



Euromonitor
International

Travel in South Africa

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Travel shows strong growth as accessibility and high-end offerings expand in parallel

Sustainability positioning strengthens South Africa's international competitiveness and resilience

Electronic travel authorisation boosts arrivals with digital innovation

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Visa reforms and airport upgrades accelerate international arrivals

AI-powered personalisation reshapes premium travel experiences

Sustainable tourism initiatives attract environmentally conscious visitors

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Low-cost carriers and digital innovators capture new demand with personalised offerings

PRODUCTS

Electronic travel authorisation architecture and digital border processing redefine the entry product

Experiential product engineering and sustainability certification systems create new product categories

Digital and experiential innovation raise competitive barriers and create new revenue architectures

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

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Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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