

Hausse Surveys



Hausse Hospitality
Elevating African Hospitality

#TravelAfrica - Trends & Attitudes

We surveyed people living across Europe, North America and Africa about traveling to and within Africa. We found that...

 **82%**

were interested in traveling to and within Africa



83%

would travel more frequently if more logistical support and information were provided



90%

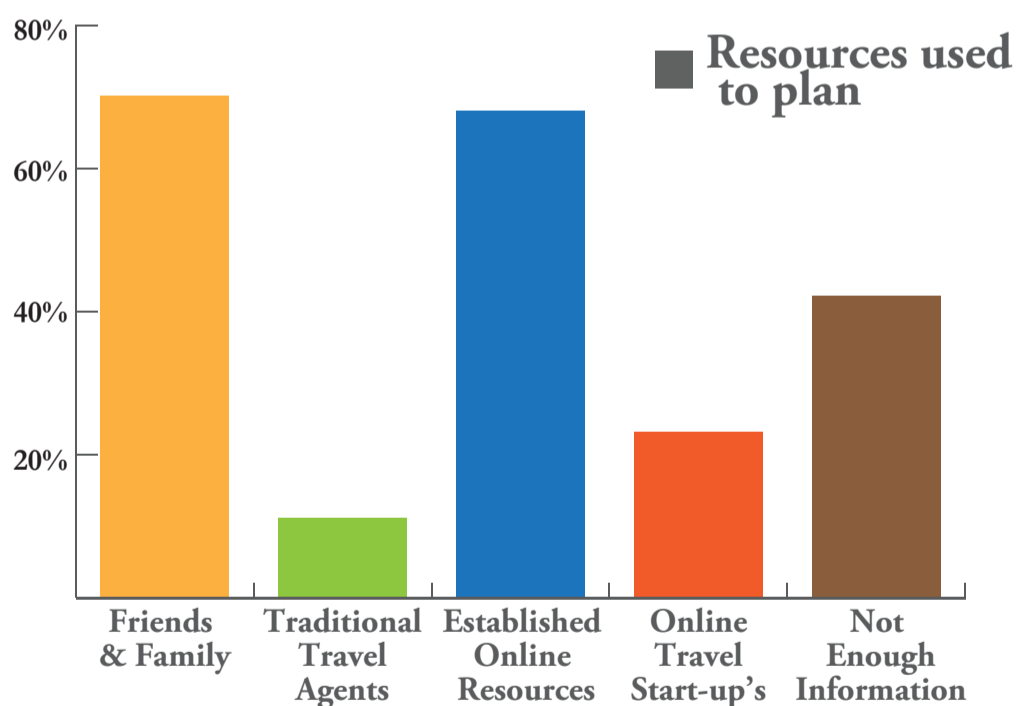
were interested in traveling to Africa for cultural & historic reasons


We also found that people wanted to experience Africa's diverse cultures and histories firsthand.





And some respondents indicated they were interested in seeing the natural, unspoiled beauty on the continent.

In terms of how people have planned their travel in the past, most reported that they have relied on family and friends, as well as some established sources to plan their trips. Remarkably, the smallest percentage of respondents reported that they have used the services of traditional travel agents to plan their trips.

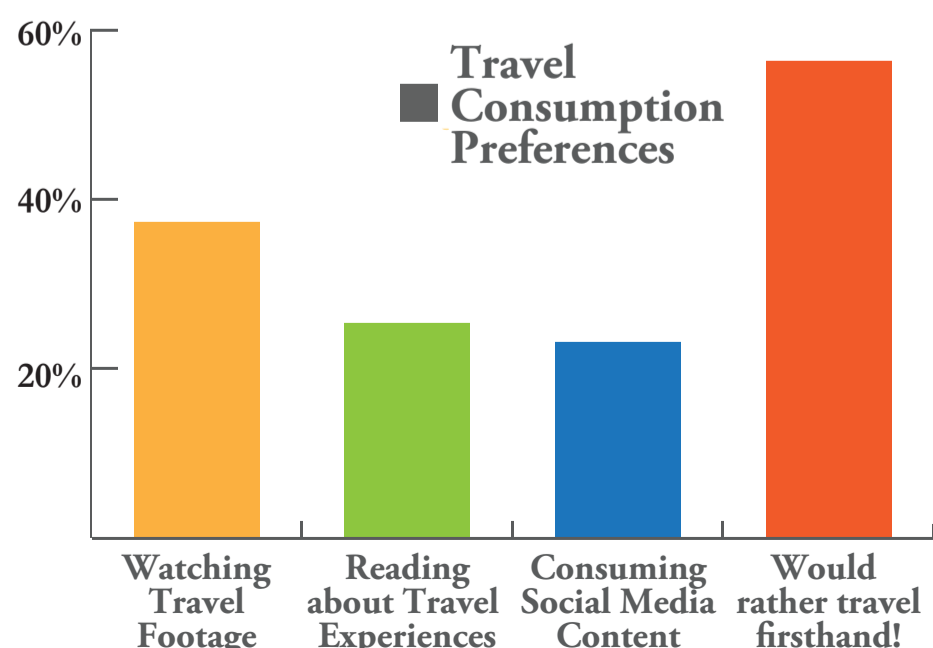


 **70%**
planned their trips based on the advice and information provided by family & friends

 **68%**
used established online resources, such as TripAdvisor & Lonely Planet

 **42%**
maintained that there was just not enough Africa-specific travel information

 **23%**
were increasingly turning to newer travel startups to help them plan & organize trips to the continent



 **23%**
said they were happy to consume social media content

 **24%**
were fine with reading about it

 **38%**
didn't mind watching travel footage & documentaries