

THE
MEADFA
CONFERENCE

24-26 NOV. 2019
KEMPINSKI HOTEL
MUSCAT, OMAN

MANAGED BY
TFWA



 **DUFRY**



**UNDERSTANDING AFRICAN
TRAVELLERS**

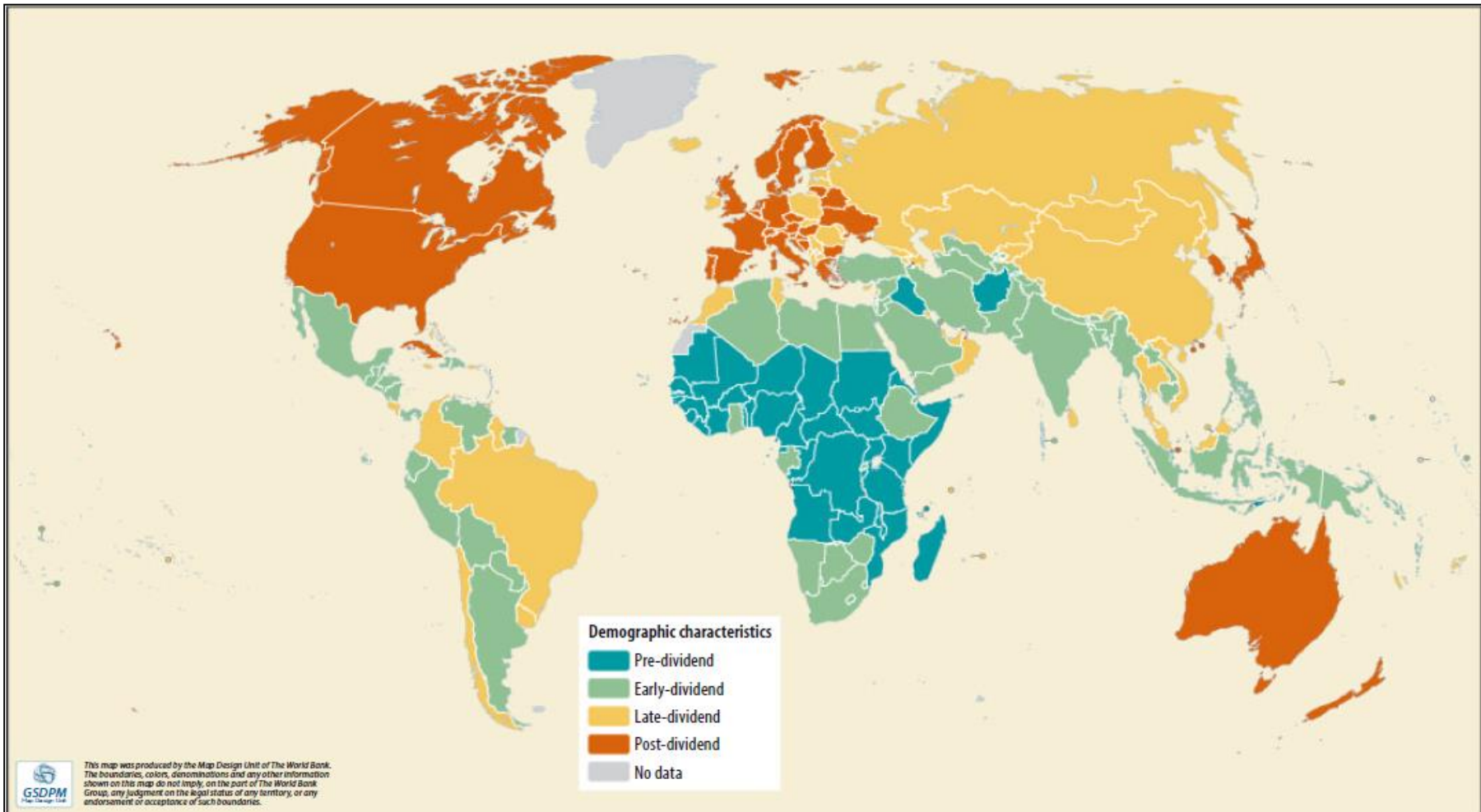
Isabel Zarza

Managing Director Africa
Dufry





Understanding the African Traveller



Africa's demographic dividend holds huge potential for economic growth



By 2050 a quarter of the world's population will be living in Africa

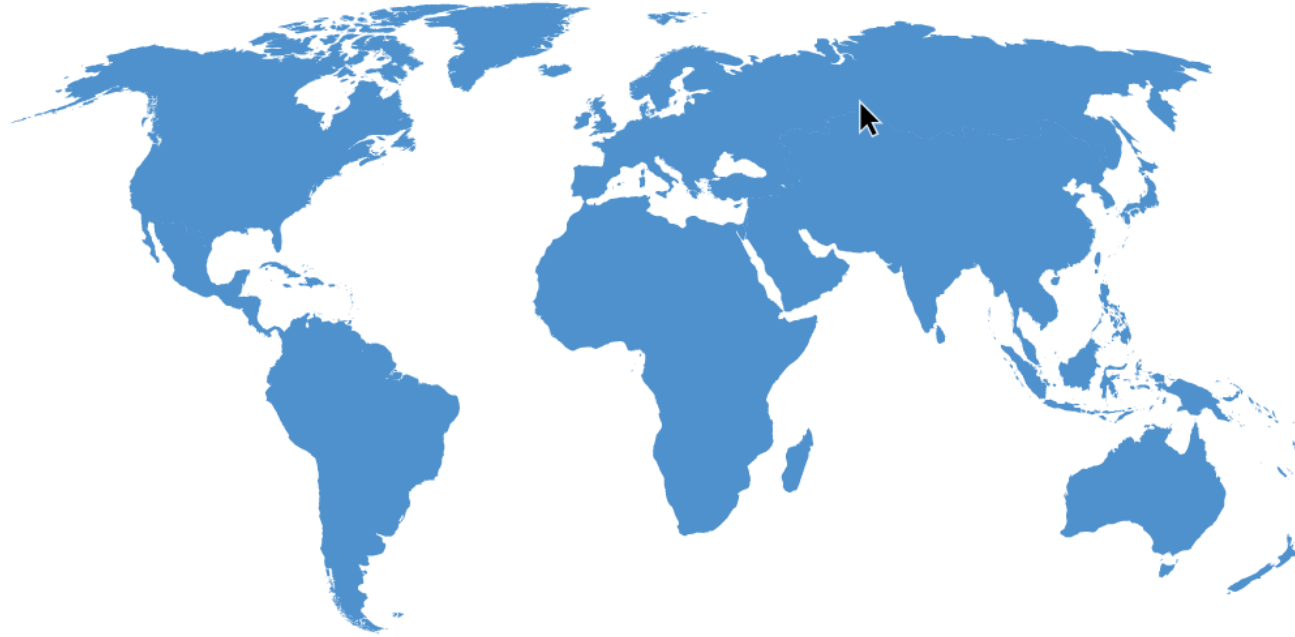


1950

Total world population:
2.5 billion



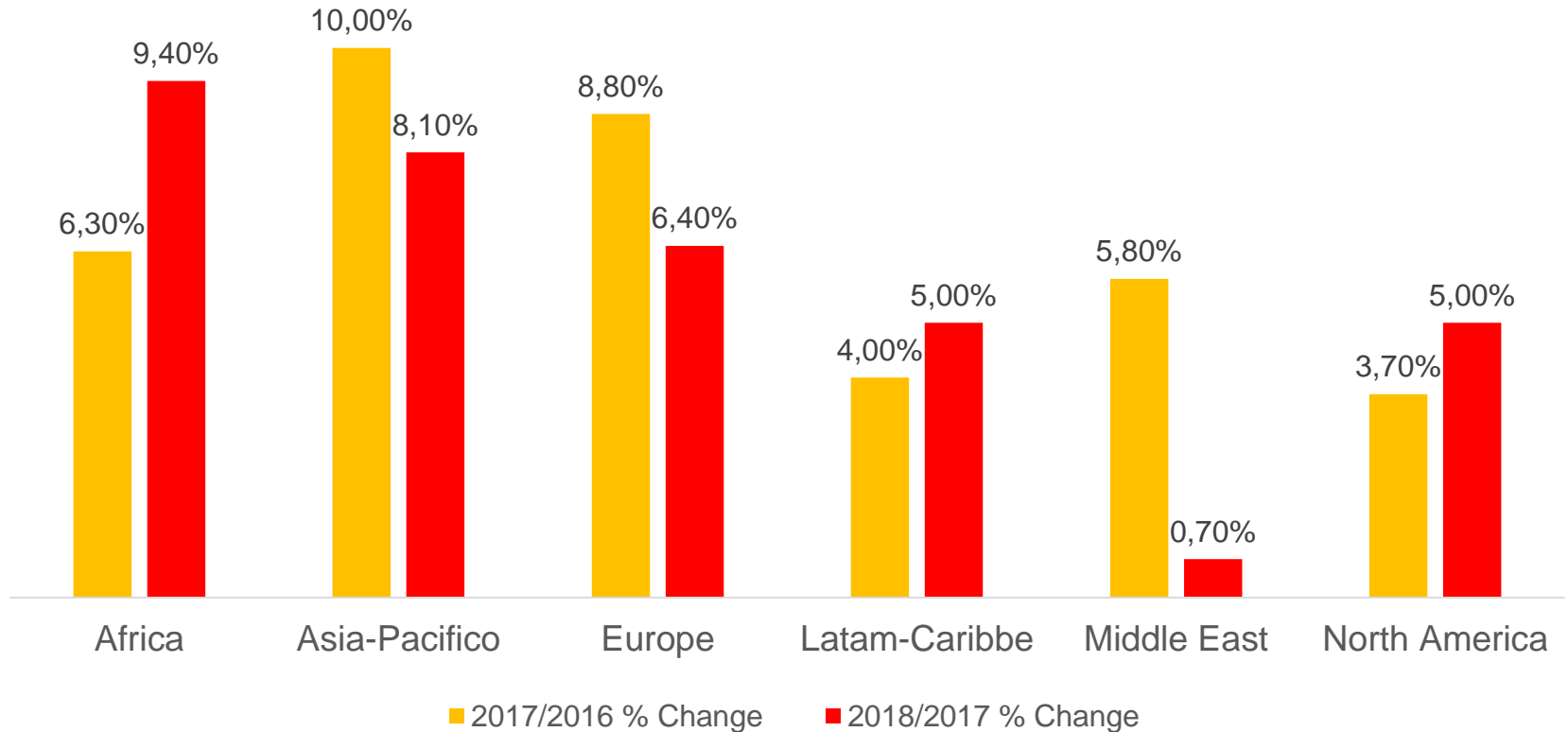
Note: Regions follow United Nations definitions and may differ from other Pew Research Center reports.
Source: United Nations, Department of Economic and Social Affairs, Population Division, "World Population Prospects 2019."



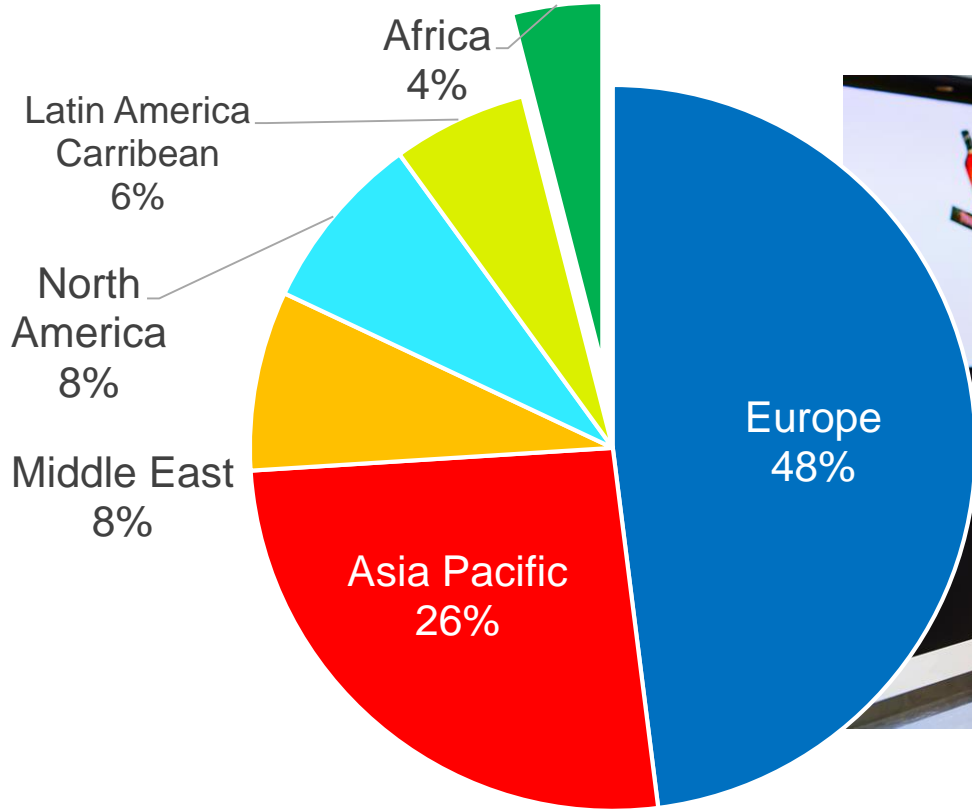
Worldwide airport passenger numbers **increased by 6.4%** in 2018 to **8.8 billion**

Africa (9.4%), **Asia-Pacific (8.1%)** and **Europe (6.4%)** posted strong growth in passenger traffic

Passenger traffic growth by region

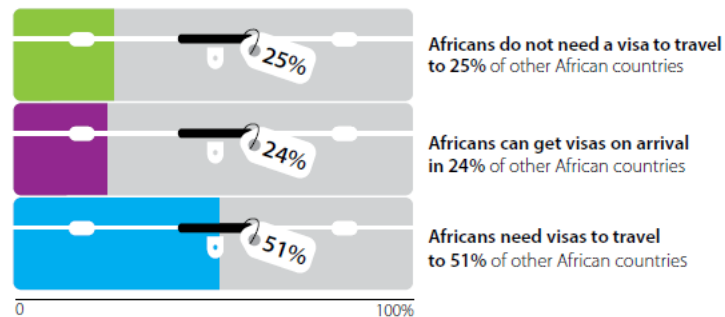


Global share of International Passengers

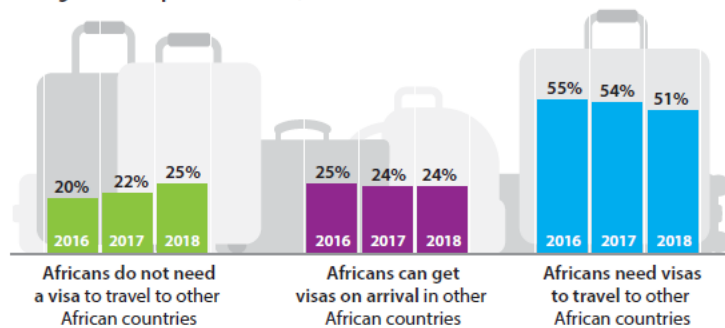




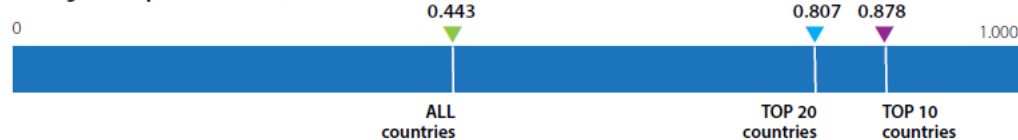
Average visa openness, 2018



Change in visa openness scores, 2016-2018 (%)



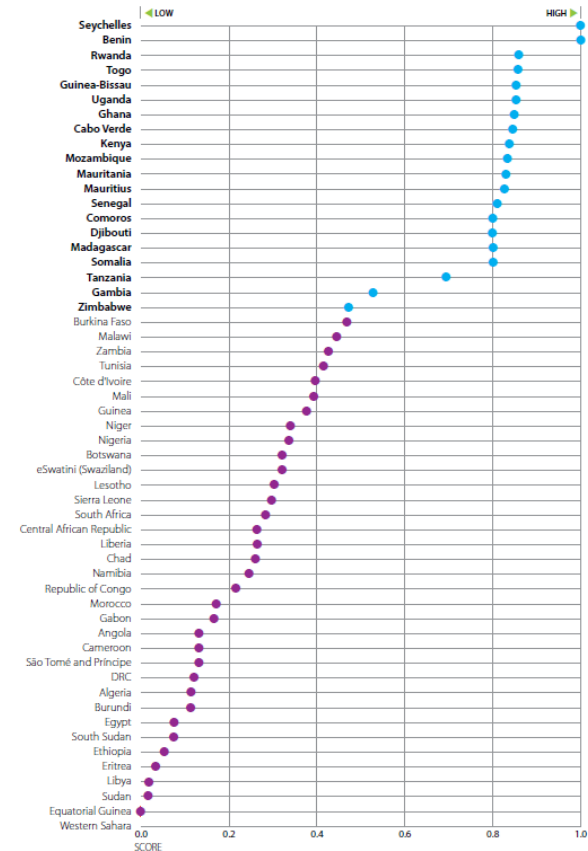
Average visa openness scores, 2018



Change in visa openness scores, 2017-2018



Visa openness in Africa 2018: country scores and ranking



Scores range from 0-1 (highest possible)

Source: AIDB calculation based on data obtained from IATA - June-July, 2018.

A conference banner with a pink-to-white gradient top half and a sunset landscape bottom half. The top half contains the 'mind-set' logo (expert in travel market research) and the TFWA logo. The main title 'UNDERSTANDING AFRICAN TRAVELLERS' is centered in white. The date 'November 2019' is in the bottom right of the pink section. The bottom half shows a sunset over a beach with silhouettes of a couple walking, palm trees, and a building. The text 'THE MEADFA CONFERENCE' is on the left, and '24-26 NOV. 2019 KEMPINSKI HOTEL MUSCAT, OMAN' is on the right.

mind-set
expert in travel market research

TFWA

UNDERSTANDING AFRICAN TRAVELLERS

November 2019

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THANK YOU



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