

# United Kingdom



Welcome



### Where is the UK?

The United Kingdom is north of the European continent and includes England, Northern Ireland, Scotland and Wales. The UK also governs 14 overseas territories, including the Falkland Islands and Gibraltar.

The capital city is London and currency is the pound sterling.

The ruling monarch is Queen Elizabeth II.



### Time difference

GMT. In summer BST (UTC + 1)



### Population

64-million



### Language

English is the official language. Regional languages include Cornish, Irish, Scots, Scottish Gaelic and Welsh.



### Economy

Market-based economy, sixth-largest in the world. The Treasury, headed by the Chancellor of the Exchequer, is responsible for public finance and economic policy.

Along with New York and Tokyo, London operates as driver of the global economy.

The UK is the sixth major tourist destination in the world; more international tourists visit London than any other city worldwide.

The service sector comprises 78% of GDP. London is the world's largest financial centre, and financial services play a major role in the economy.

British aerospace, pharmaceuticals and the automotive industries are major economic contributors, while North Sea oil and gas production adds considerable value.

Wealth across the UK is varied, with south-east England and southern Scotland richest per capita.

Exports: manufactured goods, chemicals, food, beverages, cars and car parts, tobacco, clothing, fuel and petroleum products, finance and entertainment.

Imports: manufactured products, machinery, fuel and foodstuffs.



### UK manners

UK citizens are referred to as British. Terms such as 'English', 'Scot/Scots/Scottish', 'Welsh' and 'Irish' may only be used when heritage is certain.

In England qualities such as politeness, reserve and restraint are admired.

Although appearing cool and aloof, Scots are passionate and sentimental about their country.

The Welsh love their country and its heritage; singing, talking and family unity are valued.

Two-thirds of Northern Ireland has Scottish and English roots; the remaining third are Irish. The Irish value friendliness, sincerity and nature. Family is very important.

The British are reserved, which makes them appear rather aloof, but they are generally friendly and helpful once introductions are made.

#### Restaurants

Raise your hand to summon a waiter – never shout.

Business entertaining takes place over lunch, with the person who extended the invitation expected to pay the bill.

If you're invited to a cricket match or sailing regatta, wear a tweed sports coat or blue blazer, as these are considered prestigious events.

Never raise business issues during a home-based dinner invitation, unless the host raises the topic first.

It is polite to arrive 10 to 20 minutes later than the appointed time when invited to supper.

#### Professionalism

Punctuality is important – be on time.

Brits tend to get down to business at hand after a few moments of polite introduction.

In older companies the 'old boy' network – prep schools, universities and family ties – works well, but newer companies are more progressive and open to change.

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## UK manners

Business protocol is observed in business interactions, especially in London. Meetings are usually scheduled well in advance. Presentations should be formal and detailed.

Business dealings may be better facilitated by using a well-connected third party as initiator.

### Greeting

Informally, 'hello' is acceptable, but the more formal 'how do you do?' is better.

It is acceptable to shake hands with men, women and children at business and social gatherings.

Handshakes should not be firm and etiquette dictates that a woman should extend her hand first to a man, rather than the other way round.

Back-slapping and touching in public is inappropriate, as are public displays of affection.



## Trade statistics on UK travellers in South Africa

In 2008 travellers from the UK were the highest contributors to the South African tourism economy.

The UK is a mature travel market, which means that there is high competition and travellers are:

Well informed and price sensitive | Focused on leisure | Likely to want specialised packages  
UK is the largest long-haul market for South Africa, in terms of the number of arrivals between 2003 and 2008.

UK Internet travel sales grew at ~19% annually (2003-2008) to GBP9-billion. Bookings for traditional packages, flights, and dynamic packaging accounted for over 80% of the market.

Over 40% of the British travellers to South Africa are between the age group of 25-44 years and males comprise a majority of travellers from the UK to South Africa.

Nearly 90% of trips by UK international travellers are for leisure purposes. Most of these trips are taken as part of organised tour groups.

Australia and Kenya compete with South Africa on nature/wildlife experience and adventure. Australia, the Caribbean, Thailand and Mexico compete with South Africa on beach experience.

A majority of British visitors travel to South Africa for holidays, with VFR being the next most common purpose of visit. Business traveller was the fastest-growing category during 2003-2008.

A majority of British travellers stay for 13-14 days per trip in South Africa.

British leisure travellers prefer to buy package deals through travel agents, while they book independent packages directly with airlines and with accommodation providers via the Internet.

Visiting natural attractions and experiencing wildlife in South Africa are the most common activities for the British travellers.

Scenic beauty and wildlife/game park experiences are the most common reasons for satisfaction among the British travellers to South Africa.

Repeat visitors account for over half of British arrivals to South Africa, with their proportion having increased during 2003-2008.

Visitors from the UK to South Africa tend to stay for longer durations in the Western Cape and KwaZulu-Natal, than anywhere else.

Things that would encourage Britons to visit South Africa are:

Flight tickets priced comparably with flights to other leisure destinations  
Special offers on safaris  
Hotels priced comparably with hotels at other leisure destinations