



SUPPLEMENTARY AGENDA

PLANNING, ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE MEETING

WEDNESDAY, 22 JULY 2026

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P09/07/26 ECONOMIC DEVELOPMENT DESTINATION MARKETING PLAN

REPORT FROM DIRECTOR: PLANNING AND DEVELOPMENT

PURPOSE OF THE REPORT

To present the Draft Destination Marketing Plan and associated Implementation Plan to the Planning, Economic Development and Tourism Section 80 Committee for noting. The Plan provides a strategic framework to guide tourism destination marketing and development within the Greater Knysna Municipal area over the next five years, while the Implementation Plan outlines the key actions, responsibilities, timelines, and stakeholder collaborations required to achieve the Plan's objectives and strengthen the contribution of tourism to local economic growth and resilience.

PREVIOUS RESOLUTION

None

BACKGROUND

Tourism has long been recognised as one of the cornerstone sectors of the Greater Knysna economy, contributing significantly to local economic growth, employment creation, enterprise development, and investment attraction. The Municipality's unique natural assets, including its world-renowned estuary, indigenous forests, beaches, lakes, mountains, and rich biodiversity, have positioned Knysna as one of South Africa's premier tourism destinations. In addition, the area's cultural heritage, vibrant arts and crafts sector, diverse accommodation offerings, outdoor adventure experiences, and renowned events continue to attract both domestic and international visitors throughout the year.

Over the years, the tourism sector has demonstrated its capacity to stimulate economic activity across multiple industries, including hospitality, transport, retail, food and beverage services, arts and culture, agriculture, and small business development. The sector therefore serves as an important catalyst for inclusive economic development, creating direct and indirect employment opportunities while supporting the livelihoods of many local communities.

Despite its strengths, the tourism industry has faced significant challenges in recent years. The impacts of the COVID-19 pandemic, changing traveller preferences, increasing competition among destinations, climate-related risks, infrastructure constraints, and global economic uncertainty have highlighted the need for destinations to continually adapt and innovate. These challenges have underscored the importance of developing a coordinated and sustainable destination marketing approach that not only attracts visitors but also enhances destination resilience, visitor experiences, and long-term economic benefits.

The Greater Knysna Municipality acknowledges that tourism development and destination competitiveness cannot be achieved by the public sector alone. Successful tourism destinations are built on strong partnerships between local government, tourism organisations, businesses, community structures, conservation agencies, provincial and national government departments, and other key stakeholders. Effective collaboration enables the

alignment of resources, coordinated marketing efforts, product development initiatives, skills development programmes, and infrastructure investment that collectively strengthen the destination offering.

The draft Destination Marketing Plan has therefore been developed to provide a strategic framework that will guide tourism promotion, destination positioning, and stakeholder collaboration over the next five years. The Plan seeks to leverage Knysna's unique competitive advantages while addressing current challenges and emerging opportunities within the tourism landscape. It further outlines a series of short-term, medium-term, and long-term interventions aimed at enhancing destination visibility, increasing visitor numbers and spend, extending length of stay, promoting inclusive participation in the tourism economy, and encouraging sustainable tourism practices.

The Plan is aligned with broader national, provincial, district and local economic development objectives that recognise tourism as a critical driver of economic recovery, transformation, job creation and sustainable growth. Through the implementation of this strategy, the Municipality aims to strengthen Knysna's position as a leading destination, foster greater economic resilience, and ensure that the benefits of tourism contribute meaningfully to improving the quality of life for residents across the Greater Knysna area.

FINANCIAL IMPLICATIONS

The strategy will be implemented over a five-year period in line with the MTRF. Budget allocation will be made each financial year as part of implementation process. Where necessary the Department will develop funding proposals to source external funding as part of its collaboration strategy.

RELEVANT LEGISLATION

1. LED Strategy

RECOMMENDATION OF THE ACTING MUNICIPAL MANAGER

That the committee notes the draft Destination Marketing Plan as well as the implementation plan.

7. **CLOSURE**

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