Stellenbosch Tourism - Unlocking the magic
Key thoughts
Stellenbosch
The role of the Municipality in tourism planning

- Municipality
- Integrated Development Plan
  - Local Economic Development Strategy
- Coordination, Integration & Development
- Local Tourism Organisation
- Business Plan & MOU
- Marketing & Visitor Information
Promote and maximize social and economic growth and development

Encourage involvement of community organisations in local decision making

Provide basic needs of the community

Provision of basic services is **VITAL** for tourism to operate and thrive – you need water, electricity, roads, safe environment

Municipalities to ensure overall economic and social conditions that are conducive for the creation of job opportunities

The White Paper on Local Government promotes the inclusion of previously excluded communities with regard to service delivery and economic opportunities.
Stellenbosch
Where we are

Attracting tourists since 1679
Stellenbosch
Overview

One Municipality, three diverse towns:

- Franschhoek- village vibe, agricultural, artisanal, wine, food, wears its French roots with pride, and with ease.

- Stellenbosch- cultural, historical, wine industry, financial centre, sophisticated tourism offerings, academic centre, entrepreneurial, techie.

- Dwars River- between Stellenbosch & Franschhoek. Beautiful rural, untapped
  - Well-established tourism products
  - Untapped potential in eco- and outdoor tourism
  - Under-used public assets ready for development
  - High inequality, and unemployment
Stellenbosch
The Tourism Product

Rich diversity of products

- Historic & internationally recognised wine industry
- Internationally renowned restaurants
- Outdoor & scenic activities
- Adventure activities & sport
- World-class hotels
- Arts & Culture
- Events
- Dining with locals
- Rond en bond
Stellenbosch
The Local Tourism Organisations

- Funded by Stellenbosch Municipality:
  
<table>
<thead>
<tr>
<th>Organisation</th>
<th>Funding</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stellenbosch 360</td>
<td>R1 340 000</td>
<td>NPO</td>
</tr>
<tr>
<td>Franschhoek Wine Valley</td>
<td>R1 200 000</td>
<td>NPO</td>
</tr>
<tr>
<td>Dwars River</td>
<td>R 560 000</td>
<td>Under Franschhoek</td>
</tr>
<tr>
<td>Stellenbosch Wine Route</td>
<td>R 615 000</td>
<td>Industry organisation</td>
</tr>
</tbody>
</table>

- Operate tourism information & booking offices
- Mandated to brand, develop products, grow visitor numbers, improve SMME access
- Membership through subscriptions
- Commission income
- External funding
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Our Challenges

- Consistent reporting & metrics to determine ROI - causation vs. correlation
- Managing the evolution of technology - disintermediation
- Tension between retaining the character while developing appropriately
- Strain on infrastructure - housing, roads, transport
- Managing & co-ordinating the marketing & calendar across two LTOs
- Focus on event-driven calendar
- Internet marketing vs. advertising vs. P.R.
- Development of desired events & ownership of intellectual property
- Outsourcing of event operational management
- Exit strategy from municipal tourism assets to suitable entities
Stellenbosch
Our Challenges

• Identify sustainable opportunities & drive them to market- public/private partnerships

• Private sector support for new initiatives- profit motive vs. social upliftment & development

• Developing an equitable foundation for broader participation

• Support for new market entrants

• Inter-governmental co-operation to unlock potential for new products-Areas around dams; trails for hiking, horseback & cycling; slack-packing accommodation.

• Make membership of LTAs attractive and worthwhile across different sectors

• Complacency & lack of new product development

• Remain globally desirable –tourism spend is mobile

• A bigger slice of the MICE pie- suitable conference/ exhibition centre & hotel

• Facilitating for private tourism initiatives
Stellenbosch
Our future

• Active Municipal participation as catalyst – asset utilisation; project initiation

• Promotion of business development opportunities- hotels, transport, conferences

• Inclusion of the margins: market areas that attract tourists- hubs

• Appropriate structures for development- Public/private partnerships

• Special Purpose Vehicles to promote transversal co-operation within Municipalities & external stakeholders

• Political & administrative support of the tourism sector - get things done

• Appropriate oversight and co-ordination of marketing funding- MFMA

• Be competitive- people cant be in two places at once

• Do things fast, do things well, get repeat business
THANK YOU
SLIDE 1 HEADING

Sub-heading