

BESPOKE ART & WELLNESS EXPERIENCES: CAPE PENINSULA 2026

Real wellness, made from art & nature.

ARTROUTE launches five new Peninsula Art & Wellness experiences for 2026.

Private, research-backed routes that bring together art, nature, and real access to working artists.

Built from fourteen years of experience, designed for travellers who want more than a tour.



5 new
routes



21 years
wellness
expertise



since 2011
art tourism
pioneer



private
accompanied
tours

A LETTER FROM ARTROUTE

NOT ALL WELLNESS & ART IN HOSPITALITY ARE REAL. THIS IS THE DIFFERENCE.

Dear Art Enthusiasts,

When I founded ARTRROUTE in 2011, people thought I was slightly mad. Adventure tourism was booming, nature experiences were selling themselves, and here I was, telling anyone who would listen that art tourism was the next frontier, that discerning travellers were hungry for genuine cultural access: studios, collections, living artists, real conversations about what was being made in this country and why it mattered. The response, mostly, was polite scepticism.

Fourteen years later, the sector has caught up. Earlier this year I spoke on a Wine, Wellness and Art panel about exactly this shift, and the fact that stopped the room was this: the Global Wellness Summit named art as a multisensory wellness experience one of its ten key global trends for 2024. The most authoritative voice in the wellness industry is now saying what we've been building for over a decade.

Art engagement is linked in peer-reviewed research to measurably lower anxiety, greater empathy, and what researchers call flow: a state of complete absorption tied to genuine, lasting wellbeing. Every ARTROUTE Wellness experience is designed to trigger it, through art, through nature, and often through both at once.

But not all art in hospitality is equal. The difference between an experience that genuinely moves a guest and one that simply decorates a space comes down to whether it's rooted in something real. We've spent fourteen years proving what that takes, working directly with galleries, private collectors and working artists across the Cape, and designing bespoke creative workshops, where guests don't just view art but make it. The research is clear that making produces measurably stronger wellbeing outcomes than viewing ever does.

Now we're bringing that same rigour to wellness on the Peninsula. Working with Brigitta Gaylard, our specialist Art and Wellness Advisor, we've built five entirely new routes that hold art and nature in the same hand: cold-water immersion beside a working tidal pool, equine-assisted stillness in Hout Bay, kayaking eye-to-eye with penguins and seals, ocean-plastic sculpture and fynbos-cast jewellery, all threaded between the private ateliers only ARTROUTE can open. We can't wait for your clients to experience it.

Talita Swarts
FOUNDER & CEO, ARTROUTE · ART
TOURISM PIONEER SINCE 2011



Meet your guide: Brigitta Gaylard
SPECIALIST ART & WELLNESS ADVISOR AND TOURIST GUIDE,
ARTROUTE

With 21 years in South Africa's art and wellness education market, Brigitta designed every one of these five new routes personally, scouting each gallery, cold-water pool, paddock and fynbos studio along the Peninsula, so your clients don't have to.



THE FIVE NEW EXPERIENCES

CURATED FOR REST. DESIGNED FOR CHANGE.

01

HOUT BAY · FULL DAY · 09:00 to 18:00

Kayaking with Seals & Dolphins, or Healing with Horses

Atlantic Seaboard

Private, accompanied tour

Paddle at water level through the Duiker Island seal colony, surrounded by a dramatic mountain amphitheatre, or trade the kayak for grounded, ground-based equine-assisted stillness on Riverside Terrace. Either way, the day continues into the Hout Bay and Ghuba Galleries, tea at the Deli Social, lunch at Delish, and a private atelier visit with Kate Gottgens, Georgina Gratrix or Robert Slingsby, before the golden-hour drive home over Chapman's Peak.

FLOW TRIGGER: rhythmic paddling and grounded stillness beside a large animal are both well-documented routes into deep, present-moment focus.



02

KALK BAY · HALF DAY · 13:30 to 18:00

Art, Tidal Pools & the Wim Hof Plunge

False Bay

Private, accompanied tour

A walking route from Kalk Bay Modern's Ekoka textiles to the century-old Brass Bell tidal pool, where clients take on an intentional Wim Hof cold-water immersion: controlled breath, controlled cold, a measurable reset of the nervous system. The Ink-Box and Artvark Galleries follow, ending at "the dopamine double-dip": dark hot chocolate at Chardonnay Deli, chosen deliberately for the flavanols.

FLOW TRIGGER: controlled cold exposure demands total present-moment attention; there is no room left for anything else.



WHY IT WORKS

Every route on these two pages pairs a sensory reset with private access to working artists, because Talita's fourteen years pioneering art tourism and Brigitta's two decades in wellness education agree on one thing: wellness that lasts is wellness your body actually does something to earn.

THE FIVE NEW EXPERIENCES

CURATED. PRIVATE. PURPOSEFUL.



03 Simon's Town

HALF DAY · 13:00 TO 18:00

PENGUINS, NAVAL HISTORY & TWO PRIVATE ATELIERS

False Bay · Private, accompanied tour

Lunch at the historic False Bay Yacht Club, overlooking the naval dockyards, then two hours kayaking eye-to-eye with the Boulders Beach penguin colony: no fences, no platforms, just water level and wonder. The afternoon closes with private visits to Arabella Caccia's meditative studio and impressionist Kevin Stanley, over pâtisserie at The Sweetest Thing.

FLOW TRIGGER: shared, undivided focus with wild animals in their own habitat is one of the most reliable routes into flow state.



04 Kommetjie

HALF/FULL DAY · 13:00 TO 18:00

OCEAN PLASTIC, COMMUNITY CRAFT & MARINE WELLNESS

The Deep South · Private, accompanied tour

Meet Janet Ormond, who sculpts marine life entirely from ocean plastic she collects and hand-washes herself, and HopeTown, the social enterprise turning at-risk youth into master leatherworkers under the philosophy of "dignity over pity." Add snorkelling through the Great African Kelp Forest, a Soul Space yoga class, or, for the full-day option, an oyster and Sauvignon Blanc pairing at Cape Point Vineyards.

FLOW TRIGGER: purposeful, repetitive craft and open water are two of psychology's best-documented flow states; here, clients meet both in one afternoon.



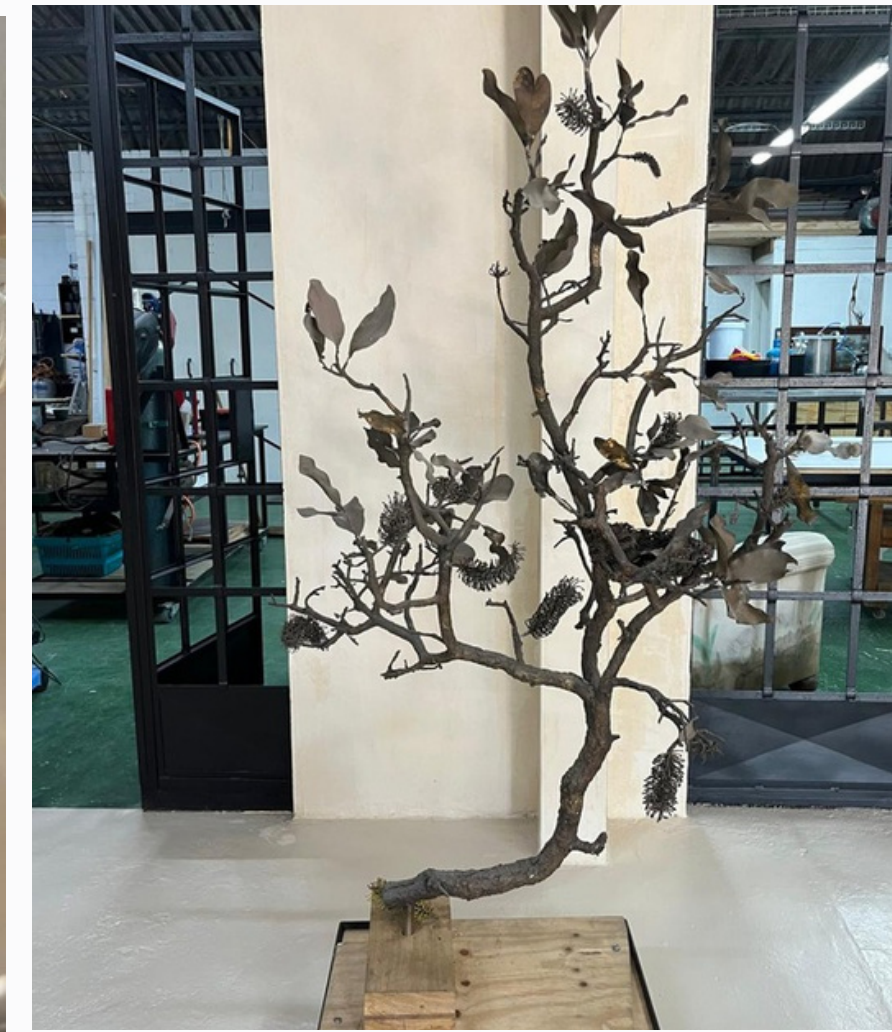
FOR YOUR ITINERARY

Every one of these five routes is private, accompanied, and built to flex around your client's morning plans. Pair naturally with Cape Point, Boulders Beach or a Constantia wine morning, with Brigitta managing every transition.

05 Kommetjie

HALF/FULL DAY · 09:00/13:00 TO
18:00

FYNBOS, INDIGO & THE ART OF SLOWNESS



Kommetjie Peninsula · Private, accompanied tour

A private circuit of Kommetjie's most contemplative studios: Cathy Layzell's atmospheric water paintings, Nic Bladen's silver and bronze cast directly from real fynbos leaves and seaweed, Astrid Blumer's botanical forms, with the option to dye fabric using natural indigo, or take a garden-to-table lunch. The gentlest of the five new routes, and arguably the deepest.

FLOW TRIGGER: slow, tactile, nature-based making is one of the clearest and gentlest routes into flow state. No adrenaline required.

Research-backed

Peer-reviewed research links art engagement to lower anxiety, greater empathy and flow state, named a top global wellness trend for 2024.

Gallery and art studio access

Fourteen years of relationships open private ateliers and studio visits that no independent guide or wellness operator can offer.

Specialist-led

Brigitta Gaylard's 21 years in art and wellness education shape every route, transition and pairing along the way.

Why ARTROUTE, Why Now

Cape Town has plenty of wellness, and plenty of art. It has one operator with fourteen years proving how they work together.

ARTROUTE has been building art-and-wellness experiences since 2011, working with galleries and working artists across the Cape and through bespoke creative programmes for Cape Town and the Winelands. In 2024, the Global Wellness Summit named art as a multisensory wellness experience one of its top ten global trends. We were already fourteen years in. For your clients, that means an experience with genuine depth behind it, not a spa treatment bolted onto a gallery visit, but one considered whole from the first stop to the last.

The Market Your Clients Are Part Of

\$2.04 trillion: Projected size of the global wellness tourism market by 2033, up from \$945.5 billion in 2024.

18.7%: Share of all global tourism spend wellness travellers already account for, averaging \$1,764 per international trip.

90%: Of high-net-worth Asia-Pacific travellers cited wellness offerings as a key factor in 2025 booking decisions.

SOURCES: Global Wellness Institute; Straits Research; Finn Partners (2024 to 2025)

FOR TRADE PARTNERS

Bring real wellness to your clients: five ways, one Peninsula.

Give your most discerning travellers something no one else in Cape Town can offer: art and wellness, grounded in research and fourteen years of practice, led by two decades of specialist experience. Every route is private, accompanied, and fully tailorable to your client's pace and interests.

- 01 | Hout Bay: Kayaking or Horses
- 02 | Kalk Bay: Wim Hof Plunge
- 03 | Simon's Town: Penguin Kayaking
- 04 | Kommetjie: Ocean & Craft
- 05 | Kommetjie: Fynbos & Indigo

TALITA SWARTS
FOUNDER & CEO
talita@artroute.co.za

BRIGITTA GAYLARD
ART & WELLNESS ADVISOR
brigitta@artroute.co.za

To book one of these experiences or need more
information contact Ellen: bookings@artroute.co.za



www.artroute.co.za

