

Weskus Tourism Visitor Trends

January – June 2023



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1. Executive Summary

- The period highlighted in this report (Jan – Jun 2023) indicates that the largest proportion of travellers to the Weskus originated from the domestic market (80.7%), in particular from within the Western Cape province (73.0%).
- The overseas market accounted for 19.3% of visitors over the period, led by the United Kingdom, Germany and the Netherlands in the top three positions.
- Over 90% of visitors travelled to the Weskus for holiday, 2.9% travelled for business and 2.5% visited friends and family.
- 65.1% of visitors took day trips to the Weskus while overnight stays accounted for 34.9%. Of those who indicated overnight stays, one and two nights ranked as the most popular choices. The age groups 36-50 and 51-70 years ranked as the most prominent amongst respondents, and the largest proportion of visitors travelled to the region in pairs or on their own.
- The West Coast National Park welcomed 55,830 visitors between January and June 2023 and stands at 49.7% recovery when compared to Jan – Jun 2019. By month, January ranked as the best performing month for the park, accounting for the highest volume of visitors (22,309), as well as the strongest recovery against 2019 (64.7% recovery).
- !Khwa ttu welcomed a total of 10,210 visitors between January and June 2023 and increased by 30.8% when compared to the same period in 2022. Against Jan – Jun 2019, !Khwa ttu fully recovered across the six-month period, apart from March, which stood at 95% recovery as of June 2023.



2. Methodology and Sample Size

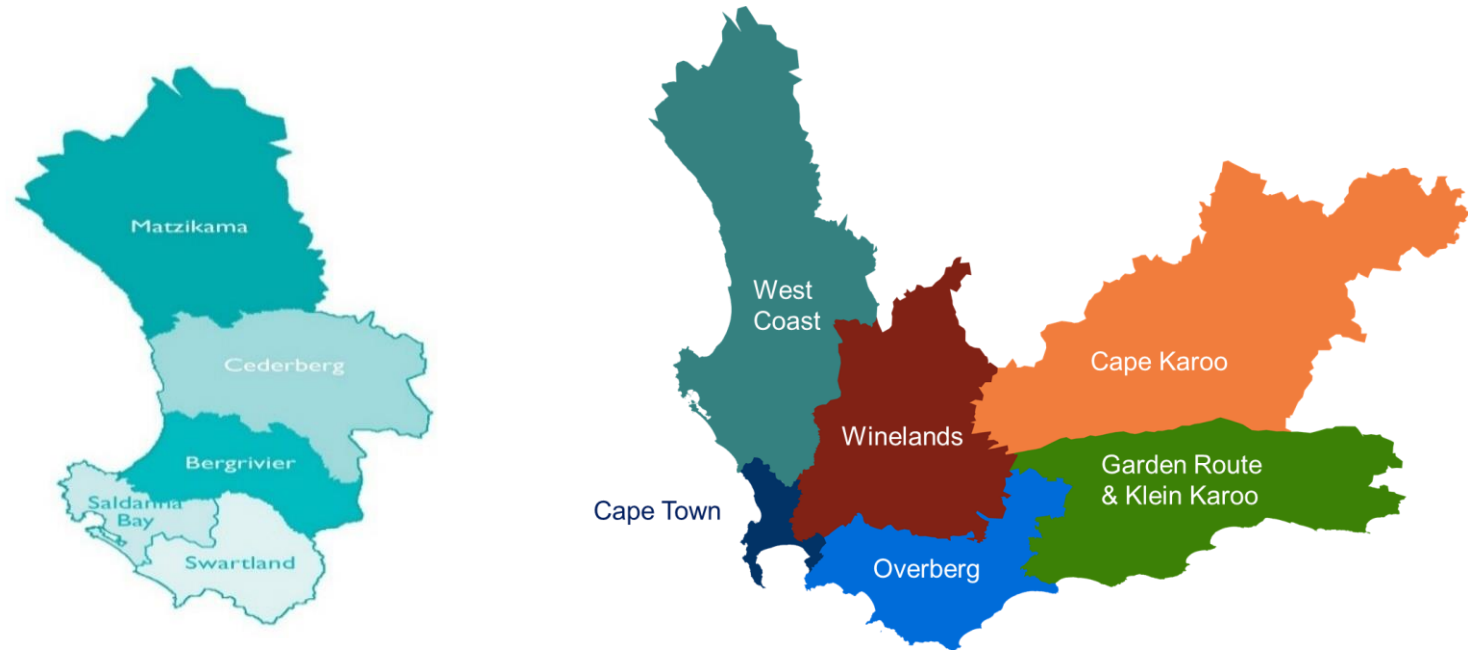
This report provides an overview of the tourism trends and patterns in the Weskus region. The findings will illustrate key visitor trends obtained from the regional visitor tracking survey.

Responses to the regional visitor tracking surveys are used as a proxy to indicate the key trends within the Western Cape and the various regions. It is important to note that absolute figures cannot be determined from these surveys, as the survey responses are a sample of the tourists into the respective tourism offices across the Western Cape and would thus represent a sample of the visitors. Therefore, where statistically relevant absolute numbers may be given, however, a share is provided to indicate the trend. This is based on international best practice in the use of surveys within the tourism industry for determining key trends.

Definition: 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.

Between **January and June 2023**, a total of **1,335** responses to the regional visitor tracking survey were received from the respective Tourism Offices in the Weskus.

Town	Number of Surveys
Clanwilliam	56
Darling	240
Lamberts Bay	126
Malmesbury	235
Piketberg	62
Porterville	44
Riebeeck Valley	154
Velddrif	107
Vredendal	97
Yzerfontein	214
Total	1,335



Weskus Visitor Trends & Patterns

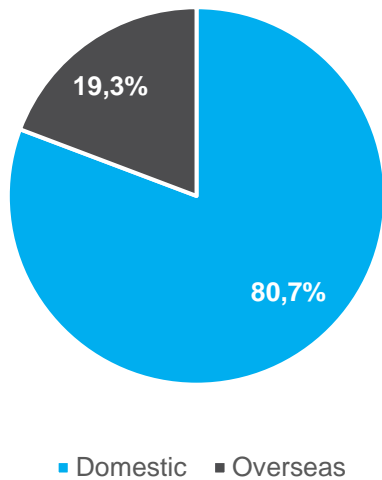
Wesgro Primary Research: Regional Visitor Tracking Surveys

3. Weskus Visitor Trends & Patterns

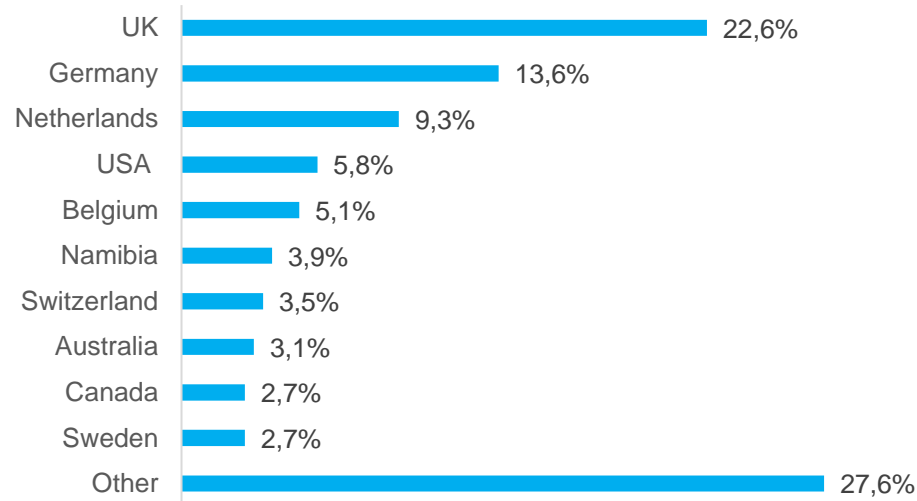
3.1 Origin of Visitors

- The domestic market accounted for the largest (80.7%) share of respondents recorded between January and June 2023, while the overseas market made up 19.3%.
- 22.6% of overseas travellers to the Weskus originated from the UK. Germany (13.6%) and the Netherlands (9.3%) followed as the second and third top source markets in the region.
- The largest share of domestic travellers to the region originated from within the Western Cape (73.0%), confirming that the Weskus is a popular tourism destination among locals. Gauteng, KwaZulu-Natal, and the Northern Cape ranked as the other leading source provinces across the period of review.

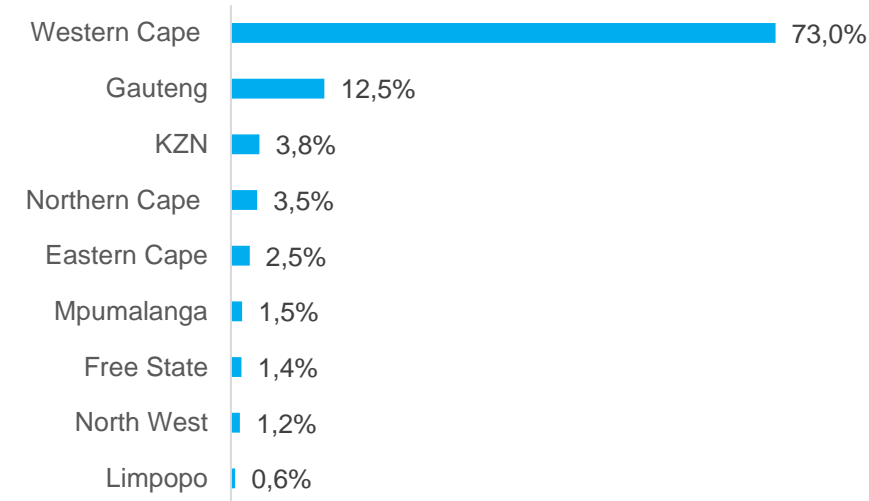
% OVERSEAS AND DOMESTIC VISITORS TO WESKUS, JAN-JUN 2023



ORIGIN OF OVERSEAS VISITORS TO WESKUS, JAN-JUN 2023

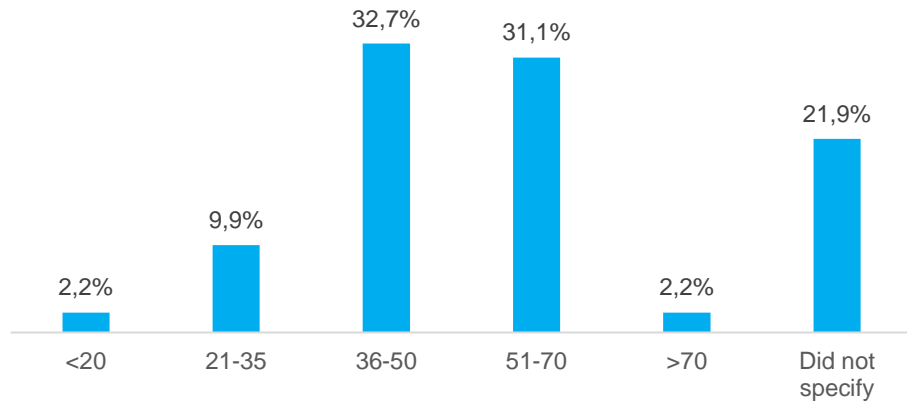


% ORIGIN OF DOMESTIC VISITORS TO WESKUS, JAN-JUN 2023



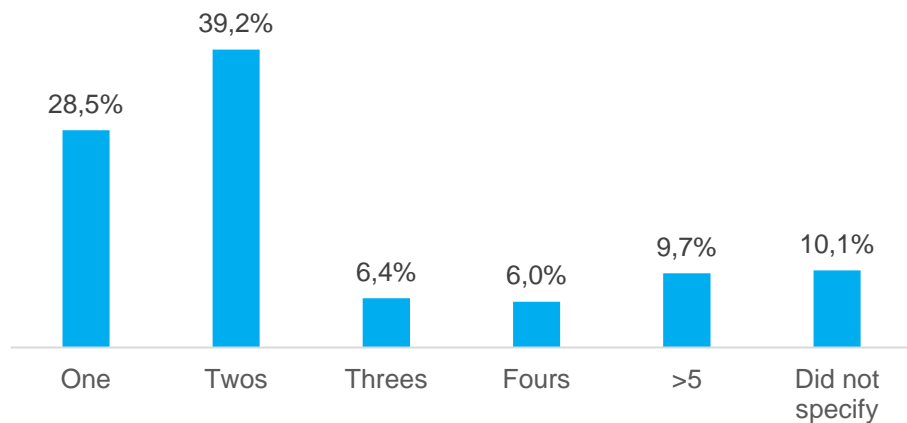
3. Weskus Visitor Trends & Patterns

3.2 Age Profile of Visitors

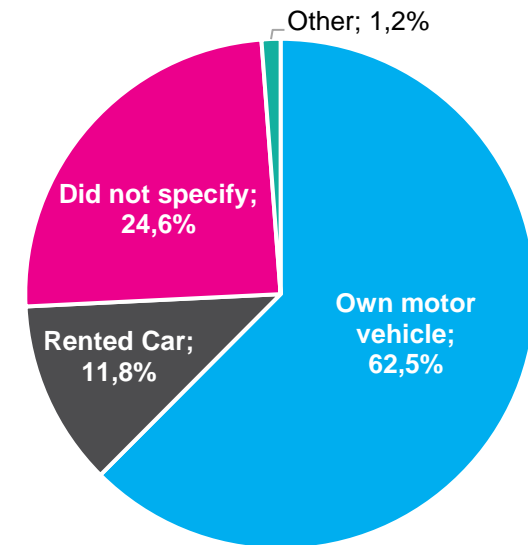


- The age groups 36-50 and 51-70 years ranked as the most popular amongst visitors to the Weskus.
- Own motor vehicles (62.5%) were the preferred mode of transport, this is largely due to the dominant share of locals (73.0%) in the region. Rented cars (11.8%) ranked as the second most popular form of transport. Additional transport options found in the “other” category included tour buses, long-distance buses, motorbikes, shuttle services, metered taxis and mini-bus taxis.
- The largest proportion of visitors travelled to the region in pairs or on their own, followed by 9.7% who travelled in groups of five or more.

3.3 Travel Group Size

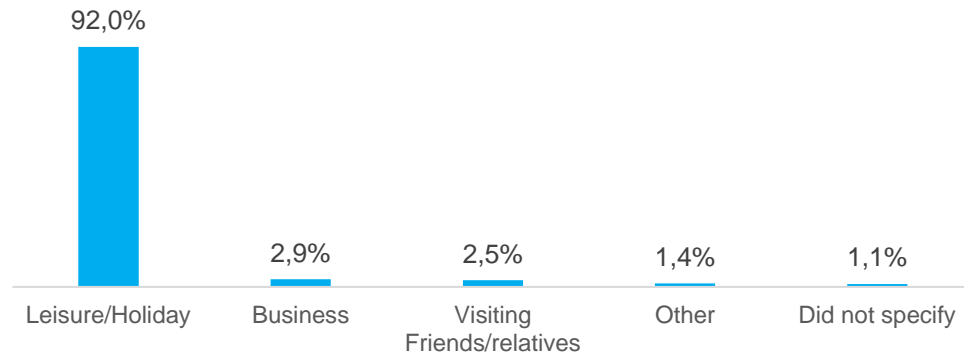


3.4 Mode of Transport



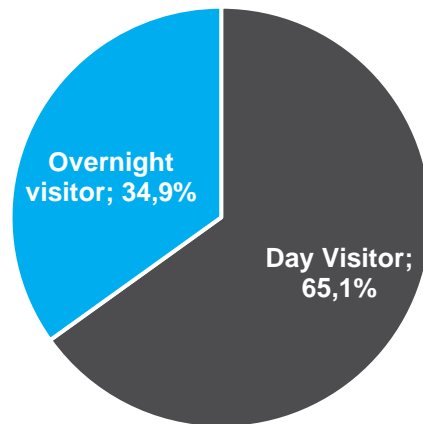
3. Weskus Visitor Trends & Patterns

3.5 Purpose of Visit

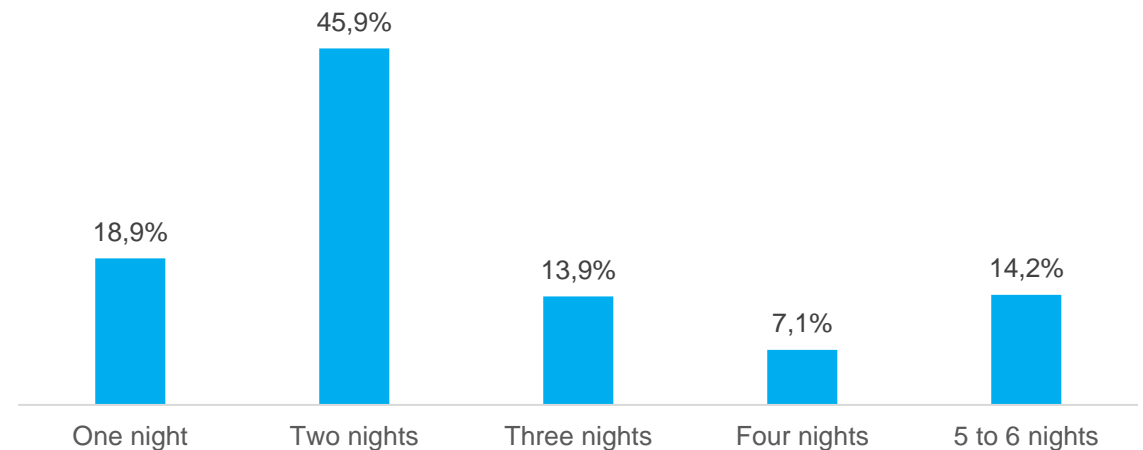


- Over 90% of visitors travelled to the Weskus for holiday and around 2.9% for business. An additional 2.5% also visited friends and family in the region.
- Around 65.1% of visitors took day trips to the Weskus, and overnight stays accounted for 34.9%. Of those who indicated overnight stays, one and two nights were the most popular, followed by 14.2% who stayed in the region between 5 and 6 days, and 13.9% for 3 days.

3.6 Overnight Stay

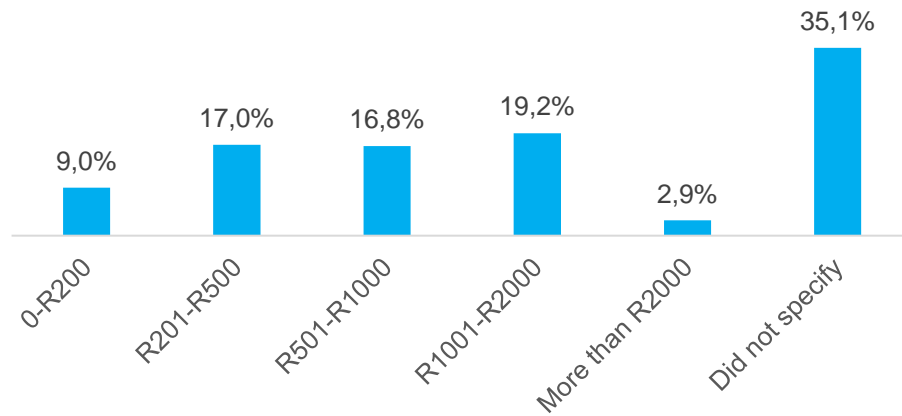


3.7 Average Length of Stay



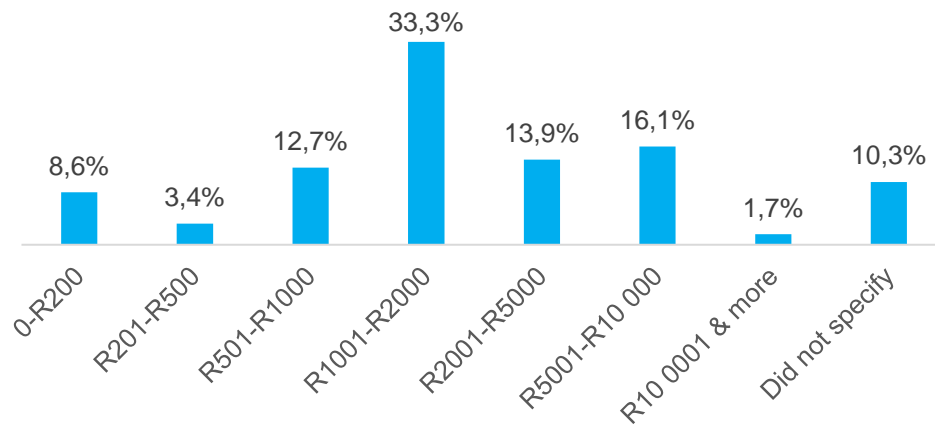
3. Weskus Visitor Trends & Patterns

3.8 Average Daily Spend

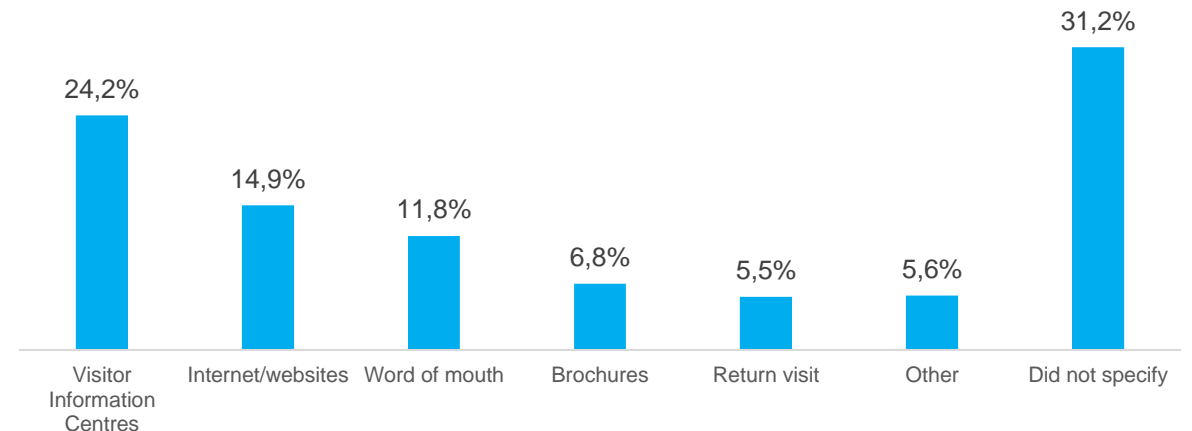


- Around 19.2% of visitors to the Weskus spent between R1001 and R2000 per day in the region, followed by 17.0% who indicated an average expenditure of R201-R500. 35.1% of respondents did not specify their average daily spend.
- With regards to spend on accommodation, just over 30% of visitors spent between R1001-R2000, followed by 16.1% who indicated an expenditure of R5001-R10,000 per day.
- Visitor Information Centres (24.2%) ranked as the top information source utilised across the period, while 14.9% of visitors used the internet as their main tool for information, and 11.8% obtained information from friends and relatives.

3.9 Average Spend on Accommodation



3.10 Top Information Sources



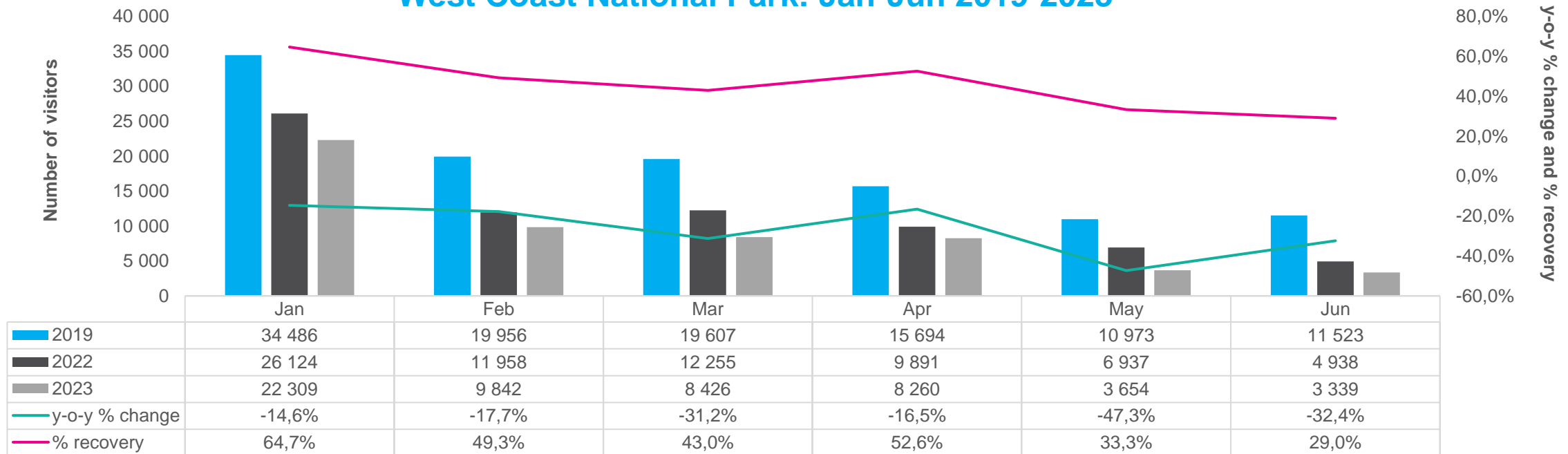
Performance of Weskus Attractions

Period of Review: January to June 2023

4. Weskus Attractions

- The West Coast National Park welcomed **55,830** visitors between January and June 2023 and stands at 49.7% recovery when compared to Jan – Jun 2019.
- By month, January ranked as the best performing month over the period under review, accounting for the highest volume of visitors (22,309), as well as the strongest recovery against 2019 (64.7% recovery). Following January, February recorded the second highest number of visitors (9,842) and recovered by nearly 50% of pre-pandemic levels.
- It is also important to note that visitors to the Weskus region and the West Coast National Park are at its peak from August to September annually during the popular flower season. During these months visitors will see a wide variety of flowers on display across the region.

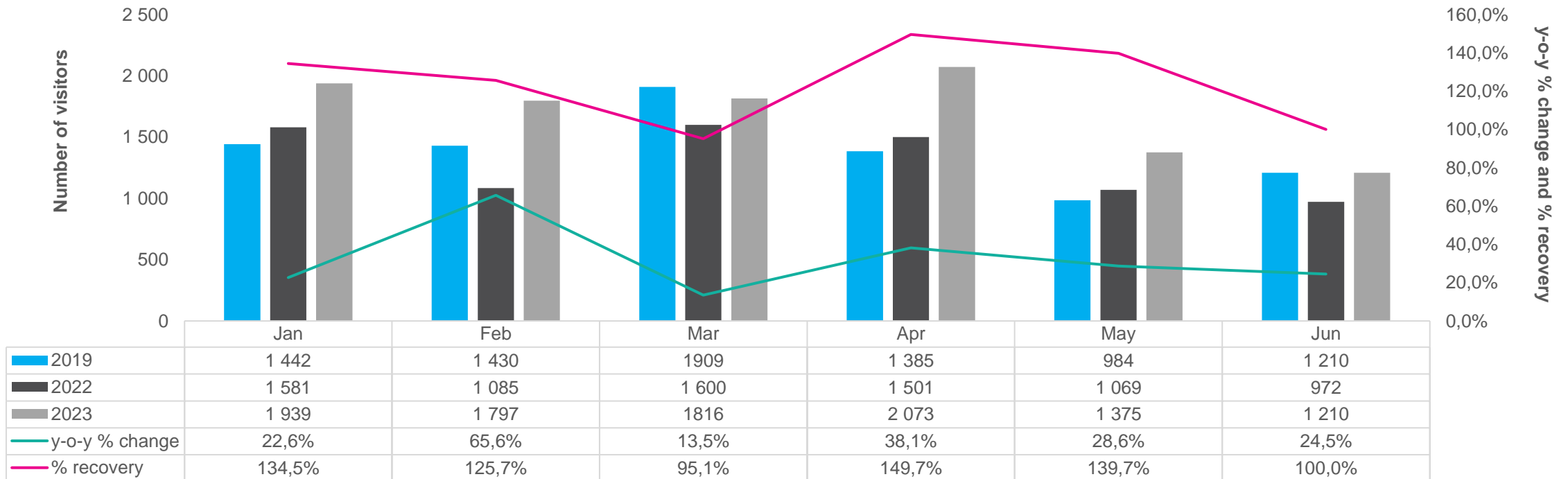
West Coast National Park: Jan-Jun 2019-2023



4. Weskus Attractions Continues:

- !Khwa ttu welcomed a total of **10,210** visitors between January and June 2023 and increased by 30.8% when compared to the same period in 2022. Against Jan – Jun 2019, !Khwa ttu fully recovered across all the months reflected below, apart from March which stood at 95% recovery as of June 2023.

!Khwa ttu: Jan-Jun 2019-2023



Source: !Khwa ttu, 2023

5. Acknowledgements

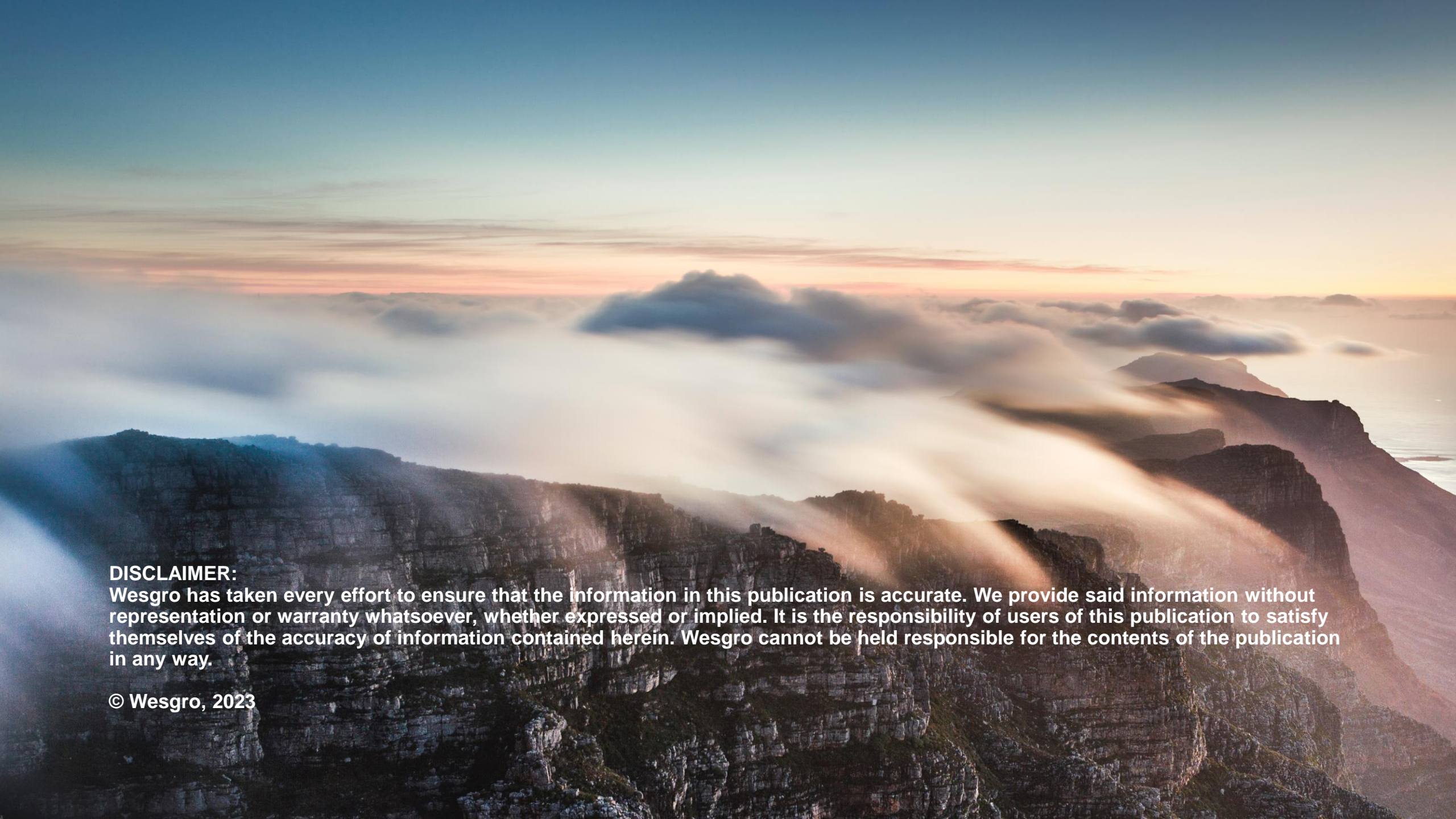
Acknowledgements and many thanks go to the West Coast District Municipality and the following tourism offices for supplying the data which made this publication possible and whose continued and unwavering support will sustain the forthcoming issues.

The participating local tourism offices in the Weskus:

Darling Tourism
Piketberg Tourism
Porterville Tourism
Velddrif Tourism
Vredendal Tourism
Yzerfontein Tourism
Lamberts Bay Tourism
Riebeeck Valley Tourism
Clanwilliam Tourism and
Malmesbury Tourism.

The participating attractions in the Weskus:

West Coast National Park and
!Kha ttu.



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