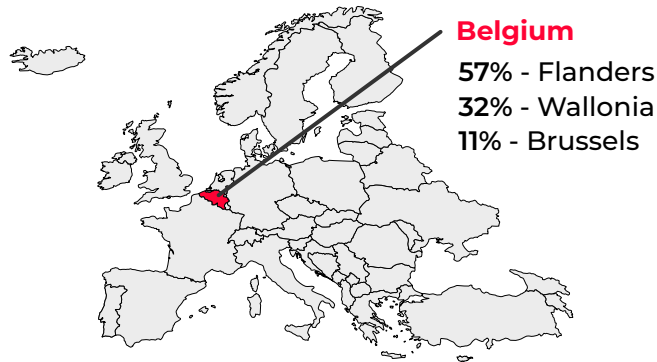


Understanding the Belgian Source Market

Air Belgium now flies direct to South Africa twice a week. We look at the potential to drive visitors to South Africa from Belgium by understanding their needs, wants and concerns.

Where they're located

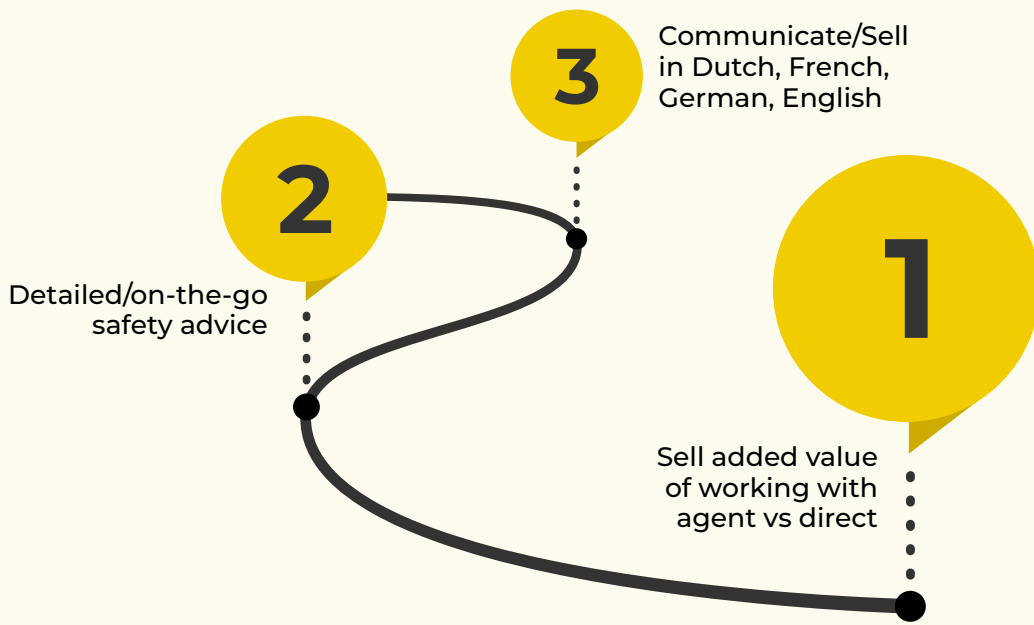


Let's Talk Top concerns

1. Value (not price)
2. Safety
3. Electricity shortages



How to sell travel to them



Popular social media platforms



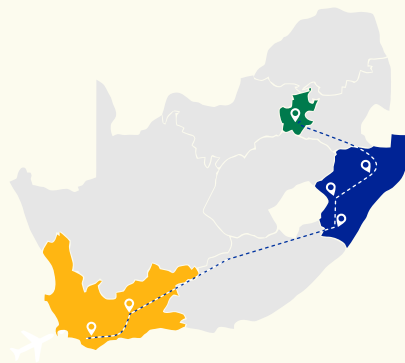
4 typical travellers

1. Honeymooners
2. Couples
3. Multi-generational
4. LGBTQ+ (CT in particular)



Typical route first-time traveller

JHB → KRUGER PARK →
 ESWATINI → DURBAN →
 PE/GARDEN ROUTE →
 CAPE TOWN



Top 3 Destinations (2nd time traveller)



Belgian travellers like...



Reduced demand
 City stays

Key season
 June/July
 Nov/Feb

Where do they get their inspiration?
 Travel agents / social media