



Weskus Tourism Visitor Trends

January–December 2025

Contents

Section
1. About this Report
2. Methodology
3. Sample Size
4. Key Insights
5. Weskus Visitor Trends & Patterns
6. Weskus Visitor Trends & Patterns by Town
7. Acknowledgements

1. About this Report

This report provides an overview of the latest data from local tourism offices in the Weskus region between January and December 2025.

The information provides insights into the origin of visitors in the region as well as their preferred activities, ages, group sizes and spending patterns. The research is not intended to represent tourism for the region as a whole, as the sample of visitors represents the footfall at participating tourism offices only.

Figure 1: The location of the Weskus region in the Western Cape



Figure 2: Municipalities in the Weskus region



2. Methodology

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

Responses to the regional visitor tracking surveys are used as a proxy to indicate the key trends in 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 responses from tourists in 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 in the tourism industry for determining key trends (Wesgro Regional Visitor Tracking Survey, 2024).

Definition

Visitor: Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited (South Africa Tourism, 2025).

3. Sample Size

Between January and December 2025, 2,744 responses to the regional visitor tracking surveys were received from participating tourism offices in the Weskus. This can be seen in Table 1.

Table 1: Total number of responses between January and December 2025

Towns	Domestic	Overseas	Unspecified	Total
1. Darling	567	129	100	796
2. Malmesbury	501	30	-	531
3. Riebeeck Valley	168	213	-	381
4. Lamberts Bay	251	-	1	252
5. Yzerfontein	199	50	-	249
6. Velddrif	209	22	-	231
7. Porterville	159	3	-	162
8. Vredendal	134	6	-	140
9. Piketberg	2	-	-	2
Total	2 190	453	101	2 744

Source: Wesgro Regional Visitor Tracking Survey (2025)

4. Key Insights

- **Visitor segment and origin:** Between January and December 2025, 79.81% of visitors to the Weskus region were domestic visitors, primarily from the Western Cape (60.68%). Overseas visitors accounted for 16.51% of respondents: the United Kingdom (UK), with a share of 22.10% of visitors, Germany (14.06%) and the Netherlands (8.26%) were the leading source markets for visitors to the region.
- **Seasonality spread:** Domestic visitation peaked in January, August and September 2025, while overseas visitors travelled mainly during the first quarter between January and March 2025.
- **Demographics:** Key age groups among visitors included those aged 36–50 years and 51–70 years, with many travelling in pairs or independently.
- **Length of stay:** More than 61% of domestic visitors and around 26% of overseas visitors took day trips to the Weskus. Of those who indicated overnight stays, domestic visitors typically spent around two nights in the region, while overseas visitors spent an average of one night.
- **Information sources:** Word of mouth, the internet/websites and visitor information centres played a crucial role for visitors in 2025, collectively accounting for nearly 50% of visitors relying on these for guidance while exploring the region. Notably, domestic visitors depended more on word of mouth and the internet/websites to obtain their information, while 52% of overseas visitors reflected a strong reliance on visitor information centres (VICs) to obtain information about the region.
- **Transportation and accommodation preferences:** Among domestic visitors, 62.42% used their own motor vehicles, while overseas visitors used a mix of their own motor vehicles (52.68%) and rental cars (31.47%), reflecting a preference for flexibility. When observing visitor accommodation preferences, 17.81% of domestic visitors and 52.68% of overseas visitors opted for self-catering establishments in the region.
- **Visitor spending:** Approximately 15.18% of domestic visitors and 55.05% of overseas visitors spent between R501 and R1000 per day in the region, and an additional 17.31% of domestic visitors spent more R2000 per day.
- **Purpose of visit:** Nearly 70% of visitors travelled to the region for leisure purposes and to enjoy wine tasting, outdoor activities, shopping, scenic drives and the local culture/heritage. This highlights the region's diverse appeal as a tourist destination.
- **Origin of visitors from participating town:** Between January and December 2025, almost all participating Weskus towns reported a higher share of domestic visitors; apart from Riebeeck Valley, which recorded a slightly higher proportion of overseas visitors during the period.
- **Activities undertaken by town:** Notably, scenic drives, culture/heritage, wine tasting, adventure, outdoor activities, cuisine, beaches, shopping and meetings/incentives were identified as the most popular activities enjoyed across participating Weskus towns, with additional interest in niche activities involving birding, flowers, fishing and local craft/food markets.

The background of the slide is a scenic photograph of a coastal landscape. In the foreground, the ocean is visible with gentle waves. In the middle ground, there are several mountain peaks, with the most prominent one on the left having a sharp, rocky summit. The sky is a pale, hazy blue. The overall tone is serene and natural.

5. Weskus Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

Review period: January–December 2025

5. Weskus Visitor Trends & Patterns: Origin of Visitors

- Between January and December 2025, the domestic market accounted for a significant share of visitors (79.81%) to the region, while the overseas market accounted for a smaller but notable 16.51% of visitors. This distribution of visitors is illustrated in Figure 3, highlighting the prominence of local and regional travel in the Western Cape.
- Among domestic visitors, 61% originated from the Western Cape, underlining the Weskus’ reputation as a renowned tourism destination for local residents. The percentage share of domestic visitors to the Weskus region is detailed in Figure 4, which shows the influx of tourists from the respective domestic provinces.

Figure 3: Share of overseas and domestic visitors, January–December 2025

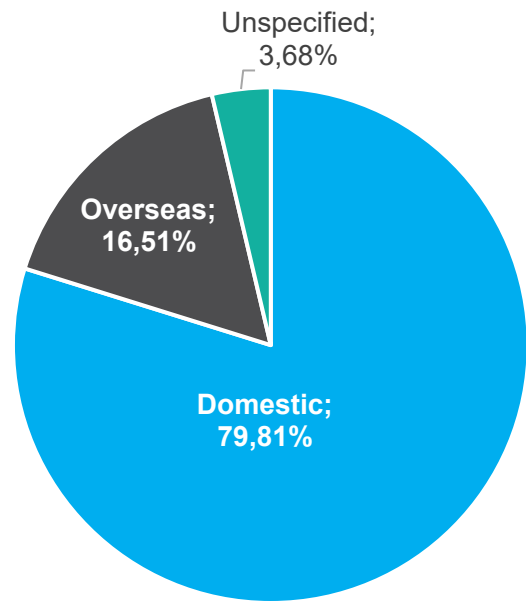
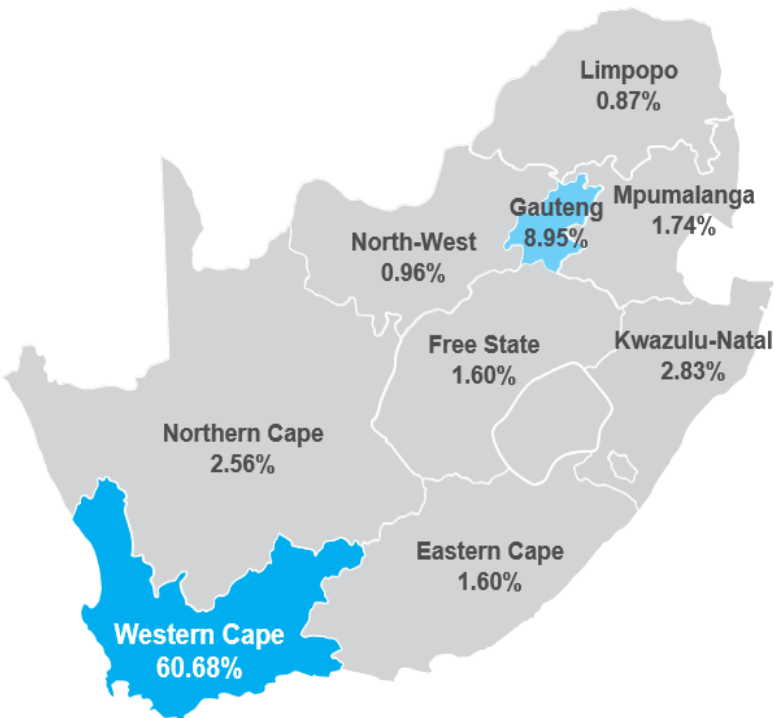


Figure 4: Origin of domestic visitors, January–December 2025



Note: 18.22% of survey respondents did not specify their province of origin.

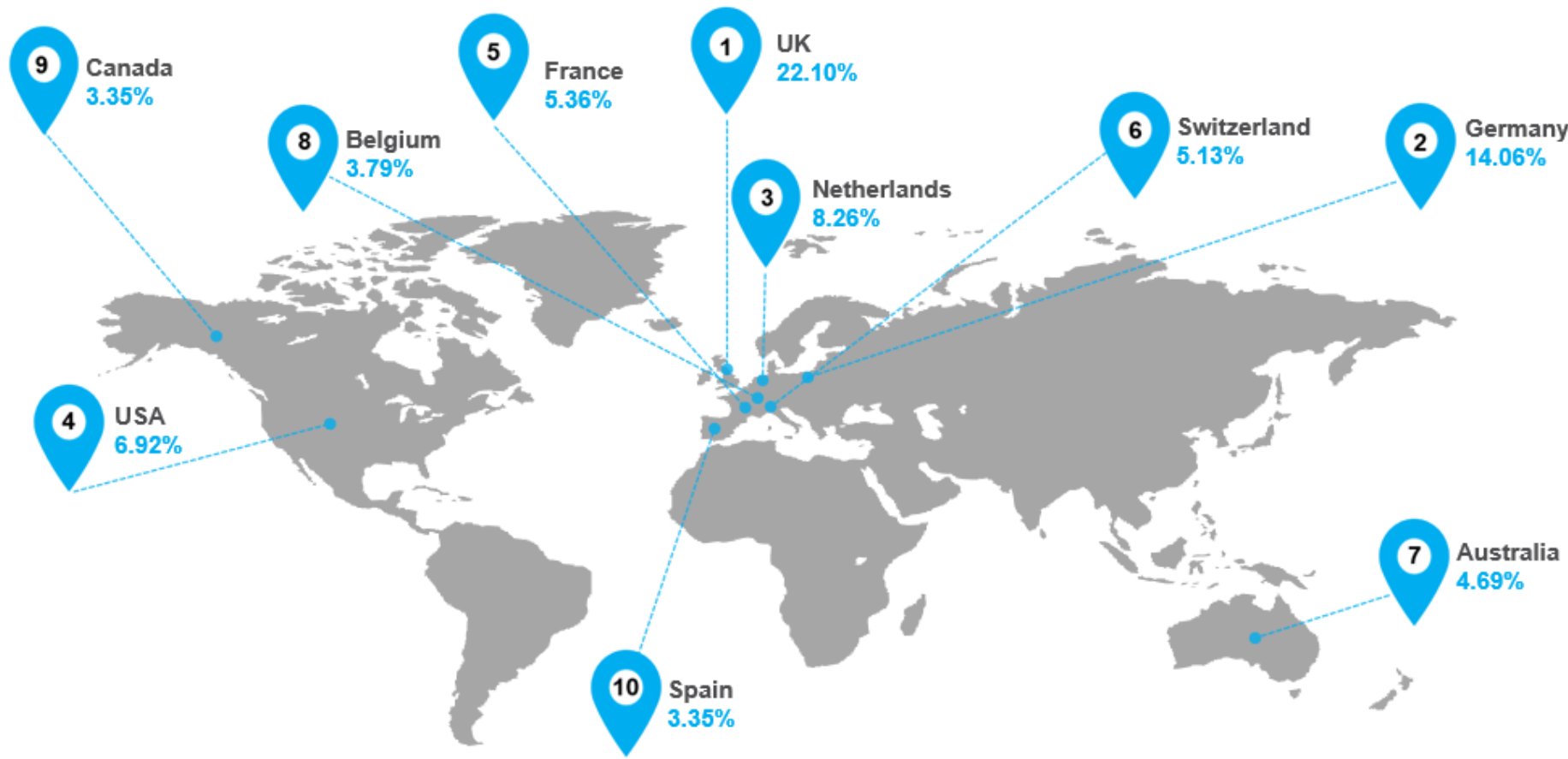
Source: Wesgro Visitor Tracking Survey (2025)

**Note: The visitor tracking survey data serves as a sample. It does not represent 100% of visitors to the region, and it should not be treated as such.*

5. Weskus Visitor Trends & Patterns: Source Markets

- As seen in Figure 5, the greatest share of overseas travellers visiting the Weskus region between January and December 2025 originated from the UK, which accounted for 22.10% of the overseas visitor sample. Following the UK, Germany ranked as the second-largest source of overseas visitors, contributing 14.06% to the overseas sample. In addition, the Netherlands was the third-largest overseas source market, accounting for 8.26% of overseas visitors to the region.

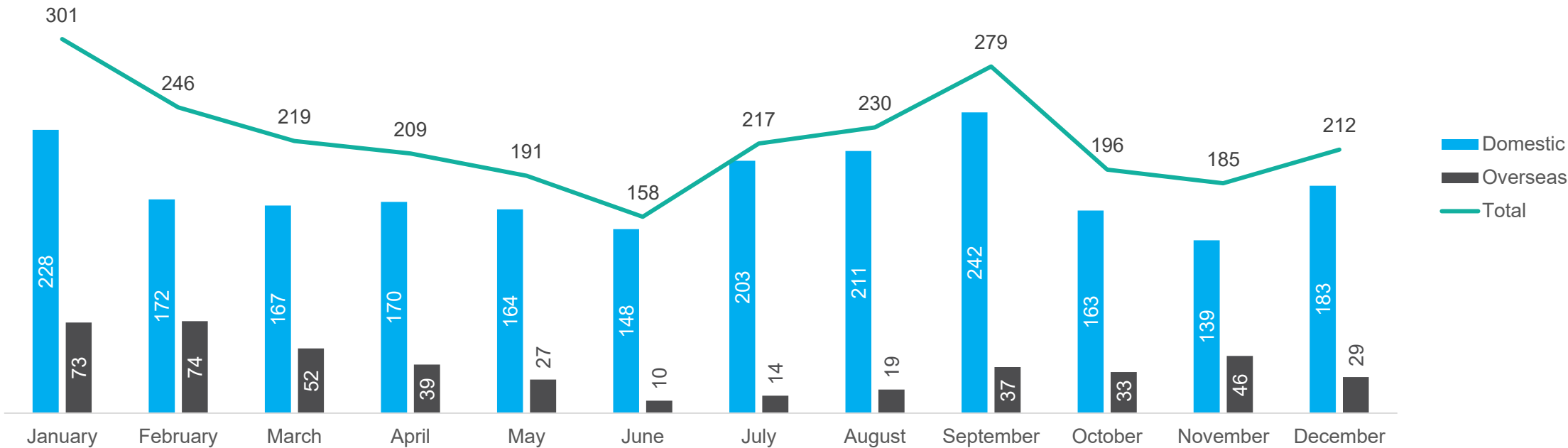
Figure 5: Origin of overseas visitors, January–December 2025



5. Weskus Visitor Trends & Patterns: Seasonality

- Figure 6 shows that visitors to the Weskus region remained relatively constant between January and December 2025; with visitor peaks observed in January, August and September. A closer look at the data revealed interesting patterns relating to domestic and overseas visitors. There were a greater number of domestic visitors during September, possibly influenced by school holidays.
- On the other hand, the flow of overseas visitors was notably concentrated in January, February and March 2025. This pattern indicates that overseas visitors tend to visit the Weskus region predominantly during summer; which coincides with the traditional influx observed annually during the peak tourism season.

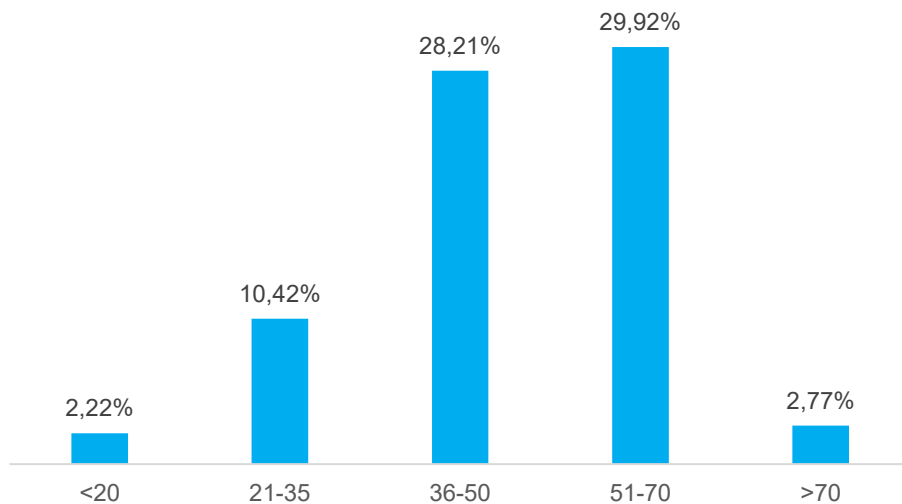
Figure 6: Seasonality spread of visitors to the Weskus Local Tourism Offices, January–December 2025



5. Weskus Visitor Trends & Patterns: Visitor Demographics

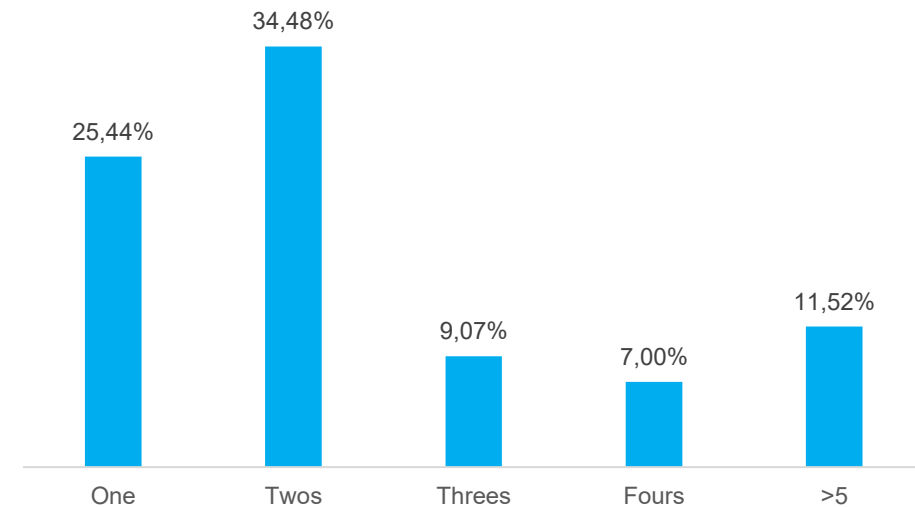
- Figure 7 provides an overview of visitor demographics in the Weskus region between January and December 2025 and shows that most visitors could be categorised in two distinct age groups: 36–50 years and 51–70 years. These categories were the most represented among those who explored the region, highlighting its appeal to a diverse array of visitor age groups.
- Regarding travel group size, the data revealed that a significant portion of visitors preferred to travel in pairs, constituting 34.48% of total visitors. In addition, 25.44% of tourists chose to embark on their travel journey alone, and 11.52% of visitors were in groups of more than five. This can be seen in Figure 8.

Figure 7: Age group of visitors, January–December 2025



Note: 26.46% of survey respondents did not specify their age profile.

Figure 8: Travel group size of visitors, January–December 2025

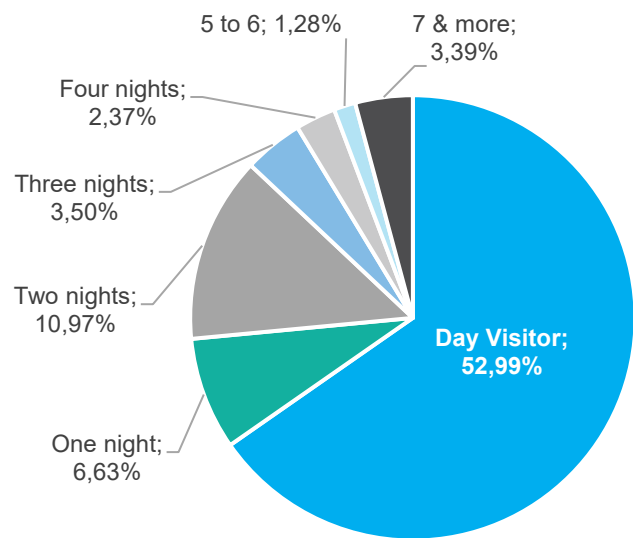


Note: 12.50% of survey respondents did not specify their travel group size.

5. Weskus Visitor Trends & Patterns: Length of Stay & Accommodation

- According to Figure 9, more than 50% of respondents were day visitors to the Weskus from January to December 2025, which underlines the region’s ease of access and close proximity to Cape Town. Among the visitors who indicated they had stayed overnight, over 10% stayed in the region for two nights, highlighting the region’s popularity for weekend stays.
- A deeper analysis of the data further revealed that both domestic and overseas visitors took day trips to the Weskus mainly between January and December 2025, followed by a significant share of visitors who enjoyed an average of one to two nights in the region.
- Figure 10 provides a broader perspective on the types of accommodation used by both domestic and overseas visitors. The data revealed that a large proportion of visitors enjoyed self-catering establishments as their preferred type of accommodation, followed by those who stayed at B&Bs and guest houses.

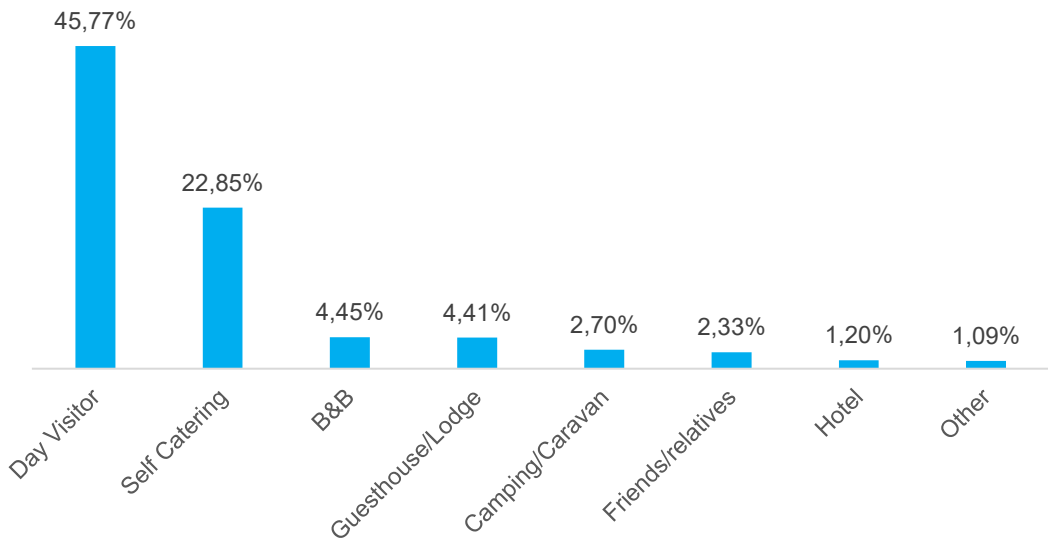
Figure 9: Average length of stay in the Weskus region, January–December 2025



Note: 18.88% of survey respondents to the survey did not specify their average length of stay.

Note: The visitor tracking survey data serves as a sample. It does not represent 100% of visitors to the region, and it should not be treated as such.

Figure 10: Accommodation usage in the Weskus, January–December 2025

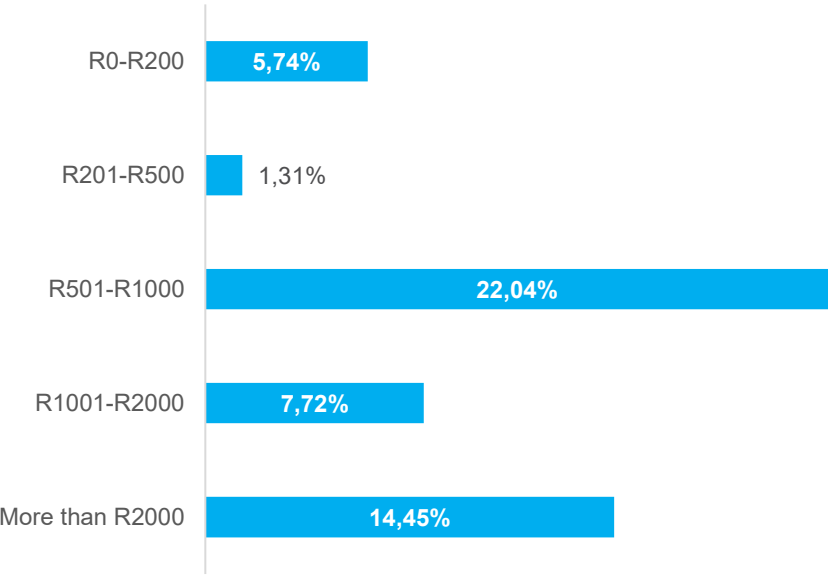


Note: The 15.20% unspecified respondents include the share of day visitors, as well as respondents who did not indicate their accommodation type in the survey.

5. Weskus Visitor Trends & Patterns: Visitor Spending & Information Sources

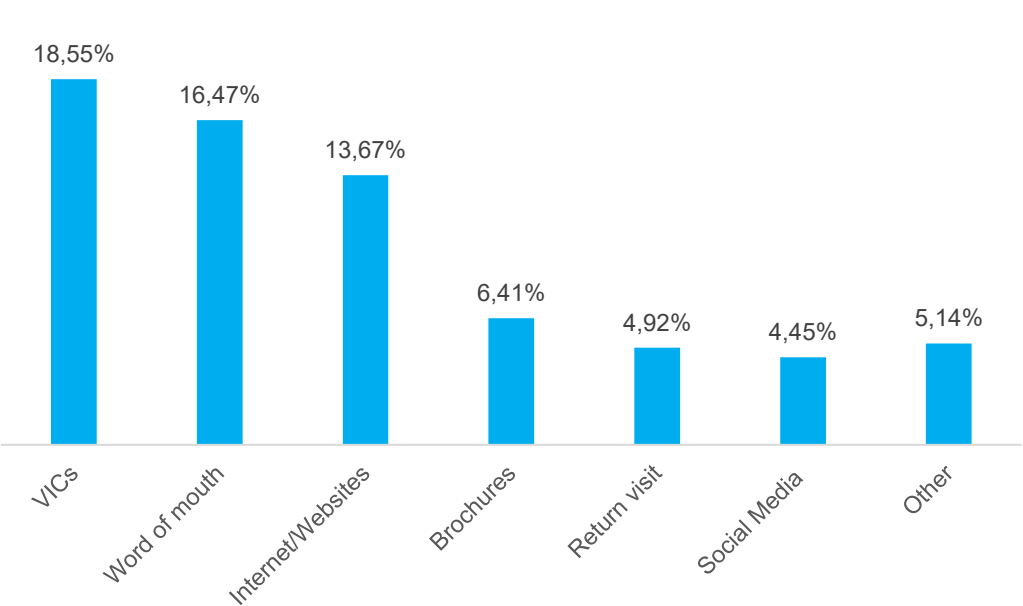
- Around 22% of visitors to the Weskus reported average daily expenditures of R501–R1000, indicating a willingness to invest in their travel experiences. An additional 14% of visitors had spending averages of more than R2000 per day. This can be seen in figure 11.
- Figure 12 illustrates the top information sources used by visitors to the Weskus region: some 19% of visitors used visitor information centres (VICs) while 16% relied on word of mouth recommendations for guidance.

Figure 11: Average daily spend in the Weskus, January–December 2025



Note: 48.74% of survey respondents did not specify their average daily spend.

Figure 12: Top information sources used by visitors to the Weskus, January–December 2025



Note: 30.39% of survey respondents did not specify their information source.
*VICs – Visitor Information Centres

5. Weskus Visitor Trends & Patterns: Mode of Transport

- Figures 13 and 14 provide insight into transportation preferences among domestic and overseas visitors who travelled to the Weskus between January and December 2025. The dominant share of both domestic and overseas visitors opted to use their own motor vehicles to explore the region, while a further 31.47% of overseas visitors opted for rental cars, suggesting a desire for flexibility and independence in their travel plans.

Figure 13: Mode of transport used by domestic visitors, January–December 2025

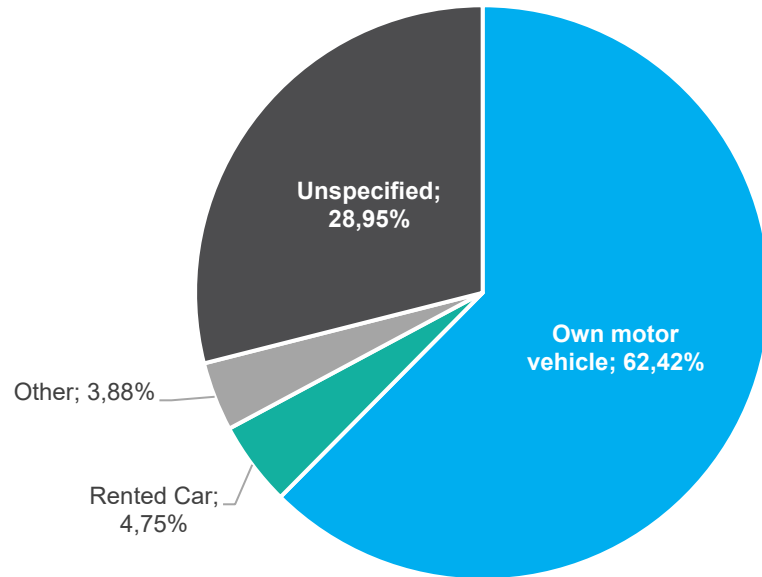
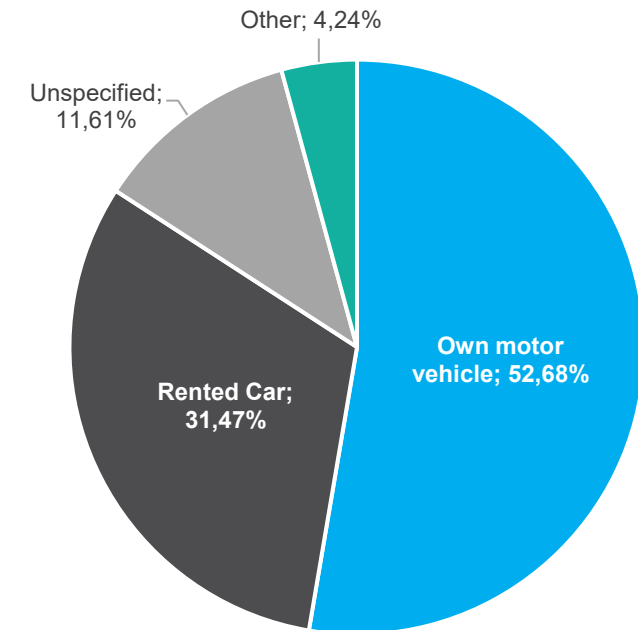


Figure 14: Mode of transport used by overseas visitors, January–December 2025



5. Weskus Visitor Trends & Patterns: Purpose of Visit

- Figure 15 indicates that most visitors (69.28%) travelled to the region for leisure purposes, followed by 18% of respondents who visited the tourism offices for general information about the region. An additional share of visitors travelled to the Weskus to visit friends and relatives and business purposes.
- Among the variety of activities that tourists engaged in during their stay, several stood out as particularly popular. The exploration of the region's diverse wine offerings ranked as a key activity, followed by outdoor activities, shopping, scenic drives and culture/heritage. These activities were in the top five favoured activities. During the period under review, exploring flowers, birding and cuisine emerged as prominent niche activities enjoyed in the region, each known for being unique experiences enjoyed in the Weskus.

Figure 15: Purpose of visit to the Weskus, January–December 2025

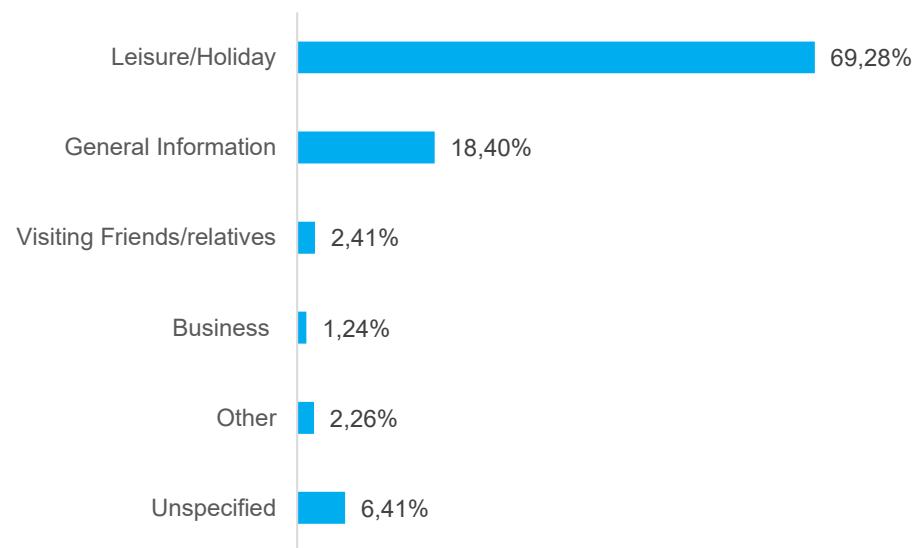
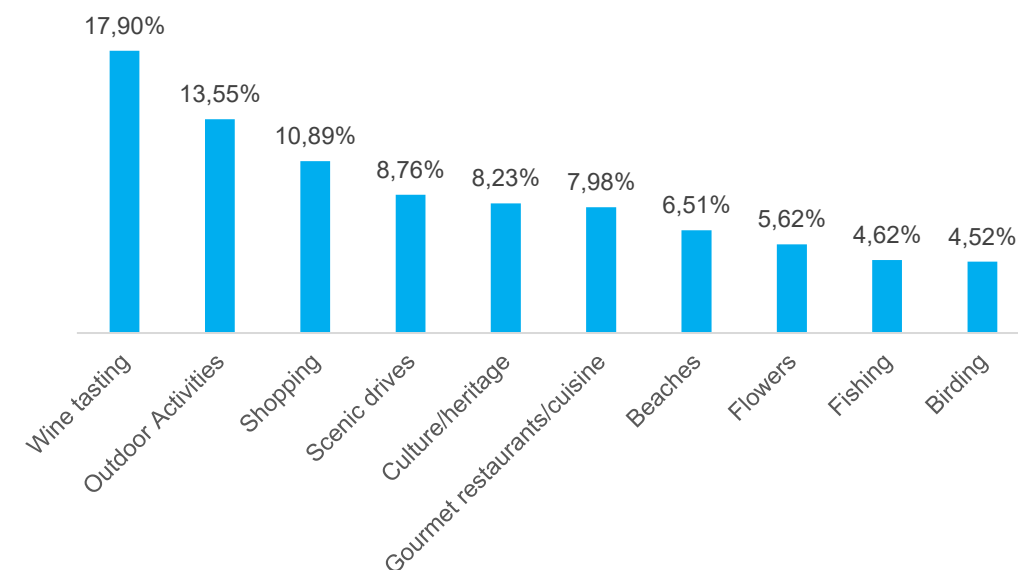


Figure 16: Top activities undertaken by visitors, January–December 2025



6. Weskus Visitor Trends & Patterns by Town

Table 2: Overview of visitor trends and patterns by town, January–December 2025

Tourism indicators	Darling	Lamberts Bay	Malmesbury	Piketberg
% Share domestic visitors	71.23%	99.60%	94.35%	100%
% Share overseas visitors	15.70%	-	5.65%	-
Top international markets	UK (33.60%)	-	UK (46.67%)	-
	Germany (11.20%)		Germany (23.33%)	
Top domestic market	Western Cape (62.08%)	Western Cape (53.78%)	Western Cape (23.95%)	Western Cape (100%)
Main purpose of visit	Leisure/holiday (61.56%)	Leisure/holiday (96.03%)	Leisure/holiday (52.35%)	Leisure/holiday; Business (50.00%)
Age profile of visitors	51–70 years (41.58%)	99.60% of respondents did not specify	51–70 years 51.98%)	21–35 years (50.00%)
	36–50 years (19.10%)		36–50 years (33.33%)	36–50 years (50.00%)
Group size	Pairs (45.10%)	Pairs (58.73%)	Alone (79.66%)	One, threes (50.00% each)
Length of stay	Day visitors (53.64%)	Two nights (66.27%)	Day visitors (100%)	One night (100%)
	One night (9.30%)	Three nights (15.48%)		
Top information sources	Word of mouth (29.40%)	Internet/websites (40.87%)	89.27% did not specify	Word of mouth (50.00%)
	Internet/websites (22.74%)	Word of mouth (19.44%)		Internet/websites (50.00%)
	Return visitors (9.42%)	Social media (15.87%)		
Average daily budget	R0–R200 (19.05%)	More than R2000 (99.20%)	*100% of respondents did not specify	*100% of respondents did not specify
Type of accommodation	Day visitors (52.26%)	Self Catering (53.97%)	Day visitors (100%)	*100% of respondents did not specify
Top activities undertaken in town	Culture/heritage, Cuisine, scenic drives	Cuisine, birding, fishing and wine tasting	*100% of respondents did not specify	Craft food markets, meetings/Incentives

Source: Wesgro Visitor Tracking Survey (2025)

6. Weskus Visitor Trends & Patterns by Town

Table 3: Overview of visitor trends and patterns by town, January–December 2025

Tourism indicators	Porterville	Riebeeek Valley	Velddrif	Vredendal	Yzerfontein
% Share domestic visitors	98.15%	44.09%	90.48%	95.71%	79.92%
% Share overseas visitors	1.85%	55.64%	9.52%	4.29%	20.08%
Top international markets	Germany/France/Belgium (33.33% each)	UK (11.79%)	UK (36.36%)	Germany (33.33%)	Germany (30.00%)
		Netherlands (8.96%)	Germany (27.27%)	France/UK (16.67% each)	UK (18.00%)
Top domestic market	Western Cape (96.86%)	Western Cape (68.45%)	Western Cape (77.99%)	Western Cape (86.57%)	Western Cape (86.43%)
Main purpose of visit	General information (57.41%)	Leisure/holiday (100%)	Leisure/holiday (63.20%)	Leisure/holiday (75.00%)	Leisure/holiday (79.52%)
Age profile of visitors	36–50 years (46.91%)	98.43% of respondents did not specify	36–50 years (54.98%)	36–50 years (88.57%)	36–50 years (46.99%)
	21–35 years (29.01%)		51–70 years (35.93%)	51–70 years (9.29%)	51–70 years (35.74%)
Group size	Pairs (35.19%)	5 & more (52.76%)	Alone (48.92%)	66.43% did not specify	Pairs (46.59%)
Length of stay	Day visitors (95.68%)	One night (18.64%)	Day visitors (66.23%)	Day visitors (34.29%)	Day visitors (56.22%)
	Two nights (1.85%)	Two nights (9.19%)	7 & more nights (14.72%)	Two nights (5.00%)	Two nights (16.87%)
Top information sources	Brochures (64.20%)	Visitor Information Centre (100%)	Brochures (25.11%)	Return visitors (20.71%) *78.57% did not specify	Word of mouth (39.76%)
	Word of mouth (35.19%)		Visitor Information Centre (23.81%)		Internet/websites (16.06%)
	Social media (0.62%)		Internet/website (21.21%)		Visitor Information Centre (12.85%)
Average daily budget	R501–R1000, R1001–R2000 (37.50% each)	R501–R1000 (100%)	R1001–R2000 (26.01%)	*over 90% of respondents did not specify	R1001–R2000 (36.13%)
Type of accommodation	Day visitors (61.11%)	Self Catering (100%)	Day visitors (32.90%)	*72.14% of respondents did not specify	Day visitors (53.82%)
Top activities undertaken in town	Culture/heritage, outdoor activities, scenic drives	Wine tasting, shopping, outdoor activities	Scenic drives, birding, flowers	Flowers, cuisine, scenic drives	Beaches, cuisine, outdoor activities

7. Acknowledgements

Acknowledgements and many thanks go to the Weskus 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 included:

Darling
Lamberts Bay
Malmesbury
Piketberg
Porterville
Riebeek Valley
Velddrif
Vredendal
Yzerfontein

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