



Understanding the UK Source Market



Visitor figures show that the number of visitors from the UK increased by 518% in the past year. This infographic sheds some light on what they are looking for when they visit South Africa.



Visitors from the UK to SA | Jan-Dec 2022: **283 031**



What is the average length of stay?
7 – 14 days
(Multi-stop across various destinations and experiences)

Why does the UK traveller want?



Safari experiences



Adventure



Winelands exploration



Beach relaxation

Other popular destinations

UAE



Greece



Maldives



Tanzania/
Zanzibar



Kenya



Corporate Travel



(Rising trend!)
• Small group incentive travel

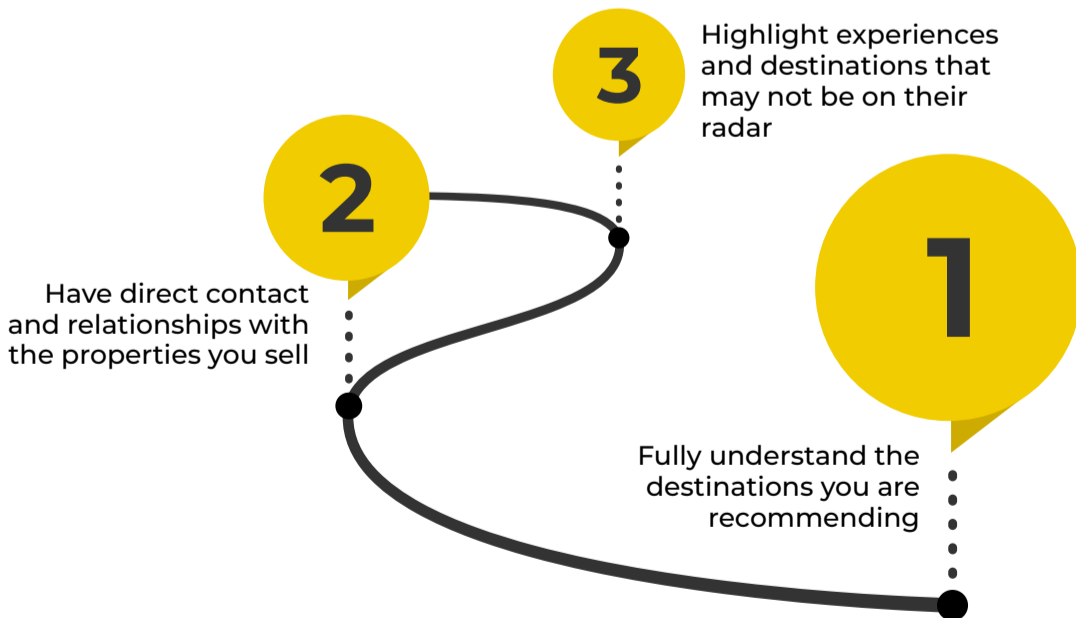
Demographics



Typical traveller
Age 35-40

Popular
Group travel (multi-generational)

How to sell travel to the Brits?



UK travellers enjoy...

- A mix of safari, city experiences and beach relaxation
- **Rising trend:** Wellness experiences



Sources: Meribel Travel, The Jetset Lifestyle Group, Stats SA | Icons: Noun Project, Freepik
atwconnect.com