



HESSEQUA TOURISM

Tourism Update: 07 August 2026

www.explorersgardenroute.co.za

A NEW WELCOME TO GOURITSMOND

Hessequa Tourism are delighted to announce the installation of a brand-new Welcome to Gouritsmond sign at the entrance to the beautiful coastal village.

This new welcoming board reflects the pride Gouritsmond has and extends a warm invitation to every resident, visitor, and traveller who passes through our town.

It celebrates the unique character, natural beauty, and hospitality that make Gouritsmond such a special place to live and visit.

We hope the new sign will create a lasting first impression, encourage visitors to explore everything the village has to offer, and remind them all of the importance of preserving the charm and beauty of Gouritsmond for future generations



BUSINESSES ACCESS GLOBAL MARKETS

The Western Cape Department of Economic Development and Tourism (DEDAT), in partnership with ITISA, has launched a free, self-paced Online Export Course designed to help local businesses enter international markets. The nine-module program, which supports the province's Growth for Jobs Strategy, covers topics including market strategy, logistics, and export compliance, with over 70 participants having already completed the training.

Access the Course

Entrepreneurs, business owners, and export managers can access the free Online Export Course at: **DEDAT ONLINE EXPORT COURSE**

For more information contact DEDAT at Khanya.gcolotela@westerncape.gov.za



HESSEQUA'S HIDDEN GEMS

Follow the official Garden Route & Klein Karoo Tourism Facebook page to view the content captured during their visit to Hessequa and to help share and promote Hessequa's tourism offerings across the region.

HESSEQUA HIDDEN GEMS PREMIERES:

10 August 2026 | 17 August 2026 | 24 August 2026

Click link: <https://www.facebook.com/grandkk>

HESSEQUA, THIS IS YOUR CHANCE TO SHARE YOUR STORY

Every town in Hessequa has something special to celebrate - the people, traditions, places, flavours, and stories that make our communities unique.

From the local businesses and hidden gems that welcome visitors, to the passionate individuals who keep traditions alive, the talented groups who bring people together, and the everyday heroes who make a difference—these are the stories that deserve to be shared with South Africa.

The RSG & Virseker Culture Caravan is looking for towns with heart, character, and unforgettable stories. We encourage all Hessequa communities to enter and showcase what makes our towns special.

If your town is selected, you could receive:

- **A live broadcast of Op en Wakker from your town**
- **An ATKV Book Drum valued at R8 000 for a local school**
- **R300 000 worth of RSG broadcasting time to promote local tourism on the local radio station**
- **The opportunity to win a midweek getaway at an ATKV resort**

Whether it's a special place, a proud tradition, a local talent, or the people who make your town unique - share it with the nation.

Let's celebrate the towns of Hessequa and show South Africa the stories, culture, and community spirit that make our region so special.

Enter here: [RSG & Virseker Culture Caravan Entry Form](#)

Entries close: 14 August 2026

For more information, visit:

[RSG & Virseker Culture Caravan](#)

Hessequa - let's share our stories with South Africa!



EXHIBITIONS & SHOWS

Hessequa Tourism Section is planning attendance of the following tourism exhibitions and shows:

NAMPO Cape Expo: 09-12 September 2026

Agricultural Expo with an average of 40 000.

Location: Bredasdorp

Grabouw Outdoor Show: 06-08 November 2026

Family-friendly outdoor show with average attendance of 8 000.

Location: Grabouw

KykNET Outdoor Show: 12-14 March 2027 (dates to be confirmed)

Family-friendly outdoor show with average attendance of 20 000.

Location: Malmesbury

It is likely that the Tourism Section will also attend **World Travel Market Africa:** 07-09 April 2027 and the **Travel Market Experts SA Workshop** 09 June 2027.

Should you want to promote your business and products at any of the abovementioned exhibitions and shows, please communicate your interest and nature of promotional items via e-mail to **Riaan Malan** at riaan@hessequa.gov.za

Promotional material which works best are:

Business brochures

Discount vouchers

1 x Free night accommodation (encourage winners to book additional night)

Samples

Branded items e.g. pens, notebooks, water bottles



SMME KICKSTART PROGRAMME

In preparation for the Hessequa Kickstart program that will be advertised in the coming weeks, interested business must have the documents listed below and fall within the criteria as stated.

This program supports dynamic and dedicated entrepreneurs in growing their businesses. A wide range of non-financial assistance will be provided, including business development interventions (equipment and production materials) as well as access to business training.

The following supporting documents must accompany the application form:

- Detailed Company profile, Business Proposal or Business Plan.
- Proof of Profit/Loss Summary or recent Financial/Bank Statements, which will be handled confidentially.
- Tax clearance certificate.
- Valid Company Registration Certificate.
- Certified ID copies of all director/s.
- Certified copy of proof of residential or business address in the HESSEQUA area.

Criteria:

- Must be a viable business operating for at least 2 years (expansion) or 0-2 years (start-up) with proof of operations or trading.
- Must be available to present to a selected panel and attend the mandatory business development interventions and training identified by the panel.
- Must be tax compliant. (If not, tax matters must be submitted with the application for assessment.)
- 100% South African-owned business.
- Applicant must have full control of the business and operations.
- Preferably, the business should be formally registered or incorporated with the Companies and Intellectual Property Commission (CIPC).
- Must operate in the HESSEQUA area.
- Classified as a micro or small enterprise according to the National Small Business Act.

As a tourist facility, you could apply for business equipment and appliances which could improve the offering and ambiance e.g. Large Smart TV's, Energy Saving Coolers and Bed Linen.



THE RESILIENT LANDSCAPES FORUM 2026

The Resilient Landscapes Forum 2026, takes place on 18 and 19 August at Gourikwa Coastal Nature Reserve, will bring together the people who can help shape a stronger, better-prepared Garden Route District.

Over these two days, Gourikwa is bringing the district together to: Learn. Connect. Discuss. Take Action. Together, delegates will explore how scientific innovation, nature-based solutions, cross-sector partnerships and local champions can help build stronger, more resilient landscapes across the region.

This is not just another discussion. It is a focused call for practical solutions, stronger partnerships and coordinated action.

Join farmers, landowners, municipalities, conservation organisations, researchers, businesses and community leaders as they address:

- Climate risk and disaster preparedness
- Water security
- Fire resilience
- Nature-based solutions
- Cross-sector collaboration

Be part of the conversation. Be part of the solution.

Confirm your attendance with Rina:

Email: Events2@gourikwa.co.za

Telephone: 087 702 9126

WhatsApp: 072 116 8074

Spaces are limited. The time to start building resilience is now.

WTM AFRICA 2027

World Travel Market (WTM) Africa is Africa's leading business-to-business (B2B) travel and tourism exhibition, bringing together tourism boards, destinations, travel trade professionals, buyers, media, and industry stakeholders from across the globe. The event provides an excellent platform to showcase tourism products, build strategic partnerships, and generate new business opportunities.

EVENT DETAILS

Dates: 7 - 9 April 2027

Venue: Cape Town International Convention Centre (CTICC), Cape Town, South Africa.

STAKEHOLDER REGISTRATION

Stakeholders interested in attending as visitors, exhibitors, buyers, media, or speakers are encouraged to register their interest as soon as registration opens.

Registration information and enquiry forms are available on the official WTM Africa website click here to register: [WTM Africa Registration Page](#).



Register to Exhibit

WTM Africa 2027

07 - 09 April 2027
CTICC 1 Cape Town, South Africa



DAY 01

Understanding Climate Risk and Strengthening Preparedness

Explore the latest climate projections and what they mean for the Garden Route. Learn from practical responses by farmers and land managers, and discover how proactive approaches such as early warning systems, flood and fire preparedness and alien plant management can strengthen collaboration and build resilience.

DAY 02

Partnerships and Solutions for Resilient Landscapes

Learn how government planning, disaster risk management, financing and insurance frameworks can strengthen preparedness in the Garden Route. Explore practical opportunities for collective action, including water funds and other mechanisms that mobilise investment to build local resilience.

LAST REMINDER TO APPLY FOR THE FOLLOWING

TOURISM GROWTH FUND



Applications for the Tourism Growth Fund are open

We are calling on municipalities, destination organisations and tourism enterprises to partner with us on catalytic projects that will **grow visitor numbers, increase spend, grow the economy and create jobs.**



ENTREPRENEURSHIP SUPPORT PROGRAMME

Entrepreneurship Ecosystem Support Programme

The Western Cape Government invites organisations to apply for support for **business-focused engagements, including events, conferences and forums.**

We're looking for business-focused engagements that:

- **Support** small business growth
- **Promote** inclusion
- **Grow** the Western Cape economy

Call for Proposals



Department of Economic Development and Tourism

HESSEQUA TOURISM STRATEGY 2023-2027

The aim of this tourism destination strategy is to increase domestic and international bed nights, increase tourism spending throughout the year and position the Hessequa Tourism brand name as a pristine and acclaimed destination for nature-based leisure holidays and internationally recognised outdoor events. The tourism sector has the potential to create and retain jobs; promote investment opportunities; promote social cohesion; facilitate access to jewel experiences and contribute to economic growth. The tourism mission and vision will be achieved through six (6) strategic growth and development clusters, namely **Tourism Information & Visitor Services; Tourism Product Development & Revitalization; Destination Branding & Tourism Marketing; Tourism Skills Development, Training and Capacity Building; Tourism Sector Transformation & Inclusivity** and **Sustainable Tourism Growth & Conservation**.

MISSION

To grow domestic and international bed nights and increase tourism spending throughout the year.

VISION

Hessequa – a pristine and acclaimed destination for nature-based leisure holidays and internationally recognised outdoor events.

In line with the tourism strategy clusters, we have launched the tourism brand in September 2024, packaged the six main towns and allocated a themed name, attended tourism exhibitions, conceptualized and implemented a development programme, designed and printed destination marketing material and assisted with cleanup campaigns.

The following achievements were recorded between 01 July 2026 and 06 August 2026:

1. Approved 19 events on the Hessequa Tourism Event Support Programme for 2026/2027 financial year.
2. Approved 2 programmes on the Hessequa Tourism Product Development Fund for 2026/2027 financial year.
3. Exhibited at the Engineering Conference in Witsand.
4. SEDFA One-on-One consultation sessions in Melkhoutfontein, Gouritsmond, Riversdale and Heidelberg.
5. Logistical arrangements for Garden Route & Klein Karoo Tourism Unit: Hidden Gem Series.
6. Goodie Bags to Karasburg Municipality (Namibia)
7. Destination Signage: Installation of new welcoming board in Gouritsmond.
8. Tourism Signage: RTLC Approval for directional sign for Witsand (Die Kraaltjie & Government Jetty Launch Sites)
9. Procurement of River Monitoring Boards in Riversdale (installed by GCBR)

View the full strategy on <https://explorersgardenroute.co.za/2024/02/01/hessequa-tourism-strategy-2023-2027/>



HESSEQUA

SAFE, AFFORDABLE & BY THE SEA EXPERIENCE



PREEKSTOEL RESORT - STILBAAI

- 404 campsites
- 14 spacious self-catering units
- Youth hostel (accommodates 52 youths)
- Electrical points
- Clean and neat ablution facilities
- Direct access to swimming beach
- Only 3.5 km from the child-friendly river mouth
- Safe coastal town

BOOKINGS: 028 713 7849 / preekstoel@hessequa.gov.za



JONGENSFONTEIN RESORT

- 115 camping sites
- 18 spacious self-catering units
- Electrical hook-up points
- Clean and neat ablution facilities
- Direct access to the swimming beach
- Walking distance to a restaurant
- Safe and peaceful coastal village
- Well-known fishing destination

BOOKINGS: 028 713 7851 / jft@hessequa.gov.za



ELLENSRUST RESORT - STILBAAI

- 336 campsites
- 21 spacious self-catering units
- Electrical points
- Clean and neat ablution facilities
- Direct access to swimming beach and a seafood restaurant
- Walking distance from the child-friendly river mouth
- Walking distance from a public outdoor gym
- Safe coastal town

BOOKINGS: 028 713 7848 / ellensrust@hessequa.gov.za



WITSAND MIDDLE CAMP

- 51 campsites
- Electrical points
- Clean and tidy ablution facilities
- Direct access to swimming beach and child-friendly tidal pool
- Popular whale-watching destination
- Safe and tranquil coastal village
- Well-known fishing destination
- Only 1 km from a seafood restaurant

BOOKINGS: 028 713 7868 / witsand@hessequa.gov.za

WWW.EXPLORERSGARDENROUTE.CO.ZA

WOMEN'S DAY EVENTS 2026

CALL 0720960044 or 0713320762

WOMEN'S DAY PADEL DAY

Celebrate Women's Day on court



DATE & TIME
Saturday - 8 AUG
10AM - 1PM

PRICE
R195pp

INCLUDES

- Light brekkie & mimosa
- Racket & ball hire
- A little surprise for each player

LOCATION
Witsand Racket Club

Prizes up for grabs

Lucky draws

Dress code: *Splash of pink*

RISE COFFEE

GARDEN ROUTE GAME LODGE

WOMEN'S Day

Celebrate. Inspire. Empower.

10th AUGUST 2026

11H00 - 13H00

GARDEN ROUTE GAME LODGE

RATE R250 • PP •

High Tea & RISE COFFEE

Motivational Speakers
Olie & Chanel
TERBLANCHE



www.gardenroutegamelodge.co.za | info@grgamelodge.co.za



Women's Day 2026 Olive, Grape AND Glaze Day



When: Monday, 10 August 2026
Where: Sterrehemel Restobar
Time: 11:00 ~ 14:00
Cost: R 350 per person

Join us and paint your own pottery item!
An olive oil tasting by Kransfontein, wine tasting by Weltevrede Wines & lunch by Sterrehemel is included.

RESERVATIONS
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STERREHEMEL
LIFE and RESTORATION
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Kransfontein
LANDGOED • ESTATE
Est 1833

WELTEVREDE
JONKER FAMILY ESTATE

café TWENTY SIX

Women's Day Fynbos Walk

Picnic in Paradise:

Coffee and tea served.

CONTACT: 064 172 0120

Saturday 8th of August



HAPPY
Woman's Day





GEAR UP FOR HATTIES TENS

4 & 5

SEPT 2026