



HESSEQUA TOURISM

Tourism Update: 14 September 2026

www.explorersgardenroute.co.za

TOURISM MONTH COMPETITION - WIN WITH HESSEQUA TOURISM

VIEW HERE: <https://www.facebook.com/share/p/19MitNdMmh/>

Thank you to all the sponsors & participating facilities.

PRIZE 1

- A two-night stay for 2 in Riversdale, including breakfast and one spa treatment per guest. A relaxing couple's weekend getaway awaits you at Journey Guesthouse in the Garden Route.

PRIZE 2

- A BIG 5 Safari experience for 2 in Albertinia. The Garden Route Game Lodge is the best game lodge along the Garden Route and awaits your arrival. This prize is truly wild!

PRIZE 3

- A carefully curated gift box containing local wines, rusks, olive oil and aloe skincare products. The prize can be couriered within the boundaries of South Africa.

PRIZE 4

- A Gin Tasting experience for two in Stilbaai. The Inverroche Distillery brand home invites you to an authentic gin tasting experience. As Fynbos is the inspiration behind this gin, it makes for the ideal gift during Heritage Month.

PRIZE 5

- A two-night self-catering stay for 2 in Witsand, which is known as THE Whale Nursery of South Africa. The accommodation is at @wavesofwitsand and comes with a view of the river estuary.

TO ENTER

- Like and Follow Hessequa Tourism - The Explorer's Garden Route on Facebook and Instagram.
- Comment why you would like to win any of the prizes.
- Tag the person you'll be enjoying the experience with.
- Share the original post (dated 01 September 2026) on your social media.
- Show some appreciation and like and follow the participating experiences.
- Competition closes at 23h59 on 29 September 2026.
- Winners will be drawn at random from all valid entries and announced on 30 September 2026.

TERMS AND CONDITIONS APPLY

- Prizes are non-transferable and not redeemable for cash.
- Accommodation is subject to staying the weekend of 30 October – 01 November 2026.
- BIG 5 Safari experience is subject to prior booking and successful redeeming of voucher.
- Gin Tasting experience is subject to prior booking and successful redeeming of voucher.
- Transport, meals, drinks and additional activities are for the winner's own account.
- Winners must follow Hessequa Tourism – The Explorers Garden Route on Facebook and Instagram to be eligible.
- Staff members of the Hessequa Tourism Section will not be eligible.
- Winners will be drawn at random from all valid entries and announced on 30 September 2026.
- Winners will be contacted on social media direct message and will need to respond within 7 days to claim the prize.
- By entering the competition winners agree that their name and surname may be used to announce the result.



HESSEQUA TOURISM

TOURISM MONTH (SEPTEMBER)

COMPETITION

5 X INCREDIBLE PRIZES

LTO FORUM MEETING

Hessequa Tourism welcomed representatives from Local Tourism Organisations (LTOs) from across the Garden Route and Klein Karoo for the LTO Forum Meeting on 31 August 2026 at the beautiful the **Garden Route Game Lodge**.

The forum meeting provides a valuable platform for collaboration, knowledge sharing, and meaningful discussion on strengthening tourism across our region.

On the agenda:

- LTO highlights from across the region
- Tourism Month focus – events and campaigns to showcase the best of our Garden Route
- Sneak peek at exciting upcoming events for October-December
- World Travel Market Africa 2027
- The establishment of a District Destination Management entity.

By bringing together tourism leaders and stakeholders, the gathering reinforced the importance of working collectively to grow our visitor economy, share best practices, and create memorable experiences for visitors to the Garden Route and Klein Karoo. Representatives that attended this meeting were Hessequa Tourism, George Tourism, Mosselbay Tourism, Garden Route & Klein Karoo Tourism and Visit Knysna.

Together, we continue to build a stronger, more connected tourism network that benefits our communities, businesses, and visitors.

The delegates were handed goodie bags with rusks from the **Eureka Mills**, which is located just outside of Heidelberg.



HESSEQUA INHEEMS ART COMPETITION

The Gouritz Cluster Biosphere Reserve and Hessequa Library Service proudly celebrated the fourth consecutive Hessequa Inheems Art Competition on 28 August 2026 at Panorama Primary School.

Although unforeseen circumstances meant that only the prize-giving ceremony could take place, the evening was still a memorable celebration of creativity, talent, and indigenous heritage. An impressive 130 artworks were submitted by young artists from across the Hessequa region, highlighting the exceptional artistic talent of our local youth.

The celebration was further enhanced by wonderful performances from the Royal Shepherd Brass Band, Net vir Pret Riel Dancers, Riversdal Performing Arts, Voice of the Biosphere, and the Panorama Choir. Their energy and enthusiasm brought an extra sense of vibrancy and excitement to the occasion. A total of 35 prizes, valued at R24 400, were awarded to deserving participants in recognition of their creativity, dedication, and hard work.

The Hessequa Inheems Art Competition continues to provide an important platform for nurturing young talent, celebrating indigenous heritage, and encouraging creativity throughout the Hessequa region.

Congratulations to all the participants, prize winners, educators, and partners who contributed to making this year's competition another inspiring success. Your passion and commitment continue to make this initiative a meaningful celebration of our region's young artists and cultural heritage.



NAMPO CAPE 2026

Hessequa Tourism was proud to attend NAMPO Cape 2026 from 9–12 September 2026 in Bredasdorp, joining thousands of visitors, exhibitors, producers and industry stakeholders under this year's inspiring theme: "Together We Grow."

We had an amazing few days meeting, chatting and engaging with visitors, exhibitors and fellow tourism and industry stakeholders from near and far. It was the perfect opportunity to showcase everything that makes Hessequa a destination worth discovering.

Our Pop a Balloon activation was a huge hit on the last day of Nampo! Visitors took their chances, popped balloons and discovered some fantastic prizes hidden inside. There were plenty of smiles, excitement and happy winners!

AND WHAT PRIZES!

The following prizes were up for grabs at the pop-a-balloon activation

Garden Route Game Lodge – Game Drive experiences

Inverroche – Gin tasting experiences

Inverroche – Verdant 750ml

Inverroche – Classic, Verdant & Amber 50ml selections

Baleia Wines – Deborah Rosé

Eureka Mills – Delicious buttermilk rusks

The winners were the following participants :

Rosetta Reyneke, Anna Damaney, Meagan Swarts , Adriaan Vibber, Khane Nedzunsani, Michelle Ferreira, R. Hugo Lisha Germishuys, Johan Loots, S Blom, Hardus Germishuys, Christo Swart, Robyn-Lee Harris, C.R Reyneke, Marle Krige, Annemie van Tonder, Wilco Russeu, Liza Minords and Nancy Minords.

A HUGE THANK YOU TO ALL OUR PRIZE SPONSORS!

Your generous support helped us create memorable experiences for visitors and showcase the incredible products, experiences and businesses found in our region.

And to everyone who stopped at the Hessequa Tourism stand, had a chat, entered the activation, popped a balloon or simply came to say hello — **THANK YOU!**

You made NAMPO Cape 2026 an unforgettable experience for us.



HESSEQUA TOURISM MONTH INITIATIVES

Hessequa Tourism is celebrating tourism month with a jam-packed programme and unique initiatives which includes:

1. A social media competition.
2. A social media campaign which includes multiple daily posts.
3. Attending Nampo Cape Expo
4. Welcoming Acquired Travel
5. Welcome Tourism That Cares
6. Sponsored Events: Hatties Tens, Hessequa Harmonie, Hessequa Heritage Festival, Stilbaai Padding Classic, Stilbaai Fynbos Festival, Hessequa Pool Tournament.
7. Participate in Western Cape Heritage Day Celebration.

The tourism month campaigns from 01-14 September has received 84 404 views on Facebook, which is an average viewing total of 6028 per day.

The most popular posts over the last 14 days, excluding the social media competition is that of Ellensrust Caravan, Camping & Self-Catering Resort (40 355 views), Witsand Whake Cliff Accommodation (9189 views) and Thorn and Feather Accommodation (7023).

When we view our Facebook Page performance over the last 28 days, the page recorded 156 784 views with the following interesting statistics:

- 96.9% views were from South Africa (domestic market)
- 0.7% from United Kingdom
- 0.7% from United States of America
- 0.4% from Namibia
- 0.3% from Australia
- 0.2% from Botswana

 Hessequa Tourism - The Explorer's Garden Route
7 September at 08:32 · 🌐

TOURISM MONTH - Thorn and Feather is a self-catering accommodation facility, overlooking the Duivenhoks River, in the village of Vermaaklikheid. ... See more



HESSEQUA SMME KICKSTART PROGRAMME

The Hessequa Municipal Local Economic Development Section is calling on all Hessequa-based qualifying Small, Medium and Micro Enterprises to apply for the Hessequa SMME Kickstart Programme. The closing date is 17 September 2026 at 16h30.

This is a great opportunity for tourism, art and hospitality businesses to apply for support to purchase tools of trade, machinery, equipment, and furniture e.g. Smart TVs, Bed Linen, Coffee Machines, Tables, Chairs, Branded Umbrellas, Fridges and Slushy Machines.

Hessequa Tourism would highly recommend this programme as there is no co-funding required from you, as long as you stay within the approved budget, should your application be successful.

Click this link for access to application form:
[SMME KICKSTART APPLICATION FORM](#)

CLOSING DATE: 17 September 2026

Contact Mr. Wade Adonis on wade@hessequa.gov.za for more detail and to submit applications.

SBI SME TOURISM INDABA

On Wednesday, 23 September 2026, in Tourism Month, the Small Business Institute will bring together tourism entrepreneurs, business chambers, industry leaders, government, policymakers, and corporate partners for an honest and forward-looking conversation about the future of tourism and what must be done to enable SMEs to start, run and grow. Expect bold ideas, practical insights, new connections and the conversations our tourism economy urgently needs.

- **Date:** Wednesday, 23 September 2026
- **Venue:** Lord Charles Hotel, Somerset West
- **Time:** 09h00 - 15h00
- **Charge:** Free

The full programme, speaker line-up will be announced soon. Register below:

[Click here to book your seat](#)

WESTERN CAPE TOURISM GROWTH FUND

The Western Cape Department of Economic Development and Tourism is calling on applications for the Tourism Growth Fund! This exciting funding opportunity aims to support projects that:

- Upgrade tourism infrastructure
- Enhance tourism experiences
- Improve market access to tourism experiences
- Strengthen tourism destinations in the WC

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

HESSEQUA

CAMPING, CARAVAN & SELF-CATERING RESORTS

WITSAND | STILBAAI | JONGENSFONTEIN



**NOW PET FRIENDLY
DURING THE LOW SEASON**

BOOK TODAY - SEE YOU SOON!

- WITSAND MIDDLE CAMP: 028 713 7868 / witsand@hessequa.gov.za
- PREEKSTOEL RESORT: 028 713 7849 / preekstoel@hessequa.gov.za
- ELLENSRUST RESORT: 028 713 7848 / ellensrust@hessequa.gov.za
- JONGENSFONTEIN RESORT: 028 713 7851 / jft@hessequa.gov.za



ELLENSRUST CAMPING, CARAVAN AND SELF-CATERING RESORT

The Ellensrust Camping, Caravan and Self-Catering Resort is a well maintained municipal resort and offers spacious camping plots and a selection of self-catering units. The resort is home to 336 plots – with electrical points, clean ablution facilities and access to water. The camping and caravan plots are unshaded. The grass surface makes for an enjoyable stay. The resort also offers shared neat and clean ablution facilities at strategic locations on the beautiful premises.

The 21 self-catering units comes standard with their own bedrooms, bathroom, kitchen and braai area. Guests must ensure they bring their own bed linen. The Ellensrust Camping, Caravan and Self-Catering Resort offers direct access to the Lappiesbaai Beach and is walking distance from the Goukou River Mouth.

This resort is now **pet friendly** during the low season.

The resort is also within walking distance of facilities like the Tuin-Op-Die-Brak Fynbos Garden and Die Seekombuis Restaurant. The coastal town of Stilbaai is a mecca for fishing, surfing and canoeing and the Ellensrust Ellensrust Camping, Caravan and Self-Catering Resort is the ideal base from which to explore the hidden treasures of Stilbaai or to use as base for family reunions, church groups and school camps.

- Stilbaai
- 028 713 7848
- ellensrust@hessequa.gov.za



ROUND 2: APPLICATIONS FOR TOURISM EVENTS/FESTIVALSUPPORT 2026/27

Hessequa Municipality hereby invites the submission of applications for financial and/or non-financial assistance for hosting a tourism related event/festival during the 2026/2027 financial year, between 11 November 2026 and 30 June 2027. This advertisement is round 2 and events approved during round 1 will not be eligible.

The call for proposals is aimed at providing funding to tourism events/festivals which require additional capital to establish and or to grow such an event/festival. The funding will be allocated in the form of a grant. Hessequa Municipality will provide financial- and non-financial support, based on the following criteria:

- Only tourism events will be considered, which include music festivals, food and wine events, sport events and cultural festivals.
- The tourism event/festival must address the seasonality of the Hessequa region, with preference given to events/festivals taking place in November 2026, January 2027, May 2027 and June 2027.
- The event/festival must employ locals as part of the supporting staff and organizing members.
- The tourism event/festival must support the hospitality sector and contribute to the increase in occupation of overnight accommodation establishments.
- The tourism event/festival must promote the Hessequa Tourism brand, and the tourism logo must be featured in all the event/festival marketing material.
- The event organizer must be a legal entity e.g. Non-Profit Company, Non-Governmental Organization, Sport Club or Private Company with proof of registration or constitution.
- The tourism event/festival must confirm the funding applied for, the funding the event organizer has towards the event/festival and any sponsorships or letters sent to request sponsorships.
- The tourism event/festival must be sustainable and hosted annually.
- The tourism event application form and corresponding risk assessment form must be completed and submitted on time.
- The tourism event/festival must submit a detailed event proposal along with the application.

NOTE: Incomplete and late submissions will be disqualified.

Application forms are available on the Hessequa Tourism website www.explorersgardenroute.co.za and the Hessequa Municipal website: www.hessequa.gov.za As an alternative, contact the Senior Tourism and Development Officer, Mr. R Malan at riaan@hessequa.gov.za or 028 713 7953.

Applications must be placed in a sealed envelope with the heading "Tourism Event/Festival Application 2026/2027" and submitted at any Hessequa Municipal offices across the region. Alternatively, applications can be emailed to riaan@hessequa.gov.za

The Hessequa Tourism Section encourages tourism events/festivals taking place between 11 November 2026 to 30 June 2027 to apply.

The closing date for submissions is Wednesday, 30 September 2026 at 16h00.



TOURISM SIGNAGE (BROWN BOARD) ALONG PROVINCIAL ROADS AND N2

The Regional Tourism Liaison Committee (RTLCL) is a forum that meets once per quarter to discuss official tourism directional signage applications (brown boards) along the N2 and Provincial Roads e.g. R322 - Heidelberg Road.

It is important to note that signage is considered for qualifying businesses, along the nearest access national or provincial route, and is approved with the emphasis on guiding visitors to the facility. It is also important that businesses who have applied and was approved 8 years ago or longer, should re-apply to ensure that the signage is visible to motorists, and also to ensure that the facility is still compliant with the conditions of approval, as confirmed in the attached warrant document.

Tourism establishments in Hessequa can apply for signage by following the steps outlined below:

- **1.** Owners of tourism facilities and/or attractions who wish to apply for a Tourism Road Sign must do so through their Local Tourism Office (LTO). If the application applies to an attraction of national importance or a Tourism route or area, which may involve a number of facilities and or attractions, the application is forwarded to the local Regional Tourism Office (RTO) for further processing. The first step in the procedure is for the LTO to carry out a preliminary investigation. The purpose of this investigation is to establish whether there is likely to be any serious objection to the application.
- **2.** Applicant downloads a copy of the approved symbols and warrants to see if he/she qualifies and for which symbol at <https://explorersgardenroute.co.za/industry-resources/>
- **3.** The applicant downloads and completes the following form and submit to LTO via email, together with the relevant documentary proof and annexure's, that has been duly completed and signed. Contact The Senior Tourism and Development Officer, Mr. R Malan on riaan@hessequa.gov.za to arrange for a site visit as we come out to help with the application and get the relevant documentation in order.
- **4.** The Application will finally be considered at the next meeting of the Regional Tourism Liaison Committee (RTLCL).
- **5.** Should the RTLCL not recommend approval, the Applicant will be notified and given the reasons. Should the RTLCL approve the Application, the Applicant will be advised to liaise with the relevant road authority for erecting the sign.
- **6.** The onus is on the Applicant to make arrangements with an approved manufacturer for making the sign and delivering it to the road authority.
- **7.** All costs for constructing, installing and maintaining the sign shall be met by the Applicant.
- **8.** The following documents should be submitted along with the relevant application form: Zoning Certificate; Tourism Grading Certificate (Accommodation); Liquor License; Certificate of Acceptability.

For enquiries contact riaan@hessequa.gov.za

The RTLCL process takes between 3 months and 6 months depending on submission of all relevant documentation.



DIGI-HUB | EXCLUSIVE HESSEQUA - EXPLORERS GARDEN ROUTE PARTNER OFFER

Digi-Hub is a browser-based digital guest platform that gives hospitality guests instant access to entertainment, local information and your business promotions — simply by scanning a QR code. There is no app to download, no sign-up and no guest data stored.

What Digi-Hub Offers

Guests can access:

- Magazines and daily national & international newspapers
- Games, puzzles and podcasts
- 12 months of magazine back issues
- Restaurant and dining menus
- Spa and wellness offers
- Tours and local experiences
- Events, activities and seasonal specials
- Room service and property amenities

The platform is fully branded to your property, allowing you to promote your services, facilities and special offers directly to guests throughout their stay.

Key Benefits for Hospitality Businesses

- No app required — guests scan a QR code and access the platform immediately.
- Unlimited users and devices — no per-user limits.
- No guest data stored — designed with privacy in mind.
- Fully customisable — showcase your brand, services and promotions.
- Paper-free — reduce printed guest directories, menus and promotional material.
- Live within days — simple implementation across your property.

Exclusive Garden Route Offer

Digi-Hub has partnered with Hessequa Tourism, to introduce the platform to hospitality businesses across Hessequa and the wider Garden Route.

Hospitality businesses joining through this partnership receive 20% off by using the exclusive code:

HGR20

Standard: \$29.99/month + \$0.20 per room

Pro: \$39.99/month + \$0.20 per room

Both plans include the digital guest platform, entertainment library, QR access and branded business promotion.

Click here for more information: <https://hessequagardenroute.netlify.app/>

Get Started - Contact Digi-Hub today!

Digi-Hub / DLT Media
Matthew Bushnell
matthew.bushnell@dltmedia.co.uk
+44 20 8974 3972

ACCESS WEEK

12 YEARS OF ACCESS

Nature for everyone

19-25
SEPTEMBER
2026

**FREE
ENTRY**

T&Cs apply

KOGELBERG NATURE RESERVE

087 087 8250



A week of free access to some of the Western Cape's most spectacular natural spaces is on offer this September, as CapeNature opens the gates to selected nature reserves for its 12th annual Access Week. Taking place from 19–25 September 2026 under the theme “Nature is for Everyone”, Access Week invites individuals, families and communities to explore participating reserves without paying a conservation entry fee.

The following CapeNature reserves will participate in Access Week:

West Coast: Groot Winterhoek, Bird Island, Rocherpan

Central: Kogelberg, Hottentots Holland, Jonkershoek, Assegaaibosch, Limietberg, Stony Point

South: Walker Bay, De Mond, De Hoop, Marloth, **Grootvadersbosch (Heidelberg)**, **Geelkrans (Stilbaai)**, Vrolijkheid

Garden Route: Robberg, Keurbooms River, Goukamma, Outeniqua

Karoo: Swartberg, Gamkaberg, Anysberg

Important visitor information:

Free day entry is available only to walk-in visitors during normal reserve operating hours.

Visitors who make a booking through the CapeNature Contact Centre or online booking platform will be charged the applicable entry fee.

No pre-booking is required for free Access Week entry, but entry remains subject to the maximum visitor capacity of each reserve.

The fee waiver applies to general conservation entry fees for permitted day activities, including hiking and mountain biking.

Free entry does not apply to the Whale Trail, select landowners, partners, concessions or commercial activities.

Some areas within participating reserves may be temporarily closed. Visitors are encouraged to check operating hours and availability before travelling.

For more information about Access Week 2026, participating reserves and visitor guidelines, visit www.capenature.co.za.





TikTok

TIKTOK TIPS FOR BUSINESSES

Here are some valuable TikTok resources to help you learn, create and advertise smarter:

- Explore TikTok's business resources to learn how the platform works and how businesses can use TikTok effectively.
- Access guides, best practices and educational materials to improve your TikTok strategy.

TikTok Academy and Certification

- Learn how to build effective TikTok marketing campaigns through TikTok Academy.
- Complete courses and earn certifications to strengthen your digital marketing skills.
- Click here to get started: <https://ads.tiktok.com/business/en-GB/academy>.

TikTok Symphony

- Explore TikTok's AI-powered creative tools.
- Use Symphony to help generate ideas, develop creative concepts and produce content for TikTok advertising.
- Click here to get started: <https://ads-tiktok.com/business/en/blog/tiktok-tiktksymphony-ai-creative-suite>

TikTok Creative Center

- Research current TikTok trends and creative inspiration.
- Discover trending hashtags, songs, creators and top-performing advertisements.
- Use these insights to inform your content and advertising strategy.
- Click here to get started: <https://ads.tiktok.com/creative/CreativeCenter>

Create a TikTok Ads Account

- Set up a TikTok Ads Manager account for your business.
- Create and manage advertising campaigns, define your target audience, set budgets and monitor campaign performance.
- Click here to get started: <https://ads.tiktok.com/business/en?tt4b-lang-redirect=1>

Tip: Take advantage of TikTok's official resources before investing heavily in advertising. Understanding the platform, its audience and its creative approach can help your business create more effective campaigns.

To watch a presentation where ideas and resources are being discussed click here:

<https://youtube.com/watch?v=kuQAmIxOGeo>



INTERNASIONALE KUS- SKOONMAAK DAG

Wees deel van 'n wêreldwye veldtog!

Kom help die Gouritsmond Bewaringsorganisasie in
samenwerking met Gourits Boot en Hengel Assosiasie, en
Hessequa Munisipaliteit, om mariene rommel op ons
kuslyn te verwyder.

SATERDAG, 19 SEPTEMBER 2026
09H00-12H00

Ontmoet by Gouritsmond Gety-swembad parkering in Kusweg.



Dana Verster

082 888 0785

SMME Digital Skills Transformation Training 2026: AI for Beginners: 2026

The Department of Communications and Digital Technologies, in partnership with Huawei, invites SMMEs to participate in a free three-day online **AI for Beginners** training course from **28 to 30 September 2026**, taking place daily from **09h00 to 12h00**. This training is exclusively organised for SMMEs as part of the Digital Entrepreneurship Programme. Please confirm your availability to participate in this course by **15 September 2026 at 16h30**.

Course Name	Course Content	Date
Topic 01: AI 101- What's under the hood?	Understand key AI concepts (AI, Machine Learning, Deep Learning, datasets, models)	28th Sept (09:00~12:00)
Topic 02: How AI Thinks - Machine Learning Basics	Supervised learning, unsupervised learning, reinforcement learning	29th Sept (09:00~12:00)
Topic 03: Generative AI	- Introduction to LLM and AI Agents - Relationships between LLM and AI Agents - Prompt engineering basics - Hands-on practice using open platform - Responsible AI	30th Sept (09:00~12:00)

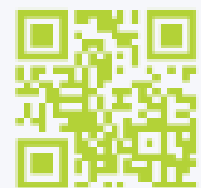
CONCESSIONAIRE OPPORTUNITIES

ACTIVITY BASED OPERATORS



CapeNature has identified activity-based tourism as an exciting new business sector and invites operators to submit proposals for consideration. We hereby request potential new business partners, concessionaires, and/or service providers operating within the adventure, cultural and heritage sector to submit detailed business proposals for keen consideration.

Interested parties are required to obtain the information online, from bit.ly/45rceJd outlining further details. The Nature Reserves can be viewed at www.capenature.co.za/reserves.



Mr. Ryan Ladegourdie

Telephone: 087087 3841

Email: tourism@capenature.co.za

Closing date for proposals: 9 October 2026 at 12h00 noon.

Proposals must be submitted via Wetransfer to the email address tourism@capenature.co.za

All proposals must be confirmed separately on email.

Please note that CapeNature reserves the right, at its sole discretion, to review all proposals submitted and to determine whether or not to proceed with any such submissions.



Physical Address & Postal Address:

CapeNature
Regional Office,
16,17th Avenue,
Voëlklip,
Hermanus,
7200



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)
10. New photo frame phone poles (for solo travellers) - Riversdale and Stilbaai
11. Eden FM Radio Interview
12. Logistical arrangements for Travel Writer - James Fouche
13. Host Garden Route and Klein Karoo Local Tourism Organisation Forum
14. Confirmation of advertisement in Sud Afrika Magazine - for German market - **(on sale October 2026)**
15. Hessequa Tourism Destination Brochure
16. Western Cape Heritage Celebration - Part of the Local Organising Committee / Linking tourism with the event **(23-24 Sep 2026)**
17. SEDFA One-on-One consultation sessions in Slangerivier.
18. Exhibition at Nampo-Cape 2026 in Bredasdorp

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



A collection of illustrations including a string of colorful triangular bunting flags in the top left, a glass of iced coffee, a hand holding a South African flag, a gazelle standing on green foliage, a food truck on the bottom left, and a barbecue grill with food on the bottom right.

Heritage FESTIVAL

26 SEPTEMBER 2026

🕒 09:00 - 15:00

📍 Jagersbosch, Stilbaai West



STILBAAI CLASSIC

SURFSKI RACE



COME PADDLE ON THE WILD SIDE!

Cash prizes up for grabs, exciting lucky draws and free branded towels to the first 100 entries!

Dates: 26 & 27 September 2026

Entry: R350 per race, R200 u/18

Location: Hulle By Die See, Stilbaai

Races:

Saturday Sea (+- 20km)

Route: TBC - Weather Dependent

Time: 12pm

Enter on PSA.

Sunday River (10km & 20km)

Time: 7am

Enter on Entry Ninja/PSA

Life jackets are compulsory for all events.



Contact Us

Brian: 083 462 6426

Clifton: 082 457 1135



Our Social Media

@stillbaypaddlingclub





hh

HESSEQUA
Harmonie



WAAR KRY EK KAARTJIES?



web tickets



KAREE TREE
(HEIDELBERG)



www.hessequaharmonie.co.za

HESSEQUA HARMONIE
22 - 26 SEPTEMBER 2026

HEIDELBERG | www.hessequaharmonie.co.za

Hessequa Tourism Social Media Platforms



Hessequa Tourism - The Explorer's Garden Route

12K followers • 833 following

The official Facebook Page for Hessequa Tourism. The marvellous Hessequa region is the start of the Garden Route.

#MavellousHessequa

Like and Follow us to receive information on the latest news, events and experiences within the Hessequa region.

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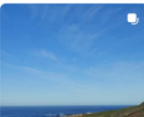
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