

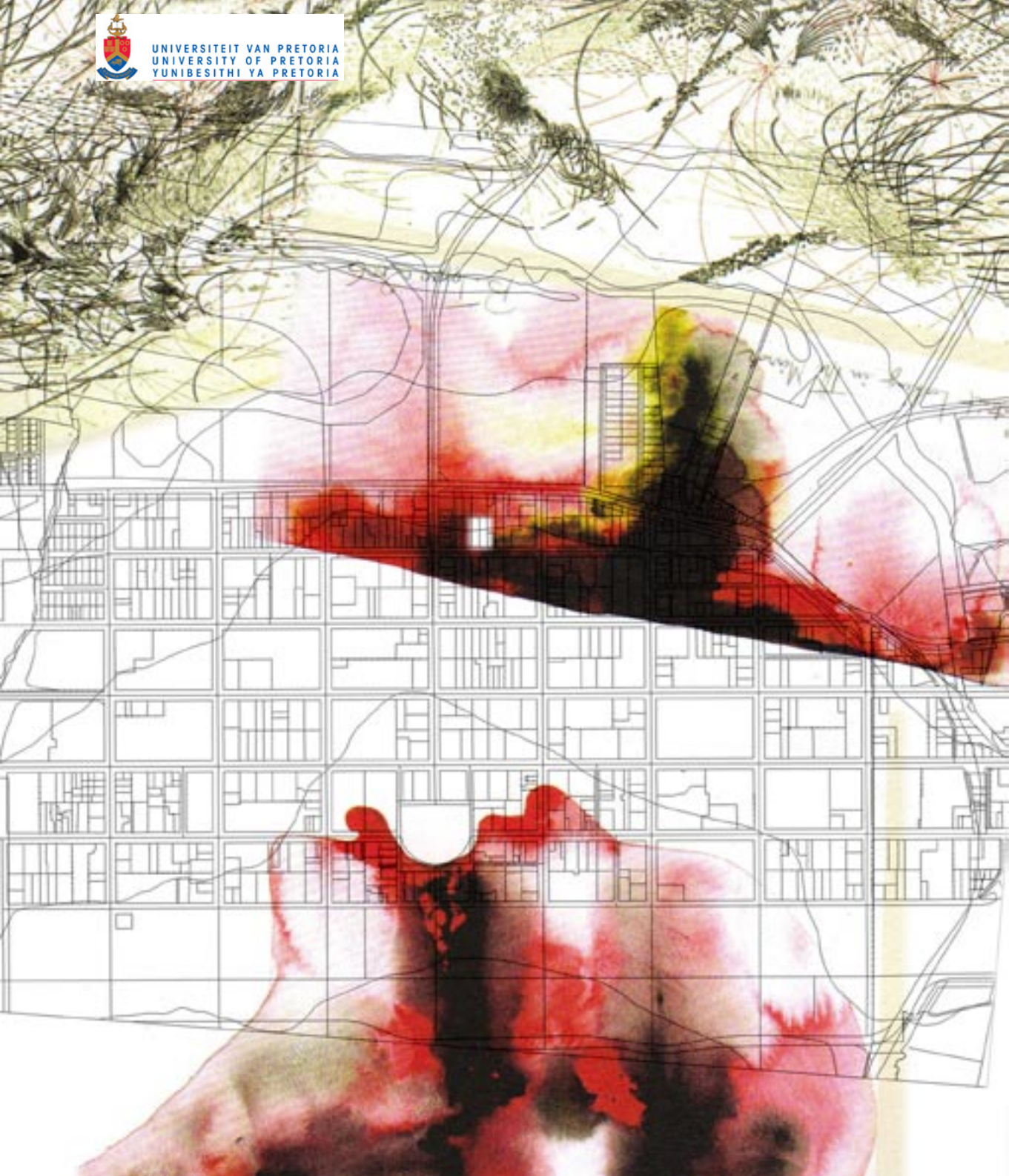


# CHAPTER ONE

## Hotel market analyses in South Africa



Fig.2 Nature meets city





## 1.1 REAL WORLD PROBLEM

According to the current statistics (refer to appendix one), more than 60% of tourists prefer to stay in hotels when travelling in South Africa. Moreover, more than 60% of tourists to South Africa visit Gauteng. In the Pretoria Central Business District (CBD) there are only eight graded hotels ranging from 2, 3 and 5 star accommodation. Thus, in Pretoria CBD there is a lack of mixed income hotels coupled with high luxury chain (franchise) hotels, that is, 1, 2 and 4 star hotels. This discourse investigates the possibility of accommodating various star ratings in the room design to make the same hotel accessible to guests from more than one income group whilst being able adapt to changing trends. These are aspects not usually combined in hotels in Pretoria.





## 1.2 SOUTH AFRICAN TRENDS IN TRAVEL AND TOURISM

The World Travel and Tourism Council (WTTC) is the business leaders' forum for travel and tourism. The data used represent the latest research done by the WTTC for the South African Department of Environmental Affairs and Tourism in 2002.

This is the Council's second report; the first was published in 1998.

The report is an update of the historical results, estimates and the current performance of South Africa's Travel and Tourism and it provides a forecast based on national and international data sources. According to the report, "South Africa has the potential to become one of the world's great new tourism destinations following its transition to democracy and entry into mainstream economical and political circles." (WTTC, 2002:3)

These statistics (refer to appendix one), show the current trend towards hotel accommodation and a need to respond to this in a design proposal. This could be because hotels offer clients a sense of privacy in comparison to traditional bed and breakfast guesthouses where more social interaction with the hosts occurs and thus, personal privacy is reduced. A more formal approach to services in a hotel affords guests the freedom to arrive and depart at any time to do business to the city. Hotels also provide more services to the guests at a lower price. It is thus clear from this statistic that hotel design in South Africa will be financially feasible.



Fig.4 African texture