

# TOURISM ARRIVALS IN SOUTH AFRICA

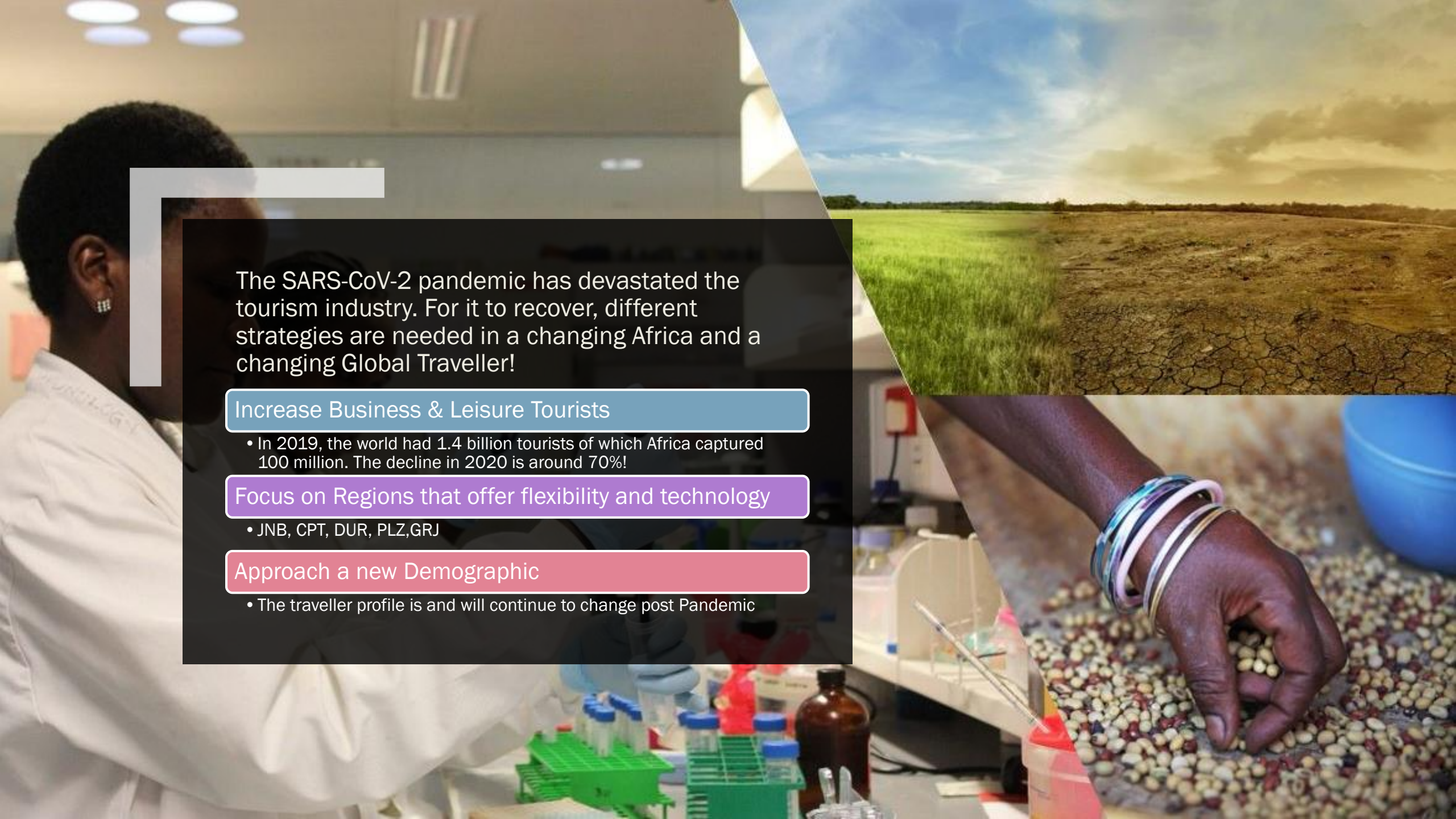
A CASE FOR GROWING TOURISM POST SARS-CoV-2

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The SARS-CoV-2 pandemic has devastated the tourism industry. For it to recover, different strategies are needed in a changing Africa and a changing Global Traveller!

#### Increase Business & Leisure Tourists

- In 2019, the world had 1.4 billion tourists of which Africa captured 100 million. The decline in 2020 is around 70%!

#### Focus on Regions that offer flexibility and technology

- JNB, CPT, DUR, PLZ,GRJ

#### Approach a new Demographic

- The traveller profile is and will continue to change post Pandemic



# Tourism Strategy

Sustainable

Less frequent; minimal impact; inclusivity; short haul. Staycation. Art. Cook. Learn



Multitask

Holiday with laptop; Work from holiday; Wide spaces; Road less travelled. Technology required.



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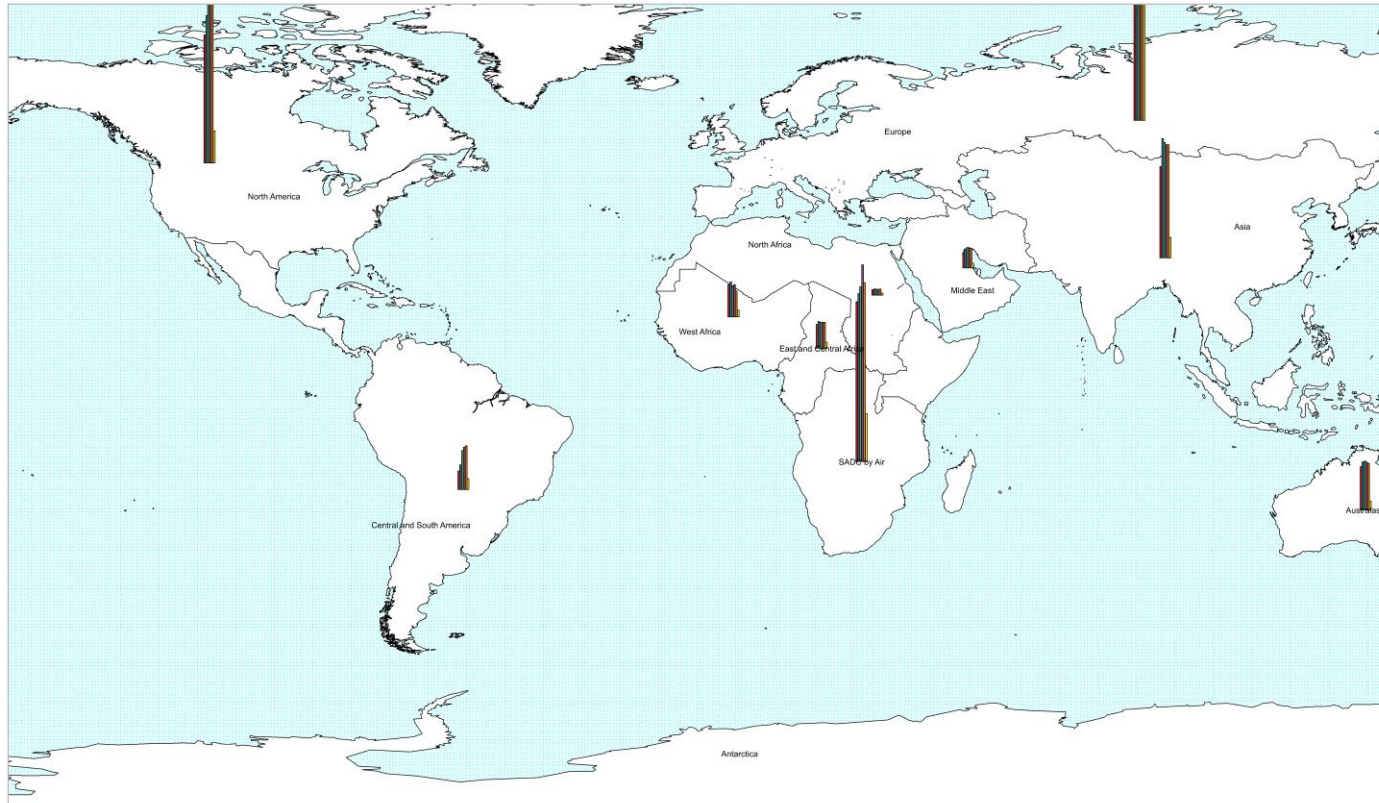
Travel Advisor = Travel Companion. Cultural immersion; Spend less; experience more

Source: National Geographic; Euro News

# The Recovery

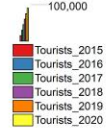


**Source:** UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as at May 2021



Tourist Arrivals 2015 to 2020

2020\_Annual - StatsSa figures  
100,000



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## Foreign Arrivals - RSA 2015-2020

(Excluding International  
Transfers)

South Africa experienced a  
decline from 3,400,000  
international arrivals to -73% in  
2020. Things are improving, but  
it will take time

# Conclusion: Beyond Covid-19:

## Industry experts recommend the following:

- Promote Domestic Tourism through co-operation between provinces
- Promote Regional Tourism through strengthened co-operation between countries
- International Tourism will require restoring traveller confidence and focus on safety
- Clear information and support for business travellers. Business travellers definition is blurred in official statistics
- Sustainability is going to be the key driver so build on it. Age profile will be mixed and changing constantly
- Employees are stakeholders and need to be involved, as are tourism bodies, businesses (larger and smaller) within the sector
- Hotel chains need a different operating model for younger families with children including child-care facilities.
- Rivals must work with each other, it is no longer “Us and Them” mentality. This includes tourism bodies, airlines, airports and hotel groups.
- The importance of localised businesses especially SMME’s is vital to the recovery so maintain capacity and address any gaps

*"This crisis is an opportunity to **rethink the tourism sector** and its contribution to the people and planet; an opportunity to build back better towards a **more sustainable, inclusive and resilient** tourism sector that ensure the benefits of tourism are enjoyed widely and fairly."*

*Zurab Pololikashvili, UNWTO Secretary-General*