



ATTA Travel Trends 2021

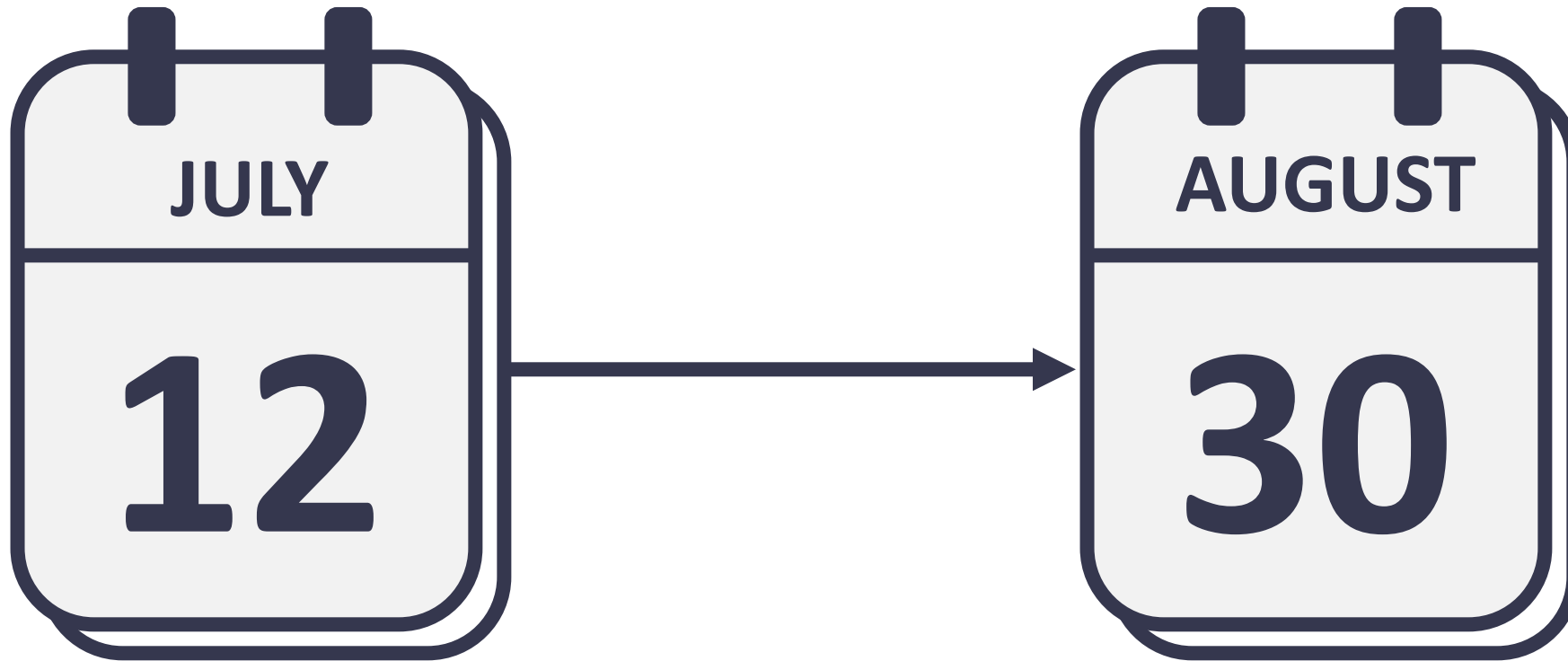
2,500 responses

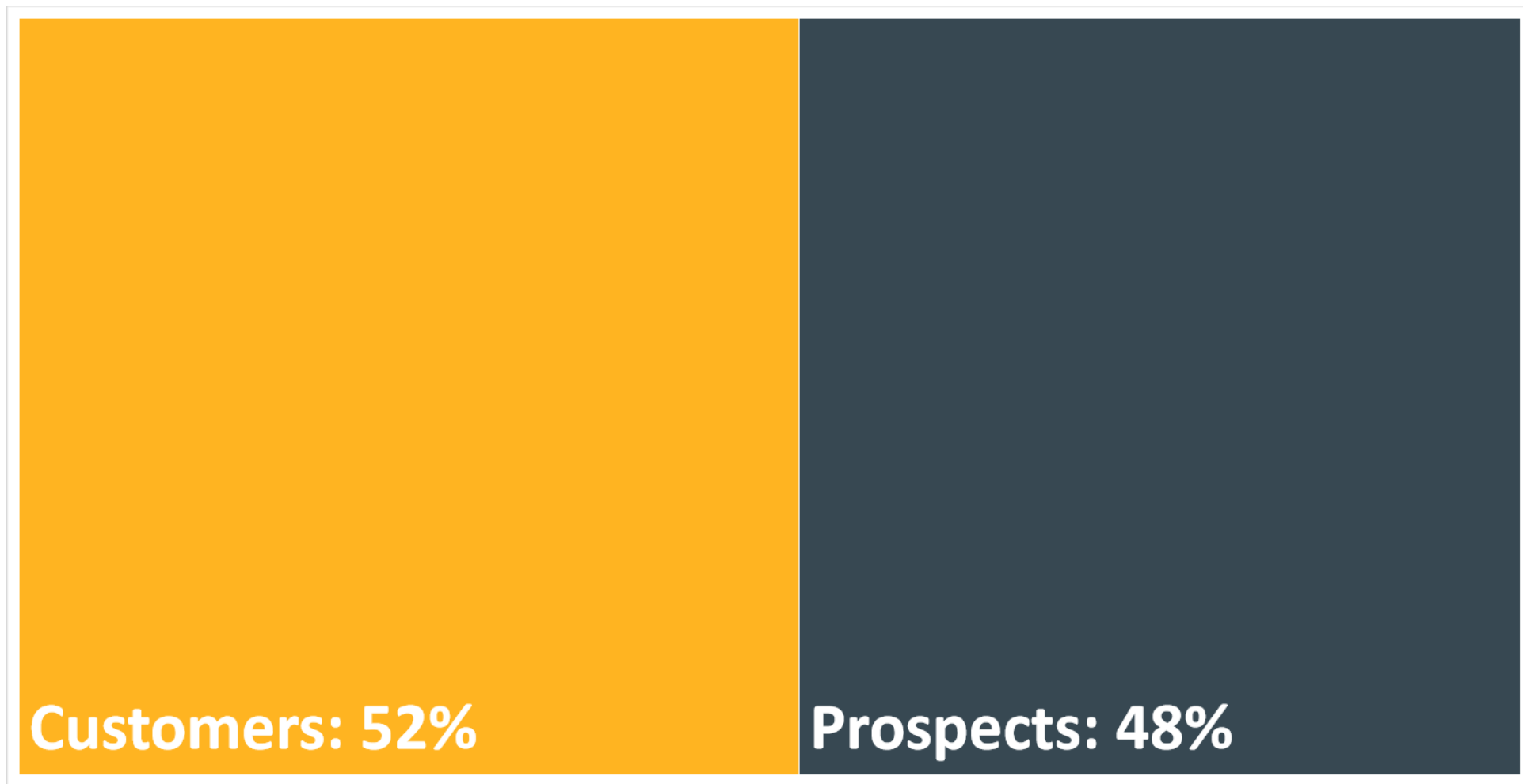


83 countries

Top 5:

United States
United Kingdom
Australia
South Africa
Canada





Your customers love you

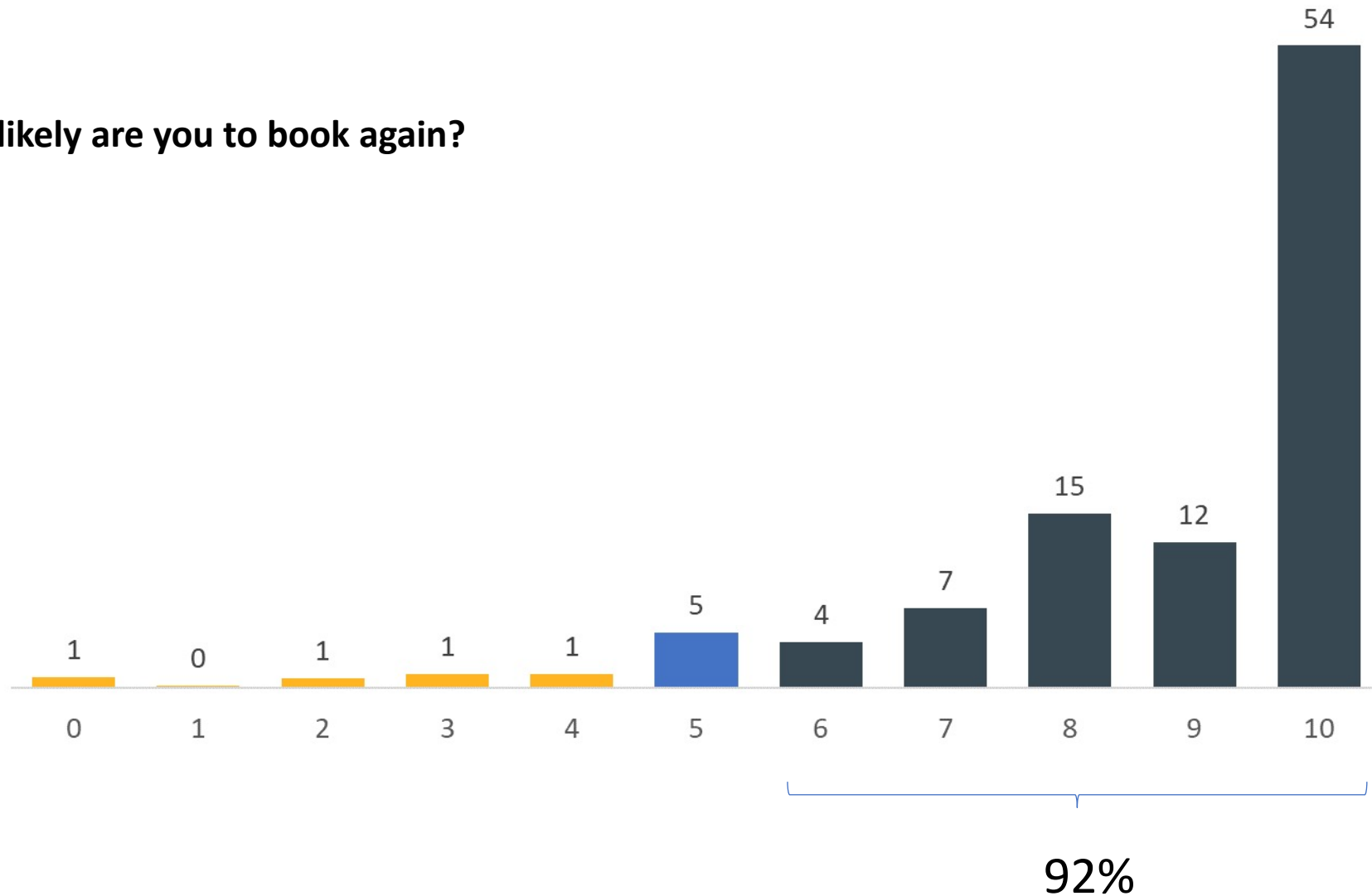


Net Promoter Score

76

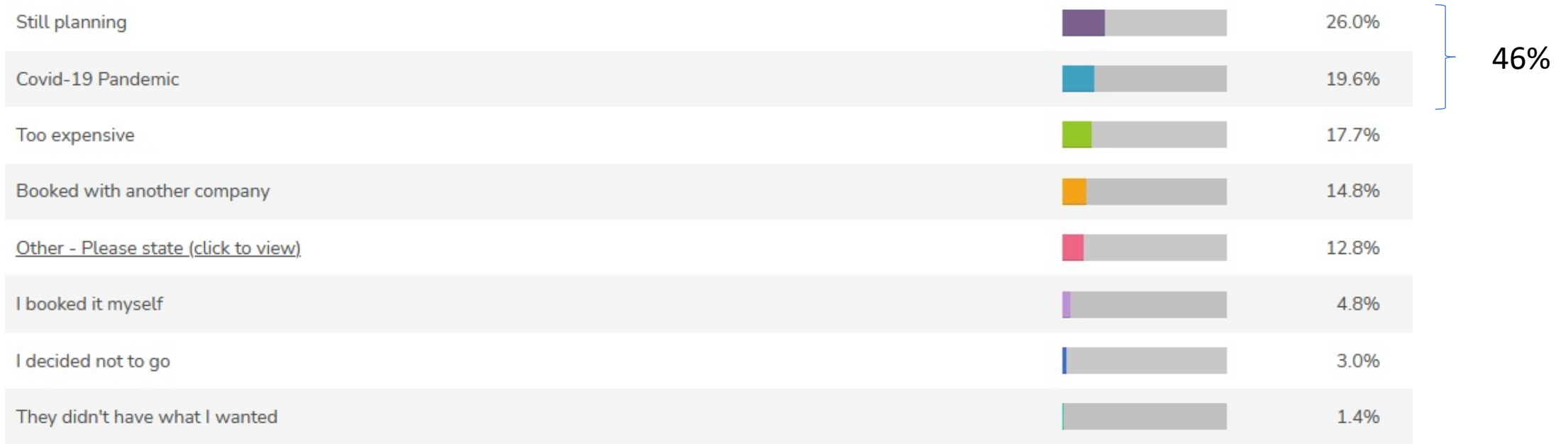
And want to book with you again

How likely are you to book again?



Almost half of prospects still in market

Please can you tell us the main reason why you have never booked with...



They are keen to travel

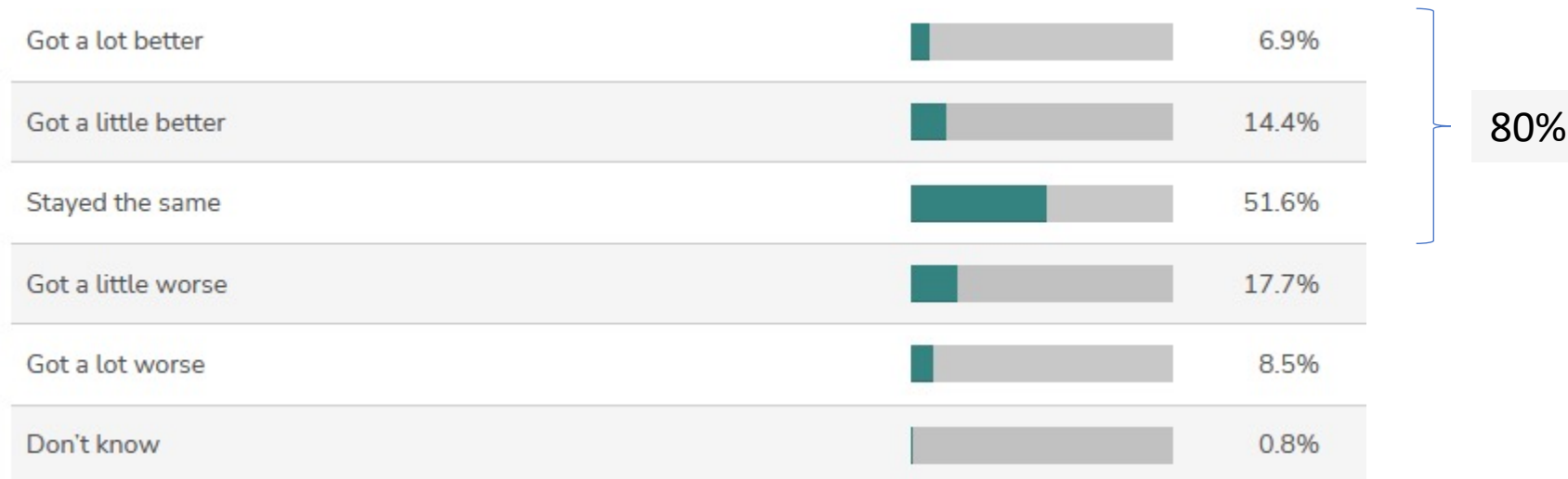
Which of the following best matches your attitude to travelling on vacation abroad in the future?



What will make them travel again?

	Not at all important	Slightly important	Important	Fairly important	Very important
Flexible booking terms and conditions					
Row %	0.5%	1.8%	14.1%	19.0%	64.6%
Being double vaccinated					
Row %	6.8%	5.5%	14.9%	9.9%	62.9%

Their financial situation is unaffected



They will spend more

Once you can travel freely again, how much will you spend on your main vacation:



17% net increase

What types of vacation activities are you most interested in?

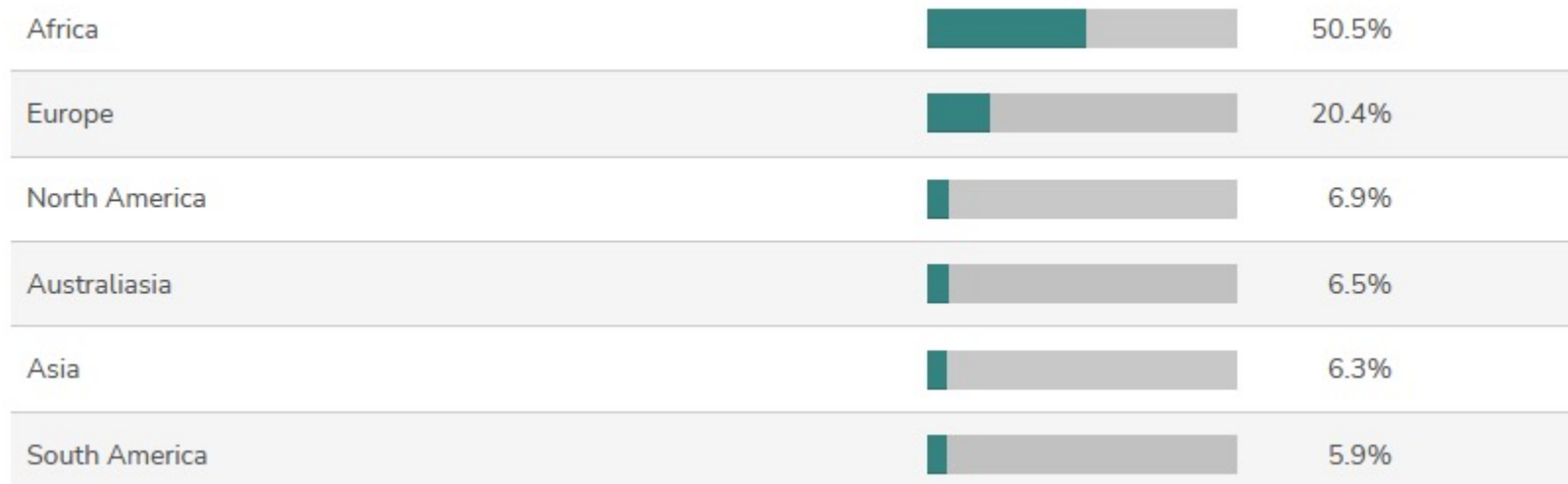


78% say Safaris and Wildlife
but also:



Over 50% want to go to Africa first

As soon as you are able, where in the world would you like to travel to for your main vacation?



And 95% say they will travel to Africa in the next three years

Summary

- Loyal customers want to book again
- Prospects are still in market
- Most of target market unaffected financially by pandemic
- Pent up demand is strong
- People want to spend more



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