

FISH HOEK VALLEY RATEPAYERS & RESIDENTS ASSOCIATION

(Incorporating Fish Hoek, Clovelly and Sun Valley)

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SUBJECT: DRAFT TOURISM DEVELOPMENT FRAMEWORK FOR 2019-2023^{1 2}

DUE: 24 APRIL 2019

DISCUSSION & RECOMMENDATIONS

We understand this framework tries to increase the number of visitors, encourage the lengthening of their stay here and increase their daily spend. Options must exploit Cape Town's tourism strengths and address its tourism weaknesses. Our concern is that there are too many things being done at once, which will dilute the attention and impact. That is, we think the framework should reduce the options and prioritise the most important concerns raised by visiting tourists. To this end, an approach in the following order of importance, could be:

1. Increase law enforcement visibility (patrol main streets, tourist destinations and the main shopping centres "on foot" and not in patrol cars) and ensure major events can take place safely as planned;
2. Invest in good quality, international cuisine dining experience training (chef schools, "how to serve" training for waiters and waitresses for service excellence, tourism guidance schools for SMEs (which we feel to be more cost effective than producing another information pamphlet);
3. Get law enforcement to patrol the interfaces between urban areas and the Table Mountain National Park (TMNP) as this is just an escape route and hiding place for criminals at the moment;
4. Improve the state of the beaches and associated amenities (Fish Hoek benches were removed by the City with replacements promised, but not delivered yet);
5. Add and improve the state of our public toilets including at TMNP (which will also lessen the negative impact felt by tourist seeing our "unwashed" homeless);
6. Advertise our natural beauty, the drought being over, create new annual sporting events;
7. Collaborate with national and other tourism authorities, especially the USA which has shown an increase³ possibly as they are not influenced by Brexit or discouraging European economic statistics and this will assist in meeting the goal of seasonal spread; and

¹ <http://www.capetown.gov.za/City-Connect/Have-your-say/Issues-open-for-public-comment/draft-tourism-development-framework>

² http://resource.capetown.gov.za/documentcentre/Documents/City%20strategies%2c%20plans%20and%20frameworks/Draft%20TDF%202019_2023.pdf

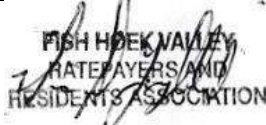
³ <https://www.bizcommunity.com/Article/196/595/189767.html?mobile=1>

8. Develop local tourism forums to spread influence amongst businesses and residents.

We're not sure how the City can increase the number of direct air access routes, but do note that United Airlines has applied to fly nonstop between Newark, New Jersey, USA and Cape Town International Airport three times a week decreasing the current travel time by four hours using its Boeing 787-9 (quieter) Dreamliner from 15 December 2019. It might provide a respite from shovelling snow to travel to South Africa during their winter – our summer, but their major school leave time will be during their summer – our winter, when we want to attract visitors. They will appreciate our mild weather.

We don't think investing in public transport by the tourism department will help tourists. They already know about "uber" et al, but not MyCiti Bus. They can also take the open top, hop-on / hop-off red bus.

We don't think adding more convention and exhibition facilities will help. Neither do we think a special tourist police unit and tourist victim support will help. We all may all need these services.

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