

WEST AFRICA INBOUND & OUTBOUND TRAVEL TRENDS INTO SOUTH AFRICA JULY 2022

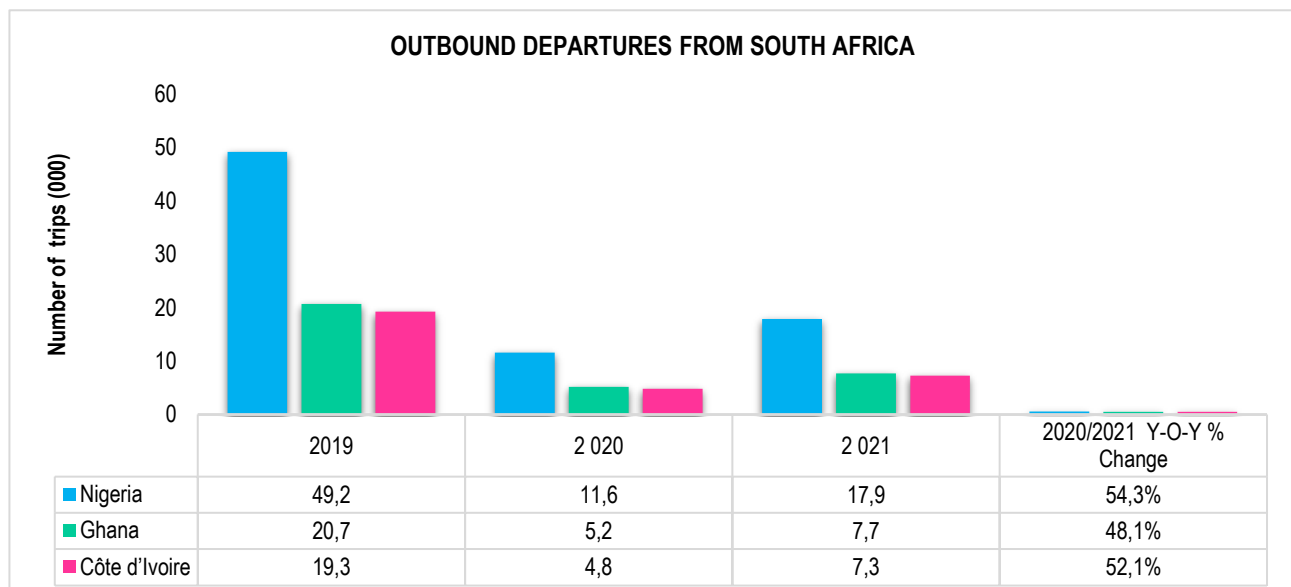
According to South African Tourism (2021), in 2019 global international tourist arrivals reached 1.5 billion on the back of a decade of uninterrupted growth. Arrivals increased by an average of 5% per year between 2009 and 2019 and by +63% at an aggregate level. However, the number of international tourist arrivals dropped sharply in 2020 due to the Covid-19 pandemic, reaching 402 million, the lowest figure recorded since 1989.

Having been decimated during 2020 by restrictions on movement introduced to contain the spread of Covid-19, in addition to the economic shock engendered by the pandemic, the expectation is that outbound departures and particularly inbound arrivals will begin to recover during 2022. However, both outbound departures and inbound arrivals will remain well below 2019 levels (Euromonitor International, 2022).

This document seeks to provide the latest figures available for travel between West African countries, namely (Benin, Burkina Faso, Cape Verde Island, Côte d'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, Togo) and South Africa from the number of arrivals to their purpose of visit. The two West African countries with the highest volume of tourist arrivals to South Africa (2019 – 2021) were Nigeria and Ghana.

1. OUTBOUND DEPARTURES FROM SOUTH AFRICA (2019 – 2021)

The image below shows the number of outbound departures from South Africa to select West African countries, namely Nigeria, Ghana & Côte d'Ivoire over the period 2019 to 2021. A high growth rate has been seen post the Covid pandemic era with an increase of 54,3% in departures from South Africa to Nigeria, 52,1% to Côte d'Ivoire, and 48,1% to Ghana y-o-y over the period 2020/2021.

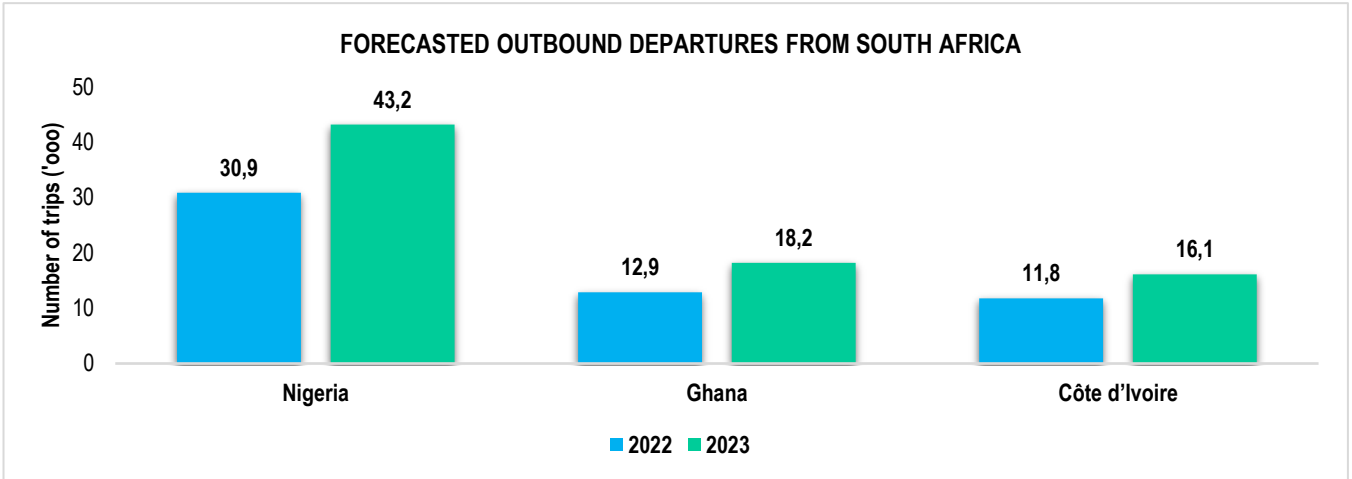


Source: Euromonitor International, 2021



2. FORECASTED OUTBOUND DEPARTURES FROM SOUTH AFRICA (2022 – 2023)

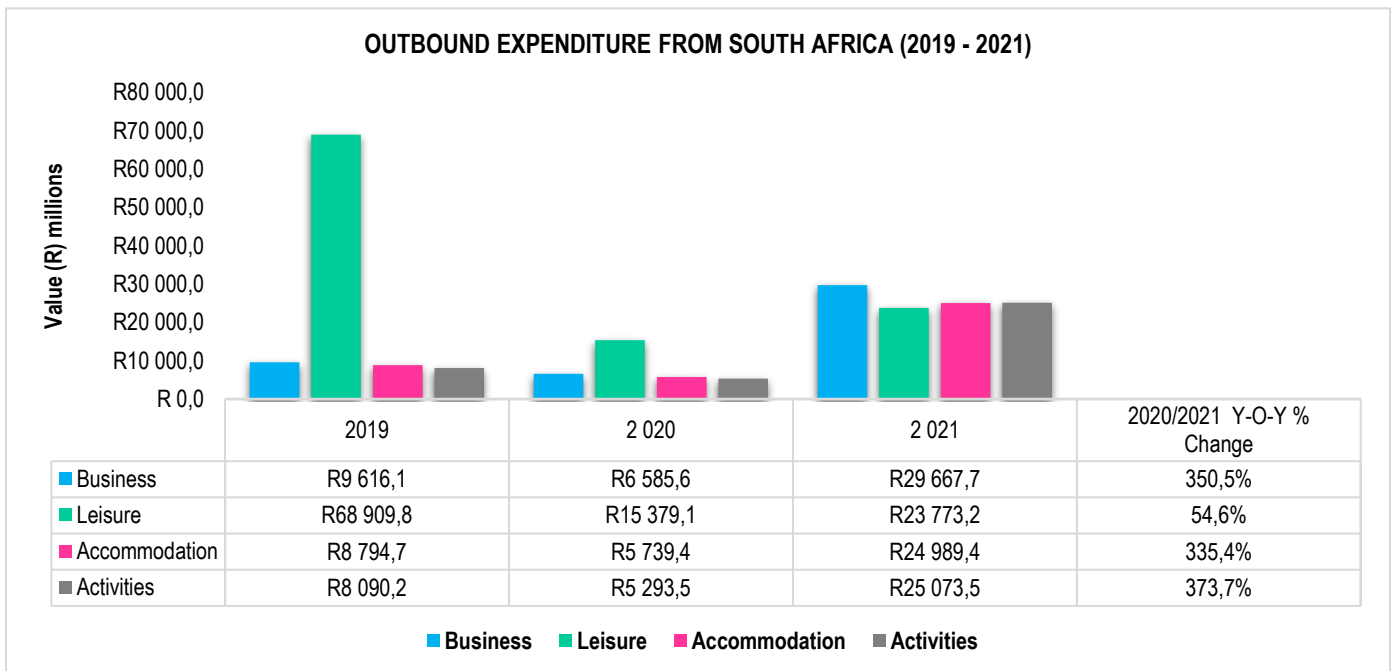
According to Euromonitor International (2021) outbound departures are set to rise in 2022 as depicted in the graph below.



Source: Euromonitor International (2021)

3. OUTBOUND EXPENDITURE (2019 – 2021)

South Africans spent over R20 million in travel expenditure in 2021, with a year-on-year increase of over (300%) from 2020 to 2021 for business travel, accommodation and activities. While we don't have expenditure figures by South Africans specifically individual to West African countries, the overall expenditure is reflected here.

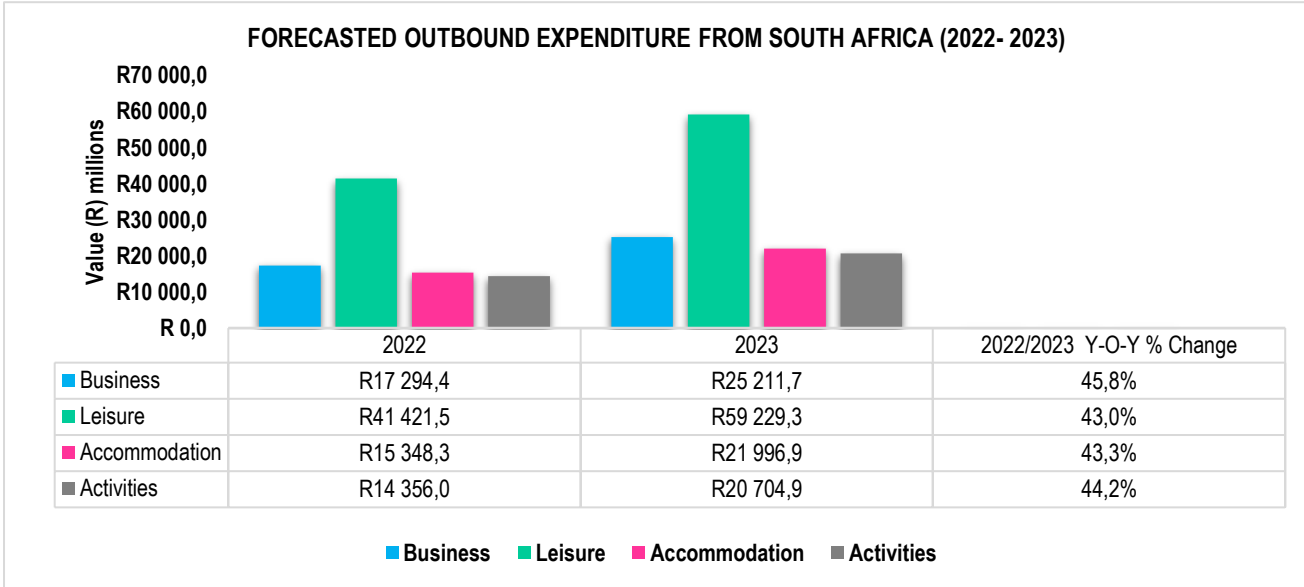


Source: Euromonitor International, 2021



4. FORECASTED OUTBOUND EXPENDITURE (2022 – 2023)

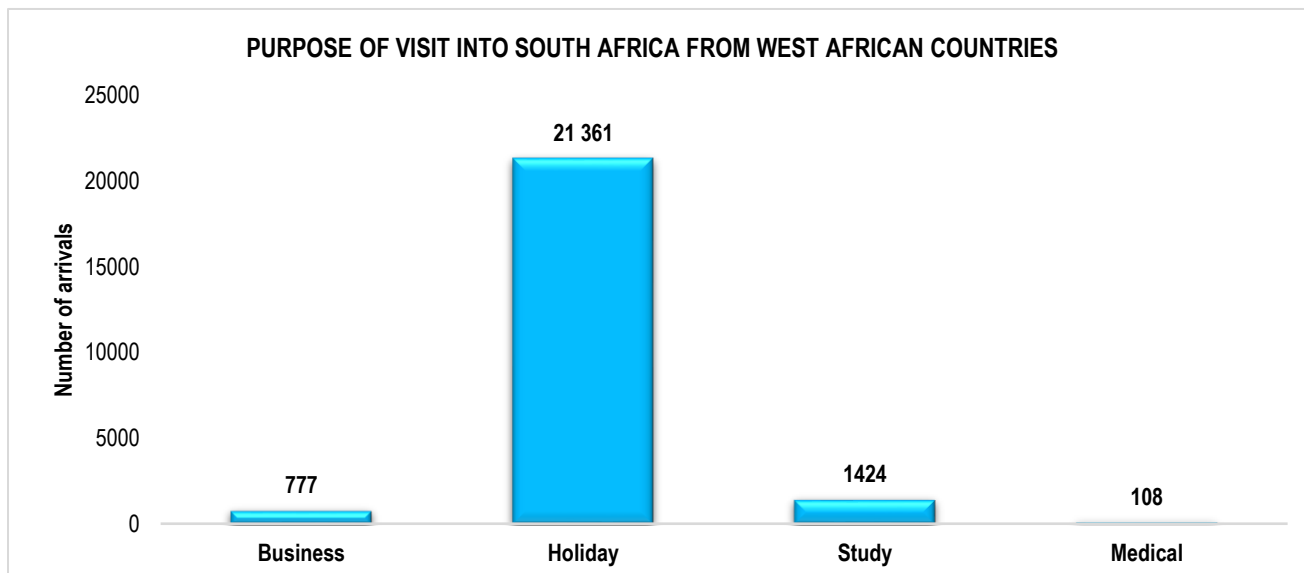
In 2023 leisure travel has the highest forecasted expenditure at over R50 000, far exceeding projected expenditure for other travel categories. To this end, a positive y-o-y % change can be seen over the period with 45,8% for business travel, 43,0% for leisure travel, 43,3% for accommodation and 44,2% for activities.



Source: Euromonitor International,2021

5. PURPOSE OF VISIT FROM WEST AFRICAN COUNTRIES TO SOUTH AFRICA (2021)

Travelers from West African countries to South Africa travel predominantly for leisure with over 21 000 arrivals recorded in 2021.

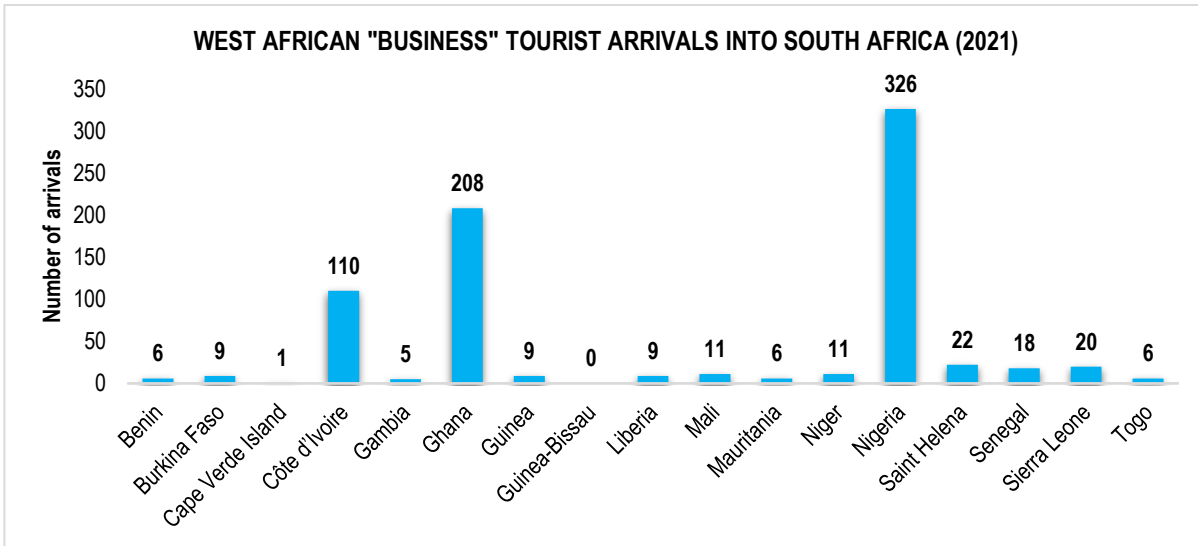


Source: Stats-SA (2021)



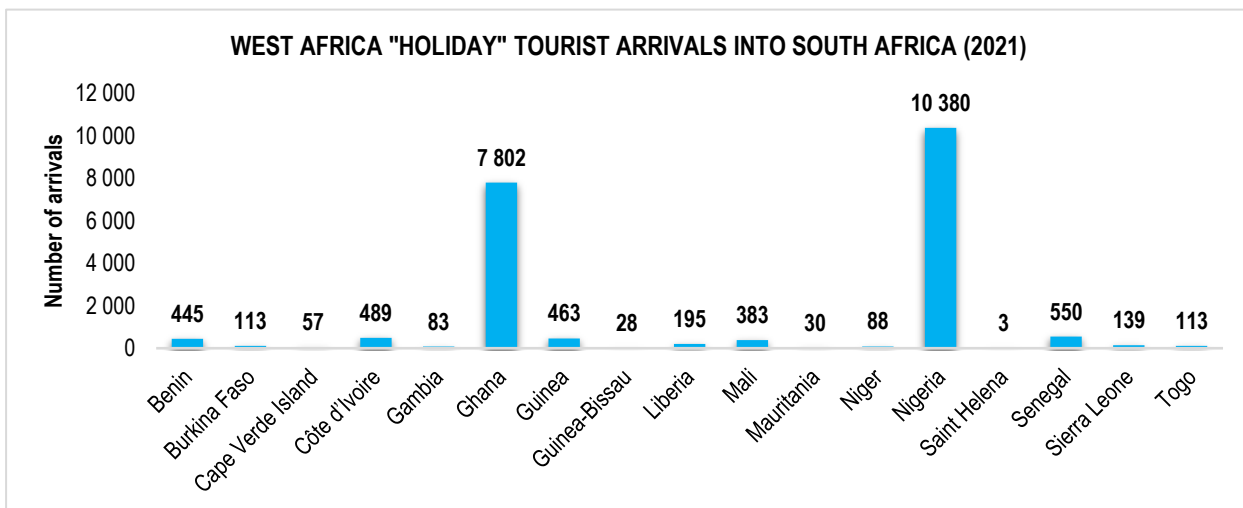
The following graphs provide a breakdown of the four above-mentioned reasons for travel by individuals from West African countries into South Africa in 2021. These include the following categories:

1. Business
2. Holiday
3. Study
4. Medical

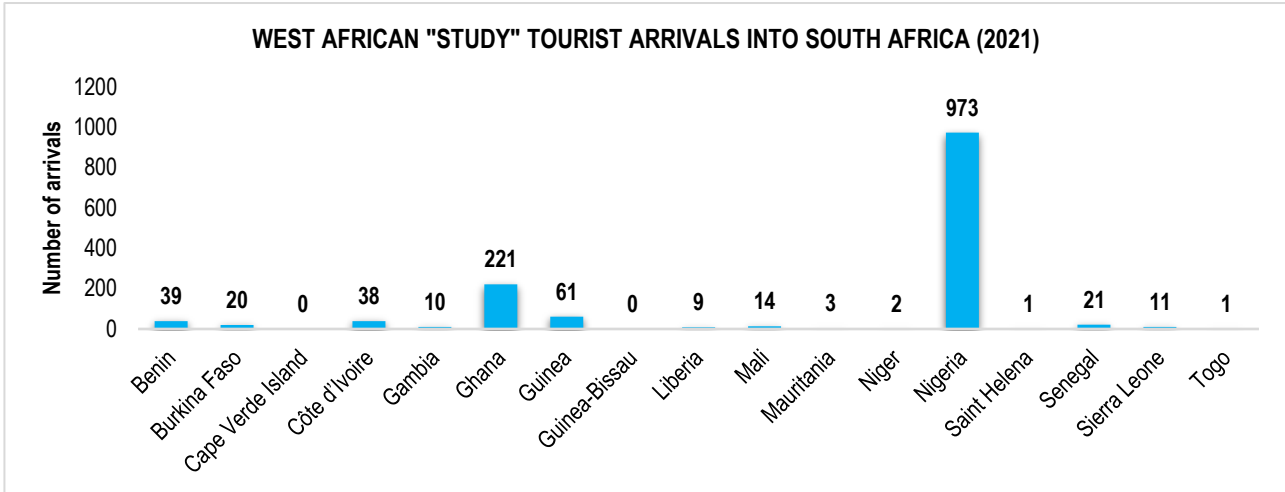


Source: Stats-SA (2021)

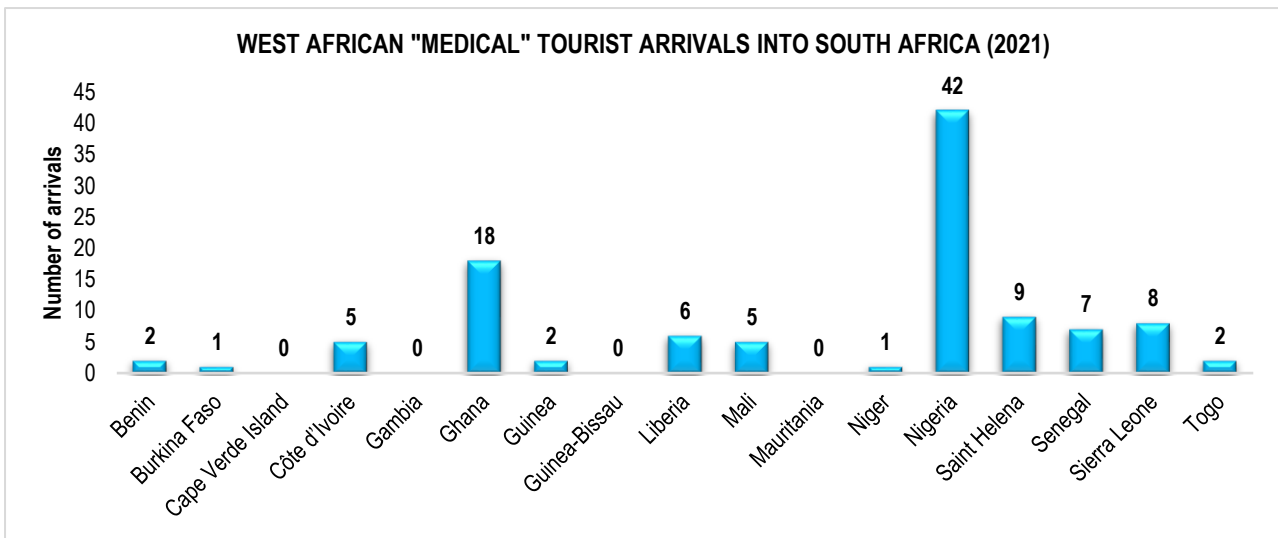
As previously mentioned in the introduction the two leading countries in terms of arrivals into South Africa in 2021 were Ghana and Nigeria, which can clearly be seen in the graphs presented in the document.



Source: Stats-SA (2021)



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Source: Stats-SA (2021)

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