

West Coast

February 2026

Executive Summary

This destination fact sheet provides key trade- and investment-related statistics for the West Coast district. Specifically, it gives details relating to the district's geographical area and demographics, and analyses global trends relating to employment, trade, and investment. The key highlights are provided below:

Economy

The West Coast district is the fourth-largest economy among the six districts of the Western Cape. In 2024, the West Coast district contributed an estimated ZAR28.99bn to the Western Cape's economy as measured by real gross value added (GVA) at basic 2015 prices. This represented a contribution of 4.82% to the province's economy. The Saldanha Bay municipality accounted for the largest share of the district's GVA in 2024: at a value of ZAR9.37bn, this was equivalent to 32.31% of the West Coast district's total GVA. The agriculture, forestry, and fishing sectors contributed the most to the West Coast district's GVA which, at a value of ZAR6.22bn, accounted for 21.45% of GVA in 2024. The food, beverages and tobacco sub-sector was the largest contributor to the West Coast district's manufacturing sector in 2024. Valued at ZAR3.65bn, this equated to 65.74% of the sector's output in 2024. The finance, insurance, real estate and business services sub-sector made the largest contribution (16.72%) to the services sector in the West Coast district in 2024.

Trade

The West Coast district's global trade from 2015 to 2024 was characterised by significant volatility rather than steady growth. In 2024, exports reached ZAR9.47bn (up by 23.01% y-o-y from ZAR7.70bn in 2023), while imports fell to ZAR2.21bn (down by 22.34% y-o-y from ZAR2.85bn). During the decade, exports grew at an average annual rate of 5.19% over the period, while imports declined at an average of -0.82% annually over the review period.

Investment

Between January 2016 and December 2025, one foreign direct investment (FDI) project materialised in the West Coast district. In 2022, PepsiCo (United States), a food and beverage company, invested ZAR54.46m to expand its mill in the town of Malmesbury. This resulted in the creation of three jobs.

Tourism

Based on the findings of the 2024 Wesgro regional visitor tracking surveys, an estimated 84.47% of visitors to the West Coast were domestic visitors, primarily from the Western Cape (78.20%). Overseas visitors accounted for 15.40% of visitors, with the UK (responsible for 20.63% of these tourists), Germany (16.63%) and the USA (9.68%) the leading source markets for visitors to the region.

In addition, more than 80% of visitors travelled to the region for leisure purposes and to enjoy wine tasting, scenic drives, culture/heritage, the local cuisine and shopping. This highlights the district's diverse appeal as a tourist destination.

1. Area

The West Coast (Weskus) is a district in the Western Cape that can be found on the western coastline of South Africa along the Atlantic Ocean. Situated on 31,101km² of land, the district is bordered in the north by the Namakwa district municipality in the Northern Cape; by the Cape Winelands district municipality in the southeast; and by the City of Cape Town metropolitan municipality in the south. The West Coast district comprises five local municipalities: Matzikama, Cederberg, Bergrievier, Saldanha Bay and Swartland. This is illustrated in Figure 1.

Figure 1: Municipalities in the West Coast district, 2025



2. General Information

Table 1 presents the key indicators for the West Coast district.

Table 1: West Coast district: general information, 2023

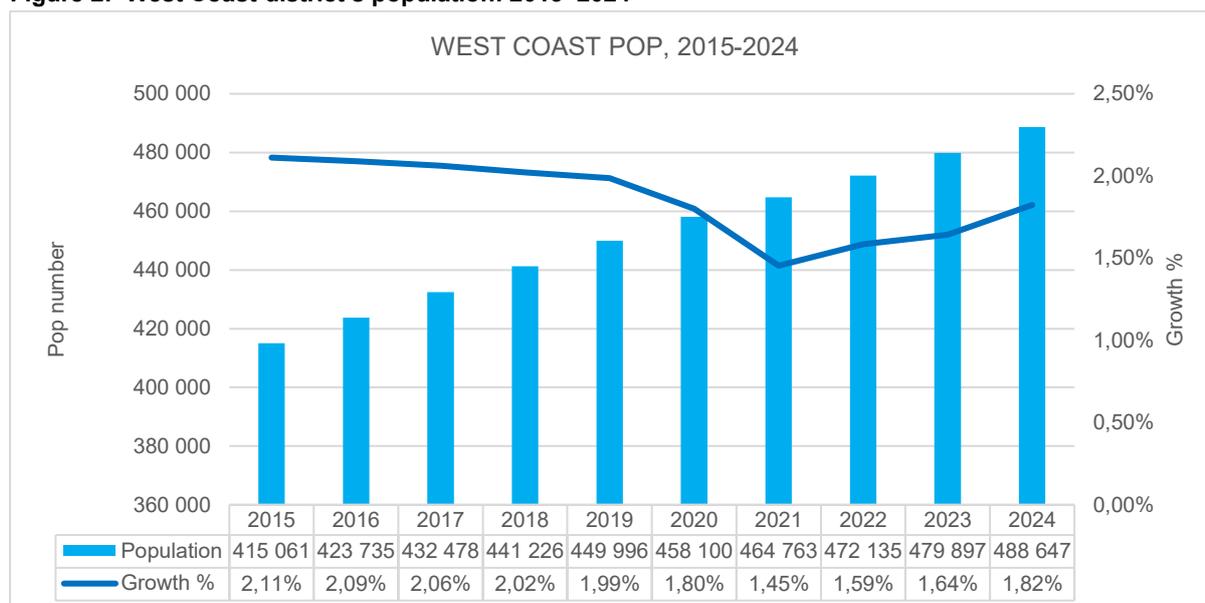
WEST COAST KEY INDICATORS	
Executive Mayor	Roelof Strydom, Cllr
Population (2024)	488,647
Gross Value Added (GVA) at basic prices (2024)	ZAR28.99bn
Literacy rate [20+ years] (2021)	64.16%
Ethnic groups (2024)	Coloured (68.31%), African Black (20.05%), White (11.08%) and Indian or Asian (0.55%)

Source: Quantec, 2024

2.1. Demographics

The West Coast district is the fifth-largest district in the Western Cape regarding population size. The district accounted for 6.59% of the province's population in 2024. In the past decade, the population of the West Coast grew at an average rate of 1.86% and most recently, increased by 1.82% y-o-y from a population of 479,897 in 2023 to 488,647 in 2024. This is shown in Figure 2.

Figure 2: West Coast district's population: 2015–2024



Source: Quantec, 2025

Table 2 illustrates the West Coast's population breakdown according to ethnic groups. In 2024, the Coloured population constituted the largest ethnic group, accounting for 68.31% of the region's total population, followed by the Black African and the White population groups, respectively representing 20.05% and 11.08% of the district's total population.

Table 2: West Coast's population breakdown by group

	2023	2024	% Share 2024	2023 - 2024 % change
Coloured	328,011	333,814	68.31	1.77
Black African	95,643	97,994	20.05	2.46
White	53,633	54,157	11.08	0.98
Asian/Indian	2,610	2,682	0.55	2.76

Source: Quantec, 2026

The population density in the West Coast district measured 15.70 people per square kilometer in 2024, up from 15.42 in 2023 and 15.17 in 2022. These numbers demonstrate the growth in the district's population in the past three years and are shown in Table 3.

Table 3: West Coast district's population density in relation to other municipal districts, 2022–2024

	2022	2023	2024
City of Cape Town	1934.14	1968.73	2001.21
Cape Winelands	44.83	45.56	46.31
Garden Route	27.10	27.35	27.59
Overberg	25.24	25.71	26.17
West Coast	15.17	15.42	15.70
Central Karoo	1.95	1.96	1.98

The population pyramid for the West Coast District Municipality in 2024 is constrictive, with the 25–39 age bands the broadest, collectively representing just under 27% of the total population. This is characteristic of a district that attracts working-age migrants, a trend likely underpinned by employment opportunities in the region's dominant sectors, agriculture, fishing, and tourism. The pyramid's comparatively slim base, with infants and toddlers, (00–04 year(s) making up just over 5% of residents, points to falling birth rates and slowing natural growth, suggesting that in-migration will become an increasingly critical driver of population expansion going forward. Gender disparities become increasingly pronounced among older residents, with women outnumbering men in the 55–59 cohort and

above, a pattern attributable to elevated mortality among men in physically intensive occupations. The moderate concentration of young people aged 15–24 raises questions about whether the local economy can generate sufficient opportunities to absorb this group before they seek prospects elsewhere.

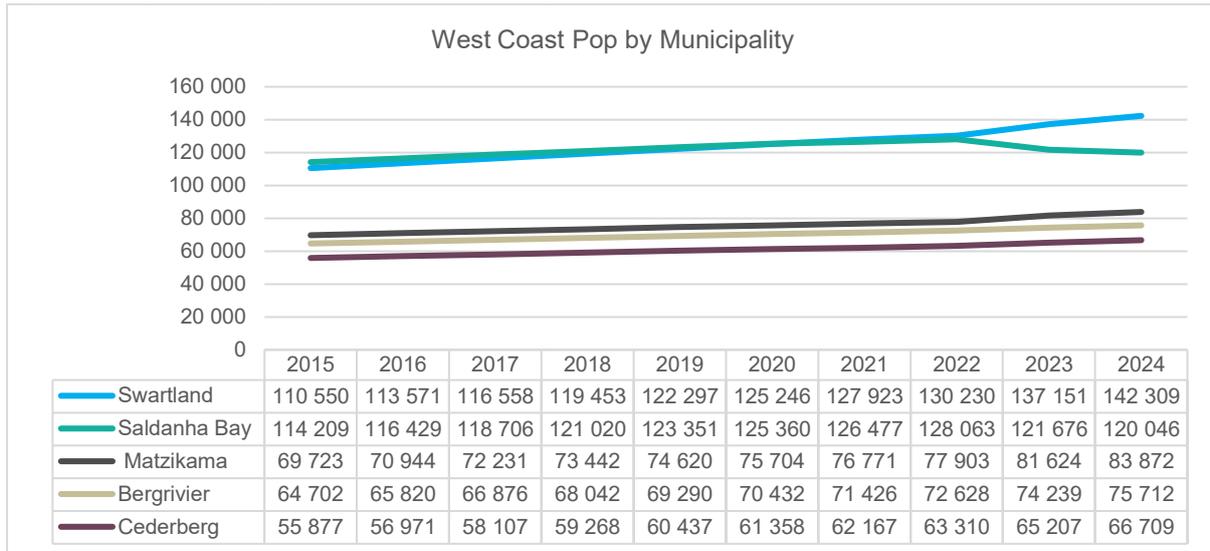
Figure 3: West Coast district’s population by age and gender, 2024



Source: Quantec, 2024

Since 2021, the Swartland municipality has accounted for the largest population in the West Coast district, followed closely by the Saldanha Bay municipality. This can be seen in Figure 4.

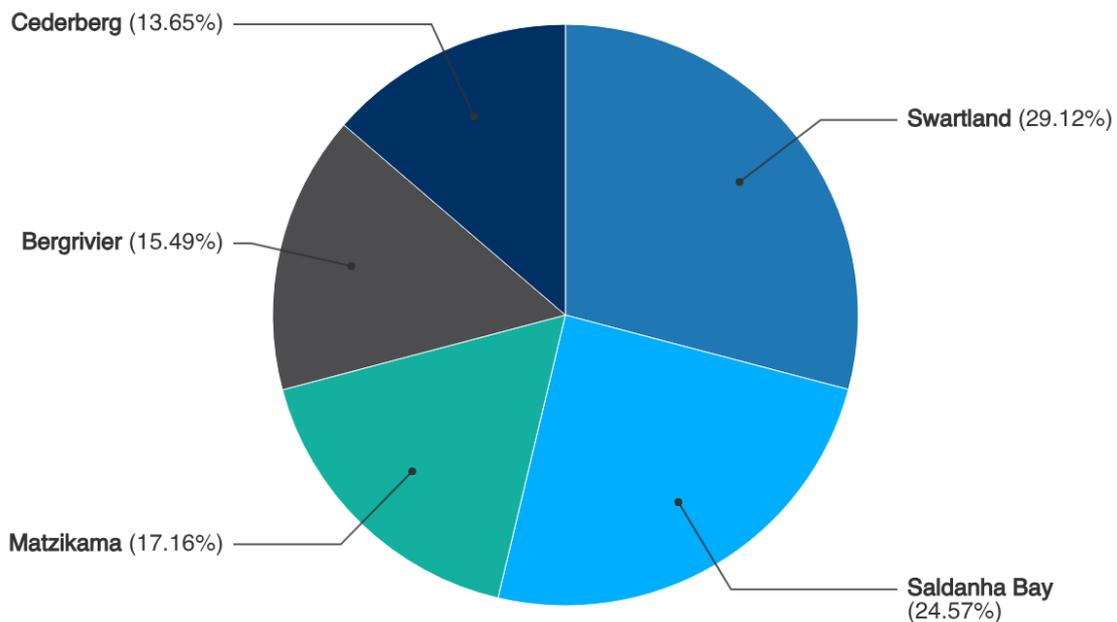
Figure 4: Population figures in different municipalities in the West Coast district, 2015–2024



Source: Quantec, 2025

Figure 5 shows the sub-regional breakdown of the West Coast district’s population in 2024. As noted above, the largest proportion of the population (29.12%) lived in the Swartland. This was followed by those living in Saldanha Bay (24.57%), Matzikama (17.16%), Bergrivier (15.49%), and Cederberg (13.65%).

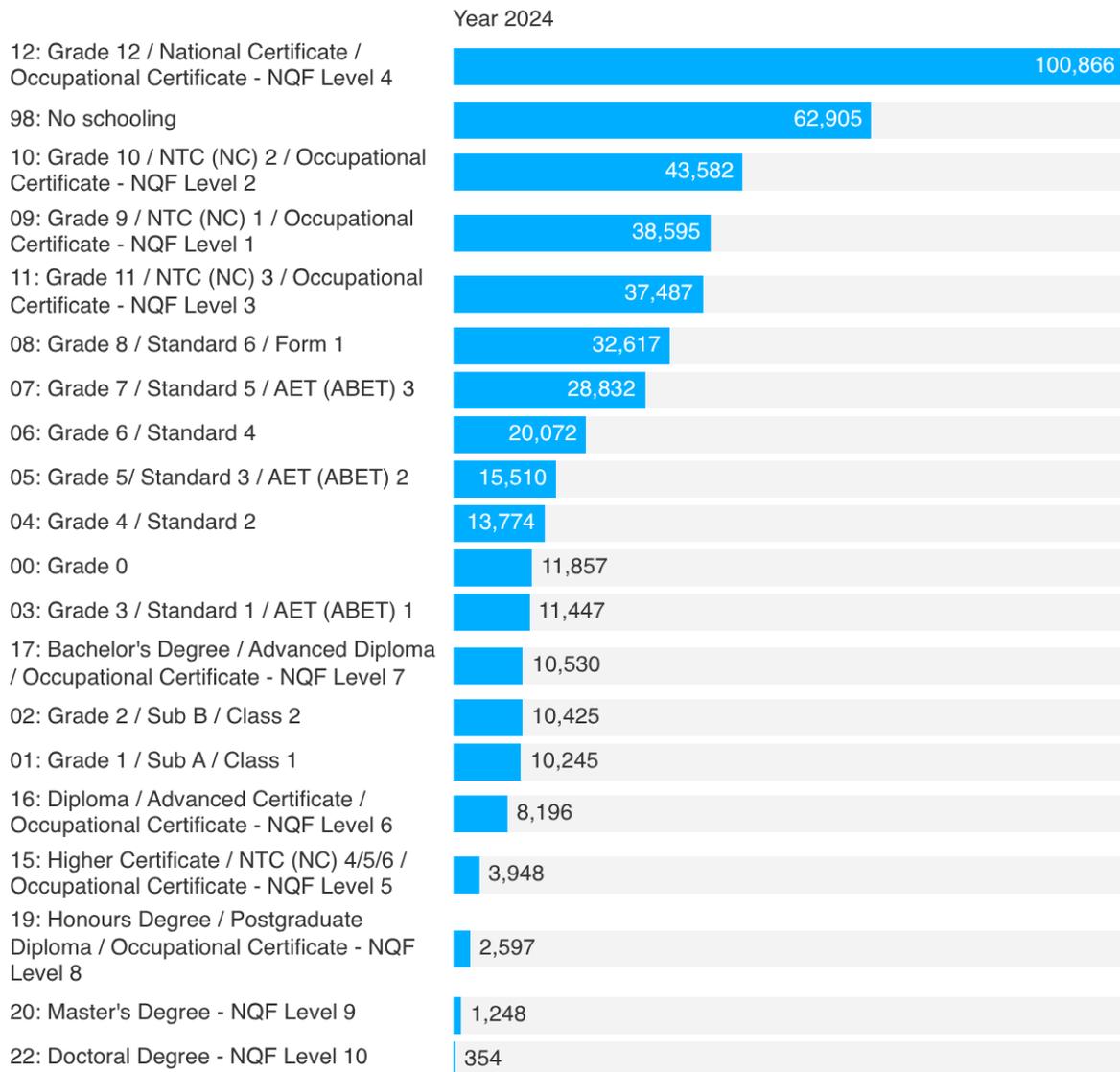
Figure 5: Share (%) of population numbers in different municipalities in the West Coast district, 2024



Source: Quantec, 2025

Education levels in the greater West Coast district vary significantly. Figure 6 illustrates the number of people with different education levels in the district. The largest group, comprising 100,866 individuals, held qualifications equivalent to Grade 12/National certificate/occupational certificate-NQF Level 4. The second-largest group of 62,905 people consisted of those with no schooling. Meanwhile, 354 people in the district held doctoral degrees in 2024.

Figure 6: Levels of education in the West Coast district, 2024



Source: Quantec, 2025

3. Employment

Table 4 provides a snapshot of employment indicators in the West Coast district. In 2024 the district's unemployment rate was estimated at 14%, notably lower than the provincial unemployment rate of 22%. In 2024, there were 182,346 employed residents, 30,366 unemployed residents and 128,202 residents who were not economically active. The labour force participation rate (62%) for the district was marginally lower than the rate (64%) in the Western Cape.

Table 4: West Coast district's employment indicators, 2024

	Western Cape	West Coast
Population - Working age (Number)	5,135,430	340,913
Labour force participation rate (Percentage)	64	62
Employed - Formal and informal - Total (Number)	2,553,001	182,346
Unemployed (Number)	716,484	30,366
Unemployment rate (Percentage)	22	14
Not economically active (Number)	1,865,945	128,202

Source: Quantec (2024)

Figure 7 illustrates South Africa's employment data from 2015 to 2024 which reveals a decade of modest formal-sector growth alongside a steep, largely unrecovered decline in informal employment. Skilled, semi-skilled and low-skilled formal workers followed a similar trajectory: steady pre-pandemic growth, a Covid-19 contraction in 2020, and a recovery that carried most categories to new highs by 2023. Skilled workers proved the most resilient and low-skilled workers absorbed the sharpest absolute losses during the lockdown. By contrast, employment figures in the informal sector were already in decline before 2020 with 7,183 fewer workers employed in 2020 as opposed to 2019. Employment in this sector recovered only partially after this, ending at a figure of 35,974 in 2024, roughly 28% below the 2015 baseline of 50,220 workers. This trajectory highlights the disproportionate and lasting damage that the pandemic inflicted on the most vulnerable segment of the labour market.

Figure 7: Employment by skill set West Coast district 2015–2024



Source: Quantec, 2025

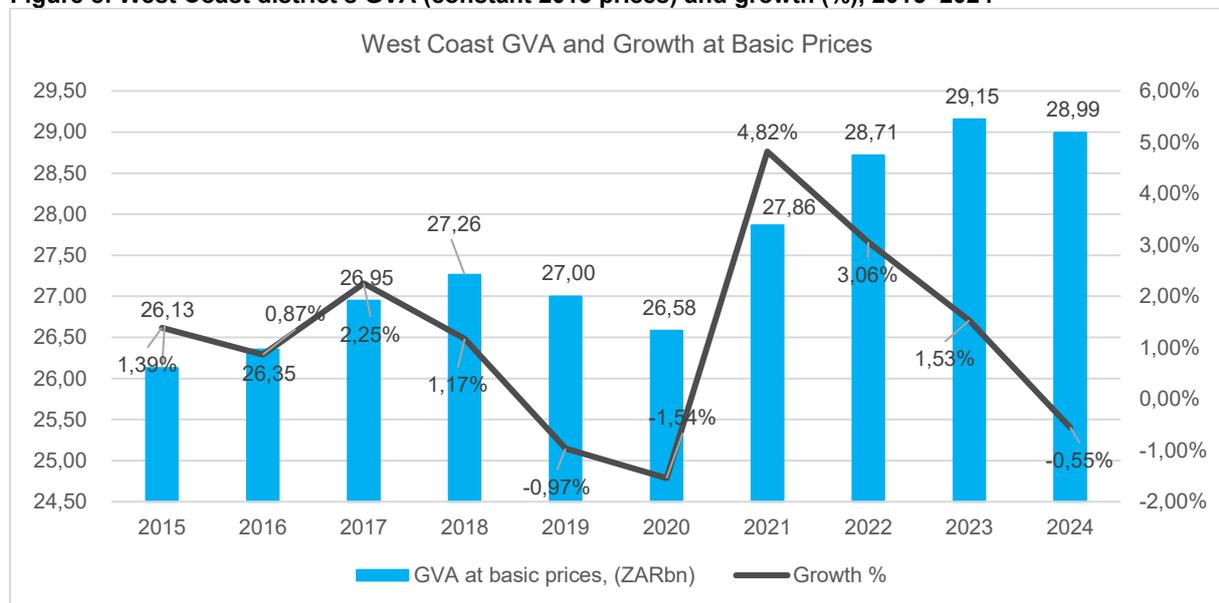
4. Economic Overview

The Saldanha Bay municipal area is the largest economy in the West Coast district. Freeport Saldanha was officially launched on South Africa's southwestern coast on 31 October 2013. The Saldanha Bay Industrial Development Zone Licencing Company SOC Ltd (SBIDZ-LC) was formally awarded an operator's licence for the SBIDZ.

Freeport Saldanha is the first Special Economic Zone (SEZ) to be located within a port and is the only sector-specific SEZ in South Africa. It caters specifically for the oil, gas, maritime fabrication and repair industries, and related support services. Freeport Saldanha's location, at the southernmost tip of Africa, with the largest and deepest natural port in the southern hemisphere, renders it the perfect place to accommodate and service a wide range of vessels. The location is also ideal for servicing east and west African sea traffic, and for providing a linking point for both the African and international markets. Freeport Saldanha will operate as a freeport with streamlined investor procedures supported by the Ease of Doing Business model.

Figure 8 shows the West Coast's GVA at basic prices as well as growth rates from 2015 to 2024. In 2024, the real GVA for the West Coast economy was estimated to be R28.99bn, which represented a decline of 0.55% from a value of R29.15bn recorded in 2023.

Figure 8: West Coast district's GVA (constant 2015 prices) and growth (%), 2015–2024



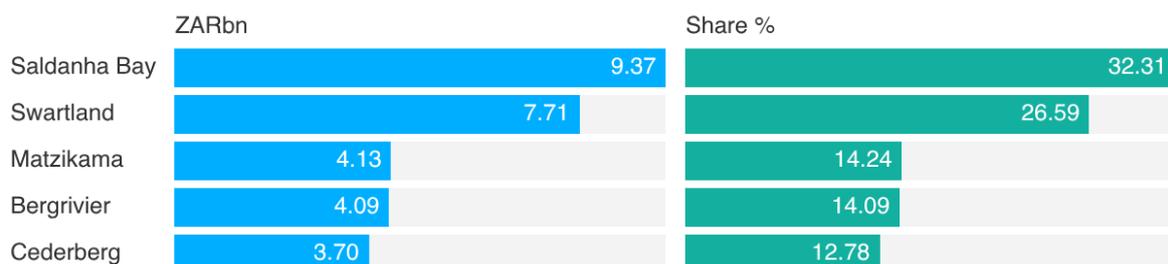
Source: Quantec, 2025

Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

Regarding individual municipal contributions to the West Coast district's gross domestic product (GDP), Saldanha Bay was the largest contributor in 2024, accounting for an estimated 32.31% (ZAR9.37bn) of the total GDP in the district, followed by contributions from these municipalities: Swartland with a share of 26.59% (ZAR7.71bn), Matzikama (14.24%: ZAR4.13bn), Bergrivier (14.09%: ZAR4.09bn) and the Cederberg (12.78%: ZAR3.70bn). This is shown in Figure 9.

Figure 9: Contribution (ZAR billion) and percentage share contributions of local municipalities to the West Coast's economy, 2024



Source: Quantec 2025; Note: Concept: GVA at basic prices, Unit: ZAR million constant 2015 prices

The agriculture, forestry, and fishing sectors were the largest contributors to GVA in this district in 2024, accounting for 21.45% of GVA at a value of ZAR6.22bn. While still dominant, this represented a 6.96% y-o-y decline from the ZAR6.68bn recorded in 2023, as shown in Figure 10. The business services sector placed second, representing 13.35% of the region's GVA at a value of ZAR3.87bn, a marginal increase of 4.04% y-o-y from the 2023 value of ZAR3.72bn. The food, beverages and tobacco sector ranked as the third-largest contributor to the West Coast district's GVA, accounting for 12.59% (ZAR3.65bn) of GVA, an increase of 2.38% from the 2023 value of ZAR3.56bn.

Figure 10: West Coast's GVA by industry, 2023–2024

	2023 (ZARbn)	2024 (ZARbn)	Share% (2024)	Growth%, (2023-2024)
Agriculture, forestry and fishing	6.68	6.22	21.45	-6.96
Business services	3.72	3.87	13.35	4.04
Food, beverages and tobacco	3.56	3.65	12.59	2.38
Wholesale and retail trade, catering and accommodation	3.23	3.13	10.79	-3.23
Community, social and personal services	3.00	3.08	10.61	2.45
Transport, storage and communication	1.97	2.07	7.13	5.05
General government	1.73	1.74	6.00	0.73
Finance, insurance, real estate and business services	0.95	0.98	3.37	2.71
Construction	0.95	0.89	3.08	-6.44
Catering and accommodation services	0.51	0.58	2.01	13.21
Metals, metal products, machinery and equipment	0.56	0.55	1.89	-1.55
Electricity, gas and water	0.39	0.40	1.39	3.49
Petroleum products, chemicals, rubber and plastic	0.33	0.35	1.19	5.19
Communication	0.35	0.29	0.99	-18.45
Wood and paper; publishing and printing	0.26	0.27	0.93	3.12
Furniture; other manufacturing	0.25	0.24	0.84	-2.91
Other non-metal mineral products	0.21	0.21	0.71	-6.54
Mining and quarrying	0.19	0.20	0.70	4.50
Textiles, clothing and leather goods	0.14	0.13	0.45	-3.33
Transport equipment	0.12	0.12	0.40	0.40
Radio, TV, instruments, watches and clocks	0.03	0.03	0.12	0.26
Electrical machinery and apparatus	0.01	0.01	0.02	4.14

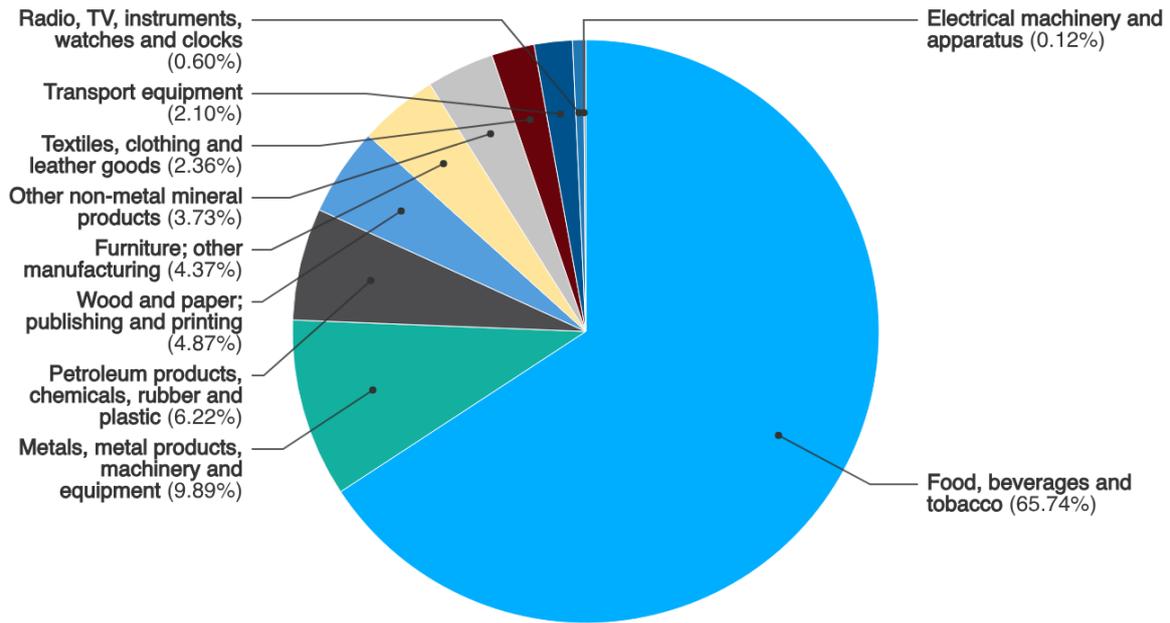
Source: Quantec, 2025

Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

Figure 11 shows the contributory shares of the West Coast's manufacturing sub-sectors to the manufacturing industry's GVA which was valued at ZAR5,551.01m (ZAR5.55bn) in 2024. Food, beverages and tobacco was the largest manufacturing sub-sector, valued at ZAR3,649.04m (ZAR3.65bn) and accounting for 65.74% of the manufacturing industry's GVA. The second-largest manufacturing sub-sector was metals, metal products, machinery and equipment, valued at ZAR548.75m, equivalent to a share of 9.89% of GVA in the manufacturing industry. This was followed by petroleum products, chemicals, rubber, and plastic at a value of ZAR345.24m, which contributed 6.22% to the industry's GVA. The sub-sector that contributed the least to the manufacturing sector was electrical machinery and apparatus, valued at a value of ZAR6.79m, with a share of 0.12%.

Figure 11: Contribution of West Coast's manufacturing sub-sectors to the manufacturing industry's GVA, 2024



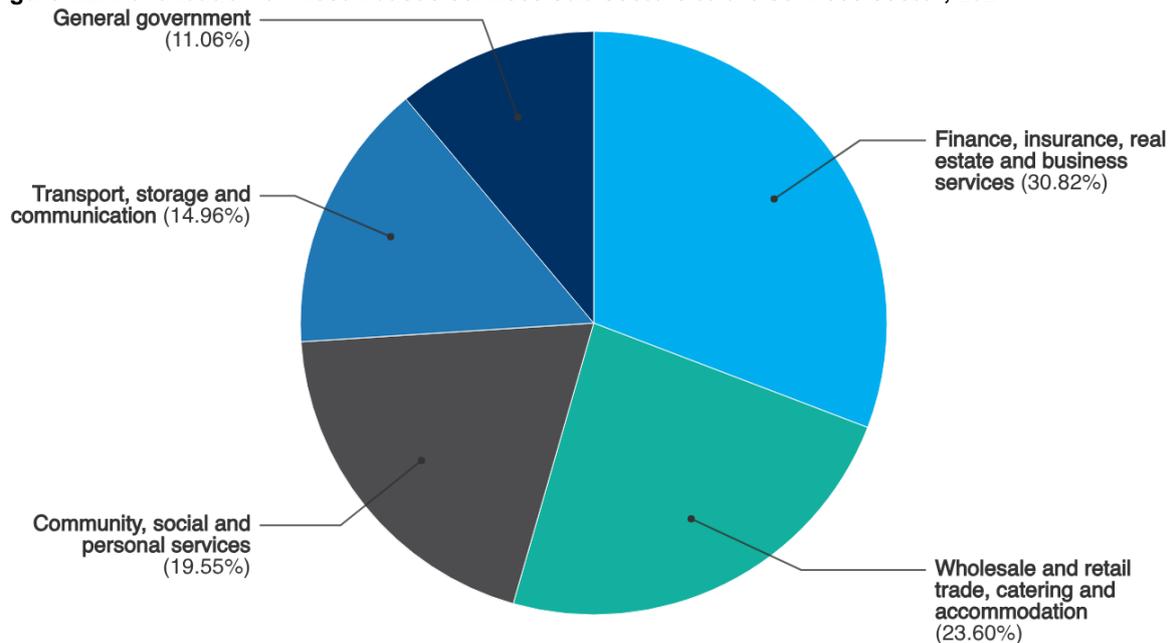
Source: Quantec, 2025

Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

Figure 12 illustrates the percentage share in contributions from the West Coast's services sub-sectors to the services sector in 2024. The finance, insurance, real estate, and business services sub-sector, valued at ZAR4,847.50m, was the largest contributor to the district's services sector and accounted for 30.82% of the sector's GVA. The wholesale and retail trade, catering and accommodation sub-sector, with a value of ZAR3,711.82m, placed second, with a contribution of 23.60% to GVA in the services sector. The community, social, and personal services sub-sector, with a contribution of ZAR3,075.17m, was responsible for a 19.55% share. The sub-sector contributing the least to the district's services sector was the general government sub-sector at a value of ZAR1,738.80m with a contributing share of 11.06%.

Figure 12: Contribution of West Coast's services sub-sectors to the services sector, 2024



Source: Quantec, 2025

Note: Concept: GVA at basic prices

Unit: ZAR million constant 2015 prices

5. Trade

Figure 13 illustrates that the West Coast district's global trade from 2015 to 2024 was characterised by significant volatility rather than steady growth. In 2024, exports reached ZAR9.47bn (up 23.01% y-o-y from ZAR7.70bn in 2023), while imports fell to ZAR2.21bn (down 22.34% y-o-y from ZAR2.85bn). During the decade, exports grew at an average annual rate of 5.19%, while imports declined at -0.82% annually.

Figure 13: West Coast's trade with the rest of the world, 2015–2024



Source: Quantec, 2025

Figure 14 presents the top 10 destination markets for exports from the West Coast in 2024. The United States was the top destination market in 2024, with exports to that country valued at ZAR3,285.65m, equivalent to a 34.68% share of the total value of exports from the district. Exports to the Netherlands followed at a value of ZAR2,020.94m, representing a 21.33% share of the value of West Coast exports, while exports to China placed third at a value of ZAR683.65m, equivalent to a share of 7.22% of the value of exports. As reflected in Figure 14, four of the top ten destination countries for exports from the West Coast district were in Europe.

Figure 14: Top 10 export markets for the West Coast district, 2024

	Value ZARm	Export share %
United States	3285.65	34.68
Netherlands	2020.94	21.33
China	683.65	7.22
United Kingdom	665.32	7.02
Namibia	334.43	3.53
Denmark	331.93	3.50
Canada	313.36	3.31
Italy	200.47	2.12
Germany	165.46	1.75
Japan	149.68	1.58

Source: Quantec, 2024

The leading import source market for imports to the West Coast district in 2024 was China. Figure 15 indicates that imports from China alone, at a cost of ZAR913.18m, accounted for close to 40% of the total cost of imports incurred by the district in 2024. The second- and third-largest import source markets for the West Coast district in 2024 were Brazil, with imports costing ZAR225.21m (10.18% of the cost of imports to the district); and Taiwan, with imports costing ZAR142.95m (6.46%). Namibia ranked fourth and was one of three African countries (Morocco and Gabon being the other two) in the top ten import source markets in 2024.

Figure 15: Top 10 import source markets for the West Coast district, 2024

	Value ZARm	Import share %
China	913.18	41.29
Brazil	225.21	10.18
Taiwan	142.95	6.46
Namibia	103.82	4.69
Italy	93.41	4.22
Republic of Korea	86.28	3.90
Germany	83.50	3.78
Morocco	81.54	3.69
Gabon	52.01	2.35
Australia	44.52	2.01

Source: Quantec, 2025

Turning to export products, the top ten export products from the West Coast, with a cumulative value of ZAR8,241.65m, accounted for 86.99% of the district’s total exports in the year 2024. As shown in Figure 16, citrus fruit, with earnings of ZAR2,677.10m and equivalent to 28.26% of the cost of total exports in 2024, was the leading export product from the West Coast in this year. Flat-rolled products of iron or non-alloy steel was the second-largest exported product which was valued at ZAR1,608.28m (representing a 16.98% of export costs), followed by granulated slag (slag sand), valued at ZAR1,398.09m (with a 14.76% share).

Figure 16: Top 10 products exported by the West Coast district, 2024

	Value ZARm	Share %	5-Yr-AVG-Growth % (2020-2024)
Citrus fruit	2677.10	28.26	37.97
Flat-rolled products of iron or non-alloy steel	1608.28	16.98	0.00
Granulated slag (slag sand)	1398.09	14.76	5.14
Wine of fresh grapes, including fortified wines	524.37	5.53	36.45
Flours, meals and pellets, of meat or meat offal	511.95	5.40	0.00
Pig iron and spiegeleisen in pigs	396.36	4.18	384.64
Plants and parts of plants (including seeds and fruits)	390.16	4.12	84.34
Fats and oils and their fractions	277.87	2.93	1738.99
Titanium ores and concentrates	241.53	2.55	2.97
Builders' joinery and carpentry of wood	215.94	2.28	7.06

Source: Quantec, 2024

In 2024, the West Coast’s top ten imported products worth ZAR1,464.60m accounted for 66.23% of the district’s total import costs. The top three products that were imported to the West Coast during this period were: flat-rolled products of iron or non-alloy steel, of a width of 600 mm or more, cold-rolled (cold-reduced), not clad, plated or coated, valued at ZAR434.64m (representing a share of 19.65% of the cost of imports to the district); flat-rolled products of iron or non-alloy steel, of a width of 600 mm or more, hot-rolled, not clad, plated or coated valued at ZAR267.03m (12.08%) and unwrought zinc valued at ZAR247.75m with a share of 11.20%. This is illustrated in Figure 17.

Figure 17: Top 10 products imported to the West Coast district, 2024

	Value ZARm	Share%	5-Yr-AVG-Growth % (2020-2024)
Flat-rolled products of iron or non-alloy steel, of a width of 600 mm or more, cold-rolled (cold-reduced), not clad, plated or coated	434.64	19.65	0.00
Flat-rolled products of iron or non-alloy steel, of a width of 600 mm or more, hot-rolled, not clad, plated or coated	267.03	12.08	19034.78
Unwrought zinc	247.75	11.20	-0.59
Fish, frozen, excluding fish fillets and other fish meat of heading 03.04	146.07	6.61	59.16
Tomatoes prepared or preserved otherwise than by vinegar or acetic acid	90.72	4.10	254.29
Articles for the conveyance or packing of goods, of plastics; stoppers	76.24	3.45	10.17
Aluminium bars, rods and profiles	62.33	2.82	7.06
Wood sawn or chipped lengthwise, sliced or peeled, whether or not planed	60.42	2.73	-0.49
Fibreboard of wood or other ligneous materials, whether or not bonded with resins or other organic substances	41.63	1.88	9.86
Polymers of styrene, in primary forms	37.76	1.71	51.41

Source: Quantec, 2025

6. Investment

Between January 2016 and December 2025, the West Coast benefited from a single FDI project, which was initiated by PepsiCo from the United States. The company invested ZAR53.69m in the food and beverages sector in the town of Malmesbury. This resulted in the creation of three jobs, as shown in Table 5.

Table 5: FDI in the West Coast district between January 2016 and Dec 2025

FDI in the West Coast district, Jan 2016–Dec 2025						
Date	Investing company	Source country	Industry sector	Business activity	Capex (ZARm)	Jobs
Dec 2022	PepsiCo	United States	Food and Beverages	Manufacturing	53.69	3
TOTAL					53.69	3

Source: FDI Intelligence, 2026

7. Companies

Some of the main businesses in the West Coast district are listed in Table 6:

Table 6: Major businesses in the West Coast district

Company	Location	Sector	Activity/Industry
Sea Harvest	Saldanha Bay	Agriculture	Fish processing
Saldanha Steel Pty Ltd	Saldanha Bay	Iron and steel	Steel
Duferco Steel Processing (Pty) Ltd	Saldanha Bay	Iron and steel	Steel
Saldanha Bay IDZ Licencing Company SOC Ltd	Saldanha Bay	Oil and Gas	Special Economic Zone
Southern Atlantic Sea Farms (Pty) Ltd	Saldanha Bay	Agriculture	Ocean and Coastal Fishing
Southern Atlantic Seafood Holdings (Pty) Ltd	Saldanha Bay	Agriculture	Ocean and Coastal Fishing
West Point Fishing Corporation (Pty) Ltd	Saldanha Bay	Agriculture	Fish processing
Yachtport SA (Pty) Ltd	Saldanha Bay	Boat building	Boat building and repairs
Pioneer Fishing (West Coast) (Pty) Ltd	St Helena Bay	Agriculture	Ocean and Coastal Fishing
Tallie Marine (Pty) Ltd	St Helena Bay	Agriculture	Fish processing
West Point Processors (Pty) Ltd	St Helena Bay	Agriculture	Fish processing
Baths Citrusdal (Pty) Ltd (The)	Citrusdal	Tourism	Accommodation
Carmien Tea (Pty) Ltd	Citrusdal	Agriculture	Coffee Manufacturing
Everseason (Pty) Ltd	Citrusdal	Agriculture	Fish processing
Goede Hoop Sitrus (Pty) Ltd	Citrusdal	Agriculture	Animal Husbandry
Mouton Citrus (Pty) Ltd	Citrusdal	Agriculture	Growing of fruits

Source: *Who Owns Whom (2024)*

8. Investment Opportunities

Selected investment opportunities in the West Coast district are presented in Figure 18.

Figure 18: Investment opportunities in the West Coast district

<p style="text-align: center;">WIND ENERGY</p> <ul style="list-style-type: none"> • With Wind Speed of 6m/s, the West Coast has attracted the development of wind farms in the area • Manufacturing of wind generation plants is a possibility • Manufacturing of wind components is also an opportunity 	<p style="text-align: center;">WAVE ENERGY</p> <ul style="list-style-type: none"> • Rough Seas and high waves can be used to generate large amounts of renewable wave energy • Resources along the West Coast are well suited and supported by adjacent infrastructure development . 	<p style="text-align: center;">SOLAR ENERGY</p> <ul style="list-style-type: none"> • Improved technologies are making remote areas that are sun-drenched suitable for solar energy generation • Opportunities exist for supplying plants in the area with solar energy
<p style="text-align: center;">AQUACULTURE PROJECTS</p> <ul style="list-style-type: none"> • Fish farming opportunities exist in the area • Opportunities exist in abalone, finfish, Atlantic salmon and seaweed farming 	<p style="text-align: center;">OIL & GAS</p> <ul style="list-style-type: none"> • Saldanha Bay IDZ is a focal point for attracting industries in the oil & gas sector • Drilling, exploration, production and support services are all potential sub-sectors offering investment. 	<p style="text-align: center;">MANUFACTURING</p> <p>These opportunities exist in the area:</p> <ul style="list-style-type: none"> • Small-scale processing of dairy products • Commercial production of petroleum refineries & products • Commercial production of fabricated metals, special industry machinery • Commercial and small-scale production of downstream iron and steel, jewellery.

Source: West Coast Municipality, 2024

9. Tourism

Wesgro Regional Visitor Tracking Surveys

1. Methodology

This report provides an overview of the tourism trends and patterns in the West Coast district. 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, 2024).

2. Definition

Visitor: Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited (South Africa Tourism, 2025).

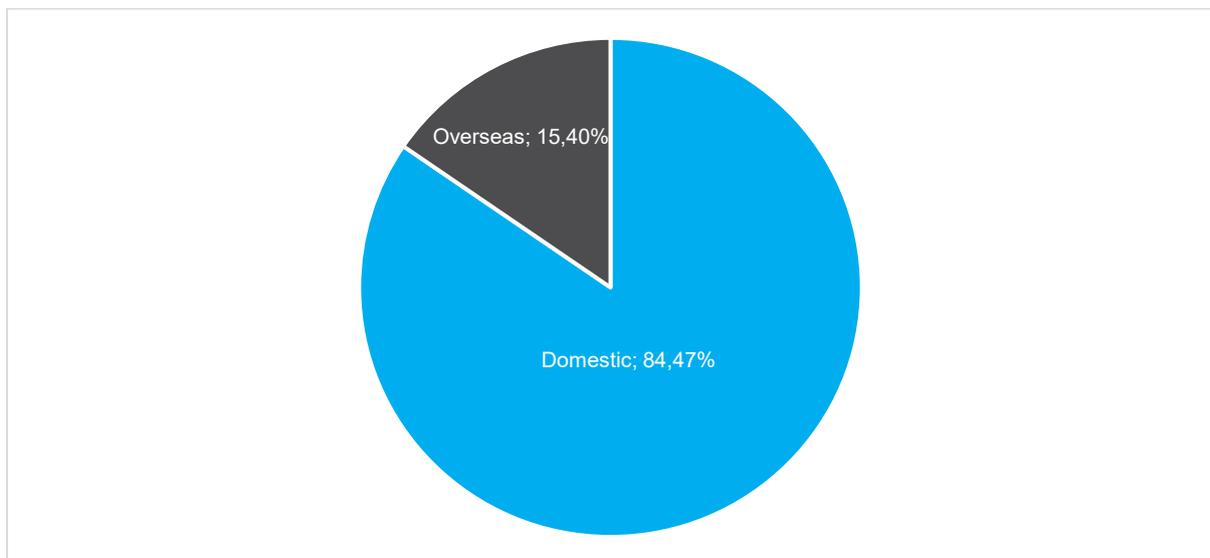
3. Sample size

Between January and December 2024, 3,084 responses to the regional visitor tracking surveys were received from participating tourism offices in the West Coast.

9.1. Origin of visitors

Between January and December 2024, the domestic market accounted for a significant share of visitors (84.47%) to the region. In contrast, the overseas market accounted for a smaller but notable 15.40% of visitors. This can be seen in Figure 19.

Figure 19: Share of overseas and domestic visitors to the West Coast district, January–December 2024



Sources: Wesgro Regional Visitor Tracking Surveys (2024)

- **Origin of domestic visitors**

Figure 20 shows that from January to December 2024, a significant 78.20% of domestic visitors originated from the Western Cape, underlining the West Coast's reputation as a renowned tourism destination for local residents. The percentage share relating to the origin of domestic visitors to the district is detailed in Figure 2.

Figure 20: Origin of domestic visitors to the West Coast district, January–December 2024

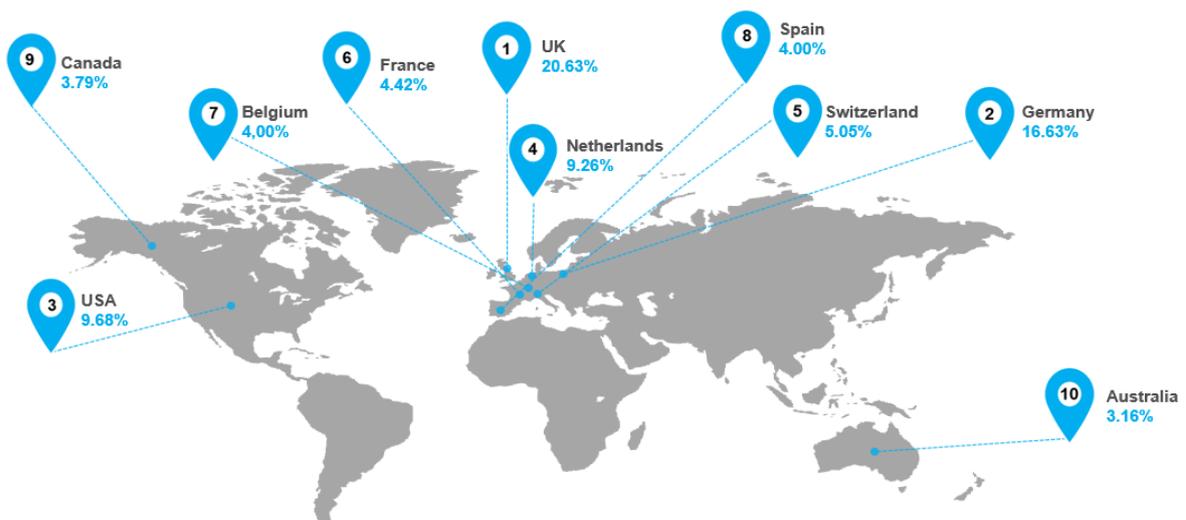


Sources: Wesgro Regional Visitor Tracking Surveys (2024)

- **Origin of overseas visitors**

According to Figure 21, the greatest share of overseas travellers visiting the West Coast region in 2024 originated from the UK, which accounted for 20.63% of the overseas visitor sample. Following the UK, Germany ranked as the second-largest overseas source market, contributing a share of 16.63% to the international sample. In addition, the USA was the third-largest overseas source market, accounting for 9.68% of overseas visitors to the region.

Figure 21: Origin of overseas visitors to the West Coast district, January–December 2024



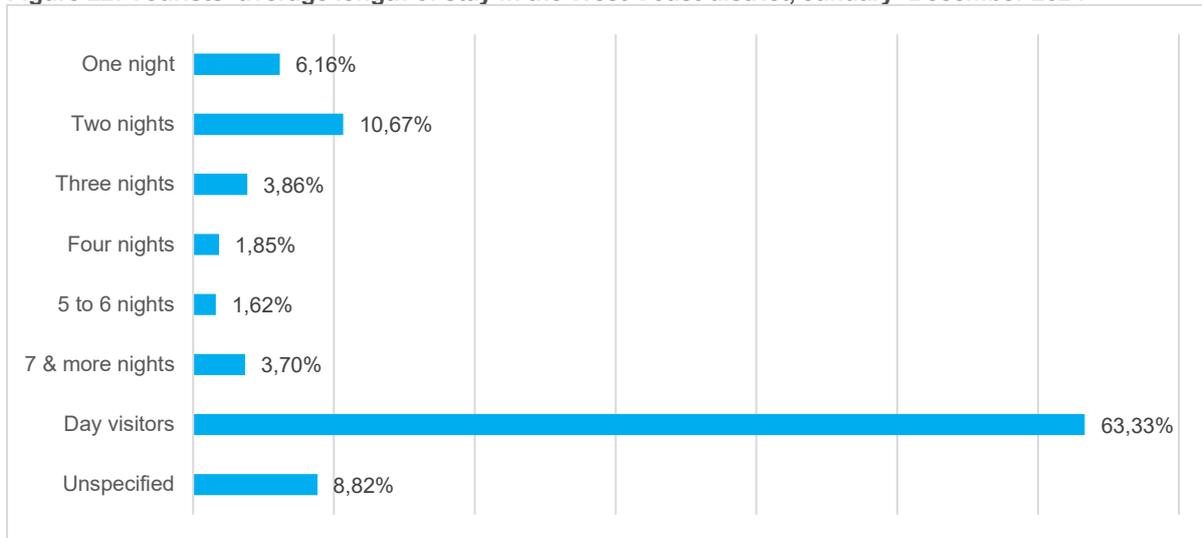
Sources: Wesgro Regional Visitor Tracking Surveys (2024)

9.2 Average length of stay in the West Coast district

Between January and December 2024, more than 60% of respondents were day visitors to the West Coast which underlines the district's ease of access and close proximity to Cape Town. Among the visitors who indicated they

had stayed overnight, just over 10% stayed in the district for two nights which highlights the district’s popularity for weekend stays. This can be seen in Figure 22.

Figure 22: Tourists’ average length of stay in the West Coast district, January–December 2024

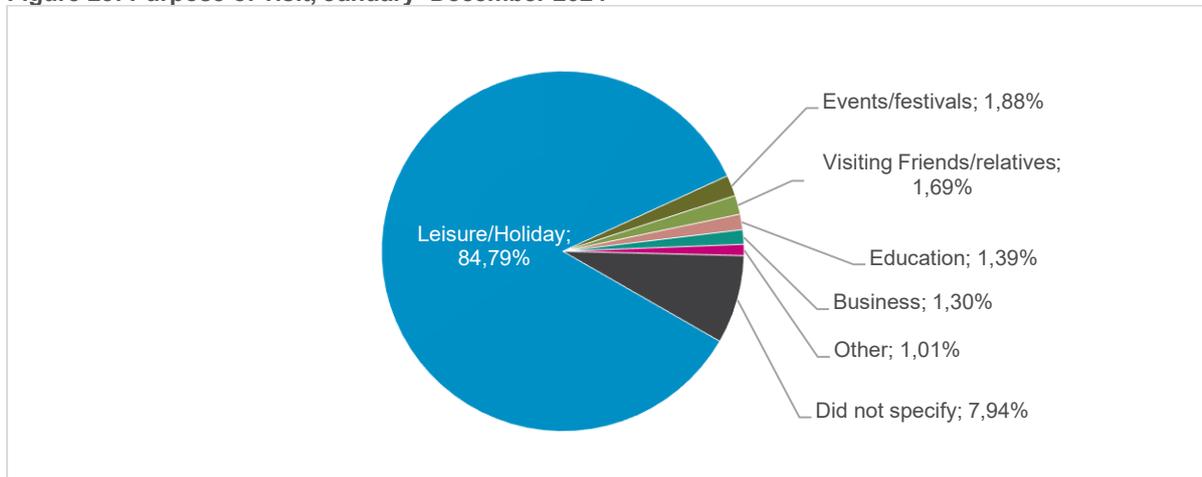


Sources: Wesgro Regional Visitor Tracking Surveys (2024)

9.3. Purpose of visit

Figure 23 indicates that most visitors (84.79%) travelled to the region for leisure purposes, followed by a smaller yet significant share who were drawn to the district for events/festivals, to visit friends and family, for education, and for business purposes.

Figure 23: Purpose of visit, January–December 2024

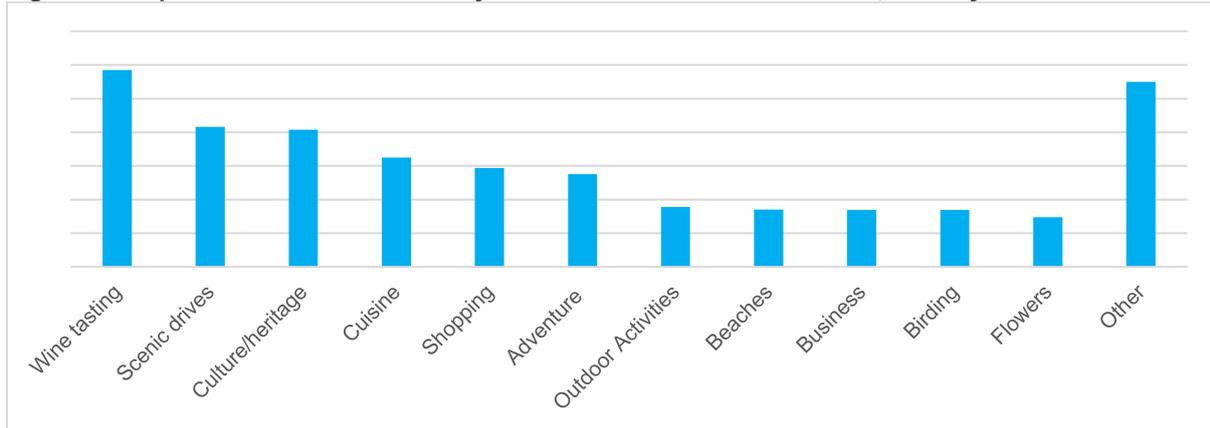


Sources: Wesgro Regional Visitor Tracking Surveys (2024)

9.4 Top visitor activities in the West Coast

Among the variety of activities that tourists engaged in during their stay, several stood out as particularly popular. As shown in Figure 24, the exploration of the region’s vibrant and diverse wine offerings emerged as a key highlight, followed by scenic drives, cultural and heritage experiences, and exploring the region’s local cuisine. Birding and visiting the West Coast flowers emerged as some of the top activities enjoyed in the district: each of these activities is renowned for being a unique experience enjoyed in the West Coast.

Figure 24: Top 10 activities undertaken by visitors in the West Coast district, January–December 2024



Sources: Wesgro Regional Visitor Tracking Surveys (2024)

Note: 63.10% of the respondents to the survey did not specify their activities undertaken in the region.

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