

Sub-Saharan Africa How to Maximise Tourism Potential

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Date: July 2014

Pages: 37

Price: US\$ 2,000.00 (Single User License)

ID: SECCE477FB7EN

Abstracts

Sub-Saharan African tourism has grown by an average of 4.3% per year since 2008, outpacing the global average of 3.2%, this growth is expected to continue reaching over 45 million arrivals by 2018. Increased FDI, new trade partnerships, access to international capital and rise of the middle classes will help the continent live up to its tourism potential. However, governments and stakeholders need to develop the right strategies and regulations to maximise the benefits of tourism.

Euromonitor International's Sub-Saharan Africa How to Maximise Tourism Potential global briefing offers an insight into to the size and shape of the Travel and Tourism market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Travel and Tourism 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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