

Cape Winelands

December 2022

Executive Summary

This destination fact sheet provides key trade- and investment-related statistics for the Cape Winelands district. Specifically, it shows the trends in the Cape Winelands area relating to employment and to global trade and investment. The key highlights are:

Economy

- The Cape Winelands district's real gross value added (GVA) grew by 5.27% year on year (y-o-y) from ZAR61.04bn in 2020 to ZAR64.26bn in 2021.
- The Drakenstein municipality was the largest contributing municipality to the Cape Winelands district's economy in 2021, at a value of ZAR20.96bn (representing 32.79% of the district's GVA).
- The insurance, real estate, and business services sector was the largest contributing sector, accounting for 26.71% of the district's GVA, at a value of ZAR17.16bn.
- The wholesale and retail trade, catering and accommodation sector contributed the most to the district's employment figures in 2021, employing 75,434 people.
- The food, beverages and tobacco sub-sector was the largest contributor to the Cape Winelands district's manufacturing sector in 2021, accounting for 35.54% of the total manufacturing GVA.
- The business services sub-sector contributed the most to the district's services sector in 2021, accounting for 30.53% of the total services GVA.

Trade

- In 2021, the Cape Winelands district exported goods to the value of ZAR45.82bn and imported goods valued at ZAR28.84bn, resulting in a trade surplus of ZAR16.98bn.
- The Netherlands was the largest destination market for exports valued at ZAR7.33bn, equivalent to 15.99% of total exports in 2021.
- The leading source market for imports to the Cape Winelands district was Saudi Arabia at an associated cost of ZAR6.10bn, equivalent to 21.16% of total imports in 2021.
- Citrus fruit was the leading export product from the Cape Winelands in 2021, accounting for 18.42% of total exports. Wine and grapes ranked second and third, representing 17.24% and 12.66% of total export earnings, respectively.

Investment

- According to Foreign Direct Investment (FDI) Intelligence, the Cape Winelands district attracted 15 FDI projects valued at ZAR5.25bn from January 2003 to September 2022.
- Outward FDI projects numbered at 24, with a cumulative value of ZAR14.12bn from January 2003 to September 2022.

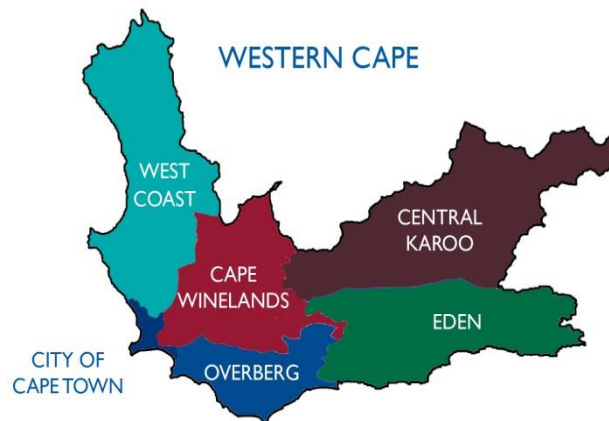
Tourism

- Between January and June 2022, domestic visitors made up 82.1% of travellers to the Cape Winelands district, while international travellers accounted for 17.9%.
- The top three international markets for travellers into the district between January and June 2022 were Germany (27.2%), United Kingdom (26.8%) and Netherlands (9.9%).
- The top three domestic markets were the Western Cape (56.0%), Gauteng (6.2%) and the Northern Cape (2.6%).

1. Area

The Cape Winelands district is situated next to the Cape Metropolitan area and is landlocked by the neighbouring Cape West Coast and Cape Overberg regions, as seen in Figure 1. It covers an area of 21,473km², constituting 16.6% of the Western Cape's total area. It is the second most populated area in the Western Cape, with a population of 947,855 people.

Figure 1: Western Cape districts



Sources: Western Cape Government; Cape Winelands District Municipality, 2022

The district has five local municipalities, namely the Stellenbosch, Drakenstein, Witzenberg, Breede Valley and Langeberg municipalities (see Figure 2). Major towns include Ceres, Franschhoek, Paarl, Robertson, Stellenbosch, and Worcester

In terms of economic activity, the region has an extensive agricultural industry that is mostly rural. However, several towns, like Worcester, Paarl and Stellenbosch, function as highly developed nodes. The region's beautiful scenery, with its mountains, valleys, and wine and fruit estates, attracts large numbers of local and foreign tourists.

Figure 2: Local municipalities, Cape Winelands district



Sources: Western Cape Government; Cape Winelands District Municipality, 2022

2. General Information

Table 1 shows the key indicators for the Cape Winelands district.

Table 1: Key indicators, 2021, Cape Winelands district

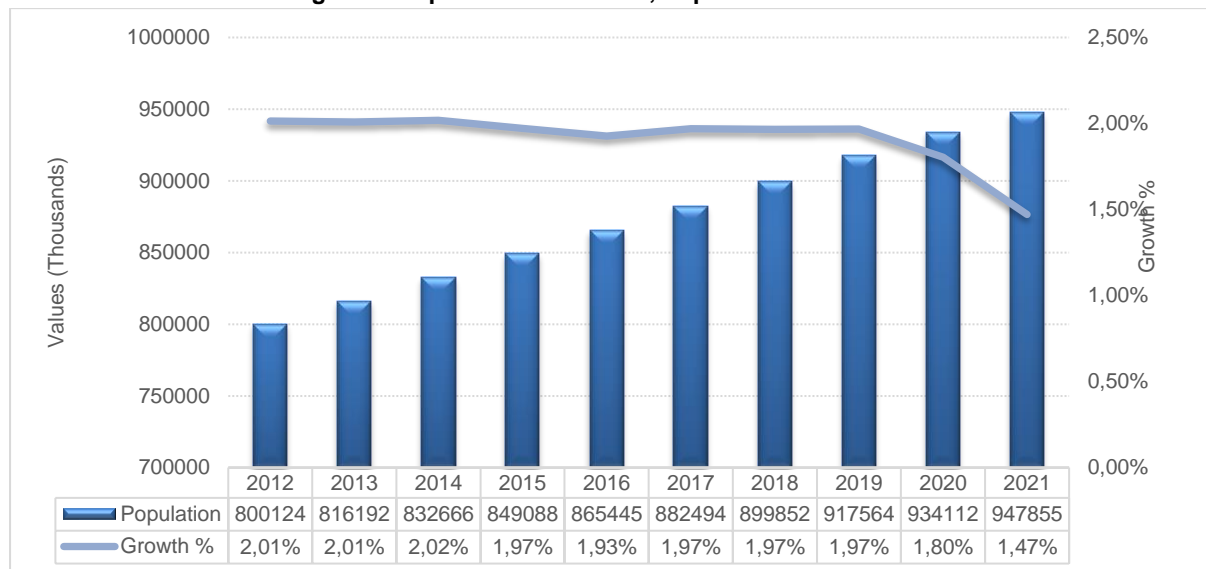
INDICATOR	
Executive mayor	Alderman Dr H von Schilcht
Population (2021)	947,855
Population density (2021)	44.1/km ²
GVA at basic prices (2021)	ZAR64.26bn
Real GDP Growth (2021)	5.27%
Literacy rate (2021) ¹	60.61%
Unemployment rate (2021)	15.39%
Racial groups (2021)	Coloured (61.72%), Black African (28.09%), White (9.82%) & Indian or Asian (0.37%)
Languages (Census 2011)	Afrikaans (74.8%), Xhosa (16.6%), English (4.3%), Sotho (1.9%) & Other (2.4%)
Gini Coefficient - Current income per capita (2021)	0.56
Human Development Index (2021 HDI)	0.75

Source: Quantec, 2022; Stats SA, 2022

2.1. Demographics

Figure 3 illustrates the population and population growth rate in the Cape Winelands district from 2012 to 2021. In 2021, the population was estimated at 947,855 people, making the region the second most populated district municipality in the Western Cape after the City of Cape Town. The district accounted for 13.41% of the Western Cape's population in 2021 and its population is estimated to have grown by an annual average rate of 1.91% in these years.

Figure 3: Population 2012–2021, Cape Winelands district



Source: Quantec, 2022

Table 2 shows the demographic breakdown of the population groups in the Cape Winelands. In 2021, the Coloured population represented the largest group, accounting for 61.72% of the total population, followed by Black Africans (28.09%) and Whites (9.82%).

¹ The literacy rate indicates a minimum education level attained. A simple definition of literacy is the ability to read and write, but the strict definition is interpreted as the successful completion of a minimum of seven years of formal education.

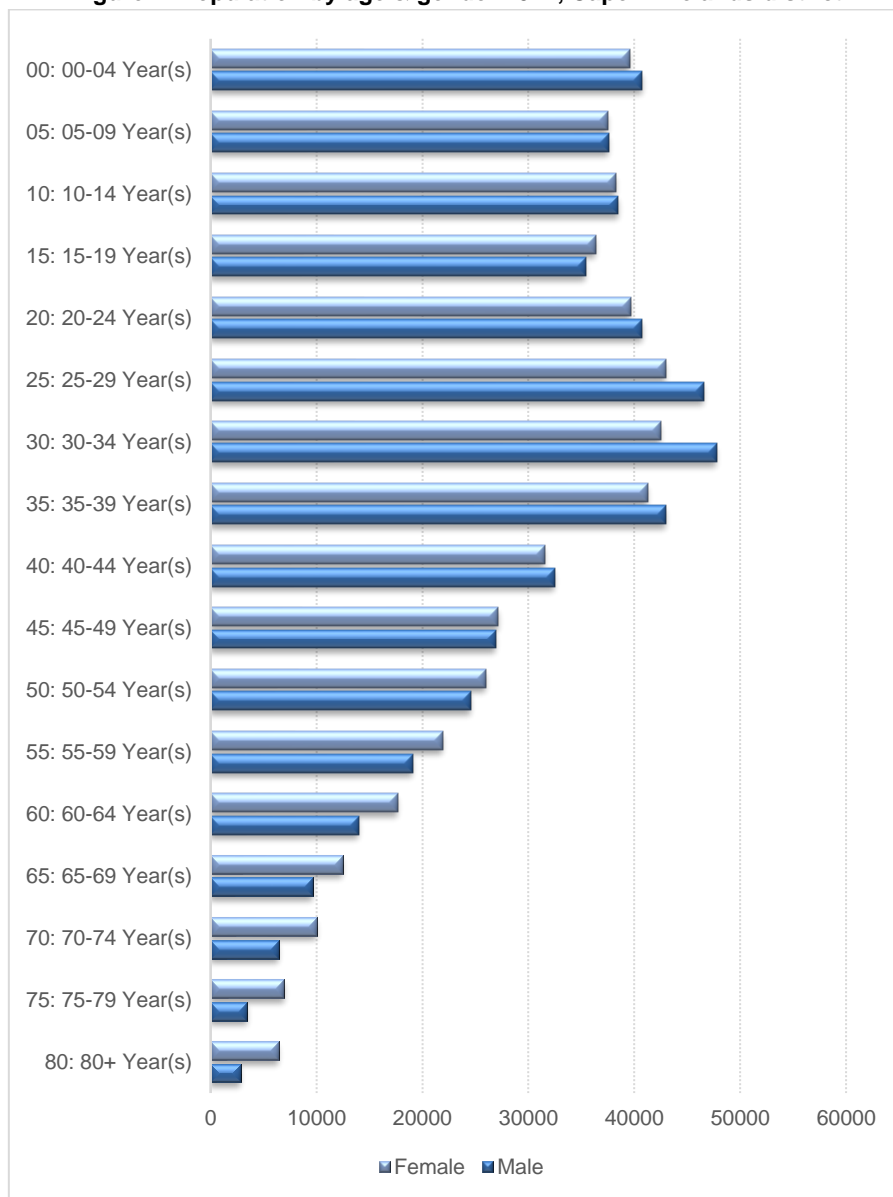
Table 2: Population breakdown by group (2020–2021), Cape Winelands district

GROUP	2020	2021	% SHARE 2020	2020–2021 CHANGE
Coloured	576,690	585,015	61.72%	1.44%
Black African	260,489	266,260	28.09%	2.22%
White	93,452	93,034	9.82%	-0.45%
Asian/Indian	3,481	3,545	0.37%	1.86%
TOTAL	934,112	947,855	100.00%	1.47%

Source: Quantec, 2022

The graph in Figure 4 indicates the population of the Cape Winelands district according to gender and age in 2021. The data shows that most of the population is young and the size of the cohorts tends to decrease the older the age group becomes.

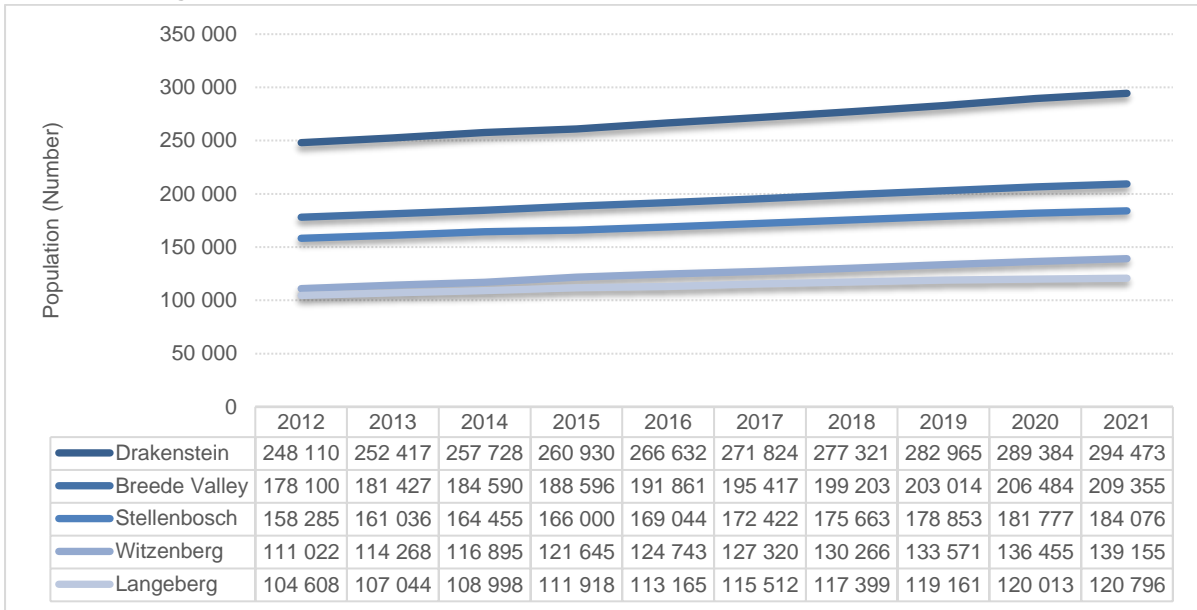
Figure 4: Population by age & gender 2021, Cape Winelands district



Source: Quantec, 2022

The population of the Cape Winelands district per local municipality for the period 2012–2021 is shown in Figure 5. The Drakenstein and Breede Valley municipalities rank as the two most populated local municipalities.

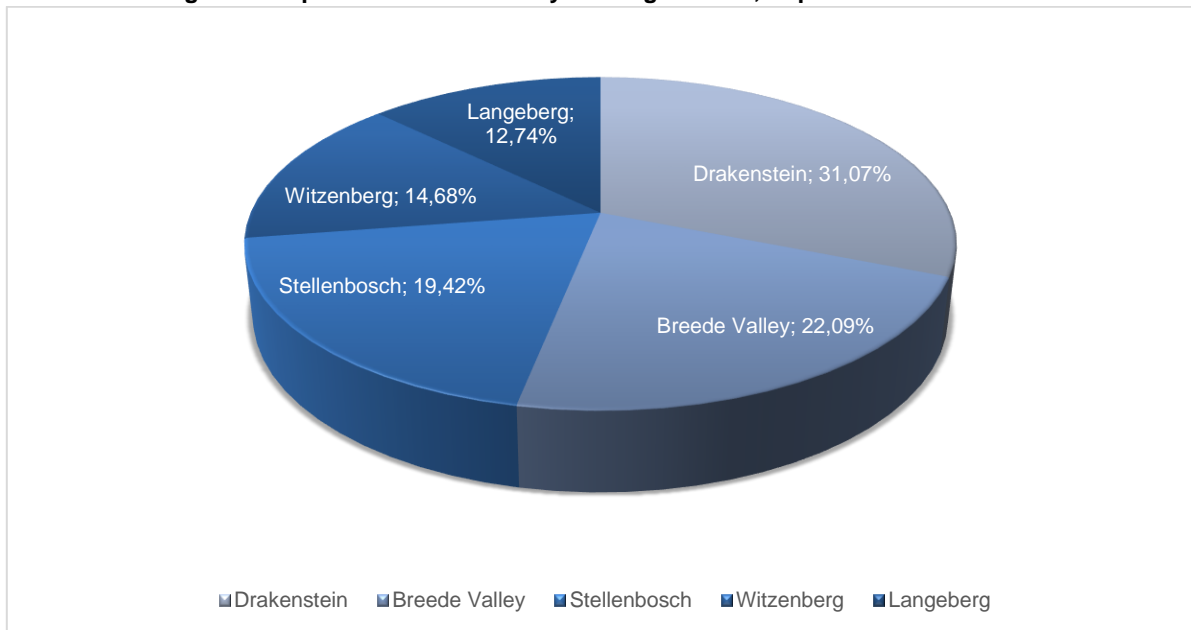
Figure 5: Population of local municipalities, 2012–2021, Cape Winelands district



Source: Quantec, 2022

In Figure 6, the sub-regional breakdown of the population in the Cape Winelands district in 2021 is shown. The largest proportion of the population lives in the Drakenstein municipality (31.07%), followed by the Breede Valley (22.09%), and Stellenbosch (19.42%).

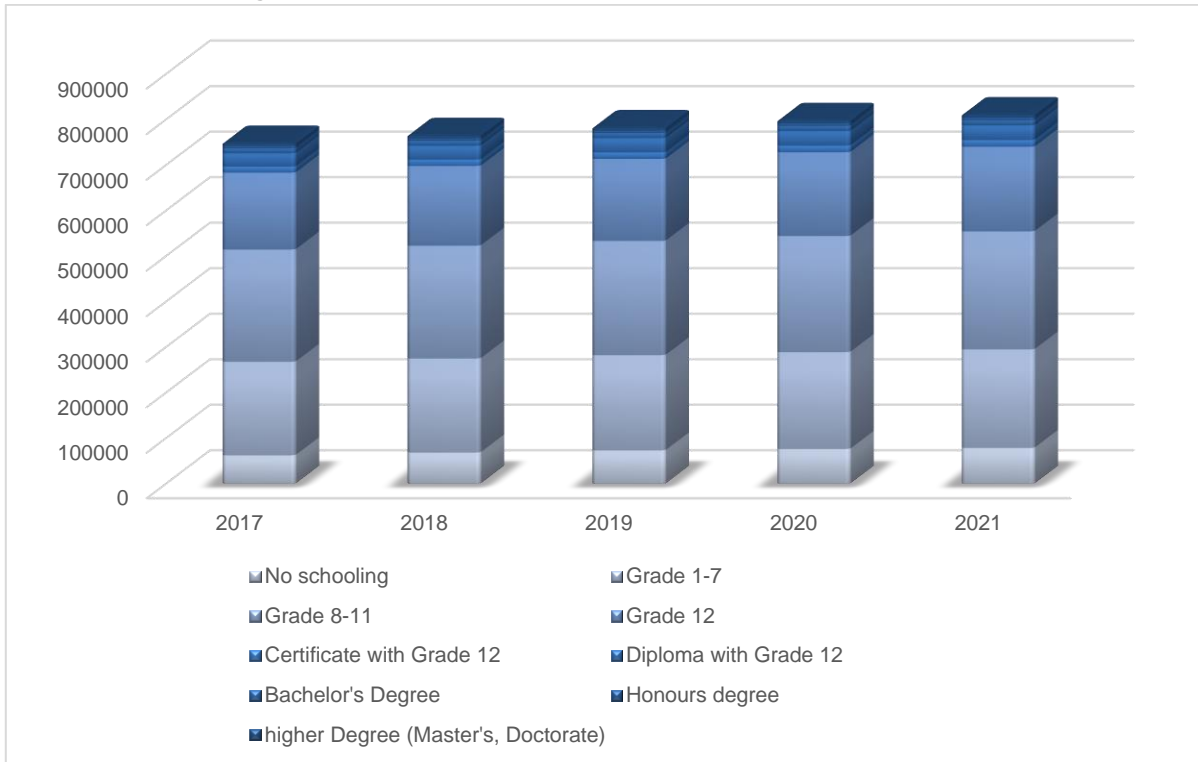
Figure 6: Population breakdown by sub-region 2021, Cape Winelands district



Source: Quantec, 2022

Figure 7 shows the levels of education in the Cape Winelands district. The data indicates that approximately 19.63% of the people living in the Cape Winelands district had a matric (Grade 12) qualification in 2021. Some 8.3% of the population had no schooling in 2021, and those with bachelor's, master's and higher education degrees constituted only 2.36% of the population.

Figure 7: Levels of education 2017–2021, Cape Winelands district



Source: Quantec, 2022

2.2. Employment

Table 3 provides a snapshot of employment figures in the Cape Winelands district in 2021. The unemployment rate in 2021 was 15.39%, with 351,391 people employed from a working-age population of 657,513 people.

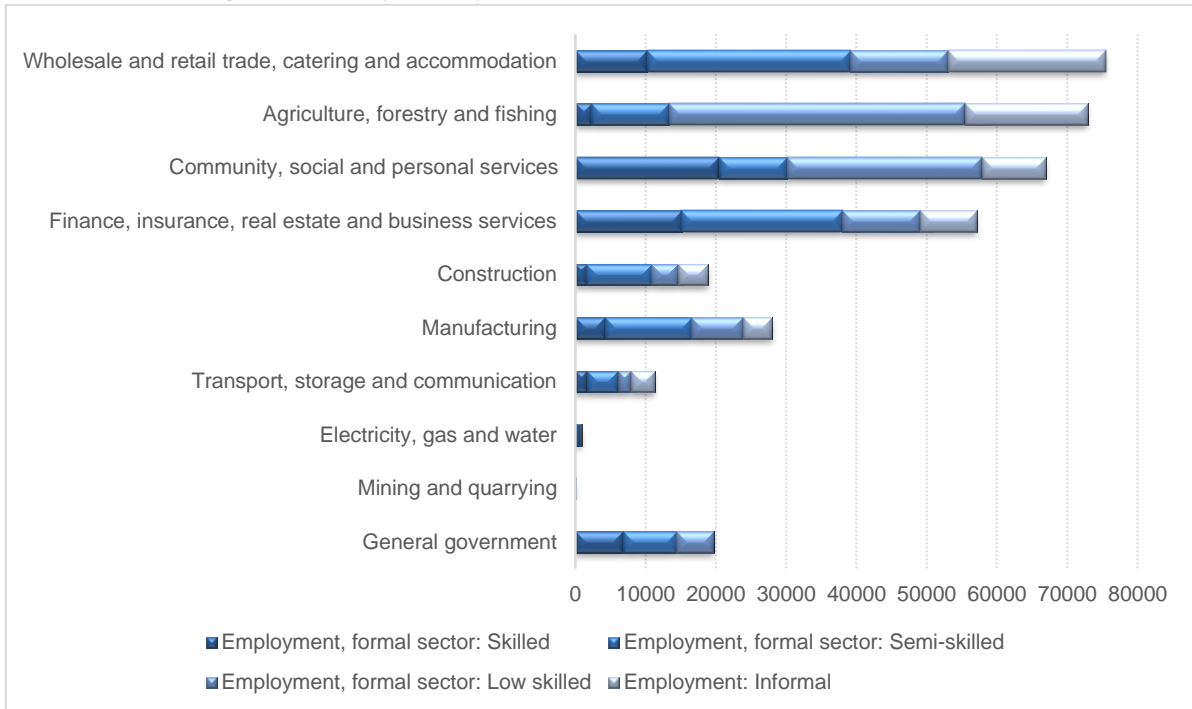
Table 3: Employment indicators 2021, Cape Winelands district

INDICATOR	
Population aged 15-64 years (2021)	657,513
Labour force participation rate (2021)	63.16%
Employed (2021)	351,391
Unemployed (2021)	63,895
Not economically active (2021)	242,227
Unemployment rate (2021)	15.39%

Source: Quantec, 2022

The graph in Figure 8 provides an overview of employment figures in the different economic sectors in 2021. Sectors with high employment levels were the wholesale and retail trade, catering, and accommodation sector; the agriculture, forestry, and fishing sector; and the community, social and personal services sector. The community, social and personal services sector employed the largest number of highly skilled people (20,427).

Figure 8: Employment by sector & skills 2021, Cape Winelands district



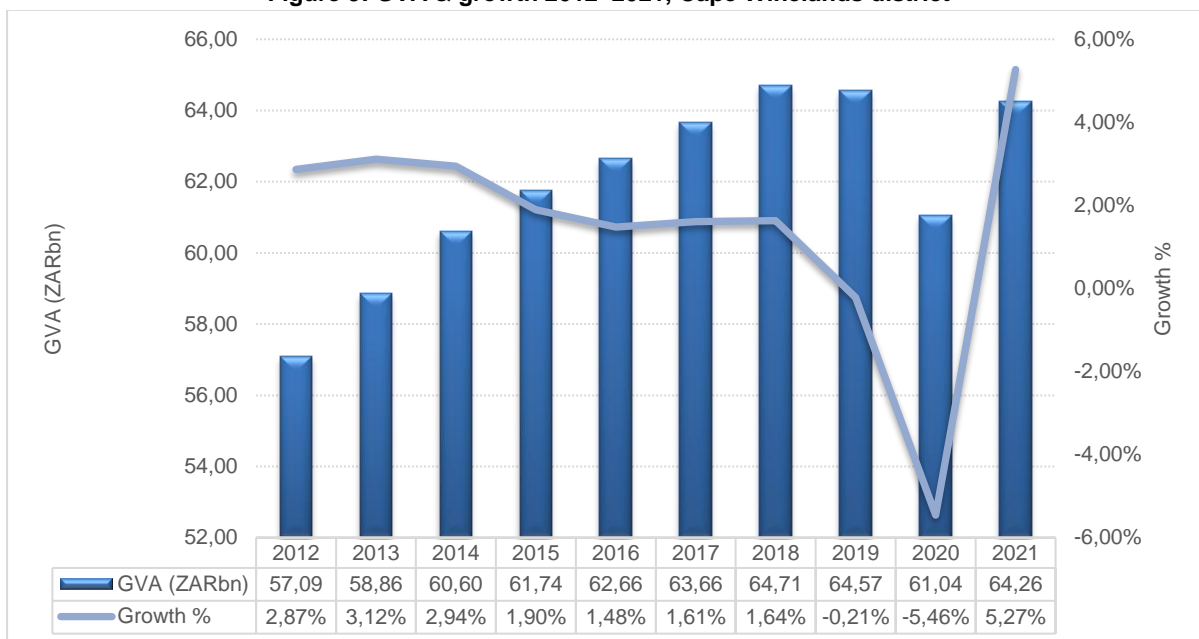
Source: Quantec, 2022

3. Economic Overview

Agriculture is an important component of the Cape Winelands district economy, with approximately 80,000 hectares of cultivated and irrigated areas dedicated to the production of mostly deciduous fruit (apricots, nectarines, pears, and apples), table grapes, wine grapes and vegetables. Leading agricultural contributions to the district economy are from the Witzenberg and Drakenstein municipalities. More than 70% of South Africa's wine comes from the Cape Winelands. A good percentage of this wine is exported and the wine estates themselves attract tourists with wine tasting and restaurants. More than one-third (40%) of the Western Cape's agricultural exports emanate from the Cape Winelands. Manufacturing is mainly concentrated on the processing of grapes and fruit into wine, juice, and brandy, and on dried and tinned fruit products. Dairy manufacturing, rose farming and thoroughbred horse breeding are also prevalent in the region.

Figure 9 shows that during the 10-year period of 2012–2021, the Cape Winelands district had an average GVA growth rate of 1.51%. And in 2021, the district's GVA increased by 5.27% y-o-y from ZAR61.04bn in 2020 to ZAR64.26bn.

Figure 9: GVA & growth 2012–2021, Cape Winelands district



Source: Quantec, 2022

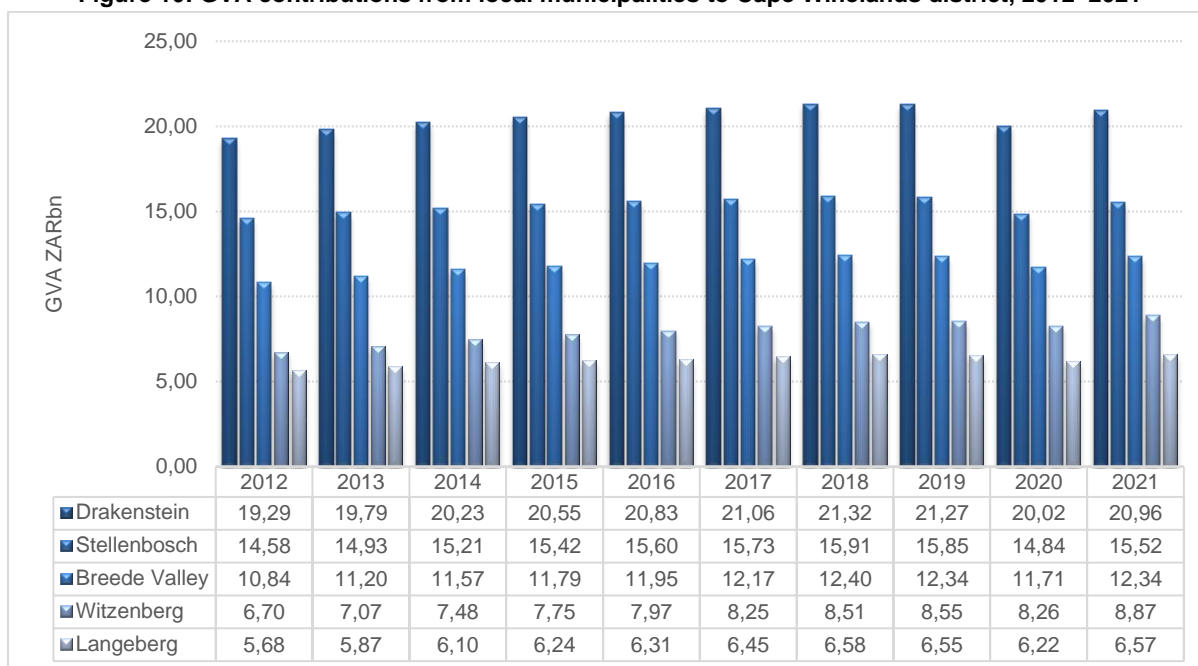
Note:

Concept: GVA at basic prices

Unit: ZAR, constant 2015 prices

Figure 10 shows the contributions made by local municipalities in the Cape Winelands district to the regional GVA from 2012 to 2021. The Drakenstein municipality has always been the largest contributor to the district's GVA. In 2021, the municipality's contribution to the district's GVA came in at ZAR20.96bn. Stellenbosch and the Breede Valley were the second and third largest contributors, at values of ZAR15.52bn and ZAR12.34bn.

Figure 10: GVA contributions from local municipalities to Cape Winelands district, 2012–2021



Source: Quantec, 2022

The composition of the Cape Winelands economy in terms of GVA is shown in Table 4. The finance, insurance, real estate, and business services sector contributed the most (26.71%) to the district's GVA. The wholesale and retail trade, catering and accommodation sector followed with 15.62%, and the manufacturing sector was in third place with a market share of 14.17%.

Table 4: GVA by sector 2017–2021, Cape Winelands district

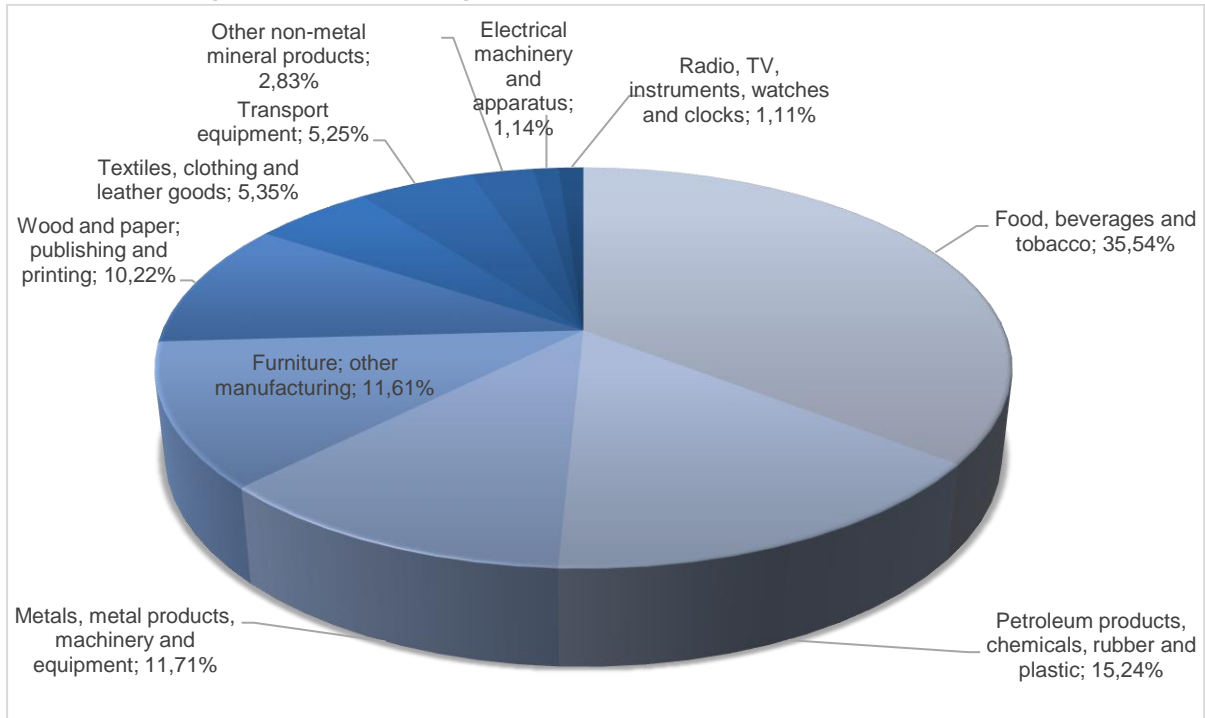
SECTOR	VALUE 2017 ZARbn	VALUE 2018 ZARbn	VALUE 2019 ZARbn	VALUE 2020 ZARbn	VALUE 2021 ZARbn	% SHARE OF CW GVA, 2021
Finance, insurance, real estate, and business services	14.87	15.53	16.06	16.36	17.16	26.71%
Wholesale and retail trade, catering, and accommodation	10.41	10.66	10.76	9.29	10.04	15.62%
Manufacturing	10.00	10.00	9.83	8.63	9.11	14.17%
Community, social and personal services	6.64	6.61	6.69	6.54	7.02	10.92%
Agriculture, forestry, and fishing	5.83	5.70	5.07	5.74	6.19	9.63%
General government	5.98	6.05	6.13	6.13	6.14	9.56%
Transport, storage, and communication	5.09	5.28	5.26	4.36	4.63	7.20%
Construction	3.77	3.77	3.68	2.96	2.93	4.55%
Electricity, gas, and water	1.00	1.02	1.01	0.94	0.98	1.52%
Mining and quarrying	0.09	0.09	0.09	0.09	0.08	0.12%
TOTAL	63.66	64.71	64.57	61.04	64.26	100.00%

Source: Quantec, 2022

Figure 11 shows how much the manufacturing sub-sectors contributed to the Cape Winelands district's manufacturing sector in 2021:

- The food, beverages and tobacco sub-sector contributed the most (53.54%)
- This was followed by the petroleum products, chemicals, rubber, and plastic sub-sector (15.24%).
- In third place was the metals, metal products, machinery, and equipment sub-sector (11.71%).

Figure 11: Manufacturing sector breakdown 2021, Cape Winelands district

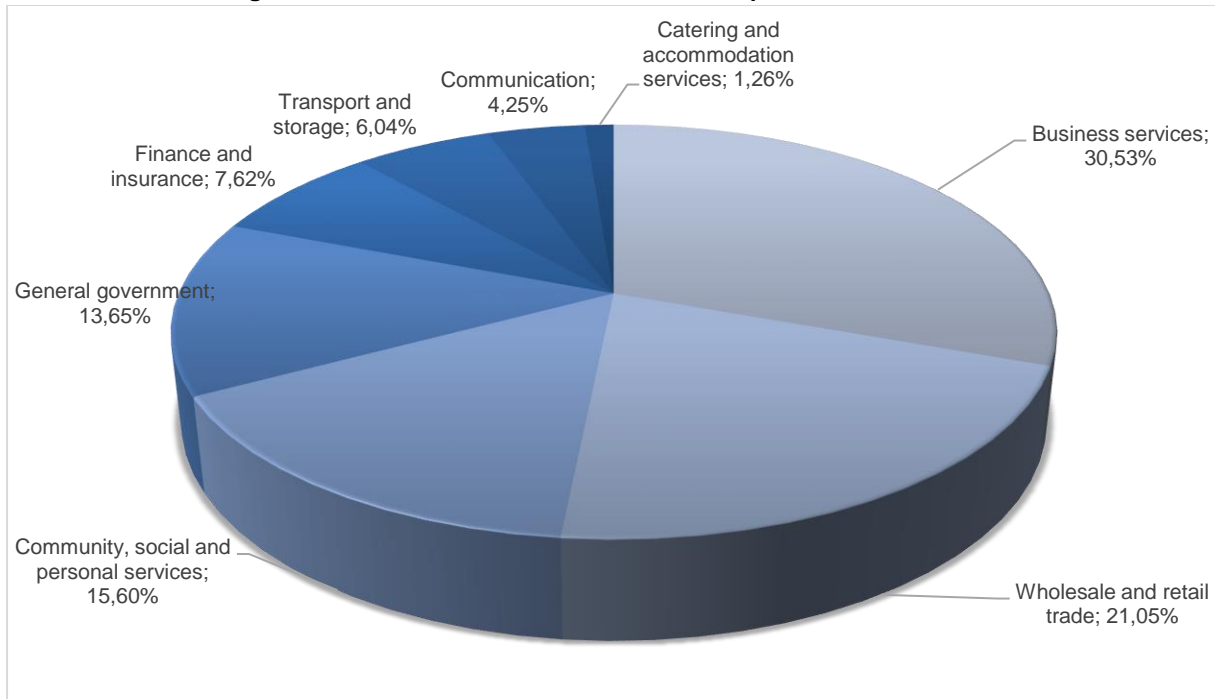


Source: Quantec, 2022

Figure 12 gives the breakdown of contributions from the service sub-sectors to the Cape Winelands district's services sector in 2021. The figure shows:

- The business services sub-sector made the largest contribution of 30.53% to the district's services sector.
- The wholesale and retail trade sub-sector contributed 21.05% to the sector.
- The community, social and personal services sector followed with a contribution of 15.60%.

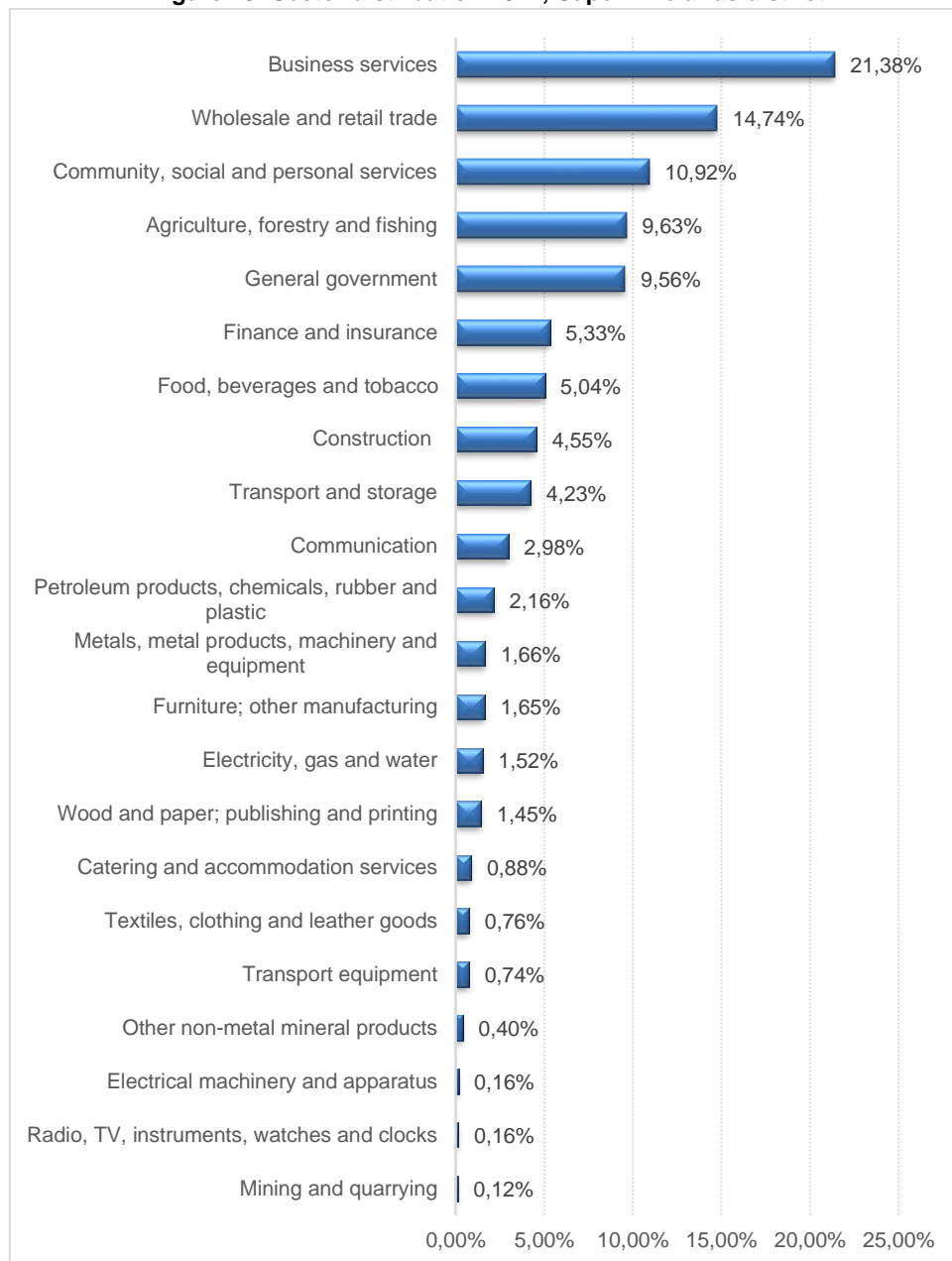
Figure 12: Service sector breakdown 2021, Cape Winelands district



Source: Quantec, 2022

Regarding contributions by sectors, business services made the largest contribution of 21.38% to the GDP in 2021. This was followed by the wholesale and retail trade (14.74%), and community, social and personal services (10.92%), as shown in Figure 13:

Figure 13: Sector distribution 2021, Cape Winelands district

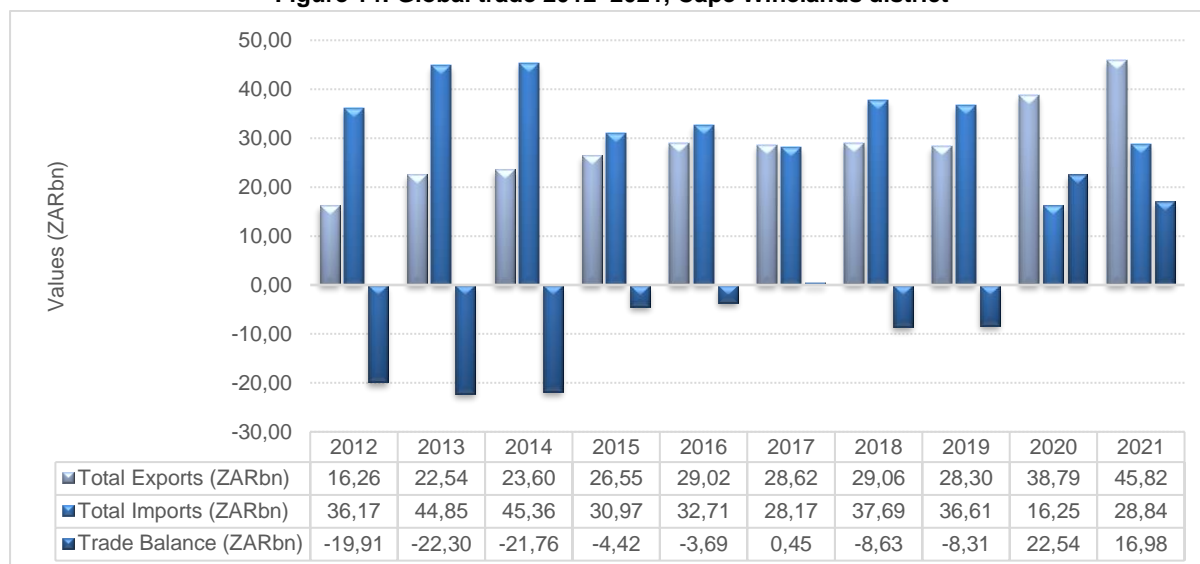


Source: Quantec, 2022

4. Trade

Figure 14 is a representation of the Cape Winelands district's global trade from 2012 to 2021. The Cape Winelands district exported goods to the value of ZAR45.82bn in 2021 compared to ZAR38.79bn in 2020, representing an increase of 18.11%. Imports valued at ZAR28.84bn in 2021 increased notably by 77.46% from their value of ZAR16.25bn in 2020. This increase can be attributed to higher costs in the import of crude petroleum oils, which rose from a total cost of ZAR1.72bn in 2020 to ZAR9.04bn in 2021.

Figure 14: Global trade 2012–2021, Cape Winelands district



Source: Quantec, 2022

Table 5 shows the top 10 destination markets for exports from the Cape Winelands district. The Netherlands was the largest export market for the district in 2021, accounting for 15.99% of total exports, with a value of ZAR7.33bn. Top exports to the Netherlands from the Cape Winelands district in 2021 were grapes, citrus fruit, and other fruit. The United Kingdom and the United States were the second and third most important export markets. Goods to the value of ZAR5.88bn and ZAR2.39bn were exported to these markets.

Table 5: Top 10 destination markets for exports 2021, Cape Winelands district

RANK	DESTINATION MARKETS	VALUE 2021 (ZARbn)	% SHARE 2021	GROWTH RATE (2020–2021)
1	Netherlands	7.33	15.99%	18.80%
2	United Kingdom	5.88	12.82%	5.43%
3	United States	2.39	5.22%	30.02%
4	China	2.18	4.75%	86.11%
5	Namibia	2.09	4.56%	18.66%
6	Germany	1.88	4.10%	-0.31%
7	United Arab Emirates	1.83	3.99%	10.48%
8	Russian Federation	1.70	3.72%	-1.14%
9	Canada	1.34	2.92%	-4.65%
10	Japan	1.33	2.91%	96.75%
TOTAL EXPORTS		45.82	100.00%	18.11%

Source: Quantec, 2022

Table 6 is a representation of leading import source markets for the Cape Winelands district in 2021. These include imports from Saudi Arabia at an associated cost of ZAR6,101.13m, (amounting to 21.16% of the Cape Winelands district's total imports), and imports from China and Nigeria with values of ZAR4,739.19m and ZAR2,234.13m, respectively.

Table 6: Top 10 source markets for imports, 2021, Cape Winelands district

RANK	SOURCE MARKETS	VALUE 2021 (ZARm)	% SHARE 2021	GROWTH RATE (2020-2021)
1	Saudi Arabia	6,101.13	21.16%	77.46%
2	China	4,739.19	16.43%	751.76%
3	Nigeria	2,234.13	7.75%	-8.22%
4	Thailand	1,837.09	6.37%	504.14%
5	Netherlands	1,758.62	6.10%	-5.85%
6	Ghana	1,758.32	6.10%	245.68%
7	India	1,217.94	4.22%	159.55%
8	United States	908.35	3.15%	283.28%
9	Germany	900.26	3.12%	90.94%
10	France	737.34	2.56%	30.96%
TOTAL IMPORTS		28,839.53	100,00%	77.46%

Source: Quantec, 2022

Table 7 is a representation of top exports and imports in 2021. Citrus fruit was the leading export product from the Cape Winelands in 2021, accounting for 18.42% of total exports, with a value of ZAR8,441.83m. Wine and grapes ranked second and third, accounting for 17.24% (ZAR7,897.09m) and 12.66% (ZAR5,801.29m) of total exports, respectively.

The crude petroleum oils category was the leading import in 2021, accounting for 31.33% of total imports, with a value of ZAR9,036.10m. Refined petroleum and rice ranked second (16.07%) and third (6.45%).

Table 7: Top trade products 2021, Cape Winelands district

TOP 10 EXPORT PRODUCTS FROM THE CAPE WINELANDS DISTRICT, 2021				TOP 10 IMPORT PRODUCTS TO THE CAPE WINELANDS DISTRICT, 2021			
RANK	PRODUCT	VALUE 2021 (ZARm)	AVERAGE % GROWTH, 2017-2021	RANK	PRODUCT	VALUE 2021 (ZARm)	AVERAGE % GROWTH, 2017-2021
1	Citrus fruit	8,441.83	22.72%	1	Crude petroleum oils	9,036.10	76.15%
2	Wine	7,897.09	3.66%	2	Refined petroleum oils	4,634.72	86.96%
3	Grapes	5,801.29	15.06%	3	Rice	1,860.13	3330.76%
4	Apples, pears, and quinces	3,293.17	8.68%	4	Fruit juices	605.40	8.70%
5	Other fruit, fresh	2,233.50	34.09%	5	Undenatured ethyl alcohol	472.18	28.30%
6	Fruit juices	1,853.71	1.86%	6	Harvesting or threshing machinery	366.24	21.40%
7	Maize (corn)	1,744.19	949.31%	7	Mineral or chemical fertilisers	344.51	30.47%
8	Fruit, nuts	1,684.24	-3.79%	8	Dish washing machines	296.57	5.77%
9	Apricots, cherries, peaches	1,505.90	11.52%	9	Flours, meals, and pellets	243.29	257.93%
10	Undenatured ethyl alcohol	1,008.22	3.98%	10	Articles for the conveyance or packing of goods	231.76	10.82%
TOTAL EXPORTS		45,818.83	10.54%	TOTAL IMPORTS		28,839.53	7.78%

Source: Quantec, 2022

5. Investment

Table 8 shows FDI into the Cape Winelands district from January 2003 to September 2022. During the period under review, the Cape Winelands district attracted 15 FDI projects, valued at ZAR5,253.95m. These projects created 527 jobs. Stellenbosch benefited from 13 of the 15 FDI projects.

Table 8: FDI into the Cape Winelands district, January 2003– September 2022

DATE	INVESTING COMPANY	SOURCE COUNTRY	DESTINATION CITY	INDUSTRY SECTOR	BUSINESS ACTIVITY	CAPEX (ZARm)	JOBS
2021 Sep	TrainerRoad	United States	Stellenbosch	Software & IT services	Sales, Marketing & Support	79,77	8
2021 Jul	Trevali Mining Corporation	Canada	Stellenbosch	Software & IT services	Research & Development	823,76	51
2021 Mar	Worth Internet Systems	Netherlands	Stellenbosch	Software & IT services	Business Services	121,19	231
2020 Feb	Skema	France	Stellenbosch	Business services	Education & Training	105,85	43
2017 Nov	International Workplace Group (Regus)	Switzerland	Paarl	Real estate	Business Services	29,15	8
2017 Apr	Nedbank Private Wealth (Fairbairn Private Bank)	United Kingdom	Stellenbosch	Financial services	Business Services	145,73	17
2017 Jan	Liquorice	France	Stellenbosch	Business services	Business Services	331,34	15
2015 Mar	Don Limon	Germany	Paarl	Food & Beverages	Sales, Marketing & Support	69,03	16
2012 Jul	Enza Zaden	Netherlands	Stellenbosch	Biotechnology	Research & Development	486,28	48
2011 Nov	deVere & Partners (deVere Group)	Switzerland	Stellenbosch	Financial services	Business Services	168,74	21
2011 Aug	Genetwister Africa	Netherlands	Stellenbosch	Chemicals	Research & Development	158,00	35
2011 Apr	Artificial Life	Hong Kong	Stellenbosch	Communications	Sales, Marketing & Support	115,05	16
2011 Feb	Juwi	Germany	Stellenbosch	Renewable energy	Sales, Marketing & Support	2385,37	22
2010 May	Genetwister Technologies	Netherlands	Stellenbosch	Chemicals	Research & Development	158,00	35
2004 Sep	Alltech	United States	Stellenbosch	Chemicals	Manufacturing	76,70	6
TOTAL						5253,95	572

Source: FDI Intelligence, 2022

Table 9 shows the global outward FDI from the Cape Winelands from January 2003 to September 2022. A total of 28 outward FDI projects were launched from the region, with some of the companies investing in multiple projects and markets. During this period the region invested in projects valued at ZAR14 118.63 (or ZAR14.19bn), creating a total of 3,899 jobs. Of the 28 investments, 25 originated from Stellenbosch.

Table 9: FDI from The Cape Winelands district, January 2003–September 2022

DATE	INVESTING COMPANY	SOURCE CITY	DESTINATION COUNTRY	SECTOR	BUSINESS ACTIVITY	CAPEX (ZARm)	JOBS
Sep-22	KAP Industrial Holdings	Stellenbosch	Kenya	Consumer products	Manufacturing	177.94	280
Dec-20	Topwatch	Paarl	Hong Kong	Consumer products	Sales, Marketing & Support	124.25	31
Dec-20	Topwatch	Paarl	United Kingdom	Consumer products	Sales, Marketing & Support	47.55	16
May-20	Topwatch	Paarl	United States	Consumer products	Sales, Marketing & Support	2087.77	166
Feb-20	Wyzetalk	Stellenbosch	Netherlands	Communications	Sales, Marketing & Support	32.21	10
Aug-19	Blue Cube Systems	Stellenbosch	Australia	Industrial equipment	Sales, Marketing & Support	55.22	8
Feb-19	Distell Group	Stellenbosch	United Kingdom	Food & Beverages	Manufacturing	213.23	20
Dec-18	Entersekt	Stellenbosch	Netherlands	Software & IT services	Headquarters	156.468	79
Dec-18	Entersekt	Stellenbosch	Germany	Software & IT services	Sales, Marketing & Support	23.01	10
Oct-18	CT Lab	Stellenbosch	Netherlands	Industrial equipment	Sales, Marketing & Support	18.41	12
Sep-18	Skynamo	Stellenbosch	United States	Software & IT services	Headquarters	161.07	82
Dec-17	Skynamo	Stellenbosch	United Kingdom	Software & IT services	Sales, Marketing & Support	50.62	18
Jun-15	Origin Wine	Stellenbosch	United States	Food & Beverages	Sales, Marketing & Support	58.29	55
May-15	PSG Konsult	Stellenbosch	Namibia	Financial services	Business Services	145.73	13
Apr-15	Mediclinic Middle East	Stellenbosch	UAE	Healthcare	Construction	2923.50	800
Oct-14	Wines of South Africa	Stellenbosch	Hong Kong	Food & Beverages	Sales, Marketing & Support	291.46	45
Jun-14	Distell Group	Stellenbosch	Angola	Food & Beverages	Manufacturing	682.00	255
Jun-14	Distell Group	Stellenbosch	Nigeria	Food & Beverages	Manufacturing	1021.64	288
Apr-14	Distell Group	Stellenbosch	Ghana	Food & Beverages	Manufacturing	288.39	325
Mar-14	Entersekt	Stellenbosch	United States	Software & IT services	Headquarters	161.07	82
Jan-14	Mxit	Stellenbosch	India	Software & IT services	Sales, Marketing & Support	113.52	96
Jan-14	Mediclinic Middle East	Stellenbosch	UAE	Healthcare	Construction	1311.57	263
Dec-13	Origin Wine	Stellenbosch	Sweden	Food & Beverages	Sales, Marketing & Support	36.82	7
May-13	Rainbow Chicken	Stellenbosch	Zambia	Food & Beverages	Manufacturing	831.43	255

Dec-12	Mediclinic Middle East	Stellenbosch	UAE	Healthcare	Construction	1311.57	263
Feb-12	Entersekt	Stellenbosch	United Kingdom	Software & IT services	Sales, Marketing & Support	84.37	16
Jan-11	Booker Tate	Stellenbosch	Sri Lanka	Food & Beverages	Manufacturing	1687.40	400
Mar-06	Distell Group	Stellenbosch	Namibia	Food & Beverages	Logistics, Distribution & Transportation	23.01	4
TOTAL						14 118.63	3899

Source: FDI Intelligence, 2022

5.1 Selected initiatives & opportunities in the Cape Winelands district

The proximity of the Cape Winelands district to the City of Cape Town offers great opportunities for investment into the region. The City of Cape Town is a leading investment destination, with these advantages: a world-class infrastructure, a well-functioning transport system, the Cape Town International Airport, South Africa's second largest container port, and a comprehensive road and rail network.

In the Cape Winelands district, several towns show potential for growth, according to the 2019 Socio-Economic Development Strategy of the Cape Winelands District Municipality. Investment should be driven towards these towns which offer the highest growth potential:

- Paarl (tourism and agro processing)
- Wellington (agro processing)
- Stellenbosch (wine production, tourism, technology)
- Ceres (tourism)
- Worcester (wine production, tourism)
- Robertson (wine production)

Selected initiatives that are underway in the Cape Winelands districts are shown in Table 10:

Table 10: Selected on-going and approved initiatives in the Cape Winelands district

INITIATIVE	OVERVIEW	PROJECT PHASE
Investment: Grassroots Group	Future approved Agro-processing facility in Woiseley. Entails production of fruit sweets and related. +-R46 million investment.	Approved by Council. Development to commence soon.
Investment: BAMCO	Food packaging facility, established in 2017, near Prince Alfred's Hamlet; +- R250 million investment.	In full operation.
Investment: Paardekraal Windfarm	Renewable energy development in the Ceres Karoo (Windfarm). On-site development will commence in 2018.	Site preparation phase.
Paarl Central Business District Renewal	Paarl is the economic center of Drakenstein Municipality housing major international companies, for example KWV, Pioneer Foods, Imperial Cargo and Quantum Foods. As a result, the upgrade of the Paarl Central Business District to encourage re-investment to the CBD has been identified as a "Big Move" of the Vision 2032 long-term strategic plan.	We are currently busy developing a Local Spatial Development Framework to ensure improved alignment with our Vision 2032 long-term strategic plan. This process will be completed by June 2019.
Paarl waterfront and Arboretum Precinct Development	This was identified as a "Big Move" in the Catalytic Zone: Paarl East- West Integration Corridor which will focus on the development of the Waterfront (on the banks of the Berg River) site as a mixed-use development with the main purpose to boost investment, create jobs and enable east/west linkages in Paarl.	The municipality will develop a Terms of Reference for a new "Call Proposals for the 2018/2019 financial year.
Wellington Industrial Park	Strategically located industrial park offering high visibility on the main access road into Wellington from the N1. The municipality will promote this park as an Agro-Processing hub.	The Land Use application for this site will be finalised by June 2019 and the municipality will be embarking on an economic feasibility study during the 2019/2020 financial year.
Paarl Mountain Facilities Upgrade	The municipality has identified upgrading of recreational facilities, walkways and the development of cycling tracks and hiking routes with improved signage as a Big Move to unlock the tourism potential of area.	The municipality has partnered with various role players to develop an integrated mountain biking trail around Paarl Mountain, which will be launched during October 2018. A Tourism Development Plan will be finalised by March 2019.

Source: Cape Winelands District Municipality, 2019

INITIATIVE	OVERVIEW	PROJECT PHASE
De Poort and Paarl Hamlet	Urban renewal refurbishment and re-establishment of a mixed-use commercial area in Southern Paarl. De Poort is a primary public gateway space and industrial heritage center.	We are at the conceptual phase of the project at this stage.
Development of Dal Josaphat Industrial Area	The municipality will focus on upgrading existing infrastructure and expediting the sale of municipal owned serviced industrial sites in the area.	The municipality established the Development and Investment Desk, which is located in the Office of the City Manager to accelerated investment into the area.
Klapmuts Industrial Park	The municipality will focus on a mixed-use development which will include light industrial, logistics, offices and residential.	A draft Local Spatial Development Framework will be completed by December 2018.
Zwelethemba commercial corridor	The project entails the detailed design of a business area by employing landscape architects and spatial planners to optimally plan the usage of limited spaces in the township to encourage decent informal trade and retail shopping. A second component is also to dispose a nearby municipal property to a private developer to construct additional retail facilities with a view to ignite private driven commercial development.	Detail planning has been completed and we are now at the tender specification/advertisement phase to roll out various urban landscape improvement initiatives.
Upgrades in Touwsrivier RSEP	Employ a landscape architect to upgrade the mobility infrastructure from the residential areas to the business areas and to rejuvenate the CBD of a very small and marginal town centre in the BVM.	Planning phase
Uitvlugt Industrial park	We have just completed the Urban Vision framework with Aurecon and we will go back to Council with a recommendation to view the Urban Vision document, and to allow the CFO to budget for the development contributions.	Urban vision completed, which include the provisional costing for the various bulk services such as electricity, water supply, mobility, as well as drainage infrastructure. Aurecon already presents us with Engineering designs and preliminary costing modules.
Fund additional security to reduce crime in CBD.	To make a contribution in collaboration with the BVM by contributing R420 000, whilst the Worcester Business Improvement Company funds the remainder. The project idea is about installing additional surveillance CCTV cameras in commensurate with a armed response programme that can meaningfully respond as and when needed.	Ongoing partnership project with the WBID company this year the BVM will make a contribution of R420 000, 00 to install additional cameras and pay to an armed response company to react. The WBID are receiving the additional rates that the BVM deduct and pay over to them on a monthly basis.
Rail Infrastructure at Klein plasie Open air Museum	Negotiate with Provincial Government Arts and Culture department to use the old infrastructure to the benefit of a private rail company that want to construct a locomotive hub to service the various locomotives that will be used to transport tourist facilities to the Northern part of the Du Toits Kloof mountains.	Most of the expenditure is for the Ceres Rail.
Bulida Industrial Project (development of Industrial area)	As there is insufficient land for industrial/commercial growth in Robertson, Langeberg municipality identified the need for the allocation of land for this purpose. Industrial development together with agriculture, commercial services and tourism form the economic base and support the economic growth potential of the town. Its envisaged that this development will ensure a sustainable socio-economic impact.	Busy with feasibility study during 2018 / 2019 financial year.
Cactus Garden Mall	A primary motivating factor for the development of the centre is the considerable economic and social advantages which will result from the development. Support economic development by providing job creation.	Planning approval issued. In pre – development stage.

INITIATIVE	OVERVIEW	PROJECT PHASE
U9 project –Carewell Private Hospital	The development will incorporate start-up living opportunities, and contribute to the provision of residential opportunities in line with the Municipality's forward plan. Temporary employment during construction phase and permanent employment during operational phase of development. The development will promote economic development.	Construction under way
Mountain View Resort	This project speaks to the need for frail care, doctors, a pharmacy in close proximity, and safe housing for the aged in the area. It will be in the form of a security complex. It will be accessible for the whole Langeberg area.	Construction under way
Jakes Gerwel Entrepreneurial School	The aim of building this school was to develop skilled people as well as entrepreneurs. A career hub will be established in order for the students to network with businesses. It is a low fees school for the community, and is an Afrikaans school as most in the community is Afrikaans speaking. Department of Education supports development. School is built on agricultural land.	First phase completed. Second phase of construction in progress
R962 Road Construction	Provincial Department identified a need for the upgrading of the roads.	Under construction
Bonnievale Main Road Construction	A need identified by the community for the upgrading of the main road in Bonnievale.	Under construction






Source: Cape Winelands District Municipality, 2018






Source: Cape Winelands District Municipality, 2019




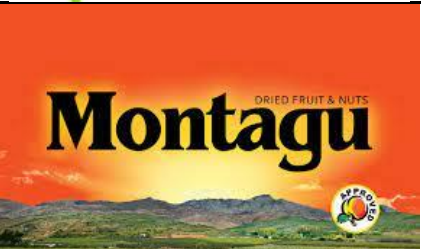
5.2 Companies

Table 11 lists some of the major businesses in the Cape Winelands district:

Table 11: Selected companies in the Cape Winelands district

COMPANY	ENTITY TYPE	CITY	MAIN INDUSTRY	BUSINESS ACTIVITY
	Unlisted Company	Paarl	Manufacturing	Manufacture of Pharmaceuticals, Medicinal Chemicals and Botanical Products
	Listed Company	Paarl	Wholesale and Retail Trade	Wholesale Trade in Other Intermediate Products, Waste and Scrap
	Listed Company	Paarl	Manufacturing	Processing and Preserving of Fruit and Vegetables
	Unlisted Company	Paarl	Wholesale and Retail Trade	Wholesale Trade in Foodstuffs
	Unlisted Company	Paarl	Manufacturing	Printing

	Unlisted Company	Stellenbosch	Community, Social and Personal Services	General Hospitals, Including Medical Staff, Radiology and Anaesthesiology
	Listed Company	Stellenbosch	Financial Intermediation, Insurance, Real Estate and Business Services	Discount Houses & Commercial & Other Banking Services
	Listed Company	Stellenbosch	Manufacturing	Distilling, Rectifying and Blending of Spirits; Ethyl Alcohol Production from Fermented Materials; Manufacture of Wine
	Unlisted Company	Stellenbosch	Community, Social and Personal Services	Other Health Services
	Listed Company	Stellenbosch	Financial Intermediation, Insurance, Real Estate and Business Services	Activities Auxiliary to Financial Intermediation

	Listed Company	Stellenbosch	Financial Intermediation, Insurance, Real Estate and Business Services	Other Financial Intermediation
	Unlisted Company	Stellenbosch	Manufacturing	Manufacture of Vegetable and Animal Oils and Fats
	Listed Company	Wellington	Wholesale and Retail Trade	Wholesale Trade in Agricultural Raw Materials and Livestock
	Unlisted Company	Montagu	Wholesale and Retail Trade	Wholesale Trade in Foodstuffs

Source: WhoownsWhom, 2022

6. Tourism

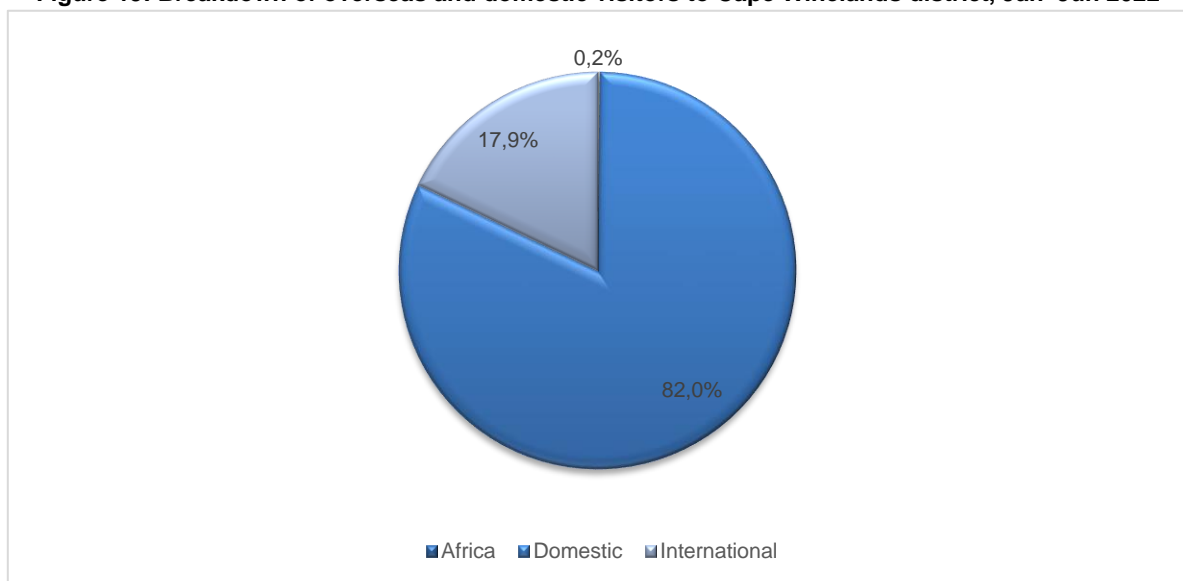
The Cape Winelands region is the source of many legendary Cape wines, its classic Cape-Dutch homesteads, mountainous surrounds, grand heritage, and world-class restaurants have earned the Cape Winelands the right to call itself South Africa's culinary capital.

This section provides an overview of the tourism trends and patterns in the Cape Winelands region. The findings will illustrate key visitor trends obtained from the regional visitor tracking survey. It includes the sample size, length of stay, as well as the origin of both domestic and international tourists into the region.²

6.1 Origin of visitors

As indicated in Figure 15 below, 82.0% of visitors to the Cape Winelands district between January and June 2022 were domestic visitors, whereas only 17.9% were local/domestic travellers during the period under review.

Figure 15: Breakdown of overseas and domestic visitors to Cape Winelands district, Jan–Jun 2022

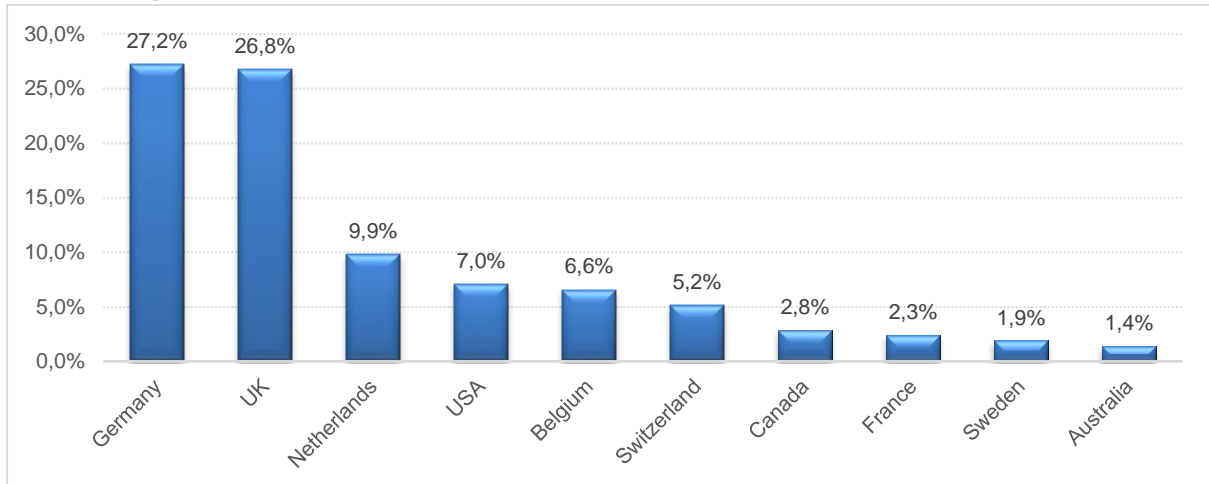


Source: Cape Winelands Visitor Survey, 2022

Figure 16 shows that Germany, United Kingdom, Netherlands, USA, and Belgium ranked as the region's top five international markets for visitors between January and June 2022.

² **NOTE:** 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.

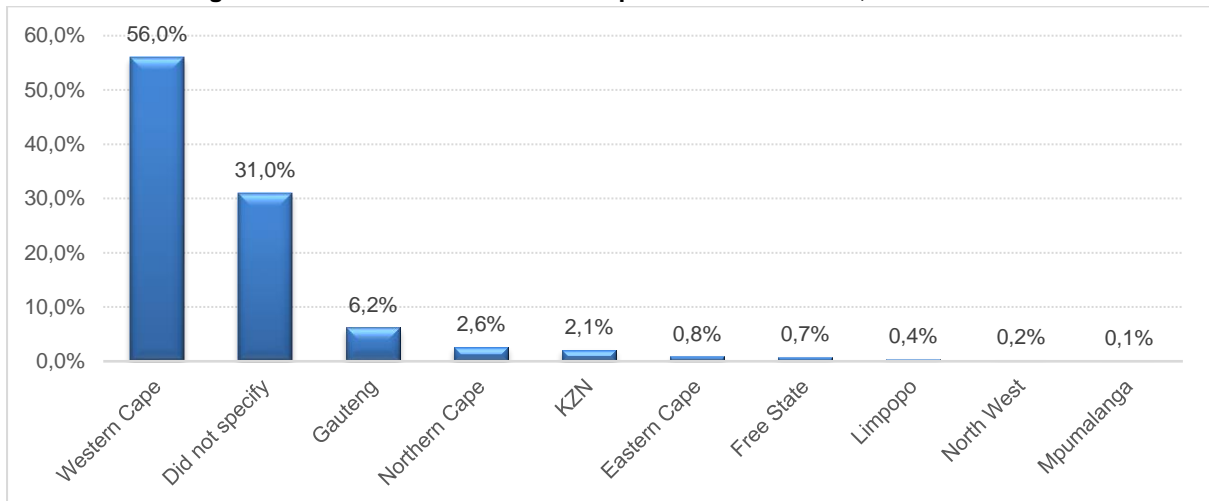
Figure 16: Top 10 international visitors to the Cape Winelands district, Jan–Jun 2022



Source: Cape Winelands Visitor Survey, 2022

As shown in figure 17 below, the top three domestic markets for visitors into the Cape Winelands district between January and June 2022 were Western Cape (56.0%), Gauteng (6.2%) and the Northern Cape (2.6%).

Figure 17: Domestic visitors to the Cape Winelands district, Jan–Jun 2022

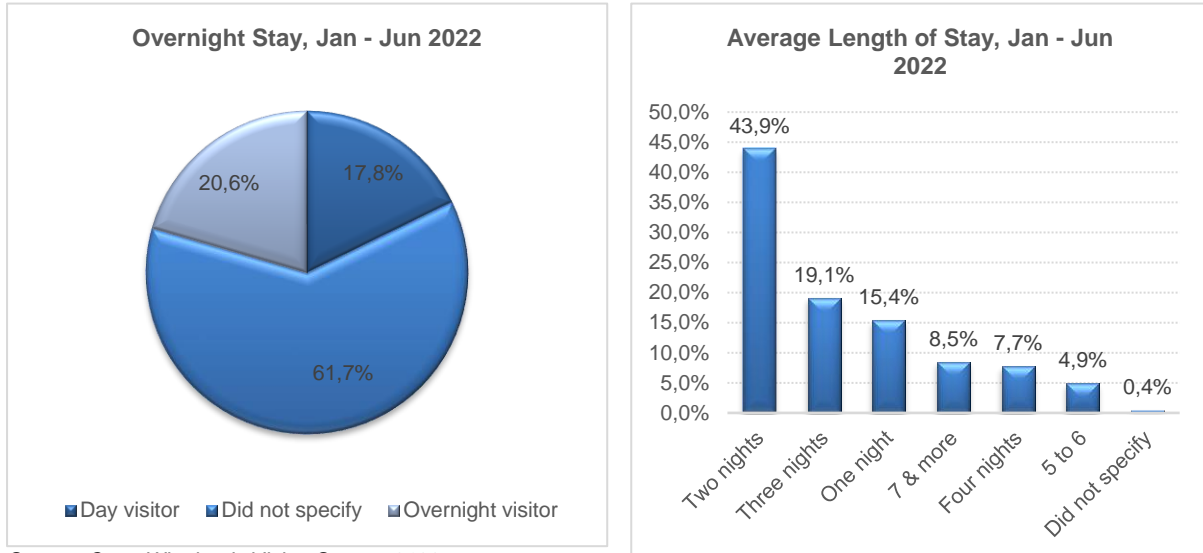


Source: Cape Winelands Visitor Survey, 2022

6.2 Overnight and average length of stay

Figure 18 shows the average length of stay by visitors in the Cape Winelands district between January and June 2022. As illustrated, 0,6% of visitors to the Cape Winelands VICs stayed overnight and of these close to 10% stayed for 7 plus nights and 1,3% indicated a stay of 1 or 2 nights in the region.

Figure 18: Overnight and average length of stay in the Cape Winelands district (Jan–Jun 2022)



Source: Cape Winelands Visitor Survey, 2022

6.3 Mobile data insights

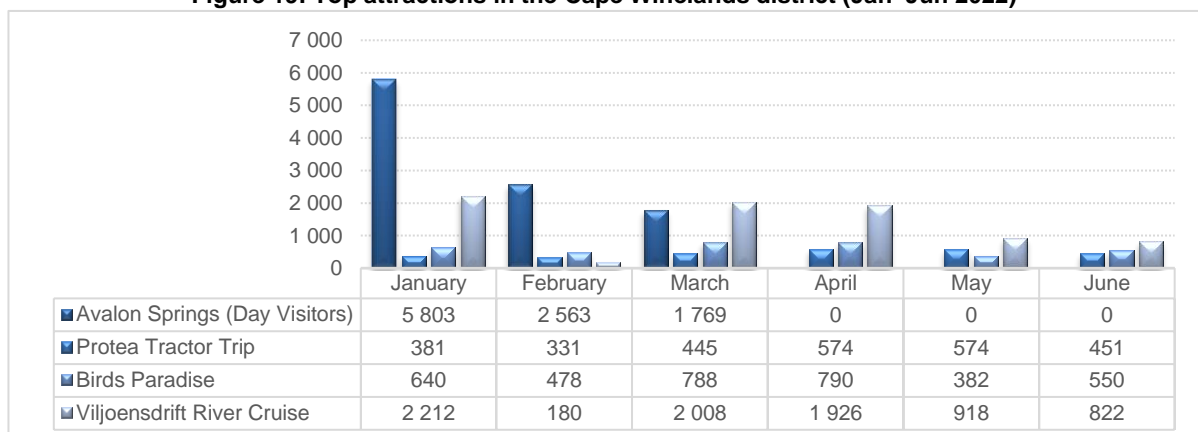
NOTE: Certain parts of this section provide an overview of the tourism activity in the Cape Winelands based on *mobile location data*. It includes the sample size, length of stay, the repeater rate as well as the origin of both domestic and international tourists into the region. The top attractions are also included.

For further clarity, mobile location data can be explained as Geo or spatial data from smartphones. All data collected is anonymized and does not include any personally identifiable information. The data offers a more granular lens on visitor behaviour and provides a much larger sample size. These insights aim to facilitate a better understanding of visitor movement throughout the Western Cape's six region. Mobile location data only serves as a sample. It is not 100% of visitors, and it should not be treated as such. Like any sampling method, it can be subject to biases or lack of volume.

Top attractions

The Langeberg municipality, which includes the towns of Montagu, Robertson, and McGregor, provide data from attractions in their towns. A select few of these are tabulated below from January – March 2022.

Figure 19: Top attractions in the Cape Winelands district (Jan–Jun 2022)

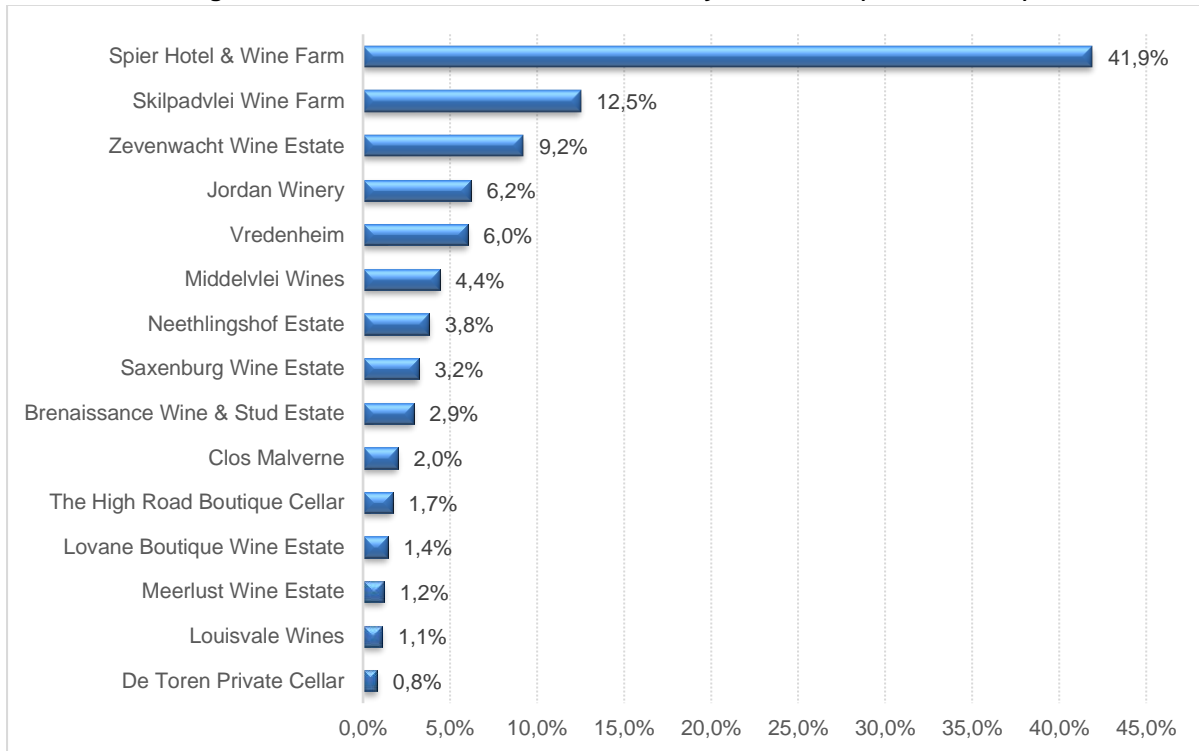


Source: Langeberg Municipality, 2022

Stellenbosch wine route insights

From a sample size of 4,647 tourists who visited the Stellenbosch Wine Route, 3,706 were locals, 848 domestic and 93 were international. Spier Hotel and Wine Farm was the most visited farm on the route, followed by Skilpadvlei and Zevenwacht Wine Estates.

Figure 20: Tourist visits to Stellenbosch valley wine route, (Jan–Jun 2022)



Source: ROVE, 2022

In terms of the average hours spent at the wine estates in Stellenbosch as shown in figure 21 below, most hours were spent at De Toren Private Cellar (3.7 hours), The High Road Boutique Cellar (3.6 hours) and Lovane Boutique Wine Estate (3.4 hours).

Figure 21: Average hours spent at top POIs, Stellenbosch valley wine route, (Jan–Jun 2022)



Source: ROVE, 2022

7. Film



The Cape Winelands district attracts tourists, business travellers and filmmakers. Many film studios are in the Cape Winelands district and location managers will be able to find many natural and built locations to suit their purposes. The region is one of the most scenic and beautiful wine regions in the world, and features Cape Dutch buildings, world-class golf courses, and unsurpassed scenery.

Famous film locations in the region include Paarl Rock, the town of Montagu situated on Route 62, Nekkies Resort in Worcester, the Robertson Airfield, and the Huguenot Monument in Franschhoek.

7.1 Key Information for filmmakers

Filmmakers must complete the events application form and submit it in person or electronically. They should indicate whether road closure is required and if they will need assistance with traffic. Regarding municipal open space and parks, an application must be made to the Community Services Department. The relevant municipality will coordinate this process to ensure one point of entry.

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Table 12 shows the films and TV series that have been shot in the Cape Winelands district.

Table 12: Films shot in the Cape Winelands

TYPE	FILM NAME
FILMS	The Dark Tower, Mad Max: Fury Road, The Last House on the Left
TV SERIES	Our Girl, Black Sails, Doctor Who

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