



Western Cape Regional Tourism Visitor Trends

January to June 2024

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About this report:

This report provides an overview of the latest tourism visitor trends for the Western Cape, derived from surveys captured at local tourism offices across the Western Cape between January and June 2024.

The information provides insight into the origin of tourists in the province, as well as their preferred activities, ages, group sizes and spending patterns. The research is not intended to represent tourism for the Western Cape as a whole, 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 Western Cape.

1. Methodology and definitions

This report provides an overview of the tourism trends and patterns in the Western Cape. 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:

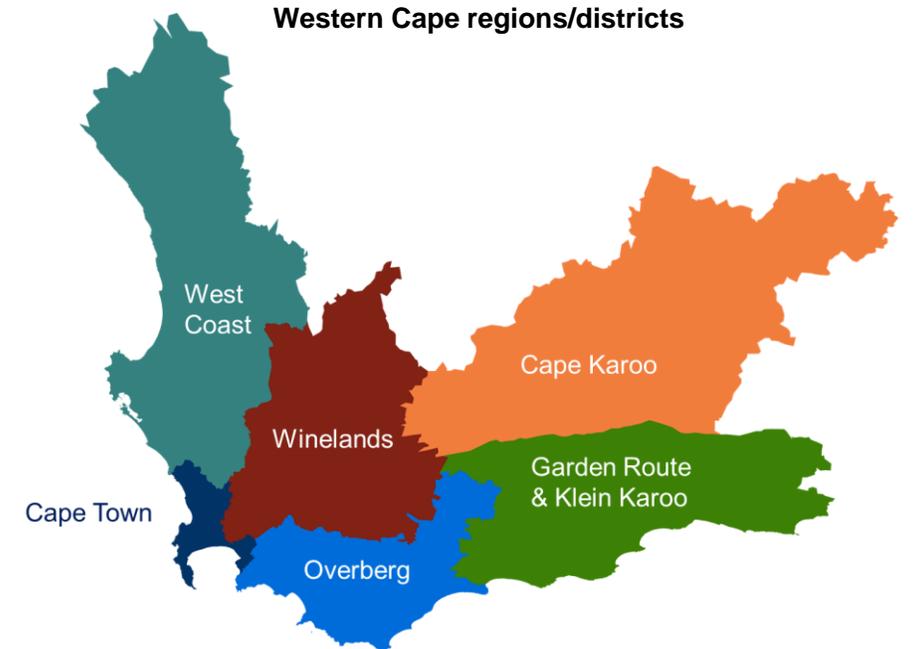
Visitor: Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited.

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

2. Sample size

Between January and June 2024, a total of 5,739 responses to the regional visitor tracking surveys were received from the various tourism offices in the Western Cape. The participating tourism offices were from the following regions:

Table 1: Total number of responses between Jan and Jun 2024	
Overberg	4 083
Weskus	1 149
Winelands	339
Garden Route & Klein Karoo	168
Total	5 739



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

3. Executive Summary

- This report covers the period January to June 2024 and highlights that most travellers to the Western Cape originated from the domestic market (82.6%) particularly from within the Western Cape province (73.8%). The overseas market accounted for 17.4% of visitors, with the United Kingdom, Germany, and the Netherlands as the top three countries of origin.
- On average, 26.9% of visitors stayed seven to 10 days in the Western Cape. Half of the visitors (50.0%) took day trips and 48.0% stayed overnight. 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 36–50 years, 51–70 years, and 21–35 years were the most prevalent among respondents, and the largest proportion of visitors travelled to the province in pairs or on their own.
- Over 70% of visitors travelled in the province for leisure/holiday purposes. Top activities enjoyed by visitors included exploring different cuisines, participating in outdoor activities, taking scenic drives, spending time at the beach and visiting culture/heritage sites/attractions.
- Public transportation was opted for by 78.3% of domestic visitors, while 74.8% of overseas visitors used rental cars while exploring the province.
- Visitor information centres and word of mouth were the top sources of information that attracted visitors to the province.
- Some 28.7% of visitors spent between R2001 to R5000 on their accommodation during their overnight stays in the province. Regarding average daily spend, 31.2% of visitors spent an average of between R1001 and R2000, while 26.1% spent more than R2000 daily.
- A total of 51 participating attractions in the Western Cape recorded 4,208,538 visitors between January and June 2024, which represented a 21% growth in the number of visitors compared to the same period in 2023. The top 5 participating attractions with the highest volume of visitors between January and June 2024 were: Table Mountain National Park (1,560,551 visitors), Table Mountain Aerial Cableway (566,995 visitors), Table Mountain National Park: Cape of Good Hope (496,268 visitors), Table Mountain National Park: Boulders (417,324 visitors) and Kirstenbosch National Botanical Garden (319,498 visitors).

An aerial photograph of the Western Cape coastline, showing a range of mountains in the background and the ocean in the foreground. The image is slightly hazy, giving it a soft, ethereal quality. The mountains are dark against the lighter sky, and the ocean is a deep blue with white foam from a boat's wake visible in the lower right.

Western Cape Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

4. Western Cape visitor trends & patterns

- The domestic market accounted for the largest share of respondents (82.6%) who visited the region between January and June 2024, while the overseas market accounted for 17.4% of visitors. This can be seen in Figure 1.
- Figure 2 shows that 26.1% of overseas travellers to the Western Cape originated from the United Kingdom (UK). Germany, which attracted 25.7% of visitors, and the Netherlands with 9.8% of visitors, followed as the second and third top overseas source markets to the province.
- The largest share of domestic travellers (73.8%) to the province originated from the Western Cape, confirming that the province is a popular tourism destination for local visitors. This can be seen in Figure 3.

Figure 1: % Share of overseas and domestic visitors to the WC, Jan–Jan 2024

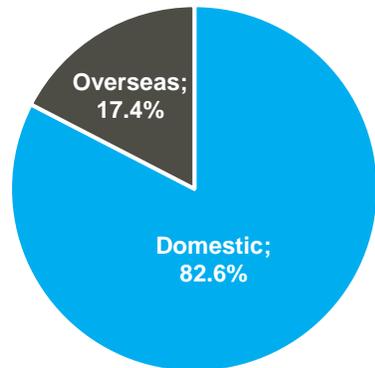


Figure 2: % Share of international visitors to the WC, Jan–Jan 2024

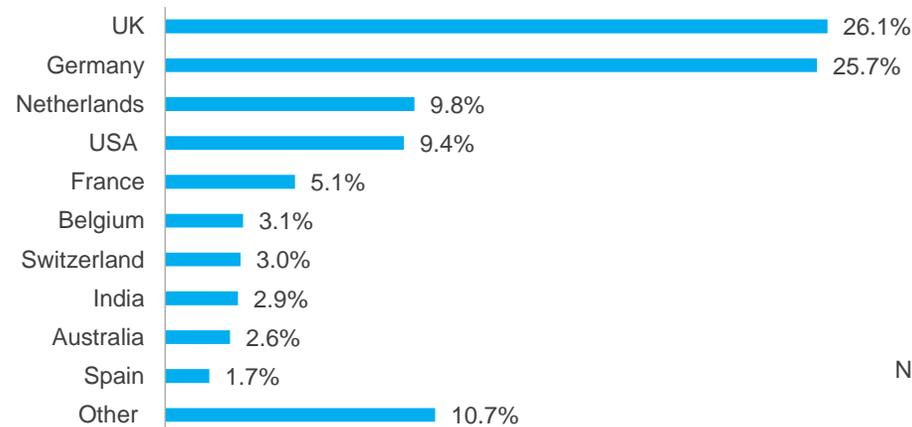
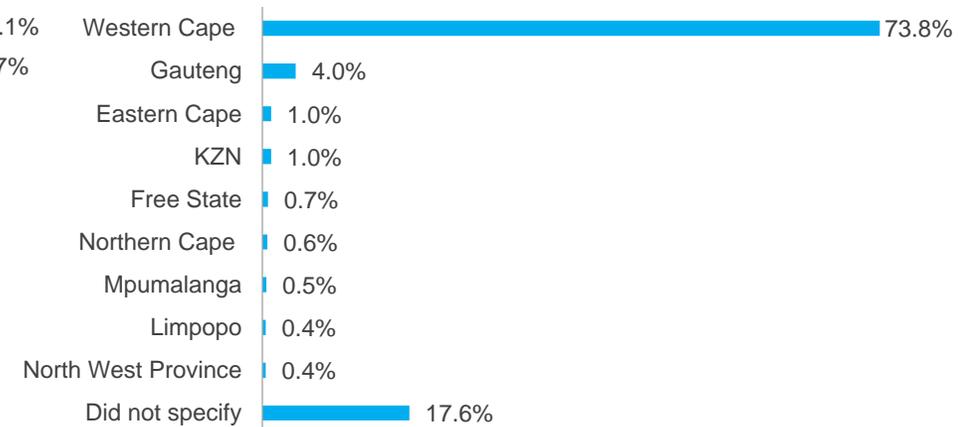


Figure 3: % Share of domestic visitors to the WC, Jan–Jan 2024



4. Western Cape visitor trends & patterns

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

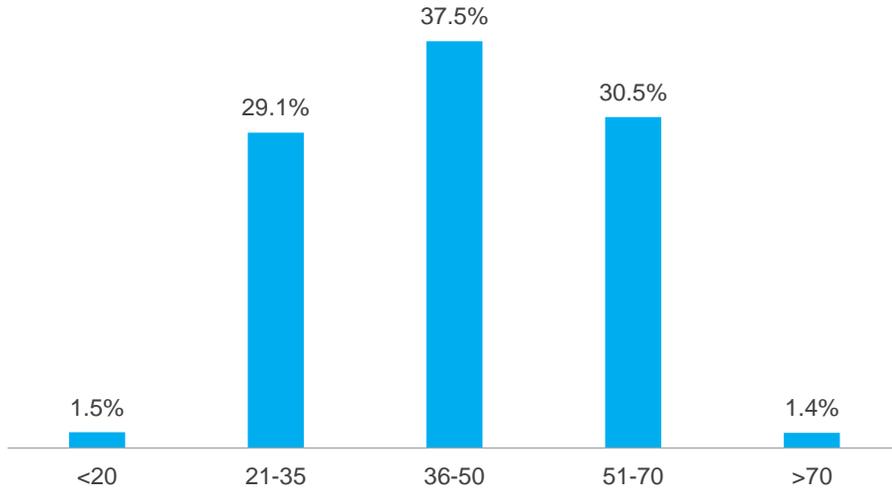
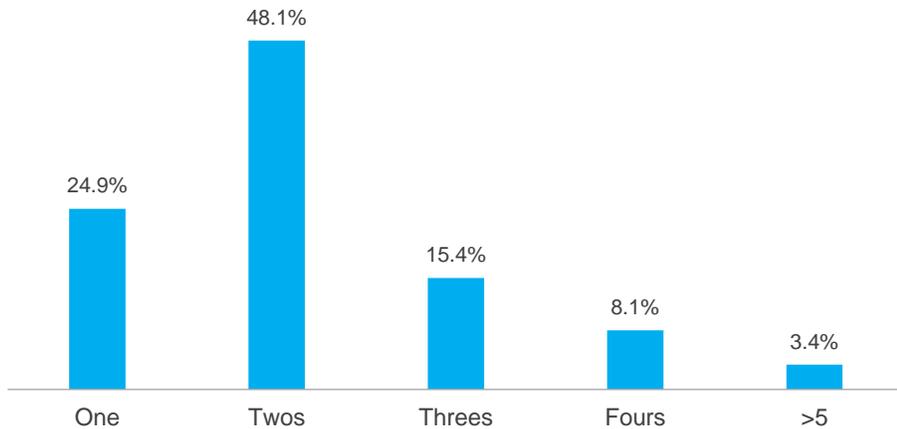


Figure 5: Travel group size, Jan–Jan 2024



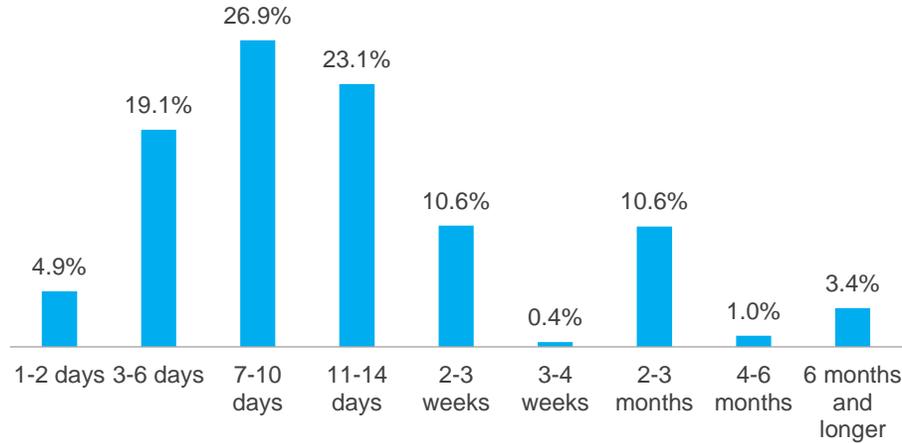
- Figure 4 illustrates that most visitors to the Western Cape were in the age groups of 36–50 years, 51–70 years and 21–35 years.
- The largest proportion of visitors travelled to the province in pairs, followed by 24.9% who travelled alone. This can be seen in Figure 5.
- Visitors' information centres (43.8%), and word of mouth (34.3%), were identified as the most trusted sources of information by visitors when planning their trips to the province, as shown in Figure 6.

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



4. Western Cape visitor trends & patterns

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



- During the period under review, 26.9% of visitors stayed for an average of 7 to 10 days in the Western Cape, followed by 23.1% of visitors who stayed for 11 to 14 days in the province. This can be observed in Figure 7.
- Figure 8 shows that 44.8% stayed in the province for five to six nights on average.
- Figure 9 illustrates that around 52.0% of visitors took day trips, whereas 48.0% of the visitors stayed overnight in the province.

Figure 8: Average length of stay (Nights) in the WC, Jan–Jan 2024

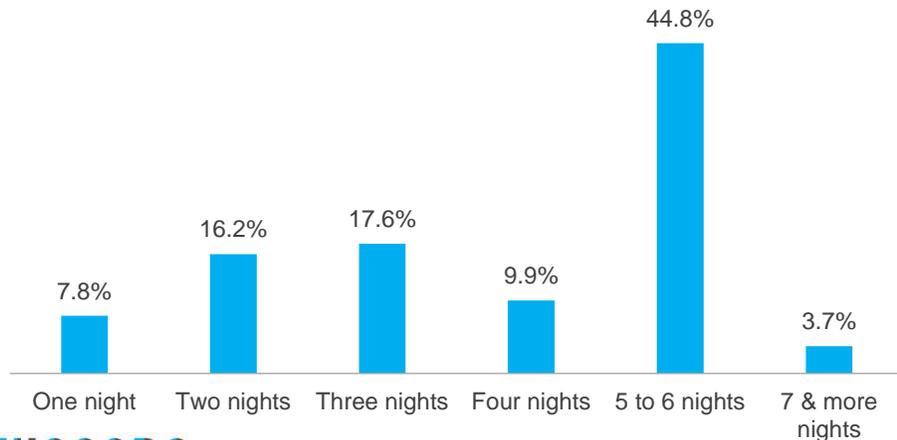
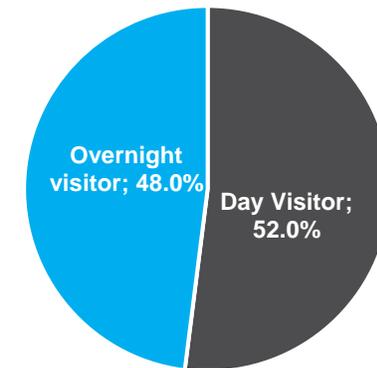
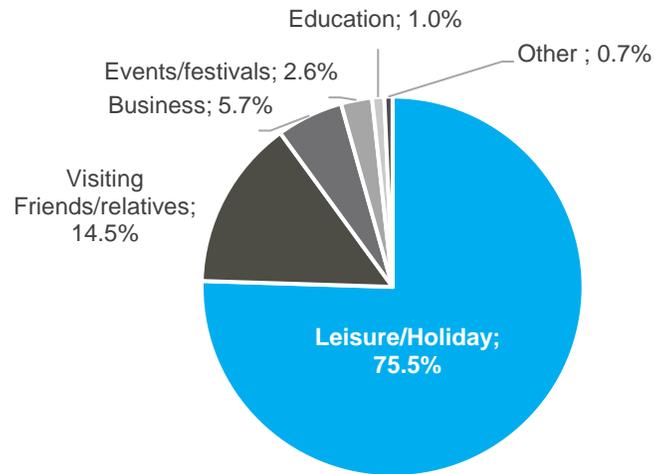


Figure 9: Overnight and day visitors, Jan–Jan 2024



4. Western Cape visitor trends & patterns

Figure 10: Purpose of visit, Jan–Jan 2024



- As indicated in Figure 10, most of the visitors (75.5%) travelled to the province primarily for leisure/holiday purposes.
- Figure 11 illustrates that 78.3% of domestic visitors opted for public transportation, and 63.8% of the overseas visitors used rental cars to explore the province.
- The findings presented in Figure 12 suggest that the most popular activities among visitors included exploring different cuisines, participating in outdoor activities, taking scenic drives, spending time at the beach and visiting culture/heritage sites/attractions.

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

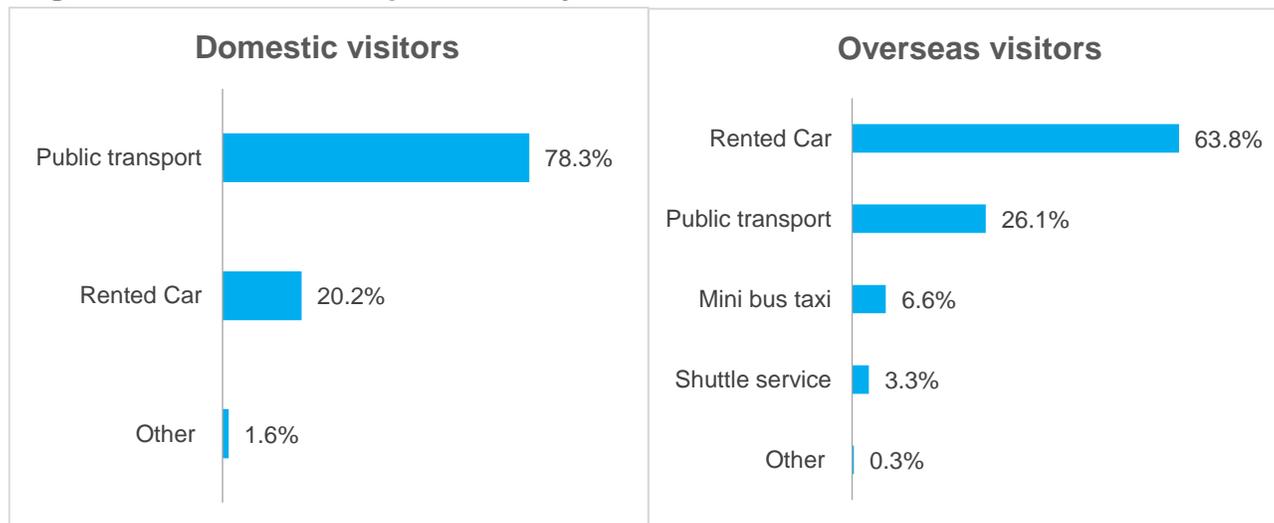
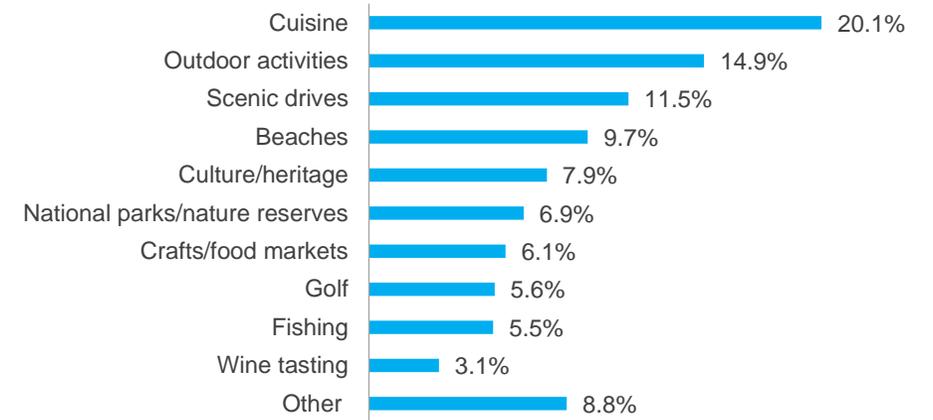
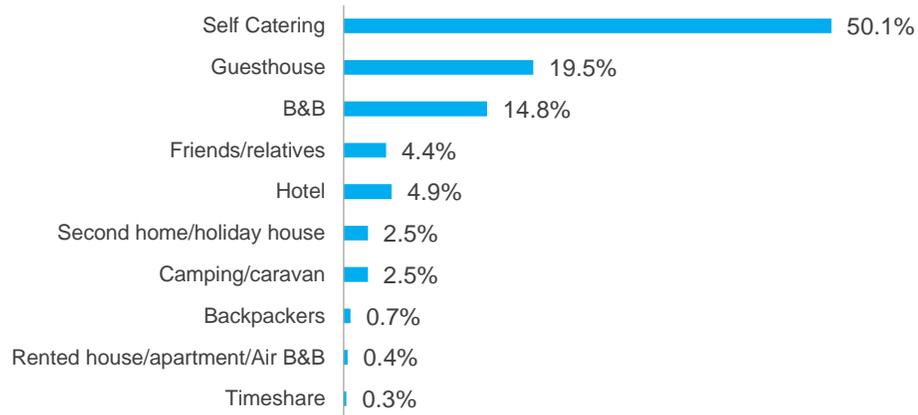


Figure 12: Top activities undertaken by visitors in the Western Cape, Jan–Jan 2024



4. Western Cape visitor trends & patterns

Figure 13: Visitors accommodation usage, Jan–Jan 2024



- Figure 13 illustrates that self-catering accommodations, guesthouses, and bed and breakfast (B&B) establishments ranked as the most popular types of lodging for travellers visiting the Western Cape.
- Regarding the average spend on accommodation, Figure 14 illustrates that 28.7% of visitors spent between R2001 to R5000 on their accommodation during their stay in the Western Cape. In addition, 27.6% of visitors spent R1001 to R2000.
- Looking at average daily spend, 31.2% of visitors who visited the province spent an average of R1001 to R2000 daily, as shown in Figure 15. This was followed by 26.1% of visitors who indicated that they spent more than R2000 on their daily expenses. In addition, it was found that 25.2% of visitors spent between R501 to R1000 daily.

Figure 14: Average spend on accommodation, Jan–Jan 2024

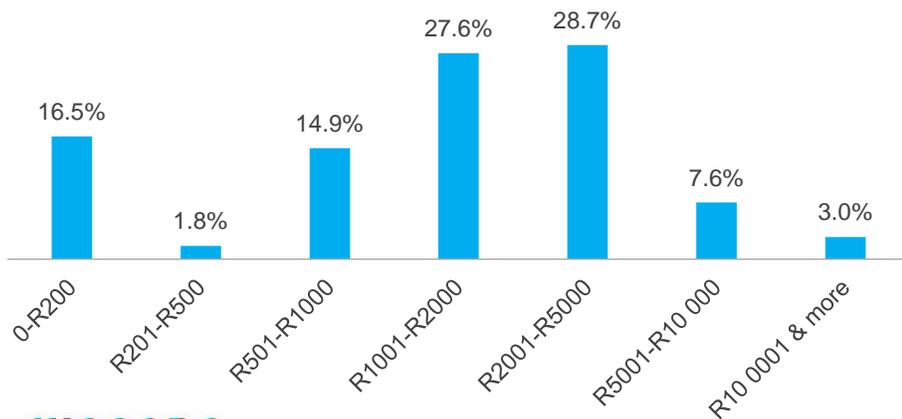
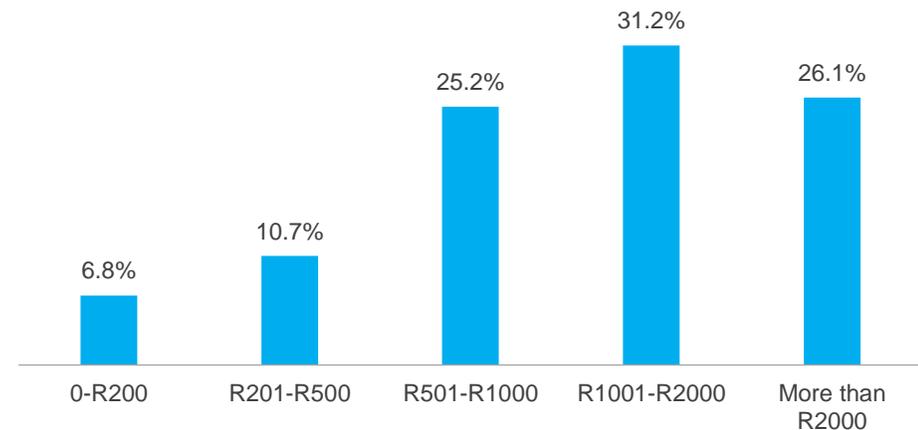


Figure 15: Visitors average daily spend, Jan–Jan 2024



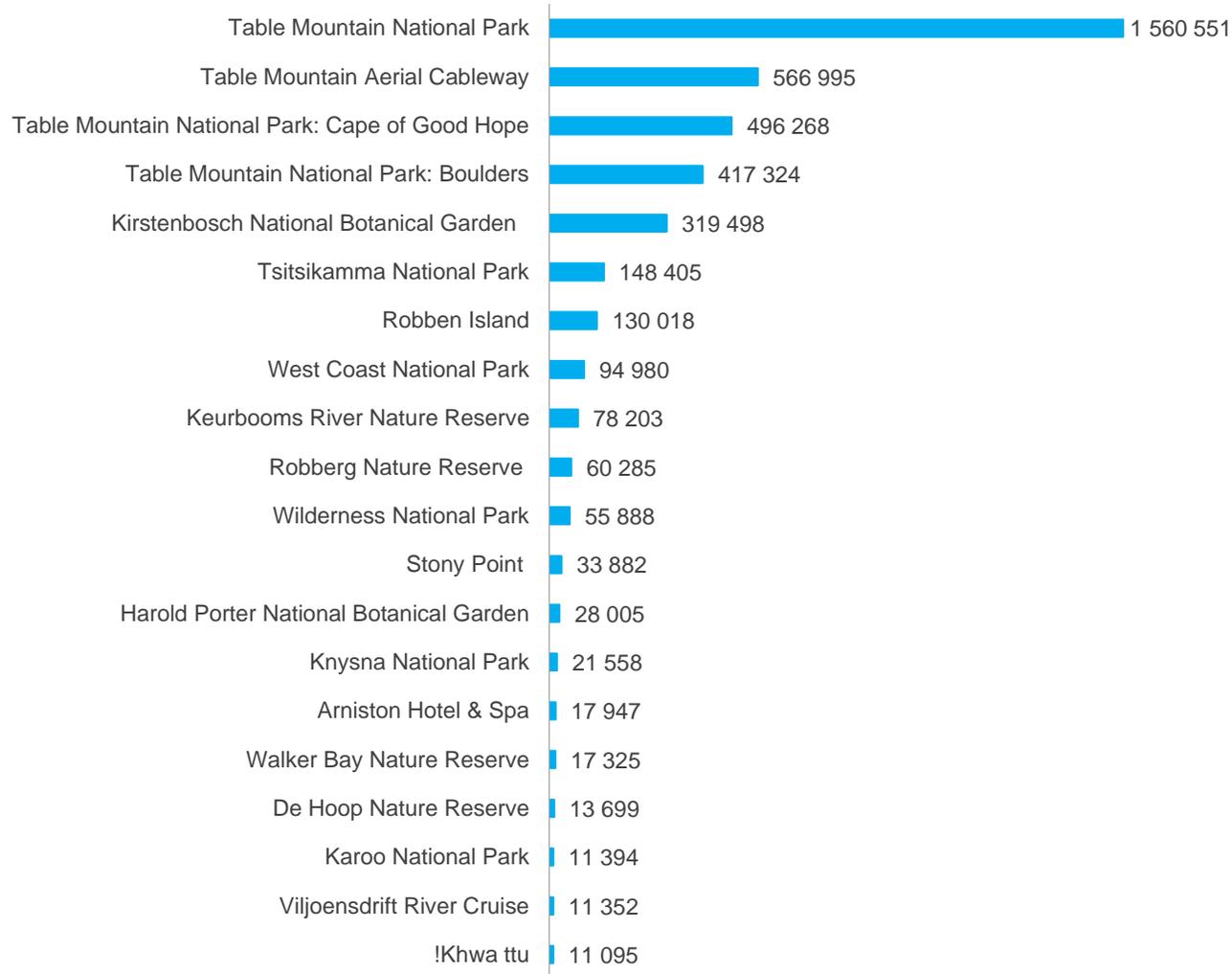
An aerial photograph of the Western Cape coastline, showing a range of mountains in the background and the ocean in the foreground. The water is a deep blue, and the mountains are a mix of green and brown. The sky is a pale, hazy blue.

Performance of Western Cape Attractions

Period of Review: Jan–Jun 2024

5. Performance of Western Cape Attractions, Jan–Jun 2024

Top 20 Participating Western Cape Attractions, Jan–Jun 2024



A total of 51 participating attractions in the Western Cape recorded 4,208,538 visitors between January and June 2024, which represented a 21% growth in the number of visitors compared to the same period in 2023. The top 5 participating attractions with the highest volume of visitors between January and June 2024 were:

1. Table Mountain National Park (1,560,551 visitors)
2. Table Mountain Aerial Cableway (566,995 visitors)
3. Table Mountain National Park: Cape of Good Hope (496,268 visitors)
4. Table Mountain National Park: Boulders (417,324 visitors)
5. Kirstenbosch National Botanical Garden (319,498 visitors)

5. Performance of Western Cape Attractions, Jan–Jun 2024

Western Cape Attractions	Jan–Jun 2023	Jan–Jun 2024	Y-o-Y Growth
Cape Town			
Table Mountain National Park	1 279 902	1 560 551	22%
Table Mountain Aerial Cableway	473 249	566 995	20%
Table Mountain National Park: Cape of Good Hope	432 297	496 268	15%
Table Mountain National Park: Boulders	339 657	417 324	23%
Kirstenbosch National Botanical Garden	323 035	319 498	-1%
Robben Island	114 062	130 018	14%
Total	2 962 202	3 490 654	18%
Overberg			
Stony Point	11 158	33 882	204%
Harold Porter National Botanical Garden	23 439	28 005	19%
Arniston Hotel & Spa	17 251	17 947	4%
Walker Bay Nature Reserve	8 606	17 325	101%
De Hoop Nature Reserve	5 604	13 699	144%
Agulhas National Park	12 322	10 793	-12%
Cape Agulhas Lighthouse	10 833	10 043	-7%
Kogelberg Nature Reserve	3 506	8 186	133%
Bontebok National Park	7 877	7 763	-1%
Grootvadersbosch Nature Reserve	3 981	4 328	9%
Marloth Nature Reserve	3 411	3 752	10%
Shipwreck Museum	1 288	1 451	13%
The Whale Trail	1 628	1 252	-23%
Stony Point Eco Venue	219	591	170%
Grootvadersbosch Eco Venues	819	584	-29%
De Mond Nature Reserve	3 573	460	-87%
Elim Heritage Centre	500	443	-11%
Total	116 015	160 504	38%
Garden Route & Klein Karoo			
Tsitsikamma National Park	120 390	148 405	23%
Keurbooms River Nature Reserve	39 738	78 203	97%
Robberg Nature Reserve	44 579	60 285	35%
Wilderness National Park	46 716	55 888	20%
Knysna National Park	16 429	21 558	31%
Goukamma Nature Reserve	1 027	1 047	2%
Total	268 879	365 386	36%

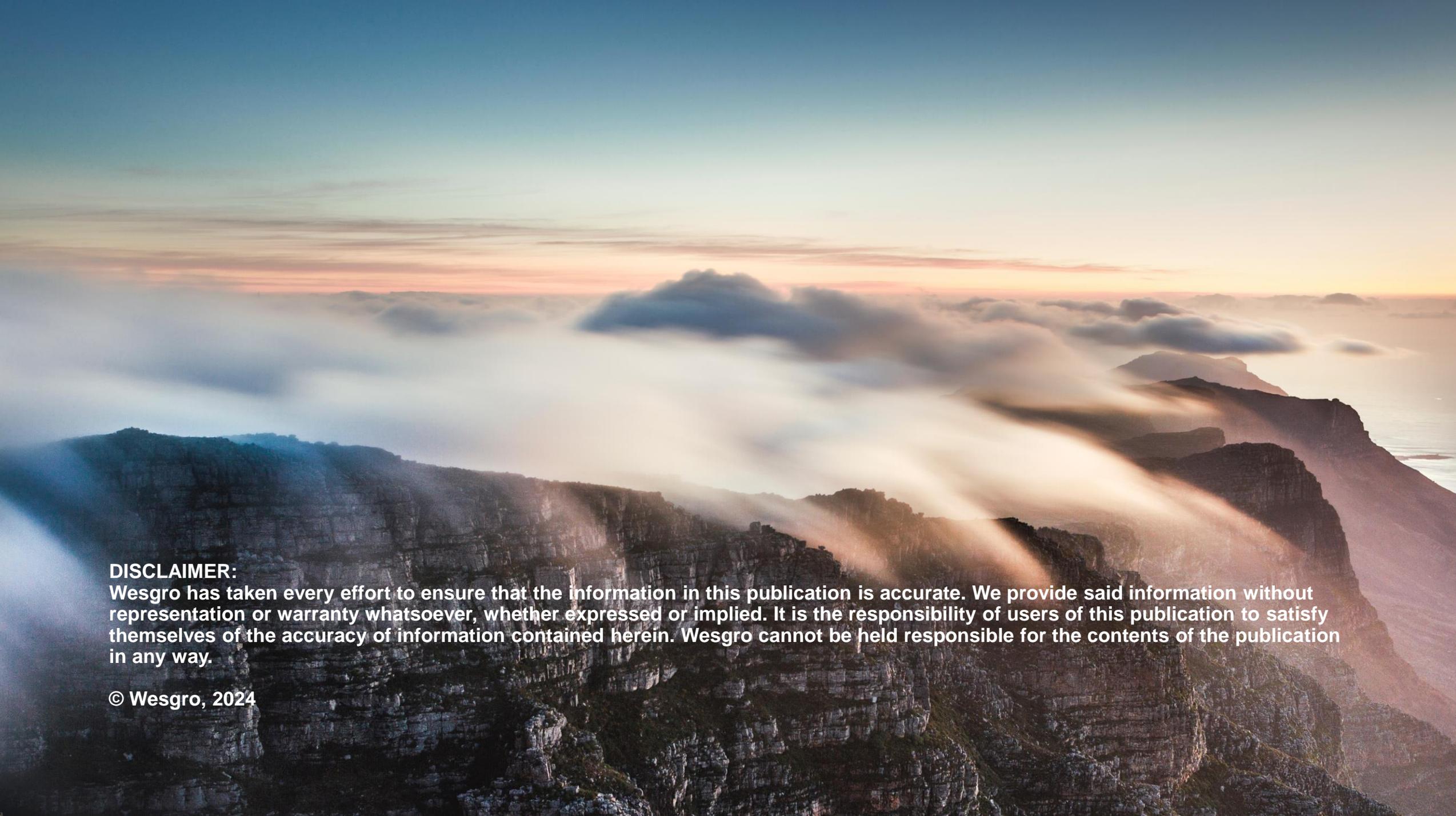
Weskus	Jan–Jun 2023	Jan–Jun 2024	Y-o-Y Growth
West Coast National Park	55 830	94 980	70%
IKhwa ttu	10 210	11 095	9%
Cederberg-Algeria Nature Reserve	7 031	8 709	24%
Matjiesrivier Nature Reserve	6 916	6 739	-3%
Bird Island Nature Reserve	4 313	5 541	28%
Groot Winterhoek Wilderness Area	1 813	2 082	15%
Cederberg-Kliphuis Nature Reserve	750	1 538	105%
Rocherpan Nature Reserve	884	912	3%
Total	87 747	131 596	50%
Cape Winelands			
Viljoensdrift River Cruise	7 375	11 352	54%
Limietberg Nature Reserve	11 332	9 653	-15%
Avalon Springs	4 373	7 413	70%
Jonkershoek Nature Reserve	3 725	4 995	34%
Birds Paradise	3 110	4 552	46%
Vrolijkheid Nature Reserve	3 077	3 306	7%
Hottentots Holland Nature Reserve	1 691	2 229	32%
Protea Tractor Trip	1 973	1 896	-4%
Assegaaibosch Nature Reserve	665	1 385	108%
Vrolijkheid Eco Venue	318	409	29%
Total	37 639	47 190	25%
Cape Karoo			
Karoo National Park	15 348	11 394	-26%
Gamkaberg Nature Reserve	798	1 035	30%
Anysberg Nature Reserve	294	620	111%
Swartberg Nature Reserve	67	159	137%
Total	16 507	13 208	-20%
Total for all attractions (Jan–Jun 2023 & Jan–Jun 2024)	3 488 989	4 208 538	21%

6. Acknowledgements

Acknowledgments and many thanks go to the following district municipalities and their tourism offices for supplying the data which made this publication possible and whose continued and unwavering support will sustain the forthcoming issues.

The participating district municipalities:

- Garden Route & Klein Karoo
- Overberg
- Weskus
- Winelands



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