

# West Coast

# September 2024

## Executive Summary

This destination fact sheet provides key trade- and investment-related statistics for the West Coast district. Specifically, it gives details relating to the district's geographical area and demographics and analyses global trends relating to employment, trade, and investment. The key highlights are provided below:

## Economy

The West Coast district is the fifth largest economy among the six districts of the Western Cape. In 2023, the West Coast district contributed an estimated ZAR28.90bn to the Western Cape economy as measured by real Gross Value Added (GVA) at basic 2015 prices. This represented a contribution of 4.86% to the Western Cape's economy. The Saldanha Bay municipality accounted for the largest share of the district's GVA in 2023, which at a value of ZAR9,170.33m was equivalent to 31.73% of the West Coast district's total GVA. The agriculture, forestry and fishing sectors contributed the most to the West Coast district's GVA, which at a value of ZAR6.77bn accounted for 23.41% of value added in 2023. The food, beverages and tobacco sub-sector was the largest contributor to the West Coast district's manufacturing sector in 2023, which at a value of ZAR3,441.13m equated to 64.19% of the sector's output in 2023. The finance, insurance, real estate and business services sub-sector also made the largest contribution (30.71%) to the West Coast services sector in 2023.

## Trade

The decline in the nominal rand value of exports seen in 2022 continued in 2023, with exports easing to a value of ZAR7.75bn, 14.40% lower than the ZAR9.06bn recorded in 2022. Similarly, total imports declined to a cost of ZAR4.13bn in 2023, down from the R5.52bn incurred in 2022. Citrus fruit was the district's top export, and the United States was the district's leading destination market for exports in 2023. The trade balance of the West Coast has remained positive over the past decade, apart from the period in 2020.

## Investment

Between January 2003 and February 2024, two foreign direct investment (FDI) projects were recorded into the West Coast district. The two projects had a combined value of ZAR631,70 million and generated a total of 1 504 jobs for the district. These projects emanated from Germany and Luxembourg.

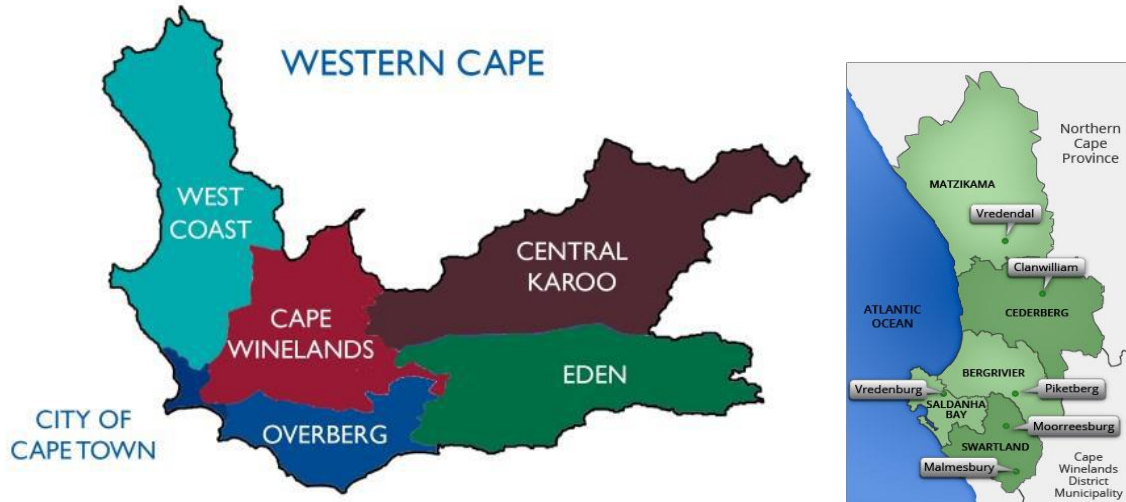
## Tourism

Participating tourism offices in the West Coast district received a total of 3119 responses to the regional visitor tracking surveys in 2023. The tourism offices included Clanwilliam, Darling, Lamberts Bay, Malmesbury, Piketberg, Porterville, Riebeeck Valley, Veldrif, Vredenburg, Vredendal and Yzerfontein.

## 1. Area

The West Coast (Weskus) is a district in the Western Cape that can be found on the western coastline of South Africa along the Atlantic Ocean. It is situated on 31 101km<sup>2</sup> of land. The district is bordered in the north by the Namakwa district municipality in the Northern Cape; by the Cape Winelands district municipality in the southeast; and by the City of Cape Town metropolitan municipality in the south. The West Coast district comprises five local municipalities: Matzikama, Cederberg, Bergrivier, Saldanha Bay and Swartland. This is illustrated in Figure 1.

**Figure 1: West Coast's district municipalities, 2023**



## 2. General Information

Table 1 shows the key indicators for the West Coast district.

**Table 1: West Coast district: general information, 2023**

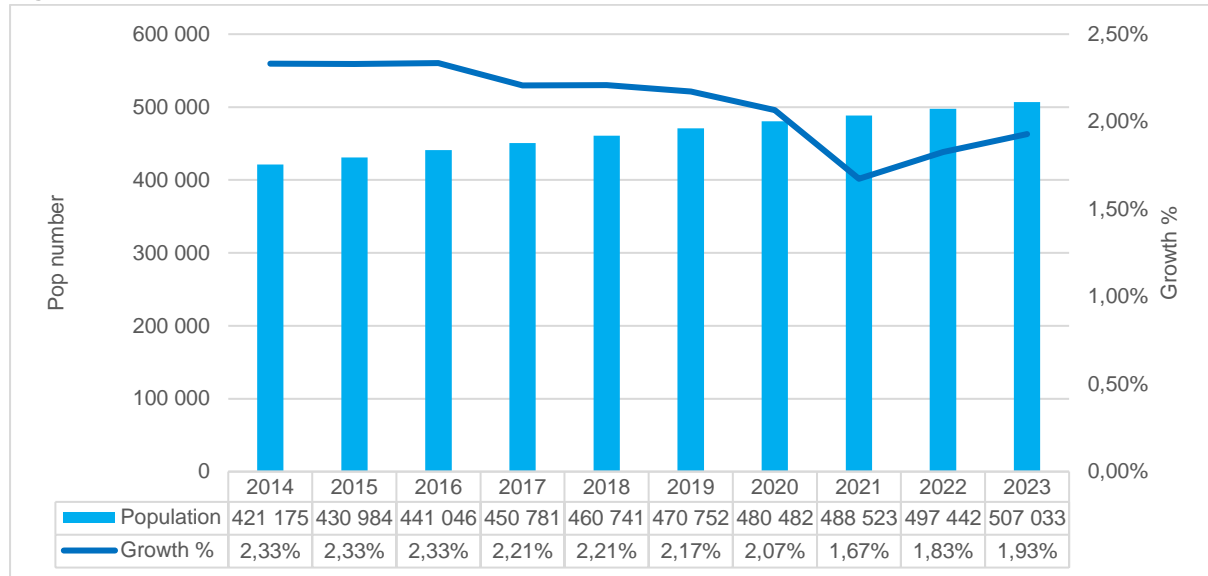
WEST COAST KEY INDICATORS	
Executive Mayor	Roelof Strydom, Cllr
Population (2023)	507 033
Real gross domestic product (GDP) at basic prices (2023)	ZAR28.90bn
Literacy rate [20+ years] (2021)	64.16%
Ethnic groups (2023)	Coloureds (66.64%), African Black (20.66%), Whites (12.15%) and Indian or Asians (0.56%)

Source: Quantec, 2024

### 2.1. Demographics

The West Coast district is the fourth largest district in terms of population size in the Western Cape. The district accounted for 6.70% of the province's population in 2023. In the past decade, the population of the West Coast has grown at an average rate of 2.11%, and most recently, increased by 1.93% y-o-y from a population of 497 442 in 2022 to 507 033 in 2023.

**Figure 2: West Coast district's population: 2014–2023**



Source: Quantec, 2024

Table 2 illustrates the West Coast's population breakdown according to ethnic groups. In 2023, the coloured population constituted the largest ethnic group, accounting for 66.64% of the region's total population, followed by the Black African and the white population groups, representing 20.66% and 12.15% of the district's total population, respectively.

**Table 2: West Coast's population breakdown by group**

Group	2022	2023	% Share 2023	2022 - 2023 % change
Coloured	333,359	337,877	66.64%	1.36%
Black African	100,230	104,728	20.66%	4.49%
White	61,142	61,604	12.15%	0.75%
Asian/Indian	2,711	2,825	0.56%	4.19%

Source: Quantec, 2024

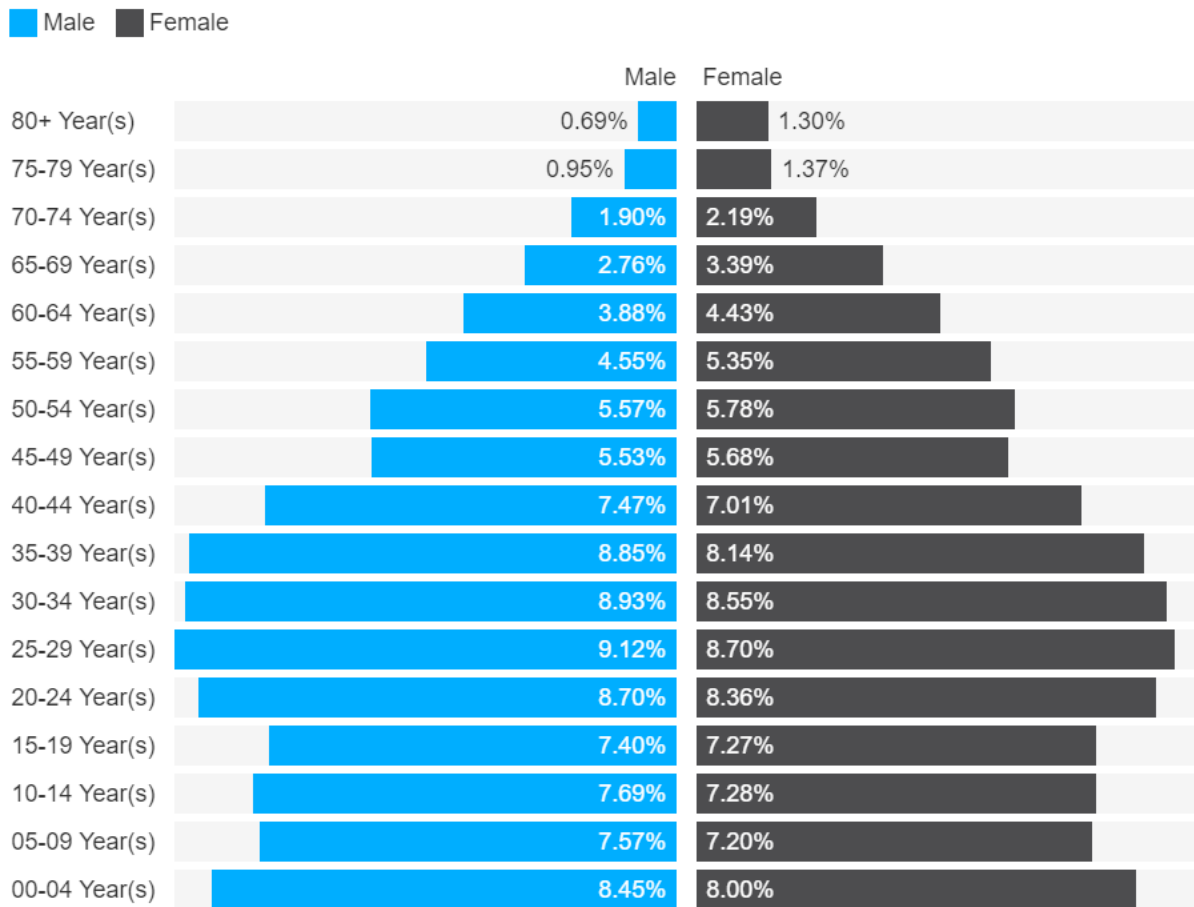
The population density of the West Coast district was 16.29 people per square kilometre in 2023, up from 15.99 in 2022, and 15.71 in 2019. These numbers demonstrate the growth in the district's population over the past three years.

**Table 3: West Coast's population density in relation to other municipal districts, 2021–2023**

DISTRICT	2021	2022	2023
City of Cape Town	1919.95	1951.76	1984.92
Cape Winelands	39.82	40.18	40.57
Garden Route	35.19	35.94	36.74
Overberg	28.67	29.37	30.13
West Coast	15.71	15.99	16.29
Central Karoo	2.58	2.63	2.68

The population distribution for the West Coast district shows a normal distribution, with the median age group having a higher proportion of males and females than other age groups. Figure 3 illustrates that in 2023, the greatest number of people fell within the age group of 25–29 years: 9.12% of males and 8.70% of females were in this grouping. As people age, population numbers tend to lessen, mirroring the national population distribution.

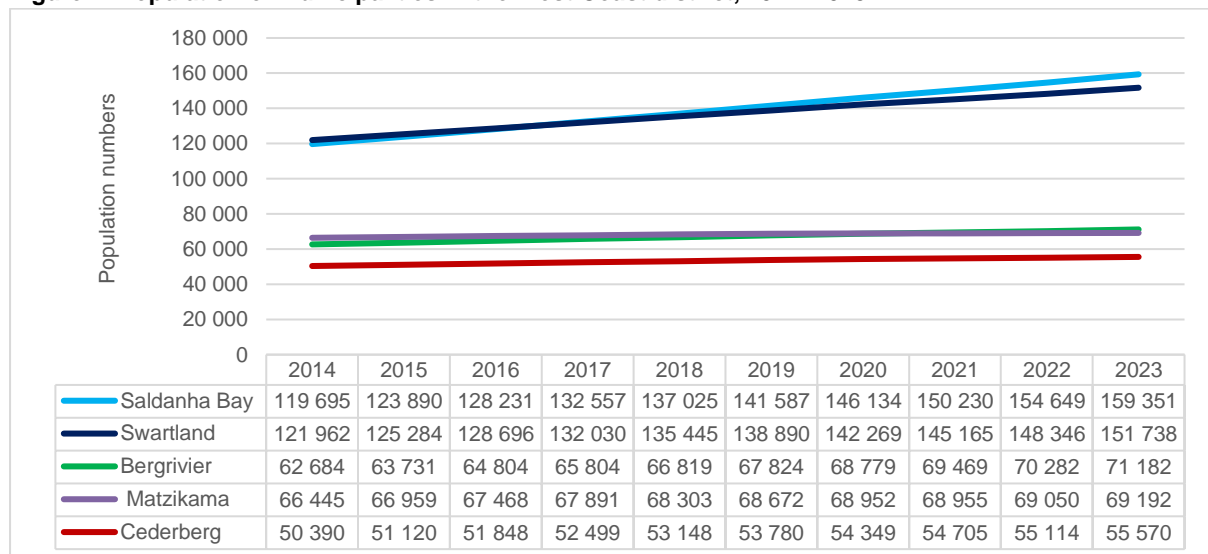
**Figure 3: West Coast’s population by age and gender, 2023**



Source: Quantec, 2024

Since 2017 the Saldanha Bay municipality has had the largest population in the West Coast district, followed closely by the Swartland municipality.

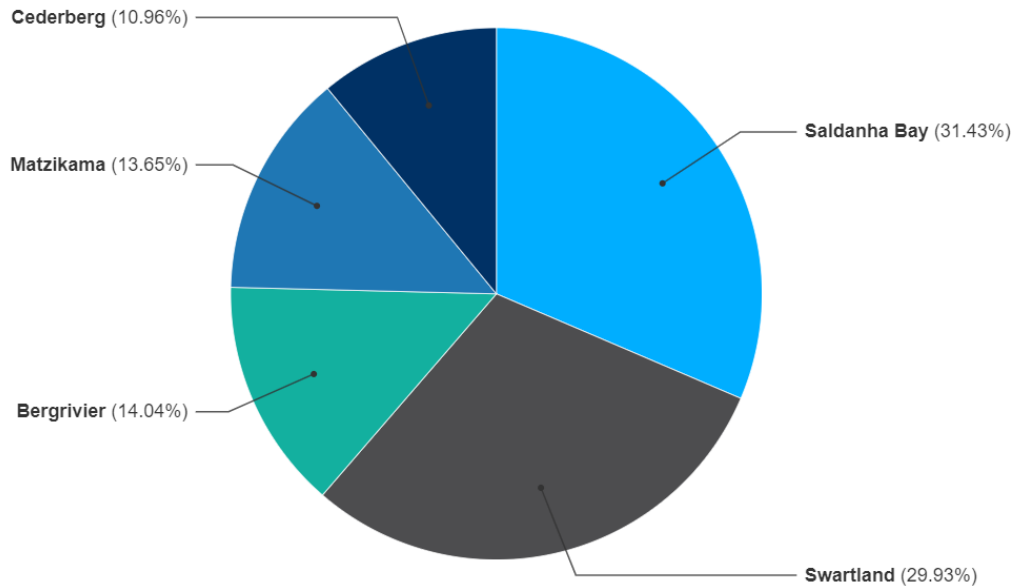
**Figure 4: Population of municipalities in the West Coast district, 2014–2023**



Source: Quantec, 2024

Figure 5 shows the sub-regional breakdown of the West Coast’s population in 2023. As noted above, the largest proportion of the population lived in Saldanha Bay (31.43%). This was followed by the Swartland (29.93%), Bergrivier (14.04%), Matzikama (13.65%) and Cederberg (10.95%).

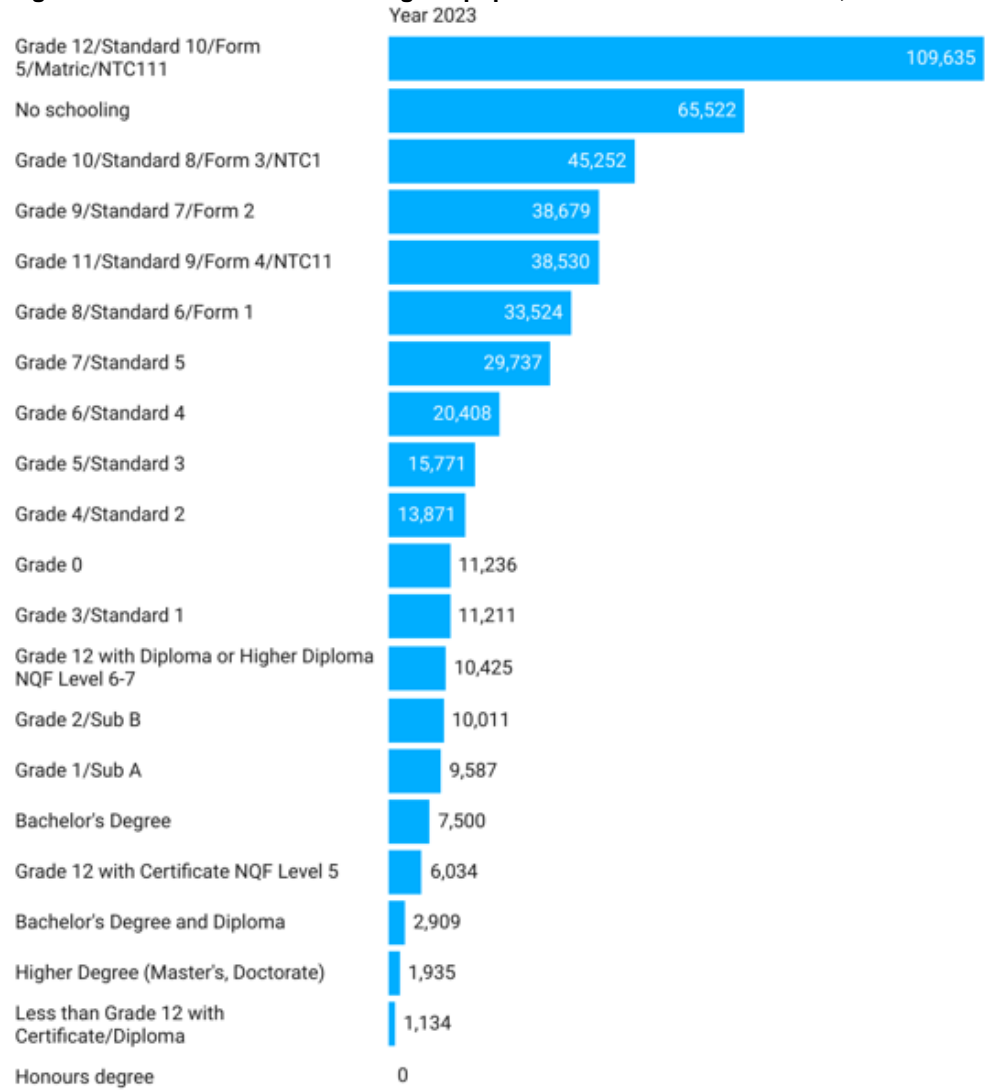
**Figure 5: Population by municipality, 2023**



Source: Quantec, 2024

Education levels in the greater West Coast district vary significantly. Figure 6 illustrates the number of people with different education levels in the district. The largest group, comprising 109,635 individuals, held qualifications equivalent to Grade 12/Standard 10/Form 5/Matric/NTC11. The second largest group, with 65 522 people, consisted of those with no schooling. Meanwhile, there were no students studying towards an honours degree in 2023.

**Figure 6: Level of education among the population of West Coast district, 2023**



Source: Quantec, 2024

### 3. Employment

The table below provides a snapshot of employment indicators in the West Coast district. In 2023 the district's unemployment rate was estimated to be 14.49%, notably lower than the provincial unemployment rate of 21.77%. In 2023, there were 182,266 employed residents, 30,884 unemployed residents and 139,899 residents who were not economically active. The labour force participation rate for the district (60.37%) was marginally lower than the Western Cape's rate (61.19%).

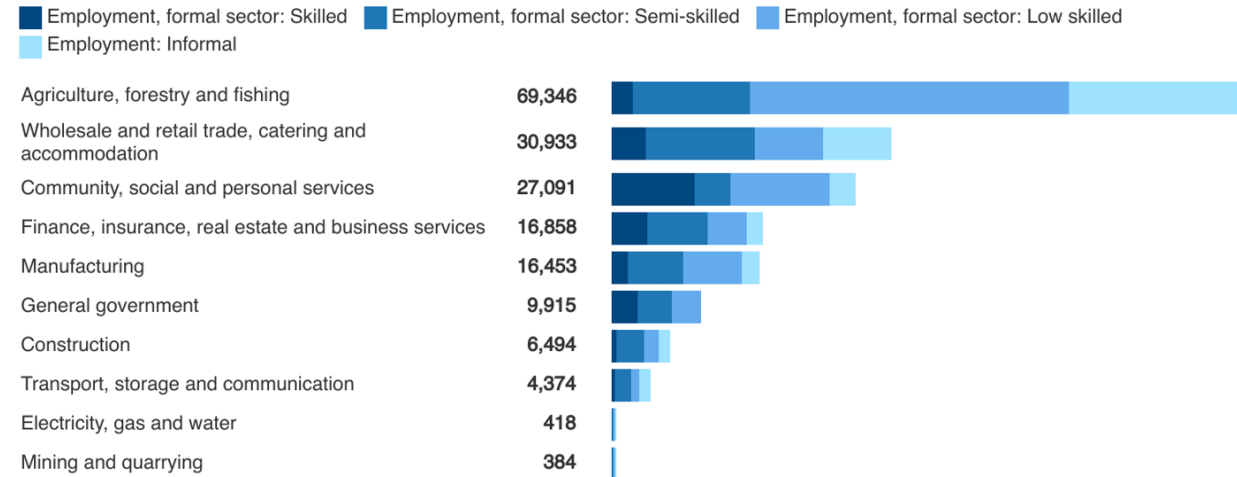
**Table 4: West Coast District Employment Indicators, 2023**

	Western Cape	West Coast
Population aged 15-64 years (2023)	5,330,951	353,049
Labour force participation rate% (2023)	61.19%	60.37%
Employed (2023)	2,552,061	182,266
Unemployed (2023)	710,075	30,884
Not economically active (2023)	2,068,815	139,899
Unemployment rate%	21.77%	14.49%

Source: Quantec (2024)

Figure 7 provides an overview of employment by economic sector in the West Coast district in 2023. In terms of total employment, which includes formal and informal employment, the agriculture, forestry and fishing sectors were the leading sectors in the district in 2023, employing 69,346 workers. The wholesale and retail, catering and accommodation sector followed at 30,933 workers, with the community, social and personal services sector the third largest employer with 27,091 workers. From a skills-level perspective the community, social and personal services sector had the highest number of skilled workers (9,320), followed by finance, insurance, real estate and business services (3,972) and the wholesale and retail trade, catering and accommodation (3,749). Sectors with the highest number of informal workers include Agriculture, forestry and fishing (18,641), followed by the wholesale and retail trade, catering and accommodation sector (7,544) and the community, social and personal services sector (2,849). An estimated 27.68% of the workforce in the West Coast district are semi-skilled workers, 38.87% are low-skilled workers and 13.96% are skilled workers.

**Figure 7: Employment by sector, 2023**



Source: Quantec, 2024

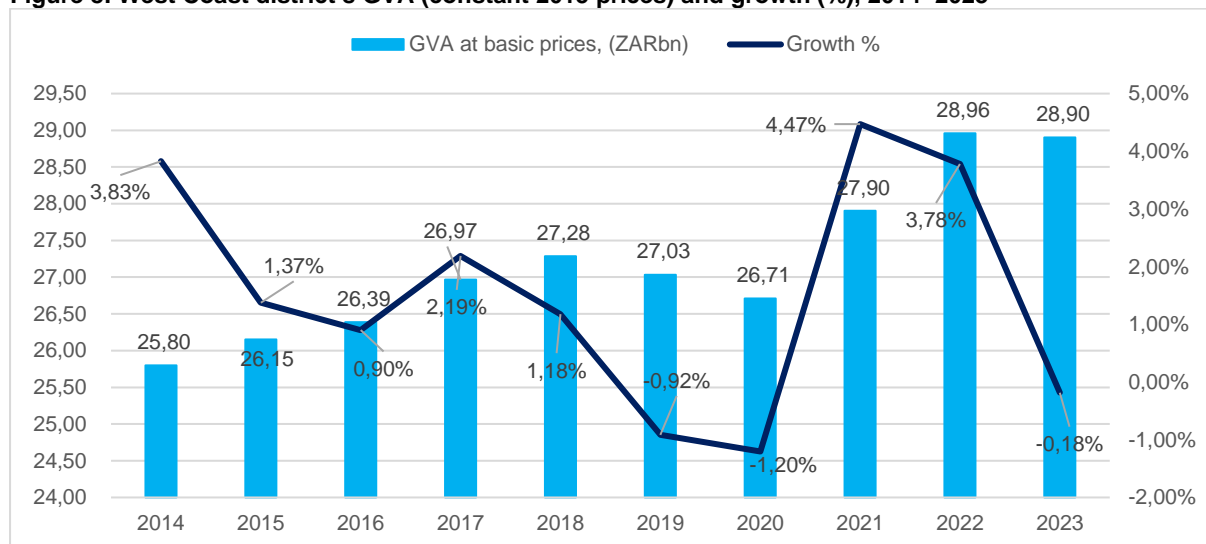
## 4. Economic Overview

The Saldanha Bay municipal area is the largest economy in the West Coast district. Freeport Saldanha was officially launched on South Africa's southwestern coast on 31 October 2013. Wesgro acted as an administrative partner in the delivery of the SBIDZ designation. The Saldanha Bay Industrial Development Zone Licencing Company SOC Ltd (SBIDZ-LC) was formally awarded an Operator's Licence for the SBIDZ.

Freeport Saldanha is the first Special Economic Zone (SEZ) to be located within a port and is the only sector-specific SEZ in South Africa. It caters specifically for the oil and gas, maritime fabrication and repair industries, and related support services. Freeport Saldanha's location, at the southernmost tip of Africa with the largest and deepest natural port in the southern hemisphere, renders it the perfect place to accommodate and service a wide range of vessels. The location is also ideal for servicing East and West African sea traffic, and for providing a linking point for both the African and international markets. Freeport Saldanha will operate as a freeport with streamlined investor procedures supported by the Ease of Doing Business model.

Figure 8 shows the West Coast's GVA at basic prices as well as growth rates from 2014 to 2023. In 2023, the real GVA for the West Coast economy was estimated to be R28.90bn, a decline of 0.18% from a value of R28.96bn recorded in 2022.

**Figure 8: West Coast district's GVA (constant 2015 prices) and growth (%), 2014–2023**



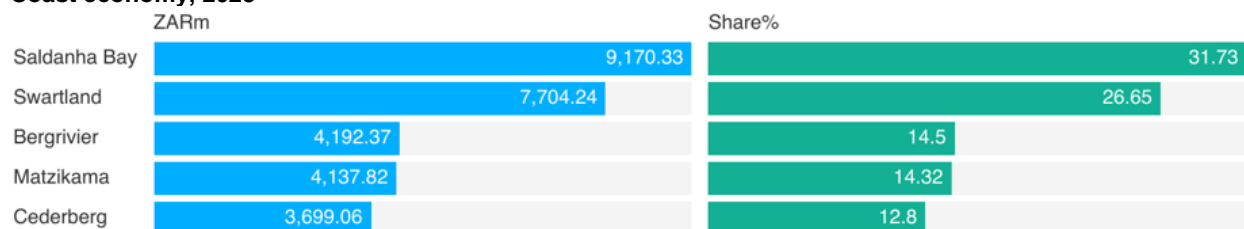
Source: Quantec, 2024

Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

Regarding individual municipal contributions to the West Coast district's GDP, Saldanha Bay was the largest contributor in 2023, accounting for an estimated 31.73% (ZAR9,170.33m) of the total GDP, followed by contributions from these municipalities: Swartland with a share of 26.65% (ZAR7,704.24m), Bergrivier (14.50%: ZAR4,192.37m), Matzikama (14.32%: ZAR4,137.82m) and the Cederberg (12.81%: ZAR3,699.06m). This can be seen in Figure 9.

**Figure 9: Contribution (ZAR billion) and percentage share contributions of local municipalities to the West Coast economy, 2023**



Source: Quantec 2024

Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices



The agriculture, forestry and fishing sectors were the largest contributors to GVA in this district in 2023, accounting for 23.41% of the GVA at a value of ZAR6,765.57m. While still dominant, this represented a decline of 4.11% y-o-y from the value of ZAR7,055.49m recorded in 2022. The manufacturing sector placed second, representing 18.55% of the region's GVA at a value of ZAR5,361.18m, a marginal increase of 0.11% y-o-y from the 2022 value of ZAR5,355.39m. The finance, insurance, real estate and business services sector ranked as the third largest contributor to the West Coast district's GVA, accounting for 16.26% (ZAR4,699.53m) of the GVA, an increase of 2.92% from the 2022 value of ZAR4,566.05m.

**Figure 10: West Coast's GVA by industry, 2022–2023**

	2022 (ZARm)	2023 (ZARm)	Share% (2023)	Growth%, (2022-2023)
Agriculture, forestry and fishing	7055.49	6765.57	23.41%	-4.11%
Manufacturing	5355.39	5361.18	18.55%	0.11%
Finance, insurance, real estate and business services	4566.05	4699.53	16.26%	2.92%
Wholesale and retail trade, catering and accommodation	3763.22	3699.52	12.81%	-1.69%
Community, social and personal services	2917.06	2986.15	10.33%	2.37%
Transport, storage and communication	2090.13	2205.11	7.63%	5.51%
General government	1676.05	1715.18	5.93%	2.33%
Construction	944.45	919.21	3.18%	-2.67%
Electricity, gas and water	401.44	375.94	1.31%	-6.35%
Mining and quarrying	188.01	176.46	0.61%	-6.14%

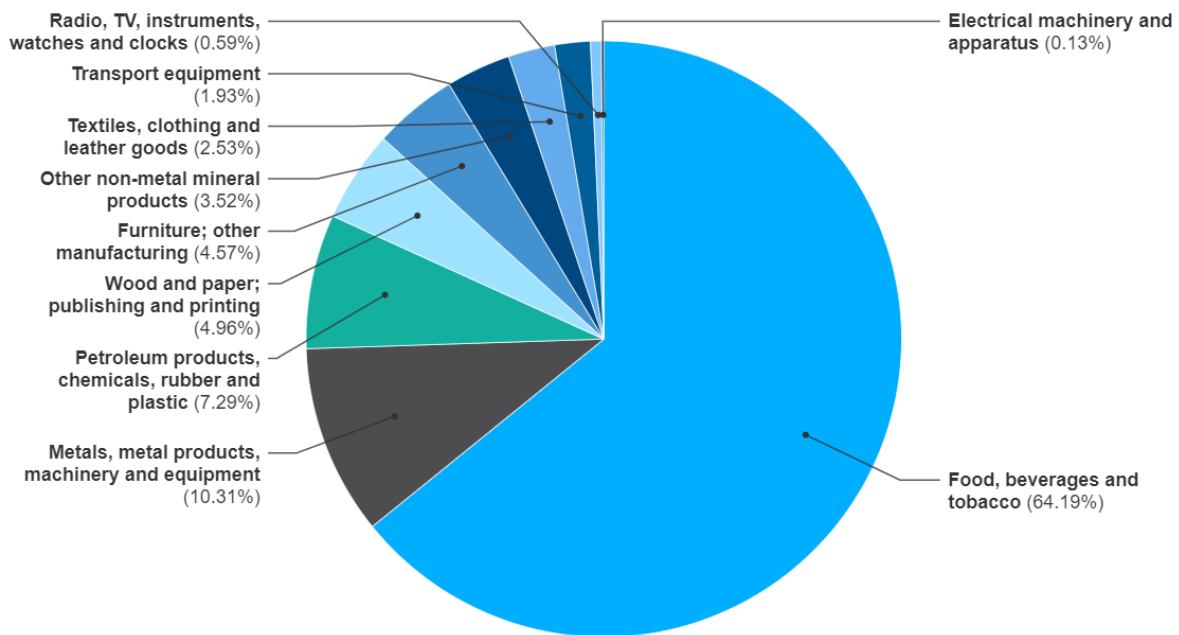
Source: Quantec, 2024

*Note:* Concept: GVA at basic prices

*Unit:* ZAR million constant 2015 prices

Figure 11 shows the contributory shares of the West Coast's manufacturing sub-sectors to the manufacturing industry's GVA valued at ZAR5,361.18m in 2023. Food, beverages, and tobacco were the largest manufacturing sub-sector, valued at ZAR3,441.13m and accounting for 64.19% of the manufacturing industry's GVA. The second largest manufacturing sub-sector was metals, metal products, machinery, and equipment, valued at ZAR552.43m equivalent to a share of 10.31% of manufacturing GVA, followed by petroleum products, chemicals, rubber, and plastic, with a value of ZAR390.71m which contributed 7.29% to the industry's GVA. The sub-sector that contributed the least to the manufacturing sector was electrical machinery and apparatus valued at a value of ZAR6.76m, with a share of 0.13%.

**Figure 11: Contribution of West Coast's manufacturing sub-sectors to the manufacturing industry's GVA, 2023**



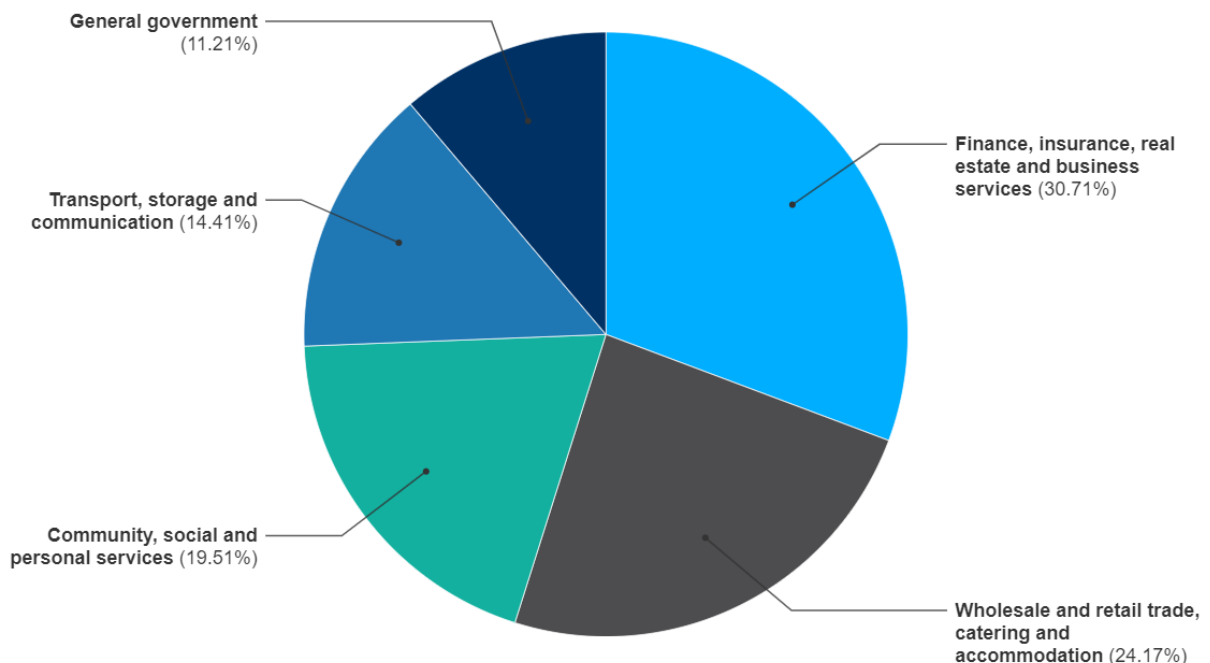
Source: Quantec, 2024

Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

The percentage share in contributions from the West Coast's services sub-sectors to the services sector in 2023 is presented in Figure 12. The finance, insurance, real estate and business services sub-sector valued at ZAR4,699.53m was the largest contributor to the district's services sector, accounting for 30.70% of the sector's GVA. The wholesale and retail trade, catering and accommodation sub-sector with a value of ZAR3,699.52m placed second, equivalent to a contribution of 24.17% of services GVA. The community, social and personal services sub-sector at a value of ZAR2,986.15m was responsible for a 19.51% share. The sub-sector contributing the least to the district's services sector was the general government subsector at a value of ZAR1,715.18m with a share of 11.21%.

**Figure 12: Contribution of West Coast's services sub-sectors to the services sector, 2023**



Source: Quantec, 2024

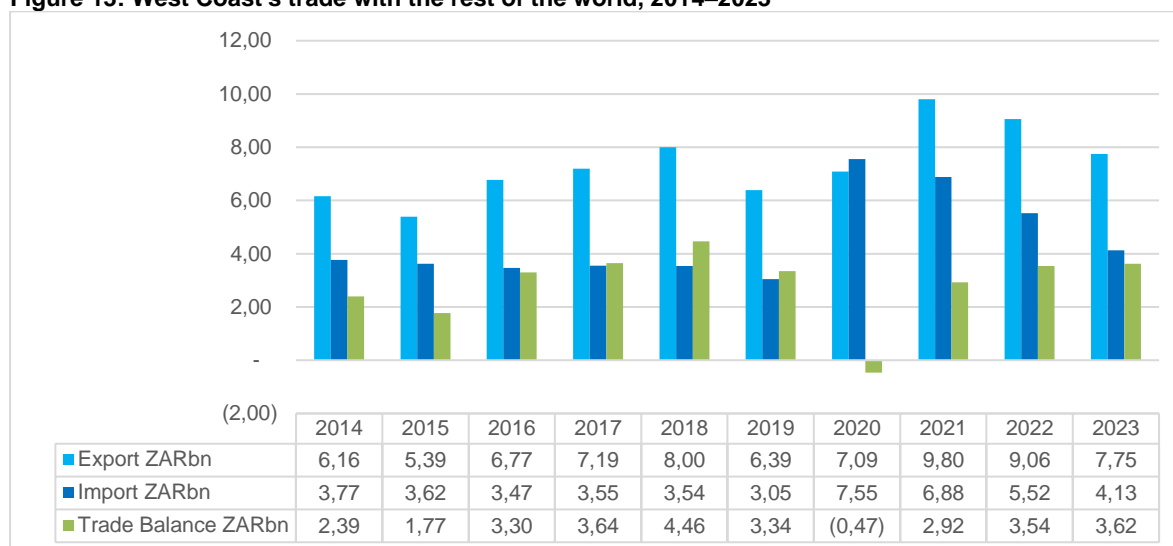
Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

## 5. Trade

The West Coast district's trade balance has been positive over the past decade, with the exception of 2020. The decline in the nominal rand value of exports seen in 2022 continued in 2023, with exports easing to a value of ZAR7.75bn, 14.40% lower than the ZAR9.06bn recorded in 2022. Similarly, total imports declined to a cost of ZAR4.13bn in 2023, down from the R5.52bn incurred in 2022. Citrus fruit was the district's top export, and the United States was the district's leading destination market for exports in 2023.

**Figure 13: West Coast's trade with the rest of the world, 2014–2023**



Source: Quantec, 2024

Figure 14 presents the top ten destination markets for West Coast district exports in 2023. The United States was the top destination market in 2023 with exports valued at ZAR2,637.32m, equivalent to 34.02% of total exports destined for this north American country. This was followed by the Netherlands at a value of ZAR1,169.71m, with a 15.09% share of exports, while the United Kingdom placed third at a value of ZAR530.28m with a share of 6.84% of exports. As reflected below, four of the top ten destination countries were in Europe.

**Figure 14: Top 10 export markets for the West Coast, 2023**

	Value ZARm	Export share %
United States	2637.32	34.02
Netherlands	1169.71	15.09
United Kingdom	530.28	6.84
Canada	420.21	5.42
Namibia	407.91	5.26
Denmark	278.93	3.61
China	231.73	2.99
France	148.09	1.91
Botswana	141.33	1.82
Greece	134.38	1.73

Source: Quantec, 2024

The leading import source market in 2023 was China, and in 2023, imports from China alone, at a cost of ZAR1,945.65m accounted for close on half of the total costs of imports incurred by the district in 2023. The second and third largest import source markets for the West Coast district in 2023 were Taiwan ZAR543.88m (13.17%) and Brazil ZAR199.49m (4.83%). Namibia ranked fifth and was one of two African countries (Morocco being the other) in the top ten import source markets in 2023.

**Figure 15: Top 10 import source markets for West Coast, 2023**

	Value ZARm	Import share %
China	1945.65	47.11
Taiwan	543.88	13.17
Brazil	199.49	4.83
Morocco	153.31	3.71
Namibia	153.06	3.71
India	147.01	3.56
Japan	128.41	3.11
Italy	100.86	2.44
Germany	93.41	2.26
Australia	63.92	1.55

Source: Quantec, 2024

Turning to export products, the top ten export products from the West Coast with a cumulative value of ZAR6,737.08m accounted for 86.90% of the district's total exports in the year 2023. As shown in Figure 16, citrus fruit, with earnings of ZAR2,908m and equivalent to 37.52% of total exports in 2023 was the leading export product from the West Coast in this year. Flat-rolled products of iron or non-alloy steel were the second largest exported product valued at ZAR1,650.61m (21.29%), followed by flours, meals and pellets valued at ZAR467.59m (6.03%).

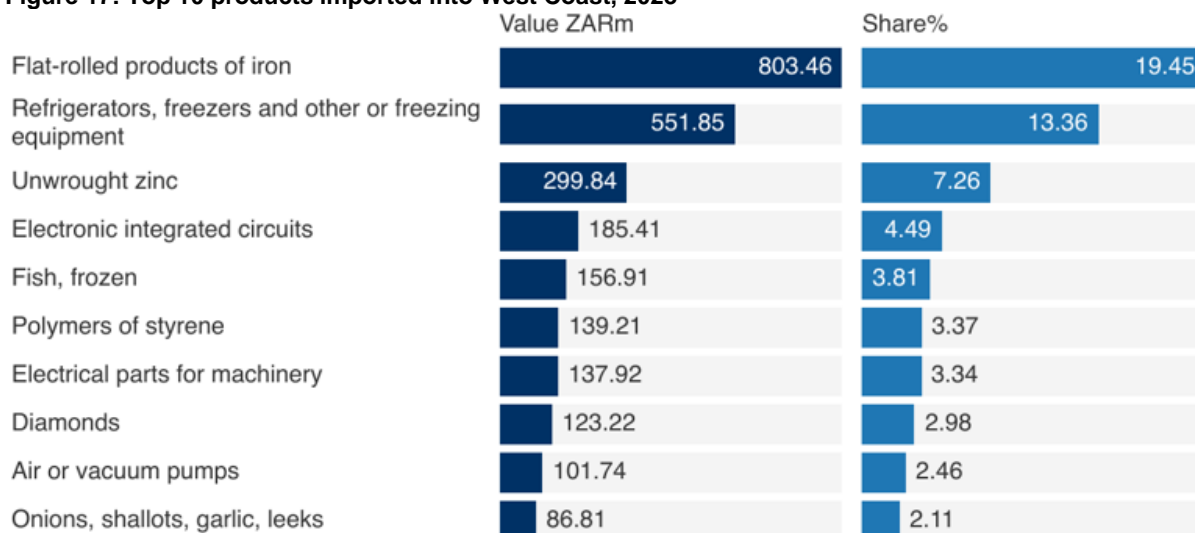
**Figure 16: Top 10 products exported by West Coast, 2023**

	Value ZARm	Share %
Citrus fruit	2908.99	37.52
Flat-rolled products of iron or non-alloy steel	1650.61	21.29
Flours, meals and pellets	467.59	6.03
Wine of fresh grapes	435.46	5.62
Locust beans, seaweeds and other algae	409.83	5.29
Refrigerators, freezers and other freezing equipment	258.99	3.34
Monitors and projectors	242.42	3.13
Fats and oils	149.94	1.93
Food preparations	107.55	1.39
Pumice stone	105.71	1.36

Source: Quantec, 2024

In 2023, the West Coast's top ten imported products worth ZAR2,586.34m accounted for 62.63% of the district's total import costs incurred. The top three products that were imported into the West Coast during this period were: flat-rolled products of iron or non-alloy steel valued at ZAR803.46m (19.45%); refrigerators, freezers and other or freezing equipment valued at ZAR551.85m (13.36%) and unwrought zinc valued at ZAR299.84m with a share of (7.26%). This is illustrated in Figure 17.

**Figure 17: Top 10 products imported into West Coast, 2023**



Source: Quantec, 2024

## 6. Investment

Between January 2003 and February 2024, the West Coast benefited from two FDI projects. These projects had a combined value of ZAR631,70 million and generated a total of 1,504 jobs in the district. The projects originated from Germany and Luxembourg.

**Table 5: FDI in West Coast between January 2003 and March 2024**

FDI in the West Coast district, Jan 2003–March 2024						
Date	Investing company	Source country	Industry sector	Business activity	Capex (ZARm)	Jobs
Dec 2008	ArcelorMittal South Africa	Luxembourg	Metals	Education & Training	18,10	4
Oct 2005	MAN Ferrostaal	Germany	Industrial equipment	Manufacturing	613,60	1500
<b>TOTAL</b>					<b>631,70</b>	<b>1,504</b>

Source: FDI Intelligence, 2024

## 7. Companies

Some of the main businesses in the West Coast district are listed in Table 6:

**Table 6: Major businesses on the West Coast**

Company	Location	Sector	Activity/Industry
Sea Harvest	Saldanha Bay	Agriculture	Fish processing
Saldanha Steel Pty Ltd	Saldanha Bay	Iron and steel	Steel
Duferco Steel Processing (Pty) Ltd	Saldanha Bay	Iron and steel	Steel
Saldanha Bay IDZ Licencing Company SOC Ltd	Saldanha Bay	Oil and Gas	Special Economic Zone
Southern Atlantic Sea Farms (Pty) Ltd	Saldanha Bay	Agriculture	Ocean and Coastal Fishing
Southern Atlantic Seafood Holdings (Pty) Ltd	Saldanha Bay	Agriculture	Ocean and Coastal Fishing
West Point Fishing Corporation (Pty) Ltd	Saldanha Bay	Agriculture	Fish processing
Yachtport SA (Pty) Ltd	Saldanha Bay	Boat building	Boat building and repairs
Pioneer Fishing (West Coast) (Pty) Ltd	St Helena Bay	Agriculture	Ocean and Coastal Fishing
Tallie Marine (Pty) Ltd	St Helena Bay	Agriculture	Fish processing
West Point Processors (Pty) Ltd	St Helena Bay	Agriculture	Fish processing
Baths Citrusdal (Pty) Ltd (The)	Citrusdal	Tourism	Accommodation
Carmien Tea (Pty) Ltd	Citrusdal	Agriculture	Coffee Manufacturing
Everseason (Pty) Ltd	Citrusdal	Agriculture	Fish processing
Goede Hoop Sitrus (Pty) Ltd	Citrusdal	Agriculture	Animal Husbandry
Mouton Citrus (Pty) Ltd	Citrusdal	Agriculture	Growing of fruits

Source: *Who Owns Whom (2024)*

## 8. Investment Opportunities

Selected investment opportunities in the West Coast district are presented in Figure 18.

**Figure 18: Investment opportunities on the West Coast**

<p style="text-align: center;"><b>WIND ENERGY</b></p> <ul style="list-style-type: none"> <li>• With Wind Speed of 6m/s, the West Coast has attracted the development of wind farms in the area</li> <li>• Manufacturing of wind generation plants is a possibility</li> <li>• Manufacturing of wind components is also an opportunity</li> </ul>	<p style="text-align: center;"><b>WAVE ENERGY</b></p> <ul style="list-style-type: none"> <li>• Rough Seas and high waves can be used to generate large amounts of renewable wave energy</li> <li>• Resources along the west coast are well suited and supported by adjacent infrastructure development .</li> </ul>	<p style="text-align: center;"><b>SOLAR ENERGY</b></p> <ul style="list-style-type: none"> <li>• Improved technologies are making remote areas that are sun-drenched suitable for solar energy generation</li> <li>• Opportunities exist to supply plants in the area with solar energy</li> </ul>
<p style="text-align: center;"><b>AQUACULTURE PROJECTS</b></p> <ul style="list-style-type: none"> <li>• Fish farming opportunities exist in the area</li> <li>• Opportunities exist in abalone, finfish, Atlantic salmon and seaweed farming</li> </ul>	<p style="text-align: center;"><b>OIL &amp; GAS</b></p> <ul style="list-style-type: none"> <li>• Saldanha Bay IDZ is a focal point for attracting industries in the oil &amp; gas sector</li> <li>• Drilling, exploration, production and support services are all potential sub-sectors offering investment.</li> </ul>	<p style="text-align: center;"><b>MANUFACTURING</b></p> <p>These opportunities exist in the area:</p> <ul style="list-style-type: none"> <li>• Small-scale processing of dairy products</li> <li>• Commercial production of petroleum refineries &amp; products</li> <li>• Commercial production of fabricated metals, special industry machinery</li> <li>• Commercial and small scale production of downstream iron and steel, jewellery.</li> </ul>

Source: West Coast Municipality, 2023

## 9. Tourism

Participating tourism offices in the West Coast district received a total of 3119 responses to the regional visitor tracking surveys in 2023. The tourism offices included Clanwilliam, Darling, Lamberts Bay, Malmesbury, Piketberg, Porterville, Riebeek Valley, Velddrif, Vredenburg, Vredendal and Yzerfontein.

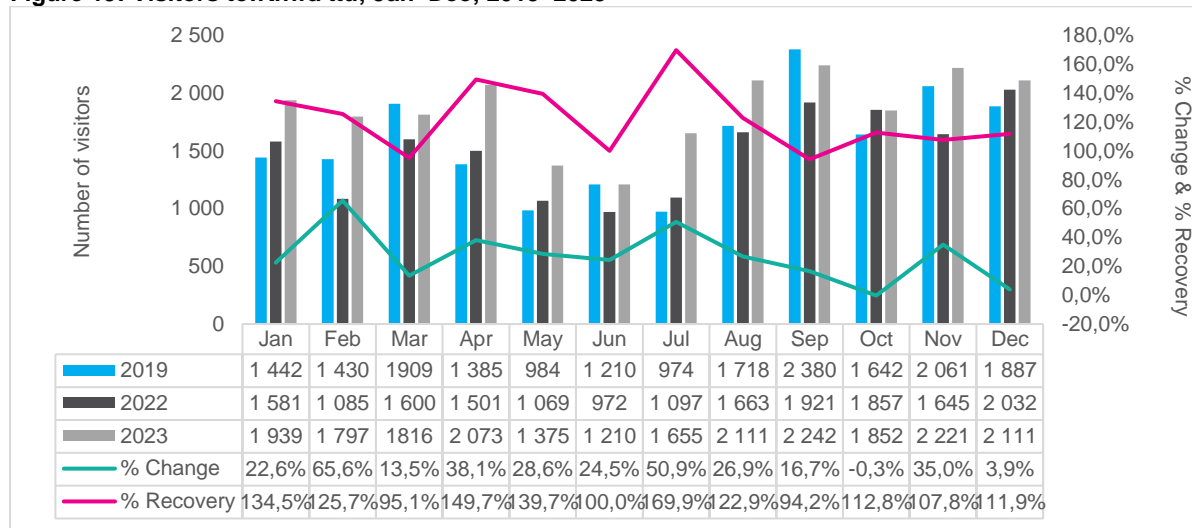
The West Coast district stretches from the border of the Cape Town Metropole to the border of the Northern Cape. Due to the proximity to Cape Town, self-drives emerged as an extremely popular activity undertaken in the region.

The West Coast is also home to the prominent West Coast National Park; a popular destination enjoyed by both nature and flower enthusiasts. The park bursts into colour during the annual flower season (1 August to 30 September). Despite the significant impact of COVID-19 on the tourism sector, the park welcomed over 200 000 visitors in 2020. The park also enjoyed a positive y-o-y increase in August (+1.8%) and September (+16.6%) in 2023. This is largely attributed to a successful flower season which was well supported despite the number of regulations to which tourism businesses had to adhere during the lockdown period. The Cradle of Human Culture Route, launched in April 2019, is a partnership with the Cradle of Humankind, a UNESCO World Heritage Site located in the Gauteng province, and captures the archaeological and palaeontological heritage routes with three anchor sites in the Western Cape. The "Artist's Journey" along the Cradle of Human Culture Route includes a total of seven archaeological and cultural sites on the West Coast: !Kkwa ttu (Yzerfontein), West Coast Fossil Park (Langebaan), Elands Bay Cave (Elands Bay), Diepkloof Rock Shelter (Piketberg), Riel dancers' site, Sevilla Rock Art Trail (Clanwilliam) and Truitjieskraal at the Matjiesrivier Reserve. The route offers opportunities for a wider travel audience and for job creation in the industry.

### 8.1 Performance of Attractions

!Kkwa ttu welcomed a total of 22,402 visitors between January and December 2023. This number represented an increase of 24.3% when compared to the same period in 2022. To the same period in 2019,!Kkwa ttu recovered fully across all the months apart from March and September, which recovered by 95.1% and 94.2%, respectively.

**Figure 19: Visitors to !Khwatlu; Jan–Dec; 2019–2023**

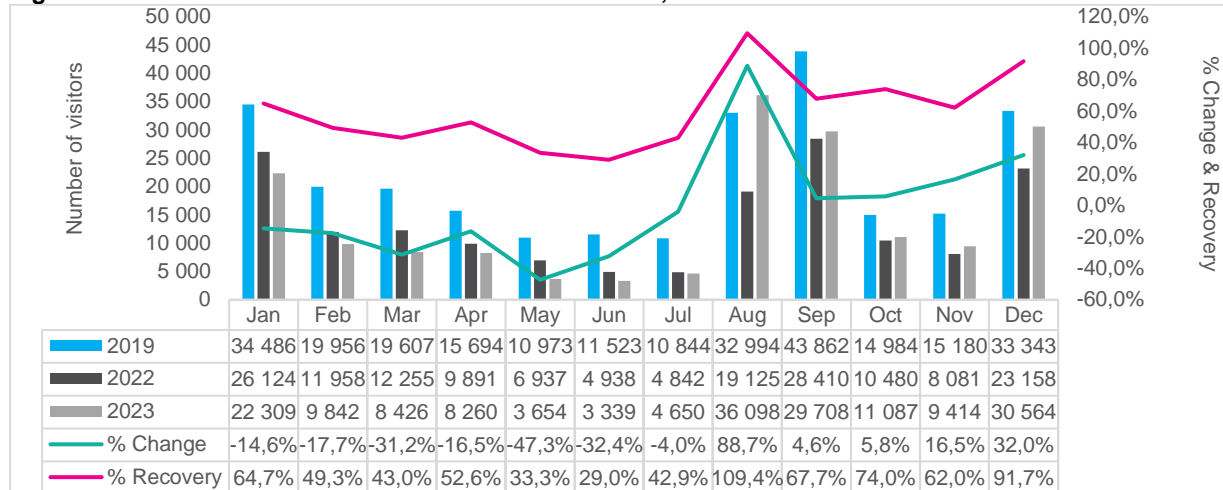


Source: !Khwatlu, 2024

The West Coast National Park welcomed 177 351 visitors between January and December 2023. August was the best-performing month during the period under review, having accounted for the highest volume of visitors (36 098) in 2023 and having recovered fully in relation to the same period in 2019 (109.4%). The strong performance during August could likely be attributed to the annual flower season which peaks between August and September. Following August, December recorded the second-highest number of visitors (30 564) and reached 91.7% of pre-pandemic levels. This represents a 67.3% recovery rate when compared to the same period in 2019. This is illustrated in Figure 20.



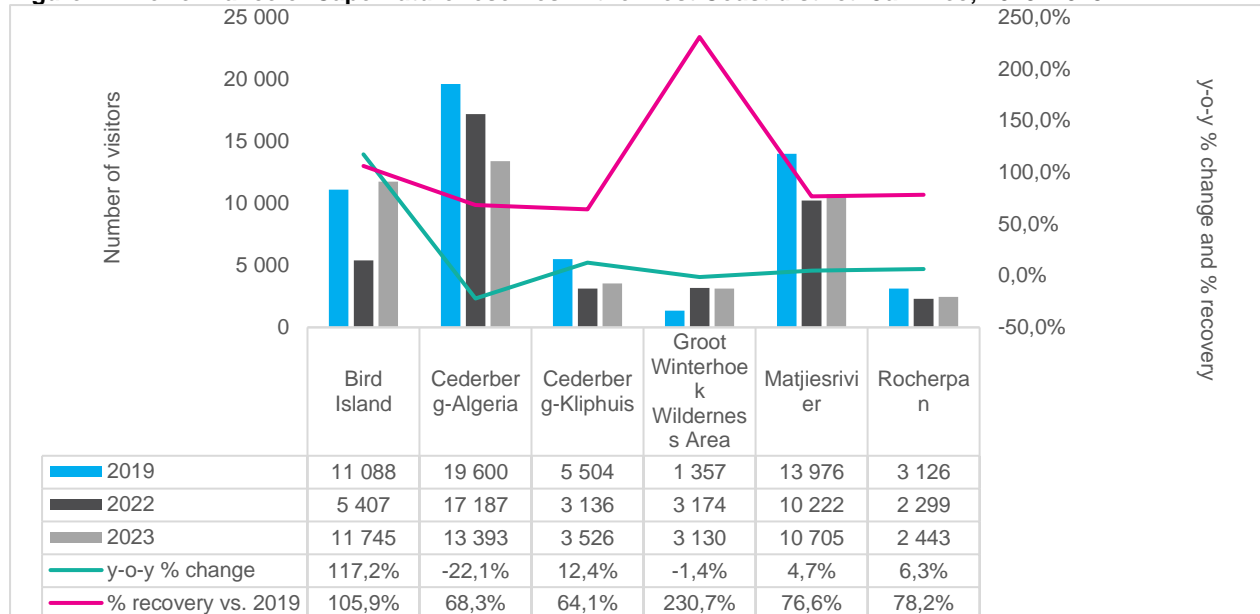
**Figure 20: Visitors to West Coast National Park: Jan–Dec; 2019–2023**



Source: SANParks, 2024

Collectively, the six Cape Nature reserves located in the West Coast district welcomed a total of 44,942 visitors between January and December 2023, as can be observed in Figure 21. This number represented an increase of 8.5% when compared to the same period in 2022. In 2023, the best-performing reserves with respect to visitor volumes were Cederberg-Algeria, Bird Island and Matjiesrivier. In relation to the same period in 2019, Bird Island and Groot Winterhoek Wilderness Area recovered fully in 2023.

**Figure 21: Performance of Cape Nature reserves in the West Coast district: Jan–Dec; 2019–2023**

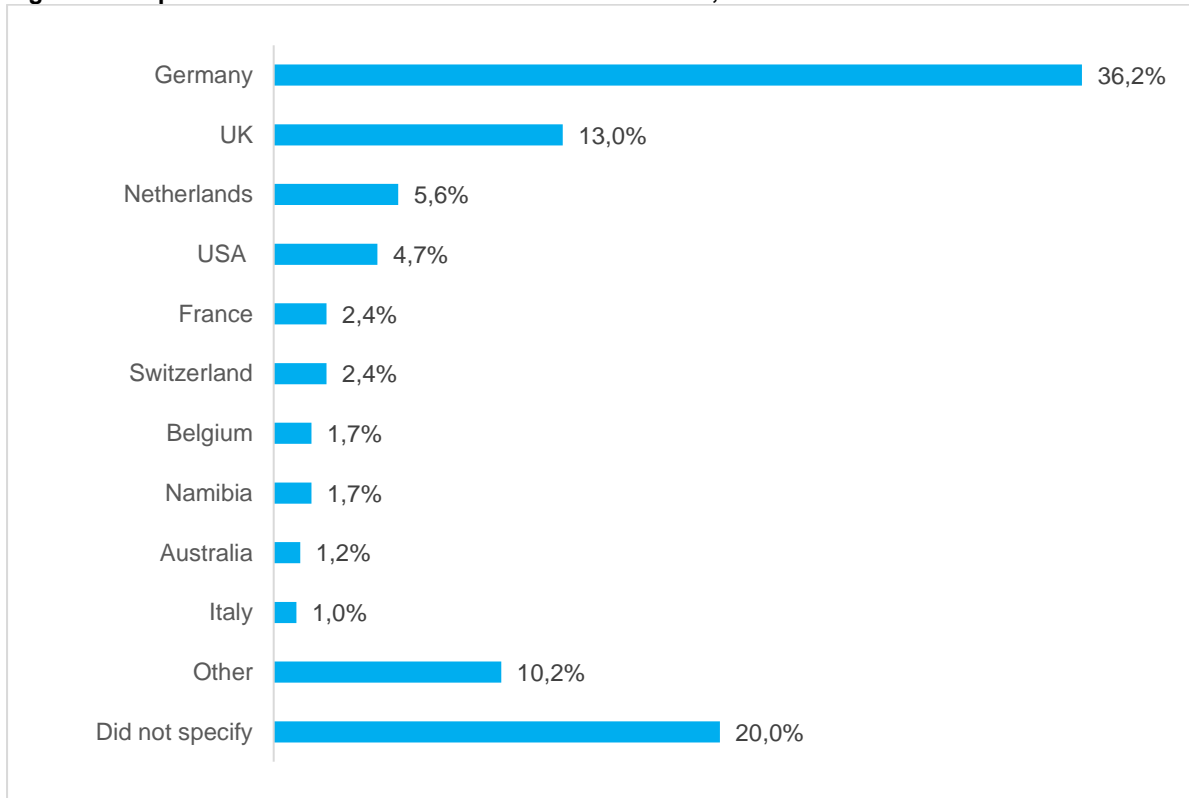


Source: CapeNature, 2024

## 8.2 Origin of Visitors

International visitors who responded to the regional tracking surveys at the various West Coast Visitor Information Centres (VICs) included those from Germany (with a share of 36.2% of respondents), the UK (13.0%), the Netherlands (5.6%), the United States (4.7%), and France (2.4%).

**Figure 22: Top International visitors to the West Coast district, 2023**

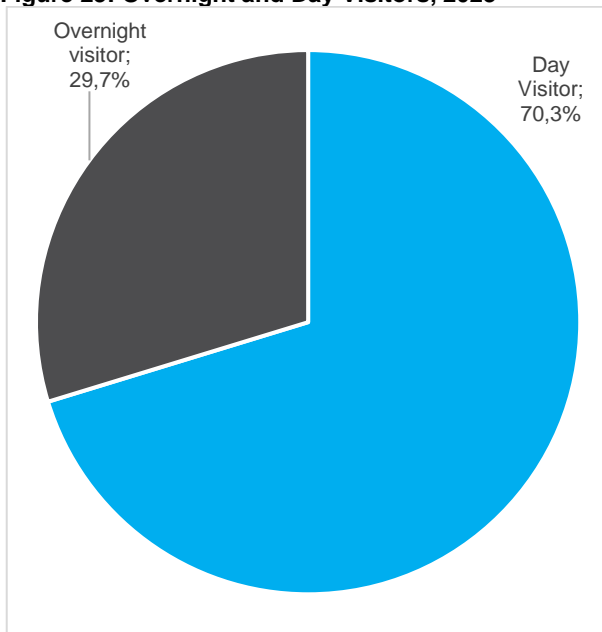


Source: Wesgro Weskus Tourism Trends, 2024

### 8.3 Overnight Stays

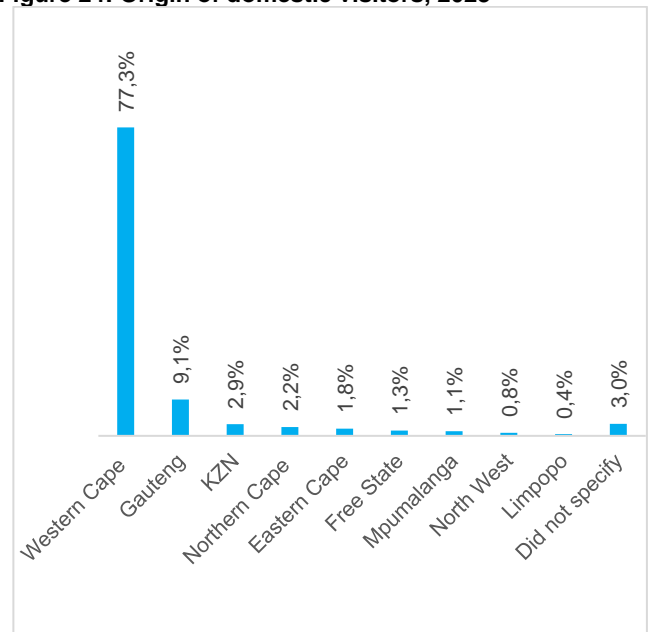
Figure 23 illustrates that around 70.3% of visitors took day trips to the West Coast, whereas 29.7% stayed overnight. Of those who indicated overnight stays, two nights were the most popular, with 40.7% of visitors staying for this length of time. Figure 24 indicates that the largest share of domestic travellers to the region came from within the Western Cape (70.3%), confirming that the West Coast is a popular tourism destination among locals. Gauteng, Eastern Cape, and KwaZulu-Natal ranked as the other leading source provinces in the region.

**Figure 23: Overnight and Day Visitors, 2023**



Source: Wesgro Weskus Tourism Trends, 2024

**Figure 24: Origin of domestic visitors, 2023**



## 10. Film

With its municipalities of Swartland, Matzikama, Saldanha, Bergrivier, and Cederberg offering different attractions, the West Coast district is an emerging location for filming. Filmmakers are spoilt for choice, as the region contains wildflowers, quaint seaside towns, wine farms and cellars, culture, and heritage attractions, such as the West Coast National Park and the Fossil Park. The Cederberg and Matzikama mountain ranges have attractions like ancient rock paintings while the windiest sections of beaches are ideal for shoots that feature adventure sports, such as kite surfing and paragliding. The vast, unspoilt beaches and charming wine and olive routes provide a unique canvas for filmmakers.

Use of municipal properties will require a permit available at the local town council. Rates are dependent on the size of the crew and the duration of the shoot. For road closures, the traffic department needs to be involved. Filming in nature reserves and on beaches requires an ECO guide and an environmental impact study is necessary for the application. When filming on private property or in an estate, permission from landowners and from the governing body is required.

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#### **Films Shot on Location:**

Films: Young Ones

Commercials: Lipton Tea, Timotei Shampoo

Stills: Playboy, Top Billing, Bushmills

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