

Bryte Travel Index 2025 reveals: South Africans are redefining travel

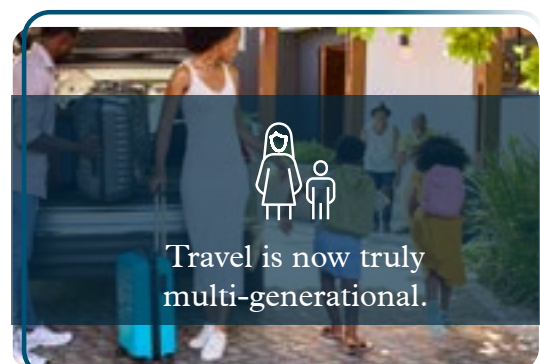
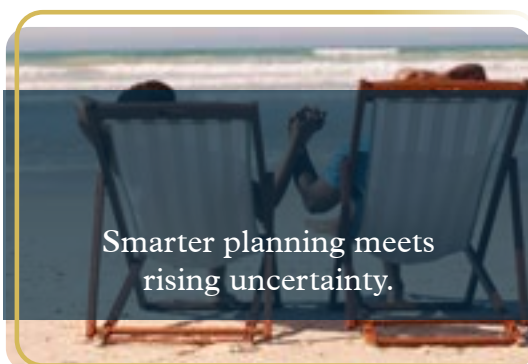
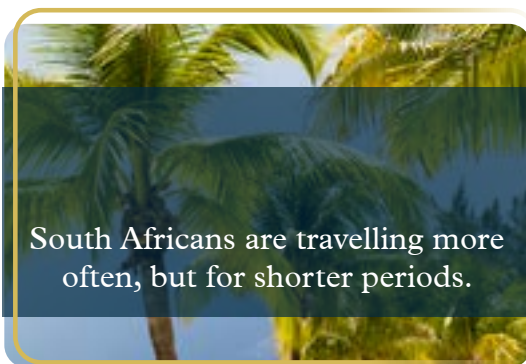
Smarter planning, deeper cultural experiences, and strengthened confidence amid global change.

Travel is evolving; it's no longer just about where you go, but how you experience it.

"The only way to truly know a place is to know its people and culture. We are seeing a powerful shift towards experimental travel. Travellers want to live the local rhythm, not just see the landmarks. At Bryte, we encourage South Africans to approach risk with purpose, to plan with care, travel with confidence, and see insurance protection as part of every great journey."

Travel trends shaping the 2025 landscape

According to the Bryte Travel Index, several key patterns define how South Africans are moving around this year:



Agility and cultural understanding

The Index underscores that confident travel is about readiness as much as adventure. South Africans are increasingly aware that informed decisions, from health precautions to logistical planning, are essential parts of every journey.

Educating travellers remains essential

The findings reaffirm the importance of travel education and awareness, particularly during peak seasons such as the festive and Easter holidays, when travel volumes surge. Ongoing education helps travellers understand the value of protection, the realities of risk, and the steps that lead to safer, more confident exploration.

About Bryte Insurance Company Limited

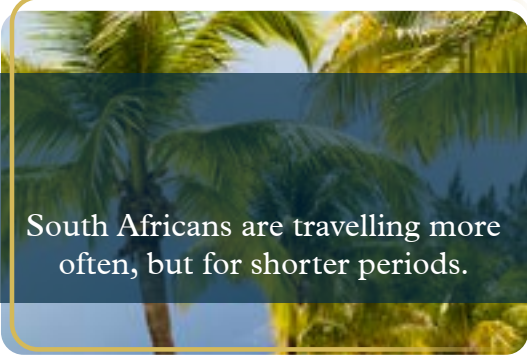
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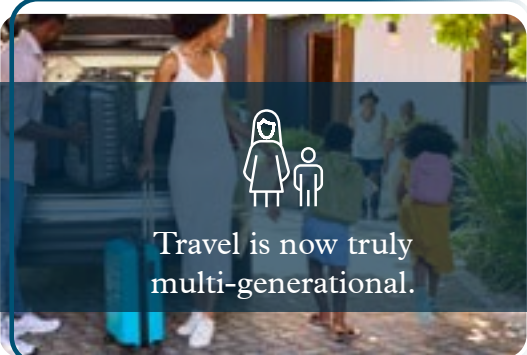
South Africans are travelling more often, but for shorter periods.



Cultural immersion defines meaningful travel.



Smarter planning meets rising uncertainty.



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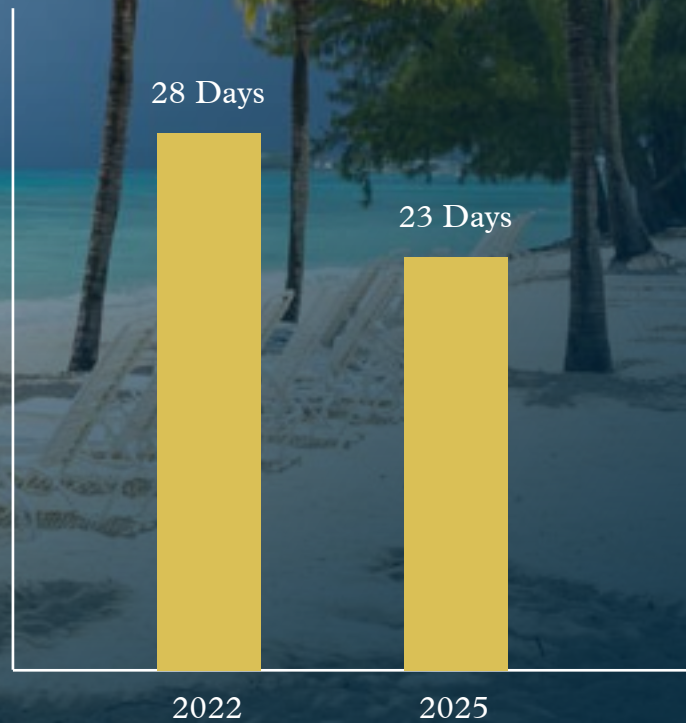
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Trend 1

South Africans are travelling more often, but for shorter periods.



Average single-trip durations

The long, extended holiday is being replaced by shorter, more frequent getaways.

Average single-trip durations have decreased from 28 days in 2022 to 23 days in 2025, as travellers opt for compact, well-planned breaks that align with global travel norms.

Rising costs, currency pressure, and hybrid work arrangements are driving this shift toward flexible, modular travel.

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Bryte is Southern Africa's premier, proactive business risk specialist. Bryte partners with customers and brokers to protect their businesses and improve their risk profiles through its unparalleled industry insights, proven expertise, and foresight. Bryte is a subsidiary of Fairfax Financial Holdings Limited. Bryte is a licensed insurer and an authorised FSP (17703).

Trend 2

Cultural immersion defines meaningful travel.



Travellers increasingly seek to connect with local culture and community life.

Destinations such as Turkey, Mauritius, and the UK remain firm favourites, while the United States stands out for longer stays and higher exposure to travel risks, reflecting a blend of purposes such as study, work, and family visits.

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Trend 3

Smarter planning meets rising uncertainty.



While geopolitical and economic conditions remain unpredictable, travellers are not deterred.

Instead, they are planning more proactively – using AI tools for itinerary management, comparing policy options online and favouring insurers that provide rapid support and clear communication visits.

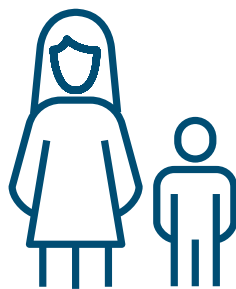
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Trend 4

Travel is now truly multi-generational.



Travel insurance usage spans every age group, from infants to retirees in their 80s.

While young adults continue to generate high claim volumes, travellers over 60 account for the largest financial impact, driven by long-haul trips and medical needs. Family and intergenerational travel is becoming a key feature of the South African travel story.

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