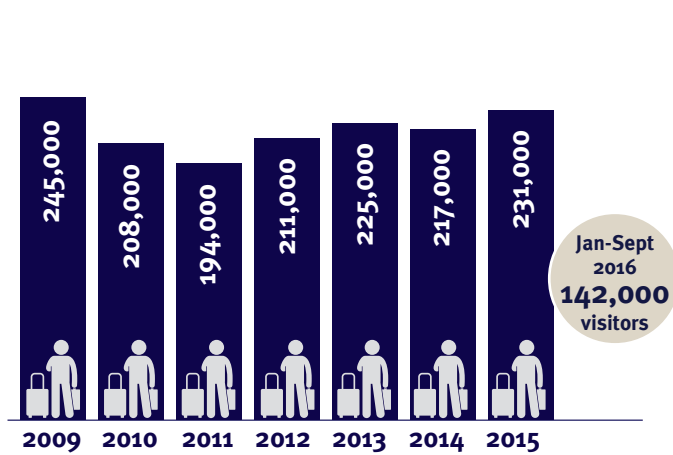




# South Africa

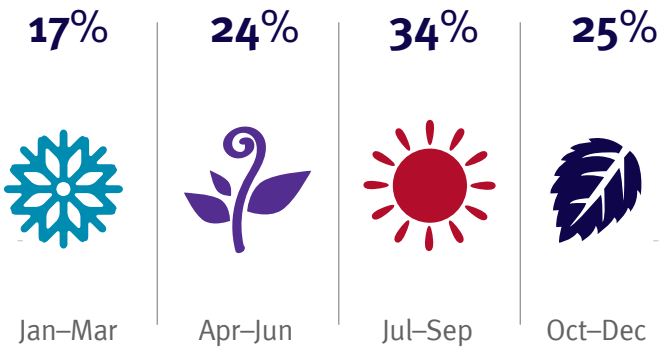
## Inbound tourism overview

### Annual visits

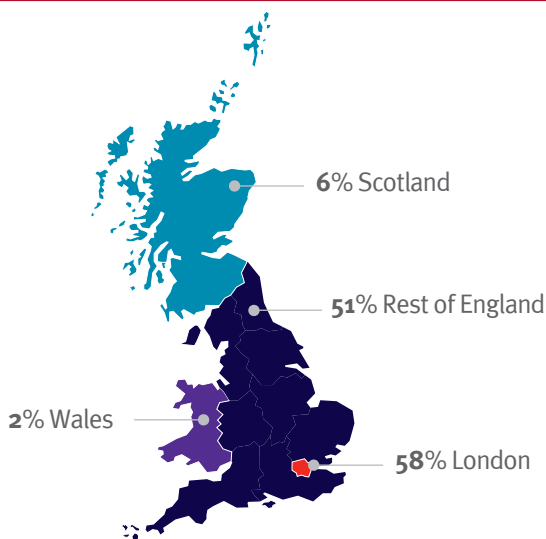


#27 Global ranking for inbound visits to Britain in 2015

### Seasonal spread of travel (2015)

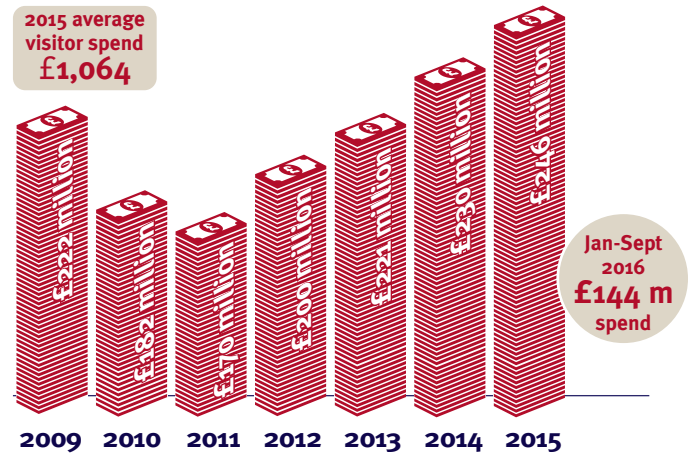


### Regional spread of travel (2015)



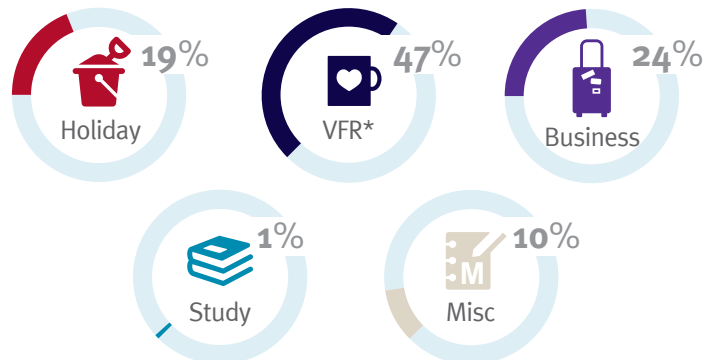
Percentages may not total 100% as single visit may include multiple regions.

### Annual visitor spend



#25 Global ranking for inbound spend to Britain in 2015

### Purpose of travel (2015)



### Departure & destination airports\*\* (2016)



Average flight seats  
Per week\*\* (2016)

14,100

Average length  
Of stay (2015)

13 nights

\*Visit friends and/or relatives, \*\*direct flights only.

Sources: International Passenger Survey (IPS), Apex.



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