

The leisure traveller

Insights into air travel influencers and perspectives

KEY FINDINGS



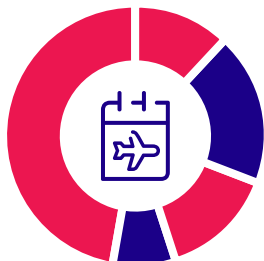
Recently visited for holidays:

1. Europe: **36%**
2. UK: **36%**
3. Asia/Japan: **17%**
4. North America: **14%**
5. Indian Ocean Islands: **25%**
6. North Africa: **7%**
7. Australia/New Zealand: **13%**
8. South America: **7%**

Would definitely consider going on holiday to:

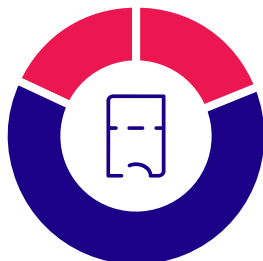
1. Europe: **58%**
2. UK: **60%**
3. Asia/Japan: **36%**
4. North America: **38%**
5. Indian Ocean Islands: **49%**
6. North Africa: **14%**
7. Australia/New Zealand: **33%**
8. South America: **20%**

Overseas holiday planning commences:



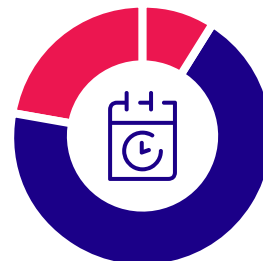
- 12%** 1 or 2 months beforehand
- 19%** 3 months beforehand
- 14%** 4 months beforehand
- 8%** 5 months beforehand: 8%
- 48%** At least 6 months beforehand

Air tickets purchased 13 weeks before departure:



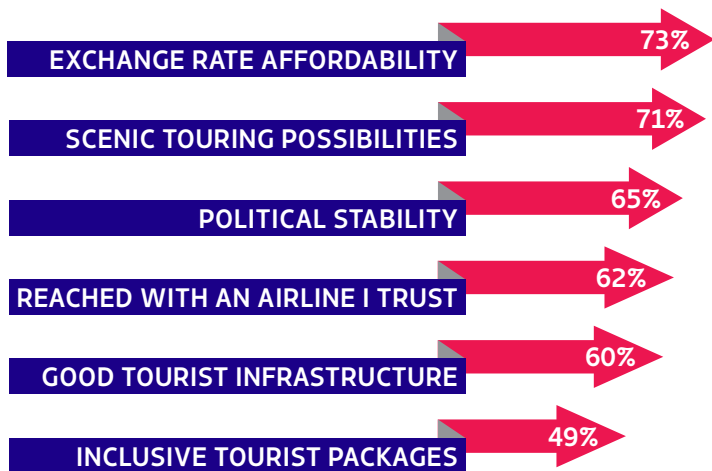
- 19%** Earlier
- 63%** 2 to 4 months beforehand
- 18%** Later

Planned holiday duration:



- 9%** One week: 9%
- 69%** 10 to 14 days: 69%
- 22%** 3 weeks or more: 22%

Key factors considered before travelling overseas



Appeal of LATAM Airlines' 1 ticket offer

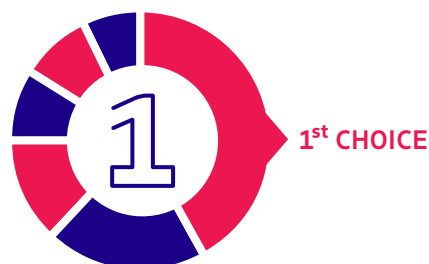


Ranked most important (first choice) when choosing an overseas airline

- 42%** Price
- 20%** Direct flight
- 14%** Good reputation
- 9%** Frequent flyer option
- 9%** Service
- 7%** Used before

Normally book and pay for:

	Travel agent	Do it myself
Flights	34%	56%
Accommodation	25%	57%
Events	12%	61%
Local tours & transport	26%	54%



Personally select or influence the choice of

- 31%** Would not consider travel to South America
- 21%** Find South America unappealing for a holiday
- 15%** Were not interested in receiving more information about LATAM Airlines

Destination choice	Internet searches		NB information sources
	66%	95%	
	64%	96%	
	49%	91%	
	38%	84%	
	23%	86%	
33%	72%		

Airline choice	Internet searches		NB information sources
	59%	90%	
	74%	95%	
	13%	87%	
	35%	85%	
	26%	80%	
38%	72%		

Accommodation choice	Internet searches		NB information sources
	63%	92%	
	70%	95%	
	52%	92%	
	51%	90%	
	33%	88%	
31%	75%		

Preferred media for overseas travel information:

- The Internet – searches **91%**
- Magazines **56%**
- The Internet – blogs and personal references **46%**
- TV travel shows **46%**
- Newspapers **45%**

Terminology understanding/ preference



58%

South America







42%

Latin America

Appeal of South America and/or interest in receiving additional information:



South American attractions: "I'd like to do..."

	Visit scenic wonders	85%
	Visit famous cities like Rio and Buenos Aires	75%
	Visit ancient ruins	62%
	Visit the Amazon	60%
	Experience the Latin culture	47%
	A tropical beach holiday	46%

South American countries interested in visiting



Brazil	85%
Argentina	78%
Peru	54%
Chile	42%
Venezuela	31%

Price tolerance



Expect to pay Get's expensive

Return flight	R12 600	R12 900
7 night inclusive holiday for 1	R18 900	R24 000
14 night inclusive holiday for 1	R25 000	R31 000