

The numbers of tourists who visit Africa annually have more than doubled since 2000

Travel and Tourism (T&T) is an increasingly important industry for Africa. In the 2000-2012 period, the number of international tourists into Africa increased by over 140% to reach 64 million, and with it came an increase in revenue of over 300% bringing in US\$44 billion into Africa. In 2012, Africa received more international tourist arrivals than the Caribbean, South America and the Middle East which had 21, 27 and 41 million respectively.

By the end of 2012, the T&T industry directly employed 8.2 million people in Africa. The employment boom is expected to stay as according to W Hospitality Group, 27 leading international hotel chains including Wyndham Hotel Group, Hilton Worldwide, Marriott International and InterContinental Hotels Group have and are currently investing in 215 hotels on the African continent.

