

# Cape Overberg Visitor Trends 2019

# WESGRO

cape town & western cape  
tourism, trade & investment

# %

share of overseas visitors	58.9%
share of domestic visitors	41.1%
share of overnight visitors	80.6%
share of day visitors	19.4%

# Top 3

## international markets

United Kingdom	(33%)
Germany	(30.7%)
France	(5%)

# Top 3

## domestic markets

Western Cape	(73.1%)
Gauteng	(10.5%)
KZN	(6.4%)

## Main purpose of visit

 Holiday/Leisure	82.7%
 Business	4.4%
 VFR	6.8%



**Travel group size**

Pairs	60.3%
Alone	17.3%

**Age group**

36-50	(30.2%)
51-70	(22.5%)

## Length of stay

1 night	46.1%
2 nights	17.1%
3 nights	7.2%



Rented car	48.1%
Own vehicle	41.4%

## Top information sources

Return Visit	14.9%
Word of mouth	50.2%

## Average daily spend

R501 – R1000 (35.6%)



## Top 3 activities in the Cape Overberg

Scenic Drives	(44.4%)
Outdoor Activities	(36.7%)
Cuisine	(38.2%)