

FOR IMMEDIATE RELEASE
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BUMPER EASTER WEEKEND FOR THE NORTH COAST

It was a weekend of festivity where the KwaZulu Natal North Coast welcomed visitors to explore what the destination had to offer from unique restaurants, extreme adventure, fun boat ride, game reserves, warm beaches, and plenty more to see and do. The North Coast region had an average occupancy of between 80-90% which is much higher than 2022.

The easter weekend was certainly one of the busiest periods for the region, where travellers were taking local trips to enjoy quality time with their loved ones and making new memories. Most properties in the region achieved occupancy levels above 50% with some reporting 100% occupancies and were fully booked for the duration of the easter weekend. Some establishments reported that this was their best and busiest weekend post the pandemic. There were some establishments that struggled to fill up rooms mainly because people wanted cheaper and discounted rates, which is clearly an indication that the current economic situation is impacting travel decisions.

The CEO of Enterprise iLembe Mr Linda Mncube thanked visitors for supporting local businesses and growing the market share of domestic tourism. Mncube said that ‘The positive accommodation occupancy figures indicate a growth trajectory, and we are confident that this will continue for the remainder of the year. This growth is largely attributed to the concerted efforts of all stakeholders to market and promote the destination and to our trade for the excellent standards in the product offering.

Speaking of marketing the destination, the team from Enterprise iLembe and KwaDukuza Municipality arrived back from a very successful tourism exhibition ‘World Travel Market (WTM) Africa’ which took place at the Cape Town International Convention Centre from 3-5 April 2023. WTM is a business-to-business travel and tourism event for African and International travel professionals.

Issued by Enterprise iLembe

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