



## Cape Overberg Regional Trends

**WESGRO**  
cape town & western cape  
research

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# Contents

1. Methodology
2. Participation and sample size
3. Executive Summary
4. Cape Overberg 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 Cape Overberg
  - 4.7. Overnight Stay
  - 4.8. Average daily spend in the Cape Overberg
  - 4.9. Average Length of stay
  - 4.10. Top Information Sources
5. Performance of the Cape Overberg Attractions
6. Cape Overberg COVID-19 Impact Survey Results
7. Acknowledgements

# 1. Methodology

This report provides an overview of the tourism trends and patterns in the Cape Overberg. 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.

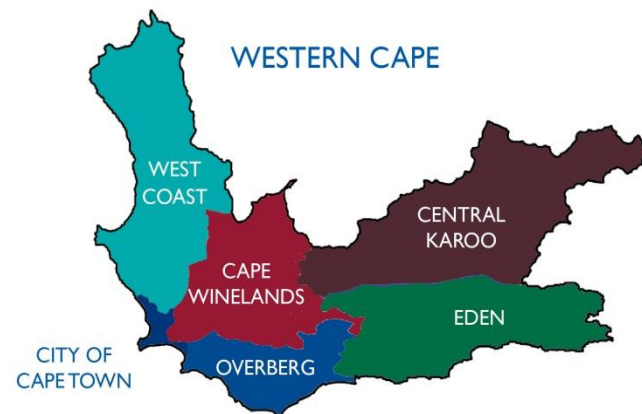
In addition, the results of a COVID-19 regional impact study are included in this report. In August 2020, Wesgro undertook a survey with tourism businesses to understand the impact of the COVID-19 pandemic at a regional level as well as the challenges experienced by the local tourism industry in the Western Cape. Survey Monkey was used as the main research tool to develop the questionnaire and electronic link for the COVID-19 impact study. With the support of the Regional Tourism Bodies in the Western Cape, a member database of tourism businesses were obtained from each region. In the event of challenges experienced in obtaining member databases, the Local Tourism Authorities (LTA's) assisted in circulating the survey on Wesgro's behalf to all their members. Furthermore, the survey was also shared on all Wesgro's social media platforms to obtain a stronger sample of respondents.

## 2. Participation and sample size

Between January and March 2020, a total of **337** responses to the regional visitor tracking survey were received from the respective Tourism Offices in the Cape Overberg and **431** responses were received over the same period in 2019. During this period, the participating Tourism Offices in the visitor tracking surveys were:

	Q1 2019	Q1 2020
Gansbaai	48	41
Hangklip Kleinmond	101	74
Stanford	282	222

The trends related to the impact of COVID-19 on tourism businesses in this report are based on feedback from **37 respondents** who were based in the Cape Overberg and follows the same methodology as that of the regional tracking survey.





### 3. Executive Summary

- Situated between the Cape Peninsula and the Garden Route, the Cape Overberg is a place with beautiful oceans and foreboding mountain ranges offering an abundance of outdoor activities and adventure experiences. The Overberg District Municipality governs the four local municipalities of Cape Agulhas, Overstrand, Swellendam and Theewaterskloof. The Cape Overberg boasts great diversity and offers an abundance of marine wildlife, natural attractions and culinary experiences.
- The COVID-19 pandemic has undoubtedly had a devastating impact on the tourism economy. Countries the world over have shut their borders in an attempt to curb the spread of the virus, and it has had devastating effects on the global travel industry. The United Nations World Tourism Organization (UNWTO) has reported a loss of 440 million international travellers and around US\$ 460 billion in export revenues from international tourism, over the January – June 2020 period (UNWTO, 2020).
- On 15 March 2020, the South African Government declared a national state of disaster in response to the coronavirus pandemic. A nationwide lockdown then came into effect on 26 March 2020, resulting in a complete standstill of all tourism activity until 31 May 2020. In line with government's risk adjusted strategy, limited tourism activity was introduced as of 1 June 2020.
- As a result, visitors to the participating Cape Overberg attractions decreased by 45,1%, going from a total of 110, 221 visitors between January and June 2019 to 59 076 over the same period in 2020. All attractions in the region were closed throughout quarter two of 2020 due to the nationwide lockdown, which took effect on 26 March 2020.
- Visitor numbers for January (+22,5%) and February (+9,3%) indicate that tourism in the region was on an upward trend but plummeted in March (-45,1%) due to COVID-19 restrictions.
- Respondents to the COVID-19 impact survey cited a lack of tourists, border closures and the impact it has on income as their top three concerns. In addition, job losses, the cost of implementing additional safety measures and uncertainty about the future of travel were major concerns amongst respondents.
- More than half of responding businesses in the Cape Overberg region experienced a complete loss of revenue as a result of the COVID-19 pandemic and a third of respondents saw their revenue decline by at least 50% due to the pandemic.

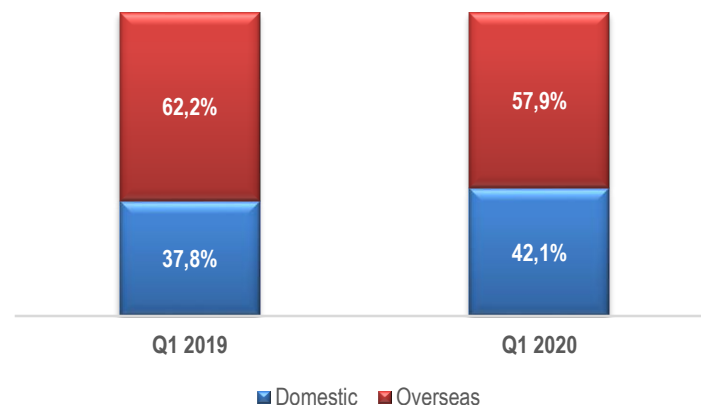


## 4. Cape Overberg Visitor Trends & Patterns

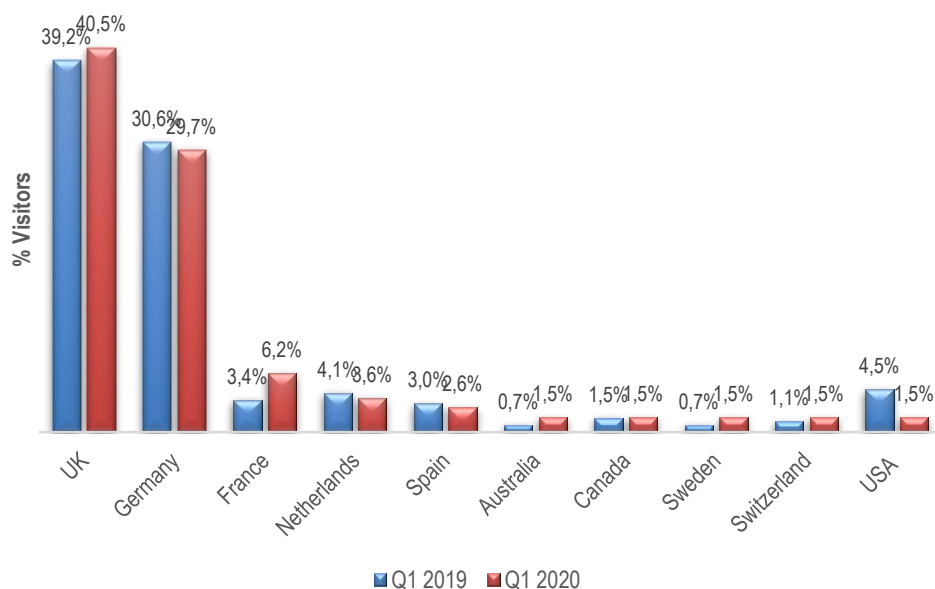
### 4.1 Origin of Visitors

- Overseas visitors made up 62,2% of travellers to the Cape Overberg over the Jan – Mar 2019 period and followed a similar trend with 57,9% overseas visitors over the same period in 2020.
- Traditional markets such as the United Kingdom, Germany, France Netherlands and Spain ranked as the region's top five international markets.
- Consistent with the Western Cape's international visitor trends, European travellers are the main drivers of tourism activity in the Cape Overberg. Nearly 90% of all overseas visitors to the region originated from the continent in the first quarter of both 2019 and 2020.
- Despite financial and economic constraints, trends indicate that domestic travellers continue to travel. Over the period Jan – Mar 2019 and 2020, the largest share of domestic travellers to the region originated from the Western Cape, which indicates that the Cape Overberg is a popular destination for locals in the province. Gauteng, Eastern Cape and Kwazulu-Natal were the other most popular source provinces to the region.

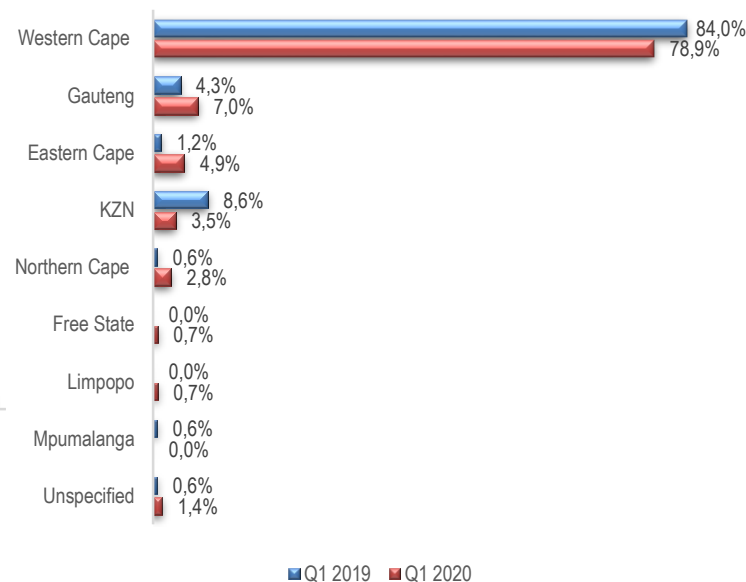
% SHARE OF OVERSEAS AND DOMESTIC VISITORS TO THE CAPE OVERBERG, Q1 2019/20



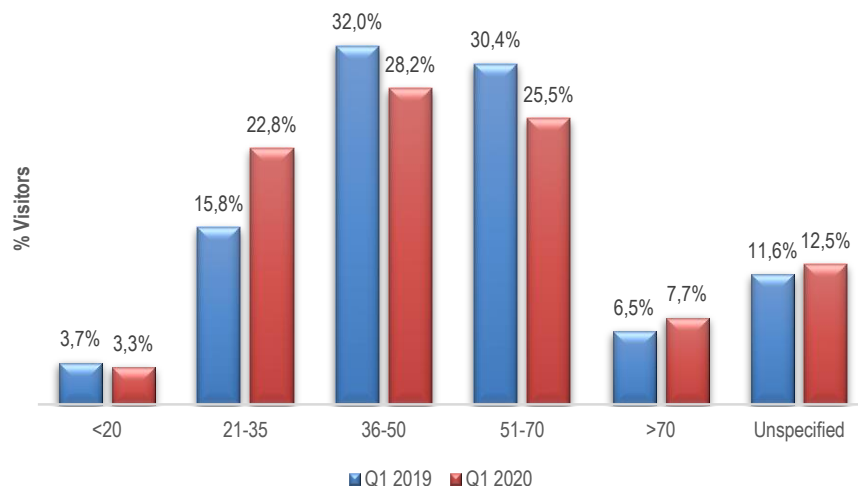
TOP INTERNATIONAL VISITORS TO THE CAPE OVERBERG, Q1 2019/20



% SHARE OF DOMESTIC VISITORS TO THE CAPE OVERBERG, Q1 2019/20

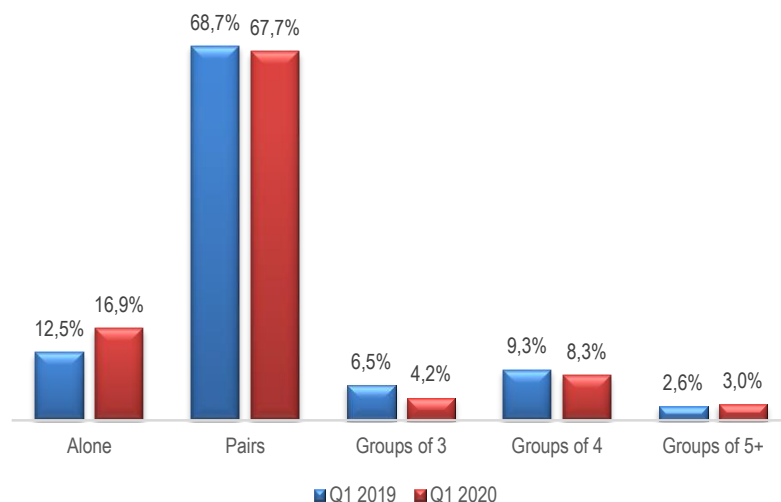


## 4.2 Age profile of visitors

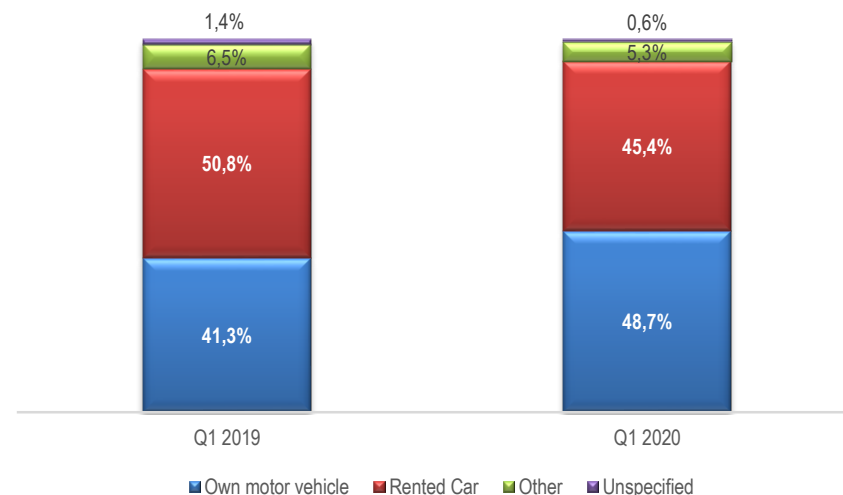


- The Overberg is a region that stretches along coasts with beautiful beaches, and over mountain ranges with interesting geological formations, abundant birdlife and fynbos, making it an all-round destination for all ages.
- The leading age group, remained between the ages of 36 and 50 years in the first quarter of 2019 (32,0%) and 2020 (28,2%). A further 30,4% and 25,5% of respondents were between the ages of 51 and 70 years in 2019 and 2020 respectively.
- Rented cars and own motor vehicles remained the preferred mode of transport over the Jan – Mar period in 2019 and 2020. This could be as a result of the high percentage of locals making short trips to the Cape Overberg region.
- The Cape Overberg region is a desirable destination which caters for all age categories. Majority of respondents travelled to the region in pairs or on their own, however, family trips are popular as well with more than 15% travelling in groups of three or more in quarter one of both 2019 and 2020.

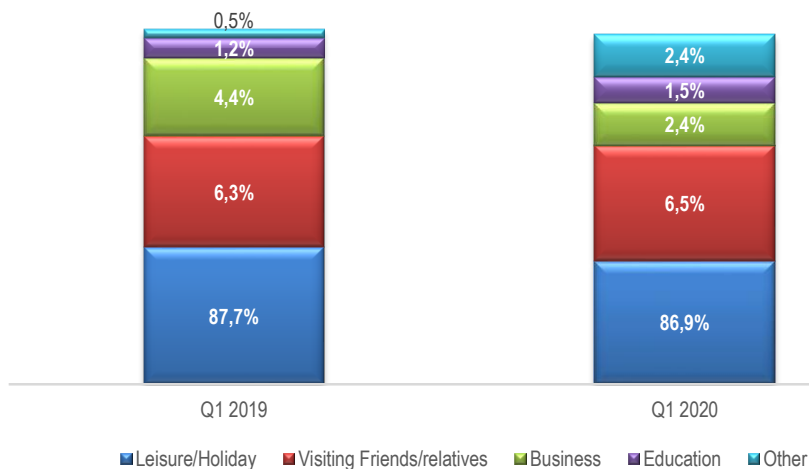
## 4.3 Group size



## 4.4 Mode of transport

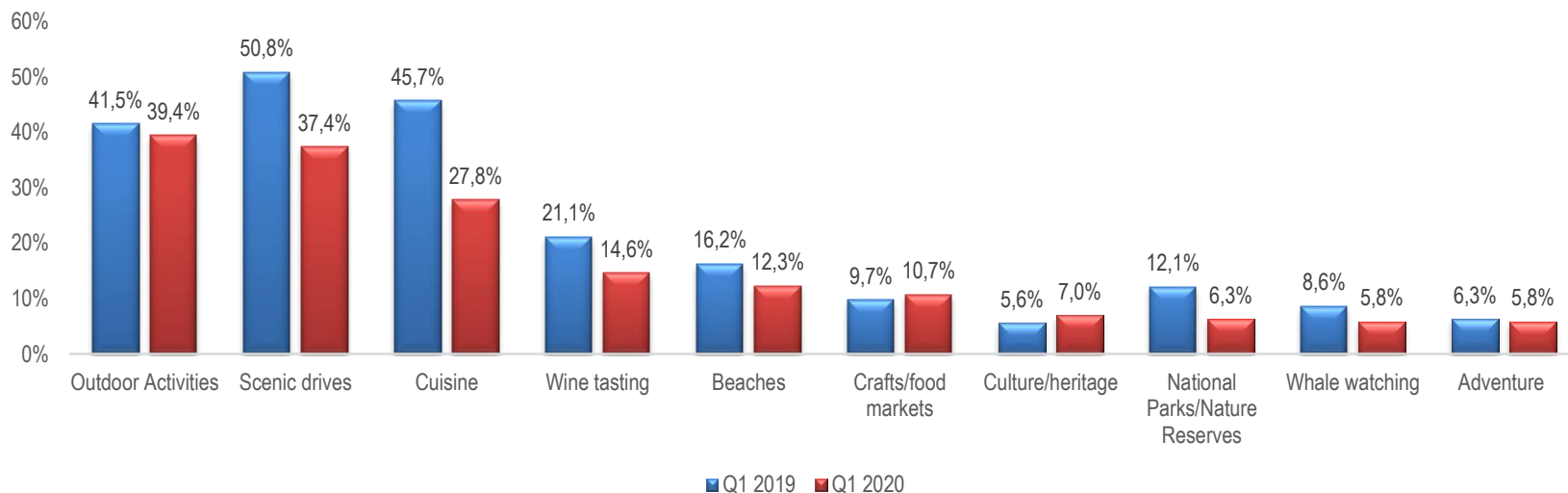


## 4.5 Purpose of visit

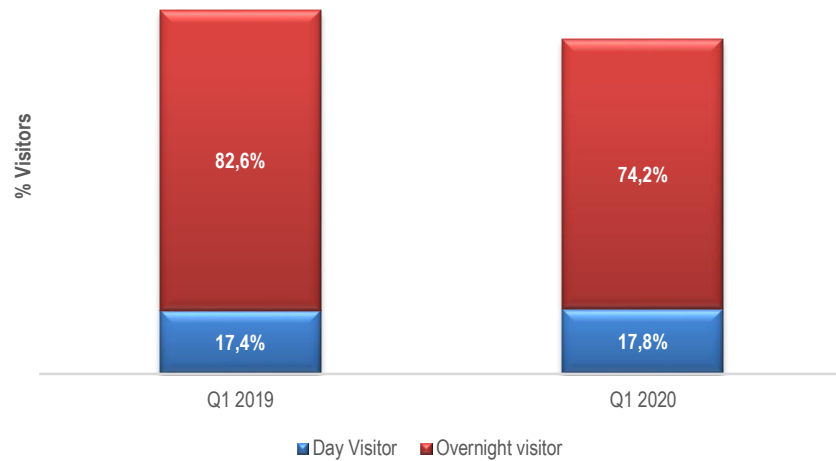


- The most prominent motivating factor for travel to the Cape Overberg was for the purpose of holiday/leisure in quarter one of both 2019 (87,7%) and 2020 (86,9%).
- Visiting friends/relatives as well as travelling for business ranked as part of the top 3 reasons for visiting the Cape Overberg region during the first quarter of both 2019 and 2020.
- Scenic drives, cuisine, and outdoor activities, remained the top three activities undertaken in the region over the Jan – Mar period in 2019 and 2020.
- Other popular activities to the region includes wine tasting, beaches, crafts/food markets, culture & heritage, national parks, whale watching and adventure.
- The vast majority of respondents indicated to be overnight visitors staying at least one night in the Cape Overberg region with an average daily spend of R501 – R1000.
- Visitors to the Cape Overberg relied mostly on word of mouth recommendations when sourcing information about the region.

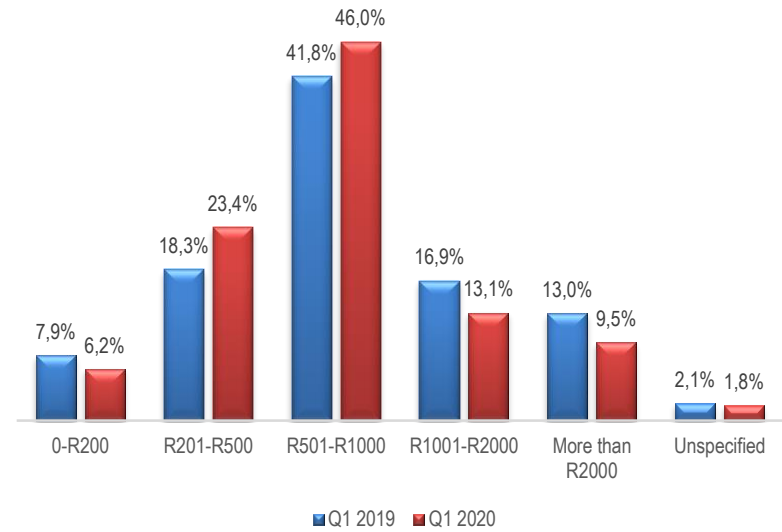
## 4.6 Top Activities Undertaken in the Cape Overberg



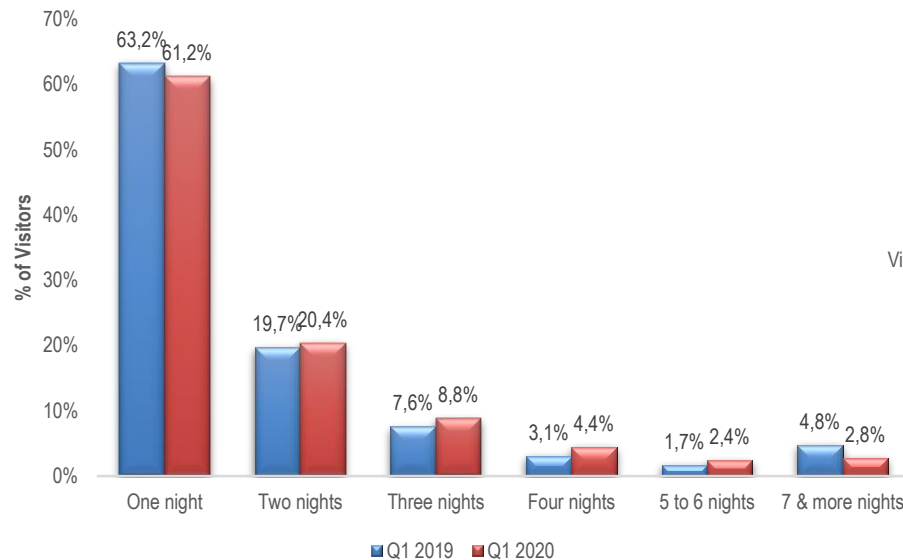
#### 4.7 Overnight stay



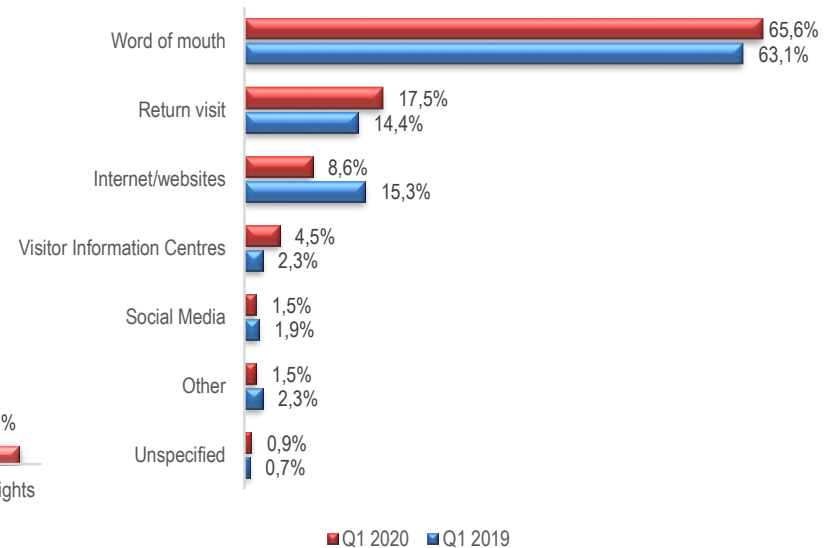
#### 4.8 Average Daily Spend



#### 4.9 Average Length of Stay



#### 4.10 Top information sources

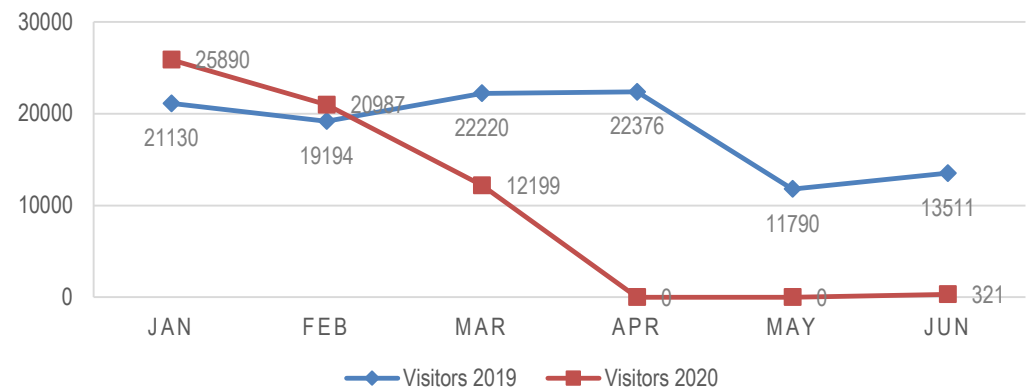




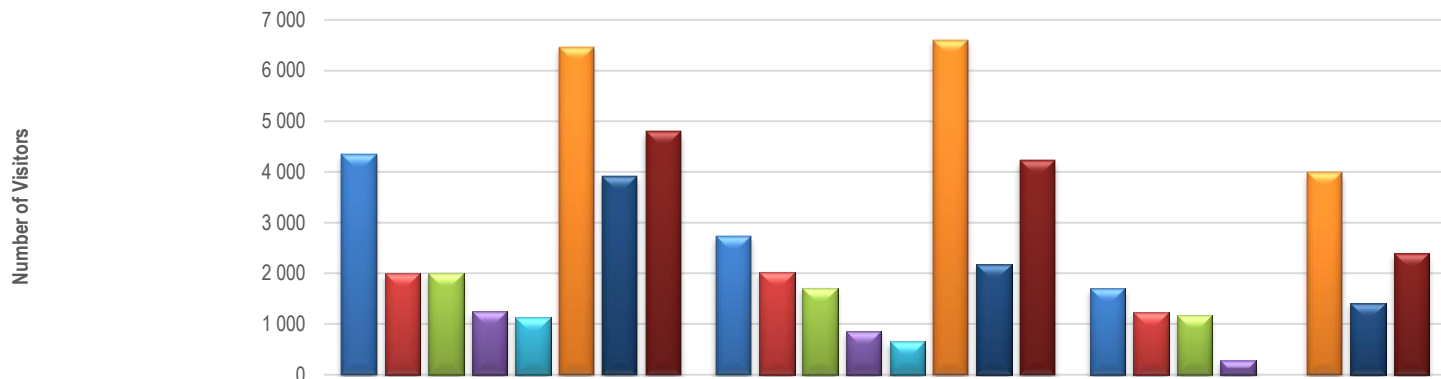
## 5. Performance of Cape Overberg Attractions

- The participating Cape Overberg attractions recorded a combined total of 110, 221 visitors between January and June 2019 and decreased by 46,1% to 59 397 over the same period in 2020;
- Visitor numbers for January (+22,5%) and February (+9,3%) indicate that tourism in the region was on an upward trend but plummeted in March (-45,1%) due to COVID-19 restrictions.
- All attractions in the region were closed throughout quarter two of 2020 due to the nationwide lockdown, which took effect on 26 March 2020.

**TOTAL NUMBER OF VISITORS TO CAPE OVERBERG ATTRACTIONS, JAN-JUN 2019/20**



**TOTAL NUMBER OF VISITORS TO CAPE OVERBERG ATTRACTIONS, JAN - MAR 2020**

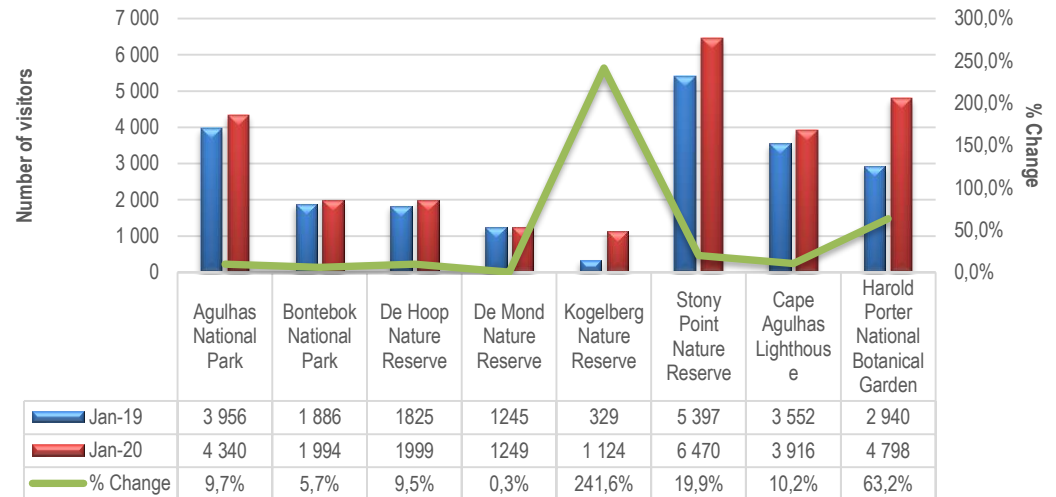


	Jan-20	Feb-20	Mar-20
Agulhas National Park	4 340	2 729	1 704
Bontebok National Park	1 994	2 030	1 225
De Hoop Nature Reserve	1 999	1 707	1 171
De Mond Nature Reserve	1 249	853	293
Kogelberg Nature Reserve	1 124	655	
Stony Point Nature Reserve	6 470	6 608	3 998
Cape Agulhas Lighthouse	3 916	2174	1415
Harold Porter National Botanical Garden	4 798	4 231	2 393

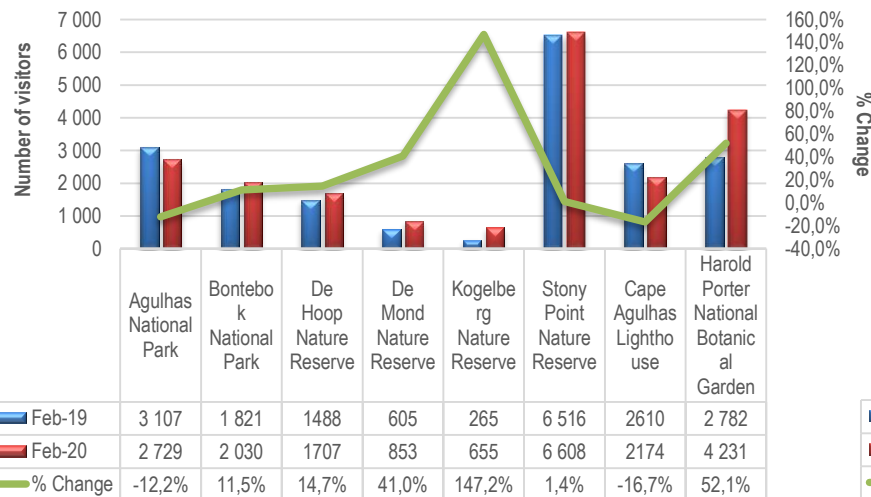
## 5. Performance of Cape Overberg Attractions

- All participating Cape Overberg attractions recorded an increase in visitors in January 2020 when compared to the same period in 2019, most significantly Koggelberg Nature Reserve (+241,6%) and Harold Porter National Botanical Gardens (+63,2%)
- In February 2020, all participating attractions reported an increase in visitors compared to the same period in 2019, with the exception of Agulhas National Park (-12,2%) and Cape Agulhas Lighthouse (-16,7%).
- On 15 March 2020, the South African Government declared a national state of disaster in response to the coronavirus pandemic. A nationwide lockdown then came into effect on 26 March 2020, resulting in a complete standstill of all tourism activity until 31 May 2020.
- In line with government's risk adjusted strategy, limited tourism activity was introduced as of 1 June 2020.

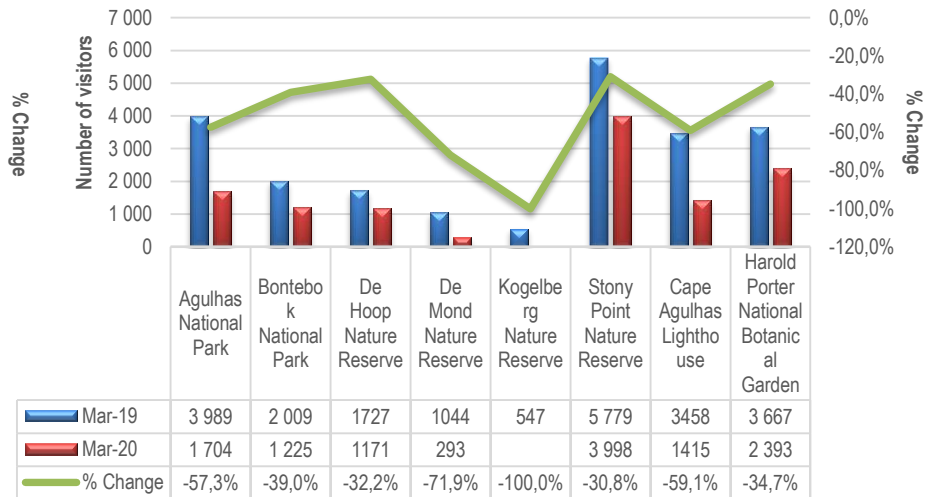
CAPE OVERBERG ATTRACTIONS, JANUARY 2019/20



CAPE OVERBERG ATTRACTIONS, FEBRUARY 2019/20

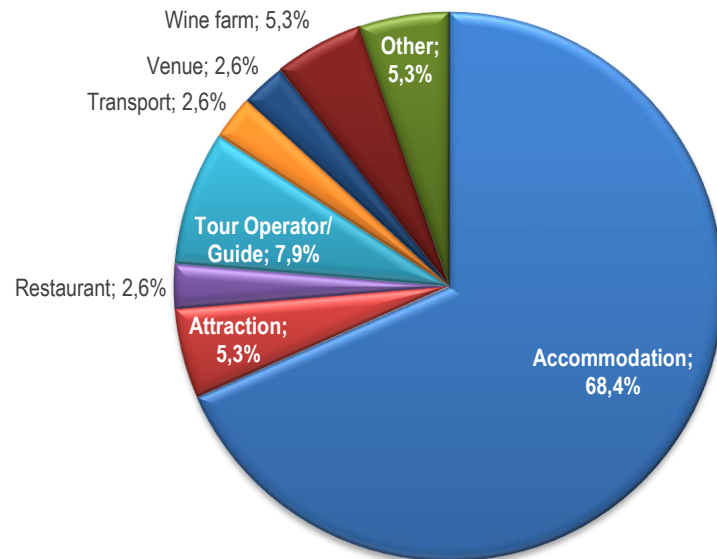


CAPE OVERBERG ATTRACTIONS, MARCH 2019/20



## 6. Cape Overberg COVID-19 Impact Survey

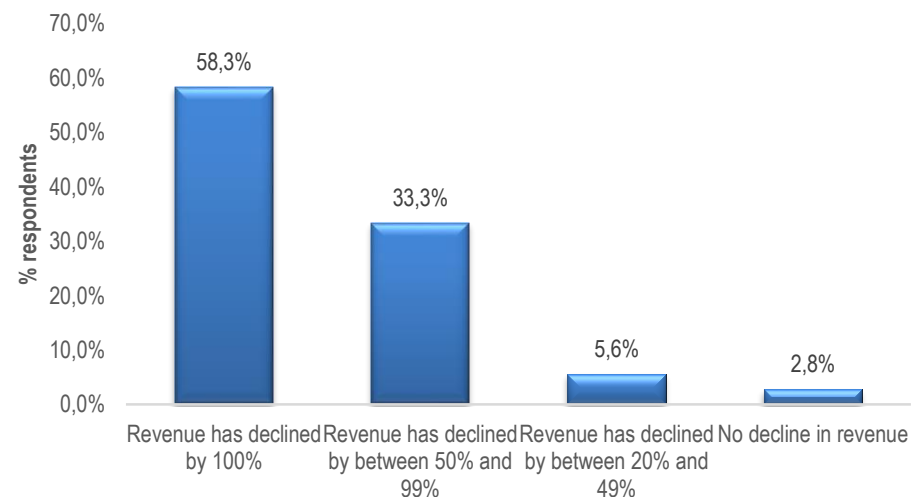
**BUSINESS CATEGORIES OF CAPE OVERBERG RESPONDENTS**



- A total of 375 tourism businesses across the Western Cape took part in the survey and 37 respondents were based in the Cape Overberg Region.
- Majority of Cape Overberg respondents were in the categories of accommodation (68,4%) and tour operator/ tour guide (7,9%). Respondents in the 'other' category included activities, and retail.
- More than half of responding businesses in the Cape Overberg region experienced a complete loss of revenue as a result of the COVID-19 pandemic and a third of respondents saw their revenue decline by at least 50% due to the pandemic.

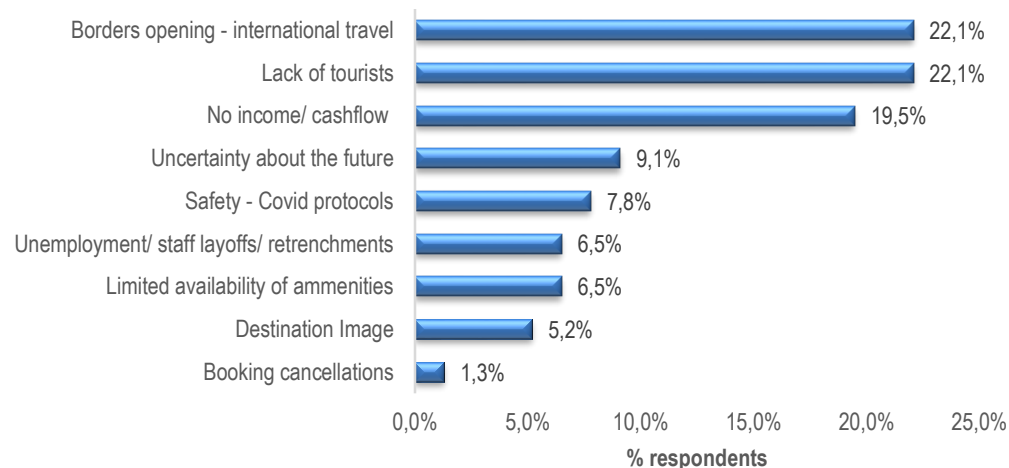
- In August 2020, Wesgro undertook a survey with tourism businesses to understand the impact of the COVID-19 pandemic at a regional level as well as the challenges experienced by the local tourism industry.
- The results of the survey provide additional insights to assist Wesgro in developing relevant research topics for future publications.
- The COVID-19 pandemic has undoubtedly had a devastating impact on the tourism economy. In its most recent projections, the World Travel & Tourism Council (WTTC) predicts that the tourism industry will lose at least 98,2 million jobs with a US\$ 2 686 billion loss in GDP.
- It is imperative for public and private sector to work together towards adaptation and recovery. A 'new normal' is expected to emerge as a result of the pandemic, and it will certainly affect the way we travel and the way we do business.

**COVID-19 IMPACT ON CAPE OVERBERG BUSINESSES**



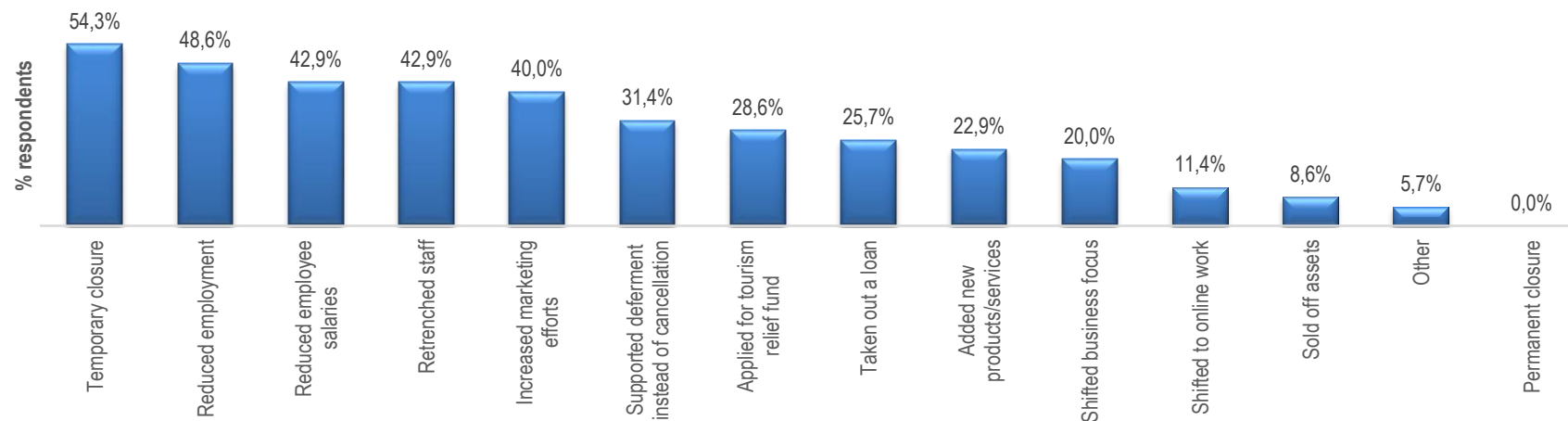
## 6. Cape Overberg COVID-19 Impact Survey

### TOP CONCERNS REGARDING COMPANIES AND THE TOURISM INDUSTRY



- More than half of respondents had to close temporarily due to the pandemic. In addition, reducing employment (48,6%), salaries (42,9%) and retrenching staff (42,9%) were the most widely used strategies to mitigate the effects of the pandemic on businesses.
- The major concerns amongst respondents were centred around the lack of tourists due to border closures and the impact it has on income.
- Many expressed their concerns about the uncertainty of what the future holds, whether the tourism industry would resume fast enough for their business to recover and stay open.
- Furthermore, job losses, the cost of implementing additional safety measures, and the impact an influx of tourists could have on the spread of the virus were amongst respondents' top concerns.

### STRATEGIES IMPLEMENTED TO COPE WITH THE COVID-19 PANDEMIC

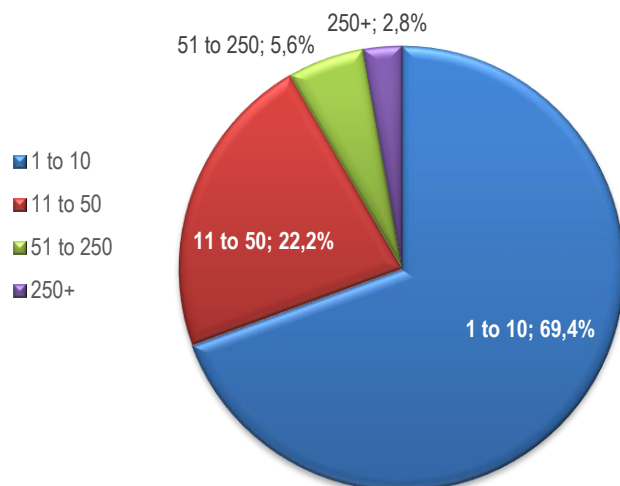


Q.3. What are your TOP THREE biggest concerns regarding your business and the tourism industry currently?

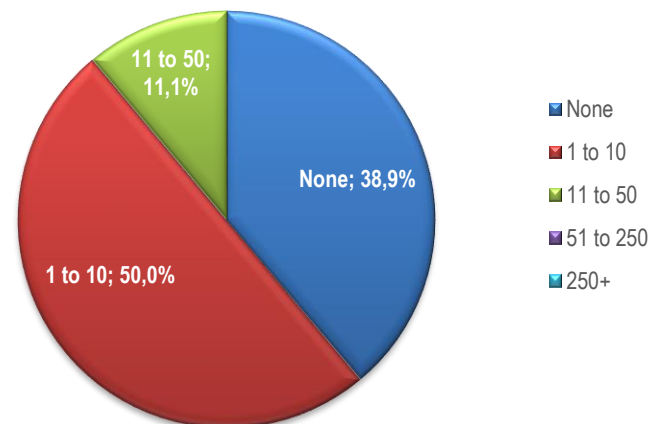
Q.5. What strategies do you have in place to cope with the current situation?

## 6. Cape Overberg COVID-19 Impact Survey

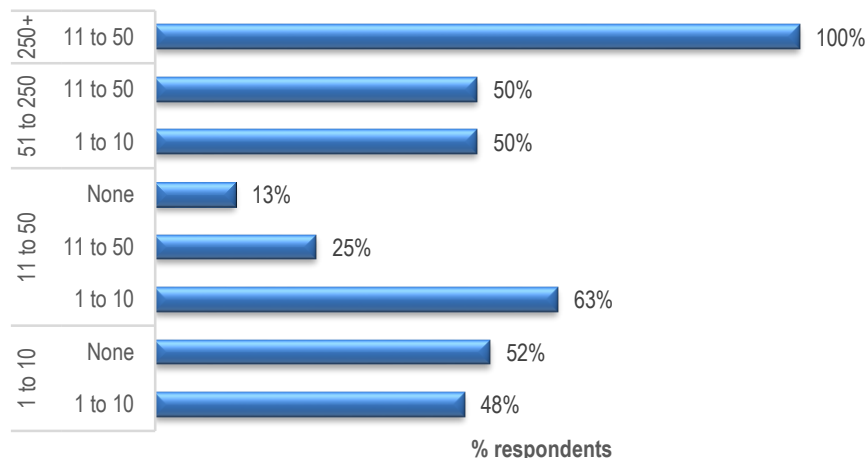
NUMBER OF EMPLOYEES BEFORE COVID-19



NUMBER OF EMPLOYEES LOST DUE TO COVID-19



COMPARISON: NUMBER EMPLOYED vs. NUMBER OF EMPLOYEES LOST



- Over two thirds of respondents had between 1 and 10 employees before COVID-19 and just under 50% of those reported to have lost at least 1 employee due to the pandemic.
- 22,2% of respondents had between 11 and 50 employees prior to COVID-19 and 63% of them lost between 1 and 10 employees as a result of the pandemic.
- Respondents who recorded 51 to 250 employees prior to COVID-19 lost between 1 and 50 employees since the pandemic.
- One respondent indicated to have had 250 or more employees before the pandemic and had lost between 11 and 50 employees as a result of it.
- Overall, it is promising that more than a third of respondents indicated that they had not lost any employees. However, half of respondents indicated to have lost between 1 and 10 employees and a further 11,1% had lost between 11 and 50 employees due to COVID-19.

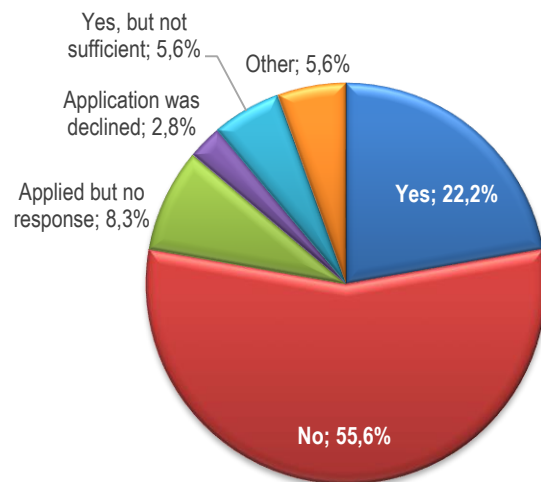
Q.8. How many employees did you have prior to COVID-19?

Q. 9. How many employees have you lost since the lockdown started on 26 March 2020?



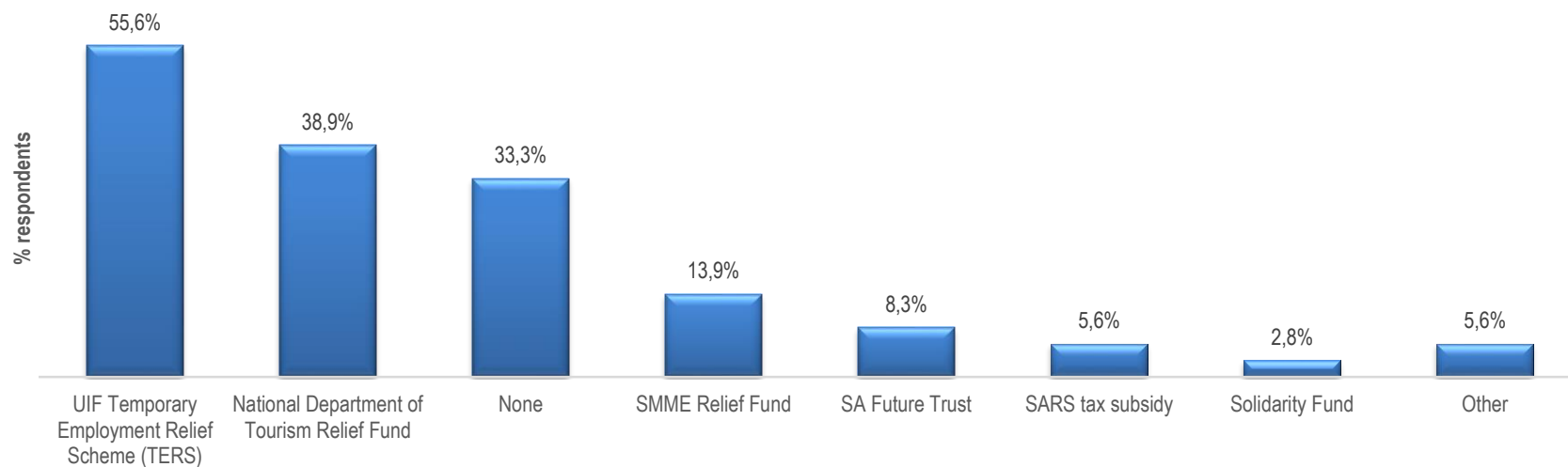
## 6. Cape Overberg COVID-19 Impact Survey

FINANCIAL SUPPORT RECEIVED FROM GOVERNMENT



- A number of funds were made available by government to support struggling businesses in coping with the impact of the COVID-19 pandemic.
- More than half of respondents did not receive any government funding however, 60% of those who did not receive funding had not applied at all.
- 22,2% of respondents said that they received funding and 5,6% received funding which was not sufficient for their needs.
- 55,6% of respondents applied for funding from the UIF Temporary Employment Relief Scheme (TERS) and 38,9% of respondents applied to the National Department of Tourism Relief Fund.
- Overall, a third of respondents in the Cape Overberg did not apply for any government funding.

FUNDS TO WHICH CAPE OVERBERG TOURISM BUSINESSES APPLIED, 2020

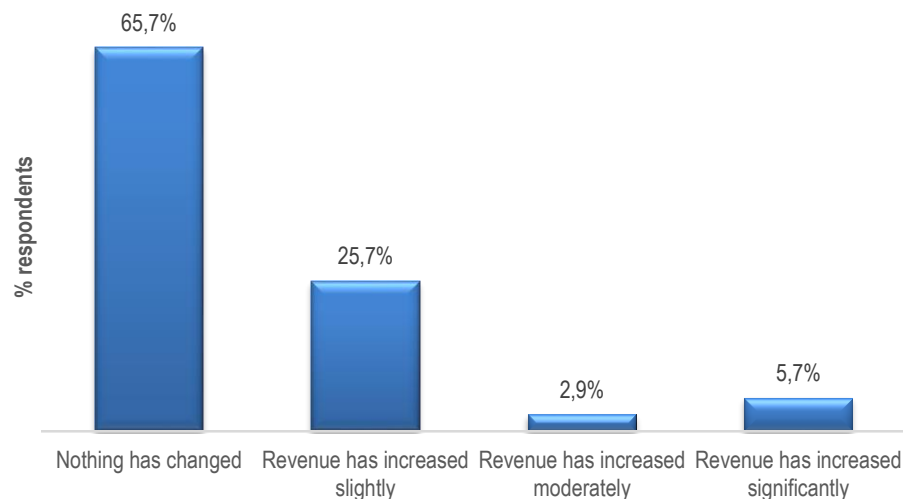


Q.6. Have you received any support from government?

Q.7. To which fund/s have you applied?

## 6. Cape Overberg COVID-19 Impact Survey

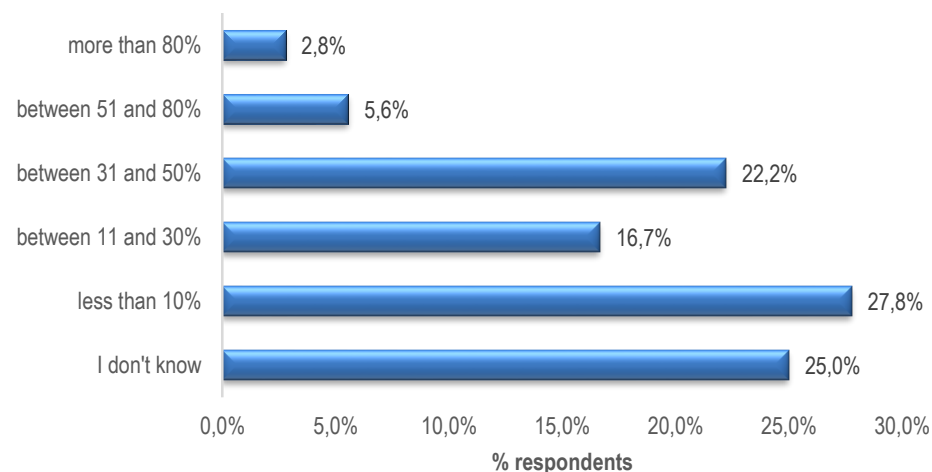
### BUSINESS TOURISM – CAPE OVERBERG



- As part of national government's risk adjusted strategy, a number of sub-sectors and activities were allowed to open under lockdown levels 3 and 4. Domestic travel for business purposes, in particular, was allowed from 1 June 2020.
- Around a third of respondents said that occupancy or revenue had increased as a result of this relief measure.
- However, 65,7% of respondents had not experienced any change in occupancy or revenue.

- Looking ahead, respondents seem to be somewhat optimistic about bookings over the next six months.
- 22,2% of respondents said that they expect occupancy levels to be between 31 and 50% over the September 2020 to March 2021 period, and 8,4% of respondents expect more than 50% occupancy.
- 27,8% of respondents remain cautious and do not expect more than 10% occupancy over the next six months.
- A quarter of respondents indicated that they simply do not know what to expect which highlights the uncertainty and unpredictability associated with the COVID-19 pandemic.

### FORWARD BOOKINGS



Q.10. Since restrictions on business tourism has been eased, have you seen an increase in occupancy/revenue?

Q.11. Looking ahead, based on forward bookings, what is your occupancy expectation for Sep 2020 to Mar 2021?

## 7. 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 Cape Overberg:*

- Cape Agulhas
- Gansbaai
- Hangklip Kleinmond
- Hermanus
- Stanford

*The participating attractions in the Cape Overberg:*

- Agulhas National Park
- Bontebok National Park
- De Hoop Nature Reserve
- De Mond Nature Reserve
- Kogelberg Nature Reserve
- Cape Agulhas Lighthouse
- Harold Porter National Botanical Garden and
- Stony Point

*A special thanks to the participants in the Cape Overberg who took the time to complete the online survey.*

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