student studying at Wellington College to become a Social Worker

WORKSHOPS / EDUCATIONALS:

- Africa Travel online
- Virtual Klein Karoo (marketing)
- Crime Stop meetings with SAPS
- Representation on CPF
- Representation on Ward Committee

Budget for 2022-2025

Calitzdorp Tourism

2022 - 2023 Budget

INCOME	Actual	Budget	Difference
Office Services (print, scans, emails, stickers, boardroom rental)	14 534,00	14 534,00	
Newsletter Adverts	565,00	565,00	
Town Map Adverts (20% increase)	19 200,00	22 494,00	
Interest Income	2 023,00	2 023,00	
Rental Income (KONKA & CACUCO)	12 000,00	12 000,00	
Kannaland Municipal Funding	160 000,00	256 502,51	
Membership Fees	30 390,00	31 515,00	
Other			
Total INCOME	238 712,00	339 633,51	-96 502,51

EXPENSES	Actual	Budget	Difference
Accounting and Legal (Auditor's remuneration)	8 472,83	11 000,00	
* IIRP rekonsiliasie x 2 (R805)			
* Finansiële state (R6822,38)			
* CIPC Jaargelede (Companies and Intellectual Property Commission) (R327,75)			
* Vergoedingskommissaris opswaie ingedien (R517,50)			
Salaries and wages: (6.9% increase)			
* Office Manager	135 911,12	123 908,98	
* Office Manager overtime (R0/Covid-19)	0,00	3 600,00	
* Office Manager UIF (office contribution)	1 159,08	1 239,08	
* Office Assistant overtime (R0/Covid-19)	0,00	3 600,00	
* Gardener	5 200,00	5 558,80	
* Gutter and window cleaner	1 200,00	1 282,80	
* Temporary worker during leave (R0/Covid-19)	0,00	3 000,00	
Bank Cost	1 478,00	1 400,00	
Office Rent	30 000,00	30 000,00	
Transport and Accommodation:			
Office related Transport (R3082 in 2019 plus 20% increase)	681,00	3 700,00	
World Travel Market (Host cost, Transport, Accommodation & SNT)	0,00	29 100,00	
* Transport (WTM Cape Town) (R3600)			
* Accommodation (WTM Cape Town) (R5000)			
* SNT (R2000)			
* WTM Host Cost 2022 (R18,500)			
Communication:			
Telephone & Wi-Fi (10% increase)	13 527,00	17 079,70	
Web Hosting and Domains	6 768,72	6 768,72	
Printing, Postage/Box & Office Supplies: (10% increase)			
Office Supplies (Printing, Stationary)	8 962,00	9 858,20	
Office expenses	3 283,00	3 611,30	
Printing Town Map (10 000 copies, quoted 20% increase)	18 745,00	22 494,00	
Computer: (10% increase)			
Computer software and licenses	5 675,00	6 242,50	
Sage Pastel Accounting Programme	3 441,00	3 785,10	
Repairs and maintenance	1 143,00	1 257,30	

Marketing:		
Advertising (SA Expo, Newspapers)	385,00	3 000,00
Magazines	0,00	5 000,00
Social Media	0,00	5 000,00
Other: (10% increase)		
Compensation Commissioner for Office Manager	1 296,00	1 425,60
Cleaning and sanitising	724,00	800,00
Hospitality / Catering cost	4 500,00	4 950,00
Road Signs (indications to tourism office) and new banners	0,00	10 000,00
Entertainment and functions (AGM, etc)	3 916,00	4 308,00
Public Liability/Insurance		12 000,00
Other		

Total EXPENSES	238 467,55	334 970,06	-96 502,51
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	Actual	Budget	Difference
NET INCOME	0,00	0,00	-96 502,51

9. CONCLUSION

The Calitzdorp Tourism Office was founded on the 25th of July 1995, therefore we will be celebrating our 27th anniversary this year.

We thank Kannaland Municipality for the monthly financial support and commitment to help us make our vision for Calitzdorp a reality. As we continue to grow as a Tourism destination, we rely on your continual support to make this happen.

Calitzdorp Tourism Chairperson:

Deon Kriek

Calitzdorp Tourism Treasurer:

Annalize Basson

Calitzdorp Tourism Office Manager:

Erina Meiring