Overberg Tourism Visitor Trends

January to June 2025

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Contents

Section
1. About this Report
2. Methodology
3. Sample Size
4. Key Insights
5. Overberg Visitor Trends & Patterns
6. Overberg Visitor Trends & Patterns by Town
7. Acknowledgements

1. About this Report

This report provides an overview of the latest data from local tourism offices in the Overberg between January and June 2025.

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 June 2025, 3,867 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 June 2025

Towns	Domestic Visitors	Overseas Visitors	Total
1. Hangklip Kleinmond	2 006	52	2 058
2. Hermanus	533	658	1 191
3. Stanford	304	71	375
4. Gansbaai	141	102	243
Total	**2 984**	**883**	**3 867**

Source: Wesgro Regional Visitor Tracking Survey, 2025

4. Key Insights

- **Visitor segment and origin:** Between January and June 2025, 77.17% of visitors to Overberg were domestic tourists, primarily from the Western Cape, which accounted for 86.36% of these visitors. Overseas visitors accounted for 22.83% of tourists, with Germany (21.52%), the UK (18.35%) and China including Hong Kong (11.33%) being the leading source markets for the region.
- **Seasonality spread:** Between January and June 2025, the region attracted 3,867 tourists, of whom 2,984 were domestic tourists and 883 from overseas. The total number of domestic tourists to the region highlights the importance of local tourism for the region's economy.
- **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**: Approximately 48.88% of visitors to the region were day visitors, while 22.37% of tourists typically spent between three and six days exploring the region.
- **Information sources:** Visitor information centres played a crucial role for tourists, with 43.11% of visitors relying on them for guidance while exploring the region. Word of mouth influenced 25.39% of tourists, while 10.14% relied on past experiences..
- **Transportation and accommodation preferences:** Among domestic visitors, 84.85% used public transport, while 69.42% of overseas visitors chose rental cars, reflecting a preference for flexibility. In addition, 17.97% of domestic and overseas visitors selected self-catering options, and 15.13% stayed in guesthouses.
- **Visitor spending:** Approximately 33.13% of visitors spent on average R1001 to R2000 daily during their visit to the region. In addition, 17.40% allocated a budget between R2001 and R5000 for accommodation.
- **Purpose of visit:** Some 69.15% of visitors visited the region for leisure purposes and to enjoy local cuisine, outdoor activities, cultural/heritage sites, scenic drives, and to visit national parks or nature reserves.
- **Visitor origin by town:** Hangklip-Kleinmond emerged as the top town in the region, drawing the highest percentage of domestic visitors at 97.47%; followed by Stanford, which attracted 81.07% of domestic visitors; and Gaansbaai, with 58.02% of domestic visitors. Meanwhile, Hermanus was noted for having the largest number of overseas visitors, who accounted for 55.25% of the total number of visitors.
- **Activities undertaken by town:** Notably, outdoor activities were identified as the most popular activity in Gansbaai, while Hangklip-Kleinmond was favoured for its culinary offerings or experiences. Hermanus attracted visitors seeking wine tasting experiences, and Stanford was recognised for its outdoor activities.

Source: Wesgro Visitor Tracking Survey (2025)

5. Overberg Visitor Trends & Patterns

Wesgro Primary Research: Regional Visitor Tracking Surveys

5. Overberg Visitor Trends & Patterns: Origin of Visitors

- Between January and June 2025, the domestic market accounted for a significant majority of visitors (77.17%) to the region. In contrast, the overseas market accounted for a smaller but notable 22.83% of tourists. This distribution of visitors is illustrated in Figure 1, highlighting the prominence of local travel.
- Among the domestic tourists, a remarkable 86.36% 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 tourists from various domestic sources.

Figure 1: Overseas and domestic visitors, January–June 2025

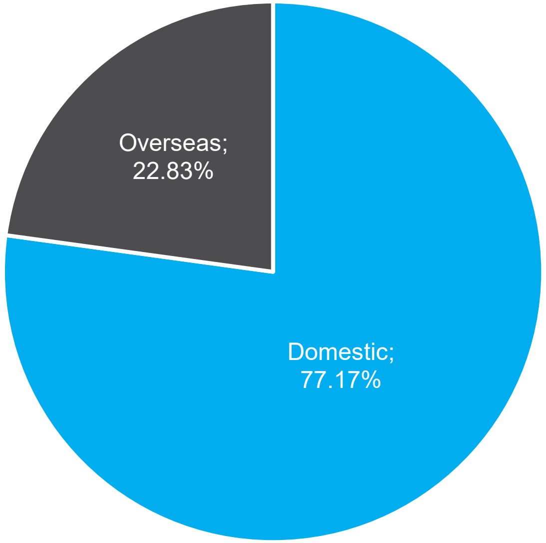
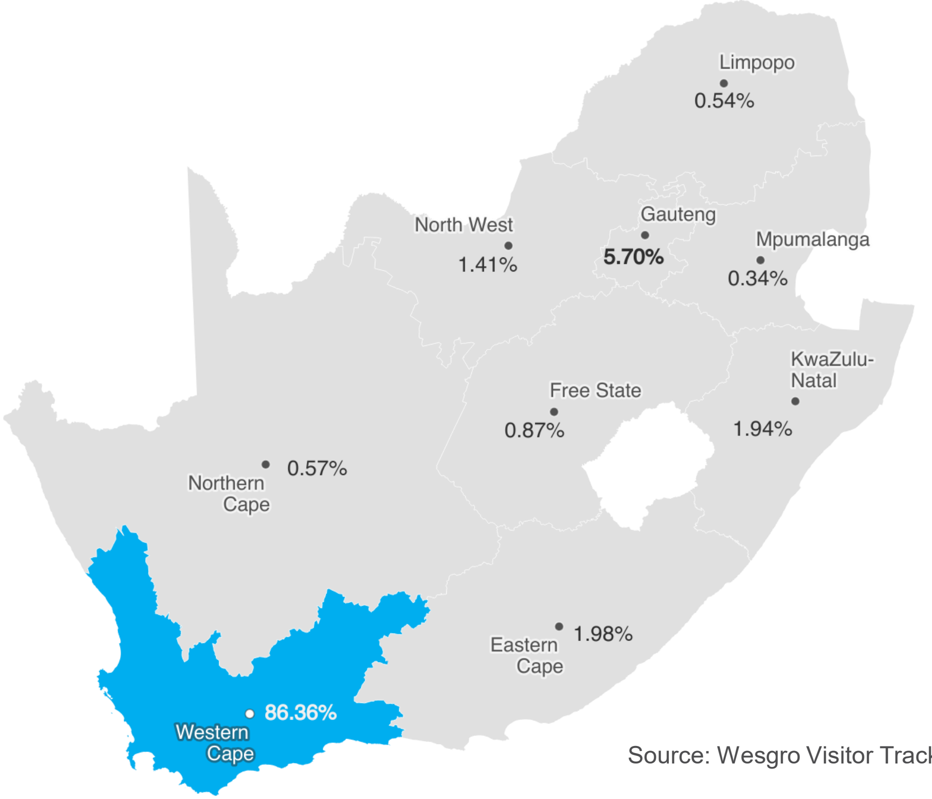


Figure 2: Origin of domestic visitors, January–June 2025



Source: Wesgro Visitor Tracking Survey (2025)

5. Overberg Visitor Trends & Patterns: Source Markets

- According to Figure 3, the greatest share of overseas travellers visiting the Overberg region originated from Germany, which accounted for 21.52% of the total visitor numbers. Following Germany, the United Kingdom ranked as the second-largest source market, contributing 18.35% of overseas visitors. Meanwhile, China including Hong Kong, was in third place, accounting for 11.33% 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.

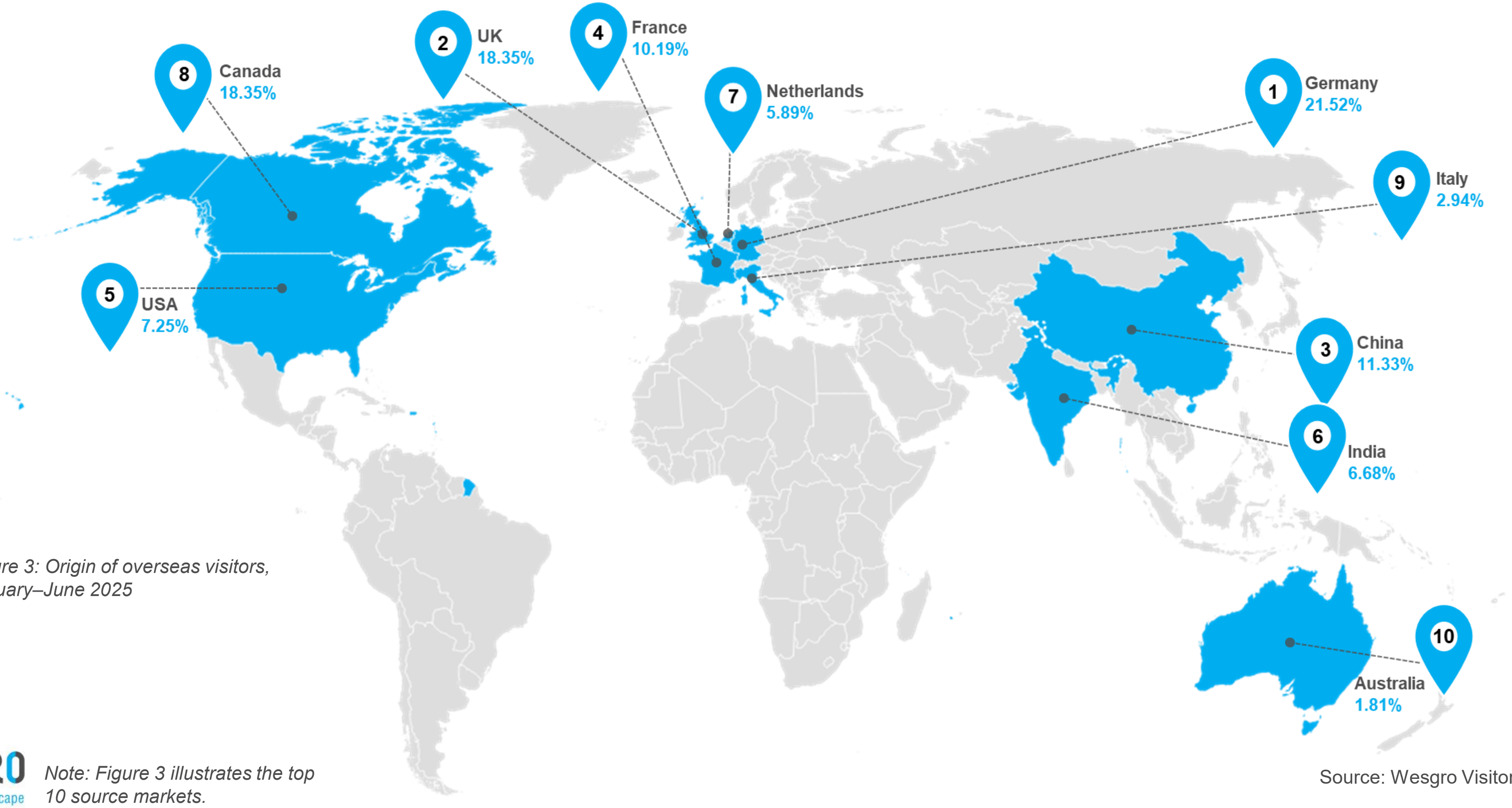


Figure 3: Origin of overseas visitors, January–June 2025

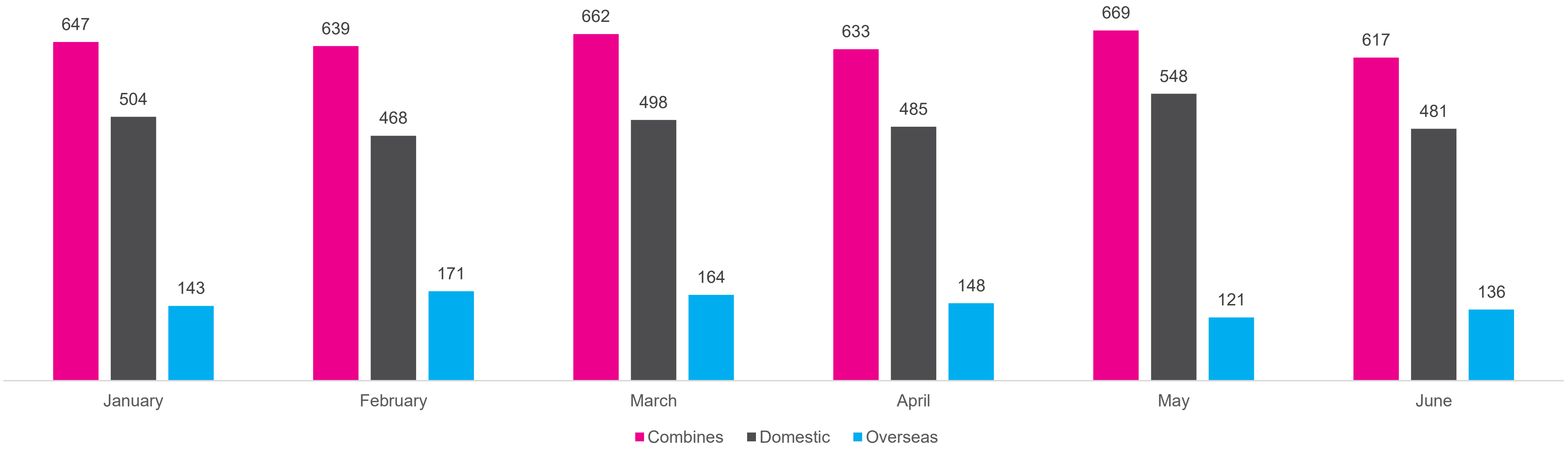
Note: Figure 3 illustrates the top 10 source markets.

Source: Wesgro Visitor Tracking Survey (2025)

5. Overberg Visitor Trends & Patterns: Seasonality

- Figure 4 illustrates that tourist visits to the Overberg region maintained a steady flow from January to June 2025. During this six-month period, the region welcomed a total of 3,867 visitors, highlighting its appeal as a travel destination.
- A closer look at the data reveals that domestic tourism had a considerable impact on the region, with a total of 2,984 domestic tourists visiting. In comparison, the region saw a lower number of overseas visitors, totalling 883. This highlights the importance of local tourism in supporting the region's economy.

Figure 4: Seasonality spread in the Overberg, January–June 2025



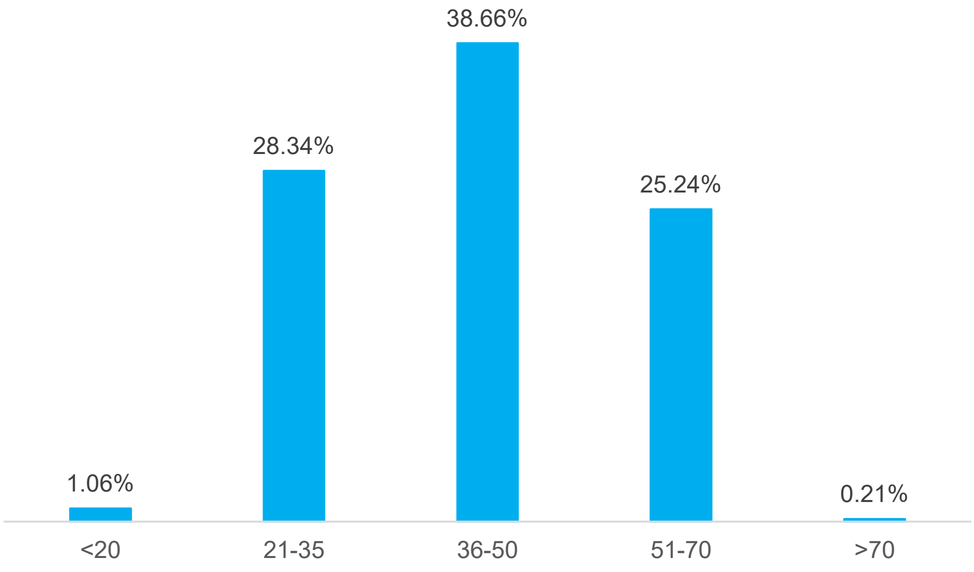
Source: Wesgro Visitor Tracking Survey (2025)

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.

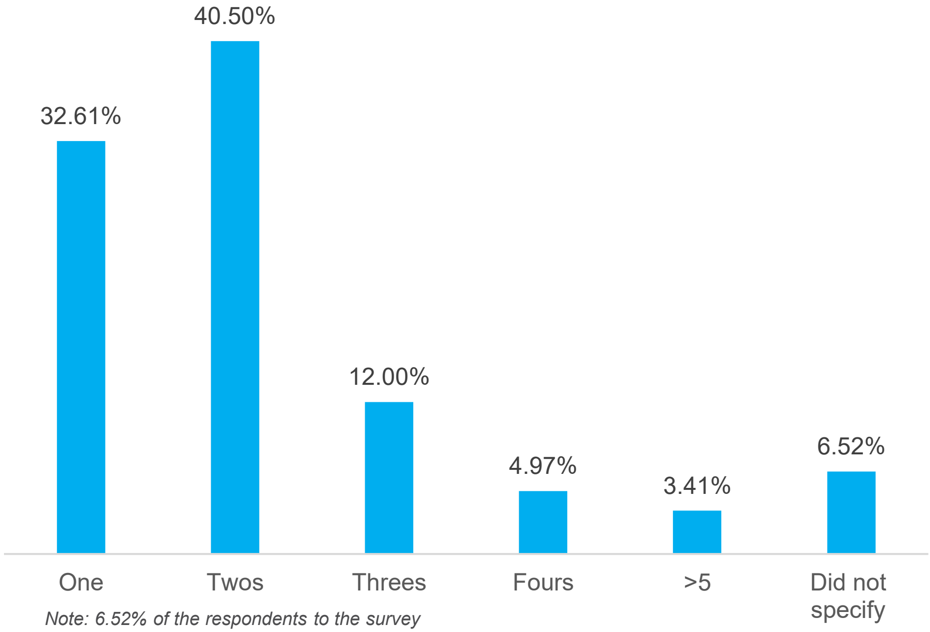
- Regarding travel group size, the data reveals that a significant portion of these visitors preferred to travel in pairs, constituting 40.50% of total tourists. In addition, a notable 32.61% chose to embark on their journeys alone, and 12.00% of tourists arrived in groups of three. This can be seen in Figure 6.

Figure 5: Age group of visitors, January–June 2025



Note: 6.49% of the respondents to the survey did not specify their age.

Figure 6: Travel group size of visitors, January–June 2025



Note: 6.52% of the respondents to the survey did not specify their travel group size.

Source: Wesgro Visitor Tracking Survey (2025)

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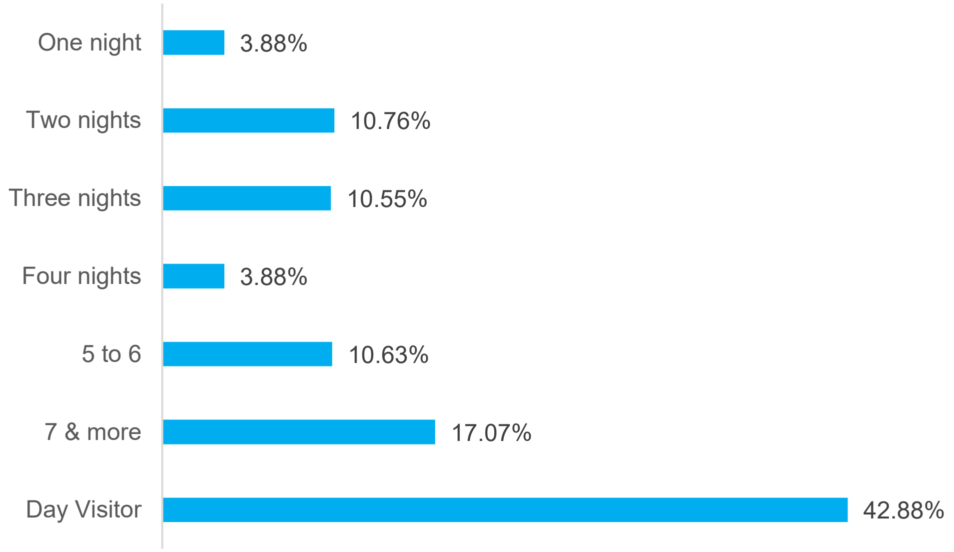
5. Overberg Visitor Trends & Patterns: Length of Stay

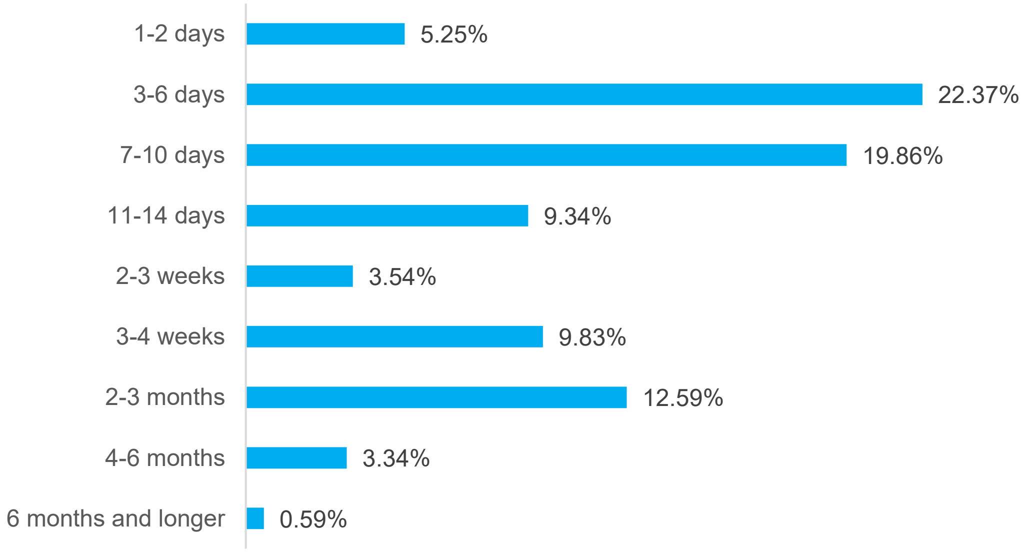
- According to Figure 7, approximately 42.88% of visitors to the region were day visitors, meaning they arrived and departed on the same day. A detailed examination of survey data—beyond what is illustrated in the graphs below—indicates that the majority of domestic tourists fall into the day-visitor category, opting for shorter, more spontaneous trips. In contrast, most overseas tourists chose to stay for a more extended period, typically spending at least two nights in the region.
- Furthermore, Figure 8 presents a more comprehensive view of the average duration of stays for both domestic and overseas visitors in the Western Cape. The data shows that 22.37% of tourists mostly spent between three to six days in the province, allowing for a more immersive experience. In addition, a notable 19.86% of tourists extended their stays even further, opting for visits lasting between seven to ten days, which provides ample time to explore local culture, cuisine, and the natural beauty of the province.

Figure 7: The average length of stay in the Overberg region, January–June 2025



Note: 0.36% 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–June 2025



Note: 13.29% of the respondents to the survey did not specify their average length of stay in the Western Cape.

Source: Wesgro Visitor Tracking Survey (2025)

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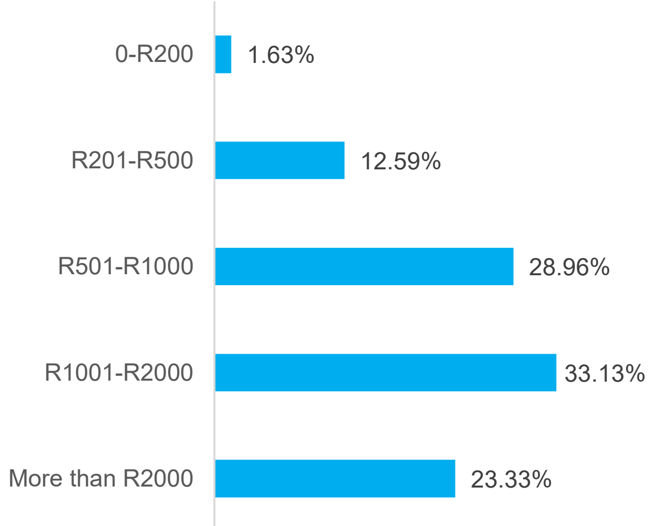
5. Overberg Visitor Trends & Patterns: Visitor Spending

- The examination of visitor expenditures in the Overberg region provides significant insights into the financial behaviour of tourists, as illustrated in Figure 9. Approximately 33.13% of visitors reported daily expenses in the range of R1001 to R2000. Meanwhile, 28.96% had daily expenditure averages ranging between R501 and R1000, and around 23.33% of respondents reported budgets that exceeded R2000.

- In terms of accommodation preferences, Figure 10 highlights the most favoured types of lodging among visitors to the Overberg. Self-catering accommodations stood out as the most preferred choice, with 17.97% of visitors opting for this type of accommodation. Guesthouses followed, ranking as the second most popular option, chosen by 15.13% of visitors, and bed and breakfast establishments came in close behind, appealing to 8.40% of visitors. Looking at the average spending on accommodation, Figure 11 indicates that 17.40% of visitors set a budget between R2001 and R5000 for their lodging. At the same time, another 12.83% reported accommodation expenses in the range of R1001 to R2000 during their visit to the Overberg.

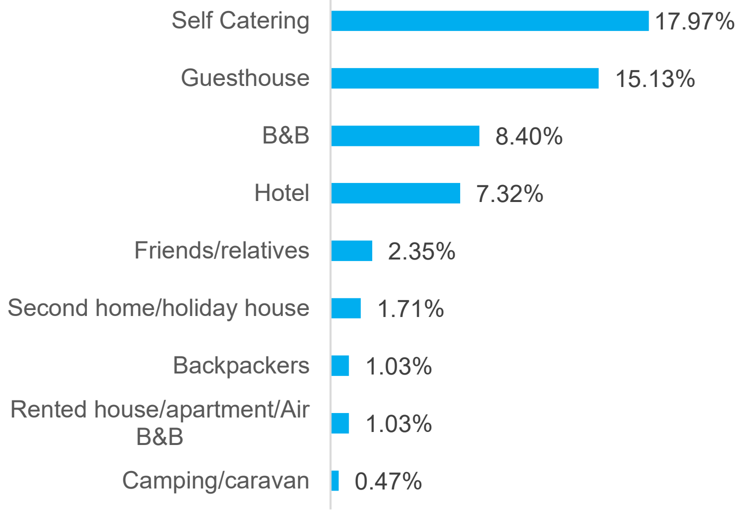
- The data reveals a diverse range of financial commitments made by tourists visiting the region. A more detailed analysis, not included in the figures below, indicated that tourists' daily spending patterns demonstrated a positive correlation with the majority of visitors who stayed for durations ranging from one night to over seven nights. This trend highlights the substantial positive contribution that tourists' length of stay and spending had to the region's economy between January and June 2025.

Figure 9: Average daily spend, January–June 2025



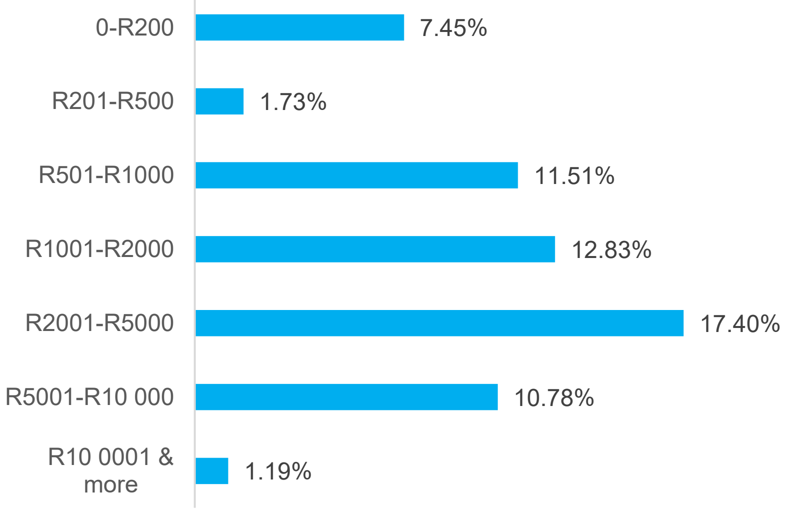
Note: 0.36% of the respondents to the survey did not specify their daily average spend.

Figure 10: Accommodation usage, January–June 2025



Note: 44.58% of the respondents to the survey did not specify their accommodation usage.

Figure 11: Average spend on accommodation, January–June 2025



Note: 37.11% of the respondents to the survey did not specify their average spend on accommodation.

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Source: Wesgro Visitor Tracking Survey (2025)

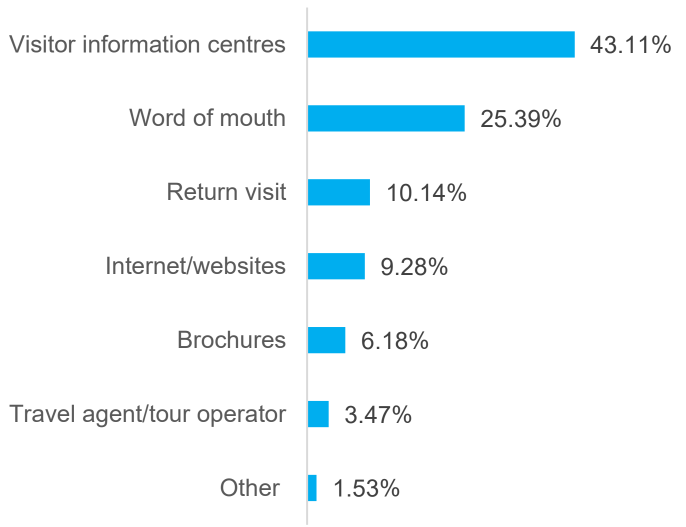
5. Overberg Visitor Trends & Patterns: Info Sources & Transport

- In Figure 12, it is evident that visitor information centres served as the main source of information for tourists during the first half of 2025, with a significant 43.11% of visitors depending on these centres to shape their experiences. In addition, 25.39% of visitors received information through word of mouth, while 10.14% relied on their past experiences from return visits.

- A more detailed examination of the survey responses not shown in the graphs below indicated that visitor information centres in the Overberg had a considerable impact on the decision-making processes of both domestic and overseas tourists who considered a trip to the region between January and June 2025.

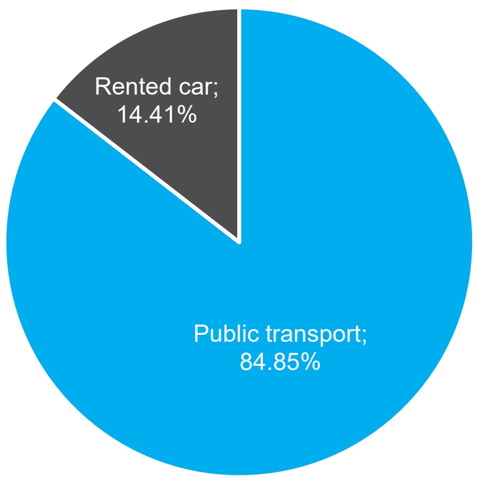
- The survey also offered valuable information on transportation choices among visitors. Almost 84.85% of domestic tourists chose to use public transportation to explore the region, whereas 69.4% of overseas visitors preferred rental cars, indicating a preference for flexibility and independence in their travel arrangements. This information can be observed in Figures 13 and 14.

Figure 12:Top information sources used by visitors to the Overberg, January–June 2025



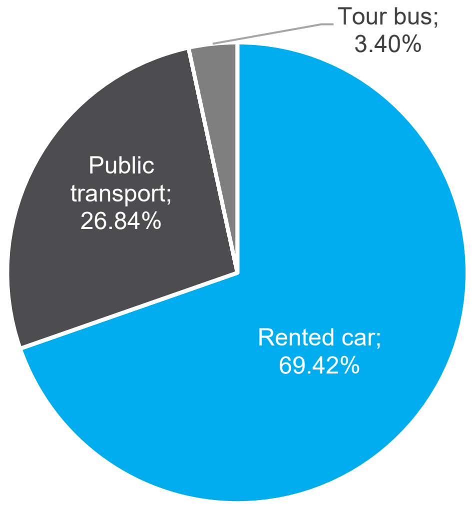
Note: 0.91% of the respondents to the survey did not specify their top information source.

Figure 13: Mode of transport used by domestic visitors, January–June 2025



Note: 0.57% of the respondents to the survey did not specify the mode of transportation used.
**0.10 of respondents indicated having used a tour bus.*

Figure 14: Mode of transport used by overseas visitors, January–June 2025



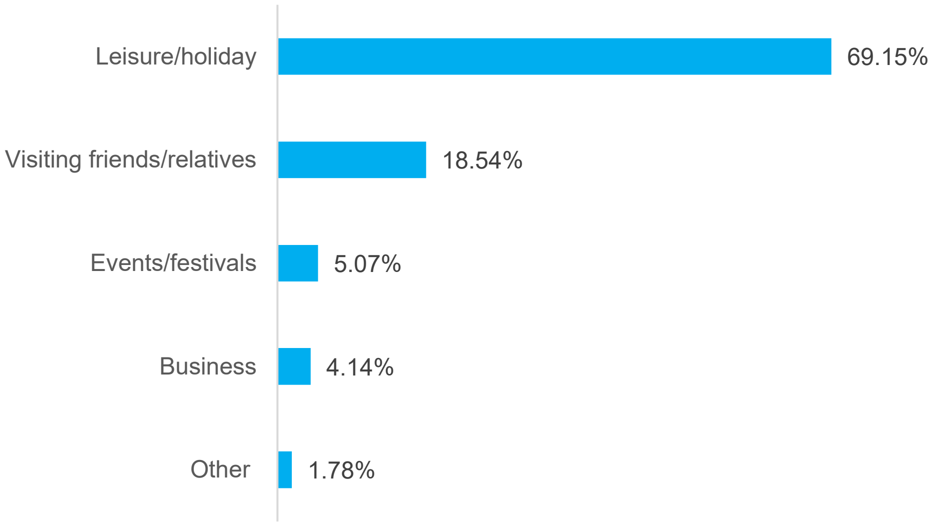
Note: 0.34% of the respondents to the survey did not specify the mode of transportation used.

Source: Wesgro Visitor Tracking Survey (2025)

5. Overberg Visitor Trends & Patterns: Purpose of Visits

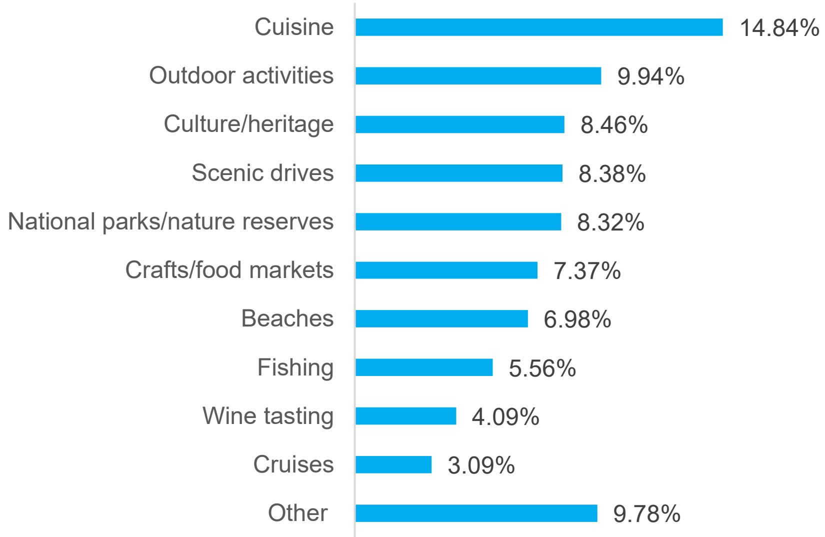
- Figure 15 shows that a significant percentage of tourists (69.15%) visited the region for leisure. In contrast, a notable percentage, 18.54% of visitors, travelled to the region to reconnect with friends and family, while 5.07% of visitors were attracted by specific events or festivals in the area, and only 4.14% came for business purposes.
- Among the various activities that tourists participated in during their visit, several gained particular popularity. The discovery of the region's rich and varied culinary offerings highlighted a keen interest in local food culture. This was followed by an interest in outdoor pursuits, scenic drives, cultural and heritage experiences, as well as visits to craft and food markets.
- Survey responses not illustrated in the graph below provide important insights into the preferences of overseas visitors, revealing that the three most favoured activities were outdoor activities, and culture and heritage experiences. Meanwhile, interest in cuisine ranked as the top activity undertaken by domestic visitors to the region.

Figure 15: Purpose of visits, January–June 2025



Note: 1.32% of the respondents to the survey did not specify their purpose of visit.

Figure 16: Top 10 activities undertaken by visitors, January–June 2025



Note: 13.20% of the respondents to the survey did not specify their activities undertaken in the region.

Source: Wesgro Visitor Tracking Survey (2025)

6. Overberg Visitor Trends & Patterns by Town

Table 2: Overview of visitor trends and patterns by town, January–June 2025

Tourism indicators	Gansbaai	Hangklip-Kleinmond	Hermanus	Stanford
% Share domestic visitors	58.02%	97.47%	44.75%	81.07%
% Share overseas visitors	41.98%	2.53%	55.25%	18.93%
Top international markets	Germany (32.35%)	Germany (50.00%)	Germany (16.72%)	UK (40.85%)
	UK (13.73%)	UK (28.85%)	UK (15.81%)	Germany (29.58%)
Top domestic market	Western Cape (70.92%)	Western Cape (98.60%)	Western Cape (39.59%) / Gauteng (22.14%)	Western Cape (94.74%)
Main purpose of visit	Leisure/holiday (85.19%)	Leisure/holiday (70.12%)	Leisure/holiday (56.59%)	Leisure/holiday (93.33%)
Age profile of visitors	*Visitors did not specify	36–50 (35.91%)	36–50 (48.03%)	36–50 (49.07%)
		21–35 (33.77%)	21–35 (33.42%)	51–70 (42.67%)
Group size	*Visitors did not specify	Solo travellers (49.17%)	Pairs (47.77%)	Pairs (54.13%)
Length of stay	Day visitor (27.57%)	Day visitor (50.73%)	Two nights (28.88%)	Day visitor (88.00%)
	7 & more nights (18.11%)	7 & more nights (25.36%)	Three nights (22.00%)	
Top information sources	Visitor information centres (34.16%)	Visitor information centres (54.81%)	Internet/websites (25.69%)	Visitor information centres (96.80%)
	Internet/websites (20.58%)	Word of mouth (42.13%)	Return visit (24.94%)	
Average daily budget	R501–R1000 (32.10%)	R1001–R2000 (44.61%)	R501–R1000 (48.19%)	R501–R1000 (68.53%)
	R201-R500 (24.28%)	More than R2000 (37.90%)	R1001–R2000 (24.52%)	R201–R500 (20.80%)
Average budget for accommodation	R1001–R2000 (22.63%)	R2001–R5000 (22.50%)	R501–R1000 (29.55%)	R10 0001 & more (10.67%)
	R2001–R5000 (20.99%)	R5001–R10 000 (17.35%)	R1001–R2000 (27.62%)	R5001–R10 000(10.67%)
Type of accommodation	Self catering (25.93%)	Self catering (25.56%)	Hotel (23.59%)	*Over 90% of visitors did not specify
Top three activities undertaken	Outdoor activities (34.67%) Events (7.00%)	Cuisine (21.78%) / Scenic drives (12.60%)	Wine tasting (14.16%) / Outdoor activities (13.71%)	Outdoor activities (12.00%) Cuisine (4.18%)

Source: Wesgro Visitor Tracking Survey (2025)

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