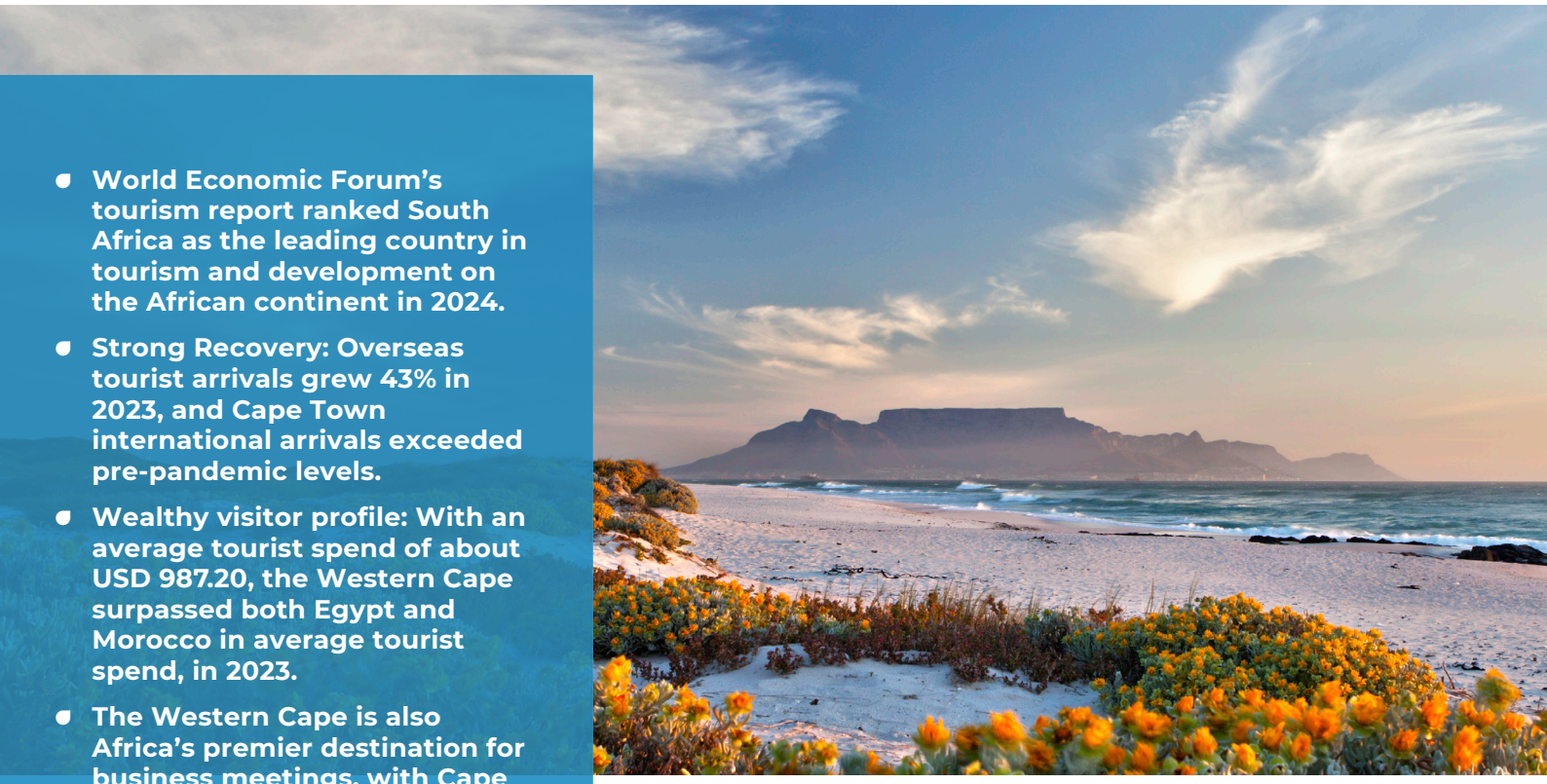
Western Cape Government

WESGRO
cape town & western cape
tourism, trade & investment



- **World Economic Forum's tourism report ranked South Africa as the leading country in tourism and development on the African continent in 2024.**
- **Strong Recovery: Overseas tourist arrivals grew 43% in 2023, and Cape Town international arrivals exceeded pre-pandemic levels.**
- **Wealthy visitor profile: With an average tourist spend of about USD 987.20, the Western Cape surpassed both Egypt and Morocco in average tourist spend, in 2023.**
- **The Western Cape is also Africa's premier destination for business meetings, with Cape Town hosting the most international in-person association meetings on the continent, in 2023.**

Western Cape TOURISM Investor Factsheet

OUR UNIQUE SELLING POINTS

1 Established Global Brand
Cape Town consistently ranks among top global tourist destinations – winning "World's leading Festival and Event Destination" three times since 2018.

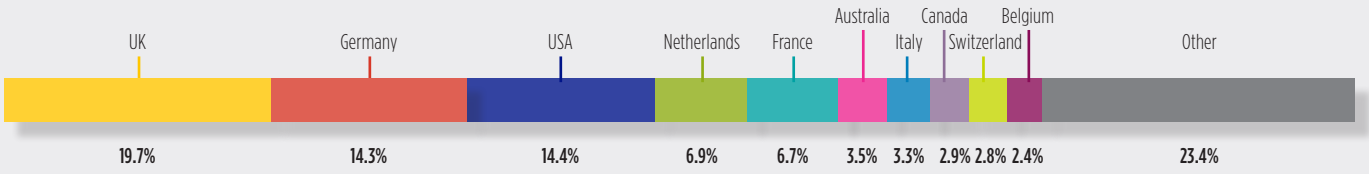
2 Diverse Tourism Offerings
Luxury experiences, adventure tourism, rich cultural heritage, world class vineyards, 33 blue flag beaches as well as 10 Ramsar sites & 3 UNESCO world heritage sites.

3 Leading Infrastructure
World-class infrastructure, sophisticated transportation networks, and reliable utilities – exceeding regional offerings.

4 Investor-friendly Environment
Tourism-friendly policies (limited VISA requirements), investment incentives, and investment intelligence through Invest SA and WESGRO.

5 Year-round Destination
South Africa's peak summer climate from December to February draws wealthy European & North American tourists, with off-peak intra-African visitors ensuring steady annual revenue.

TOP 10 OVERSEAS TOURIST MARKETS (ARRIVALS, 2023)



WHY INVEST IN THE WESTERN CAPE?

- Growing air connectivity: Cape Winelands Airport expansions will increase visitor numbers - boosting occupancy and returns, and opening investment opportunities for luxury eco-lodges in the Cape Winelands and adjacent West Coast.
- Positive ROI: Strong post-COVID recovery, boasting consistent double-digit growth in international tourist arrivals since 2023.
- Affordable Operations: Both economic and human capital advantages: affordable infrastructure, seasonal labour flexibility, and an affordable young, friendly, English-speaking labour pool ideal for servicing international tourists.
- Leading in Foreign Spend: Overseas tourist spending exceeded USD 1.1 billion – representing a 39.6%, y-o-y growth in 2023.

OUR UNIQUE SELLING POINTS

1 V&A WATERFRONT
Africa's top destination with 25mn visitors in 2024, ideal for retail, hospitality, and entertainment investment.

2 TABLE MOUNTAIN
A New7Wonder of Nature, Africa's top attraction, perfect for eco-tourism and adventure investments.

3 ROBBEN ISLAND
UNESCO World Heritage Site, a global heritage destination driving cultural tourism and educational investments.

4 CAPE WINELANDS
A world-class wine region, offering premium agritourism, luxury wine estates, and culinary investment opportunities.

WHERE TO INVEST IN THE WESTERN CAPE

- **Top 5 tourist cities in the province in 2023: Cape Town, Stellenbosch, Simon's Town, Knysna, and Hermanus.**
- **Top tourism sectors to invest in are food and wine, nature and wildlife, adventure and sport, arts and culture, and events.**

Scan for more information

E-mail:
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KEY COMPANIES PROVIDING WESTERN CAPE TOURISM-RELATED SERVICES

V&A Waterfront Cape Town · Aquila Private Game Reserve Safari · CTICC Cape Town International Convention Centre · Sun International · Table Mountain Aerial Cableway · Groot Constantia · Robben Island Museum