



- 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: International tourist arrivals grew 11% in 2025 while Cape Town Airport handled a record 11.1 million two-way passengers the same year.
- Wealthy visitor profile: Average tourism receipts in the Western Cape are approximately 50% above the African average, with tourists spending around US \$970 per trip in 2025.
- The Western Cape is also Africa's premier destination for business meetings, with Cape Town retaining its position as Africa's leading convention destination for 11 consecutive years in 2025.

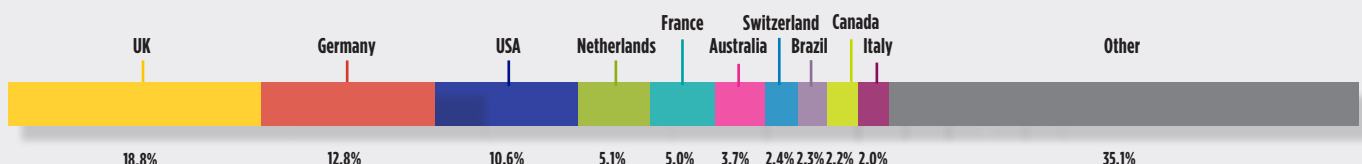


Western Cape **TOURISM** Investor Factsheet

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 (% OF SPEND, 2025)



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 accounted for around 65% of total tourism receipts in the Western Cape in 2025.

OUR UNIQUE SELLING POINTS

- 1 V&A WATERFRONT**
Africa's top destination with 25mn visitors in 2025, 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 ROBBER 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 2025: 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

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KEY COMPANIES PROVIDING WESTERN CAPE TOURISM-RELATED SERVICES

