



Overberg Tourism Visitor Trends

January to June 2024

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About this report:

This report provides an overview of the latest data from the local tourism offices in the Overberg between January and June 2024.

The information provides insight into the origin of tourists in the region as well as their preferred activities, ages, group sizes and spending patterns. The research is not intended to represent tourism for the region, as the sample of visitors represents only the footfall at the participating tourism offices. Additional data included in the report reflects the performance of participating attractions in the region.

1. Methodology and definition

This report provides an overview of the tourism trends and patterns in the Overberg 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 within 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 into 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 within the tourism industry for determining key trends.

Source: Wesgro Visitor Tracking Survey (2024)

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 at the place visited.

Source: Adopted from South African Tourism (SAT) (2024)

2. Sample size

Between January and June 2024, 4,083 responses to the regional visitor tracking surveys were received from the various tourism offices in the Overberg. This can be seen in Table 1.

Table 1: Number of surveys from Overberg towns between January and June 2024

	Gansbaai	Hangklip Kleinmond	Hermanus	Stanford	No. of surveys
Domestic	185	1 608	1 481	231	3 505
Overseas	168	60	200	150	578
No. of surveys	353	1 668	1 681	381	4 083



Source: Wesgro (2024); Wesgro Visitor Tracking Survey (2024)

3. Executive Summary

- This report covering the period from January to June 2024 highlights that the majority of travellers to the Overberg originated from the domestic market (85.8%), particularly from within the Western Cape province (95.0%). The overseas market accounted for 14.2% of visitors, with Germany, the United Kingdom, and the Netherlands the top three countries of origin.
- On average, 27.1% of visitors stayed seven to 10 days in the Western Cape. Half of the visitors (50.3%) stayed overnight in the Overberg, with 49.7% of the visitors taking day trips. Of those who indicated overnight stays, the most popular choice was a duration of five to six nights, and self-catering accommodation establishments were the preferred option.
- Visitors in the age groups 21–35 and 36–50 years were the most prevalent among respondents, and the largest proportion of visitors travelled to the region in pairs or on their own.
- Close to 70% of visitors travelled to the Overberg for leisure/holiday purposes. Top activities enjoyed by visitors included exploring different cuisines, taking scenic drives, participating in outdoor activities, visiting national parks and nature reserves, and spending time at the beach.
- Visitor information centres and word of mouth were the top sources of information that attracted visitors to the Overberg.
- Over 70% of domestic visitors opted for public transportation (which could include Uber), while 74.8% of the overseas visitors used rental cars. Some 33.7% of visitors spent between R2001 to R5000 on their accommodation during their overnight stays in the region. With regard to average daily spend, 33.5% of visitors spent an average of between R1001 and R2000, while 30.7% spent more than R2000 daily.
- A total of 17 participating attractions in the Overberg region received a total of 161,991 visitors between January and June 2024, which represented a 38.3% growth in the number of visitors in relation to January–June 2023. The top five participating Overberg attractions with the highest volume of visitors between January and June 2024 were: Stony Point (33,882 visitors), Harold Porter National Botanical Garden (28,005 visitors), Arniston Hotel & Spa (17,947 visitors), Walker Bay Nature Reserve (17,325 visitors) and De Hoop Nature Reserve (13,699 visitors).

An aerial photograph of the Overberg coastline in South Africa. The image shows a series of rugged mountains along the coast, with the ocean in the foreground. The sky is clear and blue. The text is overlaid on the image.

Overberg Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

4. Overberg visitor trends & patterns

- The domestic market accounted for the largest share of respondents (85.8%) who visited the region between January and June 2024, while the overseas market made up 14.2% of visitors. This can be seen in Figure 1.
- Figure 2 shows that 31.5% of overseas travellers to the Overberg originated from Germany. The United Kingdom (UK), which attracted 29.2% of visitors and the Netherlands with 7.1% of visitors, followed as the second and third top overseas source markets for the region.
- The largest share of domestic travellers (95.0%) to the region originated from the Western Cape, confirming that the Overberg is a popular tourism destination for local visitors. This can be seen in Figure 3.

Figure 1: Overseas and domestic visitors, Jan–Jun 2024

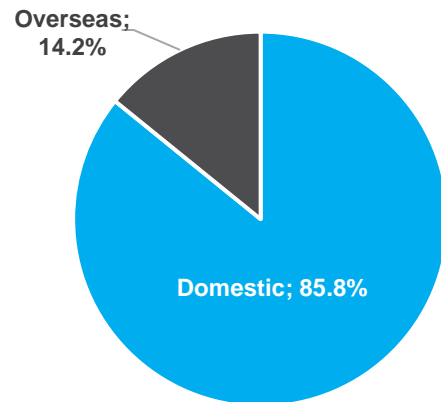


Figure 2: Origin of overseas visitors, Jan–Jun 2024

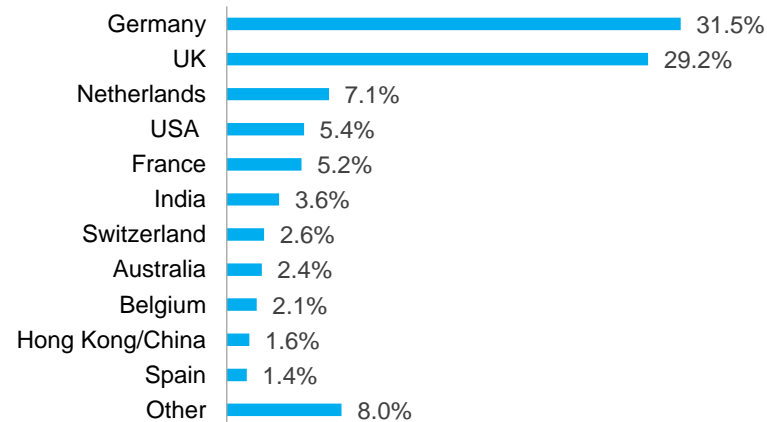
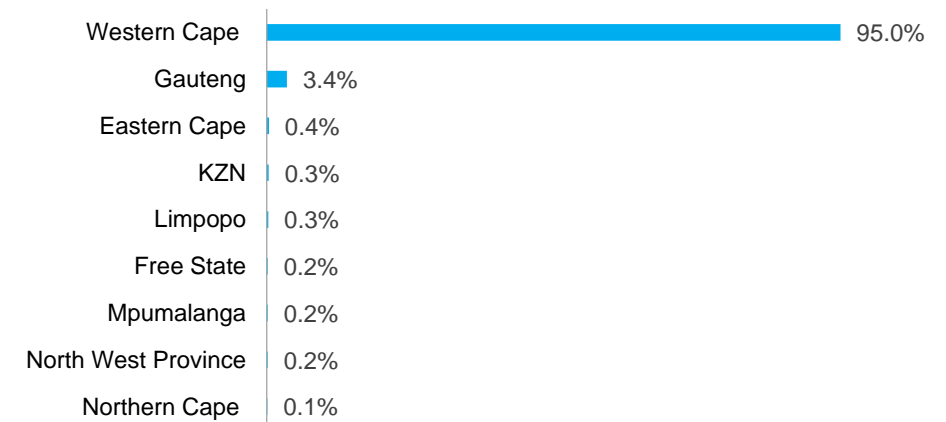
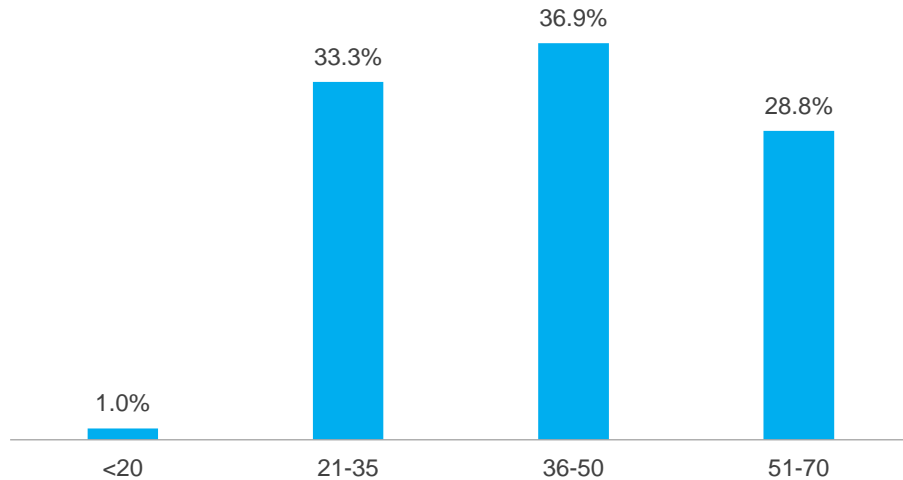


Figure 3: Origin of domestic visitors, Jan–Jun 2024



4. Overberg visitor trends & patterns

Figure 4: Age group of visitors, Jan–Jun 2024



- Figure 4 illustrates that most visitors to the Overberg were in the age groups of 36–50 years and 21–35 years.
- The largest proportion of visitors travelled to the region in pairs, followed by 23.0% who travelled alone. This can be seen in Figure 5.
- It is worth noting that visitors' information centres (49.7%), and word of mouth (37.2%), were identified as the most trusted sources of information by visitors when planning their trips to the Overberg, as shown in Figure 6.

Figure 5: Travel group size, Jan–Jun 2024

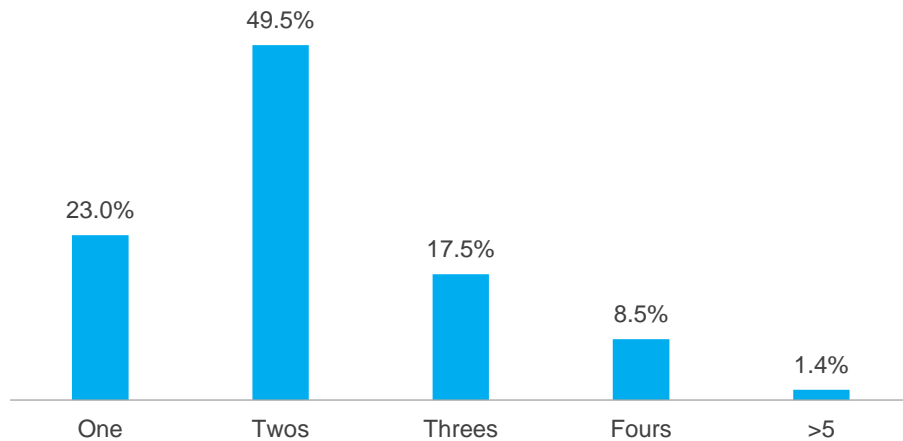
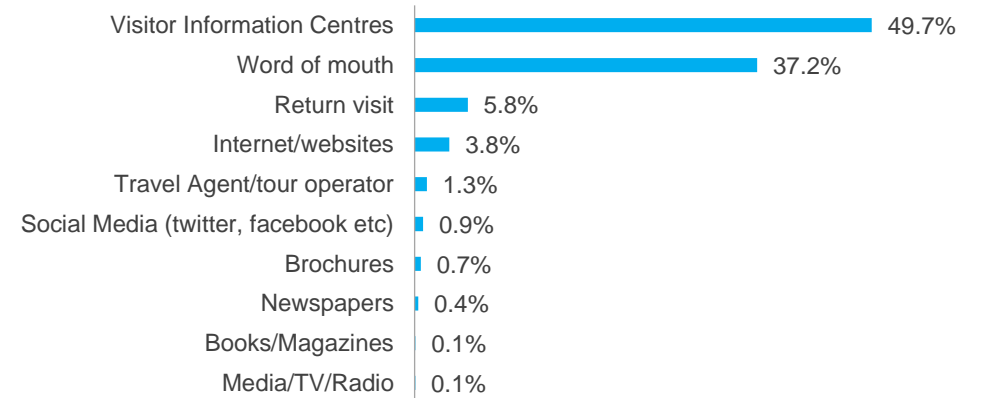
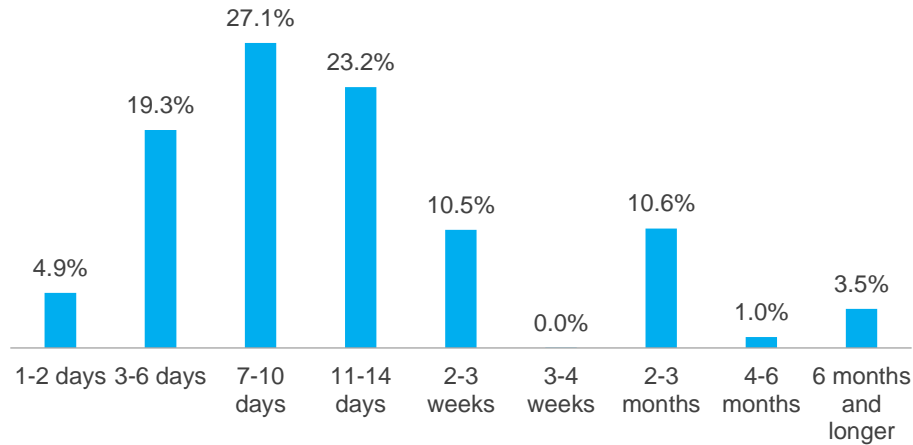


Figure 6: Top information sources used by domestic visitors, Jan–Jun 2024



4. Overberg visitor trends & patterns

Figure 7: Average length of stay in the Western Cape, Jan–Jun 2024



- During the period under review, 27.1% of visitors stayed for an average of 7 to 10 days in the Western Cape, followed by 23.7% of visitors who stayed for 11 to 14 days in the province. This can be observed in Figure 7.
- Figure 8 shows that 57.8% stayed in the Overberg region for five to six nights, while 19.4% visited for three nights.
- Figure 9 illustrates that around 50.3% of visitors stayed overnight in the Overberg, whereas 49.7% of the visitors took day trips.

Figure 8: Average length of stay in the Overberg region, Jan–Jun 2024

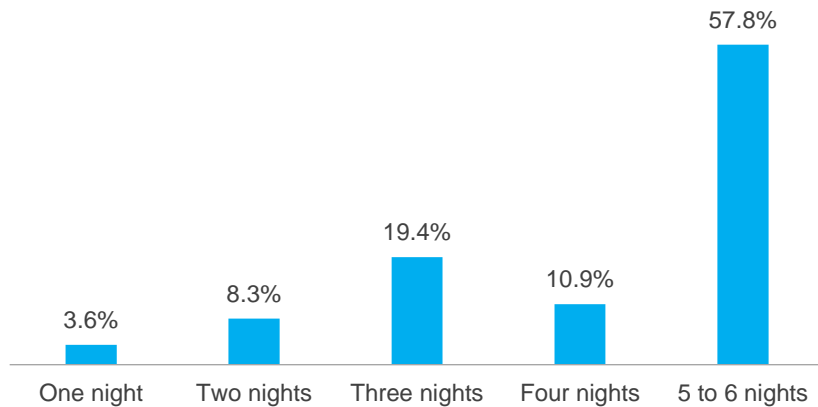
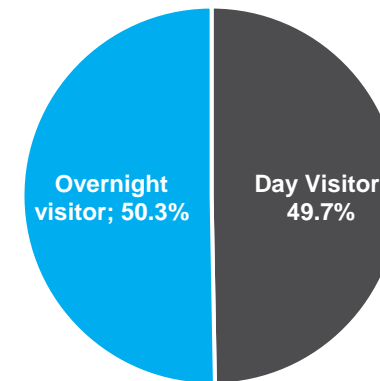
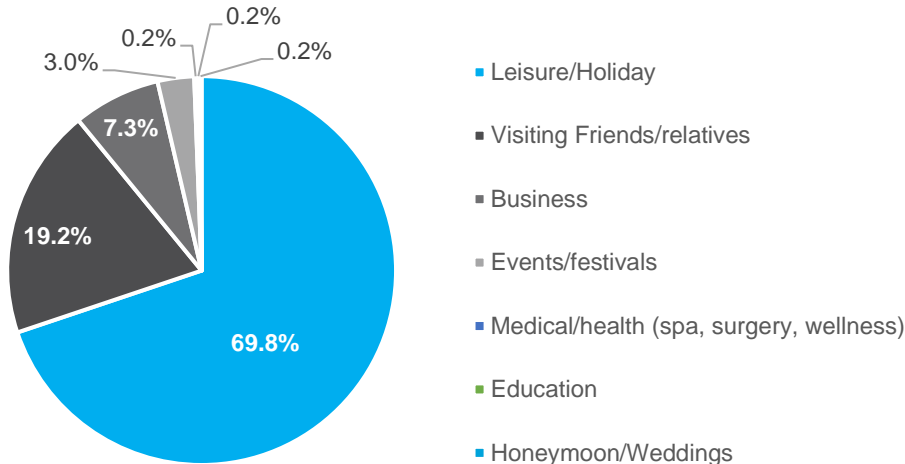


Figure 9: Overnight and day visitors: in the Overberg region, Jan–Jun 2024



4. Overberg visitor trends & patterns

Figure 10: Purpose of visit, Jan–Jun 2024



- In Figure 10, it can be seen that most of the visitors (69.8%) travelled to the region primarily for leisure/holiday purposes and 19.2% visited friends and relatives. Some came for business (7.3%) and events/festivals (3.0%).
- Figure 11 illustrates that 76.4% of domestic visitors opted for public transportation (which could include Uber), and 74.8% of the overseas visitors used rental cars to explore the region.
- The figures presented in Figure 12 suggest that the most popular activities among tourists included exploring different cuisines, taking scenic drives, participating in outdoor activities, visiting national parks/nature reserves and spending time at the beach.

Figure 11: Mode of transport used by domestic and overseas visitors, Jan–Jun 2024

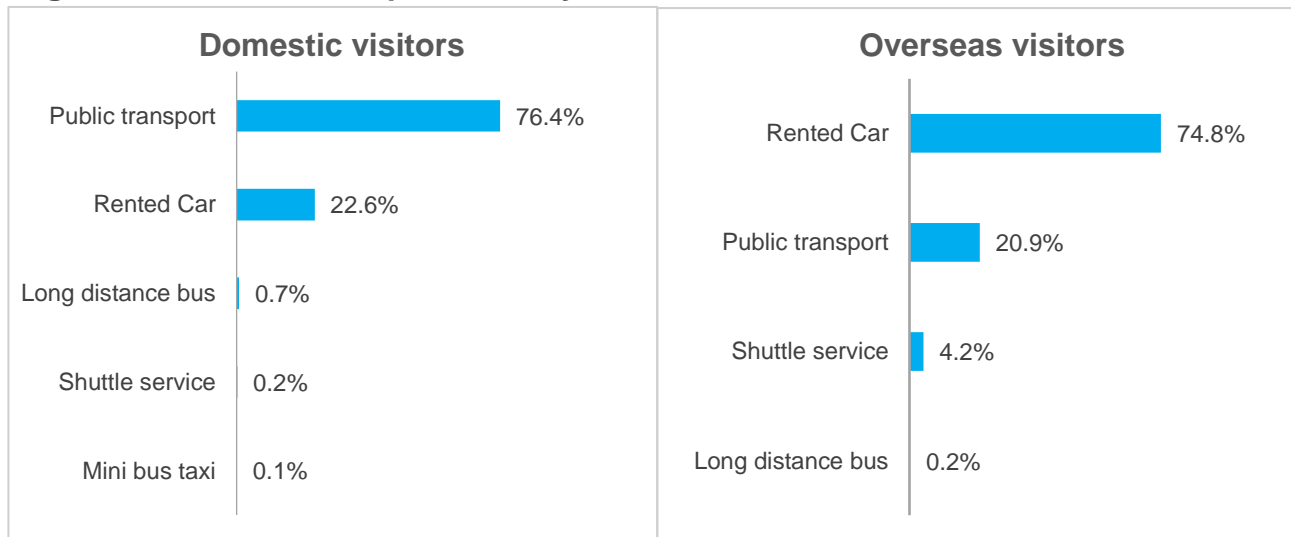
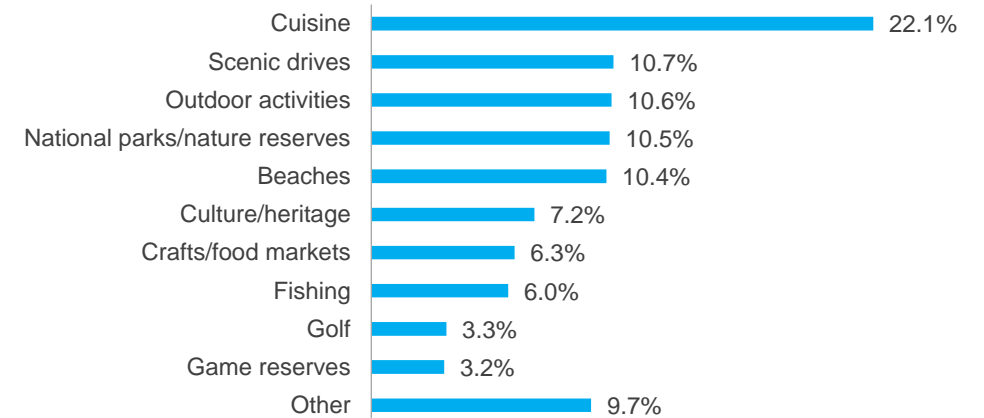
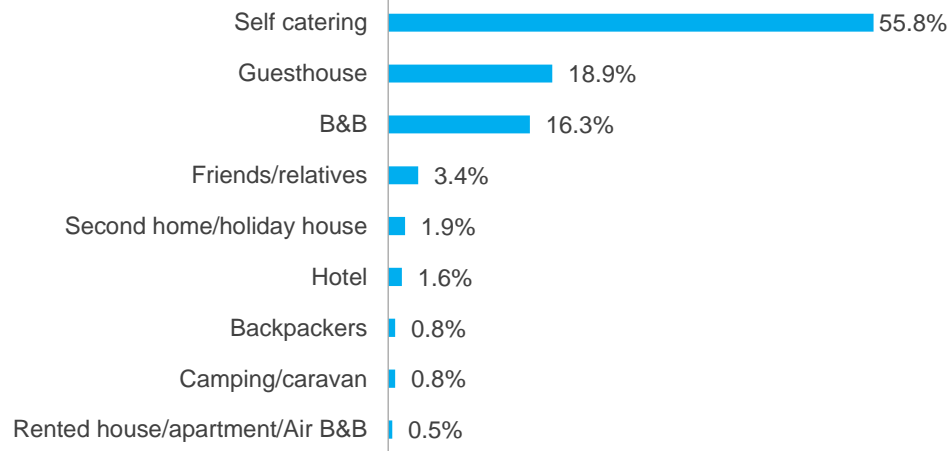


Figure 12: Top activities undertaken by visitors in the Overberg, Jan–Jun 2024



4. Overberg visitor trends & patterns

Figure 13: Visitors' accommodation usage, Jan–Jun 2024



- Figure 13 illustrates that, self-catering accommodations, guesthouses, and bed and breakfast (B&B) establishments were the most popular types of lodging for travellers visiting the Overberg region.

- With regards to the average spend on accommodation, Figure 14 illustrates that 33.7% of visitors spent between R2001 to R5000 on their accommodation during their stay in the region. In addition, 24.8% of visitors spent R1001 to R2000.

- Looking at average daily spend, it was found that 33.5% of visitors who visited the region spent an average of R1001 to R2000 daily, as shown in Figure 15. This was followed by 30.7% of visitors who indicated that they spent more than R2000 on their daily expenses. In addition, it was found that 22.6% of visitors spent between R501 to R1000 daily.

Figure 14: Average spend on accommodation by visitors, Jan–Jun 2024

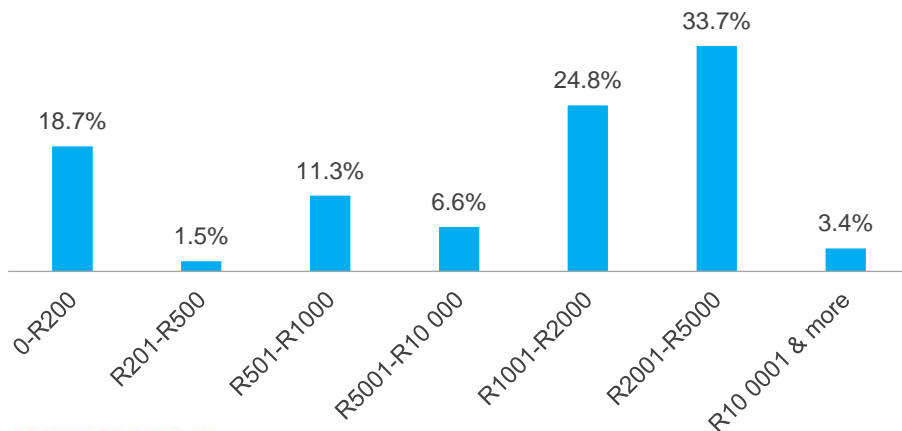
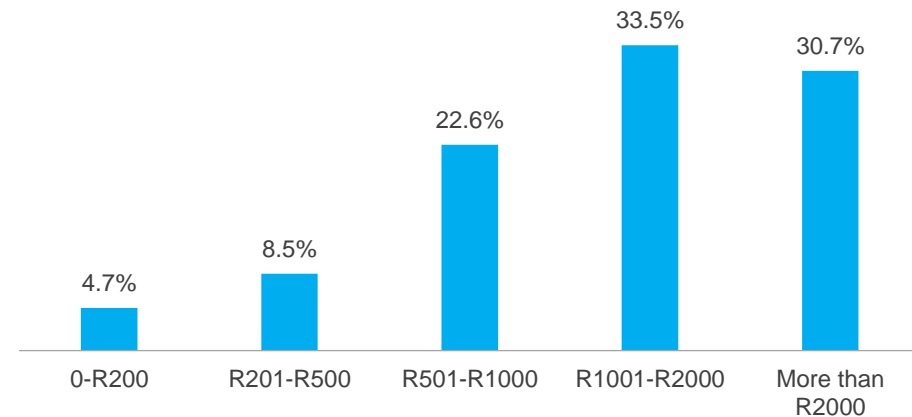


Figure 15: Visitors' average daily spend, Jan–Jun 2024



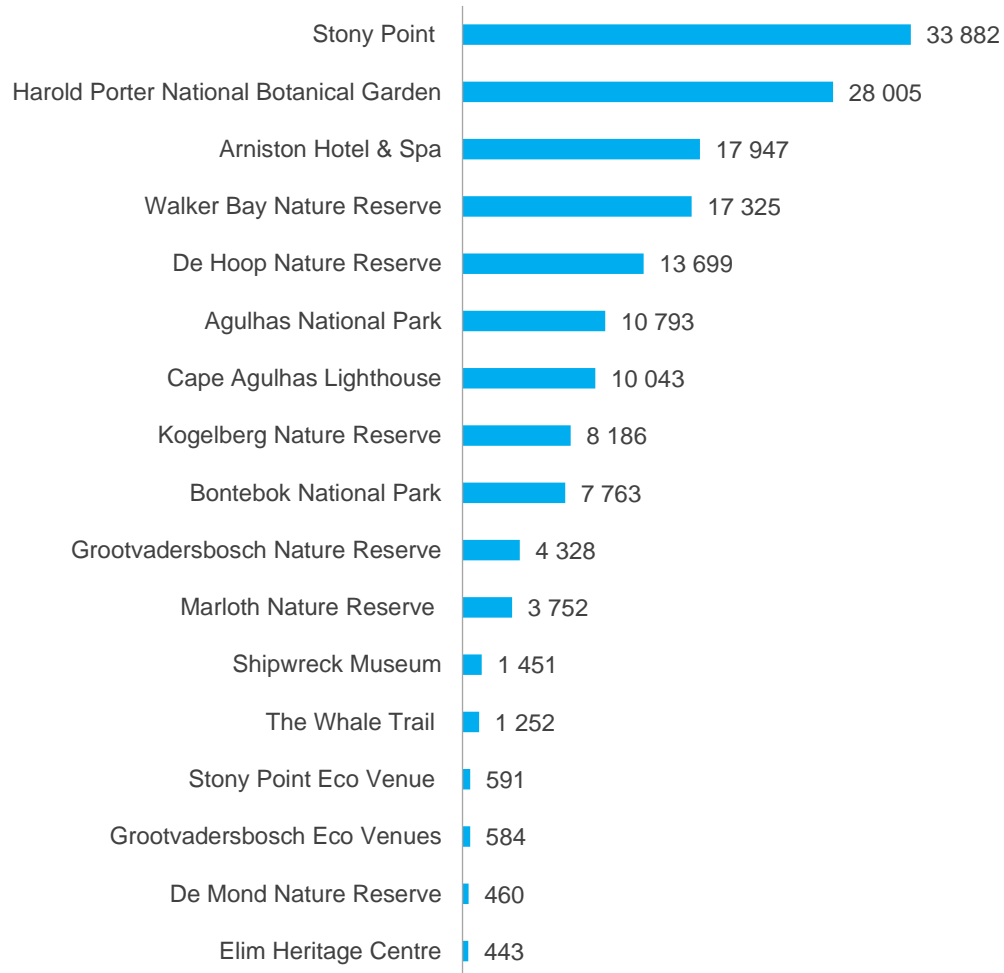
An aerial photograph of the Overberg region in South Africa, showing a range of mountains and a coastline. The water in the foreground is a deep blue, while the sky is a pale, hazy blue. The mountains are dark and rugged, with some peaks appearing sharp against the sky. The coastline is visible, showing a mix of rocky shorelines and sandy beaches.

Performance of Overberg Attractions

Period of Review: Jan–Jun 2024

5. Performance of Overberg Attractions, Jan–Jun 2024

Figure 16: Total number of visitors to the Overberg attractions, Jan–Jun 2024



A total of 17 participating attractions in the Overberg region recorded 161,991 visitors between January and June 2024, which represented a 38.3% growth in the number of visitors compared to the same period in 2023. The top 5 participating Overberg attractions with the highest volume of visitors between January and June 2024 were:

1. Stony Point (33,882 visitors)
2. Harold Porter National Botanical Garden (28,005 visitors)
3. Arniston Hotel & Spa (17,947 visitors)
4. Walker Bay Nature Reserve (17,325 visitors)
5. De Hoop Nature Reserve (13,699 visitors)

Table 2: Performance of attractions between Jan–June 2022–2024

	2022	2023	2024	2024/2023 % Change
Stony Point	27 269	11 158	33 882	203.7%
Harold Porter National Botanical Garden	23 791	23 439	28 005	19.5%
Arniston Hotel & Spa	18 249	17 251	17 947	4.0%
Walker Bay Nature Reserve	8 055	8 606	17 325	101.3%
De Hoop Nature Reserve	6 976	5 604	13 699	144.5%
Agulhas National Park	13 936	12 322	10 793	-12.4%
Cape Agulhas Lighthouse	11 043	10 833	10 043	-7.3%
Kogelberg Nature Reserve	6 255	3 506	8 186	133.5%
Bontebok National Park	7 239	7 877	7 763	-1.4%
Grootvadersbosch Nature Reserve	4 620	3 981	4 328	8.7%
Marloth Nature Reserve	2 524	3 411	3 752	10.0%
Shipwreck Museum	2 047	1 288	1 451	12.7%
The Whale Trail	1 934	1 628	1 252	-23.1%
Stony Point Eco Venue	425	219	591	169.9%
Grootvadersbosch Eco Venues	711	819	584	-28.7%
De Mond Nature Reserve	2 957	3 573	460	-87.1%
Elim Heritage Centre	714	500	443	-11.4%

6. Acknowledgements

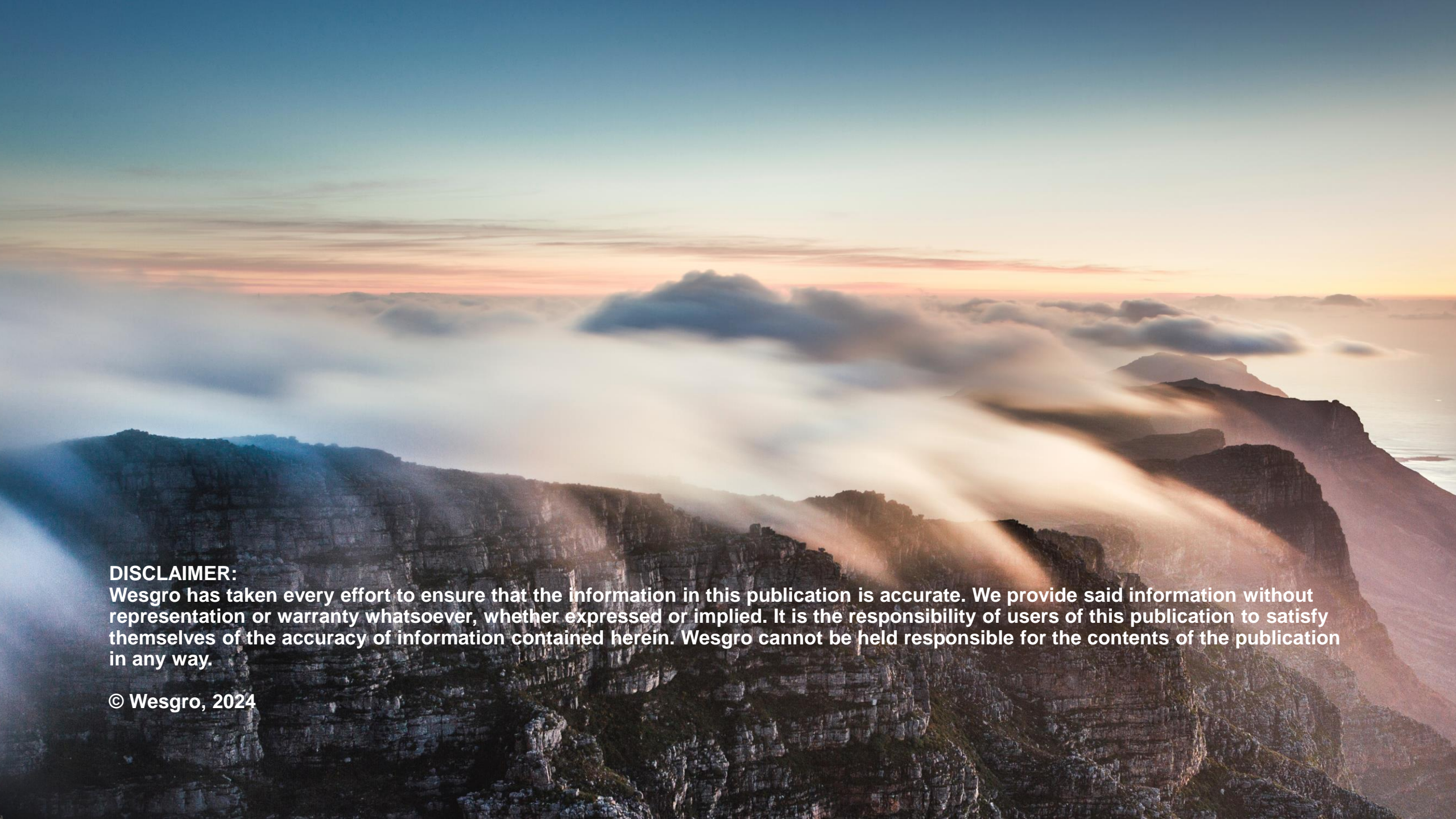
Acknowledgements and many thanks go to the Overberg District Municipality and the following tourism offices and attractions for supplying the data which made this publication possible and whose continued and unwavering support will sustain the forthcoming issues.

The participating local tourism offices in the Overberg included:

Cape Agulhas
Gansbaai
Hangklip Kleinmond
Hermanus
Stanford

The participating attractions in the Overberg included:

- Agulhas National Park
- Harold Porter National Botanical Garden
- Walker Bay Nature Reserve
- Arniston Hotel & Spa
- De Hoop Nature Reserve
- Cape Agulhas Lighthouse
- Bontebok National Park
- Kogelberg Nature Reserve
- Grootvadersbosch Nature Reserve
- Marloth Nature Reserve
- The Whale Trail
- Shipwreck Museum
- Grootvadersbosch Eco Venues
- Stony Point Eco Venue
- De Mond Nature Reserve
- Elim Heritage Centre
- Stony Point



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