

Weskus Tourism Visitor Trends

January-December 2022



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1. Executive Summary

- The period highlighted in this report (Jan-Dec 2022) indicates that the largest proportion of travellers to the Weskus originated from the domestic market (84,7%), in particular from within the Western Cape (72,1%).
- The overseas market accounted for 15,3% of visitors over the period, led by the United Kingdom, Germany and Netherlands.
- Over 80% of visitors travelled to the Weskus for holiday, 3,4% attended events/festivals and 2,7% travelled for business.
- 61,5% of visitors took day trips to the Weskus while overnight stays accounted for 38,5%. Of those who indicated overnight stays, one and two nights ranked as the most popular choices. The age groups 36-50 and 51-70 years ranked as the most prominent and the largest proportion of respondents travelled to the region in pairs or on their own.
- The attractions highlighted in this report includes the renowned West Coast National Park, !Khwa ttu and the Old Jail in Vanrhynsdorp. These attractions collectively welcomed a total of 189,010 visitors between January and December 2022.
- The attractions mentioned above portrayed strong resilience and recovered very well when compared to 2019. The highest recovery was recorded at !Khwa ttu (95%), followed by recovery rates of close to 65% at the West Coast National Park and 72% recovery at the Old Jail. !Khwa ttu visitor numbers during January (110%), April (108%), May (109%), July (113%), October (113%) and December (108%) exceeded 2019 levels.



Weskus Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

2. Methodology and Sample Size

This report provides an overview of the tourism trends and patterns in the Weskus region. 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.

Between **January and December 2022**, a total of **2,438** responses to the regional visitor tracking survey were received from the respective Tourism Offices in the Weskus.

Town	Number of Surveys
Malmesbury	499
Darling	317
Riebeeck Valley	298
Vredendal	254
Velddrif	244
Lamberts Bay	226
Yzerfontein	224
Clanwilliam	203
Porterville	99
Piketberg	60
Mooreesburg	14
Total Surveys	2,438

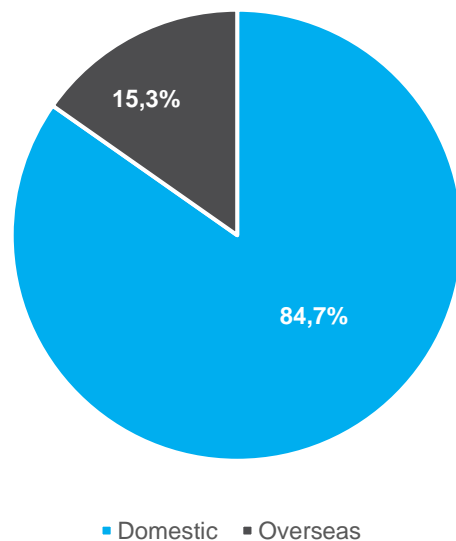


3. Weskus Visitor Trends & Patterns

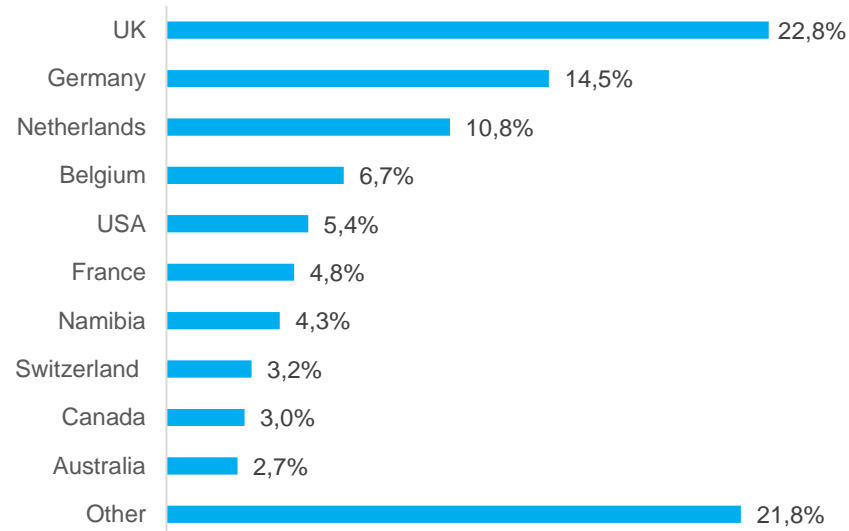
3.1 Origin of Visitors

- The domestic market accounted for the largest (84,7%) share of respondents recorded between January and December 2022 while the overseas market made up 15,3%.
- 22,8% of overseas travellers to the Weskus originated from the UK. Germany (14,5%) and Netherlands (10,8%) followed as the second and third top source markets to the region.
- The largest share of domestic travellers to the region originated from within the Western Cape (72,1%), confirming that the Weskus is a popular tourism destination among locals. Gauteng, Eastern Cape and KwaZulu-Natal ranked as the other leading source provinces to the region.

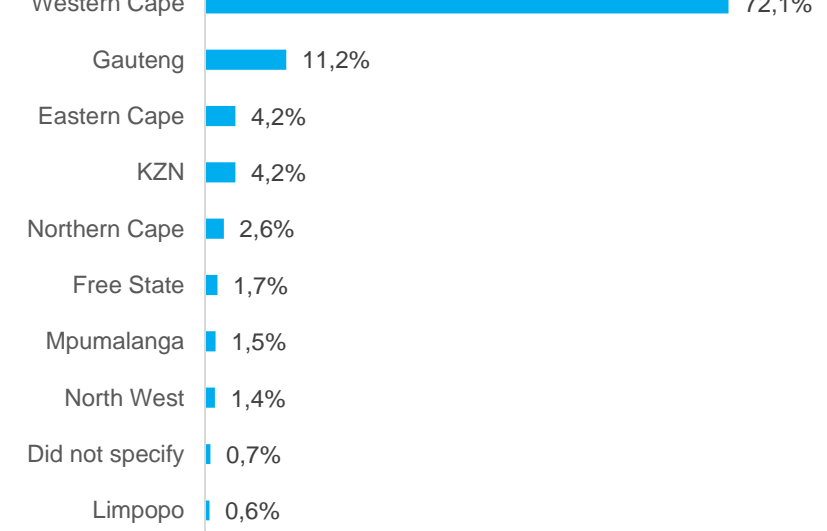
% OVERSEAS AND DOMESTIC VISITORS TO WESKUS, 2022



ORIGIN OF OVERSEAS VISITORS TO WESKUS, 2022

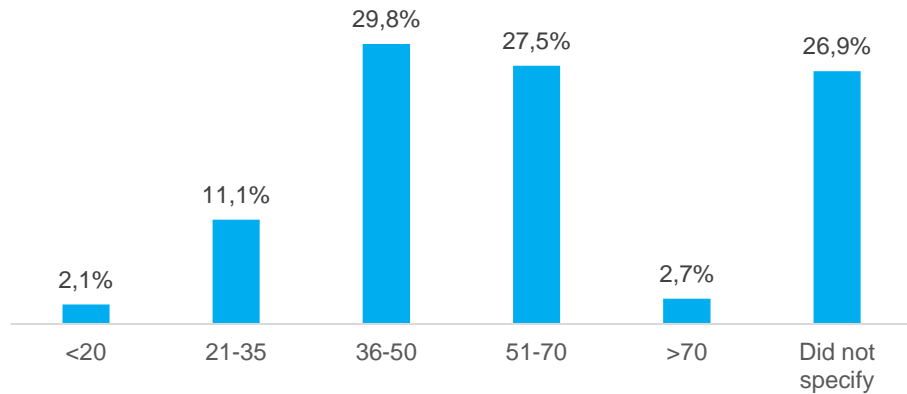


ORIGIN OF DOMESTIC VISITORS TO WESKUS, 2022



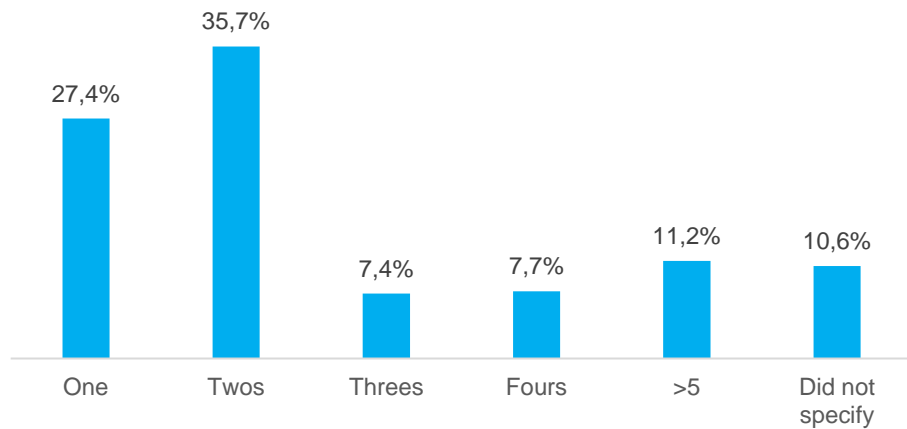
3. Weskus Visitor Trends & Patterns

3.2 Age Profile of Visitors

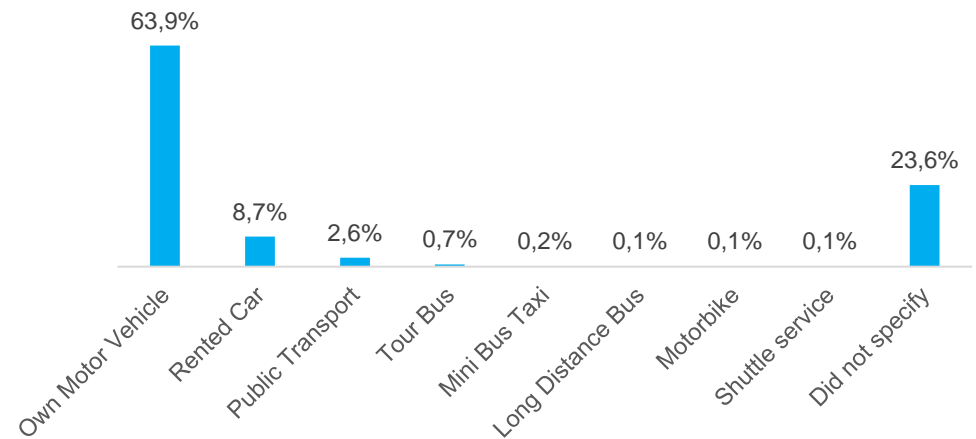


- The age groups 36-50 and 51-70 years ranked as the most popular amongst visitors to the Weskus.
- Own motor vehicles (63,9%) were the preferred mode of transport in 2022, this is largely due to the dominant share of locals (72,1%) to the region. Rented cars (8,7%) ranked as the second most popular form of transport and public transport (2,6%) in third position.
- The largest proportion of visitors travelled to the region in pairs or on their own, followed by 11,2% who travelled in groups of five or more.

3.3 Travel Group Size

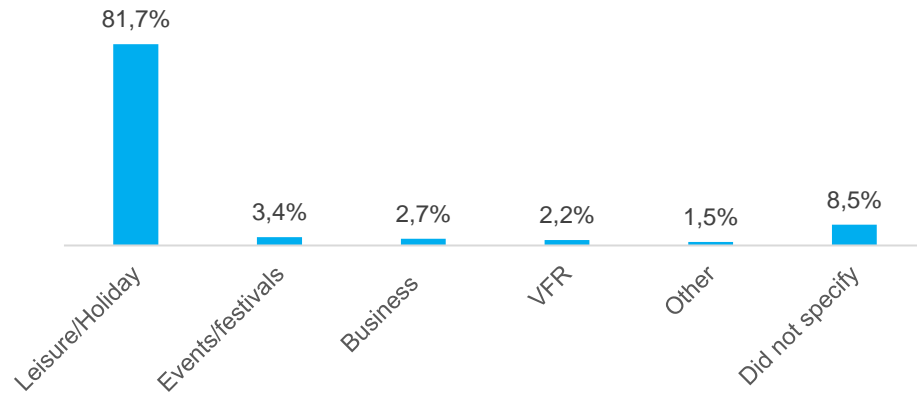


3.4 Mode of Transport



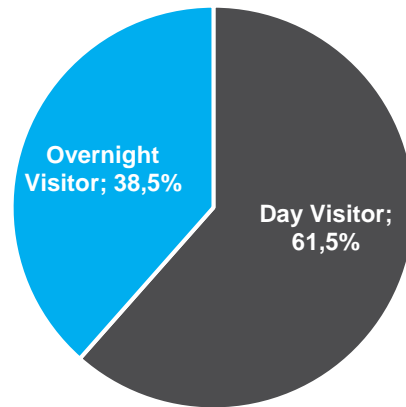
3. Weskus Visitor Trends & Patterns

3.5 Purpose of Visit

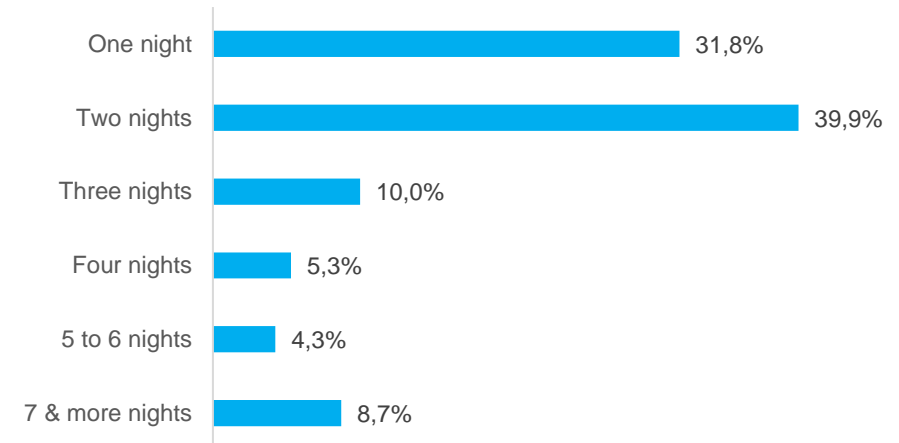


- Over 80% of visitors travelled to the Weskus for holiday and around 3% for business. An additional 3% also visited the region specifically for events/festivals held throughout the year. Reasons for visiting the region in the other category included education, honeymoon/weddings, medical/health/wellness, religion and sport.
- More than 60% of visitors took day trips to the Weskus and overnight stays accounted for 38,5%. Of those who indicated overnight stays, one and two nights were the most popular, followed by 10% who stayed for three nights and 8,7% stayed for seven nights and longer in the region.

3.6 Overnight Stay

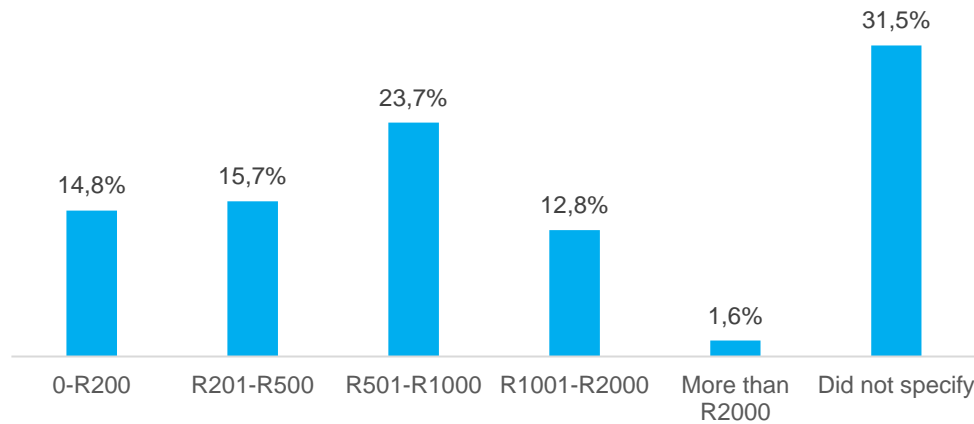


3.7 Average Length of Stay



3. Weskus Visitor Trends & Patterns

3.8 Average Daily Spend

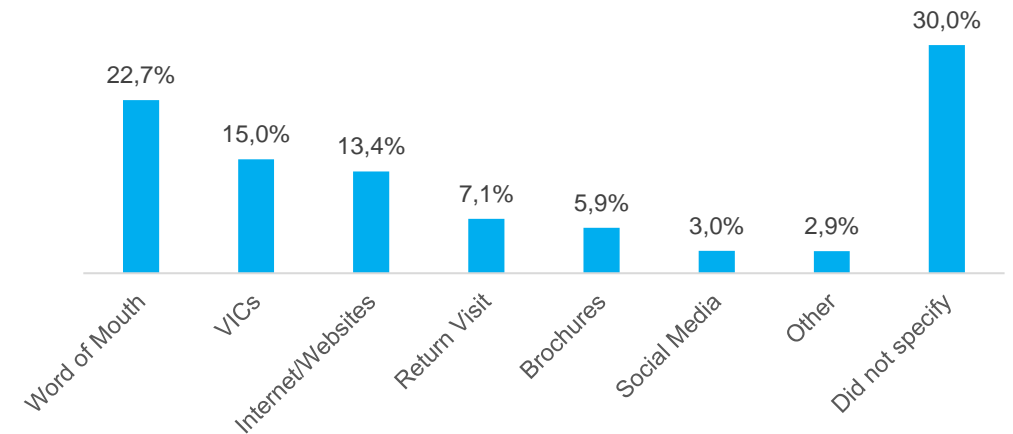


- Nearly 25% of visitors to the Weskus spent between R501 and R1000 per day in the region, followed by 15,7% who indicated an average expenditure of R201-R500. 32% of respondents did not specify their average daily spend.
- With regards to spend on accommodation, just over 30% of visitors spent between R1001-R2000, followed by 26,7% who indicated an expenditure of R501-R1000 per day.
- Word of mouth (22,7%) ranked as the top information source utilised across the period, while 15% of visitors passed through Visitor Information Centres (VICs) and 13,4% used the internet as their main tool for information.

3.9 Average Spend on Accommodation



3.10 Top Information Sources



Performance of Weskus Attractions

Period: January to December 2022

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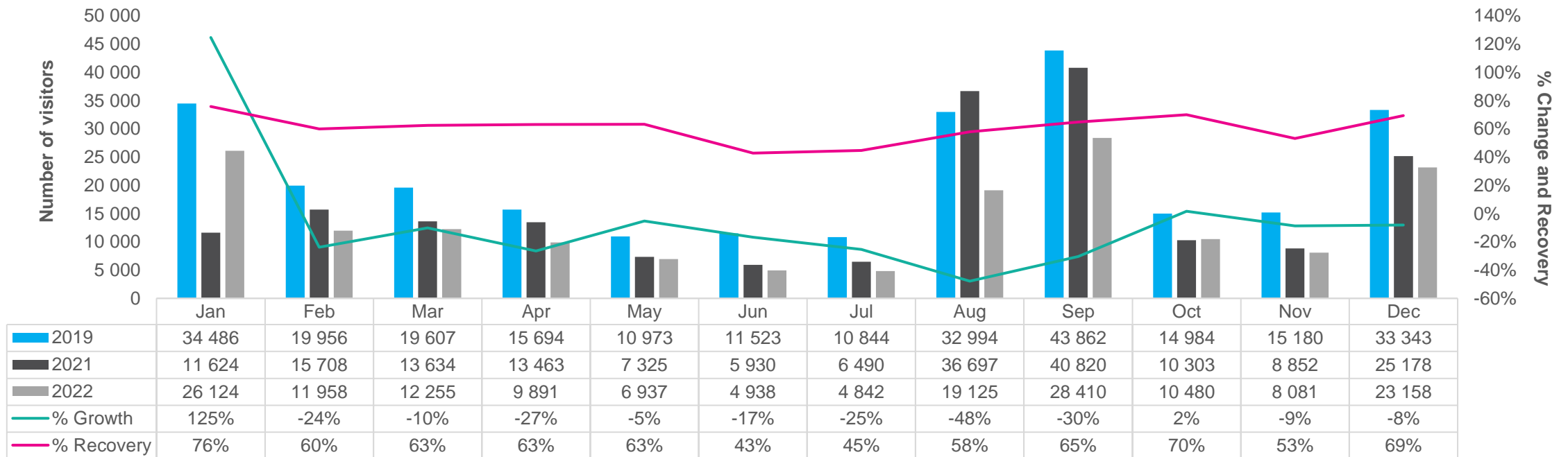
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4. Weskus Attractions

- The West Coast National Park welcomed **166,199** visitors between January and December 2022. The park recovered by 63% when compared to 2019 visitor levels.
- By month, September ranked as the best performing month over the period under review, accounting for the highest volume of visitors (28,410). Following September, January recorded the second highest number of visitors (26,124) and reflected the strongest recovery (76%) against 2019.

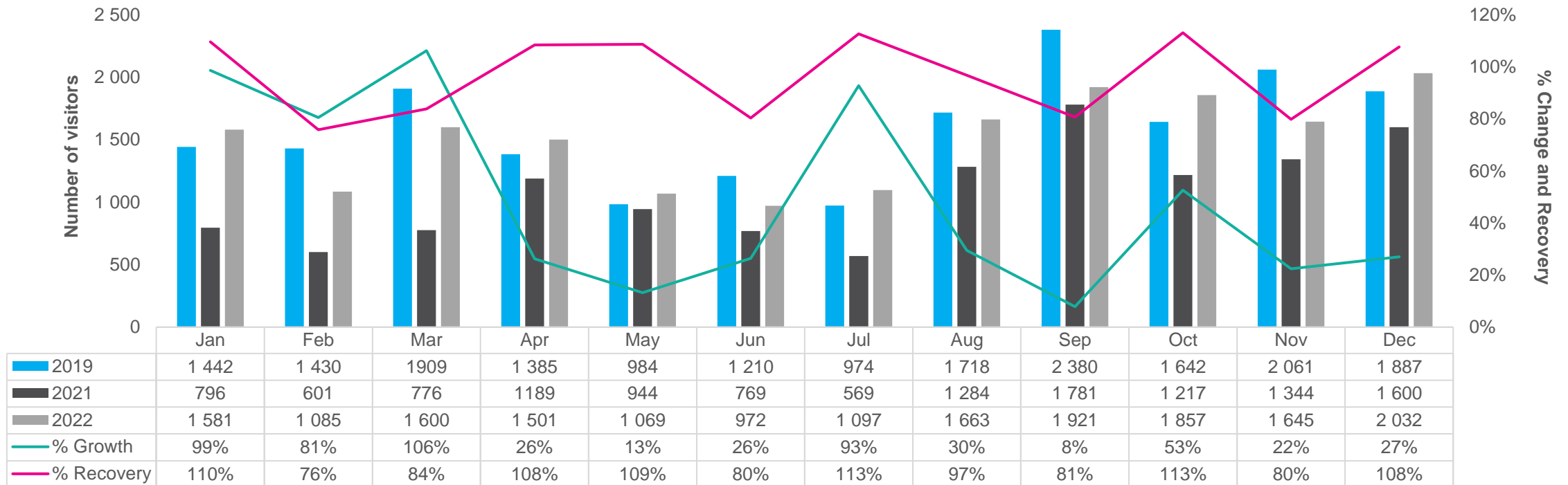
West Coast National Park: Jan-Dec 2019-2022



4. Weskus Attractions

- !Khwa ttu welcomed a total of **18,023** visitors and grew by 40% when compared to the same period in 2021. Against 2019, !Khwa ttu recovered to a remarkable 95% in the year 2022. Visitor numbers during January (110%), April (108%), May (109%), July (113%), October (113%) and December (108%) all exceeded 2019 levels.

!Khwa ttu: Jan-Dec 2019-2022

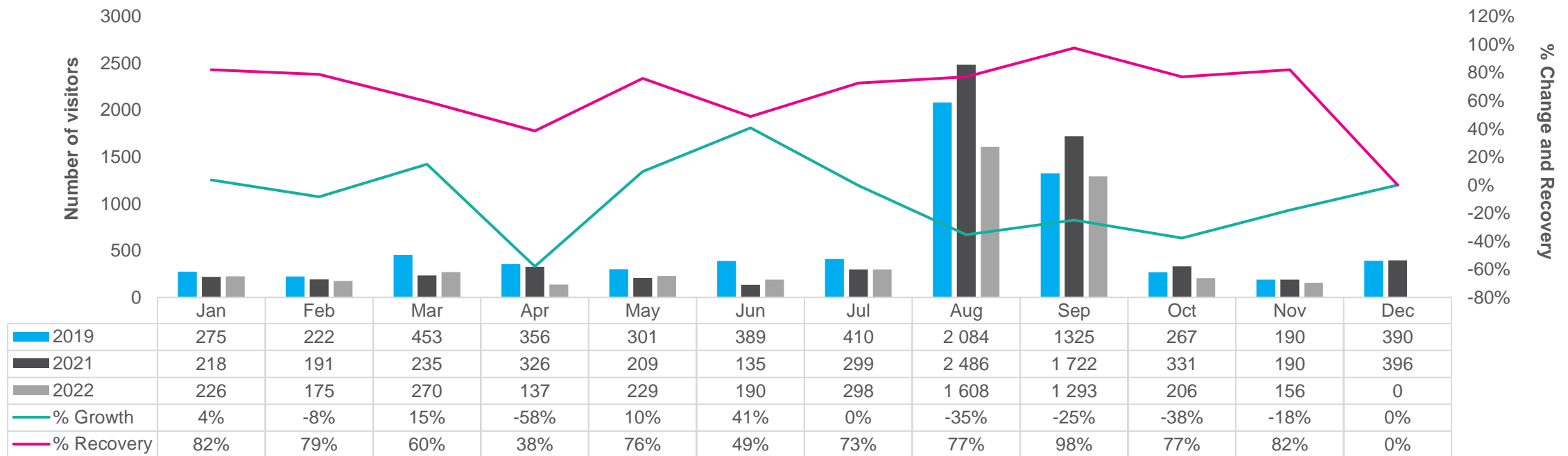


Source: !Khwa ttu, 2023

4. Weskus Attractions

- The Old Jail welcomed **4,788** visitors between January and November 2020 and was closed during the month of December. When compared to 2021 visitor numbers, June reflected the highest year-on-year growth with a significant 41% increase, followed by a 15% increase in March and 10% in May. The attraction has shown strong resilience and is recovering well when compared to 2019 visitor levels reaching a recovery rate of 82% in January, 98% in September and 82% in November.

The Old Jail: Jan-Dec 2019-2022



Source: Vanrhynsdorp Tourism Office, 2023

Weskus Flower Season Performance

Period: July - September 2022

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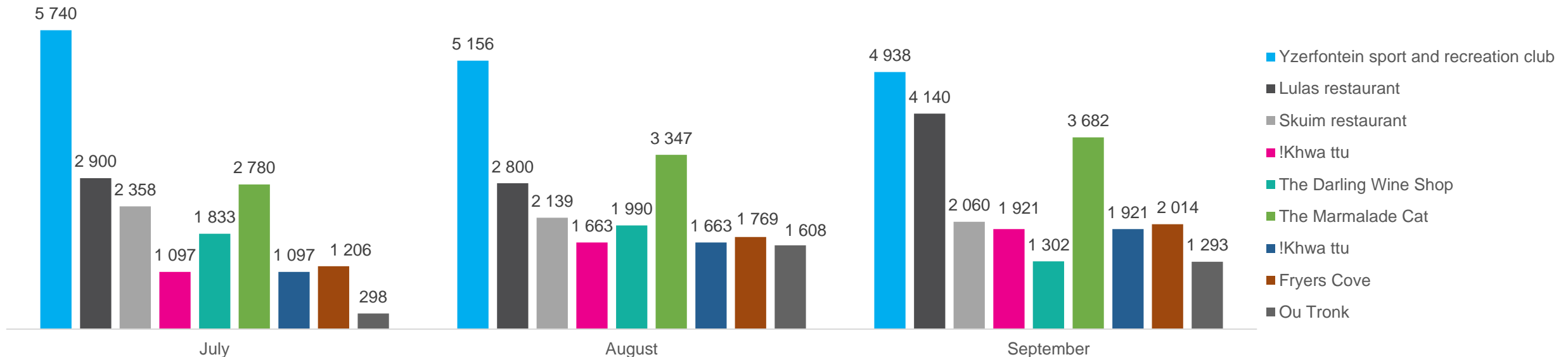
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5. Weskus Flower Season Performance

- The graph below reflects the performance of the top visited attractions provided by the following towns; Yzerfontein, Darling, Vredendal and Clanwilliam during the 2022 Weskus Flower Season. The attraction numbers provided from these towns reflected a total of 74,978 visitors for the three months.
- Amongst all attractions, the Yzerfontein Sport and Recreation Club attracted the largest number of visitors, recording a total of 15,834 between July and September 2022. Events such as bingo, quiz night and live music at the Yzerfontein Sport and Recreational Club contributed to the high volume of visitors. Lulas Restaurant and the Marmalade Cat each recorded close to 10,000 visitors over the three month period.
- In addition to the below attractions, the Klawer Wynkelder recorded 3,178 visitors and Clanwilliam welcomed 5,358 visitors at Veldskoendraai, 898 visitors to the Clanwilliam Museum and 829 visitors at Cederberg Wyn.

Top Visited Attractions in Weskus during the 2022 Flower Season



Source: Weskus Tourism, 2023

5. Weskus Flower Season Performance

- The table below reflects the number of flower enquiries received between July and September 2022 via calls/emails, walk-ins and the flower line service using WhatsApp and calls. The three towns listed below handled a combine total of 826 flower enquiries across the period using the respective channels.
- In addition to enquiries, events and festivals held at these towns welcomed a remarkable total of 35,173 visitors between July and September 2022.

Weskus Flower Season Enquiries and Attendance to Events & Attractions

Town	Stats Indicator	July	August	September	Total
Yzerfontein	Walk-ins	-	43	23	66
	Calls/ emails	-	2	4	6
	Events/Festivals	8,043	8,225	8,607	24,875
Darling	E- mails	22	43	54	119
	Walk ins	58	97	113	268
	Phone Calls	23	62	32	117
	Events/Festivals	552	770	3,076	4,398
	Attractions	6,,171	9,749	10,540	26,460
Clanwilliam	Flower line stats	5 WhatsApp messages, 4 phone calls			9
	Flower Enquiries	Accommodation-70, calls- 171			241
	Events/Festivals	Blomskou- 3,900 Ramskop Natuurtein- 2,000			5,900

Source: Weskus Tourism, 2023

5. Weskus Flower Season Feedback from Regions

- The town of Yzerfontein indicated that some flowers were not blooming at all or very few were. Certain species also bloomed later than their expected times.
- With the little rain and warm days in between, the flowers still put up a show. The Veld cineraria was exceptionally beautiful during the 2022 Flower Season.
- Wildflower Season in Darling started rather late since the rain only started in May 2022. Most of the early wildflowers came into flower much later than usual and some of the reserves only started blooming well from mid to late August.
- Then there was a short period when many species seemed to come into bloom together suddenly. It was a rather odd season with many warm days in between cooler overcast days, but less than average rain.
- Guided wildflower walks by the Darling Wildflower Society were popular. The Wildflower Show and Plant Fair took place for the first time again since 2019.
- The show took place at the Darling Museum, the original venue for early flower shows and the display was on a smaller scale. The Society was satisfied with the outcome and approximately 2,500 people attended.

Source: Weskus Tourism, 2023

5. Acknowledgements

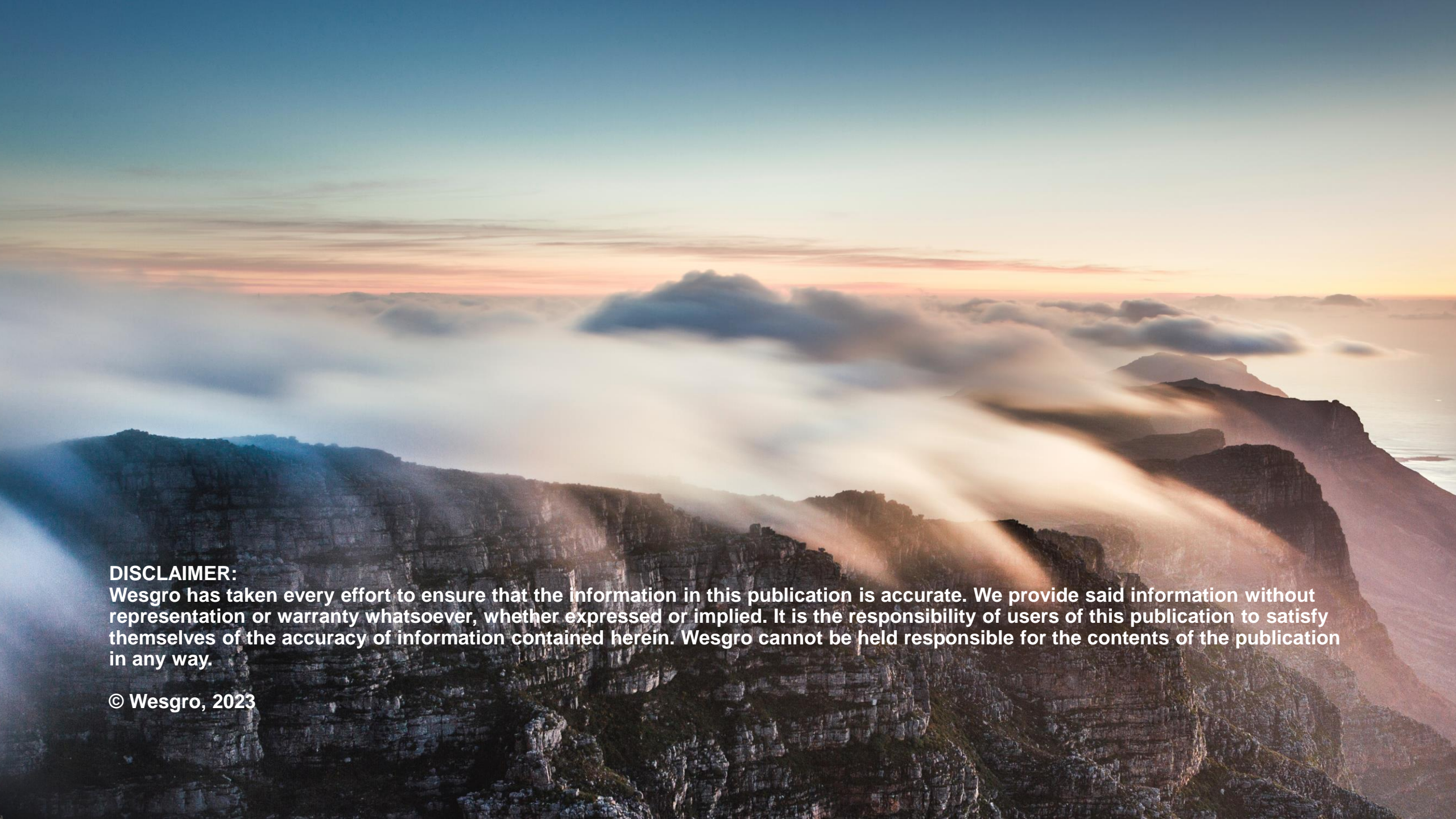
Acknowledgements and many thanks go to the West Coast District Municipality and the following tourism offices for supplying the data which made this publication possible and whose continued and unwavering support will sustain the forthcoming issues.

The participating local tourism offices in the Weskus:

Darling Tourism
Piketberg Tourism
Porterville Tourism
Velddrif Tourism
Vredendal Tourism
Yzerfontein Tourism
Lamberts Bay Tourism
Riebeeck Valley Tourism
Clanwilliam Tourism
Mooreesburg Tourism and
Malmesbury Tourism.

The participating attractions in the Weskus:

West Coast National Park
!Khwa ttu and
The Old Jail.



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