



INTERNATIONAL TOURISM

ANNUAL PERFORMANCE
REPORT

JAN - DEC

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25



SOUTH AFRICAN TOURISM

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South Africa

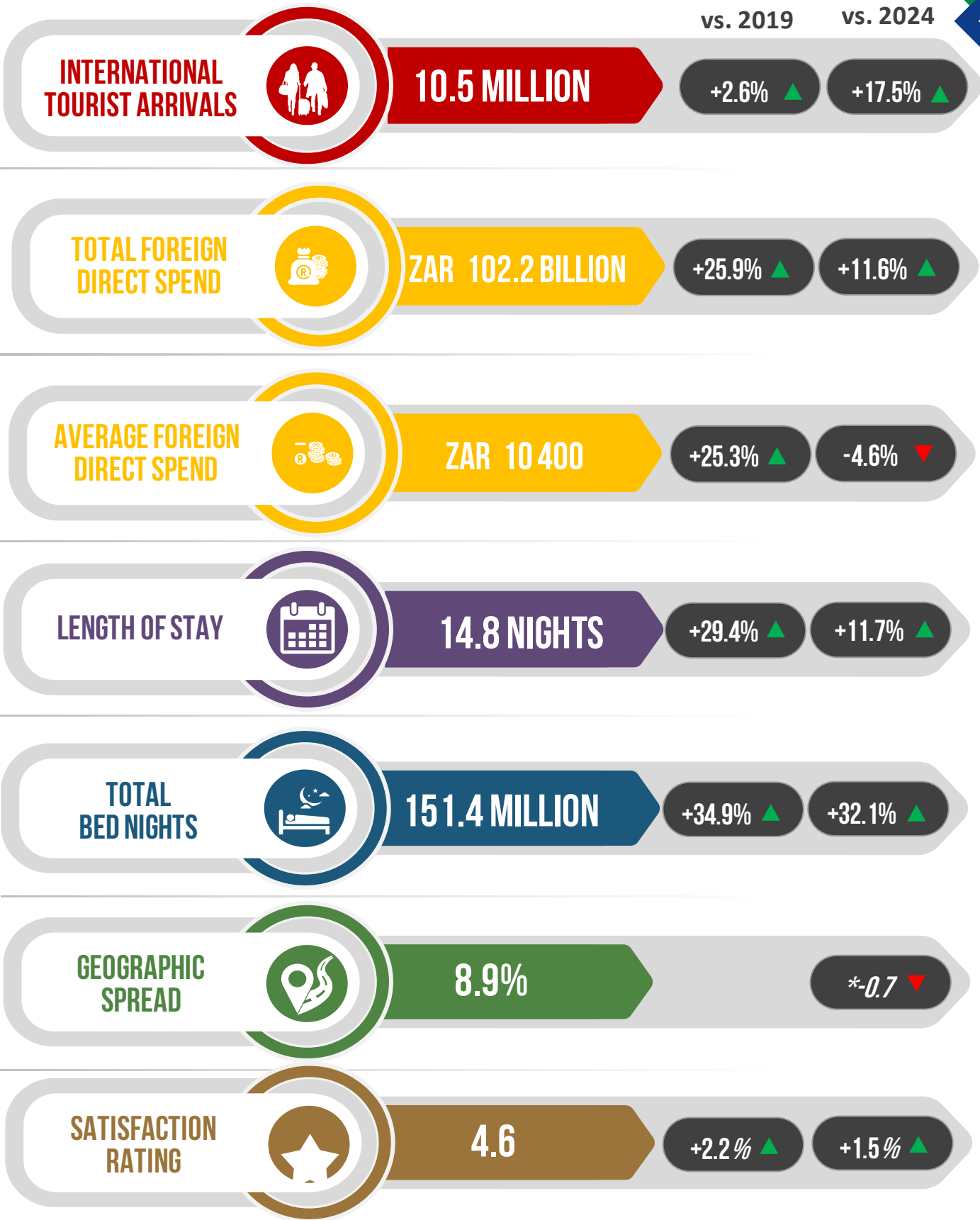


EXECUTIVE SUMMARY

In 2025, South Africa's tourism sector consolidated two consecutive years of expansion, reinforcing its position as a resilient and growing contributor to the national economy.

- South Africa's international tourism sector achieved full recovery in 2025, with total arrivals reaching 10.5 million, a +17.7% year-on-year growth (a +2.7% vs 2019). Total bed nights increased to 151.4 million (+32.1% vs 2024), while foreign direct spend reached ZAR 102.2 billion, rising by +11.6% YoY (a +25.9% vs 2019), reflecting continued strengthening of inbound travel and sustained demand across key source markets.
- Regional African markets remained the primary driver of arrival volumes, accounting for 77.1% of total visitors, totalling 8.1 million arrivals, up +19.6% YoY (+6.5% vs 2019). Africa Land represented the largest component of inbound travel, supported by sustained cross-border mobility and strong Visiting Friends and Relatives (VFR) flows. Europe and the Americas recorded steady recovery, contributing 1.4 million and 0.6 million arrivals respectively, with several markets approaching or exceeding pre-pandemic levels. Australasia (+21.8% YoY) and the Middle East (+31.8% YoY) registered notable year-on-year growth. Asia continued its gradual recovery to 216.2 thousand arrivals, although volumes remain below pre-pandemic benchmarks.
- VFR travel remained the dominant purpose category at 56.1% of arrivals, an increase of +3.1 pp. YoY (+14.7 pp. vs 2019), reinforcing the importance of regional social and economic linkages. Holiday travel accounted for 17.5%, continuing its steady recovery, while Business Traveller (5.8%) and MICE (4.3%) segments showed relative stability compared to recent years.
- Foreign direct spend growth was supported by both volume expansion and segment-specific contributions. Overseas markets, representing 22.9% of arrivals, generated 54.8% of total spend, with average spend per visitor significantly higher than regional land markets. Average spend moderated to ZAR 10,400 per visitor (-4.6% YoY), reflecting changes in visitor mix rather than underlying demand weakness.
- Length of stay increased to 14.8 nights (+11.7% YoY; +29.4% vs 2019), indicating deeper visitor engagement. Geographic spread declined to 8.9% of visitors travelling to two or more provinces, remaining below pre-pandemic levels but substantially higher among overseas markets (above 30%) than regional land markets (approximately 2-3%), highlighting varied travel patterns across segments.
- Accommodation usage reflected these structural differences. Friends and Relatives accommodation accounted for 75.6% of total bed nights, particularly among regional land arrivals, while formal accommodation – including hotels (8.5%) and self-catering – remained more closely associated with air and overseas markets.
- Overall satisfaction remained strong at 4.6 (up from 4.5 in 2019). Revisit intent stood at 93.3%, with 92.3% indicating they would recommend South Africa to others. Safety continued to be the most frequently cited dissatisfaction factor and remains an area for ongoing focus.
- Provincial performance reflected differentiated demand structures across the national landscape:
 - Gauteng recorded 4.5 million arrivals, gaining +17.4% YoY (+36.0% vs 2019), accounting for 42.5% of national arrivals and generating ZAR 47.0 billion (45.9% of total spend). Travel remained VFR-led (50.9%) alongside business and retail participation, reinforcing its role as the primary gateway and commercial hub.
 - Mpumalanga welcomed 2.7 million visitors (+28.9% YoY; +59.7% vs 2019), driven largely by regional markets. VFR accounted for 65.4% of travel, while nature-based attractions such as Kruger National Park continued to anchor visitation. The province generated ZAR 8.5 billion in foreign direct spend.
 - Western Cape received 1.5 million arrivals (+11.1% YoY), with holiday travel leading at 53.2%. The province generated ZAR 25.9 billion (25.4% of national spend) and exhibited high geographic dispersion and formal accommodation participation, supported by strong overseas demand.
 - Free State recorded 975.8 thousand arrivals (+31.2% YoY), predominantly from Lesotho. Travel was strongly VFR-driven (82.5%), with 84.9% of bed nights spent with friends and relatives. The province generated ZAR 2.0 billion in foreign direct spend.
 - KwaZulu-Natal welcomed 806.1 thousand visitors (+13.4% YoY; slightly above 2019 levels). VFR (49.8%) and holiday travel (21.4%) both contributed meaningfully, supported by coastal tourism and retail activity. The province generated ZAR 5.6 billion in spend.
 - Limpopo recorded 418.3 thousand arrivals, having declined YoY, thus remaining below pre-pandemic levels. Travel reflected a mix of VFR, wildlife and shopping activity, with game lodges accounting for 23.4% of bed nights. The province generated ZAR 5.0 billion in foreign direct spend.
 - North West welcomed 412.9 thousand visitors (+14.3% YoY), largely from neighbouring markets. VFR represented 51.0% of travel, while Pilanesberg and Sun City remained key attractions. The province generated ZAR 2.4 billion in spend.
 - Eastern Cape received 350.1 thousand arrivals (+17.0% YoY), with holiday (45.2%) and VFR (39.5%) both significant. Wildlife, coastal and heritage assets supported visitation, generating ZAR 4.3 billion in foreign direct spend.
 - Northern Cape recorded 93.2 thousand visitors (+23.9% YoY), predominantly regional and VFR-led (53.4%). Heritage and conservation attractions anchored participation, with the province generating ZAR 1.5 billion in spend.
- In summary, 2025 confirms full recovery in scale and sustained resilience in inbound tourism. Performance across regions and provinces demonstrates differentiated contributions within a unified national recovery framework, supported by strong visitor satisfaction and continued regional demand strength.

KEY PERFORMANCE INDICATORS



Key growth and change rates shown in this report (except for Geographic Spread) are in comparison to 2024.
 *Change in percentage points (P.P) vs. 2024.

2025 INSIGHTS, OPPORTUNITIES AND CAUTIONS

Based on the 2025 inbound survey tourism data analysis, some key insights, opportunities and cautions emerge beyond the topline recovery story.

Emerging Insights

i. South Africa's inbound tourism has entered a phase of consolidated expansion

With 10.5 million arrivals and ZAR 102.2 billion in foreign direct spend, growth is broad-based across regions. While Africa remains the dominant source region, long-haul markets continue to expand and contribute disproportionately to national tourism revenue.

ii. Market composition is shaping economic contribution

Overseas markets account for 54.8% of total spend despite representing 22.9% of arrivals, underscoring the differentiated economic roles of regional and long-haul segments. Sustained diversification remains central to strengthening value capture.

iii. Visitor engagement remains strong and stable

Average length of stay has extended to 14.8 nights, while satisfaction levels remain high at 4.6, supported by strong revisit and recommendation intent. These indicators reinforce South Africa's underlying destination appeal.

iv. Provincial participation reflects varied travel patterns

Geographic spread remains concentrated within primary nodes, with overseas visitors exhibiting higher multi-province travel than regional land markets. This presents scope for broader provincial integration into the tourism value chain.

Strategic Opportunities

i. Deepen value capture within regional growth markets

Given the scale of land-border arrivals, targeted development of retail, tourism precincts and experience offerings can enhance economic intensity within this dominant segment.

ii. Consolidate momentum in high-value long-haul markets

Continued growth from the Middle East, Australasia and the Americas presents an opportunity to strengthen market diversification and revenue resilience.

iii. Expand multi-province and destination linkages

Extended visitor stays provide a foundation for encouraging wider provincial participation and strengthening national tourism integration.

iv. Sustain excellence in visitor experience

Maintaining efficient, welcoming entry processes and service standards remains central to reinforcing South Africa's competitiveness and reputation.

Strategic Considerations

i. Uneven recovery trajectories across select long-haul markets

Targeted engagement remains important in markets recovering at varied speeds to sustain balanced growth.

ii. Accommodation participation and economic distribution

With a high share of stays occurring in private homes, ongoing efforts to broaden participation in formal tourism offerings can strengthen sector-wide multipliers.

iii. Revenue intensity across segments

Average spend trends highlight the importance of sustaining growth in higher-value segments alongside continued volume expansion.

OBJECTIVES ABOUT THE SURVEY

The Departure Survey, which was commissioned by South African Tourism in 2001, is a key instrument for gathering insights about foreign tourists exiting South Africa via major airports and border posts. The survey first began as a point-in-time survey conducted in winter and summer. Its primary objective is to track and understand travel behaviours, expenditure patterns, site visits, and overall satisfaction levels of tourists. The data collected is pivotal for evaluating South Africa's performance against key tourism objectives, including increasing tourist volume, improving geographic spread, boosting tourist spend, enhancing seasonality patterns, and promoting longer stays. Additionally, it supports the development of effective marketing strategies, addressing market needs, and facilitating sustainable GDP growth, job creation, and transformation in alignment with the Tourism Act's mandates.



DEFINITIONS

- **Visitor** - Any person travelling to a place other than his/her usual environment for less than 12 months and whose primary purpose for the travel is other than the exercise of an activity to be remunerated at the place visited.
- **Same-day visitor** - Any person who visits a place without staying the night.
- A **tourist** is an overnight visitor taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.
- **Geographic spread** - is the distribution of tourists across different regions or locations, indicating how tourism activities are spread geographically. For this survey, the statistic is obtained by expressing the total number of tourists that visited more than one province as a proportion of the total arrivals.
- **TDFS** - Stands for Total Foreign Direct Spend within South Africa. When reported it excludes the component spent on capital goods.
- **Average Spend** - This is the spend per tourist, obtained by dividing the total direct spend (TFDS) by the number of tourists.
- **Bed nights** - This is a measure of occupancy representing the total number of nights tourists stay in South Africa.
- **Length of stay** - This is the duration of time that a visitor or tourist spends at a destination or in the country; in this survey, it is calculated by dividing total bed nights by the total number of tourists.



ABOUT THE REPORT

INTERNATIONAL TOURIST ARRIVALS

The survey is conducted monthly and covers South Africa's two main international airports (Oliver Tambo and Cape Town) as well as the 12 main land border posts (Grobler's Bridge, Maseru Bridge, Oshoek, Golela, Kopfontein, Pioneer Gate, Lebombo, Beitbridge, Vioolsdrift, Nakop, Ficksburg, Ramatlabama), the latter being the most significant point of entry into South Africa by foreign nationals. Durban's King Shaka International Airport and all seaports are currently excluded from the survey as they receive less than 5% and 1% of international tourist arrivals respectively.

The survey is based on a random stratified sampling framework of n=3 800 per month for both of the airports and n=1 000 per month for all land border posts. The sample framework is derived from Statistics South Africa (StatsSA) tourist arrivals data and the survey results are weighted back according to the same tourist arrival data. The margins of error for the airport and land border post monthly samples are 1.6% and 3.1% respectively, both at a 95% confidence level. As such, the survey accurately represents tourists arriving in South Africa as well as their behaviours and opinions. Arrival numbers given are actual tourist arrivals from StatsSA and not tourist arrivals as calculated by the survey. When crossed with other survey variables, tourist arrival numbers are survey-based.



ADDITIONAL SOURCES USED IN THIS REPORT

1. [P0350 - International Tourism, December 2025](#)
2. [P0350 - International Tourism, November 2025](#)
3. [P0350 - International Tourism, October 2025](#)
4. [P0141 - Consumer Price Index \(CPI\), December 2025](#)
5. [P0141 - Consumer Price Index \(CPI\), November 2025](#)
6. [P0141 - Consumer Price Index \(CPI\), October 2025](#)
7. [P6410 - Tourist accommodation, December 2025](#)
8. [P6410 - Tourist accommodation, November 2025](#)
9. [P6410 - Tourist accommodation, October 2025](#)
10. [P0441 - Gross Domestic Product \(GDP\), 3rd Quarter 2025](#)
11. <https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-20254>
12. <https://www.unwto.org/un-tourism-world-tourism-barometer-data>
13. [World Tourism Barometer: January 2026](#)
14. <https://tradingeconomics.com/south-africa/gdp-growth-annual>

ABOUT THE REPORT

DISCLAIMER

SA Tourism's Analytics and Insights Unit makes every effort to publish reports that are error-free. However, with the large number of complex records that are analyzed, we cannot guarantee that all reports are totally free of error. All errors that are detected are immediately corrected and the latest version of the report is always made available on www.southafrica.net/research.

To access this report online please visit the research section on the South Africa Tourism website at www.southafrica.net/research or for more information e-mail: research@southafrica.net.



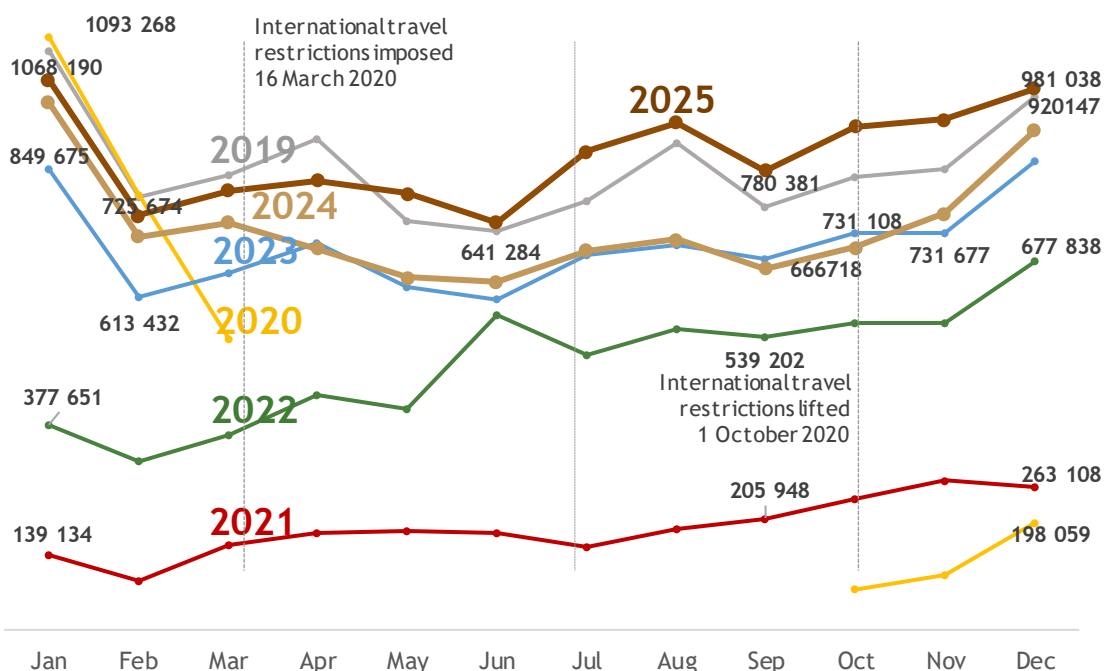
ABOUT THE REPORT

IMPACT OF COVID-19 ON THE SURVEY

Due to the Covid-19 pandemic, surveying international tourists at airports and land border posts became impossible and the survey stopped at the end of March 2020. Surveying land border posts became possible only in November 2020, but airports remained impossible to survey till mid-August 2021. Hence, land border post data was imputed for October 2020, and for airports, October-December 2020 data was imputed. Imputation is the process of replacing missing data with substituted values whereby projections of missing data are based on an existing mathematical relationship present in the available data set. Hence, the process was based on corresponding and comparable retrospective values for which full data sets were present.

Since interviewing at the airports became possible only in mid-August 2021, data for Q1 2021 was obtained by readjusting Q1 2020 data for visit purposes recorded by StatsSA in Q1 2021. The output was then weighted based on the number of arrivals from different markets. The assumption made, was that tourists visiting the country for similar purposes are likely to visit similar attractions and, on average, stay for the same duration. For Q2 of 2021, the same data processing was conducted as had been done for Q1 2021 but using Q2 2019 data as there had been no international tourist arrivals in Q2 2020. Interviewing at the Oliver Tambo International Airport resumed in mid-August 2021, and at the Cape Town International Airport in September 2021. Hence, Q3 2021 numbers are based solely on data collected from mid-August till September end and weighted to cater for July and early August. From Q4 2021 onwards, the numbers shown are based solely on survey data.

International Tourist Arrivals in SA, 2019-2025¹



¹ P0350 - International Tourism, December 2025; P0350 - International Tourism, November 2025; P0350 - International Tourism, October 2025



INTERNATIONAL TOURISM PERFORMANCE

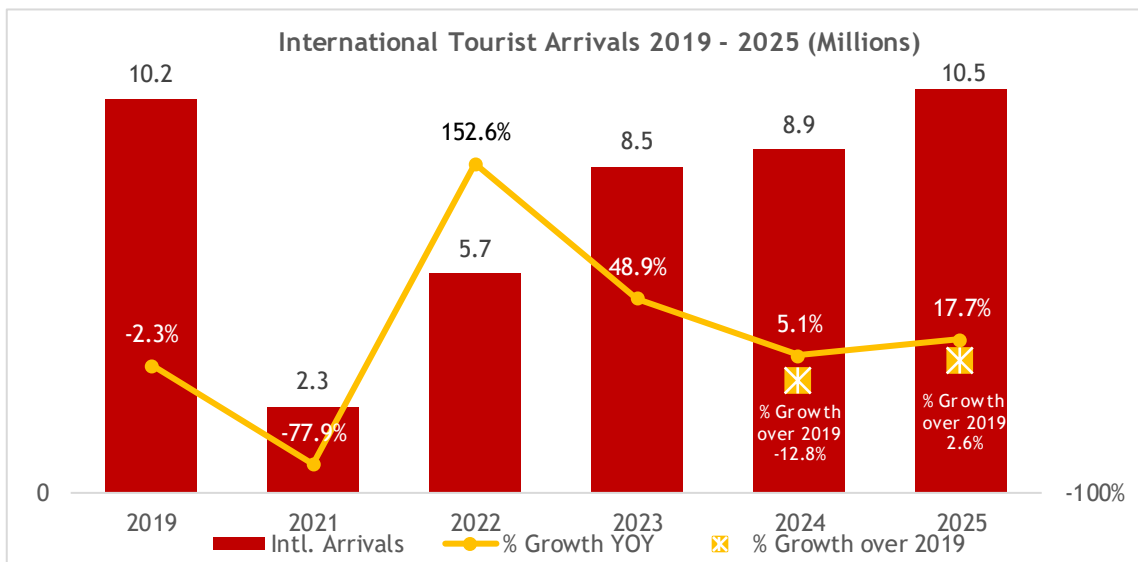
INTERNATIONAL TOURIST ARRIVALS



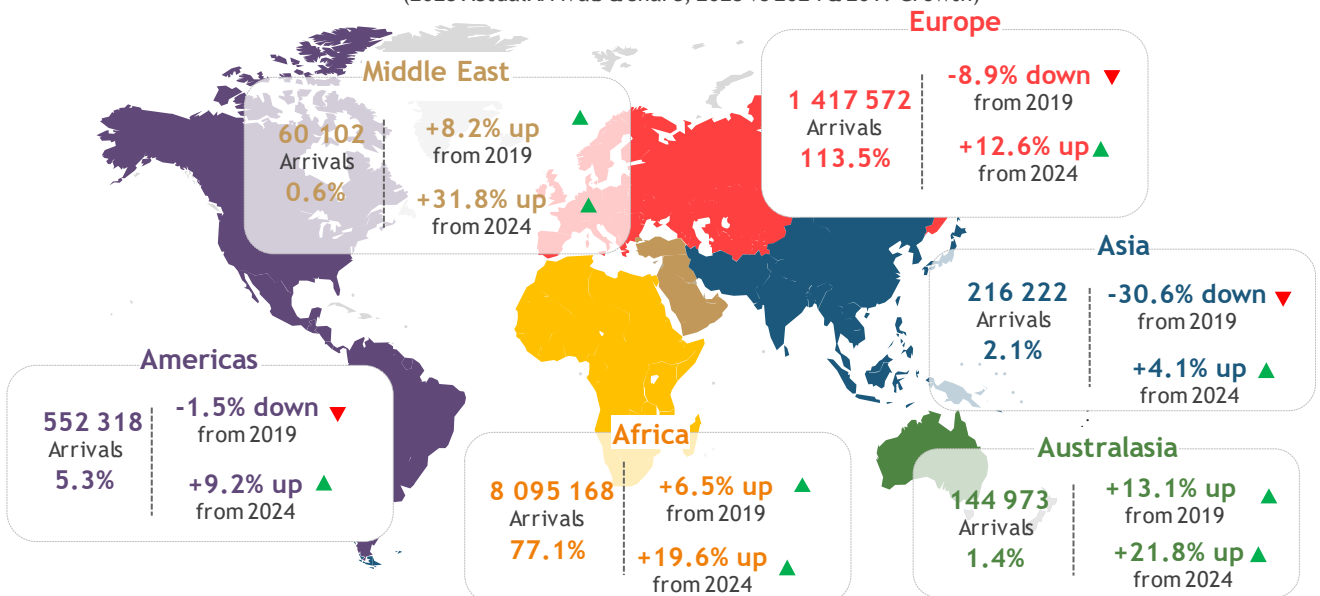
10.5 MILLION

+17.7% ▲

A marked acceleration in inbound travel was recorded in 2025, with total international arrivals rising from 8.9 million in 2024 to 10.5 million, representing growth of +17.7% year-on-year. This follows a more moderate increase from 8.5 million in 2023 to 8.9 million in 2024, indicating that the strongest expansion within the current recovery phase occurred in the most recent year. Although 2019 (10.2 million) serves as a pre-pandemic reference point, 2025 volumes have moved beyond that benchmark by +2.7%. The 2025 uplift was driven predominantly by Africa, which increased from 6.8 million arrivals in 2024 to 8.1 million in 2025 (+19.6%), accounting for 77.1% of total visitors. Europe expanded from 1.3 million to 1.4 million arrivals (+12.6%), while the Americas grew from 0.5 million to 0.6 million (+9.2%). Asia recorded a smaller increase of +4.1% to 0.2 million arrivals, Australasia rose by +21.8% to 0.1 million, and the Middle East increased by +31.8% to 0.1 million. Over the two-year period from 2023 to 2025, total arrivals advanced by 2.0 million visitors, reflecting cumulative strengthening across both regional and long-haul markets. Although Africa continues to anchor overall volumes, percentage gains in 2025 were comparatively stronger in the Middle East, Australasia and Africa Air than in Europe, the Americas and Asia. The current structure therefore reflects both volume concentration in regional markets and differentiated growth rates across smaller overseas segments.



International Tourist Arrivals 2025
(2025 Actual Arrivals & Share, 2025 vs 2024 & 2019 Growth)



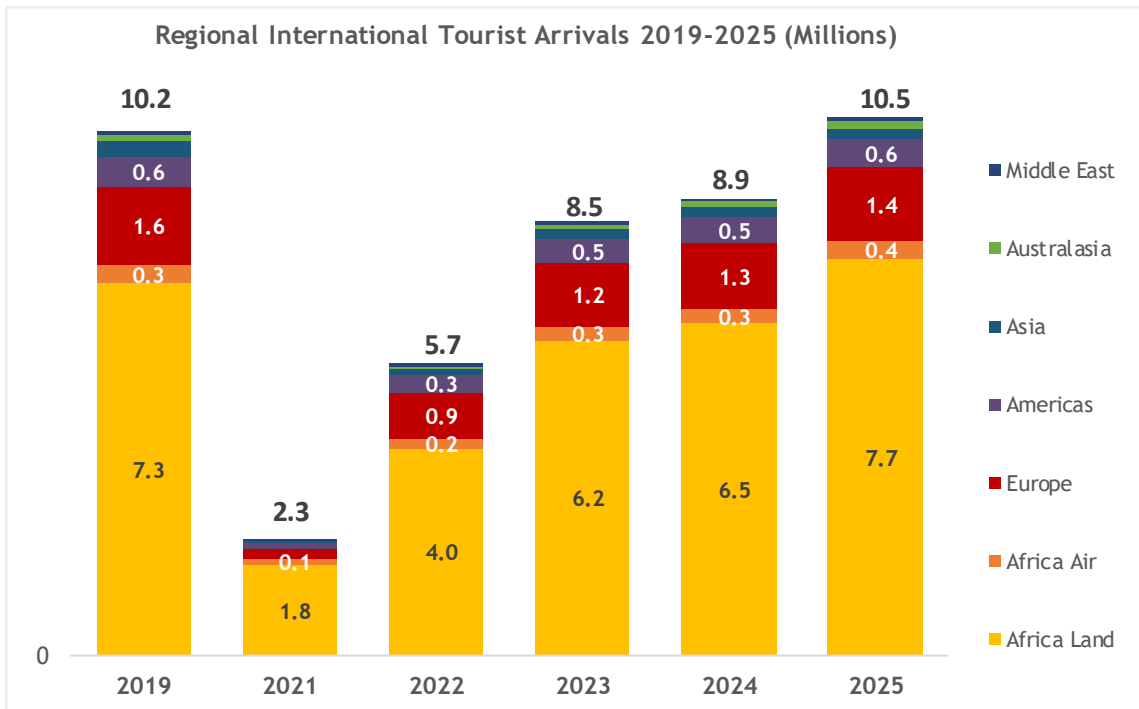
INTERNATIONAL TOURIST ARRIVALS



10.5 MILLION

+17.7%▲

With total arrivals rising to 10.5 million in 2025 from 8.9 million in 2024, the regional structure of inbound travel remained largely consistent with recent years. Africa Land once again generated the bulk of visitors, reaching 7.7 million arrivals and accounting for 73.8% of total volumes, up from 6.5 million the year before. Europe continued as the second-largest source market at 1.4 million arrivals, representing 13.5% of the total, reflecting volume growth despite a marginal easing in share. The largest absolute gains between 2024 and 2025 were recorded in Africa Land, followed by Europe and the Americas. Arrivals from the Americas increased from 0.5 million to 0.6 million, contributing 5.3% of overall visitors in 2025. Although Asia, Australasia and the Middle East remain smaller in scale, each registered year-on-year expansion compared with 2024.



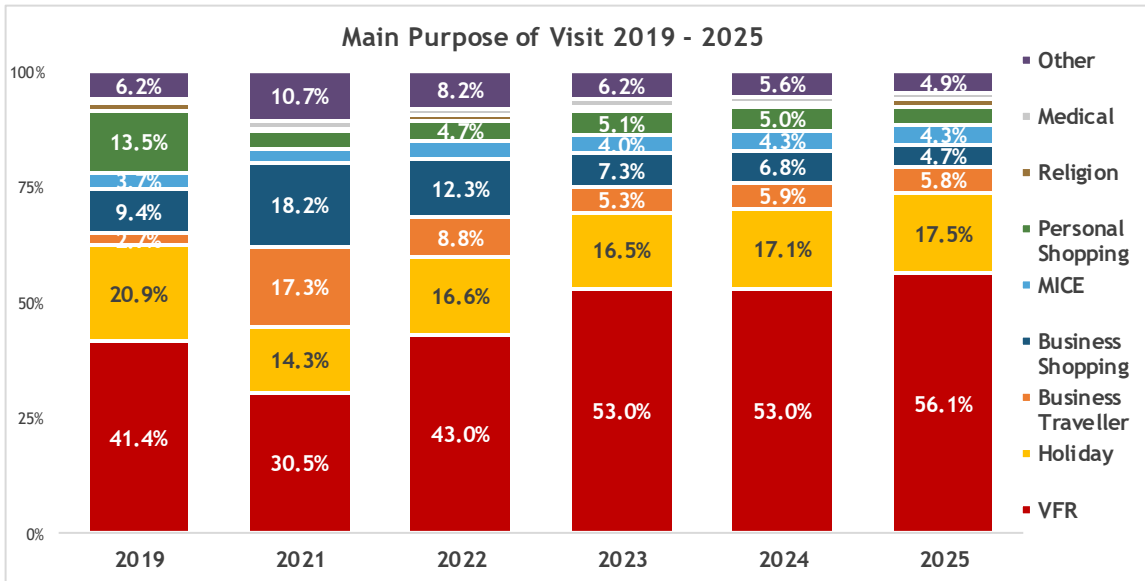
PURPOSE OF TRAVEL



10.5 MILLION

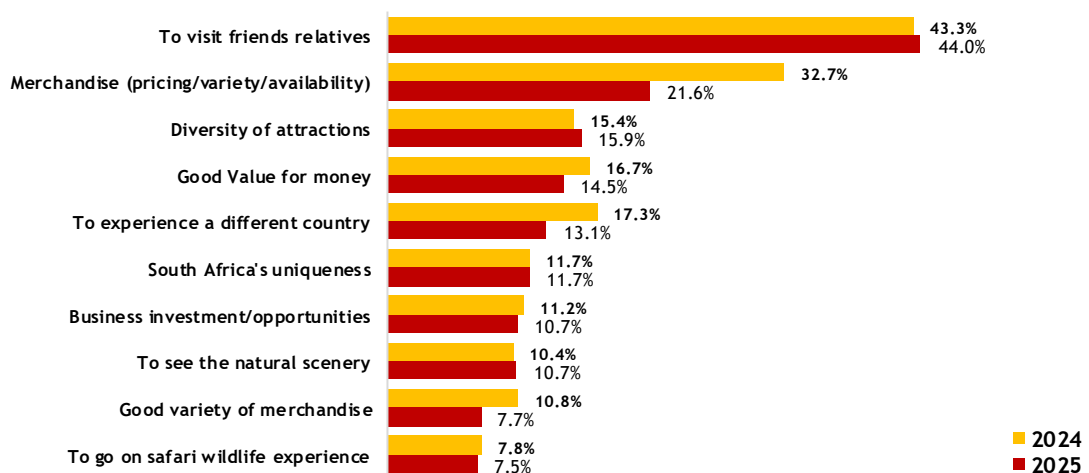
+17.7% ▲

Overall, visiting Friends and Relatives (VFR) remains the most mentioned reason for travel in 2025, accounting for 56.1% of all arrivals, up from 53.0% in 2024 (+3.2 percentage points) and significantly higher than 41.4% recorded in 2019 (+14.7pp). Holiday travel increased marginally from 17.1% in 2024 to 17.5% in 2025 (+0.4pp), maintaining relative stability compared with recent years. In contrast, Business Shopping declined from 6.8% to 4.7% (-2.1pp), while Personal Shopping eased from 5.0% to 3.6% (-1.4pp). Business Traveller share remained broadly steady at 5.8% (-0.1pp), and MICE held at 4.3%. Religion recorded a modest increase to 1.9% (+0.8pp), while Medical travel remained unchanged at 1.2%. Overall, the 2025 purpose profile shows continued concentration in VFR, with incremental adjustments across secondary categories rather than structural shifts.



The reasons for travel are reflected in responses to the question on what attracted visitors to South Africa. In 2025, experiencing South Africa's different cultures remained the leading attraction at 44.0%, marginally higher than 43.3% in 2024, followed by a wide variety of merchandise at 21.6% and visiting a different country (diversity of attractions) at 15.9% (up from 15.4%). Mentions of relaxation and escape declined to 13.1% from 17.3%, while warm climate (11.7%), South Africa's uniqueness (10.7%) and diversity of attractions (7.7%) remained secondary but stable drivers.

What Attracted You to South Africa (2025 vs 2024)



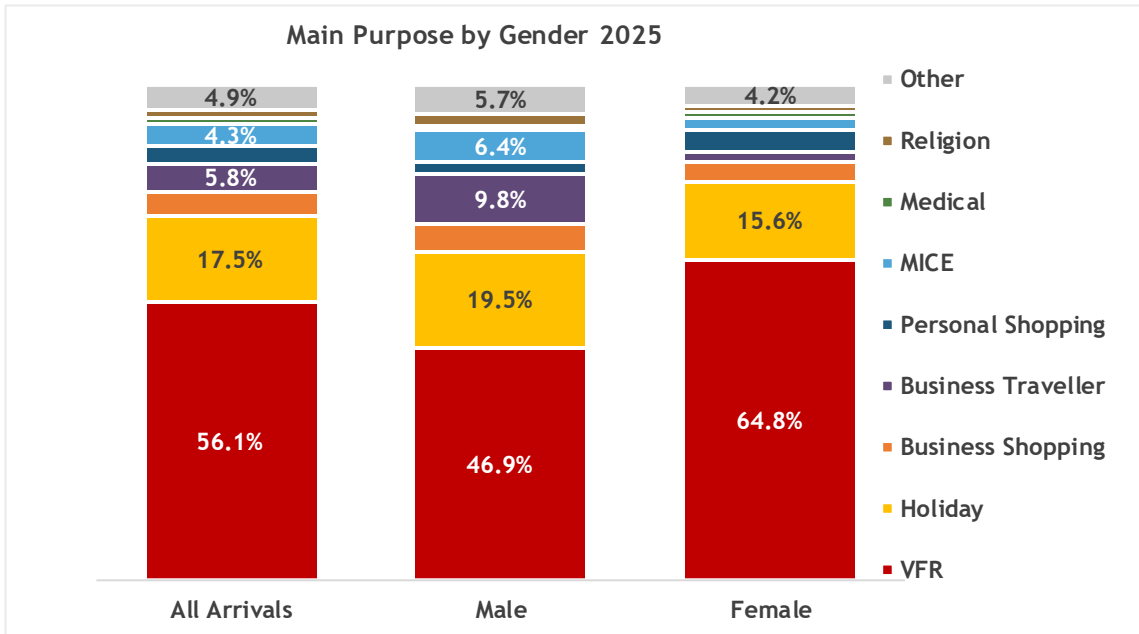
PURPOSE OF TRAVEL



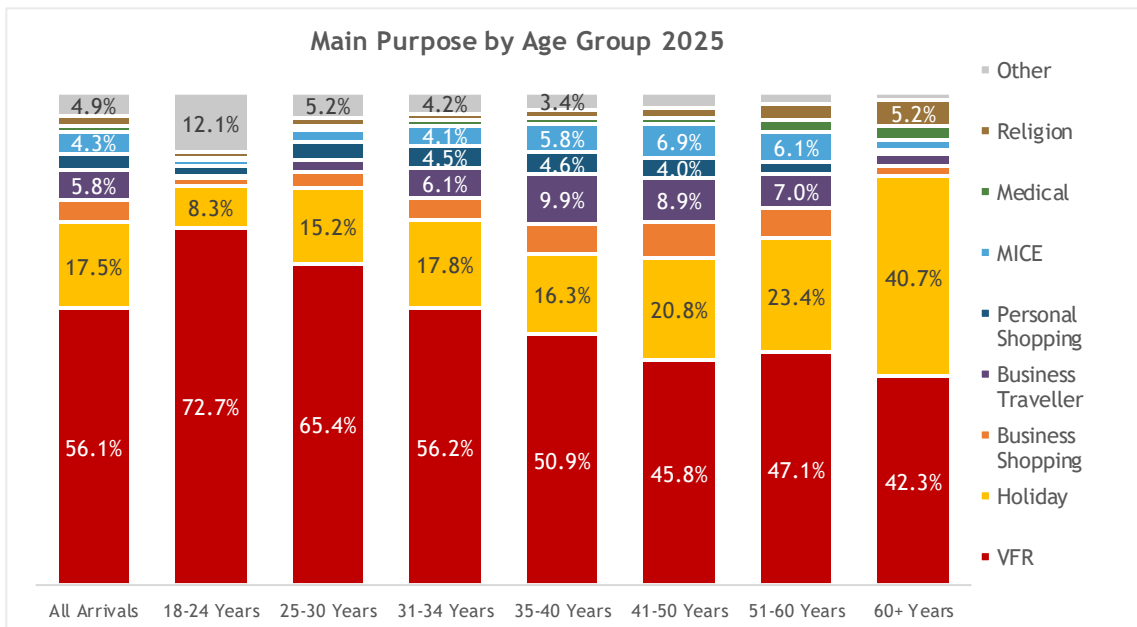
10.5 MILLION

+17.7% ▲

Travel patterns by gender in 2025 show VFR as the dominant motive among female visitors at 64.8%, notably higher than the 46.9% recorded among males. Male visitors, however, demonstrate a stronger orientation toward business-related travel, with Business Traveller at 9.8% and Business Shopping at 5.6%, compared with 2.0% and 3.9% respectively for females. When Business Shopping, Business Traveller and MICE are combined, these segments account for 21.8% of male visits versus 9.2% among female visitors.



Age-based patterns in 2025 highlight clear differences in travel purpose across life stages. VFR dominates among younger travellers, reaching 72.7% for 18-24 year-olds and 65.4% for those aged 25-30, before gradually tapering in older cohorts. Holiday travel moves in the opposite direction, rising with age and peaking at 40.7% among visitors aged 60+, followed by 23.4% in the 51-60 group and 20.8% among 41-50 year-olds. Business Traveller and MICE shares are concentrated within the core working-age brackets, notably 31-34 (6.1% Traveller; 4.1% MICE), 35-40 (9.9%; 5.8%), 41-50 (8.9%; 6.9%) and 51-60 (7.0%; 6.1%).



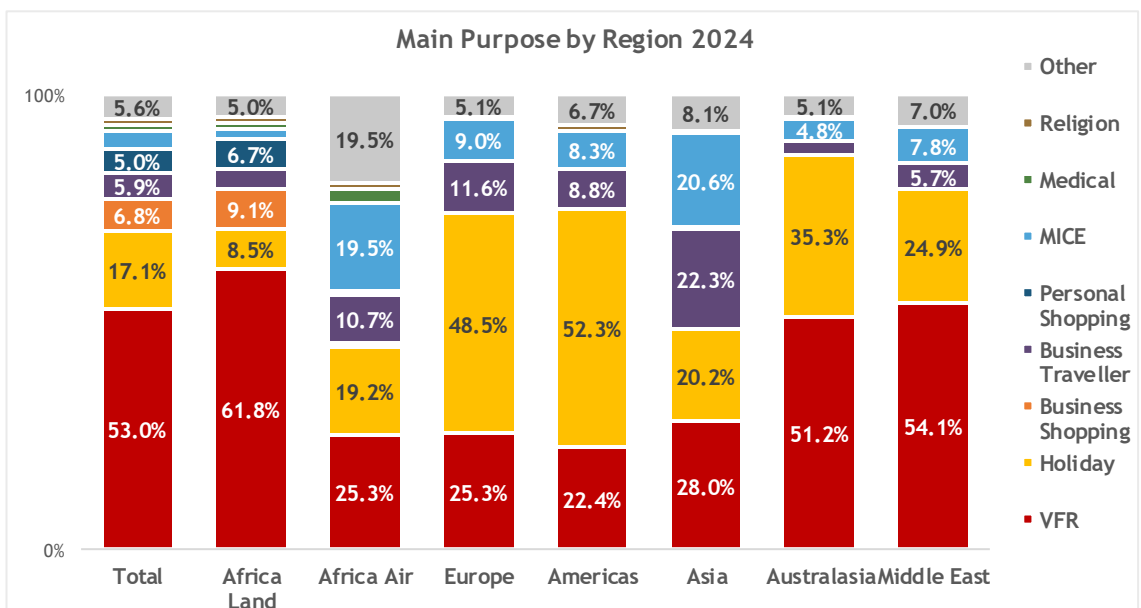
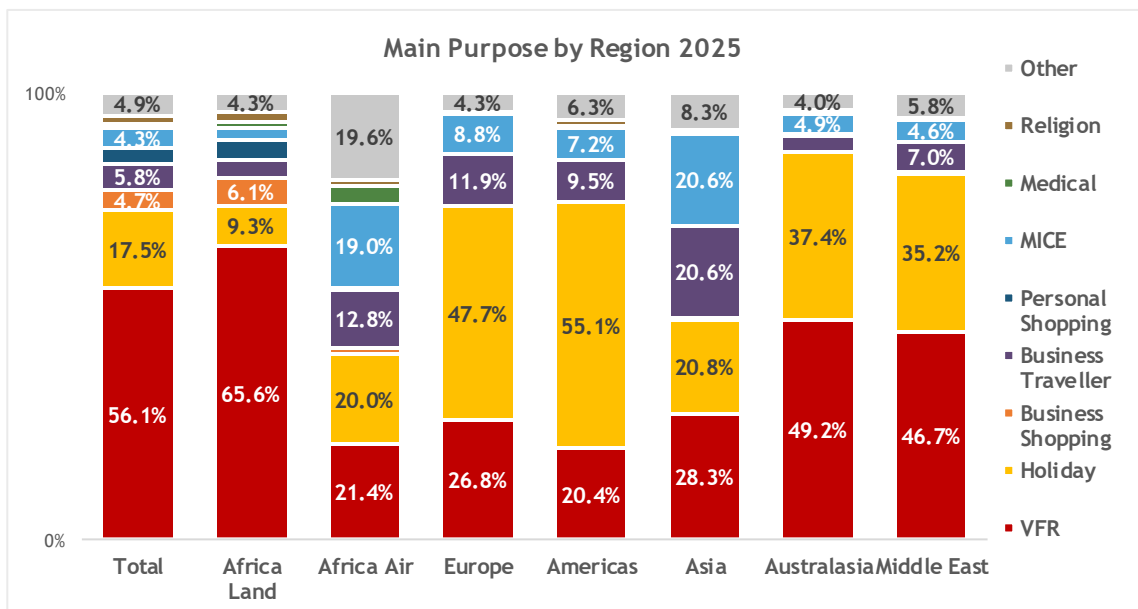
PURPOSE OF TRAVEL



10.5 MILLION

+17.7% ▲

Regional purpose-of-travel patterns in 2025 differ across source markets. The Middle East recorded a decline in VFR to 46.7% (from 54.1% in 2024) alongside an increase in holiday travel to 35.2% (from 24.9%), indicating a shift in travel mix. Australasia remained relatively stable, with 49.2% travelling for VFR and 37.4% for holidays, compared with 51.2% and 35.3% respectively in 2024. Asia continued to display a balanced profile, with VFR at 28.3%, holiday at 20.8%, Business Traveller at 20.6% and MICE at 20.6%, reflecting a diversified purpose structure. Europe and the Americas remained predominantly holiday-driven at 47.7% and 55.1% respectively, with VFR accounting for 26.8% in Europe and 20.4% in the Americas. Africa Air maintained a distinct business orientation, with MICE at 19.0% and Business Traveller at 12.8%, while Medical travel stood at 3.7%. Africa Land continued to record the highest VFR concentration at 65.6%, alongside a comparatively low holiday share of 9.3%. Business Shopping and Personal Shopping remain limited across most overseas regions, with VFR and holiday travel accounting for the majority of reported purposes across regions.



PURPOSE OF TRAVEL

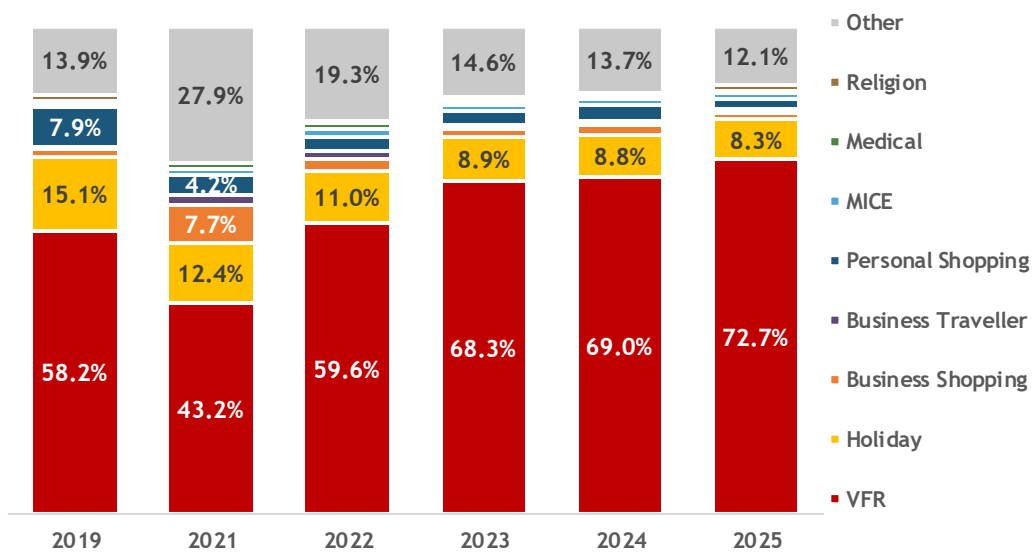


10.5 MILLION

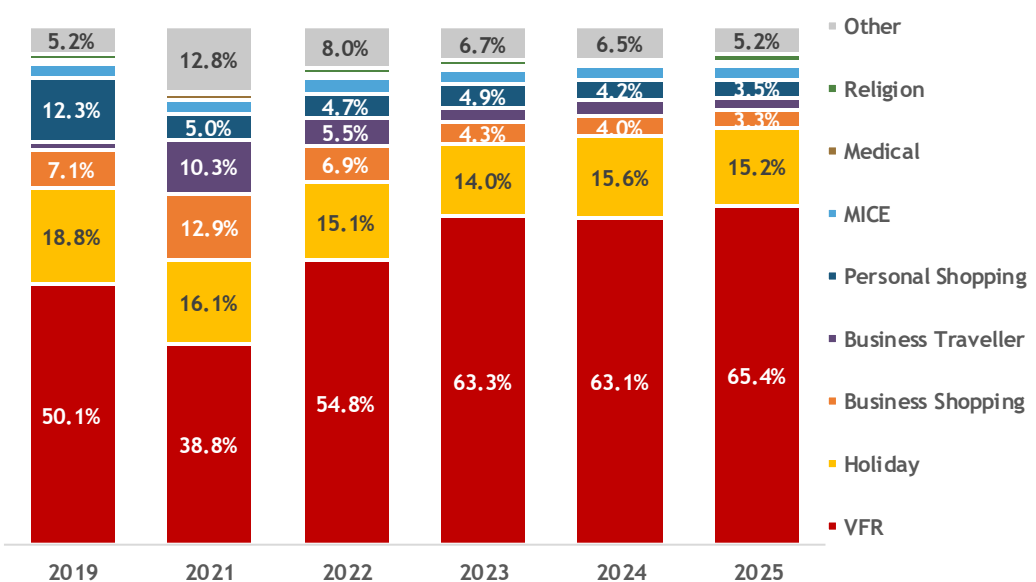
+17.7% ▲

Patterns across the 18-24 and 25-30 age groups in 2025 remain broadly aligned with those observed in 2024. Among 18-24-year-olds, VFR continues to dominate at 72.7% (up from 69.0% in 2024), while holiday travel has edged down to 8.3% from 8.8%, extending its gradual moderation since 2021. In the 25-30 cohort, VFR increased to 65.4% from 63.1%, while holiday travel eased slightly to 15.2% from 15.6%, maintaining a similar purpose structure to the previous year. Business Shopping among 18-24 year-olds declined to 1.5% from 2.1%, and Business Traveller remained limited at 0.6%. For the 25-30 group, Business Shopping moderated to 3.3% from 4.0%, while Business Traveller decreased to 2.5% from 3.0%. Personal Shopping also softened in both cohorts, reaching 2.0% for 18-24 year-olds and 3.5% for those aged 25-30. MICE participation remained relatively stable at 1.1% for 18-24 year-olds and 2.6% among the 25-30 group.

Main Purpose for 18-24 Year Olds 2019-2025



Main Purpose for 25-30 Year Olds 2019-2025



PURPOSE OF TRAVEL



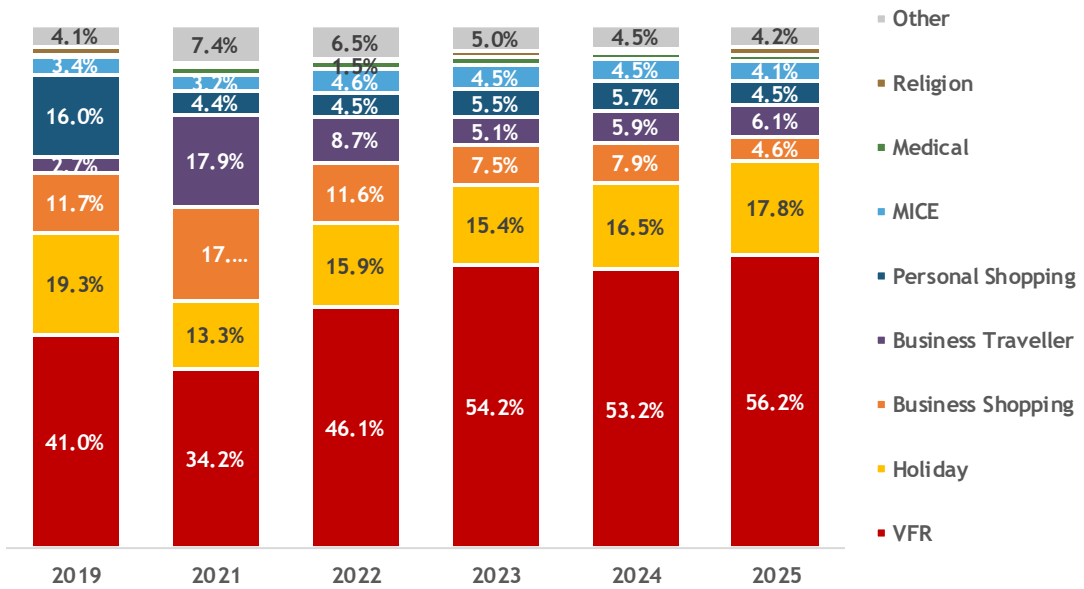
10.5 MILLION

+17.7%

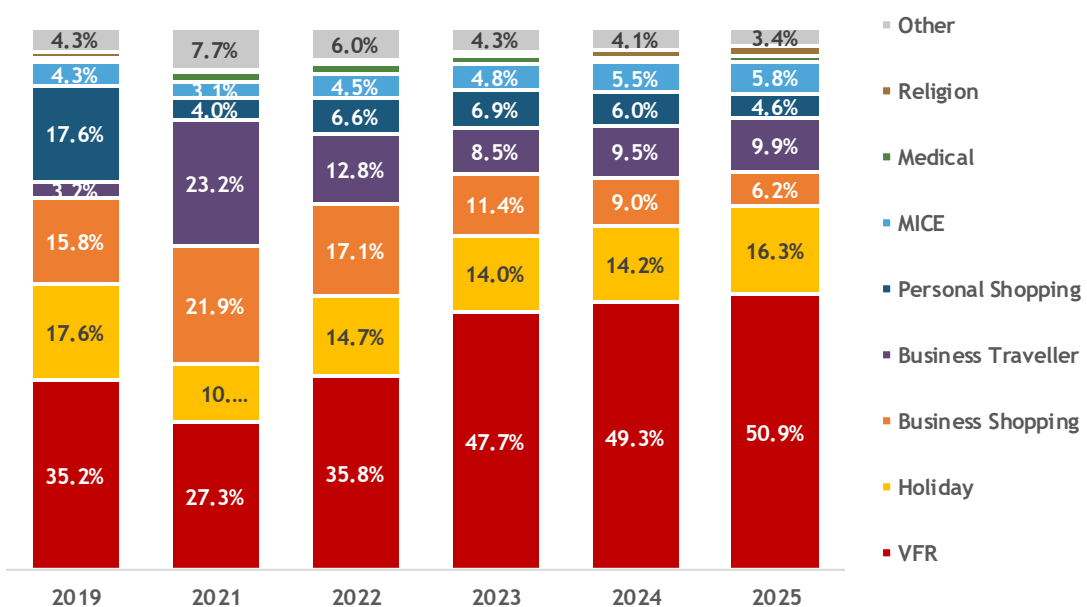
Among travellers aged 31-34 and 35-40, the 2025 purpose profile continues to reflect a structure similar to that seen in 2024. For the 31-34 age group, VFR strengthened to 56.2% from 53.2%, consolidating its position as the main reason for travel. Business Shopping declined further to 4.6% (from 7.9% in 2024 and 11.7% in 2019), while Personal Shopping moderated to 4.5%, remaining well below its 2019 level of 16.0%.

In the 35-40 cohort, the overall distribution shows year-on-year continuity, but with a sustained presence of business-related travel. Business Traveller participation rose to 9.9% from 9.5% in 2024, significantly higher than the 3.2% recorded in 2019. Business Shopping eased to 6.2% and Personal Shopping to 4.6%, both substantially below their respective 2019 levels of 15.8% and 17.6%.

Main Purpose for 31-34 Year Olds 2019-2025



Main Purpose for 35-40 Year Olds 2019-2025



PURPOSE OF TRAVEL

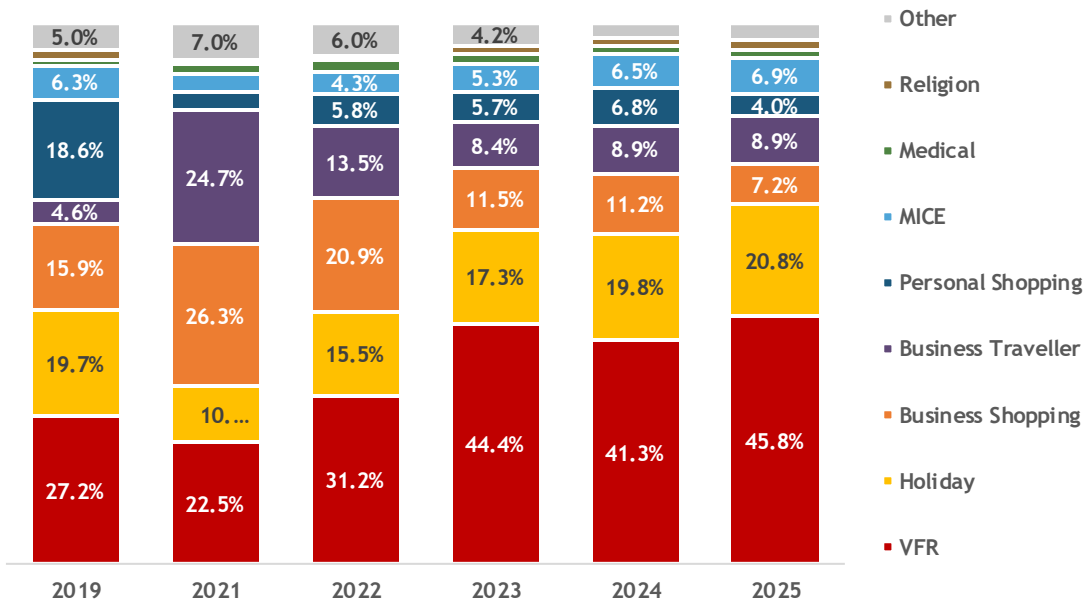


10.5 MILLION

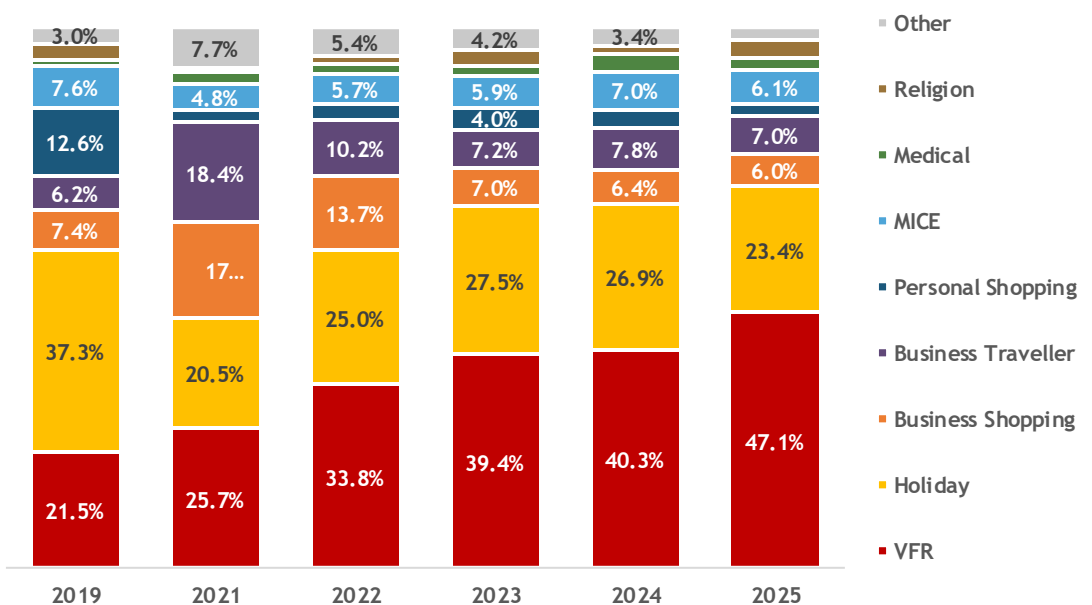
+17.7%▲

Across the 41-50 and 51-60 age groups, VFR continues to register above 2019 levels, with 2025 shares at 45.8% and 47.1% respectively compared to 27.2% and 21.5% in 2019. These levels also reflect increases from 2024 (41.3% and 40.3%), indicating further strengthening in 2025. Holiday travel shows mixed movement, rising to 20.8% among 41-50 year-olds (from 19.7%) but easing to 23.4% in the 51-60 cohort (from 26.9%). Business Shopping and Personal Shopping remain below their 2019 levels in both age groups, with 2025 shares at 7.2% and 4.0% for 41-50 year-olds, and 6.0% and 2.4% for those aged 51-60.

Main Purpose for 41-50 Year Olds 2019-2025



Main Purpose for 51-60 Year Olds 2019-2025



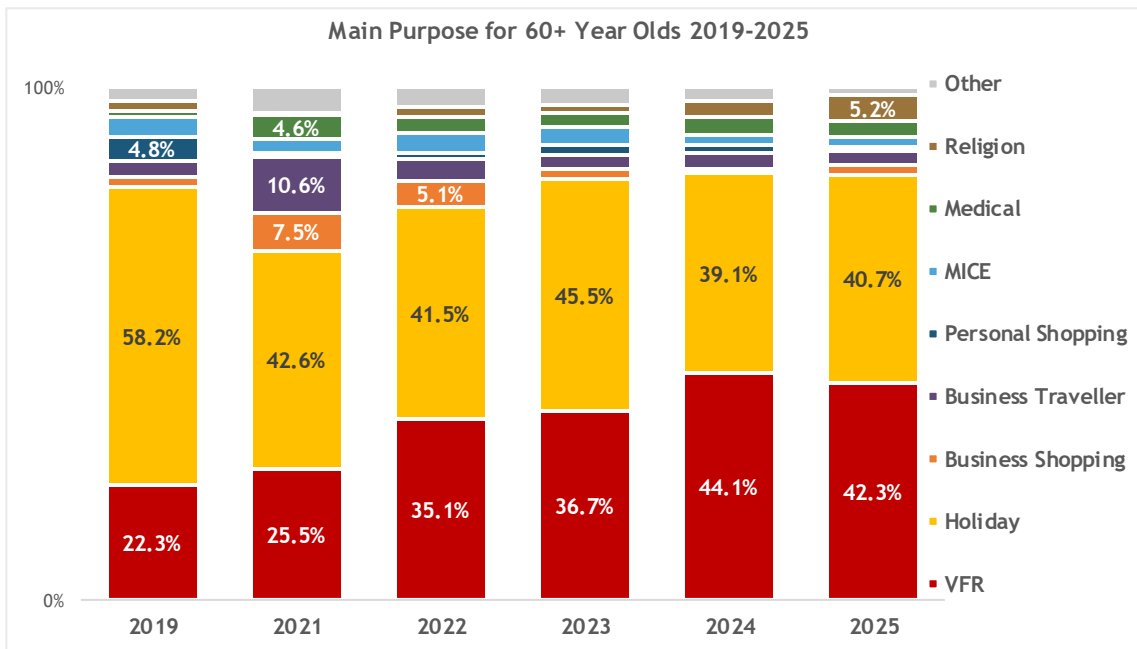
PURPOSE OF TRAVEL



10.5 MILLION

+17.7%▲

Among travellers aged 60 years and older, VFR remains above its 2019 level, accounting for 42.3% in 2025 compared to 22.3% in 2019, although slightly lower than 44.1% recorded in 2024. Holiday travel continues to represent the largest single purpose at 40.7%, increasing from 39.1% in 2024 but remaining below the 45.5% recorded in 2023. The defining feature of this age group is that holiday travel marginally exceeds VFR as the primary reason for visiting, distinguishing it from younger cohorts where VFR dominates.



Age composition in 2025 differs notably across source regions. Africa Land has a comparatively younger profile, with 18-24 year-olds accounting for 17.3% and 25-30 year-olds for 20.9% of arrivals, while Africa Air (25.1% aged 35-40; 22.5% aged 41-50), Asia (23.2% aged 35-40; 24.7% aged 41-50) and the Middle East (23.4% aged 35-40; 19.7% aged 41-50) are more concentrated in the 25-50 year range. In contrast, Europe, the Americas and Australasia show a relatively older structure, with higher shares in the 51-60 and 60+ brackets, particularly Australasia (14.3% aged 51-60; 15.8% aged 60+) and the Americas (11.3%; 13.2%).

Share of Arrivals by Age Group & Region 2025

2025 Age Bracket	All Arrivals	Africa Land	Africa Air	Europe	Americas	Asia	Australasia	Middle East
18-24 years	14.8%	17.3%	6.4%	6.7%	7.4%	6.1%	6.7%	8.3%
25 - 30 years	19.2%	20.9%	16.5%	13.5%	12.5%	16.3%	11.5%	17.9%
31 -34 years	16.4%	16.3%	21.8%	15.4%	15.7%	21.3%	12.0%	21.2%
35-40 years	18.5%	18.3%	25.1%	18.3%	16.3%	23.2%	14.9%	23.4%
41- 50 years	20.6%	19.1%	22.5%	26.9%	23.6%	24.7%	24.7%	19.7%
51 - 60 years	6.7%	5.6%	5.4%	10.8%	11.3%	5.4%	14.3%	7.4%
60+ years	3.9%	2.4%	2.3%	8.4%	13.2%	2.9%	15.8%	2.2%

REPEAT RATES

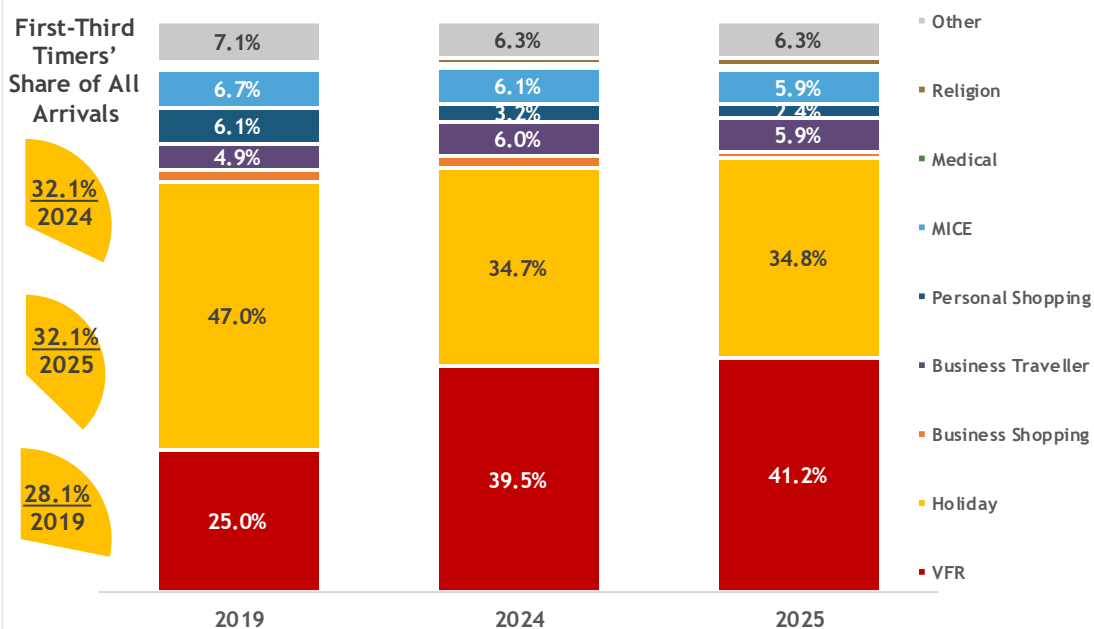


10.5 MILLION

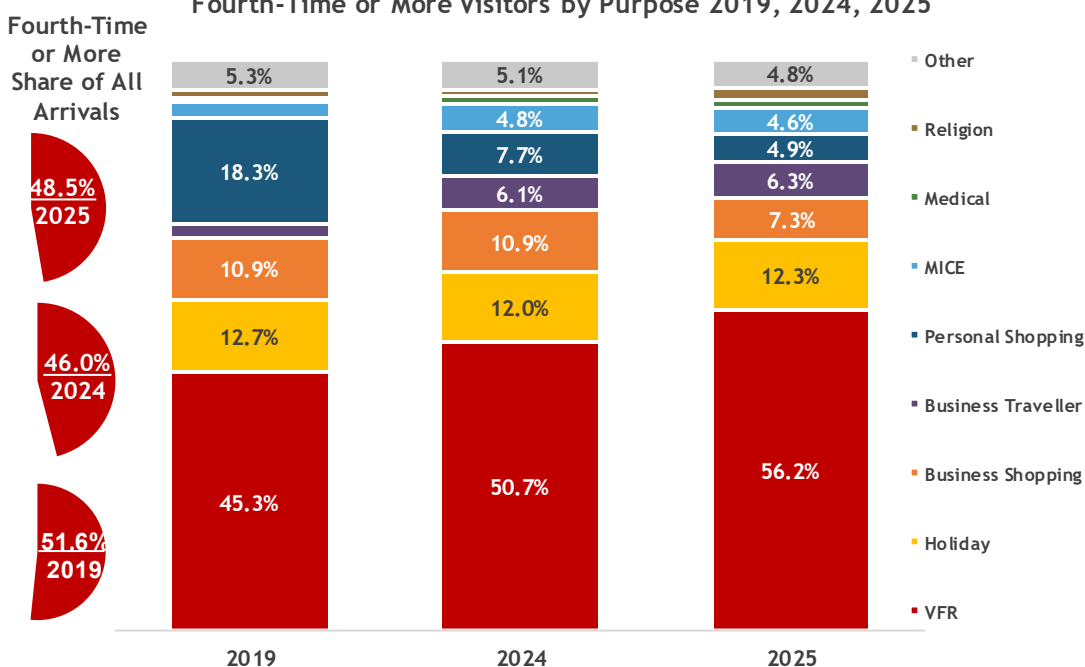
+17.7% ▲

Repeat visitation patterns in 2025 remain stable relative to recent years. First- to third-time visitors accounted for 32.1% of arrivals in 2025 (unchanged from 2024 and up from 28.1% in 2019), while those visiting four times or more represented 48.5%, compared with 46.0% in 2024 and 51.6% in 2019. Among 1-3 timers, VFR increased to 41.2% (from 39.5% in 2024), while holiday travel remained steady at 34.8% (34.7% in 2024), and business-related shares showed limited movement. For visitors travelling four times or more, VFR rose further to 56.2% (from 50.7%), while holiday remained stable at 12.3%. Personal Shopping among 4+ visitors declined to 4.9% from 18.3% in 2019, whereas Business Traveller (6.3%) and MICE (4.6%) remain above their 2019 levels.

First-Third Time Visitors by Purpose 2019, 2024, 2025



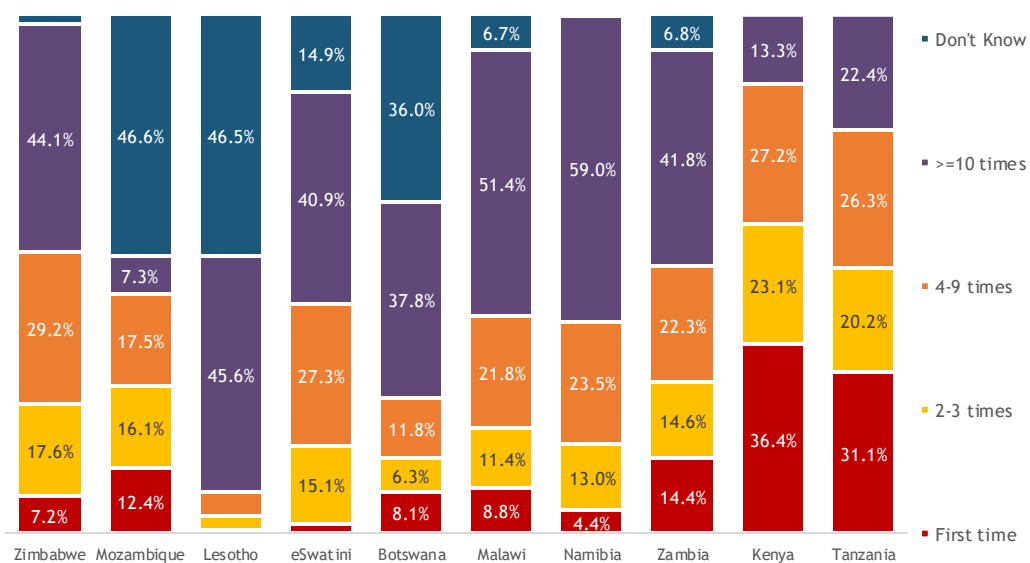
Fourth-Time or More Visitors by Purpose 2019, 2024, 2025



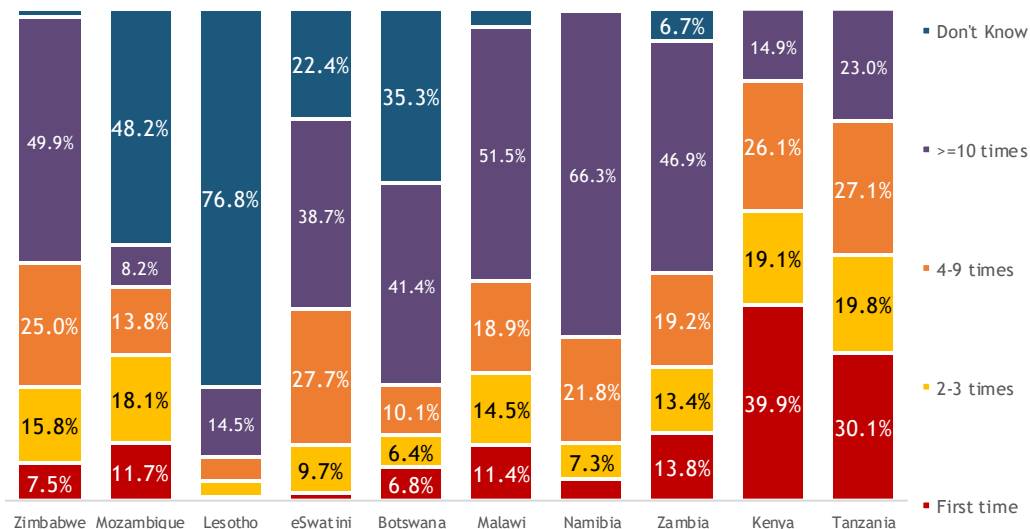


Repeat patterns across the leading African source markets in 2025 remain concentrated among multiple-time visitors. For neighbouring countries such as Zimbabwe, Mozambique, Lesotho, eSwatini, Botswana, Namibia, Zambia and Malawi, a substantial share falls within the 4-9 and 10+ visit categories, with Namibia (59.0%), Malawi (51.4%), Lesotho (45.6%) and Zimbabwe (44.1%) showing particularly high proportions of 10+ repeat visits. Kenya records the highest share of first-time visitors at 36.4%, followed by Tanzania at 31.1%, while first-time shares in neighbouring Southern African markets remain comparatively low.

Africa Visitors' Repeat Rate by Top Ten Source Markets 2025



Africa Visitors' Repeat Rate by Top Ten Source Markets 2024



REPEAT RATES

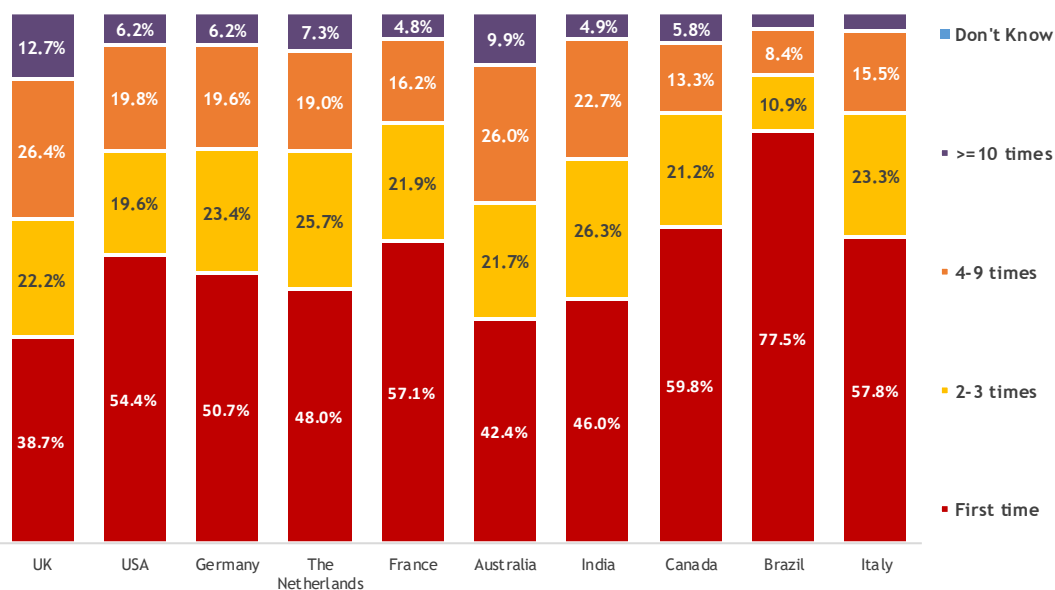


10.5 MILLION

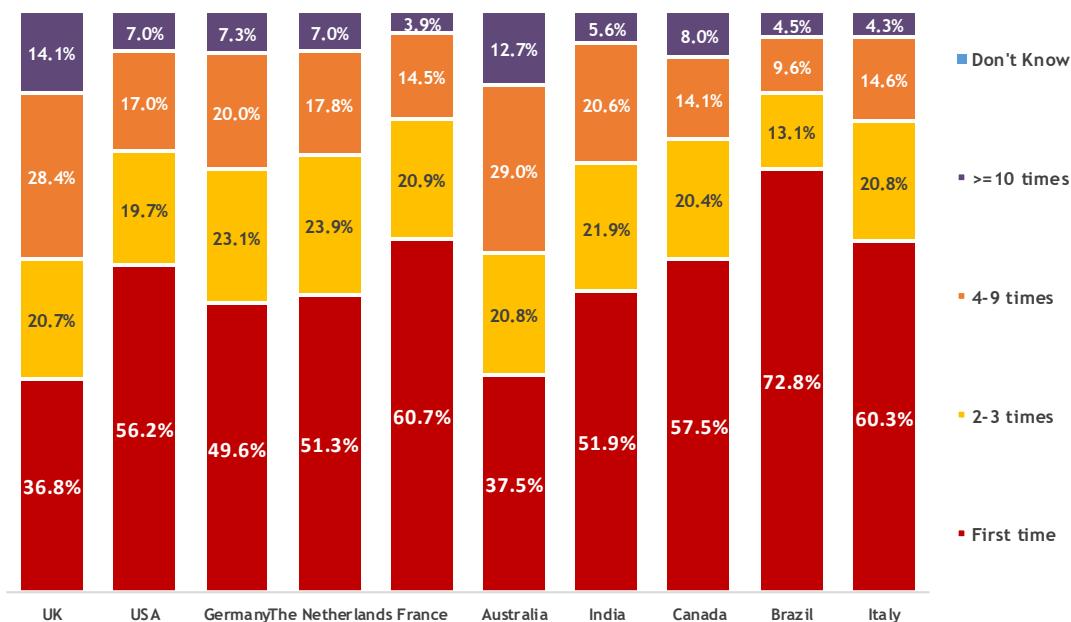
+17.7% ▲

The distribution of repeat behaviour across overseas markets in 2025 remains similar to 2024. A large share of visitors from most long-haul markets travelled to South Africa for the first time, including Brazil (77.5%), Canada (59.8%), Italy (57.8%), France (57.1%) and the USA (54.4%). In contrast, visitors from the UK and Australia show higher repeat tendencies, with first-time shares at 38.7% and 42.4% respectively, implying that the majority have visited more than once. Brazil records the highest proportion of first-time visitors in 2025, followed by Canada and Italy.

Overseas Visitors' Repeat Rate by Top Ten Source Markets 2025



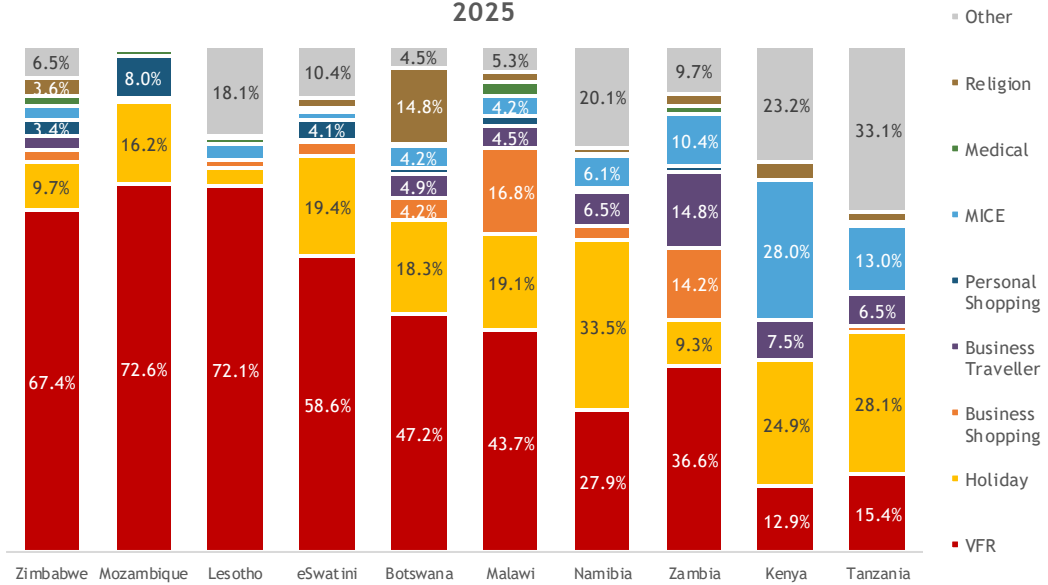
Overseas Visitors' Repeat Rate by Top Ten Source Markets 2024



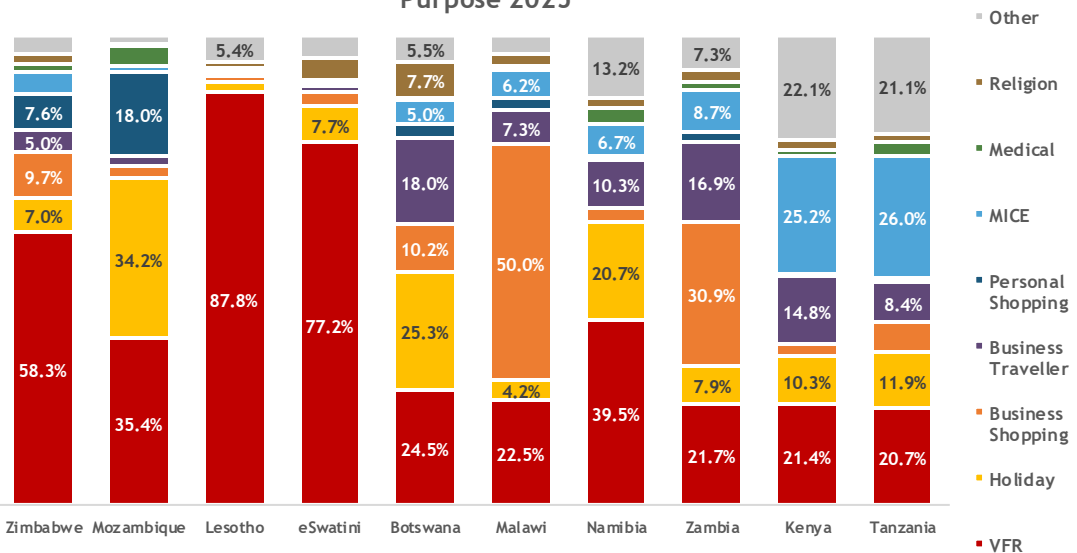


Across the top ten African source markets, purpose profiles differ between 1-3 timers and those visiting four times or more. For Mozambique and Zimbabwe, VFR remains dominant among 1-3 timers at 72.6% and 67.4% respectively, while among 4+ visitors Mozambique shifts to a more balanced mix (35.4% VFR; 34.2% holiday) and Zimbabwe retains a VFR majority at 58.3% but with increased shares in Business Shopping and Personal Shopping. Lesotho and eSwatini remain strongly VFR-oriented across both visit frequencies, with 72.1% and 58.6% among 1-3 timers and 87.8% and 77.2% among 4+ visitors. Namibia and Kenya show higher holiday and MICE shares among 1-3 timers (33.5% and 28.0% MICE for Kenya), while repeat visitors reflect stronger business-related participation. Zambia and Malawi record elevated Business Shopping shares, increasing from 14.2% and 16.8% among 1-3 timers to 30.9% and 50.0% respectively among 4+ visitors.

Top Ten Africa Source Markets First-Third Time Visitors by Purpose 2025



Top Ten Africa Source Markets Fourth or More Times Visitors by Purpose 2025



REPEAT RATES

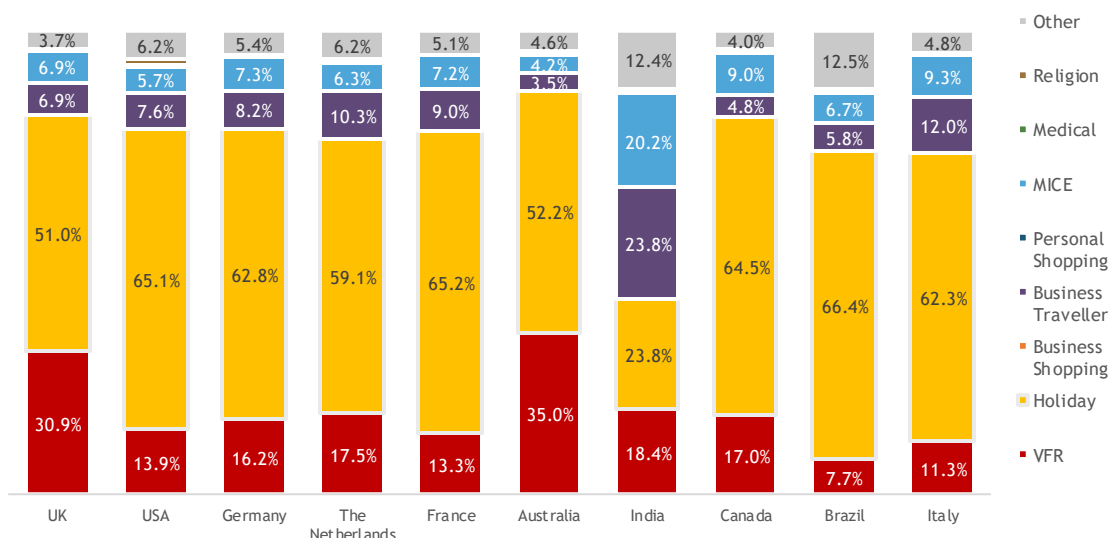


10.5 MILLION

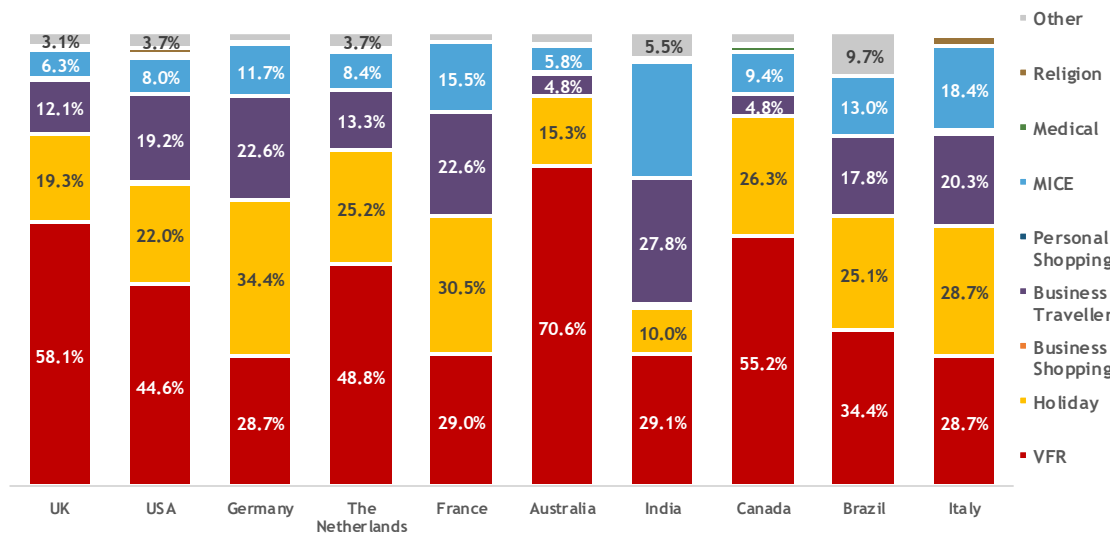
+17.7%

Overseas markets display a different purpose profile compared to African source countries. Among 1-3 timers, holiday is the dominant reason across most markets, including the USA (65.1%), France (65.2%), Brazil (66.4%), Canada (64.5%) and Germany (62.8%), while Australia records the highest VFR share at 35.0%. India presents a more business-oriented profile among 1-3 timers, with Business Traveller and MICE each at 23.8% and 20.2% respectively. For visitors travelling four times or more, the distribution shifts away from holiday towards VFR and business-related purposes, with Australia (70.6% VFR), the UK (58.1%) and Canada (55.2%) showing strong repeat VFR patterns. Business Traveller and MICE shares increase notably among 4+ visitors from Germany (22.6% Traveller; 11.7% MICE), France (22.6%; 15.5%) and India (27.8%; 25.8%).

Top Ten Overseas Source Markets First-Third Time Visitors by Purpose 2025



Top Ten Overseas Source Markets Fourth or More Times Visitors by Purpose 2025



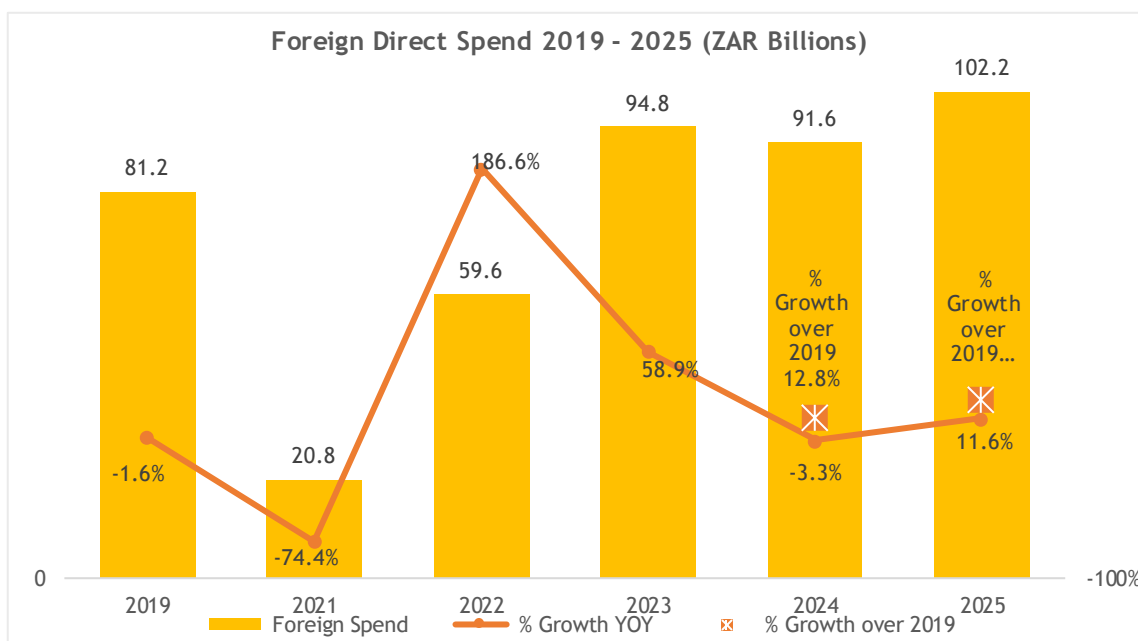
TOTAL FOREIGN DIRECT SPEND



ZAR 102.2 BILLION

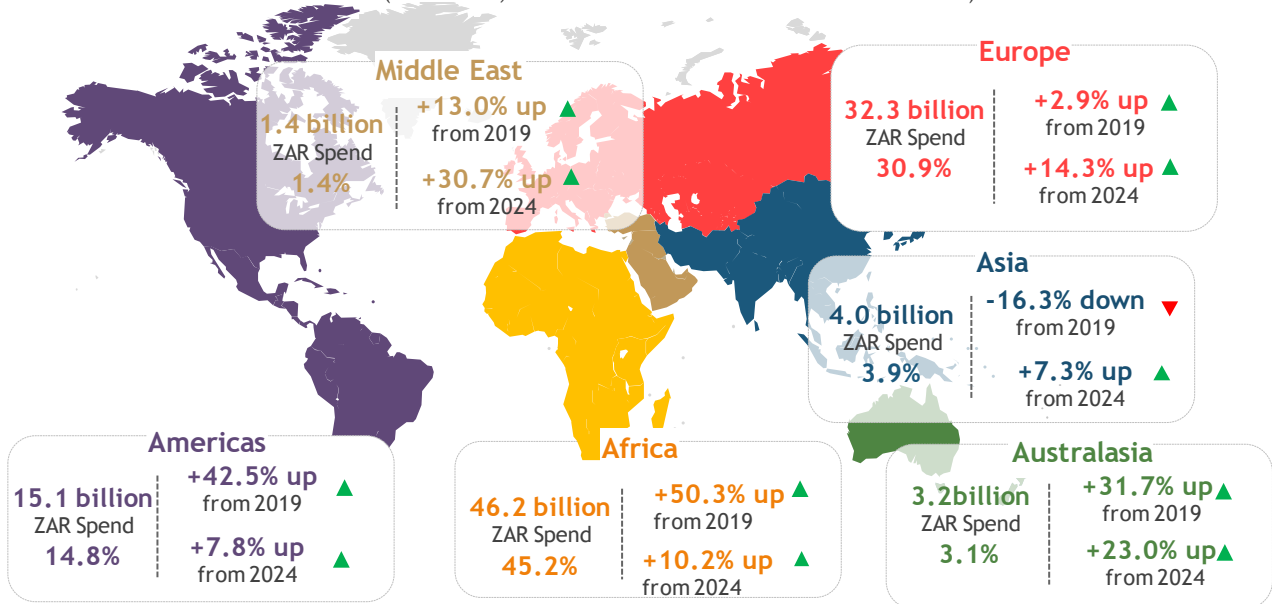
+11.6% ▲

In 2025, total foreign direct spend (TFDS) increased to ZAR 102.2 billion, representing an 11.6% year-on-year rise from ZAR 91.6 billion in 2024 and 25.9% above 2019 levels. Africa accounted for ZAR 46.2 billion (45.2% share), up 10.2% from 2024 and 50.3% above 2019, while Overseas markets contributed ZAR 56.0 billion (54.8%), increasing by 12.8% year-on-year. At a regional level, Europe recorded ZAR 32.3 billion (31.6% share), rising 14.3% from 2024 but only 2.9% above 2019. The Americas reached ZAR 15.1 billion (14.8% share), reflecting 7.8% growth year-on-year and 42.5% growth relative to 2019. Asia increased to ZAR 4.0 billion (3.9% share), up 7.3% from 2024 but still 16.3% below 2019 levels. Australasia recorded ZAR 3.2 billion (3.1% share), with a 23.0% increase year-on-year and 31.7% growth over 2019. The Middle East rose to ZAR 1.4 billion (1.4% share), expanding by 30.7% from 2024 and 13.0% above 2019. Overall, 2025 reflects renewed expansion across all regions compared to 2024, with differentiated performance relative to pre-pandemic benchmarks.



Foreign Direct Spend by Region 2025

(ZAR Billions, Share & Growth 2025 vs. 2019 & 2025 vs. 2024)



**TOTAL FOREIGN
DIRECT SPEND**



ZAR 102.2 BILLION

+11.6% ▲

Africa Land accounts for the largest share of arrivals in 2025 at 73.7%, yet contributes 38.8% of total spend, resulting in a Spend-to-Arrivals ratio of 52.6%. In contrast, Overseas markets represent 22.9% of arrivals but generate 54.8% of total spend, producing a ratio of 239.5%. The Americas record the highest Spend-to-Arrivals ratio at 280.7%, indicating a substantially higher spend contribution relative to their arrival share.

Spend & Arrival Share & Ratio by Region 2025

Region	% of Arrivals	% of Spend	Ratio
	2025	2025	% Spend : % Arrivals
Africa	77.1%	45.2%	58.6%
Africa Land	73.7%	38.8%	52.6%
Africa Air	3.4%	6.4%	187.9%
Overseas	22.9%	54.8%	239.5%
Europe	13.5%	31.6%	234.3%
Americas	5.3%	14.8%	280.7%
Asia	2.1%	3.9%	188.4%
Australasia	1.4%	3.1%	226.7%
Middle East	0.6%	1.4%	247.1%

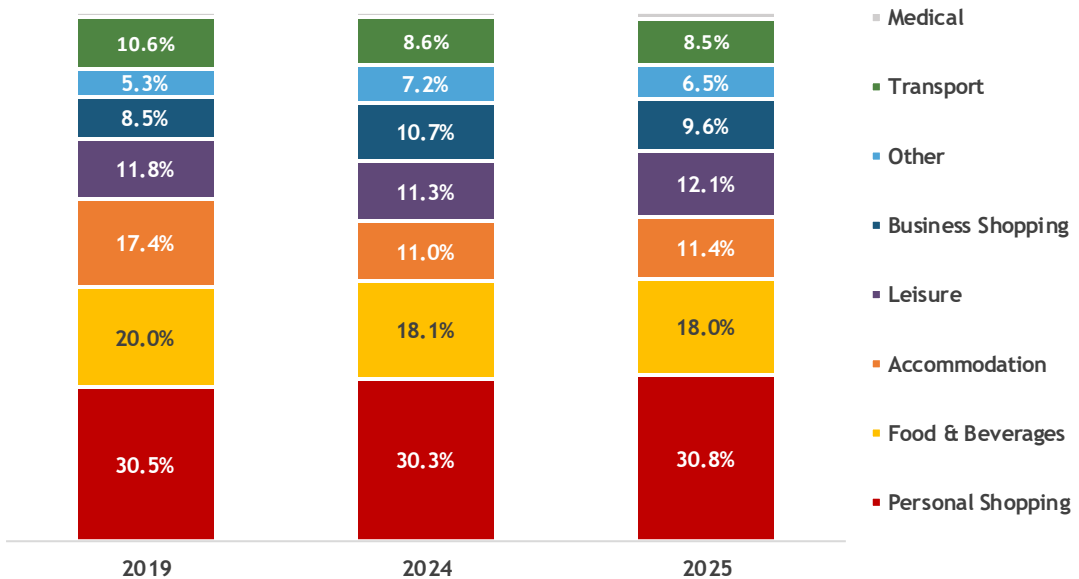
Spend Share by Region 2019, 2024 & 2025

Region	% Share			Spend (ZAR Billions)	% Growth	% Growth
	2019	2024	2025	2025	2024-2025	2019-2025
Africa	37.8%	45.7%	45.2%	46.2	10.2%	50.3%
Africa Land	32.0%	39.6%	38.8%	39.7	9.4%	52.5%
Africa Air	5.8%	6.2%	6.4%	6.5	5.2%	37.8%
Overseas	62.2%	54.3%	54.8%	56.0	12.8%	11.1%
Europe	38.7%	30.9%	31.6%	32.3	14.3%	2.9%
Americas	13.1%	15.3%	14.8%	15.1	7.8%	42.5%
North America	11.3%	13.7%	12.8%	13.1	4.4%	43.1%
Central & S. America	1.8%	1.6%	2.0%	2.0	36.3%	39.0%
Asia	5.8%	4.0%	3.9%	4.0	7.3%	-16.3%
Australasia	3.0%	2.8%	3.1%	3.2	23.0%	31.7%
Middle East	1.6%	1.2%	1.4%	1.4	30.7%	13.0%
All Arrivals	100.0%	100.0%	100.0%	102.2	11.6%	25.9%

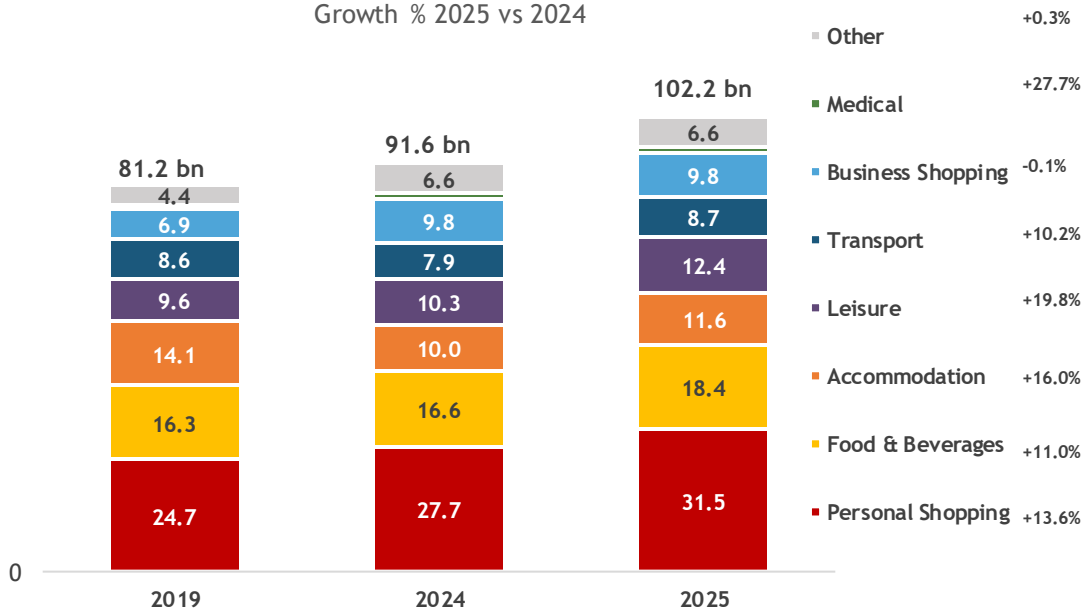


The distribution of foreign direct spend across categories in 2025 remains aligned with 2024, with only marginal shifts in overall composition. Personal Shopping continues to dominate at 30.8% (up from 30.3% in 2024), maintaining its position as the largest spend category. Food & Beverages accounts for 18.0%, slightly lower than 18.1% in 2024, while Accommodation increased to 11.4% from 11.0%. Leisure rose to 12.1% (from 11.3%), and Business Shopping moderated to 9.6% compared to 10.7% in 2024. Transport declined marginally to 8.5% (from 8.6%), and Medical increased to 1.3% from 1.1%. Relative to 2019, Personal Shopping (+27.3%), Business Shopping (+42.4%) and Medical (+90.6%) reflect the strongest cumulative growth, whereas Accommodation remains 17.4% below its 2019 level. The spend profile remains consistent with the purpose-of-travel distribution, where VFR supports elevated Personal Shopping, while business-related travel underpins Business Shopping and Medical expenditure.

Foreign Direct Spend Share by Category 2019 , 2024 & 2025



Foreign Direct Spend by Category 2019, 2024, 2025
Growth % 2025 vs 2024



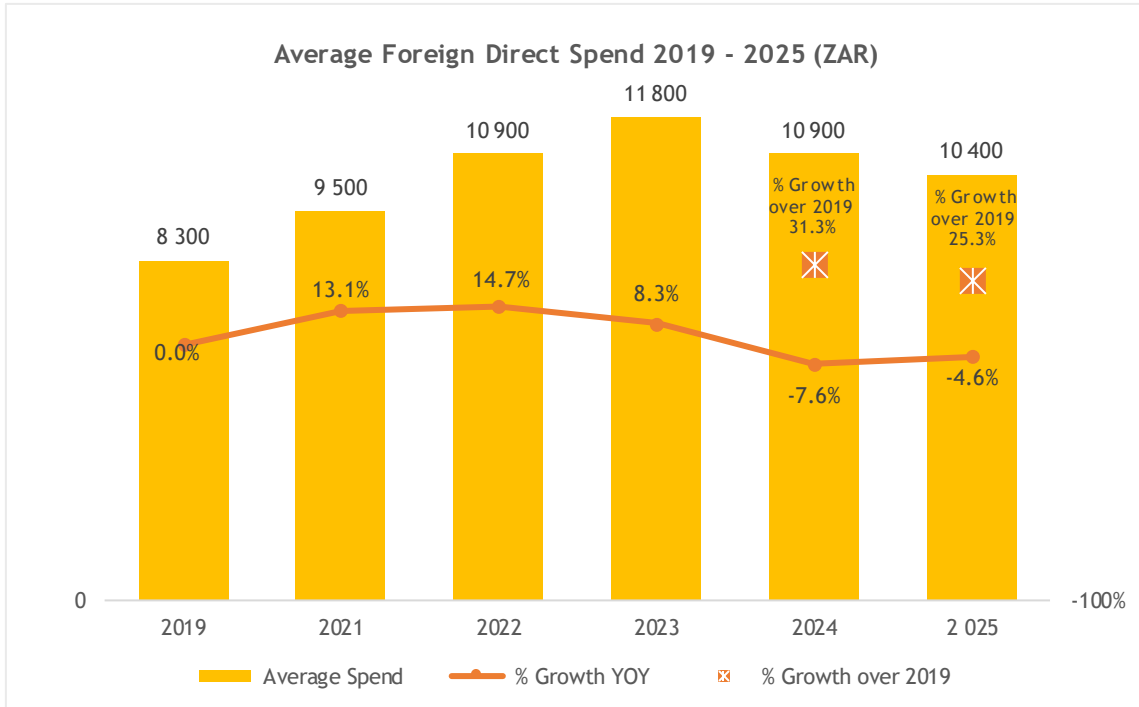
MEAN FOREIGN DIRECT SPEND



ZAR 10 400

-4.6%

Average spend declined further in 2025 by -4.6% from 2024, reaching ZAR 10 400 per tourist, although remaining 25.3% above 2019 levels. A marked gap persists between Africa Land and the higher-spending long-haul regions. Visitors from Africa Land spent an average of ZAR 5 400 in 2025 (down -6.9% year-on-year), while Africa Air averaged ZAR 22 300. Across overseas regions, average spend ranged between ZAR 22 300 (Asia) and ZAR 29 600 (Americas). The Americas recorded the highest per-visitor spend at ZAR 29 600, despite a -1.7% moderation from 2024, while Europe increased by +1.2% to ZAR 25 200 and Asia rose by +4.7% to ZAR 22 300.



Average Spend by Region 2019, 2024, 2025

Region	Average Spend (ZAR)			% Growth 2019-2025	% Growth 2024-2025
	2019	2024	2025		
Africa	4 100	6 500	6 000	46.3%	-7.7%
Africa Land	3 600	5 800	5 400	50.0%	-6.9%
Africa Air	19 000	23 300	22 300	17.4%	-4.3%
Europe	22 900	24 900	25 200	10.0%	+1.2%
Americas	21 700	30 100	29 600	36.4%	-1.7%
Asia	17 500	21 300	22 300	27.4%	+4.7%
Australasia	20 300	23 500	23 500	15.8%	0.0%
Middle East	27 000	28 700	28 100	4.1%	-2.1%
All Arrivals	8 300	10 900	10 400	25.3%	-4.6%

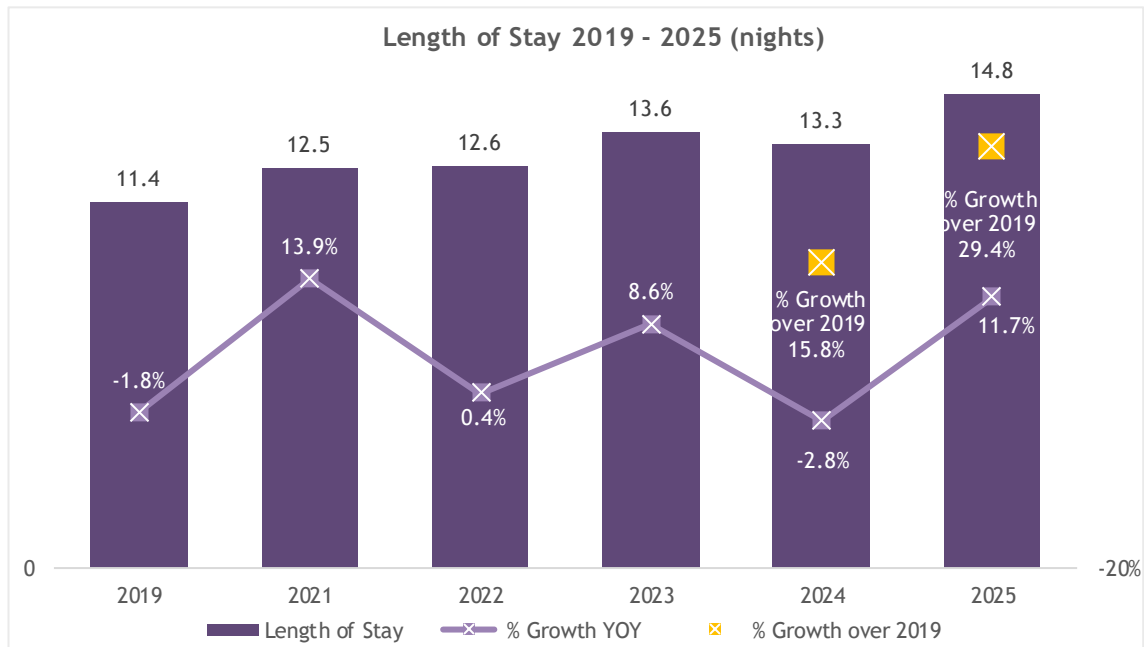
LENGTH OF STAY



14.8 NIGHTS

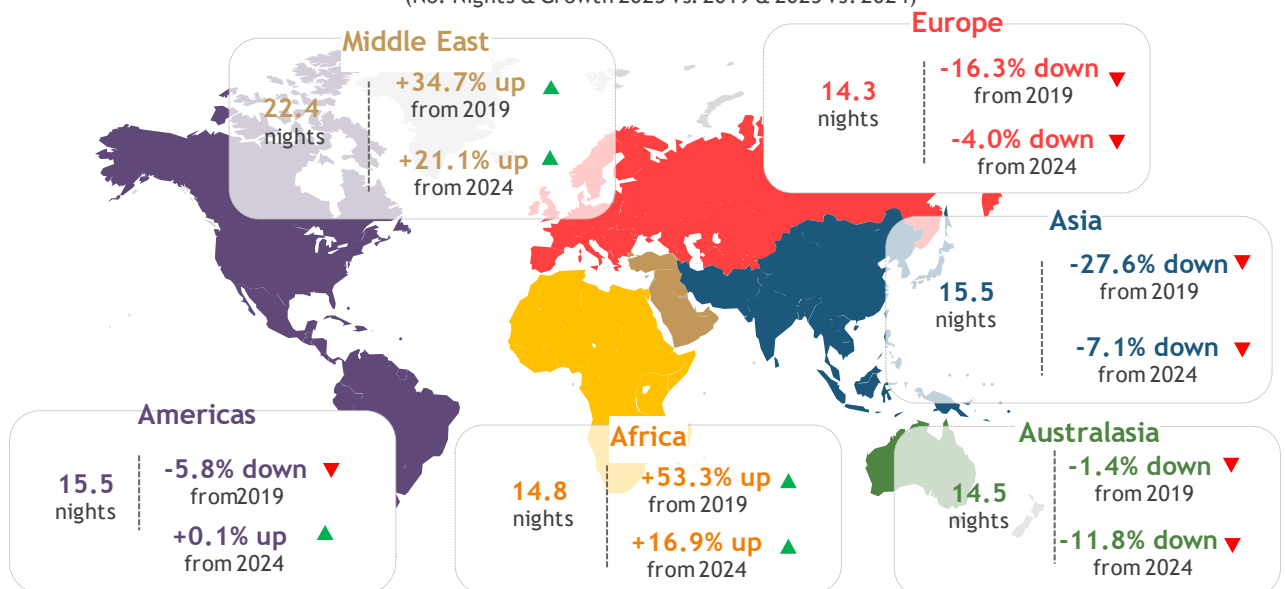
+11.7% ▲

The average length of stay increased to 14.8 nights in 2025, up 11.7% from 13.3 nights in 2024 and 29.4% above the 2019 level of 11.4 nights. In contrast to 2024, several regions recorded gains in 2025, including Africa (+16.9% to 14.8 nights), Middle East (+21.1% to 22.4 nights) and Africa Land (+17.8% to 14.8 nights), while Europe declined by -4.0% to 14.3 nights and Asia decreased by -7.1% to 15.5 nights. The Middle East continues to record the longest average stay at 22.4 nights, followed by Asia (15.5) and the Americas (15.5). Relative to 2019, Africa (+53.3%) and Africa Land (+58.7%) show the strongest cumulative extensions in stay duration, whereas Europe (-16.3%) and Asia (-27.6%) remain below their 2019 averages. Africa Air also remains below 2019 levels at 15.1 nights (-22.7%), despite relative stability year-on-year (-1.8%). Overall, 2025 reflects an expansion in stay duration compared to 2024, with regional divergence evident across source markets.



Length of Stay 2025

(No. Nights & Growth 2025 vs. 2019 & 2025 vs. 2024)



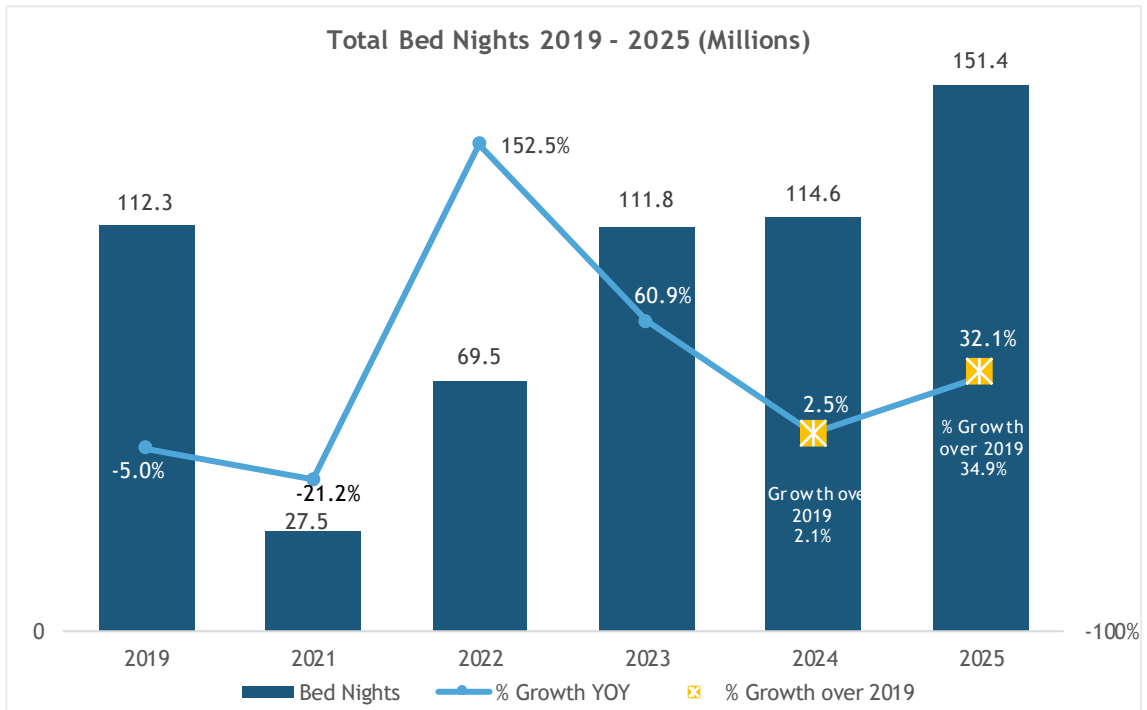
TOTAL BED NIGHTS



151.4 MILLION

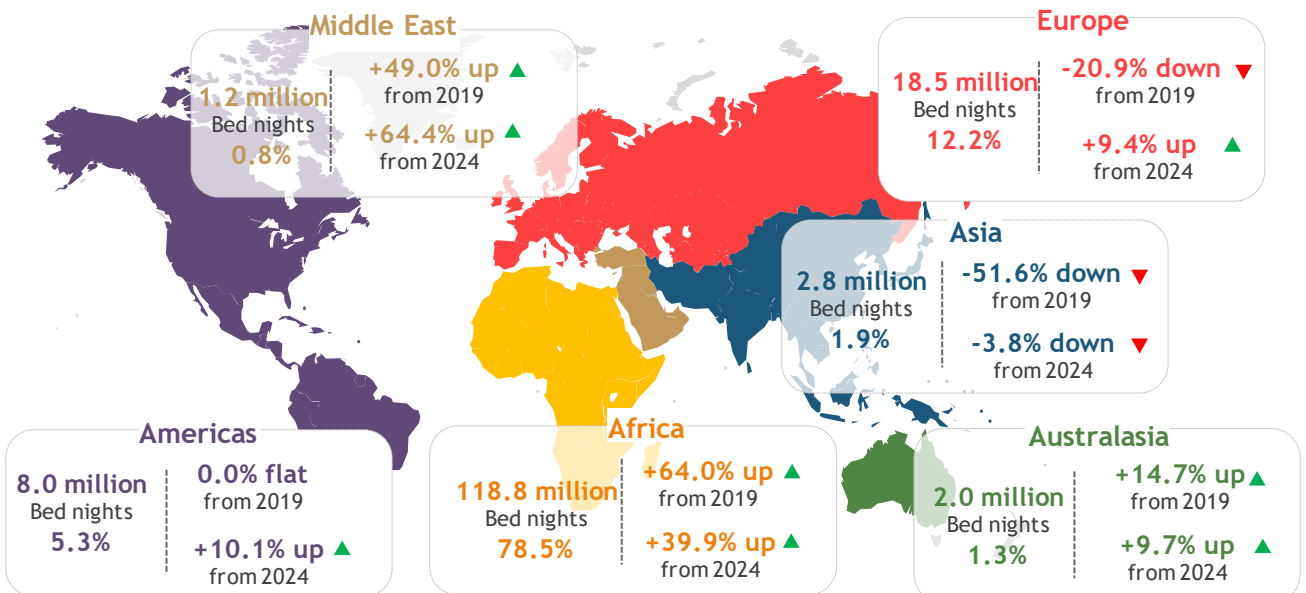
+32.1% ▲

Total bed nights reached 151.4 million in 2025, representing a 32.1% increase from 114.6 million in 2024 and 34.9% above 2019 levels. Africa accounts for 118.8 million bed nights in 2025, representing 78.5% of the total and reflecting a 39.9% increase year-on-year and 64.0% growth relative to 2019. The Americas increased bed nights by 10.1% to 8.0 million, while Australasia rose by 9.7% to 2.0 million in 2025 compared to 2024. Europe recorded a 9.4% increase to 18.5 million bed nights, and the Middle East expanded by 64.4% to 1.2 million, whereas Asia declined marginally by -3.8% to 2.8 million. Overall, 2025 reflects broad expansion in total bed nights relative to 2024, with Africa contributing the largest incremental volume.



Total Bed Nights 2025

(Millions, Share & Growth 2025 vs. 2019 & 2025 vs. 2024)



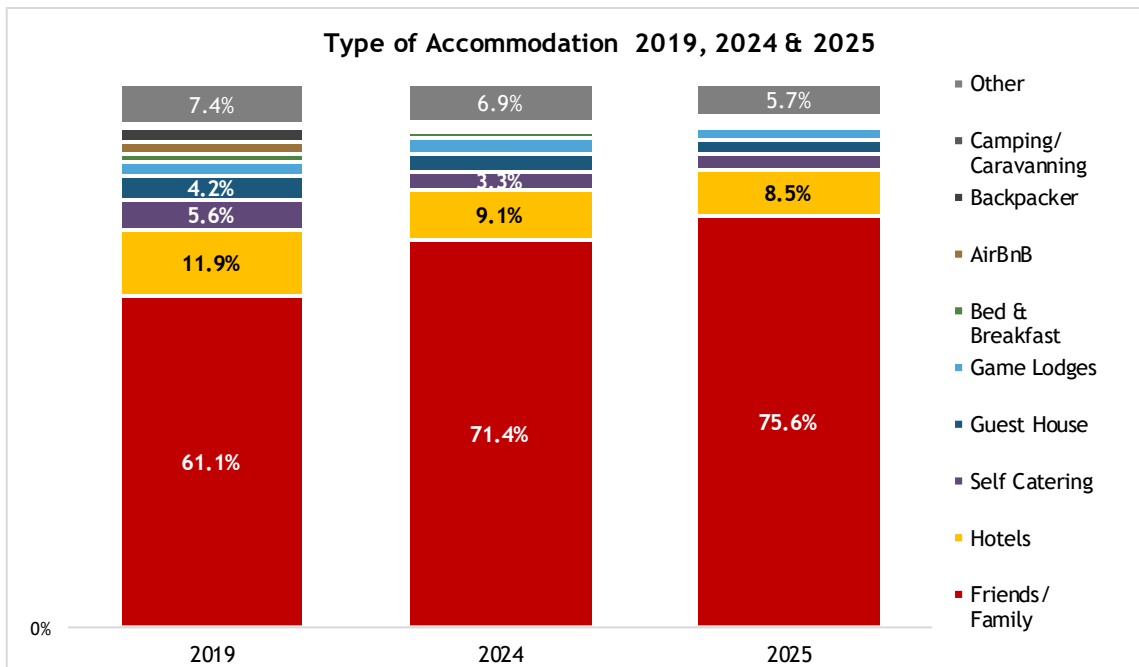
**TOTAL
BED NIGHTS**



151.4 MILLION

+32.1% ▲

In 2025, the proportion of tourists staying with Friends and Relatives (SFR) increased further to 75.6%, up from 71.4% in 2024. Bed nights in Hotels rose to 12.9 million, reflecting a 23.0% increase year-on-year, although the share moderated slightly to 8.5%. Self-catering accommodation recorded 4.4 million bed nights, increasing by 17.3% from 2024, but remaining 30.0% below 2019 levels. Guesthouse bed nights declined marginally by -2.8% to 3.6 million, with its share easing to 2.4% in 2025. Game lodges increased by 5.9% year-on-year to 3.4 million bed nights, while Backpackers continued to contract by -22.8% to 0.8 million. Bed & Breakfast establishments expanded by 12.2% to 1.6 million bed nights, although remaining 17.7% below 2019 levels. This accommodation profile indicates that growth in 2025 bed nights is being driven primarily by SFR rather than commercial accommodation, with implications for tourism yield, formal sector occupancy, and tax-linked revenue performance.



Total Bed Nights by Accommodation Type 2019, 2024 & 2025
Actual, Share & Growth 2025 vs 2019 & 2025 vs 2024

Accommodation Type	2019	2024	2025	% Share 2024	% Share 2025	% Growth 2019-2025	% Growth 2024-2025
SFR	68.6	81.8	114.3	71.4%	75.6%	+66.6%	+39.8%
Hotels	13.4	10.5	12.9	9.1%	8.5%	-3.8%	+23.0%
Self Catering	6.3	3.8	4.4	3.3%	2.9%	-30.0%	+17.3%
Guesthouse	4.7	3.7	3.6	3.2%	2.4%	-23.9%	-2.8%
Game lodge	3.2	3.2	3.4	2.8%	2.2%	5.7%	+5.9%
Backpackers	2.7	1.1	0.8	0.9%	0.6%	-61.0%	-22.8%
B&B	1.9	1.4	1.6	1.2%	1.0%	-17.7%	+12.2%

**TOTAL
BED NIGHTS**

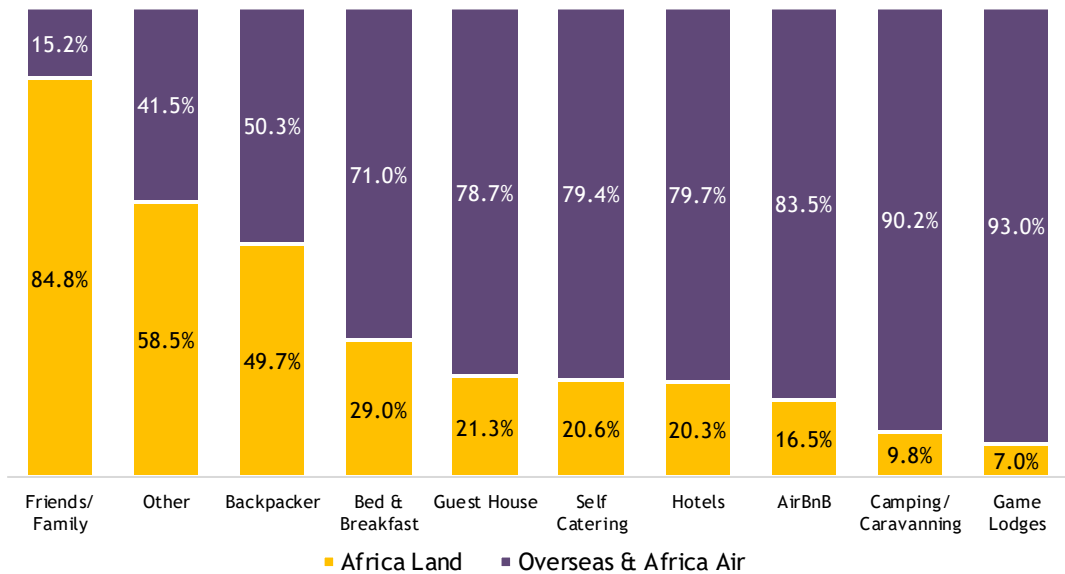


151.4 MILLION

+32.1% ▲

In 2025, Friends and Family accommodation continues to anchor the overall stay profile, with 84.8% of land arrivals utilising this option compared to 15.2% of air arrivals. This confirms that SFR remains structurally linked to land-based travel flows rather than airport markets. By contrast, formal paid accommodation is overwhelmingly concentrated within air arrivals, including Hotels (79.7% air), Self-Catering (79.4% air), Guest Houses (78.7% air), Bed & Breakfast (71.0% air), AirBnB (83.5% air), Camping/Caravanning (90.2% air) and Game Lodges (93.0% air). Backpackers are more evenly distributed, with 49.7% linked to land and 50.3% to air travel, making it the only category without a strong modal skew. The implication is that air markets disproportionately sustain the formal accommodation economy, while land markets remain heavily SFR-driven, directly influencing occupancy patterns, commercial revenue concentration, and the overall yield structure of inbound tourism.

Share of Type of Accommodation (Land & Border vs Airport Departures) - 2025



*

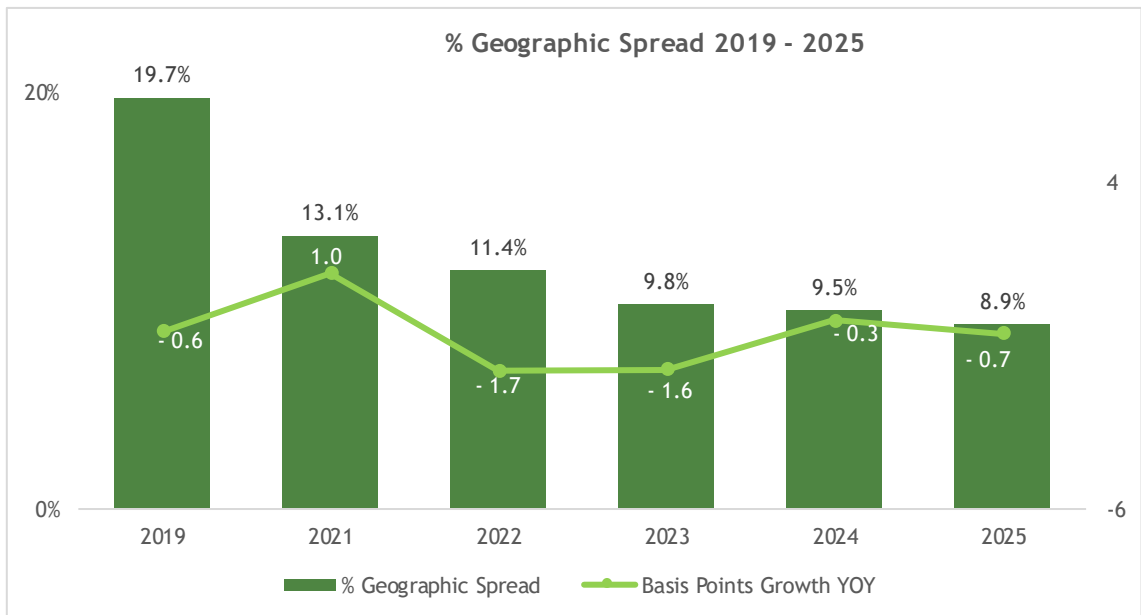
GEOGRAPHIC SPREAD



8.9%

-0.7*

South Africa's geographic spread index declined further to 8.9% in 2025 from 9.5% in 2024, representing a -0.7 percentage point year-on-year contraction and a -4.4 percentage point reduction relative to 2019. The divergence between Africa and Overseas remains pronounced: African markets recorded a geographic spread of 2.6% (Africa Land 2.3%; Africa Air 10.5%) with an average of 1.0-1.1 provinces visited, while Overseas markets recorded 31.8% with an average of 1.5 provinces visited. Within Overseas, the Americas (37.6%) and Australasia (37.0%) exhibit the highest geographic spread, followed by Europe (30.7%) and the Middle East (27.0%), whereas Asia stands at 20.5%. Compared to 2019, all regions remain below pre-pandemic spread levels, with the largest declines evident in Asia (-11.7 pp), Middle East (-12.5 pp) and Europe (-10.9 pp). The implication is that although volumes and spend have expanded, spatial dispersion across provinces remains constrained, particularly among African land markets that dominate total arrivals.



Geographic Spread & Number of Provinces Visited 2025

Region	Geographic Spread 2025	Geo Spread pp vs. 2019	Geo Spread pp vs. 2024	Provinces Visited 2025
Africa	2.6%	-2.0	0.0	1.0
Africa Land	2.3%	-2.1	0.0	1.0
Africa Air	10.5%	-2.0	0.6	1.1
Overseas	31.8%	-9.4	-1.8	1.5
Europe	30.7%	-10.9	-3.1	1.5
Americas	37.6%	-8.4	0.7	1.6
Asia	20.5%	-11.7	-1.7	1.3
Australasia	37.0%	-1.1	-3.8	1.5
Middle East	27.0%	-12.5	9.5	1.4
All Arrivals	8.9%	-4.4	-0.7	1.1

*Change in percentage points vs. 2024.

GEOGRAPHIC SPREAD

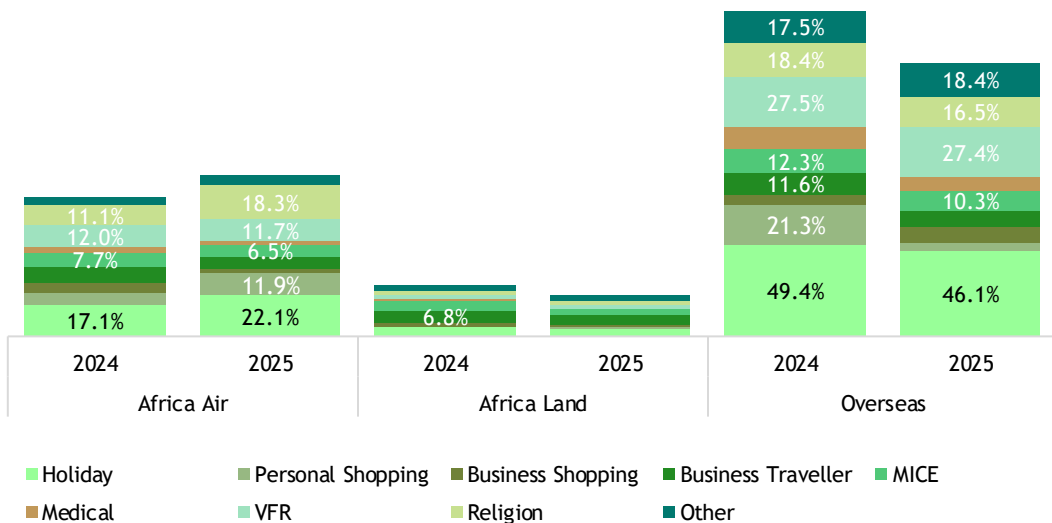


8.9%

-0.7*

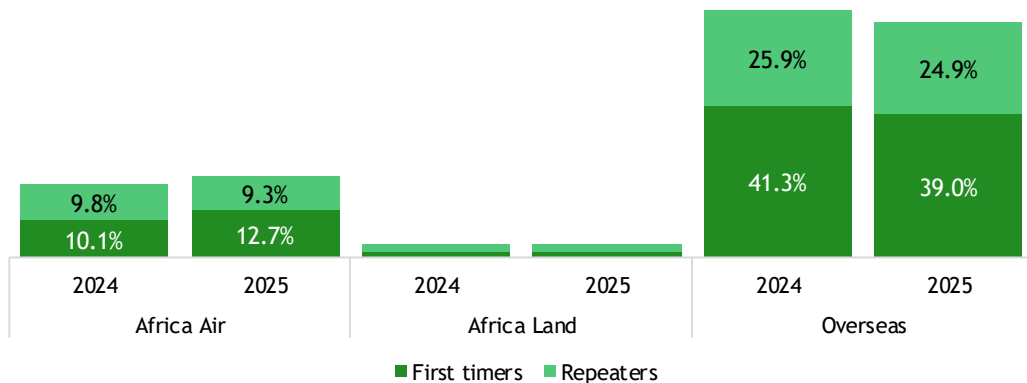
In 2025, Africa Land continues to show limited geographic dispersion across most travel purposes, with holiday at 4.3% and VFR at 2.0%, reflecting a concentrated spatial footprint. Business (1.8%) and religion (2.6%) similarly exhibit narrow spread, reinforcing the low multi-province movement profile within this segment. Africa Air presents a comparatively broader distribution, led by holiday at 22.1% and personal shopping at 11.9%, while VFR (11.7%) and business traveller (6.5%) contribute additional reach. Overseas markets remain the primary contributors to national dispersion, with holiday travel at 46.1% and VFR at 27.4% forming the widest geographic spread. Medical (7.2%), MICE (10.3%) and business traveller (9.0%) segments further extend provincial reach, although at lower magnitudes relative to holiday travel. The implication is that spatial tourism expansion is structurally dependent on overseas leisure flows, while land-based African travel remains geographically concentrated.

Geospread by Purpose per Region 2024 & 2025



First-time visitors in 2025 show wider geographic spread than repeat travellers, particularly in overseas markets. For Africa Land, dispersion remains low for both groups at 1.5% (first-timers) and 2.3% (repeaters), indicating limited provincial movement regardless of visit frequency. Africa Air records stronger spread at 12.7% for first-timers and 9.3% for repeat travellers, supporting moderate multi-province travel. Overseas markets continue to drive national dispersion, with first-timers at 39.0% and repeat visitors at 24.9%. Geographic expansion therefore remains anchored in overseas demand, while land-based African travel continues to concentrate spatially.

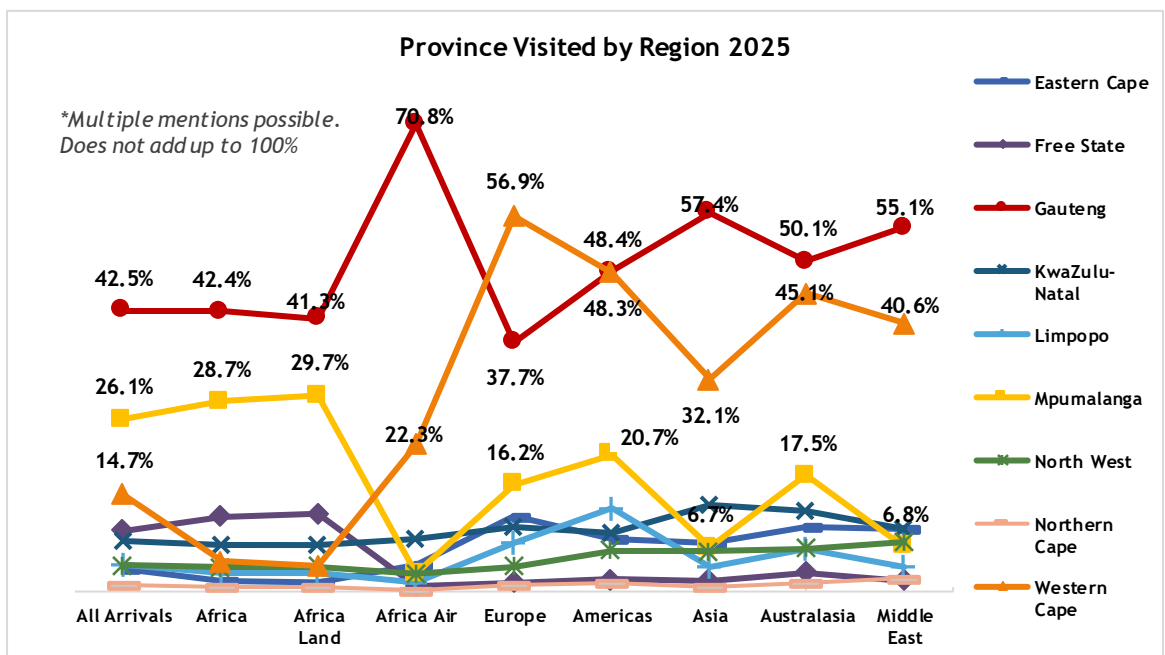
Geospread by Number of Visits by Region 2024 & 2025



*Geographic spread is the share of tourists visiting 2 provinces or more.



In 2025, Gauteng (41.3%) and Mpumalanga (29.7%) remain the primary provinces for Africa Land travellers, together accounting for over 70% of visits within this segment. Africa Air is even more concentrated, with Gauteng capturing 70.8% of visits, followed by the Western Cape at 22.3%, reflecting the dominance of the primary airport gateway. European visitors are strongly oriented toward the Western Cape (56.9%), with Gauteng a distant second at 37.7%, reinforcing the province's position as the leading long-haul leisure destination. American and Australasian travellers display a dual-province pattern, with high shares in both Gauteng (48.4% and 50.1% respectively) and the Western Cape (48.3% and 45.1%), indicating circulation between the main gateway and core leisure province. Asian (57.4%) and Middle Eastern (55.1%) travellers are most concentrated in Gauteng, with the Western Cape as the secondary province at 32.1% and 40.6% respectively. The provincial distribution confirms that Gauteng functions as the primary national anchor across most markets, while the Western Cape captures the majority of long-haul leisure demand.



The distribution of international visitors across major cities in 2025 remains largely aligned with 2024. Johannesburg continues to record the highest share at 26.7% (down from 28.3% in 2024), followed by Cape Town at 14.0% (14.8% in 2024), confirming their continued dominance within the urban visitor landscape.

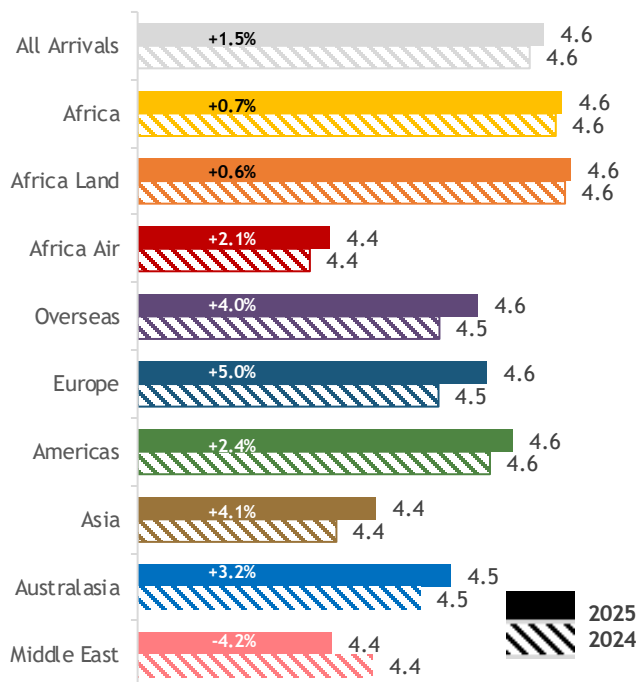
Top 20 Cities & Share of International Visitors					
	2024	2025		2024	2025
Johannesburg	28.3%	26.7%	Simon's town	2.8%	2.7%
Cape Town	14.8%	14.0%	Hermanus	2.7%	2.5%
Nelspruit	7.6%	8.8%	Houtbay	2.4%	2.5%
Pretoria	7.8%	8.0%	Komatiepoort	2.4%	2.4%
Malalane	5.5%	6.5%	Port Elizabeth	2.6%	2.4%
Stellenbosch	6.4%	6.1%	Soweto	2.1%	2.3%
Sandton	5.0%	5.0%	Knysna	2.5%	2.1%
Durban	5.4%	4.7%	Midrand	1.8%	2.1%
Kruger National Park	3.5%	3.2%	Nhlazatshe	1.6%	1.8%
Bloemfontein	2.5%	2.8%	George	1.9%	1.7%

*Change in percentage points vs. 2023.



In 2025, international tourists' overall satisfaction with South Africa remains stable at 4.6, an improvement of +1.5% from 2024 and above the 4.5 recorded in 2019. Satisfaction improved year-on-year among Europe (+5.0%), Asia (+4.1%), Australasia (+3.2%), the Americas (+2.4%) and Africa Air (+2.1%), while the Middle East declined by -4.2%. Africa Land and the Americas continue to record strong overall ratings at 4.6, consistent with 2024 levels. Across regions, ratings remain tightly clustered between 4.4 and 4.6, indicating limited variation in perceived experience quality. Africa Air and Middle East both stand at 4.4, slightly below the overall average, while Overseas markets collectively hold at 4.6. The consistency of high satisfaction scores suggests that service quality remains a structural strength, supporting repeat visitation and destination competitiveness.

Overall Satisfaction 2019 vs. 2025



Natural attractions continued to score highly across all regions in 2025, reaching 4.9 among the Americas and 4.8 among Europe, Australasia and the Middle East. Friendly people (up to 4.8 in Europe) and value for money (4.7 across several overseas markets) were also rated strongly, reinforcing positive destination perceptions among long-haul visitors. Safety & Security remains the lowest-rated attribute, ranging between 3.7 and 4.1 across regions, while roads and public transportation also score comparatively lower. Overall, South Africa's core experiential strengths remain anchored in its natural assets and hospitality, with safety-related perceptions continuing to present the main rating gap.

	All Arrivals	Africa	Africa Land	Africa Air	Overseas	Europe	Americas	Asia	Australasia	Middle East
Overall satisfaction	4.6	4.6	4.6	4.4	4.6	4.6	4.6	4.4	4.5	4.4
Natural Attractions	4.7	4.6	4.6	4.5	4.8	4.8	4.9	4.7	4.8	4.8
Accommodation	4.5	4.5	4.5	4.5	4.6	4.6	4.7	4.5	4.5	4.7
Immigration	4.5	4.5	4.5	4.4	4.5	4.5	4.5	4.4	4.4	4.6
Customs	4.5	4.5	4.5	4.4	4.5	4.5	4.5	4.4	4.4	4.6
Public Transportation	4.4	4.4	4.4	4.3	4.3	4.3	4.3	4.3	4.1	4.1
Friendly People	4.4	4.4	4.4	4.3	4.7	4.8	4.7	4.6	4.7	4.7
Value for Money	4.4	4.3	4.3	4.3	4.7	4.7	4.7	4.4	4.6	4.5
Safety & Security	4.0	4.1	4.1	3.9	3.9	3.8	4.0	3.7	3.8	3.7
South Africa Police Services	4.4	4.4	4.4	4.2	4.2	4.3	4.3	4.1	4.0	4.1
Roads	4.3	4.4	4.5	4.4	3.9	3.8	4.0	4.0	3.5	3.9
Water	4.3	4.4	4.3	4.5	4.2	4.2	4.3	4.2	4.2	4.2
Mobile phone and Internet network	4.5	4.5	4.5	4.4	4.3	4.3	4.3	4.3	4.3	4.3
Electricity	4.4	4.4	4.4	4.4	4.4	4.3	4.4	4.3	4.3	4.3



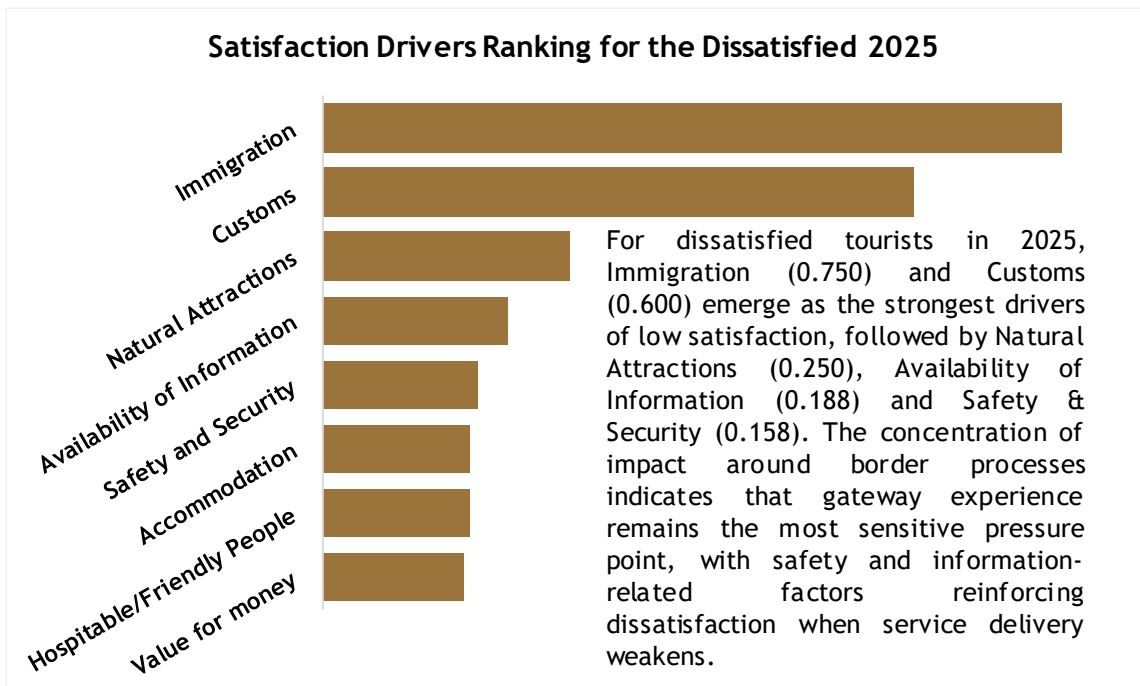
Model-based analysis of Q3 2025 Satisfaction results:

OVERALL SATISFACTION DRIVERS



NB: The longer the bar, the better (the more is the importance).

WHAT MATTERS TO THE DISSATISFIED



NB: The longer the bar, the better (the more is the importance).

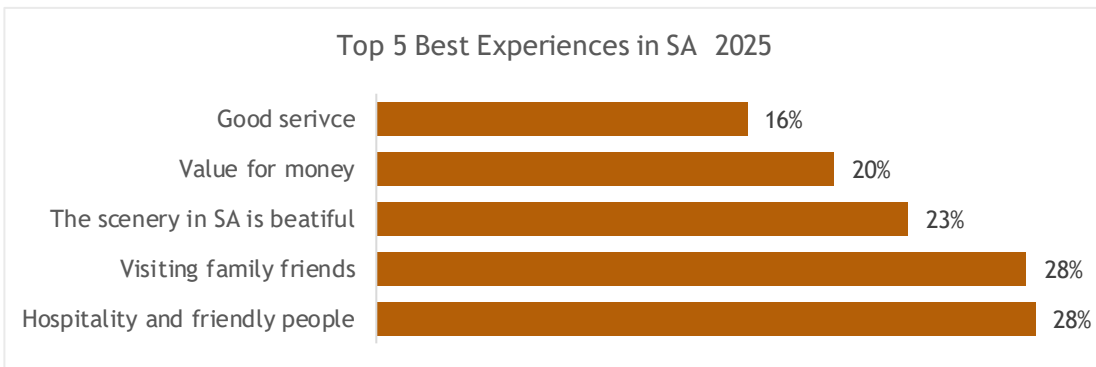
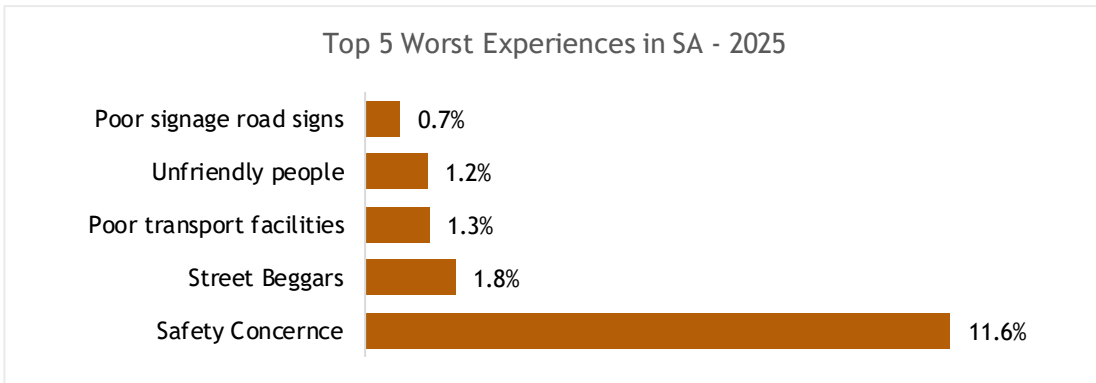
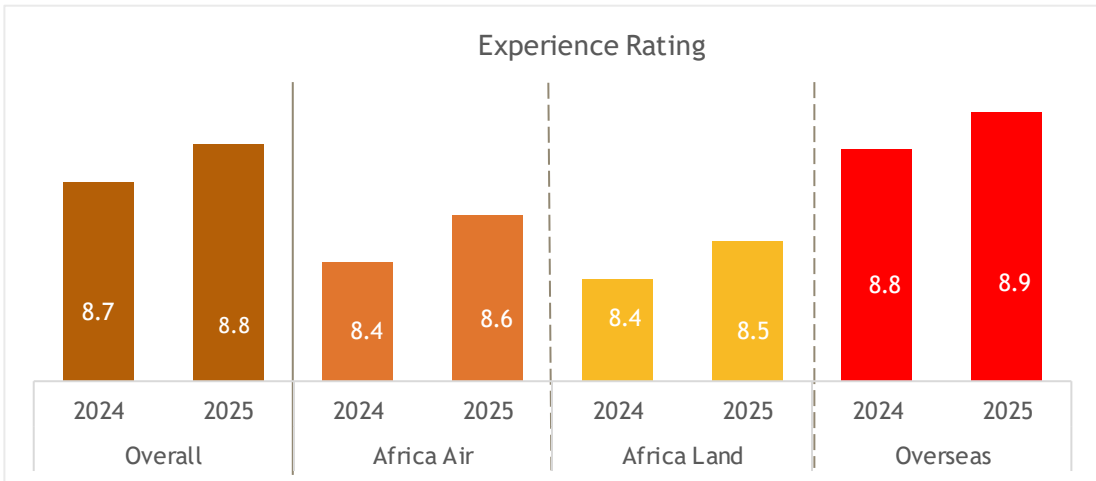
EXPERIENCE RATING*



8.8%

+0.1P.P*

In 2025, the overall experience rating improved to 8.8 from 8.7 in 2024, aligning with the sustained high satisfaction score of 4.6. Overseas travellers recorded the strongest experience score at 8.9 (up from 8.8), followed by Africa Air at 8.6 and Africa Land at 8.5. The most cited detractor remains safety concerns (11.6%), followed by street beggars (1.8%) and poor transport facilities (1.3%). Key drivers of positive experience include hospitality and friendly people (28%), visiting family and friends (28%), South Africa’s scenery (23%) and value for money (20%). Overall, experiential strengths continue to outweigh friction points, although safety-related perceptions remain the primary vulnerability within the experience profile.

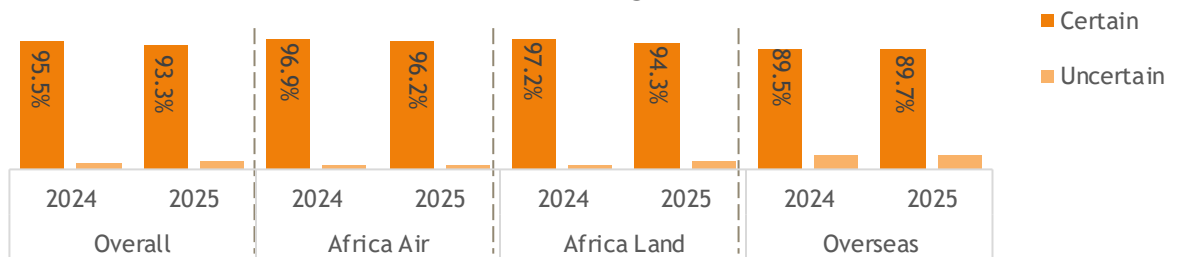


* On a scale of 1 to 10 where 1 is extremely bad and 10 is extremely good, please rate your overall experience in South Africa?

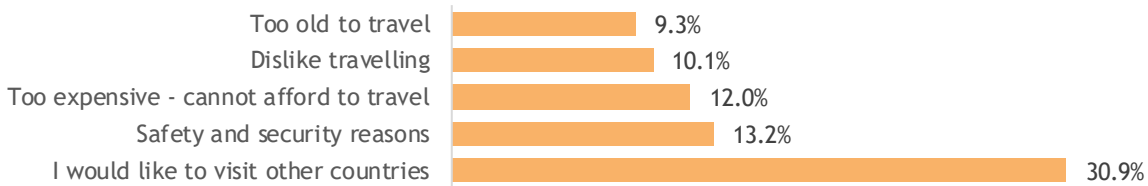


Revisit intent remains high in 2025, with 93.3% of visitors indicating they would certainly visit South Africa again and 92.3% stating they would recommend the destination to others. Intent is strongest among Africa Air travellers (96.2% revisit; 96.3% recommend), while Overseas markets remain comparatively lower at 89.7% and 91.3% respectively. Among those hesitant to return, the leading reasons are a desire to visit other countries (30.9%), safety and security concerns (13.2%) and affordability constraints (12.0%). For recommendation reluctance, lack of safety and security (37%), xenophobic tendencies (9%) and loadshedding (8%) are the primary barriers. Strengthening safety perception and reducing visible friction points will therefore be central to converting strong satisfaction levels into sustained advocacy and repeat demand.

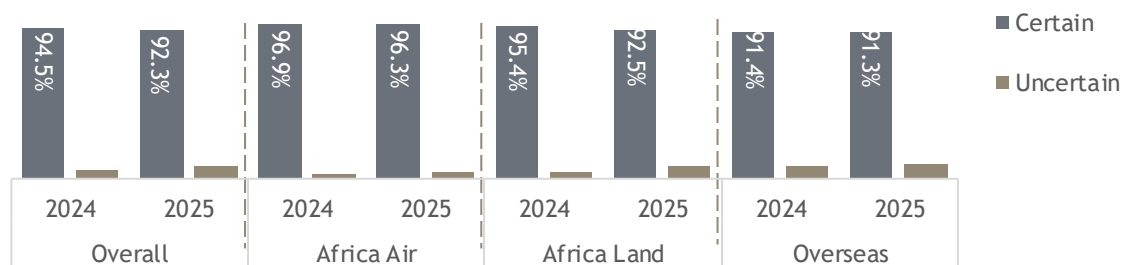
Will Visit SA Again ?



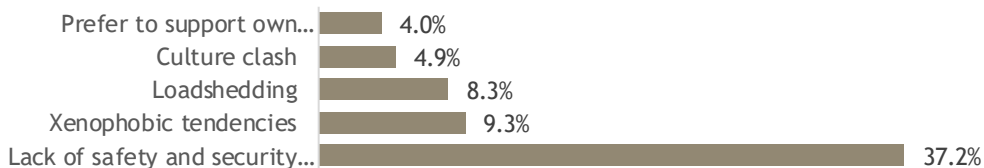
Top 5 Reasons for Not Willing to Revisit SA - 2025



Will Recommend SA ?



Top 5 Reasons for Not Willing to Recommend SA - 2025



South Africa

Inspiring new ways

INTERNATIONAL TOURISM: KEY REGIONS PERFORMANCE

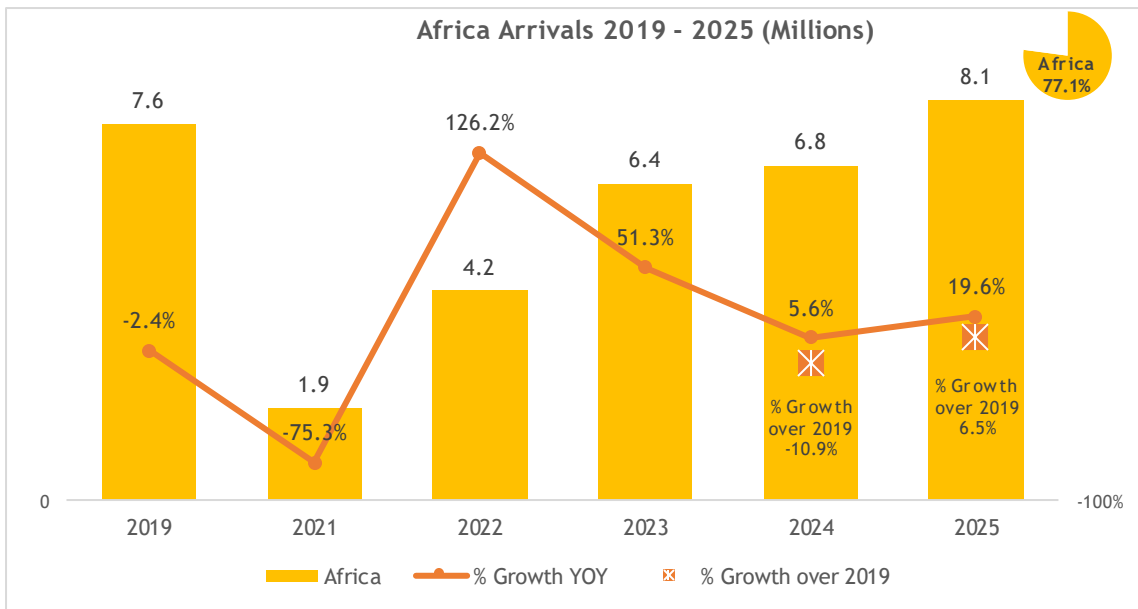


AFRICA ARRIVALS

8.1 M

+19.6% ▲

In 2025, Africa arrivals strengthened further to 8.1 million, reflecting a +19.6% increase year-on-year and placing volumes +6.5% above 2019 levels. Africa continues to dominate inbound tourism with a 77.1% share of total arrivals in 2025. The top two age categories are 25-30 years (20.8%) and 41-50 years (19.2%). These travellers primarily visit for VFR (64.0%) with a smaller share for holidays (9.6%). Tourists predominantly stayed with friends and relatives (85.9%) for an average of 14.8 nights, while average spend moderated to ZAR 6 000 per visitor (-7.7% year-on-year). Despite strong growth in arrivals, spend intensity remains relatively low compared to other regions. Total spend reached ZAR 46.2 billion in 2025, increasing by +10.2% against 2024 and +50.3% relative to 2019. This represented 45.2% of total international tourist spend. Africa travellers maintain a low geographic spread of 2.6% and typically visit one province. Gauteng (42.2%) and Mpumalanga (25.7%) remain the most visited provinces. The main source markets are Zimbabwe (28.5%), Mozambique (25.7%), Lesotho (17.2%) and eSwatini (11.8%). The profile remains characterised by younger age groups and VFR travel, reinforcing strong cross-border social and economic linkages. Lower average spend reflects the dominance of family-based travel rather than leisure-driven high-yield tourism activity.








Africa Tourist Arrivals by Top Ten Markets 2025

Africa Top 10 Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
Zimbabwe	2 183 260	2 307 196	29.7%	32.2%	28.5%	5.7%	2.1%
Mozambique	1 591 751	2 078 635	17.5%	23.5%	25.7%	30.6%	55.9%
Lesotho	974 369	1 395 346	20.6%	14.4%	17.2%	43.2%	-10.8%
eSwatini	842 318	958 716	12.1%	12.4%	11.8%	13.8%	4.5%
Botswana	395 965	418 474	8.8%	5.8%	5.2%	5.7%	-37.4%
Malawi	163 726	230 640	2.6%	2.4%	2.8%	40.9%	15.9%
Namibia	164 716	175 588	2.4%	2.4%	2.2%	6.6%	-4.8%
Zambia	154 921	175 165	2.0%	2.3%	2.2%	13.1%	15.2%
Kenya	47 852	58 376	0.4%	0.7%	0.7%	22.0%	92.5%
Tanzania	37 579	44 293	0.5%	0.6%	0.5%	17.9%	15.7%
All Africa Arrivals	6 770 664	8 095 168	74.3%	75.9%	77.1%	19.6%	6.5%

AFRICA ARRIVALS

8.1 M

+19.6% ▲

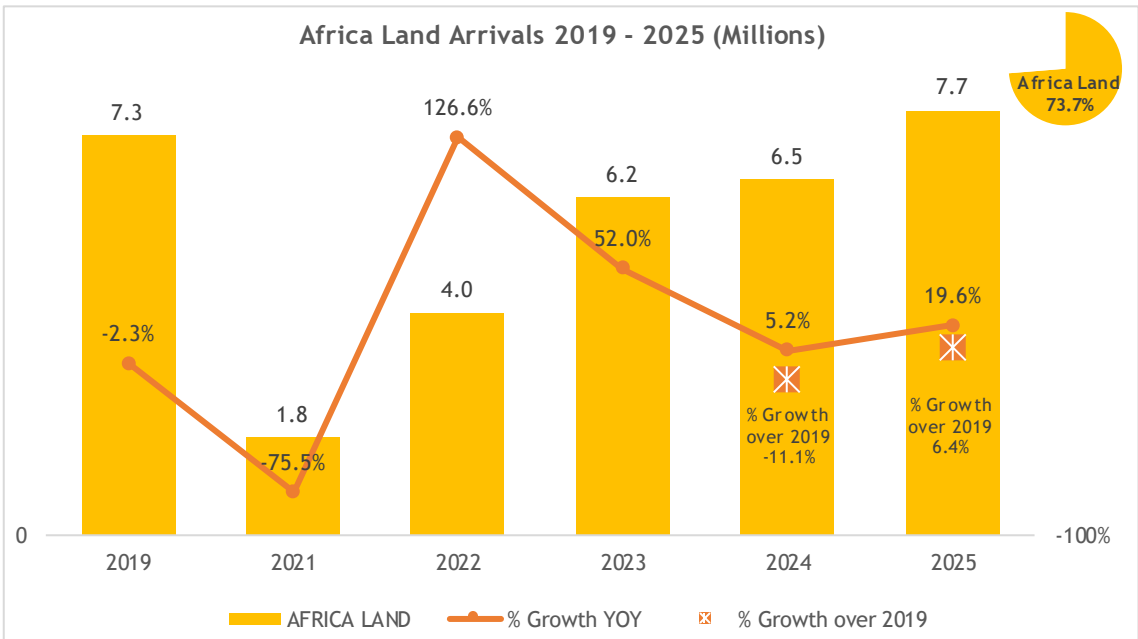
AFRICA		2025		Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>8.1</u>	<u>19.6%</u>	<u>6.5%</u>
	Share of Arrivals		77.1%	1.2	2.8
	Top 2 Age Groups	25 - 30 years	20.8%	-0.3	-5.3
		41- 50 years	19.2%	0.6	5.1
	Top 2 Main Purposes	VFR	64.0%	3.5	15.8
		Holiday	9.6%	0.8	-0.5
	Spend	ZAR Bn	<u>46.2</u>	<u>10.2%</u>	<u>50.3%</u>
	Share of Spend		45.2%	-0.6	7.3
	Average Spend	ZAR	6 000	-7.7%	42.9%
	Length of Stay	nights	<u>14.8</u>	<u>16.9%</u>	<u>53.3%</u>
	Top 2 Accommodations	SFR	85.9%	2.8	5.6
		Hotels	3.9%	-0.2	-0.3
	Geographic Spread	2 provinces or more	<u>2.6%</u>	<u>0.0</u>	<u>-2.0</u>
	No. Provinces		1.0	0.1%	-2.3%
	Top 2 Provinces	Gauteng	42.2%	3.0	11.5
		Mpumalanga	25.7%	1.1	9.4
	Satisfaction	out of 5	<u>4.6</u>	<u>0.7%</u>	<u>3.3%</u>

AFRICA LAND ARRIVALS

7.7 M

+19.6% ▲

Africa Land arrivals remained the dominant component of inbound tourism, accounting for 72.6% of total arrivals in 2024. Total arrivals increased by +5.2% year-on-year to 6.5 million. The age profile skews younger, led by 25-30 years at 21.3% and 35-40 years at 19.7%. Travel is primarily VFR-driven at 61.8%, with business shopping contributing 6.8%. Despite its scale, total spend reached ZAR 39.7 billion in 2025, rising by +9.4% year-on-year and +52.5% compared to 2019, while average spend moderated to ZAR 5 400, down -6.9% year-on-year. The arrivals-to-spend ratio therefore remains structurally weak relative to other regions. The majority of visitors stay with friends and relatives at 87.8% and record an average length of stay of 14.8 nights, up +17.8% year-on-year. Geographic spread remains limited at 2.3%, with travellers typically visiting one province, predominantly Gauteng at 41.1% and Mpumalanga at 26.5%. Zimbabwe at 33.7%, Mozambique at 24.6%, Lesotho at 15.1% and eSwatini at 13.0% remain the principal source markets. All top source markets recorded positive growth between 2024 and 2025, with particularly strong increases from Mozambique at +30.6% and Lesotho at +43.2%. The continued dominance of VFR travel and working-age cohorts reflects entrenched cross-border social and economic linkages. The comparatively low average spend per visitor is consistent with family-based travel rather than discretionary leisure expenditure.



Africa Land Tourist Arrivals by Market 2025

Africa Land Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
Zimbabwe	2 183 260	2 307 196	31.0%	33.7%	29.8%	5.7%	1.1%
Mozambique	1 591 751	2 078 635	18.3%	24.6%	26.9%	30.6%	55.9%
Lesotho	974 369	1 395 346	21.5%	15.1%	18.0%	43.2%	10.8%
eSwatini	842 318	958 716	12.6%	13.0%	12.4%	13.8%	4.5%
Botswana	395 965	418 474	9.2%	6.1%	5.4%	5.7%	37.4%
Malawi	163 726	230 640	2.7%	2.5%	3.0%	40.9%	15.9%
Namibia	164 716	175 588	2.5%	2.5%	2.3%	6.6%	4.8%
Zambia	154 921	175 165	2.1%	2.4%	2.3%	13.1%	15.2%
All Africa Land Arrivals	6 471 026	7 739 760	71.1%	72.6%	73.7%	19.6%	6.4%

AFRICA LAND ARRIVALS

7.7 M

+19.6% ▲

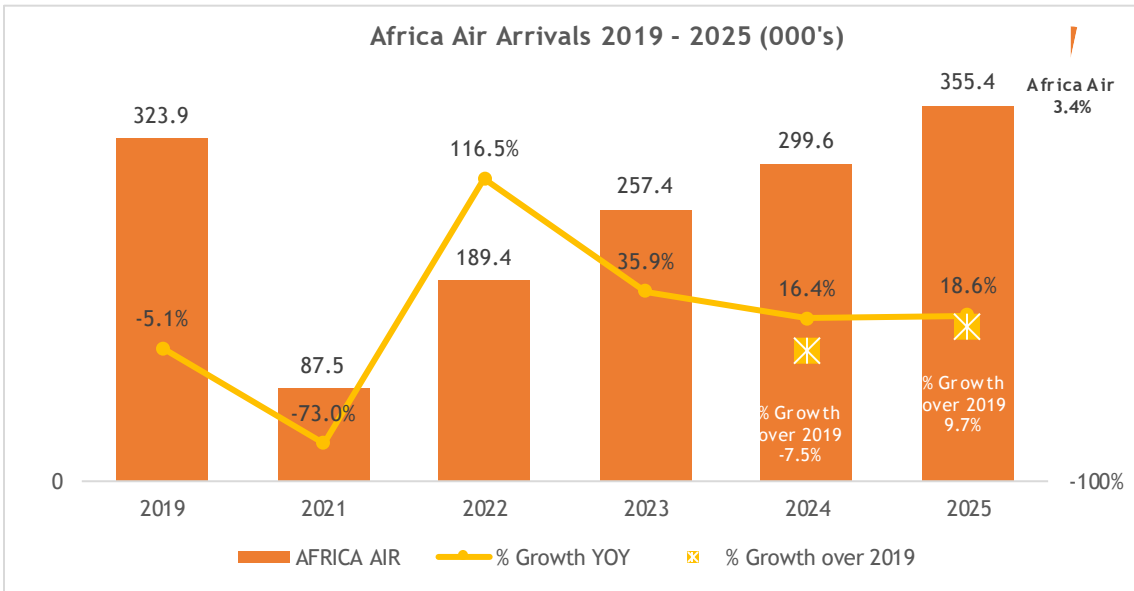
AFRICA LAND			2025	Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>7.7</u>	<u>19.6%</u>	<u>6.4%</u>
	Share of Arrivals		73.7%	1.2	2.6
	Top 2 Age Groups	25 - 30 years	20.9%	-0.3	-5.3
		41- 50 years	19.1%	0.5	5.1
	Top 2 Main Purposes	VFR	65.6%	3.8	16.4
		Holiday	9.3%	0.8	-0.3
	Spend	ZAR Bn	<u>39.7</u>	<u>9.4%</u>	<u>52.5%</u>
	Share of Spend		38.8%	-0.8	6.8
	Average Spend	ZAR	5 400	-6.9%	50.0%
	Length of Stay	nights	<u>14.8</u>	<u>17.8%</u>	<u>58.7%</u>
	Top 2 Accommodations	SFR	87.8%	2.6	4.1
		Hotels	3.2%	-0.1	-0.1
	Geographic Spread	2 provinces or more	<u>2.3%</u>	<u>0.0</u>	<u>-2.1</u>
	No. Provinces		1.0	0.1%	-2.4%
	Top 2 Provinces	Gauteng	41.1%	3.2	11.6
		Mpumalanga	26.5%	1.2	9.8
	Satisfaction	out of 5	<u>4.6</u>	<u>0.6%</u>	<u>3.4%</u>

AFRICA AIR ARRIVALS

355.4 K

+18.6% ▲

Africa tourists arriving by air increased to 355.4 thousand in 2025, reflecting a +18.6% rise on 2024 and placing volumes +9.7% above 2019 levels. The share of Africa Air within total arrivals remained modest at 3.4%, broadly stable year-on-year. Travellers skew toward the 35-40 years cohort at 25.1%, followed by 41-50 years at 22.5%. The main purposes of travel are VFR at 21.4% and holiday at 20.0%, with business-related travel also material within this segment. Total spend reached ZAR 6.5 billion, increasing by +15.2% year-on-year and +37.8% relative to 2019, supported by a high average spend of ZAR 22 300, although this eased by -4.3% against 2024. The average length of stay moderated to 15.1 nights, down -1.8% year-on-year. Preferred accommodation includes SFR at 37.8% and hotels at 23.6%, aligning with a mix of family and business travel. Geographic spread remains higher than Africa Land at 10.5%, with travellers visiting an average of 1.1 provinces. Gauteng dominates at 71.2%, followed by Western Cape at 21.9%, reflecting the role of Johannesburg as the primary air hub and business centre. The leading source markets are Kenya at 16.4%, Tanzania at 12.5%, Ghana at 12.0% and Angola at 11.7%. The higher spend profile and diversified travel purposes distinguish Africa Air from land arrivals, with urban and commercial nodes playing a central role in this segment's distribution.



Africa Air Tourist Arrivals by Top Ten Markets 2025

Africa Air Top 10 Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
Kenya	47 852	58 376	9.4%	16.0%	16.4%	22.0%	92.5%
Tanzania	37 579	44 293	11.8%	12.5%	12.5%	17.9%	15.7%
Ghana	36 656	42 761	5.7%	12.2%	12.0%	16.7%	132.6%
Angola	37 811	41 718	19.1%	12.6%	11.7%	10.3%	-32.7%
DRC	28 940	40 192	10.2%	9.7%	11.3%	38.9%	21.4%
Nigeria	22 511	29 256	12.1%	7.5%	8.2%	30.0%	-25.1%
Mauritius	18 301	21 268	6.8%	6.1%	6.0%	16.2%	-3.0%
Uganda	12 788	14 618	4.6%	4.3%	4.1%	14.3%	-1.2%
Ethiopia	7 432	10 070	2.1%	2.5%	2.8%	35.5%	50.2%
Egypt	5 956	7 566	2.6%	2.0%	2.1%	27.0%	-8.9%
All Africa Air Arrivals	299 638	355 408	3.2%	3.4%	3.4%	18.6%	9.7%

AFRICA AIR ARRIVALS

355.4 K

+18.6% ▲

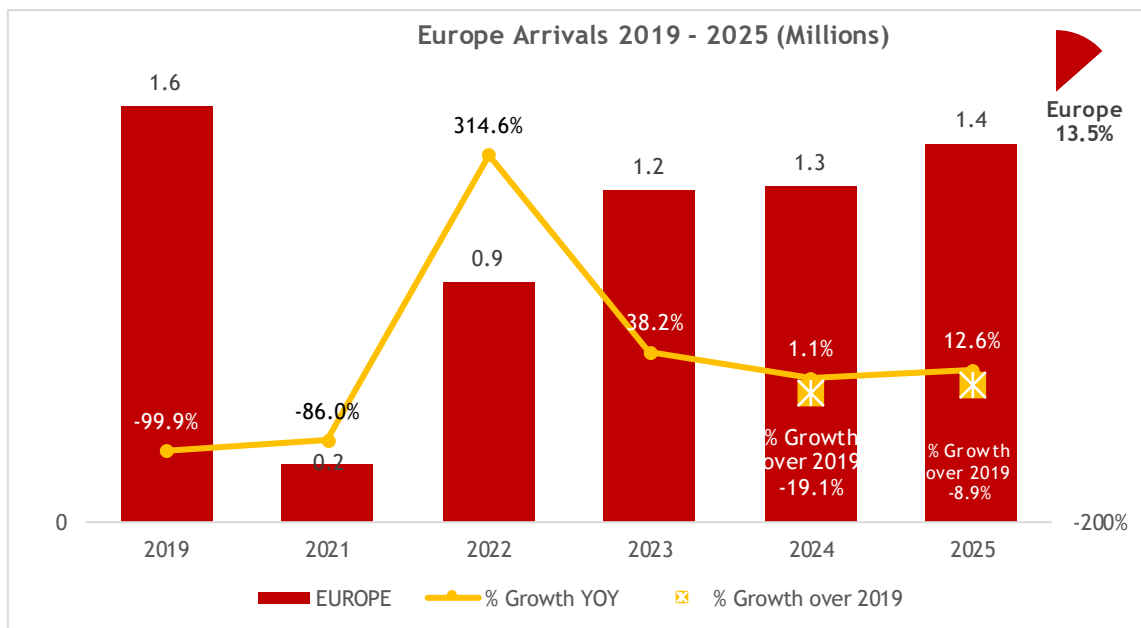
AFRICA AIR		2025		Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>0.4</u>	<u>18.6%</u>	<u>9.7%</u>
	Share of Arrivals		3.4%	0.0	0.2
	Top 2 Age Groups	35-40 years	25.1%	0.4	4.0
		41- 50 years	22.5%	2.2	5.0
	Top 2 Main Purposes	VFR	21.4%	-3.8	0.4
		Holiday	20.0%	0.8	-7.0
	Spend	ZAR Bn	<u>6.5</u>	<u>15.2%</u>	<u>37.8%</u>
	Share of Spend		6.4%	0.2	0.6
	Average Spend	ZAR	22 300	-4.3%	17.4%
	Length of Stay	nights	<u>15.1</u>	<u>-1.8%</u>	<u>-22.7%</u>
	Top 2 Accommodations	SFR	37.8%	-0.6	3.8
		Hotels	23.6%	1.3	5.7
	Geographic Spread	2 provinces or more	<u>10.5%</u>	<u>0.6</u>	<u>-2.0</u>
	No. Provinces		1.1	0.8%	-2.1%
	Top 2 Provinces	Gauteng	71.2%	0.5	8.1
		Western Cape	21.9%	0.4	0.9
	Satisfaction	out of 5	<u>4.4</u>	<u>2.1%</u>	<u>0.6%</u>

EUROPE ARRIVALS

1.4 M

+12.6% ▲

Arrivals from this region rose to 1.4 million in 2025, reflecting a +12.6% increase year-on-year, although volumes remain -8.9% below 2019 levels. The region contributes 13.5% of total international arrivals. The age profile is weighted toward mature travellers, led by 41-50 years at 26.9%, followed by 35-40 years at 18.3%. Travel remains predominantly holiday-driven at 55.1%, with VFR accounting for 20.4%, maintaining a stable purpose structure year-on-year. Total spend reached ZAR 32.3 billion, increasing by +14.3% compared to 2024 and +2.9% relative to 2019, representing 31.6% of total tourist spend. Average spend strengthened by +1.2% to ZAR 25 200, positioning this market among the higher-yield segments. Recovery dynamics vary across source countries, with some markets still below pre-pandemic levels despite the overall improvement. Geographic spread remains structurally high at 30.7%, with visitors travelling to an average of 1.5 provinces. The Western Cape dominates at 58.0%, followed by Gauteng at 38.7%, reinforcing the leisure concentration in scenic destinations. Average length of stay moderated by -4.0% to 14.3 nights, while accommodation preferences centre on SFR at 33.8% and hotels at 26.0%. The UK at 28.5% and Germany at 20.5% remain the largest source markets, jointly accounting for nearly half of arrivals, with notable growth from the Russian Federation at +35.7%. The age structure, holiday orientation and wide spatial dispersion confirm the segment's continued importance as a high-value leisure contributor.



Europe Tourist Arrivals by Top Five Markets 2025

Europe Top 10 Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
UK	349 883	403 714	28.0%	27.8%	28.5%	15.4%	-7.5%
Germany	254 992	290 795	20.7%	20.3%	20.5%	14.0%	-9.9%
The Netherlands	132 422	140 338	9.3%	0.5%	9.9%	6.0%	-2.6%
France	125 823	135 007	0.6%	10.0%	9.5%	7.3%	-18.2%
Italy	50 780	55 947	4.2%	4.0%	3.9%	10.2%	-13.6%
Belgium	45 225	50 134	3.5%	3.6%	3.5%	10.9%	-7.6%
Switzerland	42 255	47 845	3.6%	3.4%	3.4%	13.2%	-13.7%
Russian Federation	30 734	41 708	1.0%	2.4%	2.9%	35.7%	156.3%
Spain	31 166	33 711	2.7%	2.5%	2.4%	8.2%	-18.8%
Ireland	28 343	31 026	1.9%	2.3%	2.2%	9.5%	2.5%
All Europe Arrivals	1 258 706	1 417 572	10.2%	13.1%	13.5%	12.6%	-8.9%

EUROPE ARRIVALS

1.4 M

+12.6% ▲

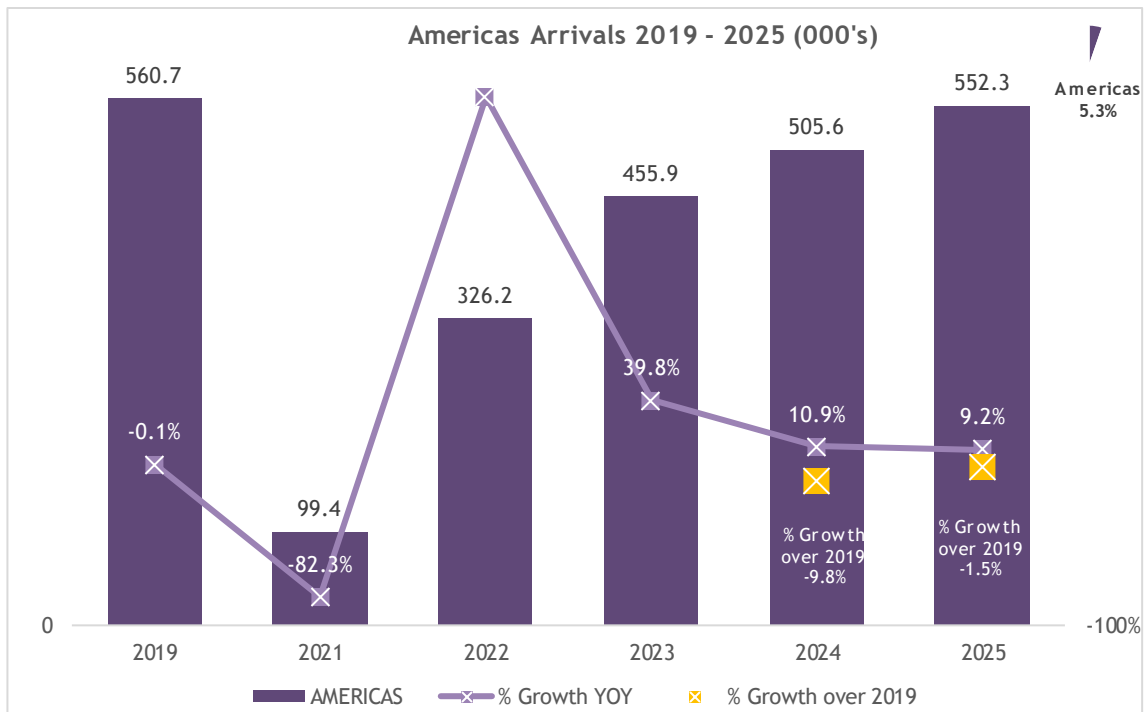
EUROPE		2025		Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>1.4</u>	<u>12.6%</u>	<u>-8.9%</u>
	Share of Arrivals		13.5%	-0.6	-1.7
	Top 2 Age Groups	41- 50 years	26.9%	1.9	11.6
		35-40 years	18.3%	-0.2	7.2
	Top 2 Main Purposes	Holiday	55.1%	-0.8	-12.4
		VFR	20.4%	1.4	8.5
	Spend	ZAR Bn	<u>32.3</u>	<u>14.3%</u>	<u>2.9%</u>
	Share of Spend		31.6%	0.7	-7.1
	Average Spend	ZAR	25 200	1.2%	10.0%
	Length of Stay	nights	<u>14.3</u>	<u>-4.0%</u>	<u>-16.3%</u>
	Top 2 Accommodations	SFR	33.8%	1.4	10.6
		Hotels	26.0%	2.0	0.2
	Geographic Spread	2 provinces or more	<u>30.7%</u>	<u>-3.1</u>	<u>-10.9</u>
	No. Provinces		1.5	-4.5%	-13.9%
	Top 2 Provinces	Western Cape	58.0%	0.0	6.9
		Gauteng	38.7%	-0.1	1.5
	Satisfaction	out of 5	<u>4.6</u>	<u>5.0%</u>	<u>-1.6%</u>

AMERICAS ARRIVALS

552.3 K

+9.2% ▲

Arrivals from the Americas reached 552.3K in 2025, an increase of +9.2% compared to 2024, narrowing the gap to -1.5% below 2019 levels. Tourists from the Americas were predominantly older travellers, with 23.6% between 41-50 years and 16.3% between 35-40 years. Travellers from the Americas continue to favour holidays as their main purpose of travel (47.7%, +2.8pp year-on-year), followed by VFR (26.8%, -2.0pp). They recorded an average spend of ZAR 29 600, reflecting a -1.7% decline from 2024, but a strong +36.4% increase compared to 2019. Total spend reached ZAR 15.1 billion, representing a solid +7.8% increase over 2024 and a significant +42.5% rise from 2019. American tourists accounted for 14.8% of total tourist spend, maintaining one of the strongest Spend-to-Arrivals ratios across regions. The average length of stay remained stable at 15.5 nights (+0.1% year-on-year, though -5.8% vs 2019). Visitors mainly stayed with SFR (36.2%) or in hotels (26.2%). Travellers continued to favour Gauteng (50.7%) and the Western Cape (48.0%), contributing to a geographic spread of 37.6% visiting two or more provinces, while visiting an average of 1.6 provinces (unchanged year-on-year). The USA remained the dominant source market (71.0% share in 2025), followed by Canada (11.9%, +13.2% year-on-year) and Brazil (11.6%, +28.1% year-on-year). Overall, the Americas' regional share stood at 5.3%, supported by high spending levels and mature, experienced travellers.








Americas Tourist Arrivals by Top Five Markets 2025

Americas Top 10 Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
USA	372 362	391 939	66.7%	73.7%	71.0%	5.3%	4.9%
Canada	58 057	65 744	11.9%	11.5%	11.9%	3.2%	-1.3%
Brazil	49 855	63 848	13.8%	9.9%	11.6%	28.1%	-17.4%
Argentina	5 422	7 702	2.8%	1.1%	1.4%	42.1%	-50.5%
Mexico	4 819	5 120	0.9%	1.0%	0.9%	6.2%	-3.1%
Chile	3 171	4 136	1.1%	0.6%	0.7%	30.4%	-30.4%
Peru	1 859	2 502	0.7%	0.4%	0.5%	34.6%	-36.2%
Colombia	1 624	1 814	0.4%	0.3%	0.3%	11.7%	-21.7%
Uruguay	879	1 154	0.3%	0.2%	0.2%	31.3%	-31.6%
Jamaica	1 017	986	0.2%	0.2%	0.2%	-3.0%	3.6%
All Americas Arrivals	505 579	552 318	5.5%	5.7%	5.3%	9.2%	-1.5%

AMERICAS ARRIVALS

552.3 K

+9.2% ▲

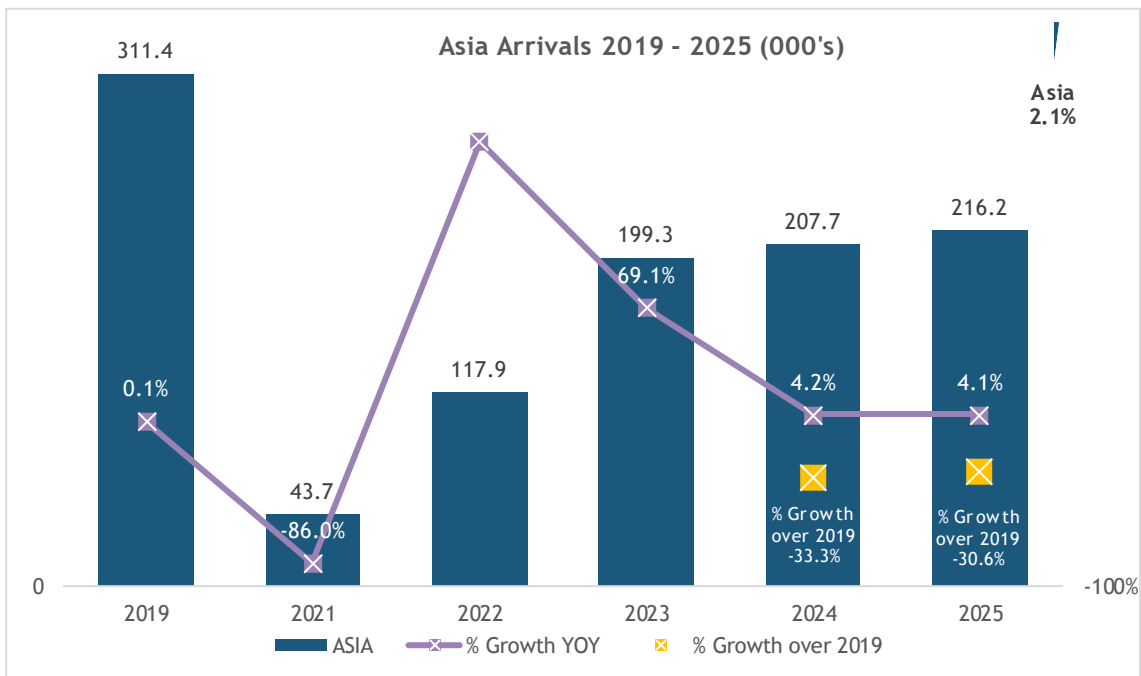
AMERICAS		2025		Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>0.6</u>	<u>9.2%</u>	<u>-1.5%</u>
	Share of Arrivals		5.3%	-0.4	-0.2
	Top 2 Age Groups	41- 50 years	23.6%	1.2	11.1
		35-40 years	16.3%	0.0	3.8
	Top 2 Main Purposes	Holiday	47.7%	2.8	-2.7
		VFR	26.8%	-2.0	5.7
	Spend	ZAR Bn	<u>15.1</u>	<u>7.8%</u>	<u>42.5%</u>
	Share of Spend		14.8%	-0.5	1.7
	Average Spend	ZAR	29 600	-1.7%	36.4%
	Length of Stay	nights	<u>15.5</u>	<u>0.1%</u>	<u>-5.8%</u>
	Top 2 Accommodations	SFR	36.2%	-3.2	10.6
		Hotels	26.2%	2.0	-0.8
	Geographic Spread	2 provinces or more	<u>37.6%</u>	<u>0.7</u>	<u>-8.4</u>
	No. Provinces		1.6	0.0%	-8.1%
	Top 2 Provinces	Gauteng	50.7%	2.5	6.1
		Western Cape	48.0%	0.9	1.7
	Satisfaction	out of 5	<u>4.6</u>	<u>2.4%</u>	<u>-2.9%</u>

ASIA ARRIVALS

216.2 K

+4.1% ▲

In 2025, Asian travel increased modestly by +4.1% to reach 216.2 thousand arrivals. Despite continued year-on-year growth since 2021, Asia remains -30.6% below 2019 levels, reflecting the most pronounced recovery gap among regions. Asia accounted for 2.1% of total arrivals, slightly down from 2024. Asian travellers were predominantly aged 41-50 years (24.7%) and 35-40 years (23.2%), both recording positive shifts year-on-year. Travel patterns from Asia continue to reflect a balanced mix of purposes, with VFR (28.3%) ranking highest, followed by Holiday (20.8%), while business-related travel remains significant. Year-on-year, total spend increased by +7.3% to ZAR 4.0 billion, with average spend rising to ZAR 22 300 (+4.7%), although still -16.3% below 2019 in real terms. The average length of stay declined by -7.1% to 15.5 nights, marking a significant -27.6% drop compared to 2019. Most Asian travellers stayed with friends and relatives (44.2%), while 28.5% opted for hotels, aligning with the region’s mix of VFR and business travel. The majority visited Gauteng (56.8%) and the Western Cape (34.5%), resulting in a geographic spread of 20.5% visiting two or more provinces, and an average of 1.3 provinces visited. India (32.2% share, -7.8% year-on-year) and China (17.5% share, -8.5%) remained the leading source markets, while Pakistan (+44.1%), Bangladesh (+39.4%) and the Philippines (+21.6%) showed strong growth. A broad age distribution, steady business-related travel, and moderate spending growth reflect Asia’s gradual but uneven recovery trajectory.



Asia Tourist Arrivals by Top Five Markets 2025

Asia Top 10 Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
India	75 541	69 680	30.7%	36.4%	32.2%	-7.8%	-27.1%
China	41 418	37 902	29.9%	19.1%	17.5%	-8.5%	-59.3%
Japan	17 370	19 894	9.1%	8.4%	9.2%	14.5%	-29.3%
Pakistan	13 557	19 534	4.4%	6.5%	9.0%	44.1%	42.0%
South Korea	12 811	14 096	6.4%	6.2%	6.5%	10.0%	-29.3%
Singapore	9 390	9 827	3.2%	4.5%	4.5%	4.7%	-2.2%
Bangladesh	5 743	8 004	1.9%	2.8%	3.7%	39.4%	37.7%
Malaysia	6 629	7 773	3.0%	3.2%	3.6%	17.3%	-16.3%
Philippines	6 355	7 725	2.5%	3.1%	3.6%	21.6%	-1.0%
Thailand	5 426	6 042	2.6%	2.6%	2.8%	11.4%	-24.3%
All Asia Arrivals	207 717	216 222	3.0%	2.3%	2.1%	4.1%	-30.6%

ASIA ARRIVALS

216.2 K

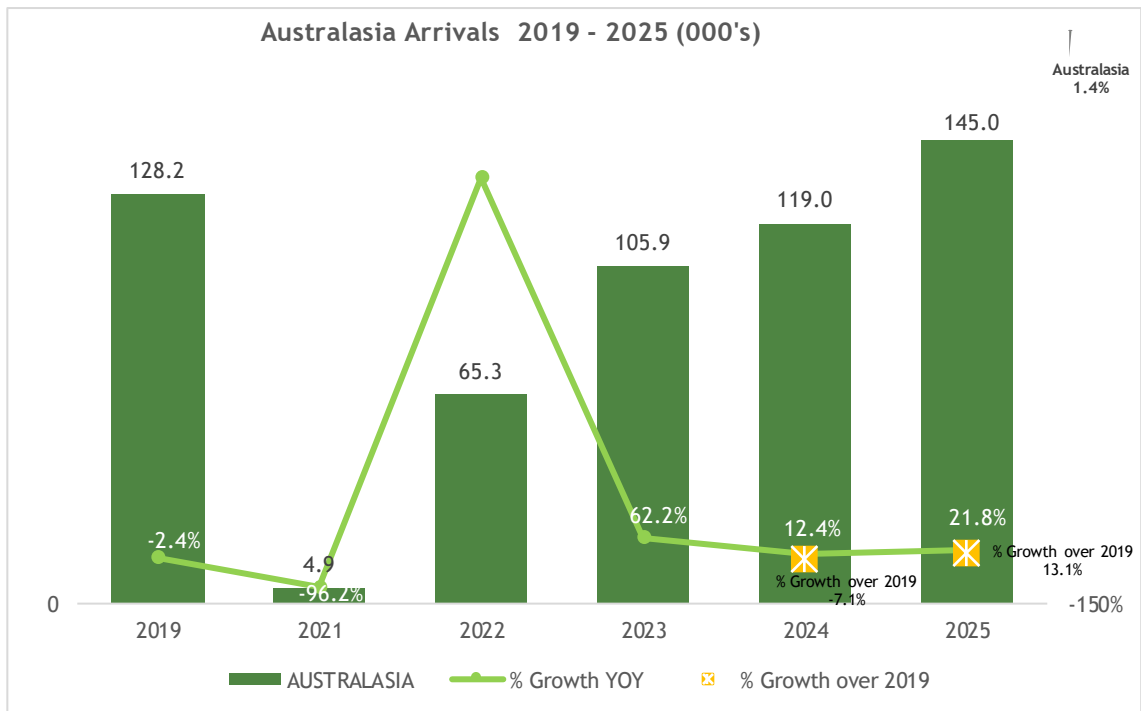
+4.1% ▲

ASIA		2025		Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>0.2</u>	<u>4.1%</u>	<u>-30.6%</u>
	Share of Arrivals		2.1%	-0.3	-1.0
	Top 2 Age Groups	41- 50 years	24.7%	4.4	10.2
		35-40 years	23.2%	1.8	5.5
	Top 2 Main Purposes	VFR	28.3%	0.3	6.4
		Holiday	20.8%	0.6	-12.5
	Spend	ZAR Bn	<u>4.0</u>	<u>7.3%</u>	<u>-16.3%</u>
	Share of Spend		3.9%	-0.2	-2.0
	Average Spend	ZAR	22 300	4.7%	26.7%
	Length of Stay	nights	<u>15.5</u>	<u>-7.1%</u>	<u>-27.6%</u>
	Top 2 Accommodations	SFR	44.2%	1.4	12.5
		Hotels	28.5%	2.8	3.2
	Geographic Spread	2 provinces or more	<u>20.5%</u>	<u>-1.7</u>	<u>-11.7</u>
	No. Provinces		1.3	-2.1%	-12.4%
	Top 2 Provinces	Gauteng	56.8%	0.8	8.5
		Western Cape	34.5%	0.6	4.8
	Satisfaction	out of 5	<u>4.4</u>	<u>4.1%</u>	<u>-0.1%</u>

AUSTRALASIA ARRIVALS

145.0 K +21.8% ▲

Arrivals from Australasia continued their strong upward trajectory in 2025, increasing by +21.8% to reach 145.0 thousand visitors. This growth pushed the region +13.1% above 2019 levels, with Australasia accounting for 1.4% of total arrivals, a marginal increase from 2024. The majority of Australasian visitors were aged 41-50 years (24.7%) and 60+ years (15.8%), broadly consistent with recent trends. Australasia maintained its strong VFR profile, with 49.2% travelling to visit friends and relatives, while 37.4% travelled for holidays. Total spend rose significantly to ZAR 3.2 billion, reflecting a +23.0% increase year-on-year, while average spend remained stable at ZAR 23.500 (0.0% change from 2024), and +15.8% above 2019 levels. The average length of stay declined to 14.5 nights (-11.8% year-on-year), though broadly in line with pre-pandemic patterns (-1.4% vs 2019). Accommodation was dominated by SFR (60.4%), followed by hotels (16.9%), reinforcing the strong VFR trend. Australasia recorded a solid geographic spread of 37.0% visiting two or more provinces, with travellers mainly visiting Gauteng (52.9%) and the Western Cape (46.7%), and averaging 1.5 provinces per trip. Australia remained the dominant source market, accounting for 83.7% of arrivals (+23.2% year-on-year), followed by New Zealand (16.1%, +15.8%), while Fiji declined. The continued VFR dominance reflects enduring family ties, while sustained long-haul travel and multi-province visitation highlight Australasians' resilient and exploratory travel behaviour.



Australasia Tourist Arrivals by Top Two Markets 2025

Australasia Top 4 Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
Australia	98 544	121 361	87.0%	82.8%	83.7%	23.2%	8.9%
New Zealand	20 138	23 324	12.8%	16.9%	16.1%	15.8%	42.1%
Fiji	191	112	0.1%	0.2%	0.1%	-41.4%	-38.1%
Papua New Guinea	57	60	0.0%	0.0%	0.0%	5.3%	15.4%
All Australasia Arrivals	119 037	144 973	1.3%	1.3%	1.4%	21.8%	13.1%
Others in Top 10 in 2019							

AUSTRALASIA ARRIVALS

145.0 K +21.8% ▲

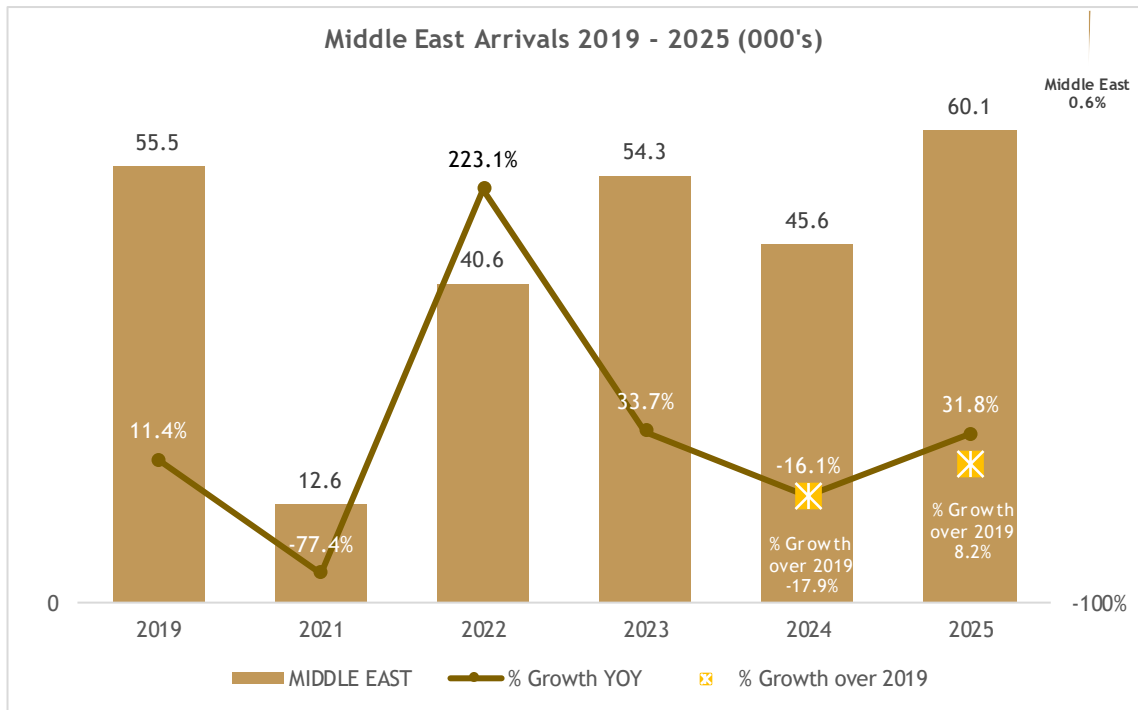
AUSTRALASIA		2025		Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>0.1</u>	<u>21.8%</u>	<u>13.1%</u>
	Share of Arrivals		1.4%	0.0	0.1
	Top 2 Age Groups	41- 50 years	24.7%	0.6	7.8
		60+ years	15.8%	0.9	1.2
	Top 2 Main Purposes	VFR	49.2%	-2.0	12.3
		Holiday	37.4%	2.0	-10.0
	Spend	ZAR Bn	<u>3.2</u>	<u>23.0%</u>	<u>31.7%</u>
	Share of Spend		3.1%	0.3	0.1
	Average Spend	ZAR	23 500	0.0%	15.8%
	Length of Stay	nights	<u>14.5</u>	<u>-11.8%</u>	<u>-1.4%</u>
	Top 2 Accommodations	SFR	60.4%	0.2	16.2
		Hotels	16.9%	1.3	-5.9
	Geographic Spread	2 provinces or more	<u>37.0%</u>	<u>-3.8</u>	<u>-1.1</u>
	No. Provinces		1.5	-5.6%	-4.6%
	Top 2 Provinces	Gauteng	52.9%	0.5	16.7
		Western Cape	46.7%	0.4	1.0
	Satisfaction	out of 5	<u>4.5</u>	<u>3.2%</u>	<u>-0.2%</u>

MIDDLE EAST ARRIVALS

60.1 K

+31.8% ▲

The Middle Eastern arrivals rebounded strongly to 60.1 thousand during 2025, reflecting a +31.8% increase year-on-year and moving +8.2% above 2019 levels. The Middle East accounted for 0.6% of total arrivals, a slight improvement from 2024. Most travellers were aged 35-40 years (23.4%) and 31-34 years (21.2%), indicating a relatively young to middle-aged visitor profile. The majority travelled to visit friends and relatives (46.7%), while 35.2% visited for holidays, with holiday travel recording a notable year-on-year increase. Total spend rose significantly to ZAR 1.4 billion (+30.7%), while the average spend per tourist reached ZAR 28 100, reflecting a slight -2.1% decline year-on-year, but remaining above 2019 levels (+4.1%). Middle Eastern visitors recorded the longest average stay at 22.4 nights, increasing by +21.1% year-on-year and +34.7% above 2019, reinforcing the region's long-duration travel pattern. In line with VFR travel, most stayed with friends and relatives (63.1%), while 14.6% opted for hotels. Geographic spread improved to 27.0% visiting two or more provinces, with an average of 1.4 provinces visited, mainly Gauteng (51.5%) and the Western Cape (38.7%). Saudi Arabia remained the leading source market, accounting for 41.5% of arrivals (+36.0% year-on-year), followed by the United Arab Emirates (18.4%) and Israel (15.1%). Strong growth from Saudi Arabia and the UAE drove the overall recovery, while extended stays and dominant VFR travel continue to define the Middle East visitor profile.



Middle East Tourist Arrivals by Top Five Markets 2025

Middle East Top 10 Markets 2025	Tourist Arrivals 2024	Tourist Arrivals 2025	% Share 2019	% Share 2024	% Share 2025	% Growth 2024 - 2025	% Growth 2019 - 2025
Saudi Arabia	18 333	24 942	9.7%	40.2%	41.5%	36.0%	128.2%
United Arab Emirates	6 717	11 064	5.5%	14.7%	18.4%	64.7%	259.6%
Israel	7 402	9 053	52.0%	16.2%	15.1%	22.3%	-68.7%
Jordan	2 354	2 607	4.4%	5.2%	4.3%	10.7%	5.8%
Lebanon	2 255	2 584	5.4%	4.9%	4.3%	14.6%	-14.4%
Iran, Islamic Rep.	2 833	2 416	3.6%	6.2%	4.0%	-14.7%	22.4%
Kuwait	1 671	1 976	2.2%	3.7%	3.3%	18.3%	62.0%
Qatar	1 238	1 652	1.5%	2.7%	2.7%	33.4%	97.8%
Palestine	907	1 144	0.7%	2.0%	1.9%	26.1%	196.4%
Yemen	639	712	1.4%	1.4%	1.2%	11.4%	-10.6%
All Middle East Arrivals	45 602	60 102	0.5%	0.5%	0.6%	31.8%	8.2%

MIDDLE EAST ARRIVALS

60.1 K

+31.8% ▲

MIDDLE EAST			2025	Growth / PP Change 2024-2025	Growth / PP Change 2019-2025
	Arrivals	Million	<u>0.1</u>	<u>31.8%</u>	<u>8.2%</u>
	Share of Arrivals		0.6%	0.1	0.0
	Top 2 Age Groups	35-40 years	23.4%	4.8	11.8
		31 -34 years	21.2%	-3.2	9.8
	Top 2 Main Purposes	VFR	46.7%	-7.4	20.4
		Holiday	35.2%	10.3	-20.3
	Spend	ZAR Bn	<u>1.4</u>	<u>30.7%</u>	<u>13.0%</u>
	Share of Spend		1.4%	0.2	-0.2
	Average Spend	ZAR	28 100	-2.1%	4.1%
	Length of Stay	nights	<u>22.4</u>	<u>21.1%</u>	<u>34.7%</u>
	Top 2 Accommodations	SFR	63.1%	-3.0	26.4
		Hotels	14.6%	1.2	-13.9
	Geographic Spread	2 provinces or more	<u>27.0%</u>	<u>9.5</u>	<u>-12.5</u>
	No. Provinces		1.4	10.8%	-15.6%
	Top 2 Provinces	Gauteng	51.5%	4.3	8.1
		Western Cape	38.7%	3.6	1.7
	Satisfaction	out of 5	<u>4.4</u>	<u>-4.2%</u>	<u>-2.8%</u>



South Africa

Inspiring new ways



**INTERNATIONAL
TOURISM:
PROVINCIAL
PERFORMANCE**

PROVINCIAL ARRIVALS



10.5 MILLION

+17.5% ▲

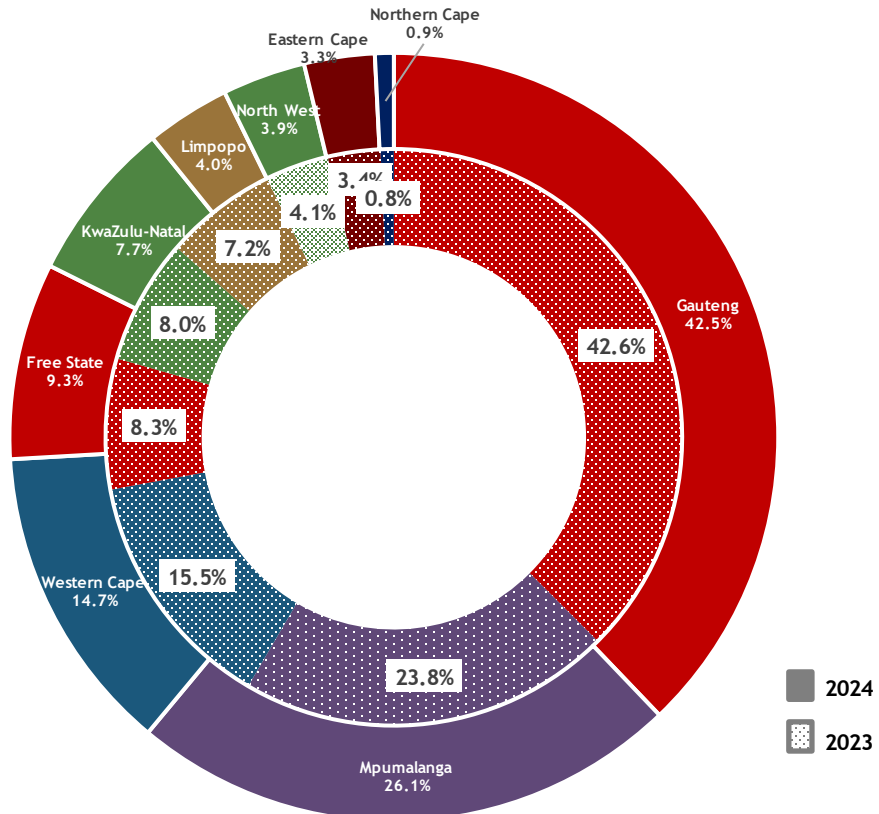


Provincial Overview of Tourist Arrivals 2025 (Spend, Bed Nights & Length of Stay)

Province	International Tourist Arrivals (000's)	Foreign Spend (ZAR Billions)	Bednights (Millions)	Length of Stay (Nights)
Gauteng	4 465.6	47.0	64.4	14.9
Mpumalanga	2 735.8	8.5	30.4	11.4
Western Cape	1 538.1	25.9	18.7	12.5
KwaZulu-Natal	806.1	5.6	8.5	10.9
Free State	975.8	2.0	14.1	14.9
North West	412.9	2.4	4.7	12.1
Limpopo	418.3	5.0	4.1	10.2
Eastern Cape	350.1	4.3	5.2	15.3
Northern Cape	93.2	1.5	1.3	14.8

Multiple provinces may be visited.
Sum over 100%.

Share of International visitors by Province 2025 vs 2024



PROVINCIAL ARRIVALS



10.5 MILLION

+17.5% ▲

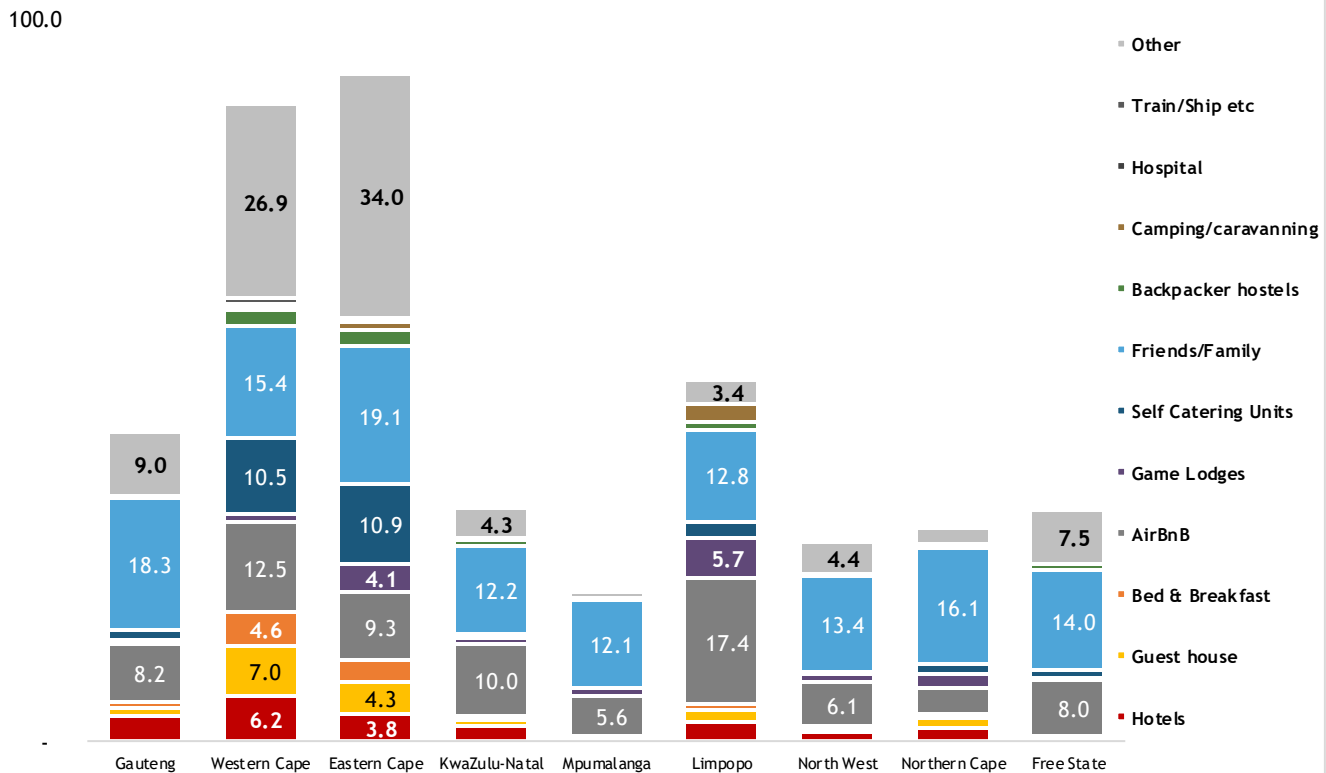


Provincial Overview of Tourist Arrivals 2025 - Share (Share of Total International Arrivals 2025)

Province	International Tourist Arrivals (Share)	Foreign Spend (Share)	Ratio % Spend / % Arrivals
Gauteng	42.5%	45.9%	108.0%
Mpumalanga	26.1%	8.4%	32.0%
Western Cape	14.7%	25.4%	173.2%
Free State	9.3%	2.0%	21.4%
KwaZulu-Natal	7.7%	5.4%	70.7%
Limpopo	4.0%	4.9%	123.1%
North West	3.9%	2.3%	58.6%
Eastern Cape	3.3%	4.2%	126.9%
Northern Cape	0.9%	1.5%	166.1%

Note: Multiple provinces may be visited. Sum over 100%.

Average nights stayed (LoS) by Accommodation Type per Province 2025



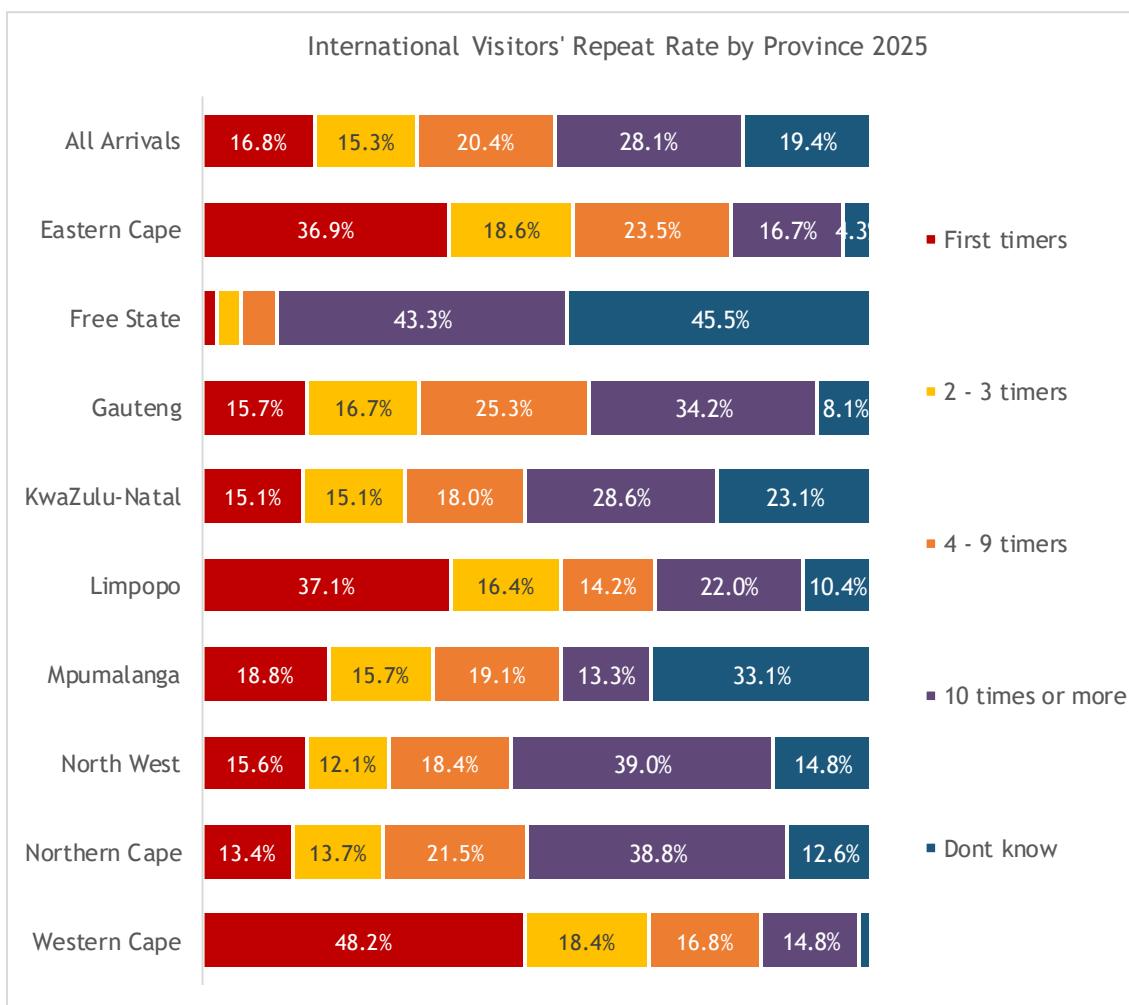


Provincial tourism patterns remain clearly differentiated when assessed through repeat visitation profiles. In 2025, the Western Cape and Eastern Cape continue to attract a strong concentration of first-time visitors, at 48.2% and 36.9% respectively, consistent with their leisure and international holiday appeal. By contrast, several inland provinces display structurally higher repeat intensity, reflecting VFR and business-linked travel dynamics. The Northern Cape at 38.8%, North West at 39.0%, Gauteng at 34.2% and Free State at 43.3% record the highest proportions of visitors travelling 10 times or more. Limpopo also reflects elevated repeat visitation at 22.0% for 10+ visits, alongside a combined 36.2% for four or more trips. These patterns reinforce the functional distinction between leisure-led coastal provinces and inland provinces driven by recurring cross-border, family and economic mobility flows.

Compound Repeat Rate by Province 2025

2025	All Arrivals	Eastern Cape	Free State	Gauteng	Kwazulu-Natal	Limpopo	Mpumalanga	North West	Northern Cape	Western Cape
1-3 times	32.1%	55.5%	5.7%	32.4%	30.2%	53.5%	34.4%	27.7%	27.1%	66.6%
>= 4 times	48.5%	40.2%	48.8%	59.5%	46.7%	36.2%	32.5%	57.5%	60.3%	31.6%
Don't Know	19.4%	4.3%	45.5%	8.1%	23.1%	10.4%	33.1%	14.8%	12.6%	1.8%

International Visitors' Repeat Rate by Province 2025



PROVINCIAL ARRIVALS



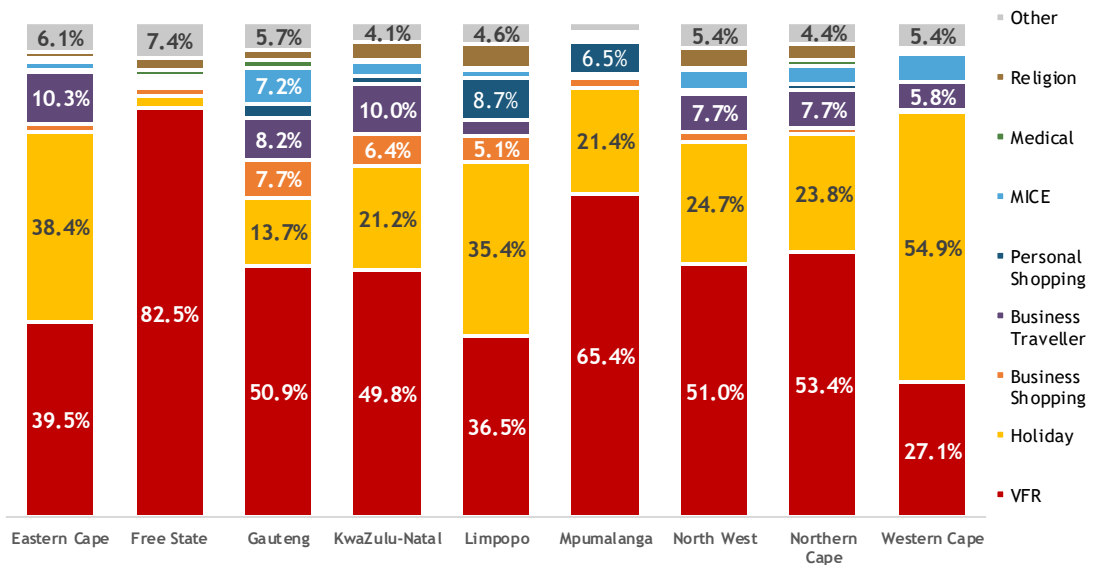
10.5 MILLION

+17.5% ▲

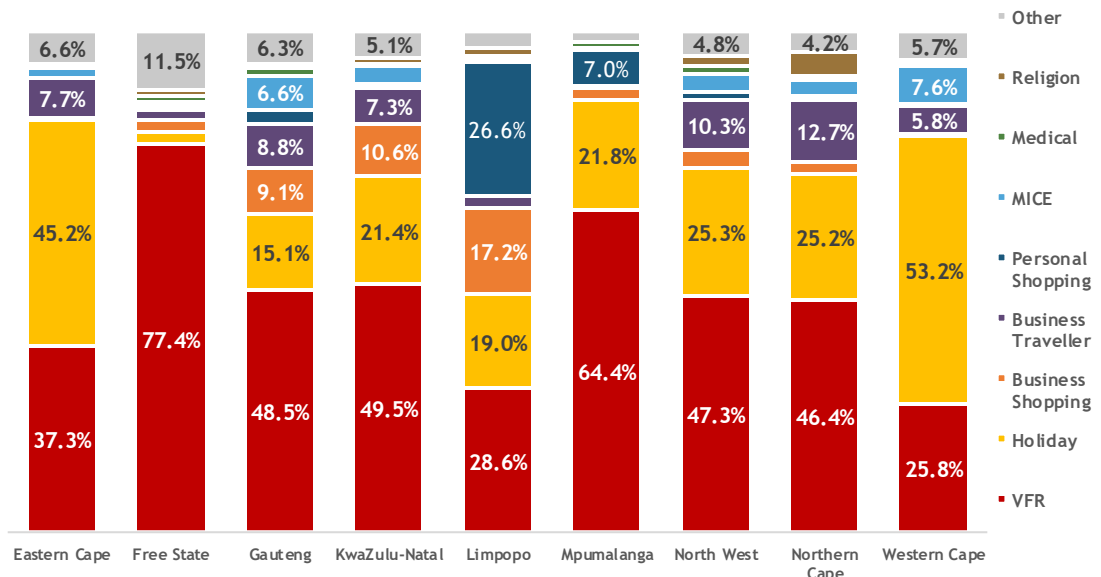


Purpose composition across provinces shows relative stability year-on-year, with changes occurring at the margin rather than structurally. The Western Cape remains clearly holiday-led at 54.9%, while the Eastern Cape presents a near-balanced split between VFR at 39.5% and holiday at 38.4%, reflecting its dual leisure and family-travel profile. The Free State at 82.5% VFR and Mpumalanga at 65.4% VFR remain strongly family-driven destinations. Gauteng at 50.9% VFR and KwaZulu-Natal at 49.8% VFR combine family travel with visible business and MICE contributions, reinforcing their economic node function. North West and Northern Cape display mixed demand structures, where VFR remains dominant but holiday and business travel are consistently present. Limpopo continues to exhibit a distinctive retail-linked pattern, with personal shopping at 8.7% exceeding most other provinces, alongside substantial VFR at 36.5% and holiday at 35.4%. The provincial distribution therefore reflects two clear demand clusters: coastal leisure provinces anchored by holiday travel, and inland border provinces shaped by recurring VFR, business and trade mobility flows.

Main Purpose by Province 2025



Main Purpose by Province 2024



PROVINCIAL ARRIVALS

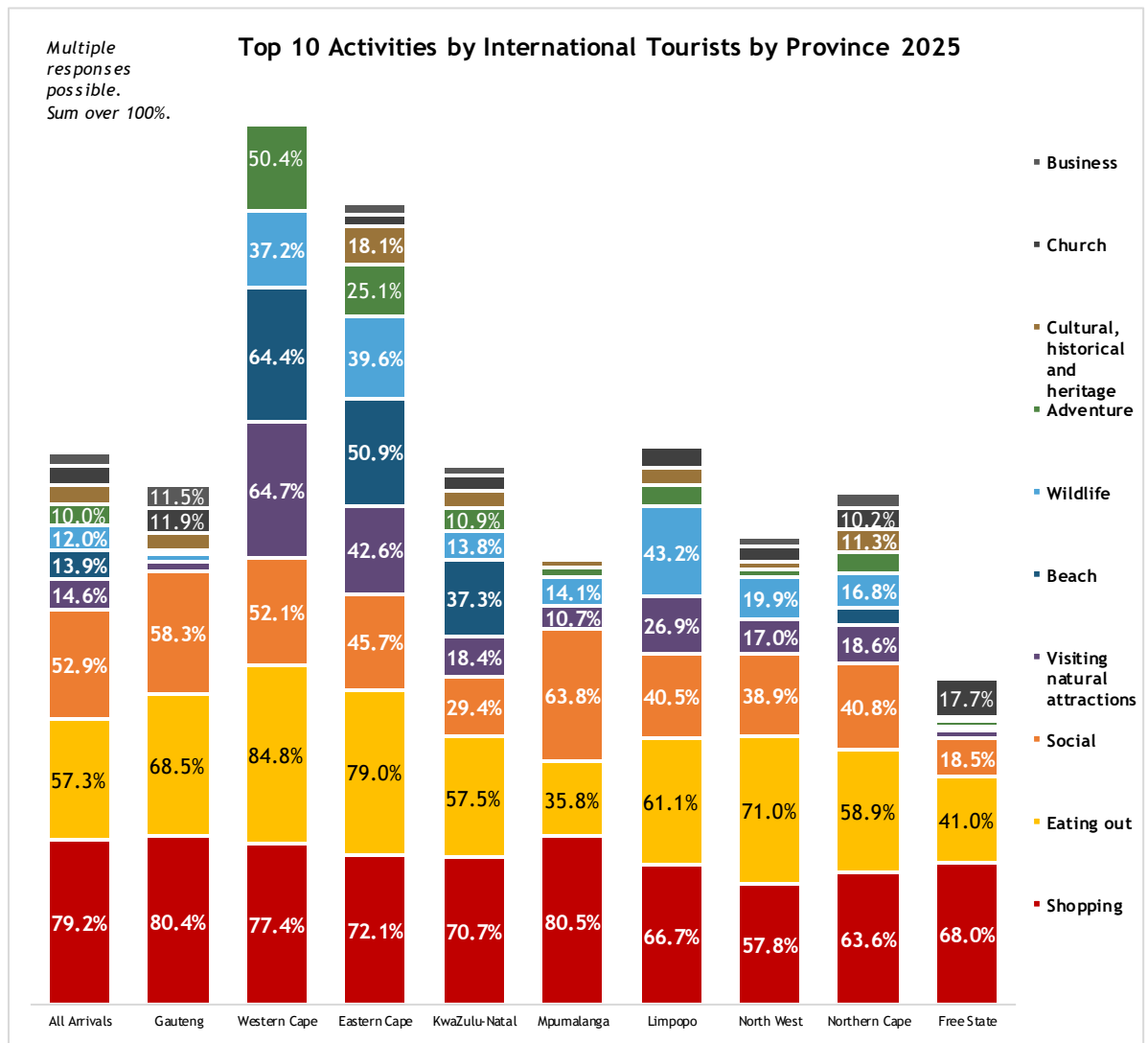


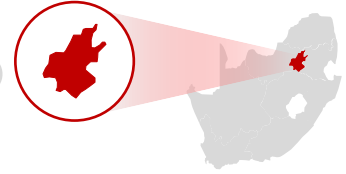
10.5 MILLION

+17.5% ▲

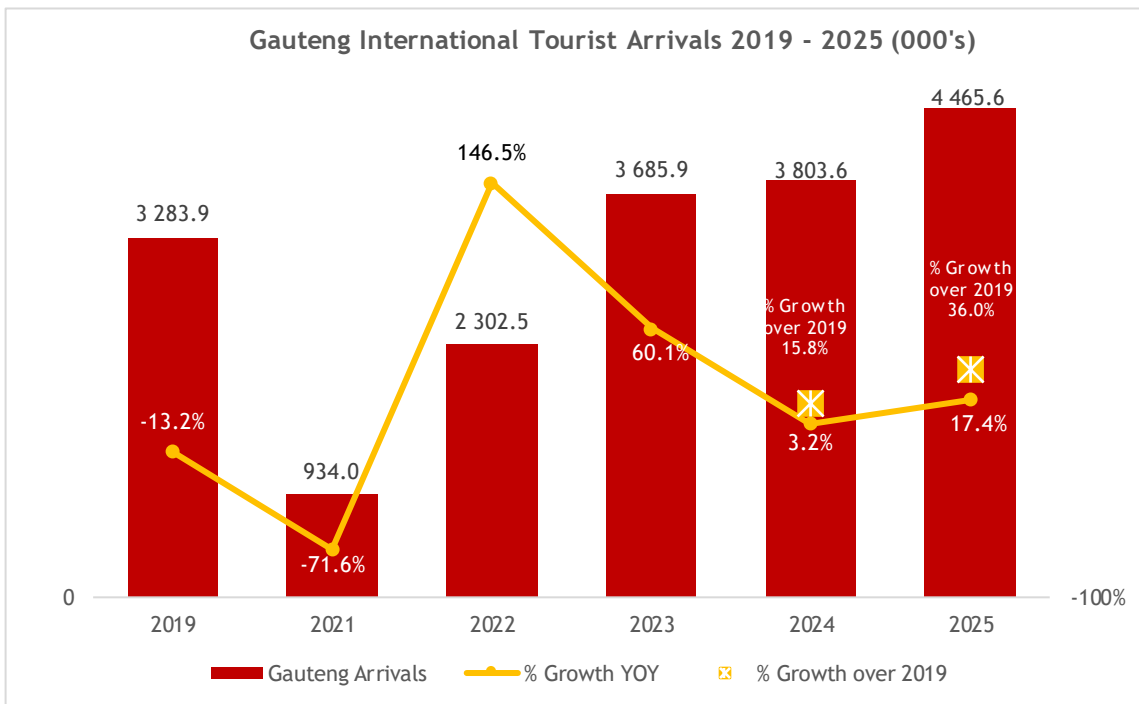


Activity participation in 2025 highlights clear provincial specialisation beyond routine shopping and dining, which remain dominant nationally at 79.2% and 57.3%. The Western Cape stands out for leisure intensity, leading in beach activity at 64.4%, adventure at 50.4% and visiting natural attractions at 64.7%, reinforcing its premium outdoor positioning. The Eastern Cape combines strong beach participation at 50.9% with wildlife at 39.6% and natural attractions at 42.6%, confirming its diversified coastal-nature appeal. Limpopo records the highest wildlife participation at 43.2%, well above the national average of 12.0%, underscoring its safari-led draw. Mpumalanga shows the strongest social engagement at 63.8% and high shopping at 80.5%, reflecting repeat and VFR-linked movement combined with nature assets. North West presents a balanced mix of wildlife at 19.9%, eating out at 71.0% and business at 4.4%, pointing to hybrid leisure and commercial flows. KwaZulu-Natal maintains a distinct coastal profile with beach participation at 37.3% alongside strong shopping and dining, while Gauteng remains firmly urban, dominated by shopping at 80.4%, eating out at 68.5% and business at 11.5%, the highest business share nationally. The Free State shows limited leisure intensity but elevated church participation at 17.7%, suggesting niche religious travel dynamics. Overall, provincial activity patterns reveal three clear clusters: coastal leisure and adventure hubs, wildlife-oriented inland provinces, and urban-commercial centres anchored by retail, dining and business activity.



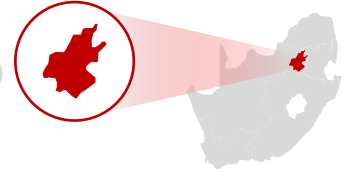
GAUTENG**4 465.6 THOUSAND****+17.4%** ▲

Reinforcing its position as South Africa's primary international gateway, the province recorded 4.5 million arrivals in 2025, marking a strong +17.4% year-on-year increase and a substantial +36.0% rise compared to 2019. Regional markets remained dominant, with Zimbabwe leading at 1.9 million visitors, contributing 42.8% of total arrivals, underpinned by exceptional long-term growth of +401.6% since 2019. Lesotho (7.7%) and Mozambique (6.4%) followed, although both continue to trail pre-pandemic levels, while Malawi (+29.2%) and Zambia (+4.1%) achieved solid multi-year gains. Growth from overseas markets also contributed to diversification, with the UK (3.4%), Germany (2.1%), and Australia (1.3%) all registering notable increases compared to 2024. Accounting for 42.5% of South Africa's total international arrivals, the province continues to anchor national tourism performance, supported by strong regional inflows and sustained recovery momentum across key source markets.



Gauteng International Tourist Arrivals by Top 10 Source Markets Q3 2025

Gauteng Top 10 Markets 2025	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
Zimbabwe	1 911 077	42.8%	401.6%	22.4%
Lesotho	343 101	7.7%	-21.6%	58.4%
Mozambique	287 557	6.4%	-52.8%	5.6%
Malawi	199 028	4.5%	29.2%	36.3%
eSwatini	181 790	4.1%	-9.2%	-9.4%
Botswana	179 101	4.0%	-36.3%	-3.0%
UK	150 822	3.4%	18.5%	12.2%
Zambia	133 113	3.0%	4.1%	16.3%
Germany	93 179	2.1%	10.4%	7.6%
Australia	59 622	1.3%	50.0%	19.0%
All Gauteng Arrivals	4 465 559	42.5%	36.0%	17.4%

GAUTENG**4 465.6 THOUSAND****+17.4%** ▲

VFR remains the defining motive in Gauteng at 50.9% in 2025, increasing by +2.4 percentage points year on year and +9.6 points above 2019. Holiday travel accounts for 13.7%, declining by -1.4 points versus 2024 and -9.5 points relative to 2019, confirming sustained softness in leisure demand. Business Traveller at 8.2% and MICE at 7.2% together contribute 15.4%, with moderate gains over the long term, while business shopping at 7.7% has contracted by -1.4 points year on year and -3.6 points since 2019. Medical at 1.6%, personal shopping at 3.2%, and religion at 1.8% remain small but broadly stable components. Accommodation patterns strongly mirror the purpose mix. Friends and family account for 80.7% of bed nights, rising by +22.1 percentage points year on year and +42.7 points compared with 2019. Hotels represent 9.0%, up +1.6 points versus 2024 and +3.1 points above 2019, while guest houses at 1.4% and self catering at 1.6% remain limited. Other formats including BnB, Airbnb and game lodges collectively contribute less than 2%, underscoring the limited role of formal lodging. From a macro perspective, the province captures 4.5 million of 10.5 million total arrivals, equating to a 42.5% share. It generates ZAR 47.0 billion of ZAR 102.2 billion in total direct foreign spend, translating to a 45.9% spend share and a spend to arrivals ratio index of 108.0%. This confirms that despite the dominance of VFR, Gauteng continues to over index on value relative to volume.

Share of Gauteng Tourist Arrivals by Main Purpose 2025

Gauteng	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	50.9%	13.7%	8.2%	7.7%	7.2%	3.2%	1.6%	1.8%
Percentage Point Change 24-25	2.4	-1.4	0.7	-1.4	0.6	0.2	0.2	0.7
Percentage Point Change 19-25	9.6	-9.5	2.5	-3.6	1.9	0.1	0.6	0.2

% of Bed Nights by Accommodation Type in Gauteng 2025

Gauteng	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	80.7%	9.0%	1.4%	1.6%	0.6%	0.4%	0.3%	0.1%	0.0%	6.0%
Percentage Point Change 24-25	22.1	1.6	0.0	0.1	0.1	0.1	0.0	-0.1	0.0	-0.4
Percentage Point Change 19-25	42.7	3.1	-0.5	-1.0	0.3	0.1	0.0	-1.1	-0.2	0.1

Gauteng Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
Gauteng Total	4.5	47.0	
Share	42.5%	45.9%	108.0%

GAUTENG



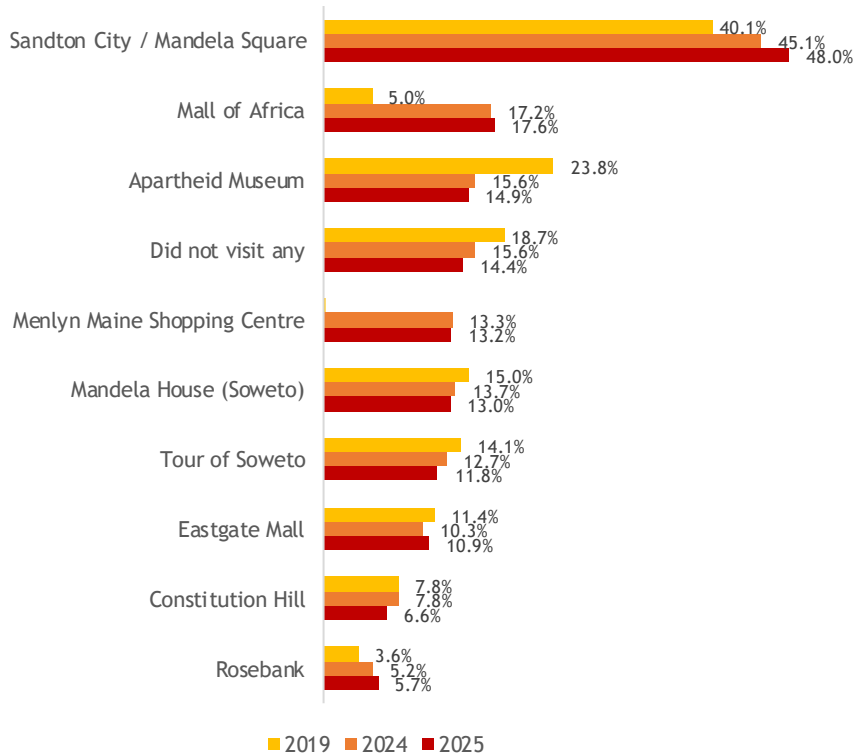
4 465.6 THOUSAND

+17.4% ▲



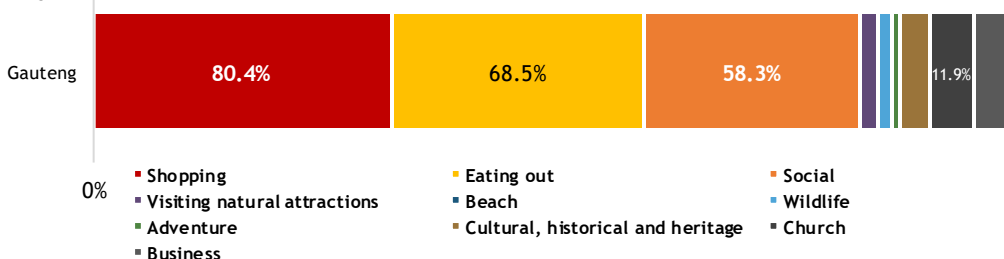
Gauteng’s position as a leading retail and lifestyle destination strengthened further in 2025, with Sandton City / Mandela Square rising to 48.0% of international visitors, up from 45.1% in 2024 and 40.1% in 2019. Mall of Africa remained the second most visited retail node at 17.6%, while Menlyn Maine held at 13.2% and Eastgate Mall increased slightly to 10.9%, confirming the concentration of visitor activity within major commercial precincts. These visitation patterns align closely with dominant activity participation in the province, where shopping accounts for 80.4%, eating out 68.5% and social activity 58.3%. Cultural and heritage attractions continue to anchor Gauteng’s experiential offering. The Apartheid Museum recorded 14.9%, Mandela House 13.0%, and the Tour of Soweto 11.8%, sustaining consistent engagement despite marginal declines from earlier years. Constitution Hill registered 6.6%, reinforcing the province’s historical footprint alongside its commercial appeal. The data confirms Gauteng’s dual identity as both an urban retail powerhouse and a heritage gateway. Retail-led attractions show upward momentum, while legacy cultural sites retain stable international relevance, together reinforcing the province’s positioning as South Africa’s primary metropolitan entry and lifestyle hub.

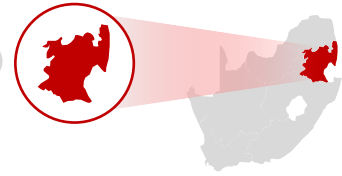
Gauteng International Tourist Top 10 Attractions 2019 - 2025



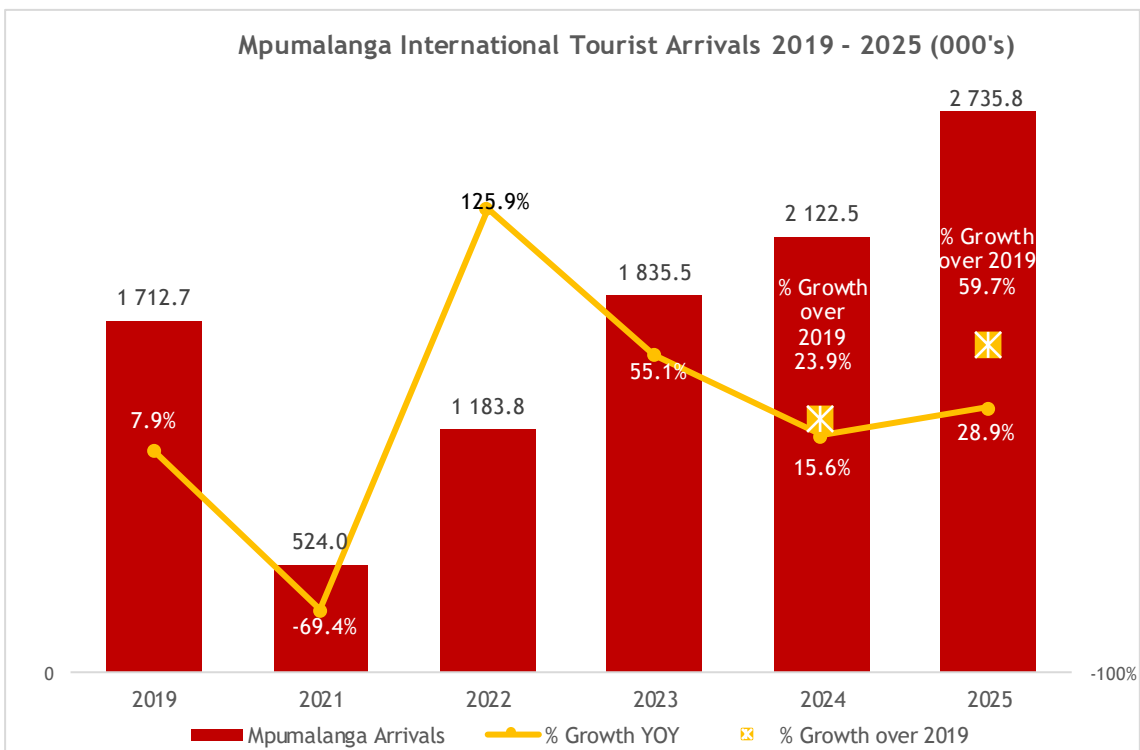
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Top 10 Activities by International Tourists by Province 2025



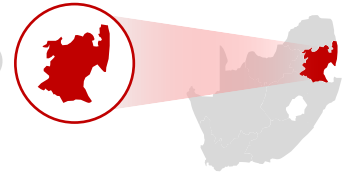


International arrivals surged to 2.7 million in 2025, marking a strong +28.9% year-on-year increase and an exceptional +59.7% rise compared to 2019. The province’s performance remains overwhelmingly driven by Mozambique (66.0%) and eSwatini (16.8%), which together form the backbone of regional cross-border flows. Long-haul markets added depth, led by Germany (1.9%), the UK (1.3%), and France (1.2%). However, recovery remains uneven: Zimbabwe recorded robust long-term growth of +108.5% since 2019, while several European markets continue to lag pre-pandemic levels. Notable year-on-year gains were recorded from Lesotho (+84.2%), Brazil (+29.3%), and Australia (+23.6%). Overall, the province accounted for 26.1% of South Africa’s total international arrivals, reinforcing its position as a high-volume, regionally driven destination supported by sustained cross-border demand.



Mpumalanga International Tourist Arrivals by Top 10 Source Markets Q3 2025

Mpumalanga Top 10 Markets	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
Mozambique	1 804 999	66.0%	141.6%	35.8%
eSwatini	460 902	16.8%	7.6%	25.5%
Zimbabwe	59 740	2.2%	108.5%	15.2%
Germany	53 234	1.9%	-17.4%	0.5%
UK	36 057	1.3%	-24.5%	6.8%
France	31 563	1.2%	-26.5%	0.4%
The Netherlands	25 048	0.9%	-26.4%	-1.7%
Australia	22 320	0.8%	3.8%	23.6%
Brazil	16 290	0.6%	-4.6%	29.3%
Lesotho	15 462	0.6%	-63.2%	84.2%
All Mpumalanga Arrivals	2 735 790	26.1%	59.7%	28.9%

MPUMALANGA**2 735.8 THOUSAND****+28.9%** ▲

Travel to Mpumalanga in 2025 remains overwhelmingly VFR-led at 65.4%, rising by +1.0 percentage point year on year and +1.4 points above 2019. Holiday travel contributes 21.8%, declining by -0.5 points versus 2024 and -6.6 points relative to 2019, indicating a structurally smaller leisure share. Personal shopping at 7.0% stands out as the third-largest motive, up +4.8 points since 2019 despite a -0.6 point year-on-year moderation. Business Traveller at 0.7%, Business Shopping at 2.3%, and MICE at 0.5% remain marginal components of the provincial mix. Accommodation behaviour closely aligns with this VFR dominance. Friends and family account for 90.8% of bed nights, increasing by +30.3 percentage points year on year and +45.3 points above 2019. Formal lodging plays a limited role, with hotels at 1.5% and guest houses at 0.8%, while game lodges at 4.5% reflect the province's safari offering but remain secondary in overall volume terms. In aggregate terms, the province receives 2.7 million of 10.5 million total arrivals, equating to a 26.1% share. It generates ZAR 8.5 billion of ZAR 102.2 billion in direct foreign spend, representing an 8.4% spend share and a spend to arrivals ratio index of 32.0%. This confirms a significant volume contribution but a structurally low value yield relative to its share of arrivals.

Share of Mpumalanga Tourist Arrivals by Main Purpose 2025

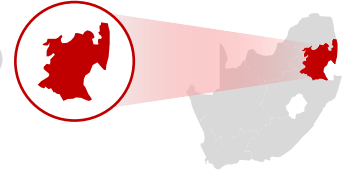
Mpumalanga	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	65.4%	21.8%	0.7%	2.3%	0.5%	7.0%	0.9%	0.3%
Percentage Point Change 24-25	1.0	-0.5	0.2	-0.4	-0.2	-0.6	-0.1	0.3
Percentage Point Change 19-25	1.4	-6.6	0.1	1.0	-0.7	4.8	0.4	-0.3

No of Bed Nights by Accommodation Type in Mpumalanga 2025

Mpumalanga	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	90.8%	1.5%	0.8%	0.3%	0.3%	0.0%	4.5%	0.3%	0.5%	1.0%
Percentage Point Change 24-25	30.3	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Percentage Point Change 19-25	45.3	0.2	-0.2	-0.4	0.1	0.0	0.1	0.1	-0.3	-0.7

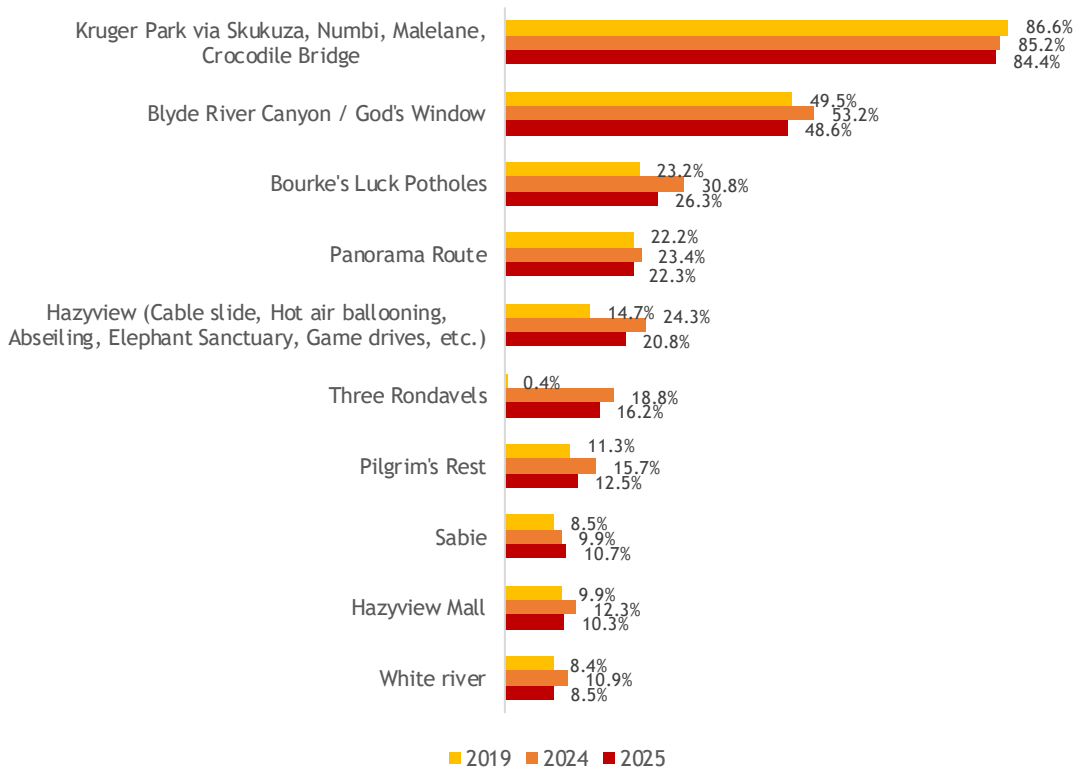
Mpumalanga Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
Mpumalanga Total	2.7	8.5	
Share	26.1%	8.4%	32.0%



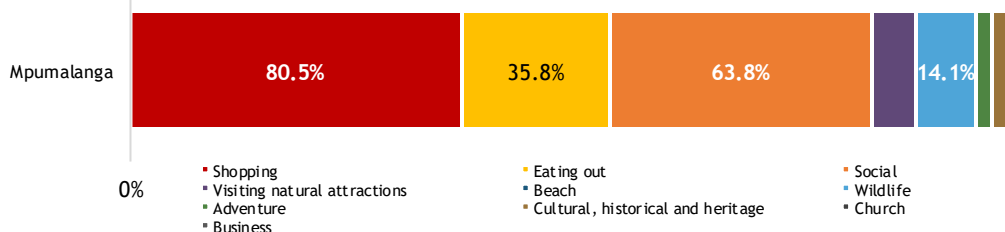
For Mpumalanga, visitor concentration remains strongly anchored in its flagship nature assets. Kruger National Park continues to dominate at 84.4% of international visitors in 2025, only marginally below 85.2% in 2024. Blyde River Canyon and God’s Window attract 48.6%, while Bourke’s Luck Potholes at 26.3% and the Panorama Route at 22.3% reinforce the province’s scenic touring circuit. Secondary nodes provide complementary depth. Hazyview, including adventure offerings such as hot-air ballooning and game drives, draws 20.8% of visitors, while the Three Rondavels record 16.2%. Pilgrim’s Rest at 12.5%, Sabie at 10.7%, Hazyview Mall at 10.3% and White River at 8.5% reflect a blend of heritage stops, retail touchpoints and gateway towns supporting the broader ecosystem. Activity participation mirrors this hybrid structure. Shopping leads at 80.5%, followed by social activity at 63.8% and eating out at 35.8%. Wildlife engagement at 14.1% and visits to natural attractions at 10.7% remain integral to the visitor experience. The province therefore balances high-impact safari tourism with retail and social spillovers, sustaining both experiential intensity and commercial circulation.

Mpumalanga International Tourist Top 10 Attractions 2019 - 2025



Top 10 Activities by International Tourists by Province 2025

Multiple responses possible. Sum over 100%.



WESTERN CAPE

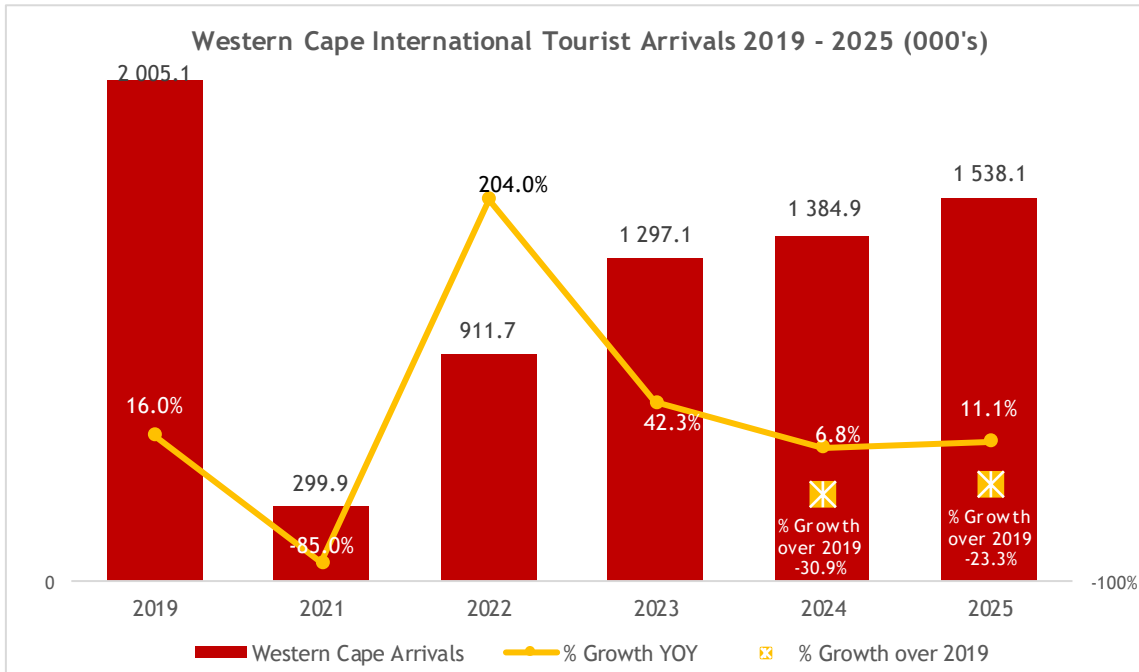


1 538.1 THOUSAND

+11.1% ▲



Momentum strengthened in the Western Cape during 2025, with arrivals reaching 1.5 million, reflecting an +11.1% year-on-year increase, although volumes remain -23.3% below 2019 levels. The province’s top 10 markets accounted for 73.0% of total arrivals, underpinned largely by long-haul demand. The UK (14.3%) and Germany (10.9%) remained the dominant overseas contributors, while Zimbabwe (7.1%) continued to represent the largest African source market. Encouraging year-on-year gains were recorded from Australia (+21.1%), Lesotho (+30.4%), and Brazil (+25.3%), helping to offset longer-term declines from several traditional European markets since 2019. Despite positive annual growth, key markets such as the UK and Germany remain below pre-pandemic levels. Economically, the Western Cape sustained its strong long-haul profile, supported by higher-spend leisure travellers and diversified source markets. Accounting for 14.7% of South Africa’s total international arrivals, the province continues to anchor the country’s leisure, culture, and nature-based tourism offering.



Western Cape International Tourist Arrivals by Top 10 Source Markets 2025

Western Cape Top 10 Markets 2025	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
UK	219 721	14.3%	-27.1%	15.7%
Germany	167 991	10.9%	-27.7%	15.6%
Zimbabwe	109 442	7.1%	118.3%	-2.3%
Namibia	93 695	6.1%	-3.4%	4.2%
The Netherlands	73 769	4.8%	-18.4%	7.4%
France	71 196	4.6%	-34.4%	2.1%
Australia	54 136	3.5%	-19.9%	21.1%
Lesotho	52 511	3.4%	58.6%	30.4%
Brazil	36 852	2.4%	1.4%	25.3%
Italy	32 258	2.1%	-31.0%	2.1%
All Western Cape Arrivals	1 538 142	14.7%	-23.3%	11.1%

WESTERN CAPE



1 538.1 THOUSAND

+11.1% ▲



Holiday travel defines the province's 2025 profile at 53.2%, increasing by +1.7 percentage points year on year but remaining -6.5 points below 2019. VFR accounts for 27.1%, up +1.3 points versus 2024 and +10.4 points above 2019, signalling a structurally higher friends and relatives component than pre-pandemic. MICE contributes 7.6% despite a -2.0 point year-on-year decline and -2.9 points relative to 2019, while Business Traveller stands at 5.8% with a +2.4 point gain over the long term. Other segments, including business shopping at 0.5%, medical at 0.6%, personal shopping at 0.1% and religion at 0.7%, remain marginal. Accommodation reflects a diversified and formalised lodging base. Friends and family account for 36.4% of bed nights, rising by +2.2 points year on year and +0.9 points above 2019. Hotels represent 26.4%, increasing by +5.1 points versus 2024 but still -13.3 points below 2019, while self catering at 11.7% has grown by +2.0 points year on year despite being -5.9 points lower than 2019. Short-term rentals and BnB collectively exceed 6%, reinforcing the province's multi-format accommodation mix. At scale, the province captures 1.5 million of 10.5 million arrivals, equivalent to a 14.7% share. It generates ZAR 25.9 billion of ZAR 107.2 billion in direct foreign spend, translating to a 25.4% spend share and a spend to arrivals ratio index of 173.2%. This confirms a strong value premium, with the province materially outperforming its volume share in spend contribution.

Share of Western Cape Tourist Arrivals by Main Purpose 2025

Western Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	27.1%	53.2%	5.8%	0.5%	7.6%	0.1%	0.6%	0.7%
Percentage Point Change 24-25	1.3	1.7	0.0	-0.3	-2.0	0.0	-0.2	-0.1
Percentage Point Change 19-25	10.4	-6.5	2.4	-1.2	-2.9	0.3	0.2	0.3

Share of Accommodation Types in Western Cape 2025

Western Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	36.4%	26.4%	9.0%	11.7%	3.7%	2.7%	0.7%	1.2%	0.3%	7.4%
Percentage Point Change 24-25	2.2	5.1	-0.5	2.0	0.0	0.3	-0.2	0.1	0.2	-1.3
Percentage Point Change 19-25	0.9	-13.3	-0.7	-5.9	-0.4	-8.4	-0.6	-5.1	-0.6	-0.4

Western Cape Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
Western Cape Total	1.5	25.9	
Share	14.7%	25.4%	173.2%

Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023

WESTERN CAPE



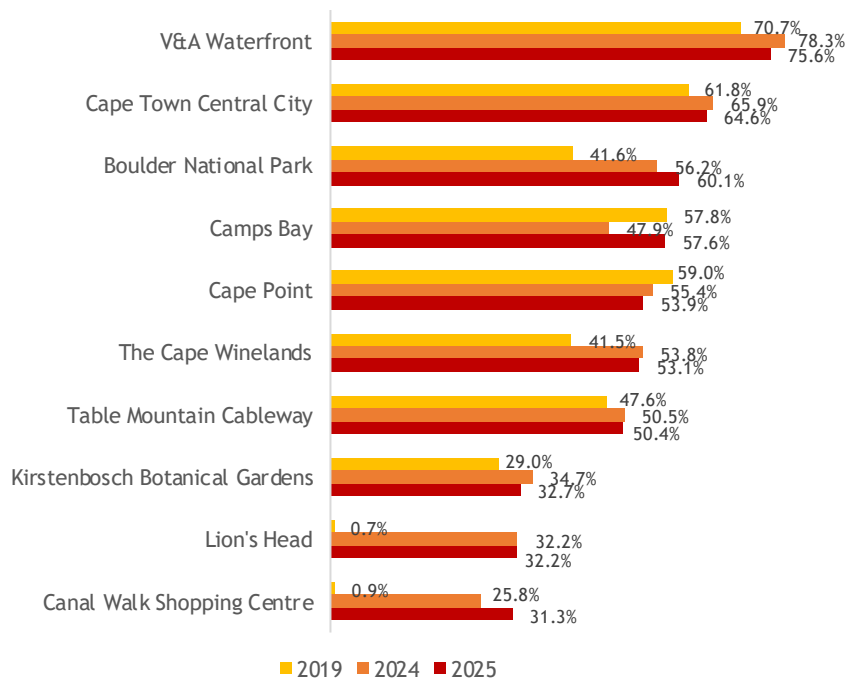
1 538.1 THOUSAND

+11.1% ▲



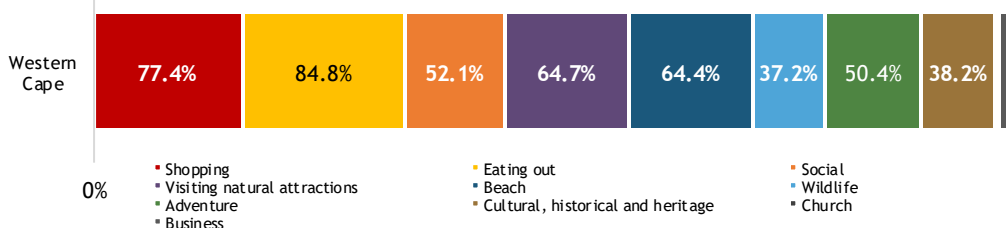
A strong blend of urban energy and iconic landscapes continues to underpin international visitation to the Western Cape in 2025. The V&A Waterfront leads at 75.6%, followed by Cape Town Central City at 64.6%. Boulder National Park has strengthened to 60.1%, while Camps Bay at 57.6% and Cape Point at 53.9% reinforce the province’s coastal pull. The Cape Winelands at 53.1% and the Table Mountain Cableway at 50.4% further demonstrate the depth of scenic and experiential engagement across the destination. Secondary yet high-impact attractions show sustained traction. Kirstenbosch Botanical Gardens draws 32.7%, Lion’s Head 32.2%, and Canal Walk Shopping Centre 31.3%, reflecting a balance between outdoor activity and retail integration. The distribution of visitation indicates that travellers are dispersing across multiple nodes rather than concentrating in a single precinct. Participation patterns align closely with this diversified footprint. Eating out leads at 84.8%, shopping follows at 77.4%, and social activity registers 52.1%. Nature-focused experiences remain central, with visiting natural attractions and beach participation both at 64.4%, wildlife at 37.2%, and adventure at 50.4%. The provincial profile therefore reflects a highly integrated tourism economy where culinary, retail, coastal and mountain experiences operate in tandem rather than in isolation.

Western Cape International Tourist Top 10 Attractions 2019 - 2025



Multiple responses possible. Sum over 100%.

Top 10 Activities by International Tourists by Province 2025



Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023

FREE STATE

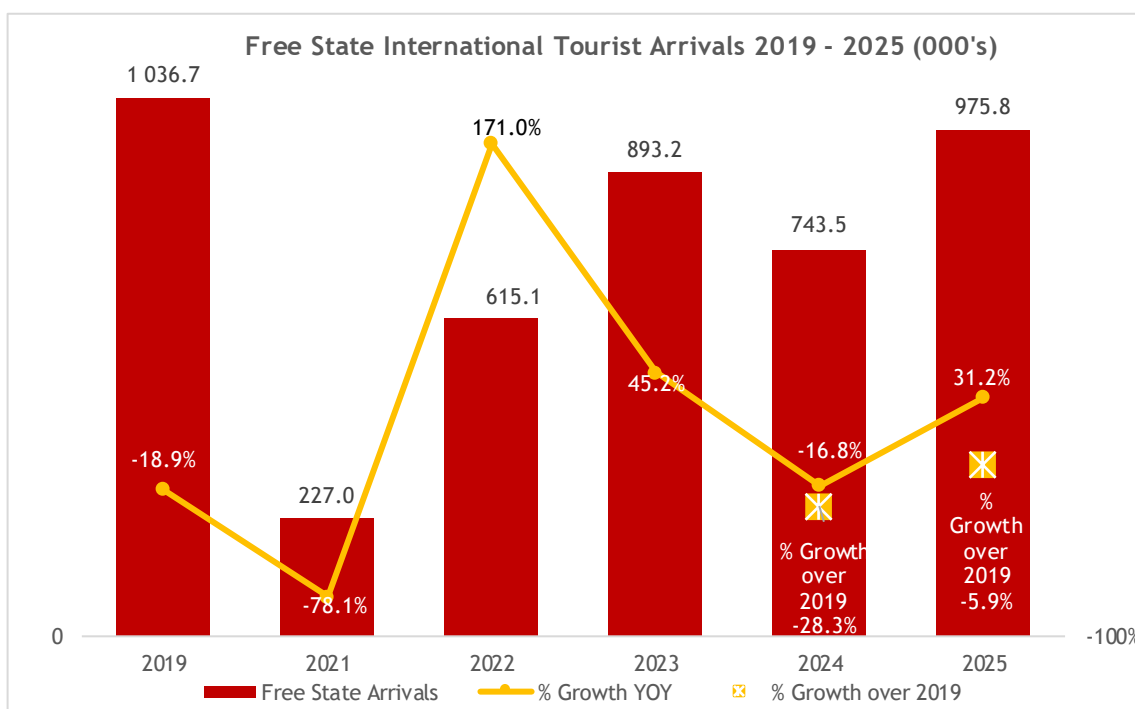


975.8 THOUSAND

+31.2% ▲



In the Free State, arrivals reached 975.8 thousand in 2025, reflecting a strong +31.2% year-on-year increase, though still -5.9% below 2019 levels. The province remains overwhelmingly driven by Lesotho (90.9% share), underscoring the dominance of regional and cross-border travel flows. Secondary markets are comparatively small, led by Zimbabwe (2.7%), which recorded exceptional long-term growth of +424.2% since 2019, while Botswana (1.2%) declined. Strong annual gains were recorded from eSwatini (+215.2%), Australia (+83.1%), and Mozambique (+65.5%), signalling modest diversification at the margins. Purpose of travel remains heavily skewed toward VFR (82.5%), supported by 84.9% of bed nights spent with friends and family, reinforcing the province’s socially anchored tourism profile. Although the Free State accounts for 9.3% of national arrivals, it generates just 2.0% of total foreign spend (ZAR 2.0 billion), highlighting its continued reliance on lower-spend, regionally concentrated travel.



Free State International Tourist Arrivals by Top 10 Source Markets 2025

Free State Top 10 Markets 2025	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
Lesotho	886 916	90.9%	-6.5%	35.2%
Zimbabwe	26 135	2.7%	424.2%	8.7%
Botswana	12 099	1.2%	-48.1%	-39.7%
UK	6 375	0.7%	14.8%	14.0%
Mozambique	3 944	0.4%	141.9%	65.5%
Germany	3 881	0.4%	-50.1%	29.0%
Australia	3 727	0.4%	76.6%	83.1%
eSwatini	3 310	0.3%	37.2%	215.2%
Namibia	2 786	0.3%	-36.5%	2.3%
The Netherlands	1 542	0.2%	-59.1%	-44.0%
All Free State Arrivals	975 841	9.3%	-5.9%	31.2%

FREE STATE



975.8 THOUSAND

+31.2%



International travel to the Free State remains overwhelmingly socially driven. VFR accounts for 82.5% in 2025, increasing by +5.0 percentage points year on year and +10.4 points above 2019. Holiday at 2.3%, Business Traveller at 2.1%, and Business Shopping at 2.6% remain marginal segments, while MICE at 0.6%, personal shopping at 0.8%, medical at 1.2% and religion at 1.5% contribute only limited shares. Accommodation behaviour directly reflects this purpose mix. Friends and family represent 84.9% of bed nights, rising by +36.0 percentage points versus 2024 and +14.6 points above 2019. Hotels account for just 0.5%, guest houses 0.9%, and self catering 2.8%, while BnB, game lodges and camping each remain below 1%. The formal commercial base therefore plays a minimal role in the overall lodging structure. From a scale perspective, the province attracts 1.0 million of 10.5 million total arrivals, equating to a 9.3% share. It generates ZAR 2.0 billion of ZAR 107.2 billion in direct foreign spend, representing a 2.0% spend share and a spend to arrivals ratio index of 21.4%. This confirms a structurally low value yield relative to volume, consistent with its strong VFR orientation.

Share of Free State Tourist Arrivals by Main Purpose 2025

Free State	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	82.5%	2.3%	2.1%	2.6%	0.6%	0.8%	1.2%	1.5%
Percentage Point Change 24-25	5.0	0.4	-1.2	-1.1	0.3	-0.2	-0.1	0.9
Percentage Point Change 19-25	10.4	0.9	0.4	0.5	0.1	6.9	0.5	0.4

Share of Accommodation Types in Free State 2025

Free State	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	84.9%	0.5%	0.9%	2.8%	0.2%	0.0%	0.2%	1.9%	0.1%	8.4%
Percentage Point Change 24-25	36.0	0.2	0.1	0.9	0.1	0.0	-0.1	-1.3	0.1	-5.5
Percentage Point Change 19-25	14.6	0.0	0.0	1.8	-0.2	-0.1	0.0	1.5	0.1	0.5

Free State Value Index 2025

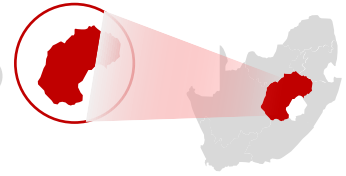
	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
Free State Total	1.0	2.0	
Share	9.3%	2.0%	21.4%

FREE STATE



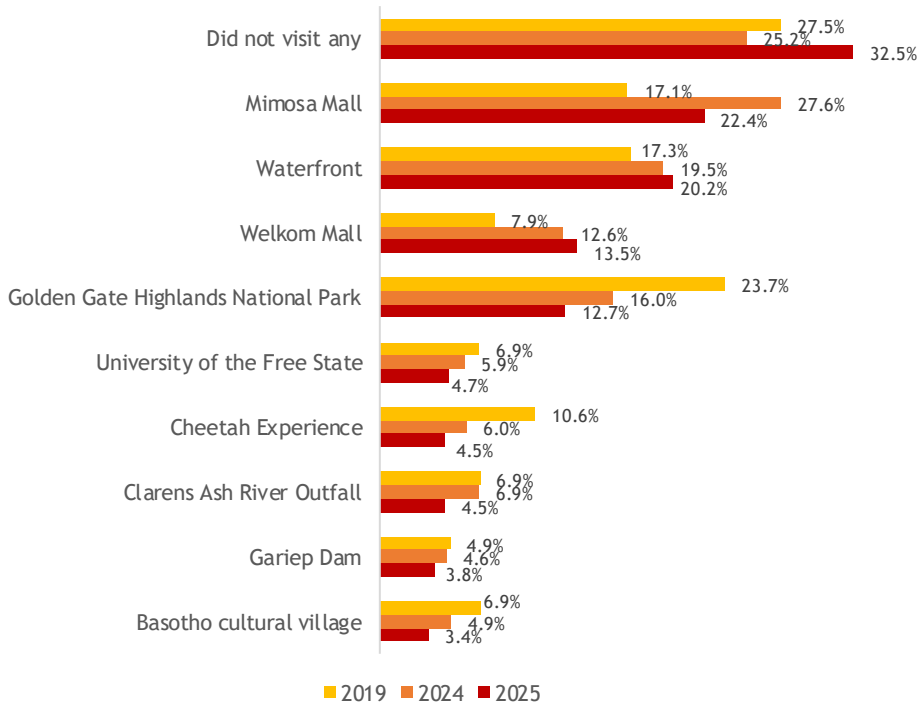
975.8 THOUSAND

+31.2% ▲

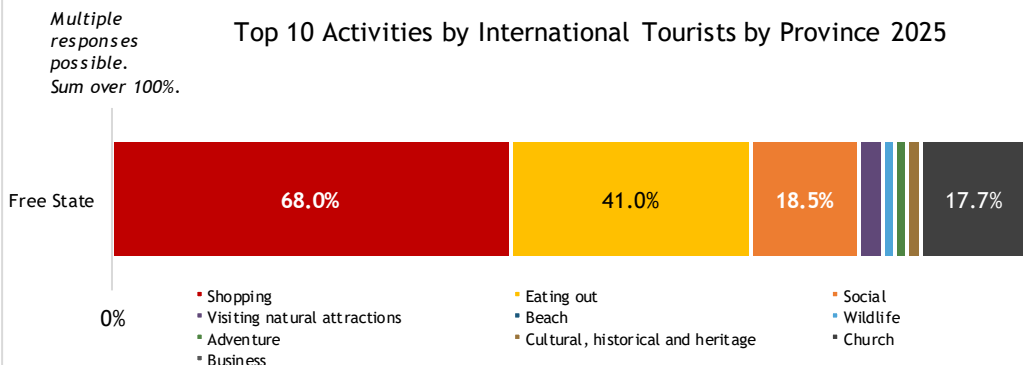


Activity participation in the Free State during 2025 continues to reflect a strong retail and VFR orientation. Shopping leads at 68.0%, followed by eating out at 41.0% and social activity at 18.5%, reinforcing the community-based and family-linked character of visits. A notable 32.5% of visitors did not engage with a formal attraction, underscoring the informal nature of many trips. Retail nodes remain the primary structured draw. Mimosa Mall records 22.4%, the Waterfront 20.2%, and Welkom Mall 13.5%, confirming the centrality of commercial hubs in visitor movement. In contrast, traditional tourism anchors show softer engagement, with Golden Gate Highlands National Park at 12.7% and declining from earlier peaks. Nature and niche attractions contribute selectively rather than at scale. The Cheetah Experience at 4.5%, Gariep Dam at 3.8%, and Basotho Cultural Village at 3.4% indicate modest experiential demand, while church participation at 17.7% signals a distinct religious component within the travel mix. Overall, the provincial profile is characterised by retail concentration, limited leisure dispersion and a structurally strong VFR-driven base.

Free State International Tourist Top 10 Attractions 2019 - 2025



Top 10 Activities by International Tourists by Province 2025



KWAZULU-NATAL



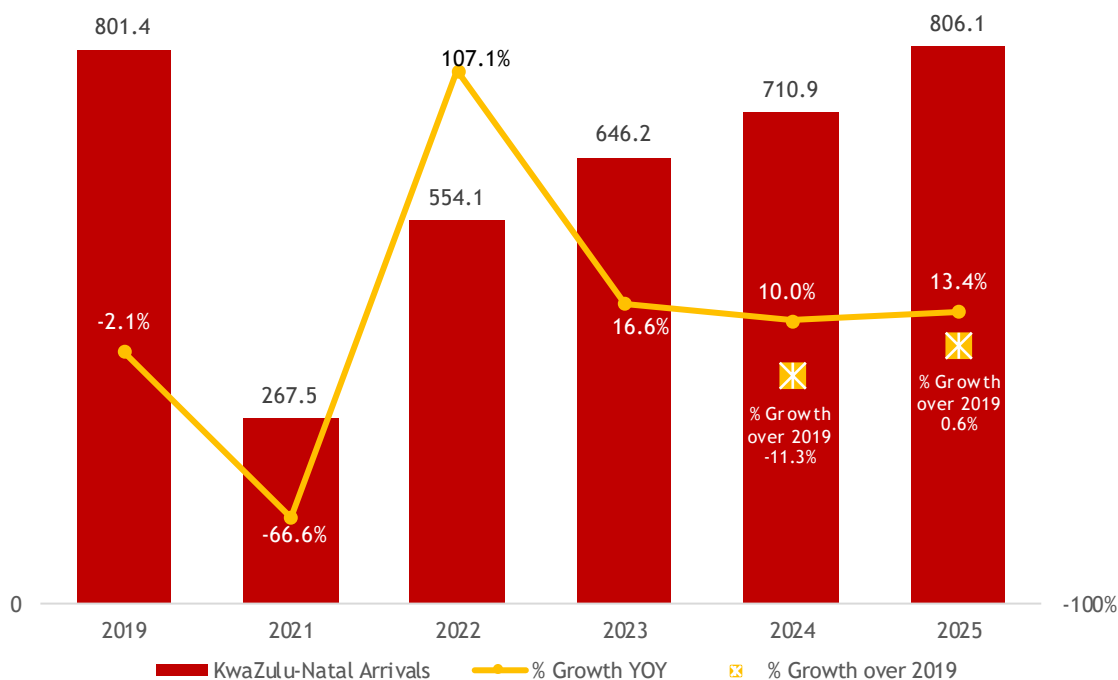
806.1 THOUSAND

+13.4% ▲



International tourism to KwaZulu-Natal reached 806.1 thousand visitors in 2025, marking a solid +13.4% year-on-year increase and positioning the province +0.6% above 2019 levels, signalling a full recovery to pre-pandemic volumes. Regional markets continue to anchor performance, with eSwatini (39.0%) and Zimbabwe (15.7%) accounting for the majority of inbound travel. Zimbabwe recorded exceptional long-term growth of +324.4% since 2019, supported by a strong +30.9% annual increase, while eSwatini maintained steady year-on-year growth of +10.0%. Among overseas markets, the UK (4.6%) and Germany (3.5%) remain below pre-pandemic levels despite moderate gains. Further momentum came from Lesotho (+82.0% YoY) and Botswana (+101.2% YoY), contributing to gradual diversification beyond core regional flows. Overall, KwaZulu-Natal accounted for 7.7% of South Africa's total international arrivals, reinforcing its role as a competitive coastal destination underpinned by strong cross-border mobility.

KwaZulu-Natal International Tourist Arrivals 2019 - 2025 (000's)



KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets 2025

KwaZulu Natal Top 10 Markets 2025	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
eSwatini	314 178	39.0%	-1.0%	10.0%
Zimbabwe	126 483	15.7%	324.4%	30.9%
Lesotho	49 093	6.1%	19.7%	82.0%
UK	37 123	4.6%	-11.1%	3.7%
Germany	27 872	3.5%	-36.7%	17.5%
Zambia	26 261	3.3%	63.7%	-15.0%
Botswana	20 801	2.6%	-62.7%	101.2%
France	15 549	1.9%	-40.8%	1.3%
Australia	15 202	1.9%	-3.4%	9.4%
The Netherlands	12 631	1.6%	-53.4%	-17.3%
All KwaZulu-Natal Arrivals	806 127	7.7%	0.6%	13.4%



Travel motivations in KwaZulu-Natal remained strongly socially driven in 2025, with VFR leading at 49.8%, reflecting a modest +0.3 percentage point increase year-on-year and a significant +6.3 point rise above 2019. Holiday travel accounted for 21.4%, continuing its long-term decline at -10.9 points compared to 2019, despite relative short-term stability. Business segments showed mixed dynamics, with Business Travellers (7.3%) increasing year-on-year (+2.7pp), while Business Shopping (10.6%) declined (-4.1pp), though remaining above 2019 levels. Accommodation patterns mirrored these behavioural trends, with 72.1% of bed nights spent with friends and family, up sharply year-on-year (+17.9pp) and +20.3 points above 2019, reinforcing the province’s reliance on informal lodging. Formal accommodation remained secondary, led by Hotels (9.6%) and Guest Houses (2.1%), while Self-catering (2.0%), BnBs (1.8%), and Game Lodges (2.4%) contributed modest shares. Although hotel use improved slightly, the dominance of family-based stays underscores KwaZulu-Natal’s continued dependence on socially anchored travel patterns. With 0.8 million arrivals generating ZAR 5.6 billion in foreign spend, the province accounts for 7.7% of national arrivals but 5.4% of total foreign spend, reflecting a balanced but VFR-driven tourism profile.

Share of KwaZulu-Natal Tourist Arrivals by Main Purpose 2025

KwaZulu-Natal	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	49.8%	21.4%	7.3%	10.6%	3.3%	0.8%	0.5%	1.4%
Percentage Point Change 24-25	0.3	-0.2	2.7	-4.3	-0.2	0.7	-0.1	2.1
Percentage Point Change 19-25	6.3	-10.9	6.4	2.1	-1.1	-1.1	0.0	1.7

Share of Accommodation Types in KwaZulu-Natal 2025

KwaZulu-Natal	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	72.1%	9.6%	2.1%	2.0%	1.8%	0.8%	2.4%	1.2%	0.4%	7.5%
Percentage Point Change 24-25	17.9	1.3	-0.7	-0.4	0.3	-0.2	-0.6	0.3	-0.1	-1.8
Percentage Point Change 19-25	20.3	-0.5	-3.1	-1.0	0.1	-0.4	-0.9	-0.9	-1.0	-1.5

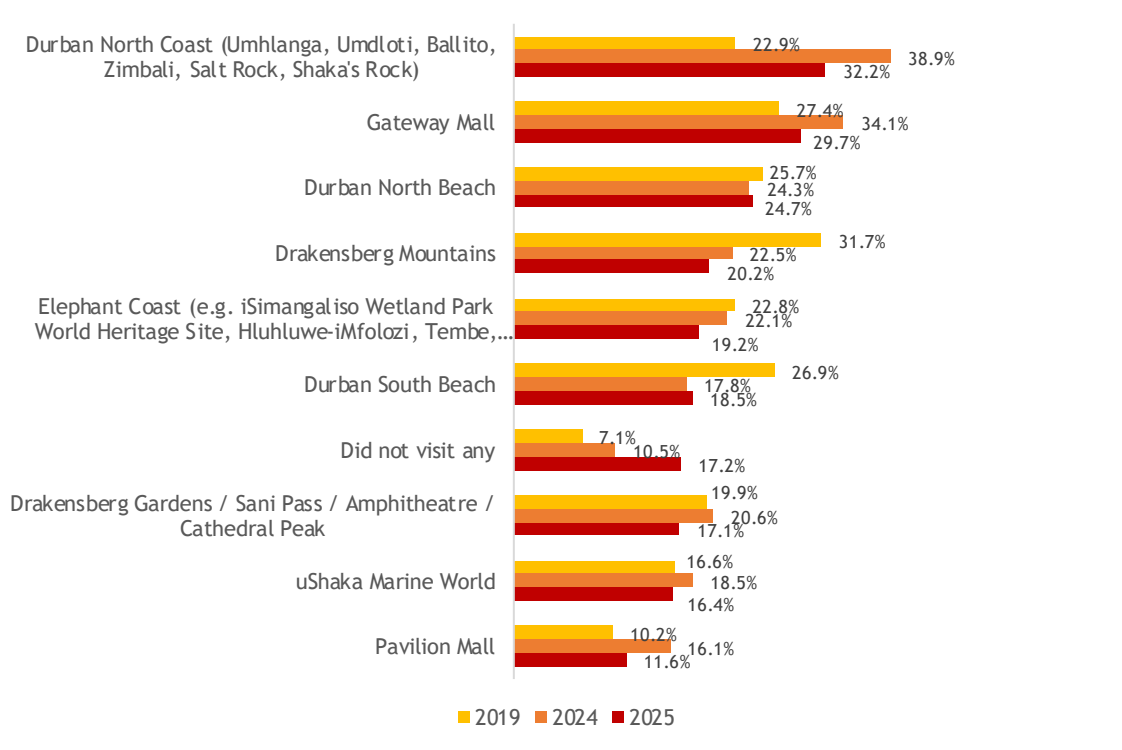
KwaZulu-Natal Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
KwaZulu-Natal Total	0.8	5.6	
Share	7.7%	5.4%	70.7%



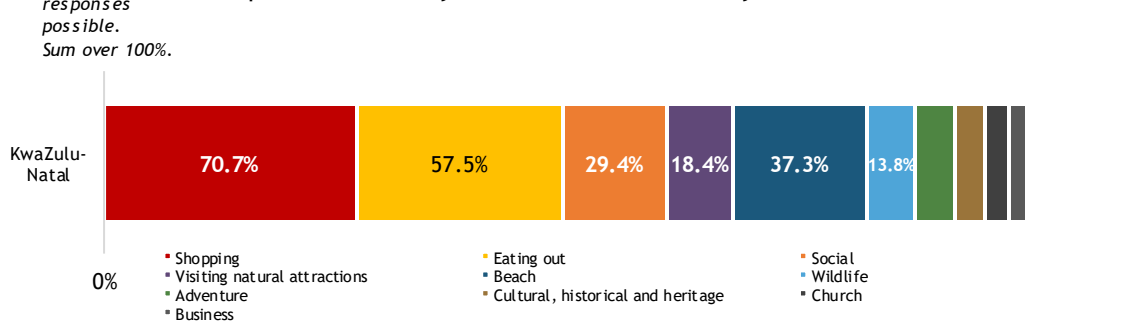
KwaZulu-Natal’s 2025 visitor profile reflects a continued balance between coastal leisure and retail activity. The Durban North Coast leads at 32.2%, followed closely by Gateway Mall at 29.7%, reinforcing the province’s combined seaside and commercial appeal. Durban North Beach at 24.7% and Durban South Beach at 18.5% confirm sustained coastal traction, while inland scenic areas such as the Drakensberg Mountains at 20.2% and the Elephant Coast at 19.2% continue to attract meaningful, though moderated, interest. Engagement is not confined to marquee nodes. uShaka Marine World registers 16.4%, Drakensberg Gardens and Sani Pass 17.1%, and Pavilion Mall 11.6%, reflecting a diversified spread across retail, marine and mountain experiences. A rising 17.2% of visitors did not engage with a listed attraction, suggesting a growing share of informal or VFR-linked stays. Activity participation mirrors this mixed structure. Shopping dominates at 70.7%, followed by eating out at 57.5% and social activity at 29.4%. Beach participation stands at 37.3%, wildlife at 13.8%, and visits to natural attractions at 18.4%, underscoring the province’s dual positioning as both a coastal leisure hub and a gateway to mountain and conservation landscapes.

Kwazulu-Natal International Tourist Top 10 Attractions 2019 - 2025



Multiple responses possible. Sum over 100%.

Top 10 Activities by International Tourists by Province 2025



LIMPOPO



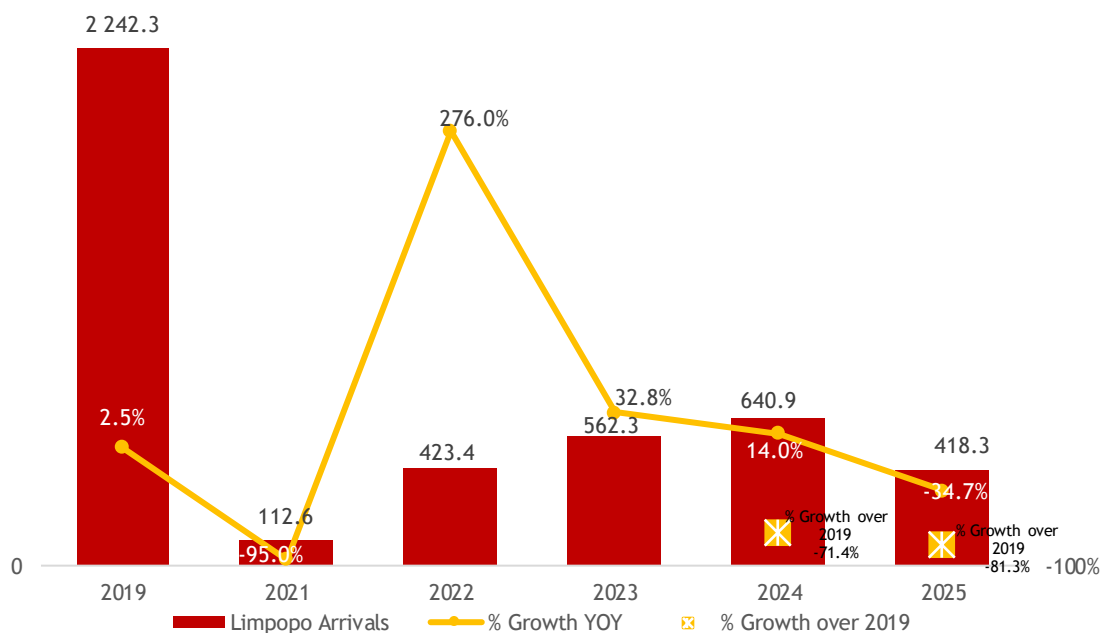
418.3 THOUSAND

-34.7%



Performance in Limpopo weakened notably in 2025, with arrivals falling to 418.3 thousand, reflecting a sharp -34.7% year-on-year decline and remaining -81.3% below 2019 levels. The province continues to rely heavily on Zimbabwe (27.5%) and Botswana (19.0%), although both markets remain significantly suppressed compared to pre-pandemic volumes. Zimbabwe recorded a steep -69.8% annual decline and remains -93.9% below 2019, while Botswana posted modest year-on-year growth (+10.1%) despite being -51.5% below 2019 levels. In contrast, several long-haul markets showed resilience, with the UK (+44.6% YoY; +32.0% vs 2019), Germany (+4.8% YoY; +18.5% vs 2019), and the Netherlands (+20.1% YoY; +27.6% vs 2019) recording solid gains. Additional growth from eSwatini (+68.2% YoY) and Brazil (+25.9% YoY) contributed to some diversification of the visitor mix. Despite subdued overall volumes, Limpopo continues to derive tourism value from nature-based travel and cross-border movements, supported by niche long-haul recovery.

Limpopo International Tourist Arrivals 2019 - 2025 (000's)



Limpopo International Tourist Arrivals by Top 10 Source Markets 2025

Limpopo Top 10 Markets	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
Zimbabwe	115 097	27.5%	-93.9%	-69.8%
Botswana	79 677	19.0%	-51.5%	10.1%
UK	24 575	5.9%	32.0%	44.6%
Germany	21 553	5.2%	18.5%	4.8%
The Netherlands	13 487	3.2%	27.6%	20.1%
Mozambique	10 382	2.5%	-27.1%	-33.9%
France	9 792	2.3%	4.1%	3.7%
eSwatini	8 964	2.1%	109.7%	68.2%
Australia	7 882	1.9%	15.0%	11.8%
Brazil	5 955	1.4%	63.6%	25.9%
All Limpopo Arrivals	418 271	4.0%	-81.3%	-34.7%

LIMPOPO



418.3 THOUSAND

-34.7%



A shifting mix of travel motivations characterises Limpopo’s 2025 profile, with VFR leading at 36.5% (+7.9pp YoY; +23.5pp vs 2019). Holiday travel accounts for 19.0% (+16.4pp YoY), while Business Shopping (17.2%) declined sharply (-12.1pp YoY) and Personal Shopping (26.6%) remains significant despite a steep long-term contraction. Accommodation patterns highlight Limpopo’s dual nature and social base. Friends and family stays represent 53.9% of bed nights (down -7.6pp YoY), while game lodges capture a strong 23.4% (+4.4pp YoY), reinforcing the province’s safari appeal. Hotels (5.4%), self-catering (3.0%) and guest houses (2.7%) remain modest contributors. With 0.4 million arrivals generating ZAR 5.0 billion in foreign spend, Limpopo accounts for 4.0% of national arrivals but 4.9% of total spend, indicating a comparatively high spend-to-arrival ratio supported by nature-based tourism.

Share of Limpopo Tourist Arrivals by Main Purpose 2025

Limpopo	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	36.5%	19.0%	2.4%	17.2%	0.9%	26.6%	0.5%	1.6%
Percentage Point Change 24-25	7.9	16.4	0.7	-12.1	0.6	-12.9	-0.1	3.1
Percentage Point Change 19-25	23.5	26.0	2.6	-10.9	0.7	-41.9	0.2	2.2

Share of Accommodation Types in Limpopo 2025

Limpopo	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	53.9%	5.4%	2.7%	3.0%	0.8%	0.1%	23.4%	1.2%	3.5%	6.0%
Percentage Point Change 24-25	-7.6	2.7	-0.1	1.2	0.0	0.0	4.4	-0.2	1.8	-4.6
Percentage Point Change 19-25	-58.6	1.9	-4.5	-1.7	0.2	-0.2	5.8	-0.3	-0.1	-13.5

Limpopo Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
Limpopo Total	0.4	5.0	
Share	4.0%	4.9%	123.1%

LIMPOPO



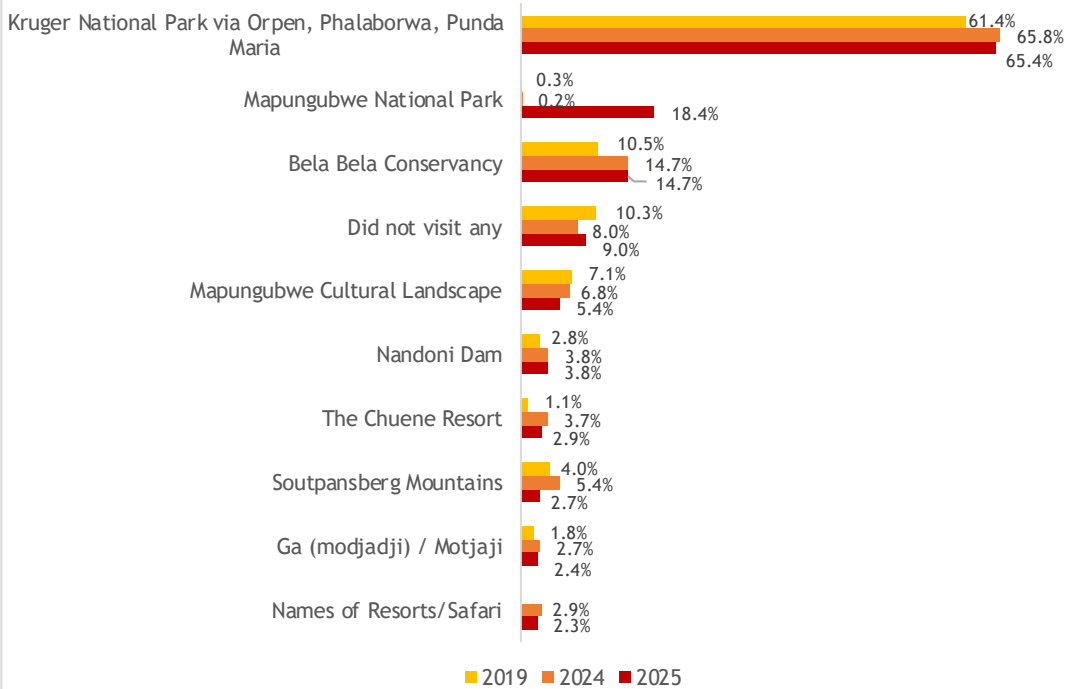
418.3 THOUSAND

-34.7%



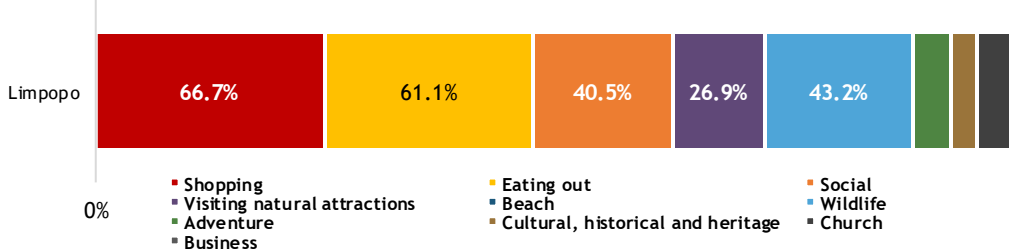
Nature-based travel continued to anchor visitor flows, with Kruger National Park accessed via Orpen, Phalaborwa and Punda Maria holding a dominant 65.4% share in 2025. A standout shift is visible at Mapungubwe National Park, rising sharply to 18.4% from negligible levels previously, signalling renewed traction in heritage-linked conservation tourism. Bela Bela Conservancy remains stable at 14.7%, while secondary sites such as Nandoni Dam at 3.8% and the Chuene Resort at 2.9% reflect more modest but consistent engagement. A limited 9.0% reported visiting no formal attraction, underscoring that most trips retain a destination focus. Cultural and landscape assets such as the Mapungubwe Cultural Landscape at 5.4% and the Soutpansberg Mountains at 2.7% continue to complement the wildlife core, though at smaller scale. Activity behaviour aligns with this conservation-led profile. Wildlife participation is high at 43.2%, supported by visiting natural attractions at 26.9% and adventure at 10.8%. At the same time, shopping at 66.7% and eating out at 61.1% indicate that retail and hospitality remain integral to the visitor mix, reinforcing Limpopo’s positioning at the intersection of safari, scenery and socially oriented travel.

Limpopo International Tourist Top 10 Attractions 2019 - 2025



Top 10 Activities by International Tourists by Province 2025

Multiple responses possible. Sum over 100%.

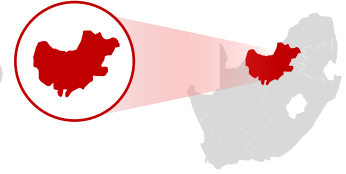


NORTH WEST

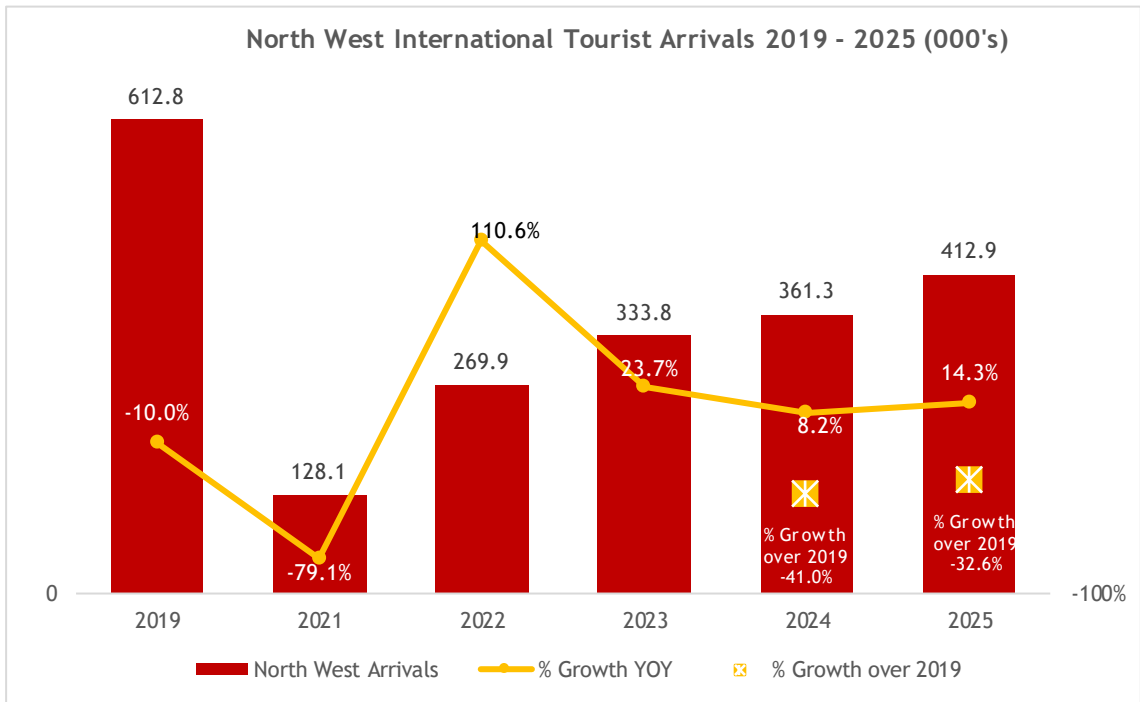


412.9 THOUSAND

+14.3% ▲

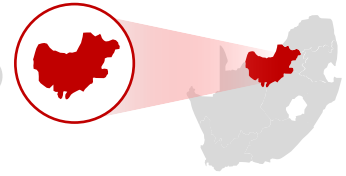


A total of 412.9 thousand international visitors were recorded in 2025, marking a +14.3% year-on-year increase, although volumes remain -32.6% below 2019 levels. The province's visitor base continues to be dominated by neighbouring markets, led by Botswana (31.5%), Lesotho (15.5%), and Zimbabwe (15.2%), which together account for the majority of inbound travel. Despite being -59.3% below 2019, Botswana retained its position as the largest source market, while Zimbabwe recorded strong long-term growth of +91.5% since 2019. Lesotho also delivered a solid +25.3% annual increase, reinforcing the strength of regional demand. Among overseas markets, the UK (3.8%) and Germany (2.3%) maintained steady shares, while notable year-on-year gains from Brazil (+97.3%) and Australia (+28.7%) pointed to gradual diversification. Although overall volumes remain below pre-pandemic norms, the North West continues to benefit from resilient cross-border flows and a slowly broadening international mix.



North West International Tourist Arrivals by Top 10 Source Markets 2025

North West Top 10 Markets 2025	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
Botswana	130 218	31.5%	-59.3%	6.9%
Lesotho	63 999	15.5%	-37.2%	25.3%
Zimbabwe	62 886	15.2%	91.5%	11.5%
Mozambique	16 677	4.0%	-13.1%	60.1%
UK	15 639	3.8%	-3.7%	7.6%
Germany	9 392	2.3%	-13.0%	-7.4%
eSwatini	9 076	2.2%	-19.8%	-5.9%
Brazil	7 961	1.9%	126.6%	97.3%
Australia	7 632	1.8%	3.5%	28.7%
Namibia	5 215	1.3%	-30.9%	-28.5%
All North West Arrivals	412 933	3.9%	-32.6%	14.3%



In North West, travel in 2025 remained firmly VFR-led at 51.0% (+3.7pp YoY), while holiday travel accounted for 25.3% (-0.6pp YoY). Business segments contributed moderately, with Business Travellers (10.3%) and MICE (3.8%), whereas Business Shopping (3.5%) continued to contract compared to prior years. Accommodation trends underline this social orientation, with 78.6% of bed nights spent with friends and family (+19.6pp YoY). Formal establishments remained secondary, led by Hotels (4.6%), Guest Houses (2.2%), and Game Lodges (4.3%), indicating steady but limited uptake of commercial lodging. Overall, North West recorded 0.4 million arrivals and ZAR 2.4 billion in foreign spend, representing 3.9% of national arrivals and 2.3% of total spend, reinforcing its profile as a predominantly VFR-driven destination.

Share of North West Tourist Arrivals by Main Purpose 2025

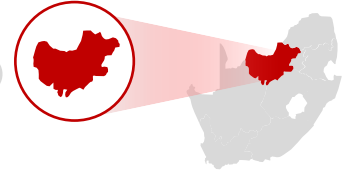
North West	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	51.0%	25.3%	10.3%	3.5%	3.8%	1.3%	1.6%	2.0%
Percentage Point Change 24-25	3.7	-0.6	-2.6	-1.4	0.5	-0.6	-1.2	1.7
Percentage Point Change 19-25	4.6	6.9	5.1	-14.5	1.5	-2.1	-0.4	2.4

Share of Accommodation Types in North West 2025

North West	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	78.6%	4.6%	2.2%	1.1%	1.0%	0.1%	4.3%	0.4%	0.4%	7.2%
Percentage Point Change 24-25	19.6	1.5	-0.3	-1.1	0.7	0.0	0.9	-0.9	0.2	-1.0
Percentage Point Change 19-25	16.5	1.0	-0.5	-1.4	0.6	-0.1	1.4	-0.3	0.1	2.1

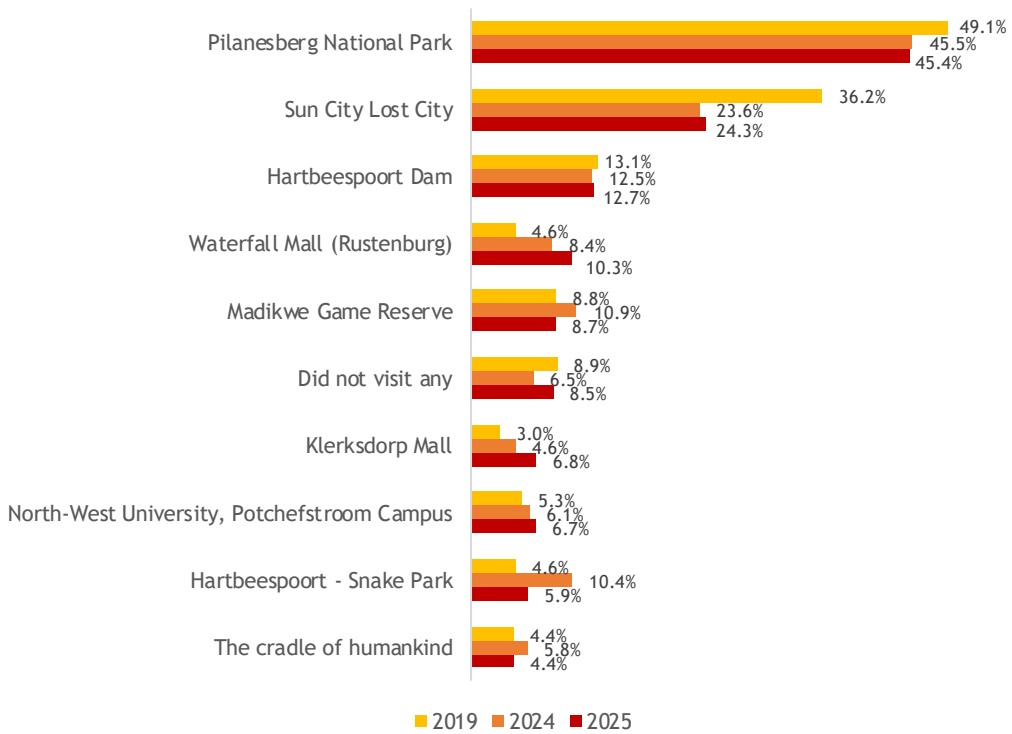
North West Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
North West Total	0.4	2.4	
Share	3.9%	2.3%	58.6%



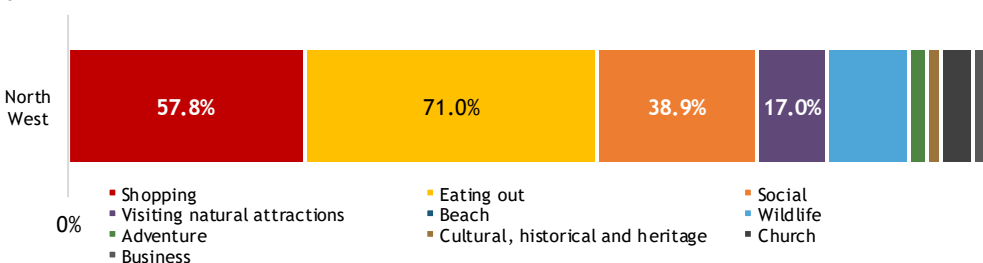
Visitor flows to the North West in 2025 show a clear concentration around the province's established safari and resort nodes. Pilanesberg National Park retains its lead at 45.4%, while Sun City Lost City accounts for 24.3%, confirming the continued strength of the leisure-entertainment cluster. Hartbeespoort Dam contributes 12.7%, and Madikwe Game Reserve 8.7%, sustaining the wildlife backbone of the destination mix. Retail and institutional sites add a secondary layer of movement. Waterfall Mall reaches 10.3%, Klerksdorp Mall 6.8%, and North-West University in Potchefstroom 6.7%, pointing to a blend of shopping, visiting friends and relatives, and education-linked travel. A relatively contained 8.5% reported visiting no formal attraction, indicating most trips still centre on defined sites. Participation patterns reinforce this hybrid profile. Eating out leads at 71.0%, followed by shopping at 57.8% and social activity at 38.9%. Wildlife engagement stands at 19.9%, with visits to natural attractions at 17.0%, while adventure, cultural and heritage participation remain smaller but present, underscoring a tourism base anchored in safari and leisure, supported by retail and social travel dynamics.

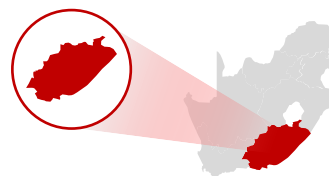
North West International Tourist Top 10 Attractions 2019 - 2025



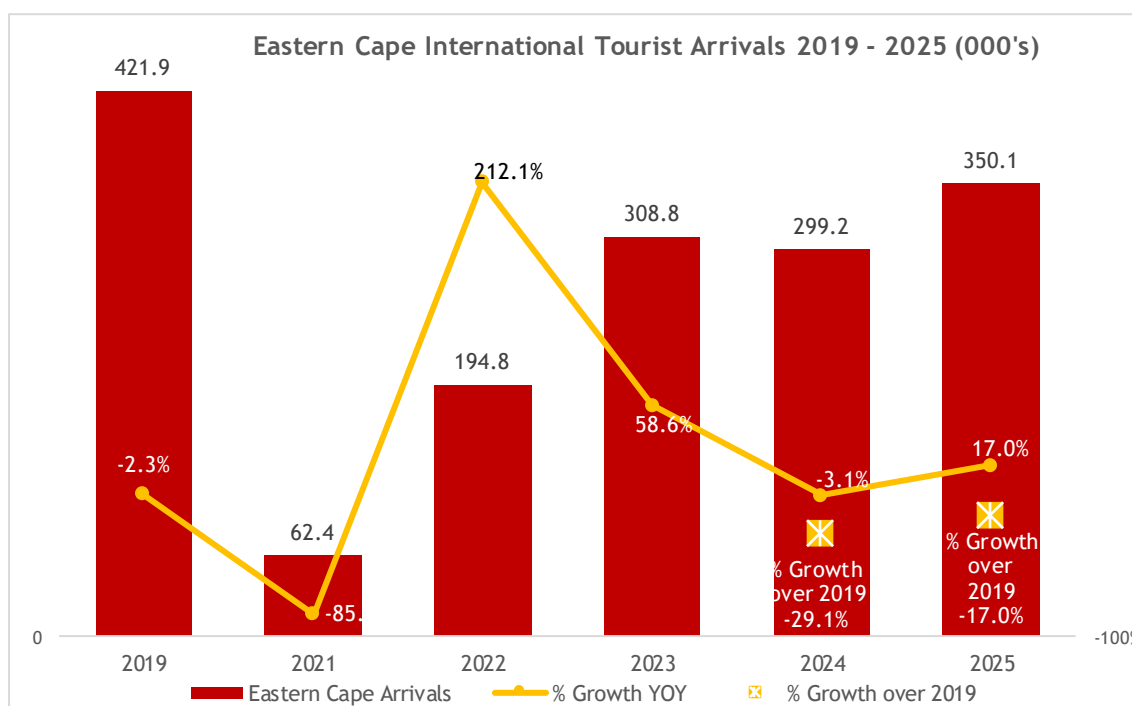
Top 10 Activities by International Tourists by Province 2025

Multiple responses possible. Sum over 100%.





A steady rebound characterised the Eastern Cape’s performance in 2025, with arrivals increasing to 350.1 thousand, up +17.0% year-on-year, though still -17.0% below 2019 levels. The province continues to attract a mix of VFR and leisure travellers, supporting gradual recovery momentum. Zimbabwe (16.2%) remained the leading source market, recording exceptional long-term growth of +573.8% since 2019, followed by the UK (11.3%) and Germany (10.9%), both of which posted modest annual gains despite remaining below pre-pandemic volumes. Strong year-on-year growth from Lesotho (+72.9%), Botswana (+70.9%), and eSwatini (+110.6%) further broadened the regional base. Although several European markets continue to trail their 2019 benchmarks, improving short-term trends signal a progressively diversifying recovery. Overall, the Eastern Cape accounted for 3.3% of South Africa’s total international arrivals, reflecting an uneven but increasingly broad-based rebound across regional and long-haul markets.



Eastern Cape International Tourist Arrivals by Top 10 Source Markets 2025

Eastern Cape Top 10 Markets 2025	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
Zimbabwe	56 873	16.2%	573.8%	41.8%
UK	39 449	11.3%	-26.3%	6.1%
Germany	38 335	10.9%	-53.0%	4.0%
Lesotho	20 953	6.0%	-28.8%	72.9%
The Netherlands	16 867	4.8%	-42.4%	-0.6%
France	11 957	3.4%	-37.9%	-4.4%
Australia	11 203	3.2%	-10.2%	8.3%
Botswana	9 837	2.8%	96.8%	70.9%
Belgium	6 407	1.8%	-48.4%	20.5%
eSwatini	5 880	1.7%	80.9%	110.6%
All Eastern Cape Arrivals	350 118	3.3%	-17.0%	17.0%



In the Eastern Cape, travel behaviour in 2025 shows a stronger VFR orientation, with VFR at 39.5% (+2.2pp YoY; +20.2pp vs 2019), while holiday travel leads at 45.2% despite notable declines from pre-pandemic levels. Business travel (7.7%) reflects a gradual improvement, with smaller contributions from MICE (2.0%) and religious travel (0.6%). Accommodation patterns reinforce this social shift, with 58.8% of bed nights spent with friends and family (+18.2pp YoY; +33.4pp vs 2019). Formal options remain supplementary, including Self-catering (6.8%), Hotels (6.5%), Game Lodges (4.8%), and Guest Houses (3.7%), while the “Other” category (14.9%) signals evolving lodging preferences. With 0.4 million arrivals generating ZAR 4.3 billion in foreign spend, the Eastern Cape accounts for 3.3% of national arrivals but 4.2% of total spend, indicating a relatively strong spend-to-arrival performance.

Share of Eastern Cape Tourist Arrivals by Main Purpose 2025

Eastern Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	39.5%	45.2%	7.7%	0.4%	2.0%	0.0%	0.2%	0.6%
Percentage Point Change 24-25	2.2	-6.8	2.6	1.3	0.0	0.2	0.2	0.8
Percentage Point Change 19-25	20.2	-24.1	6.9	0.7	-0.9	-0.7	0.4	0.9

Share of Accommodation Types in Eastern Cape 2025

Eastern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	58.8%	6.5%	3.7%	6.8%	2.0%	1.1%	4.8%	0.9%	0.4%	14.9%
Percentage Point Change 24-25	18.2	0.8	0.4	2.4	0.3	0.4	0.0	-0.2	-0.2	2.5
Percentage Point Change 19-25	33.4	-3.7	-2.9	-2.6	-0.3	-1.0	1.0	-5.6	-0.2	-3.2

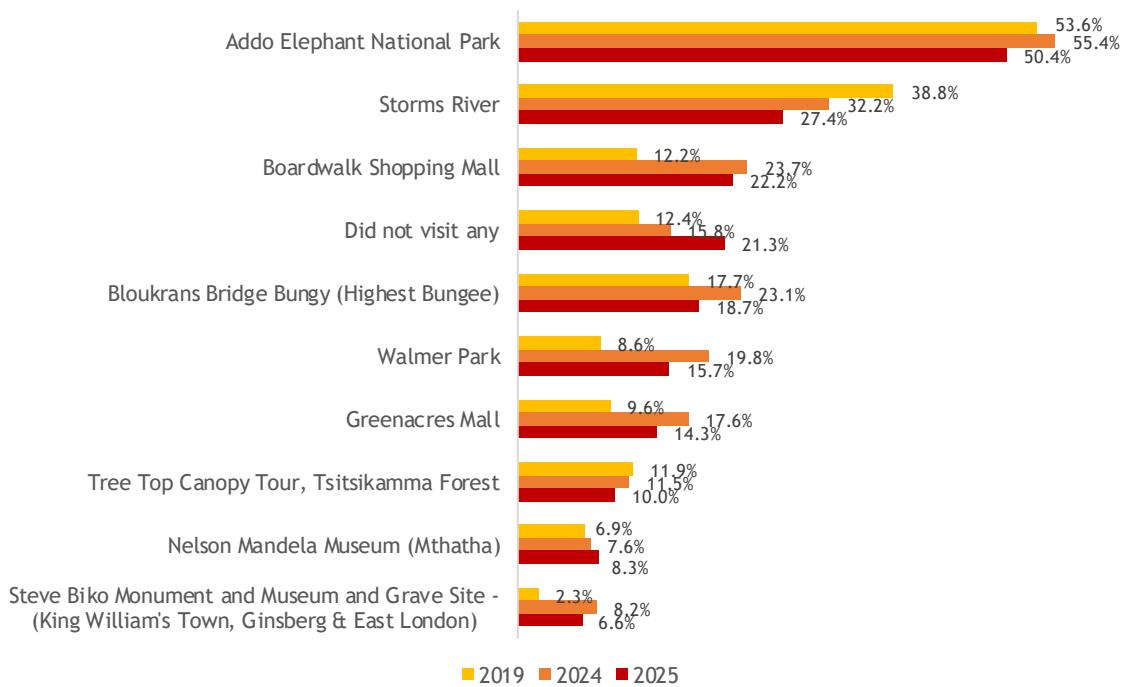
Eastern Cape Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
Eastern Cape Total	0.4	4.3	
Share	3.3%	4.2%	126.9%



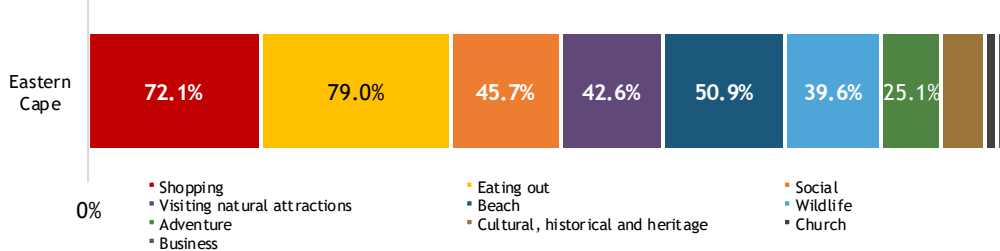
In Eastern Cape, visitor movement in 2025 continues to centre on the province’s flagship conservation asset, with Addo Elephant National Park leading at 50.4%. Storms River accounts for 27.4%, reflecting some moderation over time, while Boardwalk Shopping Mall at 22.2% highlights a sustained retail component within the coastal corridor. Bloukrans Bridge Bungy registers 18.7%, reinforcing the province’s established adventure positioning. A notable 21.3% did not visit a formal attraction, suggesting a meaningful share of informal or VFR-linked stays. Secondary cultural and urban sites maintain visibility. Walmer Park reaches 15.7%, Greenacres Mall 14.3%, and the Nelson Mandela Museum 8.3%, while the Steve Biko Monument records 6.6%, collectively underpinning a blend of heritage and commercial engagement. Participation data confirms a diversified activity mix. Eating out leads at 79.0%, followed by shopping at 72.1% and beach participation at 50.9%. Social activity stands at 45.7%, with visits to natural attractions at 42.6% and wildlife at 39.6%, illustrating a destination profile that integrates safari, coastline, retail and cultural experiences within a single provincial offering.

Eastern Cape International Tourist Top 10 Attractions 2019 - 2025



Top 10 Activities by International Tourists by Province 2025

Multiple responses possible. Sum over 100%.

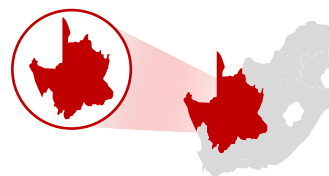


NORTHERN CAPE

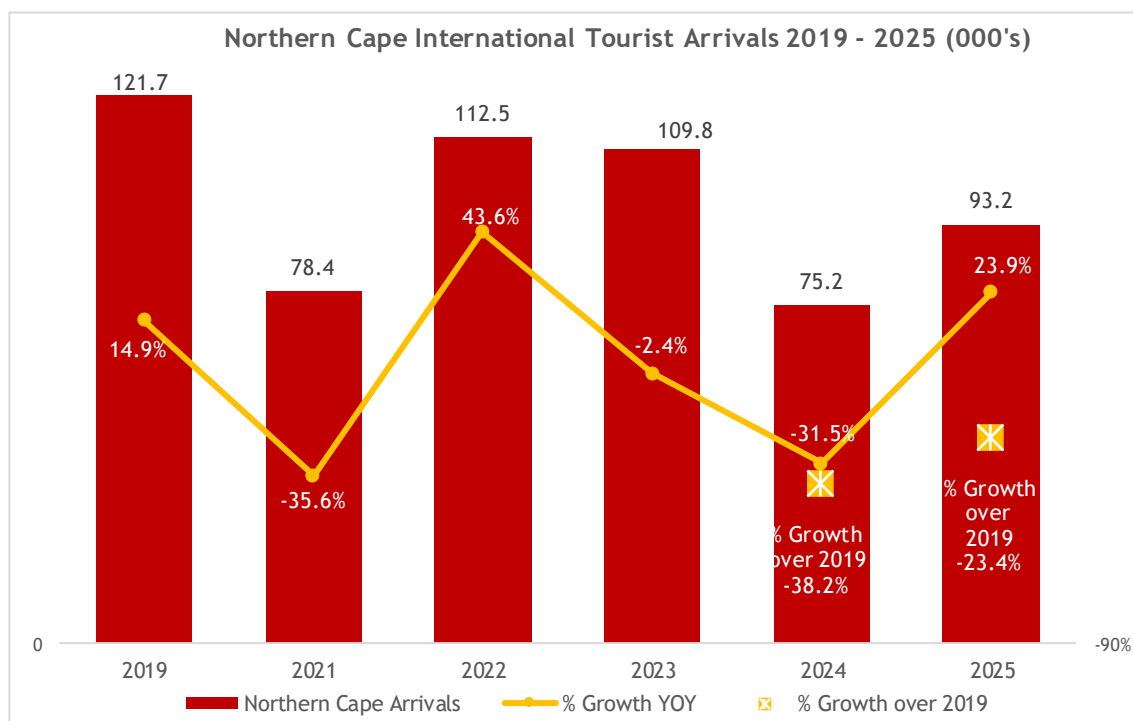


93.2 THOUSAND

+23.9% ▲



An improvement was recorded in the Northern Cape in 2025, with arrivals rising to 93.2 thousand (+23.9% year-on-year), though still -23.4% below 2019 levels. Regional markets dominate, led by Namibia (28.0%) and Lesotho (24.7%), together contributing over half of total arrivals, while Zimbabwe (13.2%) posted exceptional long-term growth. Encouraging year-on-year gains from the UK (+58.5%), Germany (+56.1%), Australia (+46.5%), and France (+113.6%) point to a gradual recovery across selected long-haul markets, despite uneven performance overall. The province accounted for 0.9% of South Africa's total international arrivals, maintaining a small but regionally anchored tourism base.



Northern Cape International Tourist Arrivals by Top 10 Source Markets 2025

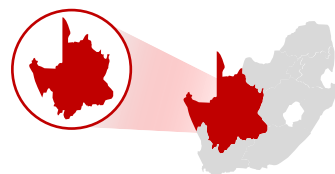
Northern Cape Top 10 Markets 2025	Tourist Arrivals 2025	% Share 2025	% Growth 2019 - 2025	% Growth 2024 - 2025
Namibia	26 096	28.0%	-52.4%	-5.6%
Lesotho	23 028	24.7%	13.6%	106.5%
Zimbabwe	12 297	13.2%	11680.8%	41.1%
UK	3 323	3.6%	-41.0%	58.5%
Germany	2 824	3.0%	-58.6%	56.1%
Botswana	1 908	2.0%	-25.7%	-21.1%
Australia	1 709	1.8%	12.6%	46.5%
France	1 497	1.6%	-24.7%	113.6%
Malawi	1 376	1.5%	102.4%	1447.5%
eSwatini	1 155	1.2%	69.6%	112.1%
All Northern Cape Arrivals	93 164	0.9%	-23.4%	23.9%

NORTHERN CAPE



93.2 THOUSAND

+23.9%▲



In Northern Cape, travel patterns in 2025 continued to be dominated by VFR at 53.4%, rising +7.1 percentage points year-on-year and +18.4pp above 2019, reinforcing the province's socially embedded travel base. Holiday travel (25.2%) remained the second-largest segment, easing slightly from 2024 and still trailing pre-pandemic levels, while Business Travellers (12.7%) softened marginally year-on-year but remained structurally stronger than in 2019. Smaller niches such as MICE (3.2%) and religion (4.7%) added further diversity to the demand mix. Accommodation behaviour mirrors this VFR orientation, with 79.7% of bed nights spent with friends and family, marking a substantial +44.2pp increase from 2024 and +39.4pp compared to 2019. Among formal establishments, Hotels (5.2%) showed steady uptake, supported by Game Lodges (4.4%), Guest Houses (3.3%), and Self-catering (3.1%), indicating a modest but consistent commercial accommodation base alongside dominant informal stays. Overall, with 0.1 million arrivals generating ZAR 1.5 billion in foreign spend, Northern Cape represents 0.9% of national arrivals and 1.5% of total spend, suggesting a comparatively strong spend-to-arrival ratio despite its small visitor volumes and continued reliance on VFR-driven demand.

Share of Northern Cape Tourist Arrivals by Main Purpose 2025

Northern Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
2025	53.4%	25.2%	12.7%	2.1%	3.2%	0.8%	0.6%	4.7%
Percentage Point Change 24-25	7.1	-1.4	-5.1	-0.9	0.2	0.7	0.5	-1.3
Percentage Point Change 19-25	18.4	-6.2	3.5	-7.4	0.8	-6.0	-1.5	2.7

Share of Accommodation Types in Northern Cape 2025

Northern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) 2025	79.7%	5.2%	3.3%	3.1%	0.8%	0.1%	4.4%	0.0%	1.6%	1.7%
Percentage Point Change 24-25	44.2	2.0	-1.7	1.2	-0.3	0.0	0.6	0.0	0.8	-3.4
Percentage Point Change 19-25	39.4	0.8	-0.8	2.7	-0.6	-0.5	1.1	-1.5	-0.8	-2.6

Northern Cape Value Index 2025

	International Tourist Arrivals (Millions)	Total Direct Foreign Spend (ZAR Bn)	Ratio % Spend / % Arrivals
Total Arrivals	10.5	102.2	
Northern Cape Total	0.1	1.5	
Share	0.9%	1.5%	166.1%

NORTHERN CAPE



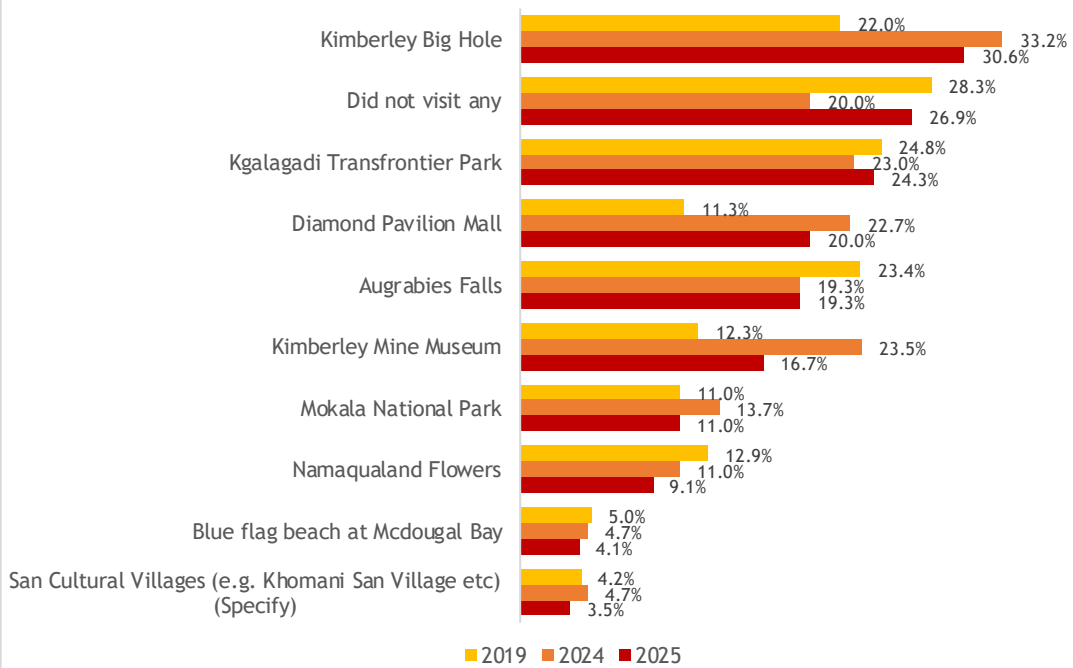
93.2 THOUSAND

+23.9%



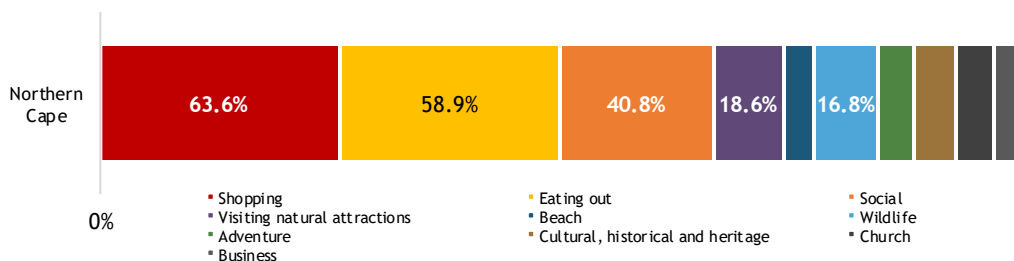
Heritage and wilderness assets continue to anchor visitor flows to the Northern Cape, with the Kimberley Big Hole leading at 30.6% in 2025. Kgalagadi Transfrontier Park follows at 24.3%, reaffirming its importance as the province’s flagship conservation draw, while Augrabies Falls holds steady at 19.3%. Diamond Pavilion Mall reaches 20.0%, reflecting a sustained retail component alongside nature-based travel. A notable 26.9% did not visit a formal attraction, indicating a sizeable share of informal or VFR-oriented trips. Cultural and historical touchpoints retain supporting roles. The Kimberley Mine Museum records 16.7%, Mokala National Park 11.0%, and Namaqualand Flowers 9.1%, illustrating a layered product mix that spans mining heritage, biodiversity and seasonal attractions. Coastal and community-based sites such as McDougal Bay at 4.1% and San cultural villages at 3.5% remain niche but present. Activity participation underscores this blended profile. Shopping leads at 63.6%, followed by eating out at 58.9% and social engagement at 40.8%. Wildlife stands at 16.8% and visits to natural attractions at 18.6%, confirming that while urban-commercial behaviour dominates, the province’s expansive landscapes and heritage assets continue to shape the overall experience.

Northern Cape International Tourist Top 10 Attractions 2019 - 2025



Multiple responses possible. Sum over 100%.

Top 10 Activities by International Tourists by Province 2025





South Africa

Inspiring New Ways



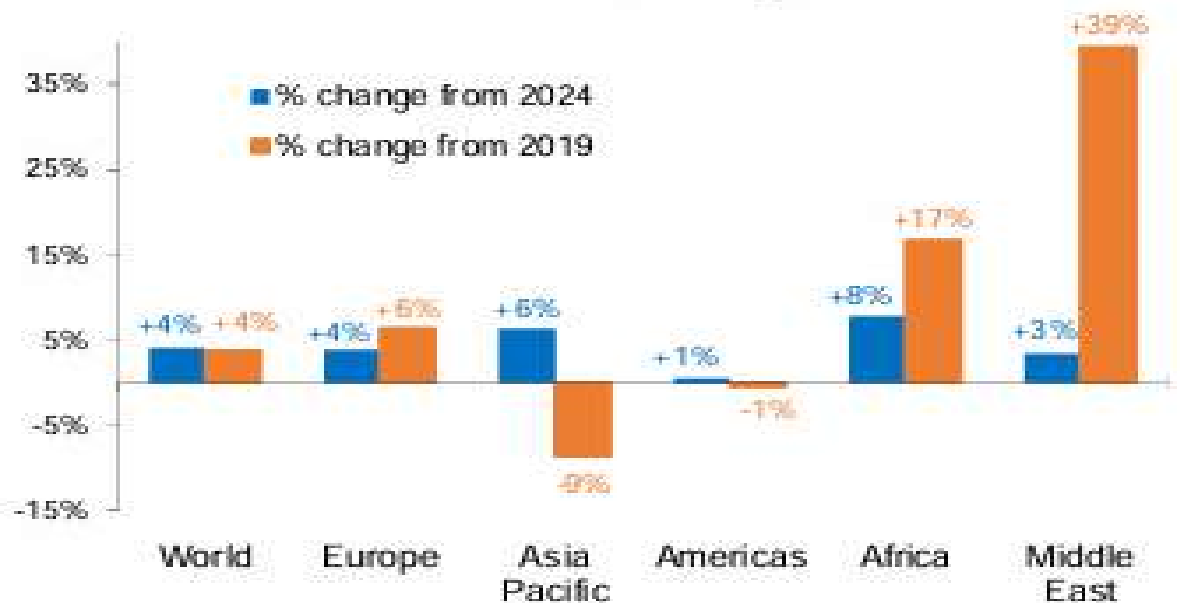
GLOBAL TOURISM OUTLOOK

GLOBAL TOURISM PERFORMANCE

+4.0% ▲

- International tourism continued its upward trajectory in 2025, with global arrivals increasing by 4% year-on-year, reaching an estimated 1.52 billion international tourists worldwide – almost 60 million more than in 2024. This marks a new record year in the post-pandemic era and confirms a return to long-term growth trends, broadly aligned with the 3% to 5% expansion forecast issued at the beginning of 2025.
- The global results reflect resilient travel demand despite elevated tourism service costs and ongoing geopolitical challenges. Growth was supported by strong performance from major source markets, the continued recovery of destinations in Asia and the Pacific, improved air connectivity, and enhanced visa facilitation measures. The fourth quarter recorded growth of approximately 3%, slightly moderating from the 4% increase observed during the Northern Hemisphere summer season.
- Tourism earnings grew faster than arrivals in many destinations, reflecting extraordinary levels of visitor spending globally.
- Against this global backdrop, South Africa’s international arrivals growth of 17.7% in 2025 significantly outpaced the global average, while foreign direct spend increased by 11.6% year-on-year, positioning the country among destinations demonstrating strong recovery momentum.

International tourist arrivals, 2025 (% change)*



Source: UN Tourism (January 2026)

* Provisional data

Outlook for 2026

International tourism is projected to grow by 3% to 4% in 2026, reflecting a normalization of growth rates following strong post-pandemic rebounds in 2023 and 2024 and continued expansion in 2025. This outlook assumes continued recovery in Asia and the Pacific, favourable global economic conditions, moderating tourism service inflation, and no significant escalation in geopolitical tensions.

¹<https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024>

² Excerpt: ‘World Tourism Organization (UN Tourism) (Data as of January 2025).

³ Excerpt: <https://www.unwto.org/un-tourism-world-tourism-barometer-data>

South Africa



Inspiring new ways



TECHNICAL NOTES

MEASURE OF PRECISION

This section provides an overview of the standard error, confidence interval, and coefficient of variation (CV) for TFDS and Bed Nights. Estimates were computed based on a complex multi-stage survey design with stratification, clustering, and unequal weighting.

Confidence Intervals are a range of values derived from the survey data that likely contains the true population parameter (e.g. spend) with a specified level of confidence (usually 95%). Confidence intervals provide a measure of the uncertainty or precision of the survey estimate. A narrower interval indicates greater precision.

Standard Error is the standard deviation of the sampling distribution of a statistic, such as the mean or proportion. The standard error quantifies the amount of variation in the sample estimate and is used to construct confidence intervals. Smaller standard errors indicate more precise estimates.

Coefficient of Variation (CV) is a measure of relative variability, calculated as the ratio of the standard error to the mean, often expressed as a percentage. The CV allows for comparison of the precision of different metrics, regardless of their scale, by indicating the degree of variability in relation to the mean.

Sample Size (N) are the number of observations or respondents included in the survey. A larger sample size generally leads to more precise estimates, reducing the standard error and margin of error. It is a fundamental determinant of the precision of survey results.

Alphabetic	CV	Interpretation
A.	0.0% - 0.5%	← Reliable enough for most purposes
B.	0.6% - 1.0%	
C.	1.1% - 2.5%	
D.	2.6% - 5.0%	
E.	5.1% - 10.0%	
F.	10.1% - 16.5%	
G.	16.6% - 25.0%	← Use with caution
H.	25.1% - 33.4%	
I.	+33.5%	→ Data not published

Measures of precision for Total Spend (TFDS) and Bed Nights
n=valid of the total arrival tourists for the quarter

A. FOR THE ENTIRE DEPARTURE SURVEY						
Variable	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	9 739 075	R10 496	R10 479	R10 512	8.495	0.081
Total Bed Nights	10 222 337	14.81	14.80	14.82	0.006	0.042
B. FOR OVERSEAS						
Variable	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	290 842	R22 359	R22 215	R22 503	73.495	0.329
Total Bed Nights	293 846	15.07	14.96	15.18	0.056	0.370
C. FOR AFRICA						
Variables	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	7 292 383	R5 440	R5 427	R5 453	6.641	0.122
Total Bed Nights	7 737 362	14.79	14.77	14.80	0.007	0.047

SAMPLING

The unit of measurement for this survey is an international tourist, defined according to the global standard set by the United Nations World Tourism Organisation (UNWTO).

The research universe encompasses all individuals eligible to participate in the Departure Survey, with respondents selected based on six criteria:

- i. The respondent must not be a South African resident.
- ii. The respondent must have spent at least one night in South Africa.
- iii. The respondent must not have spent more than 365 days in South Africa.
- iv. For the airport survey, the respondent must have spent their time outside the airport.
- v. The respondent must not have received any income during their trip to South Africa.
- vi. The respondent must not have been interviewed by South African Tourism in the past six months.

The availability of this participant universe at airports is strictly governed by adherence to a pre-agreed interviewing schedule. Each month, the survey is conducted over two weeks at ORTIA and CTIA. Stratification by region of origin and market, aligned with airline schedules, also influences the randomisation of the sampling process. Despite this overall stratified sampling design, all respondents are filtered to ensure they meet the above criteria.

To manage interviews effectively, airports are divided into sampling zones where interviewers are allocated specific areas where potential respondents congregate while waiting to board their flights. Respondents are approached after they have completed immigration formalities.

While airport survey interviews occur in departure lounges after passengers have completed exit formalities, land border post surveys present additional complexities due to a lack of structured waiting periods before departure. Successful data collection has been achieved by intercepting and randomly sampling tourists at three key intervention points: arrival at the border gate, processing of formalities, and preparation for departure from the border gate.

At each of these points, interviewers approach every fifth person (or party). Only one individual from each party traveling together is recruited for participation. At the arrival point, a pre-screening phase occurs where no interviews are conducted; instead, respondents' willingness to participate is gauged while introducing survey details. In-queue sampling consists of both a pre-screening phase and a confirmation phase for individuals already screened upon entry at the land border post. Actual interviews take place at designated interviewing stations equipped with tables and chairs after respondents exit formalities.

METHODOLOGY & FIELDWORK

Methodology

To gather the necessary information, quantitative research serves as the core methodology for this study. Data collection is primarily conducted using structured questionnaires, which consist mainly of pre-coded questions alongside a few open-ended questions. The open-ended questions aim to provide deeper insights into factors influencing the phenomena under investigation.

The methodology employed for the Departure Survey is Tablet-Assisted Personal Interviewing (TAPI/CAPI). This approach involves face-to-face interviews where data is entered directly into a tablet, eliminating the need for paper forms. Trained and experienced interviewers conduct these interviews using concise Departure Survey questionnaires. The questionnaires are translated into all key market languages, and the interviewing team comprises multilingual individuals fluent in necessary foreign languages, thereby minimizing communication errors.

Fieldwork

The Departure Survey fieldwork targets tourists as they exit the country through 12 border posts and two major airports: OR Tambo International Airport (ORTIA) and Cape Town International Airport (CTIA). Interviews are conducted in the various languages predominantly spoken at these exit points, as well as in languages chosen by respondents from different regions around the world. Given that most visitors arrive and depart primarily by air and through land border posts, the Departure Survey includes:

- i. Airport Intervention
- ii. Land Border Post Intervention

WEIGHTING

The survey data is weighted at the country level using the South African Home Affairs Monthly Tourist Mode Arrival Data received from Statistics South Africa (STATS SA).

Country Tourists Mode Arrivals are distinguished mainly into either Total Air Arrivals or Total Road Arrivals. Consequently, tourists from one country may have different weights depending on whether their mode of arrival in South Africa is Air or Road.

The individuals' weights are derived by dividing the Monthly Country Tourist Mode Counts for Air or Road arrivals by Survey Data variable 'Country of Residence' frequencies for Airports or LBP, respectively.

NB: A special case exists for China, Hong Kong, and Macao that ought to be combined into one when weights are being calculated - and for any other subsequent analysis.

NORMALISING SPEND DATA

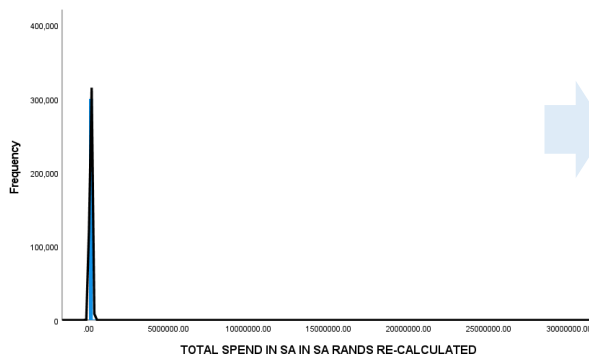
SA Tourism reviewed its performance over the past years. In those years, we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts every month. The review provided an opportunity to measure what our marketing has achieved in the past four years and review the departure survey methodology using trend data.

Of particular concern to us was the spend data, which we have been cleaning every quarter. A large number of responses fall below the mean, with several large outliers. Analysing the data confirmed that the responses were valid as the low spenders were mainly from SADC and stayed for only one or two nights. The higher spenders from SADC bought items such as houses and motor cars. As expected, people who stay longer spend more.

Furthermore, spend is seasonal and varies from month to month. Therefore, outliers also vary from one month to the next. The rules for normalising data must be consistent and take these seasonal variations into account. Analysis of spend data showed that the distribution of spend closely resembles an exponential curve rather than a normal curve, which we have been using in our cleaning rules.

SA spend distribution is much closer to an exponential curve than a normal curve; the majority of responses are below the mean with a few very high outliers

SA Spend 2019-2024
(All Responses, unweighted)



- Mean = R20 325.34
- Std. Dev. = 83930.91
- N = 301 238

Source: 2017-2021 SAT Departure Survey.

NORMALISING SPEND DATA CONTINUED

Transform the log values back to spend values using the following formula:

Exclude all variables that fall outside the cut-off values.

The normalisation process leads to the following results for 2024:

$$\begin{aligned} \text{Log_Low_cut_off} &= \text{Mean} - 3 \cdot \text{Stdev} \\ \text{Log_Upper_cut_off} &= \text{Mean} + 3 \cdot \text{Stdev} \end{aligned}$$

$$\begin{aligned} \text{Lower-cut-off Value} &= 10^{\text{Log_Low_cut_off}} \\ \text{Upper-cut-off Value} &= 10^{\text{Log_Upper_cut_off}} \end{aligned}$$

Based on this information, SA Tourism has revised the methodology for normalizing spend data.

This chapter provides the details of how the data has been normalized.

SA Tourism now normalizes the spend data by eliminating 3-standard deviations from the logarithmic mean.

$$y = \log_{10}(x)$$

Compute log of spend variable using the formula above

Calculate the mean of the result obtained in (1) above.

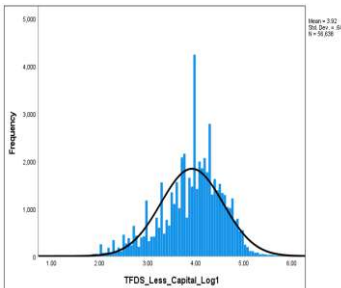
Determine the cut-off criteria using the following formula:

SA Spend Logarithmic Values

Plotting the log of the SA spend produces a normal distribution allowing us to eliminate values outside 3 SDs from the mean

Log Spend in SA w/o Capex
(unweighted)

Corresponding Spend Values after elimination
(unweighted)

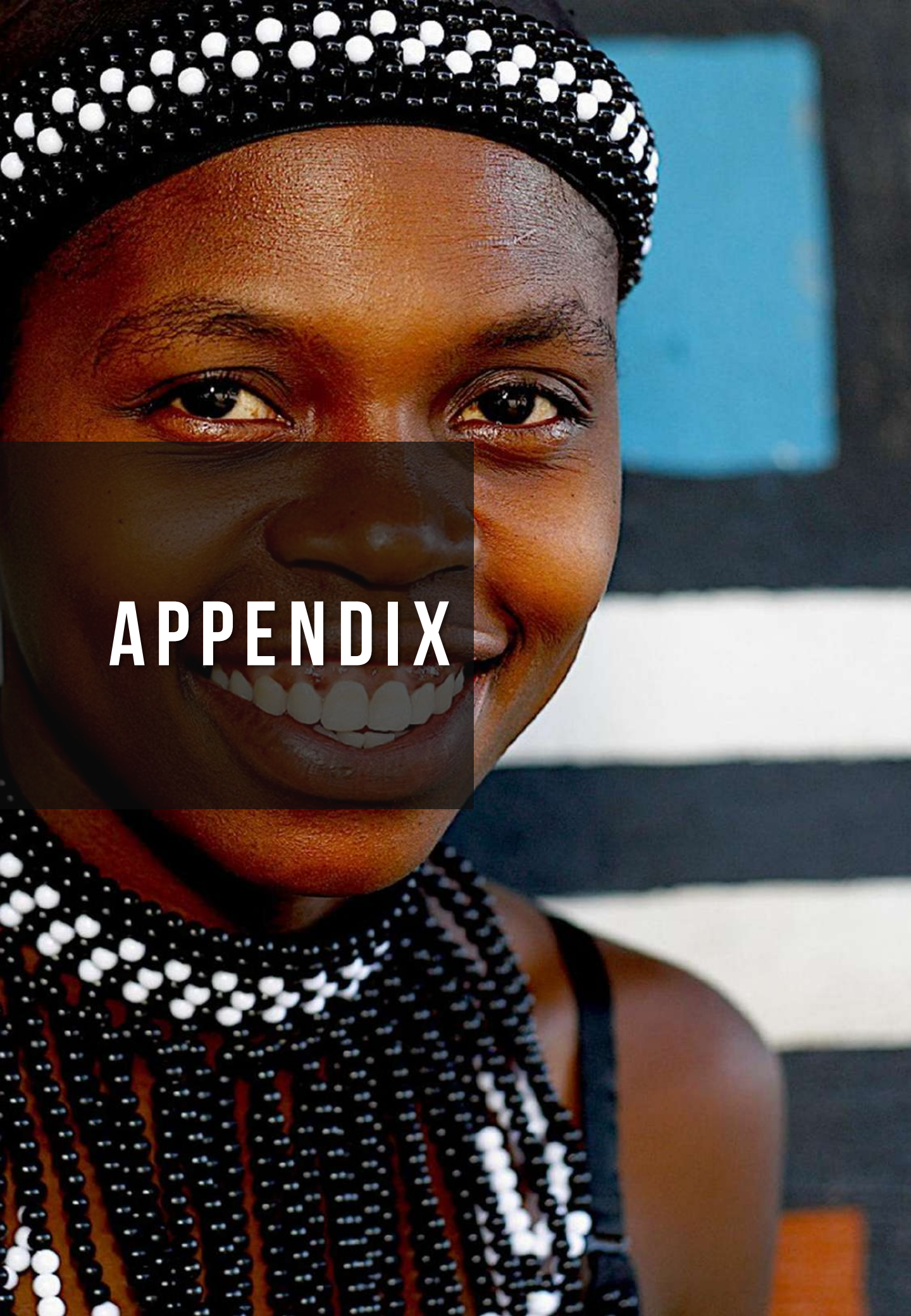


Eliminate values outside +3 SDs

- Min. Spend = ZAR 0
- Mean Spend = ZAR 36 247
- Max Spend = ZAR 872 000
- N = 56 645

Minimum	Mean	Maximum	Std. Deviation
1.85	3.92	5.94	0.64709

Source: 2021 SAT Departure Survey.



APPENDIX



**INTERNATIONAL
TOURISTS ARRIVALS**

APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	2023	2024	2025	% YOY GROWTH
Africa	6 410 392	6 770 664	8 095 168	19.6%
Botswana	363 025	395 965	418 474	5.7%
Lesotho	1 163 826	974 369	1 395 346	43.2%
Malawi	138 918	163 726	230 640	40.9%
Mozambique	1 341 037	1 591 751	2 078 635	30.6%
Namibia	160 078	164 716	175 588	6.6%
Swaziland	733 949	842 318	958 716	13.8%
Zambia	145 244	154 921	175 165	13.1%
Zimbabwe	2 106 940	2 183 260	2 307 196	5.7%
Angola	39 265	37 811	41 718	10.3%
Dem Rep of Congo	23 211	28 940	40 192	38.9%
Ethiopia	6 489	7 432	10 070	35.5%
Ghana	14 724	36 656	42 761	16.7%
Kenya	42 403	47 852	58 376	22.0%
Nigeria	18 809	22 511	29 256	30.0%
Tanzania	34 240	37 579	44 293	17.9%
Uganda	12 874	12 788	14 618	14.3%
Other Africa	65 360	68 069	74 124	8.9%
Asia	199 308	207 717	216 222	4.1%
China including Hong Kong	0	0	0	#DIV/0!
India	79 774	75 541	69 680	-7.8%
Japan	13 176	17 370	19 894	14.5%
Malaysia	5 659	6 629	7 773	17.3%
Singapore	7 292	9 390	9 827	4.7%
Rep of Korea (South)	10436	12811	14096	10.0%
Other Asia	82 971	85 976	94 952	10.4%
Australasia	105 888	119 037	144 973	21.8%
Australia	86 250	98 544	121 361	23.2%
New Zealand	19 349	20 138	23 324	15.8%
Other Australasia	289	355	288	-18.9%
CENTRAL & SOUTH AMERICA	46 870	75 160	94 635	25.9%
Argentina	3 805	5 422	7 702	42.1%
Brazil	25 672	49 855	63 848	28.1%
Chile	2 173	3 171	4 136	30.4%
Other Central & South America	15 220	16 712	18 949	13.4%
Europe	1 244 877	1 258 706	1 417 572	12.6%
Austria	20 894	21 313	24 628	15.6%
Belgium	46 348	45 225	50 134	10.9%
Denmark	17 995	17 874	19 547	9.4%
Finland	6 580	6 216	6 552	5.4%
France	119 974	125 823	135 007	7.3%
Germany	245 259	254 992	290 795	14.0%
Ireland	27 282	28 343	31 026	9.5%
Italy	52 091	50 780	55 947	10.2%
Netherlands	131 371	132 422	140 338	6.0%
Norway	13 048	13 600	14 632	7.6%
Portugal	19 285	20 105	20 068	-0.2%
Russian Fed	28 357	30 734	41 708	35.7%
Spain	32 020	31 166	33 711	8.2%
Sweden	24 543	24 562	27 625	12.5%
Switzerland	42 654	42 255	47 845	13.2%
Turkey	12 925	14 353	16 708	16.4%
UK	356 160	349 883	403 714	15.4%
Other Europe	48 091	49 060	57 587	17.4%
Middle East	54 339	45 602	60 102	31.8%
United Arab Emirates	6 511	6 717	11 064	64.7%
Other Middle East	47 828	38 885	49 038	26.1%
North America	409 031	430 419	457 683	6.3%
Canada	55 056	58 057	65 744	13.2%
USA	353 975	372 362	391 939	5.3%
UNSPECIFIED	12 628	12 065	12 151	0.7%
TOTAL	8 483 333	8 919 370	10 498 506	17.7%



**SPEND IN SOUTH
AFRICA**

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY				
	2023	2024	2025	% YOY GROWTH
AFRICA	R42 639 448 156	R41 893 417 086	R46 171 796 120	10.2%
Botswana	R1 333 273 934	R1 085 077 068	R1 286 745 500	18.6%
Lesotho	R2 469 940 106	R2 118 682 107	R2 866 897 165	35.3%
Malawi	R3 728 517 354	R3 386 652 428	R4 777 798 135	41.1%
Mozambique	R4 159 516 761	R5 433 441 733	R5 623 487 383	3.5%
Namibia	R1 206 914 242	R1 421 920 535	R1 696 426 599	19.3%
Swaziland	R1 292 598 739	R1 309 549 846	R1 306 895 882	-0.2%
Zambia	R3 388 961 489	R3 592 096 297	R3 367 777 506	-6.2%
Zimbabwe	R19 967 099 192	R17 902 999 672	R18 742 939 543	4.7%
Angola	R980 660 068	R912 272 813	R1 138 600 088	24.8%
DRC	R691 341 685	R678 047 499	R793 696 871	17.1%
Ethiopia	R97 812 470	R119 815 819	R144 670 400	20.7%
Ghana	R375 024 399	R715 128 321	R811 146 887	13.4%
Kenya	R736 634 575	R753 875 940	R834 734 340	10.7%
Nigeria	R427 747 123	R449 441 292	R618 700 784	37.7%
Tanzania	R388 896 156	R470 368 073	R679 524 313	44.5%
Uganda	R266 423 455	R233 020 882	R273 729 821	17.5%
Other Africa	R1 128 086 408	R1 311 026 761	R1 208 024 902	-7.9%
ASIA	R4 072 482 235	R3 697 681 173	R3 966 007 921	7.3%
China including Hong Kong	R1 048 055 434	R972 762 798	R887 213 904	-8.8%
India	R1 551 629 243	R1 303 755 305	R1 262 599 283	-3.2%
Japan	R270 059 074	R270 236 873	R382 001 798	41.4%
Malaysia	R99 248 768	R125 902 958	R157 855 451	25.4%
Singapore	R135 362 891	R178 102 378	R292 110 511	64.0%
South Korea	R212 573 048	R255 664 918	R240 603 011	-5.9%
Other Asia	R755 553 776	R591 255 943	R743 623 963	25.8%
AUSTRALASIA	R2 575 941 351	R2 601 339 143	R3 200 601 572	23.0%
Australia	R2 081 470 016	R2 184 385 028	R2 694 974 738	23.4%
New Zealand	R488 145 451	R416 605 308	R504 949 515	21.2%
Other Australasia	R6 325 884	R348 807	R677 320	-
CENTRAL & SOUTH AMERICA	R1 111 434 771	R1 482 069 414	R2 020 472 078	36.3%
Argentina	R119 408 454	R120 873 462	R179 504 018	48.5%
Brazil	R655 567 163	R1 047 408 505	R1 458 009 381	39.2%
Chile	R53 972 835	R70 183 501	R94 596 418	34.8%
Other Central & South America	R282 486 318	R243 603 946	R288 362 261	18.4%
EUROPE	R31 890 969 401	R28 295 444 113	R32 336 700 681	14.3%
Austria	R629 706 464	R535 492 650	R542 868 944	1.4%
Belgium	R967 678 371	R813 401 692	R957 704 392	17.7%
Denmark	R559 634 029	R541 888 980	R551 761 637	1.8%
Finland	R207 057 682	R168 470 507	R164 594 816	-2.3%
France	R2 957 371 819	R2 449 047 521	R2 755 572 525	12.5%
Germany	R6 329 482 938	R5 413 006 963	R6 810 930 043	25.8%
Ireland	R656 259 904	R783 380 538	R705 519 148	-9.9%
Italy	R1 124 330 908	R974 247 033	R1 079 358 071	10.8%
Netherlands	R3 100 610 723	R2 854 894 535	R2 867 314 786	0.4%
Norway	R358 814 844	R334 547 220	R398 929 096	19.2%
Portugal	R404 712 694	R322 380 837	R312 185 341	-3.2%
Russian Fed	R886 139 013	R779 867 860	R1 255 377 684	61.0%
Spain	R770 646 757	R660 441 371	R669 805 825	1.4%
Sweden	R584 918 457	R485 027 210	R567 738 376	17.1%
Switzerland	R1 408 061 532	R1 211 981 159	R1 107 081 129	-8.7%
Turkey	R369 844 540	R303 998 391	R442 289 656	45.5%
UK	R9 433 481 231	R8 871 657 238	R10 113 930 961	14.0%
Other Europe	R1 142 217 494	R791 712 408	R1 033 738 250	30.6%
MIDDLE EAST	R1 327 538 782	R1 106 453 359	R1 446 234 742	30.7%
UAE	R119 730 561	R162 481 689	R215 686 872	32.7%
Other Middle East	R1 207 808 222	R943 971 670	R1 230 547 871	30.4%
NORTH AMERICA	R11 138 415 974	R12 523 543 901	R13 077 162 371	4.4%
Canada	R1 262 730 517	R1 068 084 813	R1 311 782 085	22.8%
USA	R9 875 520 668	R11 455 450 088	R11 765 325 597	2.7%
Other North American	R164 788	R9 000	R54 689	507.7%
TOTAL	R94 756 230 670	R91 599 948 189	R102 218 975 484	11.6%

APPENDIX

AVERAGE SPEND				
	2023	2024	2025	% YOY GROWTH
AFRICA	R6 900	R6 500	R6 000	-7.7%
Botswana	R3 800	R2 800	R3 200	14.3%
Lesotho	R2 200	R2 300	R2 200	-4.3%
Malawi	R27 100	R21 000	R21 500	2.4%
Mozambique	R3 200	R3 500	R2 800	-20.0%
Namibia	R7 500	R8 600	R9 700	12.8%
Swaziland	R1 700	R1 600	R1 400	-12.5%
Zambia	R23 600	R23 600	R19 800	-16.1%
Zimbabwe	R9 600	R8 500	R8 700	2.4%
Angola	R30 400	R30 800	R33 500	8.8%
DRC	R34 400	R26 500	R21 600	-18.5%
Ethiopia	R17 100	R18 000	R16 200	-10.0%
Ghana	R27 500	R22 700	R24 800	9.3%
Kenya	R19 600	R18 600	R17 000	-8.6%
Nigeria	R26 200	R22 000	R23 000	4.5%
Tanzania	R19 100	R21 500	R23 800	10.7%
Uganda	R22 500	R19 600	R20 400	4.1%
Other Africa	R21 900	R24 000	R19 800	-17.5%
ASIA	R24 600	R21 300	R22 300	4.7%
China including Hong Kong	R30 700	R25 100	R26 100	4.0%
India	R22 600	R20 200	R22 100	9.4%
Japan	R21 600	R17 600	R21 000	19.3%
Malaysia	R19 300	R20 400	R22 100	8.3%
Singapore	R19 200	R19 500	R30 500	56.4%
South Korea	R23 000	R22 900	R19 800	-13.5%
Other Asia	R26 300	R20 800	R18 600	-10.6%
AUSTRALASIA	R25 700	R23 500	R23 500	0.0%
Australia	R25 500	R23 900	R23 500	-1.7%
New Zealand	R26 500	R22 000	R23 400	6.4%
Other Australasia	R49 400	R5 800	R11 200	-
CENTRAL & SOUTH AMERICA	R30 200	R23 400	R24 100	3.0%
Argentina	R32 900	R23 600	R24 100	2.1%
Brazil	R29 200	R23 100	R23 900	3.5%
Chile	R26 300	R24 400	R23 800	-2.5%
Other Central & South America	R32 700	R24 200	R24 900	2.9%
EUROPE	R28 300	R24 900	R25 200	1.2%
Austria	R32 700	R27 500	R24 100	-12.4%
Belgium	R23 900	R20 400	R21 700	6.4%
Denmark	R32 900	R31 800	R29 800	-6.3%
Finland	R33 500	R29 000	R26 900	-7.2%
France	R28 100	R22 200	R23 400	5.4%
Germany	R28 500	R23 800	R25 900	8.8%
Ireland	R27 200	R29 100	R24 200	-16.8%
Italy	R23 400	R21 100	R21 100	0.0%
Netherlands	R27 700	R25 200	R23 600	-6.3%
Norway	R29 100	R29 700	R29 100	-2.0%
Portugal	R31 500	R24 100	R20 800	-13.7%
Russian Fed	R33 300	R27 300	R32 000	17.2%
Spain	R27 100	R23 600	R21 800	-7.6%
Sweden	R25 000	R20 700	R21 800	5.3%
Switzerland	R36 000	R31 100	R25 200	-19.0%
Turkey	R31 600	R22 800	R28 400	24.6%
UK	R27 700	R26 500	R26 400	-0.4%
Other Europe	R31 200	R21 400	R23 400	9.3%
MIDDLE EAST	R27 600	R28 700	R28 100	-2.1%
UAE	R19 300	R24 200	R19 600	-19.0%
Other Middle East	R28 800	R29 600	R30 500	3.0%
NORTH AMERICA	R31 800	R31 200	R30 700	-1.6%
Canada	R25 100	R20 300	R21 900	7.9%
USA	R32 900	R32 900	R32 200	-2.1%
Other North American	R41 100	R9 000	R18 200	102.2%
OVERALL	R11 800	R10 900	R10 400	-4.6%

APPENDIX

TFDS BY PURPOSE OF VISIT			
	2023	2024	2025
Holiday	R30 400 766 205	R28 718 524 961	R32 485 326 823
Personal Shopping	R3 033 476 997	R2 583 948 053	R2 852 822 861
Business Shopping	R12 612 122 279	R12 349 202 689	R11 857 609 256
Business Traveller	R8 546 262 975	R8 133 861 749	R10 368 201 932
MICE	R4 897 137 638	R4 967 275 061	R5 683 759 577
Medical	R1 861 460 680	R1 546 564 218	R1 689 078 574
VFR	R26 074 108 536	R26 857 909 785	R30 252 908 227
Religion	R765 314 831	R426 669 622	R689 616 247



**TOTAL FOREIGN DIRECT
SPEND (TFDS) AND
AVERAGE SPEND BY
COUNTRY — PROVINCIAL
DISTRIBUTION**

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) - PROVINCIAL DISTRIBUTION

	2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R30 844 563 553	R4 209 998 534	R904 326 669	R2 184 677 372	R4 445 094 193	R990 741 972	R948 937 130	R229 664 862	R1 413 791 835
Botswana	R607 331 551	R71 439 752	R36 572 817	R191 453 353	R35 651 161	R140 304 746	R183 197 810	R3 097 660	R17 696 651
Lesotho	R831 791 260	R337 003 569	R135 115 721	R161 346 332	R29 584 473	R10 392 580	R103 913 190	R63 958 534	R1 193 791 505
Malawi	R4 396 782 783	R154 861 794	R37 116 919	R105 351 078	R13 283 056	R15 162 358	R47 705 500	R2 549 110	R4 985 536
Mozambique	R1 672 259 287	R117 264 336	R23 016 845	R53 015 264	R3 634 739 899	R50 105 304	R56 364 416	R1 978 803	R14 743 229
Namibia	R558 193 108	R829 268 951	R47 208 814	R37 696 536	R34 299 190	R3 790 428	R79 590 081	R89 771 790	R16 607 701
Swaziland	R357 156 514	R51 461 715	R16 012 817	R479 168 606	R353 406 792	R13 779 082	R25 390 989	R2 505 201	R8 014 167
Zambia	R2 946 511 843	R126 841 571	R59 871 700	R124 006 009	R18 395 527	R18 145 345	R69 629 838	R2 242 500	R2 133 173
Zimbabwe	R15 082 027 215	R1 109 781 158	R382 041 414	R746 386 395	R251 149 048	R696 946 404	R295 619 678	R52 925 929	R126 062 301
Angola	R877 857 952	R210 163 796	R19 564 450	R15 107 324	R5 096 729	R4 156 096	R2 920 205	R902 786	R2 830 751
Democratic Republic of Congo	R607 497 628	R83 896 547	R19 014 246	R38 752 484	R7 247 812	R4 180 667	R22 005 796	R330 447	R10 771 243
Ethiopia	R85 585 245	R33 835 398	R10 353 757	R9 950 560	R3 785 216	R656 428	R447 080	R0	R56 714
Ghana	R460 332 604	R292 907 159	R3 822 973	R41 768 211	R6 635 426	R1 743 601	R3 753 835	R0	R183 079
Kenya	R539 295 333	R167 104 458	R26 102 518	R62 495 121	R11 770 298	R11 196 377	R13 475 444	R1 900 640	R1 394 153
Nigeria	R236 138 471	R216 917 318	R15 449 286	R29 129 953	R9 427 452	R12 409 864	R8 054 509	R0	R1 173 930
Tanzania	R533 304 155	R85 641 637	R15 425 544	R23 147 107	R5 381 593	R3 136 035	R5 037 268	R5 836 209	R2 614 763
Uganda	R196 700 875	R56 174 403	R6 156 299	R9 457 672	R1 889 617	R631 333	R911 520	R0	R1 808 100
Other Africa	R765 797 729	R265 434 972	R51 480 547	R56 445 366	R23 350 903	R4 005 323	R30 919 970	R1 665 254	R8 924 839
Asia	R1 925 533 525	R934 753 739	R168 382 560	R538 122 967	R130 616 777	R77 748 456	R90 875 786	R49 752 446	R50 221 665
China including Hong Kong	R471 141 562	R176 990 422	R41 904 770	R80 812 925	R22 065 170	R18 927 259	R11 800 233	R35 204 709	R28 366 853
India	R644 642 834	R211 907 227	R44 724 573	R274 896 108	R33 521 159	R9 796 326	R29 525 559	R5 415 242	R8 170 256
Japan	R213 863 098	R92 717 794	R10 880 811	R28 160 531	R13 501 369	R15 151 163	R4 195 059	R457 609	R3 074 364
Malaysia	R69 392 150	R66 351 375	R1 215 946	R10 191 503	R4 594 763	R5 671 168	R438 547	R0	R123 669
Singapore	R51 277 574	R141 901 655	R9 969 420	R68 898 439	R8 644 448	R6 975 879	R3 367 097	R0	R1 076 000
South Korea	R120 481 258	R62 584 129	R13 324 793	R16 590 181	R6 536 472	R4 504 691	R10 056 987	R2 803 659	R3 720 840
Other Asia	R354 735 049	R182 301 136	R46 362 247	R58 573 280	R41 753 396	R16 721 972	R31 492 304	R5 871 228	R5 813 351
Australasia	R881 180 060	R1 159 044 429	R240 380 669	R300 001 724	R291 772 693	R130 803 952	R111 823 183	R24 063 916	R61 530 947
Australia	R736 403 923	R968 491 487	R181 891 662	R263 078 229	R254 536 755	R114 252 754	R95 551 510	R23 725 312	R57 043 106
New Zealand	R144 593 778	R190 230 533	R58 389 807	R36 923 496	R37 172 354	R16 541 430	R16 271 672	R338 604	R4 487 840
Other Australasia	R182 360	R322 409	R99 200	R0	R63 584	R9 767	R0	R0	R0
South America	R715 587 885	R765 678 200	R136 309 043	R40 635 541	R179 211 908	R98 417 721	R75 743 683	R3 491 596	R5 396 501
Argentina	R70 152 645	R72 622 852	R3 890 940	R7 505 707	R15 945 472	R5 295 811	R3 029 267	R444 775	R616 550
Brazil	R486 362 632	R585 134 139	R110 024 722	R16 020 098	R124 959 660	R74 954 925	R55 378 181	R2 649 281	R2 525 743
Chile	R30 141 316	R39 480 351	R3 685 586	R5 193 862	R5 657 468	R3 723 290	R6 714 546	R0	R0
Other Central & South America	R128 931 292	R68 440 859	R18 707 796	R11 915 874	R32 649 309	R14 443 695	R10 621 688	R397 540	R2 254 209
Europe	R8 497 555 207	R15 119 710 997	R1 952 621 660	R1 664 322 396	R2 301 269 695	R1 747 235 752	R547 460 603	R275 961 580	R230 562 791
Austria	R119 418 951	R267 055 648	R29 365 037	R30 587 137	R45 156 355	R41 259 165	R7 203 928	R916 334	R1 906 390
Belgium	R239 417 622	R409 911 120	R51 467 447	R50 193 796	R125 334 416	R54 228 281	R14 965 174	R5 236 033	R6 950 502
Denmark	R91 831 473	R151 619 512	R14 951 176	R50 903 548	R34 162 836	R146 181 222	R3 457 288	R52 964 239	R5 690 342
Finland	R35 905 784	R82 890 244	R6 019 141	R6 170 511	R17 403 006	R9 745 207	R2 142 837	R1 528 263	R2 789 824
France	R659 101 892	R1 283 144 287	R161 497 090	R143 809 886	R282 926 078	R141 480 427	R42 022 609	R20 706 689	R20 883 568
Germany	R1 546 993 344	R3 319 599 221	R383 168 127	R320 412 896	R622 065 889	R390 768 853	R125 859 180	R58 040 377	R44 022 156
Ireland	R219 361 129	R299 504 319	R42 748 832	R54 061 633	R42 690 484	R29 895 329	R12 407 771	R1 114 300	R3 735 351
Italy	R271 615 512	R525 290 961	R52 078 636	R47 174 482	R110 645 562	R45 280 937	R13 379 976	R6 436 468	R12 455 537
Netherlands	R647 128 092	R1 331 569 259	R213 877 638	R106 754 580	R260 631 034	R242 722 711	R35 378 132	R14 657 789	R14 595 550
Norway	R73 513 729	R155 872 642	R17 084 623	R50 073 046	R21 863 876	R47 227 275	R11 212 023	R20 213 501	R1 868 381
Portugal	R110 659 763	R149 746 549	R17 029 878	R8 036 300	R12 400 762	R5 236 280	R6 506 050	R1 891 034	R678 724
Russian Fed	R627 407 189	R483 642 215	R36 152 854	R45 289 919	R29 645 407	R5 785 889	R8 821 228	R17 776 633	R856 350
Spain	R203 492 834	R289 135 667	R14 730 361	R31 397 062	R70 957 583	R30 393 410	R12 955 437	R15 037 711	R1 705 761
Sweden	R95 333 320	R313 938 547	R37 546 956	R39 135 007	R36 786 437	R25 585 199	R15 199 878	R798 501	R3 414 531
Switzerland	R188 625 268	R611 098 497	R61 961 900	R35 419 977	R88 852 118	R80 108 802	R20 979 906	R5 629 977	R14 404 685
Turkey	R196 361 111	R189 312 003	R20 423 659	R8 520 662	R13 181 020	R0	R3 425 931	R0	R11 065 271
UK	R2 822 653 147	R4 836 408 453	R747 271 798	R588 718 875	R420 436 275	R412 321 164	R163 984 294	R43 624 029	R78 512 927
Other Europe	R348 735 047	R424 971 853	R45 246 508	R47 663 081	R66 130 555	R39 015 600	R47 558 961	R9 389 703	R5 026 943
Middle East	R603 445 882	R426 582 691	R165 230 283	R74 335 171	R32 822 149	R14 662 731	R41 034 068	R22 723 274	R65 398 493
UAE	R67 776 593	R91 984 701	R37 753 714	R8 243 170	R2 154 328	R1 554 510	R3 771 477	R1 531 263	R917 117
Other Middle East	R535 669 289	R334 597 990	R127 476 568	R66 092 001	R30 667 822	R13 108 221	R37 262 591	R21 192 011	R64 481 377
North America	R3 491 587 153	R3 318 589 894	R759 978 511	R750 966 153	R1 154 932 748	R1 952 576 434	R538 581 130	R901 041 177	R208 909 171
Canada	R306 381 760	R569 493 800	R61 077 190	R92 801 478	R112 168 969	R123 910 763	R29 112 369	R5 743 554	R11 092 201
USA	R3 185 200 893	R2 749 055 905	R698 891 321	R658 164 675	R1 042 763 779	R1 828 665 671	R509 468 761	R895 297 623	R197 816 970
TOTAL	R46 959 453 265	R25 934 358 484	R4 327 229 394	R5 553 061 325	R8 535 720 163	R5 012 187 018	R2 354 455 583	R1 506 698 851	R2 035 811 402

APPENDIX

AVERAGE SPEND - PROVINCIAL DISTRIBUTION									
	2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R9 500	R11 800	R7 900	R3 900	R2 000	R4 800	R3 400	R3 500	R1 700
Botswana	R3 500	R10 900	R3 900	R9 400	R3 500	R2 100	R1 500	R1 600	R1 700
Lesotho	R2 500	R6 500	R6 600	R3 300	R1 900	R2 300	R1 600	R2 800	R1 500
Malawi	R23 400	R10 500	R14 200	R10 000	R4 100	R5 200	R11 800	R1 900	R5 200
Mozambique	R5 900	R9 300	R5 400	R7 800	R2 100	R4 900	R3 600	R8 700	R3 800
Namibia	R12 200	R9 100	R9 300	R7 200	R14 500	R3 300	R16 600	R3 600	R6 200
Swaziland	R2 000	R12 400	R2 700	R1 600	R800	R1 500	R2 900	R2 200	R2 400
Zambia	R23 400	R11 500	R14 800	R4 900	R6 800	R3 400	R17 800	R6 500	R4 500
Zimbabwe	R8 700	R11 100	R7 400	R6 300	R4 700	R6 600	R5 400	R4 400	R5 200
Angola	R36 300	R23 800	R31 300	R10 700	R15 000	R17 300	R7 300	R21 400	R19 300
Democratic Republic of Congo	R20 800	R18 800	R16 800	R16 300	R10 500	R10 400	R24 400	R3 700	R18 300
Ethiopia	R15 100	R17 000	R15 000	R12 000	R10 100	R6 800	R4 000	R0	R1 800
Ghana	R21 600	R27 700	R5 300	R17 800	R8 900	R3 500	R6 800	R0	R1 700
Kenya	R14 900	R16 900	R14 600	R13 100	R7 600	R12 700	R10 200	R14 000	R2 900
Nigeria	R18 200	R31 000	R14 600	R12 800	R12 200	R32 700	R11 700	R0	R14 200
Tanzania	R22 700	R20 300	R26 000	R12 400	R10 200	R8 900	R9 300	R28 200	R10 500
Uganda	R18 900	R19 600	R10 600	R10 700	R7 300	R13 300	R3 600	R0	R14 200
Other Africa	R20 400	R17 700	R12 400	R9 000	R9 800	R3 900	R23 700	R10 500	R16 600
Asia	R18 800	R16 800	R12 800	R22 700	R11 200	R12 100	R10 000	R33 600	R17 500
China including Hong Kong	R21 800	R18 000	R19 700	R24 500	R10 200	R19 000	R14 500	R46 500	R50 800
India	R20 000	R14 300	R13 100	R24 200	R9 300	R8 600	R9 800	R14 800	R12 400
Japan	R17 300	R19 600	R12 400	R16 900	R9 000	R21 500	R7 400	R12 500	R10 400
Malaysia	R17 700	R18 100	R4 400	R18 500	R11 100	R11 500	R3 100	R0	R0
Singapore	R10 500	R30 900	R14 200	R196 700	R8 500	R39 600	R7 800	R0	R16 000
South Korea	R16 500	R16 300	R13 300	R12 600	R12 300	R17 100	R20 200	R30 500	R10 500
Other Asia	R17 600	R12 900	R9 700	R11 400	R17 200	R6 300	R8 700	R25 500	R6 200
Australasia	R12 900	R18 800	R18 500	R18 300	R12 200	R15 300	R13 900	R13 500	R16 400
Australia	R12 900	R18 600	R17 500	R18 200	R11 800	R16 000	R14 500	R14 900	R16 300
New Zealand	R13 100	R19 600	R22 700	R19 700	R15 200	R12 000	R11 200	R1 700	R19 200
Other Australasia	R25 400	R7 600	R19 800	R0	R14 100	R7 300	R0	R0	R0
South America	R12 900	R16 700	R20 900	R9 900	R8 600	R12 800	R9 100	R11 500	R9 200
Argentina	R14 600	R19 600	R5 100	R13 100	R8 300	R10 900	R5 900	R10 800	R8 200
Brazil	R12 000	R16 400	R24 900	R7 600	R8 000	R13 800	R8 600	R11 700	R5 400
Chile	R10 900	R17 800	R11 500	R17 500	R6 900	R9 700	R17 400	R0	R0
Other Central & South America	R17 800	R16 000	R18 200	R10 600	R13 000	R10 700	R10 800	R11 000	R51 800
Europe	R17 800	R20 700	R13 600	R13 600	R11 200	R18 700	R13 000	R21 100	R13 500
Austria	R14 600	R20 000	R10 300	R11 600	R10 400	R15 400	R8 600	R9 700	R11 800
Belgium	R13 300	R16 700	R8 600	R10 000	R13 400	R14 400	R12 600	R8 400	R12 500
Denmark	R14 500	R16 700	R8 500	R42 900	R9 500	R43 500	R6 900	R107 500	R48 400
Finland	R16 700	R23 400	R15 900	R10 800	R15 200	R26 600	R7 900	R13 200	R11 900
France	R14 500	R18 900	R15 300	R9 700	R9 500	R15 700	R12 400	R15 000	R15 500
Germany	R17 500	R20 500	R10 700	R11 900	R12 200	R19 000	R15 000	R23 600	R12 200
Ireland	R19 300	R19 000	R11 100	R17 000	R12 400	R17 000	R11 500	R8 600	R8 300
Italy	R14 400	R16 800	R9 600	R12 700	R9 300	R15 000	R7 900	R12 900	R17 800
Netherlands	R16 100	R18 700	R13 300	R8 900	R10 900	R19 400	R11 400	R13 300	R9 900
Norway	R16 200	R19 100	R10 700	R37 400	R11 900	R45 400	R22 000	R132 600	R14 900
Portugal	R15 700	R19 100	R13 200	R7 900	R7 400	R11 000	R12 000	R10 700	R3 600
Russian Fed	R29 800	R29 300	R10 400	R21 900	R9 100	R7 000	R12 500	R19 700	R5 500
Spain	R16 500	R16 200	R5 900	R16 200	R11 000	R18 300	R11 000	R23 400	R5 300
Sweden	R12 400	R18 800	R13 100	R20 600	R9 500	R12 500	R13 200	R5 700	R9 900
Switzerland	R13 200	R22 700	R12 100	R10 900	R12 000	R21 000	R15 100	R11 700	R37 000
Turkey	R27 700	R26 500	R15 900	R7 200	R8 500	R0	R7 700	R0	R49 200
UK	R19 600	R22 900	R20 100	R16 700	R12 400	R18 000	R12 500	R13 800	R13 500
Other Europe	R16 400	R21 900	R9 100	R10 400	R10 600	R11 100	R17 200	R18 400	R5 700
Middle East	R21 500	R20 700	R35 000	R14 900	R10 500	R7 500	R11 100	R22 100	R83 100
UAE	R13 700	R17 500	R21 200	R8 400	R8 100	R14 100	R7 300	R56 700	R16 500
Other Middle East	R23 200	R21 700	R43 300	R16 500	R10 800	R7 100	R11 700	R21 100	R88 200
North America	R18 400	R16 600	R22 700	R18 800	R13 900	R35 200	R27 500	R151 000	R25 000
Canada	R12 100	R16 700	R9 400	R13 300	R8 300	R28 200	R14 500	R9 100	R12 200
USA	R19 300	R16 600	R25 900	R20 000	R14 900	R35 800	R29 000	R167 700	R26 600
TOTAL	R11 200	R17 600	R13 200	R7 200	R3 300	R13 200	R6 300	R17 000	R2 300



**BEDNIGHTS, LENGTH OF
STAY & ACCOMMODATION
BEDNIGHTS**

APPENDIX

BED NIGHTS BY COUNTRY				
	2023	2024	2025	% YOY GROWTH
AFRICA	81 484 013	84 917 754	118 827 244	39.9%
Botswana	1 565 858	1 557 768	1 934 406	24.2%
Lesotho	15 076 754	13 698 887	27 765 557	102.7%
Malawi	1 797 642	2 315 368	2 986 387	29.0%
Mozambique	13 408 768	17 381 698	24 913 055	43.3%
Namibia	1 533 755	1 938 126	2 194 843	13.2%
eSwatini	7 249 527	8 704 346	10 642 262	22.3%
Zambia	1 544 393	1 698 284	2 128 868	25.4%
Zimbabwe	36 027 600	33 884 092	41 833 773	23.5%
Angola	446 551	401 507	396 109	-1.3%
DRC	435 303	519 158	547 544	5.5%
Ethiopia	85 813	99 467	108 667	9.2%
Ghana	207 693	424 900	463 155	9.0%
Kenya	520 182	574 941	799 325	39.0%
Nigeria	285 526	341 277	430 089	26.0%
Tanzania	267 831	370 748	517 757	39.7%
Uganda	252 604	207 636	199 374	-4.0%
Other Africa	778 212	799 553	966 074	20.8%
ASIA	3 373 097	2 920 087	2 810 124	-3.8%
China including Hong Kong	710 743	633 952	484 989	-23.5%
India	1 331 309	1 071 541	1 007 105	-6.0%
Japan	194 693	234 272	240 859	2.8%
Malaysia	113 710	79 004	127 888	61.9%
Singapore	65 933	91 600	106 404	16.2%
South Korea	188 153	204 834	211 978	3.5%
Other Asia	768 557	604 884	630 901	4.3%
AUSTRALASIA	1 711 456	1 842 357	2 020 405	9.7%
Australia	1 362 893	1 468 868	1 669 382	13.7%
New Zealand	345 210	372 649	350 472	-6.0%
Other Australia	3 353	840	551	-34.3%
CENTRAL & SOUTH AMERICA	634 929	1 029 993	1 321 538	28.3%
Argentina	69 914	93 798	114 082	21.6%
Brazil	376 696	687 274	953 526	38.7%
Chile	27 473	54 699	51 432	-6.0%
Other Central & South America	160 846	194 223	202 498	4.3%
EUROPE	17 937 481	16 943 426	18 536 903	9.4%
Austria	310 361	317 039	387 850	22.3%
Belgium	670 073	645 282	650 223	0.8%
Denmark	274 781	267 264	278 236	4.1%
Finland	101 196	67 360	72 242	7.2%
France	1 771 340	1 668 351	1 618 546	-3.0%
Germany	3 738 266	3 492 632	3 934 439	12.6%
Ireland	385 211	473 645	453 213	-4.3%
Italy	649 135	667 688	697 314	4.4%
The Netherlands	1 832 428	1 753 762	1 884 102	7.4%
Norway	215 332	181 238	190 286	5.0%
Portugal	189 040	164 735	214 060	29.9%
Russian Federation	479 395	424 585	565 459	33.2%
Spain	404 602	465 207	433 544	-6.8%
Sweden	369 775	363 197	375 627	3.4%
Switzerland	659 913	544 981	625 765	14.8%
Turkey	179 925	201 211	190 962	-5.1%
Uk	5 093 895	4 729 262	5 354 825	13.2%
Other Europe	612 814	515 988	610 209	18.3%
MIDDLE EAST	1 108 362	713 218	1 172 225	64.4%
United Arab Emirates	108 677	78 727	258 885	228.8%
Other Middle East	999 685	634 492	913 340	43.9%
NORTH AMERICA	5 528 290	6 255 765	6 699 649	7.1%
Canada	786 039	786 591	834 390	6.1%
USA	4 742 175	5 469 161	5 865 242	7.2%
Other North America	75	13	16	23.1%
TOTAL	111 777 628	114 622 600	151 388 088	32.1%

APPENDIX

AVERAGE LENGTH OF STAY BY COUNTRY				
	2023	2024	2025	% YOY GROWTH
AFRICA	12.8	12.7	14.8	16.9%
Botswana	4.3	3.9	4.6	17.5%
Lesotho	13.0	14.1	19.9	41.5%
Malawi	12.9	14.1	13.0	-8.4%
Mozambique	10.0	10.9	12.0	9.7%
Namibia	9.6	11.8	12.5	6.1%
eSwatini	9.9	10.3	11.1	7.4%
Zambia	10.6	11.0	12.2	10.8%
Zimbabwe	17.1	15.5	18.1	16.8%
Angola	13.8	13.5	11.5	-14.8%
DRC	21.5	20.1	14.8	-26.4%
Ethiopia	14.8	15.0	12.1	-19.1%
Ghana	15.2	13.5	14.0	3.7%
Kenya	13.7	14.1	16.1	14.1%
Nigeria	17.4	16.6	15.9	-4.4%
Tanzania	13.1	16.8	18.0	7.2%
Uganda	21.2	17.4	14.7	-15.1%
Other Africa	15.0	14.6	15.7	7.6%
ASIA	20.2	16.7	15.5	-7.1%
China including Hong Kong	20.8	16.3	14.2	-13.1%
India	19.3	16.5	17.2	4.5%
Japan	15.5	15.1	13.0	-14.2%
Malaysia	22.2	12.7	17.3	35.8%
Singapore	9.2	10.1	11.0	9.3%
South Korea	20.1	18.2	17.1	-6.1%
Other Asia	25.9	20.9	15.6	-25.2%
AUSTRALASIA	16.9	16.5	14.5	-11.8%
Australia	16.5	15.8	14.3	-9.7%
New Zealand	18.7	19.6	15.7	-19.9%
Other Australia	26.2	14.0	9.2	-34.3%
CENTRAL & SOUTH AMERICA	16.8	15.7	15.6	-0.4%
Argentina	19.3	18.3	15.3	-16.0%
Brazil	16.1	14.5	15.5	7.1%
Chile	13.3	18.2	13.0	-28.6%
Other Central & South America	18.6	19.3	17.3	-10.5%
EUROPE	15.9	14.9	14.3	-4.0%
Austria	16.1	16.3	17.0	4.6%
Belgium	16.5	16.2	14.5	-10.4%
Denmark	16.0	15.7	15.0	-4.5%
Finland	16.4	11.6	11.7	1.3%
France	16.8	15.1	13.5	-10.6%
Germany	16.8	15.2	14.9	-2.3%
Ireland	15.9	17.5	15.2	-12.8%
Italy	13.4	14.3	13.4	-6.2%
The Netherlands	16.3	15.4	15.3	-0.6%
Norway	17.4	16.1	13.7	-14.9%
Portugal	14.7	12.3	14.1	14.5%
Russian Federation	17.9	14.7	14.3	-2.6%
Spain	14.1	16.5	14.1	-14.8%
Sweden	15.8	15.5	14.3	-7.9%
Switzerland	16.8	14.0	14.1	1.0%
Turkey	15.2	15.0	12.2	-18.8%
Uk	14.9	14.1	13.8	-2.0%
Other Europe	16.8	13.9	13.7	-1.4%
MIDDLE EAST	22.8	18.5	22.4	21.1%
United Arab Emirates	16.9	11.7	23.4	99.9%
Other Middle East	23.7	19.9	22.1	11.0%
NORTH AMERICA	15.5	15.4	15.4	0.1%
Canada	15.4	14.8	13.6	-7.6%
USA	15.6	15.5	15.7	1.4%
Other North America	18.8	13.0	4.0	-69.2%
TOTAL	13.6	13.3	14.8	11.7%

APPENDIX

ACCOMMODATION TYPE - BED NIGHTS 2025									
	Hotels	Guest House	BnB	Self-Catering	Game Lodge	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	4 657 542	1 220 227	624 426	1 758 373	296 919	438 536	48 365	101 950 071	366 050
Botswana	179 146	89 569	26 775	56 973	23 212	1 070	0	1 058 250	2 524
Lesotho	146 697	143 461	70 719	680 442	19 518	307 366	14 621	24 688 176	1 266
Malawi	605 149	37 021	15 261	30 652	6 028	0	0	1 832 510	23 355
Mozambique	340 109	139 403	50 345	100 051	24 379	20 677	4 609	24 108 375	2 705
Namibia	279 702	174 901	62 489	157 926	6 226	3 891	17 013	1 051 037	4 758
eSwatini	146 987	67 335	28 858	27 063	15 251	81 061	5 270	9 859 523	5 218
Zambia	419 531	45 221	10 728	46 334	34 479	2 989	196	1 163 228	12 150
Zimbabwe	1 494 665	290 307	295 877	265 352	135 634	5 159	5 464	36 514 901	195 898
Angola	118 372	49 970	14 404	41 955	4 993	169	247	137 440	2 361
DRC	99 396	14 644	950	21 967	2 021	0	0	296 542	3 878
Ethiopia	24 152	5 584	914	2 952	1 621	0	291	58 694	651
Ghana	132 239	16 810	14 223	40 289	1 451	0	0	174 430	19 884
Kenya	206 058	27 093	8 977	59 672	4 171	512	512	200 055	47 168
Nigeria	98 836	13 459	3 661	66 314	4 315	349	0	177 896	15 574
Tanzania	106 906	32 394	2 290	28 681	5 788	12 548	0	143 629	3 967
Uganda	46 253	8 519	700	5 860	1 599	285	0	63 440	926
Other Africa	213 345	64 537	17 255	125 890	6 232	2 461	140	421 946	23 767
ASIA	801 936	173 606	42 945	216 487	51 328	4 794	3 472	1 242 877	19 453
China including Hong Kong	148 166	18 815	5 627	19 135	10 527	1 549	1 221	252 774	5 125
India	281 334	85 488	22 141	141 782	15 109	1 764	545	308 564	3 518
Japan	79 707	9 469	7 611	17 267	11 965	945	983	105 700	1 533
Malaysia	43 145	15 276	772	5 658	612	0	0	41 173	574
Singapore	39 794	9 025	2 650	8 699	4 392	0	0	36 738	2 083
South Korea	31 295	2 709	1 131	7 676	1 500	0	305	154 216	2 539
Other Asia	178 495	32 824	3 013	16 269	7 223	536	418	343 712	4 081
AUSTRALASIA	341 118	76 418	57 993	65 329	153 162	13 590	21 758	1 219 751	32 504
Australia	299 609	62 194	45 736	55 574	135 916	12 052	20 657	992 113	24 792
New Zealand	41 187	14 134	12 257	9 703	17 218	1 538	1 100	227 578	7 712
Other Australia	322	90	0	52	28	0	0	60	0
CENTRAL & SOUTH AMERICA	453 174	64 148	24 178	169 260	125 454	67 206	35 922	252 135	47 030
Argentina	39 625	3 767	845	6 081	14 757	10 508	0	22 495	7 100
Brazil	337 314	54 559	20 573	114 365	73 992	50 625	34 768	180 735	34 897
Chile	19 893	4 155	263	1 677	5 112	5 392	47	10 098	4 332
Other Central & South America	56 343	1 668	2 497	47 138	31 593	681	1 108	38 807	701
EUROPE	4 814 001	1 719 963	653 078	1 715 135	1 796 961	260 535	295 037	6 261 468	339 758
Austria	94 625	27 889	12 241	49 406	49 476	4 972	8 155	87 364	26 650
Belgium	177 209	49 758	24 822	43 635	60 229	8 647	10 578	235 519	6 984
Denmark	67 486	31 374	7 762	14 455	67 102	5 386	3 211	50 278	8 972
Finland	30 113	4 869	1 255	6 874	8 993	737	424	18 798	0
France	499 106	179 411	72 022	141 759	226 591	19 034	35 828	340 753	25 163
Germany	1 056 617	412 718	178 048	435 015	454 555	104 458	76 179	987 004	86 328
Ireland	94 227	19 637	6 708	40 170	20 990	3 070	2 623	237 186	16 171
Italy	217 681	70 265	37 781	81 573	71 837	1 785	10 008	168 789	5 747
The Netherlands	431 307	179 524	70 120	201 607	237 413	40 314	53 037	557 483	16 321
Norway	41 033	24 057	13 527	17 865	22 542	2 780	2 409	49 664	11 257
Portugal	56 670	20 445	5 214	19 907	8 137	1 959	1 132	90 963	7 143
Russian Federation	187 146	52 403	25 220	82 509	24 482	14 683	2 080	140 250	16 842
Spain	130 951	41 777	30 174	34 235	31 831	2 858	11 047	140 349	6 206
Sweden	97 103	56 447	12 140	72 009	43 755	7 863	2 999	67 895	6 889
Switzerland	196 787	57 790	18 956	47 110	63 959	10 563	23 925	175 922	13 354
Turkey	66 406	29 393	968	8 795	7 561	0	0	57 843	1 402
Kuwait	1 197 336	399 077	115 930	360 378	344 408	25 766	42 337	2 653 482	73 231
Other Europe	172 197	63 129	20 192	57 834	53 098	5 659	9 065	201 926	11 098
MIDDLE EAST	171 482	31 197	8 260	83 557	18 748	2 791	1 831	739 908	4 173
United Arab Emirates	43 136	4 656	1 685	7 129	1 871	2 056	0	195 728	407
Other Middle East	128 346	26 541	6 575	76 428	16 877	735	1 831	544 180	3 767
NORTH AMERICA	1 650 121	292 986	152 309	402 720	938 884	49 391	72 414	2 655 349	93 019
Canada	258 724	40 011	26 297	39 054	119 260	6 853	12 482	301 289	11 782
USA	1 391 388	252 975	126 012	363 666	819 624	42 538	59 932	2 354 054	81 237
Other North America	9	0	0	0	0	0	0	7	0
TOTAL	12 889 375	3 578 545	1 563 189	4 410 861	3 381 457	836 843	478 798	114 321 559	901 986

APPENDIX

	ACCOMMODATION BEDNIGHTS BY PROVINCE								
	2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	1 473 724	1 135 209	68 436	158 558	94 230	38 209	58 470	23 727	21 396
Guest house	216 320	336 339	37 518	56 156	57 689	43 143	25 374	14 571	38 788
Bed & Breakfast	90 971	165 725	21 763	41 251	23 287	3 606	22 100	2 619	1 072
Game Lodges	45 210	29 555	65 893	54 489	361 846	256 943	42 298	10 313	8 632
Self Catering Units	222 152	372 893	159 799	47 663	15 779	36 951	5 206	12 325	1 898
Friends/Family	14 437 490	1 514 171	864 820	1 758 209	7 795 102	642 795	935 713	201 494	3 557 694
Backpacker hostels	14 883	37 819	9 110	5 376	2 043	4 746	2 155	161	119 737
Camping/caravanning	3 717	18 964	1 443	7 378	34 199	29 713	1 766	10 640	493
Hospital	1 471	2 756	0	699	0	0	0	0	15 241
Train/Ship etc	763	2 868	763	1 284	0	266	0	108	36
AirBnB	42 606	76 528	13 436	4 822	3 603	3	1 261	91	0
Couch	788	0	0	0	161	0	0	161	2 785
Other	730 142	238 022	63 664	96 123	63 143	35 244	71 552	1 685	128 612

	ACCOMMODATION LENGTH OF STAY BY PROVINCE								
	2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	3.4	5.9	4.0	1.8	0.3	1.7	1.2	2.8	0.2
Guest house	1.2	6.7	4.4	0.8	0.2	2.3	0.6	2.1	0.4
Bed & Breakfast	0.6	5.0	3.3	0.6	0.1	0.2	0.5	0.4	0.0
Game Lodges	0.3	1.2	5.7	0.8	1.0	5.7	0.9	1.5	0.1
Self Catering Units	1.4	9.3	24.3	0.8	0.1	2.3	0.1	2.0	0.0
Friends/Family	19.4	15.6	22.6	13.2	12.7	13.7	13.0	11.7	16.5
Backpacker hostels	0.1	1.7	2.7	0.2	0.0	0.3	0.1	0.0	1.3
Camping/caravanning	0.0	1.0	0.6	0.3	0.1	1.7	0.0	1.7	0.0
Hospital	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Train/Ship etc	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0
AirBnB	6.9	11.1	30.0	5.6	6.1	3.0	5.0	1.0	0.0
Couch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	12.1	56.0	34.6	7.6	11.3	4.2	11.9	25.3	14.9



PURPOSE OF VISIT

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
2025									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	9.6%	4.6%	6.0%	4.3%	3.0%	1.4%	64.0%	2.2%	4.9%
Botswana	17.7%	3.5%	9.7%	22.0%	4.8%	0.9%	28.3%	8.3%	4.7%
Lesotho	1.5%	0.7%	1.2%	0.1%	0.9%	0.9%	86.3%	1.9%	6.6%
Malawi	7.2%	2.3%	41.9%	9.4%	5.4%	1.1%	26.3%	2.0%	4.5%
Mozambique	13.4%	8.3%	2.6%	0.6%	0.5%	1.4%	72.1%	0.4%	0.6%
Namibia	22.9%	0.7%	3.2%	9.6%	6.6%	3.1%	37.5%	2.0%	14.3%
Eswatini	10.0%	0.9%	3.2%	0.8%	1.0%	0.6%	73.7%	3.9%	5.8%
Zambia	7.8%	1.8%	26.1%	19.3%	8.6%	1.5%	25.1%	2.4%	7.5%
Zimbabwe	7.6%	6.4%	8.0%	5.2%	4.1%	1.8%	59.8%	2.5%	4.6%
Angola	20.7%	1.2%	0.5%	11.8%	12.3%	19.4%	16.8%	0.6%	16.7%
DRC	11.1%	0.4%	2.1%	11.2%	19.8%	4.6%	33.3%	0.8%	16.6%
Ethiopia	16.4%	0.0%	1.1%	19.4%	16.6%	1.5%	24.8%	0.7%	19.5%
Ghana	33.3%	0.3%	1.0%	9.0%	16.4%	0.9%	17.4%	1.1%	20.5%
Kenya	19.0%	0.2%	1.2%	10.5%	26.8%	0.5%	16.3%	2.8%	22.7%
Nigeria	23.6%	0.1%	0.5%	14.1%	18.1%	0.6%	23.6%	1.6%	17.9%
Tanzania	20.2%	0.8%	3.7%	7.4%	19.3%	1.8%	17.9%	1.7%	27.2%
Uganda	18.2%	0.4%	1.8%	8.4%	22.6%	4.2%	15.0%	2.0%	27.4%
Other Africa	17.8%	0.3%	2.5%	20.2%	17.0%	1.0%	24.6%	1.4%	15.3%
ASIA	20.8%	0.1%	0.6%	20.6%	20.6%	0.4%	28.3%	0.3%	8.3%
China including Hong Kong	14.9%	0.2%	0.1%	24.9%	19.9%	0.2%	35.6%	0.1%	4.1%
India	20.0%	0.0%	0.3%	24.9%	21.8%	0.7%	21.4%	0.5%	10.5%
Japan	18.8%	0.0%	0.0%	16.7%	29.8%	0.3%	27.5%	0.3%	6.7%
Malaysia	29.9%	0.0%	1.3%	18.4%	13.4%	0.0%	28.4%	0.6%	8.0%
Singapore	44.0%	0.0%	0.0%	8.3%	29.1%	0.0%	15.7%	0.0%	2.9%
South Korea	14.3%	0.0%	0.0%	8.4%	18.0%	0.4%	51.2%	0.0%	7.7%
Other Asia	22.7%	0.1%	1.9%	19.5%	15.2%	0.6%	28.4%	0.4%	11.1%
AUSTRALASIA	37.4%	0.0%	0.1%	3.9%	4.9%	0.3%	49.2%	0.2%	4.0%
Australia	39.0%	0.1%	0.1%	4.0%	4.8%	0.3%	47.8%	0.2%	3.8%
New Zealand	29.1%	0.0%	0.0%	3.8%	5.1%	0.0%	56.9%	0.3%	4.9%
Other Australia	5.8%	0.0%	0.0%	0.0%	70.6%	1.7%	13.9%	0.0%	8.1%
CENTRAL & SOUTH AMERICA	58.6%	0.0%	0.0%	7.8%	10.0%	0.0%	11.6%	0.7%	11.4%
Argentina	53.5%	0.0%	0.0%	8.7%	15.7%	0.0%	12.5%	0.4%	9.2%
Brazil	61.6%	0.0%	0.0%	7.2%	7.4%	0.0%	10.8%	0.8%	12.2%
Chile	55.3%	0.0%	0.0%	4.4%	17.7%	0.0%	11.8%	0.0%	10.8%
Other Central & South America	47.0%	0.0%	0.0%	11.3%	17.4%	0.0%	15.1%	0.5%	8.7%
EUROPE	47.7%	0.1%	0.0%	11.9%	8.8%	0.1%	26.8%	0.3%	4.3%
Austria	55.9%	0.0%	0.0%	11.6%	8.7%	0.0%	16.0%	0.0%	7.8%
Belgium	47.2%	0.1%	0.1%	8.9%	14.2%	0.0%	25.5%	0.0%	3.9%
Denmark	61.2%	0.0%	0.0%	9.5%	9.8%	0.1%	13.1%	0.1%	6.2%
Finland	55.1%	0.0%	0.0%	14.2%	14.4%	0.0%	14.6%	0.0%	1.8%
France	57.9%	0.0%	0.0%	11.9%	9.0%	0.0%	16.6%	0.2%	4.5%
Germany	55.4%	0.0%	0.0%	11.9%	8.5%	0.0%	19.5%	0.1%	4.6%
Ireland	38.7%	0.0%	0.0%	8.5%	4.9%	0.0%	44.1%	0.2%	3.7%
Italy	55.9%	0.1%	0.0%	13.6%	11.0%	0.2%	14.6%	0.5%	4.0%
The Netherlands	50.2%	0.0%	0.0%	11.1%	6.9%	0.3%	25.7%	0.3%	5.5%
Norway	52.3%	0.0%	0.0%	15.9%	7.5%	0.0%	16.0%	0.9%	7.4%
Portugal	34.8%	0.6%	0.0%	15.8%	14.7%	0.2%	30.1%	0.4%	3.4%
Russian Federation	39.5%	0.0%	0.0%	26.5%	16.2%	0.0%	14.5%	0.3%	3.0%
Spain	48.5%	0.0%	0.0%	13.4%	11.1%	0.0%	22.1%	0.5%	4.5%
Sweden	52.0%	0.0%	0.0%	9.6%	11.9%	0.0%	17.4%	0.9%	8.2%
Switzerland	53.9%	0.0%	0.0%	12.6%	9.2%	0.5%	20.3%	0.3%	3.2%
Turkey	30.0%	0.0%	0.0%	29.5%	19.8%	0.0%	17.3%	0.0%	3.4%
Uk	38.6%	0.1%	0.1%	9.0%	6.6%	0.2%	41.5%	0.3%	3.5%
Other Europe	40.6%	0.3%	0.0%	21.9%	10.7%	0.0%	21.3%	0.6%	4.6%
MIDDLE EAST	35.2%	0.0%	0.3%	7.0%	4.6%	0.2%	46.7%	0.2%	5.8%
United Arab Emirates	35.8%	0.0%	0.0%	5.5%	6.2%	0.0%	51.5%	0.0%	0.9%
Other Middle East	35.0%	0.0%	0.4%	7.4%	4.2%	0.2%	45.4%	0.3%	7.1%
NORTH AMERICA	54.4%	0.0%	0.1%	9.8%	6.7%	0.3%	22.2%	1.2%	5.3%
Canada	57.2%	0.0%	0.0%	4.8%	9.1%	0.6%	24.2%	0.4%	3.7%
USA	54.0%	0.1%	0.1%	10.6%	6.3%	0.2%	21.8%	1.4%	5.5%
Other North America	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	25.0%
TOTAL	17.5%	3.6%	4.7%	5.8%	4.3%	1.2%	56.1%	1.9%	4.9%



REPEAT RATE

APPENDIX

REPEAT VISITS BY COUNTRY					
2025					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	8.0%	13.4%	9.6%	10.7%	33.7%
Botswana	8.1%	6.3%	5.6%	6.2%	37.8%
Lesotho	0.7%	2.6%	3.0%	1.6%	45.6%
Malawi	8.8%	11.4%	11.8%	10.0%	51.4%
Mozambique	12.4%	16.1%	8.6%	8.9%	7.3%
Namibia	4.4%	13.0%	9.6%	13.9%	59.0%
Swaziland	1.8%	15.1%	11.4%	15.9%	40.9%
Zambia	14.4%	14.6%	10.0%	12.3%	41.8%
Zimbabwe	7.2%	17.6%	13.7%	15.5%	44.1%
Angola	17.9%	11.5%	10.6%	16.5%	43.6%
Democratic Republic of Congo	24.0%	13.6%	16.7%	17.7%	27.9%
Ethiopia	39.2%	13.8%	18.0%	16.7%	12.3%
Ghana	51.7%	19.7%	9.9%	10.8%	7.9%
Kenya	36.4%	23.1%	14.5%	12.7%	13.3%
Nigeria	44.3%	16.1%	13.1%	16.6%	10.0%
Tanzania	31.1%	20.2%	14.7%	11.6%	22.4%
Uganda	44.1%	19.0%	12.3%	14.1%	10.5%
Other Africa	33.1%	22.1%	16.6%	16.7%	11.5%
Asia	42.8%	23.4%	14.5%	11.4%	8.0%
China including Hong Kong	30.6%	20.7%	15.9%	20.7%	12.1%
India	46.0%	26.3%	15.6%	7.1%	4.9%
Japan	37.6%	25.0%	18.7%	11.6%	7.1%
Malaysia	56.8%	13.1%	16.3%	3.4%	10.5%
Singapore	44.1%	26.4%	13.5%	11.5%	4.5%
South Korea	38.2%	24.4%	13.2%	13.1%	11.1%
Other Asia	49.4%	21.4%	10.1%	10.4%	8.7%
Australasia	41.5%	21.9%	14.0%	12.8%	9.8%
Australia	42.4%	21.7%	13.6%	12.3%	9.9%
New Zealand	36.6%	22.9%	15.8%	15.3%	9.4%
Other Australasia	16.1%	11.7%	70.6%	0.0%	1.7%
South America	75.3%	12.4%	5.7%	3.1%	3.4%
Argentina	61.8%	21.2%	10.2%	3.6%	3.2%
Brazil	77.5%	10.9%	5.1%	3.2%	3.2%
Chile	78.4%	6.9%	8.0%	3.8%	2.9%
Other Central & South America	71.5%	17.0%	5.2%	1.9%	4.4%
Europe	47.5%	23.6%	11.8%	9.0%	8.0%
Austria	55.2%	24.3%	9.2%	6.1%	5.2%
Belgium	53.8%	25.2%	9.6%	4.9%	6.5%
Denmark	54.6%	26.5%	9.6%	4.9%	4.3%
Finland	59.8%	21.3%	10.1%	5.7%	3.1%
France	57.1%	21.9%	10.5%	5.7%	4.8%
Germany	50.7%	23.4%	11.7%	7.9%	6.2%
Ireland	40.2%	26.4%	11.9%	8.3%	13.2%
Italy	57.8%	23.3%	8.6%	6.9%	3.5%
Netherlands	48.0%	25.7%	10.7%	8.3%	7.3%
Norway	54.9%	21.9%	12.2%	4.3%	6.6%
Portugal	42.0%	21.5%	10.8%	12.3%	13.4%
Russian Fed	43.4%	23.7%	21.5%	7.6%	3.7%
Spain	54.1%	26.5%	8.8%	6.7%	3.8%
Sweden	55.3%	21.9%	10.8%	6.2%	5.7%
Switzerland	51.3%	25.0%	9.4%	7.4%	6.8%
Turkey	37.2%	36.6%	18.2%	4.8%	3.3%
UK	38.7%	22.2%	12.9%	13.5%	12.7%
Other Europe	50.6%	25.1%	12.8%	6.2%	5.4%
Middle East	38.2%	15.6%	15.5%	14.6%	16.1%
UAE	33.6%	16.8%	17.7%	11.1%	20.7%
Other Middle East	39.4%	15.2%	14.9%	15.6%	14.8%
North America	55.2%	19.9%	10.8%	8.0%	6.1%
Canada	59.8%	21.2%	7.6%	5.7%	5.8%
USA	54.4%	19.6%	11.4%	8.4%	6.2%
Other North America	25.0%	25.0%	25.0%	0.0%	25.0%
TOTAL	16.8%	15.3%	10.1%	10.3%	28.1%



AGE CATEGORIES

APPENDIX

AGE CATEGORIES							
2025							
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	16.9%	20.8%	16.5%	18.6%	19.2%	5.6%	2.4%
Botswana	5.4%	13.8%	16.9%	22.4%	27.5%	7.6%	6.3%
Lesotho	24.9%	27.6%	17.9%	14.5%	11.4%	2.9%	0.8%
Malawi	4.5%	13.7%	15.4%	24.3%	33.1%	7.6%	1.4%
Mozambique	22.6%	26.9%	14.4%	16.4%	16.0%	3.2%	0.5%
Namibia	9.3%	13.0%	13.8%	17.7%	20.5%	11.5%	14.2%
eSwatini	27.5%	24.5%	20.4%	13.8%	11.6%	2.0%	0.3%
Zambia	6.8%	13.3%	12.5%	23.4%	31.5%	9.5%	3.0%
Zimbabwe	8.7%	13.2%	16.0%	22.5%	25.7%	9.6%	4.3%
Angola	3.5%	12.0%	21.4%	29.7%	24.2%	5.5%	3.6%
DRC	6.7%	14.2%	15.9%	27.1%	25.6%	7.2%	3.1%
Ethiopia	5.0%	13.8%	19.5%	31.8%	21.3%	6.6%	1.9%
Ghana	5.4%	22.8%	26.5%	23.0%	17.5%	4.1%	0.7%
Kenya	8.1%	17.0%	23.1%	23.0%	21.0%	5.0%	2.8%
Nigeria	6.8%	18.0%	20.8%	24.9%	23.1%	5.1%	1.2%
Tanzania	8.0%	17.6%	25.0%	20.5%	23.0%	4.4%	1.5%
Uganda	6.7%	21.0%	24.4%	18.3%	22.3%	5.5%	1.8%
Other Africa	6.0%	14.8%	20.8%	26.7%	23.5%	5.6%	2.6%
ASIA	6.1%	16.3%	21.3%	23.2%	24.7%	5.4%	2.9%
China including Hong Kong	5.8%	17.9%	24.6%	25.5%	19.9%	4.7%	1.6%
India	6.0%	15.6%	20.2%	22.4%	26.4%	7.0%	2.4%
Japan	8.6%	13.4%	18.9%	26.9%	22.4%	5.3%	4.4%
Malaysia	3.2%	9.9%	19.6%	28.5%	31.4%	0.7%	6.7%
Singapore	1.5%	12.6%	16.5%	18.7%	36.6%	10.4%	3.7%
South Korea	9.6%	24.9%	24.0%	20.9%	14.7%	3.8%	2.3%
Other Asia	5.7%	16.8%	22.0%	21.6%	26.3%	4.0%	3.6%
AUSTRALASIA	6.7%	11.5%	12.0%	14.9%	24.7%	14.3%	15.8%
Australia	7.3%	12.2%	12.0%	14.6%	24.2%	13.5%	16.2%
New Zealand	3.4%	7.9%	12.3%	16.4%	27.5%	18.6%	13.9%
Other Australia	6.1%	68.3%	11.7%	3.9%	1.7%	0.0%	8.3%
CENTRAL & SOUTH AMERICA	7.9%	19.8%	26.3%	20.5%	16.6%	4.7%	4.2%
Argentina	8.3%	14.6%	21.9%	22.4%	20.9%	8.7%	3.2%
Brazil	8.2%	20.8%	28.7%	20.7%	14.1%	3.0%	4.5%
Chile	9.8%	22.5%	16.2%	15.6%	27.9%	4.0%	4.0%
Other Central & South America	5.8%	16.9%	19.5%	20.1%	23.5%	11.0%	3.2%
EUROPE	6.7%	13.5%	15.4%	18.3%	26.9%	10.8%	8.4%
Austria	9.0%	14.8%	19.3%	15.6%	19.9%	14.5%	6.9%
Belgium	7.1%	14.2%	11.6%	15.4%	32.5%	12.8%	6.4%
Denmark	6.1%	11.2%	13.7%	15.4%	30.0%	15.7%	7.9%
Finland	5.7%	10.5%	13.0%	13.7%	32.0%	12.0%	13.1%
France	7.8%	12.4%	14.5%	18.2%	26.7%	10.1%	10.3%
Germany	7.2%	13.7%	14.7%	16.9%	28.1%	10.6%	8.8%
Ireland	7.0%	17.9%	15.9%	17.5%	22.4%	10.4%	8.9%
Italy	6.3%	15.2%	18.0%	18.4%	25.7%	11.7%	4.8%
The Netherlands	7.0%	13.9%	14.4%	18.4%	28.5%	10.6%	7.2%
Norway	10.8%	11.5%	21.1%	15.6%	18.9%	12.0%	10.1%
Portugal	4.0%	15.5%	14.6%	23.0%	29.2%	9.7%	4.0%
Russian Federation	2.5%	17.4%	27.6%	29.2%	16.8%	4.3%	2.1%
Spain	6.6%	16.9%	20.3%	19.0%	23.9%	8.6%	4.6%
Sweden	6.6%	11.3%	10.0%	18.2%	32.0%	13.8%	8.0%
Switzerland	6.2%	12.1%	15.2%	15.8%	34.1%	10.3%	6.2%
Turkey	3.6%	12.8%	21.4%	26.1%	25.3%	6.6%	4.3%
Uk	6.3%	13.0%	14.2%	18.5%	25.9%	11.3%	10.8%
Other Europe	8.4%	12.0%	19.9%	19.0%	27.2%	9.8%	3.8%
MIDDLE EAST	8.3%	17.9%	21.2%	23.4%	19.7%	7.4%	2.2%
United Arab Emirates	6.0%	15.6%	27.1%	26.7%	18.3%	5.8%	0.4%
Other Middle East	8.9%	18.5%	19.6%	22.5%	20.0%	7.8%	2.7%
NORTH AMERICA	7.3%	11.1%	13.7%	15.4%	25.0%	12.6%	14.9%
Canada	5.8%	9.1%	10.2%	15.1%	30.1%	13.4%	16.4%
USA	7.5%	11.5%	14.3%	15.5%	24.2%	12.5%	14.7%
Other North America	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	14.8%	19.2%	16.4%	18.5%	20.6%	6.7%	3.9%



ACTIVITIES

APPENDIX

ACTIVITIES UNDERTAKEN															
2025															
	Shopping	Nightlife	Theme parks	Trading	Visited a Casino	Adventure	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural, historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	77.5%	66.8%	39.1%	92.7%	77.8%	12.6%	77.2%	79.5%	39.1%	77.6%	15.2%	8.8%	9.8%	13.9%	32.3%
Botswana	3.1%	5.4%	0.7%	1.0%	0.5%	0.6%	4.1%	2.4%	1.7%	2.4%	0.3%	0.1%	0.0%	0.3%	0.8%
Lesotho	10.1%	27.4%	9.5%	2.2%	17.6%	1.5%	37.0%	34.7%	2.0%	24.3%	2.5%	0.8%	2.1%	2.1%	4.5%
Malawi	2.6%	1.1%	1.2%	27.7%	1.4%	0.1%	1.0%	2.6%	1.8%	2.1%	0.4%	0.2%	0.0%	0.4%	0.9%
Mozambique	25.0%	2.0%	0.7%	6.1%	0.5%	0.3%	1.8%	0.8%	2.2%	2.9%	0.3%	0.1%	0.0%	0.8%	0.7%
Namibia	1.7%	2.1%	2.8%	0.3%	1.2%	2.1%	2.2%	2.2%	1.9%	5.3%	1.8%	0.4%	1.3%	1.5%	4.7%
Eswatini	5.6%	2.7%	0.3%	2.0%	2.0%	1.8%	12.3%	4.4%	0.8%	2.6%	0.4%	0.4%	1.9%	0.3%	5.2%
Zambia	1.7%	1.1%	0.8%	10.1%	0.5%	0.3%	1.5%	2.0%	2.8%	3.3%	0.4%	0.2%	0.0%	0.4%	0.8%
Zimbabwe	24.6%	20.4%	18.1%	41.8%	49.1%	2.6%	13.7%	28.3%	14.4%	19.0%	3.5%	4.6%	4.2%	4.0%	10.7%
Angola	0.4%	0.7%	0.4%	0.1%	0.7%	0.5%	0.2%	0.2%	1.0%	1.6%	0.6%	0.3%	0.3%	0.6%	0.5%
DRC	0.4%	0.4%	0.7%	0.3%	1.0%	0.1%	0.1%	0.1%	1.5%	1.5%	0.4%	0.1%	0.0%	0.2%	0.2%
Ethiopia	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%	0.3%	0.5%	0.1%	0.1%	0.0%	0.1%	0.1%
Ghana	0.4%	1.0%	1.0%	0.2%	1.0%	0.6%	0.3%	0.1%	1.1%	1.7%	0.8%	0.2%	0.0%	0.6%	0.7%
Kenya	0.5%	0.6%	0.7%	0.1%	0.9%	0.5%	1.4%	0.6%	2.5%	3.2%	1.1%	0.3%	0.0%	0.6%	0.6%
Nigeria	0.3%	0.6%	0.4%	0.0%	0.4%	0.3%	0.1%	0.2%	1.0%	1.3%	0.5%	0.2%	0.1%	0.4%	0.4%
Tanzania	0.3%	0.4%	0.3%	0.2%	0.3%	0.2%	0.5%	0.1%	1.0%	2.3%	0.5%	0.2%	0.0%	0.3%	0.2%
Uganda	0.2%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%	0.1%	0.5%	1.0%	0.3%	0.1%	0.0%	0.2%	0.2%
Other Africa	0.7%	0.6%	0.9%	0.4%	0.6%	0.8%	0.8%	0.4%	2.5%	2.6%	1.3%	0.6%	0.0%	0.9%	0.8%
ASIA	1.9%	2.3%	4.9%	0.6%	3.9%	3.4%	1.5%	1.5%	10.1%	3.7%	4.5%	3.6%	2.7%	4.7%	3.6%
China including Hong Kong	0.4%	0.5%	0.8%	0.2%	0.4%	0.6%	0.3%	0.3%	2.2%	0.2%	0.8%	0.6%	0.3%	0.7%	0.6%
India	0.6%	0.5%	1.8%	0.1%	1.4%	1.0%	0.5%	0.6%	3.6%	1.8%	1.4%	1.1%	2.3%	1.5%	1.2%
Japan	0.2%	0.2%	0.5%	0.1%	0.2%	0.3%	0.1%	0.1%	1.2%	0.4%	0.3%	0.3%	0.0%	0.4%	0.3%
Malaysia	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%	0.3%	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%
Singapore	0.1%	0.2%	0.1%	0.0%	0.0%	0.4%	0.2%	0.0%	0.5%	0.1%	0.4%	0.3%	0.0%	0.3%	0.3%
South Korea	0.1%	0.2%	0.4%	0.0%	0.3%	0.2%	0.1%	0.1%	0.4%	0.2%	0.3%	0.2%	0.0%	0.3%	0.2%
Other Asia	0.4%	0.5%	1.2%	0.2%	1.6%	0.7%	0.2%	0.3%	1.8%	0.8%	1.1%	0.8%	0.0%	1.2%	0.9%
AUSTRALASIA	1.5%	1.3%	3.6%	0.2%	2.3%	3.7%	2.1%	1.3%	1.6%	0.6%	4.5%	5.2%	2.3%	4.8%	3.8%
Australia	1.2%	1.0%	3.1%	0.1%	2.0%	3.1%	1.1%	0.9%	1.4%	0.4%	3.7%	4.4%	1.4%	4.1%	3.2%
New Zealand	0.2%	0.2%	0.5%	0.0%	0.4%	0.6%	0.9%	0.4%	0.2%	0.1%	0.8%	0.7%	0.8%	0.7%	0.5%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	1.0%	1.6%	2.7%	0.1%	1.4%	2.7%	0.8%	1.0%	2.1%	2.0%	4.8%	4.7%	0.8%	3.8%	2.8%
Argentina	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.0%	0.3%	0.2%	0.3%	0.4%	0.1%	0.3%	0.2%
Brazil	0.7%	1.4%	2.2%	0.1%	0.9%	2.1%	0.5%	0.9%	1.3%	1.7%	3.8%	3.5%	0.0%	2.9%	2.2%
Chile	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%	0.2%	0.0%	0.2%	0.1%
Other Central & South America	0.1%	0.1%	0.2%	0.0%	0.3%	0.3%	0.2%	0.0%	0.4%	0.1%	0.4%	0.6%	0.7%	0.4%	0.2%
EUROPE	13.2%	21.5%	36.3%	5.3%	9.5%	60.4%	14.7%	12.4%	36.7%	11.2%	52.6%	56.5%	15.4%	54.0%	45.7%
Austria	0.2%	0.5%	0.6%	0.1%	0.2%	1.3%	0.4%	0.4%	0.7%	0.4%	1.2%	1.3%	0.4%	1.1%	0.9%
Belgium	0.4%	0.6%	1.1%	0.3%	0.3%	2.1%	0.4%	0.2%	1.4%	0.4%	2.0%	2.2%	0.2%	1.9%	1.5%
Denmark	0.2%	0.3%	0.2%	0.2%	0.0%	0.8%	0.2%	0.2%	0.5%	0.2%	0.7%	1.0%	2.4%	0.7%	0.5%
Finland	0.1%	0.2%	0.2%	0.0%	0.0%	0.3%	0.1%	0.0%	0.2%	0.0%	0.2%	0.3%	0.1%	0.3%	0.2%
France	1.2%	1.8%	3.4%	0.3%	0.4%	5.9%	1.2%	1.0%	3.5%	1.2%	5.9%	6.1%	1.6%	5.4%	4.2%
Germany	2.6%	4.2%	9.7%	1.0%	1.5%	13.3%	2.0%	2.3%	7.5%	2.6%	11.4%	12.8%	2.1%	12.1%	10.1%
Ireland	0.3%	0.7%	0.7%	0.1%	0.5%	1.3%	0.2%	0.3%	0.6%	0.1%	1.0%	1.2%	0.6%	1.3%	1.2%
Italy	0.5%	0.7%	1.4%	0.1%	0.3%	2.5%	0.7%	0.4%	1.7%	0.5%	2.4%	2.4%	0.2%	2.3%	1.7%
The Netherlands	1.3%	1.9%	2.4%	0.5%	0.4%	6.2%	1.1%	1.1%	3.0%	1.1%	4.7%	5.8%	1.0%	5.0%	4.5%
Norway	0.2%	0.3%	0.5%	0.0%	0.1%	0.8%	0.2%	0.1%	0.5%	0.1%	0.7%	0.7%	1.0%	0.7%	0.6%
Portugal	0.2%	0.3%	0.3%	0.0%	0.2%	0.6%	0.2%	0.1%	0.6%	0.1%	0.5%	0.5%	0.2%	0.6%	0.4%
Russian Federation	0.4%	0.8%	1.3%	0.1%	0.7%	1.3%	0.8%	0.5%	2.5%	0.4%	1.4%	1.5%	0.8%	1.5%	1.2%
Spain	0.3%	0.5%	1.1%	0.1%	0.2%	1.4%	0.4%	0.2%	1.1%	0.4%	1.4%	1.3%	0.3%	1.3%	0.9%
Sweden	0.3%	0.4%	0.7%	0.2%	0.3%	1.4%	0.6%	0.3%	0.7%	0.3%	1.2%	1.2%	0.5%	1.2%	1.0%
Switzerland	0.4%	0.7%	1.4%	0.2%	0.3%	2.3%	0.3%	0.4%	1.1%	0.4%	2.0%	2.0%	0.2%	2.0%	1.7%
Turkey	0.2%	0.1%	0.2%	0.0%	0.4%	0.5%	0.3%	0.1%	1.1%	0.2%	0.5%	0.4%	0.2%	0.5%	0.4%
Uk	4.0%	7.0%	10.3%	1.9%	3.4%	16.6%	4.8%	4.7%	8.2%	2.1%	13.4%	13.8%	3.0%	14.5%	13.2%
Other Europe	0.5%	0.4%	0.6%	0.1%	0.3%	1.9%	1.1%	0.3%	1.8%	0.6%	1.8%	2.1%	0.6%	1.7%	1.3%
MIDDLE EAST	0.6%	1.1%	2.2%	0.1%	0.7%	1.6%	0.4%	0.6%	0.8%	0.9%	1.5%	1.6%	3.7%	1.9%	1.0%
United Arab Emirates	0.1%	0.3%	0.2%	0.1%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%	0.2%	0.4%	1.2%	0.4%	0.2%
Other Middle East	0.5%	0.7%	2.0%	0.0%	0.7%	1.0%	0.3%	0.5%	0.6%	0.9%	1.2%	1.2%	2.6%	1.5%	0.8%
NORTH AMERICA	4.3%	5.5%	11.1%	1.1%	4.3%	15.6%	3.4%	3.7%	9.7%	4.1%	17.1%	19.6%	65.3%	16.9%	10.9%
Canada	0.6%	0.9%	1.5%	0.3%	0.5%	2.6%	0.4%	0.6%	1.1%	0.4%	2.6%	3.0%	2.3%	2.6%	2.0%
USA	3.7%	4.6%	9.7%	0.8%	3.8%	13.0%	3.0%	3.2%	8.6%	3.7%	14.5%	16.6%	63.0%	14.2%	8.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**INTERNATIONAL
ARRIVALS —
PROVINCIAL
DISTRIBUTION**

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
	2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	3 496 174	375 706	122 154	583 519	2 368 408	232 827	304 604	67 091	939 148
Botswana	179 101	6 684	9 837	20 801	10 451	79 677	130 218	1 908	12 099
Lesotho	343 101	52 511	20 953	49 093	15 462	4 567	63 999	23 028	886 916
Malawi	199 028	17 427	2 674	10 735	3 309	2 967	4 121	1 376	971
Mozambique	287 557	12 936	4 302	6 901	1 804 999	10 382	16 677	232	3 944
Namibia	47 656	93 695	5 248	5 360	2 418	1 167	5 215	26 096	2 786
Swaziland	181 790	4 236	5 880	314 178	460 902	8 964	9 076	1 155	3 310
Zambia	133 113	11 488	4 695	26 261	2 829	5 865	4 273	350	480
Zimbabwe	1 911 077	109 442	56 873	126 483	59 740	115 097	62 886	12 297	26 135
Angola	25 075	9 273	681	1 449	388	288	451	43	240
Democratic Republic of Congo	30 287	4 581	1 159	2 434	704	412	1 036	92	604
Ethiopia	5 811	2 066	739	845	384	99	113	0	61
Ghana	22 228	10 951	735	2 501	1 041	501	1 020	0	107
Kenya	37 789	10 152	1 828	4 866	1 647	981	1 350	139	477
Nigeria	18 723	7 256	1 085	2 350	838	389	750	0	85
Tanzania	24 376	4 382	607	1 903	599	361	766	212	255
Uganda	10 811	2 981	595	905	263	49	384	0	130
Other Africa	38 651	15 645	4 264	6 453	2 433	1 062	2 269	162	549
Asia	106 776	59 734	13 847	24 389	12 487	6 639	11 201	1 520	2 988
China including Hong Kong	22 412	10 212	2 205	3 414	2 236	1 047	983	777	573
India	34 041	16 238	3 698	11 712	4 072	1 166	4 086	374	726
Japan	12 767	5 312	900	1 702	1 526	775	738	38	302
Malaysia	4 153	3 943	281	563	424	504	351	0	0
Singapore	5 006	4 839	717	360	1 039	181	441	0	69
South Korea	7 607	4 097	1 028	1 345	612	269	541	94	363
Other Asia	20 790	15 094	5 017	5 293	2 577	2 697	4 061	236	956
Australasia	71 478	64 385	13 849	17 285	25 018	9 291	9 310	1 902	4 121
Australia	59 622	54 136	11 203	15 202	22 320	7 882	7 632	1 709	3 727
New Zealand	11 849	10 206	2 641	2 084	2 693	1 407	1 677	193	394
Other Australasia	7	43	5	0	5	1	0	0	0
South America	57 298	47 291	6 910	4 415	21 672	8 238	10 413	527	599
Argentina	4 965	3 804	777	565	1 946	475	579	21	77
Brazil	41 911	36 852	4 678	2 399	16 290	5 955	7 961	231	478
Chile	2 835	2 269	359	305	839	391	459	0	0
Other Central & South America	7 586	4 367	1 097	1 147	2 598	1 417	1 414	274	45
Europe	503 323	759 196	152 611	128 683	215 722	100 126	50 257	14 116	18 749
Austria	8 465	13 875	3 084	2 750	4 593	2 883	1 037	97	240
Belgium	19 409	25 677	6 407	5 381	10 062	4 079	1 423	634	570
Denmark	6 648	9 321	1 793	1 270	3 658	3 544	542	553	121
Finland	2 325	3 651	387	582	1 169	375	299	118	253
France	47 791	71 196	11 957	15 549	31 563	9 792	3 845	1 497	1 540
Germany	93 179	167 991	38 335	27 872	53 234	21 553	9 392	2 824	3 881
Ireland	12 331	16 636	4 090	3 593	3 786	1 907	1 386	133	569
Italy	20 097	32 258	5 742	3 793	12 452	3 598	1 880	509	757
Netherlands	42 709	73 769	16 867	12 631	25 048	13 487	4 071	1 130	1 542
Norway	4 739	8 571	1 812	1 439	1 890	1 092	641	157	151
Portugal	7 354	8 160	1 365	1 131	1 814	511	722	180	192
Russian Fed	21 850	17 329	3 538	2 121	3 624	839	938	923	157
Spain	12 794	18 287	2 666	1 987	6 665	1 702	1 489	728	330
Sweden	7 988	17 209	3 066	1 993	4 139	2 130	1 497	203	353
Switzerland	15 201	28 097	5 464	3 521	7 786	4 381	1 578	585	460
Turkey	7 338	7 417	1 402	1 202	1 660	0	454	0	316
UK	150 822	219 721	39 449	37 123	36 057	24 575	15 639	3 323	6 375
Other Europe	22 285	20 031	5 188	4 746	6 523	3 677	3 422	522	941
Middle East	29 653	21 809	5 127	5 116	3 636	2 011	4 036	1 097	899
UAE	5 121	5 380	1 862	998	272	113	599	69	57
Other Middle East	24 533	16 430	3 265	4 118	3 364	1 898	3 437	1 028	842
North America	200 856	210 020	35 620	42 721	88 848	59 139	23 113	6 912	9 336
Canada	26 831	36 004	6 999	7 567	14 310	4 878	2 374	749	1 034
USA	174 023	174 014	28 620	35 153	74 538	54 262	20 739	6 163	8 303
TOTAL	4 465 559	1 538 142	350 118	806 127	2 735 790	418 271	412 933	93 164	975 841



**TOP 20 ATTRACTIONS
PER PROVINCE**

APPENDIX

	GAUTENG TOP 20 ATTRACTIONS		
	2019	2024	2025
Sandton City / Mandela Square	40.1%	40.1%	48.0%
Mall of Africa	5.0%	5.0%	17.6%
Apartheid Museum	23.8%	23.8%	14.9%
None	18.7%	18.7%	14.4%
Menlyn Maine Shopping Centre	0.0%	0.0%	13.2%
Mandela House (Soweto)	15.0%	15.0%	13.0%
Tour of Soweto	14.1%	14.1%	11.8%
Eastgate Mall	11.4%	11.4%	10.9%
Constitution Hill	7.8%	7.8%	6.6%
Rosebank	3.6%	3.6%	5.7%
Rhino and Lion Nature Reserve	10.8%	10.8%	5.6%
Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	6.7%	6.7%	4.3%
Union Buildings	5.9%	5.9%	4.3%
Four ways	1.5%	1.5%	3.2%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	4.6%	4.6%	2.5%
Walter Sisulu Botanical Gardens	1.7%	1.7%	2.4%
Braamfontein Neighbour Goods Market	8.4%	8.4%	2.2%
Newtown Market Theatre	1.6%	1.6%	2.0%
Montecasino	0.0%	0.0%	1.9%
Eastrand Mall	1.7%	1.7%	1.7%
Cullinan Diamond Mine	1.6%	1.6%	1.6%

	WESTERN CAPE TOP 20 ATTRACTIONS		
	2019	2024	2025
V&A Waterfront	70.7%	70.7%	75.6%
Cape Town Central City	61.8%	61.8%	64.6%
Boulder National Park	41.6%	41.6%	60.1%
Camps Bay	57.8%	57.8%	57.6%
Cape Point	59.0%	59.0%	53.9%
The Cape Winelands	41.5%	41.5%	53.1%
Table Mountain Cableway	47.6%	47.6%	50.4%
Kirstenbosch Botanical Gardens	29.0%	29.0%	32.7%
Lion's Head	0.7%	0.7%	32.2%
Canal Walk Shopping Centre	0.9%	0.9%	31.3%
Clifton Beach	29.2%	29.2%	28.9%
Muizenberg Beach	17.3%	17.3%	24.9%
The Garden Route	27.4%	27.4%	23.8%
Table Mountain (not cableway)	30.4%	30.4%	21.1%
Hermanus	18.6%	18.6%	20.7%
Robben Island	17.4%	17.4%	17.1%
Tsitsikamma National Park	15.8%	15.8%	13.5%
Cango Caves	13.9%	13.9%	13.2%
Cape Agulhas	10.6%	10.6%	12.2%
Cape Town Whale watching	8.0%	8.0%	9.8%

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS		
	2019	2024	2025
Addo Elephant National Park	53.6%	53.6%	50.4%
Storms River	38.8%	38.8%	27.4%
Boardswalk Shopping Mall	12.2%	12.2%	22.2%
Did not visit any	12.4%	12.4%	21.3%
Bloukrans Bridge Bungy (Highest Bungee)	17.7%	17.7%	18.7%
Walmer Park	8.6%	8.6%	15.7%
Greenacres Mall	9.6%	9.6%	14.3%
Tree Top Canopy Tour, Tsitsikamma Forest	11.9%	11.9%	10.0%
Nelson Mandela Museum (Mthatha)	6.9%	6.9%	8.3%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.3%	2.3%	6.6%
Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	4.4%	4.4%	6.0%
Wild Fly Fishing - Somerset East	1.8%	1.8%	4.7%
Nelson Mandela's Homestead / Gravesite (Qunu)	3.3%	3.3%	3.8%
Tiffendel Ski Resort	8.0%	8.0%	2.4%
Hemmingways Mall	0.6%	0.6%	1.5%
Amakhala Game Reserve	0.7%	0.7%	1.3%
Baywest Mall	0.6%	0.6%	1.1%
Private Game Reserve	0.0%	0.0%	0.8%
Kariega Game Reserve	0.5%	0.5%	0.8%
Pumba Game Reserve	0.4%	0.4%	0.8%

	KwaZULU-NATAL TOP 20 ATTRACTIONS		
	2019	2024	2025
Durban North Coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	22.9%	22.9%	32.2%
Gateway Mall	27.4%	27.4%	29.7%
Durban North Beach	25.7%	25.7%	24.7%
Drakensberg Mountains	31.7%	31.7%	20.2%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	22.8%	22.8%	19.2%
Durban South Beach	26.9%	26.9%	18.5%
Did not visit any	7.1%	7.1%	17.2%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	19.9%	19.9%	17.1%
uShaka Marine World	16.6%	16.6%	16.4%
Pavilion Mall	10.2%	10.2%	11.6%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	8.2%	8.2%	11.1%
La Lucia	17.9%	17.9%	10.9%
iSimangaliso Wetland Park	13.6%	13.6%	7.9%
Florida Road (Durban)	11.7%	11.7%	6.9%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	7.3%	7.3%	6.3%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	3.5%	3.5%	6.1%
Moses Mabhida Stadium	5.2%	5.2%	4.3%
Royal Natal National Park	9.1%	9.1%	3.5%
Sodwana Bay	3.6%	3.6%	3.4%
Valley of 1000 Hills (Phezulu, Krantzklouf Nature Reserve)	2.9%	2.9%	3.0%

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	MPUMALANGA TOP 20 ATTRACTIONS		
	2019	2024	2025
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	86.6%	86.6%	84.4%
Blyde River Canyon / God's Window	49.5%	49.5%	48.6%
Bourke's Luck Potholes	23.2%	23.2%	26.3%
Panorama Route	22.2%	22.2%	22.3%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives, etc.)	14.7%	14.7%	20.8%
Three Rondavels	0.4%	0.4%	16.2%
Pilgrim's Rest	11.3%	11.3%	12.5%
Sabie	8.5%	8.5%	10.7%
Hazyview Mall	9.9%	9.9%	10.3%
White river	8.4%	8.4%	8.5%
Did not visit any	2.3%	2.3%	6.8%
Dullstroom fly fishing	4.0%	4.0%	6.8%
Nelspruit Botanical Gardens	4.2%	4.2%	6.4%
The Pinnacle	6.6%	6.6%	6.0%
Sabi Sabi Game Reserve	4.7%	4.7%	5.4%
Sabi Sands Game Reserve	5.8%	5.8%	5.4%
Mala Mala Game Reserve	1.4%	1.4%	4.9%
Crocodile River Enviro Park	2.9%	2.9%	4.6%
Lydenburg (Voor trekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	2.2%	2.2%	4.0%
Londolozi Game Reserve	4.2%	4.2%	3.3%

	LIMPOPO TOP 20 ATTRACTIONS		
	2019	2024	2025
Kruger National Park via Orpen, Phalaborwa, Punda Maria	61.4%	61.4%	65.4%
Mapungubwe National Park	0.3%	0.3%	18.4%
Bela Bela Conservancy	10.5%	10.5%	14.7%
Did not visit any	10.3%	10.3%	9.0%
Mapungubwe Cultural Landscape	7.1%	7.1%	5.4%
Nandoni Dam	2.8%	2.8%	3.8%
The Chuene Resort	1.1%	1.1%	2.9%
Soutpansberg Mountains	4.0%	4.0%	2.7%
Ga (modjadji) / Motjaji	1.8%	1.8%	2.4%
Names of Resorts/Safari	0.0%	0.0%	2.3%
Mabula Game Reserve	1.1%	1.1%	1.8%
Timbavati Game Reserve	0.7%	0.7%	1.7%
Mall of the North	0.0%	0.0%	1.7%
Private Game Reserves	0.0%	0.0%	1.4%
Kapama Game Reserve	1.7%	1.7%	1.2%
Karongwe Game Reserve	1.5%	1.5%	0.8%
Moholoholo animal rehabilitation Centre	1.1%	1.1%	0.8%
Not applicable	0.0%	0.0%	0.7%
Thorny Bush Game Reserve	0.6%	0.6%	0.7%
Welgevanden Game Reserve	0.8%	0.8%	0.6%

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	NORTH WEST TOP 20 ATTRACTIONS		
	2019	2024	2025
Pilanesberg National Park	49.1%	49.1%	45.4%
Sun City Lost City	36.2%	36.2%	24.3%
Har tbeespoort Dam	13.1%	13.1%	12.7%
Water fall Mall (Rustenburg)	4.6%	4.6%	10.3%
Madikwe Game Reserve	8.8%	8.8%	8.7%
Did not visit any	8.9%	8.9%	8.5%
Klerksdorp Mall	3.0%	3.0%	6.8%
North-West University, Potchefstroom Campus	5.3%	5.3%	6.7%
Har tbeespoort - Snake Park	4.6%	4.6%	5.9%
The cradle of humankind	4.4%	4.4%	4.4%
Brits Mall	2.3%	2.3%	4.1%
Mooi River Mall	1.3%	1.3%	3.1%
Magaliesburg Resort	1.9%	1.9%	3.1%
Mafikeng Mall	1.9%	1.9%	3.0%
Ukutula Game Lodge	0.6%	0.6%	2.7%
Barberspan Bird Sanctuary	1.1%	1.1%	2.4%
Upside-down House	0.0%	0.0%	1.7%
Bloemhof Dam Nature Reserve	0.9%	0.9%	1.5%
Elephant / Monkey Sanctuary	0.3%	0.3%	1.1%
Vredefort crater / Vredefort Dome	0.3%	0.3%	1.0%

	NORTHERN CAPE TOP 20 ATTRACTIONS		
	2019	2024	2025
Kimberley Big Hole	22.0%	22.0%	30.6%
Did not visit any	28.3%	28.3%	26.9%
Kgalagadi Transfrontier Park	24.8%	24.8%	24.3%
Diamond Pavilion Mall	11.3%	11.3%	20.0%
Augrabies Falls	23.4%	23.4%	19.3%
Kimberley Mine Museum	12.3%	12.3%	16.7%
Mokala National Park	11.0%	11.0%	11.0%
Namaqualand Flowers	12.9%	12.9%	9.1%
Blue flag beach at Mcdougal Bay	5.0%	5.0%	4.1%
San Cultural Villages (e.g. Khomani San Village etc) (Specify)	4.2%	4.2%	3.5%
Sutherland and Carnarvon - Star gazing (Salt and SKA)	2.0%	2.0%	3.2%
Can't remember	0.0%	0.0%	1.7%
Kalahari Mall	0.1%	0.1%	1.4%
Not applicable	0.0%	0.0%	1.3%
North Cape Mall	0.1%	0.1%	0.8%
Private Game Reserve	0.0%	0.0%	0.8%
Tswalu Kalahari Reserve	0.3%	0.3%	0.7%
Names of Resorts/Safari	0.0%	0.0%	0.6%
Orange River	1.5%	1.5%	0.5%
Uppington Mall	0.0%	0.0%	0.5%

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	FREE STATE TOP 20 ATTRACTIONS		
	2019	2024	2025
Did not visit any	27.5%	27.5%	32.5%
Mimosa Mall	17.1%	17.1%	22.4%
Water front	17.3%	17.3%	20.2%
Welkom Mall	7.9%	7.9%	13.5%
Golden Gate Highlands National Park	23.7%	23.7%	12.7%
University of the Free State	6.9%	6.9%	4.7%
Cheetah Experience	10.6%	10.6%	4.5%
Clarens Ash River Outfall	6.9%	6.9%	4.5%
Gariep Dam	4.9%	4.9%	3.8%
Basotho cultural village	6.9%	6.9%	3.4%
Free State Stadium / Vodacom Park	6.3%	6.3%	2.8%
Sterkfontein Dam Nature Reserve	5.7%	5.7%	2.7%
Black Mountain Hotel	3.2%	3.2%	1.8%
Bushmen Paintings in Schaaplaats	2.0%	2.0%	1.1%
Not Applicable	0.0%	0.0%	1.1%
Farm	0.7%	0.7%	1.1%
Norridge Mall	0.4%	0.4%	0.9%
Vredefort Dome	0.1%	0.1%	0.9%
Names of Resorts/Safari	0.0%	0.0%	0.9%
Maluti Cave Hiking Trail	3.0%	3.0%	0.9%
Goldfields Mall	0.3%	0.3%	0.8%



**PROVINCIAL TOP 20
VISITED ATTRACTIONS
BY SOURCE MARKETS**

APPENDIX

GAUTENG TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2025

	Sandton City / Mandela Square	Mall of Africa	Apartheid Museum	Did not visit any	Meylyn Maine Shopping Centre	Mandela House (Soweto)	Tour of Soweto	Eastgate Mall	Constitution Hill	Rosebank	Rhino and Lion Nature Reserve	Maboneng Precinct (e.g., Pop Art Theatre, Cinema Gallery, etc.)	Union Buildings	Fourways	Maropeng and Sterkfontein Caves (Cradle of Humankind)	Water Sisulu Botanical Gardens	Bramfontein Neighbour Goods Market	Newcom Market Theatre	Montecasino	Eastrand Mall
AFRICA	45.6%	22.4%	3.6%	13.1%	14.2%	5.0%	3.5%	16.9%	1.6%	7.0%	1.6%	1.5%	2.7%	4.7%	0.4%	1.4%	1.1%	0.9%	2.3%	2.5%
Botswana	45.7%	26.7%	2.4%	19.4%	10.9%	3.3%	0.9%	10.0%	0.6%	6.1%	1.1%	1.3%	1.8%	5.5%	0.6%	0.9%	0.6%	0.6%	2.9%	2.5%
Lesotho	35.1%	16.7%	1.3%	24.2%	13.4%	4.4%	2.9%	22.7%	0.0%	4.3%	2.4%	0.0%	2.5%	6.3%	0.0%	4.1%	1.3%	0.0%	3.8%	3.9%
Malawi	42.0%	18.9%	2.9%	13.0%	11.1%	4.9%	2.3%	18.8%	1.6%	7.7%	0.3%	0.6%	2.2%	2.2%	0.0%	0.0%	1.4%	1.6%	1.1%	1.7%
Mozambique	56.0%	24.7%	1.2%	10.9%	22.1%	1.8%	1.0%	23.1%	0.7%	8.9%	0.7%	0.5%	1.8%	2.9%	0.4%	0.9%	0.5%	0.5%	4.5%	0.7%
Namibia	34.0%	22.0%	3.7%	20.3%	16.5%	3.8%	2.8%	11.5%	1.2%	6.1%	1.7%	2.4%	3.0%	4.6%	0.4%	1.9%	1.5%	1.1%	2.1%	2.2%
Eswatini	34.5%	15.5%	0.0%	20.8%	10.2%	3.5%	3.6%	13.2%	0.0%	2.0%	2.4%	1.3%	2.5%	3.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.8%
Zambia	47.2%	22.1%	2.3%	15.1%	12.4%	2.7%	2.2%	15.5%	0.9%	7.9%	0.6%	0.6%	3.1%	5.2%	0.3%	0.2%	1.1%	0.3%	2.4%	2.4%
Zimbabwe	40.5%	22.1%	1.9%	11.7%	10.9%	2.4%	1.6%	17.3%	1.2%	6.2%	1.0%	1.6%	1.6%	7.0%	0.5%	1.6%	1.2%	1.0%	2.0%	3.7%
Angola	48.6%	27.2%	3.7%	4.7%	37.8%	3.2%	2.7%	32.6%	2.7%	9.0%	0.8%	1.7%	2.0%	2.8%	0.6%	0.7%	0.5%	0.2%	6.3%	0.8%
DRC	48.8%	20.3%	5.4%	13.1%	12.7%	5.7%	3.4%	19.2%	1.6%	5.9%	1.7%	0.5%	2.0%	4.6%	0.2%	0.8%	1.3%	0.8%	2.1%	1.6%
Ethiopia	45.0%	21.7%	5.7%	9.5%	14.0%	7.3%	3.8%	20.0%	1.1%	6.7%	2.0%	0.5%	4.3%	2.1%	0.0%	1.6%	1.0%	4.1%	2.0%	1.2%
Ghana	57.8%	21.1%	6.5%	14.4%	9.3%	12.8%	8.6%	13.8%	2.8%	5.6%	4.5%	2.3%	3.7%	2.4%	0.4%	1.9%	1.2%	1.0%	1.8%	0.9%
Kenya	48.7%	21.2%	8.2%	12.3%	15.0%	10.5%	10.2%	11.0%	2.9%	7.5%	1.3%	2.4%	5.1%	2.6%	1.9%	2.7%	1.0%	1.6%	2.0%	2.5%
Nigeria	54.1%	26.9%	5.5%	11.4%	17.8%	10.2%	7.1%	12.6%	2.1%	9.1%	3.2%	2.5%	4.8%	3.9%	0.3%	1.5%	1.8%	1.7%	1.4%	1.5%
Tanzania	53.6%	30.3%	7.6%	8.5%	15.1%	9.5%	7.0%	15.8%	3.9%	8.9%	1.4%	2.4%	3.6%	4.5%	0.3%	1.8%	0.6%	0.9%	1.4%	2.9%
Uganda	43.3%	22.3%	5.9%	9.7%	17.6%	10.1%	8.1%	14.7%	3.8%	7.7%	0.5%	1.8%	6.9%	2.5%	0.0%	1.6%	4.4%	3.0%	1.4%	0.6%
Other Africa	50.5%	18.9%	5.7%	17.0%	11.7%	9.6%	5.3%	15.4%	2.4%	8.5%	5.7%	1.4%	3.5%	2.8%	0.0%	1.8%	1.1%	0.8%	1.5%	2.5%
ASIA	54.2%	23.2%	10.0%	12.9%	15.1%	8.7%	6.8%	10.2%	3.7%	5.6%	6.9%	2.3%	4.2%	2.4%	1.8%	2.6%	1.3%	2.5%	2.2%	1.4%
China including Hong Kong	60.3%	21.0%	8.1%	12.7%	16.9%	5.6%	5.1%	11.2%	3.6%	4.6%	5.3%	2.0%	4.9%	2.7%	1.8%	2.1%	1.9%	1.2%	2.1%	1.4%
India	52.7%	26.1%	10.6%	14.5%	12.3%	9.6%	6.8%	8.2%	4.2%	7.1%	8.5%	2.3%	4.0%	1.9%	1.4%	3.4%	1.2%	1.4%	2.4%	1.9%
Japan	54.4%	18.5%	8.5%	15.5%	14.3%	5.7%	5.6%	5.8%	3.7%	6.2%	4.7%	1.2%	4.4%	1.5%	2.2%	0.9%	0.0%	0.8%	1.4%	0.8%
Malaysia	53.6%	28.3%	14.8%	6.9%	14.7%	14.3%	15.0%	11.8%	15.0%	0.0%	3.2%	10.9%	14.6%	5.5%	5.5%	4.2%	5.0%	2.3%	0.0%	2.5%
Singapore	57.8%	15.4%	13.3%	6.0%	11.2%	15.3%	13.9%	6.6%	4.6%	9.6%	7.6%	2.2%	1.4%	2.0%	4.4%	2.2%	2.2%	2.2%	1.2%	2.2%
South Korea	44.3%	29.3%	3.9%	10.2%	21.9%	3.8%	6.0%	9.3%	0.8%	5.5%	5.0%	0.8%	2.6%	5.4%	1.2%	3.5%	0.4%	1.0%	4.5%	1.6%
Other Asia	52.6%	22.4%	12.4%	12.8%	17.0%	11.4%	6.4%	16.0%	1.6%	3.8%	8.6%	2.0%	2.5%	2.0%	1.3%	2.6%	0.8%	7.3%	2.6%	0.2%
AUSTRALASIA	36.1%	16.6%	15.6%	19.0%	15.1%	14.6%	13.7%	9.4%	6.6%	4.6%	8.4%	3.3%	3.4%	4.1%	3.3%	2.0%	1.2%	1.0%	1.9%	2.1%
Australia	37.4%	15.5%	16.0%	19.1%	14.3%	15.0%	13.8%	10.2%	6.2%	5.0%	9.2%	3.2%	3.5%	4.1%	3.4%	1.9%	1.5%	0.8%	1.9%	1.8%
New Zealand	29.7%	22.1%	13.6%	18.6%	19.1%	12.7%	13.0%	5.1%	8.5%	2.6%	4.4%	3.9%	2.6%	4.0%	2.9%	2.9%	0.0%	2.3%	2.2%	3.3%
Other Australia	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	50.2%	11.6%	41.4%	14.1%	8.1%	31.3%	26.9%	5.8%	21.4%	4.7%	9.1%	6.9%	8.1%	2.1%	2.3%	2.3%	1.8%	1.1%	3.5%	0.3%
Argentina	58.8%	13.7%	34.7%	11.0%	9.8%	25.3%	20.5%	4.3%	16.7%	4.4%	10.3%	5.3%	7.8%	1.6%	2.5%	0.0%	2.3%	1.8%	3.6%	1.7%
Brazil	51.0%	10.9%	43.8%	14.4%	7.0%	34.0%	28.8%	6.0%	24.6%	4.8%	8.4%	7.7%	8.0%	2.1%	2.5%	2.6%	1.8%	1.1%	3.9%	0.0%
Chile	52.8%	10.1%	38.6%	17.7%	6.3%	33.6%	33.8%	4.0%	17.1%	5.8%	8.0%	3.5%	7.9%	0.0%	3.7%	2.3%	1.1%	0.8%	2.7%	0.0%
Other Central & South America	39.4%	15.1%	34.1%	13.0%	14.0%	19.2%	17.7%	6.4%	8.4%	4.2%	13.1%	5.0%	9.1%	3.1%	0.8%	2.4%	1.9%	0.3%	1.9%	0.9%
EUROPE	50.0%	12.9%	21.3%	15.7%	12.1%	16.1%	15.7%	6.3%	9.0%	5.1%	7.5%	6.6%	5.5%	2.3%	3.8%	3.2%	3.4%	2.9%	1.5%	1.4%
Austria	49.2%	5.2%	29.1%	19.4%	14.1%	22.3%	19.2%	3.7%	12.3%	9.7%	11.1%	8.9%	7.1%	1.3%	8.7%	4.2%	7.6%	7.1%	1.2%	0.0%
Belgium	45.3%	12.0%	25.4%	16.5%	10.5%	22.2%	20.7%	7.3%	12.1%	5.5%	6.8%	5.7%	7.6%	0.8%	5.1%	4.7%	4.0%	2.2%	1.5%	1.6%
Denmark	47.0%	11.3%	26.9%	18.7%	11.2%	23.2%	18.7%	4.3%	9.4%	5.5%	11.8%	6.3%	10.6%	0.0%	3.5%	4.3%	4.1%	2.8%	2.1%	0.0%
Finland	37.4%	8.1%	16.1%	28.3%	6.9%	13.8%	15.6%	3.2%	9.9%	4.4%	13.4%	6.6%	4.8%	0.0%	4.2%	6.5%	3.3%	9.5%	0.0%	0.0%
France	50.8%	10.1%	36.2%	13.1%	9.5%	29.9%	30.0%	6.0%	14.9%	4.2%	10.5%	9.2%	8.9%	1.3%	4.9%	3.3%	4.4%	3.9%	0.8%	1.0%
Germany	56.1%	11.2%	28.8%	14.1%	10.2%	21.6%	20.8%	6.6%	13.7%	5.2%	8.5%	11.4%	6.6%	1.3%	4.4%	3.6%	4.7%	4.9%	1.0%	0.7%
Ireland	48.5%	15.5%	11.9%	17.8%	12.5%	10.1%	11.0%	4.8%	5.8%	5.3%	4.6%	4.8%	4.5%	4.9%	3.7%	2.2%	0.5%	2.9%	4.0%	1.6%
Italy	47.3%	10.8%	28.3%	20.4%	7.9%	17.2%	19.6%	3.3%	8.8%	3.2%	7.2%	5.6%	4.2%	0.0%	2.1%	5.1%	4.4%	2.3%	1.6%	1.0%
The Netherlands	48.0%	13.7%	21.8%	15.9%	11.7%	18.0%	16.6%	6.3%	8.0%	4.4%	6.1%	6.1%	5.2%	1.9%	4.8%	2.4%	2.8%	1.6%	1.1%	1.9%
Norway	51.5%	18.3%	32.3%	10.8%	12.7%	23.0%	25.1%	6.6%	11.7%	4.6%	9.3%	11.4%	2.4%	0.4%	8.3%	7.3%	2.9%	6.3%	0.5%	0.0%
Portugal	61.0%	17.3%	11.7%	13.9%	19.6%	9.8%	9.4%	19.8%	6.3%	8.7%	5.5%	4.5%	3.7%	3.8%	1.9%	6.0%	1.7%	2.4%	5.2%	3.5%
Russian Federation	55.1%	6.3%	5.9%	24.1%	9.5%	7.4%	6.6%	2.8%	1.5%	1.4%	7.0%	1.9%	3.2%	0.0%	1.1%	0.3%	1.0%	0.9%	0.6%	0.3%
Spain	46.7%	11.6%	20.9%	19.2%	14.0%	15.8%	17.7%	11.4%	8.8%	6.8%	5.9%	3.3%	4.9%	3.4%	1.7%	2.9%	2.7%	2.5%	1.0%	0.5%
Sweden	50.4%	7.0%	22.8%	14.1%	14.8%	16.8%	18.6%	4.8%	9.2%	5.9%	7.4%	5.3%	7.9%	0.9%	4.7%	3.7%	2.4%	3.4%	0.0%	0.8%
Switzerland	56.4%	11.1%	27.7%	14.7%	12.5%	19.4%	17.6%	4.8%	12.2%	3.3%	7.3%	10.6%	5.9%	2.1%	5.8%	1.9%	3.5%	4.0%	1.2%	0.0%
Turkey	74.2%	12.2%	13.1%	15.0%	7.3%	7.4%	7.6%	3.6%	2.5%	6.7%	7.3%	6.9%	4.8%	2.4%	1.1%	3.9%	4.8%	0.8%	0.0%	0.5%
UK	44.9%	16.3%	13.3%	15.3%	13.9%	8.8%	8.2%	6.9%	5.4%	5.6%	6.3%	3.8%	3.4%	4.3%	2.5%	3.0%	2.7%	1.7%	2.3%	2.2%
Other Europe	50.8%	14.1%	16.1%	12.8%	17.8%	11.9%	12.6%	5.9%	7.9%	6.5%	8.2%	6.6%	8.6%	1.8%	7.3%	2.8%	2.9%	3.3%	1.3%	2.1%
MIDDLE EAST	46.4%	29.1%	6.8%	8.5%	22.8%	10.3%	4.8%	14.6%	2.6%	5.8%	7.9%	0.8%	4.0%	3.0%	1.7%	3.2%	1.7%	1.6%	1.4%	1.0%
United Arab Emirates	45.3%	25.7%	1.2%	5.9%	31.1%	23.6%	7.9%	20.6%	0.0%	11.5%	16.4%	0.0%	1.8%	1.0%	0.0%	2.3%	0.0%	1.2%	1.2%	0.9%
Other Middle East	46.7%	29.9%	7.9%	9.0%	21.1%	7.5%	4.1%	13.4%	3.2%	4.6%	6.2%	1.0%	4.4%	3.4%	2.0%	3.4%	2.0%	1.7%	1.4%	1.0%
NORTH AMERICA	50.3%	13.3%	27.2%	14.9%	11.3%	25.1%	24.4%	6.9%	12.8%	3.8%	9.0%	7.8%	5.4%	2.0%	5.2%	2.9%	3.2%	1.5%	1.2%	1.0%
Canada	46.9%	11.9%	29.4%	12.6%	14.3%	26.1%	25.8%	6.9%	10.6%	2.9%	9.2%	6.9%	7.1%	1.4%	6.0%	1.2%	3.4%	3.3%	1.7%	1.3%
USA	50.8%	13.5%	26.8%	15.3%	10.9%	24.9%	24.2%	6.9%	13.1%											

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WESTERN CAPE TOP 20 A TRACTIIONS BY SOURCE MARKETS - 2025																				
	V&A Waterfront	Cape Town Central City	Boulder National Park	Camps Bay	Cape Point	The Cape Winelands	Table Mountain Cableway	Kirstenbosch Botanical Gardens	Leont's Head	Canal Walk Shopping Centre	Clifton Beach	Mulzenberg Beach	The Garden Route	Table Mountain (not cableway)	Hermanus	Robben Island	Tsitsikamma National Park	Cango Caves	Cape Agulhas	Cape Town Whale watching
AFRICA	77.9%	48.0%	24.6%	46.6%	29.3%	29.2%	33.8%	12.7%	15.9%	38.3%	20.1%	12.5%	5.2%	13.3%	3.8%	9.1%	3.7%	4.5%	3.5%	4.7%
Botswana	77.5%	54.3%	19.2%	57.6%	28.0%	27.3%	37.4%	9.6%	21.9%	45.3%	19.3%	19.8%	1.7%	8.2%	1.7%	6.2%	1.7%	1.7%	1.7%	1.4%
Lesotho	80.4%	43.1%	20.7%	73.0%	54.3%	26.9%	28.1%	8.3%	0.0%	35.1%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%	10.4%	0.0%	20.7%	0.0%
Malawi	77.6%	35.9%	12.6%	33.8%	28.0%	17.0%	31.0%	11.0%	5.1%	39.0%	10.9%	12.6%	0.0%	18.2%	4.0%	7.9%	3.8%	6.0%	2.8%	3.8%
Mozambique	88.9%	50.5%	15.4%	36.7%	27.9%	21.7%	23.2%	10.0%	5.3%	32.5%	9.5%	2.9%	2.7%	11.2%	1.6%	3.1%	0.0%	3.3%	3.5%	4.8%
Namibia	81.2%	70.6%	32.1%	52.1%	25.4%	41.2%	26.6%	17.4%	18.1%	46.0%	24.5%	17.8%	5.4%	11.5%	7.1%	9.7%	4.4%	5.9%	3.9%	5.7%
Eswatini	60.5%	46.1%	17.9%	17.9%	0.0%	41.6%	21.0%	0.0%	12.6%	25.1%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	75.6%	28.2%	13.9%	27.6%	20.5%	10.3%	23.5%	7.8%	11.7%	30.7%	13.1%	7.6%	5.6%	7.5%	0.0%	8.1%	1.9%	2.5%	2.6%	1.5%
Zimbabwe	74.0%	34.6%	16.9%	41.4%	25.1%	25.1%	29.5%	11.6%	17.1%	35.8%	19.2%	11.0%	6.0%	17.1%	4.0%	6.2%	1.6%	2.9%	1.8%	3.4%
Angola	83.7%	73.4%	37.4%	62.0%	45.3%	39.4%	40.4%	24.7%	17.8%	56.7%	28.6%	15.8%	5.5%	14.7%	6.9%	11.9%	5.1%	7.2%	4.8%	4.6%
DRC	80.2%	26.8%	14.6%	39.1%	28.9%	21.5%	32.2%	6.9%	15.1%	30.9%	24.9%	6.6%	6.3%	18.9%	3.2%	6.7%	1.7%	3.2%	0.0%	3.4%
Ethiopia	70.8%	57.3%	28.5%	39.8%	44.4%	26.5%	38.2%	12.1%	24.2%	13.9%	17.5%	15.7%	9.3%	6.2%	2.6%	8.4%	7.4%	6.8%	7.2%	0.0%
Ghana	83.0%	42.6%	20.8%	60.3%	29.0%	31.6%	46.4%	8.0%	8.1%	43.7%	26.8%	12.5%	4.8%	11.3%	0.8%	11.0%	7.1%	2.1%	3.1%	6.6%
Kenya	77.4%	44.3%	32.9%	53.1%	34.7%	33.4%	47.9%	18.5%	21.7%	36.4%	18.7%	13.6%	1.3%	17.2%	2.3%	10.4%	4.4%	1.0%	2.7%	7.0%
Nigeria	79.2%	44.1%	21.2%	49.7%	28.8%	21.0%	39.6%	6.6%	14.6%	30.5%	20.7%	7.2%	3.5%	12.6%	1.8%	9.1%	2.8%	4.4%	3.4%	3.5%
Tanzania	78.2%	33.1%	19.5%	46.3%	36.5%	29.1%	31.1%	6.6%	15.6%	24.8%	15.2%	4.4%	6.1%	11.4%	2.5%	18.3%	0.0%	5.4%	4.1%	4.8%
Uganda	76.4%	36.3%	31.3%	42.9%	35.9%	37.4%	40.8%	12.4%	16.0%	23.7%	17.3%	9.2%	10.6%	17.0%	4.0%	14.1%	6.6%	6.8%	9.8%	3.3%
Other Africa	73.2%	56.7%	38.0%	43.6%	33.9%	28.7%	40.4%	12.4%	18.3%	37.8%	19.5%	16.4%	7.4%	10.5%	4.9%	11.8%	7.7%	10.1%	6.0%	8.4%
ASIA	78.3%	63.6%	58.4%	52.1%	51.5%	43.0%	52.6%	27.1%	29.9%	33.8%	28.8%	21.5%	18.1%	17.0%	20.4%	15.6%	10.4%	13.5%	10.9%	9.9%
China including Hong Kong	70.8%	59.5%	54.7%	48.2%	49.5%	44.7%	45.6%	25.9%	28.7%	28.0%	24.1%	19.6%	17.1%	17.0%	12.9%	14.2%	10.3%	14.8%	9.3%	11.1%
India	77.0%	63.3%	62.4%	61.6%	56.2%	37.6%	53.9%	24.8%	29.5%	35.3%	29.1%	20.2%	21.2%	13.0%	19.6%	17.0%	14.8%	18.7%	11.1%	7.3%
Japan	57.2%	47.4%	48.6%	41.0%	42.0%	40.8%	36.8%	29.5%	19.9%	20.5%	19.0%	20.8%	13.7%	22.7%	19.3%	8.3%	10.6%	11.3%	9.2%	4.0%
Malaysia	86.5%	82.0%	64.4%	64.7%	48.7%	57.0%	68.6%	32.0%	39.3%	42.8%	29.4%	30.1%	19.2%	6.0%	21.6%	18.5%	10.2%	9.0%	12.6%	15.6%
Singapore	88.7%	78.8%	80.6%	60.3%	59.8%	73.5%	65.2%	40.2%	36.7%	53.8%	44.9%	27.4%	16.8%	33.6%	41.1%	21.7%	18.9%	11.6%	10.5%	12.0%
South Korea	72.4%	53.7%	50.9%	48.0%	40.2%	37.7%	48.6%	23.9%	28.7%	28.9%	18.8%	15.1%	14.8%	10.7%	9.6%	16.0%	8.3%	11.0%	7.5%	2.9%
Other Asia	88.4%	65.5%	53.4%	43.8%	52.4%	36.5%	54.5%	24.7%	30.4%	33.4%	32.7%	22.1%	18.1%	18.4%	22.8%	14.9%	3.6%	10.4%	12.9%	13.5%
AUSTRALASIA	68.5%	55.1%	52.1%	45.5%	49.3%	49.6%	45.4%	24.5%	28.8%	19.4%	24.1%	16.7%	19.4%	19.7%	14.9%	13.3%	10.0%	9.4%	10.3%	5.6%
Australia	69.0%	55.5%	53.0%	46.2%	49.8%	50.4%	46.8%	24.4%	30.7%	18.7%	24.1%	17.2%	19.2%	20.6%	14.4%	13.1%	10.1%	9.8%	10.2%	5.9%
New Zealand	65.7%	52.9%	48.0%	41.8%	46.6%	46.0%	38.2%	25.3%	18.9%	23.2%	24.2%	14.1%	20.4%	14.7%	17.5%	14.7%	9.4%	7.4%	10.9%	4.3%
Other Australia	100.0%	100.0%	2.4%	0.0%	2.4%	2.4%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	84.0%	65.4%	72.5%	68.8%	70.4%	53.7%	70.4%	31.4%	38.5%	17.5%	36.8%	27.9%	26.7%	29.9%	13.9%	17.9%	10.9%	7.0%	14.5%	7.7%
Argentina	86.4%	64.5%	70.0%	62.1%	71.8%	53.8%	77.9%	29.6%	40.8%	16.9%	38.7%	26.9%	27.5%	32.5%	23.9%	20.2%	11.4%	11.5%	13.2%	6.3%
Brazil	86.3%	66.0%	73.3%	72.6%	71.2%	53.2%	69.6%	33.0%	39.5%	18.5%	39.6%	29.7%	27.5%	32.5%	12.3%	17.7%	11.4%	6.8%	15.0%	8.4%
Chile	87.3%	64.4%	68.0%	65.1%	64.6%	52.7%	81.5%	29.0%	30.1%	8.7%	27.0%	24.4%	28.8%	12.2%	17.3%	19.0%	13.3%	6.5%	7.7%	4.9%
Other Central & South America	60.3%	62.2%	69.9%	44.4%	64.8%	58.5%	65.0%	21.1%	31.8%	14.2%	16.3%	15.2%	18.1%	15.3%	16.6%	17.0%	4.9%	5.4%	14.4%	4.4%
EUROPE	75.7%	69.4%	65.3%	61.3%	56.8%	59.0%	50.8%	37.2%	35.2%	33.7%	31.6%	29.6%	28.5%	22.6%	25.8%	19.0%	16.8%	15.9%	14.1%	11.6%
Austria	79.0%	64.9%	69.3%	71.6%	61.3%	65.4%	57.3%	40.8%	42.2%	39.8%	34.1%	34.4%	39.9%	30.4%	36.5%	19.1%	22.5%	22.5%	19.3%	12.0%
Belgium	74.5%	69.1%	64.2%	53.7%	61.3%	57.6%	50.8%	39.1%	39.4%	29.3%	29.3%	30.1%	28.3%	21.8%	28.5%	23.3%	19.6%	18.3%	14.5%	10.3%
Denmark	67.9%	72.1%	65.7%	56.5%	67.1%	54.6%	50.6%	31.6%	29.6%	38.9%	23.9%	28.0%	19.9%	17.1%	22.5%	18.6%	16.0%	18.9%	11.9%	17.1%
Finland	73.7%	68.8%	71.4%	66.9%	61.4%	67.7%	49.5%	38.1%	41.4%	47.5%	24.7%	27.0%	40.6%	41.5%	25.6%	9.8%	23.1%	23.1%	16.4%	13.1%
France	77.5%	71.7%	70.5%	60.9%	64.1%	64.7%	56.1%	38.0%	37.4%	36.3%	34.2%	28.6%	27.8%	25.2%	27.0%	20.4%	18.3%	16.4%	17.6%	12.5%
Germany	76.7%	75.1%	69.0%	64.0%	58.3%	60.2%	55.0%	39.7%	41.3%	31.9%	33.7%	32.8%	35.8%	24.5%	26.1%	19.1%	19.5%	14.6%	14.9%	10.6%
Ireland	74.4%	61.4%	56.2%	67.9%	46.8%	56.6%	47.7%	32.6%	33.7%	33.3%	32.6%	29.0%	31.5%	22.3%	27.6%	19.4%	16.3%	18.2%	19.1%	9.6%
Italy	75.5%	69.5%	71.3%	59.7%	61.8%	54.3%	54.5%	37.0%	31.1%	28.8%	27.1%	27.8%	26.0%	20.8%	27.4%	17.0%	13.1%	13.8%	13.4%	11.5%
The Netherlands	73.9%	67.1%	63.7%	55.4%	56.7%	57.5%	44.9%	36.3%	33.1%	31.4%	31.5%	30.0%	29.1%	18.1%	27.8%	18.7%	18.0%	18.7%	13.2%	11.6%
Norway	85.0%	75.3%	83.1%	67.8%	56.6%	66.7%	61.9%	48.3%	40.5%	50.5%	36.2%	34.0%	30.4%	28.8%	30.0%	28.8%	19.4%	21.6%	16.8%	14.9%
Portugal	80.8%	71.7%	63.8%	64.6%	50.6%	55.5%	51.0%	33.7%	28.7%	38.9%	35.0%	28.6%	18.0%	18.3%	19.1%	17.5%	13.3%	14.7%	11.6%	10.8%
Russian Federation	82.7%	69.3%	76.3%	68.1%	74.7%	63.8%	62.1%	46.4%	39.2%	25.1%	40.7%	37.8%	31.3%	32.5%	40.7%	16.7%	13.2%	14.6%	13.9%	15.9%
Spain	79.1%	68.7%	69.3%	69.1%	54.8%	53.3%	53.6%	41.9%	38.7%	27.5%	30.7%	28.9%	28.2%	26.7%	29.3%	16.4%	18.1%	17.2%	17.8%	11.6%
Sweden	71.4%	70.7%	60.4%	61.9%	59.6%	62.7%	47.8%	36.3%	34.6%	32.3%	33.8%	29.5%	30.8%	22.6%	30.5%	18.9%	18.2%	20.0%	17.7%	10.5%
Switzerland	76.8%	71.5%	64.1%	63.0%	62.2%	57.7%	47.4%	39.4%	42.1%	36.7%	33.2%	31.9%	34.9%	25.7%	29.3%	18.5%	19.8%	17.4%	14.2%	9.0%
Turkey	82.2%	74.9%	63.7%	59.6%	45.7%	57.9%	55.5%	36.7%	19.9%	47.3%	31.0%	28.8%	13.8%	14.5%	17.4%	20.2%	10.1%	12.7%	5.3%	12.9%
UK	73.7%	64.9%	58.7%	59.8%	49.6%	56.9%	45.2%	33.7%	29.2%	35.3%	28.6%	26.4%	21.7%	20.6%	21.0%	18.0%	12.9%	14.3%	11.8%	11.6%
Other Europe	78.7%	72.4%	75.4%	59.3%	65.5%	61.6%	61.4%	38.4%	39.5%	31.5%	35.6%	31.5%	32.3%	18.4%	31.6%	24.1%	24.6%	16.2%	13.1%	17.0%
MIDDLE EAST	86.6%	72.4%	61.6%	61.5%	53.6%	23.2%	57.8%	38.7%	35.3%	47.2%	33.6%	17.5%	37.8%	23.3%	24.3%	8.1%	23.2%	13.0%	8.4%	21.6%
United Arab Emirates	86.2%	69.0%	73.9%	73.4%	60.3%	24.5%	58.2%	26.6%	41.4%	49.8%	32.3%	4.6%	50.6%	21.3%	19.6%	1.3%	42.1%	15.9%	2.8%	26.2%
Other Middle East	86.8%	73.6%	57.5%	57.7%	51.3%	22.8%	57.6%	42.6%	33.3%	46.4%	34.1%	21.7%	33.6%	23.9%	25.8%	10.3%	17.0%			

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EASTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2025

	Addo Elephant National Park	Storms River	Boardwalk Shopping Mall	Did not visit any	Bloukrans Bridge Bungee (Highest Bungee)	Walmers Park	Greenacres Mill	Tree Top Canopy Tour Tsitsikamma Forest	Nelson Mandela Museum (Mthatha)	Stewie Bikio Monument and Museum and Grave Site - King Williams Town, Gansberg & Bak (London)	Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	Wild Fly Fishing - Somerset East	Heron Marshes / Hornstead / Graveside (Quthu)	Tiffindell Ski Resort	Hemmingways Mall	Amakhala Game Reserve	Baywest Mall	Private Game Reserve	Kariega Game Reserve	Pumba Game Reserve
AFRICA	6.7%	2.8%	11.7%	65.7%	1.2%	6.8%	10.1%	1.9%	2.6%	2.0%	0.7%	0.3%	0.7%	0.4%	2.4%	0.0%	1.5%	0.0%	0.0%	0.0%
Botswana	0.0%	0.0%	14.7%	79.7%	0.0%	0.0%	8.5%	5.5%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	0.0%	0.0%	0.0%	37.2%	33.7%	29.1%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	31.4%	45.6%	0.0%	11.6%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	13.6%	86.4%	0.0%	3.5%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	2.1%	2.1%	9.4%	84.4%	2.1%	8.1%	10.2%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	1.8%	0.0%	1.7%	89.5%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	1.7%	0.0%	0.0%	0.0%
Zimbabwe	8.6%	3.0%	9.0%	59.9%	0.8%	5.8%	6.0%	2.3%	1.5%	1.5%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Angola	0.0%	11.9%	45.5%	28.3%	6.0%	14.5%	33.4%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	13.1%	0.0%	21.2%	65.6%	0.0%	0.0%	6.4%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	14.8%	4.2%	7.8%	72.3%	8.3%	6.6%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	46.7%	39.0%	0.0%	28.8%	43.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%
Kenya	4.2%	4.2%	16.7%	48.6%	0.0%	4.2%	26.2%	0.0%	4.2%	0.0%	7.6%	0.0%	0.0%	0.0%	4.9%	0.0%	4.9%	0.0%	0.0%	0.0%
Nigeria	4.4%	0.0%	8.1%	59.4%	0.0%	9.7%	14.9%	0.0%	2.5%	2.7%	0.0%	0.0%	0.0%	2.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	11.8%	0.0%	25.1%	27.2%	0.0%	45.8%	56.6%	0.0%	20.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	13.4%	0.0%	17.3%	54.9%	13.4%	0.0%	36.6%	6.9%	0.0%	0.0%	0.0%	0.0%	6.9%	8.8%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%
Other Africa	15.7%	9.1%	8.8%	63.9%	0.5%	9.0%	6.3%	3.0%	10.9%	5.1%	2.0%	1.6%	3.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	28.1%	13.2%	27.9%	35.7%	8.2%	21.3%	18.1%	2.2%	5.1%	3.1%	2.8%	3.4%	1.2%	1.0%	3.1%	0.3%	0.7%	0.6%	0.4%	0.8%
China including Hong Kong	25.0%	20.1%	37.2%	29.3%	13.6%	34.1%	31.0%	3.9%	3.7%	6.2%	4.1%	9.6%	4.4%	2.7%	5.3%	2.1%	4.3%	1.3%	0.0%	0.0%
India	32.1%	15.0%	21.1%	32.5%	16.0%	7.3%	16.3%	4.6%	4.9%	1.4%	1.0%	2.6%	0.0%	1.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Japan	14.6%	27.7%	46.6%	24.0%	8.5%	39.9%	34.1%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	20.0%	20.0%	0.0%	35.7%	0.0%	44.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	15.3%	0.0%	50.8%	49.2%	0.0%	0.0%	0.0%	0.0%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	15.3%
South Korea	29.8%	18.0%	21.3%	23.2%	2.8%	23.3%	27.4%	4.7%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	30.8%	6.6%	25.0%	43.6%	2.7%	24.0%	12.7%	0.0%	6.7%	4.9%	3.4%	3.2%	1.4%	0.7%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	48.3%	22.4%	25.8%	14.2%	10.7%	23.4%	18.6%	8.3%	5.3%	3.0%	3.7%	6.7%	2.8%	2.7%	3.9%	1.0%	3.7%	0.0%	0.0%	0.0%
Australia	50.9%	21.9%	26.4%	13.8%	10.7%	21.7%	16.8%	10.3%	6.5%	3.0%	3.8%	7.5%	3.5%	1.6%	1.7%	1.2%	2.5%	0.0%	0.0%	0.0%
New Zealand	37.4%	24.5%	23.3%	16.1%	11.1%	30.7%	26.4%	0.0%	0.0%	2.9%	3.1%	3.1%	0.0%	7.1%	13.1%	0.0%	8.5%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	36.0%	41.1%	21.3%	13.3%	21.1%	17.0%	11.4%	7.4%	5.3%	2.2%	4.1%	1.9%	0.3%	4.8%	0.0%	0.0%	0.4%	0.0%	0.2%	1.9%
Argentina	58.2%	14.4%	0.0%	21.7%	14.7%	0.0%	3.3%	19.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	31.4%	43.0%	22.5%	10.9%	19.2%	16.5%	6.9%	5.8%	6.9%	3.3%	3.1%	2.8%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Chile	34.4%	30.3%	4.5%	44.1%	0.0%	27.5%	8.6%	0.0%	6.4%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	7.7%	0.0%	4.5%	0.0%
Other Central & South America	40.2%	54.5%	35.5%	7.9%	39.1%	26.9%	35.6%	8.1%	0.0%	0.0%	11.9%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	63.9%	35.0%	23.4%	11.4%	25.8%	16.4%	14.6%	12.3%	10.9%	9.0%	8.4%	6.4%	5.1%	3.3%	1.0%	1.6%	0.5%	1.2%	1.0%	0.9%
Austria	67.3%	44.7%	13.5%	7.9%	21.5%	15.0%	8.7%	10.6%	9.1%	7.1%	4.3%	2.3%	2.4%	1.3%	1.7%	5.5%	0.0%	0.0%	1.3%	0.0%
Belgium	65.5%	34.0%	20.2%	12.4%	31.3%	8.2%	11.1%	6.1%	14.4%	12.7%	5.6%	4.6%	7.4%	0.8%	0.0%	3.1%	0.0%	0.0%	0.0%	1.4%
Denmark	73.7%	34.3%	23.0%	16.4%	36.7%	17.4%	8.2%	14.4%	24.5%	18.1%	21.8%	8.9%	18.8%	8.1%	1.1%	0.0%	0.0%	0.0%	0.0%	5.9%
Finland	68.9%	50.9%	45.0%	19.4%	33.8%	24.6%	12.8%	5.9%	12.8%	5.2%	15.8%	15.8%	15.8%	8.8%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%
France	72.4%	41.8%	23.0%	11.8%	27.8%	15.9%	19.1%	13.9%	16.3%	11.3%	10.8%	8.8%	7.1%	2.2%	0.7%	2.0%	0.0%	0.5%	0.0%	0.5%
Germany	74.2%	38.2%	21.2%	9.2%	27.1%	13.3%	12.6%	14.8%	10.2%	6.8%	8.3%	4.9%	4.5%	3.7%	0.0%	0.8%	0.2%	2.2%	1.2%	0.4%
Ireland	47.0%	32.3%	16.1%	12.2%	23.1%	16.5%	13.0%	15.5%	13.9%	9.1%	5.1%	6.1%	10.0%	5.1%	2.8%	9.2%	2.5%	0.0%	1.5%	2.5%
Italy	58.4%	24.3%	17.4%	14.5%	18.3%	9.9%	7.6%	8.7%	12.9%	10.2%	8.3%	4.5%	10.2%	5.7%	0.8%	0.0%	1.0%	0.0%	0.0%	0.0%
The Netherlands	63.9%	38.8%	24.4%	8.9%	22.3%	16.4%	14.0%	12.0%	8.8%	4.5%	6.6%	6.5%	4.0%	1.9%	0.0%	0.5%	0.0%	1.5%	0.5%	0.2%
Norway	84.8%	43.5%	41.7%	4.8%	48.4%	8.1%	26.1%	21.1%	7.6%	5.2%	5.6%	2.4%	4.8%	2.4%	0.0%	3.8%	0.0%	0.0%	3.8%	9.8%
Portugal	57.0%	34.8%	19.5%	18.0%	23.2%	14.4%	25.8%	11.2%	9.3%	15.3%	4.7%	4.0%	6.6%	2.5%	2.3%	0.0%	0.0%	1.8%	0.0%	0.0%
Russian Federation	55.3%	41.1%	33.8%	10.0%	27.1%	21.5%	27.8%	2.2%	4.3%	5.4%	3.6%	5.4%	2.3%	2.2%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%
Spain	52.8%	25.0%	9.3%	23.8%	12.1%	12.1%	14.8%	12.9%	6.1%	16.3%	12.2%	0.0%	5.3%	5.2%	2.2%	2.0%	0.0%	0.0%	0.0%	0.0%
Sweden	70.9%	43.9%	32.9%	7.2%	38.7%	20.9%	16.0%	14.7%	8.6%	12.4%	6.0%	4.6%	4.1%	4.9%	0.4%	1.2%	0.0%	5.8%	2.0%	2.1%
Switzerland	70.9%	35.6%	23.2%	10.3%	30.0%	16.1%	11.4%	11.7%	16.3%	9.3%	11.8%	7.5%	6.1%	1.9%	1.5%	0.0%	0.0%	1.5%	2.1%	0.0%
Turkey	34.2%	4.2%	23.9%	29.1%	21.2%	14.2%	16.4%	13.3%	27.4%	39.4%	21.2%	15.2%	0.0%	23.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
UK	53.4%	29.0%	26.7%	12.8%	25.0%	21.0%	15.2%	10.8%	8.9%	9.2%	8.9%	8.4%	4.7%	2.8%	2.2%	2.3%	1.1%	0.4%	1.3%	1.5%
Other Europe	62.8%	38.0%	22.3%	14.3%	18.1%	21.7%	19.7%	14.7%	11.5%	13.1%	7.0%	5.1%	4.6%	4.1%	1.6%	0.0%	0.0%	0.0%	1.1%	0.0%
MIDDLE EAST	28.8%	35.2%	55.1%	7.1%	11.6%	46.0%	21.3%	13.9%	9.0%	7.8%	3.8%	0.0%	0.0%	0.0%	3.1%	0.9%	10.2%	0.0%	0.5%	0.0%
United Arab Emirates	23.3%	23.3%	66.4%	6.8%	21.6%	21.6%	21.6%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.2%	0.0%	0.0%	0.0%
Other Middle East	31.9%	41.9%	48.7%	7.3%	5.9%	59.9%	18.0%	9.5%	14.2%	0.0%	6.0%	0.0%	0.0%	0.0%	4.9%	1.5%	2.8%	0.0%	0.8%	0.0%
NORTH AMERICA	57.3%	26.2%	20.8%	14.5%	16.0%	13.1%	14.7%	13.1%	6.5%	5.2%	4.6%	3.3%	4.4%	1.1%	1.1%	2.4%	1.2%	0.8%	1.8%	1.2%
Canada	69.1%	29.1%	29.7%	6.5%	18.1%	18.7%	14.3%	18.0%	11.4%	7.6%	8.5%	3.5%	5.0%	0.0%	0.0%	0.0%	0.9%	2.1%	2.4%	0.0%
USA	54.4%	25.5%	18.7%	16.4%	15.5%															

APPENDIX

KwaZULU-NATAL TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2025																				
	Durban North Coast (Umhlanga, Umhloti, Ballito,	Gateway Mall	Durban North Beach	Drakensberg Mountains	Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site)	Durban South Beach	Did not visit any	Drakensberg Gardens / Sani Pass /	Ushaka Marine World	Pavilion Mall	Pietermaritzburg and Midlands (Midlands Meander,	La Lucia	Isimangaliso Wetland Park	Florida Road (Durban)	Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Umtoti, Nongoma)	South Coast Beach Resorts and attractions (Amanzimtoti)	Moses Mabhida Stadium	Royal Natal National Park	Sodwana Bay	Valley of 1000 Hills (Phezulu, Krantzlog)
AFRICA	21.4%	25.6%	16.8%	2.5%	1.6%	14.6%	42.3%	0.8%	17.9%	9.9%	2.5%	1.7%	1.0%	5.2%	1.3%	1.7%	4.3%	0.1%	0.4%	0.9%
Botswana	7.9%	20.3%	17.0%	3.5%	0.0%	12.9%	48.4%	1.3%	14.6%	5.0%	3.5%	1.1%	0.0%	2.8%	0.0%	0.0%	8.1%	0.0%	0.0%	1.6%
Lesotho	47.7%	54.1%	26.1%	0.0%	0.0%	19.7%	26.1%	0.0%	26.1%	47.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	28.6%	32.2%	15.2%	0.0%	11.7%	16.3%	28.5%	0.0%	9.8%	4.9%	0.0%	0.0%	0.0%	5.2%	0.0%	5.9%	11.1%	0.0%	0.0%	5.1%
Mozambique	37.1%	33.7%	24.3%	0.0%	0.0%	4.9%	45.9%	0.0%	18.5%	21.5%	0.0%	1.2%	0.0%	21.9%	0.0%	1.1%	2.9%	0.0%	0.0%	0.0%
Namibia	12.1%	23.4%	12.0%	1.5%	0.0%	13.2%	52.7%	1.5%	11.5%	4.1%	1.1%	0.0%	2.0%	3.6%	2.0%	4.6%	2.5%	0.0%	2.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	21.1%	78.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	11.7%	18.4%	12.5%	0.0%	1.3%	7.5%	47.2%	0.0%	6.9%	7.5%	3.1%	4.2%	4.2%	1.1%	2.4%	1.1%	1.0%	0.0%	0.0%	0.0%
Zimbabwe	21.2%	23.4%	15.8%	2.4%	1.0%	12.7%	45.9%	0.6%	22.6%	8.7%	1.2%	0.6%	0.5%	3.6%	0.5%	0.7%	5.1%	0.0%	0.0%	0.0%
Angola	59.5%	59.5%	22.9%	0.0%	2.8%	27.5%	7.8%	0.0%	28.7%	29.0%	7.4%	5.3%	0.0%	21.2%	0.0%	2.1%	2.7%	0.0%	0.0%	0.0%
DRC	20.2%	26.9%	6.1%	0.0%	0.0%	13.8%	51.5%	0.0%	16.0%	9.9%	4.6%	0.0%	0.0%	6.8%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%
Ethiopia	23.9%	26.5%	23.7%	16.9%	7.2%	25.1%	39.9%	3.5%	21.9%	7.3%	3.5%	0.0%	3.5%	0.0%	0.0%	0.0%	10.2%	2.8%	0.0%	0.0%
Ghana	27.7%	34.4%	15.7%	0.0%	0.0%	27.7%	23.9%	0.0%	27.7%	7.7%	0.0%	5.3%	4.0%	4.6%	0.3%	7.7%	4.6%	0.0%	0.0%	0.0%
Kenya	27.3%	37.9%	20.9%	1.6%	1.6%	22.5%	24.1%	0.0%	26.5%	12.3%	3.5%	0.0%	0.0%	0.0%	3.3%	3.3%	6.5%	0.0%	3.0%	0.0%
Nigeria	33.6%	28.9%	23.6%	4.4%	2.1%	21.2%	32.2%	0.0%	22.7%	12.6%	7.0%	3.6%	0.0%	9.2%	1.3%	0.0%	4.8%	1.0%	0.0%	0.0%
Tanzania	15.9%	26.4%	15.9%	5.7%	2.6%	15.8%	18.8%	0.0%	11.5%	10.9%	5.7%	10.4%	0.0%	0.0%	5.2%	2.6%	5.8%	0.0%	0.0%	11.1%
Uganda	26.8%	40.7%	11.3%	0.0%	5.7%	33.8%	25.6%	0.0%	15.9%	11.4%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	15.8%	15.8%	21.0%	9.1%	4.4%	16.8%	44.0%	4.3%	11.1%	8.4%	6.7%	2.8%	1.7%	5.1%	1.7%	2.1%	2.7%	0.0%	0.6%	3.9%
ASIA	33.8%	44.7%	34.1%	11.8%	7.4%	24.2%	11.3%	9.8%	25.5%	15.7%	10.8%	5.9%	2.5%	7.4%	9.0%	11.0%	7.4%	1.9%	3.3%	0.9%
China including Hong Kong	47.5%	51.5%	37.9%	11.5%	8.9%	19.5%	12.3%	12.1%	25.9%	17.4%	11.0%	9.6%	2.7%	13.5%	4.2%	4.8%	5.1%	2.9%	4.6%	1.3%
India	40.8%	46.9%	38.4%	11.6%	6.7%	18.1%	8.1%	9.6%	36.7%	19.2%	8.8%	4.6%	3.0%	7.0%	13.0%	6.7%	1.1%	2.4%	4.3%	0.4%
Japan	20.0%	38.6%	17.9%	18.6%	16.4%	27.8%	15.0%	14.4%	18.6%	15.5%	18.1%	12.4%	3.9%	2.9%	4.9%	3.9%	0.0%	0.0%	2.6%	0.0%
Malaysia	27.1%	26.4%	0.0%	36.4%	18.5%	11.1%	25.5%	36.4%	38.1%	18.5%	18.5%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%
Singapore	19.2%	30.5%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	35.9%	0.0%	0.0%	0.0%
South Korea	39.7%	43.5%	17.3%	5.9%	5.1%	25.5%	17.1%	3.7%	12.2%	14.2%	5.4%	9.1%	7.1%	18.2%	6.6%	3.0%	6.3%	0.0%	3.4%	0.0%
Other Asia	14.2%	40.6%	37.8%	9.8%	4.0%	42.1%	14.2%	6.8%	6.5%	8.0%	14.2%	3.5%	0.0%	4.3%	6.6%	28.2%	25.3%	1.5%	1.2%	2.3%
AUSTRALASIA	38.6%	36.5%	24.8%	18.3%	17.2%	11.0%	9.8%	12.3%	12.2%	15.6%	16.6%	9.8%	2.7%	5.8%	5.1%	5.1%	1.0%	2.2%	2.5%	2.9%
Australia	36.4%	35.6%	25.9%	19.2%	16.8%	11.4%	10.0%	11.7%	12.9%	16.9%	17.6%	10.9%	2.6%	6.3%	4.6%	5.0%	1.1%	2.5%	2.8%	2.7%
New Zealand	54.5%	42.7%	16.8%	12.2%	19.8%	8.3%	8.5%	16.0%	6.6%	6.6%	9.0%	1.9%	2.8%	2.4%	9.0%	5.6%	0.0%	0.0%	0.0%	3.9%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	31.4%	13.9%	19.7%	23.7%	20.1%	19.1%	10.1%	11.7%	16.6%	5.3%	8.2%	4.1%	8.0%	12.7%	4.0%	4.8%	4.8%	6.1%	0.8%	4.3%
Argentina	35.9%	17.0%	29.2%	5.4%	31.1%	26.4%	10.9%	4.2%	3.7%	3.4%	13.7%	4.2%	15.5%	0.0%	16.2%	0.0%	10.4%	5.6%	5.6%	0.0%
Brazil	31.6%	14.1%	20.7%	37.3%	13.5%	13.0%	12.5%	14.4%	25.8%	6.3%	7.9%	9.0%	6.9%	21.2%	0.0%	7.9%	6.5%	7.9%	0.0%	7.9%
Chile	29.6%	15.9%	33.7%	23.6%	23.2%	25.8%	5.3%	27.6%	13.7%	7.5%	26.4%	0.1%	16.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	29.3%	11.7%	9.3%	4.3%	27.7%	26.5%	5.8%	5.7%	4.3%	3.4%	1.3%	11.4%	4.3%	4.3%	7.6%	2.0%	0.0%	4.3%	0.2%	0.0%
EUROPE	35.0%	27.9%	26.5%	30.9%	30.2%	20.2%	9.0%	28.4%	13.9%	9.8%	14.5%	16.3%	13.7%	7.0%	8.2%	7.5%	4.0%	6.1%	5.0%	4.1%
Austria	31.9%	33.8%	22.4%	25.4%	47.2%	25.6%	4.9%	24.7%	18.8%	11.0%	14.0%	16.7%	11.9%	2.8%	11.2%	11.3%	4.5%	9.4%	3.0%	6.1%
Belgium	27.5%	26.5%	12.6%	43.5%	39.5%	19.8%	6.6%	26.1%	9.2%	1.5%	14.3%	29.0%	22.0%	8.4%	3.2%	12.0%	1.6%	11.2%	3.8%	4.6%
Denmark	42.1%	22.6%	22.5%	44.4%	20.4%	7.1%	12.6%	43.2%	10.6%	8.5%	17.3%	27.1%	13.7%	10.1%	12.6%	12.6%	4.4%	13.3%	4.4%	1.4%
Finland	26.3%	11.9%	22.4%	20.5%	3.9%	6.9%	38.7%	38.1%	11.9%	3.5%	23.5%	14.4%	10.5%	0.0%	3.0%	10.5%	0.0%	0.0%	10.5%	0.0%
France	30.7%	20.4%	23.5%	32.4%	38.3%	21.8%	8.9%	31.5%	13.5%	6.9%	14.6%	23.3%	13.8%	3.6%	12.8%	5.0%	4.3%	7.0%	3.9%	2.2%
Germany	32.6%	25.3%	29.2%	40.4%	32.9%	20.5%	9.3%	38.7%	18.0%	10.8%	14.7%	18.0%	18.5%	7.5%	9.5%	9.9%	2.8%	6.8%	6.2%	4.6%
Ireland	33.2%	38.6%	26.9%	19.6%	24.6%	21.3%	7.1%	10.7%	15.4%	12.7%	17.5%	1.7%	2.7%	1.7%	9.7%	3.3%	5.0%	3.3%	3.3%	8.0%
Italy	29.7%	23.4%	13.7%	21.1%	32.5%	19.7%	18.4%	25.4%	10.6%	6.2%	11.1%	12.9%	14.6%	6.8%	9.4%	4.8%	4.5%	2.1%	6.4%	1.6%
The Netherlands	26.9%	19.4%	19.8%	40.1%	39.7%	20.6%	8.1%	31.5%	7.3%	4.9%	15.6%	18.4%	20.5%	8.4%	7.3%	5.1%	3.3%	9.8%	5.1%	6.2%
Norway	32.8%	28.5%	41.7%	35.6%	15.0%	28.6%	13.6%	32.4%	18.2%	23.0%	23.8%	17.1%	12.7%	15.8%	12.0%	16.7%	7.8%	10.7%	10.2%	3.0%
Portugal	29.0%	23.6%	32.1%	24.5%	22.5%	18.1%	17.4%	21.8%	6.1%	12.0%	18.6%	10.7%	14.5%	8.9%	3.1%	11.9%	5.1%	5.2%	0.0%	0.0%
Russian Federation	41.4%	37.8%	37.8%	12.7%	12.2%	7.1%	35.1%	17.2%	9.6%	0.0%	11.0%	10.1%	8.0%	0.0%	3.6%	0.0%	9.6%	0.0%	9.6%	0.0%
Spain	47.9%	32.7%	30.3%	29.8%	31.6%	22.0%	6.2%	36.9%	22.4%	15.1%	14.6%	26.1%	22.1%	5.8%	2.4%	6.8%	5.8%	4.9%	8.2%	2.4%
Sweden	40.8%	25.2%	41.7%	50.0%	37.5%	22.5%	3.5%	47.0%	13.9%	4.0%	18.5%	20.0%	38.6%	3.6%	13.1%	13.0%	5.0%	11.6%	14.0%	10.2%
Switzerland	47.0%	23.9%	35.6%	41.6%	40.9%	13.7%	4.5%	54.0%	11.7%	10.7%	20.3%	15.6%	19.6%	4.0%	8.2%	13.7%	3.8%	13.0%	5.2%	6.4%
Turkey	29.1%	34.8%	25.2%	3.3%	9.4%	33.4%	5.2%	39.3%	8.5%	11.1%	6.7%	0.0%	6.9%	13.7%	0.0%	0.0%	18.0%	0.0%	0.0%	0.0%
UK	41.0%	35.0%	29.1%	17.6%	19.3%	18.5%	8.0%	15.1%	14.5%	12.5%	12.6%	10.6%	6.1%	8.2%	6.6%	6.0%	3.1%	3.0%	3.6%	3.7%
Other Europe	35.9%	28.6%	22.9%	51.2%	43.2%	29.8%	5.9%	40.3%	11.0%	15.0%	19.4%	22.4%	10.7%	8.1%	7.2%	10.2%	11.9%	6.8%	8.1%	4.5%
MIDDLE EAST	34.6%	49.5%	34.3%	21.4%	12.7%	18.8%	5.1%	4.8%	19.6%	33.8%	16.6%	23.1%	11.6%	18.2%	2.7%	3.8%	8.5%	2.0%	12.5%	2.0%
United Arab Emirates	45.6%	42.4%	44.9%	44.6%	43.5%	44.9%	5.9%	0.0%	2.1%	0.0%	42.0%	0.0%	40.3%	0.0%	3.3%	0.0%	0.0%	0.0%	40.3%	0.0%
Other Middle East	31.9%																			

APPENDIX

MPUMALANGA TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2025

	Kruger Park/Via Skukuza, Mumbi, Malelane, Crocodile Bridge	Blide River Canyon / Gods Window	Bourke's Luck Potholes	Panorama Route	Hazyview / Cable slide, Hot air ballooning, Abseiling	Three Rondavels	Pilgrin's Rest	Sable	Hazyview Mall	White river	Did not visit any	Dullstroom fly/fishing	Nelspruit Botanical Gardens	The Pinnacle	Sabi Sabi Game Reserve	Sabi Sands Game Reserve	Mala Mala Game Reserve	Crocodile Emviro Park	Lydenburg (Voortrekker graves, Mapodis caves, etc.)	Londolozi Game Reserve
AFRICA	17.1%	7.4%	3.1%	3.3%	1.8%	3.7%	0.3%	1.4%	2.4%	3.8%	65.2%	0.1%	2.0%	0.3%	1.1%	0.3%	0.5%	0.0%	0.2%	0.4%
Botswana	7.0%	3.8%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	93.0%	0.0%	3.8%	0.0%	3.8%	3.8%	0.0%	0.0%	0.0%	3.8%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	40.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	59.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	21.0%	19.8%	5.5%	5.5%	0.0%	6.3%	0.0%	0.0%	0.0%	5.5%	49.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	7.1%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	4.0%	4.0%	7.5%	77.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	22.8%	28.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	6.3%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.0%	0.0%	0.0%	83.6%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	7.5%	2.1%	2.1%	2.1%	1.4%	2.1%	0.0%	0.0%	2.5%	5.6%	71.7%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	35.2%	49.5%	49.5%	24.7%	10.5%	39.0%	0.0%	0.0%	34.7%	0.0%	22.6%	0.0%	10.5%	0.0%	10.5%	0.0%	20.4%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	90.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	26.2%	8.1%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	65.7%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%
Ghana	28.2%	23.8%	23.8%	0.0%	0.0%	12.6%	0.0%	11.1%	0.0%	9.5%	49.7%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	46.1%	11.4%	0.0%	4.7%	8.0%	8.0%	0.0%	6.3%	0.0%	0.0%	27.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	12.5%	3.2%	0.0%	3.2%	0.0%	3.2%	0.0%	3.7%	0.0%	0.0%	71.6%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%
Tanzania	52.8%	9.0%	0.0%	18.0%	9.0%	9.0%	0.0%	0.0%	0.0%	0.0%	30.1%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	50.5%	27.5%	0.0%	27.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	0.0%	0.0%	0.0%	30.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	42.3%	20.4%	1.2%	7.9%	5.3%	3.3%	3.1%	0.1%	7.7%	4.3%	49.4%	0.0%	0.0%	3.0%	0.0%	0.0%	2.8%	0.0%	0.0%	1.6%
ASIA	72.6%	35.5%	18.1%	16.4%	14.0%	12.4%	6.7%	10.7%	8.2%	10.1%	14.2%	3.5%	6.2%	3.6%	6.0%	3.0%	2.5%	3.0%	6.8%	3.7%
China including Hong Kong	71.2%	41.8%	29.8%	15.8%	29.6%	16.0%	12.4%	10.0%	13.5%	12.1%	12.7%	5.4%	10.7%	4.1%	3.1%	11.5%	4.6%	8.3%	13.3%	5.8%
India	76.0%	33.2%	14.2%	16.8%	5.7%	16.7%	5.8%	10.9%	7.5%	11.9%	13.4%	1.3%	3.3%	5.5%	4.9%	2.2%	1.1%	1.1%	3.4%	4.5%
Japan	71.9%	46.7%	19.8%	16.4%	12.5%	9.8%	9.7%	9.7%	2.5%	6.5%	9.6%	11.3%	9.1%	5.5%	2.5%	0.0%	2.5%	2.9%	0.0%	3.0%
Malaysia	70.6%	54.0%	29.4%	29.4%	54.0%	0.0%	29.4%	29.4%	0.0%	51.7%	0.0%	0.0%	54.0%	0.0%	0.0%	0.0%	24.6%	24.6%	24.6%	0.0%
Singapore	100.0%	51.7%	27.0%	9.4%	34.8%	10.1%	0.0%	0.0%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.6%	10.1%
South Korea	60.3%	25.9%	12.6%	23.7%	0.0%	15.6%	0.0%	7.8%	11.1%	7.8%	7.4%	8.5%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	7.8%	0.0%
Other Asia	61.0%	20.1%	8.7%	15.2%	2.6%	6.1%	1.9%	13.5%	2.2%	5.6%	29.0%	1.3%	1.4%	1.9%	17.0%	0.9%	0.0%	0.0%	1.7%	0.0%
AUSTRALASIA	85.3%	35.9%	18.2%	13.6%	11.2%	13.5%	5.5%	9.3%	8.4%	6.0%	3.5%	2.6%	2.3%	3.0%	4.0%	4.6%	2.2%	1.6%	0.7%	2.9%
Australia	85.7%	37.6%	18.6%	13.7%	11.3%	14.1%	5.8%	10.4%	8.3%	5.9%	3.1%	2.7%	2.4%	3.1%	3.9%	4.6%	2.2%	1.8%	0.6%	3.3%
New Zealand	81.3%	20.9%	15.0%	12.9%	10.8%	8.0%	2.9%	0.0%	9.3%	6.5%	7.3%	1.5%	1.5%	2.9%	4.2%	4.9%	2.0%	0.0%	1.8%	0.0%
Other Australia	100.0%	77.8%	0.0%	77.8%	77.8%	77.8%	77.8%	0.0%	0.0%	77.8%	0.0%	77.8%	0.0%	77.8%	0.0%	77.8%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	95.6%	32.9%	14.6%	16.4%	5.0%	13.9%	6.7%	8.8%	2.3%	6.3%	0.2%	1.8%	2.7%	2.3%	1.5%	3.3%	0.5%	0.8%	1.2%	3.3%
Argentina	93.5%	37.3%	13.2%	15.8%	7.7%	10.1%	6.6%	11.3%	9.5%	11.0%	1.3%	0.0%	9.7%	9.8%	7.0%	9.9%	1.6%	5.9%	0.0%	5.7%
Brazil	95.6%	31.3%	15.2%	17.6%	3.1%	15.4%	7.0%	8.4%	1.4%	6.6%	0.0%	1.5%	2.1%	1.7%	0.7%	2.6%	0.0%	0.0%	1.6%	2.7%
Chile	95.7%	43.7%	11.5%	14.3%	0.0%	18.9%	3.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	2.1%	0.0%	0.0%	0.0%	0.0%	3.0%
Other Central & South America	97.2%	35.8%	13.0%	9.8%	16.7%	5.3%	6.3%	10.5%	3.2%	3.2%	0.6%	5.8%	2.0%	0.6%	1.9%	4.1%	3.2%	1.9%	0.0%	5.1%
EUROPE	91.0%	57.4%	31.6%	27.3%	25.3%	20.4%	15.8%	11.8%	11.4%	9.9%	1.8%	8.5%	8.0%	7.7%	5.8%	6.3%	6.0%	5.0%	4.8%	3.2%
Austria	95.9%	54.1%	30.9%	27.4%	27.7%	24.7%	18.4%	16.9%	10.9%	5.6%	0.0%	10.9%	7.6%	7.7%	6.0%	12.7%	3.0%	4.0%	7.1%	2.4%
Belgium	88.5%	63.8%	40.0%	42.3%	25.5%	30.9%	16.9%	12.7%	6.0%	9.8%	1.5%	6.1%	9.7%	16.0%	5.0%	5.6%	6.7%	4.4%	3.6%	1.4%
Denmark	92.4%	55.9%	21.0%	29.3%	16.8%	14.0%	15.4%	8.6%	14.0%	8.9%	1.4%	4.7%	13.0%	8.9%	2.5%	4.7%	3.5%	1.7%	6.5%	6.2%
Finland	95.8%	64.8%	46.1%	9.1%	44.4%	19.0%	7.3%	2.7%	27.9%	2.0%	0.0%	29.4%	25.6%	0.0%	23.4%	9.9%	10.6%	9.2%	4.6%	0.0%
France	94.4%	70.1%	32.9%	27.8%	25.1%	19.7%	20.8%	12.6%	8.2%	9.6%	1.0%	7.2%	8.2%	8.8%	5.1%	5.3%	6.6%	6.8%	4.3%	2.9%
Germany	93.4%	61.4%	34.2%	26.6%	26.2%	21.0%	13.3%	13.0%	13.7%	10.3%	1.1%	11.2%	9.4%	7.3%	5.3%	6.7%	8.2%	5.4%	3.8%	3.7%
Ireland	78.3%	43.1%	27.8%	20.9%	23.2%	12.8%	18.5%	1.6%	18.1%	7.1%	6.0%	10.0%	20.5%	4.1%	5.8%	4.3%	12.2%	3.2%	3.9%	1.6%
Italy	92.2%	67.0%	36.2%	39.0%	19.8%	26.6%	18.4%	10.6%	8.0%	13.9%	0.0%	4.8%	4.0%	10.2%	1.6%	6.9%	3.8%	4.8%	4.7%	4.2%
The Netherlands	94.1%	55.5%	28.8%	34.8%	27.7%	23.4%	16.2%	14.3%	8.2%	14.3%	0.5%	4.2%	6.6%	9.9%	4.2%	4.0%	2.3%	3.7%	5.2%	2.7%
Norway	94.0%	55.7%	40.2%	20.4%	45.1%	23.1%	13.1%	6.2%	24.7%	7.9%	1.2%	9.5%	5.6%	2.8%	7.9%	7.4%	2.8%	0.0%	17.8%	8.5%
Portugal	85.8%	45.2%	21.9%	22.2%	11.4%	17.2%	13.2%	8.5%	11.4%	6.8%	8.8%	5.2%	7.9%	4.8%	6.8%	1.7%	0.0%	5.8%	8.4%	4.2%
Russian Federation	88.9%	54.2%	35.9%	43.2%	34.1%	28.4%	26.5%	14.6%	0.0%	9.9%	0.0%	5.9%	5.9%	1.7%	6.3%	2.2%	9.4%	7.5%	3.5%	0.0%
Spain	90.9%	54.2%	33.0%	38.5%	25.6%	18.4%	15.0%	12.9%	10.5%	6.4%	2.5%	7.9%	5.8%	10.2%	11.2%	4.0%	4.8%	2.3%	3.9%	1.0%
Sweden	95.1%	55.2%	21.4%	25.7%	19.3%	23.3%	14.2%	7.4%	11.6%	5.8%	1.5%	6.5%	4.9%	7.2%	8.4%	2.1%	5.3%	8.5%	1.5%	1.4%
Switzerland	88.4%	53.8%	35.9%	23.7%	32.9%	18.8%	20.7%	9.6%	22.1%	11.4%	2.3%	14.7%	5.6%	6.5%	7.1%	14.1%	6.7%	5.4%	7.4%	1.5%
Turkey	94.9%	60.3%	20.5%	3.6%	46.3%	21.0%	0.0%	3.6%	23.4%	15.6%	0.0%	10.0%	16.2%	13.6%	0.0%	16.9%	6.8%	12.5%	29.7%	14.5%
UK	83.8%	41.3%	25.4%	14.2%	21.7%	13.6%	9.6%	8.3%	11.0%	7.0%	4.3%	8.7%	6.8%	3.9%	8.3%	7.0%	6.4%	3.5%	4.3%	3.5%
Other Europe	88.3%	55.2%	35.0%	27.7%	22.3%	18.4%	30.2%	22.1%	16.2%	11.7%	4.1%	10.6%	5.4%	7.9%	3.7%	5.2%	0.5%	9.9%	6.1%	5.2%
MIDDLE EAST	75.6%	41.1%	36.7%	32.7%	19.8%	27.1%	16.0%	16.0%	25.4%	15.7%	9.2%	4.2%	2.9%	24.2%	8.3%	3.7%	4.5%	3.9%	11.8%	21.9%
United Arab Emirates	84.3%	15.7%	15.7%	15.7%	37.8%	15.7%	0.0%	0.0%	0.0%	0.0%	15.7%	0.0%	0.0%	0.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	74.9%	43.2%	38.4%	34.0%	18.3%	28.0%	17.2%	17.2%	27.4%	17.0%	8.7%	4.6%	3.1%	26.1%	7.7%	4.0%	4.8%	4.2%	12.7%	23.7%
NORTH AMERICA	88.0%	49.5%	26.6%	20.3%	23.4%	11.5%	12.5%	11.3%	12.2%	7.3%	2.4%	7.5%	6.2%	5.0%	6.9%	5.8%	5.9%	7.1%	3.9%	3.7%
Canada	92.9%	52.5%	24.9%	14.7%	16.2%	10.4%	8.4%	8.7%	13.6%	5.9%	0.6%	5.1%	5.7%	4.6%	3.5%	3.1%	2.8%	4.3%	5.3%	2.3%
USA	87.1%	48.8%																		

APPENDIX

NORTH WEST TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2025

	Plainsberg National Park	Sun City Lost City	Hartbeespoort Dam	Waterfall Mall (Retenburg)	Madikwe Game Reserve	Did not visit any	Klerksdorp Mall	North-West University, Potchefstroom Campus	Hartbeespoort - Snake Park	The cradle of humankind	Brits Mall	Wool River Mall	Magaliesburg Resort	Marikong Mall	Ukutula Game Lodge	Barberspan Bird Sanctuary	Upside-down House	Bloemhof Dam Nature Reserve	Elephant / Monkey Sanctuary	Vedderfont Crater / Vedderfont Dome
AFRICA	4.7%	21.8%	13.8%	14.1%	0.4%	22.4%	6.1%	9.3%	6.0%	0.5%	2.4%	8.2%	3.7%	5.8%	0.9%	0.3%	1.4%	0.0%	0.0%	0.4%
Botswana	0.0%	33.3%	13.8%	6.1%	0.0%	22.5%	13.6%	7.6%	25.5%	0.0%	7.6%	14.1%	0.0%	40.7%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%
Lesotho	0.0%	52.2%	0.0%	47.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	23.4%	0.0%	0.0%	0.0%	76.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	17.0%	8.0%	4.1%	3.5%	25.6%	11.1%	17.6%	0.0%	0.0%	0.0%	22.2%	3.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Eswatini	0.0%	35.0%	0.0%	0.0%	0.0%	0.0%	35.0%	65.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	22.0%	0.0%	4.8%	0.0%	23.4%	12.7%	5.6%	4.8%	0.0%	0.0%	17.5%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	1.6%	20.3%	20.8%	21.5%	0.0%	23.5%	3.7%	3.8%	5.1%	0.0%	2.1%	2.1%	3.8%	4.1%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
Angola	0.0%	40.1%	17.5%	0.0%	0.0%	18.1%	8.3%	0.0%	17.5%	0.0%	0.0%	17.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%
DRC	0.0%	24.2%	0.0%	26.8%	0.0%	33.6%	0.0%	0.0%	8.4%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	21.0%	0.0%	33.3%	0.0%	0.0%	45.7%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	21.7%	12.0%	0.0%	0.0%	20.3%	0.0%	0.0%	11.7%	0.0%	0.0%	23.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	9.7%	12.3%	0.0%	0.0%	0.0%	23.7%	6.6%	20.5%	0.0%	0.0%	12.8%	6.7%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	7.8%	20.8%	6.5%	10.7%	3.0%	26.4%	10.5%	29.4%	7.8%	0.0%	0.0%	0.0%	4.0%	5.7%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	7.2%	14.5%	19.2%	15.9%	0.0%	14.2%	0.0%	0.0%	19.2%	6.4%	0.0%	14.8%	7.2%	6.5%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%
Uganda	0.0%	20.8%	20.8%	33.9%	0.0%	19.0%	0.0%	33.9%	0.0%	0.0%	0.0%	0.0%	13.1%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	24.3%	24.4%	22.9%	17.7%	0.0%	12.7%	5.5%	10.2%	0.0%	2.2%	0.1%	11.2%	13.1%	0.0%	1.8%	0.0%	2.2%	0.0%	0.0%	0.0%
ASIA	37.4%	35.7%	11.9%	13.3%	4.7%	3.7%	21.3%	2.5%	4.5%	1.8%	1.4%	2.5%	3.9%	1.4%	3.5%	0.3%	1.1%	0.6%	0.0%	0.7%
China including Hong Kong	48.6%	32.4%	2.4%	30.1%	2.1%	13.0%	4.5%	2.7%	4.8%	5.0%	2.4%	5.8%	0.0%	7.1%	2.3%	0.0%	0.0%	2.4%	0.0%	0.0%
India	48.4%	55.7%	7.8%	11.4%	6.8%	2.3%	3.1%	3.1%	6.9%	0.9%	2.1%	0.9%	1.1%	1.2%	6.2%	0.9%	2.9%	1.1%	0.0%	1.9%
Japan	61.0%	24.3%	14.1%	15.5%	6.2%	0.0%	5.2%	12.3%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	57.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	54.8%	20.6%	8.8%	0.0%	42.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	25.0%	29.0%	11.8%	27.1%	0.0%	9.1%	7.8%	5.9%	0.0%	0.0%	0.0%	13.7%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	13.9%	19.2%	19.3%	11.5%	0.0%	3.6%	52.3%	0.0%	4.3%	0.1%	0.0%	2.8%	9.6%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	53.3%	31.9%	12.3%	8.2%	7.0%	2.7%	2.5%	1.9%	3.7%	6.1%	1.1%	1.3%	2.4%	3.0%	2.1%	2.9%	0.0%	0.9%	0.0%	1.7%
Australia	55.6%	32.9%	13.5%	7.5%	7.8%	1.8%	3.0%	2.3%	4.6%	5.2%	0.7%	0.7%	2.9%	3.0%	1.0%	2.0%	0.0%	1.0%	0.0%	2.0%
New Zealand	42.7%	27.3%	6.8%	11.3%	3.5%	7.0%	0.0%	0.0%	0.0%	10.3%	2.9%	4.1%	0.0%	2.9%	6.8%	6.8%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	76.4%	17.3%	1.7%	5.7%	3.2%	2.7%	2.9%	0.0%	1.9%	0.4%	2.9%	0.0%	0.0%	1.8%	8.3%	0.1%	0.1%	1.8%	7.6%	0.0%
Argentina	77.1%	28.3%	0.0%	22.9%	0.0%	0.0%	0.0%	0.0%	4.4%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	79.3%	15.7%	0.0%	0.0%	2.3%	3.0%	3.4%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	2.4%	10.1%	0.0%	0.0%	2.4%	9.9%	0.0%
Chile	73.8%	31.6%	0.0%	0.0%	0.0%	8.5%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	61.1%	17.3%	12.2%	32.6%	10.7%	0.0%	0.0%	0.0%	12.2%	0.8%	0.0%	0.0%	0.0%	0.0%	2.7%	0.8%	0.8%	0.0%	0.0%	0.0%
EUROPE	55.3%	23.3%	14.2%	9.2%	11.2%	6.5%	4.9%	7.7%	7.2%	6.0%	5.2%	2.4%	4.3%	2.7%	1.6%	4.3%	1.7%	2.8%	0.9%	1.5%
Austria	21.0%	9.5%	10.1%	17.3%	20.4%	11.9%	0.0%	11.0%	10.1%	0.0%	9.5%	5.0%	0.0%	0.0%	0.0%	10.1%	0.0%	7.2%	11.0%	0.0%
Belgium	56.3%	12.3%	16.0%	9.0%	0.0%	6.8%	4.5%	2.3%	4.8%	13.0%	9.3%	4.5%	3.5%	0.0%	5.5%	0.0%	4.8%	0.0%	0.0%	0.0%
Denmark	42.8%	17.7%	3.6%	0.0%	3.6%	0.0%	8.6%	13.2%	3.6%	0.0%	14.1%	0.0%	3.6%	0.0%	0.0%	3.6%	0.0%	3.6%	0.0%	0.0%
Finland	51.2%	7.9%	4.7%	0.0%	22.8%	0.0%	18.1%	10.5%	4.7%	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	23.3%	4.7%	18.1%	0.0%	18.6%
France	69.1%	28.9%	8.7%	11.8%	9.8%	3.1%	1.6%	7.8%	3.8%	3.8%	5.0%	0.0%	10.1%	1.5%	0.0%	3.8%	0.0%	3.2%	0.0%	1.6%
Germany	58.0%	25.0%	10.3%	7.3%	13.4%	7.3%	5.7%	11.3%	7.2%	7.8%	4.6%	0.6%	3.1%	2.0%	1.2%	4.7%	0.0%	1.1%	0.0%	1.2%
Ireland	38.6%	8.4%	18.7%	7.4%	5.8%	18.8%	21.6%	3.8%	8.3%	4.3%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%
Italy	61.7%	26.5%	9.8%	10.4%	15.0%	5.5%	7.3%	12.4%	4.9%	4.4%	2.1%	3.2%	2.5%	2.5%	0.0%	7.8%	2.5%	2.5%	0.0%	0.0%
The Netherlands	61.4%	16.3%	10.1%	6.9%	16.5%	7.9%	8.3%	3.8%	6.8%	3.2%	2.7%	0.7%	3.9%	3.2%	2.7%	4.2%	3.3%	5.5%	2.2%	3.3%
Norway	30.6%	11.4%	24.7%	0.0%	24.7%	33.3%	0.0%	0.0%	24.7%	24.7%	0.0%	0.0%	13.2%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%
Portugal	70.6%	35.1%	3.8%	0.0%	21.7%	3.8%	0.0%	0.0%	3.8%	8.7%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	26.3%	18.0%	31.4%	0.0%	8.5%	0.0%	0.0%	12.1%	0.0%	0.0%	8.2%	15.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	62.6%	14.9%	9.4%	8.0%	12.2%	13.0%	0.0%	4.5%	13.6%	9.1%	4.0%	7.7%	0.0%	0.0%	0.0%	3.6%	0.0%	4.0%	0.0%	0.0%
Sweden	66.7%	18.6%	15.6%	21.6%	23.6%	6.2%	0.0%	11.6%	0.0%	12.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	61.4%	40.6%	12.5%	0.0%	20.2%	3.7%	0.0%	1.7%	8.6%	10.7%	10.1%	0.0%	5.5%	4.7%	0.0%	5.2%	0.0%	0.0%	0.0%	7.3%
Turkey	68.6%	22.6%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.7%	0.0%	8.8%	0.0%	28.1%	0.0%	0.0%	0.0%	0.0%
UK	48.2%	26.2%	19.3%	9.1%	6.7%	6.1%	4.4%	4.5%	9.2%	3.4%	5.0%	3.9%	5.6%	2.7%	2.7%	2.7%	1.9%	1.0%	1.0%	0.4%
Other Europe	70.4%	21.5%	16.3%	20.2%	10.3%	1.0%	6.1%	21.8%	3.8%	12.3%	10.9%	0.0%	4.8%	8.7%	2.3%	8.5%	4.7%	7.4%	2.3%	5.9%
MIDDLE EAST	36.8%	39.0%	20.7%	20.8%	23.8%	1.0%	10.4%	13.2%	3.2%	1.1%	20.3%	6.9%	2.6%	4.4%	4.8%	0.1%	12.6%	0.0%	0.0%	2.6%
United Arab Emirates	74.3%	6.8%	81.4%	67.1%	67.1%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	67.1%	0.0%	0.0%	0.0%
Other Middle East	30.3%	44.6%	10.2%	12.7%	16.2%	1.2%	12.2%	15.5%	3.0%	1.3%	23.8%	8.1%	3.0%	5.1%	4.9%	0.1%	3.0%	0.0%	0.0%	3.0%
NORTH AMERICA	47.2%	20.8%	12.5%	9.1%	13.1%	9.2%	7.3%	8.1%	6.9%	7.6%	3.5%	2.3%	1.4%	2.0%	3.4%	2.3%	1.8%	0.9%	0.6%	0.6%
Canada	69.0%	29.5%	15.7%	13.2%	25.6%	5.5%	0.0%	12.4%	10.6%	14.8%	0.0%	0.0%	3.6%	11.9%	2.1%	5.3%	0.0%	2.4%	0.0%	2.4%
USA	44.6%	19.8%	12.1%	8.6%	11.6%	9.6%	8.2%	7.5%	6.5%	6.7%	4.0%	2.5%	1.2%	0.8%	3.6%	2.0%	2.0%	0.8%	0.6%	

APPENDIX

NORTHER CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2025

	Kimberley Big Hole	None	Kgalagadi Transfrontier Park	Diamond Pavilion Mall	Auragables Falls	Kimberley Mine Museum	Nokala National Park	Namaqualand Flowers	Blue flag beach at Mდougay Bay	San Cultural Villages (e.g. Khotlani San Village etc) (Sperry SKA)	Sutherland and Carnarvon - Stargazing (Salt and SKA)	Kalahari Mall	Not applicable	North Cape Mall	Private Game Reserve	Tswalu Kalahari Reserve	Names of Resorts/Safari	Orange River	Lupington Mall
AFRICA	10.4%	44.5%	1.5%	25.1%	4.1%	2.0%	0.0%	6.8%	3.6%	4.3%	0.0%	0.0%	1.8%	11.1%	1.6%	0.0%	0.0%	0.0%	0.0%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	73.8%	0.0%	26.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	53.7%	0.0%	13.5%	0.0%	0.0%	0.0%	15.8%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	11.8%	35.8%	0.0%	41.0%	0.0%	0.0%	0.0%	11.4%	0.0%	11.4%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	50.9%	0.0%	0.0%	0.0%	51.5%	25.5%	0.0%	0.0%	0.0%	0.0%	0.0%	23.0%	25.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	30.4%	45.8%	23.8%	0.0%	0.0%	0.0%	0.0%	0.0%	23.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	51.7%	18.7%	8.6%	54.7%	15.9%	28.0%	7.0%	6.3%	5.1%	1.5%	3.4%	0.0%	2.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	67.9%	4.9%	10.6%	76.7%	10.1%	43.4%	10.1%	6.7%	10.1%	2.9%	6.7%	0.0%	4.4%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%
India	20.3%	36.2%	0.0%	40.6%	43.5%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	47.8%	52.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	76.5%	11.7%	0.0%	35.0%	0.0%	37.1%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	28.3%	21.7%	28.4%	20.9%	23.5%	14.8%	2.9%	13.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Australia	31.6%	24.2%	27.0%	23.3%	21.6%	16.4%	3.2%	8.5%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%
New Zealand	0.0%	0.0%	40.8%	0.0%	40.8%	0.0%	0.0%	59.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	47.9%	52.1%	4.0%	0.0%	25.7%	47.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	100.0%	0.0%	0.0%	0.0%	49.5%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	30.2%	22.2%	28.3%	21.1%	24.6%	15.1%	13.5%	12.0%	5.4%	5.5%	5.2%	0.6%	1.8%	0.5%	0.8%	0.9%	0.7%	1.2%	0.6%
Austria	0.0%	62.0%	38.0%	0.0%	38.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	53.6%	20.1%	41.2%	47.1%	41.1%	0.0%	10.7%	23.1%	12.5%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	38.2%	12.0%	35.2%	17.0%	22.2%	38.2%	26.8%	13.8%	8.5%	8.5%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%
Finland	0.0%	31.7%	0.0%	19.3%	0.0%	0.0%	0.0%	49.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	16.5%	21.3%	21.5%	32.5%	15.4%	3.9%	6.4%	20.4%	0.0%	3.9%	2.2%	0.0%	0.0%	0.0%	3.5%	0.0%	3.6%	0.0%	0.0%
Germany	32.8%	18.1%	31.9%	9.8%	31.7%	12.5%	23.2%	10.2%	4.1%	5.2%	0.0%	3.2%	7.3%	0.0%	1.3%	0.0%	3.3%	0.0%	0.0%
Ireland	0.0%	60.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	7.8%	21.9%	40.5%	11.5%	9.2%	0.0%	17.3%	7.8%	7.8%	9.2%	8.8%	0.0%	9.4%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%
The Netherlands	24.0%	6.4%	26.0%	17.7%	56.5%	12.0%	20.1%	27.1%	17.2%	14.7%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	37.5%	15.7%	37.5%	0.0%	37.5%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.9%	0.0%	0.0%	0.0%
Portugal	32.0%	68.0%	32.0%	19.0%	0.0%	13.0%	19.0%	0.0%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	47.0%	15.4%	21.0%	41.7%	12.3%	28.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	32.5%	11.2%	32.6%	35.3%	31.3%	24.4%	16.5%	14.9%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%
Sweden	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	33.9%	40.5%	49.1%	9.4%	24.5%	33.9%	25.6%	33.9%	19.8%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
UK	30.2%	25.8%	15.1%	22.5%	18.8%	17.2%	6.9%	5.2%	3.2%	7.2%	7.5%	0.0%	0.0%	2.1%	2.1%	0.0%	0.0%	1.4%	2.7%
Other Europe	45.9%	14.0%	85.4%	13.4%	13.4%	26.8%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	18.8%	19.8%	2.5%	6.1%	23.2%	9.3%	6.8%	0.0%	9.3%	0.0%	0.0%	36.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	59.6%	0.0%	40.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	16.1%	21.1%	0.0%	6.6%	24.7%	9.9%	7.3%	0.0%	9.9%	0.0%	0.0%	38.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	35.6%	32.5%	32.4%	11.6%	12.7%	22.5%	14.7%	5.7%	0.0%	1.4%	1.9%	0.0%	0.9%	0.0%	1.0%	1.5%	0.9%	0.0%	0.9%
Canada	36.8%	24.6%	29.1%	9.0%	10.4%	19.4%	10.8%	28.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	35.5%	33.5%	32.8%	11.9%	13.0%	22.8%	15.1%	2.9%	0.0%	1.6%	2.1%	0.0%	1.0%	0.0%	1.1%	1.7%	1.0%	0.0%	1.0%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	30.6%	26.9%	24.3%	20.0%	19.3%	16.7%	11.0%	9.1%	4.1%	3.5%	3.2%	1.7%	1.4%	1.3%	0.8%	0.8%	0.7%	0.6%	0.5%

*Caution: small base size



Inspiring new ways



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Produced by South African Tourism

THANK YOU