

South African

2015 TRAVEL STATS

What is the annual number of tourists travelling to SA?

2.254 million

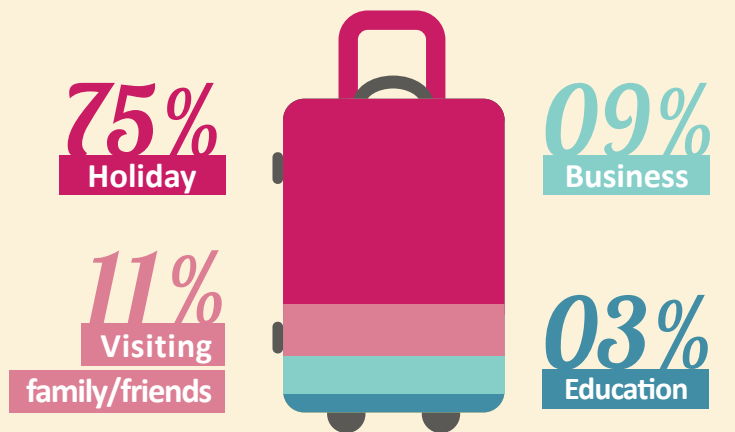
*this is excluding tourists from other African countries

WHERE DO THEY COME FROM?



- Germany
- UK
- USA
- France
- Netherlands
- Australia
- Switzerland

WHY DO THEY COME?



HOW MUCH DO THEY SPEND?

(Excluding accommodation)
R1189

10 Average time spent - 8 to 10+ nights

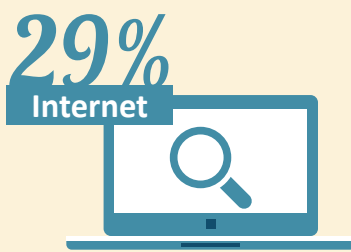
WHAT DO THEY DO?

Main Activities



- Nature & Outdoors
- Food & Wine
- History & Heritage
- Arts & Culture
- Beaches
- Sport & Adventure

RESEARCH METHODS?



KEEP IN MIND!

An increase in the need to *travel like a local*, and for all-inclusive, tailor-made packages

31% upload pics to *instagram*

Facebook

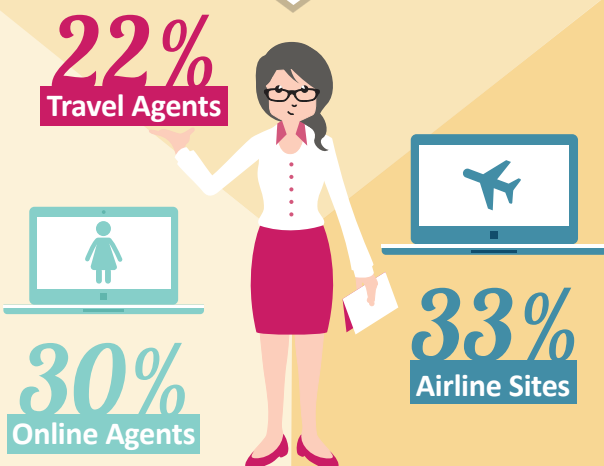
This is the most important social platform. More than half (56%) said they'd update their status about their trip.

The largest sector travelling is the **Youth sector (18 - 34 years old)**

This is above the world average

Characteristics:
Tech savvy and looking for good rates

WHERE DO THEY BOOK?



HOW DO THEY GET AROUND?

