



HESSEQUA TOURISM

Tourism Update: 24 July 2026

www.explorersgardenroute.co.za

KARASBURG COUNCIL VISITS HESSEQUA

We had an international visit from Karasburg in Namibia on 17 July 2026.

The delegation was on a study programme , aimed at peer learning and best practise in terms of community development.

The engagement took place in the Hessequa Municipal Council Chambers , where the delegation was welcomed and received an overview of the municipality's youth and community development initiatives. Thereafter, the group will be taken on a tour of the Thusong Centre to showcase the integrated services and programmes offered through the facility.

They ensured that their visit was both informative and beneficial , fostering meaningful engagements and knowledge-sharing between our respective communities.

Hessequa Tourism packaged goodie bags aimed at marketing Hessequa as a holiday destination.

The following items were in goodie bags: Eye masks,Water pouches, Aloe Ferox Products,Inverroche Gin Tasting Vouchers, Hessequa Brochure,Garden Route & Klein Karoo Tourism Brochure, Garden Route Game Lodge Brochure, Inverroche Brochure, Gourikwa Reserve Brochure.

We would like to extend gratitude to Aloe Ferox and Inverroche Gin Distillery for sponsoring items for this iniative.



Thank you for partnering with us


Aloe Ferox®


INVERROCHE
BY NATURE


GARDEN ROUTE
GAME LODGE

THE SARPA & AMEU MEETING 2026

This meeting was held on 16 and 17 July at the Riverbreeze Conference Venue and Restaurant in Witsand

Electrical engineers from the different municipalities in the Western Cape, government department representatives, revenue protection specialists, law enforcement officials, representatives from affiliated companies to SARPA and the AMEU, (service providers to municipalities and manufacturers of electrical equipment) attended the two-day gathering.

Discussions ranged from how to minimize revenue losses, setting standards and tariffs, legal aspects, training initiatives, sharing of information regarding threats (such as infrastructure and electricity thefts), as well as new developments in the market place to enhance services to the consumers and make electricity meters smarter.

During a break time Hessequa Tourism had a stand where participants could stand the chance to win local goodies on the Spinning Wheel Game. Participants were so excited to take part that the ques kept getting longer and longer!

Participants won promotional goodies like Coffee, Aloe Balm/Cream and Water Bottles. In addition promotional material from local facilities and Hessequa Tourism were also shared.

The two day event was enjoyed by everyone and provided a well needed financial injection to the town.

The participants promised to visit the area again and would bring their families along to also enjoy the tranquility of Hessequa.



GARDEN ROUTE & KLEIN KAROO TOURISM SHOWCASES HESSEQUA'S HIDDEN GEMS

Hessequa Tourism was pleased to host the Garden Route & Klein Karoo Tourism team during their visit from 22–23 July 2026 as part of the ongoing Garden Route & Klein Karoo Hidden Gems campaign.

The purpose of the visit was to capture high-quality promotional content highlighting Hessequa's unique tourism experiences, vibrant local communities, and diverse tourism products. The content forms part of a broader regional marketing initiative aimed at showcasing the authentic attractions and hidden treasures of the Garden Route and Klein Karoo to local and international audiences.

This initiative would not have been possible without the generous support of local tourism partners and businesses. We extend our sincere appreciation and gratitude to the following sponsors for their valuable contributions:

- Gourikwa Nature Reserve
- Stilbaai Tourism
- Aloe Ferox
- Xylo Coffee
- Garden Route Game Lodge
- Bon Game Reserve
- Melkhoutfontein WCG eCentre
- The Old Jail & Coffee Shop

Their partnership and commitment to promoting Hessequa as a premier tourism destination are greatly appreciated.

Follow the official Garden Route & Klein Karoo Tourism Facebook page to view the content captured during the visit 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>



Thank you for partnering with us



CHRISTMAS IN JULY 2026

Stilbaai's popular Christmas in July returned this year for its 10th edition, transforming the town centre into a festive winter wonderland on Friday evening, 3 July.

From 17:00 to 20:00, Voortrekker Street was closed to traffic and accessible only to pedestrians, giving visitors the opportunity to enjoy the unique Christmas atmosphere in the heart of the town. The street was beautifully decorated with snow and Christmas decor, and Santa Claus even made an appearance.

Music lovers enjoyed a performance by Robert Bolton, who sang some of his most popular songs and added extra festivity to the evening. Families and friends gathered to enjoy the cozy winter evening, which featured music, delicious food, wine, and numerous stalls. There was something for everyone, ranging from tasty street food to handmade artworks and unique gift ideas.

Since its inception, the Christmas in July event has grown annually to become one of Stilbaai's most popular winter attractions. This milestone 10th celebration was bigger and better than ever, drawing in both local residents and visitors from outside the region.

Organisers successfully encouraged the public to dress warmly and join in the fun, making it a memorable night of winter entertainment, community spirit, and mid-year Christmas cheer.

Following the successful turnout, the organisers extended their heartfelt gratitude to the community and visitors who joined the festivities. They also expressed sincere thanks to all the sponsors whose generous support made this landmark 10th-anniversary winter wonderland possible.

PHOTO CREDITS: CHRISTMAS IN JULY - FACEBOOK



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.

SHO'T LEFT TRAVEL WEEK

Sho't Left is a local South African travel campaign and booking platform that encourages citizens to explore their own country. It provides affordable holiday deals, travel packages, and guides for local getaways.

They invite domestic travel players to partner with Sho't Left and list discounted deals ranging up to 50%. The validity period of deals will be at your own discretion.

What's in for trade partners?

- Extensive marketing by South African platform
- Seasonality - Offering discounts to consumers during quieter periods to attract them
- Provincial spread - will have an opportunity to showcase your offerings and affordability to a wide audience

To register your tourism business for Sho't Left Travel Week and upload promotional deals for free.

1. Visit the [South African Tourism Partner Platform](#)
2. Create your profile
3. Submit your discounted deals

Make sure your deals are well priced and attractive. The earlier you upload, your chances of being featured across their social media platforms is quicker.

Watch tutorial video: [SHO'T LEFT PARTNER PLATFORM INSTRUCTIONS](#)



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 24 July 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.
5. Logistical arrangements for Garden Route & Klein karoo Tourism Unit: Hiddem Gem Series.
6. Goodie Bags to Karasburg Municipality (Namibia).

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



LAERSKOOI VOLSCHENK

SPAR WAVEEK

AKSIE | STRATEGIE | AVONTUUR | PRET | URIENDE

24 & 25
JULIE 2026

HIER IS WAAR DIE AKSIE IS!

SUPERSPAR



RIVERSDAL

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

RESILIENT LANDSCAPES

FORUM 2026

Building resilience through science, partnerships and practical action

 **18 & 19 August**

 **GOURIKWA COASTAL NATURE RESERVE, GOURITZ**

 **087 702 9126 (Rina)**

 **events2@gourikwa.co.za**

Who should attend?

-  Farmers and landowners
-  Businesses and industry
-  Water users
-  Community organisations
-  Conservancies and stewardship groups
-  Municipal officials
-  Disaster management practitioners
-  Environmental NGOs
-  Conservation agencies
-  Researchers and practitioners

Whether you manage a farm, conservation area, municipality, business or community project, this forum will provide practical knowledge, valuable connections and opportunities to work with others to build a more resilient Garden Route District.

Hosted through a partnership between Gourikwa Nature Reserve, the Garden Route Biosphere Reserve and the Gouritz Cluster Biosphere Reserve, this forum brings together expertise from across sectors to strengthen resilience across the Garden Route District.

National Business Environment Survey

An initiative by the Cape Chamber of Commerce and Industry, conducted by the Bureau for Economic Research (BER).



This survey provides an efficient way to find what business needs from other stakeholders. The results help us to see what matters most to our business members, by sub-sector, and by region. 20+ respondents are needed per sub-sector and region for confidence in the results. This enables organised business to utilise an evidence-based approach to lobbying, and enables the public sector to address the key impediments to growth. This survey can inform the next municipal planning cycle. A very efficient way to poll your business needs.

Every region, industry and business community experiences South Africa differently. The only way to understand the country's business environment is to bring those experiences together.

That's why businesses from across South Africa are being invited to contribute to the National Business Environment Survey, conducted independently by the Bureau for Economic Research (BER) in partnership with the Cape Chamber of Commerce and Industry.

You are in a unique position to communicate to your business members why the survey is so important for their local and regional economies. Whether they are a small business, a growing company or a large organisation, their perspective will help create a more complete national picture.

By taking part, you'll help:

- Ensure businesses in your region and sector are represented.
- Strengthen the evidence that supports better business policy dialogues and implementation.
- Contribute to independent national research.

The survey takes approximately 10 minutes to complete and covers four key areas:

- Your firm or enterprise
- Your local business precinct or area
- Your sector or industry
- Your broader provincial/regional environment



[\[Link to Survey\]](#).

The closing date for this survey is 7 August 2026.

[\[Link to FAQ\]](#)



THE SOUTH AFRICAN TRAVELLERS MANAGEMENT SYSTEM **(SATMS)**

From 1 July 2026, travellers entering or leaving South Africa must submit their traveller declaration online before they travel, unless they qualify for one of the limited paper based exceptions. The declaration forms part of the customs process and helps travellers meet their legal obligation to declare goods, currency, bearer negotiable instruments (travellers cheque, bearer cheques, money orders and bearer bonds) and other relevant items in possession.

The following ways to do The Travellers Declaration online is:

- Visit SARS website at Traveller Management System category.
- Download the South African Traveller Management System(SATMS) App from Google PlayStore, Huawei App Store or Apple Store on your mobile device.
- Download the SARSMobiApp where The Travellers Declaration can be found as category on app from Google PlayStore, Huawei App Store or Apple Store on your mobile device.

Visit **sars.gov.za/travellersdeclaration/** for more information and guidelines on how to use.

PLANNING TO

TRAVEL



INTO OR OUT OF SOUTH AFRICA BY AIR, ROAD, OR SEA?

Smart travellers use the Customs Online Traveller Declaration System to declare goods, including currency, before travelling.

Follow these easy steps:

- Go to www.sars.gov.za/travellerdeclaration and click on 'complete declaration'. Alternatively, use the QR Code or SARS MobiApp.
- Complete travel details for personal travel or business travel.
- Complete details about any currency you will carry with you.
- Provide details of the possessions you will carry on your trip.
- Submit your declaration.

After completing the customs online traveller declaration form, you will receive an e-mail or SMS confirming your declaration. In the confirmation, you will find further information about what you need to do when you arrive at the relevant port or border crossing.

Travellers may have to pay customs duties.



To declare in advance scan the QR Code
or visit www.sars.gov.za/travellerdeclaration

Travellers may approach Customs at the port
of entry for any assistance required.

Customs Online Traveller Declaration - Simpler Seamless Smart

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.**



The Western Cape Department of Economic Development and Tourism has officially opened applications for the Tourism Growth Fund!

This exciting funding opportunity aims to support projects that:

- Upgrade tourism infrastructure
- Enhance tourism experiences
- Improve market access
- Strengthen tourism destinations across the Western Cape

Call for action: If you have a project that can help grow tourism and create meaningful impact in your community, they want to hear from you.

Learn more and apply today: <https://www.westerncape.gov.za/edat/tourism-growth-fund>

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



Western Cape
Government
FOR YOU

Department of Economic
Development and Tourism

The Department of Economic Development and Tourism is pleased to announce its Ecosystem Support Programme!

This initiative aims to support events, conferences, and engagements that promote the development and growth of Micro, Small and Medium Enterprises (MSMEs), contributing to a more inclusive and dynamic economic ecosystem. The purpose is to support organisations that host structured engagements which:

- Promote entrepreneurship and enterprise development
- Facilitate knowledge sharing and industry dialogue
- Create opportunities for business growth and collaboration
- Support inclusive participation of underrepresented groups in the economy
- Deliver measurable outcomes that contribute to MSME sustainability and job creation

Interested applicants can access the application portal, guidelines, and the full call for proposals via the following link:

<https://www.westerncape.gov.za/edat/entrepreneurship-ecosystem-support-programme>

All enquiries and requests for information relating to this may be directed to the below contact person.

Email: DEDATBusdev.Programme@westerncape.gov.za

Department of Economic Development and Tourism Directorate: Enterprise Development

For Attention: Odette Daries



Invitation to enrol for the **Artisan Recognition of Prior Learning (ARPL) programme** for chefs in KwaZulu-Natal and Western Cape provinces

The Department of Tourism hereby invites suitable candidates to enrol for the ARPL for Chefs programme. The programme is targeted at individuals who have been working as Chefs but have no formal qualification.

The programme aims to recognize the prior learning of Chefs for them to obtain a formal Chef Occupational Qualification (SAQA ID 101697). Upon successful completion of this programme, graduates will be conferred with a Chef Occupational Certificate, which is aligned to the National Qualification Framework (NQF) Level 5. Tuition fees and other study materials for the programme will be covered 100% by the Department of Tourism. Candidates will be responsible for their transport and accommodation if/when the need arises.

ADMISSION CRITERIA

- 19 years and older;
- Must be a South African citizen;
- Grade 10 or Standard 8;
- At least 3 years' industry experience, working as a Chef in a brigade kitchen;
- Ability to read and write English;
- Your application should indicate which province you are applying for; and
- Candidates must be able to attend sessions at the appointed trade centre in their respective provinces.

APPLICATION MUST BE SUBMITTED WITH THE FOLLOWING DOCUMENTS

- Motivation letter from the applicant;
- A detailed CV of the applicant;
- Service letter (Proof of former and current work experience);
- Certified copy of ID;
- Proof of residence;
- Certified copies of school qualifications.

The closing date for the submission of applications is the **31st July 2026**.
Applications can be sent by email to: **rplrecruitment@tourism.gov.za**

ENQUIRIES:

Ms Thanda Madlala: 012 444 6416 OR **Mr Rooi Hobyane:** 012 444 6160



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

A **NATION** 
THAT **WORKS** **FOR ALL**

