TOURISM IMPACT INDICATORS AND TRAVELWISE APRIL 2025



THE ECONOMIC VALUE OF TOURISM

The Economic Value of Tourism (EVT) is the preferred source of the key tourism metrics for Cape Town. The methodology has been consistently applied since 2008 and uses data from the Tourism Satellite Account, the central repository for tourism data provided by South African Tourism (SAT) and Statistics South Africa (Stats SA).

TOTAL DIRECT TOURISM SPEND

R23.5 billion

JOBS SUPPORTED

91 378



OVERNIGHT TOURISTS

FOREIGN	DOMESTIC
1 238 567	1 242 851

AVERAGE LENGTH OF STAY

FOREIGN	DOMESTIC
9,5 days	4,3 days

BED NIGHTS SOLD

FOREIGN	DOMESTIC
11 794 680	5 332 000

AVERAGE SPEND PER DAY (R)

FOREIGN	DOMESTIC
R1 454	R1 194

Access the report:

DESTINATION PERFORMANCE

Cape Town International Airport Arrivals

	Domestic	Regional	International	Total
2023	3 444 185	83 217	1 302 452	4 838 426
2024	3 636 581	100 123	1 424 972	5 176 139
% change year-on-year	6%	20%	9%	7%

Reference: ACSA, Cape Town International Airport arrivals passenger data



TOP SOURCE MARKET ARRIVALS TO CTIA 2024



Source: Cape Town International
Airport arrivals - home affairs passenger data

Top Tourism Attractions

2023 2024



Cape Point

940 354
1 050 861



Chapmans Peak

817 511
855 627



Groot Constantia

457 497
506 106



Kirstenbosch

763 034
727 278



Robben Island

238 080
259 088



Table Mountain

967 776
676 882*



Two Oceans Aquarium

505 240
545 712

*Jan-Sep

Cape Town Accommodation 2024

Average Occupancy Rate:	**61.8%**
Average Room Rate:	**R2 180**
Revenue Per Available Room:	**R1 346**

Reference:
Cape Town Tourism, Tourism Attraction Performance Survey
Horwath HTL, Accommodation Performance Review & Forecast

Air Access as of March 2025

27 airlines | 31 destinations | 38 routes



Regional - Africa



International – Americas, Europe, Middle East & Asia

TRAVELWISE

Cape Town Tourism Band-aid assists visitors who may be in distress during their stay. If an incident occurs, the following assistance can be provided:

- Replacement of lost documents
- Facilitating victim support counselling
- Emergency accommodation and transfers
- Laying a charge with the South African Police Service (SAPS)
- Changing itineraries as a result of an incident

Contact: 021 487 6552

The expansive Travelwise information can be accessed and downloaded for offline use.

Emergency numbers:

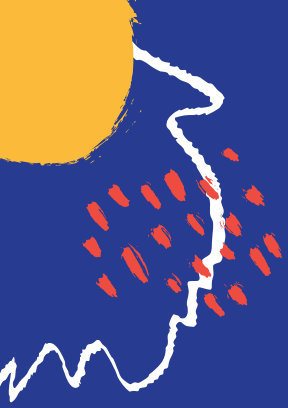
Emergencies from a mobile	112
Emergencies from a landline	107
International code	+27
Ambulance	10177
South African Police Service (SAPS)	10111
Medical and fire emergencies	021 535 1100
Table mountain NP emergencies	086 110 6417
Sea and Mountain rescue	021 937 0300
Baboon monitors	071 588 6540
24-hour emergency Whatsapp	082 415 7127
Cape Town Tourism Band-aid	021 487 6552

Embassy contact list:



Airline contacts:







roxanne@capetown.travel

