

South Africans can't switch off... even on holiday

South Africans were under significantly more pressure than their global holiday counterparts to balance staying connected to social media and work, while also making the most of their holiday.



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Some 63% of South Africans polled said they felt guilty if they were not making enough of their holiday by going to see the sights, compared with 39% of Brits, 49% of Americans and 43% of Australians, a study commissioned by Trafalgar revealed.

A further 67% felt guilty about staying on top of their emails while on holiday, much higher than other markets. South Africans feel they are also under more pressure to make the most of their holiday by seeing the real culture of a country and connecting with the local people.

They spend significantly less on their holiday and are less likely to take smaller, short breaks, opting instead for one large holiday lasting a week or longer. South Africans are also more likely than other markets to participate in a wide range of activities and experiences, such as attending a festival or sports event.

Social media

Interestingly, it is in the area of social media that South African travel behaviour really stands out from the rest of the world.

“Our study shows that, more so than their global counterparts, South Africans are heavily reliant on social media for their inspiration on where to go on holiday and also sharing their holiday experience,” says Teresa Richardson, MD South Africa for The Travel Corporation.

At least 54% of South Africans spend extensive hours on online research and planning, 67% check social media while they’re on holiday and 65% post pictures of their holiday on social media. “This is markedly higher than other markets like the UK and USA,” says Richardson. “It’s also interesting to note that South Africans were more likely than other holidaymakers to post a potential trip on social media to find out what people thought before booking.”

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