

South Africa Tourism Report Q3 2016

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Abstracts

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BMI View: South Africa possesses the most developed tourism market in Sub Saharan Africa. With a relatively developed transport infrastructure, areas of natural beauty, safari parks and city destinations, the country presents a strong proposition to tourists. The country is a regional economic powerhouse, and benefits from business travel because of this. An emerging middle class is being encouraged to travel internally, boosting the domestic market, although slowing economic growth is a danger. A low rand encourages international travel, but long term may affect government investment.

Key Updates And Forecasts

Best Western Hotels has announced a signing agreement with domestic group Orion Hotels. Multiphased, by the end of Q1 2017 all Orion properties will be under the Best Western brand, although still managed by Orion. Total inbound arrivals are set to increase by 5.7% in 2016 following a disappointing 2015. Reaching 11.6mn arrivals in total by the end of the year, the relaxing of stringent visa requirements and the low value of the rand are boosting entry into the country.

Jacob Zuma, the South African president, has announced a new 100mn rand fund to promote domestic tourism. In his state of the nation address he also reaffirmed his commitment to promoting inbound tourism.

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