

# HARNESSING TOURISM FOR

## Jobs, Growth & Opportunity in Africa

### TOURISM

is a powerful vehicle for *economic growth & job creation* all over the world

THE TOURISM SECTOR IS DIRECTLY AND INDIRECTLY RESPONSIBLE FOR

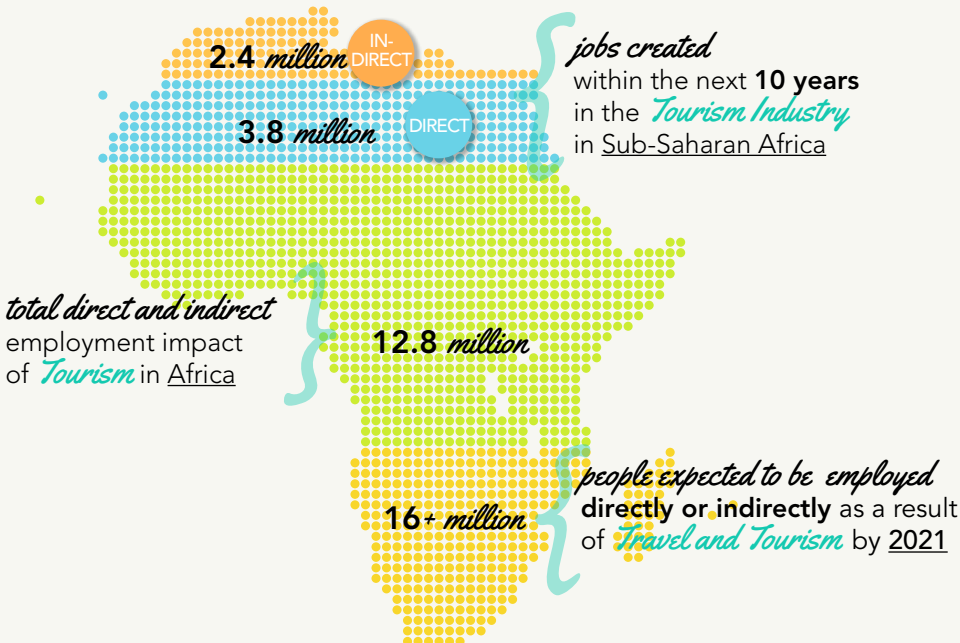
8.8% of the WORLD'S JOBS

9.1% of the WORLD'S GDP

5.8% of the WORLD'S EXPORTS

4.5% of the WORLD'S INVESTMENTS

THE TOURISM SECTOR IS RAPIDLY GROWING AND CREATING JOBS



GLOBAL INTERNATIONAL TOURIST ARRIVALS IN SUB SAHARAN AFRICA HAVE BEEN GROWING STEADILY AT 4-5% PER YEAR SINCE THE 1950s



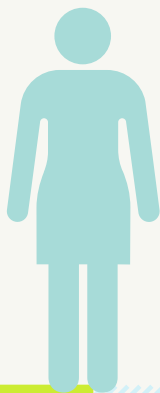
Between 2009-2010, international tourist arrivals in the continent increased by 8%, making Africa the *second fastest growing region* in the world after Asia Pacific.

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



### WOMEN

in tourism *can outnumber men* in certain positions and are *paid the same*. In 2010, 31% of employees in the *hotel and restaurant sector* were *women*, compared to 21% in other sectors.



Women manage about 50% of hospitality businesses in Africa.

### ZOOMING INTO SOUTH AFRICA

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

20% 40% 60% 80%

Many reasons, *one continent...*

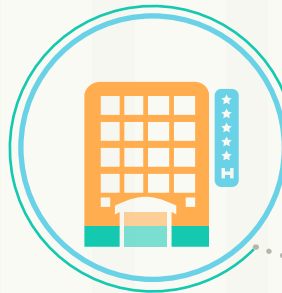
More than 10 million people travel across *international borders* every year *within Africa*.

- SHOPPING
- MEDICAL NEEDS
- SPORTS
- BUSINESS MEETINGS AND CONFERENCES
- RELIGIOUS GATHERINGS
- VISITING FRIENDS AND RELATIVES

LOOKING INTO OPPORTUNITIES FOR TOURISM IN AFRICA

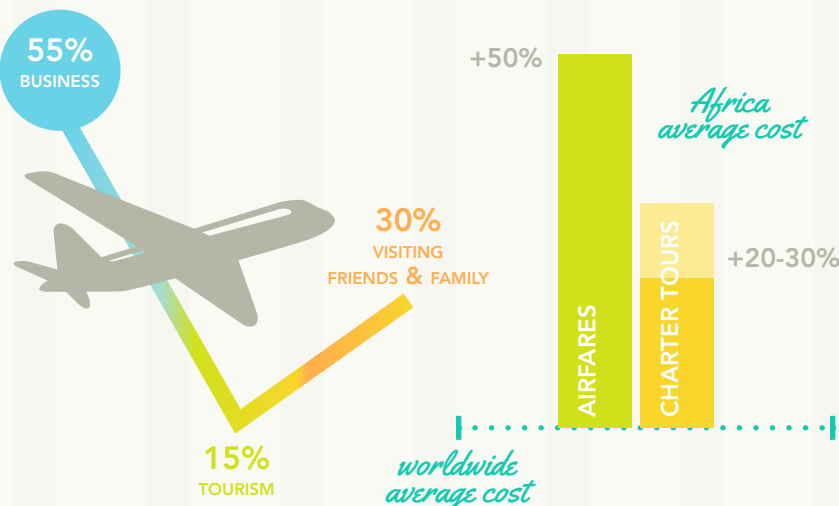
### HOTELS

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 this stock.



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

*Increasing investment*  
Only 23 international hotel corporations currently operate in Sub-Saharan Africa.



### AIR TRAVEL

could benefit from *investment* in Africa. The continent is served by only 4% of the *world's scheduled air service* seats. However, this seat supply grew by 6.5% between 1998 and 2009.

Sources: *Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods*, World Bank, 2013



<http://www.worldbank.org/africa>

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