



# VISITORS' PERCEPTION SURVEY REPORT 2023

June 2024



# Contents

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**03 FOREWORD**

**04 INTRODUCTION**

**05 OBJECTIVE**

**05 METHODOLOGY**

**LESOTHO**  
**TOURISM DEVELOPMENT CORPORATION**

**06 ANALYSIS**

**20 CONCLUSION**

**20 RECOMMENDATIONS**

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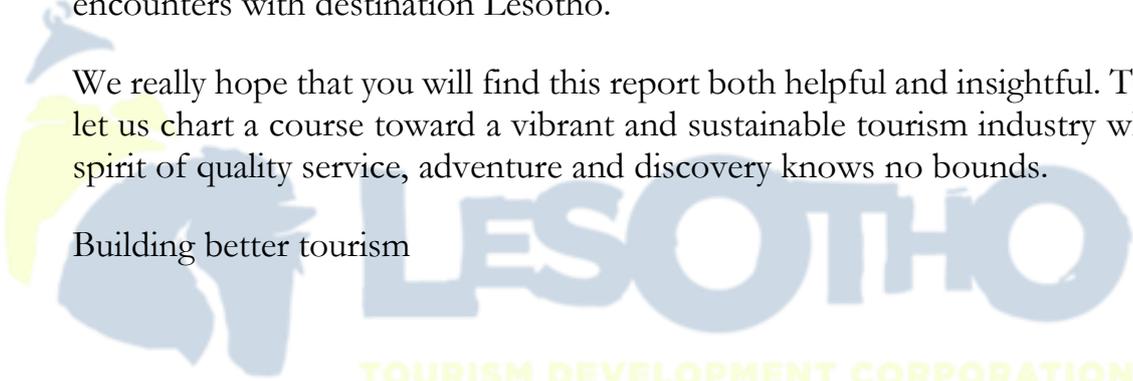
## Foreword

It is with great pleasure that we present this insightful report that is crafted to unveil tourists' perceptions in Lesotho. At its core, this report will reflect the government's steadfast commitment to understand the diverse needs and preferences of tourists, harnessing its knowledge in order to promote sustainable tourism development.

This report presents an analysis of motivations inspiring visitors to choose Lesotho as their destination of choice as well as their experiences and levels of satisfaction. Among the most compelling revelations uncovered is the positive sentiment that defines tourists' perceptions of Lesotho. Whether captivated by the awe-inspiring landscapes or touched by the genuine warmth and hospitality of the Basotho people, visitors consistently expressed admiration and delight in their encounters with destination Lesotho.

We really hope that you will find this report both helpful and insightful. Together, let us chart a course toward a vibrant and sustainable tourism industry where the spirit of quality service, adventure and discovery knows no bounds.

Building better tourism

The logo features a stylized map of Lesotho in blue and yellow on the left. To its right, the word "LESOTHO" is written in large, bold, blue capital letters. Below "LESOTHO", the words "TOURISM DEVELOPMENT CORPORATION" are written in smaller, yellow capital letters.

LESOTHO  
TOURISM DEVELOPMENT CORPORATION

# 1. Introduction

## Destination Lesotho

Located in the southern part of Africa, Lesotho is renowned for its breath-taking landscapes, including mountains, nature reserves, rivers, waterfalls, hot springs, diverse flora and fauna, cave formations, bird species as well as picturesque villages. These features make it possible for Lesotho to offer a wide range of activities and attract a variety of people from different parts of the world including adventure enthusiasts, sportsmen, sightseers, academics and culture lovers.

## 2. Background

Tourism stands as a cornerstone of Lesotho's economic landscape and central to this narrative is the image Lesotho projects onto the international fraternity. As Cai (2002) rightly articulates this, a destination's image encapsulates the perceptions held in the collective memory of tourists, shaping their decisions and interactions and making it important on how a destination is viewed.

Recognizing this imperative, both the government and the Lesotho Tourism Development Corporation (LTDC) have embarked on initiatives to comprehend tourists' perceptions of Lesotho and this task is aimed at reshaping and reinforcing the image of Lesotho, so that it enhances its appeal to both domestic and regional tourists.

As underscored by Kotler et al. (2010), enhancing the quality of tourist attractions as well as supporting products and services is instrumental in elevating tourist satisfaction and fostering emotional connections with a destination's offerings. Such connections, as noted by Truong & King (2009), engender loyalty among tourists, paving the way for return visits and positive advocacy to potential tourists.

Despite the pivotal role of perceptions in shaping tourism outcomes, Lesotho has seen limited studies into tourists' perceptions and due to this gap, this study seeks delve deeper into tourists' perceptions of destination Lesotho and inform strategic decisions aimed at fostering sustainable tourism development. Through an examination of tourists' motivations for selecting destination Lesotho, their overall satisfaction with the destination, their profiles and travel behaviour, this report will unearth actionable insights that will inform strategic decisions for the improvement of Lesotho's position in the global tourism landscape.

### **3. Objective**

As a supplement to the routine collection of tourist arrivals data from all ports of entry on a daily basis, it has become imperative to gather additional data in order to enrich the understanding of visitors' perceptions and travel patterns to Lesotho.

The specific objectives of the study are as follows:

- i. To identify the motivations for selecting Lesotho as a preferred destination.
- ii. To establish profiles, travel patterns and behaviours of visitors to Lesotho.
- iii. To ascertain the opinions and level of satisfaction of tourists regarding the tourism services and facilities in Lesotho.

### **4. Methodology**

#### **Data Collection**

Data was collected through the use of visitor logbooks at Maseru Bridge and Pioneer Information Offices. The logbook covered a range of variables including country of residence, sources of information about Lesotho, purpose of visit, length of stay and general opinions about destination Lesotho. Data was collected from January 2019 to December 2023.

#### **Sampling Technique**

Convenience sampling technique was employed for the study whereat visitors who made inquiries at Maseru Bridge and Pioneer information offices about certain places and tourism products as well as those who have travelled in the country were encouraged to fill in the logbooks to share their views, experiences and perception about Lesotho. A total of 4172 visitors filled in the books and all the records were included for analysis.

#### **Data Analysis**

Descriptive analysis was used to highlight the basic characteristics of the data while content analysis was employed to refine the key points from the qualitative data gathered.

## 5. Analysis: Perceptions about Destination Lesotho

### 5.1. Distribution of Visitors by Year

Figure 5.1: Distribution of Visitors by Year

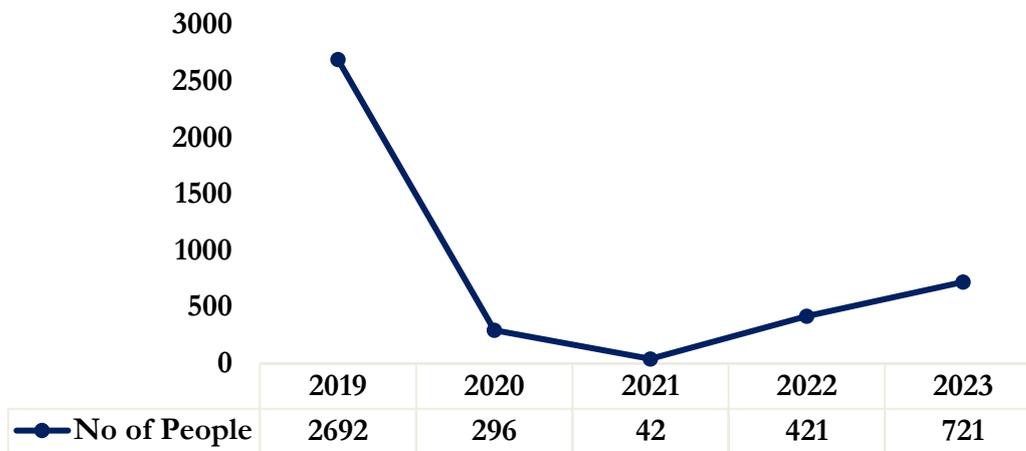


Figure 5.1 demonstrates that:

- In 2019, 2,692 tourists, constituting 64.5% of the total sample, participated in the survey, marking the highest numbers recorded across the years.
- The survey experienced a substantial decline in respondents in both 2020 and 2021, with a decrease of 89% and 85% respectively.
- There was a noticeable increase in tourist visitors in 2022 and 2023, with an additional 379 and 300 tourists, respectively.
- In 2022, tourists comprised 10.1% of total arrivals, while in 2023, they represented 17.3% of total arrivals.
- The decrease in tourists in 2021 and 2022 respectively is possibly due to COVID-19 restrictions while an increase in 2022 and 2023 respectively suggests a potential post-COVID-19 recovery.
- There is a similarity and consistency in the trend of tourism arrivals between the survey sample size and the actual international arrivals of 2022.

## 5.2. Source of Information from 2019-2023

Figure 5.2: Percentage Distribution of Sources of Information

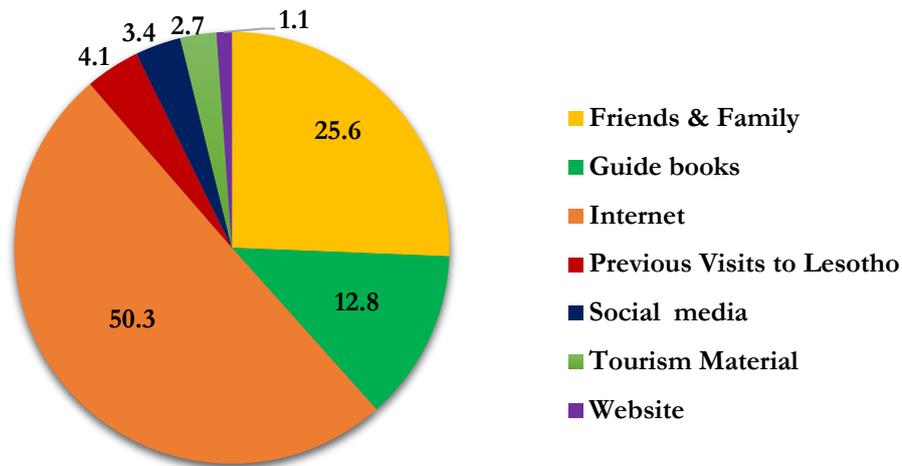


Figure 5.2 indicates that:

- The Internet was the most significant source of information, with 1,196 tourists (50.3%) relying on it for information and indicating the increasing importance of online sources in tourism promotion.
- 610 tourists (25.6%) relied on recommendations from friends and family emphasizing the importance of positive visitor experiences about destination Lesotho.
- 305 tourists (12.8%) relied on guidebooks, indicating the continued relevance of traditional printed materials for marketing destination Lesotho.
- Previous Visits to Lesotho accounted for 97 tourists (4.1%) indicating a trend for repeat tourism.
- 81 tourists (3.4%), 64 tourists (2.7%) and 27 tourists (1.1%) cited social media, tourism material (possibly from the LTDC) and the website as their source of information respectively.

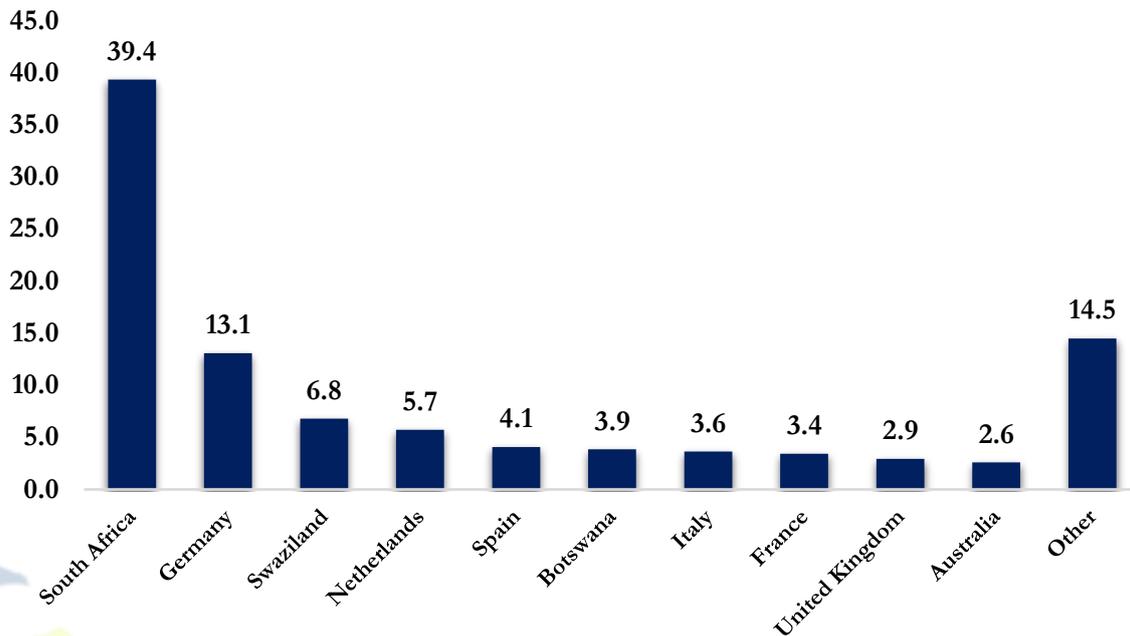
Table 1: Source of Information by Country of Residence								
Country	Friends & Family	Guide books	Internet	Previous Visits to Lesotho	Social media	Tourism Material	Website	Other
South Africa	46.7	12.5	40.9	45.4	42.0	100.0	81.5	37.1
Germany	2.0	22.6	28.3	6.2	12.3	0.0	0.0	6.1
Swaziland	4.6	0.0	0.9	0.0	0.0	0.0	0.0	13.6
Netherlands	2.5	19.0	3.5	2.1	0.0	0.0	11.1	6.6
Spain	1.3	7.9	3.3	0.0	0.0	0.0	0.0	5.5
Botswana	13.1	2.0	0.5	5.2	2.5	0.0	0.0	3.5
Italy	2.1	19.0	1.9	2.1	0.0	0.0	7.4	3.1
France	2.3	1.3	8.0	0.0	2.5	0.0	0.0	1.5
United Kingdom	3.9	7.9	1.6	10.3	0.0	0.0	0.0	2.6
Australia	1.6	0.3	1.7	2.1	0.0	0.0	0.0	4.2
Other	19.8	7.5	9.4	26.8	40.7	0.0	0.0	16.2
<b>Total</b>	<b>14.6</b>	<b>7.3</b>	<b>28.7</b>	<b>2.3</b>	<b>1.9</b>	<b>1.5</b>	<b>0.6</b>	<b>43</b>

Table 1 illustrates that:

- Friends & Family (46.7%) and the Internet (40.9%) were the most influential sources of information for South African tourists.
- Guidebooks (19.0%), Internet (3.5%) Websites (11.1%) Friends & Family (2.5%) along with Previous Visits to Lesotho (2.1%) were popular among Dutch tourists.
- German tourists relied on the Internet (28.3%) and (22.6%) Guidebooks demonstrating a balanced reliance on traditional and digital sources as well as a preference for comprehensive travel information.
- In summary, overseas tourists, such as those from Germany, Italy, and Australia, demonstrated a heavy reliance on the Internet which can be attributed to the geographical distance between these countries and Lesotho while neighbouring countries like South Africa, Swaziland, and Botswana displayed a significant dependence on Friends & Family and previous visits to Lesotho possibly due to their Proximity to Lesotho.

### 5.3. Percentage distribution of the Top 10 Source Markets from 2019-2023

Figure 5.3: Percentage distribution of the top 10 source markets

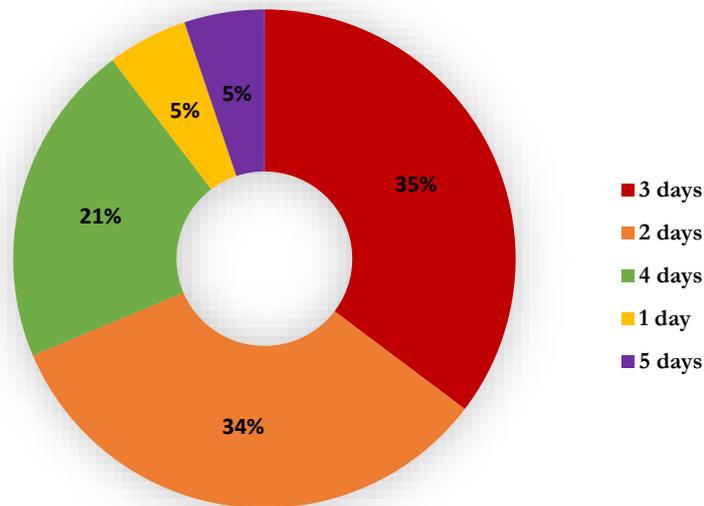


**Figure 5.3 reveals that:**

- The majority of tourists were international tourists, with South Africa leading as the primary source market (possibly due to its proximity), accounting for 39.4% of the total tourists, totalling 1,642.
- Germany ranked as the second-largest source market, with 546 tourist (13.1%), highlighting the prominent presence of European tourists.
- Swaziland, Netherlands, Spain, Botswana, Italy, France, United Kingdom, and Australia collectively represented a range of tourist arrivals, each contributing between 2.6% to 6.8% of the total tourists.

## 5.4. Length of Stay

Figure 5.4: Percentage distribution of Length of Stay



### Figure 5.4 exhibits that:

- The most common duration of stay for the tourists was 3 days, with 1,239 tourists (35.3%), suggesting that a substantial portion of tourists preferred relatively short visits.
- The duration of 2 days was nearly as popular as the 3-days, with 1,171 tourists (33.4%) reinforcing a significant preference for shorter visits among tourists.
- A significant proportion of tourists, totalling 737 respondents (21.0%), chose a 4-day duration for their stay, suggesting an inclination towards longer stays.
- The combined duration of 2-4 days emerged as the most popular duration of stay, collectively accounting for 90 % of the total tourists.

## 5.5. Purpose of Visit

Figure 5.5: Purpose of Visit

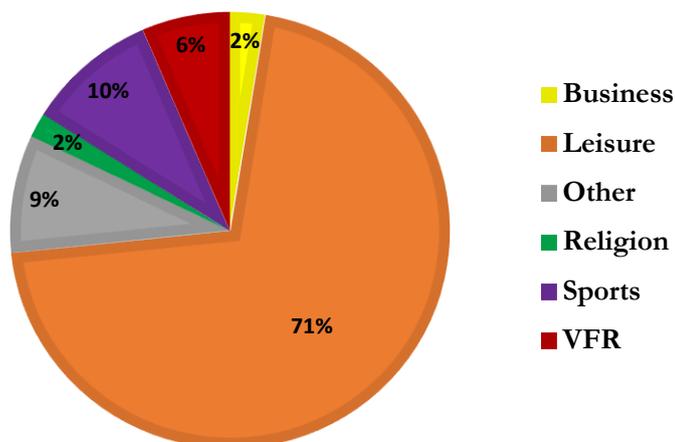


Figure 5.5 illustrates that:

- Leisure emerged as the primary purpose of visit, comprising 70.8% of tourists, showcasing Lesotho's allure as a destination for relaxation, exploration, and leisure activities.
- Sports-related visitors constituted a significant portion, comprising 9.6% of tourists, indicating Lesotho's appeal for sports activities and its potential for sports tourism development.
- The Visiting Friends and Family (VFR) segment represented 6.4% of tourists, with Business and religious segments following at 2.6% and 1.9%, respectively, indicating potential growth opportunities in the MICE sector and religious tourism.

Table 2: Length of Stay by Purpose of Visit

Length of Stay	Business	Leisure	Religion	Sports	VFR	Other
3 days	15.0	32.8	0.0	20	29.7	25.9
2 days	21.5	26.9	3.8	30	28.6	42.4
4 days	0.0	15.8	0.0	50	16.4	6.9
1 day	20.6	4.7	0.0	0	2.2	4.1
5 days	9.3	4.5	0.0	0	6.7	5.2
Other	33.6	15.3	96.2	0	16.4	15.4
<b>Total</b>	<b>2.6</b>	<b>70.8</b>	<b>1.9</b>	<b>9.6</b>	<b>6.4</b>	<b>8.7</b>

**Table 2 illustrates that:**

- Leisure and VFR tourists have the highest proportion of 3-day stays accounting for 32.8 % and 29.7 respectively.
- Business tourists exhibit a relatively high proportion (21.5%) of 2-day stays, indicating short business trips or meetings. Additionally, in this segment, 1-day stays are prevalent among business tourists (20.6%), reflecting quick business visits.
- Sports tourists have the highest proportion (50%) of 4-day stays, indicating that they stay longer possibly for sports events or competitions.
- 5-day stays are more common among leisure tourists (4.5%) and VFR tourists (6.7%), indicating longer vacations or extended family visits for social and leisurely purposes.

**5.6. Percentage distribution of tourists by month**



**Figure 5.6 illustrates that:**

- Months with comparatively lower tourist arrivals were June, May and December with only 3.7%, 5.6% and 5.6 % respectively.
- The above pattern therefore shows that April (10.1%), August (9.9%), and November (18.9) were the peak months for arrivals, aligning closely with Annual International Arrivals & Accommodations 2022.
- November emerged as the peak month for tourist arrivals, accounting for 18.9% of total arrivals suggesting that November experienced high tourism activity due to holidays or special events.
- Between January (6.3%) and April (10.1%), arrivals increased steadily, with a drop in March (7.8%), May (5.6%) and June (3.7%) followed by an increase in July (8.7%) and December (18.9%) respectively.

<b>Table 3: Percentage Distribution of Purpose of Visit by month</b>						
<b>Month</b>	<b>Business</b>	<b>Leisure</b>	<b>Other</b>	<b>Religion</b>	<b>Sports</b>	<b>VFR</b>
<b>Jan</b>	10.3	7.7	2.8	0.0	0	5.6
<b>Feb</b>	14.0	8.9	29.2	0.0	0	7.1
<b>Mar</b>	31.8	7.9	12.7	16.7	0	0.0
<b>Apr</b>	4.7	6.9	1.1	3.8	50	1.5
<b>May</b>	0.0	7.3	4.4	0.0	0	0.7
<b>Jun</b>	0.0	3.3	14.3	0.0	0	1.5
<b>July</b>	13.1	7.0	1.9	0.0	30	5.9
<b>Aug</b>	9.3	8.9	9.1	0.0	20	10.0
<b>Sept</b>	4.7	5.5	15.2	71.8	0	14.5
<b>Oct</b>	10.3	8.3	0.6	0.0	0	0.4
<b>Nov</b>	0.0	24.7	2.2	7.7	0	16.7
<b>Dec</b>	1.9	3.7	6.6	0	0	36.1
<b>Total</b>	2.6	70.8	8.7	1.9	9.6	6.4

**Table 3 displays that:**

- November (24.7%) stood out as a peak month for leisure tourism, suggesting that holiday seasons, festivals, or attractions may have drawn leisure travellers during this time.
- The highest proportions of business tourists were observed in March (31.8%), February (14.0%), and July (13.1%) respectively suggesting that these months may coincide with business conferences, events, or corporate activities. This indicates that demand for business-related activities took place during these periods.
- In April, sports-related tourism reached its peak with half (50%) of total tourists visiting for sports-related activities, followed by July (30%) and August (20%). This suggests that sports events, possibly including Easter games and competitions, took place during this period, attracting a significant number of tourists interested in sports activities.
- November (16.7%), September (14.5%), and August (10.0%) respectively exhibited higher proportions of VFR tourists, indicating social and familial connections driving visitation during these months. November's prominence may indeed be attributed to the holiday season, when friends and family gatherings are more prevalent.
- Peak months for tourism vary depending on the purpose, with November standing out for leisure tourism, September for religious and VFR tourism, and March for business tourism.

**Table 4: Percentage Distribution of Purpose of Visit by Source of Information**

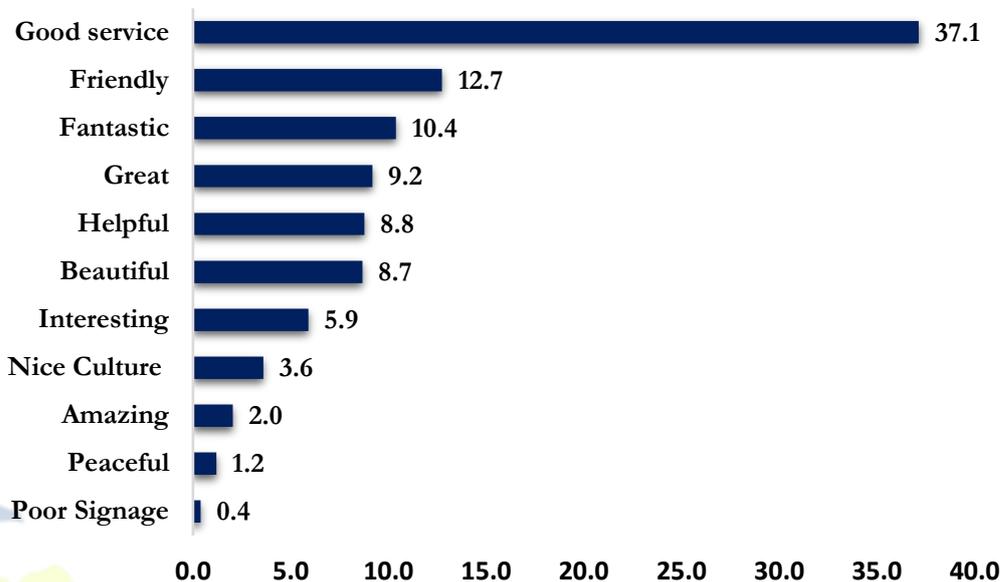
Purpose of Visit	Visiting Friends & Family	Guide books	Internet	Previous Visits to Lesotho	Social media	Tourism Material	Website	Other
Business	2.1	0.7	1.3	14.4	0.0	0.0	0.0	3.5
Leisure	74.4	75.1	82.6	80.4	91.6	100.0	100.0	57.9
Religion	2.1	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Sports	0.0	0.0	10.0	0.0	0.0	0.0	0.0	15.6
VFR	15.7	2.0	3.1	5.2	2.4	0.0	0.0	6.9
Other	5.6	22.3	2.9	0.0	6.0	0.0	0.0	12.5
Total	14.6	7.3	28.7	2.3	1.9	1.5	0.7	43

**Table 4 displays that:**

- Leisure tourists relied on guidebooks (74.4%) and the internet (82.6%) for information, emphasizing the importance of online and traditional sources. Moreover, they also depended on previous visits (80.4%) use of social media (91.6%) and tourism material (100%), indicating the pivotal role of digital platforms and promotional materials in travel decisions.
- Business tourists exhibited a high reliance (14.4%) on previous visits to Lesotho for information, indicating familiarity with the destination and suggesting repeat business travel.
- VFR tourists relied on their own (15.7%) for information, indicating self-research or personal knowledge as significant factors in their travel decisions

## 5.7. Perceptions –Destination Lesotho

Figure 5.7: Perceptions for destination Lesotho



With regards to perceptions pertaining destination Lesotho it is evident that;

### 5.7.1 Good Services

- The "Good service" category, which accounts for 37.1% of the total comments (63.3%) refers to good service, possibly due to the services received at accommodation establishments which could be attributed to the grading program that ensures quality assurance, as well as the service received at information offices at the Pioneer Mall and the Maseru Bridge. Additionally, tourists could be commending the quality of service they received from various restaurants, tour operators, tour guides and all front liners of the tourism industry in Lesotho. From the comments it is evident that tourists thought the service they received was professional and as a result they, felt well taken care of and valued as guests.

### 5.7.2 Friendly

- The high percentage (12.7%) of comments that referred to "Friendly" suggests that tourist thought the people of Lesotho were friendly and warm. Delving deeper into the comments, some tourists described encounters with locals as welcoming and hospitable and this friendly service that tourists have received could create a positive and memorable experience that could enhance

Lesotho's reputation as a welcoming place contributing to the overall satisfaction of tourists.

### **5.7.3 Fantastic**

- The perception that Lesotho is "fantastic"(10.4%) refers to the fact that it is a fantastic holiday destination with an abundance of outdoor activities available to visitors. Tourists mentioned that they had an enjoyable and memorable experiences during their visit as they were exploring the great outdoor activities and immersing themselves in the local culture. Overall, the perception of Lesotho as "fantastic" may suggests visitors may have found Lesotho to be a destination that exceeded their expectations and left a lasting impression.

### **5.7.4 Great**

- The words "Great" stood out, accounting for 88% of the category. Additionally, comments within this category, the statement "Grateful," which accounted for 12% indicated a sense of gratitude and awe among tourists, reflecting their overall positive and memorable experiences in Lesotho. These words suggest that visitors were not just satisfied but deeply grateful for their experiences in Lesotho. Such positive sentiments as seen in the above analysis have led to word-of-mouth recommendations and return visits, therefore benefiting Lesotho's tourism industry in the long run.

### **5.7.5 Helpful**

- The substantial percentage (8.8%) of comments describing service providers as "Helpful" indicates that tourists received valuable assistance and support when needed. This is positive, as helpful service can enhance the overall experience by facilitating easier navigation of Lesotho and access to information or services.

### **5.7.6 Beautiful**

- The category of "Beautiful" accounts for 8.7 % of the total comments, indicating a strong appreciation for the natural beauty of Lesotho. The abundance of comments describing Lesotho as "beautiful" highlights the appeal of its natural environment. Indeed the country's picturesque scenery and mountains resonated strongly with visitors as visitors even suggested that preserving these natural assets should be a priority. Visitors expressed admiration for the natural beauty of Lesotho, many praising it for its pristine environment and serene atmosphere. Lesotho further seen as a beautiful destination, noting the tranquillity and serenity they experienced during their stay.

### 5.6.7 Interesting

- Visitors found Lesotho to be fascinating and intriguing (5.9%), as they remarked on the unique cultural heritage, traditions, and customs during their exploration in the country. The perception that Lesotho is "interesting" highlights its cultural richness, historical significance and unique identity. Visitors seemed to have been drawn to the country's distinctive traditions, arts, and customs suggesting opportunities for promoting cultural experiences and heritage tourism.

### 5.6.7 Interesting Culture

- Furthermore, around 22.2 percent of visitors mentioned the phrase "interesting culture" within this category, within this category it is evident that tourists were demonstrating an appreciation for Lesotho's cultural richness and diversity. This includes its traditions and heritage suggesting that tourists value the unique cultural experiences that Lesotho offers.

### 5.6.8 Amazing

- Tourists often described Lesotho as amazing, breath-taking, awe-inspiring, and remarkable (2%). They were captivated by the stunning landscapes, majestic mountains, and picturesque scenery.

### 5.7.9 Peaceful

- From the total amount of tourists who visited Lesotho 1.2 % of them described Lesotho as a peaceful and tranquil destination, where they could escape the hustle and bustle of city life and reconnect with nature. They enjoyed the sense of serenity, calmness, and harmony in the environment, making their stay relaxing and rejuvenating.

### 5.7.10 Poor Signage

- The "Poor signage" category, accounting for 0.4% of the total, though marginal was an important aspect of the perception survey as it reflects the challenges that visitor's encountered while in Lesotho. The comments

indicated that there was inadequate signage and directions for tourists, making it difficult to find their way around Lesotho.

<b>Table 5: Perceptions by Length of Stay</b>							
	<b>2 days</b>	<b>3 days</b>	<b>4 days</b>	<b>5 days</b>	<b>1 day</b>	<b>Other</b>	<b>Total</b>
Good service	680	542	112	34	68	94	1530
Friendly	67	88	231	30	10	99	525
Helpful	97	125	63	8	10	58	361
Beautiful	25	99	60	12	21	140	357
Great	172	77	29	10	27	18	333
Enjoyable	8	1	192	0	3	10	214
Fantastic	24	92	2	6	19	71	214
Nice Culture	23	49	11	8	2	55	148
Wonderful	22	46	9	9	2	42	130
Amazing	20	15	6	3	0	20	64
Interesting	2	34	2	1	8	12	59
Refreshing	10	15	17	3	0	9	54
Nice	0	0	0	53	0	0	53
Peaceful	5	9	1	4	4	26	49
Grateful	0	39	0	0	0	6	45
Awesome	16	0	0	0	4	0	20
Poor Signage	0	8	2	0	3	3	16
<b>Total</b>	<b>1171</b>	<b>1239</b>	<b>737</b>	<b>181</b>	<b>181</b>	<b>663</b>	<b>4172</b>

Furthermore,

**Table 5 demonstrates that:**

- The highest percentage of tourists who mentioned "Good service" predominantly stayed for 2 days (58.1%) to 3 days (43.7%) implying that their rating was based on their experiences and they were particularly happy.
- The highest percentage of people who described Basotho as "Friendly" stayed mostly for 4 days (31.3%), which could suggest that friendly service positively influenced their stay.
- Comments regarding "Helpful" suggested that the staff was relatively consistent across all days, ranging from 4.4% to 10.1%. This indicates that

tourists perceived the staff as consistently helpful regardless of the duration of their stay.

**Table 6: Perceptions by Country of Residence**

Countries	Amazing	Beautiful	Fantastic	Friendly	Good service	Great	Helpful	Interesting	Nice	Nice Culture	Peaceful	Poor Signage
South Africa	40.5	54.1	61.9	41.1	27.0	40.7	18.3	67.1	100	33.1	57.1	50
Germany	0.0	4.2	0.2	2.1	23.4	26.5	13.3	3.3	0	3.4	0.0	0
Swaziland	0.0	0.0	4.9	38.1	0.0	0.0	10.0	0.0	0	17.6	0.0	0
Netherlands	0.0	2.2	0.7	0.4	6.3	12.4	21.9	1.6	0	0.0	0.0	0
Spain	1.2	1.1	0.0	0.2	10.4	0.0	0.0	1.6	0	0.7	0.0	0
Botswana	2.4	6.2	11.7	1.3	3.3	0.0	5.5	1.2	0	1.4	0.0	25
Italy	0.0	0.0	0.5	0.2	6.8	0.3	11.4	0.4	0	1.4	0.0	0
France	23.8	0.6	1.2	2.3	5.4	1.1	1.7	4.9	0	0.0	0.0	0
United Kingdom	0.0	4.2	0.2	3.6	1.8	5.0	6.4	3.3	0	4.7	8.2	0
Australia	0.0	2.0	0.0	0.4	4.9	2.1	1.9	0.0	0	2.7	10.2	0
Others	32.1	25.5	18.7	10.3	10.8	11.9	9.7	16.5	0	35.1	24.5	25
<b>Total</b>	<b>2</b>	<b>8.6</b>	<b>10.3</b>	<b>12.6</b>	<b>36.7</b>	<b>9</b>	<b>8.7</b>	<b>5.8</b>	<b>1.3</b>	<b>3.5</b>	<b>1.1</b>	<b>0.4</b>

**Table 6 demonstrates that:**

- Tourists from South Africa particularly had positive perceptions across the various categories of comments, indicating an overall positive impression. Most of them thought that Lesotho was Amazing, Beautiful, Fantastic, Friendly, provided Good Service, was Great, Helpful, had a Nice Culture, and was Peaceful.
- France, Netherlands and Germany also showed positive perceptions across most categories.
- Tourists from the Netherlands particularly found Basotho to be helpful, representing the highest percentage of comments at 21%
- Several countries, including South Africa, Botswana indicated challenges with Poor Signage.
- Generally, most countries perceived Lesotho positively, as the majority of comments were positive.

## 6. Conclusion

In conclusion, this study has offered valuable insights into how tourists perceive Lesotho as a destination and the findings :

- Indicate a predominantly positive perception of Lesotho among tourists.
- Positive comments were prevalent across multiple aspects such the country's beauty, the friendliness of the people, the quality of service, and the cultural richness across all countries indicating that tourists were generally satisfied with their experiences.

## 7. Recommendations:

### Strategic Marketing:

- The dominance of the internet highlights the importance of Lesotho to have a strong online presence and utilize digital marketing strategies.
- Word-of-mouth through friends and family remains a significant influencer, emphasizing the importance of positive visitor experiences and continuing to offer quality service.
- Guidebooks and traditional tourism materials still play a role, particularly for overseas travellers and should still be used.
- There is a repeat tourism segment of tourists who have already visited Lesotho in the past who are likely considering another visit or seeking additional information for their next trip; understanding and catering to the needs and preferences of this segment can contribute to destination loyalty, word-of-mouth promotion, and overall tourism success.
- The dominance of leisure tourism suggests that marketing efforts should primarily focus on promoting Lesotho's natural beauty, cultural heritage, and recreational activities to attract more leisure travellers.

### Product Development

- Lesotho attracts tourists who prefer shorter stays, with the majority opting for durations of 3 days or less and this preference suggests development packages or itineraries tailored to short-term visitors, offering convenient and efficient ways to explore Lesotho's attractions.
- While longer stays (4 or 5 days) are less common, Lesotho still represents a significant portion of tourists, indicating a demand for extended experiences. Developing special packages or promotions for this market would also be advisable and may help attract visitors interested in more extensive exploration of Lesotho.

- Investing in sustainable tourism practices and responsible tourism initiatives to preserve Lesotho's natural and cultural resources seems to be key.
- There is an opportunity of the development of Sports Tourism and targeted marketing campaigns can be developed to host or promote more sporting events such as international tournaments.
- Religious tourism also has potential for growth and development of sites, pilgrimage routes, packages, and festivals can be done to attract this market.
- Development and marketing of more family-friendly attractions such as parks, recreational facilities, entertainment centres and homestays can be done in order to cater for the predominant VFR market.
- Increasing and erecting signage is crucial for enhancing the visitor experience in Lesotho.

