

Cape Town & Western Cape

Western Cape Tourism Attractions Q2 (April- June) 2012



THE WESTERN CAPE DESTINATION MARKETING,
INVESTMENT AND TRADE PROMOTION AGENCY –
SOUTH AFRICA

I. General Overview

Global

According to the September 2012 issue of the UNWTO World Tourism Barometer, international tourist arrivals increased with 5% in the first half of 2012, recording **467** million tourists. Globally, international tourist arrivals grew more than 22 million between January and June 2012, from 445 million in the same period of the previous year.

National

The total tourist arrivals from April to June 2012 to South Africa were **2,148,566**, reflecting 10.5% growth when compared to the same period of the previous year. South Africa received the most visitors from Africa & the Middle East (1,634,212) followed by Europe (245,514).

Regional

The foot count is the number of walk-ins across the Western Cape and is comprised of visitors who came to the regional tourism offices to make bookings and to obtain general information about the destination. There were a total of **119,713** walk-ins in Q2 2012. The recording period was April (48,846), May (42,221) and June (28,646). Cape Town received 55,783 walk-ins, followed by the Cape Winelands (21,500), the Cape Garden Route & Klein Karoo (16,693), the Cape Overberg (16,536), the Cape West Coast (7,266) and the Cape Karoo (1,935).

Of the visitors to the Western Cape, 67.2% were domestic, followed by 30.4% who were from overseas, 1.1% originated from Africa (excluding domestic) and 1.3% did not indicate their country of origin. Of the overseas visitors, 6.6% were from the United Kingdom, followed by Germany (5.7%), United States (3.5%), the Netherlands (2.9%) France (1.7%) and Australia (1.7%). Of the domestic visitors, 44.5% were from the Western Cape, followed by Gauteng (9%), Eastern Cape (2.6%), KwaZulu-Natal (2.4%) and the Free State (1.5%).

Cape Town received the majority of overseas visitors (70.8%), followed by the Cape Winelands (46.4%), the Cape Garden Route & Klein Karoo (31.5%), the Cape Overberg (28.6%), the Cape West Coast (7.5%) and the Cape Karoo received 4.4% overseas visitors. The Cape Karoo welcomed the most domestic visitors (93.8%), followed by the Cape West Coast (91.5%), the Cape Overberg (70.6%), the Cape Garden Route & Klein Karoo (66%), the Cape Winelands (50.8%) and Cape Town (21.3%). Cape Town received 4.2% visitors originating from Africa (excluding domestic), followed by the Cape Winelands (1.1%).

In Q2 2012, the average travel group size to the Western Cape was three and the most common was two. Of the visitors to the Western Cape, 47.1% indicated that they stayed overnight, while 52.9% did not indicate their length of stay. The overall average length of stay of visitors was three nights,

The majority (79%) of visitors to the Western Cape travelled for holiday, followed by 5.8% who travelled for business, 2.4% attended events in and around the Western Cape, 2.3% explored the wine routes, 1.5% visited friends and relatives, 1.2% enjoyed the cuisine, 1.1% travelled to weddings and 2.1% travelled for various other reasons.

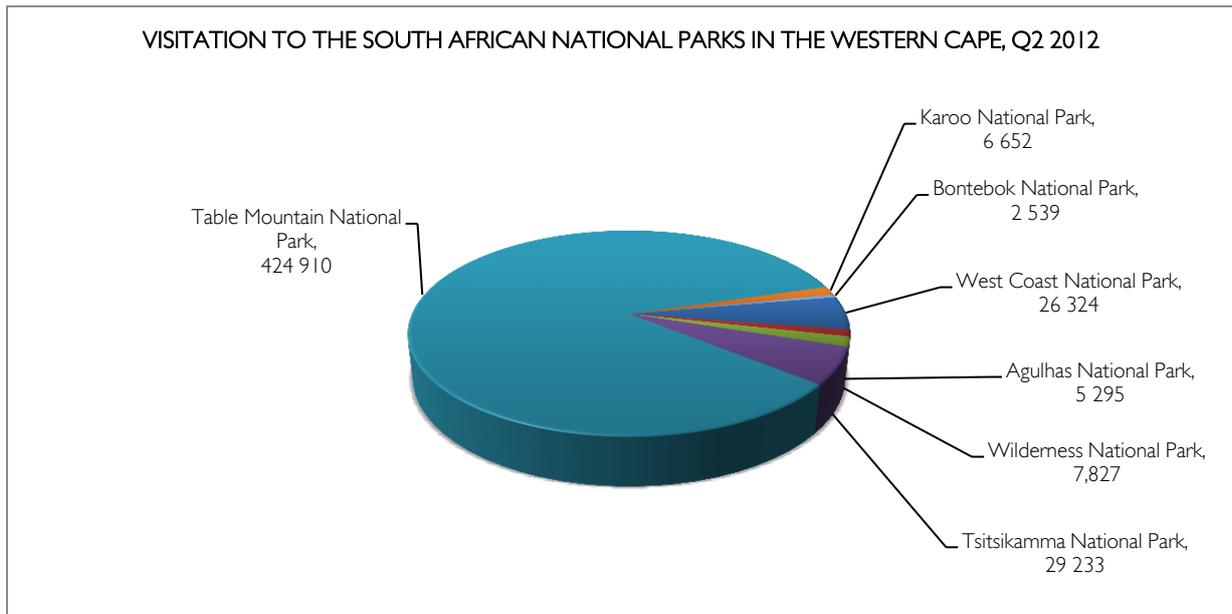
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2. South African National Parks

A total of **502,780** travellers visited the South African National Parks across the Western Cape in Q2 2012. Listed below is the total number of visitors received at each National Park:

- Agulhas National Park (5,295)
- Bontebok National Park (2,539)
- Karoo National Park (6,652)
- Table Mountain National Park (424,910)
- Tsitsikamma National Park (29,233)
- West Coast National Park (26,324)
- Wilderness National Park (7,827)



Source: South African National Parks, 2012

2.1 Lodging statistics for South African National Parks

As illustrated below, the Tsitsikamma National Park achieved the highest number in unit nights sold (3,891); bed nights sold (9,347) and camping nights sold (1,955). The Table Mountain National Park and Agulhas National Park each enjoyed the highest growth in unit nights sold (9.9%), and the Agulhas National Park enjoyed an increase of 17.7% in bed nights sold.

| LODGING STATISTICS FOR SOUTH AFRICAN NATIONAL PARKS, Q2 2012 | | | | | | | |
|--|-------|------------|-------------|------------|----------|----------------|---------|
| ACCOMMODATION | KAROO | WILDERNESS | TSITSIKAMMA | WEST COAST | BONTEBOK | TABLE MOUNTAIN | AGULHAS |
| Unit nights sold 2011 | 1,825 | 1,380 | 4,098 | 135 | 441 | 503 | 344 |
| Unit nights sold 2012 | 1,806 | 1,448 | 3,891 | 133 | 424 | 553 | 378 |
| 11/12% Change | -1.0 | 4.9 | -5.1 | -1.5 | -3.9 | 9.9 | 9.9 |
| Bed nights sold 2011 | 4,518 | 3,528 | 9,920 | 567 | 1,011 | 1,564 | 877 |
| Bed nights sold 2012 | 4,581 | 3,639 | 9,347 | 464 | 965 | 1,525 | 1,032 |
| 11/12% Change | 1.4 | 3.1 | -5.8 | -18.2 | -4.5 | -2.5 | 17.7 |
| Camping nights sold 2011 | 1,445 | 1,382 | 2,231 | - | 500 | - | - |
| Camping nights sold 2012 | 1,089 | 852 | 1,955 | - | 480 | - | - |
| 11/12% Change | -24.6 | -38.4 | -12.4 | - | -4.0 | - | - |

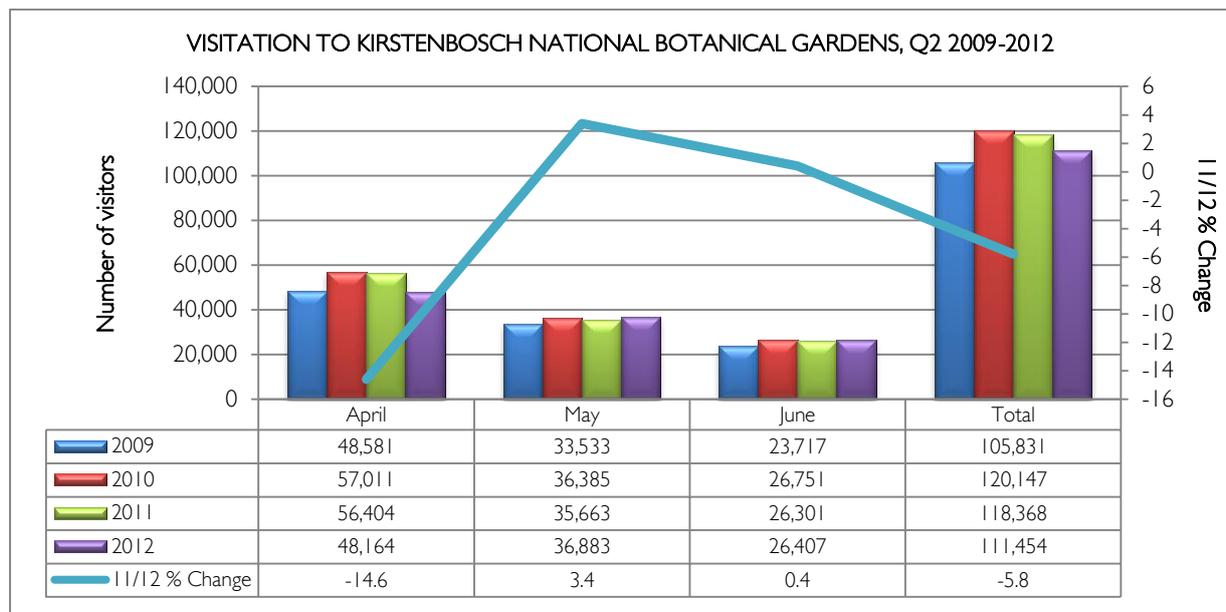
Source: South African National Parks, 2012

3. Attraction Visitation Data

3.1 Cape Town Attractions

3.1.1 Kirstenbosch National Botanical Gardens

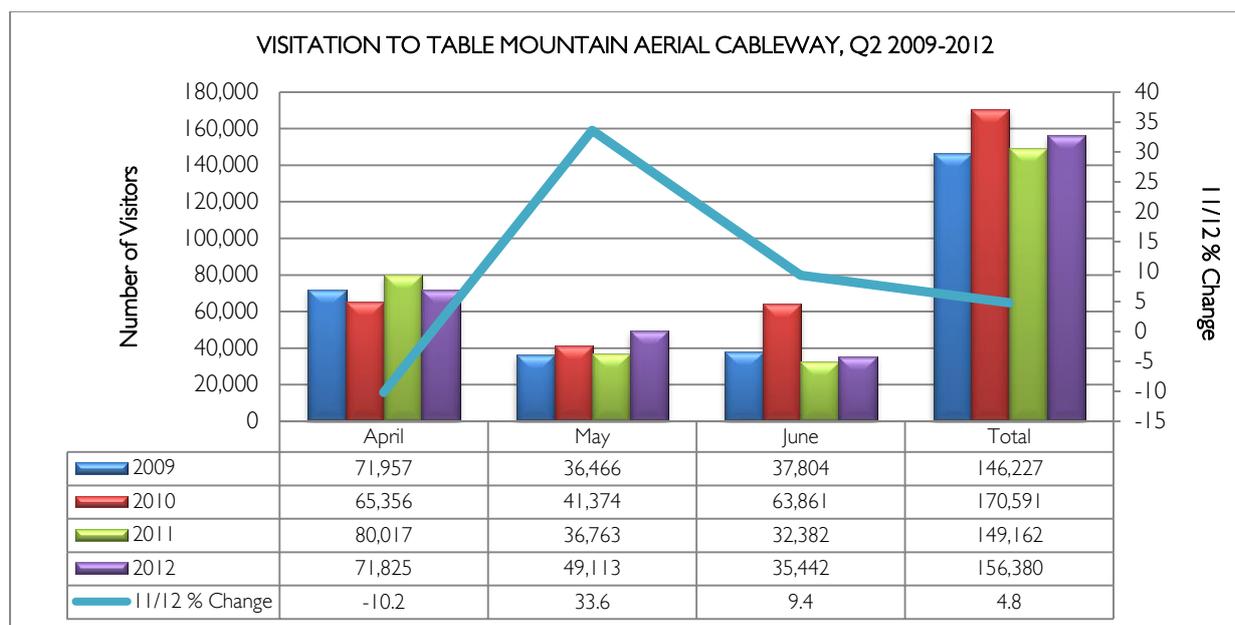
Kirstenbosch National Botanical Gardens received a total of 111,454 visitors in Q2 2012, and experienced an overall decline of 5.8% when compared to the previous year. April experienced a decrease of 14.6% in visitation, following an increase across May (3.4%) and June (0.4%).



Source: Kirstenbosch National Botanical Gardens, 2012

3.1.2 Table Mountain Aerial Cableway

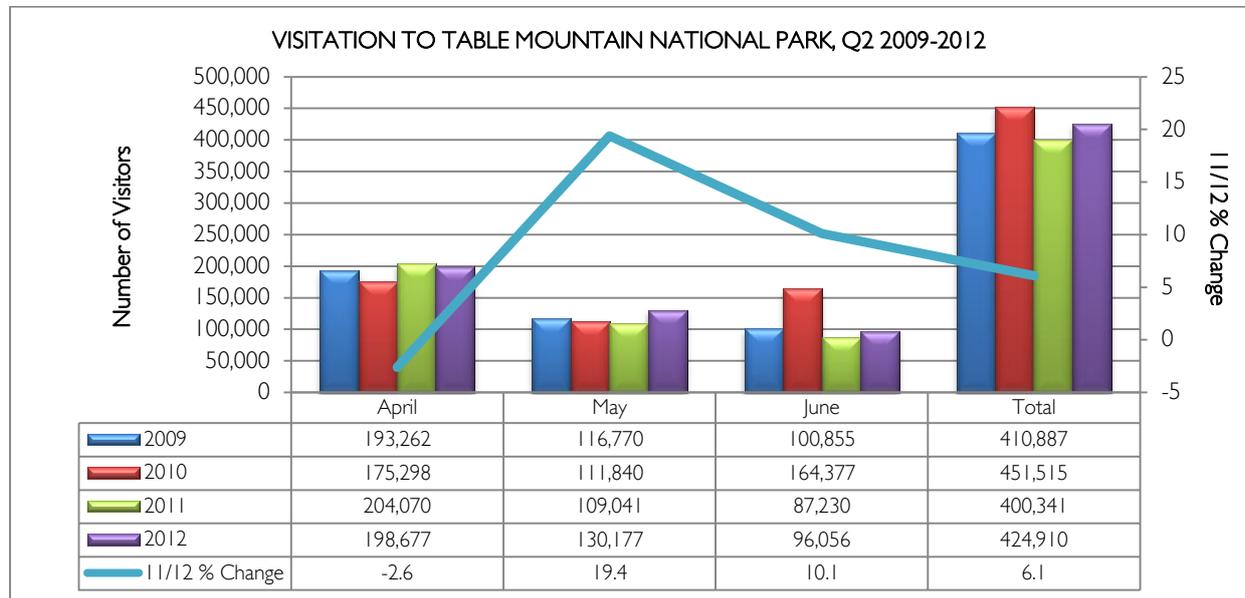
In Q2 2012, the Table Mountain Aerial Cableway achieved an overall year-on-year increase of 4.8% in visitation, as well as growth across May (33.6%) and June (9.4%).



Source: Table Mountain Aerial Cableway, 2012

3.1.3 Table Mountain National Park

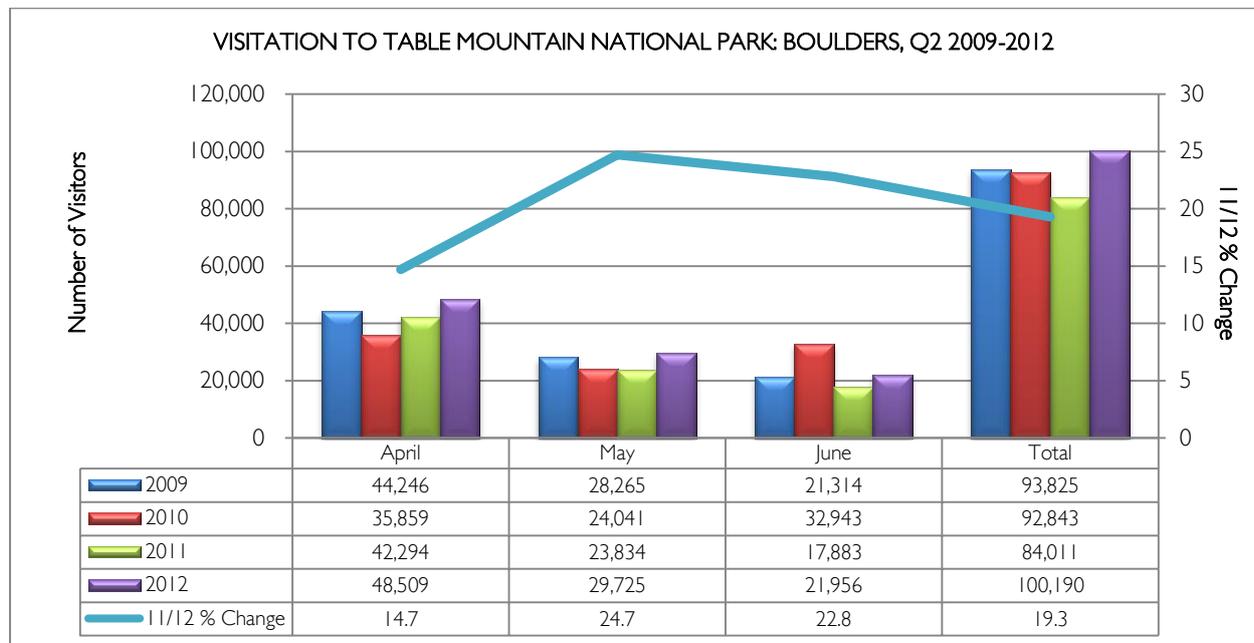
The Table Mountain National Park received a total of 424,910 visitors in Q2 2012 and enjoyed an overall increase of 6.1% when compared to the previous year. A decline of 2.6% was experienced in April, following growth in visitation across May (19.4%) and June (10.1%).



Source: South African National Parks, 2012

3.1.3.1 Table Mountain National Park: Boulders

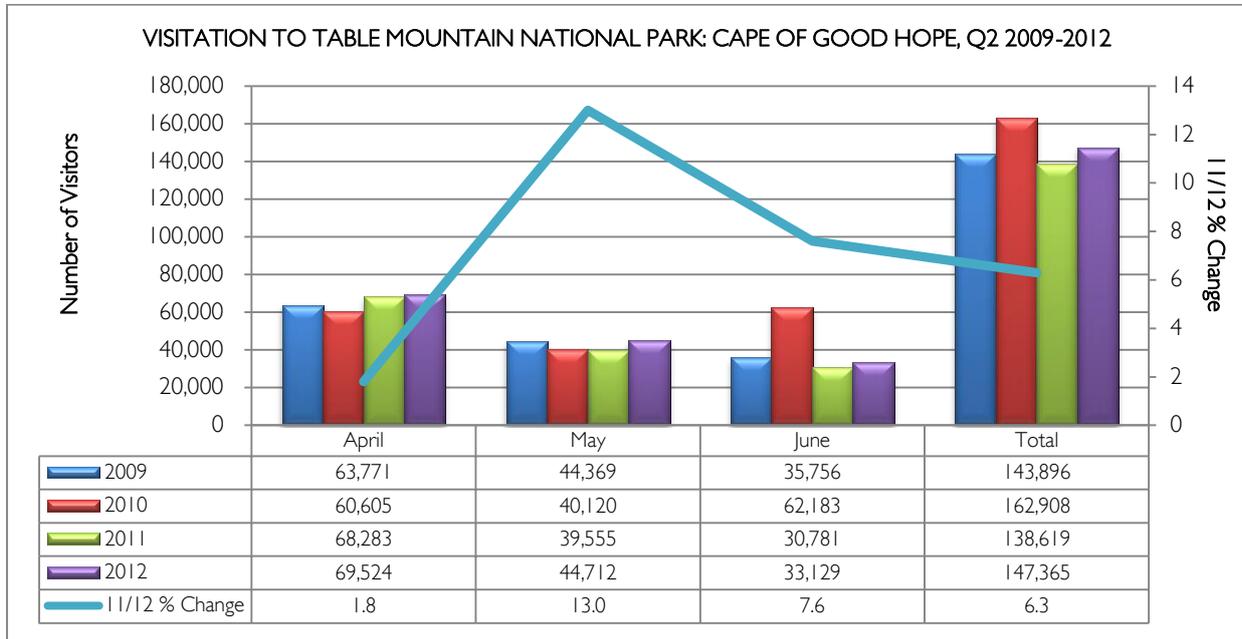
Table Mountain National Park: Boulders received a total of 100,190 visitors in Q2 2012, with an overall increase of 19.3% in visitation. Growth was achieved across all three months of the quarter, with the highest increase in May (24.7%), followed by June (22.8%) and April (14.7%).



Source: Table Mountain National Park, 2012

3.1.3.2 Table Mountain National Park: Cape of Good Hope

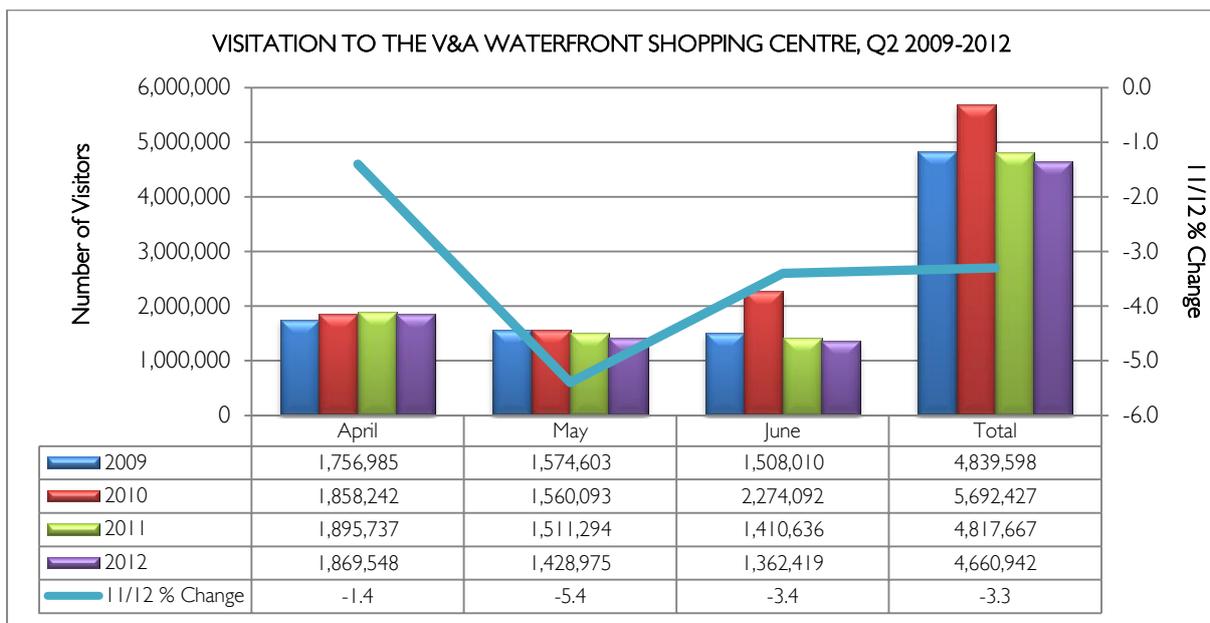
Table Mountain National Park: Cape of Good Hope received a total of 147,365 visitors in Q2 2012, and achieved an overall increase of 6.3% when compared to the previous year. Growth was achieved across all three months, with an increase of 1.8% in April, 13.0% in May and 7.6% in June.



Source: Table Mountain National Park, 2012

3.1.4 V&A Waterfront Shopping Centre

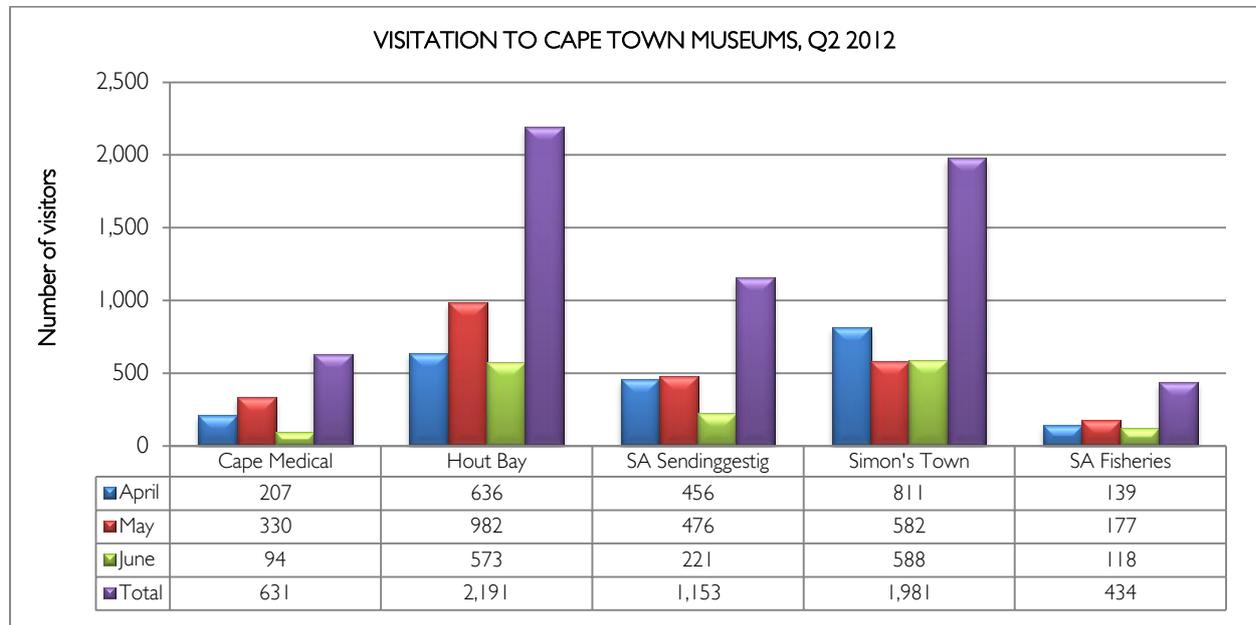
The V&A Waterfront data below illustrates the foot count of visitors to the shopping centre. In Q2 2012, the V&A Waterfront received a total of 4,660,942 visitors, and experienced a year-on-year decline of 3.3%. A decline in visitation were experienced across all three months; 1.4% in April, 5.4% in May and 3.4% in June.



Source: V&A Waterfront, 2012

3.1.5 Cape Town Museums

Illustrated below are the Q2 2012 statistics of visitors to the museums in and around the Cape Town region. The Hout Bay museum received the majority of visitors (2,191), followed by Simon's Town (1,981), SA Sendinggestig (1,153), Cape Medical Museum (631) and the SA Fisheries Museum (434).

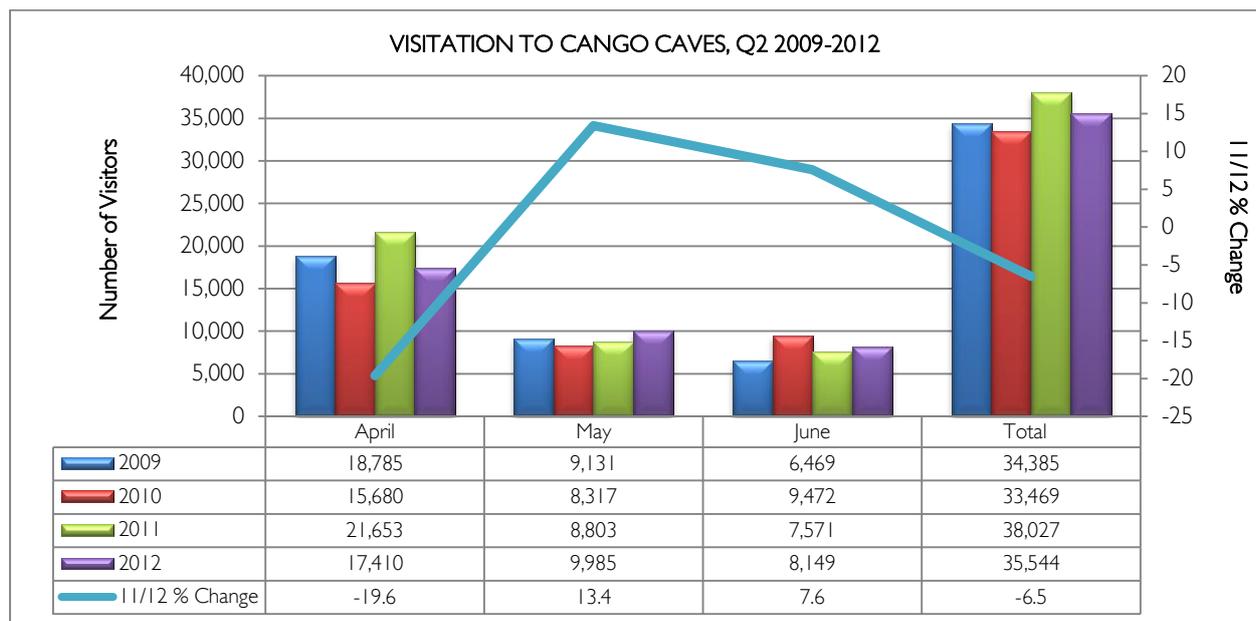


Source: Department of Cultural Affairs and Sport, 2012

3.2 Cape Garden Route & Klein Karoo Attractions

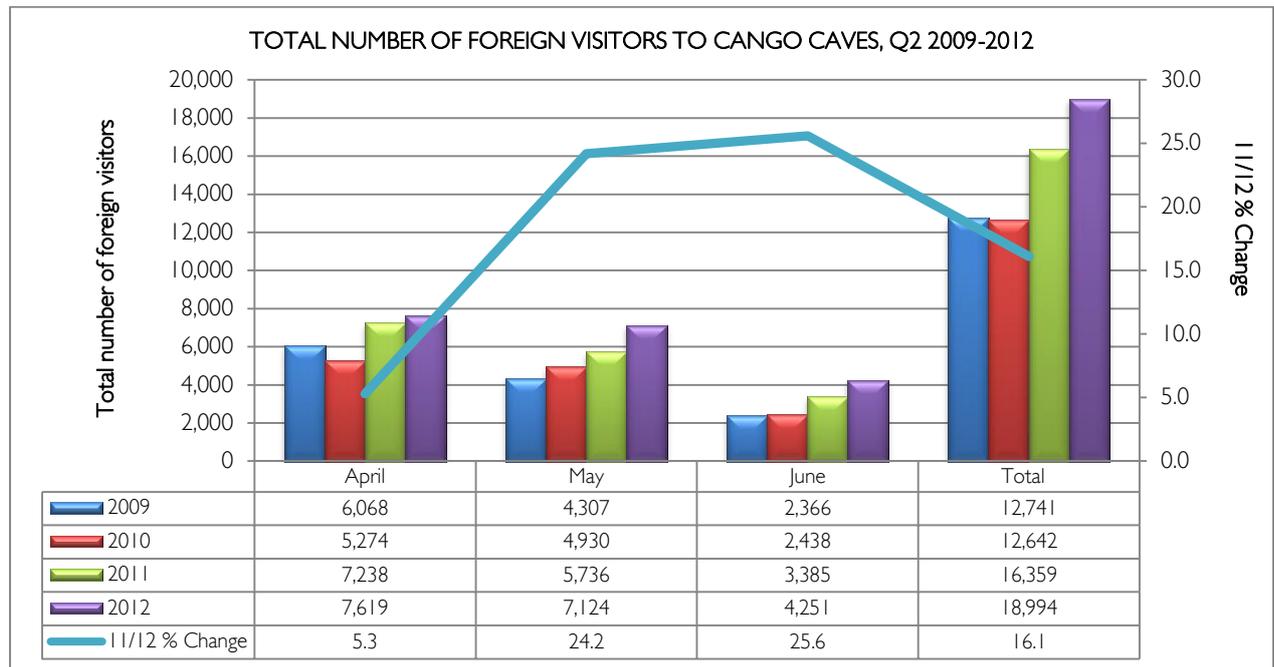
3.2.1 Cango Caves

The Cango Caves received a total of 35,544 visitors in Q2 2012, with an overall decline of 6.5% in visitation from the previous year. A decline of 19.6% was experienced in April, followed by a year-on-year growth in visitors across May (13.4%) and June (7.6%).



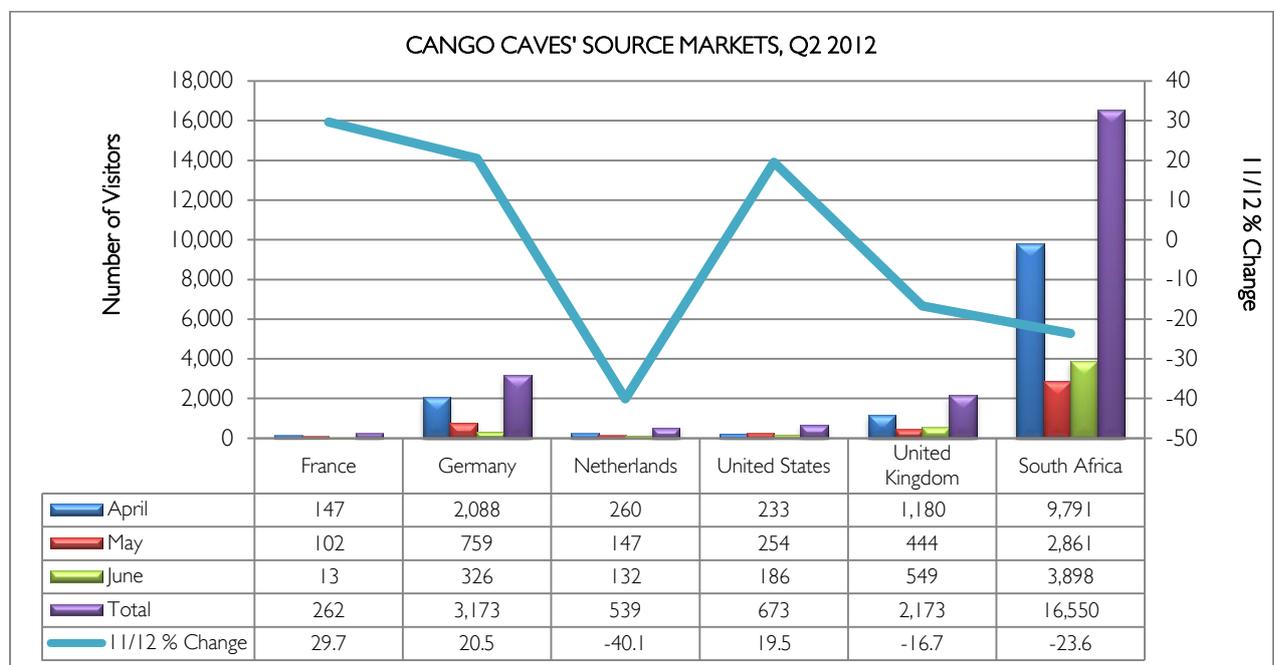
Source: Cango Caves, 2012

The Cango Caves received a total of 18,994 foreign visitors in Q2 2012, achieving an overall increase of 16.1% when compared to the previous year. Growth in foreign arrivals were enjoyed across all three months of the quarter, with the highest in June (25.6%), followed by May (24.2%) and April (5.3%).



Source: Cango Caves, 2012

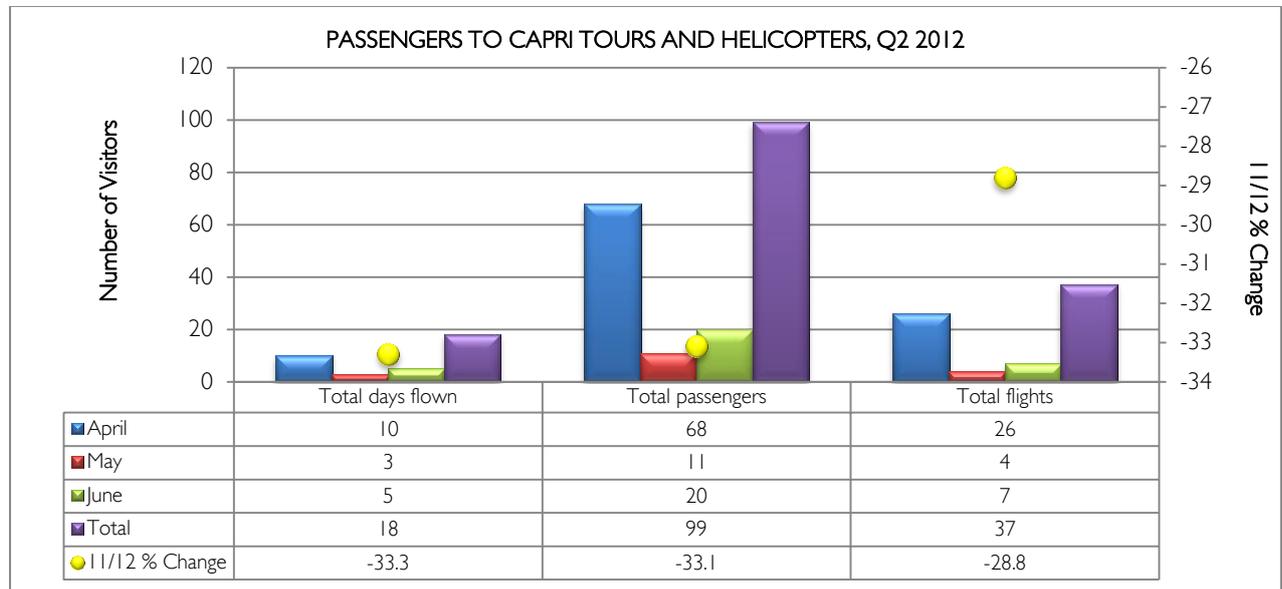
The main source markets to the Cango Caves are illustrated in the figure below. South Africa (16,550) ranked as the top source market to the Cango Caves, followed by Germany (3,173), the United Kingdom (2,173), the United States (673), the Netherlands (539) and France (262).



Source: Cango Caves, 2012

3.2.2 Capri Tours and Helicopters

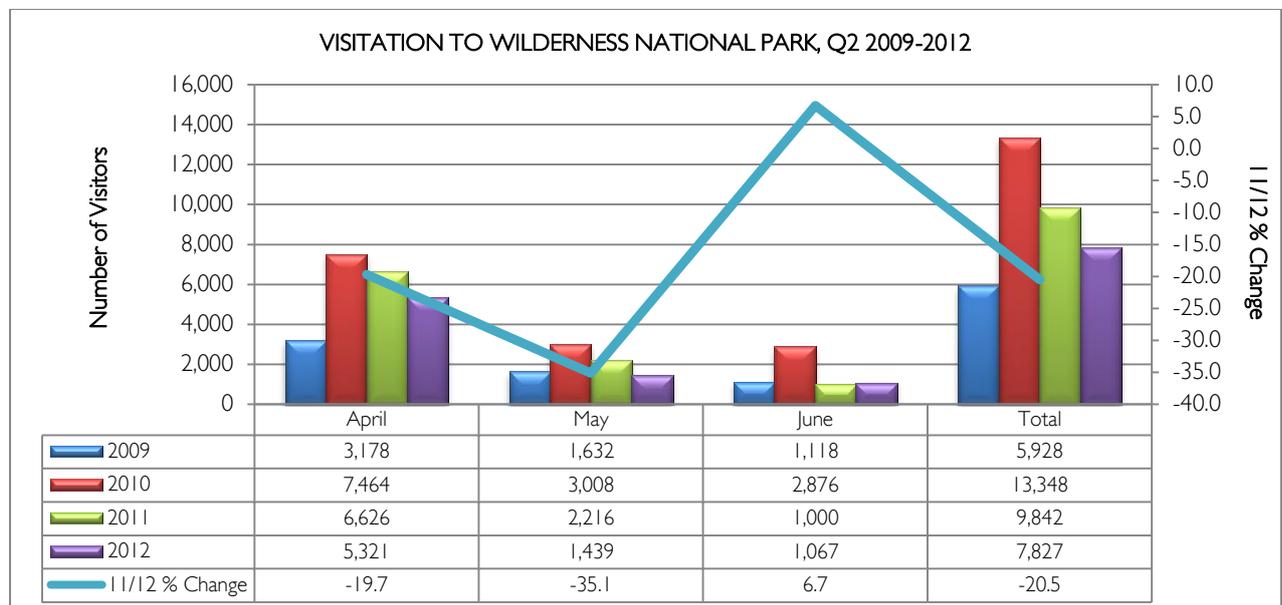
In Q2 2012 Capri Tours & Helicopters received a total of 99 passengers. A total of 18 days were flown and 37 flights were taken for the quarter.



Source: Capri Tours & Helicopters, 2012

3.2.3 Wilderness National Park

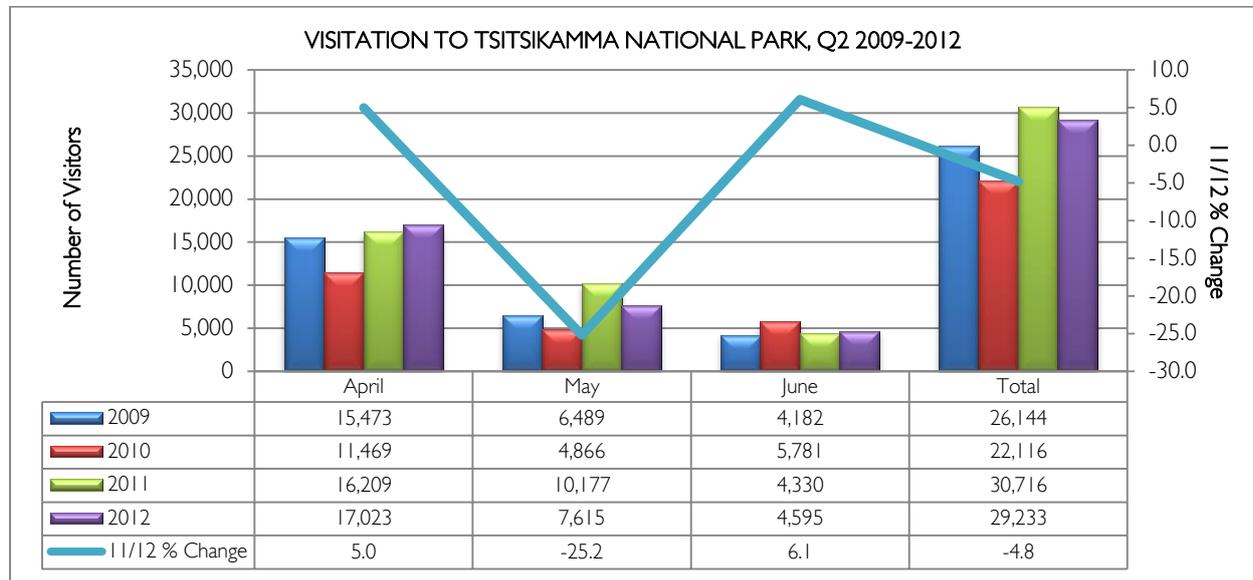
The Wilderness National Park received a total of 7,827 visitors in Q2 2012, experiencing an overall year-on-year decline of 20.5%. Declines were experienced across April (-19.7%) and May (-35.1%), following an increase of 6.7% in June.



Source: South African National Parks, 2012

3.2.4 Tsitsikamma National Park

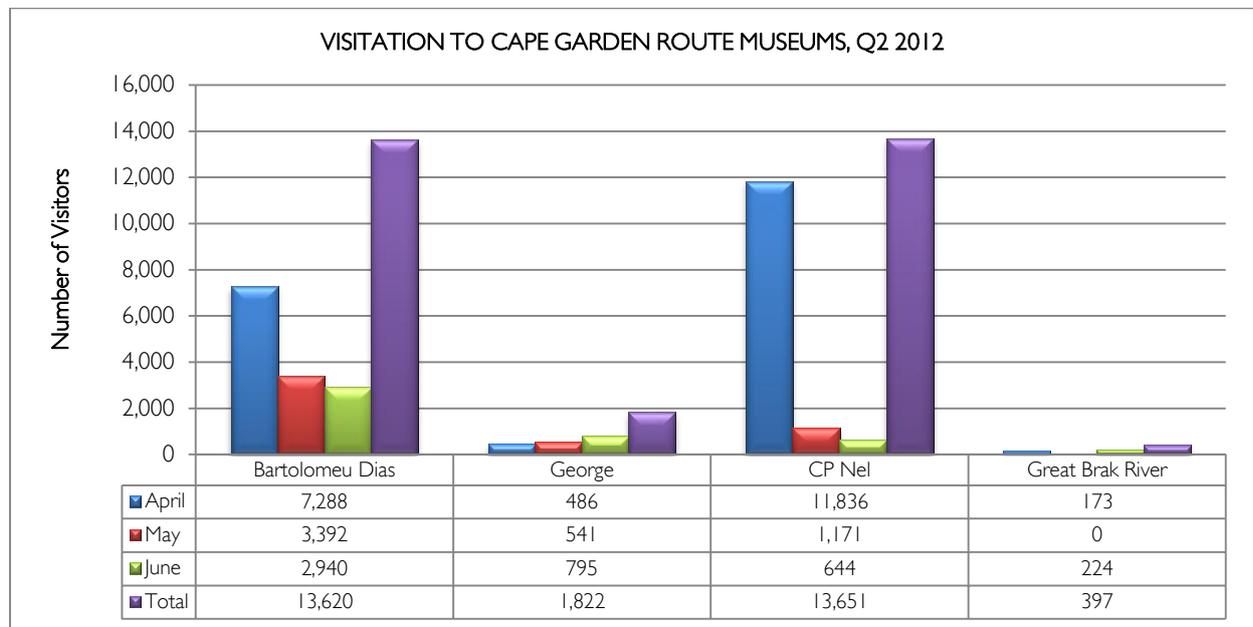
The Tsitsikamma National Park received a total of 29,233 visitors in Q2 2012, experiencing an overall decline of 4.8% when compared to the previous year. An increase in visitation were achieved across April (5%) and June (6.1%), with a decline of 25.2% in May.



Source: South African National Parks, 2012

3.2.5 Cape Garden Route Museums

Visitations to the Cape Garden Route Museums are illustrated in the figure below. The CP Nel Museum welcomed 13,651 visitors in Q2 2012, followed by the Bartolomeu Dias Museum (13,620), George Museum (1,822) and Great Brak River Museum (397).

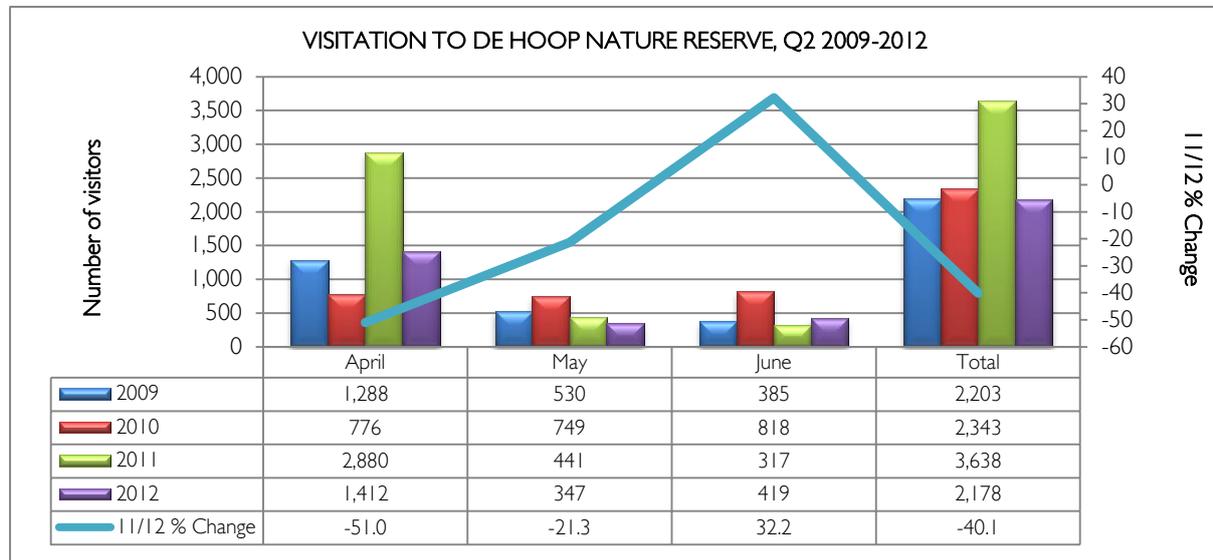


Source: Department of Cultural Affairs and Sport, 2012

3.3 Cape Overberg Attractions

3.3.1 De Hoop Nature Reserve

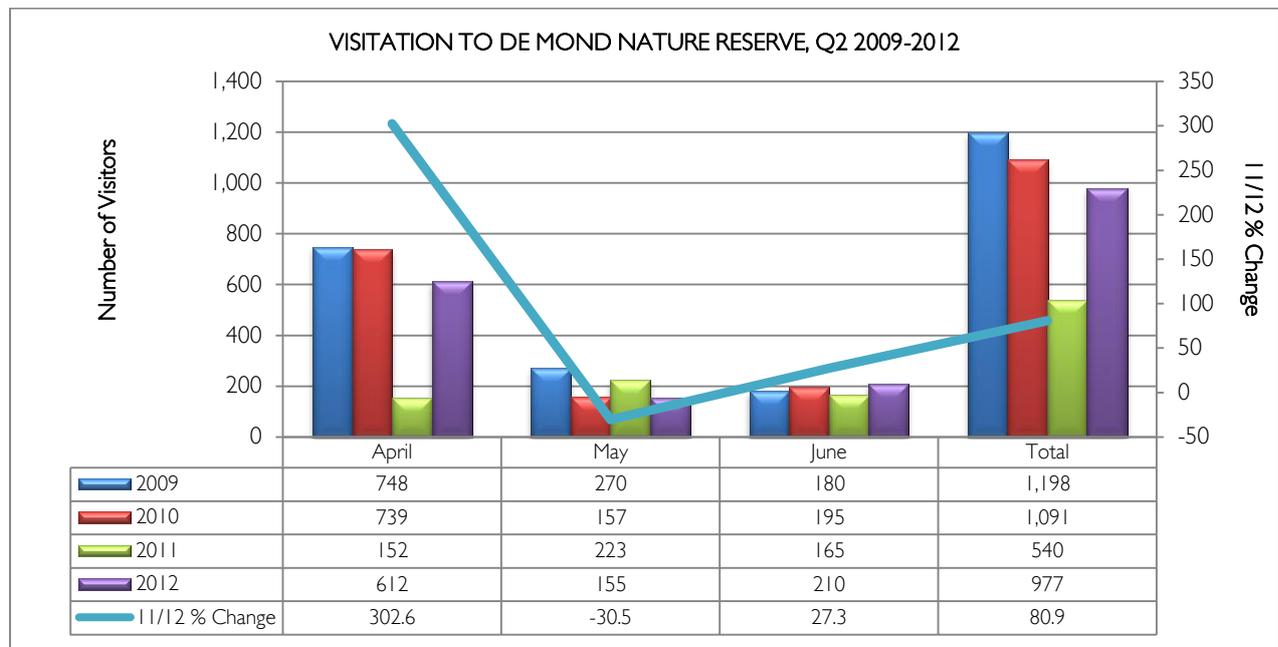
De Hoop Nature Reserve received a total of 2,178 visitors in Q2 2012, and experienced an overall decline of 40.1% when compared to the previous year. Declines were experienced across April (-51%) and May (-21.3%), followed by an increase of 32.2% in June.



Source: Cape Agulhas Tourism, 2012

3.3.2 De Mond Nature Reserve

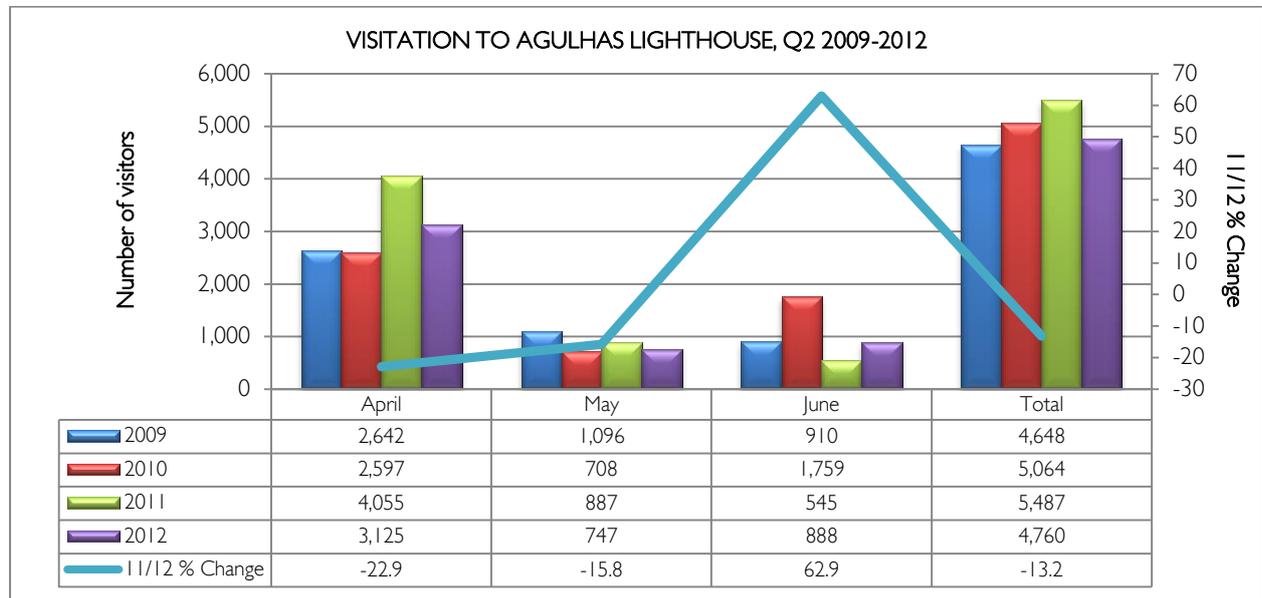
De Mond Nature Reserve received a total of 977 visitors in Q2 2012, achieving an overall year-on-year increase of 80.9%. Growth was enjoyed across April (302.6%) and June (27.3%), with a decline of 30.5% in May.



Source: Cape Agulhas Tourism, 2012

3.3.3 Agulhas Lighthouse

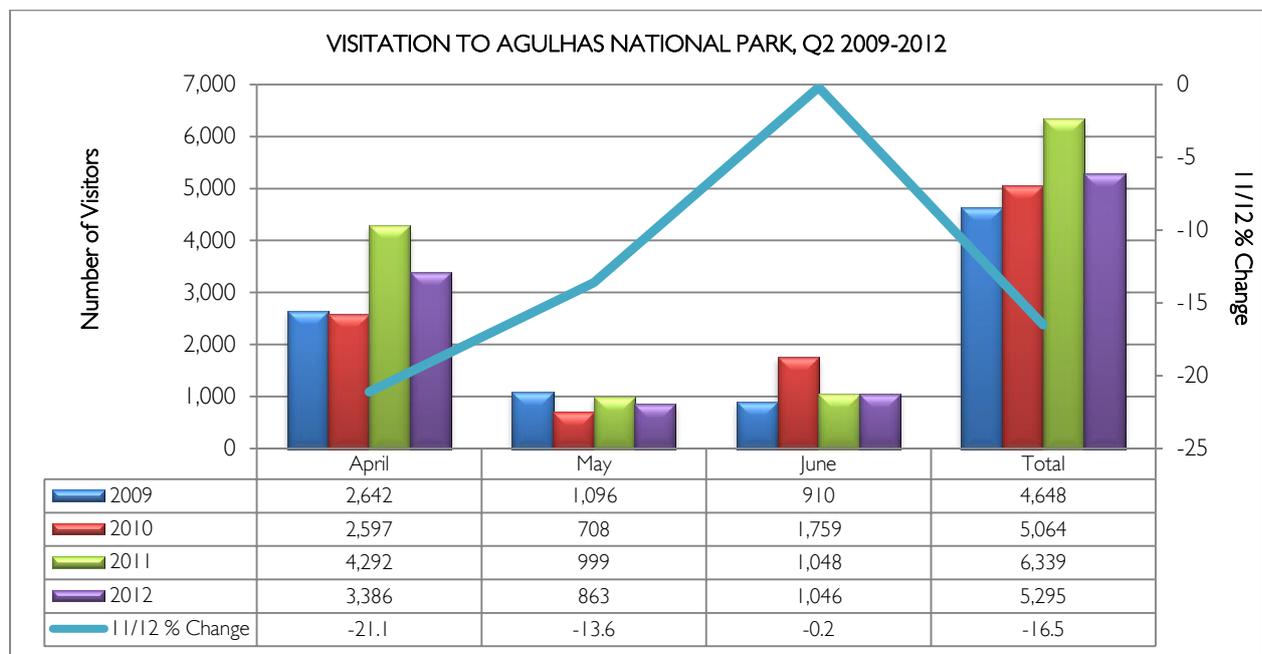
The Agulhas Lighthouse received a total of 4,760 visitors in Q2 2012, with an overall decline of 13.2% when compared to the previous year. A decrease in visitations were experienced across April (-22.9%) and May (-15.8%), following an increase of 62.9% in June.



Source: Cape Agulhas Tourism, 2012

3.3.4 Agulhas National Park

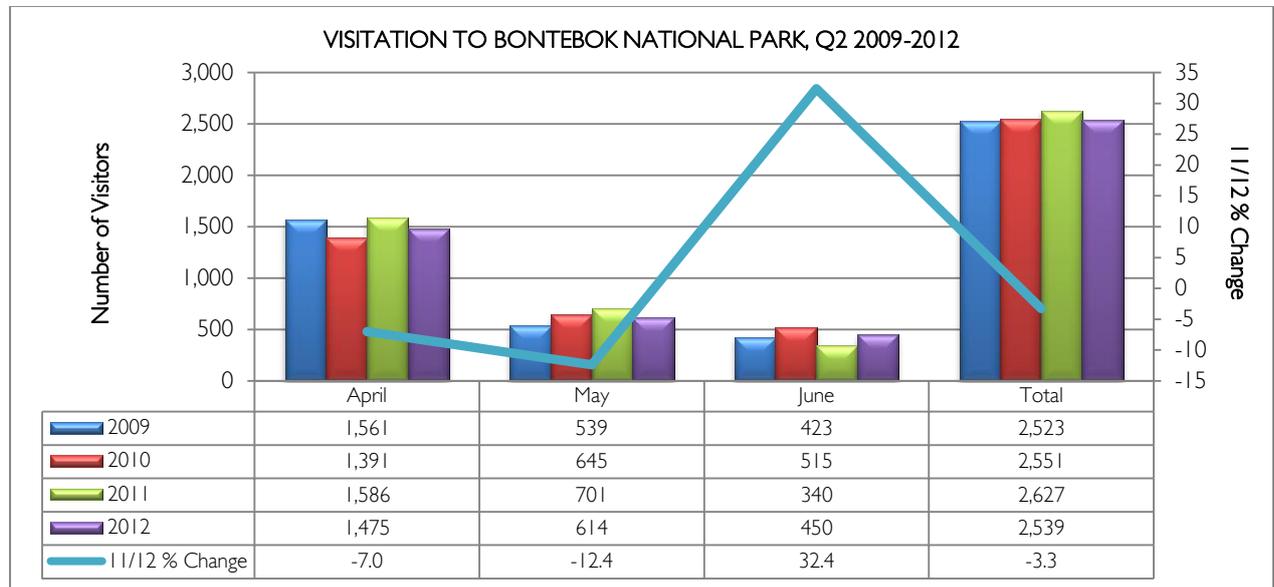
The Agulhas National Park received a total of 5,295 visitors in Q2 2012, experiencing an overall decrease of 16.5% in visitation. Declines were experienced across all three months of the quarter, with the highest in April (-21.1%), followed by May (-13.6%) and June (-0.2%).



Source: South African National Parks, 2012

3.3.5 Bontebok National Park

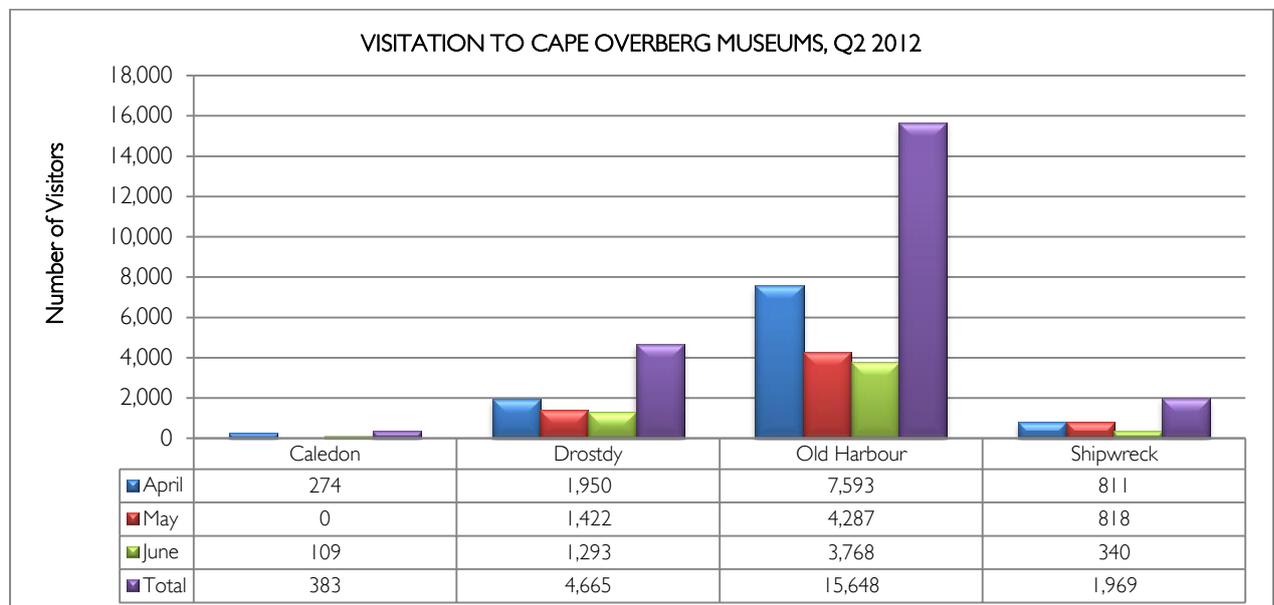
The Bontebok National Park received a total of 2,539 visitors in Q2 2012, and experienced an overall decrease of 3.3% in visitation. Declines were experienced across April (-7%) and May (-12.4%), following an increase of 32.4% in June.



Source: South African National Parks, 2012

3.3.6 Cape Overberg Museums

The figure below indicates the number of visitors to the museums in and around the Cape Overberg region. Most visitors travelled to the Old Harbour Museum (15,648), followed by the Drostdy Museum (4,665), Shipwreck Museum (1,969) and Caledon Museum (383).

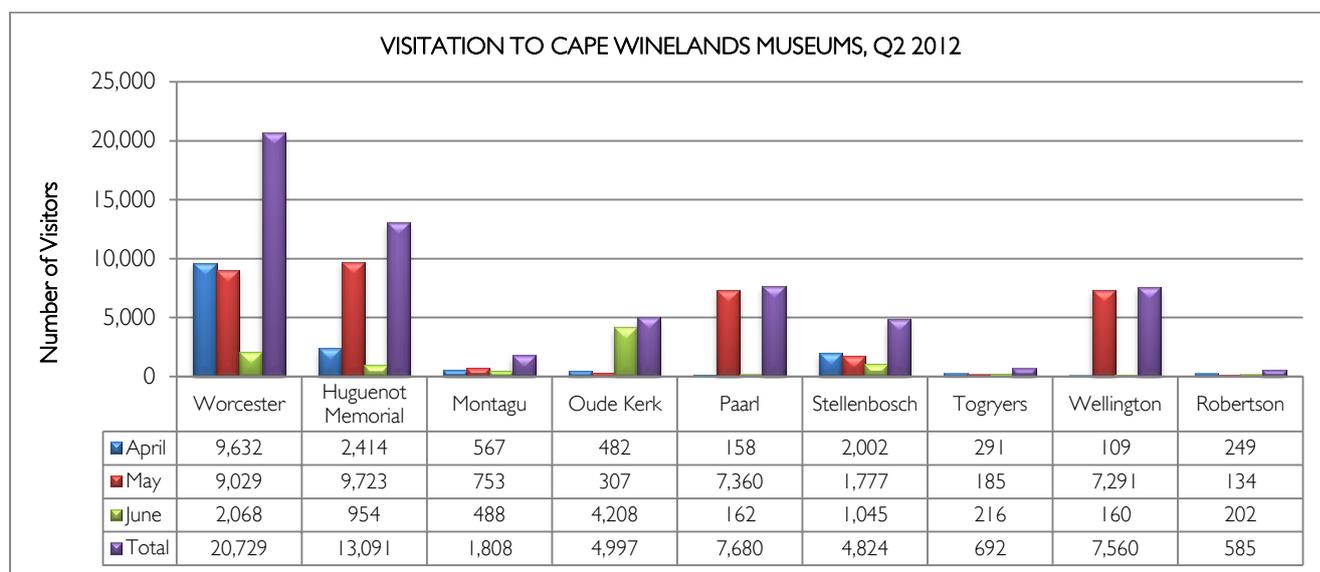


Source: Department of Cultural Affairs and Sport, 2012

3.4 Cape Winelands Attractions

3.4.1 Cape Winelands Museums

Highlighted below is the total number of visitors to the museums in and around the Cape Winelands region. The Worcester Museum welcomed the majority (20,729) of visitors in Q2 2012, followed by Huguenot Memorial (13,091), Paarl Museum (7,680), Wellington Museum (7,560), Oude Kerk (4,997), Stellenbosch Museum (4,824), Montagu Museum (1,808), Togryers Museum (692) and the Robertson Museum (585).

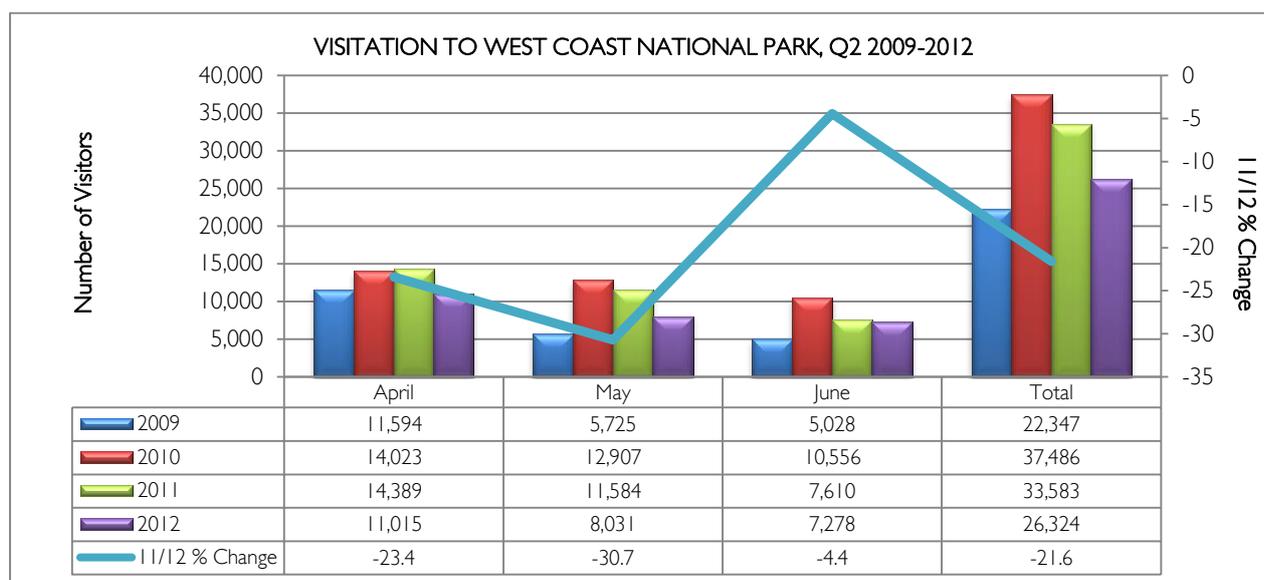


Source: Department of Cultural Affairs and Sport, 2012

3.5 Cape West Coast Attractions

3.5.1 West Coast National Park

The West Coast National Park received a total of 26,324 visitors in Q2 2012 and experienced an overall decline of 21.6% in visitation. Declines were experienced across all three months of the quarter, with the highest in May (-30.7%), followed by April (-23.4%) and June (-4.4%).



Source: South African National Parks, 2012

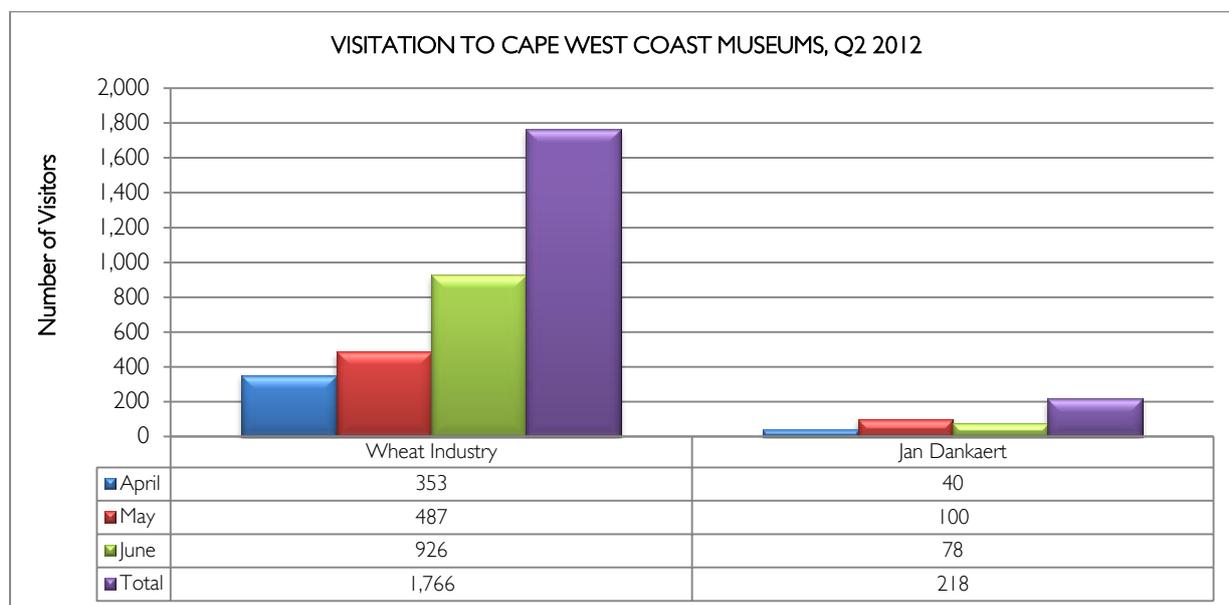
The table below provides a breakdown of visitors to the West Coast National Park in Q2 2012. During April the park received the most overnight guests (269), day guests (5,752), international guests (593) as well as domestic guests (6,033).

| WEST COAST NATIONAL PARK VISITOR STATISTICS, Q2 2011/2012 | | | | |
|---|-------|-------|-------|--------|
| VISITOR INFORMATION | APRIL | MAY | JUNE | TOTAL |
| Overnight Guests 2011 | 325 | 86 | 156 | 567 |
| Overnight Guests 2012 | 269 | 116 | 79 | 464 |
| 11/12 % change | -17.2 | 34.9 | -49.4 | -18.2 |
| Day Guests 2011 | 8,100 | 3,700 | 3,115 | 14,915 |
| Day Guests 2012 | 5,752 | 3,580 | 3,327 | 12,659 |
| 11/12 % change | -29.0 | -3.2 | 6.8 | -15.1 |
| International Guests 2011 | 500 | 189 | 77 | 766 |
| International Guests 2012 | 593 | 331 | 57 | 981 |
| 11/12 % change | 18.6 | 75.1 | -26.0 | 28.1 |
| Domestic Guests 2011 | 8,439 | 3,799 | 3,273 | 15,511 |
| Domestic Guests 2012 | 6,033 | 3,701 | 3,410 | 13,144 |
| 11/12 % change | -28.5 | -2.6 | 4.2 | -15.3 |

Source: South African National Parks, 2012

3.5.2 Cape West Coast Museums

The total number of visitors to the Cape West Coast Museums is illustrated below, with 1,766 visitors who travelled to the Wheat Industry Museum, and 218 visitors to the Jan Dankaert Museum in Q2 2012.

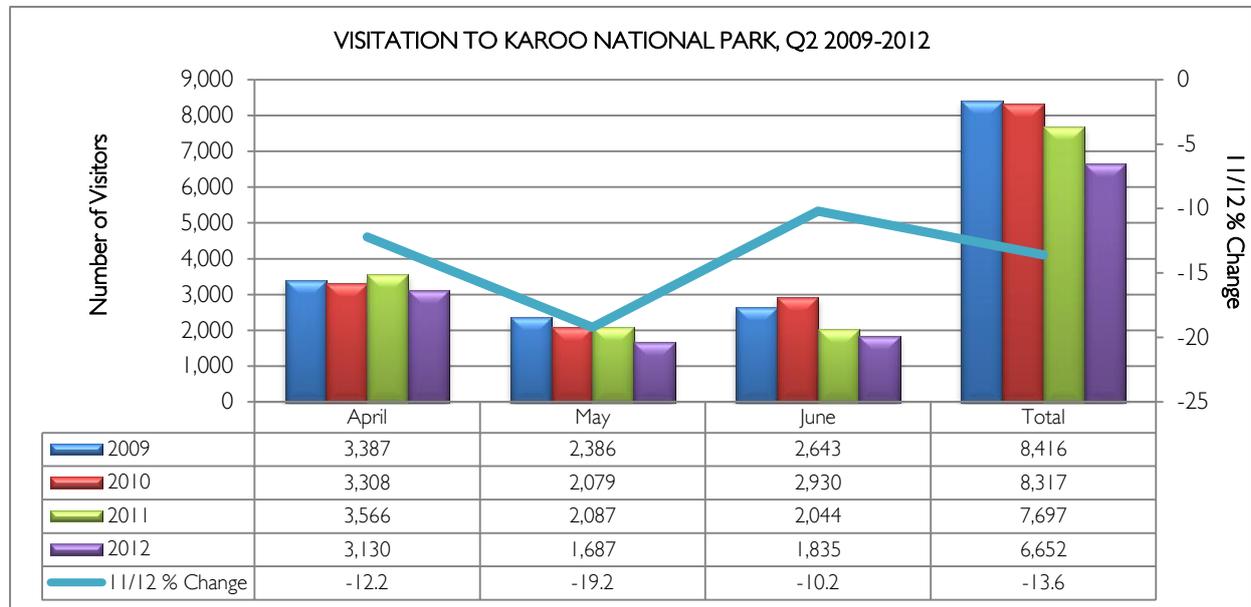


Source: Department of Cultural Affairs and Sport, 2012

3.6 Cape Karoo Attractions

3.6.1 Karoo National Park

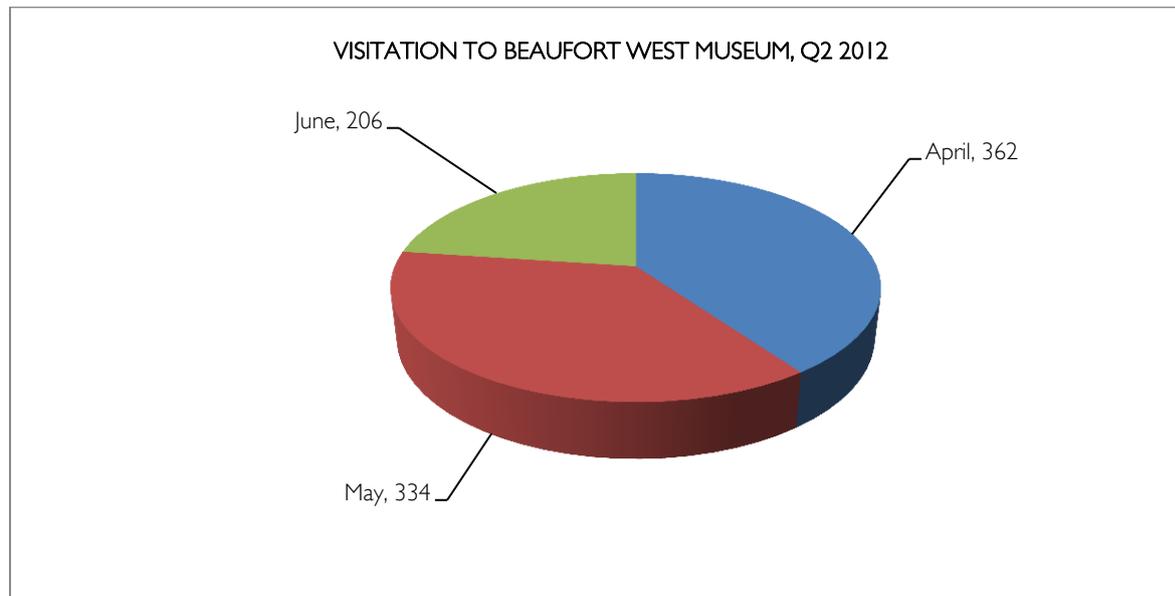
The Karoo National Park received a total of 6,652 visitors in Q2 2012, experiencing a year-on-year decline of 13.6%. Declines were experienced across all three months of the quarter, with the highest in May (-19.2%), followed by April (-12.2%) and June (-10.2%).



Source: South African National Parks, 2012

3.6.2 Beaufort West Museum

The Beaufort West Museum received a total of 902 visitors in Q2 2012, with 362 visitors in April, 334 in May and 206 in June.



Source: Department of Cultural Affairs and Sport, 2012

3.7 Acknowledgements

Acknowledgements and many thanks go to the following 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 following regions:

- Cape Town
- Cape Winelands
- Cape Garden Route & Klein Karoo
- Cape Overberg
- Cape Karoo
- Cape West Coast

The participating indicators and attractions in Cape Town and the Western Cape:

- ACSA (Cape Town International Airport)
- ACSA (George Airport)
- Cape Town Harbour
- Kirstenbosch National Botanical Garden
- Table Mountain Aerial Cableway
- Table Mountain National Park: Boulders and Cape of Good Hope
- V&A Waterfront
- Cango Caves
- Capri Tours & Helicopters
- Department of Cultural Affairs and Sport: Museum Service
- Cape Agulhas attractions
 - De Hoop Nature Reserve
 - De Mond Nature Reserve
 - Cape Agulhas Lighthouse
 - Shipwreck Museum
- South African National Parks
 - Cape Agulhas National Park
 - Bontebok National Park
 - Wildemess National Park
 - Tsitsikamma National Park
 - Karoo National Park
 - West Coast National Park