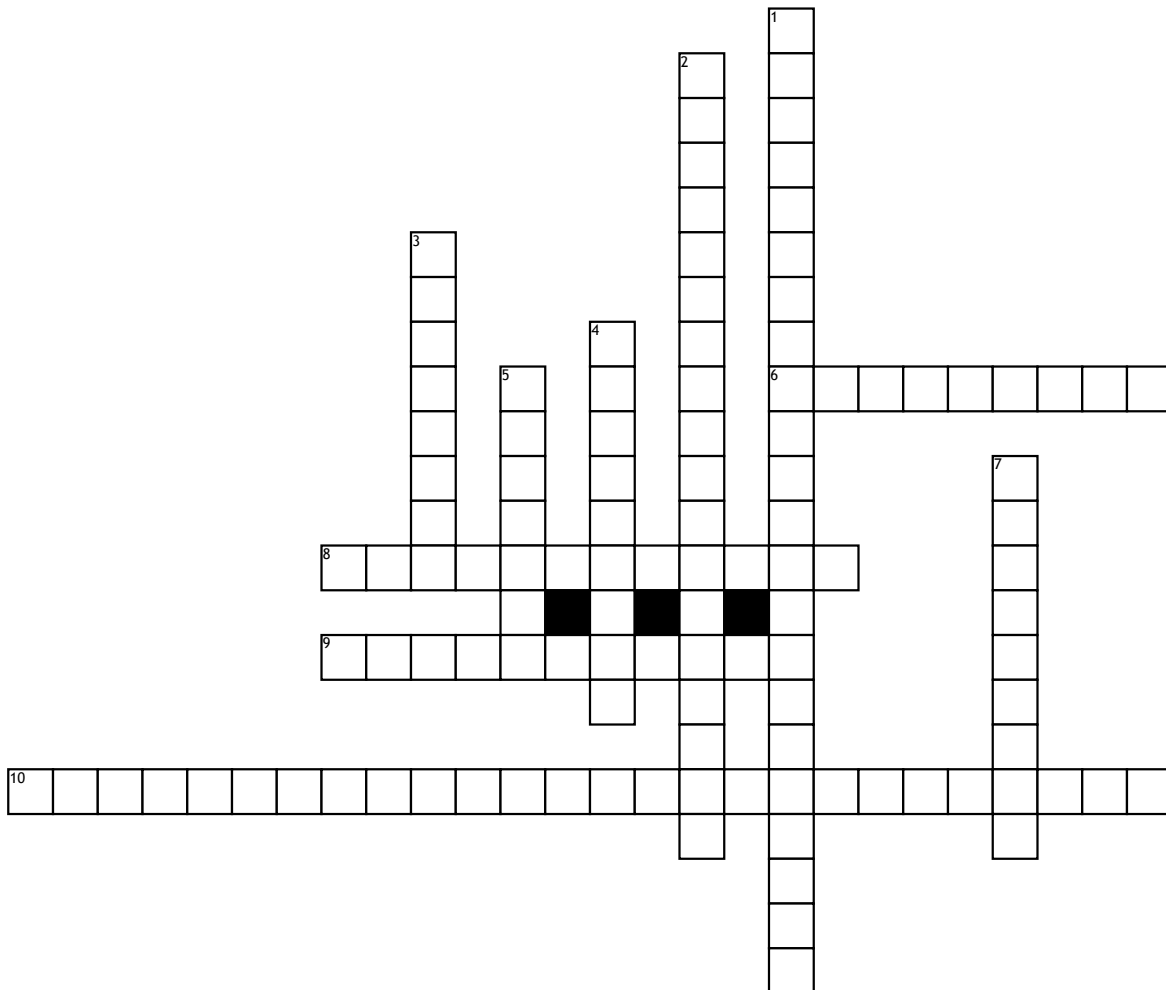


DOMESTIC TOURISM GROWTH STRATEGY SEGMENTS



Across

- 6. Travel is all about escaping the city, and being able to spend time with friends and family in new and different _____. To a certain extent, travel is also about exposing the children to alternative ways of life and activities
- 8. Travel is a way to boost one's _____, and to experience the finer things in life in new and different settings
- 9. Well-to-Do Mzansi Families
- 10. 79 % of _____ prefer a weekend holiday filled with activities compared to a quiet weekend getaway
Message: Have fun in new/different surroundings, whether with existing friends or meeting new friends along the way.

Down

- 1. Aged 25-45, white. Have R5,000 or more disposable income a month

- 2. Aged 35 and older, black, coloured and Indian. Have R5,000 to R10,000 disposable income a month
- 3. 78% of High-Life Enthusiasts prefer a weekend holiday filled with activities compared to a quiet weekend getaway
Message: _____ travel is the quickest and easiest way to enjoy invaluable and enviable world-class experience
- 4. Travel is a way of life and something of a _____. Having grown up going on regular holidays, this group of consumers understands the value of travel experiences and memories over commodities
- 5. Travel is a way to _____ their children, and to provide them with the opportunity to broaden their perspectives. It is also seen as quality time for the family to spend together, and a reward for hard work
- 7. Travel is a way to discover new people, places and adventures. _____ in this segment travel to get away from the monotony of daily life; to add to their life experiences and fond memories