

## Booking in South Africa

Market Direction | 2024-10-07 | 14 pages | Euromonitor

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### Report description:

In order to grow and gain share in South Africa's travel and tourism industry, it has become imperative for service providers to be in partnership with key travel intermediaries. This is evident with the growing popularity of platforms such as Booking.com, where accommodation bookings continue to grow. Booking.com has now lifted its narrow price parity rules. Previously, independent hotels or accommodation providers were restricted from selling their services through such platforms, as their pro...

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 2019-2023, 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 2028 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.

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