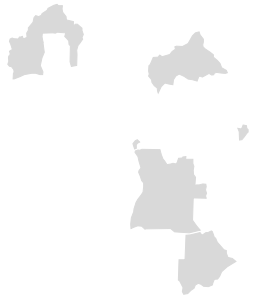


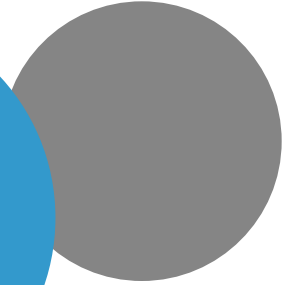
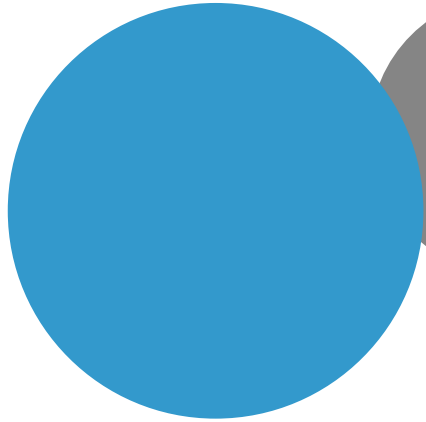
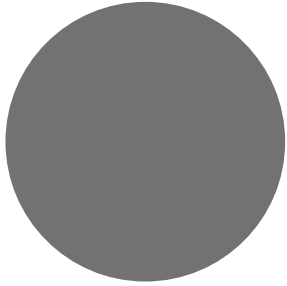
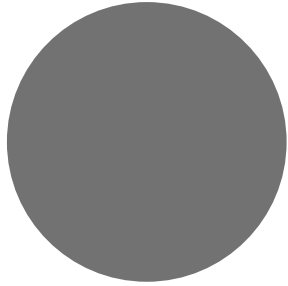


Africa inbound travel trends

Dino Gelmetti













Recommendations for airlines

Target positive traveller groups – focus on those whose perceptions about African aviation are positive to win market share from international carriers

Future-proof your airline – Invest in the right technology to identify new routes and schedules that make access easier for long-haul travellers

Educate and inspire travellers – work with industry and government to promote tourist destinations and unique attractions

Build trusted brands – Invest in websites, loyalty schemes and customer experience to build trust and improve reputation

Operate like a retailer – invest in data-harnessing technology to help understand travellers' needs and tailor offers and services to different traveller types

Sabre