

Abu Dhabi sees more SA tourists arrive

Tourist arrivals from South Africa to the Emirate have grown over 50% since the opening of the Abu Dhabi Tourism and Culture Authority (TCA Abu Dhabi) office in Johannesburg in March 2015.



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Abu Dhabi burst onto the scene in 2015 with an array of events to entice the South African market including the Abu Dhabi HSBC Golf Championship, the Abu Dhabi Food Festival, the Red Bull Air Race and, of course, the Formula 1 Etihad Airways Abu Dhabi Grand Prix.

Abu Dhabi Summer Season, held from June to September, showcased a thrilling entertainment extravaganza for the entire family. South African travellers enjoyed fantastic travel discounts, headline theatre shows, live international children's shows, top comedy acts, and live concerts for almost three months.

Much more than a stopover destination

Says TCA Abu Dhabi South Africa country manager Jean Martins: "Our aim for 2016 is to get the message across that Abu Dhabi is so much more than a stopover destination. Visitors can find solace in the desert, revel in the energy of a cosmopolitan city vibe and spend the day relaxing at one of the many world-class beach resorts on the Arabian Gulf.

"Travellers seeking culture and heritage will find in Abu Dhabi an authentic Arabian experience and enjoy the unrivalled

hospitality that accompanies it. Experience seekers will enjoy the diverse range of land or sea activities that are guaranteed to get their pulses racing. While Abu Dhabi's gastronomic treasures – both international and local – will have foodies enjoying a true taste of the Emirate for far longer than their stay.

According to TCA Abu Dhabi, the growth being experienced in South Africa is also being seen from other markets with the number of guest arrivals into Abu Dhabi during 2015 increasing 18% and over 4.1 million visitors travelling to the Emirate, exceeding its 2015 guest arrivals target of 3.9 million.

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