



# Tourism Research Overview

## September 2022

### Cape Town & the Western Cape

**WESGRO**

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

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# Key Findings

- Tourism recovery in the Western Cape continues on an upward trajectory. Cape Town International Airport (CTIA) in particular portrayed an impressive aviation recovery and growth, with a bumper season predicted for the upcoming festive season. In September 2022, two-way passengers through CTIA's international terminal reached a recovery rate of 81% when compared to the same month in 2019.
- The domestic terminal recovery was at 66% in September 2022 and passengers through George Airport recovered to 86% when compared to September 2019.
- Year to date (as at August 2022), the UK ranked as the top source market to Cape Town (via air), followed by Germany, USA, Netherlands and France. Europe regained its position as the Western Cape's top region for tourist arrivals, with 6 out of the top 10 source markets to Cape Town originating from that continent. In August 2022, UK tourists recovered to a remarkable 91% when compared to August 2019.
- Hotel occupancy for the Western Cape stood at 57,6% in September 2022, representing a recovery rate of 85% when compared to 2019. The Average Daily Rate (ADR) for the Western Cape grew to R1,646.12 and RevPAR (Revenue Per Available Room) reached R948.75. ADR exceeded September 2019 levels, recovering to 114% and RevPAR reached 96% recovery.
- Footfall at 26 participating attractions recorded a total of 452 469 visitors in September 2022, a 78% year-on-year growth in the number of visitors and a recovery rate of 59% when compared to September 2019.
- The top 5 highest year-on-year growth rates in September 2022 were recorded for Table Mountain National Park: Boulders (176%), Table Mountain National Park: Cape of Good Hope (171%), Table Mountain Aerial Cableway (161%), Shipwreck Museum (150%) and Knysna National Park (140%).
- Amongst all participating attractions, Viljoensdrift River Cruise (149%) and Knysna National Park (146%) fully recovered and exceeded their September 2019 figures.
- Against September 2019, noteworthy recovery rates were reached at De Hoop Nature Reserve (95%), Kogelberg Nature Reserve (94%), Old Jail (98%), Karoo National Park (93%) and !Khwatla (81%) in September 2022.
- Based on mobile location data insights of 54 673 domestic and 1 622 international tourists, the Winelands was the most popular region visited among domestic tourists while international tourists mainly spent time in Cape Town. On average, both domestic and international tourists spent the longest time in the Garden Route & Klein Karoo and Cape Town regions. The Winelands was the most popular region for repeat visits among the domestic sample and the Garden Route & Klein Karoo, Weskus and Overberg equally saw the most repeat visits among the international sample. The weekend stay trend among domestic tourists was most apparent in the Weskus and Overberg regions, which reflected Friday as the most common arrival day and Sunday as the most frequent day of departure.
- Shopping and markets was the most popular type of attraction visited by domestic, international and local tourists. Prominent shopping points included the V&A Waterfront, Willowbridge and Tygervalley. Domestic tourists spent on average 2,5 hours shopping while international tourists shopped for 2,9 hours. Natural attractions, particularly Cape Point, Table Mountain and Knysna Waterfront were popular with both domestic and international tourists and a high number of local tourists spent time at Hottentots Hollandberge.

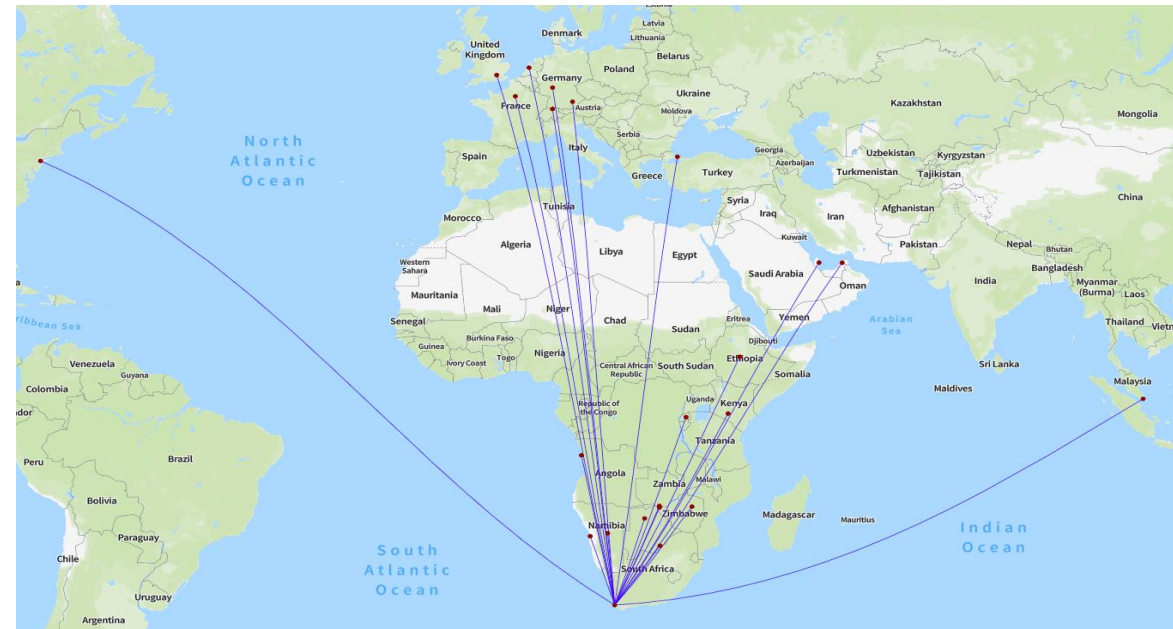
# 1. CPT INTERNATIONAL terminal passenger performance

Year/Month	2019	2020	2021	2022						Year-to-Date
				Apr	May	Jun	Jul	Aug	Sept	
Two-way passengers	2 606 398	810 811	525 441	156 933	119 729	124 783	150 938	148 366	152 843	1 237 950
Passenger recovery*	100%	31%	20%	76%	74%	73%	87%	83%	81%	
Average load factor	82%	63%	46%	Arriving	Arriving	Arriving	Arriving	Arriving	Arriving	66%
				77%	60%	63%	86%	77%	82%	
				Departing	Departing	Departing	Departing	Departing	Departing	
				83%	75%	81%	71%	81%	80%	

\* Passenger recovery compared to same period in 2019

Passenger data source: ACSA

## Operating carriers



Source: OAG Schedules Analyser

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# 2. CPT DOMESTIC terminal passenger performance

Year/Month	2019	2020	2021	2022						Year-to-Date
				Apr	May	Jun	Jul	Aug	Sept	
Two-way passengers	8 363 307	3 167 542	4 221 365	539 049	504 172	407 626	456 785	456 785	486 396	4 352 208
Passenger recovery*	100%	38%	50%	75%	83%	62%	68%	68%	66%	
Average load factor	78%	64%	67%	Arriving 81%	Arriving 75%	Arriving 84%	Arriving 92%	Arriving 92%	Arriving 90%	71%
				Departing 82%	Departing 73%	Departing 91%	Departing 85%	Departing 85%	Departing 91%	

\* Passenger recovery compared to same period in 2019

Passenger data source: ACSA

## Operating carriers



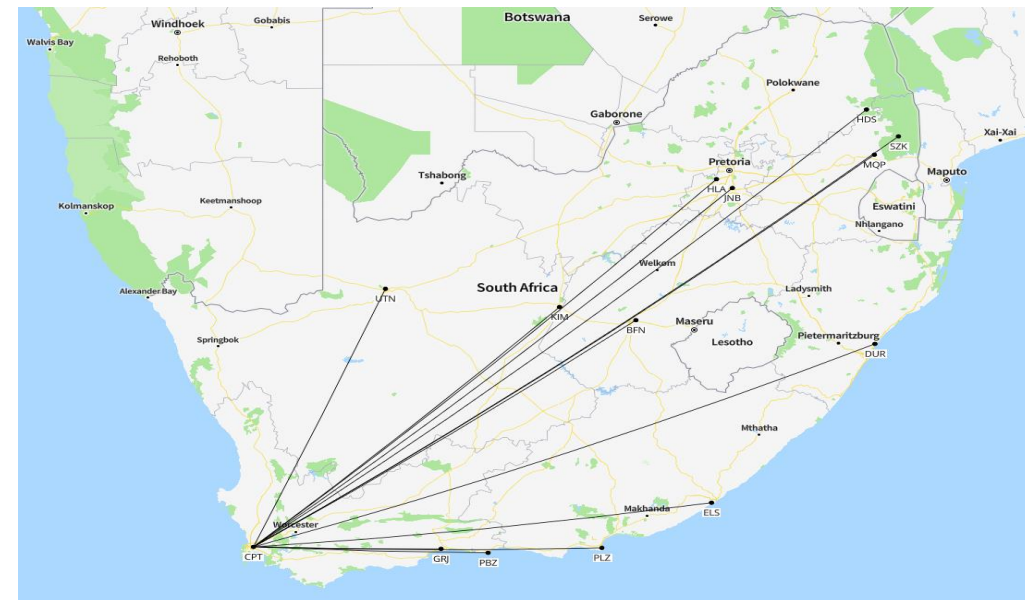
SOUTH AFRICAN AIRWAYS



AIRLINK



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



Source: OAG Schedules Analyser

# 3. George Airport (GRJ) passenger performance

Year/Month	2019	2020	2021	2022						Year-to-Date
				Apr	May	Jun	Jul	Aug	Sept	
Two-way passengers	832 981	340 438	536 886	72 678	61 290	56 116	62 926	60 240	60 790	554 151
Passenger recovery*	100%	41%	64%	109%	97%	86%	103%	92%	86%	93%

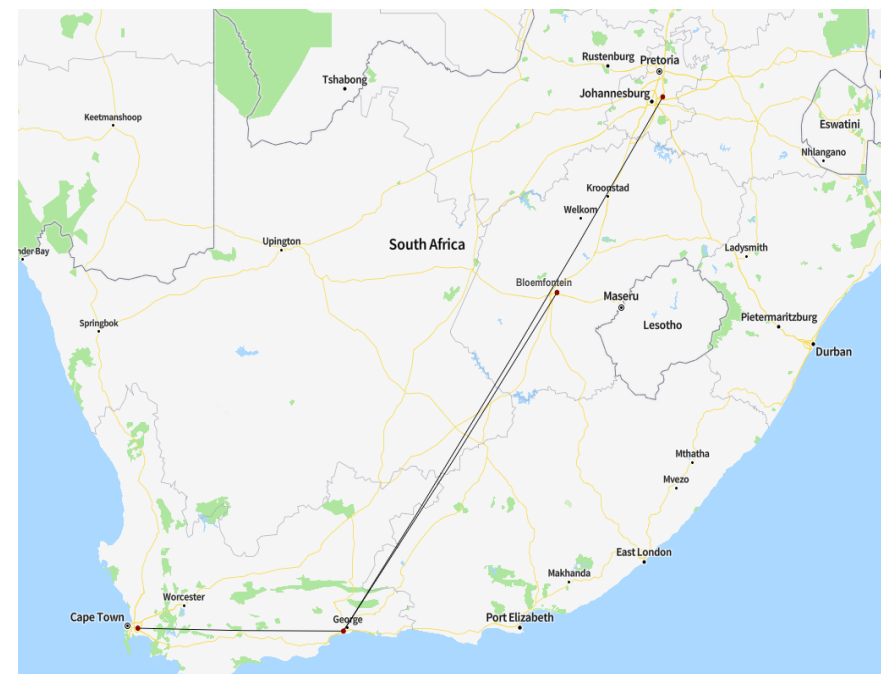
\* Passenger recovery compared to same period in 2019

Passenger data source: ACSA

Operating carriers



**AIRLINK**



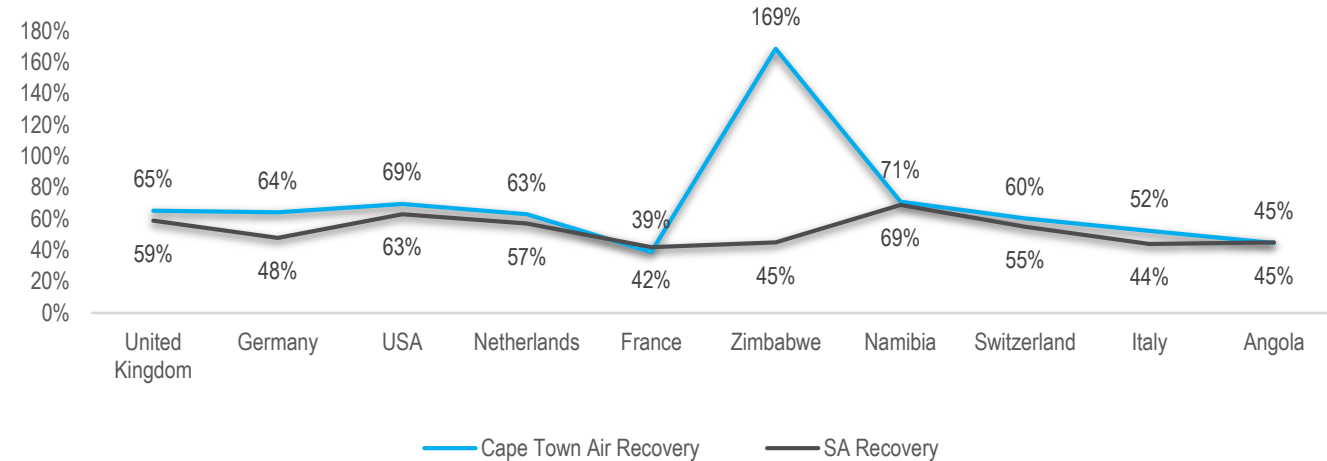
Source: OAG Schedules Analyser

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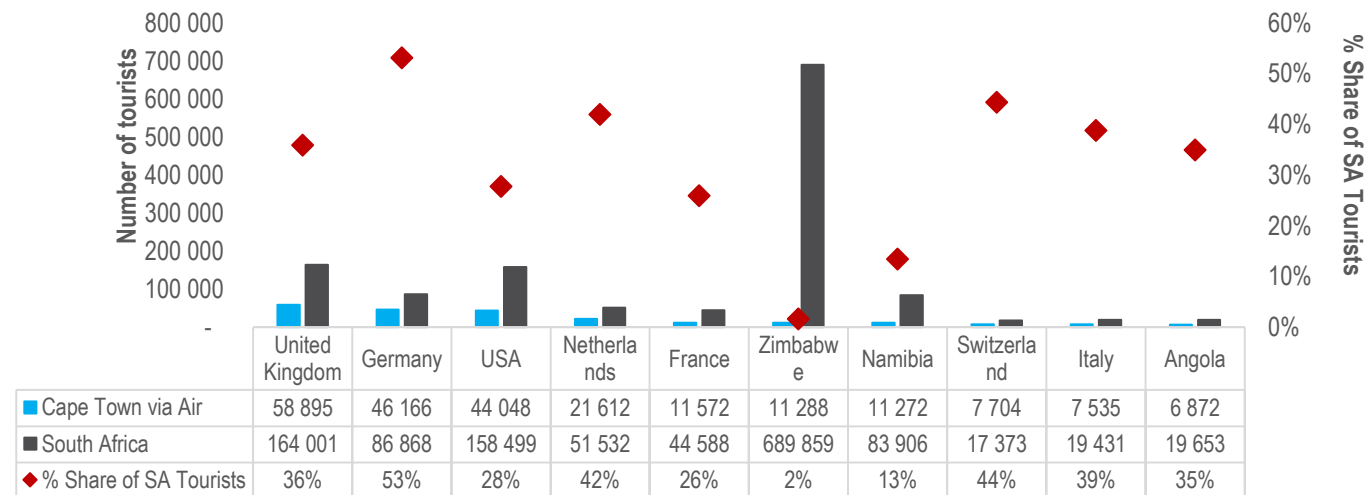
# 4. Top International Source Markets to Cape Town

- Year-to-date (as at August 2022), the top source market to Cape Town (via Air) was the **UK**, followed by **Germany**, **USA**, **Netherlands** and **France**.
- Tourist arrivals from the UK grew** from 2 838 between January and August 2021 to 58 895 over the same period in 2022 and recovered to 65% of what it was in 2019 (90 186 tourist arrivals). In August 2022, UK tourists recovered to a remarkable **91%** against the August 2019 figure.
- Germany** with 46 166 tourist arrivals, **recovered to 64%** and **USA** (44 048 tourist arrivals) **had a recovery rate of 69%** when compared to Jan - Aug 2019.
- Netherlands** (21 612 tourist arrivals) **recovered to 63%** of its Jan - Aug 2019 figure, and **France** (11 572 tourist arrivals) **recovered to 39%**.
- Zimbabwe** (11 288 tourist arrivals) **led as the top source market from the African continent to Cape Town, closely followed by Namibia** with 11 272 tourist arrivals. Among the top ten list, **Zimbabwe** was the only country to Cape Town that **exceeded pre-pandemic levels** (169% recovery rate).

Recovery in Top 10 Source Markets to Cape Town (via Air) and South Africa, Jan-Aug 2019/2022



Top 10 Source Markets to Cape Town (via Air) and South Africa, Jan-Aug 2022

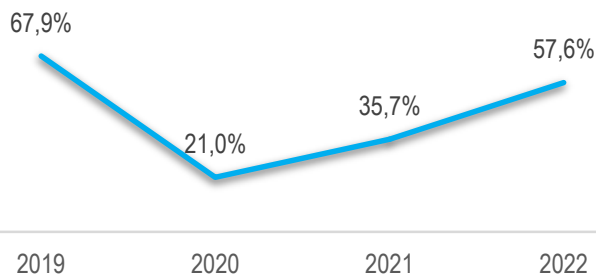




# 5. Hotel Occupancy in the Western Cape

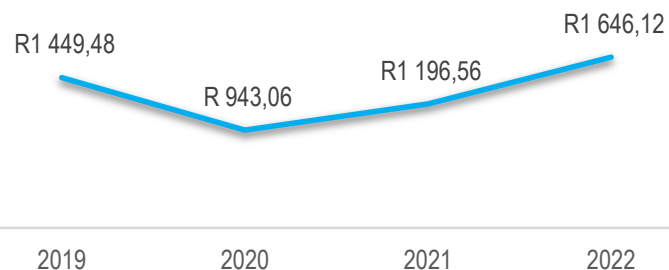
- **Occupancy** in the Western Cape, at **57,6%** in September 2022, **increased by 62%** when compared to 35,7% in the same month of 2021, reaching a **recovery rate of 85%** when compared to the 67,9% occupancy recorded in September 2019.
- **The Average Daily Rate (ADR)** for the Western Cape grew to **R1, 646.12** in September 2022 with a **recovery rate of 114%** on its 2019 figure.
- At **R948.75** in September 2022, **RevPAR (Revenue Per Available Room)** grew by **122%** against its 2021 figure and **recovered to 96%** of what it was in September 2019.

Western Cape Occupancy, Sept 2019 - 2022



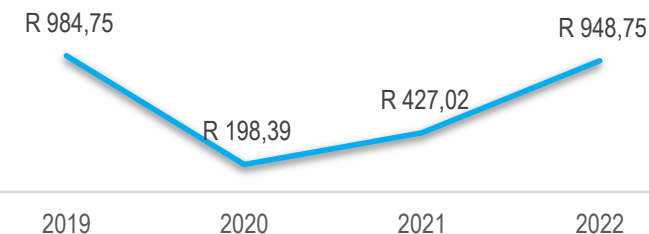
Source: STR, 2022

Western Cape ADR, Sept 2019 - 2022



Source: STR, 2022

Western Cape RevPAR, Sept 2019 - 2022

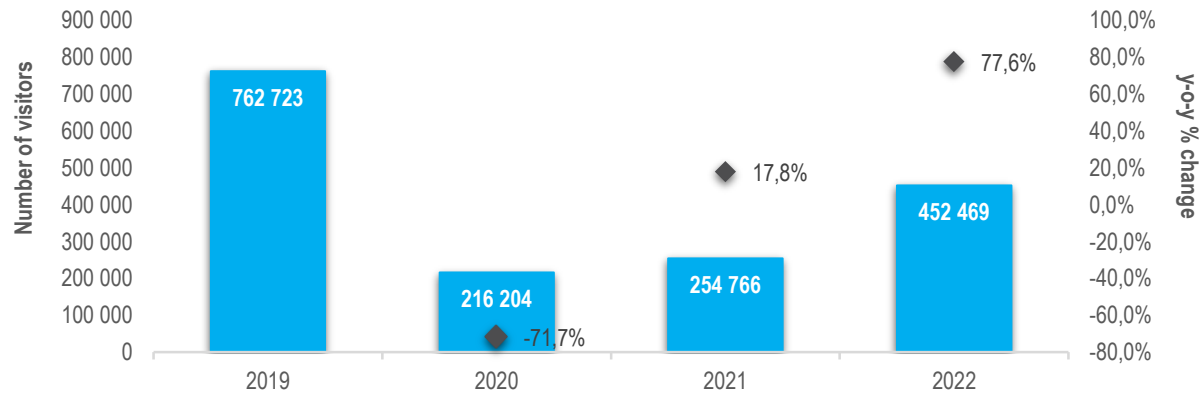


Source: STR, 2022

# 6. Western Cape Attractions

- Visitors to the 26 participating attractions across the province recorded a total of **452 469 visitors** in September 2022, a **78% growth in the number of visitors** when compared to the same month last year and **59% of what it was in September 2019**.
- **The top 5 highest year-on-year growth** rates in September 2022 were recorded for Table Mountain National Park: Boulders (176%), Table Mountain National Park: Cape of Good Hope (171%), Table Mountain Aerial Cableway (161%), Shipwreck Museum (150%) and Knysna National Park (140%).
- Amongst all participating attractions, Viljoensdrift River Cruise (149%) and Knysna National Park (146%) fully recovered and exceeded their September 2019 figures.

VISITORS TO PARTICIPATING WESTERN CAPE ATTRACTIONS, SEPT 2019 - 2022



Attractions	Sept 2021/2022 % Change	Sept 2019/2022 % Recovery
<b>Cape Town</b>		
Kirstenbosch National Botanical Garden	15%	63%
Table Mountain Aerial Cableway	161%	67%
Table Mountain National Park	131%	60%
Table Mountain National Park: Boulders	176%	60%
Table Mountain National Park: Cape of Good Hope	171%	57%
Robben Island	4%	15%
<b>Overberg</b>		
Agulhas National Park	-30%	31%
Bontebok National Park	41%	55%
Cape Agulhas Lighthouse	-34%	33%
De Hoop Nature Reserve	17%	95%
De Mond Nature Reserve	-36%	68%
Harold Porter National Botanical Gardens	5%	70%
Kogelberg Nature Reserve	-40%	94%
Stony Point	61%	56%
Shipwreck Museum	150%	22%
<b>Garden Route &amp; Klein Karoo</b>		
Cango Caves	121%	43%
Tsitsikamma National Park	48%	51%
Wilderness National Park	12%	63%
Knysna National Park	140%	146%
<b>Weskus</b>		
West Coast National Park	-30%	65%
!Khwa ttu	8%	81%
Old Jail	-24,9%	98%
<b>Cape Karoo</b>		
Karoo National Park	32%	93%
<b>Winelands</b>		
Protea Tractor Trips	-40%	56%
Birds Paradise	-33%	50%
Viljoensdrift River Cruise	-5%	149%



# Visitor Trends Mobile Location Data Insights

# 7. Western Cape Mobile Location Data Insights

## • What is mobile location data?

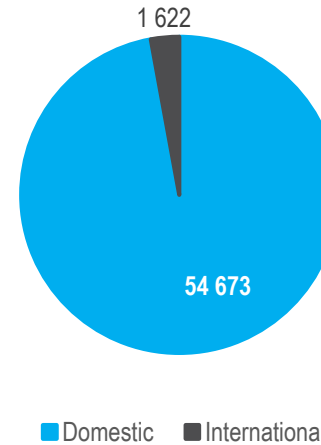
- Geo or spatial data from smartphones. When a user installs an app, they are often asked to share their location data with the company which provides the app, and other companies who are partners with the app publisher.
- Users can “opt in” to location sharing (or choose not to “opt in”). When they opt in, then their phone collects data and shares it with the publisher companies.
- All data collected is anonymized and does not include any personally identifiable information.

## • Why use mobile location data insights?

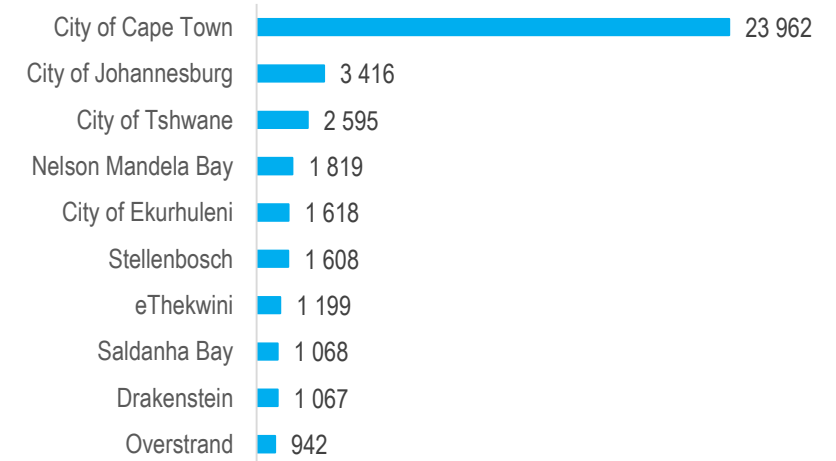
- Mobile location-based data offers a more granular lens on visitor behaviour and provides a much larger sample size.
- These insights aim to facilitate a better understanding of visitor movement throughout the Western Cape’s six region.
- Mobile location data serves as a sample. It is not 100% of visitors, and it should not be treated as such. Like any sampling method, it can be subject to biases or lack of volume.

The insights in this report represents mobile location data from a sample of **54 673 domestic** and **1 622 international** tourists who visited the Western Cape in September 2022. Within the domestic data set, **23 962** of the sampled tourists were from the City of Cape Town and from the international sampled tourists, **661** were from the USA.

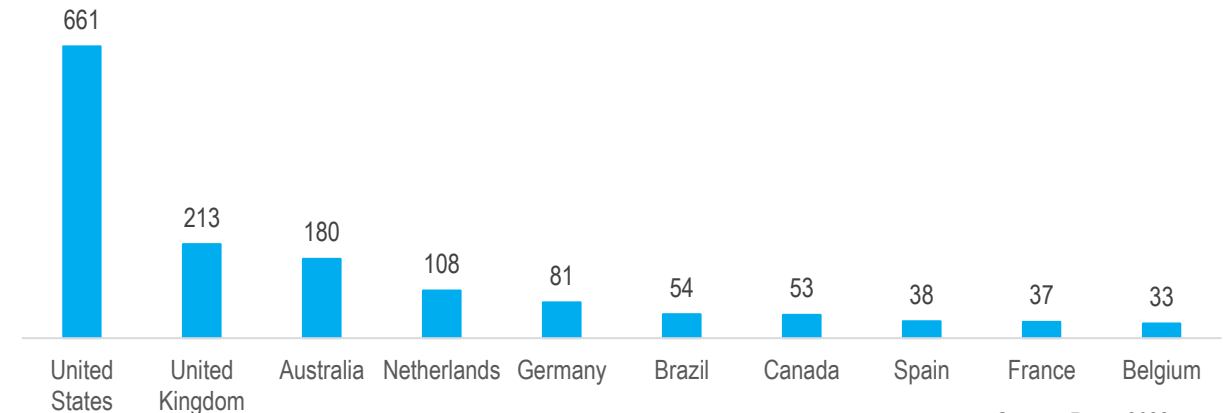
Sample Size, Sept 2022



Domestic Origin Municipality, Sept 2022



International Origin Country, Sept 2022

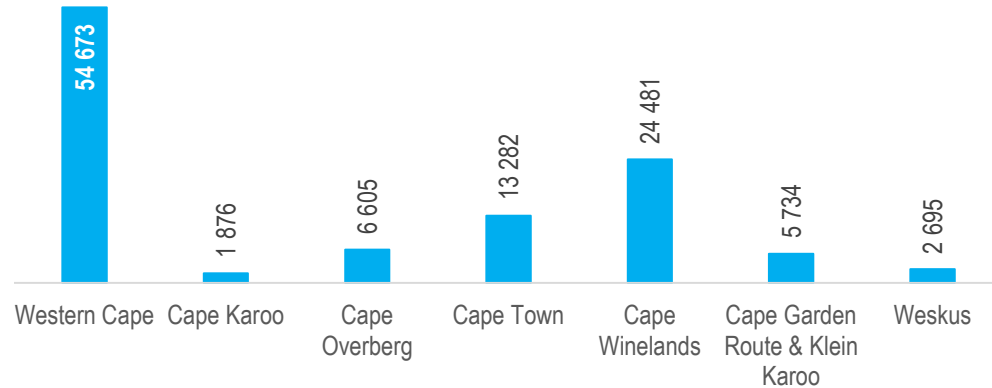


Source: Rove, 2022

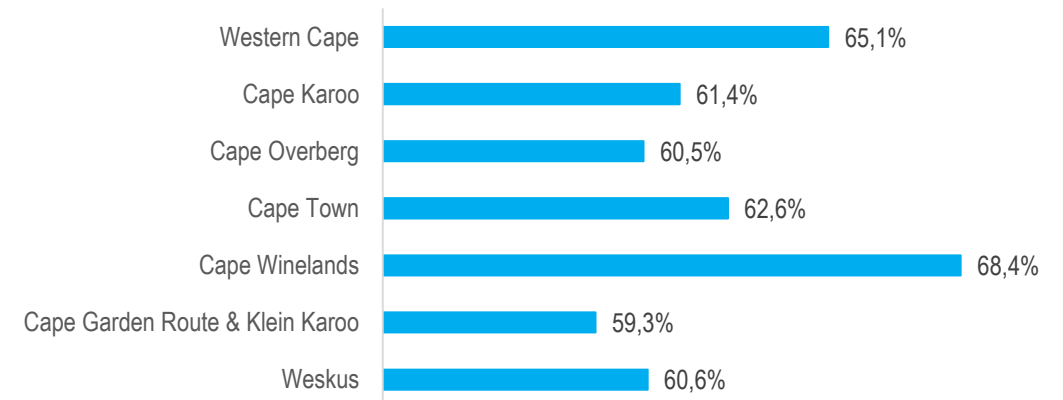
# 7.1. Mobile Insights: Domestic Visitor Trends

- In September 2022, the **Cape Winelands (44,8%)** and **Cape Town (24,3%)** saw the most domestic tourists in terms of volume of sample size and Cape Karoo (3,4%) had the least.
- The **Cape Winelands (68,4%)** was the most popular region for domestic repeat visits, followed by **Cape Town (62,6%)** and the Cape Karoo (61,4%).

Domestic Sample Size, Sept 2022



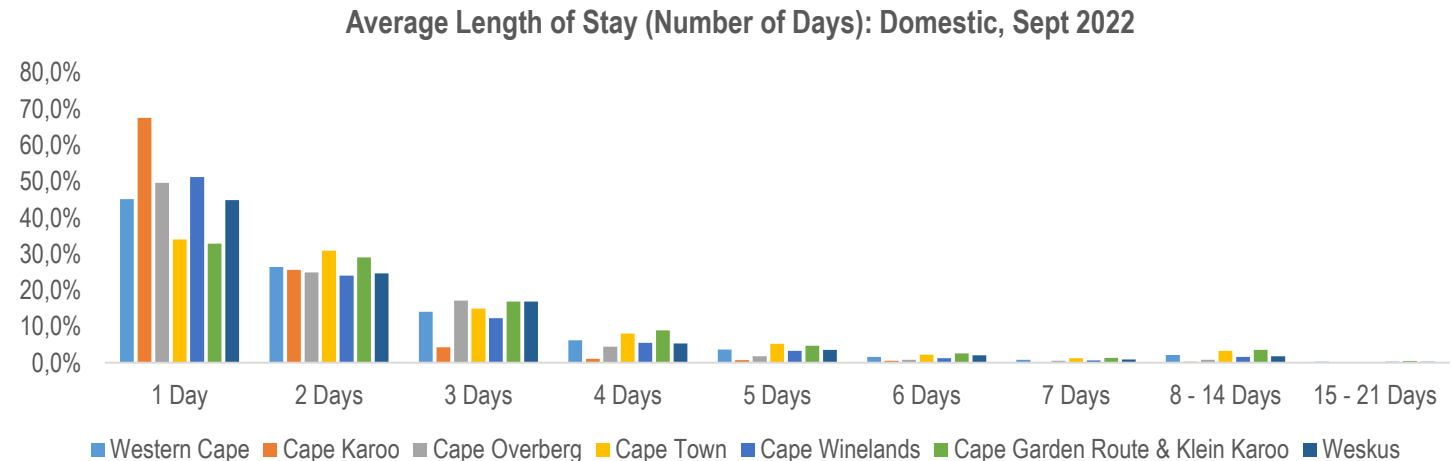
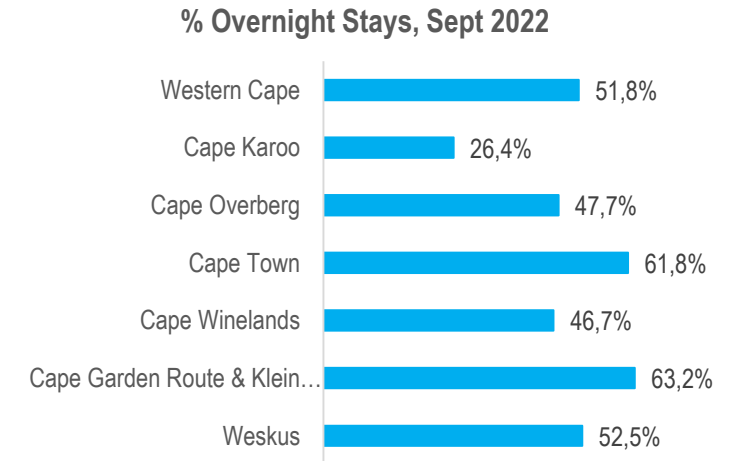
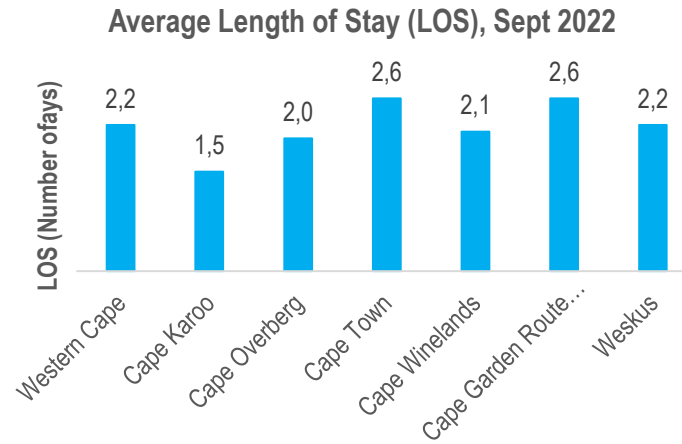
Domestic Repeat Visitors, Sept 2022





# 7.1. Mobile Insights: Domestic Visitor Trends

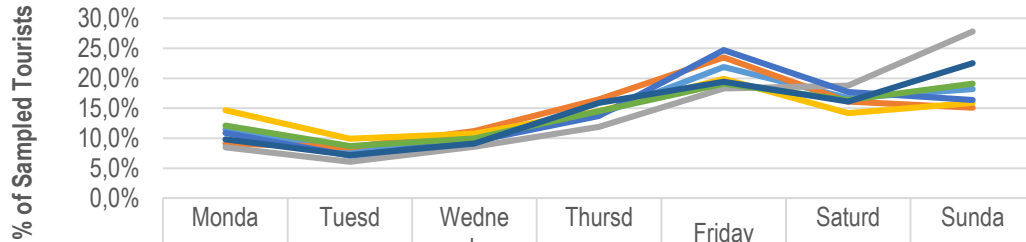
- On average, domestic tourists spent **the longest time in the Cape Garden Route & Klein Karoo and Cape Town** during September 2022 (2,6 days respectively), and the shortest time in the Cape Karoo (1,5 days).
- Over 60% of sampled tourists** stayed overnight in the Garden Route & Klein Karoo and Cape Town, and at a slightly higher rate than the general average for the province (51,8%). In contrast, tourists to the Cape Karoo were more likely to stay for the day.



# 7.1. Mobile Insights: Domestic Visitor Trends

- Domestic tourists to the province were most likely to arrive on a Thursday or Friday and depart on a Friday or Sunday, which points to the popularity in weekend stays.
- In the Cape Winelands, Thursday or Friday were the most popular arrival days while Friday and Saturday were the most common days for departure.
- Tourists to the Garden Route & Klein Karoo generally arrived on a Friday and departed on a Friday or Sunday.

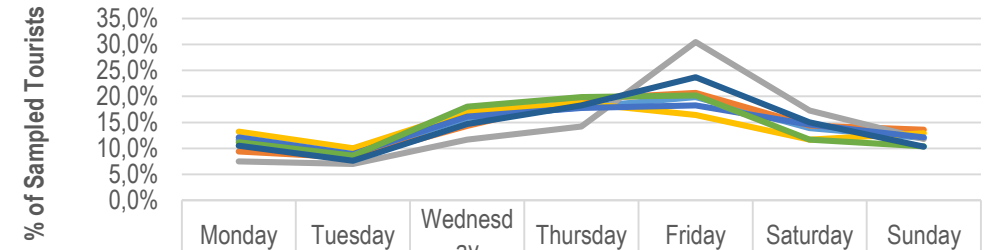
Popular Departure Days of the Week: Domestic, Sept 2022



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Western Cape	11,5%	7,9%	9,8%	14,0%	21,9%	16,7%	18,2%
Cape Karoo	9,1%	8,5%	11,2%	16,5%	23,5%	16,1%	15,1%
Cape Overberg	8,5%	6,1%	8,6%	11,9%	18,3%	18,8%	27,8%
Cape Town	14,7%	9,9%	10,8%	14,5%	19,9%	14,2%	15,9%
Cape Winelands	10,9%	7,1%	9,5%	13,7%	24,7%	17,7%	16,4%
Cape Garden Route & Klein Karoo	12,1%	8,7%	10,0%	14,5%	19,1%	16,4%	19,1%
Weskus	9,8%	7,2%	9,1%	15,9%	19,4%	16,1%	22,5%

Source: Rove, 2022

Popular Arrival Days of the Week: Domestic, Sept 2022



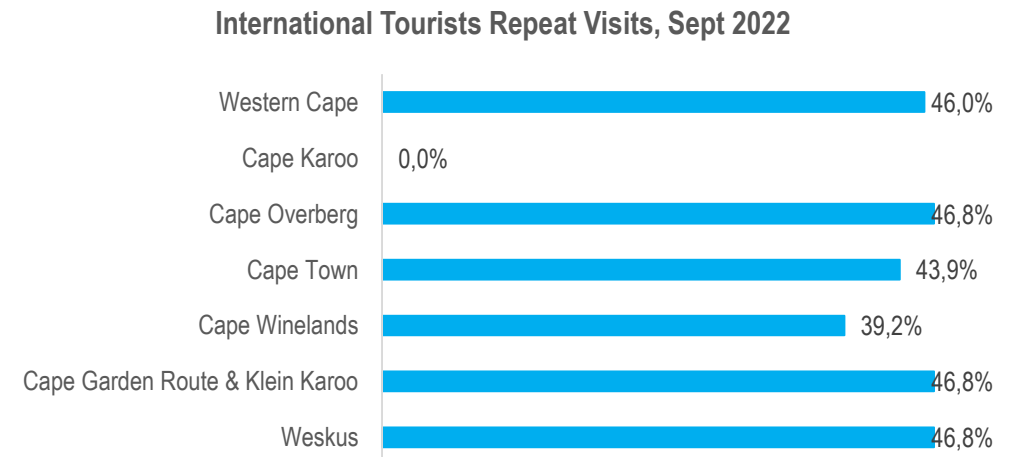
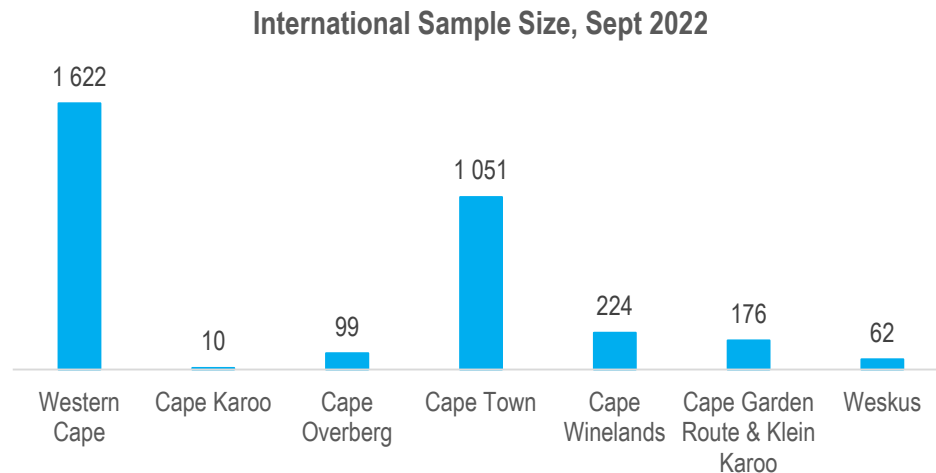
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Western Cape	11,6%	8,8%	15,9%	17,9%	19,9%	13,9%	12,0%
Cape Karoo	9,4%	8,2%	14,3%	19,5%	20,7%	14,4%	13,6%
Cape Overberg	7,5%	7,0%	11,7%	14,2%	30,5%	17,3%	11,8%
Cape Town	13,2%	10,0%	17,1%	18,7%	16,4%	11,7%	12,9%
Cape Winelands	12,1%	8,9%	16,1%	17,8%	18,3%	14,6%	12,1%
Cape Garden Route & Klein Karoo	11,2%	8,6%	18,0%	19,9%	20,2%	11,7%	10,4%
Weskus	10,5%	7,6%	14,7%	18,3%	23,7%	15,0%	10,3%

Source: Rove, 2022

- In the Cape Karoo, which saw majority day visitors, Friday was the most popular day for arrival and departure.
- Cape Town arrival day were most common on a Thursday and departure was most popular on a Friday.
- Friday was the most popular arrival day in the Cape Overberg and Sunday was its most common departure day.
- In the Weskus, Friday was the most popular arrival day and Sunday the most popular day for departure.

## 7.2. Mobile Insights: International Visitor Trends

- **Close to 65%** of the sampled international tourists visited Cape Town followed by 13,8% who visited the Cape Winelands.
- Visitor trends for the Cape Karoo is based on a sample size of only 10 international tourists and therefore does not provide an accurate statistical representation for the region.
- The Garden Route & Klein Karoo, Cape Overberg and Weskus saw the most international repeat visitors in September 2022.

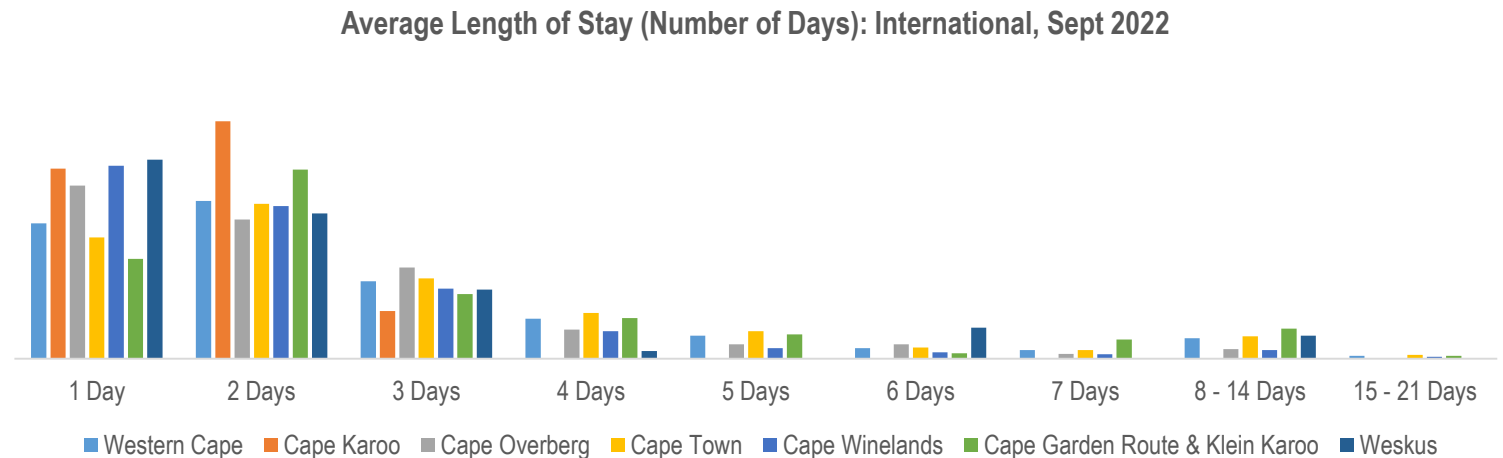
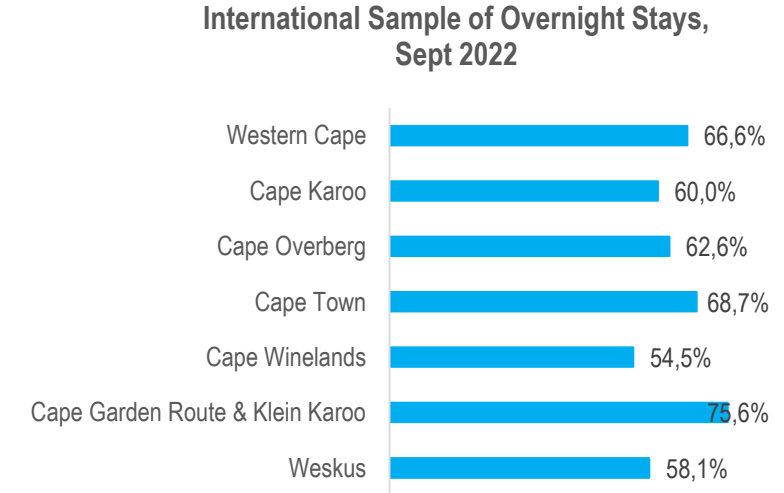
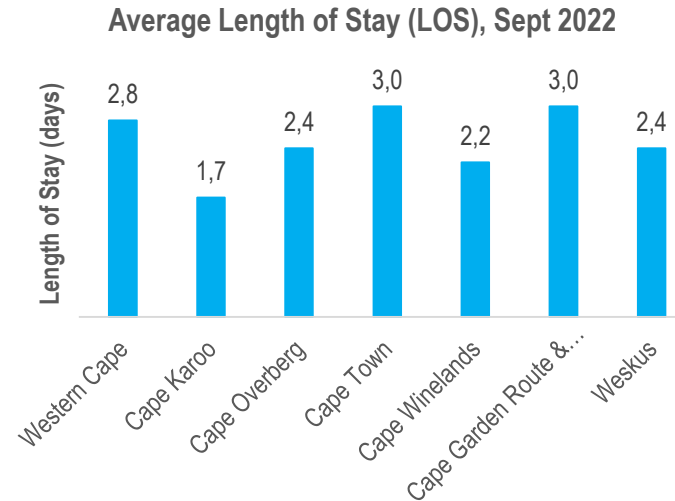


Source: Rove, 2022



# 7.2. Mobile Insights: International Visitor Trends

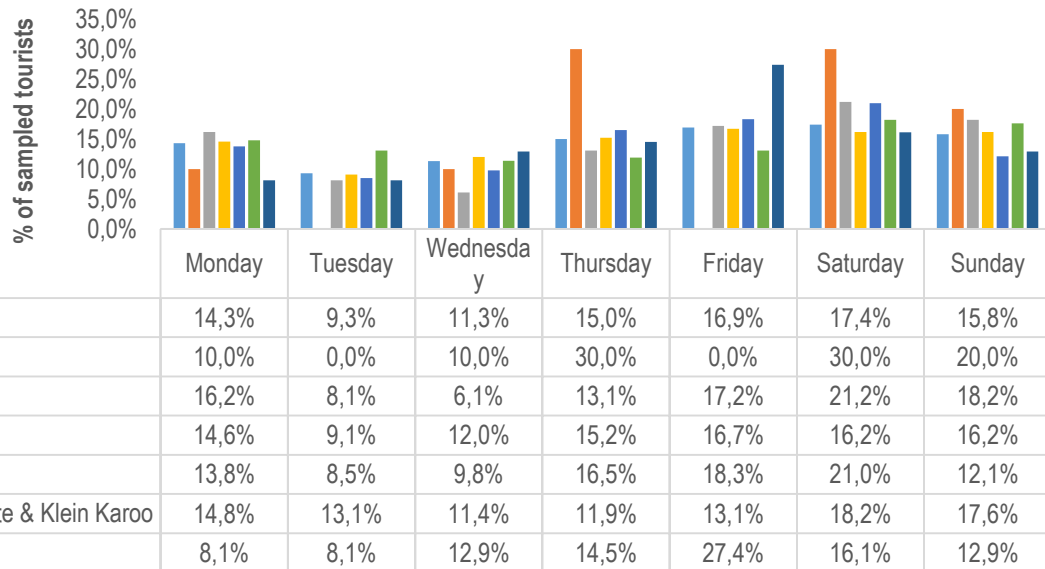
- International tourists spent the longest time in the Garden Route & Klein Karoo and Cape Town (3,0 days respectively).
- Nearly 76% of sampled tourists stayed overnight in the Garden Route & Klein Karoo and 68,7% had overnight stays Cape Town, which is slightly higher than the general average for the province (66,6%).
- An overnight stay is defined as tourists that arrived prior to midnight and stayed until 07:00 the following day.



# 7.2. Mobile Insights: International Visitor Trends

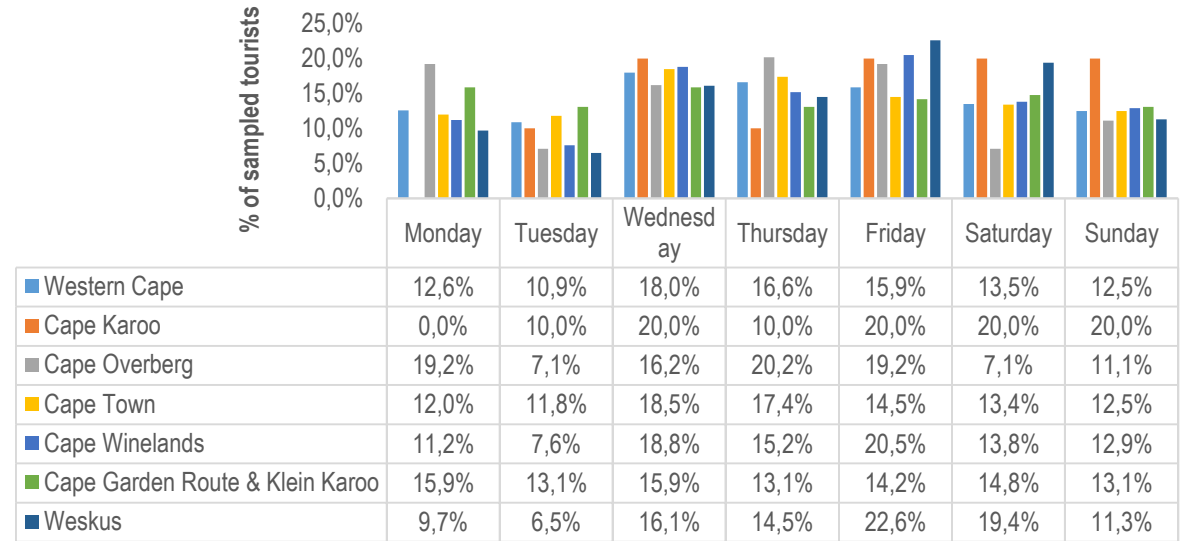
- International tourists to the province were most likely to arrive on a Wednesday or Thursday and depart on a Saturday or Friday.
- In the Cape Winelands, Friday was the most popular arrival day and Saturday the most common for departures.
- International tourists to the Garden Route & Klein Karoo arrived mostly on a Monday or Wednesday and departed on a Saturday.

Popular Departure Days of the Week: International, Sept 2022



Source: Rove, 2022

Popular Arrival Days of the Week: International, Sept 2022

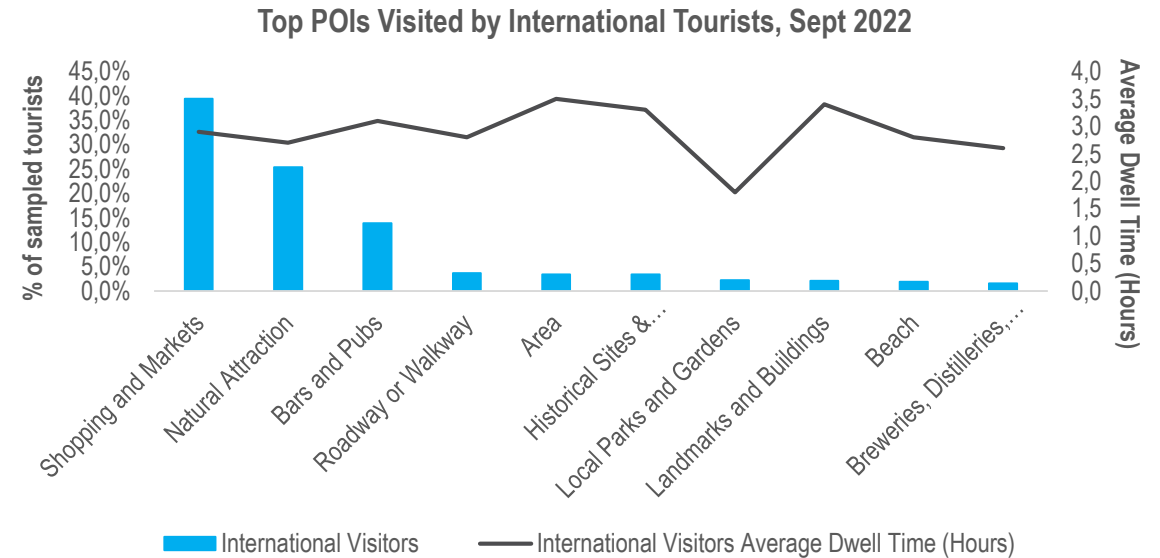
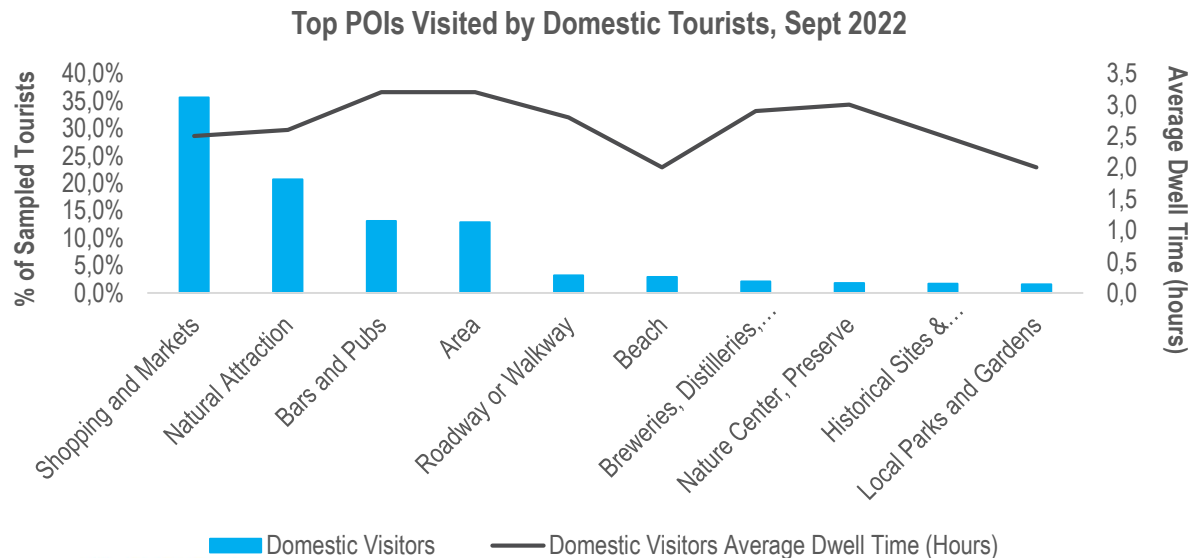


Source: Rove, 2022

- The sampled tourists (10) in the Cape Karoo, arrived on either a Wednesday, Friday, Saturday or Sunday, and departed on a Thursday or Saturday.
- Cape Town arrival day was most common on a Wednesday and departure was most popular on a Friday.
- Thursday was the most popular arrival day in the Cape Overberg and a Saturday the most common departure day.
- In the Weskus, Fridays were popular arrival and departure days.

# 7.3. Points of Interest (POIs) Visited

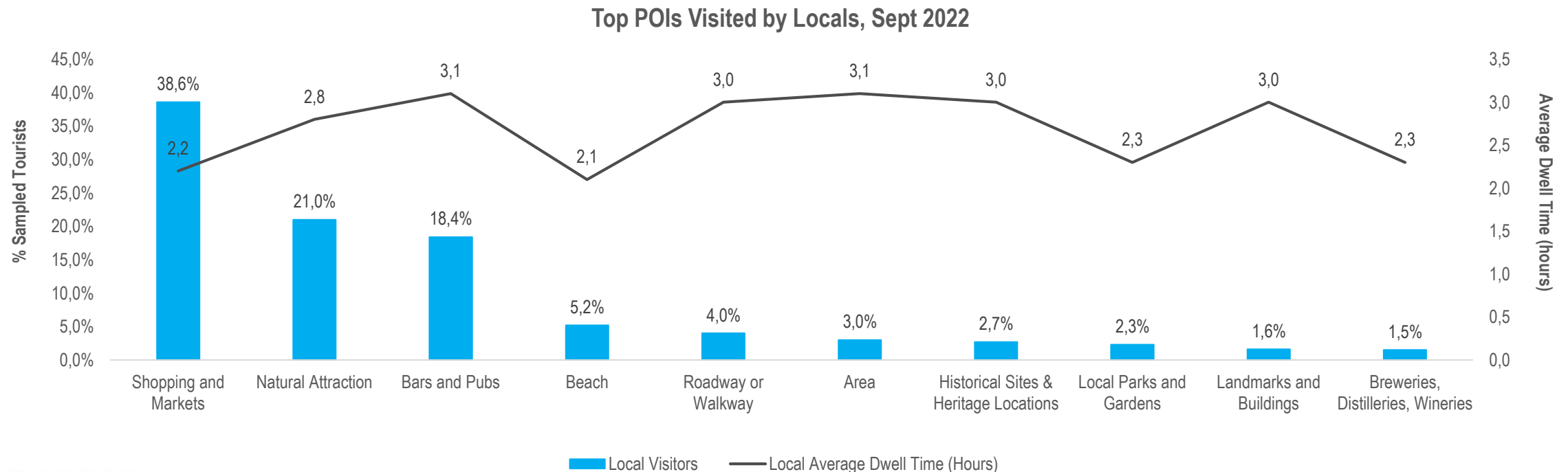
- Shopping and markets was the most popular type of attraction visited by both domestic and international tourists.
- Domestic tourists spent on average 2,5 hours shopping while international tourists shopped for 2,9 hours.
- Natural attractions, particularly Table Mountain, Cape Point and Knysna Waterfront were popular with both domestic and international tourists.
- Spending time in areas like Cederberg Wilderness, Stanford Valley, Hemel-en-Aarde Valley and Van Dyk’s Bay ranked fourth among the top POIs visited by domestic tourists, with an average dwell time of 3,2 hours.
- Bars & Pubs in the city centre were the third most popular point of interest for both domestic and international tourists who spent on average 3,2 and 3,1 hours at the location respectively.





## 7.3. Points of Interest (POIs) Visited

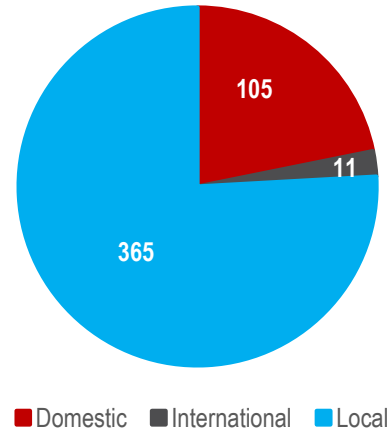
- Similar to domestic tourist trends, shopping and markets, natural attractions and bars and pubs, ranked as the top three points of interests for local tourists. Locals spent on average 2,2 hours at shops and markets, 2,8 hours at natural attractions and 3,1 hours at bars and pubs.
- During September 2022, locals spent the longest time in a day trip at Hotels & Inns with an average dwell time of 4,0 hours, however, this was based on a sample of 18 local tourists.



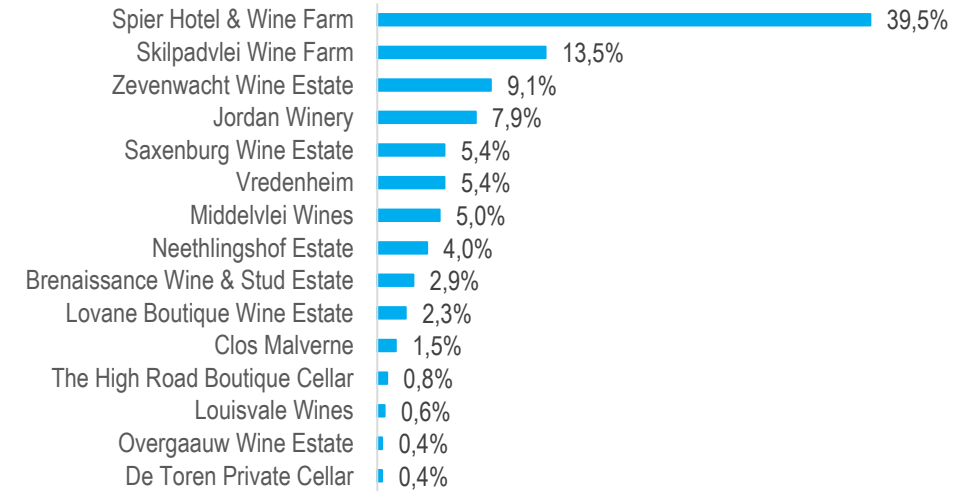
# 7.4. Stellenbosch Valley Wine Route

- From a sample size of 481 tourists who visited the Stellenbosch Wine Route, 76% were locals, 22% domestic and 2% were international.
- Spier was the most visited farm on the route, followed by Skilpadvlei and Zevenwacht Wine Estates.
- With respect to the average hours spent at the Wine Estates, Overgaauw (5,0 hours), Boschklouf (4,0 hours) and Meinert (3,9 hours) reflected the longest dwell time.

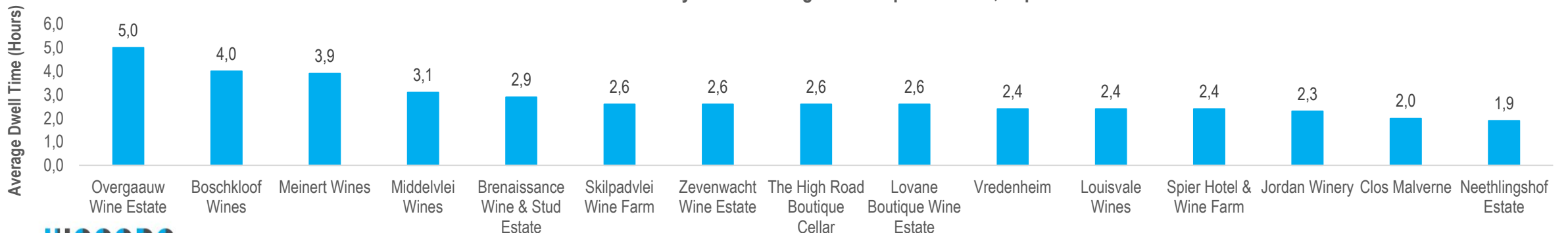
Sample Size: Visitors to Stellenbosch Wine Valley, Sept 2022



Stellenbosch Wine Valley Route: Top POIs Visited, Sept 2022



Stellenbosch Wine Valley Route: Average Hours Spent at POIs, Sept 2022



# Mobile Tourists and Non-Tourists Definitions

- About Mobile Location Data
  - Privacy compliant data is collected from location enabled apps on mobile devices. Data collected when those location enabled mobile devices entered our geo fenced area
  - Data is collected through applications (news, weather, games, texting apps, traffic, etc)
    - Year over year numbers could be skewed by increase app penetration and data privacy settings/policies.
    - Exception with China which does not share data...
  - Think of mobile data like survey data on steroids.
    - A sample size greater than 30 yields a 95% level of confidence.
    - This may be the largest sample size of data pertaining to visitors•
  - Should not be compared to visitation data.•
  - Many factors impact total sample size
    - Number of app partnerships
    - Usage of apps
    - App developer policies
    - Volume of visitors
- Who Are Tourists vs Non-Tourists?
  - A Tourist is typically defined as follows:
    - The visitor does not live or work within the study geography
    - The visitor travels a minimum distance to the study geography
    - The visitor appears in the study geography for a minimum period of time (exclude commuters/passers through etc.)

Source: Rove, 2022

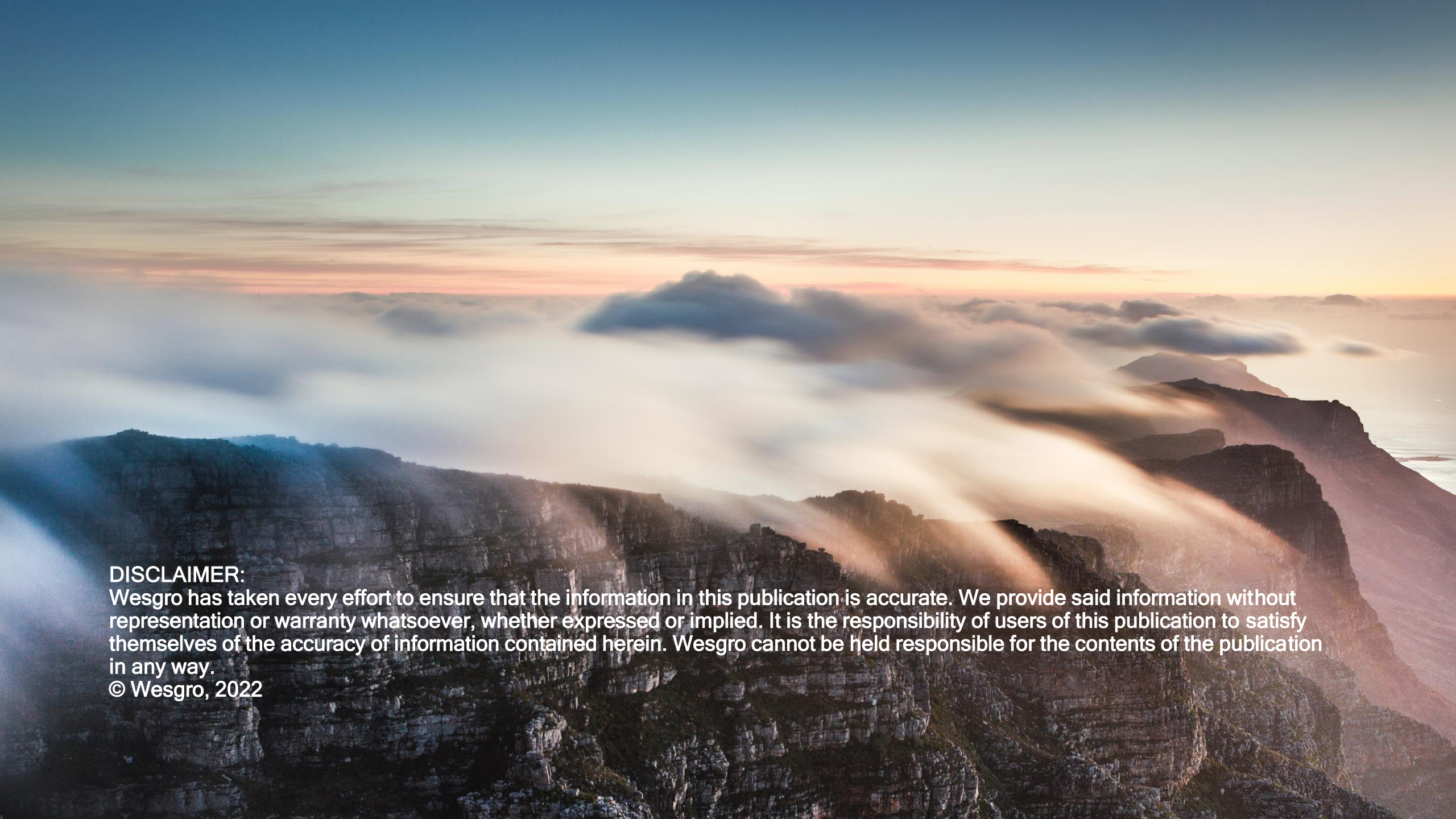
# Mobile Tourists and Non-Tourists Definitions

<b>Primary Study Geography</b>		<b>Tourists are defined as:</b>
Province/Tourism Regions	When a visitor does not live or work in Cape Town, Cape Winelands, Cape Overberg, Weskus, Garden Route & Klein Karoo and Cape Karoo and they have traveled more than 25 miles (40km) and they have stayed in the polygon for more than 120 minutes, they are a tourist.	
<b>Notes and Considerations:</b> <ul style="list-style-type: none"> <li>Residents of the Western Cape are not counted as a tourists</li> <li>Minimum distance traveled to meet the definition of tourist. Distance travelled is calculated from the visitors Common Evening Location (latitude and longitude) to the center of the polygon</li> <li>Minimum duration of visit of 120 minutes excludes commuters driving through each region</li> </ul>		
<b>Secondary Study Geography</b>		<b>Tourists are defined as:</b>
City or Town	When a visitor does not live or work in the City or Town and they have traveled more than 25 miles (40km), and they have stayed for more than 45 minutes, they are a tourist.	
<b>Notes and Considerations:</b> <ul style="list-style-type: none"> <li>Residents of a city are not counted as a tourist of the city</li> <li>Minimum distance traveled of 40km satisfies tourist definition for minimum distance traveled. Distance travelled is calculate d f rom the visitors Common Evening Location (latitude and longitude) to the center of the polygon</li> <li>Minimum duration of visit of 45 minutes excludes commuters driving through each city</li> </ul>		
<b>Point of Interest Study Geography</b>		<b>Tourists are defined as:</b>
All Tourism Experiences	When a visitor stays in the polygon for more than 15 minutes and has not visited the polygon more than 20 times in any 90 day period, they are a tourist	
<b>Notes and Considerations:</b> <ul style="list-style-type: none"> <li>Any 90 day period refers to any consecutive 90 days in their mobile location data history</li> <li>Filter out visitors not staying for any meaningful length of time (couriers, taxis etc.).</li> <li>Filter out people who work at the Tourism Experience.</li> </ul>		
<b>What are Tourist Segments?</b>		
<ul style="list-style-type: none"> <li><b>Local Tourists:</b> Tourists who reside within the same Region.</li> <li><b>Domestic Tourists:</b> Tourists who reside in South Africa outside of Western Cape</li> <li><b>International Tourists:</b> Tourists who reside outside of South Africa</li> </ul>		



# Glossary of Key Terms

Term	Definition and Usage
Study Geography	A specific geography, defined by a boundary called a polygon.
Primary Study Geography	The largest area in the destination in which you want to capture mobile device data. For most destinations this is usually a country, province, or state.
Secondary Study Geography	Often destinations want to derive insights about sub-geographies within their destination, such as counties, tourism regions, and city regions.
Point of Interest	Points of interest are the smallest study geographies in your destination such as tourism businesses, parks, roadways, or city districts.
Sample	Not all people carry GPS enabled, opted in mobile devices with location services always activated. Thus, in any period of time, in any given study geography, mobile location data is a sample. Therefore, whenever this whitepaper discusses “visitors” or “tourists” or “residents” or any other grouping of devices, it should always be understood to be a sampling of real world visitor ship or foot traffic.
Visitors	Mobile devices seen within the study geography during a specific period of time
Common Evening Location (CEL)	Derived latitude-longitude point near which a device spends most of its time on evenings and/or weekends. While most often associated with a device’s home, there is nothing that inherently guarantees that it is a home ( e.g. a person who works an overnight shift at a power plant).
Common Daytime Location (CDL)	Derived latitude-longitude point near which a device spends most of its traditional workweek [Monday Friday, 8am 6pm local time] time]. While most often associated with a device’s office or work location, there is nothing that inherently guarantees that it is an office or work location ( e.g. a person who is a stay at home parent).
Residents/Workers/Locals	Terms referring to a visitor segment comprising of devices which are determined to have a CEL or a CDL with the study geography or within a certain (usually short) distance of the study geography. For most tourism analyses, these devices are eliminated from the project because they are not, by definition, tourists. However, it is possible to include these devices within a broader visitor study.
Tourists	Term generally referring to a visitor segment comprising of devices which are determined to have NOT have a CEL or a CDL with the study geography or within a certain (usually short) distance of the study geography but have come to the study geography from a different origin market.
Tourist Segments	Groupings of tourist segments which have a defining characteristic associated with their appearance in a study geography, such as “Short Haul Tourists” or “International Tourists” or “In State Tourists.”
Overnighters	Term which characterizes a specific visitor segment where mobile devices are seen in the study geography for more than one consecutive day. An overnight stay is defined as tourists that arrived prior to midnight (0:00) and stayed until 07:00 the following day.
Day Trippers	Term which characterizes a specific visitor segment where mobile devices are seen in the study geography for less than one day.
Length of Stay	Duration of trip within the study geography. The methodology for calculating length of stay is based on the characteristics of the geography.



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