WOMEN manage about 50% of hospitality businesses in Africa.

8.8% of the WORLD’S JOBS
9.1% of the WORLD’S GDP
5.8% of the WORLD’S EXPORTS
4.5% of the WORLD’S INVESTMENTS

Some countries with the highest potential for tourism during the next five years:
- Botswana
- Namibia
- South Africa
- Tanzania
- Cape Verde

Zooming into South Africa: By 2021 about 75% of all tourists to Africa will be intraregional African travelers, and South Africa is the largest source market for intraregional travel. From 2009-2010, regional arrivals to South Africa increased by 12.8%. South Africa along with Angola represented 58% of all arrivals to Namibia in 2010.

COUNTRIES WITH THE HIGHEST POTENTIAL FOR TOURS DURING THE NEXT FIVE YEARS

More than 10 million people travel across international borders every year within Africa.

Hotel development cost is still high in Africa. Ranging from US$250,000-400,000, compared to US$200,000 elsewhere in the world.

Reducing cost
Increasing investment

HOTELS in Africa are a good opportunity for investment. Only 10% of the Region’s 390,000 hotels meet international standards, and South Africa has 50% of the stock.

AIR TRAVEL could benefit from investment in Africa. The continent accounts for only 4% of the world’s scheduled air services.

http://www.worldbank.org/africa
@WorldBankAfrica