

Tourism Flows in South Africa

Market Direction | 2022-10-10 | 25 pages | Euromonitor

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Report description:

Travel and tourism was boosted in 2022, when during the second quarter of the year the South African government lifted the state of emergency, which had been in place since the start of the pandemic. Eased restrictions and the dropping of COVID-19 testing policies are resulting in a rise in inbound arrivals from key source markets such as the UK. Meanwhile, many domestic travellers cite mental health as a reason to travel in 2022, as the pandemic has taken its toll emotionally and physically on...

Euromonitor International's Tourism Flows in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tourism Flows market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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TOURISM FLOWS IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

End to all restrictions is key to recovery, while sustainable travel remains a key trend in 2022

A variety of marketing campaigns is launched to attract tourists

PROSPECTS AND OPPORTUNITIES

Tourism set to benefit from lifting of travel restrictions, while government formulates new strategies for recovery to boost demand over the forecast period

With digital nomads being a developing trend, and a rise in MICE travel, demand for business travel is likely to get a boost

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