



MEDIA RELEASE

Embargo: Immediate

DATE: 31 July 2018

KNYSNA MUNICIPALITY FORGING NEW PARTNERSHIP IN PURSUIT OF MORE TOURISM OPPORTUNITIES

Knysna Municipality started a negotiation process with Wesgro to manage its constitutional mandate in terms of tourism and destination marketing. Mayor Mark Willemse said they are negotiating the final terms of the agreement with Wesgro and it will be submitted to the Council meeting of 13th of August.

“The City of Cape Town, Saldanha Bay, Drakenstein and other Municipalities have entered into similar agreements with WESGRO, a Government Agency, part of the Provincial Department of Economic Development and Tourism. They specialise in Destination Marketing as well as Trade Promotion, and I believe that this is an opportunity for Knysna to access leveraging opportunities for joint marketing initiatives and thus achieve more with our current budget by participating in combined marketing and trade related initiatives and generally benefit from the extended marketing arm of Wesgro.”

He said there will be a short bridging period until Wesgro take over and certain services will have to be provided by the Municipality in the interim. “We will put measures in place to keep office doors of the Visitor Information Centre in Main Road open until the SLA with Wesgro has been finalised.”

Willemse said that they are proposing a three-year contract that stipulates a marketing contribution of R4 million a year, escalating annually. “Once the SLA is approved, Wesgro will take over the management of the office and the destination marketing function for the Greater Knysna with immediate effect. We value local expertise and the SLA will specify that a public participation process must be included in the drafting process. Wesgro will then report to Council on a quarterly basis on the measurement and performance components of the SLA. “

“We certainly do not have the in-house capacity to perform this function and outsourcing it to Wesgro provides a solution that is not only approved by Treasury, but one that also comes with multiple benefits for the town. Tourism is one of the strongest economic drivers in the area and I believe a partnership with Wesgro will serve the best interests of the town going forward. It is the best outcome for Knysna with regards to the future of the tourism industry.”

ENDS

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