



Getting to know the UK

- **Currency** : British Pound. £1 = R23,56 (2025)
- **Population** : 69.55-million (2025)
- **GDP per capita**: \$47 265 (2024)
- **Long-haul outbound market size**: 24.9-million (2026)

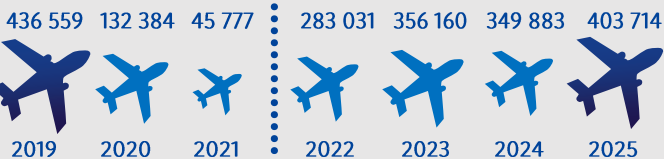
Outbound performance

- **Arrivals**: 403 714 (2025)
- **Total outbound travel** has continued to show consistent growth, having superseded 2019 figures in 2024.
- **Outbound travel** is forecast to reach 100 - million

UK travel trends

UK arrivals dropped significantly in 2020, hitting a low of 45 777 in 2021. A strong rebound followed in 2022 with a 518% increase and substantial growth continued into 2023. However, 2024 saw a slight decline, with arrivals decreasing from 356 160 to 349 883 (80% of 2019 level). Arrivals are up by 15,4% in 2025 (92,5% of 2019 level)

Arrivals



Spending

- **Average spend/visitor**: In 2025, UK visitor average spend R26 500
- **Total spend**: R8.9-billion in 2024, R10,1 billion in 2025

Getting to South Africa

Flights

- London: 11 hours (Johannesburg, direct)
- Birmingham: 13 hours (Johannesburg, indirect)
- Manchester: 13h25 (Johannesburg, indirect)



Direct Flights

- British Airways
- Virgin Atlantic
- Norse Atlantic

Top indirect airlines

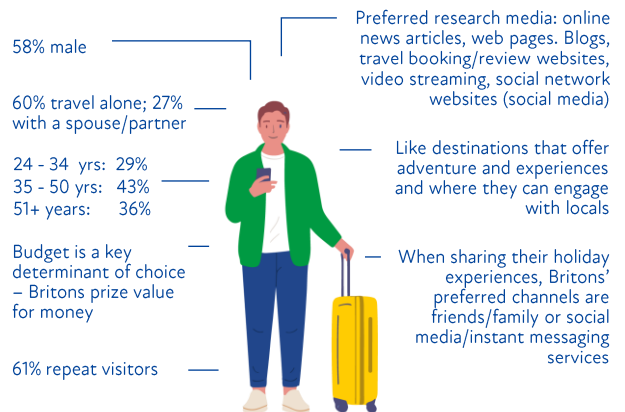


Seat capacity

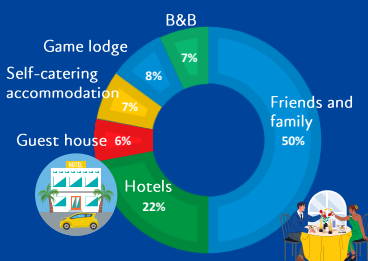
January 2025 to December 2025

653 373 (+14,7%)

Britons who travel to South Africa



Where do they stay?



What do they like to do?



Key insights

- Natural beauty and wildlife experiences
- Excellent value
- Britons say South Africa is **brehtaking**
- Refer to **multiple sources** when researching travel options
- Britons value **word-of-mouth referrals**
- Britons enjoy cultural attractions and activities

Opportunities to appeal to the British market

Mother Nature | The Vibe | Great shopping

Preferred destinations

