

Developing Domestic and Regional Tourism in Africa

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- Introduction
- Facts and Figures
- Challenges
- Conclusion and recommendations

- Domestic and regional tourism should be foundation of tourism in Africa
- On average 80% of international tourists travel within their region
- Africa only receives about 5.3% of international tourist arrivals
- Africa's middle class now estimated at over 350 million
- Hence, Africa the preferred destination, domestic and regional tourist markets are key

Malaysia tourist statistics (2015):

- international tourist arrivals over 25 million, of these over 20.9 were regional, 12.9 million from Singapore alone, only 0.4 million from UK. Domestic tourists – 176.9 million.

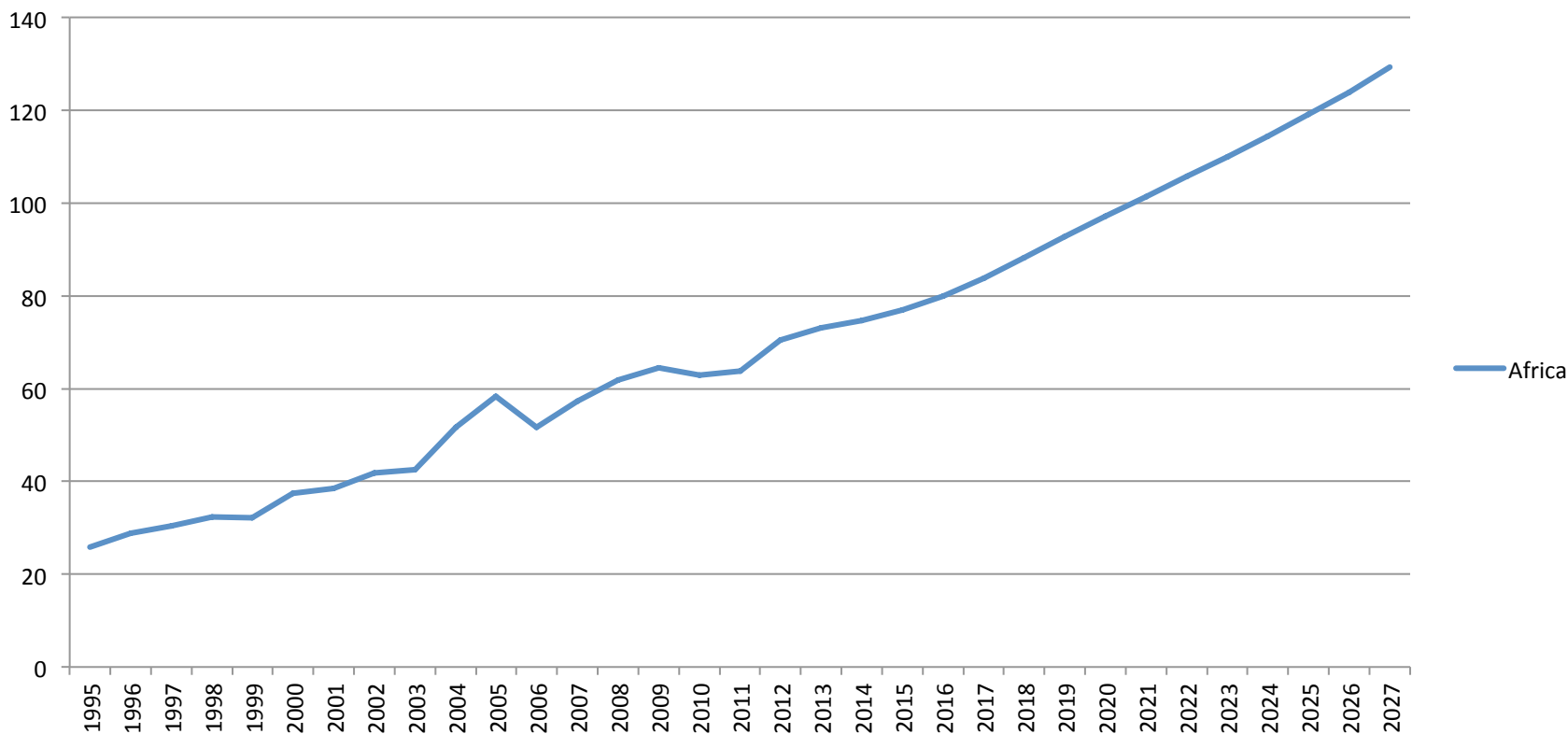
Thailand tourist statistics

- international tourist arrivals over 29.8 million, of these over 19.6 were regional, 7.9 million from China alone, only 0.9 million from UK. Domestic tourist – over 83 million (as of 2007)

Domestic tourism spending US (billion) ⁵

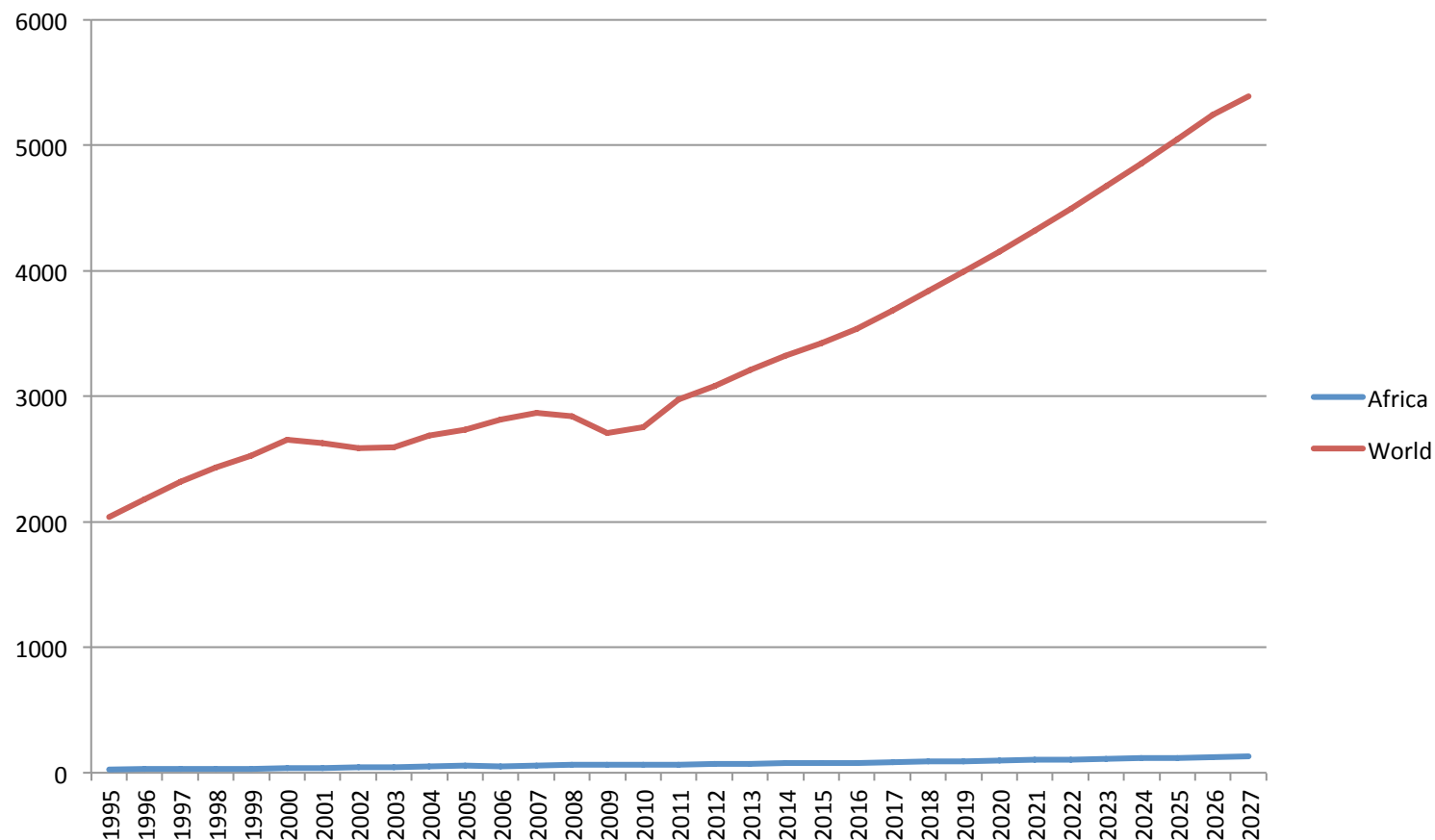


Africa



Source: WTTC

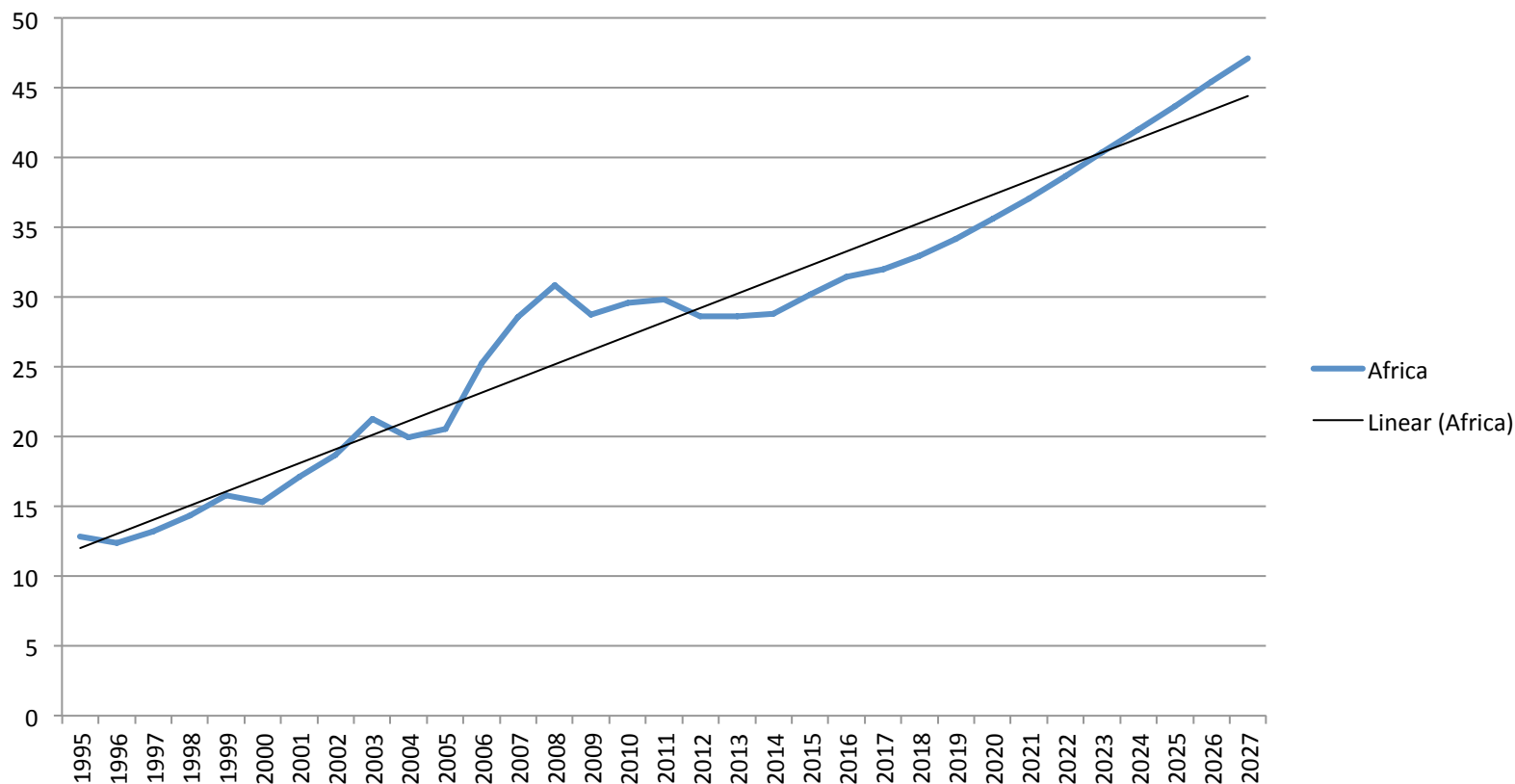
Comparison with rest of the world



Source: WTTC

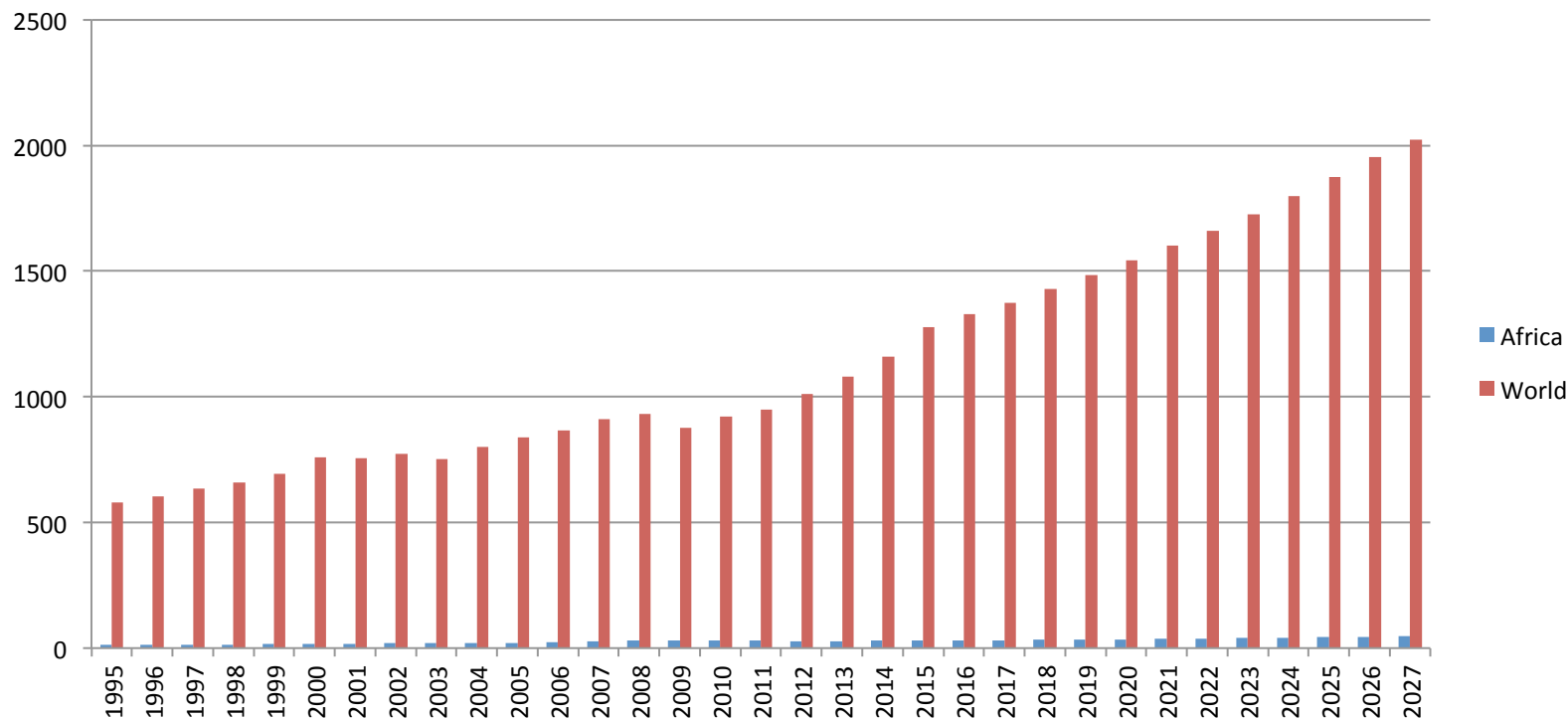
Outbound tourism spending US (billion) ⁷

Africa Outbound Tourism US\$ bn



Source: WTTC

Comparison with rest of the world



Source: WTTC

- Nature of tourism products
- Lack of awareness by Africans
- Lack of domestic and regional tourism marketing
- High cost of travel
- Lack of organised travel
- Inaccessibility of destinations – visa regimes, infrastructural issues etc

- Domestic and regional tourism harbour great potential for the continent
- Challenges need to be urgently addressed
- There is need to kick-start a continental campaign – travel Africa for Africans

THANK YOU!
MERCI BEAUCOUP!

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