

# South Africa Tourism Report Q1 2016

<https://marketpublishers.com/r/SE3444F2885EN.html>

Date: November 2015

Pages: 31

Price: US\$ 1,295.00 (Single User License)

ID: SE3444F2885EN

## Abstracts

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**BMI View:** We are forecasting growth in all areas of the South African tourism sector up to 2019. International tourism receipts will be pushed up by significant increases in the number of arrivals to the country, encouraged by the weakening rand. As has traditionally been the case, wildlife and game viewing holidays remain an important part of South Africa's tourism and, although a number of game lodges and reserves are already well established, plentiful opportunities remain for further developments. With increasing trade and business ties with China, accommodation for business travellers in and around the major cities may also offer strong opportunities. A serious threat to the sector is the recent change made to the country's visa regulations, enforcing much tighter restrictions on inbound travel.

### Key Updates And Forecasts

We forecast inbound arrivals to grow from 10.45mn in 2015 to 12.63mn in 2019, an increase of nearly 21%. This is slightly stronger than previous forecasts and reflects the implications of enhanced marketing by the South African tourist board, coupled with a weakened currency, providing foreign tourists with better value-for-money travel.

In October 2015 South Africa Airways (SAA) announced it would be strengthening its flight network to West Africa with the addition of a direct flight to Abuja in Nigeria. The flight will operate three-times a week and will cater for recreational and business travel, further cementing links between the two African economic powerhouses.

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