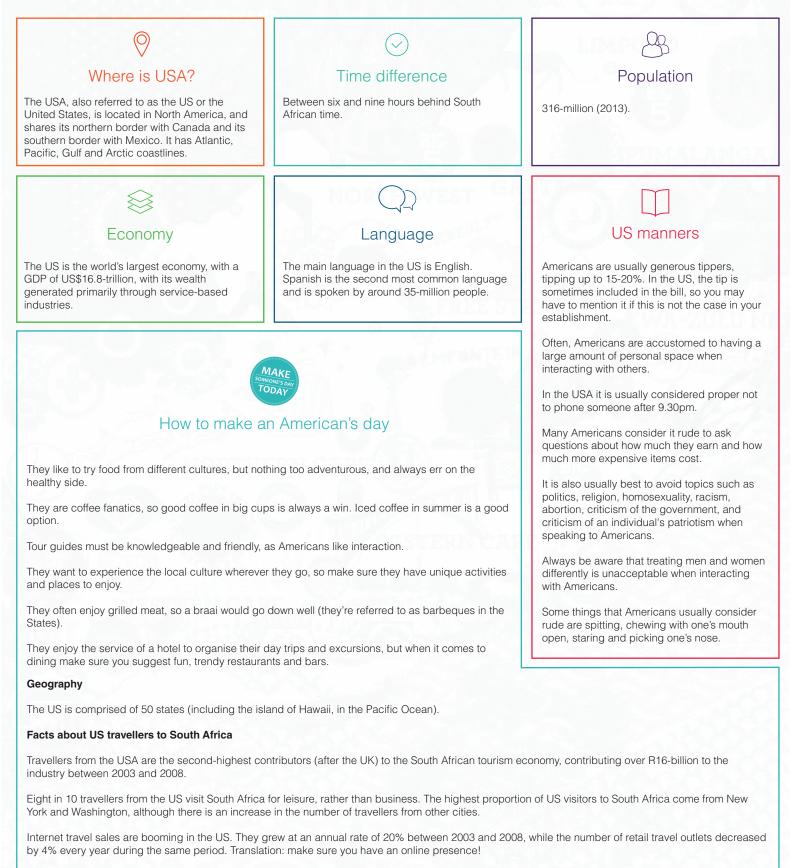
# United States of America





Visiting natural attractions and experiencing wildlife in South Africa are the most common activities for American travellers, who rate our country's scenic beauty and wildlife/game park experiences as the most common reasons for satisfaction after visiting.

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## How to make an American's day

In the US market, South Africa's biggest competitors are Australia and Kenya in the wildlife/adventure space. India, China, France and the UK, along with Egypt, compete with South Africa for historical and cultural experiences.

South Africa also faces competition from Brazil and Thailand for beach experiences.

However, prices for direct flights from the USA to South Africa are lower than to most African competitors on a \$/km basis, Special offers on flights, safaris and hotels have proven to be very effective encouragement to first-time American travellers to South Africa.

Most US holiday takers to South Africa are between the ages of 35 and 64, and many stay for six to seven days. On average, repeat visitors stay for a longer duration and visit fewer provinces compared to first-time travellers.

The Western Cape is a favoured destination for all American visitors. Repeat visitors, however, tend to take longer stays in Gauteng compared to first-timers.

### **Traveller profiles**

There are five segments of consumers from the USA who are positive about SA – a large proportion of them 'Wanderlusters' and 'Next Stop South Africas' (NSSAs).

### Key segments for South Africa in the US market:

Wanderlusters CPAs Family Explorers Well-Travelled Seniors NSSAs