

The Sub-Saharan African Hotel Sector – July 2019

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This report looks at the following areas:

- Which Sub-Saharan African countries record the most expenditure on travel and tourism?
- Which are the leading Sub-Saharan African countries for inbound tourism?
- How extensive is hotel-chain penetration in Sub-Saharan Africa?
- Which are the leading international and regional chains in Sub-Saharan Africa?
- Which Sub-Saharan African countries have the biggest development pipelines of chain hotels?
- What are some major hotel development projects in Sub-Saharan Africa



“Since 2015, the pipeline of chain hotel rooms in Sub-Saharan Africa has grown by almost half, which portends a significant increase in chain-hotel capacity across the region. Otherwise, the franchising of hotels is on the rise in the region and the underserved Francophone countries of West Africa offer particularly interesting opportunities for hotel-chain expansion.”

– Jessica Kelly, Senior Tourism

Analyst

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Table of Contents

INTRODUCTION

DATA SOURCES

OVERVIEW

Figure 1: Countries & capital cities of Sub-Saharan Africa, 2019

- **GDP growth in Sub-Saharan Africa**

Figure 2: Forecasted GDP growth in Sub-Saharan African countries, (US\$bn), 2018-23

- **Outlook for spending on travel and tourism**

Figure 3: Spending on travel & tourism in Sub-Saharan Africa*, 2018, 2019 & 2029

- **Tourism expenditure by type**

Figure 4: Breakdown of tourism expenditure by type in Sub-Saharan Africa, 2018

- **Inbound and outbound travel**

Figure 5: Inbound & outbound travel to/from Sub-Saharan Africa, estimated 2019

- **Top ten countries for travel and tourism spending in Sub-Saharan Africa**

Figure 6: Top 10 countries for travel & tourism spending in Sub-Saharan Africa, 2018, 2019, 2029

- **Angola**

Figure 7: Spending on travel & tourism in Angola, 2018, 2019 & 2029

Figure 8: Breakdown of tourism expenditure by type in Angola, 2018

Figure 9: Inbound & outbound travel to/from Angola, estimated 2019

- **Botswana**

Figure 10: Spending on travel & tourism in Botswana, 2018, 2019 & 2029

Figure 11: Breakdown of tourism expenditure by type in Botswana, 2018

Figure 12: Inbound & outbound travel to/from Botswana, estimated 2019

- **Ethiopia**

Figure 13: Spending on travel & tourism in Ethiopia, 2018, 2019 & 2029

Figure 14: Breakdown of tourism expenditure by type in Ethiopia, 2018

Figure 15: Inbound & outbound travel to/from Ethiopia, estimated 2019

What's included

Executive Summary

Full Report PDF

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Interactive Databook

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The Sub-Saharan African Hotel Sector - July 2019

Report Price: £99999 | \$99999 | €99999

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



- **Ghana**

Figure 16: Spending on travel & tourism in Ghana, 2018, 2019 & 2029

Figure 17: Breakdown of tourism expenditure by type in Ghana, 2018

Figure 18: Inbound & outbound travel to/from Ghana, estimated 2019

- **Kenya**

Figure 19: Spending on travel & tourism in Kenya, 2018, 2019 & 2029

Figure 20: Breakdown of tourism expenditure by type in Kenya, 2018

Figure 21: Inbound & outbound travel to/from Kenya, estimated 2019

- **Mauritius**

Figure 22: Spending on travel & tourism in Mauritius, 2018, 2019 & 2029

Figure 23: Breakdown of tourism expenditure by type in Mauritius, 2018

Figure 24: Inbound & outbound travel to/from Mauritius, estimated 2019

- **Nigeria**

Figure 25: Spending on travel & tourism in Nigeria, 2018, 2019 & 2029

Figure 26: Breakdown of tourism expenditure by type in Nigeria, 2018

Figure 27: Inbound & outbound travel to/from Nigeria, estimated 2019

- **South Africa**

Figure 28: Spending on travel & tourism in South Africa, 2018, 2019 & 2029

Figure 29: Breakdown of tourism expenditure by type in South Africa, 2018

Figure 30: Inbound & outbound travel to/from South Africa, estimated 2019

- **Tanzania**

Figure 31: Spending on travel & tourism in Tanzania, 2018, 2019 & 2029

Figure 32: Breakdown of tourism expenditure by type in Tanzania, 2018

Figure 33: Inbound & outbound travel to/from Tanzania, estimated 2019

- **Uganda**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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The Sub-Saharan African Hotel Sector - July 2019

Report Price: £99999 | \$99999 | €99999

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 34: Spending on travel & tourism in Uganda, 2018, 2019 & 2029

Figure 35: Breakdown of tourism expenditure by type in Uganda, 2018

Figure 36: Inbound & outbound travel to/from Uganda, estimated 2019

- **Business environment**

Figure 37: Sub-Saharan African countries ranked by the WEF's Travel & Tourism Competitiveness Index, 2017

REGIONAL HOTEL PERFORMANCE

Figure 38: Hotel performance in southern Africa, year-to-date, March 2019 vs March 2018

- **A rebound in March**

Figure 39: Hotel performance in southern Africa, March 2019 vs March 2018

- **Uptrend continued in April**

HOTEL CAPACITY & PERFORMANCE BY COUNTRY

- **Angola**

Figure 40: Expenditure by main purpose of trip (US\$m), 2013-17

- **Arrivals and overnights**

Figure 41: Arrivals & overnights by type of establishment, 2013-17

- **Performance**

Figure 42: Room & bed occupancy hotels & similar establishments, 2013-17

- **Accommodation capacity**

Figure 43: Accommodation establishments in Angola, 2013-17

- **Botswana**

Figure 44: Expenditure by main purpose of trip (US\$m), 2013-17

- **Arrivals and overnights**

- **Performance**

Figure 45: Room & bed occupancy in hotels & similar establishments, 2013-17

- **Accommodation capacity**

Figure 46: Accommodation establishments in Botswana, 2013-17

- **Mauritius**

Figure 47: Expenditure by main purpose of trip (US\$m), 2013-17

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Arrivals and overnights**

Figure 48: Arrivals & overnights by type of establishment, 2013-17

- **Performance**

Figure 49: Room & bed occupancy in hotels & similar establishments, 2013-17

- **Accommodation capacity**

Figure 50: Trend in Mauritian hotel capacity, 2008-17

- **Ethiopia**

Figure 51: Expenditure by main purpose of trip (US\$m), 2013-17

- **Arrivals and overnights**

- **Performance**

- **Accommodation capacity**

Figure 52: Accommodation establishments in Ethiopia, 2013-17

- **Ghana**

Figure 53: Expenditure by main purpose of trip (US\$m), 2013-17

- **Arrivals and overnights**

- **Performance**

- **Accommodation capacity**

Figure 54: Accommodation establishments in Ghana by region, 2014

Figure 55: Accommodation establishments in Ghana by grade/type, 2014

- **Kenya**

Figure 56: Expenditure by main purpose of trip (US\$m), 2013-17

- **Arrivals and overnights**

- **Performance**

Figure 57: Room & bed occupancy in hotels & similar establishments, 2013-17

- **Accommodation capacity**

Figure 58: Accommodation establishments in Kenya, 2013-17

- **Nigeria**

- **Arrivals and overnights**

- **Performance**

Figure 59: Room & bed occupancy in hotels & similar establishments, 2013-17

- **Accommodation capacity**

Figure 60: Accommodation establishments in Ethiopia, 2013-17

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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The Sub-Saharan African Hotel Sector - July 2019

Report Price: £99999 | \$99999 | €99999

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



- **South Africa**

Figure 61: Expenditure by main purpose of trip (US\$m), 2013-17

- **Performance**

Figure 62: Performance of South Africa's hotel sector, September 2018-February 2019

- **Tanzania**

- **Performance**

Figure 63: Bednights & occupancy in Tanzanian hotels, January 2015-August 2018

- **Accommodation capacity**

Figure 64: Tanzania's hotel capacity, January 2016-May 2018

- **Uganda**

Figure 65: Expenditure by main purpose of trip (US\$m), 2013-17

- **Performance**

Figure 66: Room & bed occupancy in hotels & similar establishments, 2013-17

- **Accommodation capacity**

Figure 67: Accommodation establishments in Uganda, 2013-17

HOTEL CHAIN PENETRATION IN SUB-SAHARAN AFRICA

- **AccorHotels**

Figure 68: AccorHotels in Sub-Saharan Africa by brand & country, 2019

- **Accor accelerates Africa development**

- **New openings and developments**

- **Target markets**

- **US\$1-billion investment fund with Qatar-based Katara Hospitality**

- **Groupe Azalaï Hotels**

- **Pipeline**

- **Best Western**

Figure 69: Best Western's Sub-Saharan African hotel portfolio, 2019

- **Hilton**

Figure 70: Hilton's Sub-Saharan African hotel portfolio, 2019

- **Hilton to double hotels in Africa in next five years**

- **Hilton Garden Inn**

- **A Canopy for Cape Town**

- **IHG**

Figure 71: IHG's Sub-Saharan African portfolio, 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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The Sub-Saharan African Hotel Sector - July 2019

Report Price: £99999 | \$99999 | €99999

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



- **Kempinski Hotels**
Figure 72: Kempinski's Sub-Saharan African portfolio, 2019
- **Source: Kempinski Hotels**
- **Mangalis Hotels**
Figure 73: Mangalis' Sub-Saharan African portfolio, 2019
- **Marriott International**
Figure 74: Marriott's portfolio of non-Protea-branded hotels in Sub-Saharan Africa, 2019
- **Protea Hotels**
Figure 75: Marriott's Protea portfolio in Sub-Saharan Africa, 2019
- **Onomo International**
Figure 76: Onomo International Hotels' Sub-Saharan African portfolio, 2019
- **Onomo Hotels coming to Cameroon**
- **Radisson**
Figure 77: Radisson Hotel Group's Sub-Saharan African portfolio, 2019
- **Tsogo Sun**
- **Hotel portfolio**
Figure 78: Tsogo Sun's hotel portfolio, March 2018
- **Hotel brands**
- **IPO (initial public offering) on 12 June 2019**

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WHAT NEXT?

- **Growing chain pipelines**
Figure 79: Hotel-chain development pipelines in Africa, 2015-19
Figure 80: Chain hotels & rooms in the pipeline by Sub-Saharan African country, 2019
- **Leading pipeline countries**
Figure 81: Top 10 Sub-Saharan countries for hotel-chain development pipelines, 2019
- **Leading pipeline cities**
Figure 82: Seven leading Sub-Saharan cities for hotel chain development pipelines, 2019
- **Franchising on the rise**
- **East Africa on the up-and-up**
- **Construction cost and financing**
- **Opportunities in Francophone Africa**

What's included

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