

# **ANNEXURE E20: PROOF OF AGREEMENT/TOR OF THE SPECIALIST STUDIES CONDUCTED**



# Chapter 1

## 1 INTRODUCTION AND PROJECT BACKGROUND

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Chapter One of the report provides an introduction and concise roadmap of the socio-economic impact assessment for the proposed expansion of the tourist precinct in Paternoster (Western Cape). To understand the scope, objectives and outline of this document, Chapter 1 seeks to introduce the project brief and its intended outcomes and the outline of the remainder of the report.

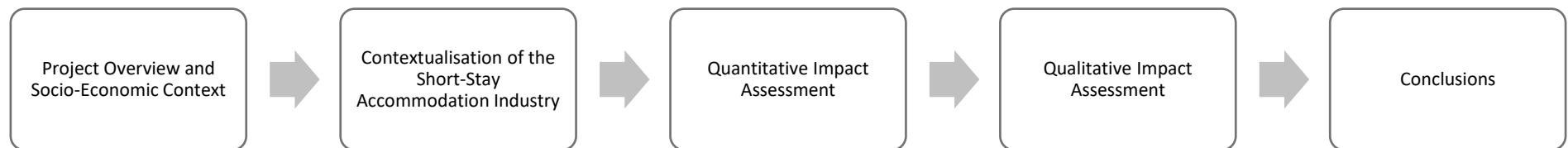
## 1.1 PROJECT BRIEF AND TERMS OF REFERENCE

**DEMACON Market Studies** were commissioned by **VIRDUS** to suitably update and expand on a socio-economic impact assessment completed for a proposed Tourism Precinct Development in Paternoster in October of 2022. Feedback received from the Department of Environmental Affairs and Development Planning in the Western Cape regarding the October 2022 Socio-Economic Impact Assessment identified that the impact assessment should be updated to include the most recent socio-economic data given the release of Census 2022 information and changes to the economic environment of South Africa. Additionally, the scope of the proposed development to be constructed as part of the Tourism Precinct Development has been changed and therefore the impact assessment must be reviewed in line with the updated project proposal.

Furthermore, it is understood that an assessment of short stay accommodation in and around Paternoster is still required in order to determine the range of quantitative and qualitative impacts, positive or negative, that could specifically influence the Paternoster short stay accommodation environment. More specifically, an update of the supply side assessment of the short stay industry in Paternoster and its surrounds will be undertaken and, *inter alia*, include the following components:

- An update and meaningful interrogation of the local short stay accommodation sector including *inter alia*:
  - Pertinent tourism trends
  - Assessment of existing facilities' start ratings, occupancy rates, available beds, room rates, etc.
- Review and measurement (where applicable) of a range of potential impacts
- Review and update (where applicable) of proposed mitigation measures

### Report Structure



- Synthesis

DEMACON's approach is purely market-based, and we will apply our extensive involvement as well as recent research and market intelligence on the subject matter to complement the market study.

**Diagram 1.1: Project Research Methodology**

