Overberg Tourism Visitor Trends

January to December 2024

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Contents

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1. About this Report

This report provides an overview of the latest data from local tourism offices in the Overberg between January and December 2024.

The information provides insights into the origin of tourists in the region as well as their preferred activities, ages, group sizes and spending patterns. The research is not intended to represent tourism for the region as a whole, as the sample of visitors represents the footfall at only participating tourism offices.

Image source: Wesgro (2025)

2. Methodology

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

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, 7,589 responses to the regional visitor tracking surveys were received from the various tourism offices in the Overberg. This can be seen in Table 1.

Table 1: Total number of responses between January and December 2024

Towns	Domestic Visitors	Overseas Visitors	Total
1. Hangklip Kleinmond	3 722	72	3 794
2. Hermanus	989	1 279	2 268
3. Stanford	595	205	800
4. Gansbaai	370	356	726
Total	**5 676**	**1 912**	**7 588**

Source: Wesgro Regional Visitor Tracking Survey (2024)

**Note: Out of the 7,589 surveys received, one visitor did not specify their origin; therefore, the total for domestic and overseas responses is 7,588, as indicated in Table 1 above.*

4. Key Insights

- **Visitor segment and origin:** Between January and December 2024, 74.79% of visitors to Overberg were domestic visitors, primarily from the Western Cape (90.77%). Overseas visitors accounted for 25.19% of visitors, with Germany (25.68%), the UK (19.09%), and the Netherlands (8.16%) being the leading source markets for the region.

- **Seasonality spread:** Domestic visitation peaked in April and December, while overseas visitors travelled mainly in February and October 2024. Overall, there was an even distribution of tourists visiting the region from January to December 2024.

- **Demographics:** Key age groups among visitors included those aged 21–35, 36–50, and 51–70, with many travelling in pairs or independently.

- **Length of stay**: Some 20.42% of both domestic and overseas visitors stayed for 5–6 nights. Domestic visitors often stayed longer than overseas visitors, who typically spent around two nights in the region. About 24.69% of visitors (both domestic and overseas) explored the province for seven to ten days, while 21.74% extended their visits to two to three weeks, and 20.0% opted for shorter stays of three to six days.

- **Information sources:** Visitor information centres played a crucial role for visitors in 2024, with 39.87% of visitors relying on them for guidance while exploring the region. Word of mouth influenced 27.74% of visitors, while 14.61% relied on past experiences. Notably, domestic visitors depended more on these visitor information centres compared to overseas visitors, who relied on previous experiences to influence their decision to visit the region.

- **Transportation and accommodation preferences:** Among domestic visitors, 80.90% used public transport, while 65.38% of overseas visitors chose rental cars, reflecting a preference for flexibility. In addition, 21.97% of domestic and overseas visitors selected self-catering options, followed by 12.68% who stayed in guesthouses and 8.96% in bed and breakfasts.

- **Visitor spending:** Approximately 31.88% of visitors reported daily expenditures within specific thresholds, while 25.75% spent an average between R501 and R1000. About 25.15% spent amounts exceeding R2000, suggesting a mix of budget-conscious and indulgent travellers. In addition, 16.92% allocated a budget between R2001 and R5000 for lodging, while another 16.68% spent the range of R1001 to R2000.

- **Purpose of visit:** Over 70% of visitors visited the region for leisure purposes and to enjoy local cuisine, outdoor activities, scenic drives, cultural/heritage sites, and craft markets. This highlights the Overberg's diverse appeal as a tourist destination.

- **Visitor origin by town:** In 2024, Hangklip-Kleinmond stood out as the leading town in the region, attracting the highest proportion of domestic visitors (98.10%), while Stanford attracted 74.38% of domestic visitors. Meanwhile, Hermanus was recognised for having the most overseas visitors (58.37%). Gansbaai attracted nearly equal domestic visitors (51.96%) and overseas visitors (49.04%).

- **Activities undertaken by town:** Notably, scenic drives were identified as the most popular activity in Gansbaai, while Hangklip-Kleinmond was favoured for its culinary offerings. Hermanus attracted visitors seeking culture and heritage experiences, and Stanford was recognised for its outdoor recreational activities.

Source: Wesgro Visitor Tracking Survey (2024)

5. Overberg Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

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5. Overberg Visitor Trends & Patterns: Origin of Visitors

- Between January and December 2024, the domestic market accounted for a significant majority of visitors (74.79%) to the region. In contrast, the overseas market accounted for a smaller but notable 25.19% of tourists. This distribution of visitors is illustrated in Figure 1, highlighting the prominence of local travel.
- Among the domestic visitors, a remarkable 90.77% originated from the Western Cape, underscoring the Overberg's status as a sought-after tourism destination for local residents. The percentage share of domestic visitors to the Overberg region is detailed in Figure 2, which shows the influx of visitors from various domestic sources.

Figure 1: Overseas and domestic visitors, January–December 2024

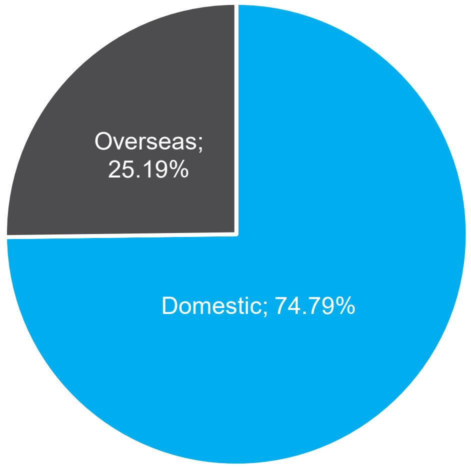
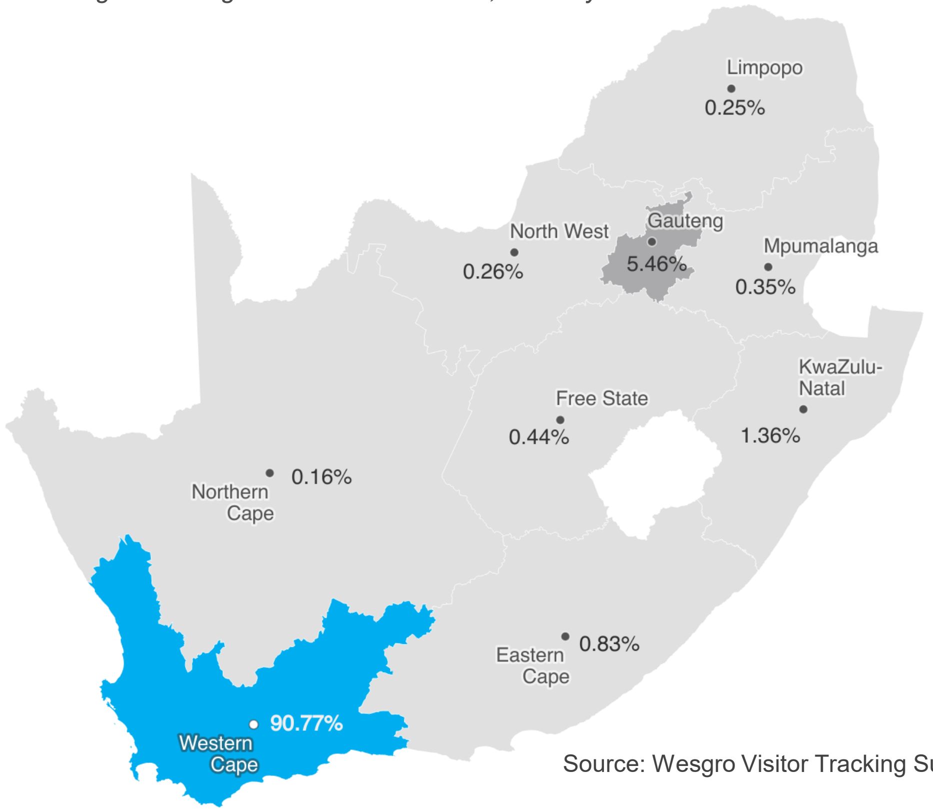


Figure 2: Origin of domestic visitors, January–December 2024



Source: Wesgro Visitor Tracking Survey (2024)

5. Overberg Visitor Trends & Patterns: Source Markets

- According to Figure 3, the greatest share of overseas travellers visiting the Overberg region originated from Germany, accounting for 25.68% of the total visitor numbers. Following Germany, the United Kingdom ranked as the second largest source of overseas visitors, contributing 19.09% to the overall sample. Meanwhile, the Netherlands was the third largest source market, accounting for 8.16% of overseas tourists to the region.

- This data highlights the diverse demographic of overseas visitors to the Overberg and underscores the importance of these countries as key markets for tourism in the region.

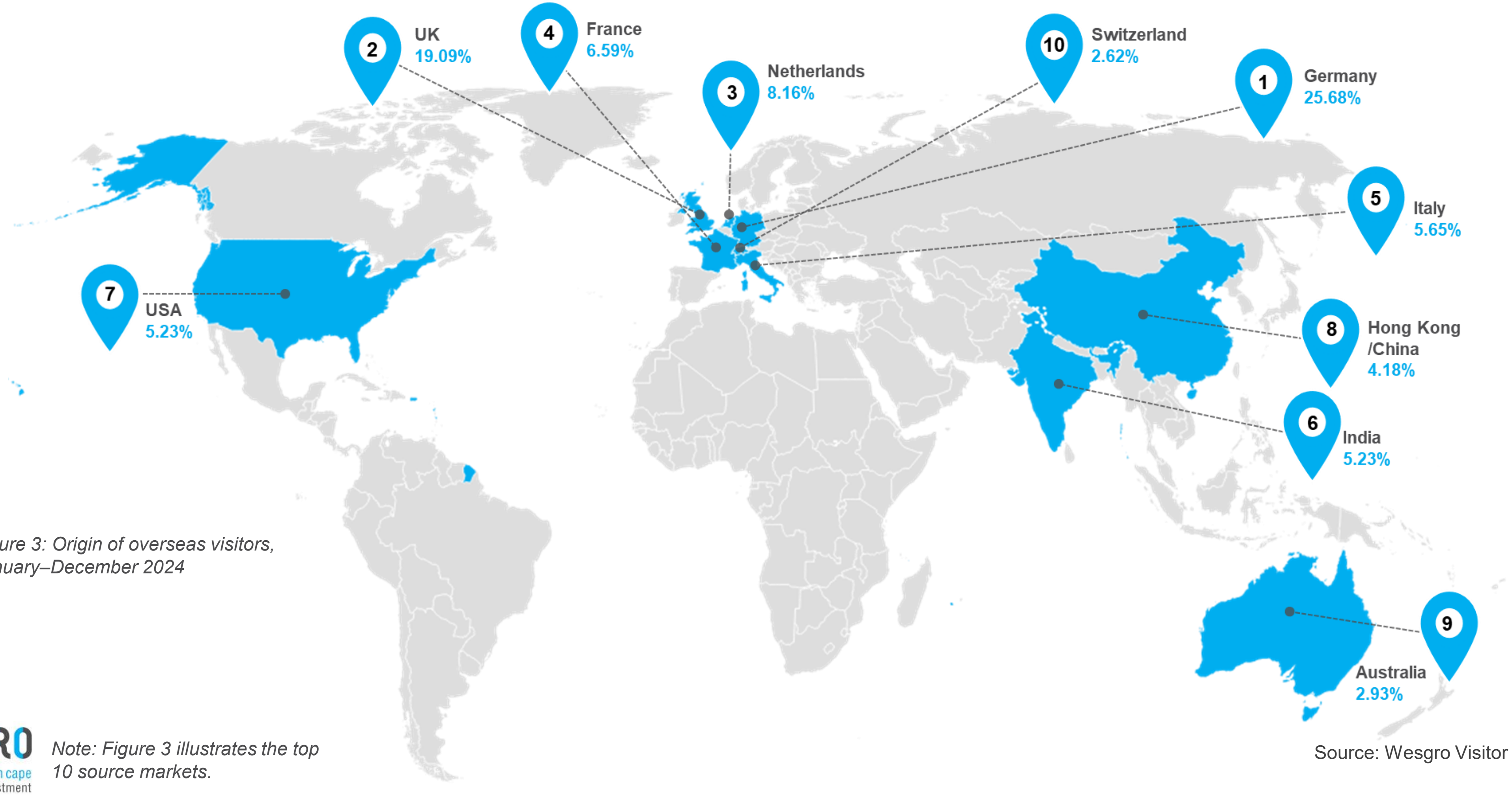


Figure 3: Origin of overseas visitors, January–December 2024

Note: Figure 3 illustrates the top 10 source markets.

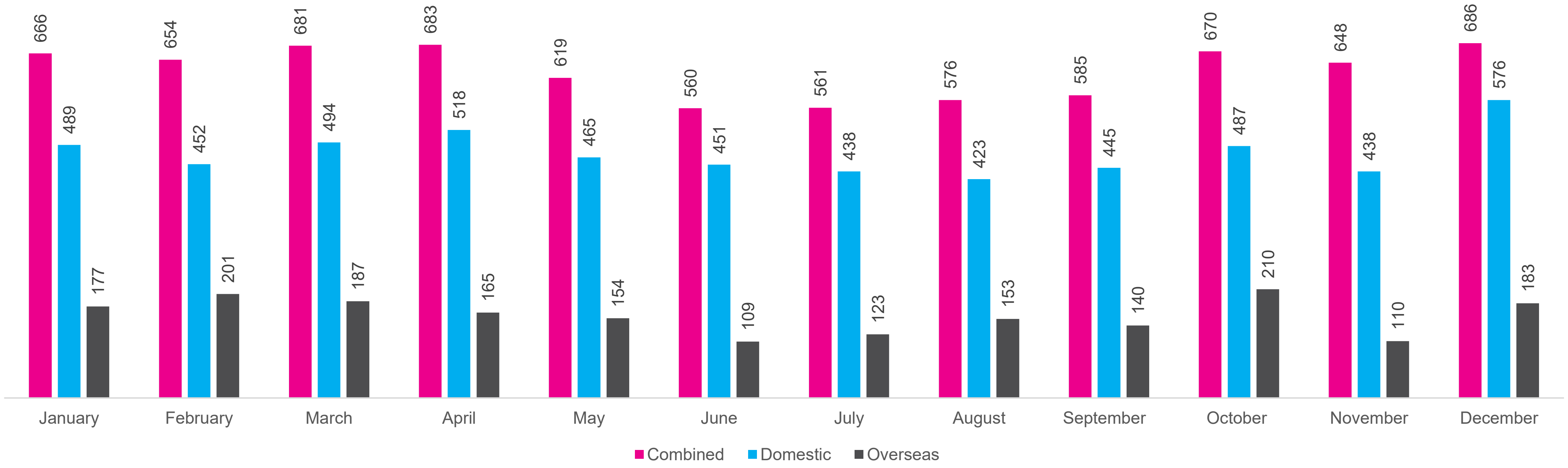
Source: Wesgro Visitor Tracking Survey (2024)

5. Overberg Visitor Trends & Patterns: Seasonality

- Figure 4 shows that tourist visits to the Overberg region remained relatively even throughout 2024. A closer look at the data reveals interesting patterns relating to domestic and overseas visitors. There were greater numbers of domestic visitors during certain months, especially in April and December. This suggests that local visitors might seek leisure and exploration opportunities during these periods, possibly influenced by school holidays or local events.

- On the other hand, the flow of overseas visitors into the region displayed a distinct pattern. Their visits were notably concentrated in February and October 2024. This pattern indicates that overseas visitors are likely attracted to the Overberg for seasonal activities and events such as the whale watching season in Hermanus.

Figure 4: Seasonality spread in the Overberg, January–December 2024



Source: Wesgro Visitor Tracking Survey (2024)

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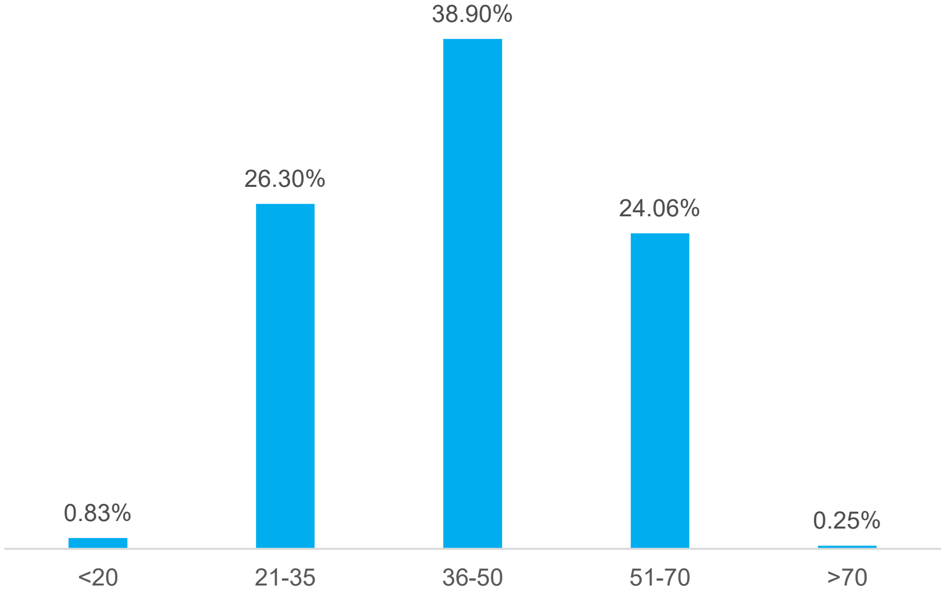
5. Overberg Visitor Trends & Patterns: Visitor Demographics

- Figure 5 provides an overview of visitor demographics in the Overberg region and shows that the majority of visitors could be categorised in three distinct age groups: 21–35, 36–50, and 51–70 years. These categories are notably the most represented among those who explored the region, underscoring its appeal to a diverse array of mature visitors.

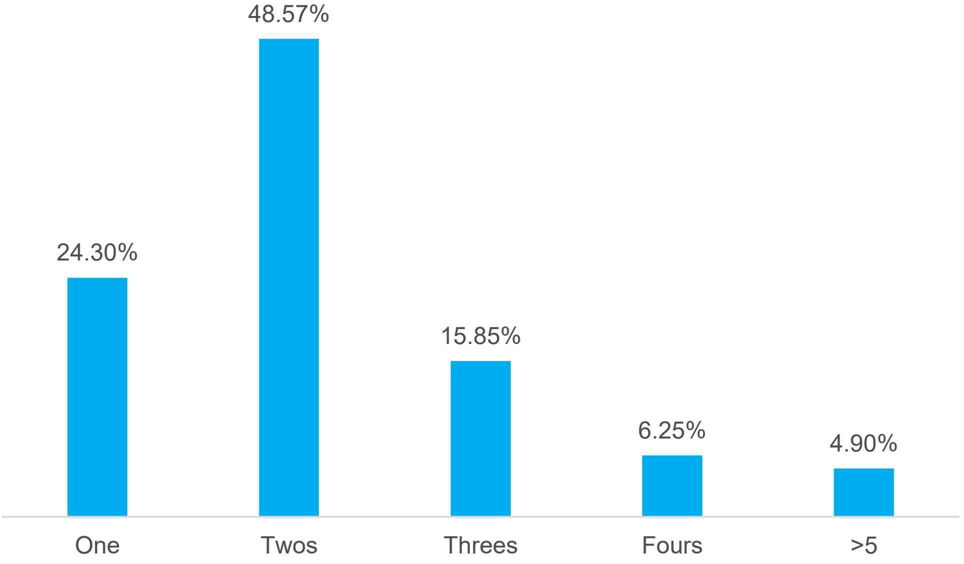
- Regarding travel group size, the data reveals that a significant portion of these visitors preferred to travel in pairs, constituting 48.57% of total visitors. In addition, a notable 24.30% chose to embark on their journeys alone, and 15.85% of visitors arrived in groups of three. This can be seen in Figure 6.

Figure 5: Age group of visitors, January–December 2024



Note: 9.66% of the respondents to the survey did not specify their age.

Figure 6: Travel group size of visitors, January–December 2024



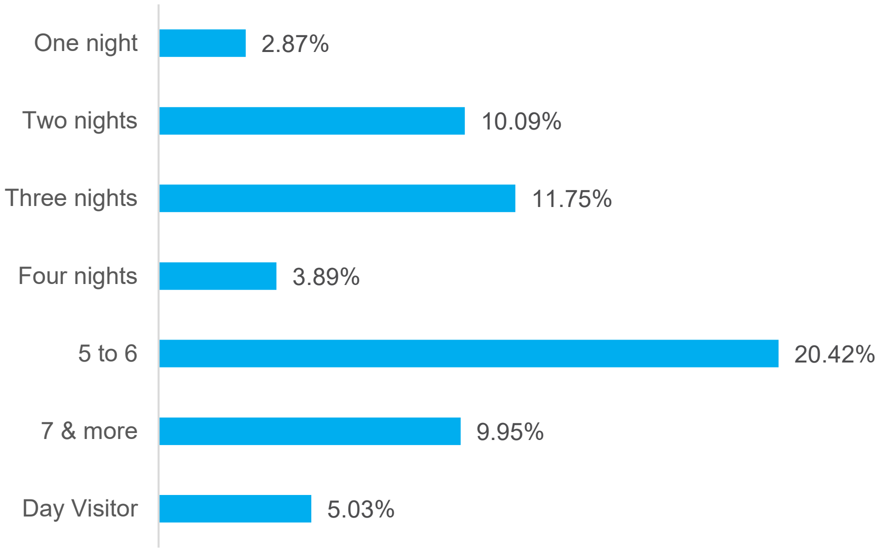
Note: 0.31% of the respondents to the survey did not specify their travel group size.

Source: Wesgro Visitor Tracking Survey (2024)

5. Overberg Visitor Trends & Patterns: Length of Stay

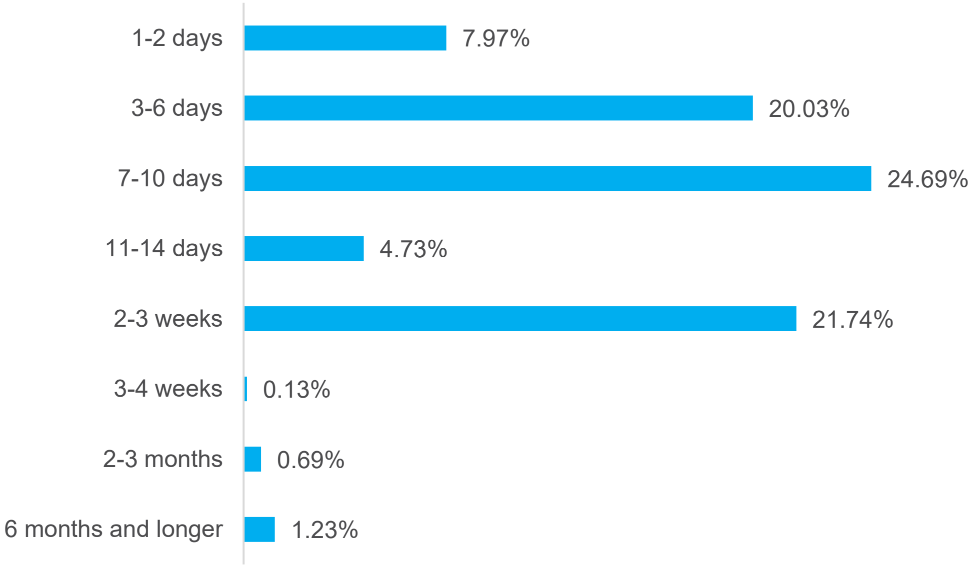
- According to Figure 7, about 20.42% of visitors chose to stay in the region for a duration of five to six nights. This particular length of stay indicates a moderate engagement with the area, which allowed tourists to explore various attractions and activities available.
- A deeper analysis of the data, not reflected in the graphs below, highlighted differences in the travel patterns of domestic versus overseas visitors. The data revealed that domestic visitors spent five to six nights between May and August, suggesting a preference for a brief yet fulfilling experience in the Overberg region. In contrast, overseas visitors had a shorter average length of stay, with most spending just two nights in the region between August and November and again in October. This difference indicates varying travel needs and preferences based on the visitors' place of origin, which could influence the region's tourism strategies and offerings.
- On the other hand, Figure 8 provides a broader perspective on the average duration of visits for both domestic and overseas visitors. The data reveals that a portion of visitors, totaling 24.69%, typically spent between seven to ten days in the province. In addition, 21.74% of visitors extended their visits to two to three weeks, while 20.03% preferred shorter stays of three to six days.

Figure 7: The average length of stay in the Overberg region, January–December 2024



Note: 35.99% of the respondents to the survey did not specify their average length of stay in the region.

Figure 8: The average length of stay in the Western Cape, January–December 2024



Note: 18.79% of the respondents to the survey did not specify their average length of stay in the Western Cape.

Source: Wesgro Visitor Tracking Survey (2024)

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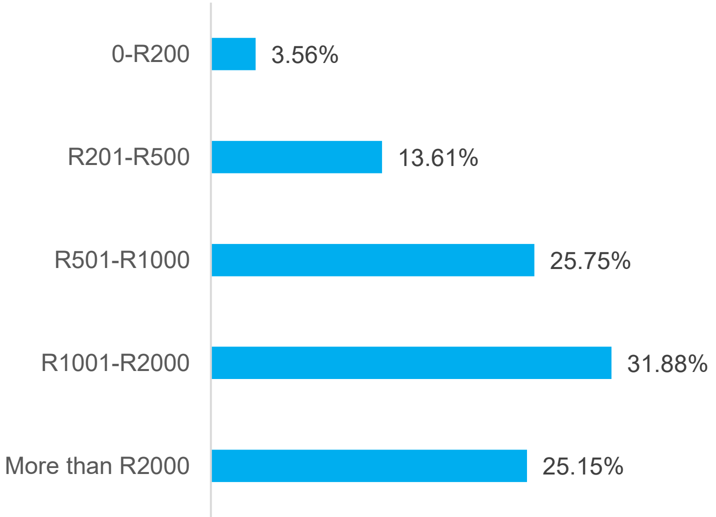
5. Overberg Visitor Trends & Patterns: Visitor Spending

- The analysis of visitor spending in the Overberg region reveals key insights into visitors' financial behaviour, as shown in Figure 9. Approximately 31.88% of visitors reported daily expenditures within specified thresholds, indicating a willingness to invest in their travel experiences. Meanwhile, 25.75% had daily spending averages of between R501 and R1000, reflecting diverse financial capabilities. In addition, about 25.15% of participants reported budgets exceeding R2000, from budget-conscious travellers to those willing to indulge.

- Regarding accommodation preferences, Figure 10 showcases the most popular lodging types among visitors to the Overberg. Self-catering accommodation emerged as the preferred choice, with 22.97% of visitors selecting this flexible option. Guesthouses ranked as the second most favoured option, chosen by 12.68% of visitors seeking a more personalised environment during their stays. Bed and breakfast establishments followed closely, appealing to 8.96% of visitors who wanted a cozy, homelike atmosphere during their stay in the region.

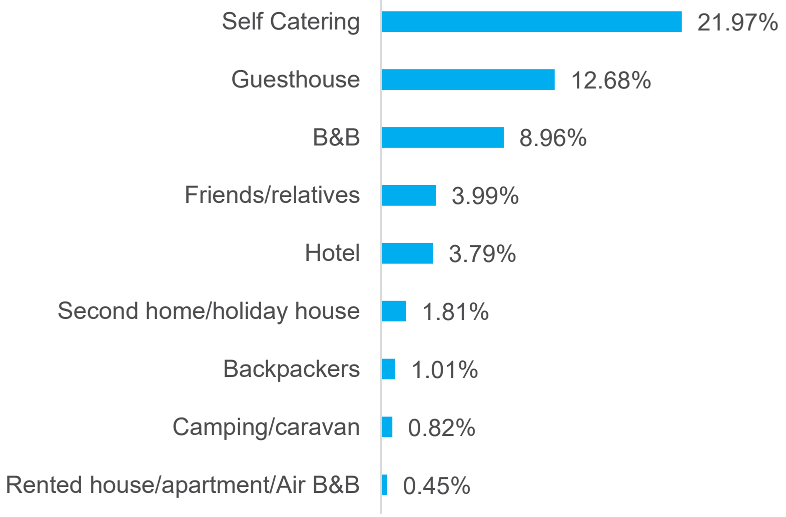
- When looking at the average spend on accommodation, Figure 11 reveals that 16.92% of visitors allocated a budget ranging from R2001 to R5000 for their lodging. Meanwhile, another 16.68% reported expenses falling within the range of R1001 to R2000 for their accommodation during their visit to Overberg. This data reflects the diverse range of financial commitments that travellers were willing to undertake concerning their accommodation, which further emphasises the extensive variety of lodging options available in Overberg to cater to different preferences and budgets.

Figure 9: Average daily spend, January–December 2024



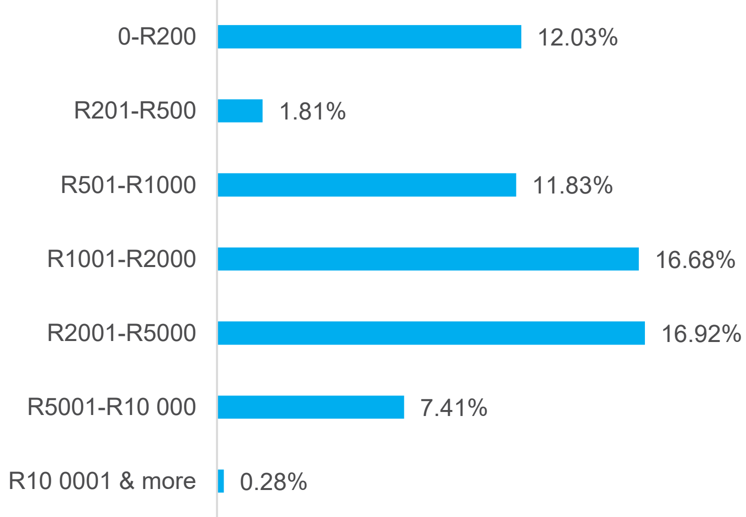
Note: 0.05% of the respondents to the survey did not specify their daily average spend.

Figure 10: Accommodation usage, January–December 2024



Note: 44.54% of the respondents to the survey did not specify their accommodation usage.

Figure 11: Average spend on accommodation, January–December 2024



Note: 33.05% of the respondents to the survey did not specify their average spend on accommodation.

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Source: Wesgro Visitor Tracking Survey (2024)

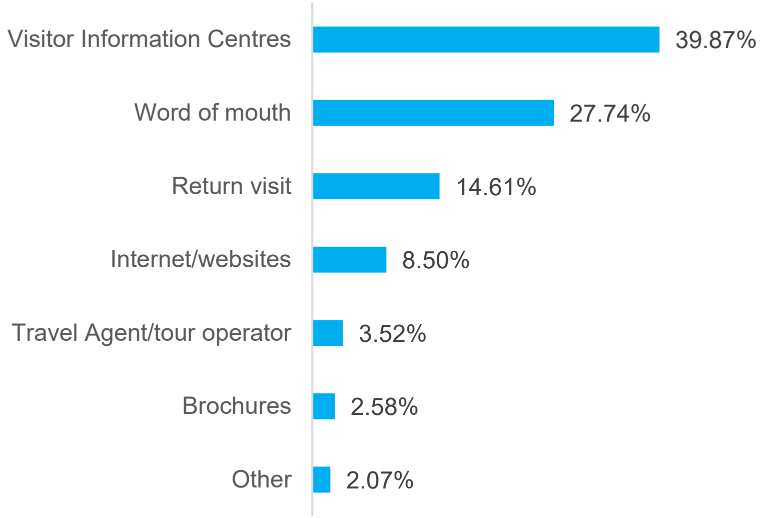
5. Overberg Visitor Trends & Patterns: Info Sources & Transport

- In Figure 12, it is evident that visitor information centres played a crucial role as the primary source of information for tourists in 2024, with a notable 39.87% of visitors relying on these centres to guide their experiences. This highlights the importance of such facilities in enhancing visitor engagement and providing essential local knowledge. In addition, a share of 27.74% of visitors obtained information through word of mouth, while 14.61% of visitors relied on their previous experiences (return visits).

- A deeper analysis of the survey responses not reflected in the graphs below revealed that past experiences, particularly return visits, significantly influenced the decision-making process of overseas visitors who considered a trip to the region in 2024. This suggests that the positive impressions left by previous experiences lead to repeat visits, with visitor information centres serving as secondary but still vital resources. Interestingly, for domestic visitors, visitor information centres played a major role in influencing their visits, highlighting a difference in how domestic and overseas visitors approach their information-gathering.

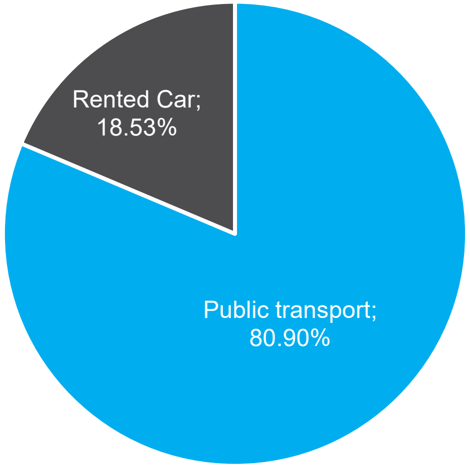
- The survey also provided insights into transportation preferences among visitors. Close to 80.90% of domestic visitors opted to use public transportation to explore the region, and 65.38% of overseas visitors opted for rental cars, suggesting a desire for flexibility and independence in their travel plans. This can be seen in Figures 13 and 14.

Figure 12:Top information sources used by visitors to the Overberg, January–December 2024



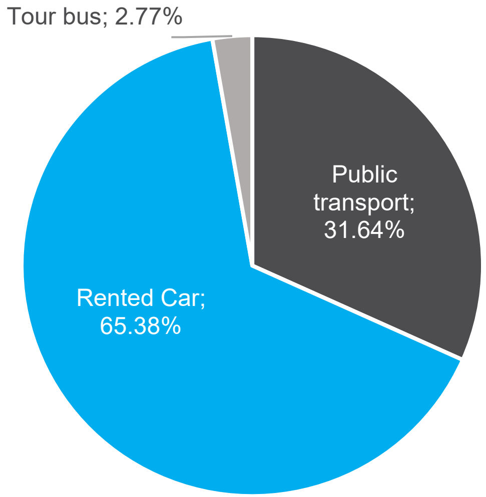
Note: 1.11% of the respondents to the survey did not specify their top information source.

Figure 13: Mode of transport used by domestic visitors, January–December 2024



*Note: 0.11% of the respondents to the survey did not specify the mode of transportation used. *0.44 of respondents indicated having used a tour bus.*

Figure 14: Mode of transport used by overseas visitors, January–December 2024



Note: 0.21% of the respondents to the survey did not specify the mode of transportation used.

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Source: Wesgro Visitor Tracking Survey (2024)

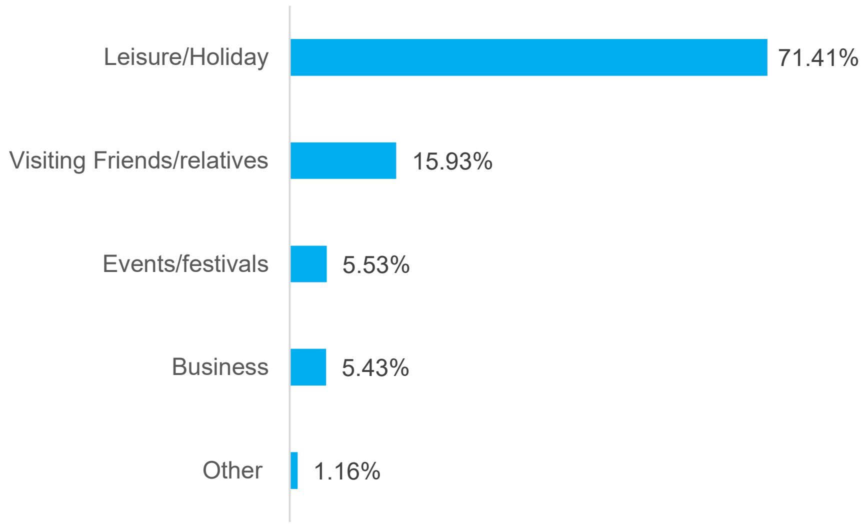
5. Overberg Visitor Trends & Patterns: Purpose of Visits

- Figure 15 indicates that the majority of visitors visited the region for leisure purposes (71.41%). In contrast, a smaller yet significant segment, comprising 15.93%, travelled to reconnect with friends and family, and 5.53% of visitors were drawn by specific events or festivals in the region, while a slight 5.43% came for business-related purposes.

- Among the variety of activities that tourists engaged in during their stay, several stood out as particularly popular. The exploration of the region's vibrant and diverse culinary scene emerged as a key highlight, indicating an interest in the local food culture, followed by outdoor activities, scenic drives, cultural and heritage experiences, and visiting craft and food markets. This can be seen in Figure 16.

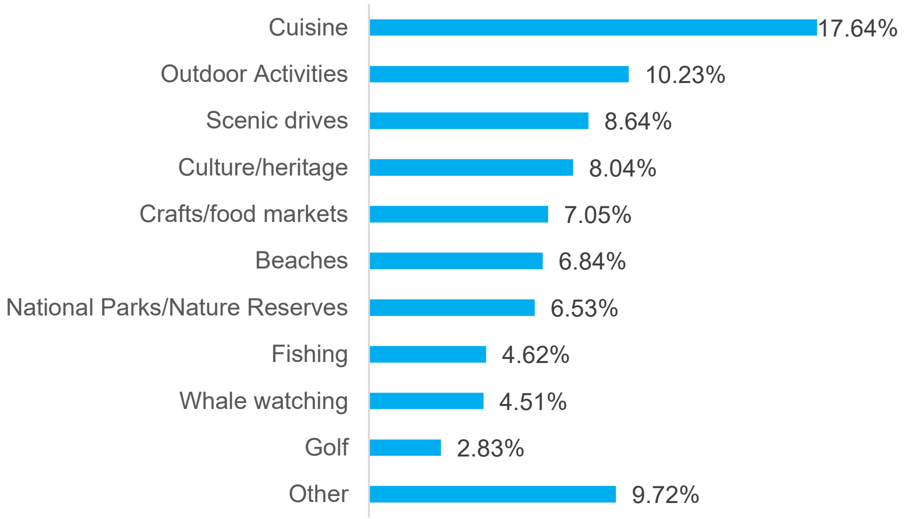
- Survey responses not reflected in the graph below provide valuable insights into the interests of overseas visitors, highlighting that the three most popular activities they engaged in were whale watching, which offers a unique connection to marine life; cultural and heritage experiences that allow visitors to immersion in the local history and traditions; and enjoying a variety of cuisines that showcase the region’s culinary richness. Together, these activities enhance the overall travel experience and underscore the region's appeal for overseas tourists.

Figure 15: Purpose of visits, January–December 2024



Note: 0.54% of the respondents to the survey did not specify their purpose of visit.

Figure 16: Top 10 activities undertaken by visitors, January–December 2024



Note: 13.36% of the respondents to the survey did not specify their activities undertaken in the region.

Source: Wesgro Visitor Tracking Survey (2024)

6. Overberg Visitor Trends & Patterns by Town

Table 2: Overview of visitor trends and patterns by town, January–December 2024

Tourism indicators	Gansbaai	Hangklip-Kleinmond	Hermanus	Stanford
% Share domestic visitors	50.96%	98.10%	43.59%	74.38%
% Share overseas visitors	49.04%	1.90%	56.37%	25.63%
Top international markets	Germany (34.83%)	Germany (55.56%)	Germany (20.95%)	UK (46.34%)
	UK (16.85%)	UK (19.45%)	UK (15.32%)	Germany (28.78%)
Top domestic market	Western Cape (56.49%)	Western Cape (98.15%)	Western Cape (72.40%)	Western Cape (96.57%)
Main purpose of visit	Leisure/holiday (86.78%)	Leisure/holiday (67.79%)	Leisure/holiday (64.57%)	Leisure/holiday (94.00%)
Age profile of visitors	*Visitors did not specify	36-50 (35.85%)	36-50 (56.24%)	36-50 (39.50%)
		21-35 (34.74%)	21-35 (24.02%)	51-70 (38.25%)
Group size	Pairs (58.13%)	Pairs (43.25%)	Pairs (53.37%)	Pairs (51.50%)
Length of stay	5 to 6 nights (20.80%)	5 to 6 nights (27.44%)	Two nights (26.00%)	*Over 80% of visitors did not specify
Top information sources	Internet/website (27.96%)	Word of mouth (49.74%)	Return visit (41.08%)	Visitor information centre (98.88%)
	Word of mouth (23.42%)	Visitor information centres (48.58%)	Internet/website (19.48%)	
	Visitor information centres (21.35%)		Visitor information centre (10.45%)	
Average daily budget	R501–R1000 (38.43%)	R1001–R2000 (44.68%)	R501–R1000 (37.33%)	R501–R1000 (57.75%)
	R201–R500 (22.43%)	More than R2000 (43.49%)	R201–R500 (26.49%)	R201–R500 (23.38%)
	R1001–R2000 (22.87%)		R1001–R2000 (22.08%)	
Average budget for accommodation	R1001–R2000 (25.48%)	R2001–R5000 (25.28%)	R5001–R1000 (28.16%) / R1001–R2000 (27.55%)	R0–R200 (77.63%)
Type of accommodation	Self-catering (22.87%)	Self-catering (32.47%)	Guest house (18.25%)	*Over 90% of visitors did not specify
Top three activities undertaken	Scenic drives (30.54%) / Outdoor activities (15.69%) / Cuisine (13.63%)	Cuisine (23.82%) / Outdoor activities (12.21%) / National parks or nature reserves (11.19%)	Culture/heritage (14.49%) / Crafts/food markets (10.96%) / Whale watching (10.27%)	Outdoor Activities (14.67%) / Cuisine (5.58%)

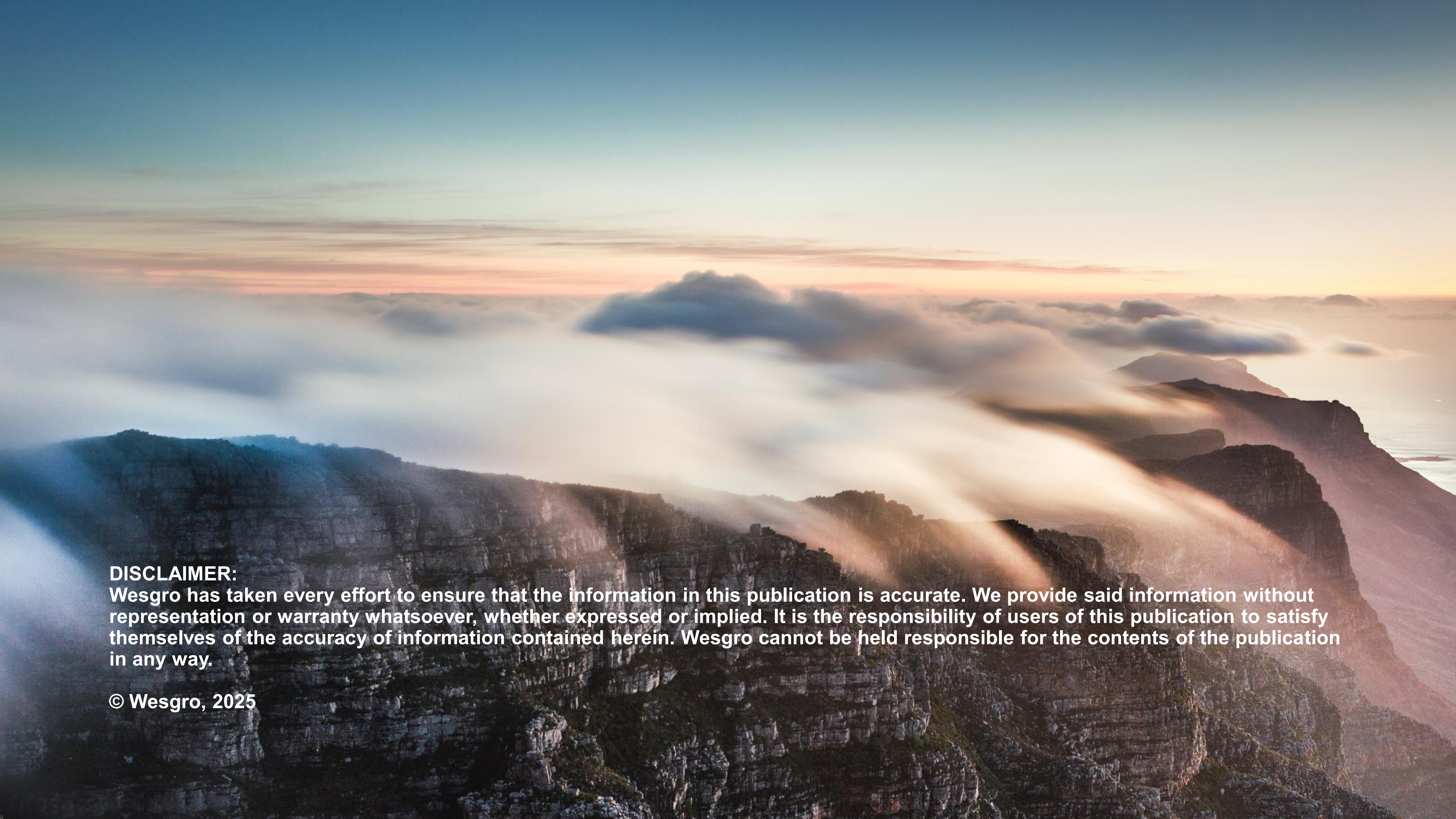
Source: Wesgro Visitor Tracking Survey (2024)

7. Acknowledgements

Acknowledgements and many thanks go to the Overberg District Municipality and the following tourism offices 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 Overberg included:

Cape Agulhas
Gansbaai
Hangklip Kleinmond
Hermanus
Stanford



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