

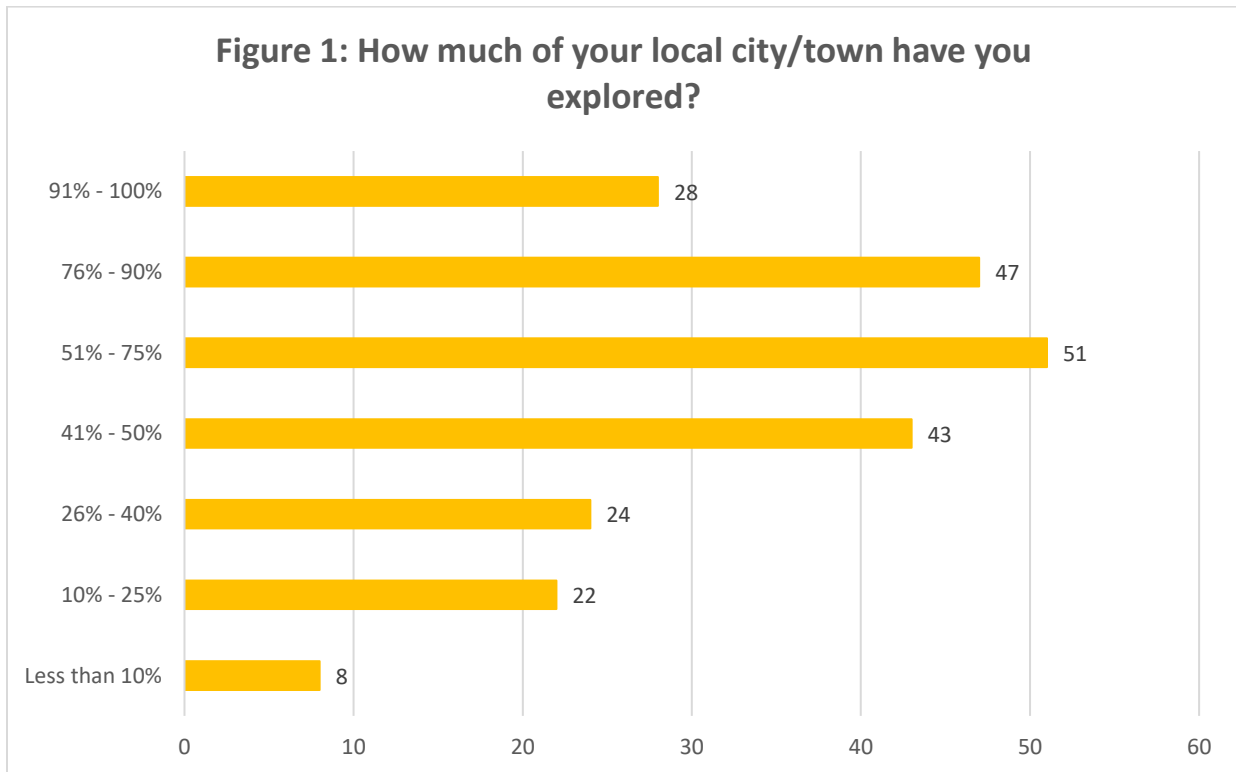
**South African Tourism Trends**  
**Survey Results**  
**September 2018**



## 1. Overview of current report

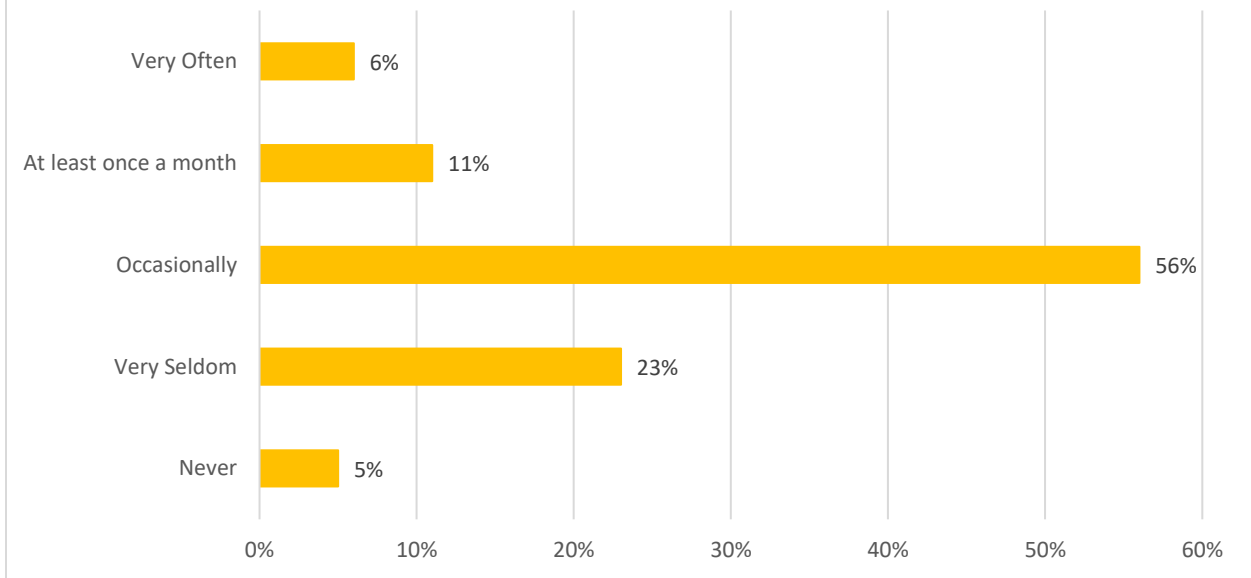
The current report highlights the insights acquired from the AA 'Tourism' survey. The results presented below showcases the respondent's preferences regarding local and international travel destinations.

## 2. Results



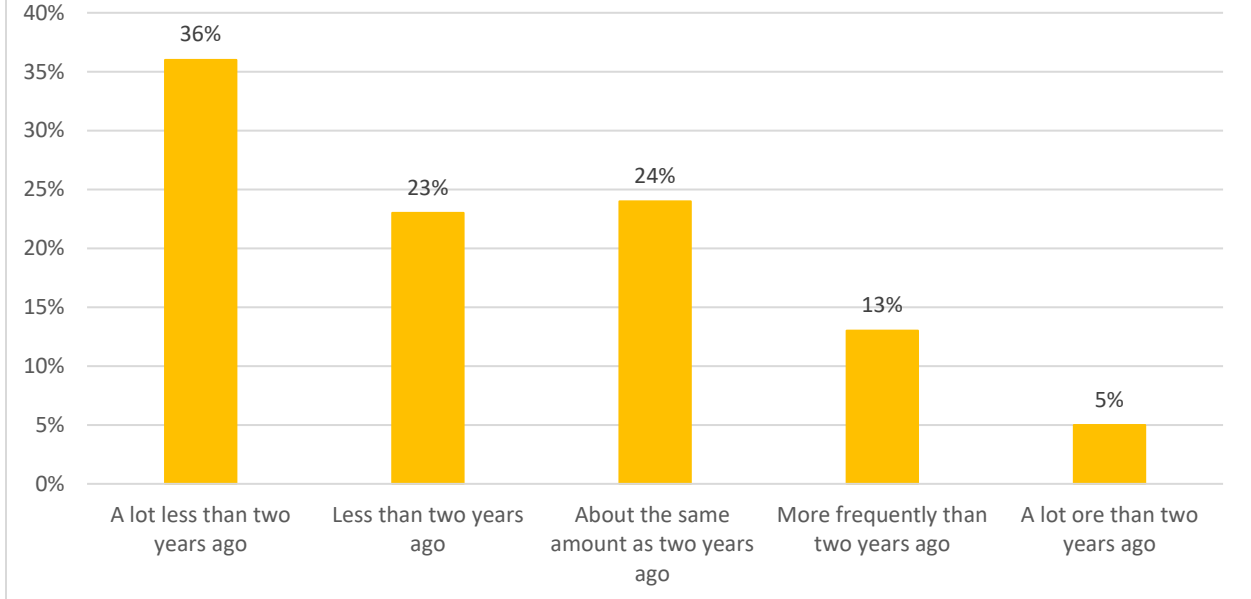
Sample: 223

**Figure 2: How often do you visit the local attractions within your area?**



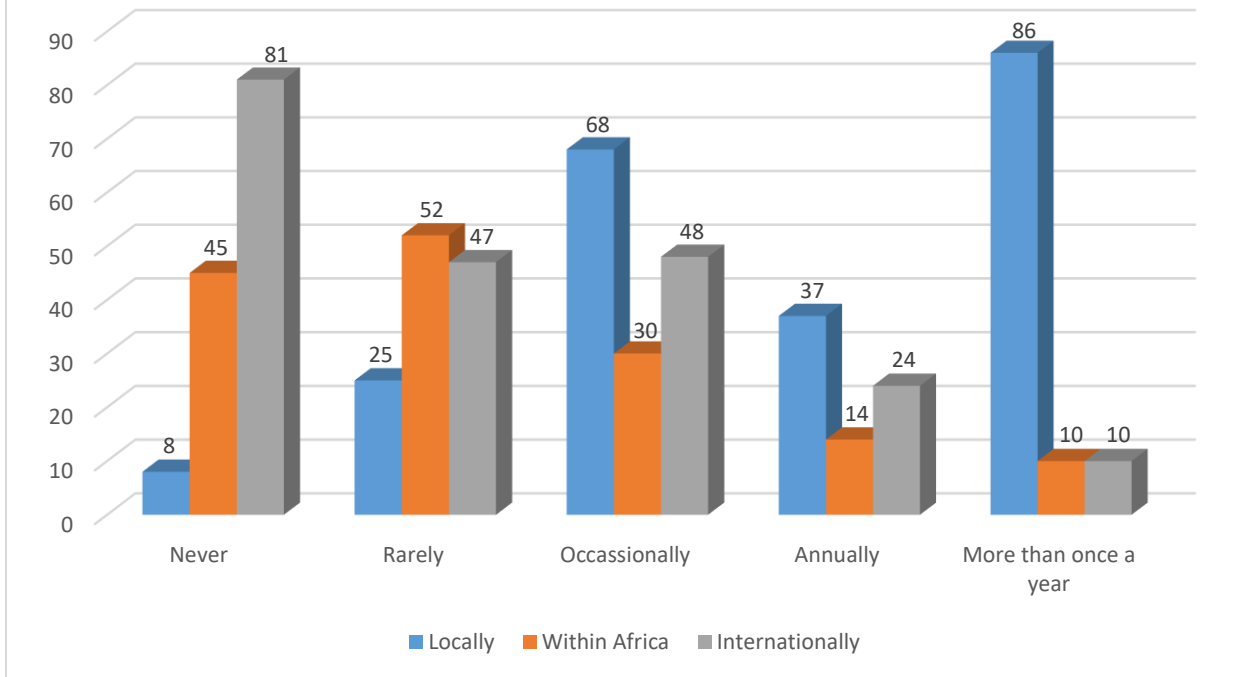
Sample: 223

**Figure 3: How often do you go on holiday compared to two years ago?**



Sample: 224

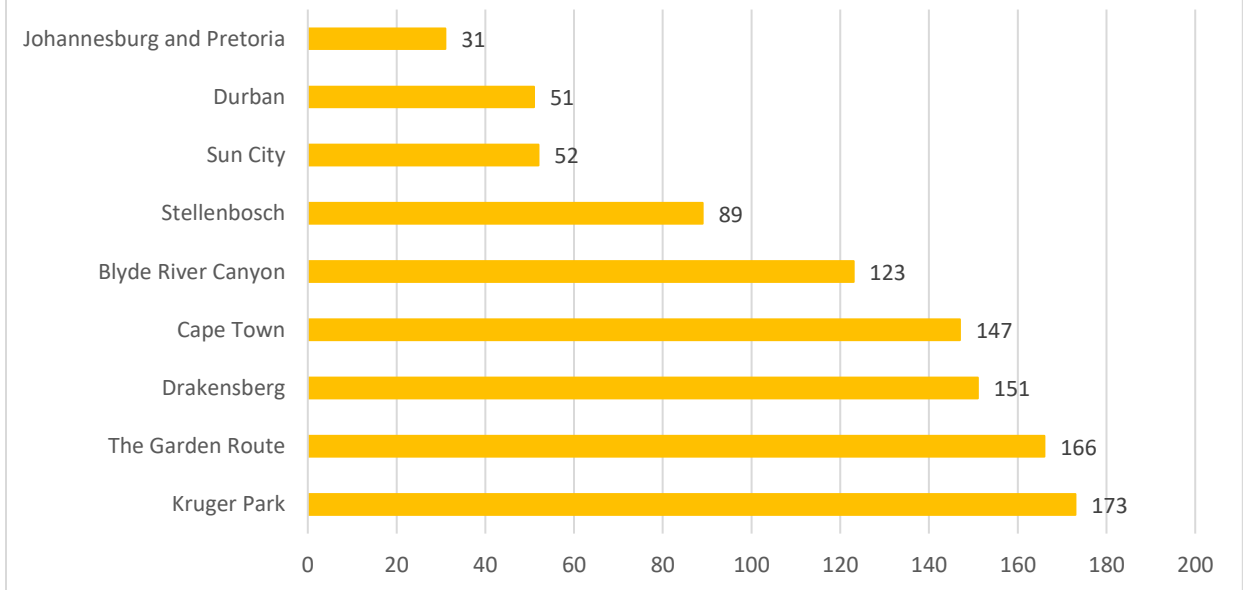
**Figure 4: How often do you travel?**



**Sample:**

Locally – 224 sample size  
 Within Africa – 151 sample size  
 Internationally – 210 sample size

**Figure 5: Popular destinations in South Africa**



Participants were asked what is one thing that a tourist MUST see or do when they visit South Africa?

The word cloud image provides an overview of what was suggested by respondents as things tourists must see/do while in South Africa:



Table 1: Top 3 things for tourists to see/do in South Africa

What to see/do	Frequency	Description
Game Reserve/Bushveld	86	Majority of respondents suggested tourists go to a Game Reserve to experience the bushveld, with 31 respondents specifically mentioning the Kruger National Park
Cape Town	59	Cape Town was the second most popular suggestion for tourists to visit with 22 respondents suggesting tourist go to Table Mountain while in Cape Town
Garden Route	6	There was a tie for third with between the Garden Route in the Eastern Cape and the Drakensberg Mountains
Drakensberg	6	

Participants were asked what is the one thing to see or do in South Africa that is on your bucket list?

