



# Understanding the US Source market



Thanks to UK travel restrictions in 2021, the USA claimed top spot as South Africa's number one overseas source market. With Delta and United airlines adding more planes to the African skies in addition to pent-up demand for travel, the continent is more open than ever to American travellers.



**Selling seasons**  
Jan-Mar  
Oct-Dec



**Typical trip length in days**  
10-14 days



**Average nights' stay per property**  
4-7 nights



## Types of travellers

- Group travellers
- Family travellers
- Honeymooners
- Free independent travellers (FITs)
- Specialised and bespoke experiences



## Growing demand for



Island holidays



Self-drive options



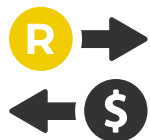
Guided group tours



More nights per location



Villas and small lodges for families



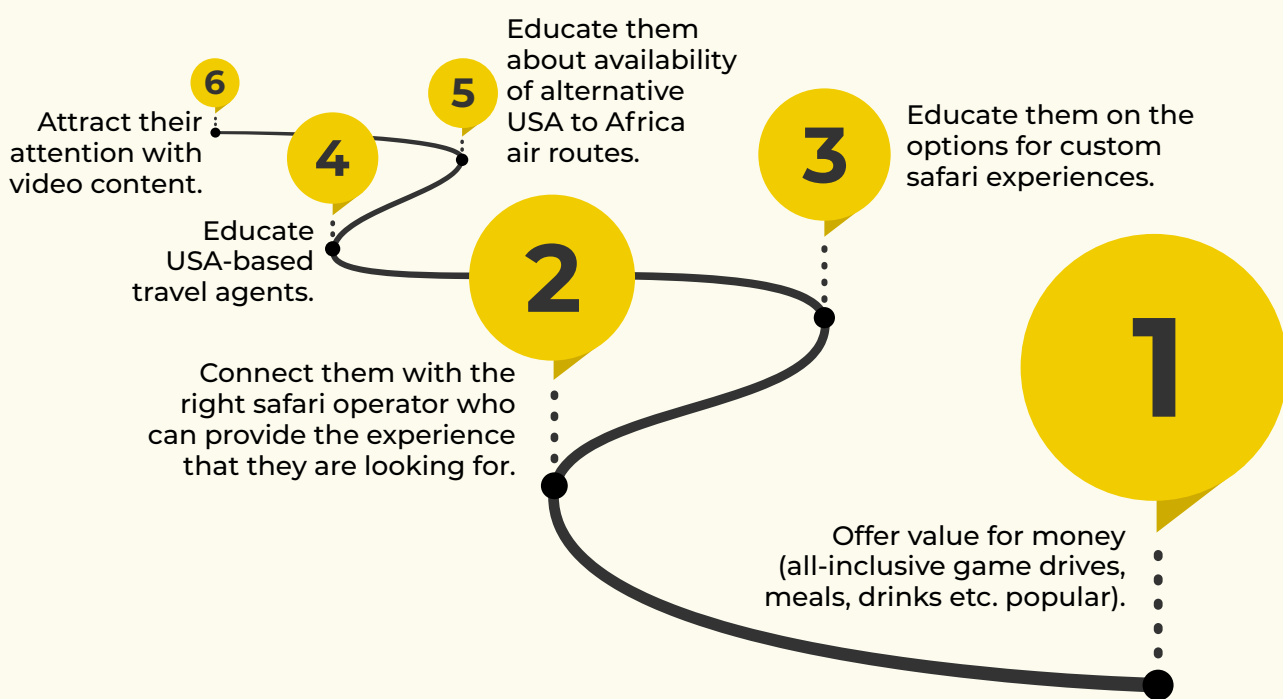
Based on the exchange rate, it now costs 20% less than in 2021 for a USA traveller to visit Africa.



## Where do they get their inspiration?

- Friends and family
- Travel and leisure media
- Travel blogs/social media
- Safari lodge promotions
- Travel documentaries

## How to sell Africa travel to clients



## Africa to USA flights: New/popular routes



**CHALLENGE:** Regional based and West Coast USA travellers unlikely to use Delta/United airlines

## Let's talk top issues

- Loss of vacation days to layovers/travel and transit
- Lack of knowledge about Africa



## First-time traveller wants

- Destination recommendations
- A fit with their safari expectations
- Education and customisation of the experiences on offer

Source: Holden Safaris, GILTEDGE Travel  
Icons: Noun Project, Freepik



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