



Kamageo

AFRICAN DESTINATION MARKETING

CONSUMER WATCH

Attitudes to Africa Travel

Phase 4 / November 2020



Results of the 4th phase of our on-going UK consumer survey in, conducted during November 2020.



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.



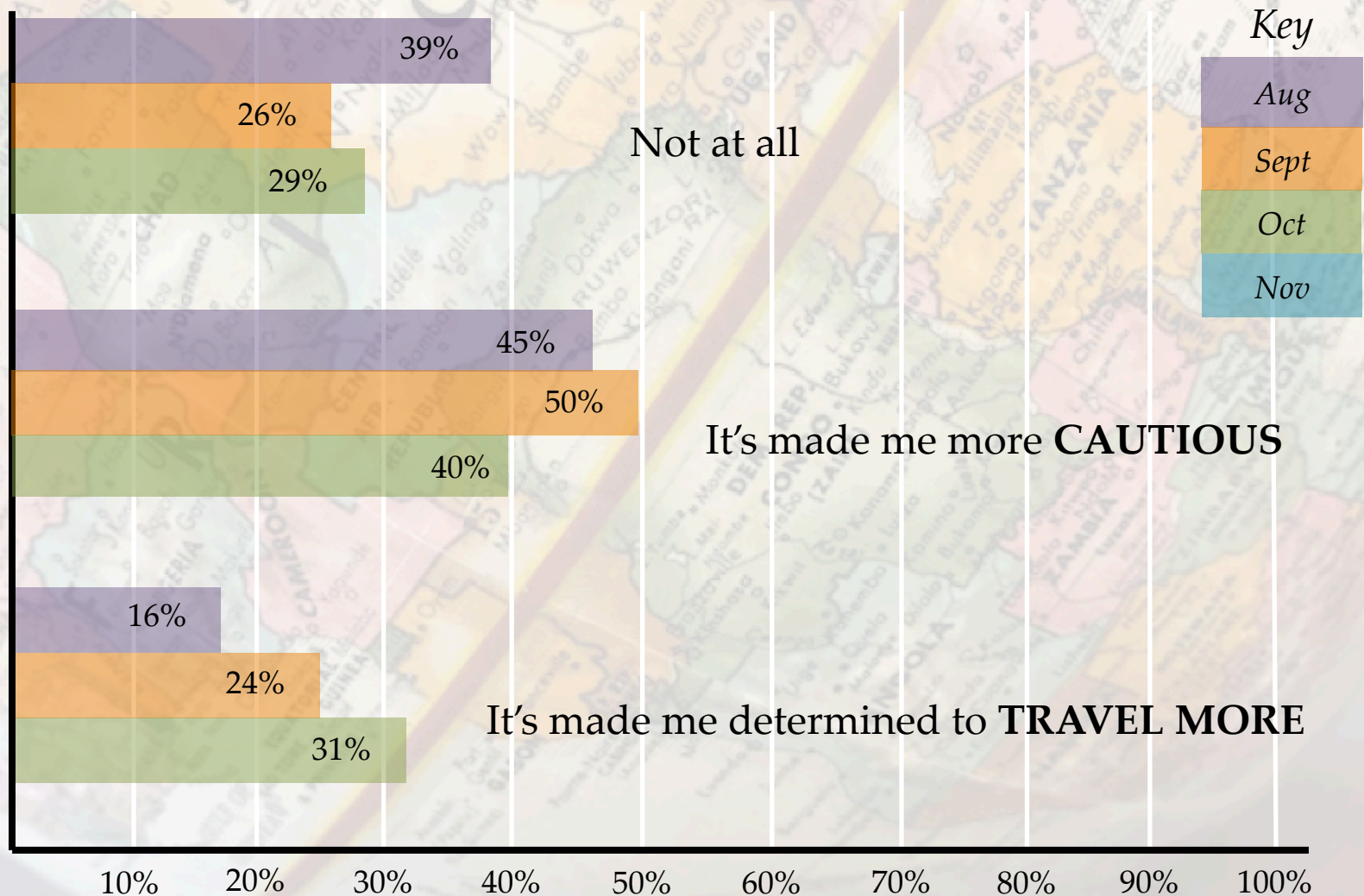
All participants have either previously travelled to Africa or on a wildlife related long-haul trip, elsewhere.



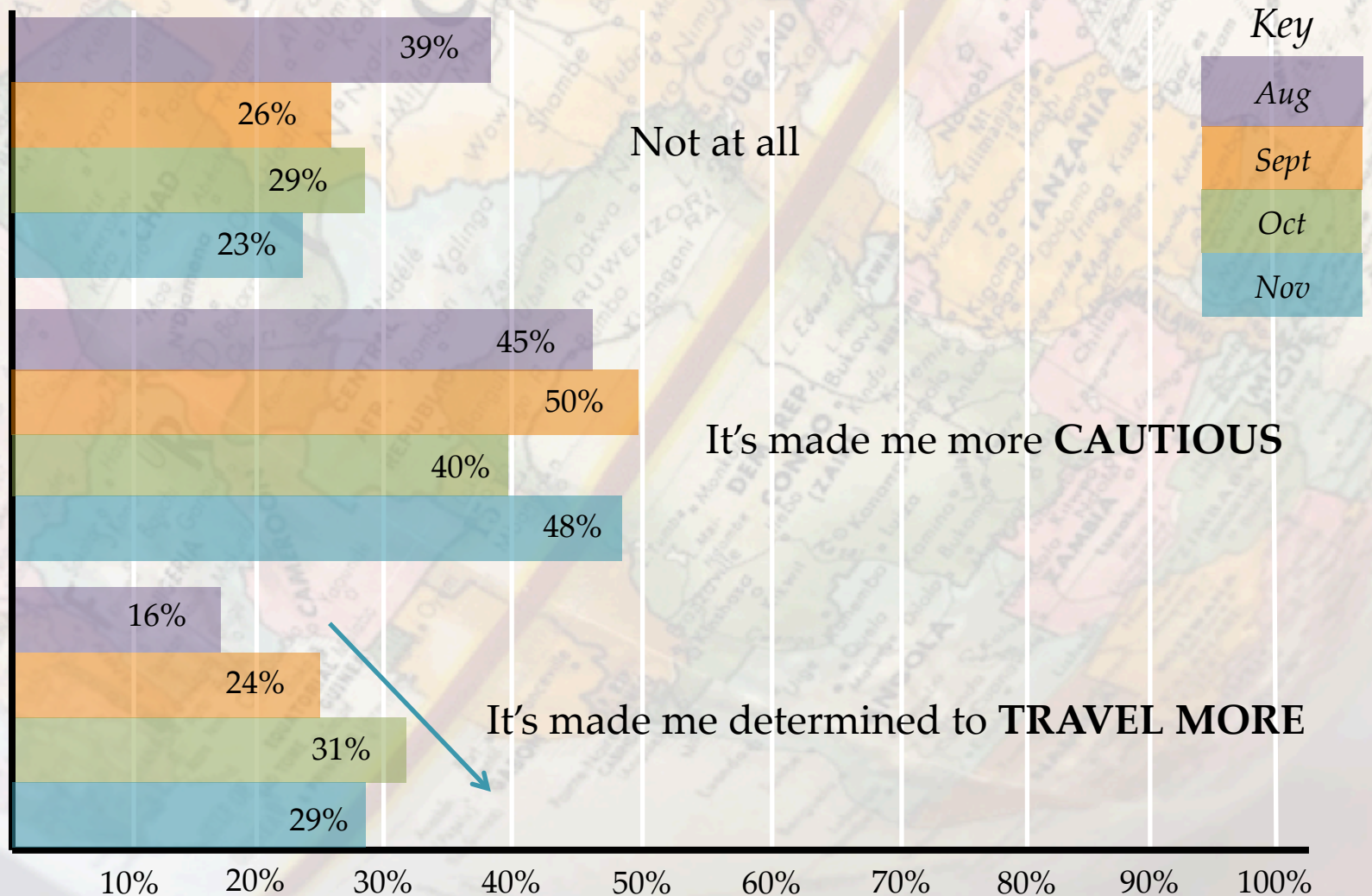
Compiled, analysed and presented by Tim Henshall, Rich Whiston and Izzie Ludbrook

Q1 - Has COVID-19
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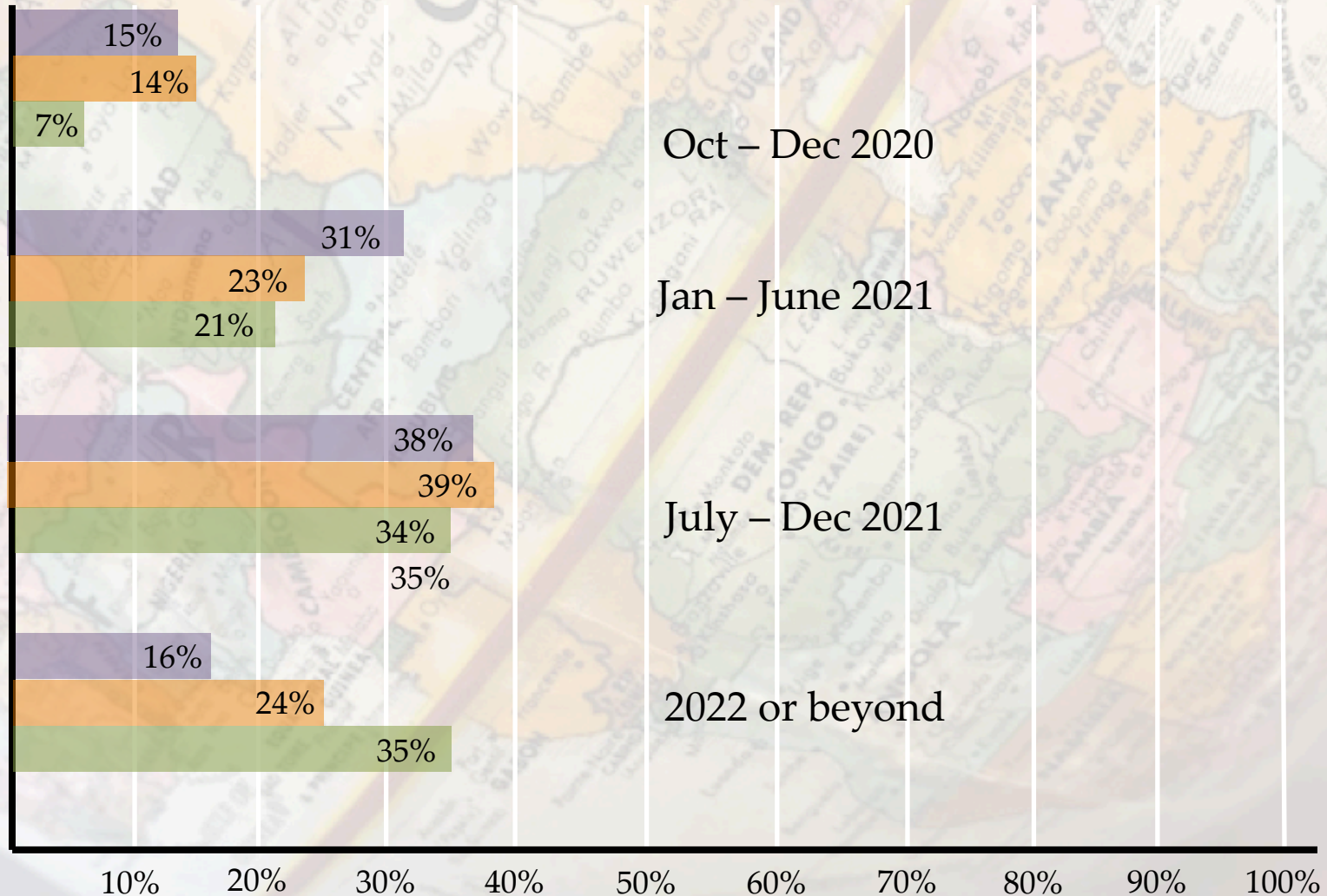


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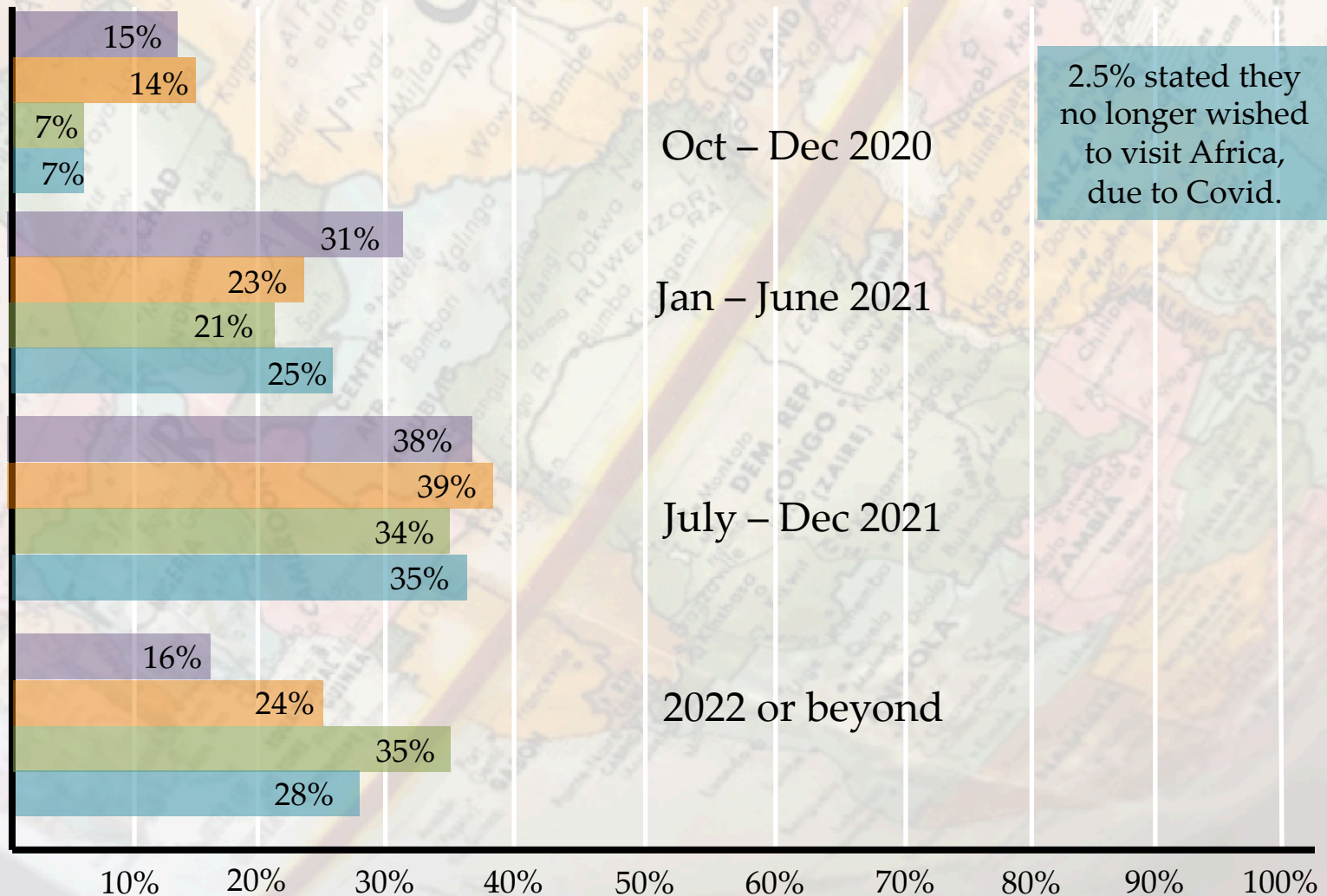


Q2 - When allowed,
how soon would you
like to visit/revisit
Africa?

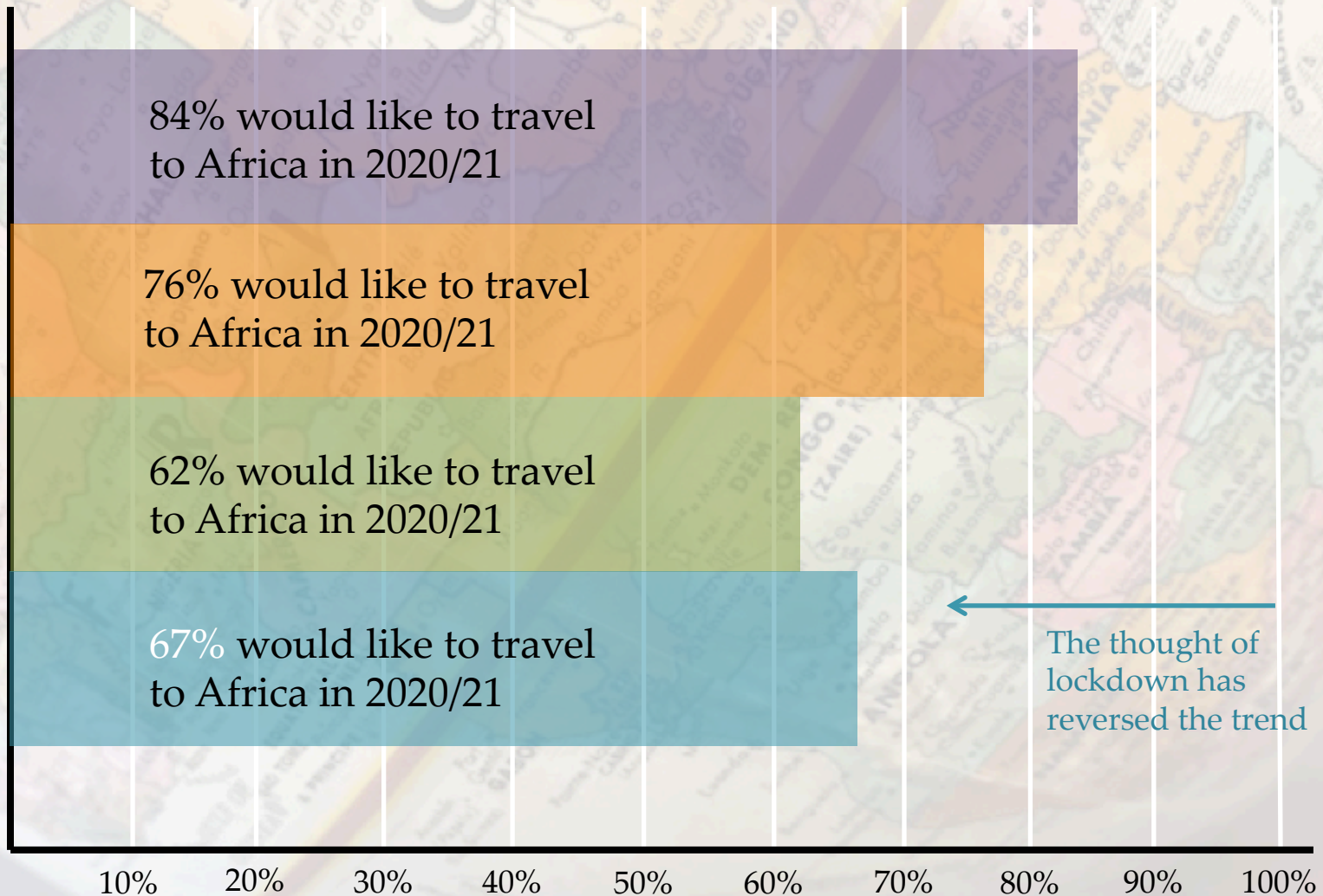
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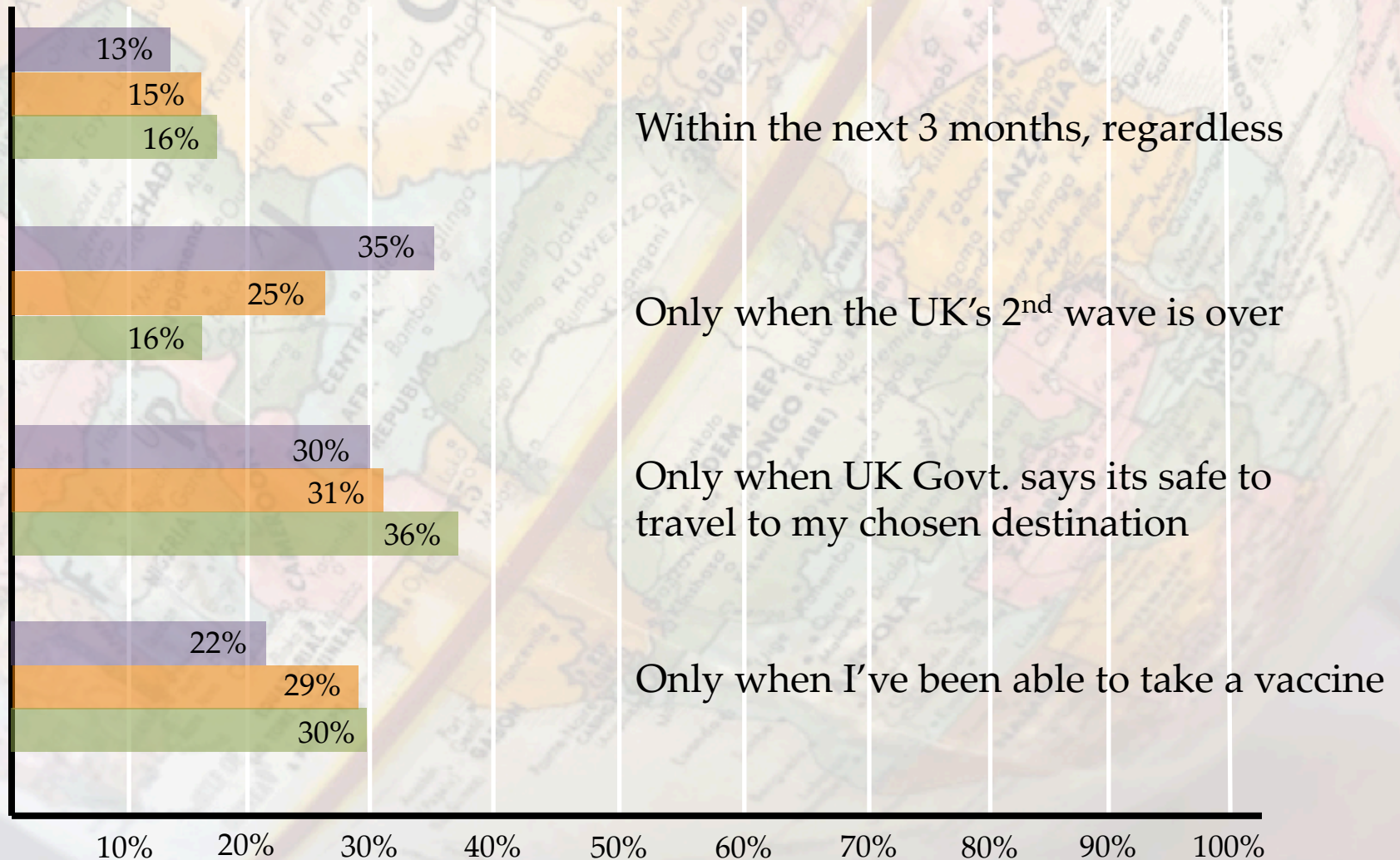


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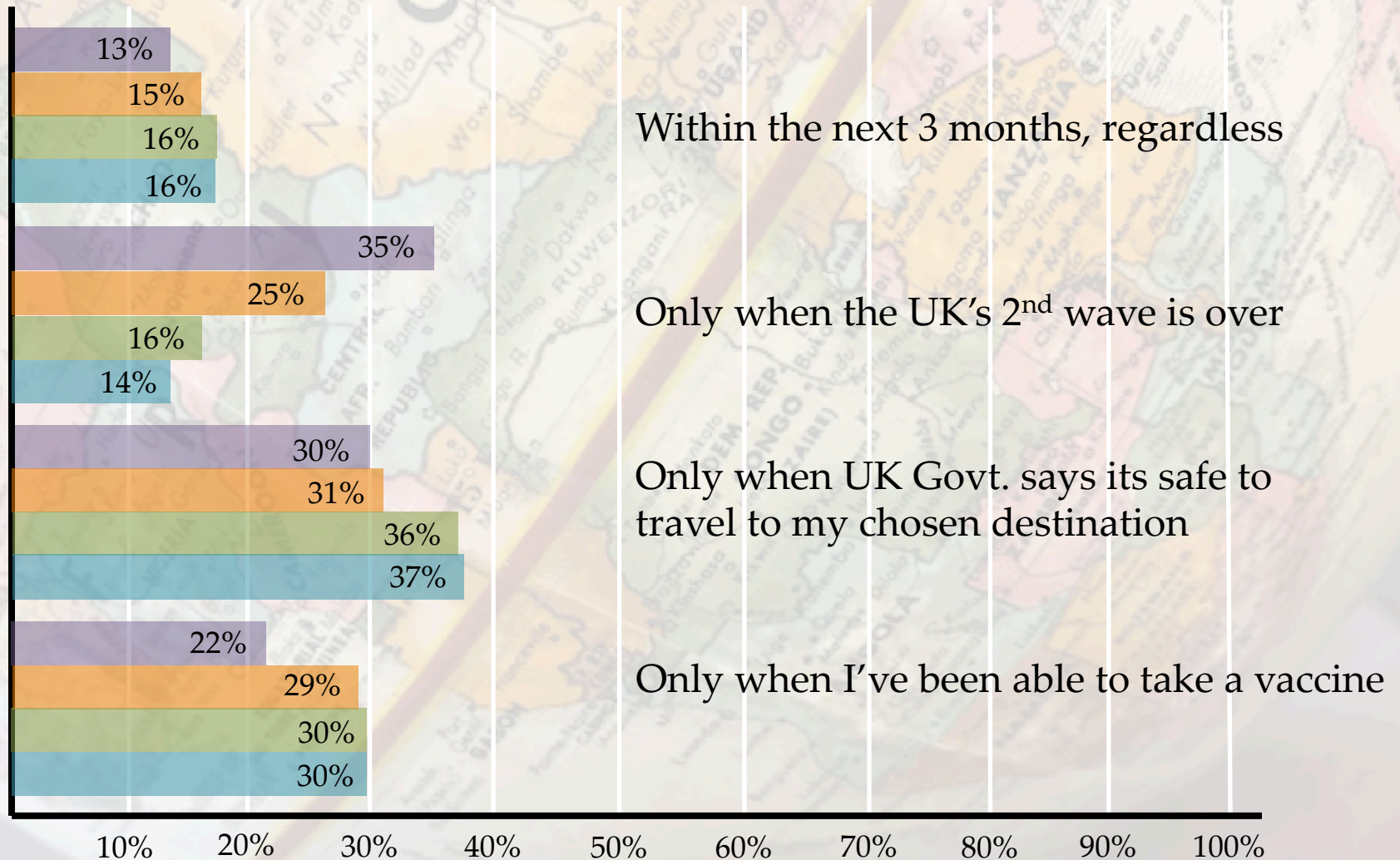


Q3 - How soon would
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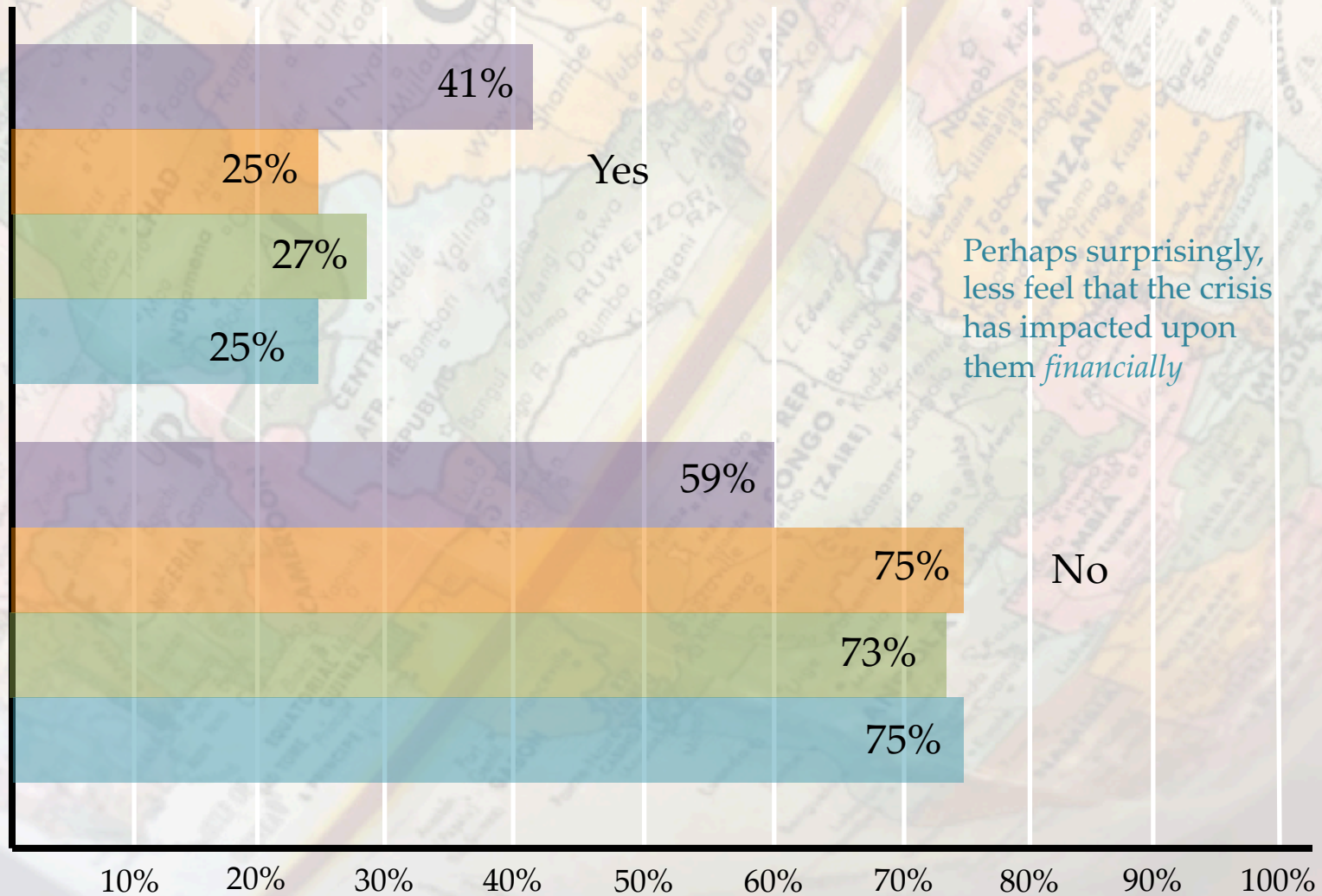


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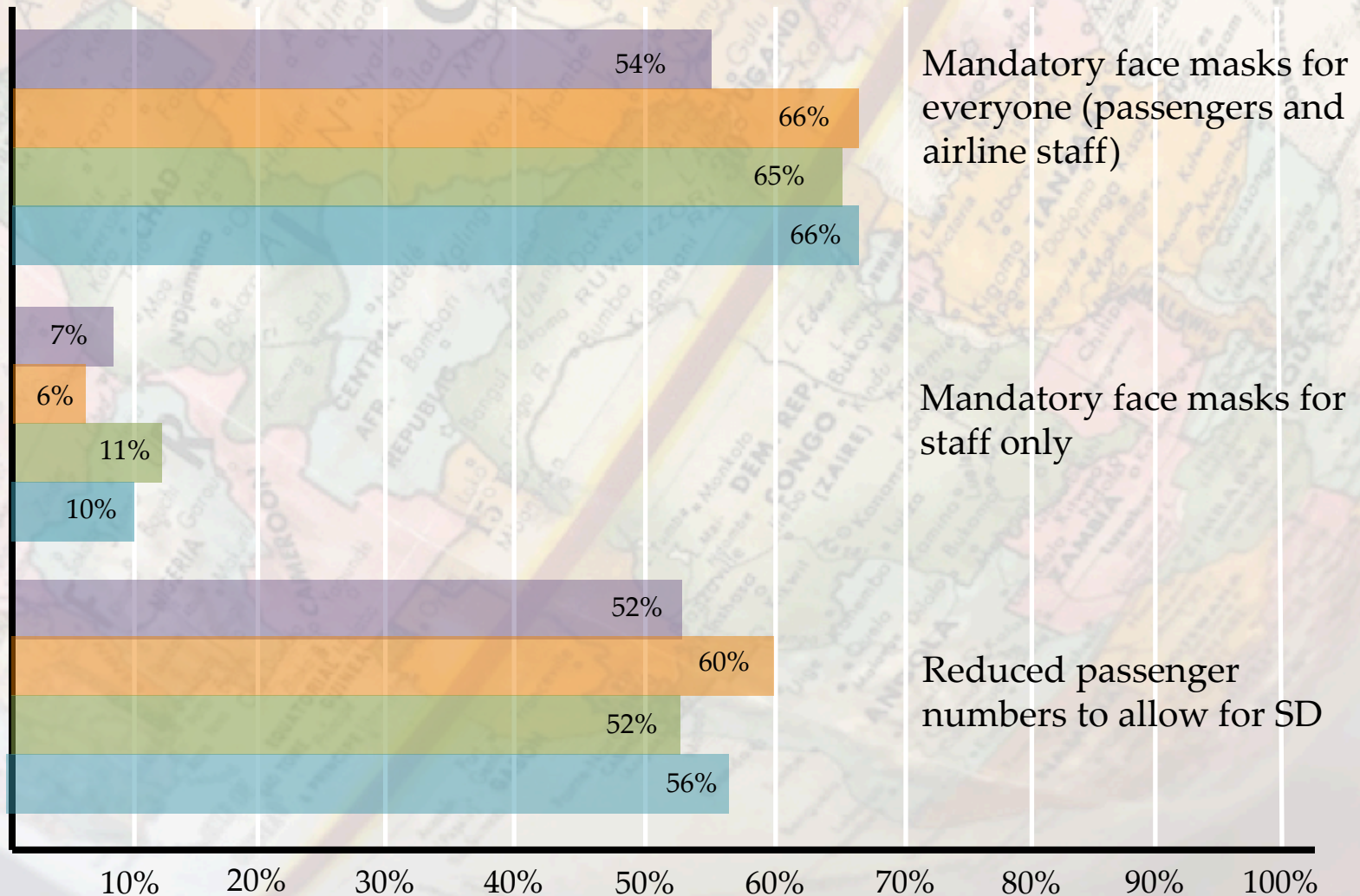
Q4 - Has COVID-19
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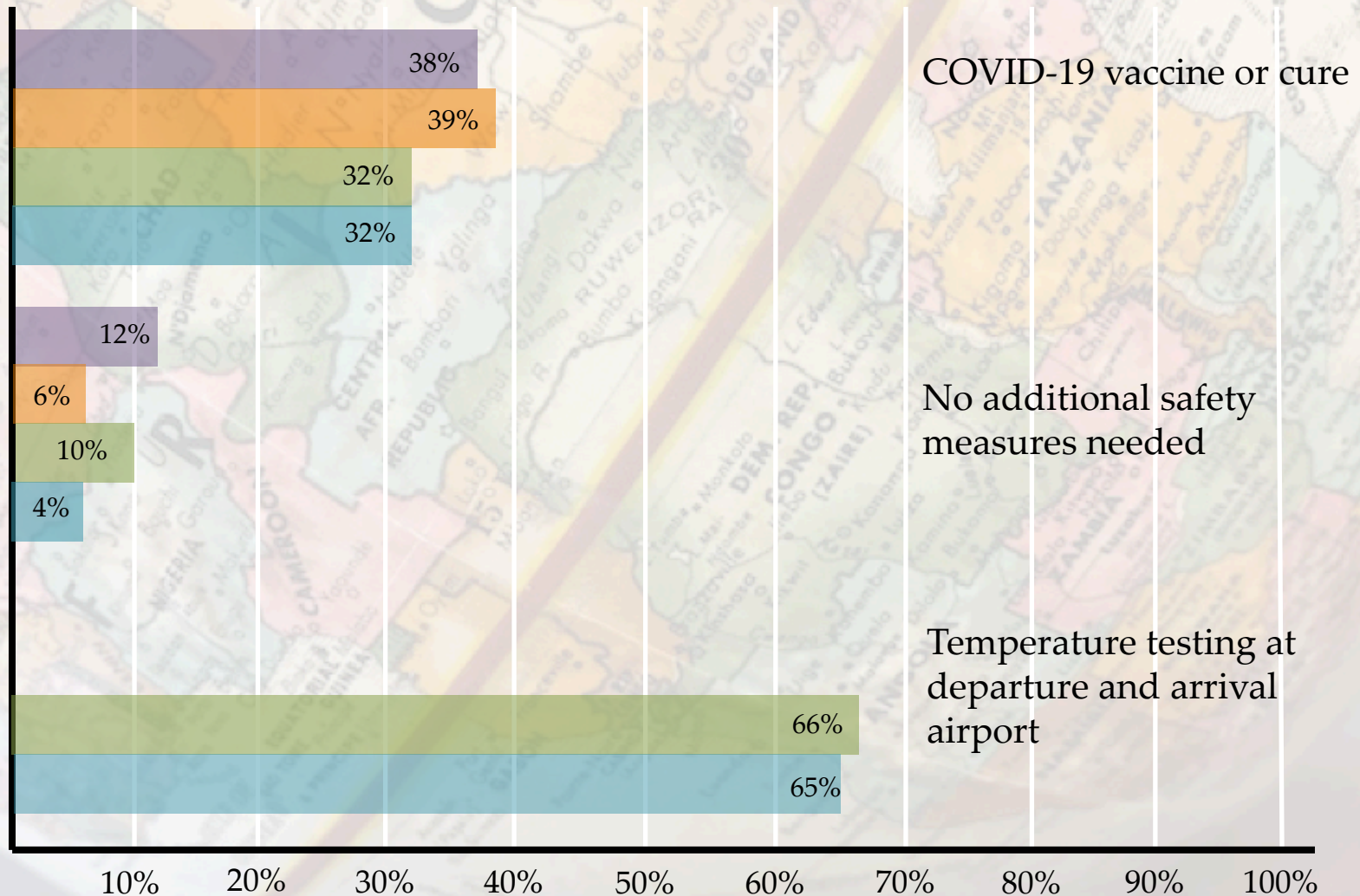


Q5 - When flying to Africa, which safety measures would you like to see on board?

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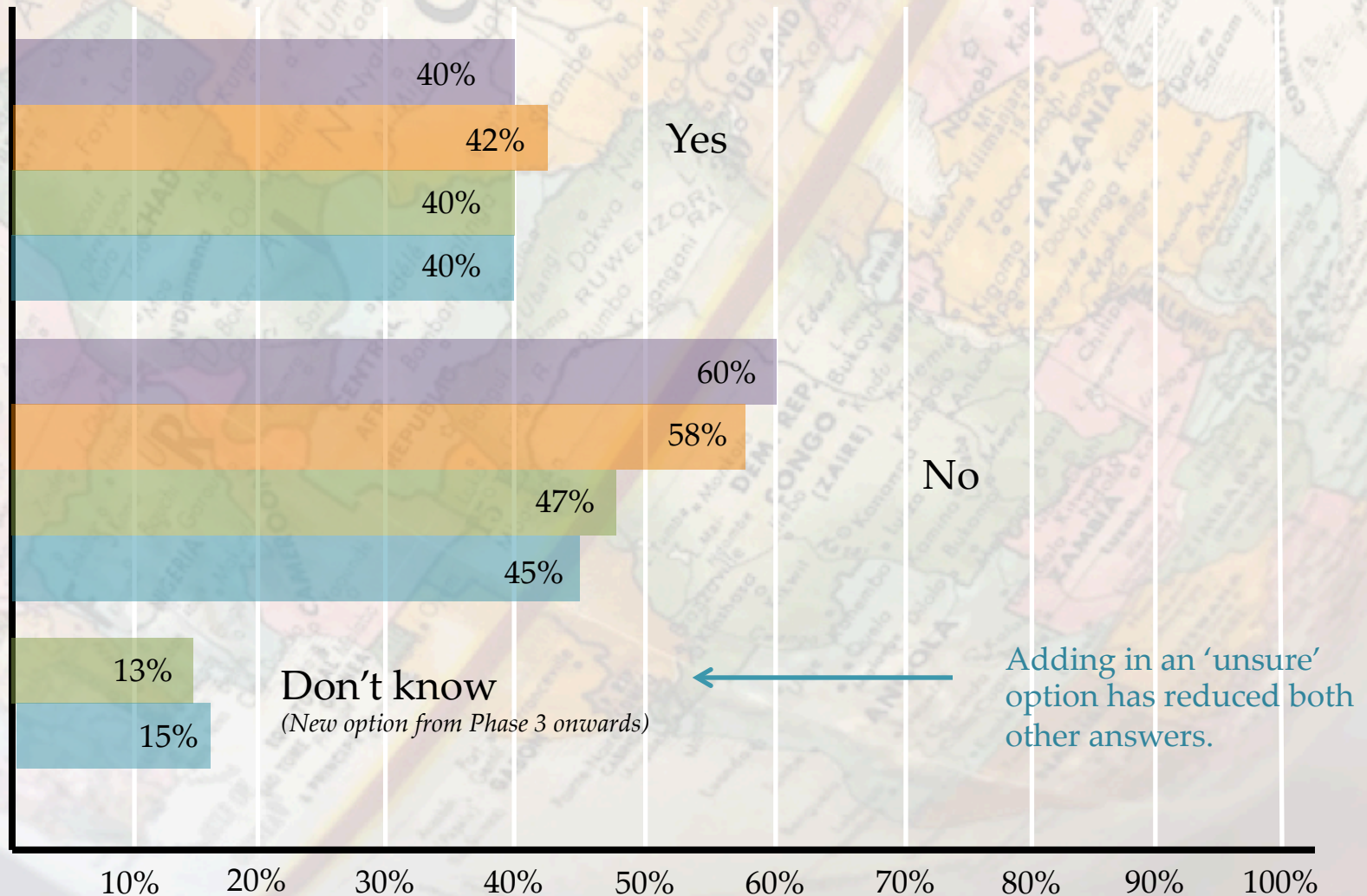


Q5 - When flying to Africa, which safety measures would you like to see?



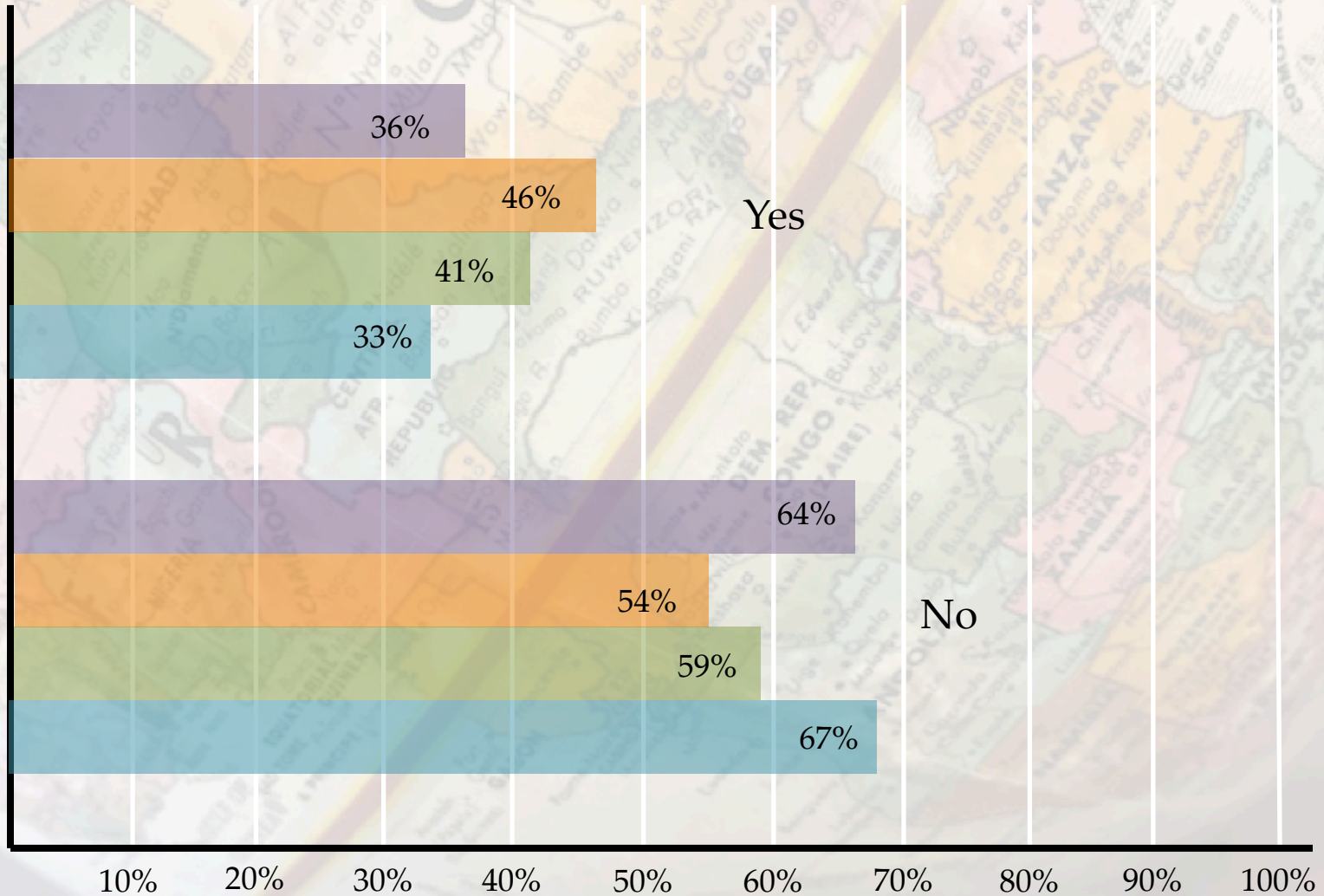
Q6. Would you travel to Africa knowing that you may need to quarantine for 2 weeks on return?

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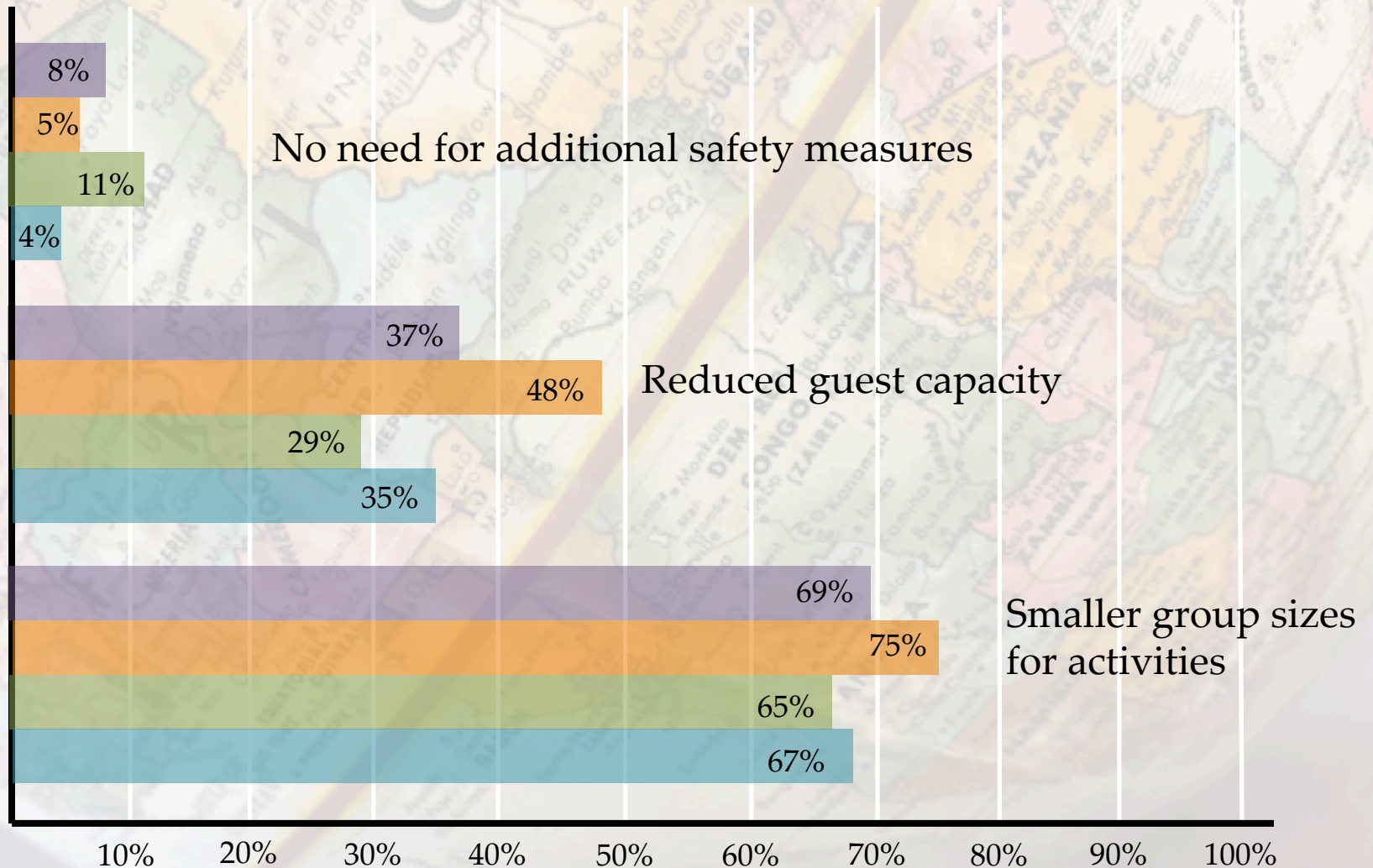
Q7. Should guests wear face masks on game drives, boat trips and walking safaris?

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

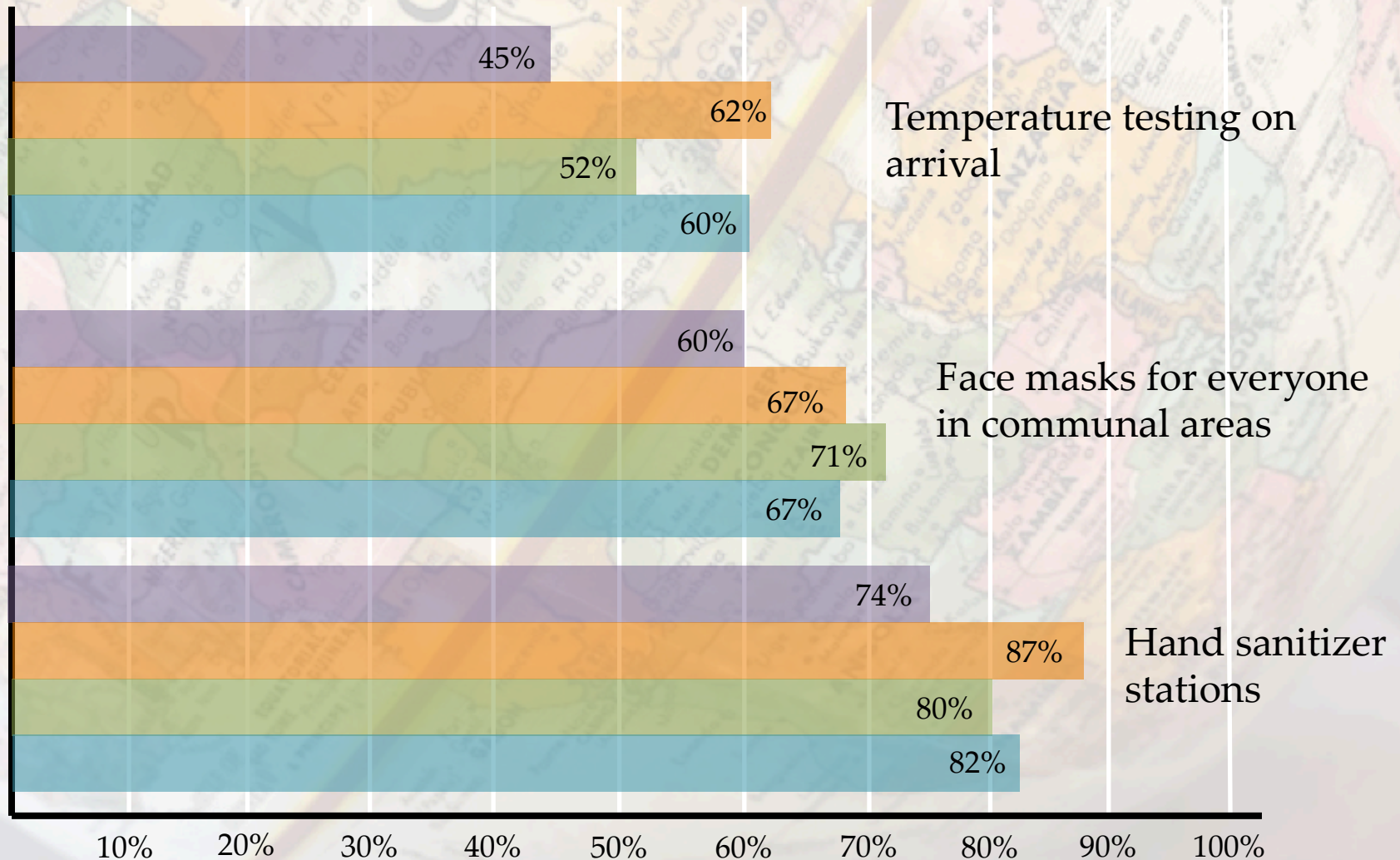


Q8. What safety measures would you expect to see at your camp / lodge / hotel?

Q7. What safety measures would you expect to see at your camp/lodge/hotel?

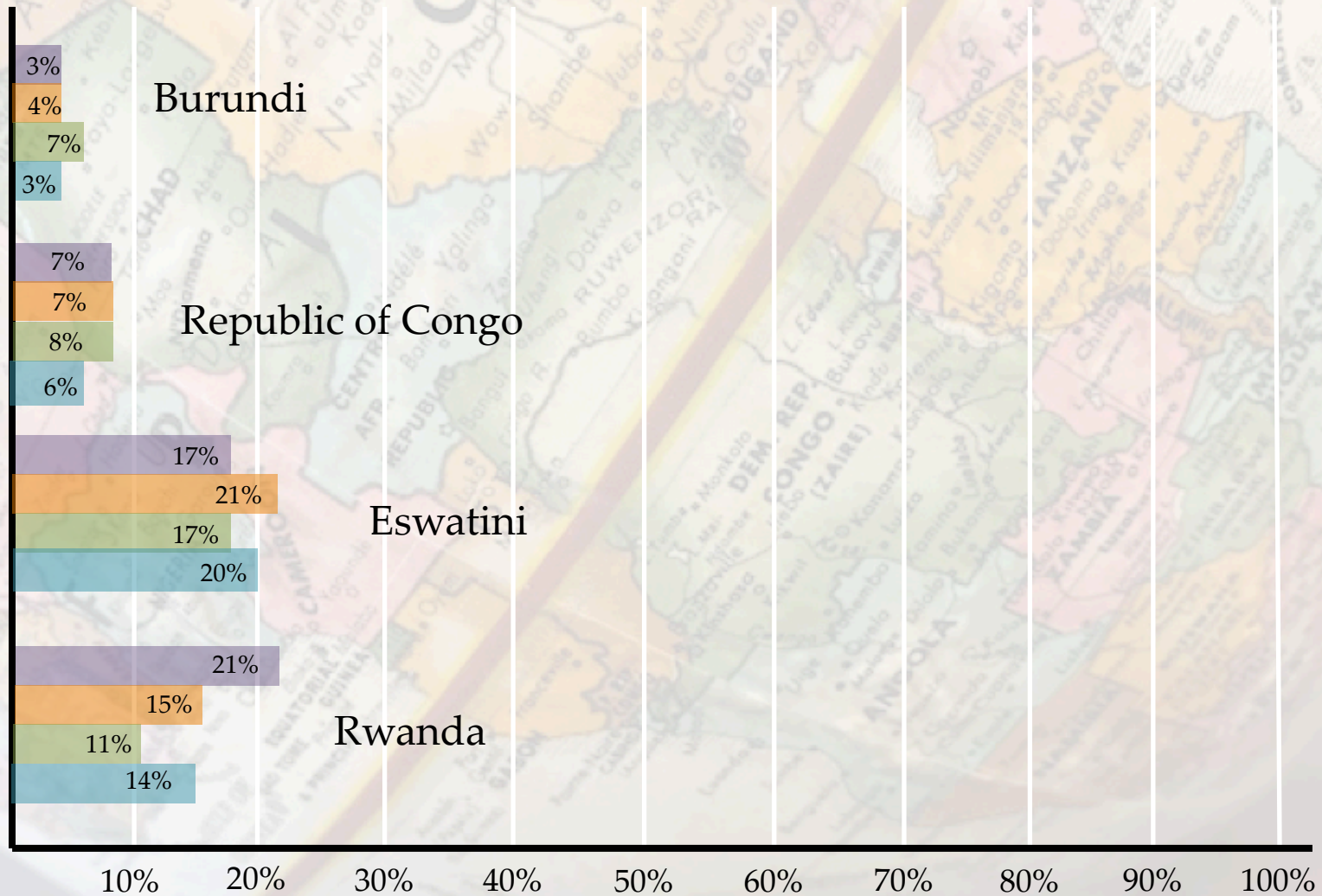


Q7. What safety measures would you expect to see at your camp/lodge/hotel?

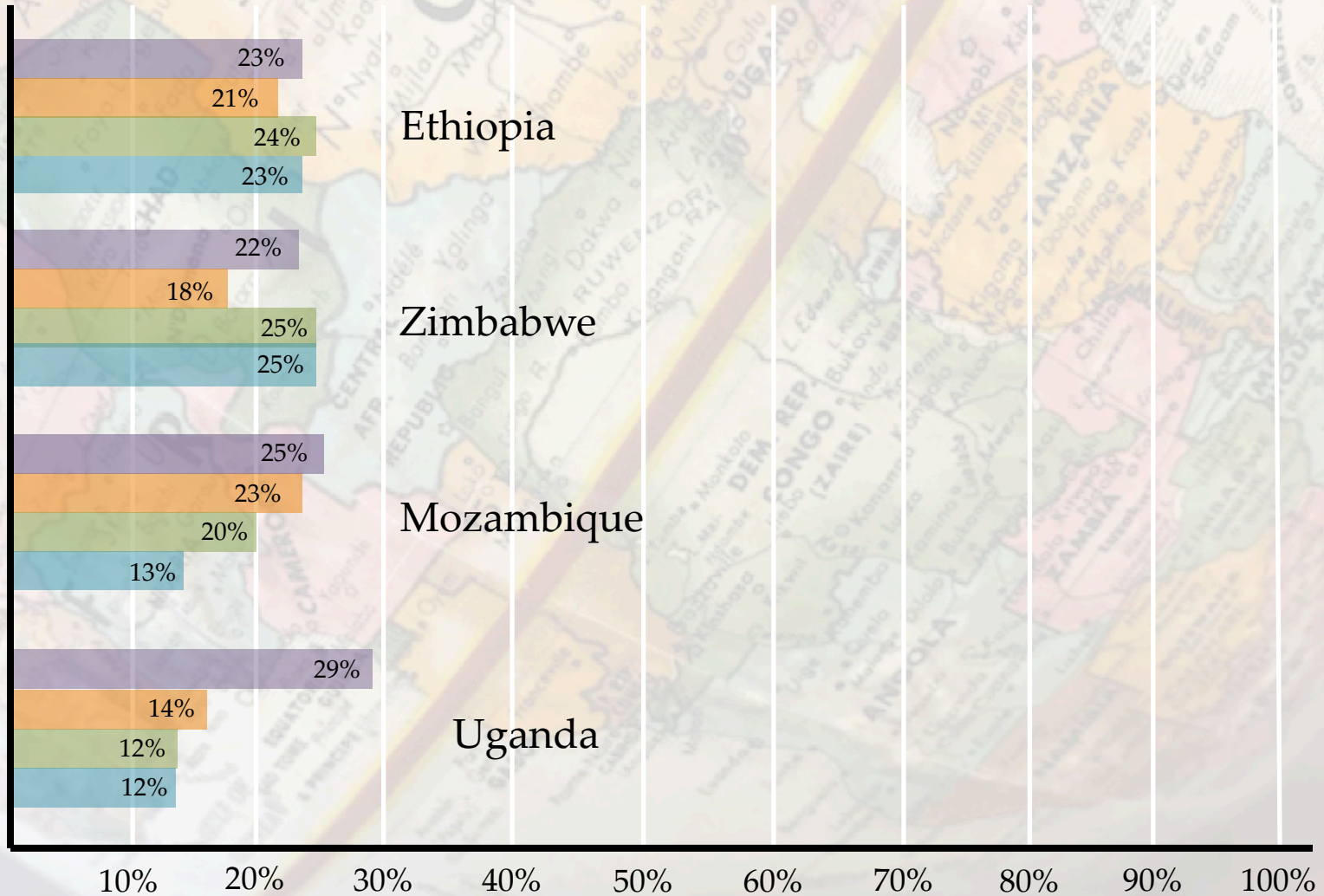


Q9. Where in Africa
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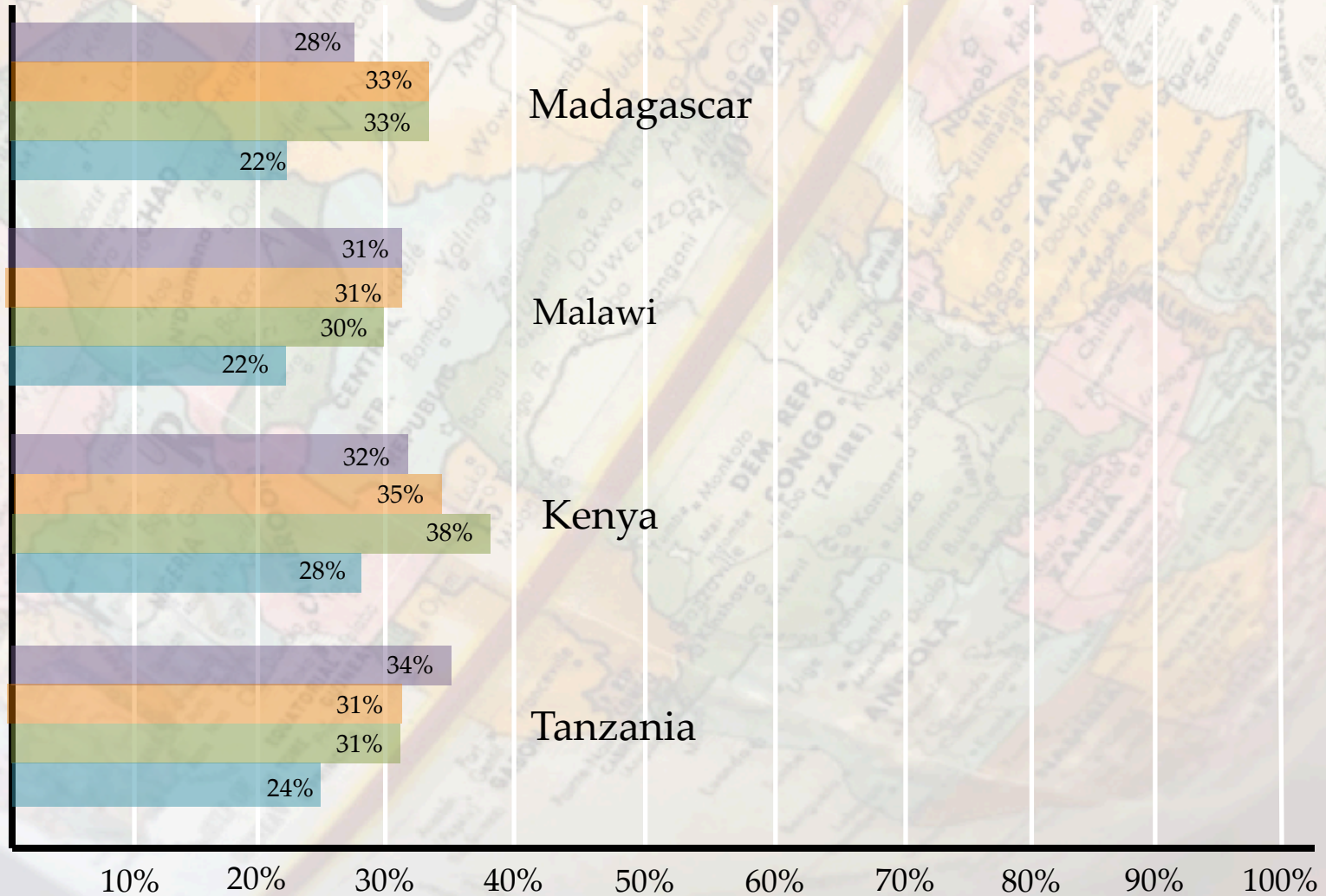
Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



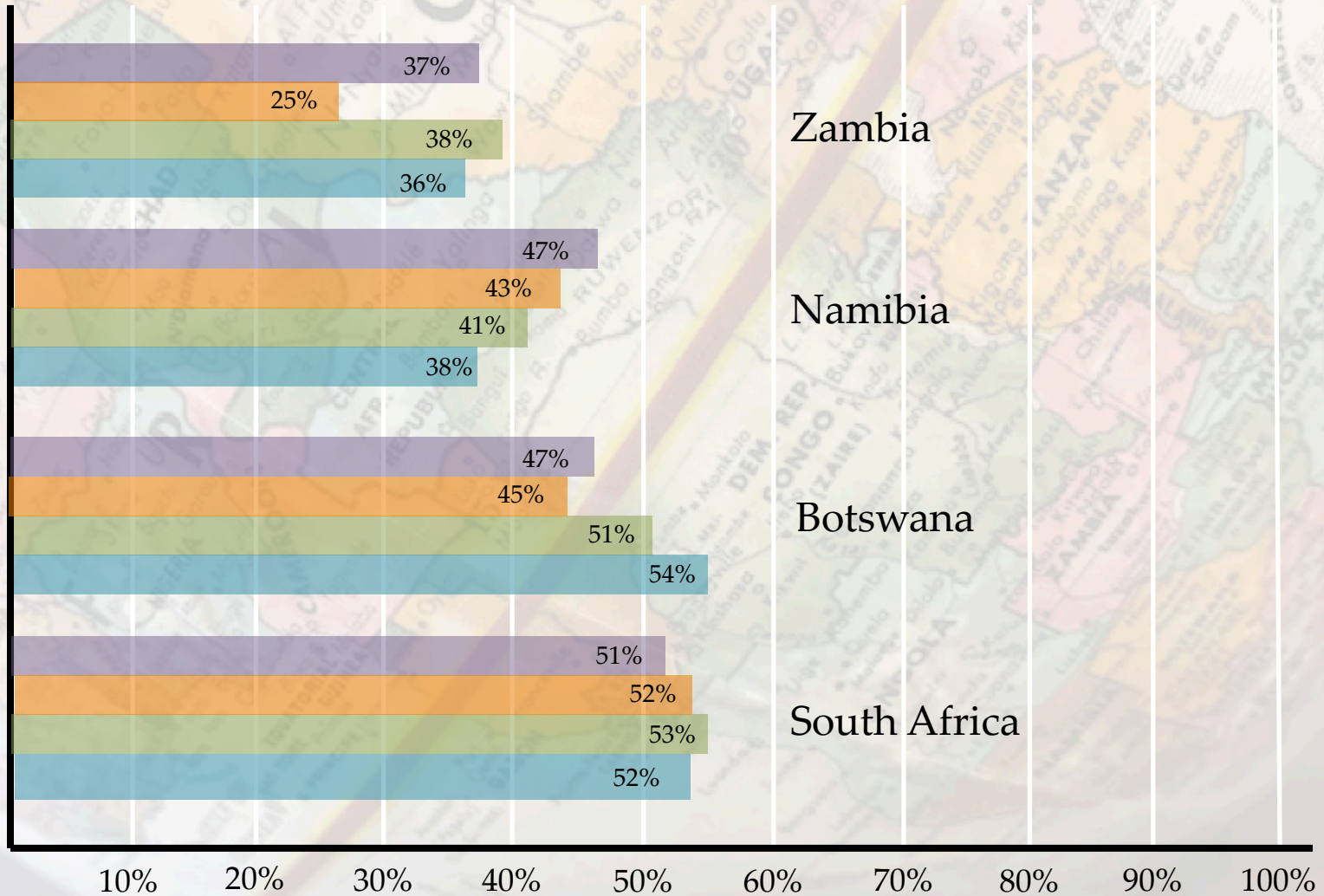
Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



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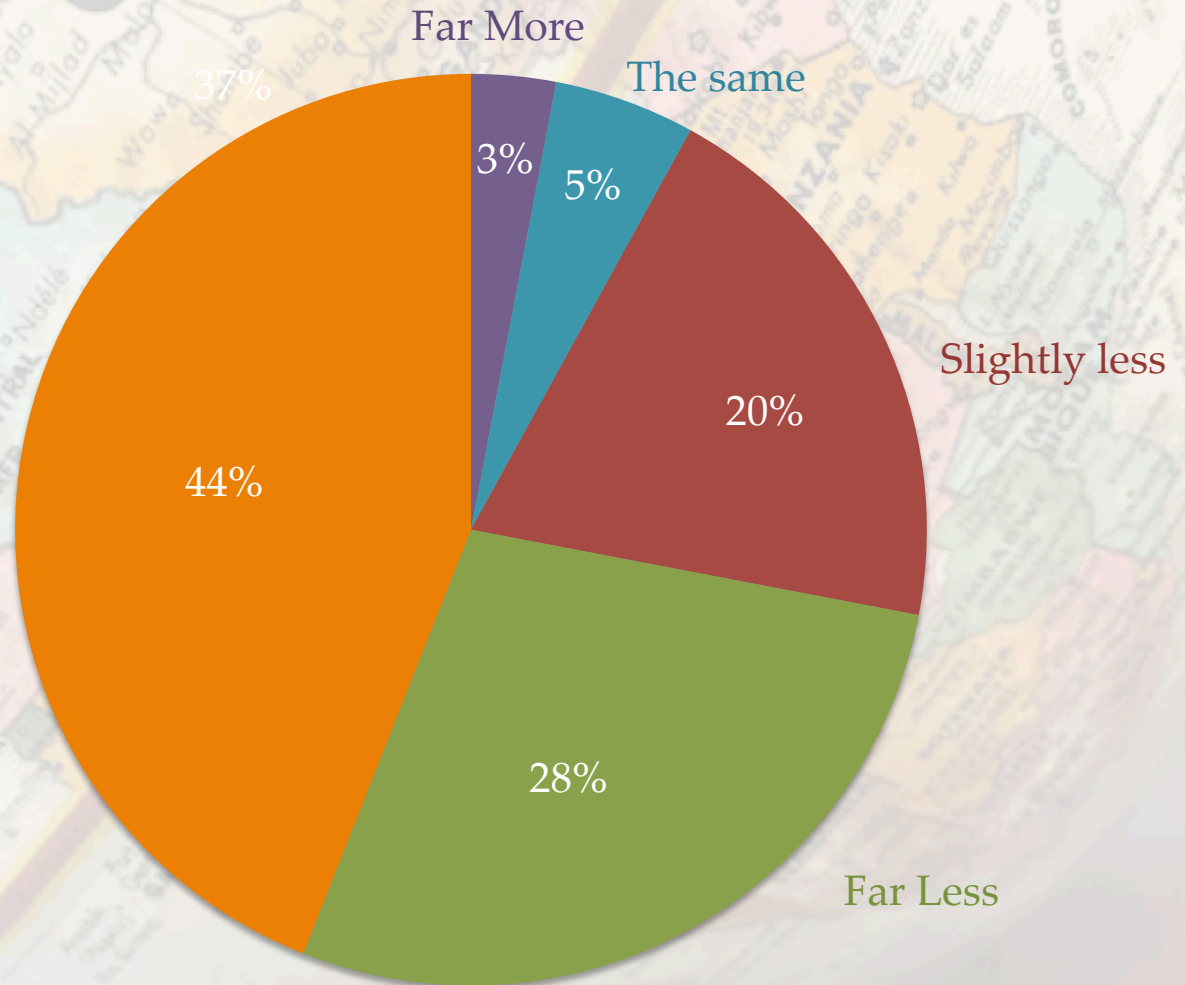


Where in Africa would you like to visit/ revisit next? *(Multiple answers)*



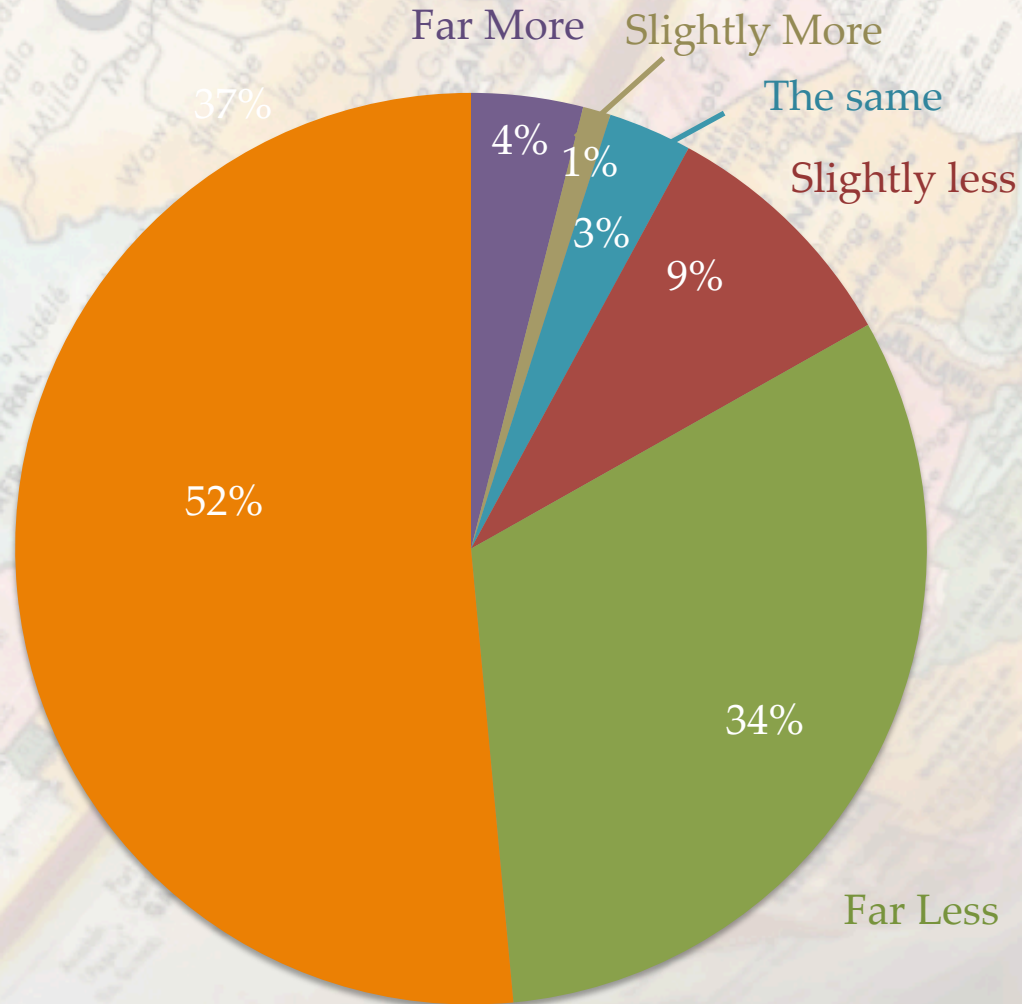
How do you think Africa has fared with Covid v. UK numbers?

INFECTIONS in EAST AFRICA



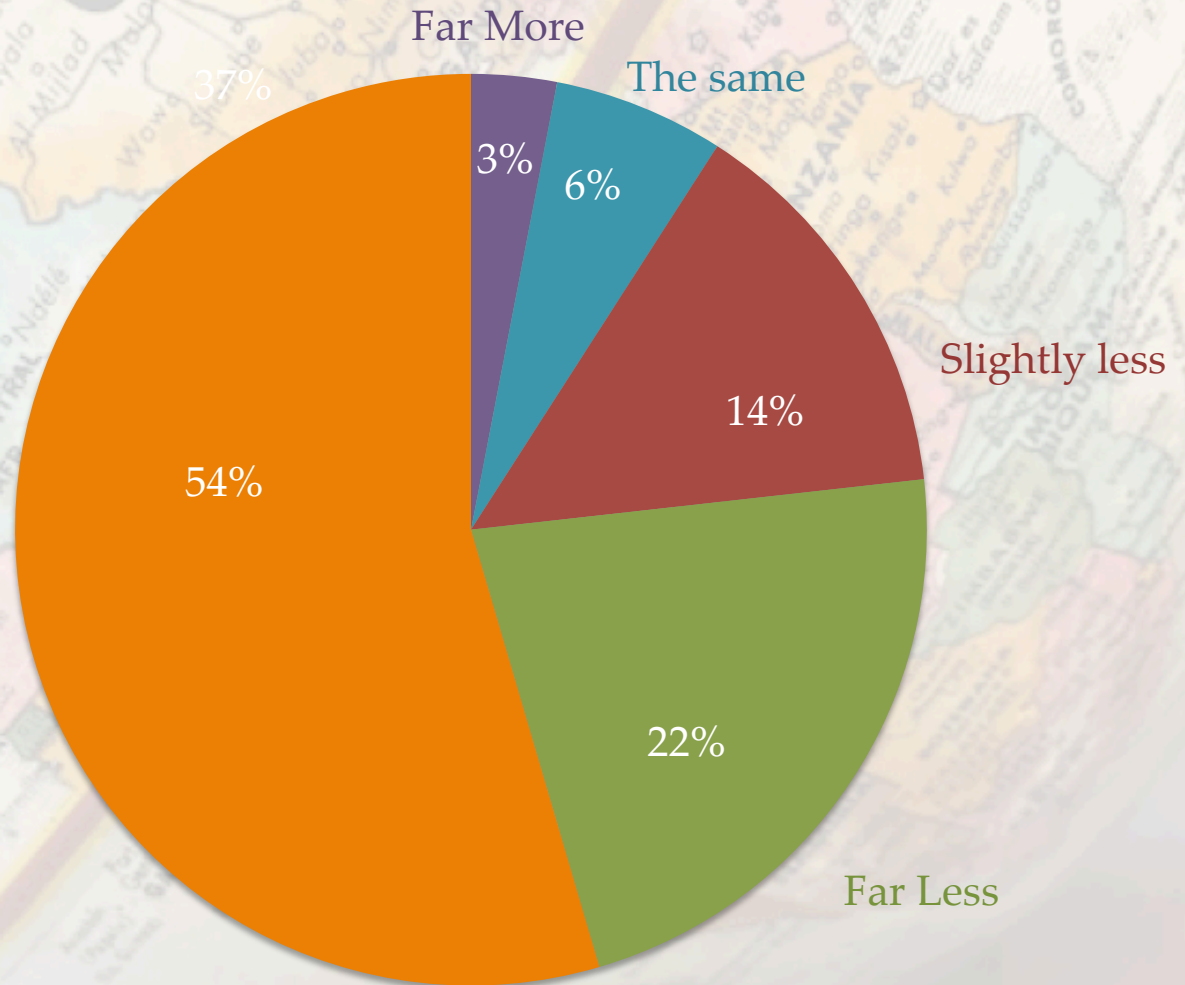
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DEATHS
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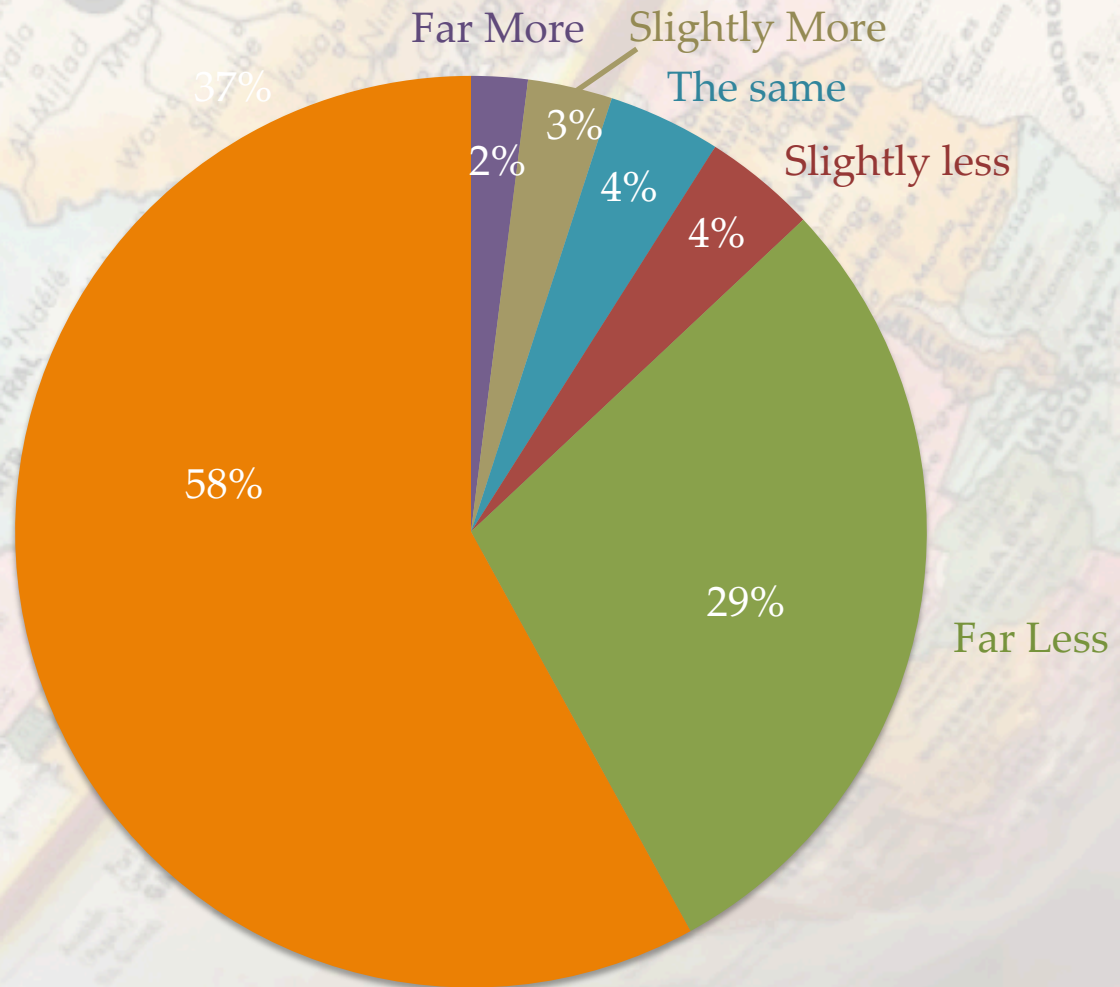
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INFECTIONS in WEST AFRICA



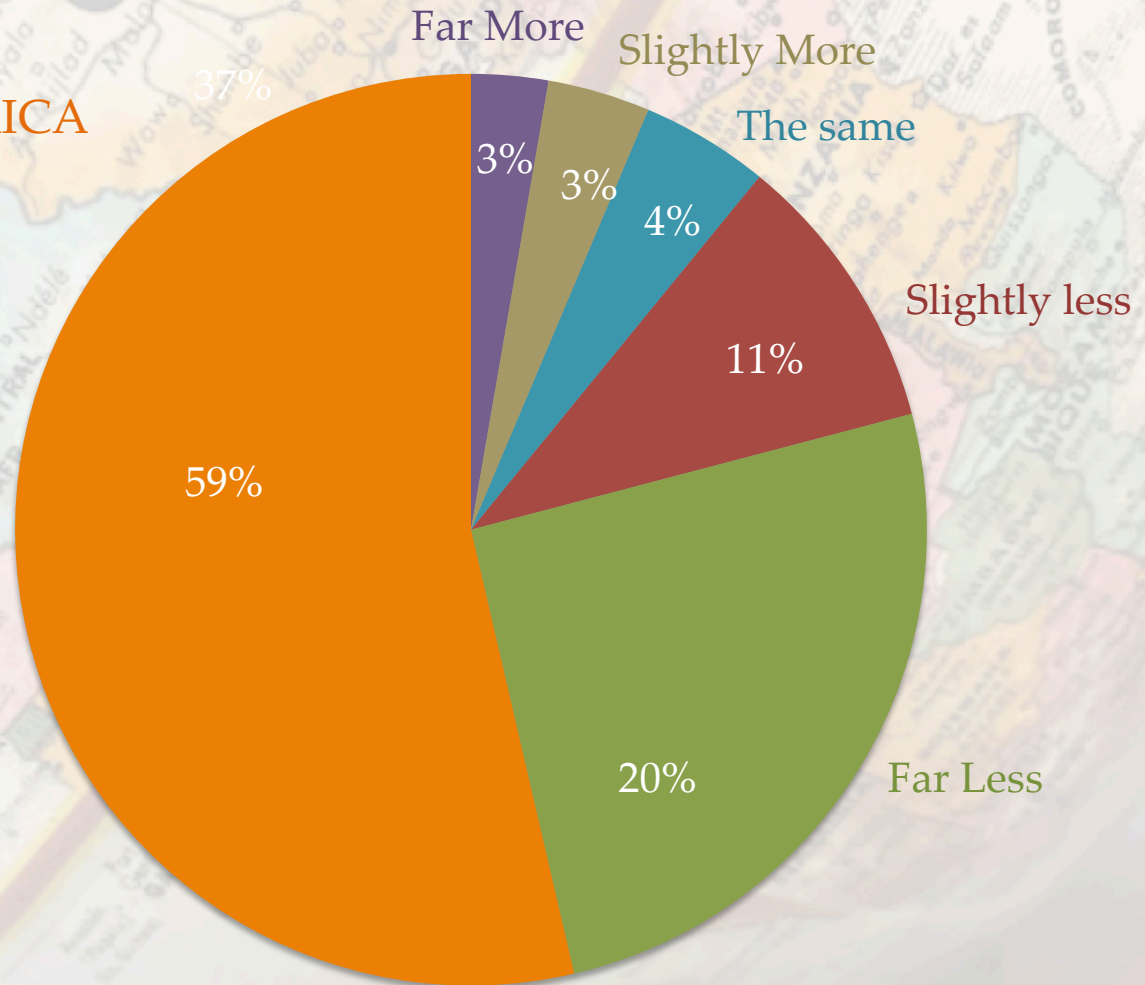
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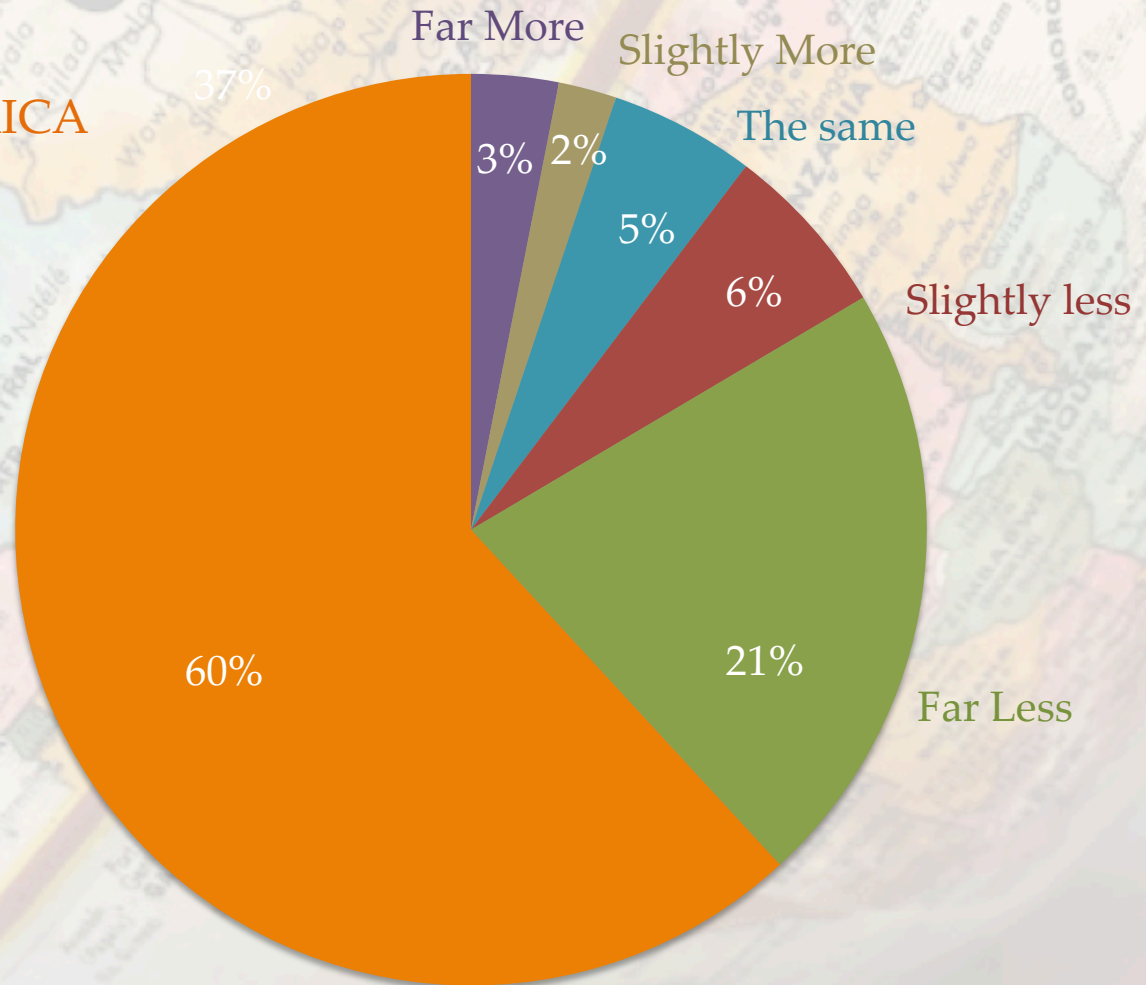
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INFECTIONS in CENTRAL AFRICA



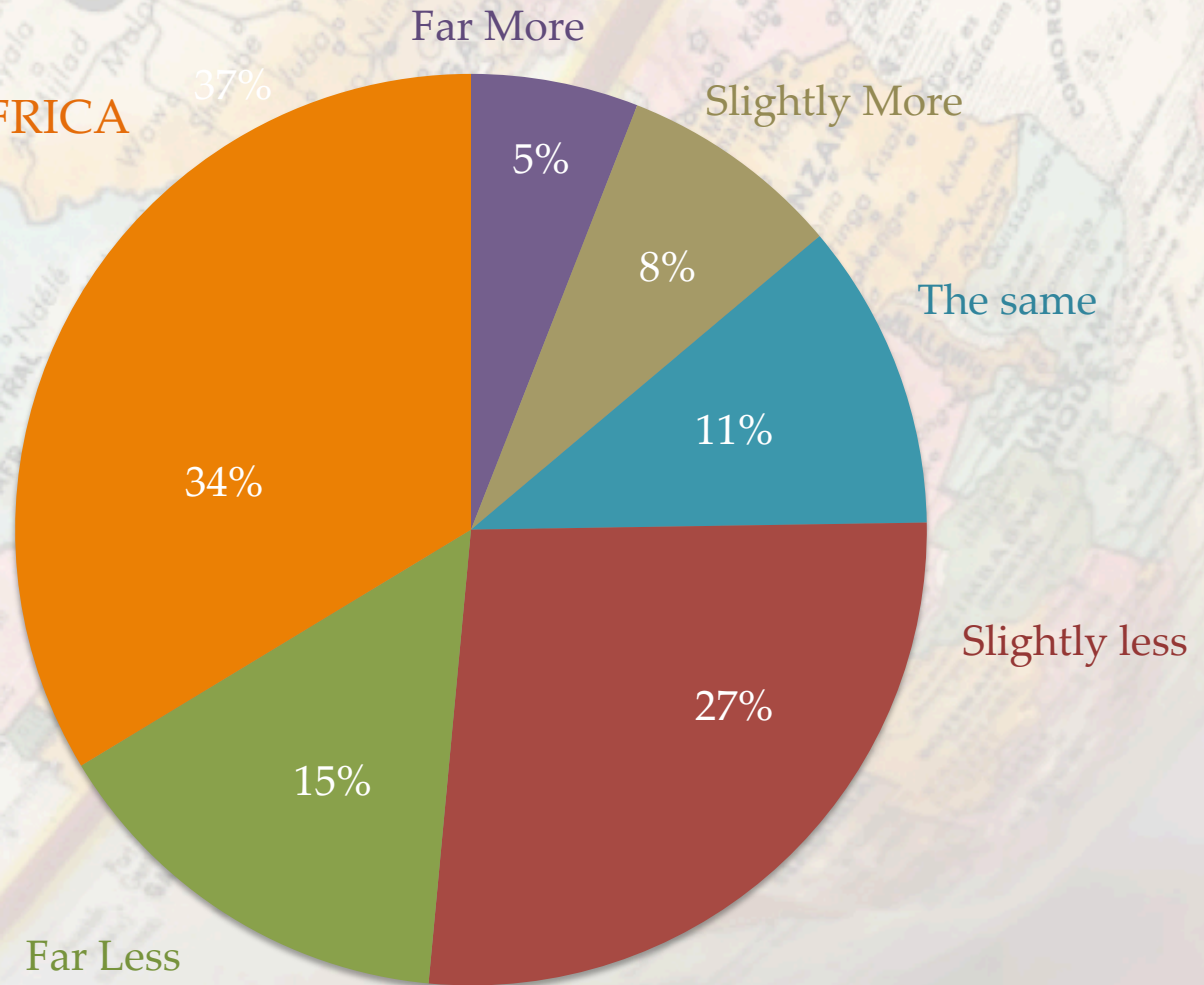
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DEATHS
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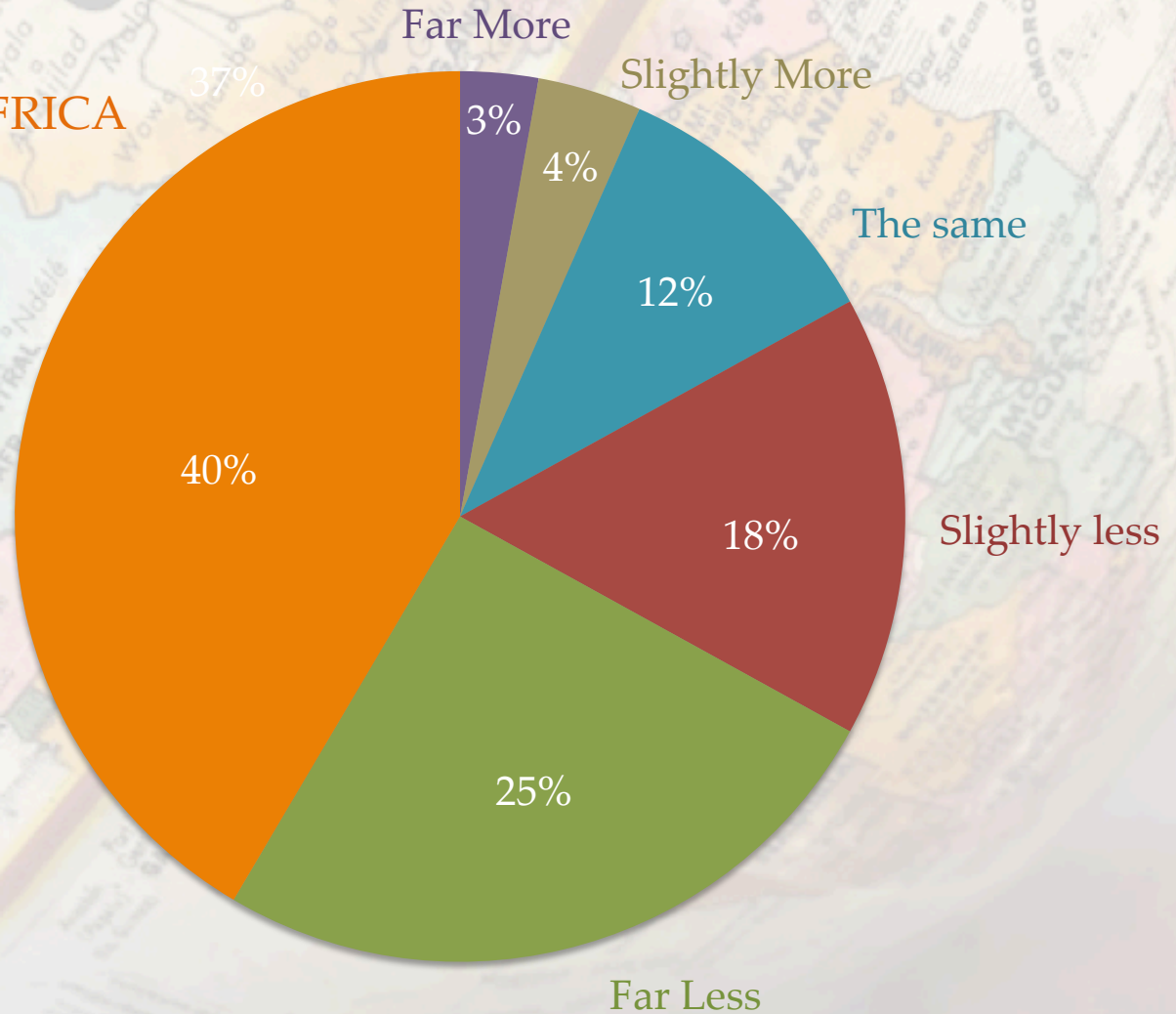
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INFECTIONS in SOUTHERN AFRICA



How do you think Africa has fared with Covid v. UK numbers?

DEATHS
in SOUTHERN AFRICA





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