

Stellenbosch Tourism- Unlocking the magic

Key thoughts



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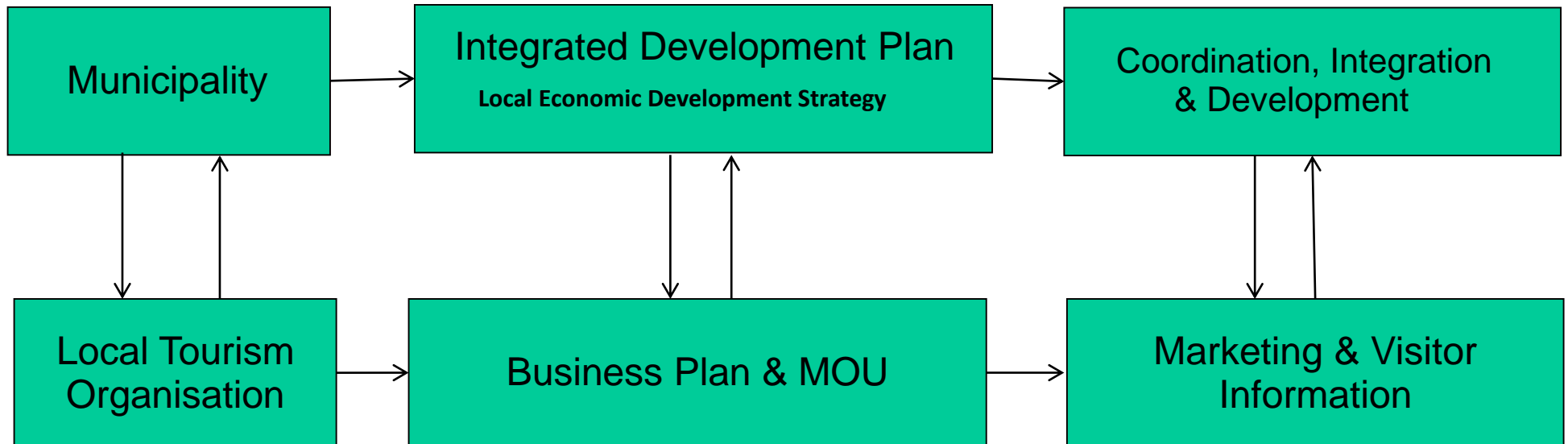
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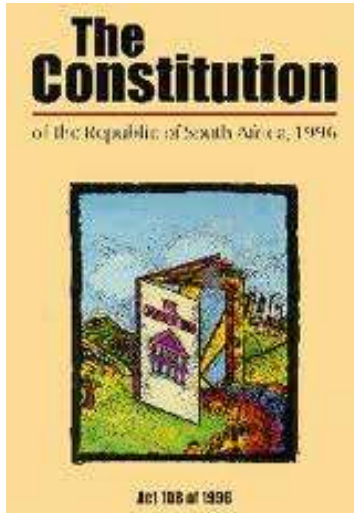
The role of the Municipality in tourism planning





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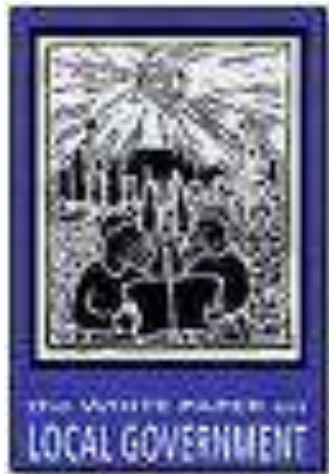
Policy informing local governments role in Tourism



- Promote and maximize social and economic growth and development
- Encourage involvement of community organisations in local decision making
- Provide basic needs of the community

Sections 152, 153 & 156

IMPORTANT



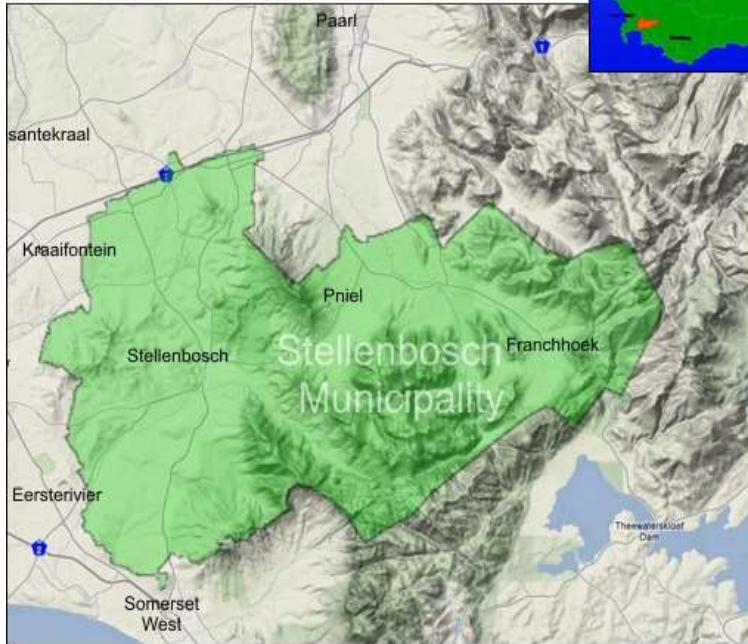
Schedule 4b

- 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.



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Where we are



Attracting tourists since 1679





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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





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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





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The Local Tourism Organisations

- Funded by Stellenbosch Municipality:

Stellenbosch 360	R1 340 000	NPO
Franschhoek Wine Valley	R1 200 000	NPO
Dwars River	R 560 000	Under Franschhoek
Stellenbosch Wine Route	R 615 000	Industry organisation

- 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





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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



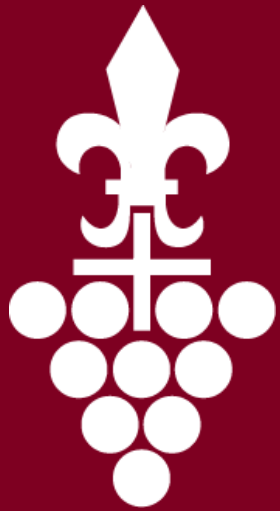


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Our future

- 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



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SLIDE 1 HEADING

Sub-heading
