

# Central Karoo

# November 2022

## Executive Summary

This destination sector fact sheet provides key trade and investment related statistics for the Central Karoo. Specifically, it shows the Central Karoo's area, employment, trade, investment, and tourism trends. In addition, it shows the district's trade relations with the rest of the world. The key highlights are provided below:

### Economy

- The Central Karoo's real gross value added (GVA) increased by 4.81% y-o-y from ZAR2.75bn in 2020 to ZAR2.88bn in 2021.
- The Beaufort West local municipality was the largest contributor to the Central Karoo's district GVA in 2021 at a value of ZAR2.02bn.
- The general government was the largest contributing sector in 2021, accounting for 20.74% of the district's GDP, at a value of ZAR597.19m.
- The largest contributing sector to employment in 2021 was the community, social and personal services sector, employing 4, 392 people.
- The food, beverages and tobacco sub-sector were the largest contributor to the Central Karoo's manufacturing sector in 2021, accounting for 48.56% of total manufacturing GVA.
- General government was the largest contributor to the Central Karoo's services sector in 2021, accounting for 28.00% of total services GVA.
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### Trade

- In 2021, the Central Karoo exported goods to the value of ZAR114,15m and imported goods to the value ZAR40.81m, resulting in a trade surplus of ZAR73.33m.
- Milk and cream, not containing sugar was the largest export product in 2021 at a value of ZAR19.60m, followed crustaceans (ZAR17.00m), and milk and cream, containing added sugar (ZAR14.52m).
- The top import products into the Central Karoo in 2021 were butter valued at ZAR19.57m, harvesting or threshing machinery (ZAR10.33m), and preparations of a kind used in animal feeding (ZAR6.15m).
- Namibia was the top export destination for the Central Karoo in 2021, accounting for 38.87% of total exports at a value of ZAR44.37m.
- The United Kingdom was the largest source market for the district's imports, at an associated cost of ZAR19.96m, accounting for 48.90% of all imports.

### Investment

- The key investment opportunities in the Central Karoo are in the electricity, gas, and water sector; construction sector; and community, social and personal services sector. This is due to the growth and substantial employment creation of the sectors.

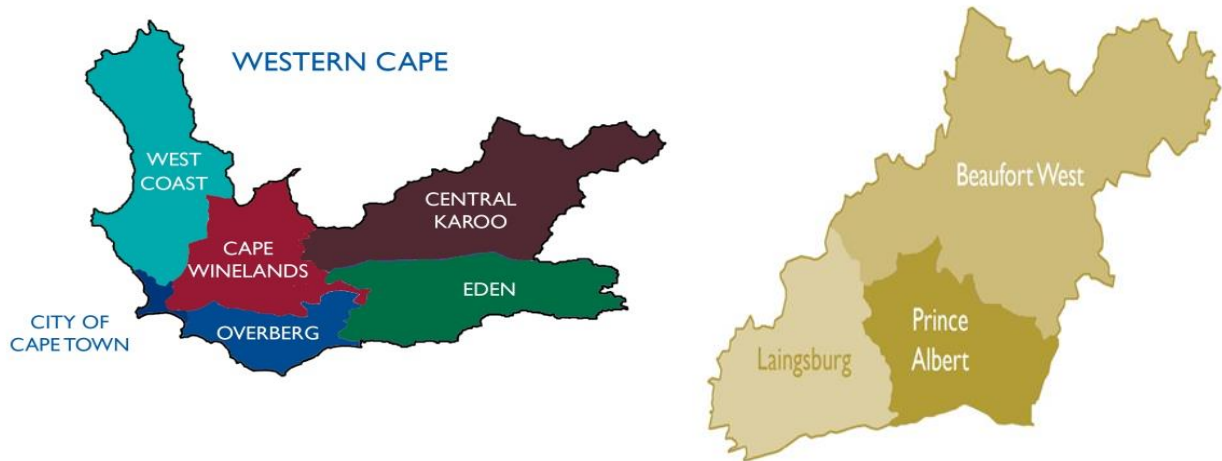
### Tourism

- In 2021, 29.5% of domestic tourists and 50% of international tourists stayed overnight in the Central Karoo.
- Repeat visitors accounted for 37.2% in the domestic and 17.3% from the international sample.
- For domestic tourists, January was the most popular month to visit the Central Karoo, this was followed by the months of April and October. January and February were the most popular months to visit for international tourists.
- August and September were the most popular months for overnight stays among domestic tourists and international tourists stayed overnight most frequently at the beginning of the year (February and March).

## 1. Area

The Central Karoo district municipality is in the northern part of the Western Cape province. It is extremely sparsely populated and much of the area is desert. The geographical area of the province is 38 854 km<sup>2</sup>. The Central Karoo is approximately 400 km Northwest of Cape Town and 1,200 km Southwest of Johannesburg along the N1 road. The district borders the Eastern Cape to the East and the Northern Cape to the North.

The district is comprised of three local municipalities, namely Beaufort West, Prince Albert, and Laingsburg.



## 2. General Information

The table below shows the key indicators for the Central Karoo district.

TABLE 1: CENTRAL KAROO KEY INDICATORS	
Executive Mayor	Cllr. Gayton McKenzie
Population (2021)	75, 647
Human Development Index (HDI) 2021	0.77
Gross Value Added (GVA) (2021)	ZAR2.88bn
GVA Growth Rate (2021)	4.81%
Unemployment (2021)	26.44%
Literacy rate <sup>1</sup> (2021)	50.29%
Ethnic groups (2021)	Coloured (75.23%), Black African (15.63%), White (8.72%) & Asian/Indian (0.42%)
Languages	Afrikaans (84.6%), Xhosa (7.5%), English (2.5%) & Other (0.43%)
Gini Coefficient, current income per capita <sup>2</sup> (2021)	0.51

Source: Central Karoo District Municipality, 2022; Quantec, 2022, Stats SA, 2022

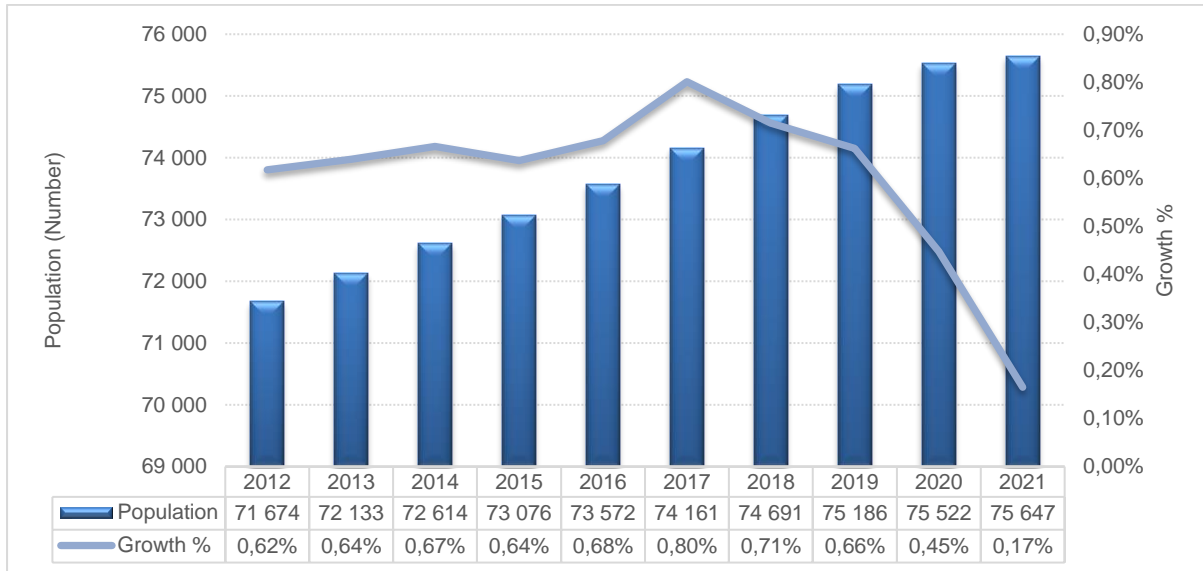
<sup>1</sup>The literacy rate is used to indicate a minimum education level attained. A simple definition of literacy is the ability to read and write, but the strict definition is interpreted as the successful completion of a minimum of 7 years of formal education.

<sup>2</sup> Current income = Compensation + Unearned income

## 2.1 Demographics

The Central Karoo is the smallest district in the province by population. However, in terms of area, the district is vast, covering a total of 38,854 km<sup>2</sup> giving the district a population density of about 1.9 people per kilometre: the lowest population density in the province. The Central Karoo's population grew from a population of 71, 674 people in 2012 to 75, 647 people in 2021. The population grew by 0.17% y-o-y from 2020-2021 and growth is likely to remain between 1% and 2% into the future.

**FIGURE 1: CENTRAL KAROO POPULATION, 2012 - 2021**



Source: Quantec, 2022

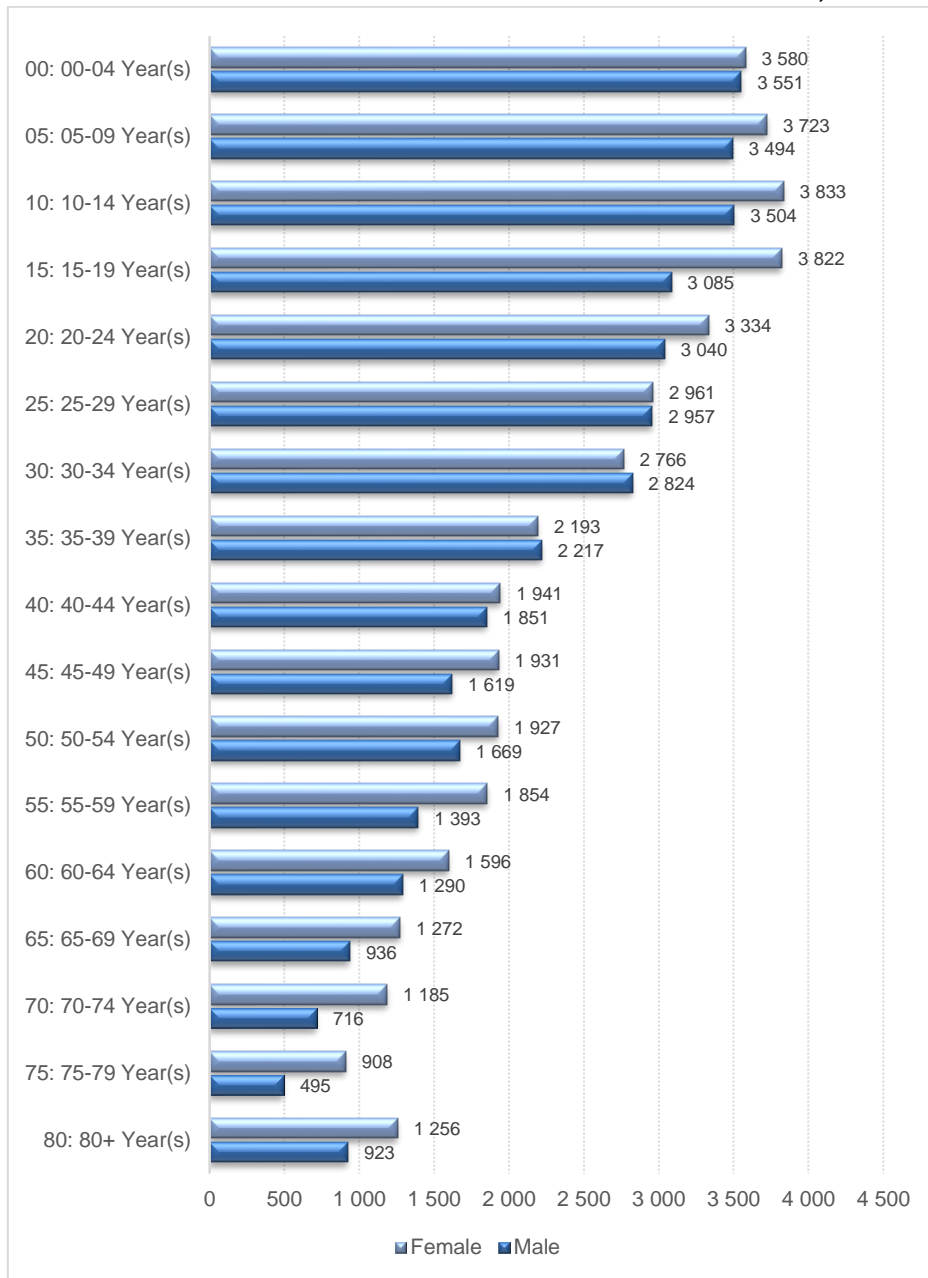
The table below shows the Central Karoo's population breakdown by racial group. The Coloured population represented the largest population group, accounting for 74.99% in 2021, followed by the Black African population and White population, accounting for 16.00% and 8.58% of total population, respectively.

TABLE 2: CENTRAL KAROO'S POPULATION BREAKDOWN, BY GROUP (2021)				
GROUP	2020	2021	% SHARE 2021	2020-2021 CHANGE
Coloured	56 578	56 729	74,99%	0,27%
Black African	12 017	12 102	16,00%	0,70%
White	6 608	6 490	8,58%	-1,78%
Asian/Indian	319	326	0,43%	2,19%
<b>TOTAL</b>	<b>75 522</b>	<b>75 647</b>	<b>100.00%</b>	<b>0,17%</b>

Source: Quantec, 2022

The graph below shows the population of the Central Karoo according to gender and age for 2021. According to the data, most of the population is young, and the size of the cohorts tend to decrease the older the age group becomes.

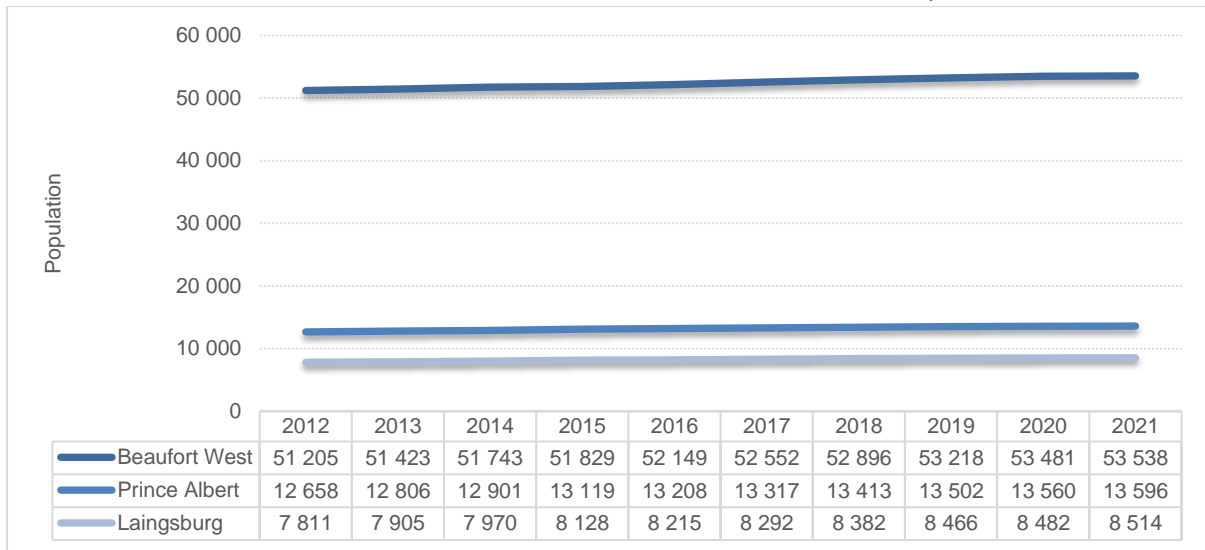
**FIGURE 2: CENTRAL KAROO'S POPULATION BY AGE & GENDER, 2021**



Source: Quantec, 2022

The graph below shows the population of the Central Karoo per local municipality between 2012 and 2021. According to the data, Beaufort West had the highest population in the Central Karoo in 2021.

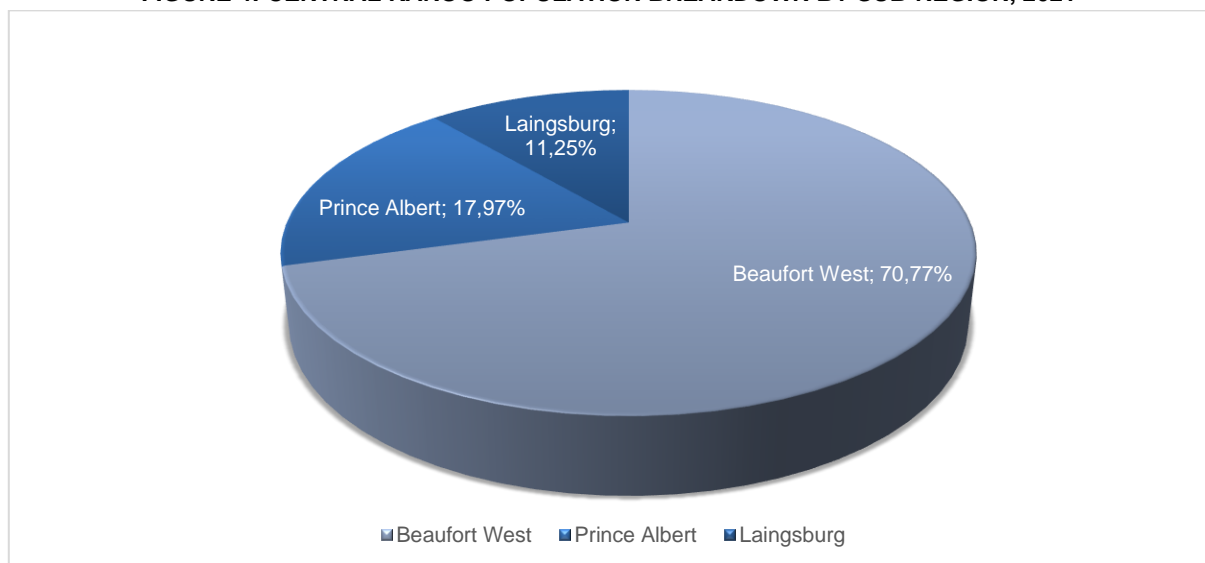
**FIGURE 3: CENTRAL KAROO LOCAL MUNICIPALITY POPULATION, 2012-2021**



Source: Quantec, 2022

The pie chart below shows the sub-regional breakdown of the Central Karoo's population in 2021. As noted above, the largest proportion of the population live in Beaufort West (70.77%), followed by Prince Albert (17.97%), and Laingsburg (11.25%).

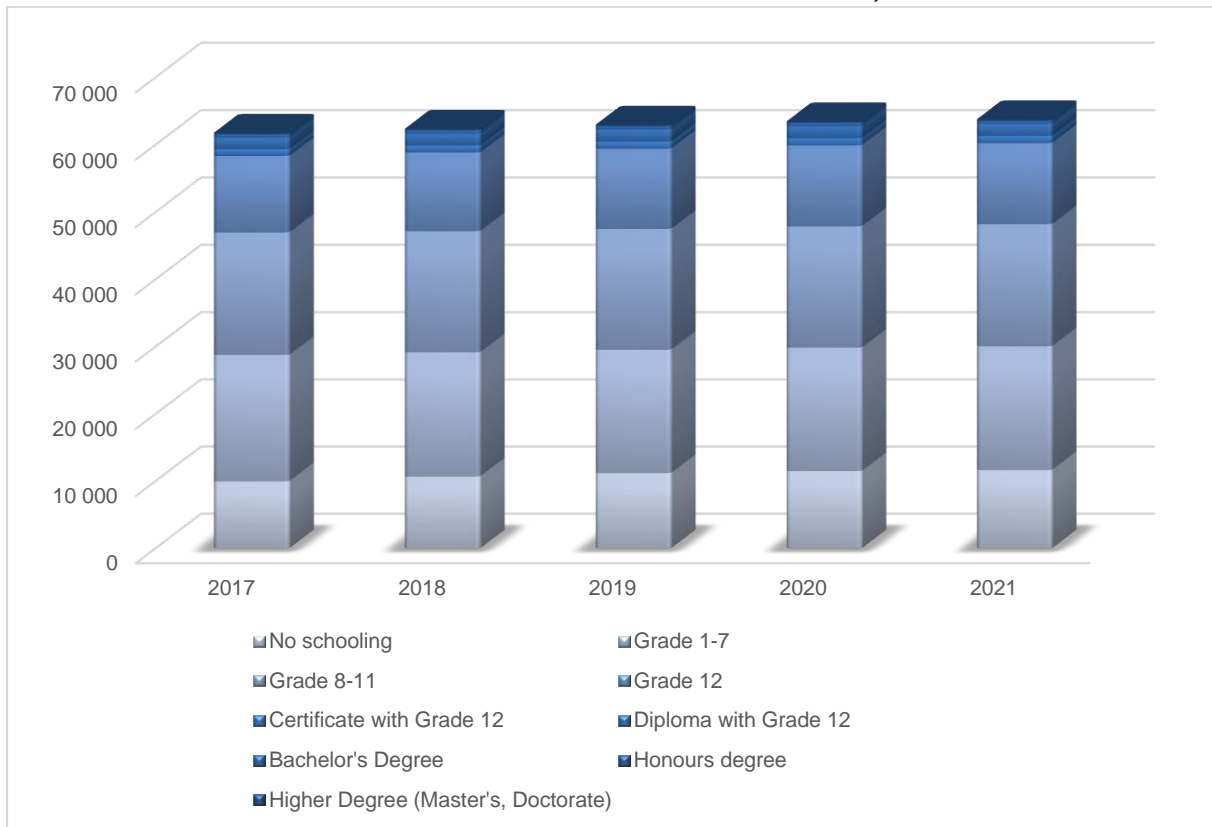
**FIGURE 4: CENTRAL KAROO POPULATION BREAKDOWN BY SUB-REGION, 2021**



Source: Quantec, 2022

Around 16% of the Central Karoo's population was recorded to have matric (Grade 12) in 2021. The percentage of the population with no schooling totalled 15% in 2021. Those with bachelors, masters and higher education degrees only made up 0.79%.

**FIGURE 5: LEVELS OF EDUCATION IN CENTRAL KAROO, 2017-2021**



Source: Quantec, 2022

### 3. Employment

The table below provides a snapshot of indicators for employment in the Central Karoo in 2021. The unemployment rate at this time was 26.44%, with 17, 259 people employed from a working age population of 46, 271 people.

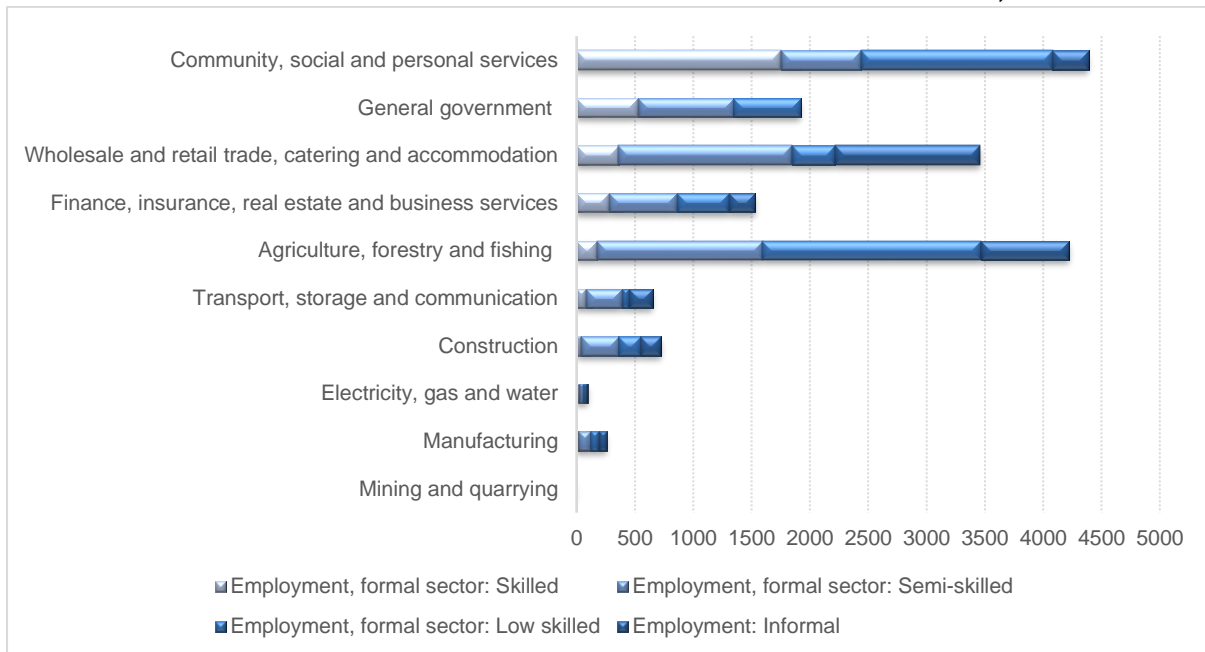
TABLE 3: EMPLOYMENT INDICATORS CENTRAL KAROO, 2021	
Population aged 15-64 years (2021)	46, 271
Labour force participation rate (2021)	50.71%
Employed (2021)	17, 259
Unemployed (2021)	6, 205
Not economically active (2021)	22, 808
Unemployment rate (2021)	26.44%

Source: Quantec, 2022

The graph below provides an overview of employment by economic sector in the Central Karoo in 2021. In terms of total (formal and informal) employment, the top sectors were community, social and personal services, followed by the agriculture, forestry and fishing sector, and the wholesale and retail trade, catering, and accommodation.

The community, social and personal services employed the largest number of highly skilled people (1, 753).

**FIGURE 6: EMPLOYMENT IN THE CENTRAL KAROO BY SECTOR & SKILL, 2021**



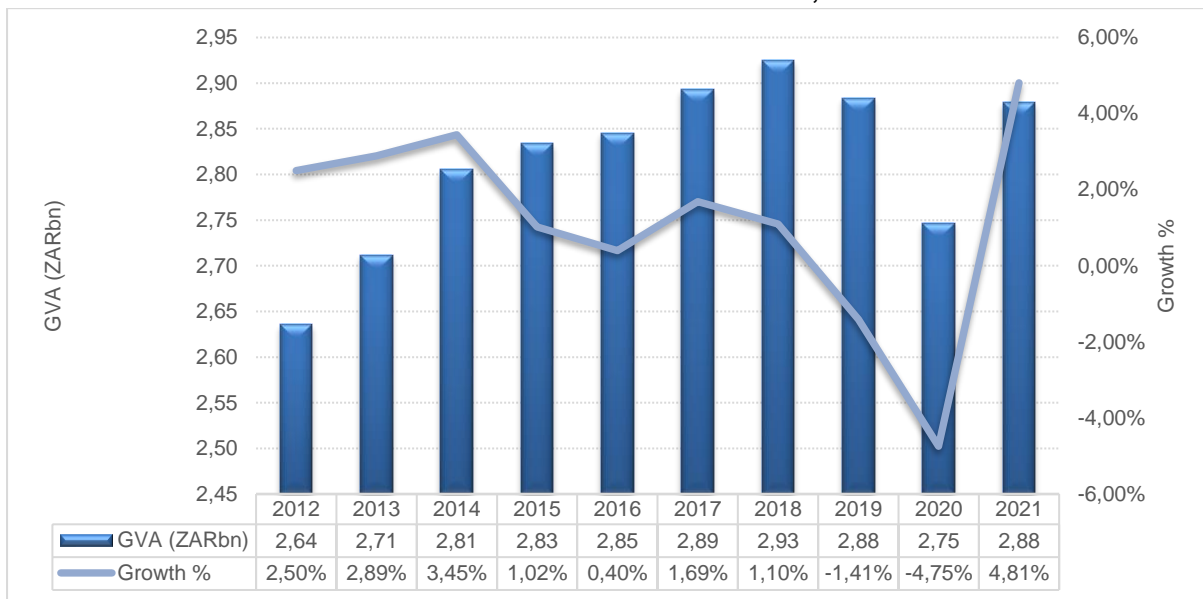
Source: Quantec, 2022

## 4. Economic Overview

Key sectors with potential for growth in the Central Karoo include agriculture, mining, manufacturing, utilities, construction, and others. The district's agricultural sector comprises of mainly large commercial farming, with lamb and goat production dominating the sector, and a small region produces horticultural crops such as olives, apricot, and grapes. The wholesale and retail trade sector is also another large sector in the Central Karoo. Most trade activities take place in the urban settlements and towns within the district municipality. The Central Karoo has several transport companies located in the area as well as various tourist information offices and telecommunication companies.

The Central Karoo's GVA increased by 4.81% y-o-y from ZAR2.75bn in 2020 to ZAR2.88bn in 2021, as shown in the figure below.

**FIGURE 7: CENTRAL KAROO GVA & GROWTH, 2012-2021**



Source: Quantec, 2022

Note:

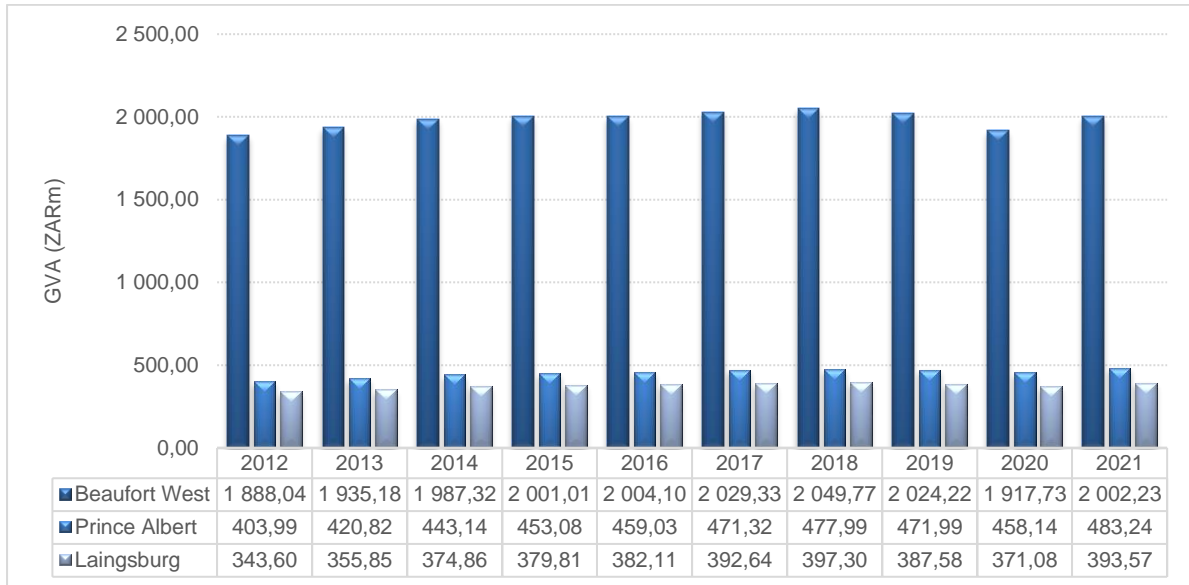
Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

The figure below shows the contribution share of the Central Karoo's local municipalities to regional GDP for the period 2012 to 2021. The Beaufort West local municipality was the largest contributor to the Central Karoo's district GDP in 2021 at a value of ZAR2.02bn. Prince Albert and Laingsburg contributed ZAR483.24m and ZAR393.57m, respectively in 2021.



**FIGURE 8: LOCAL MUNICIPALITY GDP CONTRIBUTION TO CENTRAL KAROO, 2012-2021**



Source: Quantec, 2022

Note:

Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

The general government was the largest contributing sector in 2021, accounting for 20.74% of the district's GDP, at a value of ZAR597.19m. The community, social and personal services placed second, accounting for 18.22% of the region's GDP at a value of ZAR524.46m. While the agriculture, forestry and fishing sector were the third largest contributor to the Central Karoo's GDP, accounting for 16.28% of total GDP (ZAR468.84m).

TABLE 4: CENTRAL KAROO'S GVA BY SECTOR, 2017 - 2021						
SECTOR	VALUE 2017 (ZARm)	VALUE 2018 (ZARm)	VALUE 2019 (ZARm)	VALUE 2020 (ZARm)	VALUE 2021 (ZARm)	% SHARE OF GVA 2021
General government	557,08	569,71	582,23	588,02	597,19	20,74%
Community, social and personal services	476,68	479,88	490,12	483,08	524,46	18,22%
Agriculture, forestry, and fishing	433,33	429,02	384,04	434,31	468,84	16,28%
Finance, insurance, real estate, and business services	363,05	375,59	384,97	389,45	404,10	14,04%
Wholesale and retail trade, catering, and accommodation	382,35	381,85	377,68	298,62	318,57	11,06%
Transport, storage, and communication	348,49	355,61	345,54	279,46	288,63	10,03%
Electricity, gas, and water	118,49	120,32	117,57	107,65	111,82	3,88%
Construction	140,17	136,62	124,82	97,68	91,67	3,18%
Manufacturing	72,62	75,40	75,77	67,58	72,81	2,53%
Mining and quarrying	1,05	1,06	1,05	1,13	0,97	0,03%
<b>TOTAL</b>	<b>2 893,30</b>	<b>2 925,06</b>	<b>2 883,79</b>	<b>2 746,95</b>	<b>2 879,05</b>	<b>100,00 %</b>

Source: Quantec, 2022

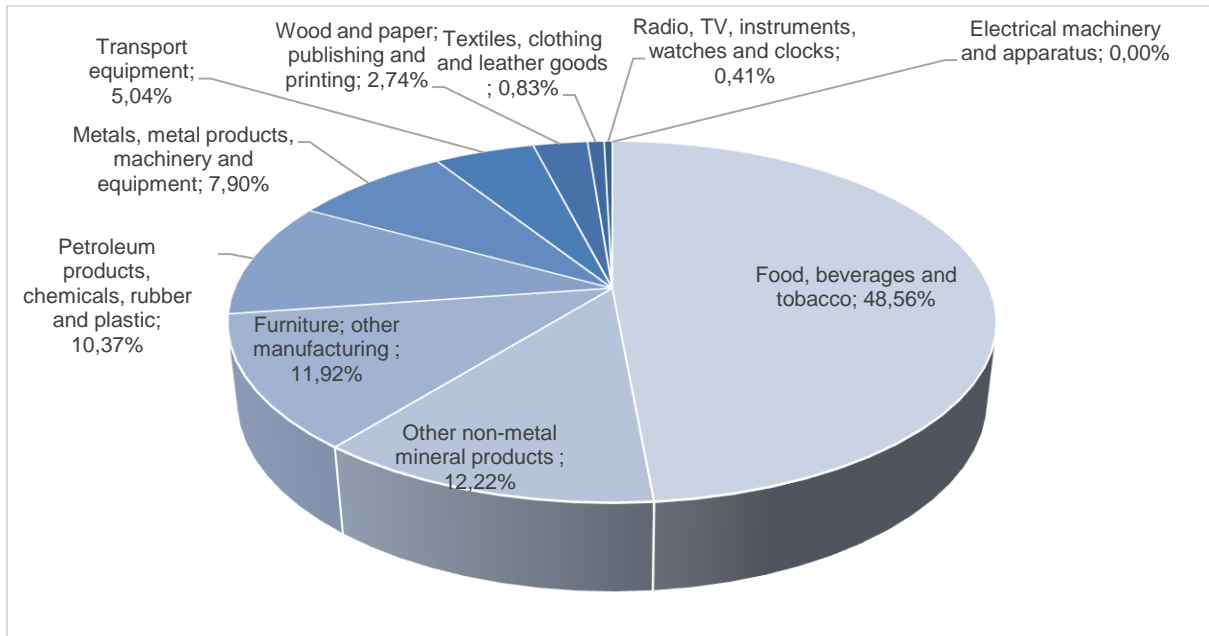
Note:

Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

The figure below shows the contribution share of the Central Karoo's *manufacturing sub-sectors* to the Central Karoo's GDP in 2021. Food, beverages, and tobacco was the largest contributor to the Central Karoo's manufacturing sector, accounting for 48.56%, followed by other non-metal mineral products (12.22%) and furniture manufacturing (11.92%).

**FIGURE 9: CENTRAL KAROO MANUFACTURING SECTOR BREAKDOWN, 2021**



Source: Quantec, 2022

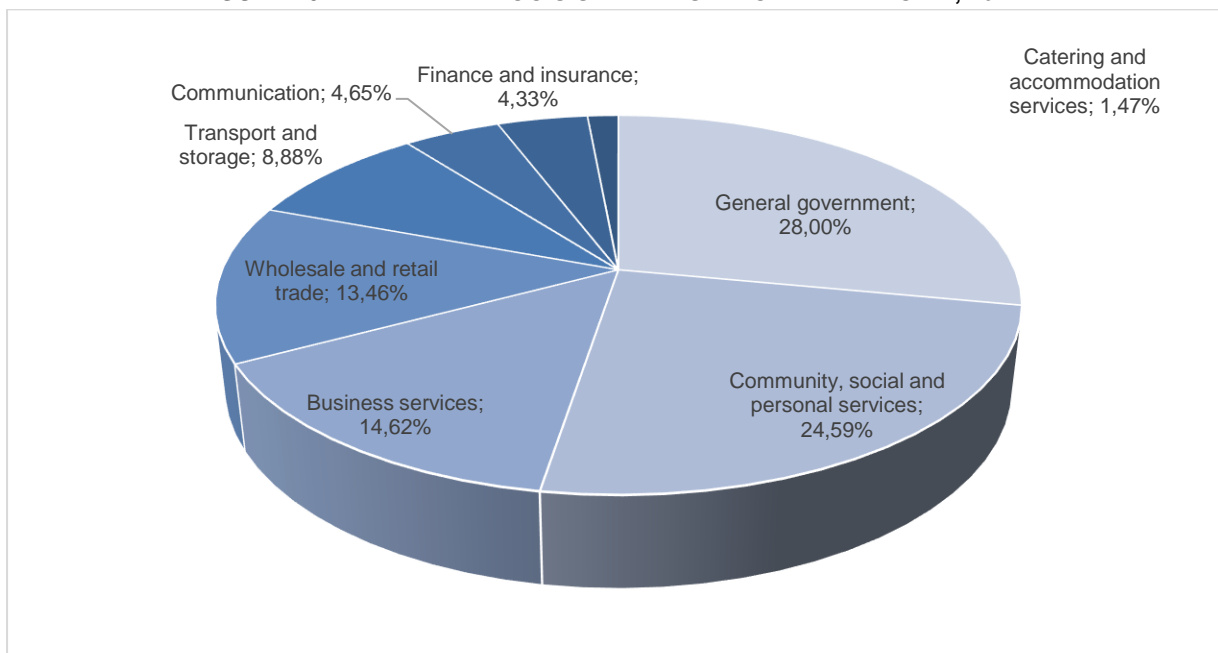
Note:

Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

General government was the largest contributor to the Central Karoo's *services sector* in 2021, accounting for 28.00% of total services GDP, followed by community, social and personal services (24.59%) and business services (14.62%).

**FIGURE 10: CENTRAL KAROO'S SERVICE SECTOR BREAKDOWN, 2021**



Source: Quantec, 2022

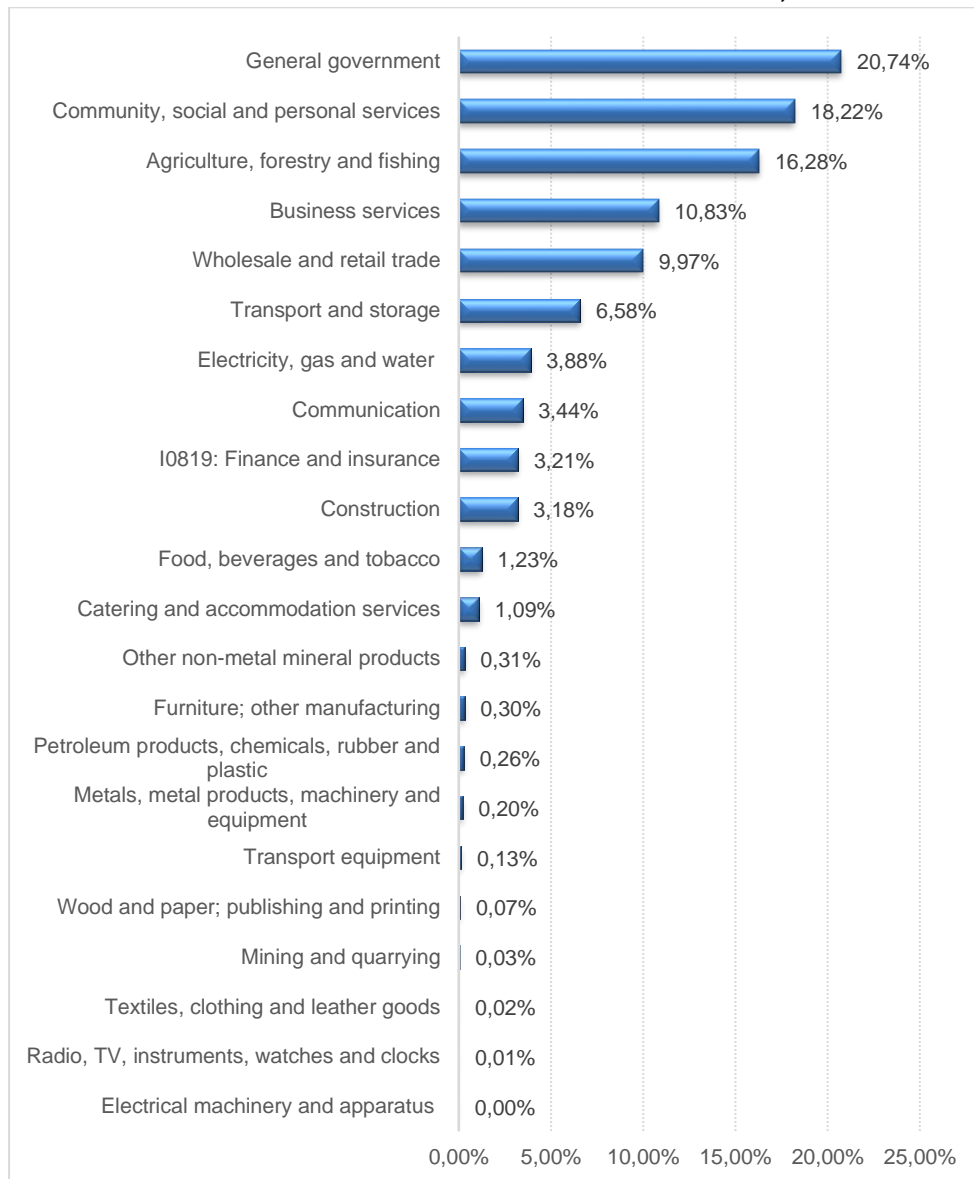
Note:

Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

The general government sector made the largest contribution to Central Karoo's GVA, accounting for 20.74% of GDP in 2021. It was followed the community, social and personal services sector (18.22%) and agriculture, forestry, and fishing (16.28%).

**FIGURE 11: CENTRAL KAROO SECTOR DISTRIBUTION, 2021**



Source: Quantec, 2022

**Note:**

Concept: GVA at basic prices\

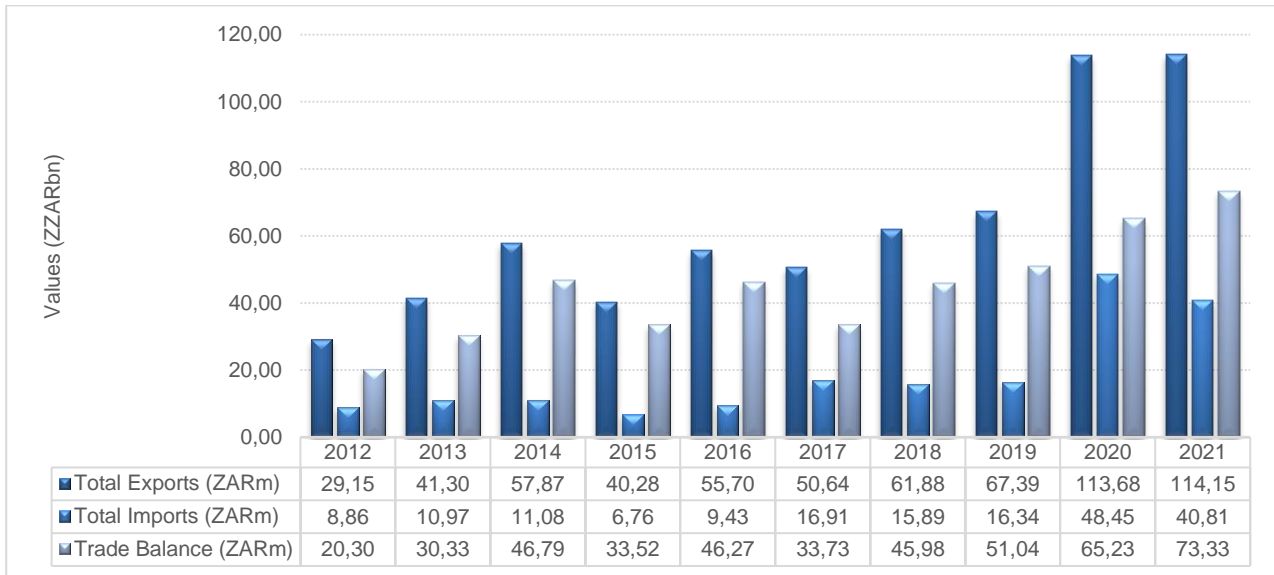
Unit: ZAR million constant 2015 prices

## 5. International Trade

The Central Karoo district's global trade for the period 2012 to 2021 is presented in the graph below. The Central Karoo district was a net exporter of goods over the period analysed.

In 2021, total exports reached ZAR114.15m, the highest level achieved over the period under review. This was a growth of 0.41% from the 2020 value of ZAR113.68m. In contrast, imports declined by 15.76%, from ZAR48.45bn incurred in 2020 to a cost of ZAR4.81bn in 2021.

**FIGURE 12: CENTRAL KAROO GLOBAL TRADE, 2012 - 2021**



Source: Quantec, 2022

Namibia was the top export destination for the Central Karoo's exports in 2021, accounting for 38.87% of all exports at a value of ZAR44.37m. The second and third largest destination markets were China and Zambia, with export values of ZAR23.42m and ZAR22.39m, respectively.

TABLE 5: TOP 10 EXPORT MARKETS FOR CENTRAL KAROO DISTRICT, 2021				
RANK	COUNTRY	VALUE 2021 (ZARm)	% GROWTH 2017-2021	% SHARE, 2021
1	Namibia	44,37	42,32%	38,87%
2	China	23,42	98,31%	20,52%
3	Zambia	22,39	56,80%	19,62%
4	Hong Kong	9,80	237,32%	8,59%
5	United Kingdom	3,68	34,28%	3,22%
6	Germany	2,02	-1,23%	1,77%
7	United States	1,25	127,59%	1,10%
8	Netherlands	1,22	33,07%	1,07%
9	India	0,90	-	0,79%
10	Mexico	0,90	-	0,79%
<b>TOTAL EXPORTS</b>		<b>114,15</b>	<b>18,23%</b>	<b>100,00%</b>

Source: Quantec, 2022

The leading source markets for the Central Karoo's imports in 2021 were the United Kingdom (ZAR19.96m), United States (ZAR8.01m), and Netherlands (ZAR6.67m).

TABLE 6: TOP 10 IMPORT MARKETS FOR CENTRAL KAROO DISTRICT, 2021				
RANK	COUNTRY	VALUE 2021 (ZARm)	% GROWTH 2017-2021	% SHARE, 2021
1	United Kingdom	19,96	-	48,90%
2	United States	8,01	9773,19%	19,61%
3	Netherlands	6,67	13,02%	16,34%
4	France	2,84	-	6,96%
5	China	0,52	68,28%	1,27%
6	Czech Republic	0,14	-	0,34%
7	Pakistan	0,10	435,00%	0,25%
8	Switzerland	0,10	-	0,24%
9	Hungary	0,08	-	0,19%
10	Thailand	0,07	-	0,18%
<b>TOTAL EXPORTS</b>		<b>40,81</b>	<b>51,37%</b>	<b>100,00%</b>

Source: Quantec, 2022

An analysis of the Central Karoo's exports at product level indicates that agribusiness products dominated exports in 2021. The milk and cream not concentrated nor containing added sugar category was the largest export product valued at ZAR19.60m, accounting for 17.17% of total exports. This was followed by crustaceans (ZAR17.00m), and milk and cream, concentrated or containing added sugar (ZAR14.52m) in second and third place respectively. The top import products into the Central Karoo in 2021 were butter valued at ZAR19.57m (47.95%), harvesting or threshing machinery at a value of ZAR10.33m (25.30%), and preparations of a kind used in animal feeding valued at ZAR6.15m (15.08%).

TABLE 7: CENTRAL KAROO'S TOP 10 TRADE PRODCUTS, 2021									
TOP 10 EXPORTS FROM THE CENTRAL KAROO DISTRICT, 2021					TOP 10 IMPORTS TO THE CENTRAL KAROO DISTRICT, 2021				
RANK	PRODUCT	VALUE 2021 (ZARm)	% AVE GROWTH, 2017-2021	% SHARE, 2021	RANK	PRODUCT	VALUE 2021 (ZARm)	% AVE GROWTH, 2017-2021	% SHARE, 2021
1	Milk and cream, not concentrated nor containing added sugar	19,60	-	17,17%	1	Butter and other fats and oils derived from milk	19,57	-	47,95%
2	Crustaceans	17,00	-5,67%	14,89%	2	Harvesting or threshing machinery	10,33	-	25,30%
3	Milk and cream, concentrated or containing added sugar	14,52	-	12,72%	3	Preparations of a kind used in animal feeding	6,15	11,99%	15,08%
4	Whey	12,79	40,19%	11,21%	4	Milk and cream, concentrated or containing added sugar	1,41	-	3,45%
5	Buttermilk, curdled milk and cream, yogurt	10,71	124,43%	9,38%	5	Casks, barrels, vats, tubs	0,43	-	1,05%
6	Wine	9,22	2,35%	8,08%	6	Milk and cream, not concentrated nor	0,35	-	0,86%

TABLE 7: CENTRAL KAROO'S TOP 10 TRADE PRODCUTS, 2021									
TOP 10 EXPORTS FROM THE CENTRAL KAROO DISTRICT, 2021					TOP 10 IMPORTS TO THE CENTRAL KAROO DISTRICT, 2021				
RANK	PRODUCT	VALUE 2021 (ZARm)	% AVE GROWTH, 2017-2021	% SHARE, 2021	RANK	PRODUCT	VALUE 2021 (ZARm )	% AVE GROWTH , 2017-2021	% SHARE, 2021
						containing added sugar			
7	Cheese and curd	5,81	1245,76%	5,09%	7	Motor vehicles for the transport of goods	0,34	-	0,83%
8	Locust beans, seaweeds and other algae, sugar beet and sugar cane	4,68	-	4,10%	8	Dish washing machines	0,30	-	0,73%
9	Animal or vegetable fertilisers	1,80	-	1,58%	9	Self-propelled bulldozers, angledozers, graders, levellers, scrapers	0,21	-	0,52%
10	Fruit and nuts, provisionally preserved	0,94	-	0,83%	10	Reservoirs, tanks, vats, and similar containers for any material	0,21	-	0,51%
<b>TOTAL</b>		<b>114,15</b>	<b>18,23%</b>	<b>100,00 %</b>		<b>TOTAL</b>	<b>40,81</b>	<b>51,37%</b>	<b>100,00 %</b>

Source: Quantec, 2022

### Karoo Lamb Geographical Indicator

The October 2016 Economic Partnership Agreement (EPA) between the Southern African Development Community (SADC) EPA Group and the European Union (EU), provides Karoo Lamb with international marketing protection and gives it its so-called 'naming rights' due to the geographical indications (GI) status of the province.

## 6. Investment Opportunities and Developments<sup>3</sup>

### 6.1 Local Towns Profiles

#### Beaufort west

- The regions encompassing the towns of Beaufort West and Murraysburg have potential for shale gas reserves. If medium- to large-scale shale extraction were to occur in the area, substantial economic benefits could be yielded.
- The benefits include the creation of work opportunities and possibly latent entrepreneurial opportunities in the economy.

#### Prince Albert

- The area north of the towns of Prince Albert, Laingsburg and Merweville is a potential mining hotspot because it has a high density of uranium deposits.
- The mining and quarrying sector in the Central Karoo District is insignificant and therefore the mining of uranium can provide an opportunity to diversify economic activity in the district and create new employment opportunities.

#### Laingsburg

- The agriculture sector is a key driver of the local economy in the Central Karoo District. However, it is vulnerable to droughts and poor irrigation systems. Furthermore, the district has plans to implement Agri Parks to attract and support small and emerging farmers.

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<sup>3</sup> Source: Central Karoo District Municipality, 2022; Central Karoo District Municipality, Integrated Development Plan, 2022-2027 (<https://www.skdm.co.za/resource-category/integrated-development-plan?archive=06-2022> )

## 6.2 Development Projects

Developments projects that are underway in the Central Karoo are listed in table 8 below.

**TABLE 8: CATALYTIC PROJECTS IN THE CENTRAL KAROO**

Category B municipality	Investment opportunity(ies) Catalytic Projects
Beaufort West	<ul style="list-style-type: none"> <li>• Upgrading of the main road street scape is a catalyst to stimulate Tourism and restore investor confidence.</li> <li>• Rehabilitation of unused Transnet land for a truck stop facility</li> <li>• Development of a new wellfield and additional bulk water sources for Beaufort West in order to increase the availability of water for water security in the short terms as well as future growth and development.</li> <li>• Share in the agglomerate benefits of the Square Kilometer Array project (give the entire road to Carnavon a permanent surface)</li> <li>• Solar / Alternative Energy projects</li> <li>• U-Save development in Murraysburg</li> </ul>
	<ul style="list-style-type: none"> <li>• Pep – Stores development in Murraysburg</li> </ul>
	<ul style="list-style-type: none"> <li>• Skills centre / school between Murrayburg and Nelspoort</li> </ul>
	<ul style="list-style-type: none"> <li>• Household roof-top solar energy in Murraysburg</li> </ul>
Laingsburg	<ul style="list-style-type: none"> <li>• Development of a new wellfield and additional bulk water sources for Beaufort West in order to increase the availability of water for water security in the short terms as well as future growth and development.</li> <li>• Development of Alternative Energy Projects (Wind Farms)</li> </ul>
Prince Albert	<ul style="list-style-type: none"> <li>• Development of a new wellfield and additional bulk water sources for Prince Albert in order to increase the availability of water for water security in the short terms as well as future growth and development.</li> <li>• Expansion of Tourism Potential of the town</li> <li>• Development of Alternative Energy Projects</li> </ul>

Source: Central Karoo District Municipality, Integrated Development Plan, 2022-2027

## 6.3 Sector Opportunities

The table below shows sector investment opportunities in the Central Karoo district. As shown in the table, a high comparative advantage has been identified in the electricity, gas, and water sector; construction sector; and community, social and personal services sector because of above average growth and substantial employment creation.

**TABLE 9: SECTOR INVESTMENT OPPORTUNITIES IN THE CENTRAL KAROO**

Corridor/niche/action	Sector	Area
Swartberg Pass and tourist route	Community, social and personal services	Prince Albert Municipality
Spare water storage capacity for development	Electricity, gas and water	District Municipality
Israeli agricultural practices	Agriculture, forestry and fishing	District Municipality
Agro-processing and industry	Agriculture, forestry and fishing	District Municipality
Mining the Karoo	Mining and quarrying	District Municipality
Integrated marketing effort: Tourism on the next level – from Route to destination	Community, social and personal services	District Municipality
Functional regional access point – airport	Transport, storage and communication	District Municipality
Correctional Facility	Government services	District Municipality
Coordinated economic development partnership	Government services	District Municipality

Source: Central Karoo District Municipality, Integrated Development Plan, 2022-2027



These sector opportunities are explained below:

### **Electricity, gas, and water**

- The electricity, gas and water sectors are relatively underdeveloped in the Central Karoo District given the potential that exists. The landscape of the area makes it ideal for solar power plant as well as wind farms.
- The towns in the district also act as service centres for such developments in the Northern Cape. There are currently three wind farm developments in the area, namely Roggeveld Wind Farm, Karusa Wind Farm (Northern Cape), and the Soetwater Wind Farm (Northern Cape), which are close to Laingsburg.
- South Africa has recognised the need and potential for renewable energy as seen in the National Development Plan (NDP). Programmes such as the South African Renewable Energy Independent Power Producer Procurement Programme (REIPPPP) can therefore be catalytic in ensuring future developments in the Central Karoo District. Projects that are part of the REIPPPP have socio-economic and enterprise development targets that will increase the positive impact these projects have in the local economies of the district.

### **Construction**

- The district has a high comparative advantage in the construction sector, and this sector has performed well historically.
- Potential interventions include promoting local procurement for repairs and maintenance to infrastructure and municipal facilities.
- The construction sector is strongly correlated with the electricity, gas, and water sector.
- Attracting investment into this sector will also provide opportunities for the local construction sector.

### **Community, social and personal services sector**

- The community, social and personal services sector consists of various services including education, health and social work, veterinary services, recreational, cultural, and sporting activities as well as services such as hairdressing, beauty treatments and dry-cleaning services.
- This sector was valued at R524.46million in 2021 in the Central Karoo District and has grown on average by 1.83 per cent between 2017 and 2021. Positively, job creation in this sector has benefited both skilled and low-skilled workers.
- The community, social and personal services sector is highly correlated with most of the service sectors. By ensuring an enabling environment for business retention and expansion in local towns, municipalities can promote the growth of the community, social and personal services sector as well as other service sectors.

### **Tourism sector:**

- Some of the unique offerings for the region relate to astro-tourism, the bushman/San culture, dinosaur fossils, and the Karoo experience as defined by its landscape and people.
- Approximately 7000 vehicles pass through Beaufort West per day. This figure doubles during peak holidays periods. There is also a railway line that runs parallel to the N1 highway. This railway is the lifeblood of towns such as Matjiesfontein, Laingsburg, Prince Albert, Leeu-Gamka and Nelspoort.
- There are also opportunities in the district with the recent upgrade of the airstrip in Beaufort West with a newly tarred main runway with night landing lights and air traffic controllers. The previous runway was gravel and was difficult to use after heavy rains.

## 7. Companies

The Central Karoo is particularly well known for growing mohair and producing Karoo lamb. The mohair production is encouraged through the Beaufort West Mohair Growers Association, and Karoo lamb is protected under the “Karoo Meat of Origin” certification scheme.

The table below shows some of the companies in the central Karoo district.

TABLE 10: SELECTED COMPANIES IN THE CENTRAL KAROO DISTRICT			
COMPANY NAME	MUNICIPALITY	SECTOR	BUSINESS ACTIVITY
Hydroponics Beaufort West Abattoir	Beaufort West	Agriculture	Food
Prince Albert Abattoir (KarooMeatofOrigin)	Prince Albert	Agriculture	Food
Laingsburg Abattoir (KarooMeatofOrigin)	Laingsburg	Agriculture	Food
Scheurfontein Farm (KarooMeatofOrigin)	Beaufort West	Agriculture	Food
Slagterspoort Farm (KarooMeatofOrigin)	Prince Albert	Agriculture	Food
Stellenbosvlei Farm (KarooMeatofOrigin)	Beaufort West	Agriculture	Food
Poortjiewes Farm (KarooMeatofOrigin)	Beaufort West	Agriculture	Food
Pypfontein Farm (KarooMeatofOrigin)	Beaufort West	Agriculture	Food
Toornfontein Farm (KarooMeatofOrigin)	Beaufort West	Agriculture	Food
Vlermuisgat Farm (KarooMeatofOrigin)	Beaufort West	Agriculture	Food
Kruidfontein Farm (KarooMeatofOrigin)	Beaufort West	Agriculture	Food
Karoo Looms (mohair production)	Prince Albert	Manufacture and Retail	Home textiles and
Wolskuur Spinners (mohair production)	Prince Albert	Manufacture	Home textiles
Prince of Africa Crafts (mohair retail)	Prince Albert	Retail	Décor & Apparel
Bergwater Vineyards	Prince Albert	Retail	Wine
Kredouw Olive Estate	Prince Albert	Agriculture	Food
Prince Albert Tannery	Prince Albert	Agriculture	Leather
SV Transport	Central Karoo	Transport	Motor Retail
Toyota Dealers	Central Karoo	Transport	Motor Retail
Karoo National Park	Central Karoo	Tourism	Accommodation
Prince Albert Game Farm	Prince Albert	Tourism	Accommodation
Beaufort West Game Farm	Beaufort West	Tourism	Accommodation

Source: Central Karoo District Municipality, <http://www.karoomeatoforigin.com/>

## 8. Tourism

### Central Karoo Mobile Location Data Insights

The statistics discussed in this section are from mobile location data insights. The mobile location data is geographical data gathered from smartphones. When a user installs an app, they are often asked to share their location data with the company providing the app and other companies who are partners with the app publisher. Users can opt into location sharing (or choose not to opt in). When they opt in, data is collected and shared with these companies.

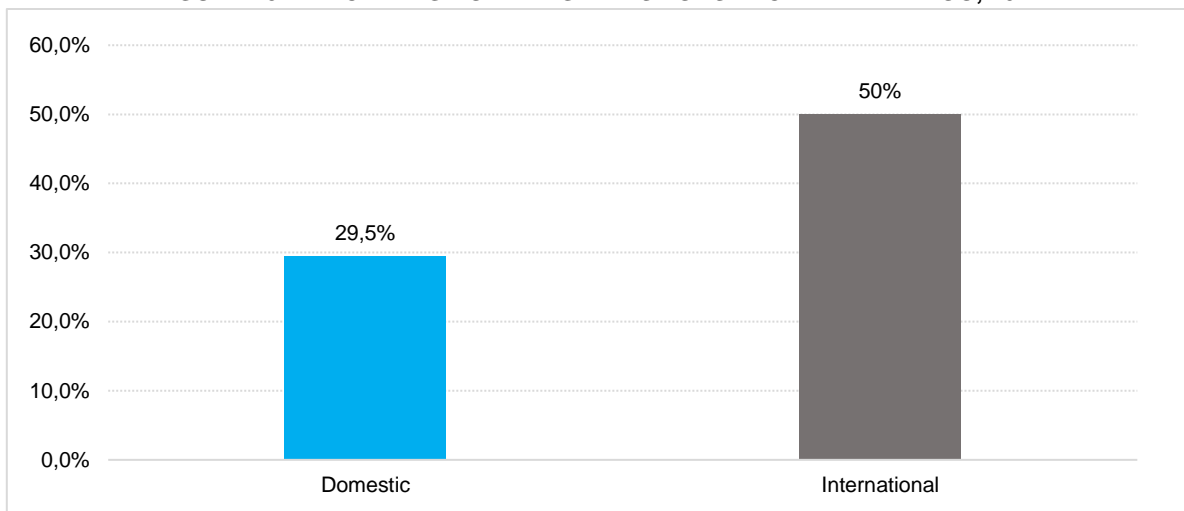
Mobile location-based data offers a more granular lens on visitor behaviour and provides a much larger sample size. These insights aim to facilitate a better understanding of visitor movement throughout the Western Cape's six regions. The data serves as a sample. It is not 100% of visitors, and it should not be treated as such. Like any sampling method, it can be subject to biases or lack of volume.

The insights in this report represents mobile location data from **a sample size of 32 499 domestic and 90 international tourists who visited the Central Karoo in 2021**. Within the domestic data set, 7 449 tourists were from the City of Cape Town and from the sampled international tourists, 35 were from the USA.

### Overnight Visitors

The figure below shows the percentage share of overnight visitors (both domestic and international) in the Central Karoo in 2021. In 2021, 29.5% of the sampled domestic tourists and 50% of international tourists stayed overnight in the Central Karoo.

**FIGURE 13: PERCENTAGE OVERNIGHT VISITORS IN CENTRAL KAROO, 2021**

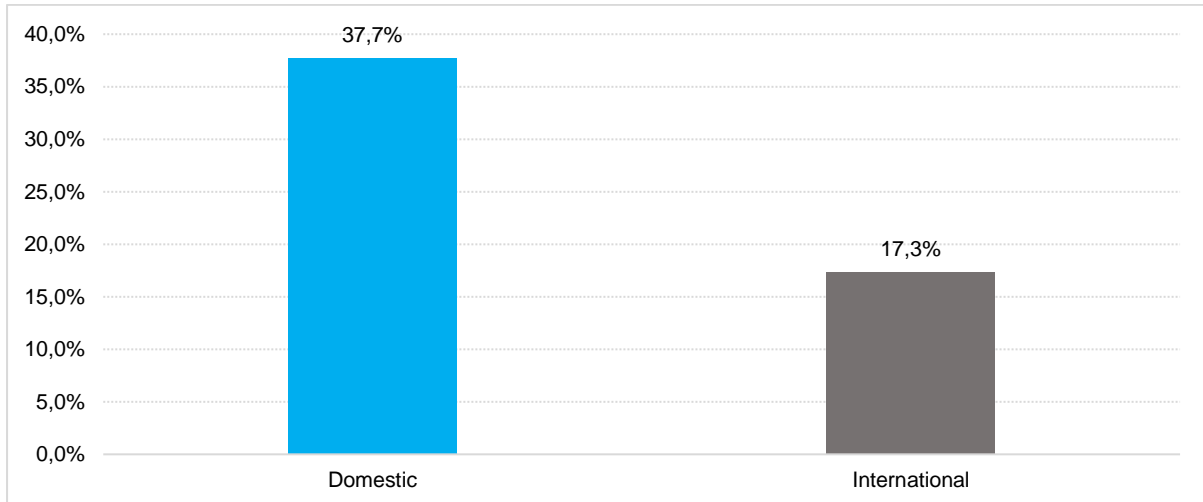


Source: Rove, 2022

## Repeat Visitors

The percentage share of repeat visitors in the Central Karoo in 2021 are shown in figure 14 below. Domestic visitors were more likely to repeat visits to the Central Karoo than international tourists in 2021. An estimated 37.2% of domestic repeated visits to the region, while this was only 17.3% for the international visitors.

**FIGURE 14: PERCENTAGE REPEAT VISITORS IN CENTRAL KAROO, 2021**



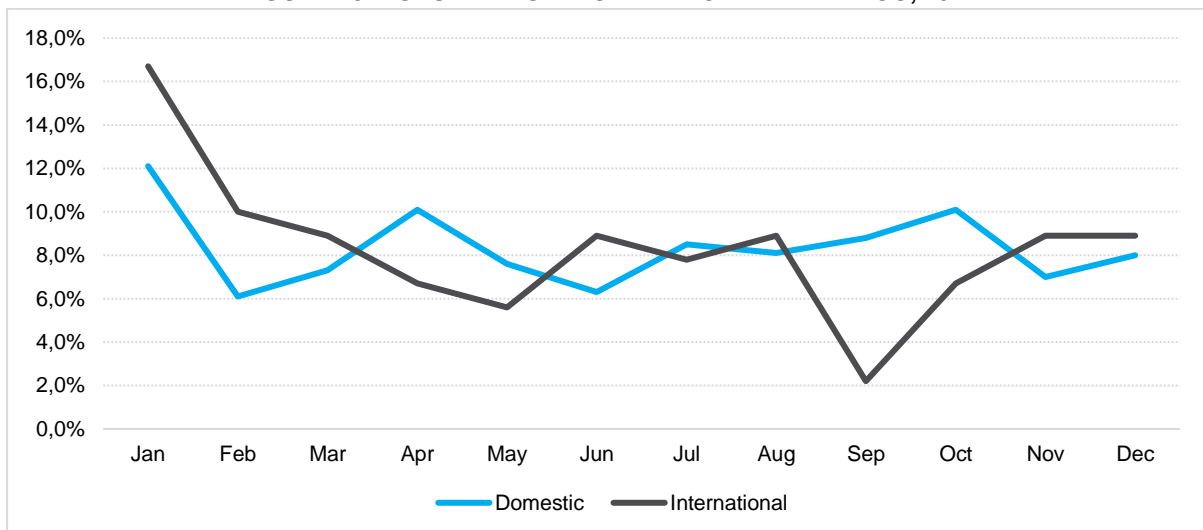
Source: Rove, 2022

## Popular months

The popular months for tourist visits to the Central Karoo are shown in figure 15 below. For domestic tourists, January was the most popular month to visit the Central Karoo, this was followed by the months of April and October. January and February were the most popular months to visit for international tourists.

August and September were the most popular months for overnight stays among domestic tourists and international tourists stayed overnight most frequently at the beginning of the year (February and March).

**FIGURE 15: POPULAR MONTHS IN THE CENTRAL KAROO, 2021**

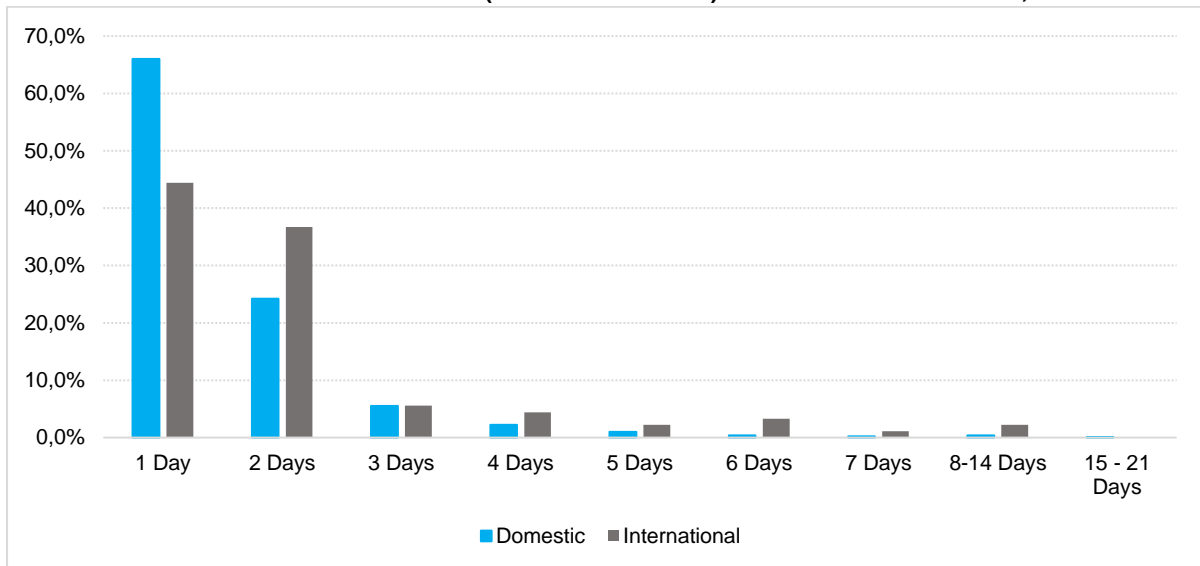


Source: Rove, 2022

### Average Length of Stay

The length of stay by visitors in the Central Karoo is displayed below. The highest average length of stay recorded from domestic visitors was as 1 day stay, while it was 2 days stay for international visitors.

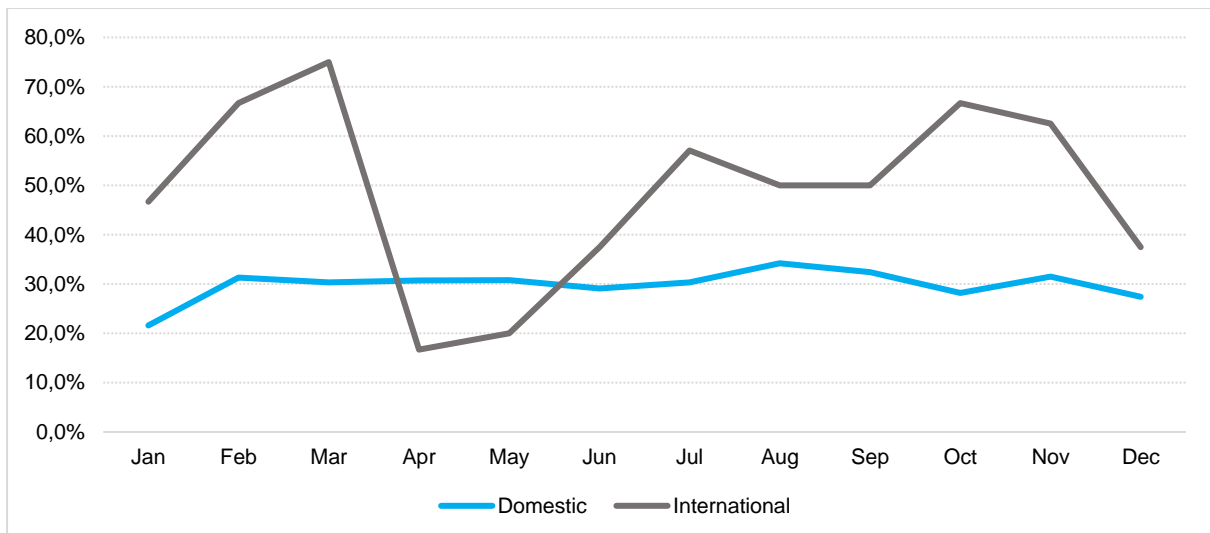
**FIGURE 16: LENGTH OF STAY (NUMBER OF DAYS) IN THE CENTRAL KAROO, 2021**



Source: Rove, 2022

The figure below shows the percentage sample of tourist (domestic and international) that stayed overnight in the Central Karoo in 2021. The graph shows that international tourists dominated the sample of tourists who stayed overnight throughout the period under review, except for the period between April and May, when the domestic visitor overnight stays surpassed the international ones.

**FIGURE 17: PERCENTAGE SAMPLE OF TOURIST WHO STAYED OVERNIGHT IN THE CENTRAL KAROO, 2021**

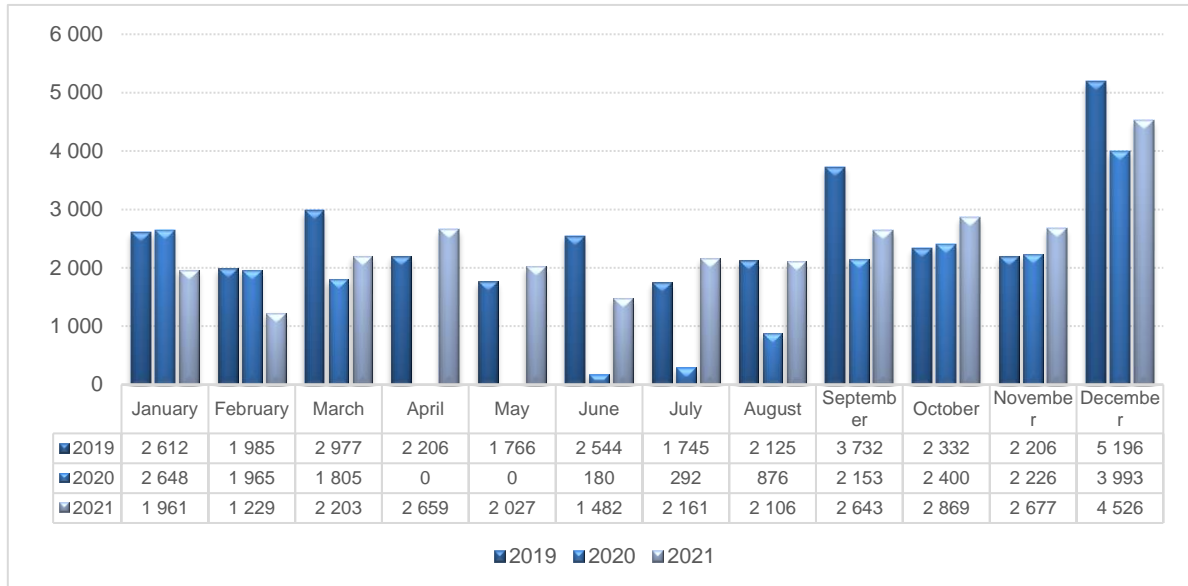


Source: Rove, 2022

## Karoo National Park

The number of visitors for the Karoo National Park between 2019 and 2021 are shown in the figure below. The Karoo National Park received 18, 538 visitors over the period January to December 2020, despite the negative impact of COVID-19 on tourism businesses and attractions. A 54% y-o-y increase in visitor numbers was seen in 2021, with 28, 543 visitors entering the Karoo National Park.

**FIGURE 18: KAROO NATIONAL PARK VISITORS, 2019-2021**



Source: South African National Parks - 2022

## 9. Film



The district comprises of Beaufort West, Laingsburg, Leeu-Gamka, Matjiesfontein, Merweville, Murraysburg, Prince Albert and Seekoegat, the Cape Karoo offers far-reaching landscapes and charming architecture. The Swartberg Pass, a World Heritage Site, is said to be one of the most scenic mountains passes in the world. It is untarred, flanked by hand packed stone walls and leads to a summit 1, 583 meter above sea level. The 75, 000-hectare Karoo National Park lies within Beaufort West, adjacent to the N1.

In the Central Karoo you will find houses with peach pip floors, sash windows, mud plaster, sun-baked clay bricks, six panel, lace fretwork and real shutters. Veranda roofs are distinctively curved into shapes that resemble billowing canvas, in styles called bell-cast, bullnose and regency.

The relevant application forms can be sought from the local municipal office.

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TABLE 11: FILMS SHOT ON LOCATION	
<b>FILMS</b>	Saak van Geloof, Liewe Kersvader, Snaaks Genoeg
<b>TV SERIES</b>	Die Boekklub
<b>COMMERCIALS</b>	Vodacom, Kokkedoor Food, Volkswagen
<b>MUSIC VIDEOS</b>	Coldplay (Paradise)

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