

ACCOMMODATION PERFORMANCE REVIEW SURVEY

QUESTIONNAIRE | QUICK GUIDE

1. The landing page followed by a welcome note

Accommodation Performance Review Survey | September 2023

mdewitt@horwaththill.co.za Switch account

Not shared

* Indicates required question

English questionnaire
Afrikaanse vraelys

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2. Provide some basic information about yourself and your establishment

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Not shared

* Indicates required question

Establishment Information

Please share some basic information about your establishment with us.

Establishment Name *

x

Name of Person completing the Survey *

x

Email address of the Person completing the Survey *

x

Accommodation type *

Bed & Breakfast
 Camp Site
 Guesthouse
 Hotel
 Lodge
 Resort
 Self catering cottages/ establishment

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3. A few more questions about your establishment

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* Indicates required question

Total number of rooms in your establishment (per day) *

Your answer

Please indicate the standard of your accommodation establishment. *

Not graded
 5-Star
 4-Star
 3-Star
 2-Star
 1-Star

Is your establishment situated in town or out of town? *

In town
 Out of town

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4. Questions regarding actual performance (room nights sold, average room rate)

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Not shared

* Indicates required question

Actual Performance Registered

Room Nights Sold *

How many room nights sold were recorded at your establishment in **July 2023**?

Please provide a **WHOLE NUMBER** as your response - please do **NOT** answer as a percentage for the month.

Your answer

Room Nights Sold *

How many room nights sold were recorded at your establishment in **August 2023**?

Your answer

Average Room Rate *

Please indicate the Average Room Rate registered in **July 2023**.

For the purposes of this survey, the term **Average Room Rate** is an accommodation establishment's net

5. Market segmentation – Where did your guests originate from?

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Not shared

* Indicates required question

Market Segmentation of Guests | July 2023

PLEASE NOTE: It is very important that your answer ...
 (i) should be a **PERCENTAGE**, and
 (ii) that the **SUM** of all your answers to the three questions **EQUAL 100%**.

If you do not have this information, please enter a zero (0) in response to the following questions.

Of all the room nights/ caravan stands/ tent sites sold in **July 2023**, what **PERCENTAGE** of the room nights/ caravan stands/ tent sites were sold to ...

DOMESTIC GUESTS

The term **DOMESTIC** refers to South African guests

Your answer

REGIONAL GUESTS

The term **REGIONAL** refers to guests from other countries on the African Continent

Your answer

INTERNATIONAL GUESTS

The term **INTERNATIONAL** refers to guests from countries located off the African Continent

Your answer

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6. The outlook questions – what are your expectations for the next two months?

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Not shared

* Indicates required question

Outlook for September 2023 and October 2023

What **OCCUPANCY** do you expect to register at your establishment in respect of the calendar month of **September 2023**?

Please indicate your answer as a **PERCENTAGE**

Your answer

And your **AVERAGE ROOM/ CARAVAN STAND/ TENT SITE RATE** projection for the calendar month of **September 2023**?

Your answer

What **OCCUPANCY** do you expect to register at your establishment in respect of the calendar month of **October 2023**?

Please indicate your answer as a **PERCENTAGE**

Your answer

And your **AVERAGE ROOM/ CARAVAN STAND/ TENT SITE RATE** projection for the calendar month of **October 2023**?

Your answer

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SURVEY COMPLETE - SUBMIT