



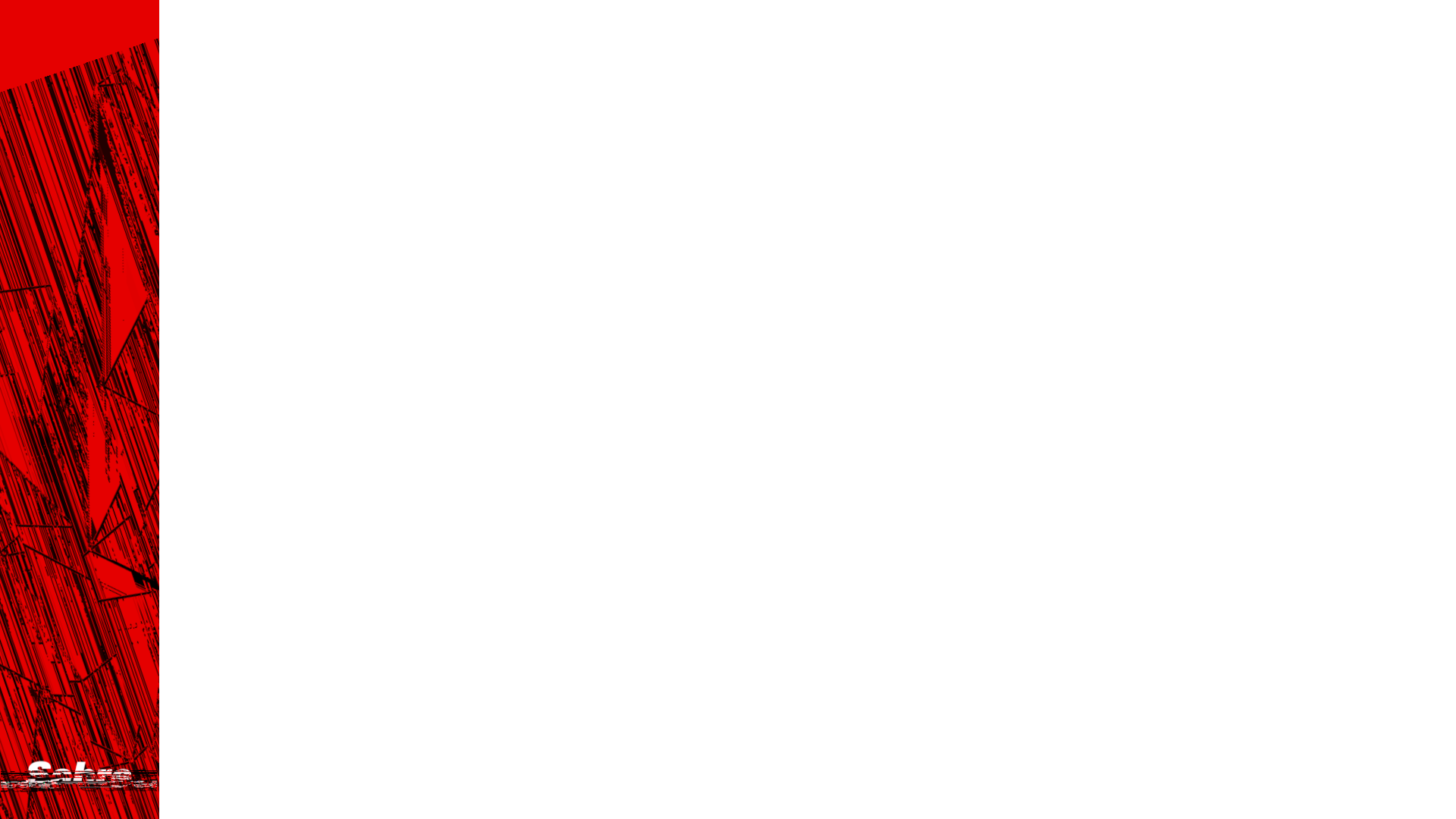


## Main findings from our report

“The appetite for travel has increased significantly since our 2016 study, yet actual air travel journeys have only very slightly grown. This highlights the extent of the opportunity for African carriers, if they are able to break down barriers to



Cable



Cable



Cobra

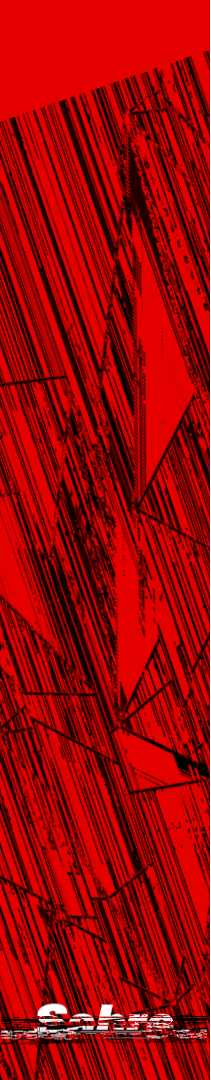








This is where travellers would go if they could move within the continent more freely





Cheaper tickets

Greater comfort on board



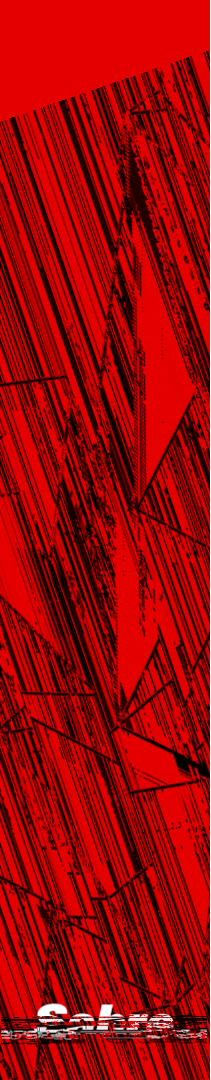
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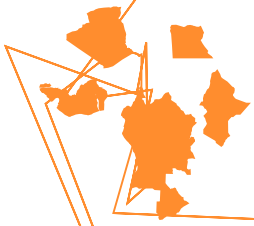


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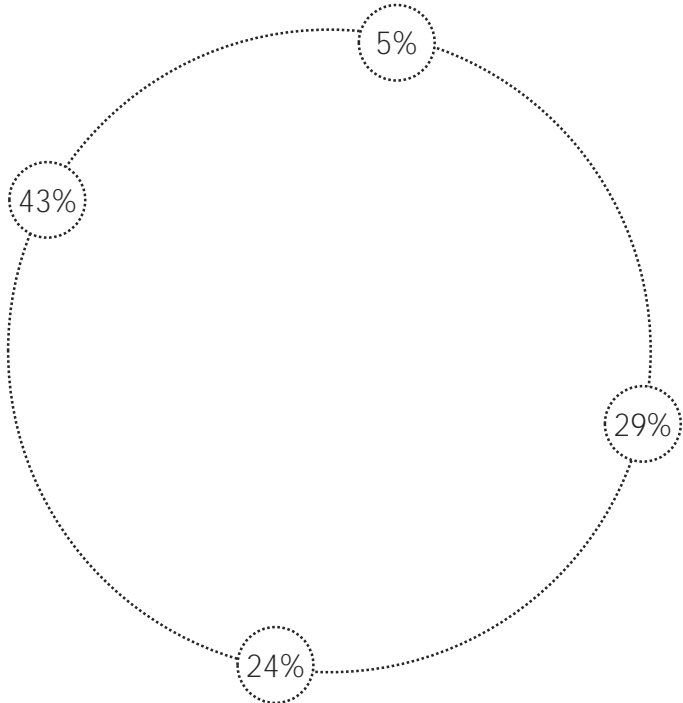
They would spend \$25 more per journey if they received offers that were tailored to them  
– a significant retail opportunity for airlines



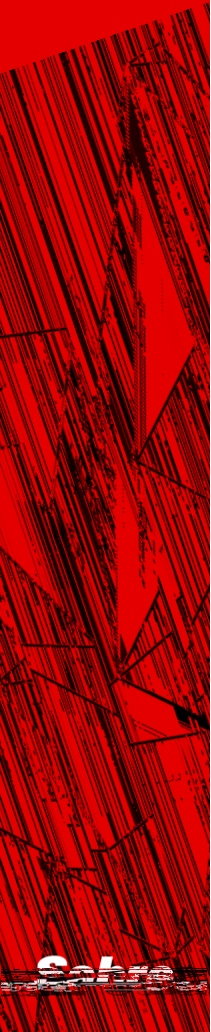
95% are willing to spend on ancillaries - and 43% would spend more than \$100... a 26% increase since 2016

5% are not willing to spend anything on air travel extras

95% are willing to



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- 
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The popularity of each ancillary varies between countries – but there are many extra services airlines can offer their passengers

Inflight Wi-Fi

On-board food and beverage

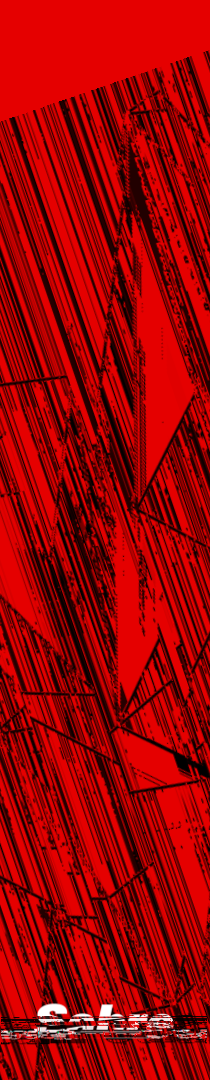
On-board food and beverage

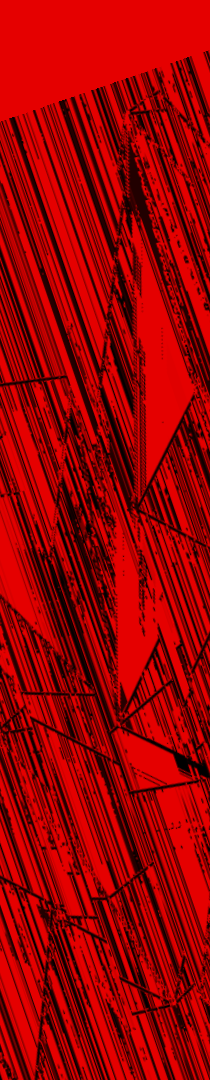
Inflight Wi-Fi

On-board food and beverage

Inflight Wi-Fi

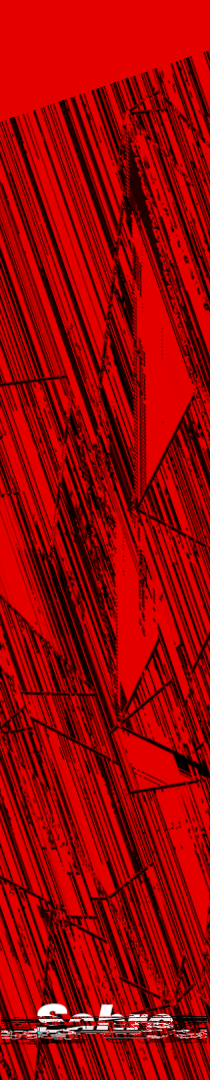
Extra chr68chr68ch











Travellers like the convenience of online booking, but value the advice and peace of mind of booking through a physical agent

It's convenient

It's available from anywhere

It saves time



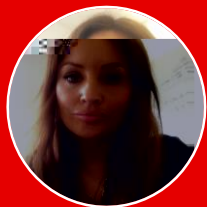
## Five steps for African carriers to increase wallet share

- break down barriers to travel by optimising routes and pricing, and improving the shopping, booking and check-in experience

- Capture both leisure and business travellers by making content available through Sabre's Travel Marketplace

- invest in the latest digital technology to help address traveller pain points and improve the travel experience

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