HS BUSINESS SOLUTIONS
Development Economics & Enterprise Development

16 Duiker Crescent
Sandbaai, 7200
Tel: 028 316 2603
Email: office@hsbusiness.co.za

WESTERN CAPE GOVERNMENT
Department of Economic Development and Tourism

Guidelines for the Management of

Regional and Local Tourism in the Western Cape

OVERBERG STAKEHOLDER WORKSHOP

Monday, 23 November 2026 · 09h30 – 15h00

Overstrand Municipal Auditorium, 1 Harmony Avenue, Hermanus

Hosted by: Western Cape Department of Economic Development and Tourism, in partnership with the Overberg District Municipality

Facilitated by: HS Business Solutions

Programme and Agenda

No	Item	Presenter	Time
	Arrival and registration • Refreshments on arrival • Registration on the attendance register		09h30 – 10h00
1	Welcome, purpose of the workshop and how inputs will be used	DEDAT / District Municipality	10h00 – 10h20
2	The tourism ecosystem, the Growth for Jobs ambition and the purpose of the Guidelines	DEDAT	10h20 – 10h50
3	The regulatory environment: governance, funding and MFMA Circular 131 • Questions and discussion	HS Business Solutions	10h50 – 11h40
4	The draft Guidelines and the models they propose • Questions and discussion	DEDAT / HS Business Solutions	11h40 – 12h30
	Lunch		12h30 – 13h00
5	Group work: assessing the models • Strengths and concerns of each model • Fit with the district's context and capacity • Preferred model and the reasons for the choice	HS Business Solutions	13h00 – 14h15
6	Plenary feedback and key messages	HS Business Solutions	14h15 – 14h45
7	Participant survey, way forward and close	DEDAT / HS Business Solutions	14h45 – 15h00

The workshop is interactive. Participants will engage with the draft Guidelines through presentations, discussion and structured group work, with inputs captured on the day. These inputs will feed directly into the finalisation and implementation of the Guidelines for the Management of Regional and Local Tourism in the Western Cape.

HS BUSINESS SOLUTIONS
Development Economics & Enterprise Development

16 Duiker Crescent
Sandbaai, 7200
Tel: 028 316 2603
Email: office@hsbusiness.co.za

Workshop Brief

OVERBERG STAKEHOLDER WORKSHOP · Monday, 23 November 2026 · 09h30 – 15h00

The Western Cape Department of Economic Development and Tourism (DEDAT) has finalised the draft Guidelines for the Management of Regional and Local Tourism in the Western Cape. DEDAT is hosting a workshop in each district to gather stakeholder feedback and input. This workshop is hosted in partnership with the Overberg District Municipality. HS Business Solutions is facilitating the workshops on DEDAT's behalf.

Purpose

To present the draft Guidelines to municipalities and tourism stakeholders, gather their views on the models the Guidelines propose, and build a shared understanding of how regional and local tourism can be governed, funded and managed in a compliant and sustainable way.

Key focus areas

- **The tourism ecosystem:** the roles of municipalities, Regional Tourism Organisations (RTOs), Local Tourism Offices (LTOs) and Local Tourism Associations (LTAs).
- **The regulatory environment:** governance, funding and the practical implications of MFMA Circular 131 for municipalities and tourism bodies.
- **The draft Guidelines:** the different models for managing regional and local tourism, and what each would mean in practice.
- **Stakeholder input:** structured group work in which participants assess the models and indicate their preferred model.

Intended outcomes

- A clearer understanding of the governance, funding and regulatory requirements affecting local and regional tourism structures.
- Documented stakeholder views on the draft Guidelines, including the preferred model and the reasons for the choice.
- District-specific challenges, opportunities and recommendations to inform the finalisation and implementation of the Guidelines.
- Stronger collaboration and coordination between municipalities and tourism stakeholders.

Who should attend

Municipal officials (tourism, LED and finance) and representatives of Local Tourism Offices and Local Tourism Associations, together with the Regional Tourism Organisation and tourism associations. Between 30 and 50 participants are anticipated.

Logistics

- **Venue:** Overstrand Municipal Auditorium, 1 Harmony Avenue, Hermanus, provided by Overstrand Municipality.
- **Catering:** refreshments and lunch provided by DEDAT. Please indicate any dietary requirements when you RSVP.
- **Contact on the day:** Willemien Strydom, HS Business Solutions, 072 222 6801.
- **RSVP:** by Monday, 16 November 2026 to HS Business Solutions, office@hsbusiness.co.za or 028 316 2603.