

Nelson Mandela Bay Visitor Information Centre Statistics September 2011

Key Findings:

Number of Enquiries:

The September 2011 data collected at each of the four Nelson Mandela Bay Tourism Visitor Information Centres show a total of 1204 enquiries received at all the Visitor Information Centres. Foreign enquiries equate for 298 enquiries (537 visitors) and Domestic visitors equate for 906 enquiries (1196 visitors). In comparison during September 2010 the Visitor Information Centres received a total of 1087 enquiries. Foreign visitors equated for 287 enquiries (518 visitors) and Domestic visitors equated for 800 enquiries (866 visitors).

Foreign Enquiries:

In September 2011 of the foreign enquiries the majority of enquiries came from Germany followed by The United Kingdom, The Netherlands, The United States, Brazil, Switzerland, Australia, France, Argentina, Ireland, and Italy. There were a total of 298 foreign enquiries. In September 2010 the top 10 countries enquiries came from were The United Kingdom, Germany, The United States, Switzerland, Canada, The Netherlands, Australia, Brazil, Italy, and India. There were a total of 287 foreign enquiries.

Domestic Enquiries:

In September 2011 of the domestic enquiries the majority of enquiries came from the Eastern Cape followed by Western Cape, Gauteng, KZN, Free State, Mpumalanga, Northern Cape, North West and Limpopo. In September 2010 most enquiries came from the following provinces in order: Eastern Cape, Gauteng, Western Cape, KZN, Free State, Mpumalanga, North West, Northern Cape, and Limpopo.

Nature of Enquiries:

The top 10 nature of enquiries received at all the Visitor Information Centres for September 2011 were for Sanparks, Attractions, Accommodation, Internet Café, Brochures, Directions, Contact No., Other Regions, Historical, and Internet Café. During September 2010 most enquiries were for Sanparks, Browsing, Internet Café, Map, Accommodation, Attractions, Other Regions, Brochures, Contact No., and Directions.

1. Summary:

2011	Donkin	Boardwalk	Uitenhage	Airport	Overall
Number of Enquiries:	414	402	98	290	1204
Telephone Calls:	158	191	12	21	382
Walk In:	249	211	86	269	815
E-mail:	7	0	0	0	7
International Enquiries:	102	82	8	106	298
Domestic Enquiries:	312	320	90	184	906
International Foot Count	220	179	9	129	537
Domestic Foot Count	684	241	87	184	1196
Total Foot Count	904	420	96	313	1733
Top 3 Queries:	Attractions, Accommodation, Sanparks	Sanparks, Other Regions, Attractions	Internet Café, Directions, Accommodation	Internet Café, Directions, Brochures	Sanparks, Attractions and Accommodation
Accommodation Enquiries:	58	22	10	20	110
Telephone Calls:	45	12	3	3	63
Walk In:	9	10	7	17	43
E-mail:	4	0	0	0	4

Above is a summary of enquiries received at each of the Nelson Mandela Bay Visitor Information Centres for the month.

During September 2011 Donkin received 414 enquiries, The Boardwalk received 402 enquiries, Uitenhage received 98 enquiries, and the Airport received 290 enquiries.

Donkin's top 3 nature of enquiries were for Attractions, Accommodation, Sanparks. They received 102 International enquiries and 312 domestic enquiries. Enquiries were made via the following modes: 158 telephone calls, 249 walk in's (904 visitors), and 7 e-mails.

Boardwalk's top 3 nature of enquiries were for Sanparks, Other Regions, Attractions. They received 82 International enquiries and 320 domestic enquiries. Enquiries were made via the following modes: 191 telephone calls, 211 walk in's (420 visitors), and 0 e-mails.

Uitenhage's top 3 nature of enquiries were for Internet Café, Directions, Accommodation. They received 8 International enquiries and 90 domestic enquiries. Enquiries were made via the following modes: 12 telephone calls, 86 walk in's (96 visitors), and 0 e-mails.

Airport's top 3 nature of enquiries were for Internet Café, Directions, Brochures. They received 106 International enquiries and 184 domestic enquiries. Enquiries were made via the following modes: 21 telephone calls, 269 walk in's (313 visitors), and 0 e-mails.

Table 1.1: Annual Enquiries:

Annual		Office				
Year	Month	Donkin	Boardwalk	Uitenhage	Airport	Grand Total
2011	September	414	402	98	290	1204
	August	399	401	106	429	1335
	July	221	365	123	781	1490
	June	153	335	140	731	1359
	May	233	372	168	713	1486
	April	319	536	119	629	1603
	March	365	515	132	865	1877
	February	254	617	99	671	1641
	January	373	248	79	523	1223
	2011 Total		2731	3791	1064	5632
2010	December	444	399	90	482	1415
	November	229	398	81	484	1192
	October	256	379	97	373	1105
	September	273	334	56	424	1087
	August	367	421	88	406	1282
	July	339	442	123	993	1897
	June	723	726	142	1363	2954
	May	98	327	129	725	1279
	April	106	318	161	632	1217
	March	221	523	112	410	1266
	February	82	644	116	497	1339
	January	150	775	110	511	1546
2010 Total		3288	5686	1305	7300	17579
2009	December	373	1503	396	664	2936
	November	292	881	232	533	1938
	October	406	733	344	391	1874
	September	387	810	414	441	2052
	August	272	518	79	379	1248
	July	345	560	108	441	1454
	June	303	583	101	469	1456
	May	218	796	143	331	1488
	April	357	1300	102	257	2016
	March	316	1425	270	199	2210
	February		1494	278	314	2086
	January	295	1313	291	476	2375
	2009 Total		3564	11916	2758	4895
2008	December	464	1469	254	380	2567
	November	466	1013	277	417	2173
	October	577	1098	335	306	2316
	September	566	1093	311	339	2309
	August	742	825	297	339	2203
	July	596	560	290	306	1752
	June	415	476	237	319	1447
	May	524	545	326	272	1667
	April	576	601	289		1466
	March	757	766	274		1797
	February	633	490	299		1422
	January	628	473	248		1349
2008 Total		6944	9409	3437	2678	22468
Grand Total		16527	30802	8564	20505	76398

Table 1.2: Nature of Enquiries:

Donkin	Attractions	93	Overall	Sanparks	223
	Accommodation	58		Attractions	145
	Sanparks	43		Accommodation	110
	Contact No.	38		Internet Cafi	96
	Brochures	37		Brochures	94
	Historical	36		Directions	71
	Browsing	17		Contact No.	55
	Map	14		Other Regions	54
	Events	10		Historical	44
	Other Regions	9		Internet Café	43
Donkin Total		355		Browsing	35
Boardwalk	Sanparks	170		Map	33
	Other Regions	28		Wildlife & Nature	30
	Attractions	27		Travel & Transport	26
	Accommodation	22		Events	18
	Brochures	20		Tour Operators & Tours	17
	Map	15		Education	15
	Browsing	14		Entertainment & Shopping	14
	Tour Operators & Tours	11		Wildcard	13
	Wildcard	11		Adventure & Sports	11
	Directions	11		Tourism Services	11
	Entertainment & Shopping	11		Arts & Culture	8
Boardwalk Total		340		Eating Out	8
Uitenhage	Internet Café	43		General	8
	Directions	13		Apple Express	4
	Accommodation	10		Souvenirs	4
	Brochures	8		Information Links	3
	Other Regions	6		Business & Conferencing	3
	Wildlife & Nature	5		Distance	3
	Historical	3		Coastal & Beaches	2
	Contact No.	3		Association & Clubs	2
	Education	3		Internet Caf?	1
	Attractions	2		Grand Total	1204
Uitenhage Total		96			
Airport	Internet Cafi	96			
	Directions	44			
	Brochures	29			
	Attractions	23			
	Accommodation	20			
	Travel & Transport	13			
	Other Regions	11			
	Wildlife & Nature	10			
	Sanparks	10			
	Contact No.	9			
Airport Total		265			
Grand Total		1056			

Table 1.2 above shows the top 10 reasons for visitors enquiring at each office and also the overall nature of enquiries.

Figure 1.1
Demographics:

Domestic vs. International

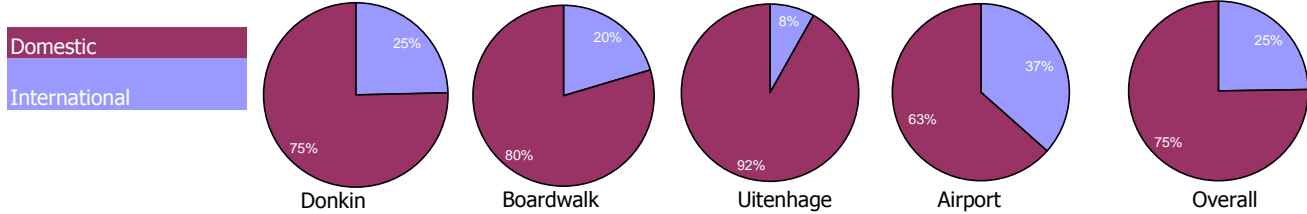


Figure 1.1 above shows the percentage of Domestic Enquiries vs International Enquiries at each of the information offices as well as an

Table 1.3 Foreign visitors:

Top 10 Countries From:

Office	Country	Count	Overall	Country	Count
Donkin	Germany	37	Overall	Germany	73
	United Kingdom	14		United Kingdom	54
	Brazil	7		Netherlands	17
	Australia	6		United States	17
	Netherlands	5		Brazil	15
	Argentina	5		Switzerland	10
	Italy	4		Australia	10
	Switzerland	3		France	9
	China	2		Argentina	8
	Spain	2		Italy	7
Donkin Total	Israel	2	Ireland	7	
	Austria	2	Canada	5	
	Belgium	2	Belgium	5	
	France	2	Spain	4	
			Sweden	4	
			China	3	
			Poland	3	
			India	3	
			Israel	3	
			Nigeria	3	
Boardwalk	United Kingdom	19	Austria	2	
	Germany	18	Singapore	2	
	Netherlands	11	Uganda	2	
	United States	5	Norway	2	
	Switzerland	4	Slovakia	2	
	France	3	Philippines	2	
	Australia	2	New Zealand	2	
	Sweden	2	Mozambique	2	
	Ireland	2	Portugal	2	
	Belgium	2	Zimbabwe	2	
Boardwalk Total	New Zealand	2	Kenya	2	
	Philippines	2	Angola	1	
			Chile	1	
			Iceland	1	
			Russia	1	
			Bahamas	1	
			Japan	1	
			Malaysia	1	
			Denmark	1	
			Somalia	1	
Uitenhage	United Kingdom	3	Zambia	1	
	Poland	3	Korea, North	1	
	Germany	2	Nauru	1	
			Korea, South	1	
			Lesotho	1	
			Grand Total	296	
Uitenhage Total	United Kingdom	18			
	Germany	16			
	United States	11			
	Brazil	8			
	Canada	5			
	Ireland	5			
	France	4			
	Italy	3			
	Argentina	3			
	Nigeria	3			
Airport	Switzerland	3			
Airport Total					
Grand Total					

Table 1.3 above shows the top 10 countries foreign visitors were from enquiring at each office and also the overall view.

Table 1.4: Domestic visitors

Donkin	Eastern Cape	255	Overall	Eastern Cape	658
	Western Cape	28		Western Cape	114
	Gauteng	19		Gauteng	85
	KZN	5		KZN	17
	Mpumalanga	2		Free State	14
	Free State	2		Mpumalanga	4
	North West	1		Northern Cape	2
Donkin Total		312	North West	2	
Boardwalk	Eastern Cape	233	Limpopo	2	
	Western Cape	53	Grand Total	898	
	Gauteng	17			
	Free State	8			
	KZN	5			
	Limpopo	2			
	Mpumalanga	1			
Boardwalk Total	Northern Cape	1			
		320			
Uitenhage	Eastern Cape	80			
	Western Cape	7			
	Gauteng	2			
	KZN	1			
Uitenhage Total		90			
Airport	Eastern Cape	90			
	Gauteng	47			
	Western Cape	26			
	KZN	6			
	Free State	4			
	Northern Cape	1			
	Mpumalanga	1			
Airport Total	North West	1			
		176			
Grand Total		898			

Table 1.4 above shows the top 10 provinces domestic visitors were from enquiring at each office and also the overall view.

Table 1.5: Enquiries per staff member

Staff Member	Office	Total
Maryke Vermaak	Donkin	154
Pamela Matiso	Boardwalk	124
Phumeza Ndzambo	Boardwalk	84
Mathilda Thorne	Airport	81
Sphokazi Mbiko	Donkin	81
Rene Derrocks	Uitenhage	81
Yandisa Mbaligotsi	Donkin	78
Lubabalo Malindi	Donkin	73
Ntomboxolo Mgijima	Boardwalk	65
Siphokazi Cingco	Boardwalk	57
Gcobisa Douw	Airport	56
Lauren Evertse	Airport	53
Siphokaza Cingco	Boardwalk	51
Andiswa Aba	Airport	36
Ndumiso Dondashe	Donkin	28
Ayanda Sondara	Boardwalk	20
Nondwe Hempe	Uitenhage	17
Andile Mboyiya	Airport	14
Grand Total		1153