



Kamageo

AFRICAN DESTINATION MARKETING

# CONSUMER WATCH

Attitudes to Africa Travel

*Phase 3 / October 2020*



Results of the 3<sup>rd</sup> phase of our on-going UK consumer survey in, conducted during October 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.



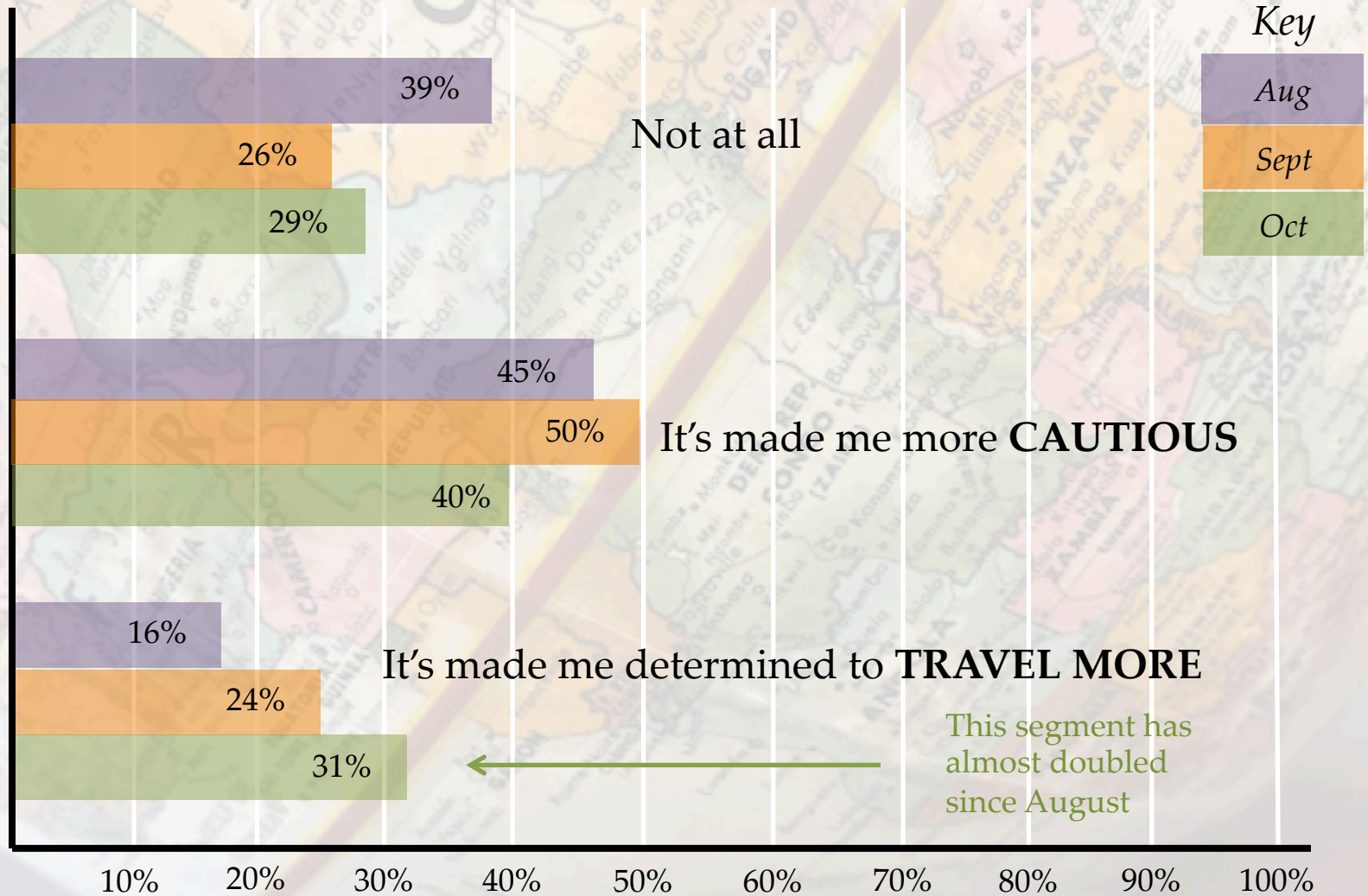
All participants have either previously travelled to Africa or on a wildlife related long-haul trip, elsewhere.



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

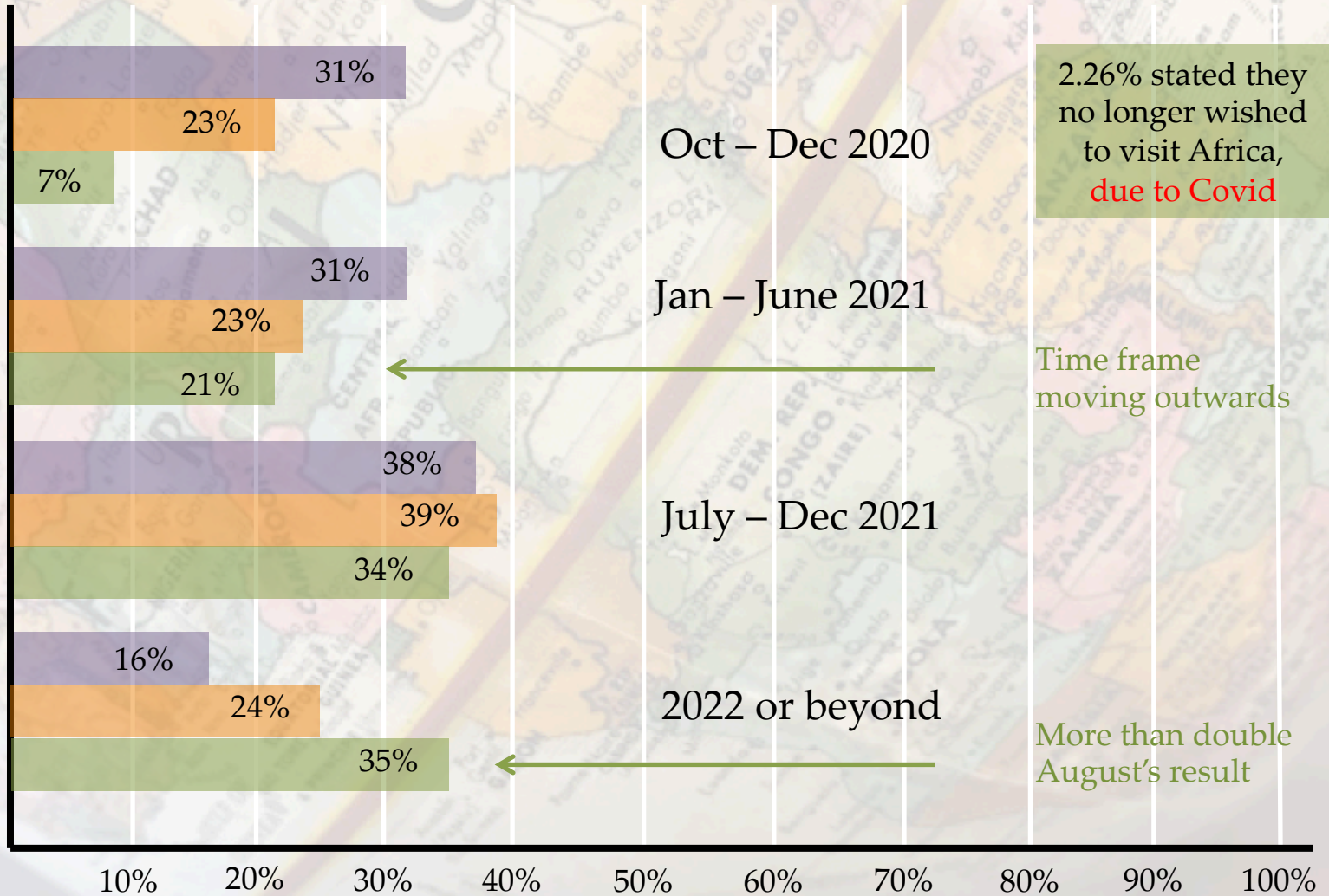
Q1 - Has COVID-19  
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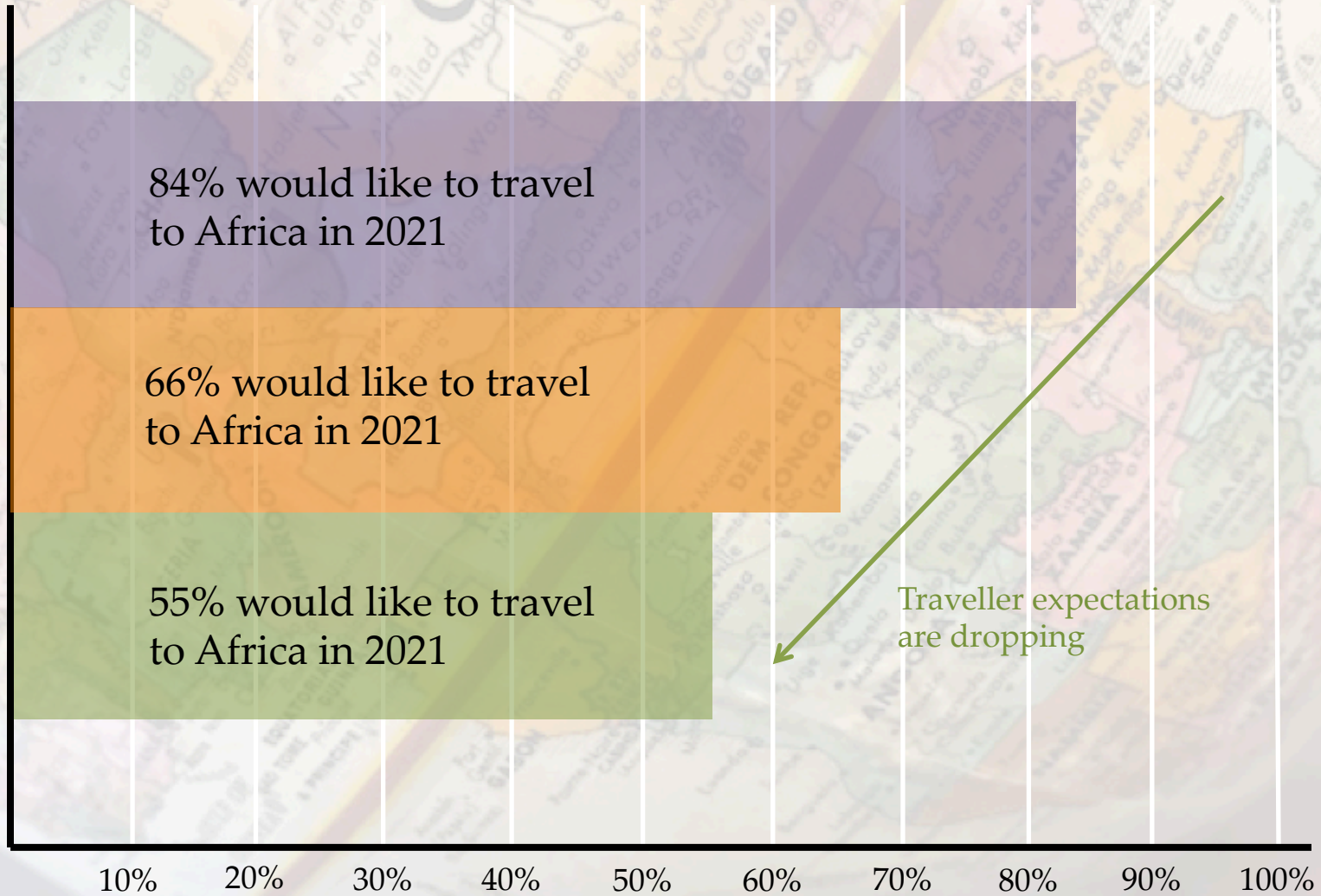


Q2 - When allowed,  
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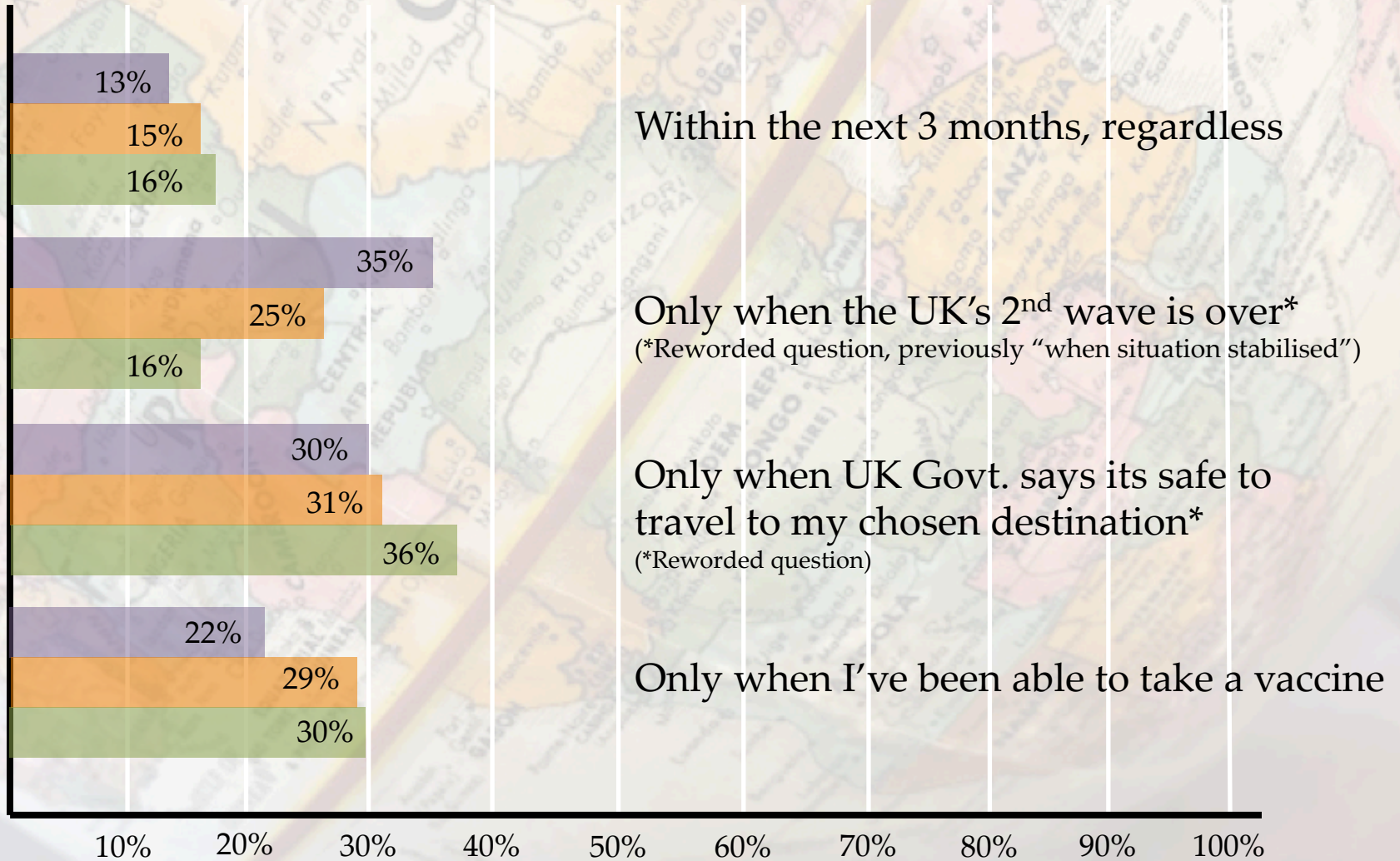
## Q2 - When allowed, how soon would you like to visit/revisit Africa?



Q3 - How soon would  
you look to book a trip  
to Africa?

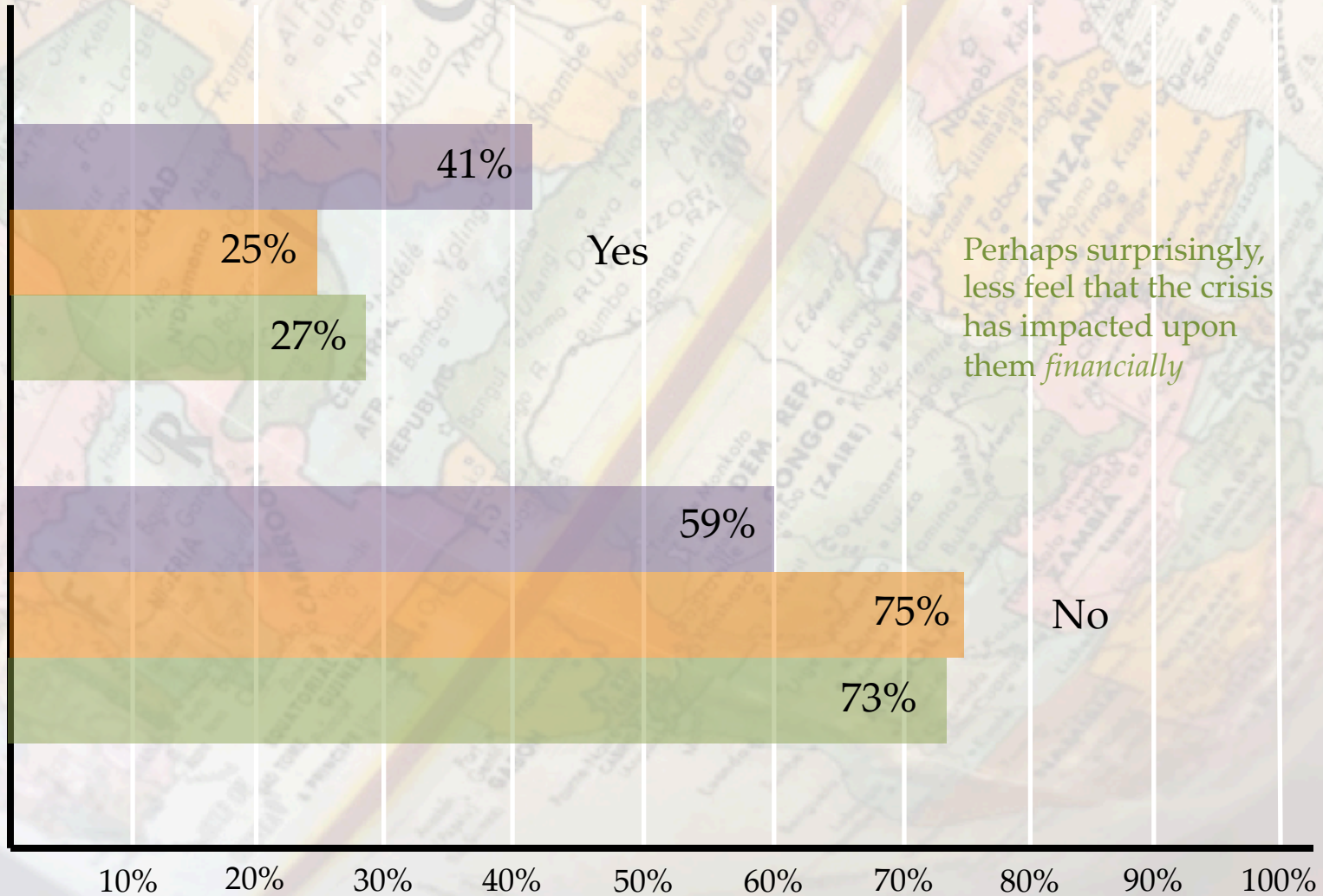


## Q3 - How soon would you look to book a trip to Africa?



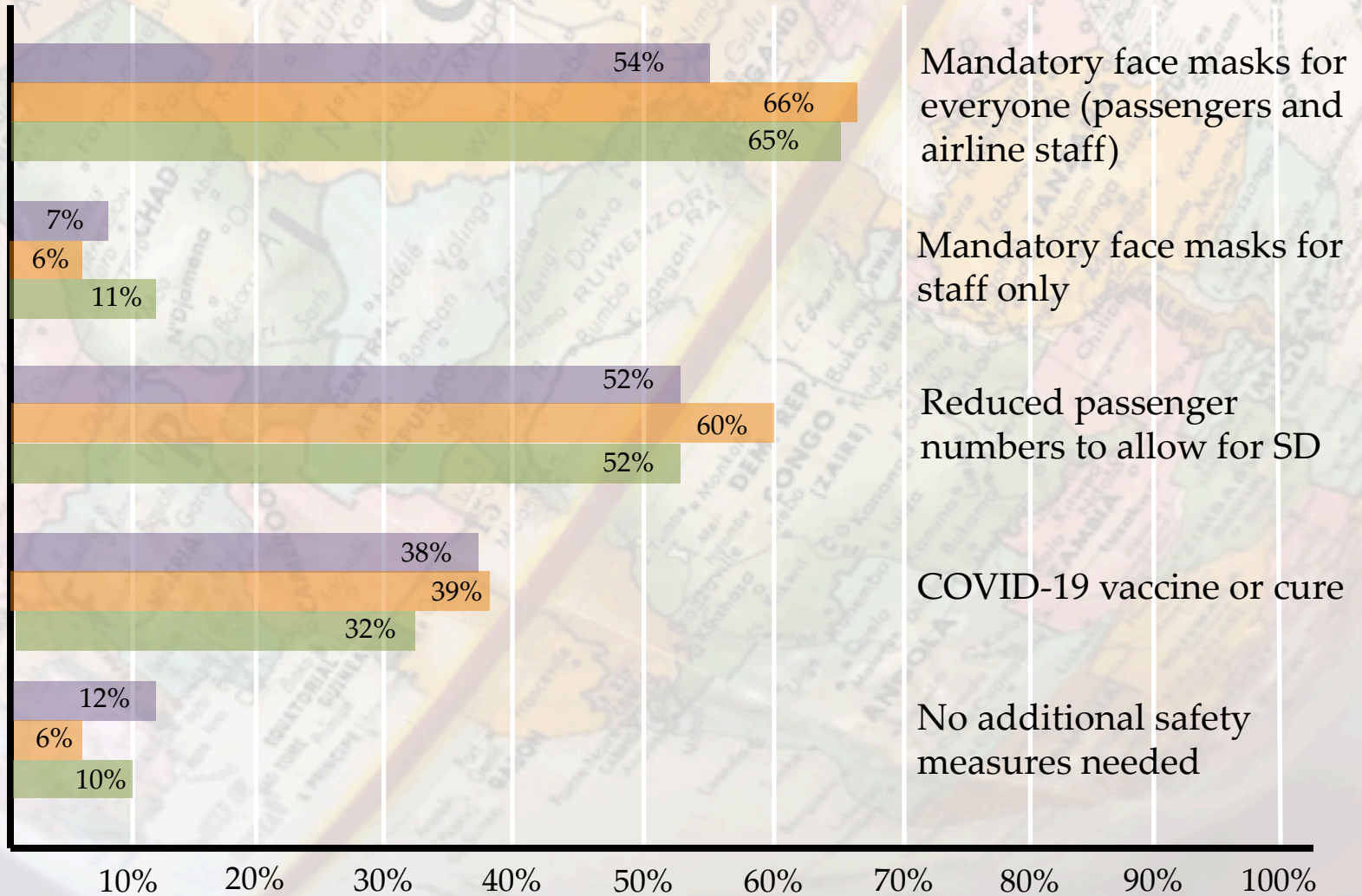
Q4 - Has COVID-19  
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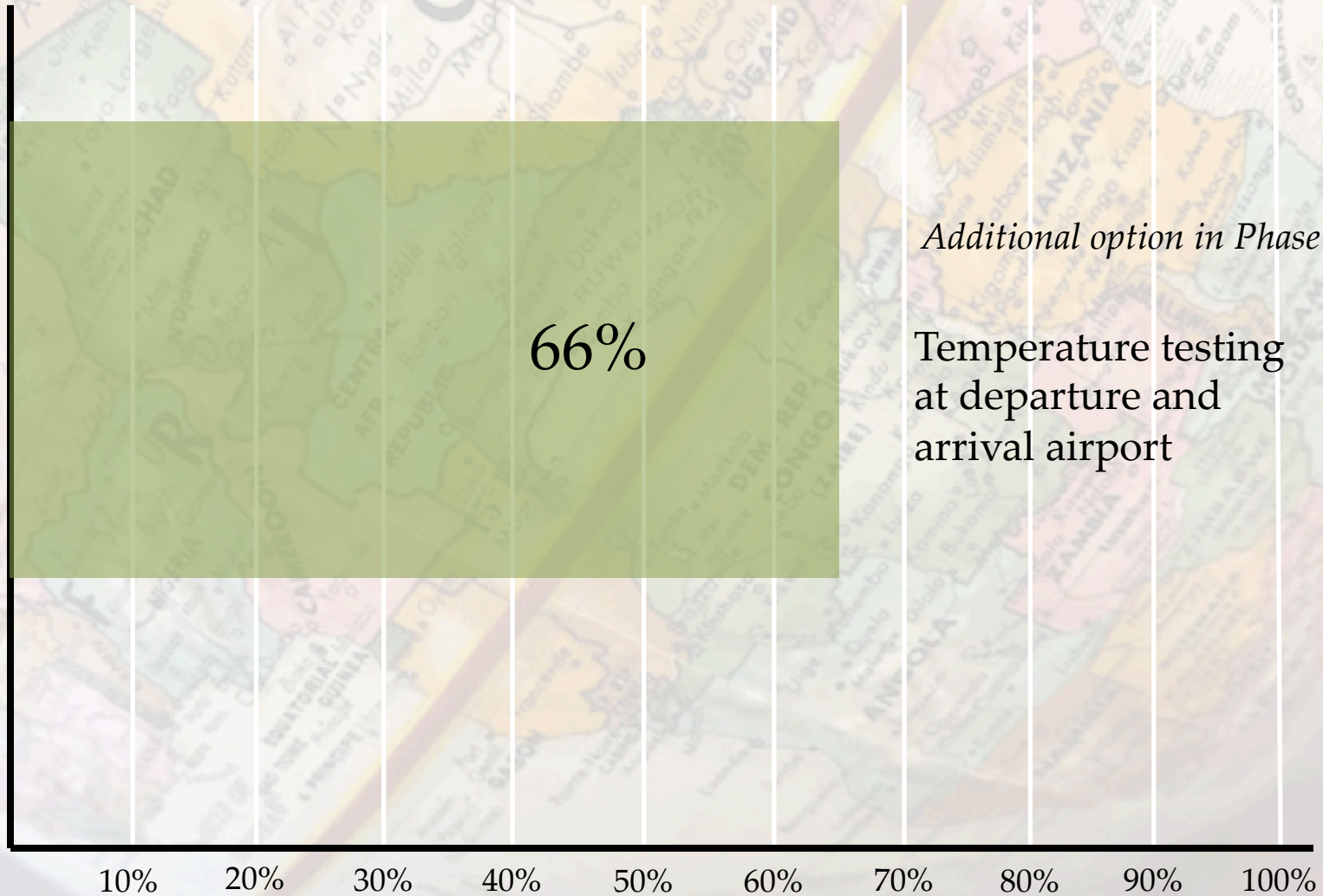


**Q5 - When flying to Africa, which safety measures would you like to see on board?**

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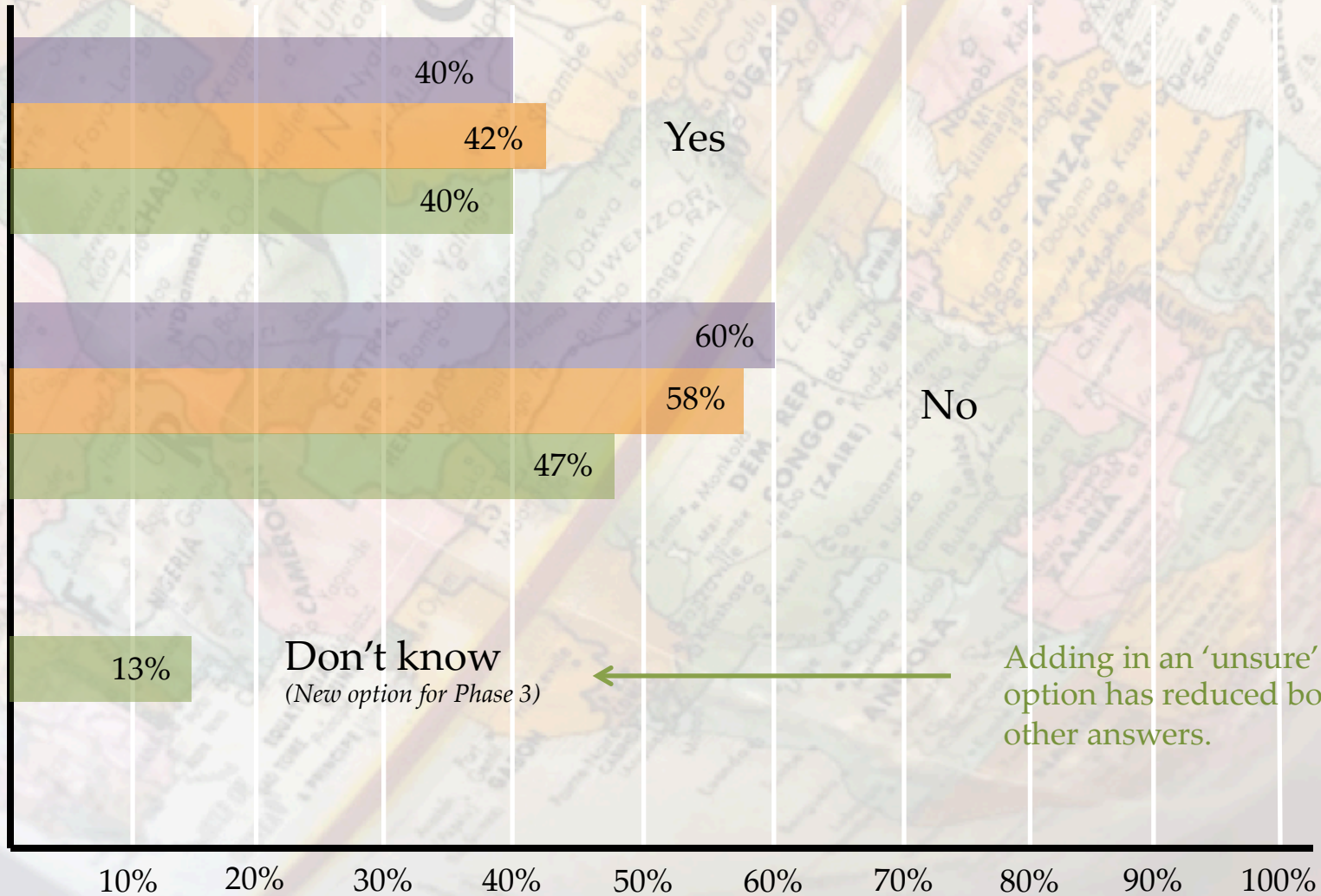


## Q5 - When flying to Africa, which safety measures would you like to see?



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

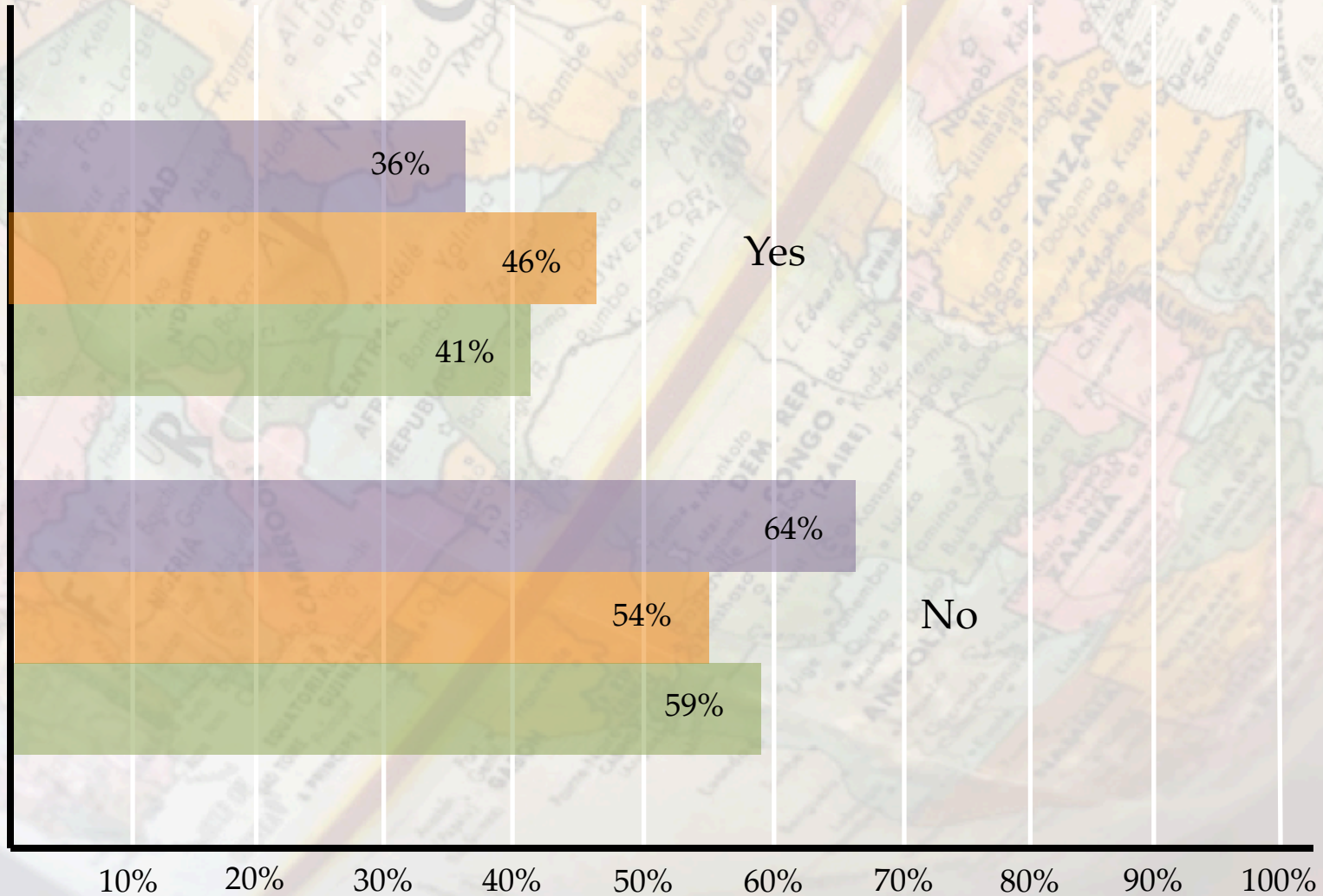
Q6. Would you travel to Africa knowing that you may need to quarantine?





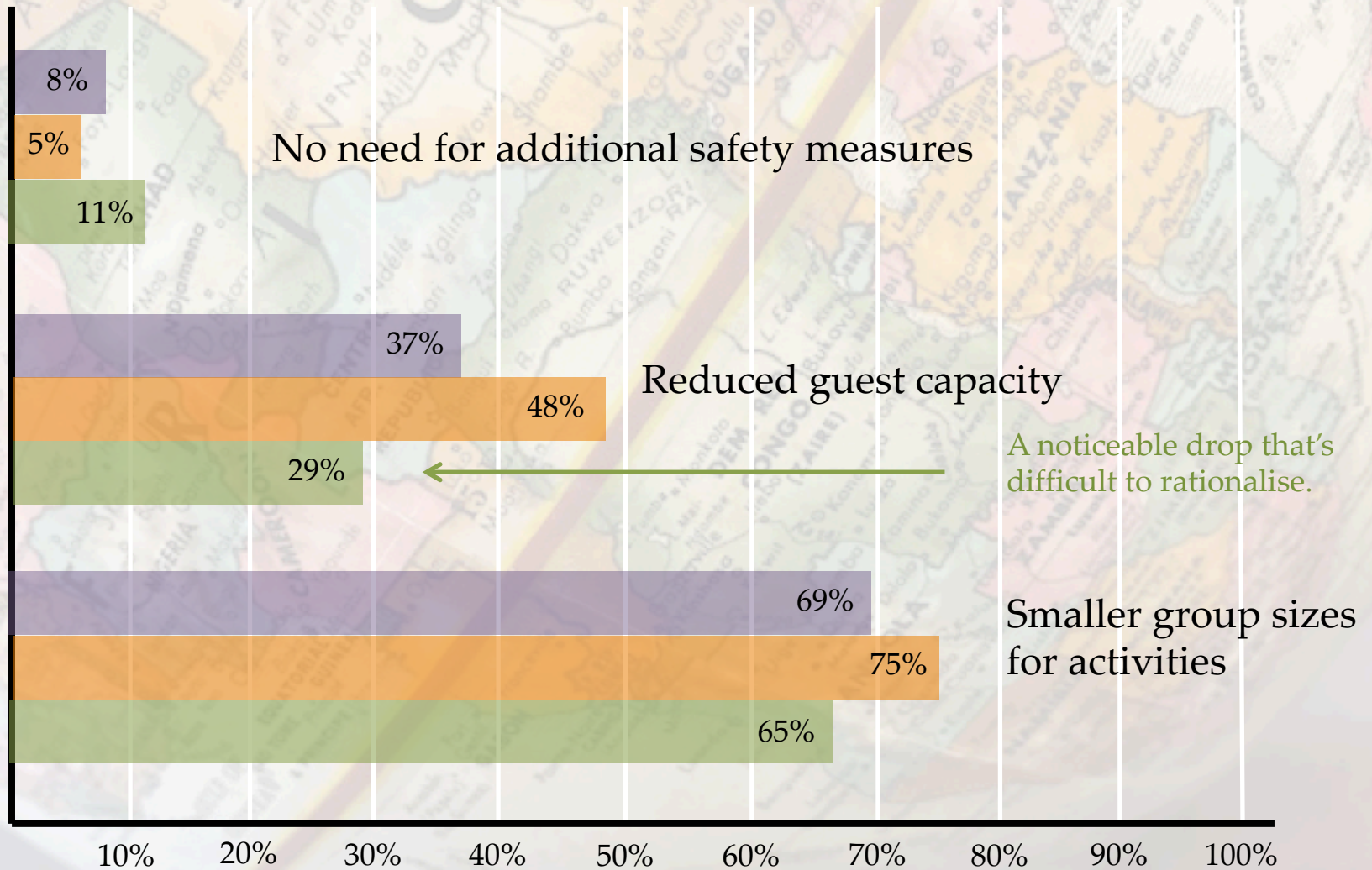
**Q7. Should guests wear face masks on game drives, boat trips and walking safaris?**

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

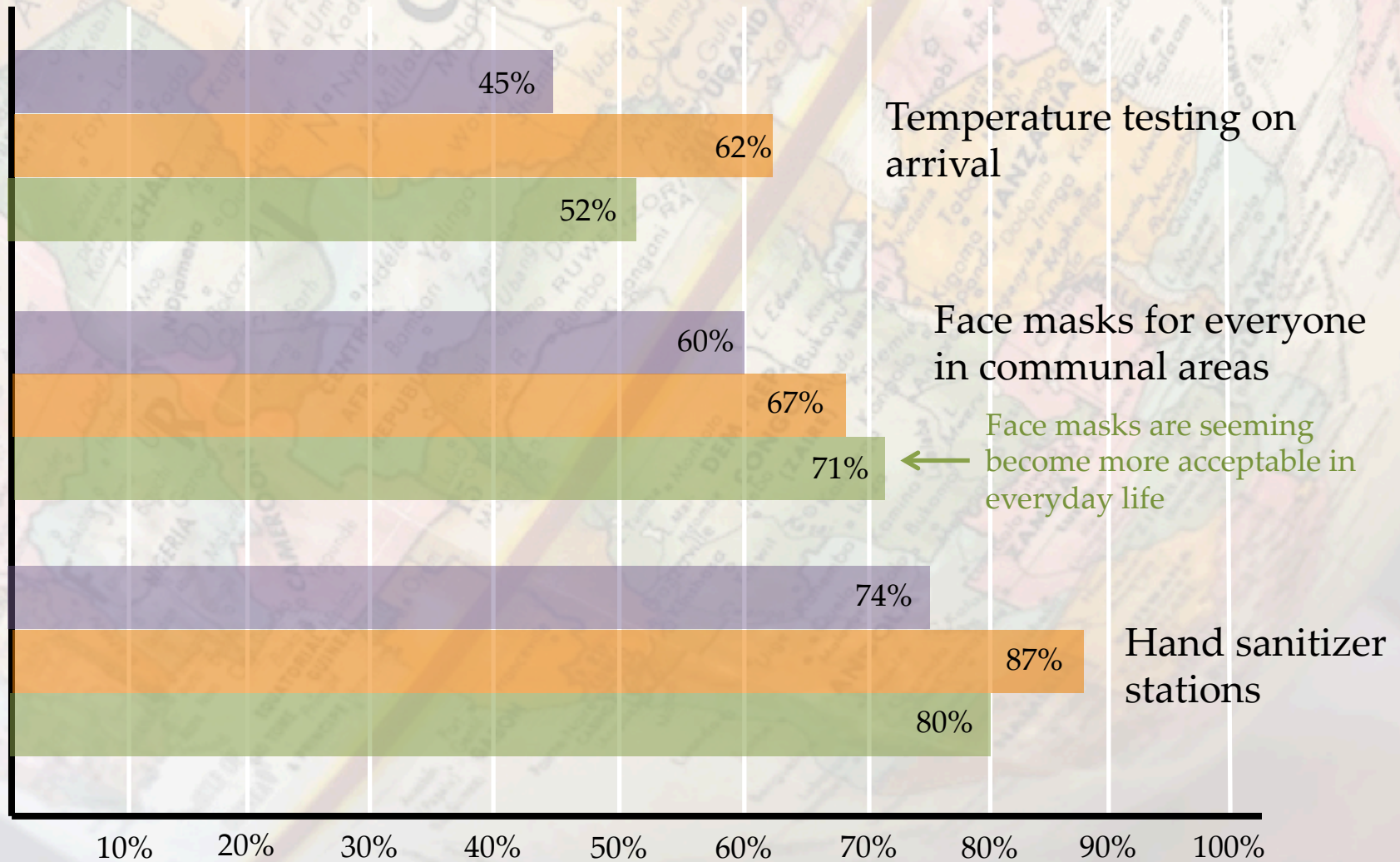


Q8. What safety measures would you expect to see at your camp / lodge / hotel?

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

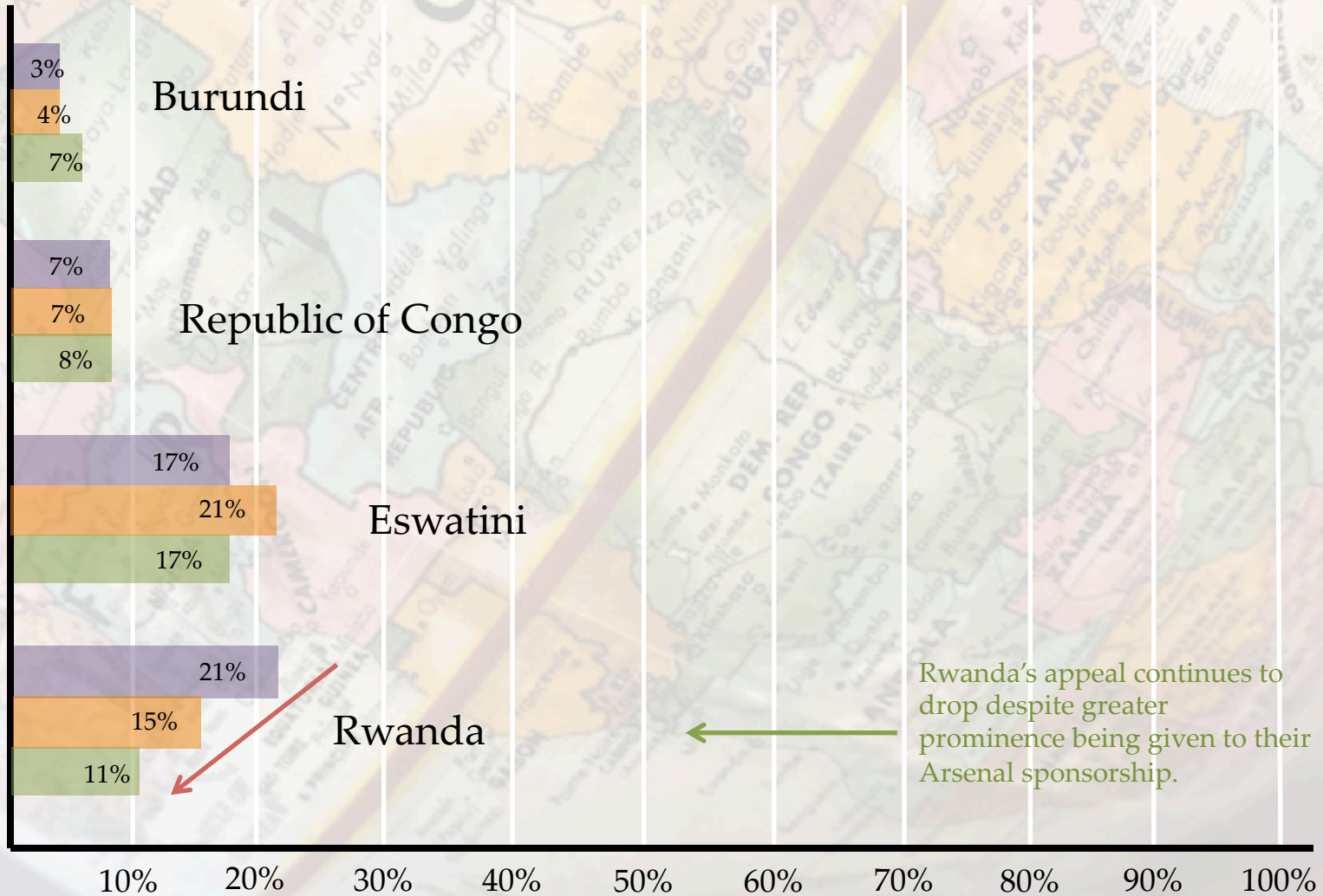


## Q7. What safety measures would you expect to see at your camp/lodge/hotel?

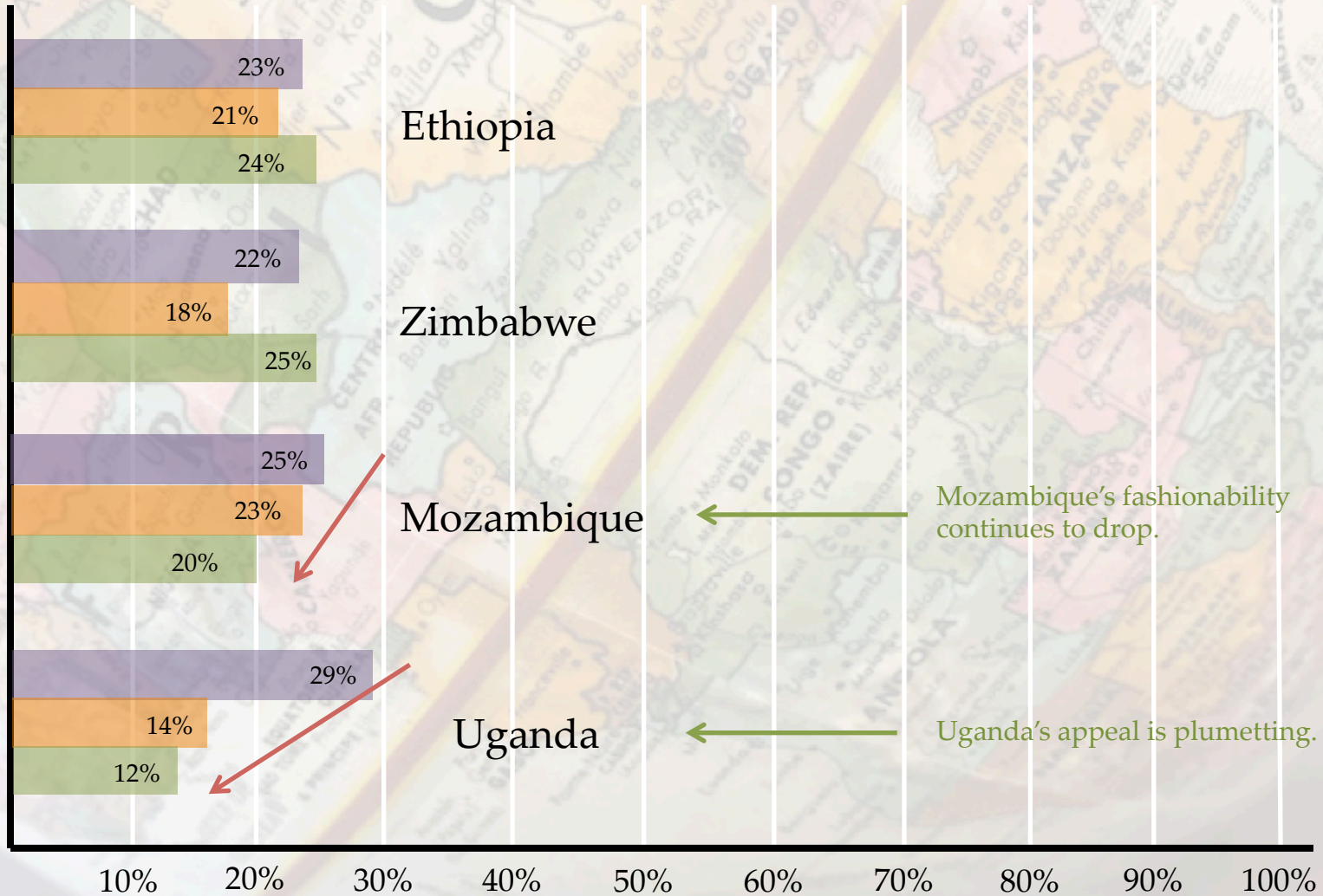


Q9. Where in Africa  
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# Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*

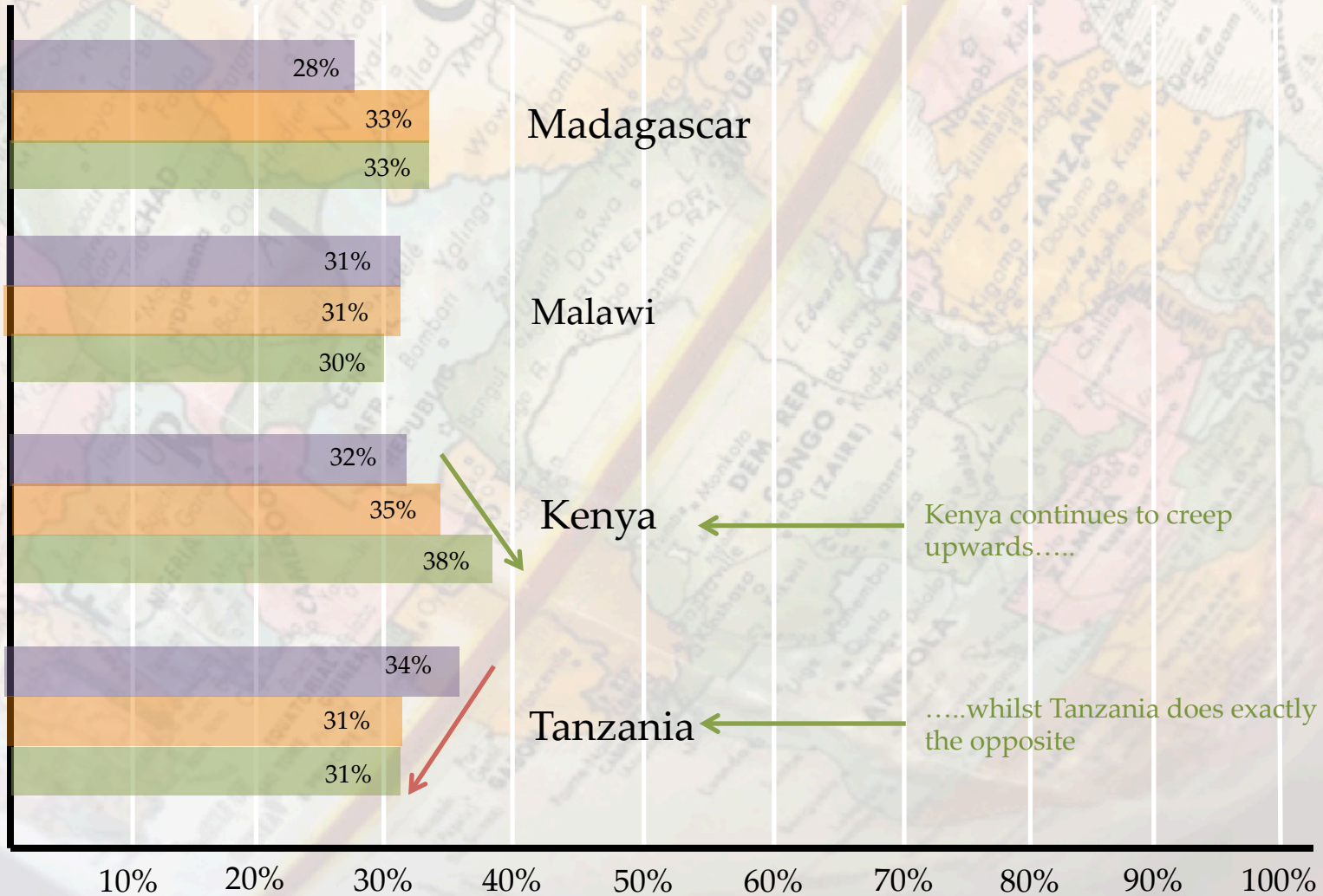


# Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*

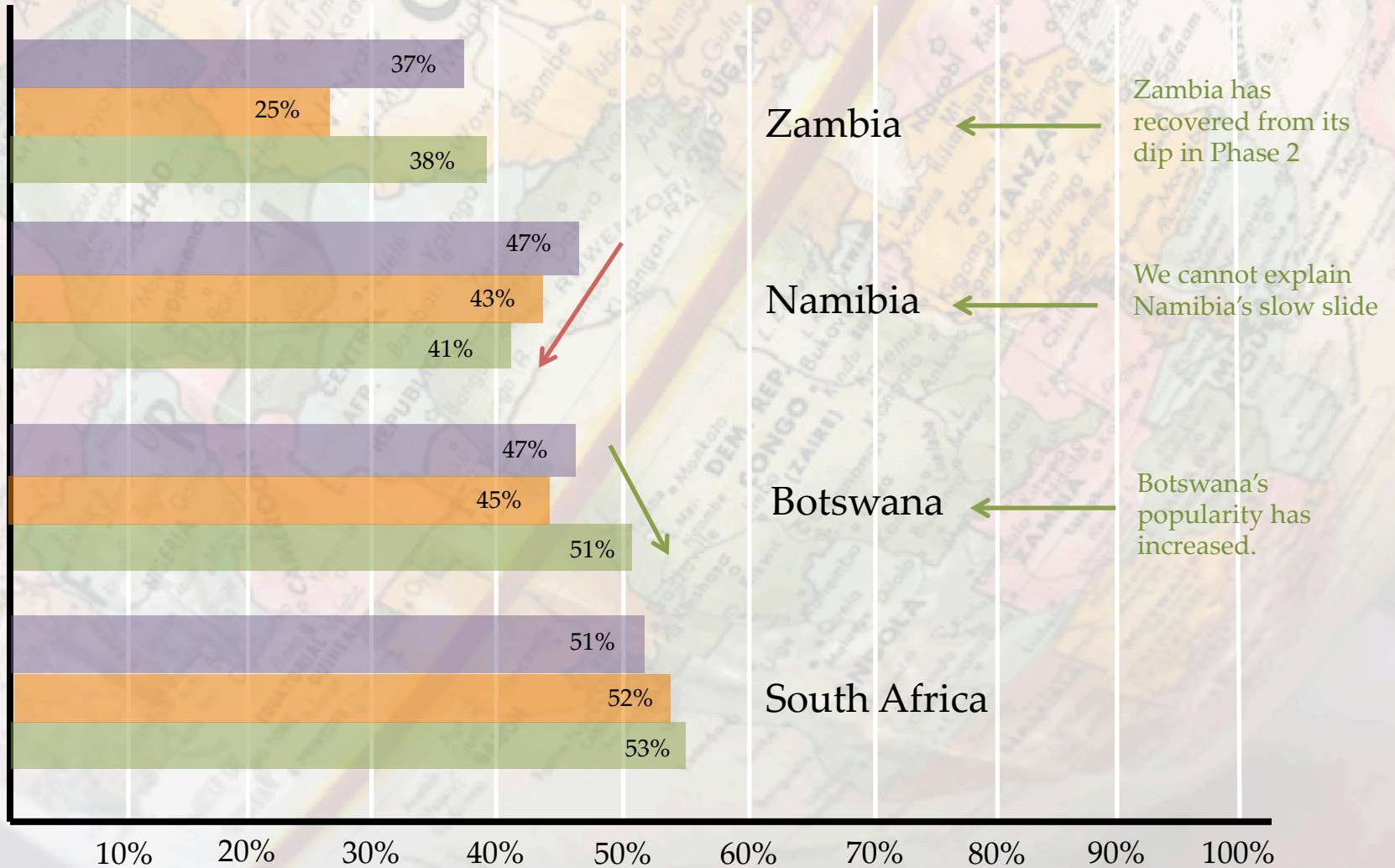




# Q9. Where in Africa would you like to visit/revisit next? *(Multiple answers)*



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