



George & Wilderness Tourism Trends January – June 2024

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1. Methodology and Sample Size

This report provides an overview of the tourism trends and patterns in George and Wilderness. The findings 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 responses from tourists visiting the respective 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 in the tourism industry for determining key trends.

Definition: Tourist: *refers to any visitor travelling to a place other than that of his/her own environment for more than one night, but less than 12 months and for whom the main purpose of the trip is other than the exercise of an activity remunerated for from within the place visited.*

Between **January and June 2024**, a total of **168** responses to the regional visitor tracking surveys were received from the various Tourism Offices in George and Wilderness. The participating Tourism Offices and the number of respondents from each were:

George	100
Wilderness	68

2. George & Wilderness Tourism Visitor Trends

- Figure 1 shows that between January and June 2024, the domestic market accounted for the largest share of respondents (54.8%) to the George municipal area while the overseas market made up 45.2%.
- The United States (44.7%) ranked as the region's top international market followed by the United Kingdom (27.6%), Netherlands (6.6%), and Belgium (5.3%) as indicated in Figure 2.
- In Figure 3, 23.9% of domestic travellers to the region came from the Western Cape, while the Eastern Cape accounted for 19.6% of visitors. This was followed by Gauteng, with 14.1% of visitors to the region.

Figure 1: Overseas and Domestic Visitors, Jan–Jun 2024

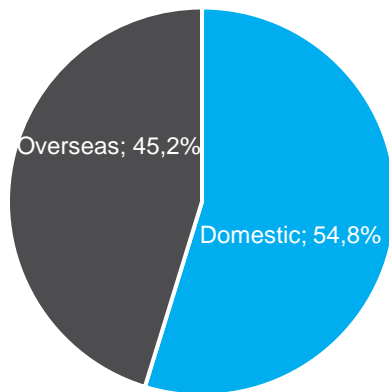


Figure 2: Top International Visitors, Jan–Jun 2024

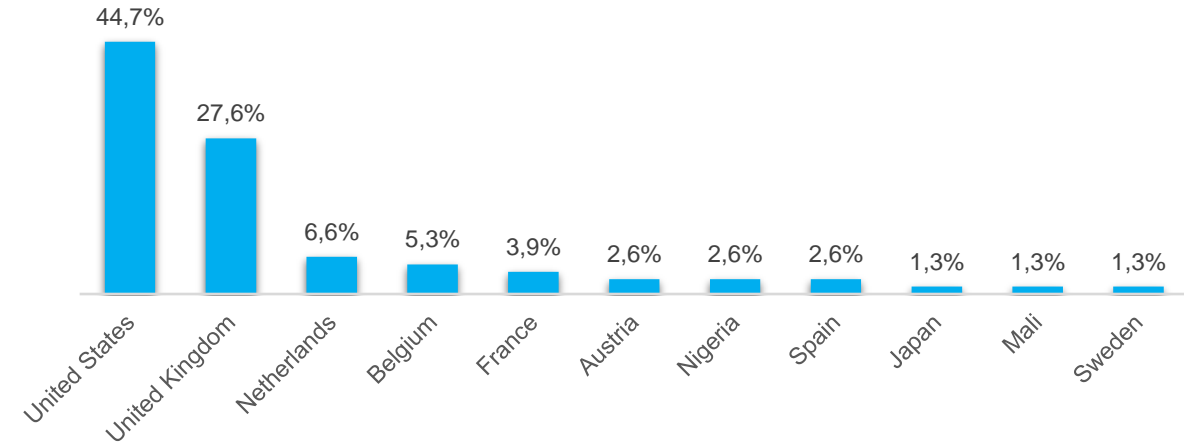
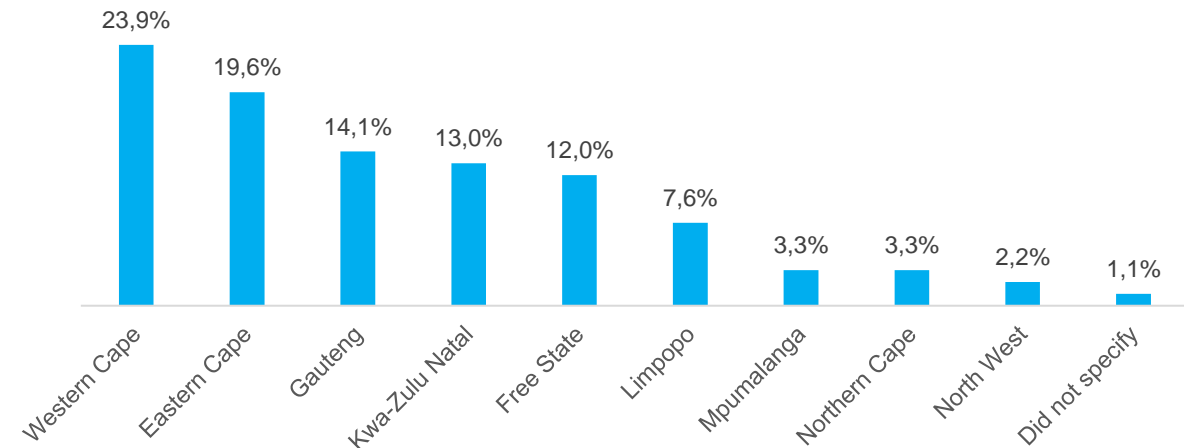
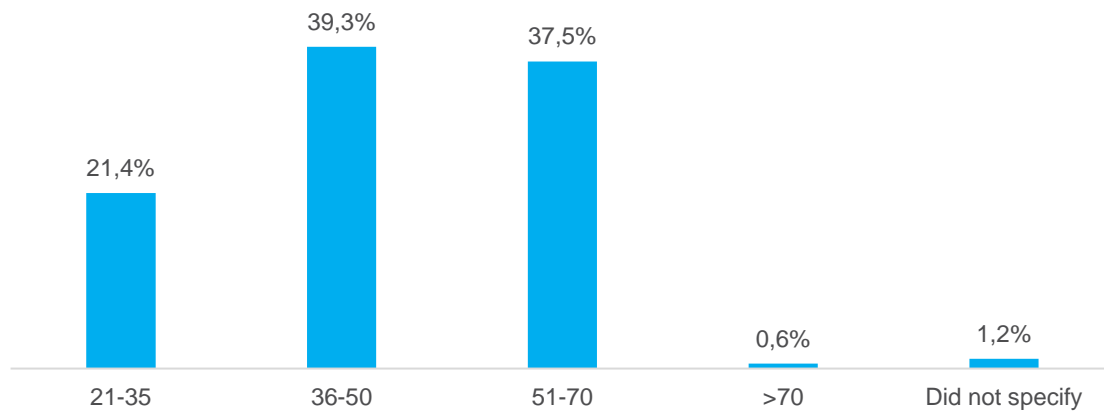


Figure 3: % Share of Domestic Visitors Jan–Jun 2024



2. George & Wilderness Tourism Visitor Trends

Figure 4: Visitor Age Groups, Jan–Jun 2024



- Figure 4 shows that the towns of George and Wilderness were mainly visited by tourists between the age groups of 36–50 and 51–70 years. These ranked as the most popular age groups among visitors to the two towns with a combined total of 76.8%.
- The largest proportion of visitors travelled to the region in pairs (55.4%), followed by groups of four (22.6%), while 10.1% travelled in groups of three as seen in Figure 5.
- Figure 6 shows that most respondents travelled to the region with rented cars (48.8%) or with their own motor vehicles (42.3%).

Figure 5: Travel Group Size, Jan–Jun 2024

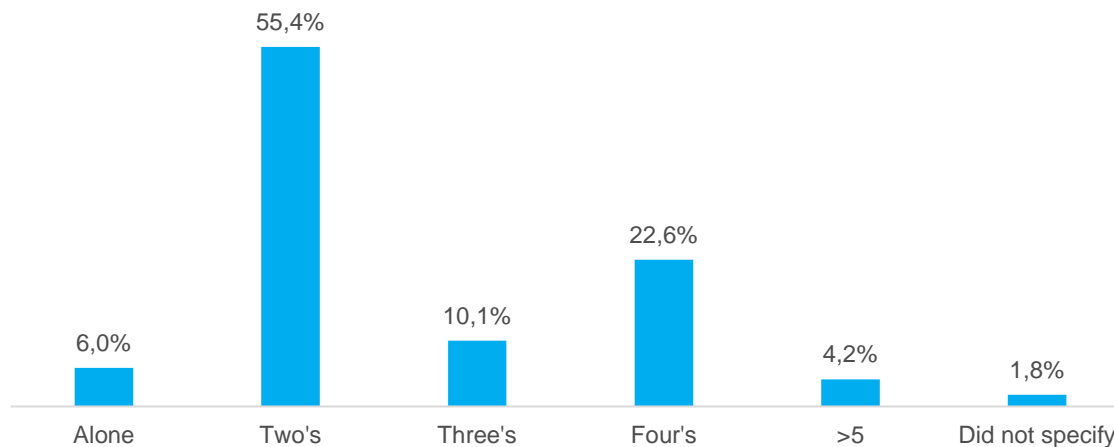
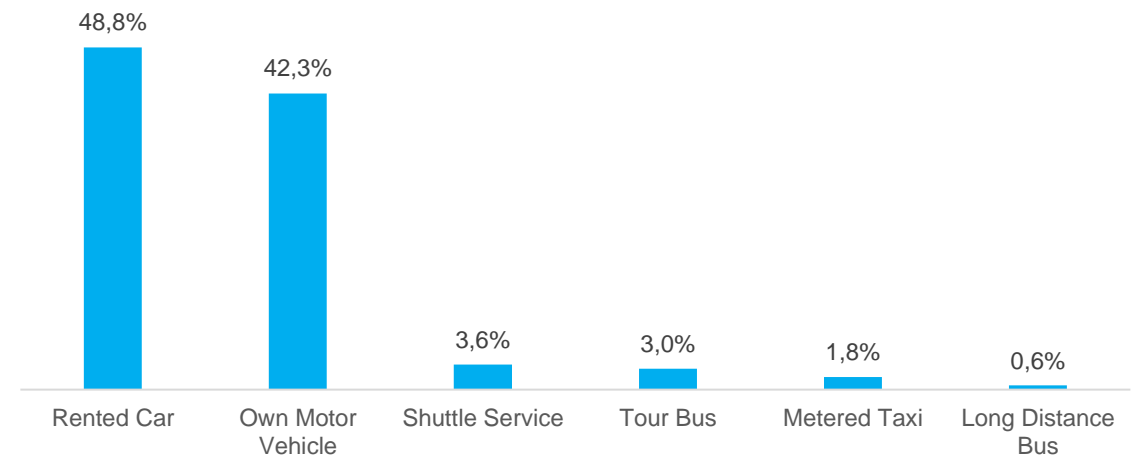


Figure 6: Mode of Transport Used, Jan–Jun 2024



2. George & Wilderness Tourism Visitor Trends



The top 3 main motivations for travel to the George and Wilderness areas were for holiday/leisure (83.9%), visiting friends/relatives (8.9%), and travelling for educational purposes (4.8%). This can be seen in Figure 7.



Figure 8 shows the leading information sources for travellers to the area. Visitors listed internet/websites (39.9%) as their leading source of information for travel to George and Wilderness. Return visitors placed second with 23.8% of arrivals, followed by word of mouth (16.7%), and local visitor centre offices (6.5%).

Figure 7: Purpose of Visit, Jan–Jun 2024

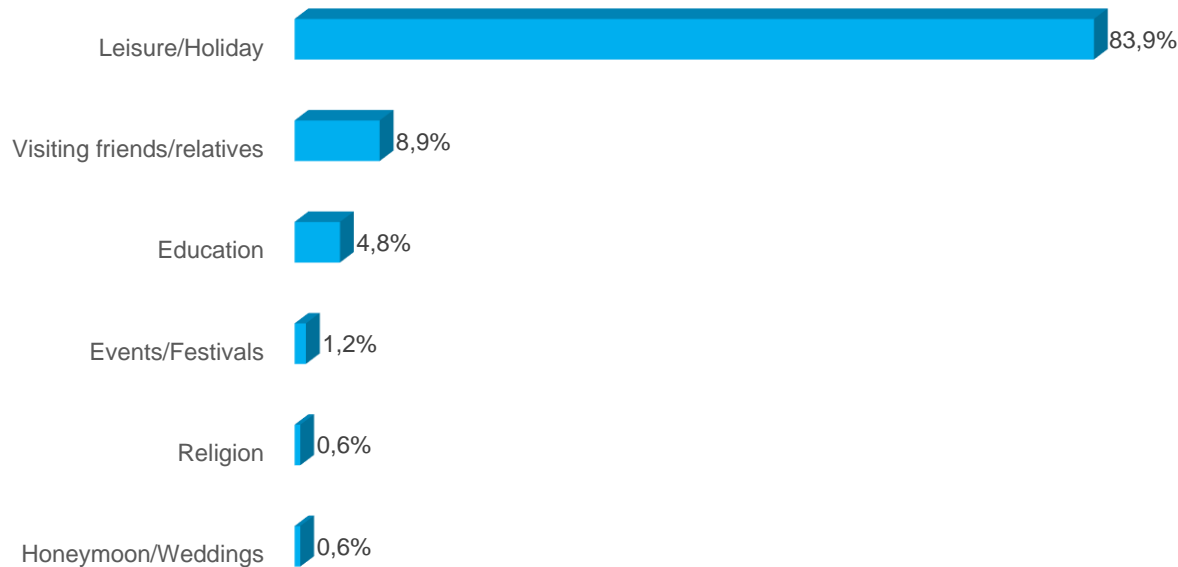
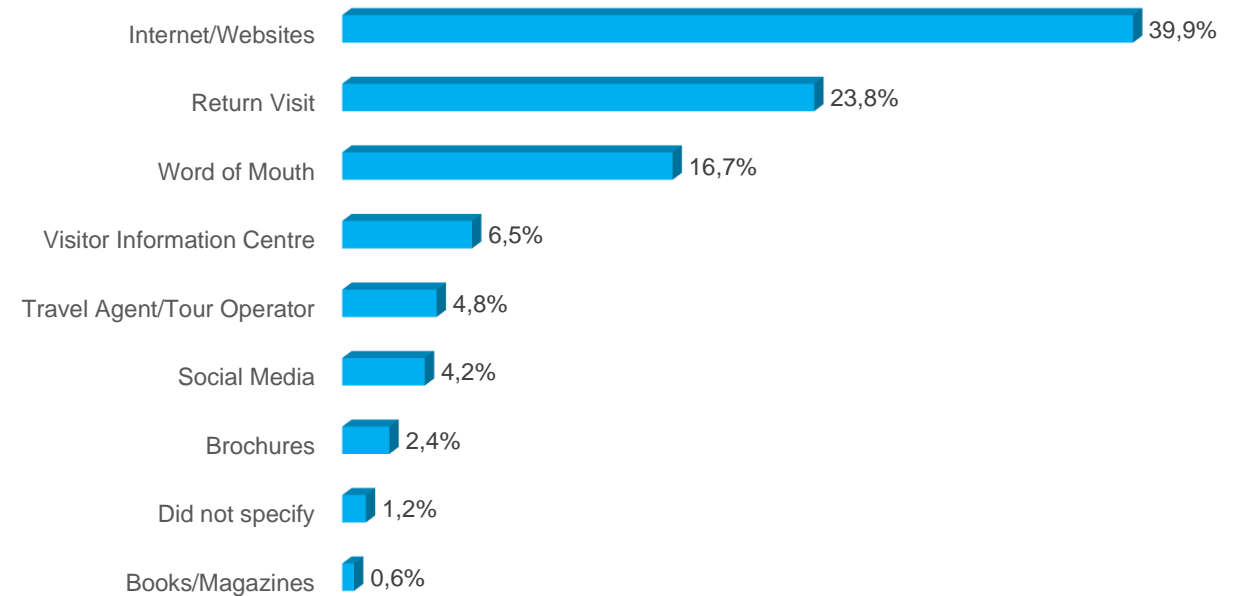


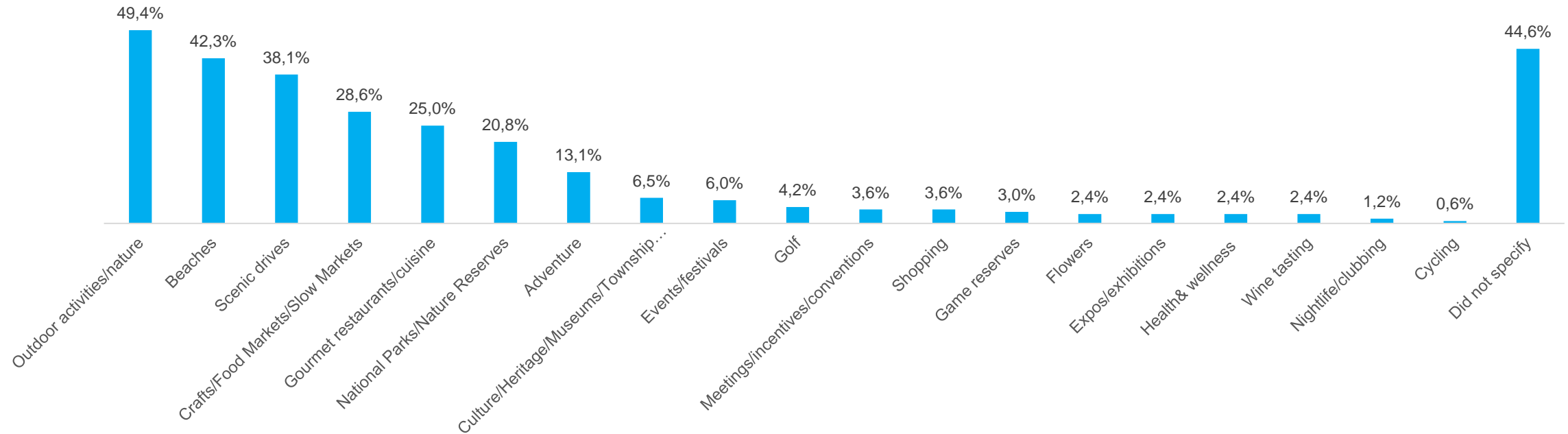
Figure 8: Top Information Source, Jan–Jun 2024



2. George & Wilderness Tourism Visitor Trends

- Figure 9 shows the top tourism activities enjoyed by tourists in the region during the period under review (Jan–Jun 2024). When observing the visitor survey feedback, the most popular activities among tourists include participating in outdoor activities, spending time at the beach, taking scenic drives and exploring crafts/food markets and gourmet restaurants/cuisine.

Figure 9: Top Activities Enjoyed by Visitors, Jan–Jun 2024



2. George & Wilderness Tourism Visitor Trends

Figure 10: Day vs Overnight Visitors, Jan–Jun 2024

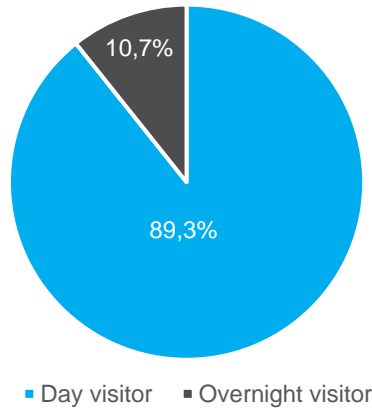


Figure 11: Average Length of Stay, Jan–Jun 2024

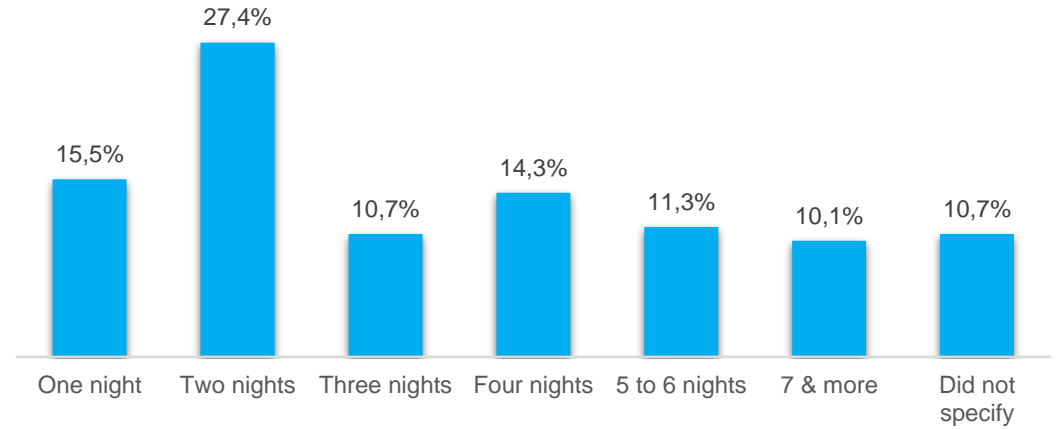


Figure 10 shows that almost 90% of survey respondents were day visitors. 10.7% were overnight visitors.

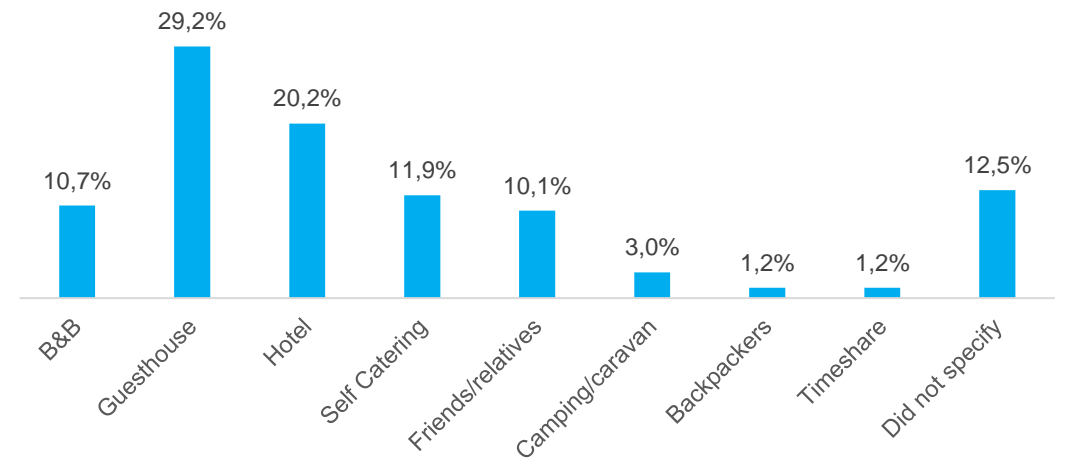


As reflected in Figure 11, many overnight visitors spent two nights (27.4%) in the destination, while 15.5% of respondents spent one night.



Figure 12 indicates that guest houses (29.2%) was the preferred accommodation type amongst overnight visitors. This was followed by hotels (20.2%) and Self-Catering establishments (11.9%).

Figure 12: Preferred Accommodation, Jan–Jun 2024



2. George & Wilderness Tourism Visitor Trends

- Over a third of visitors to George and Wilderness spent between R1001 and R2000 on average per day, while 30.4% of visitors spent between R501 and R1000, as seen in Figure 13.
- Figure 14 shows that 26.8% of visitors to George & Wilderness spent between R1001 and R2000 on accommodation, followed by 19.0% who indicated an average expenditure of between R2001 and R5000 on accommodation facilities.

Figure 13: Average Daily Spend, Jan–Jun 2024

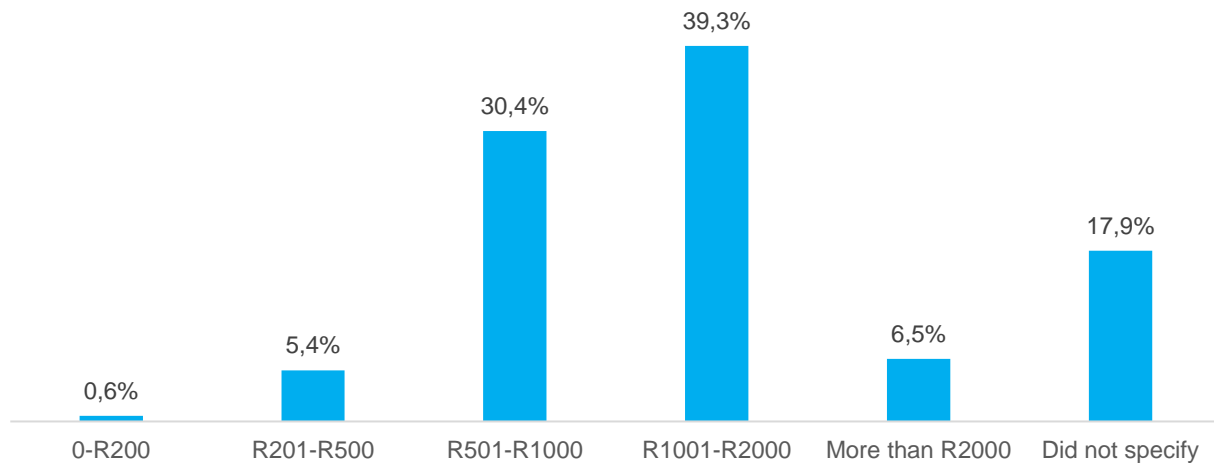
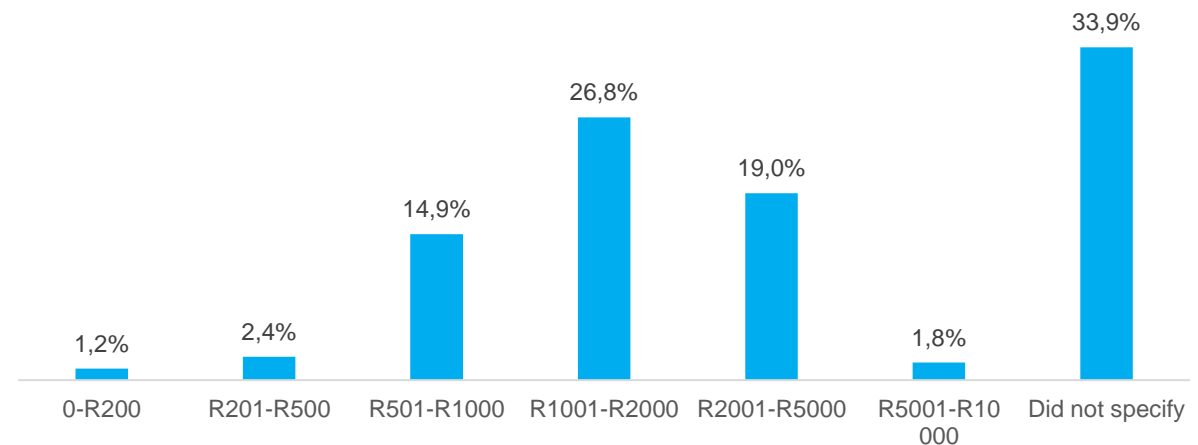


Figure 14: Average Daily Spend on Accommodation, Jan–Jun 2024



3. Acknowledgements

Acknowledgements and many thanks go to the following for supplying the primary data which made this publication possible and whose continued and unwavering support will sustain the forthcoming issues.

The participating local tourism office: **George Tourism**



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