

Cape Whale Coast Visitor Trends 2019

WESGRO

cape town & western cape
tourism, trade & investment

%

share of overseas visitors	59.3%
share of domestic visitors	40.7%
share of overnight visitors	81.8%
share of day visitors	18.2%

Top 3

international markets

United Kingdom	(33.3%)
Germany	(29.9%)
France	(4.9%)

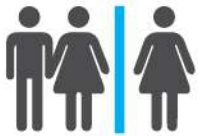
Top 3

domestic markets

Gauteng	(10.3%)
Western Cape	(73.6%)
Kwazulu-Natal	(6.3%)

Main purpose of visit

 Holiday/Leisure	84.7%
 VFR	7.1%
 Business	4.1%

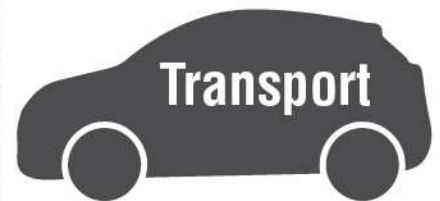


Travel group size
 Pairs 62.4%
 Alone 17.3%

Age group
 36-50 (30.5%)
 51-70 (22.8%)

Length of stay

1 night	58.3%
2 nights	20.7%
3 nights	9%



Transport
 Rented car — 48%
 Own vehicle — 42%

Top information sources

Return visit	15.4%
Word of mouth	51.7%

Top 3

activities in the Cape Whale Coast



Average daily spend

R501 – R1000 (36.8%)



Overseas	Scenic drives (43.7%)	Outdoor activities (34.5%)	Cuisine (41.5%)
Domestic	Scenic drives (49.8%)	Outdoor activities (42.9%)	Cuisine (36.8%)