NET PROMOTER SCORE
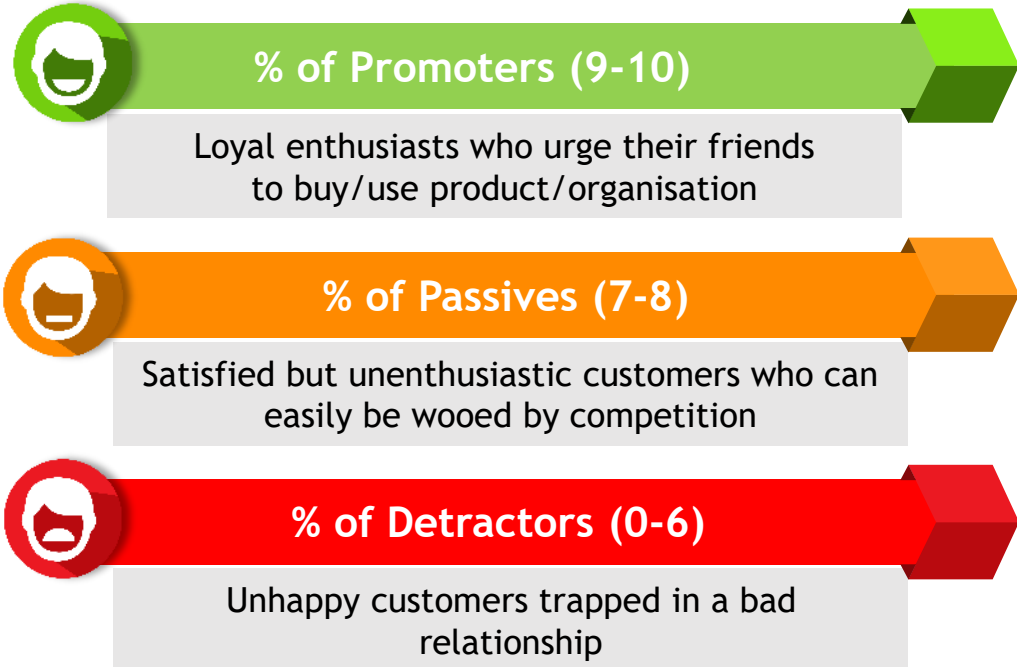# QUARTER 1 to 4, 2022/3 REPORT

South Africa
Inspiring new ways

PLUS 94
RESEARCH

Net Promoter Score

The Net Promoter Score (NPS) measures the loyalty that exists between an organisation and its customers. It's a measure of a customer's propensity to recommend. We ask how likely someone is to recommend on a 10-point scale and calculate the NPS by dividing responses into three categories as indicated below. A score of -100 means every guest is a detractor, while a score of +100 means that every guest is a promoter. Any positive rating means the product/service has more promoters than critics or detractors.

NPS Legend

🙂 **Excellent** 70-100

🙂 **Great** 30-70

🙂 **Good** 0 - 30

😠 **Needs Improvement** -100-0

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% of Promoters (9-10)

Loyal enthusiasts who urge their friends to buy/use product/organisation

% of Passives (7-8)

Satisfied but unenthusiastic customers who can easily be wooed by competition

% of Detractors (0-6)

Unhappy customers trapped in a bad relationship

Promoters minus Detractors

= NPS

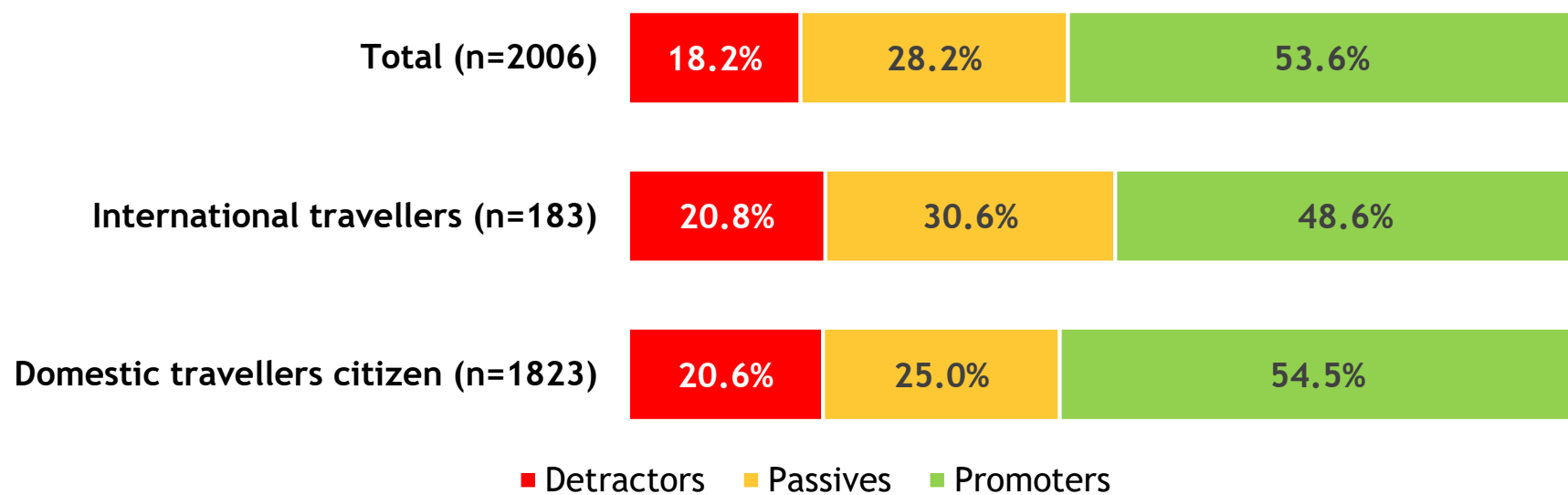**Importance of measuring NPS and why SAT should use it:**

- One single measure of brand performance
- Helps identify brand strengths and weaknesses
- A standardised simple metric allows comparison to competitors
- Standardised scoring clarifies positive and negative comments; reasons provided explain the score

Net Promoter Score – Domestic and International Travellers

The overall NPS of 33 was positively impacted by domestic travellers with a high share of promoters and lower share of detractors. An NPS of 33 is considered great.

indicating that establishments are placing a high priority on costumer satisfaction.

NPS Q1	NPS Q2	NPS Q3	NPS Q4	NPS Q1-4
32	31	35	35	33
35	19	28	27	28
31	32	36	36	34

NPS Distribution – Domestic and International Travellers

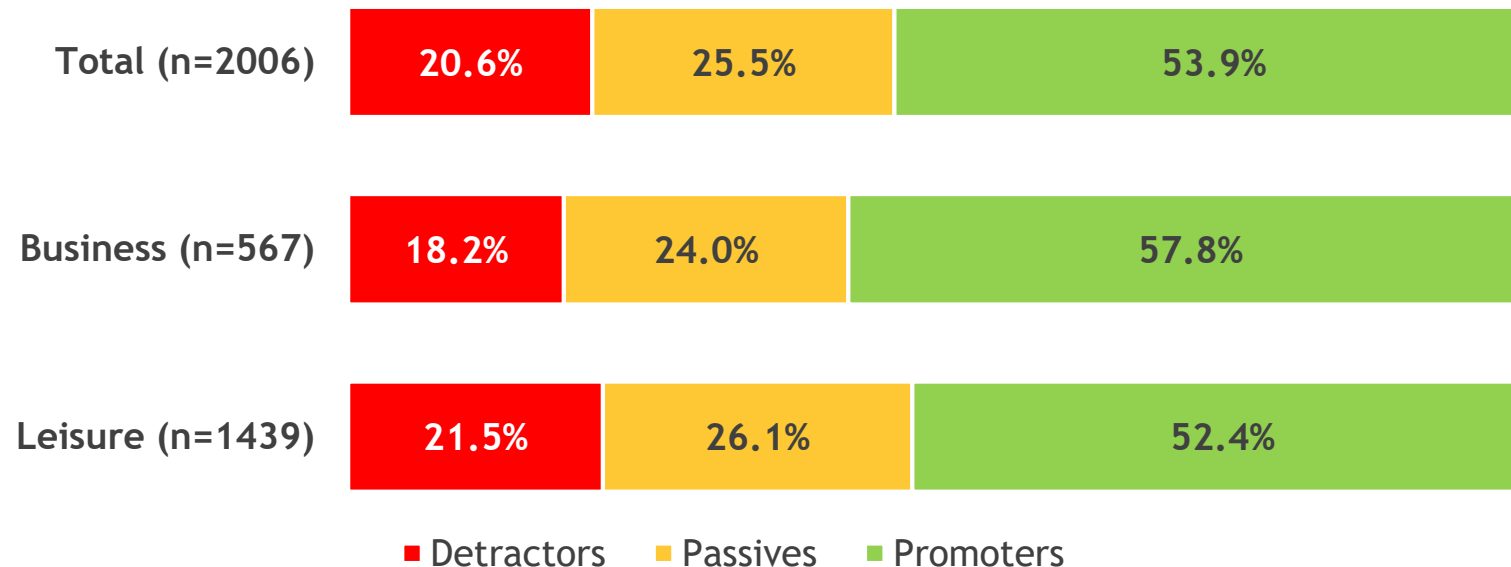|	Detractors	Passives	Promoters
Total (n=2006)	18.2%	28.2%	53.6%
International travellers (n=183)	20.8%	30.6%	48.6%
Domestic travellers citizen (n=1823)	20.6%	25.0%	54.5%

■ Detractors ■ Passives ■ Promoters

B1. How likely are you to recommend the accommodation establishment to friends, family or business associates, using a rating scale of 0 to 10 where "0" means you are extremely unlikely to recommend the establishment and "10" means you are extremely likely to recommend the establishment?

Net Promoter Score – Leisure and Business Travellers

Business visitors positively impacted the overall NPS with a 40 score with the highest share of promoters (57.8%) and the lowest share of detractors (18.2%). The smaller leisure NPS rating is due to a higher share of detractors (21.5%) and passives (26.1%).

BASE LINE	NPS Q1	NPS Q2	NPS Q3	NPS Q4	NPS Q1-4
46	32	31	35	35	33
54	38	41	37	45	40
44	28	27	35	33	31

NPS Distribution – Business vs. Leisure

	Detractors	Passives	Promoters
Total (n=2006)	20.6%	25.5%	53.9%
Business (n=567)	18.2%	24.0%	57.8%
Leisure (n=1439)	21.5%	26.1%	52.4%

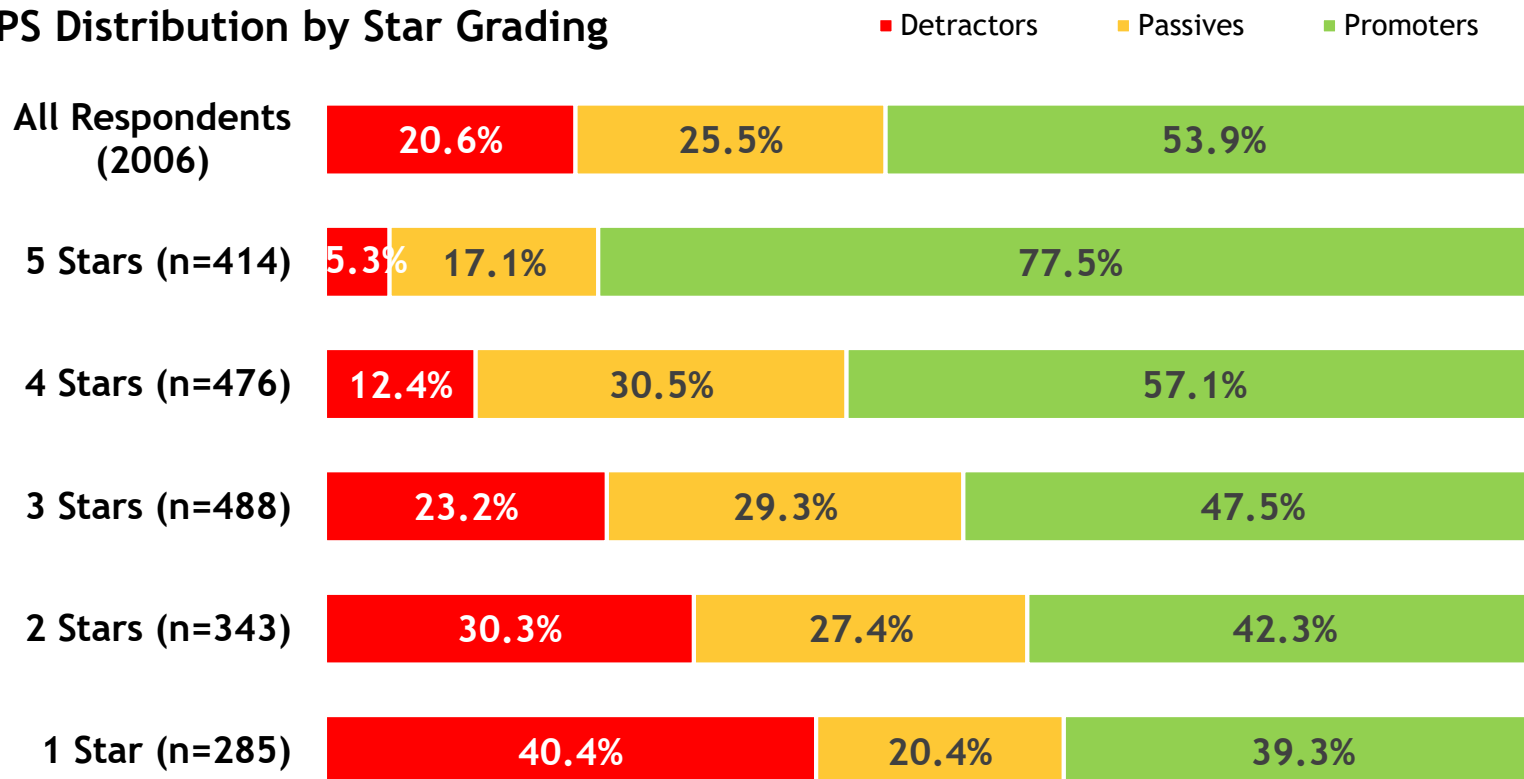■ Detractors   ■ Passives   ■ Promoters

B1. How likely are you to recommend the accommodation establishment to friends, family or business associates, using a rating scale of 0 to 10 where "0" means you are extremely unlikely to recommend the establishment and "10" means you are extremely likely to recommend the establishment?

Net Promoter Score – Star Grading

Five- and four-star establishments had the highest NPS of 72 and 45, respectively. These establishments had the highest share of promoters (78%; 57%) and the lowest share of detractors (5%; 12%). One- and two-star establishments had the lowest NPS due to its high shares of detractors, 40% and 30% respectively, and fewer promoters when comparted to the other star graded establishments.

BASE LINE	NPS Q1	NPS Q2	NPS Q3	NPS Q4	NPS Q1-4
46	32	31	35	35	33
54	63	70	83	74	72
42	40	42	56	43	45
45	16	14	35	31	24
40	30	12	0	5	12
50	-6	16	-19	4	-1

NPS Distribution by Star Grading

■ Detractors   ■ Passives   ■ Promoters

	Detractors	Passives	Promoters
All Respondents (2006)	20.6%	25.5%	53.9%
5 Stars (n=414)	5.3%	17.1%	77.5%
4 Stars (n=476)	12.4%	30.5%	57.1%
3 Stars (n=488)	23.2%	29.3%	47.5%
2 Stars (n=343)	30.3%	27.4%	42.3%
1 Star (n=285)	40.4%	20.4%	39.3%

B1. How likely are you to recommend the accommodation establishment to friends, family or business associates, using a rating scale of 0 to 10 where "0" means you are extremely unlikely to recommend the establishment and "10" means you are extremely likely to recommend the establishment?

Net Promoter Score: Reasons for selecting NPS rating

Promoters emphasized the importance of a good service, clean and hygienic environment, friendly and welcoming staff, good food, and safety and security. Overall passives were not impressed with the poor customer service, unclean and unhygienic environment, lack of amenities, slow service, and the poor-quality food. Detractors complained about the lack of cleanliness and hygiene, poor customer service, lack of amenities, not safe and secure, and not close and convenient to other attractions.

Promoters

Passives

Detractors

B1. (a-c). Could you explain the main reasons that contributed to your giving this positive score OR that prevented you from giving a higher score today with regard to your likelihood to recommend to friends, family or business associates? *Word cloud includes comments with two or more mentions. **Wifi denotes free Wifi.

Net Promoter Score MODEL

1 **Data Assessment**

The data was assessed to ensure that it meets the statistics standard to build a model.

2 **Correlation**

Correlation analysis was conducted to establish the different relationships that exist within the data.

Specifically to determine the strength of association between the NPS and promise attributes.

3 **Model Choice**

Various statistical techniques were conducted to determine the model fit for the NPS model.

4 **Stepwise Regression**

A stepwise regression was used to build the model, as this method selects the best model for the data and excludes variables lacking impact.

It measured the impact of the promise attribute variables on the outcome variable (NPS).

Correlation (Association) Analysis
- Brand Promise Attributes

There is a significant moderate positive association between the overall NPS and the Brand Promise attributes. The following attributes had a high positive association with the NPS: 'understands my accommodation requirements' (73%), 'hospitable' (69%), 'professional and honest' (68%) and 'memorable, unforgettable experience (61%).

Size of Correlation	Interpretation
90% to 100%	Very high positive correlation
70% to 90%	High positive correlation
50% to 70%	Moderate positive correlation
30% to 50%	Low positive correlation
0% to 30%	Negligible correlation

Brand Promise Attributes

73%

Understands my accommodation requirements

70%

Professional and honest

69%

Hospitable

67%

Memorable, unforgettable experiences

High positive association	Moderate positive association

Correlation (Association) Analysis – Proposition Experience Promise Attributes

There is a significant moderate positive association between the NPS and the Proposition Experience Promise Attributes. The attributes with the highest association are 'clean and hygienic' environment (67%) followed by 'offers spacious and comfortable rooms' (65%), and 'makes me feel at home' (65%).
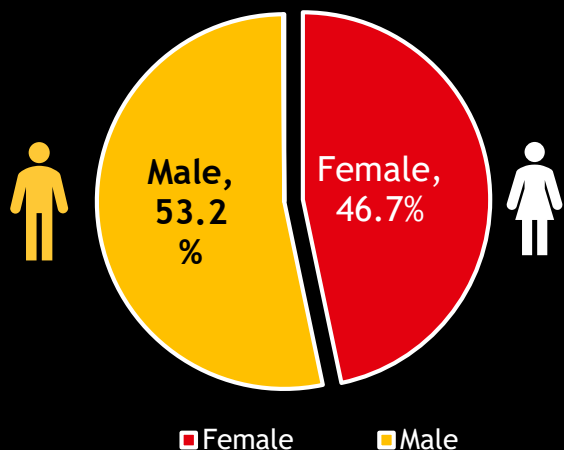
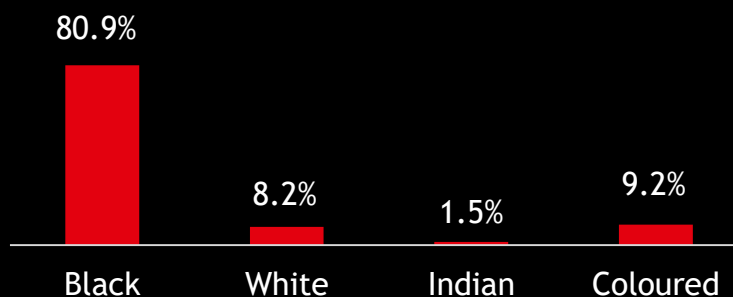| Proposition Experience Promise Attributes	Association
Establishment makes me feel at home (the staff and services provide comfort and care)	69%
Prioritises cleanliness and hygiene (in bedroom, washroom, dining hall)	66%
Delivers fast service (the staff is ready to assist me at any time)	66%
Has welcoming and friendly staff	66%
Provides me with honest and correct information (in terms of room charges and service provided)	65%
Establishment offers spacious and comfortable rooms to accommodate me and my luggage properly	64%
Offers me extra support and assistance during emergencies and ensure that rooms are properly ready	62%
Establishment has an effective problem resolution system	58%
Establishment provides me information about local attractions and experiences (things to do)	53%
Provides me information about amenities and restaurants in and around the establishment.	52%
Establishment has good recreation areas (swimming pool, gym, etc.)	52%
Establishment offers free Wi-Fi with a strong signal	51%
Establishment does not charge me extra for little services like Wi-Fi, body washes, lotion, etc.	50%
Has a convenient location (good proximity to local attractions and restaurants)	50%

Demographic Profile of Tourists

More than half the travellers were male, 53.2%, four out of five (80.9%) Black African, eight out of ten were younger than 40 years of age, more than a half earned up to R15,000, and the highest shares resided in Gauteng and the Western Cape.
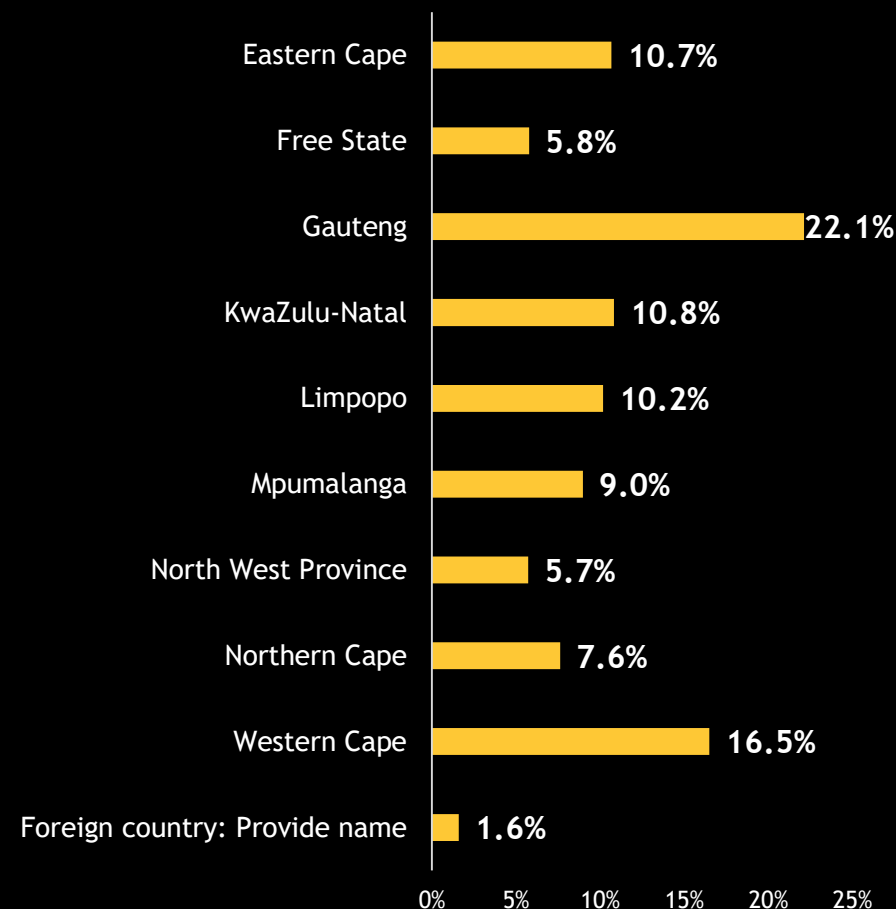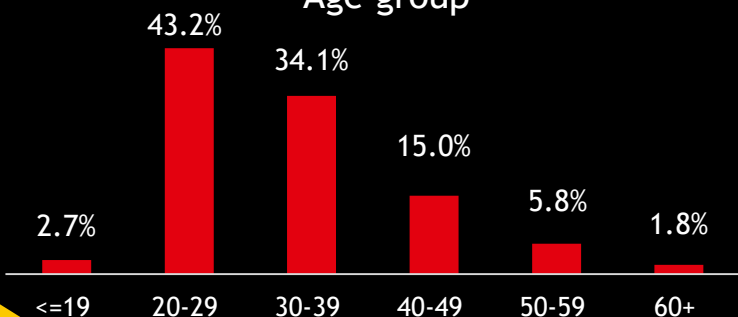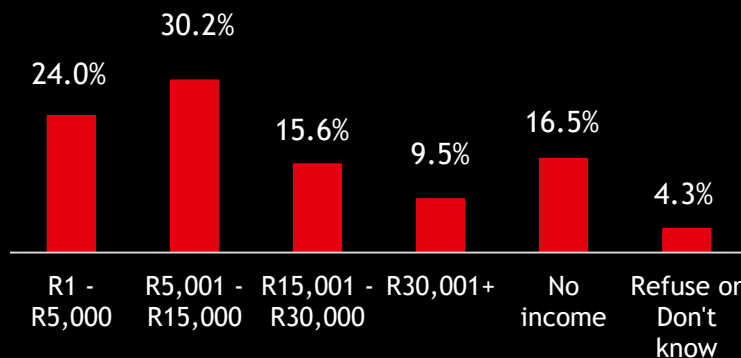
Gender

Male, 53.2%

Female, 46.7%

☐ Female ☐ Male

Population group

Black	White	Indian	Coloured
80.9%	8.2%	1.5%	9.2%

Age group

<=19	20-29	30-39	40-49	50-59	60+
2.7%	43.2%	34.1%	15.0%	5.8%	1.8%

Personal monthly income

R1 - R5,000	R5,001 - R15,000	R15,001 - R30,000	R30,001+	No income	Refuse or Don't know
24.0%	30.2%	15.6%	9.5%	16.5%	4.3%

Residential province

Province	%
Eastern Cape	10.7%
Free State	5.8%
Gauteng	22.1%
KwaZulu-Natal	10.8%
Limpopo	10.2%
Mpumalanga	9.0%
North West Province	5.7%
Northern Cape	7.6%
Western Cape	16.5%
Foreign country: Provide name	1.6%

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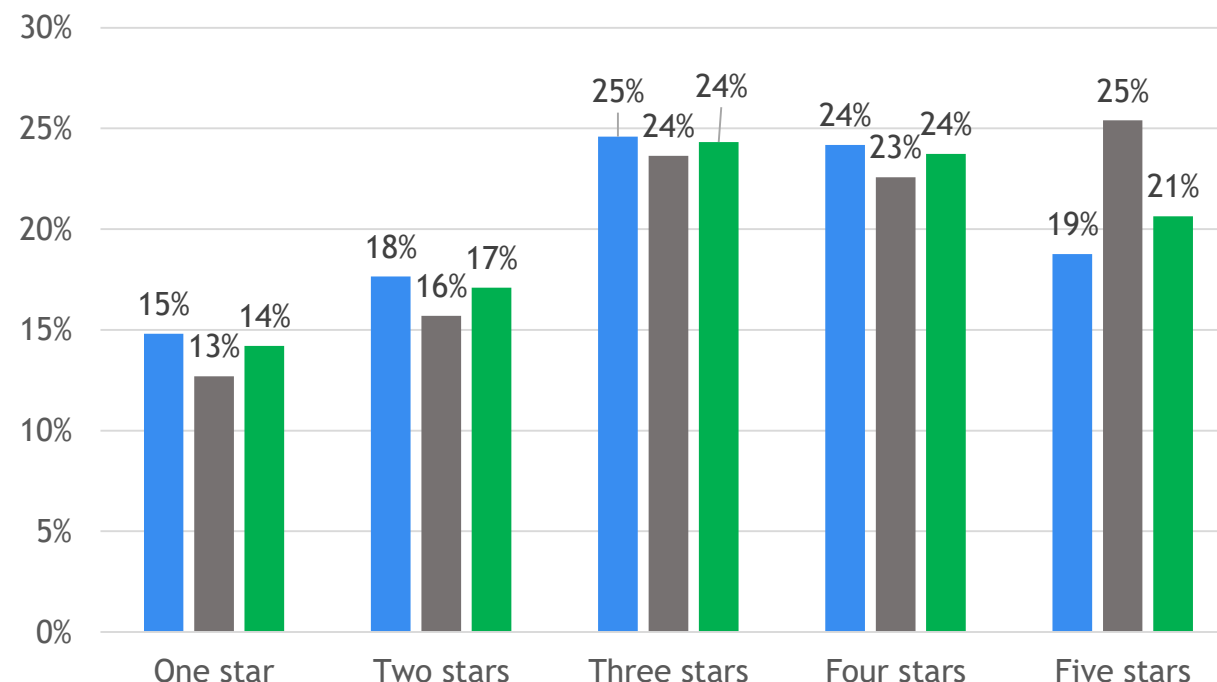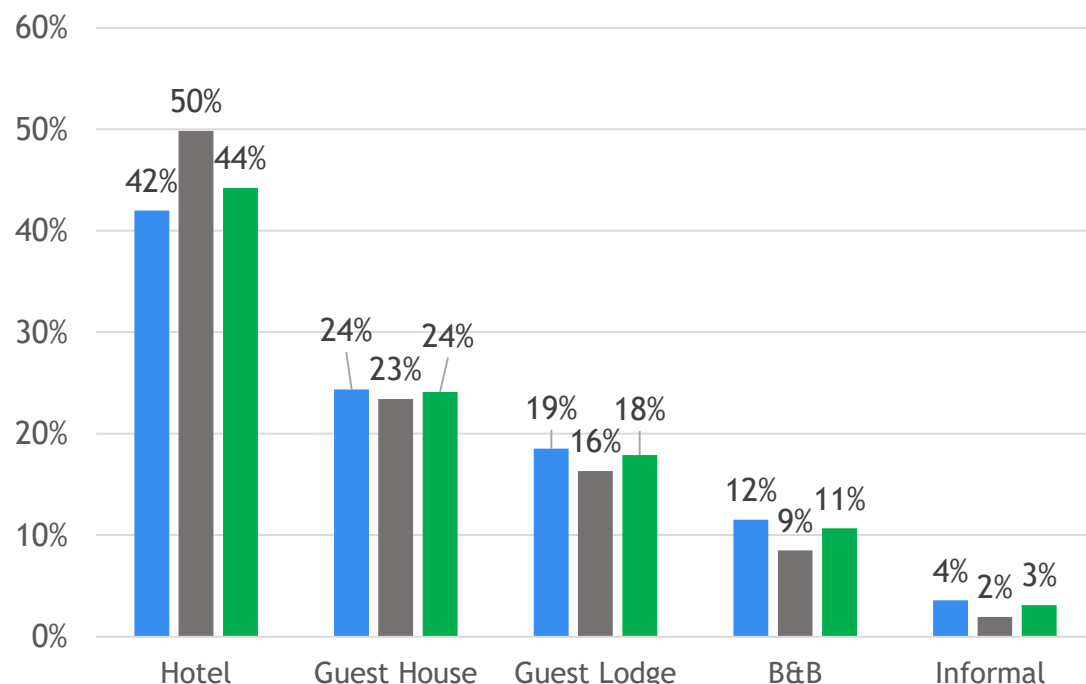
Accommodation Experience – Types of Establishments

Four out of ten (44%) travellers stayed in hotels, followed by guest houses and guest lodges. Nearly seven out of ten stayed in three-, four- and five star establishments. One- and two-star establishments are fewer in number and more sparsely distributed nationally. The greater share of business travellers, 25%, stayed in five star establishments, followed by three- and four star establishments. The greater share of leisure travellers, 25%, stayed in three star establishments, followed by four- and five star establishments.

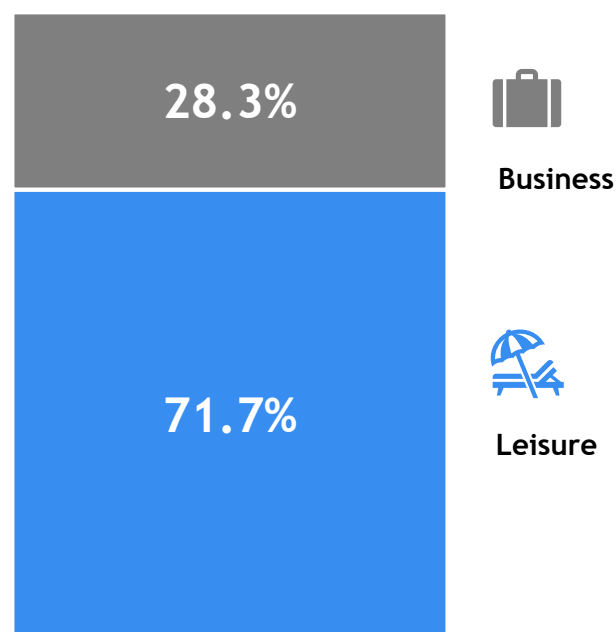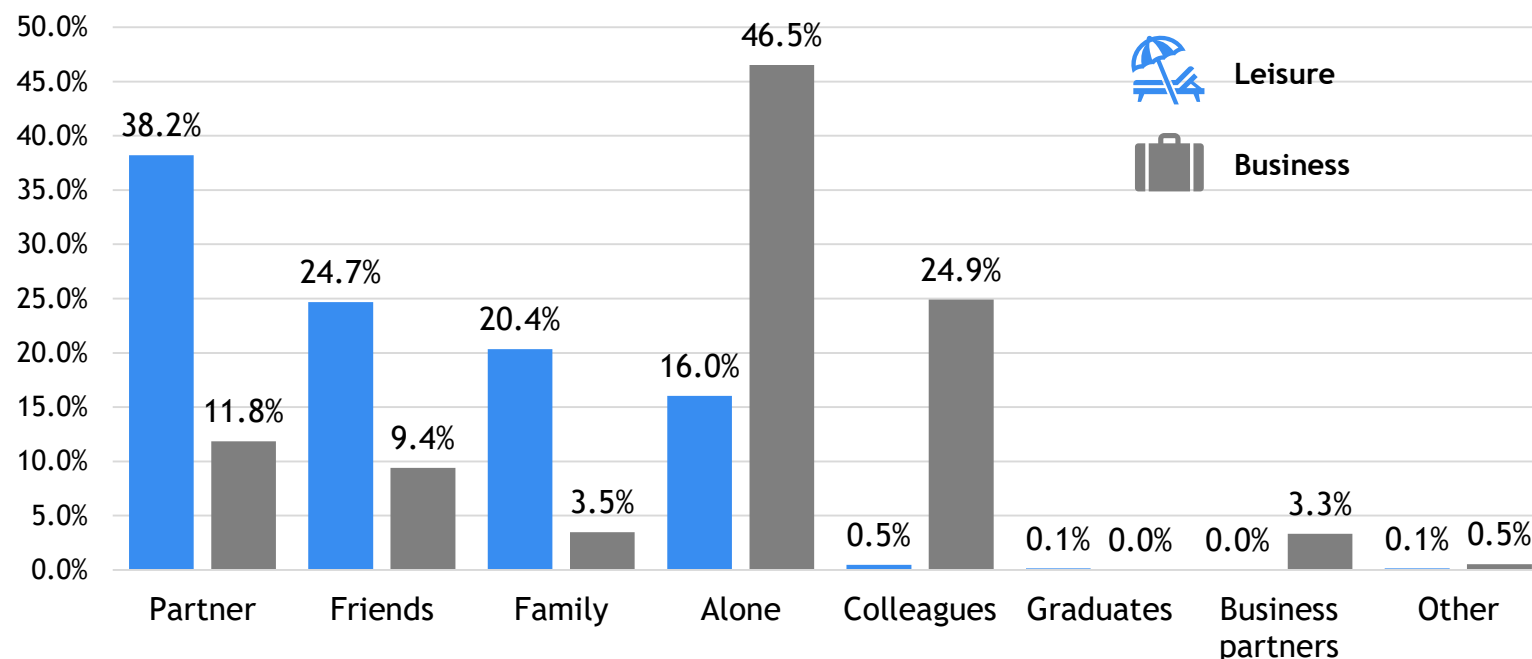## Accommodation Establishments

Leisure   Business

Accommodation Experience – Purpose and Companionship

Seventy two percent of respondents visited establishments for leisure purposes and 28.3% for business purposes. The largest share of leisure visitors travelled with partners (38.2%), friends (24.7%) and family (20.4%), while most business travellers travelled alone (46.5%) or with colleagues (24.9%). Approximately three-quarters of domestic travellers (73%) and 59% of international travellers stayed for leisure purposes. A third (34%) of international travellers travelled alone and just under a quarter (23%) with a partner.
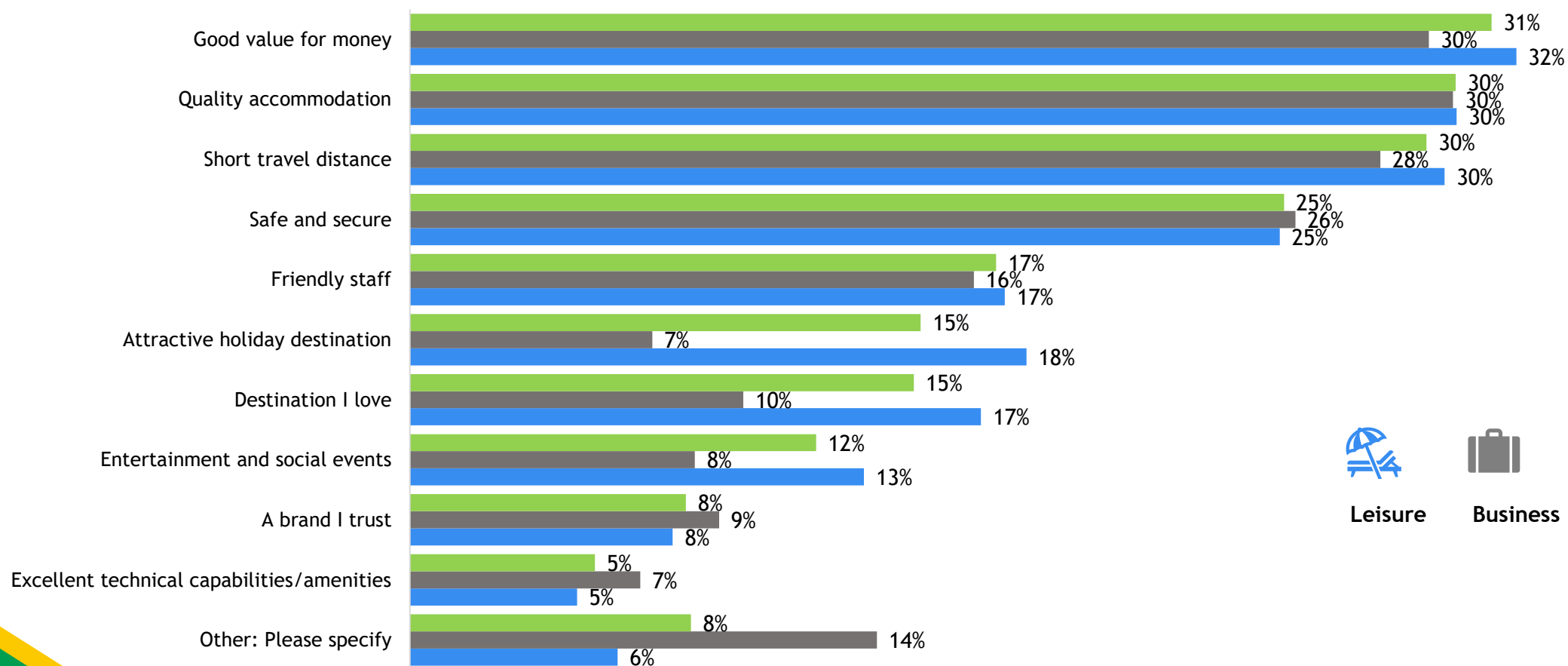
Purpose of Stay

Travelling Companions

Accommodation Experience – Establishment Choice

Travellers selected accommodation establishments for a variety of reasons. On average 'good value for money', 'quality accommodation, and 'short travel distance' were the key attributes in choosing the accommodation establishment. Leisure travellers opted for 'good value for money' (32.2%) and 'quality accommodation' (30.4%), while business travellers opted for 'quality accommodation' (30.3%) and 'good value for money' (29.6%). International travellers selected accommodation establishments based on 'short travel distance' (36.1%) and establishments being 'safe and secure' (23.0%).

Reasons for Establishment Choice

Reason	Leisure	Business	(blue)
Good value for money	31%	30%	32%
Quality accommodation	30%	30%	30%
Short travel distance	30%	28%	30%
Safe and secure	25%	26%	25%
Friendly staff	17%	16%	17%
Attractive holiday destination	15%	7%	18%
Destination I love	15%	10%	17%
Entertainment and social events	12%	8%	13%
A brand I trust	8%	9%	8%
Excellent technical capabilities/amenities	5%	7%	5%
Other: Please specify	8%	14%	6%

Leisure   Business

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Accommodation Experience – Most important attributes when booking.

The most important attribute travellers considered when booking an accommodation establishment was the establishment being 'easily accessible', the second most important attribute was a 'safe and secure establishment' and the third most important attribute was 'good value for money'. This is similar for both domestic and international travellers.
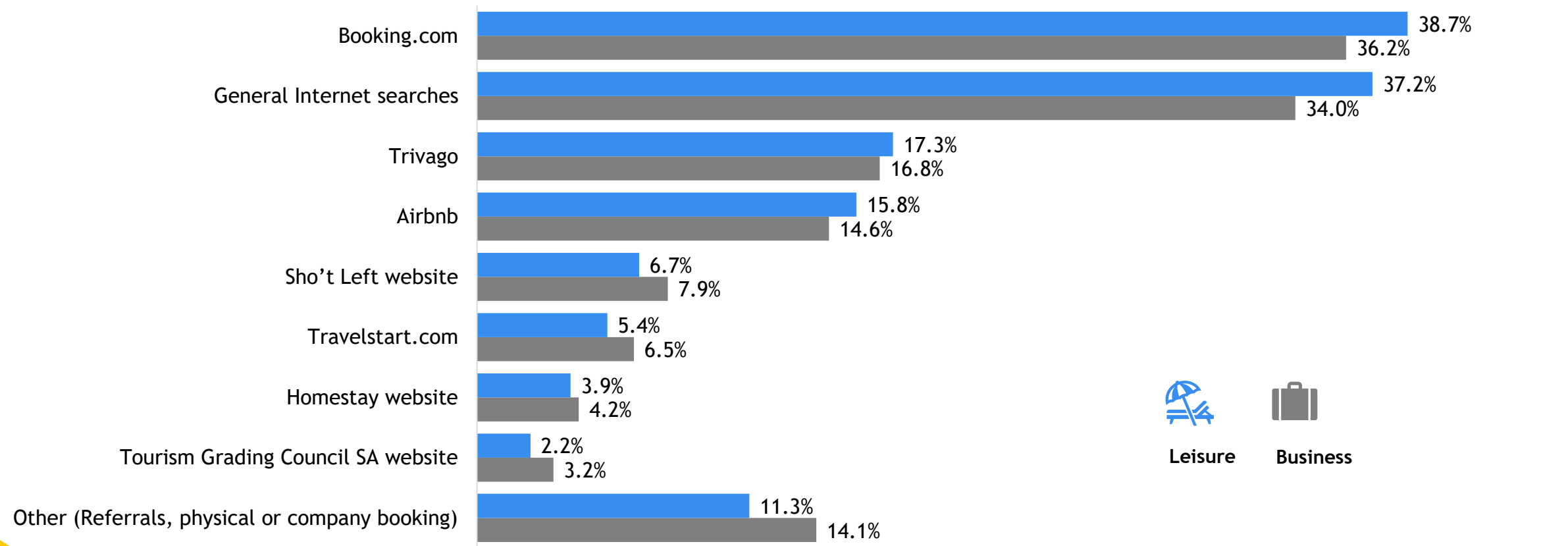
Important attributes
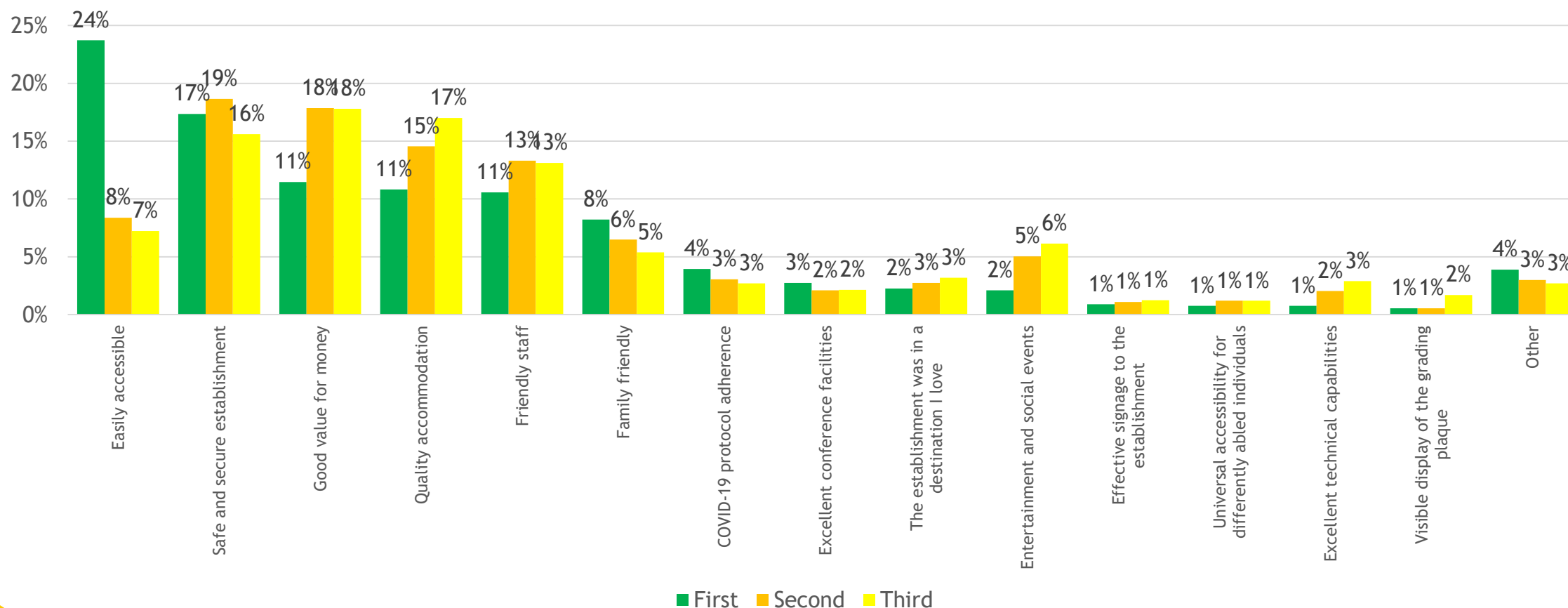
Accommodation Experience – Search Sources

Travellers used a variety of methods to book an establishment. On average 'Booking.com' (38.7%), followed by 'general internet searches' (32.8%), 'Trivago' (15.4%) and 'Airbnb' (16%) were the most popular methods used to search for accommodation establishments. The least popular methods were Homestay and the TGCSA website. These trends are similar for leisure and business travellers. The greater share, 54.6% of international travellers used 'Booking.com', and the greater share of domestic travellers, 37.5%, used 'General Internet searches'.

Sources for Accommodation Search

Source	Leisure	Business
Booking.com	38.7%	36.2%
General Internet searches	37.2%	34.0%
Trivago	17.3%	16.8%
Airbnb	15.8%	14.6%
Sho't Left website	6.7%	7.9%
Travelstart.com	5.4%	6.5%
Homestay website	3.9%	4.2%
Tourism Grading Council SA website	2.2%	3.2%
Other (Referrals, physical or company booking)	11.3%	14.1%

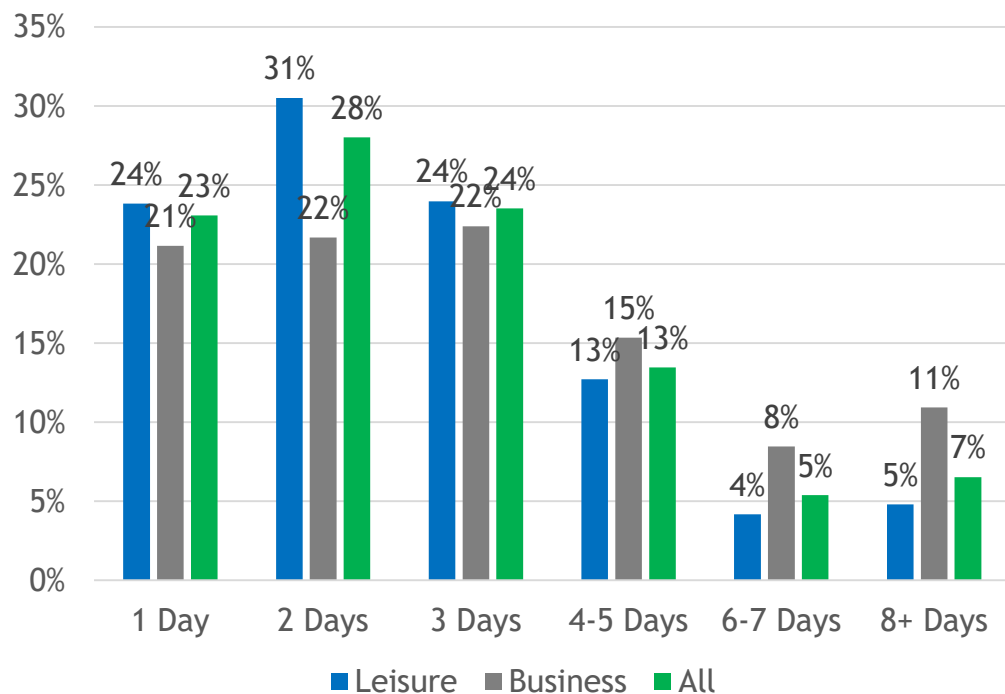Brought to you by *South African Tourism*

Destination and price consideration

Accommodation Experience - Duration of stay

As mentioned above most travellers stay in hotels, and three-, four- and five star establishments. Nearly two out of five (79%) of leisure visitors and two-thirds (65%) of business visitors stayed up to three days in accommodation establishments. The average duration of stay was approximately 4.3 days. On average leisure travellers stayed for 3.8 days and business travellers for 5.4 days. International visitors stayed on average 7.3 days and more than half (54%) stayed for 4 days and more.

Duration of Stay

Bar chart legend: Leisure, Business, All

Duration	Leisure	Business	All
1 Day	24%	21%	23%
2 Days	31%	22%	28%
3 Days	24%	22%	24%
4-5 Days	13%	15%	13%
6-7 Days	4%	8%	5%
8+ Days	5%	11%	7%

Average Duration of Stay

Accommodation Type	Average no. of days
Hotel	3.6
Guest House	4.1
Guest Lodge	3.5
B&B	3.9
Informal	22.2

Star Grading	Average no. of days
One star	5.7
Two stars	4.3
Three stars	3.9
Four stars	4.5
Five stars	3.5
Average	4.3

Purpose	Average no. of days
Leisure	3.8
Business	5.4

Type of traveller	Average no. of days
Domestic traveller	4.0
International traveller	7.3

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Accommodation Experience – Accommodation Costs

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Three quarters (75%) of leisure visitors paid up to R1 000 per person per night (pppn). The average amount spent on accommodation pppn was R967.85. Leisure visitors paid more for staying in hotels and guest lodges, and five- and four star graded establishments Hotel guests do not pay significantly more than visitors in guest lodges but do paid significantly more than visitors in the other accommodation establishments. Five star visitors pay significantly more than visitors in other graded establishments. Four star guests did not pay significantly more than three-star visitors but significantly more than one- and two-star visitors.

Accommodation Cost (pppn)
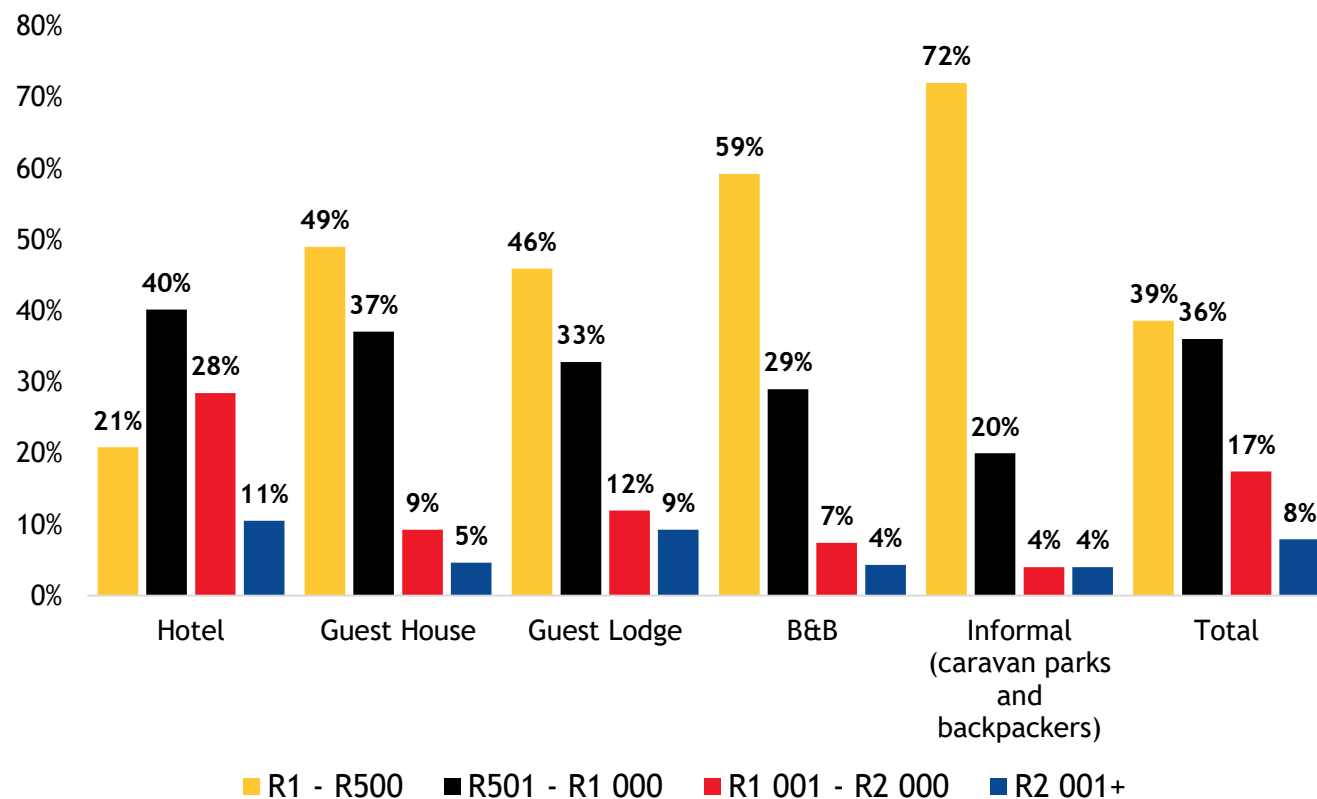
Accommodation Type	Average PPPN
Hotel	R 1,188.33
Guest Lodge	R 1,046.63
Guest House	R 759.72
B&B	R 656.96
Informal	R 521.76

Star graded accommodation	Average PPPN
Five stars	R 1,572.62
Four stars	R 1,118.77
Three stars	R 914.02
Two stars	R 577.74
One star	R 509.33

Legend: R1 - R500 · R501 - R1 000 · R1 001 - R2 000 · R2 001+

Accommodation Experience – Price Elasticity

The optimum price as depicted by the graph for all establishments is approximately R750, above which it ceases to be perceived as a good value for money. The acceptable price range is from R750 to R1 070.
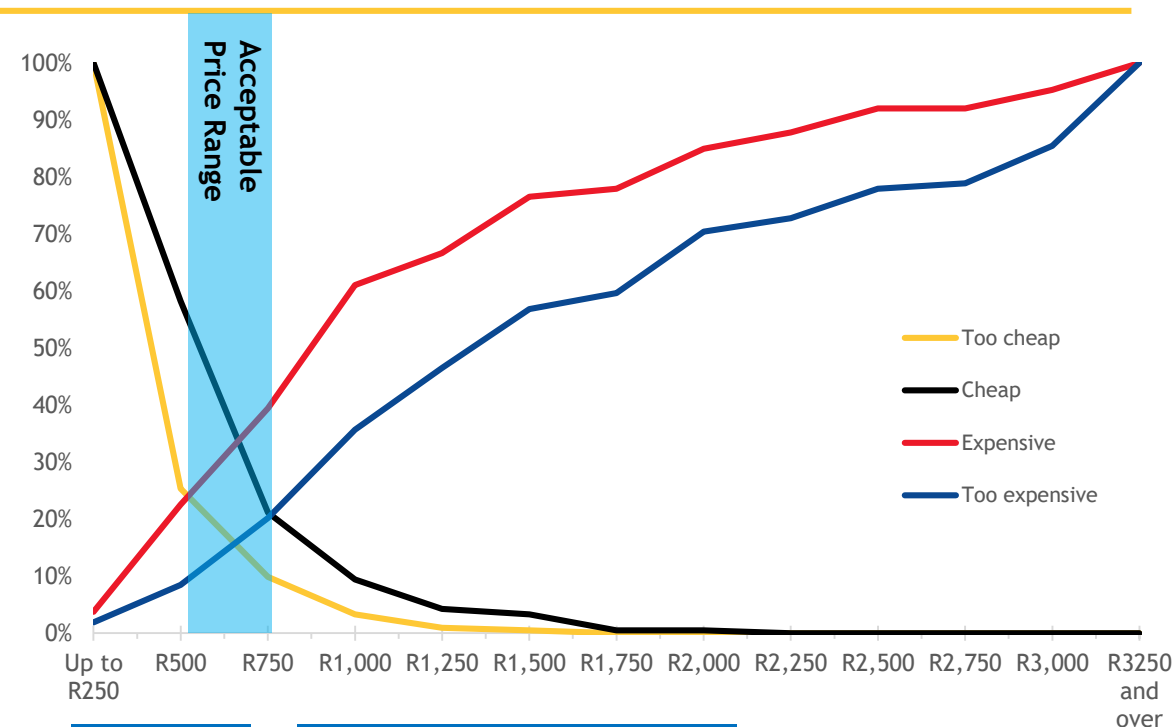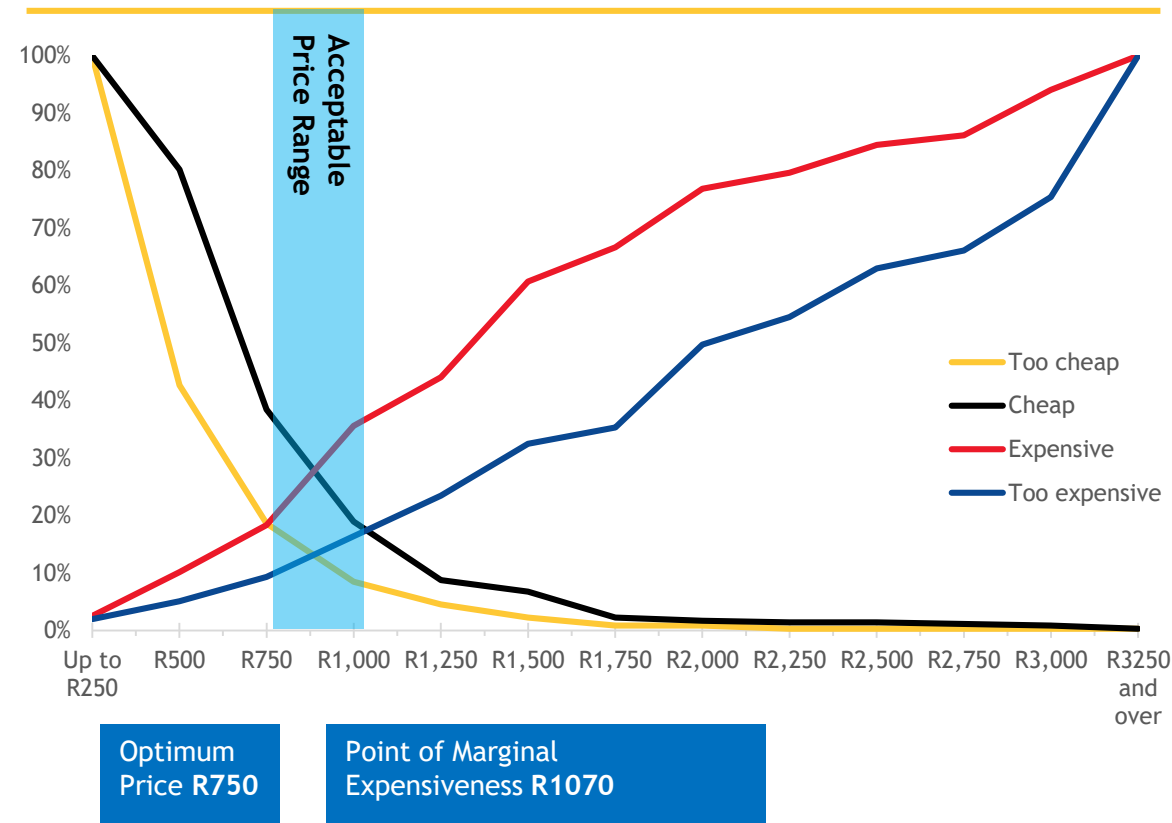
The optimum price as depicted by the graph for one-star establishments is approximately R520, above which it ceases to be perceived as a good value for money. The acceptable price range is from R520 to R750.

Price Elasticity: Leisure
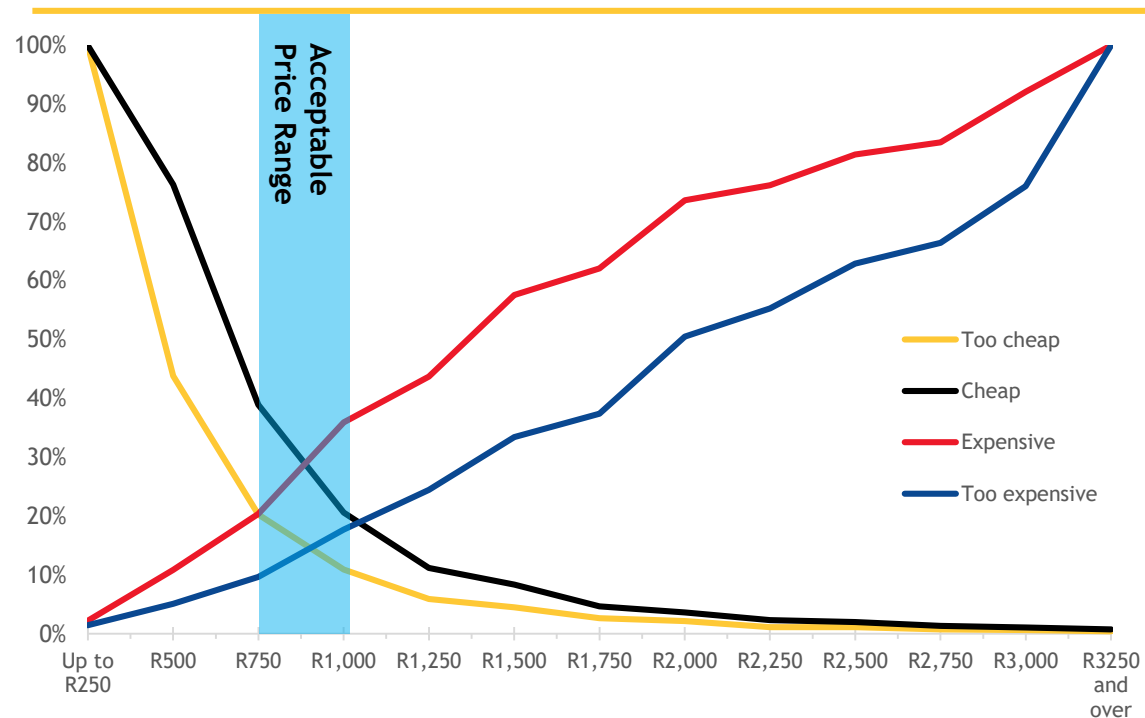
Price Elasticity: Star Grading 1 Leisure Visitors

Optimum Price **R750**

Point of Marginal Expensiveness **R1 070**

Optimum Price **R520**

Point of Marginal Expensiveness **R750**

A16. At which of the following prices would you consider the accommodation you stayed at as too cheap, cheap, expensive or too expensive?

Accommodation Experience – Price Elasticity

The optimum price as depicted by the graph for all establishments is approximately R625, above which it ceases to be perceived as a good value for money. The acceptable price range is from R625 to R875.

The optimum price as depicted by the graph for one-star establishments is approximately R750, above which it ceases to be perceived as a good value for money. The acceptable price range is from R750 to R1070.

Price Elasticity: Star Grading 2 Leisure Visitors
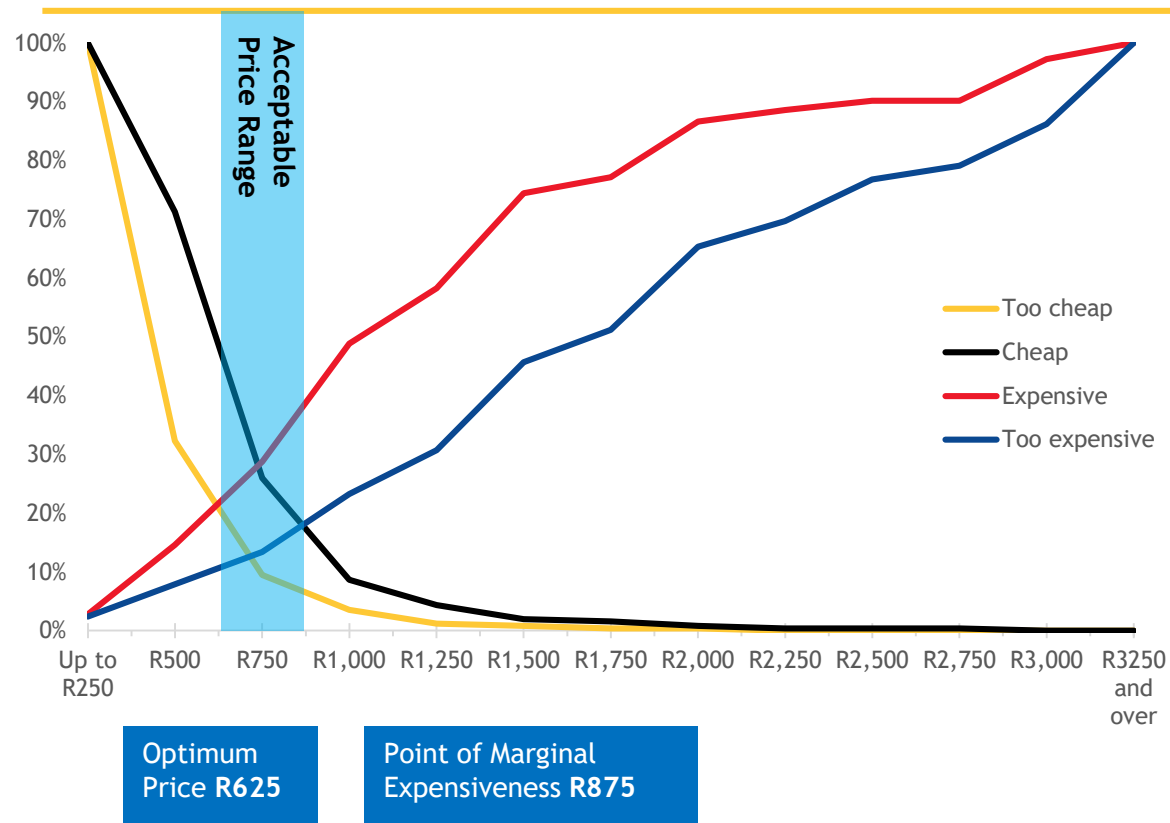
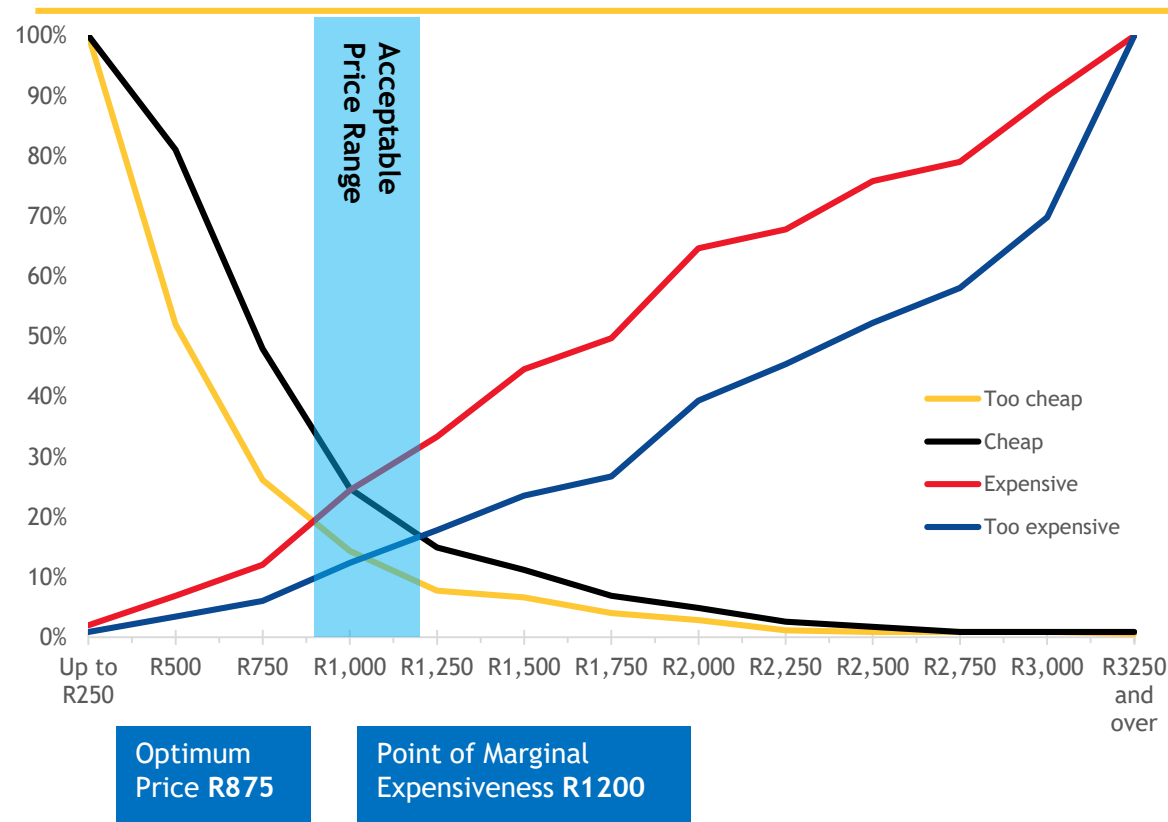Price Elasticity: Star Grading 3 Leisure Visitors

Optimum Price **R625**

Point of Marginal Expensiveness **R875**

Optimum Price **R750**

Point of Marginal Expensiveness **R1070**

A16. At which of the following prices would you consider the accommodation you stayed at as too cheap, cheap, expensive or too expensive?
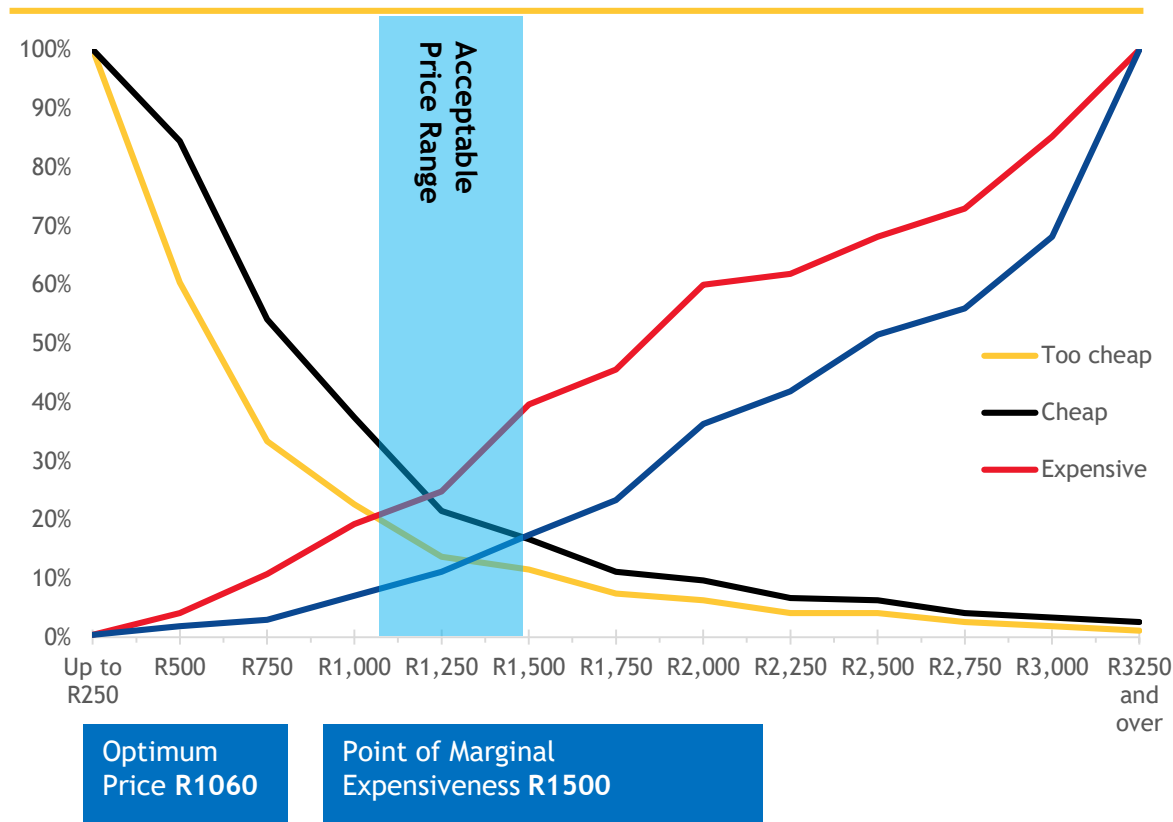
Accommodation Experience – Price Elasticity

The optimum price as depicted by the graph for all establishments is approximately R875, above which it ceases to be perceived as a good value for money. The acceptable price range is from R875 to R1200.

The optimum price as depicted by the graph for one-star establishments is approximately R1060, above which it ceases to be perceived as a good value for money. The acceptable price range is from R1060 to R1500.

A16. At which of the following prices would you consider the accommodation you stayed at as too cheap, cheap, expensive or too expensive?

NET PROMOTER SCORE

THANK YOU

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