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Real Estate Intelligence, Sales Enablement and Execution

INVESTOR REPORT · 2026

The Whale Coast

An investment case, built from registered sales, tourism data and the geography between two bays

Kleinmond · Betty's Bay · Pringle Bay · Hermanus · the Overstrand

Disclosure: Altavera holds the sales mandate for Harbour Road in Kleinmond. This report is how we read the market we sell in. Every figure is sourced, the source is named, and registered prices are distinguished from asking prices throughout.

1. First, look at the map

Before any number, get your bearings. One coastline, two roads, and a string of towns between Cape Town and the whale watching capital of the world. Everything in this report happens on this stretch of coast, and the most important facts about it are visible before a single price is mentioned.



Three things to take from the picture. Kleinmond sits on the Cape Town side of Hermanus, so if you drive out on a Friday afternoon it is the town you reach 40 minutes sooner, and you reach it on Clarence Drive, one of the great coastal roads anywhere, rather than on the N2 behind the trucks. Kleinmond sits inside the shaded zone, the Kogelberg Biosphere, which is why this coast will never look like a city suburb. And the whales run this entire shore from June to December, which is winter: this coast has a second high season exactly when other beach towns go quiet.

2. The case, in four numbers

If you are thinking about buying on this coast, these are the four numbers to hold onto. Each comes from registered sales or official sources, all named on the last page.

+20.8%
Hermanus house prices in one year, Oct 2024 to Oct 2025, registered sales

R3.23bn
spent on Hermanus property that year, a record, on 9% fewer sales

75%
of Hermanus residents now live there permanently, up from 45% a decade ago

R2.47m
Kleinmond's registered house average, 2024. Early 2025 central sales: R3.08m

One habit of ours you will notice throughout

Two kinds of prices appear in this report and we never mix them. Registered prices are what buyers actually paid, recorded at the Deeds Office. Asking prices are what sellers currently hope for. When it is your own money, that difference matters, so every figure here is labelled as one or the other.

Who is talking to you

Altavera sells Harbour Road in Kleinmond, and we put that on the cover rather than in the fine print. It is exactly why this report is careful: we would rather you check our numbers than take our word, because if you do buy here, we want it to be for reasons that survive checking.

3. Why people are moving here

They are not just holidaying anymore. They are staying.

A decade ago, 45% of the people in Hermanus lived there permanently. Today the estimate is 75%. Think about what that means for a coastline: these towns are turning from holiday villages into year-round communities, filled by families leaving Gauteng, by remote workers who no longer need a head office, and by buyers planning their next chapter while they are still working. About half of recent Hermanus buyers are between 50 and 64, buying ahead of retirement, and agents report young working families arriving alongside them.

Permanent neighbours are good news for your property. They buy in winter as well as summer, they keep the schools, doctors and restaurants open year-round, and they hold their homes rather than flip them. That puts a floor under prices that a pure holiday town never has.

And the visitors keep coming, in numbers that are hard to picture

The Overstrand is home to about 111,000 people, and in season that population roughly quadruples, according to the municipality itself. What pulls them is not a theme park that a competitor can build somewhere else. It is southern right whales calving in the bays from June to December, the hikes and fynbos of the Kogelberg, four Blue Flag beaches, penguins at Stony Point, and the Hemel-en-Aarde wine valley. One long weekend, the 2025 Hermanus Whale Festival, brought an estimated R92 million in visitor spending to the area.

Here is the part that matters most if you ever plan to let your property: 86% of the visitors through the regional tourism offices in 2023 were South African. This coast fills up with people who drive here, in good years and bad. Your income does not depend on exchange rates or long-haul flights.

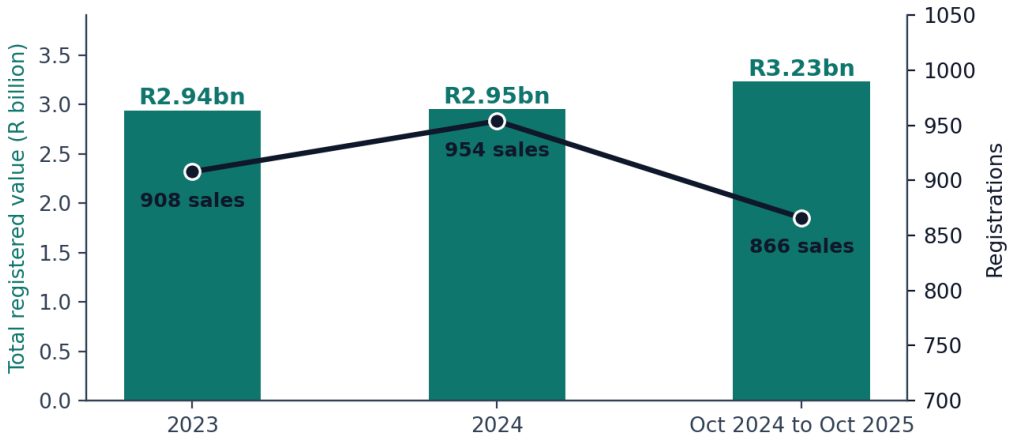
Three UNESCO recognitions, and we will be precise about them

The Kogelberg Biosphere Reserve, South Africa’s first UNESCO biosphere, wraps the coast from Pringle Bay through Betty’s Bay to Kleinmond. It sits within the Cape Floral Region Protected Areas, a UNESCO World Heritage listing. And Overstrand Hermanus holds a third title as a UNESCO Creative City of Gastronomy. Three different recognitions, three different things, and this coast holds all of them.

4. What homes actually sold for

Not asking prices, not projections. These are registered sales from the Deeds Office, the prices real buyers paid.

Hermanus: fewer sales, more money



From October 2024 to October 2025, buyers put a record R3.23 billion into Hermanus property across 866 sales. Notice the shape: about 9% fewer transactions than the year before, yet 9.5% more money, and the average house up 20.8% to R4.41 million. When value climbs while volume falls, it means buyers are competing for scarce stock, not that everyone is selling. Two Hermanus suburbs now average above R10 million and vacant plots averaged R2.61 million. That is what the anchor town of this coast has become.

Kleinmond: the quiet acceleration

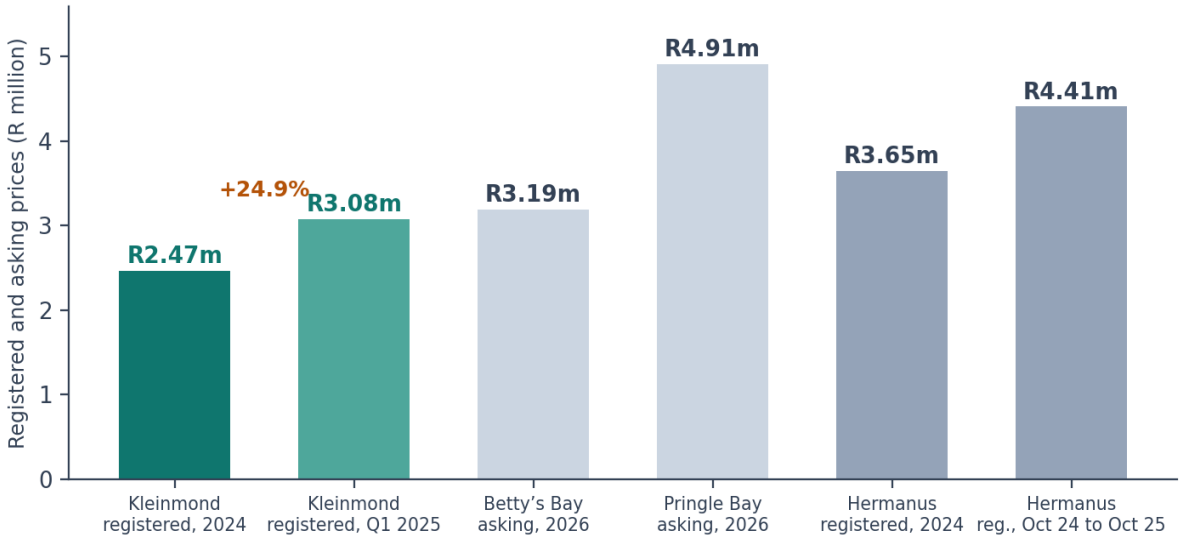
Kleinmond, registered sales	2023	2024	Change	2025, Q1	Change
Homes sold	189	204	+8.0%	31	part year
Total value	R415.2m	R474.5m	+14.3%	R94.8m	part year
Average house price, own title	R2,435,080	R2,467,502	+1.3%	R3,081,166	**+24.9%**
Average apartment price	R1,219,444	R1,358,500	+11.4%	R2,320,000	one sale
Vacant plots	fewer sold	price up sharply	scarcity	thin data	

The first quarter of 2025 is the latest registered Kleinmond data available (CCH, June 2025). Counts and totals for a part year are shown without a percentage; the +24.9% compares average achieved house prices, Q1 2025 against full-year 2024, with Q1 sales concentrated in Kleinmond Central.

Read the apartment line twice. Lock-up-and-go homes are exactly what weekenders, semigrants and investors want, Kleinmond has very few of them, and their average jumped 11.4% in a single year. Now read the 2025 column: the registered average jumped a quarter in a single step, and with Hermanus reporting running to October 2025, the gap between the towns in this report is, if anything, measured conservatively. The market here is not asleep. It is waking up from the top.

5. Watch the repricing move along the coast

Hermanus proved what people will pay to live on this coastline. The question for you as a buyer is where that willingness travels next. Look at what sellers in the small villages are already asking.



Betty's Bay and Pringle Bay are lovely, and they are tiny: no harbour, no commercial centre, no hospital between them. Yet their sellers now ask R3.19 million and R4.91 million on average, at or above what Hermanus buyers actually paid a year ago. The local agents who cover these villages predicted exactly this as buyers arrived from across the country. The wave is real, it is moving along the R44, and the asking prices show where it has already reached.

And the last complete town on the corridor has just started to move

Kleinmond registered an average of R2.47 million in 2024, roughly a third below Hermanus that same year. Then came the first step: Q1 2025 registrations averaged R3.08 million, up 24.9% in a single move. Even after that step, Kleinmond sits about 30% below what Hermanus buyers are paying today, and below what its own far smaller neighbours are asking. And of the three villages on this corridor, Kleinmond is the only one with a working harbour, shops and restaurants, a Blue Flag beach, a golf course, and doctors in town. The corridor's most complete town is repricing from the corridor's lowest base, and it has only just begun.

What that could mean if you buy now

Measure it on the latest registered figures on both sides: Kleinmond at R3.08 million in Q1 2025 against Hermanus at R4.41 million over the year to October 2025. Closing half of that gap implies roughly R3.75 million; closing it fully implies R4.41 million. Nobody can promise you either number, and we will not. What the record now shows is stronger than a promise: the journey has been made before, town after town, spreading outward from Hermanus, first Onrus and Vermont on its shoulder, then the asking prices of Betty's Bay and Pringle Bay, and as of the 2025 registrations, the first step in Kleinmond itself is on the deeds. Coasts reprice one town at a time, and this one is mid-stride.

6. People are not just buying here. They are queueing to rent here.

If you ever intend to let your property, long term or short, look at what renting actually costs one bay over, in Hermanus, today. These are live asking rents from the portals, suburb by suburb.

R10,500
what a one bedroom in Voëlklip, Hermanus asks per month, long let, unfurnished

R15,500
a two bedroom in an Onrus estate, the top of the apartment ladder

R4,000 a night
a Voëlklip holiday home this December, minimum stay 21 nights

40 listings
long-let stock advertised across all of Hermanus. In Kleinmond: a handful

The Hermanus rent ladder, from the live listings

At the entry, a bachelor flat in Sandbaai asks R6,950 and a 29 square metre bachelor in Westcliff R8,500. One bedrooms in Voëlklip ask R10,500. Two bedroom apartments run from R10,600 in Onrus through R13,000 with sea views to R15,500 in a secure estate. Family houses start around R19,000 in Voëlklip and run to R35,000 and R45,000 in the Fernkloof and Berghof estates. And that is the long-let side only: in season, furnished homes near the water advertise at R2,600 to R5,000 a night, and a Voëlklip house this December asks R4,000 a night with a 21 night minimum. One seafront Onrus home lists at R30,000 a month for the winter and R39,500 a month from 2027.

Now set those rents against the size of the town. Hermanus holds over 20,000 properties, and on the day we checked, roughly 40 of them were advertised for long-term rent: one in every five hundred. That is what a tight rental market looks like from the inside, and it is why the availability of ordinary long-term homes for local working families has become a talking point in the town itself. Demand is outrunning supply in plain sight, in both rental markets at once, with the short-let peak sitting in whale season, July to November, the opposite half of the year to the beach crowd.

Now search for a long-term rental in Kleinmond

Go to any portal and try. On a given day you will find a handful of listings, sometimes fewer. Same coastline, same whale calendar, 34 kilometres closer to the city on the scenic road, and effectively no professional rental market yet. There are two ways to read that. Either the demand is missing here, which the queue one bay over argues against, or the stock was never built, which the registered numbers support: the town is short of exactly the lock-up-and-go apartments renters want, and the few that trade jumped 11.4% in a year. The renters exist. The rental market is not weak. It is unbuilt, and the first professional stock to arrive will have it largely to itself.

Said straight, because thin data cuts both ways: few lettings also means few proven rent rolls, and that is what early looks like. If you need a decade of letting history before you buy, buy in Hermanus and pay Hermanus prices for it. If you can read a corridor, you are looking at the point of entry.

7. Why Kleinmond, specifically

	Kleinmond	Hermanus
From Cape Town	~113 km on Clarence Drive, about 75 minutes	~120 km on the N2, closer to two hours in traffic
Position	The Cape Town side: every coastal visitor reaches it first	Further out; you pass everything else to get there
UNESCO	Inside the Kogelberg Biosphere, heart of the Cape Floral Kingdom	Beside it; the town itself sits outside the biosphere
Beach	Blue Flag main beach, lagoon and harbour in walking reach	Blue Flag at Grotto; bigger and busier
Registered house average	R2.47m (2024) · R3.08m (Q1 2025)	R4.41m (Oct 2024 to Oct 2025)
Medical	Doctors in town; Mediclinic Hermanus 34 km; four private hospitals within an hour	Full private hospital in town
Feel	A village, kept a village by the biosphere around it	A regional centre: 17 suburbs across 22.5 km

Two rows in that table quietly do the most work. The first is which side of Hermanus you are on. The drive from the city is shorter, and it is beautiful the whole way. For a weekend place you will actually use, for a monthly commute back to Cape Town, for guests deciding where to stay, those 40 minutes never stop mattering. Geography does not need marketing.

The second is the biosphere, and we will give it to you straight, because it cuts both ways. UNESCO biosphere status restricts development and densification along this coast. If you want to build, that means stricter rules and slower approvals. But once you own here, it means the one thing no growing coastal town can normally offer: they are not making more of it. Hermanus can keep adding suburbs. This corridor largely cannot. The scarcity is written into the landscape, permanently.

And the whales are not a postcard, they are a calendar

Whale season runs June to December. Beach season runs December to March. A property here has two high seasons in opposite halves of the year, which means a longer letting calendar and a flatter income curve than any summer-only beach town can offer.

New lock-up-and-go stock in exactly this position exists today. See it at harbourroad.co.za.

8. Which buyer are you?

If you are...	The case for you	What we would tell you anyway
Buying a holiday home that helps pay for itself	Use it in your weeks, let it through whale season and summer. Two peaks, opposite halves of the year.	Regional short-let averages sit near a third of the year, and that average includes unmarketed homes. A well-run calendar starts higher, and the trend on this coast is upward. Plan on part-pay today; treat better occupancy as upside.
Investing for the long run	Apartments are the scarcest product in town and their registered average rose 11.4% in a year. Scarce, easy-to-run stock in a repricing town is the cleanest case on this coast.	Buy this for the capital story with income as the bonus. Stock this scarce is tightly held, and when you sell, you are selling exactly what the town is short of.
Moving here, or halfway here	The most complete village on the corridor, at a third below the anchor, 75 minutes from the city when you need it.	Come stay a week in August first. If you love it in winter, you will love it always. Small-town services are real, but they are small-town.
Buying land to build	Plots are selling out: fewer sales, sharply higher prices, inside a biosphere that will not release more land.	Building in the biosphere means stricter controls, longer approvals and fire-conscious design. Budget honestly for both.

9. Harbour Road: the case, applied

Everything this report argues meets at one address. The scarcest product in town, new lock-up-and-go apartments, per the registered numbers in section 4. In the one corridor town the repricing has not reached, per section 5. On the harbour side of Kleinmond, with the tidal pool, the Blue Flag beach and whale season on the doorstep, per the map you started with. We sell it, which you knew from the cover. If the logic has held you this far, test the conclusion on the building it points to.

Look at Harbour Road now

harbourroad.co.za

Or write to us for the price list and plans:
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Come in whale season. Bring binoculars.

Method and sources

Registered price data: Cape Coastal Homes (CCH) town reports built on Deeds Office registrations: Kleinmond Residential Property Market, June 2025; Hermanus Residential Property Market Report, August 2025; Hermanus Residential Property Market Report, January 2026. Asking price data: Property24 property value pages for Betty's Bay, Pringle Bay and Kleinmond, accessed September 2026, labelled as asking wherever used. Corridor commentary: Rawson Property Group, Overberg coastal market; Chas Everitt Whale Coast commentary, IOL, May 2024. Tourism and region: Overstrand Cape Whale Coast Tourism Strategy, December 2023; Hermanus Whale Festival 2025 impact study; UNESCO Creative Cities profile, Overstrand Hermanus. Rental market: live Property24 and agency rental listings for Hermanus suburbs, Onrus and Kleinmond, accessed September 2026 (asking rents); portal listing counts on the same date; Hermanus rental commentary, local press, 2025. Short-let occupancy: independent third-party market analysis, 2026, treated as indicative only. Distances are road distances from published listings and town reports. The map is simplified from actual geography; distances are road distances and approximate.

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