



# Weskus Tourism Visitor Trends

January–June 2025

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# 1. About this Report

This report provides an overview of the latest data from local tourism offices in the Weskus region between January and June 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 June 2025, 1,212 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 June 2025

Town	Domestic	Overseas	Unspecified	Total
Darling	262	67	1	330
Malmesbury	245	19	0	264
Riebeeck Valley	61	75	0	136
Lamberts bay	122	0	0	122
Velddrif	107	13	0	120
Yzerfontein	88	26	0	114
Porterville	68	3	0	71
Vredendal	51	2	0	53
Piketberg	2	0	0	2
<b>Total</b>	<b>1 006</b>	<b>205</b>	<b>1</b>	<b>1 212</b>

Source: Wesgro Regional Visitor Tracking Survey (2025)

# 4. Key Insights

- **Visitor segment and origin:** Between January and June 2025, 83.00% of visitors to the Weskus region were domestic visitors, primarily from the Western Cape (68.39%). Overseas visitors accounted for 16.91% of respondents: the UK, with a share of 27.32% of visitors, Germany (16.10%) and the Netherlands (10.24%) were the leading source markets for visitors to the region.
- **Seasonality spread:** Domestic visitation peaked in January, February and April, while overseas visitors travelled mainly during the first quarter between January and March 2025. Overall, there was an even distribution of visitors travelling to the region from January to June 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 60% of domestic visitors and around 33% 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 in the area.
- **Information sources:** Word of mouth, the internet/websites and visitor information centres played a crucial role for visitors in 2025, collectively accounting for 47% 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 reflected a strong reliance on visitor information centres and the internet/websites to influence their decision to visit the region.
- **Transportation and accommodation preferences:** Among domestic visitors, 61.43% used their own motor vehicles, while overseas visitors used a mix of their own motor vehicles (43.41%) and rental cars (38.05%), reflecting a preference for flexibility. When observing visitor accommodation preferences, 16.40% of domestic visitors and 42.93% of overseas visitors selected self-catering options in the region.
- **Visitor spending:** Approximately 20.58% of domestic visitors and 55.61% of overseas visitors spent between R501 and R1000 per day in the region.
- **Purpose of visit:** Over 80% of visitors travelled to the region for leisure purposes and to enjoy shopping, outdoor activities, wine tasting, scenic drives and the local beaches. This highlights the region's diverse appeal as a tourist destination.
- **Origin of visitors by participating town:** During the first half of 2025, all participating Weskus towns reported a higher proportion of domestic visitors.
- **Activities undertaken by town:** Notably, scenic drives, culture/heritage, wine tasting, adventure, outdoor activities and cuisine were identified as the most popular activities enjoyed across participating Weskus towns, with additional interest in niche activities such as birding, fishing and local craft/food markets.

A scenic view of a coastline with mountains and the ocean. The mountains are in the background, and the ocean is in the foreground. The sky is clear and blue.

## 5. Weskus Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

Review period: January–June 2025

# 5. Weskus Visitor Trends & Patterns: Origin of Visitors

- Between January and June 2025, the domestic market accounted for a significant share of visitors (83.00%) to the region, while the overseas market accounted for a smaller but notable 16.91% of visitors. This distribution of visitors is illustrated in Figure 3, highlighting the prominence of local travel.
- Among domestic visitors, nearly 70.00% 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–June 2025

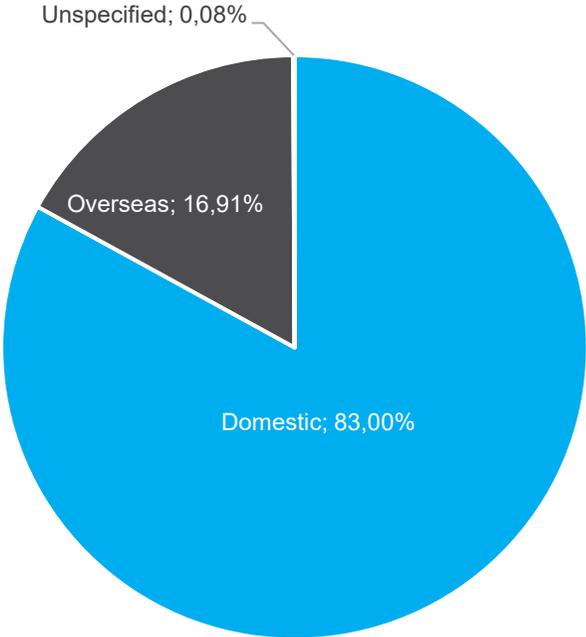
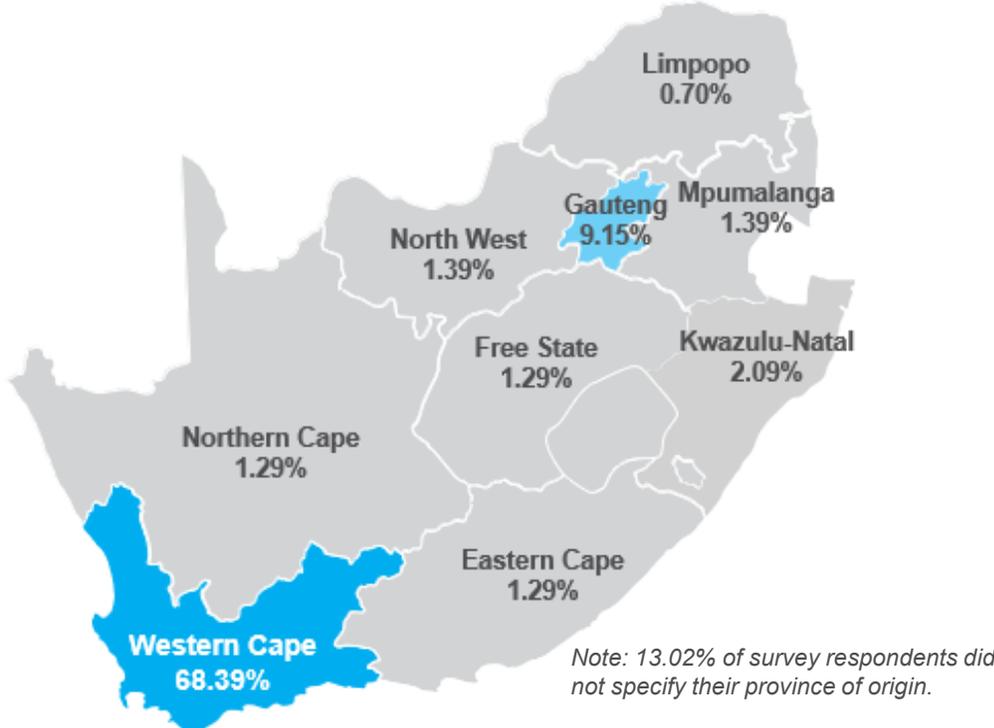


Figure 4: Origin of domestic visitors, January–June 2025



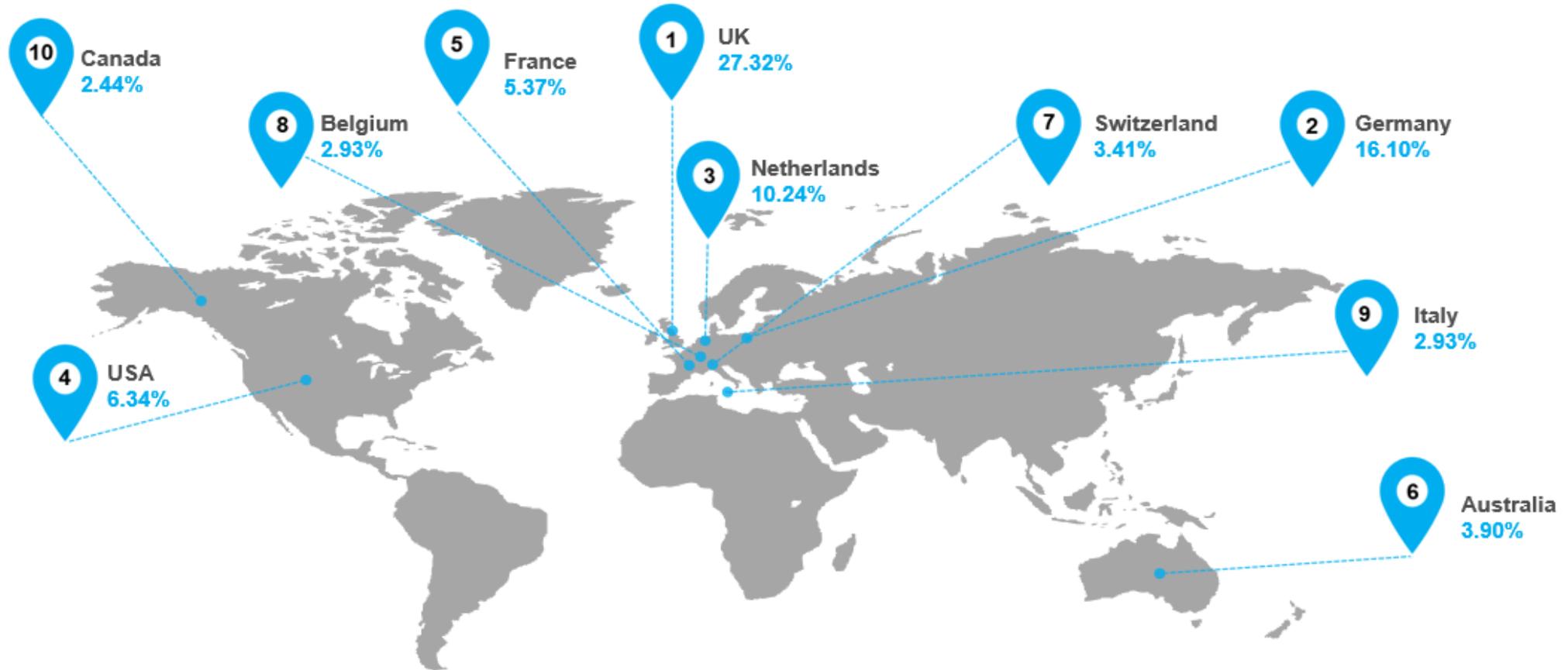
Note: 13.02% of survey respondents did not specify their province of origin.

Source: Wesgro Visitor Tracking Survey (2025)

# 5. Weskus Visitor Trends & Patterns: Source Markets

- According to Figure 5, the greatest share of overseas travellers visiting the Weskus region between January and June 2025 originated from the UK, which accounted for 27.32% of the overseas visitor sample. Following the UK, Germany ranked as the second-largest source of overseas visitors, contributing 16.10% to the overseas sample. In addition, the Netherlands was the third-largest overseas source market, accounting for 10.24% of overseas visitors to the region.

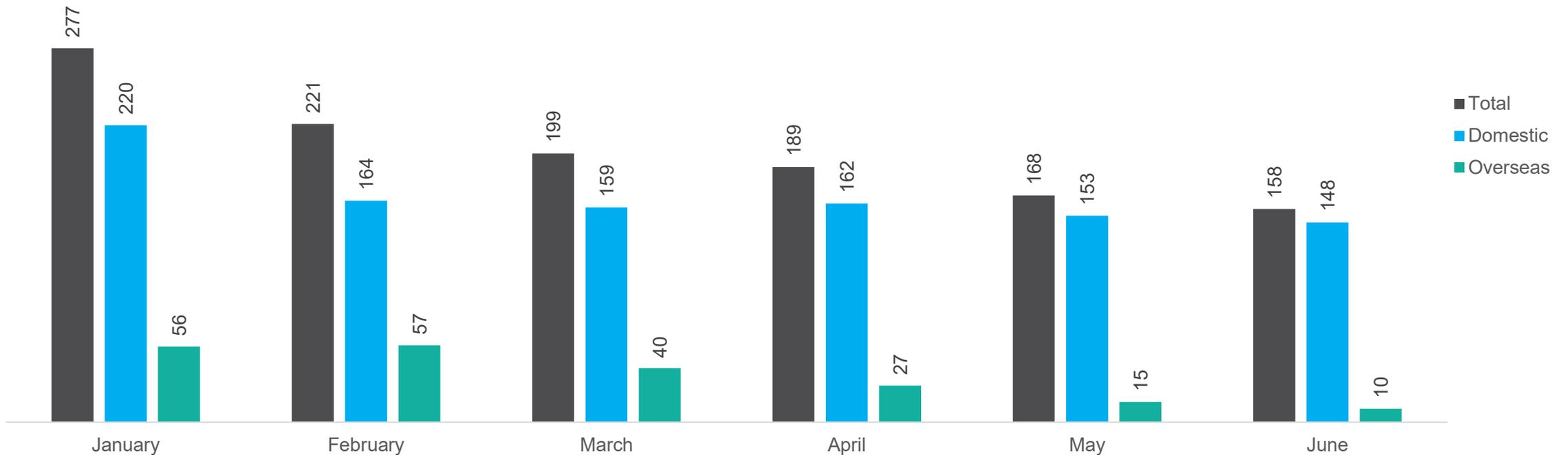
Figure 5: Origin of overseas visitors, January–June 2025



# 5. Weskus Visitor Trends & Patterns: Seasonality

- Figure 6 shows that visitors to the Weskus region remained relatively even in the first six months of 2025; with a slight peak observed between January and March. A closer look at the data reveals interesting patterns relating to domestic and overseas visitors. There were a greater number of domestic visitors during January, possibly influenced by school holidays.
- On the other hand, the flow of overseas visitors was notably concentrated in January and February 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.

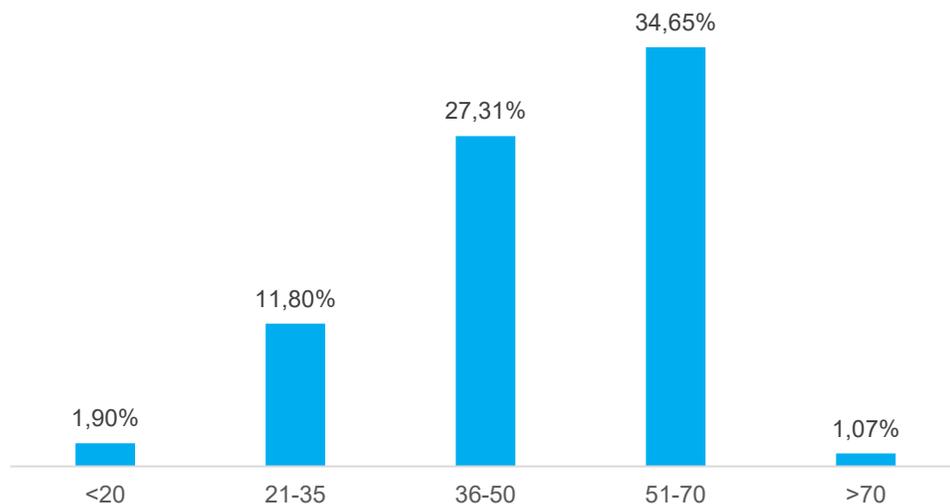
Figure 6: Seasonality spread of visitors to the Weskus Local Tourism Offices, January–June 2025



# 5. Weskus Visitor Trends & Patterns: Visitor Demographics

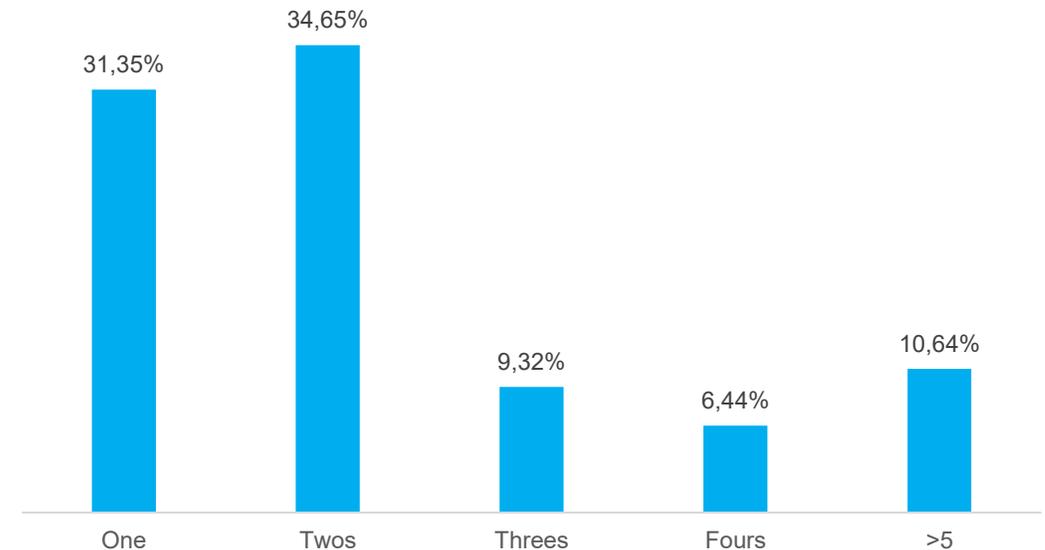
- Figure 7 provides an overview of visitor demographics in the Weskus region between January and June 2025 and shows that most visitors could be categorised in three distinct age groups: 21–35 years, 36–50 years, and 51–70 years. These categories were notably the most represented among those who explored the region, highlighting its appeal to a diverse array of visitor groups.
- Regarding travel group size, the data reveals that a significant portion of visitors preferred to travel in pairs, constituting 34.65% of total visitors. In addition, a notable 31.35% chose to embark on their travel journey alone and 9.32% of visitors arrived in groups of three, while a further 10.64% were in groups of more than five. This can be seen in Figure 8.

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



Note: 23.27% of survey respondents did not specify their age profile.

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

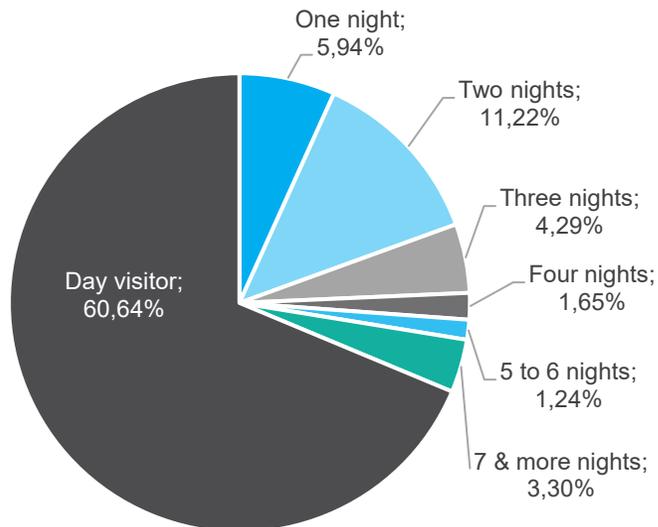


Note: 7.59% of survey respondents did not specify their travel group size.

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

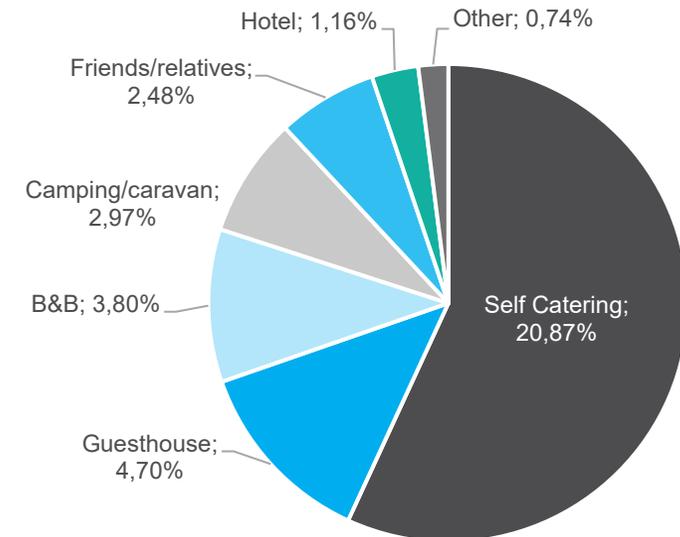
- According to Figure 9, more than 60% of respondents were day visitors to the Weskus from January to June 2025, which underlines the region’s ease of access and close proximity to Cape Town. Among the visitors who indicated they had stayed overnight, over 10% stayed in the region for two nights, highlighting the region’s popularity for weekend stays.
- A deeper analysis of the data, not reflected in the graphs below, revealed that both domestic and overseas visitors largely took day trips to the Weskus between January and June 2025, followed by a share of domestic visitors who enjoyed an average of two nights in the region; while a further 15.61% of overseas visitors stayed for an average of one night over the same period.
- Figure 10 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 those who stayed at guest houses and B&Bs.

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



Note: 11.72% of survey respondents to the survey did not specify their average length of stay.

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

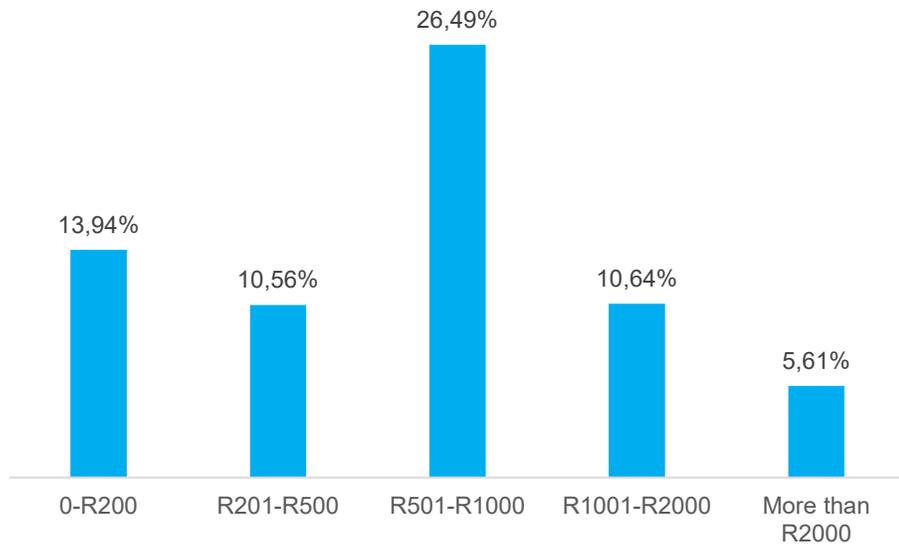


Note: The 63.28% unspecified respondents include the share of day visitors, as well as respondents who did not indicate their accommodation type in the survey.

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

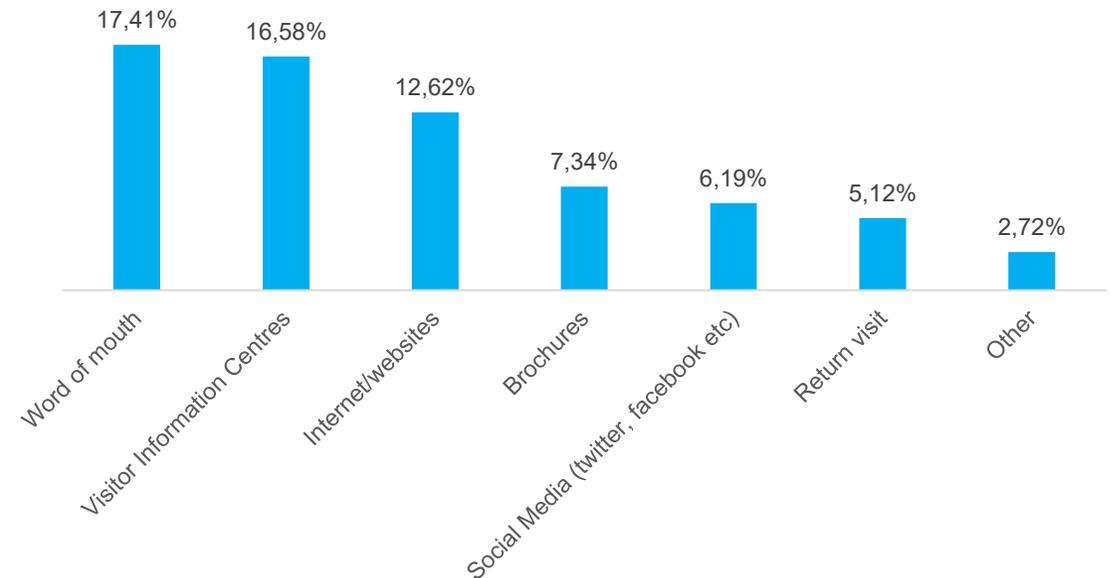
- Around 26% of visitors to the Weskus reported average daily expenditures of R501–R1000, indicating a willingness to invest in their travel experiences. An additional 11% of visitors had daily spending averages of up to R201–R500 and R1001–R2000, respectively. This can be seen in figure 11.
- Figure 12 illustrates the top information sources used by visitors to the Weskus region: some 47% of visitors used word of mouth, the visitor information centres and the internet/websites for guidance.

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



Note: 32.76% of survey respondents did not specify their average daily spend.

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



Note: 32.01% of survey respondents did not specify their information source.

# 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 June 2025. The dominant share of both domestic and overseas visitors opted to use their own motor vehicles to explore the region, and a further 38.05% 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–June 2025

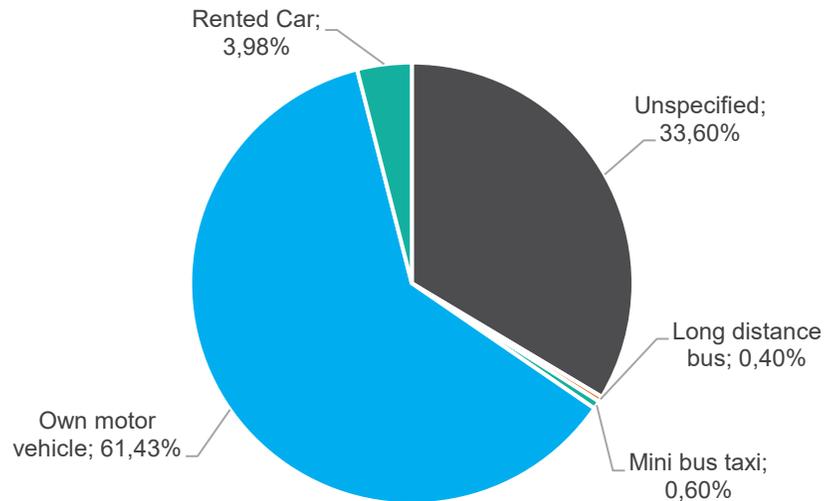
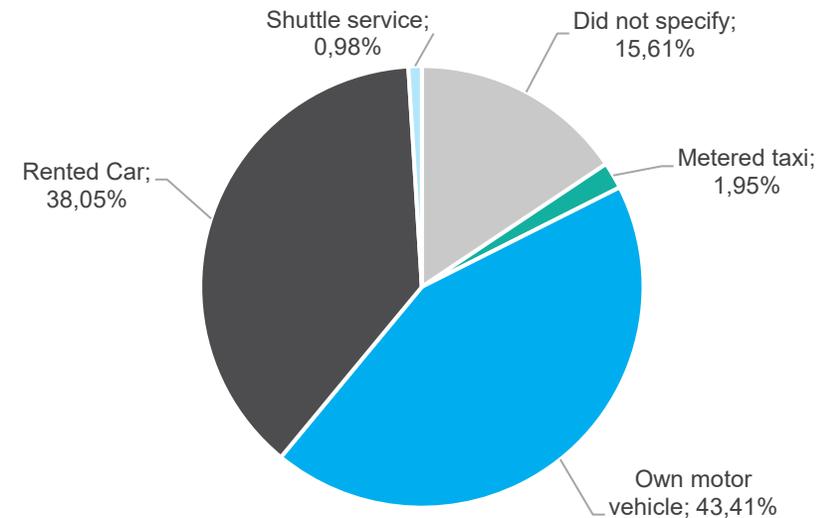


Figure 14: Mode of transport used by overseas visitors, January–June 2025



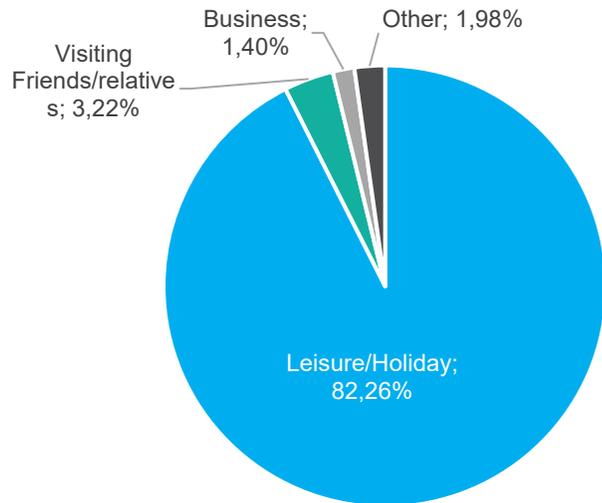
# 5. Weskus Visitor Trends & Patterns: Purpose of Visit

Figure 15 indicates that most visitors (82.26%) travelled to the region for leisure purposes, followed by a smaller yet significant share who were drawn to the region 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 local offerings through shopping emerged as a key highlight, followed by outdoor activities, wine tasting, scenic drives and beaches, these activities were in the top five of the favoured activities. During the period under review, culture/heritage, birding, cuisine and golf 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–June 2025

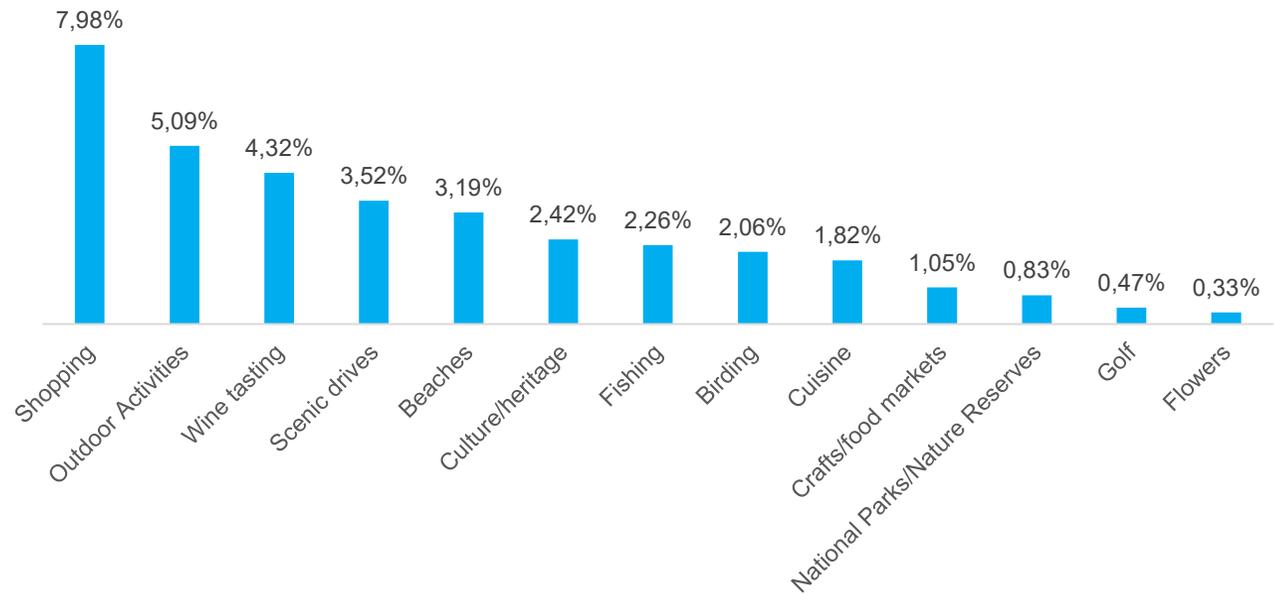


Note: 11.14% of survey respondents did not specify their main purpose of visit to the region.



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

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



Note: 63.94% of survey respondents did not specify their activities undertaken in the region.

Source: Wesgro Visitor Tracking Survey (2025)

# 6. Weskus Visitor Trends & Patterns by Town

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

Tourism indicators	Darling	Lamberts Bay	Malmesbury	Piketberg
% Share domestic visitors	79.39%	100%	92.80%	100%
% Share overseas visitors	20.30%	*Visitors did not specify	7.20%	*Visitors did not specify
Top international markets	UK (38.81%)	*Visitors did not specify	UK (52.63%)	*Visitors did not specify
	Netherlands (13.43%)		Germany (21.05%)	
Top domestic market	Western Cape (64.12%)	Western Cape (59.02%)	Western Cape (48.98%)	Western Cape (100%)
Main purpose of visit	Leisure / Holiday (66.97%)	Leisure / Holiday (93.44%)	Leisure / Holiday (82.58%)	Leisure / Holiday, business (50% each)
Age profile of visitors	51–70 (51.52%)	*Visitors did not specify	51–70 (57.95%)	21–35 (50.00%)
	21–35 (22.42%)		36–50 (28.79%)	36–50 (50.00%)
Group size	Pairs (48.79%)	Pairs (61.48%)	Alone (81.44%)	Alone, threes (50.00% each)
Length of stay	1 night; 2 nights (6.36% each)	2 nights (64.75%)	*Visitors did not specify	1 night (100%)
Top information sources	Word of mouth (33.64%)	Internet / Websites (31.97%)	*Visitors did not specify	Internet/websites and word of mouth (50.00% each)
	Internet / Websites (23.33%)	Social Media (27.87%)		
	Return visit (11.82%)	Travel Agent/Tour Operator & Word of mouth (14.75% each)		
Average daily budget	R201–R500 (26.67%)	R1000–R2000 (45.90%)	*Visitors did not specify	0-R200 & R201-R500 (50.00% each)
Average budget for accommodation	0–R200 (19.39%)	R5001–R10 000 (59.02%)	*Visitors did not specify	*Visitors did not specify
Type of accommodation	Guesthouse (6.67%) *Over 60% of visitors did not specify	Self-catering (57.38%) Guesthouse (20.49%)	*Visitors did not specify	*Visitors did not specify
Top activities undertaken in town	Culture/heritage / Cuisine / Scenic drives	Cuisine / Fishing / Wine tasting	*Visitors did not specify	Business / Crafts/food markets

# 6. Weskus Visitor Trends & Patterns by Town

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

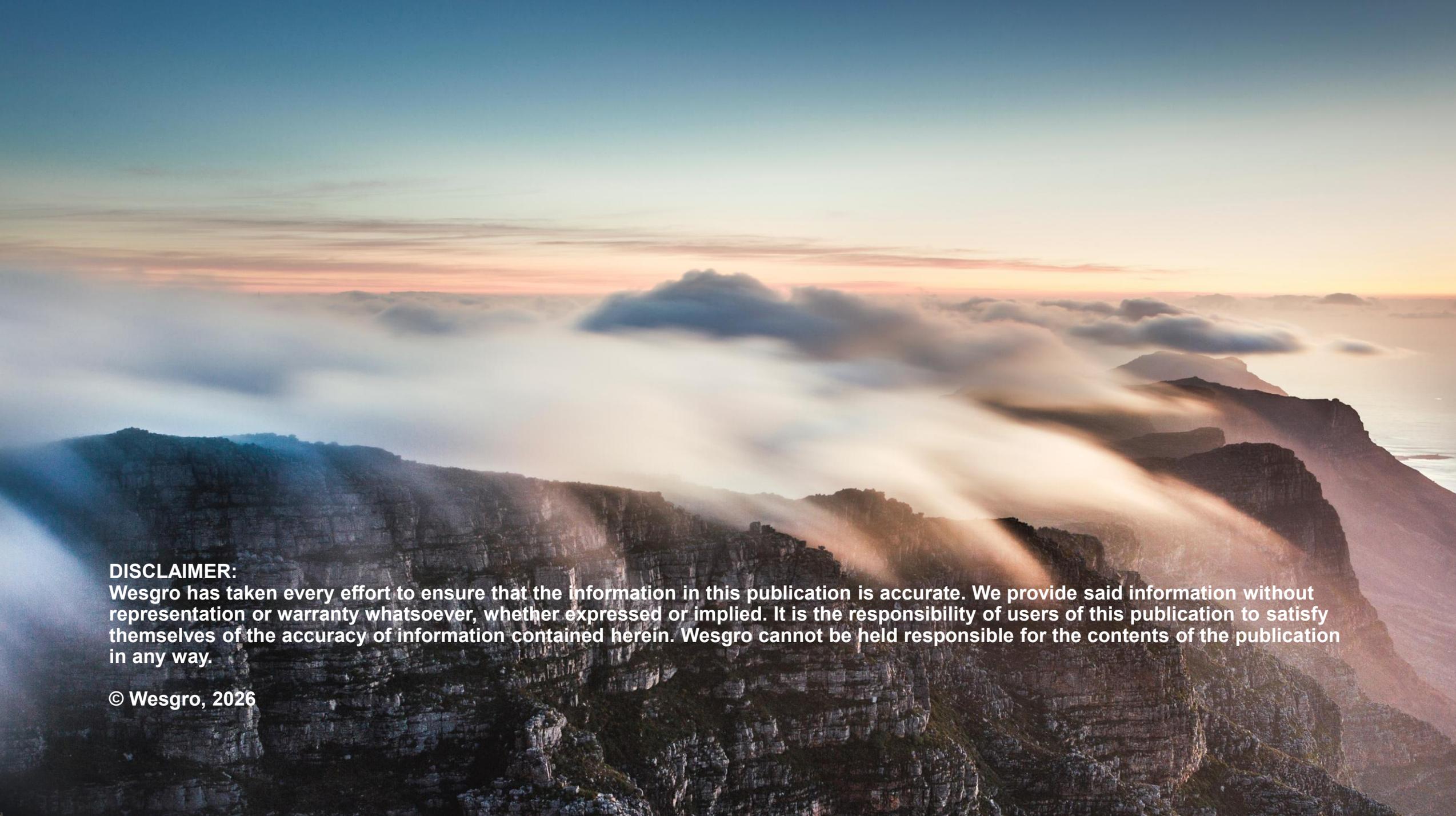
Tourism indicators	Porterville	Riebeeek Valley	Velddrif	Vredendal	Yzerfontein
% Share domestic visitors	95.77%	44.85%	89.17%	96.23%	77.19%
% Share overseas visitors	4.23%	55.15%	10.83%	3.77%	22.81%
Top international markets	Belgium, France, Germany (33.33% each)	UK (12%)	UK (38.46%)	Germany (100%)	Germany (42.31%)
		Netherlands (9.33%)	Germany (23.08%)		UK (23.08%)
Top domestic market	Western Cape (94.12%)	Western Cape (70.49%)	Western Cape (80.37%)	Western Cape (92.16%)	Western Cape (97.73%)
Main purpose of visit	Leisure / Holiday (83.10%)	Leisure / Holiday (100%)	Leisure / Holiday (87.50%)	Leisure / Holiday (83.02%)	Leisure / Holiday (86.84%)
Age profile of visitors	36–50 (49.30%)	*Visitors did not specify	36–50 (61.67%)	36–50 (90.57%)	36–50 (42.11%)
	21–35 (29.58%)		51–70 (28.33%)	51–70 (5.66%)	51–70 (40.35%)
Group size	Alone (50.70%)	5 & more (64.71%)	Alone (50.83%)	Pairs (24.53%)	Pairs (36.84%)
Length of stay	1 night (2.82%)	1 nights (23.53%)	7 & more nights (10.83%)	2 nights (7.55%)	2 nights (11.40%)
Top information sources	Brochures (70.42%)	Visitor Information Centres (100%)	Brochures (25.00%)	Return visits (16.98%) *Over 80% of visitors did not specify	Word of mouth (46.49%)
	Word of mouth (29.58%)		Visitor Information Centres (25.00%)		Visitor Information Centres (10.53%)
			Internet/websites (20.00%)		Internet/websites (9.65%)
Average daily budget	0–R200 (91.55%)	R500–R1000 (100%)	0–R200 (42.50%)	R501–R1000 (22.64%)	R1000–R2000 (30.70%)
Average budget for accommodation	*Over 90% of visitors did not specify	R501–R1000 (100%)	R1001–R2000 (18.33%)	*Over 90% of visitors did not specify	R1000–R2000 (15.79%)
Type of accommodation	*Over 90% Visitors did not specify	Self-catering (100%)	Self-catering (12.50%), Camping/Caravan (10.00%) *Over 60% of visitors did not specify	Camping/Caravan (26.42%) *Over 60% of visitors did not specify	Self-catering (14.04%) *Over 60% of visitors did not specify
Top activities undertaken in town	Outdoor activities / Adventure / Culture/heritage	Wine tasting	Scenic drives / Business / Birding	Flowers / Cuisine / Wine tasting	Cuisine / Beaches / Wine tasting

# 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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