

# An analysis of visitor motivations at the Voortrekker Monument

## Section A

1. What is your gender?

Male	1	Female	2	Other	3
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2. What is your age group?

18 -24	1	45 – 49	6
25 – 29	2	50 – 54	7
30 -34	3	55 – 59	8
35 - 39	4	60 – 64	9
40 - 44	5	65+	10

3. What is your home language?

Chinese (Mandarin)	1	isiZulu	14
Chinese (Cantonese/Yue)	2	isiXhosa	15
Chinese (other dialects)	3	Afrikaans	16
Japanese	4	sePedi	17
Korean	5	seTswana	18
Spanish	6	seSotho	19
English	7	XiTsonga	20
Portuguese	8	siSwati	21
Russian	9	TshiVenda	22
French	10	isiNdebele	23
German	11	Other: Please specify	24
		.....	

4. Where do you reside?

Gauteng	1
Limpopo	2
Mpumalanga	3
North West	4
Free State	5
KwaZulu-Natal	6
Eastern Cape	7
Western Cape	8
Northern Cape	9
Other country: Please specify	10
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5. Which is your permanent residing area (indicate one)

Urban	1	Rural	2
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6. What is your individual income (gross annually?)

Financially dependent: R0.00	1
R1.00 -R20 000	2
R20 001 – R140 000	3
R140 001 – R221 000	4
R221 001 – R305 000	5
R305 001 – R431 000	6
R431 001 – R552 000	7
R552 001 >	8

7. What is your marital status?

Single	1
Married	2
Living together	3
Divorced	4
Widower/widow	5

8. Please indicate your highest level of education

Below Grade 12		1
Grade 12/Matric	(NQF 4)	2
N6 Certificate/Higher Certificate	(NQF 5)	3
National Diploma/Diploma	(NQF 6)	4
Bachelor's degree/Advanced Diploma/B Tech	(NQF 7)	5
Honours Degree/Post Graduate Diploma	(NQF 8)	6
Master's Degree	(NQF 9)	7
Doctoral Degree	(NQF 10)	8

9. Current occupation

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## Section B

Please base the following questions on your experience and expectations as a tourist (a person that make use of overnight accommodation away from where they normally reside for a period of longer than 24 hours) or a day tripper (travelling for less than 24 hours from the place where you normally reside).

10 I am a:

Tourist	1
Day tripper	2

11. Length of stay in South Africa, if from outside the country (please specify days/weeks/months)

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12. Length of stay in Gauteng, if from outside the province (please specify days/weeks/months)

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13. When did you decide to visit the VTMHS?

While passing it by on the road that day or previously	1
While talking to friends or family	2
While picking up a brochure at a tourist information center/travel agent	3
While surfing the Internet	4
As part of an itinerary	5
By reading a newspaper article	6
By reading a travel magazine	7
Got there by accident as friends/family brought you along	8
Other	9

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14. Who initiated the visit to the VTMHS?

Self	1
Friends	2
Family	3
Other: Please specify .....	4

15 Which mode of transport did you use to travel to the VTMHS?

Sedan	1
SUV/4x4	2
Kombi	3
Coach/bus	4
Motorcycle	5
Other: Please specify .....	6

16 Including yourself, how many people are travelling in your group?  
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17. Including yourself, how many people are you paying for?  
.....

18. How much did you spend during your visit to the VTMHS?

Entrance fee	R.....
Restaurant	R.....
Canteen	R.....
Gift shop	R.....
Mountain biking	R.....
Horse riding	R.....
Transport to and at the VTMHS	R.....
Other expenses not listed above.....	R.....
.....	R.....
.....	R.....

### Section C

19. Please rate motivations on a scale of importance the following factors on how these factors influence your decision to visit the VTMHS.

By using the scale below please rate the importance of the following variables and their influence towards your visit to the VTMHS. **Not important (NI)**, **slightly important (SI)**, **important (I)** **very important (VI)**, and **extremely important (EI)**.

Motivator factor	NI	SI	I	VI	EI
To relax	1	2	3	4	5
To get away from routine	1	2	3	4	5
To spend time with family	1	2	3	4	5
To spend time with friends (socialise)	1	2	3	4	5
To explore a new destination	1	2	3	4	5
To learn about history	1	2	3	4	5
To learn about the Voortrekkers	1	2	3	4	5

To learn about the Great Trek	1	2	3	4	5
To learn about mass migrations around the world	1	2	3	4	5
To learn about Afrikaner culture	1	2	3	4	5
To experience something unique	1	2	3	4	5
The Voortrekker Monument seemed different from traditional attractions	1	2	3	4	5
To commemorate the Day of the Vow as to obtain a spiritual experience	1	2	3	4	5
To visit the Garden of Remembrance	1	2	3	4	5
It is value for money	1	2	3	4	5
To educate my children	1	2	3	4	5
To partake in horse-riding	1	2	3	4	5
To partake in mountain biking	1	2	3	4	5
To come for a picnic	1	2	3	4	5
To come and have lunch at the restaurant	1	2	3	4	5
To visit the souvenir shop to get some souvenir(s) from my visit	1	2	3	4	5
To see some wildlife	1	2	3	4	5
For health reasons	1	2	3	4	5
For photography	1	2	3	4	5
It was suggested in the media	1	2	3	4	5
To get out in nature	1	2	3	4	5
It is close to where I live	1	2	3	4	5
Fun and excitement (recreational opportunity)	1	2	3	4	5
To have my curiosity aroused	1	2	3	4	5
For nostalgia	1	2	3	4	5

20. Thank you for participating in this survey, now that you supplied us with your motivations to visit the VTMHS, will you be so kind and give us some ideas of how we can stay afloat during and after the lockdown as a business.