

# 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
  - Qtr 1
    - January
    - February
    - March
  - Qtr 2
    - April

## MARKET

In which country do you re...

- South Africa

## PROVINCE

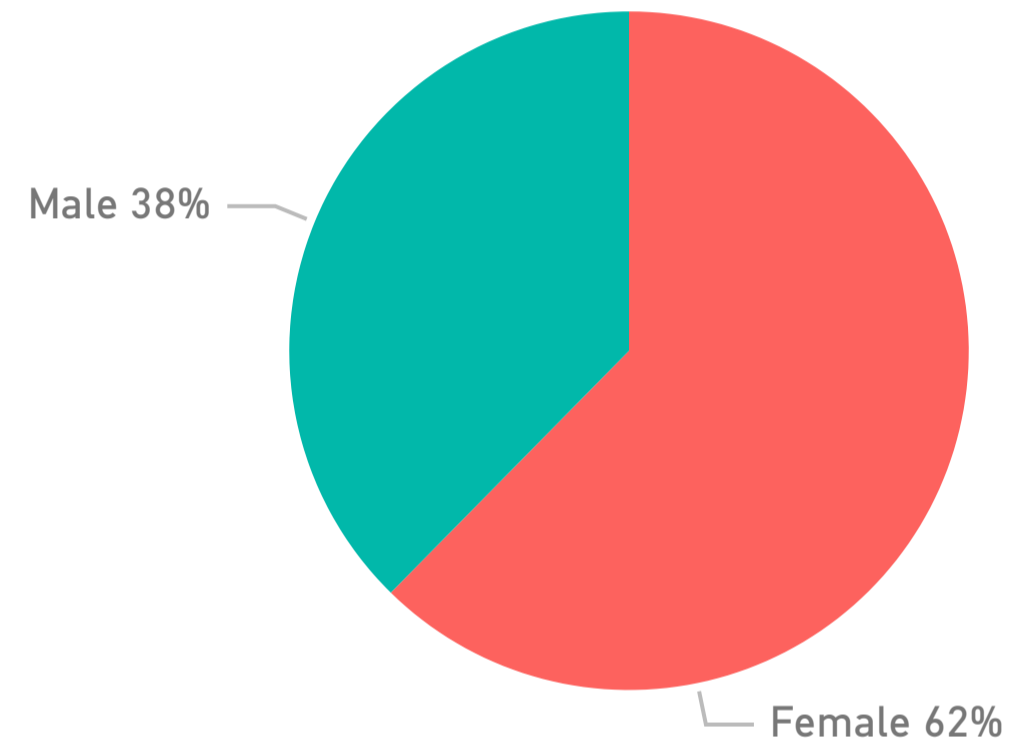
If South African, in which p...

- Eastern Cape
- Gauteng
- KZN
- Western Cape

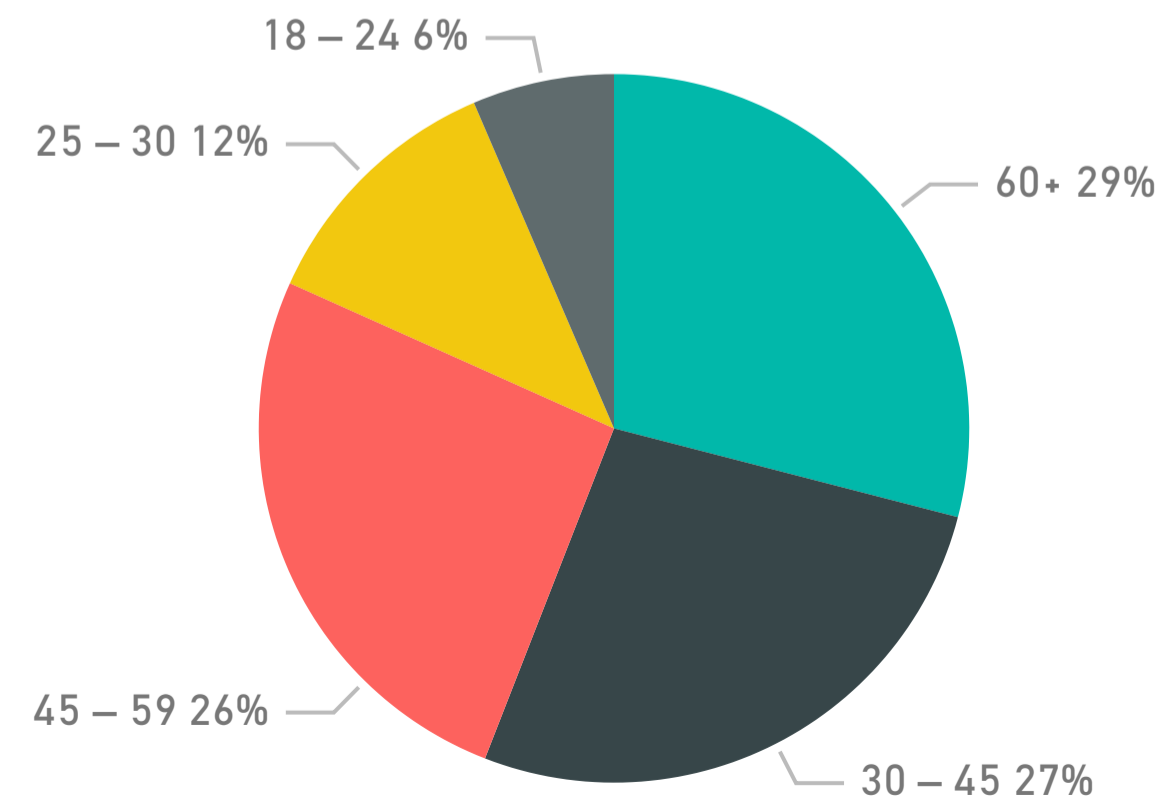
93

Count of Respondents

## Gender



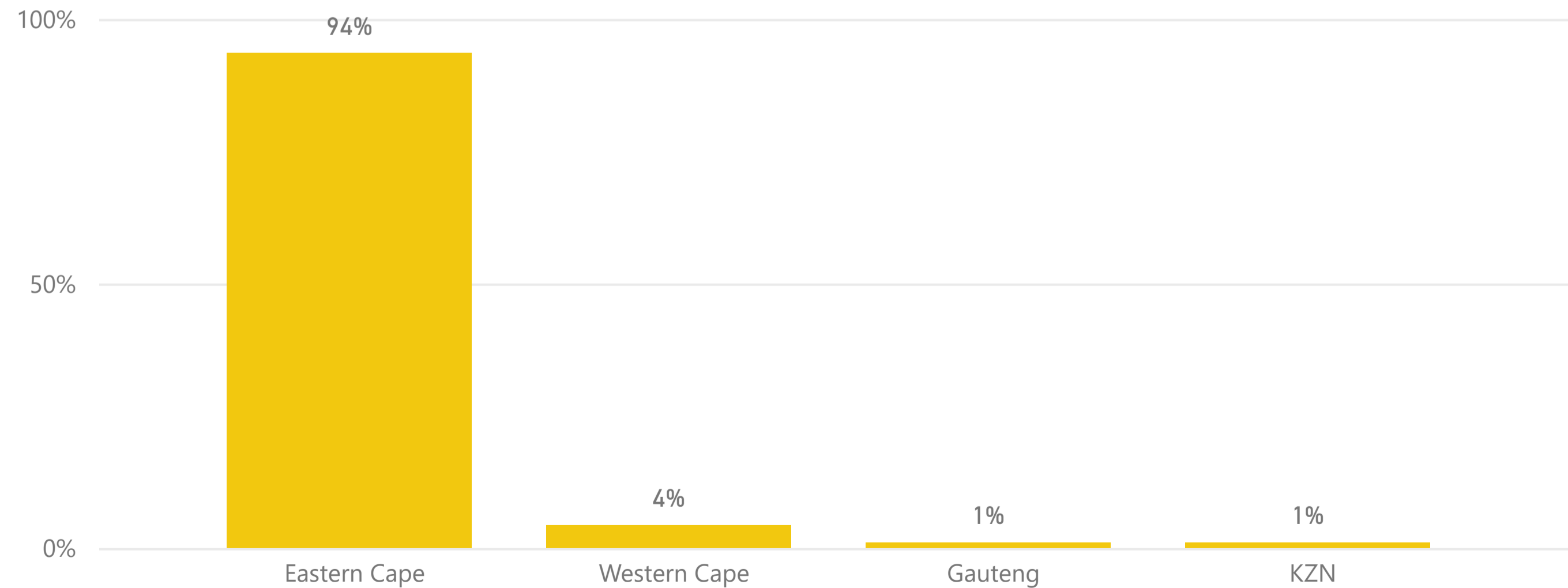
## Age



## Target market by country



## Target market by province



### REPORTING PERIOD

Year, Quarter, Month

- 2021
- Qtr 1
- Qtr 2
- Qtr 3
- Qtr 4
- 2022
- Qtr 1

### MARKET

In which country do you re...

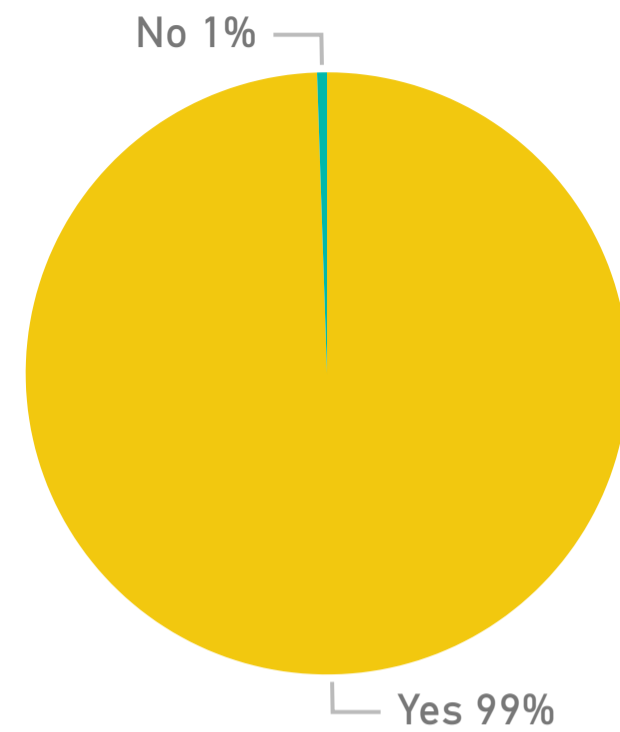
- Germany
- South Africa

### PROVINCE

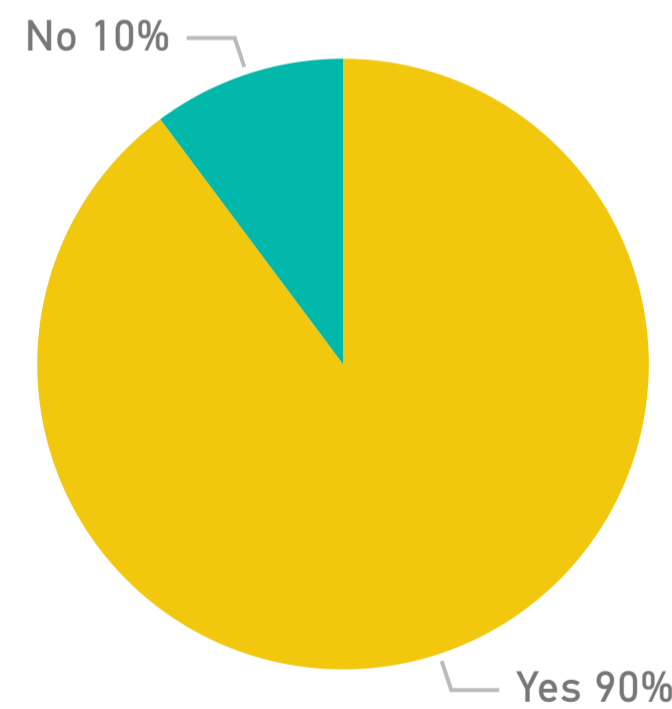
If South African, in which p...

- (Blank)
- Eastern Cape
- Free State
- Gauteng
- KZN
- Mpumalanga
- North West
- Northern Cape
- Western Cape

Have you heard of the Eastern Cape before?

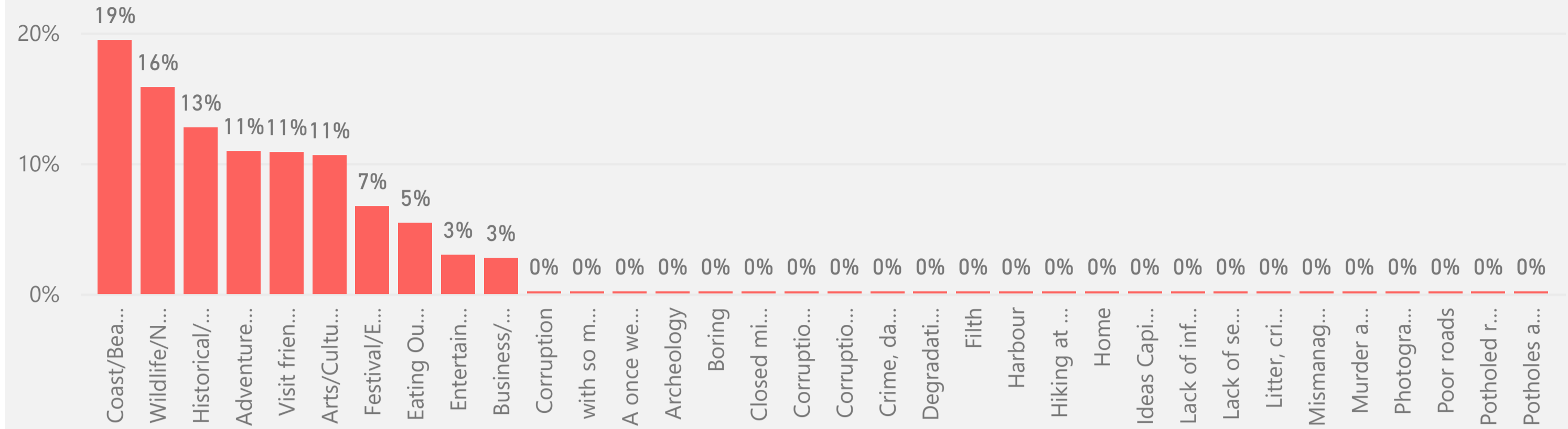


Are you interested in learning more about the Eastern Cape tourism offerings?

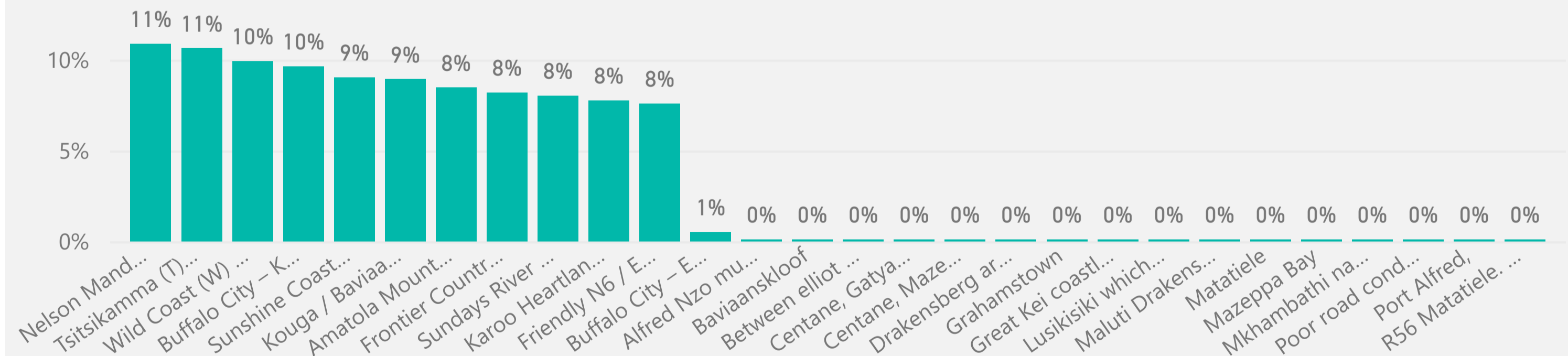


*Yours to Explore*

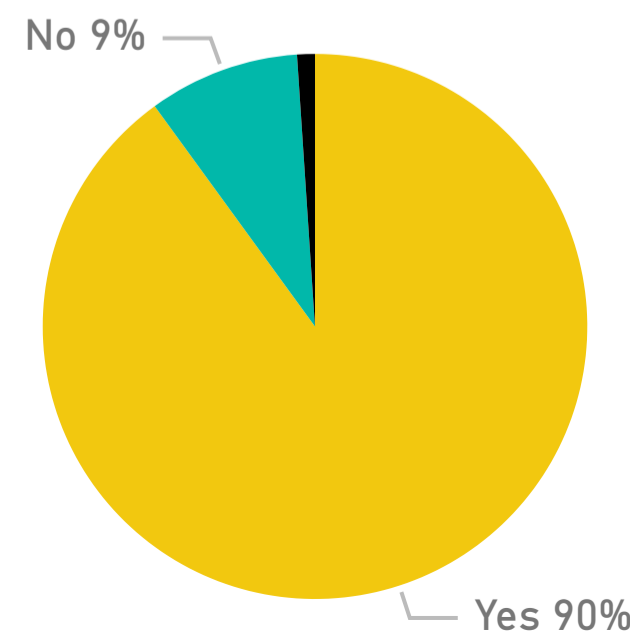
What comes to mind when thinking of the Eastern Cape?



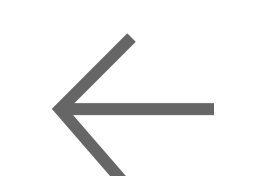
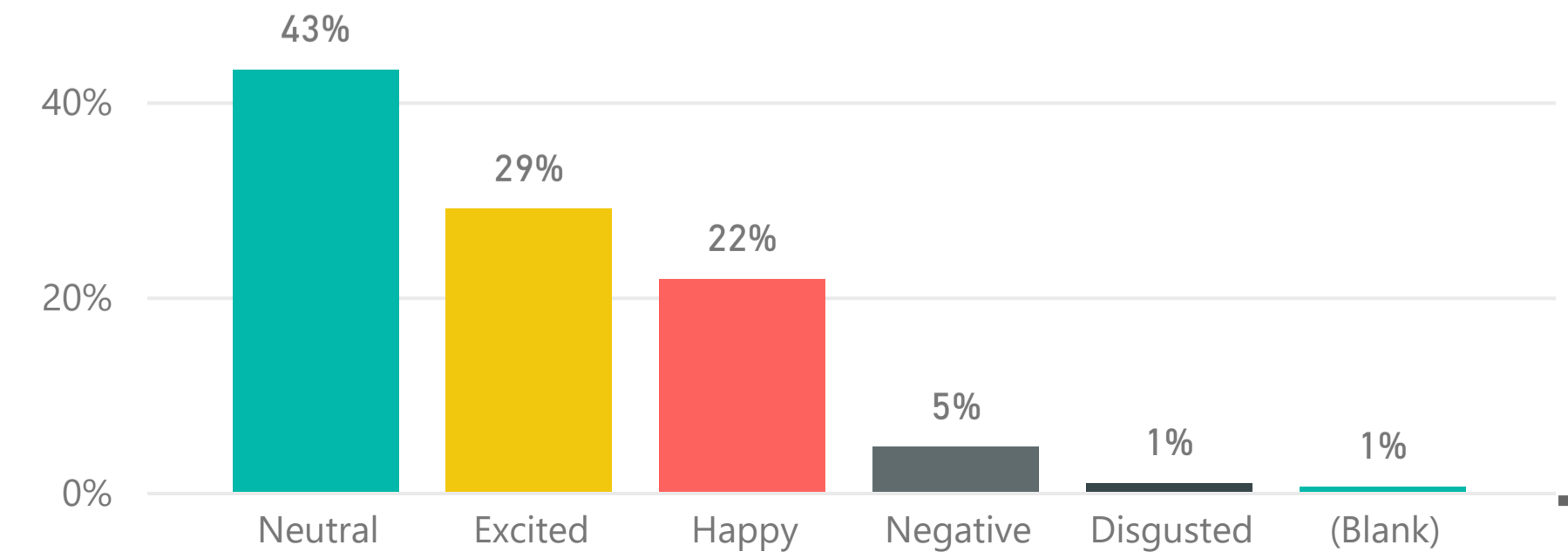
Which destinations are you aware of in the Eastern Cape?



Have you seen this logo before?



How do you feel when you see this logo?



### REPORTING PERIOD

Year, Quarter, Month

- 2021
- 2022
- 2023

### MARKET

In which country do you re...

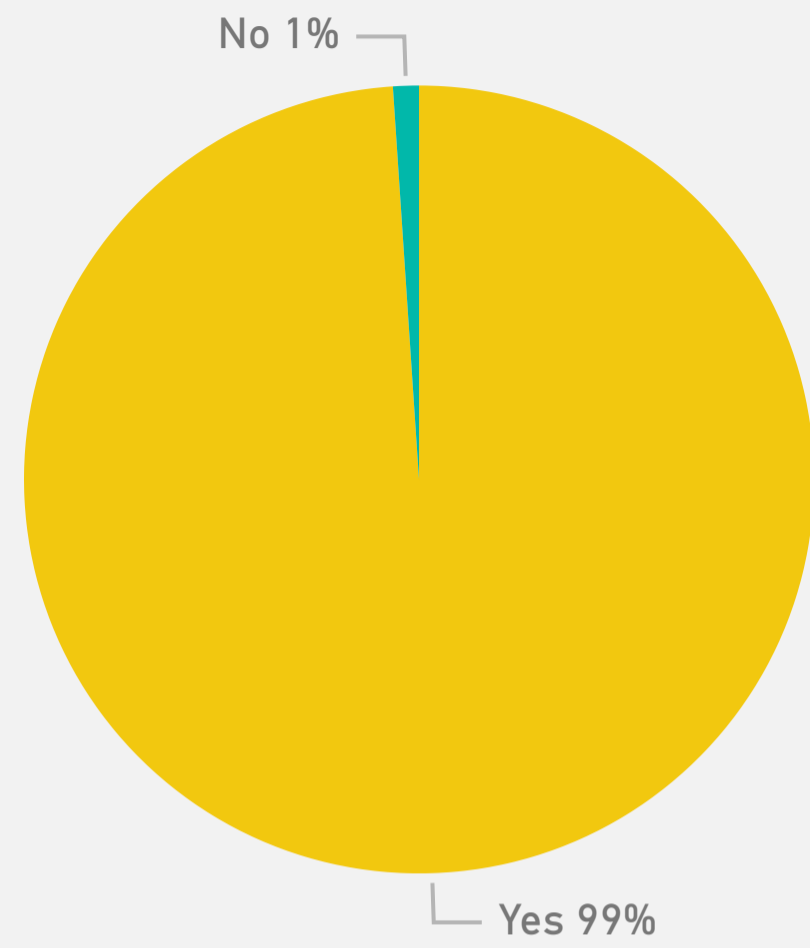
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### PROVINCE

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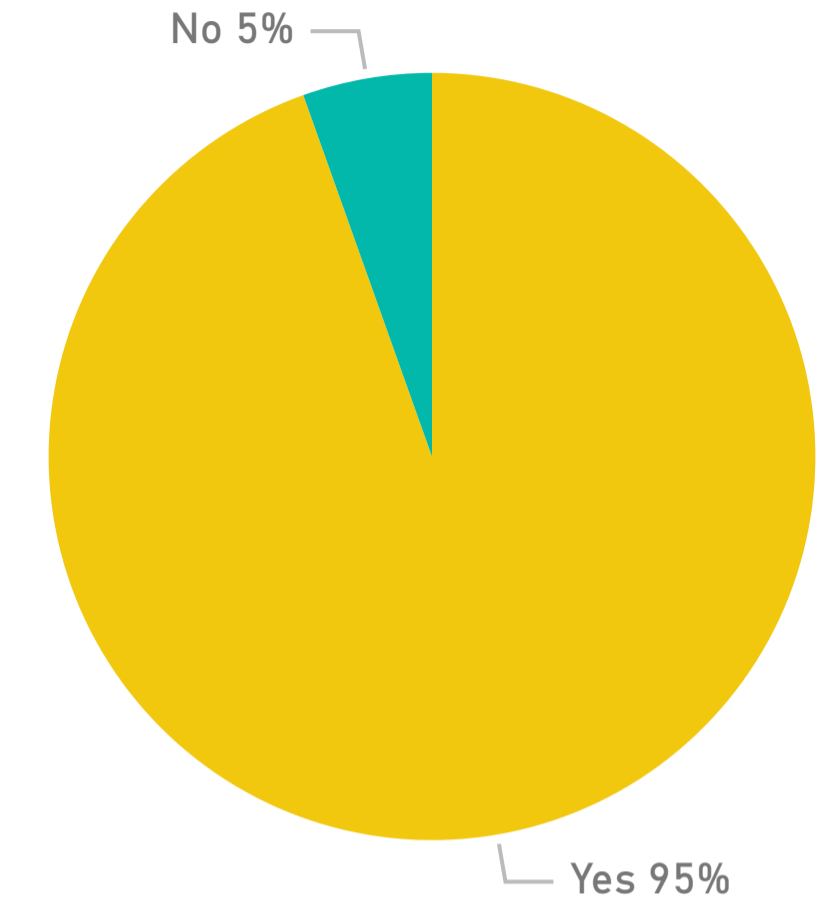
#### Have you visited the Eastern Cape before?



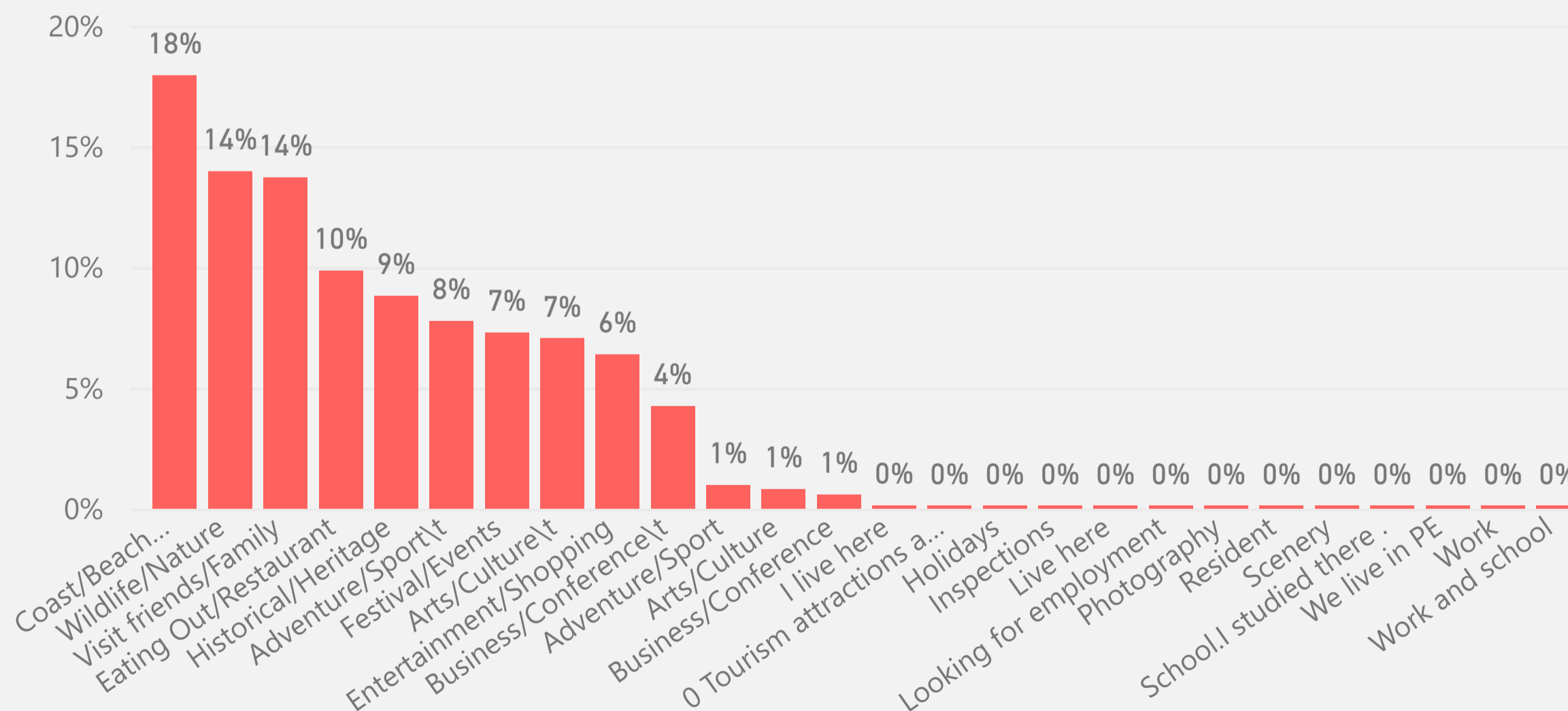
#### Why have you not visited the Eastern Cape yet?



#### 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?



### REPORTING PERIOD

Completion time

- Friday, October 08, 2021
- Saturday, October 09, ...
- Sunday, October 10, 20...
- Monday, October 11, 2...
- Tuesday, October 12, 2...
- Thursday, October 14, ...
- Friday, October 15, 2021

### MARKET

In which country do you re...

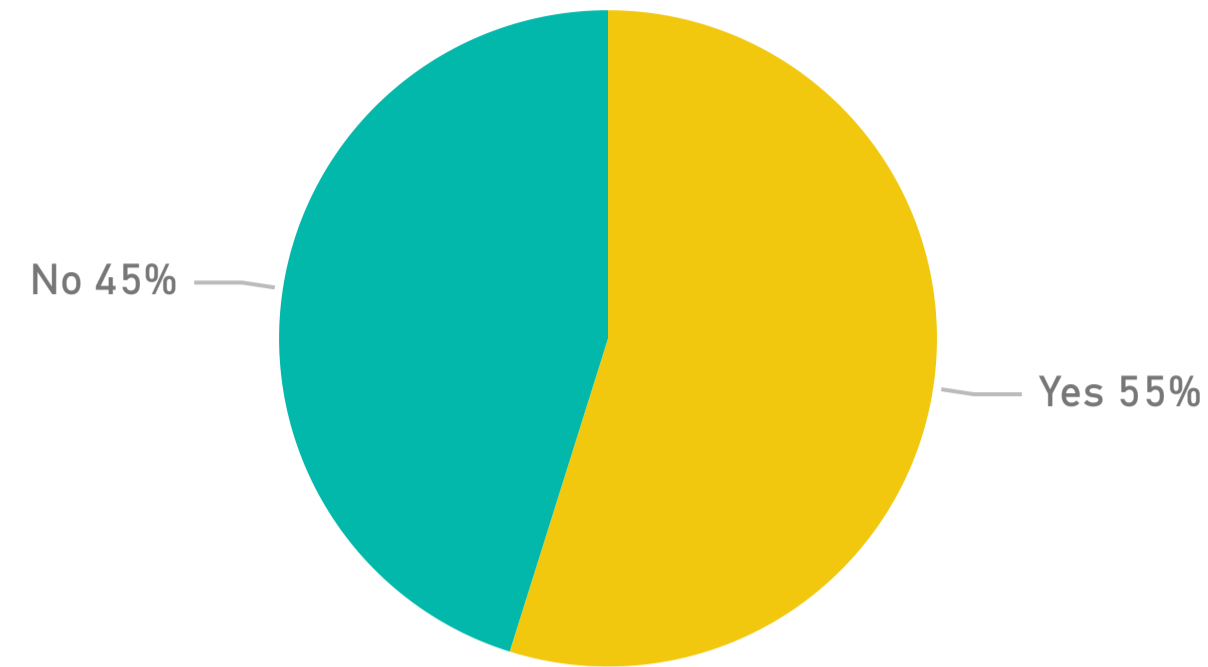
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### PROVINCE

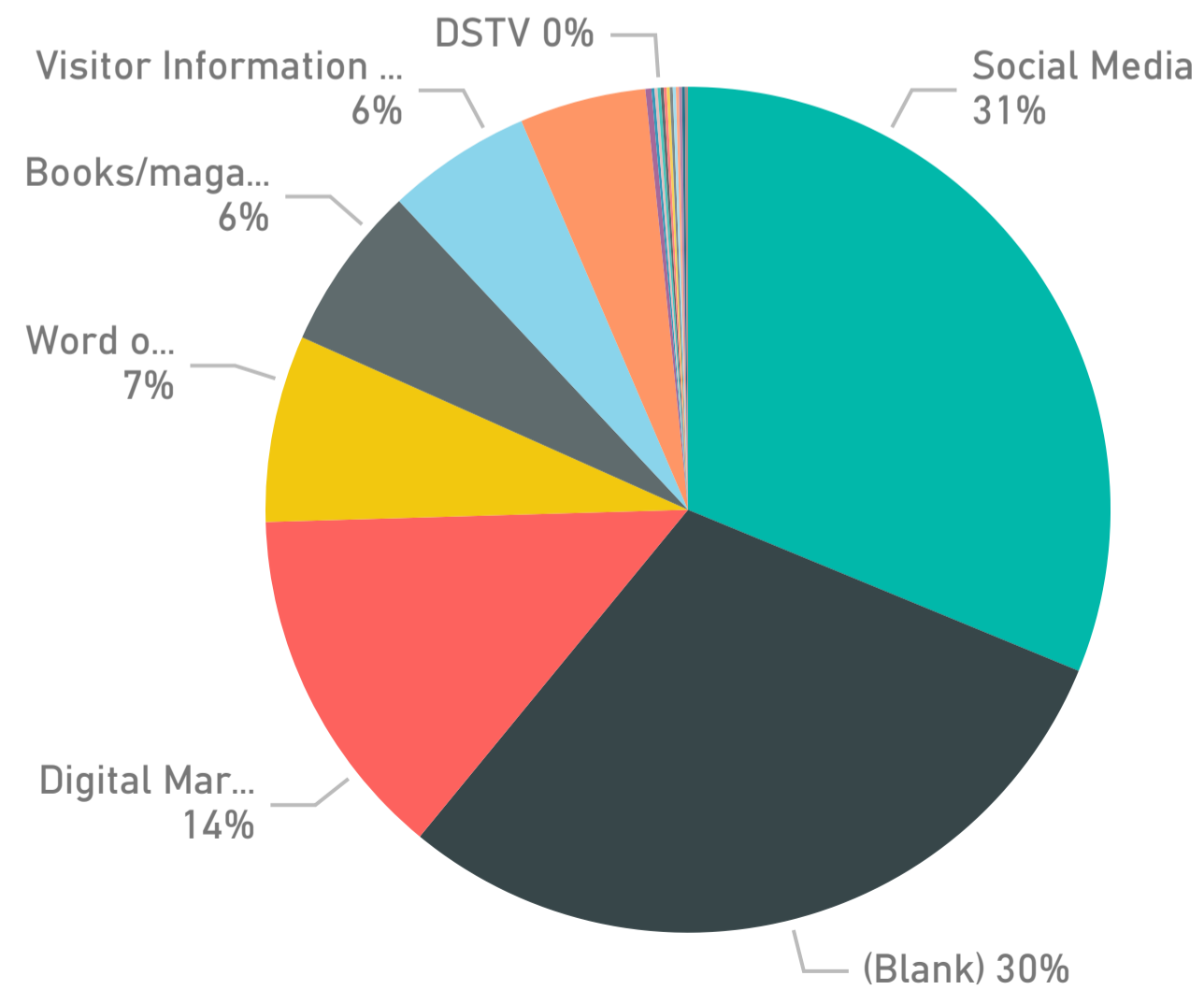
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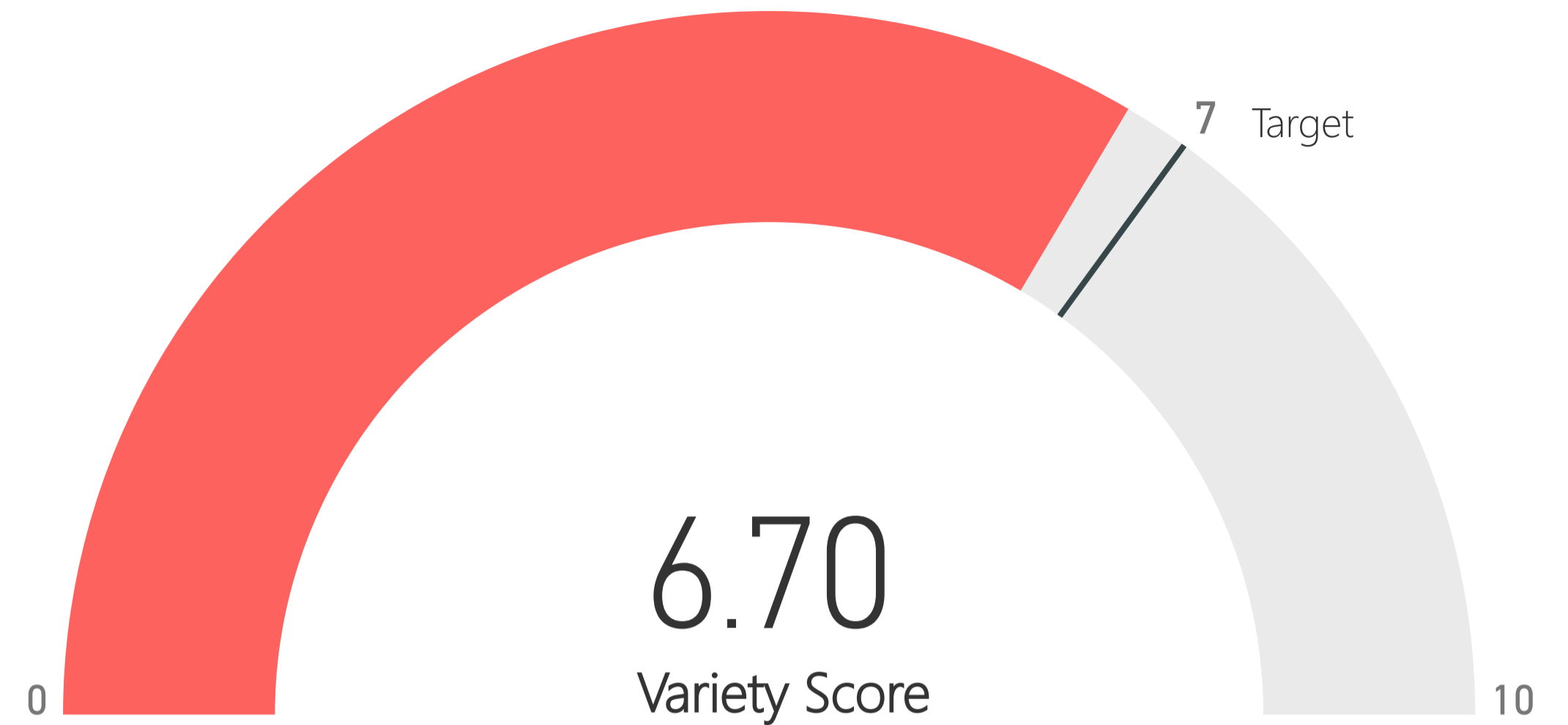
Have you seen advertising of the Eastern Cape in the past 3 months?



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?

