

# AFRICA HOSPITALITY SNAPSHOT

## Key findings

GDP across our selected 13 African countries has increased by 64% on average over the decade to 2016

Countries with established tourism hotspots across the continent continue to invest in and grow their exposure to the international tourism sector, in part, as an effort to diversify the sources of future economic growth due to the recent falls in commodity prices

New tourism hotspots across Africa are beginning to emerge, with global operators already increasing exposure to these locations

Business tourism and leisure tourism spending across our selected 13 countries is expected to grow on average by 63% and 59% respectively

Business tourism spending is projected to increase by 131% over the next decade in Rwanda and 118% in Tanzania

Leisure tourism spending is forecast to increase by 120% over the next decade in Kenya and 81% in Tanzania

Across our selected 13 countries tourism is forecast to contribute 10% on average to GDP by 2026



	GDP Growth (2006-2016)	GDP Growth (2016-2026)	Tourism contribution to GDP 2016	Tourism contribution to GDP 2026 (F)	Business Tourism Spending projected growth 2016 - 2026	Leisure Tourism Spending projected growth 2016 - 2026	Current number of active hotels	Projected new hotel openings
Botswana	52.57%	62.12%	10.95%	12.13%	61%	63%	3	1
Egypt	48.03%	40.25%	7.23%	8.76%	65%	65%	148	8
Kenya	65.33%	79.37%	9.81%	9.58%	72%	120%	29	6
Malawi	80.91%	66.79%	7.22%	7.20%	57%	60%	NA	NA
Morocco	46.10%	48.65%	18.52%	19.41%	43%	50%	72	2
Nigeria	73.02%	50.82%	4.73%	4.47%	42%	34%	16	4
Rwanda	104.75%	90.83%	11.18%	11.62%	131%	41%	4	1
South Africa	22.81%	19.90%	9.33%	11.07%	27%	67%	132	3
Tanzania	91.44%	86.92%	13.29%	13.40%	118%	81%	19	2
Tunisia	30.65%	40.94%	13.72%	13.23%	33%	46%	38	3
Uganda	82.29%	79.48%	1.85%	1.57%	NA	NA	10	2
Zambia	93.02%	73.34%	7.03%	7.12%	76%	47%	7	1
Zimbabwe	28.80%	30.25%	8.05%	8.91%	26%	31%	5	NA

Sources: Knight Frank Research; Oxford Economics, WITC

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