district

Cape Winelands October 2024

Executive Summary

This destination sector fact sheet provides key trade- and investment-related statistics for the Cape Winelands district municipality. Specifically, it provides details about the Cape Winelands district's area, population, and employment; and global trade, investment, and tourism trends. The key highlights are provided below:

Economy

- The Cape Wineland's economy grew by 0.7% y-o-y in 2023, reaching a value of ZAR66.81bn, up from ZAR66.36bn in 2022.
- The Drakenstein local municipality was the largest contributor to the district's output in 2023, accounting for 32.55% of total regional gross valued added (RGVA). Stellenbosch and Breede Valley placed second and third, accounting for 24.07% and 19.49% of GVA respectively.
- Looking at sectors, the finance, insurance, real estate, and business services sector was the largest contributory sector to the district's GVA in 2023, accounting for 27.93% of total output. The wholesale and retail trade, catering, and accommodation sector (with a share of 14.99%), and manufacturing (13.95%) made the second and third largest contributions.
- The total number of employed persons in the district stood at 389,683 in 2003, representing an increase of 5.89% y-o-y, from 368,011 employed in 2022.
- The top-employing sector in 2023 was agriculture, forestry and fishing, which accounted for 19.96% of total employment. This was closely followed by the community, social and personal services sector (19.96%), the finance, insurance and real estate sector (19.54%); and the business services sector (19.32%).

Trade

- Exports from the Cape Winelands amounted to ZAR55.19bn in 2023, representing an increase of 354% y-o-y from ZAR53.30bn earned in 2023. Imports in turn grew by 16.16% y-o-y to a cost of ZAR16.15bn in 2023, up from ZAR13.91bn incurred in 2022.
- The Netherlands was the top destination market for the district's exports in 2023, at a value of ZAR7.59bn. The United Kingdom, which received exports valued at ZAR6.01bn, and China (ZAR5.03bn), ranked second and third.
- China led as the district's top import source market in 2023, having imported goods at a cost of ZAR2.89bn. It was followed by Thailand (with imports valued at ZAR2.86bn) and Germany (ZAR1.04bn).
- With regard to products, citrus fruit was the district's top export product category in 2023, having earned ZAR9.47bn in that year. Rice was the district's top import product in 2023, at a cost of ZAR2.95m.

Investment

- According to Foreign Direct Investment (FDI) Intelligence, the Cape Winelands district attracted 13 FDI projects valued at ZAR7.21bn from January 2014 to December 2023.
- Outward FDI projects numbered at 29, with a cumulative value of ZAR10.98bn between January 2014 and December 2023.

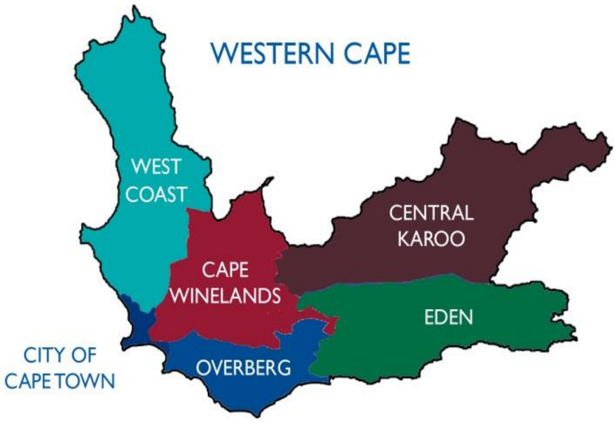
Tourism

- Between January and December 2023, a sample of 587,516 domestic visitors and 3,106 international tourists were surveyed regarding their time spent in the Cape Winelands.
- Within the domestic data set, 442,018 were from the City of Cape Town, whereas the international sampled tourists numbered 602 from the United States and 331 from the United Kingdom.

1. Area

The Cape Winelands district is situated next to the Cape Metropolitan area and is landlocked by the neighbouring West Coast and Overberg regions, as seen in Figure 1. The Cape Winelands covers an area of 21,473.40 km^2, which constitutes 17% of the Western Cape's total area. It is the second most populated area in the Western Cape, with an estimated population of 871,185 people in 2023.

Figure 1: District municipalities within the Western Cape



The district has five local municipalities, namely the Stellenbosch, Drakenstein, Witzenberg, Breede Valley and Langeberg municipalities (see Figure 2). Major towns include Ceres, Franschhoek, Paarl, Robertson, Stellenbosch, and Worcester.

In terms of economic activity, the region has an extensive agricultural industry that is mostly rural. However, several towns, like Worcester, Paarl and Stellenbosch, function as highly developed nodes. The region's beautiful scenery, with its mountains, valleys, and wine and fruit estates, attracts large numbers of local and foreign tourists.

Figure 2: Cape Winelands' municipalities

2. General Information

Table 1 shows the key indicators for the Cape Winelands district.

Table 1: Key indicators, Cape Winelands

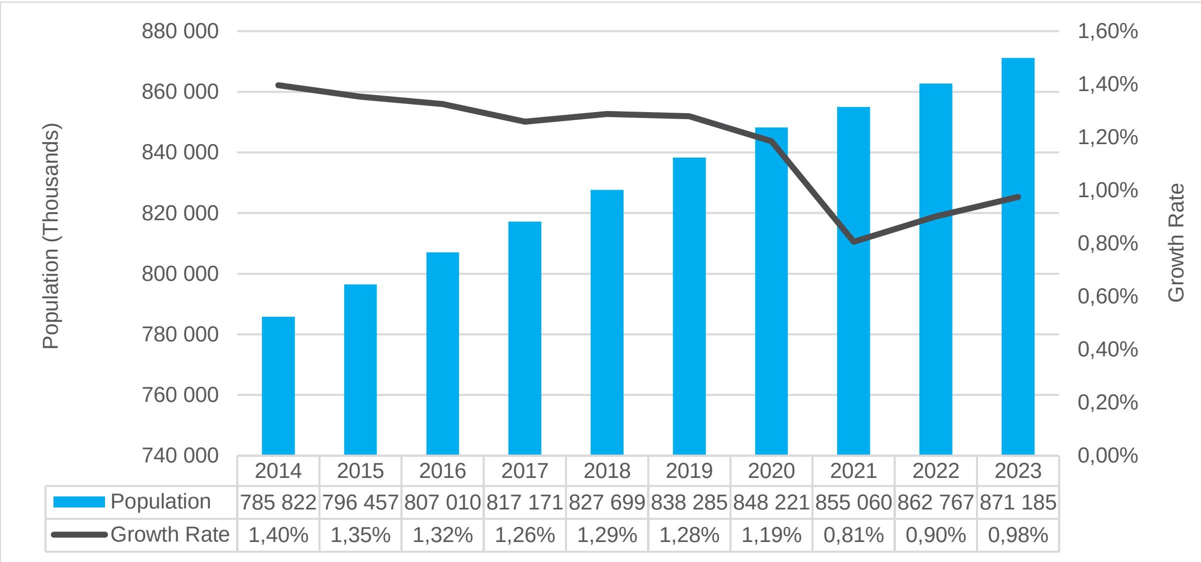
INDICATOR	
Executive Mayor	Ald (Dr) Elna von Schlicht
Population (2023) (estimates)	871, 185
Population racial groups (2023) (estimates)	Coloured (61.40%), Black African (28.56%), White (9.65%) & Indian or Asian (0.38%)
Real RGVA (2023)	ZAR66.81bn
Real RGVA growth (2023)	0.7%
Unemployment rate (2023) (average)	11.57%
Gini Coefficient - current income per capita (2023)	0.56
Functional literacy rate[1] (%) (2023)	65.20
Human Development Index (2023)	0.76

Source: Cape Winelands District Municipality, 2024 ; Quantec, 2024; Stats SA, 2024

2.1. Demographics

The Cape Winelands' population estimates and population growth rate from 2014 to 2023 are illustrated in Figure 3. In 2023, the district's population was estimated at 871,185 people, making the region the second most populated district municipality in the Western Cape after the City of Cape Town. The district accounted for 12% of the Western Cape's population in 2023 and its population is estimated to have grown by an annual average rate of 1.2% over the specified 10-year period.

Figure 3: Cape Winelands' population estimates, 2014-2023



Source: Quantec, 2024

Table 2 shows the demographic breakdown of the population groups in the Cape Winelands. In 2022, the coloured population represented the largest group, accounting for 61.40% of the total population, followed by black Africans (28.56%) and whites (9.65%).

[1] The Functional Literacy Rate of the population is the percentage of persons aged 20 years and above with the highest level of education grade 7 and higher.

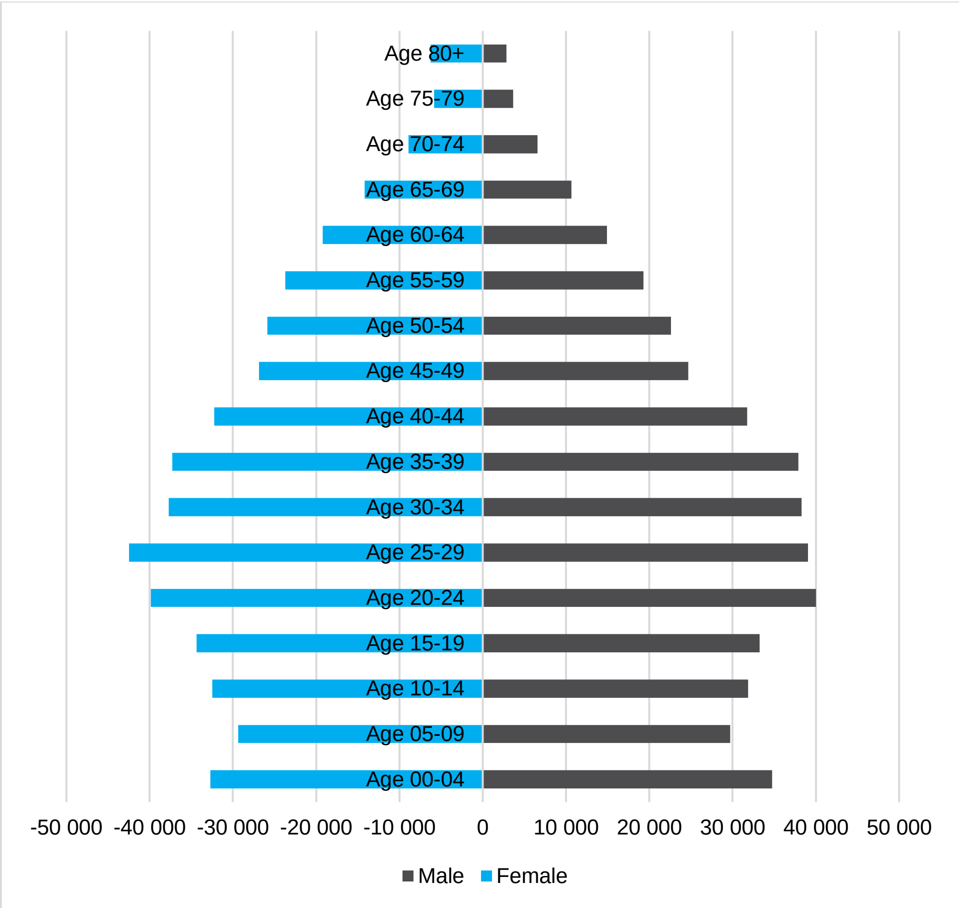
Table 2: Population breakdown according to groups, Cape Winelands, 2022–2023

GROUP	2022	2023	% SHARE, 2023	% CHANGE, 2022-2023
Coloured	529 960	534 939	61.40%	0.94%
Black African	244 615	248 827	28.56%	1.72%
White	84 918	84 088	9.65%	-0.98%
Asian/Indian	3 274	3 332	0.38%	1.77%
TOTAL	**862 767**	**871 185**	**100.00%**	**0.98%**

Source: Quantec, 2024

The graph in Figure 4 indicates the population of the Cape Winelands district according to gender and age in 2023. The data shows that most of the population is young and that the size of the cohorts tends to decrease the older the age group becomes.

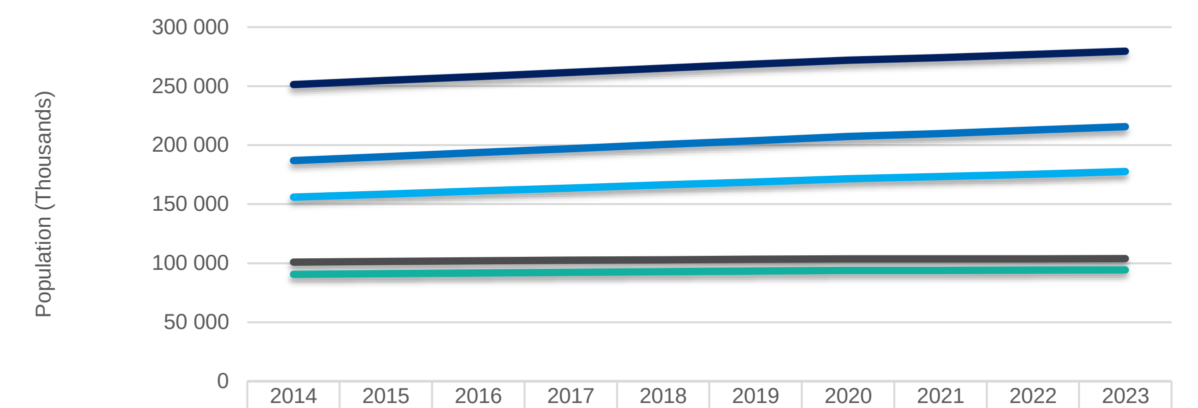
Figure 4: Population estimates according to age & gender, Cape Winelands, 2023



Source: Quantec, 2024

The population figures for each local municipality in the Cape Winelands district for the period 2014 to 2023 is illustrated in Figure 5. The Drakenstein and Stellenbosch municipalities rank as the two most populated local municipalities.

Figure 5: Population estimates of local municipalities, Cape Winelands, 2014–2023

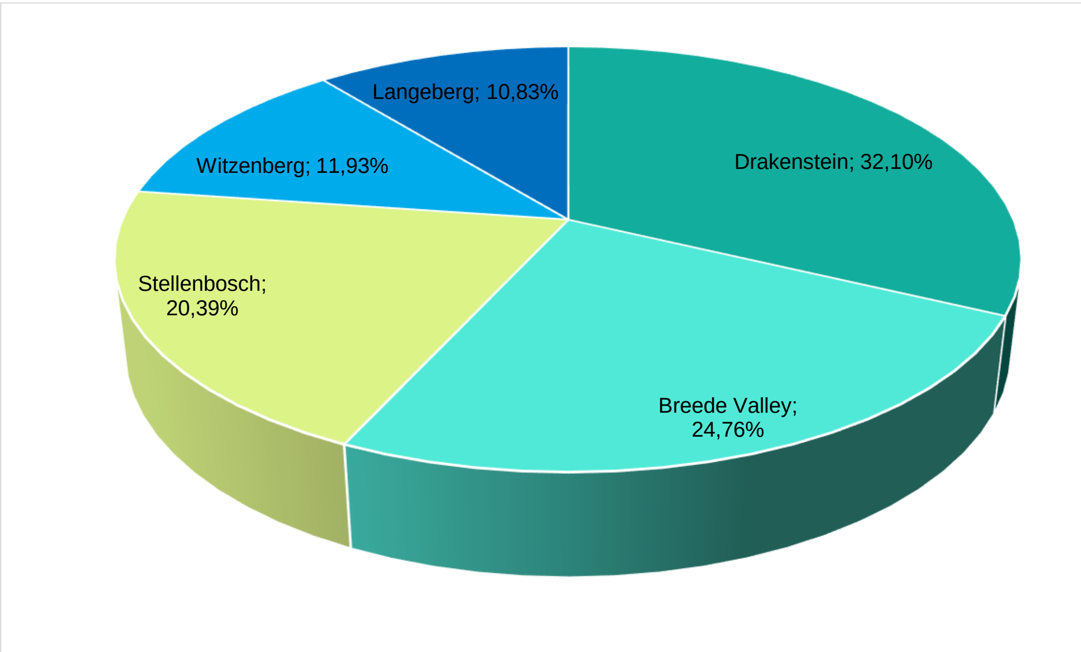


	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Drakenstein	251 361	254 819	258 281	261 660	265 159	268 660	271 955	274 226	276 814	279 628
Breede Valley	186 969	190 357	193 725	197 072	200 524	203 978	207 278	209 854	212 687	215 675
Stellenbosch	156 008	158 630	161 249	163 708	166 257	168 893	171 430	173 370	175 427	177 675
Witzenberg	100 919	101 495	102 029	102 478	102 950	103 409	103 761	103 732	103 778	103 893
Langeberg	90 565	91 154	91 726	92 254	92 809	93 345	93 796	93 878	94 062	94 314

Source: Quantec, 2024

In Figure 6, the sub-regional breakdown of the population in the Cape Winelands district in 2023 is shown. The largest proportion of the population (32.10%) lives in the Drakenstein municipality, followed by those living in Breede Valley (24.76%) and in Stellenbosch (20.39%).

Figure 6: Population breakdown by sub-region, Cape Winelands, 2023

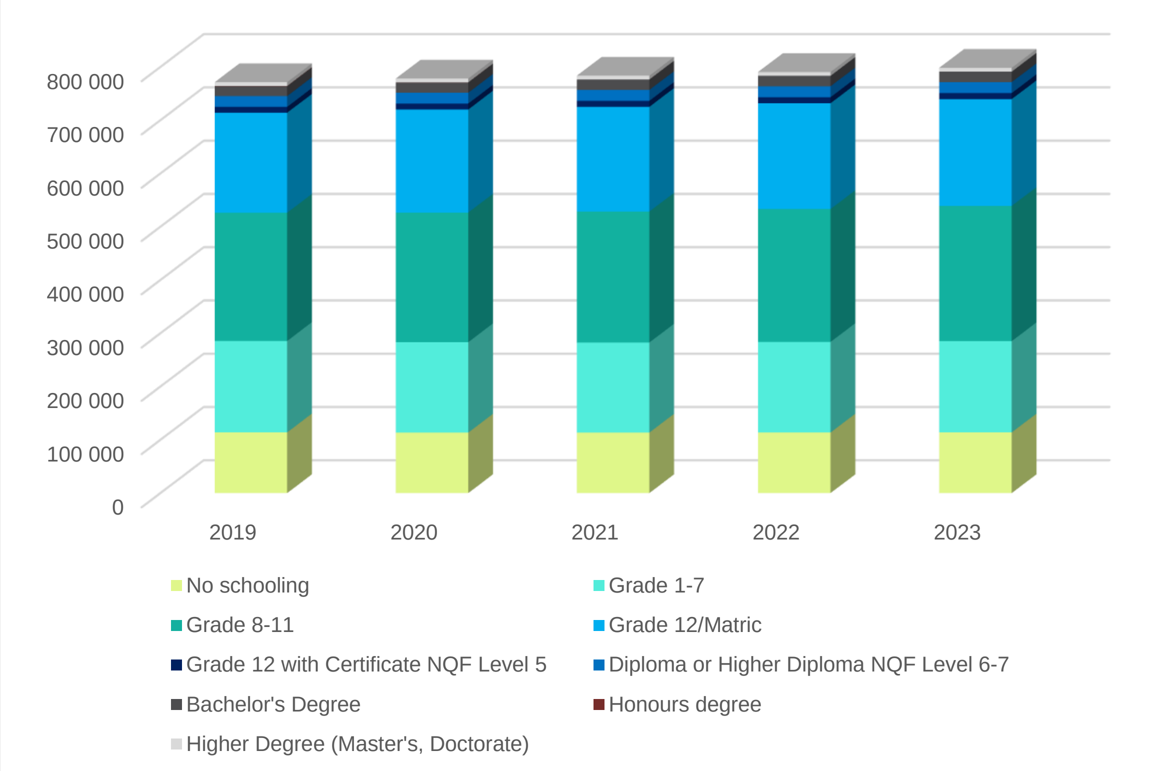


Source: Quantec, 2024

2.2 Education

Figure 7 presents the levels of education held by those living in the Cape Winelands district. The data indicates that approximately 23.02% of the people living in the Cape Winelands district had a matric (Grade 12) qualification in 2023. Some 13.08% of the population had no schooling in 2023, and those with bachelor's, master's and higher education degrees constituted only 3.07% of the population.

Figure 7: Levels of education in Cape Winelands, 2019–2023



Source: Quantec, 2024

Note: Data is from the REDU—Persons' level of education by gender, population group and age group at 2016 local municipality/ward-based metro region level

2.3 Employment

Table 3 provides a snapshot of employment figures in the Cape Winelands district in 2023. The unemployment rate in in the district stood at 11.57% in 2023, with 621,368 people employed from a working-age population of 871, 185 people.

Table 3: Employment indicators, Cape Winelands, 2023

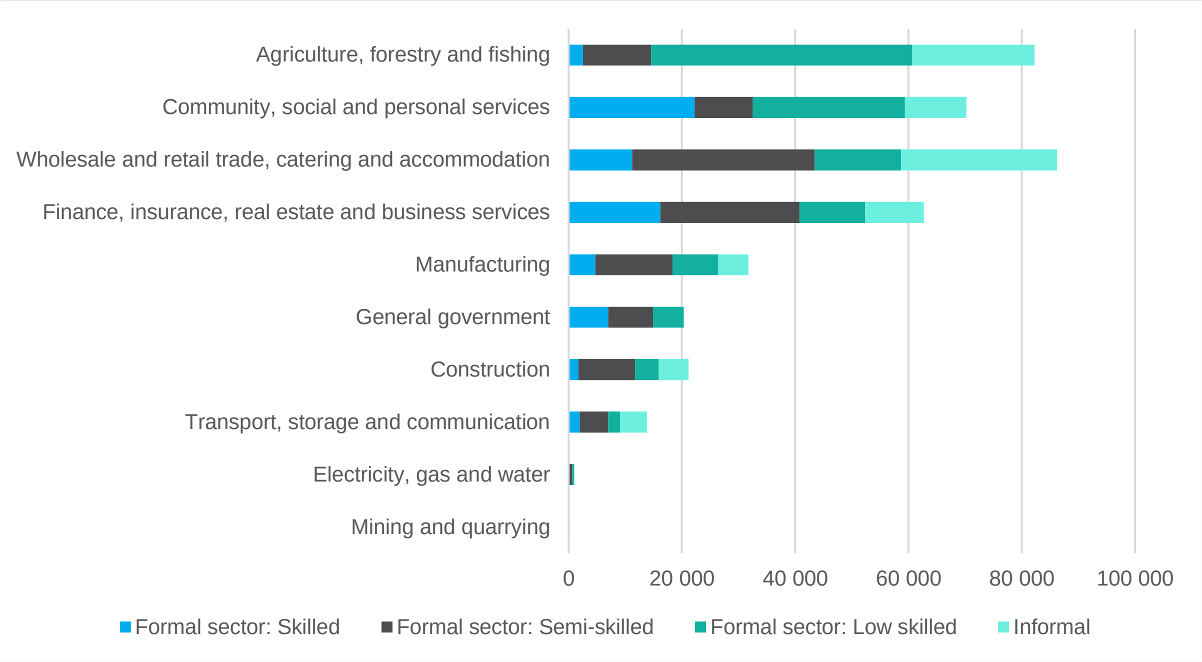
INDICATOR	
Population (2023 estimates)	871,185
Working-age population (15-64 years)	621,368
Labour force (economically active)	440,664
Labour force participation rate (%)	70.92%
Labour absorption rate (%)	62.71%
Not economically active	180,704
Employed	389,683
Unemployed	50,981
Unemployment rate (%)	11.57%

Source: Quantec, 2024

The agriculture, forestry and fishing sector was the largest employing sector in the district in 2023, with 60,654 people employed in this sector. This was followed by the community, social and personal services sector, which employed a total of 59,386 people. The wholesale and retail trade, catering and accommodation sector was in third place, having employed 58,722 people.

Looking at the number of people employed in different sectors in 2023 in relation to their skill levels, the community, social and personal services sector employed the largest number of highly skilled people (22,291). Most of the semi-skilled (32,230) and informal workers (27,497) were employed in the wholesale and retail trade, catering and accommodation sector. The agriculture, forestry and fishing sector was responsible for employing most of the low-skilled workers (46,089).

Figure 8: Employees according to sectors and skills in Cape Winelands, 2023

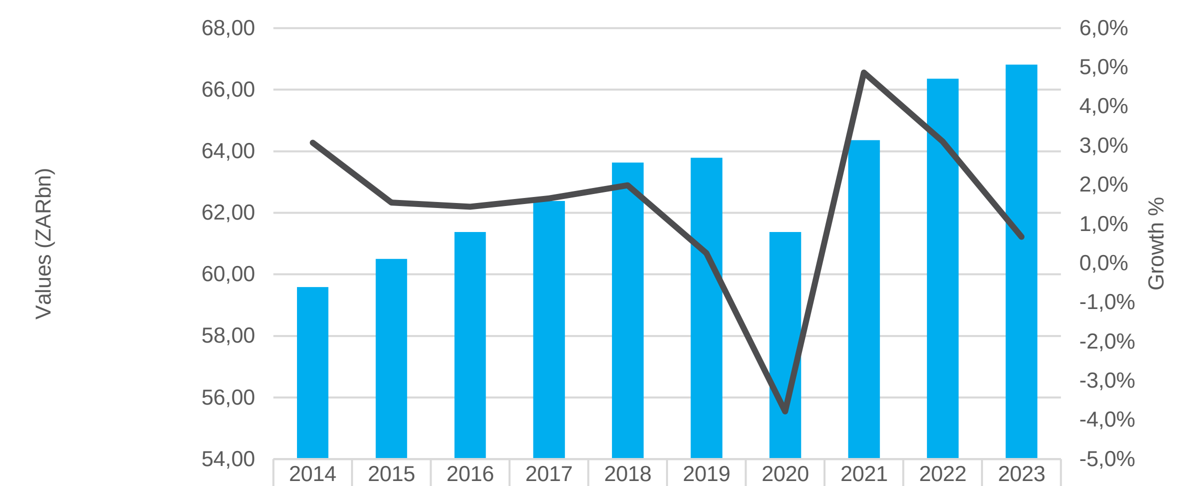


Source: Quantec, 2024

3. Economic Overview

The Cape Wineland's economy grew by 0.7% y-o-y in 2023, reaching a value of ZAR66.81bn, up from a value of ZAR66.36bn in 2022. Looking back 10 years, between 2014 and 2023, the economy grew by 12.1% from a value of ZAR59.58bn in 2014 to ZAR66.81bn in 2023. Moreover, on average, output grew at an average annual growth rate of 1.5% from 2014 to 2023.

Figure 9: Regional Gross Value Added (RGVA) & growth, Cape Winelands, 2014–2023

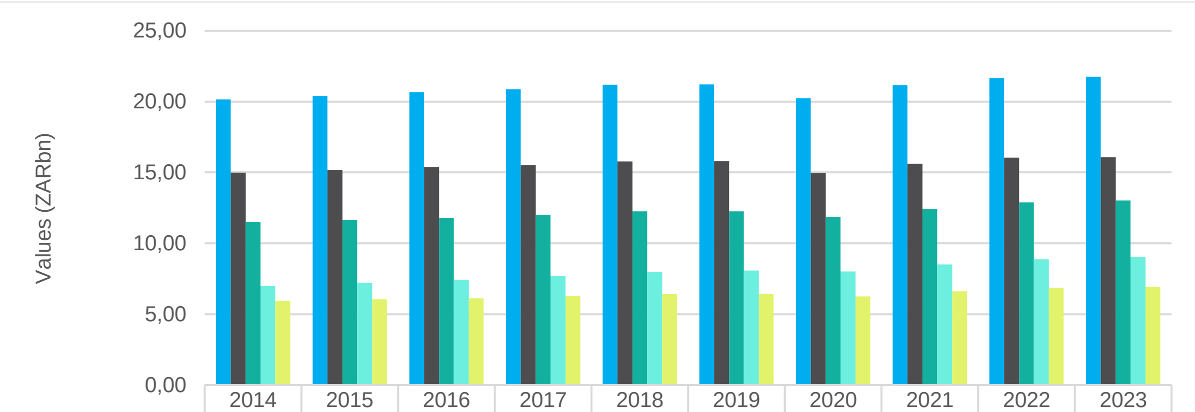


	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
GVA (ZARbn)	59,58	60,51	61,38	62,39	63,63	63,79	61,38	64,36	66,36	66,81
Growth Rate (%)	3,1%	1,5%	1,4%	1,7%	2,0%	0,3%	-3,8%	4,9%	3,1%	0,7%

Source: Quantec, 2024
<u>Note:</u>
Concept: GVA at basic prices
Unit: ZAR, constant 2015 prices

Figure 10 shows the contributory share of local municipalities to the Cape Winelands' output for the period 2014 to 2023. Historically the Drakenstein municipality has always been the largest contributor to GVA in the Cape Winelands district, and in 2023, Drakenstein contributed ZAR21.75bn to the district's economic output, equivalent to 33% of the total RGVA. Stellenbosch (with a share of 24%) and Breede Valley (with a share of 19%) were the second and third largest contributors to the district's GVA in 2023.

Figure 10: Local municipalities' contribution to output in Cape Winelands (ZARbn), 2014–2023



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Drakenstein	20,16	20,41	20,67	20,89	21,19	21,23	20,25	21,17	21,67	21,75
Stellenbosch	15,00	15,19	15,39	15,53	15,78	15,79	14,96	15,63	16,05	16,08
Breede Valley	11,50	11,65	11,78	12,00	12,26	12,25	11,88	12,45	12,89	13,02
Witzenberg	6,98	7,20	7,42	7,70	7,98	8,09	8,03	8,51	8,88	9,03
Langeberg	5,94	6,06	6,12	6,27	6,42	6,43	6,27	6,61	6,86	6,93

Source: Quantec, 2024

The finance, insurance, real estate, and business services sector was the largest contributor to the Cape Winelands' GVA in 2023, accounting for 27.93% of the total GVA. It was followed by the wholesale and retail trade, catering, and accommodation sector (with a share of 14.99%), and the manufacturing sector (13.95%).

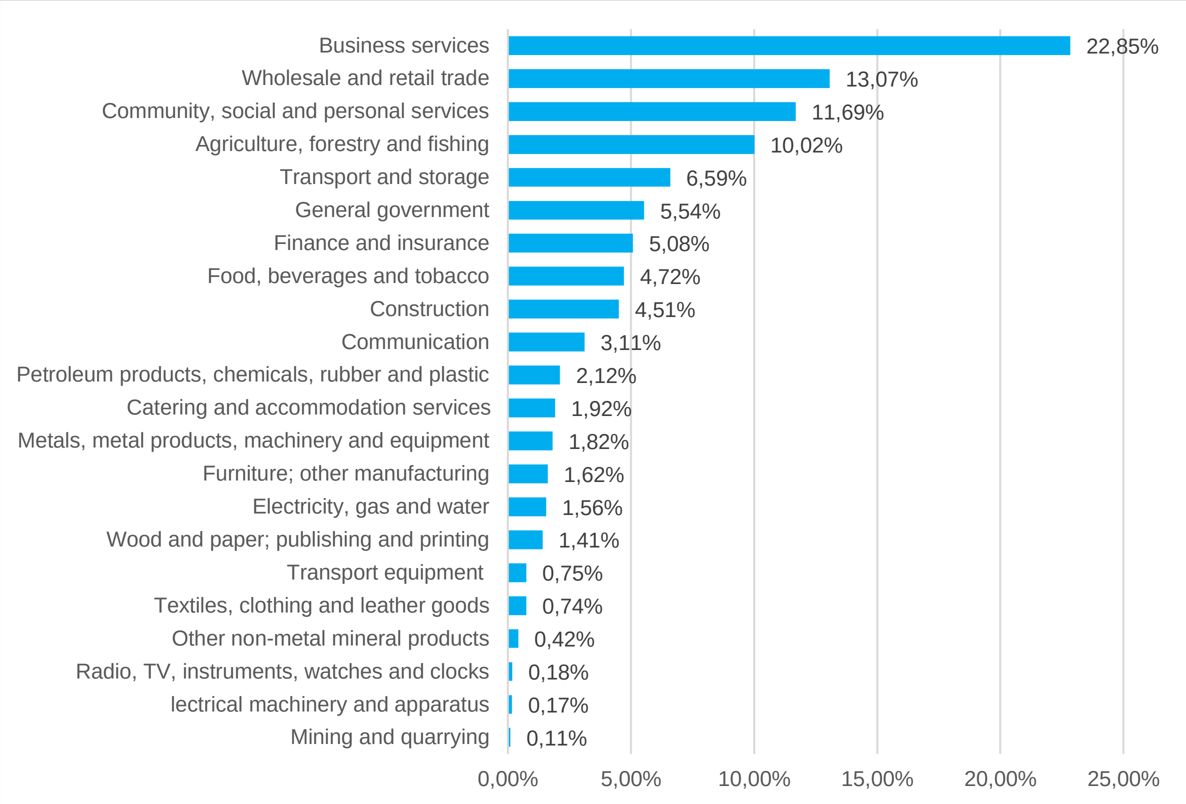
Table 4: Sector breakdown of RGVA, Cape Winelands, 2019–2023

SECTOR	VALUE 2019 (ZARbn)	VALUE 2020 (ZARbn)	VALUE 2021 (ZARbn)	VALUE 2022 (ZARbn)	VALUE 2023 (ZARbn)	% SHARE 2023	% CHANGE, 2022-2023
Finance, insurance, real estate and business services	16.24	16.53	17.32	18.08	18.66	27.93%	3.2%
Wholesale and retail trade, catering and accommodation	10.12	9.05	9.60	10.09	10.02	14.99%	-0.8%
Manufacturing	10.02	8.90	9.74	9.53	9.32	13.95%	-2.2%
Community, social and personal services	7.57	7.37	7.61	7.71	7.81	11.69%	1.4%
Agriculture, forestry and fishing	5.27	6.64	6.94	7.05	6.69	10.02%	-5.0%
Transport, storage and communication	5.97	4.93	5.23	6.08	6.48	9.71%	6.6%
General government	3.69	3.74	3.65	3.66	3.70	5.54%	1.1%
Construction	3.70	3.08	3.07	3.00	3.01	4.51%	0.5%
Electricity, gas and water	1.13	1.07	1.11	1.09	1.04	1.56%	-4.4%
Mining and quarrying	0.09	0.07	0.08	0.07	0.07	0.11%	0.5%
Total	**63.79**	**61.38**	**64.36**	**66.36**	**66.81**	**100.00%**	**0.7%**

Source: Quantec, 2024

Turning to contributions from sub-sectors to GVA, business services was the largest contributor in 2023. At a value of ZAR15.27bn, this was equivalent to 22.85% of output. This was followed by the wholesale and retail trade sector with contributions valued at ZAR5.51bn (13.07%), and then by community, social and personal services at ZAR4.94bn (11.69%).

Figure 11: Cape Winelands' sub-sector distribution, 2023

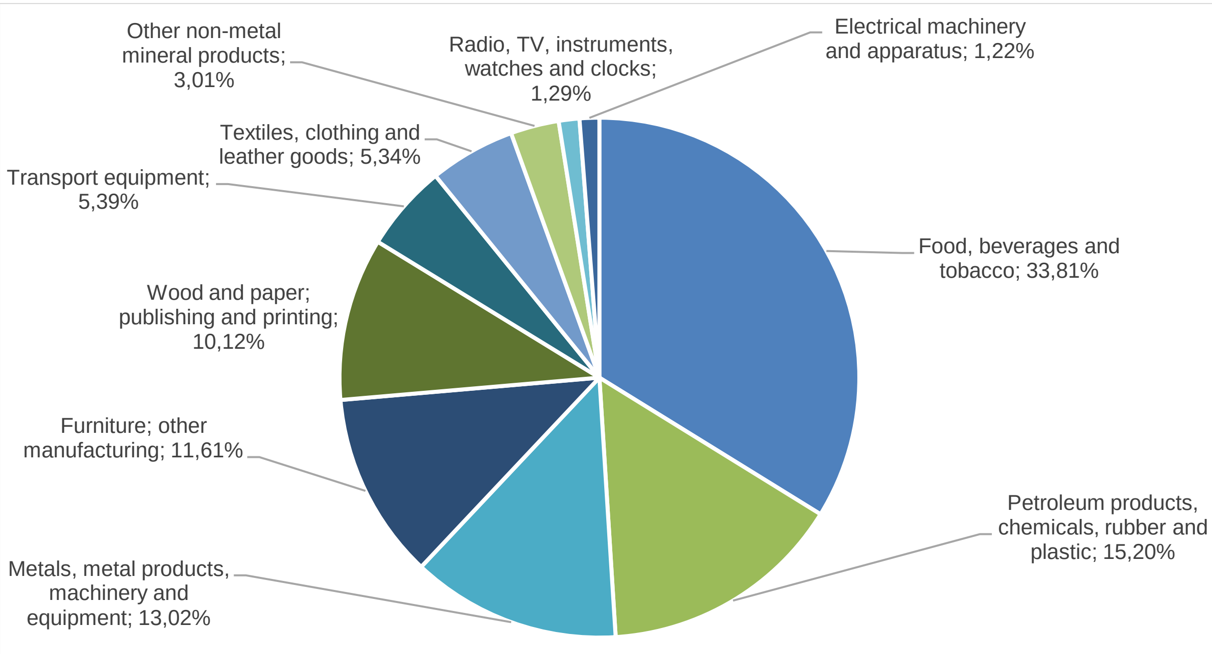


Source: Quantec, 2024

Figure 12 illustrates contributions from sub-sectors to the Cape Winelands' manufacturing output in 2023. The top sub-sectors were: 10

- The food, beverages and tobacco sub-sector which, at a value of ZAR3.15bn, was equivalent to a 33.81% share of manufacturing output.
- The petroleum products, chemicals, rubber and plastic sub-sector valued at ZAR1.42bn (representing a 15.20% share), and
- The metals, metal products, machinery and equipment at ZAR1.21bn (representing a 13.02% share).

Figure 12: Cape Winelands' manufacturing sector breakdown, 2023

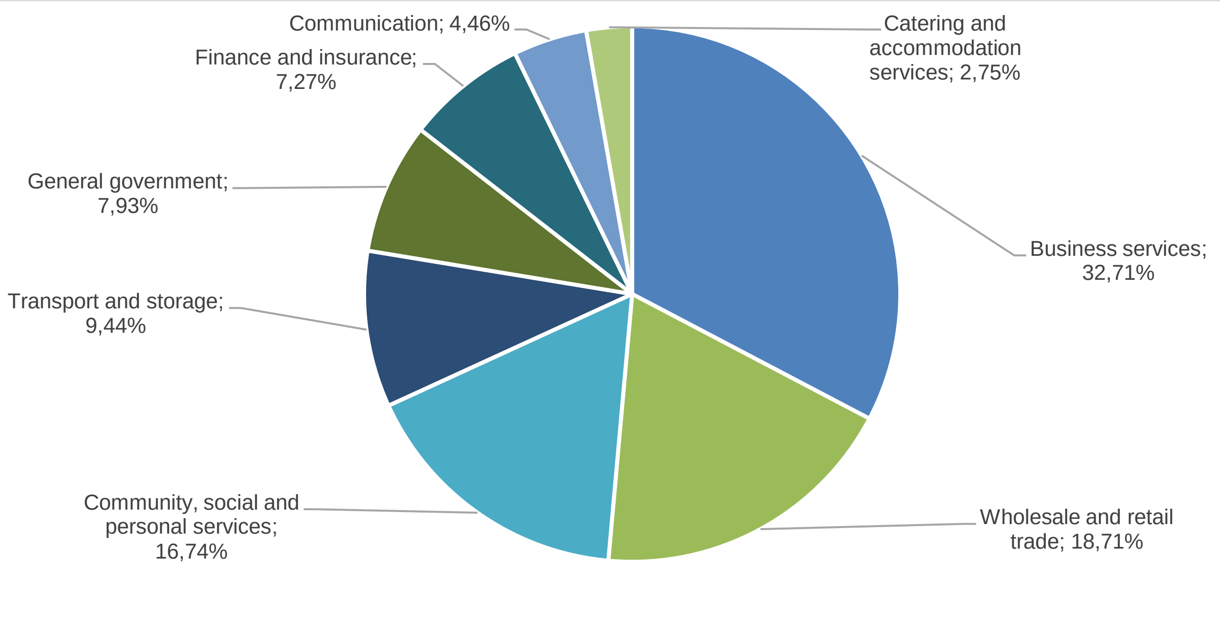


Source: Quantec, 2024

Figure 13 gives the breakdown of the Cape Winelands' services sector output in 2023. The top sub-sectors were:

- Business services at a value of ZAR15.27bn, which was equivalent to 32.71% of total output
- Wholesale and retail trade at a value of ZAR8.73bn (equivalent to an 18.71% share)
- Community, social and personal services at ZAR7.81bn (equivalent to a 16.74% share)

Figure 13: Cape Winelands services sector breakdown, 2023

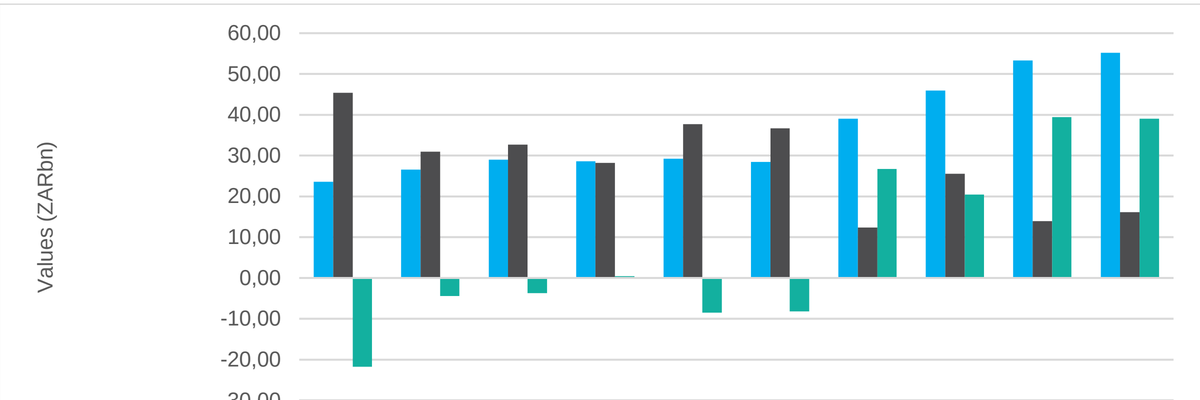


Source: Quantec, 2024

4. Trade

The Cape Winelands district's global trade from 2014 to 2023 is shown in Figure 14. The district exported goods to the value of ZAR55.19bn in 2023 compared to ZAR53.30bn in 2022, which represented an increase of 3.5% y-o-y. Imports in turn were valued at ZAR16.15bn in 2023, having increased by 16.2% from ZAR13.91bn in 2022. On average, exports increased at an average annual growth rate of 9.90% and imports at a rate of 0.34% over the past 10 years.

Figure 14: Cape Winelands' global trade, 2014–2023



	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total Exports (ZARbn)	23,60	26,55	29,02	28,62	29,25	28,46	39,01	45,93	53,30	55,19
Total Imports (ZARbn)	45,36	30,97	32,71	28,17	37,72	36,65	12,33	25,51	13,91	16,15
Trade Balance (ZARbn)	-21,76	-4,42	-3,69	0,45	-8,47	-8,19	26,68	20,42	39,40	39,03

Source: Quantec, 2024
Note: Values are in SA Rand (ZAR, current prices)[2]

[2] All trade data in this document are in values (South African rand, nominal terms), unless otherwise stated.

Table 5 lists the top ten destination markets for exports from the Cape Winelands district in 2023. The Netherlands was the largest export market for the district in 2023, accounting for 13.75% of total exports, at a value of ZAR7.59bn. Top exports to the Netherlands from the district in 2023 were grapes; citrus fruit; and apricots, cherries, peaches (including nectarines), plums and sloes. The United Kingdom (with a share of 10.89% of the export market) and China (9.12%) were the second and third largest export markets, respectively.

Of the top 10 markets, the fastest growing markets for the district's exports over the past five years, as measured by the highest average growth rate, were China (with a 37.39% growth rate), Japan (29.70%) and the United States (29.08%).

Table 5: Cape Winelands' top 10 export destinations, 2023

RANK	COUNTRY	VALUE 2023 (ZARbn)	% SHARE, 2023	% AVE GROWTH, 2019–2023
1	Netherlands	7.59	13.75%	17.21%
2	United Kingdom	6.01	10.89%	15.16%
3	China	5.03	9.12%	37.39%
4	United States	2.94	5.33%	29.08%
5	United Arab Emirates	2.82	5.11%	23.31%
6	Botswana	2.52	4.57%	18.10%
7	Namibia	2.26	4.10%	2.10%
8	Russian Federation	1.91	3.47%	11.12%
9	Japan	1.67	3.03%	29.70%
10	Germany	1.41	2.55%	-6.88%
TOTAL EXPORTS		**55.19**	**100.00%**	**14.43%**

Source: Quantec, 2024

Table 6 gives details of the top import source markets for the Cape Winelands district in 2023. China was the district's top import source market in 2023, accounting for a 17.90% share of total imports, with a value of ZAR2, 890.56m. Top imports from China into the district in 2023 were fruit juices (including grape must) and vegetable juices; tomatoes prepared or preserved otherwise than by vinegar or acetic acid; and oxygen-function amino-compounds. India (with a share of 17.68% of imports) and Germany (6.42%) placed second and third respectively.

Of the top 10 markets, the fastest growing markets for the district's imports over the past five years, as measured by the highest average growth rate were Thailand (with an average growth rate of 42.41%), followed by the Netherlands (37.84%) and China (21.30%).

Table 6: Cape Winelands' top 10 import source markets, 2023

RANK	COUNTRY	VALUE 2023 (ZARm)	% SHARE, 2023	% AVE GROWTH, 2019–2023
1	China	2890.56	17.90%	21.30%
2	Thailand	2855.17	17.68%	42.41%
3	Germany	1036.63	6.42%	-1.03%
4	France	926.15	5.73%	9.63%
5	Italy	909.90	5.63%	11.55%
6	Netherlands	720.56	4.46%	37.84%
7	Spain	597.67	3.70%	3.30%
8	United Kingdom	573.40	3.55%	6.78%
9	United States	566.20	3.51%	12.59%
10	Swaziland	371.52	2.30%	2.56%
TOTAL IMPORTS		**16152.78**	**100.00%**	**1.67%**

Source: Quantec, 2024

The top ten exported products from the Cape Winelands in 2023 are listed in Table 7. Citrus fruit was the district's top export category in 2023, at a value of ZAR9.47bn and equivalent top 17.16% of total exports. Wine (at a value of ZAR7.52bn), and grapes (ZAR5.25bn) followed in second and third place respectively. Combined, the top 10 export products accounted for 73% of total exports in 2023.

Of the top 10 export products, the fastest growing categories over the past five years, as measured by the highest average growth rate were maize (with a 757.65% growth rate), other fruit (25.26%) and citrus fruit (22.17%).

Table 7: Cape Winelands' top 10 imports, 2023

RANK	PRODUCT	VALUE (ZARbn), 2023	% SHARE, 2023	AVE GROWTH %, 2019-2023
1	Citrus fruit	9.47	17.16%	22.17%
2	Wine	7.52	13.64%	4.47%
3	Grapes	5.25	9.51%	10.29%
4	Apples, pears and quinces	4.02	7.28%	12.42%
5	Maize (corn)	3.77	6.83%	757.65%
6	Manganese ores and concentrates	2.81	5.10%	-
7	Fruit, nuts and other edible parts of plants	2.27	4.12%	10.06%
8	Apricots, cherries, peaches (including nectarines), plums and sloes	1.90	3.45%	16.61%
9	Other fruit	1.59	2.89%	25.26%
10	Coal; briquettes, ovoids	1.46	2.65%	-
TOTAL EXPORTS		**55.19**	**100.00%**	**14.34%**

Source: Quantec, 2024

In terms of imports, rice was the Cape Winelands' top import product in 2023, accounting for 18.27% of the district's total import costs, at a cost of ZAR2, 951.44m. This was followed by fruit juices (including grape must) at a cost of ZAR1,191.05m, and wheat and meslin at a cost of ZAR597.98m, in a distant second and third place respectively. Combined, the top 10 import products accounted for 45% of total imports in 2023.

Of the top 10 import products, the fastest growing categories over the past five years, as measured by the highest average growth rate were flours, meals and pellets, of meat or meat offal, of fish or of crustaceans (with a growth rate of 254.19%); petroleum oils, other than crude (75.31%); and tomatoes prepared or preserved otherwise than by vinegar or acetic acid (47.24%).

Table 8: Cape Winelands' top 10 imports, 2023

RANK	PRODUCT	VALUE (ZARm), 2023	% SHARE, 2023	AVE GROWTH %, 2019–2023
1	Rice	2951.44	18.27%	46.48%
2	Fruit juices (including grape must)	1191.05	7.37%	19.45%
3	Wheat and meslin	597.98	3.70%	18.00%
4	Undenatured ethyl alcohol	458.66	2.84%	5.14%
5	Cartons, boxes, cases, bags and other packing containers, of paper, paperboard	399.48	2.47%	24.01%
6	Carboys, bottles, flasks, jars, pots, phials, ampoules and other containers	368.30	2.28%	44.92%
7	Petroleum oils, other than crude	368.10	2.28%	75.31%
8	Flours, meals and pellets, of meat or meat offal, of fish or of crustaceans	354.32	2.19%	254.19%
9	Dish washing machines	324.09	2.01%	26.68%

10	Tomatoes prepared or preserved otherwise than by vinegar or acetic acid	320.63	1.98%	47.24%
TOTAL IMPORTS		**16152.78**	**100.00%**	**1.67%**

Source: Quantec, 2024

5. Investments

Table 9 illustrates inward FDI in the Cape Winelands over the past ten years, January 2014 to December 2023. During the period, the region attracted 13 FDI projects, which had an accumulative capital investment (capex) value of ZAR7,204.58m (or ZAR7.20bn) and which generated an estimated 888 jobs. The largest share of these projects were established in the town of Stellenbosch which benefited from seven out of the 13 FDI projects.

The top three (by capex) sectors for inward FDI during this period were the food and beverages sector with investments in this sector valued at ZAR5, 510m in capex, followed by software and IT services (ZAR916.0m) and business services (ZAR532.0m).

Table 9: FDI in the Cape Winelands, January 2014–December 2023

DATE	INVESTING COMPANY	SOURCE COUNTRY	DESTINATION CITY	INDUSTRY SECTOR	BUSINESS ACTIVITY	CAPEX (ZARm)	JOBS
Nov 2023	Hensoldt South Africa	Germany	Stellenbosch	Space & defence	Sales, Marketing & Support	72.10	64
Apr 2023	Lactalis South Africa	Belgium	Bonnievale	Food & Beverages	Manufacturing	117.35	8
Apr 2022	Lotus Bakeries	Belgium	Wolseley	Food & Beverages	Manufacturing	201.11	13
Sep 2021	TrainerRoad	United States	Stellenbosch	Software & IT services	Sales, Marketing & Support	79.77	9
Jul 2021	Trevali Mining Corporation	Canada	Stellenbosch	Software & IT services	Research & Development	765.47	51
Mar 2021	Worth Internet Systems	Netherlands	Stellenbosch	Software & IT services	Business Services	70.56	231
Feb 2021	Lotus Bakeries	Belgium	Wolseley	Food & Beverages	Manufacturing	524.63	101
Feb 2020	Skema	France	Stellenbosch	Business services	Education & Training	105.85	46
Jun 2019	Lotus Bakeries	Belgium	Wolseley	Food & Beverages	Manufacturing	4605.07	300
Nov 2017	International Workplace Group (Regus)	Switzerland	Paarl	Real estate	Business Services	29.15	8
Apr 2017	Nedbank Private Wealth (Fairbairn Private Bank)	United Kingdom	Stellenbosch	Financial services	Business Services	145.73	27
Jan 2017	Liquorice	France	Stellenbosch	Business services	Business Services	426.45	13
Mar 2015	Don Limon	Germany	Paarl	Food & Beverages	Sales, Marketing & Support	61.36	17
TOTAL						**7204.58**	**888**

Source: fDi Markets, a service from The Financial Times 2024. All Rights Reserved.

In terms of outward FDI (OFDI) from the Cape Winelands, a total of 29 global OFDI projects emanated from the region over the 10-year period, January 2014 to December 2023. These projects carried a cumulative capex value of ZAR10, 977.30m (or ZAR10.98 bn), and generated a total of 3, 457 jobs.

Table 10 lists the top 10 Cape Winelands-based companies (as measured by capex) that made global investments over the specified period. The largest investments were made by Mediclinic, both in relation to the capex and the number of projects. Distell Group and Topwatch made the second and third largest investments.

Table 10: OFDI from top 10 Cape Winelands' companies (by capex), January 2014–December 2023

RANK	COMPANY	SOURCE CITY	SECTORS	PROJECTS	CAPEX (ZARm)	JOBS
1	Mediclinic Middle East	Stellenbosch	Healthcare	5	4 319.74	1 252
2	Distell Group	Stellenbosch	Food & Beverages	4	2 377.70	822
3	Topwatch	Paarl	Consumer products	3	2 242.71	245
4	Entersekt	Stellenbosch	Software & IT services	3	337.48	178
5	OUTsurance	Stellenbosch	Financial services	1	335.95	100
6	Wines of South Africa	Stellenbosch	Food & Beverages	1	291.46	42
7	Skynamo	Stellenbosch	Software & IT services	2	217.83	110
8	KAP Industrial Holdings	Stellenbosch	Consumer products	1	197.89	280
9	PSG Konsult	Stellenbosch	Financial services	1	145.73	13
10	Mxit	Stellenbosch	Software & IT services	1	119.65	117
TOTAL				**29**	**10 977.30**	**3 457**

Source: fDi Markets, a service from The Financial Times 2024. All Rights Reserved.

5.1 Sector opportunities and government initiatives in the Cape Winelands

Local communities are employed in primary production and processing activities in the Cape Winelands. The primary produce in the region includes wines and fruit. Each local municipal area in the district offers something unique. Witzenberg is known for its apple and pear orchards, while Langeberg hosts the fruit-canning industry. Drakenstein, where Paarl is situated, has a diverse economy encompassing agro-processing and business services. Stellenbosch is a vineyards and internationally acclaimed wineries valley. This town is home to numerous finance and tech head offices and is the site for Stellenbosch University. Lastly, Breede Valley is well known for its winemaking capabilities and table grape exports. The district's economic prospects are underpinned by the strengths of a number of sectors, with international trade, tourism and private and public sector investments serving as catalysts for new economic opportunities and job creation.

The Cape Winelands has a comparative advantage in the sectors of agriculture, construction, trade, finance and manufacturing sectors, as shown in the 2023/24 Cape Winelands Municipal Economic Review Outlook (MERO). Each municipal area contributes to these comparative advantages. A sector has a comparative advantage in a region relative to the rest of the country when businesses within that sector tend to have a greater presence in the specific region than they do nationally. Comparative advantages present opportunities for the region to capitalise on its local strengths in efficiency and production. The comparative advantages in the different areas include:

- Agriculture (Witzenberg and Breede Valley)
- Construction (Drakenstein)
- Trade (the comparative advantage of the trade sector lies in the wholesale, retail and tourism activities in Stellenbosch and Langeberg)
- Finance and manufacturing (Stellenbosch is the epicentre for finance, business services and manufacturing).

The district municipality's 2019/20 Regional Socio-Economic Development Strategy lists the following initiatives that are underway in the Cape Winelands, as presented in Table 11:

Table 11: Selected ongoing and approved initiatives in the Cape Winelands district

INITIATIVE	OVERVIEW	PROJECT PHASE
Investment: Grassroots Group	Future approved Agro-processing facility in Wolseley. Entails production of fruit sweets and related. +-R46 million investment.	Approved by Council. Development to commence soon.
Investment: BAMCO	Food packaging facility, established in 2017, near Prince Alfred's Hamlet; +- R250 million investment.	In full operation.
Investment: Paardekraal Windfarm	Renewable energy development in the Ceres Karoo (Windfarm). On-site development will commence in 2018.	Site preparation phase.
Paarl Central Business District Renewal	Paarl is the economic center of Drakenstein Municipality housing major international companies, for example KWV, Pioneer Foods, Imperial Cargo and Quantum Foods. As a result, the upgrade of the Paarl Central Business District to encourage re-investment to the CBD has been identified as a "Big Move" of the Vision 2032 long-term strategic plan.	We are currently busy developing a Local Spatial Development Framework to ensure improved alignment with our Vision 2032 long-term strategic plan. This process will be completed by June 2019.
Paarl waterfront and Arboretum Precinct Development	This was identified as a "Big Move" in the Catalytic Zone: Paarl East- West Integration Corridor which will focus on the development of the Waterfront (on the banks of the Berg River) site as a mixed-use development with the main purpose to boost investment, create jobs and enable east/west linkages in Paarl.	The municipality will develop a Terms of Reference for a new "Call Proposals for the 2018/2019 financial year.
Wellington Industrial Park	Strategically located industrial park offering high visibility on the main access road into Wellington from the N1. The municipality will promote this park as an Agro-Processing hub.	The Land Use application for this site will be finalised by June 2019 and the municipality will be embarking on an economic feasibility study during the 2019/2020 financial year.
Paarl Mountain Facilities Upgrade	The municipality has identified upgrading of recreational facilities, walkways and the development of cycling tracks and hiking routes with improved signage as a Big Move to unlock the tourism potential of area.	The municipality has partnered with various role players to develop an integrated mountain biking trail around Paarl Mountain, which will be launched during October 2018. A Tourism Development Plan will be finalised by March 2019.

INITIATIVE	OVERVIEW	PROJECT PHASE
De Poort and Paarl Hamlet	Urban renewal refurbishment and re-establishment of a mixed-use commercial area in Southern Paarl. De Poort is a primary public gateway space and industrial heritage center.	We are at the conceptual phase of the project at this stage.
Development of Dal Josaphat Industrial Area	The municipality will focus on upgrading existing infrastructure and expediting the sale of municipal owned serviced industrial sites in the area.	The municipality established the Development and Investment Desk, which is located in the Office of the City Manager to accelerated investment into the area.
Klapmuts Industrial Park	The municipality will focus on a mixed-use development which will include light industrial, logistics, offices and residential.	A draft Local Spatial Development Framework will be completed by December 2018.
Zwelethemba commercial corridor	The project entails the detailed design of a business area by employing landscape architects and spatial planners to optimally plan the usage of limited spaces in the township to encourage decent informal trade and retail shopping. A second component is also to dispose a nearby municipal property to a private developer to construct additional retail facilities with a view to ignite private driven commercial development.	Detail planning has been completed and we are now at the tender specification/advertisement phase to roll out various urban landscape improvement initiatives.
Upgrades in Touwsrivier RSEP	Employ a landscape architect to upgrade the mobility infrastructure from the residential areas to the business areas and to rejuvenate the CBD of a very small and marginal town centre in the BVM.	Planning phase
Uitvlugt Industrial park	We have just completed the Urban Vision framework with Aurecon and we will go back to Council with a recommendation to view the Urban Vision document, and to allow the CFO to budget for the development contributions.	Urban vision completed, which include the provisional costing for the various bulk services such as electricity, water supply, mobility, as well as drainage infrastructure. Aurecon already presents us with Engineering designs and preliminary costing modules
Fund additional security to reduce crime in CBD.	To make a contribution in collaboration with the BVM by contributing R420 000, whilst the Worcester Business Improvement Company funds the remainder. The project idea is about installing additional surveillance CCTV cameras in commensurate with a armed response programme that can meaningfully respond as and when needed.	Ongoing partnership project with the WBID company this year the BVM will make a contribution of R420 000, 00 to install additional cameras and pay to an armed response company to react. The WBID are receiving the additional rates that the BVM deduct and pay over to them on a monthly basis.
Rail Infrastructure at Klein plasie Open air Museum	Negotiate with Provincial Government Arts and Culture department to use the old infrastructure to the benefit of a private rail company that want to construct a locomotive hub to service the various locomotives that will be used to transport tourist facilities to the Northern part of the Du Toits Kloof mountains.	Most of the expenditure is for the Ceres Rail
Bulida Industrial Project (development of Industrial area)	As there is insufficient land for industrial/commercial growth in Robertson, Langeberg municipality identified the need for the allocation of land for this purpose. Industrial development together with agriculture, commercial services and tourism form the economic base and support the economic growth potential of the town. Its envisaged that this development will ensure a sustainable socio-economic impact.	Busy with feasibility study during 2018 / 2019 financial year.
Cactus Garden Mall	A primary motivating factor for the development of the centre is the considerable economic and social advantages which will result from the development. Support economic development by providing job creation.	Planning approval issued. In pre – development stage

INITIATIVE	OVERVIEW	PROJECT PHASE
U9 project –Carewell Private Hospital	The development will incorporate start-up living opportunities, and contribute to the provision of residential opportunities in line with the Municipality's forward plan. Temporary employment during construction phase and permanent employment during operational phase of development. The development will promote economic development	Construction under way
Mountain View Resort	This project speaks to the need for frail care, doctors, a pharmacy in close proximity, and safe housing for the aged in the area. It will be in the form of a security complex. It will be accessible for the whole Langeberg area.	Construction under way
Jakes Gerwel Entrepreneurial School	The aim of building this school was to develop skilled people as well as entrepreneurs. A career hub will be established in order for the students to network with businesses. It is a low fees school for the community, and is an Afrikaans school as most in the community is Afrikaans speaking. Department of Education supports development. School is built on agricultural land.	First phase completed. Second phase of construction in progress
R962 Road Construction	Provincial Department identified a need for the upgrading of the roads	Under construction
Bonnievale Main Road Construction	A need identified by the community for the upgrading of the main road in Bonnievale	Under construction

Source: Cape Winelands District Municipality, Regional Socio-Economic Development Strategy 2021

5.2 Companies

Companies based in the Cape Winelands are listed in Table 12:

Table 12: Selected companies in the Cape Winelands district

COMPANY NAME	ENTITY TYPE	TOWN	SECTOR	BUSINESS ACTIVITY
Capitec Bank Holdings Ltd	Listed Company	Stellenbosch	Financial Intermediation, Except Insurance & Pension Funding	Discount Houses & Commercial & Other Banking Services
Remgro Ltd	Listed Company	Stellenbosch	Financial Intermediation, Except Insurance & Pension Funding	Other Financial Intermediation
RFG Holdings Ltd	Listed Company	Paarl	Manufacture: Food Products & Beverages	Processing and Preserving of Fruit and Vegetables
Zeder Investments Ltd	Listed Company	Stellenbosch	Agriculture, Hunting & Related Services	Growing of Vegetables, Horticultural Specialities and Nursery Products
Ibex Investment Holdings Ltd	Listed Company	Stellenbosch	Financial Intermediation, Except Insurance & Pension Funding	Other Financial Intermediation
Lactalis South Africa (Pty) Ltd	Unlisted Company	Stellenbosch	Manufacture: Food Products & Beverages	Manufacture of Dairy Products
Mediclinic (Pty) Ltd	Unlisted Company	Stellenbosch	Health & Social Work	General Hospitals, Including Medical Staff, Radiology and Anaesthesiology
Pembani Remgro GPP GP (Pty) Ltd	Unlisted Company	Stellenbosch	Financial Intermediation, Except Insurance & Pension Funding	Other Financial Intermediation
PSG Group (Pty) Ltd	Unlisted Company	Stellenbosch	Activities Auxiliary to Financial Intermediation	Activities Auxiliary to Financial Intermediation
Quantum Foods Holdings Ltd	Listed Company	Wellington	Wholesale & Commission Trade, Except of Motor Vehicle And Motor Cycles	Wholesale Trade in Agricultural Raw Materials and Livestock
Daily Cafe Group (Pty) Ltd (The)	Unlisted Company	Stellenbosch	Hotels & Restaurants	Restaurants, Bars and Canteens
Distell Group Holdings Ltd	Unlisted Company	Stellenbosch	Manufacture: Food Products & Beverages	Distilling, Rectifying and Blending of Spirits; Ethyl Alcohol Production from Fermented Materials; Manufacture of Wine
Entersekt (Pty) Ltd	Unlisted Company	Stellenbosch	Computer & Related Activities	Computer & Related Activities
ER24 EMS (Pty) Ltd	Unlisted Company	Stellenbosch	Health & Social Work	Other Health Services

Happy Culture Kombucha (Pty) Ltd	Unlisted Company	Simondium	Manufacture: Food Products & Beverages	Manufacture of Coffee, Coffee Substitutes and Tea
Lanzerac Estate Investments (Pty) Ltd	Unlisted Company	Stellenbosch	Manufacture: Food Products & Beverages	Distilling, Rectifying and Blending of Spirits; Ethyl Alcohol Production from Fermented Materials; Manufacture of Wine
MiX Telematics International (Pty) Ltd	Unlisted Company	Stellenbosch	Computer & Related Activities	Computer & Related Activities
Montagu Dried Fruit and Nuts (Pty) Ltd	Unlisted Company	Montagu	Wholesale & Commission Trade, Except of Motor Vehicle And Motor Cycles	Wholesale Trade in Foodstuffs
Siqalo Foods (Pty) Ltd	Unlisted Company	Stellenbosch	Manufacture: Food Products & Beverages	Manufacture of Vegetable and Animal Oils and Fats
Steinhoff Africa Holdings (Pty) Ltd	Unlisted Company	Stellenbosch	Financial Intermediation, Except Insurance & Pension Funding	Other Financial Intermediation

Source: WhoownsWhom, 2024

6. Tourism

The statistics discussed in this section are from mobile location data insights.

What is mobile location data?

- This is geo or spatial data from smartphones. When a user installs an app, they are often asked to share their location data with the company which provides the app, and other companies who are partners with the app publisher.
- Users can "opt in" to location sharing (or choose not to "opt in"). When they "opt in", then their phone collects data and shares it with the publisher companies.
- All data collected is anonymised and does not include any personally identifiable information.

Why use mobile location data insights?

- Mobile location-based data offers a more granular lens on visitor behaviour and provides a much larger sample size.
- These insights aim to facilitate a better understanding of visitor movement throughout the Western Cape's six regions.
- Mobile location data serves as a sample. It does not represent 100% of visitors, and it should not be treated as such. Like any sampling method, it can be subject to biases or lack of volume.

Factors influencing the international and domestic sample counts:

The volume of mobile location data capture counts is influenced by several factors including but not limited to:

Data Source Variability

- Changing volume of mobile applications collecting and sharing data
- Data privacy and regulatory changes affecting sharing of data (GDPR, mobile OS policy changes etc.)

Data Collection and Processing Variability

- Mobile network and internet connectivity
- Mobile infrastructure technical issues (hardware failures, solar flare activity)

Mobile Use Variability

- Tourists disabling data transmission services due to high international data costs
- Tourists not using partnership apps as often.

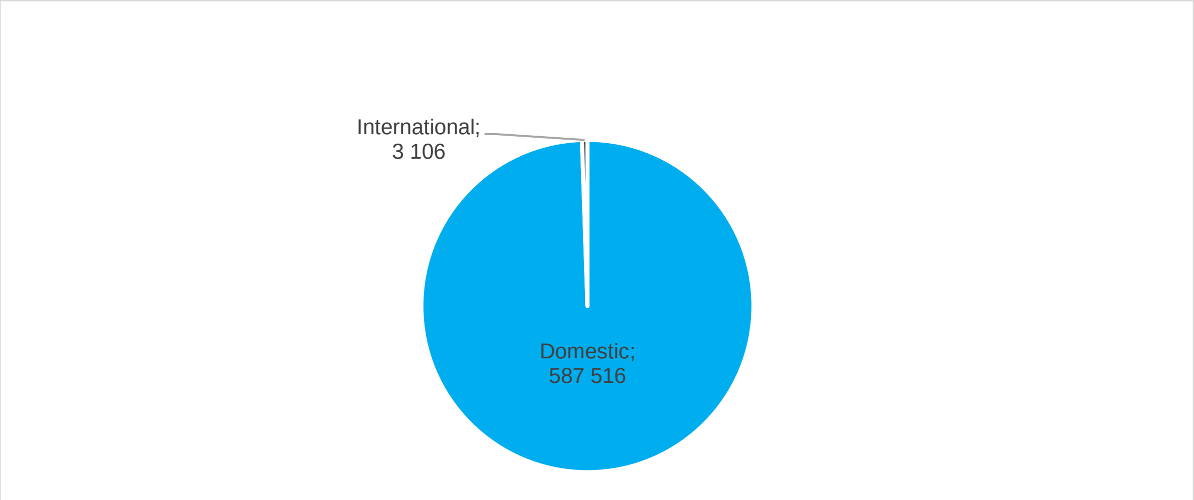
While all mobile devices are affected by the above, international mobile device counts are affected more than domestic mobile devices when it comes to both mobile use fluctuations and data privacy restrictions. Tourists use their phones differently when travelling internationally – they may want to avoid additional out-of-country fees and only use their phones through wi-fi services. Tourists may not use the partnership apps they normally do while on extensive holidays. Restrictive data privacy laws are also affecting the international landscape as these laws affect data that can be shared, which may impact processing that identifies tourists.

Source: ROVE, 2023

6.1 Domestic and international sample size

The insights in this report represent mobile location data from a sample of 587,516 domestic and 3,106 international tourists who visited the Winelands between January and December 2023. This is presented in Figure 15.

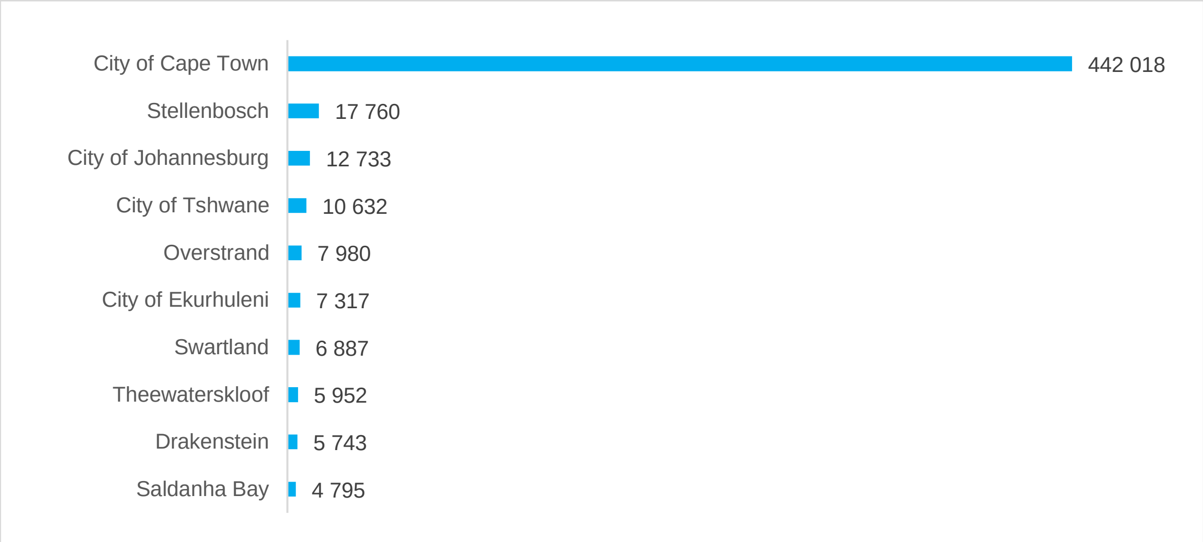
Figure 15: Sample size of domestic and international visitors to the Winelands, 2023



Sources: Rove, 2023

Within the domestic data set, 442,018 were from the City of Cape Town, as shown in Figure 16.

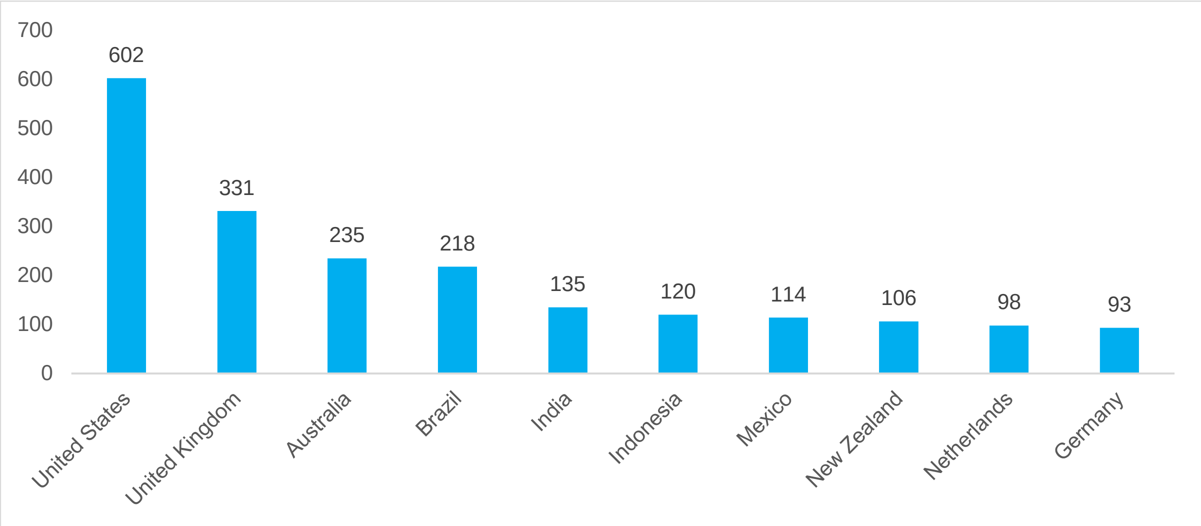
Figure 16: Sample size of domestic visitors from the top 10 municipalities of origin, 2023



Sources: Rove, 2023

Regarding the sampled international tourists, 602 were from the United States and 331 were from the United Kingdom, as demonstrated in Figure 17.

Figure 17: Sample size of international visitors from top 10 countries of origin, 2023

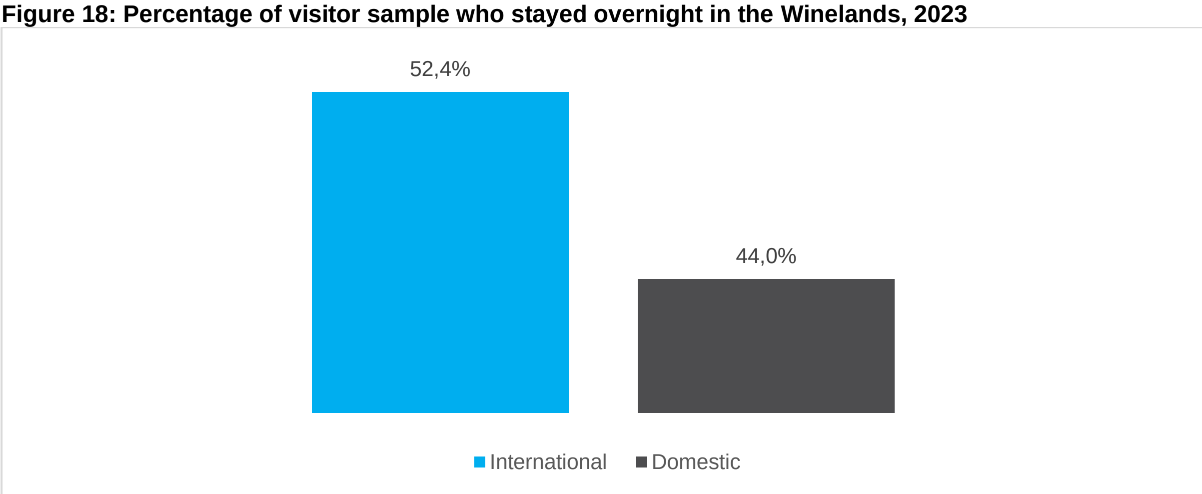


Sources: Rove, 2023

6.2 Cape Winelands: visitor trends & patterns

For the period under review (Jan–Dec 2023), 44% of the sampled domestic tourists stayed overnight in the Winelands, while 52.4% of the sample were international tourists who stayed in the area. This can be seen in Figure 18.

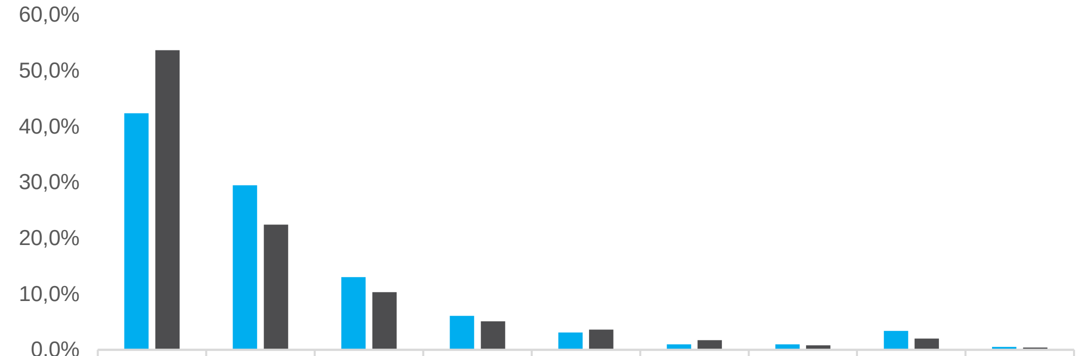
Figure 18: Percentage of visitor sample who stayed overnight in the Winelands, 2023



Sources: Rove, 2023

Figure 19 shows that most domestic visitors to the Cape Winelands were day visitors (53.7%), while 42.4% of international tourists stayed for one day and 29.5% of these visitors spent two days in the region.

Figure 19: Average length of stay, 2023



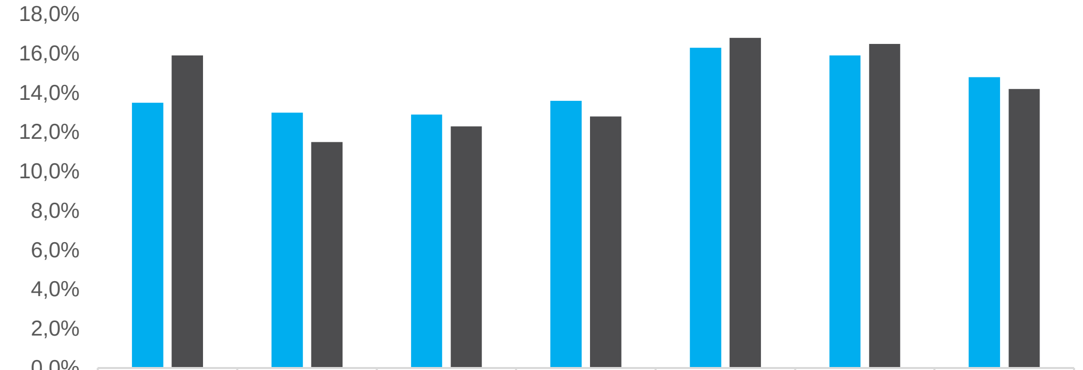
	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	8-14 Days	15 - 21 Days
International	42,4%	29,5%	13,0%	6,1%	3,1%	1,0%	1,0%	3,4%	0,5%
Domestic	53,7%	22,4%	10,3%	5,1%	3,6%	1,7%	0,8%	2,0%	0,4%

Sources: Rove, 2023

Figure 20 shows that preferred arrival days for **domestic visitors** to the Winelands were Friday (with 16.8% of arrivals on this day), Saturday (16.5%) and Monday (15.9%). This can be attributed to the Winelands being an attractive destination for both leisure and business tourists, with visitors arriving on Fridays and Saturdays for leisure, whereas those arriving at the start of the week would do so for work purposes.

The popular arrival days for **international tourists** to the Winelands were over the weekend, specifically Friday (16.3%) and Saturday (15.9%). This can be attributed to the activities offered in the region, where visitors want to relax and enjoy the scenery with a glass of wine in hand.

Figure 20: Popular arrival days of the week for visitors to the Cape Winelands, 2023

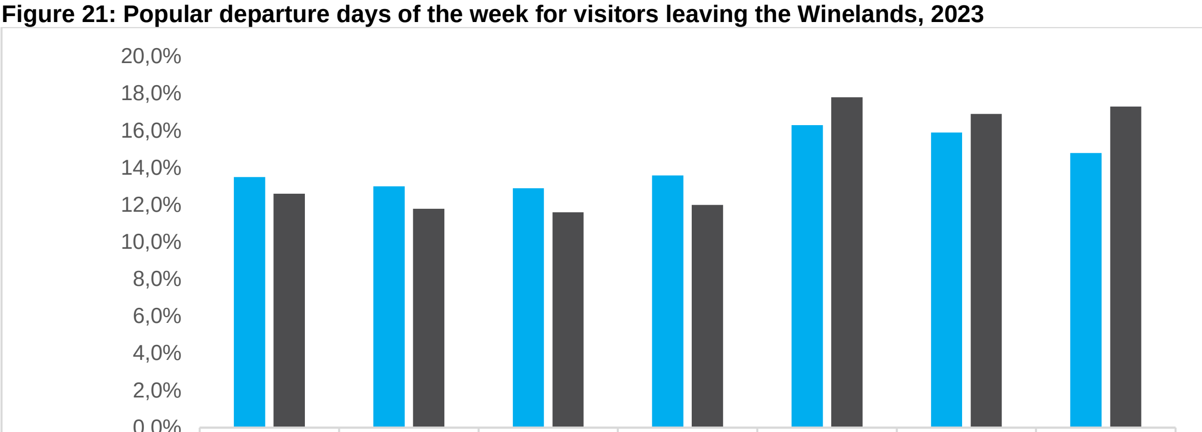


	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
International	13,5%	13,0%	12,9%	13,6%	16,3%	15,9%	14,8%
Domestic	15,9%	11,5%	12,3%	12,8%	16,8%	16,5%	14,2%

Sources: Rove, 2023

Most **domestic tourists** (17.3%) left on a Sunday from the Cape Winelands region, as seen in Figure 21. However, the popular departure days for **international tourists** were similar to their arrival days, with Friday holding the greatest share at 16.3%, followed by Saturday at 15.9%.

Figure 21: Popular departure days of the week for visitors leaving the Winelands, 2023



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
International	13,5%	13,0%	12,9%	13,6%	16,3%	15,9%	14,8%
Domestic	12,6%	11,8%	11,6%	12,0%	17,8%	16,9%	17,3%

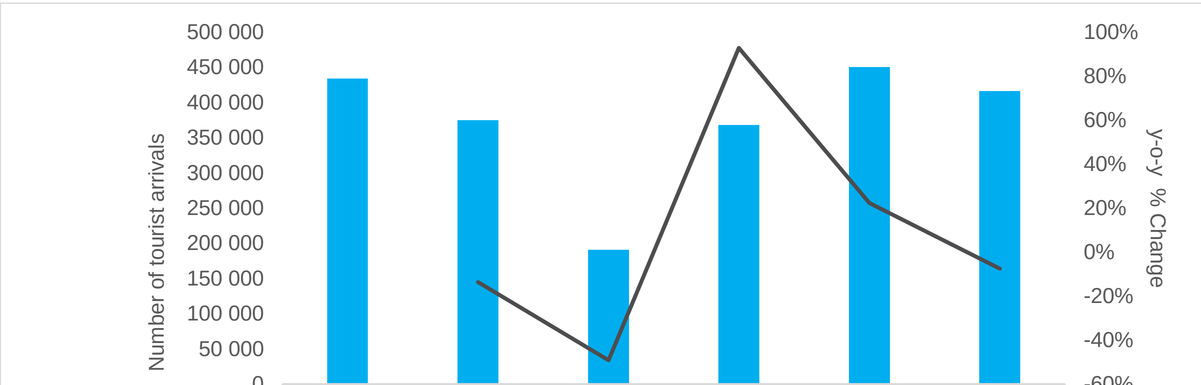
Sources: Rove, 2023

6.3 Performance of Langeberg attractions

The Langeberg local municipality falls within the Cape Winelands district municipality in the Western Cape province. The region is bordered by the Breede Valley municipality to the north and west and by the Overberg district to the south and east.

Figure 22 shows that 416,576 people visited the Langeberg region in 2023, representing a decline of -8% y-o-y when compared to 2022.

Figure 22: Total tourist arrivals in Langeberg, 2018–2023

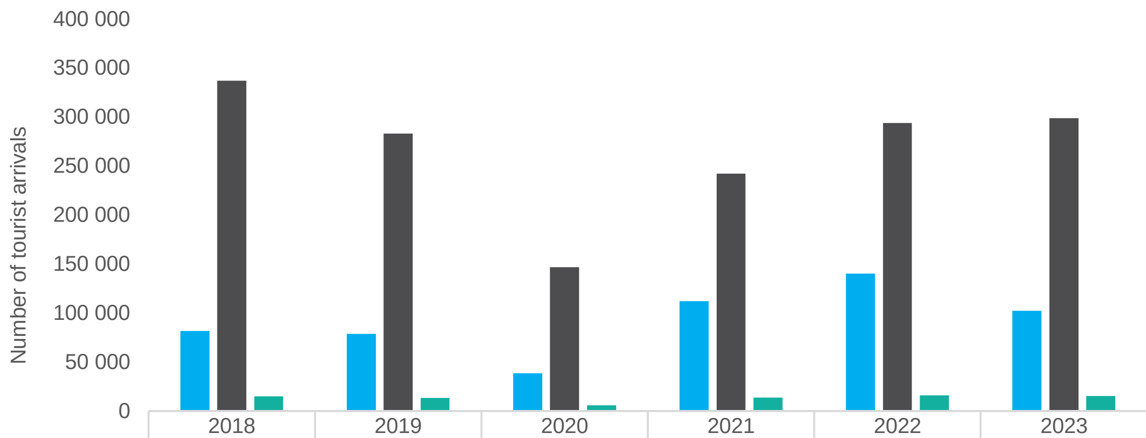


	2018	2019	2020	2021	2022	2023
TOTAL	434 287	375 117	190 916	368 180	450 365	416 576
Y-O-Y % Change		-14%	-49%	93%	22%	-8%

Source: LTO's and Attractions, 2024

The town of Montagu continues to attract an influx of visitors, with a total of 1,602,324 arrivals recorded over the period 2018–2023.

Figure 23: Total tourist arrivals in Robertson, Montagu and McGregor, 2018–2023



	2018	2019	2020	2021	2022	2023
Robertson	81 873	78 695	38 414	112258	140 344	102 439
Montagu	337 267	283 080	146 785	242316	294 101	298 775
McGregor	15 147	13 342	5 717	13606	15 920	15 362

Source: LTO's and Attractions, 2024

Table 13 shows the total number of visitors to attractions in the Langeberg area between January and December in 2022 and 2023. On an annual basis, the number of visitors to attractions in the region declined by -18% y-o-y to 48,910 in 2023, down from 59,346 visitor arrivals recorded in 2022.

Looking at the individual attractions in the Langeberg area, as shown in Table 13, Viljoensdrift received the most visitors from January to December 2023 with a total of 12,797 arrivals. Avalon Springs and Birds Paradise followed in second and third place as popular attractions.

Table 13: Langeberg attractions, 2023

Attractions	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Birds Paradise	926	434	850	921	377	400	800	481	0	417	363	1 276
Viljoensdrift River Cruise	1 329	1 434	1 785	2 052	722	49	256	812	0	585	0	3 773
Protea Tractor Trips	347	209	442	539	218	218	432	232	0	232	484	765
Avalon Springs Day Visitors	0	0	910	1 496	1 197	770	1938	1061	0	775	453	3 034
Wahnfried	213	115	151	136	93	210	192	263	0	114	182	279
Lords Wines	245	259	247	607	370	416	200	240	0	147	189	237
Nerina Guest Farm	48	30	69	22	39	0	10	7	0	0	0	0
Flying Feet	100	63	90	100	50	10	63	87	0	10	104	176
Eseltjiesrus Donkey Sanctuary	539	325	527	581	143	649	858	539	0	461	415	771
Montagu Guano Caves	650	475	0	0	0	0	0	0	0	0	0	0

Source: LTO's and Attractions, 2024

A positive y-o-y percentage growth in the number of visitors could be observed at several attractions, including the Montagu Caves (with a 19.4% growth rate), Avalon Springs (14.8%) and Eseltjiesrus Donkey Sanctuary (8.6%).

Table 14: Langeberg attractions, 2022 vs 2023

Attractions	2022	2023	Y-O-Y % Change
Birds Paradise	8 035	7 245	-9.8%
Viljoensdrift River Cruise	18 212	12 797	-29.7%
Protea Tractor Trips	5 974	4 118	-31.1%
Avalon Springs Day Visitors	10 135	11 634	14.8%
Wahnfried	2 395	1 948	-18.7%

Lords Wines	6 073	3 157	-48.0%
Nerina Guest Farm	961	225	-76.6%
Flying Feet	1 270	853	-32.8%
Eseltjiesrus Donkey Sanctuary	5 349	5 808	8.6%
Montagu Guano Caves	942	1 125	19.4%

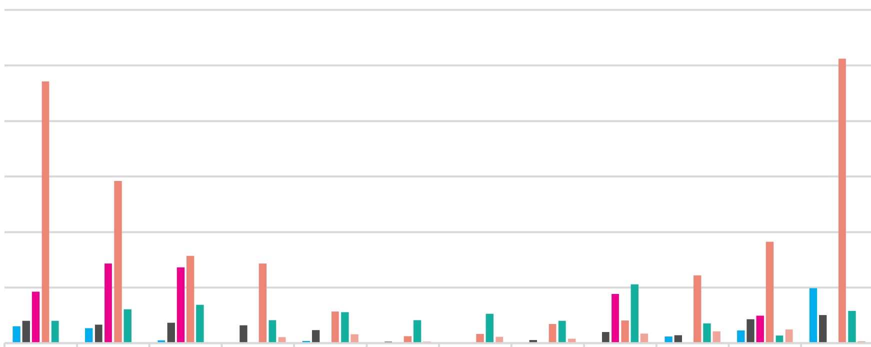
Source: LTO's and Attractions, 2024

6.4 Performance of CapeNature attractions

The attractions included in this report are participating attractions from CapeNature which are shared with Wesgro. CapeNature is a government entity responsible for managing and maintaining 31 nature reserve complexes. These comprise 112 nature reserves which are situated in the Western Cape province only.

Figure 24 shows that a total of 37,868 visitors were welcomed at six nature reserves in the Cape Winelands in 2023. Limietberg Nature Reserve had the highest share of visitor arrivals in the region, which totaled 20,417 in that year. This was followed by Vrolijkheid Nature Reserve (with 6,138 visitors) and Jonkershoek Nature Reserve (5,104).

Figure 24: Total visitors to CapeNature Parks in the Winelands, 2023



	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Assegaaibosch Nature Reserve	304	272	49	0	40	0	2	0	0	118	231	987
Hottentots Holland Nature Reserve	402	333	369	322	235	30	0	58	201	144	430	506
Jonkershoek Nature Reserve	928	1 432	1 365	0	0	0	0	0	884	0	495	0
Limietberg Nature Reserve	4 710	2 921	1 571	1 434	571	125	164	345	408	1 220	1 826	5 122
Vrolijkheid Nature Reserve	400	609	691	411	555	411	527	400	1 058	355	138	583
Vrolijkheid Eco Venue	7	2	13	107	159	30	115	80	171	211	249	32

Source: CapeNature, 2024

7. Film

The Cape Winelands is home to the longest wine route in the world. The region attracts tourists, business travellers and filmmakers alike. Numerous studios are located in the Cape Winelands, but the surrounds, including both natural and built locations, are conducive for shoots. The region is one of the most scenic and beautiful wine regions in the world, and features Cape Dutch buildings, world-class golf courses, and unsurpassed scenery.

Famous film locations in the region include Paarl Rock, the town of Montagu situated on Route 62, Nekkies Resort in Worcester, the Robertson Airfield, and the Huguenot Monument in Franschhoek.

Key Information for filmmakers:

Filmmakers must complete the events application form and submit these in person or electronically. They should indicate whether road closure or traffic assistance is required. Regarding municipal open space and parks, an application must be made to the Community Services Department. The relevant municipality will coordinate this process to ensure one point of entry.

CONTACT

Cape Winelands District Municipality

Contact: Abel Sondlo

Tel: +27 21 888 5133 / +27 83 383 9425

Email: abel@capewinelands.gov.za

Wesgro Film and Media Promotion Unit

Tel: +27 21 487 8600

Email: film@wesgro.co.za

Website: www.wesgro.co.za

Table 15 shows the films and TV series that have been shot in the Cape Winelands district.

Table 15: Films shot in the Cape Winelands

TYPE	FILM NAME
FILMS	The Dark Tower, Mad Max: Fury Road, The Last House on the Left
TV SERIES	Our Girl, Black Sails, Doctor Who

Source: Wesgro, Creative Locations – Cape Town and the Western Cape Booklet 2024