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1. About this Report

This report provides an overview of the latest data from local tourism offices in the Weskus between January and December 2024.

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 only participating tourism offices.





2. 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 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 2024, 3,084 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 2024

Towns	Domestic	Overseas	Unspecified	Total
Darling	729	152	2	883
Lamberts Bay	252	0	-	252
Malmesbury	499	37	-	536
Piketberg	94	13	-	107
Porterville	112	4	-	116
Riebeek Valley	91	157	-	248
Velddrif	220	40	-	260
Vredendal	185	6	-	191
Yzerfontein	423	66	2	491
Total	2 605	475	4	3 084

Source: Wesgro Regional Visitor Tracking Survey, 2024



4. Key Insights

- Visitor segment and origin: Between January and December 2024, 84.47% of visitors to the Weskus were domestic, primarily from the Western Cape (78.20%). Overseas visitors accounted for 15.40% of respondents, with the UK (20.63%), Germany (16.63%) and the USA (9.68%) being the leading source markets for visitors to the region.
- Seasonality spread: Domestic visitation peaked in July, August and September, while overseas visitors travelled mainly in February, November and December 2024. Overall, there was an even distribution of visitors travelling to the region from January to December 2024.
- **Demographics:** Key age groups among visitors included those aged 36–50 and 51–70 years, with many travelling in pairs or independently.
- Length of stay: More than 60% of both domestic and 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 either two nights or seven nights and more in the area.
- Information sources: Word of mouth, the internet/websites and visitor information centres, played a crucial role for visitors in 2024, collectively accounting for 40.30% of visitors relying on them for guidance while they were exploring the region. Notably, domestic visitors depended more on word of mouth and the internet/websites to obtain their information, while overseas visitors relied on word of mouth, visitor information centres and the internet/websites to influence their decision to visit the region.
- Transportation and accommodation preferences: Among domestic visitors, 46.49% used their own motor vehicles, while 44.63% of overseas visitors used their own motor vehicles and an additional 33.68% used rental cars, reflecting a preference for flexibility. When observing visitor accommodation preferences, 12.09% of domestic visitors and 42.53% of overseas visitors selected self-catering options in the region.
- Visitor spending: Approximately 14.32% of domestic visitors and 28.84% of overseas visitors spent between R1001 and R2000 per day in the region.
- **Purpose of visit:** Over 80% of visitors travelled to the region for leisure purposes and to enjoy wine tasting, scenic drives, culture/heritage, the local cuisine and shopping. This highlights the region's diverse appeal as a tourist destination.
- Origin of visitors: In 2024, almost all participating Weskus towns reported a higher proportion of domestic visitors. Meanwhile, Riebeek Valley recorded the most overseas visitors (63.31%) for the period under review.
- Activities undertaken by town: Notably, scenic drives, culture/heritage, wine tasting and cuisine were identified as the most popular activities enjoyed across all participating Weskus towns. In addition to the activities highlighted by visitors, the Weskus also attracted a strong influx of visitors during the Weskus flower season which peaks annually between August and September.



5. Weskus Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys



5. Weskus Visitor Trends & Patterns: Origin of Visitors

- Between January and December 2024, the domestic market accounted for a significant share of visitors (84.47%) to the region. In contrast, the overseas market accounted for a smaller but notable 15.40% of visitors. This distribution of visitors is illustrated in Figure 1, highlighting the prominence of local travel.
- Among domestic visitors, a significant 78.20% 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 2, which shows the influx of tourists from the respective domestic provinces.

Figure 1: Share of overseas and domestic visitors, January–December 2024

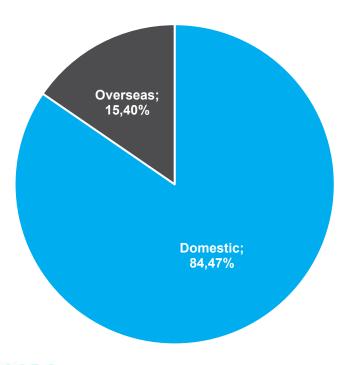
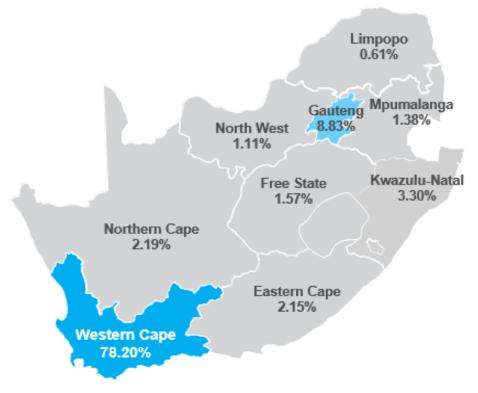


Figure 2: Origin of domestic visitors, January–December 2024

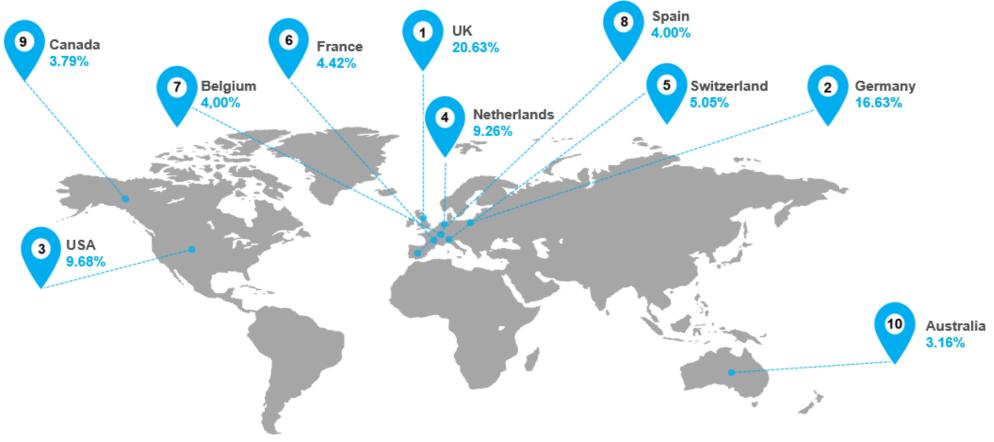


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5. Weskus Visitor Trends & Patterns: Source Markets

• According to Figure 3, the greatest share of overseas travellers visiting the Weskus region in 2024 originated from the UK, which accounted for 20.63% of the overseas visitor sample. Following the UK, Germany ranked as the second largest source of overseas visitors, contributing 16.63% to the overseas sample. In addition, the USA was the third largest overseas source market, accounting for 9.68% of overseas visitors to the region.

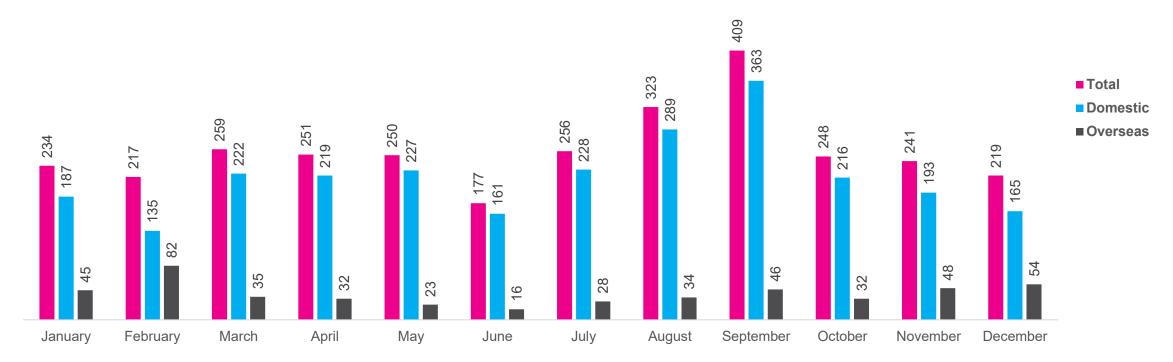
Figure 3: Origin of overseas visitors, January-December 2024



5. Weskus Visitor Trends & Patterns: Seasonality

- Figure 4 shows that visitors to the Weskus region remained relatively even throughout 2024, with a slight peak observed between August and September. A closer look at the data reveals interesting patterns relating to domestic and overseas visitors. There were a greater number of domestic visitors during certain months, especially in July, August and September, possibly influenced by school holidays or local events during the prominent Weskus flower season (August—September annually).
- On the other hand, the flow of overseas visitors into the region displayed a distinct pattern. Their visits were notably concentrated in February, November and December 2024. This pattern indicates that overseas visitors tend to visit the Weskus region predominantly during summer, which coincides with the peak tourism season.

Figure 4: Seasonality spread of visitors to the Weskus Local Tourism Offices, January-December 2024

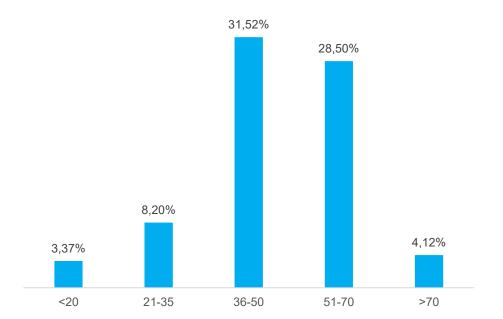




5. Weskus Visitor Trends & Patterns: Visitor Demographics

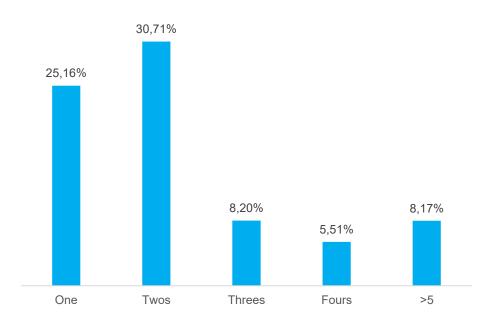
- Figure 5 provides an overview of visitor demographics in the Weskus region in 2024 and shows that most visitors could be categorised in three distinct age groups: 21–35, 36–50, and 51–70 years. These categories were notably the most represented among those who explored the region, highlighting its appeal to a diverse array of visitors.
- Regarding travel group size, the data reveals that a significant portion of these visitors preferred to travel in pairs, constituting 30.71% of total visitors. In addition, a notable 25.16% chose to embark on their travel journey alone, and 8.20% of visitors arrived in groups of three, while a further 8.17% were in groups of more than five This can be seen in Figure 6.

Figure 5: Age group of visitors, January-December 2024



Note: 24.29% of the respondents to the survey did not specify their age profile.

Figure 6: Travel group size of visitors, January–December 2024



Note: 22.24% of the respondents to the survey did not specify their travel group size.



5. Weskus Visitor Trends & Patterns: Length of Stay

- According to Figure 7, more than 60% of respondents were day visitors to the Weskus in 2024, 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, not reflected in the graphs below, highlighted clear differences in the travel behaviour of domestic versus overseas visitors. The data revealed that domestic travellers largely took day trips to the Weskus, followed by a share of visitors who enjoyed an average of two nights in the region. In contrast, overseas visitors reflected a longer average length of stay, with most spending an average of seven nights and more in the region.
- Figure 8 provides a broader perspective on the types of accommodation used by both domestic and overseas visitors. The data reveals that a large proportion of visitors enjoyed self-catering establishments as their preferred type of accommodation, followed by B&Bs and guest houses. The "other" categories included in the findings were hotels, holiday houses, timeshares, backpackers and rented houses/apartments.

Figure 7: Average length of stay in the Weskus region, January-December 2024

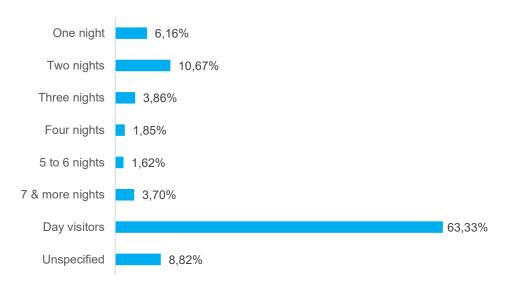
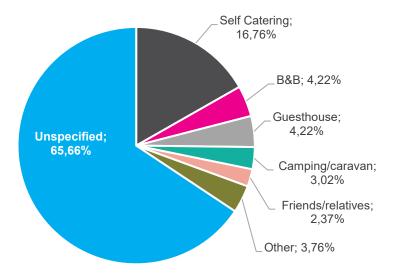




Figure 8: Accommodation usage in the Weskus, January-December 2024

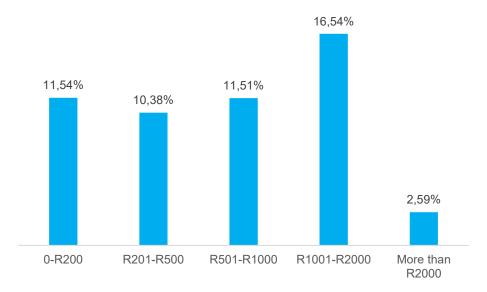


Note: The 65.66% unspecified respondents includes the share of day visitors, as well as respondents, who did not indicate their accommodation type in the survey.

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

- Around 16.54% of visitors to the Weskus reported daily expenditures of R1001–R2000 on average, indicating a willingness to invest in their travel experiences. An additional 11% of visitors had daily spending averages of up to R200 and R501–R1000, respectively.
- A deeper analysis of the survey responses not reflected in the graphs below revealed that word of mouth significantly influenced the decision-making process of overseas visitors who considered a trip to the region in 2024. This suggests that the positive impressions shared by friends and family lead to the decision to travel, with visitor information centres serving as a secondary but still vital information source. Interestingly, for domestic tourists, word of mouth played an equal role in influencing their visits, followed by a substantial share who obtained information from the internet/websites.

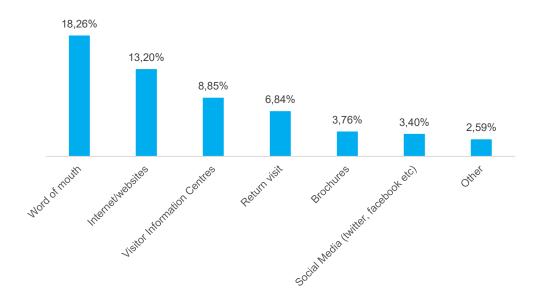
Figure 9: Average daily spend in the Weskus, January-December 2024



Note: 47.44% of the respondents to the survey did not specify their average daily spend.



Figure 10:Top information sources used by visitors to the Weskus, January-December 2024

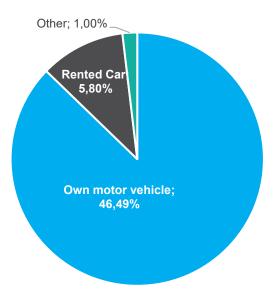


Note: 43.09% of the respondents to the survey did not specify their top information source.

5. Weskus Visitor Trends & Patterns: Mode of Transport

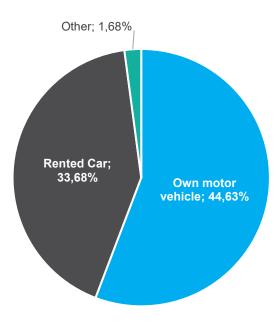
• Figures 11 and 12 provide insight into transportation preferences among domestic and overseas visitors who travelled to the Weskus. Over 40% of both domestic and overseas visitors opted to use their own motor vehicles to explore the region, and a further 33.68% of overseas visitors opted for rental cars, suggesting a desire for flexibility and independence in their travel plans.

Figure 11: Mode of transport used by domestic visitors, January–December 2024



Note: 46.72% of the respondents to the survey did not specify their mode of transport.

Figure 12: Mode of transport used by overseas visitors, January-December 2024



Note: 20.00% of the respondents to the survey did not specify their mode of transport.



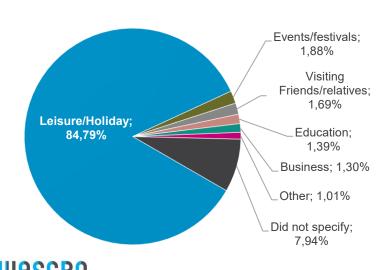
5. Weskus Visitor Trends & Patterns: Purpose of Visits

- Figure 13 indicates that most tourists visited the region for leisure purposes (84.79%), followed by a smaller yet significant share who were drawn to the region for events/festivals, to visit friends and family and for 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 vibrant and diverse wine offerings emerged as a key highlight, followed by scenic drives, cultural
 and heritage experiences, and exploring the region's local cuisine. Birding and visiting the Weskus flowers emerged among
 the top activities enjoyed in the region, each of these activities are renowned for being unique experiences enjoyed in the
 Weskus.

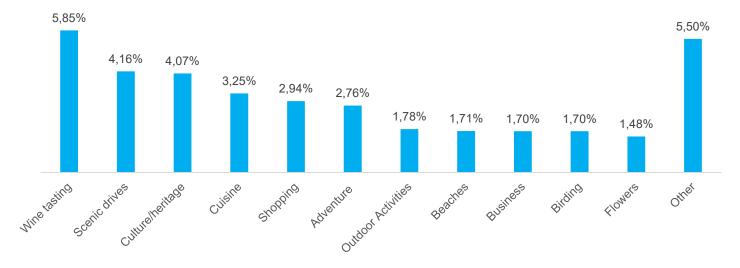


Figure 13: Purpose of visit to the Weskus, January–December 2024

Figure 14: Top activities undertaken by visitors, January–December 2024



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Note: 63.10% of the respondents to the survey did not specify their activities undertaken in the region.

6. Weskus Visitor Trends & Patterns by Town

Table 2: Overview of visitor trends and patterns by town, January–December 2024

Tourism indicators	Darling	Lamberts Bay	Malmesbury	Piketberg
% Share domestic visitors	82.56%	100%	93.10%	87.85%
% Share overseas visitors	17.21%	*Visitors did not specify	6.90%	12.15%
Top international markets	UK (26.97%)	*Visitors did not specify	UK (40.54%)	UK (15.38%)
	Germany (17.76%)	visitors and not specify	Germany (18.92%)	Other (23.08%)
Top domestic market	Western Cape (68.04%)	Western Cape (46.43%)	Western Cape (98.00%)	Western Cape (75.53%
Main purpose of visit	Leisure / Holiday (59.91%)	Leisure / Holiday (99.21%)	Leisure / Holiday (98.13%)	Leisure / Holiday (98.13%)
Age profile of visitors	51–70 (39.75%)	*Visitors did not specify	36–50 (51.31%)	51–70 (56.07%)
	36–50 (22.99%)	visitors and not specify	51–70 (34.70%)	36–50 (22.43%)
Group size	Pairs (39.86%)	Pairs (55.56%)	Alone (86.01%)	Pairs (60.75%)
Length of stay	1 night (19.53%)	2 nights (60.71%)	*Visitors did not specify	5 to 6 nights (33.33%)
Top information sources	Word of mouth (27.75%)	Internet / Websites (38.89%)		Visitor Information Centres (53.27%)
	Internet / Websites (19.93%)	Word of mouth (17.06%)	*Over 90% of visitors did not specify	Word of mouth (33.64%)
	Return visit (10.42%)	Travel Agent / Tour Operator (14.29%)		Internet / Websites (13.08%)
Average daily budget	R1001-R2000 (21.52%)	R1001-R2000 (56.35%)		0-R200 (79.44%)
	R201-R500 (18.69%)	R501-R1000 (22.22%)	*Over 80% of visitors did not specify	R201-R500 (13.08%)
	0-R200 (8.49%)	More than R2000 (19.84%)		R1001-R2000 (3.74%)
Average budget for accommodation	0-R200 (16.76%) R1001-R2000 (8.15%)	R5001-R10 000 (55.95%) R1001-R2000 (18.65%)	*Over 80% of visitors did not specify	R201-R500 (7.48%) R1001-R2000 (5.61%)
Type of accommodation	Guesthouse (7.93%) *Over 70% of visitors did not specify	Self-catering (43.25%) B&B (17.46%)	*Visitors did not specify	Self-catering (7.48%) *Over 70% of visitors did not specify
Top activities undertaken in town	Culture/heritage / Cuisine / Scenic drives / Wine tasting / Flowers / National Parks & Nature reserves	Cuisine / Birding / Wine tasting / Beaches	*Over 80% of visitors did not specify	Scenic drives / Business / Crafts/food markets



6. Weskus Visitor Trends & Patterns by Town

Table 3: Overview of visitor trends and patterns by town, January–December 2024

Tourism indicators	Porterville	Riebeek Valley	Velddrif	Vredendal	Yzerfontein
% Share domestic visitors	96.55%	36.69%	84.62%	96.86%	86.15%
% Share overseas visitors	3.45%	63.31%	15.38%	3.14%	13.44%
Top international markets	Germany (50.00%)	Spain (11.46%)	UK, USA & Germany (22.50% respectively)	(4000/)	UK (27.27%)
	Netherlands (25.00%)	UK (8.28%)	Netherlands (20.00%)	Germany (100%)	Germany (22.73%)
Top domestic market	Western Cape (90.18%)	Western Cape (60.44%)	Western Cape (86.82%)	Western Cape (85.41%)	Western Cape (84.87%)
Main purpose of visit	Leisure / Holiday (75.00%)	Leisure / Holiday (100%)	Leisure / Holiday (86.92%)	Leisure / Holiday (85.86%)	Leisure / Holiday (97.76%)
Age profile of visitors	36–50 (51.72%)	*\ /initana dial matamanifi.	36–50 (51.92%)	36–50 (83.25%)	51–70 (33.81%)
	51–70 (24.14%)	*Visitors did not specify	51–70 (25.00%)	51–70 (12.04%)	36–50 (23.63%)
Group size	Alone (56.03%)	5 & more (48.79%)	Alone / Pairs (44.62% respectively)	Pairs (14.66%)	Pairs (27.90%)
Length of stay	1 night (38.89%)	2 nights (50.85%)	7 & more nights (39.56%)	2 nights (36.59%)	7 & more nights (24.29%)
Top information sources	Brochures (47.41%)	Visitor Information Centres (48.79%)	Internet / Websites (29.23%)	*Over 80% of visitors did not specify	*Over 80% of visitors did not specify
	Word of mouth (42.24%)	Word of mouth (E4 240/)	Return visit (21.92%)		
	Visitor Information Centres (4.31%)	Word of mouth (51.21%)	Brochures (14.23%)		
	0-R200 (80.17%)	R1001-R2000 (59.27%)	0-R200 (39.62%)	R501-R1000 (15.18%)	R201-R500 (13.03%)
Average daily budget	D204 D500 (42 070/)	DE04 D4000 (40 700/)	R501-R1000 (37.31%)	D4004 D2000 (9.009/)	R501-R1000 (6.11%)
	R201–R500 (12.07%)	R501-R1000 (40.73%)	R201-R500 (22.31%)	R1001–R2000 (8.90%)	
Average budget for accommodation	*Over 80% of visitors did not specify	R501-R1000 (91.94%)	R1001-R2000 (19.62%) R501-R1000 (8.08%)	*Over 80% of visitors did not specify	*Over 80% of visitors did not specify
Type of accommodation	Second home / holiday house (24.14%) B&B (6.03%)	Self-catering (100%)	Self-catering (10.00%) / Timeshare (8.08%) *Over 60% of visitors did not specify	Camping/Caravan (24.61%) B&B (10.99%)	Self-catering (14.66%) *Over 80% of visitors did not specify
Top activities undertaken in town	Outdoor activities / Adventure / Culture/heritage	Wine tasting / Shopping / Adventure / Outdoor activities	Scenic drives / Business / Birding / Fishing	Flowers / Business / Cuisine / Wine tasting	Scenic drives / Outdoor activities / Business



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



