



Western Cape Tourism Regional Visitor Trends

January to December 2024

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1. About this Report

This report provides an overview of the latest data from select tourism offices in the Western Cape 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 only at participating tourism offices.



Image source: Wesgro (2025)

2. Methodology

This report provides an overview of the tourism trends and patterns in the Western Cape. 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, 13,118 responses to the regional visitor tracking surveys were received from select tourism offices in the Western Cape. This can be seen in Table 1.

Table 1: Total number of responses from Western Cape tourism offices between January and December 2024

Region	Domestic Visitors	Overseas Visitors	Unspecified	Total
Cape Overberg	5 676	1 912	1	7 589
Weskus	2 605	475	4	3 084
Cape Winelands	1 801	322	-	2 123
Town	Domestic Visitors	Overseas Visitors	Unspecified	Total
George & Wilderness	151	171	-	322
Total	10 198	2 868	5	13 118

Source: Wesgro Regional Visitor Tracking Survey (2024)

4. Key Insights

- **Visitor segment and origin:** Between January and December 2024, 78.02% of visitors in the province were domestic tourists, primarily from the Western Cape (85.38%). Overseas visitors accounted for 21.94% of tourists, with Germany (23.22%), the UK (20.08%), and the USA (9.31%) being the leading source markets for the region.
- **Seasonality spread:** Domestic visitation peaked in March, September, and December, while overseas visitors travelled mainly in February and March in 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 years, with many travelling in pairs or independently.
- **Length of stay:** About 14.43% of visitors (both domestic and overseas) explored the province for seven to 10 days, while 12.81% extended their visits to two to three weeks.
- **Information sources:** Visitor information centres played a crucial role for visitors in 2024, with 25.41% of visitors relying on them for guidance while exploring the province. Word of mouth influenced 20.59% of visitors, while 10.96% 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, 45.09% used public transport, while 56.66% of overseas visitors chose rental cars, reflecting a preference for flexibility. When observing visitor accommodation preferences, 17.90% of domestic visitors and 15.79% of overseas visitors selected self-catering options during their stay in the province.
- **Visitor spending:** Approximately 22.96% of visitors reported daily expenditures of between R1001 and R2000, while 18.61% spent an average of between R501 and R1000. In addition, 12.56% of visitors allocated between R1001 and R2000 for accommodation.
- **Purpose of visit:** About 66.49% of visitors visited the province for leisure purposes and to enjoy local cuisine, undertake scenic drives, visit cultural/heritage sites, partake in outdoor activities, and spend time at the beach. This highlights the Western Cape's diverse appeal as a tourist destination.

A scenic view of the Western Cape coastline, featuring a prominent mountain peak on the left and a calm ocean in the foreground. The sky is clear and blue.

5. Western Cape Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

5. Western Cape Visitor Trends & Patterns: Origin of Visitors

- Between January and December 2024, the domestic market accounted for a significant majority of visitors (78.02%) to the region. In contrast, the overseas market accounted for a smaller but notable 21.94% of tourists. This distribution of visitors is illustrated in Figure 1, highlighting the prominence of local travel.
- Among the domestic visitors, a remarkable 85.38% originated from the Western Cape, underlining the province's reputation as a renowned tourism destination for local residents. The percentage share of domestic visitors who visited the Western Cape is detailed in Figure 2, which shows the influx of visitors from respective provinces.

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

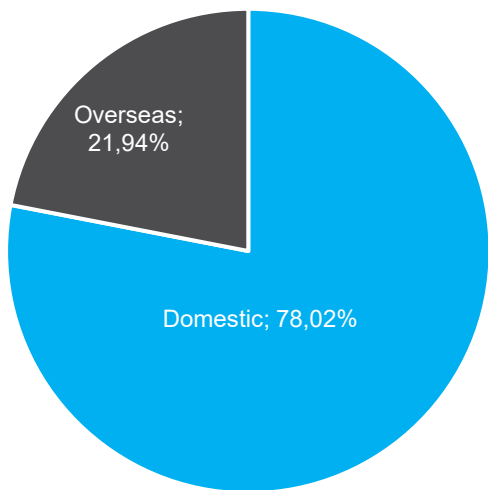
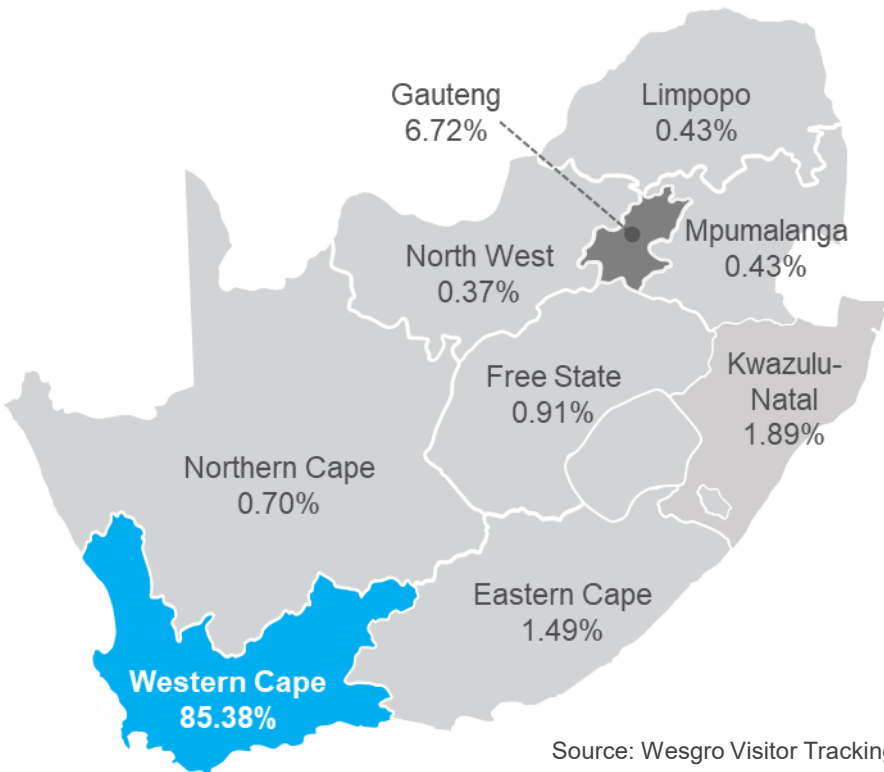


Figure 2: Origin of domestic visitors, January–December 2024



Source: Wesgro Visitor Tracking Survey (2024)

5. Western Cape Visitor Trends & Patterns: Source Markets

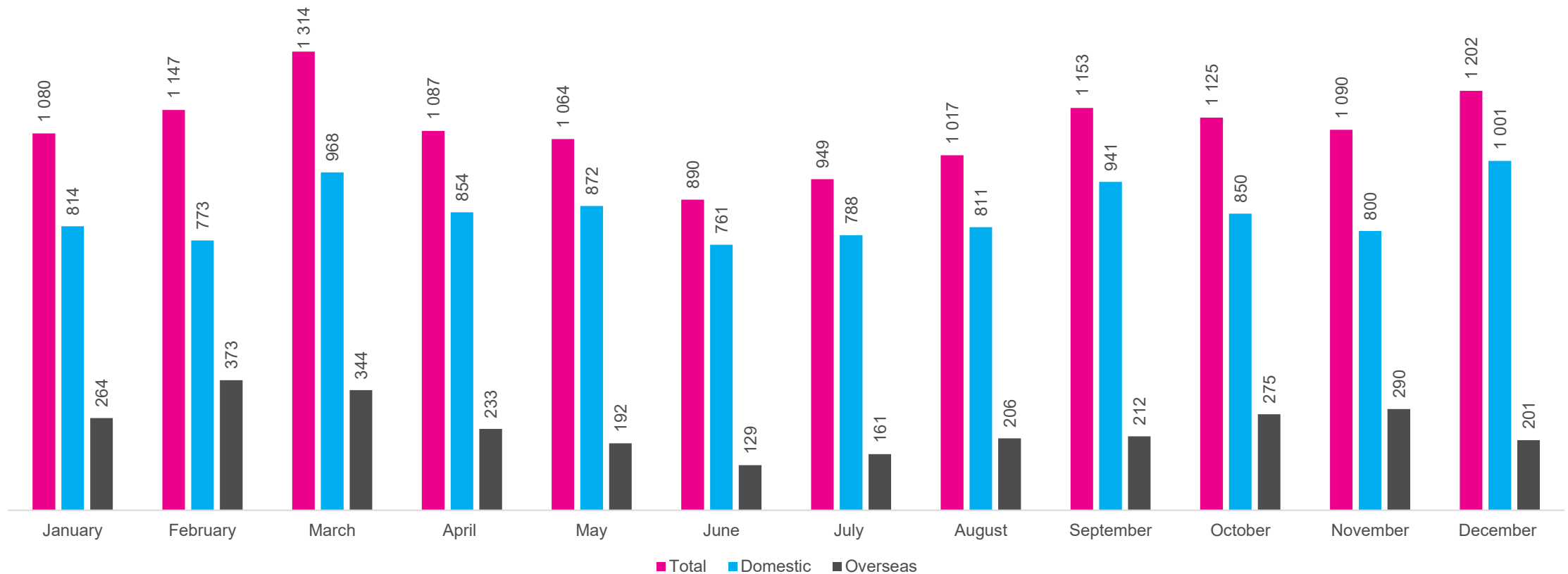
- According to Figure 3, the greatest share of overseas travellers visiting the province originated from Germany, which accounted for 23.22% of the overseas visitor sample. Following Germany, the United Kingdom ranked as the second largest source of overseas visitors, contributing 20.08% to the overseas sample. In addition, the USA was the third largest source market, accounting for 9.31% of overseas tourists to the province.



5. Western Cape Visitor Trends & Patterns: Seasonality

- Figure 4 shows that tourist visits to the province 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 March, September, and December. This was possibly influenced by school holidays or local events and festivals. On the other hand, the flow of overseas visitors into the region displayed a distinct pattern. Their visits were notably concentrated in February and March in 2024.

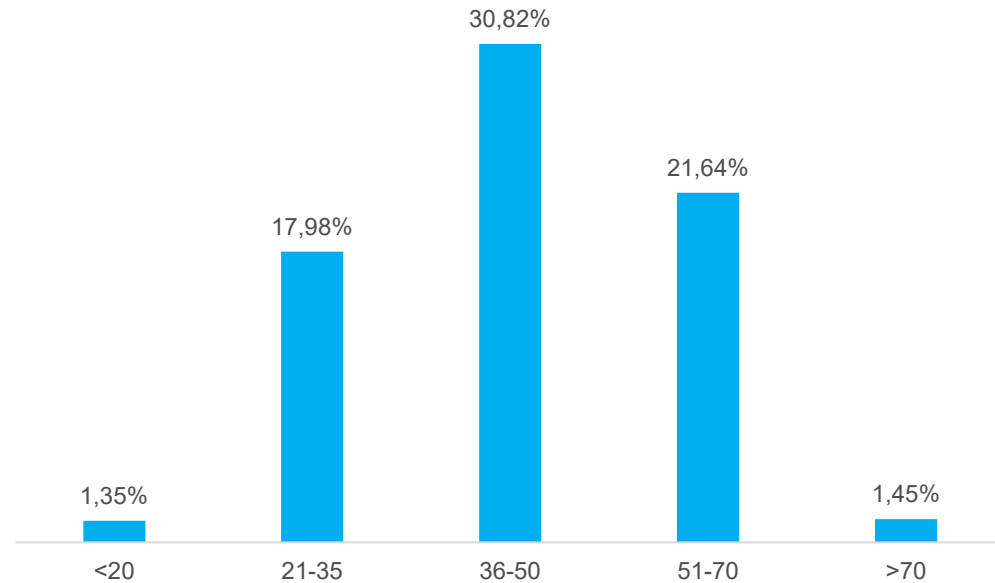
Figure 4: Seasonality spread of visitors to select Western Cape local tourism offices, January–December 2024



5. Western Cape Visitor Trends & Patterns: Visitor Demographics

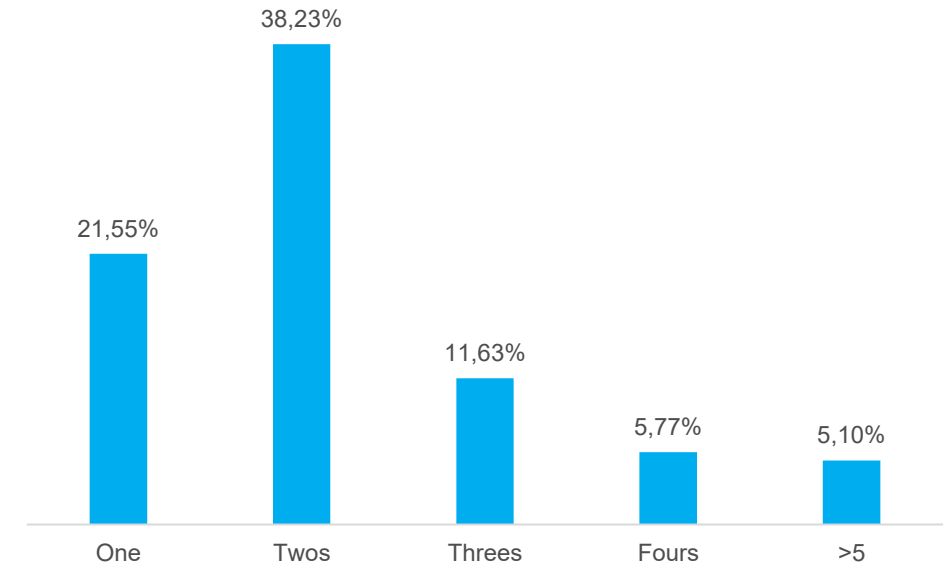
- Figure 5 provides an overview of visitor demographics in the province and shows that the majority of visitors could be categorised in three distinct age groups: 21–35, 36–50, and 51–70 years. These categories were notably the most represented among those who explored the province, underscoring its 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 38.23% of the total number of visitors. In addition, a notable 21.55% chose to embark on their journeys alone, and 11.63% of visitors arrived in groups of three. This can be seen in Figure 6.

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



Note: 26.77% of the respondents to the survey did not specify their age.

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

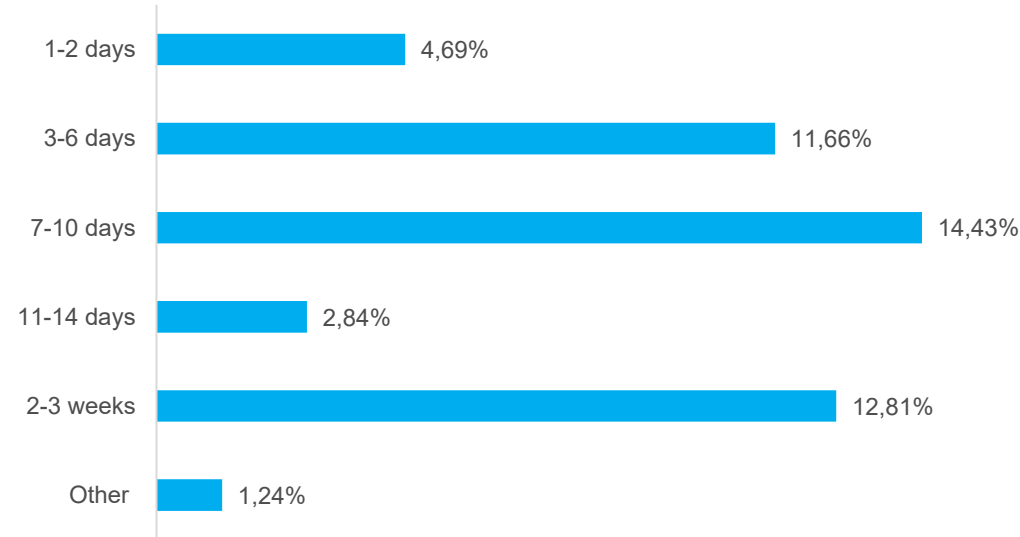


Note: 17.72% of the respondents to the survey did not specify their travel group size.

5. Western Cape Visitor Trends & Patterns: Length of Stay

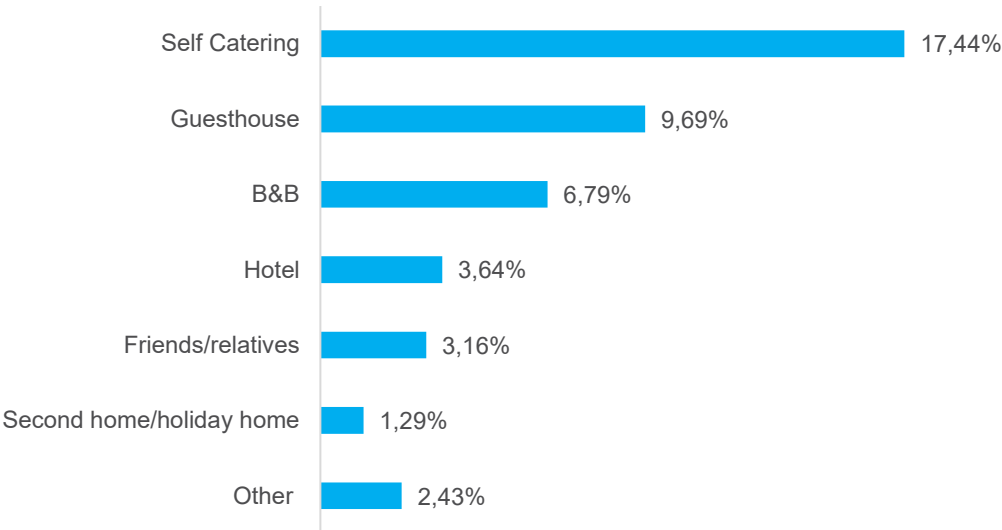
- According to Figure 7, about 14.43% of the visitor sample explored the province for a duration of seven to 10 nights. Figure 8 provides a broader perspective on the types of accommodation used by both domestic and overseas visitors. The data reveals that a large proportion of visitors enjoyed self-catering establishments as their preferred type of accommodation, followed by guesthouses and B&Bs. The “other” categories included in the findings were camping/caravans, backpackers, rented houses/apartments, and timeshare options.

Figure 7: The average length of stay in the Western Cape, January–December 2024



Note: 52.33% of the respondents to the survey did not specify their average length of stay in the Western Cape.

Figure 8: Accommodation usage, January–December 2024

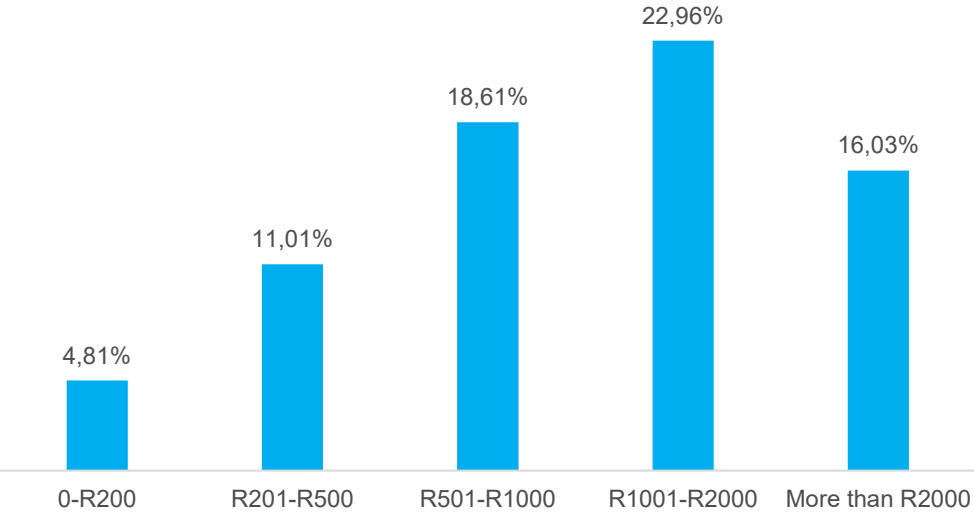


Note: 55.57% of the respondents to the survey did not specify their accommodation usage.

5. Western Cape Visitor Trends & Patterns: Visitor Spending

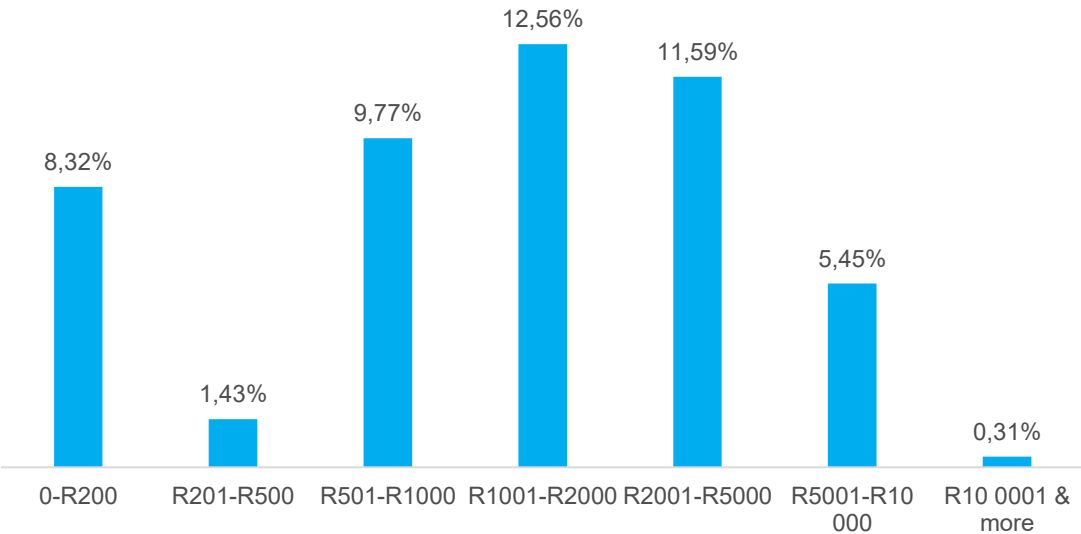
- The analysis of visitor spending in the province reveals key insights into visitors' financial behaviour, as shown in Figures 9 and 10. Around 22.96% of visitors indicated that their average daily expenditures ranged between R1001 and R2000. This significant proportion demonstrates a robust willingness among tourists to invest meaningfully in their travel experiences, highlighting a trend towards prioritising quality and enjoyment during their stays.
- When examining expenditure on accommodation, the data revealed that almost 13% of visitors allocated between R1001 and R2000 for accommodation during their stay in the province, reflecting a preference for mid-range options that balanced comfort and affordability. Furthermore, 12% of visitors reported spending even more, in the range of R2001 to R5000, underscoring a segment of tourists who wanted luxury or premium accommodations as part of their overall travel experience.

Figure 9: Average daily spend, January–December 2024



Note: 26.48% of the respondents to the survey did not specify their daily average spend.

Figure 10: Average spend on accommodation, January–December 2024

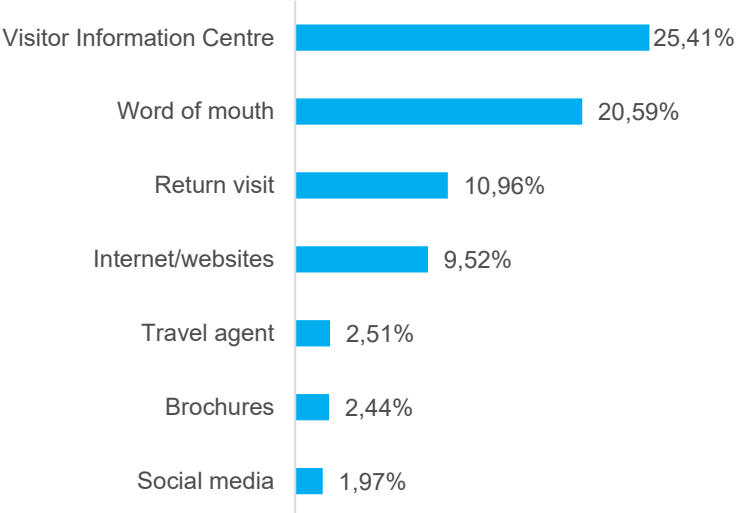


Note: 50.55% of the respondents to the survey did not specify their average spend on accommodation.

5. Western Cape Visitor Trends & Patterns: Info Sources & Transport

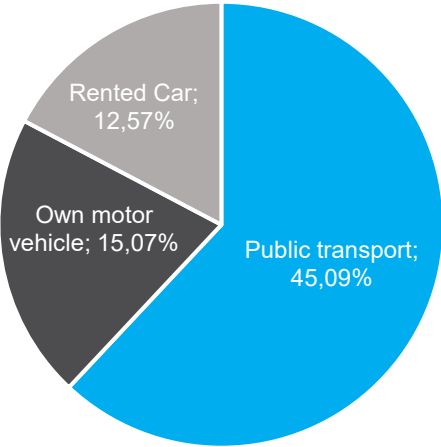
- In Figure 11, it is evident that visitor information centres played a crucial role as the primary source of information for tourists in 2024, with 25.41% of visitors relying on these centres to guide their experiences. This highlights the importance of such facilities in enhancing visitor engagement and providing essential local knowledge. In addition, a share of 20.59% of visitors obtained information through word of mouth, while 10.96% of visitors relied on their previous experiences (return visits).
- An in-depth examination of the survey results not shown in the graphs below indicated that past experiences, especially return visits, had a significant impact on the decision-making processes of overseas tourists who considered a trip to the province in 2024. This implies that the positive impressions left by past encounters lead to repeat visits, with visitor information centres serving as secondary yet important resources. Notably, for domestic visitors, visitor information centres were a major factor in shaping their travel decisions, underscoring a difference in how domestic and overseas tourists gathered information about the province.
- The survey also provided insights into transportation preferences among visitors. About 45.09% of domestic visitors opted to use public transportation, and 56.66% of overseas visitors chose for rental cars, suggesting a desire for flexibility and independence in their travel plans. This can be seen in Figures 12 and 13.

Figure 11: Top information sources used by visitors in the province, January–December 2024



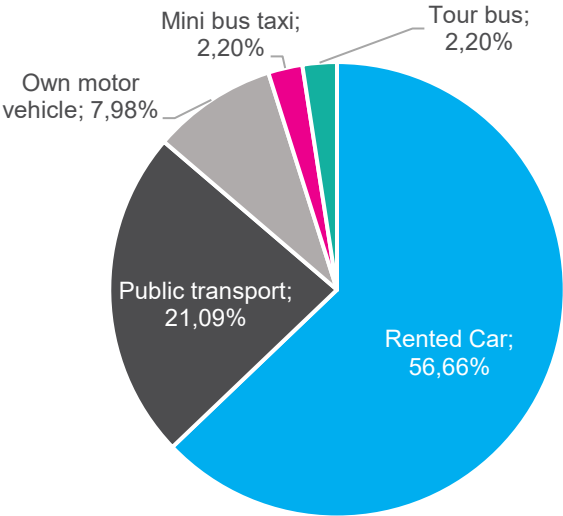
Note: 25.68% of the respondents to the survey did not specify their top information source.

Figure 12: Mode of transport used by domestic visitors, January–December 2024



Note: 27.27% of the respondents to the survey did not specify the mode of transportation used.

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



Note: 9.87% of the respondents to the survey did not specify the mode of transportation used.

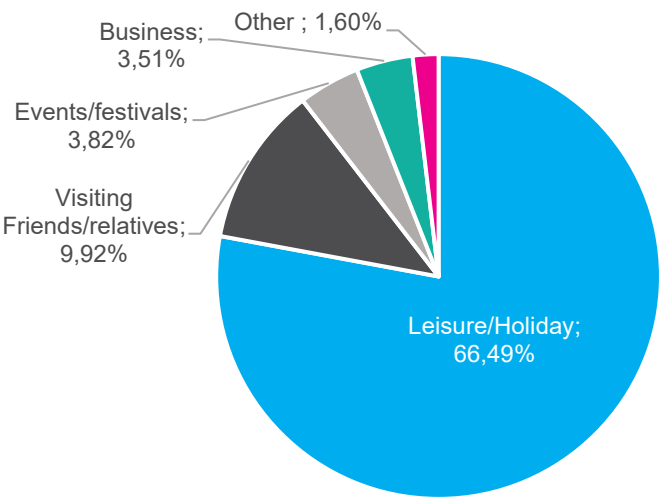
Source: Wesgro Visitor Tracking Survey (2024)

5. Overberg Visitor Trends & Patterns: Purpose of Visits

- Figure 14 indicates that most tourists visited and explored the province for leisure purposes (66.49%), followed by a smaller yet significant share of those who travelled to reconnect with friends and family, to attend events or festivals, and for business 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 cuisine offerings emerged as a key highlight, followed by scenic drives, culture and heritage experiences, outdoor activities and visiting the beach. This can be seen in Figure 15. All of these activities are renowned for being unique experiences that can be enjoyed in the Western Cape.

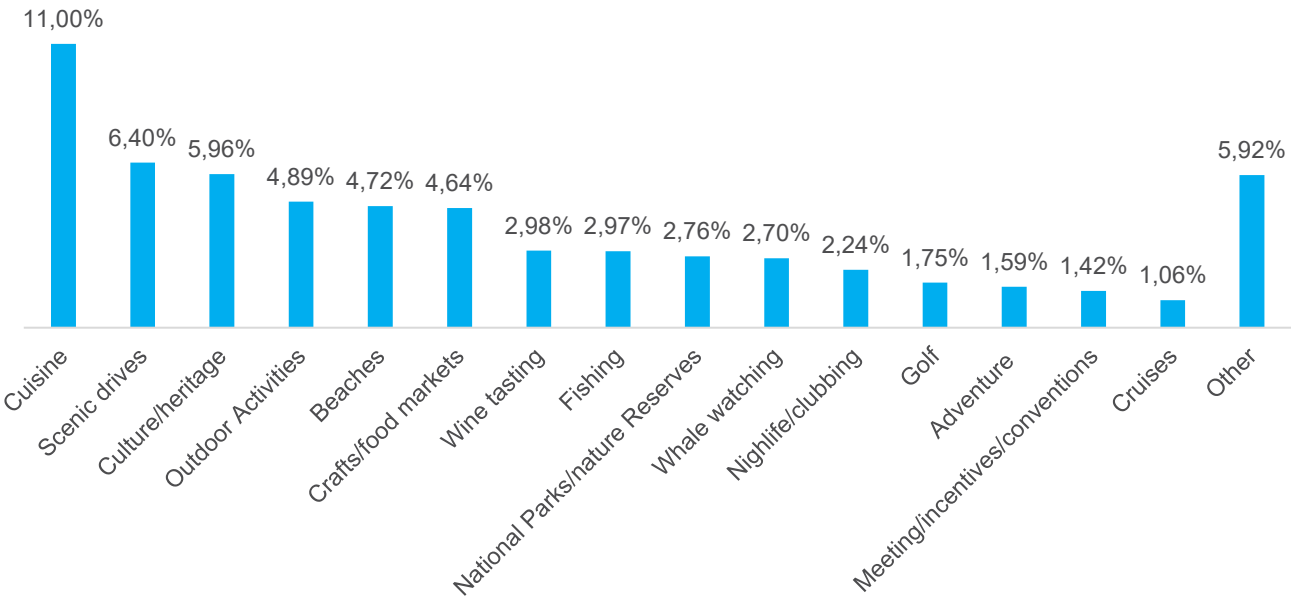


Figure 14: Purpose of visits, January–December 2024



Note: 14.67% of the respondents to the survey did not specify their purpose of visit.

Figure 15: Top activities undertaken by visitors, January–December 2024



Note: 37.01% of the respondents to the survey did not specify their activities undertaken in the region.

Source: Wesgro Visitor Tracking Survey (2024)

6. Western Cape Visitor Trends & Patterns by Region

The findings presented in the reports below are obtained from Wesgro’s regional visitor tracking surveys collected between January and December 2024.

Overberg Tourism Visitor Trends: January to December 2024	Weskus Tourism Visitor Trends: January to December 2024	Cape Winelands Tourism Visitor Trends: January to December 2024	George & Wilderness Tourism Trends: January to December 2024
 Overberg Tourism Visitor Trends January to December 2024 Corporate Wesgro Scan the QR code or Click here to view or download the report.	 Weskus Tourism Visitor Trends January to December 2024 Corporate Wesgro Scan the QR code or Click here to view or download the report.	 Cape Winelands Visitor Trends January to December 2024 Corporate Wesgro Scan the QR code or Click here to view or download the report.	 George & Wilderness Visitor Trends January to December 2024 Corporate Wesgro Scan the QR code or Click here to view or download the report:

6. Western Cape Visitor Trends & Patterns by Region

The findings presented in the reports below are obtained from ROVE: A mobile location data insight dashboard, designed to uncover actionable insights about tourist visitation patterns, tourist origin markets, location affinity, times of visits, duration of visits, and tourist demographics.

***Data period:** January and December 2024.

Cape Karoo Tourism Visitor Trends: January to December 2024	Cape Town Tourism Visitor Trends: January to December 2024	Garden Route & Klein Karoo Visitor Trends: January to December 2024
 Cape Karoo Tourism Visitor Trends January to December 2024 Corporate Wesgro Scan the QR code or Click here to view or download the report.	 Cape Town Tourism Visitor Trends January - December 2024 Corporate Wesgro Scan the QR code or Click here to view or download the report.	 Garden Route & Klein Karoo Visitor Trends January to December 2024 Corporate Wesgro Scan the QR code or Click here to view or download the report.

7. Acknowledgements

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The participating district municipalities:

Garden Route & Klein Karoo
Cape Overberg
Weskus
Cape Winelands

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