Western Cape Regional Trends

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research

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Contents

1. Methodology

- 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 survey.

- *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.*

- ***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.*

2. Participation and sample size

Between January and June 2017, a total of **15,665** responses to the regional visitor tracking survey were received from the respective Tourism Offices in the Western Cape. The participating regions were:

- Cape Town (948);
- Cape Garden Route & Klein Karoo (1,744);
- Cape Winelands (3,836);
- Cape West Coast (1,855);
- Cape Karoo (601); and
- Cape Overberg (6,681).

3. Executive Summary

- The Western Cape's tourism sector continues to show noteworthy potential. International arrivals were up by 18.5% in 2016 and the domestic market faired equally well rising by 16.9% year-on-year. In addition, the Cape Town International Airport also passed the 10 million passengers mark in 2016.

- Germany (23.3%), the United Kingdom (22.2%) and Netherlands (7.0%) ranked as the leading international markets for the Western Cape between January and June 2017. Nationally, Germany and the United Kingdom's seasonality index reflected a drop in 2016, indicating improved seasonality patterns from these markets.

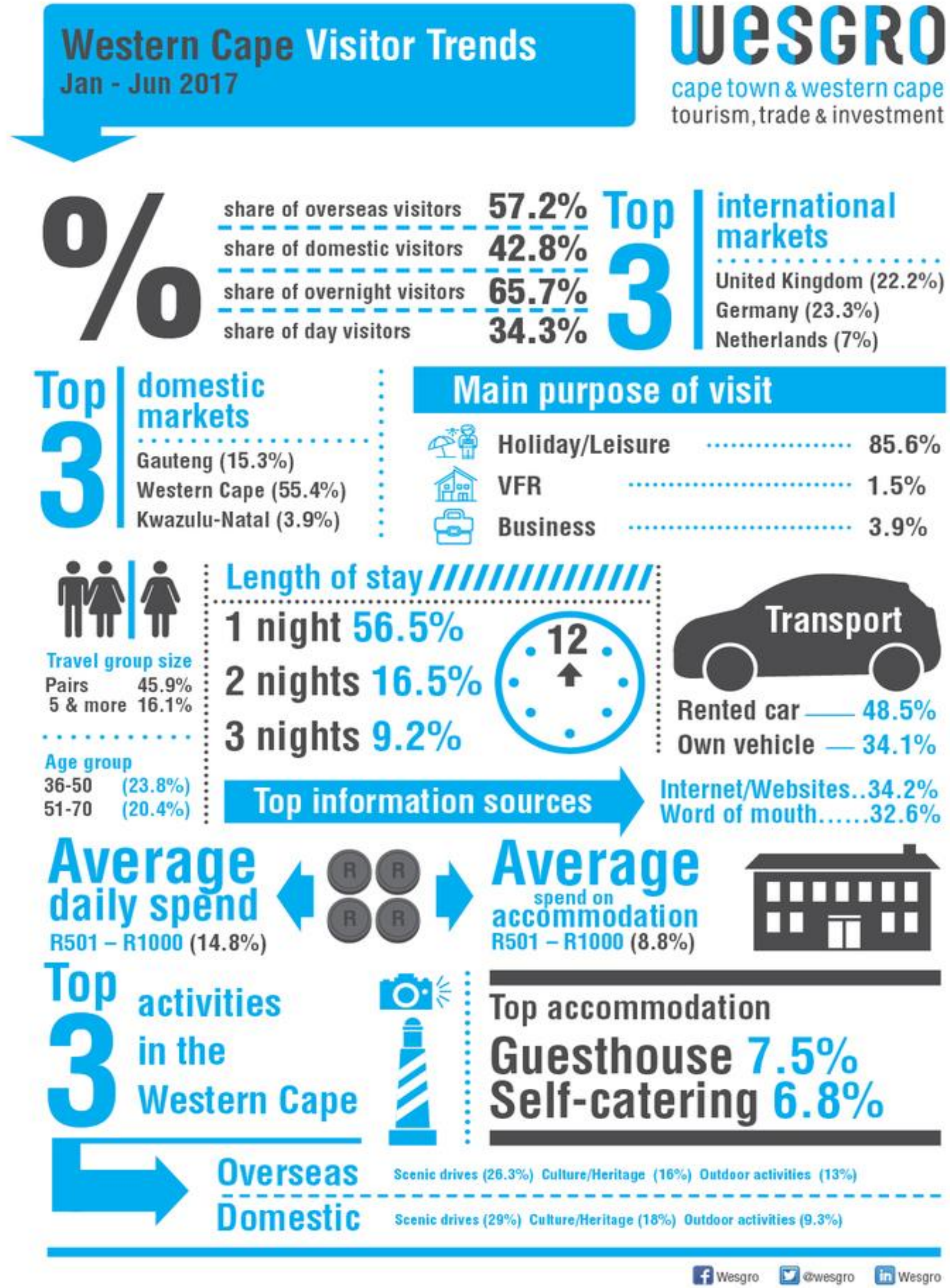
- The 2016 *Statistics South Africa Domestic Tourism Survey* has further confirmed that the Western Cape travellers ranked as the largest contributor to domestic tourism for the province. 2016 Trends revealed that 99.2% of domestic day travellers and 69.9% of domestic overnight travellers to the Western Cape originated from the province. These trends are confirmed in the strong share of respondents from the Western Cape (55.4%) market reflected in this study.

- In 2016, the South African Tourism trends underlined the Western Cape as the top province for "holiday". Visitor trends indicated in this study confirmed the solid demand for holiday/leisure (85.6%), despite the winter months included in this review.

- Visitors who were recorded across the respective regions were primarily between the age groups of 36-50 (23.8%) and 51-70 (20.4%) years. Travelling in pairs (45.9%) and in larger groups of five and more (16.1%) ranked as the top travel groups for the period.

- A share of 65.7% of respondents indicated overnight stays in the regions of the Western Cape. These travellers' top choices for accommodation were guesthouses (7.5%) and self-catering establishments (6.8%). Recent Hospitality trends released by *Price Waterhouse Cooper* (Outlook: 2015-2019) projects that by 2019, the overall occupancy rate across all sectors in South Africa will continue to increase, rising to an estimated 58.3% from 54.4% in 2014.

- With continued growth anticipated into 2017, the rise in visitor numbers and increased spending is bound to influence employment within the Western Cape.

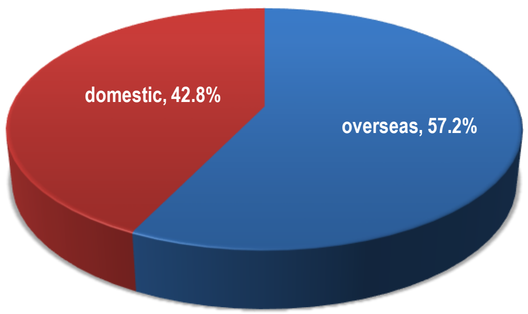


4. Western Cape Visitor Trends & Patterns

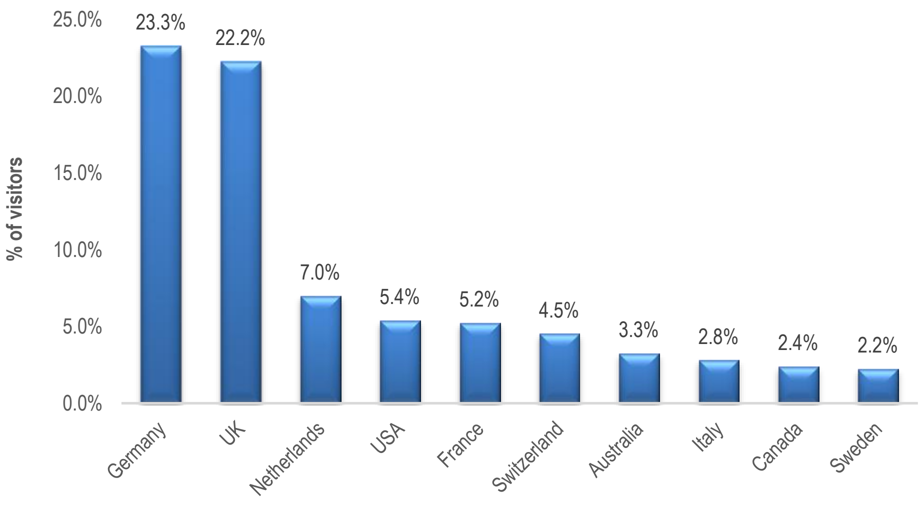
4.1 Origin of Visitors

- The regional spread of visitors across the Western Cape reflected a share of 57.2% from the overseas and 42.8% from the domestic market.
- The Western Cape is now well established as a tourist destination. The province attracted around R1.6 million international tourists in 2016, 2.1 million domestic trips and generated R18.1 billion in foreign spend. Regional trends further indicated that travel has spread across the regions of the Western Cape.
- The first half of 2017 reflected a steady flow from the top international markets; Germany (23.3%), the United Kingdom (22.2%) and Netherlands (7.0%). These markets have proven to be the Western Cape's mainstay markets even throughout the winter months.
- Despite economic challenges, the Western Cape local market have remained resilient and continued to travel within their province. Into the first half of 2017, the Western Cape (55.4%) ranked as the leading domestic market, driven by leisure as their top motivation for travel.

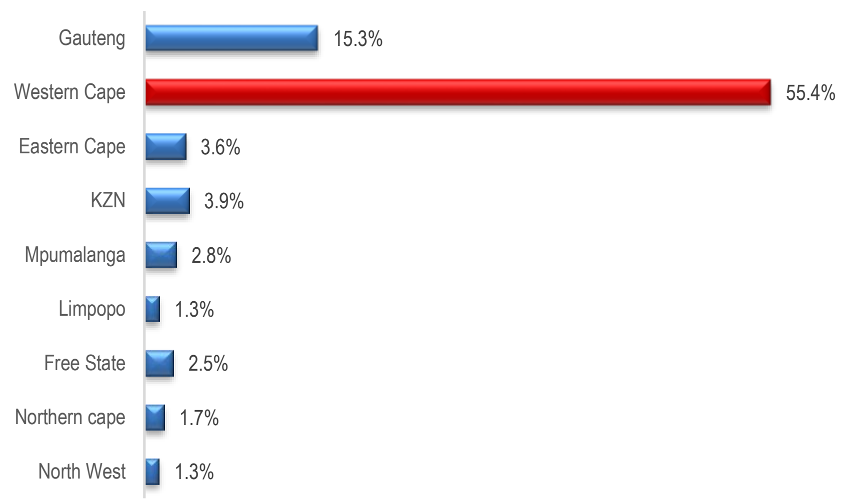
% SHARE OF OVERSEAS AND DOMESTIC VISITORS TO THE WESTERN CAPE, JAN-JUN 2017



TOP INTERNATIONAL SOURCE MARKETS TO THE WESTERN CAPE, JAN-JUN 2017

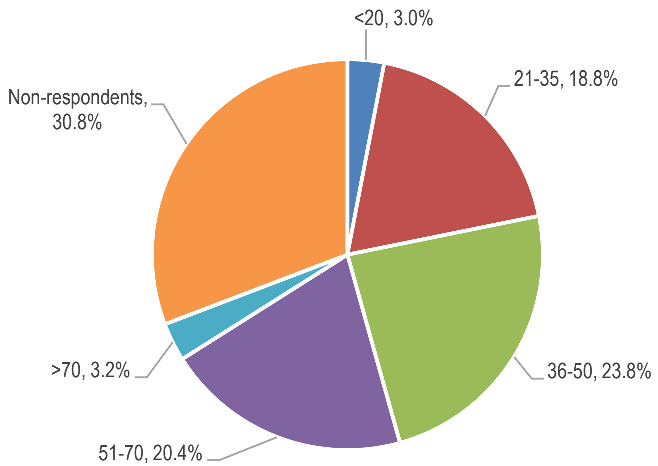


TOP DOMESTIC SOURCE MARKETS TO THE WESTERN CAPE, JAN-JUN 2017



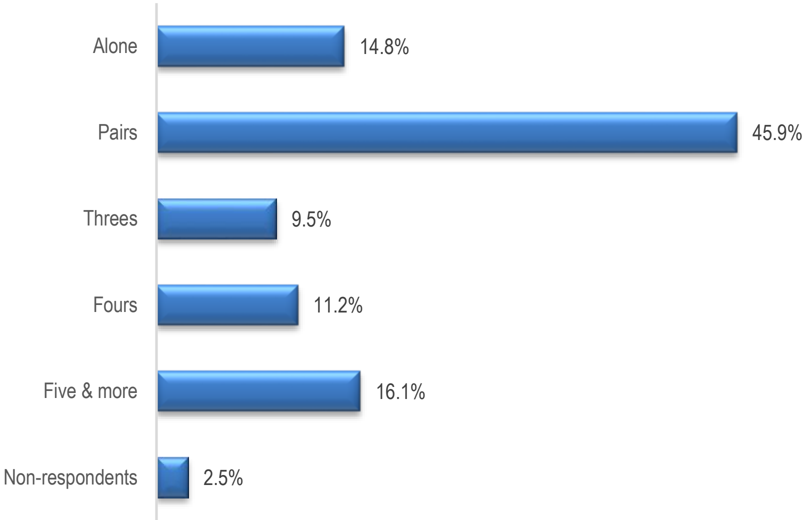
4. Western Cape Trends and Patterns

4.2 Age Profile of Visitors

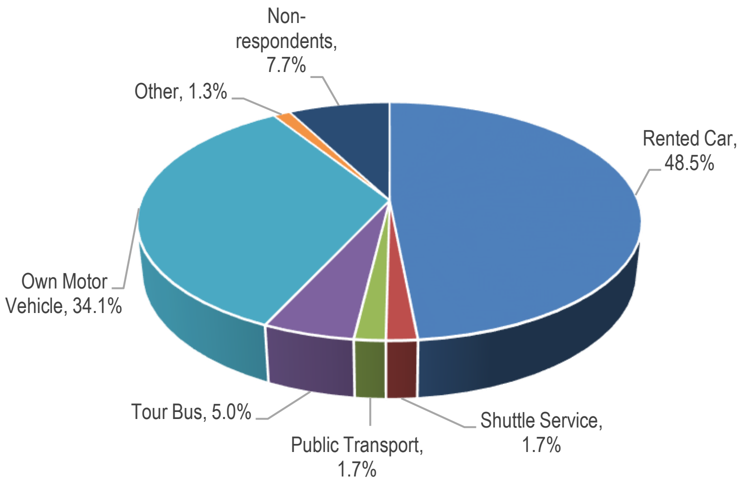


- The age groups 36-50 and 51-70 years emerged as the most common amongst visitors to the Western Cape. 21-35 years followed as the third largest share of respondents.
- Nationally, the 2016 *South African Tourism* trends indicated that 30% of foreign tourists to the Western Cape were between the age group of 25-34 years, indicating that the province is attracting a fairly young market to its shores.
- Travelling in pairs or/as couples (45.9%) ranked as the most prominent travel group, followed by 16.1% who travelled in groups of five and more.
- Rented cars (48.5%) ranked as the top transport choice amongst visitors, followed by own motor vehicles (34.1%) and tour busses (5.0%).

4.3 Travel Group Size



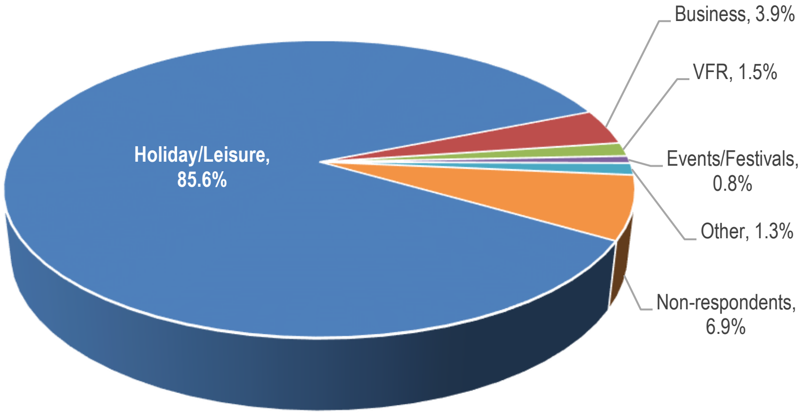
4.4 Mode of Transport



Other: Train, long distance bus, mini bus taxi, motorbike, metered taxi and passenger cruise liner.

4. Western Cape Trends and Patterns

4.5 Main purpose of visit



**Other: Includes travel for honeymoon/weddings, education, sport, medical, religion and seasonal/migrant worker.*

- Holiday/leisure (85.6%) led as the top reason for travel to the province. In South Africa, the Western Cape led as the top province for holiday/leisure in 2016.

- Business (3.9%) ranked as the second most popular reason for travel. While the share of business travellers tracked during this study accounted for only 3.9%, national trends confirms the equally growing demand for business amongst overseas and domestic markets. The 2016 national trends reflected MICE (Foreign: 13.5%) and business travel (Domestic: 6.8%) as the third most popular reason for travel to the Western Cape respectively.

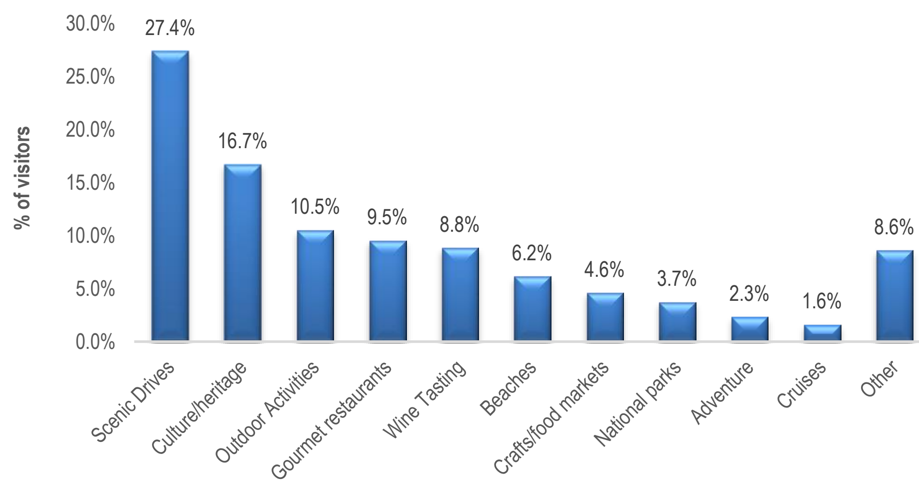
- The Western Cape Minister of Economic Opportunities, Alan Winde says: "In line with our objective to position the province as a business destination, we have increased the value of conference bids secured from R280m in 2014, to R425m in the 2016/17 financial year". He adds that there's a "whole new dynamic to conferencing" by looking at alternative spaces such as "wine farms or sheds" to boost conferencing opportunities.

- Scenic drives (27.4%), culture/heritage (16.7%) and outdoor activities (10.5%) ranked as the top three activities enjoyed by visitors to the Western Cape.

- The Western Cape government together with Wesgro have been mandated to develop key strategies for identified niche markets. Plans are well advanced for establishing the Cape as the Cycling capital of Africa.

- Additional plans also include growing Madiba Legacy Tourism, by establishing a Madiba Legacy Route and promoting the region as a Global Food and Wine destination. These niche tourism areas holds strong potential for growth and sustainable tourism for the Western Cape.

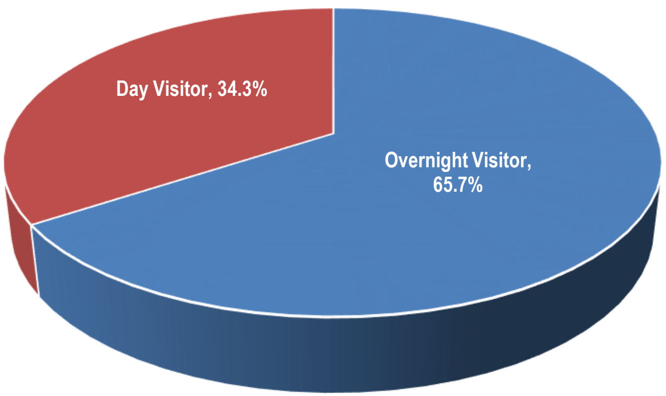
4.6 Top activities undertaken in the Western Cape



**Other: Includes whale watching, golf, fishing, gambling, expos/exhibitions, sport events/spectator, astro tourism, health & wellness/spas, shopping and game reserves.*

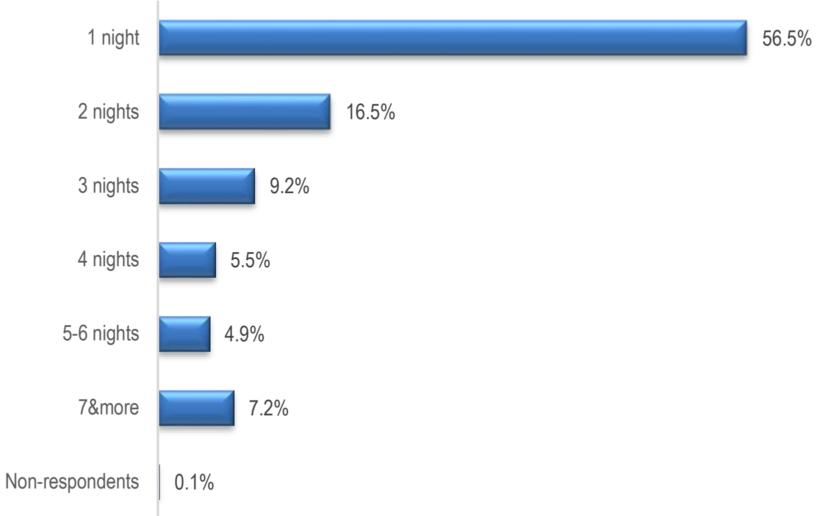
4. Western Cape Trends and Patterns

4.7 Overnight vs. Day Visitors

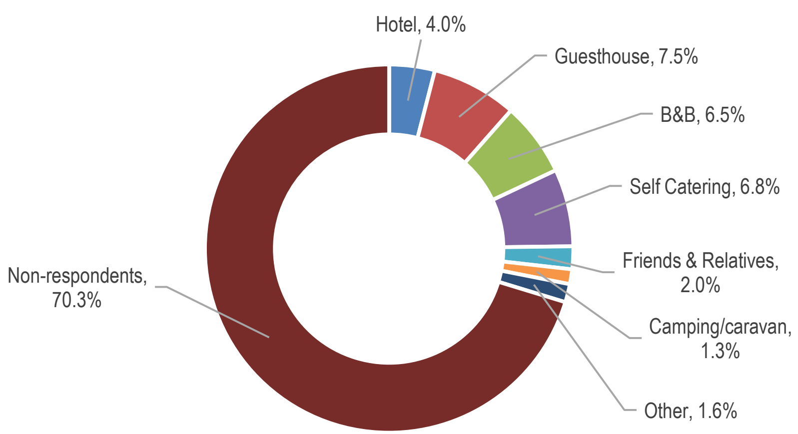


- Between January and June 2017, 65.7% of respondents indicated overnight stays in the province, while a share of 34.3% were day visitors.
- When taking a closer look at the trend in length in stay, visitors stayed on average one, two and three nights, followed by those who stayed for seven nights and more.
- This trend underlines the Western Cape's popularity in weekend getaways, as well as extended leisure holidays for up to a week and more.
- Guesthouses, self-catering and B&Bs ranked as the top three most preferred accommodation choices amongst travellers. While staying with friends and relatives (VFR) is a very popular form of accommodation, the Western Cape ranked as the top province in 2016 for paid bed nights (10.2 million).
- There are a number of exciting upcoming developments for the tourism sector during the course of 2017. In March, the Silo hotel opened at the V&A Waterfront. The hotel is already featuring on international must-visit lists, including CNN's Business Traveller's "*15 hot new hotels to check out in 2017*". New establishments like these speak to the business confidence investors have in the Western Cape.

4.8 Average length of stay



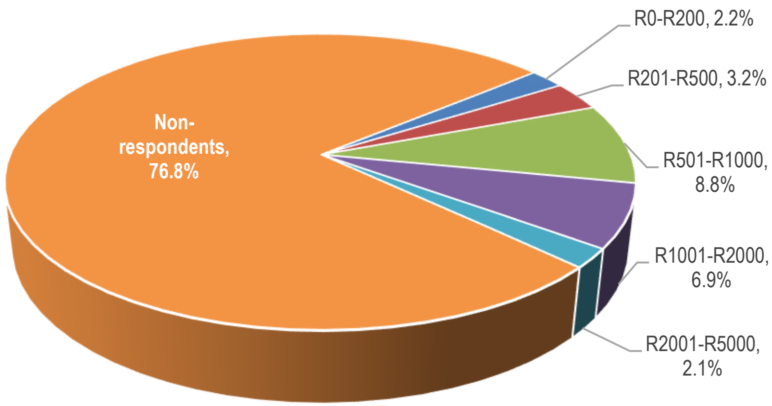
4.9 Accommodation Usage



**Other: Includes timeshare, rented house/apartment and second home/holiday house.*

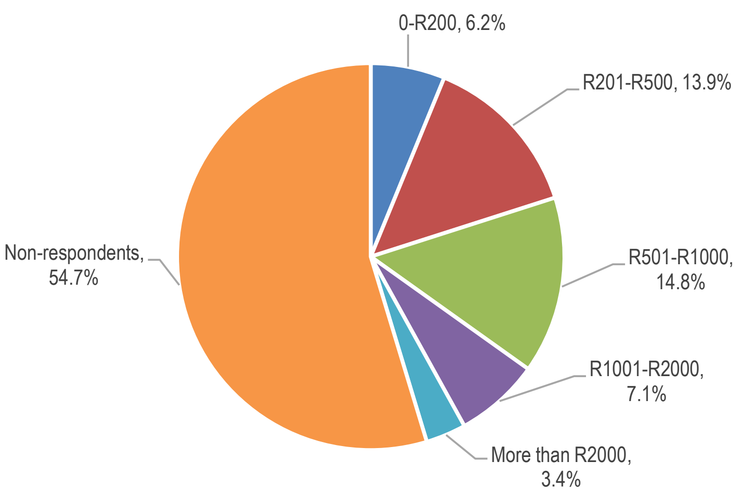
4. Western Cape Trends and Patterns

4.10 Average spend on accommodation

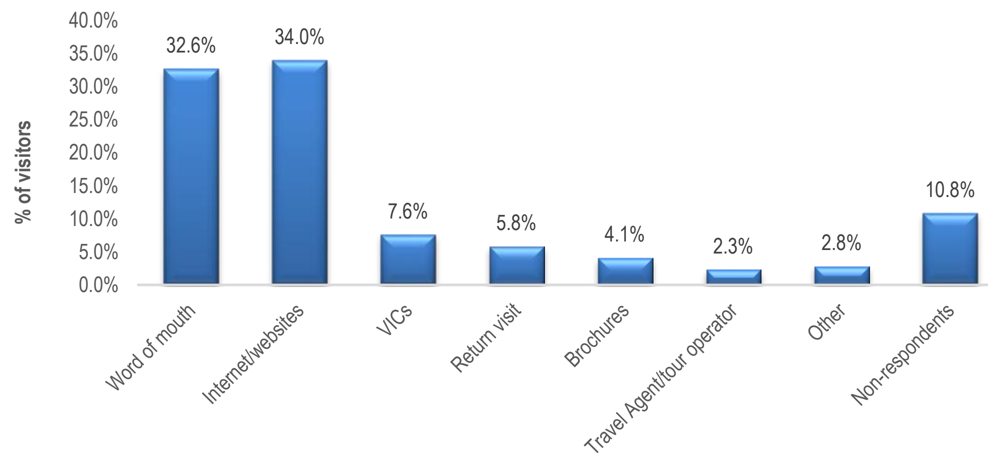


- On average, visitors spent between R501-R1000 (8.8%) on accommodation in the Western Cape. R1001-R2000 (6.9%) followed as the second most common expenditure range on accommodation.
- In addition to the expenditure levels on accommodation, visitors spent on average R501-R1000 (14.8%) and R201-R500 (13.9%) per day in the Western Cape. The share included in this study only represents a participative sample of travellers who entered through the tourism offices. However, national trends indicate that tourism is a very important sector for the Western Cape with huge growth and economic potential. In 2016, the foreign tourist arrivals translated into a total foreign spend of R18.1 billion, while the domestic market added an additional R2.5 billion to the economy.
- Word of mouth (32.6%) and internet/websites (34.0%) ranked as the top sources for obtaining information on the province. 5.8% of respondents were return visitors, a trend which indicates success in the Western Cape's marketing efforts.

4.11 Average daily spend



4.12 Top Information Sources



**Other: Includes TV/Radio, books/magazines, newspapers and social media.*

5. Trends and patterns by region

OVERVIEW OF REGIONAL VISITOR TRENDS AND PATTERNS BY REGION, JAN-JUN 2017						
TOURISM INDICATOR	**Cape Town**	**Cape Garden Route & Klein Karoo**	**Cape Winelands**	**Weskus**	**Cape Karoo**	**Cape Overberg**
% Share overseas	46.1%	60.3%	58.3%	38.3%	11.3%	59.9%
% Share domestic	53.9%	39.7%	41.7%	61.7%	88.7%	40.1%
% Share of overnight visitors	-	60.1%	28.1%	53.7%	22.6%	91.7%
% Share of day visitors		39.9%	71.9%	46.3%	77.4%	8.3%
Top international markets	Germany (15.8%) United Kingdom (14.6%) United States (6.8%)	United Kingdom (25.7%) Germany (22.4%) Netherlands (9.5%)	Germany (28.7%) United Kingdom (25.5%) Netherlands (10.2%)	United Kingdom (31.1%) Germany (24.8%) Netherlands (10.1%)	Germany (23.5%) United Kingdom (19.1%)	Germany (21.9%) United Kingdom (19.7%) United States (6.2%)
Top domestic markets	Gauteng (27.0%) Western Cape (15.9%) KwaZulu-Natal (15.9%)	Western Cape (55.5%) Gauteng (9.2%)	Western Cape (49.1%) Gauteng (12.1%)	West Coast (63.8%) Gauteng (17.4%) Eastern Cape (4.2%)	Western Cape (45.4%) Gauteng (21.8%)	Western Cape (58.5%) Gauteng (16.4%)
Main purpose of visit	Holiday/leisure (89.0%) Business (7.2%)	Holiday/leisure (85.9%) Business (4.3%)	Holiday/leisure (72.7%) Business (4.8%)	Holiday/leisure (79.1%) Business (3.5%)	Holiday/leisure (88.9%) Business (7.0%)	Holiday/leisure (94.0%) Business (2.7%)
Age profile of visitors	-	36-50 years (21.6%)	36-50 years (39.6%)	51-70 years (18.2%)	51-70 years (35.4%)	21-35 years (30.4%)
Most common travel group size	Pairs (53.5%) Alone (29.3%)	Pairs (56.0%) Alone (15.5%)	Pairs (53.2%) Alone (17.6%)	Pairs (55.8%) Alone (19.1%)	Pairs (35.2%) Fours (21.2%)	Pairs (36.2%) 5 & more (27.5%)
Most common length of stay	7 nights & more (41.0%) 5-6 nights (17.6%)	2 nights (39.1%) 1 night (22.2%)	2 nights (40.1%) 1 night (24.5%)	2 nights (23.9%) 3 nights (17.0%)	1 night (47.1%) 2 nights (39.7%)	1 night (78.8%) 2 nights (8.1%)
Most common mode of transport	Tour bus (31.6%) Shuttle service (24.5%) Public transport (23.9%)	Rented car (47.2%) Own motor vehicle (14.4%)	Rented car (51.4%) Own motor vehicle (35.9%)	Own motor vehicle (51.7%) Rented car (36.2%)	Own motor vehicle (81.2%) Rented car (10.0%)	Rented car (59.2%) Own motor vehicle (33.2%)
Top information sources	Word of mouth (56.3%) Internet/websites (16.5%) VICs (12.3%)	Internet/websites (22.2%) Word of mouth (14.3%)	Word of mouth (40.1%) Internet/websites (25.6%) VICs (15.6%)	Word of mouth (20.2%) Internet/websites (13.7%) Brochures (8.6%)	Word of mouth (26.8%) Internet/websites (25.0%) Brochures (9.3%)	Internet/websites (50.8%) Word of mouth (33.8%)
Average daily spend	R501-R1000 (24.3%)	R201-R500 (11.9%)	R501-R1000 (24.9%)	R201-R500 (21.3%)	R201-R500 (44.3%)	R201-R500 (9.1%)
Type of accommodation	Guesthouse (10.6%) Hotel (8.7%)	B&B (17.7%) Guesthouse (13.0%) Self-catering (12.8%)	Guesthouse (9.3%) Self-catering (4.9%) Hotel (4.7%)	Self-catering (15.3%) B&B (11.0%) Guesthouse (9.1%)	Guesthouse (5.8%) Self-catering (4.5%)	Self-catering (4.8%) B&B (4.7%) Guesthouse (4.3%)
Average daily spend on accommodation	R501-R1000 (9.6%)	R501-R1000 (11.5%)	R1001-R2000 (10.1%)	R1001-R2000 (9.9%)	R501-R1000 (6.8%)	R501-R1000 (8.7%)
Top three activities undertaken	Culture/heritage (32.7%) Outdoor activities (21.7%) Wine tasting (15.2%)	Scenic drives (19.7%) Culture/heritage (19.5%) Outdoor activities (11.1%)	Culture/heritage (21.4%) Wine tasting (20.8%) Gourmet restaurants (17.0%)	Scenic drives (21.0%) Gourmet restaurants (13.7%) Culture/heritage (13.0%)	Culture/heritage (42.1%) Karoo lamb (10.1%) National Parks (9.0%)	Scenic drives (49.4%) Outdoor activities (8.7%) Beaches (8.4%)

Notes: Blank cells indicate that the sample was not big enough for a valid statistical interpretation.

6. Trends and Patterns by origin of visitors

OVERVIEW OF TRENDS AND PATTERNS BY ORIGIN OF VISITORS, JAN-JUN 2017		
TOURISM INDICATOR	**Overseas**	**Domestic**
% Share overnight visitors	73.4%	55.4%
% Share day visitors	26.6%	44.6%
Age profile of visitors	36-50 years (22.8%)	36-50 years (25.2%)
Main purpose of visit	Holiday/leisure (94.5%)	Holiday/leisure (73.7%)
Most common travel group size	Pairs (51.3%)	Pairs (38.8%)
	5 & more (14.7%)	Alone (19.8%)
Most common length of stay per town	1 night (53.2%)	1 night (62.3%)
	2 nights (16.2%)	2 nights (17.0%)
Mode of transport	Rented car (78.2%)	Own motor vehicle (74.1%)
Top information sources	Internet/websites (43.9%)	Word of mouth (41.9%)
	Word of mouth (25.7%)	Internet/websites (20.8%)
Type of accommodation	Guesthouse (9.4%)	Self-catering (8.1%)
	B&B (7.8%)	Guesthouse (4.9%)
Average spend on accommodation	R1001-R2000 (9.1%)	R501-R1000 (8.5%)
Average daily spend	R501-R1000 (16.7%)	R201-R500 (18.8%)
Top three activities undertaken	Scenic drives (26.3%)	Scenic drives (29.4%)
	Culture/heritage (16.0%)	Culture/heritage (18.0%)
	Outdoor activities (11.2%)	Outdoor activities (9.3%)

Notes: Blank cells indicate that the sample was not big enough for a valid statistical interpretation.

7. Trends and Patterns by top international market

OVERVIEW OF TRENDS AND PATTERNS BY TOP INTERNATIONAL SOURCE MARKET, JAN-JUN 2017		
TOURISM INDICATOR	**United Kingdom**	**Germany**
% Share overnight visitors	63.0%	68.6%
% Share day visitors	37.0%	31.4%
Age profile of visitors	51-70 years (30.7%)	36-50 years (26.0%)
Main purpose of visit	Holiday/leisure (93.8%)	Holiday/leisure (95.1%)
Most common travel group size	Pairs (57.0%)	Pairs (49.3%)
	5 & more (12.4%)	5 & more (21.1%)
Most common length of stay per town	1 night (50.5%)	1 night (47.0%)
	2 nights (18.2%)	2 nights (20.6%)
Mode of transport	Rented car (77.3%)	Rented car (83.5%)
Top information sources	Internet/websites (37.7%)	Internet/websites (44.1%)
	Word of mouth (26.0%)	Word of mouth (25.3%)
Type of accommodation	Guesthouse (9.7%)	Guesthouse (10.7%)
	B&B (8.4%)	B&B (8.7%)
Average spend on accommodation	R501-R1000 (8.5%)	R1001-R2000 (10.7%)
Average daily spend	R501-R1000 (19.0%)	R501-R1000 (19.3%)
Top three activities undertaken	Scenic drives (24.1%)	Scenic drives (22.3%)
	Culture/heritage (15.8%)	Culture/heritage (16.1%)
	Gourmet restaurants (12.6%)	Outdoor activities (12.7%)

Notes: Blank cells indicate that the sample was not big enough for a valid statistical interpretation.

8. Trends and Patterns by top domestic market

OVERVIEW OF TRENDS AND PATTERNS BY TOP DOMESTIC SOURCE MARKET, JAN-JUN 2017		
TOURISM INDICATOR	**Western Cape**	**Gauteng**
% Share overnight visitors	53.8%	64.5%
% Share day visitors	46.2%	35.5%
Age profile of visitors	36-50 years (24.1%)	36-50 years (24.4%)
Main purpose of visit	Holiday/leisure (71.2%)	Holiday/leisure (88.3%)
	Business (9.1%)	Business (2.8%)
Most common travel group size	Pairs (35.2%)	Pairs (39.5%)
	Alone (21.3%)	5 & more (20.4%)
Most common length of stay per town	1 night (60.0%)	1 night (67.0%)
	2 nights (18.6%)	2 nights (13.9%)
Most common mode of transport	Own motor vehicle (78.1%)	Own motor vehicle (73.2%)
	Rented car (5.3%)	Rented car (12.8%)
Top information sources	Word of mouth (38.3%)	Word of mouth (46.3%)
	Internet/websites (21.9%)	Internet/websites (23.7%)
Most common type of accommodation	Self-catering (8.2%)	Self-catering (7.8%)
	B&B (4.5%)	Guesthouse (6.2%)
Average daily spend	R201-R500 (20.5%)	R201-R500 (20.4%)
Average spend on accommodation	R501-R1000 (8.6%)	R501-R1000 (10.5%)
Top three activities undertaken in the Cape West Coast	Scenic drives (28.0%)	Scenic drives (34.5%)
	Culture/heritage (17.5%)	Culture/heritage (18.1%)
	Outdoor activities (10.2%)	Gourmet restaurants (11.0%)

Notes: Blank cells indicate that the sample was not big enough for a valid statistical interpretation.

9. Performance of Western Cape Attractions

TOTAL NUMBER OF VISITORS BY PARTICIPATING REGIONAL ATTRACTION, JAN-JUN 2017			
ATTRACTIONS	**JAN-JUN 2016**	**JAN-JUN 2017**	**16/17 % Change**
Cape Town			
Kirstenbosch Botanical Gardens	439,521	472,026	7.4%
Robben Island	189,589	186,744	-1.5%
V&A Waterfront Shopping Centre	11,842,919	11,591,735	-2.1%
Table Mountain National Park	1,496,075	1,701,025	13.7%
Table Mountain National Park: Boulders	381,442	445,818	16.9%
Table Mountain National Park: Cape of Good Hope	501,854	567,259	13.0%
Table Mountain Aerial Cableway	536,530	601,939	12.2%
Cape Overberg			
Cape Agulhas Lighthouse	13,551	15,850	17.0%
Agulhas National Park	15,761	17,912	13.6%
Bontebok National Park	9,182	10,050	9.5%
Harold Porter National Botanical Gardens	26,934	31,453	16.8%
Kogelberg Nature Reserve	3,129	4,104	31.2%
Stony Point	30,939	32,921	6.4%
Cape Garden Route & Klein Karoo			
Cango Caves	105,830	120,464	13.8%
Wilderness National Park	47,431	61,462	29.6%
Tsitsikamma National Park	154,622	152,890	-1.1%
Cape West Coast			
West Coast National Park	127,799	125,350	-1.9%
West Coast Fossil Park	5,754	6,410	11.4%
Karoo National Park	18,196	17,016	-6.5%

10. Acknowledgements

Acknowledgements and many thanks go to the following 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 following regions:

Cape Garden Route & Klein Karoo
Cape Karoo
Cape Overberg
Cape Town
Cape West Coast
Cape Winelands

The participating attractions in Cape Town and the Western Cape:

Kirstenbosch National Botanical Gardens
Robben Island
V&A Waterfront
Table Mountain National Park: Boulders
Table Mountain National Park: Cape of Good Hope
Table Mountain Aerial Cableway
Cape Agulhas Lighthouse
Harold Porter National Botanical Gardens
Kogelberg Nature Reserve
Stony Point
Cango Caves
West Coast Fossil Park

The following South African National Parks in the Western Cape:

Agulhas National Park
Bontebok National Park
Karoo National Park
Table Mountain National Park
Tsitsikamma National Park
West Coast National Park
Wilderness National Park

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