



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:

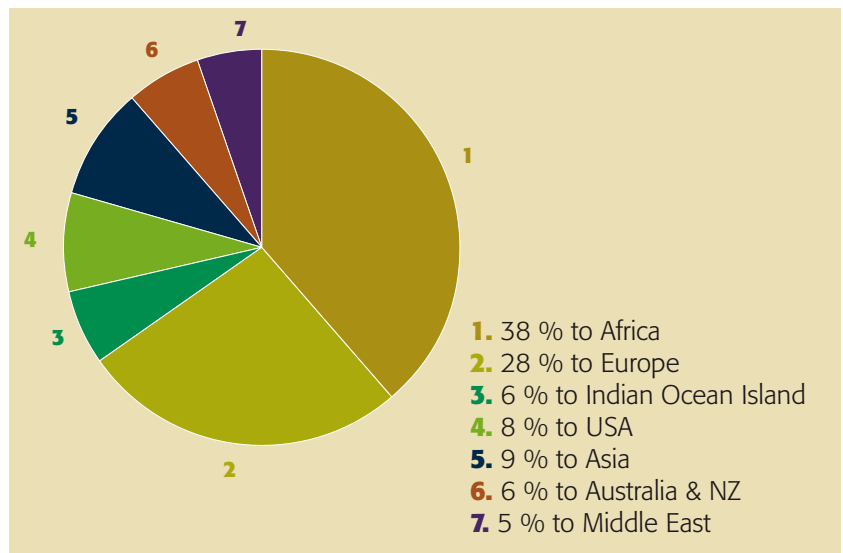
South African Rand (ZAR)

€1 - R9.80

£1 - R14.49

(May 2007)

Outbound Travel from Africa



Access to the Island of Ireland

Main departure cities:

Johannesburg & Cape Town

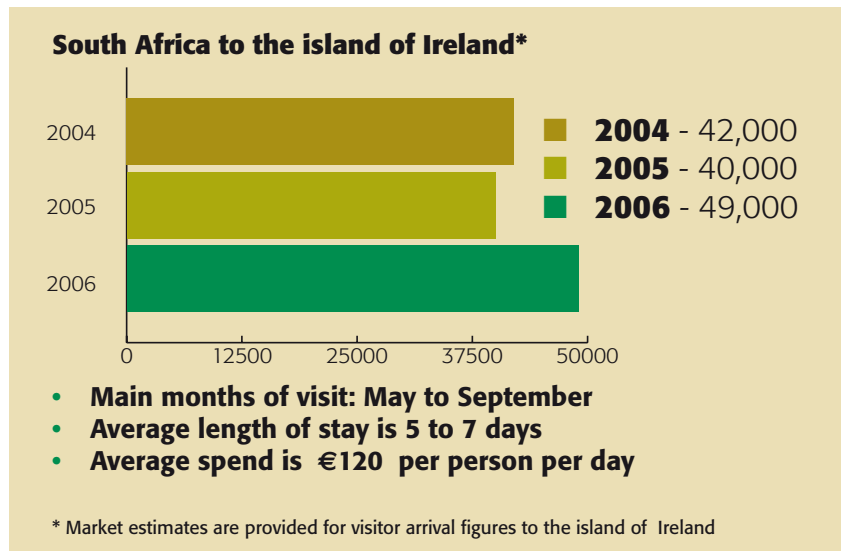
Main Airlines:

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

South Africa to the island of Ireland



Successful Irish Tourism Products

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



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

Contact: Helen O'Halloran

helen.ohalloran@failteireland.ie Tel: +353 1 8847150

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

Amita Bhana

Account Manager - Tourism Ireland

Development Promotions, Everite House, 7th Floor, 20 De Korte Street, Braamfontein 2017, Johannesburg, South Africa

Tel: 00 27 11 339 4865

Fax: 00 27 11 339 2474

Email: tourismireland@dpgsa.co.za

IRELAND

Geraldine Egan

Business Development Officer

The Gulf Countries and South Africa

Tourism Ireland

5th Floor, Bishop's Square

Redmond's Hill, Dublin 2

Tel: 00353 1 476 3414

Fax: 00353 1 476 3642

Email: gegan@tourismireland.com



Connemara, Galway