

THE MOST VISITED AFRICAN DESTINATIONS IN 2024



After a challenging COVID-19 pandemic, Africa's tourism industry is experiencing a remarkable recovery. In 2024, this development was especially evident in Morocco, Egypt, and South Africa. These nations have not only attracted millions of visitors but have also strengthened the vital role of tourism in their economies.

Morocco topped the ranking of the most visited African destinations in 2024, welcoming 17.4 million tourists, a significant increase from the 14.5 million in 2023. **This impressive figure brings the kingdom close to its target of 17.5 million visitors annually.**

Morocco's efforts to enhance its appeal as a tourist destination are paying off. Intensive promotional campaigns, substantial investments in infrastructure, and a rich cultural and natural heritage have attracted travelers from around the globe. Tourism accounts for about 7% of the country's gross domestic product (GDP) and generates considerable revenue. By November 2024, tourism revenues had reached 104 billion dirhams, approximately \$10.3 billion.

In second place, Egypt attracted 15.7 million visitors in 2024, an increase from 14.9 million in the previous year. While the land of the pharaohs remains a must-visit destination due to its historical monuments and beautiful beaches, the ongoing conflict in Gaza has impacted tourist flows, partly limiting its growth potential.

Nevertheless, the Egyptian government is making significant efforts to maintain the country's status as a tourism leader in Africa. Many initiatives have been introduced to diversify tourism offerings, modernize infrastructure, and promote new attractions.

Although final figures for 2024 are not yet available, South Africa one of the most visited African destinations on the continent, with a forecast of 10 million visitors for the year. Between January and October 2024, the country recorded 7.2 million tourists, according to South African Tourism.

South Africa attracts travelers in search of diversity, offering varied landscapes that include savannahs, vineyards, and stunning beaches. The tourism sector is a vital driver of the economy, with long-term goals to increase visitor numbers to 15 million by 2030.

Tourism plays a vital role in the economies of Morocco, Egypt, and South Africa. This sector stimulates various related sectors, including hospitality, catering, transportation, crafts, etc. It also serves as a significant source of job creation, helping to reduce unemployment and promote economic growth.

The Moroccan example is particularly notable. **Tourism contributes about 7% to its GDP, and tourism revenues reached record highs in 2024.** This trend demonstrates that strategic policies and investments in the tourism sector can have a lasting positive impact on a country's economy.

Morocco, Egypt, and South Africa's success highlights Africa's enormous potential as a global tourism destination. These countries show that with a clear vision and targeted investments, the continent can attract millions of visitors and serve as an engine for growth in the global economy.

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