



2024 REVIEW

21 YEARS OF ROAD SAFETY AWARENESS ONLINE

THE NEED FOR ROAD SAFETY AWARENESS IN SOUTH AFRICA

The Annual and Festive Season Road Crash Fatality Data offers some insights to the desperate need for more action in efforts to make roads safer!



SUMMARY OF THE FACTS

Annual Fatal Crashes 2023: 10,180

Annual Road Fatalities 2023: 11 883 Road Deaths

OUR 2024 STATS

ARRIVE ALIVE ROAD SAFETY WEBSITE



www.arrivealive.co.za
Views: 1.7m
Event Count: 5.8m

www.arrivealive.mobi
Views: 933k
Event Count: 2.8m

www.roadsafety.co.za
Views: 187k
Event Count: 548k

www.accidents.co.za
Views: 222k
Event count: 599k

EVALUATING EFFORTS IN ONLINE ROAD SAFETY

The E for Evaluation: To make roads safer, we need to analyze and evaluate all the time. Google Analytics was used to measure and report on online traffic from 1 January 2024 to 31 December 2024.



facebook.com/ArriveAlive.co.za
364 000
followers



@_ARRIVEALIVE
308 000
followers



INSTAGRAM: ArriveAlive
108 000
followers



YOUTUBE CHANNEL
1.9 mil video views
3590 Subscribers

ASSOCIATE BLOGS /SITES



Mining Safety
www.miningsafety.co.za
Views: 117k
Event Count: 288k



Truck & Freight
www.truckandfreight.co.za
Views: 203k
Event Count: 546k



Construction Safety
www.constructionsafety.co.za
Views: 101k
Event Count: 267k

INSURANCE BLOGS



Insurance Chat
www.insurancechat.co.za
Views: 71k
Event Count: 214k



Car Insurance Blog
carinsurance.arrivealive.co.za
Views: 310k

“There is no limit to success if you don't mind who receives the credit”

THE ARRIVE ALIVE ONLINE INITIATIVE WILL CONTINUE TO DISTRIBUTE INFORMATION ON PLATFORMS SUCH AS

Television, radio, printed media (like newspapers, magazines), websites, blogs, newsletters (via intranet of corporates), platforms for discussion / debate and campaigns by our valued partners in corporate SA. We have continued to share our road safety animations not only with other South African portals but also responded to requests to make them available internationally.



Safe Driving in Summer
<http://ow.ly/3wsZ50GtP4> #ArriveAlive...
1.7K views • 3 years ago



Child Restraints and Child Passenger Safety
2.4K views • 3 years ago



Safely Packing The Vehicle For The Road Trip
1.4K views • 3 years ago

ANIMATIONS LIBRARY

We have developed more than 60 animations on Road Safety related topics with our partner Lunanim to share with our partners and their clients.



OVERVIEW AND VISION FOR 2025

Continued commitment to creating an effective information portal on road safety. Close cooperation with road safety authorities, NGO's and our valued road safety partners. We will also continue our partnerships in 2025 with portals on Mining Safety and Construction Safety.