

Weskus Tourism Visitor Trends

January-June 2022



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1. Executive Summary

- The period highlighted in this report (Jan-Jun 2022) indicates that the largest proportion of travellers to the Weskus originated from the domestic market (86,8%), in particular from within the Western Cape (76,4%).
- The overseas market accounted for 13,2% of visitors over the period, led by the United Kingdom, Germany and Netherlands.
- Over 80% of visitors travelled to the Weskus for holiday and 3% for business. Wine tasting ranked as the top tourism activity enjoyed in the region, followed by shopping, adventure, cuisine and beaches.
- 54,7% of visitors took day trips to the Weskus and overnight stays accounted for 45,3%. Of those who indicated overnight stays, one and two nights were the most popular. 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 81,138 visitors between January and June 2022.
- The attractions mentioned above portrayed strong resilience and recovered very well when compared to 2019. The highest recovery was recorded at !Khwa ttu (93%), followed by recovery rates of over 60% at the West Coast National Park and the Old Jail. Visitor numbers during January (110%), April (108%) and May (109%) at !Khwa ttu already exceeded 2019 levels.



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 June 2022**, a total of **858** responses to the regional visitor tracking survey were received from the respective Tourism Offices in the Weskus.

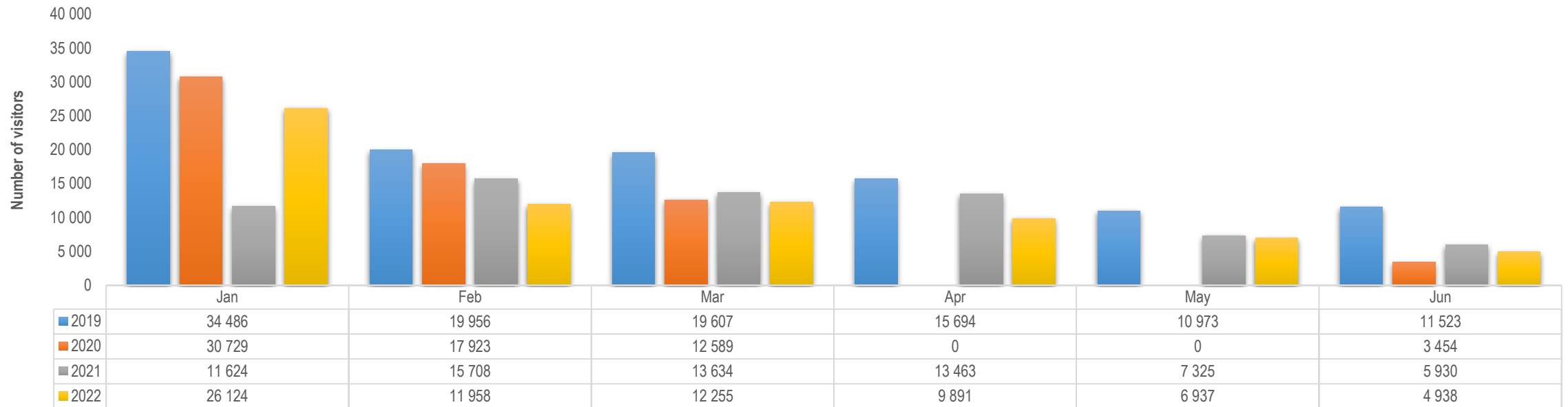
| Town | Number of Surveys |
|----------------------|-------------------|
| Malmesbury | 232 |
| Riebeeck Valley | 189 |
| Vredendal | 123 |
| Lambert's Bay | 98 |
| Velddrif | 76 |
| Yzerfontein | 54 |
| Clanwilliam | 31 |
| Porterville | 31 |
| Moorreesburg | 14 |
| Piketberg | 10 |
| Total Surveys | 858 |



3. Weskus Attractions

- The West Coast National Park welcomed **72,103** visitors between January and June 2022. The park recorded a year-on-year increase of 6.5% when compared to 2021 and recovered to 64% based on 2019 visitor levels.
- By month, January ranked as the best performing month over the period under review, accounting for the highest (26,124) volume of visitors, a year-on-year growth of 125% and a recovery of 76% when compared to 2019. Following January (76%), March, April and May each recovered to 63% in comparison to 2019.

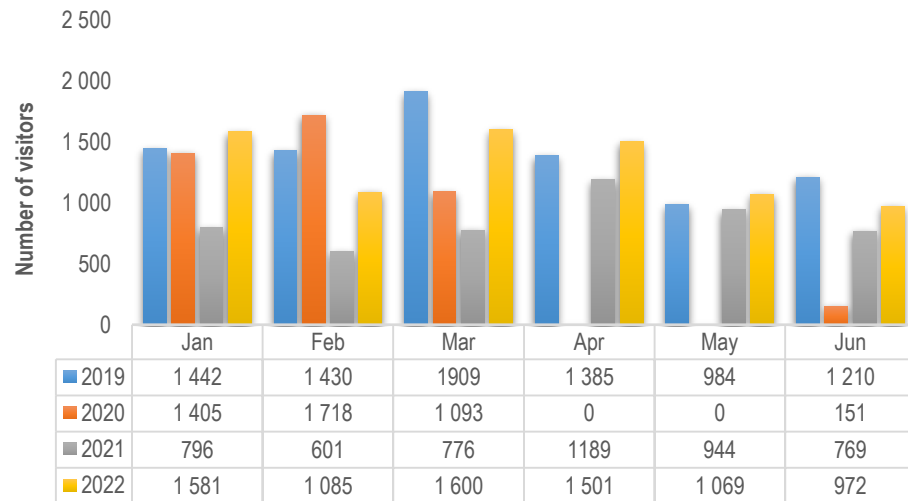
West Coast National Park: Jan-Jun 2019-2022



3. Weskus Attractions

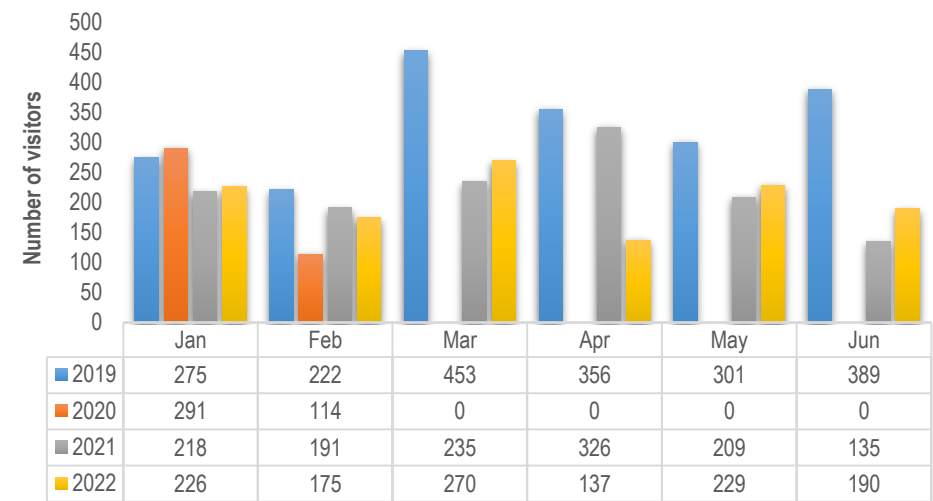
- The Old Jail welcomed **1,227** visitors between January and June 2022, recording well over 200 visitors during January, March and May respectively. When compared to 2021 visitor numbers, June reflected the highest year-on-year growth with a significant 41% increase, followed by a 15% increase in March and 10% in May. The attraction has shown strong resilience and is recovering well when compared to 2019 visitor levels reaching 82% in January, 79% in February and 76% in May.
- !Khwa ttu welcomed a total of **7,808** visitors and grew by 54% when compared to the same period in 2021. When compared to 2019, !Khwa ttu recovered to a remarkable 93% over the six month period. Visitor numbers during January (110%), April (108%) and May (109%) already exceeded 2019 levels.

!Khwa ttu: Jan-Jun 2019-2022



Source: !Khwa ttu, 2022

The Old Jail: Jan-Jun 2019-2022



Source: Vanrhynsdorp Tourism Office, 2022

Weskus Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

WESGRO

cape town & western cape
tourism, trade, investment, film

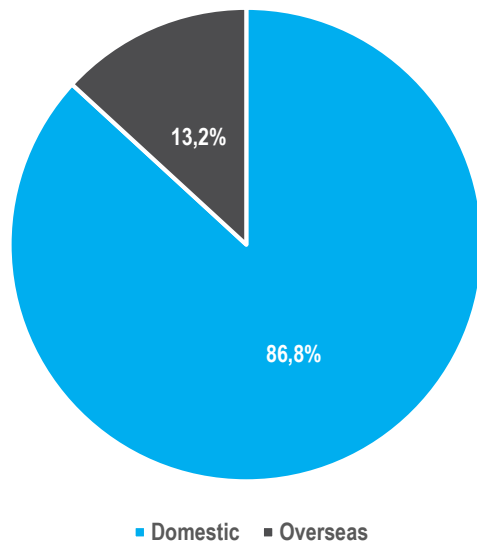
An Inspiring Place To Do Business

4. Weskus Visitor Trends & Patterns

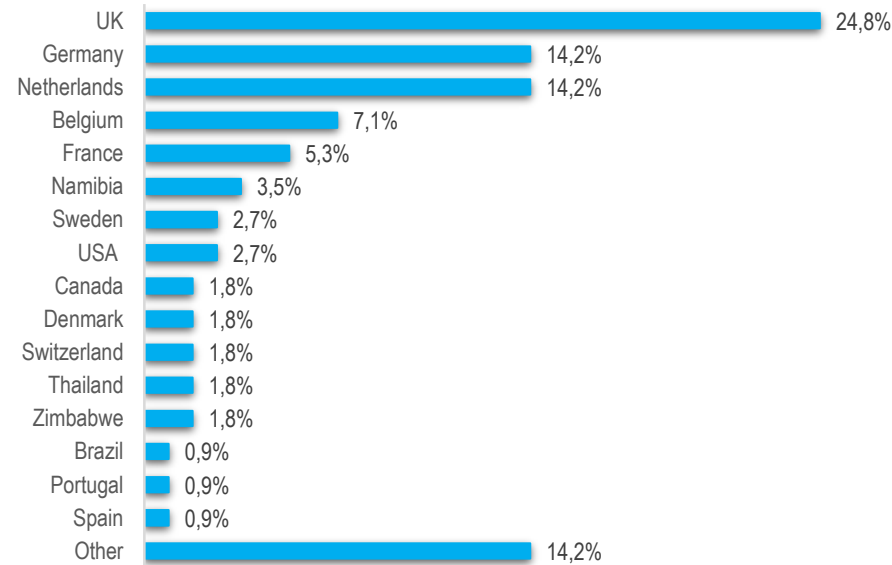
4.1 Origin of Visitors

- The domestic market accounted for the largest (86,8%) share of respondents recorded between January and June 2022 and the overseas market made up 13,2%.
- 24,8% of international travellers to the Weskus originated from the UK. Germany (14,2%) and Netherlands (14,2%) followed as the second and third top markets to the region.
- The largest share of domestic travellers to the region originated from within the Western Cape (76,4%), 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.

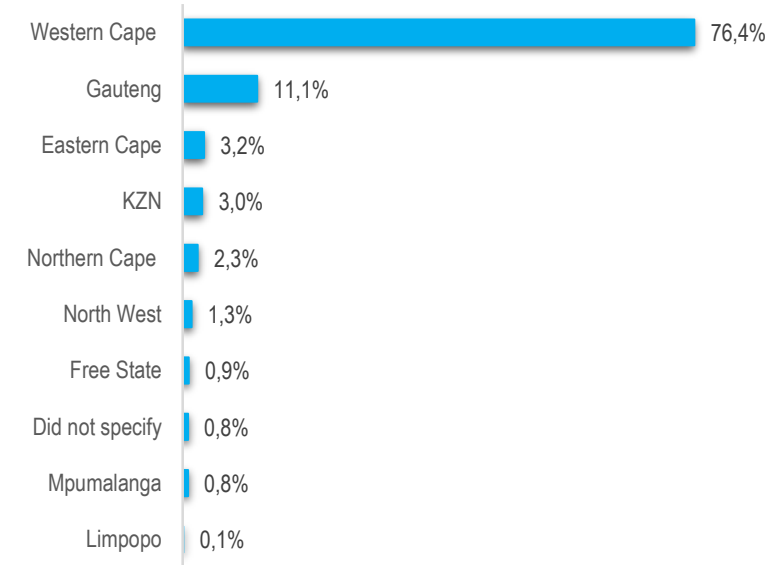
% SHARE OF OVERSEAS & DOMESTIC VISITORS TO THE WESKUS, JAN-JUN 2022



ORIGIN OF OVERSEAS VISITORS TO THE WESKUS, JAN-JUN 2022

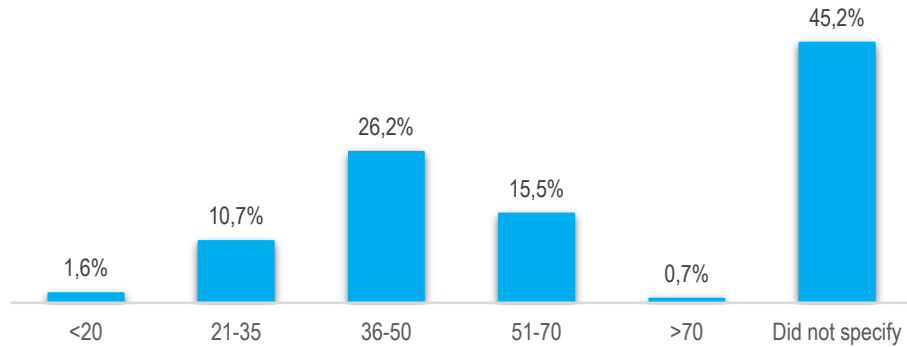


ORIGIN OF DOMESTIC VISITORS TO THE WESKUS, JAN-JUN 2022



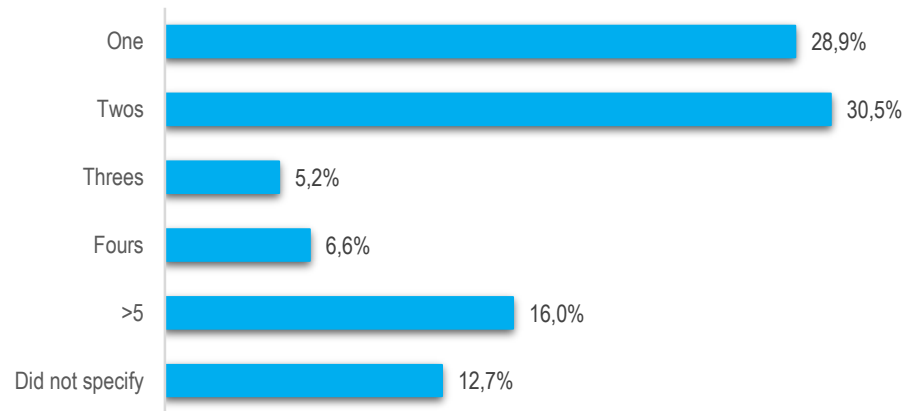
4. Weskus Visitor Trends & Patterns

4.2 Age Profile of Visitors

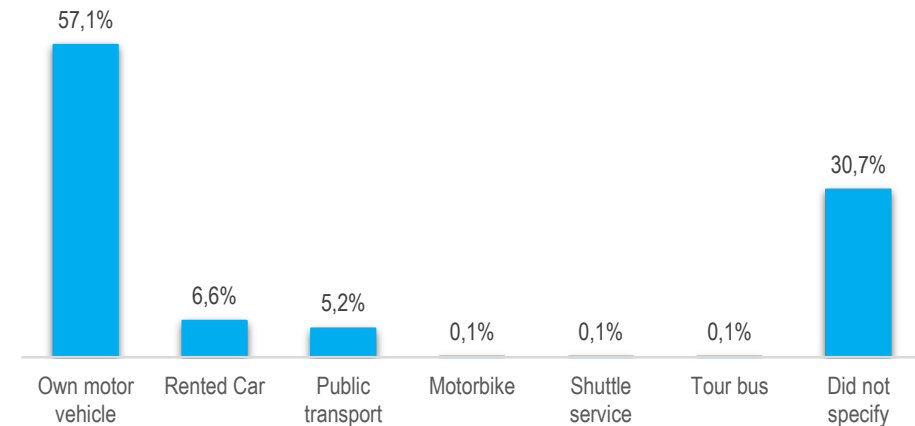


- The age groups 36-50 and 51-70 years ranked as the most popular amongst visitors to the Weskus.
- Own motor vehicles (57,1%) were the preferred mode of transport over the period, this is largely due to the dominant share of locals (76,4%) to the region. Rented cars (6,6%) ranked as the second most popular form of transport. Other modes of transport included public transport, motorbikes, shuttle services and tour buses.
- The largest proportion of respondents travelled to the region in pairs or on their own, followed by 16,0% who travelled in groups of five or more.

4.3 Travel Group Size

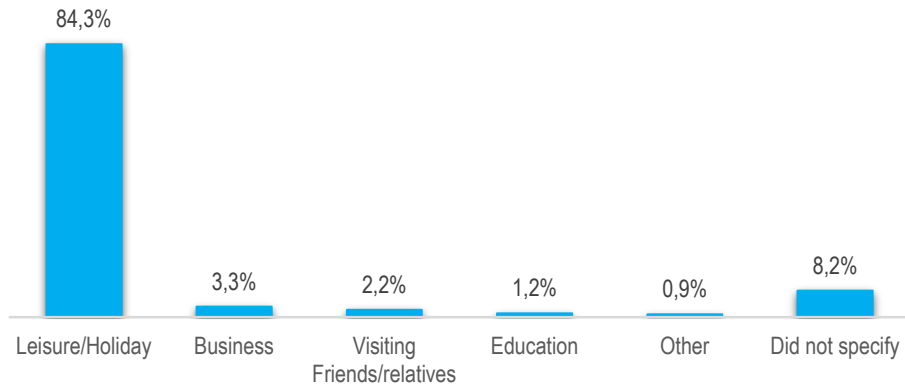


4.4 Mode of Transport



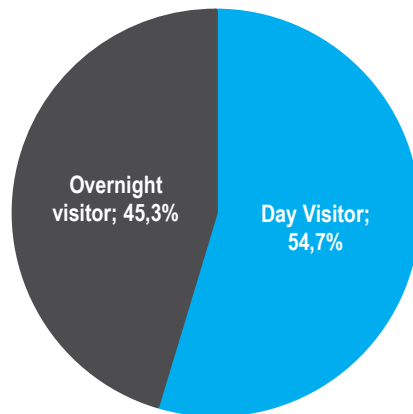
4. Weskus Visitor Trends & Patterns

4.5 Purpose of Visit

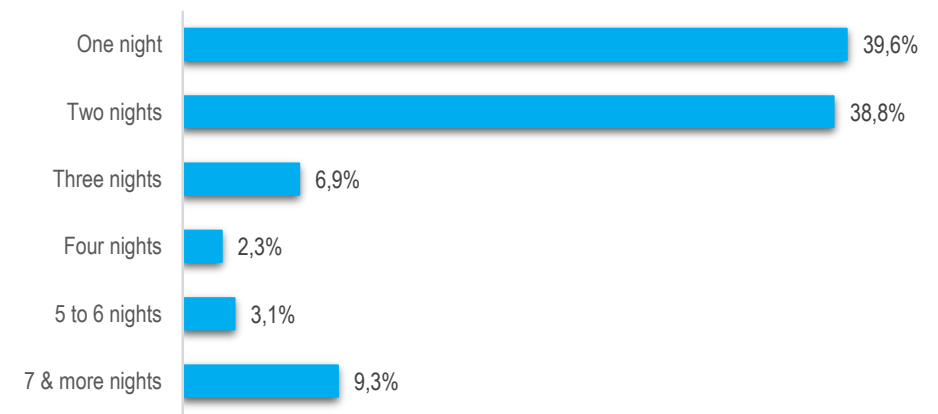


- Over 80% of visitors travelled to the Weskus for holiday and around 3% for business. Reasons for visiting the region in the other category included medical/health/wellness, religion and sport.
- 54,7% of visitors took day trips to the Weskus and overnight stays accounted for 45,3%. Of those who indicated overnight stays, one and two nights were the most popular, followed by 9,3% who stayed for seven nights and longer in the region.

4.6 Overnight Stay

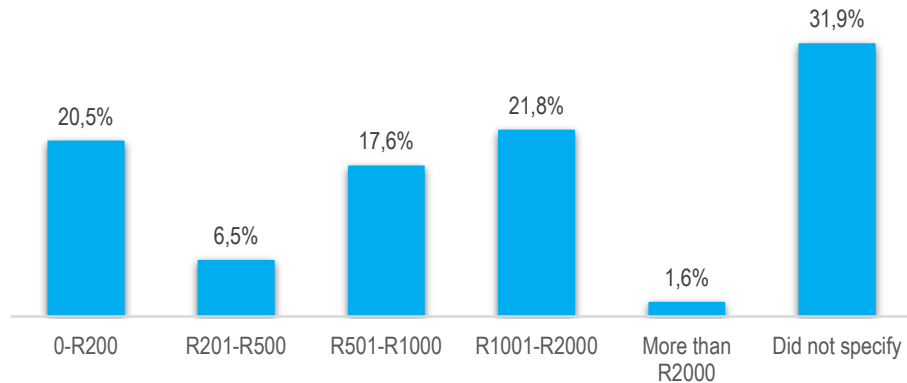


4.7 Average Length of Stay



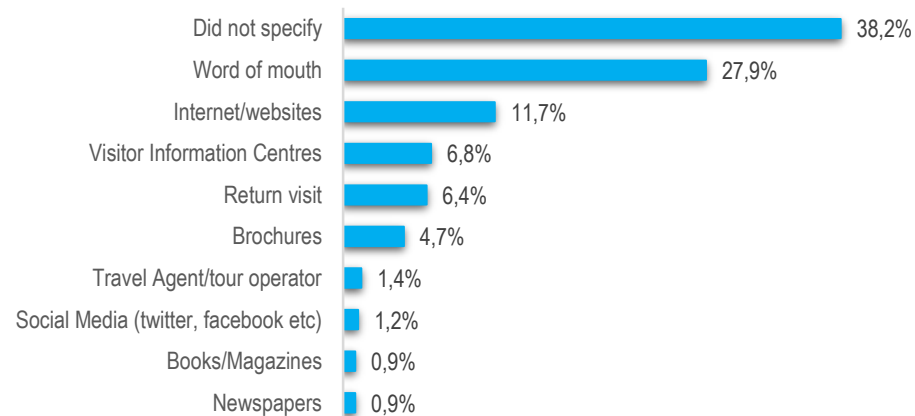
4. Weskus Visitor Trends & Patterns

4.8 Average Daily Spend

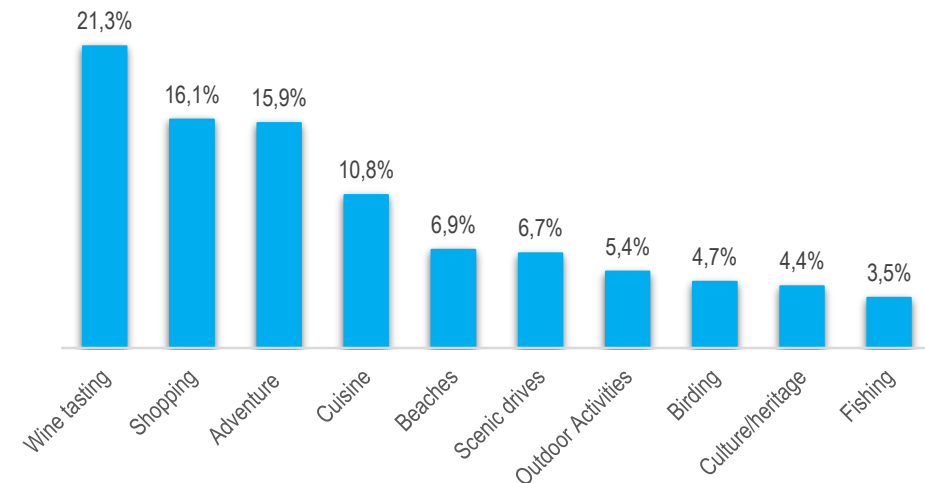


- Just over 20% of visitors to the Weskus spent between 0-R200 and R1001-R2000 per day in the region respectively, followed by 17,6% who indicated an average expenditure of R501-R1000. 32% of respondents did not specify their average daily spend.
- Word of mouth (27,9%) ranked as the top information source utilised across the period and 11,7% of visitors used the internet as their main tool for information.
- Wine tasting ranked as the top tourism activity enjoyed in the region, followed by shopping, adventure, cuisine and beaches.

4.9 Top Information Sources



4.10 Top Activities undertaken in the Weskus



5. Acknowledgements

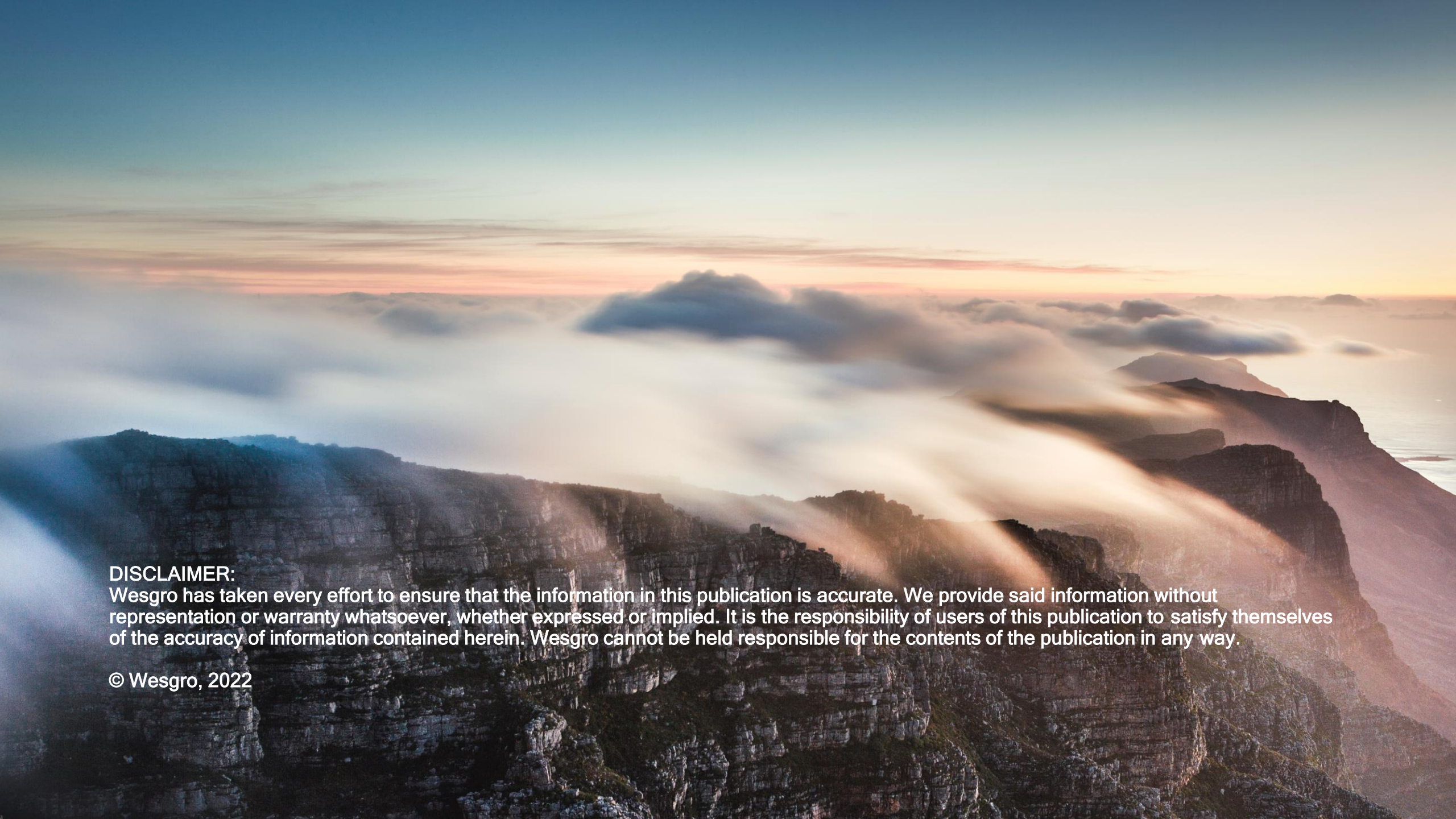
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The participating local tourism offices in the Weskus:

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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