



## Tourism Tattler December 2014 (Paperback)

By Desmond Langkilde

Createspace, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Summer has arrived in southern Africa, and December heralds the start of the peak summer holiday season. Our front cover for this edition aptly portrays the long awaited lure of sand, sea and sun - an image that has no doubt kept many consumers motivated through the year to save a portion of their annual income in anticipation of a well earned holiday with family and friends over the festive season. Consequently, the travel trade is anticipating a busy season to off-set, what for many has been a difficult trading year, fraught with Ebola mania and untimely immigration regulations, despite an increase in Total Foreign Arrivals of 4.9 and a marginal increase in Average Room Occupancy across all hotels of 0.9 . (See SATSA Market Intelligence Report on page 10). The issue of Open Skies for tourism growth through aviation has found a voice in the form of OpenSkies.Travel, and I urge you to join this coalition at no cost (read more on page 07).



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