



WESTERN CAPE TOURISM

NEWSLETTER

As the Western Cape looks toward a busy summer season, the Department of Economic Development and Tourism (DEDAT) is pleased to update the tourism community on recent initiatives. We also bring you the latest news from Wesgro – the official Destination Marketing Organisation for the province.

Tourism Events

Minister Mireille Wenger Hosts Summer Readiness Tourism Dialogue

Minister Wenger recently hosted a Summer Readiness Tourism dialogue for the tourism industry. The event was held on the 10 October at the InvestSA Western Cape centre in Cape Town.

Minister Wenger addressed the audience about the prospects for the upcoming tourism season. Key highlights for the tourism industry to be noted in terms of summer projections is that bookings for the rest of the year are well ahead of 2021 levels and almost 3 times greater, with over 75% of the bookings from Northern and Western Europe and North America. Hotel occupancy is also experiencing a recovery rate of 83% when compared to 2019.

To read more click [here](#)



Summer Readiness Tourism Dialogue: Panel Discussion - Destination Readiness (Tasso Evangelinos - CCID; Leigh Thomas - V&A Waterfront; Shaun Smith - Deputy Chief: Law Enforcement - City of Cape Town, Ilse van Schalkwyk - Chief Director: Economic Sector Support - DEDAT)

The Western Cape Women in Tourism Chapter hosts Members' Meeting

The Women in Tourism is an initiative that propels and supports the development and empowerment of women in the tourism sector. Premised on the principles of Respect; Recognition; Representation and Reward, Women in Tourism integrates women from diverse backgrounds to converge on a set of common goals and interests that will ensure their success in the sector.

The Women in Tourism Western Cape Chapter held its members meeting at InvestSA on 20 October 2022 with the support of DEDAT.

Women in the Western Cape who want to participate in the programme are encouraged to register with the Women in Tourism Provincial Chapter. For more information, please contact the Women in Tourism Western Cape Chapter Chairperson, Ms. Lizelle Bailey at womenintourismwc@gmail.com or visit their website at www.witwc.co.za



Women In Tourism Western Cape (WITWC) Exco

Industry News

DEDAT publishes funding guide to Re-ignite Tourism



Coinciding with Tourism Month, DEDAT has published a support guide for tourism entrepreneurs. The guide provides a directory of organisations and programmes offering funding and other types of support to tourism entrepreneurs.

To download a copy of the guide, click [here](#)

Together growing Halal Tourism

The Halal Tourism Association of South Africa (HTSA) was officially launched on 14 September 2022. The objective of the HTSA is to promote awareness about the Halal tourism market through education, workshops, and training on product knowledge, customer service and etiquette.

The burgeoning growth of the global Muslim travel population signals an immense potential for Muslim travel-related products and services. According to the Mastercard-Crescent Rating Global Muslim Travel Index 2020, there were an estimated 160 million Muslim international travellers in 2019; this is projected to grow to 230 million by 2028 with an estimated expenditure of USD 225 Billion.

To better understand the current demand and supply of Halal tourism products in the Western Cape, DEDAT invites the industry to participate in a short survey. This will help DEDAT and its partners better respond to the needs of this growing industry.

To participate in the survey click [here](#).

Minding the Skills Gap

COVID-19 has left a skills gap in the industry. Recognising this, DEDAT has been working closely with CATHSSETA, public TVET colleges and the industry to overcome the challenge.

A partnership with TVET colleges supported the placement of 92 funded hospitality and tourism learners that require 18 months to be able to qualify in their respective tourism qualifications. CATHSSETA, the main SETA for the Tourism sector, funded these learners to access the required work exposure. Through this initiative, youth can gain valuable work experience and become a talent pool for the industry. With the invaluable support of FEDHASA and other stakeholders such as CapeNature, learners were successfully placed.

In addition, through funding from the Department of Tourism, 111 graduates completed a 12-month food quality safety skills programme in September this year. To date 89% of these graduates have been absorbed for employment and DEDAT is assisting with the placement of the remaining graduates. Any organisation seeking graduates for employment in the food safety field, please let us know as we have graduates available in the Cape Metropole, Overberg, and West Coast regions that still require placement.

Help us to improve the support that we offer the industry by better understanding the immediate skills gaps for the upcoming summer season as well as the challenges and opportunities the industry face with regards to ensuring the appropriate skills are addressed in the short to long-term by completing this short [skills survey](#).

To find out more about DEDAT's work and skills programme click [here](#).

Where is South Africa's 'Remote Working VISA?'

The Western Cape Government has re-submitted constructive recommendations to the Department of Home Affairs, first sent last year, on how South Africa could quickly introduce a Remote Work VISA so that we can leverage the indisputable global trends towards remote work.

To read more click [here](#)



Go wild with the SATSA Adventure Chapter

DEDAT and SATSA share the belief that adventure tourism is a strong pillar in the tourism industry. With the creation of the SATSA Adventure Chapter in 2020, SATSA officially threw their weight behind this exciting sub-sector. They are calling on all and any industry stakeholders to join their mission to unlock the country's potential as a leading adventure tourism destination for local and international guests.

The Adventure Chapter already comprises 121 businesses representing all provinces and adventure types.

To encourage widespread representation, SATSA has made available several membership options, from paid membership to free community and stakeholder registration.

To read more click [here](#)

Whale Festival attracts scores of people



CapeNature recently hosted an exhibition at the 31st Whale Festival held in Hermanus from 30 September to 2 October. The exhibition focused on CapeNature's marine protected areas, but also provided an opportunity for parents to subscribe their children to CapeNature's Cubs Club in real time. CapeNature staff was on hand to share information on their eco-tourism offerings and conservation efforts. The stand was also part of a wider treasure hunt, which saw families flock to the exhibition to unlock their clues. CapeNature also ran the #Don't be trashy drive and supplied all the bags and gloves for the clean and green team that worked as Whale Festival ambassadors keeping the town clean.

To read more click [here](#)

WildChoices brings transparency to captive wildlife facilities

WildChoices is a new platform that identifies the captive wildlife facilities in South Africa that offer tourist attractions and activities including interactions and volunteer programs and assesses them by applying the publicly available SATSA Captive Wildlife Attractions & Activities Decision Tool published in 2019.

The tool guides the user through the rapid assessment of a facility against a series of qualifying and disqualifying criteria to help the user decide which captive wildlife tourism facilities to support and which to avoid.

To learn more about WildChoices visit

www.wildchoices.org

Buffelsdrift 2nd at Skål International Sustainable Tourism Awards

[Buffelsdrift](#) recently competed in the Skål International Sustainable Tourism Awards and was placed 2nd in their category i.e. Major Tourist Attractions. The announcement of the winners was made at the opening ceremony of the 81st Skål International World Congress, on the 14th of October, held in Croatia. Among the other six entries that competed in this category were Cape Camino and Groot Constantia. The CaPTA Group from Australia was the category winner.

Buffelsdrift is a beneficiary of DEDAT's Tourism Product Development Fund which supports a free roaming cheetah experience.

To read more click [here](#)

Support available for international tourists in distress



The Department of Economic Development and Tourism provides a 24/7 Tourism Safety and Support Programme to international tourists and there are currently two full-time staff members dedicated to this programme.

Contact:

082 972 2507 (Ilze Jacobs: Garden Route and Cape Karoo)

072 447 1504/ 082 554 2010 (Neo Mocumi: Cape Metro and surrounds)

tourismsafety@westerncape.gov.za

The following services are offered to tourists in the Western Cape:

- *Medical/emotional trauma support and visiting tourists in hospitals
 - * Advice on short-term temporary accommodation
 - * Help with necessities, where possible
 - * Help with contacting family or friends
 - * Facilitate counselling if needed
 - * Advice on short-term transport arrangements
- * Contact Embassies or Consulates in case of lost passports and visas
 - * Assist with general enquiries

To read more, click [here](#)

NPTR operating licenses: Western Cape traffic chiefs respond to industry concerns



At a Traffic Chief's Forum meeting held on 1 and 2 September 2022, all provincial and municipal traffic chiefs undertook to address complaints from the industry regarding the fining and impounding of tourism vehicles arising from the backlog at the National Public Transport Regulator. At the meeting, traffic chiefs undertook to address the issue within their respective jurisdictions.

It is recommended that drivers keep the following documents in their vehicles at all times:

- The expired operating license.
- The NPTR receipt (if you have it).
- Proof of payment to NPTR (to show the date of application).
- A copy of the National Land Transport Act Regulations showing Regulation 25(2).
- A letter from the company owner/director explaining that you've applied to the NPTR for the operating license on such and such a date but are still waiting for the renewal license.

Should any operator experience any difficulties they can contact our Red Tape Unit for assistance by sending an email to redtape@westerncape.gov.za together with supporting documents.

News from the Western Cape Tourist Guide Registrar

Clearing of backlog of tourist guide applications

The past few months have been challenging for the Western Cape Tourist Guide Registration Office following a drastic increase in the volume of applications received this year. We are pleased to inform the industry that the office has cleared the backlog of applications and 743 applications have been processed since 1 April 2022 – exceeding the number of applications approved during the same period in 2019. If you have applied during the past few months and have not collected your tourist guide ID card yet you are encouraged to contact the office and make an appointment to collect your card. Collection days are Mondays to Thursdays from 8:00 to 15:00. Contact us at 021 483 2960/9008.

DEDAT embarks on Cradle of Human Culture training initiative

DEDAT in partnership with the Department of Cultural Affairs and Sport and the Western Cape District Municipality is rolling out culture and nature guide training at NQF level 4 on the Cradle of Human Culture route in the West Coast. The training is scheduled to start in November 2022 and will be concluded in January 2023. The training will include a four days course in archaeology with a focus on the emergence of modern human behavior, coastal archaeology related to Middle and Later Stone Age sites in the West Coast, the archaeological sites currently included in the Cradle of Human Culture and an introduction to rock art of the area and its significance.

For any enquiries about this initiative please contact us at registrar.registrar@westerncape.gov.za

Festive season office closure

We wish to inform our clients that the office will be closed from 27 December 2022 to 6 January 2023. Should a tourist guide need a new card in December 2022 or January 2023, then they must apply by latest 30 November 2022. The last day for the approval of applications before the office close will be 21 December 2022.

For any enquiries please contact us at registrar.registrar@westerncape.gov.za

News from Wesgro

Cruise Cape Town celebrates the start of the 2022/23 Cruise Season



On 19 October, Cruise Cape Town, operated by Wesgro – the Official Tourism, Trade and Investment Promotion Agency for Cape Town and the Western Cape – celebrated the start of the 2022/23 Cruise Season, the first full season in three years. To read more click [here](#)

Cape Town Air Access wins gold and brings home the Destination Marketing Award at World Routes 2022



The Cape Town Air Access (CTAA) project – powered by Wesgro – proudly walked away with the Destination award at World Routes 2022 hosted in Las Vegas on 18 October 2022. With the awards ceremony comprised of seven categories totaling 1 000 collective nominations, this is the first time the CTAA project has won the award

- following recognition as runner-up at World Routes 2018. To read more click [here](#).

Wesgro claims three awards at this year's Loeries – the benchmark for creative excellence in Africa and the Middle East



As Africa and the Middle East's premier award that recognises, rewards, inspires and fosters creative excellence in the advertising and brand communication industry, winning a Loerie is the highest accolade for creativity and innovation across our region. The Loeries, a proudly not-for-profit company, promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of fresh thinking, innovative ideas and outstanding execution.

Wesgro, the Official Tourism, Trade and Investment Promotion Agency for Cape Town and the Western Cape proudly took home three awards at the final ceremony in Cape Town.

To read more click [here](#)

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