



## Weskus Regional Trends

**WESGRO**  
cape town & western cape  
research

Annual 2021

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# 1. Methodology

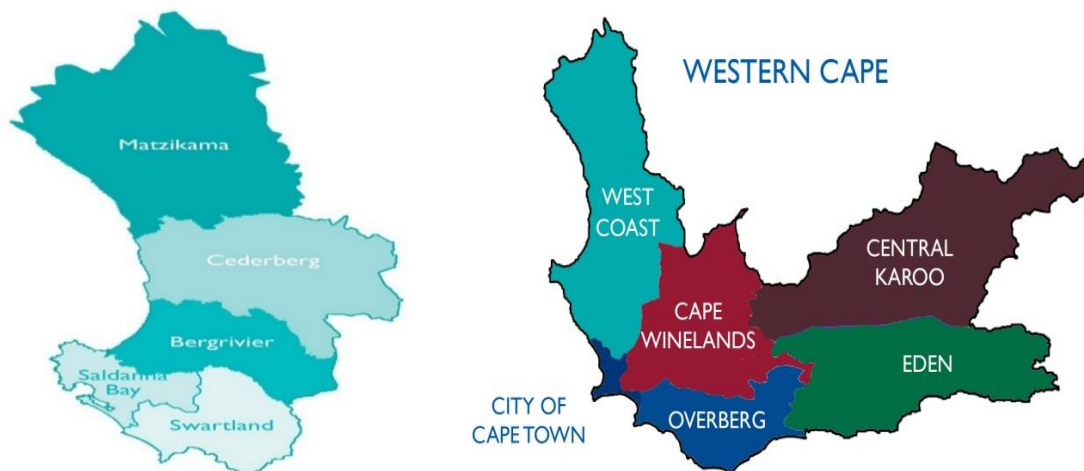
This report provides an overview of the tourism trends and patterns in the Weskus region. The findings will illustrate key visitor trends obtained from the regional visitor tracking survey.

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.

# 2. Participation and sample size

Between January and December 2021, a total of **1,729** responses to the regional visitor tracking survey were received from the respective Tourism Offices in the Weskus.



Town	Number of Surveys (Jan-Dec 2021)
Goedverwacht	97
Lamberts Bay	125
Malmesbury	475
Mooreesburg	52
Piketberg	165
Porterville	96
Riebeeck Valley	34
Vanrhynsdorp	19
Velddrif	160
Vredenburg	127
vredendal	223
Yzerfontein	156
<b>Total</b>	<b>1,729</b>

### 3. Executive Summary

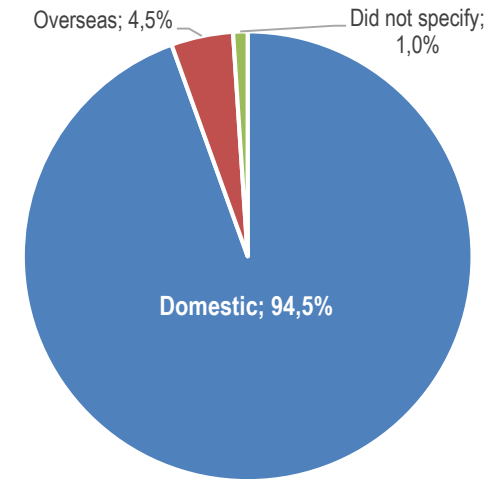
- The period highlighted in this report (Jan-Dec 2021) indicates that the largest proportion of travellers to the Weskus originated from the Western Cape (78,8%), this is largely due to the ongoing impact of Covid-19 and travel restrictions which continued to hinder international travel in 2021. In spite of these restrictions, the UK, Germany and the Netherlands remained the regions top international source markets in 2021.
- Over 80% of visitors travelled to the Weskus for holiday and 8% for business. Scenic drives ranked as the top tourism activity enjoyed in the region, followed by cuisine, culture/heritage, beaches and the prominent flowers.
- The attractions highlighted in this report includes the renowned West Coast National Park, !Kwa ttu and the Old Jail in Vanrhynsdorp. These attractions collectively welcomed a total of 215,632 visitors between January and December 2021. Although an accurate year-on-year comparison could not be conducted due to the respective closure periods in 2020, the attractions have portrayed strong resilience and recovered very well when compared to 2019 visitor levels.
- The West Coast National Park; a popular icon enjoyed by both nature and flower enthusiasts bursts into colour during the annual flower season (end Jul to start of September). The park welcomed 196,024 visitors between January and December 2021 and reached a 74,4% recovery rate when compared to 2019 visitor levels.
- The Old Jail welcomed 6,738 visitors between January and December 2021 and increased by a significant 46% when compared to 2020 (4,616). This iconic attraction has performed extremely well and consistently reached recovery rates of over a 100% between August and December 2021.
- !Kwa ttu welcomed 12,870 visitors in 2021 and grew by 32,1% when compared to 2020. Recovery in visitor numbers were strong during April (85,8%), May (95,9%) and December (84,8%) when compared to 2019.
- In 2021 Wesgro attained the Tourism Sentiment Index (TSI) data package which provides a **Tourism Sentiment Score®** for the Western Cape. One of the Western Cape towns included in the sentiment score is Paternoster.
- Paternoster's Tourism Sentiment score is considered average at 32, compared to the rest of the world. Around 33% of online conversations were actively recommending or speaking positively about the town and 2% were discouraging or speaking negatively about Paternoster. The remaining (64%) spoke from an indifferent or passive point of view.
- Over the period January to December 2021, the Tourism Sentiment in Paternoster was driven by positive conversations around beaches and restaurants/dining/takeaway, while the negative sentiments revolved around surfing and beaches as well.
- The top three sentiment categories in terms of volume was outdoor activities, culture/history, and relaxation/wellness. Conversations around all sentiment categories were positive, apart from safety which revealed no emotional tone. "Relaxation/wellness" and "Culture/history was the categories that achieved the highest sentiment score at 47 and 36 respectively.

## 4. Weskus Visitor Trends & Patterns

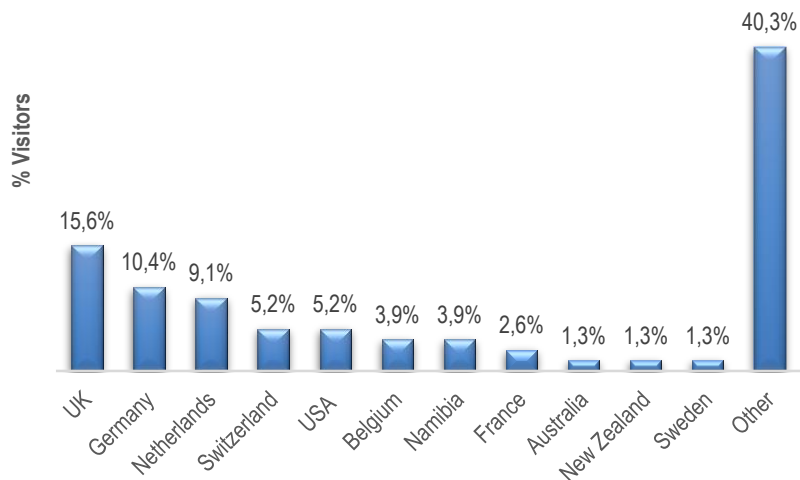
### 4.1 Origin of Visitors

- The domestic market accounted for the largest (94,5%) share of respondents recorded between January and December 2021 and the overseas market made up 4,5%.
- 15,6% of international travellers to the Weskus originated from the UK. Germany (10,4%) and Netherlands (9,1%) 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 (78,8%), confirming that the Weskus is a popular destination among locals. Gauteng, Eastern Cape and KwaZulu-Natal followed as the other leading source provinces to the region.

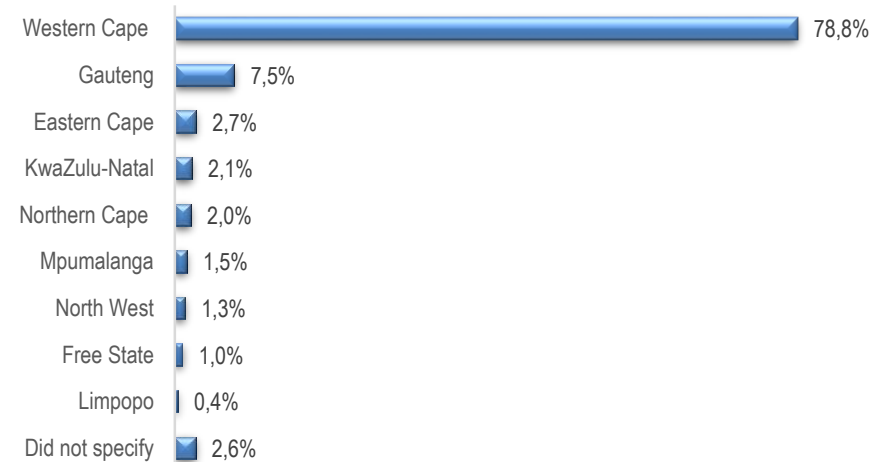
% SHARE OF OVERSEAS AND DOMESTIC VISITORS TO THE WESKUS, 2021



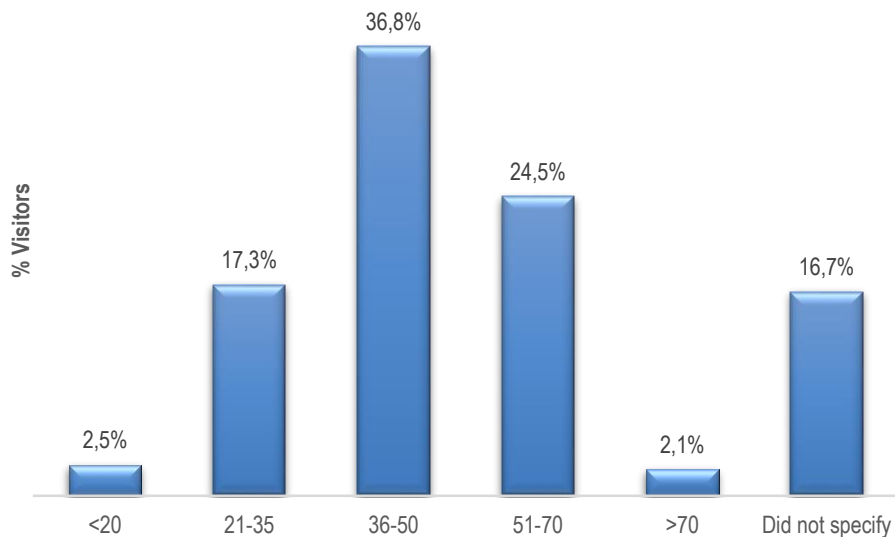
% OVERSEAS VISITORS TO THE WESKUS, 2021



% DOMESTIC VISITORS TO THE WESKUS, 2021

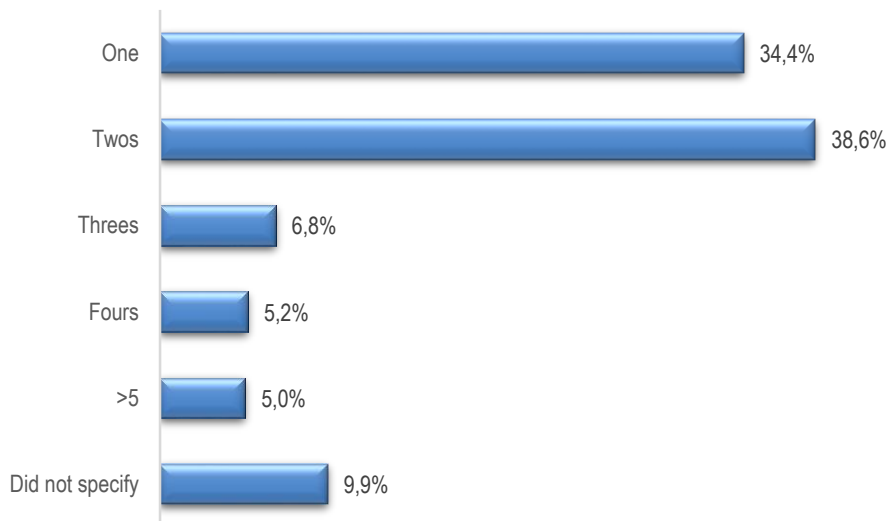


## 4.2 Age profile of visitors

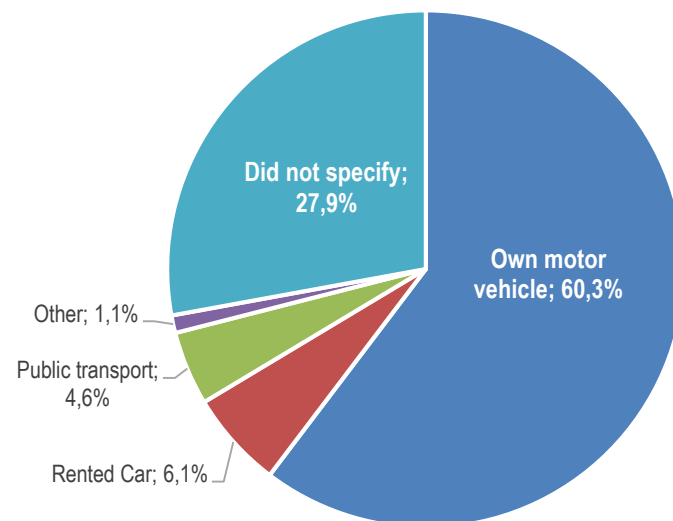


- The age groups 36-50 and 51-70 years ranked as the most popular amongst visitors to the Weskus.
- Own motor vehicles were the preferred mode of transport over the period, this is largely due to the dominant share of locals (78,8%) to the region. Rented cars (6,1%) ranked as the second most popular form of transport. 'Other' modes of transport included motorbikes, mini bus taxis, trains and tour and long distance buses.
- The largest proportion of respondents travelled to the region in pairs or on their own, followed by 6,8% who travelled in groups of three.

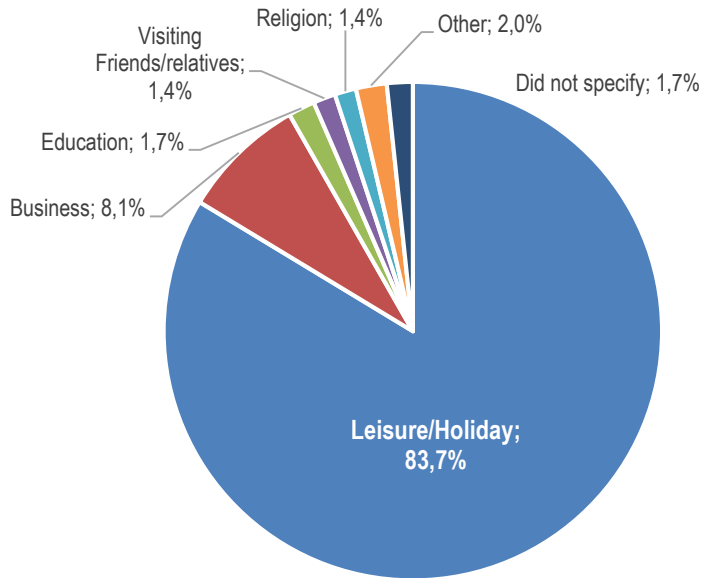
## 4.3 Group size



## 4.4 Mode of transport

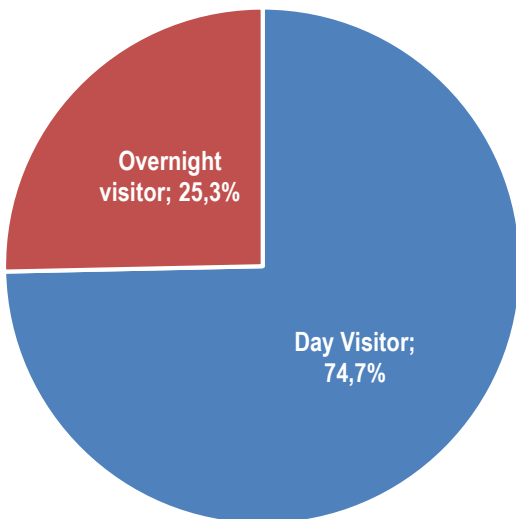


#### 4.5 Purpose of visit

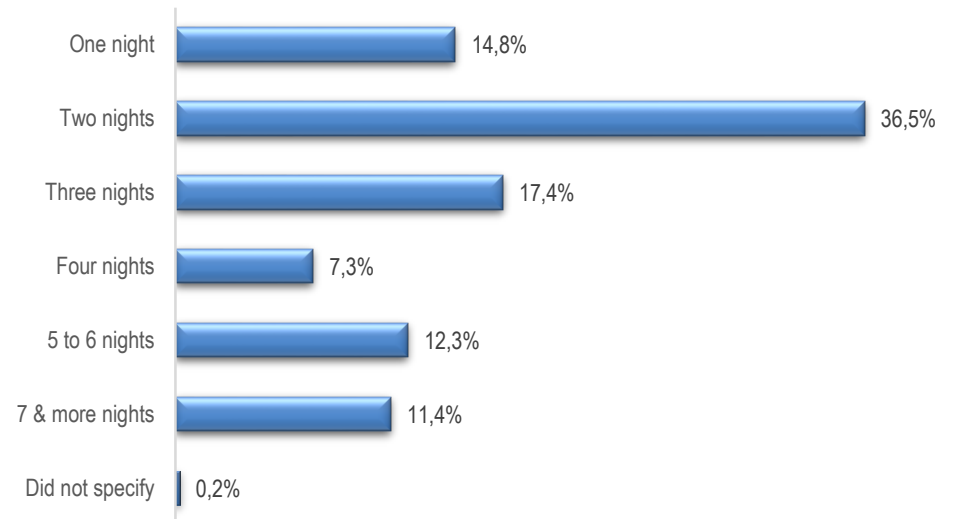


- Over 80% of visitors travelled to the Weskus for holiday and 8% for business. Reasons for visiting the region in the 'other' category included medical/health/wellness, events/festivals, honeymoon/weddings, seasonal migrant worker and sport.
- The domestic market mainly travelled to the region for holiday and business, while the overseas market travelled for holiday, sport and to visit friends and relatives.
- 74,7% of visitors took day trips to the Weskus and overnight stays accounted for 25,3%. Of those who indicated overnight stays, one, two and three nights were amongst the most popular across the period.

#### 4.6 Overnight stay

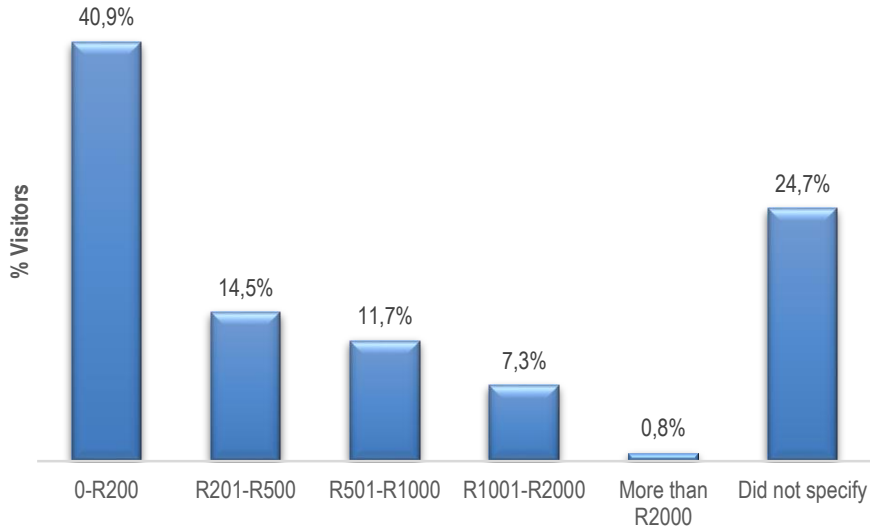


#### 4.7 Average Length of Stay



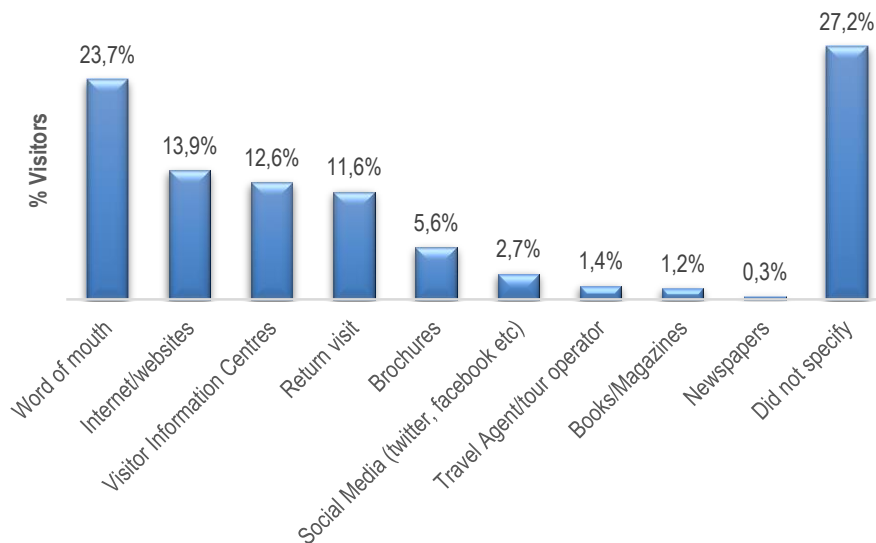


## 4.8 Average Daily Spend

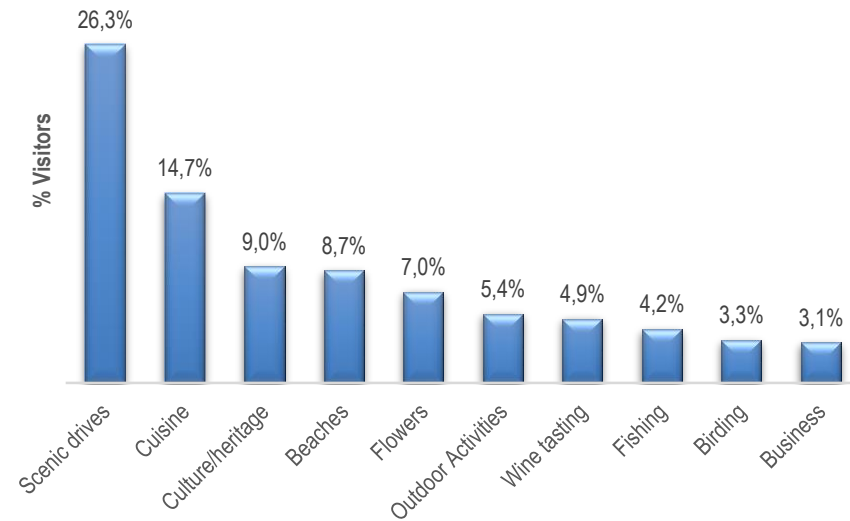


- Close to 50% of visitors to the Weskus spent between 0-R200 per day in the region, followed by 14,5% who indicated an average expenditure of R201-R500.
- Word of mouth ranked as the top information source utilised across the period and 13,9% of visitors used the internet as their main tool for information.
- Scenic drives ranked as the top tourism activity enjoyed in the region, followed by cuisine, culture/heritage, beaches and the prominent flowers.

## 4.9 Top information sources



## 4.10 Main Activities undertaken in the Weskus





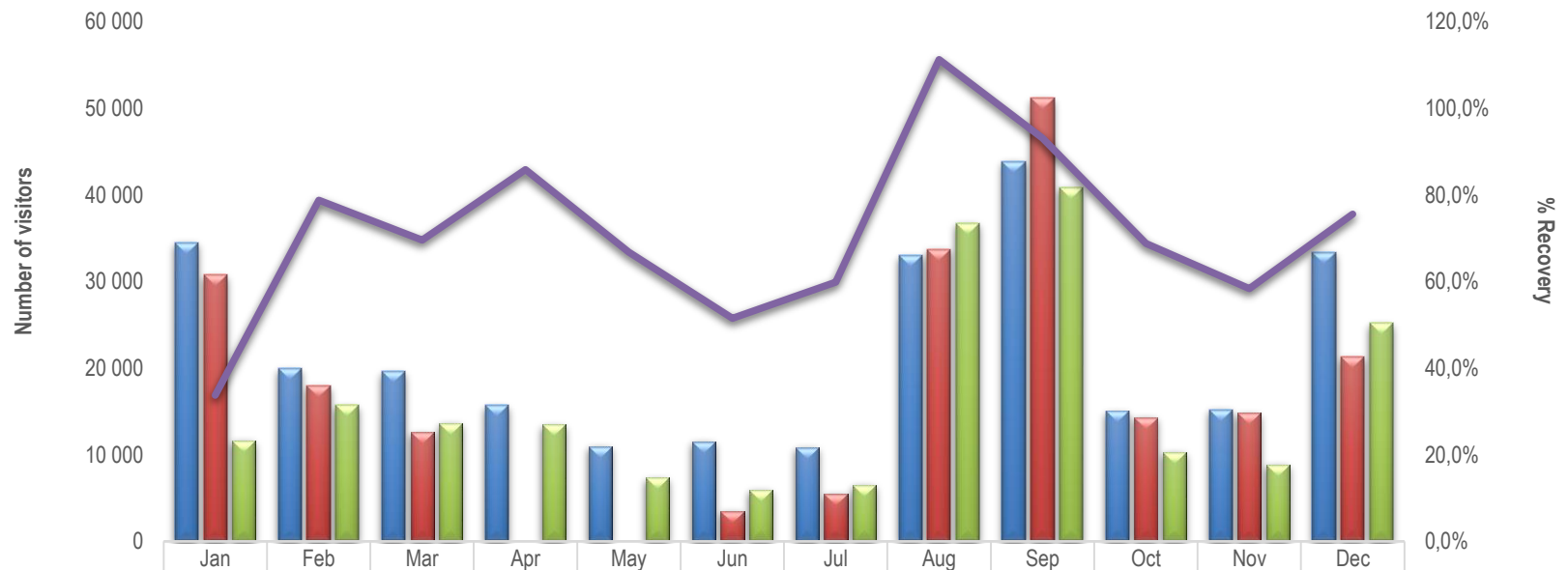


**Performance of Weskus Attractions:  
January-December 2021**

## 5. Performance of Weskus Attractions

- The West Coast National Park welcomed 196,024 visitors between January and December 2021. The park recorded a year-on-year decline of 5% when compared to 2020 (205,425).
- By month, a positive year-on-year increase was achieved during March (8,3%) and during June the park experienced an increase of 71.7% when compared to June 2020. Unfortunately no comparison could be conducted between April and May due to the closure period in 2020. Strong growth continued into July (18,0%) and August (8,9%) as well as during December (18,5%).
- The Park's overall recovery in 2021 reached close to 75% when compared to 2019. August (111,2%) and September (93,1%) ranked as the best performing months with respect to recovery, these two months also forms part of the prominent flower season which annually contributes to tourism growth in the region.

VISITORS TO THE WESKUS NATIONAL PARK, JAN-DEC 2019-2021

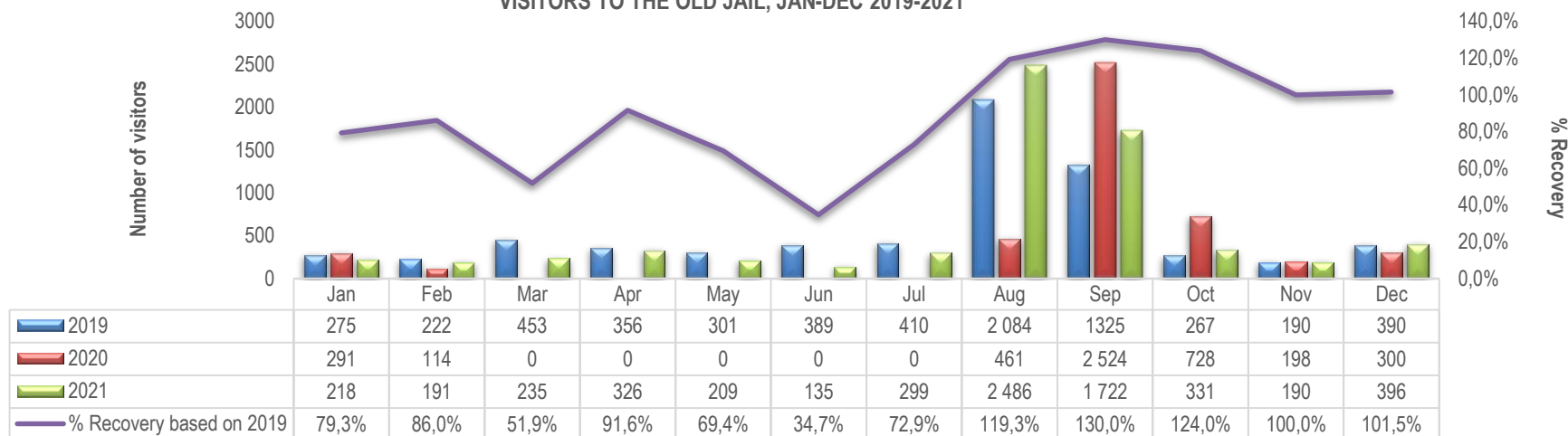


2019	34 486	19 956	19 607	15 694	10 973	11 523	10 844	32 994	43 862	14 984	15 180	33 343
2020	30 729	17 923	12 589	0	0	3 454	5 498	33 703	51 157	14 334	14 791	21 247
2021	11 624	15 708	13 634	13 463	7 325	5 930	6 490	36 697	40 820	10 303	8 852	25 178
% Recovery based on 2019	33,7%	78,7%	69,5%	85,8%	66,8%	51,5%	59,8%	111,2%	93,1%	68,8%	58,3%	75,5%

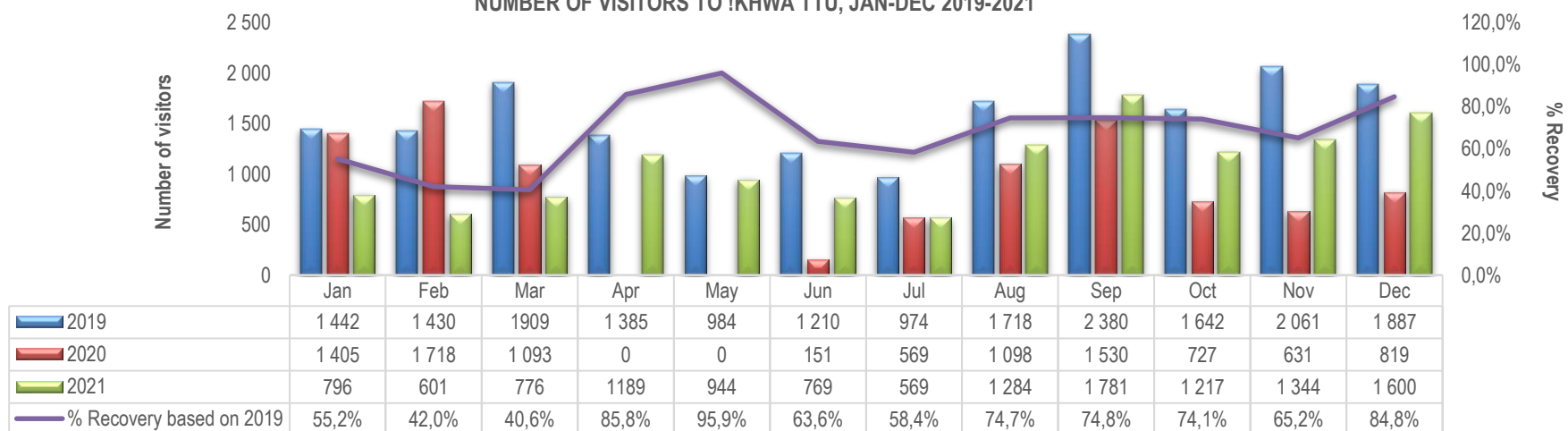
## 5. Performance of Weskus Attractions

- The Old Jail welcomed 6,738 visitors between January and December 2021, reaching the highest number in August (2,486) and September (1,722) and growing by a significant 46% when compared to 2020. In spite of the Old Jail being closed between March and July 2020, the attraction has shown strong resilience and is recovering well based on 2019 visitor levels, reaching levels of over 100% recovery between August and December 2021. !Khwa ttu welcomed a total of 12,870 visitors and grew by 32,1% when compared to 2020. Unfortunately April and May could not be compared to 2020 due to the closure period. However, when compared to 2019 visitor levels, !Khwa ttu has showed a remarkable recovery during April and May 2021, reaching levels of 85,8% and 95,9% respectively, the highest recovery across the months of 2021.

VISITORS TO THE OLD JAIL, JAN-DEC 2019-2021



NUMBER OF VISITORS TO !KHWATTU, JAN-DEC 2019-2021



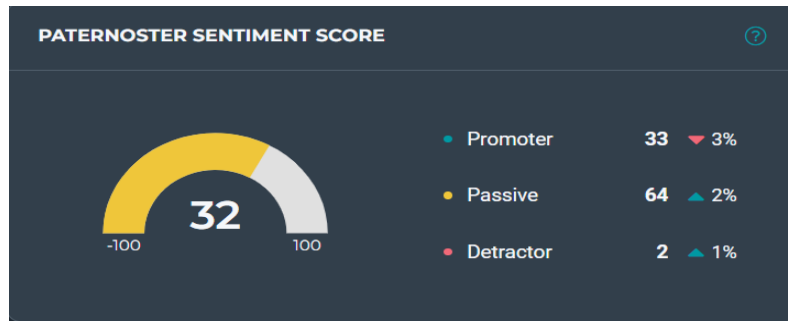




**Tourism Sentiment in Paternoster:  
January-December 2021**

## 6. Tourism Sentiment in Paternoster: Jan-Dec 2021

- Paternoster's Tourism Sentiment score is considered average at 32, compared to the rest of the world. Around 33% of online conversations were actively recommending or speaking positively about the town and 2% were discouraging or speaking negatively about Paternoster. The remaining (64%) spoke from an indifferent or passive point of view.
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CATEGORIES	VOLUME COMPARISON	PATERNOSTER		
		Volume	Emotion	Sentiment
▲ Outdoor Activities		44% ▼ 1%	Joy	18 Average
▲ Culture + History		20% ▲ 18%	Joy	36 High
▲ Relaxation + Wellness		16% ▼ 2%	Joy	47 High
▲ Food + Culinary		15% ▼ 7%	Joy	32 Average
▲ Safety		2% ▲ 2%	N/A	-14 Average
▲ Destination Services		2% ▼ 9%	Joy	33 Average
▲ Amenities + Entertainment		1% ▲ 1%	Joy	32 Average

## 7. 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:*

- *Piketberg Tourism*
- *Porterville Tourism*
- *Vanrhynsdorp Tourism*
- *Velddrif Tourism*
- *Vredenburg Tourism*
- *Vredendal Tourism*
- *Yzerfontein Tourism*
- *Goedverwacht Tourism*
- *Lamberts Bay Tourism*
- *Riebeeck Valley*
- *Mooreesburg and*
- *Malmesbury Tourism.*

*The participating attractions in the Weskus:*

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

*Tourism Sentiment Index (TSI)*

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