



Weskus Festive Season Performance:

Dec 2021-Jan 2022

WESGRO
cape town & western cape
research

An inspiring place to know

Contents

1. Methodology
2. Anecdotal Feedback from Weskus Sub-Regions
3. Performance of Top Attractions Visited in the Weskus
4. Accommodation Performance: Weskus Caravan Parks and Resorts
5. Events
6. Overall Findings & Concerns

DISCLAIMER:

Wesgro has taken every effort to ensure that the information in this publication is accurate. We provide said information without representation or guarantee whatsoever, whether expressed or implied. It is the responsibility of users of this publication to satisfy themselves of the accuracy of information contained herein. Wesgro cannot be held responsible for the contents of the publication in any way.

Methodology

- Weskus Tourism developed a survey to determine the tourism performance of the 2021/2022 festive season in the region, in comparison to the previous year. The survey was circulated across the Weskus sub-regions which included Swartland, Cederburg, Saldanha Bay and Namaqua. The survey allowed the representatives to provide their anecdotal feedback on the overall performance. Additional statistics were included to highlight movement across the sub-regions at the following key points:
 1. Top Visited Attractions
 2. Accommodation: Caravan Parks & Municipal Resorts and
 3. Events



1. Anecdotal Feedback from Weskus Sub-Regions:

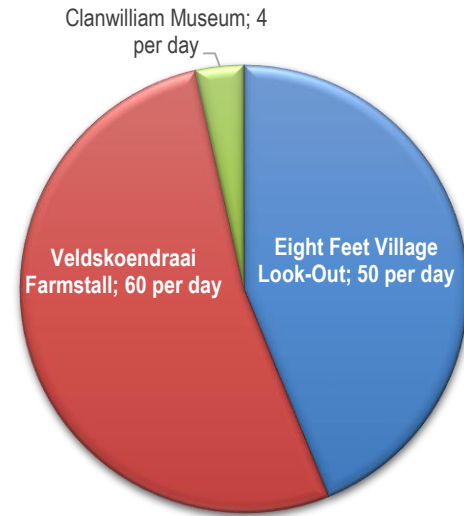
- Overall, feedback obtained from the respective sub-regions and representative towns indicated a positive increase in visitors when compared to the previous festive season, with the exception of Clanwilliam who has reported an evident decline in foot count.
- The domestic market was the star performer for the Weskus and reflected an overall increase across almost all sub-regions when compared to the 2020/2021 festive season. Findings indicate that most domestic visitors originated from Gauteng, Free State, Eastern Cape and the Western Cape (Cape Town, Piketberg and Paarl).
- On the international front, no foreign visitors were recorded at the respective establishments and towns where data was gathered; apart from Riebeeck Valley who welcomed visitors from the Netherlands, UK and Germany.
- Groups of between 2-4 people was prominent across most towns, with the exception of Lambert's Bay and Vredendal which have indicated groups of up to 6 and 8 people.

Region	Town/Attraction/Establishment	Overall Increase/decrease	Domestic increase	Domestic Markets	International increase	International Markets	Group size	Length of stay
Swartland	Swartland Winery	Increase	Yes	Gauteng, Free State, Eastern Cape	No	No International visitors recorded for Swartland	Groups of 4	2 nights
	Hillview Malmesbury	Increase	Yes	Piketberg, Cape Town, Paarl	No		Groups of 4	<i>No response</i>
	Malmesbury Guesthouse	Increase	Yes	<i>No response</i>	No		Groups of 2-4	<i>No response</i>
	Riebeeck Valley	Increase	Yes	Cape Town, Gauteng	No	Netherlands, UK, Germany	Groups of 2-3	Day Visitors
Cederburg	Clanwilliam	Decrease	No	<i>No response</i>	No	<i>No response</i>	Groups of 4	1 night
	Lambert's Bay	Increase	Yes	<i>No response</i>	No	<i>No response</i>	Groups of 8	3-5 nights
Namaqua	Vredendal	Increase	Yes	Western Cape	No	<i>No response</i>	Groups of 4-6	2-3 weeks

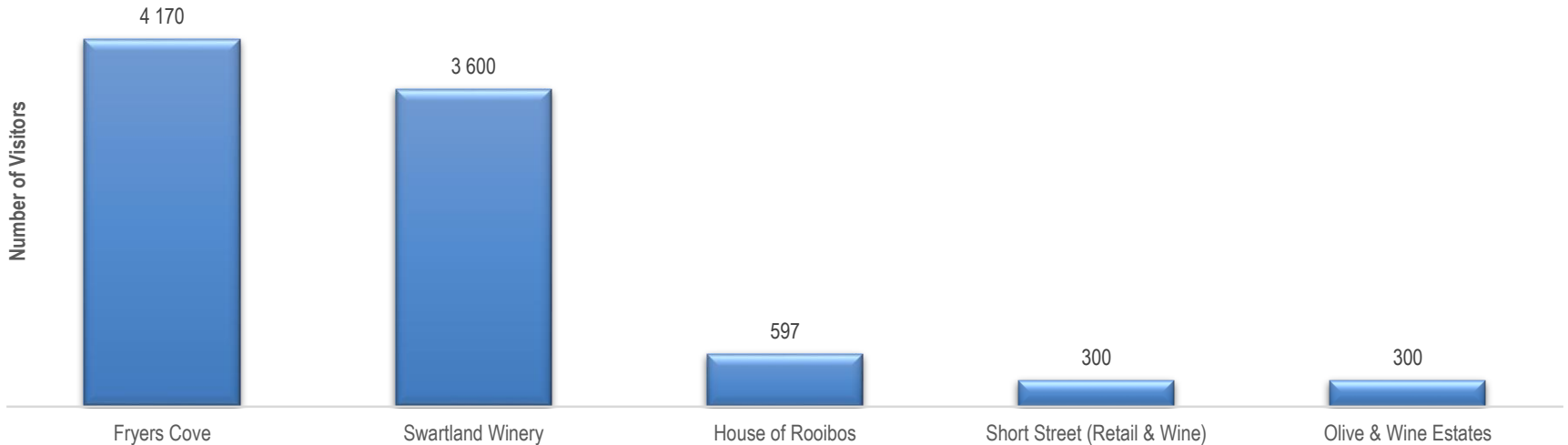
2. Top Attractions Visited:

- Close to 9,000 visitors were recorded at the top Weskus attractions depicted in the figure below. This number only highlights the attractions from which visitor numbers were received, it is not a reflection of the total number of visitors who travelled to the Weskus attractions over the December 2021-January 2022 festive period.
- In addition, the Clanwilliam Museum also welcomed around 4 visitors per day, the Veldskoendraai Farmstall approximately 60 visitors per day and the Eight Feet Village Look-out point estimated a total of 50 visitors per day.
- Furthermore, Lambert's Bay reported that visitor numbers reached around 80% at both Bird Island and Muisbosskerm Restaurant, and 60% at the Isabellas Restaurant.

NUMBER OF VISITORS PER DAY AT WESKUS ATTRACTIONS, DEC 2021-JAN 2022



NUMBER OF VISITORS TO THE TOP ATTRACTIONS IN THE WESKUS, DEC 2021-JAN 2022



3. Accommodation Performance:

- Over the 2021-2022 festive season the Malmesbury and Vredendal Caravan Parks recorded a collective total of **41,244** visitors.
- **100%** occupancy was recorded at Jamaka Organic Farm, Sanddrif and Rondeberg Oord Resort based in Clanwilliam.
- Lambert's Bay confirmed a **40%** occupancy level over the period.
- **963** nights were recorded within the respective Saldanha Bay Municipal Resort units and **over 6,000** nights were occupied on the resort plots.

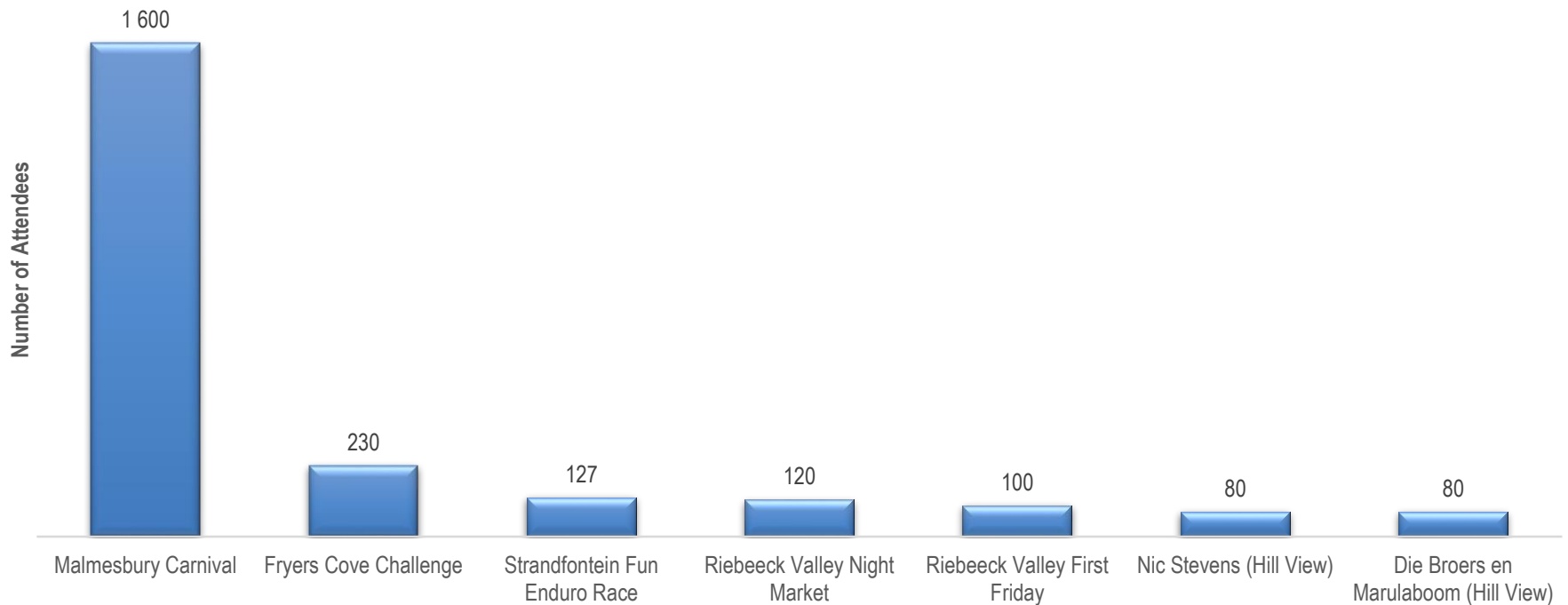
OCCUPATION AT THE SALDANHA BAY MUNICIPAL RESORTS, DECEMBER 2021-JANUARY 2022

RESORT	NUMBER OF UNITS PER RESORT	TOTAL NIGHTS OCCUPIED [31 nights x Number of Units]	%	NUMBER OF PLOTS PER RESORT	TOTAL NIGHTS OCCUPIED [31 nights x Number of Plots]	%
OOSTEWAL	16	210	44	66	571	29
SALDANHA	48	388	28	173	134	3
LAINGVILLE	CLOSED TO THE PUBLIC					
SEEBRIES PARK	11	156	47	50	653	44
LEENTJESKLIP				146	4,210	96
CAPE COLUMBINE				130	751	19
TABAK BAY	10	209	70	20	0	0
TOTAL	73	963	39	565	6,319	37

4. Events:

- A total of **2,337** attendees were recorded at the Weskus events which were held over the 2021/2022 festive season, this number includes attendees which attended the below mentioned events specifically.
- The Weskus events sector serves as a strong draw card for the region and attracts an influx of visitors annually, particularly during the region's prominent flower season which occurs annually between August and September.

ATTENDEES AT THE WESKUS EVENTS OVER THE 2021/2022 FESTIVE SEASON



Source: Weskus Tourism, 2022

Overall Findings & Concerns

- Visitors were spending less money and staying for shorter periods. Malmesbury have expressed concerns that a number of restaurants were closed between Christmas and New Year, these included Cherry Lane, Nuweplaas Farmstall, Peaberry, Koffie, and Café Myrtledene.
- Local tourists travelling on their own, find the prices are a bit steep (single accommodation). There is a strong preference for self-catering, mainly to keep costs down. Generally speaking, local tourists cannot always afford overnight stays and would opt for a single night (as opposed to 2-night / weekend stay).
- Clanwilliam has also expressed that the travel restrictions has impacted international travel immensely and resulted in a very poor representation from the foreign markets.

