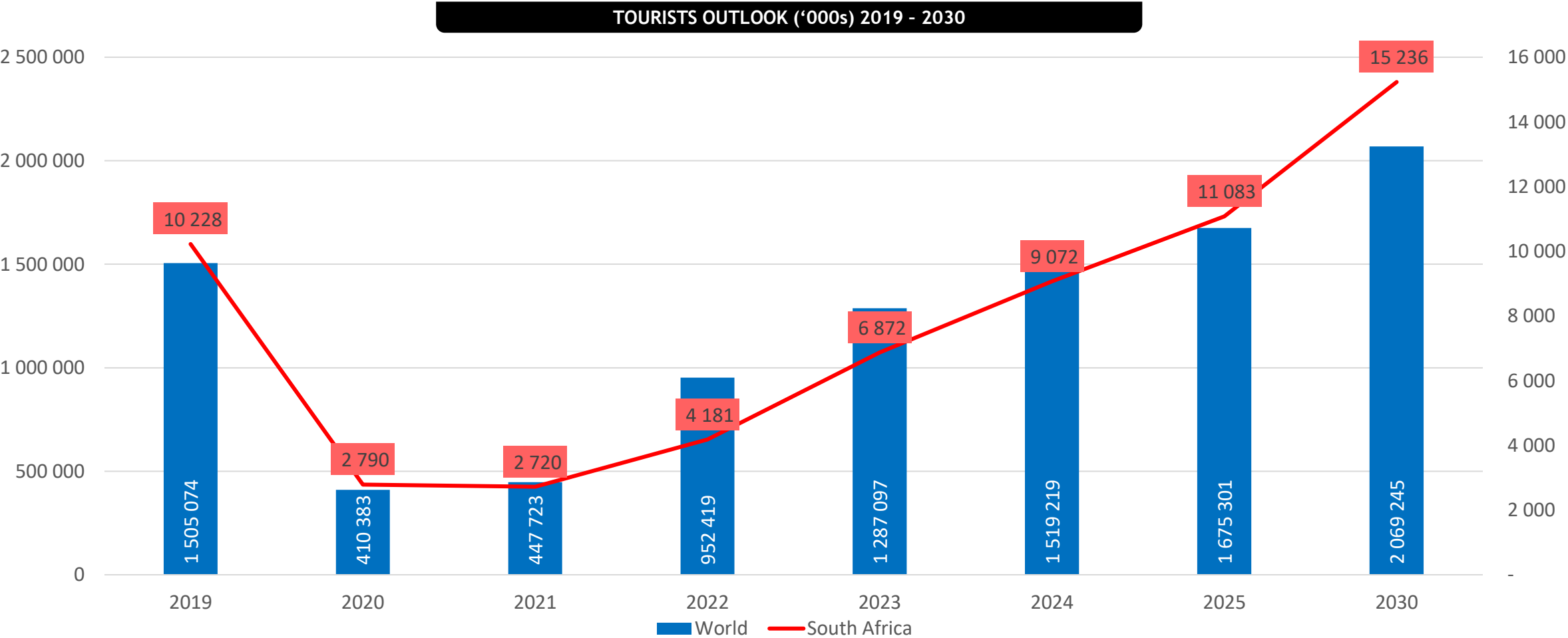


POWERPOINT A

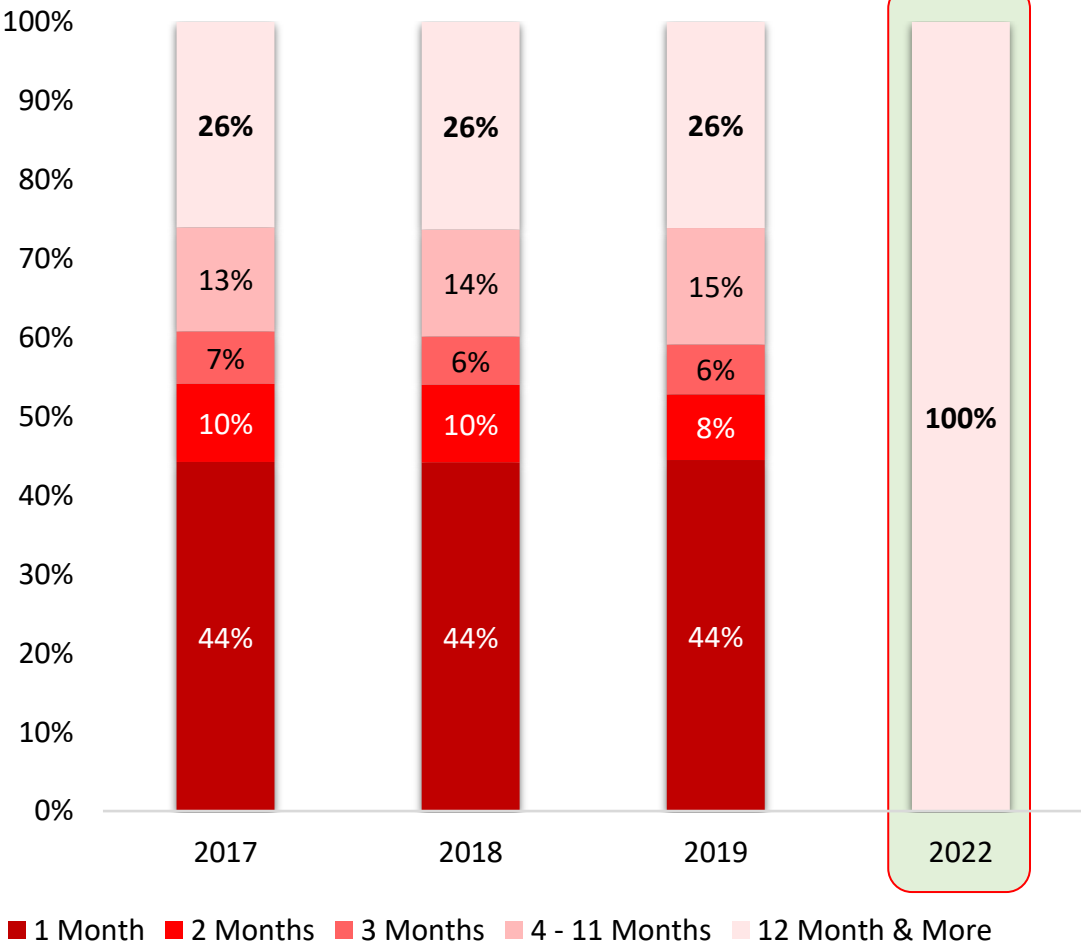
GLOBAL: TRAVEL OUTLOOK (2019 -2025)

X



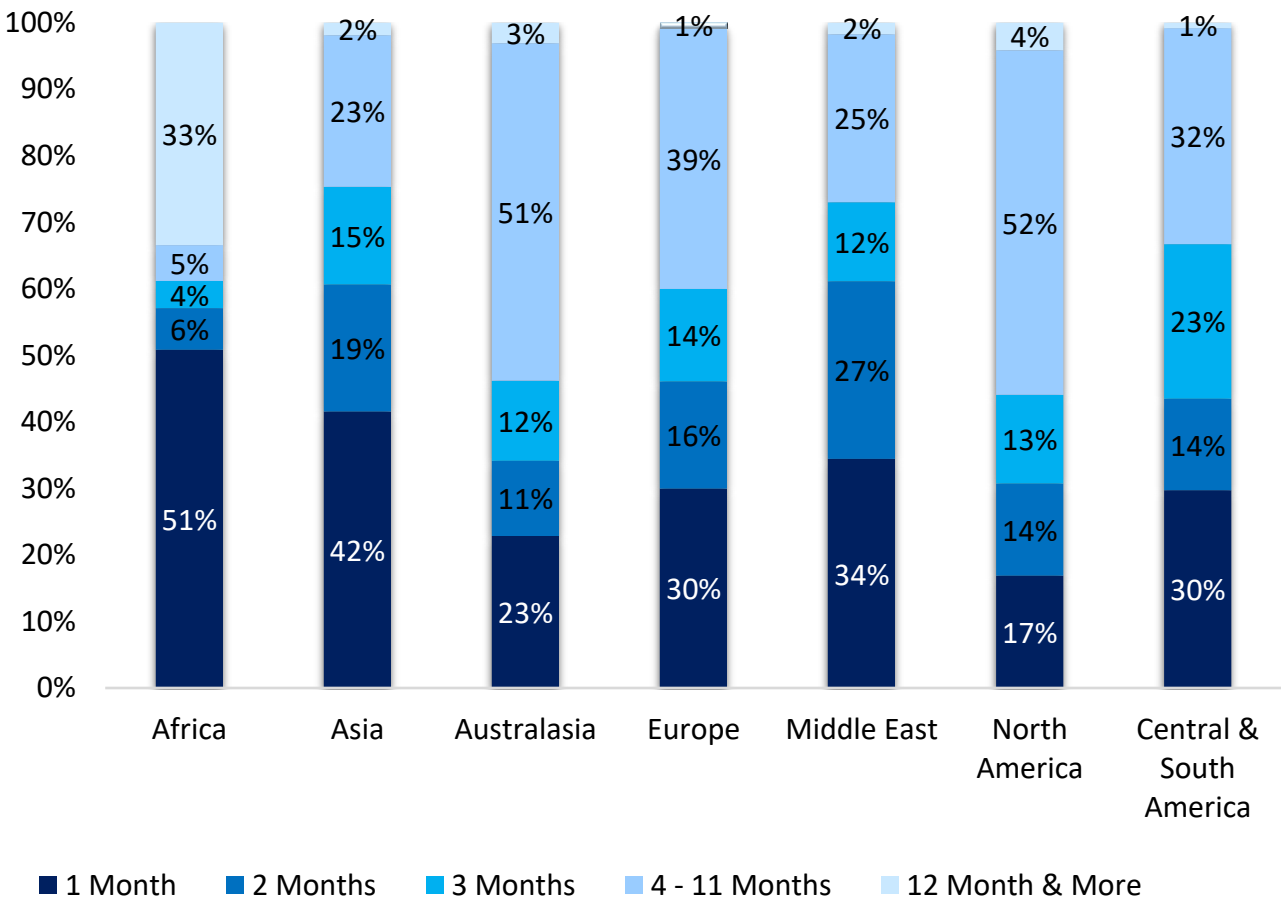
Across the globe the decision to travel is made mostly within a month of travel with Africa influencing the global trends of deciding on a trip within a month and also deciding on a trip over a year in advance – Europe, North America and Australasia mostly decide 4 to 12 months in advance and the majority of tourists in emerging markets decide within 3 months

When decision was made to visit SA?



2019

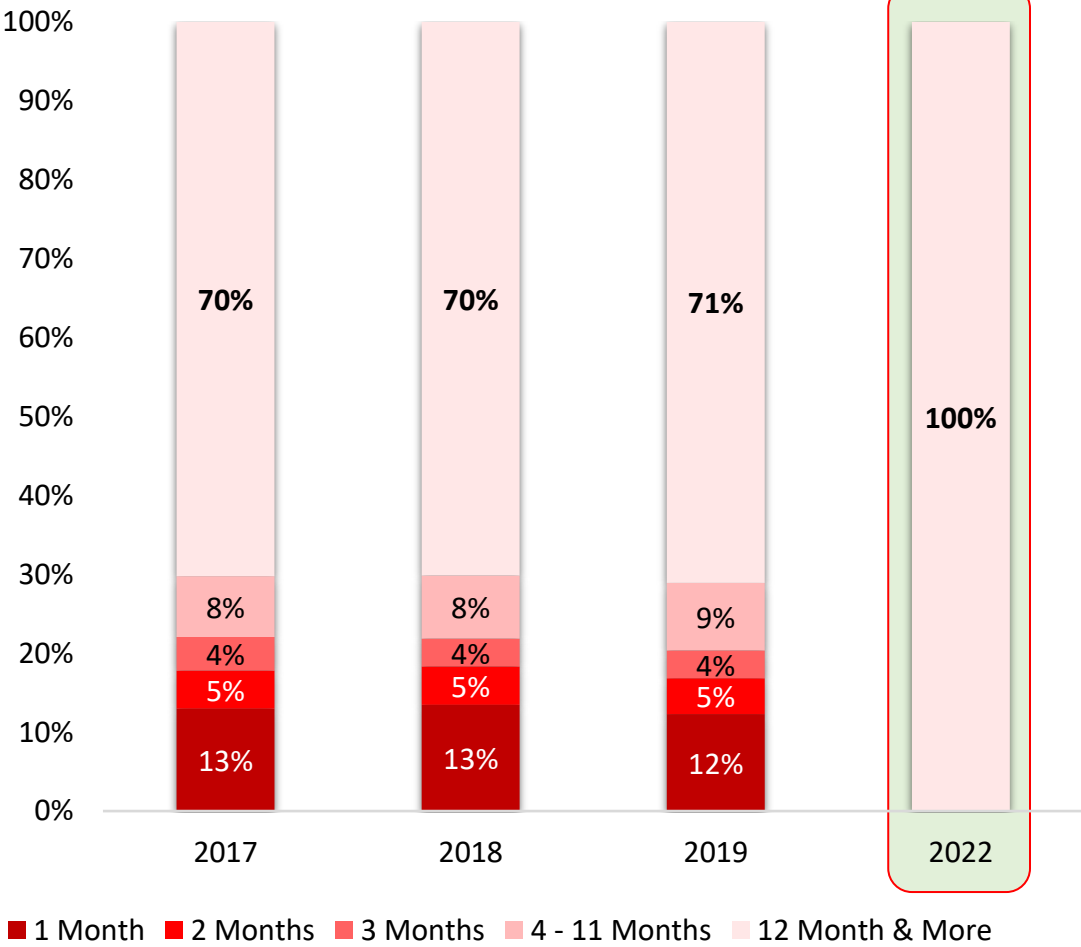
When decision was made to visit SA? – by Region



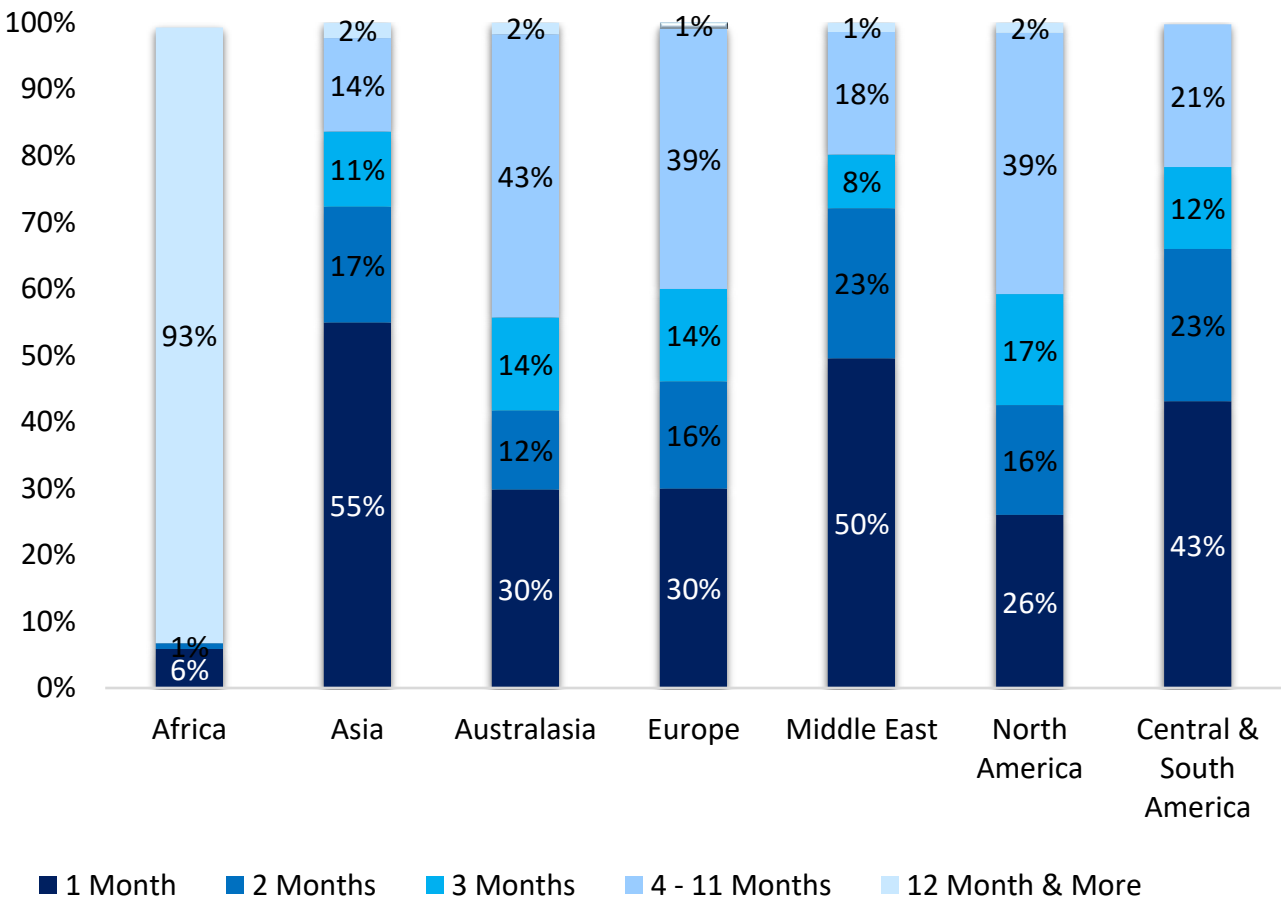
NB: QUESTION NOT ASKED IN DURING STATE OF DISASTER

Bookings are mostly made more than a year in advance however this is driven by African tourists. The Asian, Middle Eastern, and Southern American tourists mostly book within 3 months of travel to South Africa while most of the bookings by Australasian, European, and North America book further in advance (4 months to a year)

When booking was made to visit SA?



2019
When booking was made to visit SA? – by Region

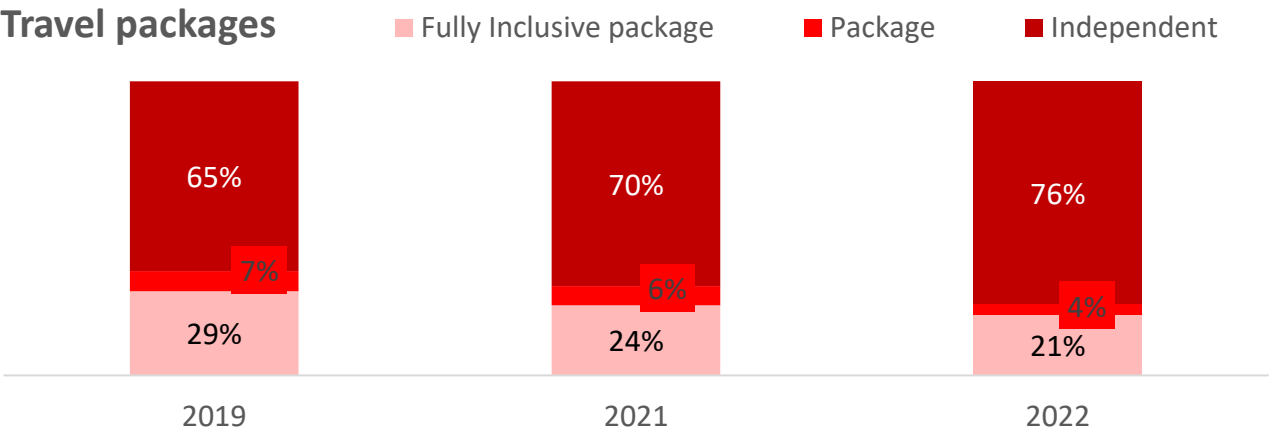



NB: QUESTION NOT ASKED IN DURING STATE OF DISASTER


Online aggregators were the top information source in 2019. However, 2022 saw a huge increase in travelers relying on information from their prior trips; three times higher than the same period in 2021. Independent travelers have continued to grow pre- and post-pandemic with over half of tourists booking accommodation and air tickets themselves

PURCHASING TRAVEL – Sources of information, travel type

Travel packages



Self bookings:  58% Made bookings myself

 55% Made bookings myself

Travel Information sources

