

2022/03

QUARTERLY TOURISM REPORT

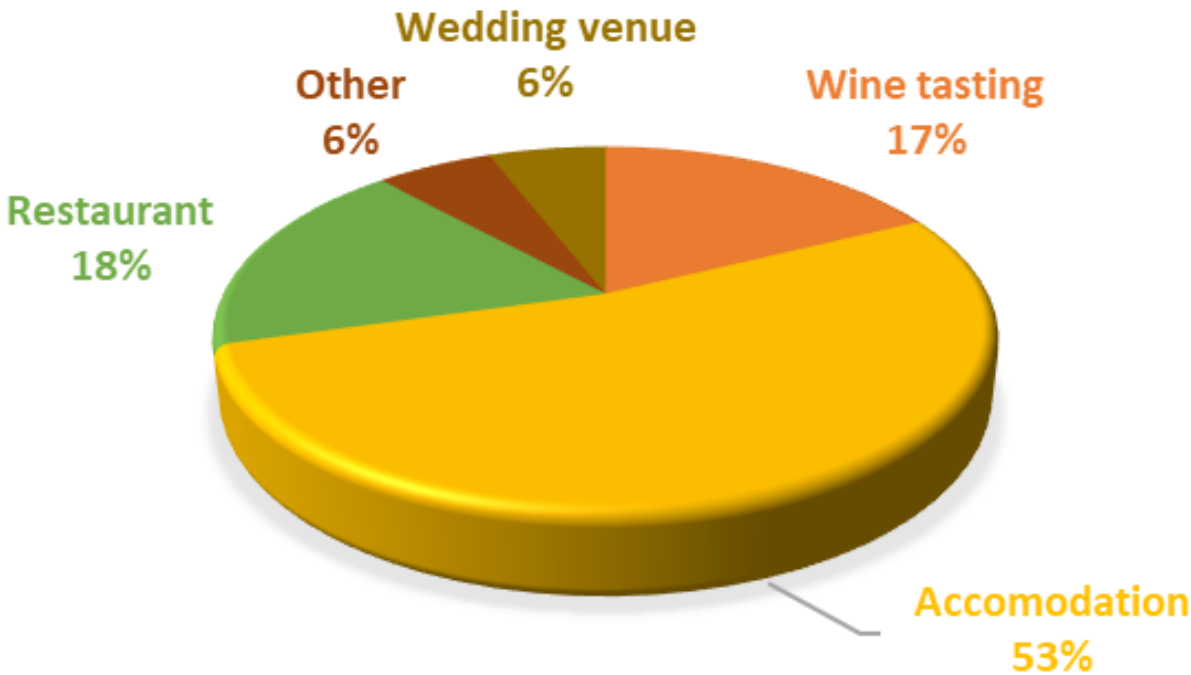
PREPARED BY:
Beyond Black Mountain
ATLANTIC

We would like to firstly thank all stateholders and participants who took the time to submit surveys. This is a first step in helping all of us to see how best we as an area can meet our customers needs and exceed their expectations.

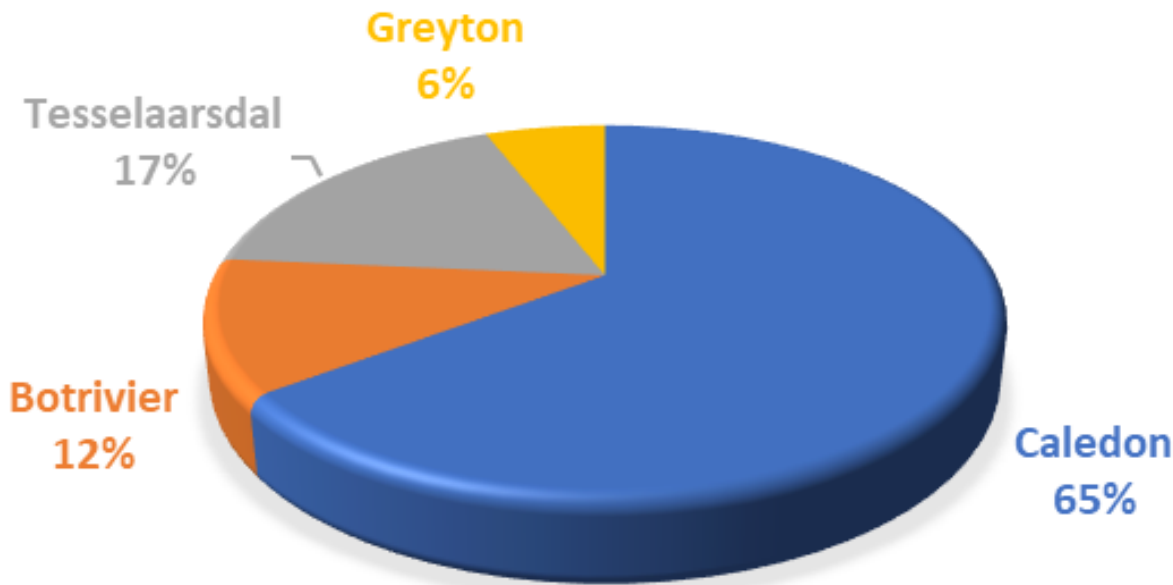
Of the 87 emails that were successfully delivered, we received a response rate of 22%, which is a great first initiative and will already help us paint a picture of our area.

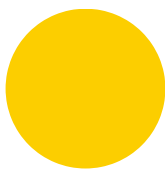
Based on our survey results, we can share the below pie graphs that indicate the stakeholder participation as well as the areas represents by the survey.

STAKEHOLDER FEEDBACK



AREA PARTICIPATION

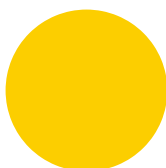




VISITOR MAKE UP

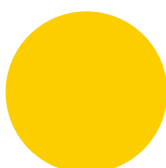
Local tourists were predominantly from Caledon and surrounds, Capetonians and then visitors from Gauteng.

International tourists visiting our area include British, German, Dutch and Australian



REASON FOR VISIT

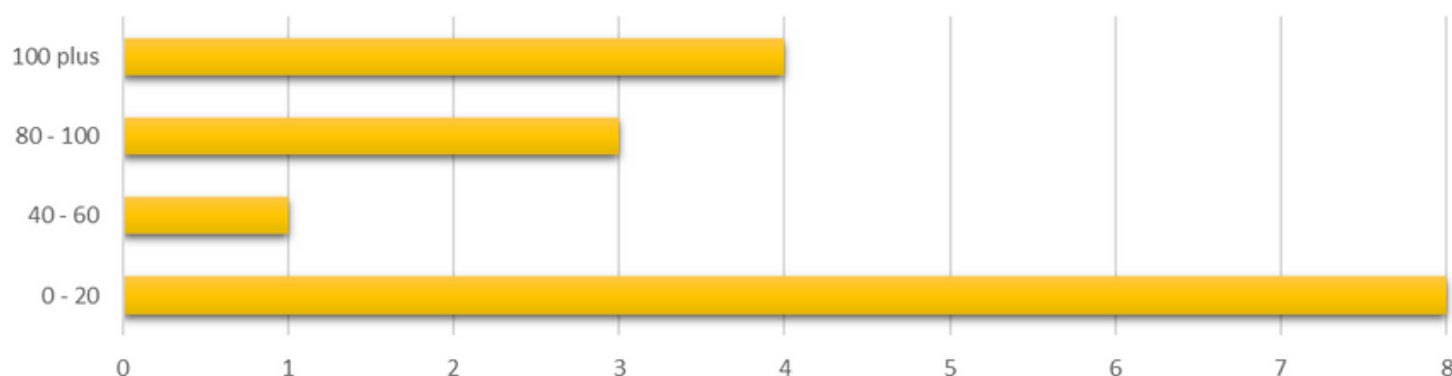
Reasons for visits include Business, work & Contractors, Weddings, Backpackers, Hikers & Adventure Tourists, Family Visist, Holiday Makers, Special Interest Travellers and Company Reps



TRENDS

About 65% of stakeholders have reported an increase in numbers over the past 3 months with ages ranging from young to elderly

Average Bookings per Months



We would appreciate feedback from Stakeholders for future surveys. What kind of information is important to you? The more data is collected, the more we can report on. YOUR DATA IS PRIVATE AND WE WILL NOT SHARE ANY SPECIFIC DETAILS WITH ANYONE ELSE. We would like to develop this as a tool that will assist us to maximise our offer to visitors to the benefit of our area. Thanks once again to all who participated.