

**PARLIAMENT OF THE
PROVINCE OF THE
WESTERN CAPE**

QUESTION PAPER

WRITTEN REPLY

Note: * Indicates translated version.

FRIDAY, 13 JUNE 2025

39. Ms N D Nkondlo to ask Dr I H Meyer, Minister of Agriculture, Economic Development and Tourism:

(a) What support mechanisms are in place to assist municipalities outside of Cape Town with their tourism sector and (b) how is his Department planning to revive township tourism and cultural heritage tourism, particularly in areas outside the traditional Cape Town tourism belt?

Response:

Wesgro provides the following support mechanisms to municipalities outside of Cape Town to grow and develop their local tourism economies, as well as revive township and cultural heritage tourism.

These include:

- **Attracting Conference Bids:** Wesgro promotes Cape Town & the Western Cape as a premier place for meetings, incentives, conferences, events, exhibitions and trade fairs.

The Convention Bureau team is tasked with securing business event bids to the Western Cape.

- **Marketing Campaigns for the Western Cape:** Wesgro's marketing efforts include the promotion of tourism experiences in smaller towns and rural areas, through the "With Love from the Locals", with a focus on growing markets that value cultural authenticity, such as the Indian, Chinese and European traveller segments.
- **Leisure Tourism Events Support:** Through Wesgro's annual Request for JMA Proposal process, municipalities and event organisers in smaller towns and townships can access financial support for tourism events that stimulate visitor demand and economic activity outside of peak season.
- **Hosting of Travel Trade & Media:** Wesgro, as the official destination marketing organisation for the Western Cape, collaborates with local municipalities to profile their destinations through digital trade platforms, travel shows, and media familiarisation trips.
- **Quarterly engagements with the RTOs (regional tourism offices) and LTOs/LTAs (Local Tourism Offices/Associations)** at forums hosted by Wesgro (and with locations rotated throughout the province), to align marketing efforts and strategies across the entire province, educate the ecosystem on key topics such as sustainability, the Indian market and consumer etc. and forge strong relationships with industry, associations and government.

Over the period FY25, the following support was provided to the 5 Districts of the Western Cape:

Support mechanism	Cape Winelands	Garden Route & Klein Karoo	Cape Overberg	Cape West Coast	Central Karoo
1. Attracting Conference Bids	Four conference bids were secured with a direct economic impact of R 15.36 M - 1st STEM Education International Conference - 3rd Nano Satellite Symposium - 10th UNISEC Global Meeting and Mission Idea Contest				

	- 12th International Symposium of Managed Aquifer Recharge (ISMAR) - Public Health Association of South Africa National Conference & Exhibition				
2. Marketing Campaigns for the Western Cape	‘With Love from the Locals’ domestic tourism campaign. 16.7 million audience reach. - Influencer Carmen Steven Wines featured.	‘With Love from the Locals’ domestic tourism campaign. 16.7 million audience reach. - Influencer Eugene Lewis Ceramic Sculptor and Artist featured.	‘With Love from the Locals’ domestic tourism campaign. 16.7 million audience reach. - Influencer Whale Crier Wild Wanderer featured.	‘With Love from the Locals’ domestic tourism campaign. 16.7 million audience reach. - Storyteller Nunke Kadhimo, !Kwa ttu San Culture & Education Centre featured.	‘With Love from the Locals’ domestic tourism campaign. 16.7 million audience reach. - Influencer Tannie Poppies Rooster Brood.
		Inside Guide Magazine - Garden Route Attractions: Seven Wonders Not To Miss - The Best Things To Do Along The Garden Route		Inside Guide Magazine - The Cape of Good Times events listing - The 22 Best Foodie Destinations on the West Coast	Inside Guide Magazine 1) The 11 Best Adventures in the Western Cape Karoo

No 10 - 2025] TWEEDE SESSIE, SEWENDE PARLEMENT

PARLEMENT VAN DIE

PROVINSIE VAN DIE

WES-KAAP

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VRAELYS

SKRIFTELIKE BEANTWOORDING

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Nota: * Dui vertaalde weergawe aan.

VRYDAG, 13 JUNIE 2025

39. Me. N.D. Nkondlo vra dr. I.H. Meyer, Minister van Landbou, Ekonomiese Ontwikkeling en Toerisme:

(a) Watter ondersteuningsmeganismes is in plek om munisipaliteite buite Kaapstad met hul toerismesektor te help en (b) hoe beplan sy departement om dorpstoerisme en kultuurerfenistoerisme te laat herleef, veral in gebiede buite die tradisionele Kaapstadse toerismegebied?

Antwoord:

(c) Wesgro bied die volgende ondersteuningsmeganismes aan munisipaliteite buite Kaapstad om hul plaaslike toerisme-ekonomieë te laat groei en ontwikkel, asook om dorps- en kultuurerfenistoerisme te laat herleef. Dit sluit in:

- **Lok aansoeke om konferensies aan te bied:** Wesgro bevorder Kaapstad en die WesKaap as 'n vooraanstaande plek vir vergaderings, aansporingsgeleenthede, konferensies, geleenthede, uitstallings en handelskoue. Die Konvensieburo-span is daarvoor verantwoordelik om tenderaanoeke vir sakegeleenthede vir die Wes-Kaap te bekom.
- **Bemarkingsveldtogte vir die Wes-Kaap:** Wesgro se bemarkingspogings sluit in die bevordering van toerisme-ervarings in kleiner dorpe en landelike gebiede deur middel van die "Met Liefde van die Plaaslike Mense". Daar word gekonsentreer op groeiende markte wat kulturele egtheid waardeer, soos die Indiese, Chinese en Europese reisigersegmente.
- **Ondersteuning vir Ontspanningstoerismegeleenthede:** Munisipaliteite en geleentheidsorganiseerders in kleiner dorpe en townships kan deur Wesgro se jaarlikse proses vir die versoek om 'n gesamentlike bemarkingsooreenkoms (JMA), finansiële ondersteuning kry vir toerismegeleenthede wat besoekersaanvraag en ekonomiese aktiwiteit buite die piekseisoen stimuleer.
- **Aanbieding van Reishandel en Media:** Wesgro, as die amptelike bestemmingsbemarkingsorganisasie vir die Wes-Kaap, werk saam met plaaslike munisipaliteite om die profiel van hul bestemmings te bevorder deur middel van digitale handelsplatforms, reisvertonings en mediabekendstellingstoere.
- **Kwartaallikse skakeling met die streekstoerismekantore (STK) en plaaslike toerismekantore/-verenigings (PTK/PTV)** by forums wat deur Wesgro aangebied word (en met liggings wat regoor die provinsie geroteer word), om bemarkingspogings en strategieë regoor die provinsie in lyn te bring, die ekosisteem op hoogte te bring ten opsigte van sleutelonderwerpe soos volhoubaarheid, die Indiese mark en verbruikers ens.

en diepgewortelde verhoudings met die bedryf, verenigings en die regering te smee.

(d) Gedurende die FY25-boekjaartydperk is die volgende ondersteuning aan die vyf distrikte van die Wes-Kaap verleen:

Ondersteunings- meganisme	Kaapse Wynland	Tuinroete en Klein Karoo	Overberg	Weskus	Sentraal-Karoo
1.Lok aansoeke om konferensies aan te bied	Vier aansoeke om konferensies aan te bied is verseker met 'n direkte ekonomiese impak van R15,36 miljoen: - 1ste STEM Onderwys Internasionale Konferensie - 3de Nano-satelliet-simposium - 10de UNISEC Globale Vergadering en Missie-ideekompetisie - 12de internasionale simposium van bestuurde herlaaiing van akwifereer (ISMAR) - Openbare Gesondheidsvereniging van Suid-Afrika Nasionale Konferensie en Uitstalling				

2.Bemarkings- veldtogte vir die Wes-Kaap	‘Met Liefde van die Plaaslike Mense’ Plaaslike toerismeveltdog (gehoor van 16,7 miljoen mense). - Meningsvormer Carmen Steven Wines te sien.	‘Met Liefde van die Plaaslike Mense’ Plaaslike toerismeveltdog (gehoor van 16,7 miljoen mense). - Werk van meningsvormer Eugene Lewis, keramiekbeeldhouer en kunstenaar, word uitgebeeld.	‘Met Liefde van die Plaaslike Mense’ Plaaslike toerismeveltdog (gehoor van 16,7 miljoen mense). - Meningsvormer Whale Crier Wild Wanderer se werk word uitgebeeld.	‘Met Liefde van die Plaaslike Mense’ Plaaslike toerismeveltdog (gehoor van 16,7 miljoen mense). - Storieverteller Nunke Kadhimo van die !Kwa ttu San Kultuur en Onderwys-sentrum kan gehoor word.	‘Met Liefde van die Plaaslike Mense’ Plaaslike toerismeveltdog (gehoor van 16,7 miljoen mense). - Meningsvormer Tannie Poppie se Roosterbrood.
		Inside Guide-tydskrif - Tuinroete-aantreklikhede: Sewe wonders wat jy nie moet misloop nie - Die beste dinge om langs die		Inside Guide-tydskrif - Die Cape of Good Times lys van geleenthede - Die 22 Beste Bestemmings vir Kosliefhebbers	Inside Guide-tydskrif 1) Die 11 beste avonture in die Wes-Kaapse Karoo

		Tuinroete doen	te		aan die Wes- Kus	
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