



Weskus Regional Trends

WESGRO
cape town & western cape
research

2017

An inspiring place to know

Contents

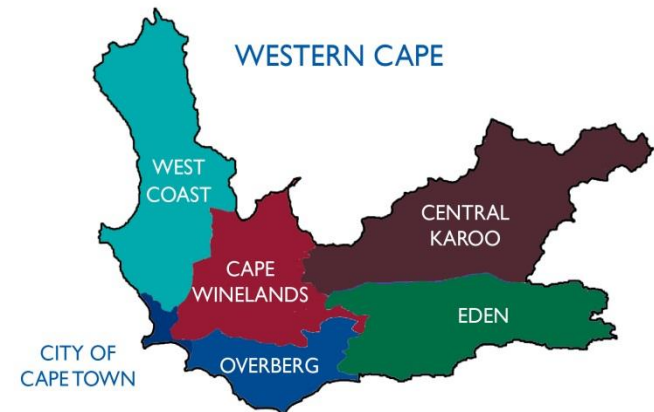
1. Methodology
2. Participation and sample size
3. Executive Summary
4. Weskus Visitor Trends & Patterns
 - 4.1 Origin of visitors
 - 4.2 Age profile of visitors
 - 4.3 Travel group size
 - 4.4 Mode of transport
 - 4.5 Main purpose of visit
 - 4.6 Top activities undertaken in the Weskus
 - 4.7 Overnight vs. Day Visitors
 - 4.8 Length of stay
 - 4.9 Accommodation usage
 - 4.10 Average spend in the Weskus
 - 4.11 Top Information Sources
5. Weskus Towns
6. Trends and patterns by origin of visitors
7. Performance of the Weskus Attractions
8. Weskus New Routes
9. Weskus New Tourism Developments
10. Acknowledgements

1. Methodology

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

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

Definition: Tourist: refers to any visitor travelling to a place other than that of his/her own environment for more than one night, but less than 12 months and for whom the main purpose of the trip is other than the exercise of an activity remunerated for from within the place visited.



2. Participation and sample size

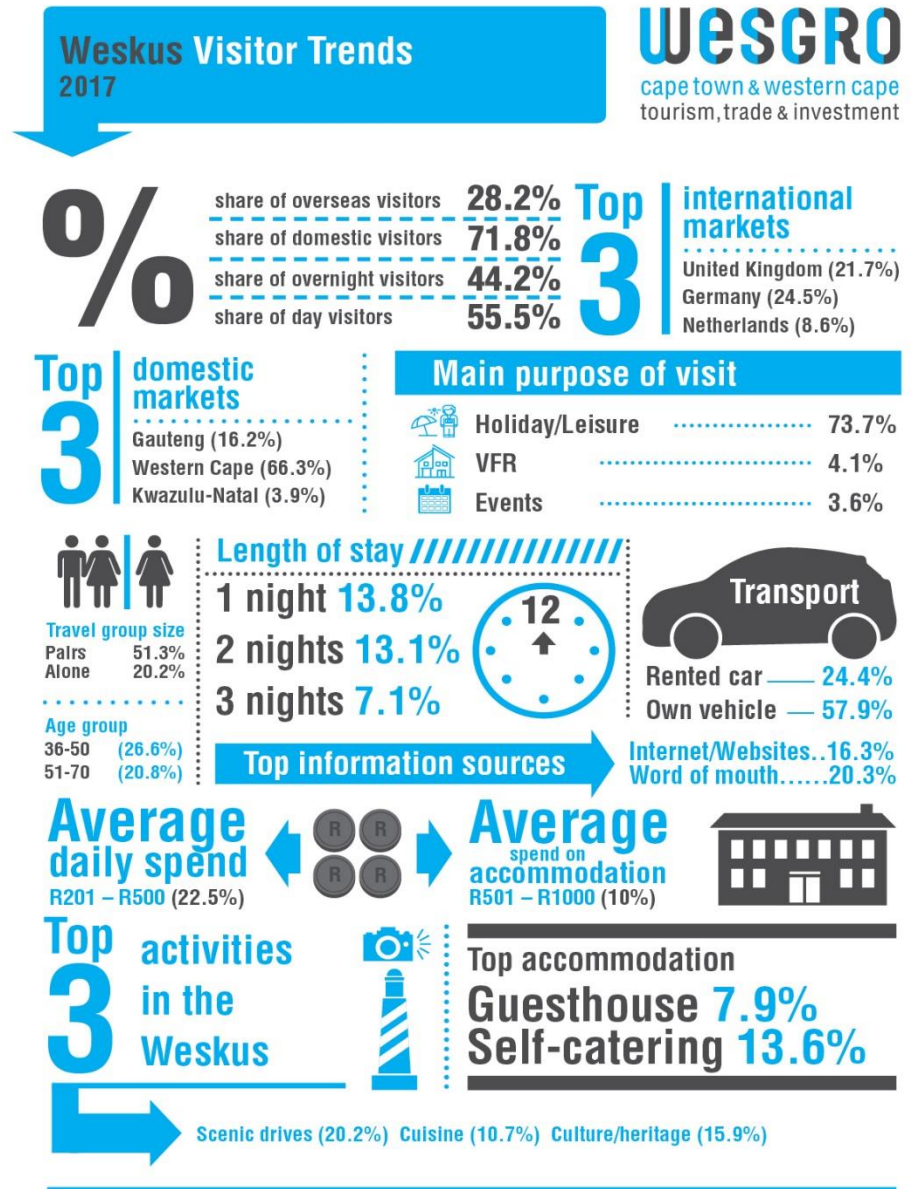
In 2017, a total of 6,330 responses to the regional visitor tracking survey were received from the respective Tourism Offices in the Weskus. The participating Tourism Offices were:

Darling	1,588
Paternoster	1,033
Langebaan	1,005
Vredenburg	434
Vanrhynsdorp	413
Velddrif	381
Vredendal	229
Porterville	220
Yzerfontein	173
Piketberg	167
Malmesbury	149
Lamberts Bay	147
Goedverwacht	142
Wupperthal	133
Clanwilliam	106
Citrusdal	10



3. Executive Summary

- The Weskus region stretches from the border of Cape Town Metropole to the border of the Northern Cape. The region covers a total area of 31 099 km². The population lives in towns and villages either along its rugged coast or off the N7, the main road link between the Cape and Namibia. The region also boasts one of the safest deep-water ports in the southern hemisphere at Saldanha Bay.
- The Weskus District Municipality comprises of five local municipalities: Swartland, Bergvriervier, Matzikama, Cederberg and Saldanha Bay. The municipalities are well run and committed to support investment and economic growth as a priority.
- As a collective, tourism offices based within these municipalities welcomed a share of 28% international travellers and 72% from the domestic market. Germany (24.5%), United Kingdom (21.7%) and Netherlands (8.6%) ranked as the region's top three international markets in 2017. The domestic market were led by travellers from the Western Cape (66.3%) and Gauteng (16.2%).
- Holiday/leisure ranked as the strongest driver for travel to the region, with over 70% of visitors mainly travelling for leisure. Visiting friends & relatives (VFR; 4.1%) followed as the second largest share of travellers to the region. The most common age profile of visitors to the Weskus were between 36-50 (27%) and 51-70 (21%) years. Visitors mainly travelled in pairs (51%) and 20% of visitors were solo travellers.
- Over 40% of respondents to the Weskus indicated overnight stays, of which most stayed for an average of one, two and three nights. Paid accommodation establishments were dominated by self-catering establishments, B&Bs and guesthouses.
- Word of mouth (20%) and internet/websites (16%) ranked as the leading information sources used by visitors to obtain information on the region.
- In 2017, visitors spent on average R201-R500 (22%) per day in the region. The top three activities enjoyed during the period under review included scenic drives, culture/heritage and the local cuisine. Events/festivals also emerged amongst the top 10 popular activities enjoyed by visitors during their visit, as well as birding, a niche offering unique to the Weskus region.

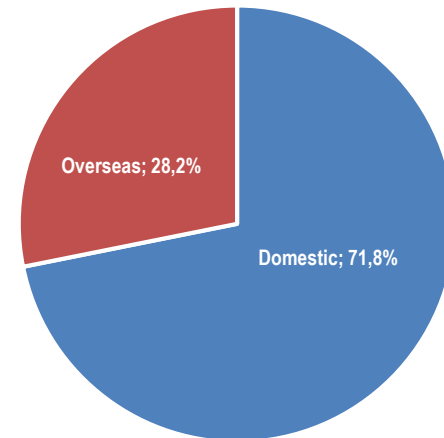


4. Weskus Visitor Trends & Patterns

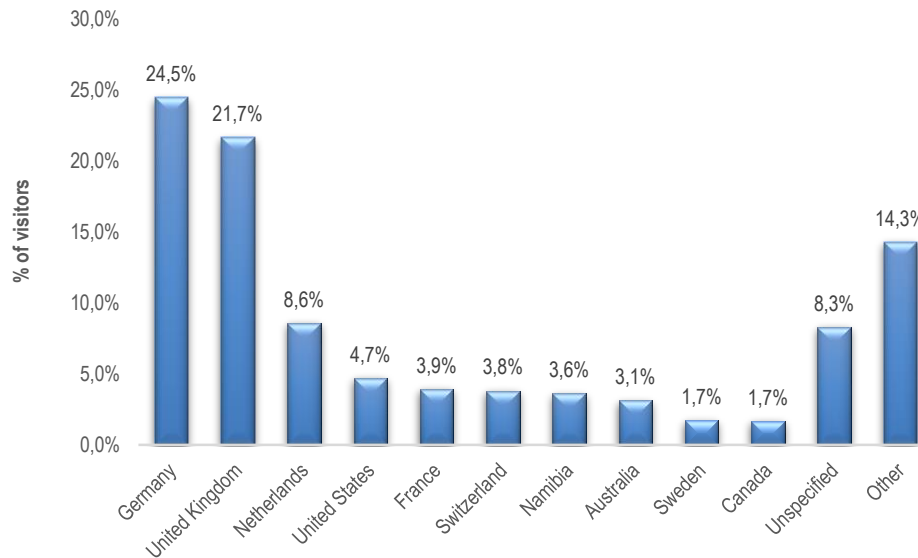
4.1 Origin of Visitors

- The close proximity between Cape Town and the Weskus makes the region a particularly favourable weekend getaway for the Western Cape domestic market. The Swartland is the gateway to the Weskus and the most southerly of the sub-regions, with Malmesbury being a mere 64km from Cape Town.
- Across the period under review, Germany, United Kingdom and the Netherlands ranked as the top international markets to the Weskus.
- Trends further revealed that domestic travel to the Weskus was largely driven by the Western Cape market, with over 60% of respondents representing the local market. This signifies a solid domestic presence and awareness of the Weskus region.

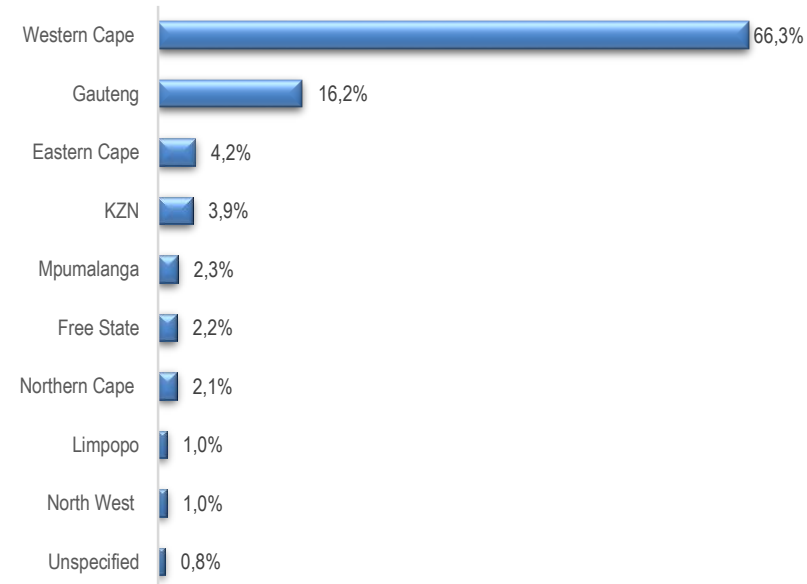
ORIGIN OF VISITORS TO THE WESKUS, 2017



TOP 10 INTERNATIONAL MARKETS TO THE WESKUS, 2017

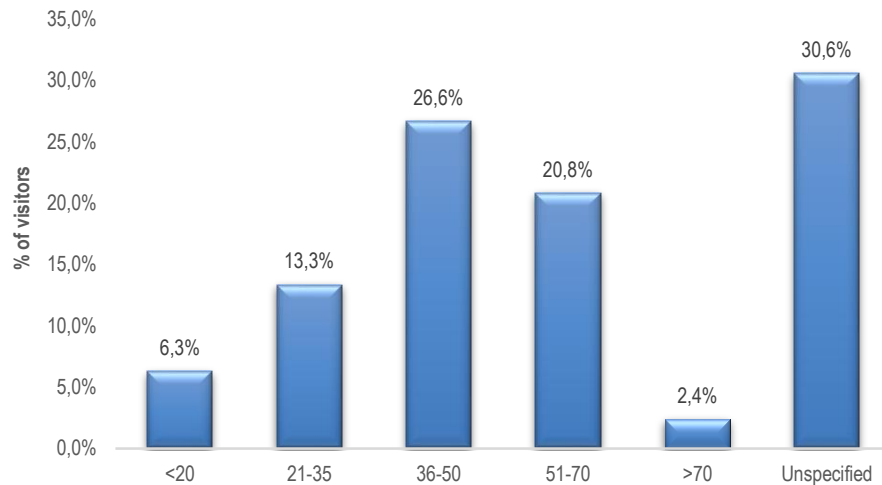


% SHARE OF DOMESTIC VISITORS TO THE WESKUS BY PROVINCE, 2017



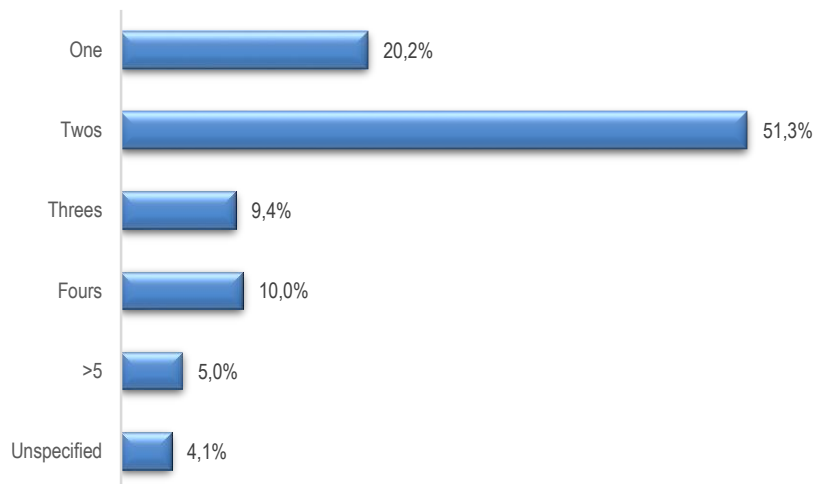
4. Weskus Trends and Patterns

4.2 Age Profile of Visitors

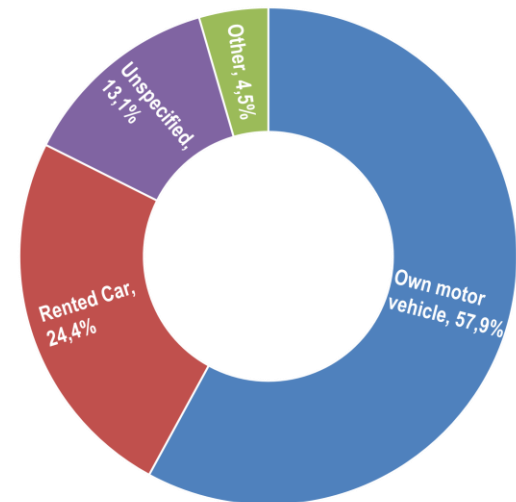


- By category, the age groups 36-50 and 51-70 years dominated as the most prominent profiles amongst visitors to the Weskus. Collectively, the youth market represented the largest share of respondents for the period, indicating the level of diversity tourism marketers should offer potential travellers.
- Pairs or/as couples (51%) ranked as the most prominent travel group size. Followed by 20% who travelled alone.
- With respect to the top modes of transport, over 50% of respondents travelled with their own motor vehicles, while 24% utilised rented cars.

4.3 Travel Group Size



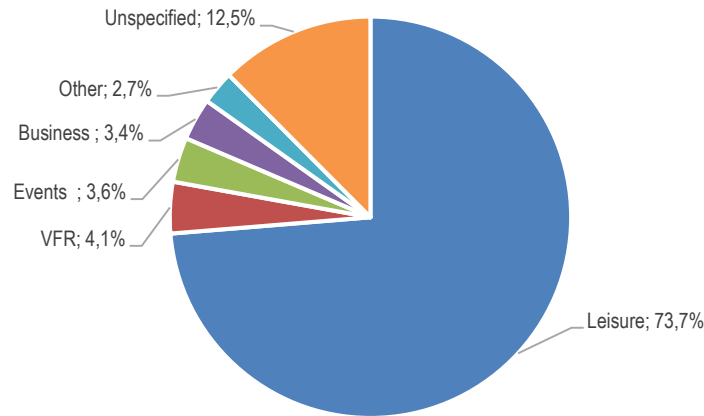
4.4 Mode of Transport



**Other: Includes public transport, long distance bus, mini bus taxi, shuttle service, tour bus, motorbike and metered taxis.*

4. Weskus Trends and Patterns

4.5 Main Purpose of Visit

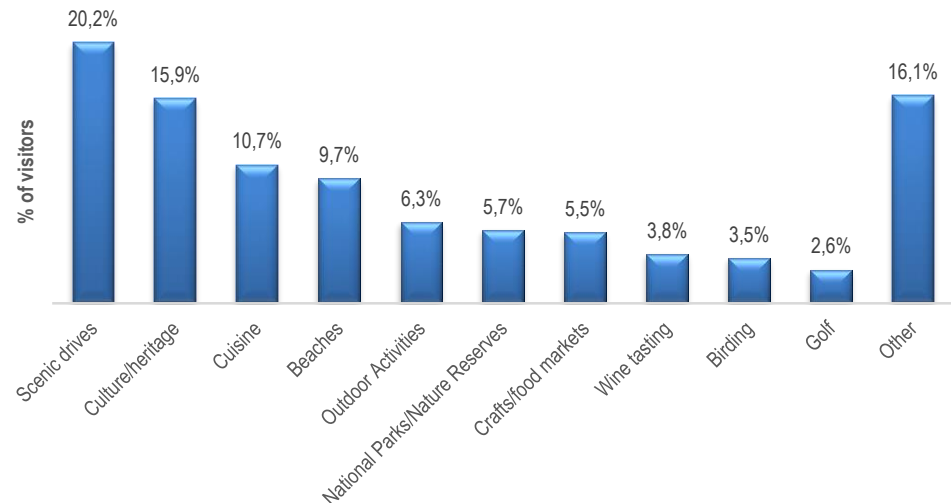


**Other: Includes travel for honeymoon/weddings, education, sport, medical, religion and seasonal/migrant worker.*

- Second to scenic drives, culture/heritage ranked as the second most popular activity enjoyed by travellers to the Weskus. The region has worked very hard in sustaining their vibrant and rich cultural product over the years. At the prominent !Kwa ttu travellers can experience the san culture, at the mission stations the old way of life and in the quaint fishing villages the region protects its established fishing trade.
- Cuisine and cultural food adventures definitely ranks as a popular leisure activity in the Weskus. The region boasts Paternoster, one of the coastal towns which have emerged as a culinary hotspot with around fifteen restaurants.
- The strong link between the tourism offerings and the local culture of the Weskus community translates into a unique tourism product for this region.
- The Weskus also offers the newly launched Cape Namibia Route, a self-drive route stretching from Cape Town to Windhoek in Namibia. The regions that can be discovered along this route is the Weskus, Northern Cape and Namibia, each offering an abundance of tourism offerings. Given the strong popularity in scenic drives, the Weskus is set to attract an even greater share from the leisure market.

- Leisure ranked as the top reason for travel to the Weskus, accounting for over 70% of respondents. While the region recorded around 4% of travellers visiting friends and family, it is evident that the Weskus holds a strong demand from the leisure market.
- The Weskus features eight 3-day routes which highlights the unique attractions the region has to offer; ranging from flowers, whales, adventure, cultural/mission stations, birds and wine routes. The diversity in the tourism offering confirms the strength in the region's leisure market.

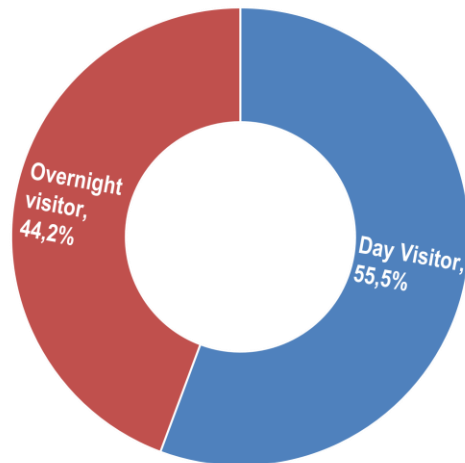
4.6 Top Activities Undertaken in the Weskus



**Other: Includes adventure, whale watching, fishing, gambling, expos/exhibitions, sport events/spectator, astro tourism, health & wellness/spas, shopping, game reserves, and cruises.*

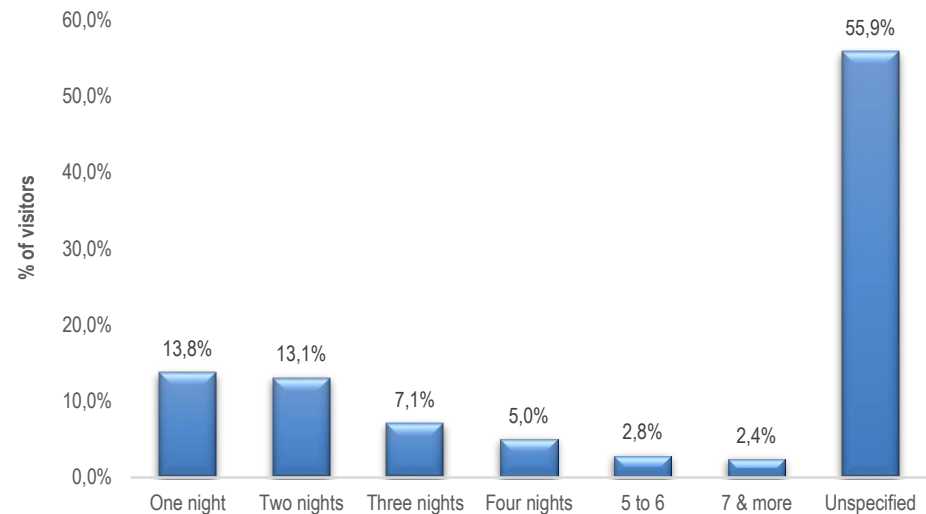
4. Weskus Trends and Patterns

4.7 Overnight vs. Day Visitors

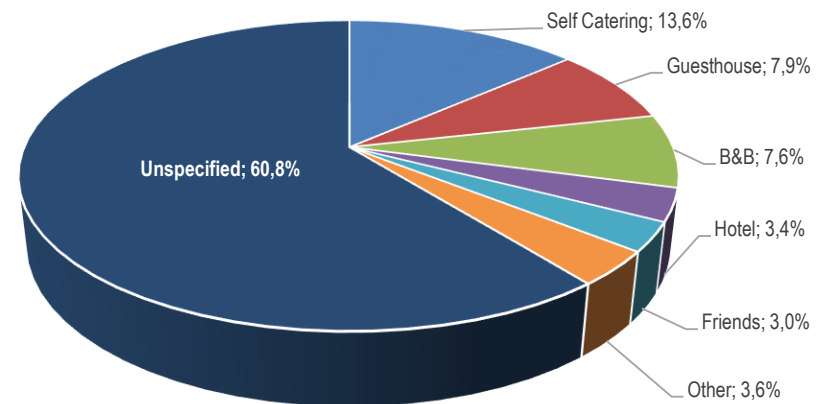


- In 2017, over 40% of respondents indicated overnight stays in the region. Of these visitors, most stayed for an average of one, two and three nights.
- The region's paid accommodation establishments held a higher preference amongst respondents. The top three preferred accommodation choices included self-catering, B&Bs and guesthouses.
- The Weskus also holds a strong share of day visitors, accounting for over 50% of the respondents for the period. However, the economic significance of this market should not be underestimated. The region is very popular for self-drives and for this niche area, the region offers an abundance of routes catering to culture, religion, cuisine, adventure and wine.

4.8 Average Length of Stay



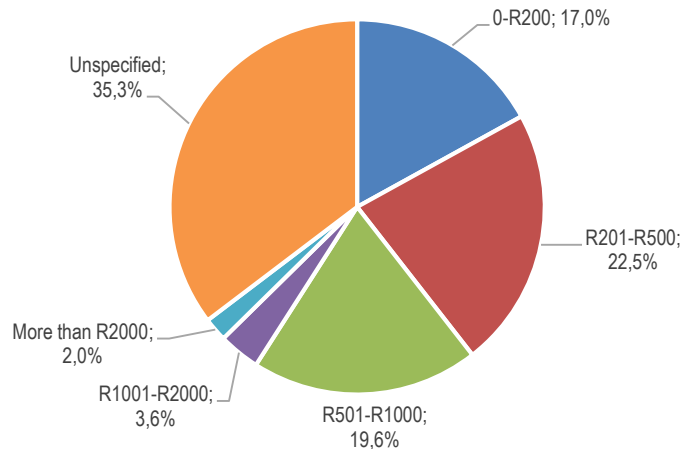
4.9 Accommodation Usage



**Other: Includes backpackers, timeshare, rented house/apartment and second home/holiday house.*

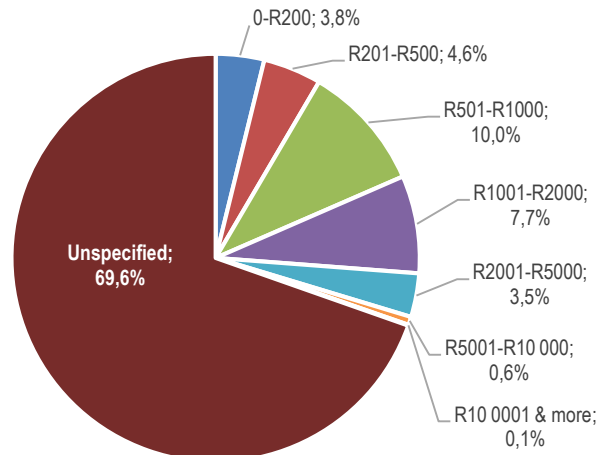
4. Weskus Trends and Patterns

4.10 Average Daily Spend in the Weskus

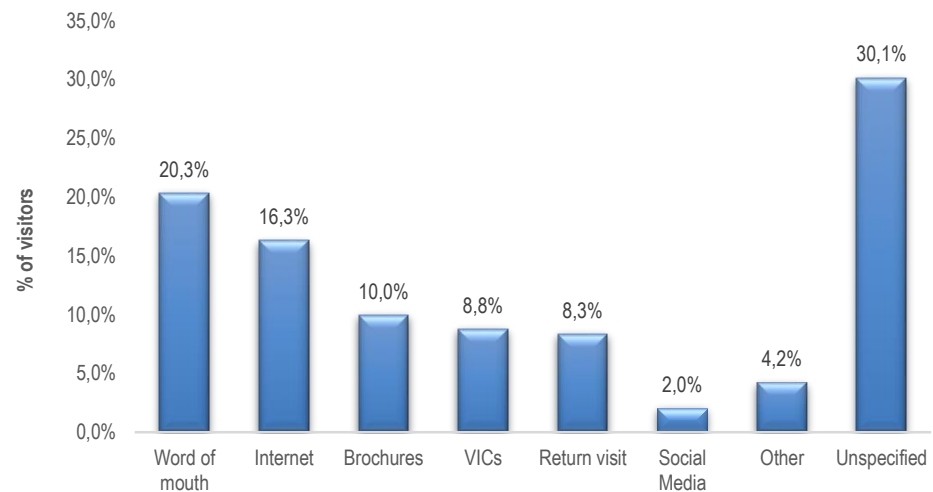


- An average of R501-R1000 and R1001-R2000 emerged as the most common spending brackets for accommodation. During 2017, visitors spent on average R201-R500 and R501-R1000 per day in the region.
- The domestic market is not only the leading contributing market to the Weskus, but also adds significant value to the economy with respect to daily expenditure on cuisine and leisure activities.
- Word of mouth and internet/websites ranked as the top sources for obtaining information on the Weskus.
- 8% of respondents were return visitors, indicating the success of the promotion and awareness campaigns implemented by Wesgro and the Weskus tourism marketers.

4.11 Average Spend on Accommodation in the Weskus

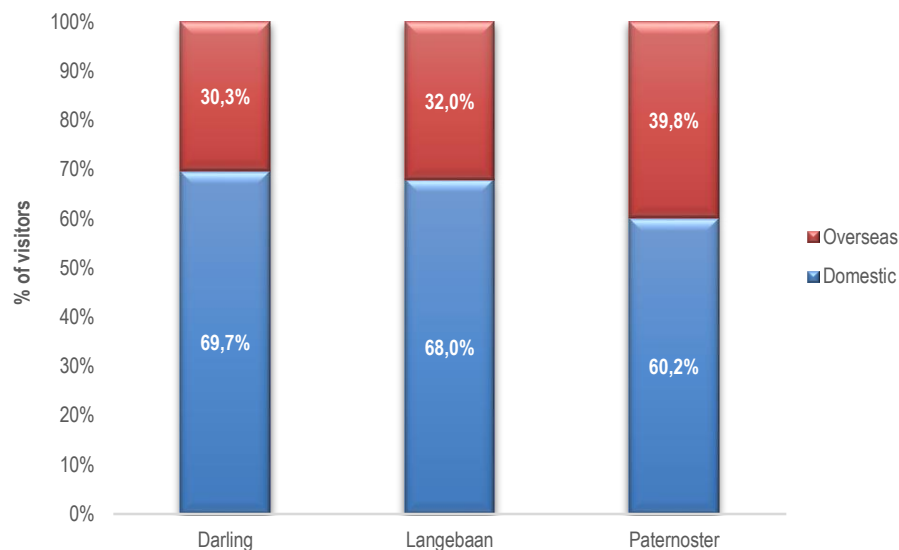


4.12 Top Information Sources



5. Weskus Towns

5.1 Origin of Visitors

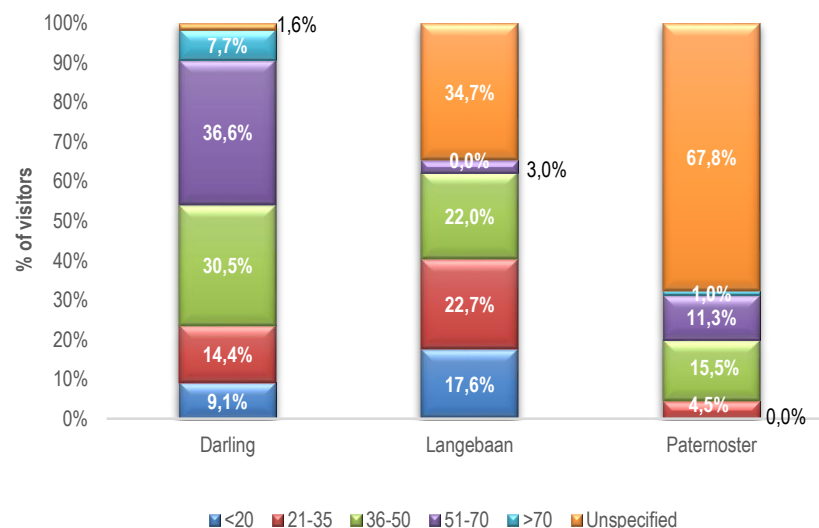


- This section provides key trends for towns which recorded a strong sample of responses for the purpose of analysis by Weskus town.
- Trends by town underlines the strong share of domestic travellers to the region. Over 60% of visitors to the respective towns originated from the domestic market. This trend can also be seen in the top three domestic markets illustrated in the table below, indicating the Western Cape as the top domestic province across all towns.
- The United Kingdom, Germany and the Netherlands ranked as the top three markets for each town.
- Visitors to Darling and Paternoster attracted a similar age segment, with most visitors between the age group of 36-50 and 51-70 years, while Langebaan attracted a stronger share of travellers from the youth market (21-35 years; 22,7%).

5.2 Top 3 Overseas and Domestic Markets

TOP 3 INTERNATIONAL AND DOMESTIC MARKETS BY WESKUS TOWN, 2017			
Origin/Town	Darling	Langebaan	Paternoster
Overseas	UK (22,5%)	Germany (35.1%)	UK (29.7%)
	Germany (11,0%)	UK (14.3%)	Germany (26.3%)
	Netherlands (4,4%)	Netherlands (13.7%)	Netherlands (9.7%)
Domestic	Western Cape (55.1%)	Western Cape (75.7%)	Western Cape (57.4%)
	Gauteng (24.0%)	Gauteng (7.8%)	Gauteng (22.2%)
	KZN (7.2%)	Eastern Cape (5.1%)	Eastern Cape 4.3%)

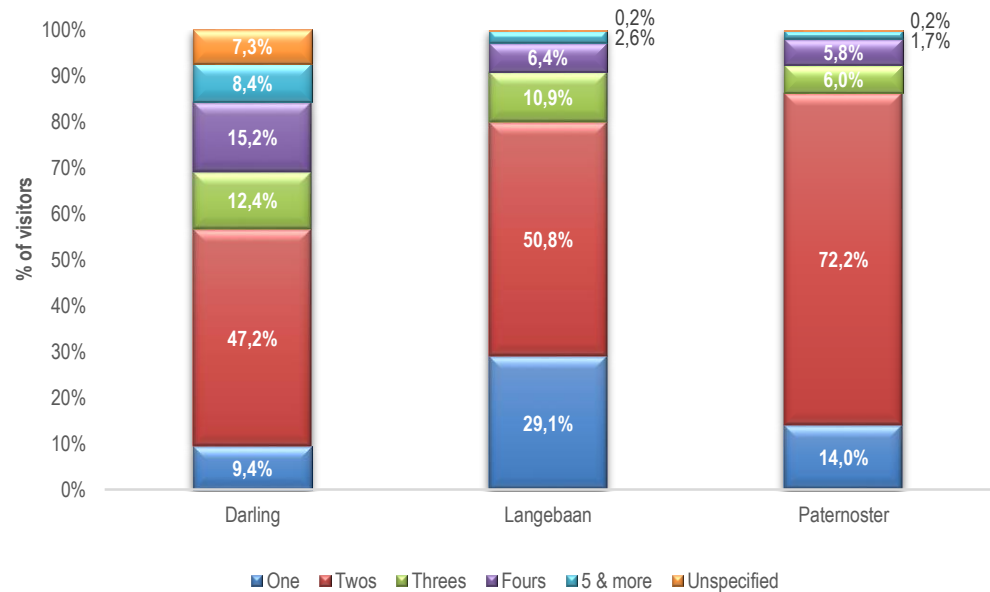
5.3 Age Profile of Visitors



5. Weskus Towns

- Leisure/holiday ranked as the main reason for travel to the towns represented below and these travellers primarily travelled in pairs or as couples.
- Larger groups of fours (15,2%) were recorded in the town of Darling, while the second largest share of respondents for Langebaan (29,1%) and Paternoster (14,0%) were solo travellers.
- The Weskus offers a strong events sector with local events occurring throughout the year. In addition, the region also hosts a number of flower shows during the prominent annual flower season.
- Of the respondents to Langebaan, 15,6% indicated events as they main purpose to the town and 3% enjoyed events in Darling.
- Amongst the top events, the Darling Brew hosted three big events; the Winter Beer Fest, DBX and the Summer Beer Fest. All three events reflected growth in their visitor numbers and attracted a combined total of 6,800 visitors, of which 2,000 were riders which attended DBX.
- Velddrif events also performed well and attracted a collective total of 11,600 visitors in 2017, the events included the Bergrivier Winter Carnival (7,000), Weskus Erfenis Makietie (2,000), West Coast Canoe Challenge (1,000), Velddrif One Mile Swim (800) and the Aurora Skou (800).

5.4 Travel Group Size

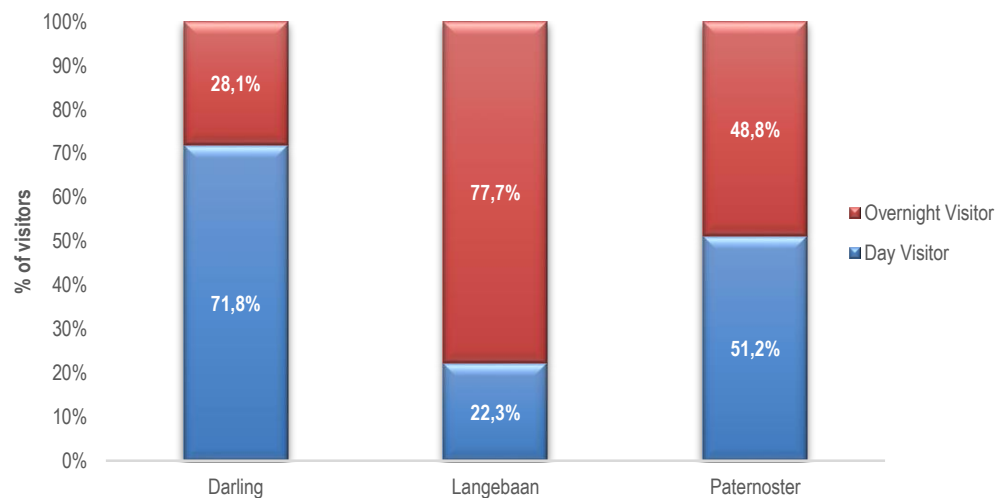


5.5 Main Purpose of Visit

Purpose of Visit	Darling	Langebaan	Paternoster
Leisure	77,7%	64,4%	93,8%
Events	3,0%	15,6%	1,2%
VFR	3,3%	12,4%	0,5%
Sport	0,3%	5,0%	-
Other	2,3%	2,4%	1,1%
Unspecified	13,4%	0,2%	3,4%

5. Weskus Towns

5.6 Overnight vs. Day Visitors



- Langebaan recorded the highest share of overnight travellers, accounting for 77,7% of respondents. Paternoster reflected an almost even split of overnight and day visitors, while Darling recorded the largest movement of day trippers (71,8%).
- Travellers to the towns depicted below mostly stayed for an average of either one, two or three nights.
- Langebaan recorded the highest share of travellers who embarked in extended stays of four nights (14,7%) and 5-6 nights (5,7%). This trend could likely be linked to the strong share of travellers who also attended events in Langebaan.
- The Weskus is a region filled with culture which is not only depicted in its heritage, but extends into the region's local cuisine, attractions and events. The abundance of experiences and routes the region offers translates into a stronger overnight market for the Weskus.

5.7 Average Length of Stay

Length of Stay	Darling	Langebaan	Paternoster
One night	11,5%	14,5%	10,4%
Two nights	8,1%	23,5%	19,1%
Three nights	3,5%	18,8%	9,6%
Four nights	1,3%	14,7%	4,7%
5-6 nights	1,1%	5,7%	2,3%
7 & more	2,6%	0,3%	2,6%
Unspecified	71,9%	22,5%	51,3%

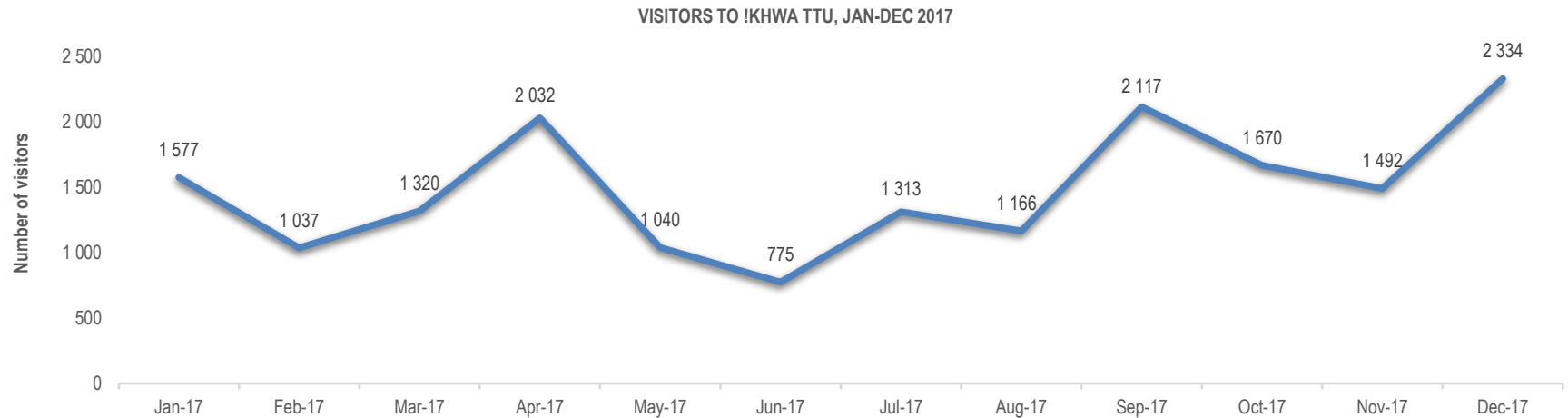
6. Trends and Patterns by Origin of Visitors

OVERVIEW OF TRENDS AND PATTERNS BY ORIGIN OF VISITOR, 2017		
TOURISM INDICATOR	Overseas	Domestic
% Share day visitors	46,5%	59,0%
% Share overnight visitors	53,4%	40,5%
Age profile of visitors	51-70 (22,6%)	36-50 (29,3%)
Main purpose of visit	Leisure (76,5%)	Leisure (72,6%)
	VFR (3,1%)	Business (4,6%)
	Events (3,1%)	VFR (4,5%)
	-	Events (3,8%)
Most common travel group size	Twos (60,2%)	Twos (47,8%)
	Alone (10,3%)	Alone (24,1%)
	Fours (9,3%)	Fours (10,3%)
Most common length of stay per town	Two nights (15,8%)	One night (14,8%)
	Three nights (11,3%)	Two nights (12,0%)
	One night (11,1%)	Three nights (5,4%)
Mode of transport	Rented car (66,8%)	Own motor vehicle (76,0%)
Top information sources	Internet (18,1%)	Word of mouth (22,9%)
	Word of mouth (13,8%)	Internet (15,6%)
	Brochures (10,2%)	VICs (10,5%)
	Return visit (5,4%)	Brochures (9,9%)
	VICs (4,3%)	Return visit (9,5%)
Type of accommodation	Guesthouse (13,8%)	Self-catering (14,3%)
	Self-catering (11,9%)	Guesthouse (5,6%)
Average daily spend	R501-R1000 (20,5%)	R201-R500 (24,6%)

Notes: Blank cells indicate that the sample was not big enough for a valid statistical interpretation.

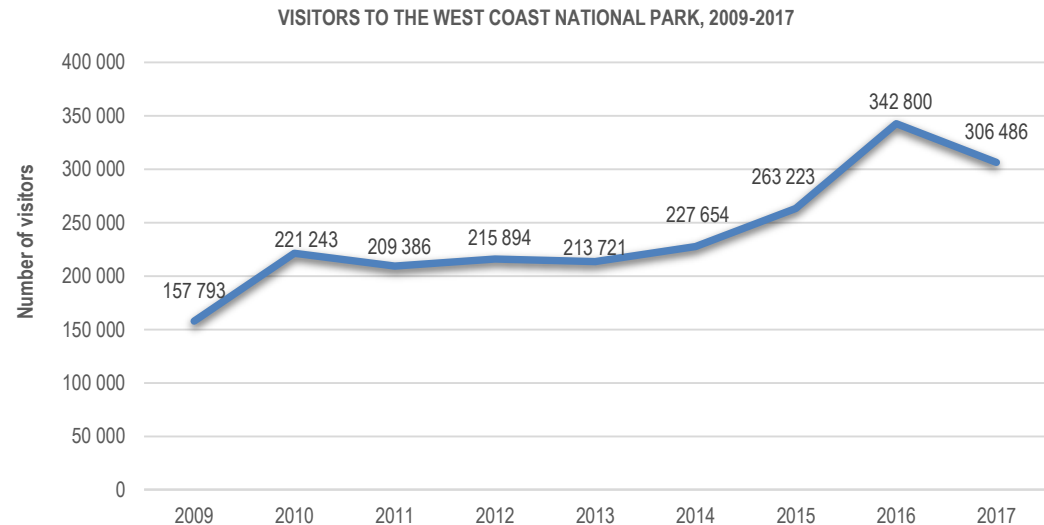
7. Performance of Weskus Attractions

- !Khwa ttu is a project dedicated to a San culture and education centre. It is run by a Non-Profit Company, jointly directed by the Swiss Ubuntu Foundation and San community, represented by WIMSA (Working Group for Indigenous Minorities in Southern Africa). During 2017 !Khwa ttu welcomed over 17,000 visitors, enjoying the peak in visitors during the months of April, September and December.



Source: !Khwa ttu, 2018

- According to the August 2017 edition of the *Brakpan Herald*, the West Coast National Park hosts over 280 different bird species and should be on every birder's destination dream-list.
- The park lies in the heart of the prominent Weskus Peninsula Route. The development of the coastal route has brought even greater awareness to the coastal attractions of the region.
- In 2017, the park recorded a total of 306,486 visitors. It is important to note that the West Coast National Park records its peak in visitor numbers during the annual flower season period running from August to late September.



Source: SANParks, 2018

8. Weskus | The Home of New Routes

Cape Namibia Route

The Cape Namibia Route is a self-drive route stretching from Cape Town to Windhoek in Namibia. The regions that can be discovered along this route is the Weskus (Cape West Coast), Northern Cape and Namibia. The newly launched website showcases all major towns, events, experiences and podcasts just waiting to be discovered. <http://capenamibia.com/>

Proudly Porterville Produce Route

Enjoy Protea Farms, paragliding, olive oil, craft beers, fresh herbs, figs and pomegranates all in Porterville in the Weskus. Porterville, situated only a 140 km from Cape Town is the ideal destination for city folk to smell, taste and experience local produce. www.portervilletourism.co.za

West Coast Way - Darling Wine & Beer Tour

Head to Darling, an hour's drive outside of Cape Town and discover why this is 'slow beer, slow food' country. The first stop of the morning is at one of South Africa's most famous and flamboyant attractions: Evita se Perron; a visit to Darling Sweets soon after for delectable toffee tasting where you will get to hear how this unique toffee brand was started and get to taste new innovative products, like the new Toffee Spread. Stop over at the Darling Museum which is also home to the Butter Museum, immediately after start with the Darling Mystery Trail departing from Darling Museum, this is an hour long self-guided walk that takes you to the nooks and crannies of Darling, last but by no means least Darling Brew Darling Brew for beer tasting like no other.

Cape West Coast Foodie Route

The new Foodie Route has a theme "culture on my plate" with the route showcases the countless flavour sensations found in the area. The self-drive circular route was created by West Coast Way and includes 10 unique stops taking you on a food and wine journey through the Cape West Coast. www.westcoastway.co.za

Swartland Wine and Olive Route

The Swartland Wine and Olive Route will benefit from greater accessibility from Cape Town when the N7 becomes a dual carriageway at the end of 2018 (www.swartlandwineandolives.co.za).

Yzerfontein: West Coast Explorers Club (Cycling Route)

Yzerfontein has seen the launch of the West Coast Explorers Club, a cycling route that includes a bicycle hiring service, 10 bicycle park stations around Yzerfontein, an activity guide and route map (www.explorersclub.co.za).

Cederberg Rooibos Route

Cederberg Tourism has a new Rooibos Route. Starting at the Rooibos Tea House in Clanwilliam (which stocks more than 100 blends of the brew), the route highlights cultivation, history, activities, restaurants, wellness and accommodation. Visitors can plan their own trips on an interactive route map on www.rooibis-route.co.za.

9. Weskus | Tourism Developments

- West Coast Fossil Park has a new visitor centre which enhances the visitor experiences at this unique location. The West Coast Fossil Park near the coastal and popular holiday destination of Langebaan, has one of the world's richest concentration of fossils dating back to the early Pliocene era some five million years ago. Discover the story when once sabre-toothed cats roamed this land, along with short-necked giraffes, four-tusked elephants and strange, three-toed horses. www.fossilpark.org.za
- Bergrivier Tourism launches a new home-stay programme in Goedverwacht in April, where tourists can overnight and dine with the residents of the former Moravian missionary station (www.travelbergrivier.co.za/goedverwacht).
- Bergrivier Tourism has also launched a new birding guide for birdwatchers.
- Piketberg has a new guided tour of historic buildings (www.piketbergtourism.co.za) and Porterville offers tours of the Mosaic House of artist Christel Griffiths (www.portervilletourism.co.za).
- Saldanha Bay will see the opening in September of a new exhibition centre at the West Coast Fossil Park near Vredenburg (www.fossilpark.org.za).
- The Simply Bee Observation Centre near Hopefield offers special package deals for tour groups(www.simplybee.co.za/tours).
- Hopefield also hosts the 'Spore Opi Sand' festival on April 7; and an annual Fynbos Show in August.
- Namaqua West Coast Tourism is hosting the Expedition Africa Adventure Race 2018, which will see teams of athletes compete in navigation, trekking, mountain biking, kayaking and mountaineering over 500km from May 18-27.

10. Acknowledgements

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

The participating local tourism offices in the Weskus:

- *Clanwilliam Tourism*
- *Darling Tourism*
- *Hopefield Tourism*
- *Langebaan Tourism*
- *Paternoster Tourism*
- *Piketberg Tourism*
- *Porterville Tourism*
- *Vanrhynsdorp Tourism*
- *Velddrif Tourism*
- *Vredenburg Tourism*
- *Vredendal Tourism*
- *Yzerfontein Tourism*
- *Goedverwacht Tourism*

The participating attractions in the Weskus:

- *West Coast National Park*
- *West Coast Fossil Park*
- *!Khwa ttu*

For more publications like this visit the Wesgro publications portal on our website at www.wesgro.co.za/research_articles

Wesgro has taken every effort to ensure that the information in this publication is accurate. We provide said information without representation or warranty whatsoever, whether expressed or implied. It is the responsibility of users of this publication to satisfy themselves of the accuracy of information contained herein. Wesgro cannot be held responsible for the contents of the publication in any way.