



Cape Overberg Tourism Visitor Trends

January to December 2025

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1. About this Report

This report provides an overview of the latest data from local tourism offices in the Overstrand and Cape Agulhas municipalities (see Figure 1) in the Overberg between January and December 2025.

The information provides insights into the origin of tourists in the region as well as their preferred activities, ages, group sizes and spending patterns. The research is not intended to reflect details about tourism for the region as a whole, as the sample of visitors represents the footfall at only those tourism offices that participate in the surveys.



Figure 1: Municipalities in the Cape Overberg region



Figure 2: The location of the Cape Overberg region in the Western Cape

2. Methodology

This report provides an overview of the tourism trends and patterns in the Overberg 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, 2026).

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, 2026).

3. Sample Size

Between January and December 2025, 7,877 responses to the regional visitor tracking surveys were received from the various tourism offices in the Overberg. This can be seen in Table 1.

Table 1: Total number of responses to visitor tracking surveys between Jan and Dec 2025

Towns	Domestic Visitors	Overseas Visitors	Total
1. Hangklip Kleinmond	4 070	110	4 180
2. Hermanus	1 052	1 333	2 385
3. Stanford	615	130	745
4. Gansbaai	316	251	567
Total	6,053	1,824	7,877

Source: Wesgro Regional Visitor Tracking Survey (2025)

4. Key Insights

Visitor segment and origin: Domestic visitors accounted for 76.84% of the overall visitor sample, with the Western Cape the primary source, responsible for 84.83% of visitors to the Overberg region. Overseas visitors represented 23.16% of visitors, with Germany (24.12%), the UK (15.52%), and the Netherlands (9.92%) identified as the leading markets.

Seasonality and visitor numbers: Between January and December 2025, the region attracted 7,877 visitors, of whom 6,053 were domestic visitors, and 1,824 were from overseas. A peak in visitation occurred between September and October, possibly driven by whale watching and regional events.

Demographics and travel patterns: Key age groups among visitors included those aged 21–35 years, 36–50 years, and 51–70 years, with many travelling in pairs or independently.

Length of stay: Data relating to the duration of stay highlighted that over 40% of visitors were classified as day visitors, whereas 18.92% extended their stay to seven nights or more. This variation suggests a mix of quick visits and more immersive experiences.

Transportation and accommodation preferences: The majority of domestic visitors (82.19%) relied on their own transportation, while overseas visitors preferred rental cars, with 56.25% opting for this mode to maximise flexibility. Self-catering options were selected by 20.05% of visitors, and 14.68% stayed in guesthouses, indicating a blend of self-sufficiency and local hospitality preferences.

Information sources: Visitor information centres emerged as a vital resource, facilitating travel decisions for 43.83% of visitors. In addition, word-of-mouth recommendations influenced 28.80% of visitors, underscoring the power of personal endorsements, and 10.50% of visitors relied on previous visits to the region.

Visitor spending: Over 30% of visitors spent on average R1001 to R2000 daily during their visit to the region. In addition, close to 20% of visitors allocated a budget to accommodation, ranging from R2001 to R5000.

Purpose of visit: Over 70% of visitors travelled to the Overberg region for leisure purposes. Visitors engaged in activities such as enjoying the local cuisine, scenic drives, outdoor activities and exploring crafts and food markets, highlighting the region's appeal to leisure seekers.

Visitor trends by town: Hangklip-Kleinmond emerged as the leading town, attracting 97.37% of domestic tourists in 2025. Stanford followed with 82.77% domestic visitors, and Gansbaai with 55.77% domestic visitors. In contrast, Hermanus attracted the largest share of overseas visitors, who accounted for 55.89% of total visitors to the town.

Activities undertaken by town: Scenic drives, outdoor activities and beaches were identified as the most popular activities in Gansbaai. Hangklip-Kleinmond was favoured for cuisine experiences, health and wellness, and shark cage diving. Hermanus attracted visitors seeking wine tasting, culture and heritage, and whale watching. Lastly, Stanford was recognised for outdoor activities, cuisine and scenic drives.

Performance of Overberg participating attractions: In 2025, 16 attractions in the Overberg region attracted a total of 333,065 visitors, marking a 4.69% increase from 2024. Increased visitor volumes were noted in January, February, July, and August. The top five attractions by visitor numbers were Stony Point (104,868), Cape Agulhas Resorts (58,586), Arniston Hotel & Spa (36,099), Walker Bay Nature Reserve (31,658), and De Hoop Nature Reserve (21,816).

An aerial photograph 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. Overberg Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

5. Overberg Visitor Trends & Patterns: Origin of Visitors

- The data from the visitor tracking surveys indicates that domestic tourism was the driving force behind the Overberg’s appeal between January and December 2025, with 76.84% of visitors originating from the local market. Among the domestic visitors, 84.83% were from the Western Cape. This underscores the importance of regional marketing strategies aimed at enhancing local travel. The percentage share of domestic visitors to the Overberg region is detailed in Figure 4, which shows the inflow of visitors from various provinces.
- In contrast, the overseas market accounted for a smaller but notable 23.16% of visitors, as shown in Figure 3.

Figure 3: Overseas and domestic visitors, January–December 2025

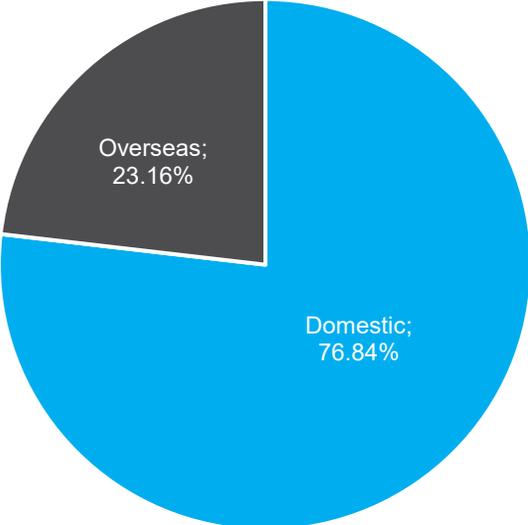
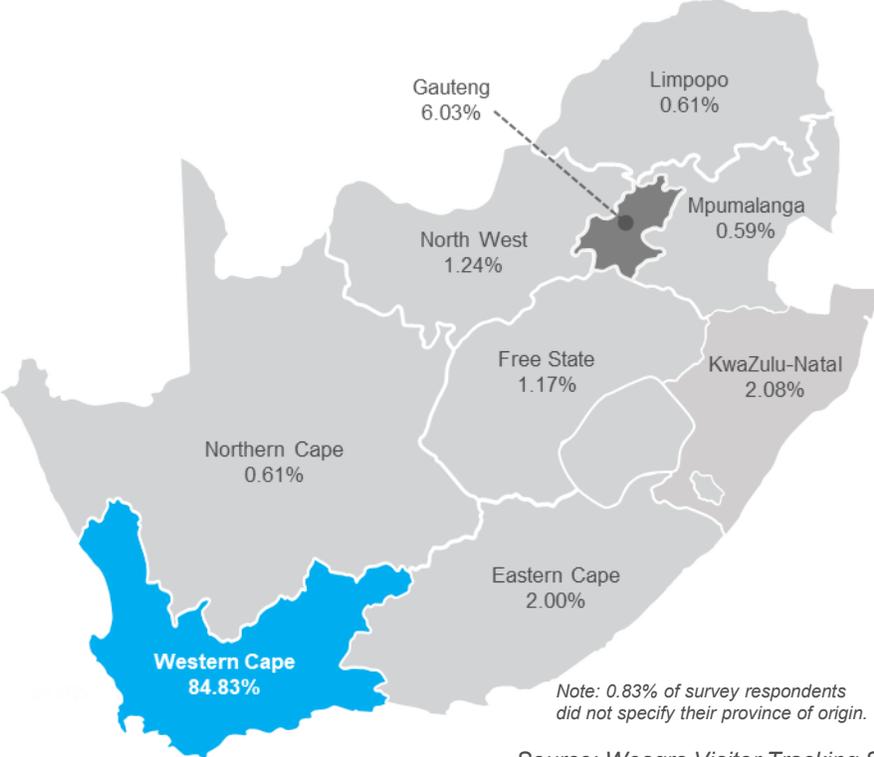


Figure 4: Origin of domestic visitors, January–December 2025



Note: 0.83% of survey respondents did not specify their province of origin.

Source: Wesgro Visitor Tracking Survey (2025)

5. Overberg Visitor Trends & Patterns: Source Markets

- A closer examination of overseas visitors reveals that Germany emerged as the top source market, contributing 24.12% of the overseas visitor sample. This was followed by the UK (United Kingdom), accounting for 15.52% of visitors and the Netherlands, which represented 9.92% of the overseas visitor sample, as shown in Figure 5. The data highlights the diverse demographics of overseas travellers and emphasises the significance of these countries in driving tourism to the Overberg.

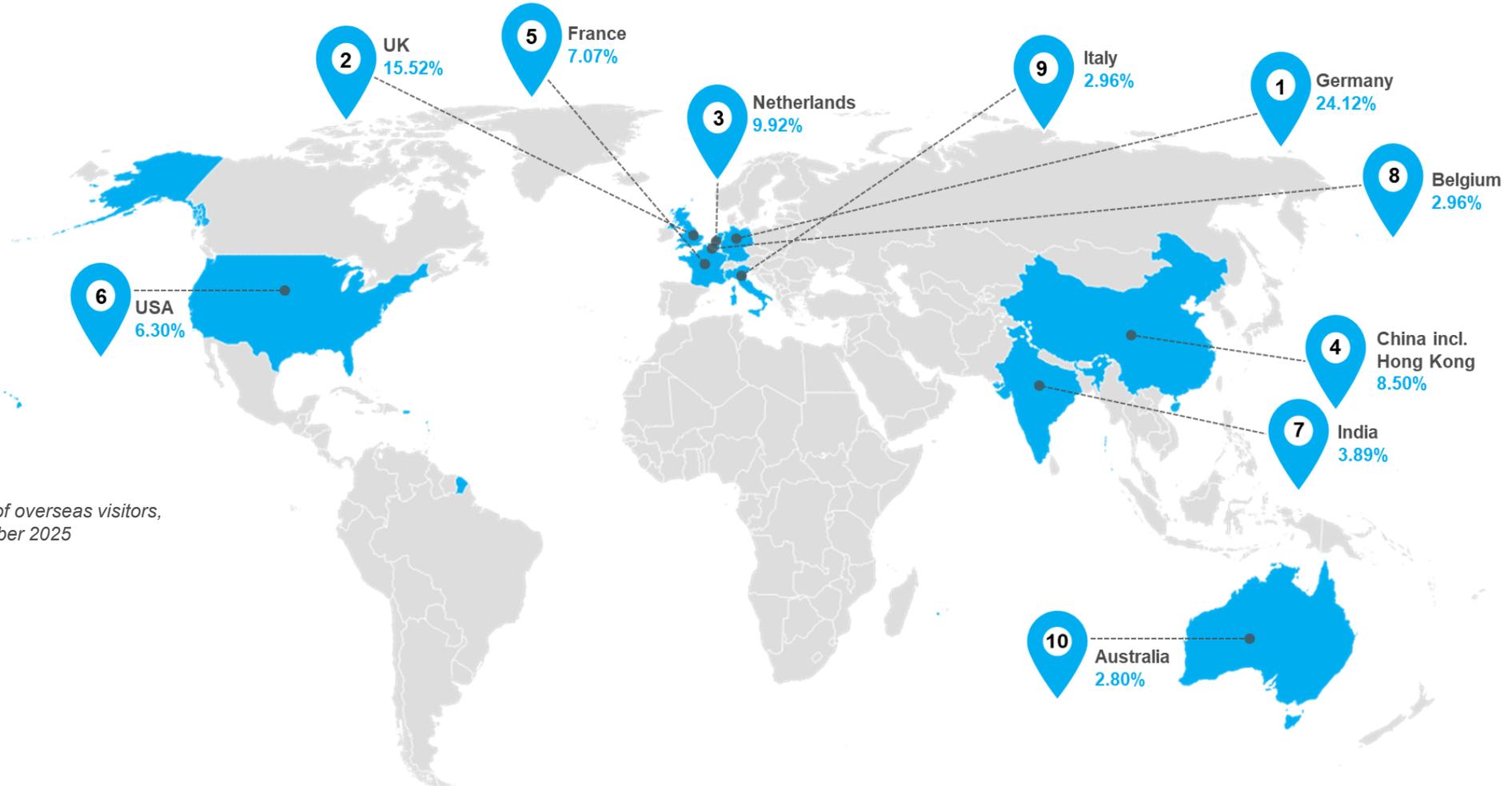
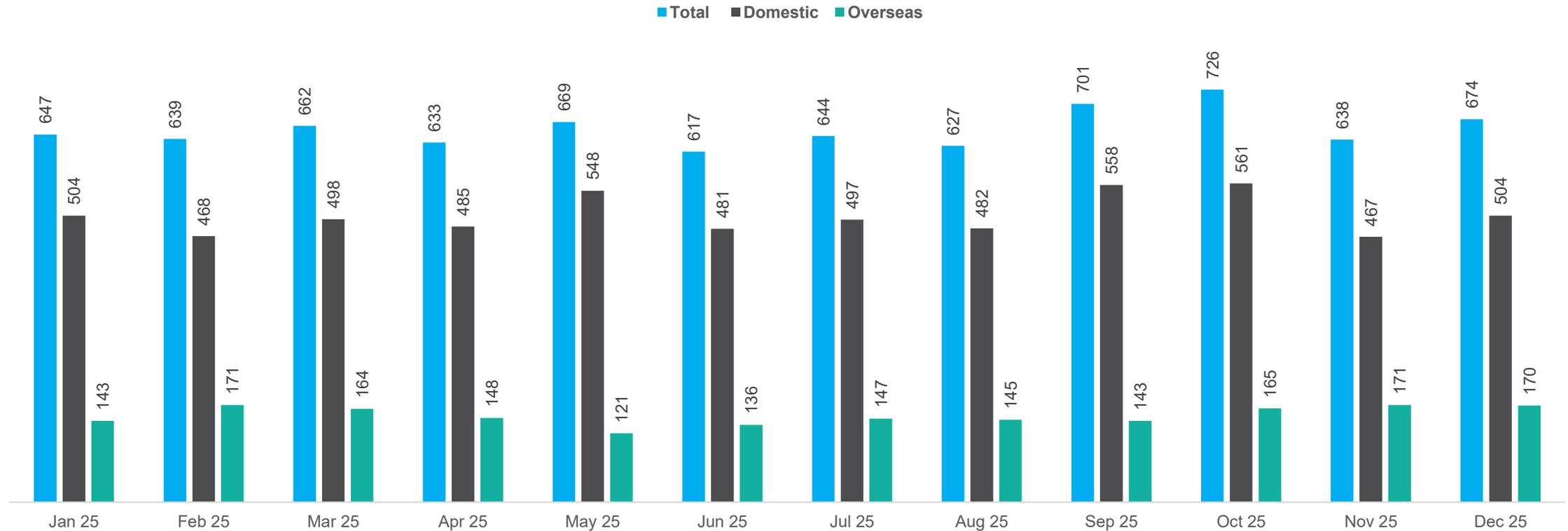


Figure 5: Origin of overseas visitors, January–December 2025

5. Overberg Visitor Trends & Patterns: Seasonality

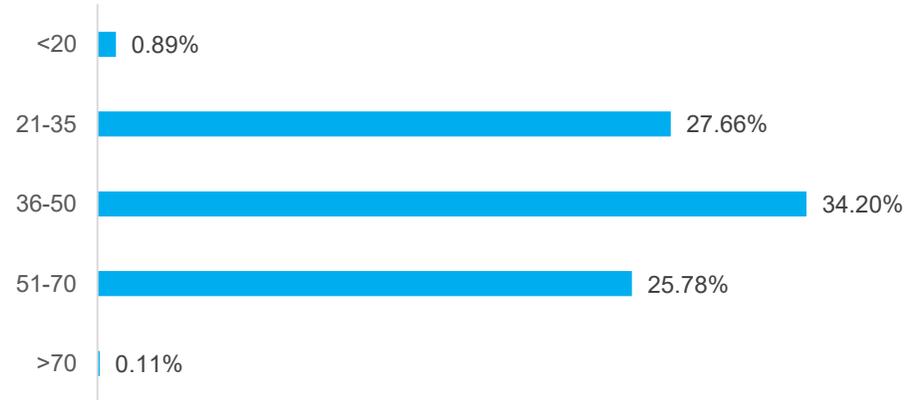
- Regarding the seasonality trends, visitor numbers remained steady throughout 2025, with the Overberg welcoming 7,877 visitors between January and December 2025. Figure 6 illustrates a steady inflow of visitors to the region, reflecting the region's enduring appeal. Domestic tourism was particularly strong, with 6,053 local visitors, compared to 1,824 overseas visitors.
- There was a noticeable peak in visitation between September and October 2025, likely influenced by the whale watching season in Hermanus and various regional events and festivals.

Figure 6: Seasonality spread in the Overberg, January–December 2025



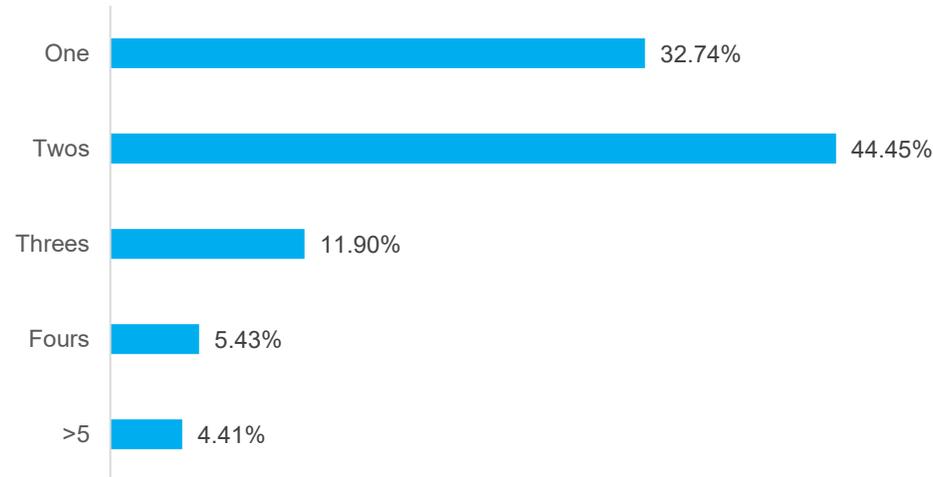
5. Overberg Visitor Trends & Patterns: Visitor Demographics & LOS

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



Note: 11.35% of survey respondents did not specify their travel group size.

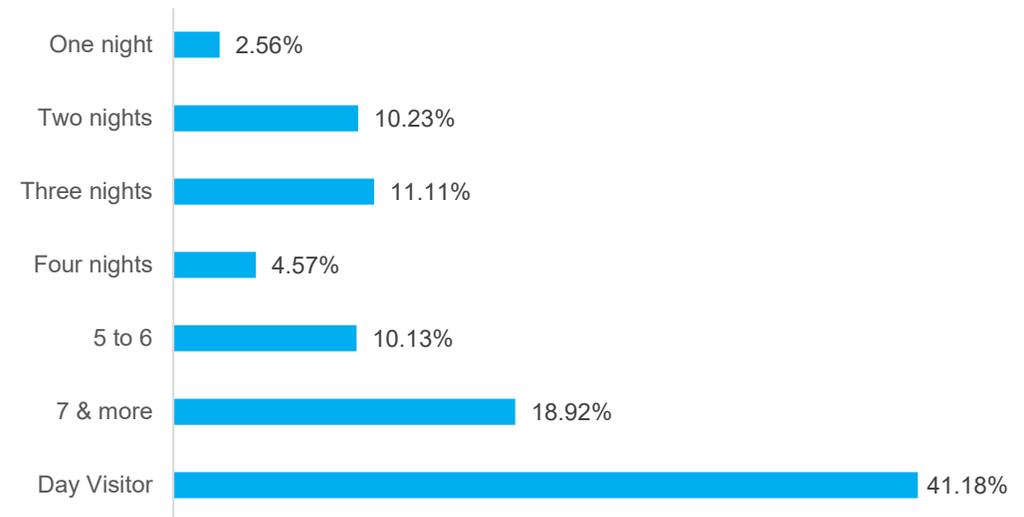
Figure 8: Travel group size of visitors, January–December 2025



Note: 1.08% of survey respondents did not specify their age.

- As shown in Figure 7, the demographic breakdown indicates a concentration of visitors based on age ranges between 21–35, 36–50, and 51–70 years, suggesting that the region attracts a mature audience looking for varying experiences. In terms of travel party size, data shows that 44.45% travelled in pairs, while 32.74% preferred solo travel, and 11.90% came in groups of three, which is illustrated in Figure 8.
- Figure 9 indicates that approximately 41.18% of visitors were classified as day visitors, who opted for shorter visits. The data further shows that this trend is particularly dominant among domestic tourists, highlighting their preference for spontaneous trips. In contrast, overseas visitors generally stayed longer, with many spending two to three nights in the region.

Figure 9: The average length of stay (LOS) in the Overberg region, January–December 2025

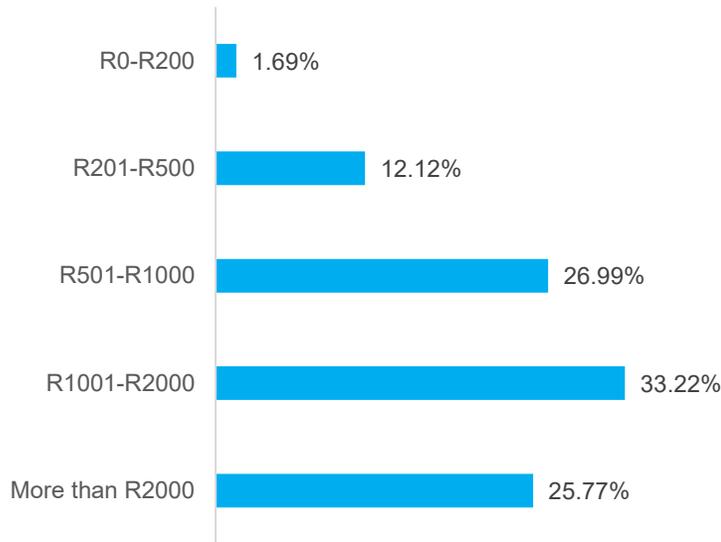


Note: 1.29% of survey respondents did not specify their average length of stay in the region.

5. Overberg Visitor Trends & Patterns: Visitor Spending

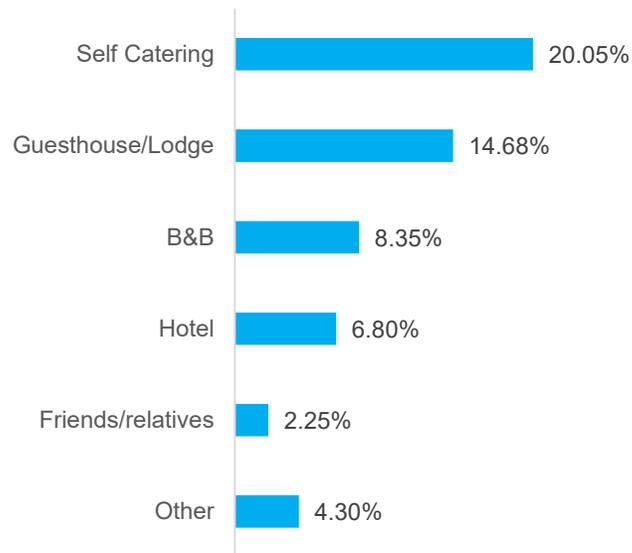
- As represented in Figure 10, about 33.22% of visitors reported daily expenses between R1001 and R2000, while 26.99% indicated spending between R501 and R1000. In addition, approximately 25.77% of visitors had daily budgets exceeding R2000.
- Figure 11 provides accommodation preferences, with self-catering options emerging as the most favoured, preferred by 20.05% of visitors. Guesthouses and lodges followed closely, chosen by 14.68% of visitors, while B&B (bed and breakfast) establishments were popular for 8.35% of visitors. Furthermore, Figure 12 shows that 19.36% of visitors allocated a budget ranging from R2001 to R5000 for accommodation.
- Findings from the visitor tracking surveys based on a sample of 7,877 visitors to participating tourism offices in the Overberg between January and December 2025 demonstrate an important correlation between the average length of visitors' stays and their spending habits in the region. The analysis for the year 2025 highlights the role of visitor spending in driving economic growth in the region. This indicates that longer stays lead to higher daily expenditures, which in turn benefit local businesses and services.

Figure 10: Average daily spend, January–December 2025



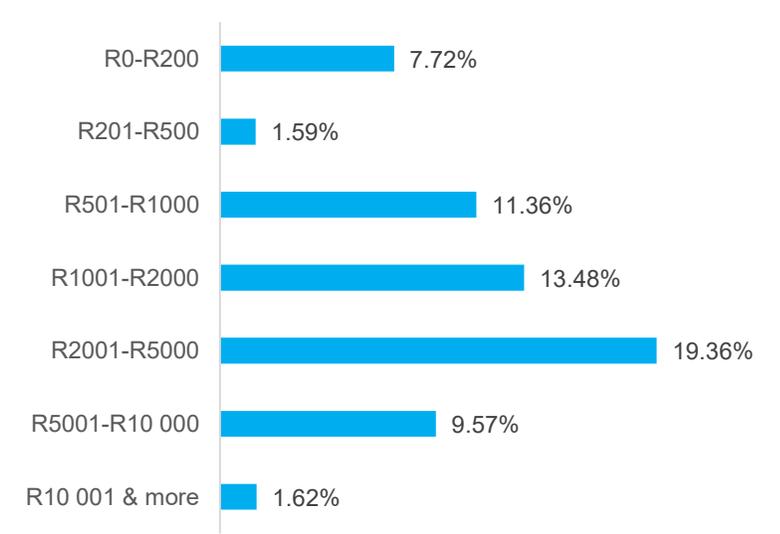
Note: 0.20% of survey respondents did not specify their daily average spend.

Figure 11: Accommodation usage, January–December 2025



Note: 24.20% of survey respondents were Day visitors.
*19.37% of survey respondents did not specify their accommodation usage.

Figure 12: Average spend on accommodation, January–December 2025

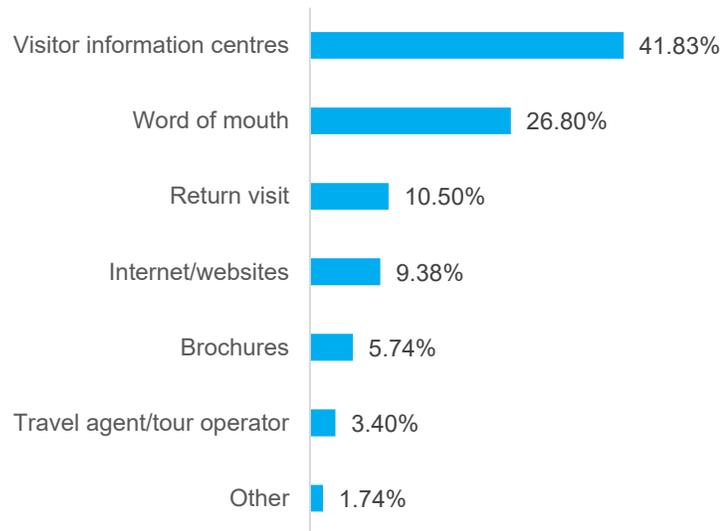


Note: 13.38% of survey respondents were Day visitors.
*21.91% of survey respondents did not specify their average accommodation spend.

5. Overberg Visitor Trends & Patterns: Info Sources & Transport

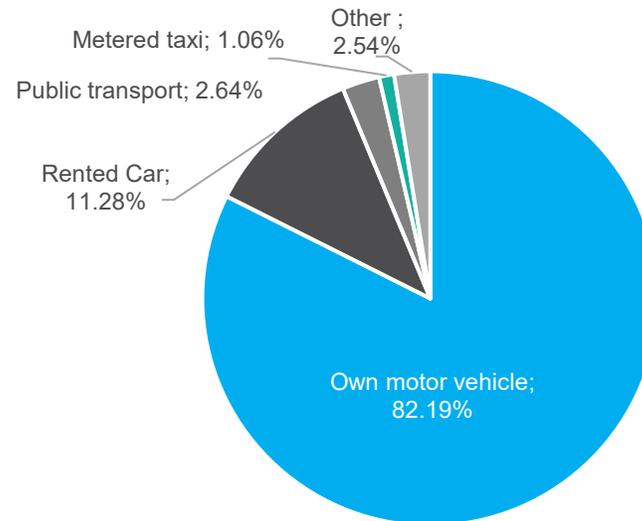
- The analysis of visitor trends in Overberg for 2025 reveals significant patterns in how visitors acquired information and the type of transportation they used. According to the data presented in Figure 13, visitor information centres emerged as the main source of information, with approximately 41.83% of visitors relying on these centres to enhance their travel experiences. This suggests that the visibility and accessibility of visitor information centres play a crucial role in shaping the decisions of visitors during their visit.
- Furthermore, the survey indicated that 26.80% of visitors relied on word-of-mouth recommendations, and 10.50% of visitors reported that their decision-making was informed by previous visits to the region. A more granular analysis of survey responses, not illustrated in Figure 13, further reveals that visitor information centres significantly impacted both domestic and overseas visitors' travel to the Overberg between January and December 2025.
- Regarding transportation choices, the survey revealed insights regarding visitor preferences. Over 80% of domestic visitors opted to use their own vehicles as their primary means of travel in the region. In contrast, 56.25% of overseas visitors used rental cars, which indicates a preference for flexibility and independence in their travel arrangements. This information can be observed in Figures 14 and 15.

Figure 13: Top information sources used by visitors to the Overberg, January–December 2025



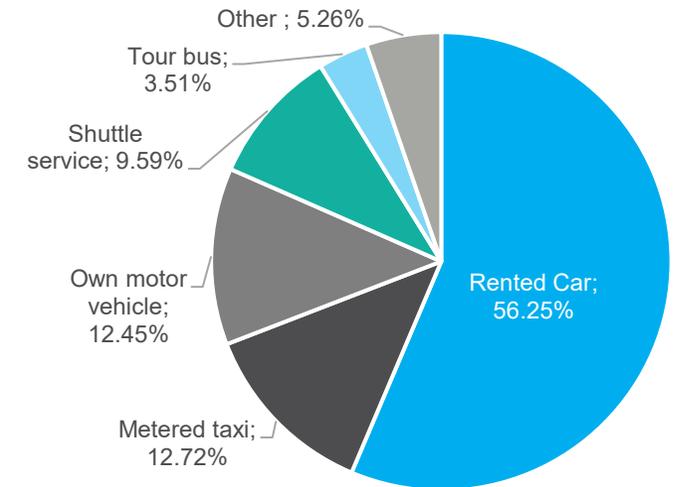
Note: 0.61% of the respondents to the survey did not specify their top information source.

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



Note: 0.28% of the respondents to the survey did not specify the mode of transportation used.

Figure 15: Mode of transport used by overseas visitors, January–December 2025



Note: 0.22% of the respondents to the survey did not specify the mode of transportation used.

5. Overberg Visitor Trends & Patterns: Purpose of Visits

- The January to December 2025 visitor tracking surveys reveal that the majority of visitors (69.91%) visited the Overberg region primarily for leisure purposes. Among the diverse range of activities that attracted the +7,000 visitors, certain activities have emerged as particularly popular. There was a noticeable interest in exploring the region’s cuisine, scenic drives, outdoor activities, craft and food markets, as well as cultural and heritage experiences. This can be seen in Figure 16 and Figure 17.
- Further insights gathered from survey responses, which are not shown in Figure 16 or Figure 17, provide valuable information about the preferences of domestic and overseas visitors. The responses indicate that the top three favoured activities for overseas visitors include experiencing local cuisine, engaging in outdoor activities (specifically nature-based experiences), and immersing themselves in cultural and heritage activities. In contrast, domestic visitors exhibit a similar enthusiasm for exploration, with the top three activities mirroring those of the overseas visitors: visiting national and nature reserves, enjoying local cuisine, and participating in cultural and heritage experiences.
- These observed preferences among visitors align with broader global trends, reflecting a consistent interest in culinary, outdoor and cultural experiences. Such patterns not only highlight the unique offerings of the Overberg region but also underscore its potential as a vibrant destination that appeals to diverse visitor demographics in South Africa and beyond.

Figure 16: Purpose of visits, January–December 2025

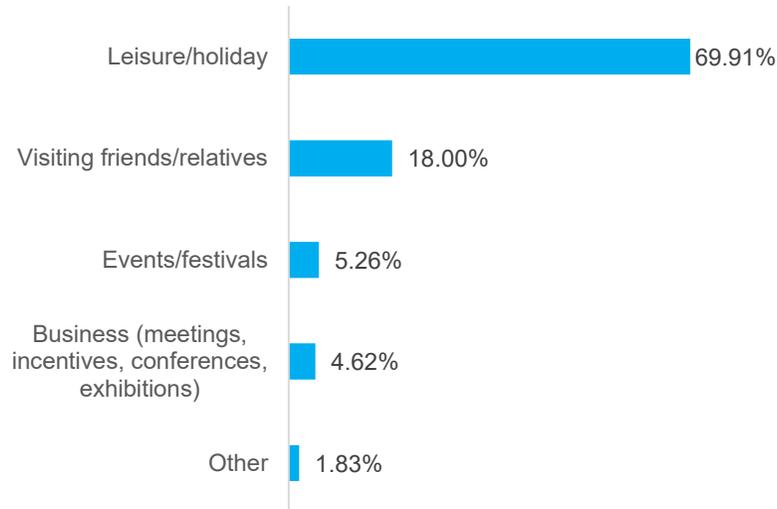
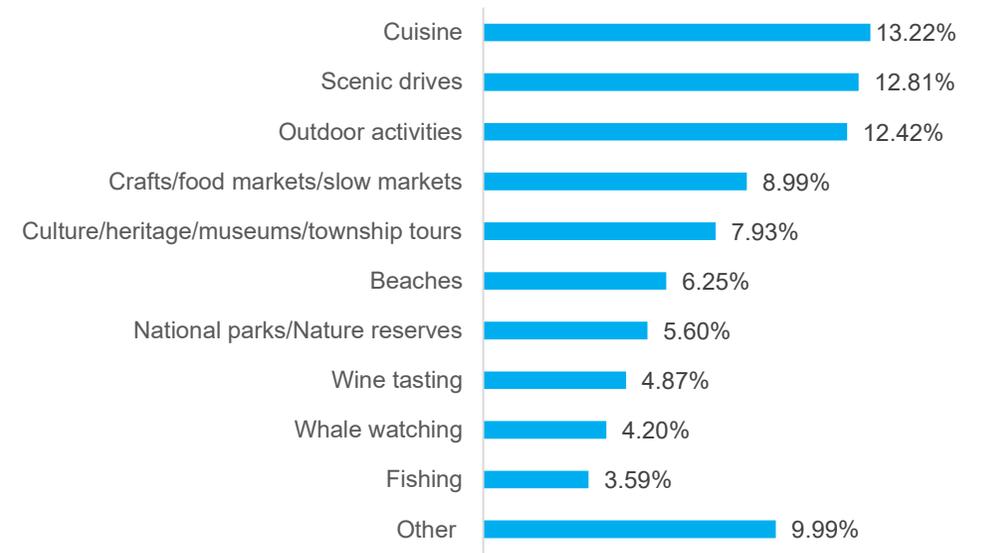


Figure 17: Top 10 activities undertaken by visitors, January–December 2025



Note: 10.11% of survey respondents did not specify their activities undertaken in the region.

Note: 0.38% of survey respondents did not specify their purpose of visit.

6. Overberg Visitor Trends & Patterns by Town

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

Tourism indicators	Gansbaai	Hangklip-Kleinmond	Hermanus	Stanford
% Share domestic visitors	55.73%	97.37%	44.11%	82.55%
% Share overseas visitors	44.27%	2.63%	55.89%	17.45%
Top international markets	Germany (32.27%)	Germany (44.55%)	Germany (20.78%)	Germany (25.38%)
	UK (12.35%)	UK (25.45%)	UK (12.45%)	UK (44.62%)
Top domestic market	Western Cape (57.28%); Gauteng (14.87%)	Western Cape (98.03%)	Western Cape (36.60%); Gauteng (21.67%)	Western Cape (94.15%)
Main purpose of visit	Leisure/holiday (91.36%)	Leisure/holiday (69.98%); Visiting Friends/relatives (22.25%)	Leisure/holiday (57.15%); Visiting Friends/relatives (19.54%); Events/festivals (15.77%)	Leisure/holiday (94.09%)
Age profile of visitors	Visitors did not specify their age categories	51–70 (33.64%)	36–50 (46.79%)	36–50 (27.65%)
		21–35 (32.97%)	21–35 (33.21%)	51–70 (24.30%)
		36–50 (32.82%)		
Group size	Pairs (50.44%)	Solo traveller (49.23%); Pairs (40.41%)	Pairs (48.43%)	Pairs (49.80%)
Length of stay	Day visitor (25.04%)	Day visitor (49.35%)	Two nights (27.71%)	Day visitor (78.79%)
	7 & more nights (22.05%)	7 & more (27.51%)	Three nights (22.10%)	
Top information sources	Visitor information centres (27.16%)	Visitor information centres (53.30%)	Return visit (26.46%)	Visitor information centres (96.91%)
	Internet/websites (23.63%)	Word of mouth (44.50%)	Internet/websites (25.24%)	
Average daily budget	R501-R1000 (29.28%)	R1001-R2000 (45.72%)	R501-R1000 (46.29%)	R501-R1000 (66.17%)
	R1001-R2000 (25.40%)	More than R2000 (41.15%)	R1001-R2000 (22.01%)	
Average budget for accommodation	R1001-R2000 (20.28%)	R2001-R5000 (24.35%)	R501-R1000 (30.06%); R1001-R2000 (26.62%)	R5001-R10 000 (11.41%)
Type of accommodation	Self catering (23.63%)	Self catering (28.54%)	Hotel (22.22%)	Over 60% of visitors did not specify their type of accommodation
Top three activities undertaken	Scenic drives (15.62%); Outdoor activities (8.37%); Beaches (5.80%)	Cuisine (8.50%); Health & wellness(s/spa (8.50%); Shark cage diving (8.50%)	Wine tasting (15.33%); Culture/ and heritage (13.81%); Whale watching (11.19%)	Outdoor activities (9.89%); Cuisine (5.01%); Scenic drives (4.65%)

An aerial photograph of a coastline. In the foreground, the ocean is visible with a white wake from a boat. The middle ground shows a series of mountains, including a prominent, sharp peak on the left. The background features more distant mountain ranges under a clear, light blue sky.

7. Performance of Overberg Participating Attractions

7. Performance of Overberg Participating Attractions

- A total of 16 participating attractions in the Overberg region attracted 333,065 visitors between January and December 2025, a 4.69% growth in the number of visitors when compared to January to December 2024. In January, February, July, and August 2025, an increased volume of visitors to the 16 participating attractions was recorded. This can be seen in Figure 18.
- As shown in Figure 19, the top five participating Overberg attractions with the highest volume of visitors between January and December 2025 were:
 1. Stony Point (104,868 visitors)
 2. Cape Agulhas Resorts (58,586 visitors)
 3. Arniston Hotel & Spa (36,099 visitors)
 4. Walker Bay Nature Reserve (31,658 visitors)
 5. De Hoop Nature Reserve (21,816 visitors)

Figure 19: Performance of Overberg attractions, January–December 2025

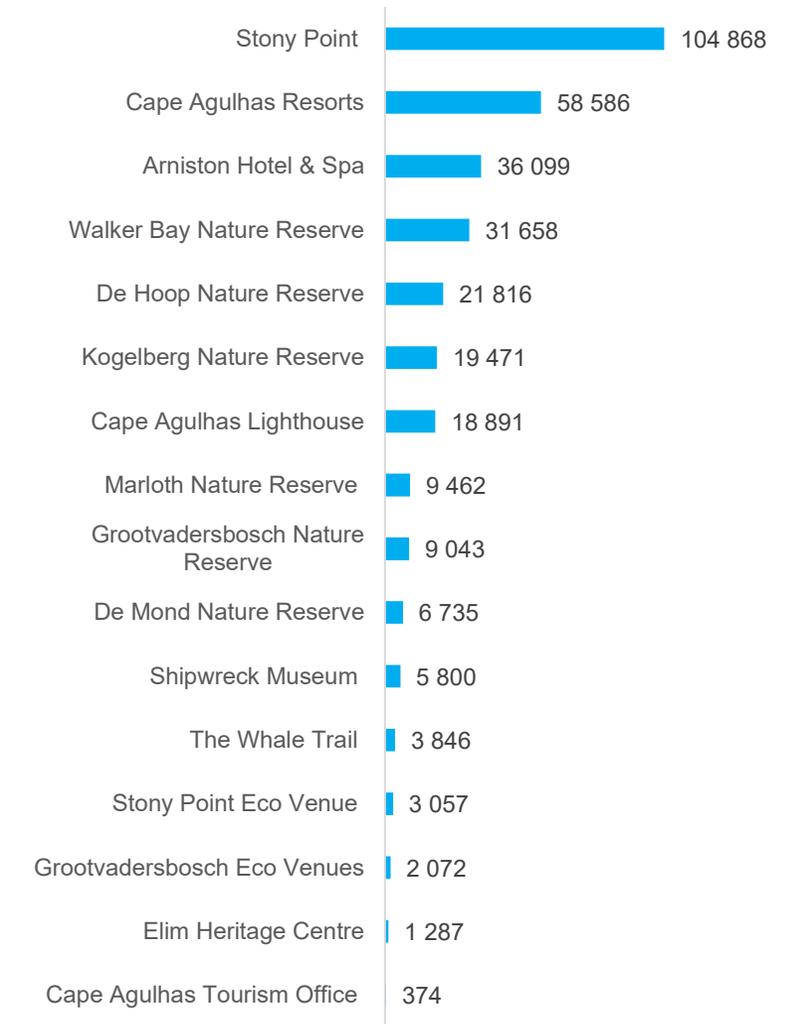
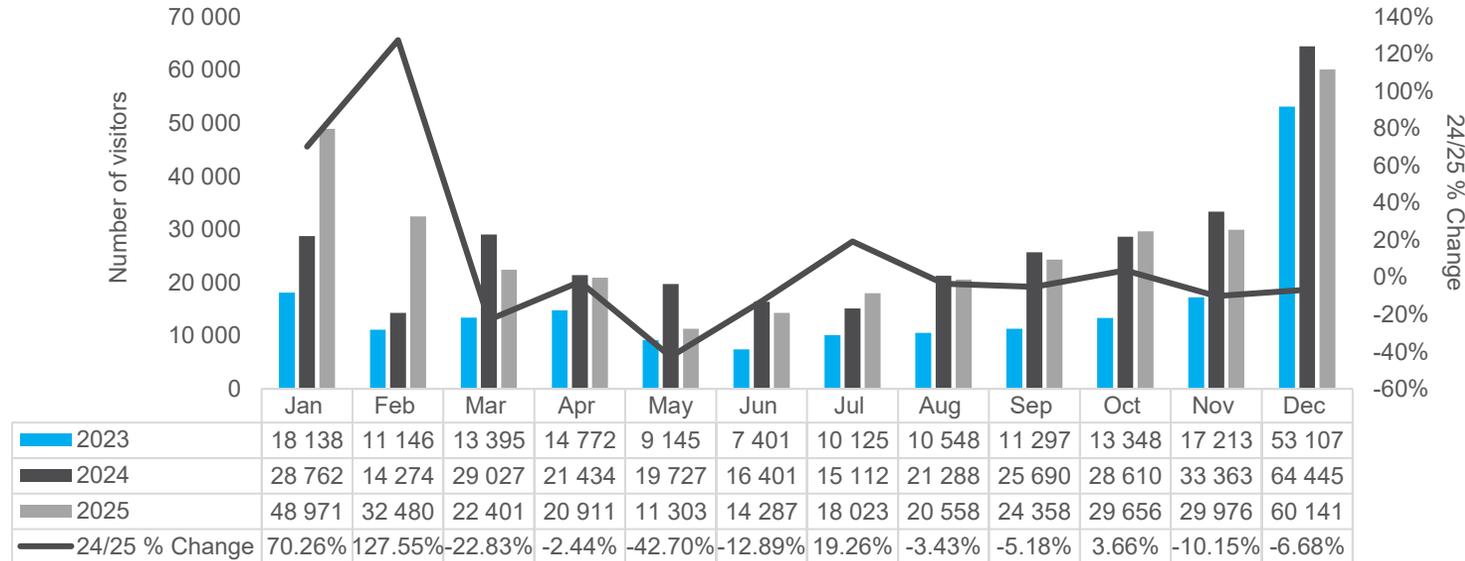


Figure 18: Performance of Overberg attractions, January–December 2023 to 2025

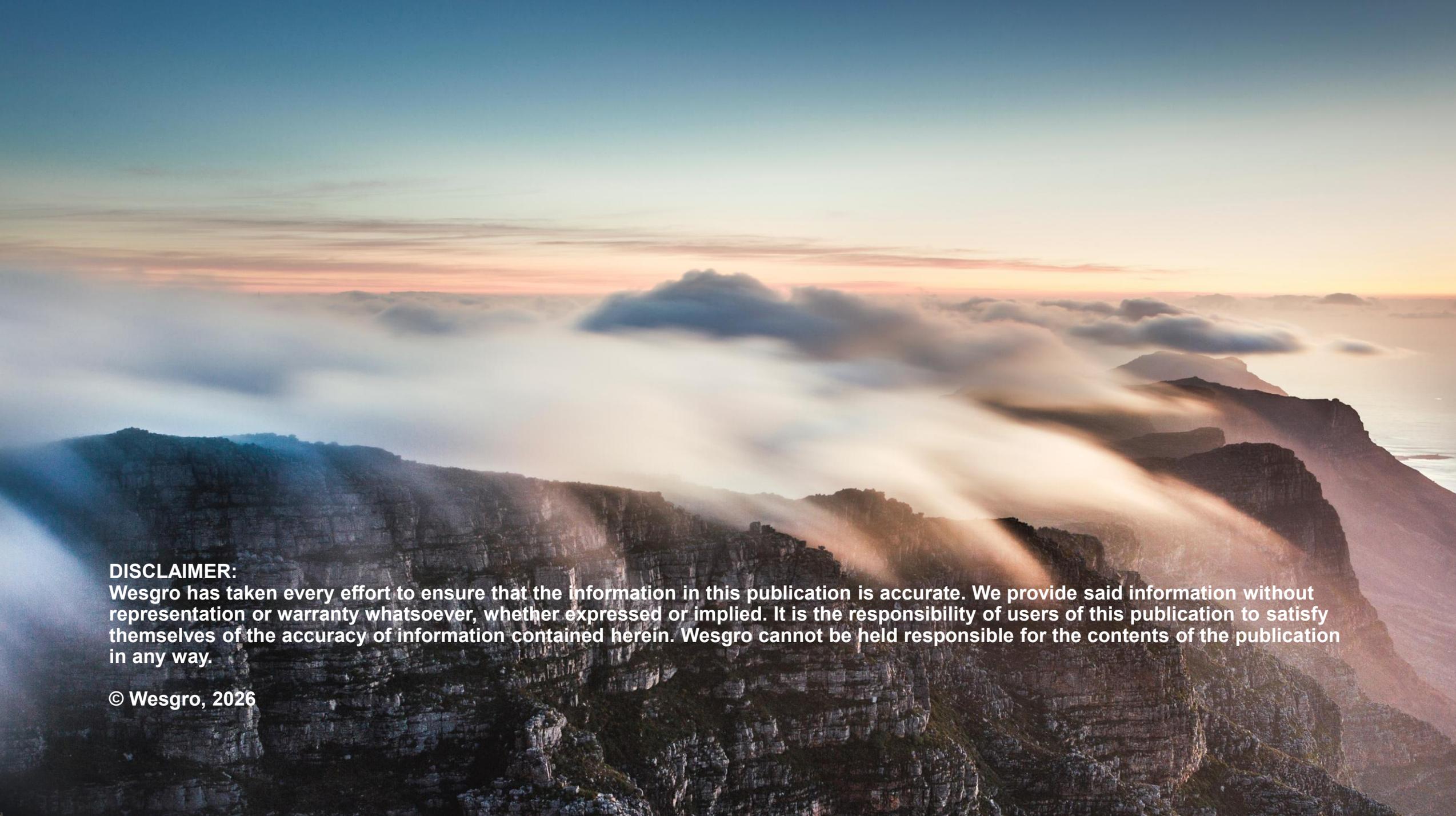


8. Acknowledgements

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The participating local tourism offices in the Overberg included:

Cape Agulhas
Gansbaai
Hangklip Kleinmond
Hermanus
Stanford



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