Tourism Industry in South Africa by Gary Ernstzen

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If you always wanted to go for an African Safari, then contact a reputed travel agency in South Africa to make your travel plans. A good travel agent in South Africa will help you to make a customized tour plan within your budget. Bigger travel agents will be able to offer you excellent packages at competitive rates.

South Africa Tours at Competitive Rates

While selecting a travel agency in South Africa, check whether they are affiliated to any consortium or not. Such affiliations will allow your travel agent to provide good value for money. Also look for experienced travel agents in South Africa so that you can travel in comfort without burning a hole into your pocket.

Development of South Africa as a Top Travel Destination

If you are looking for a South African travel agent on behalf of your office, then look for those that offer corporate discounts. The agent you choose should be able to give personalized attention to your companyâ€™s travel plans. South Africa is slowly growing into a tourism hub for international tourists who have started admiring other aspects of the country too besides the safaris.

South African Governmentâ€™s Role in the Development of Tourism

In South Africa, the tourism ministry encourages each of its states to promote its tourism potential in order to give a boost to the tourism industry in the country. South African government is also doing its best to expand the tourism market in the country both at national and international level. It uses a variety of promotional tools to boost the countryâ€™s tourism industry.

South African Indaba

The department of tourism in South Africa plays an active role in the development of tourist destinations in the country. The South African Indaba is a travel market organized by the government in order to provide a platform to travel agents to meet buyers who would be interested in their travel offerings.

South African Tourism Industryâ€™s Contribution to the Countryâ€™s GDP

In 2011, the tourism industryâ€™s contribution to South Africaâ€™s GDP was R79.5 billion, that is, 2.7 percent of the GDP. In 2012, this contribution to GDP is expected to rise by 5.7 percent, which is a whopping R84.1 billion.

Cape Town: Number One Travel Destination

Cape Town in South Africa has been voted number one by a reputed travel website. The activities that tourists can enjoy in Cape Town include safari adventure tours, swimming with sharks, and spending time with loved ones on beautiful beaches. The capital city of South Africa has become a much sought after destination among newlyweds too.

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