

Travel trends in Africa in 2026

UN Tourism Regional
Commission for Africa

3rd July 2026

Olivier Ponti

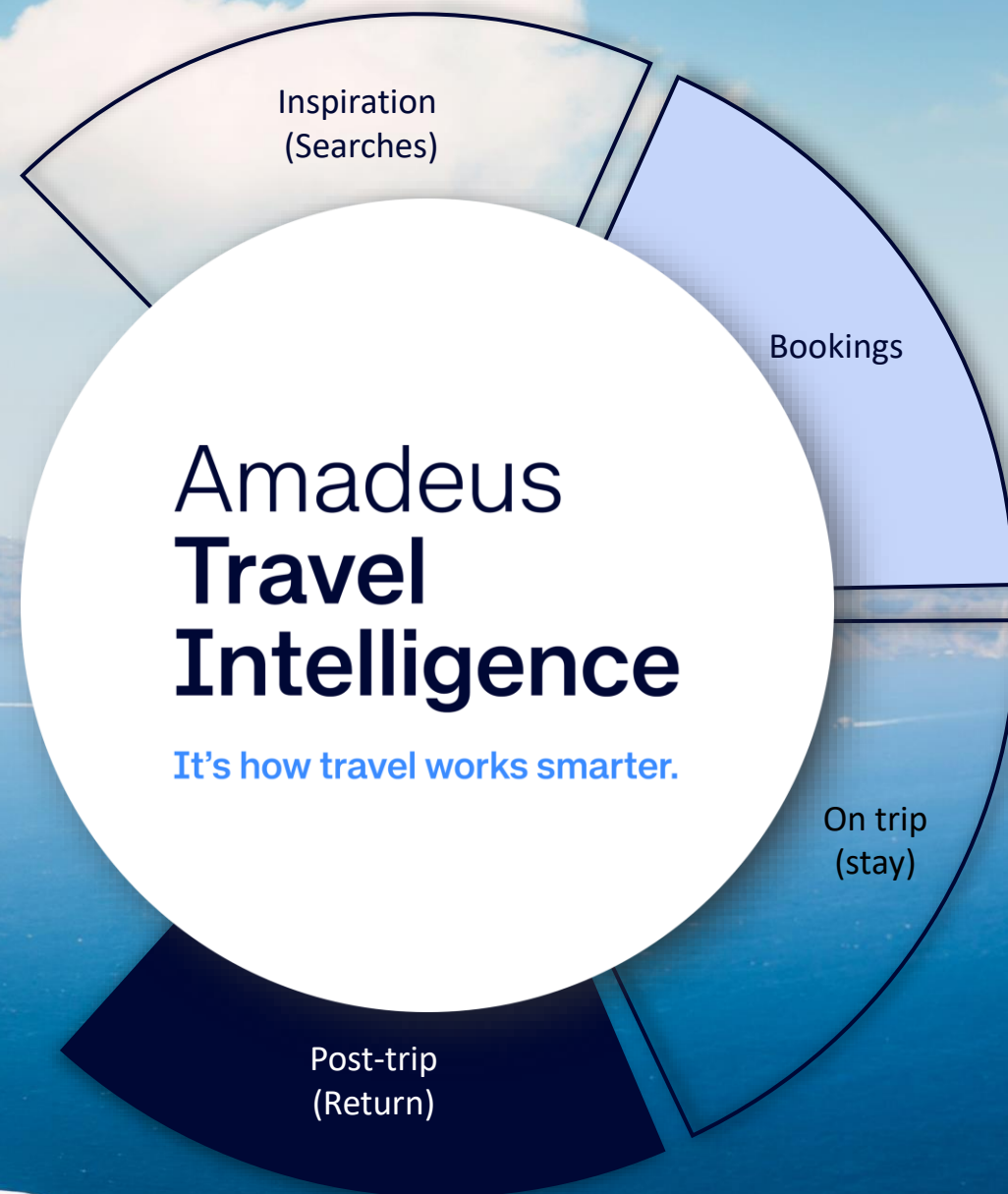
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amadeus



Understanding the full traveler journey

Data-driven insights powering the travel ecosystem

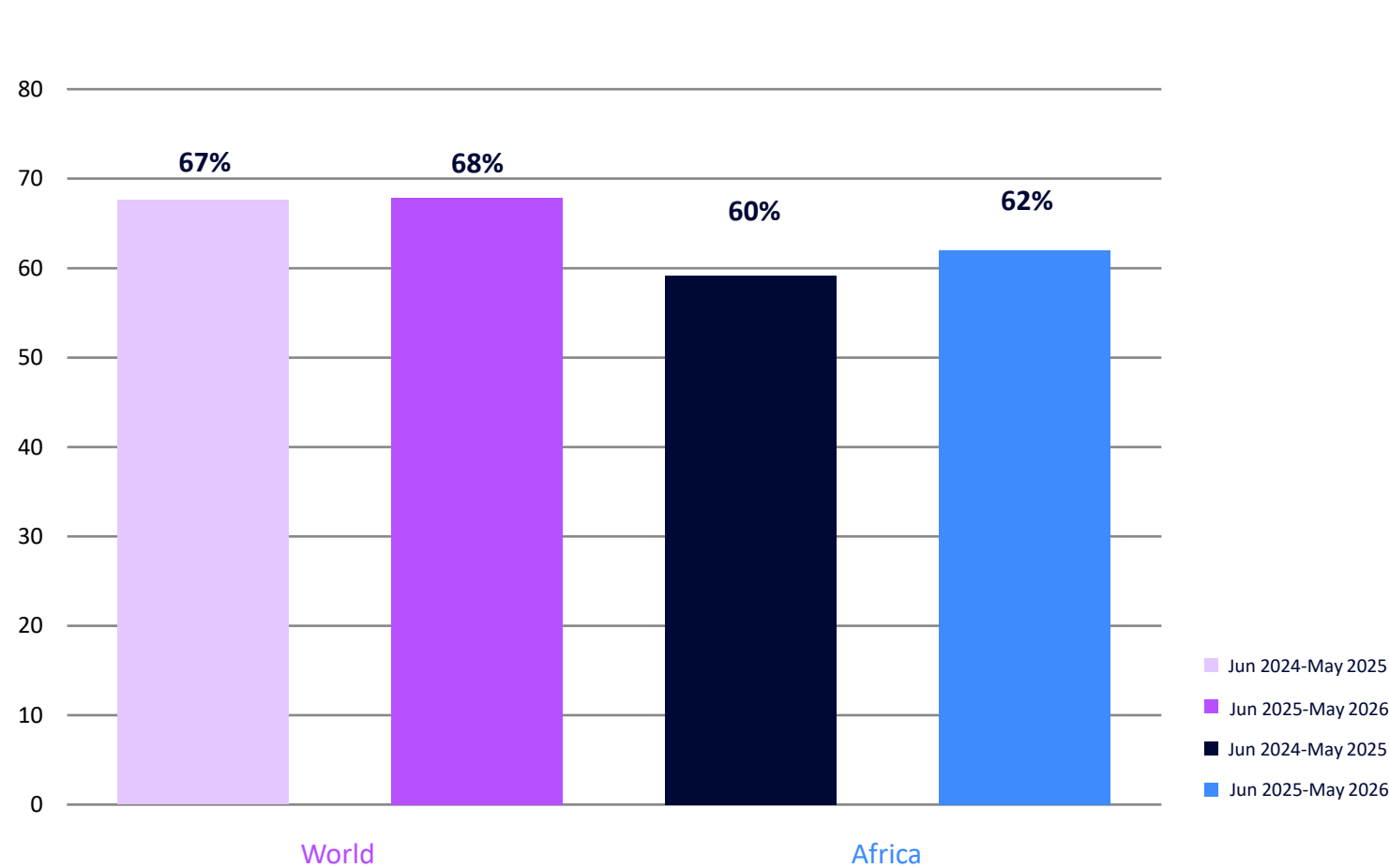


The pulse of hospitality in Africa



Occupancy evolution

(Average over the last 12 months)



Source: Destination Gateway as of 7th June 2026

World

68%

Average occupancy last 12 months

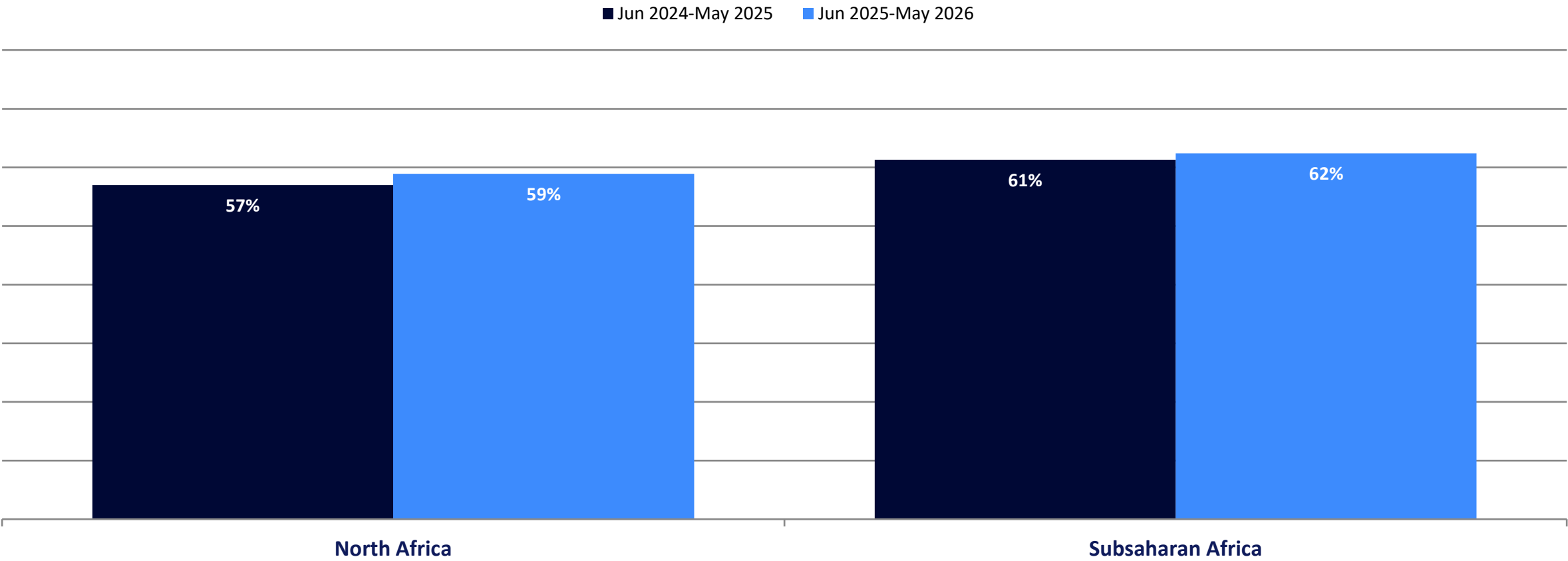
Africa

62%

Average occupancy last 12 months

Occupancy evolution — Africa subregions

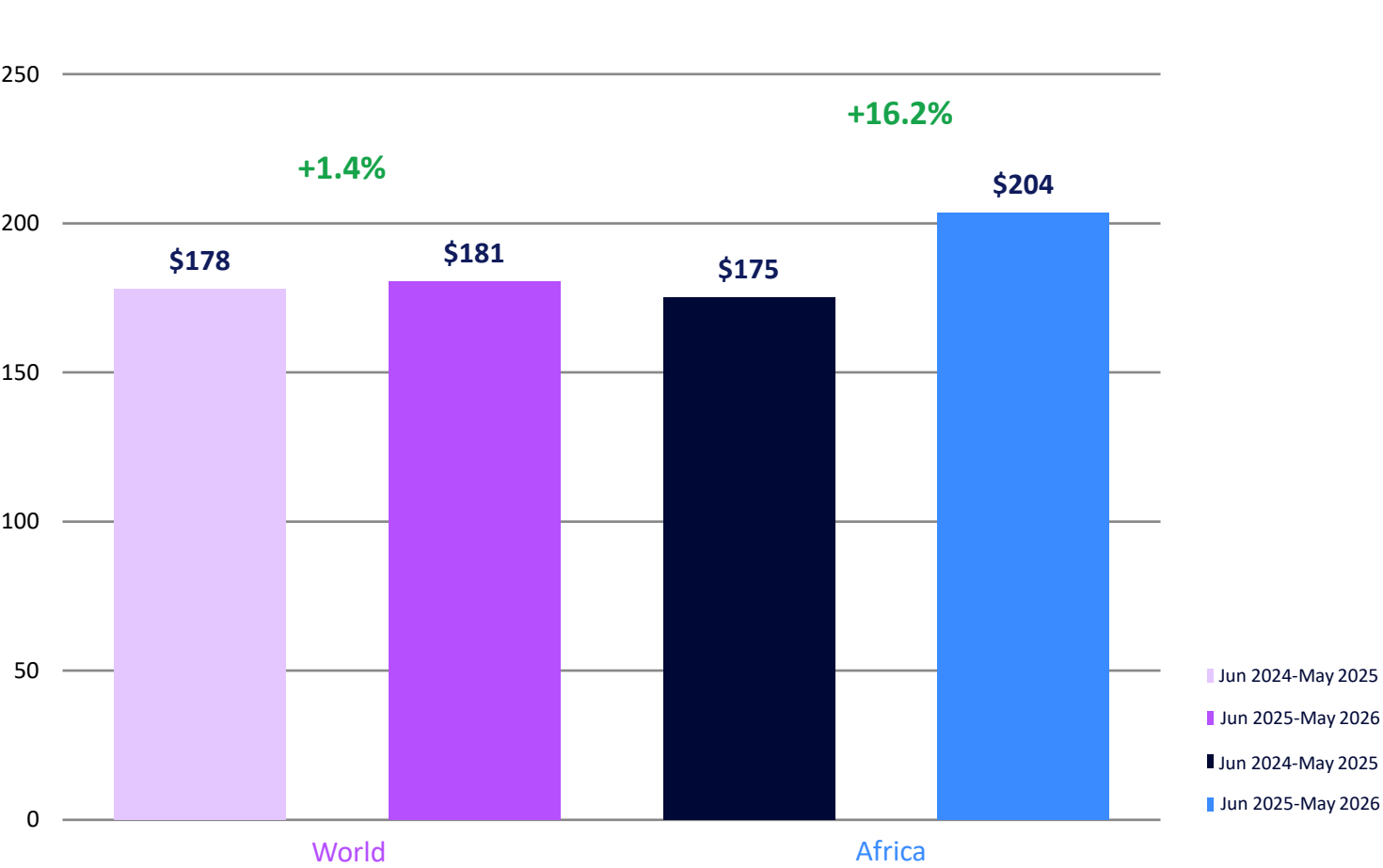
(Average over the last 12 months)



Source: Destination Gateway as of 7th June 2026

Average Daily Rate ("ADR") evolution

(Average over the last 12 months)



Source: Destination Gateway as of 7th June 2026

World

\$181

Average ADR last 12 months

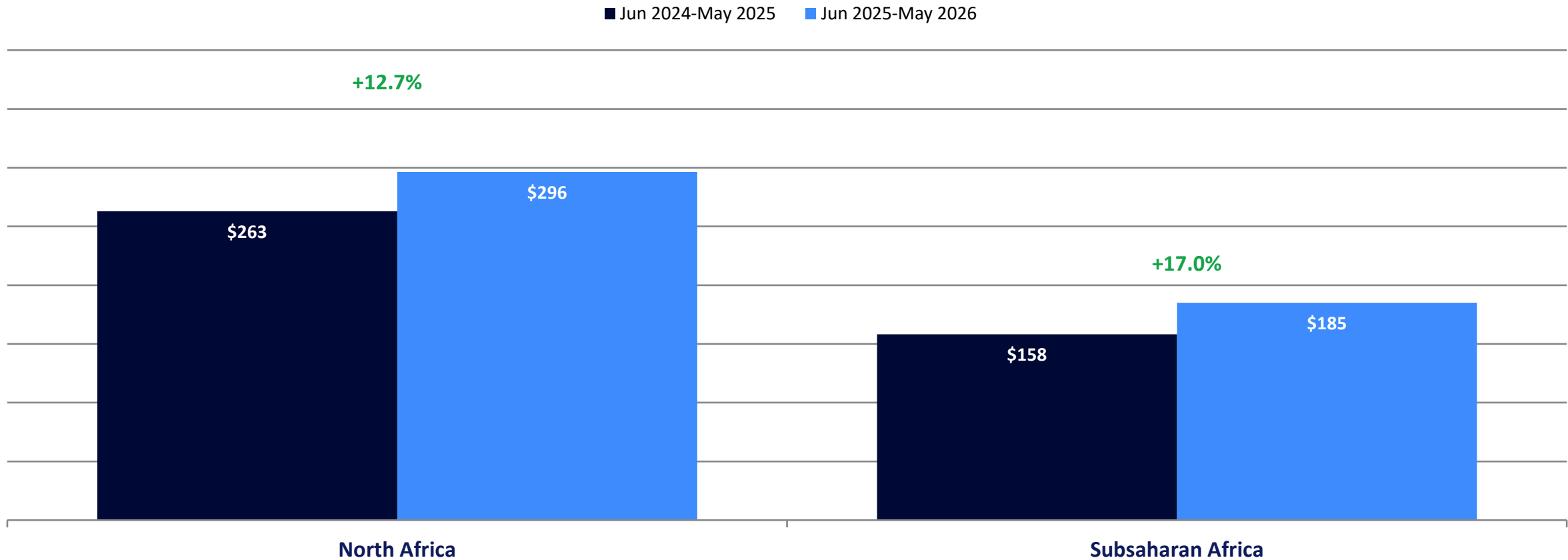
Africa

\$204

Average ADR last 12 months

ADR evolution by year — Africa subregions

(Average over the last 12 months)



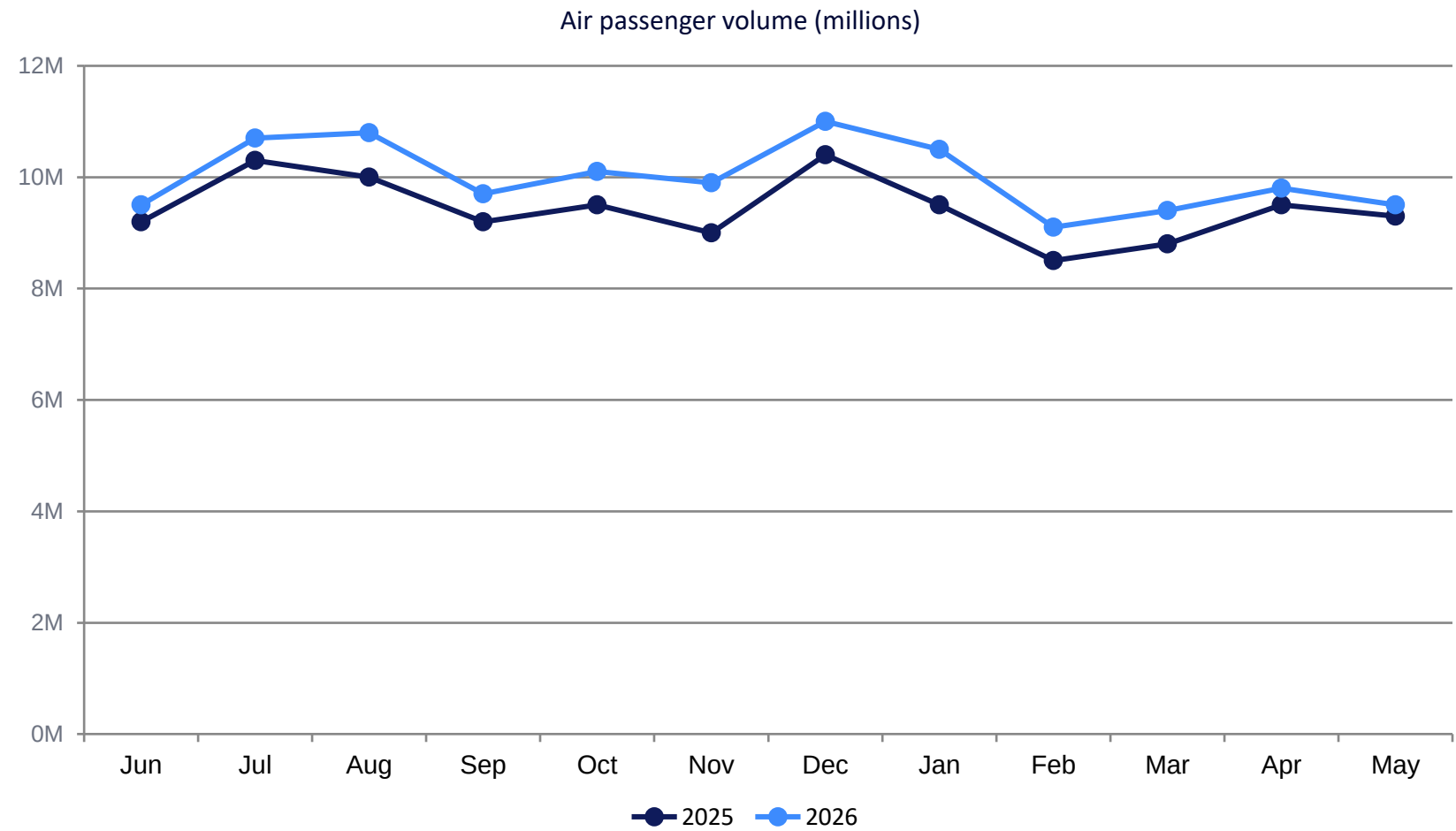
Source: Destination Gateway as of 7th June 2026

The dynamics of air demand



Air Traffic in Africa

Worldwide to Africa: Passenger traffic



Source: Destination Gateway as of 7th June 2026

Year-on-year passenger traffic growth in Africa

+5.9%

Jun 2025–May 2026 vs Jun 2024–May 2025

Top searching origin markets to Africa

Top origin markets by search origin

Origin market	June 2024-May 2025		June 2025-May 2026
France	1	=	1
United States	2	=	2
United Kingdom	3	=	3
South Africa	4	=	4
Germany	5	=	5
Italy	7	↑	6
China	6	↓	7
Spain	8	=	8
Canada	9	=	9
United Arab Emirates	10	=	10

Source: Destination Gateway as of 7th June 2026



Top searching origin markets to Africa

Markets with highest growth (TOP 30)

Jun 2025–May 2026 vs Jun 2024–May 2025

Origin market	Ranking	YoY Growth
Hong Kong (China)	1	95%
Nigeria	2	71%
Saudi Arabia	3	66%
Qatar	4	60%
Algeria	5	57%
Tanzania	6	51%
Egypt	7	49%
Kenya	8	47%
Morocco	9	46%
Zimbabwe	10	43%

Source: Destination Gateway as of 7th June 2026

Top origin markets traveling to Africa

(Air GDS Bookings)

Top origin markets traveling to Africa

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Tanzania	10	↑	9
Nigeria	9	↓	10

Source: Destination Gateway as of 7th June 2026

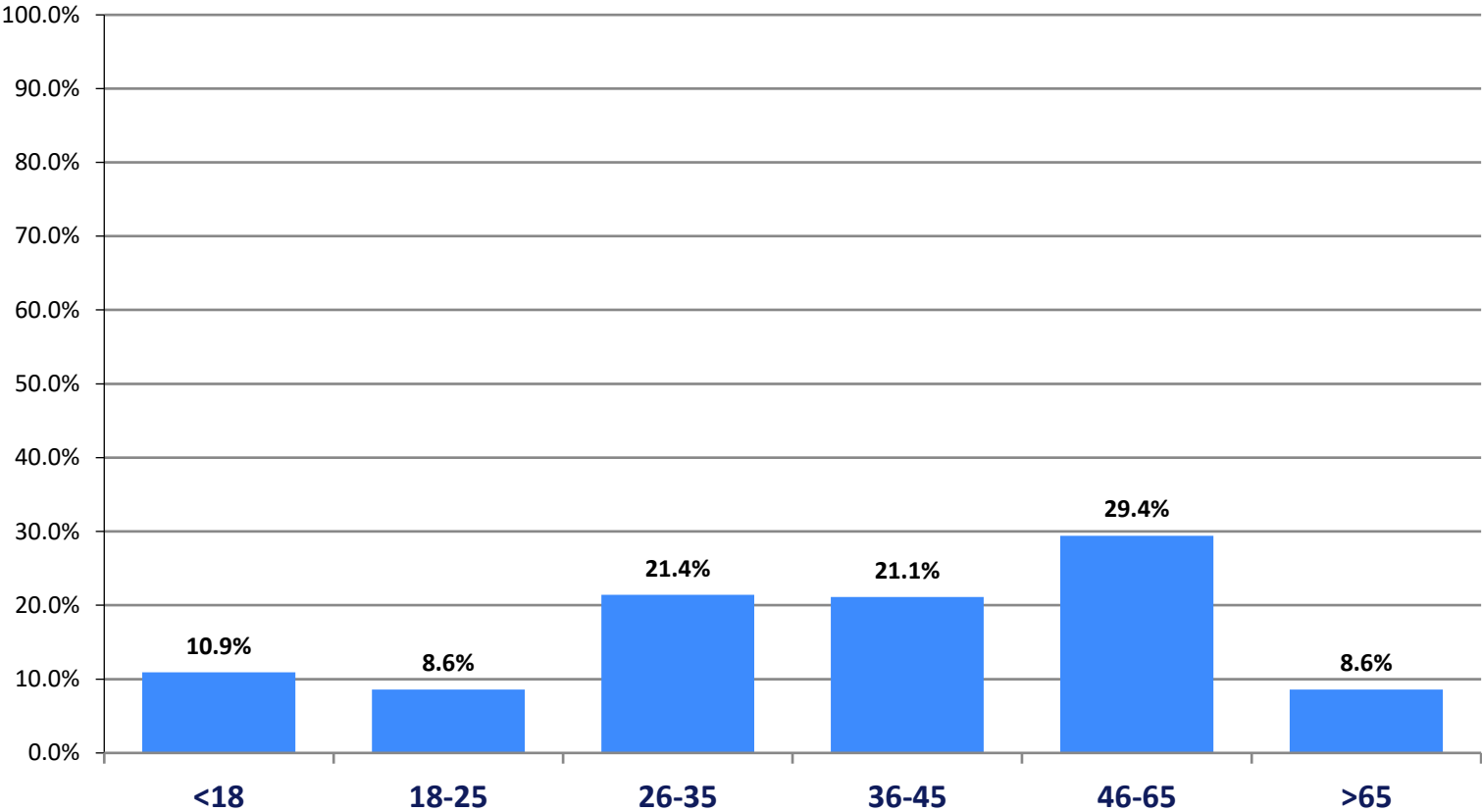
Understanding today's traveler





What type of travelers visit Africa?

Distribution by age group



46-65 represents 29.4% — the most relevant segment for Africa

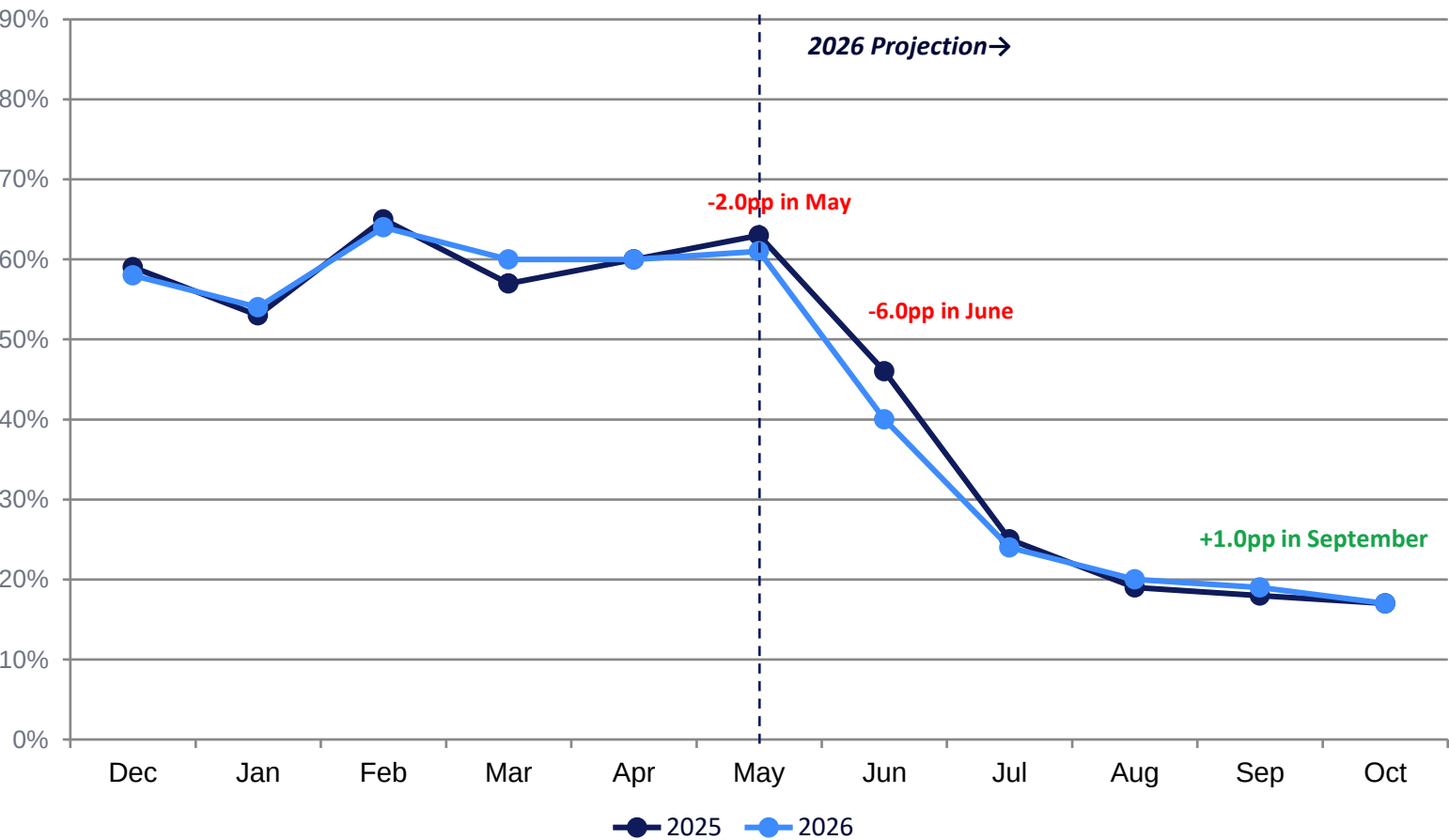
Source: Destination Gateway as of 7th June 2026

Growth outlook



Hotel occupancy and bookings in Africa

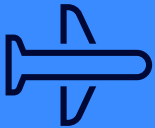
On-the-books by month compared to same month last year



Source: Amadeus Destination Gateway™ as of 7th June 2026



Key takeaways



Reinforce what's already working

Africa's fundamentals remain strong. In a more volatile environment, the priority is to double down on proven demand drivers, using real-time data to monitor shifts and protect momentum.



Lean into the markets that hold

Demand is becoming more uneven and sensitive to external shocks. The opportunity lies in identifying and activating the most resilient source markets.



Focus on value, not just volumes

Growth will come from high-yield segments. Target the right travellers with precise segmentation.



Thank you!
Make your data
speak

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Data-driven decisions start **HERE**