

February
2023

SOUTH AFRICANS OVERSPENT ON DECEMBER 2022 HOLIDAYS

A TrendER/InfoQuest research report



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In December 2022, a leading South African newspaper published an article which forecast a dismal holiday season for South Africans.

TrendER/infoQuest published an article at the same time refuting this and based on their own research, predicted that South Africans would definitely be going on holiday – even given the tough economic times (<https://infoquest.africa/south-africans-heading-for-a-bumper-holiday-season-2022/>).

A second survey was conducted in January 2023 and the same people were interviewed as in the initial survey. This resulted in the facts being recorded, rather than relying solely on a random sample as in the first survey.

This is an extremely powerful methodology and requires an expertly managed panel to elicit these insights.

TrendER/infoQuest have been specialists in this field since 2007.

To establish whether holiday plans became reality, the same three hundred respondents were interviewed.



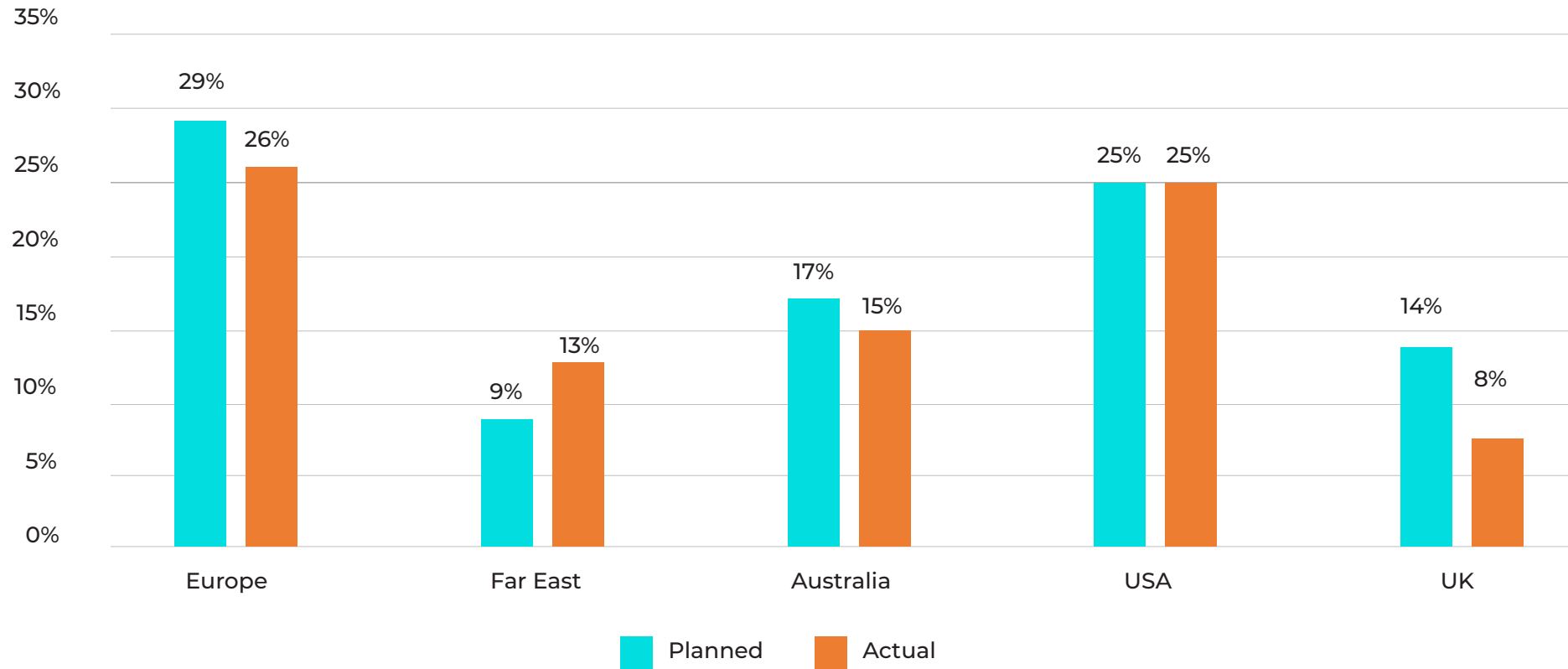
As planned, about one in five South Africans did not go away on holiday. Fewer of those that planned an overseas trip, actually did so, and more travelled within South Africa than planned. Amongst those that changed their holiday travelling plans, 21% did so due to financial reasons, while 11% had personal family matters that arose.

Planned versus Actual holiday



Overseas travel was further hampered by the steep rise in the Euro and Dollar against the Rand over this period, making it difficult for South Africans to cover their overseas travel expenses.

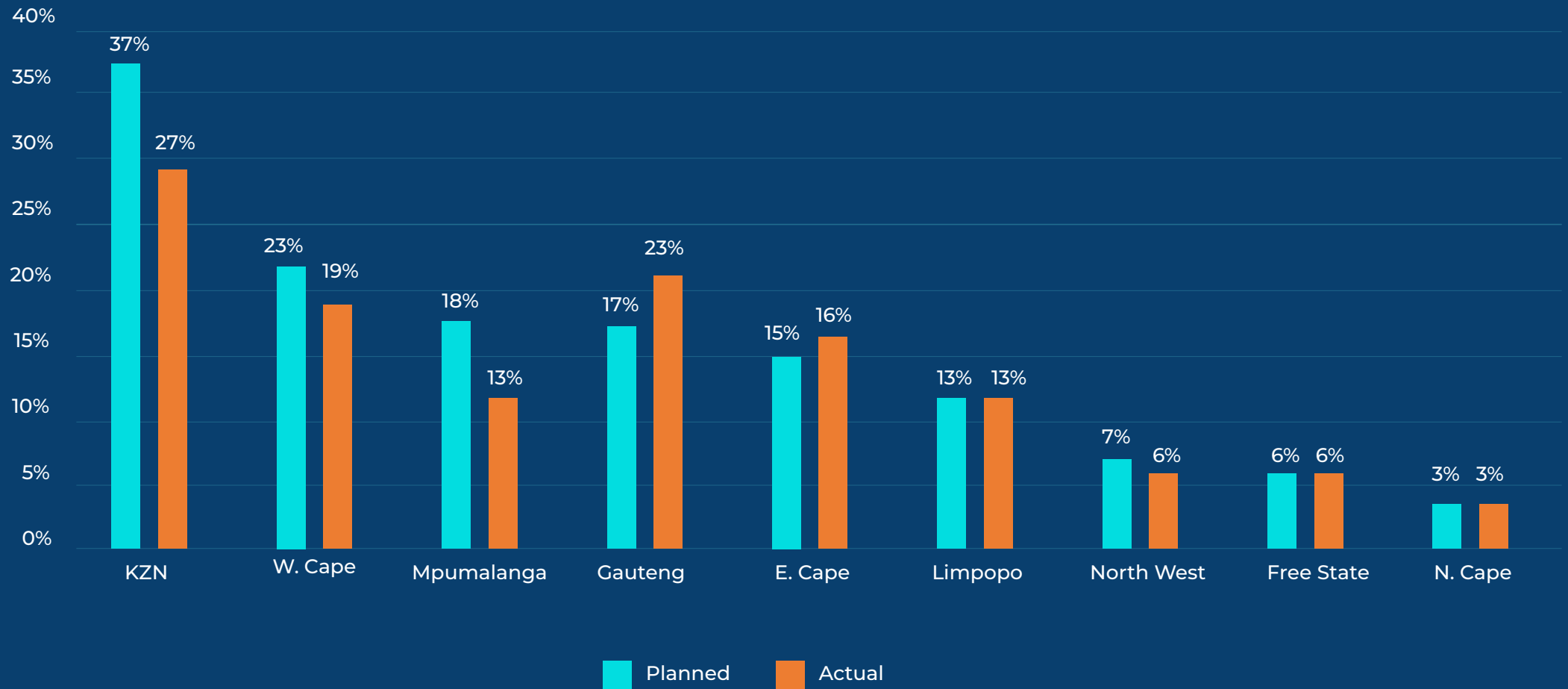
Overseas Travel Destinations (Planned vs Actual)



It is interesting to note that of the destinations out of Africa, the Far East achieved more visitors from South Africa than planned, while the UK saw the largest decline in actual visitors (compared with planned).

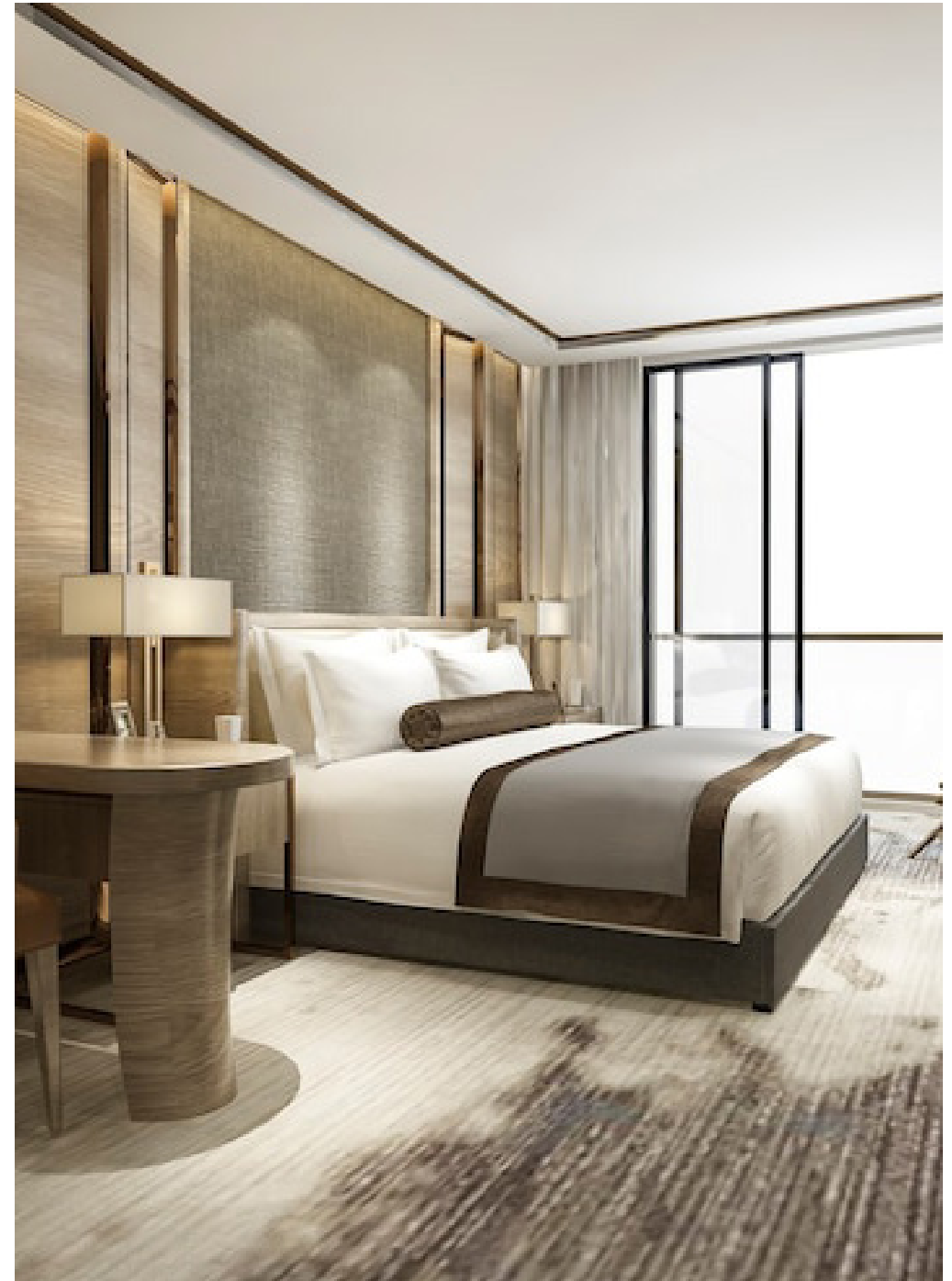
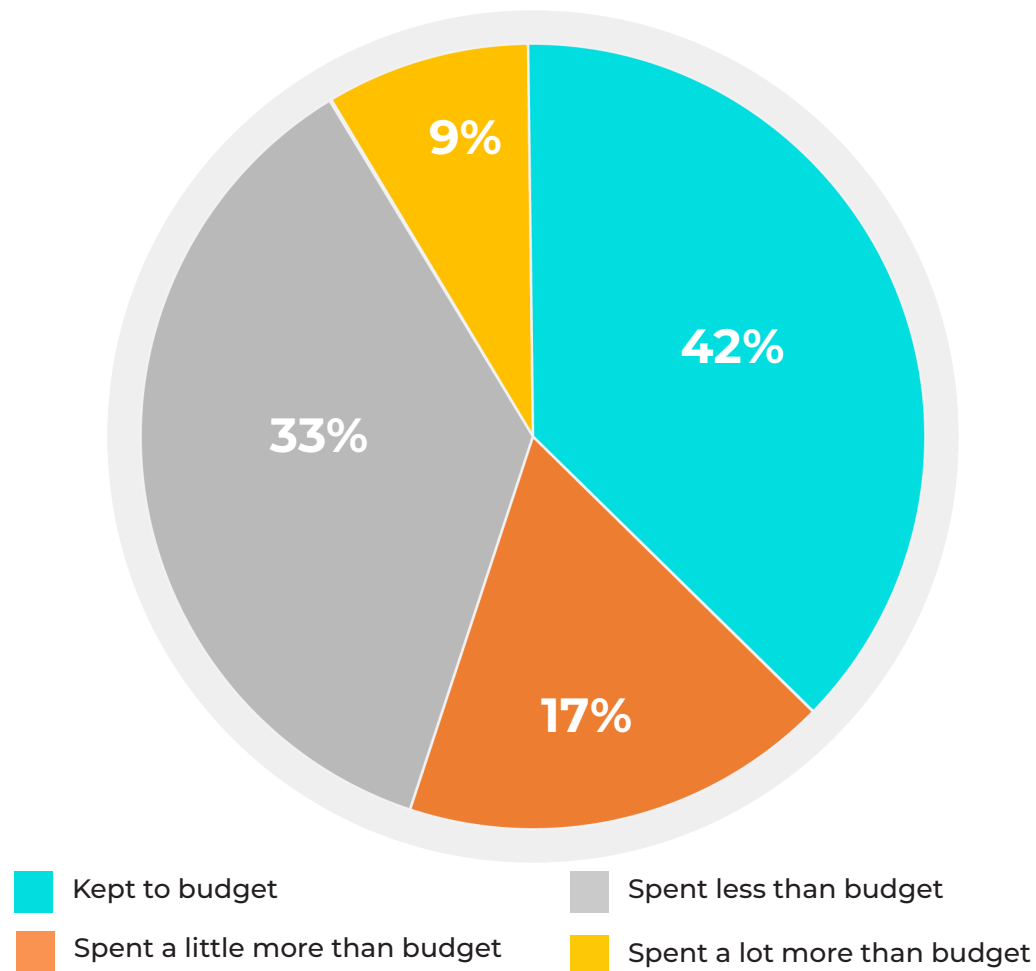
Within South Africa, there were also some shifts between planned and actual holiday destinations. More people planned to go to KZN, the Western Cape and Mpumalanga than actually did, and fewer people planned to holiday in Gauteng than actually did. Whilst KZN remained the most popular destination, the number of cancellations could be attributed to the closure of beaches due to high E. coli warnings and recent floods that impacted service delivery along the beach fronts.

South African Provincial Holiday Destinations (Planned and Actual)



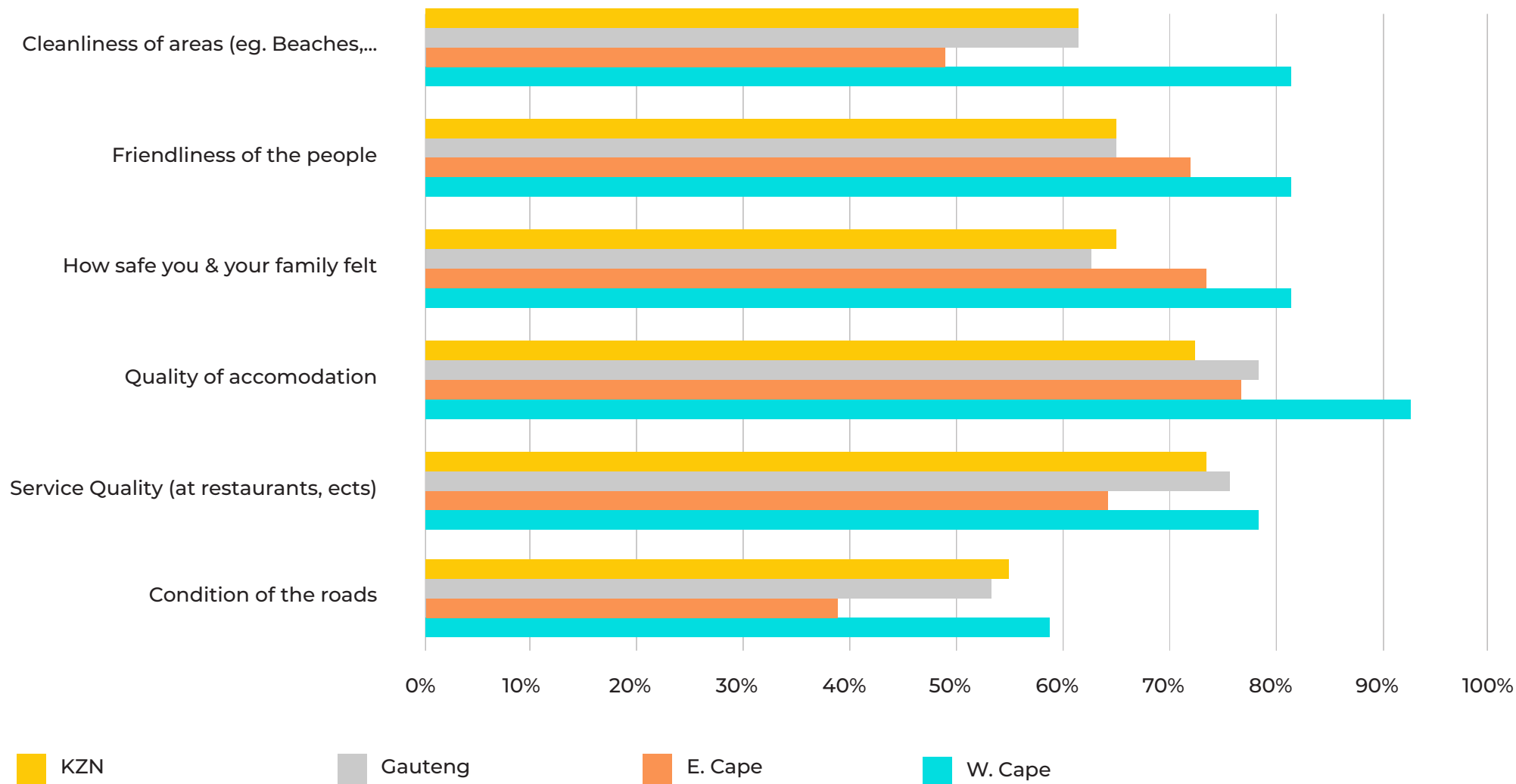
There was a higher incidence of staying with family and friends and in guest houses than anticipated, while hotel accommodation was as expected. About one in ten camped and another one in ten stayed at national parks and nature reserves.

42% of holiday makers kept to the budget, while another 42% spent more than their holiday budget. 17% claimed to have spend less than they budgeted for.



Provincial ratings

(Those who rated 8 - 10/10)



Only provinces with sound sample sizes are included above.

The condition of the roads was the lowest rated element overall, while the rating was particularly low in the Eastern Cape. The Western Cape outperformed the other provinces on all aspects especially with regards to the cleanliness of amenities and the quality of accommodation.

KZN received the lowest score for quality of accommodation, while the Eastern Cape had the lowest rating for cleanliness of amenities.

Holidaymakers felt the safest in the Western and Eastern Cape and these two provinces were perceived to have the friendliest people. Gauteng and the Western Cape were fairly on par with the quality of service at restaurants, etc.

'South Africans who planned to take a holiday over the festive season ended up doing just that, even though some of the destinations may have changed. This reiterates our view that South Africans really wanted to take a break after not being able to do so in prior years.

The concerning fact is the number of holiday makers that overspent on their budgets, making the start of 2023 more financially stressful.'



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