



NAMAQUA WEST COAST

REPORT AND PLANNING 2024-2026



A Point to Ponder On

**TOURISM SHOULD BE LED
BY GOVERNMENT, DRIVEN
BY PRIVATE SECTOR, TO THE
BENEFIT OF ALL ITS
COMMUNITIES.**

White Paper on Development and promotion of Tourism (1996)



Printed Media

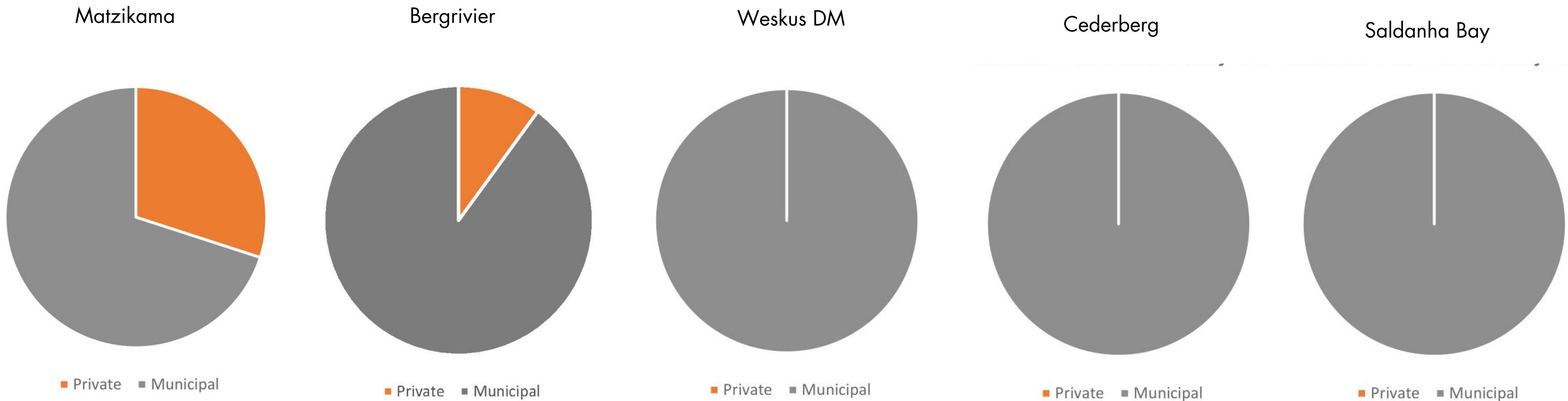
1. R 100 000 spent on advertisements.
2. 22 x Radio Namakwaland
9 x Die Burger
4 x Weg / Go
17 x Ons Kontrei
5 x West Coast Escape
3 x Beeld
1 x Grond tot Mond
4 x Netwerk24
1 x Kyknet
11 x Acumen
1 x Mark Toe



Background & Strategies

1. Background
2. Matzikama Municipality LED Strategy Deliverables
3. Matzikama Municipality Tourism Strategy Deliverables
4. Project Plan for Tourism Development and Transformation

FUNDING MODELS



Office space and infrastructure is provided additionally by all these Municipalities.
Namaqua West Coast Tourism pays for office space out of the budget.
3year Tender contract awarded from Matzikama Municipality from 2025-2028.

GROWTH 2012 - 2025

- Doringbaai : 1 Wine Cellar, 2 Restaurants, 1 Festival, 1 Tourism Member, 1 Sport event
- Strandfontein : 1 Restaurant, 1 Festival, 1 Event, 4 Tourism Products, 1 Tourism Route
- Papendorp-Ebenhaeser : 2 Tourism Products, 1 Tourism Route, 1 Event
- Lutzville : 4 Guesthouses
- Vredendal : 1 Tasting facility at Cellar, 1 Brewery, 2 Gin Breweries, 8 Restaurants,
1 Farmstall, 1 Olive Maker, 2 Cultural Activities, 2 Conference venues, 1 Tourism Product
- Klawer : 1 Guest House, 1 Tourism Product at Cellar, 1 Event
- Vanrhynsdorp : 3 Restaurants, 4 Guest Houses, 1 Lodge and Conference venue
2 Tourism Products, 2 Events
- Hardeveld : 1 Restaurant / Farmstall, 1 Guest House, 2 Tourism Products

TRANSFORMATION AND INVESTMENT



340 people are employed directly and permanently by Namaqua West Coast Tourism Members. 75 % of these people are Black.

Serious need to grow Black Owned Businesses.

Involvement and Board member of Matzikama Business Development Centre to support SMME's in Matzikama until April 2025.

Funding and support of Jacob's Ladder Initiatives with Matzikama Municipality.

Namaqua West Coast is the ideal Tool to take Investments in the region to a next level as a vehicle to drive information and investment support. The company is streamline with a small but effective group of employees (3), and has all in place to be more involved in job creation and development.



The Matzikama Business Development Centre has come to the end of its 3 year SLA.

An extension was agreed on by the Board for an additional 8 months, to continue services until June 2024. New funding was not sourced.

Highlights:

- 2788 visitors to the centre in the 3 year period.
- 245 business assisted with capital facilitation.
- 95 Training interventions.
- 774 Businesses assisted with Compliance challenges.
- 408 Businesses assisted with Business Support (mentorship, management and tender application).
- 123 Businesses assisted with Access to Markets.



HOW DID WE GET THERE?

STRATEGY DELIVERABLES



LED STRATEGY

MATZIKAMA MUNICIPALITY

1. Develop the Marine Economy:

- a. Olifants estuary tourism node
- b. Papendorp Guest House
- c. Viswater Tourism Route

2. Strengthen and Develop Local Business

- a. **Homestay**
- b. Tourism skills and needs - ongoing
- c. Matzikama Business Development Centre
- d. Investment centre in the model of Wesgro / Kouga investment body
- e. **Jacob's Ladder Interventions**



LED STRATEGY CONTINUED

3. Develop Local Skills

- a. Tour guide training
- b. Wine and Front of House course
- c. Social media training
- d. Capacity Building Workshop and Responsible Tourism Conference - annual
- e. West Coast officials training - annual
- f. Weskus Research with NWU

4. Strengthen the Agricultural Value Chain

- a. Wool-spinning and Bitterfontein Padstal
- b. Agri tourism route

5. Optimally Use and Manage Local Resources

- a. Protect, manage natural environment: *alien clearing initiatives *Cape Nature and SANBI
- b. Eco/adventure/heritage tourism development:
 - *Wesland art association : Vredendal Mosaik
 - *Route and trail maintenance, and development
 - *Rieldans support
 - * Ou Tronk restoration project



LED STRATEGY CONTINUED





TOURISM STRATEGY

MATZIKAMA MUNICIPALITY

1. Develop and Package Tourism Products

- Cultural tourism experiences : Vetplantfees
- Off The Grid experiences : Getaway and Beeld
- Homestays
- Events : Run West, Perlemoenfees, Vines&Views, Vetplantfees, Tenkmonsterproe, Madeliefie Makietie, Jongwyskou

2. Market Destination : Namaqua West Coast

- Multi-year campaign
- Digital Marketing: Website
- Visitor Information Centres
- Area promotion to Travel Trade
- Media Publicity : Highlights
 - Die Beeld x3
 - Die Burger x 5
 - Getaway - 8 pages
 - Weg - 10 pages
 - Kyknet - Kwela - Beehive studios



TOURISM STRATEGY

MATZIKAMA MUNICIPALITY

3. Ensure Tourism Quality and Standards

- a. Improve product quality, standards, hospitality times and service
- b. Service Training and assistance in applying Responsible Tourism



PROJECT PLAN

Linkage and Collaborate with DECAS

Currently no capacity within Municipality to link directly with Dept. of Culture, Arts and Sport re possibilities and projects in Matzikama. Namaqua West Coast is the ideal vehicle to enhance the value of the region through consistent contact and work with DECAS

Film Industry

Namaqua West Coast are collaboration with Wesgro to develop a Film readiness protocol for Matzikama. Matzikama has enormous potential because of the diverse landscapes, and easy access to film permissions and support.



CONCERN

There are currently more than 30 mining applications that we are aware of in our region. Most of them lie in our critical environmental areas such as the Estuary, our beautiful coastline, the Kobbie and the Knersvlakte. We will have to find a solution to balancing the economic growth and opportunities that mining provides, with protecting and safe guarding our Namaqua West Coast.



DANKIE - THANK YOU - SIYABONGA

