

A marketing & spending
analysis of

TROPHY HUNTERS

2015/16 season

TREES

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**TOURISM RESEARCH IN ECONOMIC
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Summary of Trophy hunters to South Africa for the 2013 and 2015/16 season

APECTS	2013	2015/16
GENDER	Male (97%); Female (3%)	Male (97%); Female (3%)
AGE	55.93	60.67
MARITAL STATUS	Married (89%); Single (7%)	Married (85%); Single (6%); Divorced (6%)
LEVEL OF EDUCATION	Diploma/ degree (40%); Professional (27%)	Diploma/ degree (41%); Post-graduate (30%)
COUNTRY OF RESIDENCE	United States of America (88%); South Africa (9%)	United States of America (86%); Canada (6%)
OCCUPATION	Professional (51%); Self-employed (25%)	Professional (42%); Pensioners (28%).
HUNTING ORGANISATIONS	Safari Club International National Rifle Association, USA Rocky Mountain Elk Foundation Cape Hunt and Conservation Dallas Safari Club	Safari Club International, National Rifle Association, USA, Ducks Unlimited, Dallas Safari Club
HEARD ABOUT OUTFITTER	Trade shows (32%); Word of mouth (30%)	Trade shows (34%); Word of mouth (34%)
TAXIDERMY	All done by South African taxidermists	All done by South African taxidermists; Dip and ship to be done in country of origin
NUMBER OF TROPHIES COLLECTED DURING HUNTING CAREER	18 trophies	15.81 trophies
PREFERRED PROVINCE TO HUNT AT	Limpopo Eastern Cape KwaZulu-Natal Northern Cape North West	Limpopo Eastern Cape North West Northern Cape Free State
SPOUSE/FRIEND ACCOMPANYING HUNTING TRIP TO SOUTH AFRICA	Yes (74%)	Yes (73%)
NUMBER OF PEOPLE ACCOMPANYING THE TRIP	-	2 people
NUMBER ACCOMPANYING HUNTERS	2.57 hunters	1.44 hunters
NUMBER OF PEOPLE FINANCIALLY RESPONSIBLE FOR IN THE GROUP	1.87 people	1.8 people
LENGTH OF STAY	9.50 nights	11.67 nights
NUMBER OF NIGHTS Stayed EXTRA	2.52 nights	3.21 nights
REASONS WHY SOUTH AFRICA WAS CHOSEN AS HUNTING DESTINATION	The variety of game available Convenience Costs and pricing Safety Recommended by friends and families	Affordable Best value for money Variety of species Animal availability
Areas saw as safe	Tourism attractions visited At the airports in South Africa Cities visited While travelling in South Africa At the game ranch or hunting concession area	At the game ranch or hunting concession area Tourism attractions visited At the airports in South Africa While travelling in South Africa
NUMBER OF TIMES HUNTED IN SOUTH AFRICA OVER THE PAST YEAR	Once	Once

SPENDING DURING HUNTING TRIP	\$6 051.93	\$14 859.34
TOTAL DAILY FEES	\$3 336.90	\$3 602.96
TOTAL SPENDING ON GAME HUNTED	\$7 891.40	\$10 345.07
AVERAGE SPENDING OF TROPHY HUNTERS TO SOUTH AFRICA	R138 241.81 (\$17 280.00)	R261 761.63 (\$20 135.51)
TOTAL ECONOMIC VALUE OF TROPHY HUNTING	R1.24 billion	R1.989 billion
RETURN TO SOUTH AFRICA FOR HUNTING	-	Yes (79%)
VALUE FOR MONEY	-	50% strongly agree that hunting experience in SA was value for money
HUNTING METHOD	Stalking	Stalking
HUNT DESTINATION ASPECTS	-	<ol style="list-style-type: none"> 1. There is a variety of game to hunt 2. There is a variety of hunting products (farms/ranches/game/reserves) to choose from to hunt at 3. Quality game are available to hunt 4. A variety of hunting packages are available 5. I can hunt the animals that I planned to hunt
HUNTING CAPTIVE BRED LIONS	No (77%)	No (73%)
INFORMED REGARDING LION HUNT	No (68%)	No (56%)
RIFLE Used	Own rifle (70%)	Own rifle (75%)
UNDERSTANDING OF ANIMAL COLOUR VARIANTS	-	It is completely artificial and should not be allowed Colour variants have no conservation value
HUNTED COLOUR VARIANT ANIMALS	-	No (68%)
REPEAT COLOUR VARIANT HUNTS	-	Yes (79%)
BREEDING OF COLOUR VARIANTS AS ACCEPTABLE PRACTICE	-	Yes (41%)
HUNT COLOUR VARIANTS AT CURRENT PRICES	-	No (65%)
CONSERVATION VALUE OF COLOUR VARIANTS	-	Yes (50%) – they do have conservation value
REASONS FOR HUNTING COLOUR VARIANT ANIMALS	-	To hunt a variety of species For trophy purposes Opportunities to hunt at a good price