



# Golf Tourism Trends in the Western Cape 2024

# Table of Contents

1. Overview of golf tourism in South Africa and the Western Cape
2. Origin of Golf Tourists in the Western Cape: Top International Markets
3. Origin of Golf Tourists in the Western Cape: Top Domestic Markets
4. Popularity & Motivation for Golf Tourism in the Western Cape
5. Accommodation & Transportation Needs for Golf Tourists in the Western Cape
6. Length of Stay & Average Daily Spend by Golf Tourists in the Western Cape
7. Golf Tourist Preferences & Interests in the Western Cape
8. Tourist Recommendations for Golf Tourism in the Western Cape
9. Top Golf Courses in The Western Cape
10. List of Sources

# Golf Tourism Trends in the Western Cape

## Survey Results & Analysis: 2024

The objective of the golf tourism trends survey was to determine the performance of golf tourism in the Western Cape.

In the first quarter of 2024 Wesgro's Research Team circulated this survey on LinkedIn.

A total of 88 responses were received. Microsoft Forms was used as the primary tool to gather findings.



# 1. Overview of Golf Tourism in South Africa & the Western Cape

- Golf tourism refers to trips taken by individuals for the purpose of travelling for playing golf.
- In South Africa there are currently 414 golf courses with 66 located in the Western Cape (GISA,2024). What sets golfing in South Africa apart is its favourable climate as well as the country's rich golfing heritage. South Africa is a land that has given rise to legendary players like Bobby Locke who paved the way for Gary Player, Ernie Els and Retief Goosen (Leading Courses, 2024).
- According to an article published by Golf Monthly in 2023, the top 10 golfers from South Africa ranked according to their professional and Major wins are:

	Professional Wins	Major Titles
Gary Player	163	9
Ernie Els	75	4
Bobby Locke	74	4
Retief Goosen	38	2
Louis Oosthuizen	14	1
Charl Schwartzel	16	1
Trevor Immelman	11	1
David Frost	29	0
Brandon Grace	15	0
Tim Clark	12	0

Source: Golf Monthly (2023)

- But it's not just the players; it's also the tournaments and golfing events held across the country that make South Africa and the Western Cape a favourable destination for golf tourists.
- South Africa's golf courses offer an experience like no other and as a result, golf tourism has been gaining momentum, as evident in the travel trends analysed in this report.
- According to Golf in South Africa (GISA), 2024, golf courses in the Western Cape are in high demand and appeal to tourists.
- So, whether you're a seasoned golfer or a novice looking to take up the game, the Western Cape has an outstanding offering as revealed in the findings of this report.

## 2. Origin of Golf Tourists in the Western Cape: Top International Markets

- The international travel market accounted for the largest share of visitors (81%) who travelled to the Western Cape for golf in 2023, while the domestic market made up (19%) of visitors. This can be seen in Figure 1.
- According to an article published by Tourism Update in 2023, "South Africa's traditional international golf markets – Germany, Austria, the UK, Switzerland, the Netherlands, Sweden, and Denmark –have consistently produced the largest volumes of tourists whose primary purpose is to play golf".
- Figure 2 shows the top 5 international source markets for golf tourism in the Western Cape as highlighted by respondents in the survey shared.
- Germany and the UK (16%) had an equal share as the leading source markets for golf tourists to the Western Cape, with the United States (13%) in third position. Switzerland was in fourth position (11%) and Sweden (8%), and the Netherlands (8%) tied for joint fifth place.

Figure 1: Origin of Golf Tourists Travelling to the Western Cape (2023)

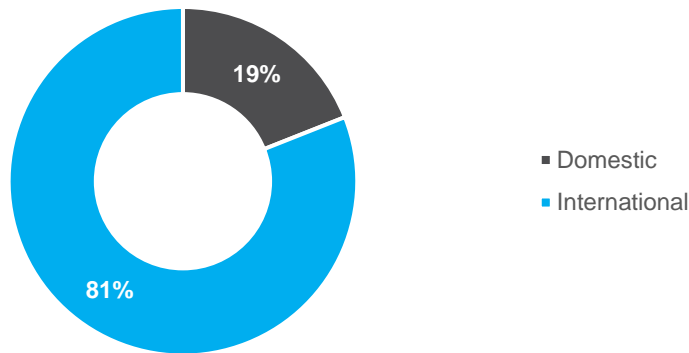
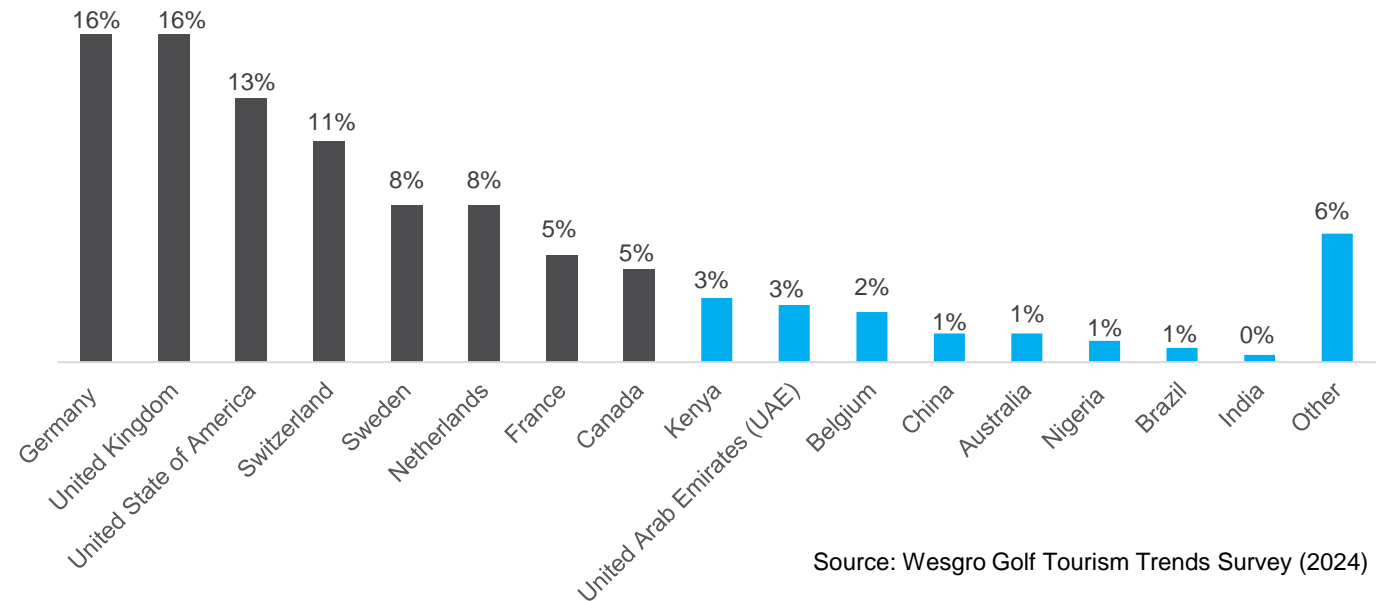


Figure 2: Top 5 International Source Markets Travelling for Golf Tourism in the Western Cape (2023)



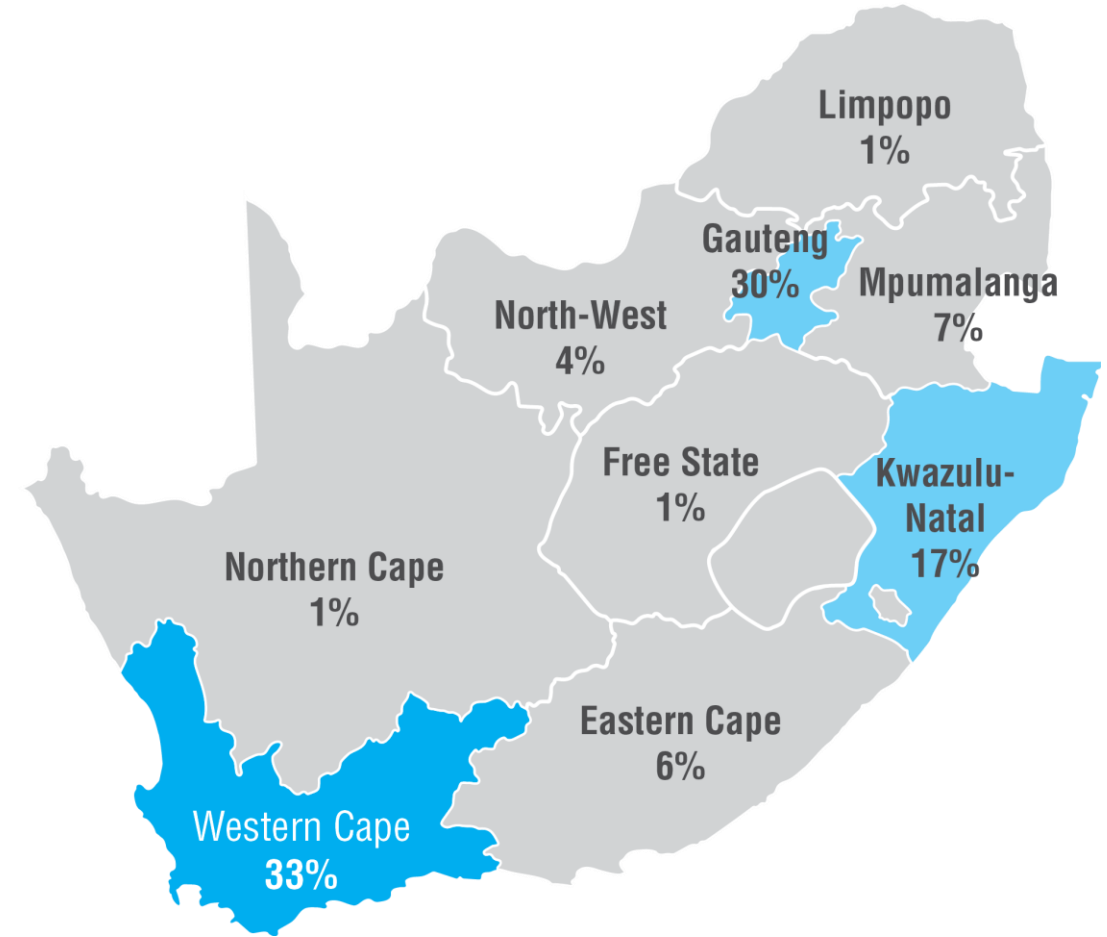


### 3. Origin of Golf Tourists in the Western Cape: Top Domestic Market

- All nine South African provinces have an interest in golf and golf travel. According to an article published by Tourism Update in 2024, the country has an estimated 129 000 registered golfers.
- The top domestic markets were led by locals from the Western Cape (33%) and travellers from Gauteng (30%). The major cities of Johannesburg and Cape Town increasingly benefit from the excellent air connectivity, providing easy access to golf courses and facilitating close interaction between the two provinces.
- Kwa-Zulu Natal (17%) ranked as the third largest source province for domestic golf tourists to the Western Cape in 2023.

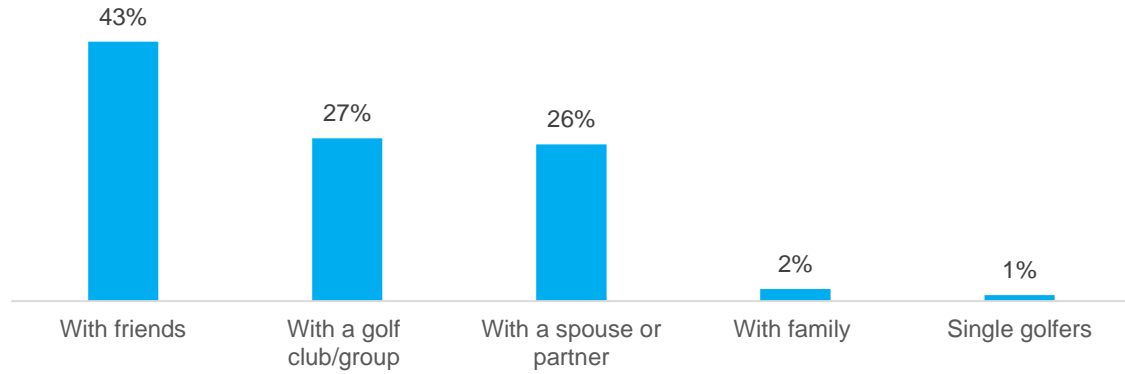


Figure 3: Top 3 Domestic Source Markets Travelling for Golf to the Western Cape (2023)



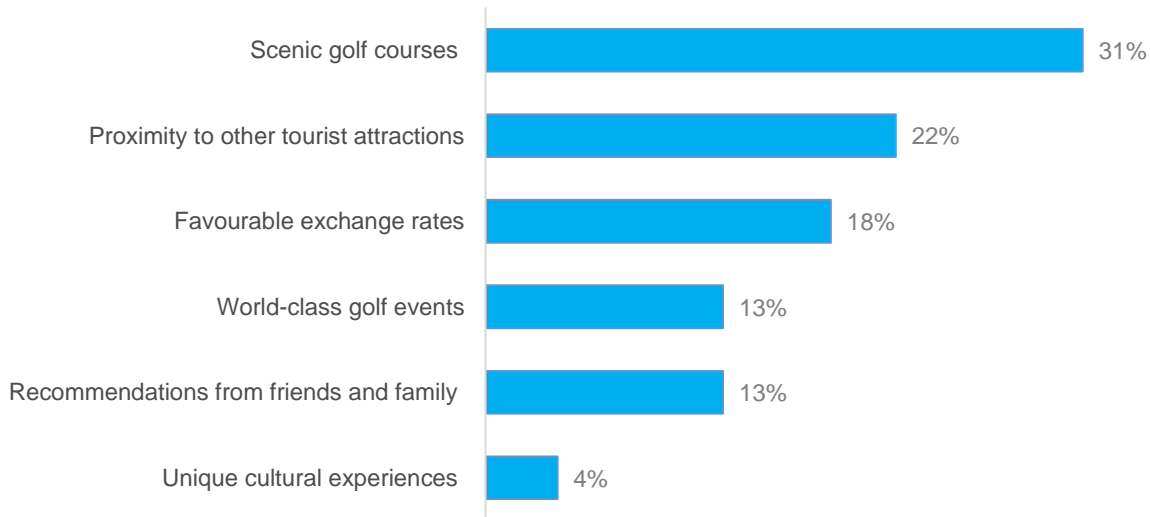
# 4. Popularity & Motivation for Golf Tourism in the Western Cape

Figure 4: Most Popular Type of Golf Trips Taken into the Western Cape (2023)



- Golf is considered a leisure sport and as a result the most popular type of golf trips that were taken in the Western Cape were by group travellers, with friends (43%) holding the highest share. This was followed by those travelling with Golf Clubs (27%) or with a spouse or partner (26%). This can be seen in Figure 4.
- The key motivations for travel to the Western Cape as highlighted by survey respondents, include the province’s scenic golf courses (31%) as well as the proximity to other tourist attractions (22%), the country’s favorable exchange rate (18%), world-class golf events (13%) as well as recommendations by friends and family (13%). This can be seen in Figure 5.

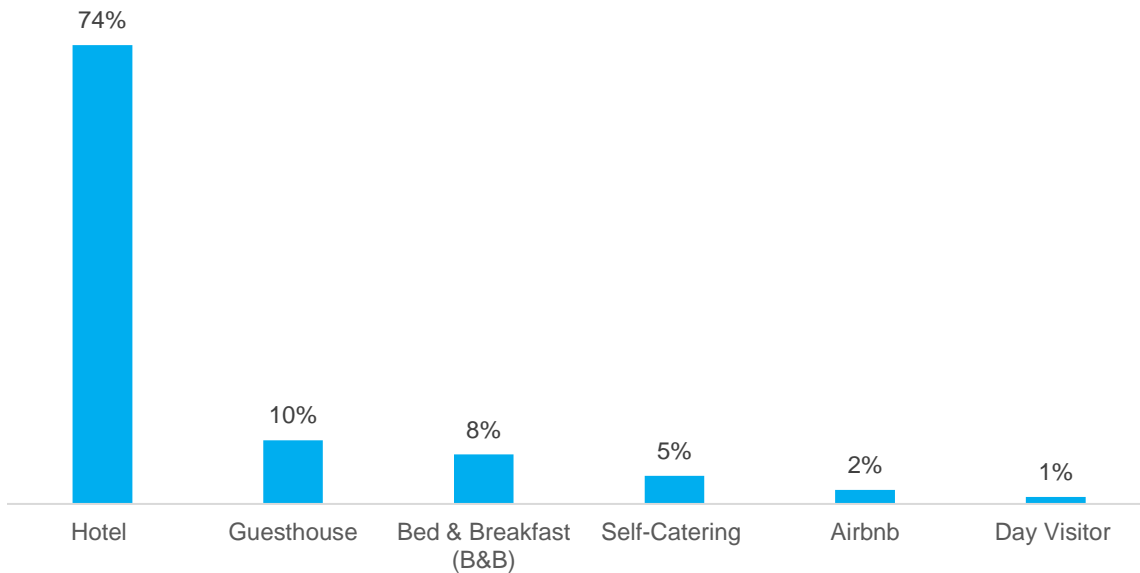
Figure 5: What are the Key Motivations for Golf Tourists to Travel to the Western Cape (2023)



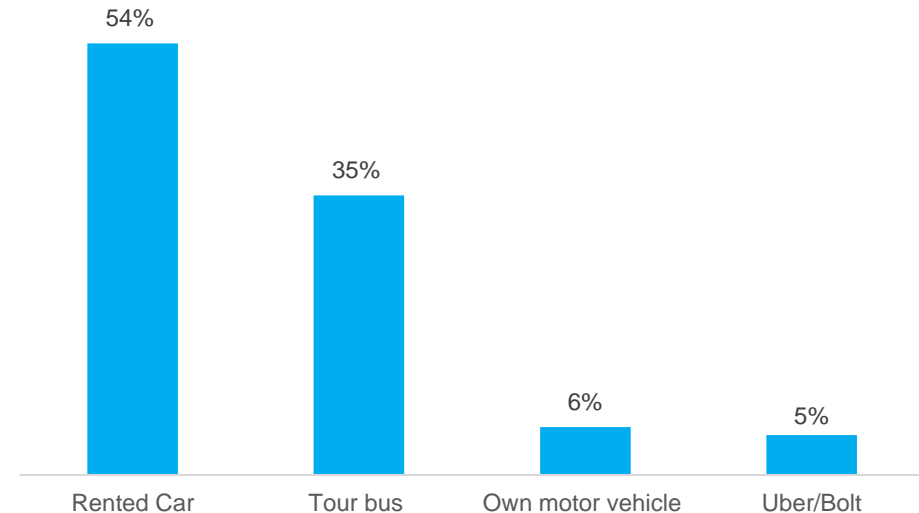
# 5. Accommodation & Transportation Needs for Golf Tourist's in the Western Cape

- Figure 6 shows the types of accommodation used by golf tourists in the Western Cape. Highly favoured were hotels (74%), followed by Guest houses (10%), and B&B's (8%). Travellers throughout the many niche areas are looking for quality experiences and this is evident in their choice of accommodation.
- Understanding the specific accommodation needs and preferences of tourists is important for modifying and improving the appeal of multiple types of accommodation in the province. By gaining detailed insights into these preferences, businesses can better meet the needs of travellers, ultimately leading to an increase in bookings and overnight stays in the Western Cape.
- Figure 7 illustrates the most common modes of transport preferred by golf tourists in the Western Cape. Over 50% of golf tourists opted to use rented cars while 35% opted for tour buses.

**Figure 6: Type of Accommodation Establishments Used by Golf Tourists in the Western Cape (2023)**



**Figure 7: Most Common Mode of Transport Used by Golf Tourists in the Western Cape (2023)**



Source: Wesgro Golf Tourism Trends Survey (2024)



## 6. Length of Stay & Average Daily Spend by Golf Tourists in the Western Cape

- The majority of golf tourists were highlighted as overnight visitors with the highest length of stay being four to seven days (51%), followed by eight to fourteen-day travellers (36%). This can be seen in Figure 8.
- Looking at the average daily spend, it was seen that 39% of golf tourists spend an average of R3000 to R5000 daily, as shown in Figure 15. This was followed by 35% of golfers who indicated that they spent between R1000 to R2000 daily.

Figure 8: Length of Stay by Golf Tourists in the Western Cape (2023)

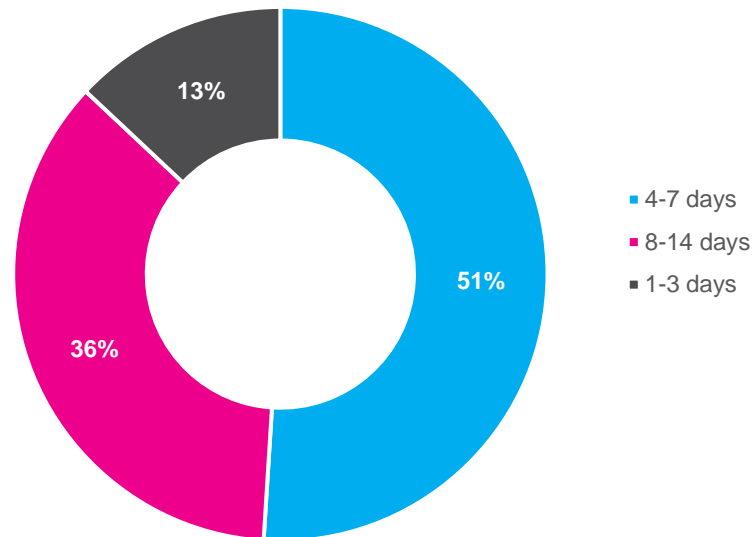
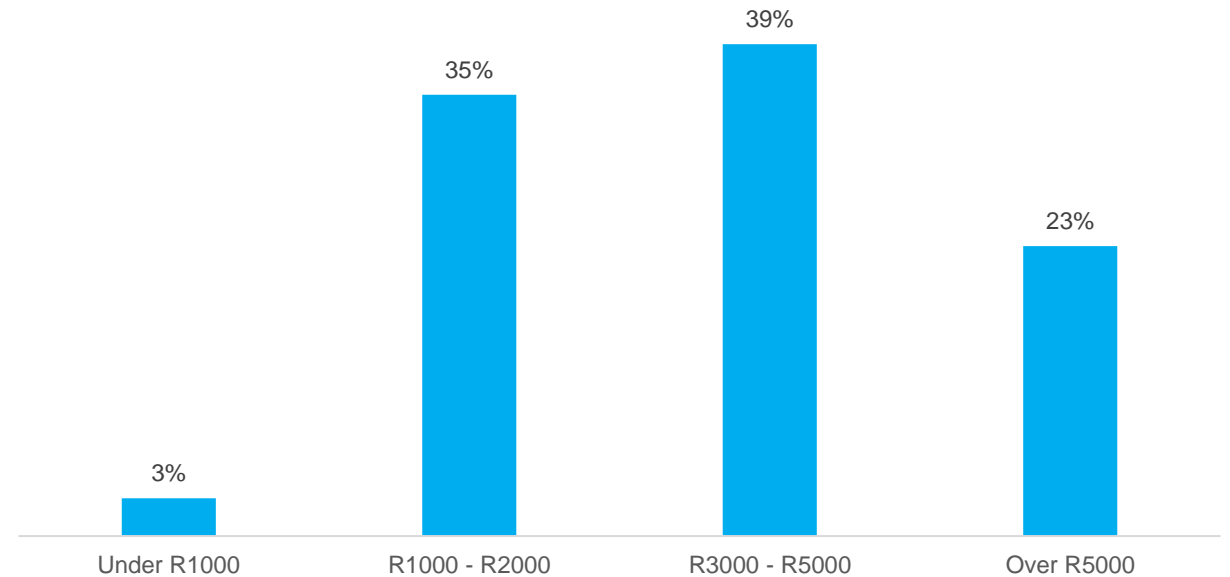


Figure 9: Average Daily Spend in the Western Cape by Golf Tourists (2023)



# 7. Golf Tourist Preferences & Interests in the Western Cape

- The golf courses of Cape Town and the Western Cape are truly a golfer's paradise. From championship layouts designed by renowned architects to hidden coastal gems, there's a course for every golfer's preference.
- Figure 10 shows the preferred types of golf courses favoured by golf tourists in the Western Cape. The findings of the study show that golfers to the Western Cape had no set preference and enjoyed a mix of both championship or resort golf courses (64%).
- The golf travel market has experienced significant growth in recent years, with more and more people actively seeking out golfing vacations and travel experiences. The market has seen a surge in demand as golfers look to combine their passion for the sport with leisure and relaxation. The findings in Figure 11 support this statement, with respondents showing that the interest in golf tourism has surged substantially with 74% of respondents stating that the interest in golf tourism has increased.

Figure 10: Type of Golf Courses Preferred by Golf Tourists in the Western Cape (2023)

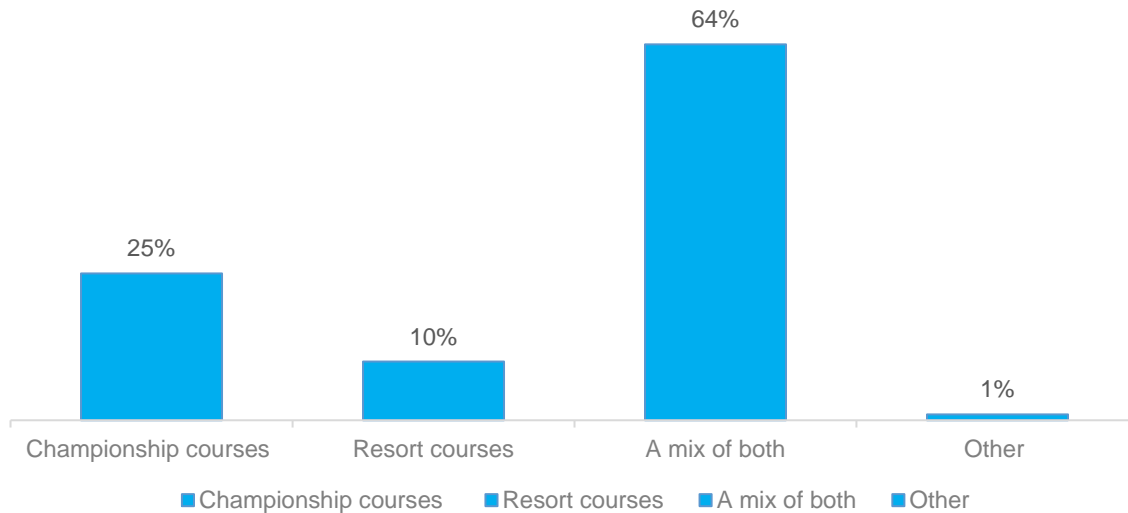
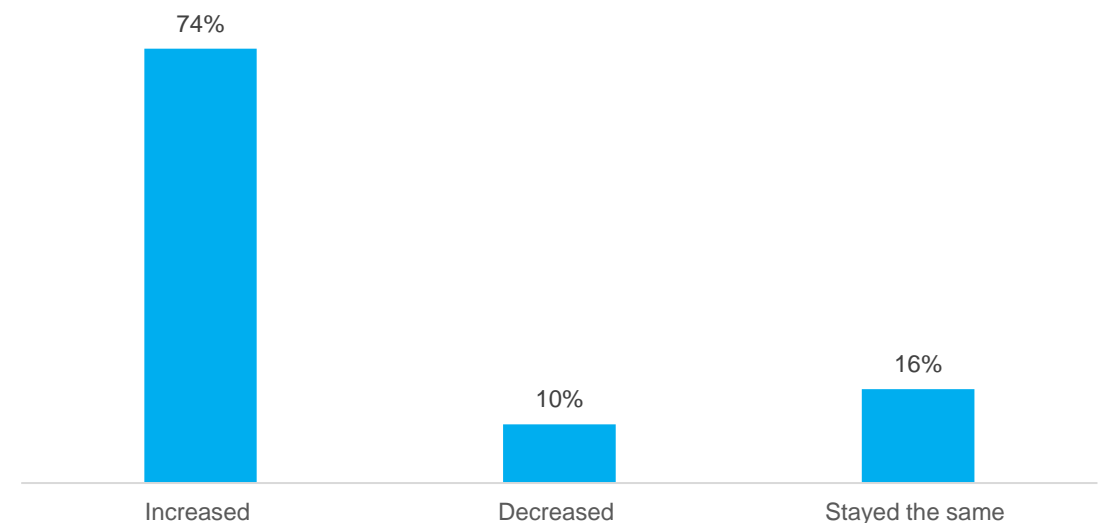


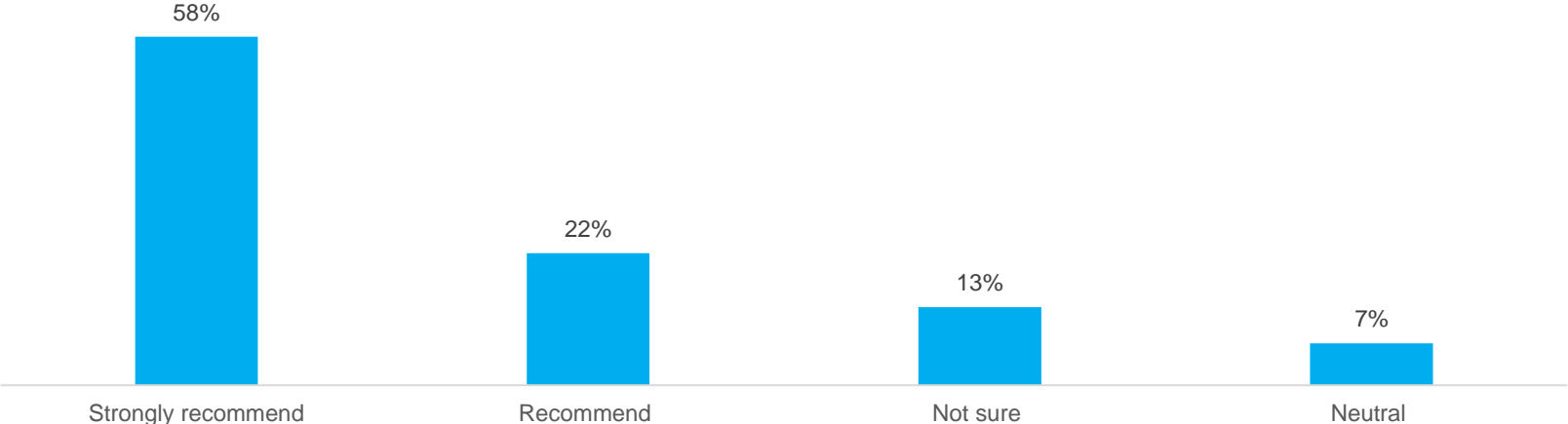
Figure 11: Has Interest in Golf Tourism Increased or Decreased in the Past 12 Months (2023)



# 8. Tourist Recommendations for Golf Tourism in the Western Cape

- According to South African Tourism (SAT 2024), “The first recorded golf game in South Africa was in Cape Town in 1885 and golfers from around the world are continuously impressed by the standard of the courses they play and it’s no surprise too as South Africa has some of the best in the Southern Hemisphere”.
- Golfers strongly recommend travel to the Western Cape for golf tourism. Recommendations by golf tourists are extremely positive and it shows in the survey results in Figure 12.

Figure 12: Recommendations by Golf Tourists for Travel to the Western Cape (2023)





# Top 10 Golf Courses in the Western Cape

# 9. Top Golf Courses in the Western Cape

- The following golf courses are the top 10 rated golf courses in the Western Cape according to Leading Courses (2024). Leading Courses is a golf booking platform that provides information to the golfing community.
- These golf courses have been played and reviewed by Leading Courses users. Based on their reviews these 10 are rated as the best golf courses in Western Cape.





# 10. List of Sources

- Wesgro Golf Tourism Survey (2024). *Golf Tourism Trends in the Western Cape 2024*.
- Golf Monthly (2023). *10 Of The Best South African Golfers Of All Time*. <https://www.golfmonthly.com/features/the-game/best-south-african-golfers-of-all-time-185668>
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- Tourism Update (2024). *Industry swings hard for golf tourism*. [Industry swings hard for golf tourism | Southern & East African Tourism Update](https://www.tourismupdate.co.za/article/industry-swings-hard-for-golf-tourism)
- Leading Courses (2024). *Top 10 golf courses in the Western Cape* . <https://www.leadingcourses.com/region/africa+south-africa+western-cape/top>

An aerial photograph of a coastline. In the foreground, the ocean is a deep blue with white foam from a boat's wake. The middle ground shows a wide beach and a town. In the background, there are several large, rugged mountains under a clear sky. The overall tone is bright and scenic.

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