

## **Western Cape figures for 2016 high season**

### **Cape Winelands**

The Winelands had a spectacular season of growth. The tourism office reported the majority of people that came to their offices were South Africans – mostly from Gauteng. The international market was made up mostly by Germans and people from the United Kingdom. Self-catering and guesthouses were the most frequently used form of accommodation, and all booked to capacity throughout the month of December.

### **Wellington**

- An increase of 7.1% was recorded, with the majority of the visitors being domestic with over a 100% increase in persons coming to the information centre compared to the previous year.
- The majority of the visitors were from Gauteng. International tourists were predominantly from Germany and the United Kingdom.

### **Robertson, Montagu and McGregor**

- Robertson, Montagu and McGregor recorded the highest numbers into the Winelands region with a combined number of 60 302 visits to the information office into the region for the 2016.
- The majority of international tourists came from Germany, Netherlands and the UK. The domestic market was led by the Western Cape, followed by the Free State.

### **Stellenbosch**

- Stellenbosch information office had an overall query growth of 16.37% for the year 2016. There was growth in the American, Canadian and Chinese markets.

### **Worcester**

- Worcester had a 53% increase in the number of people coming into their office in December 2016 compared to the previous year.
- These tourists originated mainly from Europe (Germany and Netherlands). Domestic trips were led by the Gauteng province.
- Visitors stayed longer in the area and most travelled in groups and families.

### **Cape West Coast**

#### Overview

- Cape West Coast tourism offices welcomed a significant share of Western Cape tourists.
- However 90% of visitors to the West Coast were from the local/domestic market, with the remainder from the international/African market.
- International visitors were led by the German, USA and UK markets respectively. Guesthouses were the most preferred form of accommodation.

## **Paternoster**

- Paternoster was one of the busiest towns in the region with a 93% increase in tourists recorded by the tourism offices. There was more than a 100% increase in domestic tourist information requests and a 24% increase in international tourist information requests.

## **Langebaan**

- Langebaan had a good season, recording an international presence increase of 25%.

## **Vredendal**

- The Vredendal tourist office had 16 visitors in December compared to 10 in 2015.
- Majority of the visitors frequenting these towns were from the Western Cape, Gauteng and Northern Cape Province. The majority of the international visitors were from Germany and the Netherlands.
- Guesthouses in the area reported growth in terms of bookings with a growth of 10% compared to 2015.

## **Vredenburg**

- Vredenburg's tourism office received a decrease in December numbers last year compared to the previous year, with 43 visitors recorded for the period compared to the 83 in 2015.
- Majority of travellers were from the United Kingdom.
- Germany, Netherlands and the UK were the leading markets in 2016.

## **Yzerfontein**

- In December, there was a 15% increase in the number of visitors, compared to the previous year.
- Majority of visitors originated from the German, French and British markets.
- Domestic visitors were predominantly from the Northern Cape, Free State and Gauteng.
- Beaches were filled to capacity and attracted people from the neighbouring regions.

## **Attractions**

### **West Coast Fossil Park**

- Visitors into the West coast fossil park increased by 23%. Moving from 1 826 in 2015 to 2 249 in 2016. A clear indication of growth and increased awareness.
- The West Coast National Park had a positive growth chart for the festive season with an increase of 18% from the previous year. Moving from 41 370 visitors in December 2015 to 48 652 in December 2016. However a drop was recorded in the number of bed nights sold from 234 in 2015 to 229 in 2016, a mere decrease of 2%.

## **Cape Overberg**

### **Cape Agulhas**

- Cape Agulhas is one of the busiest regions of the Western Cape. Statistics obtained indicate that the past festive season was far busier than that of 2015, with 25 000 tourists recorded in the tourism offices compared to the 15 026 of 2015, translating into a 66% increase.

### **Swellendam**

- Swellendam tourism offices received 1735 visitors into their offices as compared to the 1154 recorded in 2015. Visitors were led by the international market with a large share of the domestic market as well,
- Growth in the area was driven by events held over the festive season,
- Accommodation facilities and restaurants were constantly booked at capacity throughout the season.

### **Attractions**

#### **Agulhas National Park**

- Cape Agulhas National Park had a positive festive season growing from 6 226 guests in 2015 to 6 256 in 2016 (0.5%).
- Bed nights increased by 4%.

#### **Bontebok National Park**

- Bontebok National Park had an 8% increase in the number of visitors to the park. Moving from 3 087 guests in 2015 to 3 339 in 2016.
- Bed nights sold increased by 2% to 857 in 2016

## **Cape Garden Route**

### **Overview**

- The route is both a transit region and a stop-over holiday destination.
- Almost all attractions received a large increase in visitors over the season which led to an 14% increase.
- Knysna Tourism's festive season started earlier than the traditional mid-December period. They also highlighted increases in the below accommodation sectors:
  - Letting agents and facilities offering rentals for longer periods, minimum two weeks
  - Airbnb increase, which was evident across the Western Cape
  - House swapping options were also popular
  - Increase in adventure experiences and camping
  - Visitors preferred dining in privacy with picnics, braais and indulging in home entertainment at their accommodation establishments.

## Attractions

### Cango Caves

- 31 409 people were recorded in the caves last December compared to 30 792 in 2015 (2% increase).

### Tsitsikamma National Park

- December 2016 had a total of 41 575 guests, up 2% from the previous year.

### Wilderness National Park

- 21 504 guests were recorded in Wilderness National Park, up by 1%.

Bed nights increased by 9% from 2 781 nights sold in 2015 to 3 027 nights in 2016.

### Cape Karoo

## Attractions

### Tankwa Karoo National Park

- Tankwa Karoo National Park -unfortunately received 185less visitors and 155 less bed nights than 2016.

## Cape Town

### Overview

- A great festive season for the Cape's capital with an increase in the number of visitors recorded across the city.
- Accommodation was utilised to capacity throughout the season.
- A growth of 3 633 in the number of tourists received at the information office.

### City Centre

- Further investigation into the tourist hub of the Western Cape showed continued growth in the region. Its information offices had a (3 633) 22% boost in the number of visitors.
- Sixty six percent -of domestic visitors were from the Western Cape.
- Majority of international visitors originated from Germany (2 175), UK (1 394), North America (803) and a growth from Benelux (367).

## Attractions

The top attractions frequented by tourists had a busy festive season. The following attractions provided their numbers:

### Table Mountain Aerial Cableway

- The Aerial Cableway received 150 201 tourists in December 2016compared to the 149 682 tourists in 2015.

**Robben Island**

- Robben Island had an increase of 4% with the number of visitors growing from 47 945 in 2015 to 49 738 in 2016.

**Kirstenbosch Botanical Gardens**

- Kirstenbosch had a 3.7% increase moving from 114 389 in 2015 to 118 699 in 2016.

**Table Mountain National Park**

- Table Mountain National Park had an impressive 10.5% visitor increase, receiving 400 929 travellers in December 2016 as compared to 36 718 n 2015.

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