

Table 9.3: SWOT Analysis of Market Segments

		Strengths and Opportunities	Threats & Weaknesses	Overall Rating
Foreign Market Segments				
Germany				
Germany	Organised Tours	Product (except accommodation), safe destination	Lack of luxury accommodation, limited air access, limited knowledge of area, limited time	2
Germany	FIT's	Product, safe destination	Limited air access, limited knowledge of area	4
Germany	VFR	Product, safe destination	Limited air access, limited knowledge of area	3
UK				
UK	Organised Tours	Product (except accommodation), language, cultural affinity, safe	Lack of luxury accommodation, limited air access, limited knowledge of area, limited time	2
UK	FIT's	Product, language, cultural affinity, safe	Limited air access, limited knowledge of area	4
UK	VFR	Product, language, cultural affinity, safe	Limited air access, limited knowledge of area	3
Backpackers		Product	Limited air access, activities not formalised	5
Cruises		Product	Limited number of stop overs, limited knowledge of area	3
USA African American/ Scandanavia				
		Product (except accommodation), language, cultural affinity, safe	Lack of luxury accommodation, limited air access, limited knowledge of area	4
		Product, safe destination	Limited air access, limited knowledge of area	4
Domestic Market Segments				
Eastern Cape excluding VFR				
Eastern Cape	Day Visitors	Urban centre, shopping centres, beaches		3
Eastern Cape	City Break	Product	Limited air access	3
Eastern Cape	Holiday	Product		3
		Beaches, urban centre, shopping	Lack of luxury accommodation, limited air access	3
Domestic VFR				
		Product		2
Western Cape Holiday				
WC African	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
WC African	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
WC African	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
WC White	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
WC White	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
WC White	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
		Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
WC Other Income and Racial Groups				
KwaZulu-Natal Holiday				
KZN African	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
KZN African	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
KZN African	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
KZN White	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
KZN White	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
KZN White	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
		Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
KZN Other Income and Racial Groups				
Free State Holiday				
FS African	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
FS African	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
FS African	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
FS White	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
FS White	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
FS White	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
		Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
FS Other Income and Racial Groups				
Gauteng Holiday				
GT African	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
GT African	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
GT African	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
GT White	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
GT White	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
GT White	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
		Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
GT Other Income and Racial Groups				
Limpopo, Mpumalanga, Nort West & Northern Cape Holiday				
Rest African	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
Rest African	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
Rest African	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
Rest White	Low Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
Rest White	Medium Income	Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
Rest White	High Income	Product (excluding luxury accommodation)	Lack of luxury accommodation, perception of the city centre, lack of knowledge of the area, activities not formalised	2
		Product	Perception of the city centre, lack of knowledge of the area, activities not formalised	3
Rest Other Income and Racial Groups				
		Product	Limited air access, perception of the city centre, limited knowledge of the area	2
		Product	Perception of the city centre, limited knowledge of the area	4
		Various facilities	Lack of maintenance	3