Tourism Ireland

Marketing Insights

South Africa - Market Profile

Beara Peninsula, Cork

Country Profile

Population:
44.8 million
Major Cities:
Pretoria, Johannesburg, Cape Town, Durban
Religion:
Christian
Language Spoken:
Eleven official languages, including English, Afrikaans and Zulu
Currency:
South African Rand (ZAR)
€1 - R9.80
£1 - R14.49
(May 2007)

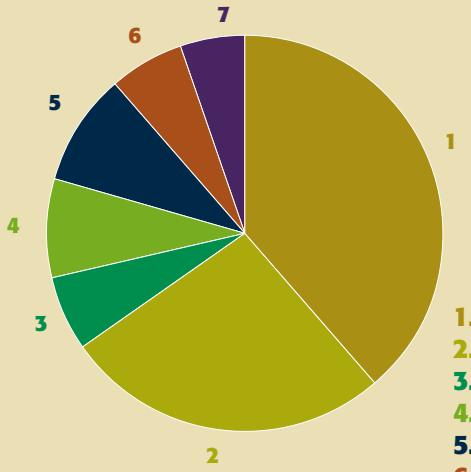
Access to the Island of Ireland

Main departure cities:
Johannesburg & Cape Town
Main Airlines:
South African Airways, British Airways, Virgin Atlantic, Lufthansa, Etihad
Charter Flight
Slattery's Travel offers a direct charter between Cape Town and Dublin from October to March

Successful Irish Tourism Products

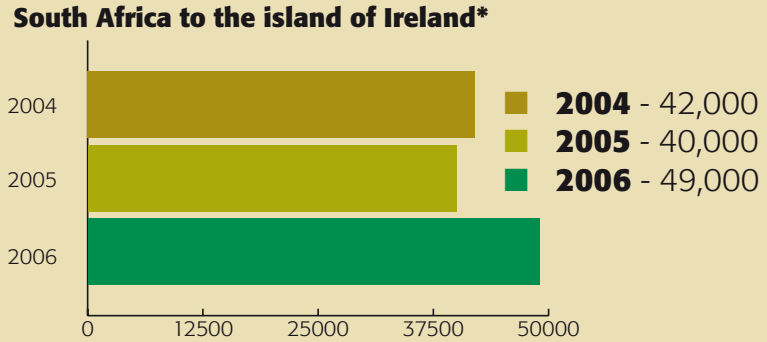
- Self drive with Bed and Breakfast
- Irish culture and attractions
- Houses, Castles & Gardens
- Incentive

Outbound Travel from Africa



1. 38 % to Africa
2. 28 % to Europe
3. 6 % to Indian Ocean Island
4. 8 % to USA
5. 9 % to Asia
6. 6 % to Australia & NZ
7. 5 % to Middle East

South Africa to the island of Ireland



- **Main months of visit: May to September**
- **Average length of stay is 5 to 7 days**
- **Average spend is €120 per person per day**

* Market estimates are provided for visitor arrival figures to the island of Ireland

Trade Structure

Main industry players
LAND / TOUR OPERATORS: Thompson's Tours, Trafalgar Tours, Insight Vacations, British TIPS, Sure Tours, Infinity Holidays, Holiday Tours
TRAVEL AGENTS: The South African travel market is shared by five major players; Tourvest, Bidvest, Sure Travel Group, XL Group and Flight Centre

Planning a Sales trip to South Africa

- The best times for sales visits is from July to September as this is the period operators are planning brochures for the following year.
- Work with the local Tourism Ireland office in your follow up with contacts.
- South African incentive houses and tour operators are very insistent on quick turn around, so use this as a selling point if you have the means
- South Africans are generally very price conscious.

Technology

- 5 million people use the Internet in South Africa
- 60% of these users are the youth market
- Internet usage is on the increase

Taking care of our South African Visitor

- **Language** - English is a shared common language
- **Accommodation** - The majority of South African travelers opt for cost-efficient B&B accommodation
- **Culture** - There are numerous cultural crossovers, South Africans enjoy interacting with the locals
- **Regions** - South Africans view the island of Ireland as compact and user-friendly for touring
- **F.I.T** - They are confident independent happy travelers with proposed itineraries
- **Golfing** - is an attraction for South Africans, although it becomes relatively expensive for longer stays

Visa Requirements

- South African passport holders do not require a visa for the island of Ireland for a stay of less than 3 months

Trade Promotions

Getaway Show Johannesburg
Sept 2008

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In Market
- Support for Fam Trips with Tour Operators
- Independent fam trips for travel agents and tour operators
- Regular sales calls to key operators and agents
- Regular Emarketing via Tourism Ireland ezines and online advertising
- Regular joint promotions and advertising with key operators
- Trade training

Tourism Ireland Contact

South Africa
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