

Market Segments					
Foreign Market Segments		Age	Family Structure	Income	Product Bought
Germany					
Germany	Organised Tours	50+	Married - No Children on trip	High Income	General Interest Tour
Germany	FIT's	20 - 50	Couples - No Children on trip	Medium to High Income	Nature Based Holiday, Adventure Holiday
Germany	VFR	All ages	Couples - Some children on trip	Medium to High Income	Sun, sea & sand holiday, Nature Based Holiday
UK					
UK	Organised Tours	50+	Married - No Children on trip	High Income	General Interest Tour
UK	FIT's	20 - 50	Couples - No Children on trip	Medium to High Income	Nature Based Holiday, Adventure Holiday
UK	VFR	All ages	Couples - Some children on trip	Medium to High Income	Sun, sea & sand holiday, Nature Based Holiday
Backpackers		20 - 40	Couples - No Children on trip	Medium to High Income	General Interest Tour, Nature Based Holiday, Adventure Holiday
Cruises		50+	Married - No Children on trip	High Income	General Interest Tour, Nature Based Holiday, Adventure Holiday
USA African American/ Scandanavia		40+	Married - No Children on trip	High Income	Culture & Heritage Tour
Foreign Special Interest		20 - 50	Couples - No Children on trip	Medium to High Income	Hiking Trails, Surfing, Palaeontology Tour, Historical Tour, Whale Watching, Hunting, Bird Watching, Golf Holidays
Domestic Market Segments		Age	Family Structure	Income	Product Bought
Eastern Cape excluding VFR					
Eastern Cape	Day Visitors	20 - 30	Single	Low to Medium Income	Sun, sea & sand holiday, Entertainment/ City Facilities, Events, Sport
Eastern Cape	City Break	20 - 50	Married - No Children on trip	Medium to High Income	Entertainment/ City Facilities
Eastern Cape	Holiday	20 - 50	Married with Children on trip	Medium Income	Sun, sea & sand holiday, Nature Based Holiday
Weekend Break (Black mid market)		20 - 50	Married with Children on trip	Medium to High Income	Sun, sea & sand holiday, Entertainment/ City Facilities, Events, Sport
Domestic VFR		20 - 50	Married with Children on trip	Medium Income	Sun, sea & sand holiday, Nature Based Holiday
Western Cape Holiday					
WC African	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
WC African	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
WC African	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
WC White	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
WC White	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
WC White	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
WC Other Income and Racial Groups		20+	Married with Children on trip	Low to Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
KwaZulu-Natal Holiday					
KZN African	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
KZN African	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
KZN African	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
KZN White	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
KZN White	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
KZN White	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
KZN Other Income and Racial Groups		20+	Married with Children on trip	Low to Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
Free State Holiday					
FS African	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
FS African	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
FS African	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
FS White	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
FS White	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
FS White	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
FS Other Income and Racial Groups		20+	Married with Children on trip	Low to Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
Gauteng Holiday					
GT African	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
GT African	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
GT African	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
GT White	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
GT White	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
GT White	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
GT Other Income and Racial Groups		20+	Married with Children on trip	Low to Medium Income	Sun, Sea & Sand Holiday, Nature Based Holiday, Adventure Holiday
Limpopo, Mpumalanga, Nort West & Northern Cape Holiday					
Rest African	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Adventure Holiday
Rest African	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Adventure Holiday
Rest African	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Adventure Holiday
Rest White	Low Income	20+	Married with Children on trip	Low Income	Sun, Sea & Sand Holiday, Adventure Holiday
Rest White	Medium Income	20+	Married with Children on trip	Medium Income	Sun, Sea & Sand Holiday, Adventure Holiday
Rest White	High Income	20+	Married with Children on trip	High Income	Sun, Sea & Sand Holiday, Adventure Holiday
Rest Other Income and Racial Groups		20+	Married with Children on trip	Low to Medium Income	Sun, Sea & Sand Holiday, Adventure Holiday
Conference/Incentive		30 - 50	Single travellers	Medium to High Income	Conferences
Domestic Special Interest		20+	Couples - No Children on trip	Medium to High Income	Hiking Trails, Surfing, Palaeontology Tour, Whale Watching, Hunting, Bird Watching, Golf Holidays
Sport		All ages	All types	Low to Medium Income	Sport