

Table 8.1. Segment:Product Matrix for Buffalo City

	Foreign									DOMESTIC												
	Germany			UK			Backpackers	Cruise	USA African American/ Scandinavia	Special Interest	E Cape		E Cape, W Cape, Free State, S KZN	Domestic VFR	Western Cape	KZN	Free State	Gauteng	Limpopo, Mpumalanga & NW, N	Conference/In centive	Special Interest	Sport
	Organised tours	FITs	VFR	Organised tours	FITs	VFR					Day visitors	Overnight										
	Stop on general tour	Wildlife & Adventure	Beach & wildlife	Stop on general tour	Wildlife (& Adventure)	Beach & wildlife	adventure and touring	City Break	Holiday													
Sun, Sea & Sand Holiday/beach			Cape Town, Durban			Cape Town, Durban																
General interest tour stop	PE/Kariega/ Shamwari			PE/Kariega/ Shamwari			PE	Cape Town PE Durban														
Entertainment/ City Facilities										PE	PE		PE DBN									
Hiking Trails										Wild Coast Garden Route												Garden Route, Mpumalanga, Drakensberg- Wild Coast
Surfing										Jeffreys Bay Durban												Jeffreys Bay Durban Plettenberg Bay
Nature Based Holiday - wildlife and scenery		Garden Route/PE/Addo/ Wild Coast & Mpumalanga etc	Garden Route/PE/Addo/ Wild Coast & Mpumalanga etc		Garden Route/PE/Addo/ Wild Coast & Mpumalanga etc	Garden Route/PE/Addo/ Wild Coast & Mpumalanga etc	Wild Coast/Garden Route	Cape Town PE Durban				Adlio Kariega Wild Coast		All other domestic destinations depending on location of friends and relatives	Garden Route, Wild Coast, Western Cape Hinterland	Wild Coast, KZN Hinterland, Northern KZN	Numerous options	Mpumalanga, Limpopo, KZN hinterland				
Events										PE, Port Alfred, Grahamstown			PE Grahamstown DBN									
Sport										PE Grahamstown			PE DBN									Mainly Grahamstown, PE, DBN, Cape Town, JHB
Conferences																						DBN, PE, CT, JHB,
Palaeontology Tours										Cradle of Humankind etc (but complementary)												Cradle of Humankind, Karoo, West Coast
Culture & heritage struggle history										Umtata and Soweto/JHB, CT and others, but complementary												
Historical Tours										Grahamstown Graaf Reinet Cape Town												
Whale Watching										Hermanus, Plettenberg Bay, Cape Town, PE,												Hermanus, Plettenberg Bay, PE
Hunting										Limpopo, Mpumalanga												Limpopo, Mpumalanga and every province
Bird Watching										Numerous in SA but complementary George, Cape Town, JHB, KZN north coast												All other birding destinations
Golf Holidays																						George, Cape Town, JHB, KZN north coast
Adventure Holidays		Cape Town Garden Route			Cape Town Garden Route		Wild Coast Garden Route (Storms River)	Cape Town PE Durban							All other domestic adventure - eg Drankensberg, N Cape, Garden Route, Breeds River etc	All other domestic adventure - eg Drankensberg, N Cape, Garden Route, Breeds River etc	All other domestic adventure - eg Drankensberg, N Cape, Garden Route, Breeds River etc	All other domestic adventure - eg Drankensberg, N Cape, Garden Route, Breeds River etc	All other domestic adventure - eg Drankensberg, N Cape, Garden Route, Breeds River etc			
Cruise								Cape Town PE Durban														