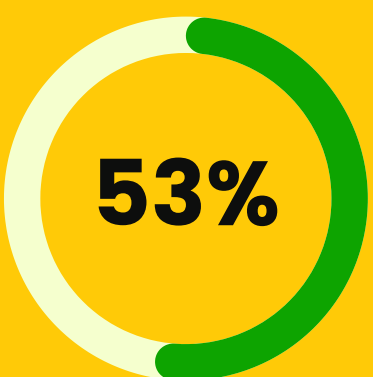
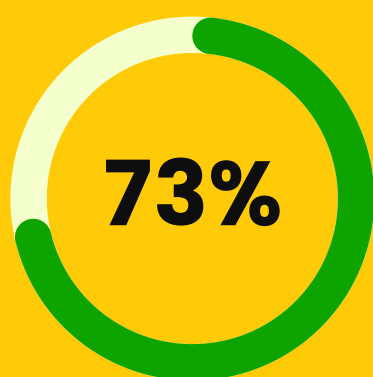


# South African Tourism Consumer Research March 2021

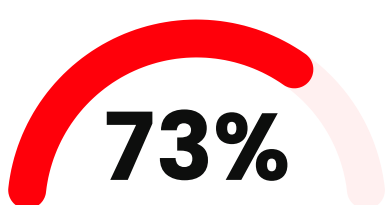
## DEMAND FOR TRAVEL TO SOUTH AFRICA



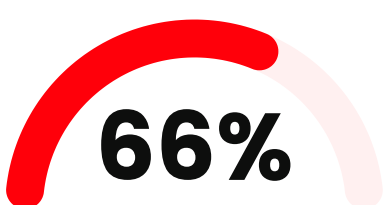
**Would consider**  
South Africa



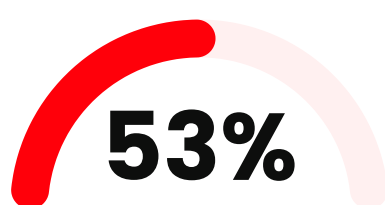
**Aged 18-34**  
would consider South Africa



Will travel for  
**scenic beauty**



Will travel for  
**wildlife & safari**



Will travel for  
**culture & history**



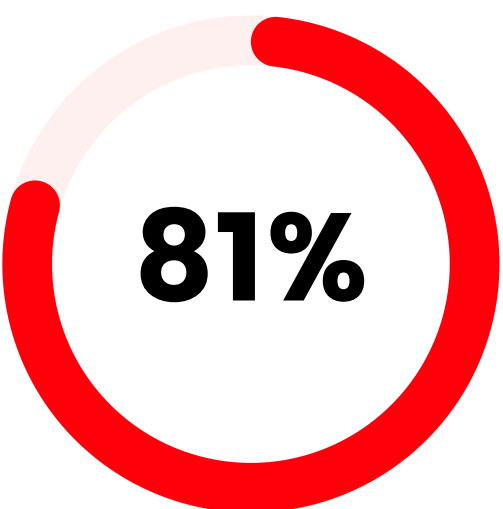
## Beta variant barrier



saw the variant as a barrier.  
**This has minimal impact on existing barriers.**



saw the variant as a stand alone barrier when  
**combining our biggest barriers;**  
'safety & security' and 'choosing another destination'.



There's a need to  
**create urgency to book**  
for 81% of respondents



**Age groups more likely to state safety and security as a barrier**

