

Driving Holidays in Africa - June 2018

Report Price: £295.00 | \$398.34 | €331.99

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“A driving holiday to the African continent is often regarded as a once-in-a-lifetime trip, a real adventure that allows total independence and freedom to dictate where to go, what to see, when to go and how long to stay.”

– **Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- How is tourism growing on the African continent?
- Which are the leading destinations in Africa for driving holidays?
- What is a 'driving holiday' and what are the practicalities?
- What type of tourist is motivated by a self-drive holiday?
- What does the future hold for driving holidays in Africa?

Africa has always been one of the world's most iconic and challenging destinations with vast landscapes of savannah, desert and mountains, and travelling overland over short or long distances has long been an activity associated with the continent. Arrivals to Africa have witnessed healthy growth over the past two years and in 2017 registered a 9.0% increase, more than any other region in the world. With good air access to Europe and ongoing developments in the air sector, arrivals growth looks set to continue in many destinations including Morocco, Zimbabwe and Egypt.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Erikson Rover Safaris

Namibia Car Rental

Road Trip Uganda/Kenya/Tanzania/Madagascar

Safari Drive

Self Drive Adventures

Siyabona Africa

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