



Kamageo

AFRICAN DESTINATION MARKETING

CONSUMER WATCH

Attitudes to Africa Travel

Year 2, Phase 6 / March 2021



Results of the 6th phase of our on-going UK consumer survey in, conducted during March 2021.



Approx 10,000 UK consumers, sourced using Kamageo's own database, were asked their opinion on travelling to Africa.



Ages range from 25 to 75 years old, across all regions of the country, and across all socio-demographics. Major emphasis towards older age brackets, as these provide most relevant clients.

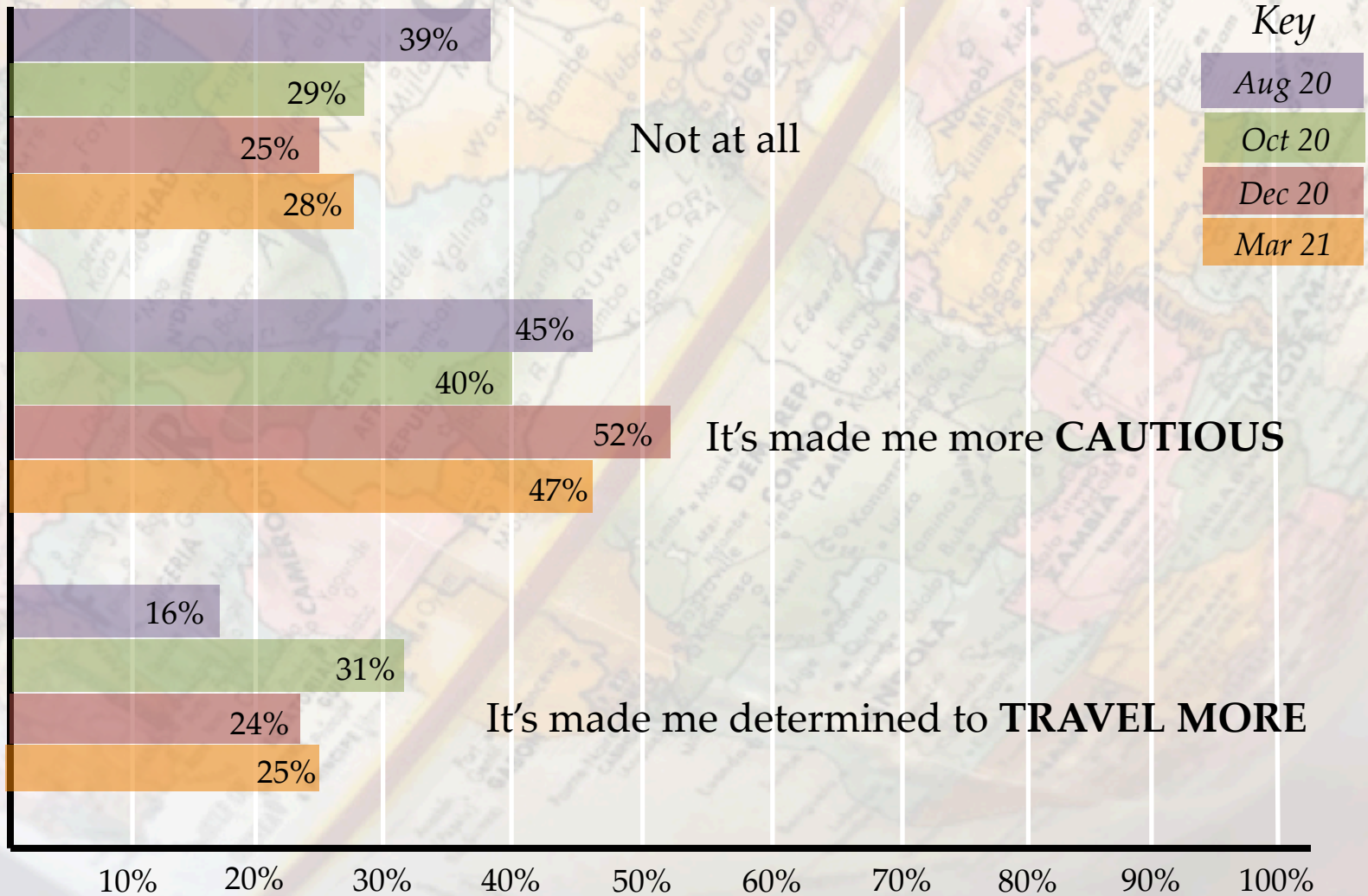


All participants have either previously travelled to Africa or on a wildlife related long-haul trip, elsewhere.

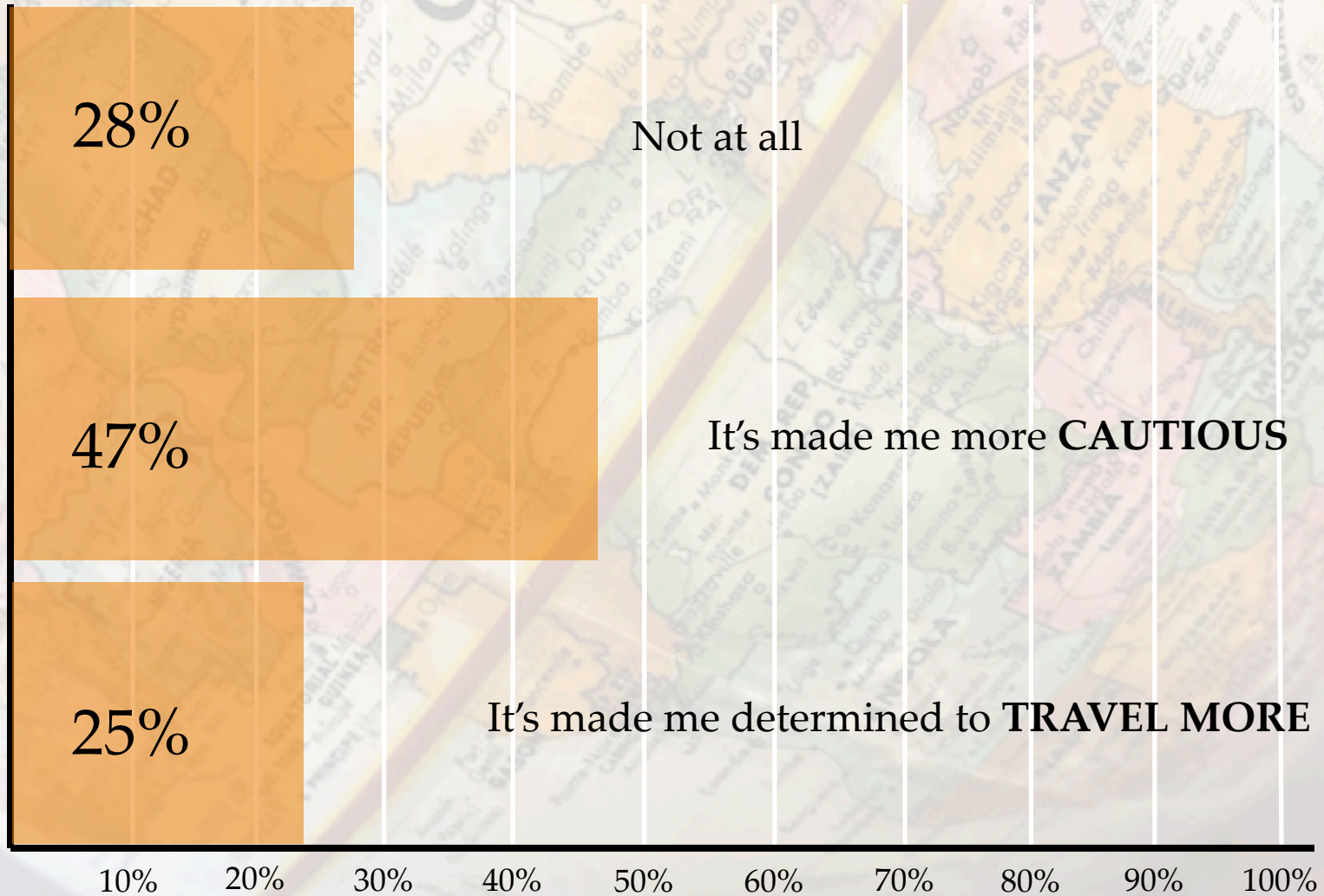


Compiled, analysed and presented by Tim Henshall.

Q1 - Has COVID-19 affected your attitude towards travelling to Africa?

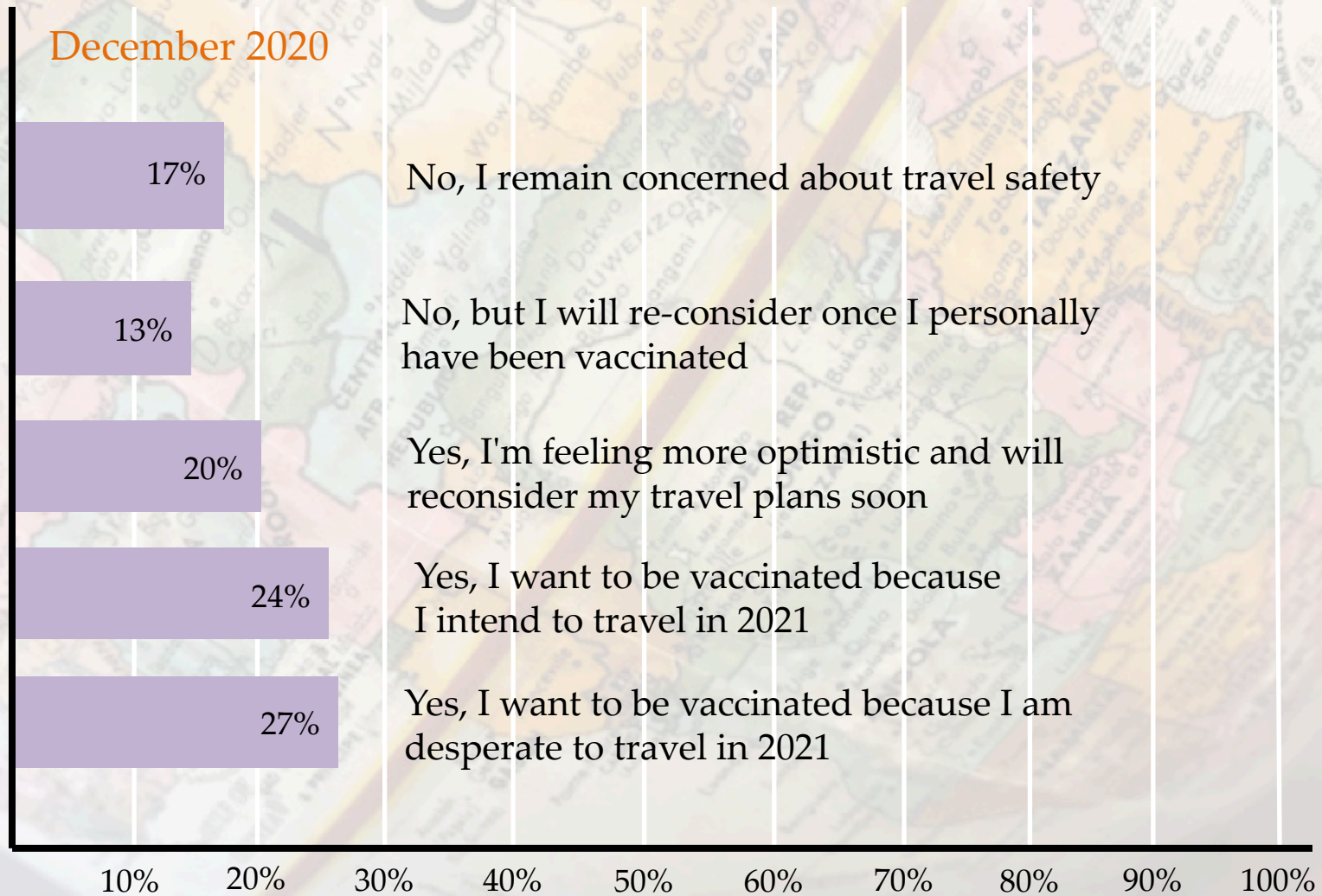


Q1 - Has COVID-19 affected your attitude towards travelling to Africa?

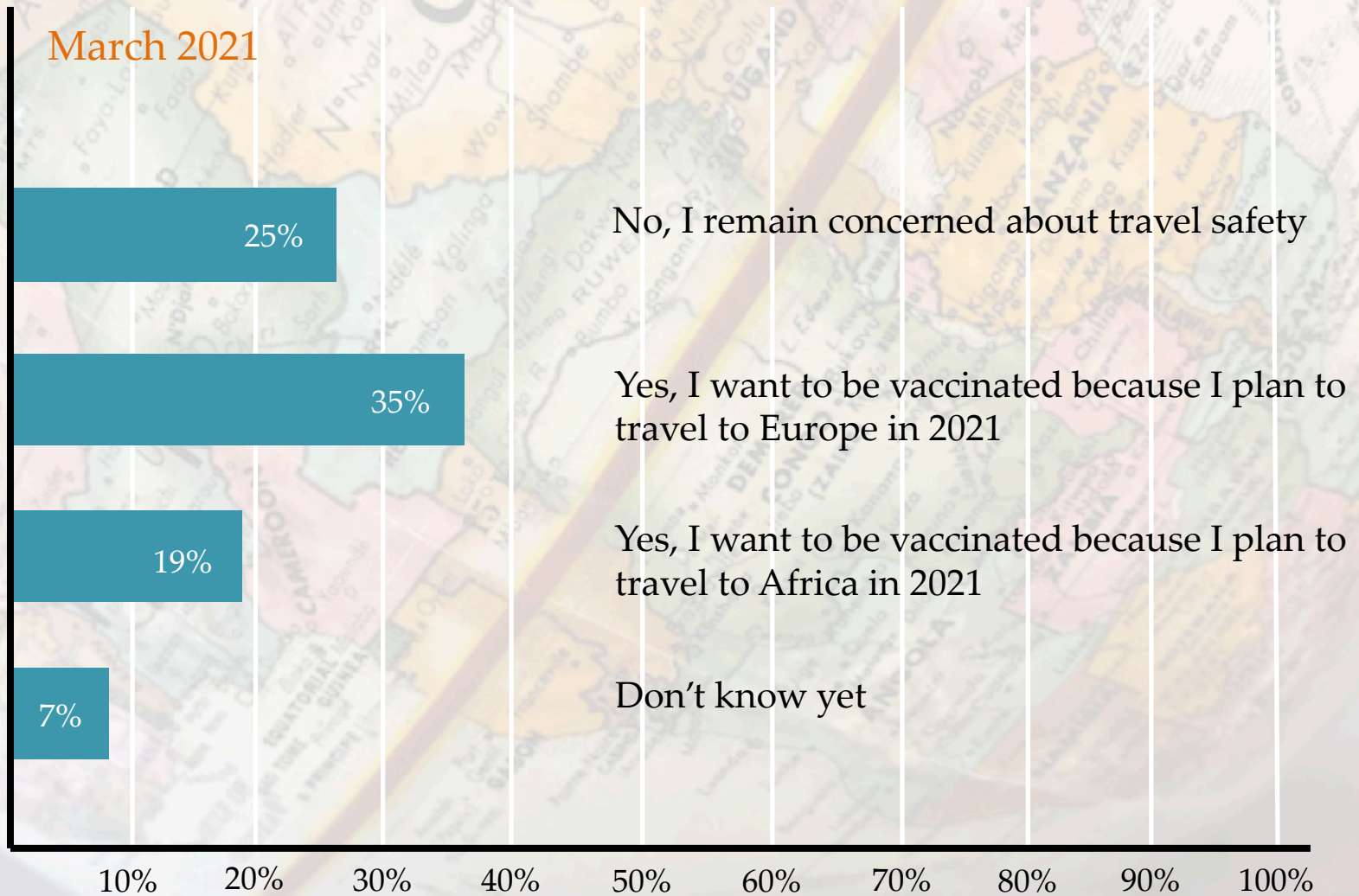


Has the availability of
an approved vaccine
changed your views?

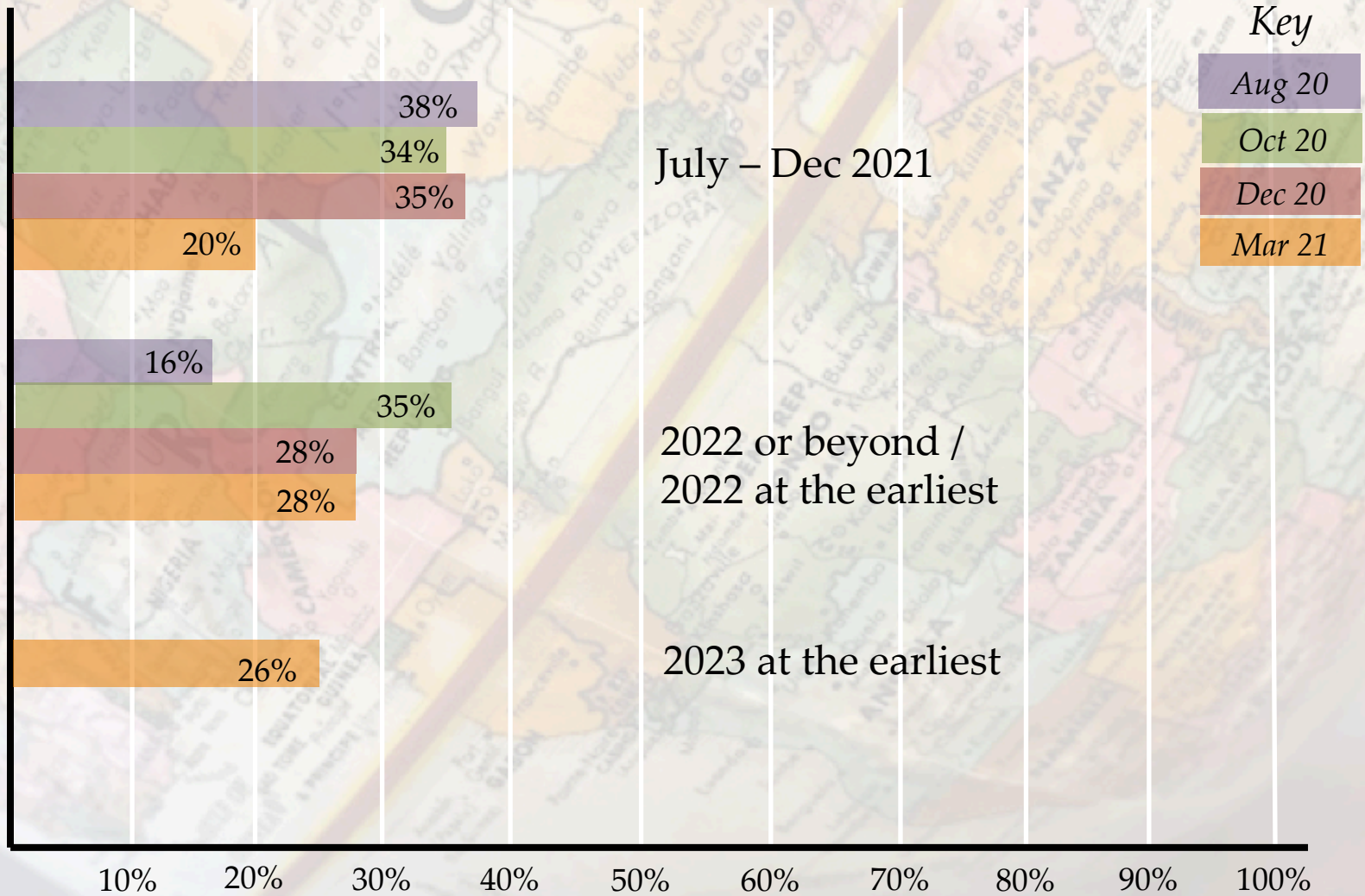
Q2 - Has the availability of an approved vaccine changed your views?



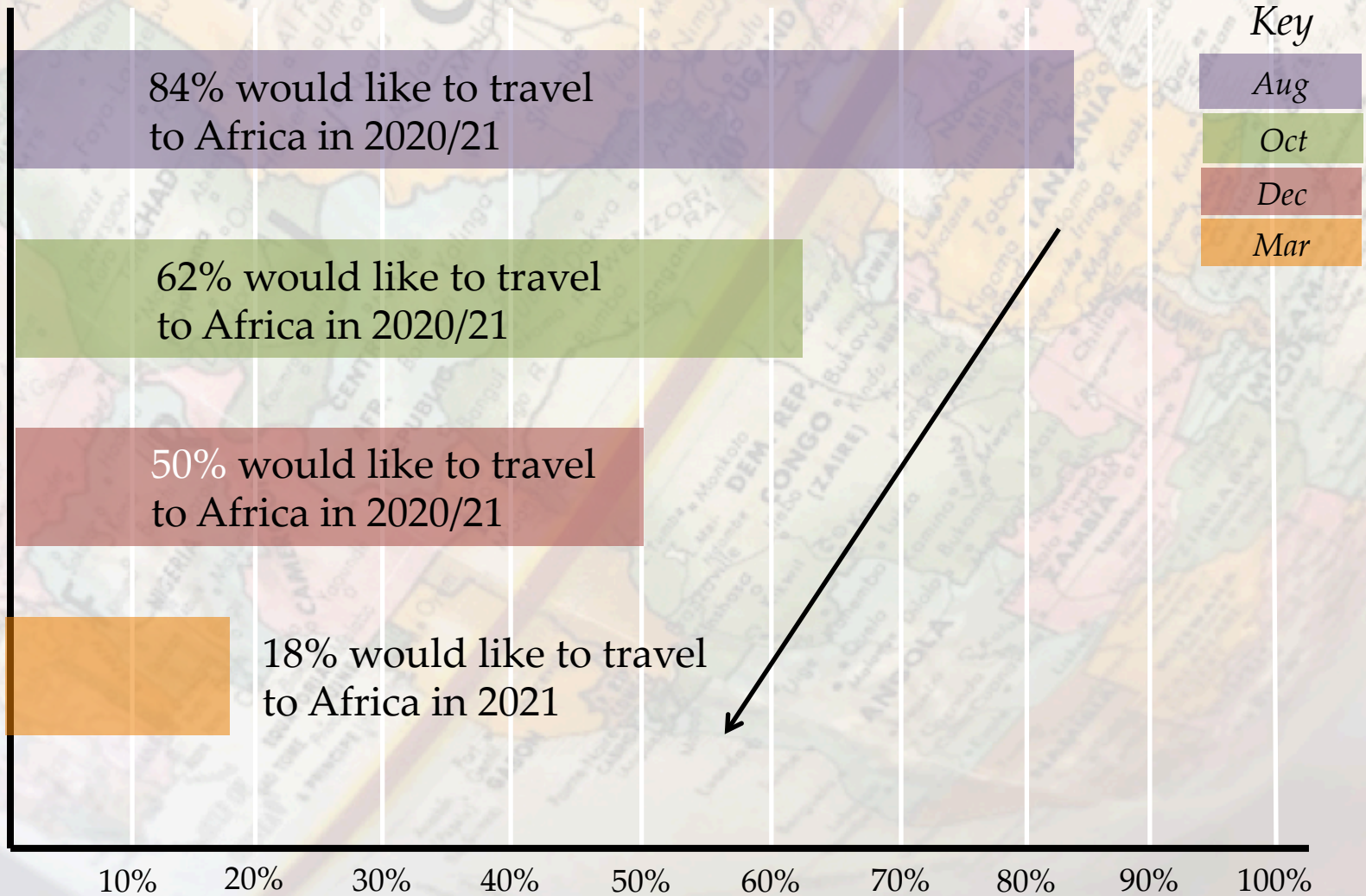
Q2 - Has the availability of an approved vaccine changed your views?



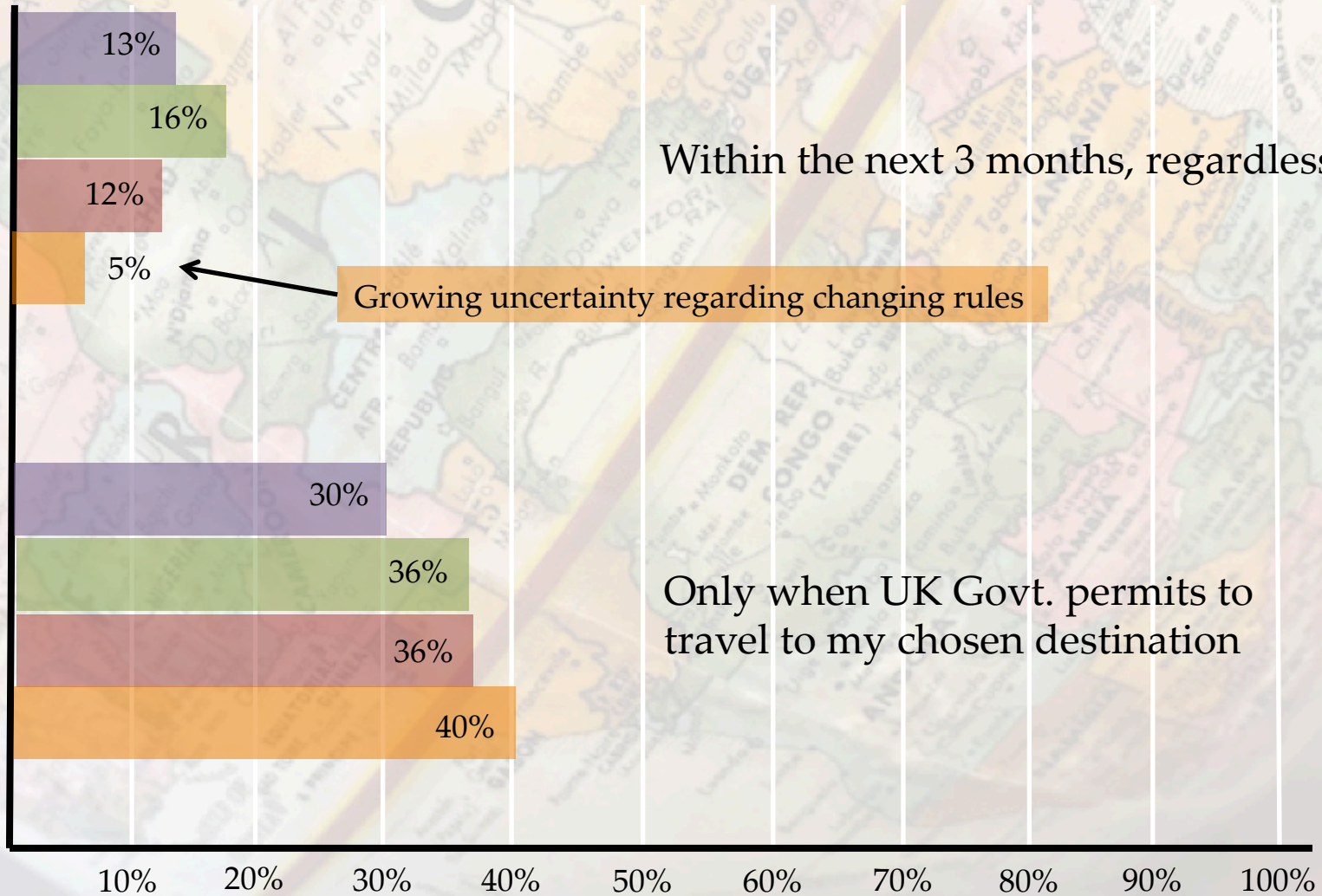
Q3 - When allowed, how soon would you like to visit/revisit Africa?



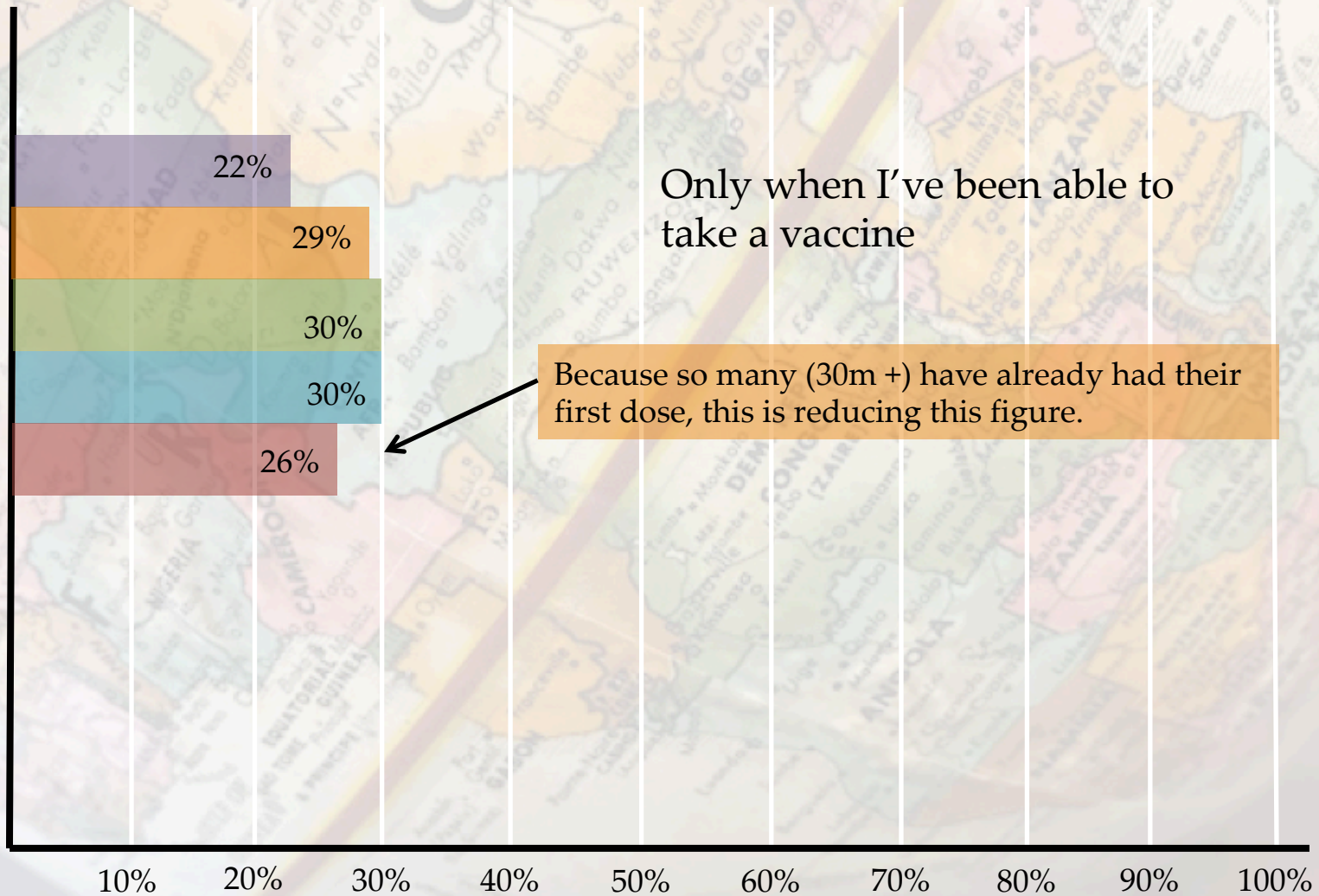
Q3 - When allowed, how soon would you like to visit/revisit Africa?



Q4 - How soon would you look to book a trip to Africa?

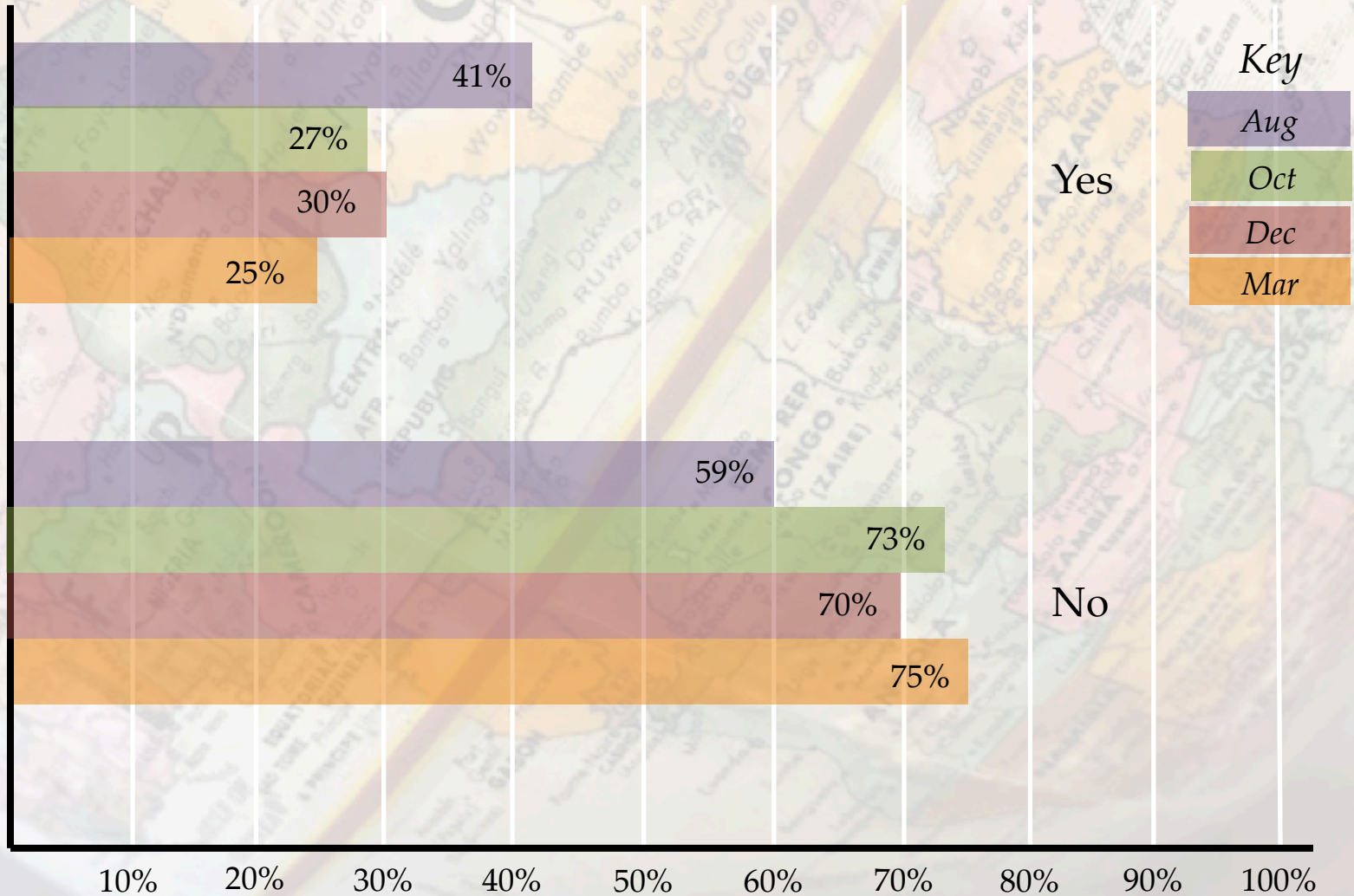


Q4 - How soon would you look to book a trip to Africa?



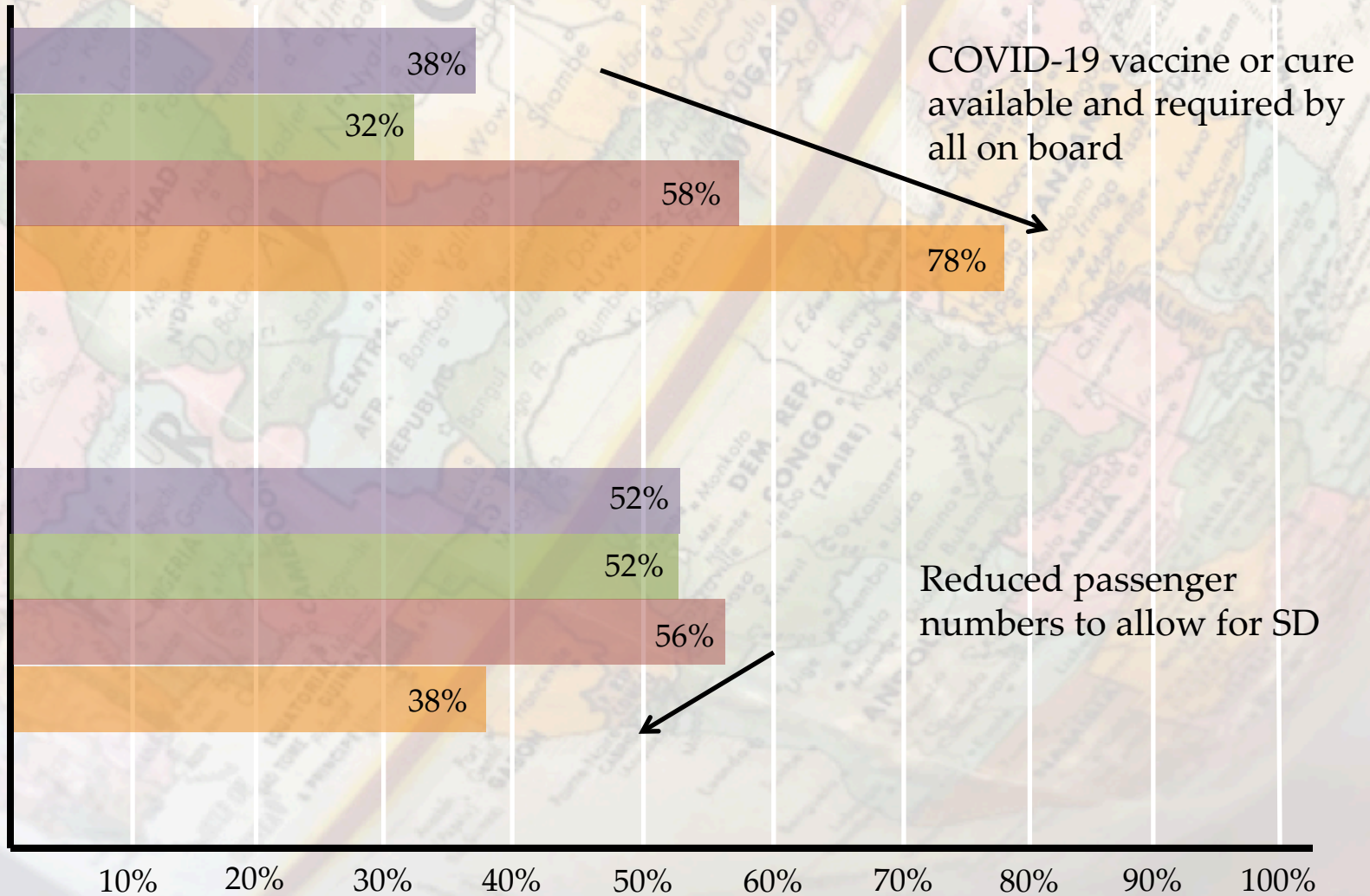
Has COVID impacted
your financial ability to
travel to Africa?

Q5 - Has COVID-19 impacted your financial ability to travel to Africa?

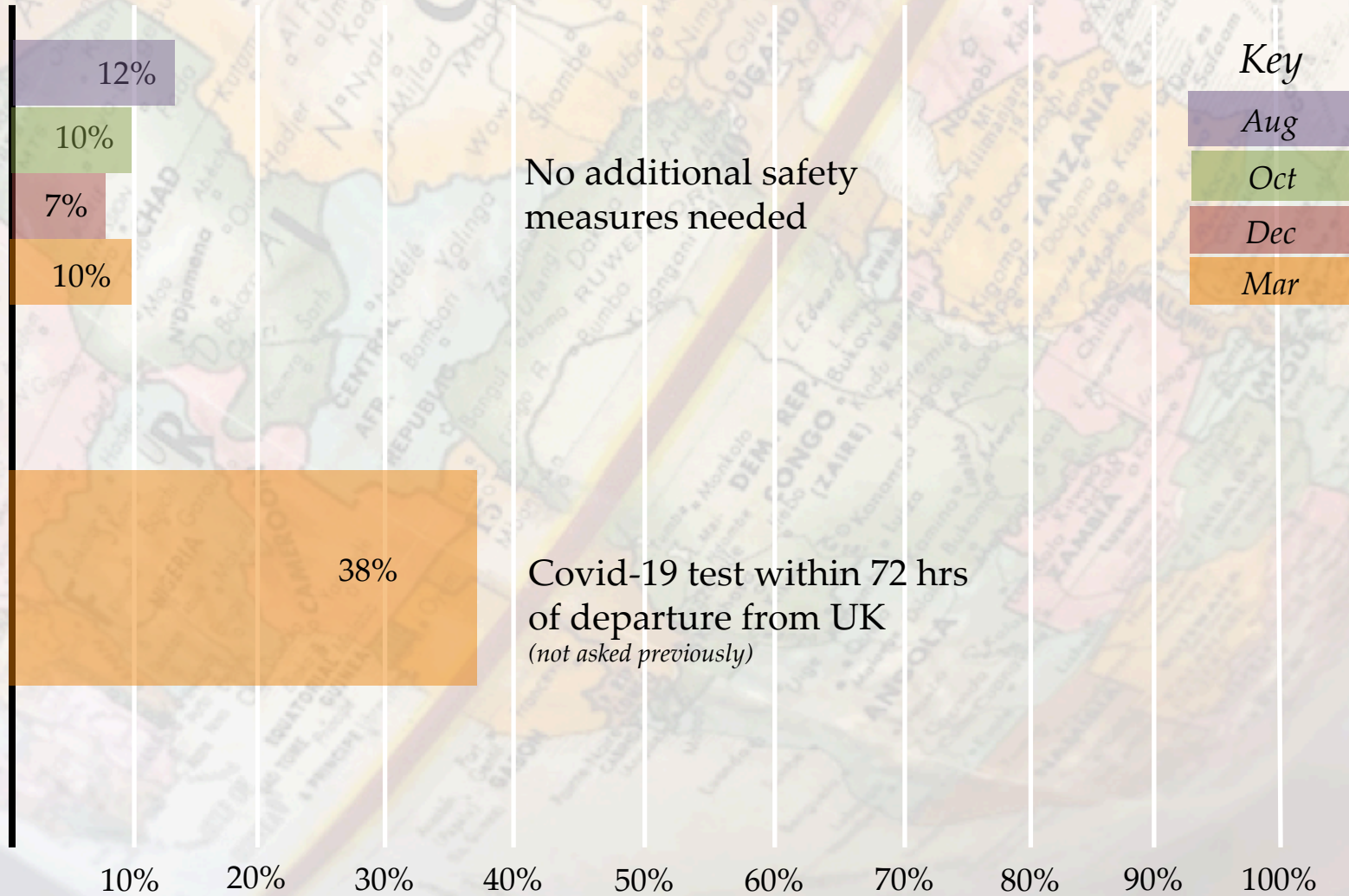


When flying, which
safety measures would
you like to see?

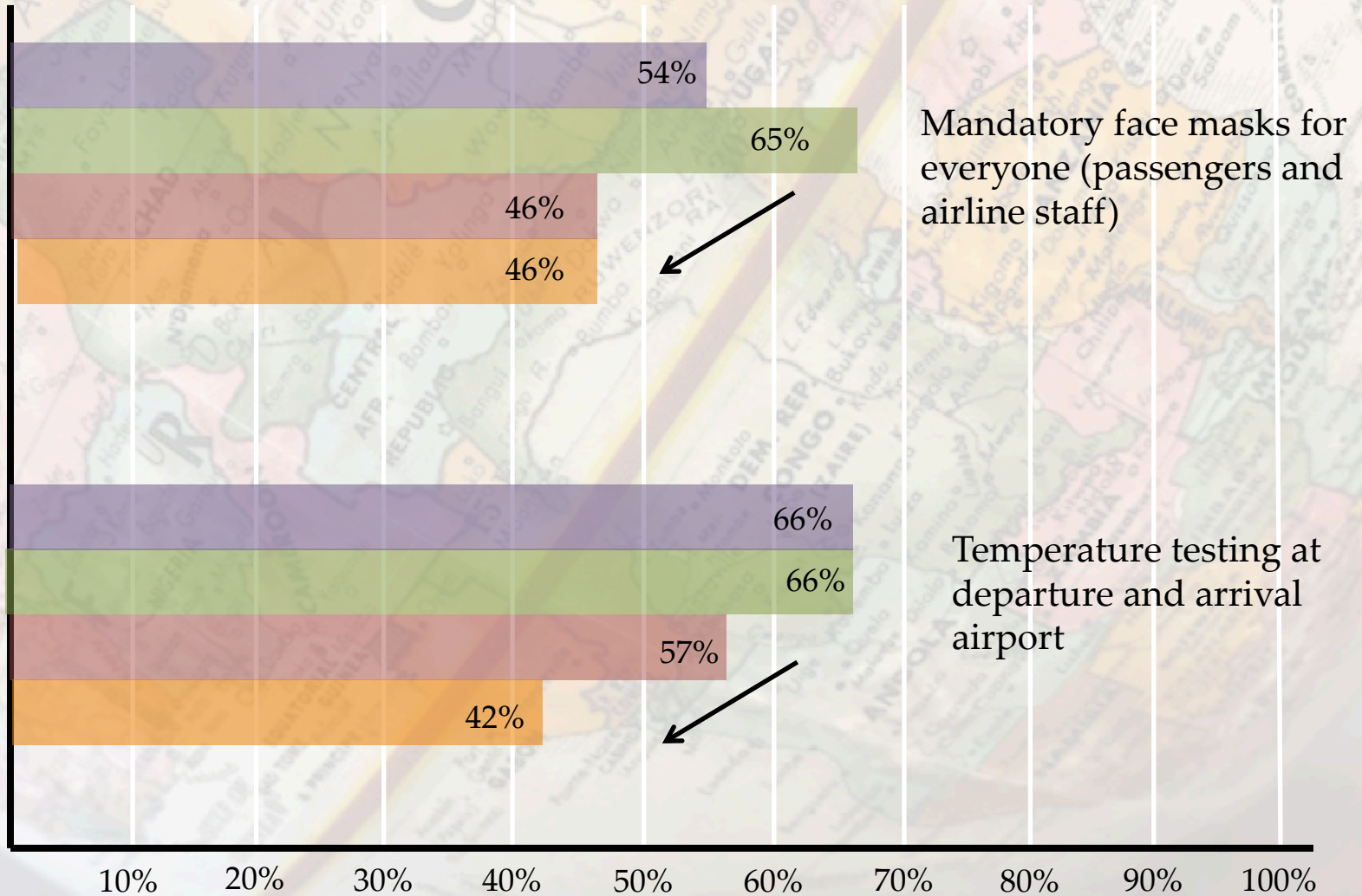
Q6 - When flying to Africa, which safety measures would you like to see?



Q6 - When flying to Africa, which safety measures would you like to see?

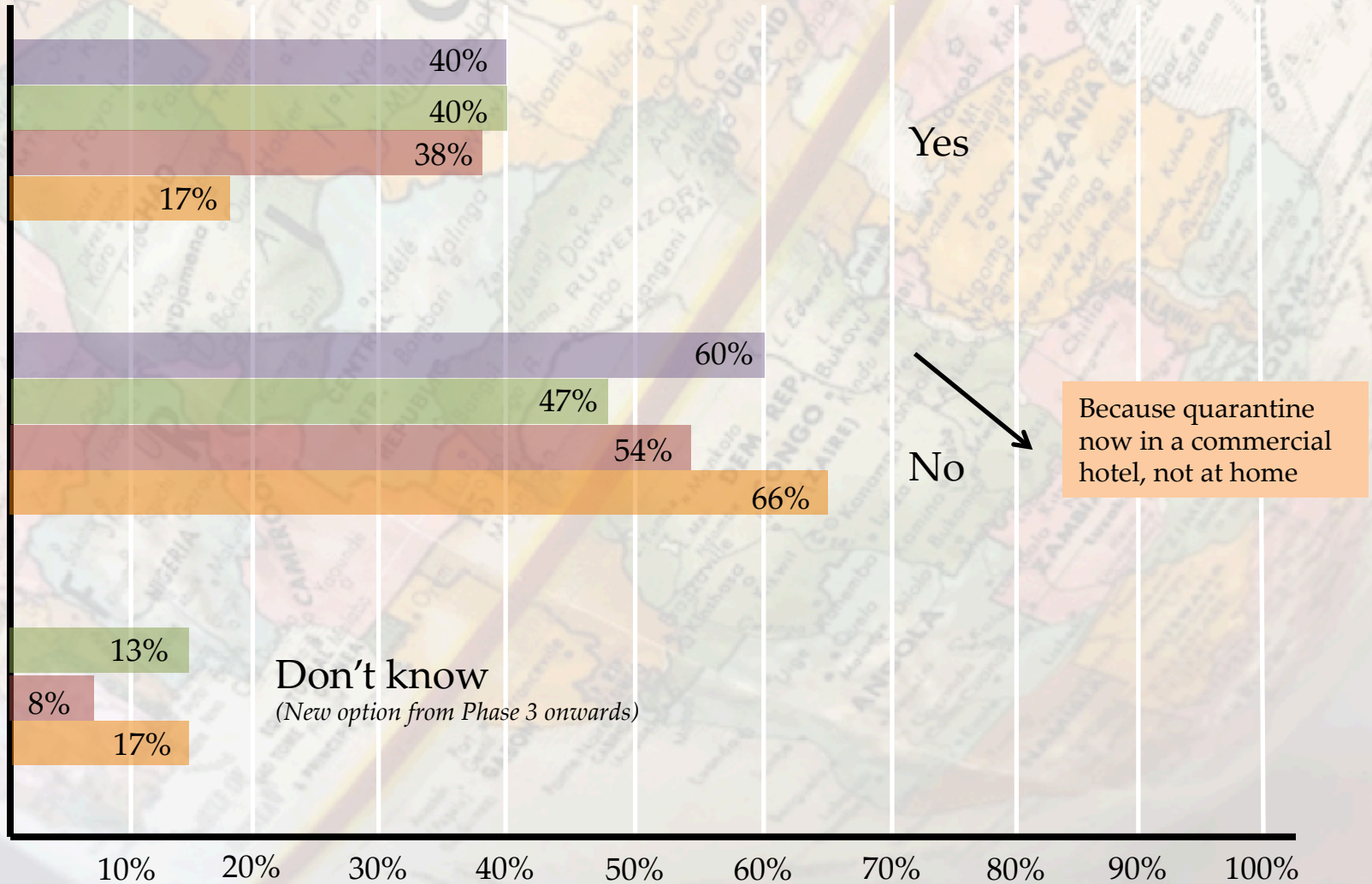


Q6 - When flying to Africa, which safety measures would you like to see?

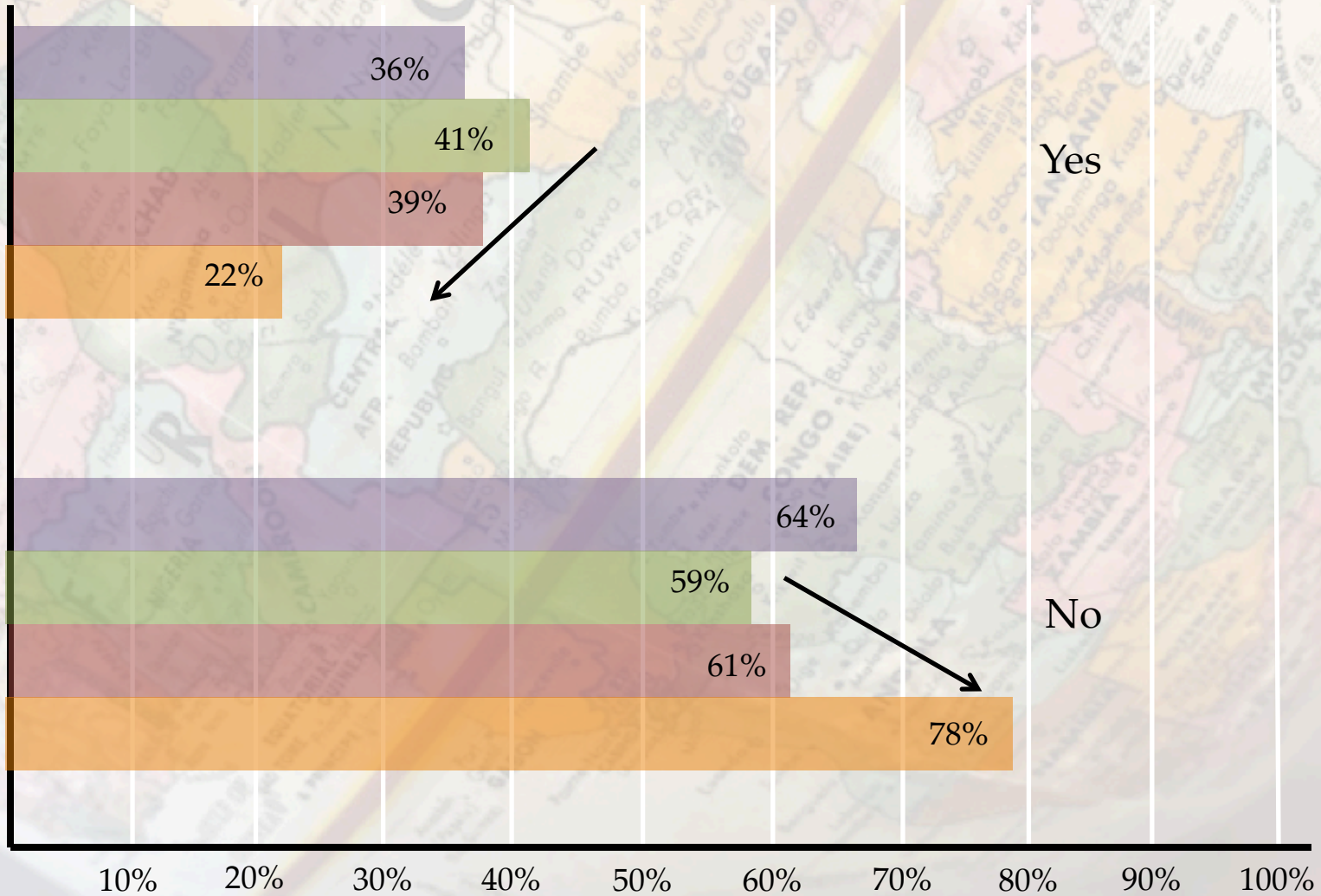


Would you travel to
Africa knowing that you
may need to quarantine?

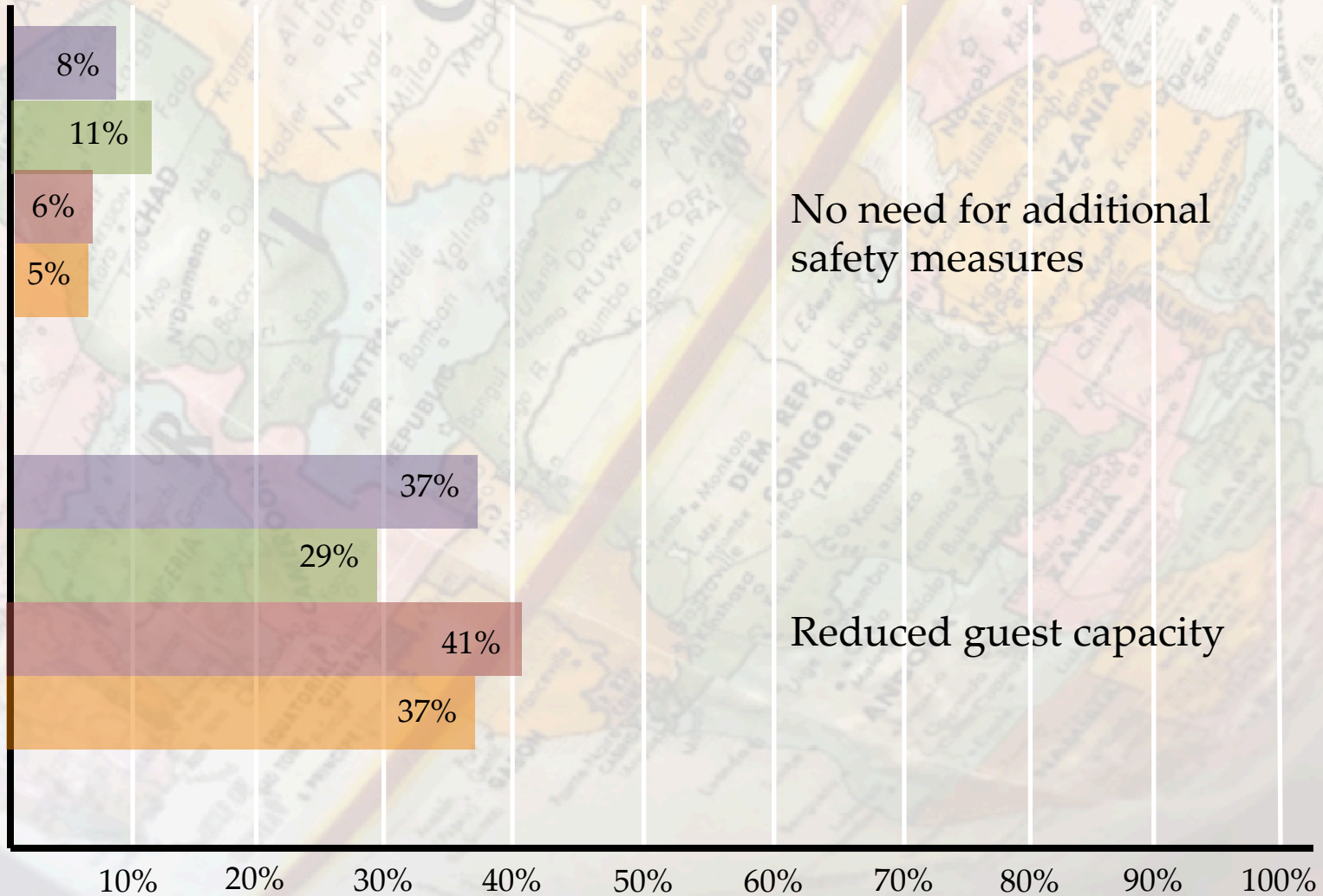
Q7. Would you travel to Africa knowing that you may need to quarantine?



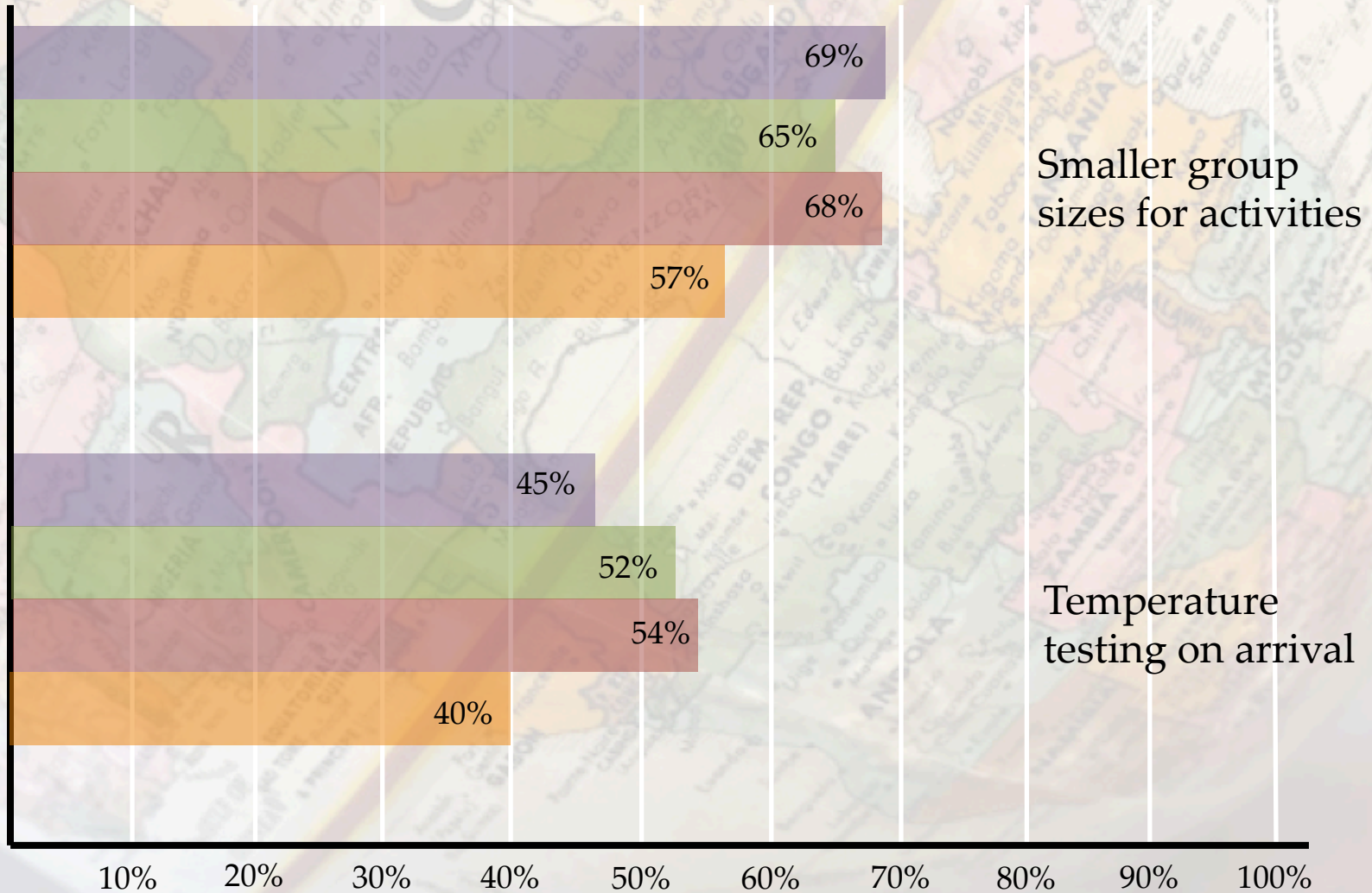
Q7. Should guests wear face masks on whilst out on safari? (during game drives, boat trips and walking safaris etc)



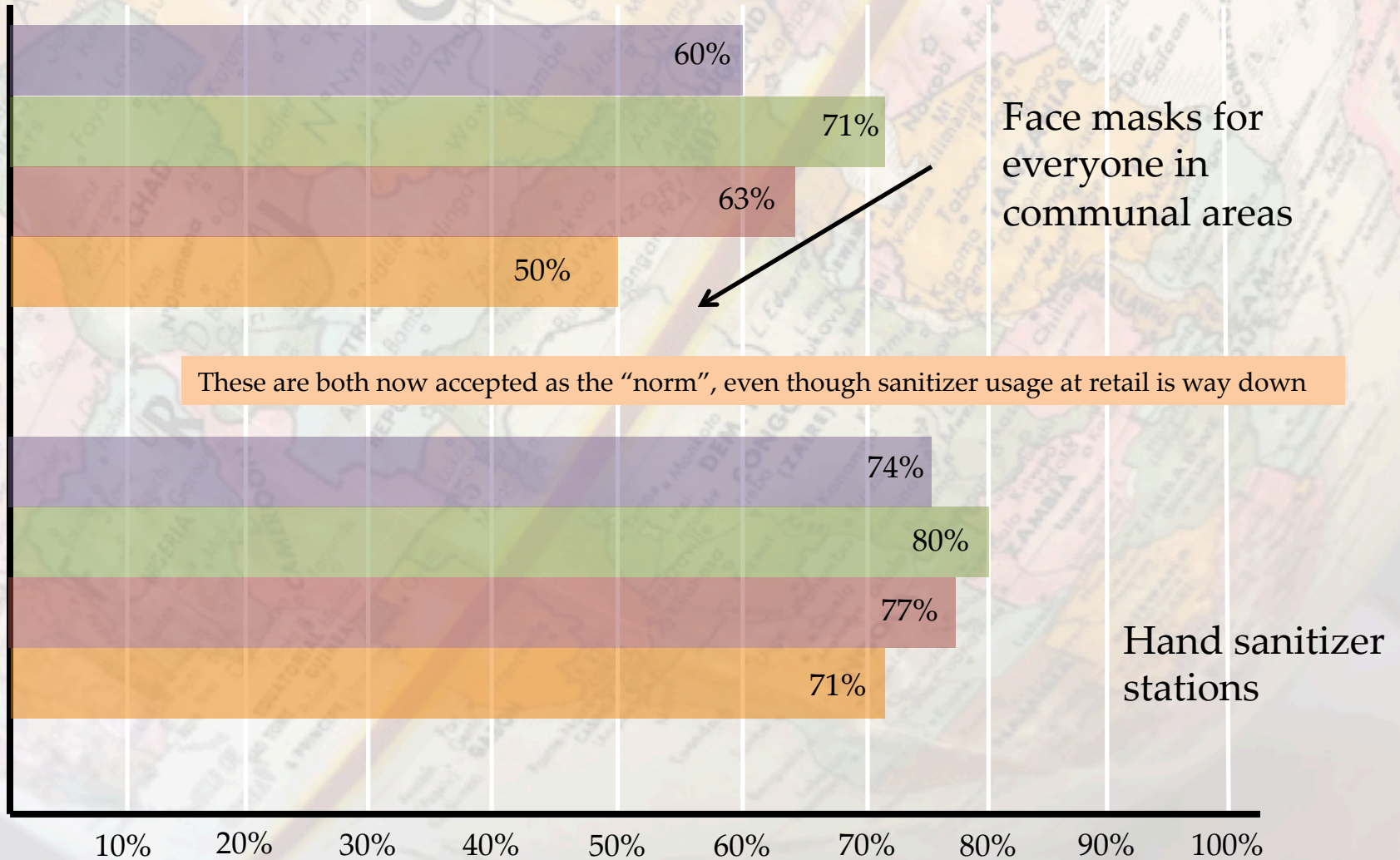
Q8. What safety measures would you expect to see at your camp/lodge/hotel?



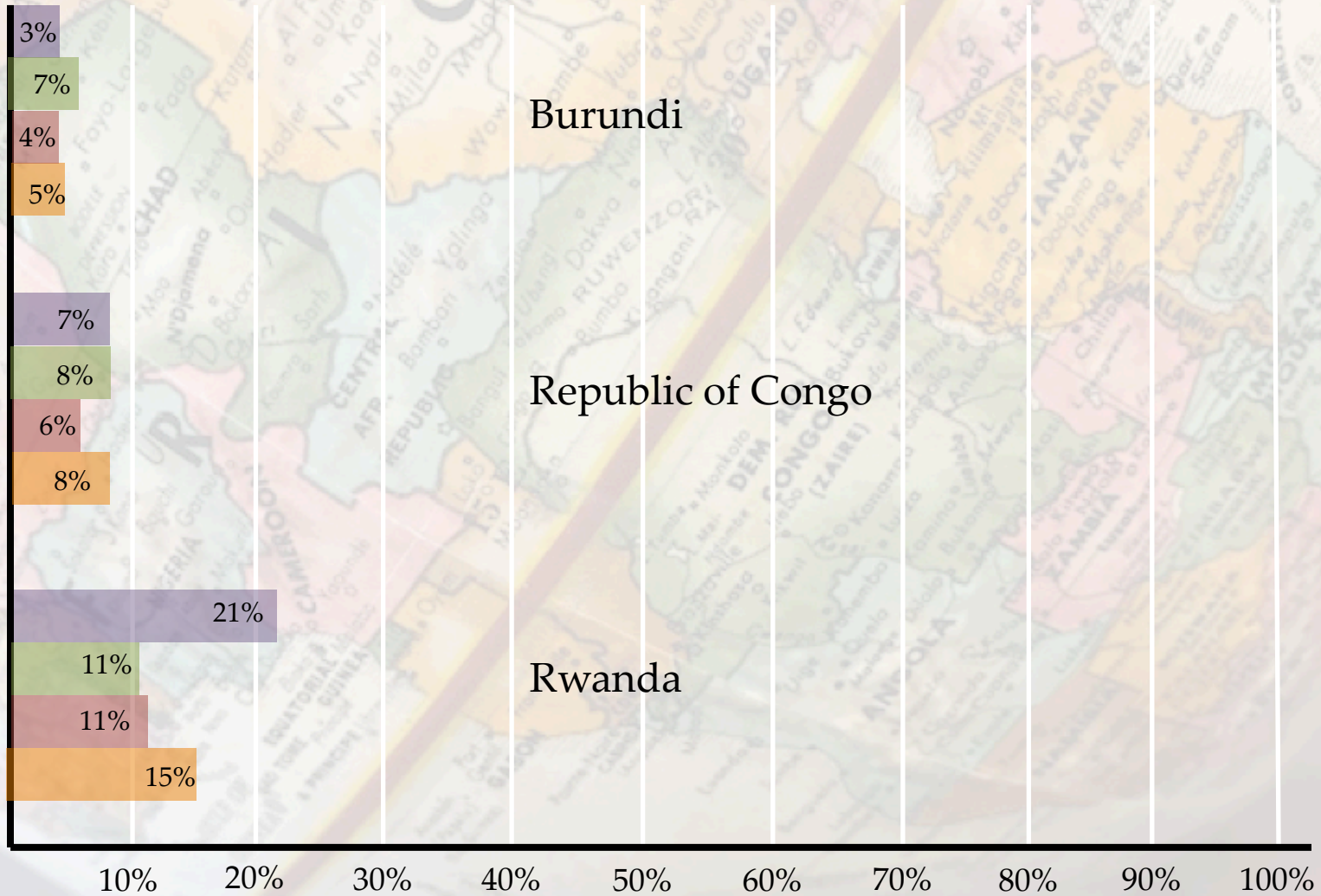
Q8. What safety measures would you expect to see at your camp/lodge/hotel?



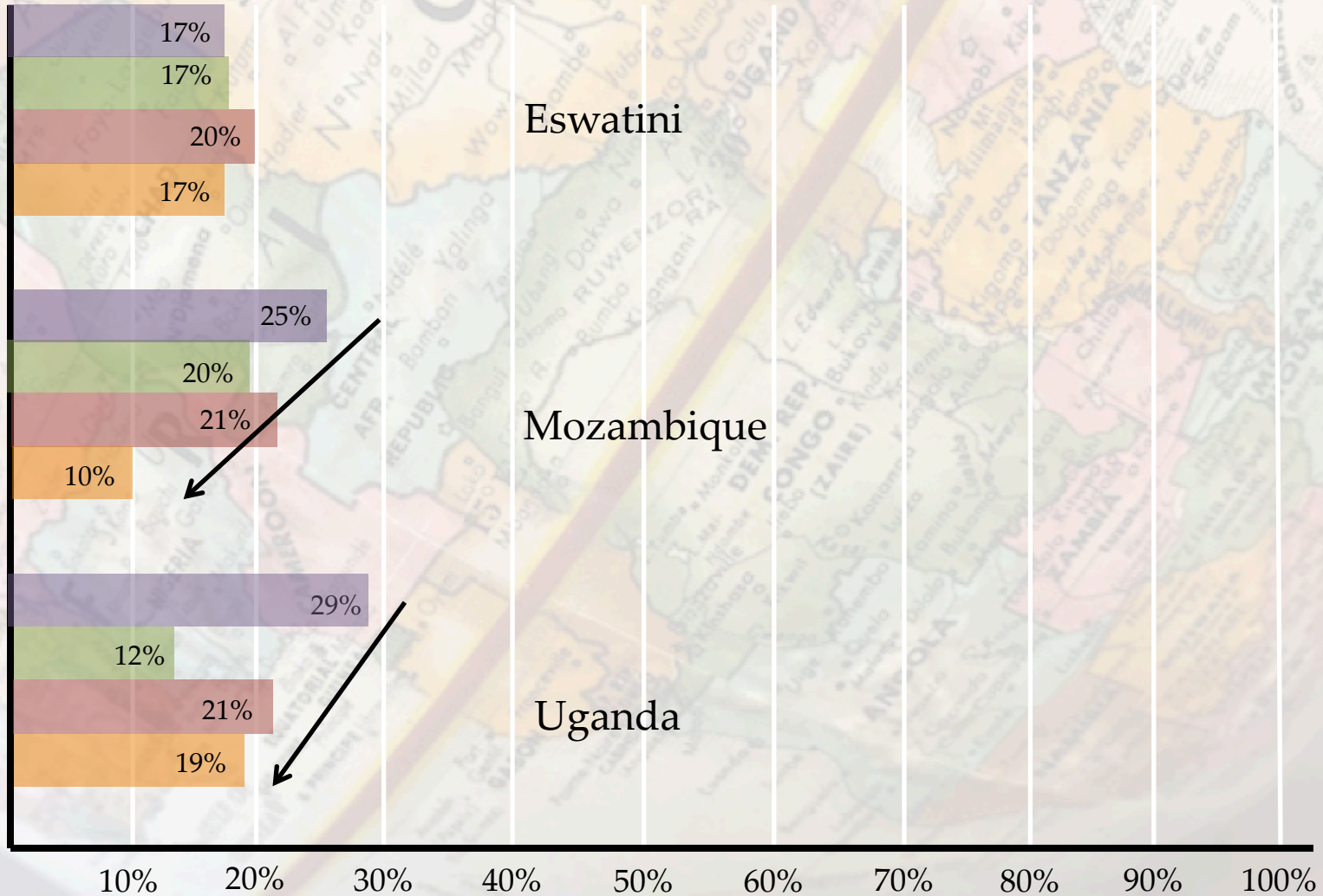
Q8. What safety measures would you expect to see at your camp/lodge/hotel?



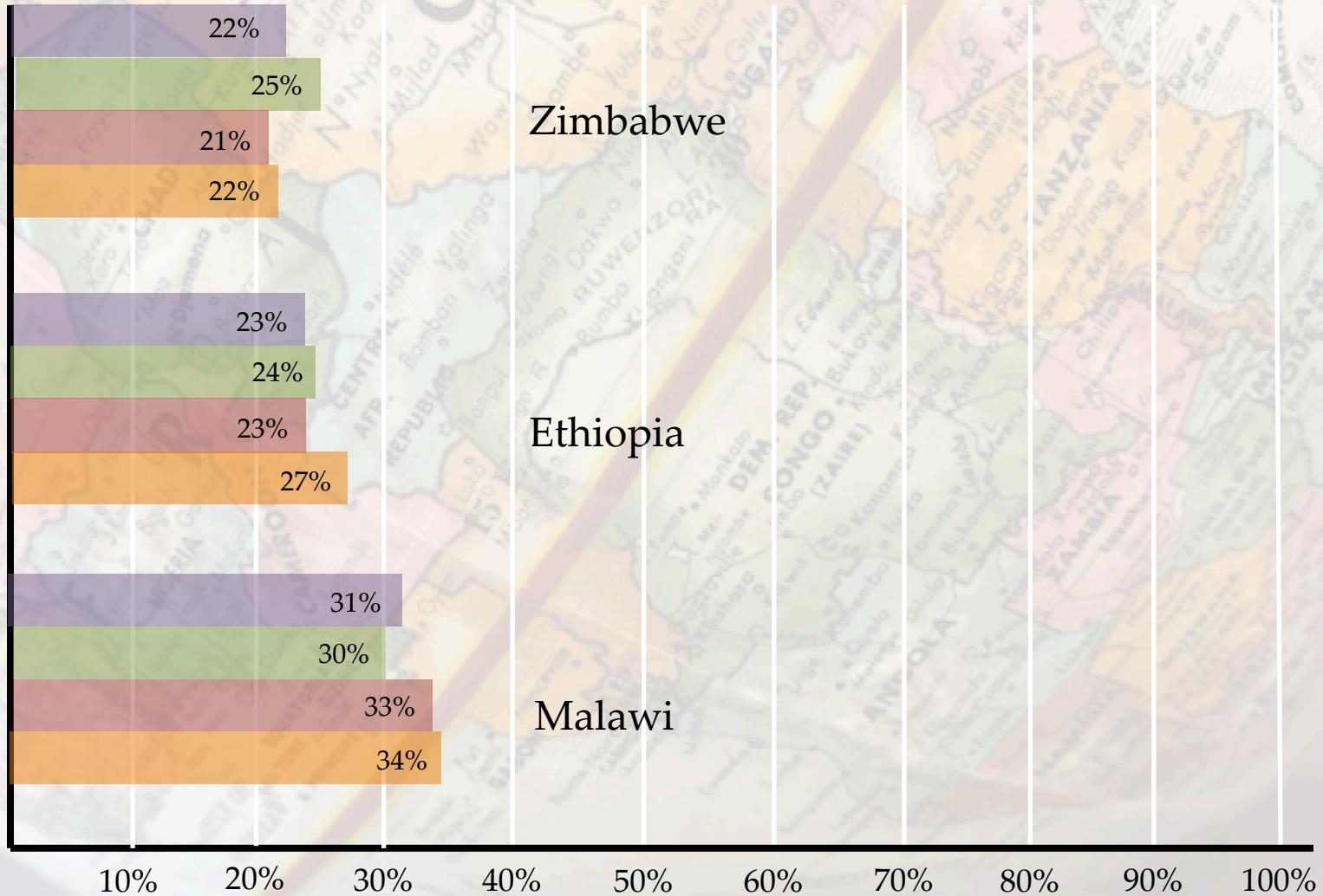
Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



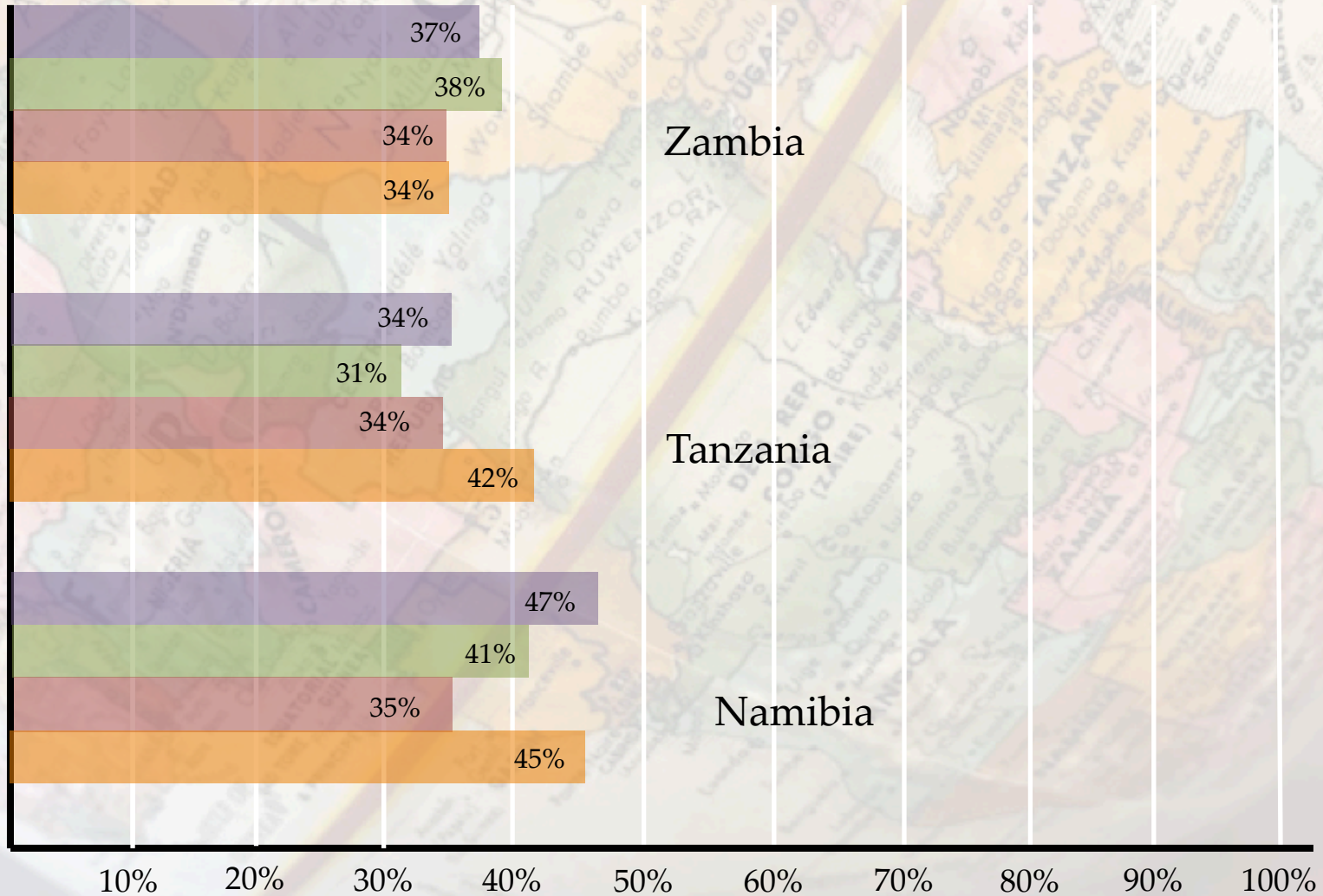
Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



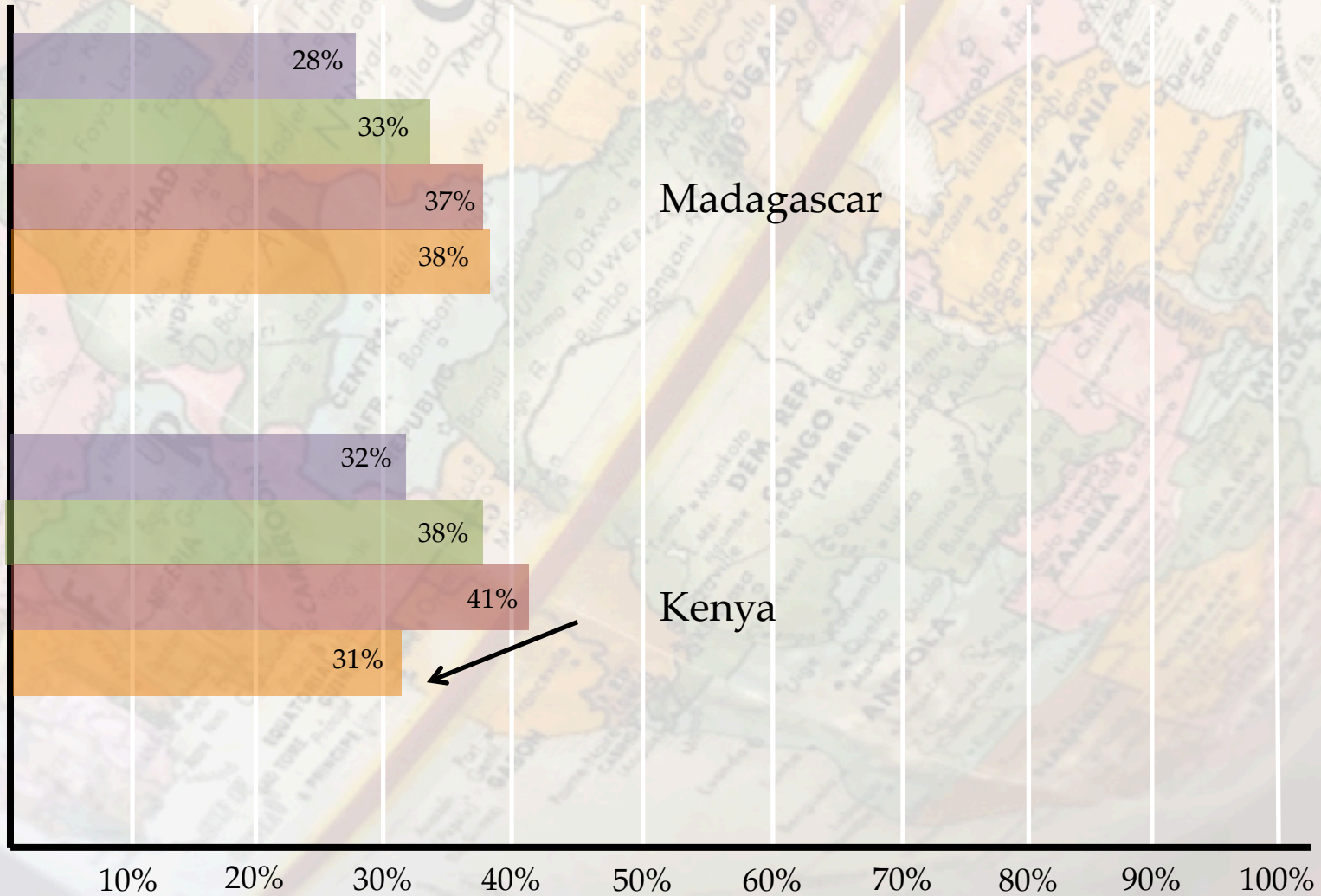
Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



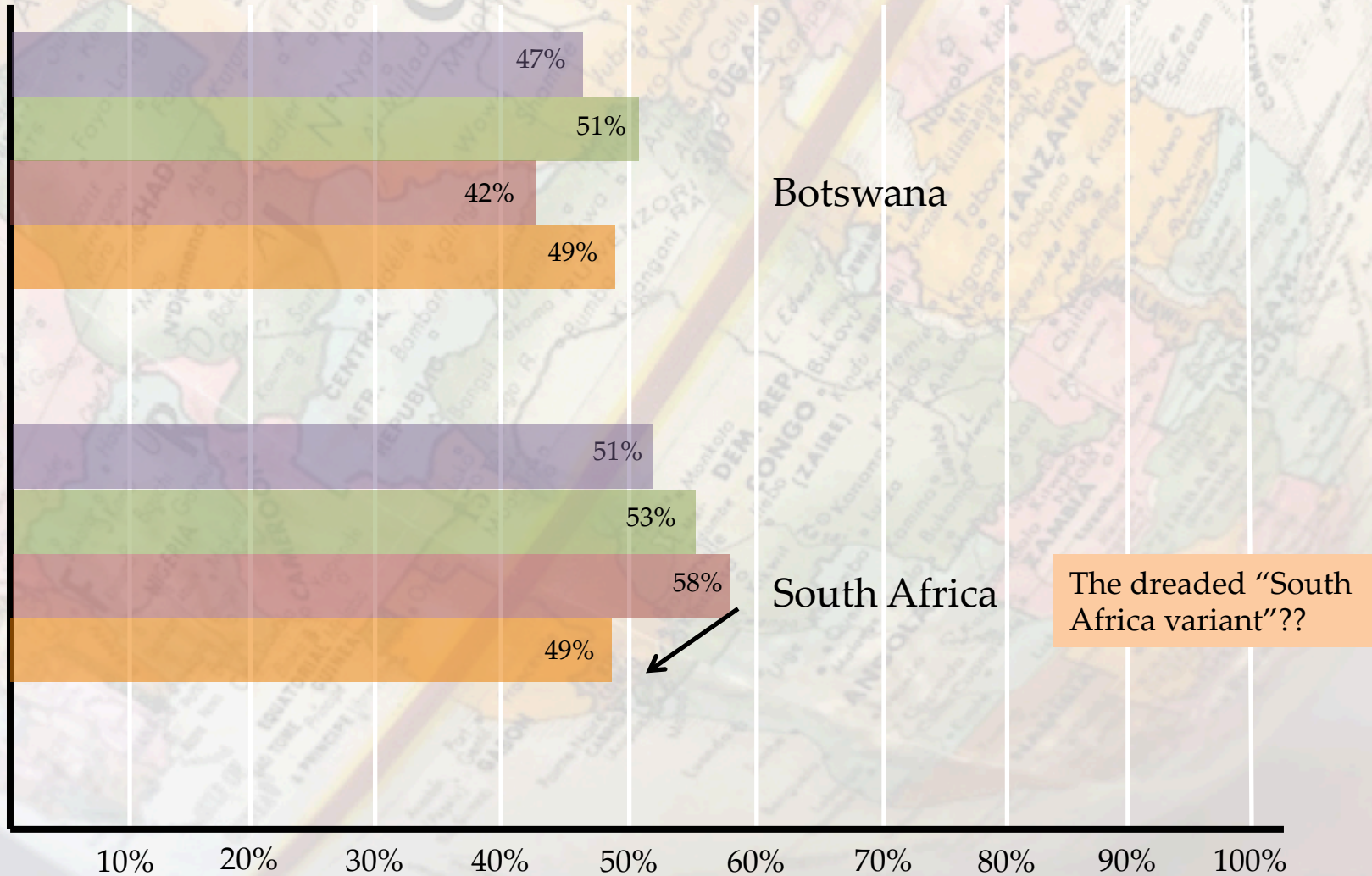
Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*

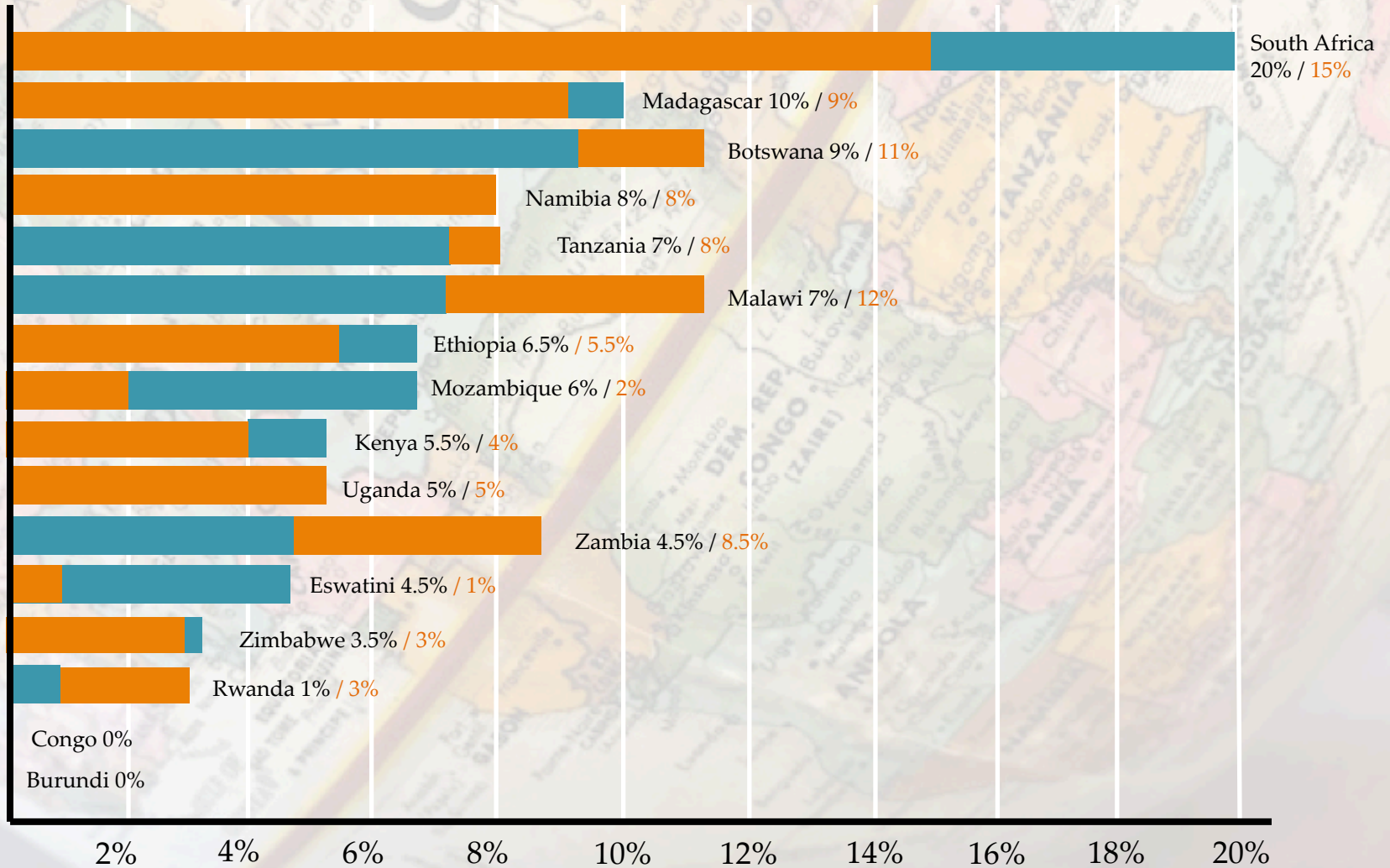


Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*

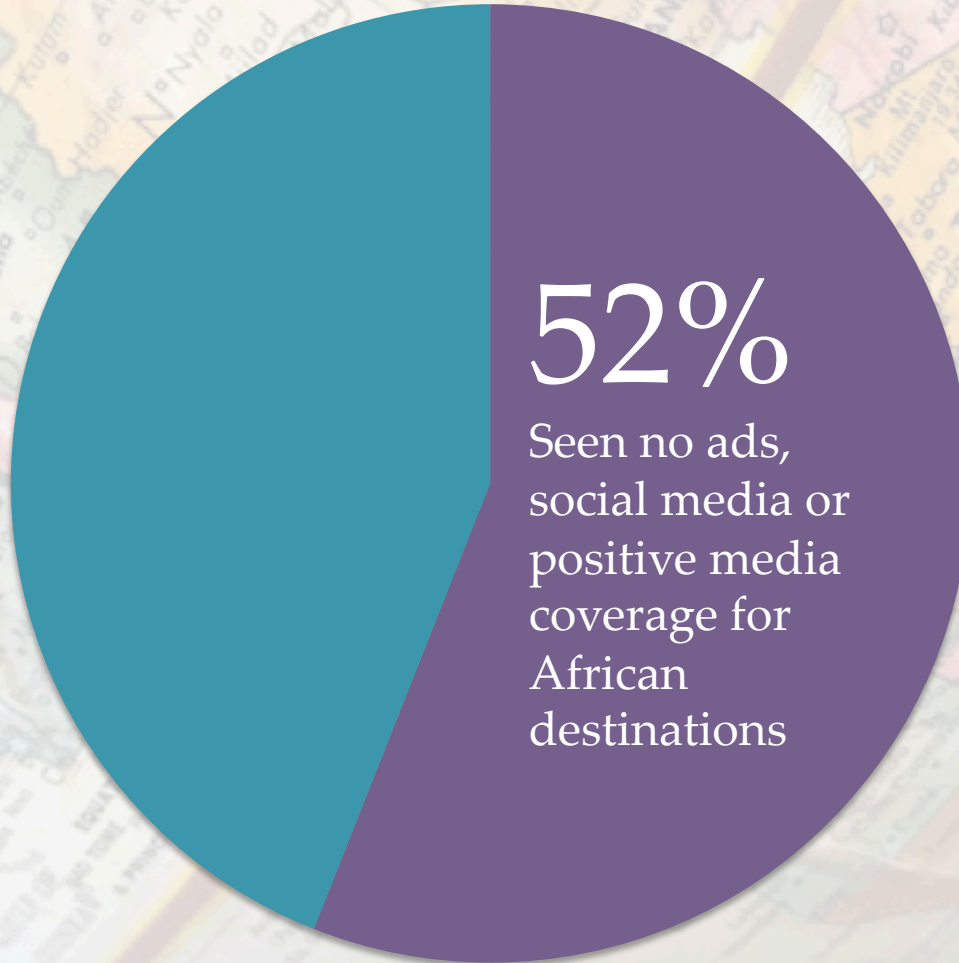


If you can only choose one, which would you like to visit/revisit?

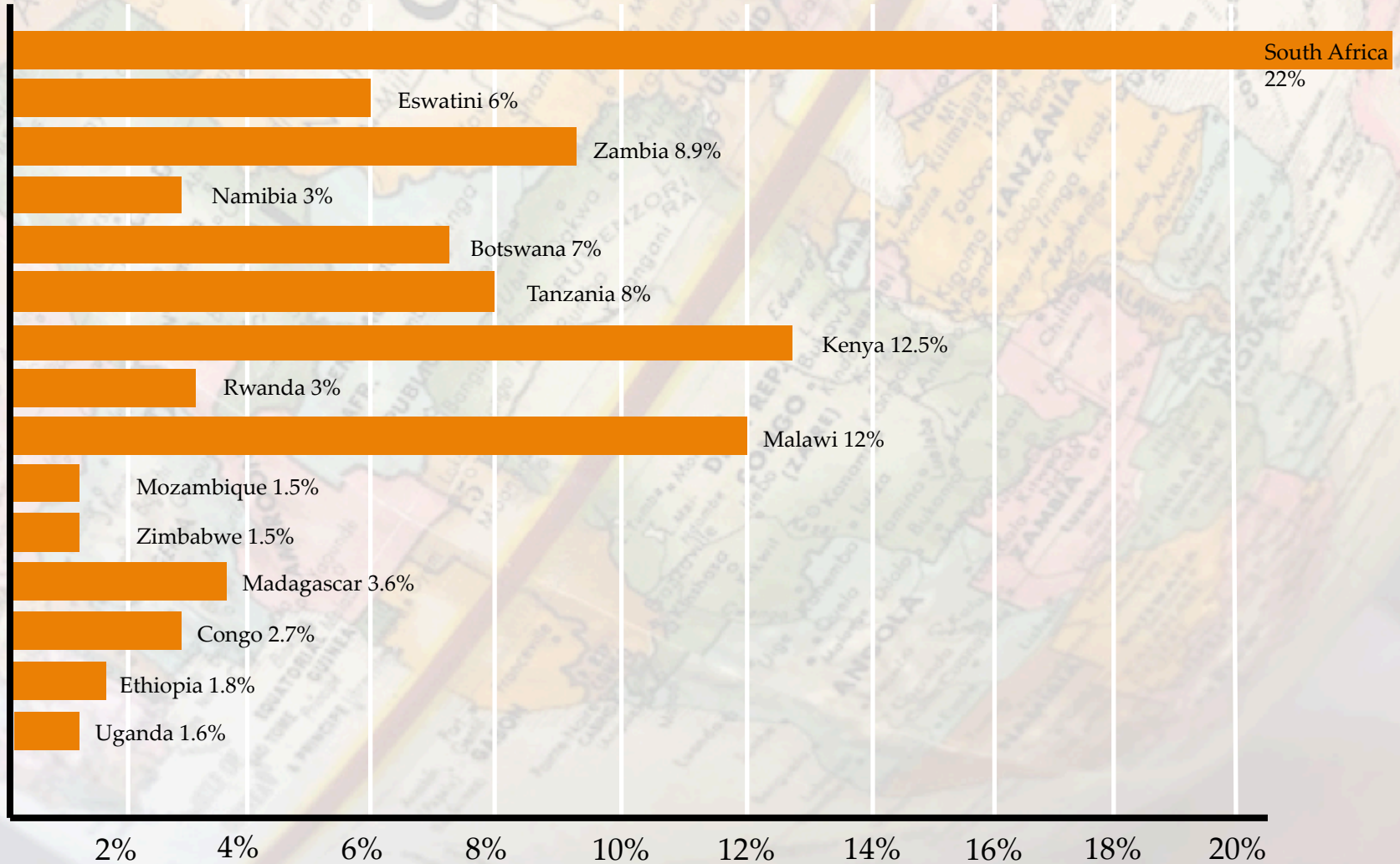
If you can choose only one, which would you like to visit/revisit? *Dec v March*



Which have you seen ads, social media posts or positive media coverage about in the last 6 months? *(Tick as many as you like).*



Which have you seen ads, social media posts or **positive** media coverage about in the last 6 months?





PDF version available for free download via

www.kamageo.com/rebuild

Tim Henshall, *Chief Executive*

tim@kamageo.com / +44 (0)781 0508791

© 2020 Kamageo / Kamili Safaris Limited