CAPE TOWN WITH KIDS

Audience & Performance Snapshot

Real places, tested by real parents and kids. Cape Town's family discovery platform.

capetownwithkids.com · @cptwithkids · Data as at 20 October 2026

SOCIAL FOLLOWING
225.6K
▲ 146% since Jan 2025
Instagram, Facebook and TikTok combined

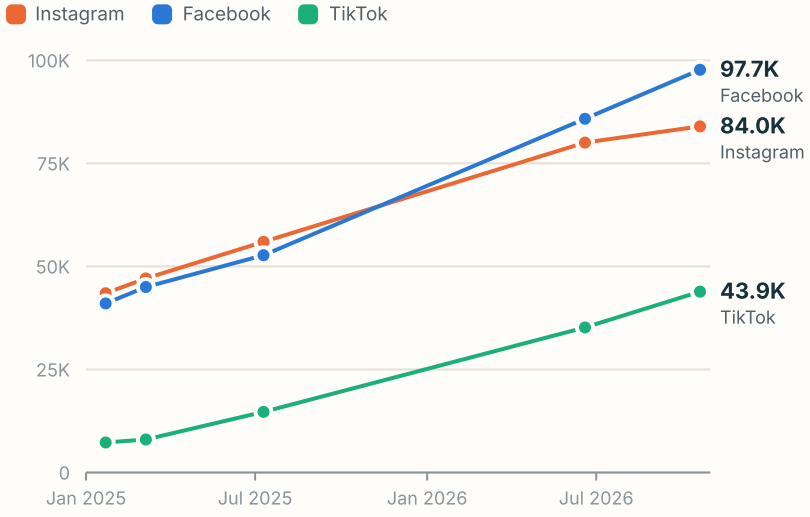
MONTHLY VIEWS
4.0M
▲ 39% vs Jun 2026
Across all three platforms

MONTHLY INTERACTIONS
63.7K
▲ 20% since Jan 2025
Likes, comments, shares, saves

PAGE VIEWS PER MONTH
51.5K
▲ 19% vs Jun 2026
Highest in our reporting history

Our community has more than doubled in 21 months

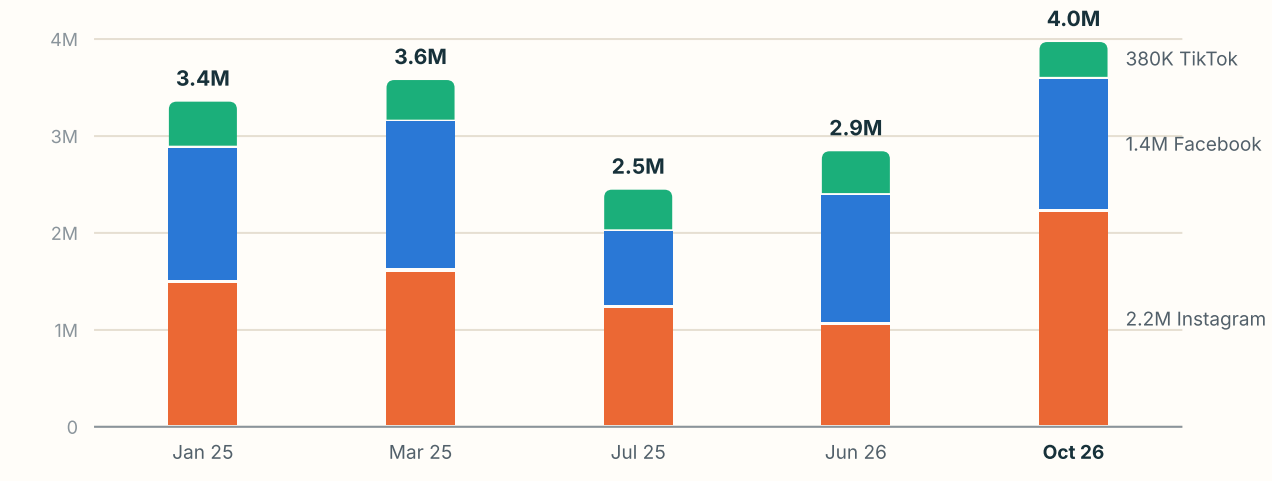
Followers per platform, 2025 to 2026



	TODAY	SINCE JAN 2025	SINCE JUN 2026
Instagram	83,987	+93%	+4.9%
Facebook	97,698	+138%	+13.8%
TikTok	43,891	+501%	+24.8%
Newsletter	3,144	+57%	+4.8%
Social total	**225,576**	**+146%**	**+12.2%**

Almost 4 million views a month, our highest yet

Average monthly views per platform at each reporting date



CAPE TOWN WITH KIDS

Who is in our audience

A family audience: mostly women, mostly aged 25 to 54, and mostly in or near Cape Town.

INSTAGRAM FOLLOWERS WHO ARE WOMEN

82%

Facebook 79%, website 73%

INSTAGRAM FOLLOWERS IN CAPE TOWN & WINELANDS

74%

Facebook 79%, website 66%

WEBSITE VISITORS FROM OUTSIDE SOUTH AFRICA

13%

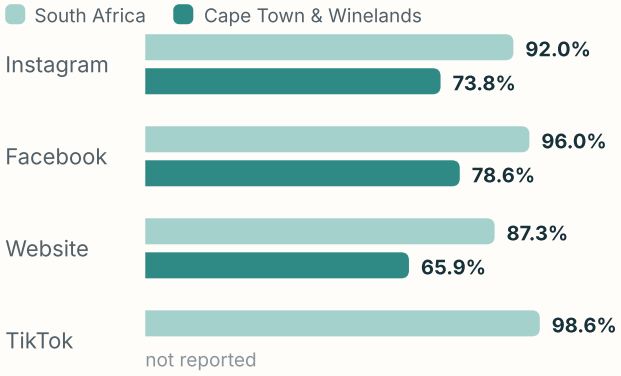
About 1 in 8 engaged visits, relevant for tourism and travel partners

Women

Share of audience by channel

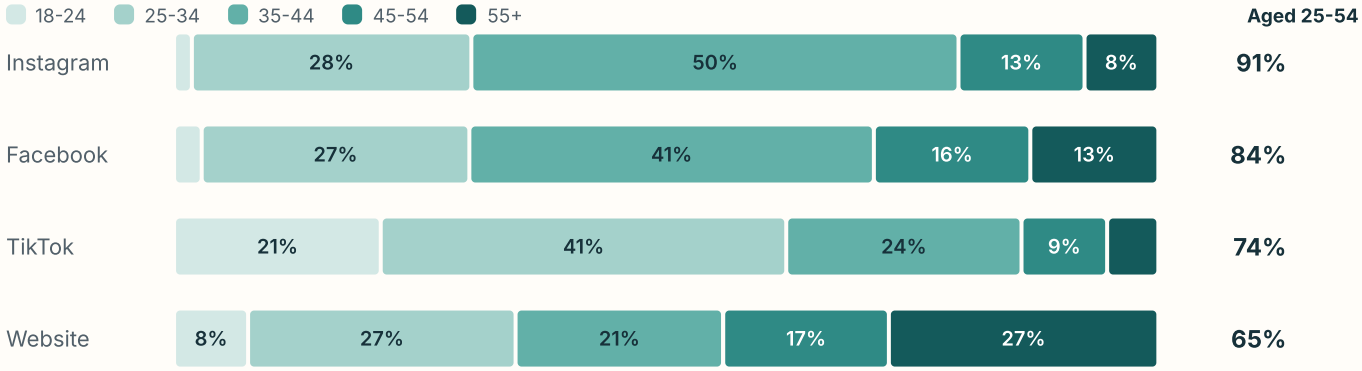
Where they live

Share of audience by channel



Age: a parent-aged audience

Share of audience by age group. The right-hand column adds up everyone aged 25 to 54.



Website figures cover visitors whose age Google Analytics could identify (about 1 in 4). TikTok skews youngest, with 62% of its audience aged 18 to 34.

Instagram

83,987 followers. Our most parent-aged community, with 50% aged 35 to 44.

Facebook

97,698 followers. Our biggest community, with 96% based in South Africa.

TikTok

43,891 followers. Our fastest growing channel, up 501% since Jan 2025.

Website

30.3K sessions a month. 58% of visits arrive from search.

What this means for partners

- **Locals first.** Three quarters of Instagram and nearly four fifths of Facebook followers live in Cape Town and the Winelands.
- **Parent-aged.** 91% of Instagram followers are aged 25 to 54, the years of school runs, birthday parties and weekend plans.
- **Visitors too.** Around 13% of engaged website visits come from outside South Africa.

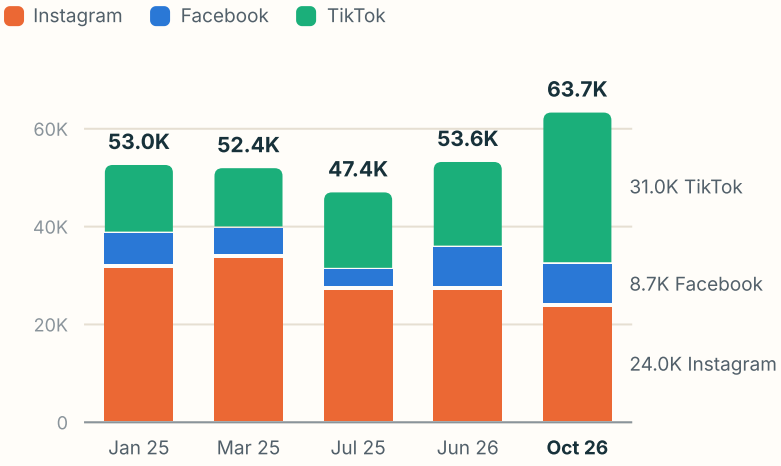
CAPE TOWN WITH KIDS

Engagement & website

People do not just scroll past. They interact, and they come to the website.

Interactions are at their highest point

Average monthly interactions per platform at each reporting date

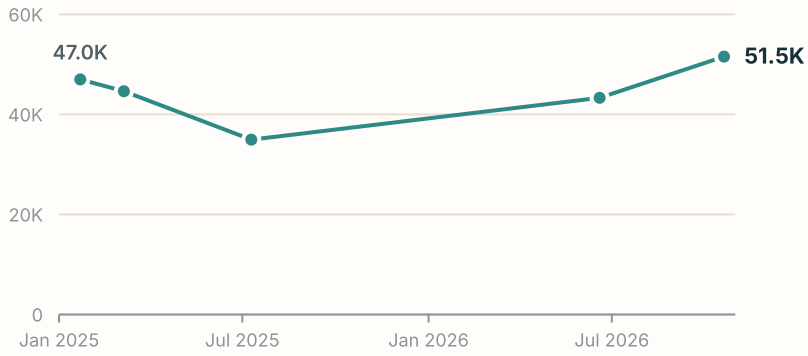


	PER MONTH	JAN 2025	JUN 2026	OCT 2026
Instagram	23,979	17.5%	29.1%	**22.9%**
Facebook	8,729	1.9%	2.3%	**2.4%**
TikTok	31,008	3.6%	8.8%	**7.3%**

Engagement rate = interactions divided by reach. Shown for the three reporting dates.

Website traffic is at its highest point

Average monthly page views at each reporting date

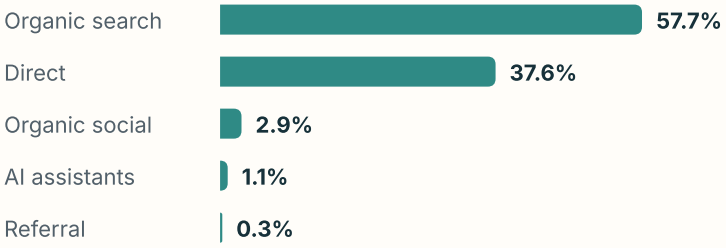


51.5K
PAGE VIEWS PER MONTH
▲ 19% vs Jun 2026

30.3K
SESSIONS PER MONTH
▲ 17% vs Jun 2026

How people find us

Share of website sessions by source, last 90 days



Search is our engine. Almost 6 in 10 visits come from search engines.

Returning visitors. Direct traffic means people typing us in or opening saved links.

AI assistants already send about 1 in 100 visits our way.

Notes on the data

All figures are monthly averages over the last 60 to 90 days before each reporting date (Jan 22 2025, Mar 6 2025, Jul 10 2025, Jun 19 2026, Oct 20 2026). Follower counts are as at the reporting date. Views and interactions come from Meta Business Suite and TikTok analytics, website data from Google Analytics 4. Website location uses engaged sessions to leave out automated traffic. Reach is not shown because Meta and TikTok no longer report it consistently. Website page views and sessions are as recorded by Google Analytics. There were no snapshots between Jul 2025 and Jun 2026, so the lines connect the points we have.

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