

Hi, my name is and I work for Prodigy Business Services. We are conducting research to assist the Buffalo City Municipality to draft a tourism master plan for their municipality. Can I please have 15 minutes of your time to answer a few questions about your holiday and leisure activities.

(Interviewer Note: Place an X over the correct answer) LOCATION _____

Consumer Demographics

Complete the following questions based on your observations. **DO NOT ask the respondent these questions.**

GENDER		Male			Female		
RACE	White	African	Indian	Coloured			

Begin your questions here...

1. Do you live in South Africa?		Yes				No				
1.1. IF NO, which country do you live in?										
1.2 IF YES, Which province do you live in?		WC	EC	NC	KZN	FS	GTG	NW	LIM	MPU
2. If respondent lives in EC, how far from EL / KWT do you live?		Less than 1 hour			Between 1 hour and 2 hours			More than 2 hours		
3. What is your age group?	< 18 yrs	18-30 yrs	31-44 yrs	45-55 yrs			56-65 yrs	>65 yrs		
4. What is your approximate gross annual household income?	<R25 000	R25-50 000	R51-75 000	R76-100 000			R101-150 000	>R151 000		
5. What is your occupation?										
6. How many adults and children in your household?		Adults			Children (<15 yrs old)					

Purpose and Activities

1. Are you visiting the Buffalo City area for:	Holiday	Conference	Day Visit*	Visit Family/ friends	Business
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*A day visit is defined as travel to and from a leisure activity on the same day

Interviewer Note: For the question that follows, please differentiate between Residents (Live within 1 hour of EL/KWT) and Non Residents (Live more than 1 hour away from EL/KWT)

The following questions 2 (a, b & c) refer to attractions found in the Greater Buffalo City area, defined as East London and King Williams Town.

- 2.a) Do you visit any of the following leisure activities in the Greater Buffalo City area?
- 2.b) On average how much do you spend per visit? (As a group, not as individuals)
- 2.c) If you live outside the Greater Buffalo City area, on average how many times per number of visits do you partake in these activities (i.e. 1 time in every 2 visits)
- 2.d) If you live in the Greater Buffalo City area, on average how many times per year do you partake in / visit these activities (i.e. 2 times every 3 years)

	2.a)	2.b)	2.c) Non-residents		2.d) Residents	
	Tick	Average spend	(More than 1 hours drive from EL/KWT Central)		(Less than 1 hours drive from EL/KWT Central)	
			Number of Times	Per number of visits	Number of times	Per number of years
Cinema						
Aquarium						
Beach/ Beach Activities						
The Zoo						
Restaurants & Bars						
Craft Markets						
Shopping Centres						
Historical Sites						
EL Museum/ Art Gallery						
Theatre/ Concerts						
Casino						
Cultural Village						
Water Park						

The following questions 2 (a, b & c) refer to Activities or Special Events undertaken in the Greater Buffalo City area, defined as East London and King Williams Town.

2.a) Do you visit or partake in the following Activities/ Special Events in the Greater Buffalo City area?

2.b) On average how much do you spend per visit? (As a group, not as individuals)

2.c) If you live outside the Greater Buffalo City area, on average how many times per number of visits do you partake in these activities (i.e. 1 time in every 2 visits)

2.d) If you live in the Greater Buffalo City area, on average how many times per year do you partake in / visit these activities (i.e. 1 time every 3 years)

	2.a)	2.b)	2.c) Non-residents		2.d) Residents	
	Tick	Average spend	(More than 1 hours drive from EL/KWT Central)	(Less than 1 hours drive from EL/KWT Central)	Number of times	Per number of years
			Number of Times	Per number of visits		
Shows (e.g. Agric Show)						
Racing (e.g. Kart, etc)						
Sports Events (Soccer, Cricket, Rugby, etc)						
List Type of Sports Events frequented:						
Adventure Sports (Mountain biking, etc)						
List types of Adventure activities frequented						
Fishing/ Angling						
Religious Gatherings						

Accommodation Profile

The following section is for Non-Residents only

1.a) Where do you normally stay when you are in the Greater Buffalo City area?

1.b) On average how much do you spend per visit? (As a group, not as individuals)

1.c) On average how long do you stay in the Greater Buffalo City area?

	1.a) Tick	1.b) Average spend	1.c) Average Length of Stay: Non-residents
Self-Catering Accom.			
Friends/ Family			
Caravan Park/ Camping			
Hotel			
Bed and Breakfast			
Game Lodge			
Youth Hostel			

Selection and Assessment Criteria

1. Which of the following factors influenced your decision to visit or stay in the Buffalo City area?

Advertising	Word of Mouth	Family/ Friends	Special Event (Note the event)
Climate	Attractions	Activities	

2. How did you make your travel arrangements?

Travel Agent	Internet	Family/ Friends	Other: please specify
Made own arrangements			

3. How would you rate your stay/ visit to the Greater Buffalo City area?

Excellent	Very Good	Good	Fair	Poor
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4. Have you encountered any problems during your stay/ visit in the Greater Buffalo City area?

5. What do you feel is lacking in the Greater Buffalo City area?

Attractions	Activities	Accommodation	Eating out facilities
Event facilities	Sports facilities	Events	Services (bus tours, car rental)
Please List:			

THANK YOU FOR YOUR TIME.