

# **Booking in South Africa**

October 2024

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## Booking in South Africa - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Strategic partnerships key to share growth in South Africa Established players continue to thrive on goodwill and reputation

#### PROSPECTS AND OPPORTUNITIES

Online travel intermediaries set to drive growth of internet bookings Travellers expected to gain confidence in making online bookings

#### **CATEGORY DATA**

Table 1 - Booking Sales: Value 2019-2024

Table 2 - Business Travel Sales: Value 2019-2024

Table 3 - Leisure Travel Sales: Value 2019-2024

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 5 - Forecast Booking Sales: Value 2024-2029

Table 6 - Forecast Business Travel Sales: Value 2024-2029

Table 7 - Forecast Leisure Travel Sales: Value 2024-2029

## Travel in South Africa - Industry Overview

### **EXECUTIVE SUMMARY**

Increased confidence influences growth of travel flows across South Africa.

Airlines: Low cost carrier offer remains limited to several players

Hotels: Partnerships with online travel agents boost occupancy for hotels

Booking: Online bookings on the rise

What next for travel?

## MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2019-2024

Table 9 - Surface Travel Modes Online Sales: Value 2019-2024

Table 10 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 12 - In-Destination Spending: Value 2019-2024

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## SOURCES

Summary 1 - Research Sources

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