

Profiling Latin American tourists to South Africa: The case of Wilderness Safaris

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BA Tourism Management Honours

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Acknowledgement of language editing

CERTIFICATE OF PROOF READING AND LANGUAGE EDITING

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Acknowledgement from case study



22 October 2013

To Whom It May Concern at North West University, Potchefstroom,

This letter serves to inform you that Wilderness Safaris, is aware of Wilhelm Zietsman Snyman – student number 12867292, studies for his masters degree on the Latin American market.

We support this process as well as grant permission for him to use resources available to him at Wilderness Safaris accordingly.

Yours Truly

A handwritten signature in black ink, appearing to read "Ami Azoulay".

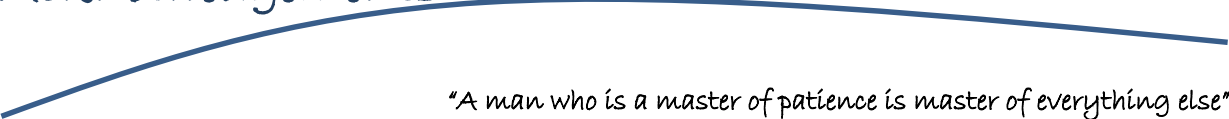
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"A man who is a master of patience is master of everything else"

- George Savile

Looking back on the last three years of full time work and part time study, one thing that came to mind was the word patience. This attribute and I have become one through the grace of my Father whom I would like to thank first and foremost for giving me the strength to believe that everything is obtainable by working hard and having patience. Through His grace I have also received great support from unbelievable individuals all of whom have played an integral part in helping me to complete this life goal:

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Abstract

Profiling Latin American tourists to South Africa: The case of Wilderness Safaris

Tourism growth to South Africa is in decline leading to less overseas travel from Europe, United States of America and Australasia. These developed economies are Wilderness Safaris and South Africa's main source markets in terms of overseas tourists. This has resulted in an emphasis shift to identify new markets to offset the slowdown in tourism growth. An emerging market that has been identified with great potential turns out to be Latin America. Consequently, the key aspects that have been identified to drive this study are set out below:

- The uniqueness of the Latin American market makes it important to research aspects such as: Who are the Latin American tourists to South Africa and Wilderness Safaris? Why do they travel to South Africa? Which areas do they visit in the country? Why did they choose Wilderness Safaris as their inbound tour operator?
- Current research on the Latin American tourists derives mostly from countries such as Australia and New Zealand, but also includes studies from the World Tourism Organisation.
- To the best of the author's knowledge no other study in South Africa has focused on profiling Latin American tourists and their travel motives.
- There is currently limited data and information available regarding the Latin American tourists traveling to South Africa. With the increased growth in this market, it becomes imperative to research this market through market segmentation.

Based on the brief introduction, the main purpose of this study was to profile the Latin American tourists that travel to South Africa and Wilderness Safaris. To achieve this goal, an online questionnaire was sent to Latin American tour operators and travel agents. Only tour operators and travel agents that have an active working relationship with Wilderness Safaris were selected. In turn, the Latin American tour operators and travel agents distributed the questionnaire to their customers. A total of 195 completed questionnaires were returned from places across the Latin American region. All 195 completed questionnaires were used in this study. A literature study was done to define tourism marketing, its context within eco-tourism, the benefits thereof as well as the use and implementation of market segmentation. An in-depth literature study was also done on the Latin American tourist, comparing them with the current tourist profile of South Africa and Wilderness Safaris. Literature was also consulted to compare the Latin American tourist with South Africa as an international competitive destination. Through

the use of an empirical survey it became clear that there were various motives for the Latin American tourists choosing South Africa as destination and Wilderness Safaris as tour operator. A variety of data analyses were used in this study such as descriptive data, factor analyses, cluster analysis, *t*-tests, ANOVAs and Spearman's Rank Order Correlations. Descriptive analysis allowed the researcher to create a profile on the Latin American tourist to South Africa and Wilderness Safaris. The cluster analysis based on the identified motives revealed four distinct segments of Latin American tourists to South Africa, each resembling distinct preferences that need to be catered for. The *t*-tests, ANOVAs and Spearman's Rank Order Correlations indicated that a variety of socio-demographic and behavioural characteristics influenced Latin American travel motives. Results indicated that the Latin American market was not homogenous and recommendations were made on differences in the market. This study makes a valuable contribution to the current tourism marketing literature by expanding current knowledge on the profile and motives of a, to date, relatively unknown tourist market.

Key words: *Profiling, market segmentation, marketing, Wilderness Safaris and Latin America.*

Die profiel samestelling van Latyns-Amerikaanse toeriste na Suid-Afrika: Die geval van Wilderness Safaris

Die groei in toerisme na Suid-Afrika in terme van oorsese besoekers vanaf Europa, die Verenigde State van Amerika en Australasië toon al meer 'n afname. Hierdie ontwikkelde ekonomieë is die kern markte in terme van oorsese besoekers na Wilderness Safaris en Suid-Afrika. Die afname in besoeke vanaf hierdie kern markte het daartoe gelei dat al meer klem geplaas is op die identifisering van nuwe markte vir toerisme ten einde die afname te kan teëwerk. Die Latyns-Amerikaanse mark is as 'n opkomende mark wat blyk groot potensiaal te hê, geïdentifiseer. In die verband lei die volgende kernaspekte die navorsingstudie:

- Die uniekheid van die Latyns-Amerikaanse mark noodsaak navorsing van die volgende aspekte: Wie is die Latyns-Amerikaanse toeriste na Suid-Afrika en Wilderness Safaris? Hoekom toer hulle na Suid-Afrika? Watter areas van die land besoek hulle? Hoekom het hulle Wilderness Safaris as hulle inkomende toer-operateur gekies?
- Tans is navorsing oor Latyns-Amerikaanse toeriste slegs vanuit Australië en Nieu-Seeland gegener, maar sluit ook studies van die Wêreld Toerisme Organisasie in.
- Tot die beste van die navorser se kennis, is daar geen ander studie in Suid-Afrika wat fokus op die profiel samestelling van Latyns-Amerikaanse toeriste en hul motivering om te reis nie.
- Tans is beperkte data en inligting beskikbaar rakende Latyns-Amerikaanse toeriste wat na Suid-Afrika reis en is dit noodsaaklik om navorsing oor hierdie mark deur middel van marksegmentering, te doen.

Met die oog op die bogenoemde, is die hoofdoel van hierdie studie om 'n profiel samestelling te doen op die Latyns-Amerikaanse toeriste wat na Suid-Afrika en Wilderness Safaris reis. Om hierdie doel te bereik is 'n aanlyn-vraelys na Latyns-Amerikaanse toer-operateurs en reisagente uitgestuur. Slegs toer-operateurs en reisagente wat 'n werksverhouding met Wilderness Safaris het, is geselekteer wat op hul beurt weer die vraelys na hul kliënte vir voltooiing aangestuur het. 'n Totaal van 195 voltooië vraelyste is terug ontvang van regoor die Latyns-Amerikaanse streek en is in hierdie navorsingstudie gebruik. 'n Literatuurstudie is gedoen om die bemaking van toerisme, die konteks van toerisme binne ekotoerisme, die voordele daarvan sowel as die gebruik en implementering van marksegmentering te definieer en te bespreek. 'n In-diepte literatuurstudie is ook oor die Latyns-Amerikaanse toeris gedoen. Hul is met huidige toeriste en Suid-Afrika as 'n internasionale mededingende bestemming vergelyk. 'n Empiriese ondersoek

het bevestig dat daar verskeie motiewe bestaan as redes vir die Latyns-Amerikaanse toeriste om Suid-Afrika as hul bestemming te kies, en Wilderness Safaris as hul toeroperateur. 'n Verskeidenheid van data ontledingsmetodes is gebruik soos beskrywende data-analise, faktorontleding, *t*-toetse, trosanalise, ANOVAs en Spearman se Rangorde Korrelasies. Beskrywende data-analise het die navorser in staat gestel om 'n profiel te skep van die Latyns-Amerikaanse toeris wat na Suid-Afrika en Wilderness Safaris reis. Die trosanalise op grond van die geïdentifiseerde motiverings faktore, het vier unieke segmente gewys – elke met spesifieke voorkeure wat aan voldoen moet word. Die *t*-toetse en ANOVAs het aanduiding gegee tot hoe 'n mate sekere sosio-demografiese en gedragseienskappe van die Latyns-Amerikaanse toeriste hulle reis motiewe beïnvloed. Die resultate het verder aangedui dat die Latyns-Amerikaanse mark nie homogeen is nie, waarna aanbevelings op die geïdentifiseerde verskille gemaak is. Hierdie studie maak 'n waardevolle bydrae tot die huidige toerismebemarkingsliteratuur deur die kennis rakende die profiel en motivering van 'n, tot op hede, relatiewe onbekende mark te identifiseer.

Sleutelwoorde: *Profiel samestelling, marksegmentering, bemarking, Wilderness Safaris en Latyns-Amerika*

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CHAPTER 1: INTRODUCTION, PROBLEM STATEMENT, OBJECTIVES AND METHOD OF RESEARCH

1.1 INTRODUCTION

According to Saayman and Saayman (2006:569), Faulkner, Moscardo and Laws (2001:xxviii) and UNWTO (World Tourism Organisation) (2015:2a; 2015:10b) international tourism is a rapid growing sector in many developing countries. This is due to an increased demand for travel as a result of the sector not just being one of the dominant systems of spending but also one of the leading export earners. With the dawn of air travel, high-volume tourism has become a reality and tourism has grown in popularity (Du Plessis, van der Merwe & Saayman, 2012:180; Awang, Hassan & Zahari, 2009:67; Narayan 2005:1157; Patterson, Niccolucci & Marchettini, 2008:407; UNWTO 2015:10; 2015:2). This is also the case in developing countries including South Africa. The World Travel and Tourism Council (WTTC) (2015:2) supports this and states that the travel and tourism industry in South Africa expanded with 185% between 1995 and 2014 in comparison to the total economy which only expanded with 80%. However, international tourism growth to South Africa from the top ten countries has declined from 2013 to 2014 according to a report that Statistic South Africa released (Stats SA) (2014:13). From the report it is evident that a total of 2 254 709 overseas tourists have travelled to South Africa in 2014 (Stats SA, 2014:34). The top ten countries contributing to the 2014 figure were: UK with 401 914 (17.8%) visitors followed by the United States of America (USA) at 309 255 (13.7%); Germany, 274 571 (12.2%); France, 131 502 (5.8%); The Netherlands, 131 287 (5.8%); Australia, 111 213 (4.9%); India, 85 639 (3.8%); China, 82 905 (3.7%); Canada, 60 544 (2.7%) and Italy, 58 605 (2.6%). Comparing the same statistics with 2013, all overseas countries, except for The Netherlands, have shown a decline in visitor numbers. China displayed the strongest fall with a decline of 45.1% compared to 2013, while the Netherlands' visitors to South Africa has increased slightly with 8.7% compared to the previous year (2013).

Following on the afore-mentioned, the United Kingdom, Germany, United States of America, France, Netherlands and Australia are the most significant markets in terms of overseas tourists visiting South Africa. However, according to the World Bank Group (World Bank) (2015:36) there is a slower than expected recovery and economic growth from the Euro zone where the majority of overseas travellers to South Africa originate from. This is mainly due to the financial stress in Greece as well as the political tensions in the Ukraine. In order to counterbalance the slowdown of travellers from developed countries, new regions for growth

in international tourism need to be identified. A region to consider, which show potential growth according to Palazzo (2013), is Latin America (Central and South America including Mexico) with a total of 65 118 tourists who have travelled to South Africa in 2014 (SA Tourism, 2015:37).

With these statistics in mind, Africa and South Africa have a rich diversity of world class destinations and products to offer visitors from the newly identified region. Products on offer to this market segment include luxury safari lodges situated in wildlife-rich areas, world class leading hotels on iconic beach fronts as well as a rich diversity of cultures and heritage experiences. In this regard a proactive approach would be to channel the travel industry through sustainable tourism which can act as a stimulant for nations and their people (Spenceley, 2010:10). A company that specialises in offering these iconic destinations and experiences in Africa is Wilderness Safaris. With operating camps and safaris in Botswana, Kenya, Namibia, Malawi, South Africa, Zambia, Zimbabwe and the Seychelles, Wilderness Safaris (2015) describes itself as a *“responsible luxury ecotourism company that exists to protect pristine wilderness areas and the flora and fauna they support”*. Wilderness Safaris already has a well established reputation in offering specialised safari products in their main sales markets of Europe and Australasia with their main focus being the United States of America. To recreate their success in the North American market and to offset the slowdown from the developed regions, Wilderness Safaris has expanded into the Latin American market. In the case of Wilderness Safaris, sales from the Latin American region showed a 12.3% growth in the 2013 financial year (01 March 2012 to 28 February 2013) compared to same period in the previous year. A total of ZAR10 796 565.00 in sales for the 2012 financial year (01 March 2011 to 29 February 2012) grew to ZAR12 125 886.00 in the 2013 financial year (01 March 2012 to 28 February 2013). Sales slowed down in the 2015 financial year (01 March 2014 – 28 February 2015) to ZAR12 318 949 with sales for the period March 2015 to June 2015 (as part of the 2016 financial year) reflecting a total of ZAR11 058 490 (Momberg, 2015). According to Palazzo (2013), the sales manager for Wilderness Safaris to the Latin American region, South Africa is still seen as an *“exotic and high-end destination for the affluent societies of the top sales producing markets of Brazil, Chile and Mexico”*. She also states that their (Brazil, Chile and Mexico) economies perform well and continue to grow. This means that tourists from those countries have more disposable income to spend on travelling to South Africa. Therefore, great potential for growth within this market exist. According Momberg (2015) Wilderness Safaris expect growth of 5% to 10% in this specific market for the 2016 financial year.

According to Du Plessis (2002:3), in the tourism industry, every country has to deal with the challenge that the “product” tourists seek, can be satisfied by a number of destinations. This

highlights the importance to target the correct market. The Netherlands Development Organisation (SNV) (2009:4) identified another problem that tourism businesses and entrepreneurs in developing countries face, namely their lack of accurate data and analysis which are necessary in order to compete internationally. Various tourism businesses therefore have been advised over the years on how to formulate the correct marketing strategy. However a true marketing strategy has not come to pass. Also, when some model or plan does emerge, it is all too often abandoned after the first setback (Inkson & Minnaert, 2012:343; Uys, 2003:3). It is for these reasons that the Latin American tourists profile and motivation for travelling to South Africa needs to be established through the process of market segmentation.

This chapter discusses the research process that was applied in this study. First a background to the study will be given, followed by a discussion of the problem statement, the goals and objectives of the study, the research methodology and definitions of key concepts. The chapter concludes with a classification of the chapters and content to follow.

1.2 BACKGROUND OF THE STUDY

In order to profile a market successfully, the concept of profiling needs to be understood and reviewed. The origin of profiling needs to be explored as well as its development through the process of market segmentation. Furthermore, the market to which it is applicable has to be explored and reviewed. Thus, market segmentation as a tool of profiling and Latin America as the market segment to be profiled will be briefly discussed in the next sub-sections.

1.2.1 Market segmentation as a profiling tool

Tourism businesses do not have many resources at their disposal to spend on marketing. Therefore it is very important that the resources spent on marketing are used to get the maximum return in terms of exposure to the target market (SNV, 2009:110). According to Uys (2003:3) key concerns for destination marketing organisations are to select the correct target market and to allocate the correct promotional effort to it. Kotler and Keller (2009:253) agree and state that companies/destinations need to communicate their message through to the market in a persuasive way and therefore need to adapt to their target market's needs, wants and values. However, the means to find a way to reach the customers in each needs-based segment is not always an easy task and hence the importance of market segmentation. Market segmentation is defined as the process of (1) grouping existing and potential visitors with similar preferences into groups called market segments, (2) selecting the most promising as target markets and (3) designing marketing mixes that satisfy the special needs, desires and behaviours of the constantly changing target market (Simpson, 2005:242; McDonald & Dunbar, 1995:10; Kotler & Armstrong, 2005:54; Baines, Fill & Page, 2013:186). Researchers

such as McDonald and Dunbar (2012:33; 2010:15), Saayman (2001:88), Kotler and Armstrong (2005:185), Slabbert (2006:86; 2002:19), Simpson (2005:243) and Dolnicar (2008:141) have identified various steps in the market segmentation process which are outlined in Figure 1.1. These steps are used to profile the target market.

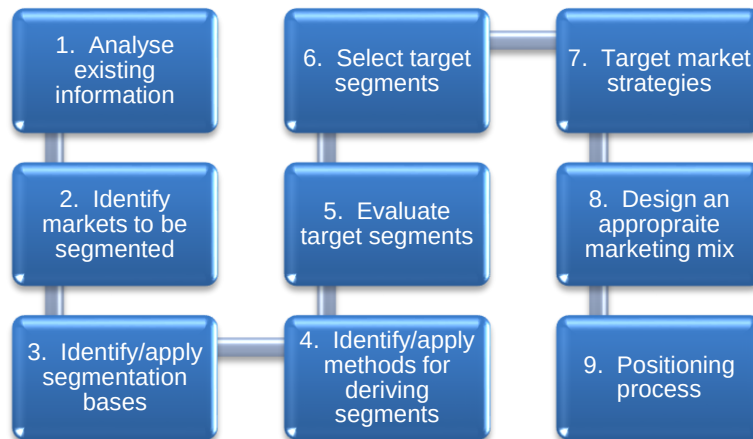


Figure 1.1: Steps in the market segmentation process

Source: Adapted from McDonald and Dunbar (2012:33; 2010:15); Saayman (2001:88); Kotler and Armstrong (2005:185); Slabbert (2006:86; 2002:19); Simpson (2005:243) and Dolnicar (2008:141)

Segmentation can answer relative questions about spending patterns, price sensitivity, potential markets, and response to changes in the markets, loyalty and the potential effectiveness of promotion (Saayman & Kruger, 2012:1; McDonald & Dunbar, 2012:34; Getz, 1997:260). It is important to understand the product or service from the tourists' perspective. This means to understand the tourists' intentions and reasons for purchasing the products or service of the company rather than those of the competitor. Therefore destinations and companies need to analyse the market by means of a market analysis in order to determine the tourists' or customers' behaviour (McDonald & Dunbar, 2012:34; Slabbert, 2002:20; Saayman, 2001:88). It is important for the success of any market segmentation project to use a number of profiling attributes early on the process. The segments (clusters) to be profiled are distinguished in terms of, in the case of this study, tourists from Latin America's attitudes, behaviour, demographic, psychographic and media patterns. Each segment is named based on its dominant characteristic. According to Drummond, Ensor and Ashford (2008:57) profiling is used to identify the customer or consumer. However, this is not necessarily linked to or predictive of each consumer's individual behaviour. For this reason, profiling can be defined as the *"act of using data to describe or profile a group of customers or prospects"* (Scridon, 2008:175; McDonald & Dunbar, 2012:151). There are three main types of information needed for profiling:

- Market data: size, trends, listing of products, brands, and structure;
- Tourists: who, what, when, where, how they use the service/product; and
- Segments: what segments exists (Slabbert, 2006:87; 2002:20).

First of all, the market has to be divided into distinct groups. Only then the company/destination will identify different ways of segmentation and develop profiles of the market. This in turn helps to narrow and eliminate unwanted and unimportant groups (Slabbert, 2002:26; Bowen, 1998:289). According to Saayman (2001:88), Swarbrooke and Horner (2007:83), the market identified can be subdivided and profiled into five different segmentation bases through the process of market segmentation namely: geographical segmentation, socio-economic segmentation, demographic segmentation, psychographic segmentation, product sought and product related segments. A detailed discussion on the application of these bases follows in Chapter 2. Profiling through market segmentation requires insight into the relevant market for implementation. However, not much research has been done regarding the Latin American tourists' profile, travel behaviour and motivation especially to South Africa. The following section discusses the existing data on Latin American tourists briefly.

1.2.2 An analysis of the Latin American market

According to the forecast study of the UNWTO (2000:48), there will be an estimated 232 million outbound travels generated from the Americas region in the year 2020. This will represent an annual increase of 3.1% which is lower than the international average of 4.1%. Nonetheless, it is foreseen that East Asia and the Pacific, Middle East, Africa and South Asia will record a growth rate between 2.4% and 1.5% above the world average from Latin America. According to the UNWTO (2000:58), outbound growth from the South America sub region is the highest in the Americas region (4.5% growth per year), representing a growing middle class within the region which is experiencing a higher disposable income. As indicated in Table 1.1, long-haul destinations are expected to show the highest growth rates, with Africa recording a 6.9% growth rate, with Southern Africa in particular revealing a growth rate of 8.8%. This then supports Wilderness Safaris' outlook on the market and its potential for growth.

Table 1.1: UNWTO forecast for outbound tourism from South America

	Arrivals (000)				Growth Rate (% p.a.)		
	Base year 1995	Forecast 2000	2010	2020	Overall 1995-2020	2000-2010	2010-2020
Africa	45.2	62.5	125.6	242.2	6.9	7.2	6.8
North	12.8	15.0	20.1	27.0	3.0	3.0	3.0
West	8.7	11.2	15.1	20.3	3.4	3.0	3.0
East	0.5	0.6	1.2	2.2	5.9	7.0	6.5
Southern	23.2	35.7	89.3	192.7	8.8	9.6	8.0

Source: Adapted from UNWTO (2000:58)

Following the forecast of the UNWTO, Tourism Research Australia has done a similar study on Latin American tourists that focused on visits to Australia for the short term in 2011. According to Tourism Research Australia (2012:5), the Latin American market is a small but growing market for Australia. Since 1986, visitor arrivals have increased at an annual rate of 10% which is much higher than the 6% growth of all visitors to Australia. Tourism Research Australia (2012:5) has identified the following important aspects for growth in travel to Australia from Latin America with regard to the current profile of travellers from the region:

- Holiday and education were the most common purpose for visiting Australia over the past 25 years;
- Brazil was identified as the leading inbound market to Australia and has increased its market share from 21% to 42% between 1986 and 2011. Chile was the second largest with a 15% share in the market to Australia; and
- Latin American visitors have a different travel profile compared to that of all other visitors to Australia. It was found that they have a younger age profile and are more likely unaccompanied travellers with a much longer average length of stay and higher average spend per trip.

Other than the aforementioned data from Tourism Research Australia, not much is known on the profile of Latin American tourists especially those travelling to South Africa and to Wilderness Safaris specifically. In this regard, market segmentation can help in ascertaining the Latin American tourists' profile. As per the UNWTO (2007:3), Bennet and Strydom (2001:64), Dibb and Simkin (2001:610), Slabbert (2002:17) and Saayman (2001:85) this process includes various benefits among which are to position the destination or country's

products to best meet the target market's needs, to understand the specific market better; and also allows for media choices to be made more cost-effectively. Additional benefits of applying market segmentation to profile Latin American tourists include the following:

- Segmentation will allow Wilderness Safaris and South Africa to focus on the tourists' need, thereby achieving a greater degree of satisfaction because the market is designed to satisfy these needs, demands and preferences;
- Gaps within the market can be identified which will lead to the development of niche markets where Wilderness Safaris and South Africa can meet most of the Latin American tourists' needs in that specific segment and develop a reputation for delivering excellent services and products;
- Segmentation leads to resource allocation and concentration for Wilderness Safaris and South Africa where the returns are the greatest;
- Segmentation can give to Wilderness Safaris and South Africa a competitive advantage. Exploring specific segments of the Latin American market, rather than the entire market, one can easily detect emerging trends and potential problems;
- Market segmentation leads to the promotion of new products and ideas from Wilderness Safaris and South Africa to the Latin American market;
- Wilderness Safaris and South Africa will design more responsive products, packages and services to meet the needs of the Latin American tourist;
- Marketing opportunities can be identified while sales can be increased through market penetration. This can be achieved when Wilderness Safaris and South Africa implement a well organised, aggressive and targeted promotional campaign;
- Segmentation is important in terms of pricing decisions and will aid Wilderness Safaris in determining correct package prices for the Latin American region;
- The process will assist in determining Wilderness Safaris and South Africa's position, i.e. how the tourist and competition in the market view South Africa as destination and Wilderness Safaris as a company; Wilderness Safaris can form long term relationships with the Latin American region and in particular with the outbound tour operators within that region; and
- Market segmentation can lead to the development of a cost-effective and tailor-made marketing strategy for the Latin American region.

Moreover, profiling for this specific market through the process of market segmentation is important and cannot be ignored as very limited data is available on the Latin American tourist travelling to South Africa and to Wilderness Safaris.

1.3 PROBLEM STATEMENT

The World Bank (2013) warned that growth from developed countries was expected to slow down drastically which in turn will lead to less travel to developing countries such as South Africa. These developed economies which include the USA, Europe and Australasia are Wilderness Safaris' main sales markets. Thus, Wilderness Safaris has placed emphasis on the need to identify new markets to offset this slowdown of influx. One of the markets identified for potential growth was Latin America. Wilderness Safaris has identified growth potential in this market. However, to date and to the authors' knowledge, not much research has been done on this market and specifically the profile and travel motives of Latin American tourists' travelling to South Africa and specifically to Wilderness Safaris. This research was executed to answer questions with regard to the Latin American market to assist Wilderness Safaris in growing their market further. The research questions that were addressed are:

- Who are the Latin American tourists that travel to South Africa (demographic profile)?
- What are Latin American tourists' motives for choosing South Africa as a travel destination?
- What are their needs and preferences when choosing a holiday (destination)?
- Why do tourists choose Wilderness Safaris as their inbound operator to South Africa?

Taking the above questions into consideration, the main research question this research addressed is:

- What is the profile of Latin American tourists that travel to South Africa and Wilderness Safaris?

1.4 GOAL OF THE STUDY

1.4.1 Goal

To profile Latin American tourists that travel to South Africa and specifically to Wilderness Safaris.

1.4.2 Objectives

The achievement of the overall goal relies on the following objectives.

Objective 1

To analyse marketing and market segmentation especially in an ecotourism context by means of a literature review.

Objective 2

To critically analyse Latin America as global travel market in comparison to international tourism trends to South Africa with regard to their profiles, needs, motives and travel behaviour by means of a literature analysis.

Objective 3

To apply an empirical survey to assess Latin American tourists' profile and motivation to travel to South Africa and Wilderness Safaris as well as to determine their use of an operator against the profiling.

Objective 4

To draw conclusions regarding the profile and motives of the Latin American tourists that travel to South Africa and Wilderness Safaris.

1.5 METHODOLOGY

This research includes a literature study and empirical survey that was executed through an online questionnaire.

1.5.1 Literature study

Specific key words were used in the qualitative literature study namely: *profiling, market segmentation, marketing, Wilderness Safaris* and *Latin America*. The theoretical framework of marketing strategies and market segmentation was investigated. This was done by analysing journal articles, newspaper articles, books, theses, dissertations, market segmentation and other tourism related literature. Searches were conducted mainly in indexes of books and library catalogues, as well as on the Internet through the use of databases such as Google Scholar. Through the utilisation of these various sources a complete analysis of the profile and motives of Latin American tourists that travel to South Africa were done. Since an intensive literature study and empirical survey (by means of an online questionnaire) were applied, this research incorporates both primary and secondary sources.

1.5.2 Empirical survey

An empirical survey was applied through an online questionnaire. The following sub-sections give a description of the research design, data gathering and analysis.

1.5.2.1 Research design and method of data collection

This study applied a quantitative research approach through the use of descriptive research. Primary data was collected through existing sources on the topic. Furthermore, primary data on problem specific information was gathered through computer-assisted catalogues. Descriptive research studies are constructed to determine answers to who, what, when, where and how questions (Tustin, Martins, van Wyk & Ligthelm, 2005:86). Typical descriptive approaches include in-house personal interviews, land line telephone interviewing, regular mail surveys and online qualitative surveys (Tustin *et al.* 2005:86). According to Tustin *et al.* (2005:89) and Bruner, James and Hensel (2005:931), quantitative research involves the gathering of primary data from a large number of individuals from a population. The findings then can be used through mathematical or statistical processing to produce a broad representation of the total population. This can then be used to forecast future events under various conditions. Table 1.2 below indicates various dimensions of a quantitative study. In the below approach the researcher is interested in the profile of Latin American tourists that travel to South Africa and Wilderness Safaris.

Table 1.2: Dimensions of quantitative research

Dimension	Quantitative research
Types of questions	Limited probing
Sample size	Large
Information per respondent	Varies
Administration	Fewer special skills required
Type of analysis	Statistical, summaries
Hardware	Questionnaires, computers, printouts
Ability to replicate	High
Researcher training	Statistical, decision models, decision support systems, computer programming, marketing, marketing research
Type of research	Descriptive or causal

Source: Adapted from Tustin *et al.* (2005:90) and Bruner *et al.* (2005:931)

1.5.2.2 Sampling method and survey

Descriptive research was used in conducting this research, as well as quantitative methods in the process of collecting data. The survey followed a simple random sample technique. This means that tour operators were sourced from central sales databases (QlikView® and Tourplan®) at Wilderness Safaris. The surveys consisted of an online questionnaire designed in Adobe® FormsCentral. Online questionnaires were sent to the various outbound operators

who closely work with Wilderness Safaris within the Latin American region. These tour operators were requested to send the questionnaire to the respondents for completion. Respondents were selected on the basis of their past travel behaviour to South Africa and to Wilderness Safaris or their future planning to travel to these destinations. Non-probability sampling was implemented where the respondents were requested to send the online questionnaire to acquaintances or friends that have done the same. Respondents were briefed in an email beforehand on the reason for the study. This was to ensure that their participation was voluntary. To be sure to obtain enough responses for the research to be valid and credible, Krejcie and Morgan (1970:608) developed the following formula in order to determine the questionnaire sample size:

$$s = \frac{X^2 NP(1-P)}{d^2 (N-1) + X^2 P(1-P)}.$$

S = Required sample size

X^2 = The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = Population size

P = Population proportion (assumed to be 0.50 since this would provide the maximum sample size).

D = The degree of accuracy expressed as proportion (0.05).

In the 2013 financial year (01 March 2012 to 28 February 2013), 250 Latin American tourists travelled to South Africa through Wilderness Safaris. Based on the formula and table of Krejcie and Morgan (1970:608-609), the questionnaire sample size had to be at least 152 questionnaires. However, to further enhance the precision of the study, the minimum sample size was increased to 200 questionnaires. The questionnaires were continuously sent out from July 2014 to May 2015. A total of 195 completed questionnaires were returned, thus validating the sample.

1.5.2.3 Structuring of the questionnaire

The questionnaire (see Appendix A) was divided into four sections. Section A consisted of the socio-demographic profile questions of Latin American tourists and included questions on age, gender, marital status, home language, country of residence and highest level of education. Section B consisted of questions on the Latin American consumer profile namely on the influences for tourists choosing a certain destination and/or service above others, when they decided to travel, who initiated the travel, which other destinations are considered for travelling to as well as which they have travelled to before, how many times they travel during a year,

expenditure during travel, and which accommodation, activities and packages they chose or will choose during their stay. Section C made use of a Likert scale to determine the main motivational factors of why Latin American tourists chose to travel to South Africa. According to Tustin *et al.* (2005:408) the Likert scale represents a systematic and refined method of forming indexes from questionnaire data. The scale consists of a series of statements either in favour of or with an unfavourable attitude towards the question. The Likert scale was adapted as follows for the purpose of this research: 1 = totally disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = completely agree. These items were adapted from the work done by UNWTO (2013), Tourism Research Australia (2012), Du Plessis (2002) and Uys (2003). In section D the tourists who already travelled to South Africa with Wilderness Safaris were asked to answer consumer driven questions. These questions were which Latin American tour operator/agent they used to book their travel, why they chose that specific agency, if they have heard of Wilderness Safaris and if so where they heard about the company as well as their general impression of Wilderness Safaris and why they chose the company above other operators in South Africa/Africa.

1.5.2.4 Data analysis

Data was exported from Adobe® FormsCentral to Microsoft® Excel® and IBM SPSS (Statistical Package for Social Sciences) software was used for basic data analysis. Statistical services at the North-West University Potchefstroom Campus, assisted in the processing of the data. Data analysis involved the initial data analysis (descriptive statistics) and focussed on the demographic profile of the Latin American tourists visiting South Africa to identify the main travel motives of these tourists that travel to South Africa. Using SPSS, two factor analyses were carried out to identify the main motives of the respondents as well as to determine their reason for preferring Wilderness Safaris as a tour operator. According to Tustin *et al.* (2005:668), a factor analysis is used to “find latent variables or factors among observed variables”. This means that if data contains many variables, factor analysis is used to reduce the number of variables. With factor analysis a small amount of factors can be produced from a large amount of variables. This in turn can explain the observed variance of the larger amount of variables. To segment and profile the Latin American market to South Africa, respondents were clustered according to the identified motives. To the researchers’ knowledge, this was the first time that this potential tourist market was analysed regarding their profile and motives to travel to a developing country such as South Africa. This information is invaluable in designing a marketing strategy to expand this, to date, undervalued market. Furthermore, the factors that were identified in the factor analyses were used in an analysis of variance (ANOVA) and independent *T*-tests together with Spearman’s Rank Order Correlations. All of these were applied to determine the influence of socio-demographic characteristics on the travel motives

as well as on Wilderness Safaris as an operator factor. According to Tustin *et al.* (2005:627) and Field (2013:275) ANOVA tests are based on ranked data. The researcher uses this data to determine which socio-demographic and behavioural characteristics influence the identified factors. The difference between the means of two or more groups of a larger population has been tested with an ANOVA test whereas a *T*-test has been applied to measure the difference between the means of two groups of a smaller population (Tustin *et al.*, 2005:657; Field, 2013:382). Effect sizes were also calculated to indicate the extent of the differences. Spearman's rank correlation coefficient or Spearman's rho is a nonparametric measure of statistical dependence between two variables. It assesses how well the relationship between two variables can be described using a monotonic function. If there are no repeated data values, a perfect Spearman's correlation of +1 or -1 occurs when each of the variables is a perfect monotone function of the other. Spearman's coefficient, like any correlation calculation, is appropriate for both continuous and discrete variables, including ordinal variables (Pallant, 2005:297).

1.6 DEFINING THE CONCEPTS

The following concepts were used throughout the research and therefore needs to be clarified:

1.6.1 Profiling

Profiling can be defined as information that is collected about customers and tend to be demographic, geographic and psychographic in nature. Each of these can then in turn be broken down into different profiling subgroups (McDonald & Dunbar, 2012:151). Profile variables are also used to characterise the consumer but not to link it to any individual's behaviour in the specific market (Drummond, Ensor & Ashford, 2008:57; Lyu & Lee, 2013:193).

1.6.2 Market segmentation

Market segmentation can be defined as the process of splitting customers into different groups, or segments, within which customers with similar characteristics have similar needs. By doing this, each one can be targeted and reached with a distinct marketing mix (McDonald & Dunbar, 2012:33; 2010:15; 1995:10; Kotler & Armstrong, 2005:54).

1.6.3 Wilderness Safaris

Wilderness Safaris (2015) describes itself as a *“responsible luxury ecotourism company that exists to protect pristine wilderness areas and the flora and fauna they support”*. The company believes that through protecting these areas and through the inclusion of local communities, they will make a difference to Africa and the world. Established in 1983 and having turned 30

recently, the company's goal is to *“share wild areas with guests from all over the world, while at the same time helping to ensure the future protection of Africa's spectacular wildlife heritage and sharing the benefits of tourism with local communities”*. Wilderness Safaris, a publicly listed company, operates camps and safaris in Botswana, Kenya, Namibia, Malawi, South Africa, Zambia, Zimbabwe and the Seychelles. Botswana comprises of the biggest operations for the company with the most camps situated in this country. Operations for South Africa include two inbound operator offices situated in Johannesburg and Cape Town as well as one camp located in the Isimangaliso Wetland Park.

1.6.4 Latin America

The Oxford English Dictionary (2005:513) defines Latin American (adjective) as “relating to the parts of the American continent where Spanish or Portuguese is the national language” or as a noun “a person from this region”. According to the UNWTO (2000:79), Latin America includes the following countries indicated in Table 1.3.

Table 1.3: Countries of Latin America

South America	Central America	North America
Argentina	Belize	Mexico
Bolivia	Costa Rica	
Brazil	El Salvador	
Chile	Guatemala	
Colombia	Honduras	
Ecuador	Nicaragua	
French Guiana	Panama	
Guyana		
Paraguay		
Peru		
Suriname		
Uruguay		
Venezuela		

Source: Adapted from UNWTO (2000:79) and Tourism Research Australia (2012:32)

1.7 CHAPTER CLASSIFICATION

This dissertation consists of five chapters. Chapter 1 includes the introduction, background of the study, problem statement, objectives, research method and definition of key concepts. Chapter 2 comprises an in depth literature analysis of marketing, profiling as well as market segmentation and the importance thereof in a nature-based context. Chapter 3 gives a literature overview of the Latin American market and South Africa's appeal as a tourist destination. An analysis of the Latin American tourists, based on the empirical results in terms

of their profile, motivation and potential as a travel market is discussed in Chapter 4. To conclude the research, Chapter 5 consists of final comments on the profile of Latin American tourists that travel to South Africa and Wilderness Safaris. Also, suggestions are made for further growth and development in the market.

CHAPTER 2: A LITERATURE OVERVIEW OF MARKET SEGMENTATION IN AN ECOTOURISM CONTEXT

2.1 INTRODUCTION

Marketing is a universal tool and good marketing is therefore vital for the success of both large and small businesses (Kotler, Armstrong, Saunders & Wong, 1999:9). Successful companies have one thing in common and that is strong customer focused marketing. These successful companies have great dedication to sensing and meeting human and social needs. They also understand how to serve and satisfy the needs in well-divined markets through their end goal of delivering high customer satisfaction (Kotler *et al.*, 1999:7). In order to understand marketing and to help achieve the goal of delivering high customer satisfaction within an ecotourism based company like Wilderness Safaris, this chapter focuses on (1) understanding tourism marketing through (2) its context within ecotourism by (3) analysing market segmentation and providing (4) an overview of the market segmentation process within an ecotourism context. The following section provides a brief background of Wilderness Safaris to give some insight to the history of the company. The background will furthermore contextualise the rest of the chapter.

2.2 A BRIEF HISTORY OF WILDERNESS SAFARIS

Founded in 1983, Wilderness Safaris was established through a group of individuals who had a dream of sharing the most remote wilderness areas of the sub-continent of Africa with guests from all over the world. Their dream was also to protect these remote and unique places for future generations. These few individuals' dreams were initiated with the acquisition of a single Land Rover, which over time in time grew to a company managing over 50 exclusive camps and lodges all over the African continent and surrounding islands. According to Wilderness Safaris (2015), Botswana in the early 1980's was not well known for safaris. Photographic safaris were restricted to national parks while hunting safari companies controlled most of the Okavango Delta. These safaris usually began in Johannesburg with guests travelling all the way through Botswana and Zimbabwe then back to Johannesburg. The passion and desire of two guides to improve the way in which safaris were operated has originated Wilderness Safaris. The primary step was to set up an operations office in Maun, Botswana to maximise time in prime game viewing areas. Following on this, they focussed on acquiring better vehicles. This evolved into Specialist Safaris which lead to the growth of the company. Other likeminded guides joined Wilderness Safaris and the company start expanding to neighbouring

countries. By the early nineties, Wilderness Safaris, a well-known mobile camping safari company began developing a few permanent camps. According to Wilderness Safaris (2015), it was around the early nineties that the Botswana government started to review their land use policy. This has led to areas outside the national parks becoming available for tender. Similar developments took place in other countries like Malawi, Namibia, and Zimbabwe. Each developed tour, circled around camps and lodges which led to the changed emphasis of the company. The scope and variety of areas that Wilderness Safaris currently manage is incomparable to any other. Wilderness Safaris offers private access to more than three million hectares of African wildlife areas, access to more than 50 luxury camps, lodges and gives life-changing journeys across eight African countries: Botswana, Kenya, Malawi, Namibia, Seychelles, South Africa, Zambia and Zimbabwe. Wilderness Safaris' marketing currently focuses on the major-developed markets of United States of America, United Kingdom, continental Europe and Australasia. These markets are primary reached through online and social media, word of mouth of repeat clients, brochures, press releases, trade shows as well as building relationships with and incentivising outbound tour operators in those respective countries. The following section discusses these different types of marketing vehicles as well as tourism marketing in general to bring about further understanding of its dimensions.

2.3 UNDERSTANDING TOURISM MARKETING

The main aim of marketing is to develop long-term relationships with customers. Marketing should be thought of beyond sales and more in the new sense of intensifying and satisfying a customer's needs (Middleton, Fyall, Morgan & Ranchhod, 2009:37; George 2004:323; De Bruin, 2007:49). According to Saayman (2001:63; 2002:314) and Uys (2003:14), marketing is summarised as the product of what the consumer wants and needs. Middleton *et al.* (2009:38), Kotler and Keller (2006:5), George (2004:23) and Kotler *et al.* (1999:10) support the definition of marketing as a managed process whereby individuals or companies can get what they want by creating products or services of value to others. This however describes marketing as a static process, while in fact it is considered a dynamic process which consists of three phases mentioned below and illustrated in Figure 2.1.

- 1) Determine what the consumer wants;
- 2) Create the product or service, and
- 3) Sell the product or service.

McDonald and Dunbar (2012:23) support the three phases in their definition of marketing as a process for:

- Defining markets;

- Quantifying the needs of the customer groups (segments) within these markets;
- Determining the value propositions to meet these needs;
- Communicating these value propositions to all those people in the organisation responsible for delivering them, and getting their buy-in to their role;
- Playing an appropriate part in delivering these value propositions (usually only communications); and
- Monitoring the value actually delivered.

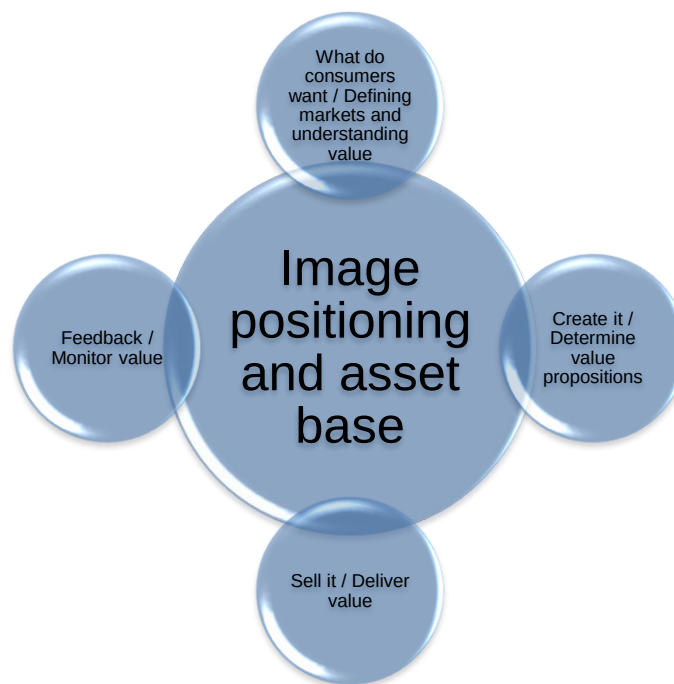


Figure 2.1: The marketing domain: phases of marketing

Source: Adapted from Saayman (2001:63; 2002:315); McDonald and Dunbar (2012:23) and Uys (2003:14)

In examining Figure 2.1, McDonald and Dunbar's (2012:24) insight into what customers "wants" and specifically defining these "wants", will drive and determine all other marketing activities. During this phase the markets are defined and customers' "wants" are recognised as a precursor to move onto the second stage of creating the product and determining value. The second stage encompasses decision making on what to offer the customer and what the company or organisation will receive in return. After determining the value, the following step is selling through the physical creation or delivering of the product or service. During this stage, the entire company is involved in product development, manufacturing, purchasing, and sales promotion to name but a few. After the actual creation of the product or service, monitoring the value and receiving feedback is predominantly a marketing process. This is a cyclical

process as it monitors the value delivered and updates the organisation's stating of the value which customers require on an annual basis (McDonald & Dunbar, 2012:24). However, for these stages to be effective the company or destination needs to be customer driven. Yet, before any company proceeds to marketing the following key points need to be considered:

- As a philosophy, marketing believes that businesses and their decisions should be focussed on the consumers and their needs rather than its own desires. It must tailor its resources to match the market demand;
- It is a systematic and orderly process of business planning, execution and control;
- Commercial organisation is required on an improved level;
- It is composed of improved systems and methods based on scientific laws derived from economics, statistics, finance and behavioural sciences;
- It requires information and statistics relevant to its customers, competitors and its own industry;
- It places high importance on innovation;
- It is a method of achieving a cutting edge and leading business strategy;
- It is managed by objectives;
- The marketing must have a clear international focus;
- A clear relationship strategy should be in place between the company and consumer; and
- The marketing company should be well managed with a culture of learning (Foster, 1989:200; Doole & Lowe, 2001:28; Uys, 2003:15).

It is important for marketing managers in all sectors of tourism to understand and have detailed knowledge of their customers' buying behaviour (Middleton & Clarke, 2001:12). Tourism marketing for this reason has been created to introduce the destination's (in this case South Africa) and a company's (in this case Wilderness Safaris) products and service with the end goal of getting customers to use these products and services. Thus Saayman (2001:64) explains that marketing fails when it does not achieve or ensure higher income for the company or destination involved. It is often difficult to define marketing within a travel and tourism context. However, there is agreement that the principles of marketing and its main theoretical elements are relevant to all types of products and services. Nevertheless, some special characteristics within travel and tourism are more dominant, so much so that the standard marketing principles need to be adapted to ensure success. This is an important consideration and is believed that marketing within travel and tourism reflects the following five aspects, which individually or combined give marketing a special approach and style:

- Demand characteristics;
- Supply characteristics;

- Products and prices which matches the supply to the demand;
- Characteristics of promotion which influences demand; and
- Characteristics for distribution used to facilitate purchase (Kolb, 2006:1; Middleton & Clarke, 2001:49; Saayman, 2002:431).

Kotler (1999:185) explains “*marketing is a learning game. You make a decision. You watch the results. You learn from those results. Then you make better decisions*”. Better decisions can only be made if the target markets are understood and campaigns developed to enable the target market to appreciate the experiences they can expect at a particular destination or through a specific company (Middleton *et al.*, 2009:243). As Kotler (1999:185) states, a campaign is defined as “*a co-ordinated series of promotional efforts built around a single theme or idea and designed to reach a predetermined goal, one should apply the campaign concept to the entire promotional programme*”. Middleton *et al.* (2009:243) support the above statement with “*a marketing campaign is a planned, integrated action programme designed to achieve specific marketing objectives and targets, through the deployments of a budget on the promotion and distribution of products over a specified time period*”. Kotler and Keller (2006:372), Pomering, Noble and Johnson (2011:961), Belz and Peattie (2009:180) and Saayman (2001:65) also support the aforesaid definitions and state that in order to achieve a successful campaign, tourism marketing consists of four main factors (marketing mix) which includes, price, product, place and promotion. Jobber (2007:18) defines these as “*the four key decision areas that managers must manage so that they satisfy or exceed customers’ needs better than the competition*”. The marketing mix is also the ideal checklist to evaluate how tourism organisations or destinations currently fare when compared to the competition. Consequently each component of the marketing mix is briefly discussed:

- **Product** is defined as anything (total tourism facilities) that the tourism organisation or destination can offer to satisfy the needs and wants of the target audience/market to the market. The destination might be the product made up of private or public goods or the tourism industry element such as accommodation, tour operator, or attraction. A tourism marketer’s influence is limited primarily over the private element and has no control over i.e. responsibility of clean streets or unfriendly residents. However, the marketer can work within the private element to reduce the negative impact of some of these public elements (Pomering *et al.*, 2011:961; Saayman, 2001:65). The product continuously adapts to match the needs and expectations of the target markets and their ability to pay. According to Middleton *et al.* (2009:162), tourism product components include:
 - Basic components put together as an offer to the market i.e. safari package as Wilderness Safaris markets;

- “Style and ambience of the offer”. This is judged by the product’s image and price pertaining to where the product delivery deals with customers through the main function of creating the physical environment and ambience (physical evidence);
- The element of service pertaining to the numbers, training, attitude and appearance of all staff delivering the product to the consumer; and
- Branding with the focus on communications where products are identified with a certain set of values, unique characteristics and an expectation towards the experience to be delivered.
- **Price** includes all the costs that is being charged for the consumption of tourism products and also influences the demand for the product and how it is thought of by the consumer in terms of the organisation or destination’s competition (Pomering *et al.*, 2011:961; Saayman, 2001:65). In tourism there is a published or regular price for a product or service and one or more discounted or promotional price which respond to the requirements of a particular market or segment which needs to be manipulated to counter the effect of seasonality or competition (Middleton *et al.*, 2009:164).
- **Promotion** is according to Kotler and Keller (2006:536), Pomering *et al.* (2011:962) and Saayman (2001:65) the attempt of the tourism organisation to introduce, inform, persuade and remind consumers through marketing communication, whether it be direct or indirect, about the products and brands they sell. According to Cant, Strydom, Jooste and Du Plessis (2009:180) there are different types of promotion methods which can be divided in above the line promotion and below the line promotion. Above the line promotion would require space to be bought for a specific marketing message. Examples of above the line promotion methods include newspapers, radio, magazine, interactive media and social media. Below the line promotion methods does not involve the purchase of specific marketing space and includes direct mail and personal selling but to name a few. Marketing communication is essentially the brand’s voice and assists in relationship building with the consumer. The aforementioned is then supported by Bennet (2000:220) and Uys (2003:46) explaining that as messages are received through filters such as direct and indirect marketing, the available range of marketing communications are growing wider and promotional messages are communicated in different ways to the consumer:
 - Through advertising the product or service by selected mediums i.e. press, radio or television;
 - Through the use of employees to engage in personal selling, either by engaging in over the counter or by calling the consumer;
 - Through engaging in promotional sales activities i.e. exhibitions, competitions and displays;
 - Through generating awareness of the product by means of public relations activities;

- Through sponsorships;
- Through the internet and social media; and
- Various marketing techniques are essential for successful marketing communication and marketing managers have a wide variety to select from (Table 2.1) based on the particular target and market circumstances (Middleton *et al.*, 2009:243).

Table 2.1: Marketing campaign techniques frequently used in tourism

Activity	Notes
Paid for media advertising	Television, press, radio and outdoor are included here as well as tourists board and other travel guides, books and brochures.
Internet	Web sites/banner advertising and links to other sites.
Direct mail/door to door	Sales literature and print items specially designed for distribution for this purpose.
Public relations	Exposure achieved as editorial matter. Also other forms of influence achieved over target groups and stakeholders.
Sponsorships	Used to reach a specific market i.e. Red bull sponsorship of extreme sports events.
Exhibitions/shows/workshops	Important alternative forms of distribution and display for reaching retail, wholesale and consumer.
Personal selling	Via meetings, telephones, email and workshops. Aimed at distributors and intermediaries purchasing on behalf of a target market.
Sales literature (print)	Promotional brochures of the company or destination
Sales promotion	Short-term incentives offered to increase sales.
Price discounting	A common form of sales promotion. Includes Internet offers and extra commission and bonuses for retailers
Point of sale displays and merchandising	Posters, window dressings.
Familiarisation trips and educationals	Ways to motivate selling of products by sampling them.
Distributions networks and commission	Organised systems through which customers can get access to products or information.

Source: Adapted from Middleton *et al.* (2009:243)

- **Place** is the involvement of independent organisations to make a certain product or service available for the use of consumption (Kotler & Keller, 2006:468). In the context of tourism, these are organisations that add value along the chain from beginning to end and include destination marketing organisations, retail travel agents, tour agencies, wholesalers, transportation, accommodation and attraction providers (Pomeroy *et al.* (2011:962).

Middleton *et al.* (2009:168), Uys (2003:42) and Middleton and Clarke (2001:91) support the aforesaid and state that “place” is the location of all the points of sale that provide consumers access to tourism products.

Following the aforementioned, there is a variety of marketing methods that are used in tourism marketing. De Bruin (2007:43) and McColl-Kennedy (2003:215) confirm that the four main marketing methods are direct mail, direct marketing, database marketing and customer relationship management (Table 2.2). A brief explanation of each follows the outline depicted in Table 2.2.

Table 2.2: Four main methods of marketing

Salient issues	Direct Mail	Direct marketing	Database marketing	Customer relationship management
Focus	Promotion	Transactions	Relationship over multiple transactions with a marketing focus	Holistic relationship with the whole organisation
Users	Sales	Sales / Marketing / Accounting	Multiple individual departments, possible co-ordination by marketing manager	Organisation wide
Challenges	Lack of real customer focus; organisational bottom-line main issues	No integration between departments / products; duplication of effort; lack of consistency from customer perspective; lack of information sharing within the organisation	More co-ordinated effort in terms of marketing communication and transactions with customer; some information sharing but accessibility is limited	Entire organisation develops customer focus; sharing and linking data; accessibility of customer information at various points within the organisation for all staff

Source: Adapted from De Bruin (2007:43) and McColl-Kennedy (2003:215)

- The direct mail method is when organisations use a database of customers as a source for one way communication and is focussed on short-term objectives. These are normally telemarketing campaigns.
- Direct marketing deals with marketing communication techniques that involve up and cross selling to promote products to the customer which they have not yet bought.
- Database marketing uses information technology to gather information on the consumer's past and continuously monitors the customer's behaviour and needs. With database

marketing, the marketing manager has real time information and uses this to formulate the correct marketing strategy. Database marketing is responsive and accountable and this method has the ability to personalise contact with the consumer.

- Customer relationship management requires a customer-centric business strategy and philosophy to support marketing, sales and services (De Bruin, 2007:44; McColl-Kennedy, 2003:215).

Saayman (2002:337) and McDonald and Dunbar (2012:24) point out that the aim of marketing comes down to the effective use of resources i.e. people, money and material in order to ensure growth, profit and survival of a tourism organisation. The main aim and importance of marketing can thus be summarised as:

- It provides a method for the determination, classification, and integration of information;
- It provides a sound basis for studying business problems so that correct decisions and actions can be taken;
- It controls, forecasts and explains the marketing processes that are used and also shows the relationships and interpretation of facts;
- Problems that are based on economic, statistic and sociological factors are solved from analytical methods;
- Marketing principles can be applied to any business;
- Main restrictions are money, time and the needs of a business that must be allocated to marketing functions; and
- Only the most relevant and necessary activities are performed.

Middleton and Hawkins (1998:28) cautioned that current practices in tourism are under pressure to be more sustainable from various sources. These include the consumer choice, local authorities' initiatives, national and international regulations, pressure from local communities, resource shortages, and increased competition. This indicates that whilst tourists do not specifically demand green or eco labels, they will not return to destinations or company which fails to offer environmental quality as part of their tourism experience. The following section will outline the importance of tourism marketing within an eco-tourism context. This will help in understanding the complexity and difference of ecotourism products in terms of marketing.

2.4 MARKETING IN AN ECO-TOURISM CONTEXT

According to the UNTWO (World Tourism Organisation) (2005:9) there are various challenges in successful marketing of eco-tourism products and many entrepreneurs fail to understand the nature of the tourism industry as a marketplace. The three key issues that was identified

in having influence on the success of marketing efforts by tourism companies, including ecotourism companies are:

- Targeting, segmenting and positioning
 - *These products are often resource based instead of market led* and sustainability in tourism products suggests that the tourism product should not change to please tourists. However, in doing so they often do not take into account the expectations of tourists and tour operators (UNWTO, 2005:9).
 - *Targeting international markets.* Most businesses should not only focus on international markets for their income but rather counterbalance it with domestic markets where marketing will be more cost effective (UNWTO, 2005:9).
 - *Sustainability is a unique selling proposition.* Marketing that focuses on sustainability is not going to suffice all of the tourism segments even when it is at the core for the product itself. For the majority of the tourism market, sustainability will only be a consideration when other criteria such as price, accommodation and activities have been satisfied (UNWTO, 2005:9).
 - *Sustainability as part of quality.* Past sustainable tourism products have performed poorer in providing basic quality attributes and tourists will only purchase sustainable tourism products once the quality attributes are met. The sustainable product that wins is the one which provides added value (UNWTO, 2005:9).
- Consumer product knowledge.
 - *Inexperienced product users.* Tourists who buy a holiday for the first time will be more open to education but they will also be less likely to behave in-keeping with the locals. First time tourists experience will mark their behaviour for future trips. The message for first time travellers will for example differ from that of repeat travellers. Such messages will need to emphasise safety and customer care whilst also communicating the need for mutual respect towards the locals (UNWTO, 2005:9).
 - *Price sensitive first time visitors.* Vast majority of tourists visit a destination just once complicating communication opportunity on product quality for the service providers. Thus service providers have to rely more on price to make the sale. The uniqueness and authenticity of the products needs to be reinforced with first time visitors who lack the knowledge of these products (UNWTO, 2005:9).
 - *Repeat clients encourage sustainability.* Repeat clients will appreciate the unique characteristics for a sustainable product. Lack of loyalty to a certain product means that service providers do not see the short-term benefit of providing the required services of quality and these tourists will most likely not return and others just as gullible will follow (UNWTO, 2005:9).

- Risk perception.
 - *Risk of the unknown.* At present, most Internet sales are repeat sales once the client knows the business/company/destination. The risk increases when they travel to the destination for the first time, particularly if these countries are different to that of the tourist's origin (UNWTO, 2005:9).
 - *Risk of fraud.* Secure methods of payment can give confidence to clients and is essential if small businesses want to sell directly. Currently a large percentage of direct sales take place with large established firms. The potential for fraud is also increased when personal details are given to companies outside of the tourists' home country (UNWTO, 2005:9).
 - *Risk of virtual companies.* Tourists are less likely to book with small firms if there is a perceived threat that they might not be real companies. Small tourism firms need the backing of stronger brands to provide reassurance to the tourist (UNWTO, 2005:9).
 - *Risk of no consumer protection.* When buying products directly from a tourism supplier, the tourist will not have the same protection as they would have if the product was bought with a local tour operator (UNWTO, 2005:9).

In order for Wilderness Safaris to offer the Latin American market better products and services with the end goal of maximising their profit and influence in the Latin American region, market segmentation and the implementation thereof needs to be analysed. This is discussed in full detail in the next section.

2.5 UNDERSTANDING MARKET SEGMENTATION

The previous section established that marketing can be defined as the product of the consumer's wants and needs. However, a marketer can hardly satisfy the entire market (Middleton *et al.*, 2009:243; Kotler & Keller, 2006:24; Saayman, 2001:63; 2002:314; Uys, 2003:14). Central to any marketing activity is market segmentation. Thus it can be seen as one of the success factors of tourism marketing (McDaniel, Lamb & Hair, 2013:271; Kotler 2000:1; McDonald & Dunbar, 2012:25; Slabbert 2002:15; Hanlan, Fuller & Wilde, 2006:220). Morgan and Pritchard (2000:153) state that market segmentation is a hallmark of marketing research and destinations and tourism companies use it extensively to identify the types of tourists that are attracted to their products and services. Approaching the right target market and providing the most appropriate tourism services and products is key to successful marketing (Baines, Fill & Page, 2013:171; Slabbert, 2002:17; Morgan & Pritchard 2000:153).

2.5.1 Defining market segmentation

The purpose and definition of market segmentation is to identify the same groups or segments of tourists with similar characteristics from among the whole population of tourists (Slabbert, 2002:15; McDonald & Dunbar, 2012:26; 2010:49; UNWTO, 2007:3). Chisnall (1985:264) explains *“Market segmentation recognises that people differ in their tastes, needs, attitudes, lifestyles, family size and composition, but to name a few. It is a deliberate policy of maximising market demand by directing marketing efforts at significant sub-groups of customers or consumers”*. Simpson (2005:236) and McDaniel *et al.* (2008:212; 2013:271) support the aforesaid and state that market segmentation is the separation of markets into groups based on similar traits or interests. Segmentation can vary depending on the nature of the market. Therefore, segmentation is executed for various reasons, although most segmentation research is conducted for business related purposes (Jain, 1997:115; Smith, 1990:42). Wilderness Safaris and South Africa need to undertake segmentation of the Latin American tourism market in order to increase their influence as well as profit within this market. In this regard, segmentation of the Latin American market can give Wilderness Safaris and South Africa information on:

1. Reasons for different groups of people and why they should buy a product and visit a destination;
2. How big the groups are;
3. Spending patterns of the market;
4. Loyalty to name brands and destinations;
5. Sensitivity to price changes;
6. How the market respond to changes in advertising, distribution, or pricing strategies;
7. How to design an advertising message or a new product to generate sales in the specific market; and
8. Whether new products should be introduced, an existing product redefined or an established product discontinued (Hanlan *et al.*, 2006:220; Saayman & Kruger, 2012:1-2; Arrimond & Elfessi, 2001:391; Van der Wagen, 2005:80; Bennet & Strydom, 2001:64; Lee, Lee & Wicks, 2004:61; Dibb & Simkin, 2001:610).

Segmentation enables tourism businesses and destinations to focus their efforts on a group or segment that shows the greatest potential and considered to be a strategy for optimising resources (UNWTO, 2007:3; Saayman & Kruger, 2012:1). Segmentation would for this reason give Wilderness Safaris and South Africa a clear advantage over its competition by putting the consumer first (Saayman & Kruger, 2012:2). It is almost impossible to satisfy all customers in a single market with a marketing strategy as the needs and benefits sought from

class, form, brand and options differ from individual to individual. Therefore a target market strategy is needed to focus on a particular group of customers or tourists (Kara & Kaynak, 1997:873). One essential key to successful marketing is the development of a segmentation process (Slabbert, 2002:19). The successful development of a segmentation strategy requires firstly the idea, secondly the development and lastly evaluation in order to offer a competitive product or service (Slabbert, 2006:83). Kotler *et al.* (1999:379) explain that segmentation selection involves primarily three steps. Figure 2.2 illustrates that the first step involves market segmentation which means that a market is divided into distinct groups of buyers who might require separate products and/or marketing mixes. One of the most frequently used methods for segmentation is demographic breakdown. This involves the splitting up of data such as age, gender, family life cycle and income to name a few. The second step involves target marketing, evaluating segments attractiveness and the selection of one or more of the market segments. The third step is market positioning which is to develop the most competitive position for the products and services in the consumer's mind relative to those of the competition (Morritt & Weinstein, 2012:9; Kotler *et al.*, 1999:380; Bowen, 1998:294).

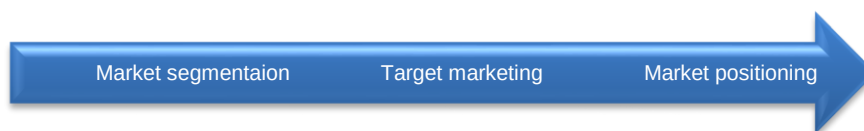


Figure 2.2: Three steps of segmentation selection

Source: Adapted from Morrit and Weinstein (2012:9); Kotler *et al.* (1999:380) and Bowen (1998:294)

According to Getz (1997:260) and Kruger (2010:128) different variables should be considered when applying segmentation to events. For the purpose of this research, it has been adapted to focus on Latin American tourists. Variables on geographic, demographic and socio-economic variables are almost always needed to establish a visitor's profile (Getz, 1997:260). In Figure 2.3 the variables are grouped according the main segmentation questions: From where will they come? Who exactly are they? What do they want? Under what conditions will they buy the product? How to reach them and how often will they visit? To reach the aim of this research, emphasis was on all of the above questions as each will help establish and understand the profile and motives of the Latin American tourists that decide to travel to South Africa.

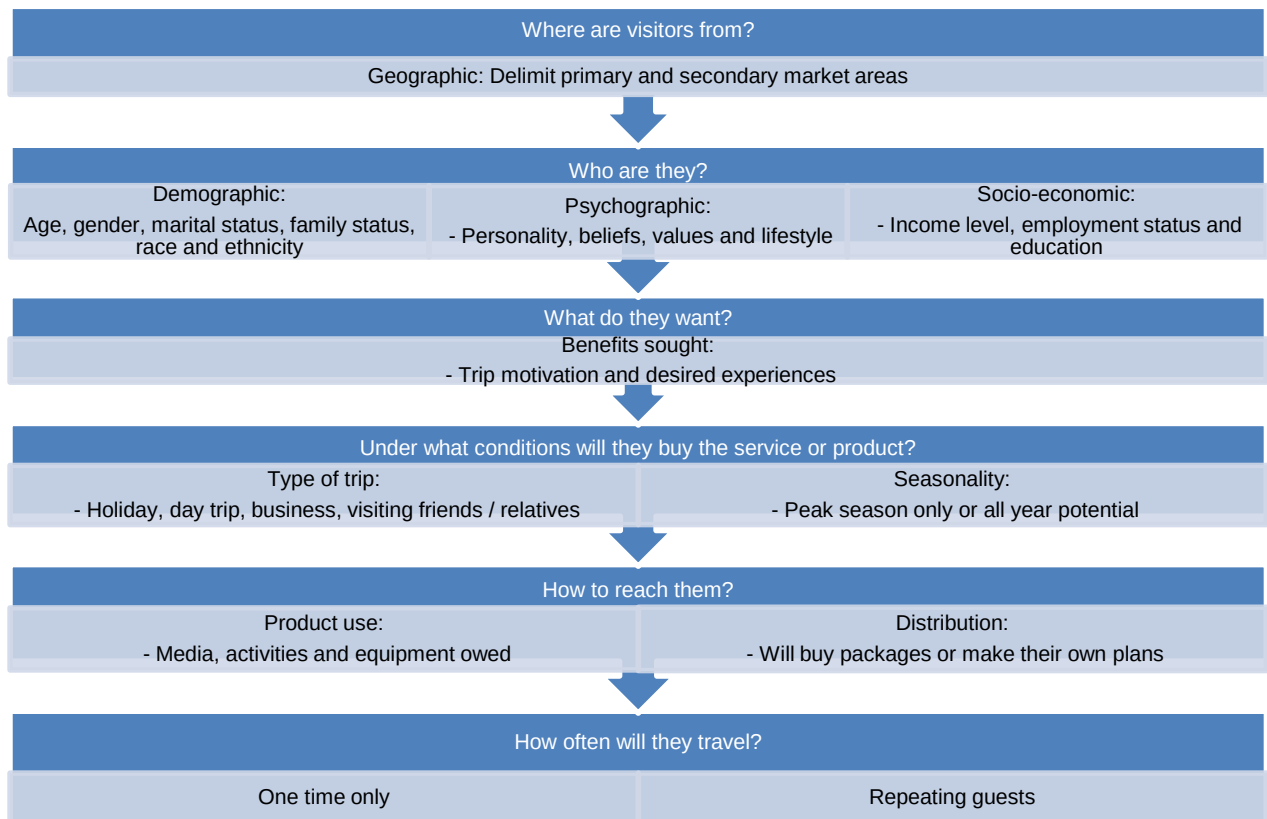


Figure 2.3: Variables in segmentation

Source: Adapted from Getz (1997:261) and Kruger (2010:128)

In order to ensure long-term growth it becomes imperative to have knowledge and a clear knowledge of the customer (Uys, 2003:13). For this reason it is vital to apply market segmentation. Therefore the market segmentation process and how it can be implemented to the Latin American market had to be examined. In the next section the market segmentation process is discussed in detail and practically applied with reference to Wilderness Safaris and the Latin American market.

2.5.2 Market segmentation process

In order for Wilderness Safaris and South Africa to understand the needs and wants of the Latin American market, a segmentation process would need to be developed and implemented. The process consists of segmenting the Latin American market, analysing and profiling them with the end goal of creating an appropriate and cost effective marketing mix (Simpson, 2005:242). The segmentation process has been refined over the years and according to McDonald and Dunbar (2012:33; 2010:15), Saayman (2002:347; 2001:88), Kotler and Armstrong (2005:185), Slabbert (2006:86; 2002:19), Simpson (2005:243) and Dolnicar (2008:141) consists of the steps illustrated in Figure 2.4 and discussed in detail with Wilderness Safaris as the practical example.

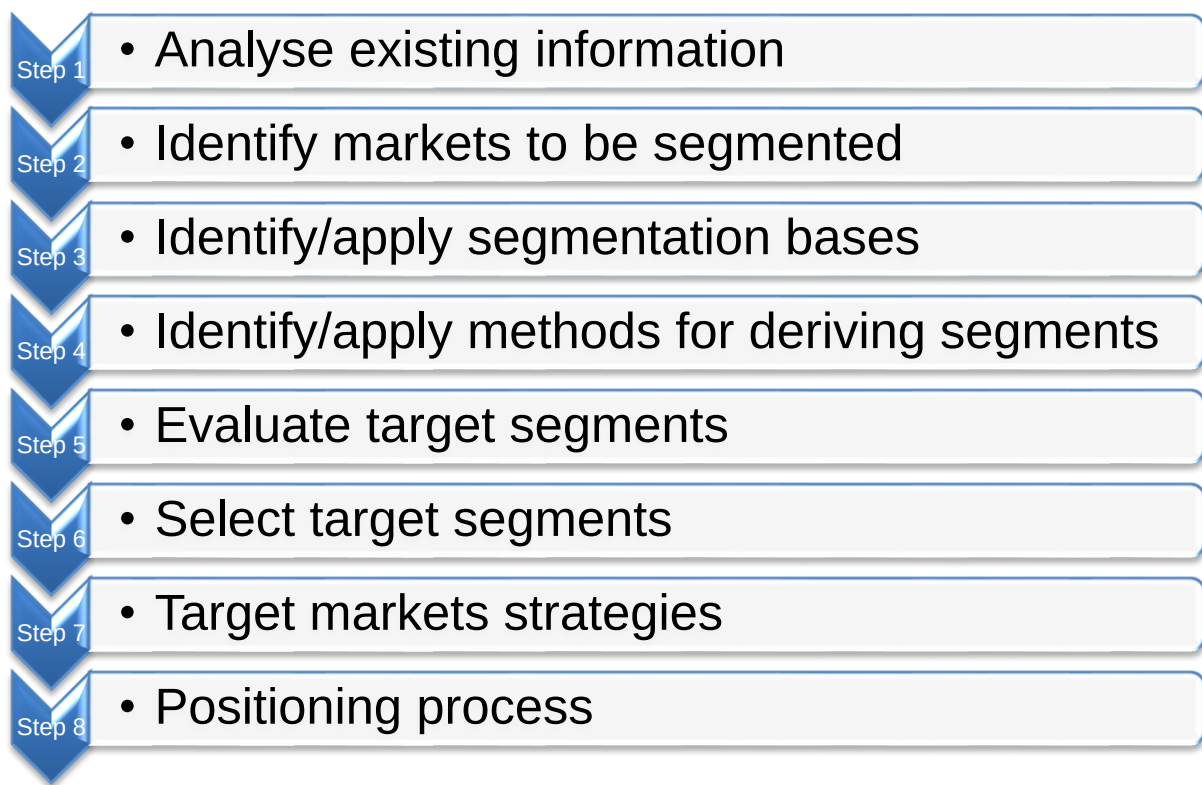


Figure 2.4: Segmentation process

Source: Adapted from McDonald and Dunbar (2012:33; 2010:15); Saayman (2002:347; 2001:88); Kotler and Armstrong (2005:185); Slabbert (2006:86; 2002:19); Simpson (2005:243) and Dolnicar (2008:141)

Step 1: Analyse existing information

The first step of the segmentation process is applied to the entire market the business is capable of operating in (McDonald & Dunbar, 2012:61). It is important to identify and define all the characteristics and attributes of the product(s) for this is needed to get an overview of what the organisation does and what it can offer to the tourist compared to its competitors (Saayman, 2001:88; 2002:347; Simpson, 2005:243; McDonald & Dunbar, 2012:59). Destinations therefore need to analyse the market through the three main factors that include (1) market data, (2) tourists and (3) segments (Slabbert, 2002:20; 2006:87). Based on this step, Wilderness Safaris needs to identify the products and services that they deliver in order to attract and retain more Latin American tourists. Wilderness Safaris should also examine the existing competitors and how they manage to attract and retain Latin American tourists through their products and services. This is very important and an essential aspect for Wilderness Safaris, especially to evaluate and summarise the existing information within their own database. When this is applied, Wilderness Safaris can determine how many Latin American tourists travel through them to South Africa. This will also lead to an in-depth analysis of products and services they can deliver compared to that of the competition. Once a clear

understanding of the products and services has been attained, the next focus of Wilderness Safaris is to attain and investigate characteristics of the Latin American tourist. This information can be obtained through answering questions such as where are the tourists from, who are the repeat tourists, what unique behaviour do the tourists have in common, what are the tourists' expectations when travelling to South Africa and specifically to Wilderness Safaris camps but to name a few.

2.5.2.1 Step 2: Identify markets to be segmented

Following Step 1, the market needs to be divided into distinct groups where the organisation identifies different ways of segmentation and develops profiles of the market (Bowen, 1998:289). According to Slabbert (2002:26; 2006:91) and McDonald and Dunbar (2012:61), the market needs to be defined before segmentation can take place. This in turn helps to narrow down and eliminate unwanted and unimportant groups. McDonald and Dunbar (2012:52), Uys (2003:38), UNWTO (2007:5), Morritt and Weinstein (2012:5), McDaniel *et al.* (2013:274) and Bennett (2000:1999) voice that for successful segmentation to take place, certain criteria or characteristics must be in place, namely it should be:

- Measurable: how much of each segment's size and buying power can be measured;
- Substantial: each segments needs to be large and profitable enough to serve markets;
- Distinguishable: each segment needs to be distinguishable from other segments with a distinctive set of requirements and equally distinctive marketing strategy;
- Reachable: each segment should be reachable by current channels used;
- Identifiable: each segment should have a set of characteristics so that the customer and the segment be easily reached by the most distinctive and cost-effective communications strategy; and
- Stable: each segment's behaviour should be easily predicted for future confidence.

With Step 2 in the market segmentation process, Wilderness Safaris needs to evaluate the current Latin American market and then decide if segmentation is required. In order to determine this, Wilderness Safaris has to determine if the Latin American market has different needs, profiles and reasons to travel other than that of the tourists from the main markets of the United States of America, Europe and Australasia. It is important for Wilderness Safaris to understand that the Latin American market has a wide range of different travellers, all seeking to satisfy their own motivation for travelling. For this reason market segmentation needs to identify different markets within the whole Latin American market which can be easily segmented and targeted.

2.5.2.2 Step 3: Identify/apply segmentation bases

There is no single way to segment a market anymore (Kotler and Armstrong, 2012:191). A marketer is required to attempt different variables, alone or in combination to find the best possible view of the market structure. The market can be subdivided into different variables with similar characteristics (Horner & Swarbrooke, 2001:94). These variables perform an important function within the segmentation process and are in the first place used to segment the market and then to assist in describing the profile of these segments (Xia, Evans, Spilsbury, Ciesielski & Arrowsmith, 2009:465; Andrews & Currim, 2003:190). Table 2.4 outlines the major variables that can be used when segmenting the Latin American market namely geographic, demographic, psychographic and behavioural variables (Kotler & Armstrong, 2012:192; 2005:54; Horner & Swarbrooke, 2001:94; Slabbert, 2006:91; Fill, 2006:329; Moss, 2009:215; McDonald & Dunhar, 2010:13; Baines *et al.*, 2013:173). In the following sub-section each variable is discussed in the context of Wilderness Safaris and South Africa.

Table 2.3: Major segmentation variables

Variable	Example
<u>Geographic:</u>	
World region /country	North America, Europe, Middle East, China, Brazil, South Africa
Country region	Pacific, Mountain, West, Central
City or metro size	Under 5000; 5000-20000
Density	Urban, Suburban, rural
Climate	Northern, Southern, Equator
<u>Demographic:</u>	
Age	Under 6, 6-11, 12-19
Gender	Male or female
Family size	1-2, 3-4 or more
Family life cycle	Young, single, married
Income	Under \$20000; \$20000-\$30000
Occupation	For example a professional, manager, student
Education	Elementary school, high school, graduate
Religion	Christian, Jewish, Muslim
Race	Asian, white etc.
Nationality	Brazilian, German etc.
<u>Psychographic:</u>	
Social class	Lower, upper lower, working class, middle class
Lifestyle	Achievers, strivers, survivors

Personality	Compulsive, outgoing, authoritarian, ambitious
Motivation	Destination is value for money or has variety of attractions
<u>Behavioural:</u>	
Occasions	Regular, special occasion, holiday, seasonal
Benefits	Quality, service, economy
User status	Nonuser, ex-user, potential user, first time, repeat
User rates	Light, medium, heavy user
Loyalty status	None, medium, strong, absolute
Readiness stage	Unaware, aware, informed, interested
Attitude towards product	Enthusiastic, positive, negative, neutral or hostile

Source: Adapted from Kotler and Armstrong (2012:192); Horner and Swarbrooke (2001:94); Simpson (2005:246); Goeldner and Ritchie (2006:538); Slabbert (2006:91) and Baines *et al.* (2013:173)

- Geographical segmentation

The aim of geographical segmentation is to identify exceptional or alternative regions or sub-regions and design strategies for their development. Accessibility of tourist destinations is very important and cannot be over emphasised (McDonald & Dunbar, 2012:64; Saayman, 2001:96; Kotler & Armstrong, 2012:191). Geographical segmentation is based on where people live with similar types of residential districts having similar characteristics and similar behavioural patterns (Slabbert, 2006:92; McDonald & Dunbar, 2010:12; Saayman, 2001:96). Geographic segmentation is of utmost importance for Wilderness Safaris as it will indicate which area the Latin American tourists identify as home. It will indicate where their country of residence is as well as their permanent residential address. In the case of Wilderness Safaris, the Latin American region is a wide spread area comprising of many countries. Geographical segmentation will help in identifying main countries in order to target them separately.

- Demographic segmentation

Within this variable, the market is divided into segments based on age, gender, family size, family life cycle, occupation, and education to name a few. Demographic factors are of the most popular bases for segmenting customer groups and before any other segments are defined, marketers first need to know the demographic variables (Kotler & Armstrong, 2012:191). Saayman (2001:94) and McDonald and Dunbar (2010:11) indicate that consumers with similar physical characteristics can be treated the same. Thus, these variables are then applied to define a market, for example to predict a specific age group (i.e. people from the group 20-30 years).

Regarding the present research, the demographic information of the Latin Americans assisted in profiling the tourists and allowed Wilderness Safaris to compare it to all other tourists from

other regions. Market and information gathered on the Latin American tourists included the following:

- The age of the Latin American tourists travelling to South Africa and with Wilderness Safaris;
 - Gender of the tourists;
 - Their home language i.e. Spanish or Portuguese;
 - Their annual income as well as their education level; and
 - Their family lifecycle, indicating whether they are married or single to name but a few.
- Psychographic segmentation

Psychographic information refers to data regarding lifestyles, activities, interests, and opinion. The aim is to provide a detailed understanding of consumers in terms of their way of living (Walker & Walker, 2011:81). This takes into account the way people spend their time, what they consider as important and their options and attitudes to different types of vacations (Witt & Moutinho, 1994:316; Saayman, 2001:96). Slabbert (2006:98) supports that this method of segmentation requires that tourists be divided into segments based on their class, personality, lifestyle and motivation. Psychographics according to McDonald and Dunbar (2010:13) and Cant *et. al.* (2009:118) refer to the feelings and predisposition of tourists indicating the way they act and behave to certain scenarios.

In the case of Wilderness Safaris segmenting Latin American tourists through psychographic variables, characteristics of the tourists can be revealed that could provide a valuable insight into the Latin American tourists' "flow of thought". This will enable marketers to focus on advertising activities and services that would appeal to the Latin American tourist. These variables include:

- Which social class the tourists come from? Are they middle class or upper class?
- Which lifestyle do they live? Does life revolve around their profession or family or are they interested in education or very social?
- What type of outlook do they hold? Do they travel impulsively or plan their holidays well in advance?
- What is their motivation for choosing a destination? Do they choose the location because it represents great value for money or because the destination has a great wildlife experience?

- Behavioural segmentation

This technique groups consumers according to their relationship to a particular product. Patterns can be differentiated by factors such as occasions, benefits, user status and rate (Walker & Walker, 2011:13; Moss, 2009:220; Slabbert, 2002:37; Horner & Swarbrooke, 2001:97). Information gathered from this reduces waste in advertising and increases effectiveness (Slabbert, 2002:39).

Regarding this research, the Latin American tourists' behaviour toward a certain product provides a base for dividing the market and then to combine it with other variables such as demographic and geographic information. The most important behavioural patterns relevant to this study would be:

- Occasions: Why do Latin American tourists travel to South Africa? Is it for a special occasion or annual breakaway? This information can be quite vital for Wilderness Safaris for developing future packages.
- User status: Do the Latin American tourists show great future potential?
- Loyalty status: Wilderness Safaris and South Africa can establish whether the Latin American tourists are loyal to the company and destination or whether they also travel to other destinations.
- Attitude towards the product: Important information can be obtained on whether the Latin American tourists feel excited or negative towards Wilderness Safaris and South Africa.

Taking into consideration the various approaches to market segmentation, understanding the consumer wants and needs, is the most appropriate approach. This will enable a company like Wilderness Safaris the insight it needs to produce the winning proposition to its client base. It will also give companies like Wilderness Safaris a much needed advantage over competitors (McDonald & Dunbar, 2010:13).

2.5.2.3 Step 4: Methods for deriving segments

The following step in the market segmentation process is to analyse the gathered information in order to successfully target the identified markets (Slabbert, 2006:103). Various methods are used to analyse the said information. Some of the most accepted methods include cluster analysis, multidimensional scaling, automatic interaction detector (AID analysis), latent class analysis, factor analysis and economic impact analysis (Perreault & McCarthy, 1999:83; Slabbert, 2002:43). The technique which is often used in market segmentation is cluster analysis. This technique starts off with a data set of actual or potential tourists and then form

segments from those potential tourists. Cluster analysis attempts to find clusters of objects that are the same as the segments (Witt & Mouthinho, 1994:307).

The analysis with regard to this research starts off with Latin American tourists indicating their reasons for travelling to South Africa and specifically to Wilderness Safaris, of which examples are to escape their normal routine or to explore a new destination. The respondents are then combined into clusters based on their motives for travelling. These clusters fall into three groups: linkage methods, variance methods and centred methods. They differ in the way they estimate the distance between clusters at successive steps (Witt & Mouthinho, 1994:307). Through this, an algorithm for determining cluster membership is used and based on the smallest distance between the case and the centre.

As an example, Wilderness Safaris have identified two different segments based on Latin American tourists' motives of travel, namely:

- Segment 1: Latin Americans travel to escape their normal routine; and
- Segment 2: Latin Americans travel to discover new destinations.

2.5.2.4 Step 5: Evaluate target segments

After Wilderness Safaris have identified certain segments within the Latin American region, it does not mean that these segments will be productive. According to Slabbert (2002:49; 2006:107), Walker and Walker (2011:82) and McDaniel *et al.* (2013:286) the target market as well as market segmentation have to be evaluated. Depending on the market and product, the following criteria can be used for the said evaluation:

- Market factors which include:
 - Size;
 - Growth;
 - Predictability;
 - Price;
 - Seasonality; and
 - Demand.
- Economic and technology factors, namely:
 - Barriers to exit and enter;
 - Bargaining power and supply;
 - Level of technology in use;
 - Investment needed; and

- Margins attainable.
- Competitive factors, which are:
 - Intensity of competitiveness;
 - Quality of competition;
 - Degree of differentiation; and
 - Threats.

2.5.2.5 Step 6: Select target segments

After evaluation of the various segments, those that contain no prospects can be removed and focus can be placed only on the most attractive and profitable segments. However, it is necessary to also consider the marketing efforts placed on the attractive and profitable segments (Walker & Walker, 2011:82; Slabbert, 2002:51). Target markets can be selected by exploring the current sales as well as the response to marketing efforts (Slabbert, 2006:107). Following on the examples of segments that Wilderness Safaris identified, the suggested segment for marketing would be segment two. This is because tourists within this segment show much greater potential to provide Wilderness Safaris with more profit and recognition as it spans a larger group in terms of reach.

2.5.2.6 Step 7: Target market strategies

After selecting the most lucrative segment the right marketing strategy should be implemented. The following questions can guide this process and should be raised: Is it necessary to target the whole market? Should only one segment be targeted? Should the marketing strategy target individual or several market segments (Moss, 2009:225)? Page and Connell (2006:322), Saayman (2001:62), Kotler, Bowen and Makens (1996:243) and Faulkner, Moscardo and Laws (2001:198) have all identified various factors to consider when selecting the right marketing strategy. Firstly, as seen in Figure 2.5, mass marketing is designed for mass sellers and producers, mass distributors and mass promoters. There is no segmentation strategy in mass marketing as it is designed for the whole world and not individual segments.



Figure 2.5: Mass marketing

Source: Adapted from Page and Connell (2006:322); Saayman (2001:62); Kotler *et al.* (1996:243) and Faulkner *et al.* (2002:52)

Secondly, the marketing strategy could be structured to focus on a single target market. In such a case, it comprises a single marketing mix (Figure 2.6). Structuring strategy in this way provides a focused effort and the marketing strategist develop expertise. The main goal is to target a large part of a very specific market and is so called “niche marketing” (Page & Connell, 2006:322; Saayman, 2001:62; Kotler *et al.*, 1996:243; Faulkner *et al.*, 2002:52).

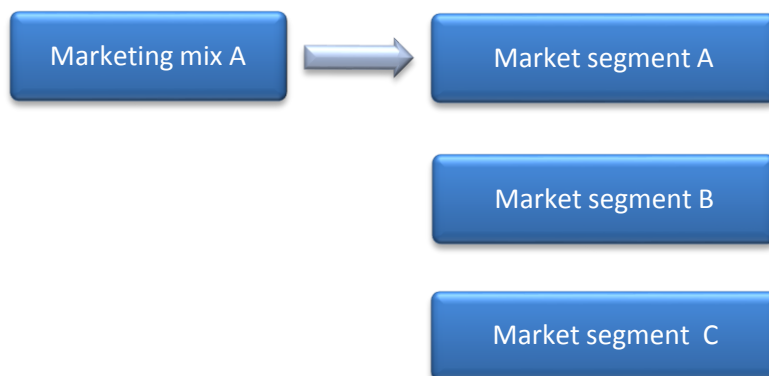


Figure 2.6: Niche marketing

Source: Adapted from Page and Connell (2006:322); Saayman (2001:62); Kotler *et al.* (1996:243) and Faulkner *et al.* (2002:52)

The next way in which a strategy can be structured for marketing is set out in Figure 2.7. This structuring identifies more than one vital segment as a target market and so develops a specific marketing mix for each segment. The marketer appeals to two or more well defined groups through different plans. This way one can use marketing to support a unique position for each market. However, the marketer needs to identify each segment’s wants and needs (Page & Connell, 2006:322; Saayman, 2001:62; Kotler *et al.*, 1996:243; Faulkner *et al.*, 2002:52).

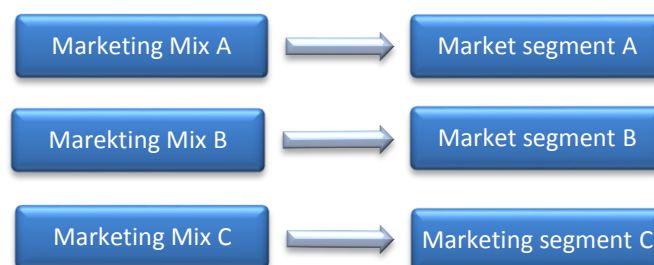


Figure 2.7: Differentiated marketing

Source: Adapted from Page and Connell (2006:322); Saayman (2001:62); Kotler *et al.* (1996:243) and Faulkner *et al.* (2002:52)

In the case of this research, Wilderness Safaris needs to select the right strategy for marketing to be most effective. As Wilderness Safaris operates high cost eco based camps and services

throughout South Africa and southern Africa, they have very specific (niche) tourists buying their products and services. Thus it is recommended that Wilderness Safaris' marketers select niche marketing as a strategy to gain an expert reputation within Latin America. Further, it will focus efforts on building the tourists' knowledge of Wilderness Safaris and South Africa.

2.5.2.7 Step 8: Positioning process

According to Kotler *et al.* (1996:259) and Walker and Walker (2011:81) the last step in the segmentation process is positioning. Kotler *et al.* (1996:259) also state that the way in which a product is positioned will also lead to its definition (the place that the product occupies in consumers' minds relative to competing products). To effectively target the selected segment(s), marketers must first establish an appropriate marketing mix (price, product, place and promotion) in order to appeal to the selected segment (Reid & Bojanic, 2009:153). Kotler *et al.* (1996:259), Saayman (2001:137), Slabbert (2002:56) and Moss (2009:227) indicate that the positioning process consists of four stages as depicted in Figure 2.8. These stages are established by focussing on the target markets. It comprises of the following:

- The positioning concepts: Management chooses a product which is based on the needs of the tourists;
- The positioning strategy: To portray the positioning concept to the target market;
- Brand positioning: The way in which the target market perceives competitors as well as the destination; and
- Positioning effectiveness: Considering the effectiveness of the positioning objective in the target segment.



Figure 2.8: The positioning process

Source: Adapted from Kotler *et al.* (1996:259); Saayman (2001:137) and Slabbert (2002:56)

Based on the aforesaid, the positioning of Wilderness Safaris and South Africa must create such an image of both company and destination to entice and encourage Latin American tourists to travel to South Africa and to Wilderness Safaris camps. This needs to be closely linked to the appropriate marketing mix (price, promotion, place, and products) to ensure the best result for a new tourist attraction as well as to retain current tourists.

It is evident from the discussion that market segmentation is an important part of any marketing activity. The next section the benefits of market segmentation will be briefly examined.

2.5.3 Benefits of market segmentation

There are various benefits in executing market segmentation. McDonald and Dunbar (2010:41), Dolnicar (2008:2), Simpson (2005:240), Bennet and Strydom (2001:64), Hooley and Saunders (1993:152), Dibb and Simkin (1997:60), Cant (2010:91), Slabbert (2006:85) have identified benefits such as:

- Segmentation allows marketers to focus on the **tourist's needs**, thereby achieving a greater degree of satisfaction as the market can be designed to satisfy the tourists' needs, demand and preferences.
- Market segmentation identifies gaps in the market, which leads to **niche markets**, where the destination can meet most of the tourists' needs in the specific segment.
- Segmentation leads to **resource allocation and concentration** where the returns are the greatest.
- Through segmentation a **competitive advantage** can be gained. Focusing on one segment rather than the entire market enables one to more easily detect emerging trends and potential problems.
- Market efficiency is improved.
- Market segmentation leads to the **promotion of new products** and ideas.
- **More responsive products** are designed to meet the needs of the tourist.
- Market segmentation leads to **marketing opportunities**. Sales can be increased through market penetration. This can be done by well organised, aggressive and targeted promotional campaigns.
- Segmentation is important in terms of **pricing decisions**. Correct pricing depends on consumer price sensitivity, operational costs and the competitors influence.
- Applying the process can **determine the destination's position** and how it is perceived by the tourists and the competition.
- **Long term relationships** can be formed with a specific group of tourists.
- **More effective use of scarce resources** is possible i.e. human resources and finance to name a few.

Market segmentation is contextualised for this research based on the aforementioned advantages:

- Market segmentation will enable Wilderness Safaris to focus on the Latin American tourists' needs, demands and preference. This will result in Latin American tourists to be more satisfied since the products and services will be specifically designed to satisfy Latin American tourists.
- Market segmentation will allow Wilderness Safaris to identify gaps within the Latin American market which can lead to niche markets and will so allow Wilderness Safaris to meet most of the needs of the Latin American market.
- Market segmentation will lead to greater resource management and concentration where the returns are the greatest for Wilderness Safaris and South Africa.

- Wilderness Safaris can obtain the complete advantage on Latin American tourists through market segmentation and it will be much easier for Wilderness Safaris to detect trends and potential problems.
- Wilderness Safaris will be able to promote new products and ideas more easily to the Latin American market as well as more efficient products will be developed for this specific market.
- Market segmentation will lead to more marketing opportunities within the Latin American market for Wilderness Safaris. Sales can be increased by a well organised, aggressive and targeted promotional campaign.
- Wilderness Safaris can make correct pricing decisions with regard to the Latin American market as it will be based on price sensitivity, operational costs and competitors influence.
- Wilderness Safaris can use market segmentation to determine its own as well as South Africa's position compared to that of competitors as from the Latin American tourists' point of view.
- Wilderness Safaris will be able to form a long-term relationship with the Latin American market as well as with strategic partners within the market.
- Segmentation will enable Wilderness Safaris to use scarce resources more effectively i.e. human resource and finances.

Following on the benefits of market segmentation and based on this research's context, it is important to understand whether previous studies on the Latin American market has been done as well as to what extent it has specifically focused on South Africa and an eco-tourism context. This is all addressed in the following section.

2.6 A synthesis of market segmentation within an eco-tourism context

Du Plessis *et al.* (2012:180), Jackson (2007:35), Logar (2009:125) and Spenceley (2005:137) assert that the tourism industry initially had negative effects and soon became a major subject of disapproval as people quickly began to realise how much damage high-volume tourism can do if not properly managed. Upon the realisation of the vulnerability of natural areas the protection thereof became a real issue and alerted the tourism industry to manage its activities in a more sustainable way. This gave rise to the term eco-tourism (Alonso, 2009:4; Du Plessis *et al.*, 2012:180; Weaver, 2006:7; Gössling & Hall, 2006:13). Key ecotourism destinations have reported increased visits to protected and other natural areas. If these areas are not well managed, it can become a severe threat rather than a way to protect and conserve (Wood, 2002:10; Du Plessis *et al.*, 2012:180; Mason, 2003:53; Weaver 2006:1; Patterson *et al.*, 2008:407). Wood (2002:9) defines ecotourism as "*responsible travel to natural areas that conserves the environment and sustains the wellbeing of the local people*". Van der Merwe

and Saayman (2002:4) support Wood's definition and state that the *"most respected definitions of eco-tourism stands on three pillars namely, the promotion and enhancement of the natural and cultural environment as a tourism USF (unique selling feature); the effective planning and management of the environment to ensure the local population, as part of the environment, shares in the benefits accruing from the first two provisions"*. Figure 2.9 indicates how eco-tourism fits into the larger tourism market place.

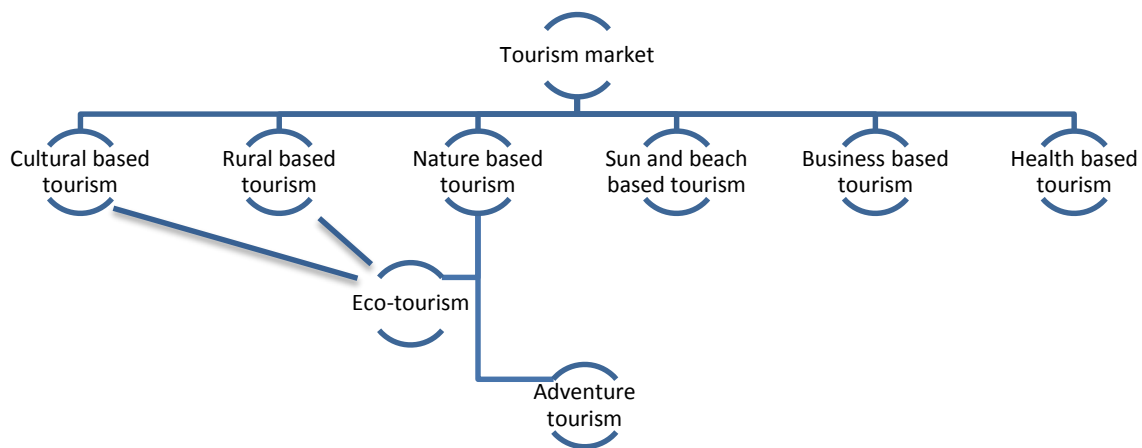


Figure 2.9: Eco-tourism as a market segment

Source: Adapted from Wood (2002:11)

As shown in Figure 2.9, both eco-tourism and adventure tourism are subcomponents of nature based tourism. However, eco-tourism has stronger links with rural and cultural based tourism than with adventure tourism (Wood, 2002:11). From a practical point of view, eco-tourism in the market place is tourism on a small scale operated by small and medium companies in natural areas. This represents a segment in the marketplace which focusses on leading and accommodating small groups in natural areas in an educational manner (Wood, 2002:11). The City of Cape Town niche market study (2009:28) indicate that since the term "eco-tourism" was coined in 1983, it as well as the term "sustainable development" has had much debate and misuse. Tourists and government's expectation of companies and operators to financially contribute to social and environmental development of the local communities has led many operators and companies discarding the term for the use of a softer phrase like nature based tourism to define their activities. Wood (2002:10) supports this further in stating that eco-tourism is being marketed equally to nature based tourism but that some companies and destinations have social and environmental policies while others do not. This has led to confusion worldwide about the meaning of the term eco-tourism and its application within the marketplace. According Tourism Research Australia (2009:1) an eco-tourist is defined as a domestic or international tourist who partakes in at least one of the following activities during a visit to a destination:

- Visit national parks;
- Visit wildlife parks, zoos or aquariums;
- Visit botanical or other public gardens;
- Bush walks or rainforest walks;
- Whale or dolphin watching;
- Snorkelling; and
- Scuba diving.

Table 2.4 outlines a summary on the profile of nature based tourists according to previous studies.

Table 2.4: Nature based tourist market profile

Nature based tourist market profile	
Age	Average age of previous studies was 45 although age varies with activity and other factors such as cost.
Gender	Studies indicated 50% male and 50% female with difference in activities.
Education	Nature based tourists are highly qualified individuals.
Household composition	No major differences were found between that of an experienced nature tourist and a general tourist.
Party composition	The majority travelled in pairs, followed by families and single travellers.
Trip duration	Studies indicated that nature based tourists preferred trips lasting between 8 to 14 days.
Expenditure	Experienced nature tourists were willing to pay more than the general tourist.
Important elements of trip	Top elements were wilderness settings, wildlife viewing and hiking/trekking
Motivations for taking next trip	Top motivational factors were to enjoy nature, and new experiences/places.

Source: Adapted from Wood (2002:22); Tourism Research Australia (2009:1) and Ministry of Tourism in New Zealand (2009:3)

Saayman and Slabbert (2004:5) and Van der Merwe and Saayman (2008:157) conducted studies with regard to the profile and motivation of tourists visiting eco-tourism and nature-based products in South Africa like the Kruger National Park. The following can be learned through the utilisation of different segment variables in the market place:

- There are clear, distinct segments based on demographic, motivation and behavioural differences. Each of the segments is viable with repeat tourists being loyal as well as ambassadors for the eco-tourism product/destination.
- Frequency of visits as a variable can be combined with other variables to determine why visitors return to the eco-tourism product/destination i.e. high quality of service and it is important to note that not all variables influence repeat visits.

- A segmentation variable based on spending can be combined with demographic characteristics i.e. visitors to eco-tourism products/destinations have higher education and more disposal income than the other tourist.
- Variables can also direct the eco-tourism product and destination managers to understand the expectations of the visitors. Also, variables can contribute to the overall attractiveness of the eco-tourism product/destination through loyalty programmes and discounts on packages for returning visitors.
- Marketing managers can incorporate different variables to reach the correct target market in order to appeal and attract that certain market.
- The variable for motivation on visiting an eco-tourism product/destination like Kruger National Park stays the same where the main motivations for these repeat visitors were to relax, to view animals and to break away from their normal routine.
- Different variables need to be applied to different eco-tourism products/destinations in order for it to correspond to that certain product/destination. In order to understand the main motivation for visitors choosing an eco-tourism product, segmentation based on motivation and the appropriate variable will be most useful.

Wood (2002:22) continues that the market profile of nature and eco-tourists diversified with clear gaps as in the field of this research, indicating that further study is recommended.

2.7 CONCLUSION

The goal of this chapter was to understand marketing and its context within an eco-tourism company like Wilderness Safaris. This was achieved by defining marketing and especially tourism marketing and the way it is applied within an eco-tourism context. In order to further understand tourism marketing, this chapter discussed the use of market segmentation. The meaning of market segmentation was explored to come to the conclusion that specific variables need to be considered, and that market segmentation is an integral part of any marketing activity. Also, before any marketing activity can be undertaken, the market segmentation should first be understood. In the instance of this research, Wilderness Safaris need to consider different strategies to effectively target and understand the Latin American market and their reasons for travelling to South Africa as well as their preference towards eco brands. In order to fully understand the profile of this market and to effectively target the Latin American market, the next chapter analyses the profiling of these tourists in the form of a literature review.

CHAPTER 3: A LITERATURE REVIEW OF SOUTH AFRICA AS A TOURIST DESTINATION AND ITS APPEAL TO THE LATIN AMERICAN MARKET

3.1 INTRODUCTION

According to the UNWTO (World Tourism Organisation) (2015:2a) Africa received 56 million tourists in 2014, up from the 26 million who visited Africa in 2000. This indicates that tourism is one of Africa's most promising sectors in terms of development. The report also stated that Africa is one of the world's fastest growing tourism destinations (UNWTO, 2015:7a). South Africa is seen as an emerging market and one of the fastest growing tourism destinations with tourism gaining popularity within the country (Du Plessis, 2002:62; Du Plessis, Saayman & Van der Merwe, 2012:179; Awang, Hassan & Zahiri, 2009:67; Narayan, 2005:1157; Patterson, Niccolucci & Marchettini, 2008:407). However South Africa competes fiercely on the international stage and according to the annual report released by SA Tourism (South African Tourism) for 2012/2013 (2013:12) the market for international tourism is highly competitive. UNWTO (2015:7a) reports that arrivals to South Africa in 2014 flat lined with 0% growth. This is an indication that global recovery after the financial crisis of 2008 is slow, especially with the recovery for the Europe (EU) region where the majority of South Africa's international inbound tourists originate from (World Bank, 2015:36). The SA Tourism (2013:18) reports highlights the fact that there is a geographical shift from the main markets of Europe to the emerging markets such as China and Brazil to name a few. Thus, South Africa as a destination must focus on being on the supply side with relevant products and services for markets like China, Brazil and regional Africa. However the recent decline of Chinese tourists to South Africa causes great concern in terms of growth in tourism from these emerging markets (Statistics South Africa, 2014:13). According to SA Tourism (2013:18) consumer values has also evolved where the consumers are more focussed on personal value with tourists having ethical concerns about destinations that do not have sustainable practices. South Africa being a leader in responsible tourism can exploit this to gain a competitive advantage above other destinations (SA Tourism, 2013:18). In conducting a literature review of global travel trends as well as an overview of South Africa as an international tourism destination, the aim of this chapter is to understand international tourists' travel trends when considering South Africa as destination. Then these travel trends are compared to those of Latin American tourists to establish any similarities and gain a better understanding of the Latin American market. This

information will not only assist South Africa as a travel destination but also Wilderness Safaris in catering for the needs of this market.

3.2 GLOBAL TRAVEL TRENDS

UNWTO (2015:4b) and illustrated in Figure 3.1, international tourist arrivals grew by 4.4% in 2013 with a record of 1135 million arrivals worldwide. This is an additional 48 million arrivals compared to 2012. In spite of this, a recent report from the UNTWO (2015:2b), 2014 was a challenging year for tourism with sluggish economic growth, geographical conflicts and the Ebola outbreak in West Africa. Figure 3.1 depicts that Europe still leads global international tourist arrivals with a total of 584 million tourists visiting the Europe region in 2014. This was followed by the Asia and the Pacific region with 263 million arrivals, Americas with 182 million and Africa and the Middle East with 56 million and 50 million tourist arrivals respectively. Tourism growth in 2014 exceeded expectations, and surpassed the UNWTO long-term projection for the period from 2010 to 2020 UNTWO (2015:2b). UNWTO (2015:13b) predicts further growth of 4% to 5% globally for 2015.

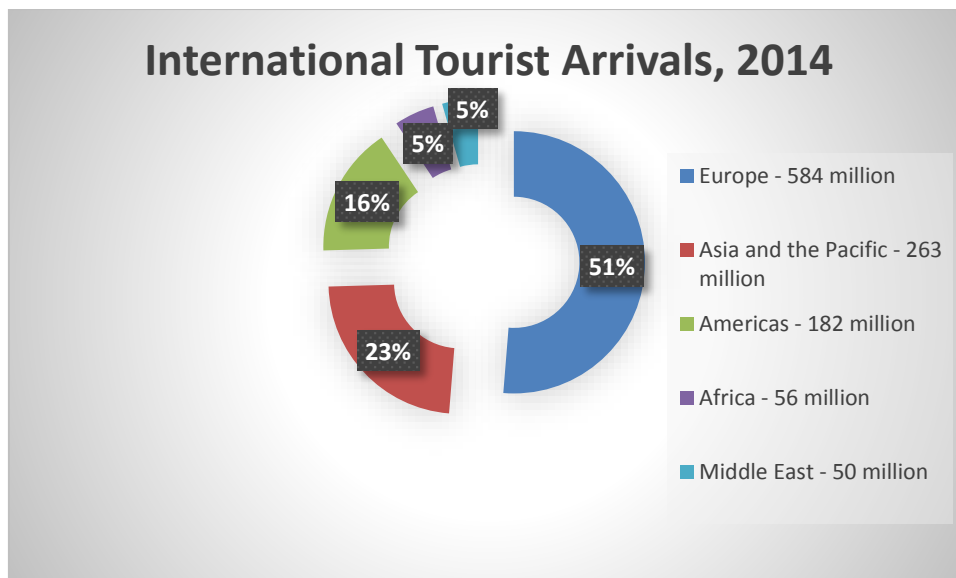


Figure 3.1: International Tourist Arrivals for 2014

Source: Adapted from UNTWO (2015:11)

The latest report of UNWTO (2015:2a) indicates that in its application of tourism as a tool for development in Africa, the continent experienced an increase of 2% international tourist arrivals reaching 56 million in 2014. Arrival growth in Sub-Saharan Africa was estimated at 3%, however individual destinations show a mixed picture with South Africa reporting 0% growth (discussed in detail in section 3.3.2) compared to the Seychelles that shows growth of 1%, Mauritius 5% and Zimbabwe 3%. Notable growth was evident in Madagascar which grew

by 13% compared to the previous year. This is however an obvious slowdown after years of solid growth (UNWTO, 2015:7).

According to the ITB World Travel Trends report (ITB WTTR) (2014:6) the following international travel trends were outlined which contributed in part to the slowdown in growth in the African region:

- **Global tourism defies numerous crises and remains on course**

Despite the global and economic crisis, the tourism industry once again proved its resilience and ability to overcome negative external factors. Outbound trips for the first eight months in 2014 increased with 4.5%. This trend is forecasted to continue in 2015.

- **Increased number of trips with higher spending in 2014**

Global travel was hit by a diverse mix of bad news and events of which included severe weather, political conflicts, a depressed world economy and soaring energy prices and especially the Ebola virus outbreak in West Africa affecting other parts of Africa despite the enormous distances between the regions. These factors, yet very different, did not lead to a breakdown in global travel and according to an interview by Freitag president of IPK International to the ITB *"The travel industry has remained crisis proof even in these recent turbulent times. 2014 has been another excellent travel year"*. According the ITB WTTR (2014:7) an increase of 6% in turnover generated through a combination of increased trips with higher spending in 2014 has led to a total turnover of US\$1,750 billion.

- **Asia and the Americas continue to drive growth**

The ITB WTTR (2014:7) state that growth was once again driven by Asia at 8% and South America at 5% (down from the 2012/2013 period which showed a 12% increase in outbound travel) and North America at 5% growth respectively. Europe outbound travel has grown with 3% despite low economic growth and Africa with 4%. The Middle East tourism market however fell with 4%. Long haul travel showed faster growth in 2014 than short-haul travel with the six largest source markets being the United States of America, United Kingdom, China, Canada, Japan and Germany.

- **City trips are the fastest growing market segment**

As per the ITB WTTR (2014:8) sun and beach holidays have grown by 18% over the last five years and still remains the most important category with 28% of all trips scheduled in this category. Touring holidays have grown by 32% to take a 23% stake of all travels. This is mostly due to the Asian market making use of this category. Countryside holidays have declined with 17% in the last five years to take up 11% of the total market. The biggest growth over the last five years was city trips which increased by 58% to take up 20% of the market share. Freitag in an interview to ITB conclude this as a thriving business. This

exceptional growth has been supported by the increase in low-cost flights and the growth of budget accommodation in certain metropolitan areas. Paris was the top metropolitan destination with 18.8 million international arrivals in 2013 followed by New York, London, Bangkok, Barcelona and Singapore.

- **Internet bookings heading towards saturation**

Online bookings continued to grow with 7% in 2014 with a 66% share of all travels worldwide. The ITB WTTR (2014:9) reports that online bookings are likely to reach saturation at about 70% in mature markets. Travel agency booking have more or less stabilised at 24% share of the market. There was a sharp increase in bookings made through smartphone applications with China leading with a 10% share in rankings followed by the USA at 7% and Japan at 5%. Social media channels such as review portals, blogs and forums have become increasingly popular when planning trips.

- **Ebola's impact on African tourism**

Due to the over-dramatizing of the threat to tourism by the international media, travelling to Africa in general was impacted due to consumers' fears on the potential risk to be infected with Ebola, despite the vast distances involved (ITB WTTR, 2014:9).

UNWTO (2015:7) verifies that international tourism to Africa grew by 2% in 2014. Yet a few factors need to be considered when determining Africa's and in particular South Africa's appeal to international tourists and especially those in Latin America. The current international travel trends have been analysed and thus the next section deals with the analysis of South Africa as an international tourism destination. This analysis is then compared to that of top international tourist destinations to find a common denominator through the use of a SWOT (Strength, Weakness, Opportunities and Treats) analysis.

3.3 OVERVIEW OF SOUTH AFRICA'S COMPETITIVENESS AS AN INTERNATIONAL TOURISM DESTINATION

Du Plessis (2002:66) and Saayman (2000:69) contribute that various factors influence the major growth in the tourism industry in Africa. These factors, amongst others, include poverty, crime, wars, political instability and the misconception of Africa being home to deadly viruses and diseases. The recent outbreak of Ebola in West Africa did not help to disprove this perception (WTTR, 2014/2015). Tourism is one of the driving forces of economic growth and stability. Still, the fact that the world does not distinguish between Africa and South Africa indicates that the above mentioned factors also apply to South Africa (Du Plessis, 2002:66; Saayman, 2000:69). Maharaj and Balkaran (2014:275) state "*South Africa as a destination needs to ensure that tourism sustainability is the focal point for the interconnections between the visitor, the tourism sector and resources when developing policies and plans*". Destination

competitiveness is a major subject when associated with a destination's development as it affects the profitability and long-term sustainability of destinations (Maharaj & Balkaran, 2014:273; UNWTO, 2011:94). The UNWTO (2011:97) informs that various factors influence and shape the competitiveness of a destination namely, investment, productivity, macro-economic policy, branding, image, price, market share, visitor satisfaction, safety, quality of experiences, innovation, strategy and training of human resources. Competitiveness from a tourism perspective indicates the ability to compete in a world market with a global strategy. Saayman and Du Plessis (2003:58) indicate that this means to compete and stay in the race. Maharaj and Balkaran (2014:274) and the UNWTO (2011:38) clarify that sustainability is the single biggest issue facing the tourism industry globally. For the tourism industry, competing on a global scale has become very intense as more and more destinations are competing on the level of experience. On this level, there is significantly higher market transparency with regard to the price and/or other comparable destinations (Saayman & Du Plessis, 2003:58). SA Tourism (2013:18) summarises the following four points in terms of South Africa's performance as an international tourism destination:

- **Shifting geographical markets**

The recession in Europe has opened new opportunities in emerging markets like India, China, Brazil and regional Africa.

- **Evolving post-recession consumer preferences**

More and more consumers want value for money when choosing a destination and have ethical concerns about destinations that do not have sustainable practices.

- **Emerging technologies present new opportunities and challenges**

Online travel through sources like mobile phones and tablets has changed how tourists receive and process information. Immediate social media reviews can pose a challenge if not understood and managed properly.

- **New cost drivers in aviation that affect consumer behaviour and travel trends**

Long-haul travel to South Africa still presents a barrier, however tourists are willing to take indirect routes.

SA Tourism (2013:18) points out that tourism was officially listed as one of the country's six key economic drivers. Du Plessis (2002:67) states that South Africa has a growing tourism industry. Identified in the South African National Tourism Departments Strategic Plan for 2014/2015, the main aspects for a sustainable model were identified as: tourism growth; tourism research; sustainable tourism; service excellence; destination competitiveness and grading of accommodation. Saayman and Du Plessis (2003:58), clarify that a travel destination's attractiveness are reflected in the feelings, beliefs and opinions of an individual.

As such, the destination needs to be able to satisfy that said individual's special travel needs which were evaluated. The more tourists believe that the destination will satisfy their needs, the more attractive the destination will become and the more likely it will be selected as the destination of choice (Saayman & Du Plessis, 2003:58). Tour operators were asked to list the five most important aspects with regard to South Africa's global competitiveness. These aspects are listed in Figure 3.1. Saayman and Du Plessis (2003:61) confirm that 88.88% of respondents supported that nature and wildlife (89.29%) is the most important aspect of South Africa as a tourist destination followed by scenery (82.14%), attractions (57.14%), accessibility (50.00%) and climate (42.80%). A recent study of Du Plessis, Saayman and van der Merwe (2015:7) support the findings on factors that make South Africa competitive and show that 22% of respondents are of opinion that infrastructure and big cities present South Africa the competitive edge followed by fauna and flora at 20% and culture and hospitality at 13%. The Kruger National Park and Table Mountain are South Africa's best attractions with 39% and 21% popularity respectively.

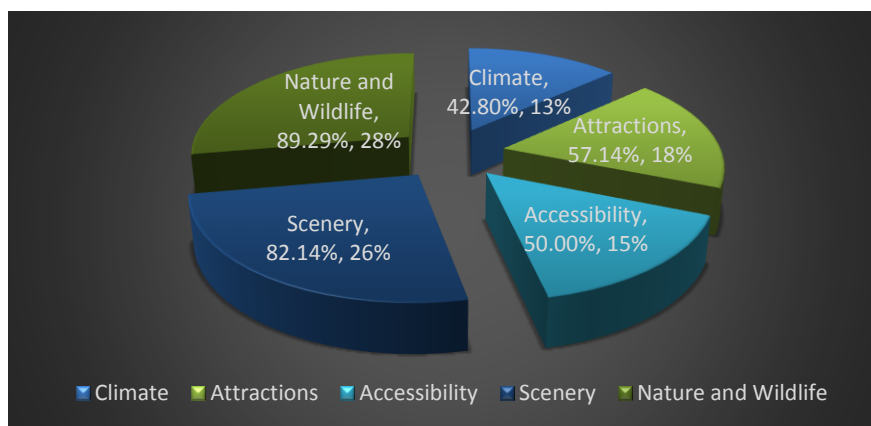


Figure 3.2: The five most important aspects of South Africa's tourism product turning it into a globally competitive destination

Source: Adapted from Saayman and Du Plessis (2003:61)

In order to understand South Africa's competitiveness as a destination, the country's strengths, weaknesses, opportunities and threats were explored through a SWOT analysis, which is essential in order to understand South Africa's position as an international tourism destination.

3.3.1 SWOT ANALYSIS ON SOUTH AFRICA AS A TOURISM DESTINATION

According to SA Tourism (2011:106), Business Monitor International (BMI) (2015:9; 2012:6; 2011:7; 2010:7), City of Cape Town (2013:157) and Du Plessis (2002:67), aspects of the SWOT analysis entails strengths, opportunities, weaknesses and threats which all contribute to the attractiveness of South Africa as an international tourism destination. Middleton and

Clarke (2001:207), Middleton *et al.* (2009:231) and Du Plessis (2002:67) define the SWOT analysis as follows:

- **Strengths**
Strengths refer to the current advantages whether it is earlier strategic decisions or historic good fortune. It may exist in an organisation's market/product portfolio and operations when compared to that of its competitor's. Products with an increasing share in the market are classified as strengths as well as dominance in the market share among key markets and strategic alliances with other companies.
- **Weakness**
Weaknesses and strengths are often matters of perception rather than fact and identified through customer research. Once a weakness is identified it is subject to management action to minimize their impact or remove it completely. Weaknesses range from ageing products in declining markets to customer care.
- **Opportunities**
Opportunities may arise from various elements of the organisation's and/or destinations under direct control, such as a product or process or a set of staff abilities. They may also arise from shifting environmental factors which the organisation/destination must exploit.
- **Threats**
Whether threats are internal within an organisation and/or destination or through external events such as fluctuating exchange rates, rising oil prices or terrorist acts, it can come in various forms and the organisation and/or destination must be vigilant to it.

A SWOT analysis can be based on various factors and according to City of Cape Town (2013:158), South African Tourism (SA Tourism) (2011:106), Du Plessis (2002:67) and BMI (2015:7; 2012:6; 2011:7; 2010:7) some of these factors include (1) primary supply components, (2) political factors, (3) environmental factors, (4) marketing factors, (5) transport and technological factors, (6) economic factors, (7) social factors and (8) legislative and regulatory factors. For the purpose of this study and as seen in Table 3.1 the above mentioned factors will be discussed individually in terms of their strengths, weaknesses, opportunities and threats with specific reference to South Africa.

Table 3.1: SWOT analysis of South Africa as a tourist destination

Factors	Strengths	Weaknesses	Opportunity	Threats
1. Primary supply components	• South Africa is the largest tourist industry in Africa with a wide variety of natural assets which includes beaches, mountains like Table Mountain and the Drakensburg, unique fauna and flora as well as fossils, archaeological discoveries and geological formations. • South Africa has a number of well-known and well established destinations, natural areas, heritage assets, cultural experiences and sporting events i.e. Sun City, Kruger National Park and Cape Town to name a few. • Various membership organisations and institutions collect fees from members for whom they use to conduct research, sponsor industry events and provide a stimulus to develop and promote South Africa. Southern Africa Tourism Services Association (SATSA) is a	• Not all assets are marketed widely or equally open to visitors. The oversupply of the 2010 World Cup is still being corrected. • Various attractions in South Africa are in need of upgrades or a more pro-active management approach needs to be implemented. • Funding restrictions on national museums in South Africa have led to these museums to not update their security features, displays and requirements which is set as standard internationally. • Water, energy and transport infrastructure are under constant constraints and with Eskom implementing load shedding on a regular basis result in businesses losing revenue. • Lack of co-ordination between tourism organisations. • Large private tourism companies have dominance in the South African tourism market.	• South Africa has the opportunity to provide quality tourism experiences to a range of niche market segments. • Heritage sites can strive to provide better access to tourists. • South Africa has the opportunity to upgrade the services within national parks. • The hospitality sector provides great opportunity for improvements. • Great potential in promoting business tourism especially with being awarded to host the 2022 Commonwealth games in Durban. • South Africa has the opportunity to build on the great legacy left behind from hosting a successful Soccer World Cup. • Opportunities to promote and develop more sporting events as South Africa has a proven track record in hosting big sport events. • South Africa must focus on promoting experiential tourism internationally for example: guided walks	• Overdevelopment of some tourists areas i.e. the False Bay coastline in Cape Town where the demand for development must balance with the demand for protecting the natural environment. • Climate change and the negative weather patterns may affect ecological systems and biodiversity. • Oversupply of services which may result in reduced investment.

	good example of such an organisation. • Growing middle class market especially from previously disadvantaged local market. • South Africa has a rich contemporary history and historic events i.e. the battlefield in Kwa-Zulu Natal and the cradle of human kind with its continuous findings of fossils. • South Africa has a proven track record for hosting big sporting events like the 2010 World Cup and also winning the bid to host the Commonwealth games in 2022.	• The private sector is not always coming together and speaking as one.	through the Kruger National Park and the memories and experiences gained with the walk.
2. Political factors	• South Africa has a rich political history which can be used to promote tourism internationally. The use of Nelson Mandela is a great example of how South Africa can showcase its political history. • A world renowned constitution. • South Africa plays a leading role in regional politics as well as in the rest of Africa.	• New visa regulations which is hampering international tourism growth in South Africa. Tourist arrivals from China is already down due to biometric visa regulations. • Refusal of entry of world icons like the Dalia Lama. • Increased protection of state-owned enterprises including the South African Airways.	• Instability in Northern Africa and the Middle East. • Weak current political leadership with corruption having a negative effect on South Africa's international image. • Political instability in neighbouring countries like Zimbabwe and more recently Lesotho.

3. Environmental factors	• South Africa has a great abundance of wildlife areas which is well-developed to welcome tourists i.e. Kruger National Park. • South Africa is fast becoming a leader in renewal energy development with various solar power plants becoming operational recently. • South Africa offers a diverse range of nature-based activities that includes bird watching, whale watching, and deep sea fishing and scuba-diving.	• Aging waste management infrastructure puts great strain on natural resources and leads to pollution of rivers and dams. • Provincial government structures work independently from national government structures. • Tourism has always taken priority in government but this is changing i.e. the visa regulations in terms of children travelling, which requires the presenting of an unabridged birth certificate.	• South Africa has the opportunity to improve national parks in terms of staff training and service delivery. • Good climate to attract more tourists.	• Malaria and other natural diseases are threatening tourism growth as can be seen with the recent Ebola outbreak in West Africa where international tourists cancelled their trips not considering the vast distances involved.
4. Marketing factors	• South Africa is well marketed in the main markets of Europe and the United States of America. • Local trade shows showcasing all the tourism products like Indaba.	• Packaging and selling of tourism products has a limited approach. • Lack of cohesive branding and marketing campaigns are not up to standard according to the international scale. • Limited information available for international tourists especially those from developing countries.	• Opportunity for South Africa to market itself to developing economies including Brazil, China and India but to name a few. • Development of a strategy to target key players in international tourism. • Opportunity to promote the country as a whole and not focus on certain well known destinations within the country.	• Extensive media coverage on the crime in South Africa internationally causes international tourists to reconsider. • Limited budgets for destination marketing internationally.
5. Transport and technological factors	• The newly built Gautrain in Johannesburg and Pretoria and express bus	• Limited internet speed can affect South Africa negatively however great improvements	• South Africa has a great opportunity to improve current public transport.	• The closure of Velvet Sky and the mismanagement of affordable airlines.

	services in Cape Town have made these cities more accessible to international tourists. • New budget airlines assisting with demand and access.	have been made in recent years. • Energy generation is still largely coal based which leads to a negative environmental impact. • Non existing public transport services in rural areas limiting tourism to the big cities. • South Africa must focus on the use of smartphones as 40% of travellers have a smart phone. • More and more trips are booked online mostly through online travel agencies and branded websites.	• Opening of new air routes to connect destinations within South Africa more easily. The opening of the Skukuza Airport is one such an example.	• Small incidents can quickly go “viral” and negative publicity spread easily through technology. • Viral tours may replace guided tours resulting in job losses: This can be seen in Amsterdam and Berlin where route maps with audio can be downloaded onto phones.
6. Economic factors	• South Africa has a favourable exchange rate. • South Africa plays a leading role in terms of business opportunities to the rest of Africa. • South Africa has a well-developed private tourism sector which help in creating job opportunities.	• Inflation counter acts any benefits gained from a good exchange rate. • Local tourists cannot afford to go to private game reserves and top hotels due to the price hike to accommodate the more affluent international tourist. • South African banks are hesitant to assist financially towards new tourism ventures and businesses.	• New linkages with regional counterpart can create opportunity for these countries in tourism and to also host foreign investors, journalists and other interested parties who require travel into other African countries. • It is important to tighten linkages between industry and the tourism sector.	• Recurring power shortages hamper economic growth leading to less investment into the country.
7. Social factors	• South Africa offers development and support for tourism skills with various courses on offer nationally.	• High level of crime in South Africa is a hindrance with recent statistics indicating an increase.	• Service quality can be improved through education and training which can lead to a rise in social welfare.	• Crime is still the biggest threat for international tourists. • The largest source markets for South African tourism are

		• South Africa's high levels of poverty and inequality. • Integration of local communities into tourism is not up to standard. • Ignorance of local communities to the benefit of tourism and the inability to educate themselves to take advantage of this. • Training and education cannot meet the current demand which leads to poor service delivery to international tourists.	• Tourism provides the opportunity to offset high unemployment within South Africa.	low-income nations which includes Lesotho, Zimbabwe and Mozambique.
8. Legislative and regulatory factors	• Strong environmental management legislative framework: South Africa National Environmental Management Act (NEMA), Inkomati Catchment Management Agency (ICMA) to name a few. • Strong investor protection with a strong banking and finance sector: relative economic stability.	• Agendas on environmental policies, climate response strategy and green economy are contradicting each other: current confusion on South Africa's economic path. • Numerous policies and authority levels add time and cost to investors and entrepreneurs i.e. tour operators are unhappy with the number of permits required for South African National Parks (SANParks). • Overregulation in terms of entrepreneurs. • Black economic empowerment laws are not suitably structured for Micro businesses.	• Tourism has the opportunity to contribute to environmental goals: the protection of environmental assets and the enhancement of air, water, land and sea quality levels. • South Africa must focus on tourism and recreation which can lead to opportunities for the provinces and the country.	• Competing land-use demands are all supported by some level of policy – integrated housing, industrial development and conservation areas are all supported on some level.

Source: Adapted from Du Plessis *et al.* (2015:7-11); SA Tourism (2011:106); BMI (2015:9; 2012:6; 2011:7; 2010:7); City of Cape Town (2013:157) and Du Plessis (2002:67)

Saayman and Du Plessis (2003:60), Du Plessis (2002:67) and BMI (2015:9; 2012:6; 2011:7; 2010:7) reveal that South Africa's dominant strength is in its scenic beauty, great wildlife, cultural diversity and internationally recognised local destinations which include Cape Town, Table Mountain and the Kruger National Park. Climate and good value for money are also ranked as very important strengths. Du Plessis (2002:71) also states that the most significant weakness is crime and the perceived level thereof. A limited approach to packaging and selling South Africa and the lack of proper cohesive destination marketing are among some of the weaknesses that South Africa as a tourism destination need to attend to. Opportunities open to South African tourism include job creation, sourcing new markets and improved marketing of South Africa as an international destination. The top threats identified were crime, recurring power shortages and corruption in government.

Further to the above mentioned SWOT analysis, in order to establish the reason for the current international tourists travelling to South Africa, the top international countries travelling to South Africa need to be explored. In that exploration, specific attention should be given to determine the reason for them choosing South Africa as destination. This will then be used for comparison with the Latin American tourist to verify any similarities.

3.3.2 OVERVIEW OF TOP INTERNATIONAL ARRIVALS TO SOUTH AFRICA

According to SA Tourism (2015:6), all international tourist arrivals to South Africa grew by 6.6% (587 671) in 2014 to reach 9 549 236 million tourists. This performance is above the global average which saw a 4.7% increase in tourist arrivals. As seen in Figure 3.3:

- Europe is still the main market source for international tourist arrivals with 1,365,472 tourists travelling to South Africa in 2014. This indicates a growth of 6.8% compared to that of 2013. Growth is evident despite Europe's overall slowdown in outbound travels due to poor economic performance and austerity measures.
- Arrivals from the Americas held constant with a slight increase of 0.3%. North America grew by 4% while Central and South America declined with -16.4% compared to 2013.
- Asia has shrunk with -16% arrivals totalling 269 634 arrivals in 2014. The major decline is from China including Hong Kong with -23.3% (25 195) down from 2013. South Korea was down by -23.9% (4033) followed by Thailand at -25.1% (2 026). Australasia grew by 3.2% with Australia and New Zealand growing by 3.5% and 2.6% respectively.
- The highest number of foreign tourist arrivals for South Africa derived from regional Africa with an 8.8% increase from 6 957 842 tourists in 2014 to 6 394 389 in 2013. This market was mainly driven by arrivals from Zimbabwe, Mozambique, Lesotho and Swaziland. Still, declines in tourist arrivals from African Air markets were evident. Tourists from these

markets contracted by -4.1% in 2014 to reach 374 575 tourist arrivals compared to the 390 621 arrivals in 2013.

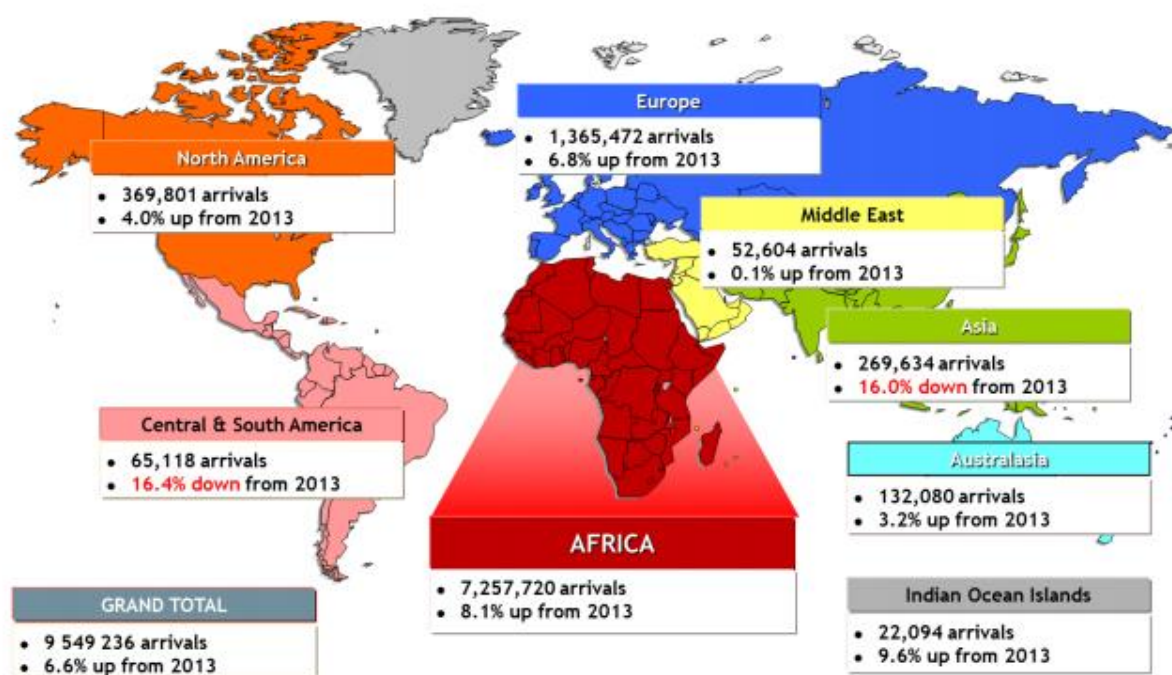


Figure 3.3: International tourist arrivals for 2014

Source: Adapted from SA Tourism (2015:6)

According to SA Tourism (2015:7), total foreign direct spent generate reached ZAR 64.2 billion with the average length of stay showing an increase from 8.48 nights in 2013 to 8.58 nights in 2014. Stats SA (2014:26) and as per Figure 3.4 indicate that the ten leading countries in 2014 were: The United Kingdom (UK), 401 914 or 17.8%; United States of America (USA), 309 255 or 13.7%; Germany, 274 571 or 12.2%; France, 131 502 or 5.8%; The Netherlands, 131 287 or 5.8%; Australia, 111 213 or 4.9%; India, 85 639 or 3.8%; China, 82 905 or 3.7%; Canada, 60 544 or 2.7% and Italy, 58 605 or 2.6%. In comparison to 2013 a decline was evident in most of the leading overseas countries except for The Netherlands. China had the highest decrease in tourist numbers (down with 45.1%) while The Netherlands increased by 8.7% compared to the previous year. Most of the above tourist arrivals indicated that they came to South Africa for holiday or recreational purposes.

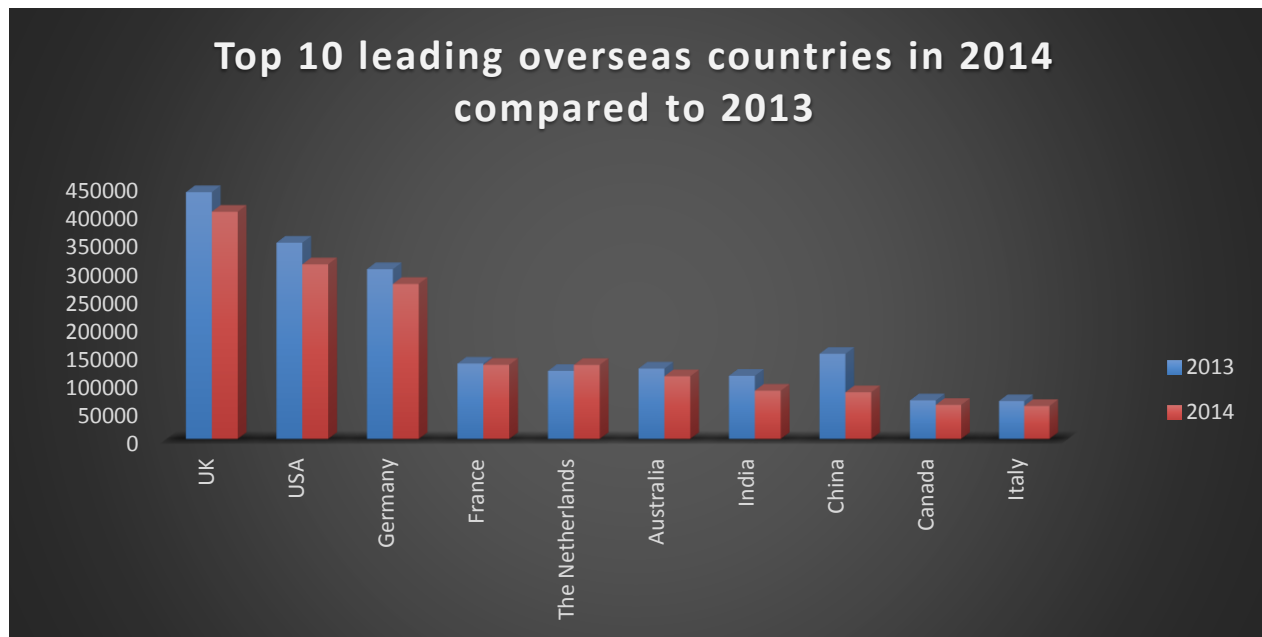


Figure 3.4: Top overseas tourist arrivals for 2014 and 2013

Source: Adapted from Statistics South Africa (2014:13)

Central and South America including Mexico (Latin America) have shown a decline in international arrivals to South Africa from 2013 to 2014 after growing in arrivals from 2012 to 2013 (SA Tourism, 2013:12). Nevertheless, very few studies have been done on the Latin American market and limited data have been gathered on the Latin American market with regard to their travel trends and motives. In the following section, the results of studies regarding the Latin American tourist market are discussed for a broader and deeper understanding of this niche market.

3.4 ANALYSIS OF THE LATIN AMERICAN REGION AND TRAVEL TRENDS

Data gathered from STATS SA (2013:14) shows a basic picture of the Latin American market. Table 3.4 and as well as the STATS SA report of November 2013, which was compared to the same release of November 2012 and November 2011, reveal that Latin American tourists' motives to visit South Africa was primarily for holiday purpose and secondary for transit reasons. There was also continuous growth in travelling to South Africa from Latin America from 2011 to 2013 with a sharp decline in 2014 (SA Tourism, 2015:6). Other than these statistics, not much is known on the travel motives of the Latin American tourists choosing to travel to South Africa.

Table 3.2: Breakdown of Latin American tourist arrivals from 2011 to 2013

Country of residence				Purpose of visit							
	Arrival November			Business		Holiday		Study		Transit	
	2011	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Central and South America	7900	9715	10721	170	228	5414	5713	21	21	4110	4759
Argentina	1136	1270	1452	21	28	78	878	0	0	464	546
Brazil	4864	6528	7067	83	71	3310	3476	14	8	3121	3512
Peru	180	266	356	1	38	185	261	1	2	79	55
Other	1720	1651	1846	65	91	1134	1098	6	11	446	646

Source: Adapted from Statistics South Africa P0351 (2012:13; 2013:14)

According to the ITB World Travel Trends Report for 2013/2014, South America has continued to grow in tourist arrivals and has outpaced North America once again. Brazil with their love of short shopping trips is one of the key factors behind this growth. In the first eight months of 2013, the number of international trips that Latin Americans take, have increased to 6% over those of 2012. Holidays were the main reason for the surge in international travel which increased by 9% with tours (13%), city trips (6%) and beach holidays (4%) also growing. Although the South American outbound market slowed down it still managed to grow by 5%. This was partly due to the hosting of the football World Cup in Brazil (ITB WTTR, 2014/2015). Further data on the Latin American market, and especially their travel motives to Africa, is very limited and further research on the market is encouraged. In the following sub-sections the Latin American region is discussed, defined and key tourist data outlined.

3.4.1 DEFINING THE LATIN AMERICAN REGION

Latin America is defined by the “*areas of America whose official languages are Spanish and Portuguese, derived from Latin: South America, Central America, Mexico and certain islands in the Caribbean*” (Collins English dictionary, 2012). Figure 3.5 outlines this region.



Map 3.1: Latin American Region

Source: Adapted from the United Nations (2010)

According to the World Bank (2013:115) Brazil is the region's biggest economy and good barometer of the regions health. As there are limited tourist data of other countries in the region, for the purpose of this study, key tourist data for travelling from Brazil to Europe will be discussed in order to establish a common denominator for the region.

3.4.2 KEY TOURIST DATA FROM BRAZIL

The UNWTO (2013:viii) reports on a study on outbound travel to Europe where it was found that Brazil is the main source market from the South American region. Also evident, is that the country has progressed from the 29th position in the world rankings to the 12th position in 2012 with a total expenditure of 17,000 million Euros in 2012. In 2012, the Brazilian market generated a total of 8.6 million foreign tourists and out of this figure, 2.7 million travelled within the South American region, while 5.9 million (68.9%) travelled to long haul destinations. Brazil is emerging as one of the most promising markets in the luxury segment with growth driven by the increase of millionaires within the country with more disposable income. Given the major economic indicators for these markets further outbound growth is set to continue. Certain differences exist between South American countries, but the UNWTO (2013:19) confirms also a number of similarities. Outlined in Table 3.5 and according to the UNWTO (2013:19), the Latin American tourists' profile to Europe can be summarised as follows:

Table 3.3: Profile of Latin American tourists' to Europe

Market characteristics	• International travel is increasing due to a growing middle class with more disposable income. • Products aimed at the middle class are also attracting higher sales and this represents enormous potential for international tourism.
Information source	• Primary source of information is word-of-mouth, especially recommendations from family and friends. • Travel agencies and tour operators continue to remain good sources of information. • Online sales have increased and information over social networks gained credibility. • Travel agencies have been focussing more on online sales.
Traveller motivation	• Primary reason for travel was for leisure and holidays although interests for long-haul travellers are often varied and diverse. • Shopping was a main factor for attracting Latin American tourists to city destinations. • For the more affluent Latin American traveller the focus shifts more toward a strong emotional and experiential tourism.

	• Main expenses incurred from activities whom included sightseeing, entertainment, shopping and food.
How are travel arrangements made	• More travellers made independent travel arrangements. Nevertheless, travel agents remained a key factor in the decision-making process.
Major travel seasons and length of stay	• Majority of international travel takes place from December to January and July. • Average length of stay varies between 14 and 17 days.
Consumer type	• International Latin American tourists are often from the middle to higher social class with good economic statuses as well as a good economic background. • International travellers are between the age bracket of 30-50 as well as 50-65.
Products in demand	• All accommodation, air transport and other logistics are arranged prior to their trip however once at the destination, cruises and tours to name a few will be booked directly.

Source: Adapted from UNWTO (2013:19)

It is evident that limited data is available on the profile and motivation of Latin American tourists travelling to Africa and in particular South Africa apart from the general statistics of Statistics South Africa. Further study on this subject is thus recommended and vital in understanding the market, especially with the goal to tap into the market. Wilderness Safaris' main source markets include the developed economies of USA, Europe and Australasia. The following section outlines these main source markets in order to determine whether any similarities can be found.

3.5 ANALYSIS ON WILDERNESS SAFARIS' MAIN MARKETS

The Jao concession was analysed by Carli Flemmer in 2014 for an internal report to Wilderness Safaris and certain market trends and industry challenges were identified as recorded for the last thirteen years. Wilderness Safaris has furthermore identified three events which had a major impact on tourism trends:

- The attack on the World Trade centres in New York on 11 September 2001 had an immediate effect on international travel. There was a detrimental effect on Wilderness Safaris' source key markets, but especially from the USA. After the event, travel to Africa showed a dramatic slowdown however, over time the market rebounded. There were

various reasons for this recovering of which included the USA culture of defiance and progression. Also, the desire for multi-generational travel whereby parents travelled to experience the world not only with their children but also with their own parents.

- Overpaid salaries and bonuses to the financial sector between 2003 and 2008 which lead to the 'financial boom'. The extravagance in consumerism and materialism has led to the demand for luxury products which included high fashion items, opulent houses and lifestyles of which included regular high-cost travel to the international and exotic destination of South-East Asia, Africa and South America. With the demand for higher levels of luxury, there was also an increase in prices to supply the increase in demand.
- The global financial crisis starting in late 2008 which was mainly due to the unsustainable practices of the 'financial boom'. This was immediately felt by the high-end destinations as the demand all but dried up. The impact was mostly felt in the high-end lodges where tourists with sustained wealth were not willing to be perceived as ostentatious by their peers. Those who suffered losses were no longer able to afford the costs. This has led to aggressive price negotiations for high-end lodges and higher demand for more affordable camps and lodges. Tourists refused to pay the increases featured in the previous seasons and have started to demand more for less. As a result, this caused huge cost pressure on the high-end luxury operators.

Furthermore and as mentioned in the internal report by Flemmer (2014), the following sections discusses the current trends and challenges that the high end eco-tourism industry in Africa has to face:

3.5.1 Trends in the high-end tourism industry in Africa according to Wilderness Safaris

- There is a growing interest in more exotic, unusual destinations and experiences with the increase in long-haul travel.
- Responsible tourism has seen growth in popularity. Ecotourism is claimed to be the fastest-growing segment of the tourism industry. Yet, Wilderness Safaris has not found any statistical evidence to support this statement. It is however clear that the developed world is growing more aware of their impact on the planet which also extends to their travel choices.
- Consumers are demanding more authenticity in their travels. The consumers are seeking authentic and original experiences outside of their own culture with intact ecosystems which have largely ceased to exist in their own countries. This demand is rooted in opposition to the extravagance and consumerism caused by the 'financial boom'. This has resulted in a more modest approach to luxury tourism with consumers seeking meaning in by-product legacy and leisure experience.

- Consumers are more educated and sophisticated than ever as a result of a more connected world in which information is more easily obtainable. Wilderness Safaris identified that consumers are more educated on 1) what is available; 2) what they want to experience; and 3) what they believe are owed in return for their money spent. Consumers are also able to increasingly differentiate between authentic and contrived experiences as a result of more developed niche markets.

3.5.2 Challenges in the high-end tourism industry in Africa according to Wilderness Safaris

- Instability of prices as Wilderness Safaris advises that pressure on price remains a reality but by linking the price closer to the demand that they are able to reduce this volatility.
- Consumers demand more clarity from Wilderness Safaris and this has put the company under pressure to simplify its offer to the trade.
- Value for money has grown drastically on the heels of the financial crisis and consumers want more for less. Consumers are increasingly shopping around to get the best price for the experience they want. Wilderness Safaris increasingly need to position each of their products correctly and must ensure that they remain up to standard in order to justify the asking price.
- Increases from a cost-base perspective of which includes exchange rate fluctuations, increasing oil prices and the slow recovery in key European markets but to mention a few all lead to pressure in profitability of the industry and its attractiveness for investment opportunities.
- Public trust in good governance and corporate business has declined since the start of the global recession especially in the financial sector. Wilderness Safaris has observed this as a trend that will extend to all businesses and Wilderness Safaris have already acted proactively on this trend through being more transparent, corporate governance and the company's measurability and positive impact on the planet and society.

As Wilderness Safaris does not sell directly to the consumer it relies largely on trade partners in the various source markets for the company's overall revenue. Wilderness Safaris has always had the approach of building relationships to drive their business model, which they classify as "business to businesses". As an example and for the purposes of this study the Jao concession in Botswana, which Wilderness Safaris has managed and marketed over the last 15 years, will be discussed to give an indication of the broader market in which Wilderness Safaris relies on. As seen in Figure 3.5, tour operators contribute to the largest contribution to bed-nights comes from tour operator based in source markets. The second largest contributor is the inbound market which includes trade partners in southern Africa and in particular South

Africa and Botswana who also work with various international and local consumers. The remainder of business is driven through other various channels such as:

- Wilderness Explorations who operates a series of scheduled departures with set itineraries;
- Direct bookings with local Southern African Development Community (SADC) special rates on short notice to encourage local consumers to experience Wilderness Safaris products and services but also to brand awareness among consumers in southern Africa;
- Virtuoso which is a luxury high-end travel consortium based on the Americas and Australia;
- Wilderness Safaris itself whereby bed nights are booked by the company's in-house marketing team to host media, travel trade and other stakeholders
- Wilderness Safaris Resident Programme which offers last-minute deals to a select few consumers who are signed members, entitling them to receive highly reduced rates.

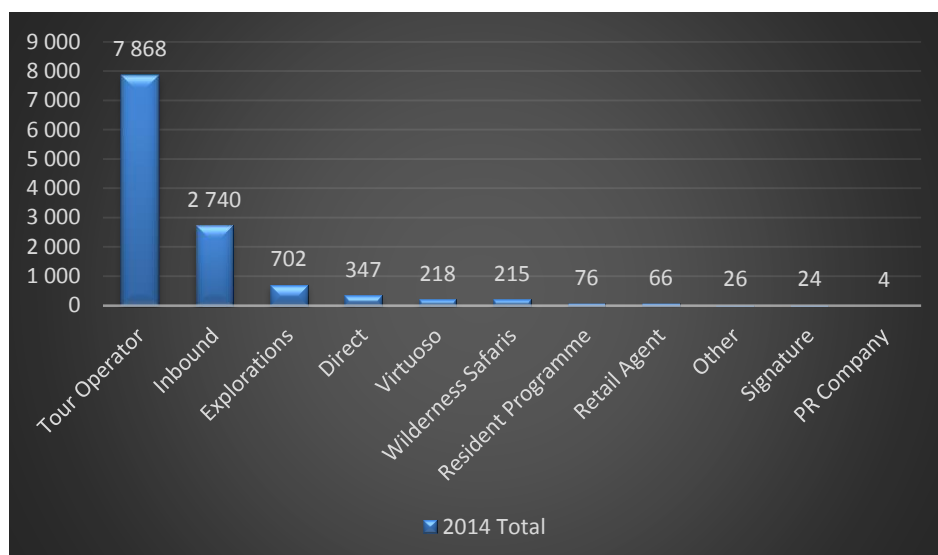


Figure 3.5: Breakdown of bed night contribution to Jao from February 2013 to January 2014

Source: Adapted from Wilderness Safaris (2014)

As mentioned, since Wilderness Safaris does not sell directly to the consumer the company has limited data available and can only provide a more simplistic view of their consumer limited to their nationality. For the purpose of this study the Jao concession will be used as an example again to give a general overview on the Wilderness Safaris consumer as indicated in Figure 3.6. This largely correlates with the tour operator contribution with consumers from the USA (48%) making up the majority of the market. Consumers from Germany (10%), United Kingdom (7%), South Africa (6%), Switzerland (6%), Australia and New Zealand (5%), other European countries (5%) and Canada (3%), together make up the rest of the consumers who

visited the Jao concession. Other important nationalities include those from France, Belgium, Latin America, Netherlands, Italy, Botswana, Japan and other southern African countries.

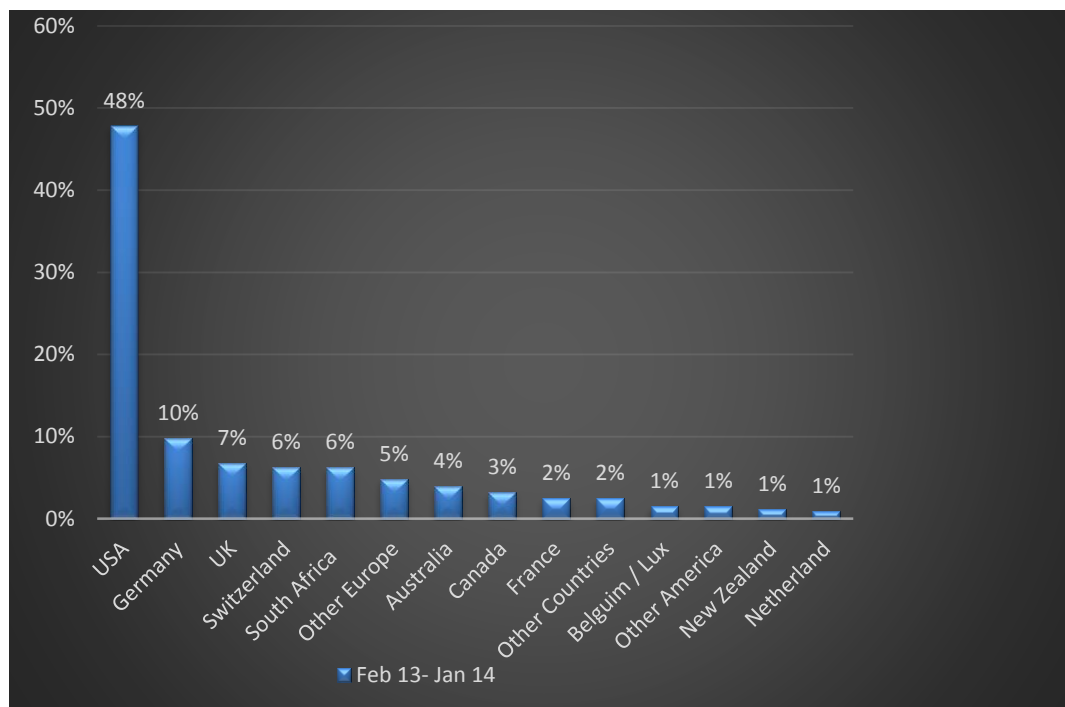


Figure 3.6: Consumer nationalities visiting the Jao concession from February 2013 to January 2014

Source: Adapted from Wilderness Safaris (2014)

In an interview with Tourism Update digi-mag (2014) Chris Roche, Chief Marketing Officer at Wilderness Safaris state that travellers are looking for experiences that expose them to cultures and landscapes that they would not normally experience at home. “Travellers increasingly want to understand local lifestyles and get real sense of what life is like for people in the destinations they visit”. Chris Roche also stated to Tourism Update digi-mag (2014) that a one-size fits all approach is not attractive to the experiential traveller. This correlates with the study done by UNWTO (2013:19) where the more affluent Latin American tourists are looking for more experiential travel.

3.6 CONCLUSION

As international tourism continues to grow worldwide (UNWTO, 2015:5) arrivals from the top ten overseas destinations to South Africa showed a decline in 2014. In order for South Africa to be more competitive internationally a SWOT analysis is necessary and according to Saayman and Du Plessis (2003:60), Du Plessis (2002:67) and BMI (2015:9; 2012:6; 2011:7; 2010:7) South Africa’s strengths among others include its scenic beauty, wildlife and cultural diversity. Crime and corruption with the perceived level thereof was the greatest weakness as well as greatest threat. South Africa has great opportunity to create more jobs in the tourism

sector as well as to source new markets and improve marketing it as an international destination. In order to promote South Africa to new source markets of which Latin America was identified as one is to understand these markets better. According to UNWTO (2013:19) some characteristics on the Latin American market include that their main source of information is word-of-mouth with travel agencies and tour operators still playing a major role in their travel decision. Latin American tourists mainly make their travel arrangements independently with their main travel seasons from December to January and July. International travellers from Latin America are often well educated originating from good middle class families with a good economic background. However, further to the above mentioned research on Latin American tourists limited data is available on their profile and motives for travel to South Africa. Discussed in the following chapter will be the results from the surveys completed in order to determine the tourist profile and travel motives from the Latin American region to South Africa.

CHAPTER 4: AN ASSESSMENT ON THE PROFILE AND MOTIVATION OF LATIN AMERICAN TOURISTS THAT TRAVEL TO SOUTH AFRICA AND WILDERNESS SAFARIS

4.1 INTRODUCTION

Tustin, Martin, Van Wyk and Lighthelm (2005:5) refer to marketing as the task of creating, promoting and delivering services and goods to the consumer while markets are responsible for marketing demand. Marketers according to Tustin *et al.* (2005:5) are immersed in ten types of entities namely goods, services, experiences, events, people, places, properties, organisations, information and ideas. In order for marketers to make the correct decision, management must have the correct information in good time. Marketing research is the central channel for obtaining the said information. Tustin *et al.* (2005:7) define marketing research as *“the systematic and objective collection, analysis and interpretation of information for decision making on marketing problems of all kinds by recognised, scientific methods”*. The role of a marketing researcher is essentially to develop a plan with an outlined set of goals through harnessing a group of uncontrollable and controllable factors in order to satisfy the target market's needs and preferences and achieve what was envisaged (Tustin *et al.*, 2005:9). This is commonly known as a research plan. Jansen (2010:2) says research is defined as finding workable resolutions to issues within in a business and/or other scenarios.

The aim of this chapter is to discuss the research method as well as the results of the survey. Data was gathered through an online questionnaire link sent out to the tour operators throughout Latin America of which Wilderness Safaris has partnerships with. The questionnaire was designed in Adobe® FormsCentral. These respective tour operators were then requested to send the online questionnaire link to their customers whom have travelled or are planning to travel to South Africa and/or Wilderness Safaris. The questionnaires were translated from English into Spanish and Portuguese so that respondents could complete it in their language of preference. Using Krejcie and Morgan's (1970:608) formula as outlined in Chapter 1, it was determined that a minimum of 152 questionnaires were needed in order for this research to be valid. This number was increased to 200 questionnaires of which 195 questionnaires were completed and returned; thereby validating the sample. The data was exported to Microsoft® Excel® and analysed through using SPSS Version 22. Descriptive statistics were used to identify the demographics profile of the Latin American tourists while factor analyses were performed to determine the tourists' motives for travelling to South Africa

and choosing Wilderness Safaris as a tour operator. *t*-tests, ANOVAs as well as Spearman's Rank Order Correlations along with effect sizes were employed to determine whether differences exist in terms of the markets' socio-demographic and behavioural characteristics. The results are discussed and explained in the following section.

4.2 RESULTS OF THE DESCRIPTIVE INFORMATION

In the following subsection the profile of the Latin American tourists will be discussed.

4.2.1 Language group

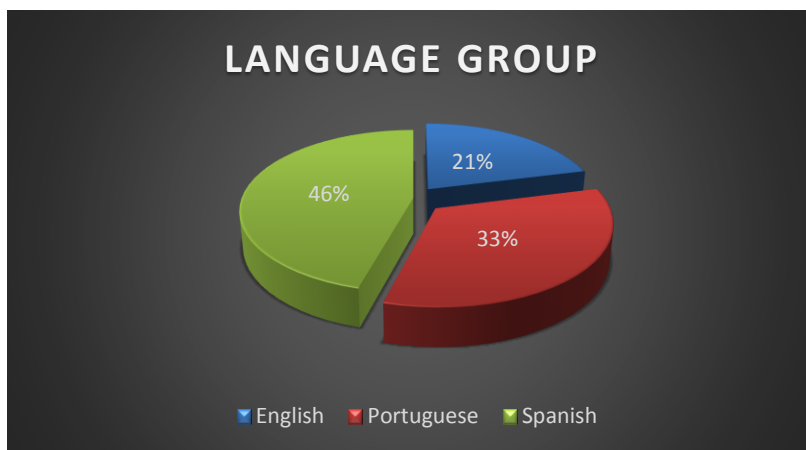


Figure 4.1: Language group

Questionnaires were translated from English into Spanish and Portuguese for respondents to choose their language of preference as well as to ease the process of completing the survey. As indicated in Figure 4.1, of the total surveys received 46% were completed in Spanish followed by 33% in Portuguese and 21% in English.

4.2.2 Gender

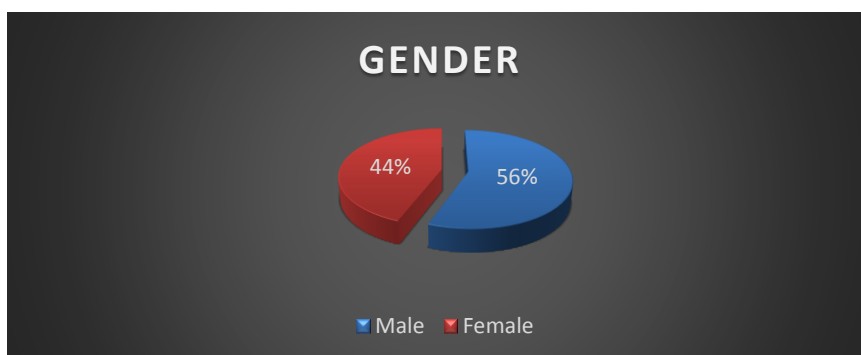


Figure 4.2: Gender

Figure 4.2 indicates a total of 56% of respondents as male and 44% female.

4.2.3 Age

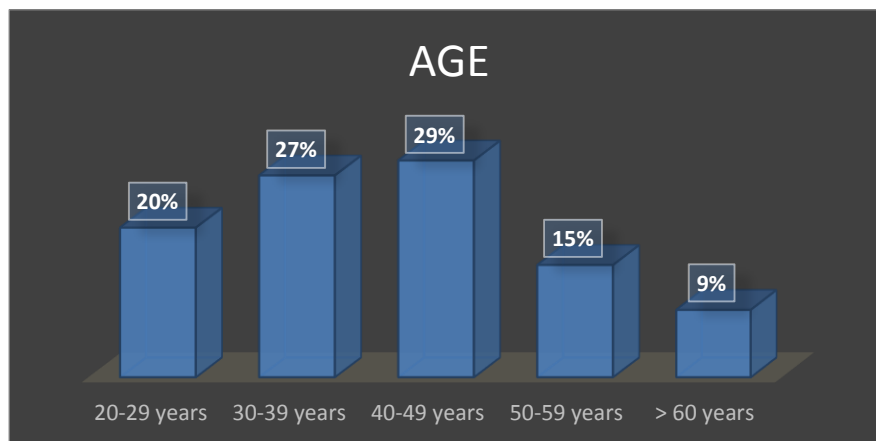


Figure 4.3: Age

As indicated in Figure 4.3 the majority of respondents were aged between 40 and 49 at 29%. This was then followed by respondents aged 30-39 at 27%, 20-29 at 20% and 50-59 at 15%. Respondents aged 60 and older accounted for 9% of the respondents. The average age amongst respondents was 44 years. This correlates with the UNWTO (World Tourism Organisation) (2013:19) report indicating that international travellers from Latin America are between the ages 30 and 50 years.

4.2.4 Home language

The most respondents reported Portuguese as their home language (56% of all respondents). This was followed by Spanish at 34% and English at 10%. These results are consistent with the main languages in Latin America being Spanish and Portuguese (Oxford Dictionary, 2005:513) but does differ from the language groups in which the surveys were sent out. Contributions to the differences came from correspondents completing questionnaires in a language they preferred which differed from their home language.

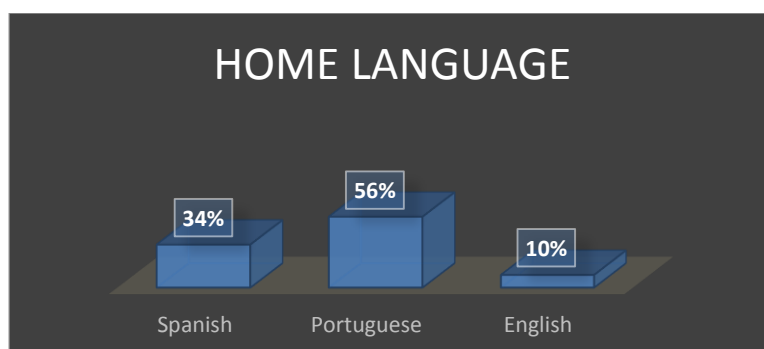


Figure 4.4: Home language

4.2.5 Marital status

As seen in Figure 4.5 the majority of respondents reported their marital status to be in a relationship (64%). This was followed by respondents reporting to be single (14%), divorced at 9%, living together at 7% and married at 6%.

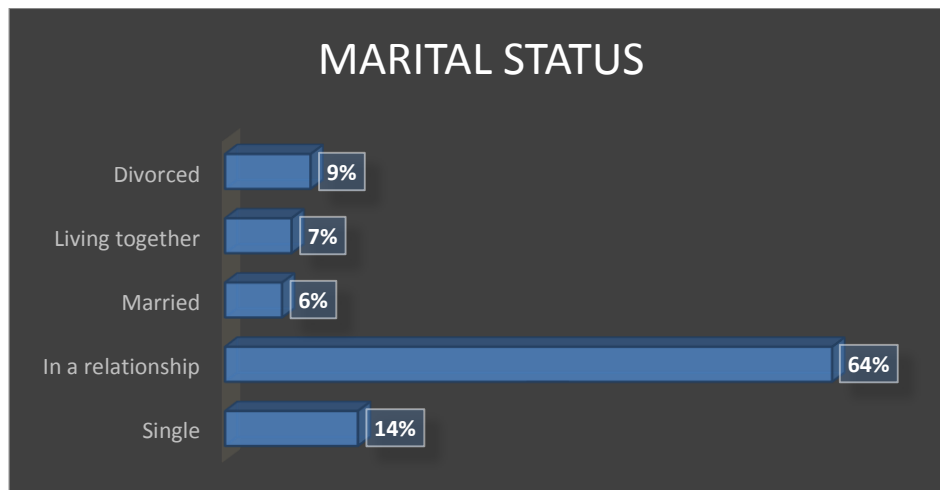


Figure 4.5: Marital status

4.2.6 Country of residence

Figure 4.6 reveals that the majority of respondents lived in Brazil (38% of the total). This was followed by respondents living in Argentina at 16%. Respondents from Peru, Chile and Mexico shared 12% of the total respectively. Eight percent (8%) of respondents lived in Guatemala and 1% in Colombia and Venezuela respectively. These results correlate with the World Bank (2013:115) as well as UNWTO (2013:viii) indicating that Brazil is the region's biggest economy. Brazil is also the main outbound market in the Latin American region.

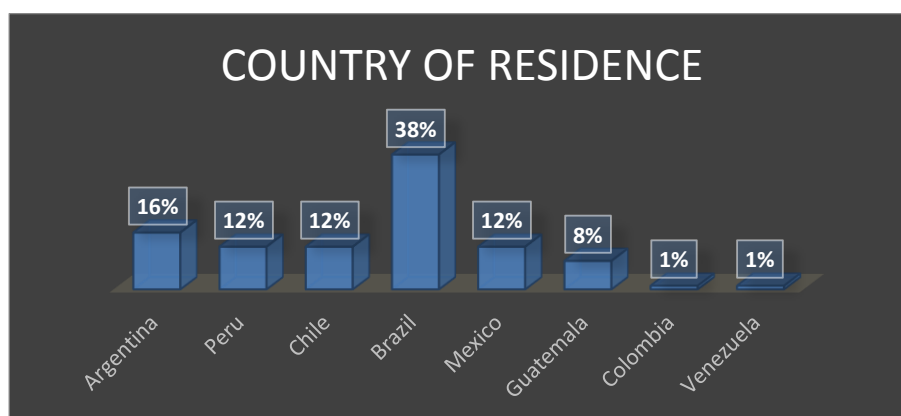


Figure 4.6: Country of residence

4.2.7 Level of education

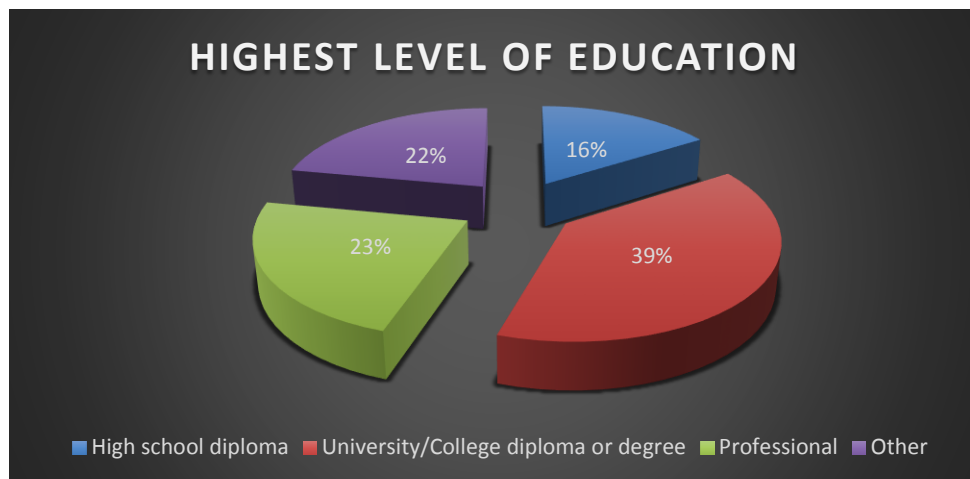


Figure 4.7: Level of education

As indicated in Figure 4.7 thirty nine percent (39%) of respondents reported to have a college or university degree followed by 23% of respondents having a professional qualification. All respondents have formal education with 22% reported to have other qualifications of which included certificates in various fields of study. Sixteen percent (16%) of respondents reported to have high school diplomas as their highest education level. These results correlate with the statistics of UNWTO (2013:19) which confirms that Latin American tourists were highly qualified individuals with more disposable income.

4.2.8 Travel decision time period

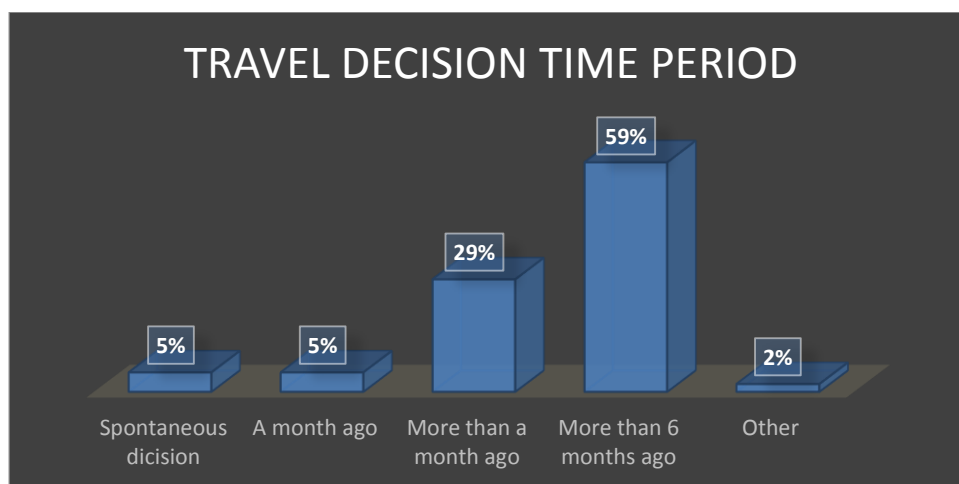


Figure 4.8: Travel decision time period

Figure 4.8 indicates how far in advance the Latin American tourists decided to make their travel arrangements. The majority of respondents (59%) reported they decided to travel six or more months ago. This was followed by 29% who indicated that they decided to travel more than a

month ago. A mere five percent (5%) of respondents indicated that it was a spontaneous decision. Also, only 5% of respondents indicated that they decided to travel a month in advance. These results correlate with UNWTO (2013:19) which indicates that the majority of travel takes place from December to January and during July leading to travel to be arranged well in advance.

4.2.9 Main initiators for travelling to South Africa

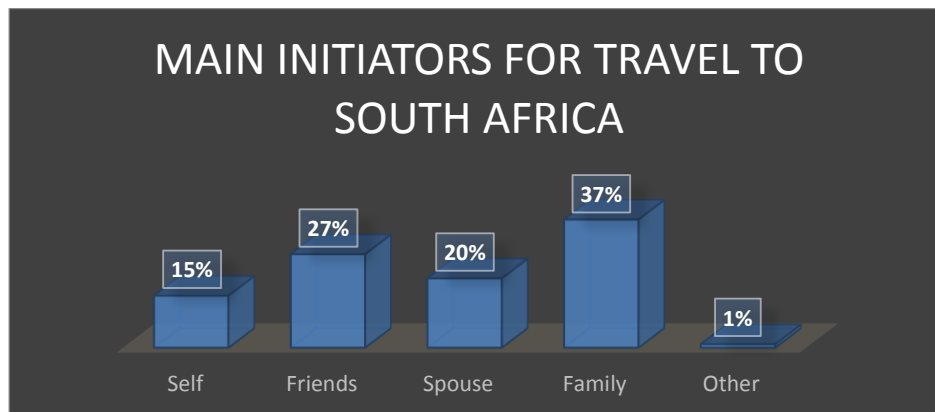


Figure 4.9: Main initiators for travel to South Africa

Figure 4.9 indicates the main initiating factor for Latin American tourists to travel to South Africa. Quite a number of respondents (37%) reported that family was the main initiator for traveling to South Africa. This was followed by friends at 27%, a spouse at 20% and self at 15%. These results correlate with UNWTO (2013:19) whereby family is indicated as the main source of information.

4.2.10 Previous visits during the last four years

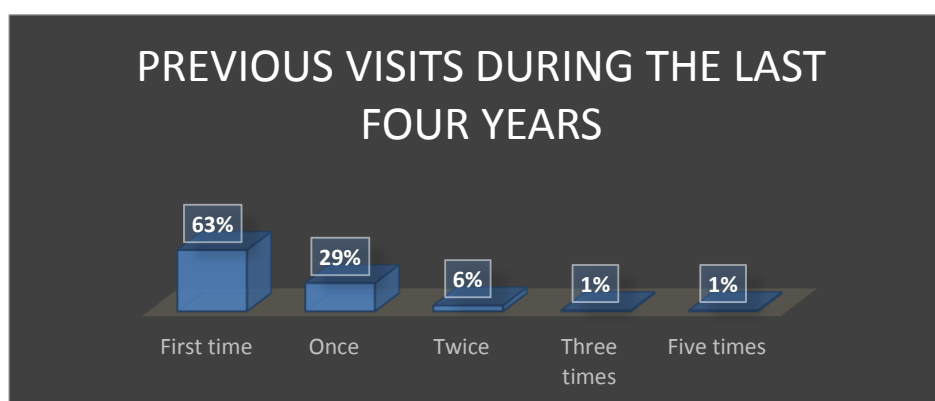


Figure 4.10: Previous visits during the last four years

As indicated in Figure 4.10 the majority of respondents (63%) indicated that this was or will be their first trip to South Africa. Only 29% indicated that they have been to South Africa once

before. Only a very few respondents (6%) have travelled to South Africa twice before and 1% of respondents travelled to South Africa three and five times respectively.

4.2.11 Duration of the most recent trip to South Africa



Figure 4.11: Duration of the most recent trip to South Africa

Figure 4.11 indicates the duration of the last trip to South Africa and correlates with Figure 4.10 which shows that most respondents were first time visitors to South Africa. The majority of respondents (61%) indicated that they have not had a previous trip to South Africa. Few respondents (8%) are returning travellers (and confirmed to have stayed seven nights, followed by 7% indicating to have stayed six nights and 6% having stayed five nights). A little more respondents (14%) confirmed an overnight period of eight or more nights in South Africa during their last trip. Of the respondents who have visited South Africa previously, there was a correlation between these results and UNWTO (2013:19) whereby an average stay of eight nights or more per trip was indicated.

4.2.12 Number of people travelling in a group

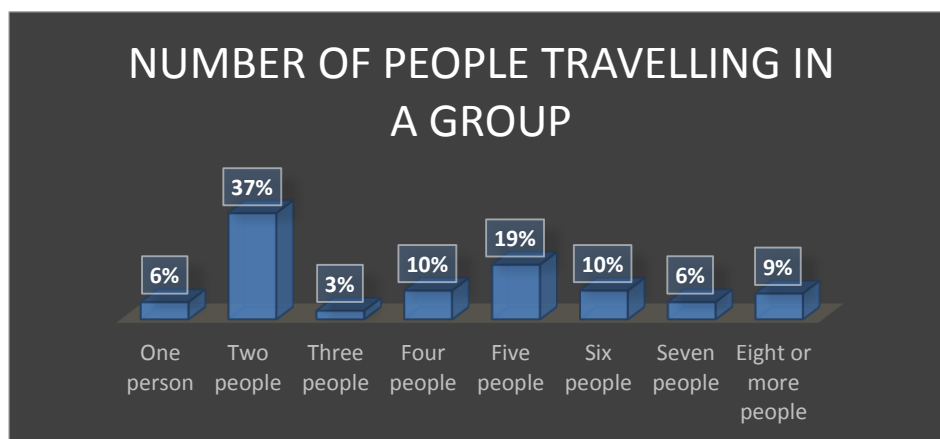


Figure 4.12: Number of people travelling in a group

In Figure 4.12 the number of people travelling in a group is indicated with 37% of respondents indicated that they were only two people in their travelling party. This was followed by some respondents (19%) indicating to be a traveling group of five people and the minority of respondents (10%) reported to travel in a group of four. On average the Latin American tourists travel in groups of four people.

4.2.13 Number of people paying for in a group

Table 4.1: Number of people paying for in a group

Number of people	Percentage
None	14%
One person	23%
Two people	45%
Three people	1%
Four people	3%
Five people	8%
Six or more people	6%

As indicated in Table 4.1 the majority of respondents (45%) were responsible to pay for two people on their trip. This was followed by 23% of respondents paying for themselves. Only 14% of respondents indicated that they were not responsible for paying for their trip which is an indication that they were part of a group or might be the spouse or partner of the person responsible for paying the trip. On average Latin American tourists paid for two people per trip.

4.2.14 Children or family accompanying on trip

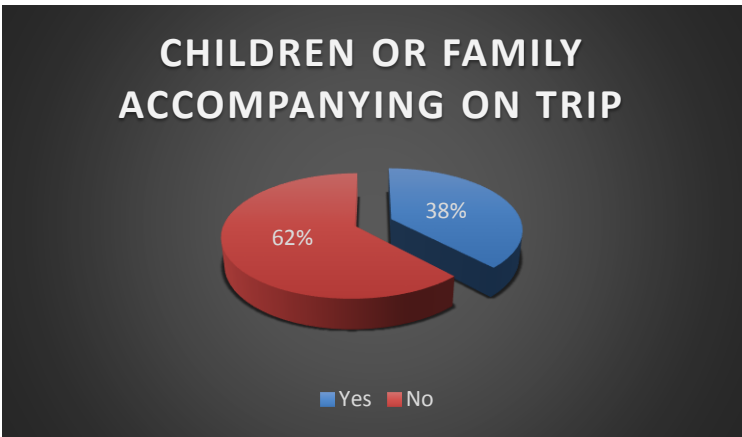


Figure 4.13: Children or family accompanying on trip

Indicated in Figure 4.13 is whether children or family accompanied or will accompany the respondent on their visit to South Africa. Sixty two percent (62%) of respondents indicated that their children or family will not or have not accompanied them on their trip while 38% indicated otherwise.

4.2.15 Average spending

As indicated in Table 4.2 respondents on average spend USD 18 762.64 (approximately ZAR 288 760 based on current exchange rates) per trip. The highest spend among respondents were on return flights to/from South Africa. This accounted for USD 8 317.14 (approximately ZAR 128 002) of the average total. Accommodation accounted for USD 6 568.54 of the total spend followed by food at USD 1 102.00 and clothes and footwear at USD 817.28. Beverages accounted for USD 798.07 of the total. Further spending was for ground transport in South Africa at USD 474.29 and souvenirs and jewellery at USD 464.96 of the total spend. Visas accounted for the least amount spend at USD 220.36. The reason for this is that most Latin American countries do not need visas to visit South Africa and might have needed to acquire visas for other countries on their trip. These results correlate with UNWTO (2013:19) whereby it states that Latin American tourists originate from good income middle class families.

Table 4.2: Average spend per trip

Service	Average spend in US\$		Average spend in ZAR	
Accommodation	\$	6 568.54	R	101 091.07
Food	\$	1 102.00	R	16 959.99
Beverages	\$	798.07	R	12 282.45
Clothes and footwear	\$	817.28	R	12 578.09
Return flights to South Africa	\$	8 317.14	R	128 002.36
Road transport (Ground travel in South Africa)	\$	474.29	R	7 299.41
Souvenirs and jewellery	\$	464.96	R	7 155.82
Visas	\$	220.36	R	3 391.38
Total	\$	18 762.64	R	288 760.58

4.2.16 South African provinces visited or intended to visit

As indicated in Table 4.3 is the Western Cape at the top of the Latin American tourists' itineraries with 92% of respondents indicating that they have or are planning to visit this province when travelling to South Africa. The second highest choice of respondents (91%) is

Gauteng, then Mpumalanga with 86% respondents confirming their intention to visit the province. The Free State province was the least popular province with no respondent ever visited or planning to visit the province. This gives indication that South Africa must focus on promoting the country as a whole and not just those certain provinces that hold the most popular attractions.

Table 4.3: South African provinces visited or intended to visit

Province	Yes	No
Western Cape	92%	8%
Eastern Cape	29%	71%
Northern Cape	2%	98%
Free State	0%	100%
Kwa-Zulu Natal	36%	64%
Mpumalanga	86%	14%
Limpopo	50%	50%
Gauteng	91%	9%
North West	47%	53%

4.2.17 African countries visited or intended to visit

Respondents visited or intended to visit South Africa the most out of all the Southern African countries with 93% of respondents indicating that they have travelled or intended to travel to the country on their trip (Table 4.4). Botswana was also indicated as a preferred destination with 74% followed by Mozambique at 55% and Namibia at 50%. Respondents indicated that they have travelled or are planning to travel to Zambia (49%) and Zimbabwe (25%) as well. The lesser known countries were not on the respondents' travel list with Malawi at 5%, Lesotho at 2% and Swaziland at 1%. East African countries of which included Kenya, Tanzania, Uganda and Rwanda were among the other countries mentioned at 5% along with the island nations of Seychelles and Mauritius.

Table 4.4: African countries visited or intended to visit

Country	Yes	No
Botswana	74%	26%
Malawi	5%	95%
Mozambique	55%	45%
Namibia	50%	50%
South Africa	93%	7%
Zambia	49%	51%
Zimbabwe	25%	75%
Lesotho	2%	98%

Swaziland	1%	99%
Other	5%	95%

4.2.18 Other destinations considered apart from South Africa

As indicated in Table 4.5 the top destinations considered apart from South Africa included Europe with 50% of respondents indicating that they considered travelling to Europe as alternative to South Africa. The second highest rating was for Asia and Australia and the Pacific island nations with 47% respondents choosing these regions as alternative destinations, respectively. Forty percent (40%) of respondents indicated that they considered North America as an alternative destination. Central and South America had the lowest consideration with a mere 34% respondents opting for this region.

Table 4.5: Other destinations considered apart from South Africa

Destination	Yes	No
North America	40%	60%
Central and South America	34%	66%
Europe	50%	50%
Asia	47%	53%
Australia and Pacific islands	47%	53%
Other	2%	98%

4.2.19 Destinations previously visited

As indicated in Table 4.6 other destinations previously visited by Latin American tourists included Central and South America at 80%. Seventy one percent (71%) of respondents have travelled to Europe and 64% to North America. Australia and the pacific island nations have been visited by 57% of respondents followed by Asia at 55%. Other destinations (7%) mentioned by respondents included Antarctica.

Table 4.6: Destinations previously visited

Destination	Yes	No
North America	64%	36%
Central and South America	80%	20%
Europe	71%	29%
Asia	55%	45%
Australia and Pacific islands	57%	43%
Other	7%	93%

4.2.20 Annual travel frequency

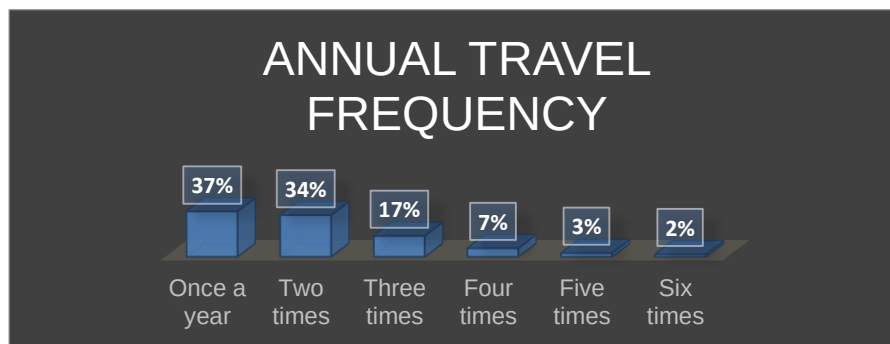


Figure 4.14: Annual travel frequency

Thirty seven percent (37%) of respondents only travelled once a year (Figure 4.14). This is followed by twice yearly at 34% and three times a year with 17%. Tourists who travel four times a year account for 7% and 3% of respondents travel five times a year and 2% travel six times a year. These results correlate with UNWTO (2013:19) where it is stated that the main travel months are from December to January and July indicating that the majority of Latin American tourists will either travel once or twice during a year.

4.2.21 Package type

Table 4.7 indicated whether the respondents chose a set package already set out by a tour operator or whether they designed their own package. Results were more or less evenly matched with 48% of respondents choosing an already existing package and 52% opting to tailor make their own package. These results correlate with UNWTO (2013:19) which indicate that Latin American tourists are mostly individual travellers.

Table 4.7: Package type

Package type	Yes	No
Packaged	48%	52%
Non-packaged	52%	48%

4.2.22 Holiday type

As indicated in Table 4.8 ninety nine percent (99%) of respondents reported Safari as their primary holiday type to South Africa. This was followed by beach holidays at 78% and cultural holidays at 77%. Honeymoon holidays accounted for 22% of respondents travelling or planning to travel to South Africa. Sport and activity holidays and travel for festival and events were indicated as the least popular at 19% and 10% respectively. Other holiday types respondents indicated were anniversaries as well as visiting family and friends. Respondents

seem to be motivated by various types of holidays and combine the different types during their trip.

Table 4.8: Holiday type

Holiday type	Yes	No
Safari	99%	1%
Cultural	77%	23%
Beach	78%	22%
Sport and activity	19%	81%
Festivals and events	10%	90%
Honeymoon	21%	79%
Other	3%	97%

4.2.23 Accommodation type

Table 4.9: Accommodation type

Accommodation type	Yes	No
Hotel, motel, resort or lodge	100%	0%
Backpacker / Youth hostel	5%	95%
Rented house / Apartment	33%	67%
House of friend or relative	7%	93%
Bed and Breakfast / Guesthouse	50%	50%
Other	1%	99%

As indicated in Table 4.9 all respondents reported to have stayed or to be willing to stay in a hotel, motel, resort or lodge (100%) during their trip. The second highest accommodation type that respondents will use is Bed and Breakfast accommodation or Guesthouses (50%). Some respondents (33%) used or are going to use rented houses or apartments. The least favourite accommodation type to be used is the backpackers or youth hostels and houses of relatives with 5% respondents and 7% respondents opting for those types of accommodation, respectively. Other accommodation types (1%) indicated by respondents were motorhomes and camping. It is clear that respondents combined various types of accommodation during their trip.

4.2.24 Activity type

As indicated in Table 4.10, almost all respondents (99%) show that they will take part in outdoor and nature activities during their trip. This correlates with Table 4.8 where the majority respondents indicated safari as their main reason for holiday to South Africa. Other activities included local tourist attractions whereof 90% of respondents will partake and social activities wherein 90% respondents will participate. The majority of respondents (71%) indicated that they will partake in indigenous cultural activities, 51% indicated shopping, 45% arts and heritage and 32% indicated that they will or shall participate in active outdoor and sporting activities.

Table 4.10: Activity type

Activity type	Yes	No
Outdoor and nature	99%	1%
Active outdoor and sports	32%	68%
Arts and heritage	45%	55%
Indigenous culture	71%	29%
Local tourist attractions	93%	7%
Social	90%	10%
Shopping	51%	49%

4.2.25 Marketing vehicles

Friends and family accounted for the highest marketing vehicle and information source as 90% of respondents indicated that they received their travel information from these sources (Table 4.11). Ranked second was travel agents with 86% of respondents using them as information agents. Websites came in third with 79% and television fourth at 66%. Other sources of information (1%) came from novels on South Africa as well as video documentaries. There results correlate with UNWTO (2013:19) which state that family and friends were the main information source for Latin American tourists followed by travel agents who still play a major role in the Latin American tourists' decision making.

Table 4.11: Marketing vehicles

Marketing vehicle	Yes	No
Website	79%	21%
Trade shows	32%	68%
Friends and family	90%	10%
Radio	18%	82%

Television	66%	34%
Magazines	60%	40%
Newspapers	17%	83%
Travel agents	86%	14%
Previous visits	35%	65%
Facebook	45%	55%
Twitter	13%	87%
Internet blogs	22%	78%
Brochures and pamphlets	43%	57%
Other	1%	99%

4.2.26 Main Latin American tour operators used

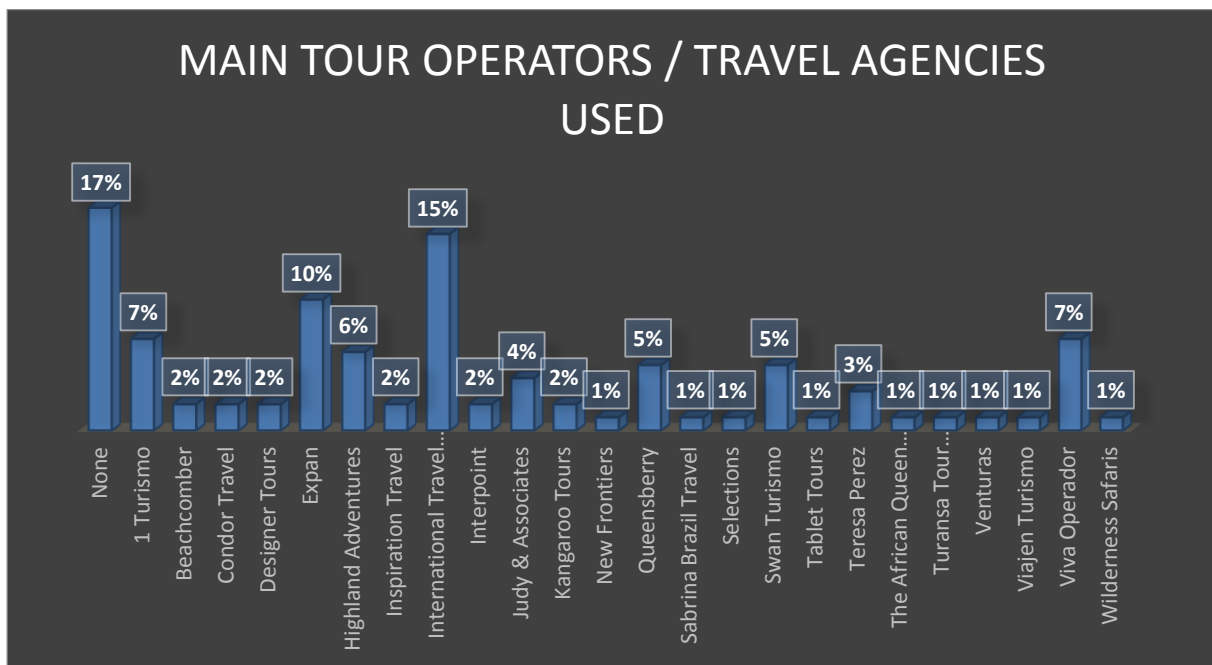


Figure 4.15: Main tour operators / travel agencies used

Figure 4.15 gives an indication of the main Latin American tour operators that respondents reported to have used for their travel arrangements to South Africa. A relative small percentage of respondents (17%) did not indicate a tour operator or travel agency. This was followed by 15% of respondents indicating that they used International Travel Group in Mexico and Peru, 10% used Expan in Chile and 7% used 1 Turismo in Brazil and Viva Operator in Guatemala respectively.

4.2.27 Main reasons for choice in Latin American tour operators / travel agencies

Table 4.12: Main reasons for choice in Latin American tour operators / travel agencies

Marketing vehicle	Yes	No
Internet advertisement	47%	53%
Trade show meeting	36%	64%
Recommended by friends and family	68%	32%
Internet search (e.g. Google)	19%	81%
Agency arranged previous trip	55%	45%
High level of service received	66%	34%
Service provided in home language	74%	26%
Virtuoso member	29%	99%
Other	1%	99%

The main reason as to why respondents chose their respective tour operator or travel agency was identified and outlined in Table 4.12. The majority of respondents (74%) confirmed that service provided in their home language as the main factor determining to book or not book through a specific tour operator or agency. This was followed by 68% of respondents showing that the recommendations from their friends and family were factors in their decision to use the specific tour operator or travel agent. Other main factors influencing respondents' decision was high level of service (66%), internet advertisement (47%), trade show meeting (36%), virtuoso membership (leading luxury network) (29%) and internet search engine such as Google at 19%. Other factors (1%) influencing respondents' decision was indicated that the agency was owned by a close friend.

4.2.28 Previous knowledge of Wilderness Safaris

Figure 4.16 indicates whether respondents had previous knowledge of Wilderness Safaris prior to their trip or planned trip to South Africa. It is evident that the majority respondents (63%) indicated that they had heard of Wilderness Safaris or had knowledge of the company prior to their trip to South Africa. Fewer respondents (37%) indicated to have had no knowledge of the company prior to their visit to South Africa.

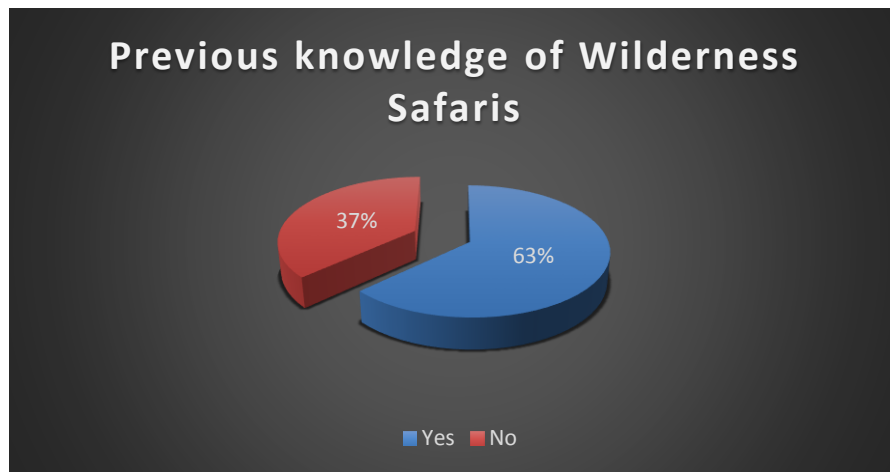


Figure 4.16: Previous knowledge of Wilderness Safaris

In the following section the results from the factor analyses will be discussed.

4.3 RESULTS FROM THE FACTOR ANALYSES: MOTIVES TO TRAVEL TO SOUTH AFRICA AND WILDERNESS SAFARIS

Two principal component factor analyses, using an Oblimin rotation with Kaiser normalisation, were performed on the 25 South African motivation items and 8 Wilderness Safaris motivation items to explain the variance-covariance structure of a set of variable through a few linear combinations of these variables. The Kaiser-Meyer-Olkin measure of sampling adequacy was used to determine whether the covariance matrix was suitable for factor analysis. Kaiser's criteria for the extraction of all factors with Eigen values larger than one were used because they were considered to explain a significant amount of variations in the data. All items with a factor loading greater than 0.3 were considered as contributing to a factor, and all items with loadings less than 0.3 as not correlating significantly with this factor (Steyn, 2000:2). Any item that cross-loaded on two factors with factor loadings both greater than 0.3 was categorised with the factor where interpretability was best. A reliability coefficient (Cronbach's alpha) was computed for each factor to estimate its internal consistency. All factors with a reliability coefficient above 0.6 were considered to be acceptable in this study. The average inter-item correlations were also computed as another measure of reliability – these, according to Clark and Watson (1995:310) should lie between 0.15 and 0.55. The following section discusses the results from the factor analyses on the motives to travel to South Africa as well as choosing Wilderness Safaris as a tour operator.

4.3.1 Motives to travel to South Africa

Using an Oblimin rotation with Kaiser normalization, the pattern matrix of the principal component factor analysis identified 11 possible factors. However, the factors yielded

unreliable Cronbach's alphas and inter-item correlations. Factor analysis was thereafter performed on the items the researcher regarded as relevant to a particular factor. Again certain factors were unreliable. For this reason, it was decided to exclude some items from the third round of analyses and regard them as unique factors. Statements that were excluded due to unreliability and multi-collinearity were: *For the benefit of my children, To relax, South Africa has various historical attractions, South Africa has a variety of entertainment on offer, South Africa has a variety of sports and recreational opportunities on offer, South Africa has ideal shopping opportunities, South Africa has quality of services and accommodation on offer, South Africa has developed infrastructure and tourism supra-structure, South Africa has unrivalled scenery and To see the Big 5 (Lion, Leopard, Elephant, Buffalo and Rhino)*. Two factors were extracted as shown in Table 4.13 namely **Unique country attributes** and **Country attractiveness**. These were labelled according to similar characteristics and accounted respectively for 54% and 48% of the total variance. All had relatively high reliability coefficients, and the average inter-item correlation coefficients also implied internal consistency for all factors. Moreover, all items loaded on a factor with a loading greater than 0.3, and the relatively high factor loadings indicated a reasonably high correlation between the factors and their component items. The Kaiser-Meyer-Olkin measures of sampling adequacy of 0.63 for both factors also indicated that patterns of correlation were relatively compact and yielded distinct and reliable factors (Field, 2005:655). Bartlett's test of sphericity also reached statistical significance ($p < 0.001$) in the case of both factors, supporting the factorability of the correlation matrix (Pallant, 2007:197). Factor scores were calculated as the average of all items contributing to a particular factor to interpret them on the original five-point Likert scale. *Unique country attributes* obtained the higher mean value (4.25) compared to *Country attractiveness* (4.10) (although still important according to the Likert scale rating).

Table 4.13: Results of the factor analysis: Motives to travel to South Africa

Factor 1: Unique country attributes	Factor loading	Reliability coefficient	Inter-item correlation	KMO; Barlett test of sphericity	Variance explained	Mean value
South Africa has unmatched geographical features such as Table Mountain	.751	0.57	0.31	0.63; $p < 0.001$	54%	4.29

South Africa has unique gastronomy and local cuisine	.744					
South Africa has an ideal holiday climate	.709					
Factor 2: Country attractiveness	Factor loading	Reliability coefficient	Inter-item correlation	KMO; Barlett test of sphericity	Variance explained	Mean value
South Africa has a welcoming attitude towards tourists	.814	0.63	0.30	0.63; p < 0.001	48%	4.10
The South African people has a unique way of life	.762					
South Africa is an ideal destination for photography opportunities	.616					
South Africa has a favourable image as a tourism destination	.560					

The items regarded as factors on their own are as follows: **Life dream** (Travelling to South Africa is a lifelong dream); **Spiritual experience** (Travelling to South Africa is a spiritual experience); **Visit again** (I have visited South Africa before and wanted to do so again); **Exploration** (To explore a new destination); **Lifestyle** (Travelling is part of my lifestyle); **Social facilitation** (To spend time with friends and family); **Value for money destination** (Travelling to South Africa is value for money); **Favourable exchange rate** (South Africa has a favourable

exchange rate); **Accessible destination** (South Africa is easily accessible as a travel destination); **Ideally located** (South Africa is ideally located as a long-haul destination); **Escape** (To escape from my daily routine); **International marketing** (South Africa is extensively marketed in my home country); **Public transportation** (Public transportation is available in South Africa); **Available information** (Information on South Africa is easily available); **Safe destination** (South Africa is a safe destination to travel to); **Education** (Primarily for educational reasons i.e. to learn things, increase my knowledge); **Variety of attractions** (South Africa has a variety of attractions on offer) and **Nature and wildlife** (South Africa has unprecedented nature and wildlife). Table 4.14 shows the mean values of the factors. *Value for money destination* obtained the highest mean value (4.36) and was thus regarded as the most important motive to travel to South Africa. This was followed by *Favourable exchange rate* (4.27) and *Unique country attributes* (4.25 as shown in Table 4.13 above). This was followed by *Nature and wildlife* (4.22), *Escape* (4.22), *Accessible destination* (4.13), *Country attractiveness* (4.10), *Available information* (4.09), *Lifestyle* (4.07), *Variety of attractions* (4.02), *Ideally located* (4.00), *Exploration* (3.95), *Social facilitation* (3.90), *International Marketing* (3.65), *Spiritual* (3.60), *Safe destination* (3.55), *Life dream* (3.44), *Visit again* (3.16), *Public transportation* (3.02) and *Education* (2.73).

Comparing the results to previous research conducted in a South African context, similarities as well as the emergence of new factors are evident. However, it is important to note that previous research focused on the factors that influence or drive South Africa's competitiveness and thus not specifically on the motivation why tourists travel to the country. Comparing the findings however reveals some interesting insights. In 2002, Du Plessis performed the first study to determine the competitive advantages of South Africa as a global tourism destination. The factors that emerged as most important in this respect were safety and security, quality of service, value for money, geographical features and attitude towards tourists (Du Plessis, 2002:102). In a follow-up study, Du Plessis *et al.* (2015:8) identified nine factors that contribute towards South Africa's tourism competitiveness namely (1) Quality and variety of foods, (2) Tourism services, (3) Location, (4) Economic benefits, (5) Attributes, (6) Entertainment and activities, (7) Stability, (8) African experience and (9) Brand and image. Comparing these factors with the results of the present study, factors such as location, attractions, safety, geographical features, brand and image as well as value for money correspond. The results can thus be used to marketers' advantage as there is a link between Latin American tourists' motives and the factors that influence South Africa's competitiveness. However, the particular combination of motives found in this research has not been identified in previous research.

Table 4.14: Descriptive statistics of individual factors

Factors	N	Minimum	Maximum	Mean	Std. Deviation
Value for money destination	195	1.00	5.00	4.3641	.73621
Favourable exchange rate	195	1.00	5.00	4.2718	.76857
Nature and wildlife	195	1.00	5.00	4.2274	.56547
Escape	195	1.00	5.00	4.2205	.77665
Accessibility	195	2.00	5.00	4.1385	.74357
Available information	195	1.00	5.00	4.0923	.71917
Lifestyle	195	1.00	5.00	4.0769	.83680
Variety of attractions	195	1.86	5.00	4.0227	.45732
Ideally located	195	2.00	5.00	4.0000	.68111
Exploration	195	1.00	5.00	3.9538	1.07114
Social facilitation	195	1.00	5.00	3.9077	1.01112
International marketing	195	1.00	5.00	3.6513	.82577
Spiritual experience	195	1.00	5.00	3.6000	1.10482
Safe destination	195	1.00	5.00	3.5590	.91401
Life dream	195	1.00	5.00	3.4410	.94725
Visit again	195	1.00	5.00	3.1692	1.20012
Public transportation	195	1.00	5.00	3.0205	1.24751
Education	195	1.00	5.00	2.7385	1.10216

4.3.2 Wilderness Safaris as a tour operator

Using an Oblimin rotation with Kaiser normalisation, the pattern matrix of the principal component factor analysis identified one factor (see Table 4.15). This factor was labelled *Wilderness Safaris* and accounted for 72% of the total variance. The factor had a high-reliability coefficient (0.95), and the average inter-item correlation coefficient (0.68) also implied internal consistency for the factors. Moreover, all items loaded on the factor with a loading greater than 0.3, and the relatively high factor loadings indicated a reasonably high correlation between the factors and their component items. The Kaiser-Meyer-Olkin measure of sampling adequacy of 0.91 also indicated that patterns of correlation were relatively compact and yielded a distinct and reliable factor (Field, 2005:655). Bartlett's test of sphericity also reached statistical significance ($p < 0.001$), supporting the factorability of the correlation matrix (Pallant, 2007:197). The factor had a mean value of 3.04 indicating that respondents were mostly neutral regarding the reasons why they chose Wilderness Safaris as a tour operator.

Table 4.15: Results of the factor analysis: Wilderness Safaris

Wilderness Safaris Items	Factor loading	Reliability coefficient	Inter-item correlation	KMO; Barlett test of sphericity	Variance explained	Mean value
Wilderness Safaris' environmental commitment	.916	0.95	0.68	0.91; p < 0.001	72%	3.04
Wilderness Safaris website review	.911					
High standards of service from Wilderness Safaris	.904					
Recommendations by family and friends	.902					
Repeat guests to Wilderness Safaris	.869					
Recommendations by travel agent / tour operator	.862					
Trade show meetings	.753					
Services are provided in my home language	.657					

4.4 RESULTS FROM THE CLUSTER ANALYSIS

An exploratory cluster analysis based on all cases in the data was performed on the motivational factors. Aaker et al. (2007) emphasise that every market segment may display different product needs and may respond differently to marketing approaches. The value of cluster analysis thus lies in its ability to facilitate market segmentation so as to arrive ultimately at homogeneous segments that share similar needs, lifestyles or responses to marketing efforts (Malhotra, 2007; Zikmund & Babin 2007). A cluster analysis, using Ward's method with Euclidean distances, was performed on the scores of the motives. A cluster analysis is a multivariate interdependence technique, the primary objective of which is to classify objects into relatively homogeneous groups based on the set of variables considered; it is mostly an exploratory technique (Hair *et al.*, 2000). Hierarchical clustering makes no assumptions concerning the number of groups or group structure. Instead, the members are grouped together based on their natural similarity (Johnson & Wichern 2007). This research did not take an a priori view of which data points should fall into which segment. Rather, a hierarchical cluster analysis was used to explore the natural structure of the data, using Ward's method with Euclidean distances. A four-cluster solution was selected as the most discriminatory

(Figure 4.17). The results of the multivariate analyses were used to identify the four clusters and to indicate that significant differences existed between them ($p < 0.05$).

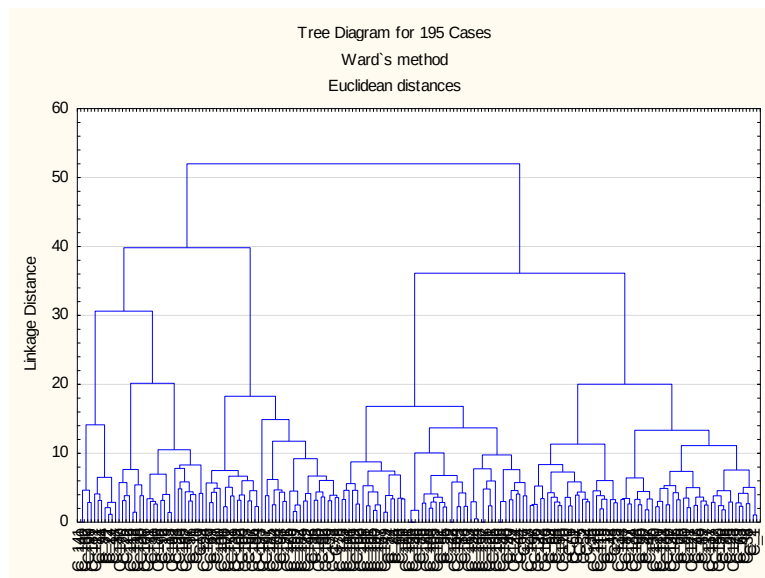


Figure 4.17: Four cluster solution: Ward's method with squared Euclidean distance measures

4.4.1 Identified market segments

ANOVAs, two-way frequency tables and chi-square tests were used to investigate any significant differences between the identified market segments. Effect sizes and phi-values were used to identify further any significant differences between the clusters. The purpose of effect size is to establish whether any differences exist between the clusters; in this case, in which combination of clusters the mean values of the motives and the averages of the socio-demographic and behavioural variables had the smallest or largest effect. Cohen (1988) and Ellis and Steyn (2003) offer the following guidelines for the interpretation of effect sizes: small effect: $d = 0.2$, medium effect: $d = 0.5$ and large effect: $d = 0.8$. Cohen (1988) gives the following criteria for interpreting phi-values: 0.1 for a small effect, 0.3 for a medium effect and 0.5 for a large effect.

As shown in Table 4.16, ANOVAs indicate that all 20 motivational factors contributed to differentiating between the four motivational clusters ($p < 0.05$). Cluster 1 contained the largest sample of respondents (66) and compared with the other three clusters, had the highest mean values for the motives *exploration*, *social facilitation*, *international marketing* and *public transportation*. This cluster seems to see an opportunity to travel to and explore South Africa, but due to their lack of experience travelling to the country, they rely on aspects such as marketing in their home country and the availability of public transport. Hence, this cluster was labelled *Opportunistic explorers*. Cluster 2, the second largest cluster with 54 respondents, rated *spiritual experience* and *safe destination* higher and was the only cluster that seem to

regard education as an important motive. Thus, this cluster was labelled *Enlightened spiritualists* as they seem to value the intangible aspects of the travel experience more. Cluster 3, with 39 respondents, regarded *favourable exchange rate* and *available information* more important. Since they seem to value the practical aspects behind travelling especially regarding monetary aspects, this cluster was labelled *Practical economists*. Finally, Cluster 4, the smallest cluster with 36 respondents, rated the majority of the motives higher than the other three clusters, indicating *nature and wildlife*, *value for money destination* and *unique country attributes* as the most important motives. This cluster seems to be indulged by the entire experience and is motivated by South Africa as a whole and the country's distinct features especially *nature and wildlife*. Hence, this cluster was labelled *Comprehensive indulgers*.

Table 4.16: Results of ANOVA and Tukey's post hoc multiple comparisons for motivational factors in the four clusters of Latin American respondents holistic

Motivational factors	Identified segments				F-ratio	Sig. level
	Cluster 1 Opportunistic explorers (N = 66)	Cluster 2 Enlightened spiritualists (N = 54)	Cluster 3 Practical economists (N = 39)	Cluster 4 Comprehensive indulgers (N = 36)		
Escape	4.36 ^a	3.76 ^b	4.18 ^a	4.69 ^c	13.918	.001*
Education	2.45 ^a	3.51 ^b	3.13 ^b	1.68 ^c	35.014	.001*
Variety of attractions	4.01 ^a	3.96 ^a	3.71 ^b	4.48 ^c	24.778	.001*
Nature and wildlife	4.18 ^a	4.12 ^a	3.95 ^a	4.79 ^b	20.534	.001*
Unique country attributes	4.28 ^a	4.00 ^b	4.26 ^a	4.76 ^c	19.532	.001*
Country attractiveness	4.13 ^a	3.93 ^b	3.78 ^b	4.65 ^c	30.115	.001*
Life dream	3.71 ^a	3.20 ^b	3.00 ^b	3.78 ^a	8.060	.001*
Spiritual experience	3.79 ^a	4.13 ^a	2.28 ^b	3.89 ^a	37.805	.001*
Visit again	2.53 ^a	3.48 ^b	3.41 ^b	3.61 ^b	11.106	.001*
Exploration	4.53 ^a	3.30 ^b	3.82 ^c	4.03 ^c	16.662	.001*
Lifestyle	4.27 ^a	3.76 ^b	3.59 ^b	4.72 ^c	19.801	.001*
Social facilitation	4.14 ^a	3.85 ^{ab}	3.56 ^b	3.94 ^{ab}	2.771	.043*
Value for money destination	4.42 ^a	4.11 ^a	4.23 ^a	4.78 ^b	7.100	.001*
Favourable exchange rate	4.32 ^a	3.91 ^b	4.31 ^a	4.69 ^c	8.712	.001*
Accessible destination	3.98 ^a	4.06 ^a	4.08 ^a	4.61 ^b	6.632	.001*
Ideally located	3.95 ^a	3.85 ^b	3.62 ^b	4.72 ^c	25.681	.001*
International marketing	4.12 ^a	3.85 ^a	3.08 ^b	3.11 ^b	27.711	.001*
Public transportation	3.65 ^a	3.52 ^a	2.08 ^b	2.14 ^b	32.665	.001*
Available information	4.21	3.87	4.23	4.06	2.922	.035*
Safe destination	3.53 ^{ab}	3.81 ^a	3.28 ^b	3.53 ^{ab}	2.709	.046*

*Statistical significant difference: $p \leq 0.05$

Effect sizes: ** small effect: $d=0.2$; ***medium effect: $d=0.5$ and ****large effect: $d=0.8$

^a Group varies significantly from the variable (in row) where ^b is indicated

^c Group varies significantly from the variable (in row) where ^a and ^b is indicated

4.4.2 ANOVAs, Tukey's post hoc multiple comparisons and effect sizes results

ANOVAs, Tukey's post hoc multiple comparisons and effect sizes were furthermore used to determine the differences between the respondents by their socio-demographic and behavioural characteristics. As Table 4.17 shows, there were statistically significant differences between the clusters based on age ($p = 0.005$), number of previous visits to the South Africa ($p = 0.001$), length of stay ($p = 0.001$), number of people paid for in group ($p = 0.003$), number of times travelling per year ($p = 0.001$) and the spending categories accommodation ($p = 0.002$), food ($p = 0.038$), return flights ($p = 0.066$, however Tukey's post hoc tests indicated significant differences), road transport ($p = 0.001$), souvenirs and jewellery ($p = 0.001$) and visas ($p = 0.120$, however Tukey's post hoc tests indicated significant differences). Total spending ($p = 0.057$, however, Tukey's post hoc tests indicated significant differences) and spending per person ($p = 0.017$, however, Tukey's post hoc tests indicated no significant differences) were also significant. *Opportunistic explorers* were the youngest with an average age of 37.76 years while *Enlightened spiritualists* were the oldest (average age of 44.70 years). For *Opportunistic explorers*, 2014 was their first visit to South Africa while the other three clusters had visited the country at least once before in the last four years. *Comprehensive indulgers* and *Practical economists* stayed the longest during their last visit (an average of respectively 5 and four nights) while *Opportunistic explorers* stayed for only one night. *Practical economists* were financially responsible for the most people during the trip (an average of 3 people) compared to the other three clusters who paid for two people. *Enlightened spiritualists* and *Practical economists* travel the most during the year (an average of respectively 2.41 and 2.77 times) compared to *Opportunistic explorers* and *Comprehensive indulgers* who travel respectively 1.67 and 1.75 times per year. Regarding spending, *Practical economists* paid the most for accommodation (\$9,667.59), food (\$1,509.74), road transport (\$697.85) and visas (\$298.72) while *Enlightened spiritualists* spent the most on return flights (\$10,027.59) and *Comprehensive indulgers* spending the most on souvenirs and jewellery (\$694.72). Due to their larger travel group and longer length of stay, *Practical economists* had the highest total spending (\$23,195.08) and *Comprehensive indulgers* the lowest total spending (\$14,983.68) while *Enlightened spiritualists* and *Opportunistic explorers* had the highest average spending per person (\$10,434.68 and \$10,400.65 respectively).

Table 4.17: Results of ANOVA, Tukey's post, hoc multiple comparisons and effect sizes for visitor characteristics of segments

Socio-demographic characteristics	Identified segments				F-ratio	Sig. level
	Cluster 1 Opportunistic explorers (N = 66)	Cluster 2 Enlightened spiritualists (N = 54)	Cluster 3 Practical economists (N= 39)	Cluster 4 Comprehensive indulgers (N = 36)		

Average age	37.76 ^a	44.70 ^b	43.67 ^{ab}	39.28 ^{ab}	4.411	.005*
Number of previous visits in the last 4 years	.14 ^a	.57 ^b	.74 ^b	.64 ^b	8.523	.001*
Length of stay during last visit	1.03 ^a	3.17 ^{ab}	3.82 ^b	5.19 ^b	6.789	.001*
Average group size	4.70	4.44	5.03	3.17	2.067	.106
Number of people paying for in group	1.67 ^a	2.11 ^a	2.95 ^b	1.81 ^a	4.709	.003*
Number of times travelling per year	1.67 ^a	2.41 ^b	2.77 ^b	1.75 ^a	10.925	.001*
Spending categories (US dollar)						
Accommodation	\$ 5,743.03 ^a	\$ 6,447.78 ^a	\$ 9,667.59 ^b	\$ 4,905.83 ^a	4.978	.002*
Food	\$912.27 ^a	\$ 1,013.89 ^{ab}	\$ 1,509.74 ^b	\$ 1,140.28 ^{ab}	2.859	.038*
Beverages	\$ 795.76	\$ 878.04	\$ 786.92	\$ 694.44	.491	.689
Clothes and footwear	\$ 737.79	\$ 928.04	\$ 757.69	\$ 861.42	.511	.675
Return flights to South Africa	\$ 7,830.45 ^{ab}	\$ 10,027.59 ^a	\$ 8,929.74 ^{ab}	\$ 5,980.04 ^b	2.436	.066
Road transport (ground travel in South Africa)	\$ 358.20 ^a	\$ 404.81 ^a	\$ 697.85 ^b	\$ 549.17 ^{ab}	6.648	.001*
Souvenirs and jewellery	\$ 350.67 ^a	\$ 392.35 ^a	\$ 546.82 ^{ab}	\$ 694.72 ^b	7.459	.001*
Visas	\$ 218.41 ^{ab}	\$ 207.87 ^{ab}	\$ 298.72 ^a	\$ 157.78 ^b	1.969	.120
Total spending	\$16,946.58 ^{ab}	\$20,300.37 ^{ab}	\$23,195.08 ^b	\$14,983.68 ^a	2.545	0.057
Spending per person	\$10,400.65	\$10,434.68	\$8,207.14	\$8,600.66	3.480	0.017*

*Statistical significant difference: $p \leq 0.05$

Effect sizes: ** small effect: $d=0.2$; ***medium effect: $d=0.5$ and ****large effect: $d=0.8$

^a Group varies significantly from the variable (in row) where ^b is indicated

4.4.3 Cross-tabulations and chi-square test results

The chi-squares indicated statistically significant differences were found between the segments on the basis of gender ($p=0.039$, $\phi = 0.207$), home language ($p=0.018$, $\phi = 0.282$), marital status ($p=0.039$, $\phi = 0.030$), level of education ($p=0.001$, $\phi = 0.383$) and decision-making time ($p=0.001$, $\phi = 0.402$). From the nine South African Provinces (Gauteng, North-West, Northern Cape, Western Cape, Eastern Cape, KwaZulu-Natal, Mpumalanga Limpopo and Free State) respondents could visit during their trip, Western Cape ($p=0.001$, $\phi = 0.314$), KwaZulu-Natal ($p=0.004$, $\phi = 0.261$), Mpumalanga ($p=0.005$, $\phi = 0.261$) and Limpopo ($p=0.001$, $\phi = 0.374$) yielded statistical significant differences and from the African countries (Botswana, Malawi, Mozambique, Namibia, Zambia, Zimbabwe, Lesotho and Swaziland) respondents planned to also visit during their trip, Zimbabwe ($p=0.001$, $\phi = 0.330$) and Swaziland ($p=0.044$, $\phi = 0.204$) indicated statistical significant differences. Alternative destinations (North America, Central and South America, Europe, Asia and Australia and Central Pacific) respondents considered before booking their trip to South-Africa that indicated

statistical significant differences were North America ($p=0.001$, $\phi = 0.335$), Central and South America ($p=0.001$, $\phi = 0.363$) and Europe ($p=0.001$, $\phi = 0.250$). Whether respondents made use of a packaged ($p=0.007$, $\phi = 0.249$) or non-packaged tour ($p=0.033$, $\phi = 0.212$) also indicated differences. Regarding the type of holiday (safari, cultural, beach, sport and activity, festival and events and honeymoon) respondents had only cultural ($p=0.001$, $\phi = 0.324$) was significant. Significant differences in terms of the type of accommodation (hotel/motel/resort/lodge, backpacker/youth hostel, rented house, house of family/friend and bed and breakfast/guesthouse) used by respondents were based on rented house ($p=0.001$, $\phi = 0.310$) and bed and breakfast/guesthouse ($p=0.001$, $\phi = 0.310$). From the activities (outdoor/nature, arts and heritage, local tourist attractions, active outdoor/sport, social, indigenous culture and shopping) that respondents planned to partake in during their holiday, active outdoor/sport ($p=0.001$, $\phi = 0.301$), indigenous culture ($p=0.001$, $\phi = 0.384$) and shopping ($p=0.001$, $\phi = 0.327$) indicated significant differences. In terms of the media sources from where respondents heard about South Africa, website ($p=0.004$, $\phi = 0.263$), television ($p=0.010$, $\phi = 0.240$), magazines ($p=0.044$, $\phi = 0.204$), travel agents ($p=0.001$, $\phi = 0.504$), previous visits ($p=0.001$, $\phi = 0.420$), Facebook ($p=0.001$, $\phi = 0.327$), Twitter ($p=0.001$, $\phi = 0.331$), internet blogs ($p=0.023$, $\phi = 0.221$) and brochures and pamphlets ($p=0.011$, $\phi = 0.240$) showed statistically significant differences between the four clusters.

Regarding demographic differences: the majority of *Opportunistic explorers*, *Enlightened spiritualists* and *Practical economists* were male (53%, 63% and 69% respectively) while more *Comprehensive indulgers* were female (61%). *Opportunistic explorers* were mainly Spanish (46%) and Portuguese (44%) speaking while *Enlightened spiritualists*, *Practical economists* and *Comprehensive indulgers* were mainly Portuguese speaking (67%, 59% and 58%, respectively). More *Comprehensive indulgers* were also English-speaking (22%). All four clusters indicated that they were in a relationship (61%, 66%, 69% and 58% respectively) while more *Opportunistic explorers* were also single (26%) and more *Enlightened spiritualists*, divorced (15%). Regarding level of education, *Opportunistic explorers*, *Enlightened spiritualists* and *Practical economists* indicated a high school diploma as their highest level of education (45%, 35% and 49% respectively) while *Comprehensive indulgers* had a professional qualification (39%).

Regarding travel behaviour, all four clusters made their decision to travel to South Africa more than six months in advance (62%, 57%, 69% and 54% respectively) while more *Opportunistic explorers* also made their decision a month before their trip (35%). *Opportunistic explorers* and *Comprehensive indulgers* (100% each) planned to travel to the Western Cape while more *Comprehensive indulgers* (61%) planned to visit KwaZulu-Natal. Significantly more

Opportunistic explorers and *Comprehensive indulgers* (96% and 92% respectively compared to 76% and 77% respectively in the other two clusters) planned to visit Mpumalanga while more *Opportunistic explorers* and *Enlightened spiritualists* planned to travel to Limpopo (65% each). More *Enlightened spiritualists* and *Practical economists* planned also to visit Zimbabwe (42% and 36%) while *Practical economists* were the only cluster who also planned to travel to Swaziland (5%). Regarding the alternative destinations considered, significantly more *Enlightened spiritualists* considered rather travelling to North America (63%) and Central South America (61%) while this cluster along with *Practical economists* and *Comprehensive indulgers* (56%, 51%, 69%) furthered considered Europe as an alternative destination. *Opportunistic explorers* and *Enlightened spiritualists* made use of a packaged tour (58% and 57% respectively) while *Practical economists* and *Comprehensive indulgers* (59% and 69%) made use of non-packaged tours. Significantly more *Comprehensive indulgers* rented a house (56%) or stayed in bed and breakfast/guesthouse (81%) compared to the other clusters who preferred to stay at a resort/lodge (100%).

Regarding the type of holiday and activities, all four clusters indicated Safari as their main type of holiday (100% each) while significantly more *Opportunistic explorers*, *Enlightened spiritualists* and *Practical economists* (85%, 87% and 77%) had a cultural holiday compared to *Comprehensive indulgers* (50%). *Opportunistic explorers* preferred active outdoor/sports activities (52%) and shopping (52%) during their trip while indigenous culture was preferred by *Enlightened spiritualists* (91%), *Opportunistic explorers* (74%) and *Practical economists* (67%). Interestingly, more *Comprehensive indulgers* were also interested in shopping (81%). In terms of media sources, *Comprehensive indulgers* made use of websites (100%), television (86%) and Twitter (33%) to gather information on the country while *Enlightened spiritualists* similar to this cluster also made use of magazines (64% each) and relied on previous visits (54% and 50%). *Opportunistic explorers*, *Enlightened spiritualists* and *Practical economists* (99%, 94% and 85% respectively) made use of travel agents while more *Opportunistic explorers* and *Comprehensive indulgers* (57% and 64%) made use of Facebook. More *Opportunistic explorers* also consulted internet blogs (35%) and brochures and pamphlets (58%).

Country of residence ($p=0.072$, $\phi = 0.352$) and travelling with children ($p=0.202$, $\phi = 0.154$) yielded no statistically significant differences. All four clusters also originated mainly from Brazil (48%, 26%, 46% and 32%); however *Enlightened spiritualists* also originated from Argentina and Chile (20% each) and *Comprehensive indulgers* also from Argentina and Peru (27% and 18% respectively). The majority of respondents in all four clusters did not travel with children (62%, 59%, 51% and 75% respectively).

4.5 SUMMARY OF ADDITIONAL ANOVAS, T-TESTS AND SPEARMAN'S RANK ORDER CORRELATIONS

In the following section, the results from the Anovas, *t*-tests and Spearman's Rank Order Correlations are summarised. A detailed discussion can be found in Appendix C.

- The *t*-test comparison on **male and female** respondents indicated that the only statistical difference for both genders was for the motive *Lifestyle*. Yet, the most important motivational factor was *Value for money destination* (c.f.C.1.1).
- The *t*-test comparison on **travelling with children** showed statistical differences in motivational factors *Education*, *Social facilitation*, *Favourable exchange rate* and *Wilderness Safaris*. Respondents travelling with children regarded *Education*, *Social facilitation* and *Wilderness Safaris* more important than respondents travelling without children who regarded *Favourable exchange rate* more important (c.f.C.1.2).
- *t*-test comparisons on **South African provinces visited** showed statistical differences with the following provinces:
 - **Western Cape:** Respondents who visited the Western Cape regarded *Escape*, *Lifestyle*, *Unique country attributes*, *Value for money destination* and *International marketing* more important motivational factors (c.f.C.1.3.1);
 - **Eastern Cape:** Respondents who visited the Eastern Cape regarded *Wilderness Safaris* as more important compared to respondents not visiting this province whom indicated that *Nature and wildlife* and *Favourable exchange rate* are more important motivational factors (c.f.C.1.3.2);
 - **Northern Cape:** Respondents who visited this province regarded *Escape*, *Education*, *Variety of attractions*, *Spiritual experience*, *Lifestyle*, *Accessible destination* and *Wilderness Safaris* as more important motivational factors. Still, these results should be interpreted with caution as only three respondents indicated that they visited the province. Respondents who did not visit the province regarded *Value for money destination* a more important motivational factor (c.f.C.1.3.3);
 - **Kwa-Zulu Natal:** Respondents who visited the province regarded *Country attractiveness* as a more important motivational factor (c.f.C.1.3.5);
 - **Mpumalanga:** Respondents that travelled to and visited this province regarded *Value for money destination* and *International marketing* as more important motivational factors (c.f.C.1.3.6);
 - **Limpopo:** Respondents who visited the province regarded *Spiritual experience*, *International marketing*, *Public transportation* and *Wilderness*

- Safaris more important motivational factors than those who did not visited this province who regarded *Nature and wildlife*, *Country attractiveness* and *Ideally located* as being more important factors to consider (c.f.C.1.3.7), and;
- **North West:** Respondents who visited the province regarded *International marketing* and *Available information* more important than those who did not, who regarded *Variety of attractions*, *Favourable exchange rate* and *Ideally located* as more important motivational factors (c.f.C.1.3.9).
 - *t*-test comparisons on **African countries visited** showed the following statistical differences:
 - **Botswana:** Respondents who visited Botswana regarded *Education* and *Visit again* more important factors whereas respondents who did not visit the country who regarded *Life dream* as a more important motivational factor (c.f.C.1.4.1);
 - **Malawi:** Respondents who visited Malawi regarded *Education*, *Unique country attributes* and *Social facilitation* more important whereas respondents who did not visit the country regarded *Escape* and *Ideally located* as more important motivational factors (c.f.C.1.4.1);
 - **Namibia:** Respondents who visited Namibia regarded *Nature and wildlife*, *Value for money destination*, *Favourable exchange rate* and *Available information* as the important motivational factors (c.f.C.1.4.3);
 - **Mozambique:** Respondents who visited this country regarded *Escape*, *Variety of attractions*, *Unique country attributes*, *Lifestyle*, *Value for money destination* and *Available information* more important motivational factors whereas respondents who have not visited the country regarded *Wilderness Safaris* as a more important factor(c.f.C.1.4.4);
 - **South Africa:** Respondents who visited South Africa regarded *Education*, *Spiritual experience*, *Visit again*, *Social facilitation*, *International marketing*, *Public transportation* and *Wilderness Safaris* more important motivational factors whereas respondents who did not visit the country regarded *Unique country attributes*, *Favourable exchange rate* and *Ideally located* as more important motivational factors (c.f.C.1.4.5);
 - **Zambia:** Respondents who visited Zambia considered *Value for money destination* and *Available information* as more important motivational factors (c.f.C.1.4.6);
 - **Zimbabwe:** Respondents who visited the country held that *Education*, *Visit again* and *Wilderness Safaris* are more important motivational factors whereas respondents who have not visited Zimbabwe thought *Nature and wildlife*,

Country attractiveness, Life dream, Exploration and Ideally located are more important motivational factors (c.f.C.1.4.7);

- **Lesotho:** Respondents who visited the country viewed *Nature and wildlife, Unique country attributes, Explorations* and *Value for money destination* as more important factors in motivating towards choice of destination. Contrary, respondents who did not visit the country, regarded *International marketing* as a more important motivational factor (c.f.C.1.4.8) and;
- **Swaziland:** Respondents who visited Swaziland considered the following factors as more important in motivating them towards a choice of destination: *Unique country attributes; Exploration; and Value for money destination*. In contrast, respondents who did not visit Swaziland thought *Favourable exchange rate* and *Ideally located* to be more important motivational factors (c.f.C.1.4.9).
- *t*-test comparisons on **alternative destinations** showed the following statistical differences:
 - **North America:** Respondents who considered North America as an alternative destination viewed *Variety of attractions, Spiritual experience* and *Visit again* as more important motivational factors opposed to respondents who did not consider it as an alternative destination and rather deem *Exploration* as a more important motivational factor (c.f.C.1.5.1);
 - **Central and South America:** Respondents who considered this country as an alternative destination held *Education, Visit again, Safe destination* and *Wilderness Safaris* as the more important motivational factors that influence their choice. Whereas respondents who did not consider the country as an alternative destination rather viewed *Life dream* and *Exploration* as more important motivational factors (c.f.C.1.5.2);
 - **Europe:** Respondents who considered Europe as an alternative destination regarded *Visit again* and *Value for money* more important motivational factors whereas respondents who did not opt it as an alternative rather viewed *Exploration* as more important motivational factor that influence their decision for an alternative destination for traveling (c.f.C.1.5.3);
 - **Asia:** Respondents who considered Asia as an alternative traveling destination regarded *International marketing, Public transportation* and *Wilderness Safaris* as the more important motivational factors influencing their decisions. On the opposite, respondents who did not consider Asia as an alternative destination regarded *Country attractiveness, Life dream, Exploration, Accessible destination* and *Ideally located* more important factors (c.f.C.1.5.4), and;

- **Australia and Pacific islands:** Respondents who considered these destinations as alternatives for traveling regarded *Public transportation* as a more important motivational factor that could determine their choice (c.f.C.1.5.5).
- **t-test comparisons showed the following on destinations that respondents have already:**
 - **North America:** Respondents who have visited this destination considered *Exploration* as a more important motivational factor compared to the view of respondents who have not visited North America who indicated *Spiritual experience* and *Public transportation* as more important motivational factors (c.f.C.1.6.1);
 - **Central and South America:** Respondents who have visited these destinations regarded *Exploration* as more important to influence their motivation to travel to a certain country opposed to those respondents who have not visited Central and South America who thought *Education* and *Safe destination* are the more important motivational factors (c.f.C.1.6.2);
 - **Europe:** Respondents who have visited Europe regarded *Ideally located* as the motivational factor whereas respondents who have not visited this destination considered *Safe destination* as the more important motivational factor (c.f.C.1.6.3);
 - **Asia:** Respondents who have visited Asia viewed *Exploration* and *International marketing* more important compared to those respondents who have not visited this destination and deemed *Accessible destination* as the more important motivational factor (c.f.C.1.6.4), and;
 - **Australia and Pacific islands:** Respondents who have visited these destinations regarded *Ideally located* as an important motivational factor (c.f.C.1.6.5).
- **t-test comparisons on package types** showed statistical differences in terms of respondents who made use of a packaged arrangement who regarded *Spiritual experience*, *International marketing*, *Public transportation* and *Wilderness Safaris* as more important motivational factors, while respondents who did not make use of packaged arrangements viewed *Unique country attributes* and *Accessible destination* as more important motivational factors (c.f.C.1.7.1).
- **t-test comparisons on holiday types** showed the following statistical differences:
 - **Cultural:** Respondents who chose this type of holiday regarded *Education*, *International marketing*, *Public transportation* and *Wilderness Safaris* as the more important motivational factors. In contrast to respondents who opt for

- other types of holidays who held *Country attractiveness*, *Favourable exchange rate*, *Accessible destination* and *Ideally located* as the more important motivational factors (c.f.C.1.8.2);
- **Beach:** Respondents who indicated this type of holiday regarded *Nature and wildlife* as a more important motivational factor (c.f.C.1.8.3);
 - **Sport and activity:** Respondents who indicated to engage in this type of holiday considered *Lifestyle*, *International marketing* and *Wilderness Safaris* to be more important motivational factors (c.f.C.1.8.4);
 - **Festivals and events:** Respondents who specified this type of holiday preference regarded *Ideally located* a more important motivational factor (c.f.C.1.8.5), and;
 - **Honeymoon:** Respondents who designated their choice of holiday type to be honeymoon believed *Favourable exchange rate* as a more important motivational factor compared to respondents opting for other holiday types who regarded *Social facilitation* a more important motivational factor (c.f.C.1.8.6).
- *t*-test comparisons on **accommodation type** showed the following statistical differences:
 - **Rented house or apartment:** Respondents that make use of this type of accommodation regarded *Unique country attributes*, *Country attractiveness*, *Exploration*, *Value for money destination* and *Available information* as the more important motivational factors in their decision making. In contrast, respondents choosing other types of accommodation during holidays regarded *Education and Public transportation* as more important motivational factors (c.f.C.1.9.3);
 - **House of friend or relative:** Respondents who did not make use of this type of accommodation regarded *Variety of attractions* and *Favourable exchange rate* more important motivational factors (c.f.C.1.9.4), and;
 - **Bed and breakfast:** Respondents who usually stay in bed and breakfast accommodation types thought of *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness*, *Value for money destination*, *Accessible destination* and *Ideally located* as more important motivational factors. But, respondents that make use of other types of accommodation regarded *Education*, *International marketing*, *Public transportation* and *Wilderness Safaris* as more important factors (c.f.C.1.9.5);
 - *t*-test comparisons on **activity types** showed the following statistical differences:
 - **Active outdoor and sports:** Respondents who participated in this activity regarded *International marketing* and *Public transportation* more important whereas respondents who did not partake in this activity regarded *Accessible*

- destination* and *Safe destination* as more important motivational factors (c.f.C.1.10.2);
- **Arts and heritage:** Respondents who involved themselves in this activity considered *Education*, *Public transportation* and *Wilderness Safaris* as more important motivational factors influencing their decision on holiday destination. In contrast, that did not participate in arts and heritage activities regarded *Unique country attributes*, *Favourable exchange rate*, *Accessible destination* and *Ideally located* more important motivational factors (c.f.C.1.10.3);
 - **Indigenous culture:** Respondents who took part in indigenous culture during their holidays found that *Education*, *Spiritual experience*, *Social facilitation*, *International marketing*, *Public transportation* and *Wilderness Safaris* are more important motivational factors whereas respondents who did not participate in such activities during their holidays rather viewed *Variety of attractions*, *Unique country attributes*, *Country attractiveness*, *Favourable exchange rate*, *Accessible destination* and *Ideally located* as more important motivational factors (c.f.C.1.10.4);
 - **Local tourist attractions:** Respondents who participated in this activity regarded *Favourable exchange rate* the more important motivational factor in determining their preferred holiday destination (c.f.C.1.10.5);
 - **Social:** Respondents who participated in social activities considered *Spiritual experience*, *Social facilitation*, *International marketing* and *Public transportation* as more important motivational factors. But those respondents who did not take part in such activities held *Life dream* as a more important motivational factor (c.f.C.1.10.6), and;
 - **Shopping:** Respondents who participated in this activity regarded *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness* and *Lifestyle* more important motivational factors influencing their choice of holiday or travel destination. Respondents who did not participate in shopping regarded *Education* and *Wilderness Safaris* as the more important motivational factors (c.f.C.1.10.7).
- **t-test comparisons on marketing vehicles for South Africa** presented the following statistical differences:
 - **Website:** Respondents that got to know about South Africa through this vehicle regarded *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness*, *Spiritual experience*, *Value for money destination* and *Accessible destination* as the more important motivational factors (c.f.C.1.11.1);

- **Trade shows:** Respondents who become aware of South Africa through this vehicle considered *Education*, *Visit again* and *Wilderness Safaris* more important motivational factors, while respondents who did not learned about South Africa by way of trade shows thought of *Value for money destination* as the more important motivational factor (c.f.C.1.11.2);
- **Friends and family:** Respondents who heard about South Africa through this vehicle of marketing regarded *Spiritual experience*, *Social facilitation*, *Public transportation* and *Wilderness Safaris* as the more important motivational factors (c.f.C.1.11.3);
- **Television:** Respondents who were informed about South Africa through this vehicle of marketing held *Escape*, *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness*, *Lifestyle*, *Value for money destination* and *Ideally located* as the more important motivational factors opposed to respondents who did not become aware of South Africa through television as a vehicle of marketing who rather regarded *Education* and *Wilderness Safaris* as the more important motivational factors (c.f.C.1.11.5);
- **Magazines:** Respondents who found out about South Africa through this vehicle of marketing considered *Escape*, *Life dream*, *Exploration*, *Social facilitation* and *Available information* to be more important motivational factors (c.f.C.1.11.6);
- **Travel agents:** Respondents who were informed on South Africa through travel agents as a vehicle for marketing regarded *Education*, *Spiritual experience*, *International marketing*, *Public transportation* and *Wilderness Safaris* more important motivational factors. Respondents who did not gather information about South Africa through this vehicle rather thought *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness*, *Accessible destination* and *Ideally located* to be more important motivational factors (c.f.C.1.11.8);
- **Previous visits:** Respondents who found out about South Africa through this vehicle felt that *Education* and *Visit again* are more important motivational factors that influence their choice of holiday destination, while those respondents who did not become aware of South Africa through previous visits, regarded *Life dream*, *Exploration* and *International marketing* as the more important motivational factors (c.f.C.1.11.9);
- **Facebook:** Respondents who were made aware of South Africa through this vehicle regarded the following as more motivational aspects that will influence their choice of destination: *Escape*, *Variety of attractions*, *Nature and wildlife*,

- Unique country attributes, Country attractiveness, Lifestyle and Value for money destination*. Respondents who were not made aware of South Africa through this vehicle for marketing regarded *Education* a more important motivational factor (c.f.C.1.11.10).
- **Twitter:** Respondents who got to know about South Africa through Twitter as vehicle of marketing viewed *Variety of attractions, Nature and wildlife, Unique country attributes, Country attractiveness, Value for money destination, Accessible destination* and *Ideally located* as more important motivational factors to influence their decisions on holiday destinations. In contrast, those respondents who did not become aware of South Africa through this vehicle regarded *Education* and *Wilderness Safaris* to be more important motivational factors (c.f.C.1.11.11);
 - **Internet blogs:** Respondents who became aware of South Africa through this vehicle regarded *International marketing to be the* more important motivational factors whereas respondents who did not hear about South Africa through this vehicle regarded *Visit again, Accessible destination* and *Safe destination* as the more important factors (c.f.C.1.11.12), and;
 - **Brochures and pamphlets:** Respondents who were informed on South Africa through this vehicle for marketing regarded *Unique country attributes, Social facilitation* and *Value for money destination* as more important motivational factors (c.f.C.1.11.13).
- *t*-test comparison on **choice for travel agency** revealed the following statistical differences:
 - **Internet advertisement:** Respondents who indicated this as reason for the choice for travel agency regarded *Country attractiveness, Exploration, Lifestyle* and *Social facilitation* as more important motivational factors (c.f.C.1.12.1);
 - **Trade show meeting:** Respondents who viewed this as reason for their choice of travel agency considered the following as the important motivational factors: *Education, Public transportation* and *Wilderness Safaris* (c.f.C.1.12.2);
 - **Recommendation by family and friends:** Respondents who indicated this as reason for choice of travel agency regarded *Education, Public transportation* and *Wilderness Safaris* as more important motivational factors (c.f.C.1.12.3);
 - **Internet search:** Respondents who specified Internet search as reason leading to their choice of travel agency held *Education* and *Spiritual experience* as more important motivational factors (c.f.C.1.12.4);

- **Agency arranged previous trip:** Respondents who indicated this as reason for choice of travel agency regarded *Education* and *Wilderness Safaris* as more important motivational factors (c.f.C.1.12.5);
- **High level of service received:** Respondents who suggested this as reason for choice of travel agency considered *International marketing*, *Available information* and *Wilderness Safaris* as more important motivational factors (c.f.C.1.12.6);
- **Service provided in home language:** Respondents who pointed towards this as reason for their choice of travel agency viewed *Education*, *International marketing*, *Public transportation*, *Available information* and *Wilderness Safaris* as more important motivational factors (c.f.C.1.12.7), and;
- **Virtuoso member:** Respondents who indicated this as reason for choice of travel agency thought *Education*, *Public transportation* and *Wilderness Safaris* to be more important motivational factors (c.f.C.1.12.8).
- **t-test comparisons on marketing vehicles for Wilderness Safaris** confirmed the following statistical differences:
 - **Website:** Respondents who heard about Wilderness Safaris through this vehicle regarded *Public transportation* and *Wilderness Safaris* more important whereas respondents who did not hear through this vehicle regarded *Nature and wildlife* and *Country attractiveness* more important factors (c.f.C.1.13.1);
 - **Trade shows:** Respondents who became aware of Wilderness Safaris through this vehicle considered *Visit again*, *Value for money destination*, *Accessible destination* and *Wilderness Safaris* the more important motivational factors (c.f.C.1.13.2);
 - **Friends and family:** Respondents who got to know of Wilderness Safaris through this vehicle regarded *Education*, *Visit again* and *Wilderness Safaris* more important motivational factors. In contrast, respondents who did not heard about Wilderness Safaris through friends and family regarded *Variety of attractions*, *Nature and wildlife*, *Unique country attributes* and *Favourable exchange rate* more important motivational factors (c.f.C.1.13.3);
 - **Radio:** Respondents who heard about Wilderness Safaris through this vehicle considered *Education* as a more important motivational factor (c.f.C.1.13.4);
 - **Television:** Respondents who became aware of Wilderness Safaris through this vehicle regarded *Wilderness Safaris* as a more important motivational factor (c.f.C.1.13.5);

- **Magazines:** Respondents who got informed on Wilderness Safaris through this vehicle viewed *Escape* and *Wilderness Safaris* as more important motivational factors (c.f.C.1.13.6);
- **Travel agents:** Respondents who heard about Wilderness Safaris through this vehicle regarded *Education*, *Spiritual experience*, *International marketing*, *Public transportation* and *Wilderness Safaris* more important motivational factors whereas those who did not hear about Wilderness Safaris through this vehicle regarded *Escape*, *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness*, *Life dream*, *Lifestyle*, *Favourable exchange rate*, *Accessible destination* and *Ideally located* as more important factors (c.f.C.1.13.8);
- **Previous visits:** Respondents who got to know about Wilderness Safaris through this vehicle considered *Education*, *Spiritual experience*, *Visit again* and *Wilderness Safaris* as more important motivational factors. In contrast, those respondents who did not hear about Wilderness Safaris through the vehicle regarded *Nature and wildlife*, *Unique country attributes*, *Life dream*, *Exploration*, *Favourable exchange rate* and *Ideally located* as the more important motivational factors (c.f.C.1.13.9);
- **Facebook:** Respondents who became aware of Wilderness Safaris through this vehicle regarded *Wilderness Safaris* as a more important factor when compared to the rest of the respondents (c.f.C.1.13.10), and;
- **Internet blogs:** Respondents who got informed about Wilderness Safaris through this vehicle viewed *Wilderness Safaris* more important as motivational factors when compared to the other factors (c.f.C.1.13.12).
- ANOVA results for **Home language** indicated that *Education* was less important to English speaking respondents when compared to Portuguese and Spanish-speaking respondents. English-speaking respondents regarded *Variety of attractions*, *Favourable exchange rate*, *Ideally located* and *Nature and wildlife* more important when compared to respondents speaking other languages. *Available information* was regarded as more important to Portuguese-speaking respondents when compared to Spanish-speaking respondents and *Safe destination* was more important to Portuguese-speaking respondents when compared to English-speaking respondents (c.f.C.2.1).
- ANOVA results for **marital status** indicated that divorced respondents regarded *Education* a more important motive. Single respondents regarded *Spiritual experience* a more important motive than respondents living together. Divorced and single

respondents also regarded *International marketing* a more important motive than respondents living together (c.f.C.2.2).

- ANOVA results for **country of residence** indicated that respondents from Peru rated *Social facilitation* lower than respondents from Argentina and Colombia. Respondents from Mexico were motivated more by the factor *International marketing* compared to respondents from Argentina (c.f.C.2.3).
- ANOVA results for **level of education** indicated that respondents with high school diplomas rated the *Safe destination* lower than respondents with a Professional or Other qualification. *Nature and wildlife* and *Country attractiveness*, *Favourable exchange rate* and *Spiritual experience* were all rated more important by Professional respondents when compared to respondents from other education levels. Responders with a high school diploma regarded *Safe destination* more important than Professional respondents (c.f.C.2.4).
- ANOVA results for **decision time period** indicated that respondents who made travel arrangements six months in advance considered *Education* more important compared to respondents who made a spontaneous or impulsive decision who were more motivated by *Nature and wildlife* *Variety of attractions*, *Country attractiveness*, *Lifestyle*, *Ideally located* and *Favourable exchange rate*. Respondents who made their travel arrangements in advance were more motivated by *Public transportation*, *International marketing* and *Wilderness Safaris* than respondents who made spontaneous decisions (c.f.C.2.5).
- ANOVA results for **travel initiator** indicated that respondents who initiated the trip themselves were motivated by *Life dream*. *Social facilitation* was rated more important for respondents whose trip was initiated by family, themselves and their spouses (c.f.C.2.6).
- Rank correlations indicated the following (c.f.C.3.1; C.3.2):
 - Positive correlations with regard to **Escape** and length of stay, spending on road transport, souvenirs, jewellery and visas, *Nature and wildlife*, *Social facilitation*, *Value for money destination*, *Accessible destination*, *Variety of attractions*, *Unique country attributes*, *Country attractiveness*, *Exploration*, *Favourable exchange rate*, *Lifestyle* and *Ideally located*. There were negative correlations with *Public transportation* and *Education*.
 - Positive correlations with regard to **Education** and age, group size, people paying for group, spending on accommodation and flights, times travelled per year, *Visit again*, *International marketing* and *Wilderness Safaris*. There were negative correlations with *Escape*, *Nature and wildlife*, *Ideally located*, *Unique*

country attributes, Country attractiveness, Life dream, Exploration and Favourable exchange rate.

- Positive correlations with regard to **Variety of attractions** and spending on clothes and footwear, souvenirs and jewellery, *Escape, Spiritual experience, Social facilitation, Value for money destination, Country attractiveness, Lifestyle, Favourable exchange rate, Ideally located and Safe destination* and large correlations on *Nature and wildlife, Unique country attributes* and *Accessible destination*. There was a negative correlation with times travelled per year.
- Positive correlations with regard to **Nature and wildlife** and *Escape, Spiritual experience, Lifestyle, Social facilitation, Value for money, Favourable exchange rate, Accessible destination and Ideally located* with large correlations in *Variety of attractions, Unique country attributes* and *Country attractiveness*. Negative correlations relating to *Education, Wilderness Safaris* and times per year travelled.
- Positive correlations were evident for **Unique country attributes** and spending on clothes and footwear, road transport and souvenirs and jewellery, *Escape, Country attractiveness, Exploration, Lifestyle, Social facilitation, Value for money destination, Favourable exchange rate, Accessible destination, Ideally located and Available information* with large correlations in *Variety of attractions* and *Nature and wildlife*. Negative correlations included *Education, Public transportation and Wilderness Safaris*.
- Positive correlations in relation to **Country attractiveness** and spending on clothes and footwear, road transport and souvenirs and jewellery, *Escape, Variety of attractions, Unique country attributes, Life dream, Lifestyle, Social facilitation, Value for money destination, Favourable exchange rate, Accessible destination and Available information* with large correlations among *Nature and wildlife* and *Ideally located*. There were negative correlations for *Education, Public transportation and Wilderness Safaris*.
- Positive correlations with reference to **Life dream** and *Country attractiveness, Exploration, Lifestyle and Ideally located*. There were negative correlations with *Education, Visit again, Wilderness Safaris* and times travelled per year.
- Positive correlations respecting *Spiritual experience* and people paid for during travel, spending on road transport, times travelled per year, *Variety of attractions, Nature and wildlife, Lifestyle, International marketing, Public transportation, Safe destination and Wilderness Safaris*.

- Positive correlations with regards to **Visit again** and age, people paid for during trip, spending on food, road transport, times travelled per year, *Education* and *Wilderness Safaris* with large correlation in previous visits and length of stay. There were negative correlations with *Life dream* and *Exploration*.
- Positive correlations in connection with **Exploration** and *Escape*, *Unique country attributes*, *Life dream*, *Lifestyle*, *Social facilitation*, *Ideally located* and *Available information*. There were negative correlations with previous visits, length of stay, people paid for during trip, *Education*, *Visit again* and *Wilderness Safaris*.
- Positive correlations were evident for **Lifestyle** and *Escape*, *Variety of attractions*, *Unique country attributes*, *Country attractiveness*, *Life dream*, *Spiritual experience*, *Exploration*, *Value for money destination*, *Favourable exchange rate*, *Accessible destination*, *Ideally located* and *Safe destination*. There were negative correlations with age and times travelled per year.
- Positive correlations existed relating to **Social facilitation** and group size, *Escape*, *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness* and *Exploration*. There were negative correlations in times travelled per year.
- Positive correlations with regards to **Value for money destination** and spending on road transportation, *Escape*, *Variety of attractions*, *Unique country attributes*, *Country attractiveness*, *Lifestyle*, *Favourable exchange rate* and *Accessible destination*.
- Positive correlations manifested relating to **Favourable exchange rate** and *Escape*, *Variety of attractions*, *Unique country attributes*, *Country attractiveness*, *Lifestyle*, *Value for money destination*, *Accessible destination*, *Ideally located* and *Available information*. Negative correlations were established for age, *Education*, *Public transportation* and *Wilderness Safaris*.
- Positive correlations were revealed with regard to **Accessible destination** and *Escape*, *Nature and wildlife*, *Unique country attributes*, *Country attractiveness*, *Lifestyle*, *Value for money destination*, *Favourable exchange rate*, *Ideally located*, *Available information* and *Safe destination* with a large correlation with *Variety of attractions*. There were negative correlations with *International marketing* and *Accessible destination*, spending on accommodation and times travelled per year.
- Positive correlations existed relating to **Ideally located** and *Escape*, *Variety of attractions*, *Nature and wildlife*, *Unique country attributes*, *Life dream*, *Exploration*, *Lifestyle*, *Favourable exchange rate* and *Accessible destination*

with a large correlation in *Country attractiveness*. Negative correlations were evident with regard to *Education*, *Wilderness Safaris*, age, spending on accommodation and times travelled per year.

- There were positive correlations with ***International marketing*** and spending on accommodation, beverages, return flights and visas, *Education*, *Spiritual experience* and *Public transportation*. Negative correlations were revealed for *Accessible destination*, previous visits, duration of stay and spending on souvenirs and jewellery.
- Positive correlations were established with regard to ***Public transportation*** and *Spiritual experience*, *International marketing* and *Wilderness Safaris*. Negative correlations were present with *Escape*, *Unique country attributes*, *Country attractiveness*, *Favourable exchange rate*, road transport and spending on souvenirs and jewellery.
- Positive correlations were definite regarding ***Available information*** and number of people paid for during trip, spending on accommodation, food, beverages, return flights, road transport and visas, *Unique country attributes*, *Country attractiveness*, *Exploration*, *Favourable exchange rate* and *Accessible destination*.
- There were positive correlations with ***Safe destination*** and *Variety of attractions*, *Spiritual experience*, *Lifestyle* and *Accessible destination*.
- Positive correlation were prominent with ***Wilderness Safaris*** and *Education*, *Spiritual experience*, *Visit again*, *Public transportation*, group size, duration of stay, food, spending on beverages, return flights, visas and times travelled per year.

4.6 CONCLUSION

The aim of this chapter was to assess the profile and factors that influence Latin American travel motives to South Africa and Wilderness Safaris. From this chapter various data analysis were used such as descriptive data, factor analyses, cluster analysis, *t*-tests, ANOVAs and Spearman's Rank Order Correlations. The descriptive analysis allowed the researcher to create a profile on the Latin American tourist that travel to South Africa and Wilderness Safaris. The following factors were identified: *Escape*; *Education*; *Variety of attractions*; *Nature and wildlife*; *Unique country attributes*; *Life dream*; *Spiritual experience*; *Visit again*; *Exploration*; *Lifestyle*; *Social facilitation*; *Value for money destination* *Favourable exchange rate*; *Accessible destination*; *Ideally located*; *International marketing*; *Public transportation*; *Available*

information Safe destination; and Wilderness Safaris. The results of the cluster analysis based on the identified factors confirmed that Latin American tourists have a variety of motives for their trip and that the main motives are rather financial aspects such as *value-for-money destination* and *favourable exchange rate*. The results furthermore showed that clustering tourists by their motivations is a useful market segmentation tool as it gives a clear and direct profile and understanding of different types of tourists within a larger travel market and their travel preferences. Four distinct market segments were identified, *Opportunistic explorers*, *Enlightened spiritualists*, *Practical economists* and *Comprehensive indulgers*. The *t*-tests and ANOVAs as well as Spearman's Rank Order Correlations indicated a variety of socio-demographic and behavioural characteristics that influenced Latin American travel motives. From this chapter it is evident that the most important factors having a direct influence on the travel motives of Latin American tourists travelling to South Africa and Wilderness Safaris are: *Value for money destination; Favourable exchange rate; and Unique country attributes.*

In the following chapter conclusions and recommendations are made with regard to the findings in this research.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The main aim of this study was to determine the profile of Latin American tourists to South Africa by using Wilderness Safaris, a leading tour operator in South Africa and Africa, as case study. To achieve this aim the following objectives were set in Chapter 1 and achieved in the respective chapters.

- The first objective was to analyse marketing and market segmentation in the context of ecotourism by way of a thorough literature review. This was achieved in Chapter 2 of the study. By giving a brief history on the case study (Wilderness Safaris) and defining marketing and tourism marketing, its context within eco-tourism was explained. By further defining market segmentation and its role within marketing, explaining its process in detail and discussing the advantages of market segmentation a further understanding of this process within tourism marketing was achieved.
- The second objective was to analyse Latin America as a global travel market in comparison with the international tourism trends for travelling to South Africa. This was done through a literature analysis of the Latin American tourists' profiles, needs, motives and travel behaviour. Chapter 3 gave a full report on the outcome of the second objective. Analysis of the arrivals from the top ten overseas destinations and international travel trends concluded that overseas tourism to South Africa shows a decline. This supports the statement that new source markets needed to be identified for the tourism industry for South Africa. A SWOT analysis was applied to identify the various strengths, weaknesses, opportunities and threats of South Africa as a tourist destination. Latin America was identified as a potential source market. The characteristics of Latin America as a tourism market were discussed based on available literature. However, the gap in current literature and limited data on the Latin American tourist market, especially to South Africa emphasise the importance of the present study.
- The third objective was to assess Latin American tourists that travel to South Africa and Wilderness Safaris based on their profile and motivations for this specific traveling. The assessment was channelled through the operator by means of an empirical survey. This was achieved in Chapter 3 through the discussion of the descriptive analyses, factor analyses, cluster analysis, *t*-tests, ANOVAs and Spearman's Rank Order

Correlations to present a detailed profile of the Latin American tourists and their travel motives.

- The fourth and final objective was to come to conclusions on the outcome of the results obtained from the various analyses and to make recommendations with regard to the Latin American tourists' profile and travel motives for choosing South Africa and Wilderness Safaris as destinations. The current chapter concludes on the findings of the research and apply the results to make recommendations regarding the Latin American tourists that choose South Africa and Wilderness Safaris as holiday destinations.

The aim of this chapter is thus to draw conclusions and make recommendations with regards to the Latin American tourists' profile and travel motives. This chapter also includes a section on topics that could be considered for future research as stemmed from the current research study.

5.2 CONCLUSIONS

The following section discusses the conclusions with regard to the literature reviews and the survey, as reported in Chapters 2, 3, and 4 respectively.

5.2.1 Conclusions with regard to the literature study

The next sections present conclusions that are made with regard to both literature chapters.

5.2.1.1 Conclusions with regard to market segmentation in an ecotourism context

The following main conclusions were reached with regard to research objective 1 (c.f. 1.4.2).

- Marketing is a universal activity and therefore good marketing is a vital ingredient for large and small businesses wanting to be successful (c.f. 2.1).
- Successful companies have one feature in common and that is strong customer focussed marketing (c.f. 2.1).
- The main aim of marketing is to develop long term relationships with their customers and should be about a sense of intensifying and satisfying customer needs (c.f. 2.3).
- Marketing is a dynamic process which consists of three phases namely to (1) determine what a consumer wants, (2) create it, and (3) sell it (c.f. 2.3).
- It is important for marketing managers in all sectors of tourism to understand and have detailed knowledge of their customers' buying behaviour. Tourism marketing need to be structured to introduce a destination's or company's products and services to a specific customer base (c.f.2.3).

- Tourism marketing reflects the following five aspects namely characteristics of demand, characteristics of supply, products and prices which matches the supply to the demand, characteristics of promotion which influences demand and characteristics of distribution used to facilitate purchase (c.f. 2.3).
- Better decision making is embedded in understanding the target markets and developing campaigns that appeal to the target market which is now known (c.f. 2.3).
- In order to achieve a successful campaign, tourism marketing consists of four main factors (marketing mix) which include price, product, place and promotion (c.f. 2.3).
- There are four main marketing methods namely direct mail, direct marketing, database marketing and customer relationship management (c.f. 2.3).
- Current practices in tourism are under more pressure to be more sustainable (c.f. 2.3).
- There are various challenges to the implementation of the successful marketing of eco-tourism products. In this case, three key issues were identified namely targeting, segmenting and positioning, consumer product knowledge and risk perception (c.f. 2.4).
- Central to any marketing activity is market segmentation (c.f. 2.5).
- Market segmentation within this research context's purpose was to identify from the whole population of Latin American tourists, the same groups (or segments) of tourists that display the similar characteristics (c.f. 2.5.1).
- Segmentation enables tourism businesses and destinations to focus their efforts on a group or segment that shows the greatest potential as clients and/or consumers. It can be considered as a strategy for optimising resources and will for this reason give South Africa and Wilderness Safaris a clear advantage over its competition as it places the consumer first (c.f. 2.5.1).
- In order to understand the needs and wants of the Latin American market, a segmentation process needs to be developed and implemented which consists of the following steps (c.f.2.5.2):
 - Analyse existing information;
 - Identify markets to be segmented;
 - Identify/apply segmentation bases;
 - Identify/apply methods for deriving segments;
 - Evaluate target segments;
 - Select target segments;
 - Target markets strategies; and
 - Positioning process.

- There are various benefits in applying market segmentation of which some includes (c.f.2.5.3):
 - Segmentation allows marketers to focus on the tourists' needs;
 - Segmentation identifies gaps in the market, which leads to niche markets;
 - Segmentation leads to resource allocation and concentration;
 - Market efficiency is improved and a competitive advantage can be gained; and
 - More responsive products lead to marketing opportunities; and
 - Promotion of new products.
- Both eco-tourism and adventure tourism are sub-components of nature based tourism and thus marketed equally (c.f. 2.6).
- There are various studies done on the profile and motivation of tourists visiting eco-tourism and nature-based tourism products; however limited research has to date and to the researchers' knowledge been conducted regarding the Latin American tourism market (c.f. 2.6).

5.2.1.2 Conclusions with regard to South Africa as a tourist destination and its appeal to the Latin American market

The following main conclusions can be made regarding research objective 2 (c.f. 1.4.2).

- Africa received 56 million tourists in 2014 up from the 26 million who visited the country in 2000 (c.f. 3.1).
- South Africa is an emerging market although the overseas arrivals flat lined in 2014 (c.f. 3.1).
- There is a geographical shift from the main markets of Europe to the emerging markets such as China and Brazil to name a few (c.f. 3.1).
- International tourist arrivals grew by 4.4% in 2014 (c.f. 3.2).
- 2014 was a sluggish year for tourism with weak economic growth, geographical conflicts and the Ebola outbreak in West Africa (c.f. 3.2).
- Europe still leads the global international tourist arrivals with a total of 584 million tourists visiting the Europe region in 2014 (c.f. 3.2).
- Various factors contributed to the slowdown in growth to the Africa region (c.f. 3.2).
- Four points regarding the performance of South Africa as an international tourism destination was identified namely shifting geographical markets, evolving post-recession consumer preferences, new opportunities and challenges presented by technology and new cost drivers in aviation (c.f. 3.3).
- SWOT analysis on South Africa identified the following strengths, weaknesses, opportunities and threats (c.f. 3.3.1):

- Strengths included South Africa's scenic beauty, wildlife and cultural diversity;
- Crime and corruption with the perceived level thereof was the greatest threat and weakness; and
- Opportunities that exist for South Africa in terms of job creation, sourcing and promoting into new emerging markets.
- Europe is still the main overseas source market for South Africa with the top ten overseas countries being the UK, USA, Germany, France, The Netherlands, Australia, India, China, Canada and Italy (c.f. 3.3.2).
- Latin America showed a decline in international arrivals to South Africa in 2014 when compared to 2013 (c.f. 3.3.2).
- Characteristics of the Latin American tourism market include that their main source of information is word of mouth with travel arrangements being made independently. Their main travel seasons are from December to January and July (c.f. 3.4.2).
- It is evident from the literature review that there is currently a gap in tourism literature regarding the profile and motives of Latin American tourists especially with regard to visiting South Africa.

5.2.2 Conclusions from the survey

The following main conclusions have been made regarding research objective 3 (c.f. 1.4.2).

5.2.2.1 Conclusions regarding descriptive data

Based on Table 5.1, Latin American respondents were predominately male, aged 44 years, spoke Portuguese and lived in Brazil. They reported being in a relationship and their highest level of education was a university or college diploma/degree. Respondents indicated a preference to make travel arrangements six months in advance. The main initiator for their trip to South Africa was family with this being their first trip to South Africa staying eight nights or more. The average travel group size consisted of four people with the majority not travelling with children or family and only paying for two people in that group. The average spending was USD 18 762.64 (ZAR 288 670.07) per trip with the main province visited in South Africa being the Western Cape. Other African countries visited during their trip included Botswana and Mozambique. Other destinations considered as alternatives to South Africa were Europe, Asia and Australia and the Pacific islands. The main destinations previously visited were Central and South America and Europe. Latin Americans only travel once a year on individual arrangements with the main reason for their trip to South Africa being safari while staying in a hotel, motel, resort or lodge. Their main activities included outdoor and nature activities and they heard about South Africa through friends and family. The main travel agent / tour operator

that Latin Americans used for their arrangements to South Africa was the International Travel Group as they provided services in their home language. The majority of Latin American tourists knew about Wilderness Safaris prior to their visit to South Africa.

Table 5.1: Latin American respondent profile

Latin American respondent profile	
Gender	Male
Average age	44 years
Home language	Portuguese
Marital status	In a relationship
Country of residence	Brazil
Highest level of education	University/College diploma or degree
Travel decision time period	More than 6 months ago
Initiator for travel to South Africa	Family
Previous visits	First time
Duration of trip to South Africa	Eight nights or more
Average group Size	Four people
Number of people paying for in a group	Two people
Children or family accompanying on trip	No
Average spend per trip	USD 18 762.64 (ZAR 288 670.07)
South African province visited	Western Cape and Gauteng
Top African countries visited	South Africa, Botswana and Mozambique
Other destinations considered apart from South Africa	Europe, Asia and Australia and Pacific islands
Destinations previously visited	Central and South America and Europe
Average times travelled per year	Once a year
Package type	Non-packaged
Holiday type	Safari, beach and cultural
Accommodation type	Hotel, motel, resort or lodge
Activity type	Outdoor and nature
Heard about South Africa	Friends and family
Main Latin American travel agent / tour operator used	International Travel Group
Main reason in choice in use of travel agent / tour operator	Service provided in home language
Previous knowledge of Wilderness Safaris	Yes

5.2.2.2 Conclusions regarding factor analyses and the cluster analysis

- Eleven possible motivational factors were identified by the factor analysis, however due to multi-collinearity among the items grouped under the factors, the factors yielded unreliably Cronbach alpha's and inter-item correlations. After a confirmatory factor analysis was performed and the factors yet again being unreliable it was decided to

exclude these factors for a third round of analyses and regard them as factors on their own (c.f. 4.3.1).

- The factors that were identified were *Unique country attributes*, *Country attractiveness*, *Life dream*, *Spiritual experience*, *Visit again*, *Exploration Lifestyle*, *Social facilitation*, *Value for money destination*, *Favourable exchange rate*, *Accessible destination*, *Ideally located*, *Escape*, *International marketing*, *Public transportation*, *Available information*, *Safe destination*, *Education*, *Variety of attractions* and *Nature and wildlife* (c.f. 4. 3. 1).
- *Value for money destination* obtained the highest mean value (4.36) and was regarded as the most important motive for travel to South Africa. This was followed by *Favourable exchange rate* (mean value 4.27) and *Unique country attributes* (mean value 4.25) (c.f. 4.3.1).
- *Wilderness Safaris* accounted for 72% of the total variance and had a high-reliability coefficient (0.95) with a mean value of 3.04 (c.f.4.3.2).
- Confirming the notion by Kruger and Saayman (2013, 2015) and Kruger et al. (2015), this research showed that motivation is a useful segmentation base, especially for destination marketers wanting to understand a specific travel market. Clustering based on the motivational factors revealed the existence of Latin American tourist clusters that ought to be catered for namely *Opportunistic explorers*, *Enlightened spiritualists*, *Practical economists* and *Comprehensive indulgers*. These clusters were labelled according to the motives most important to them (c.f.4.4.1).
- *Opportunistic explorers* had the highest mean values for the motives *exploration*, *social facilitation*, *international marketing* and *public transport*. This cluster had the shortest length of stay and seems to move on quickly from one destination to another. This cluster, however, had the highest spending per person indicating a potential growth market, if the marketing of South Africa can entice them to stay longer and explore more regions within the country while actively participating in a broad range of activities, which will lead to higher spending. Since they regard public transport important, South Africa must focus on promoting the Gautrain, which makes it easier to connect from the O.R. Tambo International Airport to Johannesburg and Pretoria as well as the MyCiti bus system in Cape Town which links the city with surrounding areas (c.f.4.4.2).
- *Enlightened spiritualists* rated *spiritual experience* and *safe destination* higher and were the only cluster that seem to regard education as an important motive. This cluster has the second highest total spending, making this cluster an affluent traveller, implying that destinations should promote inner and self-actualised well-being experiences (c.f.4.4.2).

- *Practical economists* valued the practical aspects behind travelling especially financial aspects and regarded *favourable exchange rate* and *available information* more important. This cluster has the highest average total spending, travel in the largest groups and travel the most during the year making them the most lucrative market to attract. Since *unique country attributes* were also regarded as important, this cluster should be tempted to experience South Africa's truly unique and high-end offerings, especially since they are a return visit market, and could ultimately act as ambassadors (c.f.4.4.2).
- *Comprehensive indulgers* valued the entire experience and is motivated by South Africa as a whole and the country's distinct features especially nature and wildlife. This cluster also rated *country attractiveness* as important and thus this cluster should be exposed to South Africa's breath-taking vistas and natural heritage. This cluster furthermore rated *lifestyle* the highest compared to the other clusters, while the length of stay was the longest, making this cluster an important market especially regarding making the most of the holistic South African experience (c.f.4.4.3).
- A detailed summary of the Anovas, *t*-tests and Spearman's Rank Order Correlations are presented in c.f.4.5.

5.3 RECOMMENDATIONS FOR EXPANDING THE LATIN AMERICAN MARKET

In the following sections recommendations regarding marketing to capitalize on the Latin American tourism market are made with specific focus on efforts to be considered by South Africa and Wilderness Safaris.

5.3.1 Recommendations regarding the Latin American tourism market to South Africa and Wilderness Safaris

Growth from the Latin American region has declined in 2014 and South Africa and Wilderness Safaris need to focus on its strengths and opportunities as revealed through the SWOT analysis (c.f.3.3.1). Latin American tourists are a very lucrative market in terms of their spending. This makes them a valuable market to consider expanding to. In the following section recommendations based on the findings from the empirical study are made.

5.3.1.1 Recommendations based on the results from the cluster analysis

Destination marketers should expand all four clusters as they are all viable markets to attract and retain. The main objective should be to increase loyalty and repeat visits among all four clusters. Based on their ratings of the motives as well as preferred activities, the following marketing strategies are proposed for each identified cluster:

- *Opportunistic explorers* preferred outdoor/sport activities and shopping. To enhance the motive *exploration* (which was the most important motive to this cluster), South Africa should brand itself as the ultimate adventure destination by highlighting the country's various outdoor adventure activities such as hiking, river rafting, bungee jumping, scuba diving and shark cage diving to name but a few. Depending on the nature of the activity, adventure activities are present in all nine provinces and this can be an ideal way to give exposure to lesser known provinces and promote the entire country. The focus should not only be on well-known provinces and destinations such as the Table Mountain in the Western Cape and the Kruger National Park in Limpopo and Mpumalanga. Regarding promoting more sports activities, the 2020 Commonwealth Games to be hosted in Durban, South Africa can be an ideal opportunity to attract more sport tourists. *Opportunistic explorers* seems to be looking for an opportunity to travel and this strategy can expand this market.
- *Enlightened spiritualists* preferred indigenous culture activities. For this cluster, *spiritual experience* is also highly regarded and spiritual retreats in South Africa should be marketed more intensively as ideal get-away and wellness holidays. For this cluster, education is also particularly important. To further enhance these motives, marketing campaigns should highlight that South Africa is the "Rainbow Nation" with 11 official languages and four major black ethnic groups, Nguni (Zulu, Xhosa, Ndebele and Swazi), Sotho, Shangaan-Tsonga and Venda. The diverse cultural history and customs of the indigenous people should also be emphasised to educate tourists and to entice their curiosity. National icons such as Nelson Mandela and the Nelson Mandela Route should also be promoted intensively. Cultural heritage sites such as Mapungubwe Cultural Landscape, Robben Island, Vredefort Dome and the Fossil Hominid Sites of Sterkfontein (The Cradle of Humankind) should feature strongly in marketing campaigns. The discovery of Homo Naledi in 2015, a previously-unknown species of extinct hominid, discovered within the Dinaledi Chamber of the Rising Star cave system, Cradle of Humankind, should be capitalised on and promoted. To enhance the motive education further, well-managed and interactive interpretation centres should be present at all attractions. Since *Opportunistic explorers* and *Practical economists* also preferred indigenous culture activities, these marketing efforts can help to expand these clusters as well. For Practical Economists, the emphasis should also fall on value-for-money.
- *Comprehensive indulgers* were motivated by an array of motives especially nature and wildlife and preferred shopping activities. This was the only cluster that had more female respondents and South Africa should be marketed along with its wildlife, also as an ideal shopping destination by emphasising noteworthy shopping centres such as

Sandton City in Johannesburg and the Gateway Theatre of Shopping in Durban, currently the largest shopping centre in Africa, as well as the newly built “Mall of Africa” in Midrand, Gauteng, set to open in April 2016 which will be Africa’s largest mall built in a single phase.

- Similar to the report by the UNWTO (2013), the identified clusters were in the age groups 30-50 years, enjoyed shopping and made use of travel agents. The characteristics of the *Enlightened spiritualists* also confirm the findings by the UNWTO (2013) that for the more affluent Latin American traveller, the focus shifts towards a strong emotional and experiential tourism. Confirming the findings of the ITB World Travel Trend Report (2013/2014), the majority of respondents in all four clusters originated from Brazil. However, *Enlightened spiritualists* also originated from Argentina and Chile and *Comprehensive indulgers* also from Argentina and Peru showing that South Africa also appeals to these regions. Marketing campaigns of the country should therefore also be visible in these regions. South African Airways (SAA) should also emphasise its agreements with fellow Star Alliance partners and other major airlines operating between São Paulo and Buenos Aires, as well as to and from other key South American destinations to market South Africa as an accessible long-haul destination. Emphasis also needs to be placed on a value-for-money experience (as also emphasised by the high rating of the motive) as this will help the country gain a competitive advantage above alternative destinations such as Europe, North America and Central and South America as well as neighbouring countries such as Zimbabwe and Swaziland. South Africa can be more competitive regarding developing all-inclusive holiday packages that include flights, road transport and accommodation. Since SAA is the only airline providing a direct connection between the two regions, discount on flights between Latin America and South Africa can be supplied as part of a larger promotional plan (e.g. South-South trade). Inviting Tele Novella soap stars and famous actors from Latin America to film some of their episodes or films in South Africa can also greatly influence Latin American tourists’ opinion on selecting South Africa as their next travel destination.
- The four clusters indicated the use of a variety of marketing mediums with the *Comprehensive indulgers* and *Opportunistic explorers* being the most ardent information searchers. South Africa should be promoted making use of above and below-the-line marketing mediums. *Comprehensive indulgers* made use of the internet and social media sites the most. Facebook, Twitter and Internet blogs should thus be used as vehicles to promote South Africa’s beauty and wildlife to the Latin American public. This can be done by suggesting links to the public that leads them to the main website page, and/or to place reviews on Trip Advisor. Travel agents were influential

in *Opportunistic explorers*, *Enlightened spiritualists* and *Practical economists*' decision to travel to South Africa. South Africa needs to collaborate more with inbound tour operators to promote the entire destination at, for example, trade shows such as the annual World Travel Market in Latin America. Services should be offered in tourists' home languages of Portuguese and Spanish. The use of printed media should not be disregarded as Enlightened spiritualists made use of magazines and Opportunistic explorers from brochures and pamphlets. SAA's in-flight magazine (Sawubona) can successfully be used for this purpose.

5.3.1.2 Additional recommendations based on conclusions from the survey for South Africa and Wilderness Safaris

- Although the majority of respondents (62%) indicated that they did not travel with children, great potential exist in tapping into the family market. However, at the time of this research, the influence of the visa regulations and unabridged birth certificates were not measured. South Africa and Wilderness Safaris must however focus on developing or promoting existing family friendly products for the Latin American market, such as a “bush buddy” activity pack for game drives and educational packs when visiting museums and aquariums. This means to focus more on the value of *education*, and *social facilitation* emphasising on experiential travel as well as a great *value for money destination*. The emphasis must be placed on the entire travelling experience with children as well as the memories created from this. Wilderness Safaris is already an important factor for Latin Americans travelling with children. However, Wilderness Safaris can create new and/reshape existing products to be more family friendly. Another option is to extend their existing family offering to this market for example making their turtle drives at Rocktail Beach Camp more child-friendly and offering bush walks in secure areas for children. This should then also be promoted more extensively.
- South African Tourism needs to promote South Africa as a “world in one country” destination or similar campaigns as was implemented a few years ago. In a previous campaign the emphasis was to promote South Africa as a great destination with unique attributes where to one can escape. Thus, the focus should not only be on the major attractions such as Table Mountain and the Kruger National Park and to continue marketing South Africa (as a tourist destination) as a whole. Although first time visitors, of which the majority of Latin Americans are, travel to see these attractions the focus must be to have them return to experience a different side of the country. The Western Cape, Gauteng, Mpumalanga and Limpopo are the major provinces that Latin Americans visit, with very few travelling to other parts of the country. As a suggestion

for South Africa Tourism to promote South Africa as a value for money family friendly destination, is to promote national parks. South Africa Tourism can capitalize on the motive for *Nature and wildlife* focusing on the following destinations in the different provinces, namely in the North West Province the Madikwe and Pilanesberg National Parks; in the Free State, the Golden Gate National Park and in the Northern Cape, the Kalahari Gemsbok National park. These parks could be promoted more as they are malaria free which is a major concern for any parent travelling with their children. South African Tourism can promote the Eastern Cape with the Addo Elephant National Park and Kwa-Zulu Natal with the iSimangaliso Wetland Park as alternative options to Mpumalanga and Limpopo as well.

- Wilderness Safaris can enhance their offering by promoting a combination of the main destinations such as South Africa, Botswana, Namibia, Zambia and Mozambique. The operator also introduces specials from time to time, like the current special named “the six country summer special” (Appendix B) where the customer can combine different camps in different areas. Specials like this can be tailor made to fit the Latin American tourism market to first and foremost offer the package in their home language, but also to be more country specific as set out below:
 - South Africa: As Latin Americans were more motivated by *education, spiritual experience*, return travel, *social facilitation, international marketing* and *public transportation*, Wilderness Safaris can promote Rocktail Beach Camp located in Kwa-Zulu Natal to the Latin Americans as a family friendly camp with easy access, a great children’s programme and wonderful scuba diving opportunities.
 - Botswana: Wilderness Safaris can use *education* as a draw card and focus on their experienced guides who will make visitors want to return by teaching them interesting facts on the country’s biodiversity and general demographics amongst others.
 - Namibia: Wilderness Safaris can focus on the unbelievable nature and wildlife of the Namib Desert and the skeleton coast while emphasising as the country as a *value of money destination* with a *great exchange rate* linked to the South African currency.
 - Zambia: Wilderness Safaris should promote its Zambia-products as add-on options to the more popular countries. In doing so, Wilderness Safaris can highlight the country’s attractions outside of the Victoria Falls and provide more information on the country in general too. This could be a successful approach as respondents indicated the available information as one of the motivational factors to visit a country.

- Mozambique: Wilderness Safaris can provide optional extensions for Latin American tourists to Mozambique while focusing on beach holiday promotions and great scuba diving opportunities.
- Seeing as Latin American tourists only take one international holiday per year, South Africa (South African Tourism) must consider the main reasons why Latin Americans travelled to other African countries as well as other international destinations. This is important to gain a competitive advantage in the market:
 - Respondents travelled to Botswana for educational purposes as well as return visits. South Africa must thus focus on promoting itself as a destination where the traveller will acquire knowledge on something that they cannot find anywhere else, whether this is cultural tours in Soweto or Battlefield tours in the Midlands. South Africa also needs to focus on persuading travellers to return in order to experience something different like the Sterkfontein Caves and Cradle of Human Kind. The development of interpretation centres at cultural heritage sites is also recommended to support the availability of more information in different languages on brochures, maps and souvenirs to name but a few.
 - Emphasis needs to be placed on the value that the Latin American tourists will get for money despite the long distance they travelled. Latin Americans considered Europe as an alternative destination to South Africa due to them believing to gain value for money when visiting Europe. South Africa can be more competitive in terms of developing all-inclusive packages which include flights, road transport and accommodation. South African Airways is the only airline providing a direct connection between the two regions. Thus it can be more competitive by providing discount on flights between Latin America and South Africa.
 - Public transportation is a significant factor to consider for Latin American travellers and this was a major factor for their consideration to go to Asia, Australia and the Pacific islands. South Africa must focus on promoting the Gautrain, which makes it easier to connect from the airport and Johannesburg to Pretoria and back. Other trains like the Blue train, the most luxurious train in the world, should also be promoted more extensively. The Hop-on-Hop-off busses in Johannesburg and Cape Town also need to be promoted more as they connect all the major tourist attractions, amongst others, in Johannesburg and Cape Town.
 - South Africa must also promote the exploration of the destination to Latin American tourists as this was a deciding factor in their travel to Central and

South America, Asia and North America. South Africa must promote itself as the perfect long-haul destination through emphasising its unique wildlife, diverse culture, the fact that it is the most developed country in Africa. A further point to market is that South Africa also has one of the Seven Wonders of the World, namely Table Mountain.

- South Africa and Wilderness Safaris can promote both packed arrangements as well as non-packaged arrangements. Respondents who made use of packaged arrangements were more focussed on where they heard about the said package (from their friends or family) as well as what is included in the package. Hence, the Latin American tourists being more motivated by *public transportation*. It is recommended that South Africa and Wilderness Safaris develop packages that are all inclusive. Also, as much information as possible should be provided up front to Latin American tourists. Wilderness Safaris already act as a deciding factor for Latin American tourists as they offer services of tailor-make packages. However, services in the home language of the Latin American tourist market needs to be emphasised.
- Packages can consist of various combinations of holiday types. As nature and wildlife was indicated as the main holiday types to South Africa, other combinations can also be considered:
 - Cultural, sport and activity and festival holidays can be combined to create set packages for sporting events with optional extensions to art festivals or local tours. For example, combining the upcoming 2022 Commonwealth Games taking place in Durban with site visits to the battlefields in the midlands and a possible hike in die Drakensberg. This will also promote a province (Kwa-Zulu Natal) that is not known to the Latin American tourists.
 - Beach and honeymoon packages can be combined focussing on South Africa's unspoilt beaches with emphasis on great value for money resulting in a great option for Latin American honeymooners. The Eastern Cape presents itself as a great honeymoon destination with attractions such as the Garden Route and Addo Elephant National Park.
- South Africa and Wilderness Safaris must always emphasises the quality of service and great value for money on a wide variety of accommodation types which include luxury hotels such as the "One & Only" in Cape Town. There is also backpacker and tented accommodation available. Each of these options give the visitor a unique experience and caters to a diverse market's needs and accommodation preferences.
- South Africa can market itself through various marketing vehicles depending on the target in the Latin American market. These vehicles include website reviews, trade

shows, friends and family, television, magazines, travel agents, return visits, Facebook and Twitter, Internet blogs and brochures and pamphlets.

- South Africa can, for example, create a visually stimulating website which showcases the country's attractions, its wildlife, and its beauty and diversity. Also, the website can also present the value for money the tourists can expect while having an experience of a lifetime. All this information should be provided in Spanish and Portuguese. South African Tourism can also upgrade its current website to be more internationally friendly by providing various language options to browse the website.
- South Africa needs to collaborate with inbound tour operators to promote the entire destination at trade shows such as the annual World Travel Market in Latin America.
- Word of mouth is a very powerful marketing vehicle for South Africa. Family and friends, repeat visitors and travel agents can all influence the final decision of the tourists. With inviting travel agents from Latin America on an experiential trip to South Africa, it can give credibility to the experiences awaiting them when they decide to visit the country.
- Inviting Tele Novella soap stars and famous actors from Latin America to film few of their episodes or films in South Africa can greatly influence the Latin American tourists' opinion on selecting South Africa as their next travel destination.
- Facebook, Twitter and Internet blogs can also be used as vehicles to promote South Africa's beauty and wildlife to the Latin American public. This can be done through suggesting links to the public which leads them to the main website page, and/or to place reviews on Trip Advisor.
- Wilderness Safaris can assist the Latin American tour operators and travel agents to focus on the relevant and right market(s) to expand the market even further. Various factors influence the decision of the market. Respondents who wanted to explore and where travel is part of their lifestyle made their decision based on an Internet advertisement. This indicates that agents must improve their online offering to the market. Respondents who travelled for educational reasons made their choice due to trade show meetings, recommendations by family and friends, agency arranging previous trips, service in home language. It has been indicated that the Latin American market is educated in their decision making as information on South Africa and the travel agent is gathered before any decision is made. The Latin American tourists are an educated market and Wilderness Safaris and the local tour operator or travel agents have to meet the expectation of high level services.

- Through this study there are various marketing vehicles indicated which Wilderness Safaris can use to reach the Latin American market. The most important vehicle is their website containing all the available information and packages to the Latin American market. Also, services should be offered in tourists' home languages or Portuguese and Spanish. Trade shows and travel agents are also very important vehicles for marketing. Wilderness Safaris needs to increase its own visibility within the Latin American market through more aggressive marketing and more sales representatives. Lastly, Wilderness Safaris must maintain a high level of service in order to secure return visitors. The company must make the Latin American tourists' trip a memorable one in order for them to promote it to their family and friends.
- Respondents from Peru regarded *social facilitation* less important than respondents from Argentina or Colombia indicating that less families travel from the latter countries. Thus, marketing efforts can be focussed more on Argentina or Colombia to attract more families. Respondents from Mexico regarded *international marketing* more important than those from Argentina indicating that South Africa must focus more on promoting itself in Argentina, Brazil and other countries where South Africa as a destination is less known.
- Latin Americans' main travel seasons are from December to January and July indicating that they need time to plan their trip. Also, time is needed to plan around the school holidays for family travel. South Africa and Wilderness Safaris can use information when planning their promotional trips and focus on creating packages which highlights the destination attractions over these periods. July is winter in South Africa. However this is a great time to view wildlife and low season in Cape Town. Combined, it can offer a package which is great value for money. December to January is summer time whereby South Africa can promote the great climate and unspoilt beaches to the market.
- South Africa has the opportunity to promote itself as a bucket list destination for those tourists who initiated their own trips and who holds the motive *Life dream* a primary motive. This can be done by focussing on tourists who travel for example to visit all the natural wonders of which Table Mountain is one. South Africa boasts a variety of distinct experiences found nowhere else in the world. The country offers an experience for each and every travel wish: Travel for extreme sport of which Bloukrans is one of the highest bungees in the world; for wildlife the Kruger National Park offering the greatest diversity of wildlife in Africa; and Marine wildlife the highest frequency of great white sharks can be viewed.
- To increase tourist numbers and sales from Latin America, South Africa and Wilderness Safaris must focus their marketing on a value for money destination and on

family or group travel. Marketers can emphasise the inexpensive and simple way of getting around in South Africa. Though, in the same time marketers should promote the need for Latin Americans to escape from their normal routine, experience a wide variety of attractions in a uniquely beautiful “world in one” country with an excellent exchange rate. Further should be highlighted that all this fits into a lifestyle of travel excellence.

A steady growth rate of between 5 to 10% needs to be maintained for South Africa and Wilderness Safaris. Thus a marketing strategy needs to be developed based on the profile and motives of the Latin American tourist market through the application of a marketing mix. Based on the aforesaid recommendations a suggested package is discussed in the following section.

5.3.1.3 A marketing mix package for the Latin American tourist market

The following marketing mix strategy is recommended for South Africa and Wilderness Safaris as a destination and inbound tour operator in order to maintain steady growth from Latin America. This is based on two suggested packages established on couple and family travel:

- Product:
 - Family travel focussing on unspoilt South African nature with emphasis on the great wildlife of the country.
 - Packages should extent over eight days or more with services offered in either Portuguese or Spanish or both.
 - The packages need to be flexible in that they can offer Latin Americans the option to add or take away the areas not interested to visit.
 - Activities must include interactive educational game drives, nature walks, cultural tours, beach activities and shopping.
 - Accommodation included in the package must either be hotels, resorts or lodges or a combination of all three.
 - South Africa can collaborate with its neighbouring countries in order to promote the region as a whole to the Latin American market. This is important as most of the Latin American tourists intend to visit additional countries during their trip to South Africa.
 - Wilderness Safaris can focus on developing a product which includes countries it operates in for example a core package consisting of South Africa, Botswana and Zambia with optional extensions to either Mozambique or Namibia.
 - The six countries summer special (Appendix B) is an example of a package promotion with the option to mix and match.

- Price:
 - The price should be highly competitive as Latin Americans also consider other destinations to visit, especially Europe.
 - Wilderness Safaris can promote all-inclusive package rates of more or less USD15 000 with additional add-ons priced clearly.
 - As the main expenditure for tourists are on return flights, discounted rates on South African Airways must be negotiated as it is the only airline with a direct connection between the two regions.
- Place:
 - Distribution channels would be mainly through Latin American travel agents as well as Trade Shows as Latin Americans focus on word of mouth rather than conventional advertisements.
 - The experience of tourists who have already been to South Africa and Wilderness Safaris is of utmost importance as recommendations by friends and family is the main source of information gathering for Latin Americans. Thus, tourists' experience of service delivery will influence their promotion of South Africa and of Wilderness Safaris.
- Promotion:
 - South Africa and Wilderness Safaris must become more visible by attending trades shows like World Travel Market Latin America and Tourism Expo International.
 - Promotions and specials to the Latin American market through emails to the tour operators
 - As most of the Latin American tourists are first time visitors it is of utmost importance to leave a good impression by offering great activities and excellent service. This in return will result in the visitors promoting South Africa through word of mouth recommendations once they have returned to their home county.

5.4 RECOMMENDATIONS FOR FUTURE RESEARCH

- Continuous research on the Latin American region is recommended to enhance the understanding of the market as well as to determine any differences in profile, motives as well as travel behaviour.
- Further research with regard to experiential tourism, which was identified as a new travel trend for Latin American tourists, is highly recommended not only in this market but also in all international markets.

- Due to the initial difficulty in having the online questionnaires completed, a qualitative approach is recommended for future researchers whereby personal interviews with respondents can take place to gain a more in-depth understanding of their motives and needs.
- A supply side analysis is further recommended for future research to gain the opinions of Latin American tour operators and travel agents regarding the Latin American market and their needs. With this the shortages and gaps between demand and supply can be identified and addressed accordingly.
- Similar research is also recommended on other emerging markets, such as India and China, to determine if there are similarities among emerging markets as well for comparison with the source markets of Europe, USA and Australasia.

5.5 CONTRIBUTION OF THE RESEARCH

- This research filled the gap in the current tourism literature regarding the profile and motives of the Latin American tourist market that travel to South Africa. To the researcher's knowledge, this is the first study to profile the Latin American market as a potential viable tourist market from a South African perspective. Based on the results, valuable insights regarding the markets' preferences and travel behaviour were obtained and marketing strategies were proposed in the recommendations section above. Marketers of South Africa Tourism and Wilderness Safaris can apply these recommendations to increase the country's appeal as a tourist destination to the Latin American tourist market.

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APPENDIX A: ONLINE QUESTIONNAIRE



PROFILING THE LATIN AMERICAN MARKET TO SOUTH AFRICA

Dear tourist

The tourism research entity, TREES (Tourism Research in Economic Environs and Society) of the North-West University, Potchefstroom Campus, in cooperation with Wilderness Safaris, are currently conducting research regarding the Latin American market travelling to South Africa. The importance of this research is that it will assist in expanding this market as well as cater specifically to your needs.

This research forms part of a Masters Degree and the success of the study is dependent on the number of completed questionnaires.

We would therefore greatly appreciate you taking the time to complete the questionnaire.

Thank you in advance for your participation!

For any queries, please do not hesitate to contact us!

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SECTION A: DEMOGRAPHIC DETAILS

1. Gender ?

- ☐ Male
☐ Female

2. Year of birth?

3. Home language?

- ☐ Spanish
☐ Portuguese
☐ English
☐ Other (please specify)

4. Marital status?

- ☐ Single
☐ In a relationship
☐ Married
☐ Living together
☐ Divorced
☐ Widow/er

5. Country of residence?

- ☐ Argentina
☐ Peru
☐ Chile
☐ Brazil
☐ Mexico
☐ Guatamala
☐ Colombia
☐ Venezuela
☐ Other, please specify

6. Highest level of education?

- ☐ No school
- ☐ High School Diploma
- ☐ University / College Diploma or Degree
- ☐ Post-graduate
- ☐ Professional
- ☐ Other (please specify)

SECTION B: TRAVELLING TO SOUTH AFRICA

6. When did you make your decision to visit South Africa?

- ☐ Spontaneous decision
- ☐ A month ago
- ☐ More than a month ago
- ☐ More than 6 months ago
- ☐ Other, please specify

7. Who initiated the visit to South Africa?

- ☐ Self
- ☐ Friends
- ☐ Spouse
- ☐ Family
- ☐ Media
- ☐ Other, please specify

8. How many times have you previously visited South Africa in the last 4 years?

9. During your last trip to South Africa, how many nights did you stay over in the country?

10. Including yourself, how many people are travelling in your group?

11. Including yourself, how many people are you paying for during your trip to South Africa?

12. Are your children / family accompanying you on your trip to South Africa?

- ☐ Yes
- ☐ No

13. During your trip to South Africa, on average, how much did you or are you planning to spend on the following (please indicate the amount in US\$)?

a. Accommodation

b. Food

c. Beverages

d. Clothes and footwear

e. Return flights to South Africa

f. Road transport (ground travel in South Africa)

g. Souvenirs and jewellery

h. Visas

i. Other expenses, not listed above. Please specify the item and amount.

14. Which provinces in South Africa did you or are you planning to visit during your stay in South Africa?

	Yes	No
Western Cape	☐	☐
Eastern Cape	☐	☐
Northern Cape	☐	☐
Free State	☐	☐
Kwa-Zulu Natal	☐	☐
Mpumalanga	☐	☐
Limpopo	☐	☐
Gauteng	☐	☐
North West	☐	☐

15. Which African countries have you visited or are you planning to visit during your stay?

	Yes	No
Botswana	☐	☐
Malawi	☐	☐
Mozambique	☐	☐
Namibia	☐	☐
South Africa	☐	☐
Zambia	☐	☐
Zimbabwe	☐	☐
Lesotho	☐	☐
Swaziland	☐	☐
Other countries, please specify below	☐	☐

Other countries you are planning to visit not listed above, please specify.

16. Which other destinations did you consider travelling to apart from South Africa?

	Yes	No
North America	☐	☐
Central and South America	☐	☐
Europe	☐	☐
Asia	☐	☐
Australia and Pacific islands	☐	☐
Other destinations, please specify below.	☐	☐

Other destinations you considered not listed above. Please specify.

17. Which other destinations have you travelled to before?

	Yes	No
North America	☐	☐
Central and South America	☐	☐
Europe	☐	☐
Asia	☐	☐
Australia and Pacific islands	☐	☐
Other destinations, please specify below.	☐	☐

Any other destinations you have visited not listed above, please specify.

18. On average how many times do you travel during a year?

16. Which other destinations did you consider travelling to apart from South Africa?

	Yes	No
North America	☐	☐
Central and South America	☐	☐
Europe	☐	☐
Asia	☐	☐
Australia and Pacific islands	☐	☐
Other destinations, please specify below.	☐	☐

Other destinations you considered not listed above. Please specify.

17. Which other destinations have you travelled to before?

	Yes	No
North America	☐	☐
Central and South America	☐	☐
Europe	☐	☐
Asia	☐	☐
Australia and Pacific islands	☐	☐
Other destinations, please specify below.	☐	☐

Any other destinations you have visited not listed above, please specify.

18. On average how many times do you travel during a year?

19. What type of package did you take to South Africa?

	Yes	No
Packaged	☐	☐
Non-packaged	☐	☐

20. What type of holiday did you or are you planning to take to South Africa?

	Yes	No
Safari	☐	☐
Cultural	☐	☐
Beach	☐	☐
Sport and activity	☐	☐
Festivals and events	☐	☐
Honeymoon	☐	☐
Other, please specify below	☐	☐

Any other type of holiday you are undertaking to South Africa not listed above, please specify.

21. Which type of accommodation did you or are you planning to make use of during your stay in South Africa?

	Yes	No
Hotel, motel, resort, lodge	☐	☐
Backpacker / Youth hostel	☐	☐
Rented house / Apartment	☐	☐
House of friend or relative	☐	☐
Bed and Breakfast / Guesthouse	☐	☐
Other, please specify below	☐	☐

Other types of accommodation not listed above. Please specify.

22. Which types of activities did you do or are you planning to do during your trip?

	Yes	No
Outdoor / nature	☐	☐
Active outdoor / sports	☐	☐
Arts / Heritage	☐	☐
Indigenous culture	☐	☐
Local tourist attractions	☐	☐
Social	☐	☐
Shopping	☐	☐
Other, please specify below	☐	☐

Other types of activities not listed above, please specify.

23. Where did you hear about South Africa?

	Yes	No
Website	☐	☐
Trade shows	☐	☐
Friends and family	☐	☐
Radio	☐	☐
Television	☐	☐
Magazines	☐	☐
Newspapers	☐	☐
Travel agents	☐	☐
Previous visits	☐	☐
Facebook	☐	☐
Twitter	☐	☐
Internet blogs	☐	☐
Brochures and pamphlets	☐	☐
Other, please specify below	☐	☐

Other types of media not listed above, please specify.

SECTION C: MOTIVES TO TRAVEL TO SOUTH AFRICA

24. Rate according to the scale of agreement the reasons for choosing South Africa as a tourism destination.

	Totally disagree	Disagree	Neutral	Agree	Completely agree
To get away from my routine	☐	☐	☐	☐	☐
To relax	☐	☐	☐	☐	☐
To explore a new destination	☐	☐	☐	☐	☐
To spend time with friends and family	☐	☐	☐	☐	☐
For the benefit of my children	☐	☐	☐	☐	☐
Primarily for educational reasons (to learn things, increase my knowledge)	☐	☐	☐	☐	☐
South Africa is an ideal destination for photography opportunities	☐	☐	☐	☐	☐
Travelling to South Africa is a spiritual experience	☐	☐	☐	☐	☐
To see the Big 5 (Lion, Leopard, Elephant, Buffalo and Rhino)	☐	☐	☐	☐	☐
Travelling to South Africa is value for money	☐	☐	☐	☐	☐
Travelling is part of my lifestyle	☐	☐	☐	☐	☐
South Africa has an ideal holiday climate	☐	☐	☐	☐	☐
South Africa has unprecedented nature and wildlife	☐	☐	☐	☐	☐
South Africa has a variety of attractions on offer	☐	☐	☐	☐	☐

SECTION D: WILDERNESS SAFARIS

25. Which travel agent / tour operator did you book your package / arrangements to South Africa through?

26. Please indicate why you chose the above-mentioned travel agency / tour operator?

	Yes	No
Internet advertisement	☐	☐
Trade show meeting	☐	☐
Recommendations by family and friend	☐	☐
Internet search (e.g. Google)	☐	☐
Agency arranged previous trip	☐	☐
High level of service received	☐	☐
Service provided in home language	☐	☐
Virtuoso member	☐	☐
Other, please specify below	☐	☐

Specify other reasons here.

27. Have you heard about Wilderness Safaris before your travel to South Africa?

- ☐ Yes
☐ No

28. Where did you hear about Wilderness Safaris?

	Yes	No
Website	☐	☐
Trade shows	☐	☐
Friends and family	☐	☐
Radio	☐	☐
Television	☐	☐
Magazines	☐	☐
Newspapers	☐	☐
Travel agents	☐	☐
Previous visits	☐	☐
Facebook	☐	☐
Twitter	☐	☐
Internet blogs	☐	☐
Other, please specify below	☐	☐

Please specify other media here.

29. If you have travelled to South Africa with Wilderness Safaris, please indicate why you choose to do so.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Wilderness Safaris website review	☐	☐	☐	☐	☐
Repeat guests to Wilderness Safaris	☐	☐	☐	☐	☐
Recommendations by family and friends	☐	☐	☐	☐	☐
Recommendations by travel agent / tour operator	☐	☐	☐	☐	☐
Wilderness Safaris' environmental commitment	☐	☐	☐	☐	☐
High standards of service from Wilderness Safaris	☐	☐	☐	☐	☐
Services are provided in my home language	☐	☐	☐	☐	☐
Trade show meetings	☐	☐	☐	☐	☐
Other, please specify below	☐	☐	☐	☐	☐

Please specify other reasons here.

30. Any recommendation or suggestions?



Thank you for your participation!

Follow TREES on Facebook and Twitter

APPENDIX B : SIX COUNTRY SUMMER SPECIAL PACKAGE



**WILDERNESS
SAFARIS**

SIX COUNTRIES SUMMER SPECIAL

29 luxury camps and a diverse range of experiences in six spectacular African countries to mix and match – at unbeatable prices.

BOTSWANA • MALAWI • NAMIBIA • SOUTH AFRICA • ZAMBIA • ZIMBABWE



FEATURES OF THIS SPECIAL

- Highly discounted rates at many of our top camps.
- No single supplement on accommodation.
- No increase in guide rates from our Six Countries Summer Special 2014.
- No maximum numbers of nights...mix and match!
- The Zimbabwe Government has implemented a VAT increase of 15% on the hospitality and tourism industry from the beginning of 2015. For our Zimbabwe camps, an increase of 7.5% has been passed on to the consumer, while Wilderness Safaris is absorbing the other 7.5%.
- Children 6 to 16 years sharing in a family room with full paying adults, pay 50% of the adult rate. Child rates are only applicable at camps with family accommodation.
- Valid from 1 November 2014 up to and including 31 March 2015. Excludes the festive season from 20 December 2014 to 10 January 2015 for all camps, except Rocktail Beach Camp whose exclusion period is from 5 December 2014 to 10 January 2015.
- Travel to key areas of southern Africa and combine a vast range of complementary experiences.

CAMP INFORMATION – Click on camp name or contact your journey specialist for more information.

BOTSWANA Minimum 6-night stay in one country. Deception Valley, Central Kalahari Game Reserve: <i>Kalahari Plains</i> Okavango Delta Land Camps: <i>Banoka Bush Camp</i> Okavango Delta Combination (Land/Water) Camps: <i>Vumbura South (Premier), Iao (Premier), Abu (Collection)</i>, Kwetsani, Tubu Tree, Little Tubu, Seba Okavango Delta Water Camps: <i>Jacana & Xigera</i> Linyanti Camps: <i>Kings Pool (Premier) & Savuti</i>	NAMIBIA Minimum 5-night stay in one country. Sossusvlei Region: <i>Kulala Desert Lodge & Little Kulala (Premier)</i> Damaraland Region: <i>Desert Rhino, Damaraland & Doro Nawas</i> Etosha Region: <i>Andersson's & Ongava Lodge</i> Kunene Region: <i>Serra Cafema (Premier)</i>	MALAWI No combination of camps required, minimum of 2 nights. Lake Malawi National Park: <i>Mumbo Island</i> Liwonde National Park: <i>Mvuu Camp, Mvuu Lodge</i> Nyika National Park: <i>Chelinda Lodge</i>
SOUTH AFRICA Minimum of 3 nights. Adventures Camp: iSimangaliso Wetland Park, Zululand: <i>Rocktail Beach Camp</i>	ZAMBIA No combination of camps required, minimum of 2 nights. Recommended in conjunction with Botswana and/or Zimbabwe. Livingstone at Victoria Falls: <i>Toka Leya</i>	ZIMBABWE No combination of camps required, minimum 3 nights. Recommended in conjunction with Botswana and/or Zambia. Hwange Camps Hwange National Park: <i>Little Makalolo & Davison's</i>

APPENDIX C: RESULTS OF T-TESTS, ANOVAS AND SPEARMAN'S RANK ORDER CORRELATIONS

C.1 RESULTS OF THE T-TESTS: SOCIO-DEMOGRAPHIC AND MOTIVES TO SOUTH AFRICA FACTORS

Independent *t*-tests were conducted to determine if there were any statistical significant differences between the independent variables or group of individuals based on the respondents' demographic and behavioural characteristics with regard to the motivational factors. The *t*-tests were also executed to determine the reason why tourists (respondents) chose Wilderness Safaris as a tour operator. For this reason, the reference to "motives", also include the factor *Wilderness Safaris*. These results together with the ANOVAs may provide Wilderness Safaris with valuable information on how to effectively design a marketing strategy to attract more Latin Americans to South Africa by taking the respondents' characteristics into consideration. It is important to note that **only** statistically significant differences are discussed in the next sections.

C.1.1 *t*-test comparison of gender and motives

Table C.1: *t*-test result of gender and motives

Gender		N	Mean	Std. Deviation	Sig.	Effect size
Escape	Male	110	4.2000	.74563	0.680	0.06
	Female	85	4.2471	.81877		
Education	Male	110	2.8182	1.09780	0.252	0.17
	Female	85	2.6353	1.10569		
Variety of attractions	Male	110	3.9779	.40830	0.131	0.20**
	Female	85	4.0807	.51055		
Nature and wildlife	Male	110	4.1818	.48764	0.219	0.16
	Female	85	4.2863	.65091		
Unique country attributes	Male	110	4.2455	.48563	0.216	0.17
	Female	85	4.3412	.56806		
Country attractiveness	Male	110	4.0682	.45799	0.380	0.12
	Female	85	4.1353	.57548		
Life dream	Male	110	3.3818	.91853	0.326	0.14
	Female	85	3.5176	.98333		
Spiritual experience	Male	110	3.4909	1.13125	0.114	0.22**
	Female	85	3.7412	1.05957		

Visit again	Male	110	3.1909	1.11286	0.780	0.04
	Female	85	3.1412	1.31070		
Exploration	Male	110	3.8727	1.09301	0.227	0.17
	Female	85	4.0588	1.03915		
Lifestyle	Male	110	3.9455	.76430	0.014*	0.34**
	Female	85	4.2471	.89849		
Social facilitation	Male	110	3.8909	.92216	0.798	0.03
	Female	85	3.9294	1.12110		
Value for money destination	Male	110	4.3545	.67166	0.841	0.03
	Female	85	4.3765	.81615		
Favourable exchange rate	Male	110	4.2818	.69245	0.841	0.03
	Female	85	4.2588	.86124		
Accessible destination	Male	110	4.0545	.73990	0.073	0.26**
	Female	85	4.2471	.73850		
Ideally located	Male	110	3.9636	.66260	0.402	0.12
	Female	85	4.0471	.70552		
International marketing	Male	110	3.7455	.78327	0.074	0.25**
	Female	85	3.5294	.86724		
Public transportation	Male	110	3.0182	1.21898	0.977	0.01
	Female	85	3.0235	1.29078		
Available information	Male	110	4.1182	.64583	0.580	0.07
	Female	85	4.0588	.80701		
Safe destination	Male	110	3.4727	.87482	0.139	0.21**
	Female	85	3.6706	.95604		
Wilderness Safaris	Male	110	3.1466	.80830	0.194	0.17
	Female	85	2.9574	1.13431		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.1 shows that there are only a statistical significant difference ($p = 0.014$; small effect size of 0.34) between male and female respondents based on the motive *Lifestyle*. In terms of other factors no significant differences (small effect sizes) between males and females were evident with regard to the motivational factors as well as the *Wilderness Safaris* factor. Both genders rated the factors and items similarly. The most important motivational factor for both males and females was *Value for money destination* (mean value being 4.35 and 4.37 respectively).

C.1.2 *t*-test comparison of children / family accompanying respondents on their trip to South Africa and motives

Table C.2: *t*-test results for children / family accompanying on trip to South Africa and motives

Are your children / family accompanying you on your trip to South Africa?		N	Mean	Std. Deviation	Sig	Effect size
Escape	Yes	75	4.1467	.75235	0.290	0.15
	No	120	4.2667	.79106		
Education	Yes	75	3.3267	.93539	0.001*	0.92****
	No	120	2.3708	1.04015		
Variety of attractions	Yes	75	3.9848	.36351	0.325	0.12
	No	120	4.0464	.50725		
Nature and wildlife	Yes	75	4.1956	.46205	0.508	0.08
	No	120	4.2472	.62248		
Unique country attributes	Yes	75	4.2444	.44632	0.343	0.12
	No	120	4.3139	.56723		
Country attractiveness	Yes	75	4.0267	.43993	0.109	0.21**
	No	120	4.1417	.54976		
Life dream	Yes	75	3.4933	.96385	0.546	0.09
	No	120	3.4083	.93930		
Spiritual experience	Yes	75	3.6133	1.06407	0.893	0.02
	No	120	3.5917	1.13386		
Visit again	Yes	75	3.3467	1.21359	0.105	0.24**
	No	120	3.0583	1.18319		
Exploration	Yes	75	3.9067	1.12914	0.635	0.07
	No	120	3.9833	1.03699		
Lifestyle	Yes	75	4.1200	.80472	0.565	0.08
	No	120	4.0500	.85847		
Social facilitation	Yes	75	4.3600	.72857	0.001*	0.69**
	No	120	3.6250	1.06165		
Value for money destination	Yes	75	4.3600	.74689	0.951	0.01
	No	120	4.3667	.73259		
Favourable exchange rate	Yes	75	4.0533	.82024	0.002*	0.43**
	No	120	4.4083	.70408		
Accessible destination	Yes	75	4.1067	.76359	0.641	0.07
	No	120	4.1583	.73331		
Ideally located	Yes	75	3.9067	.64038	0.123	0.22**
	No	120	4.0583	.70169		
International marketing	Yes	75	3.6400	.84853	0.882	0.02
	No	120	3.6583	.81474		
Public transportation	Yes	75	3.1200	1.12658	0.363	0.12

	No	120	2.9583	1.31824		
Available information	Yes	75	4.1200	.63587	0.658	0.06
	No	120	4.0750	.76874		
Safe destination	Yes	75	3.6000	.91533	0.622	0.07
	No	120	3.5333	.91609		
Wilderness Safaris	Yes	75	3.2350	.74773	0.034*	0.26**
	No	120	2.9573	1.06935		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on effect sizes in Table C.2 there are statistically significant differences between respondents travelling with children / family and those travelling without. Motivational factors that showed these differences included *Education* ($p = 0.001$), *Social facilitation* ($p = 0.001$), *Favourable exchange rate* ($p = 0.002$) as well as the factor *Wilderness Safaris* ($p = 0.034$). Respondents travelling with family or children regarded *Education* (mean value 3.32), *Social facilitation* (mean value 4.36) and *Wilderness Safaris* (mean value 3.23) more important than respondents travelling without family or children. Respondents who travelled without family or children regarded *Favourable exchange rate* as more important (mean value 4.40) than respondents travelling with family or children (mean value 4.05).

C.1.3 *t*-test comparison of South African provinces respondents visited and motives

In the following sub-sections *t*-test comparisons were done on the all provinces of South Africa that the respondents have visited and motives. These provinces included Western Cape, Eastern Cape, Northern Cape, Free State, Kwa-Zulu Natal, Mpumalanga, Limpopo, Gauteng and North West. The results of each province are discussed separately in the following sections.

C.1.3.1 *t*-test comparison on the Western Cape Province and motives

Table C.3: *t*-Test comparison on the Western Cape Province and motives

Western Cape		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	179	4.3045	.68350	.05109	.002*	0.92****
	No	16	3.2813	1.11009	.27752		
Education	Yes	179	2.6983	1.11856	.08361	.034	0.44**
	No	16	3.1875	.79320	.19830		
Variety of attractions	Yes	179	4.0607	.42854	.03203	.005*	0.82****
	No	16	3.5982	.56235	.14059		
Nature and wildlife	Yes	179	4.2626	.52045	.03890	.067	0.50***
	No	16	3.8333	.86066	.21517		

Unique country attributes	Yes	179	4.3222	.48691	.03639	.040*	0.57***
	No	16	3.8958	.74753	.18688		
Country attractiveness	Yes	179	4.1201	.49742	.03718	.100	0.45**
	No	16	3.8438	.61830	.15457		
Life dream	Yes	179	3.4581	.94938	.07096	.404	0.22**
	No	16	3.2500	.93095	.23274		
Spiritual experience	Yes	179	3.6536	1.06139	.07933	.089	0.46**
	No	16	3.0000	1.41421	.35355		
Visit again	Yes	179	3.1899	1.19818	.08956	.443	0.20**
	No	16	2.9375	1.23659	.30915		
Exploration	Yes	179	4.0000	1.04934	.07843	.089	0.47**
	No	16	3.4375	1.20934	.30233		
Lifestyle	Yes	179	4.1564	.77031	.05758	.002*	0.93****
	No	16	3.1875	1.04682	.26171		
Social facilitation	Yes	179	3.9441	.99279	.07420	.154	0.38**
	No	16	3.5000	1.15470	.28868		
Value for money destination	Yes	179	4.4190	.65160	.04870	.049*	0.54***
	No	16	3.7500	1.23828	.30957		
Favourable exchange rate	Yes	179	4.3073	.73477	.05492	.118	0.42**
	No	16	3.8750	1.02470	.25617		
Accessible destination	Yes	179	4.1676	.71490	.05343	.176	0.36**
	No	16	3.8125	.98107	.24527		
Ideally located	Yes	179	4.0168	.69083	.05164	.176	0.30**
	No	16	3.8125	.54391	.13598		
International marketing	Yes	179	3.7151	.80193	.05994	.001*	0.97****
	No	16	2.9375	.77190	.19298		
Public transportation	Yes	179	3.0447	1.25341	.09368	.355	0.24**
	No	16	2.7500	1.18322	.29580		
Available information	Yes	179	4.1061	.68279	.05103	.542	0.16
	No	16	3.9375	1.06262	.26566		
Safe destination	Yes	179	3.5810	.91668	.06852	.256	0.29**
	No	16	3.3125	.87321	.21830		
Wilderness Safaris	Yes	179	3.0712	.96706	.07228	.738	0.09
	No	16	2.9844	.98094	.24523		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) **.

Table C.3 shows there are statistically significant differences between respondents indicating that they visited the Western Cape Province compared to those who have not. Motivational factors that showed these differences included *Escape* ($p = 0.002$), *Lifestyle* ($p = 0.002$), *Unique country attributes* ($p = 0.040$), *Value for money destination* ($p = 0.049$) and *International marketing* ($p = 0.001$). Respondents who indicated that they have visited the Western Cape

Province considered *Escape* (mean value 4.30), *Lifestyle* (mean value 4.15), Unique country attributes (mean value 4.32), Value for money destination (mean value 4.41) and *International marketing* (mean value 3.71) more important than respondents indicating that they have not visited the Western Cape Province.

C.1.3.2 *t*-test comparison on the Eastern Cape Province and motives

Table C.4: *t*-test comparison on the Eastern Cape Province and motives

Eastern Cape		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	57	4.1491	.86067	.11400	.441	0.12
	No	138	4.2500	.74051	.06304		
Education	Yes	57	2.7368	1.12641	.14920	.990	0.00
	No	138	2.7391	1.09614	.09331		
Variety of attractions	Yes	57	3.9724	.44479	.05891	.318	0.15
	No	138	4.0435	.46238	.03936		
Nature and wildlife	Yes	57	4.0936	.54465	.07214	.032*	0.33**
	No	138	4.2826	.56658	.04823		
Unique country attributes	Yes	57	4.1988	.50733	.06720	.125	0.24**
	No	138	4.3237	.52811	.04496		
Country attractiveness	Yes	57	4.0000	.48412	.06412	.080	0.26**
	No	138	4.1377	.51975	.04424		
Life dream	Yes	57	3.4912	.92819	.12294	.632	0.07
	No	138	3.4203	.95758	.08151		
Spiritual experience	Yes	57	3.5789	1.08475	.14368	.863	0.03
	No	138	3.6087	1.11679	.09507		
Visit again	Yes	57	3.3333	1.15470	.15294	.212	0.19
	No	138	3.1014	1.21601	.10351		
Exploration	Yes	57	3.9649	1.14899	.15219	.929	0.01
	No	138	3.9493	1.04163	.08867		
Lifestyle	Yes	57	4.1404	.74255	.09835	.469	0.10
	No	138	4.0507	.87397	.07440		
Social facilitation	Yes	57	3.8596	1.02537	.13581	.674	0.07
	No	138	3.9275	1.00827	.08583		
Value for money destination	Yes	57	4.2632	.76826	.10176	.233	0.19
	No	138	4.4058	.72129	.06140		
Favourable exchange rate	Yes	57	4.0000	.92582	.12263	.006*	0.41**
	No	138	4.3841	.66533	.05664		
Accessible destination	Yes	57	4.1053	.72418	.09592	.685	0.06
	No	138	4.1522	.75360	.06415		
Ideally located	Yes	57	3.9474	.69233	.09170	.494	0.11
	No	138	4.0217	.67777	.05770		
	Yes	57	3.6316	.87895	.11642	.837	0.03

International marketing	No	138	3.6594	.80597	.06861		
Public transportation	Yes	57	3.2281	1.11831	.14812	.114	0.23**
	No	138	2.9348	1.29122	.10992		
Available information	Yes	57	4.0526	.69233	.09170	.614	0.08
	No	138	4.1087	.73181	.06230		
Safe destination	Yes	57	3.6491	.93525	.12388	.385	0.14
	No	138	3.5217	.90592	.07712		
Wilderness Safaris	Yes	57	3.3048	.77777	.10302	.013*	0.33**
	No	138	2.9647	1.01976	.08681		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.4 there are statistical significant differences between respondents who visited the Eastern Cape Province and those who did not. Motivational factors showing these differences included *Nature and Wildlife* ($p = 0.032$), *Favourable exchange rate* ($p = 0.006$) and *Wilderness Safaris* ($p = 0.013$). Respondents who have indicated that they have not visited the Eastern Cape Province regarded *Nature and Wildlife* (mean value 4.28) and *Favourable exchange rate* (mean value 4.38) more important than respondents indicating otherwise. Respondents indicating that they have visited the Eastern Cape rates *Wilderness Safaris* (mean value 3.30) higher than respondents indicating otherwise (neutral on the Likert scale).

C.1.3.3 *t*-test comparison on the Northern Cape Province and motives

Table C.5: *t*-test comparison on the Northern Cape Province and motives

Northern Cape		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	3	5.0000	0.00000	0.00000	.001*	1.02****
	No	192	4.2083	.77651	.05604		
Education	Yes	3	3.6667	.28868	.16667	.014*	0.85****
	No	192	2.7240	1.10418	.07969		
Variety of attractions	Yes	3	4.4762	.16496	.09524	.029*	1.01****
	No	192	4.0156	.45701	.03298		
Nature and wildlife	Yes	3	4.1111	.76980	.44444	.816	0.15
	No	192	4.2292	.56423	.04072		
Unique country attributes	Yes	3	4.5556	.38490	.22222	.344	0.52***
	No	192	4.2830	.52545	.03792		
Country attractiveness	Yes	3	4.1667	.76376	.44096	.888	0.09
	No	192	4.0964	.51020	.03682		
Life dream	Yes	3	3.3333	.57735	.33333	.776	0.11
	No	192	3.4427	.95273	.06876		

Spiritual experience	Yes	3	5.0000	0.00000	0.00000	.001*	1.29****
	No	192	3.5781	1.09933	.07934		
Visit again	Yes	3	3.6667	1.15470	.66667	.529	0.42**
	No	192	3.1615	1.20208	.08675		
Exploration	Yes	3	3.6667	1.15470	.66667	.705	0.25**
	No	192	3.9583	1.07242	.07740		
Lifestyle	Yes	3	5.0000	0.00000	0.00000	.001*	1.12****
	No	192	4.0625	.83525	.06028		
Social facilitation	Yes	3	4.3333	.57735	.33333	.323	0.43**
	No	192	3.9010	1.01589	.07332		
Value for money destination	Yes	3	3.0000	0.00000	0.00000	.001*	1.92****
	No	192	4.3854	.72169	.05208		
Favourable exchange rate	Yes	3	3.6667	2.30940	1.33333	.690	0.27**
	No	192	4.2813	.73368	.05295		
Accessible destination	Yes	3	5.0000	0.00000	0.00000	.001*	1.18****
	No	192	4.1250	.74144	.05351		
Ideally located	Yes	3	4.3333	.57735	.33333	.417	0.50***
	No	192	3.9948	.68260	.04926		
International marketing	Yes	3	2.3333	1.15470	.66667	.182	1.16****
	No	192	3.6719	.80680	.05823		
Public transportation	Yes	3	3.0000	0.00000	0.00000	.819	0.02
	No	192	3.0208	1.25727	.09074		
Available information	Yes	3	4.0000	0.00000	0.00000	.075	0.13
	No	192	4.0938	.72470	.05230		
Safe destination	Yes	3	4.3333	.57735	.33333	.137	0.86****
	No	192	3.5469	.91405	.06597		
Wilderness Safaris	Yes	3	3.8333	.26021	.15023	.019*	0.81****
	No	192	3.0521	.96827	.06988		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

As evident in Table C.5, there are statistically significant differences between respondents who visited the Northern Cape Province and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.001$), *Education* ($p = 0.014$), *Variety of attractions* ($p = 0.029$), *Spiritual experience* ($p = 0.001$), *Lifestyle* ($p = 0.001$), *Value for money destination* ($p = 0.001$), *Accessible destination* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.019$). However results should be interpreted with caution seeing as only 3 respondents indicated that they visited the Northern Cape Province. Respondents indicating that they have visited the Northern Cape regarded *Escape* (mean value 5.00), *Education* (mean value 3.66), *Variety of attractions* (mean value 4.47), *Spiritual experience* (mean value 5.00), *Lifestyle* (mean value 5.00), *Accessible destination* (mean value 5.00) and *Wilderness Safaris* more important than

those who indicated otherwise. Respondent who indicated that they have not visited the Northern Cape Province regarded *Value for money destination* (mean value 4.38) more important than respondents indicating otherwise.

C.1.3.4 *t*-test comparison on the Free State Province and motives

The Free State Province was an option on the questionnaire however all of the respondents (195) indicated that they will not or are not planning to visit the province resulting in no comparison and differences.

C.1.3.5 *t*-test comparison on the Kwa-Zulu Natal Province and motives

Table C.6: *t*-test comparison on the Kwa-Zulu Natal Province and motives

Kwa-Zulu Natal		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	70	4.1143	.88944	.10631	.182	0.19
	No	125	4.2800	.70253	.06284		
Education	Yes	70	2.5286	1.12574	.13455	.050	0.29**
	No	125	2.8560	1.07541	.09619		
Variety of attractions	Yes	70	4.0959	.55607	.06646	.131	0.21**
	No	125	3.9817	.38784	.03469		
Nature and wildlife	Yes	70	4.3429	.66901	.07996	.051	0.27**
	No	125	4.1627	.48934	.04377		
Unique country attributes	Yes	70	4.3857	.58328	.06971	.063	0.26**
	No	125	4.2320	.48123	.04304		
Country attractiveness	Yes	70	4.2393	.57331	.06852	.006*	0.39**
	No	125	4.0180	.45810	.04097		
Life dream	Yes	70	3.5286	1.07301	.12825	.364	0.13
	No	125	3.3920	.86971	.07779		
Spiritual experience	Yes	70	3.5571	1.09856	.13130	.685	0.06
	No	125	3.6240	1.11199	.09946		
Visit again	Yes	70	3.2000	1.36838	.16355	.802	0.04
	No	125	3.1520	1.10026	.09841		
Exploration	Yes	70	3.8857	1.13626	.13581	.519	0.09
	No	125	3.9920	1.03562	.09263		
Lifestyle	Yes	70	4.1429	.87287	.10433	.421	0.12
	No	125	4.0400	.81715	.07309		
Social facilitation	Yes	70	4.0143	1.04247	.12460	.279	0.16
	No	125	3.8480	.99236	.08876		
Value for money destination	Yes	70	4.4857	.75648	.09042	.090	0.25**
	No	125	4.2960	.71869	.06428		
Favourable exchange rate	Yes	70	4.3000	.76802	.09180	.702	0.06
	No	125	4.2560	.77151	.06901		

Accessible destination	Yes	70	4.1714	.79803	.09538	.655	0.06
	No	125	4.1200	.71392	.06385		
Ideally located	Yes	70	4.0286	.74155	.08863	.674	0.06
	No	125	3.9840	.64738	.05790		
International marketing	Yes	70	3.6571	.81447	.09735	.941	0.01
	No	125	3.6480	.83527	.07471		
Public transportation	Yes	70	2.8143	1.38619	.16568	.102	0.23**
	No	125	3.1360	1.15244	.10308		
Available information	Yes	70	4.0000	.78019	.09325	.198	0.18
	No	125	4.1440	.68042	.06086		
Safe destination	Yes	70	3.4714	.97388	.11640	.333	0.14
	No	125	3.6080	.87893	.07861		
Wilderness Safaris	Yes	70	2.9018	1.14918	.13735	.108	0.22**
	No	125	3.1550	.83768	.07492		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.6 there is a statistical significant difference between respondents who visited the Kwa-Zulu Natal province and those who indicated otherwise. *Country attractiveness* ($p = 0.006$) is the only motivational factor indicating this difference. Respondents who visited Kwa-Zulu Natal regarded *Country attractiveness* (mean value 4.23) more important than the respondents who indicated otherwise.

C.1.3.6 *t*-test comparison on the Mpumalanga Province and motives

Table C.7: *t*-test comparison on the Mpumalanga Province and motives

Mpumalanga		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	167	4.2545	.75024	.05806	.200	0.26**
	No	28	4.0179	.90760	.17152		
Education	Yes	167	2.6976	1.13403	.08775	.133	0.25**
	No	28	2.9821	.86583	.16363		
Variety of attractions	Yes	167	4.0351	.45134	.03493	.393	0.17
	No	28	3.9490	.49367	.09329		
Nature and wildlife	Yes	167	4.2375	.57047	.04414	.528	0.12
	No	28	4.1667	.54054	.10215		
Unique country attributes	Yes	167	4.2974	.50437	.03903	.577	0.11
	No	28	4.2262	.63540	.12008		
Country attractiveness	Yes	167	4.1018	.52937	.04096	.726	0.06
	No	28	4.0714	.40172	.07592		
Life dream	Yes	167	3.4431	.96695	.07483	.934	0.02
	No	28	3.4286	.83571	.15793		

Spiritual experience	Yes	167	3.6168	1.05131	.08135	.676	0.08
	No	28	3.5000	1.40106	.26478		
Visit again	Yes	167	3.1377	1.21197	.09378	.352	0.18
	No	28	3.3571	1.12922	.21340		
Exploration	Yes	167	3.9701	1.07224	.08297	.611	0.10
	No	28	3.8571	1.07890	.20389		
Lifestyle	Yes	167	4.0778	.84307	.06524	.970	0.01
	No	28	4.0714	.81325	.15369		
Social facilitation	Yes	167	3.9461	1.01943	.07889	.179	0.26**
	No	28	3.6786	.94491	.17857		
Value for money destination	Yes	167	4.4611	.64704	.05007	.001*	0.71***
	No	28	3.7857	.95674	.18081		
Favourable exchange rate	Yes	167	4.2874	.69509	.05379	.623	0.10
	No	28	4.1786	1.12393	.21240		
Accessible destination	Yes	167	4.1257	.72127	.05581	.616	0.10
	No	28	4.2143	.87590	.16553		
Ideally located	Yes	167	3.9820	.68083	.05268	.377	0.18
	No	28	4.1071	.68526	.12950		
International marketing	Yes	167	3.7365	.80063	.06195	.001*	0.74***
	No	28	3.1429	.80343	.15183		
Public transportation	Yes	167	3.0419	1.28641	.09955	.487	0.12
	No	28	2.8929	.99403	.18785		
Available information	Yes	167	4.1078	.72002	.05572	.468	0.15
	No	28	4.0000	.72008	.13608		
Safe destination	Yes	167	3.5749	.92754	.07178	.529	0.12
	No	28	3.4643	.83808	.15838		
Wilderness Safaris	Yes	167	3.0524	.96857	.07495	.682	0.08
	No	28	3.1339	.96461	.18229		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

From Table C.7 it is evident that there are statistical differences between respondents who visited the Mpumalanga province and those who indicated otherwise. Motivational factors showing these differences included *Value for money destination* ($p = 0.001$) and *International marketing* ($p = 0.001$). Respondents who visited the Mpumalanga province indicated that *Value for money destination* (mean value 4.46) and *International marketing* (mean value 3.73) were more important than respondents who did not visit the province (mean value 3.78 and 3.14 respectively).

C.1.3.7 t-test comparison on the Limpopo Province and motives

Table C.8: t-test comparison on the Limpopo Province and motives

Limpopo		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	98	4.2500	.70802	.07152	.596	0.07
	No	97	4.1907	.84300	.08559		
Education	Yes	98	2.8724	1.07768	.10886	.088	0.24**
	No	97	2.6031	1.11556	.11327		
Variety of attractions	Yes	98	4.0190	.35091	.03545	.909	0.01
	No	97	4.0265	.54606	.05544		
Nature and wildlife	Yes	98	4.1395	.50183	.05069	.029*	0.29**
	No	97	4.3162	.61307	.06225		
Unique country attributes	Yes	98	4.2177	.44926	.04538	.063	0.24**
	No	97	4.3574	.58382	.05928		
Country attractiveness	Yes	98	4.0102	.43215	.04365	.017*	0.31**
	No	97	4.1856	.57086	.05796		
Life dream	Yes	98	3.4184	.75878	.07665	.739	0.04
	No	97	3.4639	1.10926	.11263		
Spiritual experience	Yes	98	3.7551	1.00577	.10160	.049*	0.26**
	No	97	3.4433	1.18118	.11993		
Visit again	Yes	98	3.1122	1.04420	.10548	.507	0.09
	No	97	3.2268	1.34246	.13631		
Exploration	Yes	98	3.9082	1.07537	.10863	.551	0.09
	No	97	4.0000	1.07044	.10869		
Lifestyle	Yes	98	4.0102	.80584	.08140	.264	0.15
	No	97	4.1443	.86590	.08792		
Social facilitation	Yes	98	3.9694	.77929	.07872	.394	0.10
	No	97	3.8454	1.20191	.12204		
Value for money destination	Yes	98	4.3776	.61787	.06241	.799	0.03
	No	97	4.3505	.84214	.08551		
Favourable exchange rate	Yes	98	4.2245	.71119	.07184	.389	0.12
	No	97	4.3196	.82344	.08361		
Accessible destination	Yes	98	4.0612	.71532	.07226	.145	0.20**
	No	97	4.2165	.76685	.07786		
Ideally located	Yes	98	3.8878	.60722	.06134	.020*	0.31**
	No	97	4.1134	.73423	.07455		
International marketing	Yes	98	3.8571	.81228	.08205	.001*	0.51***
	No	97	3.4433	.79016	.08023		
Public transportation	Yes	98	3.3061	1.10676	.11180	.001*	0.44**
	No	97	2.7320	1.31905	.13393		
Available information	Yes	98	4.0102	.65006	.06567	.110	0.21**
	No	97	4.1753	.77742	.07894		

Safe destination	Yes	98	3.5510	.92081	.09302	.903	0.02
	No	97	3.5670	.91181	.09258		
Wilderness Safaris	Yes	98	3.2117	.79916	.08073	.032*	0.27**
	No	97	2.9149	1.09338	.11102		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.8 shows that there are statistical differences between the respondents who visited the Limpopo province and those who have not. Motivational factors showing these differences are *Nature and wildlife* ($p = 0.029$), *Country attractiveness* ($p = 0.017$), *Spiritual experience* ($p = 0.049$), *Ideally located* ($p = 0.020$), *International marketing* ($p = 0.001$) *Public transportation* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.032$). Respondents who visited the Limpopo province indicated that *Spiritual experience* (mean value 3.75), *International marketing* (mean value 3.85), *Public transportation* (mean value 3.30) and *Wilderness Safaris* (mean value 3.21) were more important when compared to the respondents who did not visit the province. Respondents who did not visit the Limpopo province indicated that *Nature and wildlife* (mean value 4.31), *Country attractiveness* (mean value 4.18) and *Ideally located* (mean value 4.11) were more important when compared to respondents who did visit the province.

C.1.3.8 t-test comparison on the Gauteng province and motives

As shown in Table C.9 there were no statistically significant differences between respondents who travelled to Gauteng Province and those who did not. Based on the mean values, those who travelled to Gauteng Province rated all factors slightly higher.

Table C.9: t-test comparison on the Gauteng Province and motives

Gauteng		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	178	4.2360	.78146	.05857	.352	0.23**
	No	17	4.0588	.72634	.17616		
Education	Yes	178	2.7275	1.07102	.08028	.727	0.09
	No	17	2.8529	1.42264	.34504		
Variety of attractions	Yes	178	4.0305	.45707	.03426	.459	0.19
	No	17	3.9412	.46582	.11298		
Nature and wildlife	Yes	178	4.2247	.56532	.04237	.840	0.05
	No	17	4.2549	.58368	.14156		
Unique country attributes	Yes	178	4.3015	.51431	.03855	.299	0.27**
	No	17	4.1373	.61304	.14868		
Country attractiveness	Yes	178	4.0955	.50911	.03816	.877	0.04
	No	17	4.1176	.55984	.13578		
Life dream	Yes	178	3.4101	.95391	.07150	.113	0.37**

	No	17	3.7647	.83137	.20164		
Spiritual experience	Yes	178	3.5955	1.12716	.08448	.821	0.05
	No	17	3.6471	.86177	.20901		
Visit again	Yes	178	3.1685	1.18594	.08889	.982	0.01
	No	17	3.1765	1.38000	.33470		
Exploration	Yes	178	3.9494	1.06973	.08018	.860	0.05
	No	17	4.0000	1.11803	.27116		
Lifestyle	Yes	178	4.0562	.85515	.06410	.142	0.28**
	No	17	4.2941	.58787	.14258		
Social facilitation	Yes	178	3.9551	.97899	.07338	.093	0.44
	No	17	3.4118	1.22774	.29777		
Value for money destination	Yes	178	4.3708	.73465	.05506	.699	0.10
	No	17	4.2941	.77174	.18718		
Favourable exchange rate	Yes	178	4.2921	.76951	.05768	.235	0.30**
	No	17	4.0588	.74755	.18131		
Accessible destination	Yes	178	4.1404	.74215	.05563	.909	0.03
	No	17	4.1176	.78121	.18947		
Ideally located	Yes	178	4.0112	.67220	.05038	.519	0.16
	No	17	3.8824	.78121	.18947		
International marketing	Yes	178	3.6573	.83732	.06276	.711	0.08
	No	17	3.5882	.71229	.17276		
Public transportation	Yes	178	3.0056	1.23735	.09274	.629	0.12
	No	17	3.1765	1.38000	.33470		
Available information	Yes	178	4.1011	.72944	.05467	.530	0.14
	No	17	4.0000	.61237	.14852		
Safe destination	Yes	178	3.5506	.91456	.06855	.687	0.10
	No	17	3.6471	.93148	.22592		
Wilderness Safaris	Yes	178	3.0695	.95317	.07144	.828	0.06
	No	17	3.0074	1.12193	.27211		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

C.1.3.9 *t*-test comparison on the North West Province and motives

Table C.10: *t*-test comparison on the North West Province and motives

North West		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	92	4.1141	.70361	.07336	.068	0.24**
	No	103	4.3155	.82839	.08162		
Education	Yes	92	2.8043	1.01081	.10538	.428	0.11
	No	103	2.6796	1.17959	.11623		
Variety of attractions	Yes	92	3.9550	.33748	.03519	.045*	0.24**
	No	103	4.0832	.53696	.05291		

Nature and wildlife	Yes	92	4.1993	.48181	.05023	.507	0.08
	No	103	4.2524	.63222	.06229		
Unique country attributes	Yes	92	4.2246	.46386	.04836	.111	0.21**
	No	103	4.3430	.56871	.05604		
Country attractiveness	Yes	92	4.0408	.39620	.04131	.136	0.18
	No	103	4.1481	.59454	.05858		
Life dream	Yes	92	3.5543	.93013	.09697	.114	0.22**
	No	103	3.3398	.95541	.09414		
Spiritual experience	Yes	92	3.5870	1.11091	.11582	.877	0.02
	No	103	3.6117	1.10465	.10884		
Visit again	Yes	92	3.0761	1.11171	.11590	.303	0.14
	No	103	3.2524	1.27355	.12549		
Exploration	Yes	92	4.0000	1.04828	.10929	.570	0.08
	No	103	3.9126	1.09461	.10786		
Lifestyle	Yes	92	3.9674	.81808	.08529	.084	0.25**
	No	103	4.1748	.84514	.08327		
Social facilitation	Yes	92	3.8587	.95597	.09967	.521	0.09
	No	103	3.9515	1.06069	.10451		
Value for money destination	Yes	92	4.4022	.66398	.06923	.492	0.09
	No	103	4.3301	.79691	.07852		
Favourable exchange rate	Yes	92	4.1196	.78225	.08156	.009*	0.37**
	No	103	4.4078	.73347	.07227		
Accessible destination	Yes	92	4.0761	.75932	.07916	.271	0.16
	No	103	4.1942	.72839	.07177		
Ideally located	Yes	92	3.8913	.65392	.06818	.034*	0.30**
	No	103	4.0971	.69331	.06831		
International marketing	Yes	92	3.7826	.76784	.08005	.034*	0.29**
	No	103	3.5340	.86109	.08485		
Public transportation	Yes	92	3.1848	1.15720	.12065	.080	0.24**
	No	103	2.8738	1.31119	.12919		
Available information	Yes	92	4.2391	.66909	.06976	.006*	0.38**
	No	103	3.9612	.73993	.07291		
Safe destination	Yes	92	3.4674	.96591	.10070	.190	0.18
	No	103	3.6408	.86153	.08489		
Wilderness Safaris	Yes	92	3.2038	.72904	.07601	.051	0.23**
	No	103	2.9393	1.12566	.11091		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

As evident in Table C.10, there are statistical differences between respondents who visited the North West province and those who did not. Motivational factors showing these differences include *Variety of attractions* ($p = 0.045$), *Favourable exchange rate* ($p = 0.009$), *Ideally located* ($p = 0.034$), *International marketing* ($p = 0.034$) and *Available information* ($p = 0.006$).

Respondents who indicated that they have visited the North West province regarded *International marketing* (mean value 3.78) and *Available information* (mean value 4.23) more important. Respondents who did not visit the province regarded *Variety of attractions* (mean value 4.08), *Favourable exchange rate* (mean value 4.40) and *Ideally located* (mean value 4.09) as more important than those who have visited the province.

C.1.4 *t*-test comparison on African countries respondents visited and motives

In the following sub-sections a *T*-test comparison were done on African countries that respondents visited or not and motives. These countries are mainly from the SADC region and included Botswana, Malawi, Namibia, Mozambique, South Africa, Zambia, Zimbabwe, Lesotho and Swaziland. The results are discussed separately in the next section

C.1.4.1 *t*-test comparison on Botswana and motives

Table C.11: *t*-test comparison on Botswana and motives

Botswana		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	144	4.2569	.75952	.06329	.292	0.17
	No	51	4.1176	.82212	.11512		
Education	Yes	144	2.8368	1.11385	.09282	.031*	0.34**
	No	51	2.4608	1.02880	.14406		
Variety of attractions	Yes	144	4.0417	.45768	.03814	.333	0.16
	No	51	3.9692	.45653	.06393		
Nature and wildlife	Yes	144	4.2199	.59153	.04929	.737	0.05
	No	51	4.2484	.48919	.06850		
Unique country attributes	Yes	144	4.2940	.52223	.04352	.764	0.05
	No	51	4.2680	.53342	.07469		
Country attractiveness	Yes	144	4.0781	.51927	.04327	.367	0.14
	No	51	4.1520	.49264	.06898		
Life dream	Yes	144	3.2986	.87769	.07314	.001*	0.53***
	No	51	3.8431	1.02708	.14382		
Spiritual experience	Yes	144	3.6042	1.11706	.09309	.929	0.01
	No	51	3.5882	1.08030	.15127		
Visit again	Yes	144	3.2778	1.16141	.09678	.043*	0.33**
	No	51	2.8627	1.26522	.17717		
Exploration	Yes	144	3.8958	1.05591	.08799	.217	0.20**
	No	51	4.1176	1.10720	.15504		
Lifestyle	Yes	144	4.0417	.85995	.07166	.299	0.16
	No	51	4.1765	.76696	.10740		
Social facilitation	Yes	144	3.9653	.96377	.08031	.218	0.20**
	No	51	3.7451	1.12859	.15803		

Value for money destination	Yes	144	4.3819	.68955	.05746	.611	0.08
	No	51	4.3137	.86000	.12042		
Favourable exchange rate	Yes	144	4.3194	.69617	.05801	.209	0.19
	No	51	4.1373	.93850	.13142		
Accessible destination	Yes	144	4.1181	.73377	.06115	.533	0.10
	No	51	4.1961	.77510	.10854		
Ideally located	Yes	144	4.0069	.68446	.05704	.811	0.04
	No	51	3.9804	.67794	.09493		
International marketing	Yes	144	3.6667	.79333	.06611	.685	0.06
	No	51	3.6078	.91823	.12858		
Public transportation	Yes	144	3.0417	1.23964	.10330	.697	0.06
	No	51	2.9608	1.28001	.17924		
Available information	Yes	144	4.1111	.69071	.05756	.569	0.09
	No	51	4.0392	.79902	.11189		
Safe destination	Yes	144	3.5972	.86355	.07196	.373	0.14
	No	51	3.4510	1.04525	.14636		
Wilderness Safaris	Yes	144	3.1441	.94417	.07868	.060	0.31**
	No	51	2.8382	1.00009	.14004		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.11 there are statistical differences between respondents who visited Botswana and respondents who did not. Motivational factors showing these differences included *Education* ($p = 0.031$), *Life dream* ($p = 0.001$) and *Visit again* ($p = 0.043$). Respondents who visited Botswana regarded *Education* (mean value 2.83) and *Visit again* (mean value 3.27) more important than the respondents who indicated otherwise. Respondents who did not visit Botswana regarded *Life dream* (mean value 3.84) more important.

C.1.4.2 t-test comparison on Malawi and motives

Table C.12: t-test comparison on Malawi and motives

Malawi		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	10	3.8500	.52967	.16750	.049*	0.50***
	No	185	4.2405	.78382	.05763		
Education	Yes	10	3.4500	.92646	.29297	.032*	0.68***
	No	185	2.7000	1.09990	.08087		
Variety of attractions	Yes	10	4.0714	.41650	.13171	.713	0.11
	No	185	4.0201	.46031	.03384		
Nature and wildlife	Yes	10	4.5000	.61363	.19405	.179	0.47**
	No	185	4.2126	.56076	.04123		

Unique country attributes	Yes	10	4.5333	.28109	.08889	.019*	0.49**
	No	185	4.2739	.53111	.03905		
Country attractiveness	Yes	10	4.0750	.48663	.15388	.884	0.05
	No	185	4.0986	.51479	.03785		
Life dream	Yes	10	3.5000	.70711	.22361	.796	0.06
	No	185	3.4378	.95989	.07057		
Spiritual experience	Yes	10	3.5000	1.17851	.37268	.788	0.09
	No	185	3.6054	1.10383	.08116		
Visit again	Yes	10	2.9000	.99443	.31447	.405	0.23**
	No	185	3.1838	1.21080	.08902		
Exploration	Yes	10	3.9000	.87560	.27689	.848	0.05
	No	185	3.9568	1.08260	.07959		
Lifestyle	Yes	10	3.8000	.63246	.20000	.191	0.35**
	No	185	4.0919	.84518	.06214		
Social facilitation	Yes	10	4.5000	.52705	.16667	.005*	0.61***
	No	185	3.8757	1.02188	.07513		
Value for money destination	Yes	10	4.6000	.69921	.22111	.300	0.34**
	No	185	4.3514	.73781	.05424		
Favourable exchange rate	Yes	10	4.3000	.48305	.15275	.859	0.04
	No	185	4.2703	.78188	.05749		
Accessible destination	Yes	10	3.7000	.82327	.26034	.113	0.56***
	No	185	4.1622	.73401	.05397		
Ideally located	Yes	10	3.5000	.70711	.22361	.044*	0.75***
	No	185	4.0270	.67108	.04934		
International marketing	Yes	10	3.9000	.99443	.31447	.433	0.26**
	No	185	3.6378	.81672	.06005		
Public transportation	Yes	10	2.8000	1.39841	.44222	.618	0.17
	No	185	3.0324	1.24194	.09131		
Available information	Yes	10	4.4000	.51640	.16330	.086	0.45**
	No	185	4.0757	.72584	.05337		
Safe destination	Yes	10	4.0000	.66667	.21082	.060	0.50***
	No	185	3.5351	.92084	.06770		
Wilderness Safaris	Yes	10	3.3000	.87242	.27588	.403	0.26**
	No	185	3.0514	.97126	.07141		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.12 confirms that there are statistical differences between respondents who visited Malawi and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.049$), *Education* ($p = 0.032$), *Unique country attributes* ($p = 0.019$), *Social facilitation* ($p = 0.005$) and *Ideally located* ($p = 0.044$). Respondents who did not visit Malawi regarded *Escape* (mean value 4.24) and *Ideally located* (mean value 4.02) more important than

respondents who have visited Malawi. Respondents who have visited Malawi regarded *Education* (mean value 3.45), *Unique country attributes* (mean value 4.53) and *Social facilitation* (mean value 4.50) more important.

C.1.4.3 *t*-test comparison on Namibia and motives

Table C.13: *t*-test comparison on Namibia and motives

Namibia		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	97	4.2990	.70585	.07167	.161	0.19
	No	98	4.1429	.83728	.08458		
Education	Yes	97	2.8557	1.16583	.11837	.140	0.20**
	No	98	2.6224	1.02811	.10386		
Variety of attractions	Yes	97	4.0854	.44160	.04484	.057	0.27**
	No	98	3.9606	.46632	.04711		
Nature and wildlife	Yes	97	4.3505	.48202	.04894	.002*	0.40**
	No	98	4.1054	.61593	.06222		
Unique country attributes	Yes	97	4.3505	.49388	.05015	.093	0.23**
	No	98	4.2245	.54736	.05529		
Country attractiveness	Yes	97	4.1572	.44094	.04477	.105	0.21**
	No	98	4.0383	.57026	.05760		
Life dream	Yes	97	3.4227	.89948	.09133	.789	0.04
	No	98	3.4592	.99658	.10067		
Spiritual experience	Yes	97	3.5979	1.08647	.11031	.979	0.01
	No	98	3.6020	1.12827	.11397		
Visit again	Yes	97	3.2371	1.21427	.12329	.433	0.11
	No	98	3.1020	1.18834	.12004		
Exploration	Yes	97	3.8351	1.10567	.11226	.124	0.21**
	No	98	4.0714	1.02796	.10384		
Lifestyle	Yes	97	4.1753	.81663	.08292	.103	0.23**
	No	98	3.9796	.84925	.08579		
Social facilitation	Yes	97	3.9175	1.00696	.10224	.893	0.02
	No	98	3.8980	1.02031	.10307		
Value for money destination	Yes	97	4.5052	.61447	.06239	.007*	0.34**
	No	98	4.2245	.81898	.08273		
Favourable exchange rate	Yes	97	4.4330	.69082	.07014	.003*	0.40**
	No	98	4.1122	.81079	.08190		
Accessible destination	Yes	97	4.2062	.78975	.08019	.207	0.17
	No	98	4.0714	.69237	.06994		
Ideally located	Yes	97	3.9897	.69963	.07104	.834	0.03
	No	98	4.0102	.66573	.06725		
International marketing	Yes	97	3.6495	.80417	.08165	.976	0.01
	No	98	3.6531	.85074	.08594		

Public transportation	Yes	97	2.9691	1.30267	.13227	.568	0.08
	No	98	3.0714	1.19492	.12071		
Available information	Yes	97	4.2165	.61622	.06257	.016*	0.31
	No	98	3.9694	.79241	.08005		
Safe destination	Yes	97	3.5567	.98920	.10044	.973	0.01
	No	98	3.5612	.83809	.08466		
Wilderness Safaris	Yes	97	3.0631	.98212	.09972	.989	0.01
	No	98	3.0651	.95471	.09644		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

From Table C.13 it is evident that there were statistical differences between respondents who visited Namibia and those who did not. Motivational factors showing these differences included *Nature and wildlife* ($p = 0.002$), *Value for money destination* ($p = 0.007$), *Favourable exchange rate* ($p = 0.003$) and *Available information* ($p = 0.016$). Respondents who visited the country regarded *Nature and wildlife* (mean value 4.35), *Value for money destination* (mean value 4.50), *Favourable exchange rate* (mean value 4.43) and *Available information* (mean value 4.21) more important than those who did not visit the country.

C.1.4.4 t-test comparison on Mozambique and motives

Table C.14: t-test comparison on Mozambique and motives

Mozambique		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	108	4.3241	.70484	.06782	.042*	0.28**
	No	87	4.0920	.84402	.09049		
Education	Yes	108	2.7870	1.17251	.11282	.487	0.09
	No	87	2.6782	1.01150	.10844		
Variety of attractions	Yes	108	4.0992	.47217	.04543	.008*	0.36**
	No	87	3.9278	.42180	.04522		
Nature and wildlife	Yes	108	4.2778	.51256	.04932	.175	0.18
	No	87	4.1648	.62231	.06672		
Unique country attributes	Yes	108	4.3673	.49070	.04722	.018*	0.33**
	No	87	4.1877	.54914	.05887		
Country attractiveness	Yes	108	4.1412	.51072	.04914	.185	0.19
	No	87	4.0431	.51179	.05487		
Life dream	Yes	108	3.4167	.93853	.09031	.691	0.06
	No	87	3.4713	.96254	.10320		
Spiritual experience	Yes	108	3.5833	1.12012	.10778	.815	0.03
	No	87	3.6207	1.09163	.11704		
Visit again	Yes	108	3.1019	1.25258	.12053	.379	0.12
	No	87	3.2529	1.13320	.12149		

Exploration	Yes	108	3.9815	1.07635	.10357	.689	0.06
	No	87	3.9195	1.06987	.11470		
Lifestyle	Yes	108	4.1944	.84785	.08158	.028*	0.31**
	No	87	3.9310	.80396	.08619		
Social facilitation	Yes	108	4.0000	1.00466	.09667	.156	0.20**
	No	87	3.7931	1.01315	.10862		
Value for money destination	Yes	108	4.4907	.60366	.05809	.010*	0.33**
	No	87	4.2069	.85096	.09123		
Favourable exchange rate	Yes	108	4.3241	.73407	.07064	.296	0.14
	No	87	4.2069	.80893	.08673		
Accessible destination	Yes	108	4.2222	.75298	.07246	.078	0.25**
	No	87	4.0345	.72253	.07746		
Ideally located	Yes	108	4.0833	.64308	.06188	.060	0.26**
	No	87	3.8966	.71584	.07675		
International marketing	Yes	108	3.6296	.82703	.07958	.684	0.06
	No	87	3.6782	.82820	.08879		
Public transportation	Yes	108	2.9259	1.30923	.12598	.233	0.16
	No	87	3.1379	1.16312	.12470		
Available information	Yes	108	4.2037	.63774	.06137	.018*	0.32**
	No	87	3.9540	.79106	.08481		
Safe destination	Yes	108	3.5648	.98847	.09512	.920	0.01
	No	87	3.5517	.81781	.08768		
Wilderness Safaris	Yes	108	2.9097	1.06009	.10201	.010*	0.33**
	No	87	3.2557	.79969	.08574		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

As evident in Table C.14, there are statistical differences between respondents who visited Mozambique and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.042$), *Variety of attractions* ($p = 0.008$), *Unique country attributes* ($p = 0.018$), *Lifestyle* ($p = 0.028$), *Value for money destination* ($p = 0.010$), *Available information* ($p = 0.018$) and *Wilderness Safaris* ($p = 0.010$). Respondents who visited Mozambique regarded *Escape* (mean value 4.32), *Variety of attractions* (mean value 4.09), *Unique country attributes* (mean value 4.36), *Lifestyle* (mean value 4.19), *Value for money destination* (mean value 4.49) and *Available information* (mean value 4.20) more important than those who did not visit the country. Respondents who did not visit Mozambique rated the factor *Wilderness Safaris* (mean value 3.25) higher than those who did visit the country.

C.1.4.5 *t*-test comparison on South Africa and motives

Table C.15: *t*-test comparison on South Africa and motives

South Africa		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	181	4.2155	.77494	.05760	.762	0.09
	No	14	4.2857	.82542	.22060		
Education	Yes	181	2.7956	1.08637	.08075	.017*	0.73***
	No	14	2.0000	1.07417	.28708		
Variety of attractions	Yes	181	4.0126	.45831	.03407	.268	0.31**
	No	14	4.1531	.43930	.11741		
Nature and wildlife	Yes	181	4.2099	.56558	.04204	.123	0.43**
	No	14	4.4524	.53281	.14240		
Unique country attributes	Yes	181	4.2689	.52835	.03927	.042*	0.48**
	No	14	4.5238	.40750	.10891		
Country attractiveness	Yes	181	4.0801	.50464	.03751	.149	0.42**
	No	14	4.3214	.57536	.15377		
Life dream	Yes	181	3.4088	.91210	.06780	.224	0.35**
	No	14	3.8571	1.29241	.34541		
Spiritual experience	Yes	181	3.6685	1.05964	.07876	.020*	0.72***
	No	14	2.7143	1.32599	.35438		
Visit again	Yes	181	3.2376	1.14209	.08489	.045*	0.60***
	No	14	2.2857	1.58980	.42489		
Exploration	Yes	181	3.9669	1.03763	.07713	.659	0.12
	No	14	3.7857	1.47693	.39473		
Lifestyle	Yes	181	4.0884	.81849	.06084	.594	0.15
	No	14	3.9286	1.07161	.28640		
Social facilitation	Yes	181	3.9724	.93352	.06939	.049*	0.58***
	No	14	3.0714	1.54244	.41223		
Value for money destination	Yes	181	4.3646	.74511	.05538	.967	0.01
	No	14	4.3571	.63332	.16926		
Favourable exchange rate	Yes	181	4.2320	.77551	.05764	.001*	0.71***
	No	14	4.7857	.42582	.11380		
Accessible destination	Yes	181	4.1105	.73707	.05479	.084	0.51***
	No	14	4.5000	.75955	.20300		
Ideally located	Yes	181	3.9613	.67794	.05039	.002*	0.79***
	No	14	4.5000	.51887	.13868		
International marketing	Yes	181	3.6961	.81065	.06026	.016*	0.75***
	No	14	3.0714	.82874	.22149		
Public transportation	Yes	181	3.0884	1.21240	.09012	.028*	0.67***
	No	14	2.1429	1.40642	.37588		
Available information	Yes	181	4.0829	.72171	.05364	.509	0.18
	No	14	4.2143	.69929	.18689		

Safe destination	Yes	181	3.5912	.89983	.06688	.134	0.44**
	No	14	3.1429	1.02711	.27451		
Wilderness Safaris	Yes	181	3.1692	.86137	.06403	.001*	1.19****
	No	14	1.7054	1.22828	.32827		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.15 there are statistical differences between the respondents who visited South Africa and those who did not. Motivational factors showing these differences included *Education* ($p = 0.017$), *Unique country attributes* ($p = 0.042$), *Spiritual experience* ($p = 0.020$), *Visit again* ($p = 0.045$), *Social facilitation* ($p = 0.049$) *Favourable exchange rate* ($p = 0.001$), *Ideally located* ($p = 0.002$), *International marketing* ($p = 0.016$), *Public transportation* ($p = 0.028$) and *Wilderness Safaris* ($p = 0.001$). Respondents who visited South Africa regarded *Education* (mean value 2.79), *Spiritual experience* (mean value 3.66), *Visit again* (mean value 3.32), *Social facilitation* (mean value 3.97), *International marketing* (mean value 3.69), *Public transportation* (mean value 3.08) and *Wilderness Safaris* (mean value 3.16) more important than respondents who did not visit the country. Respondents who did not visit the country regarded *Unique country attributes* (mean value 4.52), *Favourable exchange rate* (mean value 4.78) and *Ideally located* (mean value 4.50) more important.

C.1.4.6 t-test comparison on Zambia and motives

Table C.16: t-test comparison on Zambia and motives

Zambia		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	96	4.2448	.77117	.07871	.668	0.06
	No	99	4.1970	.78512	.07891		
Education	Yes	96	2.8438	1.11524	.11382	.190	0.19
	No	99	2.6364	1.08519	.10907		
Variety of attractions	Yes	96	4.0327	.50368	.05141	.765	0.04
	No	99	4.0130	.40974	.04118		
Nature and wildlife	Yes	96	4.2569	.63702	.06502	.475	0.09
	No	99	4.1987	.48776	.04902		
Unique country attributes	Yes	96	4.3021	.58255	.05946	.698	0.05
	No	99	4.2727	.46258	.04649		
Country attractiveness	Yes	96	4.1094	.53041	.05413	.750	0.04
	No	99	4.0859	.49637	.04989		
Life dream	Yes	96	3.3750	.89736	.09159	.338	0.13
	No	99	3.5051	.99359	.09986		
Spiritual experience	Yes	96	3.5208	1.14229	.11658	.326	0.14
	No	99	3.6768	1.06740	.10728		

Visit again	Yes	96	3.2083	1.16001	.11839	.655	0.06
	No	99	3.1313	1.24250	.12488		
Exploration	Yes	96	3.9896	1.05126	.10729	.647	0.06
	No	99	3.9192	1.09430	.10998		
Lifestyle	Yes	96	4.0729	.94306	.09625	.948	0.01
	No	99	4.0808	.72389	.07275		
Social facilitation	Yes	96	4.0208	1.02576	.10469	.124	0.22**
	No	99	3.7980	.98954	.09945		
Value for money destination	Yes	96	4.4792	.68023	.06943	.031*	0.29**
	No	99	4.2525	.77385	.07777		
Favourable exchange rate	Yes	96	4.3333	.70587	.07204	.271	0.15
	No	99	4.2121	.82404	.08282		
Accessible destination	Yes	96	4.0938	.78241	.07985	.410	0.11
	No	99	4.1818	.70514	.07087		
Ideally located	Yes	96	4.0000	.71082	.07255	1.000	0.01
	No	99	4.0000	.65465	.06580		
International marketing	Yes	96	3.7188	.72116	.07360	.261	0.15
	No	99	3.5859	.91484	.09195		
Public transportation	Yes	96	3.0208	1.31373	.13408	.997	0.01
	No	99	3.0202	1.18649	.11925		
Available information	Yes	96	4.2188	.71382	.07285	.015*	0.35**
	No	99	3.9697	.70645	.07100		
Safe destination	Yes	96	3.6042	.93448	.09537	.498	0.10
	No	99	3.5152	.89629	.09008		
Wilderness Safaris	Yes	96	3.0430	1.00473	.10254	.765	0.04
	No	99	3.0846	.93146	.09361		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.16 there are statistical differences between respondents who visited Zambia and those who did not. Motivational factors showing these differences included *Value for money destination* ($p = 0.031$) and *Available information* ($p = 0.015$). Respondents who visited Zambia regarded *Value for money destination* (mean value 4.47) and *Available information* (mean value 4.21) more important than respondents who did not visit the country.

C.1.4.7 *t*-test comparison on Zimbabwe and motives

Table C.17: *t*-test comparison on Zimbabwe and motives

Zimbabwe		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	49	4.1429	.68465	.09781	.383	0.13
	No	146	4.2466	.80568	.06668		

Education	Yes	49	3.1735	.93848	.13407	.001*	0.52***
	No	146	2.5925	1.11727	.09247		
Variety of attractions	Yes	49	3.9534	.38176	.05454	.172	0.19
	No	146	4.0460	.47895	.03964		
Nature and wildlife	Yes	49	4.0544	.46819	.06688	.006*	0.40**
	No	146	4.2854	.58459	.04838		
Unique country attributes	Yes	49	4.1973	.45602	.06515	.132	0.22**
	No	146	4.3174	.54292	.04493		
Country attractiveness	Yes	49	3.9388	.45795	.06542	.008*	0.41**
	No	146	4.1507	.51985	.04302		
Life dream	Yes	49	2.9388	.47470	.06781	.001*	0.67***
	No	146	3.6096	1.00600	.08326		
Spiritual experience	Yes	49	3.7959	1.04042	.14863	.139	0.23**
	No	146	3.5342	1.12136	.09280		
Visit again	Yes	49	3.4694	.79325	.11332	.011*	0.31**
	No	146	3.0685	1.29539	.10721		
Exploration	Yes	49	3.5306	1.10117	.15731	.002*	0.51***
	No	146	4.0959	1.02607	.08492		
Lifestyle	Yes	49	3.9388	.71903	.10272	.145	0.21**
	No	146	4.1233	.87012	.07201		
Social facilitation	Yes	49	3.8163	.92811	.13259	.442	0.12
	No	146	3.9384	1.03872	.08596		
Value for money destination	Yes	49	4.3061	.65205	.09315	.493	0.10
	No	146	4.3836	.76348	.06319		
Favourable exchange rate	Yes	49	4.2857	.67700	.09671	.874	0.02
	No	146	4.2671	.79906	.06613		
Accessible destination	Yes	49	4.2245	.62133	.08876	.298	0.15
	No	146	4.1096	.78013	.06456		
Ideally located	Yes	49	3.8367	.62406	.08915	.043*	0.31**
	No	146	4.0548	.69263	.05732		
International marketing	Yes	49	3.6122	.93131	.13304	.726	0.06
	No	146	3.6644	.79026	.06540		
Public transportation	Yes	49	3.1224	1.05342	.15049	.464	0.10
	No	146	2.9863	1.30773	.10823		
Available information	Yes	49	4.0000	.67700	.09671	.283	0.17
	No	146	4.1233	.73241	.06061		
Safe destination	Yes	49	3.6327	.78246	.11178	.474	0.10
	No	146	3.5342	.95531	.07906		
Wilderness Safaris	Yes	49	3.5255	.40342	.05763	.001*	0.59***
	No	146	2.9092	1.04804	.08674		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.17 there are statistical differences between respondents who visited Zimbabwe and those who did not. Motivational factors showing these differences included *Education* ($p = 0.001$), *Nature and wildlife* ($p = 0.006$), *Country attractiveness* ($p = 0.008$), *Life dream* ($p = 0.001$), *Visit again* ($p = 0.011$), *Exploration* ($p = 0.002$), *Ideally located* ($p = 0.043$) and *Wilderness Safaris* ($p = 0.001$). Respondents who visited Zimbabwe regarded *Education* (mean value 3.17), *Visit again* (mean value 3.46) and *Wilderness Safaris* (mean value 3.52) more important than those who indicated otherwise. Respondents who did not visit Zimbabwe regarded *Nature and wildlife* (mean value 4.28), *Country attractiveness* (mean value 4.15), *Life dream* (mean value 3.60), *Exploration* (mean value 4.09) and *Ideally located* (mean value 4.05) more important.

C.1.4.8 *t*-test comparison on Lesotho and motives

Table C.18: *t*-test comparison on Lesotho and motives

Lesotho		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	4	4.7500	.50000	.25000	.117	0.69***
	No	191	4.2094	.77840	.05632		
Education	Yes	4	2.1250	1.43614	.71807	.448	0.44**
	No	191	2.7513	1.09529	.07925		
Variety of attractions	Yes	4	4.3214	.71309	.35655	.456	0.43**
	No	191	4.0165	.45121	.03265		
Nature and wildlife	Yes	4	4.8333	.33333	.16667	.030*	1.10****
	No	191	4.2147	.56288	.04073		
Unique country attributes	Yes	4	4.9167	.16667	.08333	.002*	1.23****
	No	191	4.2740	.52088	.03769		
Country attractiveness	Yes	4	4.3125	.51539	.25769	.459	0.43**
	No	191	4.0929	.51254	.03709		
Life dream	Yes	4	3.5000	1.29099	.64550	.932	0.05
	No	191	3.4398	.94328	.06825		
Spiritual experience	Yes	4	2.7500	1.25831	.62915	.262	0.69***
	No	191	3.6178	1.09808	.07945		
Visit again	Yes	4	3.7500	1.89297	.94648	.576	0.31**
	No	191	3.1571	1.18608	.08582		
Exploration	Yes	4	4.7500	.50000	.25000	.041*	0.76***
	No	191	3.9372	1.07421	.07773		
Lifestyle	Yes	4	3.7500	.95743	.47871	.537	0.35**
	No	191	4.0838	.83559	.06046		
Social facilitation	Yes	4	4.5000	1.00000	.50000	.314	0.60***
	No	191	3.8953	1.01023	.07310		
	Yes	4	5.0000	0.00000	0.00000	.001*	0.88****

Value for money destination	No	191	4.3508	.73805	.05340		
Favourable exchange rate	Yes	4	4.7500	.50000	.25000	.144	0.63***
	No	191	4.2618	.77089	.05578		
Accessible destination	Yes	4	4.7500	.50000	.25000	.085	0.84****
	No	191	4.1257	.74334	.05379		
Ideally located	Yes	4	4.5000	1.00000	.50000	.383	0.51***
	No	191	3.9895	.67270	.04867		
International marketing	Yes	4	3.0000	0.00000	0.00000	.001*	0.80****
	No	191	3.6649	.82893	.05998		
Public transportation	Yes	4	2.5000	1.00000	.50000	.368	0.42**
	No	191	3.0314	1.25197	.09059		
Available information	Yes	4	4.2500	.50000	.25000	.570	0.22**
	No	191	4.0890	.72361	.05236		
Safe destination	Yes	4	3.2500	.50000	.25000	.300	0.34**
	No	191	3.5654	.92033	.06659		
Wilderness Safaris	Yes	4	1.5625	1.12500	.56250	.071	1.36****
	No	191	3.0955	.94034	.06804		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

As evident in Table C.18, there are statistical differences between respondents who visited Lesotho and those who did not. Motivational factors showing these differences included *Nature and wildlife* ($p = 0.030$), *Unique country attributes* ($p = 0.002$), *Exploration* ($p = 0.041$), *Value for money* ($p = 0.001$) and *International marketing* ($p = 0.001$). Respondents who visited Lesotho regarded *Nature and wildlife* (mean value 4.83), *Unique country attributes* (mean value 4.91), *Exploration* (mean value 4.75) and *Value for money destination* (mean value 5.00) as more important. Respondents who did not visit the country regarded *International marketing* (mean value 3.66) more important than respondents who have visited the country.

C.1.4.9 t-test comparison on Swaziland and motives

Table C.19: t-test comparison on Swaziland and motives

Swaziland		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	2	4.5000	.70711	.50000	.673	0.36**
	No	193	4.2176	.77849	.05604		
Education	Yes	2	4.5000	.70711	.50000	.167	1.63****
	No	193	2.7202	1.09185	.07859		
Variety of attractions	Yes	2	3.8571	.80812	.57143	.819	0.21**
	No	193	4.0244	.45566	.03280		
	Yes	2	3.8333	.70711	.50000	.572	0.56***

Nature and wildlife	No	193	4.2314	.56466	.04065		
Unique country attributes	Yes	2	4.6667	0.00000	0.00000	.001*	0.73***
	No	193	4.2832	.52520	.03780		
Country attractiveness	Yes	2	3.5000	.35355	.25000	.244	1.18****
	No	193	4.1036	.51058	.03675		
Life dream	Yes	2	3.0000	1.41421	1.00000	.733	0.32**
	No	193	3.4456	.94560	.06807		
Spiritual experience	Yes	2	2.5000	.70711	.50000	.262	1.01****
	No	193	3.6114	1.10363	.07944		
Visit again	Yes	2	4.5000	.70711	.50000	.218	1.12****
	No	193	3.1554	1.19752	.08620		
Exploration	Yes	2	5.0000	0.00000	0.00000	.001*	0.99****
	No	193	3.9430	1.07134	.07712		
Lifestyle	Yes	2	4.5000	.70711	.50000	.549	0.51***
	No	193	4.0725	.83848	.06035		
Social facilitation	Yes	2	4.5000	.70711	.50000	.440	0.59***
	No	193	3.9016	1.01327	.07294		
Value for money destination	Yes	2	5.0000	0.00000	0.00000	.001*	0.87****
	No	193	4.3575	.73715	.05306		
Favourable exchange rate	Yes	2	4.0000	0.00000	0.00000	.001*	0.36**
	No	193	4.2746	.77206	.05557		
Accessible destination	Yes	2	4.5000	.70711	.50000	.598	0.49**
	No	193	4.1347	.74476	.05361		
Ideally located	Yes	2	3.0000	0.00000	0.00000	.001*	1.49****
	No	193	4.0104	.67692	.04873		
International marketing	Yes	2	2.5000	.70711	.50000	.255	1.42****
	No	193	3.6632	.82003	.05903		
Public transportation	Yes	2	2.5000	.70711	.50000	.480	0.42**
	No	193	3.0259	1.25181	.09011		
Available information	Yes	2	4.5000	.70711	.50000	.561	0.57***
	No	193	4.0881	.71989	.05182		
Safe destination	Yes	2	3.5000	.70711	.50000	.925	0.06
	No	193	3.5596	.91732	.06603		
Wilderness Safaris	Yes	2	3.7500	.70711	.50000	.394	0.72***
	No	193	3.0570	.96706	.06961		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.19 there are statistical differences between respondents who visited Swaziland and those who indicated otherwise. Motivational factors showing these differences included *Unique country attributes* ($p = 0.001$), *Exploration* ($p = 0.001$), *Value for money destination* ($p = 0.001$), *Favourable exchange rate* ($p = 0.001$) and *Ideally located* ($p = 0.001$).

Respondents who visited Lesotho held that *Unique country attributes* (mean value 4.66), *Exploration* (mean value 5.00), *Value for money destination* (mean value 5.00) are more important motivational factors. Respondents who did not visit the country regarded *Favourable exchange rate* (mean value 4.27) and *Ideally located* (mean value 4.01) more important.

C.1.5 *t*-test comparisons of alternative destinations respondents considered to travel to instead of South Africa and motives

In the following sub-sections *T*-test comparisons on other destinations respondents considered instead of South Africa are discussed. These destinations included North America, Central and South America, Europe, Asia and Australia and Pacific islands.

C.1.5.1 *t*-test comparison on North America as alternative destination to South Africa and motives

Table C.20: *t*-test comparison on North America as alternative destination to South Africa and motives

North America		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	78	4.2692	.71483	.08094	.464	0.10
	No	117	4.1880	.81665	.07550		
Education	Yes	78	2.7692	1.05588	.11956	.748	0.05
	No	117	2.7179	1.13598	.10502		
Variety of attractions	Yes	78	4.1245	.43524	.04928	.010*	0.37**
	No	117	3.9548	.46087	.04261		
Nature and wildlife	Yes	78	4.2564	.54765	.06201	.555	0.08
	No	117	4.2080	.57855	.05349		
Unique country attributes	Yes	78	4.2735	.52840	.05983	.767	0.04
	No	117	4.2963	.52299	.04835		
Country attractiveness	Yes	78	4.1122	.46753	.05294	.736	0.05
	No	117	4.0876	.54170	.05008		
Life dream	Yes	78	3.3205	.82955	.09393	.132	0.20**
	No	117	3.5214	1.01368	.09372		
Spiritual experience	Yes	78	3.7949	.90251	.10219	.033*	0.27**
	No	117	3.4701	1.20754	.11164		
Visit again	Yes	78	3.4872	1.04127	.11790	.002*	0.42**
	No	117	2.9573	1.25529	.11605		
Exploration	Yes	78	3.7179	1.00515	.11381	.010*	0.36**
	No	117	4.1111	1.08896	.10067		
Lifestyle	Yes	78	4.1538	.75725	.08574	.281	0.14
	No	117	4.0256	.88534	.08185		
Social facilitation	Yes	78	3.7949	.72719	.08234	.166	0.16
	No	117	3.9829	1.15954	.10720		

Value for money destination	Yes	78	4.3718	.62645	.07093	.901	0.02
	No	117	4.3590	.80367	.07430		
Favourable exchange rate	Yes	78	4.3333	.75018	.08494	.359	0.13
	No	117	4.2308	.78108	.07221		
Accessible destination	Yes	78	4.1538	.72213	.08177	.812	0.03
	No	117	4.1282	.76043	.07030		
Ideally located	Yes	78	3.9744	.68328	.07737	.669	0.06
	No	117	4.0171	.68207	.06306		
International marketing	Yes	78	3.7692	.78828	.08925	.099	0.23**
	No	117	3.5726	.84401	.07803		
Public transportation	Yes	78	3.0769	1.26665	.14342	.609	0.07
	No	117	2.9829	1.23862	.11451		
Available information	Yes	78	3.9744	.73810	.08357	.065	0.27**
	No	117	4.1709	.69840	.06457		
Safe destination	Yes	78	3.6538	.89482	.10132	.235	0.17
	No	117	3.4957	.92498	.08551		
Wilderness Safaris	Yes	78	3.1619	.94772	.10731	.247	0.17
	No	117	2.9989	.97649	.09028		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.20 there are statistical differences between respondents who considered North America and those who did not. Motivational factors showing these differences included *Variety of attractions* ($p = 0.010$), *Spiritual experience* ($p = 0.033$), *Visit again* ($p = 0.002$) and *Exploration* ($p = 0.010$). Respondents who considered travelling to North America instead of South Africa regarded *Variety of attractions* (mean value 4.12), *Spiritual experience* (mean value 3.79) and *Visit again* (mean value 3.48) more important than respondents who indicated otherwise. Respondents who did not consider North America regarded *Exploration* (mean value 4.11) more important.

C.1.5.2 *t*-test comparison on Central and South America as alternative destination to South Africa and motives

Table C.21: *t*-test comparison on Central and South America as alternative destination to South Africa and motives

Central and South America		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	66	4.1288	.74581	.09180	.231	0.18
	No	129	4.2674	.79068	.06962		
Education	Yes	66	3.0833	.95105	.11707	.001*	0.46**
	No	129	2.5620	1.13538	.09996		
	Yes	66	4.0736	.42985	.05291	.254	0.16

Variety of attractions	No	129	3.9967	.47025	.04140		
Nature and wildlife	Yes	66	4.2273	.56737	.06984	.999	0.01
	No	129	4.2274	.56670	.04990		
Unique country attributes	Yes	66	4.2525	.56405	.06943	.526	0.09
	No	129	4.3049	.50351	.04433		
Country attractiveness	Yes	66	4.0871	.43300	.05330	.829	0.03
	No	129	4.1027	.54987	.04841		
Life dream	Yes	66	3.2273	.78044	.09607	.014*	0.32**
	No	129	3.5504	1.00748	.08870		
Spiritual experience	Yes	66	3.7121	1.11996	.13786	.316	0.15
	No	129	3.5426	1.09693	.09658		
Visit again	Yes	66	3.6061	.99040	.12191	.001*	0.53***
	No	129	2.9457	1.23939	.10912		
Exploration	Yes	66	3.6818	.87984	.10830	.006*	0.36**
	No	129	4.0930	1.13497	.09993		
Lifestyle	Yes	66	4.1061	.74687	.09193	.715	0.05
	No	129	4.0620	.88169	.07763		
Social facilitation	Yes	66	3.8182	.78268	.09634	.326	0.12
	No	129	3.9535	1.11004	.09773		
Value for money destination	Yes	66	4.3182	.66005	.08125	.514	0.09
	No	129	4.3876	.77369	.06812		
Favourable exchange rate	Yes	66	4.2121	.86851	.10691	.469	0.10
	No	129	4.3023	.71376	.06284		
Accessible destination	Yes	66	4.1667	.77625	.09555	.712	0.05
	No	129	4.1240	.72895	.06418		
Ideally located	Yes	66	3.8636	.69915	.08606	.050	0.29**
	No	129	4.0698	.66363	.05843		
International marketing	Yes	66	3.6364	.90531	.11144	.864	0.02
	No	129	3.6589	.78557	.06917		
Public transportation	Yes	66	3.1667	1.11746	.13755	.220	0.17
	No	129	2.9457	1.30689	.11507		
Available information	Yes	66	3.9848	.71236	.08769	.136	0.23**
	No	129	4.1473	.71917	.06332		
Safe destination	Yes	66	3.8333	.81492	.10031	.002*	0.44**
	No	129	3.4186	.93289	.08214		
Wilderness Safaris	Yes	66	3.3333	.87770	.10804	.004*	0.41**
	No	129	2.9264	.98309	.08656		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.21 there are statistical differences between respondents who considered travelling to Central and South America instead of South Africa and those who did not.

Motivational factors showing these differences included *Education* ($p = 0.001$), *Life dream* ($p = 0.014$), *Visit again* ($p = 0.001$), *Exploration* ($p = 0.006$), *Safe destination* ($p = 0.002$) and *Wilderness Safaris* ($p = 0.004$). Respondent who considered travelling to Central and South America instead of South Africa regarded *Education* (mean value 3.08), *Visit again* (mean value 3.60), *Safe destination* (mean value 3.83) and *Wilderness Safaris* (mean value 3.33) more important than those indicating otherwise. Respondents who did not consider to travel to Central and South America regarded *Life dream* (mean value 3.55) and *Exploration* (mean value 4.09) more important.

C.1.5.3 *t*-test comparison on Europe as alternative destination to South Africa and motives

Table C.22: *t*-test comparison on Europe as alternative destination to South Africa and motives

Europe		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	98	4.2806	.71460	.07219	.279	0.14
	No	97	4.1598	.83400	.08468		
Education	Yes	98	2.7041	1.17279	.11847	.662	0.06
	No	97	2.7732	1.03083	.10466		
Variety of attractions	Yes	98	4.0845	.44416	.04487	.058	0.27**
	No	97	3.9602	.46417	.04713		
Nature and wildlife	Yes	98	4.2755	.59016	.05961	.233	0.16
	No	97	4.1787	.53805	.05463		
Unique country attributes	Yes	98	4.3027	.53102	.05364	.678	0.06
	No	97	4.2715	.51892	.05269		
Country attractiveness	Yes	98	4.1276	.51927	.05245	.411	0.12
	No	97	4.0670	.50585	.05136		
Life dream	Yes	98	3.3878	.94849	.09581	.431	0.11
	No	97	3.4948	.94785	.09624		
Spiritual experience	Yes	98	3.5510	1.03667	.10472	.535	0.08
	No	97	3.6495	1.17297	.11910		
Visit again	Yes	98	3.3571	1.22053	.12329	.028*	0.31**
	No	97	2.9794	1.15451	.11722		
Exploration	Yes	98	3.7551	1.14028	.11519	.009*	0.35**
	No	97	4.1546	.96112	.09759		
Lifestyle	Yes	98	4.1122	.87205	.08809	.555	0.08
	No	97	4.0412	.80257	.08149		
Social facilitation	Yes	98	3.8265	1.04561	.10562	.261	0.16
	No	97	3.9897	.97355	.09885		
Value for money destination	Yes	98	4.4898	.64608	.06526	.016*	0.32**
	No	97	4.2371	.80069	.08130		
Favourable exchange rate	Yes	98	4.3367	.75905	.07668	.237	0.17
	No	97	4.2062	.77645	.07884		

Accessible destination	Yes	98	4.0816	.83325	.08417	.284	0.14
	No	97	4.1959	.63965	.06495		
Ideally located	Yes	98	4.0000	.70345	.07106	1.000	0.00
	No	97	4.0000	.66144	.06716		
International marketing	Yes	98	3.5714	.84950	.08581	.175	0.19
	No	97	3.7320	.79733	.08096		
Public transportation	Yes	98	2.9184	1.33682	.13504	.251	0.15
	No	97	3.1237	1.14798	.11656		
Available information	Yes	98	4.1020	.71059	.07178	.850	0.03
	No	97	4.0825	.73130	.07425		
Safe destination	Yes	98	3.5408	.95430	.09640	.781	0.04
	No	97	3.5773	.87601	.08895		
Wilderness Safaris	Yes	98	2.9503	1.09072	.11018	.098	0.21**
	No	97	3.1791	.81048	.08229		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.22 there are statistical differences between respondents who considered travelling to Europe as alternative destination to South Africa and those who did not. Motivational factors showing these difference included *Visit again* ($p = 0.028$), *Exploration* ($p = 0.009$) and *Value for money destination* ($p = 0.016$). Respondents who considered travelling to Europe instead of South Africa considered that *Visit again* (mean value 3.35) and *Value for money destination* (mean value 4.48) are more important motivational factors, other than those respondents who did not consider to travel to Europe. Respondents who did not consider travelling to Europe regarded *Exploration* (mean value 4.15) more important.

C.1.5.4 t-test comparison on Asia as alternative destination to South Africa and motives

Table C.23: t-test comparison on Asia as alternative destination to South Africa and motives

Asia		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	92	4.2174	.68462	.07138	.957	0.01
	No	103	4.2233	.85385	.08413		
Education	Yes	92	2.8967	1.01510	.10583	.056	0.26**
	No	103	2.5971	1.16117	.11441		
Variety of attractions	Yes	92	4.0000	.39051	.04071	.507	0.08
	No	103	4.0430	.51072	.05032		
Nature and wildlife	Yes	92	4.1667	.50997	.05317	.153	0.19
	No	103	4.2816	.60815	.05992		
Unique country attributes	Yes	92	4.2101	.49839	.05196	.051	0.27**
	No	103	4.3560	.53882	.05309		
	Yes	92	4.0027	.45618	.04756	.013*	0.33**

Country attractiveness	No	103	4.1820	.54592	.05379		
Life dream	Yes	92	3.2717	.89077	.09287	.017*	0.33**
	No	103	3.5922	.97455	.09603		
Spiritual experience	Yes	92	3.5870	1.07061	.11162	.876	0.02
	No	103	3.6117	1.13960	.11229		
Visit again	Yes	92	3.2935	1.01134	.10544	.166	0.18
	No	103	3.0583	1.34183	.13221		
Exploration	Yes	92	3.7935	1.10482	.11518	.049*	0.27**
	No	103	4.0971	1.02436	.10093		
Lifestyle	Yes	92	3.9783	.79805	.08320	.118	0.22**
	No	103	4.1650	.86429	.08516		
Social facilitation	Yes	92	3.9348	.78172	.08150	.719	0.04
	No	103	3.8835	1.18240	.11650		
Value for money destination	Yes	92	4.4239	.59731	.06227	.276	0.13
	No	103	4.3107	.84051	.08282		
Favourable exchange rate	Yes	92	4.2283	.71258	.07429	.453	0.10
	No	103	4.3107	.81685	.08049		
Accessible destination	Yes	92	4.0109	.70313	.07331	.023*	0.32**
	No	103	4.2524	.76336	.07522		
Ideally located	Yes	92	3.8913	.65392	.06818	.034*	0.30**
	No	103	4.0971	.69331	.06831		
International marketing	Yes	92	3.7935	.70381	.07338	.021*	0.30**
	No	103	3.5243	.90581	.08925		
Public transportation	Yes	92	3.2174	1.16568	.12153	.036*	0.29**
	No	103	2.8447	1.29673	.12777		
Available information	Yes	92	4.0761	.68314	.07122	.766	0.04
	No	103	4.1068	.75294	.07419		
Safe destination	Yes	92	3.5326	.91928	.09584	.705	0.05
	No	103	3.5825	.91313	.08997		
Wilderness Safaris	Yes	92	3.2174	.77872	.08119	.033*	0.27**
	No	103	2.9272	1.09247	.10764		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

From Table C.23 it is evident that there are statistical differences between respondents who considered travelling to Asia instead of South Africa and those who did not. Motivational factors showing these differences included *Country attractiveness* ($p = 0.013$), *Life dream* ($p = 0.017$), *Exploration* ($p = 0.049$), *Accessible destination* ($p = 0.023$), *Ideally located* ($p = 0.034$), *International marketing* ($p = 0.021$), *Public transportation* ($p = 0.036$) and *Wilderness Safaris* ($p = 0.033$). Respondents who considered travelling to Asia instead of South Africa regarded *International marketing* (mean value 3.75), *Public transportation* (mean value 3.21) and *Wilderness Safaris* (mean value 3.21). Respondents who did not consider Asia regarded

Country attractiveness (mean value 4.18), *Life dream* (mean value 3.59), *Exploration* (mean value 4.09), *Accessible destination* (mean value 4.25), *Ideally located* (mean value 4.09) more important.

C.1.5.5 *t*-test comparison on Australia and Pacific islands as alternative destination to South Africa and motives

Table C.24: *t*-test comparison on Australia and Pacific islands as alternative destination to South Africa and motives

Australia and Pacific islands		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	92	4.1685	.78892	.08225	.379	0.12
	No	103	4.2670	.76638	.07551		
Education	Yes	92	2.6304	1.09662	.11433	.196	0.19
	No	103	2.8350	1.10344	.10873		
Variety of attractions	Yes	92	4.0512	.44454	.04635	.410	0.12
	No	103	3.9972	.46913	.04622		
Nature and wildlife	Yes	92	4.2355	.55588	.05795	.849	0.03
	No	103	4.2201	.57651	.05680		
Unique country attributes	Yes	92	4.2391	.53754	.05604	.228	0.17
	No	103	4.3301	.51023	.05027		
Country attractiveness	Yes	92	4.0842	.51124	.05330	.735	0.05
	No	103	4.1092	.51529	.05077		
Life dream	Yes	92	3.4348	.84261	.08785	.930	0.01
	No	103	3.4466	1.03591	.10207		
Spiritual experience	Yes	92	3.6848	1.09874	.11455	.312	0.14
	No	103	3.5243	1.11007	.10938		
Visit again	Yes	92	3.2935	1.15348	.12026	.171	0.19
	No	103	3.0583	1.23531	.12172		
Exploration	Yes	92	3.8804	.99275	.10350	.363	0.12
	No	103	4.0194	1.13743	.11207		
Lifestyle	Yes	92	4.1413	.73502	.07663	.305	0.13
	No	103	4.0194	.91802	.09045		
Social facilitation	Yes	92	3.9022	.82622	.08614	.942	0.01
	No	103	3.9126	1.15561	.11387		
Value for money destination	Yes	92	4.3913	.74060	.07721	.627	0.07
	No	103	4.3398	.73503	.07242		
Favourable exchange rate	Yes	92	4.2500	.77919	.08124	.710	0.05
	No	103	4.2913	.76223	.07511		
Accessible destination	Yes	92	4.0435	.75466	.07868	.093	0.24**
	No	103	4.2233	.72669	.07160		
Ideally located	Yes	92	4.0000	.71098	.07412	1.000	0.01
	No	103	4.0000	.65679	.06472		

International marketing	Yes	92	3.6304	.79445	.08283	.739	0.05
	No	103	3.6699	.85622	.08437		
Public transportation	Yes	92	3.2283	1.13972	.11882	.026*	0.30**
	No	103	2.8350	1.31430	.12950		
Available information	Yes	92	3.9891	.67114	.06997	.057	0.26**
	No	103	4.1845	.75078	.07398		
Safe destination	Yes	92	3.5543	.93013	.09697	.947	0.01
	No	103	3.5631	.90391	.08907		
Wilderness Safaris	Yes	92	3.0652	.94663	.09869	.988	0.01
	No	103	3.0631	.98749	.09730		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.24 there is a significant difference between respondent who considered travelling to Australia and the Pacific islands and those who did not. The motivational factor highlighting this difference is *Public transportation* ($p = 0.026$). Respondents who did consider Australia and the Pacific islands regarded *Public transportation* (mean value 3.22) more important than those who did not (mean value 2.83).

C.1.6 *t*-test comparisons on other destinations respondents have already visited to and motives

In the following sub-sections *T*-test comparisons were done on destinations that respondents have already visited before. These destinations included North America, Central and South America, Europe, Asia and Australia and Pacific islands.

C.1.6.1 *t*-test comparison on North America as a destination already visited by respondents and motives

Table C.25: *t*-test comparison on North America as a destination already visited by respondents and motives

North America		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	125	4.2440	.75567	.06759	.582	0.08
	No	70	4.1786	.81666	.09761		
Education	Yes	125	2.6840	1.12618	.10073	.350	0.13
	No	70	2.8357	1.05885	.12656		
Variety of attractions	Yes	125	4.0080	.49763	.04451	.518	0.08
	No	70	4.0490	.37670	.04502		
Nature and wildlife	Yes	125	4.1947	.60343	.05397	.254	0.15
	No	70	4.2857	.48913	.05846		
	Yes	125	4.2933	.55293	.04946	.819	0.03

Unique country attributes	No	70	4.2762	.47131	.05633		
Country attractiveness	Yes	125	4.0880	.56819	.05082	.706	0.05
	No	70	4.1143	.39628	.04736		
Life dream	Yes	125	3.4000	.98374	.08799	.406	0.12
	No	70	3.5143	.88043	.10523		
Spiritual experience	Yes	125	3.4640	1.05909	.09473	.025*	0.33**
	No	70	3.8429	1.15012	.13747		
Visit again	Yes	125	3.2000	1.19137	.10656	.636	0.07
	No	70	3.1143	1.22229	.14609		
Exploration	Yes	125	4.1040	1.04591	.09355	.009*	0.39**
	No	70	3.6857	1.07059	.12796		
Lifestyle	Yes	125	4.1520	.79368	.07099	.107	0.23**
	No	70	3.9429	.89904	.10746		
Social facilitation	Yes	125	3.9280	1.08640	.09717	.691	0.05
	No	70	3.8714	.86680	.10360		
Value for money destination	Yes	125	4.4400	.71165	.06365	.060	0.28**
	No	70	4.2286	.76464	.09139		
Favourable exchange rate	Yes	125	4.3120	.73414	.06566	.347	0.14
	No	70	4.2000	.82708	.09885		
Accessible destination	Yes	125	4.1200	.76832	.06872	.636	0.07
	No	70	4.1714	.70137	.08383		
Ideally located	Yes	125	4.0240	.67757	.06060	.515	0.10
	No	70	3.9571	.69022	.08250		
International marketing	Yes	125	3.6080	.80217	.07175	.340	0.14
	No	70	3.7286	.86680	.10360		
Public transportation	Yes	125	2.8240	1.29555	.11588	.002*	0.42**
	No	70	3.3714	1.07907	.12897		
Available information	Yes	125	4.1200	.73616	.06584	.466	0.10
	No	70	4.0429	.69022	.08250		
Safe destination	Yes	125	3.5440	.89356	.07992	.765	0.04
	No	70	3.5857	.95542	.11420		
Wilderness Safaris	Yes	125	3.0480	.94690	.08469	.761	0.04
	No	70	3.0929	1.00535	.12016		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.25 there are statistical differences between respondents who have visited North America and those who have not. Motivational factors showing these differences included *Spiritual experience* ($p = 0.025$), *Exploration* ($p = 0.009$) and *Public transportation* ($p = 0.002$). Respondent who have visited North America before regarded *Exploration* (mean value 4.10) more important than respondents who have not. Respondents who have not

visited North America before regarded *Spiritual experience* (mean value 3.84) and *Public transportation* (mean value 3.37) more important.

C.1.6.2 *t*-test comparison on Central and South America as a destination already visited by respondents and motives

Table C.26: *t*-test comparison on Central and South America as a destination already visited by respondents and motives

Central and South America		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	156	4.2404	.76511	.06126	.499	0.12
	No	39	4.1410	.82676	.13239		
Education	Yes	156	2.6635	1.13189	.09062	.035*	0.33**
	No	39	3.0385	.92754	.14852		
Variety of attractions	Yes	156	3.9945	.46663	.03736	.063	0.30**
	No	39	4.1355	.40399	.06469		
Nature and wildlife	Yes	156	4.2073	.56713	.04541	.321	0.18
	No	39	4.3077	.55874	.08947		
Unique country attributes	Yes	156	4.2949	.51773	.04145	.696	0.07
	No	39	4.2564	.55389	.08869		
Country attractiveness	Yes	156	4.1090	.52990	.04243	.484	0.11
	No	39	4.0513	.43747	.07005		
Life dream	Yes	156	3.4936	.98699	.07902	.069	0.27**
	No	39	3.2308	.74203	.11882		
Spiritual experience	Yes	156	3.5385	1.09181	.08742	.133	0.27**
	No	39	3.8462	1.13644	.18198		
Visit again	Yes	156	3.1282	1.24288	.09951	.283	0.17
	No	39	3.3333	1.00873	.16153		
Exploration	Yes	156	4.0577	1.09096	.08735	.003*	0.48**
	No	39	3.5385	.88396	.14155		
Lifestyle	Yes	156	4.1346	.81190	.06500	.075	0.32**
	No	39	3.8462	.90433	.14481		
Social facilitation	Yes	156	3.9038	1.07631	.08617	.892	0.02
	No	39	3.9231	.70280	.11254		
Value for money destination	Yes	156	4.3910	.74983	.06003	.282	0.18
	No	39	4.2564	.67738	.10847		
Favourable exchange rate	Yes	156	4.2756	.77521	.06207	.887	0.02
	No	39	4.2564	.75107	.12027		
Accessible destination	Yes	156	4.1026	.74643	.05976	.174	0.24**
	No	39	4.2821	.72361	.11587		
Ideally located	Yes	156	4.0256	.68107	.05453	.297	0.19
	No	39	3.8974	.68036	.10894		
	Yes	156	3.6346	.80391	.06436	.605	0.09

International marketing	No	39	3.7179	.91619	.14671		
Public transportation	Yes	156	2.9679	1.27213	.10185	.212	0.21**
	No	39	3.2308	1.13466	.18169		
Available information	Yes	156	4.1026	.72894	.05836	.682	0.07
	No	39	4.0513	.68628	.10989		
Safe destination	Yes	156	3.4872	.93317	.07471	.016*	0.38**
	No	39	3.8462	.77929	.12479		
Wilderness Safaris	Yes	156	3.0232	.93151	.07458	.287	0.19
	No	39	3.2276	1.09081	.17467		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.26 confirms that there are statistical differences between respondents who have visited Central and South America and those who have not. Motivation factors showing these differences included *Education* ($p = 0.035$), *Exploration* ($p = 0.003$) and *Safe destination* ($p = 0.016$). Respondents who have visited Central and South America already regarded *Exploration* (mean value 4.05) more important. Respondents who have not visited Central and South America regarded *Education* (mean value 3.03) and *Safe destination* (mean value 3.84) more important.

C.1.6.3 t-test comparison on Europe as a destination already visited by respondents and motives

Table C.27: t-test comparison on Europe as a destination already visited by respondents and motives

Europe		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	139	4.2410	.75984	.06445	.576	0.09
	No	56	4.1696	.82173	.10981		
Education	Yes	139	2.7878	1.12928	.09578	.309	0.15
	No	56	2.6161	1.03129	.13781		
Variety of attractions	Yes	139	4.0483	.44033	.03735	.244	0.18
	No	56	3.9592	.49541	.06620		
Nature and wildlife	Yes	139	4.2398	.48988	.04155	.682	0.06
	No	56	4.1964	.72412	.09676		
Unique country attributes	Yes	139	4.3070	.48165	.04085	.457	0.11
	No	56	4.2381	.61861	.08267		
Country attractiveness	Yes	139	4.1349	.49294	.04181	.127	0.24**
	No	56	4.0045	.55081	.07360		
Life dream	Yes	139	3.4388	.99357	.08427	.957	0.01
	No	56	3.4464	.82945	.11084		
	Yes	139	3.5755	1.00707	.08542	.666	0.06

Spiritual experience	No	56	3.6607	1.32496	.17706		
Visit again	Yes	139	3.2230	1.26859	.10760	.279	0.15
	No	56	3.0357	1.00841	.13475		
Exploration	Yes	139	4.0288	1.02817	.08721	.146	0.22**
	No	56	3.7679	1.15980	.15498		
Lifestyle	Yes	139	4.0935	.79757	.06765	.685	0.06
	No	56	4.0357	.93350	.12474		
Social facilitation	Yes	139	3.9568	1.02059	.08657	.280	0.17
	No	56	3.7857	.98561	.13171		
Value for money destination	Yes	139	4.3885	.71739	.06085	.485	0.11
	No	56	4.3036	.78438	.10482		
Favourable exchange rate	Yes	139	4.2878	.73470	.06232	.669	0.07
	No	56	4.2321	.85261	.11394		
Accessible destination	Yes	139	4.1295	.75021	.06363	.790	0.04
	No	56	4.1607	.73303	.09796		
Ideally located	Yes	139	4.0719	.63292	.05368	.033*	0.33**
	No	56	3.8214	.76532	.10227		
International marketing	Yes	139	3.7122	.80077	.06792	.120	0.24**
	No	56	3.5000	.87386	.11677		
Public transportation	Yes	139	2.9568	1.26760	.10752	.251	0.17
	No	56	3.1786	1.19251	.15936		
Available information	Yes	139	4.0863	.71710	.06082	.857	0.03
	No	56	4.1071	.73059	.09763		
Safe destination	Yes	139	3.4532	.87826	.07449	.014*	0.39**
	No	56	3.8214	.95550	.12768		
Wilderness Safaris	Yes	139	3.0459	.97351	.08257	.677	0.07
	No	56	3.1094	.95408	.12749		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

From Table C.27 it is clear that there are statistical differences between respondents who have visited Europe and those who have not. Motivational factors showing these differences included *Ideally located* ($p = 0.033$) and *Safe destination* ($p = 0.014$). Respondents who have travelled to Europe before regarded *Ideally located* (mean value 4.07) more important than respondents who have not visited Europe before. Respondents who have not visited Europe before regarded *Safe destination* (mean value 3.82) more important.

C.1.6.4 *t*-test comparison on Asia as a destination already visited by respondents and motives

Table C.28: *t*-test comparison on Asia as a destination already visited by respondents and motives

Asia		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	108	4.3102	.70286	.06763	.078	0.24**
	No	87	4.1092	.85053	.09119		
Education	Yes	108	2.7500	1.11594	.10738	.871	0.02
	No	87	2.7241	1.09108	.11698		
Variety of attractions	Yes	108	4.0529	.44691	.04300	.308	0.14
	No	87	3.9852	.46980	.05037		
Nature and wildlife	Yes	108	4.2315	.49180	.04732	.912	0.01
	No	87	4.2222	.64833	.06951		
Unique country attributes	Yes	108	4.3210	.47997	.04619	.326	0.13
	No	87	4.2452	.57389	.06153		
Country attractiveness	Yes	108	4.1389	.46781	.04502	.218	0.17
	No	87	4.0460	.56100	.06015		
Life dream	Yes	108	3.3704	.95303	.09171	.246	0.17
	No	87	3.5287	.93807	.10057		
Spiritual experience	Yes	108	3.6296	1.09025	.10491	.679	0.06
	No	87	3.5632	1.12788	.12092		
Visit again	Yes	108	3.1111	1.21773	.11718	.451	0.11
	No	87	3.2414	1.18091	.12661		
Exploration	Yes	108	4.1111	.97954	.09426	.024*	0.31**
	No	87	3.7586	1.15099	.12340		
Lifestyle	Yes	108	4.1296	.76235	.07336	.338	0.13
	No	87	4.0115	.92125	.09877		
Social facilitation	Yes	108	3.9352	.98847	.09512	.675	0.06
	No	87	3.8736	1.04330	.11185		
Value for money destination	Yes	108	4.3889	.59332	.05709	.617	0.06
	No	87	4.3333	.88484	.09487		
Favourable exchange rate	Yes	108	4.3148	.69239	.06663	.396	0.11
	No	87	4.2184	.85488	.09165		
Accessible destination	Yes	108	4.0185	.78516	.07555	.010*	0.34**
	No	87	4.2874	.66312	.07109		
Ideally located	Yes	108	4.0556	.63883	.06147	.212	0.17
	No	87	3.9310	.72806	.07806		
International marketing	Yes	108	3.7963	.80604	.07756	.006*	0.40**
	No	87	3.4713	.81895	.08780		
Public transportation	Yes	108	2.9167	1.22379	.11776	.198	0.18
	No	87	3.1494	1.27159	.13633		
Available information	Yes	108	4.1111	.72773	.07003	.685	0.06
	No	87	4.0690	.71191	.07632		

Safe destination	Yes	108	3.4907	.94221	.09066	.243	0.16
	No	87	3.6437	.87573	.09389		
Wilderness Safaris	Yes	108	2.9919	.97864	.09417	.244	0.17
	No	87	3.1537	.94790	.10163		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

It is evident from Table C.28 that there are statistical differences between respondents who have visited Asia and those who have not. Motivational factors showing these differences included *Exploration* ($p = 0.024$), *Accessible destination* ($p = 0.010$) and *International marketing* ($p = 0.006$). Respondents who have visited Asia regarded *Exploration* (mean value 4.11) and *International marketing* (mean value 3.79) more important. Respondents who have not visited Asia regarded *Accessible destination* (mean value 4.28) more important.

C.1.6.5 *t*-test comparisons on Australia and the Pacific islands as a destination already visited by respondents and motives

Table C.29: *t*-test comparisons on Australia and the Pacific islands as a destination already visited by respondents and motives

Australia and Pacific islands		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	111	4.2928	.71500	.06786	.145	0.20**
	No	84	4.1250	.84624	.09233		
Education	Yes	111	2.7117	1.11100	.10545	.697	0.06
	No	84	2.7738	1.09601	.11958		
Variety of attractions	Yes	111	4.0489	.40703	.03863	.375	0.12
	No	84	3.9881	.51685	.05639		
Nature and wildlife	Yes	111	4.2703	.47250	.04485	.246	0.15
	No	84	4.1706	.66766	.07285		
Unique country attributes	Yes	111	4.3363	.46601	.04423	.145	0.19
	No	84	4.2222	.58845	.06421		
Country attractiveness	Yes	111	4.1599	.44055	.04181	.060	0.25**
	No	84	4.0149	.58643	.06398		
Life dream	Yes	111	3.4775	.96150	.09126	.536	0.09
	No	84	3.3929	.93161	.10165		
Spiritual experience	Yes	111	3.6126	1.14551	.10873	.854	0.03
	No	84	3.5833	1.05520	.11513		
Visit again	Yes	111	3.1261	1.22932	.11668	.563	0.08
	No	84	3.2262	1.16527	.12714		
Exploration	Yes	111	4.0270	1.04846	.09952	.277	0.15
	No	84	3.8571	1.09921	.11993		
Lifestyle	Yes	111	4.1261	.77597	.07365	.357	0.13

	No	84	4.0119	.91169	.09947		
Social facilitation	Yes	111	3.8649	1.09947	.10436	.485	0.09
	No	84	3.9643	.88422	.09648		
Value for money destination	Yes	111	4.4054	.60870	.05778	.393	0.11
	No	84	4.3095	.87779	.09577		
Favourable exchange rate	Yes	111	4.3423	.71979	.06832	.149	0.20**
	No	84	4.1786	.82375	.08988		
Accessible destination	Yes	111	4.0901	.79257	.07523	.287	0.14
	No	84	4.2024	.67270	.07340		
Ideally located	Yes	111	4.1081	.59316	.05630	.014*	0.33**
	No	84	3.8571	.76273	.08322		
International marketing	Yes	111	3.7297	.75010	.07120	.138	0.20**
	No	84	3.5476	.91051	.09934		
Public transportation	Yes	111	2.9279	1.26284	.11986	.233	0.17
	No	84	3.1429	1.22369	.13352		
Available information	Yes	111	4.1351	.73220	.06950	.338	0.14
	No	84	4.0357	.70192	.07659		
Safe destination	Yes	111	3.5045	.94266	.08947	.335	0.13
	No	84	3.6310	.87509	.09548		
Wilderness Safaris	Yes	111	2.9876	.98106	.09312	.202	0.18
	No	84	3.1652	.94186	.10277		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.29 there is a statistical difference between respondents who have travelled to Australia and the Pacific islands and those who have not. The motivational factor that highlights this difference is *Ideally located* ($p = 0.014$). Respondents who have travelled to Australia and the Pacific islands regarded *Ideally located* (mean value 4.10) more important than the respondents who have not travelled to the destination (mean value 3.85).

C.1.7 *t*-test comparison on the type of travel package arrangements respondents chose and motives

In the following sub-sections a *t*-test comparison was done on which travel package arrangements respondents chose. These included packaged arrangements (Yes) or non-packaged arrangements (No).

C.1.7.1 *t*-test comparison on packaged arrangements and motives

Table C.30: *t*-test comparison on packaged arrangements and motives

Packaged		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	93	4.1344	.82138	.08517	.142	0.20**
	No	102	4.2990	.72869	.07215		
Education	Yes	93	2.8226	1.02852	.10665	.307	0.14
	No	102	2.6618	1.16500	.11535		
Variety of attractions	Yes	93	3.9754	.43658	.04527	.167	0.19
	No	102	4.0658	.47345	.04688		
Nature and wildlife	Yes	93	4.1935	.55238	.05728	.426	0.11
	No	102	4.2582	.57813	.05724		
Unique country attributes	Yes	93	4.2043	.54069	.05607	.035*	0.29**
	No	102	4.3627	.49885	.04939		
Country attractiveness	Yes	93	4.0565	.45910	.04761	.283	0.14
	No	102	4.1348	.55588	.05504		
Life dream	Yes	93	3.4301	.98243	.10187	.879	0.02
	No	102	3.4510	.91875	.09097		
Spiritual experience	Yes	93	3.8495	.97742	.10135	.002*	0.41**
	No	102	3.3725	1.16824	.11567		
Visit again	Yes	93	3.1613	1.12569	.11673	.930	0.01
	No	102	3.1765	1.26969	.12572		
Exploration	Yes	93	3.9247	1.10568	.11465	.719	0.05
	No	102	3.9804	1.04342	.10331		
Lifestyle	Yes	93	4.0645	.84450	.08757	.844	0.03
	No	102	4.0882	.83373	.08255		
Social facilitation	Yes	93	3.8280	.95124	.09864	.292	0.14
	No	102	3.9804	1.06223	.10518		
Value for money destination	Yes	93	4.2688	.76811	.07965	.086	0.24**
	No	102	4.4510	.69834	.06915		
Favourable exchange rate	Yes	93	4.2473	.76123	.07894	.672	0.06
	No	102	4.2941	.77827	.07706		
Accessible destination	Yes	93	3.9892	.72972	.07567	.007*	0.39**
	No	102	4.2745	.73332	.07261		
Ideally located	Yes	93	3.9677	.57957	.06010	.524	0.08
	No	102	4.0294	.76373	.07562		
International marketing	Yes	93	3.7849	.73499	.07621	.029*	0.29**
	No	102	3.5294	.88671	.08780		
Public transportation	Yes	93	3.3548	1.04928	.10880	.001*	0.48**
	No	102	2.7157	1.33778	.13246		
Available information	Yes	93	4.0215	.67532	.07003	.188	0.18
	No	102	4.1569	.75446	.07470		

Safe destination	Yes	93	3.5054	.82914	.08598	.432	0.10
	No	102	3.6078	.98661	.09769		
Wilderness Safaris	Yes	93	3.2151	.70599	.07321	.033*	0.25**
	No	102	2.9265	1.13933	.11281		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.30 shows that there are statistical differences between respondents who made use of packaged arrangements and those who did not. Motivational factors showing these differences included *Unique country attributes* ($p = 0.035$), *Spiritual experiences* ($p = 0.002$), *Accessible destination* ($p = 0.007$), *International marketing* ($p = 0.029$), *Public transportation* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.033$). Respondents who made use of packaged arrangements considered that *Spiritual experience* (mean value 3.84), *International marketing* (mean value 3.78), *Public transportation* (mean value 3.35) and *Wilderness Safaris* (mean value 3.21) as more important motivational factors than those respondents who did not make use of packaged arrangements. Respondents who did not make use of packaged arrangements regarded *Unique country attributes* (mean value 4.36) and *Accessible destination* (mean value 4.27) more important.

C.1.8 t-test comparison on respondents' holiday type and motives

In the following sub-sections t-test comparisons were done on the type of holiday respondents chose while visiting South Africa. These types of holidays included safari, cultural, beach, sport and activity, festivals and events and honeymoon.

C.1.8.1 t-test comparison on safari type holiday and motives

Safari as a holiday type was an option on the questionnaire, but as the majority of respondents (194) indicated that they came to South Africa for a safari, it was unnecessary to perform the analysis.

C.1.8.2 t-test comparison on cultural type holiday and motives

Table C.31: t-test comparison on cultural type holiday and motives

Cultural		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	151	4.2384	.75019	.06105	.585	0.09
	No	44	4.1591	.86785	.13083		
Education	Yes	151	2.9007	1.04725	.08522	.001*	0.64***
	No	44	2.1818	1.11590	.16823		
	Yes	151	3.9830	.39138	.03185	.080	0.28**

Variety of attractions	No	44	4.1591	.62019	.09350		
Nature and wildlife	Yes	151	4.1832	.48639	.03958	.115	0.26**
	No	44	4.3788	.76618	.11551		
Unique country attributes	Yes	151	4.2428	.46497	.03784	.075	0.29**
	No	44	4.4394	.67350	.10153		
Country attractiveness	Yes	151	4.0414	.43916	.03574	.026*	0.37**
	No	44	4.2898	.67974	.10247		
Life dream	Yes	151	3.3907	.87158	.07093	.244	0.19
	No	44	3.6136	1.16571	.17574		
Spiritual experience	Yes	151	3.6623	1.08865	.08859	.160	0.24**
	No	44	3.3864	1.14559	.17270		
Visit again	Yes	151	3.2053	1.10946	.09029	.509	0.11
	No	44	3.0455	1.47781	.22279		
Exploration	Yes	151	4.0132	1.02623	.08351	.192	0.22**
	No	44	3.7500	1.20319	.18139		
Lifestyle	Yes	151	4.0861	.73883	.06013	.821	0.04
	No	44	4.0455	1.11969	.16880		
Social facilitation	Yes	151	3.9735	.87137	.07091	.189	0.21**
	No	44	3.6818	1.37710	.20761		
Value for money destination	Yes	151	4.3642	.68783	.05597	.997	0.01
	No	44	4.3636	.89159	.13441		
Favourable exchange rate	Yes	151	4.1921	.77214	.06284	.005*	0.46**
	No	44	4.5455	.69732	.10513		
Accessible destination	Yes	151	4.0265	.72981	.05939	.001*	0.68***
	No	44	4.5227	.66433	.10015		
Ideally located	Yes	151	3.9272	.63350	.05155	.015*	0.41**
	No	44	4.2500	.78132	.11779		
International marketing	Yes	151	3.7748	.84200	.06852	.001*	0.65***
	No	44	3.2273	.60477	.09117		
Public transportation	Yes	151	3.2185	1.14248	.09297	.001*	0.64***
	No	44	2.3409	1.36302	.20548		
Available information	Yes	151	4.1060	.67481	.05491	.669	0.07
	No	44	4.0455	.86144	.12987		
Safe destination	Yes	151	3.5298	.87031	.07082	.461	0.12
	No	44	3.6591	1.05529	.15909		
Wilderness Safaris	Yes	151	3.2732	.76640	.06237	.001*	0.76***
	No	44	2.3466	1.21667	.18342		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.31 there are statistical differences between respondents who indicated cultural as their type of holiday and those who did not. Motivational factors showing these

differences included *Education* ($p = 0.001$), *Country attractiveness* ($p = 0.026$), *Favourable exchange rate* ($p = 0.005$), *Accessible destination* ($p = 0.001$), *Ideally located* ($p = 0.015$) *International marketing* ($p = 0.001$), *Public transportation* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.001$). Respondents who indicated culture as choice of holiday type considered that *Education* (mean value 2.90), *International marketing* (mean value 3.77), *Public transportation* (mean value 3.21) and *Wilderness Safaris* (mean value 3.27) are more important motivational factors. Respondents who did not indicate cultural as their type of holiday regarded *Country attractiveness* (mean value 4.28), *Favourable exchange rate* (mean value 4.54), *Accessible destination* (mean value 4.52) and *Ideally located* (mean value 4.25) more important than those who indicated otherwise.

C.1.8.3 *t*-test comparison on beach type holiday and motives

Table C.32: *t*-test comparison on beach type holiday and motives

Beach		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	153	4.2549	.76545	.06188	.258	0.20**
	No	42	4.0952	.81329	.12549		
Education	Yes	153	2.7745	1.15557	.09342	.313	0.14
	No	42	2.6071	.88024	.13582		
Variety of attractions	Yes	153	4.0514	.47114	.03809	.066	0.28**
	No	42	3.9184	.39046	.06025		
Nature and wildlife	Yes	153	4.2680	.58372	.04719	.032*	0.32**
	No	42	4.0794	.47031	.07257		
Unique country attributes	Yes	153	4.3203	.53240	.04304	.077	0.29**
	No	42	4.1667	.47854	.07384		
Country attractiveness	Yes	153	4.1062	.54008	.04366	.590	0.08
	No	42	4.0655	.39839	.06147		
Life dream	Yes	153	3.3987	.95518	.07722	.225	0.21**
	No	42	3.5952	.91223	.14076		
Spiritual experience	Yes	153	3.6536	1.05332	.08516	.249	0.20**
	No	42	3.4048	1.26991	.19595		
Visit again	Yes	153	3.1699	1.20738	.09761	.987	0.01
	No	42	3.1667	1.18767	.18326		
Exploration	Yes	153	3.9346	1.10426	.08927	.605	0.08
	No	42	4.0238	.94966	.14654		
Lifestyle	Yes	153	4.1111	.85498	.06912	.249	0.19
	No	42	3.9524	.76357	.11782		
Social facilitation	Yes	153	3.9739	1.02564	.08292	.068	0.30**
	No	42	3.6667	.92833	.14324		
	Yes	153	4.4052	.71117	.05749	.171	0.23**

Value for money destination	No	42	4.2143	.81258	.12538		
Favourable exchange rate	Yes	153	4.2876	.78366	.06336	.567	0.09
	No	42	4.2143	.71689	.11062		
Accessible destination	Yes	153	4.1895	.75001	.06064	.059	0.32**
	No	42	3.9524	.69677	.10751		
Ideally located	Yes	153	4.0458	.67219	.05434	.082	0.31**
	No	42	3.8333	.69551	.10732		
International marketing	Yes	153	3.6601	.81243	.06568	.787	0.05
	No	42	3.6190	.88214	.13612		
Public transportation	Yes	153	3.0000	1.28759	.10410	.634	0.07
	No	42	3.0952	1.10010	.16975		
Available information	Yes	153	4.1111	.70296	.05683	.515	0.11
	No	42	4.0238	.78050	.12043		
Safe destination	Yes	153	3.5294	.91089	.07364	.397	0.15
	No	42	3.6667	.92833	.14324		
Wilderness Safaris	Yes	153	3.0547	.99100	.08012	.783	0.04
	No	42	3.0982	.87893	.13562		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.32 there is a statistical significant difference between respondent who indicated beach as holiday type and those who did not. The motivational factor highlighting this difference is *Nature and wildlife* ($p = 0.032$). Respondents who indicated beach as their type of holiday regarded *Nature and wildlife* (mean value 4.26) more important than those who indicated otherwise.

C.1.8.4 *t*-test comparison on sport and activity type holiday and motives

Table C.33: *t*-test comparison on sport and activity type holiday and motives

Sport and activity		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	37	4.4189	.68225	.11216	.062	0.31**
	No	158	4.1741	.79193	.06300		
Education	Yes	37	2.7162	1.25577	.20645	.903	0.02
	No	158	2.7437	1.06738	.08492		
Variety of attractions	Yes	37	4.0541	.47661	.07835	.656	0.08
	No	158	4.0154	.45393	.03611		
Nature and wildlife	Yes	37	4.2883	.49791	.08186	.427	0.13
	No	158	4.2131	.58067	.04620		
Unique country attributes	Yes	37	4.3153	.49031	.08061	.704	0.07
	No	158	4.2806	.53275	.04238		

Country attractiveness	Yes	37	4.1824	.40675	.06687	.190	0.20**
	No	158	4.0775	.53306	.04241		
Life dream	Yes	37	3.3514	1.00599	.16538	.544	0.11
	No	158	3.4620	.93506	.07439		
Spiritual experience	Yes	37	3.8649	1.10961	.18242	.112	0.29**
	No	158	3.5380	1.09798	.08735		
Visit again	Yes	37	3.2432	1.25622	.20652	.689	0.07
	No	158	3.1519	1.19007	.09468		
Exploration	Yes	37	4.0270	1.23573	.20315	.682	0.07
	No	158	3.9367	1.03249	.08214		
Lifestyle	Yes	37	4.3243	.70923	.11660	.027*	0.36**
	No	158	4.0190	.85564	.06807		
Social facilitation	Yes	37	4.1351	.78748	.12946	.073	0.27**
	No	158	3.8544	1.05170	.08367		
Value for money destination	Yes	37	4.5405	.60528	.09951	.066	0.29**
	No	158	4.3228	.75939	.06041		
Favourable exchange rate	Yes	37	4.2973	.70178	.11537	.811	0.04
	No	158	4.2658	.78536	.06248		
Accessible destination	Yes	37	4.1351	.85512	.14058	.979	0.01
	No	158	4.1392	.71800	.05712		
Ideally located	Yes	37	4.1351	.63079	.10370	.161	0.24**
	No	158	3.9684	.69043	.05493		
International marketing	Yes	37	3.9730	.72597	.11935	.005*	0.48**
	No	158	3.5759	.83165	.06616		
Public transportation	Yes	37	3.2703	1.34678	.22141	.208	0.23**
	No	158	2.9620	1.22024	.09708		
Available information	Yes	37	4.1351	.63079	.10370	.659	0.07
	No	158	4.0823	.73982	.05886		
Safe destination	Yes	37	3.4324	1.04191	.17129	.403	0.15
	No	158	3.5886	.88245	.07020		
Wilderness Safaris	Yes	37	3.3378	.69962	.11502	.018*	0.33**
	No	158	3.0000	1.00941	.08030		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.33 clearly shows that there are statistical differences between respondents who indicated sport and activity as holiday type and those who did not. Motivational factors showing these differences included *Lifestyle* ($p = 0.027$), *International marketing* ($p = 0.005$) and *Wilderness Safaris* ($p = 0.018$). Respondents who indicated sport and activity as the chosen holiday type confirmed that *Lifestyle* (mean value 4.32), *International marketing* (mean value 3.97) and *Wilderness Safaris* (mean value 3.33) are more important motivational factors, than for those respondents indicating other options.

C.1.8.5 *t*-test comparison on festivals and events type holiday and motives

Table C.34: *t*-test comparison on festivals and events type holiday and motives

Festivals and events		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	19	4.1053	1.00801	.23125	.598	0.13
	No	176	4.2330	.75004	.05654		
Education	Yes	19	2.3947	1.21996	.27988	.206	0.31**
	No	176	2.7756	1.08598	.08186		
Variety of attractions	Yes	19	4.0526	.78854	.18090	.859	0.04
	No	176	4.0195	.40961	.03088		
Nature and wildlife	Yes	19	4.2281	.92997	.21335	.997	0.01
	No	176	4.2273	.51528	.03884		
Unique country attributes	Yes	19	4.2807	.81091	.18603	.970	0.01
	No	176	4.2879	.48647	.03667		
Country attractiveness	Yes	19	4.1711	.76853	.17631	.655	0.11
	No	176	4.0895	.47901	.03611		
Life dream	Yes	19	3.3684	1.21154	.27795	.782	0.07
	No	176	3.4489	.91820	.06921		
Spiritual experience	Yes	19	4.0000	1.00000	.22942	.083	0.40**
	No	176	3.5568	1.10952	.08363		
Visit again	Yes	19	3.1579	1.50049	.34424	.972	0.01
	No	176	3.1705	1.16836	.08807		
Exploration	Yes	19	3.5789	1.57465	.36125	.274	0.26**
	No	176	3.9943	.99998	.07538		
Lifestyle	Yes	19	4.4737	1.02026	.23406	.084	0.43**
	No	176	4.0341	.80639	.06078		
Social facilitation	Yes	19	3.6842	1.05686	.24246	.340	0.23**
	No	176	3.9318	1.00621	.07585		
Value for money destination	Yes	19	4.4211	1.01739	.23341	.795	0.06
	No	176	4.3580	.70285	.05298		
Favourable exchange rate	Yes	19	4.3158	.74927	.17189	.791	0.06
	No	176	4.2670	.77256	.05823		
Accessible destination	Yes	19	4.2105	.85498	.19615	.699	0.09
	No	176	4.1307	.73288	.05524		
Ideally located	Yes	19	4.3684	.68399	.15692	.021*	0.60***
	No	176	3.9602	.67070	.05056		
International marketing	Yes	19	4.0000	.81650	.18732	.063	0.47**
	No	176	3.6136	.82020	.06182		
Public transportation	Yes	19	3.3684	1.57093	.36040	.312	0.25**
	No	176	2.9830	1.20700	.09098		
Available information	Yes	19	4.1053	.99413	.22807	.952	0.01
	No	176	4.0909	.68680	.05177		

Safe destination	Yes	19	3.6316	1.25656	.28828	.788	0.06
	No	176	3.5511	.87355	.06585		
Wilderness Safaris	Yes	19	2.8158	.92362	.21189	.232	0.28**
	No	176	3.0909	.96912	.07305		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

From Table C.34 it is evident that there is a statistical difference between respondents who indicated festivals and events as holiday type and those who did not. The motivational factor highlighting this difference is *Ideally located* ($p = 0.021$). Respondent who indicated festivals and events as holiday type regarded *Ideally located* (mean value 4.36) more important than respondents who indicated otherwise.

C.1.8.6 t-test comparison on honeymoon type holiday and motives

Table C.35: t-test comparison on honeymoon type holiday and motives

Honeymoon		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	41	4.3049	.68810	.10746	.397	0.13
	No	154	4.1981	.79914	.06440		
Education	Yes	41	2.6707	1.06425	.16621	.651	0.08
	No	154	2.7565	1.11472	.08983		
Variety of attractions	Yes	41	4.0523	.34220	.05344	.573	0.08
	No	154	4.0148	.48402	.03900		
Nature and wildlife	Yes	41	4.1951	.59149	.09238	.693	0.07
	No	154	4.2359	.56002	.04513		
Unique country attributes	Yes	41	4.3659	.43973	.06867	.225	0.18
	No	154	4.2662	.54350	.04380		
Country attractiveness	Yes	41	4.1280	.31683	.04948	.562	0.07
	No	154	4.0893	.55327	.04458		
Life dream	Yes	41	3.2439	.69930	.10921	.069	0.25**
	No	154	3.4935	.99834	.08045		
Spiritual experience	Yes	41	3.3659	1.17805	.18398	.150	0.25**
	No	154	3.6623	1.07995	.08702		
Visit again	Yes	41	3.0244	.96145	.15015	.314	0.15
	No	154	3.2078	1.25597	.10121		
Exploration	Yes	41	3.9268	1.00971	.15769	.850	0.03
	No	154	3.9610	1.08996	.08783		
Lifestyle	Yes	41	4.0244	.82121	.12825	.648	0.08
	No	154	4.0909	.84299	.06793		
Social facilitation	Yes	41	3.3659	1.04298	.16289	.001*	0.66***
	No	154	4.0519	.95515	.07697		

Value for money destination	Yes	41	4.3902	.77065	.12036	.806	0.04
	No	154	4.3571	.72921	.05876		
Favourable exchange rate	Yes	41	4.5854	.59058	.09223	.001*	0.50***
	No	154	4.1883	.79021	.06368		
Accessible destination	Yes	41	4.0976	.80015	.12496	.709	0.06
	No	154	4.1494	.73014	.05884		
Ideally located	Yes	41	3.9512	.66900	.10448	.603	0.09
	No	154	4.0130	.68587	.05527		
International marketing	Yes	41	3.7805	.72499	.11322	.220	0.19
	No	154	3.6169	.84944	.06845		
Public transportation	Yes	41	3.1220	1.05345	.16452	.512	0.10
	No	154	2.9935	1.29603	.10444		
Available information	Yes	41	4.2195	.61287	.09571	.158	0.22**
	No	154	4.0584	.74305	.05988		
Safe destination	Yes	41	3.5122	.81000	.12650	.689	0.06
	No	154	3.5714	.94182	.07589		
Wilderness Safaris	Yes	41	3.2439	.90483	.14131	.164	0.23**
	No	154	3.0162	.97881	.07887		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.35 there are statistical differences between respondents who indicated honeymoon as holiday type and those who did not. Motivational factors showing these differences included *Social facilitation* ($p = 0.001$) and *Favourable exchange rate* ($p = 0.001$). Respondents who indicated honeymoon as holiday type regarded *Favourable exchange rate* (mean value 4.58) more important than respondents who did not indicate honeymoon as holiday type where *Social facilitation* (mean value 4.05) was indicated more important.

C.1.9 *t*-test comparison on accommodation types and motives

In the following sub-sections *t*-test comparisons were done on the accommodation types that respondents used and motives. These types of accommodation included hotel/motel/resort/lodge, backpacker/youth hostel, rented house/apartment, house of friend or relative and bed and breakfast/guesthouse.

C.1.9.1 *t*-test comparison on hotel/motel/resort/lodge and motives

All respondents (195) indicated that they either used a hotel, motel, resort or lodge during their visit to South Africa. For this reason there is no statistical difference or comparison to be done.

C.1.9.2 *t*-test comparison on Backpacker/Youth hostel and motives

As shown in Table C.36 there were no statistically significant differences as the factors were rated similarly.

Table C.36: *t*-test comparison on Backpacker/Youth hostel and motives

Backpacker / Youth hostel		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	10	4.4000	.69921	.22111	.426	0.24**
	No	185	4.2108	.78116	.05743		
Education	Yes	10	2.7000	1.27366	.40277	.923	0.03
	No	185	2.7405	1.09606	.08058		
Variety of attractions	Yes	10	3.9286	.27970	.08845	.316	0.21**
	No	185	4.0278	.46494	.03418		
Nature and wildlife	Yes	10	4.2667	.46614	.14741	.792	0.07
	No	185	4.2252	.57133	.04200		
Unique country attributes	Yes	10	4.4000	.34427	.10887	.325	0.22**
	No	185	4.2811	.53187	.03910		
Country attractiveness	Yes	10	4.1000	.56765	.17951	.989	0.01
	No	185	4.0973	.51075	.03755		
Life dream	Yes	10	3.9000	1.10050	.34801	.203	0.44**
	No	185	3.4162	.93527	.06876		
Spiritual experience	Yes	10	4.2000	1.22927	.38873	.143	0.51***
	No	185	3.5676	1.09198	.08028		
Visit again	Yes	10	3.5000	1.43372	.45338	.468	0.24**
	No	185	3.1514	1.18817	.08736		
Exploration	Yes	10	4.3000	.94868	.30000	.266	0.34**
	No	185	3.9351	1.07648	.07914		
Lifestyle	Yes	10	3.8000	.91894	.29059	.349	0.32**
	No	185	4.0919	.83222	.06119		
Social facilitation	Yes	10	3.6000	1.07497	.33993	.373	0.30**
	No	185	3.9243	1.00796	.07411		
Value for money destination	Yes	10	4.5000	.70711	.22361	.547	0.19
	No	185	4.3568	.73888	.05432		
Favourable exchange rate	Yes	10	3.7000	1.05935	.33500	.108	0.57***
	No	185	4.3027	.74107	.05448		
Accessible destination	Yes	10	4.5000	.52705	.16667	.053	0.51***
	No	185	4.1189	.74958	.05511		
Ideally located	Yes	10	3.9000	.73786	.23333	.668	0.14
	No	185	4.0054	.67965	.04997		
International marketing	Yes	10	3.2000	1.39841	.44222	.313	0.34**
	No	185	3.6757	.78207	.05750		
	Yes	10	2.6000	.84327	.26667	.144	0.35**

Public transportation	No	185	3.0432	1.26331	.09288		
Available information	Yes	10	3.8000	.78881	.24944	.255	0.39**
	No	185	4.1081	.71413	.05250		
Safe destination	Yes	10	3.8000	.78881	.24944	.348	0.28**
	No	185	3.5459	.92036	.06767		
Wilderness Safaris	Yes	10	3.4250	.69522	.21985	.128	0.39**
	No	185	3.0446	.97604	.07176		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

C.1.9.3 t-test comparison on Rental house/Apartment and motives

Table C.37: t-test comparison on Rental house/Apartment and motives

Rented house / Apartment		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	65	4.3462	.72846	.09035	.101	0.24**
	No	130	4.1577	.79493	.06972		
Education	Yes	65	2.4769	1.14370	.14186	.022*	0.34**
	No	130	2.8692	1.06122	.09307		
Variety of attractions	Yes	65	4.1055	.50651	.06283	.092	0.25**
	No	130	3.9813	.42668	.03742		
Nature and wildlife	Yes	65	4.4000	.49018	.06080	.001*	0.44**
	No	130	4.1410	.58235	.05108		
Unique country attributes	Yes	65	4.4718	.44835	.05561	.001*	0.52***
	No	130	4.1949	.53601	.04701		
Country attractiveness	Yes	65	4.2423	.51153	.06345	.006*	0.42**
	No	130	4.0250	.49888	.04376		
Life dream	Yes	65	3.4615	1.09083	.13530	.843	0.03
	No	130	3.4308	.87105	.07640		
Spiritual experience	Yes	65	3.5385	1.00120	.12418	.566	0.08
	No	130	3.6308	1.15563	.10136		
Visit again	Yes	65	3.1692	1.31778	.16345	1.000	0.01
	No	130	3.1692	1.14213	.10017		
Exploration	Yes	65	4.1846	.96651	.11988	.026*	0.31**
	No	130	3.8385	1.10533	.09694		
Lifestyle	Yes	65	4.2308	.80563	.09993	.066	0.27**
	No	130	4.0000	.84450	.07407		
Social facilitation	Yes	65	3.9846	1.03821	.12877	.460	0.11
	No	130	3.8692	.99913	.08763		
Value for money destination	Yes	65	4.5538	.66216	.08213	.008*	0.38**
	No	130	4.2692	.75522	.06624		
	Yes	65	4.3077	.86464	.10724	.666	0.06

Favourable exchange rate	No	130	4.2538	.71865	.06303		
Accessible destination	Yes	65	4.2462	.79118	.09813	.168	0.20**
	No	130	4.0846	.71566	.06277		
Ideally located	Yes	65	4.0923	.78508	.09738	.217	0.18
	No	130	3.9538	.62085	.05445		
International marketing	Yes	65	3.6154	.86046	.10673	.675	0.06
	No	130	3.6692	.81067	.07110		
Public transportation	Yes	65	2.7385	1.31431	.16302	.031*	0.32**
	No	130	3.1615	1.19303	.10464		
Available information	Yes	65	4.2462	.63813	.07915	.026*	0.31**
	No	130	4.0154	.74693	.06551		
Safe destination	Yes	65	3.6154	.94691	.11745	.551	0.09
	No	130	3.5308	.89951	.07889		
Wilderness Safaris	Yes	65	2.9115	1.09190	.13543	.146	0.21**
	No	130	3.1404	.89112	.07816		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.37 there are statistical differences between respondents who used rented houses/apartments and those who did not. Motivational factors showing these differences included *Education* ($p = 0.022$), *Unique country attributes* ($p = 0.001$), *Country attractiveness* ($p = 0.006$), *Exploration* ($p = 0.026$), *Value for money destination* ($p = 0.008$), *Public transportation* ($p = 0.031$) and *Available information* ($p = 0.026$). Respondents who indicated using the afore-mentioned accommodation type regarded *Unique country attributes* (mean value 4.47), *Country attractiveness* (mean value 4.24), *Exploration* (mean value 4.18), *Value for money destination* (mean value 4.55) and *Available information* (mean value 4.24) more important than those who indicated otherwise. Respondents who did not use the afore-mentioned accommodation type regarded *Education* (mean value 2.86) and *Public transportation* (mean value 3.16) more important.

C.1.9.4 *t*-test comparison on House of friend or relative and motives

Table C.38: *t*-test comparison on House of friend or relative and motives

House of friend or relative		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	13	4.0385	1.05003	.29123	.522	0.19
	No	182	4.2335	.75555	.05601		
Education	Yes	13	2.3077	.87888	.24376	.093	0.42**
	No	182	2.7692	1.11198	.08243		
Variety of attractions	Yes	13	3.6813	.29250	.08113	.001*	0.80***
	No	182	4.0471	.45773	.03393		

Nature and wildlife	Yes	13	4.2308	.36980	.10256	.974	0.01
	No	182	4.2271	.57762	.04282		
Unique country attributes	Yes	13	4.1538	.42197	.11703	.265	0.27**
	No	182	4.2967	.53013	.03930		
Country attractiveness	Yes	13	3.9808	.46167	.12804	.365	0.24**
	No	182	4.1058	.51578	.03823		
Life dream	Yes	13	3.7692	.83205	.23077	.167	0.37**
	No	182	3.4176	.95265	.07061		
Spiritual experience	Yes	13	3.6923	1.25064	.34687	.786	0.08
	No	182	3.5934	1.09724	.08133		
Visit again	Yes	13	3.2308	1.23517	.34257	.855	0.05
	No	182	3.1648	1.20095	.08902		
Exploration	Yes	13	3.9231	1.18754	.32936	.924	0.03
	No	182	3.9560	1.06592	.07901		
Lifestyle	Yes	13	3.9231	.86232	.23916	.516	0.19
	No	182	4.0879	.83631	.06199		
Social facilitation	Yes	13	3.8462	1.06819	.29626	.832	0.06
	No	182	3.9121	1.00988	.07486		
Value for money destination	Yes	13	4.0769	.86232	.23916	.231	0.36**
	No	182	4.3846	.72477	.05372		
Favourable exchange rate	Yes	13	3.4615	1.12660	.31246	.017*	0.77***
	No	182	4.3297	.70601	.05233		
Accessible destination	Yes	13	4.2308	.59914	.16617	.581	0.13
	No	182	4.1319	.75376	.05587		
Ideally located	Yes	13	4.1538	.89872	.24926	.528	0.18
	No	182	3.9890	.66473	.04927		
International marketing	Yes	13	3.5385	1.05003	.29123	.691	0.12
	No	182	3.6593	.81043	.06007		
Public transportation	Yes	13	3.1538	1.21423	.33677	.689	0.11
	No	182	3.0110	1.25257	.09285		
Available information	Yes	13	4.1538	.80064	.22206	.777	0.08
	No	182	4.0879	.71524	.05302		
Safe destination	Yes	13	3.9231	.95407	.26461	.176	0.41**
	No	182	3.5330	.90823	.06732		
Wilderness Safaris	Yes	13	3.3654	.56009	.15534	.076	0.33**
	No	182	3.0426	.98604	.07309		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.38 there are statistical differences between respondents who used House of friend as accommodation type and those who did not. Motivational factors showing these differences included *Variety of attractions* ($p = 0.001$) and *Favourable exchange rate* ($p = 0.017$). Respondents who did not use the afore-mentioned accommodation type regarded

Variety of attractions (mean value 4.04) and *Favourable exchange rate* (mean value 4.32) more important.

C.1.9.5 *t*-test comparison on Bed and breakfast / Guesthouse and motives

Table C.39: *t*-test comparison on Bed and breakfast / Guesthouse and motives

Bed and Breakfast / Guesthouse		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	98	4.3010	.74176	.07493	.146	0.20**
	No	97	4.1392	.80604	.08184		
Education	Yes	98	2.5714	1.16875	.11806	.033*	0.29**
	No	97	2.9072	1.00863	.10241		
Variety of attractions	Yes	98	4.0991	.48343	.04883	.019*	0.32**
	No	97	3.9455	.41774	.04242		
Nature and wildlife	Yes	98	4.3639	.53958	.05451	.001*	0.49**
	No	97	4.0893	.56008	.05687		
Unique country attributes	Yes	98	4.4252	.48050	.04854	.001*	0.52***
	No	97	4.1478	.53135	.05395		
Country attractiveness	Yes	98	4.1990	.55608	.05617	.005*	0.37**
	No	97	3.9948	.44338	.04502		
Life dream	Yes	98	3.4490	.96455	.09743	.907	0.02
	No	97	3.4330	.93438	.09487		
Spiritual experience	Yes	98	3.5918	1.11074	.11220	.918	0.01
	No	97	3.6082	1.10450	.11215		
Visit again	Yes	98	3.2143	1.29432	.13075	.599	0.07
	No	97	3.1237	1.10168	.11186		
Exploration	Yes	98	4.0204	1.01514	.10254	.385	0.12
	No	97	3.8866	1.12617	.11435		
Lifestyle	Yes	98	4.1531	.80401	.08122	.203	0.18
	No	97	4.0000	.86603	.08793		
Social facilitation	Yes	98	3.9286	1.14198	.11536	.772	0.04
	No	97	3.8866	.86454	.08778		
Value for money destination	Yes	98	4.5510	.62792	.06343	.001*	0.48**
	No	97	4.1753	.79071	.08028		
Favourable exchange rate	Yes	98	4.2959	.82748	.08359	.660	0.06
	No	97	4.2474	.70756	.07184		
Accessible destination	Yes	98	4.2653	.76726	.07750	.016*	0.33**
	No	97	4.0103	.69963	.07104		
Ideally located	Yes	98	4.1122	.74450	.07521	.020*	0.30**
	No	97	3.8866	.59295	.06020		
International marketing	Yes	98	3.5102	.92218	.09315	.016*	0.31**
	No	97	3.7938	.69129	.07019		
	Yes	98	2.7755	1.32019	.13336	.006*	0.37**

Public transportation	No	97	3.2680	1.12283	.11401		
Available information	Yes	98	4.1224	.74978	.07574	.558	0.08
	No	97	4.0619	.68942	.07000		
Safe destination	Yes	98	3.6531	.90931	.09185	.149	0.21**
	No	97	3.4639	.91358	.09276		
Wilderness Safaris	Yes	98	2.8916	1.16911	.11810	.012*	0.30**
	No	97	3.2384	.66587	.06761		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.39 there are statistical differences between respondents who used Bed and Breakfast and/or Guesthouses as accommodation type and those opting for other accommodation types. Motivational factors showing these differences included *Education* ($p = 0.033$), *Variety of attractions* ($p = 0.019$), *Nature and wildlife* ($p = 0.001$), *Unique country attributes* ($p = 0.001$), *Country attractiveness* ($p = 0.005$), *Value for money destination* ($p = 0.001$), *Accessible destination* ($p = 0.016$), *Ideally located* ($p = 0.020$) *International marketing* ($p = 0.016$), *Public transportation* ($p = 0.006$) and *Wilderness Safaris* ($p = 0.012$). Respondents who made use of the afore-mentioned accommodation type regarded *Variety of attractions* (mean value 4.09), *Nature and wildlife* (mean value 4.36), *Unique country attributes* (mean value 4.42), *Country attractiveness* (mean value 4.19), *Value for money destination* (mean value 4.55), *Accessible destination* (mean value 4.26) and *Ideally located* (mean value 4.11) more important. Respondents who did not use the afore-mentioned accommodation type regarded *Education* (mean value 2.90), *International marketing* (mean value 3.79), *Public transportation* (mean value 3.26) and *Wilderness Safaris* (mean value 3.23) more important than those who indicated otherwise.

C.1.10 t-test comparisons on type of activities and motives

T-test comparisons were done on the type of activities that respondents indicated to participate in while visiting South Africa. These activities included Outdoor/Nature, Active Outdoor/Sports, Arts/Heritage, Indigenous culture, Local tourist attractions, Social and Shopping.

C.1.10.1 t-test comparison on Outdoor/Nature and motives

The majority of respondents (194) indicated that they participated in this activity during their visit and therefore no comparison was necessary.

C.1.10.2 t-test comparison on Outdoor/Sports and motives

Table C.40: t-test comparison on Outdoor/Sports and motives

Active outdoor / sports		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	63	4.3175	.66782	.08414	.197	0.17
	No	132	4.1742	.82190	.07154		
Education	Yes	63	2.7460	1.20440	.15174	.950	0.01
	No	132	2.7348	1.05469	.09180		
Variety of attractions	Yes	63	4.0000	.43087	.05428	.623	0.07
	No	132	4.0335	.47062	.04096		
Nature and wildlife	Yes	63	4.1746	.50038	.06304	.341	0.13
	No	132	4.2525	.59418	.05172		
Unique country attributes	Yes	63	4.2381	.49161	.06194	.352	0.13
	No	132	4.3106	.53889	.04690		
Country attractiveness	Yes	63	4.1389	.43250	.05449	.399	0.11
	No	132	4.0777	.54662	.04758		
Life dream	Yes	63	3.6349	1.02078	.12861	.060	0.28**
	No	132	3.3485	.89940	.07828		
Spiritual experience	Yes	63	3.5397	1.01323	.12765	.584	0.08
	No	132	3.6288	1.14855	.09997		
Visit again	Yes	63	3.1111	1.25866	.15858	.650	0.07
	No	132	3.1970	1.17505	.10228		
Exploration	Yes	63	4.0952	1.05821	.13332	.202	0.19
	No	132	3.8864	1.07468	.09354		
Lifestyle	Yes	63	4.1429	.73741	.09291	.420	0.11
	No	132	4.0455	.88122	.07670		
Social facilitation	Yes	63	4.0476	.81178	.10227	.140	0.19
	No	132	3.8409	1.09006	.09488		
Value for money destination	Yes	63	4.4286	.64042	.08069	.367	0.12
	No	132	4.3333	.77820	.06773		
Favourable exchange rate	Yes	63	4.2857	.68223	.08595	.853	0.03
	No	132	4.2652	.80892	.07041		
Accessible destination	Yes	63	3.9683	.86076	.10845	.044*	0.29**
	No	132	4.2197	.66899	.05823		
Ideally located	Yes	63	3.9841	.65972	.08312	.820	0.03
	No	132	4.0076	.69344	.06036		
International marketing	Yes	63	3.8254	.79392	.10002	.039*	0.31**
	No	132	3.5682	.83065	.07230		
Public transportation	Yes	63	3.3175	1.25500	.15811	.023*	0.35**
	No	132	2.8788	1.22337	.10648		
Available information	Yes	63	4.1905	.61846	.07792	.158	0.19
	No	132	4.0455	.76031	.06618		

Safe destination	Yes	63	3.3175	.93023	.11720	.012*	0.38**
	No	132	3.6742	.88668	.07718		
Wilderness Safaris	Yes	63	3.1607	.75550	.09518	.281	0.14
	No	132	3.0180	1.05119	.09149		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.40 there are statistical differences between respondents who participated in outdoor and/or sport activities and those who did not. Motivational factors showing these differences included *Accessible destination* ($p = 0.044$), *International marketing* ($p = 0.039$), *Public transportation* ($p = 0.023$) and *Safe destination* ($p = 0.012$). Respondents who participated in the said activity regarded *International marketing* (mean value 3.82) and *Public transportation* (mean value 3.31) more important. Respondents who did not partake in the afore-mentioned activity regarded *Accessible destination* (mean value 4.21) and *Safe destination* (mean value 3.67) more important than those who did not partake in the activity.

C.1.10.3 t-test comparison on Arts/Heritage and motives

Table C.41: t-test comparison on Arts/Heritage and motives

Arts / Heritage		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	88	4.1875	.65352	.06967	.582	0.07
	No	107	4.2477	.86704	.08382		
Education	Yes	88	3.0398	1.10178	.11745	.001*	0.50***
	No	107	2.4907	1.04381	.10091		
Variety of attractions	Yes	88	3.9643	.38336	.04087	.097	0.21**
	No	107	4.0708	.50693	.04901		
Nature and wildlife	Yes	88	4.2008	.52411	.05587	.548	0.08
	No	107	4.2492	.59890	.05790		
Unique country attributes	Yes	88	4.2008	.52411	.05587	.037*	0.30**
	No	107	4.3583	.51538	.04982		
Country attractiveness	Yes	88	4.0597	.48541	.05175	.347	0.13
	No	107	4.1285	.53351	.05158		
Life dream	Yes	88	3.3636	.94907	.10117	.302	0.15
	No	107	3.5047	.94543	.09140		
Spiritual experience	Yes	88	3.6818	.98897	.10542	.341	0.13
	No	107	3.5327	1.19209	.11524		
Visit again	Yes	88	3.3295	1.14190	.12173	.088	0.24**
	No	107	3.0374	1.23567	.11946		
Exploration	Yes	88	4.0341	.95230	.10152	.335	0.13
	No	107	3.8879	1.16008	.11215		
Lifestyle	Yes	88	4.1023	.78842	.08405	.699	0.05

	No	107	4.0561	.87773	.08485		
Social facilitation	Yes	88	4.0568	.87570	.09335	.056	0.25**
	No	107	3.7850	1.09913	.10626		
Value for money destination	Yes	88	4.3750	.73207	.07804	.852	0.03
	No	107	4.3551	.74292	.07182		
Favourable exchange rate	Yes	88	4.1477	.79567	.08482	.042*	0.28**
	No	107	4.3738	.73361	.07092		
Accessible destination	Yes	88	4.0227	.74243	.07914	.049*	0.28**
	No	107	4.2336	.73433	.07099		
Ideally located	Yes	88	3.8864	.59561	.06349	.031*	0.28**
	No	107	4.0935	.73373	.07093		
International marketing	Yes	88	3.7386	.85089	.09070	.184	0.19
	No	107	3.5794	.80138	.07747		
Public transportation	Yes	88	3.2386	1.20339	.12828	.026*	0.32**
	No	107	2.8411	1.26005	.12181		
Available information	Yes	88	4.1477	.68715	.07325	.327	0.14
	No	107	4.0467	.74458	.07198		
Safe destination	Yes	88	3.5000	.94686	.10094	.418	0.11
	No	107	3.6075	.88762	.08581		
Wilderness Safaris	Yes	88	3.2741	.82717	.08818	.005*	0.37**
	No	107	2.8914	1.03891	.10043		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.41 there are statistical differences between respondents who participated in arts and heritage activities and those who did not. Motivational factors showing these differences included *Education* ($p = 0.001$), *Unique country attributes* ($p = 0.037$), *Favourable exchange rate* ($p = 0.042$), *Accessible destination* ($p = 0.049$), *Ideally located* ($p = 0.031$), *Public transportation* ($p = 0.026$) and *Wilderness Safaris* ($p = 0.037$). Respondents who participated in arts and/or heritage activities confirmed that *Education* (mean value 3.03), *Public transportation* (mean value 3.23) and *Wilderness Safaris* (mean value 3.27) are more important motivational factors. Respondents who did not partake in the afore-mentioned activity regarded *Unique country attributes* (mean value 4.35), *Favourable exchange rate* (mean value 4.37), *Accessible destination* (mean value 4.23) and *Ideally located* (mean value 4.09) more important.

C.1.10.4 t-test comparison on Indigenous culture and motives

Table C.42: t-test comparison on Indigenous culture and motives

Indigenous culture		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	138	4.1920	.73822	.06284	.458	0.11
	No	57	4.2895	.86575	.11467		
Education	Yes	138	3.0000	1.03761	.08833	.001*	0.86****
	No	57	2.1053	.99882	.13230		
Variety of attractions	Yes	138	3.9638	.35961	.03061	.023*	0.33**
	No	57	4.1654	.61551	.08153		
Nature and wildlife	Yes	138	4.1860	.48667	.04143	.176	0.20**
	No	57	4.3275	.71684	.09495		
Unique country attributes	Yes	138	4.2222	.46679	.03974	.017*	0.36**
	No	57	4.4444	.61828	.08189		
Country attractiveness	Yes	138	4.0272	.43531	.03706	.011*	0.38**
	No	57	4.2675	.63538	.08416		
Life dream	Yes	138	3.3768	.88954	.07572	.174	0.21**
	No	57	3.5965	1.06670	.14129		
Spiritual experience	Yes	138	3.7681	1.06222	.09042	.001*	0.52***
	No	57	3.1930	1.10903	.14689		
Visit again	Yes	138	3.1522	1.04569	.08901	.792	0.04
	No	57	3.2105	1.52054	.20140		
Exploration	Yes	138	3.9638	.97718	.08318	.858	0.03
	No	57	3.9298	1.27978	.16951		
Lifestyle	Yes	138	4.0435	.79110	.06734	.421	0.12
	No	57	4.1579	.94092	.12463		
Social facilitation	Yes	138	4.0290	.83659	.07122	.030*	0.32**
	No	57	3.6140	1.30595	.17298		
Value for money destination	Yes	138	4.3841	.63156	.05376	.619	0.07
	No	57	4.3158	.94789	.12555		
Favourable exchange rate	Yes	138	4.1667	.77914	.06632	.002*	0.46**
	No	57	4.5263	.68414	.09062		
Accessible destination	Yes	138	4.0435	.70317	.05986	.009*	0.41**
	No	57	4.3684	.79354	.10511		
Ideally located	Yes	138	3.8768	.63307	.05389	.001*	0.60***
	No	57	4.2982	.70622	.09354		
International marketing	Yes	138	3.7464	.82002	.06980	.012*	0.40**
	No	57	3.4211	.80061	.10604		
Public transportation	Yes	138	3.2464	1.11271	.09472	.001*	0.56***
	No	57	2.4737	1.39008	.18412		
Available information	Yes	138	4.1087	.64711	.05509	.663	0.06
	No	57	4.0526	.87466	.11585		

Safe destination	Yes	138	3.6014	.85896	.07312	.353	0.14
	No	57	3.4561	1.03631	.13726		
Wilderness Safaris	Yes	138	3.3514	.64530	.05493	.001*	0.80***
	No	57	2.3684	1.23188	.16317		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based in Table C.42 there are statistical differences between respondents who partook in the afore-mentioned activity and those who did not. Motivational factors showing these differences included *Education* ($p = 0.001$), *Variety of attractions* ($p = 0.023$), *Unique country attributes* ($p = 0.017$), *Country attractiveness* ($p = 0.011$), *Spiritual experience* ($p = 0.001$), *Social facilitation* ($p = 0.030$), *Favourable exchange rate* ($p = 0.002$), *Accessible destination* ($p = 0.009$), *Ideally located* ($p = 0.001$), *International marketing* ($p = 0.012$), *Public transportation* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.001$). Respondents who partook in the afore-mentioned activity regarded *Education* (mean value 3.00), *Spiritual experience* (mean value 3.76), *Social facilitation* (mean value 4.02), *International marketing* (mean value 3.74), *Public transportation* (mean value 3.24) and *Wilderness Safaris* (mean value 3.35) more important. Respondents who did not partake in the afore-mentioned activity regarded *Variety of attractions* (mean value 4.16), *Unique country attributes* (mean value 4.44), *Country attractiveness* (mean value 4.26), *Favourable exchange rate* (mean value 4.52), *Accessible destination* (mean value 4.36) and *Ideally located* (mean value 4.29) more important.

C.1.10.5 t-test comparison on Local tourist attractions and motives

Table C.43: t-test comparison on Local tourist attractions and motives

Local tourist attractions		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	181	4.2348	.78092	.05805	.337	0.25**
	No	14	4.0357	.71962	.19233		
Education	Yes	181	2.7459	1.10129	.08186	.751	0.09
	No	14	2.6429	1.15073	.30755		
Variety of attractions	Yes	181	4.0205	.45727	.03399	.819	0.06
	No	14	4.0510	.47416	.12672		
Nature and wildlife	Yes	181	4.2320	.57105	.04245	.649	0.11
	No	14	4.1667	.50213	.13420		
Unique country attributes	Yes	181	4.2873	.52443	.03898	.992	0.01
	No	14	4.2857	.53680	.14347		
Country attractiveness	Yes	181	4.0856	.51934	.03860	.160	0.32**
	No	14	4.2500	.39223	.10483		
Life dream	Yes	181	3.4530	.92751	.06894	.619	0.14
	No	14	3.2857	1.20439	.32189		

Spiritual experience	Yes	181	3.6077	1.11343	.08276	.710	0.10
	No	14	3.5000	1.01905	.27235		
Visit again	Yes	181	3.1713	1.19650	.08894	.938	0.02
	No	14	3.1429	1.29241	.34541		
Exploration	Yes	181	3.9669	1.08475	.08063	.482	0.17
	No	14	3.7857	.89258	.23855		
Lifestyle	Yes	181	4.0829	.83585	.06213	.737	0.09
	No	14	4.0000	.87706	.23440		
Social facilitation	Yes	181	3.9116	1.02898	.07648	.807	0.05
	No	14	3.8571	.77033	.20588		
Value for money destination	Yes	181	4.3923	.72705	.05404	.090	0.50***
	No	14	4.0000	.78446	.20966		
Favourable exchange rate	Yes	181	4.2431	.77926	.05792	.013*	0.51***
	No	14	4.6429	.49725	.13289		
Accessible destination	Yes	181	4.1381	.73616	.05472	.984	0.01
	No	14	4.1429	.86444	.23103		
Ideally located	Yes	181	4.0055	.67903	.05047	.708	0.11
	No	14	3.9286	.73005	.19511		
International marketing	Yes	181	3.6685	.79621	.05918	.459	0.21**
	No	14	3.4286	1.15787	.30945		
Public transportation	Yes	181	3.0276	1.23572	.09185	.806	0.07
	No	14	2.9286	1.43925	.38465		
Available information	Yes	181	4.0829	.71398	.05307	.561	0.16
	No	14	4.2143	.80178	.21429		
Safe destination	Yes	181	3.5470	.92150	.06849	.480	0.18
	No	14	3.7143	.82542	.22060		
Wilderness Safaris	Yes	181	3.0753	.95830	.07123	.611	0.14
	No	14	2.9196	1.08819	.29083		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

From Table C.43 it is evident that there is a statistical difference between respondents who partook in the afore-mentioned activity and those who did not. The motivational factor highlighting this difference is *Favourable exchange rate* ($p = 0.013$). Respondents who visited local tourist attractions regarded *Favourable exchange rate* (mean value 4.64) more important than those who indicated otherwise.

C.1.10.6 t-test comparison on Social and motives

Table C.44: t-test comparison on Social and motives

Social		N	Mean	Std. Deviation	Std. Error Mean		Effect size
Escape	Yes	176	4.2301	.77434	.05837	.620	0.12
	No	19	4.1316	.81381	.18670		
Education	Yes	176	2.7017	1.10735	.08347	.142	0.34**
	No	19	3.0789	1.01739	.23341		
Variety of attractions	Yes	176	4.0292	.45184	.03406	.592	0.13
	No	19	3.9624	.51473	.11809		
Nature and wildlife	Yes	176	4.2292	.56446	.04255	.897	0.03
	No	19	4.2105	.59015	.13539		
Unique country attributes	Yes	176	4.2860	.52942	.03991	.918	0.02
	No	19	4.2982	.48298	.11080		
Country attractiveness	Yes	176	4.0923	.51095	.03851	.688	0.10
	No	19	4.1447	.53564	.12289		
Life dream	Yes	176	3.3920	.93182	.07024	.047*	0.51***
	No	19	3.8947	.99413	.22807		
Spiritual experience	Yes	176	3.6705	1.09775	.08275	.006*	0.66***
	No	19	2.9474	.97032	.22261		
Visit again	Yes	176	3.1761	1.17968	.08892	.835	0.05
	No	19	3.1053	1.41007	.32349		
Exploration	Yes	176	3.9545	1.06271	.08010	.980	0.01
	No	19	3.9474	1.17727	.27008		
Lifestyle	Yes	176	4.0568	.83300	.06279	.336	0.24**
	No	19	4.2632	.87191	.20003		
Social facilitation	Yes	176	3.9830	.95901	.07229	.015*	0.63***
	No	19	3.2105	1.22832	.28180		
Value for money destination	Yes	176	4.3636	.73573	.05546	.979	0.01
	No	19	4.3684	.76089	.17456		
Favourable exchange rate	Yes	176	4.2500	.76718	.05783	.243	0.29**
	No	19	4.4737	.77233	.17718		
Accessible destination	Yes	176	4.1364	.72003	.05427	.925	0.02
	No	19	4.1579	.95819	.21982		
Ideally located	Yes	176	4.0227	.66723	.05029	.227	0.30**
	No	19	3.7895	.78733	.18063		
International marketing	Yes	176	3.6989	.81078	.06112	.027*	0.57***
	No	19	3.2105	.85498	.19615		
Public transportation	Yes	176	3.0795	1.25331	.09447	.031*	0.48**
	No	19	2.4737	1.07333	.24624		
Available information	Yes	176	4.0909	.71931	.05422	.936	0.02
	No	19	4.1053	.73747	.16919		

Safe destination	Yes	176	3.5625	.94207	.07101	.820	0.04
	No	19	3.5263	.61178	.14035		
Wilderness Safaris	Yes	176	3.0589	.95748	.07217	.838	0.05
	No	19	3.1118	1.06791	.24500		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.44 there are statistical differences between respondents who participated in the afore-mentioned activity and those who did not. Motivational factors showing these differences included *Life dream* ($p = 0.047$), *Spiritual experience* ($p = 0.006$), *Social facilitation* ($p = 0.015$), *International marketing* ($p = 0.027$) and *Public transportation* ($p = 0.031$). Respondents who partook in the afore-mentioned activity regarded *Spiritual experience* (mean value 3.67), *Social facilitation* (mean value 3.98), *International marketing* (mean value 3.68) and *Public transportation* (mean value 3.07) more important. Respondents who did not partake in the afore-mentioned activity regarded *Life dream* (mean value 3.89) more important.

C.1.10.7 t-test comparison on Shopping and motives

Table C.45: t-test comparison on Shopping and motives

Shopping		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	99	4.3030	.78187	.07858	.132	0.21**
	No	96	4.1354	.76598	.07818		
Education	Yes	99	2.5808	1.17305	.11790	.042*	0.27**
	No	96	2.9010	1.00425	.10250		
Variety of attractions	Yes	99	4.0981	.52177	.05244	.018*	0.29**
	No	96	3.9449	.36634	.03739		
Nature and wildlife	Yes	99	4.3906	.61729	.06204	.001*	0.54***
	No	96	4.0590	.45111	.04604		
Unique country attributes	Yes	99	4.3872	.58069	.05836	.006*	0.35**
	No	96	4.1840	.43762	.04466		
Country attractiveness	Yes	99	4.2172	.55288	.05557	.001*	0.44**
	No	96	3.9740	.43601	.04450		
Life dream	Yes	99	3.4646	1.03325	.10385	.724	0.05
	No	96	3.4167	.85430	.08719		
Spiritual experience	Yes	99	3.5354	1.03325	.10385	.409	0.11
	No	96	3.6667	1.17578	.12000		
Visit again	Yes	99	3.1818	1.35800	.13648	.882	0.02
	No	96	3.1563	1.01906	.10401		
Exploration	Yes	99	4.0606	1.04801	.10533	.158	0.20**
	No	96	3.8438	1.08897	.11114		

Lifestyle	Yes	99	4.2727	.81839	.08225	.001*	0.49**
	No	96	3.8750	.81111	.08278		
Social facilitation	Yes	99	3.9192	1.13098	.11367	.872	0.02
	No	96	3.8958	.87635	.08944		
Value for money destination	Yes	99	4.4545	.79889	.08029	.081	0.23**
	No	96	4.2708	.65661	.06702		
Favourable exchange rate	Yes	99	4.3535	.79940	.08034	.131	0.21**
	No	96	4.1875	.73000	.07450		
Accessible destination	Yes	99	4.2020	.71400	.07176	.227	0.17
	No	96	4.0729	.77112	.07870		
Ideally located	Yes	99	4.0505	.74743	.07512	.293	0.14
	No	96	3.9479	.60471	.06172		
International marketing	Yes	99	3.6364	.83854	.08428	.798	0.04
	No	96	3.6667	.81650	.08333		
Public transportation	Yes	99	2.8990	1.28964	.12961	.167	0.19
	No	96	3.1458	1.19630	.12210		
Available information	Yes	99	4.1212	.73224	.07359	.570	0.08
	No	96	4.0625	.70804	.07226		
Safe destination	Yes	99	3.5455	.96121	.09661	.834	0.03
	No	96	3.5729	.86748	.08854		
Wilderness Safaris	Yes	99	2.8258	1.11301	.11186	.001*	0.43**
	No	96	3.3099	.71220	.07269		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.45 there are statistical differences between respondents who participated in the afore-mentioned activity and those who did not. Motivational factors showing these differences included *Education* ($p = 0.042$), *Variety of attractions* ($p = 0.018$), *Nature and wildlife* ($p = 0.001$), *Unique country attributes* ($p = 0.006$), *Country attractiveness* ($p = 0.001$), *Lifestyle* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.001$). Respondents who participated in the afore-mentioned activity regarded *Variety of attractions* (mean value 4.09), *Nature and wildlife* (mean value 4.39), *Unique country attributes* (mean value 4.38), *Country attractiveness* (mean value 4.21) and *Lifestyle* (mean value 4.27) more important. Respondents who did not participate in the afore-mentioned activity regarded *Education* (mean value 2.90) and *Wilderness Safaris* (mean value 3.30) more important.

C.1.11 *t*-test comparisons on marketing vehicles for South Africa and motives

In the following sub-sections *t*-test comparisons were done on the various media vehicles through which respondents gained information on South Africa. These media vehicles included Website, Trade shows, Friends and family, Radio, Television, Magazines,

Newspapers, Travel agents, Previous visits, Facebook, Twitter, Internet blogs and Brochures and pamphlets.

C.1.11.1 t-test comparison on Website as a media vehicle for South Africa and motives

Table C.46: t-test comparison on Website as media vehicle for South Africa and motives

Website		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	155	4.2742	.71212	.05720	.116	0.27**
	No	40	4.0125	.97064	.15347		
Education	Yes	155	2.6774	1.11621	.08966	.113	0.27**
	No	40	2.9750	1.02501	.16207		
Variety of attractions	Yes	155	4.0912	.42792	.03437	.001*	0.70***
	No	40	3.7571	.47568	.07521		
Nature and wildlife	Yes	155	4.2882	.51818	.04162	.013*	0.44**
	No	40	3.9917	.67721	.10708		
Unique country attributes	Yes	155	4.3462	.48183	.03870	.008*	0.47**
	No	40	4.0583	.61735	.09761		
Country attractiveness	Yes	155	4.1387	.49028	.03938	.045*	0.35**
	No	40	3.9375	.56826	.08985		
Life dream	Yes	155	3.4839	.97604	.07840	.171	0.21**
	No	40	3.2750	.81610	.12904		
Spiritual experience	Yes	155	3.7226	1.06622	.08564	.004*	0.53***
	No	40	3.1250	1.13652	.17970		
Visit again	Yes	155	3.2194	1.22353	.09828	.225	0.20**
	No	40	2.9750	1.09749	.17353		
Exploration	Yes	155	3.9355	1.07315	.08620	.640	0.08
	No	40	4.0250	1.07387	.16979		
Lifestyle	Yes	155	4.1226	.80852	.06494	.171	0.24**
	No	40	3.9000	.92819	.14676		
Social facilitation	Yes	155	3.9226	.97724	.07849	.714	0.06
	No	40	3.8500	1.14466	.18099		
Value for money destination	Yes	155	4.4452	.62566	.05025	.023*	0.39**
	No	40	4.0500	1.01147	.15993		
Favourable exchange rate	Yes	155	4.3032	.76764	.06166	.266	0.20**
	No	40	4.1500	.76962	.12169		
Accessible destination	Yes	155	4.2000	.75076	.06030	.017*	0.40**
	No	40	3.9000	.67178	.10622		
Ideally located	Yes	155	4.0258	.68327	.05488	.297	0.18
	No	40	3.9000	.67178	.10622		
International marketing	Yes	155	3.6516	.82646	.06638	.991	0.00
	No	40	3.6500	.83359	.13180		
	Yes	155	2.9935	1.24053	.09964	.563	0.10

Public transportation	No	40	3.1250	1.28477	.20314		
Available information	Yes	155	4.1032	.66620	.05351	.729	0.06
	No	40	4.0500	.90441	.14300		
Safe destination	Yes	155	3.5677	.91182	.07324	.796	0.05
	No	40	3.5250	.93336	.14758		
Wilderness Safaris	Yes	155	3.0387	1.01716	.08170	.387	0.12
	No	40	3.1625	.73718	.11656		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.46 there are statistical differences between respondents who heard about South Africa through the Website and those who have not. Motivational factors showing these differences included *Variety of attractions* ($p = 0.001$), *Nature and wildlife* ($p = 0.013$), *Unique country attributes* ($p = 0.008$), *Country attractiveness* ($p = 0.045$) *Spiritual experience* ($p = 0.004$), *Value for money destination* ($p = 0.023$) and *Accessible destination* ($p = 0.017$). Respondents who have heard about South Africa through the afore-mentioned media vehicle regarded *Variety of attractions* (mean value 4.09), *Nature and wildlife* (mean value 4.28), *Unique country attributes* (mean value 4.34), *Country attractiveness* (mean value 4.13) *Spiritual experience* (mean value 3.72), *Value for money destination* (mean value 4.44) and *Accessible destination* (mean value 4.20) more important than those who indicated otherwise.

C.1.11.2 t-test comparison on Trade shows as a media vehicle for South Africa and motives

Table C.47: t-test comparison on Trade shows as media vehicle for South Africa and motives

Trade shows		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	62	4.2984	.63025	.08004	.292	0.14
	No	133	4.1842	.83592	.07248		
Education	Yes	62	2.9919	1.08073	.13725	.028*	0.34**
	No	133	2.6203	1.09605	.09504		
Variety of attractions	Yes	62	4.0300	.39581	.05027	.871	0.02
	No	133	4.0193	.48470	.04203		
Nature and wildlife	Yes	62	4.1505	.49654	.06306	.169	0.19
	No	133	4.2632	.59325	.05144		
Unique country attributes	Yes	62	4.1989	.50664	.06434	.104	0.24**
	No	133	4.3283	.52862	.04584		
Country attractiveness	Yes	62	4.0927	.43475	.05521	.925	0.01
	No	133	4.0996	.54611	.04735		
Life dream	Yes	62	3.2903	.93013	.11813	.128	0.23**
	No	133	3.5113	.95041	.08241		
	Yes	62	3.7419	.97401	.12370	.194	0.18

Spiritual experience	No	133	3.5338	1.15830	.10044		
Visit again	Yes	62	3.5484	1.14057	.14485	.002*	0.47**
	No	133	2.9925	1.19021	.10320		
Exploration	Yes	62	3.7581	1.19679	.15199	.104	0.24**
	No	133	4.0451	.99897	.08662		
Lifestyle	Yes	62	4.1613	.77234	.09809	.318	0.14
	No	133	4.0376	.86520	.07502		
Social facilitation	Yes	62	4.0484	.75590	.09600	.130	0.19
	No	133	3.8421	1.10674	.09597		
Value for money destination	Yes	62	4.1774	.66590	.08457	.012*	0.36**
	No	133	4.4511	.75344	.06533		
Favourable exchange rate	Yes	62	4.2258	.81822	.10391	.583	0.08
	No	133	4.2932	.74653	.06473		
Accessible destination	Yes	62	4.0968	.78322	.09947	.605	0.08
	No	133	4.1579	.72657	.06300		
Ideally located	Yes	62	3.9677	.59966	.07616	.631	0.07
	No	133	4.0150	.71758	.06222		
International marketing	Yes	62	3.6290	.87279	.11084	.804	0.04
	No	133	3.6617	.80611	.06990		
Public transportation	Yes	62	3.1774	1.22172	.15516	.227	0.18
	No	133	2.9474	1.25720	.10901		
Available information	Yes	62	4.1613	.57811	.07342	.311	0.13
	No	133	4.0602	.77615	.06730		
Safe destination	Yes	62	3.5645	1.01821	.12931	.957	0.01
	No	133	3.5564	.86527	.07503		
Wilderness Safaris	Yes	62	3.2762	.75752	.09621	.019*	0.30**
	No	133	2.9652	1.03689	.08991		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

It is evident that there are statistical differences between respondents who heard of South Africa from Trade shows and those who did not (Table C.45). Motivational factors showing these differences included *Education* ($p = 0.028$), *Visit again* ($p = 0.002$), *Value for money destination* ($p = 0.012$) and *Wilderness Safaris* ($p = 0.019$). Respondents who heard about South Africa through Trade shows regarded *Education* (mean value 2.99), *Visit again* (mean value 3.54) and *Wilderness Safaris* (mean value 3.27) more important. Respondents who did not heard about South Africa through Trade shows regarded *Value for money destination* (mean value 4.45) more important.

C.1.11.3 t-test comparison on friends and family as a media vehicle for South Africa and motives

Table C.48: t-test comparison on friends and family as media vehicle for South Africa and motives

Friends and family		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	175	4.2229	.73816	.05580	.927	0.02
	No	20	4.2000	1.08094	.24170		
Education	Yes	175	2.7771	1.10591	.08360	.138	0.34**
	No	20	2.4000	1.03364	.23113		
Variety of attractions	Yes	175	4.0335	.42904	.03243	.497	0.16
	No	20	3.9286	.66281	.14821		
Nature and wildlife	Yes	175	4.2400	.51867	.03921	.549	0.14
	No	20	4.1167	.88704	.19835		
Unique country attributes	Yes	175	4.2952	.48982	.03703	.662	0.10
	No	20	4.2167	.77441	.17316		
Country attractiveness	Yes	175	4.1114	.47692	.03605	.441	0.18
	No	20	3.9750	.76045	.17004		
Life dream	Yes	175	3.4114	.92344	.06981	.282	0.26**
	No	20	3.7000	1.12858	.25236		
Spiritual experience	Yes	175	3.6971	1.04757	.07919	.004*	0.76***
	No	20	2.7500	1.25132	.27980		
Visit again	Yes	175	3.2229	1.14045	.08621	.168	0.33**
	No	20	2.7000	1.59275	.35615		
Exploration	Yes	175	3.9371	1.04581	.07906	.593	0.13
	No	20	4.1000	1.29371	.28928		
Lifestyle	Yes	175	4.0800	.82657	.06248	.893	0.03
	No	20	4.0500	.94451	.21120		
Social facilitation	Yes	175	3.9943	.91913	.06948	.017*	0.59***
	No	20	3.1500	1.42441	.31851		
Value for money destination	Yes	175	4.3771	.69938	.05287	.593	0.12
	No	20	4.2500	1.01955	.22798		
Favourable exchange rate	Yes	175	4.2514	.76915	.05814	.280	0.26**
	No	20	4.4500	.75915	.16975		
Accessible destination	Yes	175	4.1314	.73491	.05555	.728	0.08
	No	20	4.2000	.83351	.18638		
Ideally located	Yes	175	4.0000	.67806	.05126	1.000	0.01
	No	20	4.0000	.72548	.16222		
International marketing	Yes	175	3.6857	.82251	.06218	.093	0.41**
	No	20	3.3500	.81273	.18173		
Public transportation	Yes	175	3.1143	1.22172	.09235	.004*	0.75***
	No	20	2.2000	1.19649	.26754		
	Yes	175	4.1143	.65965	.04986	.411	0.19

Available information	No	20	3.9000	1.11921	.25026		
Safe destination	Yes	175	3.6114	.88271	.06673	.052	0.48**
	No	20	3.1000	1.07115	.23952		
Wilderness Safaris	Yes	175	3.1521	.90346	.06830	.004*	0.74***
	No	20	2.2938	1.16435	.26036		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

From Table C.48 it is clear that there are statistical differences between respondents who heard about South Africa through Friends and family and those who did not. Motivational factors showing these differences included *Spiritual experience* ($p = 0.004$), *Social facilitation* ($p = 0.017$), *Public transportation* ($p = 0.004$) and *Wilderness Safaris* ($p = 0.004$). Respondents who heard about South Africa through Friends and family regarded *Spiritual experience* (mean value 3.69), *Social facilitation* (mean value 3.99), *Public transportation* (mean value 3.11) and *Wilderness Safaris* (mean value 3.15) more important than respondents who indicated otherwise.

C.1.11.4 t-test comparison on Radio as a media vehicle for South Africa and motives

As shown in Table C.49 there were not statistically significant differences and respondents rated the factors similarly.

Table C.49: t-test comparison on Radio as media vehicle for South Africa and motives

Radio		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	35	4.2143	.65626	.11093	.953	0.01
	No	160	4.2219	.80241	.06344		
Education	Yes	35	2.6143	1.02244	.17282	.439	0.14
	No	160	2.7656	1.12003	.08855		
Variety of attractions	Yes	35	3.9592	.38516	.06510	.306	0.16
	No	160	4.0366	.47156	.03728		
Nature and wildlife	Yes	35	4.1810	.59597	.10074	.610	0.09
	No	160	4.2375	.56001	.04427		
Unique country attributes	Yes	35	4.1714	.55643	.09405	.175	0.25**
	No	160	4.3125	.51489	.04071		
Country attractiveness	Yes	35	3.9571	.62275	.10526	.134	0.27**
	No	160	4.1281	.48157	.03807		
Life dream	Yes	35	3.2286	1.21476	.20533	.239	0.21**
	No	160	3.4875	.87586	.06924		
Spiritual experience	Yes	35	3.7143	.85994	.14536	.420	0.12
	No	160	3.5750	1.15225	.09109		

Visit again	Yes	35	3.2000	1.18322	.20000	.866	0.03
	No	160	3.1625	1.20735	.09545		
Exploration	Yes	35	3.8286	1.04278	.17626	.439	0.14
	No	160	3.9813	1.07850	.08526		
Lifestyle	Yes	35	4.0286	.89066	.15055	.721	0.07
	No	160	4.0875	.82712	.06539		
Social facilitation	Yes	35	3.9714	1.09774	.18555	.702	0.07
	No	160	3.8938	.99430	.07861		
Value for money destination	Yes	35	4.2571	.81684	.13807	.387	0.16
	No	160	4.3875	.71803	.05677		
Favourable exchange rate	Yes	35	4.2000	.75926	.12834	.541	0.11
	No	160	4.2875	.77206	.06104		
Accessible destination	Yes	35	4.2000	.67737	.11450	.564	0.10
	No	160	4.1250	.75860	.05997		
Ideally located	Yes	35	3.9714	.82197	.13894	.815	0.04
	No	160	4.0063	.64911	.05132		
International marketing	Yes	35	3.5143	.88688	.14991	.311	0.19
	No	160	3.6813	.81164	.06417		
Public transportation	Yes	35	3.3143	1.36708	.23108	.159	0.26**
	No	160	2.9563	1.21493	.09605		
Available information	Yes	35	4.1429	.73336	.12396	.653	0.08
	No	160	4.0813	.71789	.05675		
Safe destination	Yes	35	3.4000	.94558	.15983	.274	0.20**
	No	160	3.5938	.90628	.07165		
Wilderness Safaris	Yes	35	3.1929	.91220	.15419	.367	0.16
	No	160	3.0359	.97778	.07730		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

C.1.11.5 t-test comparison on Television as a media vehicle for South Africa and motives

Table C.50: t-test comparison on Television as a media vehicle for South Africa and motives

Television		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	128	4.3125	.75556	.06678	.024*	0.34**
	No	67	4.0448	.79168	.09672		
Education	Yes	128	2.6172	1.18966	.10515	.020*	0.30**
	No	67	2.9701	.87421	.10680		
Variety of attractions	Yes	128	4.0960	.48771	.04311	.001*	0.44**
	No	67	3.8827	.35599	.04349		
Nature and wildlife	Yes	128	4.3229	.60464	.05344	.001*	0.46**
	No	67	4.0448	.42992	.05252		
	Yes	128	4.3776	.54600	.04826	.001*	0.48**

Unique country attributes	No	67	4.1144	.43249	.05284		
Country attractiveness	Yes	128	4.1777	.52605	.04650	.001*	0.44
	No	67	3.9440	.44979	.05495		
Life dream	Yes	128	3.4844	1.00381	.08872	.350	0.13
	No	67	3.3582	.82941	.10133		
Spiritual experience	Yes	128	3.6094	1.09569	.09685	.872	0.02
	No	67	3.5821	1.13015	.13807		
Visit again	Yes	128	3.1250	1.29809	.11474	.441	0.10
	No	67	3.2537	.99000	.12095		
Exploration	Yes	128	4.0078	1.09757	.09701	.321	0.14
	No	67	3.8507	1.01882	.12447		
Lifestyle	Yes	128	4.1953	.84237	.07446	.005*	0.41**
	No	67	3.8507	.78342	.09571		
Social facilitation	Yes	128	3.9922	1.06110	.09379	.089	0.23**
	No	67	3.7463	.89347	.10915		
Value for money destination	Yes	128	4.4531	.74092	.06549	.018*	0.35**
	No	67	4.1940	.70149	.08570		
Favourable exchange rate	Yes	128	4.3672	.76200	.06735	.016*	0.36**
	No	67	4.0896	.75340	.09204		
Accessible destination	Yes	128	4.2188	.78306	.06921	.027*	0.30**
	No	67	3.9851	.63943	.07812		
Ideally located	Yes	128	4.1016	.69690	.06160	.003*	0.42
	No	67	3.8060	.60899	.07440		
International marketing	Yes	128	3.6328	.85914	.07594	.655	0.06
	No	67	3.6866	.76295	.09321		
Public transportation	Yes	128	3.0391	1.31857	.11655	.763	0.04
	No	67	2.9851	1.10772	.13533		
Available information	Yes	128	4.1641	.68479	.06053	.064	0.27**
	No	67	3.9552	.76738	.09375		
Safe destination	Yes	128	3.4922	.94741	.08374	.144	0.21**
	No	67	3.6866	.83863	.10246		
Wilderness Safaris	Yes	128	2.9707	1.04788	.09262	.040*	0.26**
	No	67	3.2425	.76186	.09308		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.50 illustrates that there are statistical differences between respondents who heard about South Africa through Television and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.024$), *Education* ($p = 0.020$), *Variety of attractions* ($p = 0.001$), *Nature and wildlife* ($p = 0.001$), *Unique country attributes* ($p = 0.001$), *Country attractiveness* ($p = 0.001$), *Lifestyle* ($p = 0.005$), *Value for money destination* ($p = 0.018$),

Favourable exchange rate ($p = 0.016$), *Accessible destination* ($p = 0.027$), *Ideally located* ($p = 0.003$) and *Wilderness Safaris* ($p = 0.040$). Respondents who heard about South Africa through Television regarded *Escape* (mean value 4.31), *Variety of attractions* (mean value 4.09), *Nature and wildlife* (mean value 4.32), *Unique country attributes* (mean value 4.37), *Country attractiveness* (mean value 4.17), *Lifestyle* (mean value 4.19), *Value for money destination* (mean value 4.45), *Favourable exchange rate* (mean value 4.36), *Accessible destination* (mean value 4.21) and *Ideally located* (mean value 4.10) more important. Respondents who did not hear about South Africa through Television regarded *Education* (mean value 2.97) and *Wilderness Safaris* (mean value 3.24) more important.

C.1.11.6 t-test comparison on Magazines as a media vehicle for South Africa and motives

Table C.51: t-test comparison on Magazines as a media vehicle for South Africa and motives

Magazines		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	117	4.3419	.72114	.06667	.009*	0.37**
	No	78	4.0385	.82481	.09339		
Education	Yes	117	2.6795	1.14180	.10556	.353	0.13
	No	78	2.8269	1.04081	.11785		
Variety of attractions	Yes	117	4.0317	.42944	.03970	.744	0.05
	No	78	4.0092	.49879	.05648		
Nature and wildlife	Yes	117	4.2621	.50063	.04628	.320	0.13
	No	78	4.1752	.65073	.07368		
Unique country attributes	Yes	117	4.3105	.48881	.04519	.462	0.10
	No	78	4.2521	.57406	.06500		
Country attractiveness	Yes	117	4.1581	.42750	.03952	.059	0.25**
	No	78	4.0064	.60968	.06903		
Life dream	Yes	117	3.5556	.93259	.08622	.039*	0.30**
	No	78	3.2692	.94900	.10745		
Spiritual experience	Yes	117	3.5812	1.11602	.10318	.771	0.04
	No	78	3.6282	1.09437	.12391		
Visit again	Yes	117	3.1368	1.25880	.11638	.636	0.06
	No	78	3.2179	1.11247	.12596		
Exploration	Yes	117	4.1624	1.01673	.09400	.001*	0.48**
	No	78	3.6410	1.08082	.12238		
Lifestyle	Yes	117	4.1026	.84471	.07809	.600	0.08
	No	78	4.0385	.82874	.09384		
Social facilitation	Yes	117	4.1026	.95939	.08870	.001*	0.48**
	No	78	3.6154	1.02223	.11574		
Value for money destination	Yes	117	4.4017	.70784	.06544	.393	0.12
	No	78	4.3077	.77807	.08810		
	Yes	117	4.2906	.78849	.07290	.673	0.06

Favourable exchange rate	No	78	4.2436	.74181	.08399		
Accessible destination	Yes	117	4.0769	.81106	.07498	.137	0.19
	No	78	4.2308	.62259	.07049		
Ideally located	Yes	117	4.0769	.63183	.05841	.061	0.26**
	No	78	3.8846	.73821	.08359		
International marketing	Yes	117	3.6923	.79287	.07330	.406	0.12
	No	78	3.5897	.87440	.09901		
Public transportation	Yes	117	3.0342	1.21720	.11253	.854	0.03
	No	78	3.0000	1.29935	.14712		
Available information	Yes	117	4.2222	.69619	.06436	.002*	0.46**
	No	78	3.8974	.71332	.08077		
Safe destination	Yes	117	3.4872	.95245	.08805	.170	0.19
	No	78	3.6667	.84771	.09598		
Wilderness Safaris	Yes	117	3.0524	.99273	.09178	.834	0.03
	No	78	3.0817	.93037	.10534		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.51 there are statistical differences between respondents who indicated that they heard about South Africa through Magazines and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.009$), *Life dream* ($p = 0.039$), *Exploration* ($p = 0.001$), *Social facilitation* ($p = 0.001$) and *Available information* ($p = 0.002$). Respondents who heard about South Africa through Magazines regarded *Escape* (mean value 4.34), *Life dream* (mean value 3.55), *Exploration* (mean value 4.16), *Social facilitation* (mean value 4.10) and *Available information* (mean value 4.22) more important than those indicating otherwise.

C.1.11.7 t-test comparison on Newspapers as a media vehicle for South Africa and motives

There were no statistically significant differences based on newspapers and respondents rated the factors similarly (Table C.52).

Table C.52: t-test comparison on Newspapers as a media vehicle for South Africa and motives

Newspapers		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	34	4.3676	.74171	.12720	.213	0.23**
	No	161	4.1894	.78251	.06167		
Education	Yes	34	2.6471	1.13838	.19523	.607	0.10
	No	161	2.7578	1.09702	.08646		
Variety of attractions	Yes	34	4.0546	.44626	.07653	.650	0.08
	No	161	4.0160	.46070	.03631		
Nature and wildlife	Yes	34	4.2255	.57279	.09823	.983	0.01
	No	161	4.2277	.56571	.04458		

Unique country attributes	Yes	34	4.2745	.61666	.10576	.893	0.02
	No	161	4.2899	.50433	.03975		
Country attractiveness	Yes	34	4.1912	.51514	.08835	.248	0.22**
	No	161	4.0776	.51100	.04027		
Life dream	Yes	34	3.6765	.94454	.16199	.116	0.30**
	No	161	3.3913	.94323	.07434		
Spiritual experience	Yes	34	3.6765	1.09325	.18749	.656	0.08
	No	161	3.5839	1.10995	.08748		
Visit again	Yes	34	2.9412	1.27781	.21914	.252	0.22**
	No	161	3.2174	1.18161	.09312		
Exploration	Yes	34	4.2353	1.01679	.17438	.085	0.32**
	No	161	3.8944	1.07589	.08479		
Lifestyle	Yes	34	4.1176	.94595	.16223	.779	0.05
	No	161	4.0683	.81489	.06422		
Social facilitation	Yes	34	3.9706	1.08670	.18637	.708	0.07
	No	161	3.8944	.99751	.07861		
Value for money destination	Yes	34	4.2353	.78079	.13390	.290	0.20**
	No	161	4.3913	.72607	.05722		
Favourable exchange rate	Yes	34	4.1765	.99911	.17135	.526	0.12
	No	161	4.2919	.71274	.05617		
Accessible destination	Yes	34	4.1765	.67288	.11540	.725	0.06
	No	161	4.1304	.75936	.05985		
Ideally located	Yes	34	4.1471	.70205	.12040	.182	0.25**
	No	161	3.9689	.67474	.05318		
International marketing	Yes	34	3.8529	.89213	.15300	.147	0.27**
	No	161	3.6087	.80757	.06365		
Public transportation	Yes	34	3.1765	1.29030	.22129	.439	0.15
	No	161	2.9876	1.23990	.09772		
Available information	Yes	34	4.2353	.74096	.12707	.219	0.23**
	No	161	4.0621	.71317	.05621		
Safe destination	Yes	34	3.7647	.85489	.14661	.134	0.27**
	No	161	3.5155	.92267	.07272		
Wilderness Safaris	Yes	34	3.1434	.96193	.16497	.600	0.10
	No	161	3.0474	.96895	.07636		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

C.1.11.8 t-test comparison on Travel agents as a media vehicle for South Africa and motives

Table C.53: t-test comparison on Travel agents as a media vehicle for South Africa and motives

Travel agents		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	167	4.1976	.70914	.05488	.465	0.14
	No	28	4.3571	1.10434	.20870		
Education	Yes	167	2.8922	1.01957	.07890	.001*	0.93****
	No	28	1.8214	1.14838	.21702		
Variety of attractions	Yes	167	3.9692	.37012	.02864	.013*	0.51***
	No	28	4.3418	.73292	.13851		
Nature and wildlife	Yes	167	4.1756	.48237	.03733	.040*	0.42**
	No	28	4.5357	.86704	.16386		
Unique country attributes	Yes	167	4.2335	.46499	.03598	.012*	0.52***
	No	28	4.6071	.72039	.13614		
Country attractiveness	Yes	167	4.0374	.42832	.03314	.009*	0.54***
	No	28	4.4554	.77595	.14664		
Life dream	Yes	167	3.4192	.86658	.06706	.567	0.11
	No	28	3.5714	1.34519	.25422		
Spiritual experience	Yes	167	3.6886	1.09161	.08447	.007*	0.57***
	No	28	3.0714	1.05158	.19873		
Visit again	Yes	167	3.1557	1.05839	.08190	.795	0.05
	No	28	3.2500	1.85841	.35121		
Exploration	Yes	167	3.9162	1.06654	.08253	.245	0.24**
	No	28	4.1786	1.09048	.20608		
Lifestyle	Yes	167	4.0240	.79873	.06181	.071	0.37**
	No	28	4.3929	.99403	.18785		
Social facilitation	Yes	167	3.8982	.93548	.07239	.811	0.05
	No	28	3.9643	1.40059	.26469		
Value for money destination	Yes	167	4.3533	.64076	.04958	.742	0.06
	No	28	4.4286	1.16837	.22080		
Favourable exchange rate	Yes	167	4.2335	.74402	.05757	.140	0.30**
	No	28	4.5000	.88192	.16667		
Accessible destination	Yes	167	4.0599	.72561	.05615	.001*	0.75***
	No	28	4.6071	.68526	.12950		
Ideally located	Yes	167	3.9102	.63839	.04940	.001*	0.90****
	No	28	4.5357	.69293	.13095		
International marketing	Yes	167	3.7904	.78258	.06056	.001*	1.24****
	No	28	2.8214	.54796	.10356		
Public transportation	Yes	167	3.2335	1.14569	.08866	.001*	1.29****
	No	28	1.7500	1.07583	.20331		
Available information	Yes	167	4.1317	.67262	.05205	.145	0.29**
	No	28	3.8571	.93152	.17604		

Safe destination	Yes	167	3.5389	.89677	.06939	.500	0.14
	No	28	3.6786	1.02030	.19282		
Wilderness Safaris	Yes	167	3.2575	.72300	.05595	.001*	0.98****
	No	28	1.9107	1.37094	.25908		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.53 shows that there are statistical differences between respondents who heard about South Africa through Travel agents and those who have not. Motivational factors showing these differences included *Education* ($p = 0.001$), *Variety of attractions* ($p = 0.013$), *Nature and wildlife* ($p = 0.040$) *Unique country attributes* ($p = 0.012$), *Country attractiveness* ($p = 0.009$), *Spiritual experience* ($p = 0.007$), *Accessible destination* ($p = 0.001$), *Ideally located* ($p = 0.001$), *International marketing* ($p = 0.001$), *Public transportation* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.001$). Respondents who heard about South Africa through Travel agents regarded *Education* (mean value 2.89), *Spiritual experience* (mean value 3.68), *International marketing* (mean value 3.79), *Public transportation* (mean value 3.23) and *Wilderness Safaris* (mean value 3.25) more important. Respondents who did not hear about South Africa through Travel agents regarded *Variety of attractions* (mean value 4.34), *Nature and wildlife* (mean value 4.53) *Unique country attributes* (mean value 4.60), *Country attractiveness* (mean value 4.45), *Accessible destination* (mean value 4.60) and *Ideally located* (mean value 4.53) more important.

C.1.11.9 t-test comparison on previous visits as a media vehicle for South Africa and motives

Table C.54: t-test comparison on Previous visits as a media vehicle for South Africa and motives

Previous visits		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	68	4.2426	.80804	.09799	.776	0.04
	No	127	4.2087	.76231	.06764		
Education	Yes	68	3.0147	1.23376	.14962	.016*	0.34**
	No	127	2.5906	.99884	.08863		
Variety of attractions	Yes	68	4.0420	.46180	.05600	.669	0.06
	No	127	4.0124	.45640	.04050		
Nature and wildlife	Yes	68	4.1765	.54778	.06643	.353	0.14
	No	127	4.2546	.57499	.05102		
Unique country attributes	Yes	68	4.2696	.55616	.06744	.740	0.05
	No	127	4.2966	.50784	.04506		
Country attractiveness	Yes	68	4.1360	.46407	.05628	.423	0.11
	No	127	4.0768	.53685	.04764		
Life dream	Yes	68	3.2500	.81726	.09911	.029*	0.29**
	No	127	3.5433	.99806	.08856		

Spiritual experience	Yes	68	3.6176	1.13334	.13744	.872	0.02
	No	127	3.5906	1.09366	.09705		
Visit again	Yes	68	4.1029	.84887	.10294	.001*	1.36****
	No	127	2.6693	1.05451	.09357		
Exploration	Yes	68	3.3382	1.17956	.14304	.001*	0.80***
	No	127	4.2835	.84419	.07491		
Lifestyle	Yes	68	4.0588	.87898	.10659	.830	0.03
	No	127	4.0866	.81673	.07247		
Social facilitation	Yes	68	3.9853	.98485	.11943	.429	0.12
	No	127	3.8661	1.02634	.09107		
Value for money destination	Yes	68	4.2941	.75427	.09147	.339	0.14
	No	127	4.4016	.72659	.06447		
Favourable exchange rate	Yes	68	4.1765	.89678	.10875	.243	0.16
	No	127	4.3228	.68871	.06111		
Accessible destination	Yes	68	4.1618	.78437	.09512	.756	0.05
	No	127	4.1260	.72366	.06421		
Ideally located	Yes	68	4.0000	.69109	.08381	1.000	0.01
	No	127	4.0000	.67847	.06020		
International marketing	Yes	68	3.4412	.78002	.09459	.008*	0.39**
	No	127	3.7638	.83054	.07370		
Public transportation	Yes	68	2.9559	1.20241	.14581	.592	0.08
	No	127	3.0551	1.27433	.11308		
Available information	Yes	68	4.0441	.70040	.08494	.490	0.10
	No	127	4.1181	.73045	.06482		
Safe destination	Yes	68	3.5294	.93793	.11374	.745	0.05
	No	127	3.5748	.90431	.08024		
Wilderness Safaris	Yes	68	3.2408	.98527	.11948	.065	0.28**
	No	127	2.9695	.94579	.08393		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.54 there are statistical differences between respondents who heard about South Africa through Previous visits and those who have not. Motivational factors showing these differences included *Education* ($p = 0.016$), *Life dream* ($p = 0.029$), *Visit again* ($p = 0.001$), *Exploration* ($p = 0.001$) and *International marketing* ($p = 0.008$). Respondents who heard about South Africa through Previous visits regarded *Education* (mean value 3.01) and *Visit again* (mean value 4.10) more important. Respondents who did not hear about South Africa through Previous visits regarded *Life dream* (mean value 3.54), *Exploration* (mean value 4.28) and *International marketing* (mean value 3.76) more important.

C.1.11.10 t-test comparison on Facebook as a media vehicle for South Africa and motives

Table C.55: t-test comparison on Facebook as a media vehicle for South Africa and motives

Facebook		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	88	4.3636	.72606	.07740	.018*	0.33**
	No	107	4.1028	.80017	.07736		
Education	Yes	88	2.4489	1.08289	.11544	.001*	0.49**
	No	107	2.9766	1.06484	.10294		
Variety of attractions	Yes	88	4.1769	.46253	.04931	.001*	0.61***
	No	107	3.8959	.41375	.04000		
Nature and wildlife	Yes	88	4.3447	.55005	.05864	.008*	0.38**
	No	107	4.1308	.56219	.05435		
Unique country attributes	Yes	88	4.3864	.52006	.05544	.016*	0.35**
	No	107	4.2056	.51527	.04981		
Country attractiveness	Yes	88	4.2386	.49409	.05267	.001*	0.52***
	No	107	3.9813	.49965	.04830		
Life dream	Yes	88	3.5455	.98154	.10463	.166	0.19
	No	107	3.3551	.91376	.08834		
Spiritual experience	Yes	88	3.7273	1.00261	.10688	.139	0.20**
	No	107	3.4953	1.17661	.11375		
Visit again	Yes	88	3.1250	1.30263	.13886	.647	0.06
	No	107	3.2056	1.11371	.10767		
Exploration	Yes	88	4.0455	1.00469	.10710	.275	0.15
	No	107	3.8785	1.12191	.10846		
Lifestyle	Yes	88	4.2273	.79838	.08511	.022*	0.32**
	No	107	3.9533	.85101	.08227		
Social facilitation	Yes	88	4.0568	.98679	.10519	.061	0.27**
	No	107	3.7850	1.01895	.09851		
Value for money destination	Yes	88	4.5795	.56164	.05987	.001*	0.48**
	No	107	4.1869	.81415	.07871		
Favourable exchange rate	Yes	88	4.3295	.73846	.07872	.339	0.13
	No	107	4.2243	.79276	.07664		
Accessible destination	Yes	88	4.2273	.78385	.08356	.135	0.21**
	No	107	4.0654	.70405	.06806		
Ideally located	Yes	88	4.1023	.72777	.07758	.061	0.26**
	No	107	3.9159	.63128	.06103		
International marketing	Yes	88	3.7386	.80935	.08628	.180	0.19
	No	107	3.5794	.83595	.08081		
Public transportation	Yes	88	3.0114	1.36873	.14591	.928	0.01
	No	107	3.0280	1.14478	.11067		
Available information	Yes	88	4.1364	.68114	.07261	.435	0.11
	No	107	4.0561	.75024	.07253		

Safe destination	Yes	88	3.6477	.94735	.10099	.223	0.17
	No	107	3.4860	.88344	.08541		
Wilderness Safaris	Yes	88	2.9503	1.09310	.11653	.146	0.19
	No	107	3.1577	.84104	.08131		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.55 there are statistical differences between respondents who heard about South Africa through Facebook and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.018$), *Education* ($p = 0.001$), *Variety of attractions* ($p = 0.001$), *Nature and wildlife* ($p = 0.008$), *Unique country attributes* ($p = 0.016$), *Country attractiveness* ($p = 0.001$), *Lifestyle* ($p = 0.022$) and *Value for money destination* ($p = 0.001$). Respondents who heard about South Africa through Facebook regarded *Escape* (mean value 4.36), *Variety of attractions* (mean value 4.17), *Nature and wildlife* (mean value 4.34), *Unique country attributes* (mean value 4.38), *Country attractiveness* (mean value 4.23), *Lifestyle* (mean value 4.22) and *Value for money destination* (mean value 4.57) more important. Respondents who did not hear about South Africa through Facebook regarded *Education* (mean value 2.97) more important.

C.1.11.11 t-test comparison on Twitter as a media vehicle for South Africa and motives

Table C.56: t-test comparison on Twitter as a media vehicle for South Africa and motives

Twitter		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	26	4.4423	.68304	.13395	.090	0.33**
	No	169	4.1864	.78634	.06049		
Education	Yes	26	1.8462	1.01754	.19956	.001*	0.98****
	No	169	2.8757	1.05190	.08092		
Variety of attractions	Yes	26	4.3901	.51517	.10103	.001*	0.82****
	No	169	3.9662	.42179	.03245		
Nature and wildlife	Yes	26	4.6410	.39914	.07828	.001*	0.85****
	No	169	4.1637	.56122	.04317		
Unique country attributes	Yes	26	4.5385	.53397	.10472	.014*	0.54***
	No	169	4.2485	.51310	.03947		
Country attractiveness	Yes	26	4.5000	.46904	.09199	.001*	0.95****
	No	169	4.0355	.49121	.03779		
Life dream	Yes	26	3.6154	1.02282	.20059	.352	0.20**
	No	169	3.4142	.93543	.07196		
Spiritual experience	Yes	26	3.6923	1.15825	.22715	.663	0.09
	No	169	3.5858	1.09926	.08456		
Visit again	Yes	26	3.0769	1.59808	.31341	.746	0.07

	No	169	3.1834	1.13209	.08708		
Exploration	Yes	26	4.1538	.92487	.18138	.256	0.21**
	No	169	3.9231	1.09109	.08393		
Lifestyle	Yes	26	4.3846	.94136	.18462	.078	0.38**
	No	169	4.0296	.81230	.06248		
Social facilitation	Yes	26	4.0385	1.14824	.22519	.530	0.13
	No	169	3.8876	.99062	.07620		
Value for money destination	Yes	26	4.6923	.47068	.09231	.001*	0.50***
	No	169	4.3136	.75742	.05826		
Favourable exchange rate	Yes	26	4.6923	.54913	.10769	.001*	0.62***
	No	169	4.2071	.77824	.05986		
Accessible destination	Yes	26	4.4615	.81146	.15914	.034*	0.46**
	No	169	4.0888	.72238	.05557		
Ideally located	Yes	26	4.4231	.75753	.14856	.004*	0.64***
	No	169	3.9349	.64681	.04975		
International marketing	Yes	26	3.6154	.69725	.13674	.786	0.05
	No	169	3.6568	.84549	.06504		
Public transportation	Yes	26	2.7692	1.60767	.31529	.384	0.18
	No	169	3.0592	1.18374	.09106		
Available information	Yes	26	4.1923	.69393	.13609	.438	0.16
	No	169	4.0769	.72375	.05567		
Safe destination	Yes	26	3.6154	1.06120	.20812	.768	0.06
	No	169	3.5503	.89250	.06865		
Wilderness Safaris	Yes	26	2.5337	1.32644	.26014	.030*	0.46**
	No	169	3.1457	.87486	.06730		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.56 illustrates that there are statistical differences between respondents who heard about South Africa through Twitter and those who have not heard about the country through this medium. Motivational factors showing these differences included *Education* ($p = 0.001$), *Variety of attractions* ($p = 0.001$), *Nature and wildlife* ($p = 0.001$), *Unique country attributes* ($p = 0.014$), *Country attractiveness* ($p = 0.001$), *Value for money destination* ($p = 0.001$), *Favourable exchange rate* ($p = 0.001$), *Accessible destination* ($p = 0.034$), *Ideally located* ($p = 0.004$) and *Wilderness Safaris* ($p = 0.030$). Respondents who heard about South Africa through Twitter regarded *Variety of attractions* (mean value 4.39), *Nature and wildlife* (mean value 4.64), *Unique country attributes* (mean value 4.53), *Country attractiveness* (mean value 4.50), *Value for money destination* (mean value 4.69), *Accessible destination* (mean value 4.46) and *Ideally located* (mean value 4.42) as more important motivational factors. Respondents that have not heard about South Africa through Twitter regarded *Education* (mean value 2.87) and *Wilderness Safaris* (mean value 3.14) more important.

C.1.11.12 t-test comparison on Internet blogs as a media vehicle for South Africa and motives

Table C.57: t-test comparison on Internet blogs as a media vehicle for South Africa and motives

Internet blogs		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	43	4.2674	.67567	.10304	.623	0.07
	No	152	4.2072	.80447	.06525		
Education	Yes	43	2.7326	1.08204	.16501	.968	0.01
	No	152	2.7401	1.11131	.09014		
Variety of attractions	Yes	43	4.0731	.37587	.05732	.353	0.14
	No	152	4.0085	.47799	.03877		
Nature and wildlife	Yes	43	4.2946	.44371	.06766	.302	0.14
	No	152	4.2083	.59531	.04829		
Unique country attributes	Yes	43	4.3256	.42717	.06514	.534	0.09
	No	152	4.2763	.54897	.04453		
Country attractiveness	Yes	43	4.1919	.40029	.06104	.110	0.23**
	No	152	4.0707	.53782	.04362		
Life dream	Yes	43	3.3256	1.10671	.16877	.424	0.13
	No	152	3.4737	.89847	.07288		
Spiritual experience	Yes	43	3.6047	1.04971	.16008	.974	0.01
	No	152	3.5987	1.12326	.09111		
Visit again	Yes	43	2.8140	1.07473	.16389	.020*	0.37**
	No	152	3.2697	1.21781	.09878		
Exploration	Yes	43	4.0930	1.04229	.15895	.329	0.17
	No	152	3.9145	1.07927	.08754		
Lifestyle	Yes	43	4.1395	.70984	.10825	.536	0.09
	No	152	4.0592	.87067	.07062		
Social facilitation	Yes	43	3.9535	.81514	.12431	.699	0.06
	No	152	3.8947	1.06204	.08614		
Value for money destination	Yes	43	4.4884	.55085	.08400	.133	0.20**
	No	152	4.3289	.77866	.06316		
Favourable exchange rate	Yes	43	4.3256	.64442	.09827	.560	0.09
	No	152	4.2566	.80146	.06501		
Accessible destination	Yes	43	3.9302	.73664	.11234	.040*	0.36**
	No	152	4.1974	.73727	.05980		
Ideally located	Yes	43	3.9302	.66888	.10200	.444	0.13
	No	152	4.0197	.68542	.05560		
International marketing	Yes	43	4.0000	.84515	.12888	.003*	0.53***
	No	152	3.5526	.79560	.06453		
Public transportation	Yes	43	3.2326	1.32444	.20198	.231	0.21**
	No	152	2.9605	1.22275	.09918		
Available information	Yes	43	4.1395	.63925	.09748	.598	0.08
	No	152	4.0789	.74163	.06015		

Safe destination	Yes	43	3.1628	1.11120	.16946	.007*	0.46**
	No	152	3.6711	.82008	.06652		
Wilderness Safaris	Yes	43	2.8692	.86385	.13174	.109	0.25**
	No	152	3.1192	.98859	.08019		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.57 there are statistical differences between respondents who heard about South Africa through Internet blogs and those who heard about South Africa by other means. Motivational factors showing these differences included *Visit again* ($p = 0.020$), *Accessible destination* ($p = 0.040$), *International marketing* ($p = 0.003$) and *Safe destination* ($p = 0.007$). Respondents who heard about South Africa through Internet blogs regarded *International marketing* (mean value 4.00) more important. Respondents who did not hear about South Africa through Internet blogs regarded *Visit again* (mean value 3.26), *Accessible destination* (mean value 4.19) and *Safe destination* (mean value 3.67) more important.

C.1.11.13 t-test comparison on Brochures and pamphlets as a media vehicle for South Africa and motives

Table C.58: t-test comparison on Brochures and pamphlets as a media vehicle for South Africa and motives

Brochures and pamphlets		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	83	4.2651	.74628	.08191	.487	0.10
	No	112	4.1875	.80013	.07560		
Education	Yes	83	2.7892	1.06817	.11725	.578	0.08
	No	112	2.7009	1.12998	.10677		
Variety of attractions	Yes	83	4.0499	.40617	.04458	.463	0.10
	No	112	4.0026	.49263	.04655		
Nature and wildlife	Yes	83	4.2932	.50579	.05552	.152	0.19
	No	112	4.1786	.60351	.05703		
Unique country attributes	Yes	83	4.3855	.43080	.04729	.018*	0.30**
	No	112	4.2143	.57449	.05428		
Country attractiveness	Yes	83	4.1747	.42003	.04610	.058	0.24**
	No	112	4.0402	.56608	.05349		
Life dream	Yes	83	3.5542	.91402	.10033	.148	0.20**
	No	112	3.3571	.96662	.09134		
Spiritual experience	Yes	83	3.4699	1.16176	.12752	.164	0.20**
	No	112	3.6964	1.05557	.09974		
Visit again	Yes	83	3.1084	1.19972	.13169	.544	0.09
	No	112	3.2143	1.20381	.11375		
Exploration	Yes	83	4.1205	1.01690	.11162	.058	0.26**
	No	112	3.8304	1.09781	.10373		

Lifestyle	Yes	83	4.0723	.79300	.08704	.946	0.01
	No	112	4.0804	.87135	.08233		
Social facilitation	Yes	83	4.1325	.90757	.09962	.006*	0.37**
	No	112	3.7411	1.05477	.09967		
Value for money destination	Yes	83	4.5301	.57035	.06260	.004*	0.35**
	No	112	4.2411	.81920	.07741		
Favourable exchange rate	Yes	83	4.2771	.78575	.08625	.934	0.01
	No	112	4.2679	.75911	.07173		
Accessible destination	Yes	83	4.0241	.81114	.08903	.072	0.25**
	No	112	4.2232	.68062	.06431		
Ideally located	Yes	83	3.9880	.67162	.07372	.832	0.03
	No	112	4.0089	.69094	.06529		
International marketing	Yes	83	3.7590	.86377	.09481	.122	0.22**
	No	112	3.5714	.79087	.07473		
Public transportation	Yes	83	3.0723	1.19739	.13143	.615	0.07
	No	112	2.9821	1.28738	.12165		
Available information	Yes	83	4.1928	.61402	.06740	.082	0.22**
	No	112	4.0179	.78249	.07394		
Safe destination	Yes	83	3.4458	.90058	.09885	.136	0.21**
	No	112	3.6429	.91884	.08682		
Wilderness Safaris	Yes	83	3.0843	.89993	.09878	.798	0.03
	No	112	3.0491	1.01583	.09599		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.58 depicts that there are statistical differences between respondents who heard about South Africa through Brochures and pamphlets and those who did not. Motivational factors showing these differences included *Unique country attributes* ($p = 0.018$), *Social facilitation* ($p = 0.006$) and *Value for money destination* ($p = 0.004$). Respondents who heard about South Africa through Brochures and pamphlets regarded *Unique country attributes* (mean value 4.38), *Social facilitation* (mean value 4.13) and *Value for money destination* (mean value 4.53) more important than respondents who indicated otherwise.

C.1.12 t-test comparisons on choice of Latin travel agency/tour operator and motives

T-test comparisons were done in the following sub-sections on reasons of why the respondents chose their respective Latin America travel agency or tour operator. The options included Internet advertisement, Trade show meeting, Recommendations by family and friends, Internet search, Agency arranged previous trip, High level of service received, Service provided in home language and Virtuoso member.

C.1.12.1 t-test comparison on Internet advertisement and motives

Table C.59: t-test comparison on Internet advertisement and motives

Internet advertisement		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	92	4.1793	.80718	.08415	.487	0.10
	No	103	4.2573	.75037	.07394		
Education	Yes	92	2.7011	.96094	.10018	.651	0.06
	No	103	2.7718	1.21828	.12004		
Variety of attractions	Yes	92	3.9705	.46906	.04890	.133	0.21**
	No	103	4.0693	.44365	.04371		
Nature and wildlife	Yes	92	4.1848	.58128	.06060	.323	0.14
	No	103	4.2654	.55101	.05429		
Unique country attributes	Yes	92	4.2609	.51075	.05325	.508	0.09
	No	103	4.3107	.53680	.05289		
Country attractiveness	Yes	92	3.9973	.52870	.05512	.010*	0.36**
	No	103	4.1869	.48218	.04751		
Life dream	Yes	92	3.4457	.96492	.10060	.949	0.01
	No	103	3.4369	.93588	.09222		
Spiritual experience	Yes	92	3.5217	1.18115	.12314	.355	0.13
	No	103	3.6699	1.03268	.10175		
Visit again	Yes	92	3.1739	1.06502	.11104	.959	0.01
	No	103	3.1650	1.31430	.12950		
Exploration	Yes	92	3.7826	1.15622	.12054	.036*	0.28**
	No	103	4.1068	.96926	.09550		
Lifestyle	Yes	92	3.9239	.92859	.09681	.017*	0.31**
	No	103	4.2136	.72288	.07123		
Social facilitation	Yes	92	3.7283	.98453	.10264	.019*	0.34**
	No	103	4.0680	1.01230	.09974		
Value for money destination	Yes	92	4.4022	.72718	.07581	.496	0.10
	No	103	4.3301	.74608	.07351		
Favourable exchange rate	Yes	92	4.2826	.70049	.07303	.852	0.02
	No	103	4.2621	.82796	.08158		
Accessible destination	Yes	92	4.1304	.77342	.08064	.888	0.02
	No	103	4.1456	.71958	.07090		
Ideally located	Yes	92	3.9022	.69630	.07259	.059	0.27**
	No	103	4.0874	.65838	.06487		
International marketing	Yes	92	3.6630	.75995	.07923	.850	0.03
	No	103	3.6408	.88400	.08710		
Public transportation	Yes	92	3.0652	1.25623	.13097	.638	0.07
	No	103	2.9806	1.24444	.12262		
Available information	Yes	92	4.0978	.75680	.07890	.920	0.01
	No	103	4.0874	.68752	.06774		

Safe destination	Yes	92	3.5543	.85632	.08928	.947	0.01
	No	103	3.5631	.96680	.09526		
Wilderness Safaris	Yes	92	3.0978	.81681	.08516	.641	0.06
	No	103	3.0340	1.08510	.10692		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.59 there are statistical differences between respondents who indicated Internet advertisement as reason for their choice in travel agent/operator and those who did not. Motivational factors showing these differences included *Country attractiveness* ($p = 0.010$), *Exploration* ($p = 0.036$), *Lifestyle* ($p = 0.017$) and *Social facilitation* ($p = 0.019$). Respondents who did not indicate Internet advertisement as reason for their choice regarded *Country attractiveness* (mean value 4.18), *Exploration* (mean value 4.10), *Lifestyle* (mean value 4.21) and *Social facilitation* (mean value 4.06) more important than those who indicated otherwise.

C.1.12.2 t-test comparison on trade show meeting and motives

Table C.60: t-test comparison on Trade show meeting and motives

Trade show meeting		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	71	4.1972	.73911	.08772	.747	0.05
	No	124	4.2339	.79999	.07184		
Education	Yes	71	3.0423	1.07154	.12717	.003*	0.44
	No	124	2.5645	1.08569	.09750		
Variety of attractions	Yes	71	3.9738	.40356	.04789	.237	0.16
	No	124	4.0507	.48478	.04353		
Nature and wildlife	Yes	71	4.1549	.50342	.05974	.158	0.19
	No	124	4.2688	.59610	.05353		
Unique country attributes	Yes	71	4.2629	.47781	.05671	.612	0.07
	No	124	4.3011	.54998	.04939		
Country attractiveness	Yes	71	4.0669	.42878	.05089	.501	0.09
	No	124	4.1149	.55528	.04987		
Life dream	Yes	71	3.3099	.88788	.10537	.134	0.21**
	No	124	3.5161	.97517	.08757		
Spiritual experience	Yes	71	3.6197	1.11312	.13210	.851	0.03
	No	124	3.5887	1.10440	.09918		
Visit again	Yes	71	3.3239	1.05254	.12491	.153	0.19
	No	124	3.0806	1.27258	.11428		
Exploration	Yes	71	4.0704	1.03267	.12255	.244	0.17
	No	124	3.8871	1.09106	.09798		
Lifestyle	Yes	71	3.9859	.83654	.09928	.252	0.17

	No	124	4.1290	.83586	.07506		
Social facilitation	Yes	71	4.0000	.81064	.09621	.296	0.13
	No	124	3.8548	1.10941	.09963		
Value for money destination	Yes	71	4.3944	.68617	.08143	.656	0.06
	No	124	4.3468	.76556	.06875		
Favourable exchange rate	Yes	71	4.2254	.70096	.08319	.509	0.09
	No	124	4.2984	.80627	.07241		
Accessible destination	Yes	71	4.0704	.70354	.08349	.324	0.14
	No	124	4.1774	.76561	.06875		
Ideally located	Yes	71	3.9014	.65803	.07809	.122	0.22**
	No	124	4.0565	.69026	.06199		
International marketing	Yes	71	3.7465	.85721	.10173	.232	0.17
	No	124	3.5968	.80566	.07235		
Public transportation	Yes	71	3.2958	1.19993	.14241	.018*	0.35**
	No	124	2.8629	1.25157	.11239		
Available information	Yes	71	4.1972	.64630	.07670	.109	0.22**
	No	124	4.0323	.75370	.06768		
Safe destination	Yes	71	3.6338	.83220	.09876	.370	0.12
	No	124	3.5161	.95835	.08606		
Wilderness Safaris	Yes	71	3.4894	.45353	.05382	.001*	0.61***
	No	124	2.8206	1.09103	.09798		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.60 there are statistical differences between respondents who indicated Trade show meeting as their reason for choice in travel agency/operator. Motivational factors showing these differences included *Education* ($p = 0.003$), *Public transportation* ($p = 0.018$) and *Wilderness Safaris* ($p = 0.001$). Respondents who indicated Trade show meeting as reason for choice in travel agency/operator regarded *Education* (mean value 3.04), *Public transportation* (mean value 3.29) and *Wilderness Safaris* (mean value 3.48) more important than respondents who indicated otherwise.

C.1.12.3 t-test comparison on Recommendations by family and friends and motives

Table C.61: t-test comparison on Recommendations by family and friends and motives

Recommendations by family and friend		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	132	4.2311	.71890	.06257	.800	0.04
	No	63	4.1984	.89145	.11231		
Education	Yes	132	2.8636	1.10531	.09621	.020*	0.35**
	No	63	2.4762	1.05658	.13312		
	Yes	132	4.0281	.39762	.03461	.833	0.03

Variety of attractions	No	63	4.0113	.56581	.07129		
Nature and wildlife	Yes	132	4.1944	.50618	.04406	.289	0.15
	No	63	4.2963	.67232	.08470		
Unique country attributes	Yes	132	4.3005	.48007	.04178	.638	0.07
	No	63	4.2593	.60891	.07672		
Country attractiveness	Yes	132	4.0682	.46550	.04052	.292	0.15
	No	63	4.1587	.59788	.07533		
Life dream	Yes	132	3.4167	.89136	.07758	.627	0.07
	No	63	3.4921	1.06063	.13363		
Spiritual experience	Yes	132	3.6212	1.08797	.09470	.705	0.06
	No	63	3.5556	1.14691	.14450		
Visit again	Yes	132	3.1591	1.11772	.09729	.874	0.02
	No	63	3.1905	1.36615	.17212		
Exploration	Yes	132	3.9697	1.01845	.08864	.778	0.04
	No	63	3.9206	1.18187	.14890		
Lifestyle	Yes	132	4.1212	.74167	.06455	.338	0.14
	No	63	3.9841	1.00791	.12698		
Social facilitation	Yes	132	3.9545	.90683	.07893	.398	0.12
	No	63	3.8095	1.20292	.15155		
Value for money destination	Yes	132	4.3864	.64969	.05655	.586	0.08
	No	63	4.3175	.89489	.11274		
Favourable exchange rate	Yes	132	4.2045	.76904	.06694	.076	0.27**
	No	63	4.4127	.75423	.09502		
Accessible destination	Yes	132	4.1212	.69929	.06087	.661	0.06
	No	63	4.1746	.83356	.10502		
Ideally located	Yes	132	3.9697	.64132	.05582	.399	0.12
	No	63	4.0635	.75931	.09566		
International marketing	Yes	132	3.7273	.80163	.06977	.070	0.27**
	No	63	3.4921	.85898	.10822		
Public transportation	Yes	132	3.1894	1.14673	.09981	.010*	0.38**
	No	63	2.6667	1.37957	.17381		
Available information	Yes	132	4.1136	.67278	.05856	.577	0.08
	No	63	4.0476	.81178	.10227		
Safe destination	Yes	132	3.5909	.88200	.07677	.499	0.10
	No	63	3.4921	.98165	.12368		
Wilderness Safaris	Yes	132	3.2623	.79296	.06902	.001*	0.53**
	No	63	2.6488	1.15416	.14541		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.61 there are statistical differences between respondents who indicated Recommendations by friends and family as reason for choice in travel agency/operator and

those who indicated otherwise. Motivational factors showing these differences included *Education* ($p = 0.020$), *Public transportation* ($p = 0.010$) and *Wilderness Safaris* ($p = 0.001$). Respondents who indicated Recommendations by friends and family as reason for choice in travel agency/operator regarded *Education* (mean value 2.86), *Public transportation* (mean value .010) and *Wilderness Safaris* (mean value .001) as more important motivational factors than those respondents indicating otherwise.

C.1.12.4 t-test comparison on Internet search and motives

Table C.62: t-test comparison on Internet search and motives

Internet search (e.g. Google)		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	37	4.1757	.94440	.15526	.740	0.06
	No	158	4.2310	.73501	.05847		
Education	Yes	37	2.3919	1.08099	.17771	.035*	0.39**
	No	158	2.8196	1.09460	.08708		
Variety of attractions	Yes	37	4.0502	.60348	.09921	.747	0.06
	No	158	4.0163	.41797	.03325		
Nature and wildlife	Yes	37	4.2973	.77692	.12772	.523	0.11
	No	158	4.2110	.50525	.04020		
Unique country attributes	Yes	37	4.3604	.61050	.10037	.407	0.15
	No	158	4.2700	.50216	.03995		
Country attractiveness	Yes	37	4.1892	.59045	.09707	.285	0.19
	No	158	4.0759	.49174	.03912		
Life dream	Yes	37	3.5946	1.16570	.19164	.358	0.16
	No	158	3.4051	.88898	.07072		
Spiritual experience	Yes	37	3.1622	1.19055	.19573	.014*	0.45
	No	158	3.7025	1.06184	.08448		
Visit again	Yes	37	3.2703	1.28341	.21099	.592	0.10
	No	158	3.1456	1.18282	.09410		
Exploration	Yes	37	4.0541	1.17724	.19354	.560	0.11
	No	158	3.9304	1.04739	.08333		
Lifestyle	Yes	37	3.9189	1.06402	.17492	.299	0.18
	No	158	4.1139	.77357	.06154		
Social facilitation	Yes	37	3.6486	1.25203	.20583	.151	0.26**
	No	158	3.9684	.94039	.07481		
Value for money destination	Yes	37	4.4865	.80352	.13210	.299	0.19
	No	158	4.3354	.71926	.05722		
Favourable exchange rate	Yes	37	4.4324	.68882	.11324	.130	0.25**
	No	158	4.2342	.78333	.06232		
Accessible destination	Yes	37	4.2162	.85424	.14044	.530	0.11
	No	158	4.1203	.71701	.05704		

Ideally located	Yes	37	4.1081	.73725	.12120	.318	0.18
	No	158	3.9747	.66724	.05308		
International marketing	Yes	37	3.5946	.72493	.11918	.611	0.08
	No	158	3.6646	.84921	.06756		
Public transportation	Yes	37	2.8108	1.17468	.19312	.239	0.21**
	No	158	3.0696	1.26248	.10044		
Available information	Yes	37	4.1081	.87508	.14386	.900	0.02
	No	158	4.0886	.68076	.05416		
Safe destination	Yes	37	3.4595	.90045	.14803	.460	0.13
	No	158	3.5823	.91843	.07307		
Wilderness Safaris	Yes	37	2.8547	1.06943	.17581	.182	0.24**
	No	158	3.1131	.93699	.07454		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

It is evident from Table C.62 that there are statistical differences between respondents who indicated Internet search as reason of choice in travel agency/operator and those indicating otherwise. Motivational factors showing these differences included *Education* ($p = 0.035$) and *Spiritual experience* ($p = 0.014$). Respondents who did not indicate Internet search as the reason regarded for choice in travel agency/operator regarded *Education* (mean value 2.81) and *Spiritual experience* (mean value 3.70) more important than those respondents who indicated otherwise.

C.1.12.5 t-test comparison on Agency arranged previous trip and motives

Table C.63: t-test comparison on Agency arranged previous trip and motives

Agency arranged previous trip		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	107	4.1776	.72441	.07003	.403	0.11
	No	88	4.2727	.83703	.08923		
Education	Yes	107	2.9907	1.07498	.10392	.001*	0.52***
	No	88	2.4318	1.06183	.11319		
Variety of attractions	Yes	107	3.9826	.41567	.04018	.186	0.18
	No	88	4.0714	.50146	.05346		
Nature and wildlife	Yes	107	4.1745	.51669	.04995	.157	0.19
	No	88	4.2917	.61653	.06572		
Unique country attributes	Yes	107	4.2804	.49769	.04811	.844	0.03
	No	88	4.2955	.55693	.05937		
Country attractiveness	Yes	107	4.0794	.45505	.04399	.598	0.07
	No	88	4.1193	.57608	.06141		
Life dream	Yes	107	3.3925	.84404	.08160	.442	0.10
	No	88	3.5000	1.06134	.11314		

Spiritual experience	Yes	107	3.6168	1.04290	.10082	.818	0.03
	No	88	3.5795	1.18148	.12595		
Visit again	Yes	107	3.2897	1.06407	.10287	.131	0.20**
	No	88	3.0227	1.33887	.14272		
Exploration	Yes	107	3.8598	1.07676	.10409	.176	0.19
	No	88	4.0682	1.05912	.11290		
Lifestyle	Yes	107	4.0280	.79453	.07681	.375	0.12
	No	88	4.1364	.88645	.09450		
Social facilitation	Yes	107	3.9813	.94151	.09102	.270	0.15
	No	88	3.8182	1.08856	.11604		
Value for money destination	Yes	107	4.4112	.65809	.06362	.336	0.13
	No	88	4.3068	.82152	.08757		
Favourable exchange rate	Yes	107	4.2430	.75036	.07254	.567	0.08
	No	88	4.3068	.79304	.08454		
Accessible destination	Yes	107	4.0748	.69636	.06732	.194	0.18
	No	88	4.2159	.79436	.08468		
Ideally located	Yes	107	3.9533	.66422	.06421	.295	0.15
	No	88	4.0568	.70070	.07470		
International marketing	Yes	107	3.7196	.73708	.07126	.213	0.16
	No	88	3.5682	.91971	.09804		
Public transportation	Yes	107	3.0935	1.20167	.11617	.373	0.12
	No	88	2.9318	1.30248	.13884		
Available information	Yes	107	4.1589	.71572	.06919	.155	0.21**
	No	88	4.0114	.71910	.07666		
Safe destination	Yes	107	3.6168	.87572	.08466	.335	0.13
	No	88	3.4886	.95886	.10221		
Wilderness Safaris	Yes	107	3.3283	.76586	.07404	.001*	0.54***
	No	88	2.7429	1.08433	.11559		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Established on Table C.63 there are statistical differences between respondents who indicated Agency arranged previous tripe as reason of choice in travel agency/operator and respondents who indicated otherwise. Motivational factors showing these differences included *Education* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.001$). Respondents who indicated the aforementioned factor as the reason in choice for travel agency/operator regarded *Education* (mean value 2.43) and *Wilderness Safaris* (mean value 3.32) more important than respondents who indicated otherwise.

C.1.12.6 t-test comparison on High level of service received and motives

Table C.64: t-test comparison on High level of service received and motives

High level of service received		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	128	4.2266	.77322	.06834	.882	0.02
	No	67	4.2090	.78889	.09638		
Education	Yes	128	2.8125	1.12942	.09983	.185	0.19
	No	67	2.5970	1.04170	.12726		
Variety of attractions	Yes	128	3.9967	.45757	.04044	.273	0.17
	No	67	4.0725	.45610	.05572		
Nature and wildlife	Yes	128	4.2214	.59198	.05232	.831	0.03
	No	67	4.2388	.51511	.06293		
Unique country attributes	Yes	128	4.2969	.52785	.04666	.721	0.05
	No	67	4.2687	.51977	.06350		
Country attractiveness	Yes	128	4.1094	.48577	.04294	.669	0.06
	No	67	4.0746	.56242	.06871		
Life dream	Yes	128	3.4531	.91238	.08064	.813	0.03
	No	67	3.4179	1.01726	.12428		
Spiritual experience	Yes	128	3.5781	1.10553	.09772	.704	0.06
	No	67	3.6418	1.11058	.13568		
Visit again	Yes	128	3.2734	1.15503	.10209	.104	0.24**
	No	67	2.9701	1.26695	.15478		
Exploration	Yes	128	3.9766	1.09735	.09699	.677	0.06
	No	67	3.9104	1.02590	.12533		
Lifestyle	Yes	128	4.0469	.87718	.07753	.470	0.10
	No	67	4.1343	.75670	.09245		
Social facilitation	Yes	128	3.9453	.98259	.08685	.486	0.10
	No	67	3.8358	1.06738	.13040		
Value for money destination	Yes	128	4.4063	.73643	.06509	.270	0.17
	No	67	4.2836	.73456	.08974		
Favourable exchange rate	Yes	128	4.2656	.76831	.06791	.878	0.02
	No	67	4.2836	.77471	.09465		
Accessible destination	Yes	128	4.1016	.71914	.06356	.354	0.14
	No	67	4.2090	.78889	.09638		
Ideally located	Yes	128	4.0000	.68734	.06075	1.000	0.01
	No	67	4.0000	.67420	.08237		
International marketing	Yes	128	3.7422	.79611	.07037	.038*	0.31**
	No	67	3.4776	.85914	.10496		
Public transportation	Yes	128	3.1016	1.21565	.10745	.221	0.18
	No	67	2.8657	1.30146	.15900		
Available information	Yes	128	4.1953	.71053	.06280	.005*	0.42**
	No	67	3.8955	.69923	.08542		

Safe destination	Yes	128	3.6094	.89824	.07939	.296	0.16
	No	67	3.4627	.94273	.11517		
Wilderness Safaris	Yes	128	3.2188	.85372	.07546	.004*	0.41**
	No	67	2.7687	1.09779	.13412		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.64 there are statistical differences between respondents who indicated High level of service as reason for choice in travel agency/operator and respondents indicating otherwise. Motivational factors showing these differences included *International marketing* ($p = 0.038$), *Available information* ($p = 0.005$) and *Wilderness Safaris* ($p = 0.004$). Respondents indicating High level of service as reason of choice in agency/operator regarded *International marketing* (mean value 3.74), *Available information* (mean value 4.19) and *Wilderness Safaris* (mean value 3.21) more important than respondents indicating otherwise.

C.1.12.7 t-test comparison on Service provided in home language and motives

Table C.65: t-test comparison on Service provided in home language and motives

Service provided in home language		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	145	4.2000	.73220	.06081	.572	0.09
	No	50	4.2800	.89875	.12710		
Education	Yes	145	2.8483	1.08545	.09014	.019*	0.39**
	No	50	2.4200	1.09898	.15542		
Variety of attractions	Yes	145	4.0069	.39924	.03315	.499	0.10
	No	50	4.0686	.59726	.08447		
Nature and wildlife	Yes	145	4.2368	.50141	.04164	.741	0.05
	No	50	4.2000	.72531	.10257		
Unique country attributes	Yes	145	4.2897	.47018	.03905	.924	0.01
	No	50	4.2800	.66106	.09349		
Country attractiveness	Yes	145	4.1121	.40711	.03381	.606	0.08
	No	50	4.0550	.74109	.10481		
Life dream	Yes	145	3.4345	.87253	.07246	.886	0.02
	No	50	3.4600	1.14660	.16215		
Spiritual experience	Yes	145	3.6552	1.11417	.09253	.229	0.19
	No	50	3.4400	1.07210	.15162		
Visit again	Yes	145	3.2690	1.09453	.09090	.085	0.27**
	No	50	2.8800	1.43769	.20332		
Exploration	Yes	145	3.9034	1.10129	.09146	.238	0.18
	No	50	4.1000	.97416	.13777		
Lifestyle	Yes	145	4.0345	.83677	.06949	.230	0.20**
	No	50	4.2000	.83299	.11780		

Social facilitation	Yes	145	3.9310	.94027	.07808	.628	0.08
	No	50	3.8400	1.20136	.16990		
Value for money destination	Yes	145	4.4345	.65419	.05433	.054	0.30**
	No	50	4.1600	.91160	.12892		
Favourable exchange rate	Yes	145	4.2759	.72152	.05992	.910	0.02
	No	50	4.2600	.89921	.12717		
Accessible destination	Yes	145	4.1034	.71418	.05931	.299	0.17
	No	50	4.2400	.82214	.11627		
Ideally located	Yes	145	3.9724	.66609	.05532	.358	0.15
	No	50	4.0800	.72393	.10238		
International marketing	Yes	145	3.8138	.72635	.06032	.001*	0.69***
	No	50	3.1800	.91896	.12996		
Public transportation	Yes	145	3.1586	1.18249	.09820	.014*	0.40**
	No	50	2.6200	1.35360	.19143		
Available information	Yes	145	4.1724	.64920	.05391	.021*	0.36**
	No	50	3.8600	.85738	.12125		
Safe destination	Yes	145	3.6069	.88425	.07343	.241	0.19
	No	50	3.4200	.99160	.14023		
Wilderness Safaris	Yes	145	3.2466	.79970	.06641	.001*	0.59***
	No	50	2.5350	1.19604	.16915		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.65 there are statistical differences between respondents who indicated Service provided in home language as reason for choice in travel agency/operator and respondents who indicated otherwise. Motivational factors showing these differences included *Education* ($p = 0.019$), *International marketing* ($p = 0.001$), *Public transportation* ($p = 0.014$), *Available information* ($p = 0.021$) and *Wilderness Safaris* ($p = 0.001$). Respondents who indicated Service provided in home language as the reason for choice of travel agency/operator confirmed that *Education* (mean value 2.84), *International marketing* (mean value 3.81), *Public transportation* (mean value 3.15), *Available information* (mean value 4.17) and *Wilderness Safaris* (mean value 3.24) were the more important motivational factors for these respondents compared to those respondents who indicated otherwise.

C.1.12.8 t-test comparison on Virtuoso member and motives

Table C.66: t-test comparison on Virtuoso member and motives

Virtuoso member		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	56	4.2232	.75630	.10107	.975	0.01
	No	139	4.2194	.78739	.06679		

Education	Yes	56	3.1071	1.11075	.14843	.004*	0.47**
	No	139	2.5899	1.06705	.09051		
Variety of attractions	Yes	56	4.0204	.37096	.04957	.960	0.01
	No	139	4.0236	.48904	.04148		
Nature and wildlife	Yes	56	4.2321	.54279	.07253	.939	0.01
	No	139	4.2254	.57626	.04888		
Unique country attributes	Yes	56	4.2917	.49671	.06638	.938	0.01
	No	139	4.2854	.53623	.04548		
Country attractiveness	Yes	56	4.0804	.52247	.06982	.771	0.05
	No	139	4.1043	.50978	.04324		
Life dream	Yes	56	3.2679	.77439	.10348	.072	0.24**
	No	139	3.5108	1.00266	.08504		
Spiritual experience	Yes	56	3.6964	1.06035	.14170	.430	0.12
	No	139	3.5612	1.12363	.09530		
Visit again	Yes	56	3.2679	1.08697	.14525	.443	0.11
	No	139	3.1295	1.24432	.10554		
Exploration	Yes	56	3.9464	1.06889	.14284	.951	0.01
	No	139	3.9568	1.07589	.09126		
Lifestyle	Yes	56	4.0536	.77271	.10326	.796	0.04
	No	139	4.0863	.86378	.07326		
Social facilitation	Yes	56	3.9464	1.03431	.13822	.739	0.05
	No	139	3.8921	1.00499	.08524		
Value for money destination	Yes	56	4.3214	.74118	.09904	.610	0.08
	No	139	4.3813	.73618	.06244		
Favourable exchange rate	Yes	56	4.1071	.80178	.10714	.067	0.29**
	No	139	4.3381	.74750	.06340		
Accessible destination	Yes	56	4.0357	.63143	.08438	.182	0.18
	No	139	4.1799	.78252	.06637		
Ideally located	Yes	56	3.9821	.61765	.08254	.806	0.04
	No	139	4.0072	.70707	.05997		
International marketing	Yes	56	3.7857	.88860	.11874	.171	0.21**
	No	139	3.5971	.79600	.06752		
Public transportation	Yes	56	3.3036	1.21983	.16301	.043*	0.32**
	No	139	2.9065	1.24465	.10557		
Available information	Yes	56	4.1964	.67203	.08980	.184	0.20**
	No	139	4.0504	.73548	.06238		
Safe destination	Yes	56	3.5714	.84975	.11355	.900	0.02
	No	139	3.5540	.94157	.07986		
Wilderness Safaris	Yes	56	3.4152	.68220	.09116	.001*	0.48**
	No	139	2.9227	1.02763	.08716		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.66 there are statistical differences between respondents who indicated Virtuoso member as reason for choice in travel agency/operator and respondents who indicated otherwise. Motivational factors showing these differences included *Education* ($p = 0.004$), *Public transportation* ($p = 0.043$) and *Wilderness Safaris* ($p = 0.001$). Respondents who indicated Virtuoso member as reason for choice in travel agency/operator regarded *Education* (mean value 3.10), *Public transportation* (mean value 3.30) and *Wilderness Safaris* (mean value 3.41) more important than respondents who indicated otherwise.

C.1.13 *t*-test comparisons on marketing vehicles for Wilderness Safaris and motives

In the following sub-sections, *t*-test comparisons were done on the various marketing vehicles through which respondents gained information on Wilderness Safaris. These marketing vehicles included Website, Trade shows, Friends and family, Radio, Television, Magazines, Newspapers, Travel agents, Previous visits, Facebook, Twitter, Internet blogs and Brochures and pamphlets.

C.1.13.1 *t*-test comparison on Website as a marketing vehicle for Wilderness Safaris and motives

Table C.67: *t*-test comparison on Website as a marketing vehicle for Wilderness Safaris and motives

Website		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	95	4.1789	.80858	.08296	.469	0.10
	No	100	4.2600	.74698	.07470		
Education	Yes	95	2.8105	1.04469	.10718	.374	0.12
	No	100	2.6700	1.15518	.11552		
Variety of attractions	Yes	95	3.9744	.45462	.04664	.151	0.21**
	No	100	4.0686	.45741	.04574		
Nature and wildlife	Yes	95	4.1123	.58267	.05978	.005*	0.39**
	No	100	4.3367	.52863	.05286		
Unique country attributes	Yes	95	4.2456	.52864	.05424	.282	0.15
	No	100	4.3267	.51896	.05190		
Country attractiveness	Yes	95	4.0105	.52834	.05421	.021*	0.32**
	No	100	4.1800	.48472	.04847		
Life dream	Yes	95	3.4421	.89580	.09191	.988	0.01
	No	100	3.4400	.99818	.09982		
Spiritual experience	Yes	95	3.7579	1.11771	.11467	.052	0.28**
	No	100	3.4500	1.07661	.10766		
Visit again	Yes	95	3.1579	1.04490	.10720	.897	0.02
	No	100	3.1800	1.33621	.13362		
Exploration	Yes	95	3.8737	1.09391	.11223	.310	0.14
	No	100	4.0300	1.04886	.10489		

Lifestyle	Yes	95	4.0737	.91375	.09375	.958	0.01
	No	100	4.0800	.76118	.07612		
Social facilitation	Yes	95	3.9158	.87109	.08937	.913	0.01
	No	100	3.9000	1.13262	.11326		
Value for money destination	Yes	95	4.3684	.77257	.07926	.937	0.01
	No	100	4.3600	.70381	.07038		
Favourable exchange rate	Yes	95	4.2737	.67544	.06930	.973	0.01
	No	100	4.2700	.85108	.08511		
Accessible destination	Yes	95	4.1158	.76996	.07900	.680	0.06
	No	100	4.1600	.72083	.07208		
Ideally located	Yes	95	3.9474	.64195	.06586	.293	0.14
	No	100	4.0500	.71598	.07160		
International marketing	Yes	95	3.6842	.82852	.08500	.589	0.08
	No	100	3.6200	.82609	.08261		
Public transportation	Yes	95	3.2211	1.24780	.12802	.028*	0.31**
	No	100	2.8300	1.22314	.12231		
Available information	Yes	95	4.0632	.75527	.07749	.583	0.08
	No	100	4.1200	.68579	.06858		
Safe destination	Yes	95	3.4947	.86139	.08838	.339	0.13
	No	100	3.6200	.96169	.09617		
Wilderness Safaris	Yes	95	3.4342	.57365	.05885	.001*	0.64***
	No	100	2.7125	1.12233	.11223		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.67 there are statistical differences between respondents who indicated that they heard about Wilderness Safaris through Website and respondents who indicated otherwise. Motivational factors showing these differences included *Nature and wildlife* ($p = 0.005$), *Country attractiveness* ($p = 0.021$), *Public transportation* ($p = 0.028$) and *Wilderness Safaris* ($p = 0.001$). Respondents who heard about Wilderness Safaris through Website regarded *Public transportation* (mean value 3.22) and *Wilderness Safaris* (mean value 3.43) more important. Respondents who did not hear about Wilderness Safaris through Website regarded *Nature and wildlife* (mean value 4.33) and *Country attractiveness* (mean value 4.18) more important.

C.1.13.2 t-test comparison on trade shows as a marketing vehicle for Wilderness Safaris and motives

Table C.68: t-test comparison on Trade shows as a marketing vehicle for Wilderness Safaris and motives

Trade shows		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	18	4.0556	.98352	.23182	.456	0.18
	No	177	4.2373	.75391	.05667		
Education	Yes	18	3.1944	1.21436	.28623	.107	0.41**
	No	177	2.6921	1.08311	.08141		
Variety of attractions	Yes	18	3.8730	.70309	.16572	.341	0.23**
	No	177	4.0379	.42456	.03191		
Nature and wildlife	Yes	18	3.8519	.87240	.20563	.063	0.47**
	No	177	4.2655	.51289	.03855		
Unique country attributes	Yes	18	4.1111	.78382	.18475	.317	0.25**
	No	177	4.3051	.48962	.03680		
Country attractiveness	Yes	18	4.0139	.73501	.17324	.609	0.13
	No	177	4.1059	.48603	.03653		
Life dream	Yes	18	3.4444	1.14903	.27083	.989	0.01
	No	177	3.4407	.92818	.06977		
Spiritual experience	Yes	18	3.0556	1.30484	.30755	.074	0.46**
	No	177	3.6554	1.07126	.08052		
Visit again	Yes	18	3.9444	1.16175	.27383	.007*	0.72***
	No	177	3.0904	1.17877	.08860		
Exploration	Yes	18	3.7778	1.35280	.31886	.562	0.14
	No	177	3.9718	1.04136	.07827		
Lifestyle	Yes	18	3.9444	1.05564	.24882	.576	0.14
	No	177	4.0904	.81378	.06117		
Social facilitation	Yes	18	3.8333	1.15045	.27116	.774	0.07
	No	177	3.9153	.99923	.07511		
Value for money destination	Yes	18	3.8889	.96338	.22707	.037*	0.54***
	No	177	4.4124	.69451	.05220		
Favourable exchange rate	Yes	18	4.1667	.70711	.16667	.519	0.15
	No	177	4.2825	.77561	.05830		
Accessible destination	Yes	18	3.7222	.82644	.19479	.035*	0.55***
	No	177	4.1808	.72384	.05441		
Ideally located	Yes	18	3.8333	.70711	.16667	.304	0.26**
	No	177	4.0169	.67819	.05098		
International marketing	Yes	18	3.4444	.98352	.23182	.353	0.23**
	No	177	3.6723	.80832	.06076		
Public transportation	Yes	18	2.7222	1.27443	.30039	.308	0.26**
	No	177	3.0508	1.24440	.09353		
	Yes	18	4.0556	1.05564	.24882	.875	0.04

Available information	No	177	4.0960	.67994	.05111		
Safe destination	Yes	18	3.3889	1.03690	.24440	.469	0.18
	No	177	3.5763	.90208	.06780		
Wilderness Safaris	Yes	18	3.5903	.64995	.15319	.002*	0.59***
	No	177	3.0106	.97800	.07351		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.68 there are statistical differences between respondents who heard about Wilderness Safaris through Trade shows and those who did not. Motivational factors showing these differences included *Visit again* ($p = 0.007$), *Value for money destination* ($p = 0.037$), *Accessible destination* ($p = 0.035$) and *Wilderness Safaris* ($p = 0.002$). Respondents who heard about Wilderness Safaris through Trade shows regarded Visit again (mean value 3.94), Value for money destination (mean value 4.41), Accessible destination (mean value 4.18) and Wilderness Safaris (mean value 3.59) more important than respondents who indicated otherwise.

C.1.13.3 t-test comparison on Friends and family as a marketing vehicle for Wilderness Safaris and motives

Table C.69: t-test comparison on Friends and family as a marketing medium for Wilderness Safaris and motives

Friends and family		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	85	4.2235	.81834	.08876	.963	0.01
	No	110	4.2182	.74664	.07119		
Education	Yes	85	2.9765	1.04342	.11317	.007*	0.38**
	No	110	2.5545	1.11566	.10637		
Variety of attractions	Yes	85	3.9445	.39806	.04318	.031*	0.28**
	No	110	4.0831	.49160	.04687		
Nature and wildlife	Yes	85	4.1137	.49482	.05367	.011*	0.33**
	No	110	4.3152	.60213	.05741		
Unique country attributes	Yes	85	4.2000	.50709	.05500	.040*	0.29**
	No	110	4.3545	.52903	.05044		
Country attractiveness	Yes	85	4.0353	.46954	.05093	.130	0.20**
	No	110	4.1455	.54011	.05150		
Life dream	Yes	85	3.3294	.86449	.09377	.141	0.20**
	No	110	3.5273	1.00192	.09553		
Spiritual experience	Yes	85	3.7059	1.10004	.11932	.240	0.17
	No	110	3.5182	1.10654	.10550		
Visit again	Yes	85	3.4000	1.00238	.10872	.014*	0.31**
	No	110	2.9909	1.30978	.12488		

Exploration	Yes	85	3.8588	1.05957	.11493	.276	0.16
	No	110	4.0273	1.07907	.10289		
Lifestyle	Yes	85	4.0706	.81340	.08823	.926	0.01
	No	110	4.0818	.85812	.08182		
Social facilitation	Yes	85	3.8941	.93889	.10184	.867	0.02
	No	110	3.9182	1.06772	.10180		
Value for money destination	Yes	85	4.2471	.81512	.08841	.057	0.25**
	No	110	4.4545	.65856	.06279		
Favourable exchange rate	Yes	85	4.0706	.82791	.08980	.002*	0.43**
	No	110	4.4273	.68348	.06517		
Accessible destination	Yes	85	4.0353	.77838	.08443	.093	0.23**
	No	110	4.2182	.70881	.06758		
Ideally located	Yes	85	3.9529	.61540	.06675	.388	0.11
	No	110	4.0364	.72854	.06946		
International marketing	Yes	85	3.5765	.80735	.08757	.265	0.16
	No	110	3.7091	.83880	.07998		
Public transportation	Yes	85	3.0588	1.14801	.12452	.702	0.05
	No	110	2.9909	1.32371	.12621		
Available information	Yes	85	4.0471	.70552	.07652	.439	0.11
	No	110	4.1273	.73083	.06968		
Safe destination	Yes	85	3.6000	.86189	.09349	.578	0.08
	No	110	3.5273	.95504	.09106		
Wilderness Safaris	Yes	85	3.5456	.54515	.05913	.001*	0.81****
	No	110	2.6920	1.05411	.10051		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Table C.69 clearly depicts that there are statistical differences between respondents who heard about Wilderness Safaris through Friends and family and those who did not. Motivational factors showing these differences included *Education* ($p = 0.007$), *Variety of attractions* ($p = 0.031$), *Nature and wildlife* ($p = 0.011$), *Unique country attributes* ($p = 0.040$), *Visit again* ($p = 0.014$), *Favourable exchange rate* ($p = 0.002$) and *Wilderness Safaris* ($p = 0.001$). Respondents who heard about Wilderness Safaris through Friends and family regarded *Education* (mean value 2.97), *Visit again* (mean value 3.40) and *Wilderness Safaris* (mean value 3.54) more important. Respondents who have not heard about Wilderness Safaris through friends and family thought of *Variety of attractions* (mean value 4.08), *Nature and wildlife* (mean value 4.31), *Unique country attributes* (mean value 4.35) and *Favourable exchange rate* (mean value 4.42) as more important motivational factors.

C.1.13.4 t-test comparison on Radio as a marketing vehicle for Wilderness Safaris and motives

Table C.70: t-test comparison on Radio as marketing vehicle for Wilderness Safaris and motives

Radio		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	3	4.1667	.76376	.44096	.913	0.07
	No	192	4.2214	.77878	.05620		
Education	Yes	3	3.3333	.28868	.16667	.046*	0.55***
	No	192	2.7292	1.10784	.07995		
Variety of attractions	Yes	3	3.8571	.24744	.14286	.360	0.37**
	No	192	4.0253	.45972	.03318		
Nature and wildlife	Yes	3	4.3333	.33333	.19245	.635	0.19
	No	192	4.2257	.56871	.04104		
Unique country attributes	Yes	3	4.2222	.50918	.29397	.844	0.13
	No	192	4.2882	.52538	.03792		
Country attractiveness	Yes	3	3.9167	.62915	.36324	.664	0.29**
	No	192	4.1003	.51168	.03693		
Life dream	Yes	3	3.3333	.57735	.33333	.776	0.11
	No	192	3.4427	.95273	.06876		
Spiritual experience	Yes	3	3.6667	1.52753	.88192	.946	0.04
	No	192	3.5990	1.10240	.07956		
Visit again	Yes	3	2.6667	.57735	.33333	.262	0.42**
	No	192	3.1771	1.20639	.08706		
Exploration	Yes	3	4.0000	1.00000	.57735	.943	0.04
	No	192	3.9531	1.07464	.07756		
Lifestyle	Yes	3	4.0000	1.00000	.57735	.905	0.08
	No	192	4.0781	.83706	.06041		
Social facilitation	Yes	3	4.0000	0.00000	0.00000	.204	0.09
	No	192	3.9063	1.01896	.07354		
Value for money destination	Yes	3	4.3333	.57735	.33333	.934	0.04
	No	192	4.3646	.73960	.05338		
Favourable exchange rate	Yes	3	4.0000	1.00000	.57735	.680	0.28**
	No	192	4.2760	.76702	.05536		
Accessible destination	Yes	3	4.3333	.57735	.33333	.614	0.27**
	No	192	4.1354	.74665	.05388		
Ideally located	Yes	3	3.6667	.57735	.33333	.417	0.50
	No	192	4.0052	.68260	.04926		
International marketing	Yes	3	3.3333	.57735	.33333	.436	0.39**
	No	192	3.6563	.82916	.05984		
Public transportation	Yes	3	3.3333	.57735	.33333	.443	0.25**
	No	192	3.0156	1.25526	.09059		
	Yes	3	4.0000	1.00000	.57735	.886	0.09

Available information	No	192	4.0938	.71744	.05178		
Safe destination	Yes	3	4.3333	1.15470	.66667	.359	0.68***
	No	192	3.5469	.90830	.06555		
Wilderness Safaris	Yes	3	3.5000	.43301	.25000	.212	0.46**
	No	192	3.0573	.97093	.07007		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

It is evident from Table C.70 that there is a statistical difference between respondents who heard about Wilderness Safaris through Radio and those who did not. The motivational factor highlighting this difference is *Education* ($p = 0.046$). Respondents who heard about Wilderness Safaris through Radio regarded *Education* (mean value 3.33) more important than those who indicated otherwise.

C.1.13.5 t-test comparison on Television as a marketing vehicle for Wilderness Safaris and motives

Table C.71: t-test comparison on Television as a marketing vehicle for Wilderness Safaris and motives

Television		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	10	4.0500	.76194	.24095	.485	0.23**
	No	185	4.2297	.77840	.05723		
Education	Yes	10	3.0000	.91287	.28868	.379	0.25**
	No	185	2.7243	1.11180	.08174		
Variety of attractions	Yes	10	4.0429	.46681	.14762	.891	0.05
	No	185	4.0216	.45806	.03368		
Nature and wildlife	Yes	10	4.1667	.57198	.18088	.738	0.11
	No	185	4.2306	.56649	.04165		
Unique country attributes	Yes	10	4.1000	.38650	.12222	.152	0.37**
	No	185	4.2973	.52924	.03891		
Country attractiveness	Yes	10	3.8750	.69970	.22127	.322	0.34**
	No	185	4.1095	.49984	.03675		
Life dream	Yes	10	3.3000	.82327	.26034	.593	0.16
	No	185	3.4486	.95486	.07020		
Spiritual experience	Yes	10	3.8000	1.03280	.32660	.545	0.19
	No	185	3.5892	1.11018	.08162		
Visit again	Yes	10	3.3000	.82327	.26034	.626	0.11
	No	185	3.1622	1.21837	.08958		
Exploration	Yes	10	4.0000	.94281	.29814	.878	0.05
	No	185	3.9514	1.07986	.07939		
Lifestyle	Yes	10	3.9000	.87560	.27689	.526	0.21**
	No	185	4.0865	.83606	.06147		

Social facilitation	Yes	10	3.8000	.91894	.29059	.713	0.11
	No	185	3.9135	1.01782	.07483		
Value for money destination	Yes	10	4.1000	.56765	.17951	.167	0.37**
	No	185	4.3784	.74277	.05461		
Favourable exchange rate	Yes	10	4.0000	.47140	.14907	.098	0.37**
	No	185	4.2865	.77955	.05731		
Accessible destination	Yes	10	4.2000	.63246	.20000	.761	0.09
	No	185	4.1351	.75044	.05517		
Ideally located	Yes	10	4.0000	.66667	.21082	1.000	0.01
	No	185	4.0000	.68366	.05026		
International marketing	Yes	10	3.4000	.96609	.30551	.415	0.27**
	No	185	3.6649	.81834	.06017		
Public transportation	Yes	10	3.4000	1.07497	.33993	.282	0.32**
	No	185	3.0000	1.25542	.09230		
Available information	Yes	10	4.1000	.99443	.31447	.980	0.01
	No	185	4.0919	.70494	.05183		
Safe destination	Yes	10	4.1000	.87560	.27689	.073	0.63***
	No	185	3.5297	.90915	.06684		
Wilderness Safaris	Yes	10	3.6875	.34985	.11063	.001*	0.67***
	No	185	3.0304	.97750	.07187		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Established on Table C.71 there is a statistical difference between respondents who heard about Wilderness Safaris through Television and those who did not. The motivational factor highlighting this difference is *Wilderness Safaris* ($p = 0.001$). Respondents who heard about *Wilderness Safaris* through Television regarded Wilderness Safaris (mean value 3.68) more important than respondents who indicated otherwise.

C.1.13.6 t-test comparison on Magazines as a marketing vehicle for Wilderness Safaris and motives

Table C.72: t-test comparison on Magazines as a marketing vehicle for Wilderness Safaris and motives

Magazines		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	39	4.4231	.60195	.09639	.032*	0.31**
	No	156	4.1699	.80822	.06471		
Education	Yes	39	3.0000	1.10024	.17618	.102	0.30**
	No	156	2.6731	1.09641	.08778		
Variety of attractions	Yes	39	4.0696	.42716	.06840	.455	0.13
	No	156	4.0110	.46512	.03724		
	Yes	39	4.3248	.44253	.07086	.157	0.21**

Nature and wildlife	No	156	4.2030	.59094	.04731		
Unique country attributes	Yes	39	4.2991	.40317	.06456	.849	0.03
	No	156	4.2842	.55106	.04412		
Country attractiveness	Yes	39	4.1731	.48038	.07692	.284	0.18
	No	156	4.0785	.51962	.04160		
Life dream	Yes	39	3.3590	.98641	.15795	.560	0.10
	No	156	3.4615	.93935	.07521		
Spiritual experience	Yes	39	3.5641	.96777	.15497	.804	0.04
	No	156	3.6090	1.13918	.09121		
Visit again	Yes	39	3.5128	1.27469	.20411	.061	0.34**
	No	156	3.0833	1.16928	.09362		
Exploration	Yes	39	3.8462	1.13644	.18198	.505	0.12
	No	156	3.9808	1.05629	.08457		
Lifestyle	Yes	39	4.2821	.79302	.12698	.079	0.30**
	No	156	4.0256	.84203	.06742		
Social facilitation	Yes	39	4.1282	.83286	.13336	.084	0.26**
	No	156	3.8526	1.04606	.08375		
Value for money destination	Yes	39	4.3590	.81069	.12981	.964	0.01
	No	156	4.3654	.71920	.05758		
Favourable exchange rate	Yes	39	4.2308	.66734	.10686	.681	0.06
	No	156	4.2821	.79348	.06353		
Accessible destination	Yes	39	4.0769	.77407	.12395	.578	0.10
	No	156	4.1538	.73751	.05905		
Ideally located	Yes	39	4.1538	.53991	.08645	.067	0.27**
	No	156	3.9615	.70833	.05671		
International marketing	Yes	39	3.7692	.95866	.15351	.379	0.15
	No	156	3.6218	.78980	.06323		
Public transportation	Yes	39	3.2051	1.28103	.20513	.315	0.18
	No	156	2.9744	1.23888	.09919		
Available information	Yes	39	4.1795	.68333	.10942	.383	0.15
	No	156	4.0705	.72834	.05831		
Safe destination	Yes	39	3.5641	.96777	.15497	.970	0.01
	No	156	3.5577	.90333	.07232		
Wilderness Safaris	Yes	39	3.5929	.39913	.06391	.001*	0.65***
	No	156	2.9319	1.02019	.08168		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.72 there are statistical differences between respondents who heard about Wilderness Safaris through Magazines and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.032$) and *Wilderness Safaris* ($p = 0.001$). Respondents who heard about Wilderness Safaris through Magazines regarded *Escape*

(mean value 4.42) and Wilderness Safaris (mean value 3.59) more important than respondents who indicated otherwise.

C.1.13.7 t-test on Newspapers as a marketing vehicle for Wilderness Safaris and motives

As shown in Table C.73 there were no statistically significant differences based on the marketing vehicle, Newspapers. Respondents who hear about Wilderness Safaris from Newspapers rated the factors similarly.

Table C.73: t-test on Newspapers as a marketing vehicle for Wilderness Safaris and motives

Newspapers		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	4	4.6250	.75000	.37500	.353	0.53***
	No	191	4.2120	.77684	.05621		
Education	Yes	4	3.3750	1.37689	.68845	.416	0.47**
	No	191	2.7251	1.09621	.07932		
Variety of attractions	Yes	4	3.7143	.34993	.17496	.169	0.69***
	No	191	4.0292	.45778	.03312		
Nature and wildlife	Yes	4	4.0000	.47140	.23570	.400	0.41**
	No	191	4.2321	.56733	.04105		
Unique country attributes	Yes	4	4.1667	.33333	.16667	.519	0.23**
	No	191	4.2897	.52745	.03816		
Country attractiveness	Yes	4	3.9375	.51539	.25769	.573	0.32**
	No	191	4.1008	.51298	.03712		
Life dream	Yes	4	3.7500	.95743	.47871	.559	0.33**
	No	191	3.4346	.94849	.06863		
Spiritual experience	Yes	4	3.0000	1.15470	.57735	.368	0.53***
	No	191	3.6126	1.10342	.07984		
Visit again	Yes	4	3.2500	2.06155	1.03078	.941	0.04
	No	191	3.1675	1.18464	.08572		
Exploration	Yes	4	4.0000	1.41421	.70711	.951	0.03
	No	191	3.9529	1.06765	.07725		
Lifestyle	Yes	4	4.2500	.50000	.25000	.537	0.21**
	No	191	4.0733	.84285	.06099		
Social facilitation	Yes	4	4.5000	.57735	.28868	.124	0.60***
	No	191	3.8953	1.01542	.07347		
Value for money destination	Yes	4	4.5000	.57735	.28868	.667	0.19
	No	191	4.3613	.74010	.05355		
Favourable exchange rate	Yes	4	4.0000	.81650	.40825	.547	0.34**
	No	191	4.2775	.76878	.05563		
Accessible destination	Yes	4	3.2500	1.25831	.62915	.245	0.72***
	No	191	4.1571	.72289	.05231		
Ideally located	Yes	4	4.2500	.50000	.25000	.385	0.37**

	No	191	3.9948	.68439	.04952		
International marketing	Yes	4	3.0000	1.41421	.70711	.417	0.47**
	No	191	3.6649	.80966	.05859		
Public transportation	Yes	4	3.7500	1.50000	.75000	.395	0.50***
	No	191	3.0052	1.24180	.08985		
Available information	Yes	4	4.0000	.81650	.40825	.833	0.12
	No	191	4.0942	.71930	.05205		
Safe destination	Yes	4	2.7500	.95743	.47871	.183	0.86****
	No	191	3.5759	.90800	.06570		
Wilderness Safaris	Yes	4	3.6563	.57168	.28584	.122	0.62***
	No	191	3.0517	.96953	.07015		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

C.1.13.8 t-test comparison on Travel agents as a marketing vehicle for Wilderness Safaris and motives

Table C.74: t-test comparison on Travel agents as marketing vehicle for Wilderness Safaris and motives

Travel agents		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	138	4.1268	.79013	.06726	.006*	0.41**
	No	57	4.4474	.69875	.09255		
Education	Yes	138	2.9420	1.01821	.08668	.001*	0.61***
	No	57	2.2456	1.15001	.15232		
Variety of attractions	Yes	138	3.9286	.40562	.03453	.001*	0.65***
	No	57	4.2506	.49728	.06587		
Nature and wildlife	Yes	138	4.1473	.55371	.04714	.002*	0.49**
	No	57	4.4211	.55107	.07299		
Unique country attributes	Yes	138	4.2053	.50516	.04300	.001*	0.54***
	No	57	4.4854	.51973	.06884		
Country attractiveness	Yes	138	4.0308	.46350	.03946	.011*	0.39**
	No	57	4.2588	.58814	.07790		
Life dream	Yes	138	3.3478	.88501	.07534	.048*	0.30**
	No	57	3.6667	1.05785	.14012		
Spiritual experience	Yes	138	3.7101	1.06163	.09037	.038*	0.32**
	No	57	3.3333	1.17006	.15498		
Visit again	Yes	138	3.2246	1.01821	.08668	.400	0.12
	No	57	3.0351	1.55799	.20636		
Exploration	Yes	138	3.9058	1.06632	.09077	.335	0.15
	No	57	4.0702	1.08331	.14349		
Lifestyle	Yes	138	3.9783	.83244	.07086	.010*	0.41**
	No	57	4.3158	.80529	.10666		
	Yes	138	3.8986	.95359	.08118	.856	0.03

Social facilitation	No	57	3.9298	1.14735	.15197		
Value for money destination	Yes	138	4.3551	.71277	.06067	.800	0.04
	No	57	4.3860	.79629	.10547		
Favourable exchange rate	Yes	138	4.1449	.77883	.06630	.001*	0.56***
	No	57	4.5789	.65322	.08652		
Accessible destination	Yes	138	4.0290	.71421	.06080	.002*	0.50***
	No	57	4.4035	.75261	.09969		
Ideally located	Yes	138	3.9058	.63806	.05432	.005*	0.44**
	No	57	4.2281	.73235	.09700		
International marketing	Yes	138	3.7609	.80649	.06865	.004*	0.46**
	No	57	3.3860	.81841	.10840		
Public transportation	Yes	138	3.2319	1.17324	.09987	.001*	0.56***
	No	57	2.5088	1.28345	.17000		
Available information	Yes	138	4.1014	.70752	.06023	.789	0.04
	No	57	4.0702	.75261	.09969		
Safe destination	Yes	138	3.5580	.88802	.07559	.982	0.01
	No	57	3.5614	.98230	.13011		
Wilderness Safaris	Yes	138	3.4384	.50505	.04299	.001*	1.07****
	No	57	2.1579	1.19465	.15824		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.74 there are statistical differences between respondents who heard about Wilderness Safaris through Travel agents and those who did not. Motivational factors showing these differences included *Escape* ($p = 0.006$), *Education* ($p = 0.001$), *Variety of attractions* ($p = 0.001$), *Nature and wildlife* ($p = 0.002$), *Unique country attributes* ($p = 0.001$), *Country attractiveness* ($p = 0.011$), *Life dream* ($p = 0.048$), *Spiritual experience* ($p = 0.038$), *Lifestyle* ($p = 0.010$), *Favourable exchange rate* ($p = 0.001$), *Accessible destination* ($p = 0.002$), *Ideally located* ($p = 0.005$), *International marketing* ($p = 0.004$), *Public transportation* ($p = 0.001$) and *Wilderness Safaris* ($p = 0.001$). Respondents who heard about Wilderness Safaris through Travel agents regarded *Education* (mean value 2.94), *Spiritual experience* (mean value 3.71), *International marketing* (mean value 3.76), *Public transportation* (mean value 3.23) and *Wilderness Safaris* (mean value 3.43) more important. Respondents who did not hear of Wilderness Safaris through Travel agents regarded *Escape* (mean value 4.12), *Variety of attractions* (mean value 4.25), *Nature and wildlife* (mean value 4.42), *Unique country attributes* (mean value 4.48), *Country attractiveness* (mean value 4.25), *Life dream* (mean value 3.66), *Lifestyle* (mean value 4.31), *Favourable exchange rate* (mean value 4.57), *Accessible destination* (mean value 4.40) and *Ideally located* (mean value 4.22) more important.

C.1.13.9 *t*-test comparison on previous visits as a marketing vehicle for Wilderness Safaris and motives

Table C.75: *t*-test comparison on Previous visits as a marketing vehicle for Wilderness Safaris and motives

Previous visits		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	46	4.1413	.81420	.12005	.447	0.13
	No	149	4.2450	.76586	.06274		
Education	Yes	46	3.2500	1.06849	.15754	.001*	0.63***
	No	149	2.5805	1.06712	.08742		
Variety of attractions	Yes	46	3.9317	.40377	.05953	.097	0.25**
	No	149	4.0508	.47032	.03853		
Nature and wildlife	Yes	46	4.0580	.49344	.07275	.012*	0.38**
	No	149	4.2796	.57744	.04731		
Unique country attributes	Yes	46	4.1087	.53543	.07895	.011*	0.44**
	No	149	4.3423	.50959	.04175		
Country attractiveness	Yes	46	4.0326	.34804	.05132	.217	0.15
	No	149	4.1174	.55260	.04527		
Life dream	Yes	46	3.0435	.63093	.09302	.001*	0.52***
	No	149	3.5638	.99541	.08155		
Spiritual experience	Yes	46	3.8913	1.07968	.15919	.041*	0.35**
	No	149	3.5101	1.10048	.09015		
Visit again	Yes	46	3.7609	.82151	.12113	.001*	0.62***
	No	149	2.9866	1.24111	.10168		
Exploration	Yes	46	3.3043	1.11295	.16409	.001*	0.76***
	No	149	4.1544	.97762	.08009		
Lifestyle	Yes	46	3.9130	.78390	.11558	.116	0.25**
	No	149	4.1275	.84860	.06952		
Social facilitation	Yes	46	3.9783	.93069	.13722	.569	0.09
	No	149	3.8859	1.03669	.08493		
Value for money destination	Yes	46	4.2174	.75757	.11170	.134	0.25**
	No	149	4.4094	.72609	.05948		
Favourable exchange rate	Yes	46	4.0000	.73030	.10768	.005*	0.47**
	No	149	4.3557	.76294	.06250		
Accessible destination	Yes	46	4.1304	.68666	.10124	.930	0.01
	No	149	4.1409	.76247	.06246		
Ideally located	Yes	46	3.7609	.60313	.08893	.004*	0.45**
	No	149	4.0738	.68865	.05642		
International marketing	Yes	46	3.6739	.59831	.08822	.796	0.03
	No	149	3.6443	.88588	.07257		
Public transportation	Yes	46	3.1957	1.12782	.16629	.247	0.18
	No	149	2.9664	1.28092	.10494		
	Yes	46	4.1522	.69817	.10294	.512	0.11

Available information	No	149	4.0738	.72684	.05955		
Safe destination	Yes	46	3.6304	.82620	.12182	.518	0.10
	No	149	3.5369	.94098	.07709		
Wilderness Safaris	Yes	46	3.6522	.47501	.07004	.001*	0.76***
	No	149	2.8826	1.00686	.08249		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.75 there are statistical differences between respondents who heard about Wilderness Safaris through Previous visits and those who did not. Motivational factors showing these differences included *Education* ($p = 0.001$), *Nature and wildlife* ($p = 0.012$), *Unique country attributes* ($p = 0.011$), *Life dream* ($p = 0.001$), *Spiritual experience* ($p = 0.041$), *Visit again* ($p = 0.001$), *Exploration* ($p = 0.001$), *Favourable exchange rate* ($p = 0.005$), *Ideally located* ($p = 0.004$), and *Wilderness Safaris* ($p = 0.001$). Respondents who indicated that they heard about Wilderness Safaris through Previous visits regarded *Education* (mean value 3.25), *Spiritual experience* (mean value 3.89), *Visit again* (mean value 3.76) and *Wilderness Safaris* (mean value 3.65) more important. Respondents who did not hear about Wilderness Safaris through Previous visits regarded *Nature and wildlife* (mean value 4.27), *Unique country attributes* (mean value 4.34), *Life dream* (mean value 3.56), *Exploration* (mean value 4.15), *Favourable exchange rate* (mean value 4.35) and *Ideally located* (mean value 4.07) more important.

C.1.13.10 t-test comparison on Facebook as a marketing vehicle for Wilderness Safaris and motives

Table C.76: t-test comparison on Facebook as a marketing vehicle for Wilderness Safaris and motives

Facebook		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	27	4.0926	.99070	.19066	.461	0.15
	No	168	4.2411	.73813	.05695		
Education	Yes	27	2.8333	.83205	.16013	.550	0.10
	No	168	2.7232	1.14091	.08802		
Variety of attractions	Yes	27	4.0370	.55695	.10718	.883	0.03
	No	168	4.0204	.44116	.03404		
Nature and wildlife	Yes	27	4.1605	.75317	.14495	.610	0.10
	No	168	4.2381	.53131	.04099		
Unique country attributes	Yes	27	4.1358	.65541	.12613	.192	0.27**
	No	168	4.3115	.49769	.03840		
Country attractiveness	Yes	27	4.1111	.60579	.11659	.898	0.03
	No	168	4.0952	.49761	.03839		

Life dream	Yes	27	3.3333	1.10940	.21350	.582	0.11
	No	168	3.4583	.92117	.07107		
Spiritual experience	Yes	27	3.7037	1.13730	.21887	.611	0.11
	No	168	3.5833	1.10208	.08503		
Visit again	Yes	27	3.2963	1.23459	.23760	.567	0.12
	No	168	3.1488	1.19700	.09235		
Exploration	Yes	27	3.5556	1.31071	.25225	.090	0.35**
	No	168	4.0179	1.01765	.07851		
Lifestyle	Yes	27	4.1111	1.05003	.20208	.852	0.04
	No	168	4.0714	.80098	.06180		
Social facilitation	Yes	27	3.5926	1.18514	.22808	.138	0.31**
	No	168	3.9583	.97486	.07521		
Value for money destination	Yes	27	4.4815	.84900	.16339	.435	0.16
	No	168	4.3452	.71751	.05536		
Favourable exchange rate	Yes	27	4.1852	.68146	.13115	.490	0.13
	No	168	4.2857	.78262	.06038		
Accessible destination	Yes	27	4.0370	.70610	.13589	.431	0.16
	No	168	4.1548	.75015	.05788		
Ideally located	Yes	27	4.0741	.54954	.10576	.473	0.12
	No	168	3.9881	.70063	.05405		
International marketing	Yes	27	3.8519	.60152	.11576	.087	0.27**
	No	168	3.6190	.85338	.06584		
Public transportation	Yes	27	3.2222	1.25064	.24069	.373	0.19
	No	168	2.9881	1.24770	.09626		
Available information	Yes	27	4.0741	.87380	.16816	.905	0.02
	No	168	4.0952	.69419	.05356		
Safe destination	Yes	27	3.4815	.84900	.16339	.617	0.10
	No	168	3.5714	.92582	.07143		
Wilderness Safaris	Yes	27	3.3565	.66750	.12846	.028*	0.34**
	No	168	3.0171	.99924	.07709		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.76 there is a statistical difference between respondents who heard about Wilderness Safaris through Facebook and those who did not. The factor highlighting this difference is the factor *Wilderness Safaris* ($p = 0.028$). Respondents who heard about Wilderness Safaris through Facebook regarded this factor (mean value 3.35) more important than those indicating otherwise.

C.1.13.11 *t*-test comparison on Twitter as a marketing vehicle for Wilderness Safaris and motives

Majority of respondents (194) indicated that they did hear about Wilderness Safaris through Twitter and therefore no comparison is necessary.

C.1.13.12 *t*-test comparison on Internet blogs as a marketing vehicle for Wilderness Safaris and motives

Table C.77: *t*-test comparison on Internet blogs as a marketing vehicle for Wilderness Safaris and motives

Internet blogs		N	Mean	Std. Deviation	Std. Error Mean	Sig	Effect size
Escape	Yes	5	4.0000	1.41421	.63246	.739	0.16
	No	190	4.2263	.75861	.05504		
Education	Yes	5	2.4000	.65192	.29155	.307	0.31**
	No	190	2.7474	1.11121	.08062		
Variety of attractions	Yes	5	4.0571	.59419	.26573	.901	0.06
	No	190	4.0218	.45516	.03302		
Nature and wildlife	Yes	5	4.2000	.60553	.27080	.923	0.05
	No	190	4.2281	.56607	.04107		
Unique country attributes	Yes	5	4.2667	.36515	.16330	.906	0.04
	No	190	4.2877	.52813	.03831		
Country attractiveness	Yes	5	4.3000	.32596	.14577	.231	0.40**
	No	190	4.0921	.51570	.03741		
Life dream	Yes	5	3.8000	1.09545	.48990	.496	0.34**
	No	190	3.4316	.94452	.06852		
Spiritual experience	Yes	5	3.0000	1.22474	.54772	.326	0.50***
	No	190	3.6158	1.10063	.07985		
Visit again	Yes	5	3.2000	1.48324	.66332	.965	0.02
	No	190	3.1684	1.19658	.08681		
Exploration	Yes	5	3.8000	1.64317	.73485	.841	0.10
	No	190	3.9579	1.05826	.07677		
Lifestyle	Yes	5	4.0000	1.22474	.54772	.893	0.06
	No	190	4.0789	.82877	.06013		
Social facilitation	Yes	5	3.2000	.83666	.37417	.124	0.72***
	No	190	3.9263	1.01044	.07331		
Value for money destination	Yes	5	4.4000	.54772	.24495	.890	0.05
	No	190	4.3632	.74159	.05380		
Favourable exchange rate	Yes	5	4.6000	.54772	.24495	.245	0.44**
	No	190	4.2632	.77269	.05606		
Accessible destination	Yes	5	4.4000	.54772	.24495	.340	0.36**
	No	190	4.1316	.74787	.05426		
Ideally located	Yes	5	4.2000	.83666	.37417	.614	0.25**

	No	190	3.9947	.67845	.04922		
International marketing	Yes	5	3.8000	.83666	.37417	.707	0.18
	No	190	3.6474	.82736	.06002		
Public transportation	Yes	5	3.4000	.54772	.24495	.194	0.31**
	No	190	3.0105	1.25984	.09140		
Available information	Yes	5	4.2000	.83666	.37417	.784	0.13
	No	190	4.0895	.71817	.05210		
Safe destination	Yes	5	4.0000	1.00000	.44721	.371	0.45**
	No	190	3.5474	.91163	.06614		
Wilderness Safaris	Yes	5	3.5500	.31375	.14031	.018*	0.51***
	No	190	3.0513	.97429	.07068		

*Statistical significant difference: $p \leq 0.05$ (Pallant, 2007:190).

Effect sizes are categorised as small (0.2 – 0.4)**; medium (0.5 – 0.8) *** and large (greater as 0.8) ****.

Based on Table C.77 there is a statistical difference between respondents who heard about Wilderness Safaris through Internet blogs and those who did not. The factor highlighting this difference is the factor *Wilderness Safaris* ($p = 0.018$). Respondents who heard about Wilderness Safaris through Internet blogs regarded this factor (mean value 3.55) more important than respondents who indicated otherwise.

C.2 RESULTS FROM THE ANOVAS

A One-Way-Analysis of Variance (ANOVAs) is used when there are three or more variables to determine how the independent variables measures against the dependent continuous variables (Pallant, 2001:187). ANOVAs and Tukey's post hoc multiple comparisons and effect sizes were used to determine were conducted to determine whether there are any significant demographic and behavioural characteristics in terms of the motivational factors as well as the Wilderness Safaris factor. Home language, marital status, country of residence, level of education, when the decision to travel to South-Africa was made as well as who initiated the trip were analysed. **Only** the results that had a statistical significance will be discussed in this section.

C.2.1 ANOVA results for Home language

Table C.78 shows statistically significant differences between the respondents based on the motivational factors *Education* ($p = 0.001$), *Variety of attractions* ($p = 0.013$), *Nature and wildlife* ($p = 0.023$), *Country attractiveness* ($p = 0.001$), *Favourable exchange rate* ($p = 0.001$), *Ideally located* ($p = 0.002$), *Available information* ($p = 0.011$) and *Safe destination* ($p = 0.029$). Regarding the factor *Education*, English-speaking respondents regarded this motive less important (mean value of 2.18) compared to Portuguese and Spanish-speaking respondents (mean values of 2.95 and 2.84 respectively) (however all three language groups rated this

factor as less important when interpreting the mean values on the Likert scale). English-speaking respondents regarded *Variety of attractions* (mean value 4.20) as a more important motive compared to Portuguese and Spanish-speaking respondents, while they also rated *Nature and wildlife* (mean value 4.43) higher compared to Spanish-speaking respondents. The motives *Favourable exchange rate* and *Ideally located* was also rated more important by English-speaking respondents (mean value 4.63 and 4.32 respectively) compared to Portuguese and Spanish-speaking respondents. The motive *Available information* was regarded more important by Portuguese-speaking respondents (mean value 4.29) compared to Spanish-speaking respondents (mean value 3.94) while the motive *Safe destination* was more important to Portuguese-speaking respondents compared to English-speaking respondents. The three groups rated the remaining factors similarly.

Table C.78: ANOVA results of factors and home language

Factors	Home language	N	Mean	Tukey's post hoc test	F-Ratio	Sig. level	Effect sizes		
							1 & 2	1 & 3	3 & 2
Escape	(1)English	41	4.45	a	2.385	.095	0.39**	0.35**	0.05
	(2)Portuguese	65	4.18	a					
	(3)Spanish	89	4.14	a					
Education	(1)English	41	2.18	a	7.244	.001*	0.63***	0.53***	0.11
	(2)Portuguese	65	2.95	b					
	(3)Spanish	89	2.84	b					
Variety of attractions	(1)English	41	4.20	a	4.409	.013*	0.40**	0.54***	0.15
	(2)Portuguese	65	4.02	b					
	(3)Spanish	89	3.95	b					
Nature and wildlife	(1)English	41	4.43	a	3.869	.023*	0.42**	0.46**	0.13
	(2)Portuguese	65	4.22	ab					
	(3)Spanish	89	4.14	b					
Unique country attributes	(1)English	41	4.41	a	1.719	.182	0.27**	0.32**	0.09
	(2)Portuguese	65	4.28	a					
	(3)Spanish	89	4.23	a					
Country attractiveness	(1)English	41	4.38	a	9.057	.001*	0.73***	0.72***	0.11
	(2)Portuguese	65	4.05	b					

	(3)Spanish	89	4.00	b					
Life dream	(1)English	41	3.56	a	.443	.643	0.12	0.18	0.04
	(2)Portuguese	65	3.43	a					
	(3)Spanish	89	3.39	a					
Spiritual experience	(1)English	41	3.49	a	.360	.698	0.09	0.16	0.07
	(2)Portuguese	65	3.58	a					
	(3)Spanish	89	3.66	a					
Visit again	(1)English	41	3.39	a	.973	.380	0.24**	0.18	0.07
	(2)Portuguese	65	3.06	a					
	(3)Spanish	89	3.15	a					
Exploration	(1)English	41	4.07	a	1.078	.342	0.03	0.21**	0.19
	(2)Portuguese	65	4.05	a					
	(3)Spanish	89	3.83	a					
Lifestyle	(1)English	41	4.17	a	.374	.689	0.11	0.16	0.05
	(2)Portuguese	65	4.08	a					
	(3)Spanish	89	4.03	a					
Social facilitation	(1)English	41	4.10	a	2.938	.055	0.05	0.35**	0.30**
	(2)Portuguese	65	4.05	a					
	(3)Spanish	89	3.72	a					
Value for money destination	(1)English	41	4.56	a	1.950	.145	0.31**	0.33**	0.06

	(2)Portuguese	65	4.34	a					
	(3)Spanish	89	4.29	a					
Favourable exchange rate	(1)English	41	4.63	a	7.183	.001*	0.51***	0.62***	0.21**
	(2)Portuguese	65	4.28	b					
	(3)Spanish	89	4.10	b					
Accessible destination	(1)English	41	4.34	a	2.111	.124	0.28**	0.36**	0.09
	(2)Portuguese	65	4.12	a					
	(3)Spanish	89	4.06	a					
Ideally located	(1)English	41	4.32	a	6.301	.002*	0.49**	0.67***	0.13
	(2)Portuguese	65	3.97	b					
	(3)Spanish	89	3.88	b					
International marketing	(1)English	41	3.49	a	2.583	.078	0.39**	0.12	0.29**
	(2)Portuguese	65	3.83	a					
	(3)Spanish	89	3.60	a					
Public transportation	(1)English	41	2.80	a	1.189	.307	0.27**	0.14	0.15
	(2)Portuguese	65	3.18	a					
	(3)Spanish	89	3.00	a					
Available information	(1)English	41	4.10	ab	4.574	.011*	0.30**	0.20**	0.45**
	(2)Portuguese	65	4.29	a					
	(3)Spanish	89	3.94	b					

Safe destination	(1)English	41	3.24	a	3.612	.029*	0.49**	0.35**	0.08
	(2)Portuguese	65	3.72	b					
	(3)Spanish	89	3.58	ab					
Wilderness Safaris	(1)English	41	2.79	a	2.278	.105	0.26**	0.32**	0.08
	(2)Portuguese	65	3.10	a					
	(3)Spanish	89	3.17	a					

*Statistical significant difference: $p \leq 0.05$

Effect sizes: ** small effect: $d=0.2$; ***medium effect: $d=0.5$ and ****large effect: $d=0.8$

^a Group varies significantly from the variable (in row) where ^b is indicated

C.2.2 ANOVA results of factors and marital status

Based on Table C.79 there are statistical differences between respondents based on motivational factors *Education* ($p = 0.008$), *Spiritual experience* ($p = 0.032$) and *International marketing* ($p = 0.006$). Regarding the factor *Education*, divorced respondents regarded this factor a more important motive (mean value 3.59) when compared to respondents who have indicated otherwise. Single respondents regarded *Spiritual experience* (mean value 4.07) a more important motive than respondents who indicated they were living together. Divorced and single respondents also regarded *International marketing* (mean value 3.82 and 3.81 respectively) a more important motive than respondents living together. The five marital status groups rated the remaining factors similarly.

Table C.79: ANOVA results of factors and marital status

Factors	Marital status	N	Mean	Tukey's post hoc test	F-Ratio	Sig. level	Effect size									
							1 & 2	1 & 3	1 & 4	1 & 5	2 & 3	2 & 4	2 & 5	3 & 4	3 & 5	4 & 5
Escape	(1)Single	27	4.22	a	1.785	.133	0.02	0.02	0.02	0.04	0.05	0.07	0.02	0.01	0.07	0.08
	(2)In a relationship	12	4.31	a												
	(3)Married	12	4.08	a												
	(4)Living together	15	3.80	a												
	(5)Divorced	17	4.06	a												
Education	(1)Single	27	2.54	a	3.558	.008*	0.04	0.01	0.50** *	0.58** *	0.04	0.46**	0.56** *	0.51** *	0.58** *	0.33**
	(2)In a relationship	12	2.73	a												
	(3)Married	12	2.25	a												
	(4)Living together	15	2.63	a												
	(5)Divorced	17	3.59	b												
Variety of attractions	(1)Single	27	4.06	a	1.405	.234	0.04	0.05	0.01	0.01	0.08	0.03	0.04	0.06	0.04	0.02
	(2)In a relationship	12	4.03	a												
	(3)Married	12	4.10	a												
	(4)Living together	15	3.76	a												
	(5)Divorced	17	4.07	a												
Nature and wildlife	(1)Single	27	4.31	a	1.048	.384	0.04	0.01	0.03	0.01	0.04	0.08	0.05	0.03	0.01	0.02
	(2)In a relationship	12	4.25	a												
	(3)Married	12	4.11	a												
	(4)Living together	15	3.98	a												
	(5)Divorced	17	4.24	a												
	(1)Single	27	4.21	a	.368	.832	0.01	0.05	0.10	0.03	0.04	0.11	0.03	0.03	0.02	0.06

Unique country attributes	(2)In a relationship	12 4	4.32	a												
	(3)Married	12	4.31	a												
	(4)Living together	15	4.20	a												
	(5)Divorced	17	4.25	a												
Country attractiveness	(1)Single	27	4.14	a	.532	.712	0.06	0.02	0.02	0.02	0.08	0.08	0.07	0.01	0.01	0.01
	(2)In a relationship	12 4	4.11	a												
	(3)Married	12	4.02	a												
	(4)Living together	15	3.93	a												
	(5)Divorced	17	4.13	a												
Life dream	(1)Single	27	3.81	a	1.436	.223	0.33* *	0.20**	0.07	0.10	0.13	0.52** *	0.12	0.13	0.03	0.05
	(2)In a relationship	12 4	3.36	a												
	(3)Married	12	3.25	a												
	(4)Living together	15	3.47	a												
	(5)Divorced	17	3.53	a												
Spiritual experience	(1)Single	27	4.07	b	2.707	.032*	0.33* *	0.06	0.40**	0.07	0.39* *	0.14	0.26**	0.47**	0.13	0.34**
	(2)In a relationship	12 4	3.53	ab												
	(3)Married	12	3.75	ab												
	(4)Living together	15	3.00	a												
	(5)Divorced	17	3.76	ab												
Visit again	(1)Single	27	2.67	a	1.735	.144	0.38* *	0.38**	0.65**	0.57** *	0.19	0.27**	0.19	0.06	0.10	0.08
	(2)In a relationship	12 4	3.30	a												
	(3)Married	12	3.33	a												
	(4)Living together	15	3.00	a												

	(5)Divorced	17	3.06	a													
Exploration	(1)Single	27	4.30	a	2.327	.058	0.30* *	0.04	0.09	0.01	0.17	0.44**	0.16	0.02	0.03	0.05	
	(2)In a relationship	12 4	3.83	a													
	(3)Married	12	4.17	a													
	(4)Living together	15	3.67	a													
	(5)Divorced	17	4.41	a													
Lifestyle	(1)Single	27	4.41	a	1.484	.209	0.16	0.11	0.03	0.08	0.05	0.29**	0.12	0.14	0.03	0.17	
	(2)In a relationship	12 4	4.04	a													
	(3)Married	12	3.92	a													
	(4)Living together	15	4.13	a													
	(5)Divorced	17	3.88	a													
Social facilitation	(1)Single	27	4.15	ab	2.183	.072	0.23* *	0.11	0.09	0.16	0.13	0.29**	0.40**	0.02	0.27**	0.25**	
	(2)In a relationship	12 4	3.87	ab													
	(3)Married	12	3.67	ab													
	(4)Living together	15	3.47	a													
	(5)Divorced	17	4.35	b													
Value for money destination	(1)Single	27	4.44	a	1.213	.307	0.08	0.05	0.03	0.07	0.12	0.34**	0.15	0.03	0.01	0.04	
	(2)In a relationship	12 4	4.32	a													
	(3)Married	12	4.58	a													
	(4)Living together	15	4.13	a													
	(5)Divorced	17	4.59	a													
Favourable exchange rate	(1)Single	27	4.15	a	1.214	.306	0.02	0.07	0.03	0.05	0.09	0.01	0.06	0.09	0.02	0.07	
	(2)In a relationship	12 4	4.35	a													
	(3)Married	12	4.25	a													

	(4)Living together	15	3.93	a												
	(5)Divorced	17	4.24	a												
Accessible destination	(1)Single	27	4.22	a	.372	.828	0.08	0.04	0.03	0.01	0.10	0.12	0.12	0.01	0.04	0.04
	(2)In a relationship	12 4	4.11	a												
	(3)Married	12	4.33	a												
	(4)Living together	15	4.13	a												
	(5)Divorced	17	4.06	a												
Ideally located	(1)Single	27	4.04	a	.090	.985	0.11	0.04	0.03	0.04	0.11	0.10	0.03	0.02	0.08	0.07
	(2)In a relationship	12 4	4.01	a												
	(3)Married	12	4.00	a												
	(4)Living together	15	3.93	a												
	(5)Divorced	17	3.94	a												
International marketing	(1)Single	27	3.81	b	3.714	.006*	0.27* *	0.21**	0.40**	0.04	0.08	0.27**	0.13	0.19	0.18	0.31**
	(2)In a relationship	12 4	3.71	ab												
	(3)Married	12	3.17	ab												
	(4)Living together	15	3.07	a												
	(5)Divorced	17	3.82	b												
Public transportation	(1)Single	27	3.30	a	1.419	.229	0.49* *	0.56** *	0.46**	0.11	0.07	0.03	0.59** *	0.10	0.66** *	0.56** *
	(2)In a relationship	12 4	3.03	a												
	(3)Married	12	2.50	a												
	(4)Living together	15	2.60	a												
	(5)Divorced	17	3.24	a												
	(1)Single	27	3.96	a	1.457	.217	0.04	0.13	0.06	0.11	0.10	0.01	0.08	0.09	0.02	0.07

Available information	(2)In a relationship	12 4	4.16	a													
	(3)Married	12	4.08	a													
	(4)Living together	15	3.73	a													
	(5)Divorced	17	4.12	a													
Safe destination	(1)Single	27	3.63	a	.353	.842	0.15	0.08	0.02	0.02	0.07	0.17	0.12	0.10	0.07	0.01	
	(2)In a relationship	12 4	3.53	a													
	(3)Married	12	3.42	a													
	(4)Living together	15	3.53	a													
	(5)Divorced	17	3.76	a													
Wilderness Safaris	(1)Single	27	3.16	a	.272	.896	0.19	0.05	0.13	0.17	0.24* *	0.32**	0.35**	0.08	0.12	0.04	
	(2)In a relationship	12 4	3.07	a													
	(3)Married	12	2.90	a													
	(4)Living together	15	2.91	a													
	(5)Divorced	17	3.13	a													

*Statistical significant difference: $p \leq 0.05$

Effect sizes: ** small effect: $d=0.2$; ***medium effect: $d=0.5$ and ****large effect: $d=0.8$

^a Group varies significantly from the variable (in row) where ^b is indicated

C.2.3 ANOVA results of factors and country of residence

Based on Table C.80 there are statistical differences between respondents based on motivational factors *Nature and wildlife* ($p = 0.031$, although Tukey's post hoc tests indicated no significant differences), *Social facilitation* ($p = 0.004$) and *International marketing* ($p = 0.008$). *Social facilitation*, respondents from Peru rated the factor lower (mean value 3.30) than respondents from Argentina (mean value 4.20) and Colombia (mean value 3.76). Respondents from Mexico (mean value 3.82) were motivated more by the factor *International marketing* compared to respondents from Argentina (mean value 3.27). The six groups rated the remaining factors similarly.

Table C.80: ANOVA results of factors and country of residence

Country of residence		N	Mean	Tukey's B	F-Ratio	Sig. level	Effect sizes														
							1 & 2	1 & 3	1 & 4	1 & 5	1 & 6	2 & 3	2 & 4	2 & 5	2 & 6	3 & 4	3 & 5	3 & 6	4 & 5	4 & 6	5 & 6
Escape	(1)Argentina	30	4.10	a	.751	.586	0.05	0.02	0.03	0.10	0.06	0.03	0.07	0.06	0.02	0.05	0.08	0.01	0.12	0.08	0.07
	(2)Peru	23	4.26	a																	
	(3)Chile	24	4.17	a																	
	(4)Brazil	73	4.24	a																	
	(5)Mexico	23	4.46	a																	
	(6)Colombia	17	4.06	a																	
Education	(1)Argentina	30	2.72	a	.340	.888	0.07	0.12	0.03	0.04	0.34**	0.19	0.04	0.10	0.41**	0.15	0.08	0.22**	0.07	0.37**	0.31**
	(2)Peru	23	2.54	a																	
	(3)Chile	24	2.79	a																	
	(4)Brazil	73	2.85	a																	
	(5)Mexico	23	2.67	a																	
	(6)Colombia	17	2.85	a																	
Variety of attractions	(1)Argentina	30	4.09	a	1.198	.312	0.01	0.07	0.04	0.01	0.01	0.08	0.04	0.01	0.03	0.04	0.07	0.05	0.03	0.02	0.02
	(2)Peru	23	4.08	a																	
	(3)Chile	24	3.88	a																	
	(4)Brazil	73	4.04	a																	
	(5)Mexico	23	4.07	a																	
	(6)Colombia	17	3.87	a																	
Nature and wildlife	(1)Argentina	30	4.38	No significant differences	2.526	.031*	0.01	0.15	0.06	0.02	0.03	0.14	0.05	0.01	0.02	0.09	0.13	0.12	0.04	0.03	0.01
	(2)Peru	23	4.30																		
	(3)Chile	24	3.93																		
	(4)Brazil	73	4.26																		
	(5)Mexico	23	4.26																		

	(6)Colombia	17	4.00																		
Unique country attributes	(1)Argentina	30	4.40	a	1.270	.279	0.01	0.09	0.05	0.02	0.01	0.09	0.05	0.01	0.01	0.04	0.07	0.09	0.04	0.05	0.01
	(2)Peru	23	4.35	a																	
	(3)Chile	24	4.08	a																	
	(4)Brazil	73	4.30	a																	
	(5)Mexico	23	4.33	a																	
	(6)Colombia	17	4.18	a																	
Country attractiveness	(1)Argentina	30	4.03	a	.790	.558	0.06	0.06	0.02	0.02	0.06	0.11	0.08	0.03	0.01	0.04	0.08	0.11	0.03	0.08	0.02
	(2)Peru	23	4.18	a																	
	(3)Chile	24	3.94	a																	
	(4)Brazil	73	4.11	a																	
	(5)Mexico	23	4.17	a																	
	(6)Colombia	17	4.09	a																	
Life dream	(1)Argentina	30	3.37	a	.173	.972	0.16	0.06	0.01	0.05	0.22**	0.10	0.34**	0.06	0.11	0.07	0.01	0.16	0.06	0.45**	0.09
	(2)Peru	23	3.52	a																	
	(3)Chile	24	3.46	a																	
	(4)Brazil	73	3.41	a																	
	(5)Mexico	23	3.48	a																	
	(6)Colombia	17	3.59	a																	
Spiritual experience	(1)Argentina	30	3.73	a	.833	.528	0.11	0.04	0.18	0.02	0.15	0.14	0.29**	0.12	0.26**	0.14	0.02	0.11	0.33**	0.06	0.27**
	(2)Peru	23	3.91	a																	
	(3)Chile	24	3.67	a																	
	(4)Brazil	73	3.55	a																	
	(5)Mexico	23	3.74	a																	
	(6)Colombia	17	3.29	a																	
Visit again	(1)Argentina	30	3.63	a	1.322	.257	0.57***	0.71***	0.68***	0.38**	0.61***	0.14	0.11	0.18	0.04	0.03	0.32**	0.10	0.29**	0.07	0.22**
	(2)Peru	23	3.00	a																	

	(3)Chile	24	3.04	a																	
	(4)Brazil	73	3.14	a																	
	(5)Mexico	23	3.13	a																	
	(6)Colombia	17	2.88	a																	
Exploration	(1)Argentina	30	3.97	a	1.464	.204	0.02	0.54 ***	0.08	0.05	0.22 **	0.52 ***	0.07	0.06	0.24 **	0.45 **	0.32 **	0.75 ***	0.10	0.30 **	0.06
	(2)Peru	23	3.91	a																	
	(3)Chile	24	3.42	a																	
	(4)Brazil	73	4.08	a																	
	(5)Mexico	23	4.00	a																	
	(6)Colombia	17	4.06	a																	
Lifestyle	(1)Argentina	30	4.10	a	.089	.994	0.03	0.03	0.02	0.02	0.06	0.06	0.08	0.03	0.04	0.01	0.04	0.09	0.06	0.13	0.07
	(2)Peru	23	4.04	a																	
	(3)Chile	24	4.04	a																	
	(4)Brazil	73	4.12	a																	
	(5)Mexico	23	4.09	a																	
	(6)Colombia	17	4.00	a																	
Social facilitation	(1)Argentina	30	4.20	b	3.607	.004*	0.33 **	0.26 **	0.14	0.08	0.05	0.07	0.38 **	0.41 **	0.58 ***	0.12	0.34 **	0.22 **	0.22 **	0.19	0.13
	(2)Peru	23	3.30	a																	
	(3)Chile	24	3.63	ab																	
	(4)Brazil	73	3.99	ab																	
	(5)Mexico	23	4.30	ab																	
	(6)Colombia	17	3.76	b																	
Value for money destination	(1)Argentina	30	4.27	a	.324	.898	0.05	0.01	0.05	0.05	0.25 **	0.05	0.08	0.01	0.03	0.03	0.05	0.09	0.08	0.17	0.03
	(2)Peru	23	4.48	a																	
	(3)Chile	24	4.33	a																	
	(4)Brazil	73	4.37	a																	
	(5)Mexico	23	4.48	a																	

	(6)Colombia	17	4.35	a																	
Favourable exchange rate	(1)Argentina	30	4.07	a	1.812	.112	0.07	0.07	0.02	0.07	0.11	0.14	0.05	0.01	0.04	0.08	0.13	0.18	0.05	0.09	0.04
	(2)Peru	23	4.35	a																	
	(3)Chile	24	3.92	a																	
	(4)Brazil	73	4.33	a																	
	(5)Mexico	23	4.39	a																	
	(6)Colombia	17	4.41	a																	
Accessible destination	(1)Argentina	30	4.17	a	.702	.623	0.04	0.07	0.05	0.04	0.03	0.08	0.07	0.08	0.07	0.02	0.01	0.01	0.01	0.01	0.01
	(2)Peru	23	4.30	a																	
	(3)Chile	24	4.00	a																	
	(4)Brazil	73	4.19	a																	
	(5)Mexico	23	4.04	a																	
	(6)Colombia	17	4.00	a																	
Ideally located	(1)Argentina	30	4.17	a	1.304	.264	0.02	0.15	0.08	0.05	0.08	0.13	0.07	0.03	0.06	0.07	0.11	0.07	0.04	0.01	0.03
	(2)Peru	23	4.09	a																	
	(3)Chile	24	3.75	a																	
	(4)Brazil	73	4.01	a																	
	(5)Mexico	23	4.00	a																	
	(6)Colombia	17	3.82	a																	
International marketing	(1)Argentina	30	3.27	a	3.240	.008*	0.16	0.15	0.19	0.23**	0.33**	0.05	0.03	0.12	0.18	0.03	0.07	0.07	0.10	0.15	0.01
	(2)Peru	23	3.48	ab																	
	(3)Chile	24	3.79	ab																	
	(4)Brazil	73	3.77	ab																	
	(5)Mexico	23	4.00	b																	
	(6)Colombia	17	3.82	ab																	
Public transportation	(1)Argentina	30	3.00	a	.855	.512	0.20**	0.38**	0.13	0.20**	0.12	0.59***	0.08	0.41**	0.08	0.51***	0.18	0.51***	0.33**	0.01	0.33**
	(2)Peru	23	2.74	a																	

	(3)Chile	24	3.42	a																	
	(4)Brazil	73	3.08	a																	
	(5)Mexico	23	3.13	a																	
	(6)Colombia	17	2.82	a																	
Available information	(1)Argentina	30	3.93	a	2.071	.071	0.03	0.05	0.08	0.10	0.11	0.02	0.05	0.08	0.08	0.03	0.06	0.08	0.04	0.03	0.02
	(2)Peru	23	3.91	a																	
	(3)Chile	24	4.00	a																	
	(4)Brazil	73	4.23	a																	
	(5)Mexico	23	4.35	a																	
	(6)Colombia	17	3.94	a																	
Safe destination	(1)Argentina	30	3.60	a	.244	.942	0.05	0.09	0.01	0.02	0.01	0.04	0.05	0.03	0.04	0.09	0.07	0.08	0.02	0.01	0.01
	(2)Peru	23	3.61	a																	
	(3)Chile	24	3.58	a																	
	(4)Brazil	73	3.66	a																	
	(5)Mexico	23	3.52	a																	
	(6)Colombia	17	3.41	a																	
Wilderness Safaris	(1)Argentina	30	3.21	a	1.091	.367	0.35 **	0.04	0.26 **	0.17	0.06	0.31 **	0.09	0.52 ***	0.41 **	0.22 **	0.21 **	0.10	0.43 **	0.33 **	0.11
	(2)Peru	23	2.75	a																	
	(3)Chile	24	3.20	a																	
	(4)Brazil	73	3.08	a																	
	(5)Mexico	23	3.34	a																	
	(6)Colombia	17	3.10	a																	

*Statistical significant difference: $p \leq 0.05$

Effect sizes: ** small effect: $d=0.2$; ***medium effect: $d=0.5$ and ****large effect: $d=0.8$

^a Group varies significantly from the variable (in row) where ^b is indicated

C.2.4 ANOVA results of factors and level of education

Based on Table C.81 there are statistical differences between respondents based on motivational factors *Escape* ($p = 0.005$), *Nature and wildlife* ($p = 0.004$), *Unique country attributes* ($p = 0.012$), *Country attractiveness* ($p = 0.001$; although Tukey's post hoc tests indicated no significant difference), *Spiritual experience* ($p = 0.011$), *Favourable exchange rate* ($p = 0.010$) and *Wilderness Safaris* ($p = 0.024$; although Tukey's post hoc tests indicated no significant differences). *Safe destination* was not significant ($p = 0.060$), however Tukey's post hoc tests indicated significant differences. Respondents with a High school diploma (mean value 3.82) rated the factor lower than respondents with a Professional (mean value 4.45) or Other qualification (mean value 4.45). *Nature and wildlife* was rated significantly higher by respondents with a Professional qualification (mean value 4.44) than respondents with a University/College diploma or degree. Respondents with a Professional qualification (mean value 4.31) were motivated more by *Country attractiveness* than respondents with a high school diploma (mean value 3.98) and with a University/College diploma of degree (mean value 3.95). The motive *Spiritual experience* was rated a more important motive (mean value 4.13) than respondents with a Professional and Other qualification (mean values 3.45 and 3.33 respectively). Respondents with a Professional qualification rate the factor *Favourable exchange rate* (mean value 4.57) a more important motive than respondents with a High school diploma (mean value 4.00). Conversely, respondents with a High school diploma regarded the motive *Safe destination* (mean value 3.94) more important than respondents with a Professional qualification (mean value 3.36). The remaining factors were rated similarly by the four education groups.

Table C.81: ANOVA results of factors and level of education

	Level of education	N	Mean	Tukey's B	F-Ratio	Sig. level	Effect sizes					
							1 & 2	1 & 3	1 & 4	2 & 3	2 & 4	3 & 4
Escape	(1)High school diploma	31	3.82	a	4.445	.005*	0.16	0.15	0.21**	0.06	0.12	0.06
	(2)University / College Diploma or Degree	76	4.19	ab								
	(3)Professional	44	4.31	b								
	(4)Other	43	4.45	b								
Education	(1)High school diploma	31	3.00	a	1.763	.156	0.27**	0.46**	0.35**	0.19	0.07	0.11
	(2)University / College Diploma or Degree	76	2.86	a								
	(3)Professional	44	2.51	a								
	(4)Other	43	2.60	a								
Variety of attractions	(1)High school diploma	31	3.95	a	2.657	.050	0.01	0.07	0.02	0.09	0.03	0.05
	(2)University / College Diploma or Degree	76	3.94	a								
	(3)Professional	44	4.17	a								
	(4)Other	43	4.05	a								
Nature and wildlife	(1)High school diploma	31	4.25	ab	4.605	.004*	0.05	0.06	0.01	0.13	0.07	0.05
	(2)University / College Diploma or Degree	76	4.06	a								
	(3)Professional	44	4.44	b								
	(4)Other	43	4.27	ab								
Unique country attributes	(1)High school diploma	31	4.18	a	3.768	.012*	0.01	0.07	0.05	0.10	0.06	0.02
	(2)University / College Diploma or Degree	76	4.17	a								
	(3)Professional	44	4.45	a								
	(4)Other	43	4.38	a								
Country attractiveness	(1)High school diploma	31	3.98	a	6.281	.001*	0.01	0.10	0.06	0.12	0.08	0.04
	(2)University / College Diploma or Degree	76	3.95	a								

	(3)Professional	44	4.31	b									
	(4)Other	43	4.20	ab									
Life dream	(1)High school diploma	31	3.45	a	.928	.428	0.02	0.05	0.09	0.14	0.14	0.28**	
	(2)University / College Diploma or Degree	76	3.49	a									
	(3)Professional	44	3.55	a									
	(4)Other	43	3.23	a									
Spiritual experience	(1)High school diploma	31	4.13	b	3.814	.011*	0.27**	0.34**	0.43**	0.13	0.31**	0.18	
	(2)University / College Diploma or Degree	76	3.66	ab									
	(3)Professional	44	3.45	a									
	(4)Other	43	3.33	a									
Visit again	(1)High school diploma	31	3.13	a	.402	.752	0.20**	0.04	0.23**	0.24**	0.43**	0.19	
	(2)University / College Diploma or Degree	76	3.11	a									
	(3)Professional	44	3.18	a									
	(4)Other	43	3.35	a									
Exploration	(1)High school diploma	31	3.84	a	.194	.900	0.04	0.07	0.08	0.03	0.08	0.01	
	(2)University / College Diploma or Degree	76	3.99	a									
	(3)Professional	44	4.00	a									
	(4)Other	43	3.91	a									
Lifestyle	(1)High school diploma	31	3.81	a	1.818	.145	0.07	0.18	0.07	0.11	0.02	0.05	
	(2)University / College Diploma or Degree	76	4.07	a									
	(3)Professional	44	4.25	a									
	(4)Other	43	4.14	a									
Social facilitation	(1)High school diploma	31	3.97	a	.457	.713	0.06	0.12	0.02	0.10	0.08	0.19	
	(2)University / College Diploma or Degree	76	3.96	a									
	(3)Professional	44	3.75	a									
	(4)Other	43	3.91	a									

Value for money destination	(1)High school diploma	31	4.26	a	2.591	.054	0.03	0.08	0.04	0.11	0.07	0.04
	(2)University / College Diploma or Degree	76	4.22	a								
	(3)Professional	44	4.57	a								
	(4)Other	43	4.47	a								
Favourable exchange rate	(1)High school diploma	31	4.00	a	3.875	.010*	0.03	0.14	0.06	0.12	0.04	0.08
	(2)University / College Diploma or Degree	76	4.20	ab								
	(3)Professional	44	4.57	b								
	(4)Other	43	4.28	ab								
Accessible destination	(1)High school diploma	31	4.23	a	.851	.467	0.11	0.01	0.07	0.12	0.01	0.08
	(2)University / College Diploma or Degree	76	4.08	a								
	(3)Professional	44	4.25	a								
	(4)Other	43	4.05	a								
Ideally located	(1)High school diploma	31	4.00	a	2.336	.075	0.06	0.03	0.07	0.14	0.13	0.03
	(2)University / College Diploma or Degree	76	3.86	a								
	(3)Professional	44	4.05	a								
	(4)Other	43	4.19	a								
International marketing	(1)High school diploma	31	3.84	a	1.620	.186	0.13	0.04	0.05	0.13	0.12	0.01
	(2)University / College Diploma or Degree	76	3.50	a								
	(3)Professional	44	3.73	a								
	(4)Other	43	3.72	a								
Public transportation	(1)High school diploma	31	3.35	a	.954	.415	0.51***	0.43**	0.34**	0.08	0.17	0.09
	(2)University / College Diploma or Degree	76	3.00	a								
	(3)Professional	44	2.89	a								
	(4)Other	43	2.95	a								
	(1)High school diploma	31	4.00	a	2.383	.071	0.04	0.06	0.07	0.14	0.11	0.01

Available information	(2)University / College Diploma or Degree	76	3.96	a								
	(3)Professional	44	4.20	a								
	(4)Other	43	4.28	a								
Safe destination	(1)High school diploma	31	3.94	b	2.512	.060	0.14	0.17	0.11	0.05	0.03	0.08
	(2)University / College Diploma or Degree	76	3.55	ab								
	(3)Professional	44	3.36	a								
	(4)Other	43	3.51	ab								
Wilderness Safaris	(1)High school diploma	31	3.30	No significant difference	3.218	.024*	0.10	0.33**	0.35**	0.23**	0.25**	0.02
	(2)University / College Diploma or Degree	76	3.25									
	(3)Professional	44	2.82									
	(4)Other	43	2.86									

*Statistical significant difference: $p \leq 0.05$

Effect sizes: ** small effect: $d=0.2$; ***medium effect: $d=0.5$ and ****large effect: $d=0.8$

^a Group varies significantly from the variable (in row) where ^b is indicated

C.2.5 ANOVA results of factors and decision time period

Based on Table C.82 there are statistical differences between respondents based on motivational factors *Education* ($p = 0.010$), *Variety of attractions* ($p = 0.007$), *Nature and wildlife* ($p = 0.002$), *Country attractiveness* ($p = 0.002$), *Spiritual experience* ($p = 0.033$; although Tukey's post hoc tests indicated no significant difference), *Favourable exchange rate* ($p = 0.015$), *Ideally located* (insignificant $p = 0.068$; however Tukey's post hoc tests indicated significant differences), *International marketing* ($p = 0.001$), *Public transportation* ($p = 0.003$) and *Wilderness Safaris* ($p = 0.001$). Although the mean values are not high, respondents who made spontaneous decision to travel to South Africa rated *Education* significantly lower (mean value 1.75) than respondents who made plans a month in advance or 6 months in advance (mean values 2.72 and 2.87 respectively). Conversely, respondents who made a spontaneous decision were motivated more by *Nature and wildlife* (mean value 4.73) than respondents who made a decision more than a month or 6 months in advance (mean value 4.13 and 4.22 respectively). *Variety of attractions* (mean value 4.48) and *Country attractiveness* (mean value 4.65) were also rated higher by respondents who made a spontaneous decision compared to respondents who made a decision longer in advance. The factors *Lifestyle* (mean value 4.50) and *Ideally located* (mean value 4.50) were bigger motivators for spontaneous decision-makers than respondents who made the decision a month prior to the trip (mean value 3.77 and 3.89 respectively). Spontaneous decision-makers also rated the motive *Favourable exchange rate* significantly higher (mean value 4.90) than respondents who made the decision to travel to South Africa a month prior to the trip (mean value 4.12). Respondents who made their decision more than a month (mean value 3.85) or six months ago (mean value 3.71) were motivated more by *International marketing* than respondents who made a spontaneous decision (mean value 2.70). *Public transportation* (mean value 1.80) and the factor *Wilderness Safaris* (mean value 1.61) were also rated significantly lower by spontaneous decision-makers compared to respondents who made a decision longer in advance.

Table C.82: ANOVA results of factors and decision time period

Decision time period		N	Mean	Tukey's B	F-Ratio	Sig. level	Effect sizes					
							1 & 2	1 & 3	1 & 4	2 & 3	2 & 4	3 & 4
Escape	(1)Spontaneous decision	10	4.40	a	1.813	.146a	0.32**	0.31**	0.34**	0.05	0.02	0.03
	(2)A month ago	9	3.77	a								
	(3)More than a month ago	56	4.15	a								
	(4)More than 6 months ago	116	4.29	a								
Education	(1)Spontaneous decision	10	1.75	a	3.852	.010*	0.95****	0.27**	0.52***	0.68***	0.43**	0.25**
	(2)A month ago	9	2.72	b								
	(3)More than a month ago	56	2.58	ab								
	(4)More than 6 months ago	116	2.87	b								
Variety of attractions	(1)Spontaneous decision	10	4.48	a	4.181	.007*	0.07	0.17	0.17	0.12	0.12	0.01
	(2)A month ago	9	4.06	b								
	(3)More than a month ago	56	3.98	b								
	(4)More than 6 months ago	116	4.01	b								
Nature and wildlife	(1)Spontaneous decision	10	4.73	b	5.305	.002*	0.01	0.16	0.14	0.18	0.16	0.02
	(2)A month ago	9	4.55	ab								
	(3)More than a month ago	56	4.13	a								
	(4)More than 6 months ago	116	4.22	a								
Unique country attributes	(1)Spontaneous decision	10	4.63	b	1.833	.143a	0.05	0.14	0.13	0.10	0.10	0.01
	(2)A month ago	9	4.22	a								
	(3)More than a month ago	56	4.25	a								
	(4)More than 6 months ago	116	4.29	a								
Country attractiveness	(1)Spontaneous decision	10	4.65	b	5.122	.002*	0.10	0.19	0.18	0.11	0.10	0.02
	(2)A month ago	9	4.16	a								
	(3)More than a month ago	56	4.03	a								

	(4)More than 6 months ago	116	4.10	a								
Life dream	(1)Spontaneous decision	10	3.60	a	.222	.881a	0.35**	0.55***	1.26****	0.19	0.28**	0.08
	(2)A month ago	9	3.44	a								
	(3)More than a month ago	56	3.50	a								
	(4)More than 6 months ago	116	3.40	a								
Spiritual experience	(1)Spontaneous decision	10	3.10	a	2.963	.033*	0.03	0.32**	0.01	0.34**	0.02	0.32
	(2)A month ago	9	2.88	a								
	(3)More than a month ago	56	3.83	a								
	(4)More than 6 months ago	116	3.61	a								
Visit again	(1)Spontaneous decision	10	3.00	a	1.385	.249a	0.21**	1.33****	1.00****	1.12****	0.79****	0.33**
	(2)A month ago	9	3.22	a								
	(3)More than a month ago	56	2.91	a								
	(4)More than 6 months ago	116	3.29	a								
Exploration	(1)Spontaneous decision	10	4.20	a	.187	.905a	0.20**	0.39**	0.43**	0.19	0.22**	0.07
	(2)A month ago	9	3.88	a								
	(3)More than a month ago	56	3.94	a								
	(4)More than 6 months ago	116	3.96	a								
Lifestyle	(1)Spontaneous decision	10	4.50	b	1.322	.269a	0.27**	0.28**	0.29**	0.01	0.02	0.02
	(2)A month ago	9	3.77	a								
	(3)More than a month ago	56	4.07	ab								
	(4)More than 6 months ago	116	4.07	ab								
Social facilitation	(1)Spontaneous decision	10	3.40	a	1.548	.204a	0.02	0.20**	0.27**	0.22**	0.16	0.06
	(2)A month ago	9	3.66	a								
	(3)More than a month ago	56	3.87	a								
	(4)More than 6 months ago	116	4.01	a								
Value for money destination	(1)Spontaneous decision	10	4.30	a	.292	.831a	0.07	0.09	0.08	0.16	0.15	0.01
	(2)A month ago	9	4.44	a								

	(3)More than a month ago	56	4.32	a								
	(4)More than 6 months ago	116	4.41	a								
Favourable exchange rate	(1)Spontaneous decision	10	4.90	b	3.573	.015*	0.03	0.20**	0.17	0.23**	0.19	0.04
	(2)A month ago	9	4.44	ab								
	(3)More than a month ago	56	4.12	a								
	(4)More than 6 months ago	116	4.31	ab								
Accessible destination	(1)Spontaneous decision	10	4.50	a	1.578	.196a	0.04	0.27**	0.30**	0.23**	0.26**	0.03
	(2)A month ago	9	4.44	a								
	(3)More than a month ago	56	4.14	a								
	(4)More than 6 months ago	116	4.07	a								
Ideally located	(1)Spontaneous decision	10	4.50	b	2.409	.068a	0.08	0.20**	0.18	0.16	0.13	0.04
	(2)A month ago	9	4.00	ab								
	(3)More than a month ago	56	3.89	a								
	(4)More than 6 months ago	116	4.02	ab								
International marketing	(1)Spontaneous decision	10	2.70	a	7.721	.001*	0.34**	0.51**	0.41**	0.16	0.06	0.10
	(2)A month ago	9	3.22	ab								
	(3)More than a month ago	56	3.85	b								
	(4)More than 6 months ago	116	3.71	b								
Public transportation	(1)Spontaneous decision	10	1.80	a	4.877	.003*	1.55****	1.03****	0.62***	0.52***	0.93****	0.41**
	(2)A month ago	9	3.11	b								
	(3)More than a month ago	56	3.35	b								
	(4)More than 6 months ago	116	3.00	b								
Available information	(1)Spontaneous decision	10	3.80	a	1.040	.376a	0.03	0.09	0.06	0.09	0.09	0.01
	(2)A month ago	9	4.00	a								
	(3)More than a month ago	56	4.07	a								
	(4)More than 6 months ago	116	4.16	a								
	(1)Spontaneous decision	10	3.40	a	.388	.762a	0.21**	0.33**	0.33**	0.12	0.11	0.01

Safe destination	(2)A month ago	9	3.33	a								
	(3)More than a month ago	56	3.53	a								
	(4)More than 6 months ago	116	3.60	a								
Wilderness Safaris	(1)Spontaneous decision	10	1.61	a	9.464	.001*	1.09****	0.80****	0.80****	0.29**	0.30**	0.01
	(2)A month ago	9	2.80	b								
	(3)More than a month ago	56	3.15	b								
	(4)More than 6 months ago	116	3.16	b								

*Statistical significant difference: $p \leq 0.05$

Effect sizes: ** small effect: $d=0.2$; ***medium effect: $d=0.5$ and ****large effect: $d=0.8$

^a Group varies significantly from the variable (in row) where ^b is indicated

C.2.6 ANOVA results of factors and travel initiator

Based on Table C.83 there are statistical differences between respondents based on *Education* ($p = 0.001$), *Life dream* ($p = 0.025$) and *Social facilitation* ($p = 0.002$). The motive *Education* was rated higher by respondents whose trip was initiated by family (mean value 3.15) than respondents who were influenced otherwise. Respondents who initiated the trip themselves were motivated more by *Life dream* (mean value 3.90) than respondents motivated by friends (mean value 3.28) and a spouse (mean value 3.33). Unsurprisingly *Social facilitation* was rated a more important motive for respondents who's trip was initiated by family (mean value 4.23) than respondents who initiated the trip themselves (mean value 3.60) and by their spouses (mean value 3.61). The remaining factors were rated similarly by the four groups.

Table C.83: ANOVA result on Travel initiator

Travel initiator		N	Mean	Tukey's B	F-Ratio	Sig. level	Effect sizes					
							1 & 2	1 & 3	1 & 4	2 & 3	2 & 4	3 & 4
Escape	(1)Self	30	4.33	a	1.196	.313	0.15	0.01	0.14	0.09	0.02	0.08
	(2)Friends	53	4.12	a								
	(3)Spouse	39	4.38	a								
	(4)Family	71	4.19	a								
Education	(1)Self	30	2.53	a	5.426	.001*	0.12	0.15	0.44**	0.03	0.56***	0.59***
	(2)Friends	53	2.53	a								
	(3)Spouse	39	2.47	a								
	(4)Family	71	3.15	b								
Variety of attractions	(1)Self	30	4.11	a	1.878	.135	0.07	0.01	0.07	0.06	0.01	0.06
	(2)Friends	53	3.94	a								
	(3)Spouse	39	4.12	a								
	(4)Family	71	4.00	a								
Nature and wildlife	(1)Self	30	4.28	a	.343	.795	0.03	0.03	0.04	0.01	0.01	0.01
	(2)Friends	53	4.25	a								
	(3)Spouse	39	4.17	a								
	(4)Family	71	4.24	a								
Unique country attributes	(1)Self	30	4.28	a	.089	.966	0.02	0.01	0.04	0.01	0.02	0.03
	(2)Friends	53	4.32	a								
	(3)Spouse	39	4.30	a								
	(4)Family	71	4.27	a								
Country attractiveness	(1)Self	30	4.25	a	1.272	.285	0.07	0.04	0.08	0.04	0.01	0.05
	(2)Friends	53	4.07	a								
	(3)Spouse	39	4.12	a								

	(4)Family	71	4.05	a								
Life dream	(1)Self	30	3.90	b	3.191	.025*	0.37**	0.32**	0.28**	0.09	0.17	0.08
	(2)Friends	53	3.28	a								
	(3)Spouse	39	3.33	a								
	(4)Family	71	3.46	ab								
Spiritual experience	(1)Self	30	3.43	a	.917	.434	0.05	0.01	0.10	0.06	0.15	0.09
	(2)Friends	53	3.52	a								
	(3)Spouse	39	3.56	a								
	(4)Family	71	3.77	a								
Visit again	(1)Self	30	2.86	a	1.159	.327	0.13	0.04	0.15	0.17	0.02	0.19
	(2)Friends	53	3.26	a								
	(3)Spouse	39	3.05	a								
	(4)Family	71	3.29	a								
Exploration	(1)Self	30	4.33	a	1.795	.150	0.32**	0.23**	0.22**	0.09	0.10	0.03
	(2)Friends	53	3.79	a								
	(3)Spouse	39	3.89	a								
	(4)Family	71	4.00	a								
Lifestyle	(1)Self	30	4.26	a	1.711	.166	0.15	0.08	0.06	0.06	0.08	0.03
	(2)Friends	53	3.92	a								
	(3)Spouse	39	4.00	a								
	(4)Family	71	4.18	a								
Social facilitation	(1)Self	30	3.60	a	5.046	.002*	0.04	0.09	0.43**	0.08	0.17	0.52***
	(2)Friends	53	3.88	ab								
	(3)Spouse	39	3.61	a								
	(4)Family	71	4.23	b								
Value for money destination	(1)Self	30	4.30	a	.169	.917	0.05	0.02	0.04	0.03	0.01	0.02
	(2)Friends	53	4.37	a								

	(3)Spouse	39	4.38	a								
	(4)Family	71	4.40	a								
Favourable exchange rate	(1)Self	30	4.46	a	2.155	.095	0.10	0.03	0.14	0.07	0.04	0.11
	(2)Friends	53	4.24	a								
	(3)Spouse	39	4.43	a								
	(4)Family	71	4.12	a								
Accessible destination	(1)Self	30	4.13	a	.166	.919	0.07	0.02	0.07	0.08	0.02	0.09
	(2)Friends	53	4.09	a								
	(3)Spouse	39	4.20	a								
	(4)Family	71	4.14	a								
Ideally located	(1)Self	30	4.23	a	1.711	.166	0.13	0.09	0.12	0.04	0.03	0.02
	(2)Friends	53	3.88	a								
	(3)Spouse	39	4.00	a								
	(4)Family	71	3.98	a								
International marketing	(1)Self	30	3.56	a	.965	.410	0.07	0.01	0.05	0.07	0.09	0.02
	(2)Friends	53	3.56	a								
	(3)Spouse	39	3.61	a								
	(4)Family	71	3.78	a								
Public transportation	(1)Self	30	2.83	a	.519	.669	0.08	0.06	0.09	0.02	0.01	0.03
	(2)Friends	53	3.05	a								
	(3)Spouse	39	2.97	a								
	(4)Family	71	3.15	a								
Available information	(1)Self	30	4.13	a	.270	.847	0.04	0.01	0.03	0.06	0.02	0.04
	(2)Friends	53	4.03	a								
	(3)Spouse	39	4.15	a								
	(4)Family	71	4.12	a								
	(1)Self	30	3.76	a	1.154	.329	0.20**	0.09	0.13	0.11	0.07	0.03

Safe destination	(2)Friends	53	3.39	a									
	(3)Spouse	39	3.58	a									
	(4)Family	71	3.60	a									
Wilderness Safaris	(1)Self	30	2.74	a	1.946	.124	0.16	0.29**	0.24**	0.13	0.08	0.06	
	(2)Friends	53	3.05	a									
	(3)Spouse	39	3.10	a									
	(4)Family	71	3.23	a									

***Statistical significant difference: $p \leq 0.05$**

Effect sizes: ** small effect: $d=0.2$; *medium effect: $d=0.5$ and ****large effect: $d=0.8$**

^a Group varies significantly from the variable (in row) where ^b is indicated

C.3 RESULTS OF SPEARMAN'S RANK ORDER CORRELATIONS

The Spearman's Rank Order Correlations are applied to test for a rank order relationship between two quantitative variables. This is done when there is concern that one or both variables is ordinal (rather than interval) and/or not normally distributed or when the sample size is small. Thus, it is used in the same data situation as a Pearson's correlation, except that it is used when the data are either importantly non-normally distributed, the measurement scale of the dependent variable is ordinal (not interval or ratio), or from a too-small sample. In the case of the present research study, Spearman's Rank Order Correlations were used. Since a correlation is an effect size, Cohen (1988:79-81) indicated that there are three levels of interpreting the values in the correlation matrix with all values between 0 and 1 classified as $r = 0.10 - 0.29 = \text{small}$; $0.30 - 0.49 = \text{medium}$; $0.50 - 1.0 = \text{large}$. The next section discusses **only** the significant results as indicated in Table C.84 and Table C.85.

C.3.1 Spearman's rank order correlations between factors and questions

As shown in Table C.84 the following correlations were drawn between motivational factors and questions:

- Escape

There were small, positive correlations between the motive *Escape* and length of stay (CC (Correlation Coefficient) = .152; $p = 0.034$), spending on road transport ($CC = .141$; $p = 0.049$), spending on souvenirs and jewellery ($CC = .223$; $p = 0.002$) and spending on visas ($CC = .156$; $p = 0.030$) indicating that respondents who spent more nights in the country and who spend more on these spending categories were motivated more by the need to *Escape*.

- Education

There was a medium, positive correlation between the motive *Education* and age ($CC = .377$; $p = 0.001$) indicating that older respondents were more motivated by *Education*. There were small, positive correlations between the motive *Education* and the size of group ($CC = .251$; $p = 0.001$), people paying for in group ($CC = .291$; $p = 0.001$), spending on accommodation ($CC = .229$; $p = 0.001$) as well as on return flights to South Africa ($CC = .145$; $p = 0.044$) and times travelled per year ($CC = .298$; $p = 0.001$) indicating that the bigger the group, the more people the respondents paid for, who spent more on these spending categories and who travelled more on average were more motivated by *Education*.

- Variety of attractions

Small, positive correlations exist between the motive *Variety of attractions* and spending on clothes and footwear ($CC = .283$; $p = 0.001$) and souvenirs and jewellery ($CC = .172$; $p = 0.016$). This indicated that the more the respondents spent on these spending categories the more motivated they were by *Variety of attractions*. There was a small, negative correlation between *Variety of attractions* and times travelled per year ($CC = -.288$; $p = 0.001$) proving that the more respondents travelled during the year the less motivated they were by *Variety of attractions*.

- Nature and wildlife

There was a small, negative correlation between *Nature and wildlife* and times travelled per year ($CC = -.147$; $p = 0.041$) indicating that the more the respondents travelled during the year the less motivated they were by *Nature and wildlife*.

- Unique country attributes

Small, positive correlations are evident between *Unique country attributes* and spending on clothes and footwear ($CC = .238$; $p = 0.001$), road transport ($CC = .197$; $p = 0.006$) and souvenirs and jewellery ($CC = .188$; $p = 0.009$) confirming that the more respondents spent on these listed spending categories the more motivated they were by *Unique country attributes*.

- Country attractiveness

The statistics prove small, positive correlations between *Country attractiveness* and spending on clothes and footwear ($CC = .198$; $p = 0.006$), road transport ($CC = .150$; $p = 0.036$) and souvenirs and jewellery ($CC = .190$; $p = 0.008$) indicating that the more respondents spent on these spending categories the more motivated they were by *Country attractiveness*.

- Life dream

There was a small, negative correlation between *Life dream* and average travel per year ($CC = -.146$; $p = 0.042$) indicating that the more respondents travelled per year the less motivated they were by *Life dream*.

- Spiritual experience

Results show small, negative correlations between *Spiritual experience* and people paid for during travel ($CC = -.259$; $p = 0.001$), spending on road transport ($CC = -.238$; $p = 0.001$) and times travelled per year ($CC = -.216$; $p = 0.002$) verifying that the more people respondents paid for during their trip, who spent more on the spending category and who travelled more during the year were less motivated by *Spiritual experience*.

- Visit again

There were small, positive correlations between *Visit again* and age ($CC = .183$; $p = 0.010$), people paid for during trip ($CC = .197$; $p = 0.009$), food ($CC = .182$; $p = 0.011$), spending on road transport ($CC = .182$; $p = 0.011$) and average travel per year ($CC = .192$; $p = 0.007$) indicating that the older the respondents are, who spent more on the spending categories and who on average travelled more per year were motivated more by *Visit again*. There were also large, positive correlations between *Visit again* and previous visits ($CC = .549$; $p = 0.001$) and length of stay ($CC = .536$; $p = 0.001$) indicating that the more respondents visited South Africa and the longer they stayed in the country, the more motivated they were by *Visit again*.

- Exploration

There were small and medium negative correlations between *Exploration* and previous visits ($CC = -.399$; $p = 0.001$), length of stay ($CC = -.316$; $p = 0.001$) and people paid for during trip ($CC = -.164$; $p = 0.022$) indicating that the more respondents travelled to South Africa, the longer they stayed, and the more people that respondents had to pay for during the trip, the less motivated they were by *Exploration*.

- Lifestyle

There were small, negative correlations between *Lifestyle* and age ($CC = -.186$; $p = 0.009$) and average travel per year ($CC = -.146$; $p = 0.041$) indicating that the older the older the respondents were and the more times they travelled per year the less motivated they were by *Lifestyle*.

- Social facilitation

There was a medium, positive correlation between *Social facilitation* and group size ($CC = .380$; $p = 0.001$) proving that respondents who travelled in larger groups were more motivated by *Social facilitation*. There was also a small, negative correlation between *Social facilitation* and average travel per annum ($CC = -.161$; $p = 0.024$) indicating that the more travelling that respondents undertake per year, the less motivated they were by *Social facilitation*.

- Value for money destination

There was a small, positive correlation between *Value for money destination* and spending on road transport ($CC = .171$; $p = 0.017$) indicating that the more respondents spent on road transport the more they were motivated by *Value for money destination*.

- Favourable exchange rate

There was a small, negative correlation between *Favourable exchange rate* and age ($CC = -.252$; $p = 0.001$) indicating that the older the respondents were the less motivated they were by *Favourable exchange rate*.

- Accessible destination

There were small, negative correlations between *Accessible destination* and spending on accommodation ($CC = -.194$; $p = 0.007$) and average travel per year ($CC = -.185$; $p = 0.010$) indicating that the more respondents paid for accommodation and the more they travelled per year the less motivated they were by *Accessible destination*.

- Ideally located

There were small, negative correlations between *Ideally located* and age ($CC = -.170$; $p = 0.018$), spending on accommodation ($CC = -.149$; $p = 0.037$) and average travel per year ($CC = -.151$; $p = 0.035$) indicating that the older respondents were, the more they spent on accommodation and the more they travelled per year the less motivated they were by *Ideally located*. There was also a small, positive correlation between *Ideally located* and souvenirs and jewellery ($CC = .207$; $p = .004$) indicating that the more respondents spent on souvenirs and jewellery the more motivated they were by *Ideally located*.

- International marketing

There were small, negative correlations between *International marketing* and previous visits ($CC = -.157$; $p = 0.028$), duration of stay ($CC = -.163$; $p = 0.022$) and spending on souvenirs and jewellery ($CC = -.160$; $p = 0.026$) indicating that the more respondents visited South Africa, the longer they stayed and more they spent on souvenirs and jewellery the less motivated they were by *International marketing*. There were also small, positive correlations between *International marketing* and accommodation ($CC = .199$; $p = 0.005$), beverages ($CC = .224$; $p = 0.002$), return flights to South Africa ($CC = .150$; $p = 0.036$) and visas ($CC = .266$; $p = 0.001$) indicating that those respondents who spent more on these spending categories were more motivated by *International marketing*.

- Public transportation

There were small, negative correlations between *Public transportation* and road transport ($CC = -.233$; $p = 0.001$) and spending on souvenirs and jewellery ($CC = -.222$; $p = 0.002$) which confirms that the more respondents spent on these spending categories, the less motivated they were by *Public transportation*.

- Available information

There were small, positive correlations between *Available information* and number of people paid for ($CC = .220$; $p = 0.002$), spending on accommodation ($CC = .209$; $p = 0.003$), food ($CC = .163$; $p = 0.023$), beverages ($CC = .187$; $p = 0.009$), return flights to South Africa ($CC = .181$; $p = 0.011$), road transport ($CC = .216$; $p = 0.002$) and visas ($CC = .153$; $p = 0.033$) validating that the more people respondents had to pay for during their trip, and the more respondents have spent on the listed spending categories, the more motivated they were by *Available information*.

- Wilderness Safaris

Small, positive correlations were seen between *Wilderness Safaris* and number of people in a group ($CC = .266$; $p = 0.001$), duration of stay ($CC = .237$; $p = 0.001$), food ($CC = .205$; $p = 0.004$), spending on beverages ($CC = .194$; $p = 0.006$), return flights to South Africa ($CC = .143$; $p = 0.046$), visas ($CC = .199$; $p = 0.005$) and average travel per year ($CC = .216$; $p = 0.002$) indicating that respondents who travelled in bigger groups, stayed longer, spent more on these spending categories and travelled on average more in a year were motivated more by *Wilderness Safaris*.

Table C.84: Spearman's rank order correlations on motivational factors and questions

Factors		Age	How many times have you previously visited South Africa in the last four years?	During your last trip to South Africa, how many nights did you stay over in the country?	Including yourself, how many people are travelling in your group?	Including yourself, how many people are you paying for during your trip to South Africa?	Spending categories								On average how many times do you travel during a year?
							Accommodation	Food	Beverages	Clothes and footwear	Return flights to South Africa	Road transport (ground travel in South Africa)	Souvenirs and jewellery	Visas	
Escape	Correlation Coefficient	-.128	.086	.152*	-.043	.048	.007	.079	-.010	.122	.026	.141*	.223**	.156*	-.123
	Sig. (2-tailed)	.074	.234	.034	.547	.507	.926	.273	.886	.090	.716	.049	.002	.030	.086
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Education	Correlation Coefficient	.377**	.128	.087	.251**	.291**	.229**	.015	.028	-.076	.145*	-.039	-.117	.095	.298**
	Sig. (2-tailed)	.001	.074	.227	.001	.001	.001	.834	.696	.294	.044	.589	.105	.188	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Variety of attractions	Correlation Coefficient	-.126	-.014	.079	.001	-.044	-.032	.088	.033	.283**	.053	.053	.172*	-.036	-.228**
	Sig. (2-tailed)	.080	.841	.269	.987	.542	.655	.223	.644	.001	.465	.464	.016	.616	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Nature and wildlife	Correlation Coefficient	-.092	-.106	.002	-.010	-.110	-.111	-.053	-.111	.135	-.111	.078	.074	-.135	-.147*
	Sig. (2-tailed)	.203	.140	.973	.888	.126	.123	.464	.122	.061	.124	.281	.306	.060	.041
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Unique country attributes	Correlation Coefficient	-.116	-.035	.045	-.005	.050	.025	.058	-.009	.238**	.026	.197**	.188**	.027	-.071
	Sig. (2-tailed)	.107	.630	.534	.947	.484	.732	.424	.901	.001	.713	.006	.009	.712	.324
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Country attractiveness	Correlation Coefficient	-.140	-.030	.034	-.129	.004	-.035	.016	.002	.198**	-.004	.150*	.190**	.099	-.077
	Sig. (2-tailed)	.051	.679	.641	.073	.953	.630	.830	.977	.006	.954	.036	.008	.169	.287
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Life dream	Correlation Coefficient	-.089	-.106	-.076	-.069	-.083	-.120	-.092	-.105	-.098	-.059	-.057	-.041	-.121	-.146*
	Sig. (2-tailed)	.217	.141	.289	.341	.246	.094	.201	.145	.174	.413	.425	.572	.093	.042
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Spiritual experience	Correlation Coefficient	-.073	-.072	-.061	.110	-.259**	-.138	-.047	.029	-.027	-.003	-.238**	-.114	-.049	-.216**
	Sig. (2-tailed)	.307	.320	.399	.126	.001	.054	.512	.691	.710	.971	.001	.112	.493	.002
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Visit again	Correlation Coefficient	.183*	.549**	.536**	.094	.187**	.133	.182*	.058	.051	-.026	.182*	.117	.106	.192**
	Sig. (2-tailed)	.010	.001	.001	.190	.009	.064	.011	.418	.479	.721	.011	.103	.138	.007
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Exploration	Correlation Coefficient	-.057	-.399**	-.316**	-.004	-.164*	-.113	-.042	-.037	-.031	-.049	.001	-.006	-.058	-.112
	Sig. (2-tailed)	.426	.001	.001	.953	.022	.116	.558	.612	.670	.497	.993	.933	.422	.119
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Lifestyle	Correlation Coefficient	-.186**	.028	.063	.007	-.089	-.006	.089	.002	.094	-.041	.000	.096	.031	-.146*
	Sig. (2-tailed)	.009	.698	.384	.923	.216	.939	.214	.978	.189	.567	.994	.183	.663	.041
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Social facilitation	Correlation Coefficient	.020	-.022	.081	.380**	.071	-.030	.025	.025	.032	.044	.005	.039	-.009	-.161*
	Sig. (2-tailed)	.785	.761	.262	.001	.324	.680	.728	.727	.659	.538	.945	.585	.898	.024
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Value for money destination	Correlation Coefficient	-.007	-.114	-.040	.006	.015	.037	.089	-.004	.135	-.014	.171*	.073	.042	-.001
	Sig. (2-tailed)	.917	.113	.579	.933	.830	.606	.216	.955	.060	.843	.017	.308	.562	.987
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Favourable exchange rate	Correlation Coefficient	-.252**	-.079	-.073	-.107	-.033	.029	.053	-.010	.121	-.001	.138	.146*	.064	-.054
	Sig. (2-tailed)	.001	.273	.313	.137	.648	.691	.458	.894	.092	.989	.054	.042	.372	.455
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Accessible destination	Correlation Coefficient	-.119	-.029	.021	-.057	-.124	-.194**	-.017	-.103	.127	-.064	.003	.095	-.130	-.185**
	Sig. (2-tailed)	.097	.691	.768	.428	.085	.007	.819	.152	.076	.375	.967	.189	.070	.010
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Ideally located	Correlation Coefficient	-.170*	-.025	.069	-.085	-.076	-.149*	-.002	-.055	.126	-.073	.064	.207**	-.067	-.151*
	Sig. (2-tailed)	.018	.726	.339	.237	.292	.037	.974	.442	.078	.311	.371	.004	.355	.035
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
International marketing	Correlation Coefficient	.055	-.157*	-.163*	.094	.036	.199**	.021	.224**	.005	.150*	.003	-.160*	.266**	.024
	Sig. (2-tailed)	.444	.028	.022	.189	.613	.005	.766	.002	.949	.036	.962	.026	.001	.744
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Public transportation	Correlation Coefficient	.013	-.103	-.092	.117	-.096	-.013	-.051	.122	-.126	-.019	-.233**	-.222**	.085	-.111
	Sig. (2-tailed)	.860	.152	.199	.102	.181	.857	.478	.090	.080	.791	.001	.002	.238	.122
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Available information	Correlation Coefficient	.081	-.037	-.018	.035	.220**	.209**	.163*	.187**	.108	.181*	.216**	.119	.153*	.084
	Sig. (2-tailed)	.261	.608	.806	.623	.002	.003	.023	.009	.132	.011	.002	.097	.033	.241
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Safe destination	Correlation Coefficient	.021	-.018	-.013	-.047	-.034	-.013	.001	.023	.032	.060	-.078	-.011	.029	-.097
	Sig. (2-tailed)	.775	.803	.860	.510	.640	.854	.989	.744	.653	.409	.279	.878	.687	.176
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Wilderness Safaris	Correlation Coefficient	.091	.266**	.237**	.064	.130	.115	.205**	.194**	.054	.143*	.018	.022	.199**	.216**
	Sig. (2-tailed)	.208	.001	.001	.377	.070	.111	.004	.006	.452	.046	.807	.765	.005	.002
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Cohen (1988:79-81) indicated that there are three levels of interpreting the values in the correlation matrix with all values between 0 and 1 classified as $r = 0.10 - 0.29 = \text{small}^*$; $0.30 - 0.49 = \text{medium}^{**}$; $0.50 - 1.0 = \text{large}^{***}$

C.3.2 Spearman's rank order correlations between the identified factors

As shown in Table C.85 the following correlations were drawn between the motivational factors:

- Escape

There was small, positive correlations between *Escape* and *Nature and wildlife* ($CC = .172$; $p = 0.016$), *Social facilitation* ($CC = .209$; $p = 0.003$), *Value for money destination* ($CC = .210$; $p = 0.003$), and *Accessible destination* ($CC = .167$; $p = 0.020$) indicating that the more respondents travelled for these factors the more motivated they were by *Escape*. There were medium, positive correlations between *Escape* and *Variety of attractions* ($CC = .289$; $p = 0.001$), *Unique country attributes* ($CC = .297$; $p = 0.001$), *Country attractiveness* ($CC = .277$; $p = 0.001$), *Exploration* ($CC = .279$; $p = 0.001$), *Favourable exchange rate* ($CC = .267$; $p = 0.001$), *Lifestyle* ($CC = .360$; $p = 0.001$) and *Ideally located* ($CC = .292$; $p = 0.001$) indicating that respondents who travelled because of the these factors were more motivated by *Escape*. There was also a small, negative correlations between *Public transportation* ($CC = -.180$; $p = 0.012$) and a medium, negative correlation between *Escape* and *Education* ($CC = -.246$; $p = 0.001$) indicating that respondents who travelled more for *Education* and *Public Transportation* were less motivated by *Escape*.

- Education

From the statistics small, positive correlations are evident between *Education* and *Visited again* ($CC = .163$; $p = 0.023$) and *International marketing* ($CC = .167$; $p = 0.019$) verifying that respondents who travelled more for *Visit again* and *International marketing* were more motivated by *Education*. There was a medium, positive correlation between *Education* and *Wilderness Safaris* ($CC = .342$; $p = 0.001$) indicating that respondents who travelled for *Wilderness Safaris* were even more motivated by *Education*. There were small and medium, negative correlations between *Education* and *Escape* ($CC = -.246$; $p = 0.001$), *Nature and wildlife* ($CC = -.156$; $p = 0.029$), *Ideally located* ($CC = -.376$; $p = 0.001$), *Unique country attributes* ($CC = -.220$; $p = 0.002$), *Country attractiveness* ($CC = -.204$; $p = 0.004$), *Life dream* ($CC = -.173$; $p = 0.016$), *Exploration* ($CC = -.206$; $p = 0.004$) and *Favourable exchange rate* ($CC = -.204$; $p = 0.004$) indicating that respondents who travelled due to the afore-mentioned factors were less motivated by *Education*.

- Variety of attractions

Results show small and medium, positive correlations between *Variety of attractions* and *Escape* ($CC = .289$; $p = 0.001$), *Spiritual experience* ($CC = .174$; $p = 0.015$), *Social facilitation*

(CC = .190; $p = 0.008$), *Value for money destination* (CC = .240; $p = 0.001$), *Country attractiveness* (CC = .490; $p = 0.001$), *Lifestyle* (CC = .411; $p = 0.001$), *Favourable exchange rate* (CC = .411; $p = 0.001$), *Ideally located* (CC = .467; $p = 0.001$) and *Safe destination* (CC = .249; $p = 0.001$) confirming that respondents who travelled due to the said factors were more motivated by *Variety of attractions*. Also evident were large, positive correlations between *Variety of attractions* and *Nature and Wildlife* (CC = .573; $p = 0.001$), *Unique country attributes* (CC = .534; $p = 0.001$) and *Accessible destination* (CC = .502; $p = 0.001$) supporting that respondents who travelled mainly for these factors were more motivated by *Variety of attractions*.

- Nature and wildlife

There were small and medium, positive correlations between *Nature and wildlife* and *Escape* (CC = .172; $p = 0.016$), *Spiritual experience* (CC = .154; $p = 0.031$), *Lifestyle* (CC = .400; $p = 0.001$), *Social facilitation* (CC = .185; $p = 0.010$), *Value for money* (CC = .447; $p = 0.001$), *Favourable exchange rate* (CC = .354; $p = 0.001$), *Accessible destination* (CC = .379; $p = 0.001$) and *Ideally located* (CC = .397; $p = 0.001$) indicating that respondents who mainly travelled due to the afore-mentioned factors were motivated by *Nature and Wildlife*. There were also large, positive correlations between *Nature and wildlife* and *Variety of attractions* (CC = .573; $p = 0.001$), *Unique country attributes* (CC = .621; $p = 0.001$) and *Country attractiveness* (CC = .539; $p = 0.001$) indicating that respondents who travelled due to the afore-mentioned factors were more motivated by *Nature and wildlife*. There were small, negative correlations between *Nature and wildlife* and *Education* (CC = -.156; $p = 0.029$) and *Wilderness Safaris* (CC = -.229; $p = 0.001$) indicating that respondents who travelled mainly for *Education* and *Wilderness Safaris* were less motivated by *Nature and Wildlife*.

- Unique country attributes

Small and medium, positive correlations existed between *Unique country attributes* and *Escape* (CC = .297; $p = 0.001$), *Country attractiveness* (CC = .488; $p = 0.001$), *Exploration* (CC = .166; $p = 0.020$), *Lifestyle* (CC = .395; $p = 0.001$), *Social facilitation* (CC = .180; $p = 0.001$), *Value for money destination* (C = .474; $p = 0.001$), *Favourable exchange rate* (C = .488; $p = 0.001$), *Accessible destination* (CC = .402; $p = 0.001$), *Ideally located* (CC = .401; $p = 0.001$) and *Available information* (CC = .238; $p = 0.001$) proving that respondents who travelled mainly for the aforementioned factors were motivated by *Unique country attributes*. There were also large, positive correlations between *Unique country attributes* and *Variety of attractions* (CC = .534; $p = 0.001$) and *Nature and wildlife* (CC = .621; $p = 0.001$) validating that respondents who travelled mainly for *Variety of attractions* and *Nature and wildlife* were more motivated by *Unique country attributes* than other respondents. There were small, negative correlations

between *Unique country attributes* and *Education* ($CC = -.220$; $p = 0.002$), *Public transportation* ($CC = -.219$; $p = 0.002$) and *Wilderness Safaris* ($CC = -.194$; $p = 0.007$) proving that respondents who travelled for the afore-mentioned factor were less motivated by *Unique country attributes*.

- Country attractiveness

There were small and medium, positive correlations between *Country attractiveness* and *Escape* ($CC = .277$; $p = 0.001$), *Variety of attractions* ($CC = .490$; $p = 0.001$), *Unique country attributes* ($CC = .488$; $p = 0.001$), *Life dream* ($CC = .183$; $p = 0.011$), *Lifestyle* ($CC = .313$; $p = 0.001$), *Social facilitation* ($CC = .203$; $p = 0.004$), *Value for money destination* ($CC = .299$; $p = 0.001$), *Favourable exchange rate* ($CC = .395$; $p = 0.001$), *Accessible destination* ($CC = .267$; $p = 0.001$) and *Available information* ($CC = .209$; $p = 0.003$) confirming that respondents who travelled mainly for the said factors were motivated by *Country attractiveness*. There were also large, positive correlations between *Country attractiveness* and *Nature and wildlife* ($CC = .539$; $p = 0.001$) and *Ideally located* ($CC = .520$; $p = 0.001$) verifying that respondents who travelled for *Nature and wildlife* and *Ideally located* were more motivated by *Country attractiveness*. Furthermore, small, negative correlations were evident between *Country attractiveness* and *Education* ($CC = -.204$; $p = 0.004$), *Public transportation* ($CC = -.149$; $p = 0.037$) and *Wilderness Safaris* ($CC = -.212$; $p = 0.003$) validating that respondents who mainly travelled for *Education*, *Public transportation* and *Wilderness Safaris* were less motivated by *Country attractiveness*.

- Life dream

There were small and medium, positive correlations between *Life dream* and *Country attractiveness* ($CC = .183$; $p = 0.011$), *Exploration* ($CC = .302$; $p = 0.001$), *Lifestyle* ($CC = .175$; $p = 0.015$) and *Ideally located* ($CC = .259$; $p = 0.001$) indicating that respondent who travelled to South Africa for the afore-mentioned factors were motivated by *Life dream*. There were also small and medium, negative correlations between *Life dream* and *Education* ($CC = -.173$; $p = 0.016$), *Visit again* ($CC = -.256$; $p = 0.001$) and *Wilderness Safaris* ($CC = -.175$; $p = 0.014$) indicating that respondents who travelled mainly for the afore-mentioned factors were less motivated by *Life dream*.

- Spiritual experience

There were small and medium, positive correlations between *Spiritual experience* and *Variety of attractions* ($CC = .174$; $p = 0.015$), *Nature and wildlife* ($CC = .154$; $p = 0.031$), *Lifestyle* ($CC = .254$; $p = 0.001$), *International marketing* ($CC = .270$; $p = 0.001$), *Public transportation* ($CC =$

294; $p = 0.001$), *Safe destination* ($CC = .199$; $p = 0.005$) and *Wilderness Safaris* ($CC = .281$; $p = 0.001$) indicating that respondents who travelled mainly for the afore-mentioned factors were more motivated by Spiritual experience than other respondents.

- Visit again

There are small and medium, positive correlations between *Visit again* and *Education* ($CC = .163$; $p = 0.023$) and *Wilderness Safaris* ($CC = .299$; $p = 0.001$) indicating that respondents who travelled for *Education* and *Wilderness Safaris* were more motivated by *Visit again*. There were medium, negative correlations between *Visit again* and *Life dream* ($CC = -.256$; $p = 0.001$) and *Exploration* ($CC = -.316$; $p = 0.001$) indicating that respondents who travelled for *Life dream* and *Exploration* were less motivated by *Visit again* than other respondents.

- Exploration

There were small and medium, positive correlations between *Exploration* and *Escape* ($CC = .279$; $p = 0.001$), *Unique country attributes* ($CC = .166$; $p = 0.020$), *Life dream* ($CC = .302$; $p = 0.001$), *Lifestyle* ($CC = .205$; $p = 0.004$), *Social facilitation* ($CC = .204$; $p = 0.004$), *Ideally located* ($CC = .170$; $p = 0.018$) and *Available information* ($CC = .178$; $p = 0.013$) indicating that respondents who travelled for the afore-mentioned factors were more motivated by *Exploration* than respondents who indicated otherwise. There were also small and medium, negative correlations between *Exploration* and *Education* ($CC = -.206$; $p = 0.004$), *Visit again* ($CC = -.316$; $p = 0.001$) and *Wilderness Safaris* ($CC = -.162$; $p = 0.023$) indicating that respondents who travelled for the afore-mentioned factors were less motivated by *Exploration*.

- Lifestyle

There were small and medium, positive correlations between *Lifestyle* and *Escape* ($CC = .360$; $p = 0.001$), *Variety of attractions* ($CC = .411$; $p = 0.001$), *Unique country attributes* ($CC = .395$; $p = 0.001$), *Country attractiveness* ($CC = .313$; $p = 0.001$), *Life dream* ($CC = .175$; $p = 0.015$), *Spiritual experience* ($CC = .254$; $p = 0.001$), *Exploration* ($CC = .205$; $p = 0.004$), *Value for money destination* ($CC = .330$; $p = 0.001$), *Favourable exchange rate* ($CC = .330$; $p = 0.002$), *Accessible destination* ($CC = .281$; $p = 0.001$), *Ideally located* ($CC = .207$; $p = 0.004$) and *Safe destination* ($CC = .212$; $p = 0.003$) indicating that respondents who travelled to South Africa for the afore-mentioned factors were more motivated by *Lifestyle* than respondents who indicated otherwise.

- Social facilitation

There were small, positive correlations between *Social facilitation* and *Escape* ($CC = .209$; $p = 0.003$), *Variety of attractions* ($CC = .190$; $p = 0.008$), *Nature and wildlife* ($CC = .185$; $p = 0.010$), *Unique country attributes* ($CC = .180$; $p = 0.012$), *Country attractiveness* ($CC = .203$; $p = 0.004$) and *Exploration* ($CC = .204$; $p = 0.004$) indicating that respondents who travelled for the afore-mentioned factors were more motivated by *Social facilitation* than respondents who indicated otherwise.

- Value for money destination

There were small and medium, positive correlations between *Value for money destination* and *Escape* ($CC = .210$; $p = 0.003$), *Variety of attractions* ($CC = .240$; $p = 0.001$), *Nature and wildlife* ($CC = .447$; $p = 0.001$), *Unique country attributes* ($CC = .474$; $p = 0.001$), *Country attractiveness* ($CC = .299$; $p = 0.001$), *Lifestyle* ($CC = .330$; $p = 0.001$), *Favourable exchange rate* ($CC = .187$; $p = 0.009$) and *Accessible destination* ($CC = .260$; $p = 0.001$) indicating that respondents who travelled for the afore-mentioned factors were more motivated by *Value for money destination*.

- Favourable exchange rate

There were small and medium, positive correlations between *Favourable exchange rate* and *Escape* ($CC = .267$; $p = 0.001$), *Variety of attractions* ($CC = .354$; $p = 0.001$), *Unique country attributes* ($CC = .488$; $p = 0.001$), *Country attractiveness* ($CC = .395$; $p = 0.001$), *Lifestyle* ($CC = .222$; $p = 0.002$), *Value for money destination* ($CC = .187$; $p = 0.009$), *Accessible destination* ($CC = .300$; $p = 0.001$), *Ideally located* ($CC = .325$; $p = 0.001$) and *Available information* ($CC = .239$; $p = 0.001$) indicating that respondents who travelled to South Africa for the afore-mentioned factors were more motivated by *Favourable exchange rate*. There were small and medium, negative correlations between *Favourable exchange rate* and *Education* ($CC = -.204$; $p = 0.004$), *Public transportation* ($CC = -.202$; $p = 0.001$) and *Wilderness Safaris* ($CC = -.232$; $p = 0.001$) indicating that respondents who travelled for *Education*, *Public transportation* and *Wilderness Safaris* were less motivated by *Favourable exchange rate*.

- Accessible destination

There were small and medium, positive correlations between *Accessible destination* and *Escape* ($CC = .167$; $p = 0.020$), *Nature and wildlife* ($CC = .379$; $p = 0.001$), *Unique country attributes* ($CC = .402$; $p = 0.001$), *Country attractiveness* ($CC = .267$; $p = 0.001$), *Lifestyle* ($CC = .281$; $p = 0.001$), *Value for money destination* ($CC = .260$; $p = 0.001$), *Favourable exchange rate* ($CC = .300$; $p = 0.001$), *Ideally located* ($CC = .355$; $p = 0.001$), *Available information* (CC

= .170; $p = 0.017$) and *Safe destination* ($CC = 0.261$; $p = 0.001$) indicating that the respondents who travelled for the afore-mentioned factors were motivated by *Accessible destination*. There was a large, positive correlation between *Accessible destination* and *Variety of attractions* ($CC = 0.502$; $p = 0.001$) indicating that the respondents who travelled for *Variety of attractions* were more motivated by *Accessible destinations* compared to the rest. There were also small, negative correlations between *Accessible destination* and *International marketing* ($CC = -0.178$; $p = 0.013$) and *Public transportation* ($CC = -0.157$; $p = 0.028$) indicating that the respondents who travelled for the afore-mentioned factors were less motivated by *Accessible destination*.

- Ideally located

There were small and medium, positive correlations between *Ideally located* and *Escape* ($CC = 0.292$; $p = 0.001$), *Variety of attractions* ($CC = 0.467$; $p = 0.001$), *Nature and wildlife* ($CC = 0.397$; $p = 0.001$), *Unique country attributes* ($CC = 0.401$; $p = 0.001$), *Life dream* ($CC = 0.259$; $p = 0.001$), *Exploration* ($CC = 0.170$; $p = 0.018$), *Lifestyle* ($CC = 0.207$; $p = 0.004$), *Favourable exchange rate* ($CC = 0.325$; $p = 0.001$) and *Accessible destination* ($CC = 0.355$; $p = 0.001$) indicating that the more respondents travelled for the afore-mentioned factors the more were motivated they were by *Ideally located*. There is a large, positive correlation between *Ideally located* and *Country attractiveness* ($CC = 0.520$; $p = 0.001$) indicating that the more respondents travelled for *Country attractiveness* the more they were motivated by *Ideally located* compared to other respondents. There were also medium, negative correlations between *Ideally located* and *Education* ($CC = -0.376$; $p = 0.001$) and *Wilderness Safaris* ($CC = -0.242$; $p = 0.001$) indicating that the more respondents travelled for *Education* and *Wilderness Safaris* the less motivated they were by *Ideally located*.

- International marketing

There were small and medium, positive correlations between *International marketing* and *Education* ($CC = 0.167$; $p = 0.019$), *Spiritual experience* ($CC = 0.270$; $p = 0.001$) and *Public transportation* ($CC = 0.430$; $p = 0.001$) indicating that the more respondents travelled for these factors the more motivated they were by *International marketing*. There was also a small, negative correlation between *International marketing* and *Accessible destination* ($CC = -0.178$; $p = 0.013$) confirming that the more respondents travelled with the aim being *Accessible destination* the less motivated they were by *International marketing*.

- Public transportation

There were small and medium, positive correlations between *Public transportation* and *Spiritual experience* ($CC = 0.294$; $p = 0.001$), *International marketing* ($CC = 0.430$; $p = 0.001$)

and *Wilderness Safaris* ($CC = .191$; $p = 0.007$) indicating that respondents who travelled more due to these factors were more motivated by *Public transportation*. There were small, negative correlations between *Public transportation* and *Escape* ($CC = -.180$; $p = 0.012$), *Unique country attributes* ($CC = -.219$; $p = 0.002$), *Country attractiveness*, ($CC = -.149$; $p = 0.037$) and *Favourable exchange rate* ($CC = -.157$; $p = 0.028$) specifying that the more respondents travelled due to these factors the less motivated they were by *Public transportation*.

- Available information

There were small and medium, positive correlations between *Available information* and *Unique country attributes* ($CC = .238$; $p = 0.001$), *Country attractiveness* ($CC = .209$; $p = 0.003$), *Exploration* ($CC = .178$; $p = 0.013$), *Favourable exchange rate* ($CC = .239$; $p = 0.001$) and *Accessible destination* ($CC = .170$; $p = 0.017$) showing that the more respondents travelled for these factors the more motivated they were by *Available information*.

- Safe destination

There were small and medium, positive correlations between *Safe destination* and *Variety of attractions* ($CC = .249$; $p = 0.001$), *Spiritual experience* ($CC = .199$; $p = 0.005$), *Lifestyle* ($CC = .212$; $p = 0.003$) and *Accessible destination* ($CC = .261$; $p = 0.001$) indicating that the more respondents travelled for these factors the more motivated they were by *Safe destination*.

- Wilderness Safaris

There were small and medium, positive correlations between *Wilderness Safaris* and *Education* ($CC = .342$; $p = 0.001$), *Spiritual experience* ($CC = .281$; $p = 0.001$), *Visit again* ($CC = .299$; $p = 0.001$) and *Public transportation* ($CC = .191$; $p = 0.007$) indicating that the more respondents travelled for these factors the more motivated they were by *Wilderness Safaris*. There were also small and medium, negative correlations between *Wilderness Safaris* and *Nature and wildlife* ($CC = -.229$; $p = 0.001$), *Unique country attributes* ($CC = -.194$; $p = 0.007$), *Country attractiveness* ($CC = -.212$; $p = 0.003$), *Life dream* ($CC = -.175$; $p = 0.014$), *Exploration* ($CC = -.162$; $p = 0.023$), *Favourable exchange rate* ($CC = -.232$; $p = 0.001$) and *Ideally located* ($CC = -.242$; $p = 0.001$) indicating that the more respondents travelled for these factors the less motivated they were by *Wilderness Safaris*.

Table C.85: Spearman's rank correlations on the motivational factors

		Escape	Education	Variety of attractions	Nature and wildlife	Unique country attributes	Country attractiveness	Life dream	Spiritual experience	Visit again	Exploration	Lifestyle	Social facilitation	Value for money destination	Favourable exchange rate	Accessible destination	Ideally located	International marketing	Public transportation	Available information	Safe destination	Wilderness Safaris
Escape	Correlation Coefficient	1.000	-.246**	.289**	.172*	.297**	.277**	.092	.023	.110	.279**	.360**	.209**	.210*	.267**	.167*	.292**	-.032	-.180*	.066	.053	.014
	Sig. (2-tailed)		.001	.001	.016	.001	.001	.200	.752	.127	.001	.001	.003	.003	.001	.020	.001	.659	.012	.363	.465	.848
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Education	Correlation Coefficient	-.246**	1.000	-.108	-.156*	-.220*	-.204*	-.173*	.076	.163*	-.206*	-.136	.128	-.100	-.204*	-.128	-.376**	.167*	.072	.028	.120	.342**
	Sig. (2-tailed)	.001		.133	.029	.002	.004	.016	.291	.023	.004	.058	.076	.164	.004	.074	.001	.019	.318	.698	.095	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Variety of attractions	Correlation Coefficient	.289**	-.108	1.000	.573***	.534***	.490**	.101	.174*	.047	.043	.411**	.190*	.240**	.411**	.502**	.467**	.023	-.019	.057	.249**	-.087
	Sig. (2-tailed)	.001	.133		.001	.001	.001	.161	.015	.517	.555	.001	.008	.001	.001	.001	.001	.748	.788	.431	.001	.227
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Nature and wildlife	Correlation Coefficient	.172*	-.156*	.573**	1.000	.621***	.539***	.139	.154*	.099	.063	.400**	.185*	.447**	.354**	.379**	.397**	.047	-.110	.110	.085	-.229*
	Sig. (2-tailed)	.016	.029	.001		.001	.001	.053	.031	.167	.381	.001	.010	.001	.001	.001	.001	.511	.127	.126	.240	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Unique country attributes	Correlation Coefficient	.297**	-.220*	.534**	.621***	1.000	.488**	.116	.015	-.008	.166*	.395**	.180*	.474**	.488**	.402**	.401**	-.102	-.219*	.238*	.022	-.194**
	Sig. (2-tailed)	.001	.002	.001	.001		.001	.105	.830	.911	.020	.001	.012	.001	.001	.001	.001	.154	.002	.001	.761	.007
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Country attractiveness	Correlation Coefficient	.277**	-.204*	.490**	.539***	.488**	1.000	.183*	.051	.030	.120	.313**	.203*	.299**	.395**	.267**	.520***	.013	-.149*	.209*	.023	-.212*
	Sig. (2-tailed)	.001	.004	.001	.001	.001		.011	.482	.676	.095	.001	.004	.001	.001	.001	.001	.859	.037	.003	.753	.003
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Life dream	Correlation Coefficient	.092	-.173*	.101	.139	.116	.183*	1.000	.050	-.256**	.302**	.175*	.023	.098	.073	.092	.259**	.010	-.022	.076	-.002	-.175*
	Sig. (2-tailed)	.200	.016	.161	.053	.105	.011		.488	.001	.001	.015	.752	.171	.311	.199	.001	.892	.760	.289	.982	.014
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Spiritual experience	Correlation Coefficient	.023	.076	.174*	.154*	.015	.051	.050	1.000	.007	-.021	.254**	.083	.012	-.083	.001	.071	.270**	.294**	-.101	.199*	.281**
	Sig. (2-tailed)	.752	.291	.015	.031	.830	.482	.488		.923	.773	.001	.250	.863	.248	.997	.324	.001	.001	.162	.005	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Visit again	Correlati on Coefficie nt	.110	.163*	.047	.099	-.008	.030	-.256**	.007	1.000	-.316**	.001	.109	-.020	-.053	-.005	.017	-.079	-.130	-.064	.057	.299**
	Sig. (2- tailed)	.127	.023	.517	.167	.911	.676	.001	.923		.001	.995	.131	.784	.465	.941	.809	.269	.070	.374	.431	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Exploration	Correlati on Coefficie nt	.279**	-.206**	.043	.063	.166*	.120	.302**	-.021	-.316**	1.000	.205**	.204**	.112	.070	.061	.170*	-.006	-.090	.178*	.063	-.162*
	Sig. (2- tailed)	.001	.004	.555	.381	.020	.095	.001	.773	.001		.004	.004	.120	.330	.395	.018	.935	.211	.013	.379	.023
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Lifestyle	Correlati on Coefficie nt	.360**	-.136	.411**	.400**	.395**	.313**	.175*	.254**	.000	.205*	1.000	.140	.330**	.222**	.281**	.207*	.043	-.092	.073	.212*	-.045
	Sig. (2- tailed)	.001	.058	.001	.000	.001	.001	.015	.001	.995	.004		.050	.001	.002	.001	.004	.551	.199	.311	.003	.536
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Social facilitation	Correlati on Coefficie nt	.209*	.128	.190**	.185**	.180*	.203*	.023	.083	.109	.204*	.140	1.000	.087	.041	.138	.122	.016	.002	.137	.079	.060
	Sig. (2- tailed)	.003	.076	.008	.010	.012	.004	.752	.250	.131	.004	.050		.227	.573	.054	.088	.821	.973	.056	.272	.409
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Value for money destination	Correlati on Coefficie nt	.210*	-.100	.240**	.447**	.474**	.299**	.098	.012	-.020	.112	.330**	.087	1.000	.187*	.260**	.098	-.025	-.060	.095	.025	-.127
	Sig. (2- tailed)	.003	.164	.001	.001	.001	.001	.171	.863	.784	.120	.001	.227		.009	.001	.175	.732	.402	.186	.732	.078
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Favourable exchange rate	Correlation Coefficient	.267**	-.204*	.411**	.354**	.488**	.395**	.073	-.083	-.053	.070	.222*	.041	.187*	1.000	.300**	.325**	-.118	-.202*	.239*	-.054	-.232**
	Sig. (2-tailed)	.001	.004	.001	.001	.001	.001	.311	.248	.465	.330	.002	.573	.009		.001	.001	.099	.005	.001	.457	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Accessible destination	Correlation Coefficient	.167*	-.128	.502**	.379**	.402**	.267**	.092	.001	-.005	.061	.281**	.138	.260**	.300**	1.000	.355**	-.178*	-.157*	.170*	.261**	-.089
	Sig. (2-tailed)	.020	.074	.001	.001	.001	.001	.199	.997	.941	.395	.001	.054	.001	.001		.001	.013	.028	.017	.001	.216
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Ideally located	Correlation Coefficient	.292**	-.376**	.467**	.397**	.401**	.520***	.259**	.071	.017	.170*	.207*	.122	.098	.325**	.355**	1.000	-.066	-.007	.106	-.015	-.242**
	Sig. (2-tailed)	.001	.001	.001	.001	.001	.001	.001	.324	.809	.018	.004	.088	.175	.001	.001		.363	.918	.139	.833	.001
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
International marketing	Correlation Coefficient	-.032	.167*	.023	.047	-.102	.013	.010	.270**	-.079	-.006	.043	.016	-.025	-.118	-.178*	-.066	1.000	.430**	.111	.071	.100
	Sig. (2-tailed)	.659	.019	.748	.511	.154	.859	.892	.001	.269	.935	.551	.821	.732	.099	.013	.363		.001	.121	.325	.165
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Public transportation	Correlation Coefficient	-.180*	.072	-.019	-.110	-.219*	-.149*	-.022	.294**	-.130	-.090	-.092	.002	-.060	-.202*	-.157*	-.007	.430**	1.000	.047	.068	.191**
	Sig. (2-tailed)	.012	.318	.788	.127	.002	.037	.760	.001	.070	.211	.199	.973	.402	.005	.028	.918	.001		.511	.348	.007
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Available information	Correlati on Coefficie nt	.066	.028	.057	.110	.238**	.209*	.076	-.101	-.064	.178*	.073	.137	.095	.239**	.170*	.106	.111	.047	1.00 0	.139	-.041
	Sig. (2- tailed)	.363	.698	.431	.126	.001	.003	.289	.162	.374	.013	.311	.056	.186	.001	.017	.139	.121	.511		.052	.568
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Safe destination	Correlati on Coefficie nt	.053	.120	.249**	.085	.022	.023	-.002	.199*	.057	.063	.212*	.079	.025	-.054	.261**	-.015	.071	.068	.139	1.00 0	.136
	Sig. (2- tailed)	.465	.095	.001	.240	.761	.753	.982	.005	.431	.379	.003	.272	.732	.457	.001	.833	.325	.348	.052		.059
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195
Wilderness Safaris	Correlati on Coefficie nt	.014	.342**	-.087	-.229*	-.194*	-.212*	-.175*	.281**	.299**	-.162*	-.045	.060	-.127	-.232**	-.089	-.242**	.100	.191*	-.041	.136	1.000
	Sig. (2- tailed)	.848	.001	.227	.001	.007	.003	.014	.001	.001	.023	.536	.409	.078	.001	.216	.001	.165	.007	.568	.059	
	N	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195	195

Cohen (1988:79-81) indicated that there are three levels of interpreting the values in the correlation matrix with all values between 0 and 1 classified as $r = 0.10 - 0.29 = \text{small}^*$; $0.30 - 0.49 = \text{medium}^{**}$; $0.50 - 1.0 = \text{large}^{***}$

