



Target Market Identification Survey

May/June 2025



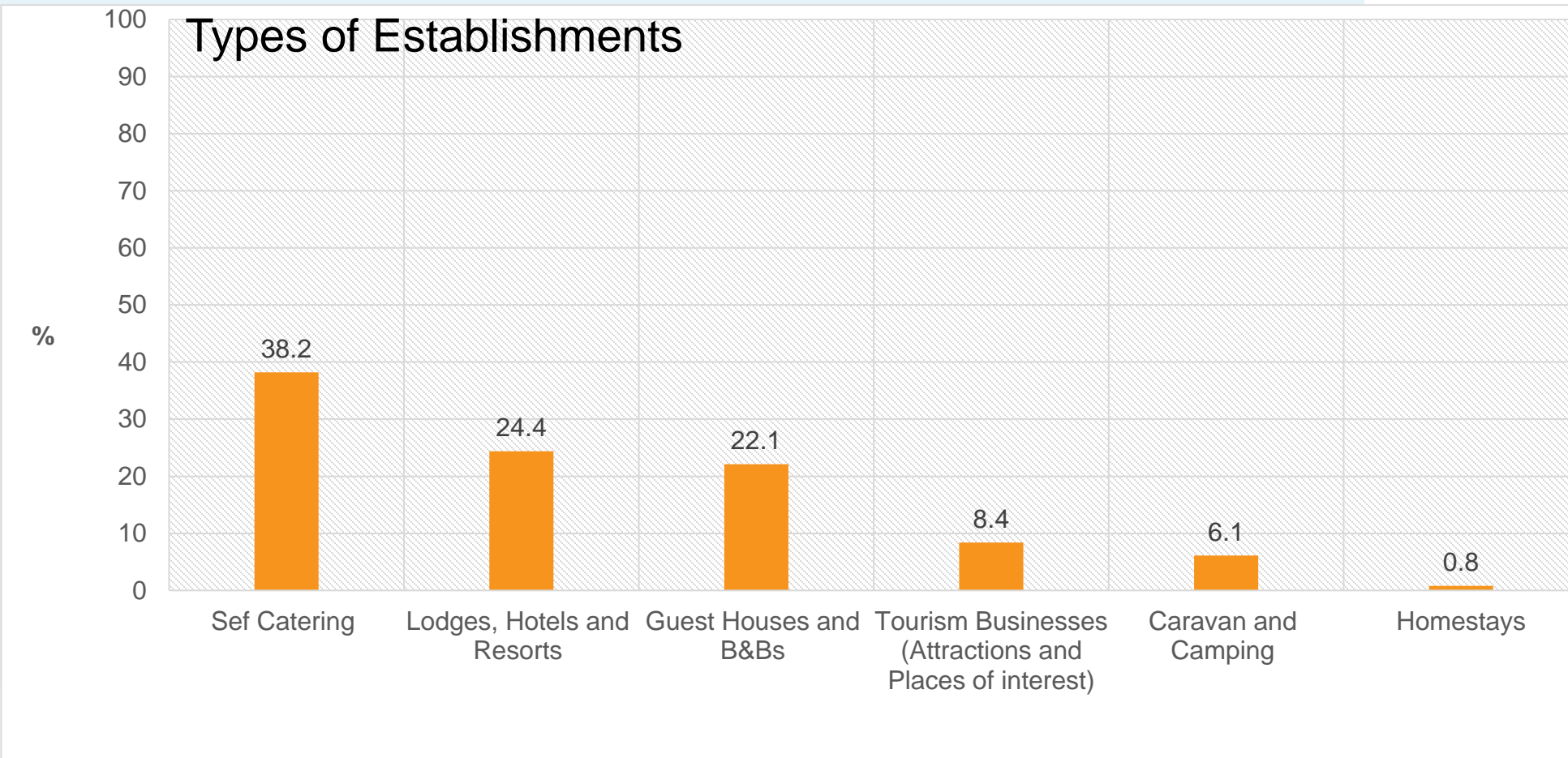


Introduction

- This report provides a summary of a snapshot survey conducted in June 2025, to determine the tourism target market of the KwaZulu-Natal South Coast.
- The main objective for this survey was to gather some insights that will guide South Coast Tourism and Investment Enterprise (SCTIE), in their strategic planning for the upcoming campaigns and holiday seasons.
- This survey is conducted to determine visitor satisfaction of tourists / visitors who have or wish to travel to the South Coast of KwaZulu-Natal (KZN).
- The survey is also conducted to gather key insights into the behavioural trends of the tourists / visitors that visit the KZN South Coast.
- The survey was completed by 131 tourism businesses in the KZN South Coast
- SCTIE will take all reasonable steps to ensure that data is protected against misuse and accidental loss of disclosure, and from unauthorised or unlawful processing, destruction or alteration.

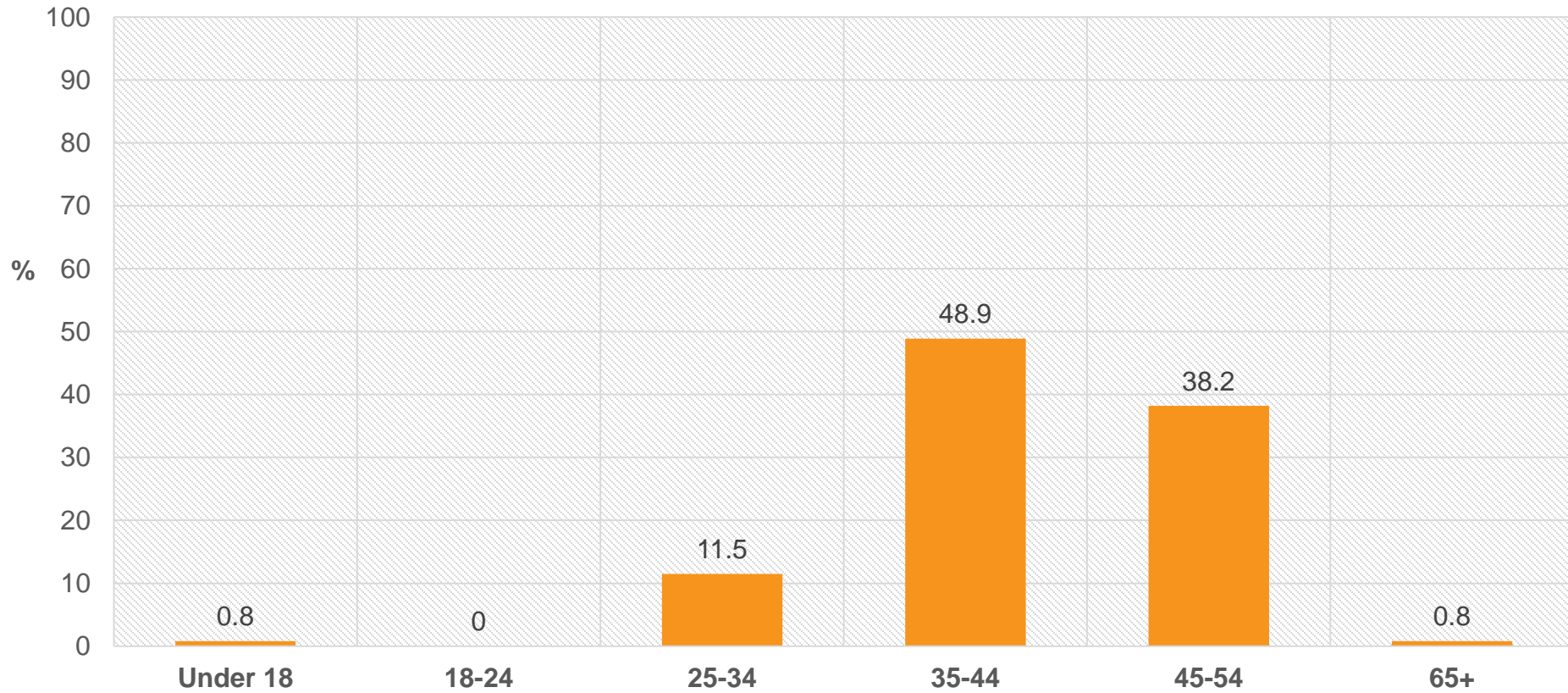


Business Category (%)



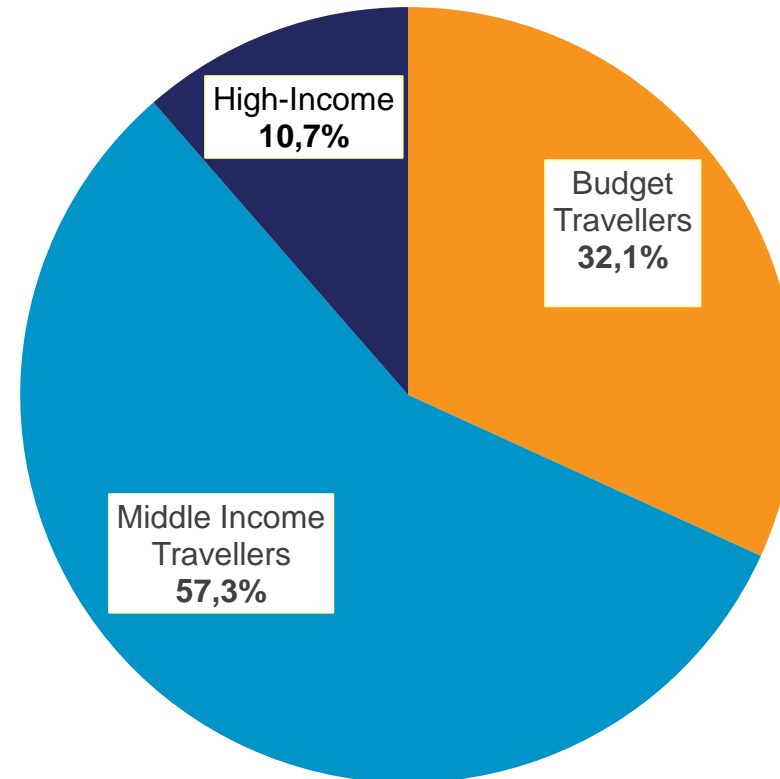
Demographics (%)

What are the most demographics of your visitors?



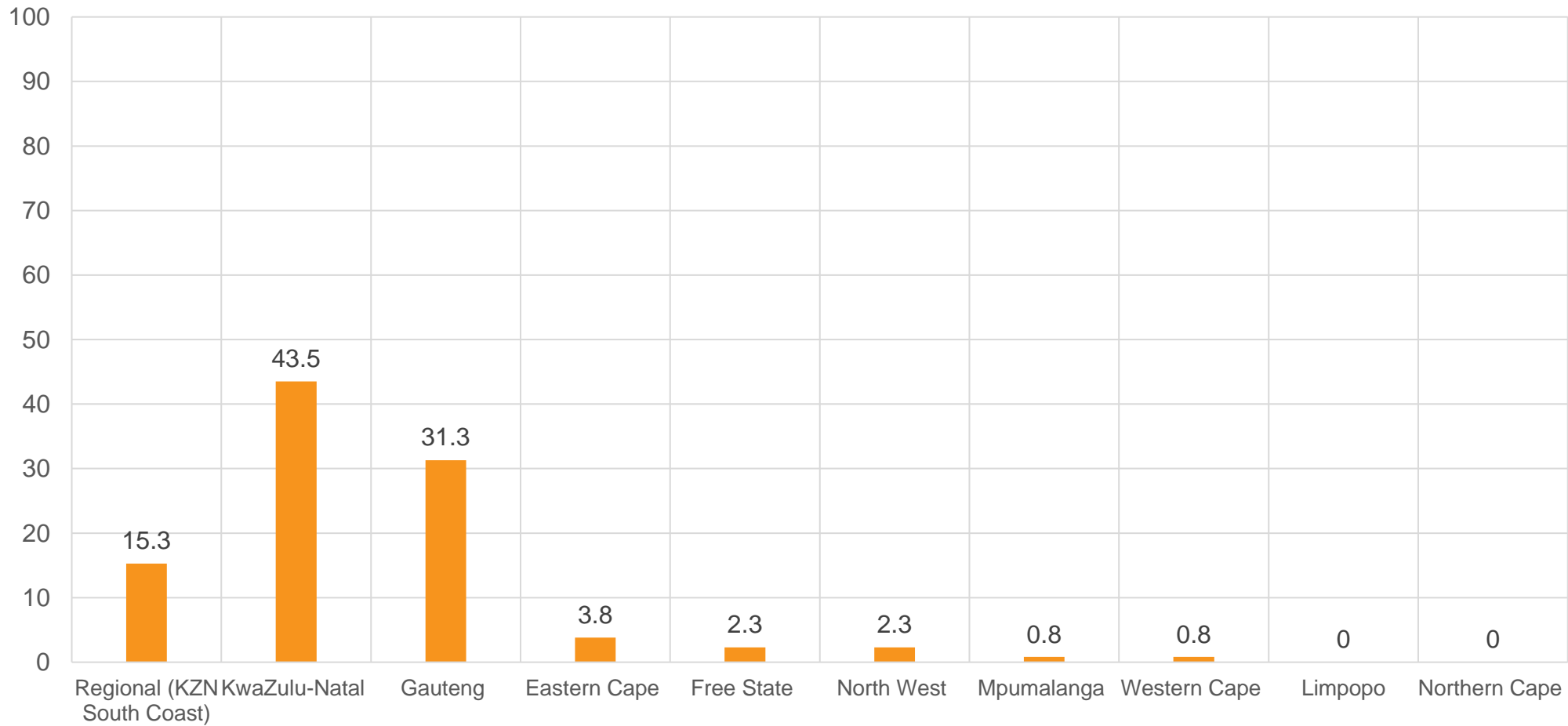
Visitors' Income Level (%)

Category	Income Level
High Income Travellers	10,7%
Middle Income Travellers	57,3%
Budget Travellers	32,1%



Guests Originality (%)

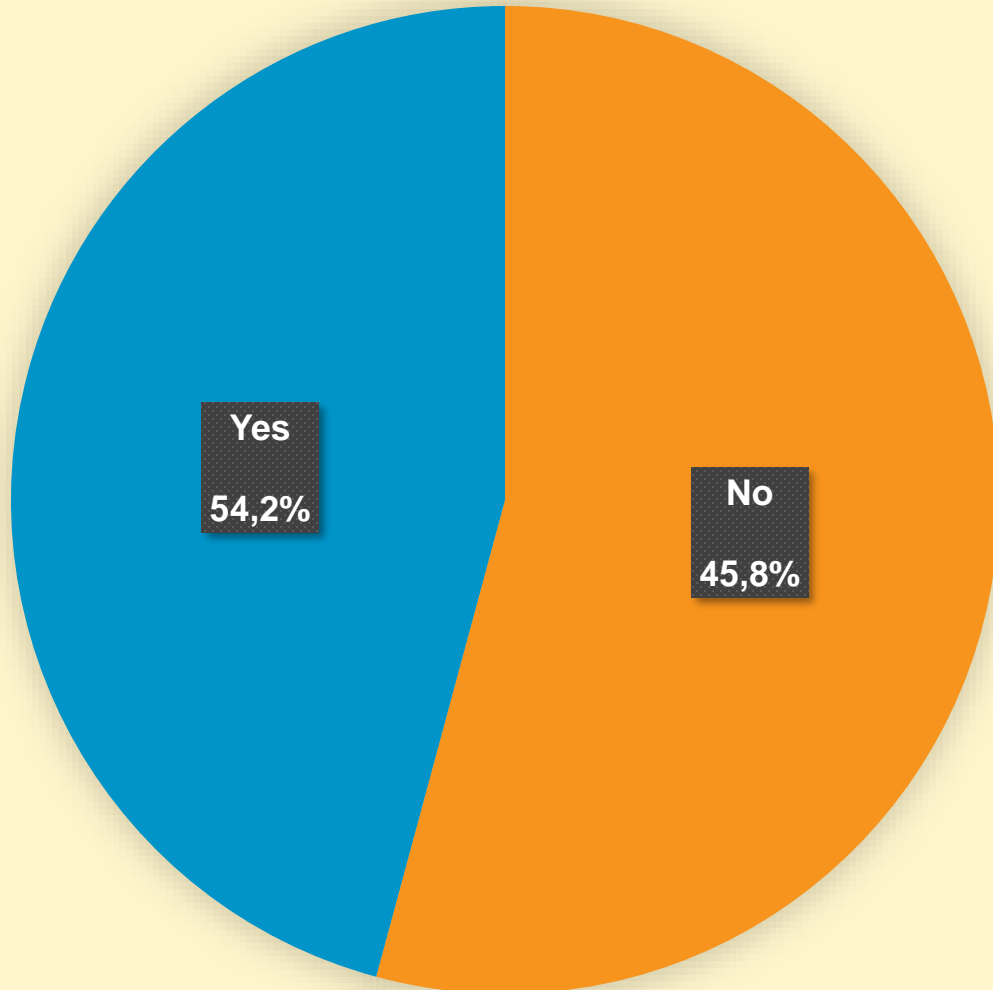
Where do the majority of your guests come from?





International visitors

Core International Market

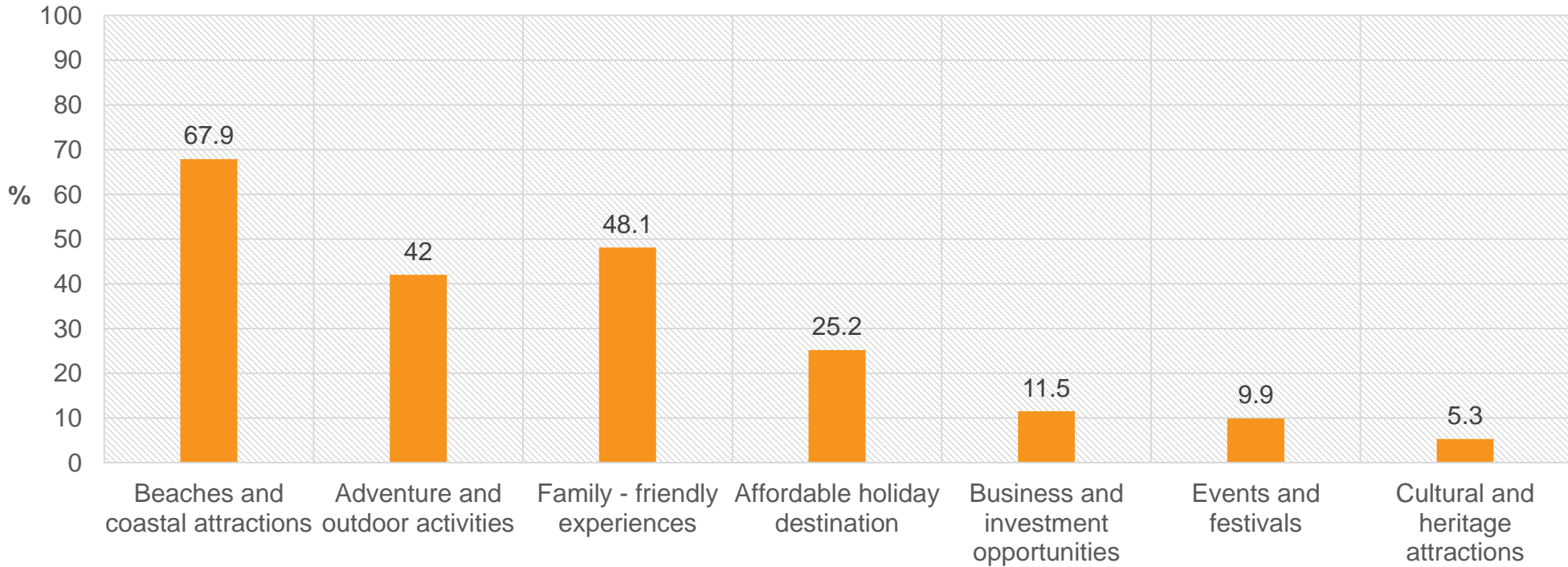


Number of Establishments that accommodated international visitors	Countries
29	Germany
12	United Kingdom
9	Switzerland
8	England
8	United States of America
7	France
6	China
5	Australia
5	India
4	Portugal
3	Austria
3	Belgium
3	Italy
3	New Zealand
3	Poland
3	Russia
2	Brazil
2	Ireland
2	Spain
2	Sweden
2	Zimbabwe
1	Balgaria
1	Europe
1	Ghana
1	Holland,
1	Mexico
1	Netherlands,
1	Nigeria
1	Scotland
1	Turkey
1	Yugoslavia



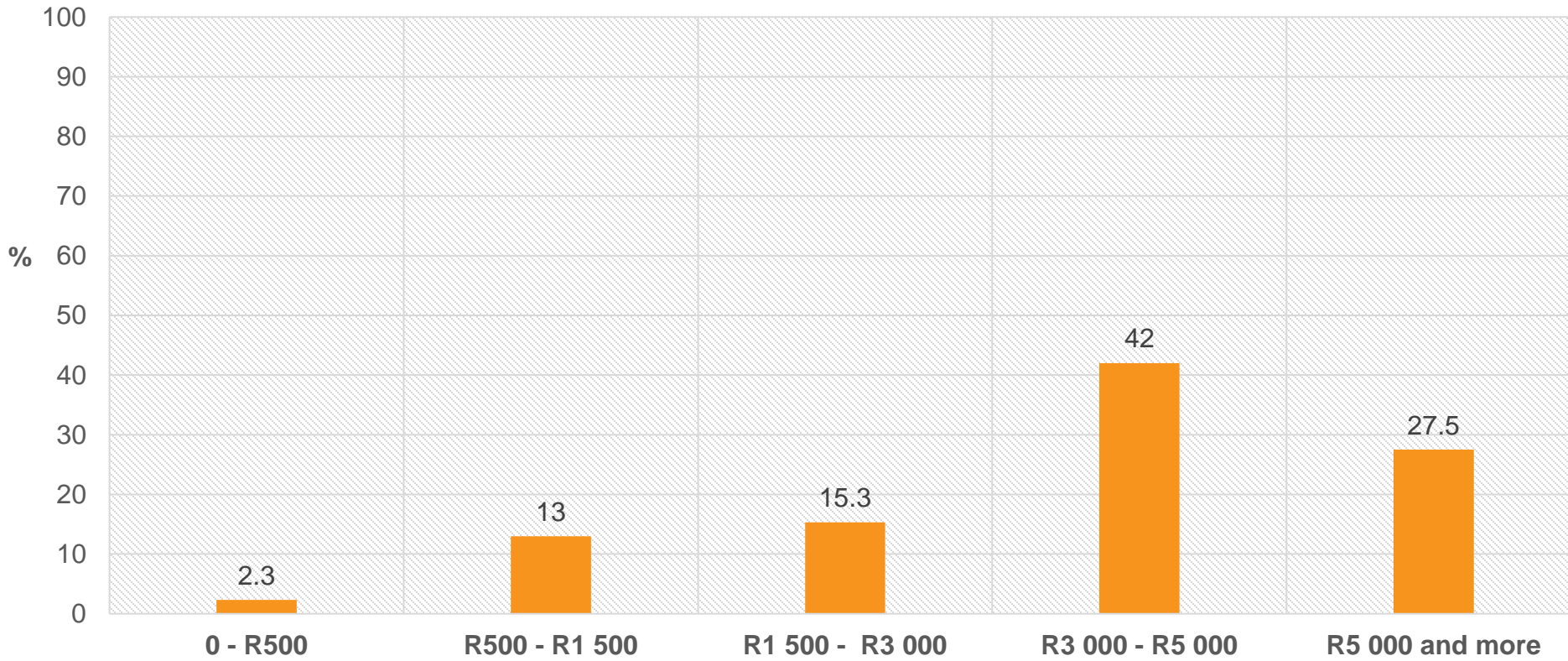
Reasons for visitors to choose the KZN South Coast

What are the main reasons visitors choose your business and the KZN South Coast?



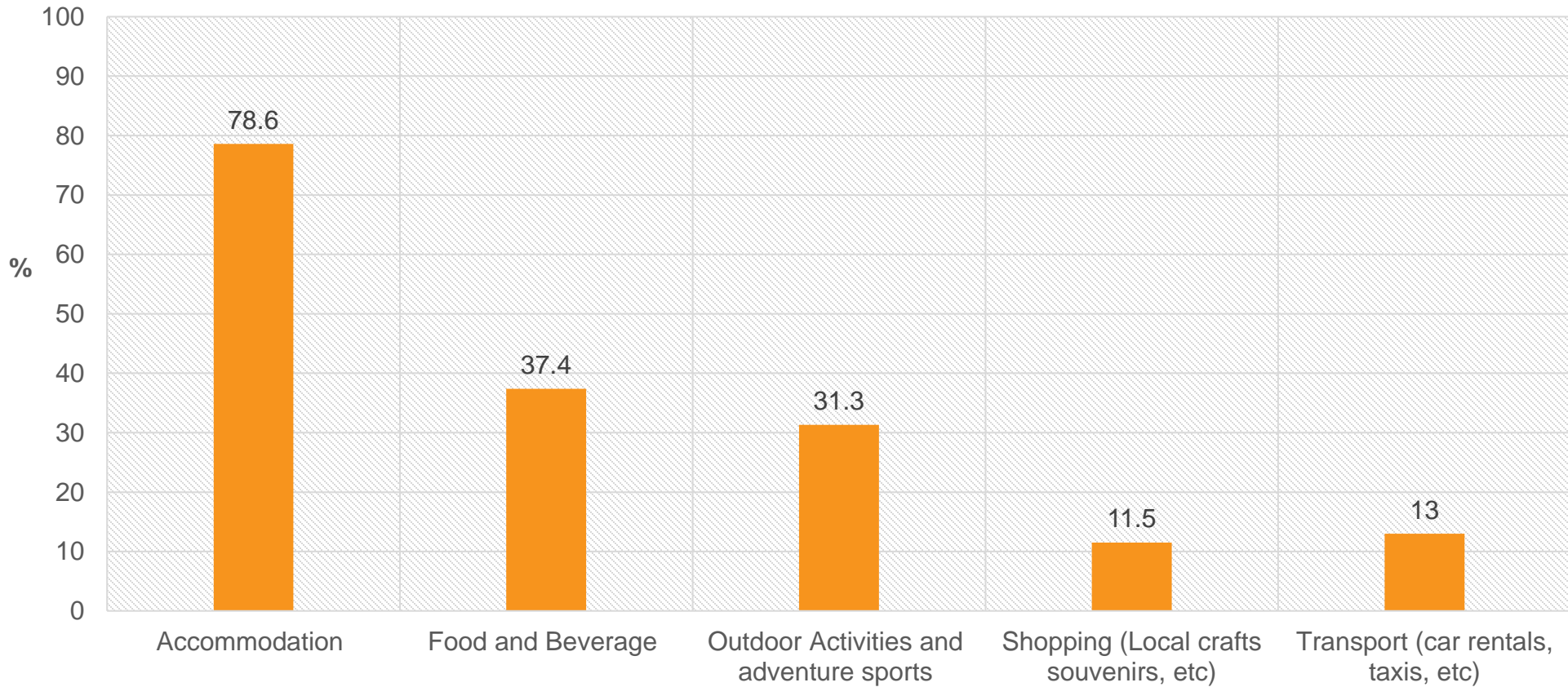
Visitors Spend (%)

On average, how do your visitors spend per visit?



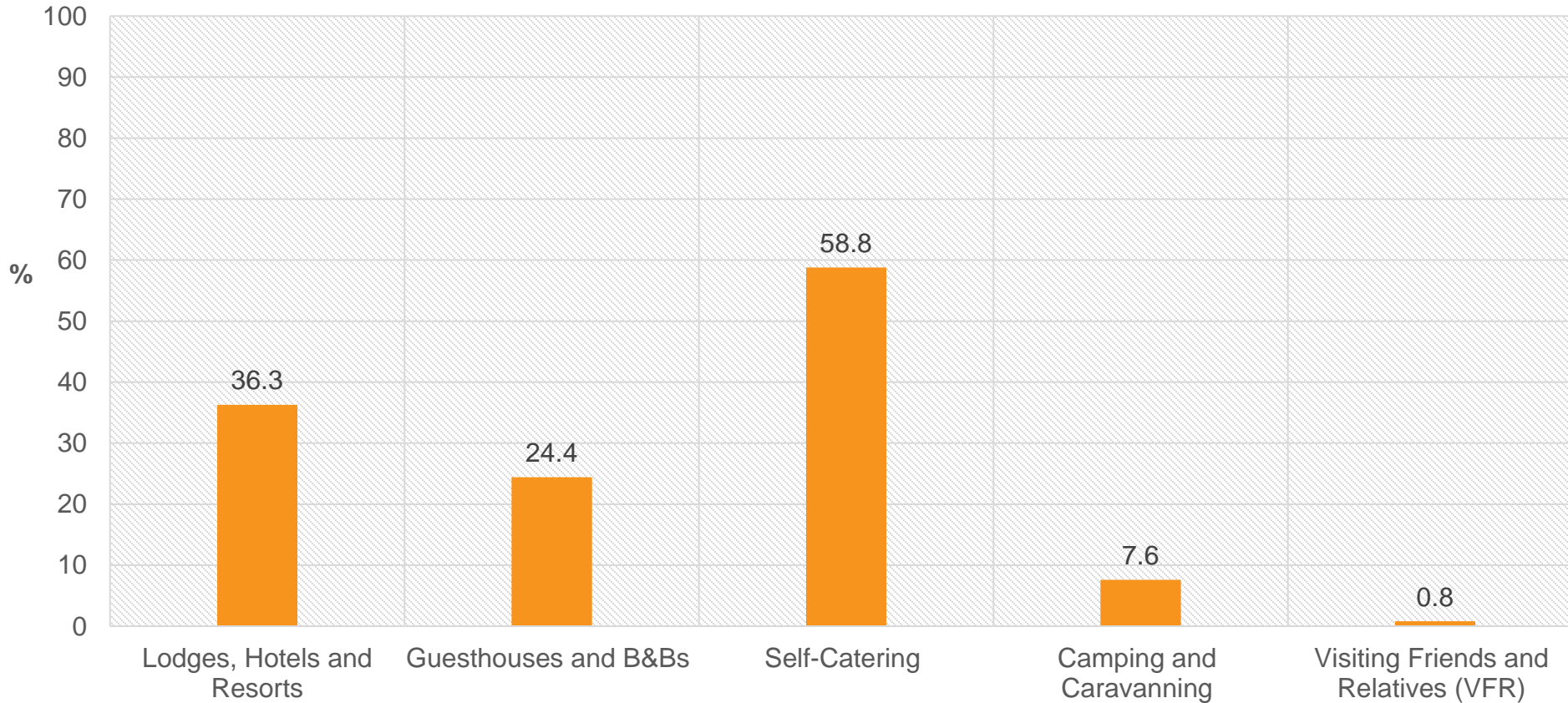
Visitors Spend (%)

What do your visitors spend the most on?



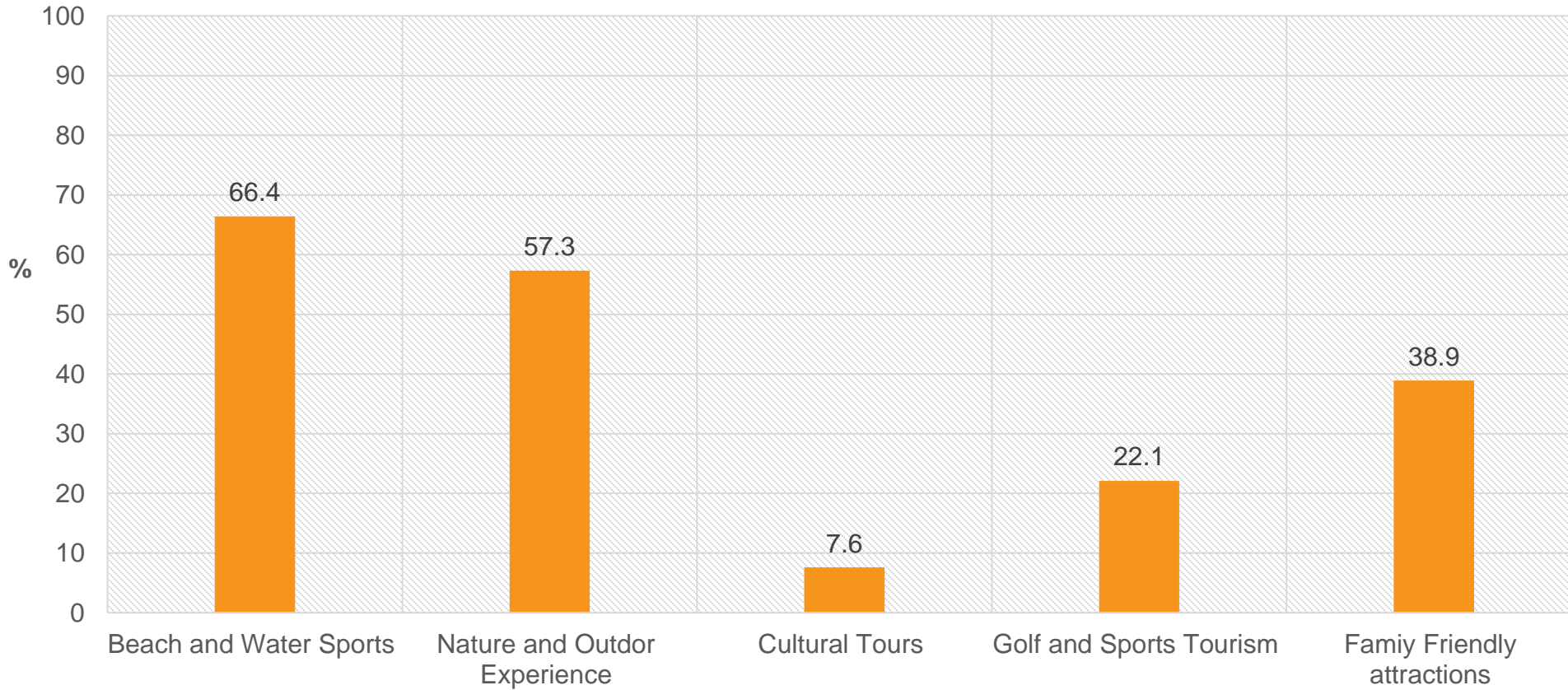
Visitors Preferences

What type of Accommodation do your visitors prefer?



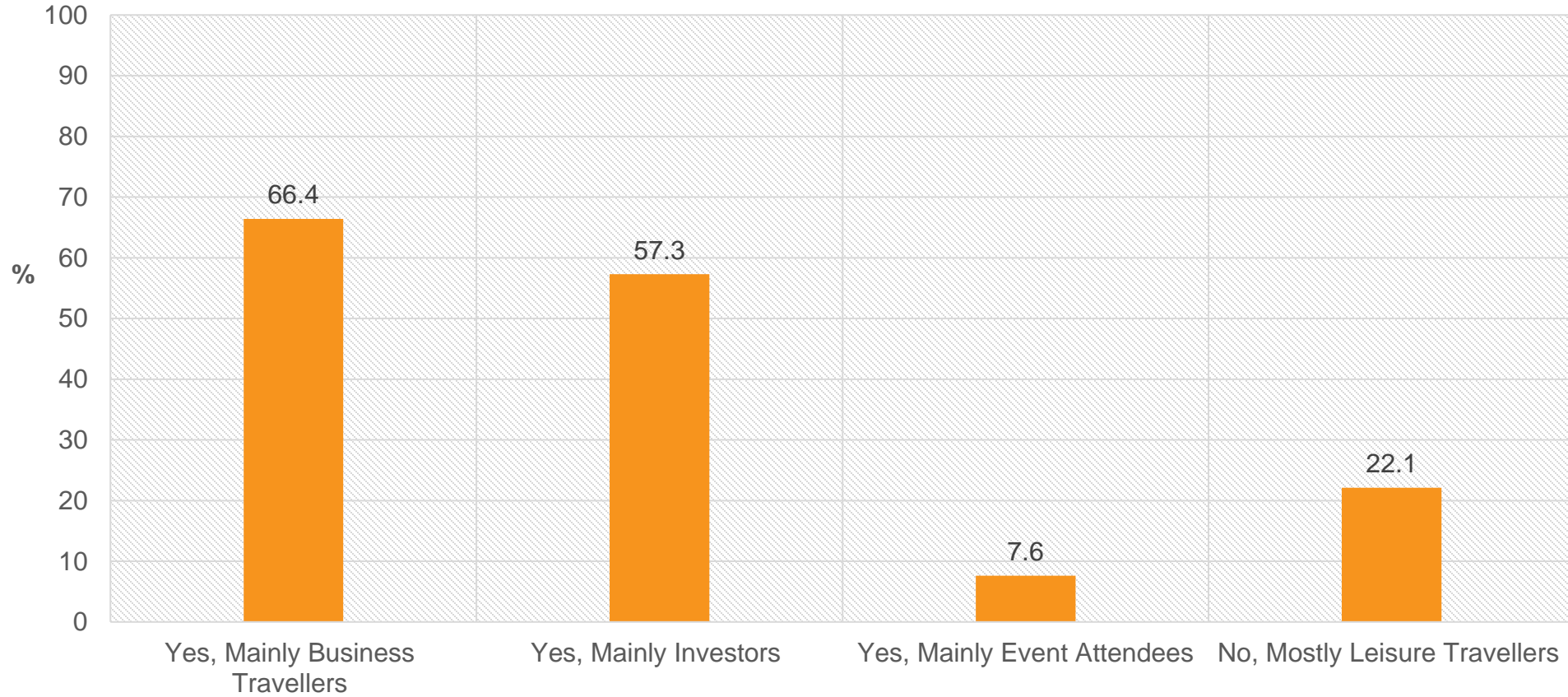
Visitors Preferences

What types of activities do your visitors prefer?



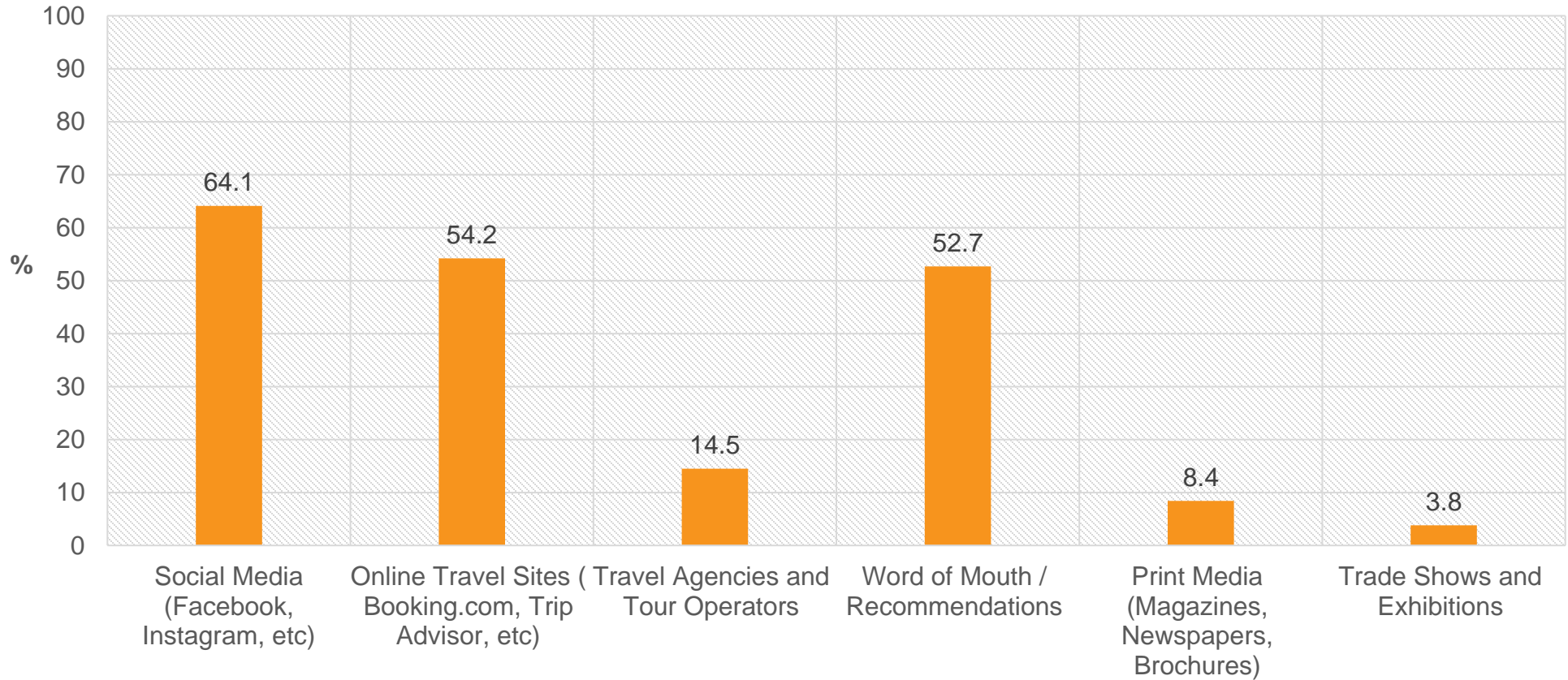
MICE

Do you receive visitors travelling for business, investments or events (MICE)



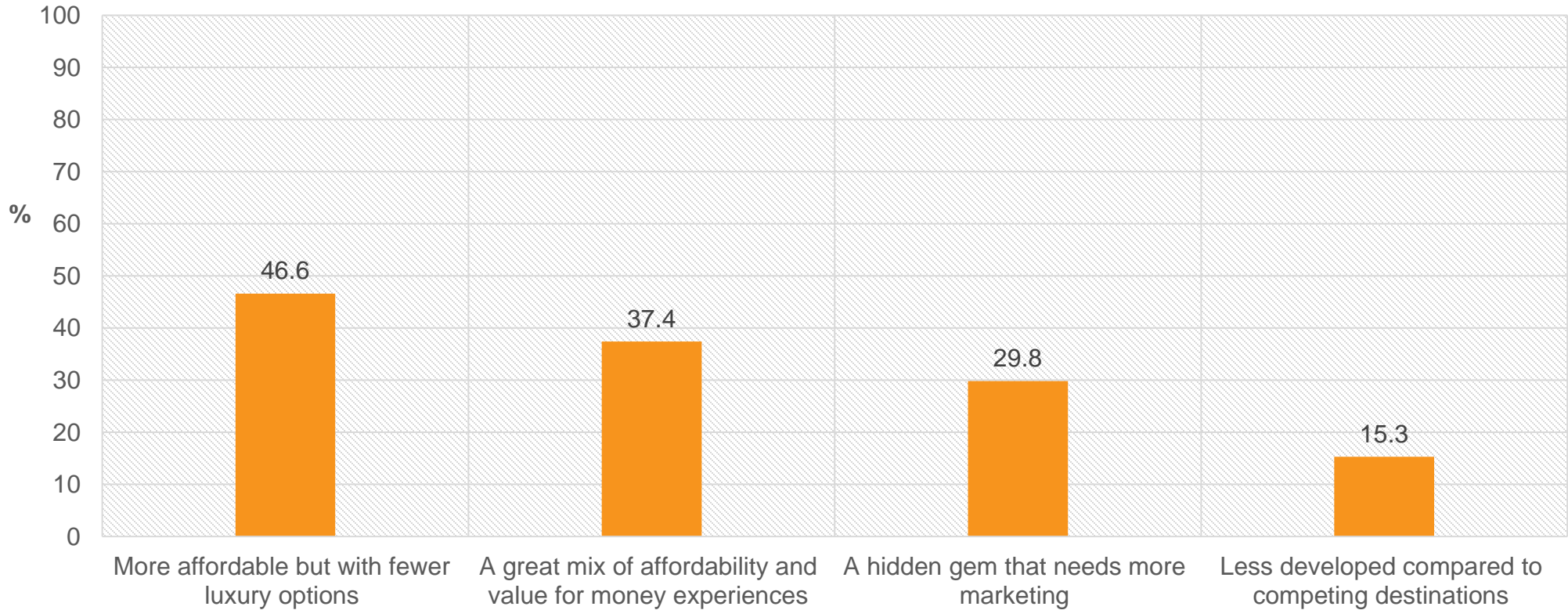
Marketing Outreach

How do your visitors typically hear about your business and the KZN South Coast?



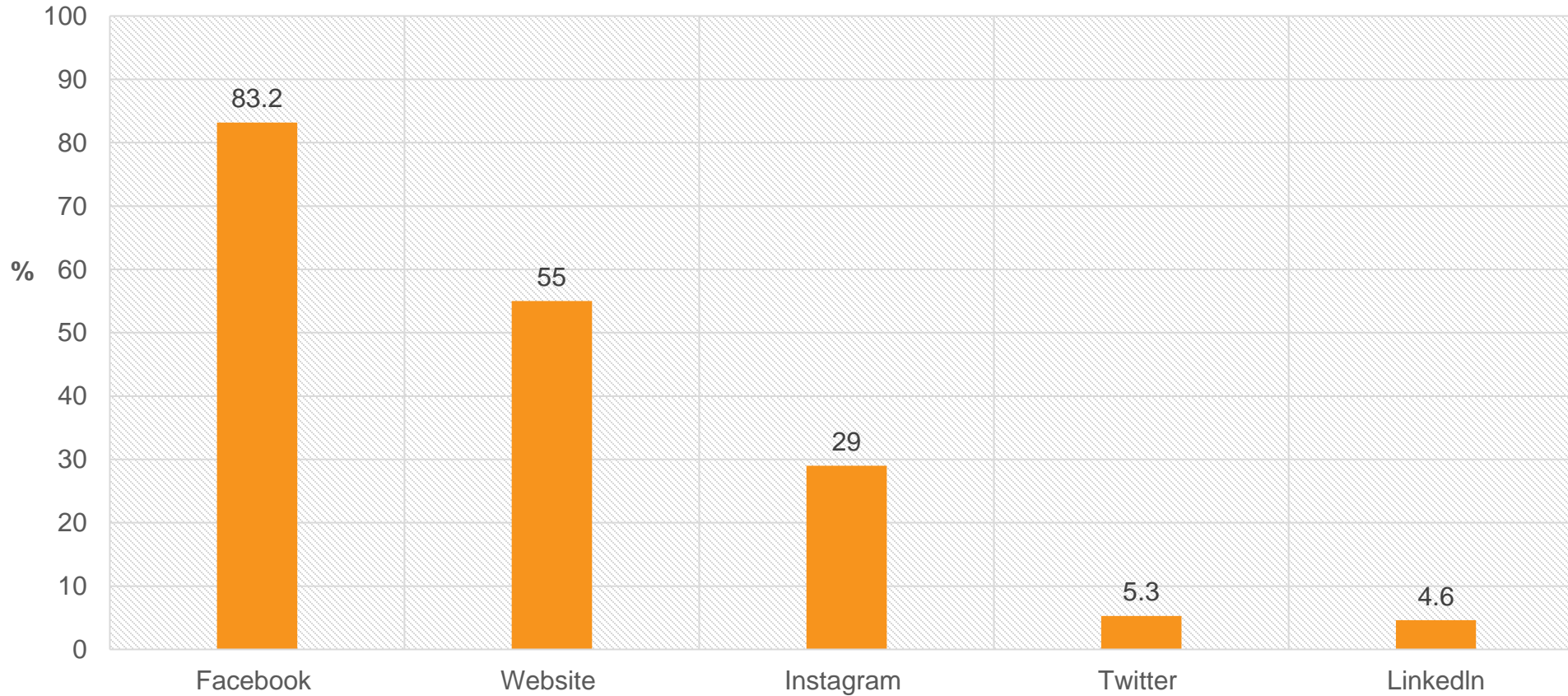
Visitors Perceptions

How would you describe visitors perceptions of the KZN South Coast, compared to other destinations



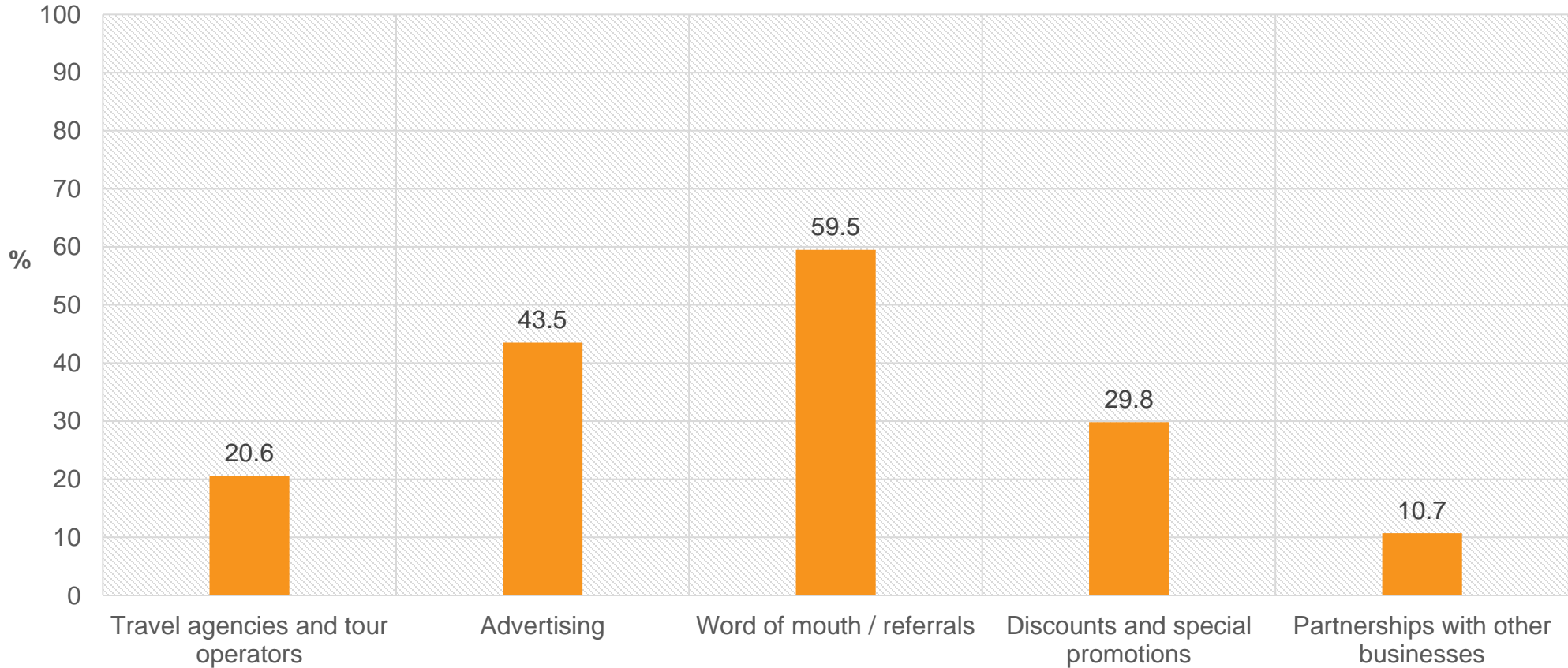
Marketing Platforms

What marketing platforms are best for attracting visitors to your business?



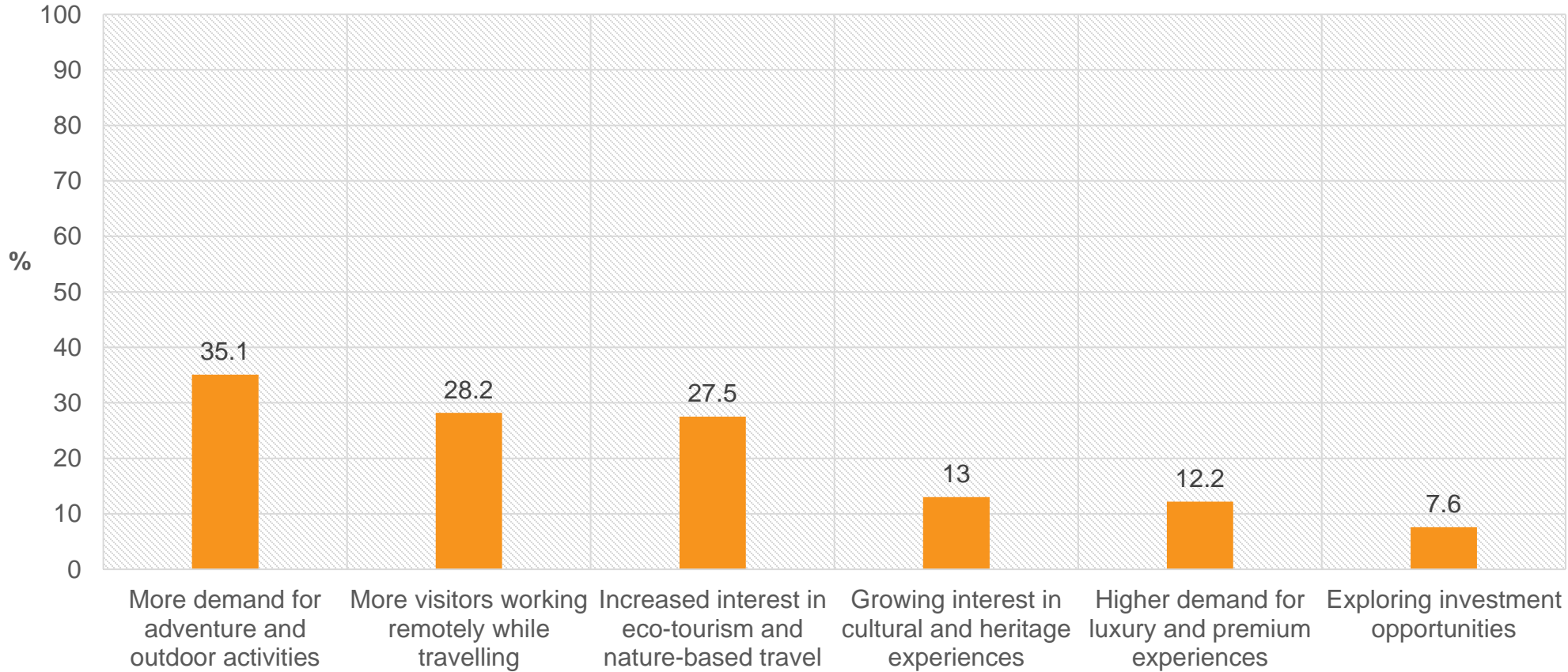
Marketing Promotions

What marketing promotions have worked best for attracting visitors to your business?



Visitor Preferences / Emerging Trends

Have you noticed any changes in visitor preferences or emerging trends?





Recommendations by Establishments

What recommendations do you have for improving marketing and attracting more visitors and investors to the KZN South Coast?

More Marketing	Fix Roads
Fix and improve Infrastructure	Complete road works from Marine Drive
Sewage problem needs to be fixed	South Coast does not have anything to offer.
Social media marketing	Leverage social media and influencer partnerships to showcase the region's charm.
Assist by fixing the South Coast challenges. Water, potholes, rad works and old buildings	Dynamic vibrant Intstagram account with the correct hashtags. Instagram is better than all other forms of advertising for us
High-Quality Visual Content, Invest in professional photography and videography showcasing the diverse beauty of the South Coast – beaches, hinterland, adventure activities, cultural experiences, and unique accommodations. This should be optimized for various platforms (social media, website, travel blogs).	UPGRADE ROADS, MEND POTHOLES, CLEAR BACK FOLIAGE FROM ALL ROADS. MUCH BETTER ROAD SIGNAGE ESPECIALLY WHERE THE DETOUR DUE TO THE UMZIMKHULU BRIDGE BEING OUT OF ORDER, CURRENTLY THEY ARE TOTALLY INADEQUATE FOR VISITORS LOOKING TO NAVIGATE FROM UMTENTWENI TO PORT SHEPSTONE OR MARBURG. I REGARD THE CURRENT POOR SIGNAGE AS SCANDALOUS.
Facilities at Scottburgh beach needs to be improved, swimming pool, play area for kids and road maintenance	Improve infrastructure like roads, water & Electricity
Boost tourism as pre covid trading conditions. South Coast is extremely beautiful and has so much to offer. If it can be marketed well we will get the support of local and international visitors which will sustain local businesses.	More marketing is required. Business is still recovering after covid – 19



Recommendations by Establishments

What recommendations do you have for improving marketing and attracting more visitors and investors to the KZN South Coast?

Beaches cleaned and open, water clean and available, more youth activities, less potholes.

more collabs

Access to water quality of the beaches

Fixing water challenges and roads

More Social Media

Spend revenue on marketing climate, beaches, golf. The problem lies with our water and municipal services. Get Law enforcement to do their job they are mandated to do.

Signage must be changed, Potholes and roads are unusable, and beaches need stronger POP or just security restriction a bit tighter for the safety of the holiday goers.

Support the local businesses more with getting their names and businesses out there. Adverts and options are not evenly distributed between active members.

More activities closer to Margate for Guests

special offers and discounts

Emphasize the beaches and that we are NOT Durban.

Assist with roads and general infrastructure

Tourism must promote more on accommodation, water issues and road to be fixed

Pay more attention on beaches

Get the local council to fix roads, water, keep the towns clean and just put in a lot more care in the surroundings that should be attracting holiday makers, not deterring them from coming down because the towns, beaches and attractions are in a very bad state.

Improve Poor roads, refuse removed, get infrastructure to work, everything is looking neglected

Address infrastructure and the negative impact on social media will be curbed. We see continuous posts slamming the south coast due to water shortages, bad road maintenance and polluted rivers and estuaries. This create a negative image of the coast especially within tourism where we need the drive.

more support from municipalities, less silly restrictions, more helpful support from Tourism Boards



Recommendations by Establishments



What recommendations do you have for improving marketing and attracting more visitors and investors to the KZN South Coast?

<p>Investing in more marketing with professional content creators, high quality videos and pictures. Making user friendly, up to date websites. Incorporating travel vloggers and doing collaborations to gain exposure.</p>	<p>Create more visibility of the variety of accommodation and experiences available on the South Coast without focusing primarily on BEE projects</p>
<p>Government (municipality) to do their job, maintain gardens and infrastructure. Businesses cannot do it alone. It must start with the basics and investment opportunities will follow.</p>	<p>The establishments working within close proximity of each should try put together package deals, including small tourist attractions that don't offer accommodation</p>
<p>Please ask the municipality to pick up the rubbish into Port Shepstone on the detour</p>	<p>Improve customer service overall so that we deliver what we advertise and the customer definitely returns.</p>
<p>Keep the current marketing going</p>	<p>More collaboration with other attractions</p>
<p>More Social Media Exposure</p>	<p>Please take care of our beaches</p>
<p>Get municipalities to do their jobs properly so towns don't look like rubbish - All jobs done by local NGOs</p>	<p>Put pressure on other sectors in government to improve basic services, beautiful destination being tarnished by poor basic service delivery. SCTIE doing a good job in terms of marketing.</p>
<p>Need our municipalities to attend to critical water outages and sort out pavements, residential roads and overgrown verges which are all in a sorry state! If the North Coast can attend to these basics why can't we?</p>	<p>Ww as partners in the Tourism industry need to focus more on guests relation and satisfaction. We need a more visible platform as a whole industry to advertise with local attractions. Also the south Tourism needs to get more involved in cleaning and putting pleasure on authorlties to kerb lawlessness on beaches, ess Port Edward silver beach.</p>



Recommendations by Establishments

What recommendations do you have for improving marketing and attracting more visitors and investors to the KZN South Coast?

Discounts and promotions	ADVERTISE that we are not Durban!!!!!!! If Durban gets bad publicity, we are included.
Tourism to assist us with marketing, promote establishments awareness for south coast	Sort our Water problems/infrastructure... clean up beaches & fix paving on Margate main beach. Sort sewerage problems
Upgrade road infrastructure, fix all pot holes. Keep grass along Marine Drive cut.	Various kids and family activities
Advertise more for out of season	Work with influencers & content creators who align with your niche and perhaps launch guest-generated content campaigns like #MySouthCoastEscape with incentives for sharing photos and reviews.
Active on social media marketing (Posters on roads	Improving the roads and water
Get more influences, be more active on social media	We should work on having more outdoor activities so that our guests can have activities to do while on holiday
Continue to market all the South Coast has to offer	Games and entertainment activities
Social Media Marketing	Roads is a problem, too many potholes.
Not a lot of people know that our area has improved, more marketing is required	Spend time promoting our biggest assets - Beaches & Golf Courses
TV advertising	Allowing small businesses to put up advertising boards up at a fair rate. Lower the Indaba costs for those who need the marketing.



Thank you.

