

Table 9.6: Socio-Economic and Environment Scores & Rankings and Attractiveness Ranking

		Overall Socio Economic & Environment Rating	Overall Socio Economic & Environment Ranking	Market Attractiveness Rating	Market Attractiveness Ranking
Germany	Organised Tours	20	1	31	6
UK	Organised Tours	20	1	32	5
USA African American/ Scandanavia		19	3	29	10
Foreign Special Interest		18	4	25	30
Domestic Special Interest		18	4	25	30
Germany	FIT's	16	6	33	3
UK	FIT's	16	6	34	1
Conference/Incentive		16	6	23	46
Germany	VFR	14	9	29	10
UK	VFR	14	9	30	8
Backpackers		14	9	29	10
Weekend Break (Black mid market)		14	9	33	3
WC African	High Income	14	9	19	51
WC White	High Income	14	9	28	14
KZN African	High Income	14	9	26	21
KZN White	High Income	14	9	26	21
FS African	High Income	14	9	26	21
FS White	High Income	14	9	26	21
GT African	High Income	14	9	26	21
GT White	High Income	14	9	26	21
Rest African	High Income	14	9	26	21
Rest White	High Income	14	9	26	21
Cruises		13	23	25	30
Eastern Cape	Holiday	13	23	31	6
Sport		11	25	29	10
Eastern Cape	Day Visitors	10	26	34	1
Eastern Cape	City Break	10	26	30	8
Domestic VFR		9	28	27	15
WC African	Medium Income	9	28	18	53
WC White	Medium Income	9	28	26	21
WC Other Income and Racial Groups		9	28	27	15
KZN African	Medium Income	9	28	24	33
KZN White	Medium Income	9	28	24	33
KZN Other Income and Racial Groups		9	28	27	15
FS African	Medium Income	9	28	24	33
FS White	Medium Income	9	28	24	33
FS Other Income and Racial Groups		9	28	27	15
GT African	Medium Income	9	28	24	33
GT White	Medium Income	9	28	24	33
GT Other Income and Racial Groups		9	28	27	15
Rest African	Medium Income	9	28	24	33
Rest White	Medium Income	9	28	24	33
Rest Other Income and Racial Groups		9	28	27	15
WC African	Low Income	6	44	19	51
WC White	Low Income	6	44	24	33
KZN African	Low Income	6	44	24	33
KZN White	Low Income	6	44	22	46
FS African	Low Income	6	44	24	33
FS White	Low Income	6	44	22	46
GT African	Low Income	6	44	24	33
GT White	Low Income	6	44	22	46
Rest African	Low Income	6	44	24	33
Rest White	Low Income	6	44	22	46