

Cross-Continental Tourism in Sub-Saharan Africa - May 2015

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“CCT tourism in Sub-Saharan Africa has considerable appeal to a select group of leisure tourists who are in search of challenging, exciting and self-fulfilling experiences.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

For the purposes of this report, Mintel is defining cross-continental tourism (CCT) in Sub-Saharan Africa as a leisure tourism trip on the continent south of the Sahara Desert that involves crossing two or more international borders by land during the same trip. In some instances, where the destinations are particularly remote such as in West or Central Africa, this report also considers trips that involve the crossing of just one additional land border on the same journey. The length of the trip can vary but owing to the distances that are typically covered on a single journey, the shortest journey is usually around 9-14 days.

Also for the purposes of this report, Sub-Saharan Africa is defined as any country south of the Sahara Desert, and includes the Northern African countries of Egypt, Sudan and Morocco as they feature widely in cross-Africa travel itineraries that extend north to south via east or west.

By visiting more than two countries on one trip over an extended period of time, holidaymakers can appreciate the diversity of a wide range of different African cultural heritages and embark on physical adventures that they may never have experienced before.

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Cross-continental routes

East Africa

Southern Africa

West Africa

North to South

Destinations

East and North Africa

Egypt, Sudan, Ethiopia

Kenya

Uganda

Rwanda

Tanzania

Southern Africa

South Africa, Lesotho, Swaziland

Botswana

Namibia

Zimbabwe

Zambia

Malawi

Mozambique

West Africa

Morocco, Western Sahara, Mauritania

Senegal, Mali, Guinea, Sierra Leone, Cote d'Ivoire, Ghana

Togo, Benin, Nigeria, Cameroon, Gabon

Congo, DRC, Angola

Size of the CCT Market

Southern Africa the key region for CCT

Figure 3: Total CCT arrivals to regional Sub-Saharan Africa, 2014

UK CCT visitors dominate the market

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Small-group travel

Independent travel

Independent travel by bus and car

Independent travel by train and bus

'Cruise' trains

Accommodation

Personal experiences and adventures on a CCT trip

Cultural activities

Wildlife activities

Land-based activities

Water-based activities

Hard adventure

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Adventure tourists lead the way

Millennials are key overlanders

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