

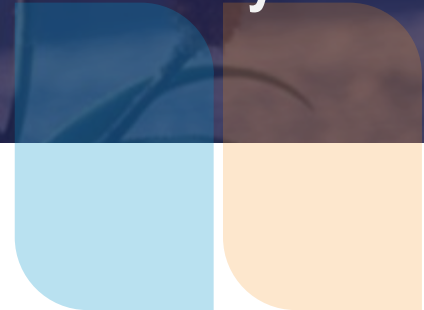


South Coast Tourism and Investment Enterprise (SCTIE)

Post Summer Season
Occupancy Survey for the
period

December 2025 & January 2026

Published on 27 February 2026



DISCLAIMER

This report has been published by South Coast Tourism and Investment Enterprise (SCTIE).

NOTE: In accordance with the POPI Act, which came into effect 1 July 2021, this survey has taken measures to protect the personal data of the respondents, who willingly chose to take the survey. The survey did not require or make it compulsory for personal information to be shared, nor did it contain identifying questions.





Introduction

This report provides a summary of a snapshot survey conducted after (post) the 2025 Summer period, which fell from December 2025 to January 2026, to determine the tourism performance of the KwaZulu-Natal South Coast, known throughout this report as the KZN South Coast.

This survey was based on the views of tourism accommodation establishments in this destination.

Tourism performance data is a critical variable that determines the sustainability and competitiveness of a tourism destination. Such information provides insights regarding the performance of a destination and acts as an aid for investment and development decisions. A total of 80 establishments completed the survey.

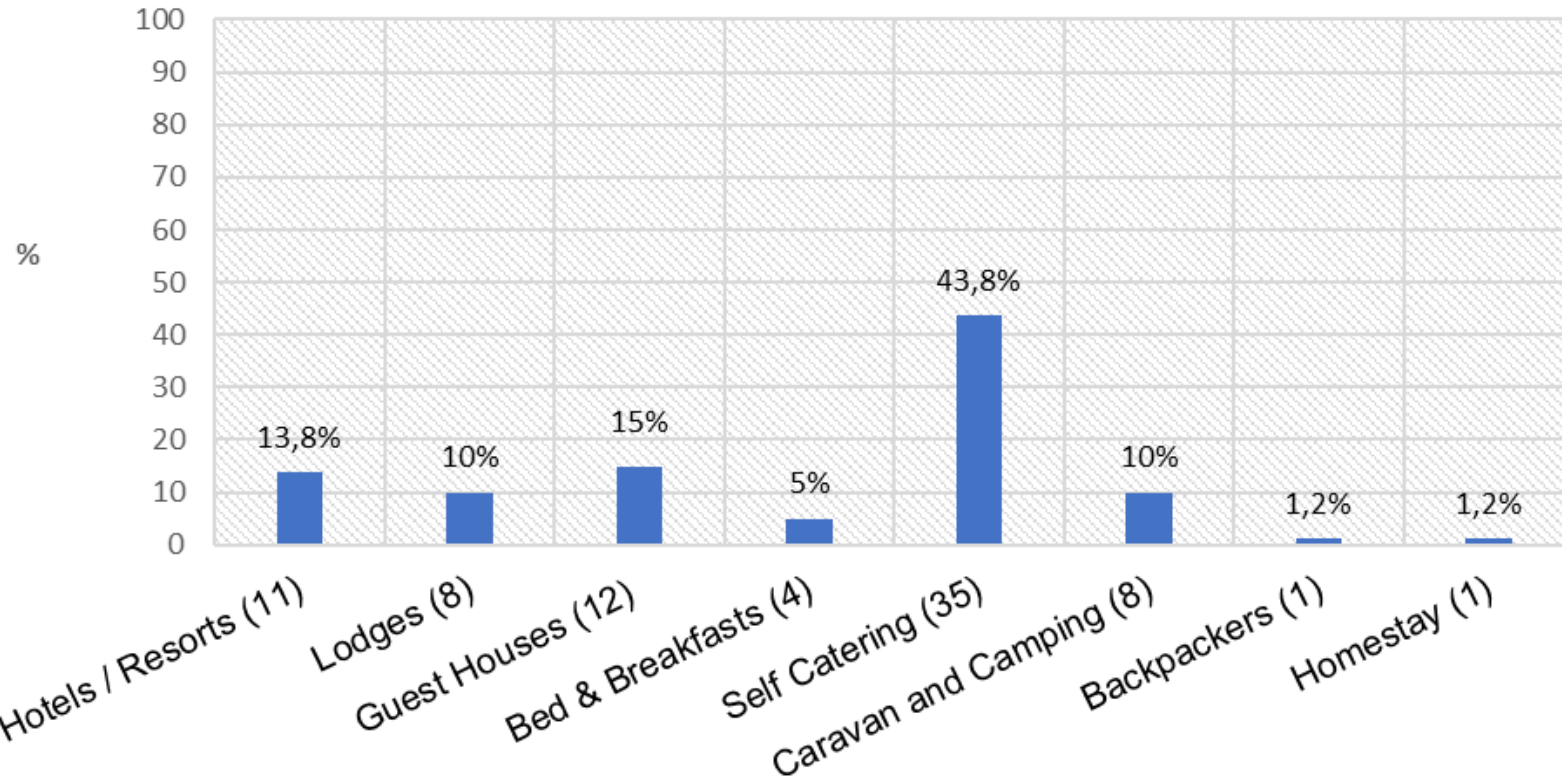
The main objective of this survey was to:

- Gather insights that will guide the KZN South Coast Tourism and Investment Enterprise (SCTIE) in its strategic planning for future marketing efforts for the summer period..
- In addition, to understand any arising or potential challenges that may hinder operators in securing high occupancy, on and off-peak.
- This allows SCTIE to assist where possible, with its marketing efforts on and offline, to encourage visitors further to choose the KZN South Coast as their preferred destination.



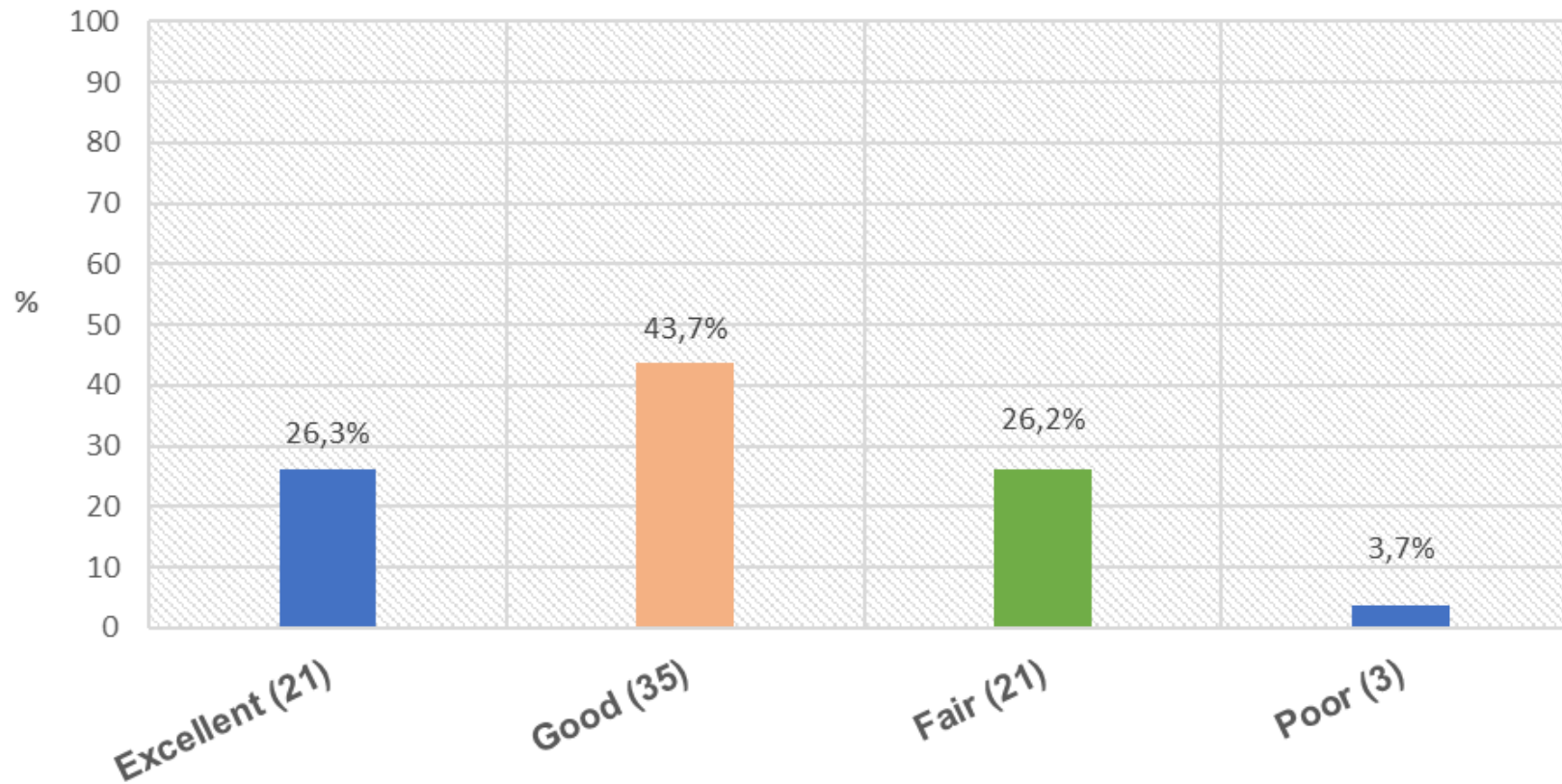
1. Responses

Types of Establishments responded



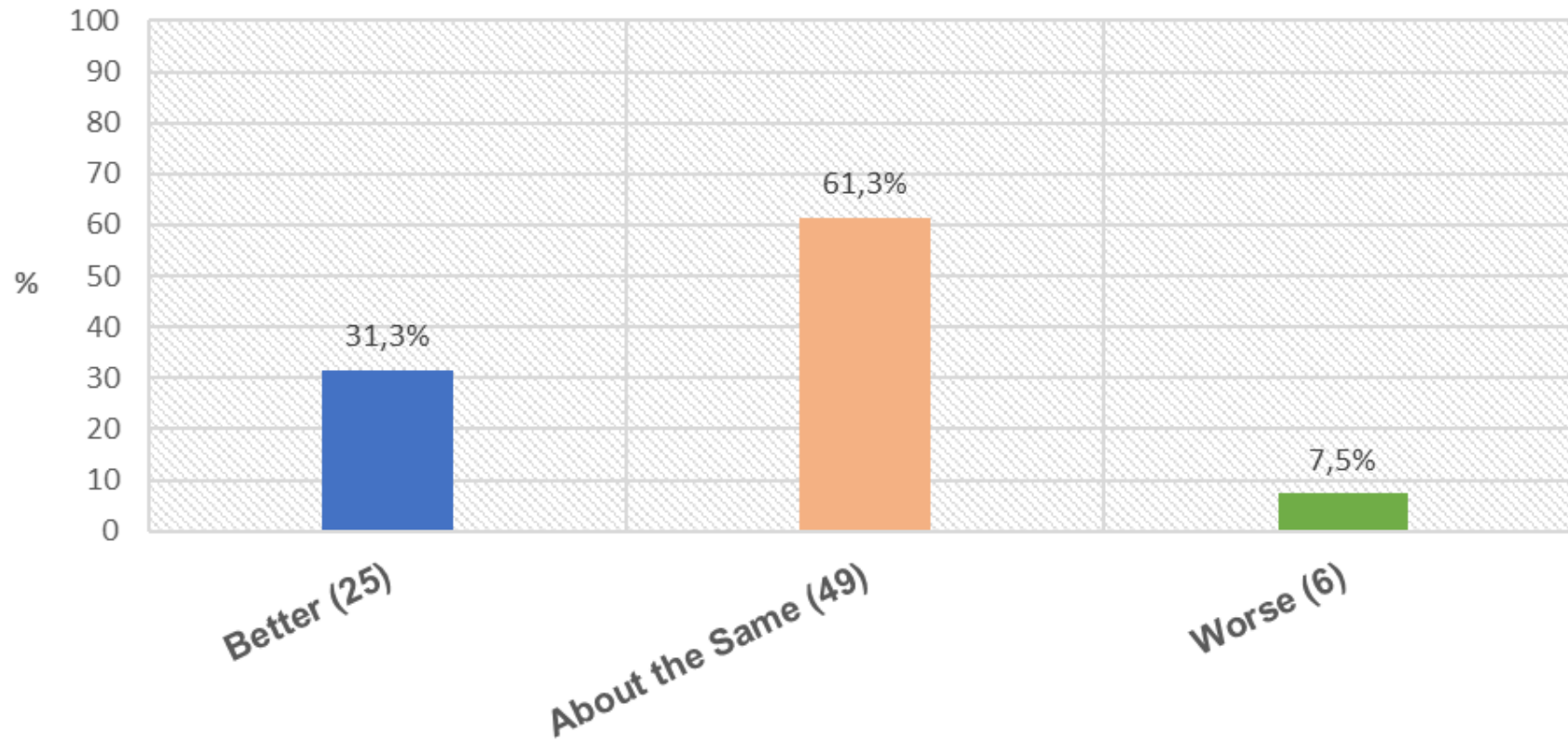
2. Business Performance

Overall business performance during the summer season



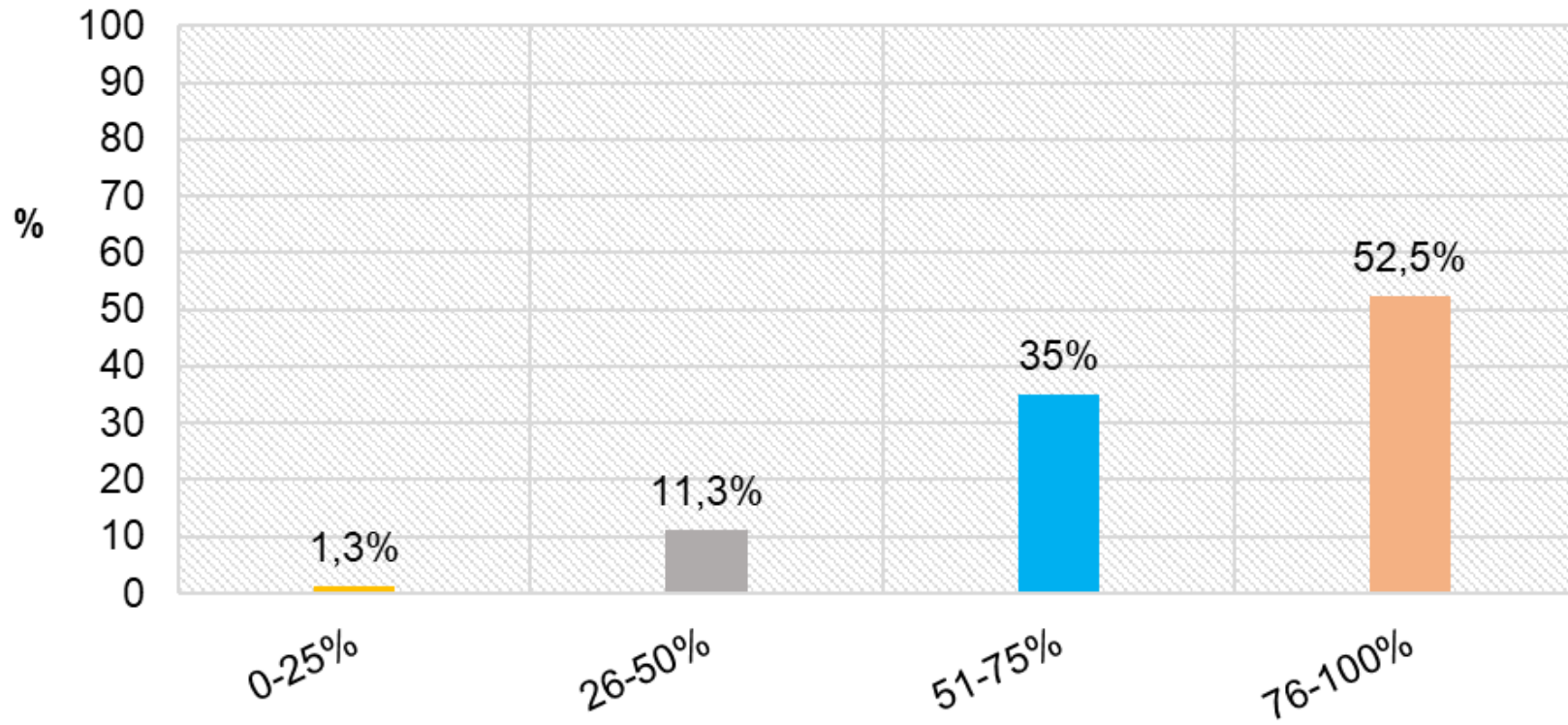
3. Year-on-year comparison

Business performance compared to the previous summer season



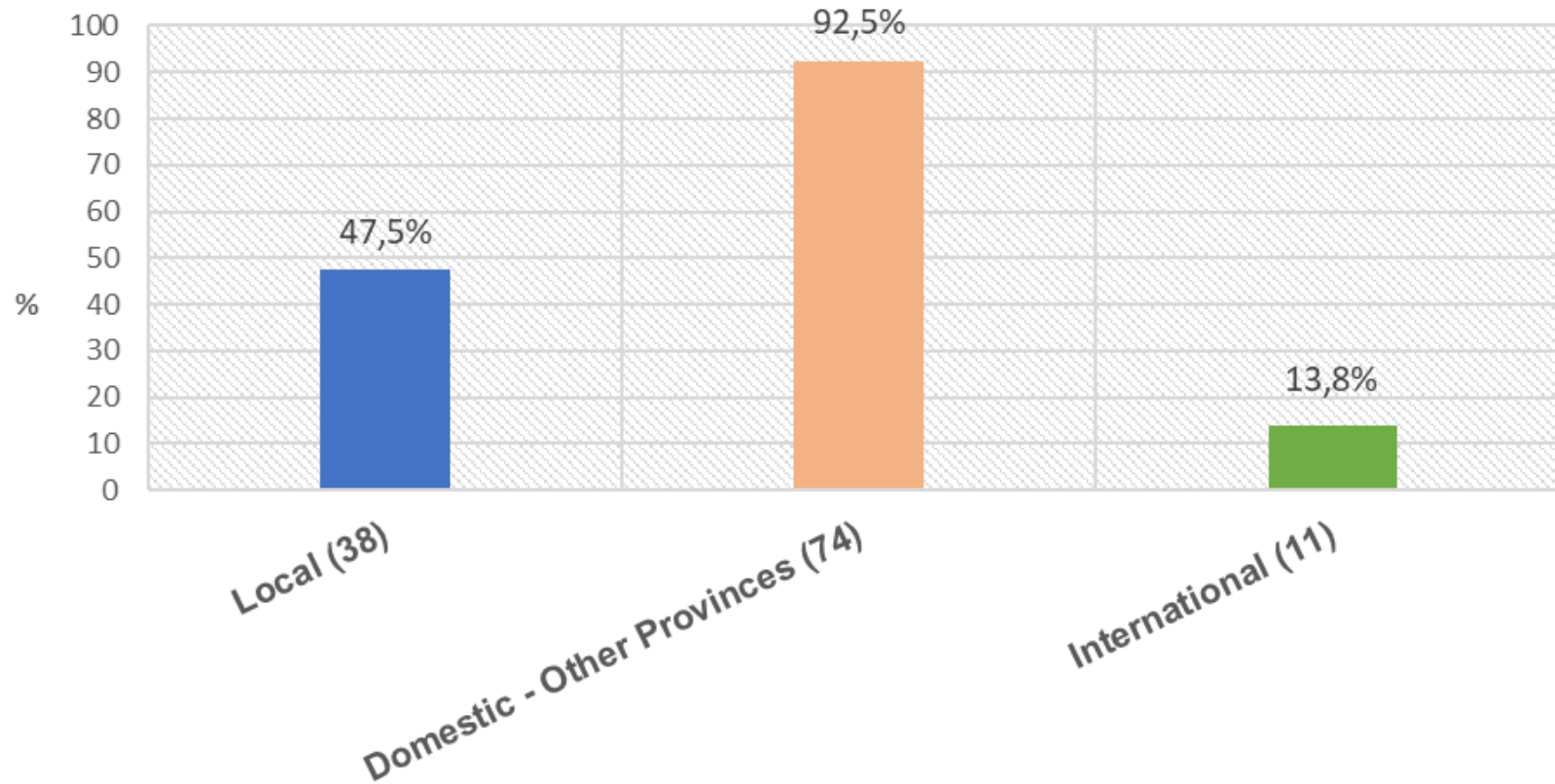
4. Occupancy/Visitor Levels

Approximate average occupancy level during peak season.



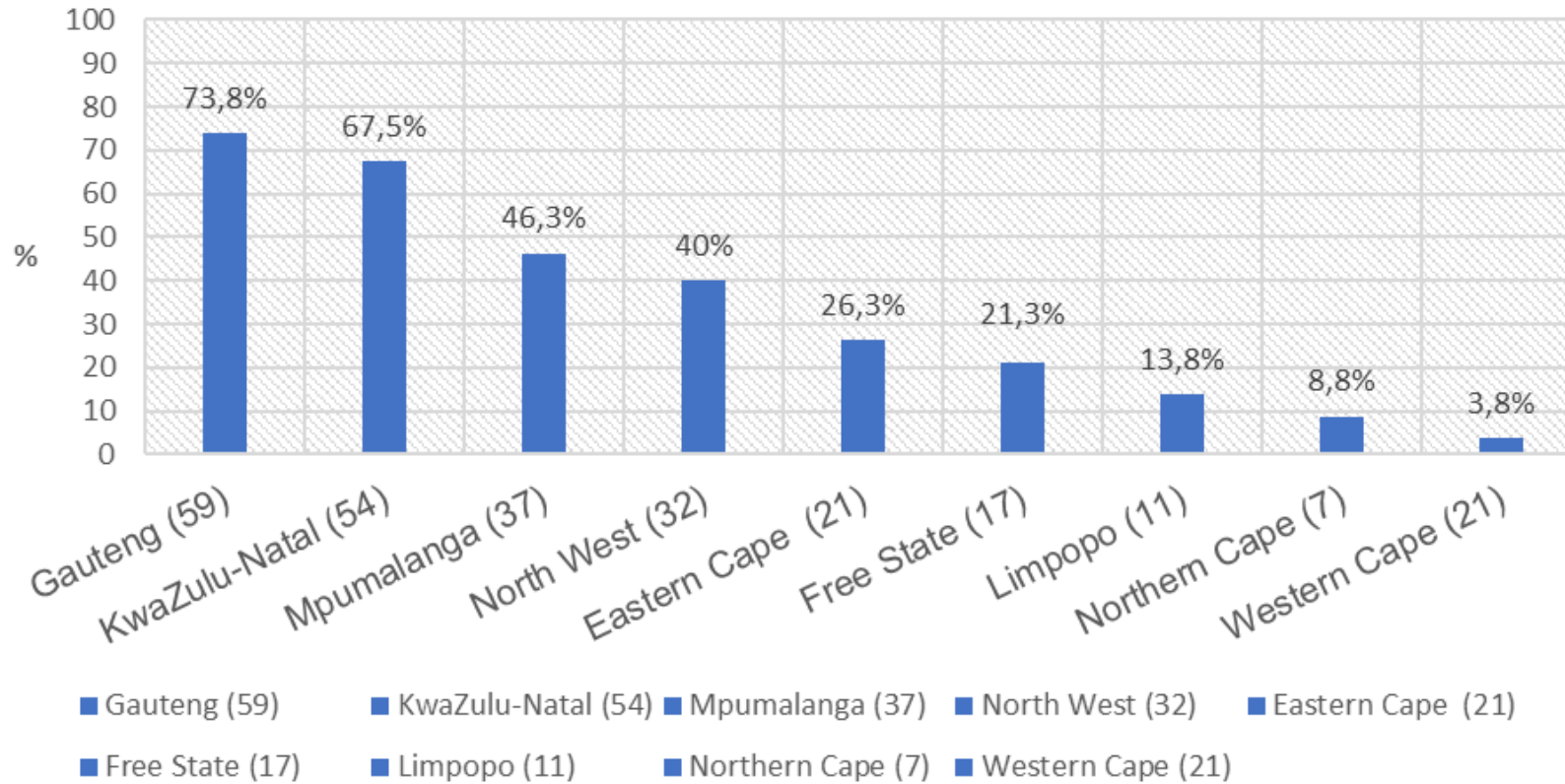
5. Visitor Markets

Visitor markets served by businesses during summer



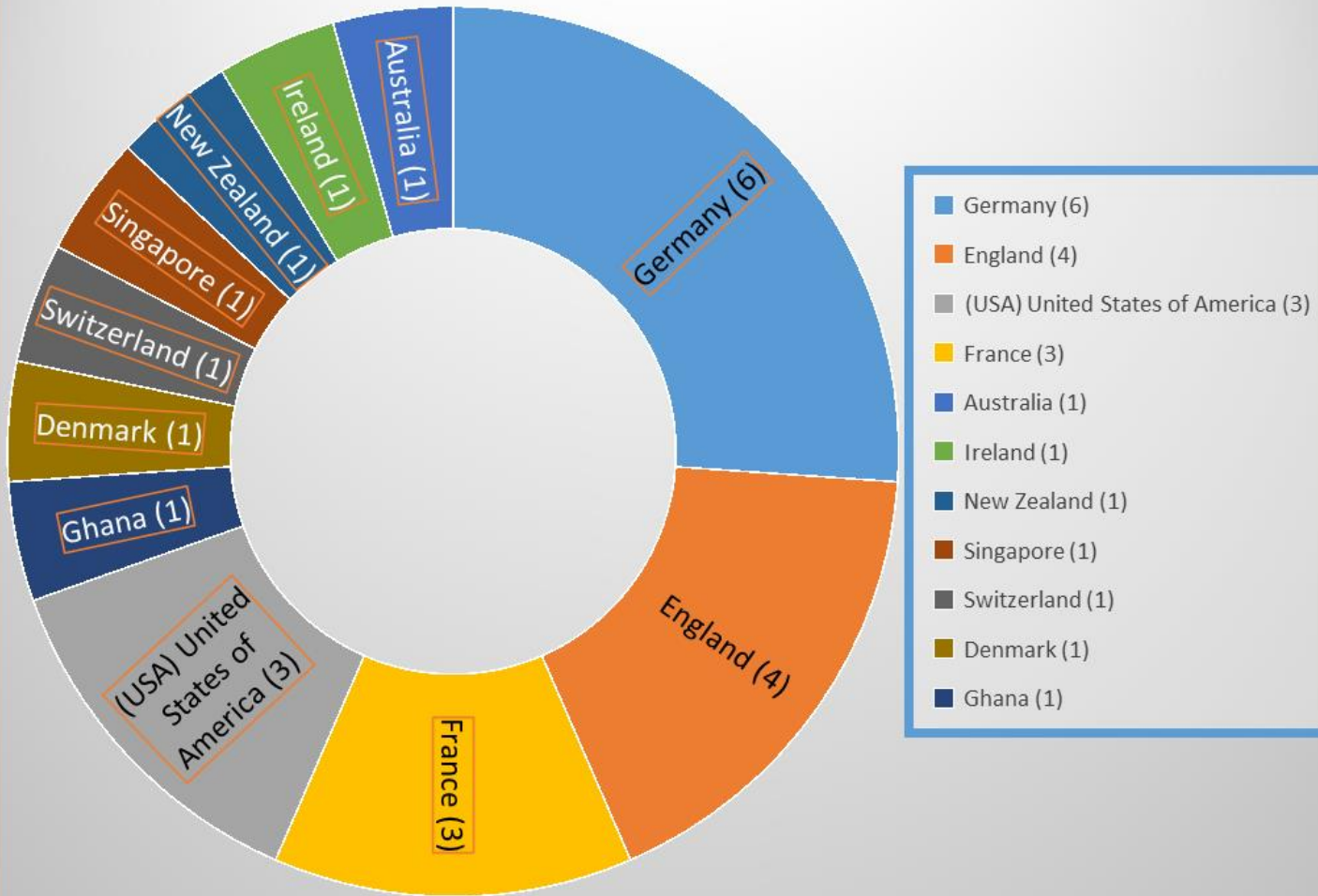
6. Domestic Visitor Markets

Provinces where non-locals travel from



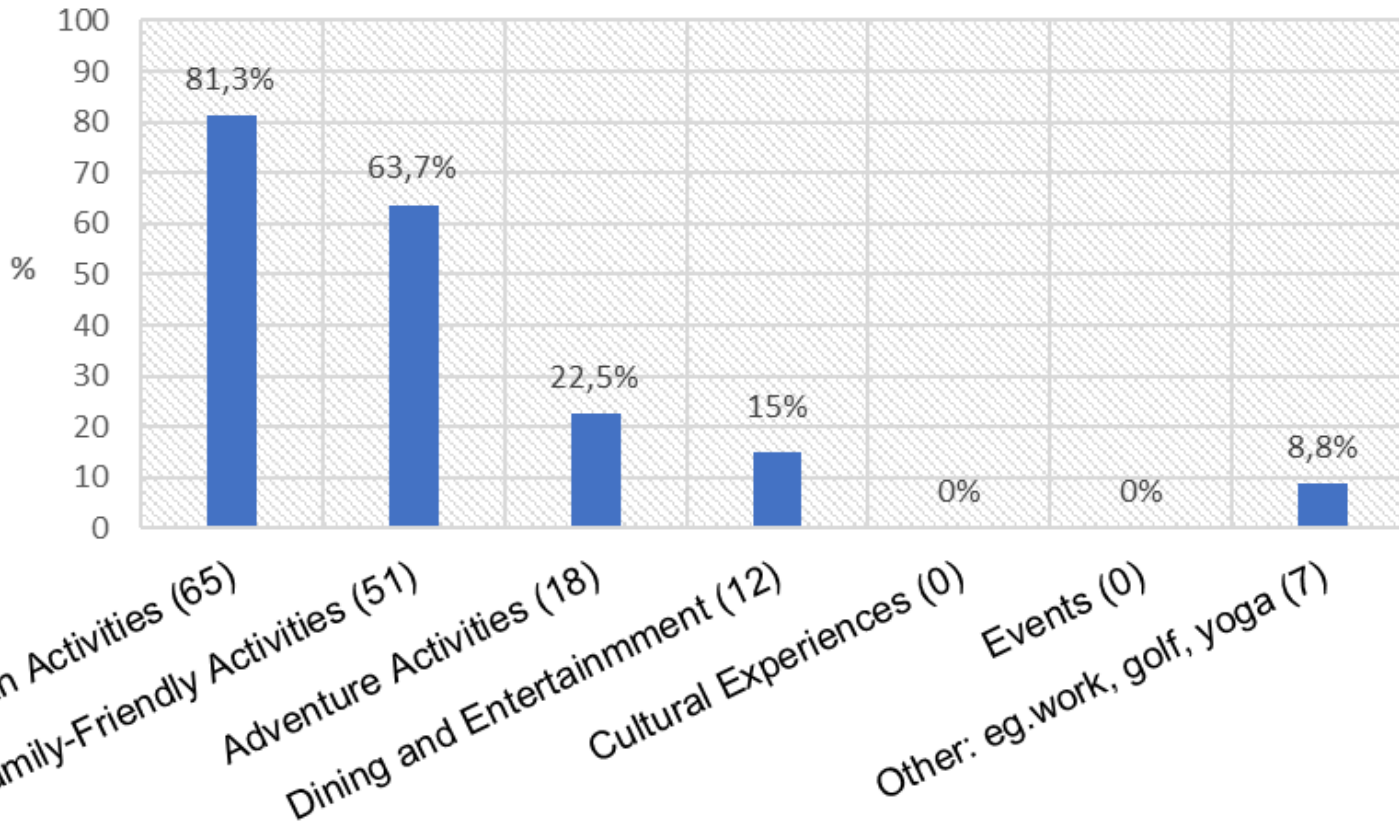
7. International Visitor Markets

Countries where international visitors came from (20 Responses)



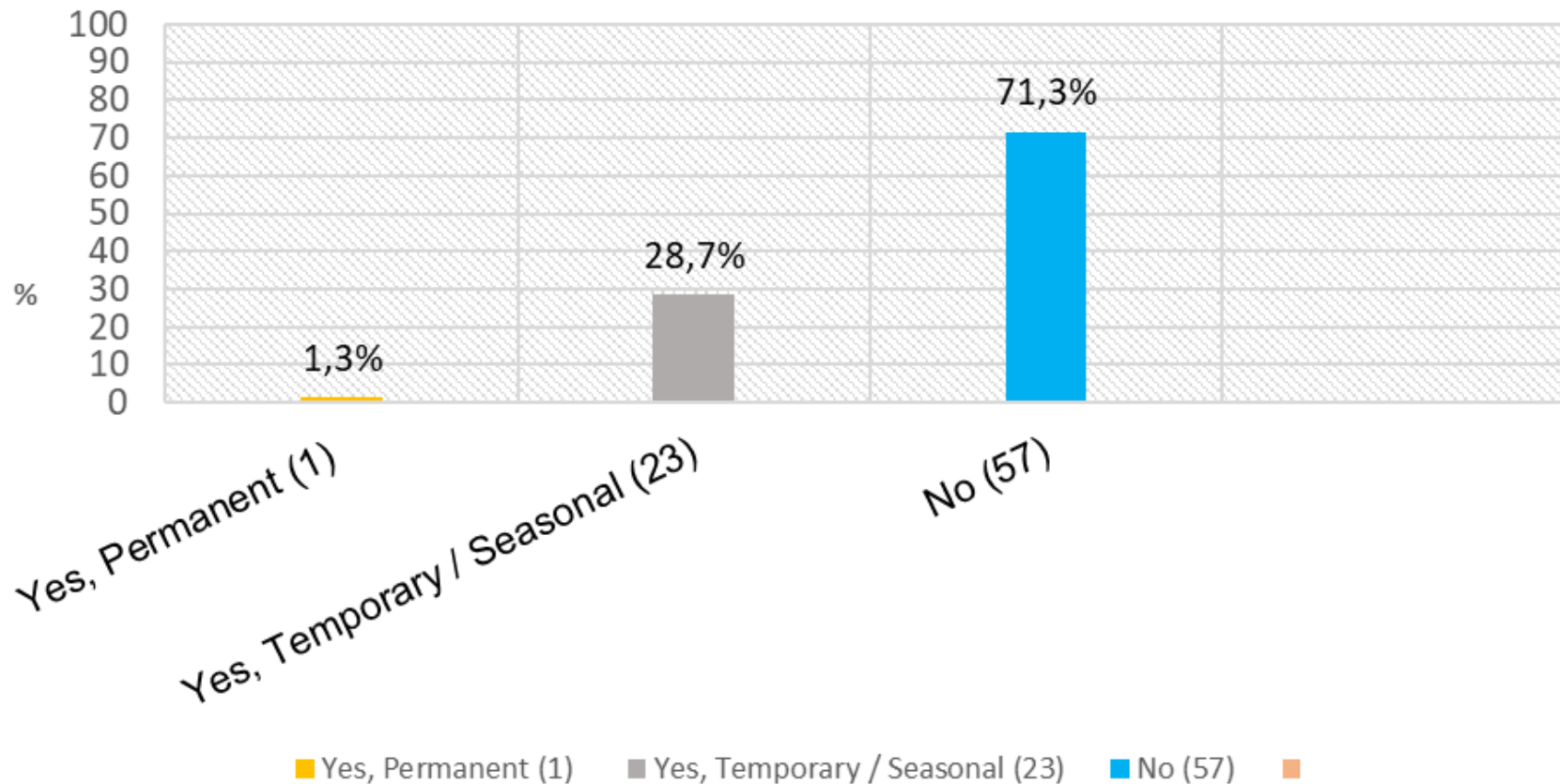
8. Visitor Interests

Experiences or activities that attracted visitor interest



9. Employment Impact

Additional jobs created during the Summer Season



10. Challenges

	Challenges	Responses
1	Water Shortages (Hibberdene, Umzumbe-Pumula and Gamalakhe	14
2	Low water pressure, bad road conditions in the towns	1
3	Power Outages	4
4	Roads are in bad condition	2
5	Bad road to Happy Wanderers Holiday Resort, which the Municipality does not maintain.	1
6	The bad state of the roads in general. Unfriendly locals who got irritated by the holiday people	1
7	Past history of poor infrastructure - roads, lack of water, poor policing, etc.	1
8	Umzimkulu Bridge closure, bad roads and water issues	1
9	The road works at the Umzimkulu Bridge	1
10	Perception of poor service delivery -	1
11	We had a beautiful December honestly no complaints	1

Challenges Continued 2/2

	Challenges	Responses
12	Road Infrastructure - Road P345	1
13	Length of stay - much less this last season	1
14	Water shortages and lack of water trucks, the roads and hedges needs to be trimmed - Umzumbe-Pumula	1
15	Infrastructure challenges	1
16	Floods	1
17	Rain	1
18	The economy	1
19	Finding customers	1
20	Economy	1
21	The Municipal challenges such as Collection of black bags, Power and water outrages	1
22	Ecoli in the lagoons and a 3-day Eskom outage.	1
23	Poor signal of Wifi at Palm Grove in Uvongo	1

11. Recommendations

	Recommendations
1	Positive aggressive marketing to get visitors here instead of north coast/cape
2	Our Elysium Beach really needs a lifeguard during the festive season
3	Maintain our road
4	Ugu needs to improve on their infrastructure, to ensure that over the festive season the infrastructure can handle the volumes
5	Regular services i.e refuse collection, water and power
6	More advertising / Social media exposure / more special rates deals
7	Fill potholes and improve road conditions
8	The roads should be fixed , as they are in horrible condition
9	No power outages during the day
10	Water tanks need to be more available and roads need to be maintained as well as the hedges
11	Better planning from local municipality relating to infrastructural work during season that impacts the movement of clients.

	Recommendations
12	Improve the state of Margate
13	Infrastructure upgrades are due. the municipality workers need to stop going on strike and littering
14	Better road maintenance and more signage
15	Improve infrastructure and policing.
16	Improve infrastructure viz. roads, water supply etc.
17	Interactive session to engage the participants an encourage active learning
18	Water situation needs to be sorted
19	Maintain Roads
20	More Marketing for the South Coast
21	Improving the swimming facilities behind oribi plaza, all keeping all the beaches in good standard

	Recommendations
22	Water issues
23	The current condition of Road P345 - Oribi Gorge Road is a cause for concern, urgent intervention is needed due to the significant threat it poses to the safety of road users.
24	More to attract visitors to our areas.
25	Additional rooms required
26	More police visibility at the beach during boxing day and new years day
27	Quality control of the water in the beach lagoons.
28	Better marketing of tourism in the south coast
29	The condition of the roads need to be improved, police visibility needs to be ramped up at the beaches during the busier days
30	To improve my establishment, I need to put more Airconditioners because of the heat and humidity
31	More social media influencing
32	Resolve water issues, finish fixing the bridge
33	Resolve water issues



Thank you.

For more information on this report or previous ones, visit www.visitkznsouthcoast.co.za

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