



**tourism market insights**  
**Angola**

**WESGRO**  
cape town & western cape  
research  
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# 1. Overview of Angola

## About Angola

Where is Angola?	Angola lies on the western (Atlantic) coast of southern Africa. It is bounded in the south by Namibia, in the east and north by the Democratic Republic of the Congo (formerly Zaire), and in the east by Zambia.
Population (millions)	33,6 (July 2021 estimate)
Time Difference	South Africa is one hour ahead of Angola.
Language	Portuguese is the official language.
Age structure (2020 estimate)	0-14 years: 47.83% (male 7,758,636/female 7,797,869) 15-24 years: 18.64% (male 2,950,999/female 3,109,741) 25-54 years: 27.8% (male 4,301,618/female 4,740,463) 55-64 years: 3.43% (male 523,517/female 591,249) 65 years and over: 2.3% (male 312,197/female 436,050)
Economy	Angola's economy is overwhelmingly driven by its oil sector.  Oil production and its supporting activities contribute about 50% of GDP, more than 70% of government revenue, and more than 90% of the country's exports.
Formal Greeting	Ola (Hello)
Angolan Etiquette	People typically shake hands and don't rush through greetings. They will ask after family.  Eye contact is expected except for when you are meeting an elder. Women in rural areas might not make eye contact.  Always greet the eldest person first. Here, a bow is more appropriate than a handshake.  A dark suit and tie are highly appreciated elements when doing business.  Business cards are a mandatory; everybody exchanges them.  When greeting most Angolans, it is customary to question them about their health and other social pleasantries.

## 2. The Angolan traveller to South Africa

### Angolan Travel Market

Number of Arrivals	2015: 48 416
	2016: 43 608
	2017: 49 299
	2018: 64 859
	2019: 61 995

Purpose of visit to South Africa (2019)	Holiday : 39,2%
	VFR : 21,4%
	Medical: 8,7%

Average length of stay in South Africa (Number of nights)	2017 : 16,8
	2018 : 19,1
	2019 : 14,8

Age profile (2019)	18 – 24 : 12,7%
	25 – 34 : 34,4%
	35 – 44 : 32,2%
	45 – 54 : 13,4%
	55 – 64 : 5,0%
	65+ : 2,4%

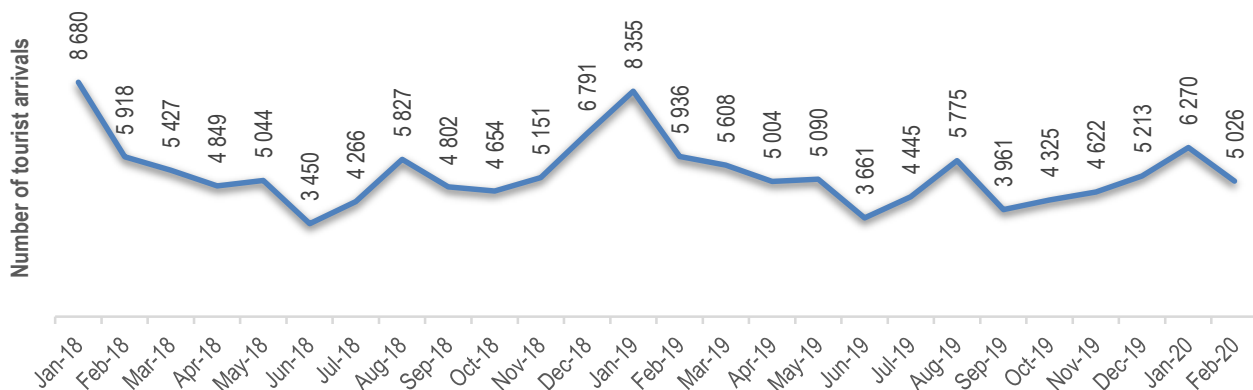
Repeater Rate of Angola Travellers (2019)	First Timers : 25,8%
	2 – 3 times : 19,4%
	4 – 5 times : 13,8%
	6 – 9 times : 11,3%
	10 times or more : 29,7%

Accommodation Usage (2019)	Friends & Family : 332 034
	Self Catering : 148 188
	Hotels : 143 219

Total Foreign Direct Spend in South Africa (R in millions)	2017 : R1, 064
	2018 : R1, 283
	2019 : R1, 069

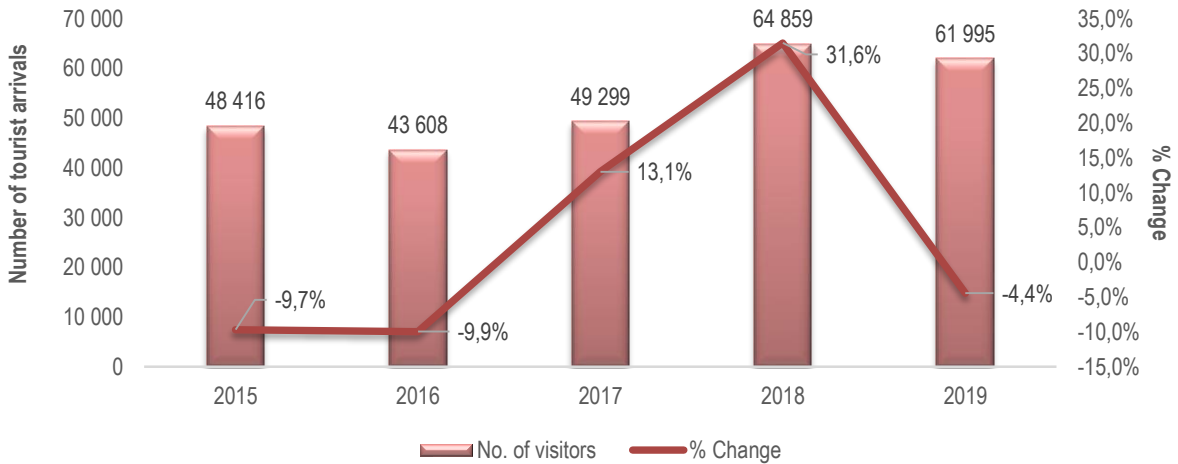
Average Spend in South Africa	2017 : R23 000
	2018 : R21 300
	2019 : R19 000

ANGOLAN TOURIST ARRIVALS TO SOUTH AFRICA, JAN 2018-FEB 2020



## 2. The Angolan traveller to South Africa

### 2.1. Angolan Tourist Arrivals to South Africa



### 2.2. Purpose of visit to South Africa

Angolans travelling to South Africa are predominantly visiting for the purpose of holiday, visiting friends and relatives and for medical reasons.

The majority of these travelers are typically between the ages of 18 and 54 years; with 12,7% in the 18 – 24 age bracket, 34,4% in the 25 – 34 category and 32,2% in the 35 – 44 age group. The highest share of Angolan visitors were repeat visitors with over 10 or more visits to the country. Holding a share of 29,7%.

#### Top reasons for travel to SA

Holiday (39,2%)

\*VFR (21,4%)

Medical (8,7%)

Average length of stay (2019)

14,8 nights

### 2.3. Activities in South Africa

#### Top activities undertaken

Shopping

Visiting Natural Attractions

Beaches

Business

Culture/heritage

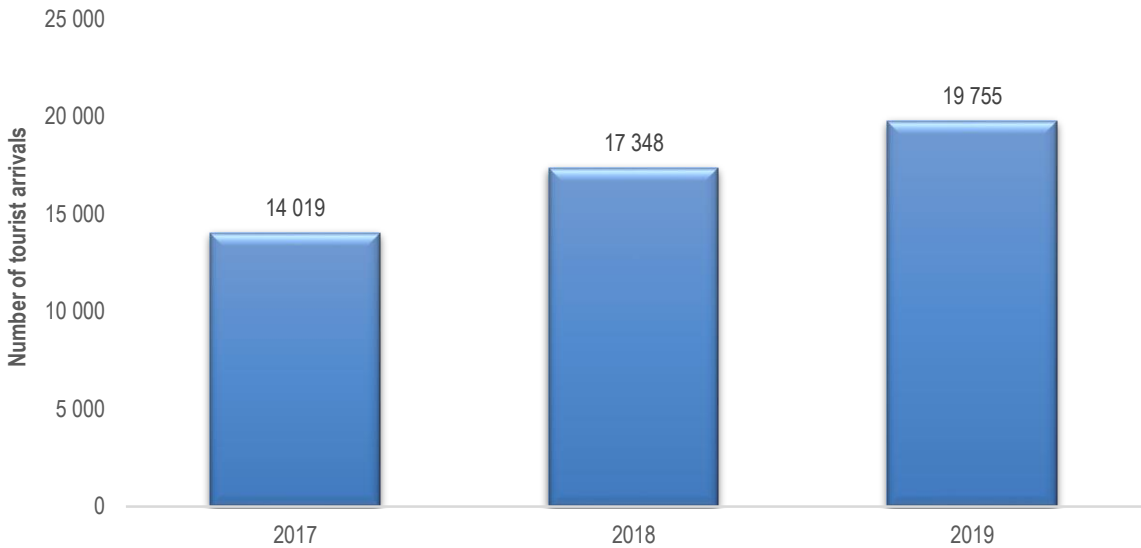
Shopping, visiting natural attractions, beaches, business and culture/historical/heritage were amongst the top activities enjoyed by Angolan tourists in the country. In 2019 Angolan tourists average spend was R19 000 per tourist.

They most likely stay with friends and family or choose self catering or hotel accommodation when in the country.

On average travelers from Angola stayed in South Africa for around 14,8 nights.

## 3. The Angolan traveller to the Western Cape

### 3.1. Angolan Tourist Arrivals to the Western Cape

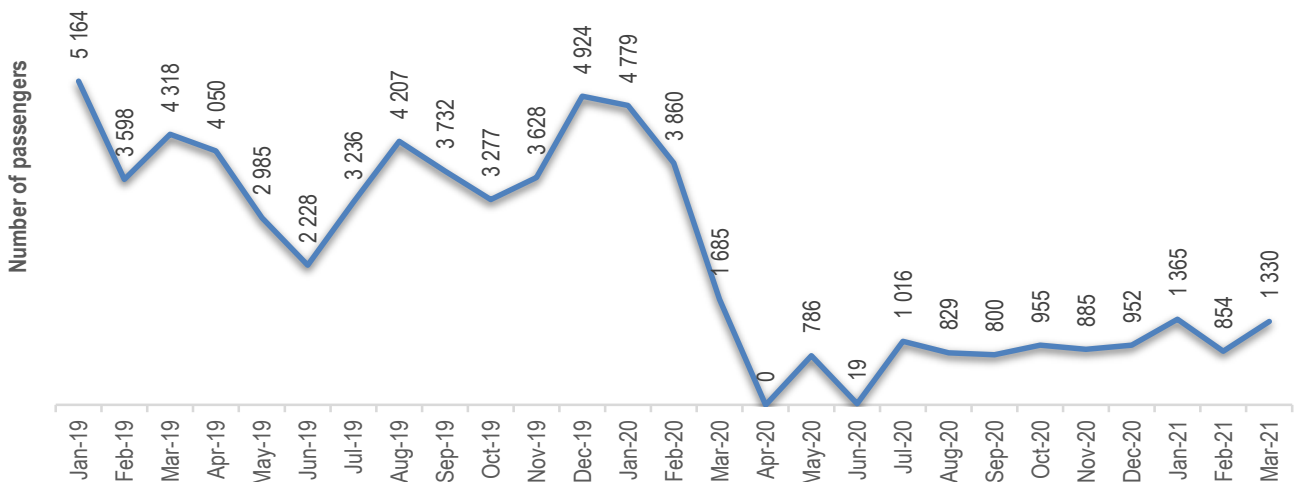


### 3.2. Angolan passengers through the Cape Town International Airport

During the challenging nationwide lockdown which commenced on the 27<sup>th</sup> March 2020, the tourism and hospitality sectors have been the hardest hit throughout Africa. However, the announcement of business continuity and ease in travel restrictions brought much hope for the Western Cape economy.

Angolan passenger movement plummeted to zero in April 2020 and then started picking up in May 2020 with 786 passengers travelling by air. January 2021 and March 2021 reflected the highest level of passenger movement since the commencement of the nationwide lockdown. When observing the historical trend in 2019, it is evident that January is a preferred month of travel amongst these travellers.

ANGOLAN PASSENGER MOVEMENT THROUGH CAPE TOWN INTERNATIONAL AIRPORT, JAN 2019-MAR 2021



## 4. Key Findings

In the year under review (2019), South Africa received a total of 10,2 million foreign arrivals. 61 995 of those tourists originated from Angola.

Tourist arrivals from Africa accounted for 7.6 million in 2019 and there has been a decline of 2.4% when compared to 2018.

The attacks on foreign nationals that were prevalent in 2019 severely hampered performance in this region.

Be that as it may, Angolans travelling to South Africa indicated holiday (39,2%), VFR (Visiting Friends & Relatives) 21,4% and medical (8,7%) as their main purpose of visiting.

Top activities enjoyed by this market included; shopping, visiting natural attractions , beaches, business activities and culture/heritage.

On average, travelers from Angola stay in South Africa for over 2 weeks. 2019 saw an average of 14,8 nights spent in the country while in 2018 Angolan tourists stayed for an average of 19,1 nights.

Travelers from Angola to the country are typically between the ages of 25 – 34 (34,4%) and 35-44 years (32,2%).

The highest share of Angolan visitors were repeat visitors with over 10 or more visits to the country. Holding a share of 29,7%.

In 2019, the Western Cape welcomed a total of 19,755 Angolan tourists to its shores, translating into a significant growth of 13,9% year-on-year.

Cape Town International Airport welcomed 45,347 Angolan travelers in 2019 and only 16,566 passengers in 2020, a clear indication of the significant impact of COVID-19 on air travel from this market.

In 2021, the months January and March reflected the highest level of passenger movement since the commencement of lockdown.

When observing the historical trend in 2019, it is evident that January is a preferred month of travel amongst these travellers.

## 5. List of sources

1. South African Tourism
2. Euromonitor International
3. OAG Airline Passenger Traffic Analyser
4. World Travel Guide

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