

A high-angle, top-down photograph of a person's legs and feet as they walk on a metal escalator. The person is wearing green cargo pants and white high-top sneakers with white laces. A large, brown leather bag with a top handle and a shoulder strap is positioned next to them. The escalator has a yellow safety stripe. The background is slightly blurred, showing the interior of the escalator shaft.

Kaya 959

Code Switchers x

Travel & Leisure

November 2022

Code Switchers x Travel & Leisure

From the 24th of October to the 8th of November, Kaya 959 surveyed its audience on their travel and leisure practices to determine top travel trends and behaviours amongst Code Switchers. The survey probed listeners on their preferences for local and international travel, preferred holiday types, travel planning options and expenditure. Listeners were surveyed online via Kaya 959 social media platforms.

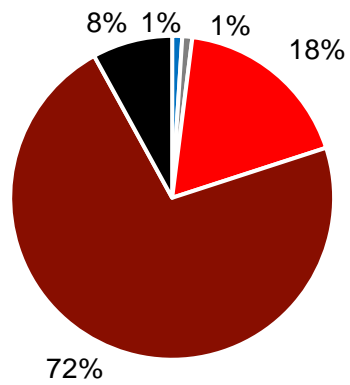
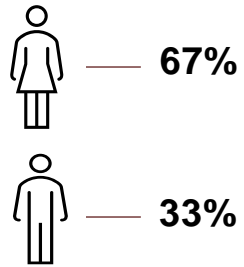
Executive Summary

Total sample: n=1459

Overall, there is a massive back-to-travel boom amongst Code Switchers. With lighter restrictions and seemingly new ways to manage the pandemic, travel is back on the cards with our listeners and their confidence for travel is growing. Understandably, there is most likely an emergence of ‘catch-up travellers’ – Code Switchers are making up for holiday experiences that they have missed out on in the past two years.

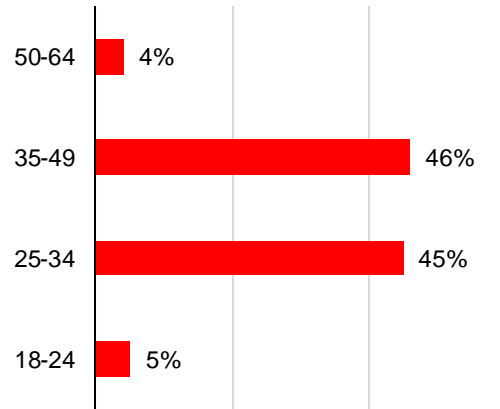
Majority of Kaya listeners can be classified as travellers. Most travel for leisure up to two times annually. Families are a priority for Code Switchers which is why most prefer travelling in groups, particularly with their families, friends, spouses and children. Travel is always top of mind, so they plan and budget ahead of time for the most part. It would thus be beneficial for clients to ensure that their brands are top of mind when Kaya listeners are planning for their trips. Most are local travellers and have an appetite for exploring South African sights and scenery. However, they also largely aspire to travel abroad.

DEMOGRAPHIC PROFILE

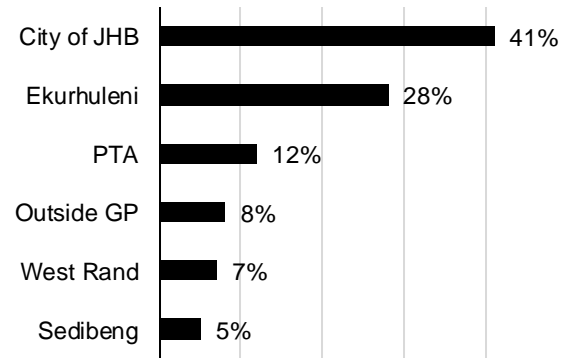


- Baby Boomers: born 1946 to 1964
- Generation Jones: born 1956 to 1964
- Generation X: born 1965 to 1980
- Millennials: born 1981 to 1996
- Generation Z: born 1997 to 2012

Age



Location



TRAVEL BEHAVIOUR





Code Switchers x Travelling



86% are travellers

Local travel is more prominent amongst Code Switchers (77%). 9% are international travellers.



They travel every year

The majority relatively take travel breaks up to two times annually.



They travel in groups

48% prefer travelling with their families. However, traveling with friends, spouses/partners and children are also rated quite highly.



No physical restrictions

99% have no disabilities that would affect their travel arrangements.



They fly to their destinations

More than half have respectively flown to their travel destinations up to two times.

They take precautionary measures and budget well ahead of time for their vacations



Saving is Key



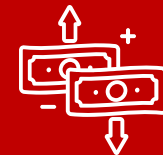
68% of our listeners save and budget a few months ahead of a trip.

They leverage on promotions



44% of them take advantage of promotions and/or discounts.

They Take Travel Insurance



Most prefer comprehensive insurance options when travelling.

Level of Cover Varies

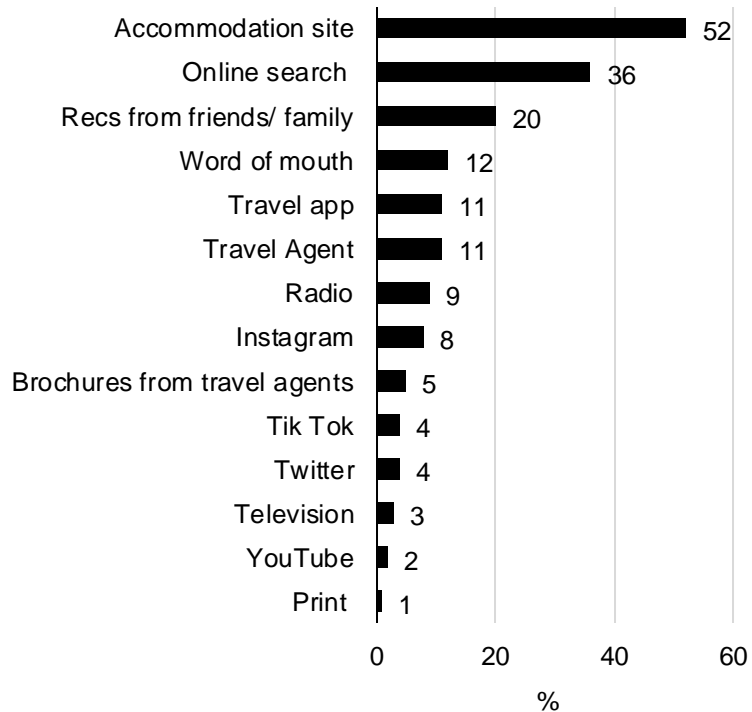


The most preferred level of cover varies between entry level and premium benefits, depending on the destination.

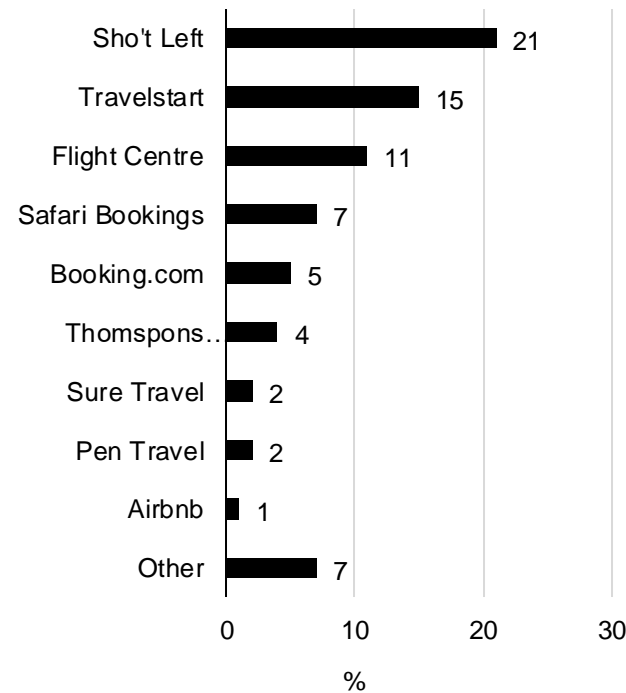
Sources Consulted Before Booking a Holiday

Our audience prefers to look for accommodation and book directly with them. They also conduct online searches and receive recommendations from family and friends. Marketing holiday packages and sites with Kaya listeners would ensure that brands remain top of mind, which subsequently creates a pathway for word-of-mouth recommendations. 11% have used travel agencies, mainly Sho't Left, Travelstart and Flight Centre. More than a third have not used travel agents before, which presents a potential market to sway for travel agencies.

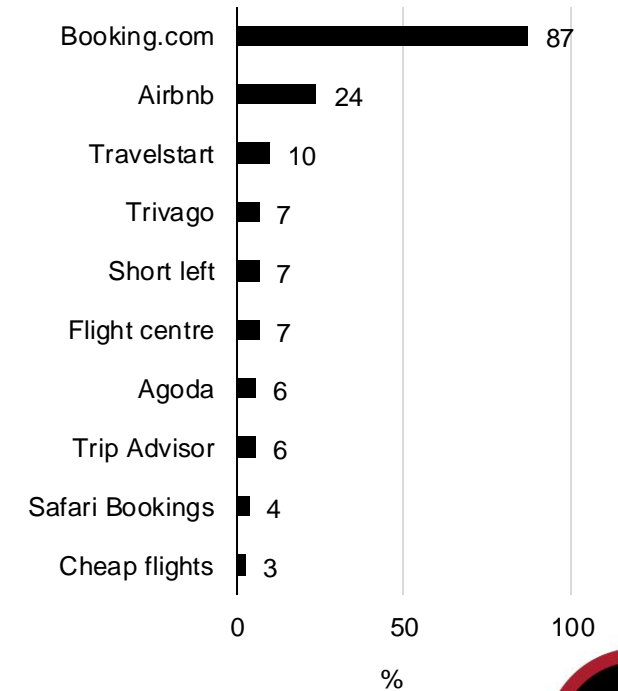
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Travel Agencies Mostly Used (11%)

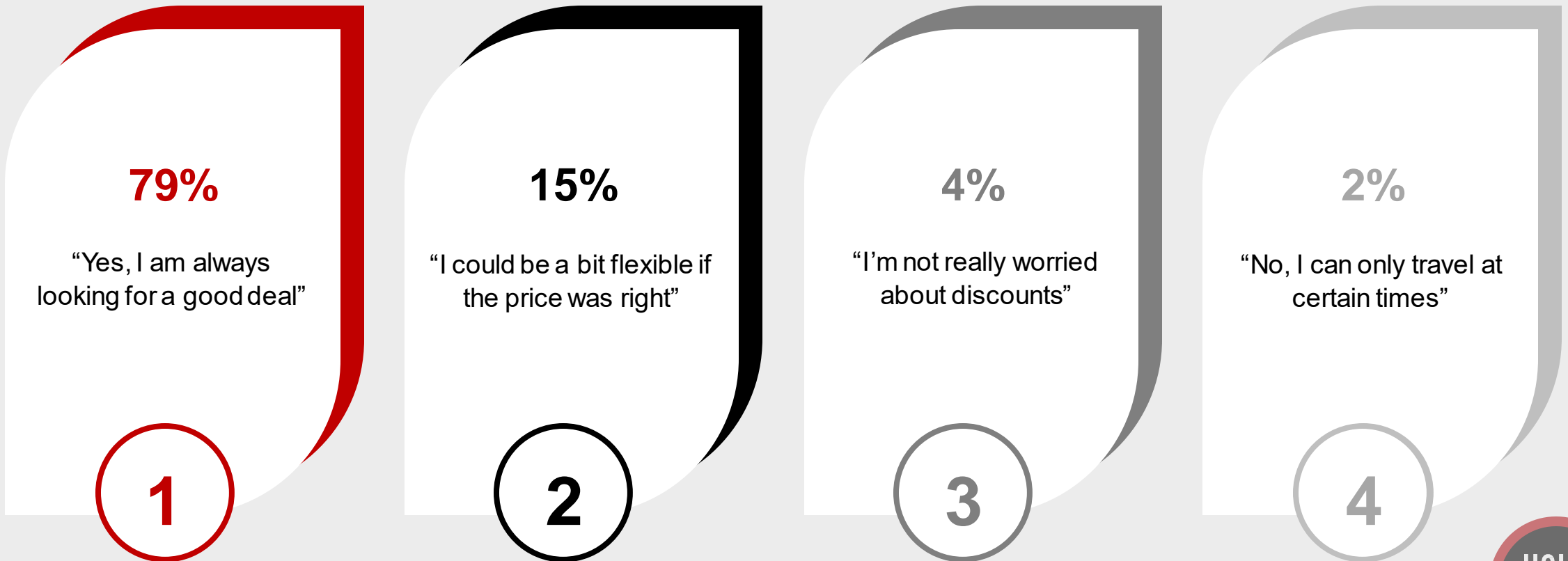


Commonly Used Mobile Travel Apps (11%)



Our listeners' bookings are not dependent on discounts available from travel agents

Our listeners can spot a good travel deal and are always in search for one. However, they do not specifically wait for discounts before making a holiday booking. They are also quite open minded and flexible when it comes to the pricing of holiday packages.

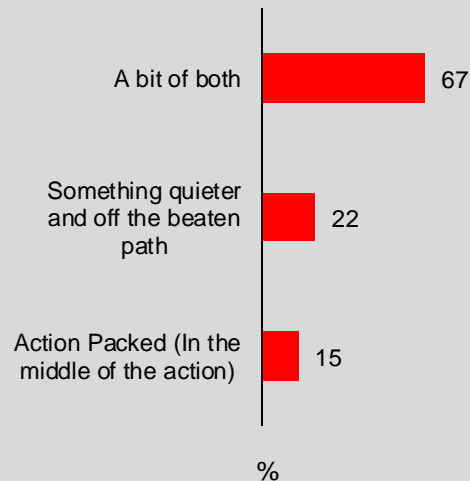


They prefer partaking in both indoor & outdoor activities while on holiday

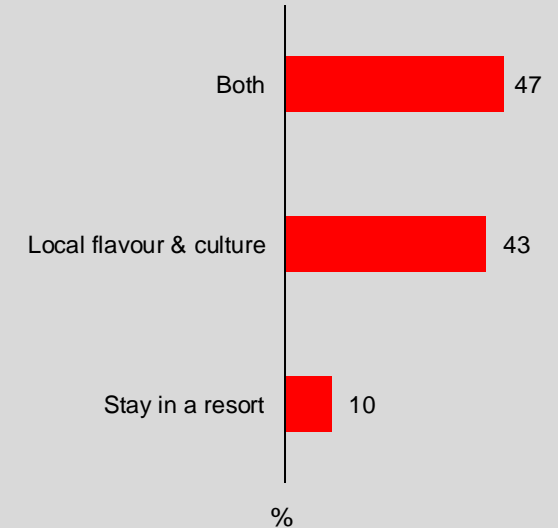
Activities Mostly Enjoyed When on Holiday

- 1 Sight-seeing and discovering/visiting popular tourist attractions, landmarks, art galleries, museums, etc.
- 2 High adrenaline outdoor activities: bungee jumping, kayak, swimming, snorkeling, zip-lining, skydiving, etc.
- 3 Cultural experiences and calming activities such as beach walks, massages, shopping trips and local market visits.
- 4 Enjoy multi-course dinner experiences and exploring local wildlife and eco experiences.

Do you like to be in the middle of the action, with plenty of restaurants and nightlife choices, or are you looking for something quieter and off the beaten path?



Local Flavour & Culture vs Staying at a Resort



LOCAL TRAVEL





77% of the Kaya 959 audience like trying out new experiences and going on local adventures

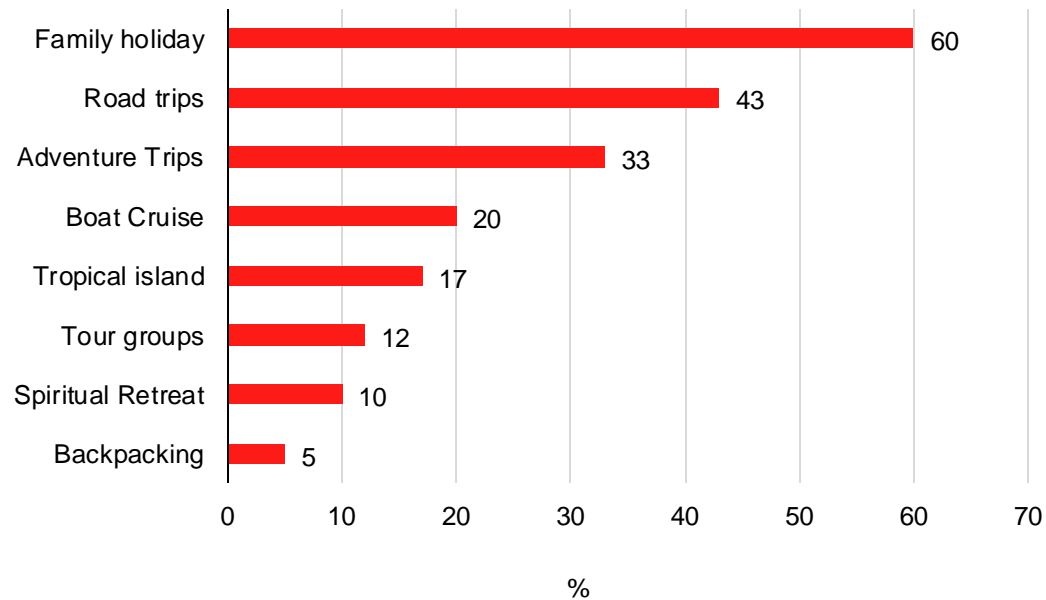
Most local travel is usually for leisure, however, about 1 in 5 of them have travelled locally for both business and leisure.

They are financially self-sufficient and independent travelers. **94%** fund their own local trips.

Majority prefer **self-drive** options when travelling locally. Using private cars allows them more flexibility for road tripping and visiting more sites and attractions on commute. More than a quarter of them also prefer travelling by air.

Comprehensive travel packages would appeal to them the most

Families are important elements of our listeners' lives, and this applies to their travel preferences as well. They enjoy trying new experiences and making memories with their families. Road trips are second most popular holiday type, opening up advertising opportunities for automotive brands and various attraction sites. Adventurous activities are also largely appealing to the Kaya market.





Popular Local Destinations They Regularly Visit



52% - KwaZulu Natal

KZN is the most popular travel destination amongst 52% of the Kaya audience.



41% - Mpumalanga

Mpumalanga is a true showcase of natural beauty, wonderful establishments and people doing their bit for tourism.



25% - Western Cape

The WC is popular for its heady mix of mountains, vineyards and oceans.



23% - Limpopo

It is popular for its offering: wildlife reserves, scenic landscapes, ancient forests and mineral springs, fascinating cultural heritage.

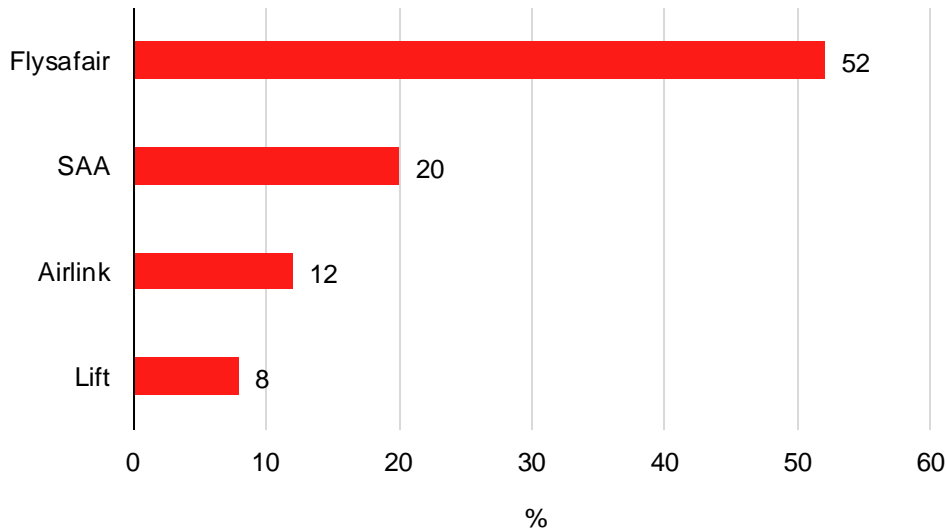


20% - North West

Popular for Sun City Resort and premier wildlife destinations.

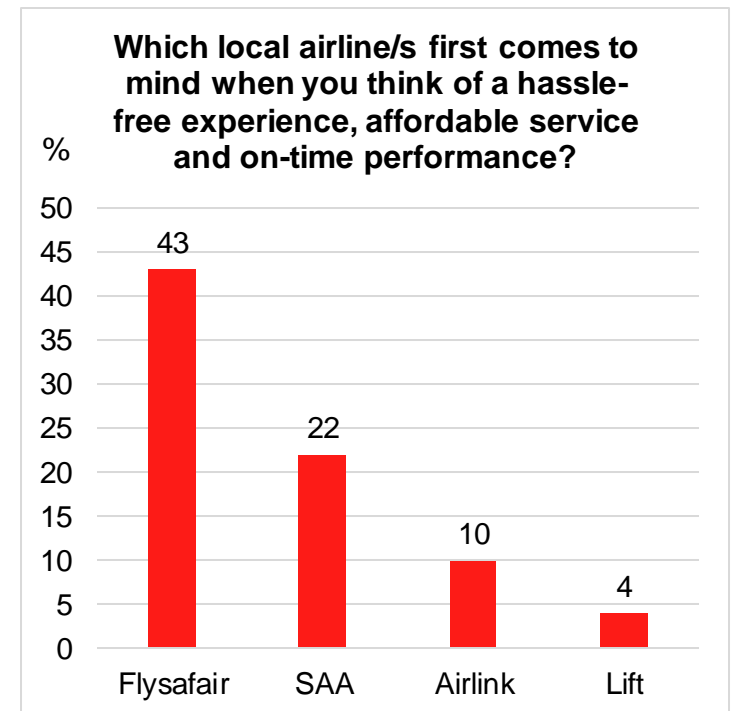
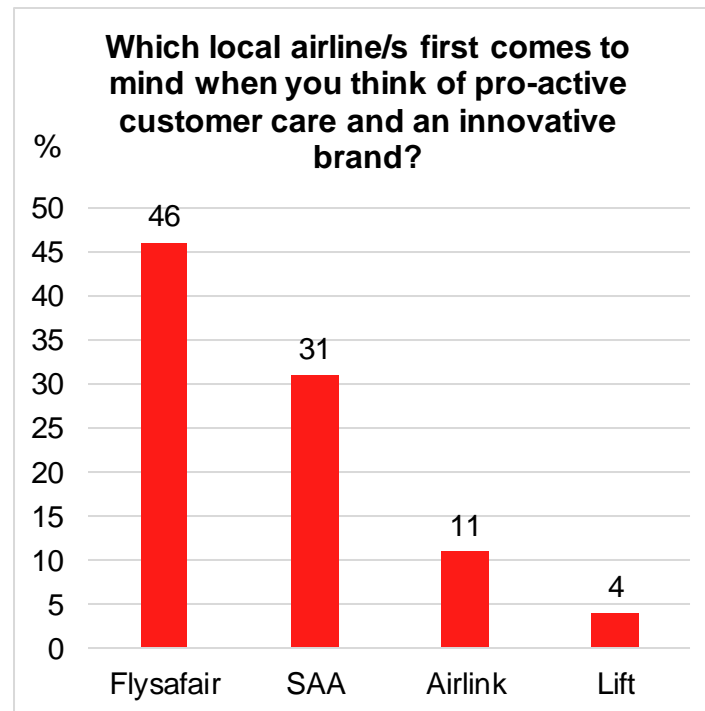
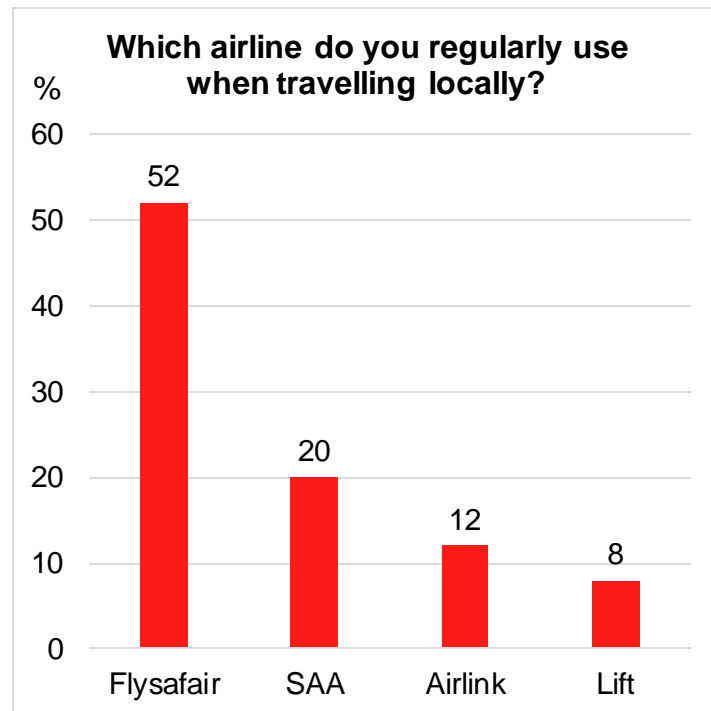
FlySafair and Mango are top two local airlines regularly used by the Kaya 959 audience

More than a quarter of our audience prefers flying as their main mode of transport when travelling for leisure locally. This presents a gap in the market for local airline advertisers such as FlySafair, Lift and SAA.

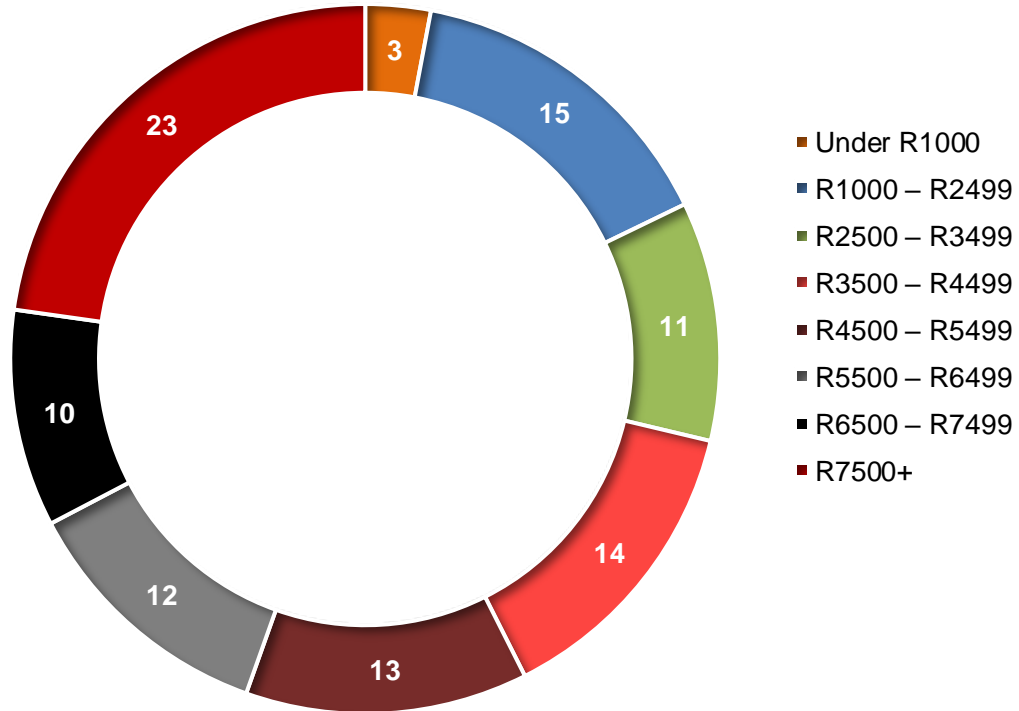


Attributes & Perceptions of Local Airlines

FlySafair is the most preferred local airline used by Kaya listeners, ranking number one as the airline regularly used for local travel. Our listeners also resonate highly with FlySafair principles, because the airline is rated number one for also having good customer care, being innovative, affordable and for on-time performance, which are crucial values for travellers. Kaya listeners value high quality products and services, which aligns with the FlySafair brand.



Local travel expenditure varies depending on the type of holiday



- ✓ The Kaya audience typically spends varying amounts when travelling locally.
- ✓ The expense of an individual trip depends on various factors such as transport, the number of people, type of accommodation and location.
- ✓ Almost a quarter typically spend more than R7500, which highlights their affordability and willingness to spend more money for travelling.
- ✓ 78% typically spend up to R7499 when travelling in the country.

INTERNATIONAL TRAVEL





Majority of our audience have not travelled abroad, but more than a quarter aspire to

From the 9% that have travelled internationally:

More than half travelled for leisure, while more than a quarter stated that their international trips were for both work and pleasure.

Most of them prefer planning their trips well ahead of time. Their responses were semi-split between 1 to 2 months, 3 to 5 months and 6 to 11 months.

They usually take vacations for either one week or two weeks, and they fund their own trips.

Our audience have a keen interest in travelling abroad in the next year. **37%** of all survey respondents (n=1459) are likely to travel in the next 6-12 months.

They prefer different travel planning options



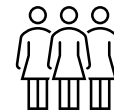
56% - Self-planned

More than half prefer to plan their own trips and fit them to their needs.



35% - Travel Agency

They like the convenience and security that comes with having a trip planned by experienced professionals.

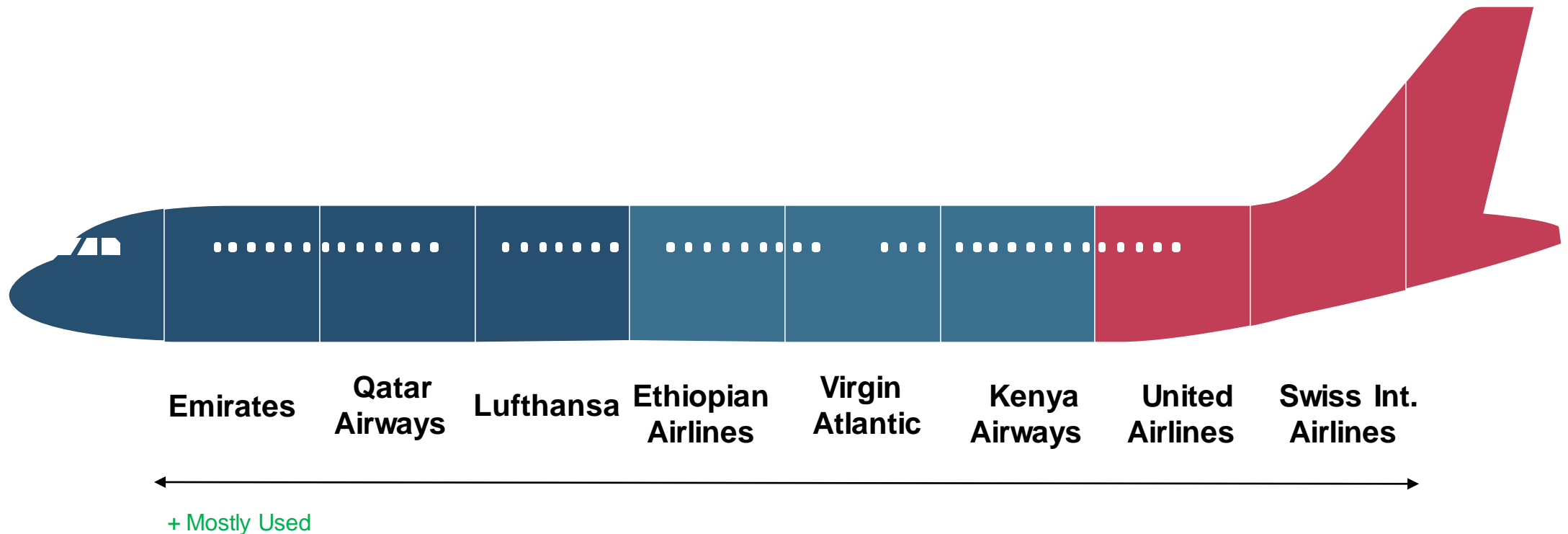


29% - Curated Group Trips

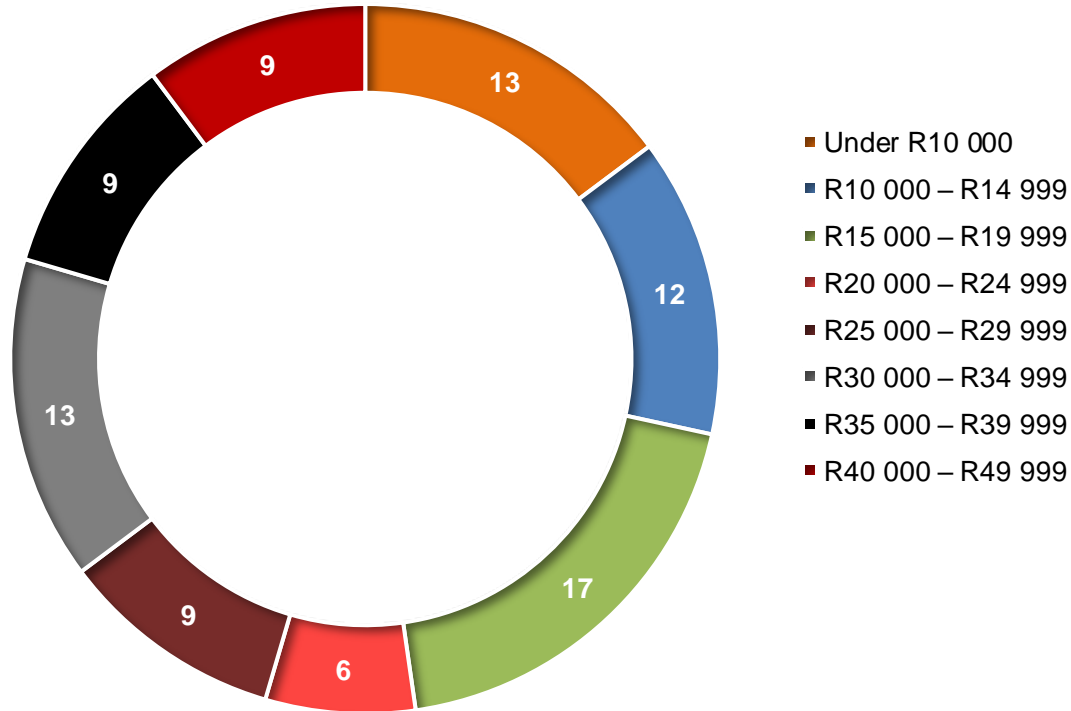
More than a quarter enjoy travelling in groups. Curated group travel gives them a sense of ease and comfort because the itineraries are pre-booked and planned, and they don't travel in isolation.

International Airlines Regularly Used

International flights used are destination dependent. However, Emirates is the main airlines regularly used by our audience. Qatar is the second most popular choice. There's opportunity for other airlines to increase awareness of their brands to the Kaya market.



International travel expenditure varies depending on the destination



- ✓ The Kaya audience typically spends varying amounts when travelling internationally.
- ✓ The expensive of an individual trip depends on various factors such as transport, the number of people, type of accommodation and destination.
- ✓ For round trips, they either spend up to R19 999, R30 000 – R34 999 or R50 000+.

TRAVEL ACROSS AFRICA

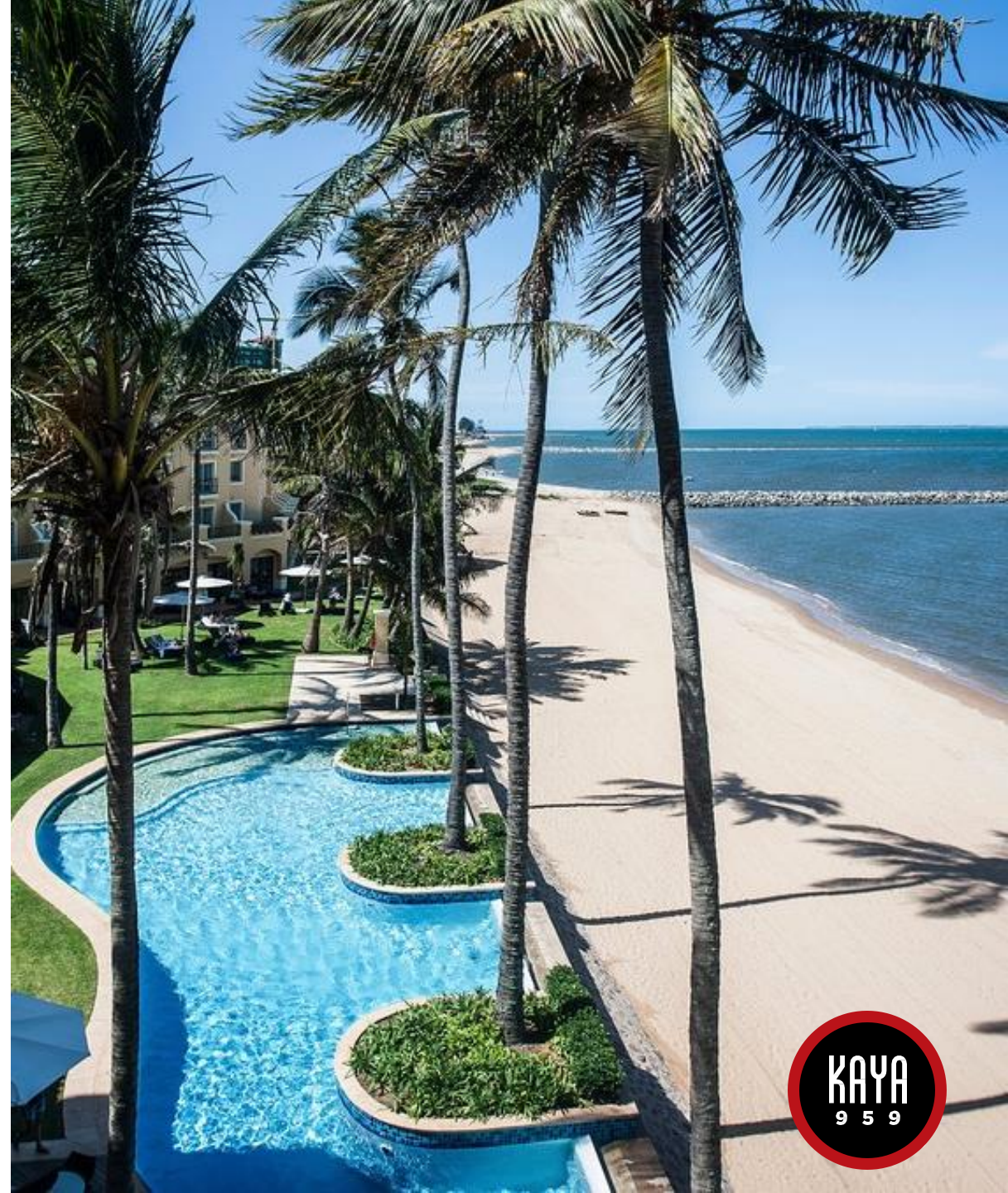


There's aspiration to travel to other African countries.

41% of our listeners have a keen interest in travelling to other parts of Africa, namely:

- Mozambique (skew towards Maputo)
- Tanzania (mainly Zanzibar)
- Kenya
- Namibia
- Ghana
- Zimbabwe (mainly Vic Falls)
- Zambia (mainly Vic Falls)
- Egypt

These choices are driven by the desire to explore numerous African cultures and experiences.



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THANK YOU