

INTERNATIONAL TOURIST ARRIVALS

▲▼ 2019

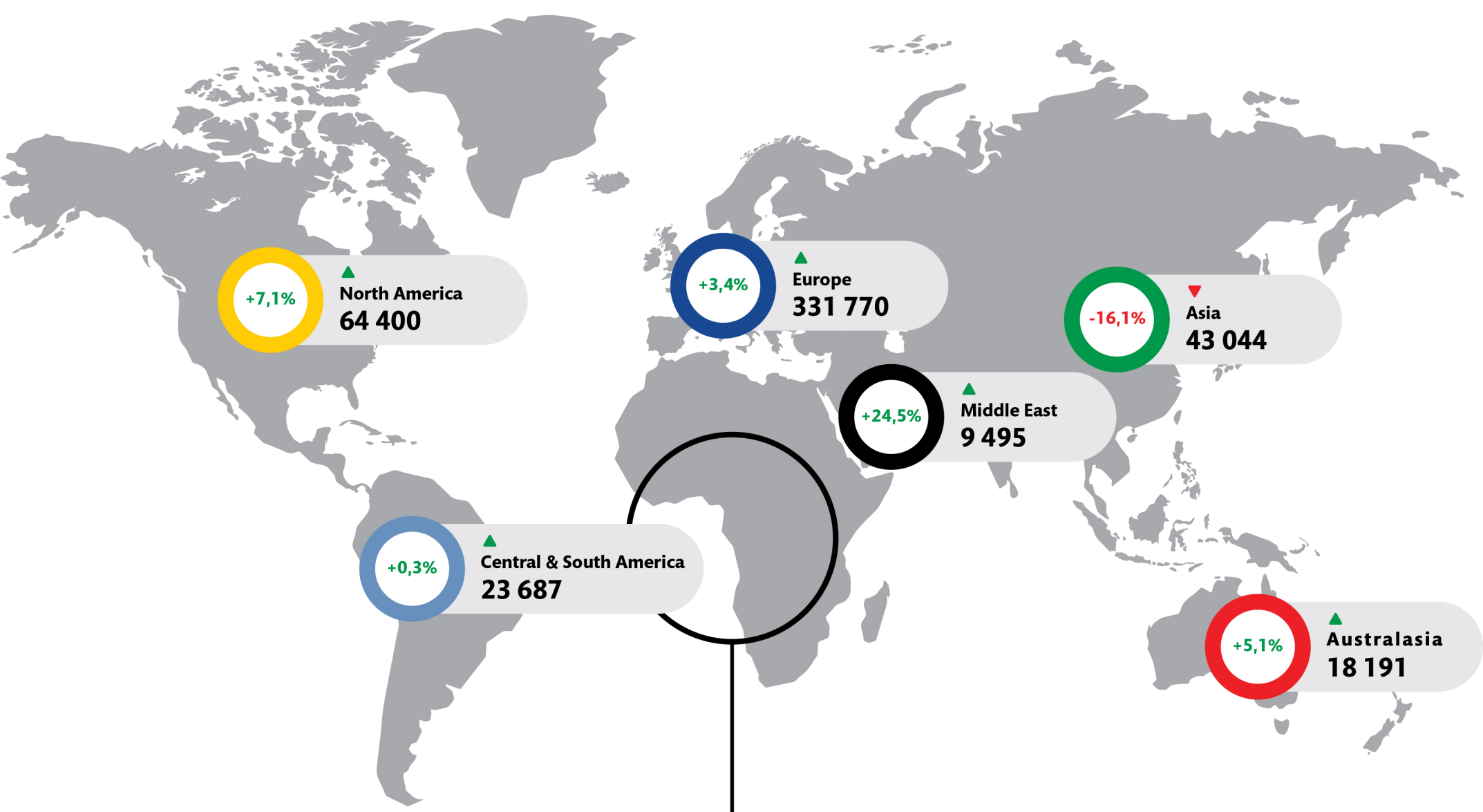


►.....6.9% Required growth rate to reach the Annual Target .....►  
\*The Annual Target was set in January 2020

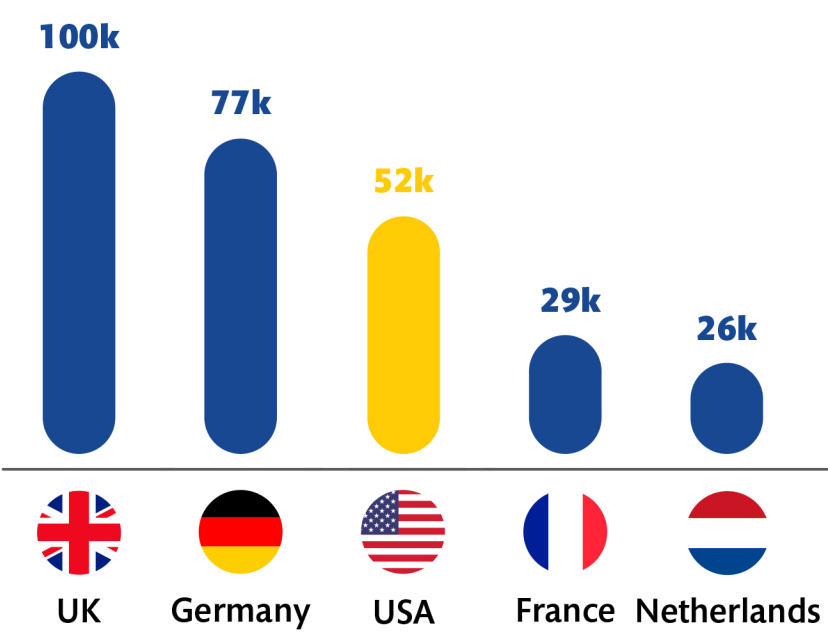
GLOBAL MARKETS

▲▼ 2019

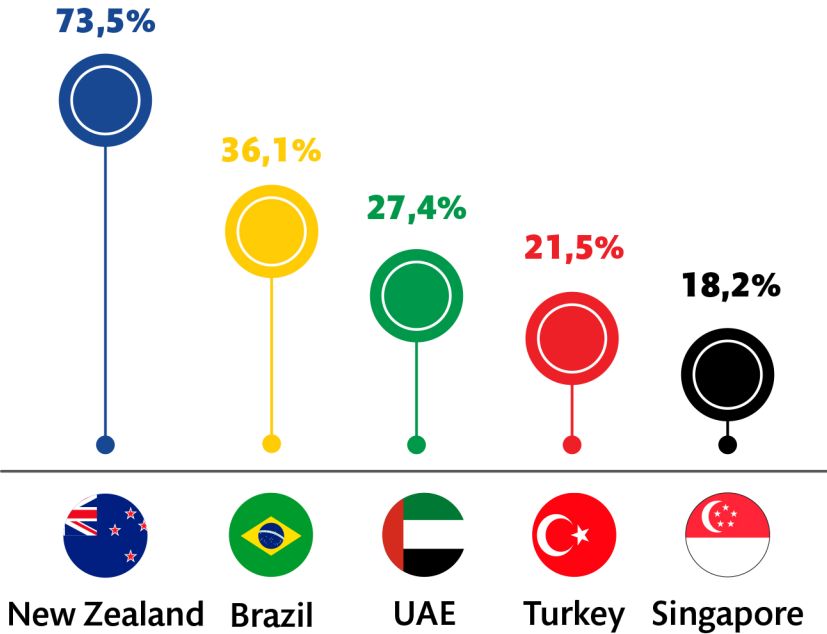
Jan-Feb 2020 (+2.4%) over Jan-Feb 2019



TOP 5 VOLUME OVERSEAS MARKETS

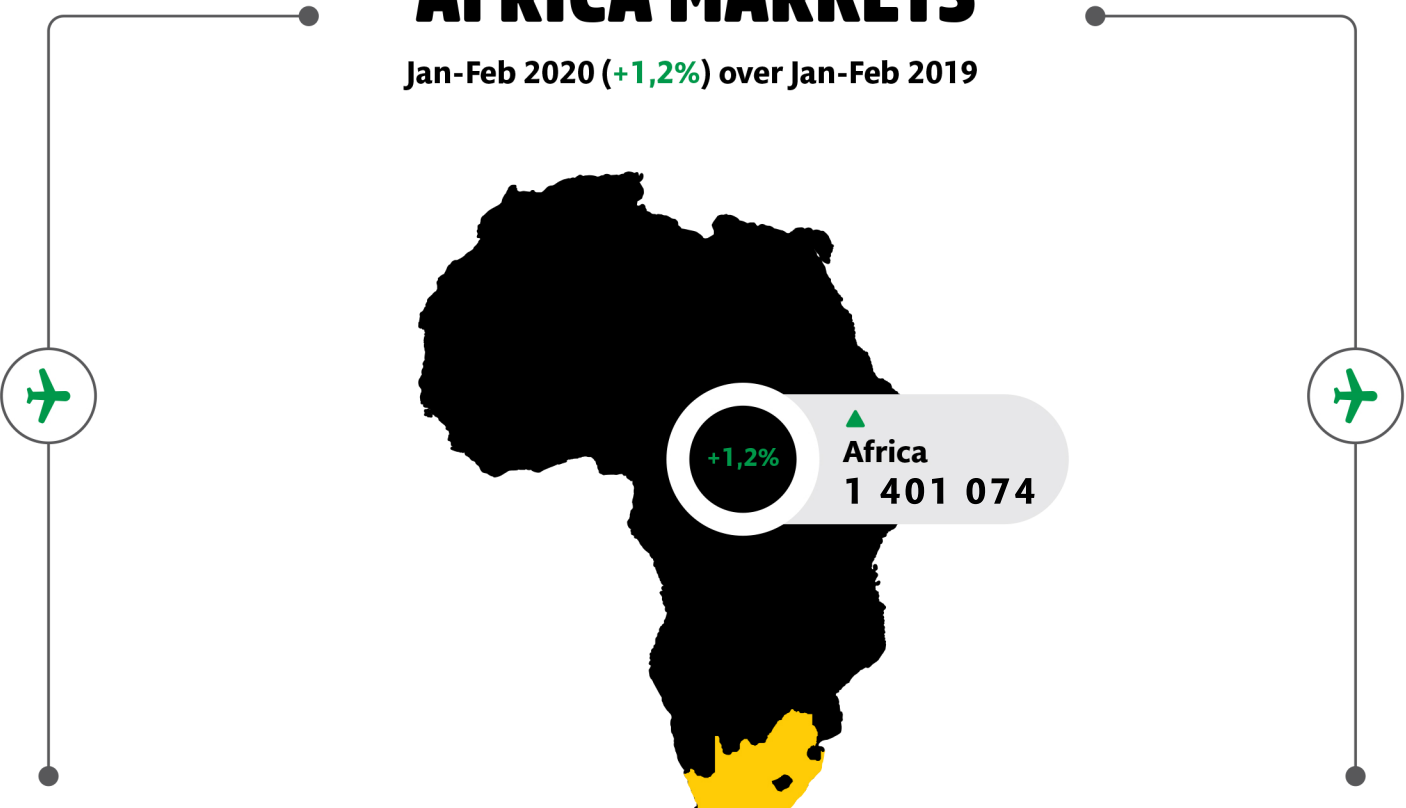


TOP 5 FASTEST GROWTH OVERSEAS MARKETS

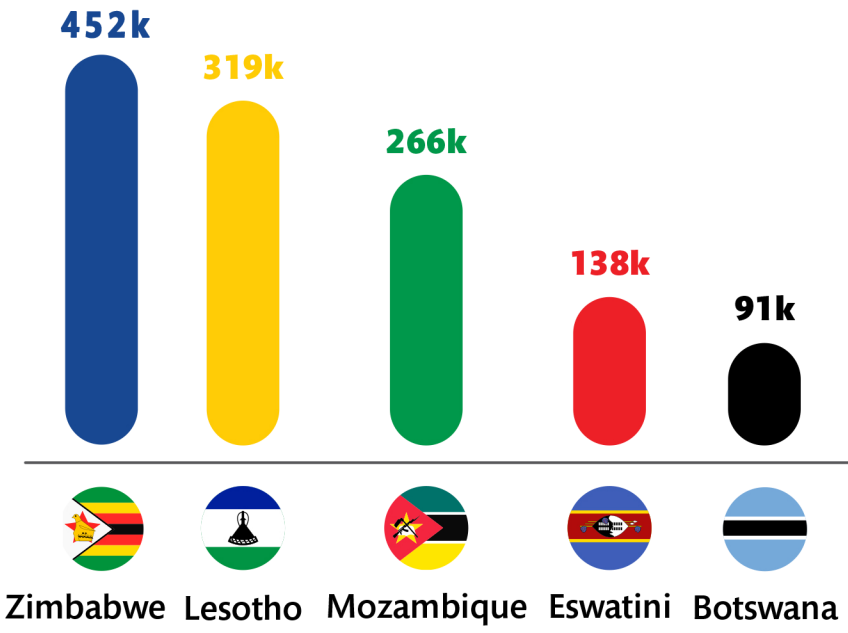


AFRICA MARKETS

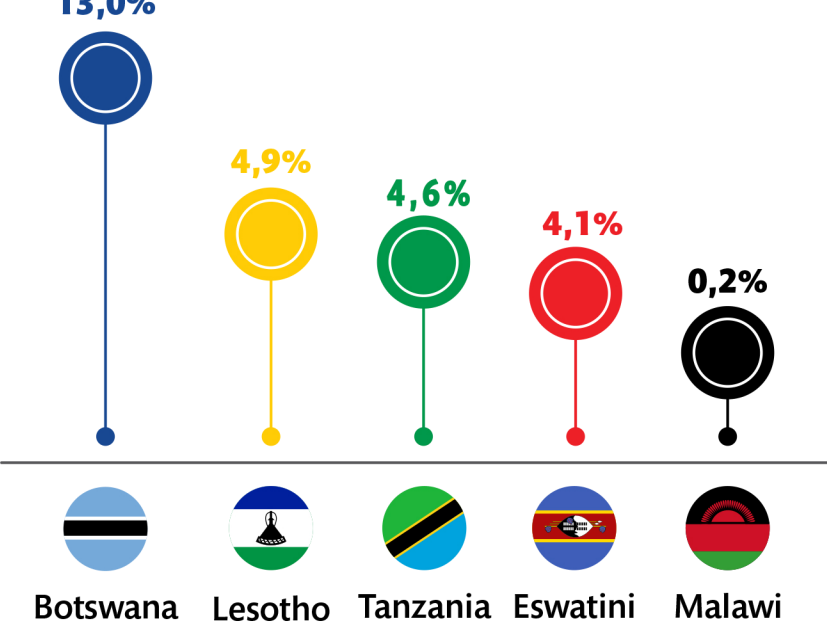
Jan-Feb 2020 (+1.2%) over Jan-Feb 2019



TOP 5 VOLUME AFRICA



TOP 5 FASTEST GROWTH MARKETS AFRICA



OUTLOOK 2020

>> The latest forecast by Oxford Economics indicates:



■■■■■■■■■■ -32%  
In 2020, international tourist arrivals to South Africa will decline by at least -32% to reach a total of **6.9 million** for the year. SA Tourism's initial target was to grow the market by 6.9% to a total of 10.9 million for the year before the Coronavirus pandemic. This is a potential loss of 4.0 million in international arrivals.



■■■■■■■■■■ -34%  
The corresponding direct spend by international tourists is expected to decrease slightly sharper at -34% to R55.4 billion. The target for the year was to grow to R96,1 billion. The potential loss in direct spend by international tourists is a total of R41 billion.