

Is your business ready for the holidays?

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Over 70% of consumers are opting for staycations this festive season, while those who are going away will travel domestically. Affordable, fun, and unique offers for both the adventurous and discerning traveller are what people are looking for.



Staycations have been on the rise in South Africa for a few years, however a new survey conducted by Jacaranda FM and East Coast Radio shows that consumers are being a lot more deliberate about how they spend their holidays this festive season.

The survey shows over 65% of the 17,000 consumers surveyed expect businesses to remain open throughout the holidays. This new survey data combined with many consumers choosing to vacation closer to home is great news for local businesses hoping to recoup some income after the devastating economic downturn in 2020.

While 41% of Jacaranda FM's audience usually go on holiday during the festive season, 75% say they will be staying put this year. 83% of East Coast Radio's audience is also opting for a staycation in 2020.

Consumers are also more cautious about how they spend their money, with more than 60% stating they cannot afford to go away for the holidays. Many businesses reduce trading hours or operate with a smaller staff contingent during the slower, late December to early January period; but the habitual festive season shutdown is a thing of the past. Businesses trying to recover following a difficult lockdown period will need to be strategic about how they tackle this year's festive season but have been given a lifeline with survey results pointing towards spend taking place across the weeks leading up to 25 December, not just in a usual window experienced before.

For those planning to go away, about 60% of East Coast listeners who usually go away over the period say they will be taking shorter holidays, with Jacaranda FM's listener responses also at around 60%. Businesses can make the most of the turn in consumer behaviour with these tips;

- Use radio to communicate festive season offers to consumers; surveys conducted throughout the lockdown by

Jacaranda FM and East Coast Radio highlighted that people were listening to more radio during the pandemic than they did before.

- Digital content is a must. Radio and social media are the top two platforms consumers turn to when they need information about the latest festive season promotions. Invest in traditional messaging but ensure you have a digital strategy that focuses on localised content.
- Plan ahead. The survey revealed that consumers are doing their holiday shopping weeks in advance, giving businesses an extended timeframe to promote themselves. 31% of East Coast Radio's audience plan on taking advantage of Black Friday and Cyber Monday deals in November, compared to 20% of Jacaranda FM listeners. Businesses should expect festive spending to form part of this pre-festive period.

Plan for flexible staff compliments to ebb and flow with increased local demand.

88% of Jacaranda FM's listeners say they are likely to pay attention to festive season adverts they hear on radio, compared to 91% of East Coast Radio's audience.

"Radio is still one of the greatest connectors of people, it chats to us in our cars, our homes and familiar places. Radio is trusted and engaging – businesses wanting to speak to customers must consider the role of radio." says Deidre King, Jacaranda FM Managing Director.

78% of both Jacaranda FM and East Coast Radio's listeners are looking for more savvy ways to buy from their favourite brands, saying they will be more conservative in their spending habits. This creates opportunities for businesses of all sizes to influence how customers spend their money.

Boni Mchunu, East Coast Radio Managing Director adds: "KZN is expecting a bumper festive season since it is accessible and a good value for money destination. If you're a local business owner, we know you're keeping your doors open this December, and so are we. It's the perfect time to welcome tourists who will be flocking to our shores as well as KZN residents who are travelling within the province during this time."

Note: *Surveys refers to surveys conducted by East Coast Radio and Jacaranda FM from lockdown level 5 to lockdown level 1.

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