

Garden Route & Klein Karoo Visitor Trends

Wesgro

cape town & western cape
tourism, trade & investment



/ Jan-Sep 2014 /

%

share of overseas visitors	38.5%
share of domestic visitors	61.1%
share of overnight visitors	34.5%
share of day visitors	65.5%

Top 3

international markets

- United Kingdom (22.4%)
- Germany (23.9%)
- Netherlands (10.1%)

age group

- 21 – 35 (30.3%)
- 36 – 50 (30.3%)
- 51 – 70 (27.3%)

Main purpose of visit

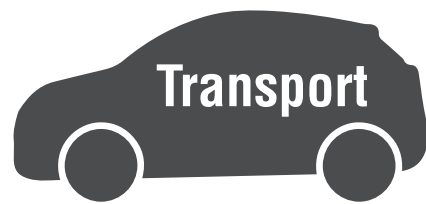
Holiday/Leisure	91%
Business	4.5%
Education	2.8%



- Travel group size**
- Fours 8.3%
 - Pairs 49%
 - Alone 30.4%

Length of stay

- 1 night **43.1%**
- 2 nights **22.8%**
- 3 nights **12.7%**



- Rented car — **56.2%**
- Own vehicle — **39.9%**



Top information sources

- Internet/Websites.. **18.3%**
- Word-of-mouth.....**48.6%**

Average daily spend
R501 – R1000 (39.0%)



Average spend on accommodation
R501 – R1 000 (39.4%)



Top 3 activities in the Garden Route & Klein Karoo



Overseas

- Scenic drives (25.2%)
- Gourmet restaurants (10.3%)
- Culture/Heritage (14.8%)

Domestic

- Scenic drives (28.3%)
- Wine tasting (12.3%)
- Culture/Heritage (9.3%)