

Booking in South Africa

Market Direction | 2022-10-10 | 15 pages | Euromonitor

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Report description:

One of the largest trends in 2022 is GOAT - a term coined by Expedia meaning the Greatest Of All Trips. There is generally a renewed excitement for travel, whether it is local or international, as long as it is the trip of a lifetime, and people are saying "yes" to all travel opportunities that present themselves. Consequently, travel intermediaries are more in demand in 2022. Although most South African consumers still favour direct online bookings in 2022, some customers are returning to face...

Euromonitor International's Booking 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: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

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

Why buy this report?

- * Get a detailed picture of the Booking 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BOOKING IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Travellers more prone to use offline travel intermediaries, while booking policies are changing in 2022

Digitalisation growing due to consumers' hygiene worries, and travel intermediaries' efforts to reduce operating margins continue

PROSPECTS AND OPPORTUNITIES

Ditching restrictions likely to lead to boost in traveller confidence, while mindful and sustainable travel set to become more important

Health and safety standards will remain vital, while influencers likely to stimulate travel demand during the forecast period

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TRAVEL IN SOUTH AFRICA

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