

ANNUAL REPORT

2023





Tourism

Calitzdorp, also known as the Port Capital of South Africa, is ideally situated at the heart of the Klein Karoo, just a few hours driving time from all the world-class tourist attractions of the region. It is a quaint village with architectural and culinary treasures, artists and activities.

Address:

1 Van Riebeeck Street, Calitzdorp
PO Box 190, Calitzdorp, 6660
Tel. +27 44 213 3775
Info@visitcalitzdorp.co.za
www.visitcalitzdorp.co.za

Reporting Body:

Kannaland Municipality

Committee Members:

- Deon Kriek (Chairman)
- Kevin Taylor (Vice-Chairman)
- Annelize Basson (Treasurer)
- Erina Meiring (Secretary)
- Esmé Brink (Marketing)
- Andri Dare
- Buck Hemenway
- Capt. Meyer
- Michael Foster
- Eugene Malan
- Celeste Domingo
- Heletjie Viljoen



Tourism Office Report

Erina Meiring

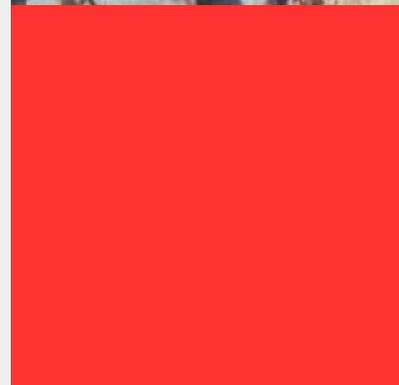
16 New members (1 July 2022 – 24 May 2023)

De Wawielhuis, Thys Huis Insika, Soul Work (Reflexology), The Calitz, Kruisrivier Gallery, Kruisrivier Gallery Apartment, Port Wine Guest House, TTT Cellars, Happy Days Cottage, Mountain River House, Rose Cottage, Du'SwaRoo Cottage, Tula Retreat, Karoowater Guest Farm, @ 19 Queen Street, Kraaldoring Gallery. Spitzkop Restaurant Klein Karoo Game Lodge: Food & Wine Pair (2 Aug 2023)

Visits were paid in August 2023.

Tourism Office

- Insurance and public liability added for office visitors
- Increase in office rent October 2022
- Office space rented to Soul Work Reflexology
- Kannaland signed a 3-year contract with Tourism office but lowered the funding after signing the contract – November 2022
- 3-year business plan and budget in place (to be updated)
- Welcomed matrices 1972 at Tourism Office during reunion
- Committee positions and roles planned
- Supported establishment of Calitzdorp Business Chamber for member benefit
- Supported regional art exhibition presented by SCAVA (South Cape Association for Visual Arts) affiliated with SANAVA including a special awards ceremony in the George Museum representing 15 areas in the Southern Cape and Klein Karoo in March 2023. Minister of Culture, Arts & Sports together with a delegation of departmental heads were invited.
- No events funding was received from Wesgro in 2023
- Reviewed Kannaland Tourism Strategy with Celeste Domingo.
- 9 – 10 June 2023 South Cape Magazine visit to Calitzdorp
- Garden Route Film Commission photographed Calitzdorp attractions for their website

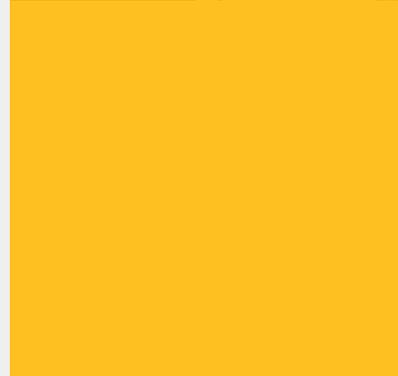


Tourism Office *continued*

- 29 May 2023 (wine cellars, Redstone Hills, Nels River dam, donkey trail, museum, historic buildings, churches, heritage houses, restaurants, bars, biodiversity hotspots, town street and feel, private places, public spaces, Cape Nature, private houses, municipal land)
- SAT Europe presentation: European buyers from Team Europe (Amsterdam, Frankfurt, London and Paris) showed a lot of interest in the Garden Route & Klein Karoo region during the Indaba period, so GR & KK Tourism offered them PowerPoint presentations of each GR & KK town on 29 June 2023, featuring the highlights of each small town with a doable itinerary for their 23/24 travel media and trade hosting.
- Request form Provincial inputs on events and festivals (unsuccessful re-application for funding for Calitzdorp Expressed)
- In the process of registering Calitzdorp Tourism as an NPO.

RTL: (Tourism road sign applications)

- TTT Cellar road sign application (approved, but waiting on Kannaland for positioning of signs since September 2022)
- Scenic Route sign at Red Stone Hills turn-off has not been replaced by Province yet
- Wildehondekloof sign is still at the wrong turn-off
- Warrants for applications have been updated, and accommodation facilities need to be graded now before they may apply for a road sign
- Sanral feedback on Tourism office signage application: Voortrekker & Van Riebeeck intersection is already at capacity. The next step would mean going to a Tourism sign stack comprising of symbols only relating to Police, Info, Wine Cellar & Accommodation symbols (maximum of 5 tourism symbols are allowed on a sign stack).
- Additional signs at this intersection cannot be accommodated until the status of the existing signs is established. The info signs should be placed at the location where the SAPS sign is (entrance to Tourism office).



Marketing

- The newsletter changed from weekly to monthly
- A new addition to the Newsletter: Plant Chat by John Burrows - also loaded under blogs.
- Additional Membership Benefits revised (A2 wall space, banners on the front page of the website, Facebook pins)
- The website has been updated
- New Facebook Page
- New town map/brochure designed and printed
- African Travel Crew made a YouTube video about Calitzdorp. 9 November 2022.
- Featuring interesting people and places to capture the soul of Calitzdorp to bring viewers to Calitzdorp – hosted by Kevin Taylor
- “Gys die Volstruis” Calitzdorp advert in children's marketing book Nov 22
- Kyknet Fiesta interview during Calitzdorp Expressed in June 2023
- Updated office brochures

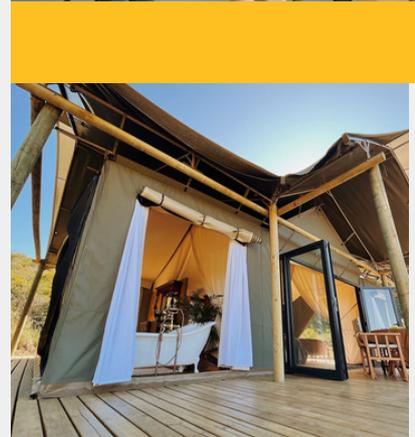
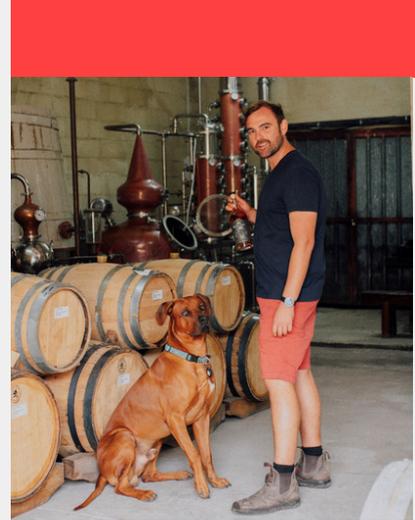


Marketing Report

Esmé Brink

I joined the Calitzdorp Tourism Council in 2022 and aim to elevate the digital side of the marketing function. Actions included the following:

- Redesign member listings on the website including a more user-friendly layout of menu items.
- Installation of Google Analytics to track where traffic to the website is originating from.
- I am available to assist NPO Organisations with advice on how to set up their digital profiles online correctly.
- Search Engine Optimisation by including Meta Titles, Descriptions, and Keywords on the site. This is ongoing.
- I created an electronic newsletter for Tourism but the majority of the members opted to still receive the PDF format. This functionality is however available should a member want to send out an exclusive mailer.
- I have assisted the Tourism Office with some copywriting and designed the Calitzdorp Expressed Festival Newsletter. I have started to write monthly blogs for the website on actual topics relevant to the area and syndicate these on social media.
- I also manage and assist the Tourism office with drafting member-related social media posts.
- From 2024 we plan to include digital campaigns on social media (budget dependent) to improve reach, engagement, and conversion.
- We are also looking at offering members exclusive banner rights on the homepage.



Treasurer's report

Annalize Basson

- No Expo's attended (no increase from Kannaland)
- Starting 2nd year of 3-year MOA with quarterly payments to Tourism Office. The first signed MOA with an increase was canceled and a second MOA was signed for the amount of R160 000 per year.
- Financial Statements still being set up by the auditors will soon be available for members to view.
- 10% Membership fee increase in 2023 – 2024 and 16 new members.
- 3-year Business Plan and budget to be revised.



Calitzdorp Succulent Society

Buck Hemenway

Annual Review of Activities June 30, 2023

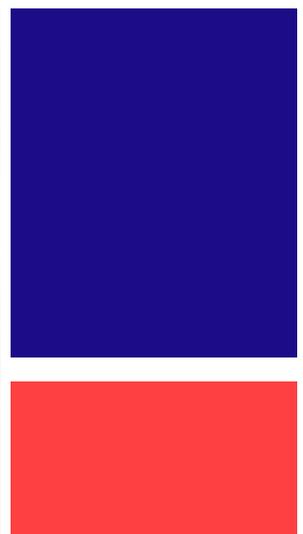
The Calitzdorp Succulent Society had a good year. We held several outings to the veld and were able to see many of the wonderful succulent plants that grow in our area.

The unusual rainfall in the first half of 2023 has caused the plants to be extremely healthy. We have developed a nice relationship with the Cape Nature office in Oudtshoorn and they are most helpful in making restricted areas available to the club for organized outings. Dewald and Irma Welman are responsible for this relationship.

We held our 5th Vetplantfees in September 2022 and it was very successful. The theme of the festival was conservation and most of our Expert Speaker talks were based on conservation efforts that various forms of government are undertaking to try and slow the huge amount of plant poaching that has been going on since the beginning of the pandemic.

Our featured speaker at the final dinner was Captain Karel du Toit of the Springbok SAPS. He related the terrible facts surrounding the taking of plants from the veld. He also told us about the successes that SAPS is having in stopping many poaching efforts.

In all the Vetplantfees 2022 was a success and our vendors and customers from all over the Southern Cape were happy with the event. From a Tourism point of view, Vetplantfees continues to be an extremely strong contributor to tourist income to Calitzdorp. Nearly all accommodation in town that was for rent was full, and the restaurants were packed.



Environmental Safety / SAPS Captain Meyer

The past year we had an increase in house burglaries, but we managed to bring the number down.

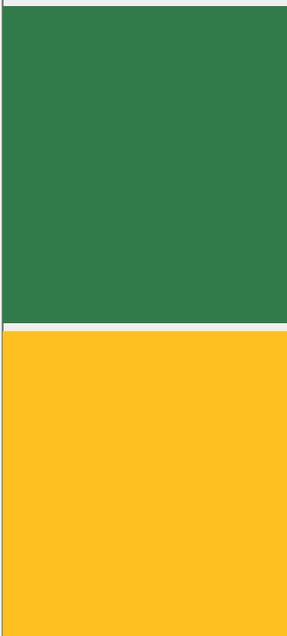
The biggest problem is the minors. The children on the street are a big challenge as we cannot do anything except if they commit a crime. Places of safety are all full. Lots of criminals will be released from prison soon.

Guest Houses must be aware of fraud/reverse payments.

We call on the community to make cases and come to court, even though it may not look important to you, this helps us to do our job and it is the only way we can lock the criminals away.

SAPS is going to focus on liquor licenses. Domestic violence related to alcohol has increased. We have challenges with drug abuse. We have locked up two large drug dealers, but there are smaller ones trying to get into the market.

Please feel free to call me if you have any problems with any of the Calitzdorp SAPS members.



Home is where
the heart is

WWW.VISITCALITZDORP.CO.ZA

Calitzdorp Expressed

Michael Foster

16 to 18 June 2023

This year we experienced the Calitzdorp Expressed Festival for the third time in its current form. The overriding theme of this festival is to celebrate and share the diverse and amazing offerings of this small Klein Karoo dorpie.

The committee consists of a small group of fun-loving, hardworking, altruistic and dedicated Calitzdorpers who give generously of their time and expertise on a purely voluntary basis.

They are: Andri Dare, Erina Meiring, Gill Rayner, Deon Kriek, Kevin Taylor and myself, Michael Foster.

The theme of this year's Calitzdorp Expressed Committee was "Bigger and Better". With the benefit of time and hindsight, we believe we achieved that goal. One of our aims has always been to include as many and varied venues as possible to be a true reflection of what our dorp has to offer our guests during the festival.

We also saw the need to try and make the festival as self-sustainable as possible due to the scarcity of sponsorships out there. Our Passport system is something that has become invaluable in this regard. Besides the fact that it has become a very successful and valued part of the festival, it also generates some of the income necessary to run the festival without us being dependent on sponsorship for our survival. Our Passports, which we limited to 450, were sold out by the first day of the festival. We will continue to find ways to make the Passport even more valuable and of greater benefit to our visitors over that weekend.

As mentioned above we have had to limit our number of passports, due to the fact that we do not believe our town can meaningfully handle any more guests at this stage. In this regard, accommodation and eating venues are always a challenge and we are continually thinking of ways in which to improve on this.

Some of the highlights of the festival, as there were too many to mention, included:

- the NG Kerk 150-year celebrations,
- the Trail Run which is growing each year,
- the variety of musicians in town and the buzz of the activities at The Station.
- We were also pleased to have Wilfred Dickens on board with his venue "The Spot" in Bergsig.

The visit and filming of the Fiesta Crew from Kyknet - (this program was viewed nationally and convincingly portrayed our dorp as the Heart of the Klein Karoo) was perhaps the cherry on top.

The Calitzdorp Expressed Festival is one of the bigger events in our town that brings in many visitors, generating more energy and income for Calitzdorp as well as exposing our tourism industry to a wider audience.

We are very conscious of how the festival has grown. So, when we host it again next year, from Saturday 15 to Monday 17 June 2024, we will be focusing on making it better but not bigger! We thank you all for your continued support.



**Festival
Committee**



**CALITZDORP
EXPRESSED
16 TO 18 JUNE 2023**



Kannaland Municipality

Celeste Domingo

TOURISM DEVELOPMENT PROPOSALS

The undermentioned tourism development proposals were proposed by the tourism stakeholder/community organisations present:

a) By Laws

That Kannaland Municipality update their existing By Laws.

Funding is required to enable Kannaland Municipality to update all By Laws.

b) Signage

Tourism signage to direct visitors to various places of interest and attractions is needed.

Road names also need to be erected.

Funding is required to implement the signage project throughout Kannaland.

c) Memorandum of agreement

Kannaland Municipality should honour the agreements entered into with the Ladismith and Calitzdorp Tourism Bureaus in that the increase in the tourism allowance to these entities should be affected during the adjustment budget. The amount agreed upon was R200 000 per annum to both the Calitzdorp and Ladismith Tourism Bureaus. (Increase from R160 000 per annum to R200 000 per annum for each of the existing two Bureaus)

d) Enter into MOA with Zoar Tourism Bureau

Business plans have been drafted for the Zoar Tourism Bureau.

With the Amalienstein Farm transfer to communities, this project shall greatly benefit the self-sustaining community of Zoar.

Funding is required to enter into a MOA with the Zoar Tourism Bureau.

The amount required is R200 000 per annum.

e) Enter into an MOA with Van Wyksdorp Tourism Bureau

This will allow a corridor of tourism activities to properly market all that Kannaland has to offer.

f) Council properties

Funding is required to improve and repair existing derelict and vandalised council properties which could be used to further tourism initiatives undertaken in Kannaland.

The advise centre in Bergsig has been identified as a council property which could further promote tourism in previously disadvantaged communities.

Kannaland Municipality

Celeste Domingo

g) Transformation in tourism

The communities in Kannaland are calling for transformation and inclusivity of marginalized communities in the tourism industry. Skills development initiatives are required to further ignite the transformation agenda.

The Garden Route Skills Mecca to identify tourism training needs and seek SETA funding to promote inclusivity and tourism transformation.

h) SMMEs

Kannaland Municipality seeks to increase the number of registered SMMEs in the tourism industry.

Seda should be approached to support companies to be registered as business entities as well as on the Central Supplier database. Ongoing marketing support is required for SMMEs.

i) Informal traders

Spatial planning requires the identification and designation of economic infrastructure and space for the informal traders' market. Land needs to be designated for markets throughout Kannaland. The WCPG is currently assisting Kannaland to review the Spatial Development Framework and the identification of these designated informal trading sites should be prioritized.

j) Tourism Ambassadors

The National Department of Tourism provides funding for the appointment of at least 10 tourism ambassadors to assist the tourism bureaus in marketing Kannaland as a tourist destination of choice.



Kannaland municipality

Celeste Domingo

Kannaland Municipality has received support from the WCPG and MISA to evaluate our attached Tourism and LED strategies adopted by the council during 2022/2023 and has resolved to assist us with developing an implementation plan. This process shall be inclusive and all tourism stakeholders shall be invited to participate in the drafting of this tourism implementation plan.

The WCPG could investigate funding streams for the repair and maintenance to our heritage buildings owned by the council as well as the Bergsig Advice Centre. Also, the updating of our SDF will add value to the identification of much-needed space for markets and informal traders.

Funding will also be sourced for training initiatives and the appointment of at least 10 tourism ambassadors who can be placed at the various tourism bureau offices to assist the office manager and market the Kannaland area as a destination of choice.

Funding for corporate identity in terms of banners and showcasing our beautiful surroundings will be appreciated and we wish to support the bureaus to attend the tourism underboss arranged annually in Durban.



Activities planned for 2023 – 2024

Deon Kriek

- Virtual Birding Tourism Workshops. Accommodation facilities to register on the Go-birding platform, developed by BirdLife South Africa; provide latest updated bird list of the Klein Karoo.
- Considering a new gazebo (specials at Gazebo World) with flags, table and tablecloth.
- Photographic Congress 28 April to 01 May 2024 - Visiting Calitzdorp Friday 21 July 2023.
- Calitzdorp Historical Route (informative plaques in front of historical buildings).
- New event: Harvest Celebration in the first quarter of the year – fundraiser for Tourism office.
- Theodor Herzl Schools visiting Calitzdorp 21 September 2023. The Geography teacher will be bringing 40 grade 9 learners for a historical walk, organ recital and plant chat with our local specialists.
- Windows upgrade (from 2010) for office computers.
- Tourism committee roles to be developed: each committee member to identify role related activities/projects.
- Research and promote tourism opportunities that can benefit historically disadvantaged communities in the region.
- Gather history on Bergsig for website and Museum.
- Gather graveyards information for website and Museum.
- Build new mobile Info Kiosk for Tourism office.
- Large information sign to be placed at gate entrance to Tourism office.
- Annual meet-and-greet. Networking opportunity for all Calitzdorpers to welcome new Calitzdorpers.



Acknowledgements

- Eugene Malan: Serving the Community
- Annalize Basson. As Treasurer, we would like to express our thanks and gratitude for
 - her tireless efforts in this role over the last 3 years.
- Andri Dare. On both a professional and a personal level, we are grateful for the time we spent together over the last 2 years.
- Kannaland Municipality
- Everyone who supports Tourism initiatives in town, members and non-members.
- SAPS, Captain Meyer and his team for maintaining order, preventing and detecting crime, and enforcing the laws
- DR Church for making the Proponentehuis available to the Tourism Office.
- Calitzdorp Tourism Committee for support and guidance throughout the year.

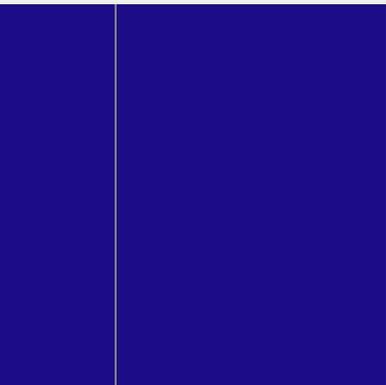
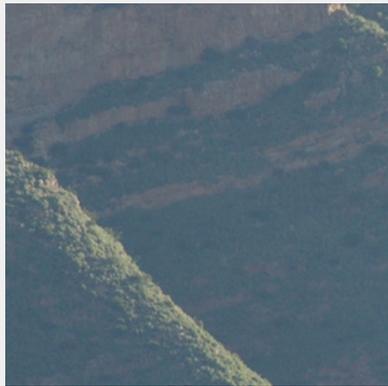
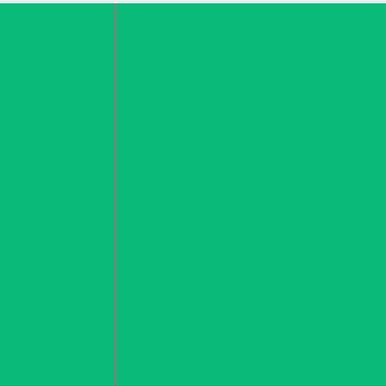
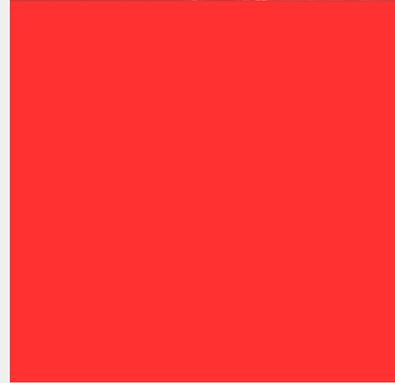
Nominations for new committee

According to the constitution, the management team should have at least 7 members: Kannaland 1, tourism industry 3, business sector 1, previously-disadvantaged community 1, wine cellars 1.

Members should also be represented on the police forum and ward committee.

1. Deon Kriek (Business sector – Free Energy Living)
Tourism Chairman (AGM 2022 – AGM 2024), Police Forum, Community Chest, Ward Committee
2. Position Available (Previously-disadvantaged community)
Police Forum, emerging and new entrepreneurs, BEE
3. Buck Hemenway (Tourism industry: Calitzdorp Succulent Society)
Vetplantfees
4. Kevin Taylor (Tourism industry: Gasteria Grange – accommodation)
Vice-chairman (AGM 2022 – AGM 2024)
5. Michael Foster (Tourism industry: Thys Huis Insika – accommodation)
Police Forum
6. Celeste Domingo (Kannaland Municipality)
7. Esmé Brink (Business sector – Echovine Communications)
Tourism Marketing
8. Heletje Viljoen (Wine cellars)
9. Captain Meyer (Police)
10. Erina Meiring (Tourism office)
Secretary (AGM 2022 – AGM 2024)
11. Laura Lucas (Tourism industry: friend of the bureau)
Treasurer (AGM 2023 – AGM 2024)

All committee members are willing to serve on the committee again in the new financial year. When a position becomes available, new members will be co-opted. Laura Lucas agreed to stand as Treasurer.



Thank You

"Travel is the only thing you buy that makes you richer."

 +27 44 213 3775

1 Van Riebeeck Street, Calitzdorp
 PO Box 190, Calitzdorp, 6660
Info@visitcalitzdorp.co.za

 www.visitcalitzdorp.co.za



Tourism