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This report looks at the following areas:

- What factors are shaping South Africa's outbound market?
- Where do South Africans travel around the world?
- How is the South African aviation industry developing and what is its impact on outbound travel?
- How is the economy and weaker currency influencing travel behaviour?
- What is the impact of visas on the South African outbound market?



"South Africa's outbound market has posted moderate growth in recent years given its downbeat economy and the weak Rand. South Africans have a strong zest for travel and will work around monetary constraints to bring foreign trips to fruition. Travel behaviour has adapted to the tougher economic climate, encouraging South Africans to shop around for deals delivering value for money."

- Jessica Kelly, Senior Tourism

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