



Kamageo

AFRICAN DESTINATION MARKETING

CONSUMER WATCH

Attitudes to Africa Travel

Phase 5 / December 2020



Results of the 5th phase of our on-going UK consumer survey in, conducted during December 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.

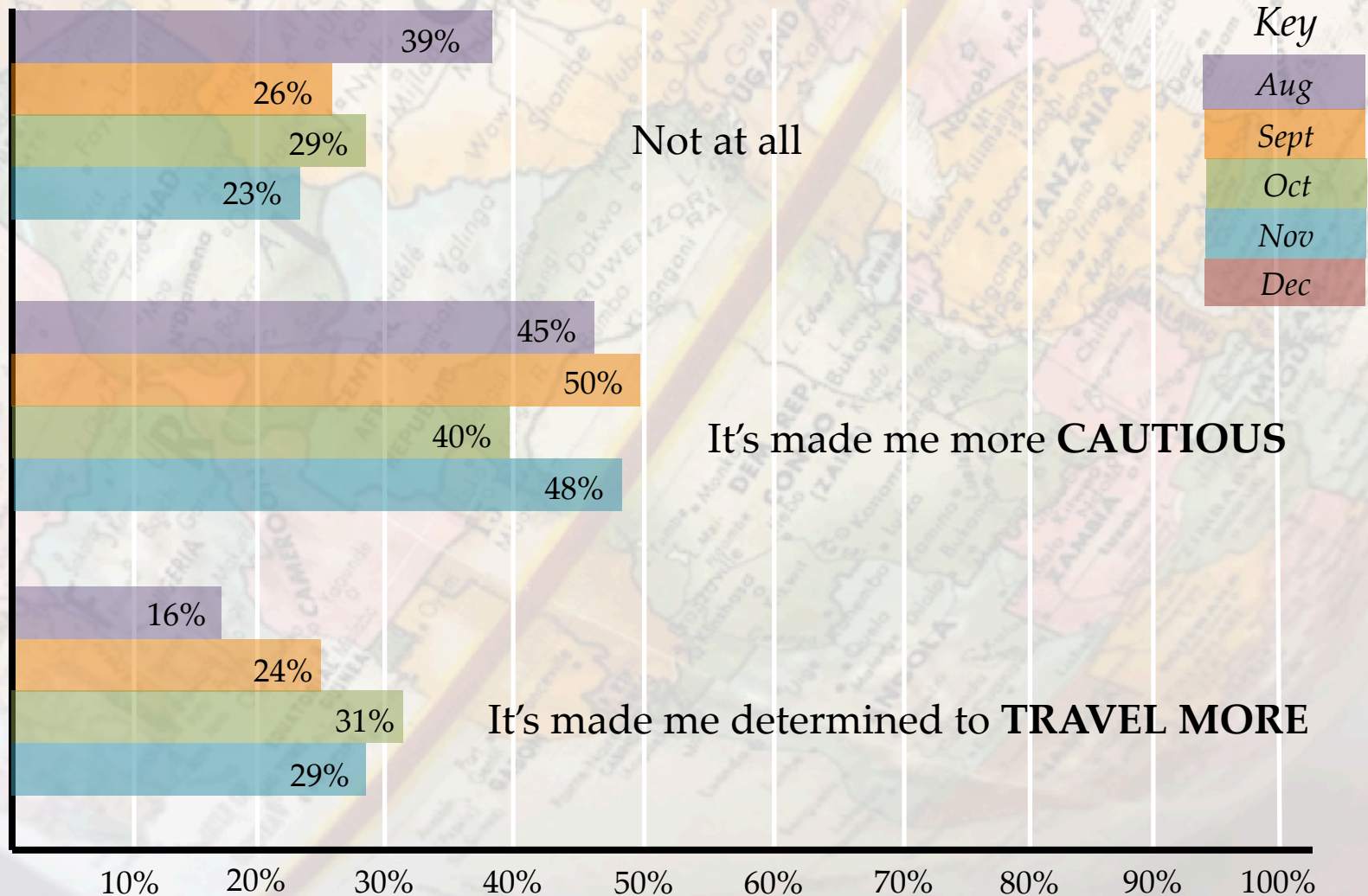


All participants have either previously travelled to Africa or on a wildlife related long-haul trip, elsewhere.

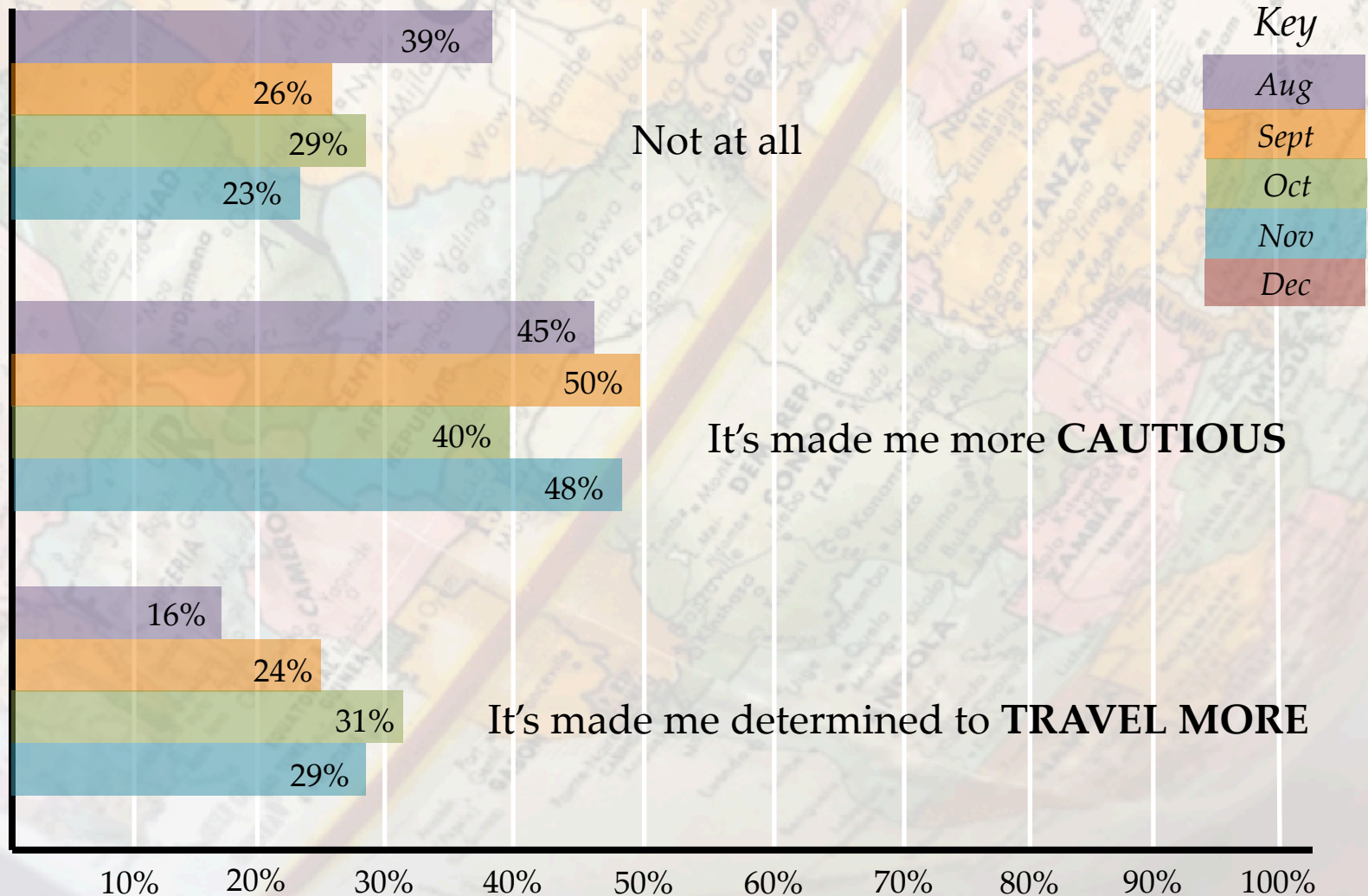


Compiled, analysed and presented by Tim Henshall, Rich Whiston and Izzie Ludbrook

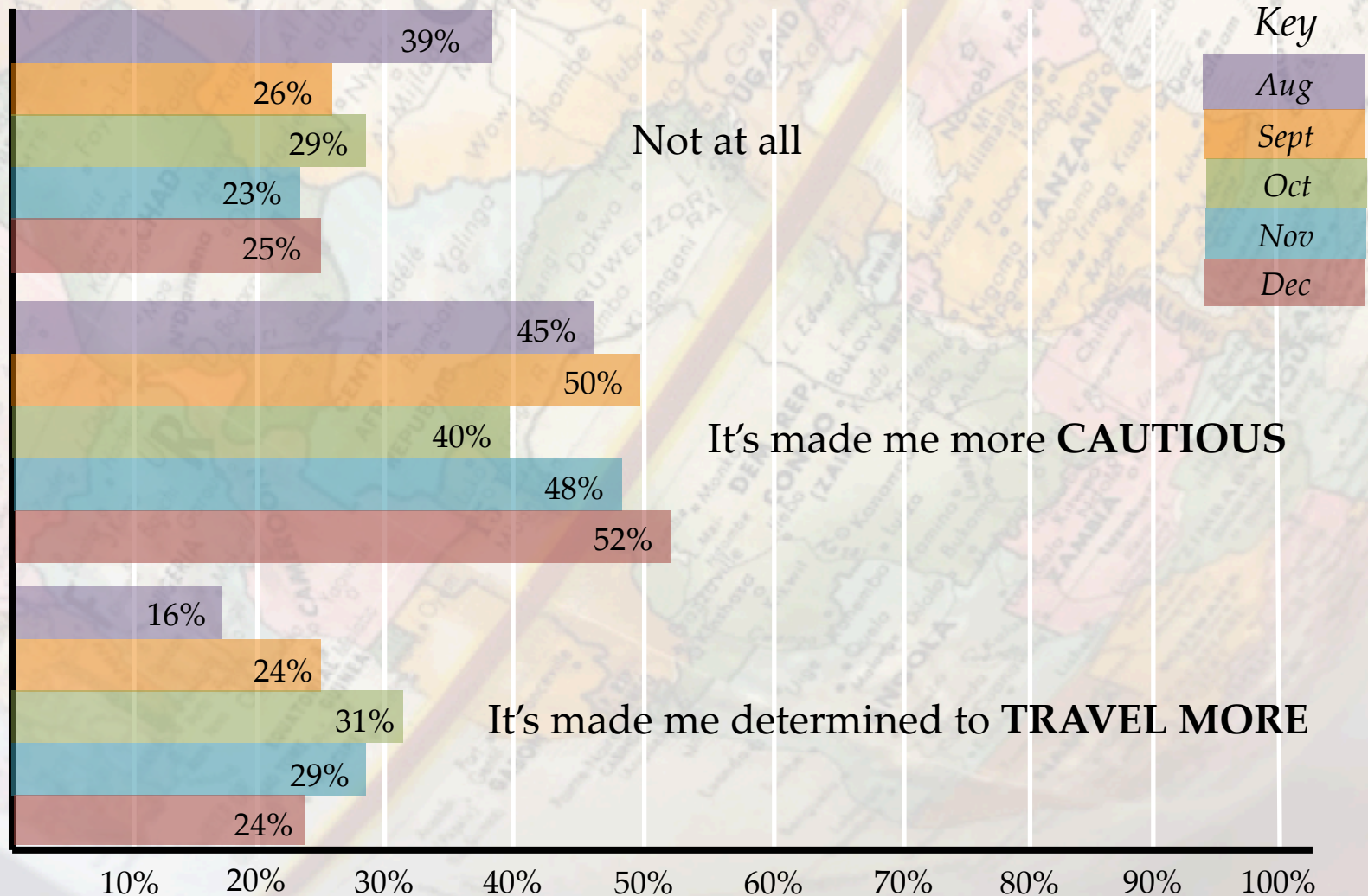
Q1 - Has COVID-19 affected your attitude towards travelling to Africa?



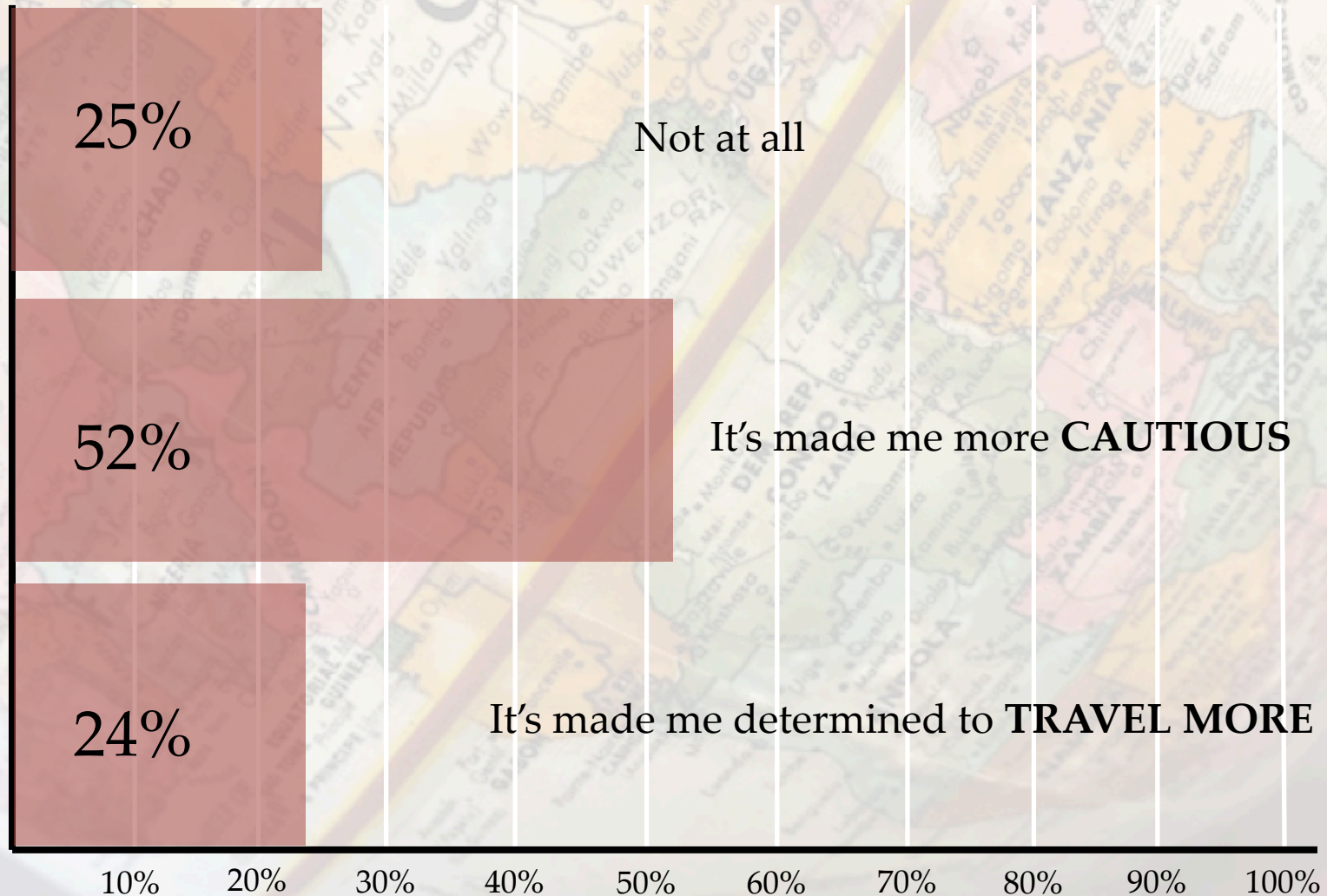
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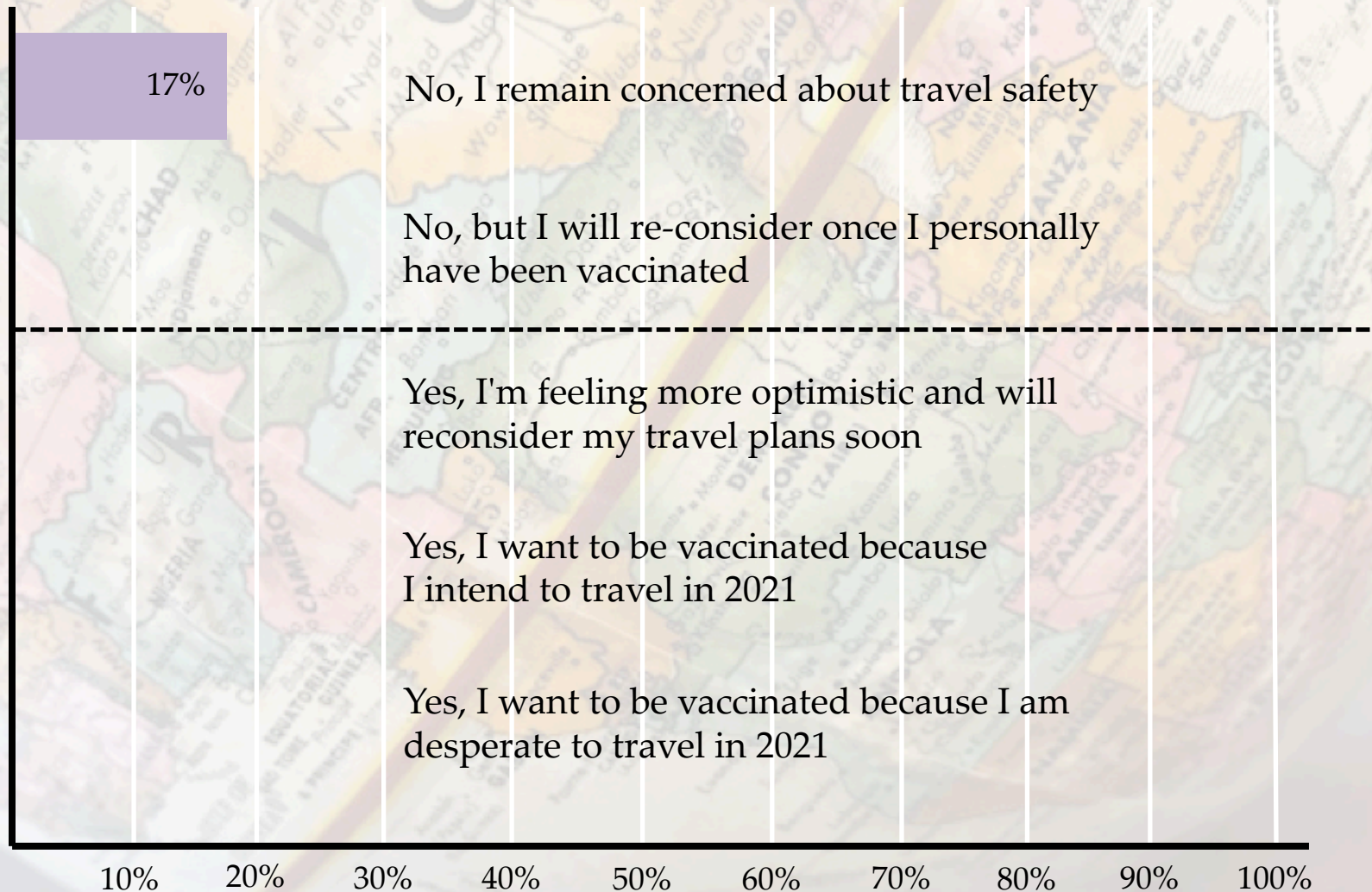


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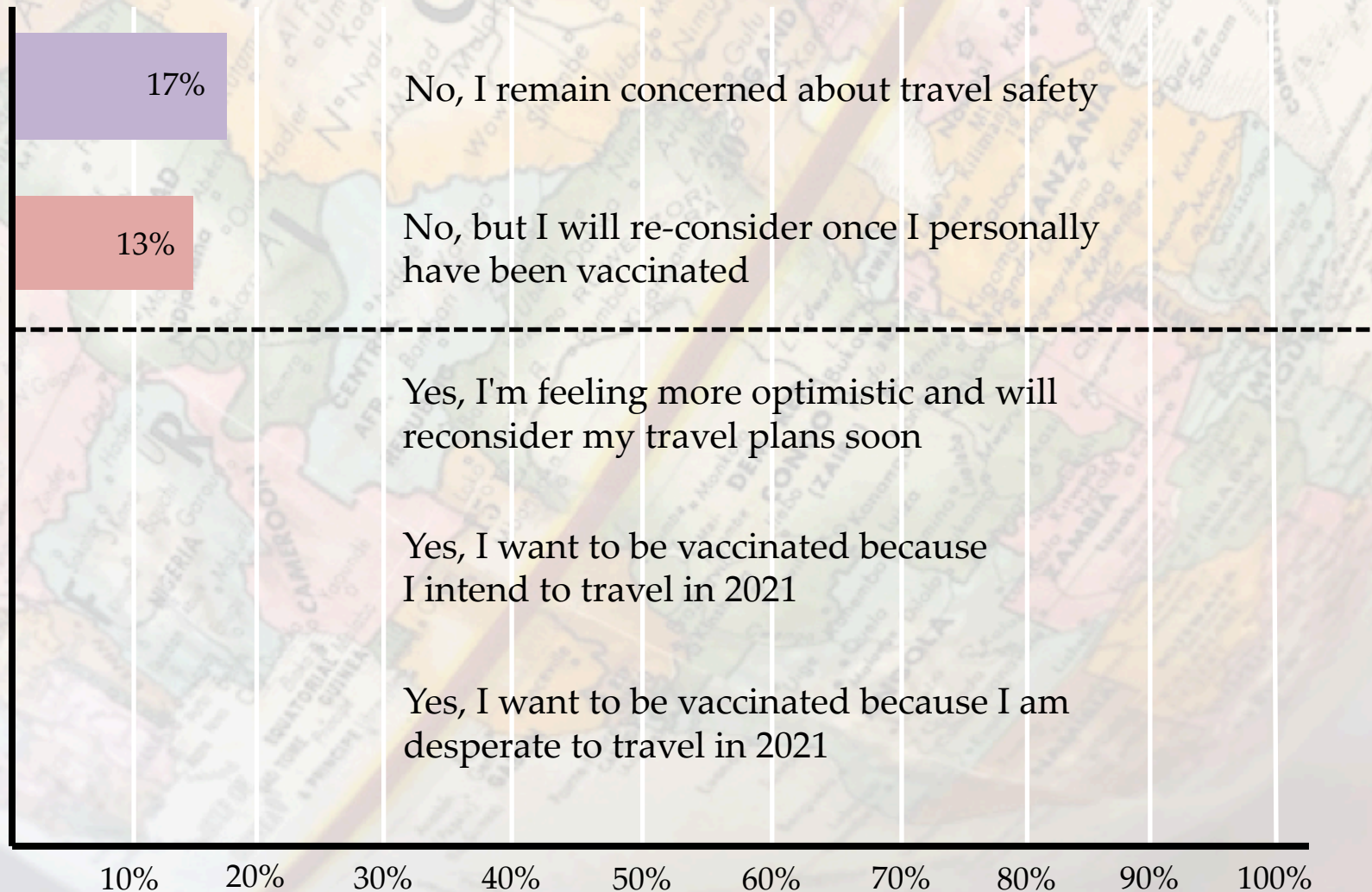


Has the announcement
of an approved vaccine
changed your views?

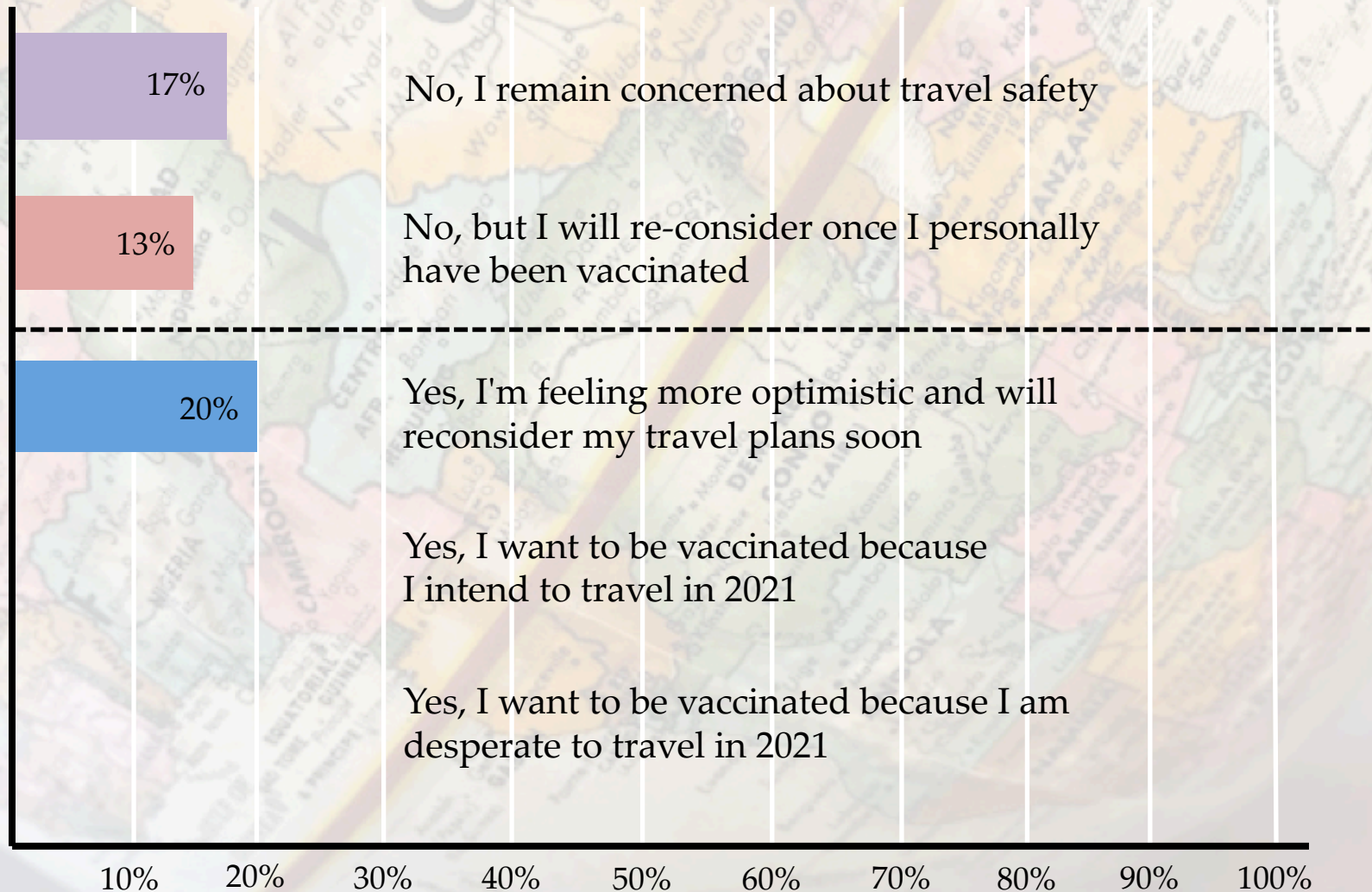
Q2 - Has the announcement of an approved vaccine changed your views?



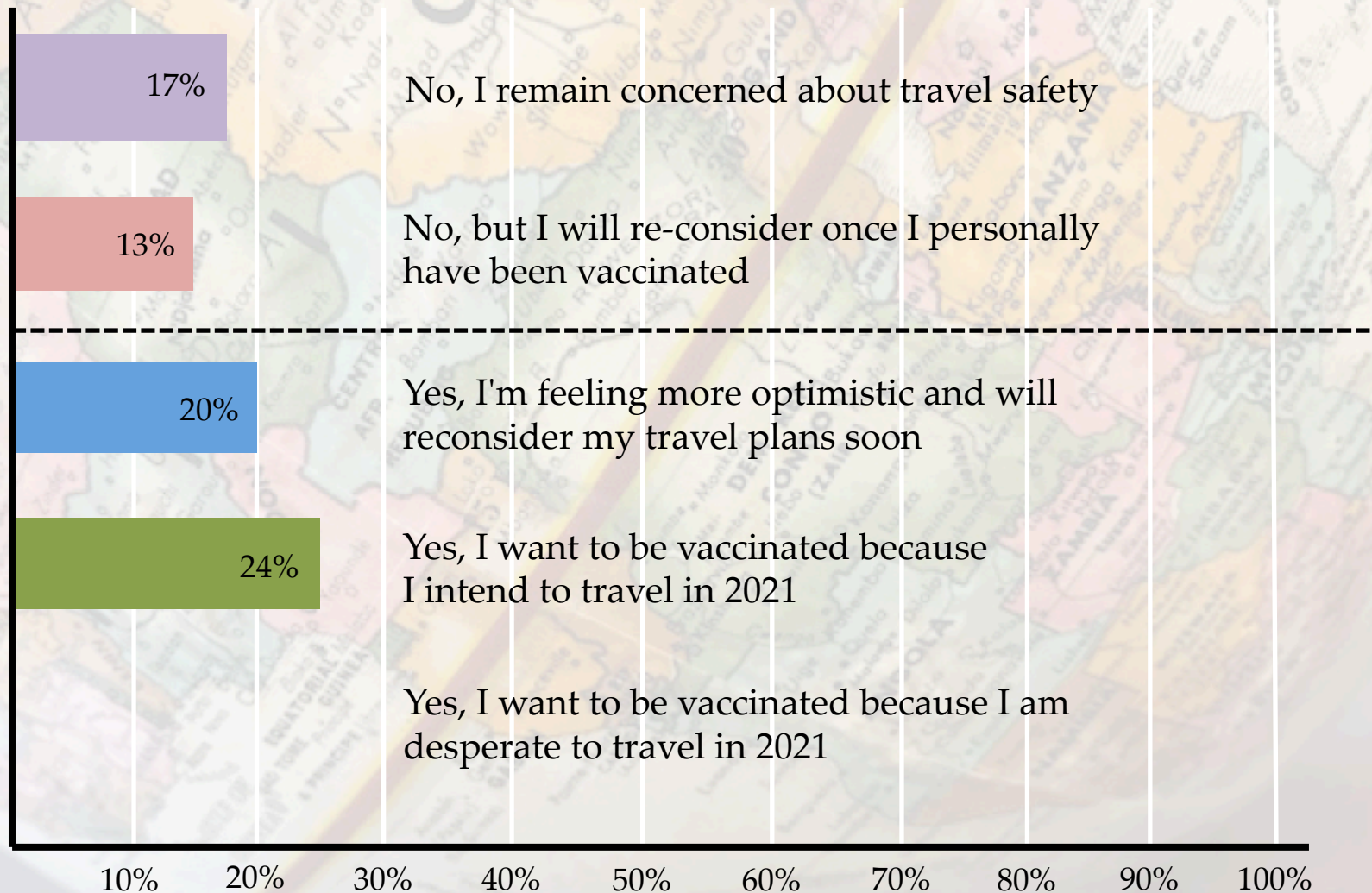
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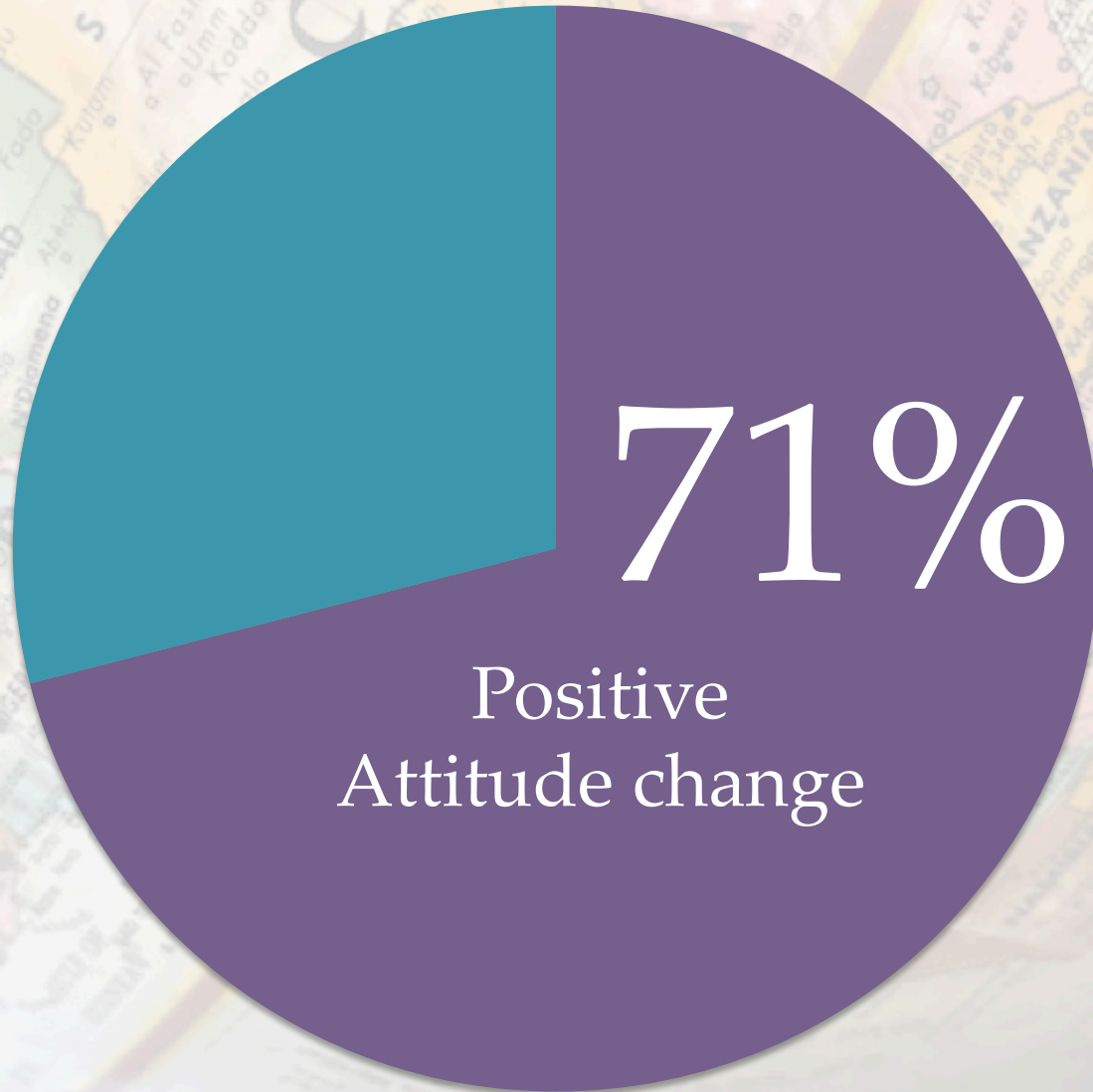
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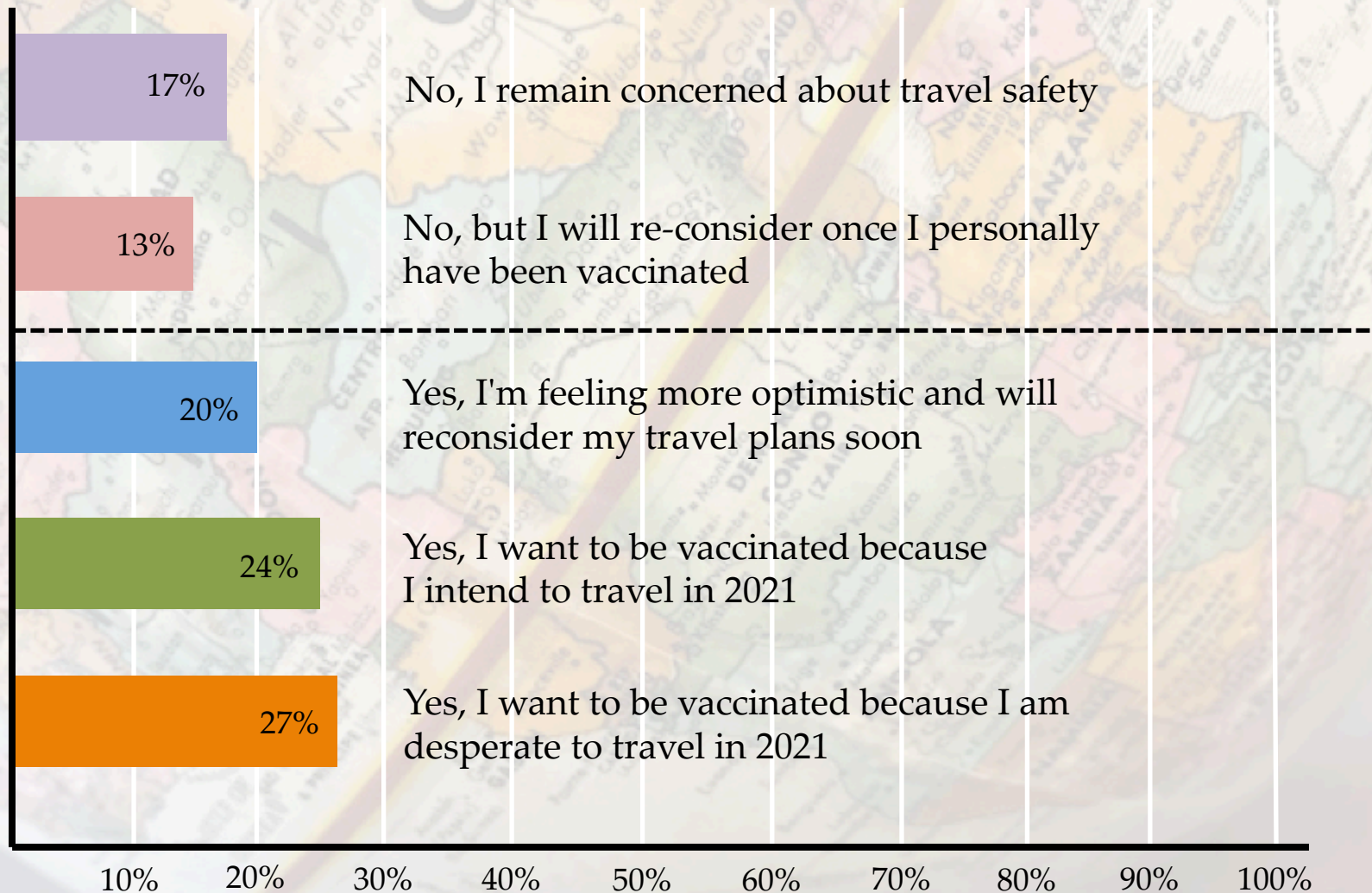
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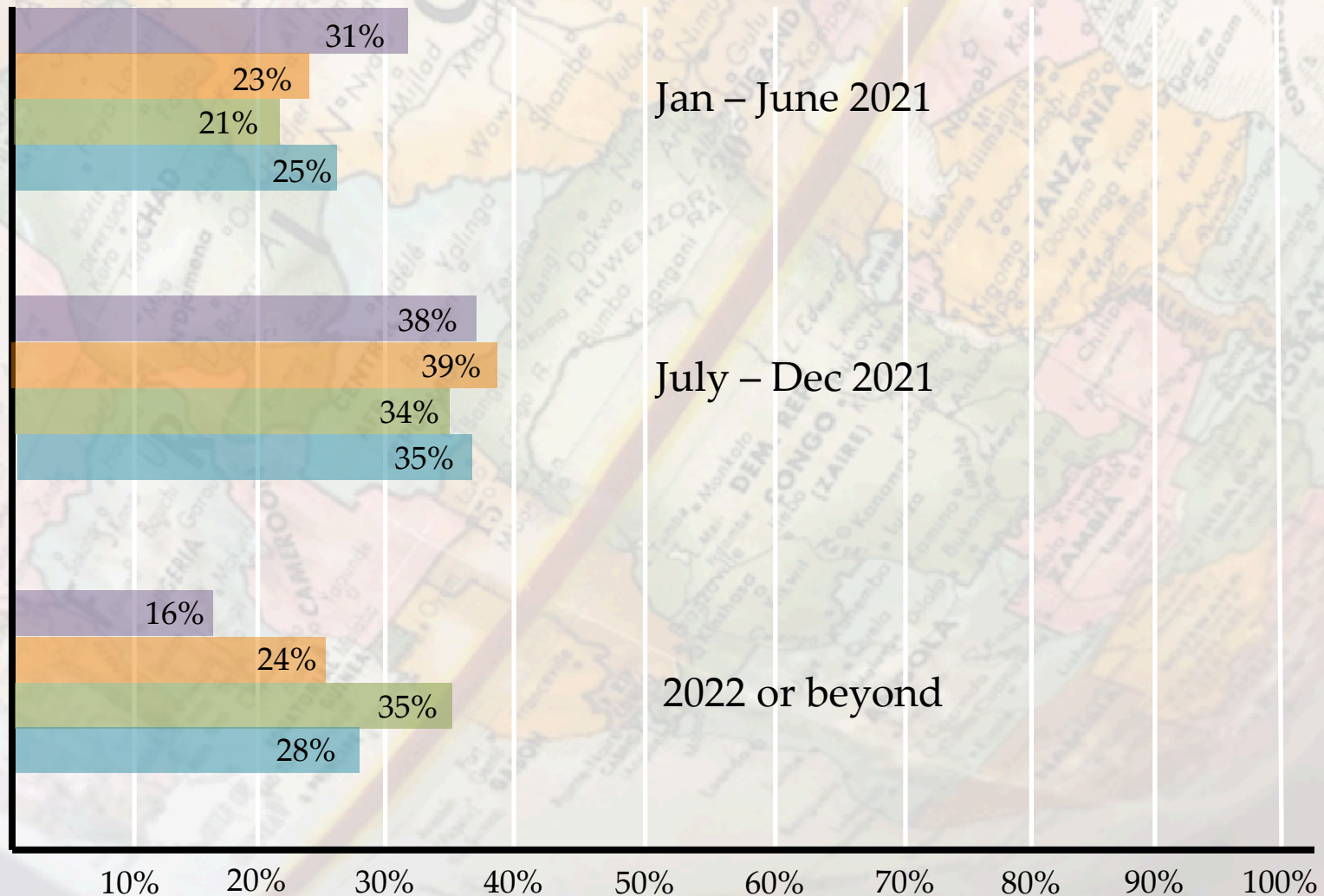
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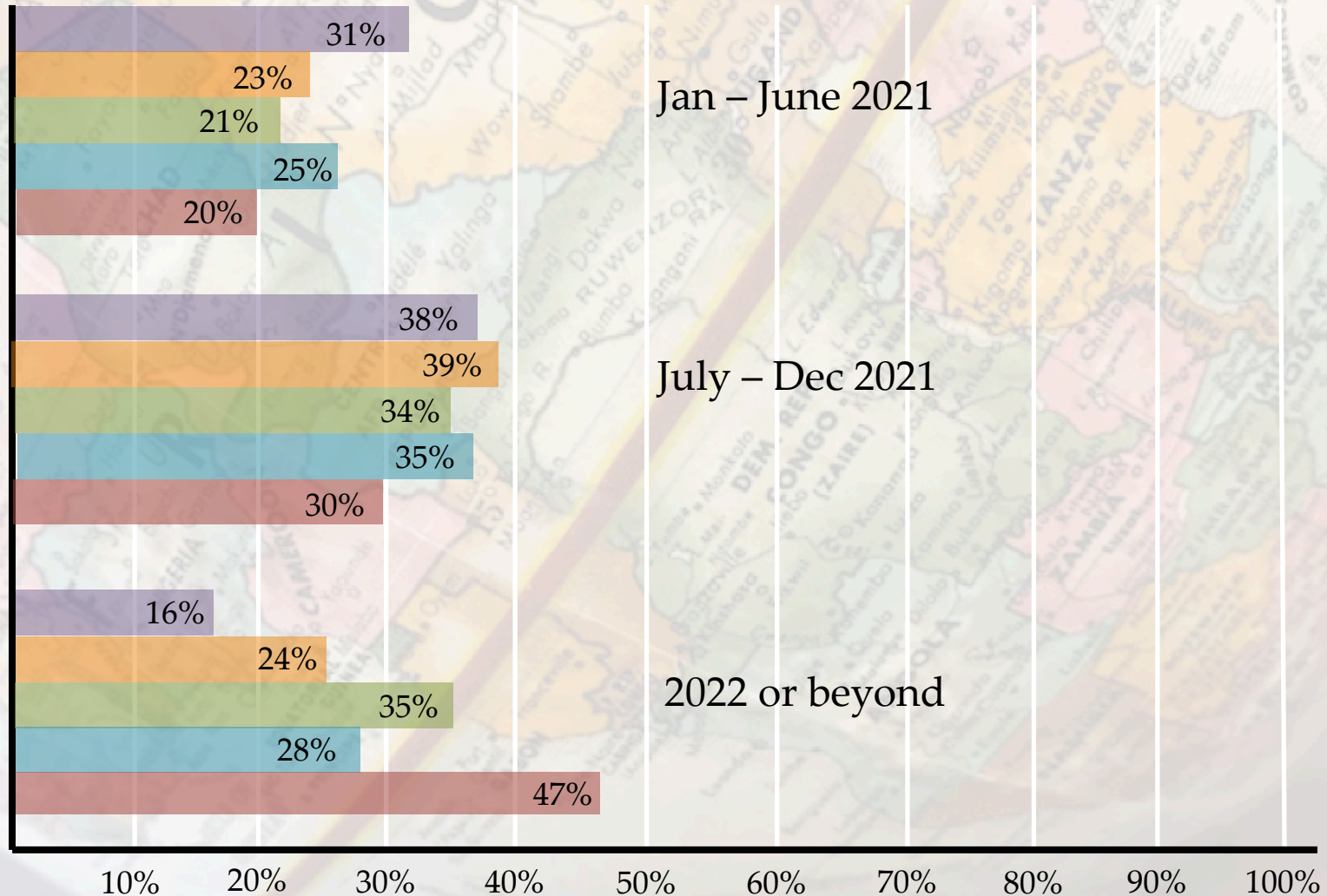
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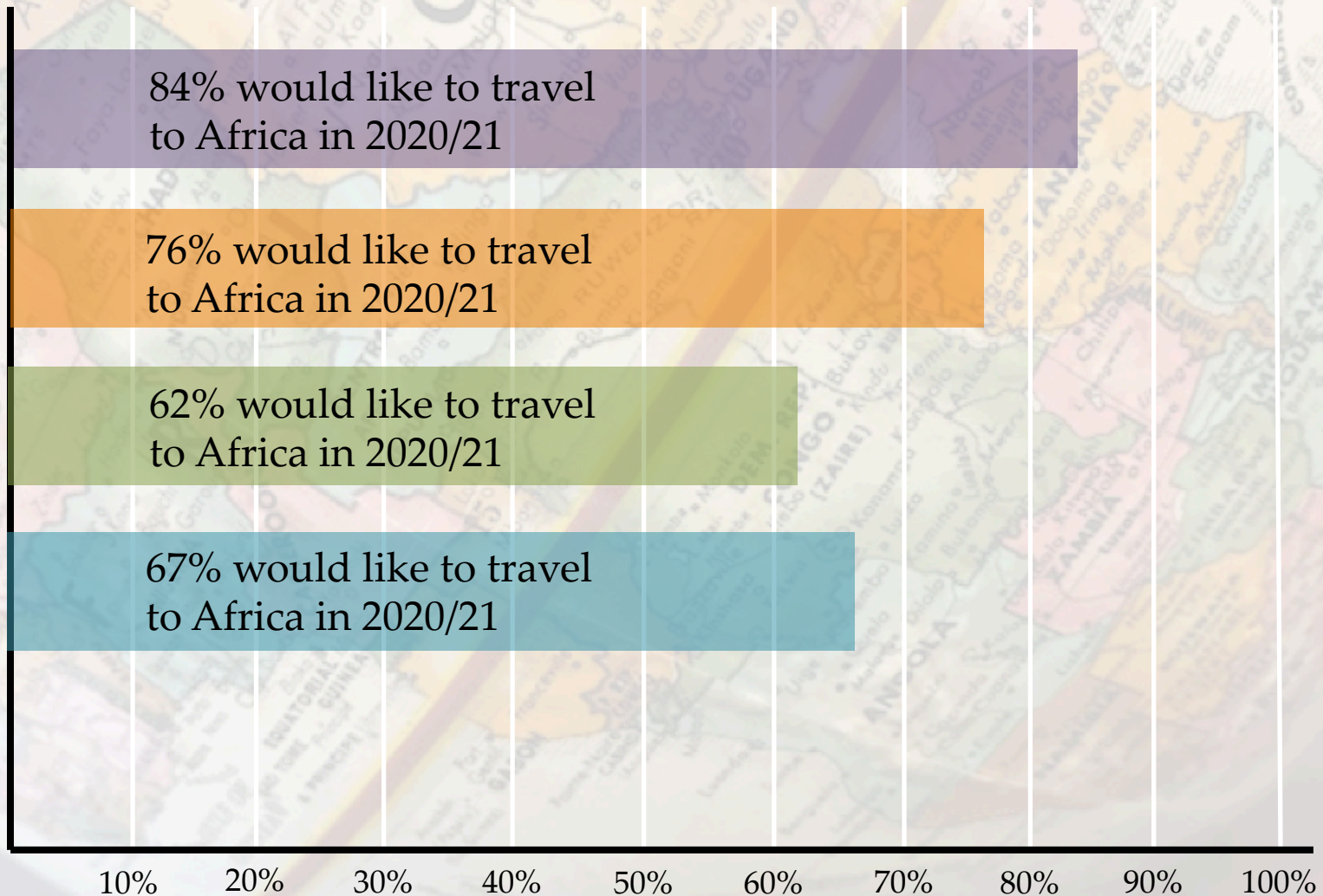
Q3 - When allowed, how soon would you like to visit/revisit Africa?



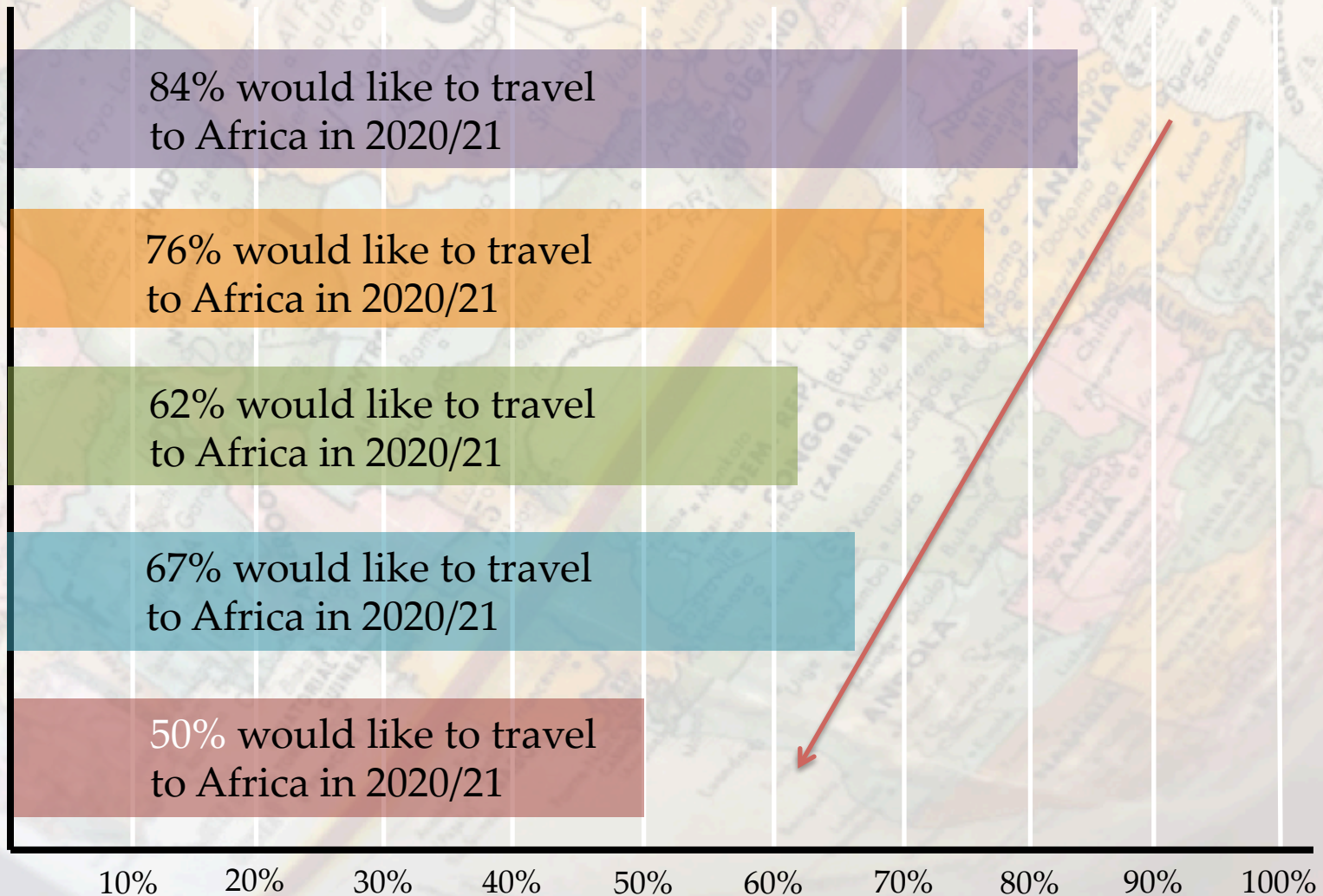
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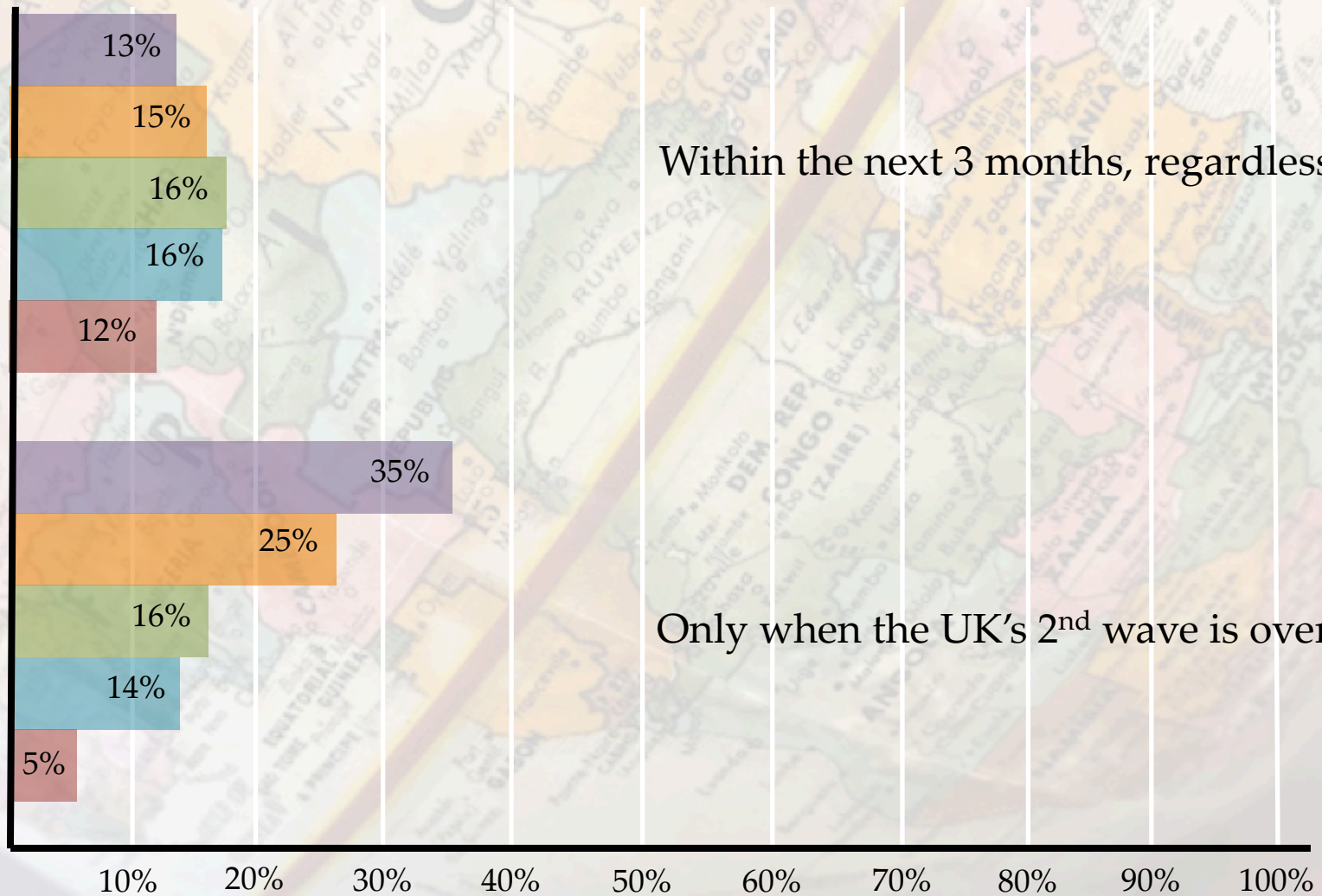
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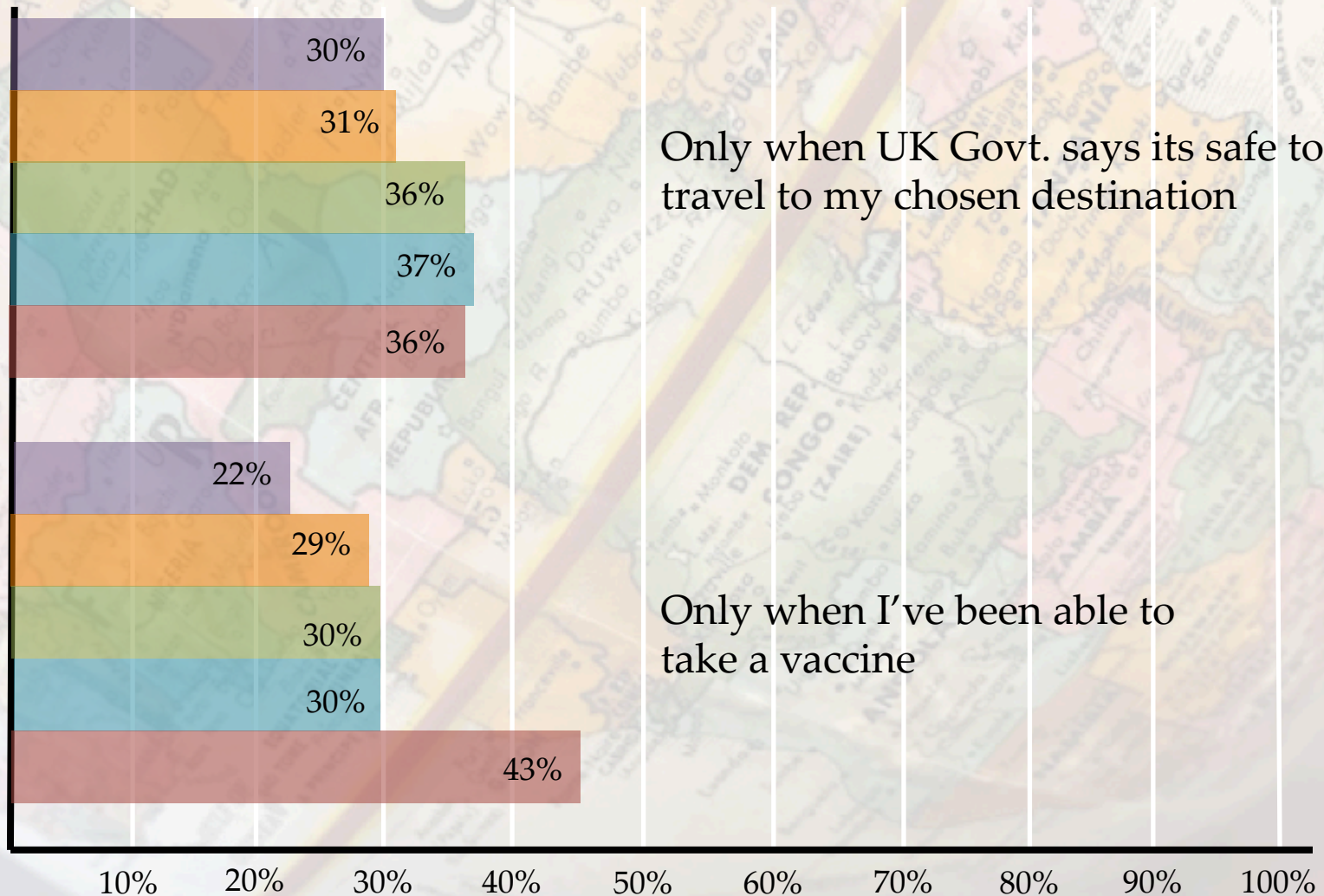
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Q4 - How soon would you look to book a trip to Africa?

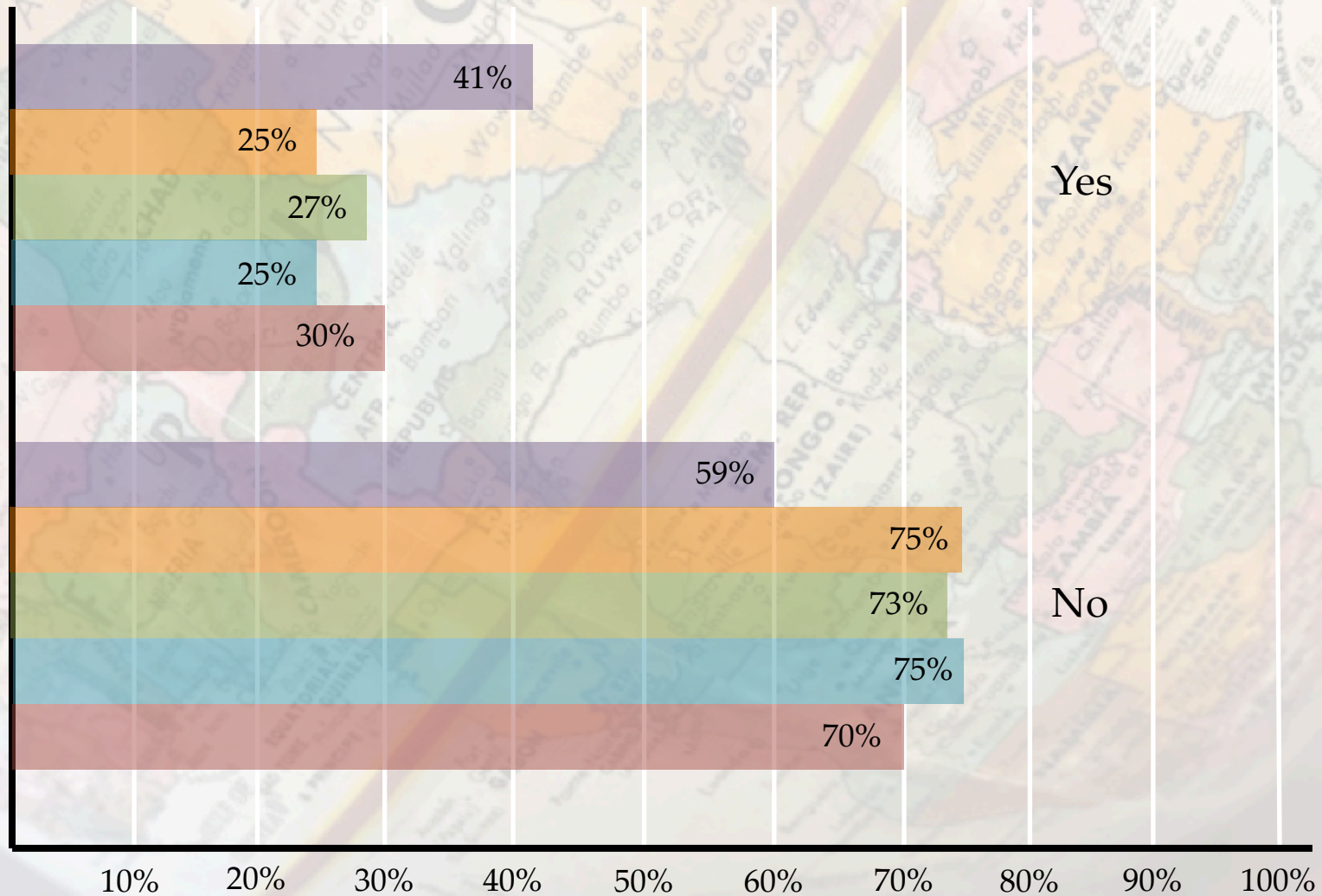


Q4 - How soon would you look to book a trip to Africa?



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

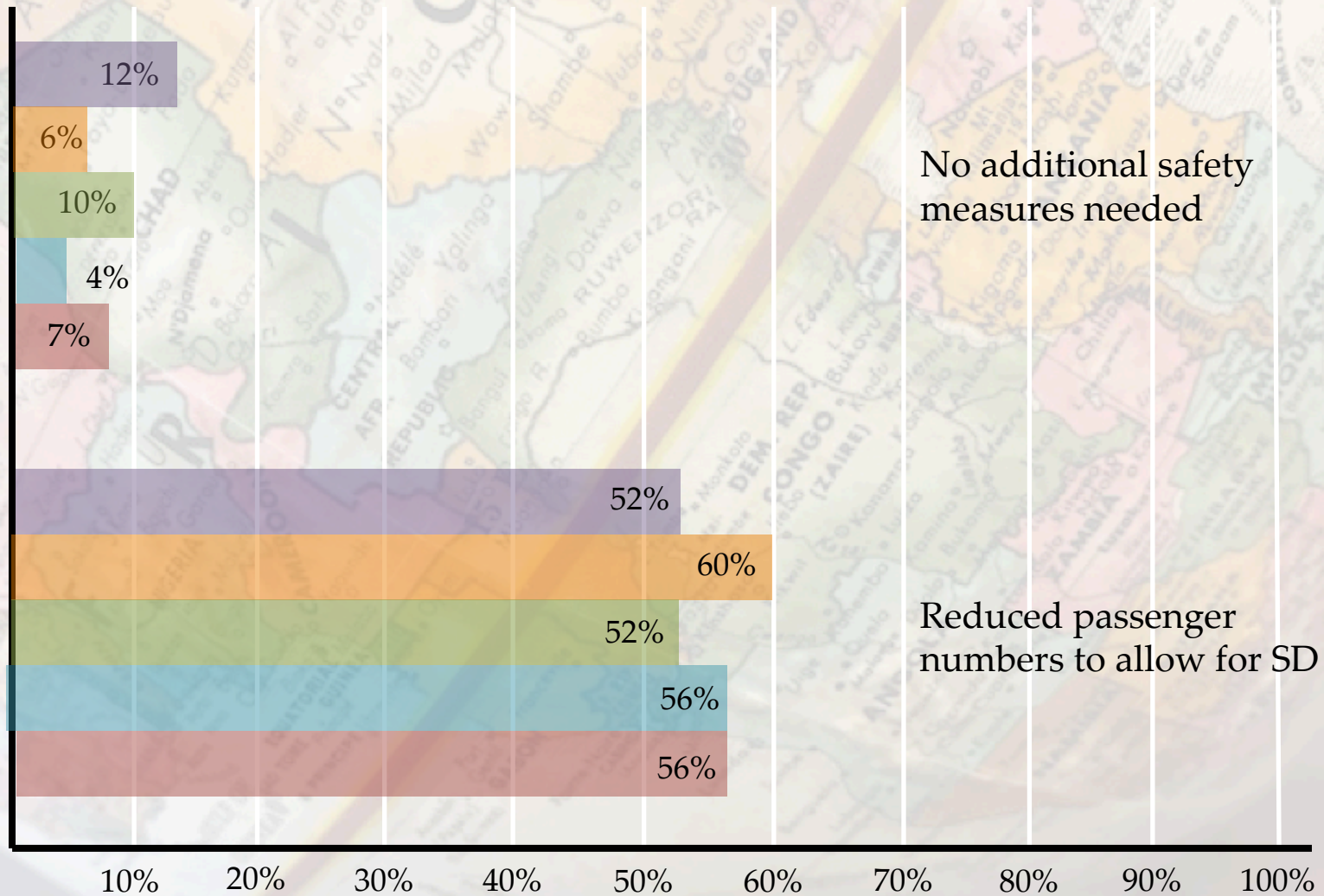


Q5 - Has COVID-19 impacted your financial ability to travel to Africa?

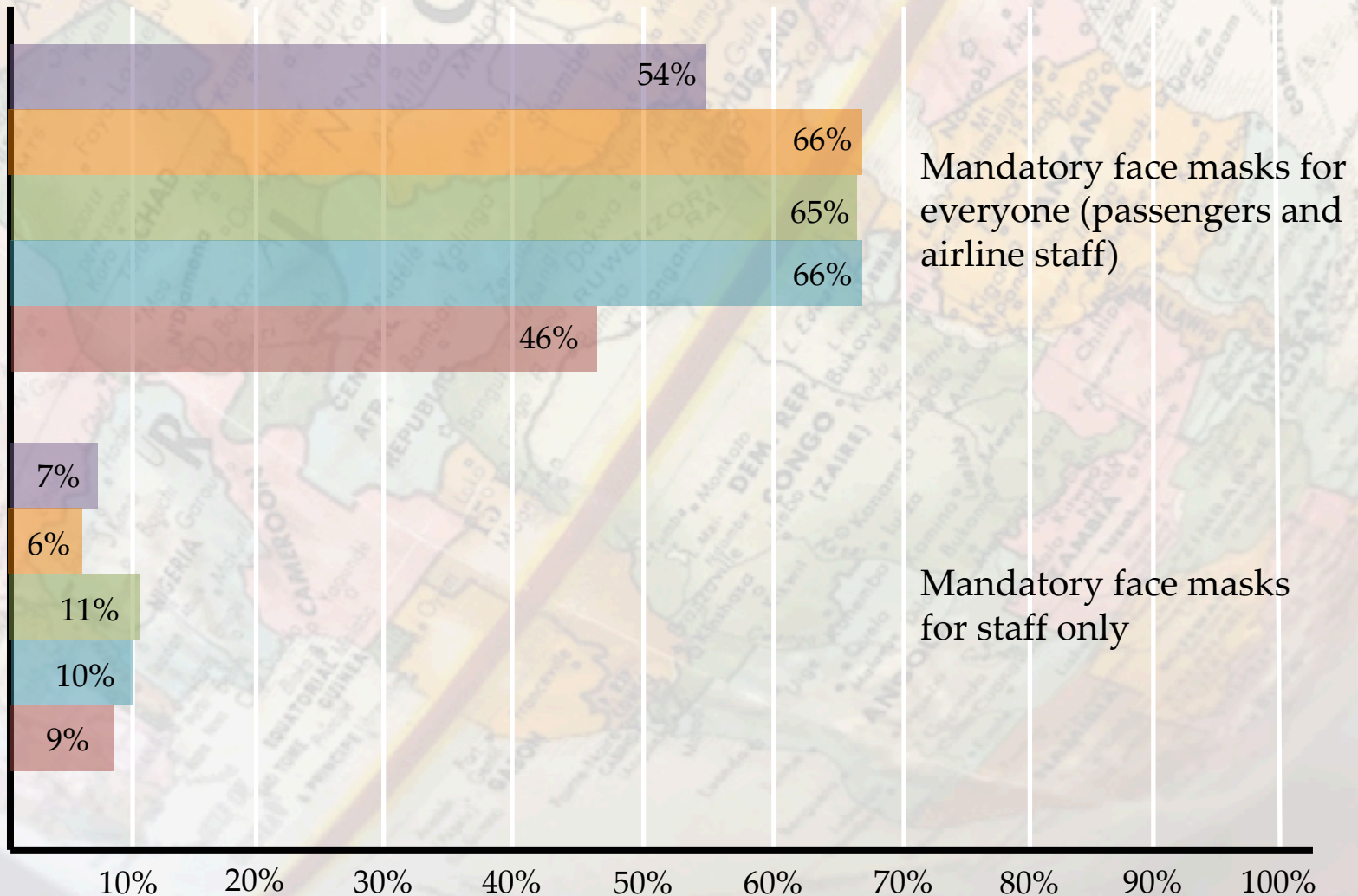


When flying, which
safety measures would
you like to see?

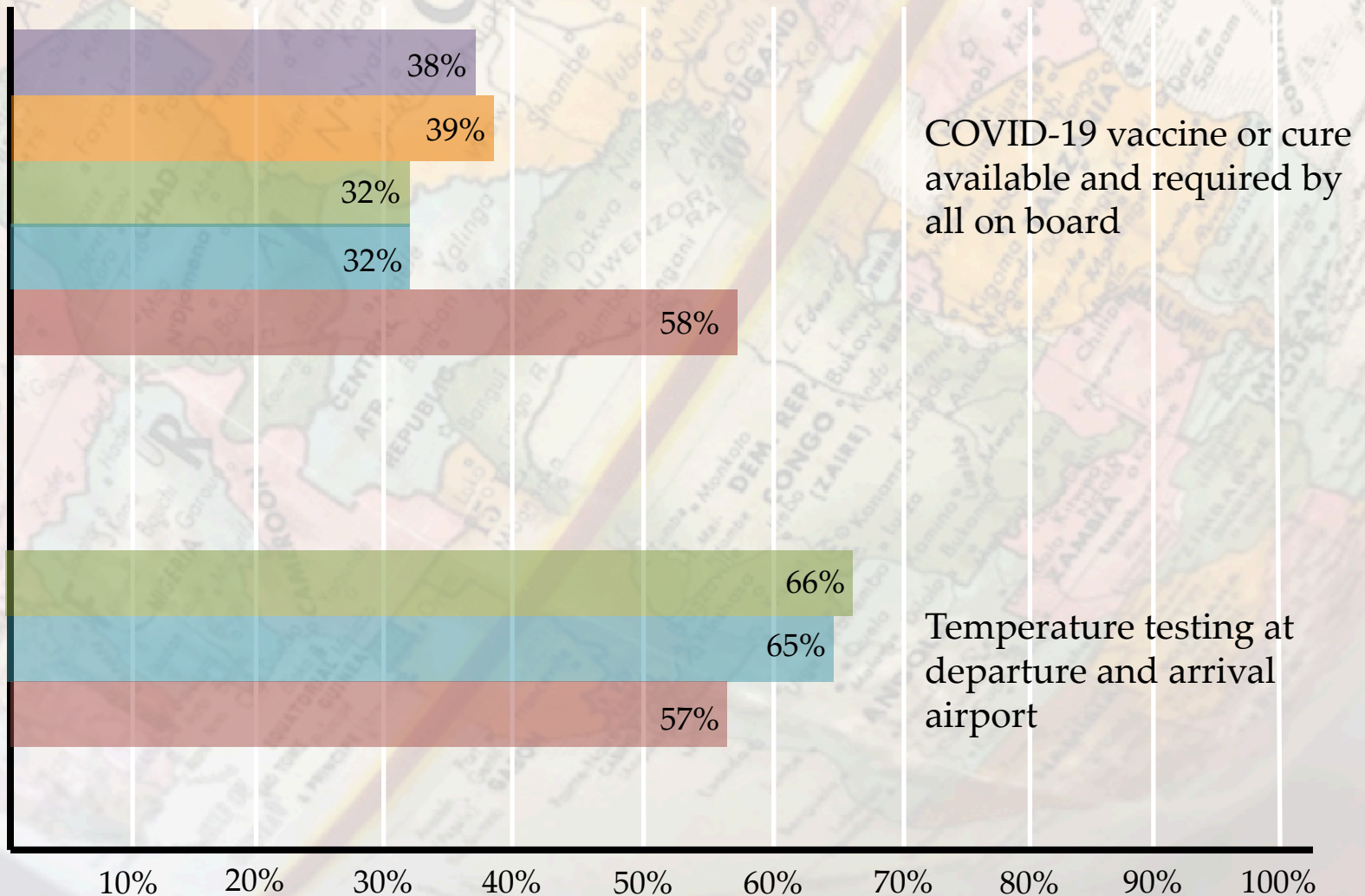
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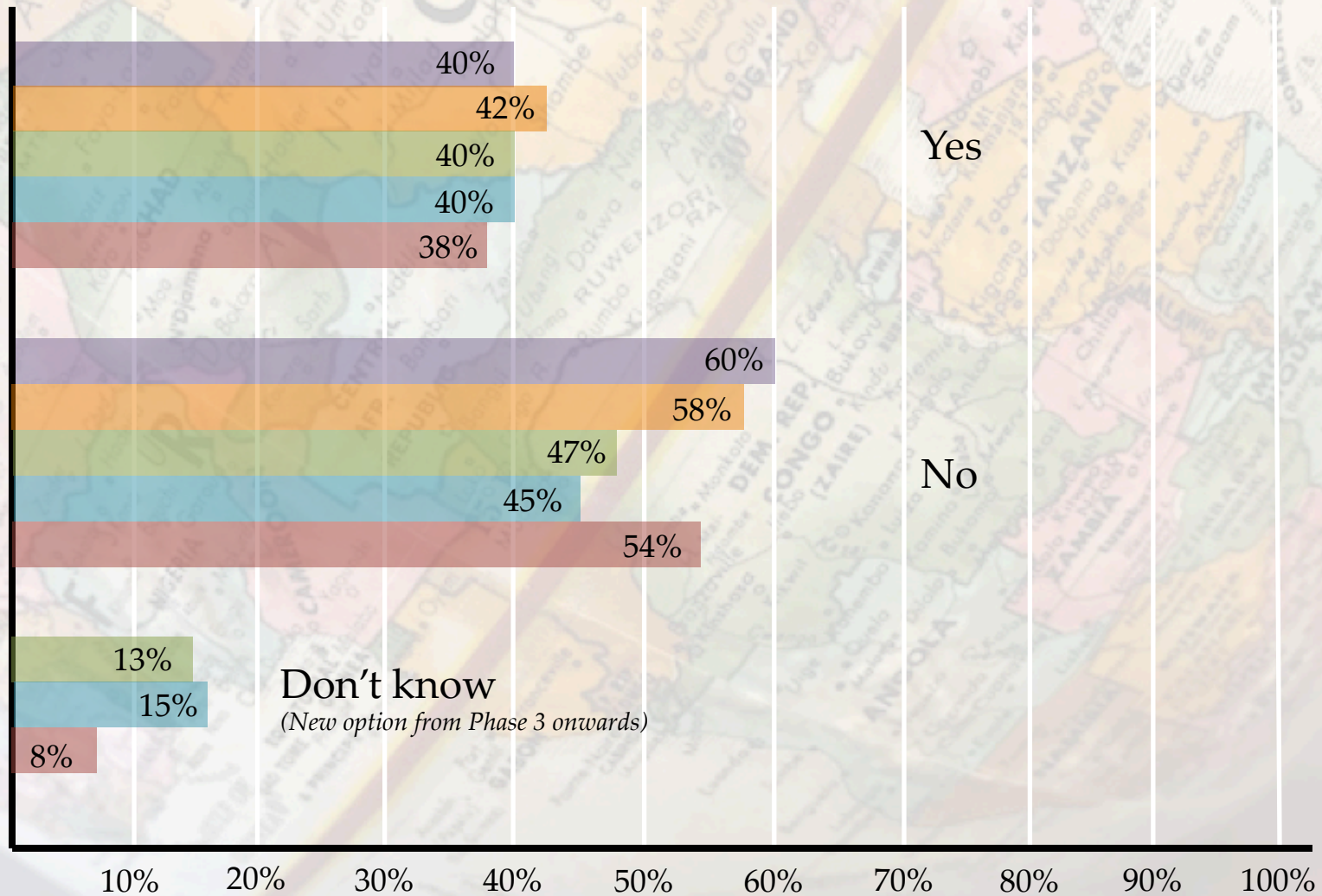


Q6 - When flying to Africa, which safety measures would you like to see?

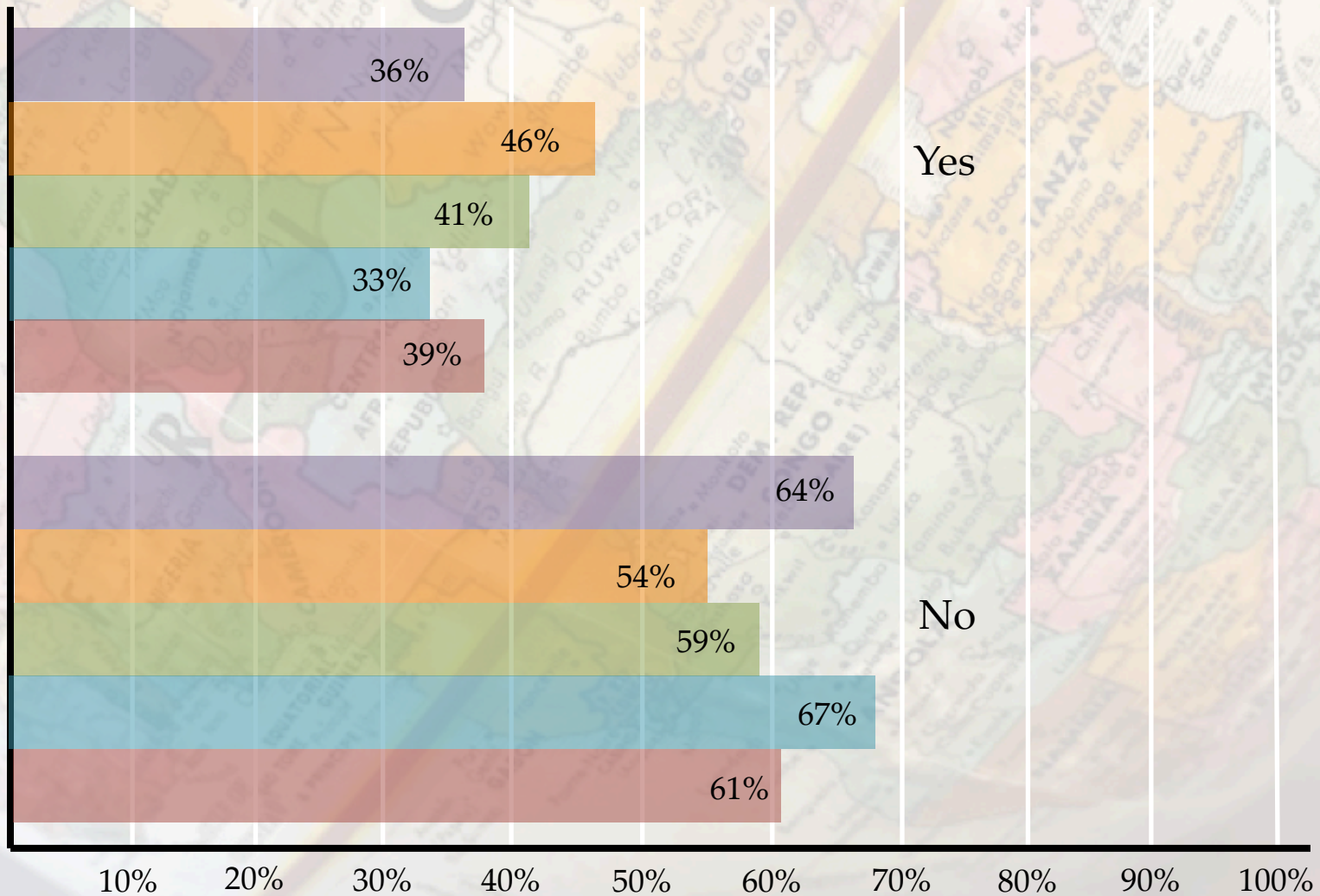


Would you travel to
Africa knowing that you
may need to quarantine?

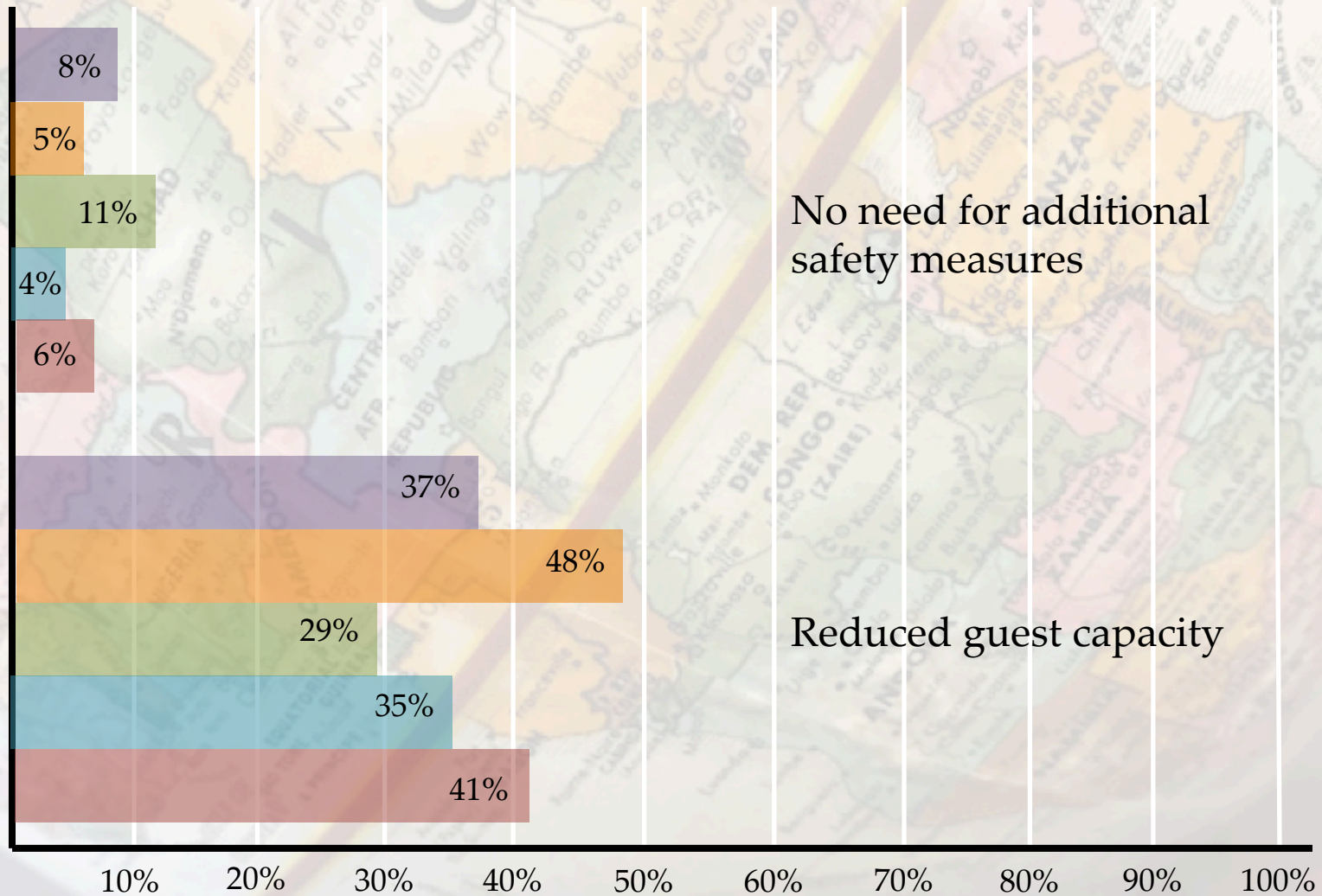
Q7. Would you travel to Africa knowing that you may need to quarantine?



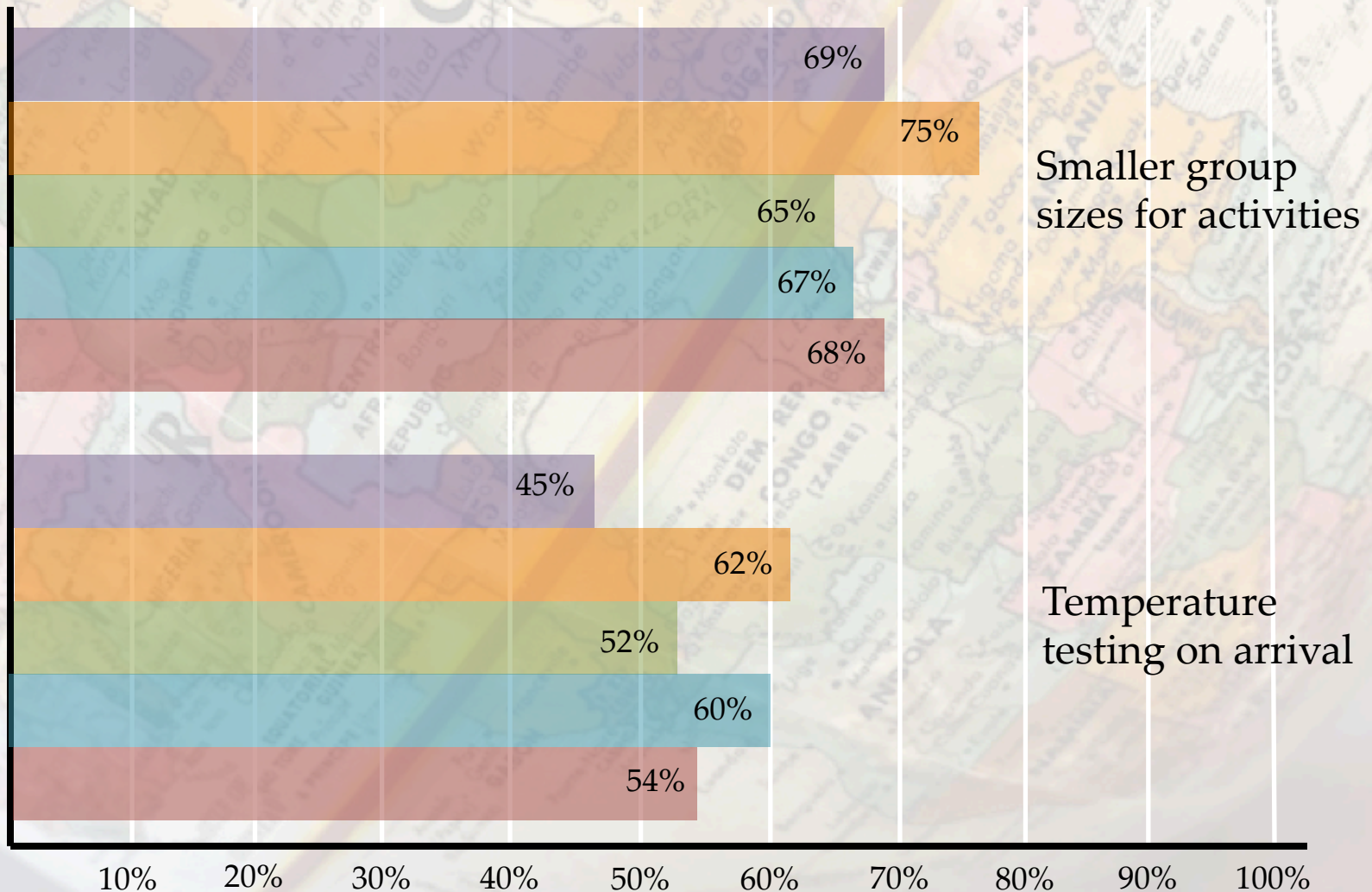
Q7. Should guests wear face masks on whilst out on safari? (during game drives, boat trips and walking safaris etc)



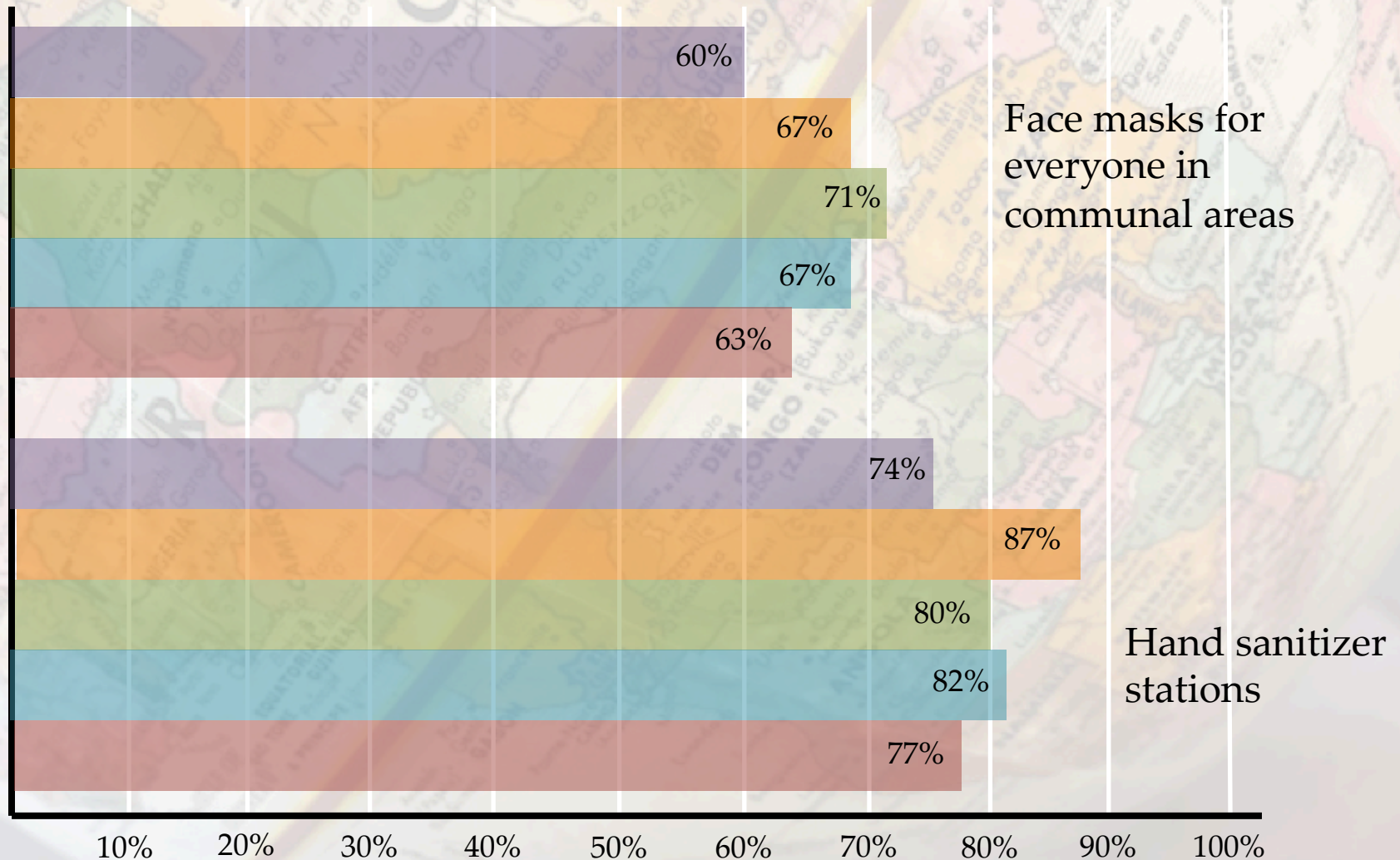
Q8. What safety measures would you expect to see at your camp/lodge/hotel?



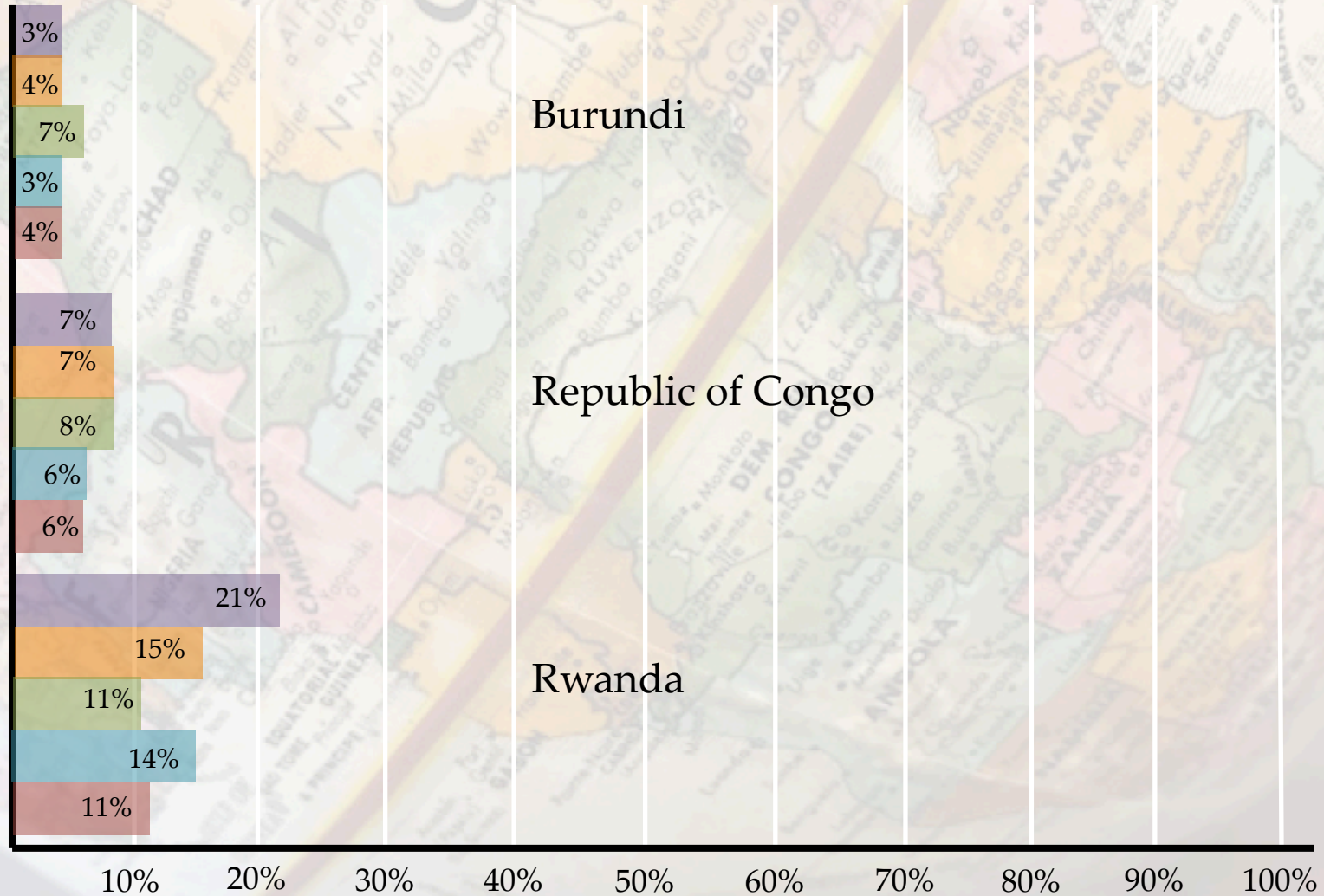
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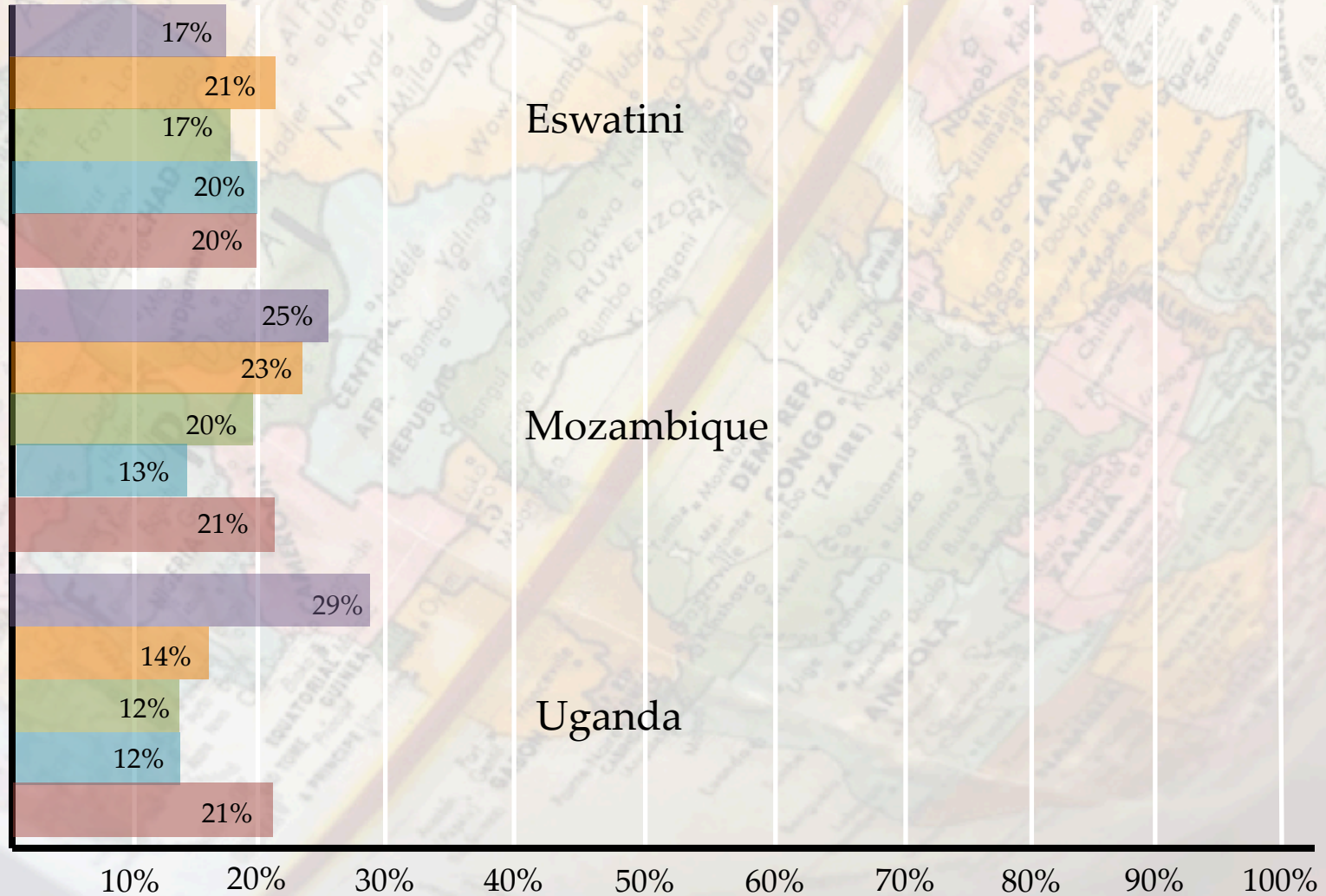
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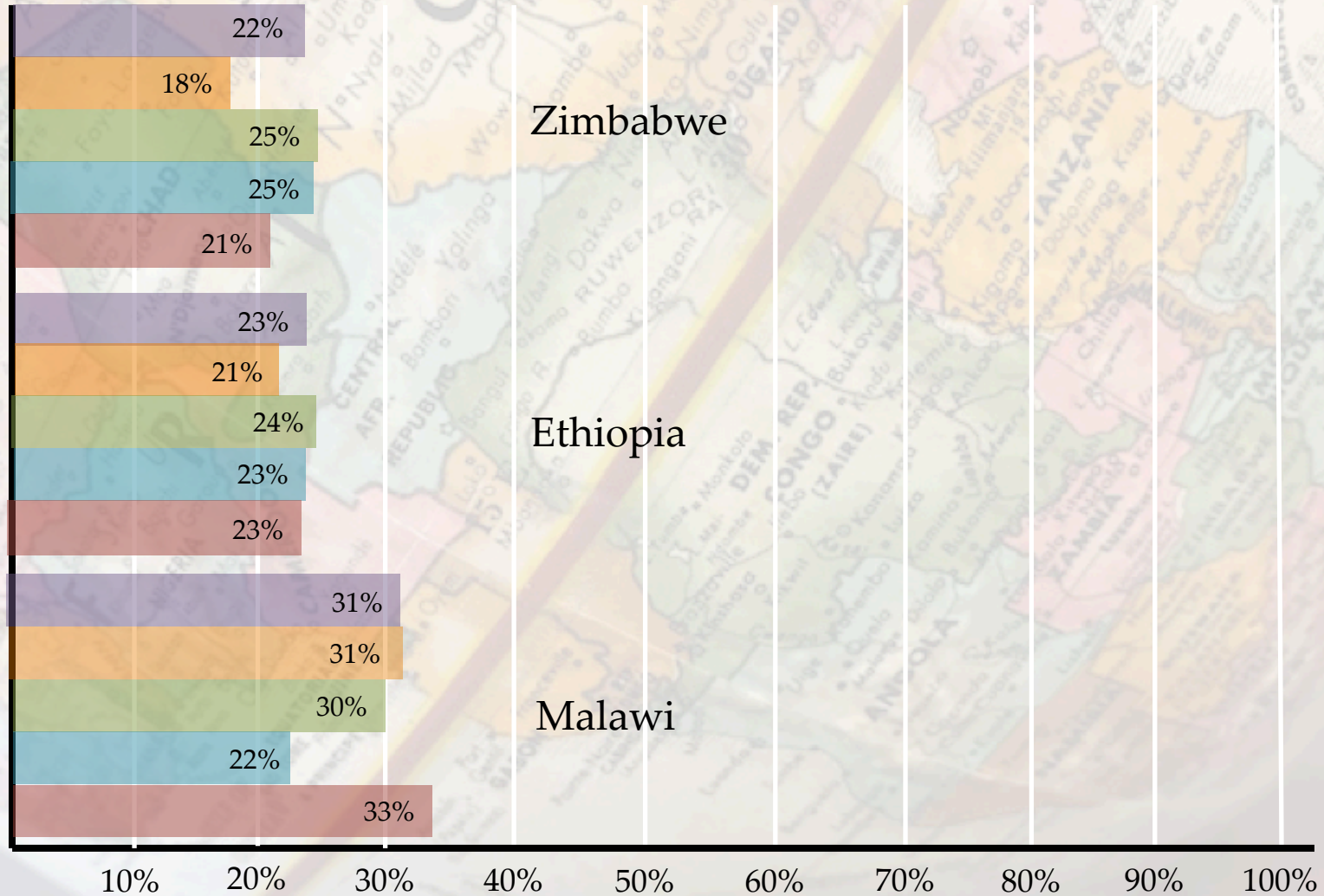
Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



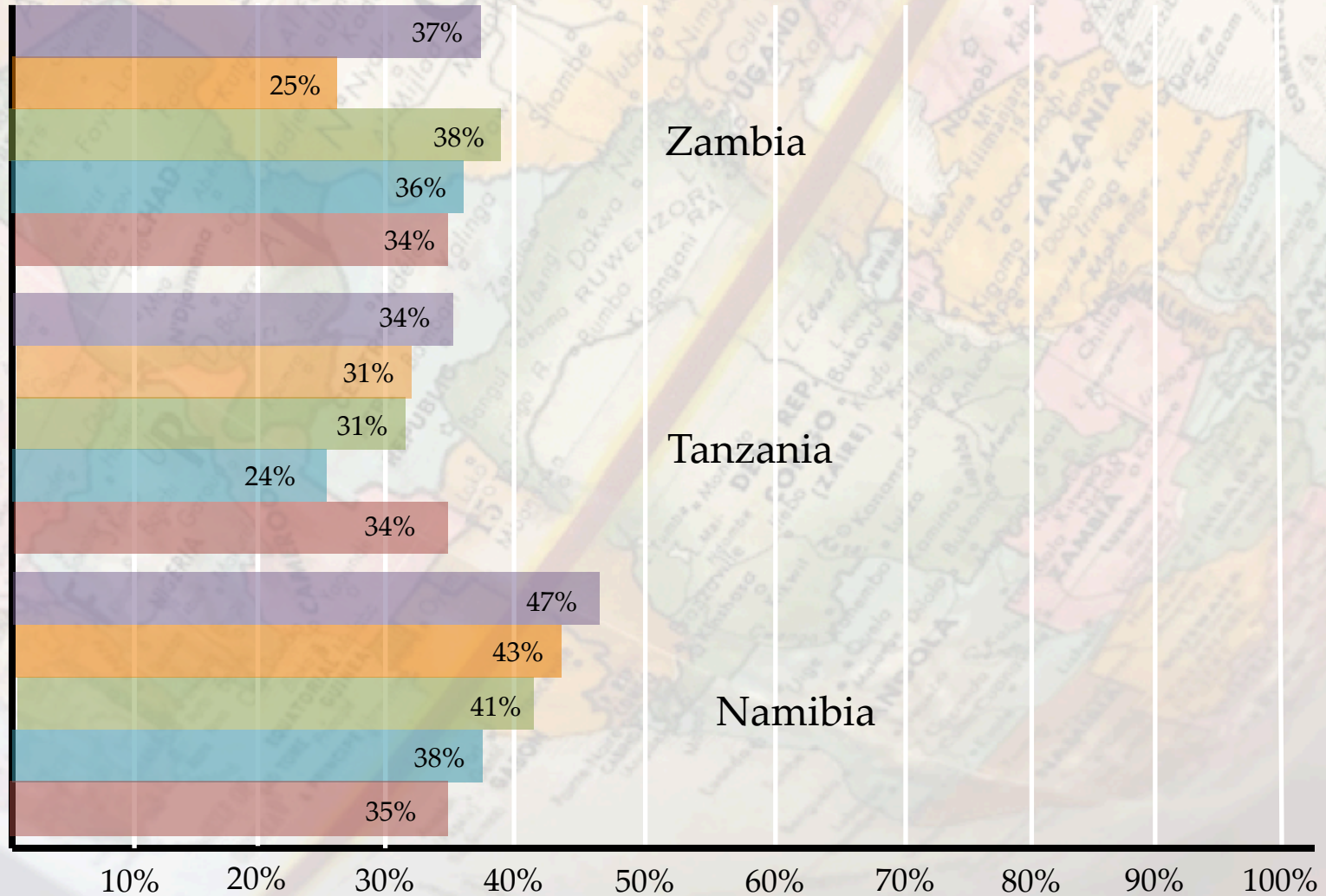
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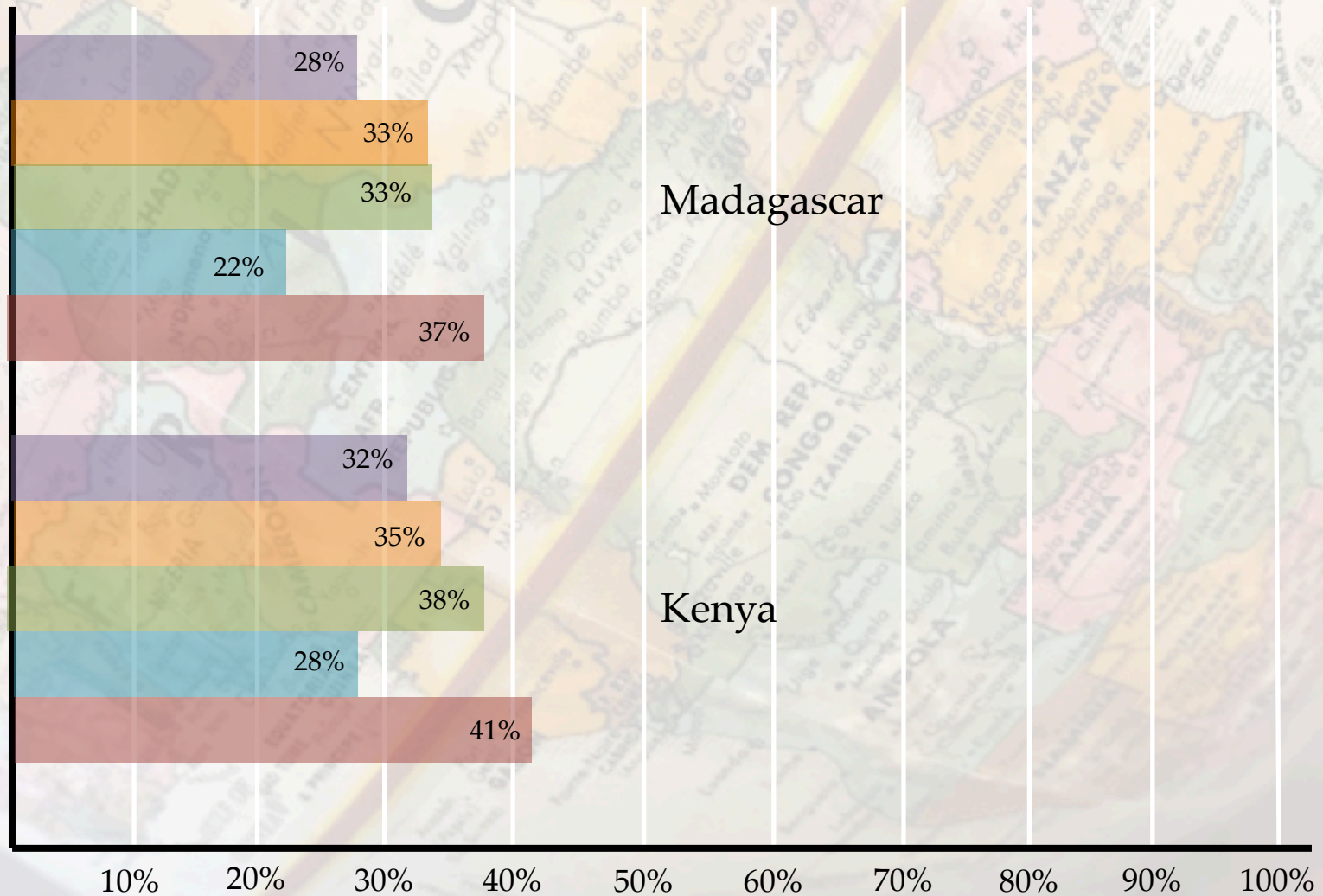
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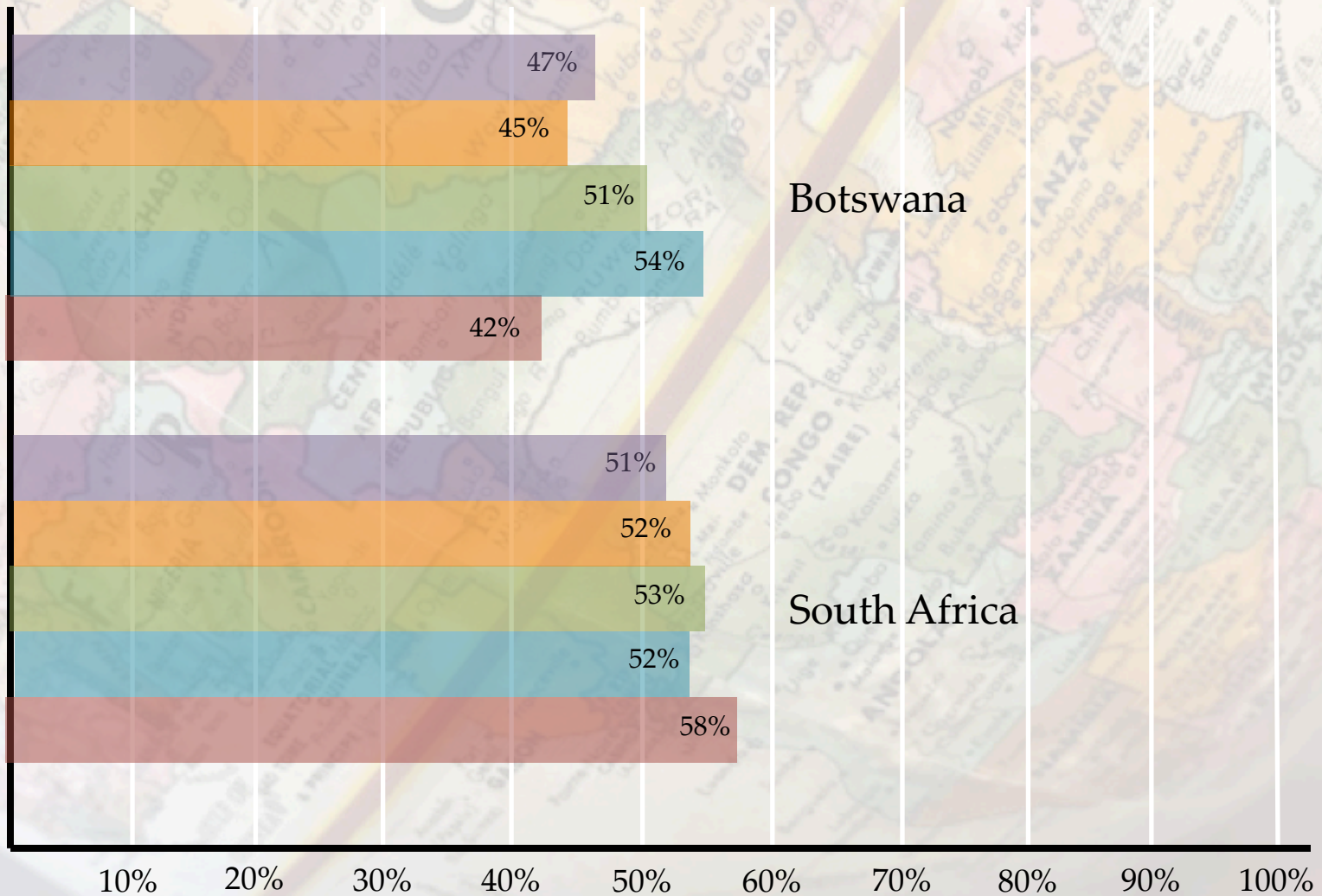
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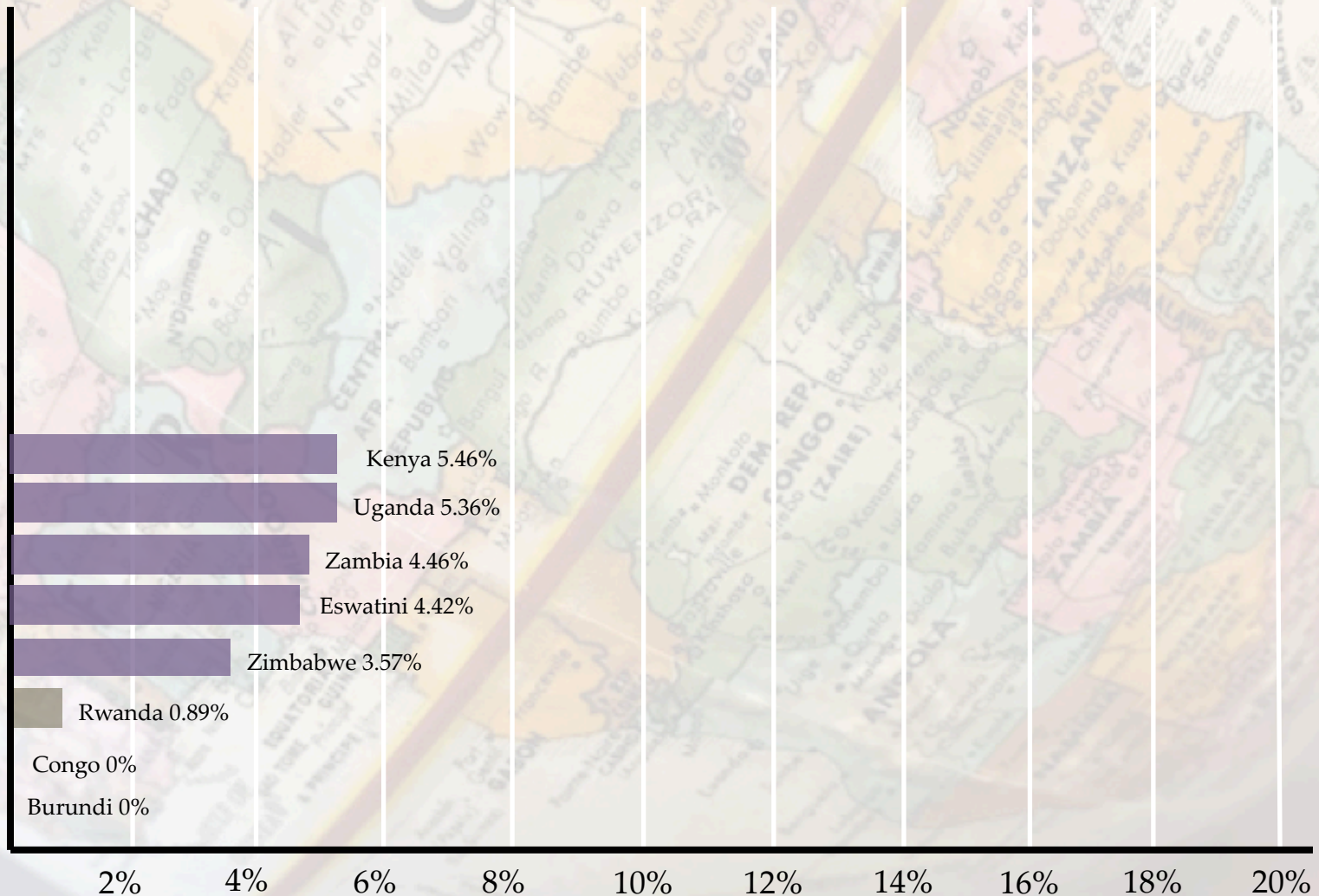


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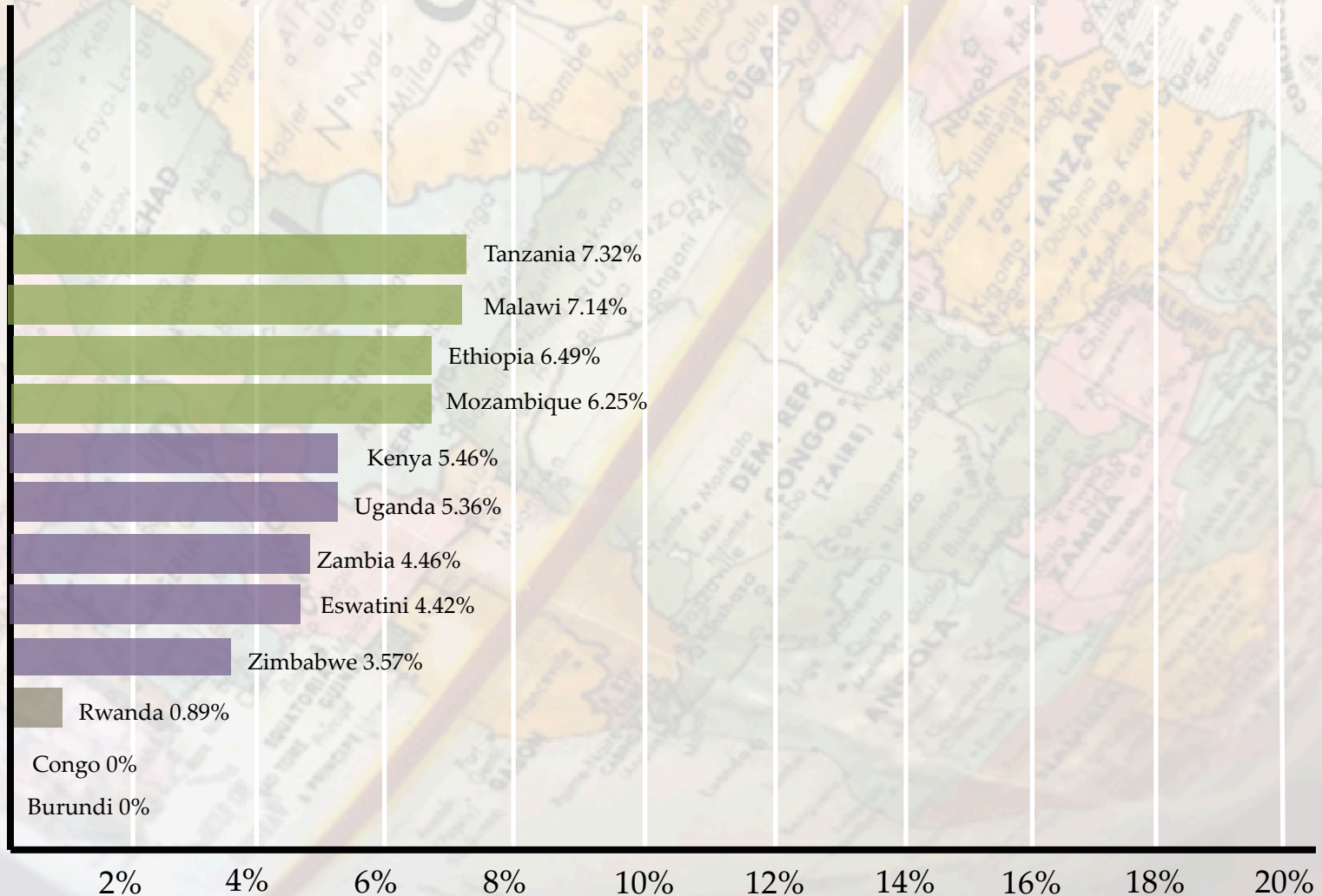


If you can only choose one, which would you like to visit/revisit?

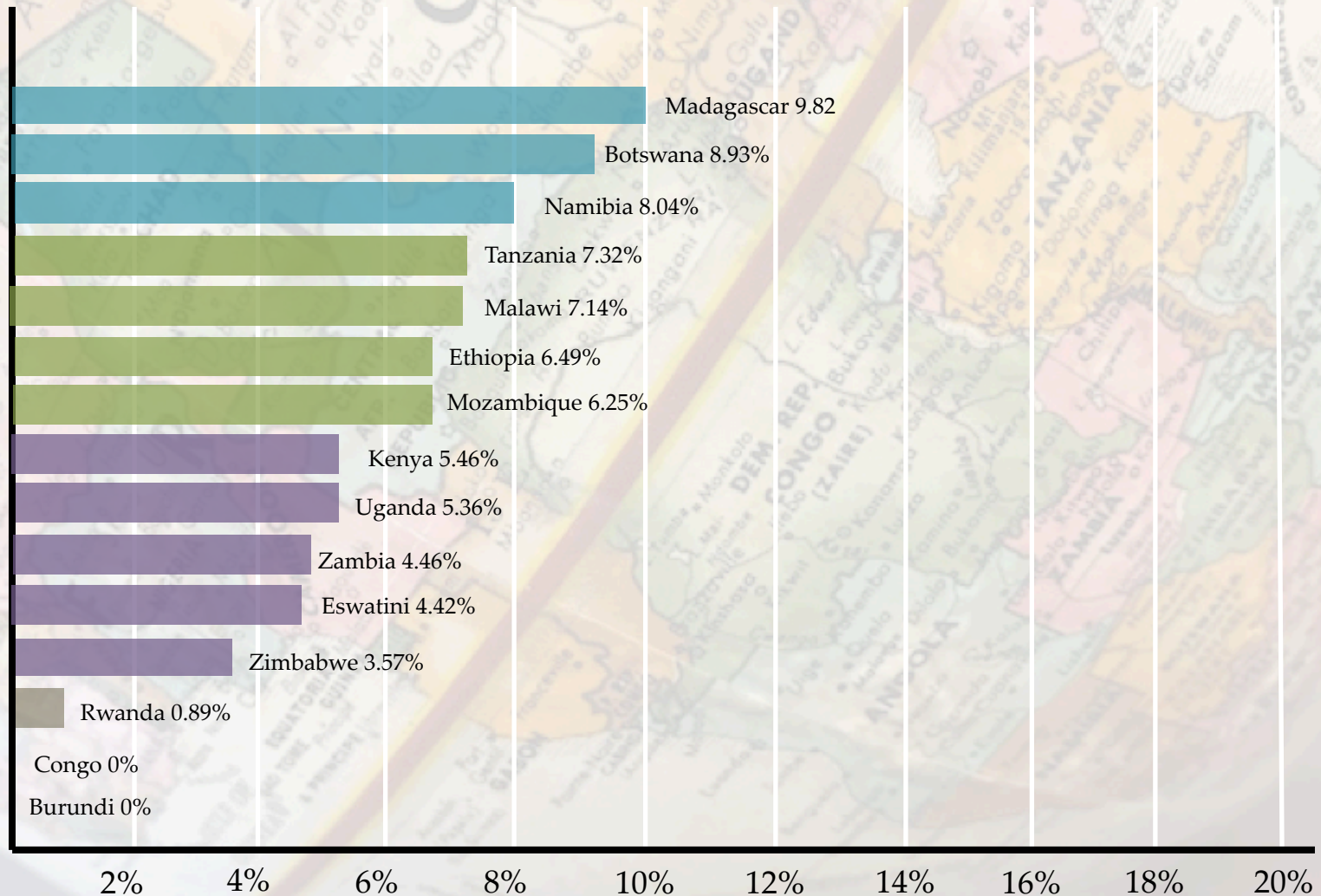
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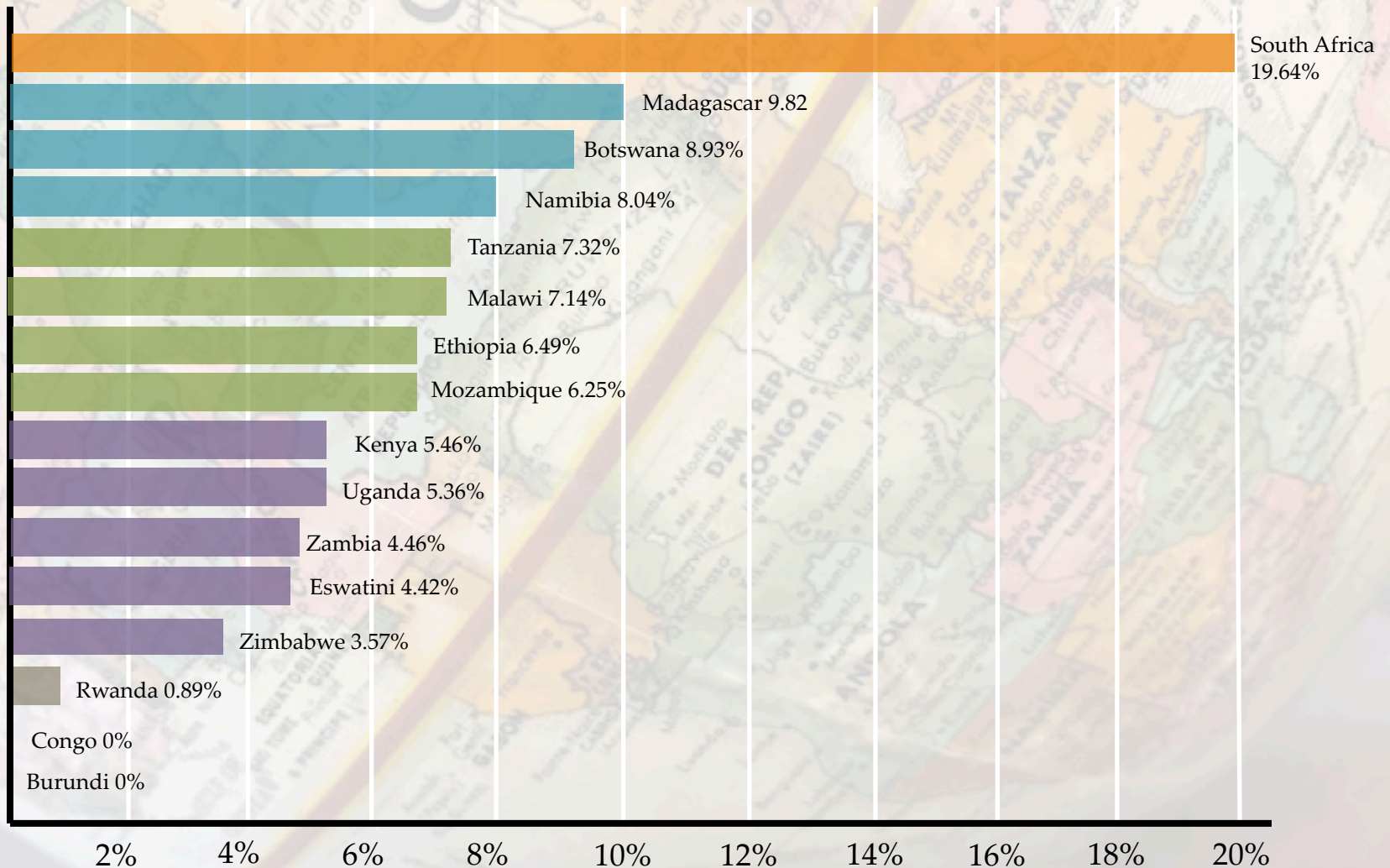
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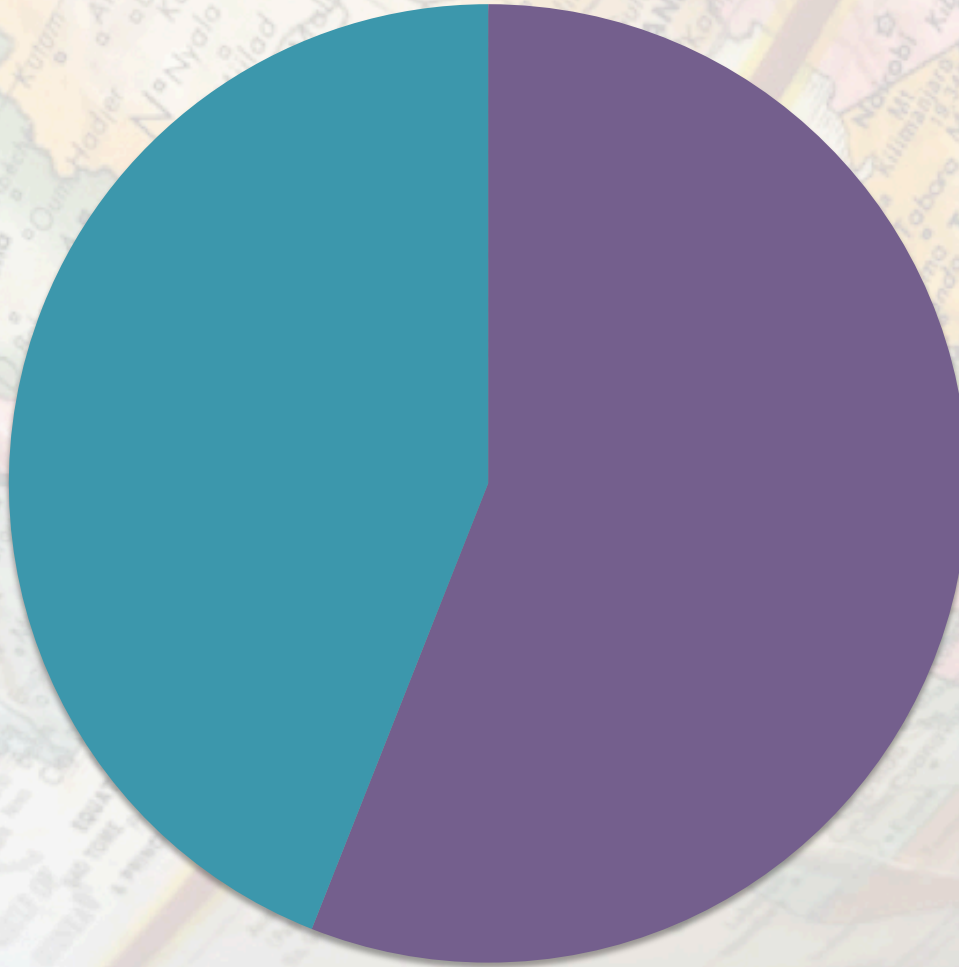
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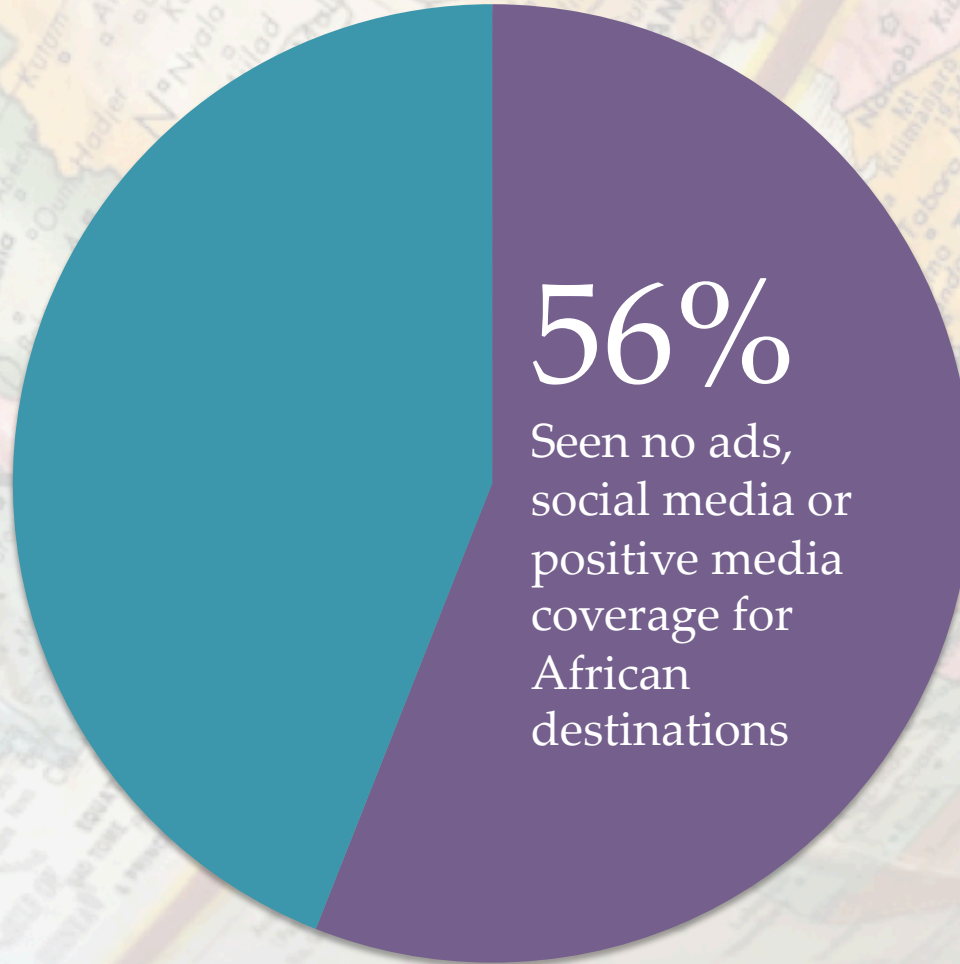
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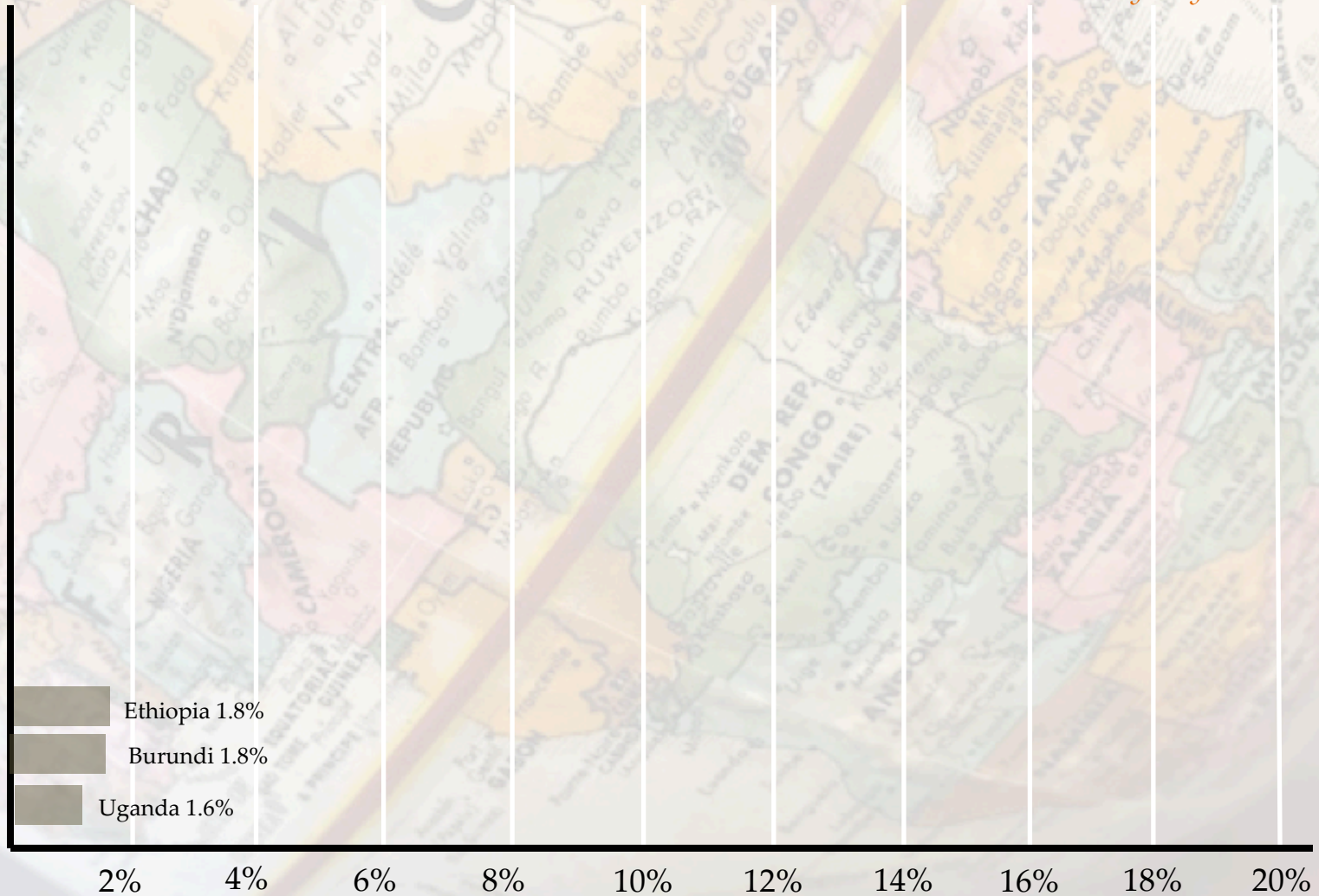
Which have you seen ads, social media posts or positive media coverage about in the last 6 months? *(Tick as many as you like).*



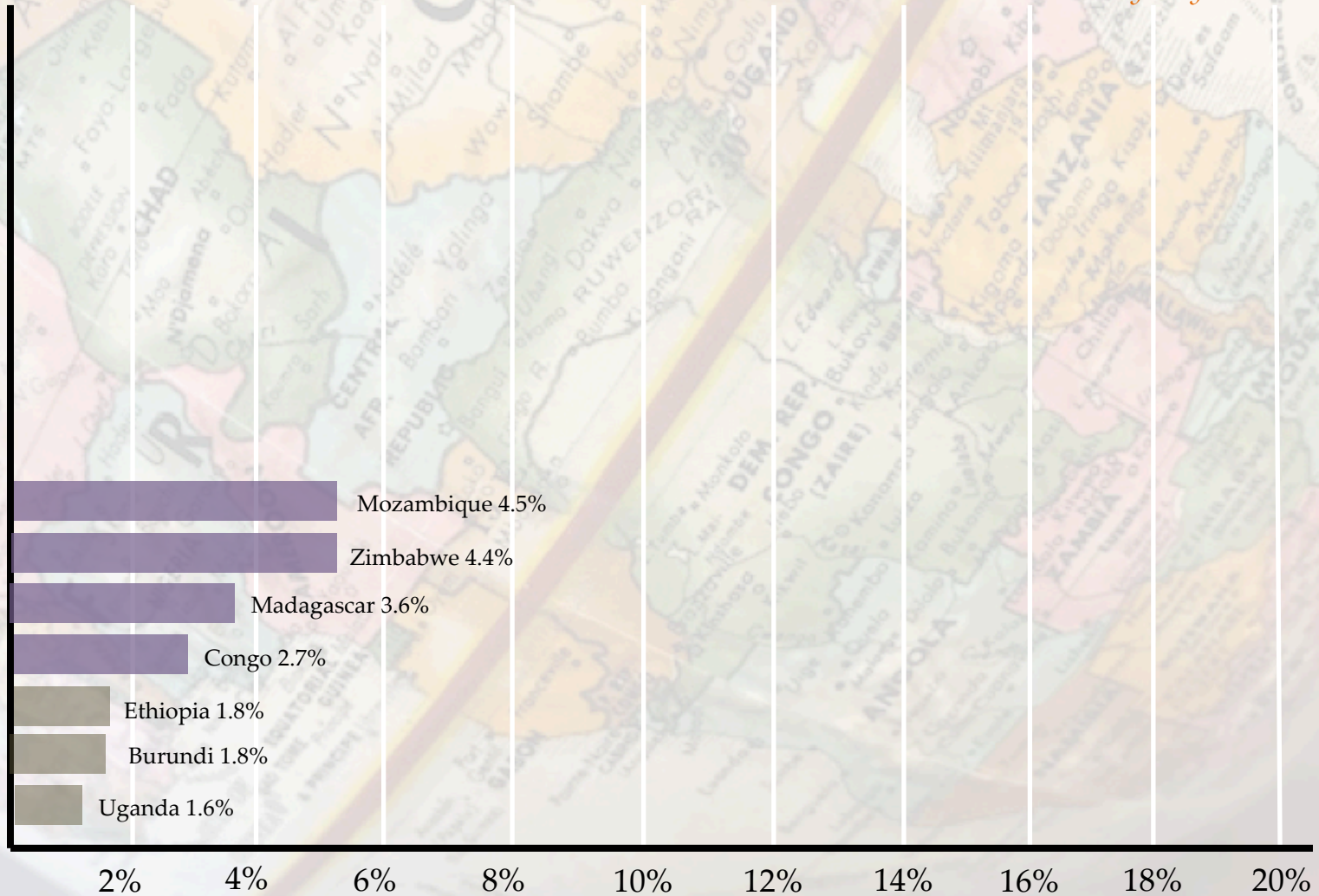
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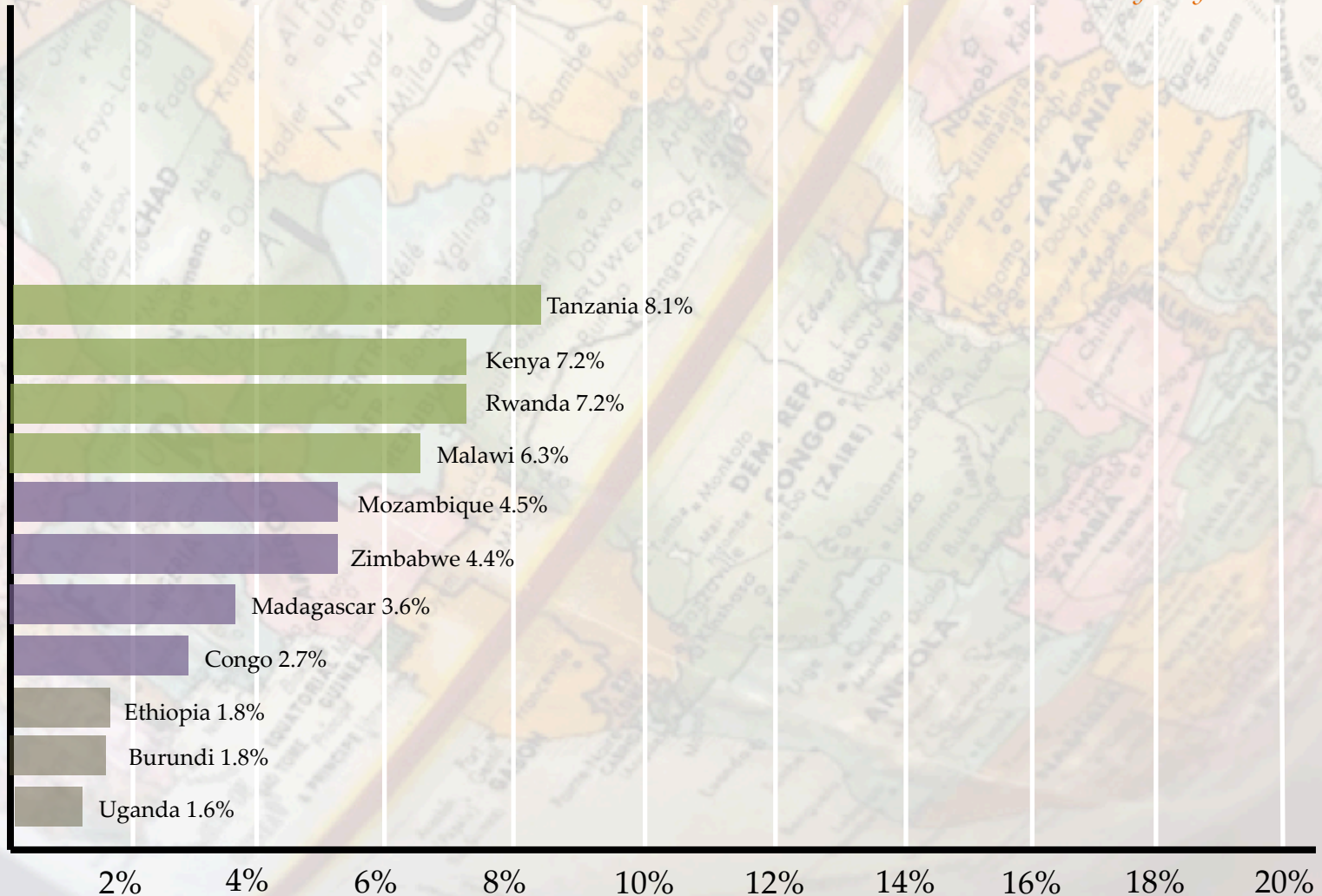
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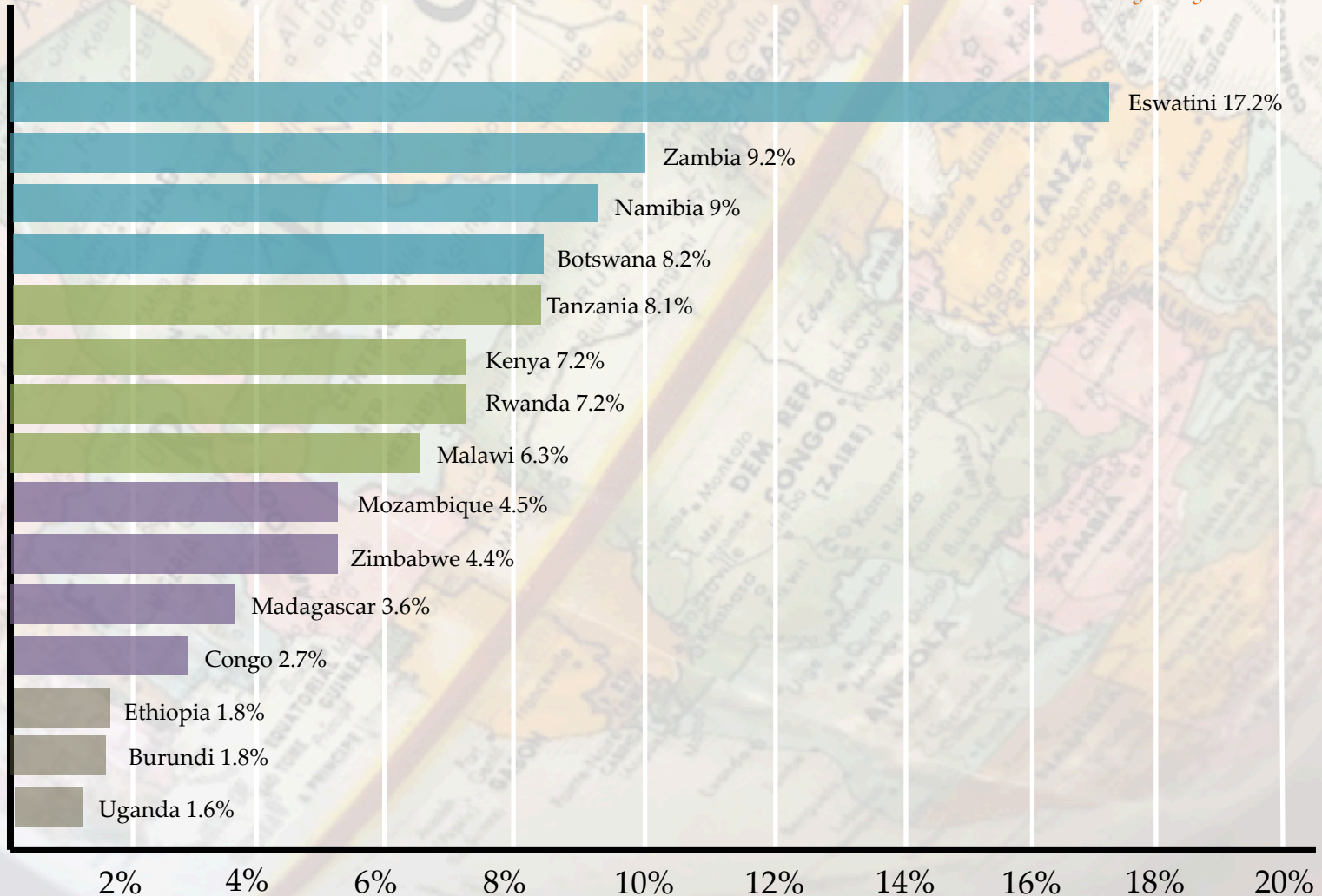
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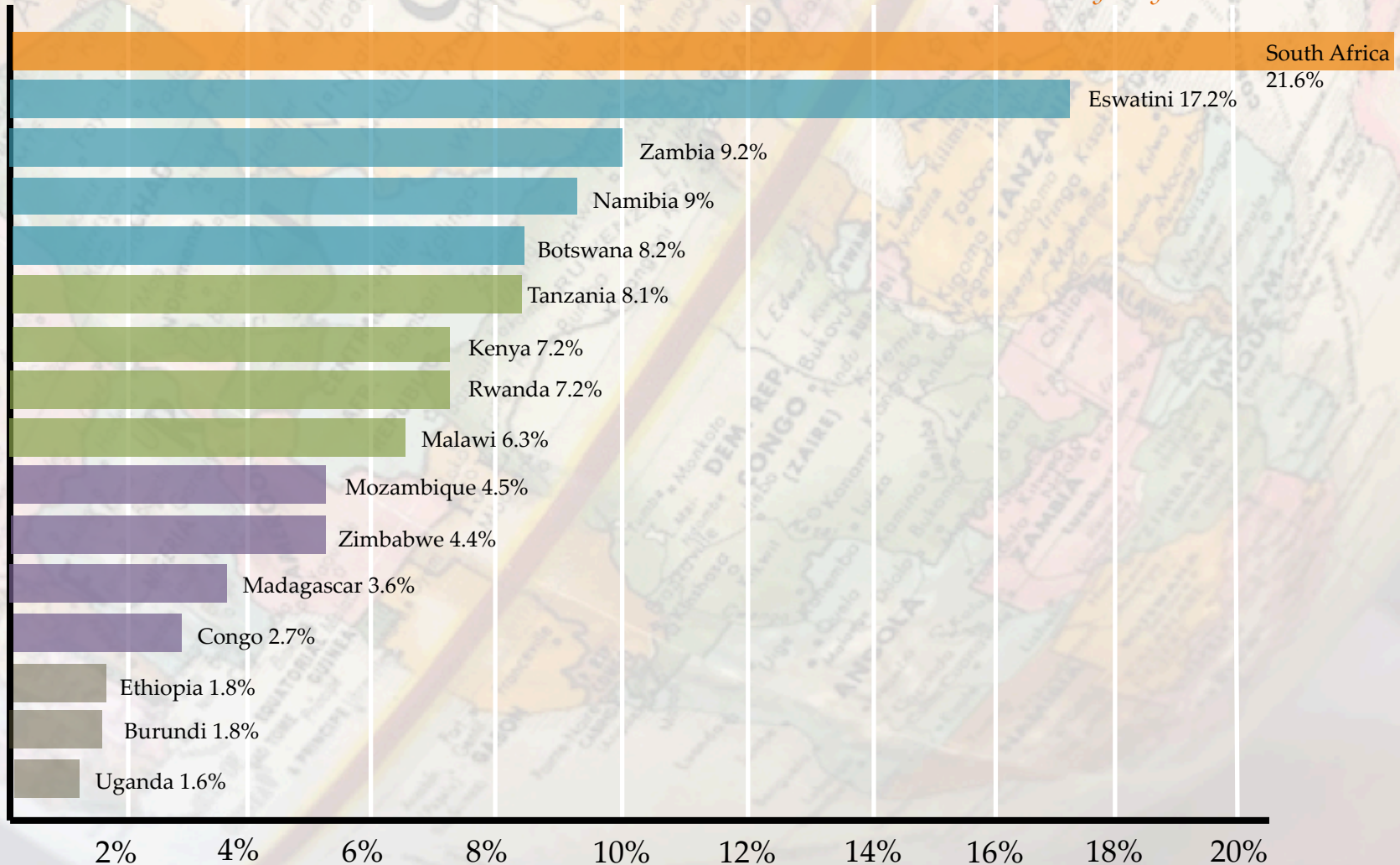
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