

Destination Market Insights: North Africa - Analysis of destination markets, infrastructure and attractions, and risks and opportunities

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Abstracts

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SUMMARY

This insight report includes an analysis of source markets, infrastructure and attractions, and assesses the risks and opportunities for North Africa as a destination market.

KEY HIGHLIGHTS

In 2018, 31 million people visited the North Africa region, but travel has not yet returned to 2010 levels. In 2011, The Arab Spring protests brought instability to the region and reduced the appeal to international visitors, who opted instead for countries perceived as safer.

Over two-thirds of arrivals into North Africa are for leisure purposes. The beach resorts, cultural cities and untouched nature make the area perfect for leisure travel.

Many North African citizens are living and working in neighboring countries so VFR travel is boosted both as they travel home and as family and friends come to visit them. Europe is another popular destination for North African citizens. For example, more than two and a half million Maghrebi immigrants live in France, mainly from Algeria and Morocco and over 800,000 people from Morocco currently live in Spain, making it the largest foreign community in the country.

SCOPE

This report is part of GlobalData's Destination Market Insights Series. These reports provide an in-depth analysis of a tourist destination and its key source markets, as well as an assessment of the trends and issues in the covered destination market, in this case North Africa.

REASONS TO BUY

Obtain a clear and detailed insight into new developments in popular, well-established and upcoming tourist destinations.

Use data and analysis to explore future trends related to international arrivals, airlines, niche tourism, and hotel developments.

Gain a strong understanding of the opportunities in the market, as well as the risks, to support better business decisions

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Hilton
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About

By 2022, international arrivals to the North Africa region will grow from 31 million in 2018 to 37.4 million, posting a compound annual growth rate (CAGR) of 4.8% says GlobalData, a leading data and analytics company.

GlobalData's latest report, 'Destination Market Insights: North Africa', reveals that tourism to the region will be boosted by changing travel advice, adventure tourism, and increased connectivity.

Laura Beaton, Travel and Tourism Analyst at GlobalData, commented: "The region as a whole has been blighted by safety concerns and a number of high-profile terrorist attacks directly targeting travelers. However, the region has so much to offer and with the right marketing techniques, there is great potential to increase tourism numbers above and beyond pre-Arab Spring numbers."

Visitor numbers fell in 2015 and 2016 after terror attacks such as the shooting at Sousse in Tunisia and the bombing of a plane on its way from Sharm El-Sheikh to St Petersburg. Now, four years on, the countries have begun to recover and the future of tourism is looking positive.

As governments change their travel advice, travelers will have more confidence to visit North African countries. Improving brand image is the most important thing for North African countries to achieve, now that travel advice is more favorable. Other countries that have witnessed various terror attacks, such as France and the UK, are able to bounce back quickly due to their strong brand images.

Beaton continues: "The speed at which companies have jumped at the chance to resume holidays to Sharm El-Sheikh is a positive sign for the region as a whole. Travel companies can see the potential in these countries despite the things they have had to deal with in the past."

The region offers beaches, deserts, diving, flavoursome food, and vibrant cities. The history and culture of the region should be leveraged as much as possible to increase visitation.

Beaton concludes: "A knowledgeable guide is invaluable to those that want to learn about the region. While there will be those that want to travel independently, organized

tours are a great way to attract travelers that are more apprehensive about visiting.”

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