

TOURISM MARKET RESEARCH FOR LESOTHO

Location: Lesotho

Client: Ministry of Tourism, Government of Lesotho

Services: Market Research, Marketing



Developing markets for Lesotho's tourism products

Project Objectives:

- Lesotho, landlocked and completely surrounded by South Africa, is a country with a potentially rich tourism product. However the Government of Lesotho was concerned that tourism was not generating the economic benefits that it had the potential to do.
- The objectives of this study were to establish what Lesotho had to offer, in particular for the cultural and activity tourism markets, and identify ways of targeting domestic, South African and international tourists.

Our Recommendations:

- A number of different market segments within the domestic, South African and international markets were identified during this study, and marketing plans for each of these were developed for the client. Some of identified markets are described below.
- The landscape/scenery was the main attraction for the South African market. Skiing is particularly popular amongst this group, and the more sedentary activities of hiking/trekking and pony trekking were also popular. Para-gliding/hang-gliding showed a high level of potential participation.
- The emerging black middle class in South Africa holds potential for Lesotho tourism and is one that is less likely to be attracted to the landscape/scenery of the country and more likely to be enticed on its cultural and heritage strengths.
- The youth and student sector also offers great potential for Lesotho as they tend to be tourist trendsetters, are keen to experience other cultures and do not mind underdeveloped infrastructure..