

NORTH WEST

DOMESTIC TOURISM SURVEY

JEFF MABUNDA
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PURPOSE

- Foundation for sustainable tourism(economy) growth in the province.
- Development of a growth plan and implementation thereof.



KEY OBJECTIVES

- Domestic tourism volume;
- Domestic tourism expenditure (revenue)
- Equitable geographical spread
- Activities undertaken



TARGET POPULATION

- Tourism product owners
- Domestic Tourist consumers (travellers)
- Business sector (formal and informal)
- Event Management Companies



SAMPLING

- Pre-determined sample
- Cluster Sampling



METHODOLOGY

- **Method** = Survey
- **Methodology** = Quantitative (numbers)



DATA COLLECTION PROCESS

- Primary data
- Interviews (Structured questionnaires)
- Digital questionnaire (link)
- Centralised folder
- Cleaning manual but identification
- Analyses itself
- Copy info to document
- Interpret and write-up



REPORTS

- Formal
- Quick
- Informative
- Vertical
- Inside and Outside



STAKEHOLDER INVOLVEMENT

- Tourism Associations
- North West University
- Event Management Companies



External Data Used

- SAT Data
- Stats SA
- Student Articles



CONTACT DETAILS

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