2021 A BUMPER YEAR FOR U.S. TOURISTS TO SOUTH AFRICA

Travel to see more

In 2021, the United States of America (USA) became South Africa's number 1 overseas market for the first time ever.

Prior to this, the United Kingdom had been South Africa's number 1 source market, every year since 1994, but in 2021, the United Kingdom fell to 2nd place, pre-pandemic, the USA was 2nd with 21% (498 arrivals) behind the UK (816 305) and ahead of Germany (330 705).

SA CLINCHES A SPOT ON THE USA'S BUCKET LIST

South Africa's top business destination travel for world cities travel, a wide variety of experiences, and a wide variety of accommodation, including accommodation options, among the U.S. travelers. The destination is rich in active adventure, cultural, and historical offerings and your souvenirs scenic stage, drama, and romance in the world. Language, history, gives music, fashion, arts and culture while also offering high and wildlife, beach, and active adventure experiences that include the great outdoors, hiking trails, driving along the coastline, and other thrilling experiences.

Add to this the welcoming and friendly people, great weather, value for money for tourists, and natural attractions and it is the ultimate destination for travelers. It is ranked in 20th overall for shopping, wildlife, as may be of cultural interest, and photographs among the Top 5 activities and since the demand and feel to the bumper year of U.S. arrivals.

USA WAS THE TOP OVERSEAS MARKET IN 2021 (ARRIVALS AND SPEND)

TOTAL SPEND**

In 2021, the USA also topped the tourist revenue generated in comparison to 2019 (-21%) with increases in tourist spend was driven by shopping (31.5% share of spending).

** US Tourists spend in South Africa

AVERAGE SPEND**

A higher average spending by South Africa per tourist drove the spend growth.

** US Tourists spend in South Africa

FIRST-TIME TRAVELERS DRIVING U.S. MARKET TO SOUTH AFRICA

The US bounce-back in 2021 has now changed much from the pre-pandemic profile.

SHORTENING BOOKING CYCLE TREND HALTED BY THE PANDEMIC

Pre-pandemic patterns in 2019 saw shrinking decision and booking cycles among US tourists.

Bookings trends may stabilise back to the short booking cycle seen pre-pandemic.

Close to three quarters of arrivals to South Africa in 2021 booked their travel more than a year in advance.

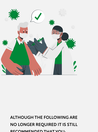
GAME LODGES LEAD GROWTH IN PAID ACCOMMODATION

Bed nights were up to 1.5 million in 2021, and leading the way in growth were Game Lodges (since up 1.1 fold 2019).

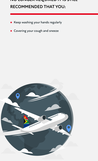
Staying with friends and relatives (VFR) also grew significantly where up 70% from 2019.

EXPLORING SOUTH AFRICA'S REGIONS

- In 2019, the Western Cape overtook Gauteng as the most visited province. 2021 saw Gauteng returning to its place as the top province for US tourists with Western Cape close 2nd.**
- Western Cape will leads in most spend and total bed nights
- Limpopo saw the only other province to see growth in share of arrivals and spend



WESTERN CAPE



GAUTENG

LIMPOPO

** US Tourists spend in South Africa

TOP EXPERIENCES

South Africa is with a prime adventure, cultural, and historical offerings and your souvenirs scenic stage as well as a wide variety of language, history, and unique South African stories.

Western Cape: V&A Waterfront, Cape Point, Table Mountain, Cape Town, Kirstenbosch Botanical Garden the most visited attractions among the Top 10 in 2019 and 2021.

Gauteng: Sandton City, Mandela's House in Soweto, Pick of Gauteng, and the Apartheid Museum are the top attractions in the province and among top top 20 attractions for the US.

Limpopo: Kruger National Park was the top attraction in this province and gained share of US tourist arrivals in 2021.

WHAT TRADE SHOULD KNOW

ENTRY TO SA:

- Proof of vaccination is no longer required
- Wearing a mask is no longer required
- No more capacity limits and social distancing requirements on events and for venues

ALTHOUGH THE FOLLOWING ARE NO LONGER REQUIRED IT IS STILL RECOMMENDED THAT YOU:

- Keep washing your hands regularly
- Covering your cough and sneeze

RECOVERY OF USA ARRIVALS TO 2019 LEVELS:

- Full recovery to 2019 is expected in 2027
- South Africa's recent Live Again Campaign speaks to the theme that will resonate with the US market

The American tourists is ready for Area Grassroot of SA Trips (DOAT), and any holiday packaging should include the following key experiences sought by US tourists in SA:

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