

Tourism Flows in South Africa

Market Direction | 2024-10-07 | 25 pages | Euromonitor

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Report description:

South Africa reached a significant milestone in the recovery of its local tourism industry in 2023, with inbound arrivals showing a marked improvement. As a result of the country's strategic alignment of tourism elements - such as infrastructure, a variety of offerings, and a favourable exchange rate - the country has been able to generate positive growth, with the number of inbound arrivals set to fully recover to pre-pandemic levels over 2024. A significant proportion of international visitors...

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 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: 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

2024 DEVELOPMENTS

Inbound arrivals continue to show significant improvement

Diverse tourist attractions remain key for visitors to South Africa

PROSPECTS AND OPPORTUNITIES

Tourism flows expected to grow over the forecast period, driven by established and new source markets

Weaker local currency expected to make it more affordable to visit South Africa

CATEGORY DATA

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TRAVEL IN SOUTH AFRICA

EXECUTIVE SUMMARY

Increased confidence influences growth of travel flows across South Africa.

Airlines: Low cost carrier offer remains limited to several players

Hotels: Partnerships with online travel agents boost occupancy for hotels

Booking: Online bookings on the rise

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