



tourism market insights

Kuwait

WESGRO
cape town & western cape
research

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1. Overview of Kuwait

About Kuwait

Where is Kuwait?

Kuwait is located in the Middle East, bordering the Persian Gulf, between Iraq and Saudi Arabia

Population (millions)

4.4 (2019)

Time Difference

South Africa is 1 hour behind Kuwait.

Language

Arabic is the official language

General Overview

Kuwait's economy is the second wealthiest of the GCC countries (after Qatar) and the third largest after Saudi Arabia and the UAE.

Consumer expenditure per capita in Kuwait is forecast to grow at an average annual rate of 2,3% through to 2030. In 2019, real disposable income per capital amounted to USD 15,258.

The country's current population is around 4,4 million and with an average fertility rate of 2.1 births per female the population will reach 5.1 million in 2030. It is predicted that the median age will go from 36.8 years in 2019 to 35.9 years in 2030.

Per capita gross income in Kuwait is forecast to increase by 48% in real terms over 2021-2040. Middle Youth are projected to become predominant in the top-income band by 2040, shaping luxury spending patterns in Kuwait.

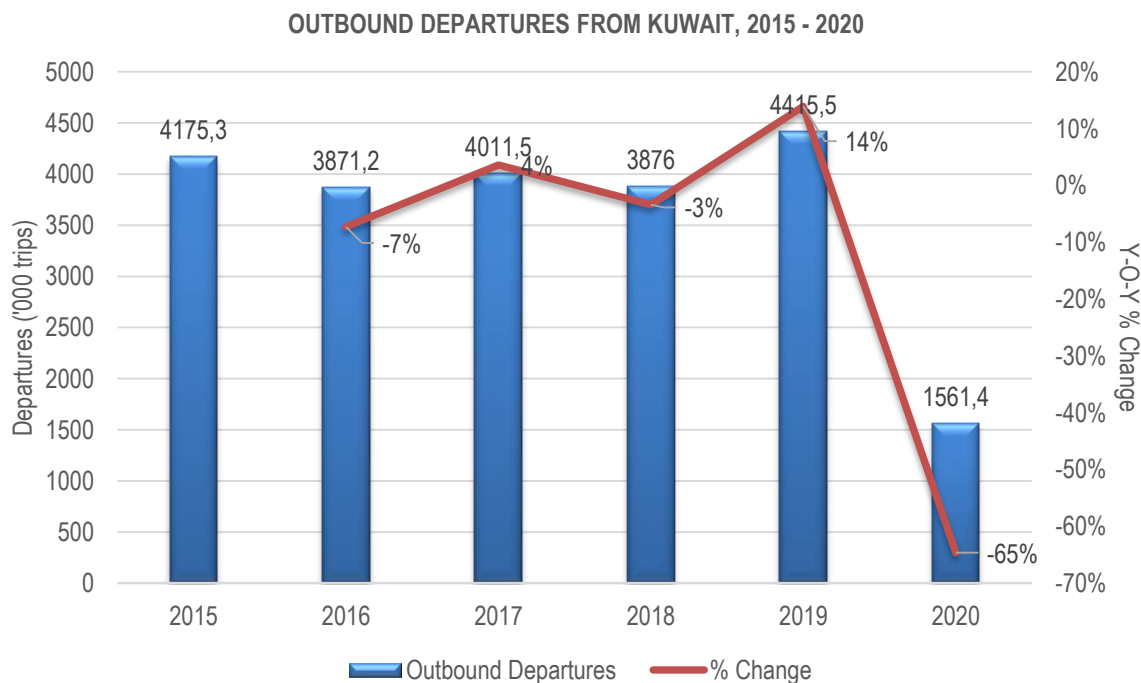
Outbound departures reached 1 561 400 trips in 2020, declining by 64,6% from 2019. By 2024 the number of outbound trips is expected to recover to 2019 levels with a forecast expenditure of KWD 3 219 400.

Source: Euromonitor International, 2021

2. Overview of the Kuwait Travel Market

Kuwait Travel Market

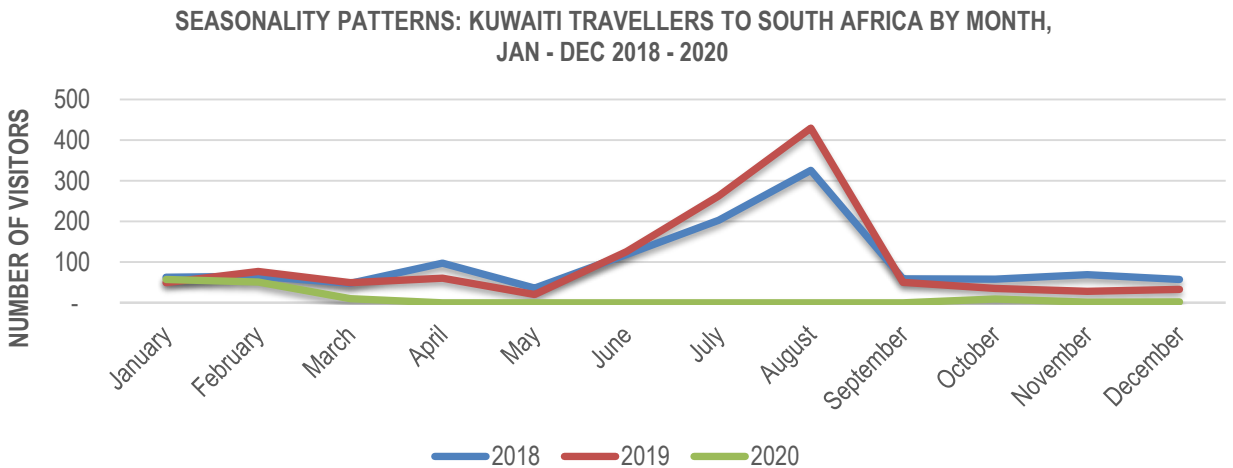
Largest Cities	<ol style="list-style-type: none"> 1. As-Salimiyah 2. Jaleeb Al Shuykh 3. Mahboola 4. Hawalli 5. Farwaniya
Outbound Departures ('000 trips)	<ol style="list-style-type: none"> 1. 2018: 3,876 2. 2019: 4,415,5 3. 2020: 1,561.4
Top 5 Outbound Destinations ('000 trips, 2020)	<ol style="list-style-type: none"> 1. Saudia Arabia: 553.8 2. Turkey: 193.1 3. UAE: 136.8 4. Egypt: 106.8 5. Jordan: 61.6
Type of Outbound Trips	Leisure: 85.8% Business: 14.2%



3. The Kuwaiti traveller to South Africa

Kuwait Travel Market

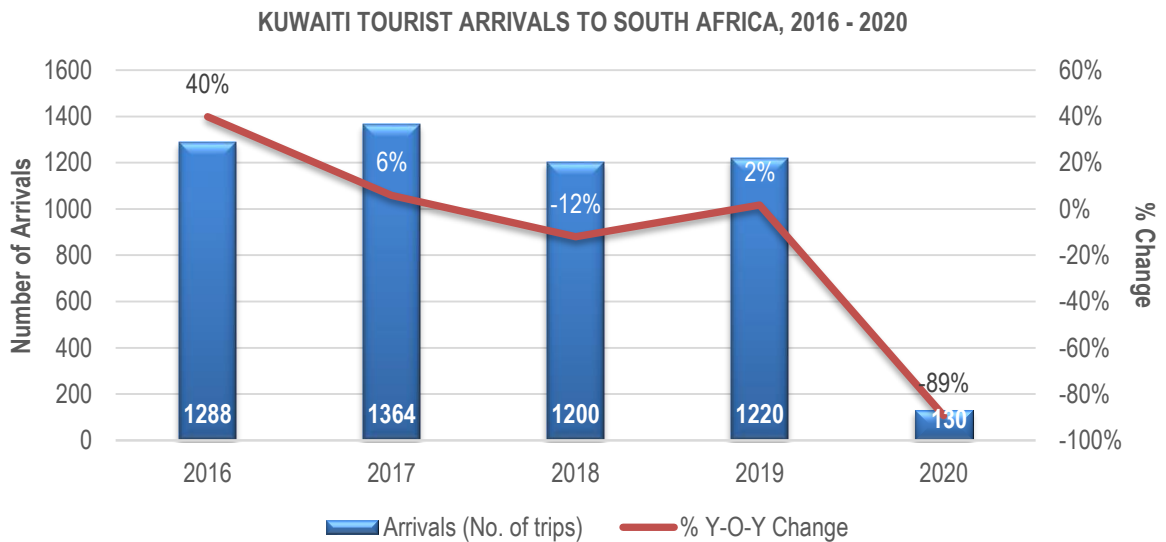
Number of Arrivals	2016: 1 288 2017: 1 364 2018: 1 200 2019: 1 220 2020: 130
Purpose of visit to South Africa (2019)	Holiday (33,9%) VFR (49%) Religion (12,9%)
Average length of stay in South Africa (Number of nights, 2019)	2017: 38 2018: 21 2019: 14
Age profile (2019)	18 – 24 yrs (8,7%) 25 – 34 yrs (11,5%) 55 – 64 yrs (47,1%)
Repeater Rate of Kuwait Travellers (2019)	1. First Time: 24% 2. 10+ times: 76%
Accommodation Usage (2019)	1. Friends & Family 2. Hotels 3. Game Lodge
Total Foreign Direct Spend in South Africa (R in millions)	2017: R 42 2018: R 45 2019: R 165
Average Spend in South Africa	2017: R 31 700 2018: R 40 600



3. The Kuwaiti traveller to South Africa

4.1. Visitor Arrivals to South Africa

The graph below depicts total tourist arrivals from Kuwait into South Africa from 2016 - 2020. A -89% decline in tourist arrivals from Kuwait was experienced in 2020 due to the impact of the pandemic on international travel.



4.2. Purpose of visit to South Africa

In 2019 travellers from Kuwait to South Africa visited predominantly for holiday purposes or to visit family and friends. Over 10% also visited for religious reasons and a small amount came for Meetings, Incentives, Conferencing and Events (MICE) .

In 2019, Kuwaiti travellers stayed in South Africa for an average length of 14 nights

Top reasons for travel to SA

Holiday (35,7%)

VFR (41%)

Religion (12,9%)

MICE (0,9%)

Average length of stay

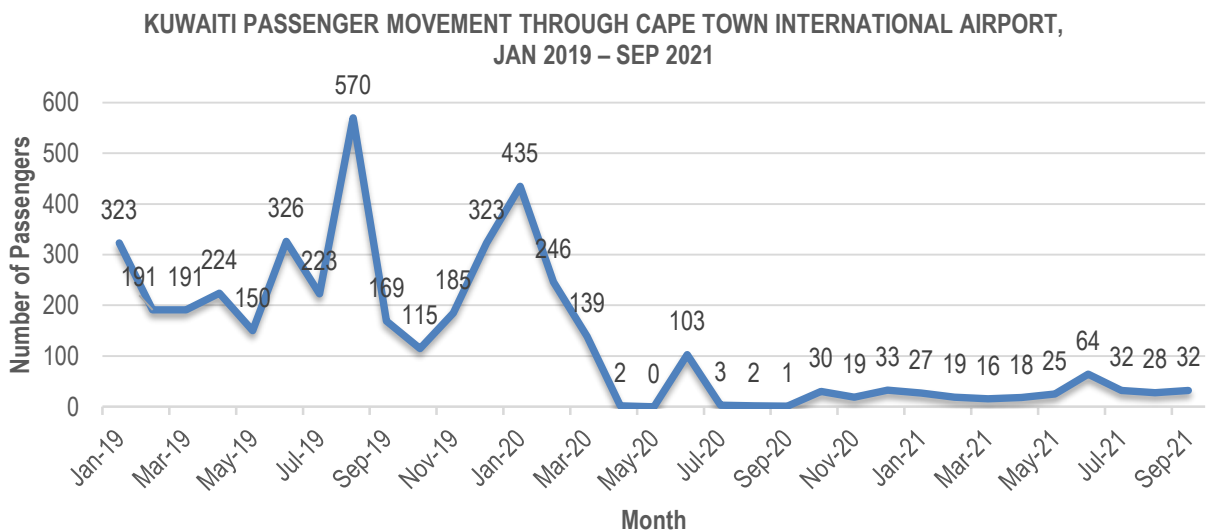
14
nights

4. The Kuwaiti traveller to the Western Cape

5.1. Passenger Traffic through Cape Town International Airport

According to the latest OAG Traffic Analyzer data, Kuwaiti passenger movement through Cape Town International Airport plummeted in April 2020, after the nationwide lockdown commenced on 26 March 2020. Passenger movement was almost non-existent between April and September 2020, except for a spike in arrivals in June (103 passengers).

Passenger movement rose with the re-opening of air travel in October 2020 and has been climbing slowly with a peak in June 2021 (64 passengers).



Source: OAG Traffic Analyser, 2021

5. Key Findings

- The COVID-19 pandemic has caused sharp declines in both inbound and outbound tourism flows as well as commercial activity across Kuwait.
- Outbound departures declined by 64,6% in 2020 from the previous year. By 2024 the number of outbound trips is expected to recover to 2019 levels.
- Travellers from the Kuwait to South Africa are predominantly visiting for holiday purposes or to visit family and friends. A small amount also visited for religious reasons in 2019.
- Kuwaiti travellers stayed in South Africa for an average length of 14 nights in 2019.
- They are more likely to stay with family and friends. Many travellers from Kuwait also make use of hotel and game lodge accommodation.
- Passengers from Kuwait through Cape Town International Airport increased by 35% in January 2020 when compared to previous year. However, due to travel restrictions brought on by the COVID-19 pandemic, passenger arrivals decreased dramatically throughout the rest of 2020, except for June which recorded a third of the amount of passengers in the same month in 2019. Passenger movement rose with the re-opening of air travel in October 2020 and has been climbing slowly with a peak in June 2021.

6. List of sources

1. South African Tourism
2. StatsSA
3. Euromonitor International
4. OAG Airline Passenger Traffic Analyser
5. CIA Factbook

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