

EASTERN CAPE

DESTINATION PERCEPTION AND AWARENESS SURVEY

The Destination Awareness and Perception Survey aims to inform the destination and brand image of the Eastern Cape. This survey will help ECPTA and other decision-makers to understand the destination awareness levels and perception of target markets, thus informing marketing and product development decisions.

The outputs of the survey will report on the following:

- To provide insight on current and potential tourists' awareness of the province
- To understand the perception and satisfaction of its offerings
- To determine the target audience's recognition of the ECPTA brand
- To understand their intention to travel to the province and the barriers they face in doing so

DASHBOARD SELECT CATEGORY:

DEMOGRAPHIC

AWARENESS

PERCEPTION

LIKELIHOOD

REPORTING PERIOD

Year, Quarter, Month

- 2021
- 2022
- Qtr 1
- Qtr 2
- April
- May
- June

MARKET

In which country do you re...

- South Africa

PROVINCE

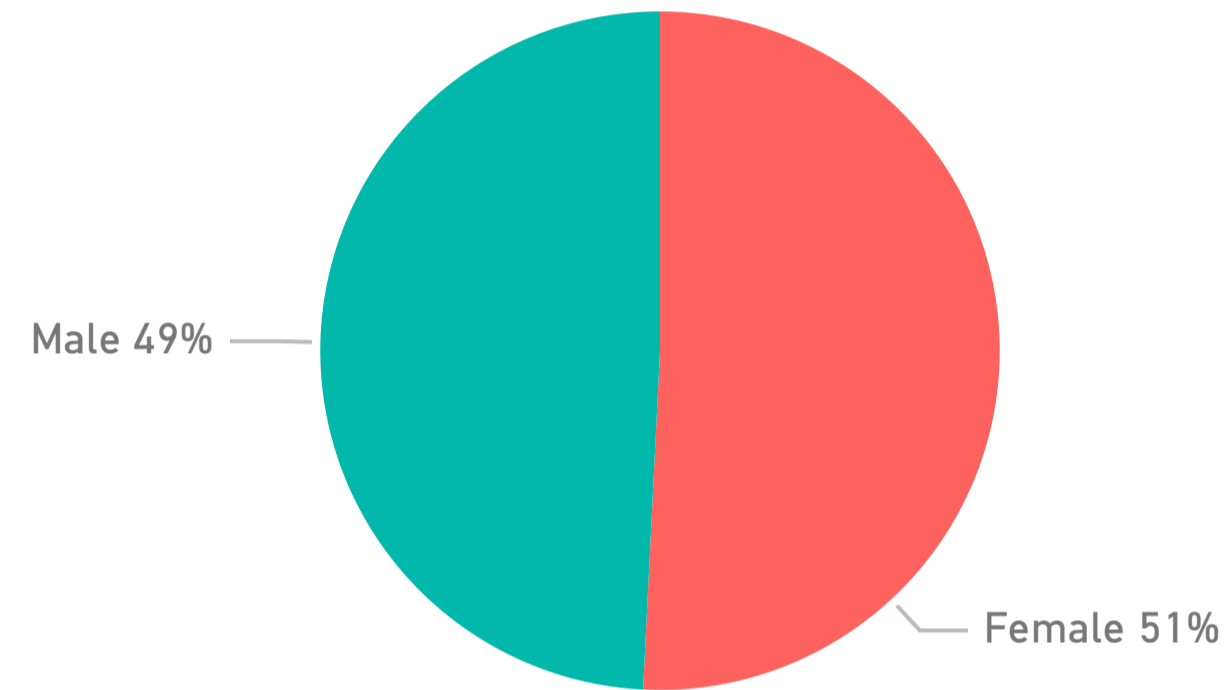
If South African, in which p...

- Eastern Cape
- Free State
- Gauteng

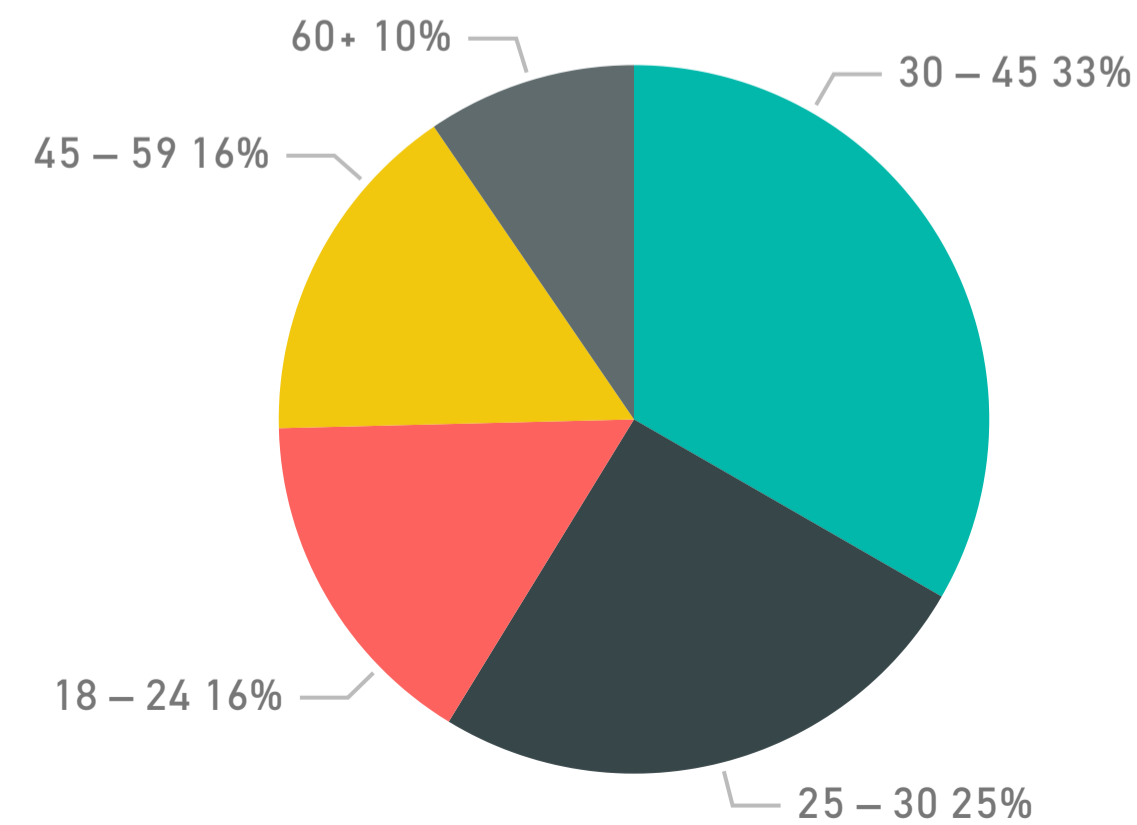
63

Count of Responses

Gender



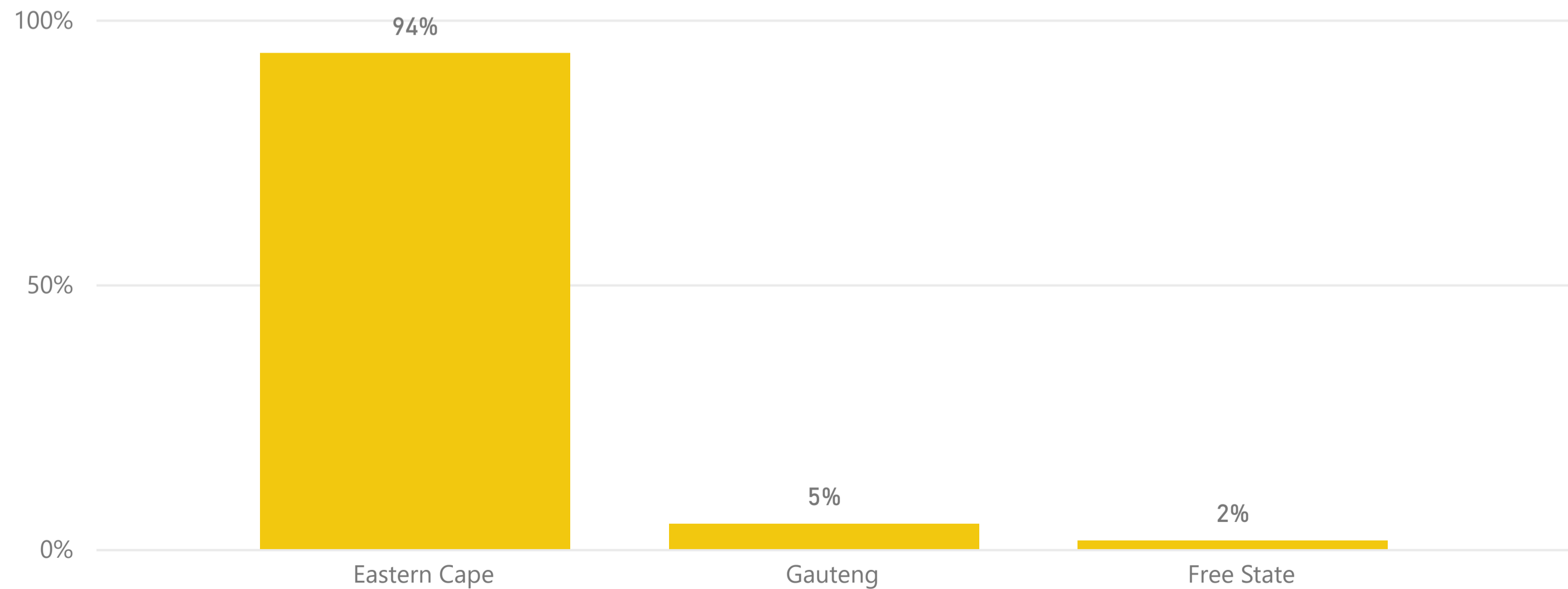
Age



Target market by country



Target market by province



REPORTING PERIOD

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- 2021
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- Qtr 1
- Qtr 2
- Qtr 3
- Qtr 4

MARKET

In which country do you re...

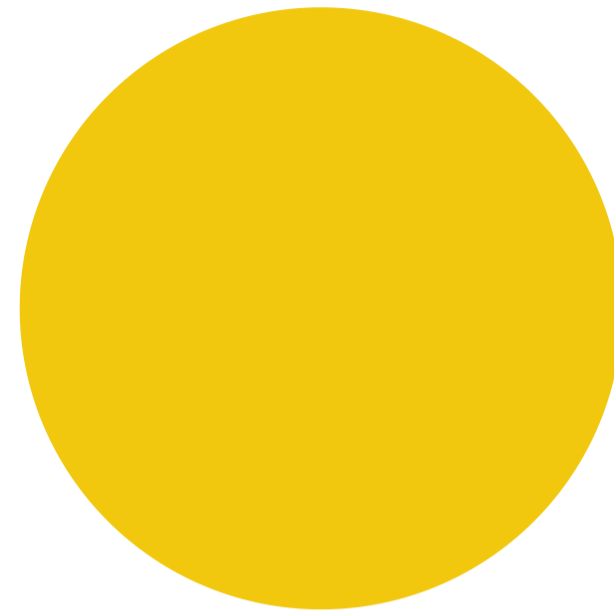
- South Africa

PROVINCE

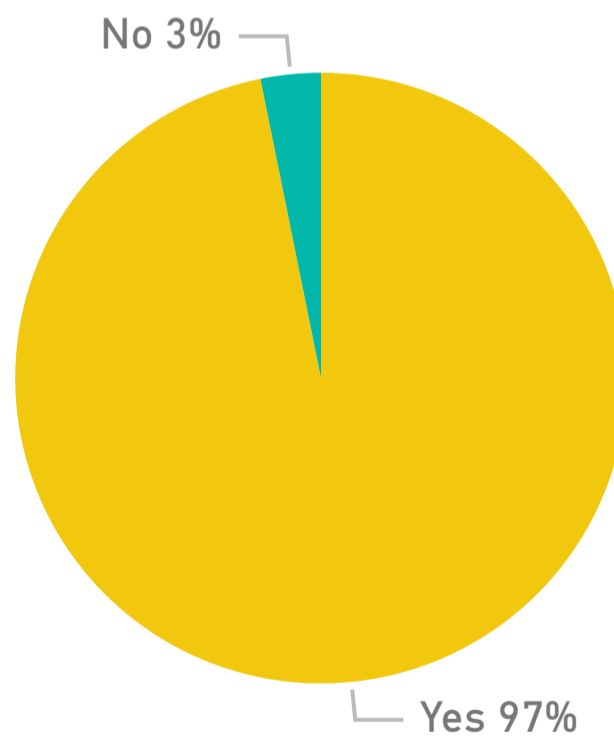
If South African, in which p...

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- Free State
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Have you heard of the Eastern Cape before?

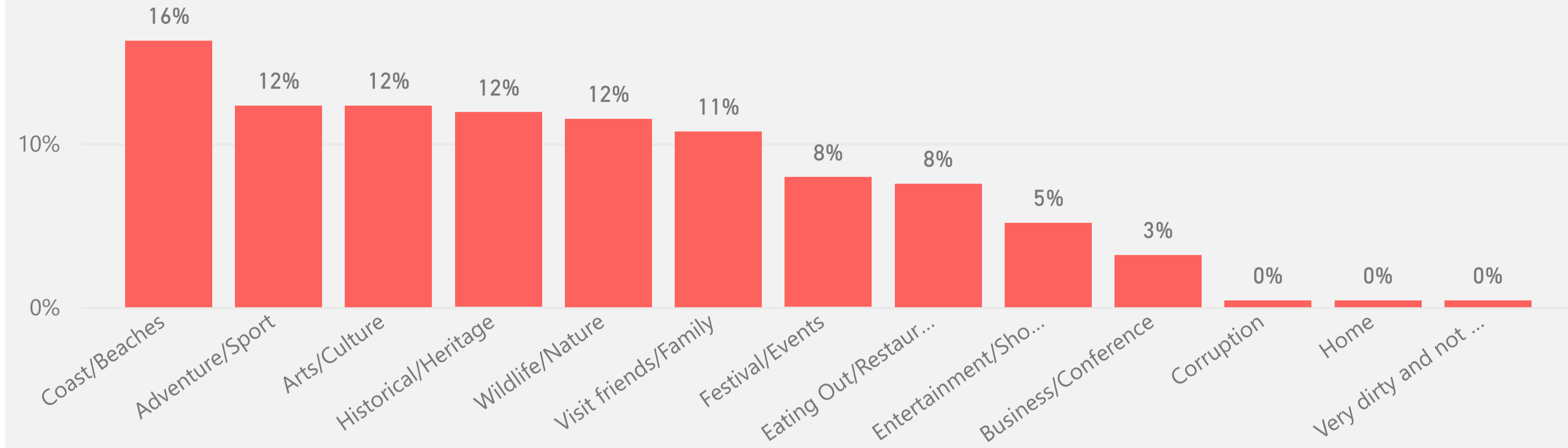


Are you interested in learning more about the Eastern Cape tourism offerings?

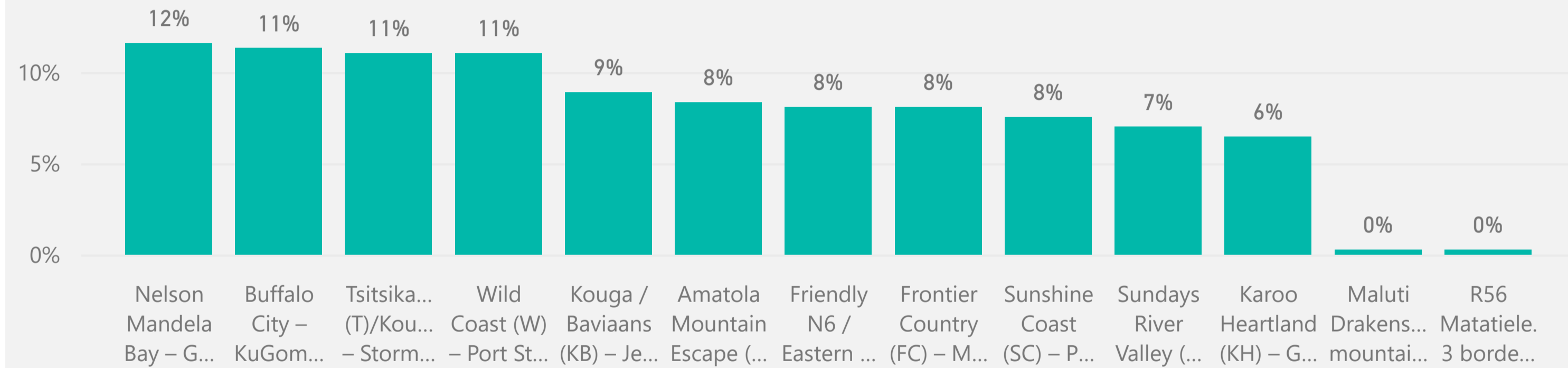


Yours to Explore

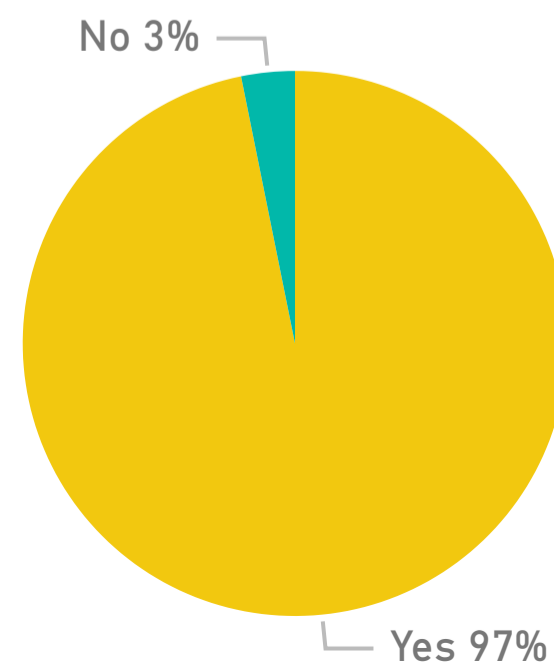
What comes to mind when thinking of the Eastern Cape?



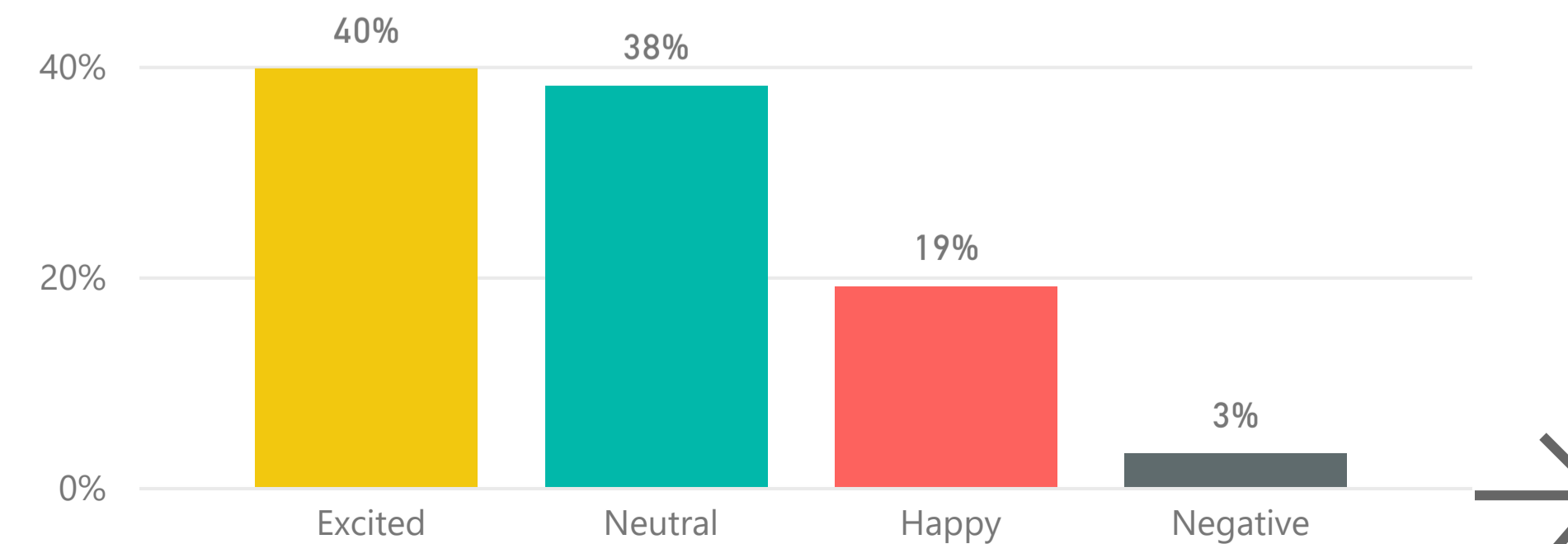
Which destinations are you aware of in the Eastern Cape?



Have you seen this logo before?



How do you feel when you see this logo?



REPORTING PERIOD

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- ✓ Qtr 2
- ✓ Qtr 3
- ✓ Qtr 4

MARKET

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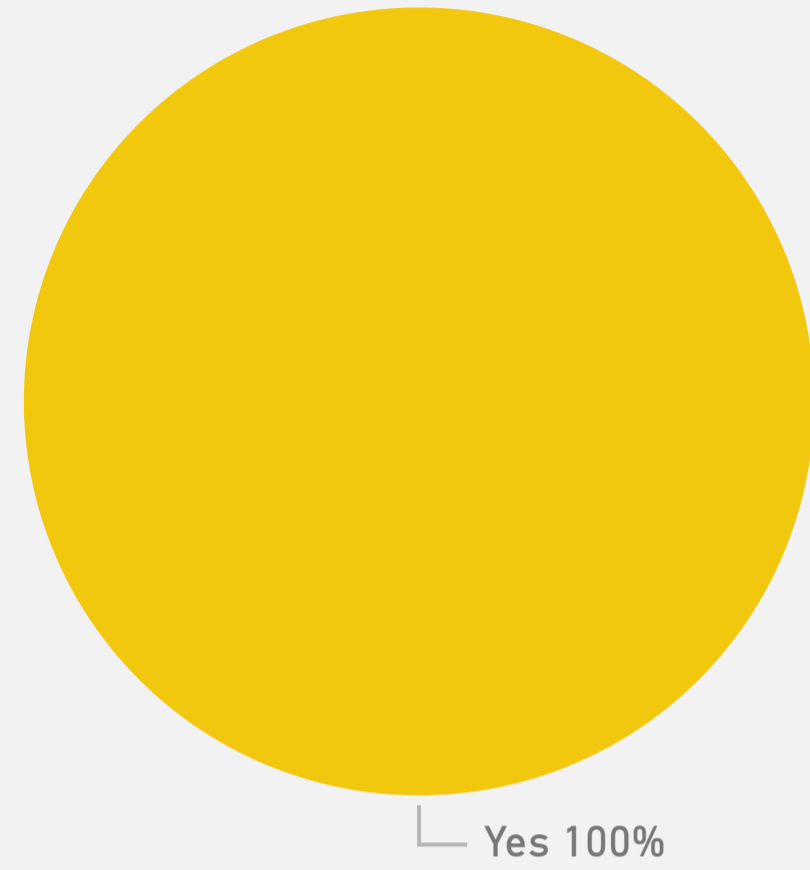
- South Africa

PROVINCE

If South African, in which p...

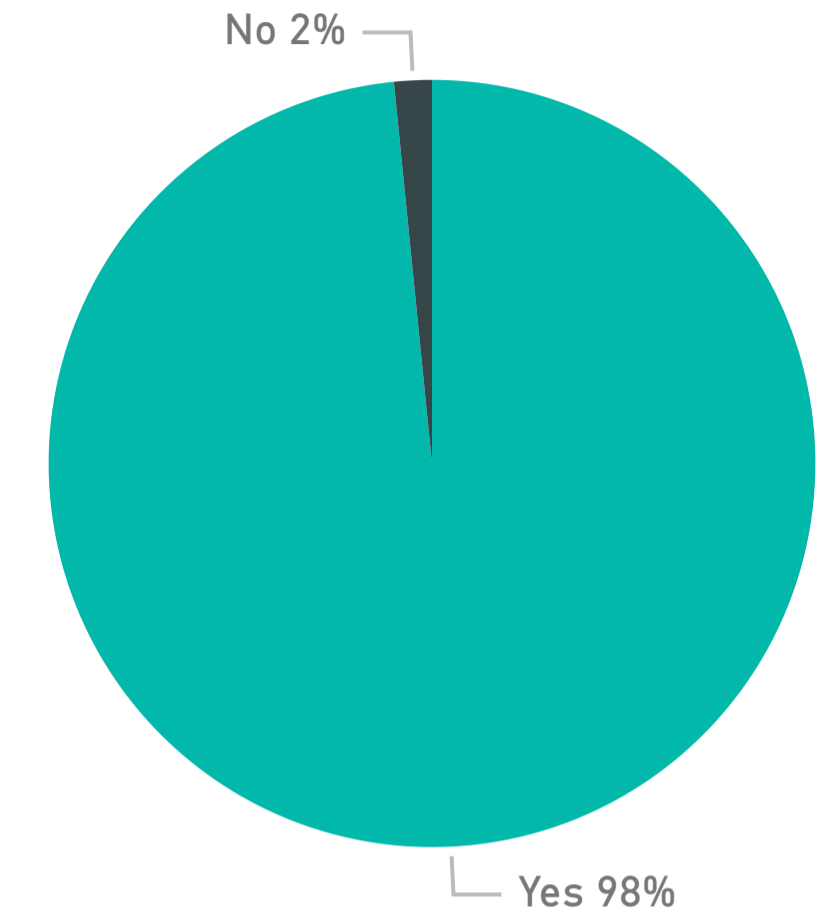
- Eastern Cape
- Free State
- Gauteng

Have you visited the Eastern Cape before?

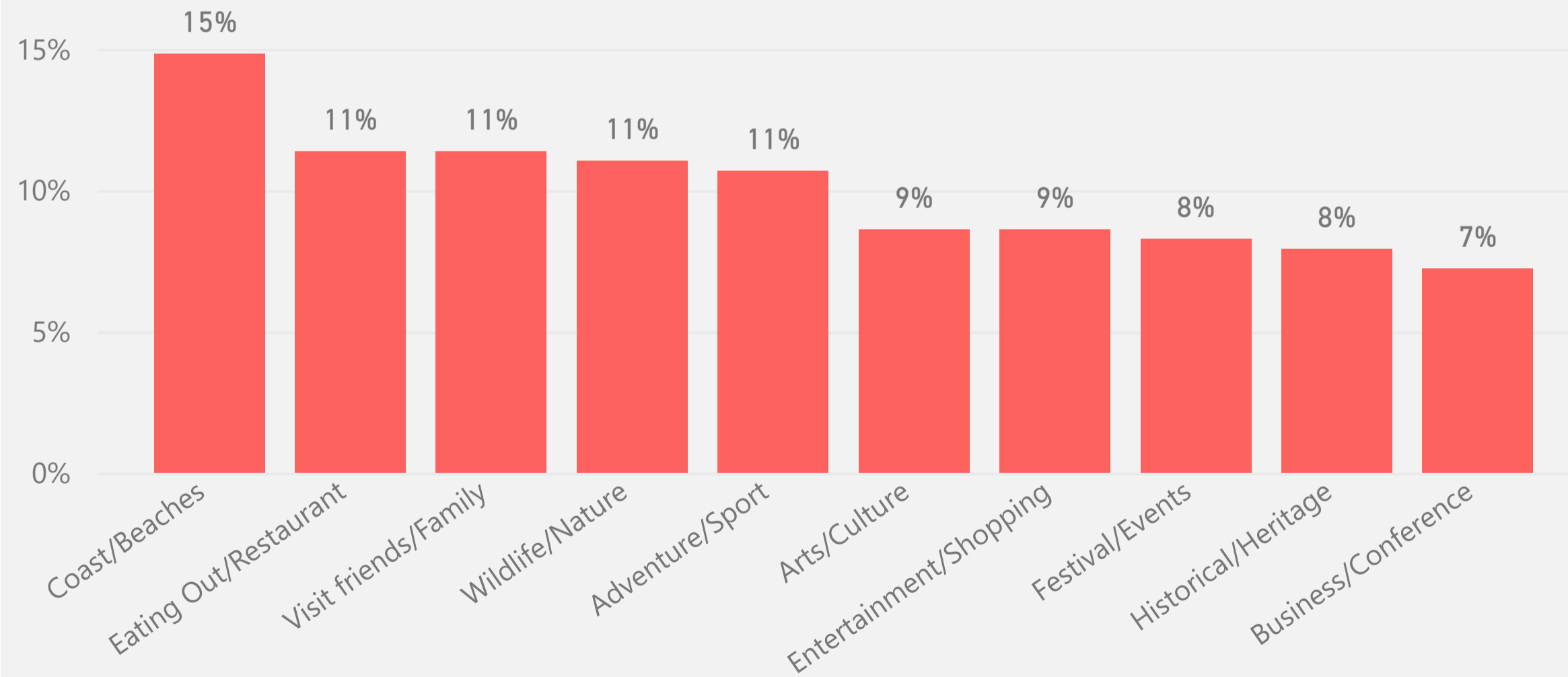


Why have you not visited the Eastern Cape yet?

Will you consider travelling to the Eastern Cape in the future?



Which activities do you participate in when visiting the Eastern Cape?



Why won't you consider the Eastern Cape as a travel destination in the future?



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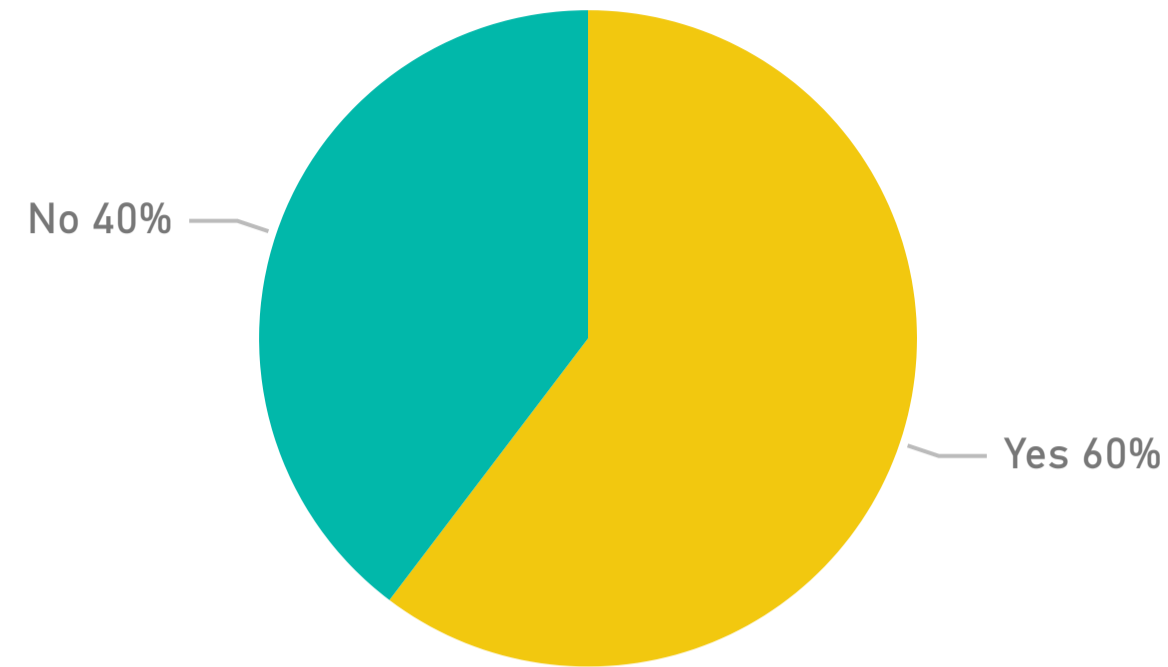
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PROVINCE

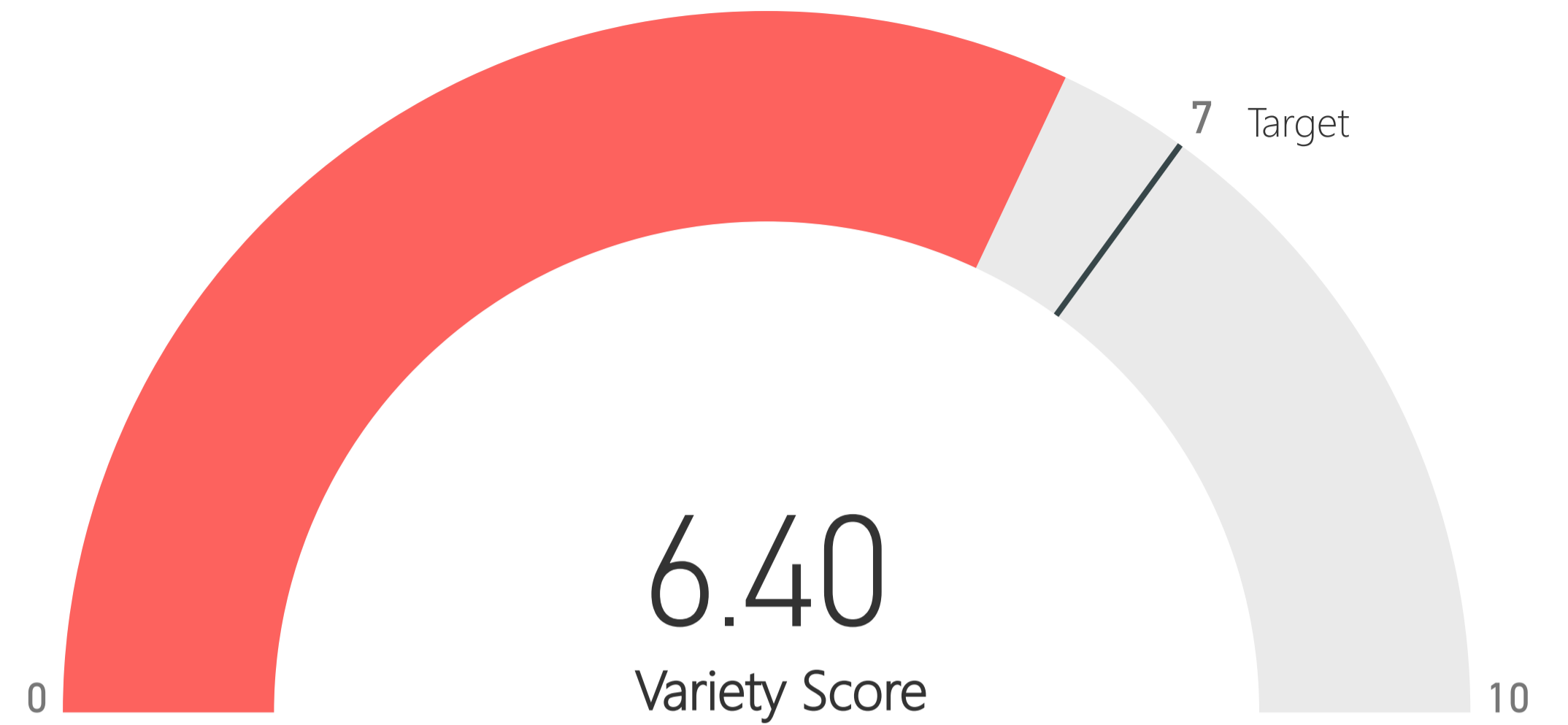
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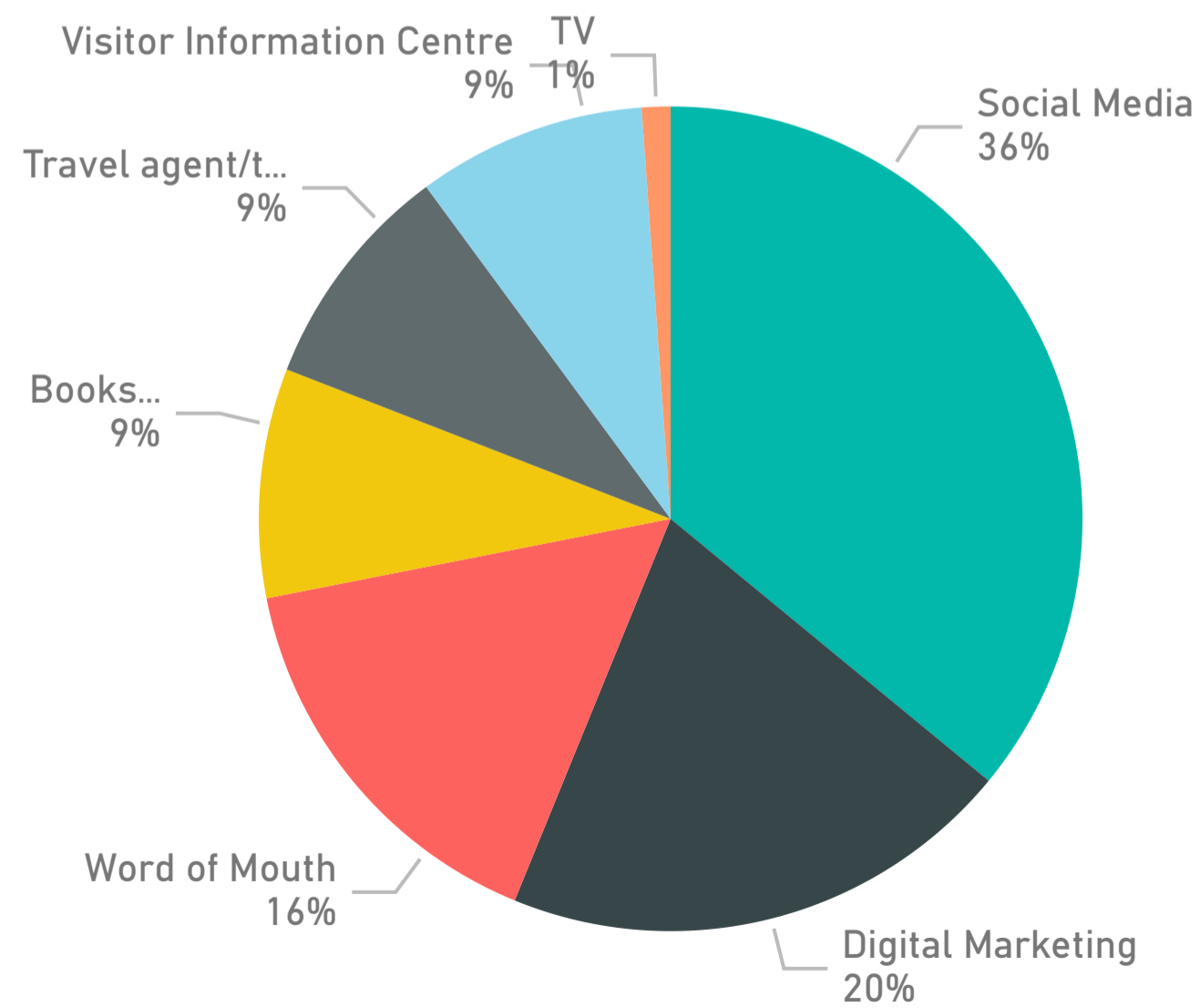
Have you seen advertising of the Eastern Cape in the past 3 months?



Do you think the Eastern Cape offers a wide variety of tourism experiences to a visitor?



Where have you seen advertising of the Eastern Cape?



How likely are you to recommend the Eastern Cape to family, friends and colleagues?

