



UNLOCKING THE UK MARKET

BY SAT INSIGHTS UNIT
(Based on 2025 Data & Insights)



SOUTH AFRICAN TOURISM



Canada

USA

Brazil

UK

Netherlands

Germany

France

Spain

Italy

Russia

China

Japan

India

Australia

Nigeria

Kenya

Zambia

Malawi

Mozambique

Botswana

Zimbabwe

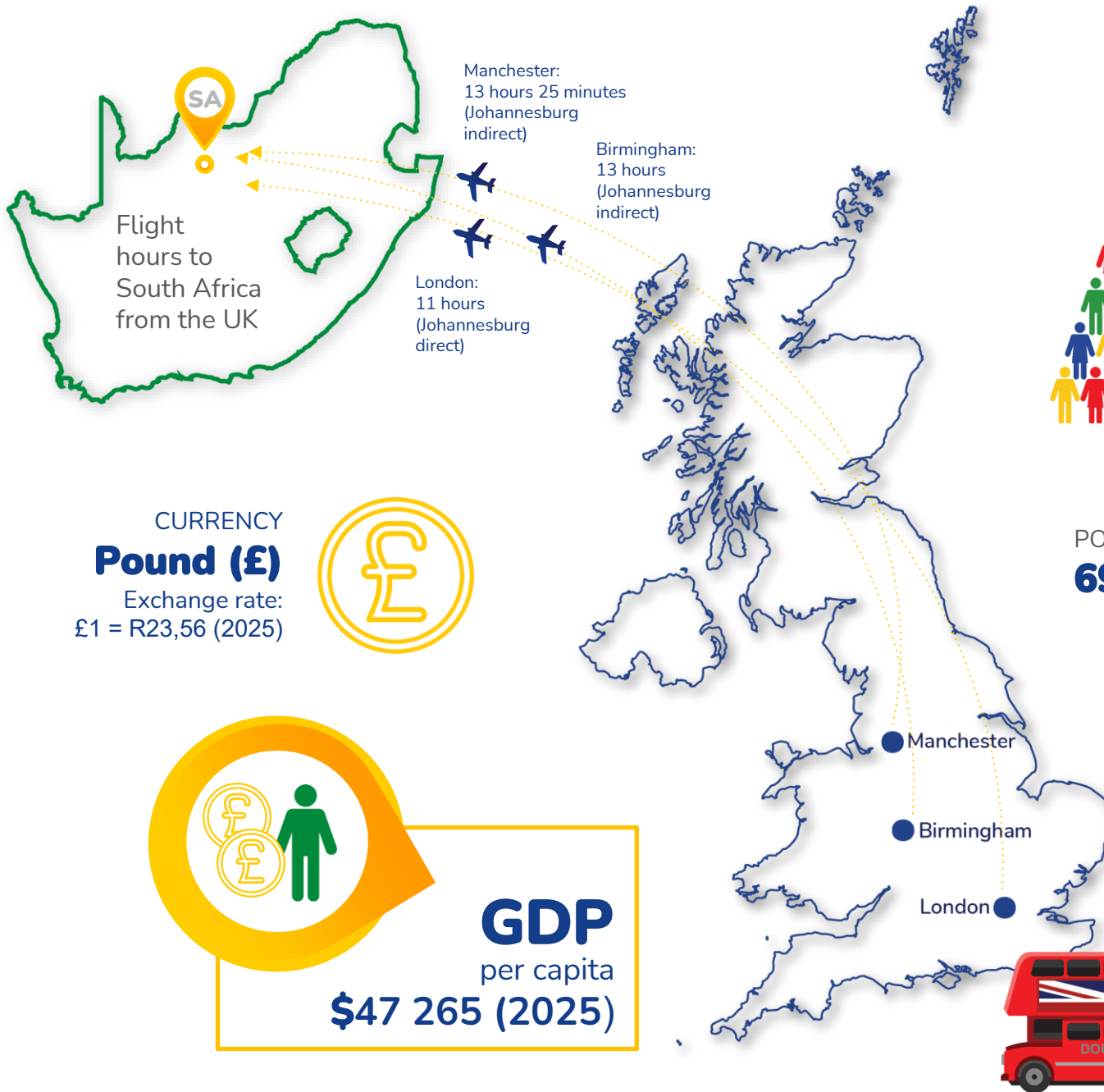
Namibia

Eswatini

Lesotho

South Africa

United Kingdom facts



POPULATION
69.55-million (2025)

LAND MASS
241 610 km²



CURRENCY
Pound (£)
Exchange rate:
£1 = R23,56 (2025)

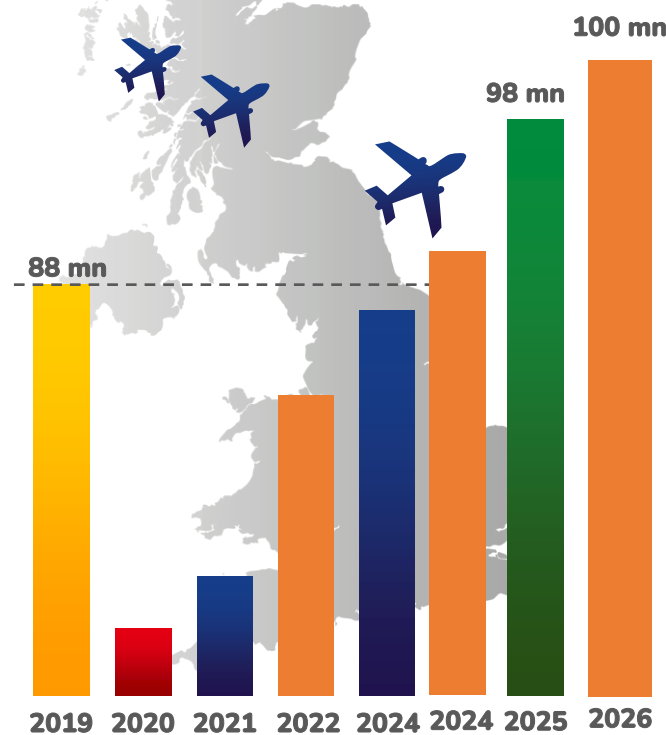


GDP
per capita
\$47 265 (2025)

British travel status



With UK's total outbound travel is has continued to show consistent growth, having superseded 2019 figures in 2024, UK is foreseen to reach 2,1 million in outbound travel to SSA



Current British (long-haul) market size 2025:
 23,1 million is expected to reach 24,9 million by 2026

UK Total Outbound

5th biggest tourist exporter globally

Competitors who will see fastest recovery growth from this market:



South Africa's other competitors:



Arrivals in South Africa from the UK in 2025

403 714

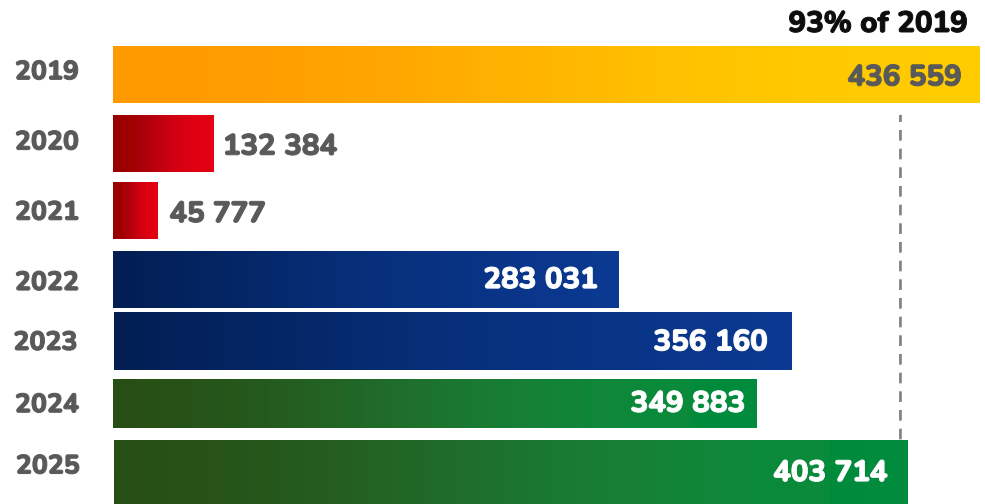


In 2023 UK visitors spent an R27 700 in South Africa. This has gone down by -4,3% reaching R26 500 in 2024. Average spend remained flat in 2025, with an average of R26 400

United Kingdom-South Africa 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. This has since gone up to 403 714 arrivals in 2025

In terms of spend, UK visitors contributed R9.4 billion to South Africa's economy in 2023, but this fell by 6.0% in 2024, totaling R8.9 billion. This rebounded to 10,1 Billion in 2025.

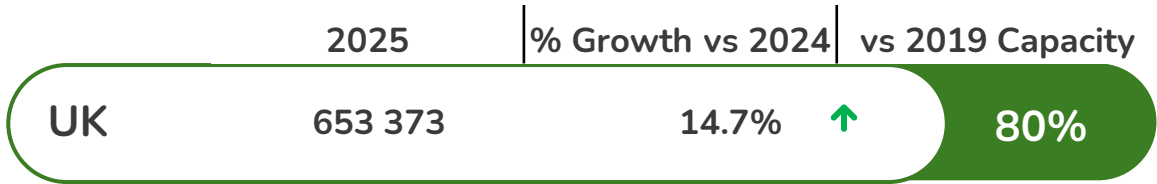


South Africa is the UK's **#4 market** for **wildlife experiences**



South Africa is the UK's **#6 market** on **break taking destination**

UK Seat Capacity



UK Fares

Destination city	Operating carrier	Average fare ('25 vs '24)	%
CPT	British Airways (BA/BAW)	R10 867,91	-27,3% ↓
CPT	Unknown	R5 331,85	-9,6% ↓
CPT	Norse Atlantic UK (Z0/UBT)	R7 016,73	
JNB	British Airways (BA/BAW)	R10 372,20	
CPT	Virgin Atlantic (VS/VIR)	R8 563,99	-34,0% ↓
JNB	Virgin Atlantic (VS/VIR)	R8 104,24	-30,1% ↓

The UK had 5 routes in 2023, now with 12,6% less capacity in 2024. Norse Atlantic got introduced in the 4th quarter of the year 2024, and might help spur the increased expected capacity of 653 373 in 2025



6

Active Routes

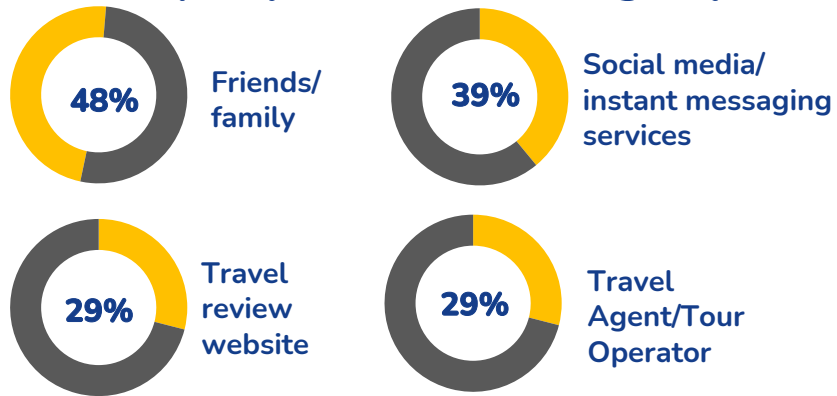
- 3 London to Cpt leg
- 2 London to Jhb leg

Source: Forward Keys
Date Run: 30 Jan 2026

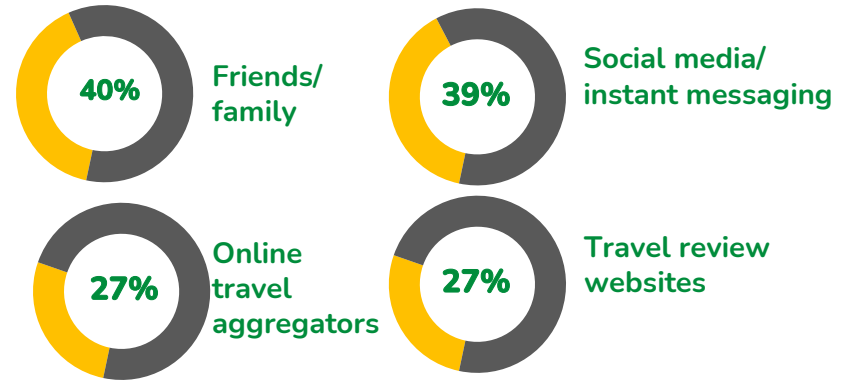
When sharing their holiday experiences, Britons' preferred channels are friends/family or Social media/ instant messaging services

Role of Media Channels

Channels used to share details of holiday experiences during trips



Channels used to share holiday experiences after trips



Profile of the UK traveller to South Africa

British traveller facts:



Three in five of British visitors are **repeat travellers** (61% in 2025)



(35-50 yr) make up about 51% of British visitors to SA, and 18-35 year olds were 37% of UK visitors to SA in 2025



Budget is a key determinant of travel choice – Britons prize value for money



Just more than half of British travellers are **male** (58% in 2025)



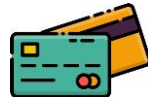
Most popular attractions in the Western Cape are **the V&A Waterfront, the Cape Town Central City, Camps Bay and the Table Mountain**



Britons preferred media channels include Online news, articles, web pages, blogs, travel booking / review websites, Video streaming; Social Network websites



Most British visitors travel **alone (60% in 2025)** or with a spouse/partner (27%)



Average spend per British visitor is **R26 400** (2025), with a focus on accommodation (R13 600), shopping (R8 500) and food (R8 200)



Britons like destinations that offer **adventure and experiences**, and where they can engage with **locals**

Activities of choice



Eating out

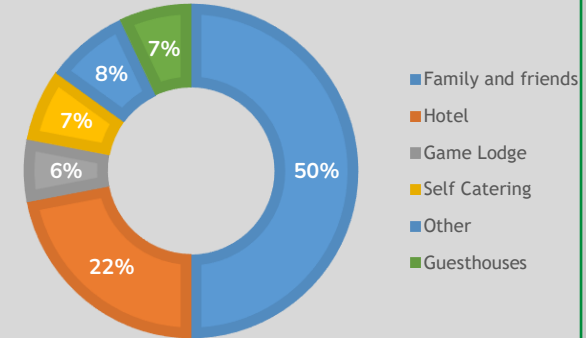


Shopping

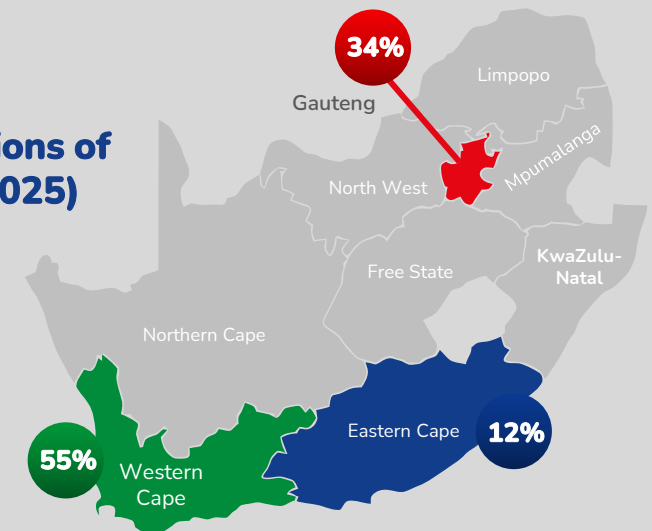


Socializing

Top places to stay



Destinations of choice (2025)



What do Britons think of South Africa?



Excellent value:
Britons consider South Africa to be a top value-for-money destination



South Africa is not known for offering wellness retreat like Thailand & India



They value word of **mouth** referrals



Britons say that **South Africa is breath-taking**



Cultural attractions:
Britons like to immerse themselves in cultural activities



Refer to multiple **info sources** for planning their travel

Key insights



South Africa scores highly for natural beauty and wildlife experiences



Budget is key when it comes to travel choices



Average length of stay is about two weeks (14 nights)



British travellers tend to book their own travel

Opportunities that would speak to the British market



Mother Nature

- Natural beauty
- Wildlife experiences
- Beaches



The vibe

- Eating out
- Socialising



Great shopping

- World-class malls
- Wide array of choices
- Value for money



Hidden gems

- Destinations
- Shopping
- Food
- Remote locations



Cultural destination

- Diverse cultures
- Experiences to explore
- People to meet



Local connections

- Nearly half are repeat visitors
- Many have friends and relatives in South Africa



SOUTH AFRICAN TOURISM

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