

Table 8.2: Competitor Analysis

	Current Products									Future Products								
	Sun, Sea & Sand Holiday/beach	General interest tour stop	Entertainment/ City Facilities	Hiking Trails	Surfing	Nature Based Holiday - wildlife and scenery	Events	Sport	Conferences	Paleontology Tours	Culture & heritage struggle history	Historical Tours	Whale Watching	Hunting	Bird Watching	Golf Holidays	Adventure Holidays	Cruise
Port Elizabeth		Link between KZN and Garden Route	Only other large city in Eastern Cape besides Buffalo City			Well known game reserves but less scenic	Growing as events destination with Plosh Festival and others	Captures some sporting events from Eastern Cape because of its available facilities	Feasibility underway to build a convention centre. Host various regional conferences				Has an operator who has a licence to watch whales by boat				Limited adventure activities offered but higher utilisation due to more tourists than Buffalo City	Competing with Buffalo City as stop over in the Eastern Cape for cruise liners.
Cape Town	As premier destination in South Africa, Cape Town is utilised extensively for its beaches such as Clifton, Camps Bay, etc.	Seen as must see attraction in South Africa				Known for its scenery, but limited wildlife experiences		Well known destinations with various world class sport facilities	Newly built CT ICC fully booked. Establishing itself as a conference destination		Include attractions such as Robben Island, District Six, etc	Includes National Museum, Cape Castle, various historical buildings, etc	Occurs to a limited extent in Cape Town			Has various top golf courses and golf estates	Various adventure experiences offered within close driving distance of Cape Town	Seen as must stop destination offering various day trips & activities. Receives around 35 cruiseliner pa.
Durban	Has a variety of beaches	Serves as stop over between KZN and Garden Route for foreign tourists	Popular amongst emerging black tourist market for weekend breaks & holidays		Hosts Gunston 500 and local surfing competitions.	Limited interest from cruise liner stop overs	As urban centre with large infrastructure, various local events and some international events are hosted	Has a wide variety of world class sport facilities and access to large population for attendance	Still hosts most international conferences but position threatened by Cape Town								Various activities offered but not known as adventure destination	Has a strategy in place to expand cruise market
Garden Route				Various scenic trails offered		Variety of scenic scenery as well as limited game experiences offered												Storms river area world known. In the Eastern Cape but associated with the Garden Route
Wild Coast				Seen as medium competition as hiking trails in the Wild Coast links with Buffalo City		Has rugged and untouched image with scenic scenery and vistas												Not mass market but more secluded adventure activities ie 4x4, etc
Kariega/ Shamwari		Utilised as overnight destinations rather than Buffalo City or Port Elizabeth				Shamwari world known as wildlife destination												
Addo Elephant National Park						Utilised for game experiences in Port Elizabeth area												
Mpumalanga				Various trails offered		Kruger National Park included in most tours								Various hunting reserves with big game				
Jefferys Bay					Internationally known as premier surfing destination													
Port Alfred, Kenton-on-Sea						Host various events for tourists during December.												
Grahamstown, Graaf Renet, etc						National Arts Festival well known	Grahamstown has various well known schools					Has various historical buildings, Settler history, etc						
Eastern Cape Coastal Destinations	Popular amongst domestic tourists from Eastern Cape, Gauteng, Western Cape, KZN																	
Western Cape West Coast										Various fossil sites offered								
Western Cape Hinterland						Various scenic towns												
Karoo										Various site available								
Hermanus													Pioneer of land based whale watching and internationally known.					
Plettenberg Bay					Offers surfing in conjunction with adventure activities								Various TV documentaries on whales in Plettenberg Bay raised awareness					
KZN North Coast	Various beaches available																Zimbal and others offer various golf courses	
KZN South Coast	Most popular beach destination for domestic tourists																	
KZN Hinterland				Drakensberg offers various trails		Drakensberg and other destinations												
Limpopo						Kruger National Park								Various hunting reserves offered				
Domestic Adventure Destinations																		Various adventure experiences offered at various domestic destinations
All other birding destinations																		Most destinations offer bird watching
Cradle of Humankind, etc										World Heritage Site and Internationally known								
Umtata											Nelson Mandela Museum, Qunini, etc							
Soweto											Pioneer of township tours							
Johannesburg								Has a wide variety of world class sport facilities, is at altitude & closer to large population of Gauteng	Sandton ICC well established with large business sector of Gauteng contributing to large number of conferences			Apartheid Museum, proximity of Soweto						Various world class golf courses offered
George																		Various world class golf courses offered
Buffalo City	Various pristine beaches available but requires development	Limited utilisation by tour operators as destination on general interest tours.	Utilised by various Eastern Cape day visitors as urban centre	Links with well known trails in Wild Coast, etc. Amaloti Trail, Strandoper Trail	Well known surf spot, Nahoon beach, etc	Game reserves in close proximity to Buffalo City	Various events held with limited support from local residents	World class facilities available but require maintenance	Mostly local conference held. Requires more upmarket, dedicated conference venue	Dececal & Footprints of Early Man most well known. Not fully utilised at present	Steve Biko and others not utilised at present	Various historical sites but limited tours available	Whale watching occurs from the coast line but no operator has a licence to do boat whale watching	Does occur but seems to be on a limited scale	Birding spots available and utilised	Top class golf courses available but not marketed at present	Are utilised but not formalised at present	Receives around 4 cruise liners per annum.

indicates a leader in this product  
 high level of competition  
 medium level of competition