



DRAKENSTEIN

MUNISIPALITEIT • MUNICIPALITY • UMASIPALA

Paarl | Wellington | Gouda | Saron | Simondium

Draft Drakenstein Tourism Development Plan

31 March 2025

TABLE OF CONTENTS

1.	INTRODUCTION	3
2.	LEGISLATIVE FRAMEWORK AND CONTEXT.....	3
3.	STRATEGIC OBJECTIVES AND LONG-TERM VISION.....	4
4.	CURRENT TOURISM SITUATION.....	5
5.	INSTITUTIONAL ARRANGEMENTS.....	8
6.	INTER-GOVERNMENTAL PARTNERSHIPS.....	10
7.	KEY ENABLERS	11
8.	TOURISM BRANDING THEMES	12
9.	DESTINATION MANAGEMENT	13
10.	TOURISM DEVELOPMENT.....	15
11.	RETURN ON INVESTMENT	16
12.	MONITORING AND EVALUATION	17
13.	IMPLEMENTATION PROGRAMME FROM MARCH 2025 UNTIL DECEMBER 2025.....	19
14.	THE NEXT STEPS.....	20

1. INTRODUCTION

The purpose of this document is to outline the Municipality's approach to manage Tourism Destination Marketing, Destination Management and Tourism Product Development in Drakenstein (Simondium, Paarl, Mbekweni, Wellington, Gouda, Hermon and Saron) for the next five years.

The Tourism Development Plan (hereinafter referred to as TDP) encapsulates the Tourism Development strategy for the period from 2025 – 2030. Statistical research and tourism related policies, plans and strategies were used as available reference sources to conduct thorough desk research. Furthermore, industry engagement sessions, benchmark studies and interviews with key tourism leaders were included.

The initial Tourism Development Plan which outlined the Municipality's strategic approach to grow the tourism sector was approved by Council in 2019. This plan remains the Municipality's key strategic document to articulate its plan to:

- 1.1 Grow the tourism economy;
- 1.2 Create employment opportunities;
- 1.3 To attract visitors;
- 1.4 To lure investment; and
- 1.5 To implement tourism projects, initiatives and programmes within the tourism sector.

2. LEGISLATIVE FRAMEWORK AND CONTEXT

Tourism is a concurrent local government function. This means that municipalities have a mandate to plan for, impact upon and monitor the growth of the Tourism sector locally. Schedule 4 (B) of the Constitution which outlines a list of functional areas that are the responsibility of local government, lists local tourism as a local government competence.

Similarly, the National Department of Tourism's National Tourism Sector Strategy for 2016-2026 has identified the "lack of policy coherence and capacity of local government to deliver on its Tourism mandate" as issues that need to be dealt with.

Provincially, the Western Cape Government Tourism BluePrint 2030 highlights the complex relationship between the tourism sector and the Municipality and proposes the establishment of a Local Tourism Organisation model that would be primarily funded by the Municipality.

It is within this context that the Municipality must show how local policy imperatives align with national and provincial tourism policies.

3. STRATEGIC OBJECTIVES AND LONG-TERM VISION

Strategically, the new strategy for Drakenstein (which include the towns of Simondium, Paarl, Mbekweni, Wellington, Gouda, Hermon and Saron) is for tourism to be led by the private sector and government to create the enabling environment, thus leading to a renewed focus on Destination Marketing, Destination Management and Tourism Product Development. Furthermore, emphasis will be placed on positioning Drakenstein as a competitive role-player in sports-; outdoor-; adventure- and wellness tourism and to enhance the area's as one of the leading film destinations in the Cape Winelands. Apart from the ease of doing business; the promotion of entrepreneurship and to facilitate the development of new tourism products, the Municipality will continue to focus on broadening participation and to diversify the destination's tourism offerings to build a recognisable brand, leading to the below.

The long-term tourism vision for the destination is to become and remain *"A Premier Destination of Tourism Excellence"*.

The strategic focus areas in the Municipality's Integrated Development Plan (hereinafter referred to as IDP) are aligned to inform the tourism agenda for the next five years. Focus areas include:

3.1 Destination Marketing (Digital Marketing capability)

This involves the promotion of a specific town, region or city to market the destination as an attractive travel destination to potential visitors.

3.2 Destination Management

This focuses on a coordinated management approach of all the elements that constitute a tourism destination and takes a strategic approach to integrate the respective elements in the Tourism value chain to provide an enabling environment to grow the sector.

3.3 Tourism Product Development

This focuses on the development of key tourism attractions, facilities and experiences aimed at attracting and responding to both the international and local markets. This includes but is not limited to fine dining and wine tasting, culture and heritage; adventure, outdoor activities and sport.

3.4 Tourism Investment

A key component of any economic sector is a sound investment strategy that focuses on retention, expansion and new investment into a destination. In Drakenstein the focus would be to facilitate both Private and Public sector investment to stimulate the growth of the sector.

3.5 Tourism Infrastructure

Sustained investment in infrastructure is a crucial driver for the development of the Tourism sector. This needs to be driven by both public and private sector.

3.6 Human Capital Development

Skills Development plays an integral part in the provision of a holistic tourism experience. The Tourism sector is a labour-intensive industry, and opportunities exist to facilitate capacity building and training to upskill existing staff and expand the workforce to deal with sector growth.

3.7 Spatial Location of Tourism

The latest Spatial Development Framework acknowledges the key role that the Tourism sector plays in Drakenstein. The Tourism Development Plan will be guided by the spatial priorities as defined in the approved Spatial Development Framework.

The collective domain of the public sector, private sector and the community is tourism growth. The successful implementation and execution of the TDP will depend on the sector's ability to establish partnerships across various spheres of government, and between key public, private and community-based role players. The current state of tourism globally and locally will be discussed in the next section.

4. CURRENT TOURISM SITUATION

The tourism sector is key in economic development as there was a contribution of 3.5% to the GDP (Stats SA, 2024). The tourism performance and trends on both the global and local scale depict the direction for Drakenstein Municipality.

4.1 A global overview (tourism performance and trends)

The World Tourism Barometer from UN Tourism indicated that 1.4 billion visitors travelled in 2024 internationally and showed a fundamental recovery of 99% of pre-pandemic levels. An increase of 11% in 2024 emerged as opposed to indicated figures in 2023, that was largely driven by the ongoing recovery of

large source markets from destinations in Pacific and Asia (UNWTO, 20 Jan 2025).

The trends indicate that approximately 790 million tourists travelled internationally during the first seven months of 2024 indicating 4% less than those who travelled in 2019. The second quarter of 2024 was slightly modest, and experts predict a strong start for 2025.

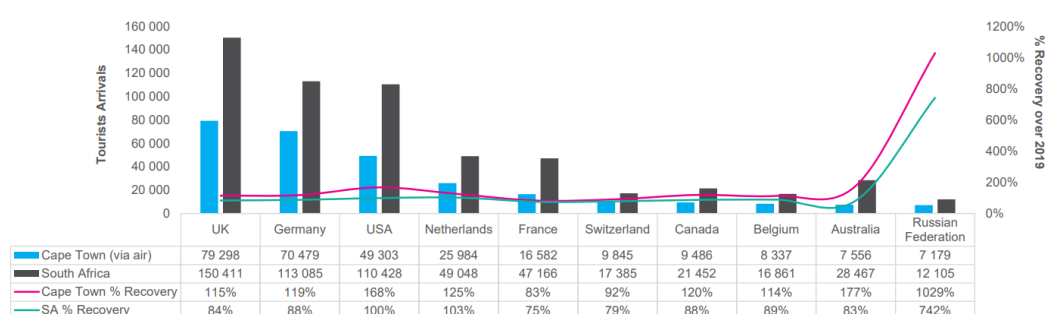


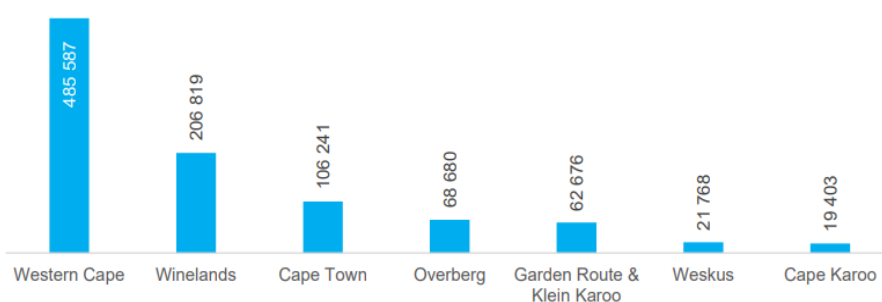
Figure 1.1 Tourist Arrivals to Cape Town (via Air) and South Africa, January – April 2024 (WESGRO, 2024)

During January and April 2024, the top international market to Cape Town was United Kingdom, closely followed by Germany in second place. Third was the United States of America, followed by Netherlands and France in fourth and fifth place respectively. The top five international source markets reflected a strong European presence during the first part of 2024 (WESGRO, 2024).

Statistics South Africa summarised the international landscape as follows:

- 4.1.1 Middle East: with 95 million arrivals, it remained the strongest performing region when compared to 2019, with international arrivals 323% above pre-pandemic levels in 2024;
- 4.1.2 Africa: with 74 million arrivals welcomed 12% more arrivals than in 2023;
- 4.1.3 Europe: with 747 million arrivals as it is the world's largest destination region, 5% more arrivals than in 2023;
- 4.1.4 America: with 213 million arrivals and saw 7% growth; and
- 4.1.5 Asia and Pacific: with 316 million arrivals and grew 33% in 2024.

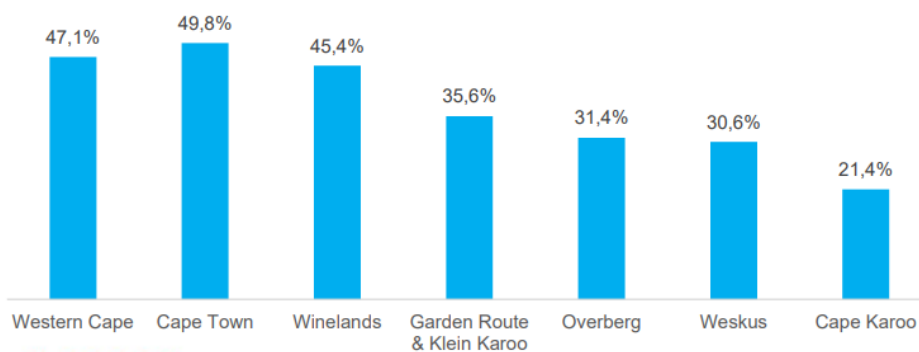
Figure 1.2: Domestic Sample size, January – April 2024



(Source: Rove 2024)

Figure 1.2 indicate a total of 485 587 tourists visited the Western Cape, illustrating a significant increase in visitors. From the 485 587 tourists that visited the Western Cape, 47.1% were repeat visits. During this period, the most popular destination within the Western Cape appeared to be the Winelands region with 206 819 visitors, amounting to 43% of the visitors visiting the Western Cape. It is evident that the Winelands boasts authentic visitor attractions and experiences as almost half of tourists visiting the Western Cape, prefer to go to the Winelands – an opportunity to make use of.

Figure 2.2: Domestic Repeat visitors, January – April 2024



(Source: Rove 2024)

Figure 2.2 indicate that for domestic repeat visits, the most popular regions that emerged was Cape Town and Winelands with 49.8% and 45.4% of tourists returning to these regions respectively. The Cape Karoo region indicated 19,403 arrivals during this period and 21.4% of the visitors returned for another visit.

The purpose of the visit remains to be day trips and “holiday” as about 97,0% of all tourists were in South Africa for holiday purposes (StatsSA, 2024). Furthermore, routine data that was collected by the Department of Home Affairs’ (DHA) immigration officers at the ports of entry into and out of South Africa shows that a total of 2 376 711 visitors (figure 2.3), consisting of all arrivals, departures and transits, and that passed through South African ports in August 2024 (DHA, 2024). It is evident that tourism is key and add value to the Western Cape, Cape Winelands and Drakenstein economy.

5. INSTITUTIONAL ARRANGEMENTS

The proposed institutional arrangement for tourism in Drakenstein is premised on the notion that the sector will be led by the private sector with the support of the Municipality. The structure below outlines the proposed operational and business models respectively.

5.1 Role of Cape Winelands District Municipality

The Cape Winelands District Municipality provides a co-ordinating role in developing the tourism sector in the region. As such, the Municipality funds various projects, programmes and initiatives in the region and ensures the sustainable management of the Regional Tourism Organisation. Thus, in the case of Drakenstein, the Cape Winelands District Municipality will serve as important stakeholder in the provision of financial and non-financial support to the local Tourism sector in Drakenstein.

5.2 Role of Drakenstein Municipality

The Economic Development and Tourism Division's primary responsibilities are tourism planning and infrastructure development, strategic co-ordination, enabling destination marketing, destination development and management, facilitating skills development, stakeholder relationship management and tourism regulation.

The section is responsible for the implementation of the Tourism Development Plan and to provide technical assistance to the private sector and private local tourism associations in respect of tourism development, standard setting, regulatory enforcement and the gathering of statistical data. The Municipality normally exercises oversight in respect of the implementation of Service Level Agreements with service providers that are appointed to perform specific tourism destination management and development functions.

5.3 Local Tourism Organisations

Local Tourism organisations in South Africa are mostly funded by local government, private sector industry members and in certain instances marketing and booking commissions. In addition, LTOs provide the following services:

- 5.3.1 Manage the information office (s) of the local area and feed into the provincial information system;

- 5.3.2 Market specific events, conferences and meetings that occur in the local area; and
- 5.3.3 Keep a general watch over tourism matters and advise the Municipality regarding tourism destination marketing and development requirements.

5.4 Drakenstein Tourism Advisory Board

The Municipality has adopted the notion that the sector is led by the Private sector and therefore it would encourage the establishment of a voluntary association (Drakenstein Tourism Advisory Board- DTAB) to advise the Municipality on all Tourism related matters.

The DTAB will be endorsed by Council and provide advice, comments and recommendations on how to build the Tourism sector in respect of the Tourism priorities listed in the Integrated Development Plan and Tourism Development Plan respectively.

DTAB will represent various stakeholders in the local Tourism value chain and work with municipal staff to further the Municipality's strategic Tourism goals. The Association could include the following sub-sectors:

- 5.4.1 Transport and Travel;
- 5.4.2 Accommodation;
- 5.4.3 Eat and Drink;
- 5.4.4 Activity and Attractions
- 5.4.5 Sport and wellness related activities;
- 5.4.6 Tour Guiding and Tour operators;
- 5.4.7 Event Organisers; and
- 5.4.8 Ancillary support services.

The DTAB will be responsible for the strategic oversight of the respective appointed Local Tourism Organisations (LTOS) and report to the Municipality on oversight of the respective local entities.

5.5 Visitor Information Centres

The Municipality will establish two Visitor Information Centres in the interim in Paarl and Wellington respectively and will have at least three staff members (Tourism Information Officers). Staff need to work in shifts (weekends) as VICs need to operate 363 days of the year (closed only on Christmas Day and New Year).

It is proposed that the Municipality facilitate the set up and staffing of the Tourism Information Centres initially, after which the function be transferred to the respective Local Tourism Association

6. INTER-GOVERNMENTAL PARTNERSHIPS

6.1 Wesgro (Cape Town and Western cape Tourism, Trade and Investment Agency)

Wesgro, the official tourism, trade, and investment promotion agency for the Western Cape, partners with the Municipality to market and position Drakenstein as a premier tourism and investment destination. The collaboration includes participation in regional and international marketing platforms, support in destination development initiatives, and the promotion of local tourism products.

6.2 Department of Economic Development and Tourism (Western Cape Government)

The Western Cape Department of Economic Development and Tourism provides strategic sector support and facilitates access to funding and skills development of specific programmes, projects and initiatives. The Department serves as a link between the Municipality and the respective national departments responsible for Tourism.

6.3 National Department of Tourism and South African Tourism

The Municipality has a working relationship with the National Department of Tourism in respect of serving as a host Municipality for ongoing internship opportunities in the Tourism value chain since 2017. The Municipality has been working with South African Tourism in collaboration with Wesgro since 2022 to promote the destination in respect of the Meetings, Incentives, Conferencing and Events (MICE) industry and Sustainable Tourism destination in the Western Cape.

7. KEY ENABLERS

The successful implementation and execution of the TDP will be executed through:

7.1 Destination Marketing

Destination Marketing is the promotion of a specific town, region or city to market the destination as an attractive travel destination to potential visitors. In Drakenstein, stakeholders will focus on developing and implementing marketing strategies to emphasise unique and authentic experiences, attractions or features to lure tourists, to enhance the reputation of Drakenstein as well as driving economic activity.

The Municipality will focus on driving international and domestic marketing with strategic partners to capitalise on the area's position in the region and in so doing attract a greater market share of domestic and international tourists. Digital marketing will become a major focus with emphasis on branding, promotion, collaboration and partnerships.

The Municipality will ensure that resources subject to Municipal budget are channelled to implement programmes, initiatives and projects to boost the below focus areas:

- 7.1.1 Target Markets: define domestic and international target audiences;
- 7.1.2 Branding: develop a destination brand with a clear identity, logo, and slogan (GoWellington and/or Visit Wellington);
- 7.1.3 Promotional Channels: digital marketing i.e. social media, SEO, influencers; traditional advertising i.e. TV, print, billboards; and partnerships with travel agencies and platforms; and
- 7.1.4 Content Strategy: create engaging visuals i.e. blogs, vlogs and videos showcasing attractions and experiences.

A Marketing Plan will entail the following key factors:

7.2 Market Research

Conduct research to identify: 1) target audience; 2) market trends; 3) competitors and 4) unique selling points (USP's) of the destination.

7.3 Brand Equity

Develop a strong brand identity for the destination that communicate the USPs and appeals to target market.

7.4 Online Presence

Ensure effective online presence through: 1) user friendly website; 2) active social media profiles; and 3) engaging content to attract and engage with potential visitors.

7.5 Content Strategy

Develop a content strategy that showcases unique and authentic experiences, attractions and culture of the destination through various channels such as blogs, videos and social media posts.

7.6 Partnership Development

Collaborate with local businesses, travel agencies, influencers and other industry role-players and stakeholders to promote the destination and reach a wider target audience.

7.7 Promotions and Campaigns

Create targeted marketing campaigns and promotions to attract tourists during different seasons and events.

7.8 Visitor Experience

Focus on enhancing the overall visitor experience by providing excellent customer service, well-maintained facilities in a comfortable environment.

7.9 Events and Promotions

Organise special events, festivals, competitions and promotions to attract visitors to generate destination ambiance.

7.10 Performance Tracking and Analysis

Analyse and monitor Key Performance metrics i.e. website traffic, social media engagement, conversion rates, marketing reach and return on investment to measure the effectiveness of the marketing strategies and make data-driven adjustments.

8. TOURISM BRANDING THEMES

The branding themes listed below have been used since 2014 and continue to resonate with the discerning visitor who visits the destination. However, as Tourism has evolved the destination has to align to branding themes that have gained popularity among travellers seeking unique and purposeful experiences but still resonates with the

destination's brand identity marketing campaigns to attract specific target audiences and create a unique identity for the location.

The amended themes include the following:

- 8.1 Food and Wine;
- 8.2 Sport, Outdoor and Adventure;
- 8.3 Culture and Heritage;
- 8.4 Eco – friendly, Nature and Wellness; and
- 8.5 Sustainable Travel.

A marketing mix of digital and traditional marketing techniques personalised to the unique characteristics of the destination and the preferences of the target audience will ensure a successful destination marketing. Furthermore, the Municipality will facilitate the following enablers to ensure that the private sector is sufficiently supported to effectively market themselves to attract and retain visitors. This would include:

- 8.6 The Establishment of the Drakenstein Tourism Advisory Board to facilitate collaboration between private and public sector;
- 8.7 Provision of event support (financial and non-financial) to promote events in respect of Sports and Adventure Tourism;
- 8.8 Provision of Visitor Information Centres to provide a physical access point for visitors to obtain information;
- 8.9 Procure the services of a Destination Marketing company to assist with destination marketing in the area; and
- 8.10 Deploy a monitoring and evaluation tool to measure the return on Investment.

9. DESTINATION MANAGEMENT

Destination Management (DM) within tourism is critical as it impacts on the visitor experience, which will determine repeat visits. It is the management of all visitor perspectives, expectations and visitor needs. For this reason, it is imperative to understand the visitors well and whether the destination delivers on the needs and expectations of tourists.

Furthermore, it also involves measuring how the community receives tourism, how they feel about the sector and visitors in their place of residence. At the same time, it is important to obtain credible data, insights and research to be able to depict the way forward, to inform decision-making and to measure the return on investment to obtain success.

Key focus areas include:

9.1 Sustainable Tourism Development

- 9.1.1 Environmental conservation – protecting natural landscapes, vineyards and biodiversity of the region;
- 9.1.2 Waste management at events/festivals/hotels/restaurants; and
- 9.1.3 Water conservation – implementing strategies to reduce water usage in wine production and tourism facilities.

9.2 Cultural and Heritage Preservation

- 9.2.1 Highlighting the diverse cultural influences;
- 9.2.2 Promote traditions; and
- 9.2.3 Protecting historical landmarks with authentic experiences.

9.3 Visitor Experience Management

- 9.3.1 Offering diverse visitor attractions and authentic experiences;
- 9.3.2 Enhance infrastructure such as clear signage, well-maintained roads and accessibility for international tourists; and
- 9.3.3 Ensuring excellent quality accommodation, tours, Winetasting and restaurants’.

9.4 Marketing and Branding

- 9.4.1 Build a strong brand identity – finalize brand (GoWellington/Drakenstein Media and Tourism etc.);
- 9.4.2 Collaboration with local wineries, restaurants, accommodation establishments and tourism boards for joint promotions; and
- 9.4.3 Use digital marketing, social media and travel influencers to attract international and local tourists – see section a “ Destination Marketing”.

9.5 Community Involvement

- 9.5.1 Involve the community through regular industry engagement sessions;
- 9.5.2 Skills training;
- 9.5.3 SME development;
- 9.5.4 Business support; and
- 9.5.5 Encouraging cultural exchange between visitors and residents.

9.6 Infrastructure and Accessibility

- 9.6.1 Improve signage, parking facilities, walking routes, cycling routes;
- 9.6.2 Rest areas, tourist information centres, signage;
- 9.6.3 Accessibility for all travellers (e.g., disabled-friendly facilities); and
- 9.6.4 Ensure easy access through well-connected transportation (Shuttles, train etc).

9.7 Event Management

- 9.7.1 Hosting in partnership with partners wine festivals, food markets, art exhibitions, music events to attract diverse visitors; and
- 9.7.2 Leveraging events to promote the destination (sport, outdoor, culinary offerings).

9.8 Promoting Sport; Adventure; and Wellness Tourism

- 9.8.1 Support and assist in hosting a range of sport; wellness; adventure events; and
- 9.8.2 Collaboration with private sector to address all events.

9.9 Policy and Governance

- 9.9.1 Implement tourism policies and regulations; and
- 9.9.2 Ensuring collaboration between local, provincial and national governments' as well as private sectors and NGO's to support the tourism growth.

9.10 Address Seasonality

- 9.10.1 Developing year-round attractions to counteract the seasonal nature of tourism; and
- 9.10.2 Promote off-peak season travel with promotions, discounts on travel, events and tour packages.

10. TOURISM DEVELOPMENT

The product development component will be underpinned with the development of key tourism sector specific strategies which will include sports, adventure and wellness

tourism, events, business tourism and film locations. Once the strategies and policies are in the place, specific product development projects will be undertaken to enhance the destination's competitive advantage.

10.1 Key Themes and Experiences

- 10.1.1 Focus on local culture, heritage, natural assets, and adventure; and
- 10.1.2 Develop niche offerings (e.g., eco-tourism, culinary tours and wellness retreats).

10.2 New Product Creation

- 10.2.1 Oversight into creating/curate unique activities (e.g., festivals, guided tours); and
- 10.2.2 Collaborate with local communities for authentic experiences.

10.3 Tourism Packages

Design and market bundled packages with accommodation, attractions, and transportation.

10.4 Tourism Research

Key areas to consider when conducting research:

- 10.4.1 Visitor profile (Gender, Age, Preferences, Spending, Motivation to travel);
- 10.4.2 Tourism Trends;
- 10.4.3 Marketing research; and
- 10.4.4 Visitor statistics (visitor tracking at accommodation establishments, head count at events etc.)

11. RETURN ON INVESTMENT

The return on investment is as follows:

- 11.1 Higher visitor numbers;
- 11.2 Address seasonality;
- 11.3 Increased brand visibility; and
- 11.4 Job creation.

12. MONITORING AND EVALUATION

Monitoring and Evaluation (M+E) will be implemented to assist the Municipality to measure the outcomes of the respective interventions and to establish KPIs to evaluate the plan's effectiveness. Regular review and adaptation of the strategy is needed, based on outcomes and feedback. Typically, data would include the following:

Table 1: Drakenstein Tourism Visitor Trends, 2024

Serial No.	Indicator	Paarl	Wellington (office closed)
12.1	Overseas visitors	20%	No data
12.2	Domestic visitors	80%	No data
12.3	Overnight visitors	56.1%	No data
12.4	Day visitors	43.9%	No data
12.5	Top international markets	USA (32.3%)	No data
		United Kingdom (18.5%)	No data
		Germany (16.4%)	No data
12.6	Top domestic markets	Western Cape (89.6%)	No data
		Gauteng (6.3%)	No data
		KwaZulu Natal (1.5%)	No data
12.7	Main purpose of visit	Holiday / Leisure (89.3%)	No data
		Education (7.9%)	No data
		Business (4.0%)	No data
12.8	Age profile of visitors	51-70 years (39.5%)	No data
12.9	Most common travel group size	Pairs (50.0%)	No data
		Alone (32.8%)	No data
12.10	Common length of stay	2-3 nights (36.8%)	No data
		7+ nights (18.9%)	No data
		1 night (17.9%)	No data
12.11	Common mode of transport	Own motor vehicle (56.1%)	No data
		Mini-Bus Taxi (26.9%)	No data
		Rented car (15.1%)	No data
12.12	Top information sources	Internet (37.4%)	No data
		Return visit (30.2%)	No data
		Word-of-mouth (16.5%)	No data
		Social media (5.8%)	No data
12.13	Average daily spend	R201 – R500 (54.0%)	No data
		R501 – R1000 (36.6%)	No data
		R1001 – R2000 (8.8%)	No data
		R5000+ (3.5%)	No data
12.14	Accommodation	Guesthouse, B&B's (46.5%)	No data
		Hotel (28.1%)	No data
		Self-Catering (21.3%)	No data

Source: Wesgro, (2024)

Disclaimer:

Responses to the regional visitor tracking surveys are used as a proxy to indicate the key trends within the Western Cape and the various regions. It is important to note that absolute figures cannot be determined from these surveys, as the survey responses are a sample of the tourists into the respective tourism offices across the Western Cape, and would thus represent a sample of the visitors. Therefore, where statistically relevant absolute numbers may be given, however, a share is provided to indicate the trend. This is based on international best practice in the use of surveys within the tourism industry for determining key trends.

WESGRO PARTNERSHIP:

- a) The Municipality and WesGro entered into a formal Agreement from 2019 until 2022. The Agreement included the following deliverables.
- Investment promotion (Invest Drakenstein Investment prospectus),
 - Film Tourism -
 - Export promotion and advancement – This included regular training opportunities and trade missions.
 - Film and Media plus serious gaming promotion.
- b) Facilitation of Drakenstein Connects concept
- c) Destination Marketing Support – facilitate access to domestic marketing platforms and event support to local products.
- d) Provision of Sector specific statistics
- e) Facilitating linkages to sector specific investors
- f) Deal facilitation linkages

This partnership will be renewed and strengthened.

Table 2: Compendium of Key Performance Indicators (KPIs)

Key Performance Area (KPA)	Key Focus Area (KFA)	Key Performance Indicators (KPI's)
<u>KPA 5:</u> <u>Planning and Economic Development</u> <u>KPA 5 Strategic objective:</u> To facilitate sustainable economic empowerment for all communities within Drakenstein and enabling a viable and conducive economic environment through the development of related	Tourism	1. Average spend per day 2. Length of stay 3. Bed nights 4. Percentage domestic vs. overseas visitors 5. Age profile 6. Top three activities taken 7. Skills and Labour 8. Visitor Satisfaction 9. Private Sector Investment

initiatives including job creation and skills development.		10. Number of Events 11. Number of Joint Marketing Agreements 12. Number of marketing material published and disseminated
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13. IMPLEMENTATION PROGRAMME FROM MARCH 2025 UNTIL DECEMBER 2025

Serial No.	Item and Action	Responsible Person	Status	Due Date
13.1	Host a workshop with Councillors to discuss the revised Tourism Development Plan.	C. Phillips	Completed	5 March 2025 (completed)
13.2	Schedule a Tourism sector session with Paarl and Wellington Tourism stakeholders	C. Phillips	Completed	Session held on 13 March 2025 at Laborie Wine Estate. (completed)
13.3	Establish the Drakenstein Tourism Advisory Board.	C. Phillips	-Terms of Reference developed and included in revised Tourism Development Plan. - Voluntary Group selected at Tourism Stakeholder Workshop to co-ordinate Private sector meetings.	13 March 2025 To be confirmed.
13.4	Opening of Tourism Visitor Information Centres in Paarl and Wellington	C. Carse	Awaiting Confirmation from Community Services regarding Wellington Office	Paarl office to re-open date postponed due to relocation of existing occupants to other offices.
13.5	Draft Tourism Budget to be concluded	S. Johaar	Draft budget submitted.	31 March 2025 (completed)
13.6	Production of online Winelands Meander	C. Phillips	Updating content	15 May 2025. Broader Tourism sector participation.

Serial No.	Item and Action	Responsible Person	Status	Due Date
13.7	Submit revised Tourism Development Plan to Portfolio Committee	C. Phillips	Incorporate Councilor comments and submit to April 2025 MAYCO cycle	31 March 2025
13.8	Finalize institutional arrangements for Tourism sector management in Drakenstein	S. Johaar	Facilitate adoption of new institutional arrangements.	30 April 2025
13.9	Finalize working relationship with Afrikaans Taal Monument	C. Phillips	Develop MOU for consideration	30 April 2025
13.10	Production of online and print Conference Guide and Events and Film Guide	C. Phillips	Develop Terms of Reference.	1 July 2025

14. THE NEXT STEPS

The Municipality will collaborate with the private sector to develop a New Joint Tourism Agenda and facilitate an enabling environment to establish an appropriate institutional vehicle to grow the tourism sector in Drakenstein.