South Africa Travel and Tourism industry 2018 : Analysis, Size, Share, Growth, Trends And Forecast Research Report by Researchmoz


Albany, NewYork (PRWEB) October 13, 2014 -- Synopsis

The report provides detailed market analysis, information and insights, including:

Historic and forecast tourist volumes covering the entire South African travel and tourism sector
Detailed analysis of tourist spending patterns in South Africa for various categories in the travel and tourism sector, such as accommodation, sightseeing and entertainment, foodservice, transportation, retail, travel intermediaries and others
Detailed market classification across each category, with analysis using similar metrics
Detailed analysis of the airline, hotel, car rental and travel intermediaries industries


Executive summary

South Africa’s natural resources and cultural heritage attract tourists from around the world. The country’s travel and tourism sector performed well during the review period (2009–2013), supported by a rise in international arrivals, which is the key driving force in the country’s tourism sector. The government has identified tourism as an important sector for economic growth and has been making efforts to develop and promote tourism at both domestic and international levels. Launched in 2011, the National Tourism Sector Strategy (NTSS) is a primary government initiative.

Scope

This report provides an extensive analysis related to the tourism demands and flows in South Africa:

It details historical values for the South African tourism sector for 2009–2013, along with forecast figures for 2014–2018
It provides comprehensive analysis of travel and tourism demand factors, with values for both the 2009–2013 review period and the 2014–2018 forecast period
The report provides a detailed analysis and forecast of domestic, inbound and outbound tourist flows in South Africa.
It provides comprehensive analysis of the trends in the airline, hotel, car rental and travel intermediaries industries, with values for both the 2009–2013 review period and the 2014–2018 forecast period.

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Reasons to buy
Take strategic business decisions using historic and forecast market data related to the South African travel and tourism sector. Understand the demand-side dynamics within the South African travel and tourism sector, along with key market trends and growth opportunities.

Key highlights

South Africa has an extensive resource base, including its coast and beaches, mountains, wildlife, wilderness areas and cities, as well as its heritage, cultural diversity, recreation and sports facilities, adventure tourism, and niche segments such as birdwatching. South Africa has a variety of tourist attractions such as world heritage sites, distinctive art forms, music and traditional rituals, as well as abundant sites of great archaeological significance such as Sterkfontein, Swartkrans and Kromdraai. According to the South African tourism board, the country’s top five attractions for international tourists are Cape Town, the Cape Peninsula, the Winelands, the Garden Route and Kruger National Park.

National parks are the country’s most popular holiday destination, which recorded an increase of 2.4% in visitor numbers in December 2013 from over the previous year – 692,498 people visited South Africa’s 21 national parks in this month, while the Table Mountain National Park, one of the world’s natural wonders, attracted 333,090 visitors. Additionally, the Kruger National Park and the Garden Route National Park recorded 180,328 and 63,414 guests respectively.

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