

Visitor profile to Abrahamsrust Resort

SECTION A: SOCIO-DEMOGRAPHIC INFORMATION

1. Gender?

Male	1
Female	2

2. Year of birth?

19

3. Home language?

English	1
Afrikaans	2
Other (Specify):	3

4. Marital status?

Married	1
Not married	2
Divorced	3
Widow/er	4
Living together	5

5. Please indicate your highest level of education.

No school	1
Matric/Grade 12	2
Diploma, Degree	3
Post Graduate	4
Professional	5
Other (Specify):	6

6. Occupation

Professional	1
Management	2
Self-employed	3
Technical	4
Sales	5
Farmer	6
Mining	7
Administrative	8
Civil service	9
Education	10
House duties	11
Pensioner	12
Unemployed	13
Other (Specify):	14

7. Including yourself, how many people are in the group visiting the resort?

Number:

8. How many children do you have?

Number:

9. If children under the age of 18 years are included in your travel party, what type of recreation would they prefer?

No accompanying children	1
Games (activity book)	2
Educational talks	3
Parent-and-child activities	4
Recreational programmes	5
Daycare	6
Other (Specify)	7

10. How many days are you spending at the resort?

Number:

11. In which town or city do you live permanently?

12. Province of permanent residence?

Western Cape	1
Gauteng	2
Eastern Cape	3
Free State	4
North West	5
Mpumalanga	6
Northern Cape	7
KwaZulu-Natal	8
Limpopo	9
Outside RSA borders	10

13. Estimate how much you spend on the following items during your visit to the resort

Accommodation	R
Food	R
Alcoholic drinks	R
Non-alcoholic drinks	R
Entrance fees	R
Other (Specify):	R

14. How many times did you visit Abrahamsrust during 2010?

Number:

SECTION B: MEDIA PREFERENCES

15. Which magazines do you buy regularly?

a _____

b _____

16. Which TV programmes do you watch regularly?

a _____

b _____

19. Where did you hear about the resort?

- a. Website
- b. Friends & family
- c. Radio
- d. TV
- e. Magazines
- f. The municipality
- g. Previous visits
- h Other (Specify)

1
2
3
4
5
6
7
8

17. Which newspapers do you buy regularly?

a _____

b _____

18. Which radio stations do you listen to regularly?

a _____

b _____

SECTION C: TRAVEL MOTIVATIONS

20. Rate on the scale of importance the main reasons why you visit the resort

	Not at all important	Less important	Important	Very important	Extremely important
1. to get away from my routine	1	2	3	4	5
2. to relax	1	2	3	4	5
3. to spend time with family	1	2	3	4	5
4. to spend time with friends	1	2	3	4	5
5. to meet new people	1	2	3	4	5
6. the resort adhere to all my needs	1	2	3	4	5
7. because of the variety of activities offered	1	2	3	4	5
8. quality service is delivered	1	2	3	4	5
9. sociable resort	1	2	3	4	5
10. it is the closest resort for me	1	2	3	4	5
11. to the benefit of my children	1	2	3	4	5
12. to visit the resort is a regular activity	1	2	3	4	5
13. to explore the environment	1	2	3	4	5
14. the resort provides a unique experience	1	2	3	4	5
15. it is reasonably priced	1	2	3	4	5
16. value for money	1	2	3	4	5
17. excellent facilities available	1	2	3	4	5
18. easy accessible	1	2	3	4	5
19. to be at leisure	1	2	3	4	5
20. it is a safe resort	1	2	3	4	5

21. Any comments/suggestions regarding the resort?

THANK YOU FOR YOUR SUPPORT