

# 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

Qtr 3

Qtr 4

MARKET

In which country do yo...

South Africa

PROVINCE

If South African, in whic...

Eastern Cape

Gauteng

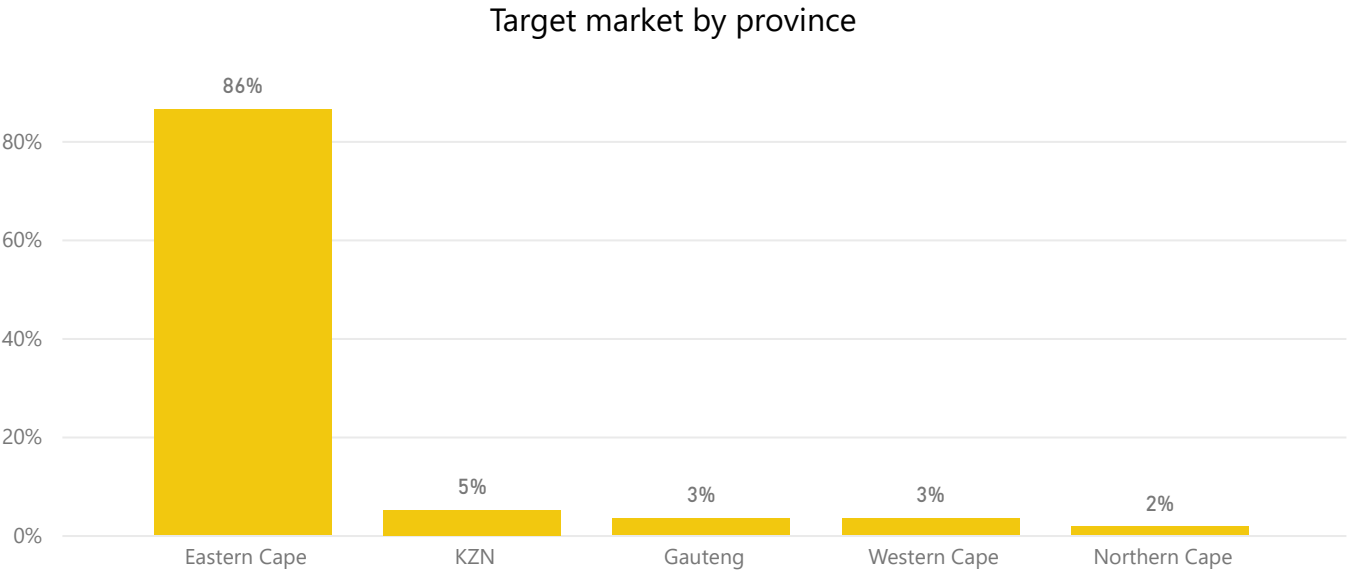
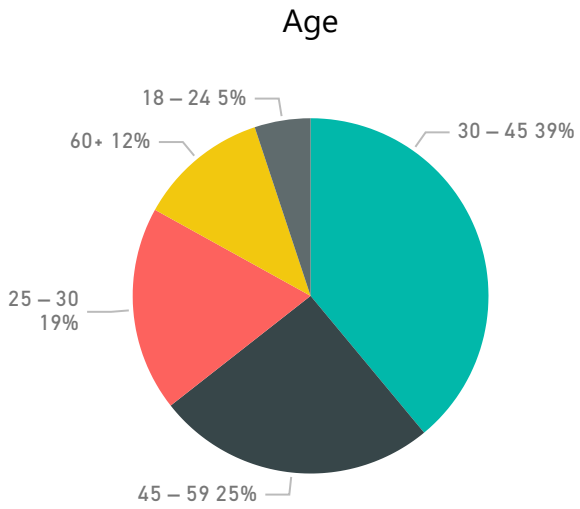
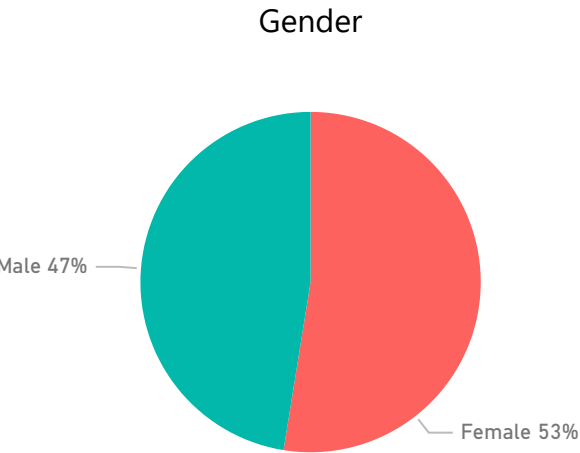
KZN

Northern Cape

Western Cape

59

Count of Responses



**REPORTING PERIOD**

Year, Quarter, Month

☐ 2021  
☒ 2022  
☐ Qtr 1  
☐ Qtr 2  
☒ Qtr 3  
☐ Qtr 4

**MARKET**

In which country do you...

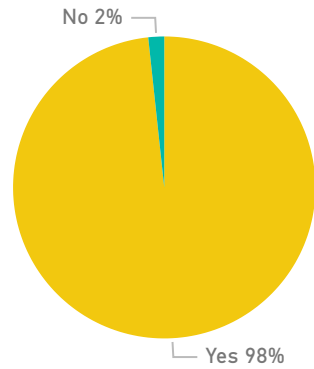
☒ South Africa

**PROVINCE**

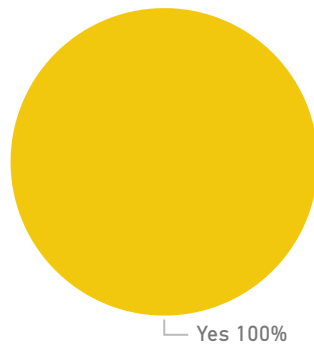
If South African, in whic...

☐ Eastern Cape  
☐ Gauteng  
☐ KZN  
☐ Northern Cape  
☐ Western Cape

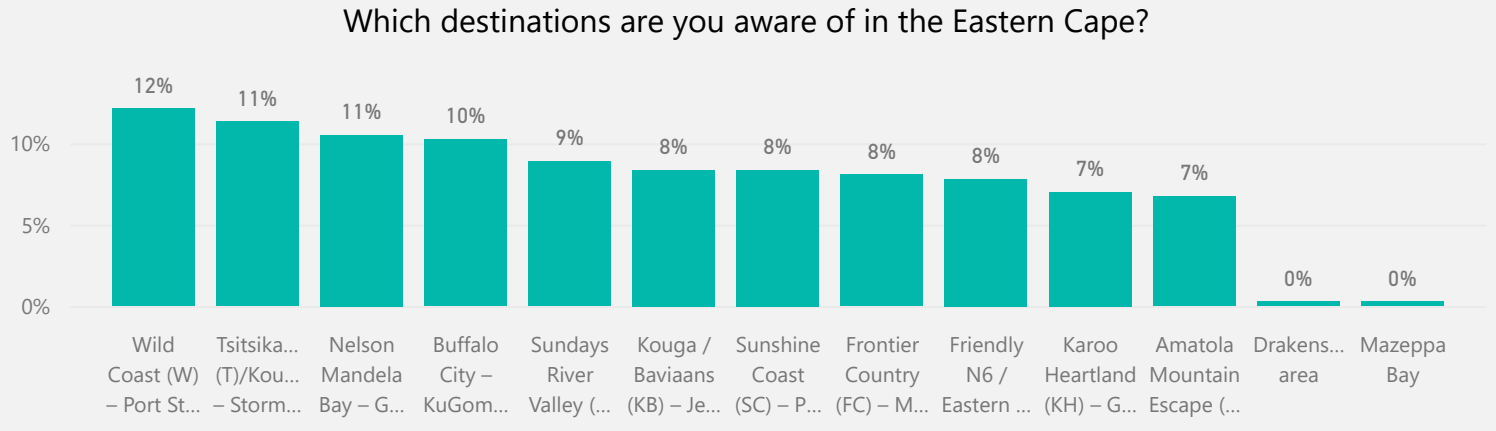
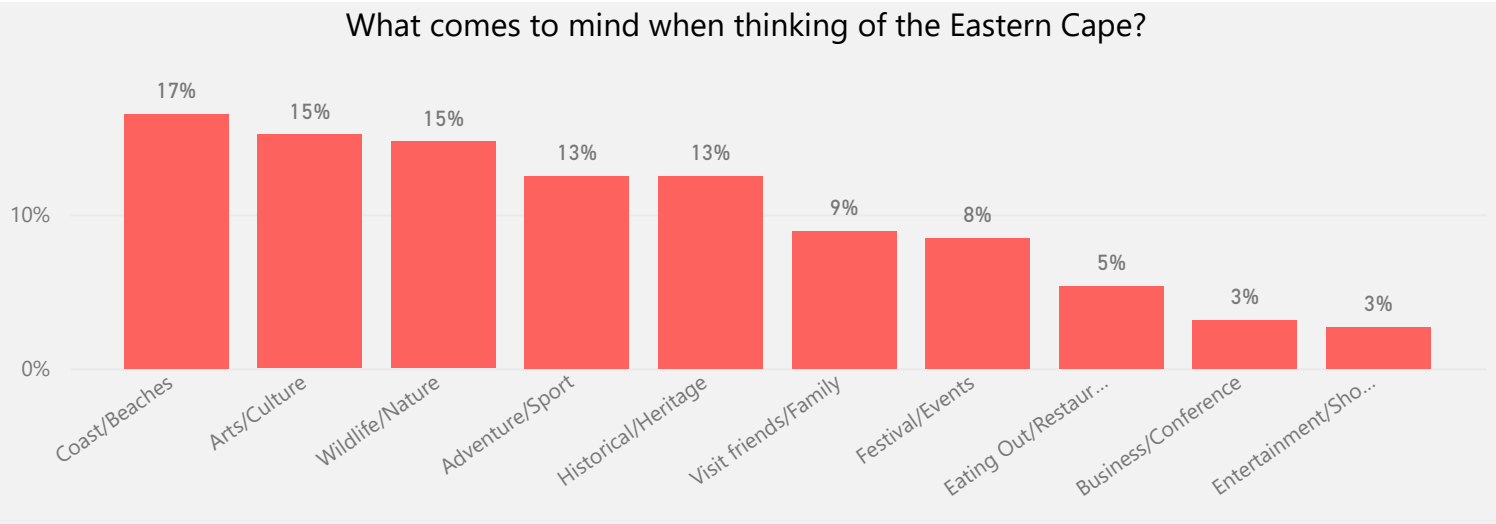
Have you heard of the Eastern Cape before?



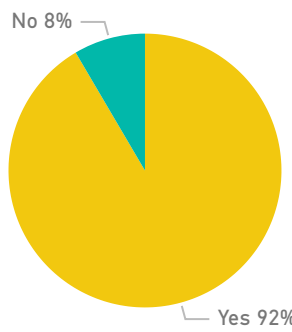
Are you interested in learning more about the Eastern Cape tourism offerings?



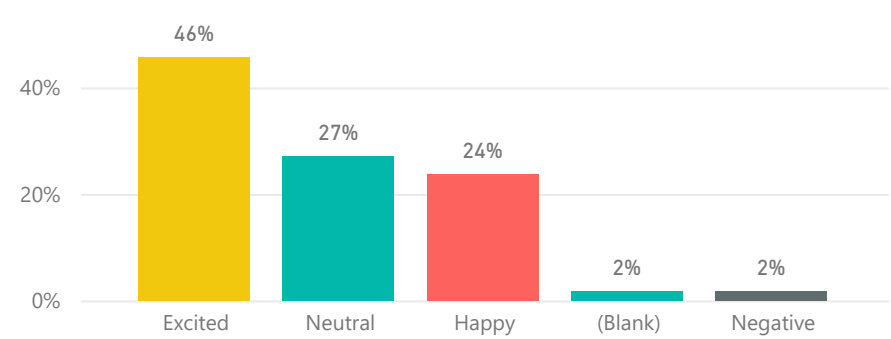
***Yours to Explore***



Have you seen this logo before?



How do you feel when you see this logo?



REPORTING PERIOD

Year, Quarter, Month

2021

2022

Qtr 1

Qtr 2

Qtr 3

Qtr 4

MARKET

In which country do yo...

South Africa

PROVINCE

If South African, in whic...

Eastern Cape

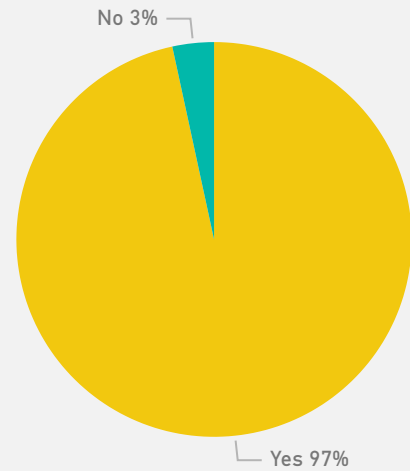
Gauteng

KZN

Northern Cape

Western Cape

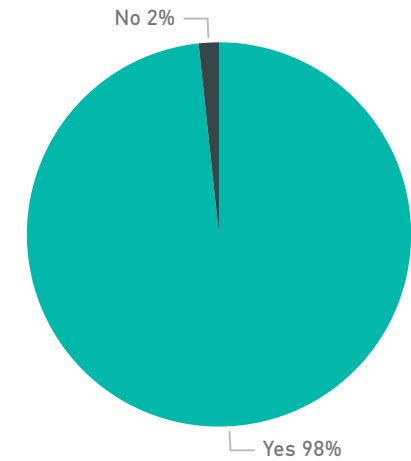
Have you visited the Eastern Cape before?



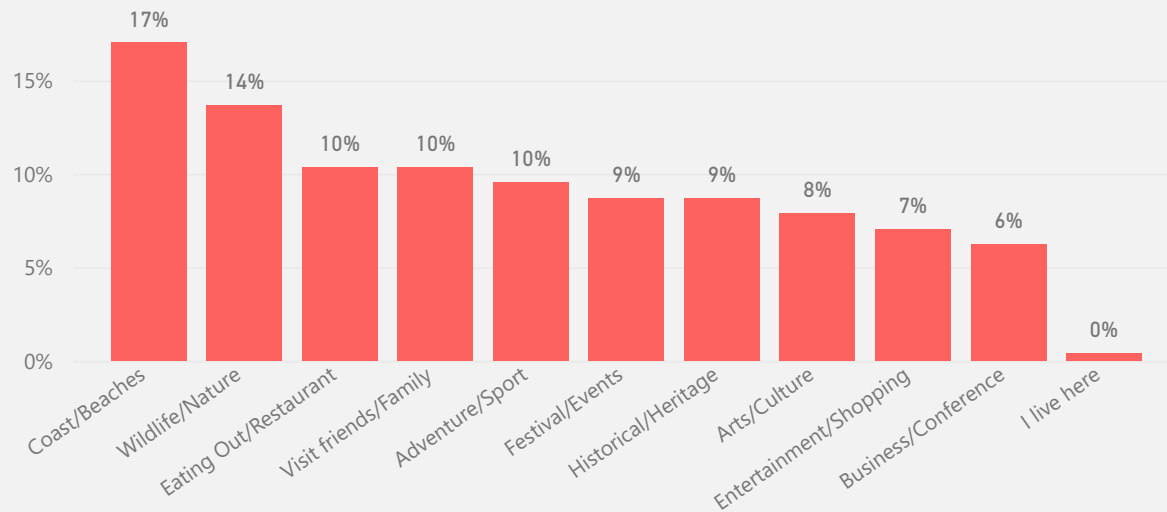
Why have you not visited the Eastern Cape yet?

money  
beautiful  
stayed

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?



REPORTING PERIOD

Year, Quarter, Month

2021

2022

Qtr 1

Qtr 2

Qtr 3

Qtr 4

MARKET

In which country do yo...

South Africa

PROVINCE

If South African, in whic...

Eastern Cape

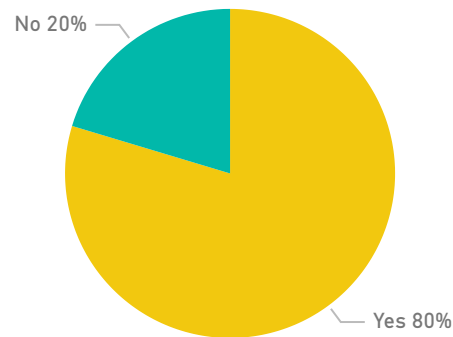
Gauteng

KZN

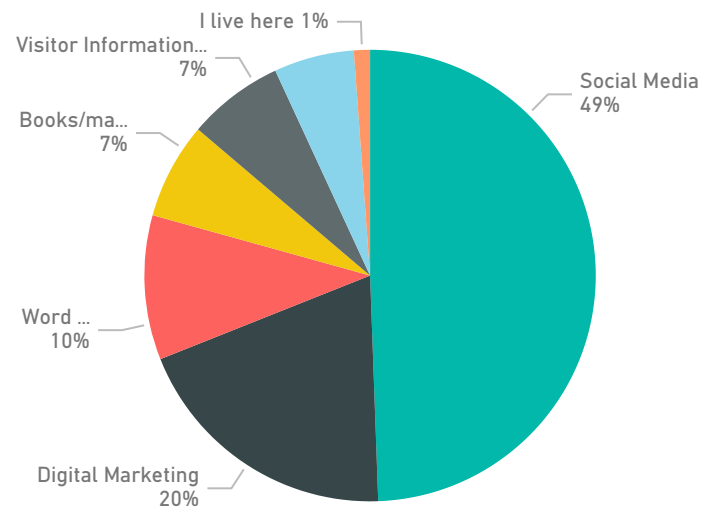
Northern Cape

Western Cape

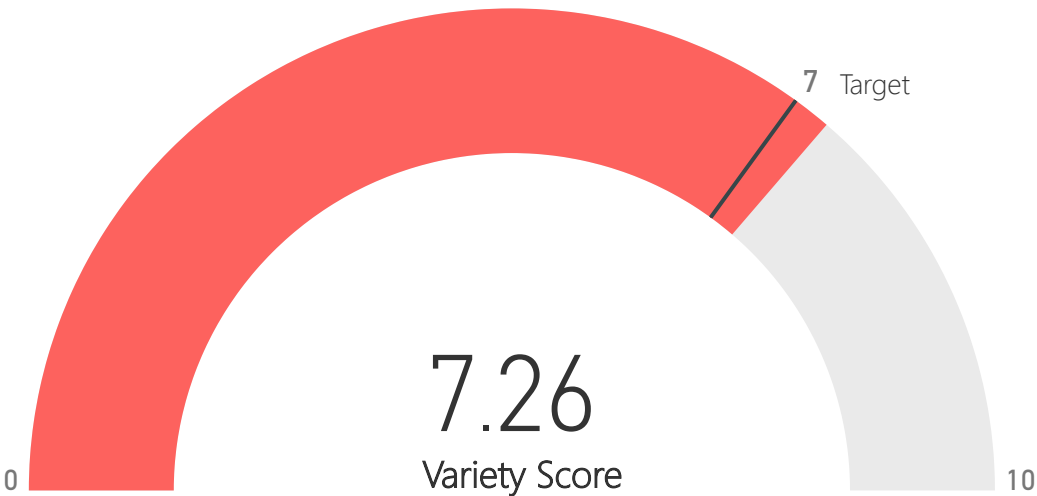
Have you seen advertising of the Eastern Cape in the past 3 months?



Where have you seen advertising of the Eastern Cape?



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



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

