



Knysna

Municipality || Munisipaliteit || uMasipala

inclusive || innovative || inspired

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Private sector service providers to be invited to manage tourism functions

At its meeting held on 31 March, Knysna's Council resolved to procure, through a competitive bidding process, suitable service providers to perform key tourism related functions on its behalf on a three-year contractual basis. According to Acting Municipal Manager Dawid Adonis destination marketing is currently performed by Wesgro, in terms of a service level agreement (SLA) that expires on 23 October 2021, and which will not be renewed.

"These functions include destination marketing and brand management, including the development and promotion of marketing collateral through various platforms; event attraction, festival and event coordination, facilitation and marketing; and operating visitor information centres or local tourism offices," Adonis explained. "These functions cannot be managed in-house and the expiration of the SLA with Wesgro will create opportunities for service providers from the private sector to participate in these key performance areas."

Local tourism is listed as a function of local authorities in Schedule 4B of the Constitution of South Africa. This may be interpreted as enabling tourism at local level, as part of the broader economic development mandate. This includes various programmes within infrastructure services, community services, corporate services and planning and economic development services. "Maintaining infrastructure like walkways and ablution facilities, keeping beaches and picnic spots clean, providing law enforcement and facilitating lifesaving services and many other daily activities performed by our staff members are all budgeted programmes that form part of creating an enabling environment for local tourism," said Adonis. "Council also makes budget provision for Blue Flag status applications and additional operational requirements for events and festivals organised by private sector stakeholders."

After the report on the Systems Act Sections 76 and 78, Assessment of the Tourism Mandate and Functions for Knysna Municipality, was tabled to Council, it resolved that a further report be tabled for the consideration of an appropriate delivery mechanism for the three functions mentioned above.

"Wesgro will continue to provide these services through the Visit Knysna office until the SLA expires," Adonis concluded. "We thank them for their dedicated service during this period. We are, however, excited to bring private expertise to the marketing of the greater Knysna area. All of us are ambassadors for this unique, beautiful place we call home and must work together to promote it as a world-class destination – to promote it as an inspired, innovative, inclusive Knysna."

Calls for interest will be advertised via all appropriate channels in due course. Sufficient budgetary provision will be requested in the new budget cycle to allow the procurement department to conclude the necessary processes prior to the expiration of the Wesgro SLA.

ENDS

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