



Weskus Tourism Visitor Trends

January – June 2024

Contents

Section
1. Executive Summary
2. Methodology and Sample Size
3. Weskus Visitor Trends & Patterns
3.1 Origin of Visitors
3.2 Age Profile of Visitors
3.3 Travel Group Size
3.4 Mode of Transport
3.5 Main Purpose of Visit
3.6 Overnight and Day Visitors
3.7 Average Length of Stay
3.8 Average Daily Spend
3.9 Top Information Sources
3.10 Top Activities Undertaken in the Weskus
4. Weskus Attractions
5. Acknowledgements

1. Executive Summary

- The period highlighted in this report (Jan–Jun 2024) indicates that the largest proportion of travellers to the Weskus originated from the domestic market (81.3%), in particular from within the Western Cape province (78.5%).
- The overseas market accounted for 18.7% of visitors during the period, with Germany, the Netherlands and the United Kingdom in the top three positions.
- Over 90% of visitors travelled to the Weskus for holiday purposes and 2.3% travelled for business.
- Some 68.5% of visitors took day trips to the Weskus while 31.5% of tourists stayed overnight. Regarding the length of overnight stays, one and two nights were the most popular choices.
- Visitors were mainly in the age groups of 36–50 and 51–70 years, and the largest proportion of visitors travelled to the region in pairs or on their own.
- !Khwa ttu welcomed a total of 11,095 visitors between January and June 2024. This number represented an increase of 8.7% when compared to the same period in 2023. In relation to the same period in 2019, !Khwa ttu has fully recovered to pre-covid visitor levels.
- Collectively, the six Cape Nature reserves based in the Weskus region welcomed a total of 25,521 visitors between January and June 2024. This number represented an increase of 17.6% when compared to the same period in 2023 (Jan–Jun). For the period Jan – Jun 2024, the best performing nature reserves with respect to visitor volume were Cederberg-Algeria, Majiesrivier and Bird Island.
- In relation to the same period in 2019, Bird Island, Cederberg-Algeria and Groot Winterhoek Wilderness Area fully recovered for the period under review.



2. Methodology & Sample Size

This report provides an overview of the tourism trends and patterns in the Weskus region. The findings will illustrate key visitor trends obtained from the regional visitor tracking surveys.

Responses to the regional visitor tracking surveys are used as a proxy to indicate the key trends in the Western Cape and the various regions. It is important to note that absolute figures cannot be determined from these surveys, as the survey responses are a sample of the tourists visiting the various tourism offices across the Western Cape and would thus represent a sample of the visitors. Therefore, where statistically relevant absolute numbers may be given, however, a share is provided to indicate the trend. This is based on international best practice in the use of surveys within the tourism industry for determining key trends.

Definition: Visitor - Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated for at the place visited.

Between January and June 2024, a total of 1,149 responses to the regional visitor tracking surveys were received from the various tourism offices in the Weskus. This can be seen in Table 1.

Table 1: Number of Surveys by Weskus Town

Weskus Town	Number of Surveys Jan–Jun 2024
Yzerfontein	270
Darling	206
Malmesbury	158
Lamberts Bay	124
Riebeeck Valley	121
Velddrif	93
Vredendal	70
Porterville	61
Piketberg	46
Total	1 149



Weskus Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys
Review Period: January–June 2024

3. Weskus Tourism Visitor Trends & Patterns

- The domestic market accounted for the largest share of respondents who visited the region (81.3%) between January and June 2024, while the overseas market made up 18.7% of visitors. This can be seen in Figure 1.
- Figure 2 indicates that 19.5% of overseas travellers to the Weskus originated from Germany. The Netherlands, which accounted for 14.9% of visitors, and the UK, with 13.5% of visitors, followed as the region's second and third top overseas source markets.
- The largest share of domestic travellers to the region originated from the Western Cape (78.5%), confirming that the Weskus is a popular tourism destination for local visitors. This can be seen in Figure 3. Gauteng, KwaZulu-Natal, and the Northern Cape followed as the other leading provinces to the region.

FIGURE 1: OVERSEAS AND DOMESTIC VISITORS, JAN–JUN 2024

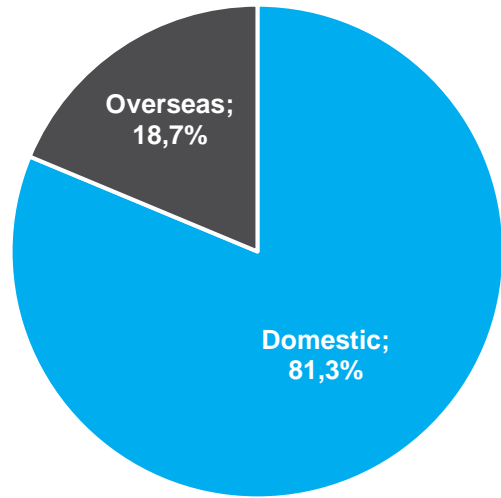


FIGURE 2: ORIGIN OF OVERSEAS VISITORS, JAN–JUN 2024

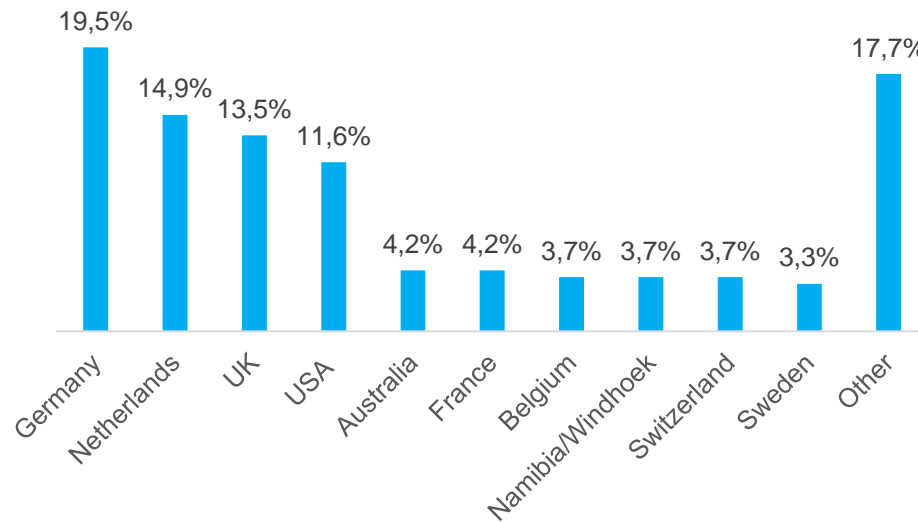
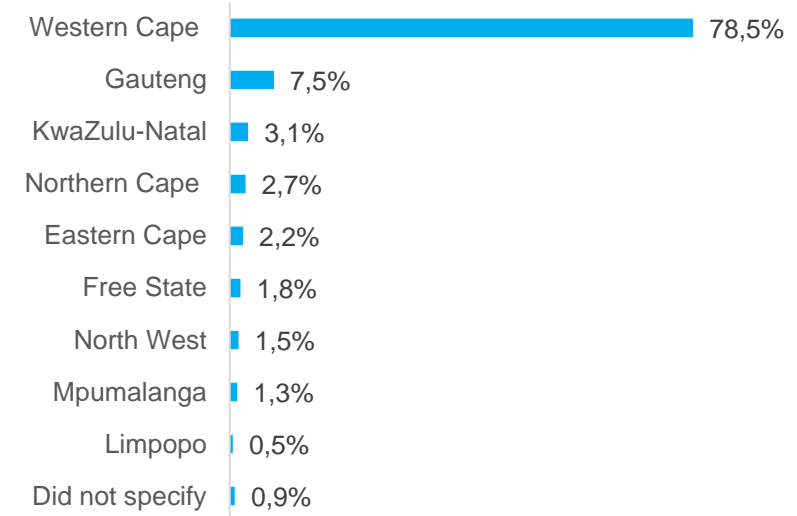


FIGURE 3: ORIGIN OF DOMESTIC VISITORS, JAN–JUN 2024



3. Weskus Tourism Visitor Trends & Patterns

- Figure 4 shows that the Weskus was mainly visited by those in the age groups 36–50 and 51–70 years, ranked as the most popular age categories among visitors to the Weskus.
- The largest proportion of visitors travelled to the region in pairs or on their own, followed by 9.1% who travelled in groups of five or more. This can be seen in Figure 5.
- Just over half of visitors (50.1%) preferred to use their own mode of transport, as indicated in Figure 6. This could largely be attributed to the dominant share of local visitors (78.5%) to the region. Rented cars (used by 10.6% of visitors) were the second most popular form of transport. Additional transport options in the “other” category included long-distance buses, mini-bus taxis, and shuttle services.

FIGURE 4: AGE GROUP OF VISITORS, JAN–JUN 2024

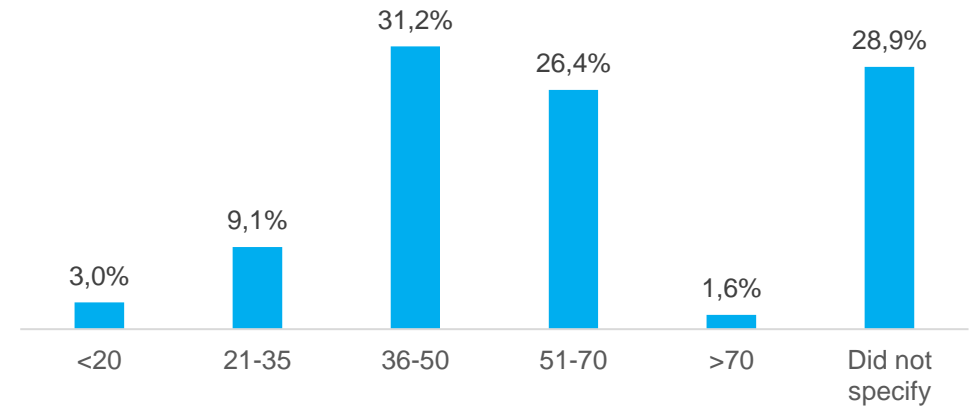


FIGURE 5: TRAVEL GROUP SIZE, JAN–JUN 2024

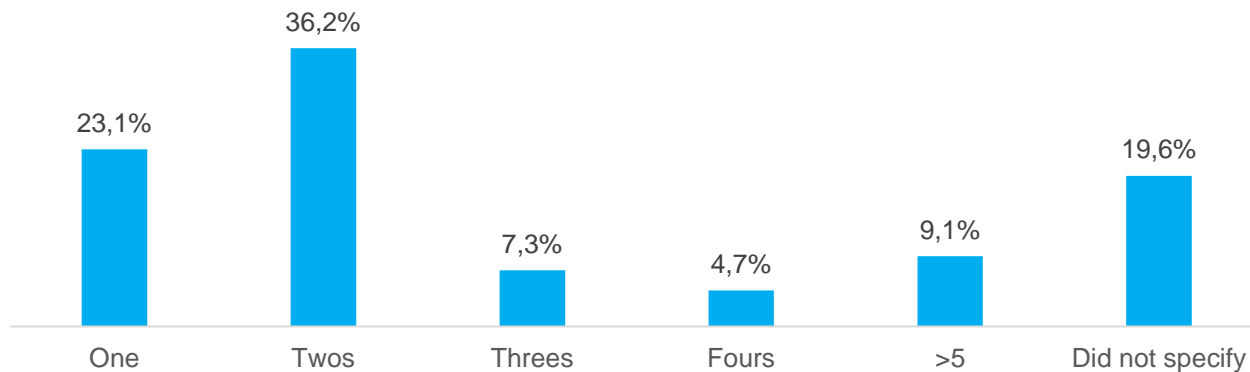
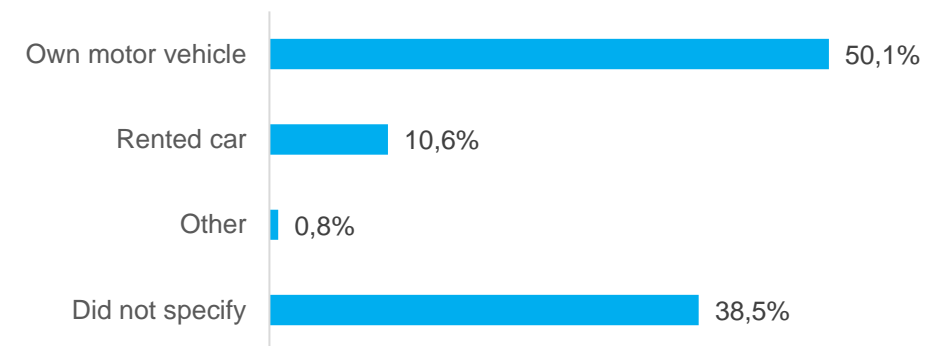


FIGURE 6: MODE OF TRANSPORT, JAN–JUN 2024



3. Weskus Tourism Visitor Trends & Patterns

- Over 90% of visitors travelled to the Weskus for holiday purposes and around 2.3% travelled for business and visiting friends and relatives (respectively), as shown in Figure 7.
- Figure 8 illustrates that around 68.5% of visitors took day trips to the Weskus, whereas 31.5% stayed overnight. Of those who indicated overnight stays, two nights were the most popular, with 43.9% of visitors staying for this length of time.
- Figure 9 also shows that 22.9% stayed in the region for one night, and 13.5% visited for seven nights and more.

FIGURE 7: MAIN PURPOSE OF VISIT, JAN–JUN 2024

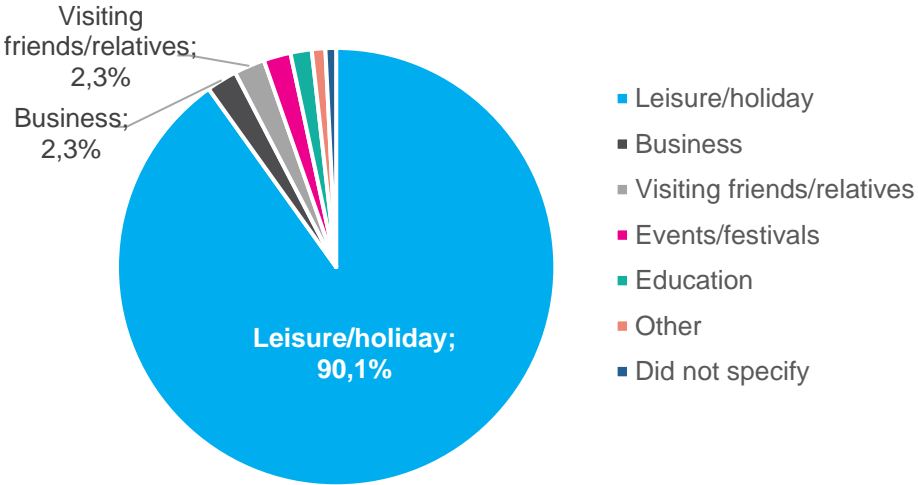


FIGURE 8: OVERNIGHT AND DAY VISITORS, JAN–JUN 2024

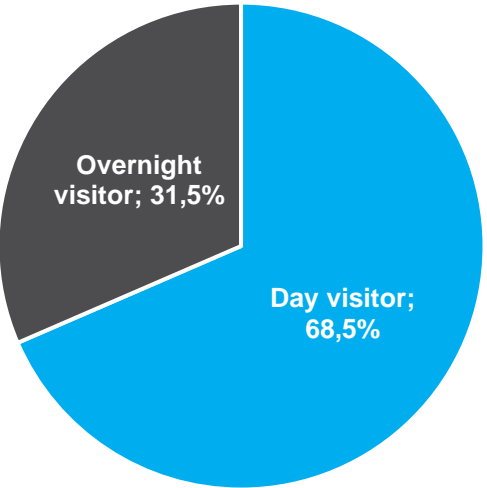
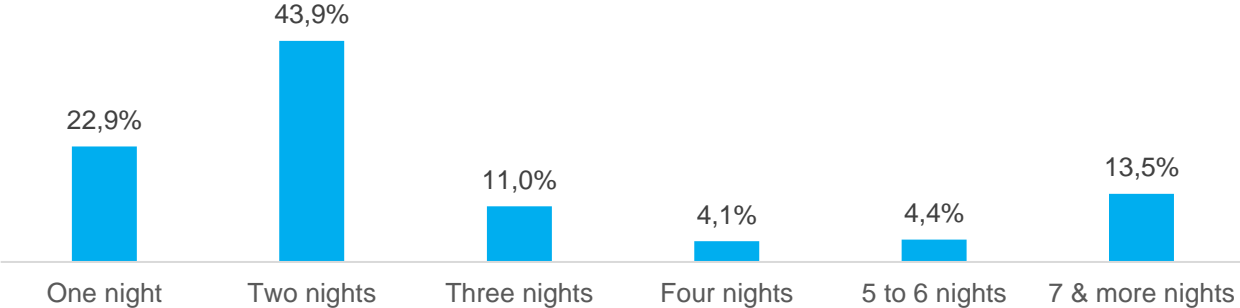
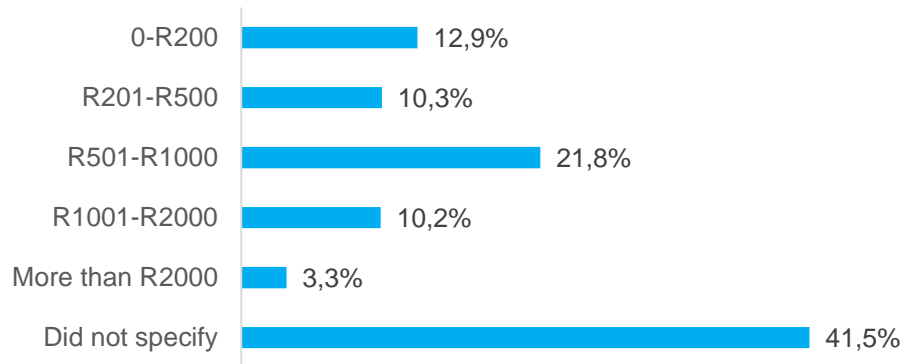


FIGURE 9: AVERAGE LENGTH OF STAY, JAN–JUN 2024



3. Weskus Tourism Visitor Trends & Patterns

FIGURE 10: AVERAGE DAILY SPEND, JAN–JUN 2024



- Figure 10 shows that around 21.8% of visitors to the Weskus spent between R501 and R1000 per day in the region, followed by 12.9% who indicated an average expenditure of 0 – R200. Some 41.5% of respondents did not specify their average daily spending.
- In Figure 11, it can be observed that visitor information centres ranked as the top information source, used by 16.4% of visitors during this period. A share of 15.2% obtained information through word of mouth, while 12.4% of visitors cited the internet as their main tool for information.
- When observing the top activities undertaken in the region, 12.8% of visitors enjoyed the region’s local cuisine, 12.2% explored the region through scenic drives and 11.9% enjoyed local shopping, while 11.3% participated in the local culture/heritage. This can be seen in Figure 12.

FIGURE 11: TOP INFORMATION SOURCES, JAN–JUN 2024

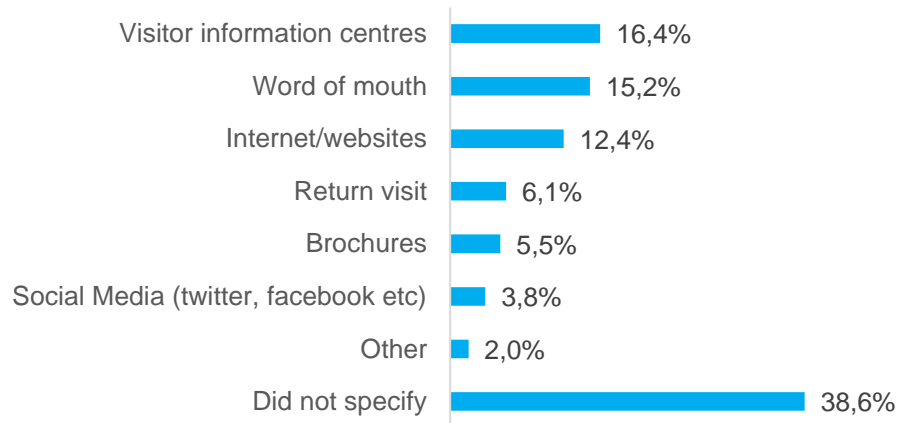
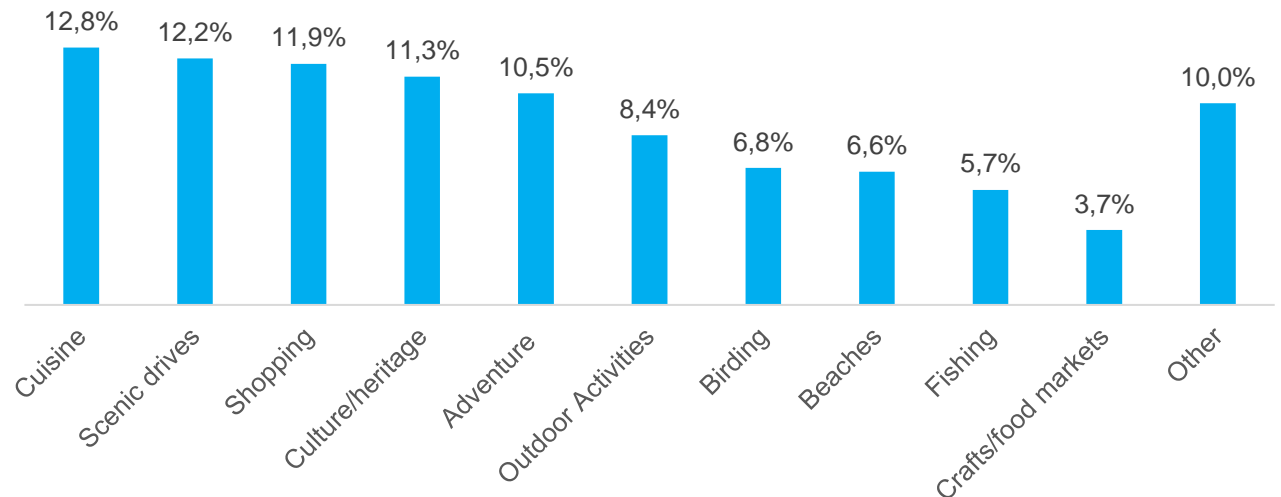


FIGURE 12: TOP ACTIVITIES UNDERTAKEN IN THE WESKUS, JAN–JUN 2024



An aerial photograph of a coastline with mountains and the ocean. The mountains are in the background, and the ocean is in the foreground. The sky is clear and blue.

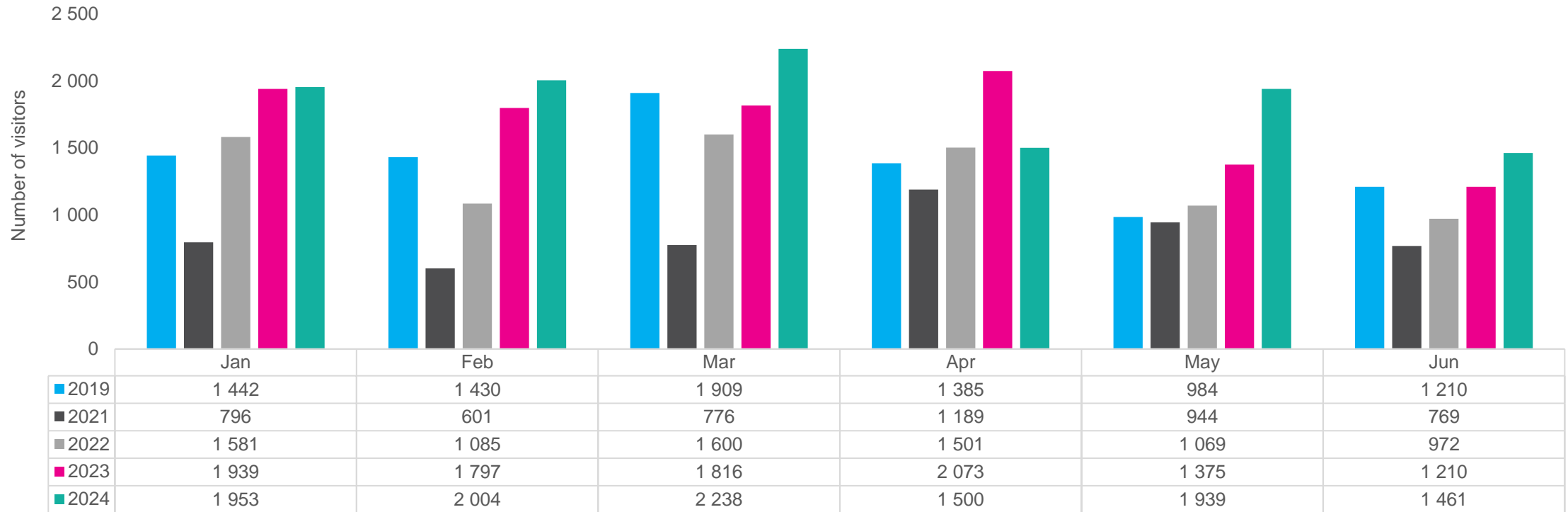
Performance of Weskus Attractions

Period of Review: January–June 2024

4. Weskus Attractions

- !Khwa ttu welcomed a total of 11,095 visitors between January and June 2024, as can be observed in Figure 14. This number represented an increase of 8.7% when compared to the same period in 2023. In relation to the same period in 2019, !Khwa ttu has fully recovered to pre-Covid visitor levels.

FIGURE 14: !KHWa TTU: JAN–JUN 2019–2024

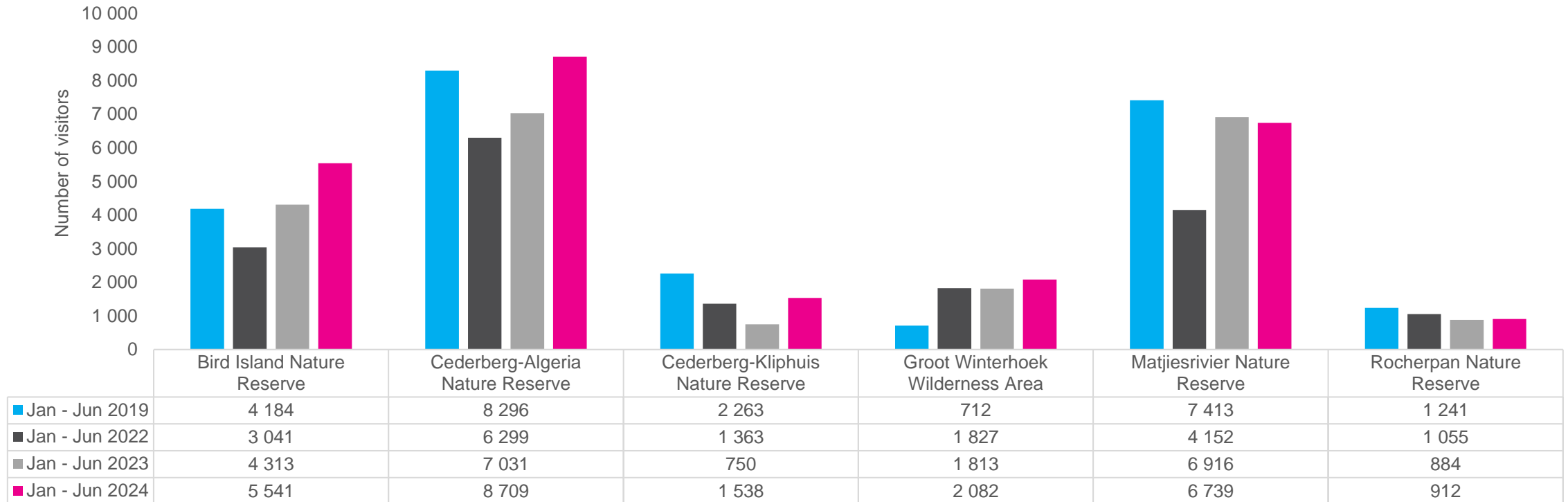


Source: !Khwa ttu, 2024

4. Weskus Attractions Continued:

- Collectively, the six Cape Nature reserves based in the Weskus region welcomed a total of 25,521 visitors between January and June 2024. This number represented an increase of 17.6% when compared to the same period in 2023 (Jan–Jun).
- For the period Jan–Jun 2024, the best performing nature reserves with respect to visitor volume were Cederberg-Algeria, Majjesrivier, and Bird Island. In relation to the same period in 2019, Bird Island, Cederberg-Algeria, and Groot Winterhoek Wilderness Area fully recovered for the period under review.

FIGURE 15: PERFORMANCE OF CAPE NATURE RESERVES IN THE WESKUS: JAN–JUN 2019–2024



5. Acknowledgements

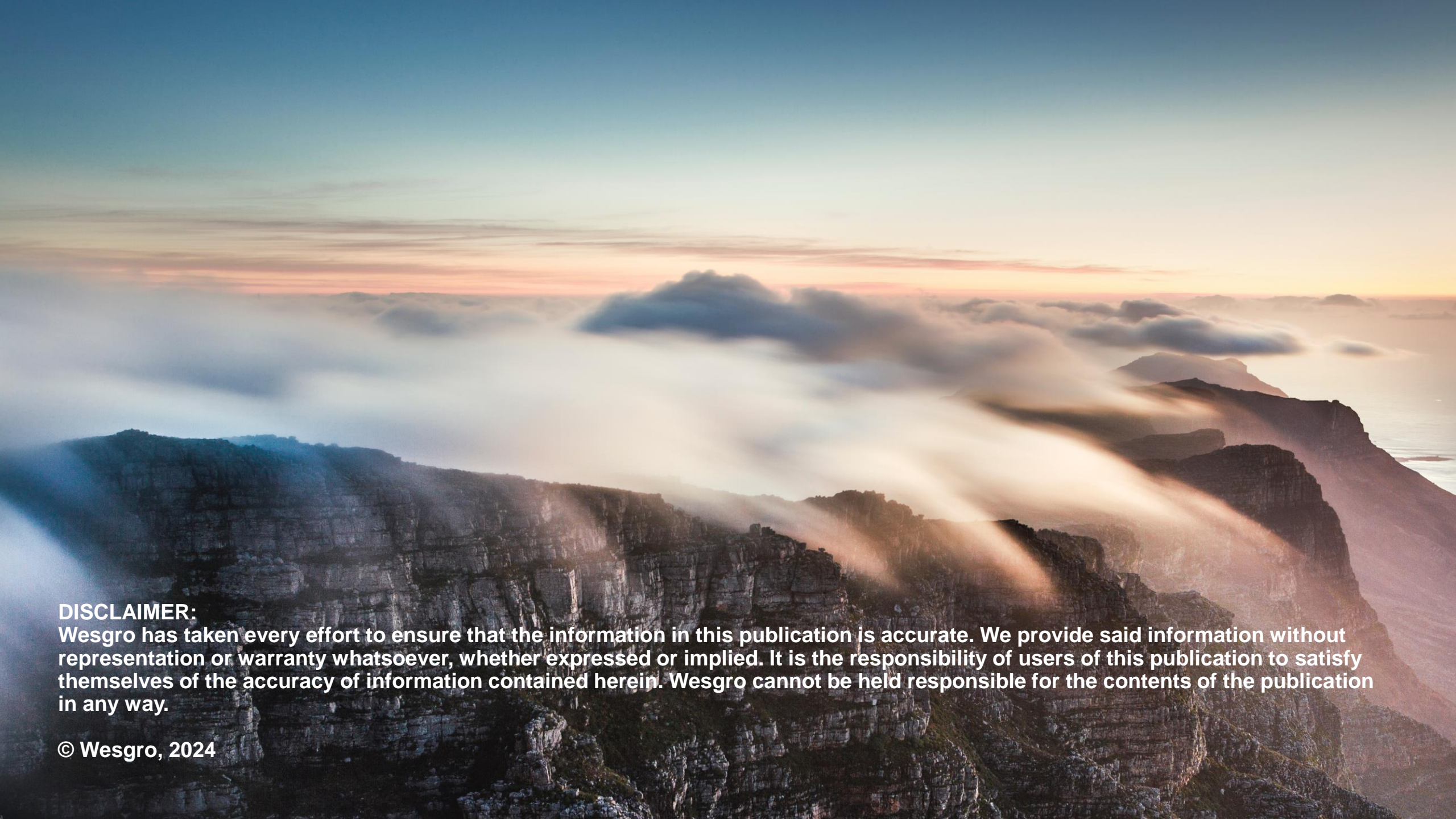
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The participating local tourism offices in the Weskus:

Darling Tourism
Piketberg Tourism
Porterville Tourism
Velddrif Tourism
Vredendal Tourism
Yzerfontein Tourism
Lamberts Bay Tourism
Riebeeck Valley Tourism and
Malmesbury Tourism.

The participating attractions in the Weskus:

!Khwa ttu
Bird Island Nature Reserve
Cederberg-Algeria Nature Reserve
Cederberg-Kliphuis Nature Reserve
Groot Winterhoek Wilderness Area
Matjiesrivier Nature Reserve and
Rocherpan Nature Reserve.



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