

Booking in South Africa

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Abstracts

There continues to be a noticeable preference for shorter lead-time bookings, particularly when it comes to holiday destinations that are closer to the customer's home and offer lower travel costs. These include journeys that can be easily undertaken by bus, taxi, or private vehicle. Business travellers within the domestic market are also adopting a more last-minute approach, with catering companies and business venues reporting an increase in prior day bookings. Flexibility remains a prevailing...

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 2018-2022, 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 2027 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.

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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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