

Table 9.5: Socio-Economic and Environmental Benefits

		Profitability	Investment	Employment	Preservation of cultures	Preservation of the Environment	Overall Socio Economic & Environment Rating
<b>Foreign Market Segments</b>							
Germany							
Germany	Organised Tours	4	4	4	4	4	20
Germany	FIT's	4	3	3	3	3	16
Germany	VFR	4	2	2	3	3	14
UK							
UK	Organised Tours	4	4	4	4	4	20
UK	FIT's	4	3	3	3	3	16
UK	VFR	4	2	2	3	3	14
Backpackers		4	3	3	2	2	14
Cruises		5	1	1	3	3	13
USA African American/ Scandanavia		4	3	3	5	4	19
Foreign Special Interest		3	3	3	4	5	18
<b>Domestic Market Segments</b>							
<b>Eastern Cape excluding VFR</b>							
Eastern Cape	Day Visitors	3	2	2	2	1	10
Eastern Cape	City Break	3	2	2	2	1	10
Eastern Cape	Holiday	3	3	3	2	2	13
Weekend Break (Black mid market)		4	3	3	2	2	14
Domestic VFR		1	2	2	2	2	9
<b>Western Cape Holiday</b>							
WC African	Low Income	2	1	1	1	1	6
WC African	Medium Income	3	2	2	1	1	9
WC African	High Income	4	3	3	2	2	14
WC White	Low Income	2	1	1	1	1	6
WC White	Medium Income	3	2	2	1	1	9
WC White	High Income	4	3	3	2	2	14
WC Other Income and Racial Groups		3	2	2	1	1	9
<b>KwaZulu-Natal Holiday</b>							
KZN African	Low Income	2	1	1	1	1	6
KZN African	Medium Income	3	2	2	1	1	9
KZN African	High Income	4	3	3	2	2	14
KZN White	Low Income	2	1	1	1	1	6
KZN White	Medium Income	3	2	2	1	1	9
KZN White	High Income	4	3	3	2	2	14
KZN Other Income and Racial Groups		3	2	2	1	1	9
<b>Free State Holiday</b>							
FS African	Low Income	2	1	1	1	1	6
FS African	Medium Income	3	2	2	1	1	9
FS African	High Income	4	3	3	2	2	14
FS White	Low Income	2	1	1	1	1	6
FS White	Medium Income	3	2	2	1	1	9
FS White	High Income	4	3	3	2	2	14
FS Other Income and Racial Groups		3	2	2	1	1	9
<b>Gauteng Holiday</b>							
GT African	Low Income	2	1	1	1	1	6
GT African	Medium Income	3	2	2	1	1	9
GT African	High Income	4	3	3	2	2	14
GT White	Low Income	2	1	1	1	1	6
GT White	Medium Income	3	2	2	1	1	9
GT White	High Income	4	3	3	2	2	14
GT Other Income and Racial Groups		3	2	2	1	1	9
<b>Limpopo, Mpumalanga, Nort West &amp; Northern Cape Holiday</b>							
Rest African	Low Income	2	1	1	1	1	6
Rest African	Medium Income	3	2	2	1	1	9
Rest African	High Income	4	3	3	2	2	14
Rest White	Low Income	2	1	1	1	1	6
Rest White	Medium Income	3	2	2	1	1	9
Rest White	High Income	4	3	3	2	2	14
Rest Other Income and Racial Groups		3	2	2	1	1	9
Conference/Incentive		4	3	3	3	3	16
Domestic Special Interest		4	3	3	4	4	18
Sport		3	2	2	2	2	11