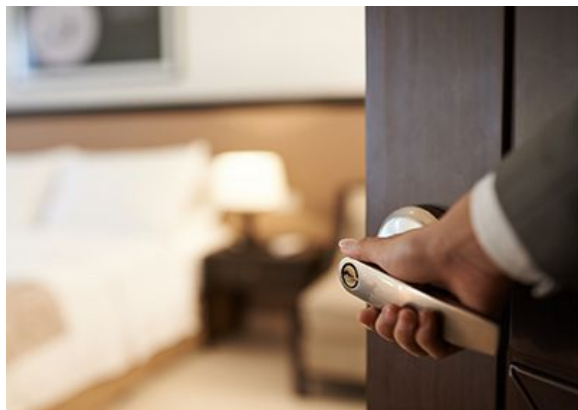


## The Sub-Saharan African Hotel Sector - July 2019

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“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**

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

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