

West Coast

September 2021

Executive Summary

This district fact sheet provides key trade, investment, and tourism related statistics for the West Coast. Specifically, it shows the West Coast's employment, trade, and investment trends. The key highlights are provided below:

Economy

The West Coast's real GDP at basic prices was estimated at R18.71 billion in 2020. Saldanha Bay, which is a local municipality in the West Coast district with a GVA of R5.59 million in 2020, made the largest contribution to the district's real GVA. The top three industries that made the largest contribution to the West Coast's real GDP at basic prices, between 2016 and 2020, were agriculture, fishing, and forestry; manufacturing; and finance, insurance, real estate, and business services.

Trade

The trade balance of the West Coast has remained positive over the past decade, except in 2020. The value of total exports declined by 6.34% between 2019 and 2020. Conversely, total imports increased from R3.04 billion in 2019 to R7.28 billion in 2020. Flat-rolled products of iron or non-alloyed steel, which is not clad, plated or coated were the district's top exported products. The United States was the leading destination market for exports from the West Coast.

Investment

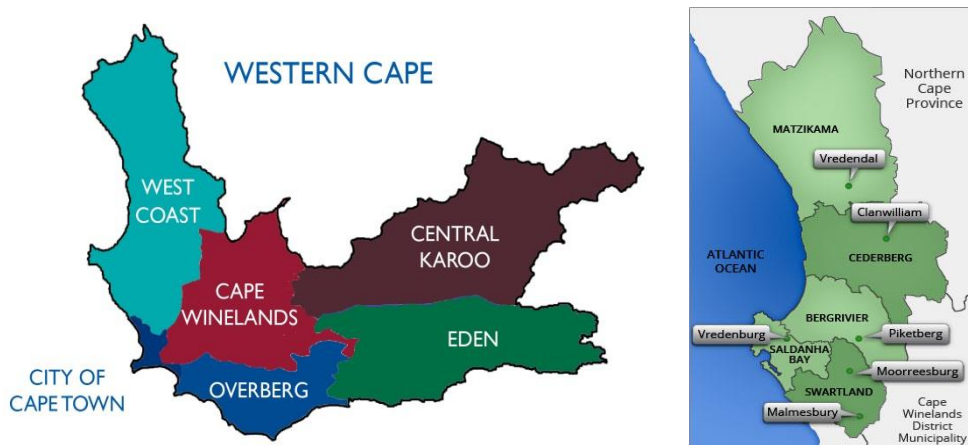
Between January 2003 and July 2021, two FDI projects, with an estimated value of R592.67 million, were recorded in the West Coast district. These two projects, which originated from Germany and Luxembourg, created a total of 1 504 jobs for the district.

Tourism

Most international visitors to the West Coast are Europeans. In 2020, the United Kingdom; Germany and the Netherlands ranked as the top three countries whose nationals visited the West Coast. The main attractions in the district are Old Jail; !Khwa tuts; and West Coast National Park .

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. It is situated on 31,101km² of land. The district is bordered by the Namakwa District Municipality in the Northern Cape Province to the north and northeast, by the Cape Winelands District Municipality to the southeast, and the City of Cape Town to the south. The district is divided into five local municipalities, namely, Matzikama, Cederberg, Bergrivier, Saldanha Bay and Swartland.



2. General Information

Table 1: Key indicators

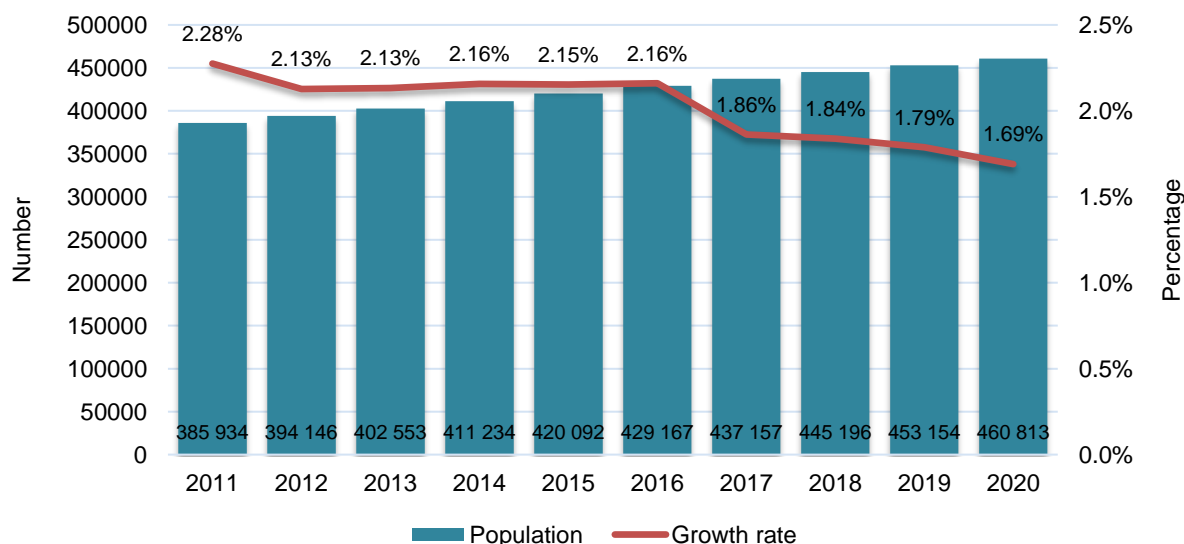
WEST COAST KEY INDICATORS	
Executive Mayor	Alderman JH Cleophas
Population (2020)	460 813
Real GDP at basic prices (2020)	ZAR18.71bn
Unemployment (2020)	11.65%
Literacy rate [20+ years] (2020)	71.98%
Ethnic groups (2020)	Coloureds (68.55%), African Black (19.25%), Whites (11.67%) and Indian or Asians (0.53%)
Gini Coefficient (2019)	0.539
Human Development Index (2020)	0.782

Source: Quantec (2021); West Coast District Municipality (2021)

2.1 Demographics

The West Coast district is the fourth largest district, by population size, in the Western Cape (accounting for 6.58% of the province's population in 2020). The population of the West Coast has been growing at an average growth rate of 2%. The district's population increased from 453 154 in 2019 to 460 813 in 2020. It is estimated that the population of the West Coast will increase to 530 860 by 2024 (West Coast Integrated Development Plan, 2019).

Figure 1: West Coast's population (2011-2020)



Source: Quantec (2021)

The table below shows the West Coast's population breakdown by ethnic groups. In 2020, the Coloured population constituted the largest ethnic group, accounting for 68.55% of the province's total population, followed by the Black African and the White population groups, representing 19.25% and 11.67%, respectively.

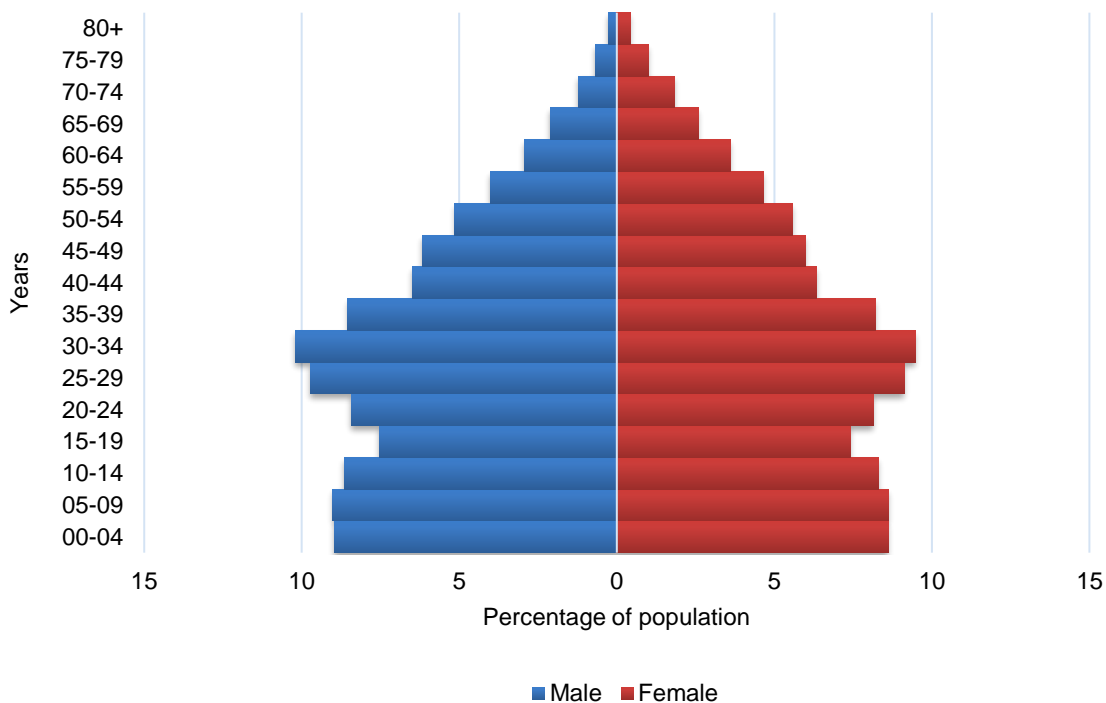
Table 2: West Coast's Population breakdown by group

Group	2019	2020	% Share, 2020	% Growth Rate, 2019-2020
Coloured	310,969	315,877	69	2
Black African	86,138	88,718	19	3
White	53,690	53,763	12	0
Asian/Indian	2,357	2,455	1	4
Total	453,154	460,813	100	2

Source: Quantec (2021)

Figure 2 shows the West Coast's district population distribution for the period 2020. The district is home to 460 813 people of whom 49% are male and 51% are female. The shape of the pyramid is an indication that the district has a relatively young population. About 26% of the population are young dependents (0-14 years). The district has a large working age population (69% of total population), particularly those between the ages of 20 and 39 years.

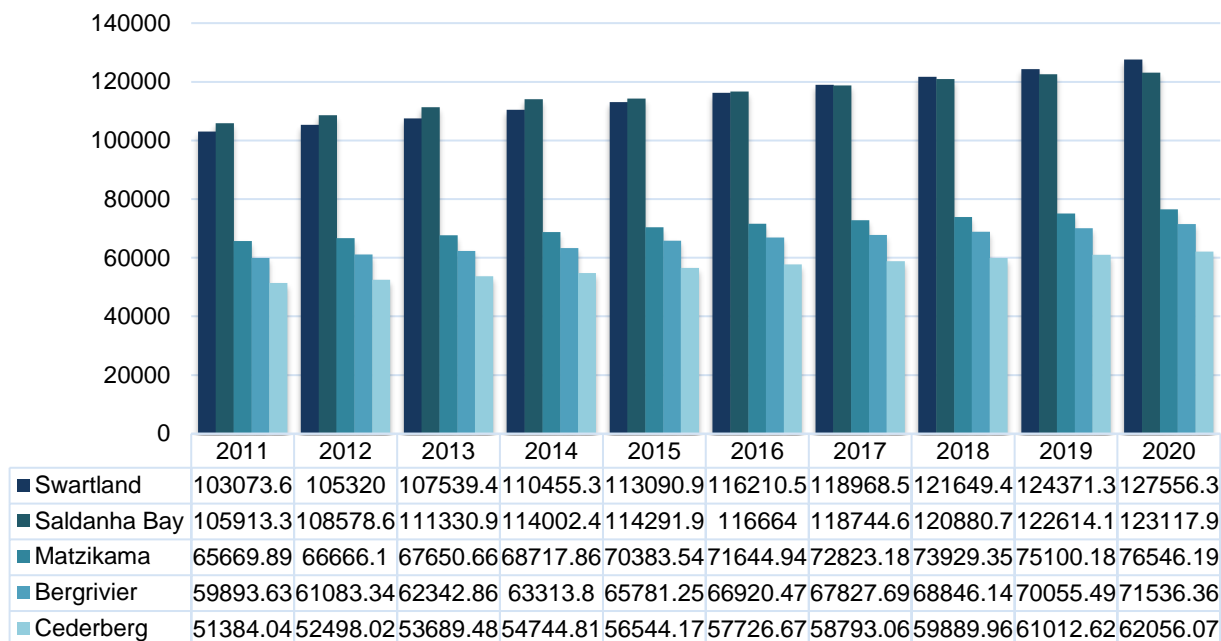
Figure 2: West Coast's population by age and gender, 2020



Source: Quantec (2021)

Until 2016, the Saldanha Bay municipality had the largest population in the West Coast district. Having experienced the highest average growth rate among the five municipalities over the past five years, Swartland currently has the largest population (28% of total population in 2020) in the West Coast, followed by Saldanha Bay and Matzikama with a share of 27% and 17%, respectively.

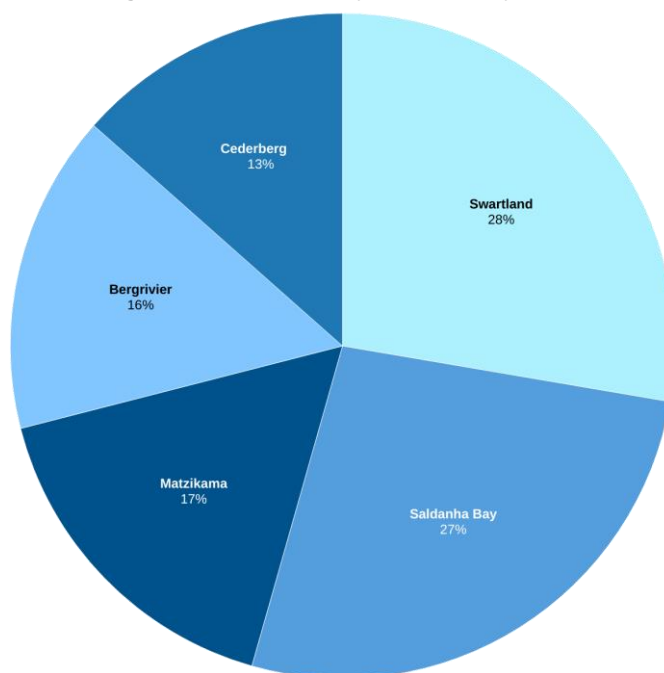
Figure 3: Population of municipalities within the West Coast district, 2011-2020



Source: Quantec (2021)

As shown in Figure 4, the Swartland local municipality accounted for about 28% of the population of the West Coast in 2020 whereas Cederberg had the lowest share of approximately 13%.

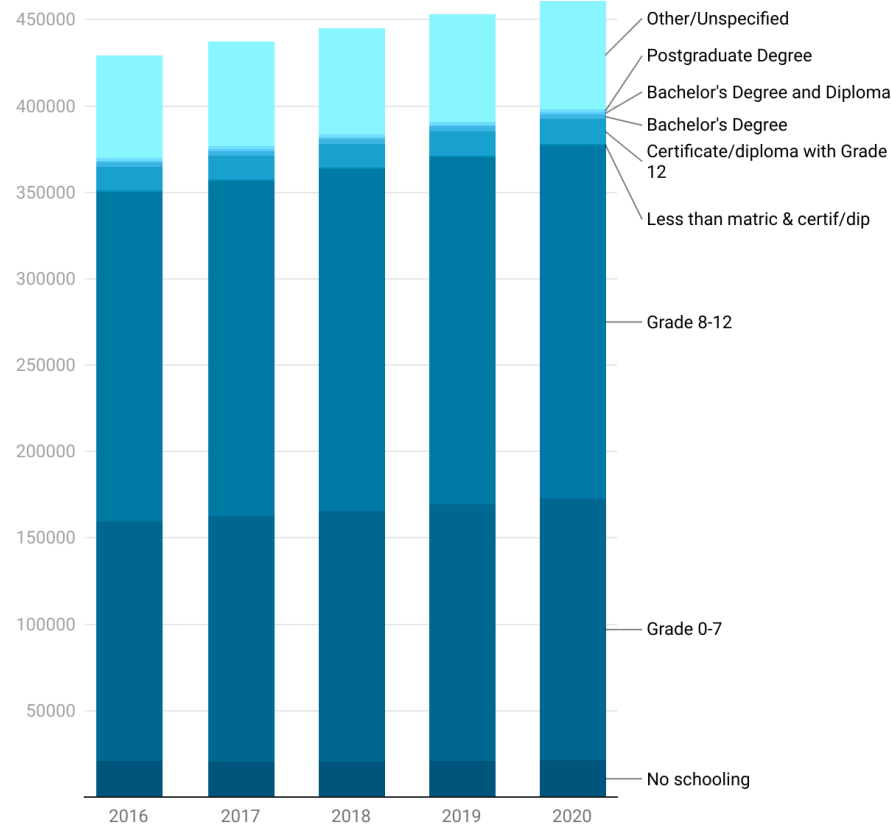
Figure 4: Population by municipality, 2020



Source: Quantec (2021)

The figure below shows the level of education among the population of the West Coast. Most of the population have primary and secondary education. In 2020, about 33% and 44% of the district's population had primary and secondary education, respectively. Moreover, the number of people with tertiary qualifications has increased between 2016 and 2020. For instance, the number of people in possession of postgraduate degree increased by 1.5% in 2020.

Figure 5: Level of education among the population of West Coast district, 2016-2020



2.2 Employment

The table below provides a snapshot of the 2020 labour market statistics for the West Coast district. Out of a working age population of 317 287 people, 172 910 were employed while 121 573 were not economically active. The labour force participation and absorption rates were 61.68% and 54.50% respectively. The district's unemployment rate decline from 12.05% in 2019 to 11.65% in 2020.

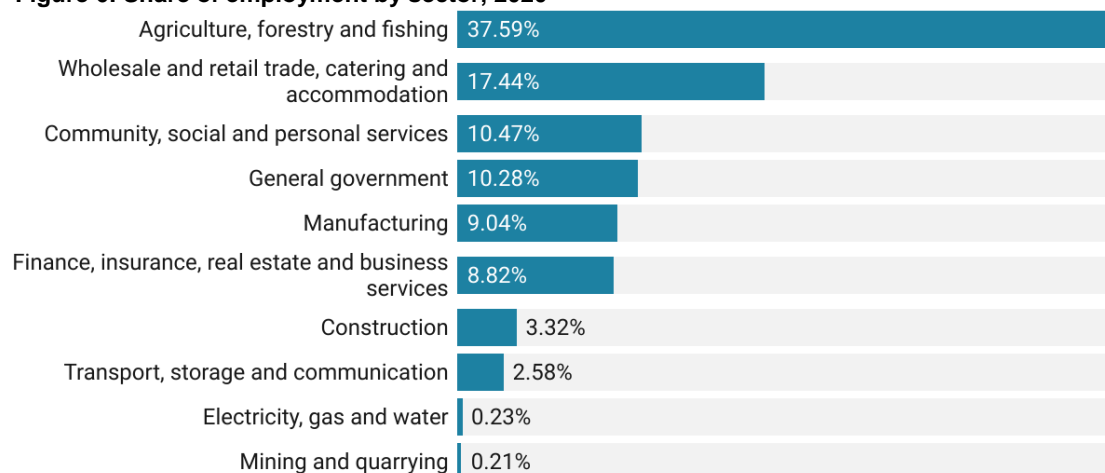
Table 3: West Coast's labour market statistics, 2020

Concept	2020
Working age population (Number)	317287
Labour force / economically active (Number)	195714
Employed - Formal and informal (Number)	172910
Employed - Formal sector (Number)	133385
Employed - Informal sector (Number)	39525
Unemployed (Number)	22804
Not economically active (Number)	121573
Unemployment rate (Percentage)	11.65
Labour absorption rate / employment-to-population ratio (Percentage)	54.50
Labour force participation rate (Percentage)	61.68

Source: Quantec (2020)

The agriculture, forestry and fishing sector were the largest contributor to employment in the West Coast in 2020 as shown in Figure 6. The sector accounted for 37.59% of total employment. Furthermore, the wholesale and retail trade, catering and accommodation sector employed the second largest number of people (representing 17.44% of the employed) during the same period, whereas the mining and quarry industry made the lowest contribution to employment (0.21%).

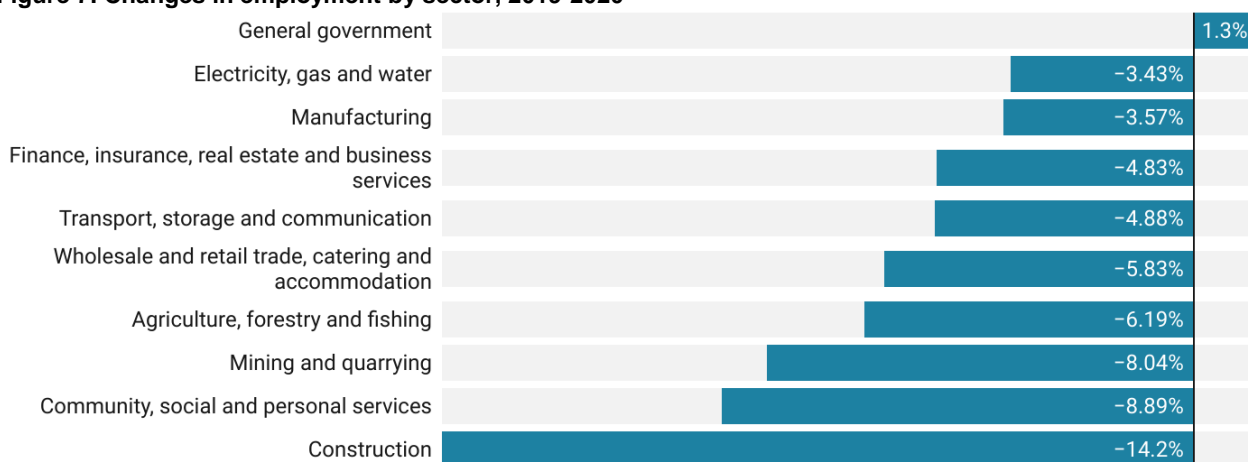
Figure 6: Share of employment by sector, 2020



Source: Quantec (2021)

Apart from the general government, all other sectors experienced a decline in employment between 2019 and 2020 as Figure 7 depicts. The biggest decline was in the construction industry, which was one of the sectors that was severely impacted by the coronavirus pandemic.

Figure 7: Changes in employment by sector, 2019-2020



Source: Quantec (2021)

3. Economic Overview

Economic growth at the municipal level is essential for the attainment of economic development, the reduction of poverty and an improved standard of life. Fostering this growth requires an in-depth understanding of the economic landscape within which each respective municipality operates.

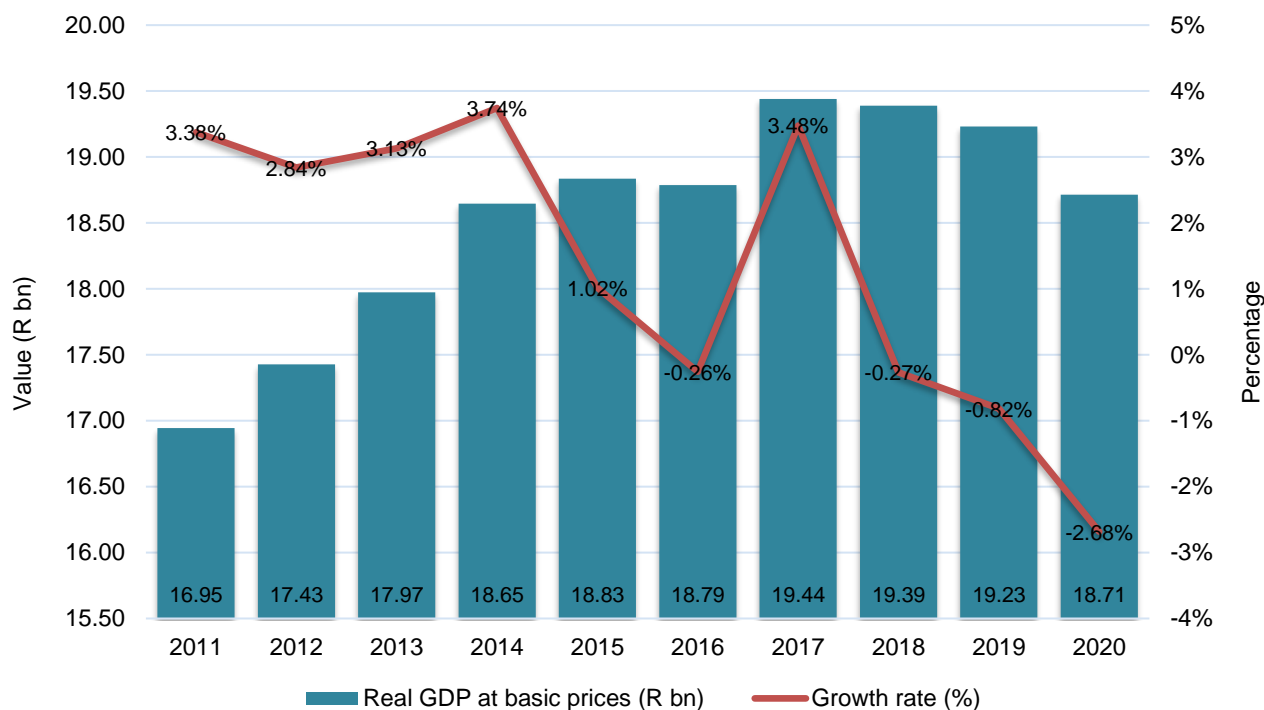
The Saldanha Bay municipal area is the largest economy within the West Coast district. The Saldanha Bay Industrial Development Zone (SBIDZ) was officially launched on South Africa's south-western coast on 31 October 2013. Wesgro acted as an administrative partner in the delivery of the Saldanha Bay Industrial Development Zone (SBIDZ) designation. The Saldanha Bay Industrial Development Zone Licencing Company SOC Ltd (SBIDZ-LC) was formally awarded an Operator's Licence for the SBIDZ.

The SBIDZ is the first Special Economic Zone (SEZ) to be located within a port and is the only sector specific SEZ in South Africa catering specifically for the oil and gas, maritime fabrication and repair industries and related support services.

The SBIDZ's location at the southernmost tip of Africa, is the largest and deepest natural port in the southern hemisphere rendering it the perfect place to accommodate and service a wide range of vessels. The SBIDZ's location makes it ideal to service East and West African sea traffic, providing a linkage point for both the African and international market. The SBIDZ will operate as a Freeport with streamlined investor procedures supported by the Ease of Doing Business model.

Figure 8 shows the West Coast's real GDP at basic prices (real GVA) as well as the growth rate of GDP between 2011 and 2020. In 2020, the real GVA for the West Coast economy was estimated at R18.71 billion. The district had negative GDP growth from 2018 to 2020. For instance, in 2020, the district's economy contracted by 2.68%.

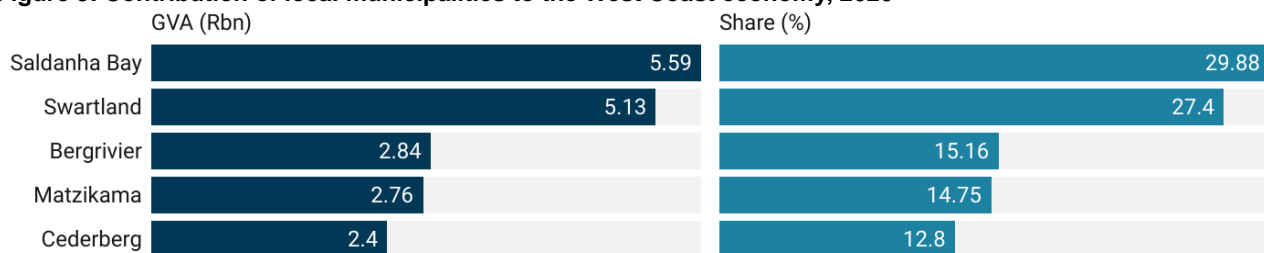
Figure 8: West Coast's economic performance



Source: Quantec (2021)

Saldanha Bay is the West Coast's largest municipality in terms of its contribution to economic activity in the district. In 2020, the GVA of Saldanha Bay was R5.59 billion, representing approximately 30% of the real GVA of the West Coast economy as shown in Figure 9. The Swartland and Bergervier municipalities were the second and third largest contributors to the West Coast's GVA, with values of R5.13 billion and R2.84 billion respectively during the same period.

Figure 9: Contribution of local municipalities to the West Coast economy, 2020



Source: Quantec (2021)

The three largest industries in the West Coast in 2020, in terms of their contribution to GVA as shown in Figure 10, were agriculture, fishing and forestry (21.63%); manufacturing (20.65%); and finance, insurance, real estate and business services (15%).

The West Coast's key industries are:

- **Manufacturing** – the district has a strong manufacturing industry. Production activities in the district include agri-processing, cement making, fish processing (along the coast) and mineral processing.
- **Agriculture and fishing** – the district produces various agricultural products including grapes, wines, wheat in Moorreesburg, rooibos tea in Clanwilliam, fruit and forestry in the Cedarberg and citrus farming in Citrusdal. Several fishing activities such as rock-lobster fishing, line fishing and deep-sea fishing, among other activities take place on the West Coast.
- **Mining** – the district has a sizeable mining sector. Titanium, zirconium, phosphate, limestone, sandstone, salt, and diamonds are among the commodities found in the district.
- Other key sectors are the services (particularly finance, insurance, real estate, and business services as well as wholesale and retail trade, catering, and accommodation) and construction.

Figure 10: West Coast's GVA by industry, 2019-2020

	GVA (R m), 2019	GVA (R m), 2020	Share (%), 2020
Agriculture, forestry and fishing	3,539.46	4,048.05	21.63
Mining and quarrying	196.14	151.35	0.81
Manufacturing	4,066.97	3,865.28	20.65
Electricity, gas and water	246.77	227.55	1.22
Construction	735.65	583.78	3.12
Wholesale and retail trade, catering and accommodation	2,962.15	2,669.77	14.27
Transport, storage and communication	1,363.17	1,137.68	6.08
Finance, insurance, real estate and business services	2,891.76	2,806.57	15
General government	1,966.44	1,985.15	10.61
Community, social and personal services	1,261.59	1,239.14	6.62

Source: Quantec (2021)

Five industries, namely, manufacturing; wholesale and retail trade, catering and accommodation; finance, insurance, real estate and business services; general government; and community, social and personal services experienced positive growth in 2019. However, in 2020, only general government (0.95%), and agriculture, forestry and fishing (14.37%) recorded positive growth. Mining and quarry (-22.84%) and construction (-20.64%) were the industries with the highest decline in GVA between 2019 and 2020.

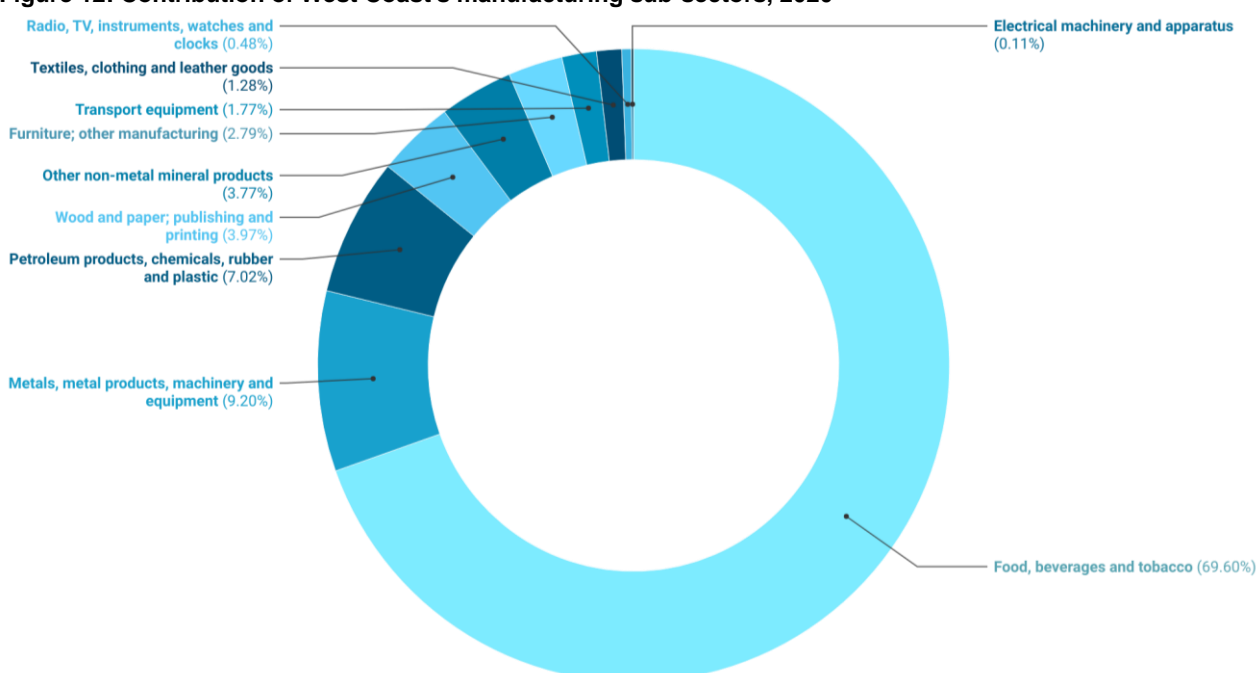
Figure 11: West Coast's GDP growth by industry, 2018-2020

	2018-2019	2019-2020
Agriculture, forestry and fishing	-10.03%	14.37%
Mining and quarrying	-3.18%	-22.84%
Manufacturing	2.95%	-4.96%
Electricity, gas and water	-2.22%	-7.79%
Construction	-2.88%	-20.64%
Wholesale and retail trade, catering and accommodation	0.92%	-9.87%
Transport, storage and communication	-1.37%	-16.54%
Finance, insurance, real estate and business services	3.05%	-2.95%
General government	2.10%	0.95%
Community, social and personal services	1.55%	-1.78%

Source: Quantec (2021)

Figure 12 shows the share of the West Coast's manufacturing sub-sectors in 2020. Food, beverages, and tobacco was the largest manufacturing sub-sector, accounting for 69.6% of the manufacturing industry's GVA. The second largest manufacturing sub-sector was the metals, metal products, machinery, and equipment sub-sector, with a share of 9.2% of manufacturing GVA, followed by petroleum products, chemicals, rubber, and plastics, which contributed 7% to the industry's GVA.

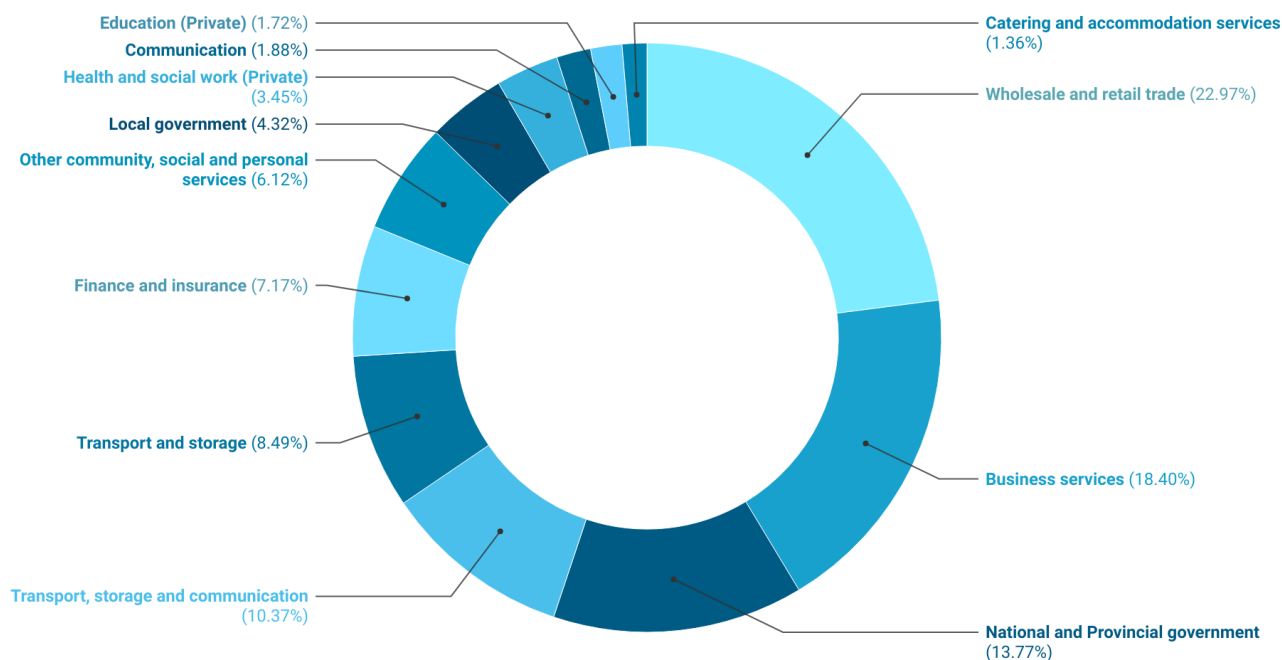
Figure 12: Contribution of West Coast's manufacturing sub-sectors, 2020



Source: Quantec (2021)

The share of West Coast's services sub-sectors in 2020 is presented in Figure 13. The wholesale and retail trade sub-sector were the largest contributor to district's services sector, accounting for 22.97% of the sector's GVA. Business services (18.4%) and national and provincial government (13.77%) had the second and third largest share respectively.

Figure 13: Contribution of West Coast's services sub-sectors, 2020

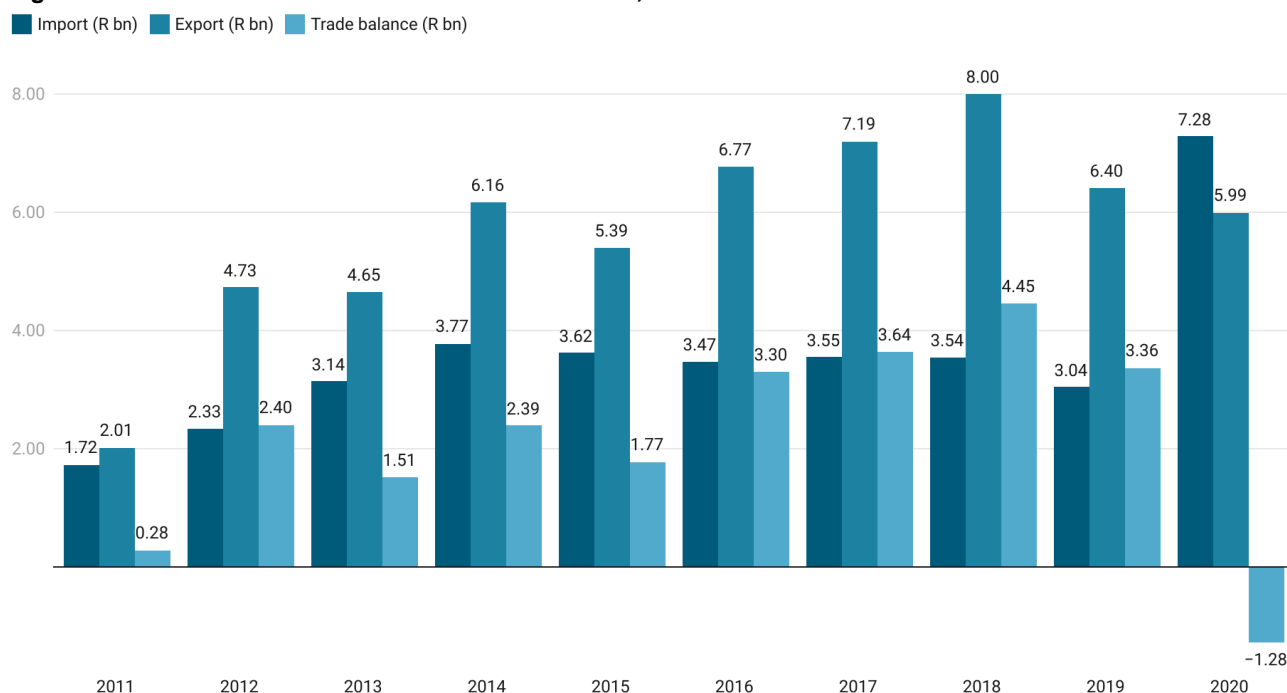


Source: Quantec (2021)

4. Trade

Between 2011 and 2020, the West Coast mostly maintained a positive trade balance except in 2020 as illustrated in Figure 14. For the period under review, the largest export value was recorded in 2018. Moreover, the value of total exports for the West Coast was about R5.99 billion in 2020, which represented a 6.4% decline compared to the previous year's value. On the contrary, total imports increased from R3.04 billion in 2019 to R7.28 billion in 2020. This huge increase in imports, coupled with the decline in exports, resulted in the negative trade balance in 2020.

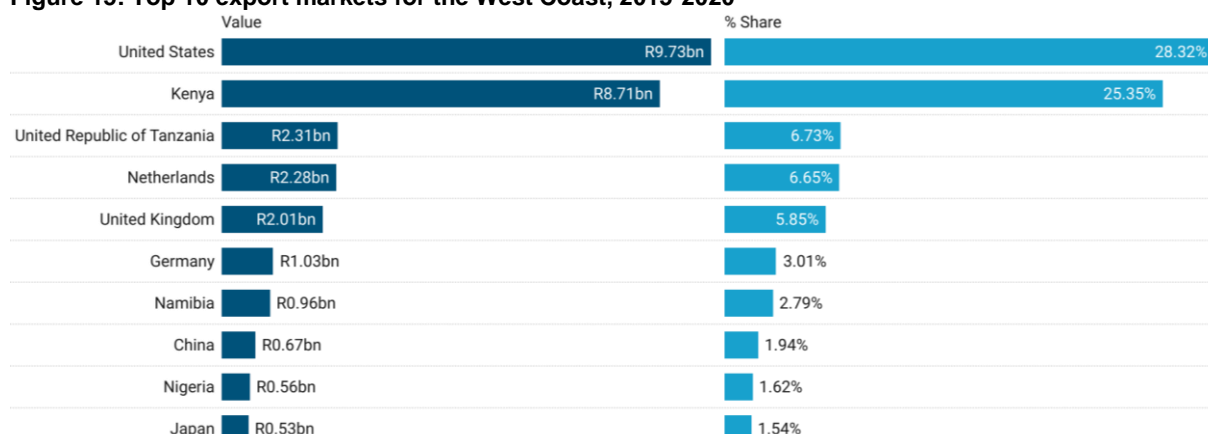
Figure 14: West Coast's trade with the rest of the world, 2011-2020



Source: Quantec (2021)

Figure 15 presents the top ten destination markets for products exported from the West Coast to the rest of the world between 2016 and 2020. Four of the top ten destination countries are from the African continent. Over the past 5 years, the United States has been the top destination market for exported products from the West Coast, with a share of 28.32% of total exports. Kenya (25.35%) and Tanzania (6.73%) ranked second and third, respectively.

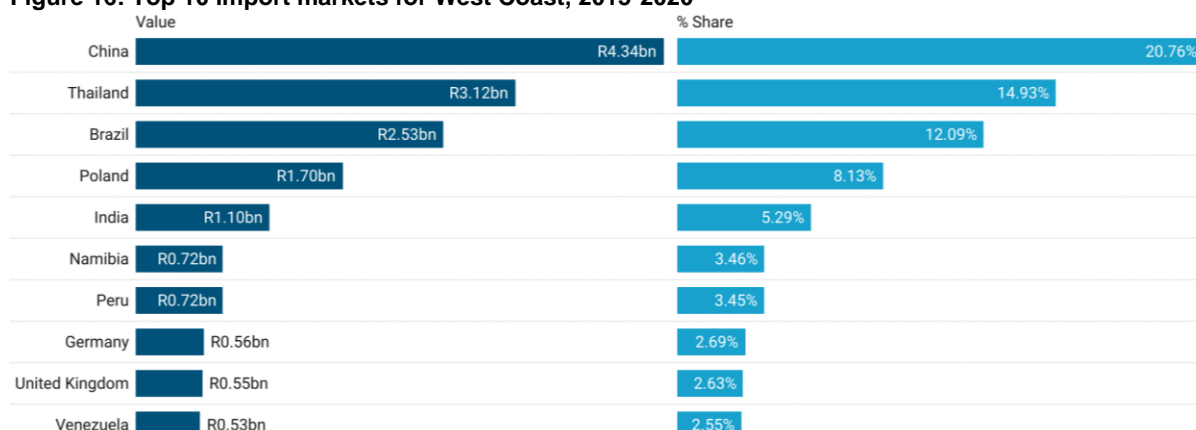
Figure 15: Top 10 export markets for the West Coast, 2015-2020



Source: Quantec (2021)

The leading source market for products imported into the West Coast during the 2016-2020 period was China, accounting for 20.76% of total imports. The second and third countries that imported the most products into the West Coast during the period under review were Thailand (14.93%) and Brazil (12.09%). Namibia, ranked 6th, was the only African country in the top ten source markets for imported products into the West Coast.

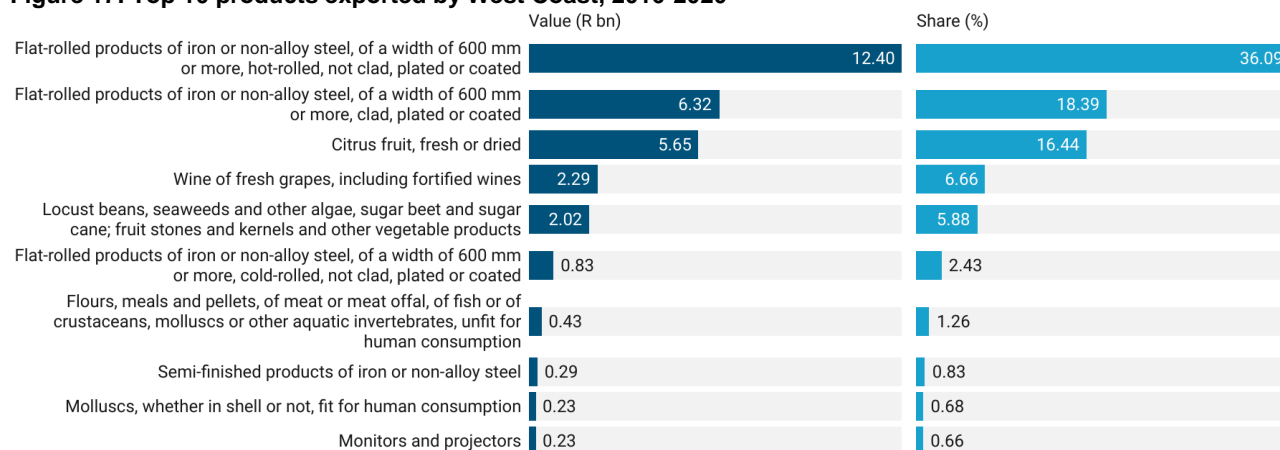
Figure 16: Top 10 import markets for West Coast, 2015-2020



Source: Quantec (2021)

The top ten exported products from the West Coast accounted for 89.34% of the district's total exports during the 2016-2020 period. As shown Figure 17, flat-rolled products of iron or non-alloyed steel, which is not clad, plated or coated (with a share of 36.09%) were the leading product exported from the West Coast during the period under consideration. Moreover, flat-rolled iron or non-alloyed steel, which is clad, plated or coated, constituted the second largest exported products (18.39%), followed by citrus fruit (16.44%).

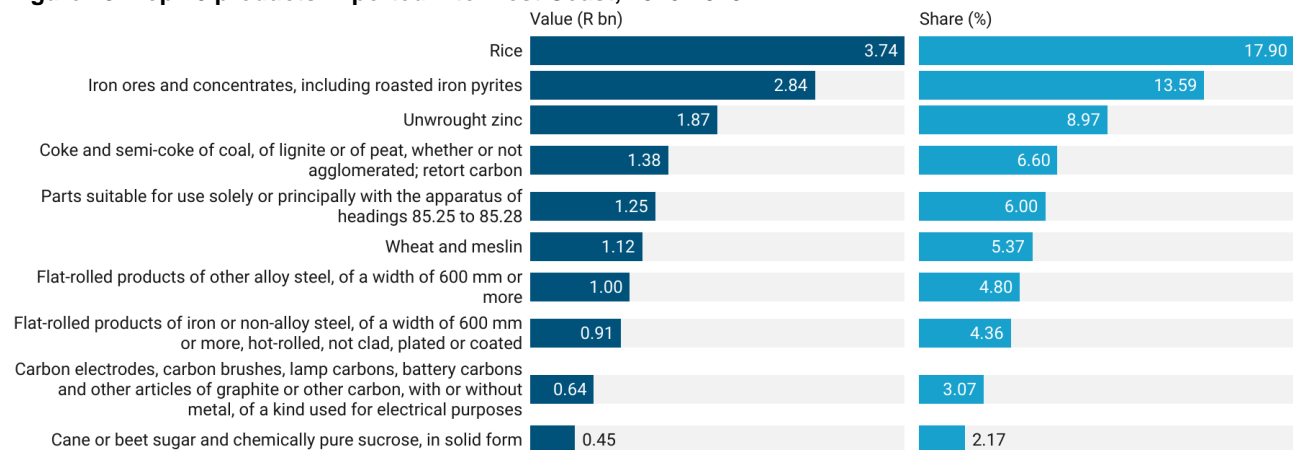
Figure 17: Top 10 products exported by West Coast, 2016-2020



Source: Quantec (2021)

During the 2016-2020 period, the West Coast's top ten imported products accounted for 72.83% of the district's total imports. The top three products that were imported into the West Coast during this period were rice (17.9%); iron ores and concentrates (13.59%); and unwrought zinc (8.97).

Figure 18: Top 10 products imported into West Coast, 2016-2020



Source: Quantec (2021)

5. Investment

Between January 2003 and July 2021, two FDI projects were recorded in the West Coast. The two projects had a combined value of R592.67 million and created a total of 1 504 jobs for the district. This project emanated from Germany and Luxembourg.

Table 4: FDI into Saldanha between January 2003 and July 2021

Date	Source country	Sector	Business activity	Company	Projects	Capex (R m)	Jobs created
Oct 2005	Germany	Industrial equipment	Manufacturing	MAN	1	575.41	1500
Dec 2008	Luxembourg	Metals	Education and training	ArcelorMittal	1	17.26	4
Total					2.00	592.67	1,504.00

Source: FDI Intelligence (2021)

6. Companies

Some of the main companies in the West Coast are shown in the table below:

Table 5: Major businesses in West Coast

COMPANY	LOCATION	SECTOR	ACTIVITY / INDUSTRY
Sea Harvest	Saldanha Bay	Agriculture	Fish-processing
Saldanha Steel Pty Ltd	Saldanha Bay	Iron & Steel	Steel
Duferco Steel Processing (Pty) Ltd	Saldanha Bay	Iron & Steel	Steel
Pioneer Fishing (West Coast) Pty Ltd	St Helena Bay	Food & Beverages	Ocean & Coastal Fishing
Oceana	Lamberts Bay	Agriculture	Fish-processing
Everseason (Pty) Ltd	Citrusdal	Food & Beverages	Wholesale Trade in Foodstuffs
Rooibos Ltd	Clanwilliam	Food & Beverages	Manufacture of Coffee, Coffee Substitutes and Tea
Saldanha Bay IDZ Licencing Company SOC Ltd	Saldanha Bay	Oil & Gas, Maritime Fabrication & Repair Industries & Related Support Services	Special Economic Zone (SEZ)
Tallie Marine (Pty) Ltd	St Helena Bay	Manufacturing	Building and Repairing of Ships and Boats
Carmien Tea (Pty) Ltd	Citrusdal	Food & Beverage	Manufacture of Coffee, Coffee Substitutes and Tea
Goede Hoop Citrus (Pty) Ltd	Citrusdal	Agriculture	Agricultural and Animal Husbandry Services, Except Veterinary Activities
Mouton Citrus (Pty) Ltd	Citrusdal	Agriculture	Growing of Fruit, Nuts, Beverage and Spice Crops
Saldanha Pilchards (Fishing & Canning Pty Ltd)	St Helena Bay	Agriculture	Fish-processing
Lusitania	Laaipek	Agriculture	Fish-processing
Spoornet	Saldanha Bay	Transport	-
National Ports Authority	Saldanha Bay	Transport	-
Namakwa Sands	Vredenburg	Mining	Mineral
Club Mykonos Resort	Langebaan	Tourism	Accommodation
Clanwilliam Dam Resort	Clanwilliam	Tourism	Accommodation
Shelly Point Hotel	St Helena Bay	Tourism	Accommodation
West Coast National Park	Saldanha Bay	Tourism	Accommodation

Source: Who Owns Whom (2019), Wesgro's Top 100 Exporters, West Coast District Municipality (2018)

7. Incentives

Selected initiatives in the West Coast are shown in Table 6.

Table 6: Selected initiatives in West Coast

Initiative	Overview
Upgrades of the Saldanha Bay port	The Saldanha port has been a centre of activity in the past couple of years which has seen the extensive development and upgrading of facilities (for example the upgrade of the bulk iron-ore handling facility). The port is directed to support the growing gas and oil industry on the west coast of Africa.
Saldanha Industrial Development Zone (SEZ)	The Saldanha Industrial Development Zone (SBIDZ) is the first Special Economic Zone (SEZ) to be located within a port and is the only sector specific SEZ in South Africa catering specifically to the oil and gas, maritime fabrication and repair industries and related support services.
Support in the aquaculture sector	There is increasing activity in aquaculture in municipalities along the coastal regions. The Matzikama municipality is assisting with the development and promotion in cob farming, and abalone cultivation and ranching in Doring Bay.

Source: Invest in Western Cape, 2018

Selected Investment Opportunities in the West Coast district are presented Figure 19.

Figure 19: Investment opportunities in West Coast

WIND ENERGY <ul style="list-style-type: none"> • With Wind Speed of 6m/s - have attracted the development of Wind Farms in the Area • Manufacturing of Wind Generation Plants is a possibility • Manufacturing of wind components 	WAVE ENERGY <ul style="list-style-type: none"> • Rough Seas and high waves can be used to generate large amounts of renewable wave energy • Resources along West Coast are well suited and supported by adjacent infrastructure development . 	SOLAR ENERGY <ul style="list-style-type: none"> • Improved technologies are making remote areas that are sun-drenched suitable for solar energy generation • Opportunities exist to supply plants in the area with Solar energy
AQUACULTURE PROJECTS <ul style="list-style-type: none"> • Fish farming opportunities exist in the area • Opportunities exist in Abalone, Finfish, Atlantic Salmon and Seaweed Farming 	OIL & GAS <ul style="list-style-type: none"> • Saldanha Bay IDZ is a focal point for the attraction of industries within the Oil & Gas sector • Drilling, exploration, production and support services are all potential sub-sectors offering investment. 	MANUFACTURING <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, 2018

8. Tourism

Participating tourism offices in the West Coast district received a total of 2,875 responses to the regional visitor tracking survey in 2020. The tourism offices included Clanwilliam, Darling, Goedverwacht, Lamberts Bay, Langebaan, Malmesbury, Moorreesburg, Paternoster, Piketberg, Porterville, Riebeeck Valley, Vanrhynsdorp, Velddrif, Vredenburg, Vredendal and Yzerfontein.

The West Coast district stretches from the border of Cape Town Metropole to the border of the Northern Cape. Due to the proximity to Cape Town, self-drives emerged as an extremely popular activity undertaken in the region.

The West Coast is also home to the prominent West Coast National Park; a popular icon enjoyed by both nature and flower enthusiasts. The park bursts into colour during the annual flower season (01st August to 30th September). Despite the significant impact of COVID-19 on the tourism sector; the park welcomed over 200,000 visitors in 2020. The park also enjoyed a positive year-on-year increase in August (+1.8%) and September (+16.6%), this is largely attributed to a successful flower season which was well supported despite the number of regulations tourism businesses had to adhere to during the lockdown period.

The *Cradle of Human Culture* route, launched in April 2019, is a partnership with the Cradle of Humankind, a UNESCO World Heritage Site located in the Gauteng province, and captures the archaeological and paleontological heritage routes with three anchor sites in the Western Cape. The "Artist's Journey" along the *Cradle of Human Culture* route includes a total of seven archaeological and cultural sites on the West Coast: !Kkwa ttu (Yzerfontein), West Coast Fossil Park (Langebaan), Elands Bay Cave (Elands Bay), Diepkloof Rock Shelter (Piketberg), Riel dancers' site, Sevilla Rock Art Trail

(Clanwilliam) and Truitjieskraal at the Matjiesrivier Reserve. The route offers an opportunity for the destination to appeal to a wider travel audience as well as job creation in the industry.

8.1 Performance of Attractions

The West Coast attractions illustrated in the table below recorded an accumulated total of 219,683 visitors in 2020. Visitor arrivals to these attractions decreased by an overall 24% when compared to 2019 (289,130). However, it is important to note that all three attractions depicted below undergone a closure period during the nationwide COVID-19 lockdown period between April and May 2020, the Old Jail was closed for a longer period until July 2020.

Table 7: Attractions in West Coast

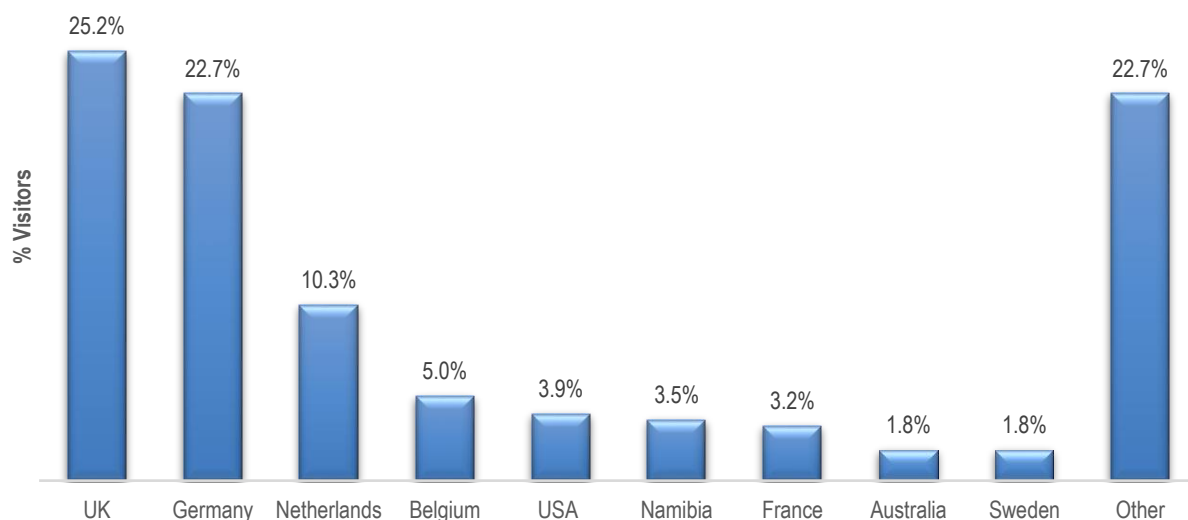
Attraction	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Old Jail	291	114	closed	closed	closed	closed	closed	461	2 524	728	198	300
IKhwa ttu	1 405	1 718	1 093	closed	closed	151	569	1 098	1 530	727	631	819
West Coast National Park	30 729	17 923	12 589	closed	closed	3 454	5 498	33 604	51 157	14 334	14 791	21 247

Sources: Vanrhynsdorp Tourism Office, Khwattu and SANParks, 2020

8.2 Origin of Visitors

The top five international markets who responded to the regional tracking surveys at the respective West Coast Visitor Information Centres (VICs) included the United Kingdom (25.2%), Germany (22.7%), Netherlands (10.3%), Belgium (5.0%), and 3.9% from the United States. Domestic visitors made up 90.2% of visitors surveyed at the West Coast VICs. The top three domestic markets were Western Cape (73.3%), Gauteng (11.8%) and KwaZulu-Natal (2.9%).

Figure 20: Top International visitors to West Coast, 2020

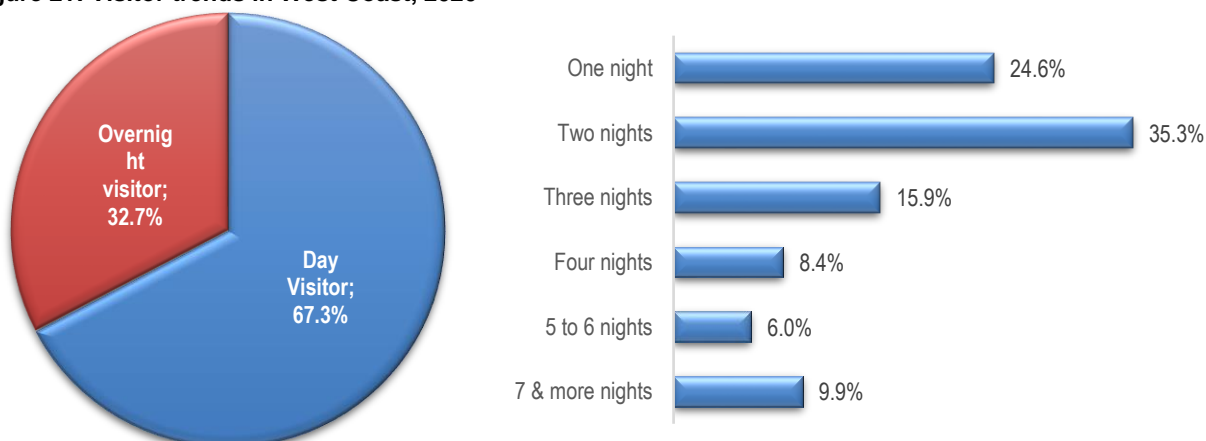


Source: Wesgro Weskus Tourism Trends, 2020

8.3 Overnight Stays

32.7% of visitors to the West Coast VICs stayed overnight and of these 35.3% stayed for two nights and 24.6% indicated a stay of one night in the region.

Figure 21: Visitor trends in West Coast, 2020



Source: Wesgro Weskus Tourism Trends, 2020

8.4 Visitor Trends by Town

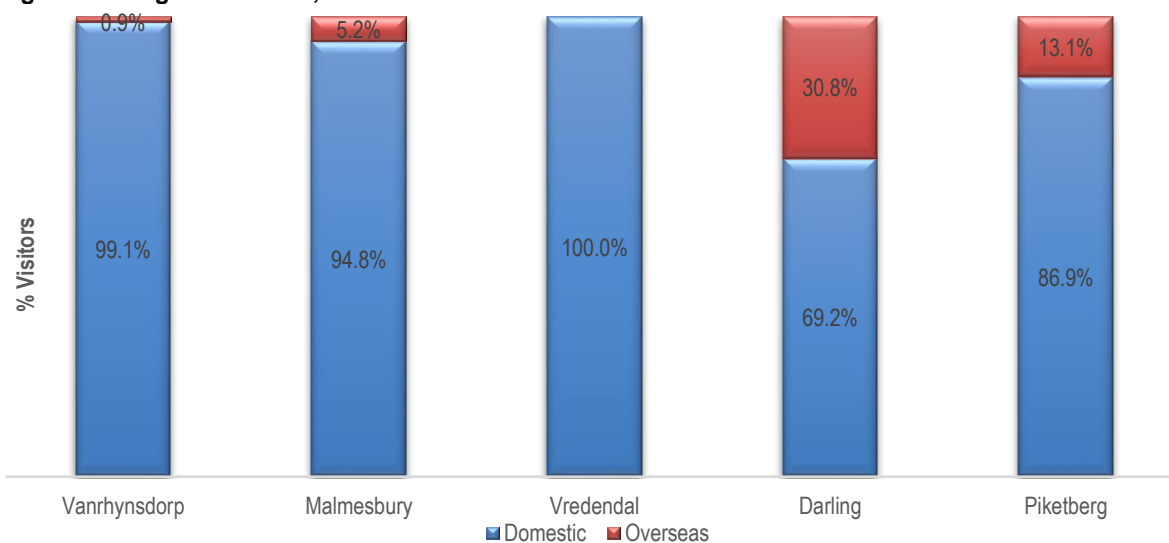
This section provides key trends for towns which recorded a strong sample of responses for the purpose of analysis by towns in the West Coast. Trends by town underlines the strength of the domestic market to the region, despite the severe impact of COVID-19 regulations on tourism offerings in the region.

Flowers ranked as the top tourism offering enjoyed along the West Coast towns, followed by scenic drives, cuisine, culture/heritage, and wine tasting which ranked among the top five activities.

Despite the many limitations faced by the West Coast tourism sector; the region experienced yet another successful flower season in 2020. Not only was the region covered in a beautiful array of flowers, but new species were also spotted for the first time in 3-4 years.

Tourism stakeholders reported that accommodation establishments were fully booked during the flower season. Unfortunately, accommodation establishments were unable to book visitors at maximum capacity due to restrictions of not more than 50% permitted.

Figure 22: Origin of visitors, 2020



Source: Wesgro Weskus Tourism Trends, 2020

9. Film

Comprising of Swartland, Matzikama, Saldanha, Bergvliet, and Cederberg, the Cape West Coast region is an emerging location for filming. Filmmakers are spoilt for choice, as the region contains wildflowers, quaint seaside towns, wine farms and cellars, culture, and heritage attractions, such as the West Coast National Park and the Fossil Park. The Cederberg and Matzikama mountain ranges feature ancient rock paintings while the windiest sections of beaches are ideal for shoots that feature adventure sports, such as kite surfing and paragliding. The vast, unspoilt beaches and charming wine and olive routes provide a unique canvas for filmmakers.

Municipal properties will require a permit available at the local town council. Rates are dependent on the size of the crew and duration of the shoot. For road closures, the traffic department needs to be involved. Filming in nature reserves and on beaches requires an ECO guide and environmental impact study with your application. When filming on private property or in an estate, you will need landowners' permission as well as permission from the governing body.

CONTACT

West Coast Tourism

Tel: +27 22 433 8505

Email: tourism@wcdm.co.za

Wesgro Film and Media Promotion Unit

Tel: +27 21 487 8600

Email: film@wesgro.co.za

Website: www.wesgro.co.za

Films Shot on Location:

Films: Young Ones

Commercials: Lipton Tea, Timotei Shampoo

Stills: Playboy, Top Billing, Bushmills

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