

HERMANUS WHALE FESTIVAL 2025



FEEDBACK | STATS/FIGURES MEDIA & MARKETING REACH COMMUNITY IMPACT | BUDGET

Discover how the Hermanus Whale Festival made waves

Packed with powerful stats, exceptional media and marketing reach, economic value, and proven local community impact, our 2025 feedback report showcases the true value delivered to our supporters, visitors, partners, and sponsors.

2025 VISITORS

± 85 000 

REUNION ISLAND COMPETITION

2 - 5 Oct **518** Entries

FUN RUN PARTICIPATION



420 Runners | 2000 spectators



TREASURE HUNT

5000 Kids total
(Saturday & Sunday)

EXHIBITORS & STALLS

exhibitors (crafts, food,
marine displays)

120

WHALES & WHEELS CAR SHOW

around 180 cars
& 1500 spectators



TOTAL MEDIA FOOTPRINT ≈ 48.5 million reach

Channel	Source & Estimate	Reach
 Online & Digital	Brand24 monitoring period (1 Sept – 8 Oct 2025) – social media, online news, blogs, videos	43,000,000
 Print Media	Festival Program + regional publications (Cape Times, Village News, Overstrand Herald, Hermanus Times, Getaway Magazine, etc.)	= 120,000 150,000 readers
 Radio Broadcasts	KFM 94.5 live at the Festival (1.1M listeners) + mentions on Cape Talk, RSG, Whale Coast FM, Radio Overberg	= 1,300,000 listeners
 Television Coverage	SABC Morning Live, Espresso Show, regional news segments, Chinese TV crew	= 2,500,000 3,000,000 viewers

ESTIMATED MEDIA EXPOSURE VALUE

Channel	Reach	Estimated Rand Value (PR Equivalent)
 Online & Digital	43,000,000 impressions	R 22 – 26 million (based on R0.50–0,60 CPM for targeted national tourism coverage)
 Print Media	120,000 – 150,000 readers	R 1.2 – 1.5 million (full-page A4 editorial value equivalent)
 Radio Broadcasts	±1,300,000 listeners	R 3 – 4 million (average TV rate card VL for national exposure + news features)
 Television Coverage	2.5 – 3 million viewers	= R 8 – 41 million

✓ Total Estimated Media Value (PR Exposure Equivalent): = R26 – R41 Million

This figure reflects the advertising value equivalent – what it would have cost to buy equivalent exposure across media platforms.

HERMANUS WHALE FESTIVAL

SOCIAL & COMMUNITY IMPACT

LOCAL (TEMP) EMPLOYMENT & VOLUNTEERS

From Hermanus, Gansbaai, Zwelihle, Hawston, Kleinmond and Mount Pleasant.

- **Over 100+ temporary workers** plus the operational team.
- **50+ volunteers & marshals**
- **Local suppliers employed:**

security, cleaners, banner printing company, toilets, recycling company,

ECONOMIC / VISITOR SPEND ESTIMATE

~ R 50 million
estimated spend



COMMUNITY INVOLVEMENT

- Various Donations, including Hawston Cadettes and Grabouw Majorettes
- Eco & Marine education programs for kids (Eco-Marine Village & partners)
- Cliff Path & Old Harbour Clean-up
- Locals on the Main Music Stage: 16 artist slots – 11 performed by local artists (in partnership with Marine Coastal Conservation & Eco-Marine Partners)



EXHIBITORS & VENDORS

- 120 vendors and exhibitors (food, crafts, products)
- 65%+ from the Overstrand and Overberg Region
- 5+ Charity Vendors representing local NGOs

Hisense PARTNERSHIP & COMMUNITY GIVE-BACK

Hisense donated products valued at over R50,000 to the Hermanus Whale Festival, which were paid forward to support local community and conservation efforts. A 100" TV was donated to the Dyer Island Conservation Trust (custodians of the Eco-Marine Village), two 42" TVs to Safety & Security, and a Hisense speaker system to the Old Harbour Museum/Whale House for local school programs

Hermanus Whale Festival 2025 | Visitor Spend Breakdown

Category	% of Total Spend	Estimated Spend/Visitor	Total Estimated Spend (R)	Examples
Accommodation	15%	R 500	R 25 million	Hotels, B&Bs, Airbnb
Food & Beverage	15%	R 250	R 12,5 million	Restaurants, cafes, food stalls
Recreation & Shopping	20%	R 400	R 20 million	Souvenirs, gifts, clothing, crafts
Entertainment & Activities	10%	R 200	R 10 million	Whale watching tours, live shows
Miscellaneous Spend	25%	R 500	R 25 million	Kiosk stalls, general festival
Total Estimated Spend	100%	–	≈ R 107,5 million	Hermanus and Overstrand

**(Based on 50 000 visitors across 3 festival days)*

Hermanus Whale Festival 2025 – Brand Value & Impact Summary

Estimated Brand Value: R280 – R490 million

(Based on media exposure, heritage, community impact, and tourism ROI)

Category	Description	Rating
Heritage & Legacy	South Africa's original eco-marine festival with 30+ years of community and conservation heritage	★★★★★
Media Footprint	47 million reach across online, print, radio, and TV with an estimated PR value of R35-441 million	★★★★★
Community Impact	Over 100 local workers, 50+ volunteers, and extensive eco-education programs supporting sustainable tourism	★★★★★
Tourism Draw & Economic Impact	±85.000-90.000 visitors annually contributing R50+ million to the local economy	★★★★★
Sponsor ROI & Partnership Value	Measurable visibility, engagement, and long-term brand association delivering 1:25-1:30 return on investment	★★★★★
Environmental & Educational Leadership	Eco-Marine Village, conservation partnerships, and children's education programs	★★★★★
Brand Strength & Recognition	Trusted national tourism brand with international collaboration (Reunion Island, Gloc, etc.)	★★★★★

Hermanus Whale Festival 2025 Budget + Local Spend breakdown

Total Budget: R904,000

Total Local Spend: R749,793 (< 83 % of)

Category	Description	Total Spend (R)	Total Spend (R)	% Local
Infrastructure & Logistics	Tents, power, fencing, sanitation, waste & recycling, fuel	282,000	254,793	90%
Marketing & Media	Digital, print, radio, TV, social media, branding, PR, signage	213.591	109.000	51%
Services & Compliance	Accountants, permits, applications, OM, event licenses	71.500	60.000	84%
Admin. Staff & Operations	Ambulance services, security company, marshals	150.000	150.000	100%
Security, Medical & Health	Ambulance services, security company	110.500	110.500	100%
Hospitality & Sponsor Support	Accommodation for sponsors, artists, media	36.000	36.000	100%
Artists & Entertainment	Music stage performers, MCs, related expenses	36.000	23.500	82%

SPONSORS | PARTNERS — ACCOMMODATION & ON-TRIP SPEND

ASSUMPTIONS

Stay Length: 4-days

Shopping/day: 4-star — R200, Standard — R 120

Meals/day: 4-star — R 650, Standard — R 350

DIRECT ACCOMMODATION

GROUP	PEOPLE	NIGHTS	RATE (PPPN)
4-star sponsors*	27	4	R 1.5000
Standard /volunteers	75	4	R 160.000
TOTAL			R 342.000

INDIRECT ACCOMMODATION

ESTIMATED ON-TRIP SPEND

(MEALS, FUEL, SHOPPING)

GROUP	MEALS (4D)	SHOPPING (4D)	SUTO.
4-star sponsors*	70.200	21.600	R 28.550
Standard (Grew/volunteers)	105.000	36.000	R 54.550
TOTAL ON-TRIP	254.550	156.000	R 254.550

**GRAND TOTAL - DIRECT SPEND IMPACT:
R596 550**

BRAND24

SOCIAL MEDIA MONITORING & ANALYTICS



Online Stats: 1 Sept - 8 Oct 2025

Overview

Show exact numbers

Total mentions ⁽ⁱ⁾	Total reach ⁽ⁱ⁾	Positive mentions ⁽ⁱ⁾
14k	43M	3 690
Negative mentions ⁽ⁱ⁾	Average Presence Score ⁽ⁱ⁾	AVE ⁽ⁱ⁾
117	40/100 ↗ 390	\$3.6M
Social media reach ⁽ⁱ⁾	Non-Social media reach ⁽ⁱ⁾	User generated content ⁽ⁱ⁾
23M	20M	4 773
Social media mentions ⁽ⁱ⁾	Non-Social media mentions ⁽ⁱ⁾	Social media reactions (e.g. likes) ⁽ⁱ⁾
4 194	9 705	823k
Social media comments ⁽ⁱ⁾	Social media shares ⁽ⁱ⁾	Total social media interactions ⁽ⁱ⁾
15k	84k	922k

Keyword NECESSARY

The main keyword or phrase for which your project will collect data.

Example: Nike

Not case sensitive

Not case sensitive

Not case sensitive

Not case sensitive

Not case sensitive

Not case sensitive

THANK YOU!

To all our Valued Partners & Sponsors

SENIOR SPONSORS



SUPPORT SPONSORS



2025
HERMANUS
WHALE FESTIVAL

