



South Africa

Inspiring new ways

TOURISM

PERFORMANCE

4th QUARTER REPORT

OCTOBER - DECEMBER

2023

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DEFINITIONS



- **Visitor** - Any person travelling to a place other than his/her usual environment for less than 12 months and whose main 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.
- **Tourist** - A visitor who stays at least one night in the place visited.
- **International Tourist** - An international visitor who stays at least one night in collective or private accommodation in the country visited.



- **Domestic Visitor** - A visitor whose country of residence is the country visited. They may be nationals of this country or foreign nationals.
- **Domestic Tourist** - A resident of the country of reference who spends at least one night in the place visited outside of his/her usual environment.
- **Overnight Trip** - A journey undertaken by one or more members of the household for at least one night away from home, where the persons travelling did not receive any remuneration (did not make any profit) at the destination. For a trip to be complete, the person must return to his/her place of residence.
- **Usual Environment** - To be outside the usual environment the person should travel more than 40 kilometers from his/her place of residence (one-way) AND the place should NOT be visited more than once a week. This includes their place of work and place of study. Leisure and recreational trips are included irrespective of frequency.

ABOUT THE REPORT

INTERNATIONAL TOURIST ARRIVALS

This report was prepared by South African Tourism's Analytics and Insights Unit and is based on the South African Tourism's Departure Survey which has been deployed by SA Tourism since 2001 to monitor and measure international tourist behaviour as they leave South Africa. The survey aims to track tourist travel behaviours, expenditures, accommodation usage, experiences, as well as satisfaction with South Africa as a tourism destination. The survey first began as a point-in-time survey conducted in winter and summer.



The survey is conducted monthly and covers SA'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 largest point of entry into South Africa by foreign nationals. Durban's King Shaka International Airport as well as all seaports are currently excluded from the survey as they receive less than 5% and 1% of international tourist arrivals respectively.

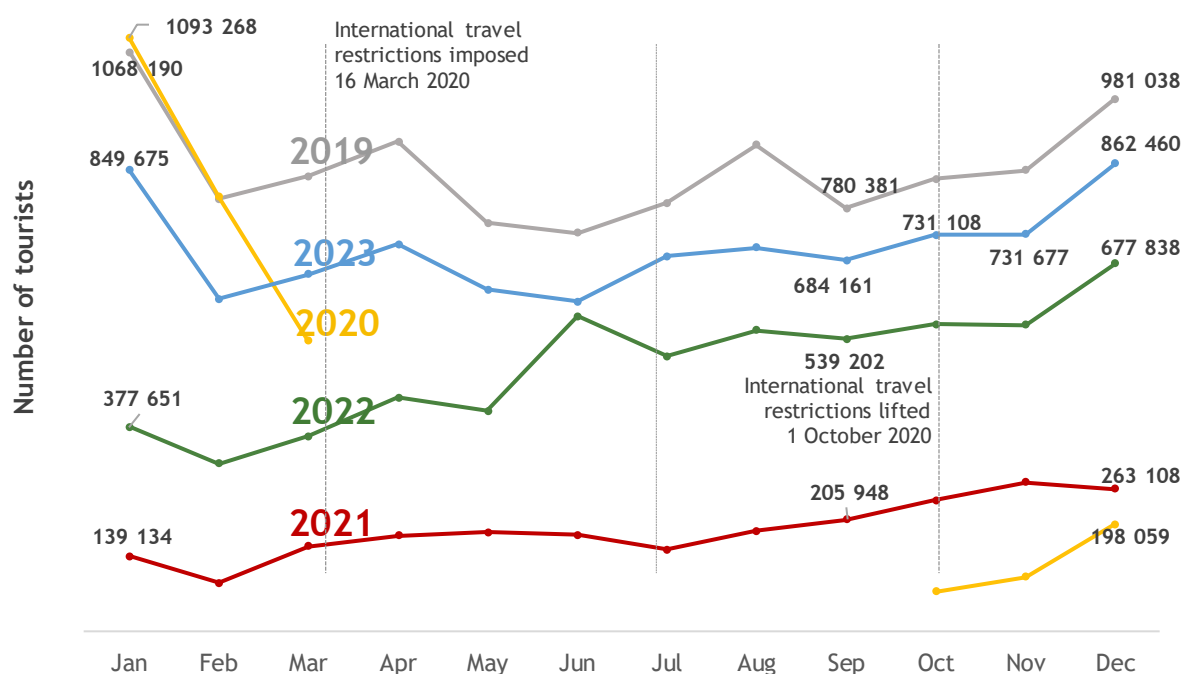
The survey is based on a random stratified sampling framework of $n=3\ 800$ per month for both of the airports and $n=1\ 000$ per month for all land border posts. The sample framework is derived from Statistics South Africa (StatsSA) tourist arrivals data and the survey results are weighted back according 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.

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, 2019-2023¹

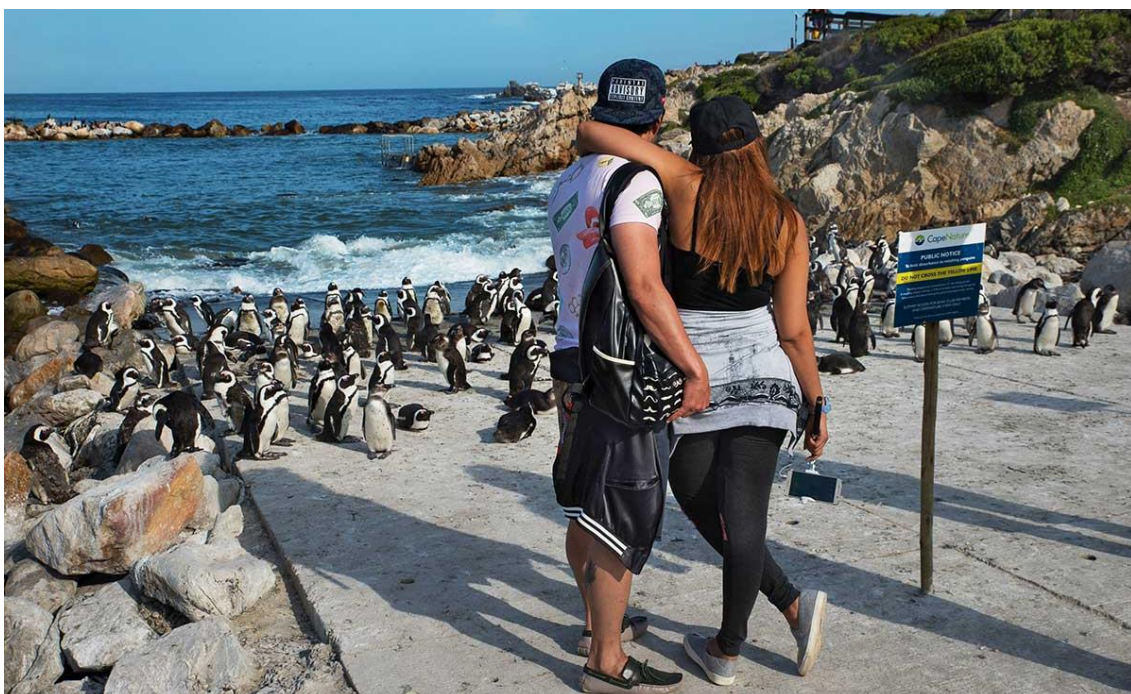


¹ Statistical Release P0351: Tourism and Migration Statistics SA, December 2023.

DOMESTIC TOURISM STATISTICS

South African Tourism's Domestic Survey is conducted through in-home face-to-face interviews - the most feasible interview approach for this type of study, in order to ensure high data quality. The sample is designed as a multi-stage, stratified sample of $n=1\ 300$ per month. The sampling framework is built from geographic strata based on enumerator areas (EAs) used as primary sampling units (PSUs), and households, used as the secondary sampling units (SSUs). In each EA drawn, four households are systematically selected with an equal selection probability. However, the EAs are disproportionally allocated to the main strata in order to ensure sufficient representation of domestic tourism from smaller provinces. The sample design ensures all stratification variables such as province, metro, urban, rural, race, age, and gender are covered. The domestic survey has a margin of error of 2.7% at a confidence level of 95% for the monthly sample. Results are weighted based on Stats SA's mid-year population estimates of SA residents aged 18 and above, and as such, the sample is representative of SA's adult population.

Due to the Covid-19 pandemic, surveying in-home face-to-face became impossible and the survey was halted at the end of February 2020. The survey was renewed in July 2020 (for March travel). Since then, quotas have been achieved in full, although this has not been without difficulty. Interviewers received special training on how to overcome respondent fears; laminated cards were produced and sanitized in front of the respondents; interviews were conducted outside the house gates; interviewers were instructed to keep face masks and shields on at all-times except for a few seconds of introduction and identification; and lastly, interviewers used only private transport.



ADDITIONAL SOURCES USED IN THIS REPORT:

- Statistical Release P0351: Tourism and Migration Statistics SA, December 2023.
- Statistical Release P0351: Tourism and Migration Statistics SA, July 2023.
- Trading Economics, <https://tradingeconomics.com/south-africa/gdp>.
- 'South African Economy Expands by 0.4%' Statistics SA, 6th June 2023.
- South African Economy Expands by 0.6%' Statistics SA, 5th September 2023.
- Statistical Releases P0441: Gross Domestic Product, March 2021 - March 2023.
- Statistical Release P0441: Gross Domestic Product, 1st Quarter 2023, Statistics SA, 6th June 2023.
- Statistical Release P0441: Gross Domestic Product, 3rd Quarter 2023, Statistics SA, 5th December 2023.
- Statistical Release P0441: Gross Domestic Product, 4th Quarter 2022, Statistics SA, 7th March 2023.
- UNWTO Barometer- Volume 21 - Issue 4 - November 2023
- UNWATO Barom23_04_November_Excerpt
- Forward Keys, 7 Major Trends to watch in 2024
- 'GDP weakens in the 3rd quarter' Statistics SA, 5th December 2023

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.

NOTE TO THE READER — TIME COMPARISONS



The Covid-19 pandemic has dealt the tourism industry in South Africa as well as around the world a harsh blow ever since it began in March 2020. The tourism industry has had a strong recovery over the last two years but still has some way to go. Given tourism's performance is still recovering, progress made in 2023 cannot be solely evaluated against the previous year and has to be compared to 2019. In saying that, comparisons to the previous year are made as the recovery has stabilized. Consequently, the view taken in this report in the international tourism section, as in all international reports by leading tourism bodies (UNWTO, IATA), is to compare 2023 performance to that of 2019 - a year unaffected by Covid-19. This comparison shows whether tourism has returned to its pre-Covid-19 levels or not. With this in mind, all of South Africa's international tourism performance KPIs are calculated over 2019, except for geographic spread and SA's domestic tourism performance KPI which are calculated over Q4 2022 (the former due to a methodology change in 2020). Further, South Africa's GDP growth rate is calculated over the previous quarter as per the source for this (Statistics SA).

Nonetheless, in order to show what progress has been made since Covid-19, YOY growth rates are also provided for all periods (Q4 2019 - Q4 2023). *In the narrative, where Q4 2023 figures are compared to Q4 2021 & Q4 2022's results rather than to Q4 2019's, the commentary is in italics.* In charts, comparisons to Q4 2022 are part of the YOY line graph while comparisons to Q4 2019 are plotted separately and clearly marked as such.



A photograph of a man and a woman sitting at a wooden table outdoors. The woman, on the left, has long braids and is wearing a colorful patterned top. The man, on the right, has a short haircut and glasses, wearing a white t-shirt. They are both smiling and holding small, light-colored objects, possibly pieces of food or craft. The table is made of light-colored wood and has a few items on it, including a small yellow cup. In the background, there is a thatched roof structure and a brick wall. The overall atmosphere is warm and social.

SOUTH AFRICAN ECONOMY

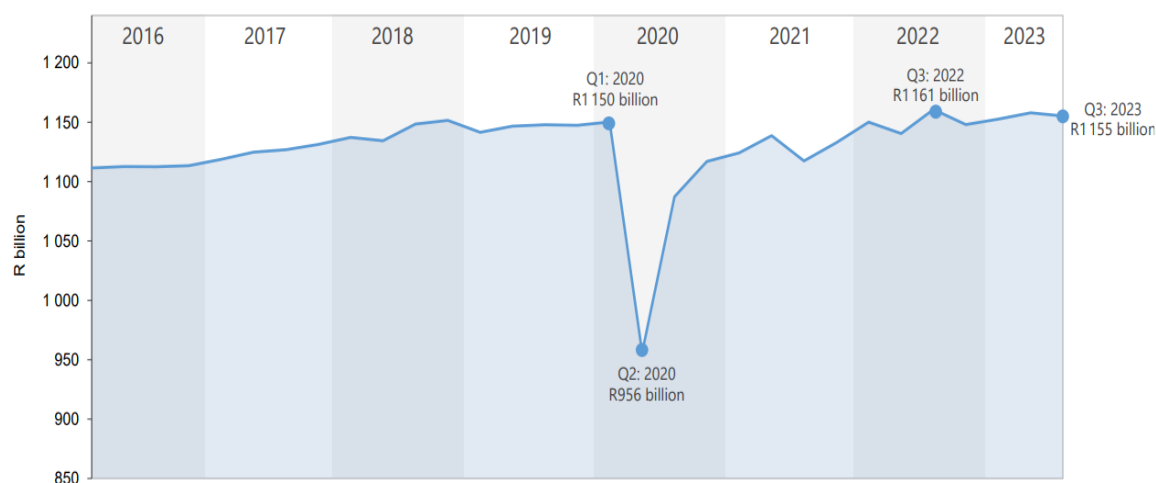
After two consecutive quarters of growth, South Africa's gross domestic product (GDP) contracted by 0.2% in the third quarter (July-September) of 2023, following an increase of 0.5% in the second quarter of 2023.¹

In the third quarter of 2023, five of the ten industries contributed to the contraction, where agriculture was the largest negative contributor.¹ The manufacturing sector decreased by 1.3%, contributing -0.1 of a percentage point to the contraction of the GDP. Eight of the ten manufacturing subdivisions reported negative growth, of which food, beverages, and tobacco were the largest contributors to the decrease in the third quarter. The petroleum, chemical products, rubber, and plastic products division and the basic iron and steel, non-ferrous metal products, metal products, and machinery division also made significant contributions to the contraction of this industry.¹

Net exports contributed negatively to expenditure on GDP in the third quarter. Exports of goods and services increased by 0.6%, largely influenced by increased trade of vehicles and transport equipment; pearls, precious and semi-precious stones; precious metals; and vegetable products. On the other end, imports of goods and services decreased by 8.6%, largely influenced by decreased trade of machinery and electrical equipment; chemical products; artificial resins and plastics; base metals and articles of base metals; vegetable products; and vehicles and transport equipment.¹

Nominal GDP was estimated at R1,767 trillion in Q3 2023, R26 billion higher than Q2 2023. The largest contributors included (i) Finance, up by R21 billion to R376 billion, (ii) Manufacturing, up by R16 billion to R235 billion, (iii) Transport, storage, and communication, up by R12 billion to R124 billion and (iv) Electricity, gas & water, up by R12 billion to R58 billion.⁵

SA Real GDP Q1 2016 - Q3 2023⁵
(constant 2015 prices, seasonally adjusted)



*Over Q2 2023.

¹'GDP weakens in the 3rd quarter' Statistics SA, 5th December 2023

² Statistical Releases P0441: GDP P0441- 2023Q2.

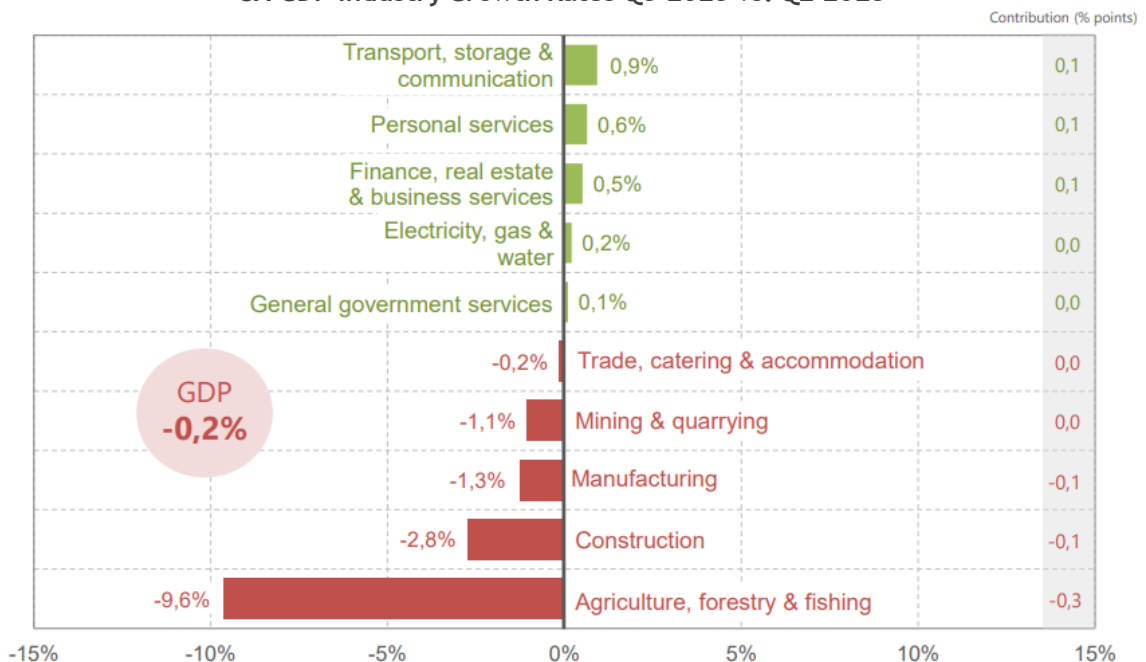
³ 'South African Economy Expands by 0.6%' Statistics SA, 5th September 2023.

⁴ Statistical Release P0441: Gross Domestic Product, 3rd Quarter 2023, Statistics SA, 5th December 2023.

⁵GDP 2023 Q3 (Media presentation)

The trade, catering and accommodation industry decreased by 0.2% in the third quarter of 2023. Decreased economic activities were reported for wholesale trade, motor trade and food and beverages. The transport, storage and communication industry increased by 0.9% in the third quarter, contributing 0.1 of a percentage point to the negative GDP growth. Increased economic activities were reported for land transport, air transport, transport support services and communications.

SA GDP Industry Growth Rates Q3 2023 vs. Q2 2023⁵



*Over Q2 2023.

² Statistical Releases P0441: GDP P0441- 2023Q2.

³ 'South African Economy Expands by 0.6%' Statistics SA, 5th September 2023.

⁴ Statistical Release P0441: Gross Domestic Product, 3rd Quarter 2023, Statistics SA, 5th December 2023.

⁴ 'GDP weakens in the 3rd quarter' Statistics SA, 5th December 2023

⁵ 'GDP 2023 Q3 (Media presentation)



INTERNATIONAL TOURISM PERFORMANCE

EXECUTIVE SUMMARY

- **International tourist arrivals** in South Africa were recorded at **2.3 million** in Q4 2023, an increase of +28.5% more than Q4 2022. **International tourist arrivals recovered by 87.2% over Q4 2019**. This is in line with the global international tourism levels having recovered to 88% at the end of 2023.
- In Q4 2023, none of the regions have recovered fully to pre-COVID-19 levels.
- **Africa Land** tourists amounted to **1.7 million** and continue to form the bulk of all arrivals in SA (71.0%), having experienced a strong recovery to 90.3% of its pre-pandemic levels.
- **Africa Air** arrivals had the strongest recovery of **98.2%** over Q4 2019, arrivals amounted to **80.1 thousand**, representing a 3.4% share of all tourist arrivals. This strong recovery was led by arrivals from Kenya with a growth rate of +69.2% compared to Q4 2019.
- **European arrivals** amounted to **382.2 thousand** in Q4 2023, accounting for 16.4% of the total arrivals. The recovery for Europe has been steady and keeps improving year-on-year, noting a -21.4% decline rate over Q4 2019.
- Travel from the **Americas** amounted to **121.7 thousand**. This resulted in a share of 5.2% (vs. 5.5% in Q4 2022) and a recovery rate of -13.3% over Q4 2019. This is the second-best rate after Africa's -9.3% (vs Q4 2019).
- **Asian** arrivals in Q4 2023 amounted to **51.2 thousand** accounting for only 2.2% of arrivals. Asia had the second lowest recovery rate over Q4 2019 at -32.9%. *In comparison to Q4 2022, the improvement in Asia arrivals is relatively high (+39.4%).*
- **Australasian** tourist arrivals are showing a good recovery with **27.7 thousand arrivals**, a 1.2% share, and a decline of -20.5% over Q4 2019. *When compared to Q4 2022, Australasia's recovery rate has stagnated at +6.3%.*
- *The tables turned since Q4 2022 for the the **Middle East** with a decrease in tourist arrivals, totaling **8.2 thousand**, representing a -14.0% over 2022. Middle East recovery rate over Q4 2019 is -44.7%.*
- This fourth quarter of 2023, **Foreign direct spending** has recovered by +17.4% over Q4 2019 (a +12.3% vs. Q4 2022) and now equals **ZAR 25.3 billion**. **Average spend** is +33.5% over Q4 2019 at **ZAR 11 617**.
- **Length of stay** for quarter 4 2023 is **13.8 nights**, an +18.3% increase over the same quarter in 2019, *similar levels seen in Q4 2022*. The length of stay for Overseas is 15.0 nights, whereas for Africa Land and Africa Air, it is 13.3 and 18.5 nights.
- **Bed nights** in Q4 2023 evidenced a further increase of +33.3% against Q4 2023 and has exceeded Q4 2019 levels by +5.4%. Total bed nights for Q4 2023 is **31.3 Million**.
- Tourist **satisfaction** has remained steady at **4.6** out of 5, +2.2% higher than Q4 2019. In terms of satisfaction parameters, South Africa's natural attractions are highly praised and received the highest rating of 4.7 out of 5.
- In Q4 2023, **VFR** continued to strengthen as the **primary reason** for international tourist arrivals, achieving a 50.8% share compared to the 41.1% share in Q4 2019.

KEY PERFORMANCE INDICATORS

**INTERNATIONAL
TOURIST ARRIVALS**



2.3 MILLION

-12,8% ▼

**TOTAL FOREIGN
DIRECT SPEND**



ZAR 25.4 BILLION

+17.4% ▲

LENGTH OF STAY



13.8 NIGHTS

+18.3% ▲

**TOTAL
BED NIGHTS**



31.2 MILLION

+5.4% ▲

**GEOGRAPHIC
SPREAD**



9.9%

***-2.2%** ▼

**SATISFACTION
RATING**



4.6

+2.2% ▲

Key growth and change rates shown in this report (except for Geographic Spread) are in comparison to 2019 due to the continued impact of the Covid-19 pandemic during 2020-2022.

*Change in basis points vs. 2022.

INTERNATIONAL TOURIST ARRIVALS



2.3 MILLION

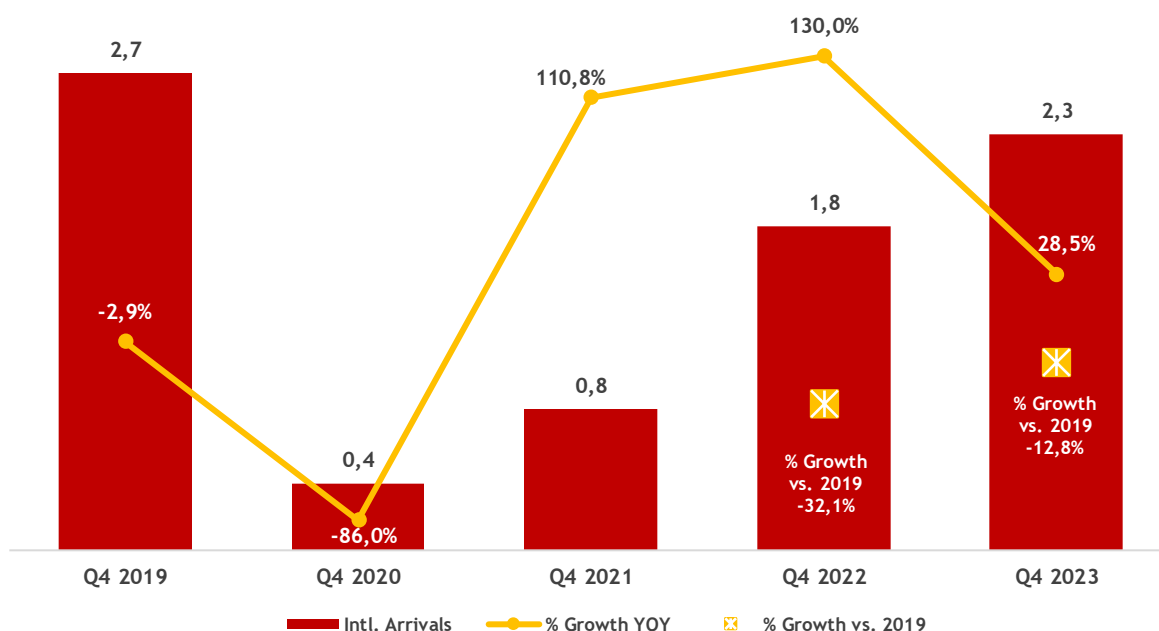
-12.8% ▼

-12.8% ▼

Q4 2023 vs. Q4 2019

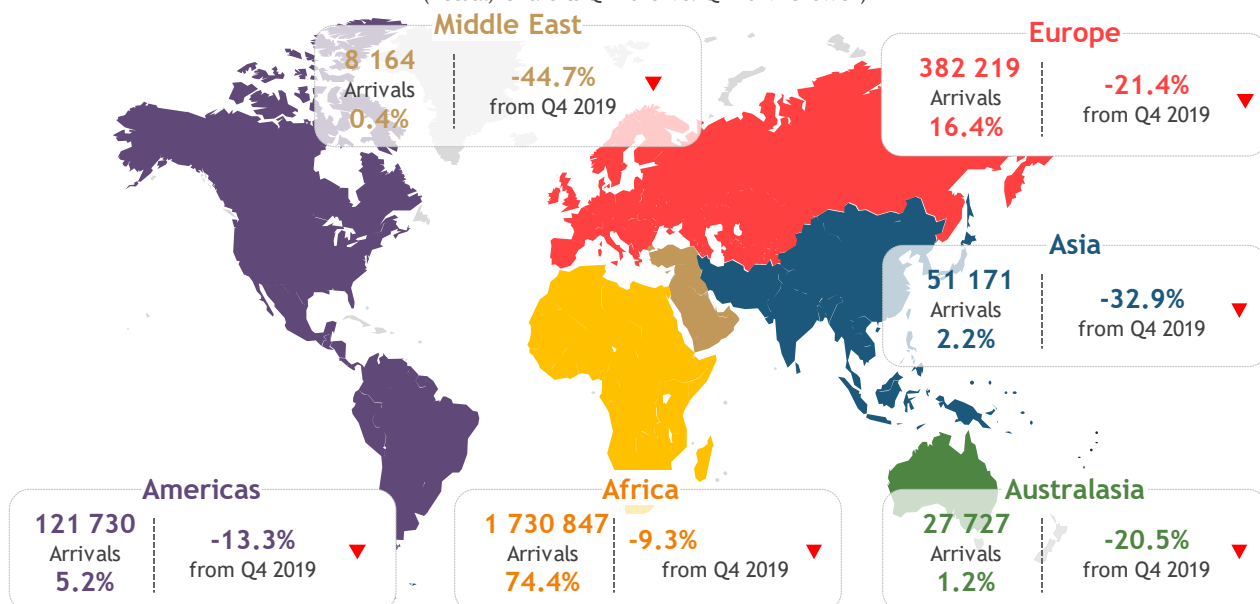
In Q4 2023, international tourist arrivals amounted to 2.3 million, marking a continued improvement with a +28.5% increase compared to Q4 2022 and now only -12.8% below Q4 2019 levels. This significant growth nearly restored the figures to those of Q4 2019. Africa continued to dominate as the leading source continent, comprising 74.4% of arrivals and showcasing the most robust recovery (-9.3% beneath Q4 2019 levels). Previously, in Q3 2023, the Middle East was the singular region to have exceeded its Q3 2019 arrival figures. Yet in Q4 2023, the Middle East witnessed a contraction, predominantly due to a sharp -53.3% decrease in arrivals from Israel, compared to Q4 2022.

International Tourist Arrivals Q4 2019 - Q4 2023 (Millions)



International Tourist Arrivals Q4 2023

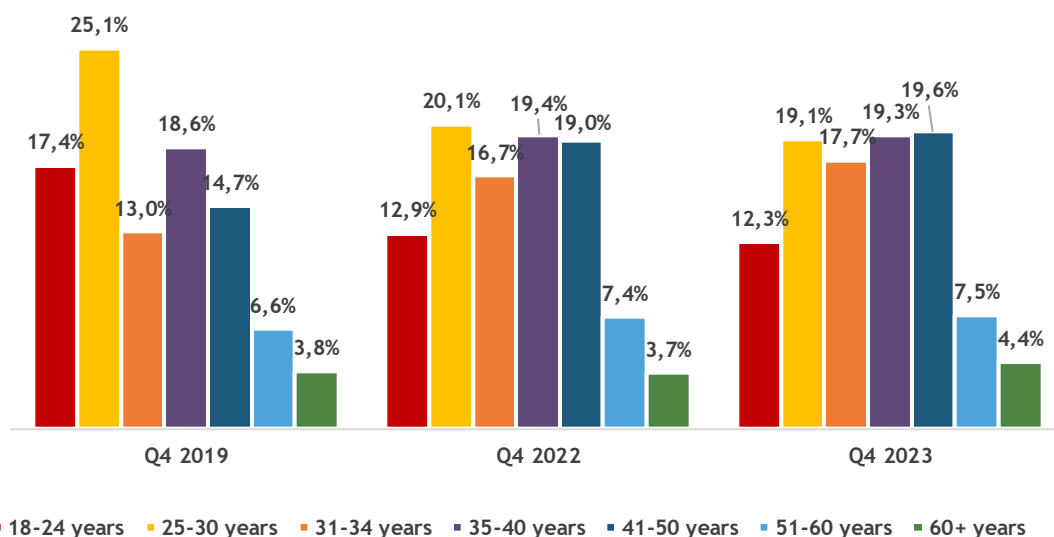
(Actual, Share & Q4 2023 vs. Q4 2019 Growth)



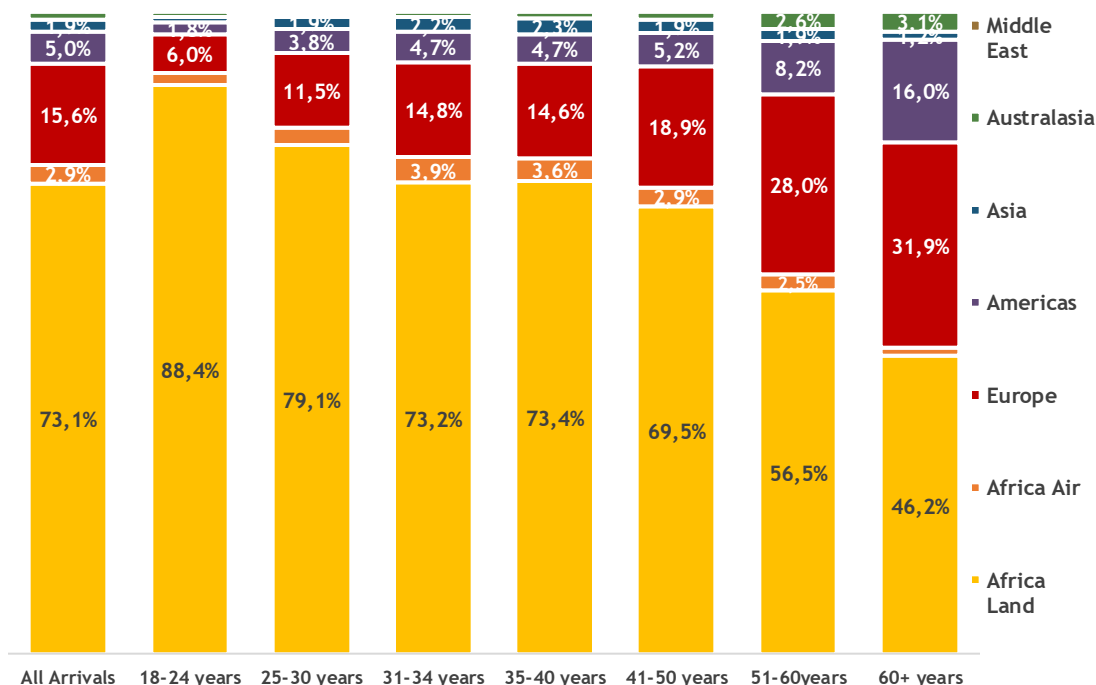


In Q4 2023, the age distribution of international travellers remained consistent with that of Q4 2022, displaying a similar spread across various age groups. When compared to Q4 2019, the distribution remains heavier in the older groups (31-60 years, 66.2% vs. 56.7% in Q4 2019), and consequently lighter in the younger groups (18-30 years 33.0% vs. 42.5% in Q4 2019). Africa Land, as expected, contributed the majority of visitors across all age groups, except for those aged 51 - 60+ years whereas visitors from Europe and the Americas played a more significant role.

Age Group Distribution Q4 2019 - Q4 2023



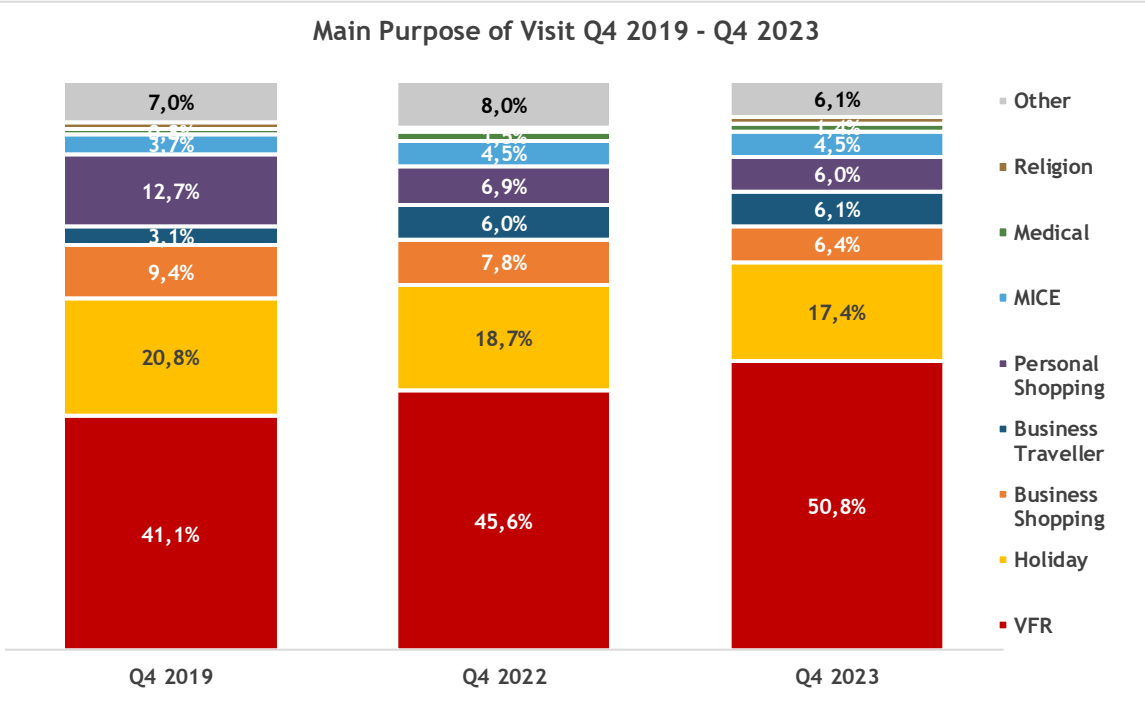
Age Group Distribution by Region Q4 2023



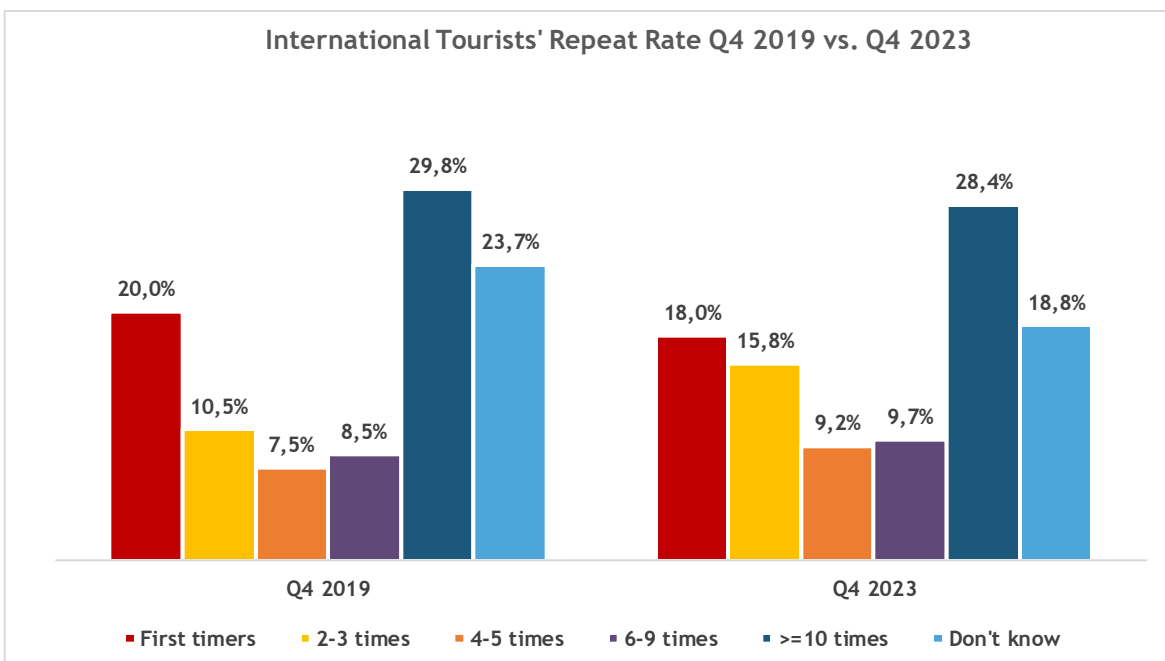
PURPOSE OF TRAVEL

In the fourth quarter of 2023, VFR continued to strengthen as the primary reason for international tourist arrivals, achieving a 50.8% share compared to the 41.1% share in Q4 2019. International tourist arrivals visiting for Holiday continued to show a steady decline, with a share of 17.4% during Q4 2023 vs 20.8% in Q4 2019. Business Travellers and MICE collectively grew to a 10.6% share from 6.8% in Q4 2019. A notable decrease was in *Personal shopping*, which fell to 6.4% compared to 7.8% in Q4 2022 and 9.4% in Q4 2019. First-timer international tourists decreased by -2.0% base points in Q4 2023. International tourists visiting for their second or third time increased by 5.3% base points this quarter against Q4 2019.

Main Purpose of Visit Q4 2019 - Q4 2023



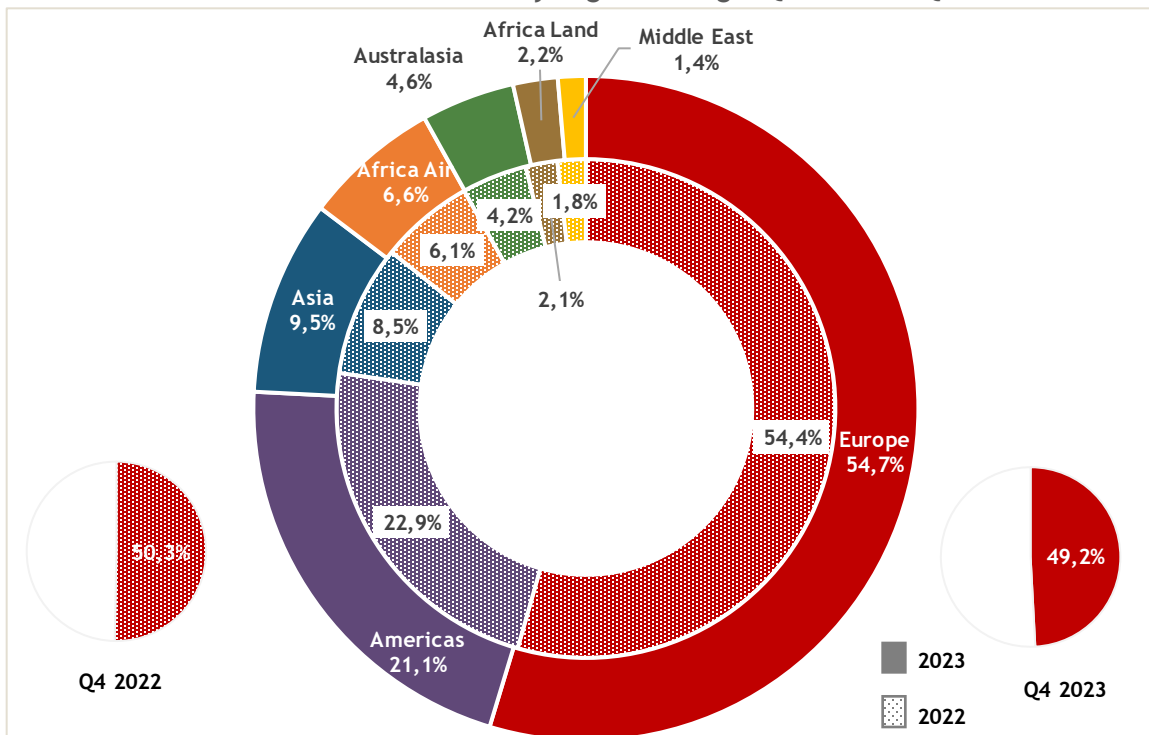
International Tourists' Repeat Rate Q4 2019 vs. Q4 2023



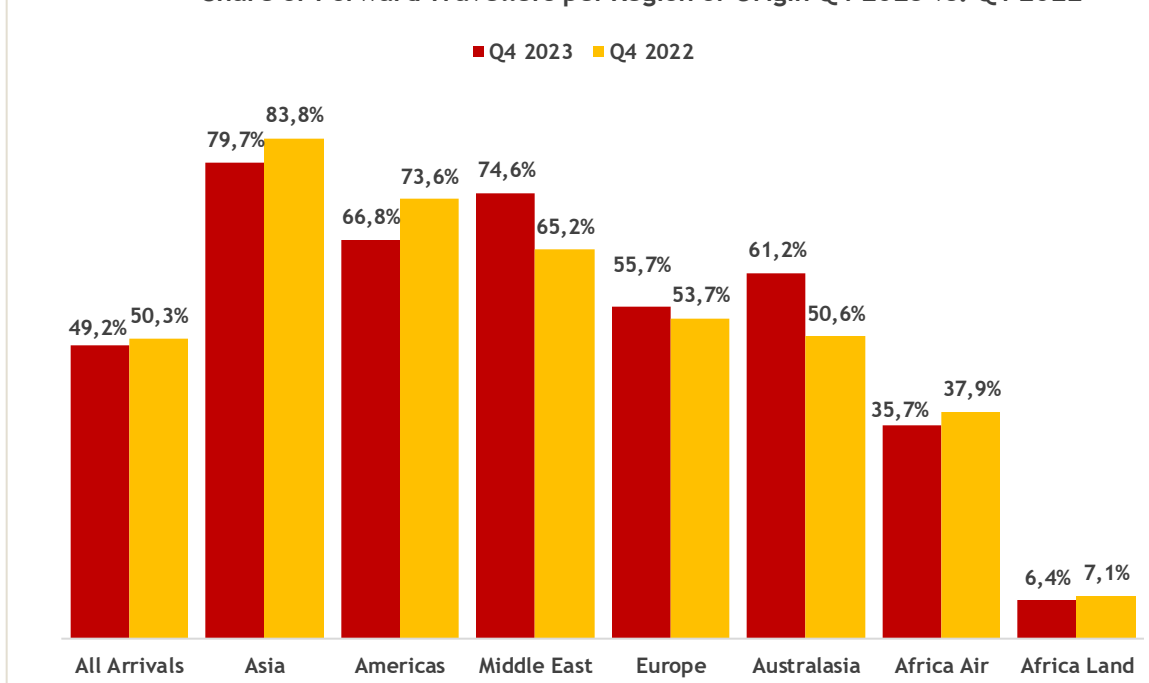
FORWARD TRAVELLERS

Forward travel analysis revealed that in Q4 2023, 49.2% of travellers proceeded to another destination, *this being slightly lower than in Q4 2022 where 50.3% carried onto another destination*. Forward travellers were predominantly from Europe (57.7%), *although this was marginally higher than in Q4 2022 (54.4%)*. Slightly less forward travel is noted among Americas tourists (21.1% in Q4 2023 vs. 22.9% Q4 2022). Forward travel was more common among Asia tourists in Q4 2023 compared to Q4 2022 (9.5% and 8.5% respectively).

Share of All Forward Travellers by Region of Origin Q4 2023 vs. Q4 2022



Share of Forward Travellers per Region of Origin Q4 2023 vs. Q4 2022



FORWARD TRAVELLERS

The top ten forward markets for the four largest regions exhibited some commonalities. The most popular forward destination that appeared in all four regional lists was the UAE, which held a combined share of +57.8% across these regions. Ethiopia advanced to become the second most popular, followed by Kenya (except for Europe) and then the UK (except for Africa Air). In quarter 4 of 2023, Zimbabwe emerged across all four regions as a popular forward destination. Besides tourism interests, this trend was associated with the major airport hubs.

Europe Top 10 Forward Markets	% Share Q4 2023
United Arab Emirates	13.8%
Germany	12.8%
UK	10.8%
Ethiopia	10.6%
Switzerland	9.7%
Qatar	8.9%
Turkey	8.4%
Netherlands	5.8%
Zimbabwe	3.7%
France	3.6%

Americas Top 10 Forward Markets	% Share Q4 2023
UK	22.5%
Zimbabwe	13.7%
United Arab Emirates	9.7%
Germany	7.1%
Netherlands	6.9%
Qatar	4.9%
Kenya	4.3%
Switzerland	3.5%
Ethiopia	3.4%
France	3.2%

Asia Top 10 Forward Markets	% Share Q4 2023
United Arab Emirates	32.1%
Ethiopia	16.9%
Qatar	15.0%
Singapore	10.3%
Kenya	8.2%
Hong Kong, China	2.9%
Turkey	1.9%
UK	1.5%
Zimbabwe	1.4%
Saudi Arabia	1.1%

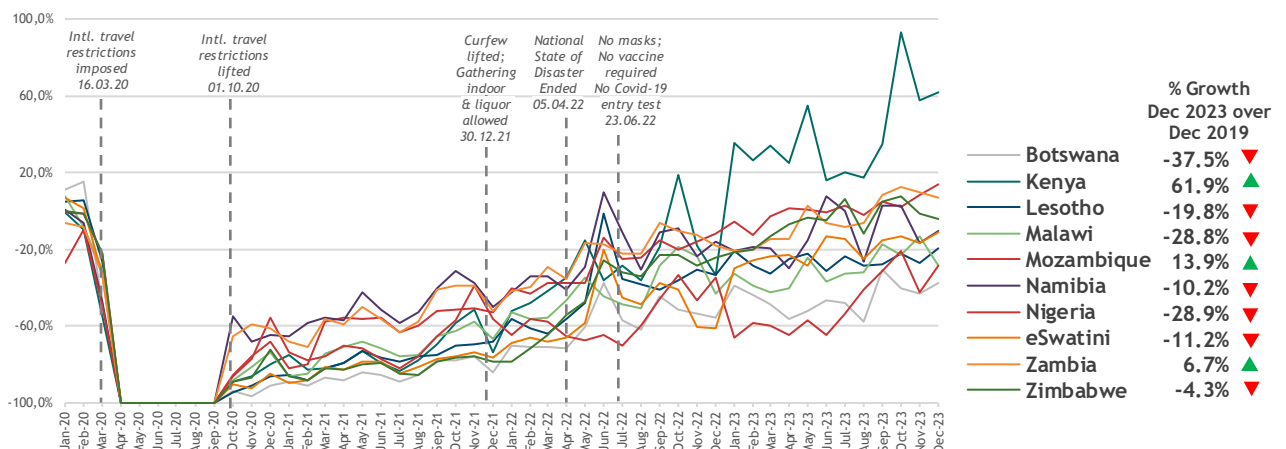
Africa Air Top 10 Forward Markets	% Share Q4 2023
Kenya	36.0%
Malawi	19.1%
Ethiopia	18.6%
France	2.7%
Zimbabwe	2.6%
Qatar	2.3%
Rwanda	2.3%
United Arab Emirates	2.2%
Zambia	2.0%
Ghana	1.9%

AFRICA RECOVERY — PRIORITY MARKETS

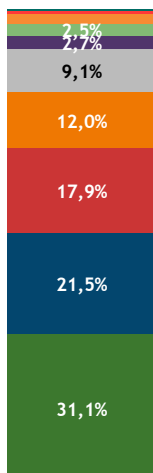
-9.3% ▼
monthly average
Oct-Dec 23 vs. Oct-Dec 19

A staggering recovery for African priority markets was evidenced by a monthly average growth rate of -9.3% compared to 2019. This marked an improvement over the previous quarter's recovery rate of -13.7%, especially significant since African priority markets comprised around 74.4% of South Africa's arrivals. The recovery of the African priority markets was spearheaded by Kenya, Zambia, Mozambique, and Zimbabwe, which posted positive growth rates of +70.9%, +9.6%, +8.1%, and +0.6% respectively. Namibia's decline was lower than the average monthly rate of -9.3%. The declines continued to be led by the same countries as before, namely Botswana, Nigeria, Lesotho, Malawi, and eSwatini. These markets consistently showed the highest rates of decline at -40.1%, -30.7%, -23.0%, -21.3%, and -13.7% respectively for Q4 2023. Notable share changes were observed for Lesotho, whose share dropped from 21.5% to 16.3% from Q4 2019, which positioned Mozambique as having the second-largest share at 19.6% in Q4 2023.

Recovery of Africa Tourist Arrivals vs. Same Month in 2019¹
Jan 2020 - Dec 2023



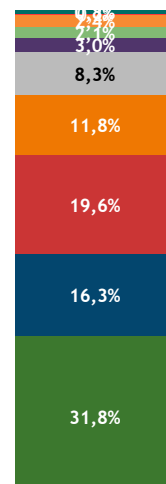
Pre-Covid Share



**Share of Priority Africa Tourist Arrivals by
Country Prior vs. Post Covid-19¹**

Pre-Covid Share	Country	Dec-23	
		Share	Growth
9.1%	Botswana	8.3%	-37.5%
0.4%	Kenya	0.8%	61.9%
21.5%	Lesotho	16.3%	-19.8%
2.5%	Malawi	2.1%	-28.8%
17.9%	Mozambique	19.6%	13.9%
2.7%	Namibia	3.0%	-10.2%
0.7%	Nigeria	0.2%	-28.9%
12.0%	eSwatini	11.8%	-11.2%
2.1%	Zambia	2.4%	6.7%
31.1%	Zimbabwe	31.8%	-4.3%

Dec-23 Share



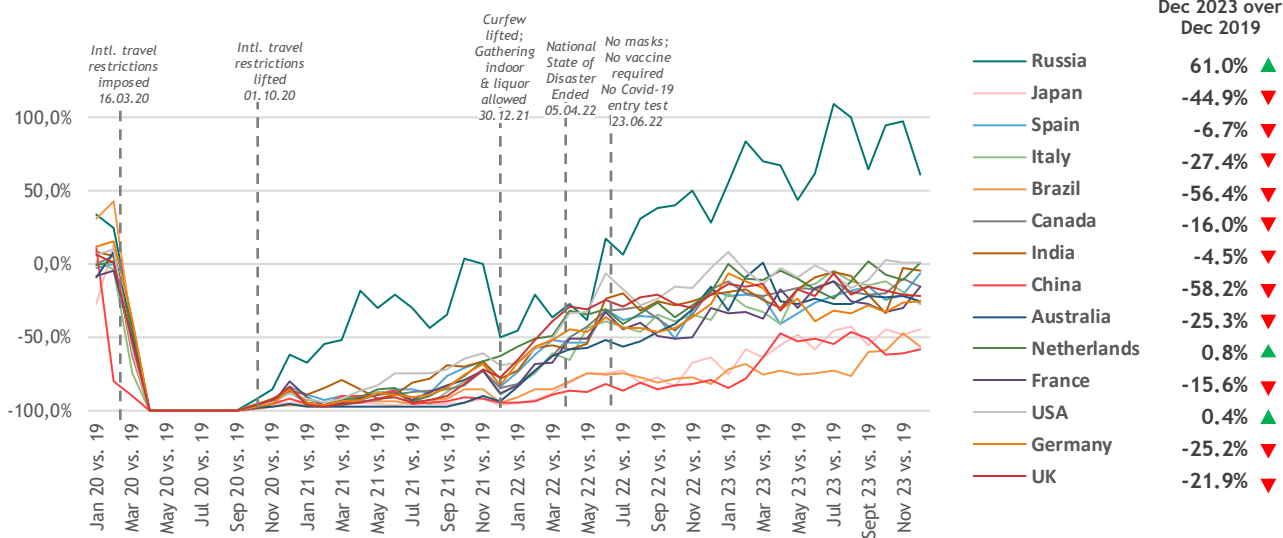
¹ Statistical Release P0351: Tourism and Migration Statistics SA, 2023.

OVERSEAS RECOVERY — PRIORITY MARKETS

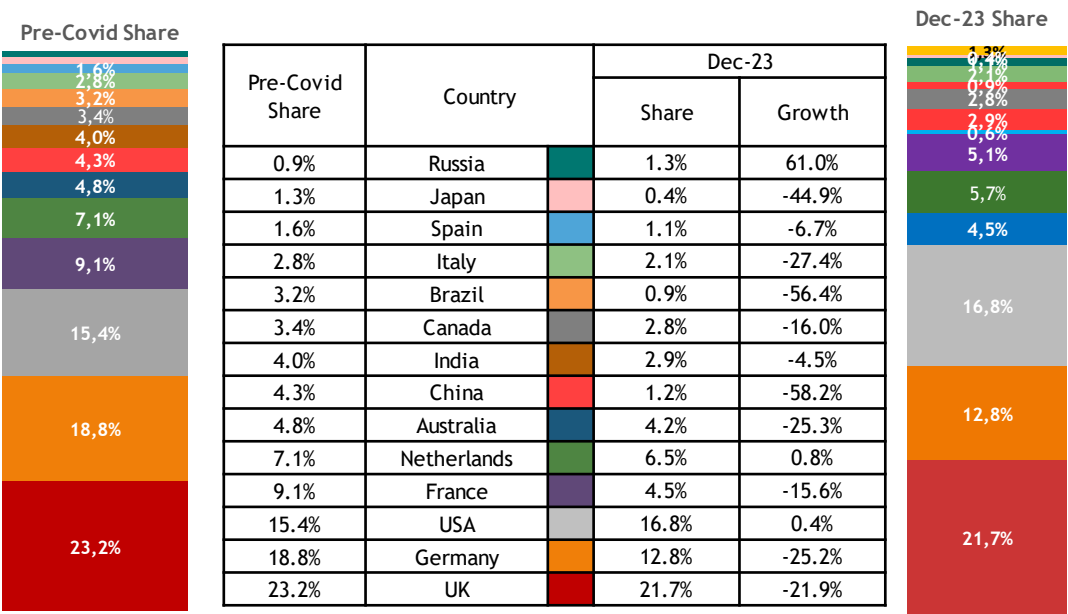
-21.5% ▼
monthly average
Oct-Dec 23 vs. Oct-Dec 19

Overseas priority markets were predominantly led by Russia, which achieved an impressive growth of +84.5% during Q4 2023. The USA moved into positive territory with a growth rate of +1.2% for the same quarter. Despite this, recovery remained slightly slower than that of Africa's priority markets, with a -21.5% versus -9.3% over Q4 2019. Excluding Russia and the USA, all other countries exhibited a decline. The UK, Italy, Spain, Canada, India, and the Netherlands showed decline rates below the Q4 average of -21.5%, registering -20.2%, -19.6%, -17.5%, -15.5%, -13.9%, and -5.6%, respectively. China, Brazil, and Japan were significantly above the monthly quarterly average with rates of -60.4%, -54.4%, and -46.2%, respectively. The USA gained a share increase of +1.4% base points.

Recovery of Overseas Tourist Arrivals vs. Same Month in 2019¹
Jan 2020 - Dec 2023



Share of Priority Overseas Tourist Arrivals by Country Prior vs. Post Covid-19¹



¹ Statistical Release P0351: Tourism and Migration Statistics SA, December 2023.

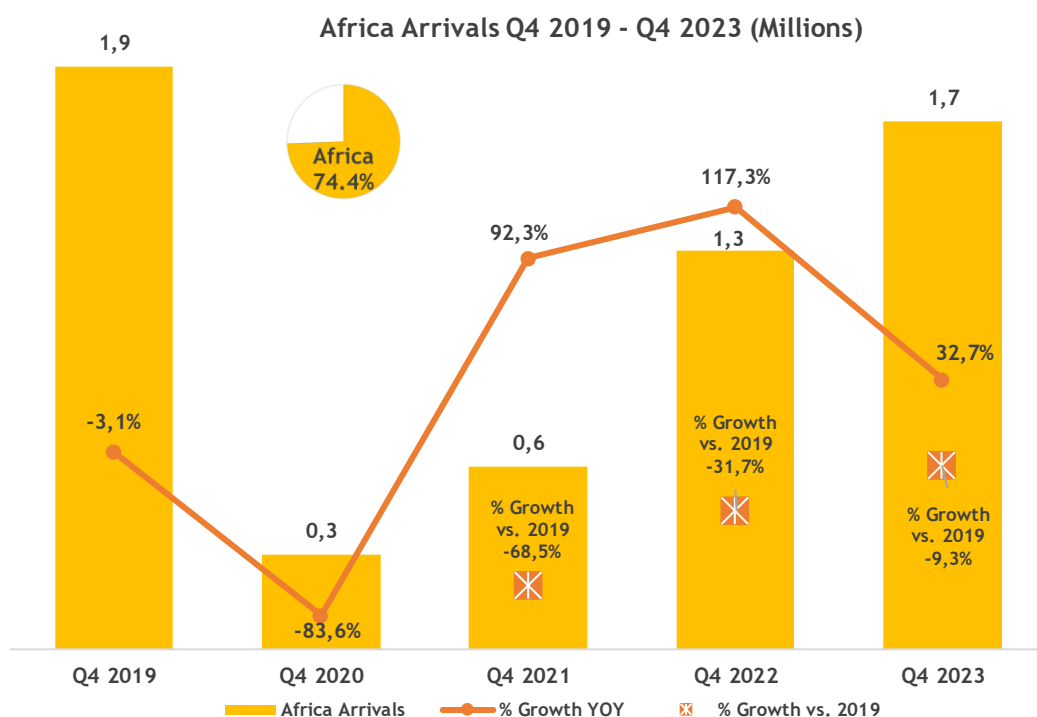
AFRICA ARRIVALS

1.7 M

-9.3% ▼

Q4 2023 vs. Q4 2019

In Q4 2023, tourist arrivals from Africa reached 1.7 million, accounting for 74.4% of all arrivals during the quarter. Africa's recovery is on track, with this quarter's results showing a mere -9.3% decrease from Q4 2019, an improvement following Q4 2022's -31.7% reduction from Q4 2019. This quarter, Kenya, Zambia, Mozambique, and Zimbabwe have not only surpassed their Q4 2019 arrival numbers by +69.2%, +9.4%, +8.2%, and +0.2% respectively but have also increased their market shares compared to Q4 2019 (Kenya from 0.4% to 0.8%, Zambia from 2.0% to 2.5%, Mozambique from 17.2% to 20.5% and Zimbabwe from 20.4% to 32.5%). Zimbabwe remains the most significant source of tourists with a 29.4% share, while Mozambique retains its position in second place at 20.5%. In contrast, Botswana, Lesotho, and Malawi continue to experience the highest rates of decline, with decreases of -39.7%, -22.9%, and -22.2% respectively.

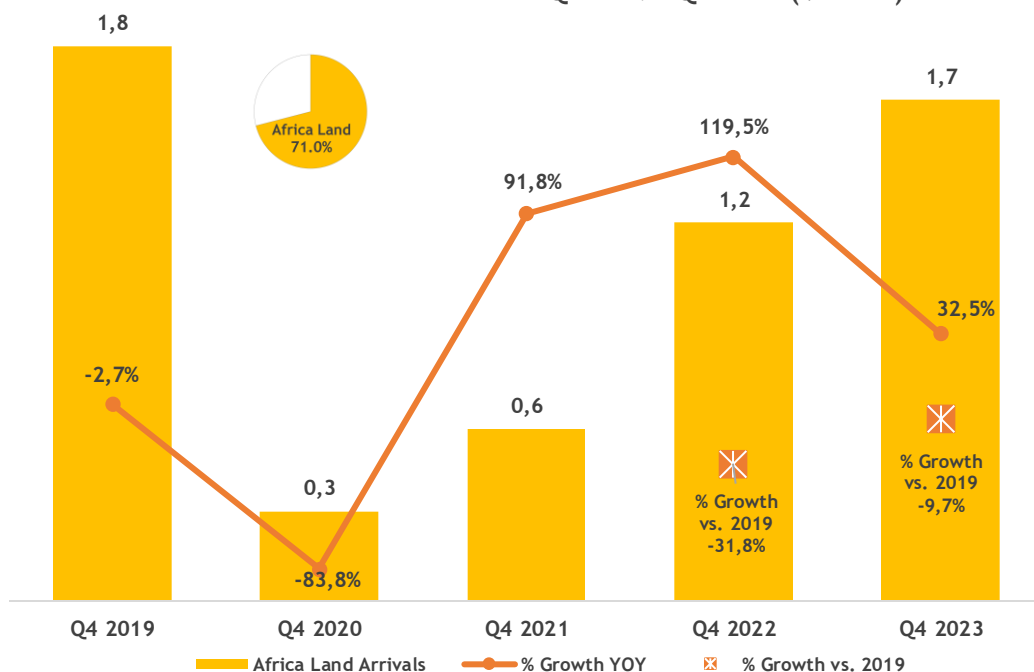


Africa Tourist Arrivals by Top 10 Markets Q4 2023

Africa Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
Zimbabwe	562 578	29.4%	32.5%	+0.2%
Mozambique	355 232	17.2%	20.5%	+8.2%
Lesotho	279 994	19.0%	16.2%	-22.9%
Eswatini	206 219	12.5%	11.9%	-13.6%
Botswana	117 510	10.2%	6.8%	-39.7%
Namibia	45 457	2.6%	2.6%	-8.8%
Zambia	42 640	2.0%	2.5%	+9.4%
Malawi	41 076	2.8%	2.4%	-22.2%
Kenya	13 849	0.4%	0.8%	+69.2%
Tanzania	10 460	0.5%	0.6%	-0.2%
All Africa Arrivals	1 730 847	71.6%	74.4%	-9.3%

In Q4 2023, Africa Land tourists reached 1.7 million, marking a +32.5% increase from Q4 2022 and accounting for 71% of all tourist arrivals in South Africa, up from 68.9% in Q4 2022. The recovery of Africa Land arrivals mirrors the overall trend in Africa, compared to Q4 2019. Specifically, Africa Land arrivals are down by -9.7% over Q4 2019. Mozambique, Zambia, and Zimbabwe have fully rebounded, surpassing their Q4 2019 arrival numbers by +9.4%, and +0.2%, respectively. Zimbabwe, Mozambique, and Lesotho were the largest source countries, commanding even more significant shares of 34.1%, 21.5%, and 17.0%, respectively. Botswana continues to exhibit the steepest decline, with recovery lagging behind that of other countries, as evidenced by a -39.7% reduction from Q4 2019 and a -46.5% decrease from Q3 2023.

Africa Land Arrivals Q4 2019 - Q4 2023 (Millions)

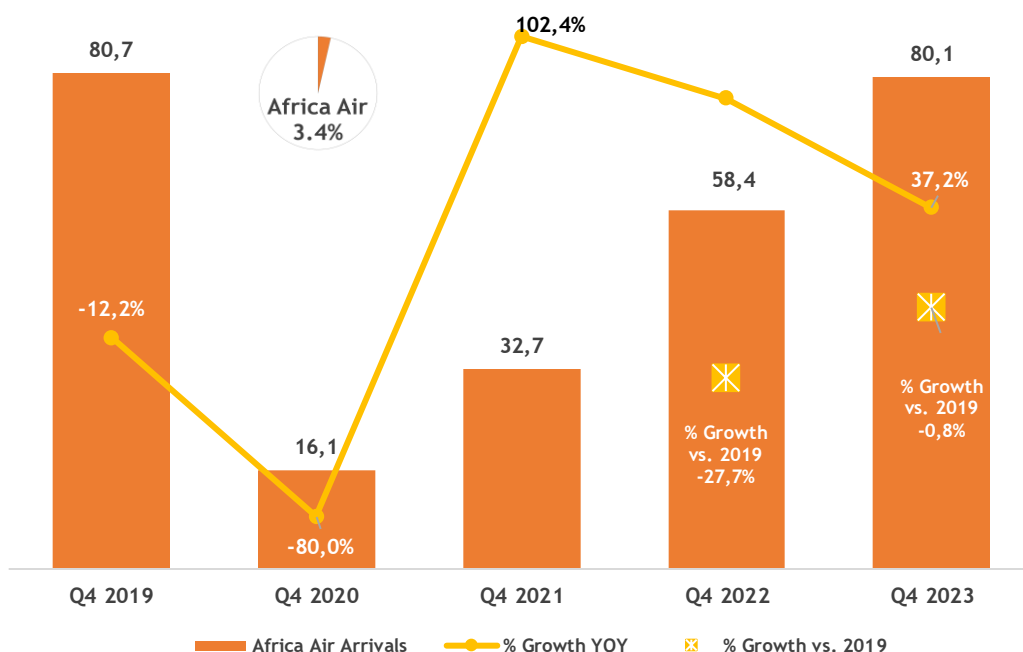


Africa Land Tourist Arrivals by Market Q4 2023

Africa Land Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
Zimbabwe	562 578	30.7%	34.1%	+0.2%
Mozambique	355 232	18.0%	21.5%	+8.2%
Lesotho	279 994	19.9%	17.0%	-22.9%
Eswatini	206 219	13.1%	12.5%	-13.6%
Botswana	117 510	10.7%	7.1%	-39.7%
Namibia	45 457	2.7%	2.8%	-8.8%
Zambia	42 640	2.1%	2.6%	+9.4%
Malawi	41 076	2.9%	2.5%	-22.2%
All Africa Land Arrivals	1 650 706	68.6%	71.0%	-9.7%

Africa Air's arrivals accounted for 80.1 thousand, holding a 3.4% share of all international tourist arrivals in South Africa, comparable to Q4 2019, which was 80.7 thousand. This recovery was primarily driven by Kenya, which exhibited the highest growth of +69.2% compared to Q4 2019, continuing to hold first place. Other countries that surpassed their Q4 2019 arrivals included Ghana (+59%), Ethiopia (+28.7%), and Uganda (+1.0%), although Ethiopia and Uganda came from low bases. Conversely, countries like Angola, Nigeria, Egypt, and Mauritius were recovering more slowly, with declines of -31.5%, -31.5%, -26.0%, and -9.7% compared to Q4 2019, respectively. The recovery rates for Tanzania and the DRC were relatively in line with the average Africa Air arrivals (-0.7% and -0.2% compared to Q4 2019, respectively). The top ten source country list had returned to its pre-COVID-19 state; however, Angola remained displaced in third position, whereas it held the first position in Q4 2019, and Seychelles remained off the top ten list due to arrivals from Egypt being marginally higher (1,660 compared to 1,624 arrivals versus Q4 2019).

Africa Air Arrivals Q4 2019 - Q4 2023 (000's)



Africa Air Tourist Arrivals by Top 10 Markets Q4 2023

Africa Air Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
Kenya	13 849	10.1%	17.3%	69.2%
Tanzania	10 460	13.0%	13.1%	-0.2%
Angola	9 703	17.5%	12.1%	-31.5%
DRC	8 209	10.2%	10.2%	-0.7%
Ghana	7 152	5.6%	8.9%	59.0%
Mauritius	5 935	8.1%	7.4%	-9.7%
Nigeria	5 191	9.4%	6.5%	-31.5%
Uganda	4 065	5.0%	5.1%	1.0%
Ethiopia	2 057	2.0%	2.6%	28.7%
Egypt	1 660	2.8%	2.1%	-26.0%
All Africa Air Arrivals	80 141	3.0%	3.4%	-0.8%

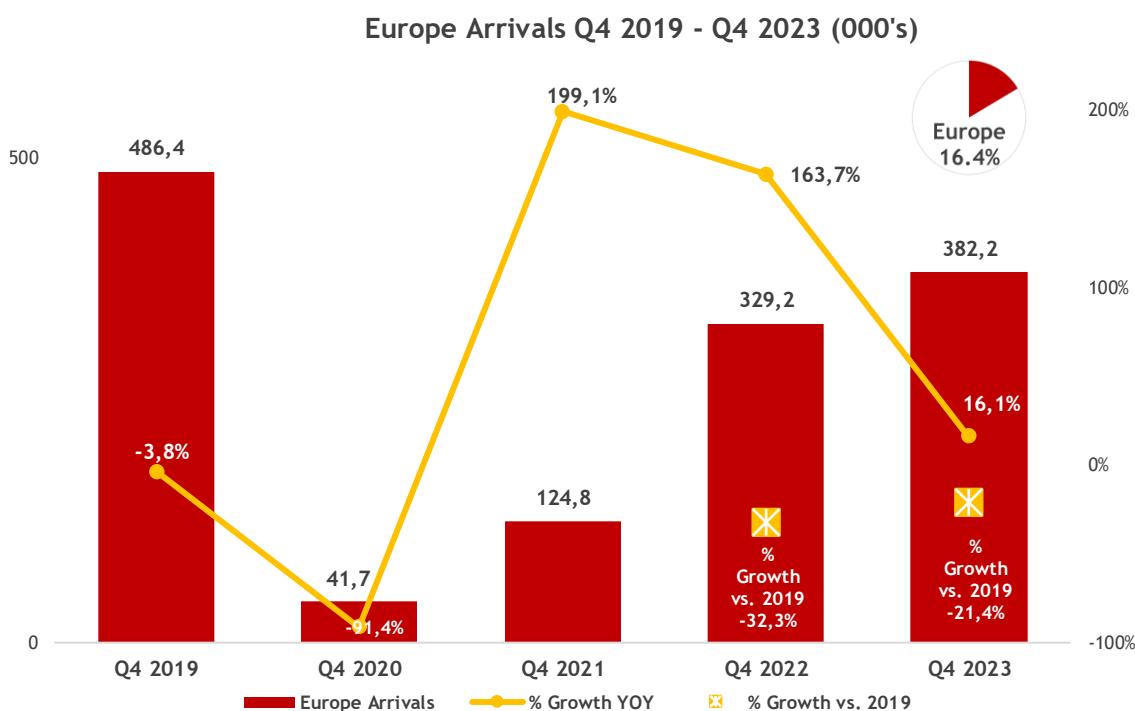
EUROPE ARRIVALS

382 K

-21.4% ▼

Q4 2023 vs. Q4 2019

European arrivals in Q4 2023 amounted to 382.2 thousand, accounting for 16.4% of total arrivals, compared to 18.2% in Q4 2019 and Q4 2022. International arrivals from Europe continued to recover, with a +16.1% growth from Q4 2022. In this fourth quarter, Europe's recovery, when compared to Q4 2019, was -21.4%, an improvement from the previous year's -32.3%. The UK maintained its position as the number one European source country, with a slightly increased share (27.2% in Q4 2023 vs. 26.9% in Q4 2019). The Netherlands showed a marked increase in share, moving into third position (10.7% in Q4 2023 vs. Q4 2019). The Russian Federation continued to show exceptional performance, increasing its share from the previous quarter (2.5% in Q4 2023 vs. 0.2% in Q3 2023). Apart from the Russian Federation, all countries in the Top Ten list continued to show negative growth rates compared to Q4 2019.



Europe Tourist Arrivals by Top 10 Markets Q4 2023

Europe Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
UK	104 091	26.9%	27.2%	-20.5%
Germany	82 991	23.8%	21.7%	-28.3%
The Netherlands	40 732	8.9%	10.7%	-5.8%
France	34 897	9.9%	9.1%	-27.8%
Switzerland	15 299	4.1%	4.0%	-23.4%
Belgium	13 987	3.4%	3.7%	-14.3%
Italy	12 575	3.2%	3.3%	-20.4%
Russian Federation	9 629	1.1%	2.5%	82.8%
Sweden	9 284	3.3%	2.4%	-41.7%
Spain	8 060	2.0%	2.1%	-18.7%
All Europe Arrivals	382 219	18.2%	16.4%	-21.4%

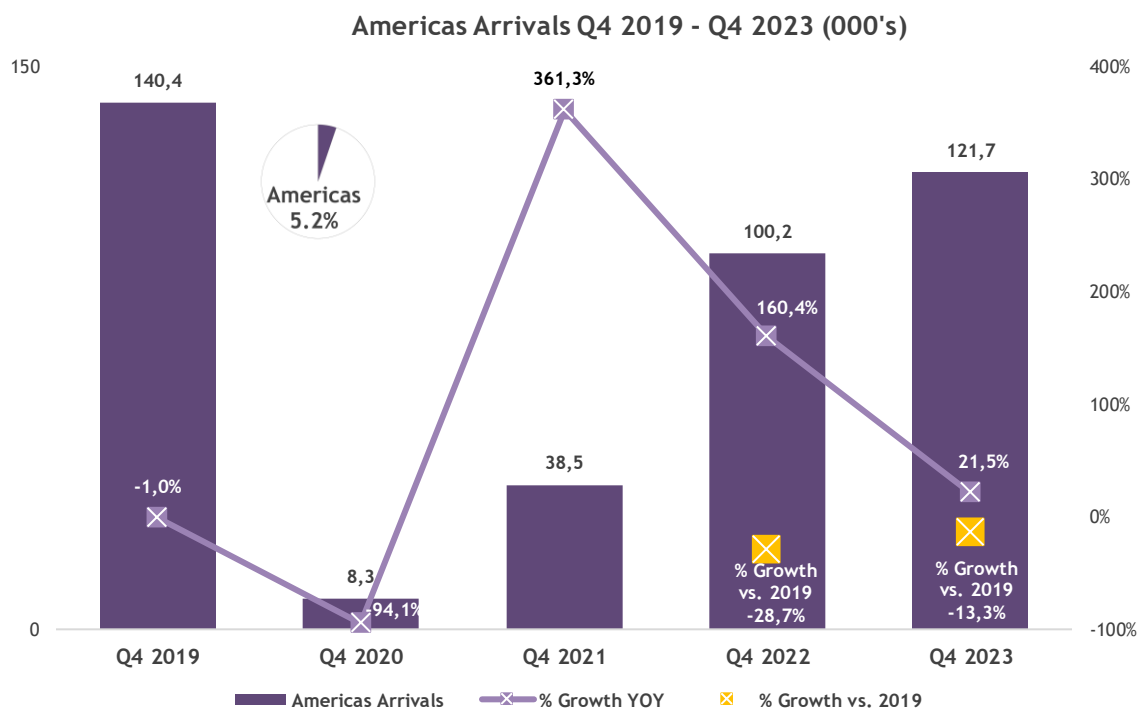
AMERICAS ARRIVALS

122 K

-13.3% ▼

Q4 2023 vs. Q4 2019

In Q4 2023, travel from the Americas amounted to 121.7 thousand, reflecting a -13.3% decline compared to Q4 2019, which aligned with the average total international arrivals decline rate of -12.8%. The Americas accounted for 5.2% of arrivals that quarter, a slightly lower share than in Q4 2022 (5.5%) and Q4 2019 (5.3%). The recovery was +21.5% relative to Q4 2022, making it the region with the third strongest recovery. The USA continued to dominate, comprising 77.7% of all arrivals from the Americas. Canada remained in second place with a 13.6% share. Brazil's recovery continued to be extremely slow, with a decline rate of -54.8%. This was significant, given that in Q4 2019, Brazil had been the second strongest country with a share of 16.6%, compared to its current share of 4.6%.



Americas Tourist Arrivals by Top 10 Markets Q4 2023

Americas Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
USA	88 564	62.4%	72.8%	1.2%
Canada	16 606	14.0%	13.6%	-15.7%
Brazil	10 544	16.6%	8.7%	-54.8%
Mexico	1 086	1.0%	0.9%	-24.7%
Argentina	1 073	2.0%	0.9%	-61.1%
Chile	864	0.8%	0.7%	-26.7%
Peru	415	0.9%	0.3%	-67.2%
Colombia	348	0.5%	0.3%	-51.3%
Cuba	233	0.1%	0.2%	35.5%
Jamaica	231	0.2%	0.2%	4.1%
All Americas Arrivals	121 730	5.3%	5.2%	-13.3%

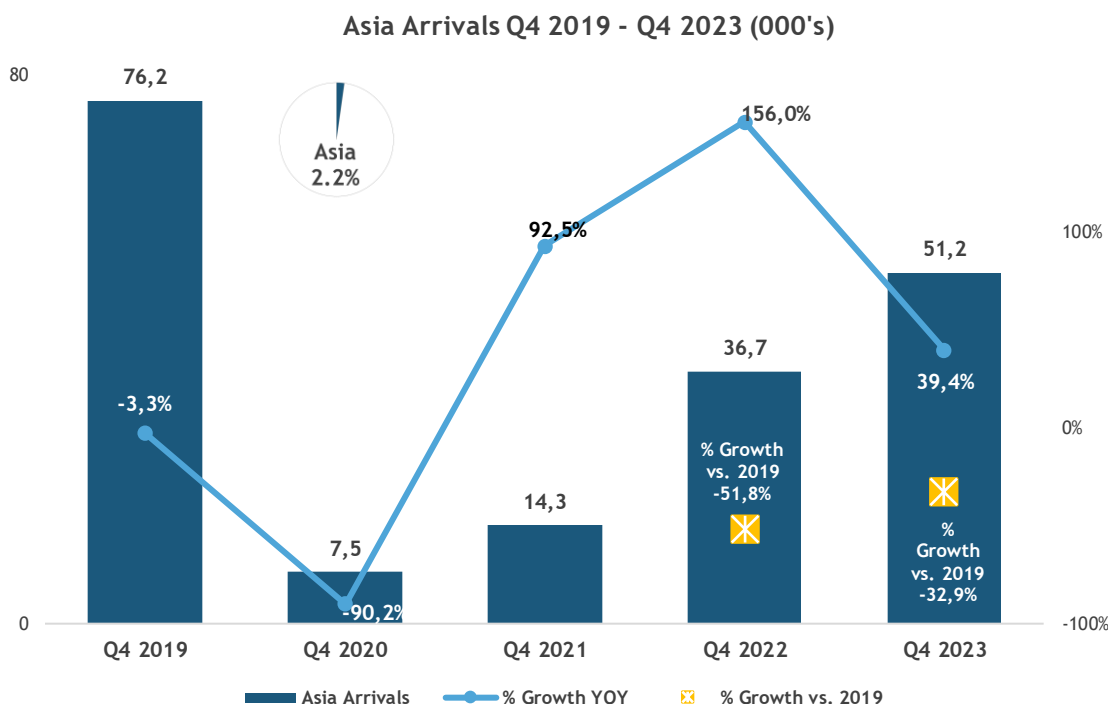
ASIA ARRIVALS

51 K

-32.9% ▼

Q4 2023 vs. Q4 2019

Although Asian arrivals were the last to recover, they showed the strongest *year-on-year recovery* at +39.4% in Q4 2023 compared to Q4 2022. Asian arrivals accounted for only 2.2% of total arrivals and had a decline rate of -32.9% vs. Q4 2019, which was a significant improvement from -51.8% in Q4 2022. Bangladesh and the Philippines had surpassed their Q4 2019 arrivals by +22.9% and +2.8%, respectively. China's recovery was still lagging, with a continued pronounced decline rate of -60.4%, and it held only a 17.4% share compared to its Q4 2019 share of 29.5%. Following China, Japan, and Thailand continued to show the lowest recovery rates at -45.9% and -42.2%, respectively. India continued to lead in the first position with a share of 37.9%, and its decline rate was only -15.1%, which was slightly higher than the average.



Asia Tourist Arrivals by Top 10 Markets Q4 2023

Asia Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
India	19 378	29.9%	37.9%	-15.1%
China Including Hong Kong	8 894	29.5%	17.4%	-60.4%
Japan	4 132	10.0%	8.1%	-45.9%
South Korea	3 146	5.5%	6.1%	-24.3%
Pakistan	2 976	4.2%	5.8%	-7.7%
Singapore	2 066	3.8%	4.0%	-28.4%
Philippines	2 035	2.6%	4.0%	2.8%
Bangladesh	1 855	2.0%	3.6%	22.9%
Malaysia	1 412	2.5%	2.8%	-26.4%
Thailand	1 276	2.9%	2.5%	-42.2%
All Asia Arrivals	51 171	2.9%	2.2%	-32.9%

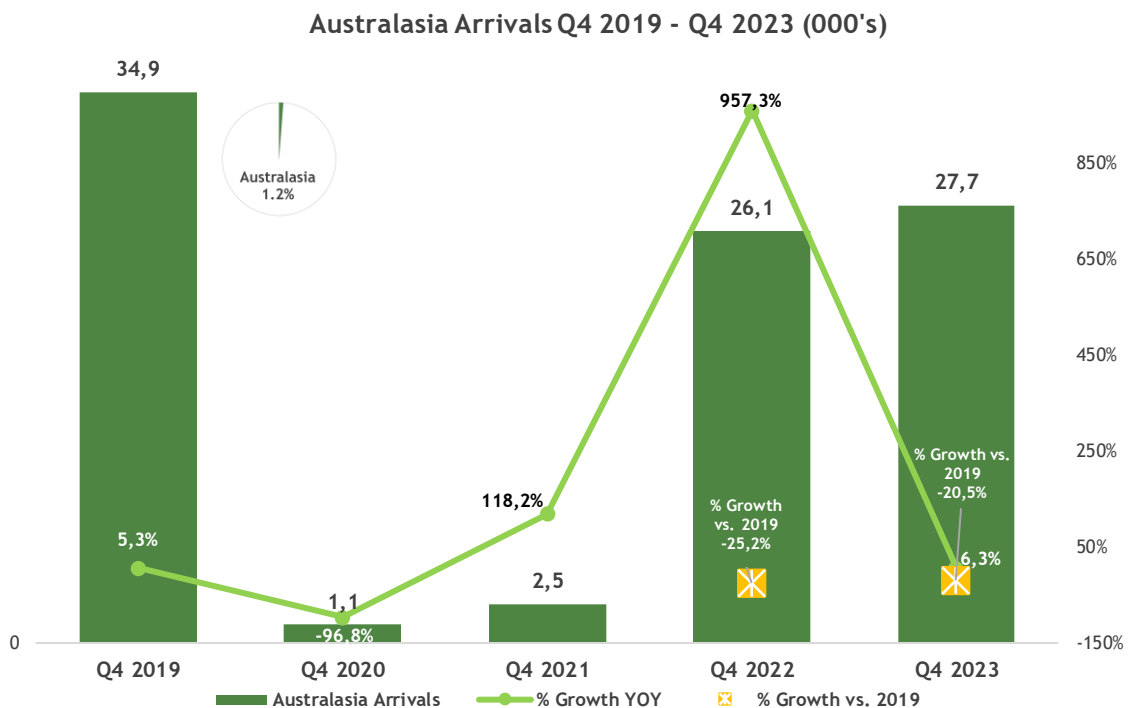
AUSTRALASIA ARRIVALS

28 K

-20.5% ▼

Q4 2023 vs. Q4 2019

Australasian tourist arrivals stabilized in Q4 2023, reaching a total of 27.7 thousand, *marking a modest increase of +6.3% compared to Q4 2022, following a remarkable recovery from Q4 2021 to Q4 2022.* However, the growth rate stood at -20.5% vs. Q4 2019, which was significantly slower than the overall recovery rate for all international arrivals of -12.8%. *The total arrivals from Australasia fell to 1.2% of the overall arrivals, down from 1.4% in Q4 2022.* New Zealand displayed the strongest resilience, with only a -5.5% decline rate compared to Q4 2019.



Australasia Tourist Arrivals by Market Q4 2023

Australasia Top 5 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
Australia	22 301	83.6%	80.4%	-23.5%
New Zealand	5 332	16.2%	19.2%	-5.5%
Fiji	41	0.2%	0.1%	-24.1%
Papua New Guinea	21	0.0%	0.1%	162.5%
All Australasia Arrivals	27 727	1.3%	1.2%	-20.5%

MIDDLE EAST ARRIVALS

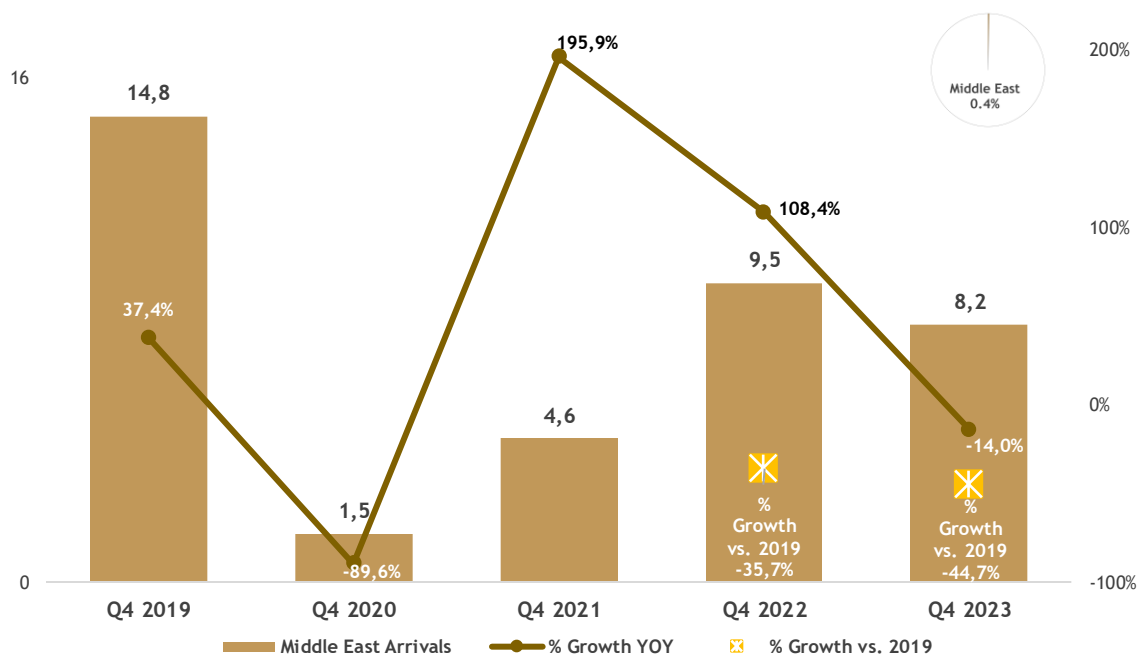
8 K

-44.7% ▼

Q4 2023 vs. Q4 2019

In the fourth quarter of 2023, the Middle East witnessed a decrease in tourist arrivals to 8.2 thousand, which represented a 0.4% market share of the quarter's arrivals. This figure was notably lower than the 9.5 thousand arrivals and 0.5% share recorded in the previous quarter. The region experienced a -14.0% year-on-year decline, following an exceptional recovery in the fourth quarter of 2021. The decline was primarily attributed to a significant -39.1% decrease in visitors from Israel, largely due to the adverse impacts of the Hamas-Israel conflict and related geopolitical tensions. Consequently, the region's rate of decline accelerated to -44.7% vs. Q4 2019 in comparison to the -35.7% reduction seen in the fourth quarter of 2022. Arrivals from Saudi Arabia accounted for 35.9% of the total and surpassed the arrival figures from the fourth quarter of 2019 by +37.8%. Meanwhile, Iran and Kuwait displayed robust growth rates of +29.6% and +9.4% respectively, albeit from relatively small initial figures.

Middle East Arrivals Q4 2019 - Q4 2023 (000's)



Middle East Tourist Arrivals by Top 10 Markets Q3 2023

Middle East Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth Q4 2019 - Q4 2023
Saudi Arabia	2 933	14.4%	35.9%	37.8%
Israel	2 247	63.8%	27.5%	-76.1%
Lebanon	622	5.0%	7.6%	-15.0%
Jordan	578	4.1%	7.1%	-3.8%
Iran	552	2.9%	6.8%	29.6%
United Arab Emirates	490	3.4%	6.0%	-3.5%
Yemen	193	1.3%	2.4%	2.7%
Qatar	117	1.4%	1.4%	-41.5%
Syria	115	1.2%	1.4%	-37.5%
Kuwait	105	0.6%	1.3%	9.4%
All Middle East Arrivals	8 164	0.6%	0.4%	-44.7%

TOTAL FOREIGN DIRECT SPEND

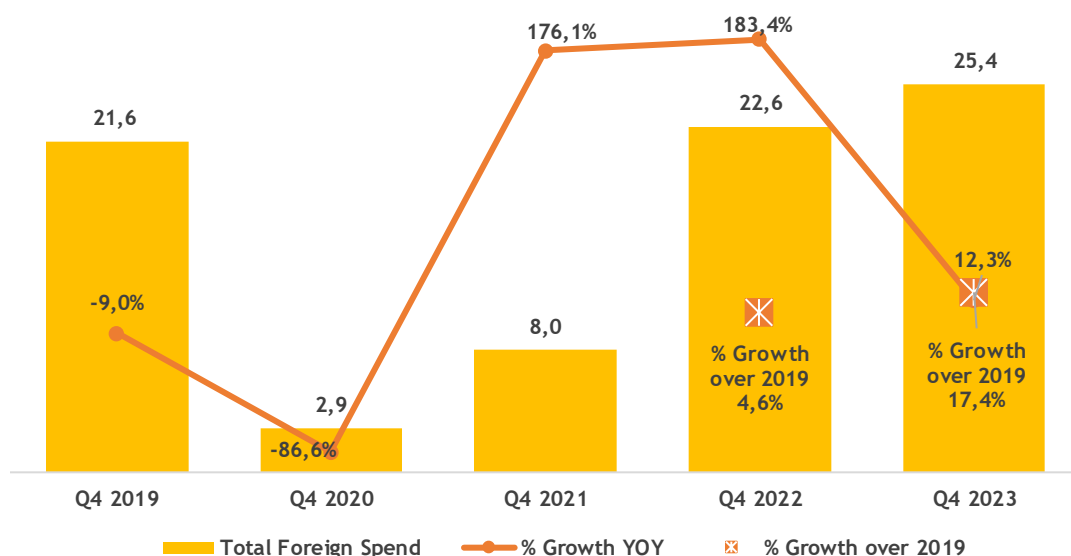


ZAR 25.4 BILLION

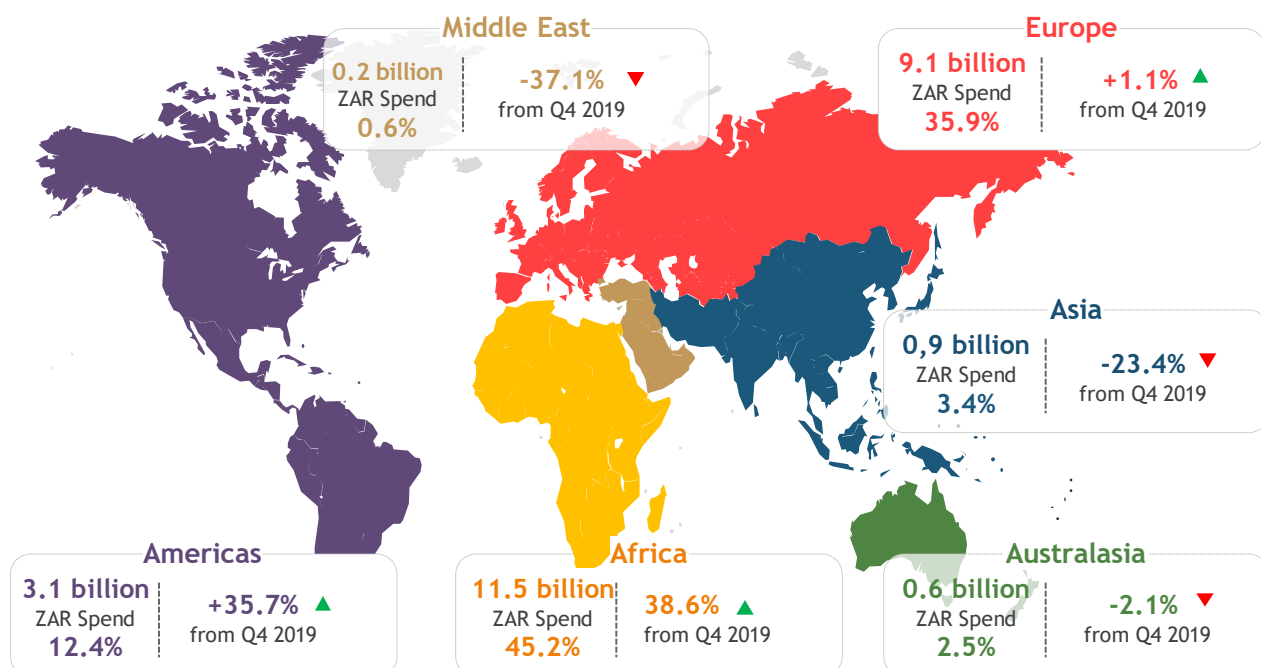
+17.4% ▲

Foreign spend continued to recover in Q4 2023, although at a slower rate *than Q4 2022* (+12.3% increase over Q4 2022). The total foreign spend reached ZAR 25.3 billion in the quarter, marking a +17.4% rise from the fourth quarter of 2019, thus surpassing pre-COVID-19 levels. Regions such as Africa, the Americas, and Europe had not only recovered but also exceeded their Q4 2019 levels by +38.6%, +35.7%, and +1.1% respectively. Unfortunately, the Middle East's spend had declined, despite having exceeded expectations in the fourth quarter of 2022. Meanwhile, Asia and Australasia's growth rates continued to fall behind the fourth quarter of 2019 levels by -23.4% and -2.1% respectively.

Foreign Direct Spend Q4 2019 - Q4 2023 (ZAR Billions)



Foreign Direct Spend by Region Q4 2023 (ZAR Billions, Share & Q4 2023 vs. Q4 2019 Growth)





In the fourth quarter of 2023, there was a noticeable decline in spending from tourists originating from Asia and South America, with decreases of -23.4% and -18.4%, respectively, compared to Q4 2019. The most significant decline was seen in spending by tourists from the Middle East, which fell by -37.1% compared to the 2019 figure, aligning with the reduced number of arrivals from that region. Tourist spend from Australasia also saw a marginal decrease, from ZAR 0.7 billion in 2019 to ZAR 0.6 billion. Conversely, remarkable growth rates in tourist spending were observed from North America, and both Air and Land travel from Africa, showing increases of +46.7%, +43.5%, and +37.9%, respectively. Africa's contribution to total tourist spend rose to 45.2%, up from 38.3% in Q4 2019. On the other hand, the proportion of spending from European tourists decreased by -5.7% points between the Q4 of 2023 and 2019.

Foreign Direct Spend by Region Q4 2019 vs. Q4 2023

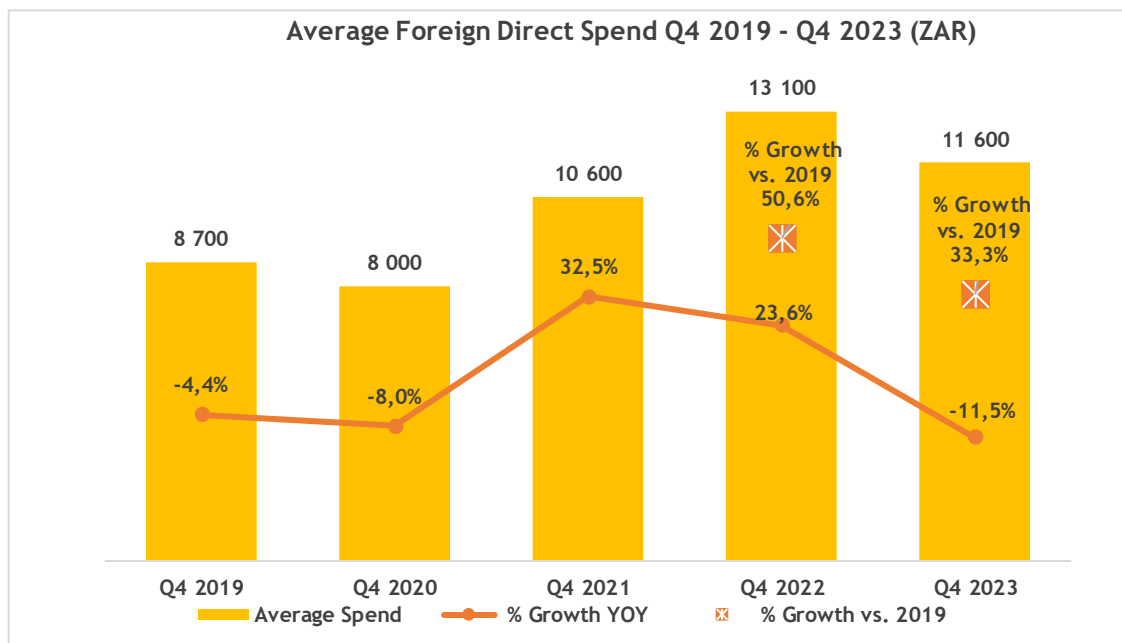
Region	Spend (ZAR Billions)		% Share		% Growth	
	Q4 2019	Q4 2023	Q4 2019	Q4 2023	Q4 2023 vs. Q4 2019	
Africa	8.3	11.5	38.3%	45.2%		38.6%
Africa Land	7.2	10.0	33.4%	39.2%		37.9%
Africa Air	1.1	1.5	4.9%	6.0%		43.5%
Europe	9.0	9.1	41.6%	35.9%		1.1%
Americas	2.3	3.1	10.7%	12.4%		35.7%
North America	1.9	2.8	8.9%	11.1%		46.7%
Central & S. America	0.4	0.3	1.8%	1.3%		-18.2%
Asia	1.1	0.9	5.2%	3.4%		-23.4%
Australasia	0.7	0.6	3.0%	2.5%		-2.1%
Middle East	0.2	0.2	1.1%	0.6%		-37.1%
All Arrivals	21.6	25.4	100.0%	100.0%		17.4%

Foreign spend has surpassed pre-COVID 19 levels, totaling ZAR 25.4 Billion, at the back of all spend categories that registered positive growth over Q4 2019. The highest growth was in Medical (+234.9% vs. Q4 2019) which *had decreased in Q3 2023*, to be noted that Medical has the smallest share of 2.2%. In Q4 2023, personal shopping grew by +27.4% over Q4 2019 *on top of steep increase noted in Q3 2023*, netting a share of 30.5% of total spend.

Spend Category	ZAR Billions		SHARE		% Growth	
	Q4 2019	Q4 2023	Q4 2019	Q4 2023	Q4 2019 - Q4 2023	
Personal Shopping	6.0	7.7	28.0%	30.5%		27.4%
Food and Beverages	4.2	4.6	19.4%	18.2%		9.8%
Accommodation	3.5	3.4	16.4%	13.6%		-3.0%
Leisure	2.7	2.9	12.6%	11.5%		7.0%
Transport	2.2	2.5	10.3%	9.8%		11.0%
Business Shopping	1.9	1.9	8.7%	7.4%		0.1%
Medical	0.2	0.6	0.8%	2.2%		234.9%
Other	0.8	1.7	3.8%	6.7%		106.1%
All Types	21.6	25.4	100.0%	100.0%		17.4%



The average foreign direct spend in Q4 2023 dropped *in comparison to Q4 2022*, marking an average spend of ZAR 11 600. Although this figure represents a drop from the previous quarter, it still signifies a +33.3% increase when compared to the fourth quarter of 2019. The upswing in regional spending was led by Africa Land and North America, mirroring their contributions to the overall spending increase, with impressive gains of +57.5% and +50.5%, respectively.



Average Foreign Direct Spend by Region Q4 2019 - Q4 2023

Region	Average Spend (ZAR)			% Growth Q4 2023 vs. Q4 2019
	Q4 2019	Q4 2022	Q4 2023	
Africa	4 500	6 900	6 900	53.3%
Africa Land	4 000	6 000	6 300	57.5%
Africa Air	18 600	29 400	23 200	24.7%
Europe	20 800	28 700	26 100	25.5%
Americas	19 600	35 600	28 700	46.4%
North America	19 400	35 500	29 200	50.5%
Central & S. America	20 200	37 500	24 600	22.4%
Asia	17 400	28 500	20 800	19.5%
Australasia	20 400	25 400	24 700	21.1%
Middle East	19 400	34 800	23 400	20.6%
All Arrivals	8 700	13 100	11 600	33.3%

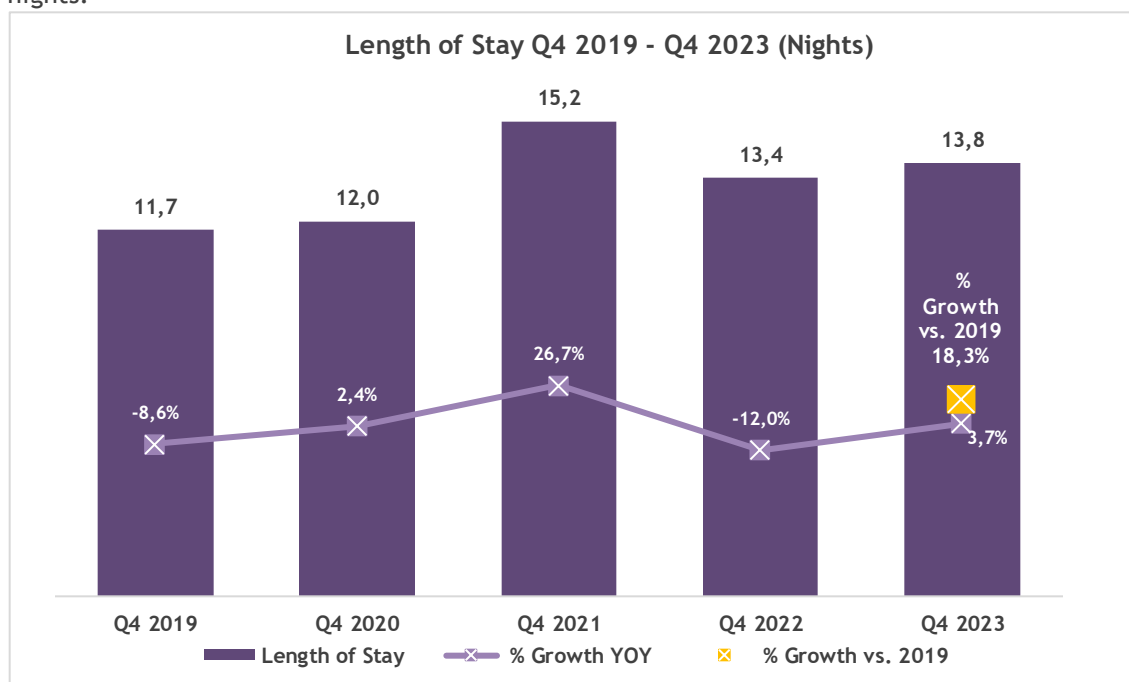
LENGTH OF STAY



13.8 NIGHTS

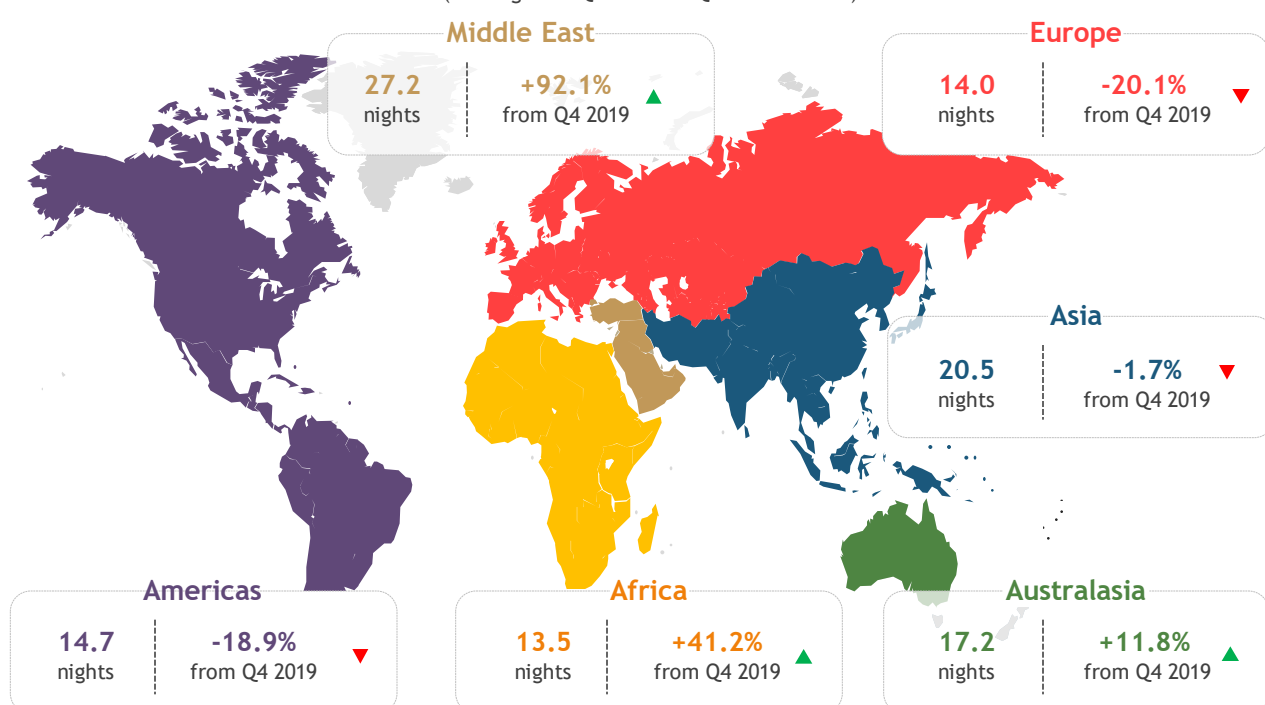
+18.3% ▲

In the fourth quarter of 2023, the duration of stay by visitors continued to exceed the levels seen in 2019, with an average stay length of 13.8 nights. This represented an increase of +18.3% over the same quarter in 2019, although it *did not reach the all-time high of 15.2 nights observed in the fourth quarter of 2021*. During the same period, tourists from the Middle East had the longest average stays at 27.2 nights, which was a remarkable increase of +92.1% over 2019, followed by tourists from Asia, who stayed for an average of 20.1 nights.



Length of Stay Q4 2023

(No. Nights & Q4 2023 vs. Q4 2019 Growth)



TOTAL BED NIGHTS

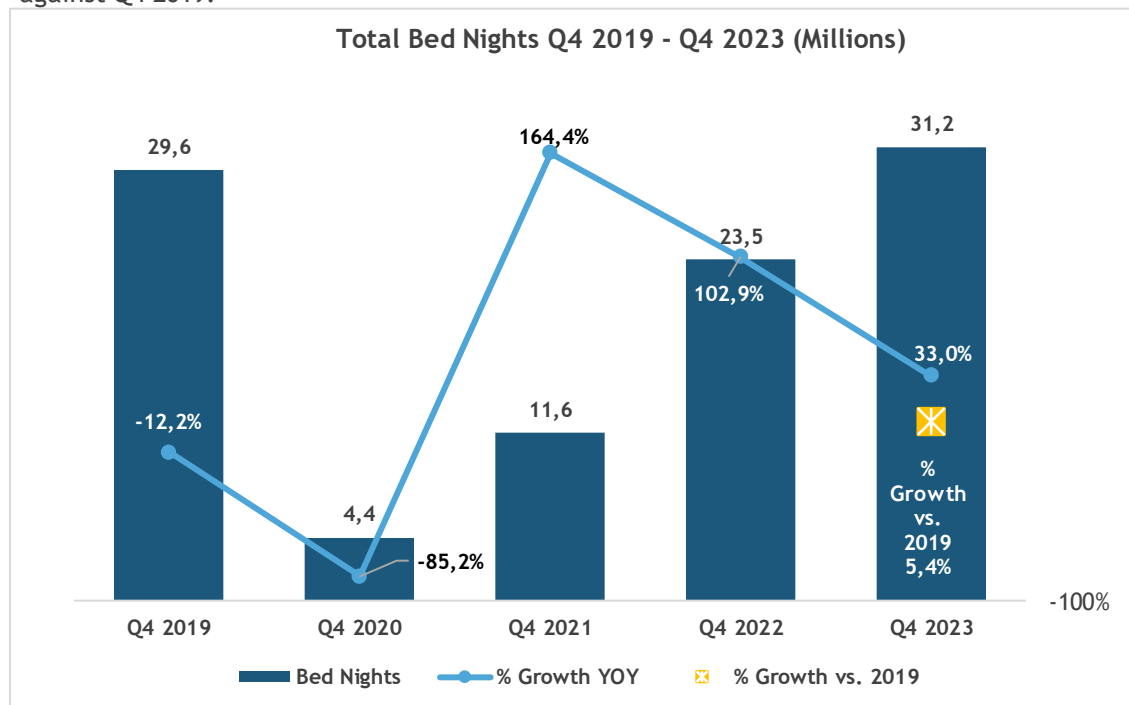


31.2 MILLION

+5.4% ▲

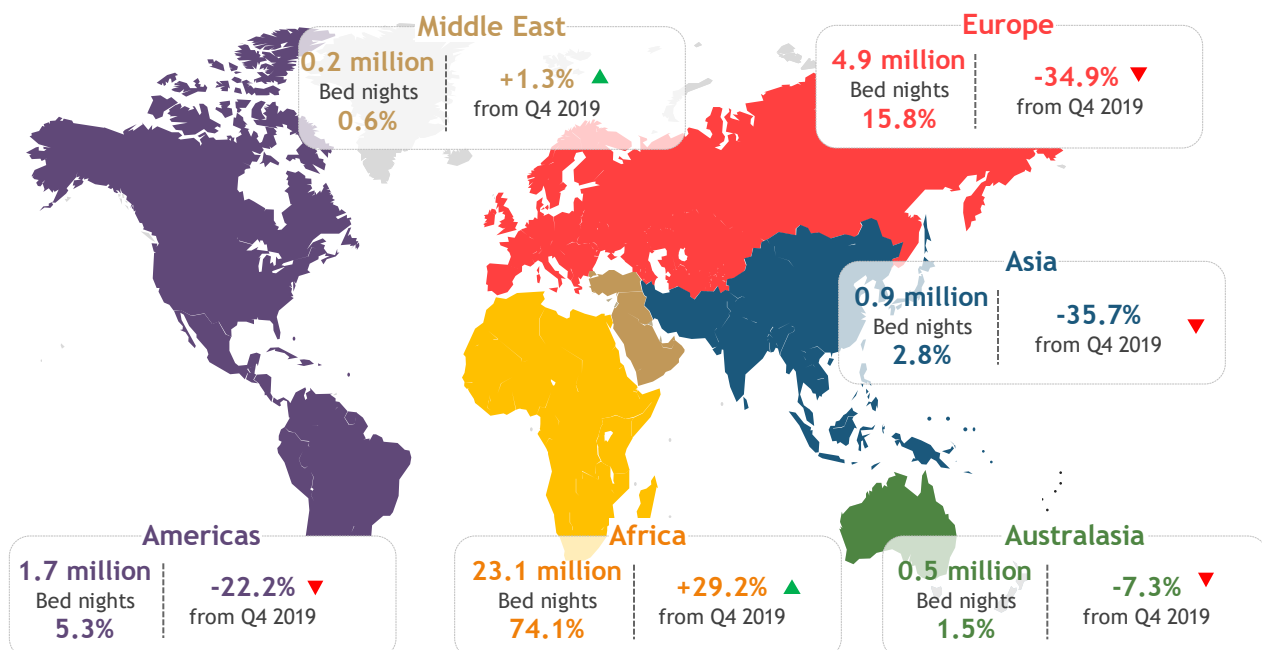
Bed nights evidenced another substantial *increase of +33.0% against Q4 2022*, marking the bed nights for Q4 2023 at 31.3 Million. The growth rate for bed nights in Q4 2023 shows a recovery of +5.4% against Q4 2019. Africa tourists accounted for 74.1% of the total bed nights in Q4 2023. The Africa region also experienced the highest increase vs. Q4 2019 level (+29.2% increase). The next biggest contributor was Europe at 4.9 Million bed nights constituting a 15.8% share after a -34.9% drop against Q4 2019. Asia, Americas, and Australasia also experienced drops of -35.7%, -22.2%, and -7.3% respectively in bed nights against Q4 2019.

Total Bed Nights Q4 2019 - Q4 2023 (Millions)



Total Bed Nights Q4 2023

(Millions, Share & Q4 2023 vs. Q4 2019 Growth)



SATISFACTION RATING

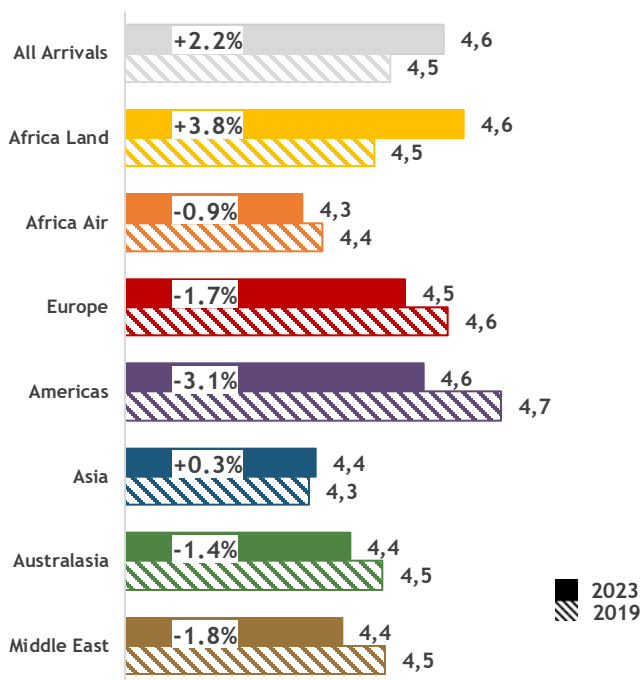
4.6

+2.2%

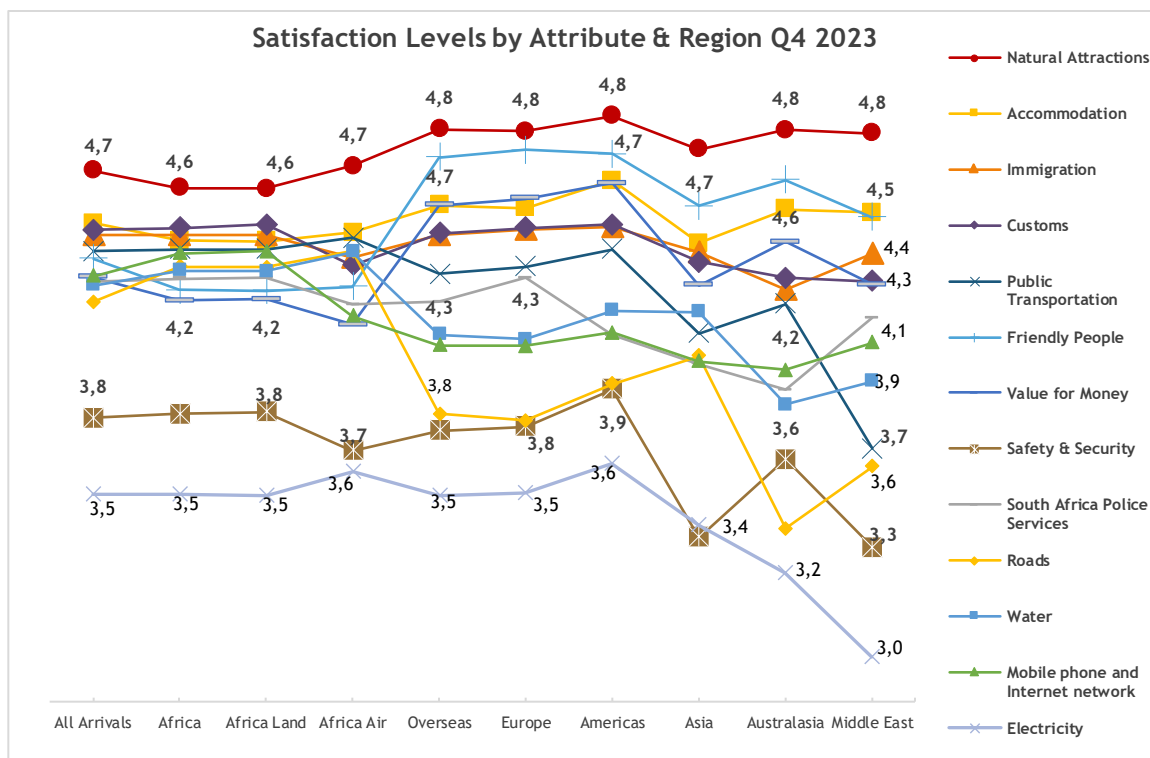
This quarter, international tourists' overall satisfaction with South Africa *remained steady against Q4 2022* with a satisfaction rating of 4.6 out of a maximum score of 5. Overall satisfaction was now +2.2% higher in Q4 2023 than it was in Q4 2019 (4.6 vs. 4.5).

All regions' satisfaction ratings have dropped against Q4 2019, except for Africa Land, and Asia (+3.8% and +0.3% vs 2019). Most significant are reduced satisfaction ratings for tourists from the Americas (-3.1%), Middle East (-1.8%), Europe (-1.7%) and Australasia (-1.4%) against 2019. Africa Air, Europe, and Australasia are not only lower than the 2019 levels *but have dropped their satisfaction ratings against Q4 2022*.

Overall Satisfaction & Growth
Q4 2023 vs. Q4 2019



In terms of satisfaction parameters, South Africa's natural attractions are highly praised and received the highest rating of 4.7 out of a maximum of 5. Electricity and Safety & Security are poorly rated by all regions. Roads are rated lower by overseas tourists but SA's friendly people are highly rated by overseas tourists.



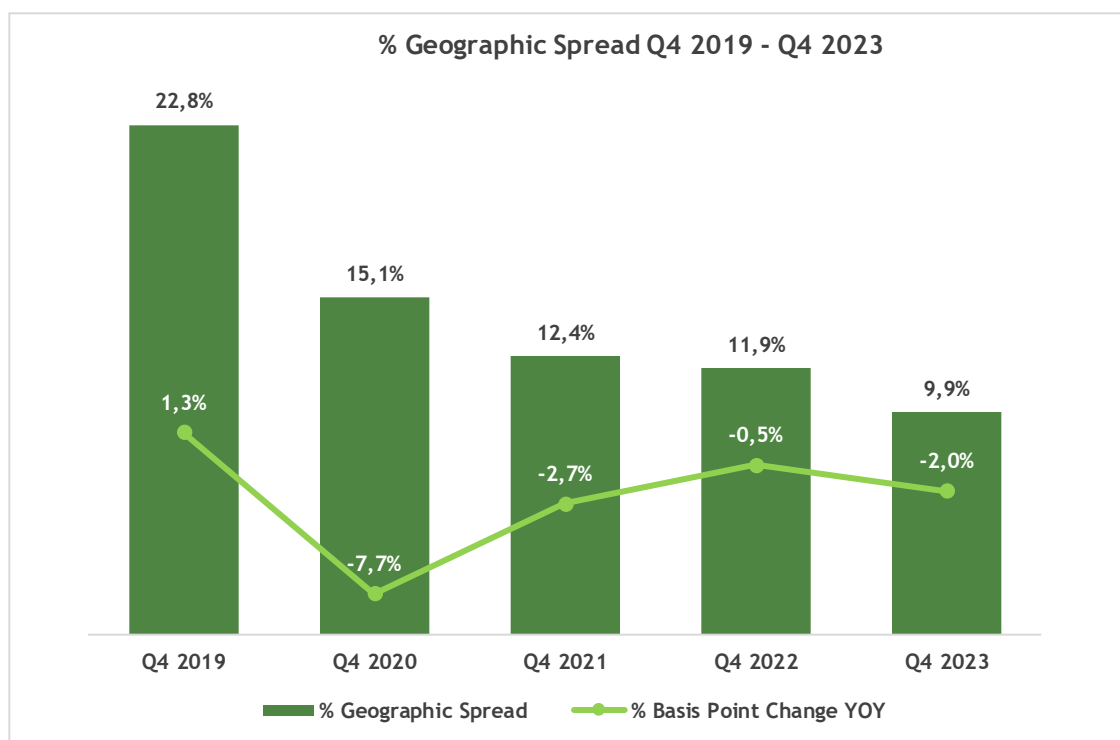
A composite image featuring a safari scene. The top half shows a group of five tourists in an open-sided safari vehicle, all holding cameras and looking towards the right. The bottom half shows a leopard walking across a grassy field. A dark semi-transparent box with white text is overlaid on the left side of the image.

INTERNATIONAL TOURISM: PROVINCIAL PERFORMANCE





Similar to Q3 2023, South Africa's geographic spread index further declined in this quarter to reach 9.9%. This was a loss of -2.0% basis points over Q4 2022 and took the index to levels unseen previously in Q4. International arrivals were highest in Gauteng with 1.0 million visitors, followed by Mpumalanga with 0.5 million, the Western Cape with 0.4 million, and the Free State with 0.2 million. Although the Western Cape ranked third in arrival numbers, it held the second position in both total foreign spend and bed nights, with totals of ZAR 6.5 billion and 4.5 nights, respectively.



Tourist Arrivals, Spend, Bed Nights & Length of Stay by Province Q4 2023

Province	International Tourist Arrivals (000's) Q4 2023	Foreign Spend (ZAR Billions) Q4 2023	Bednights (Millions) Q4 2023	Length of Stay (Nights) Q4 2023
Eastern Cape	96	1.3	1.4	15.7
Free State	207	0.4	2.3	11.4
Gauteng	1 043	10.7	14.6	14.5
KwaZulu-Natal	170	1.7	2.1	12.8
Limpopo	150	1.9	1.0	7.0
Mpumalanga	493	2.0	4.2	8.7
North West	90	0.5	0.8	8.9
Northern Cape	23	0.3	0.3	13.9
Western Cape	394	6.5	4.5	11.8

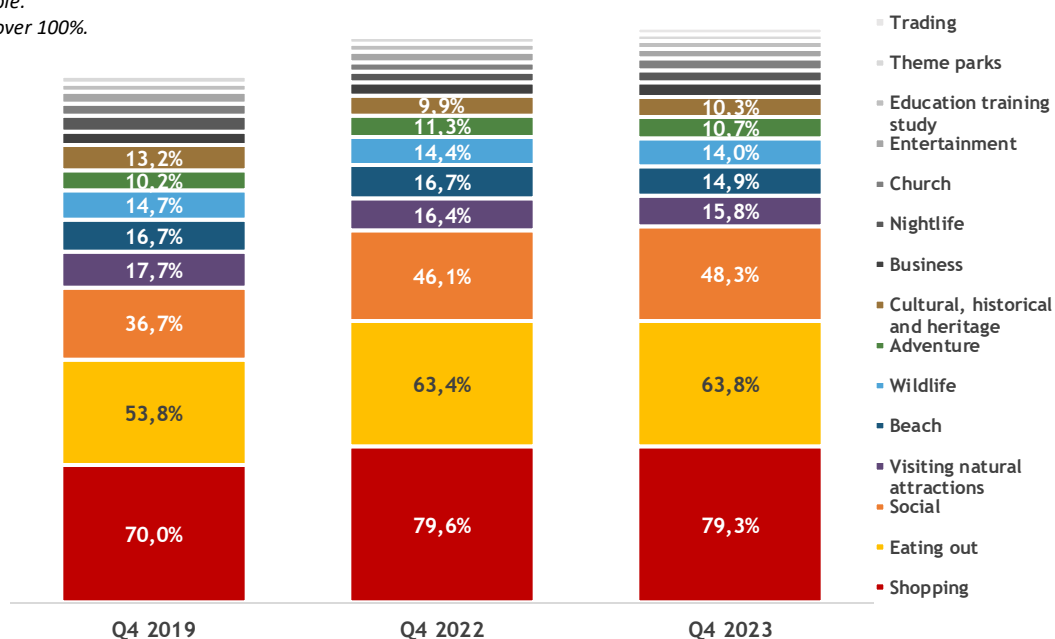
*Geographic spread being the share of tourists visiting 2 provinces or more.



Tourist activities are back in line with pre-COVID 19 with a significant increase noted in eating out and social activities. Delving into the activities at a provincial level, the Western Cape and Eastern Cape tourists had a higher propensity to visit natural attractions and wildlife. Beach activities are naturally higher for the Western Cape, Eastern Cape, and KwaZulu-Natal.

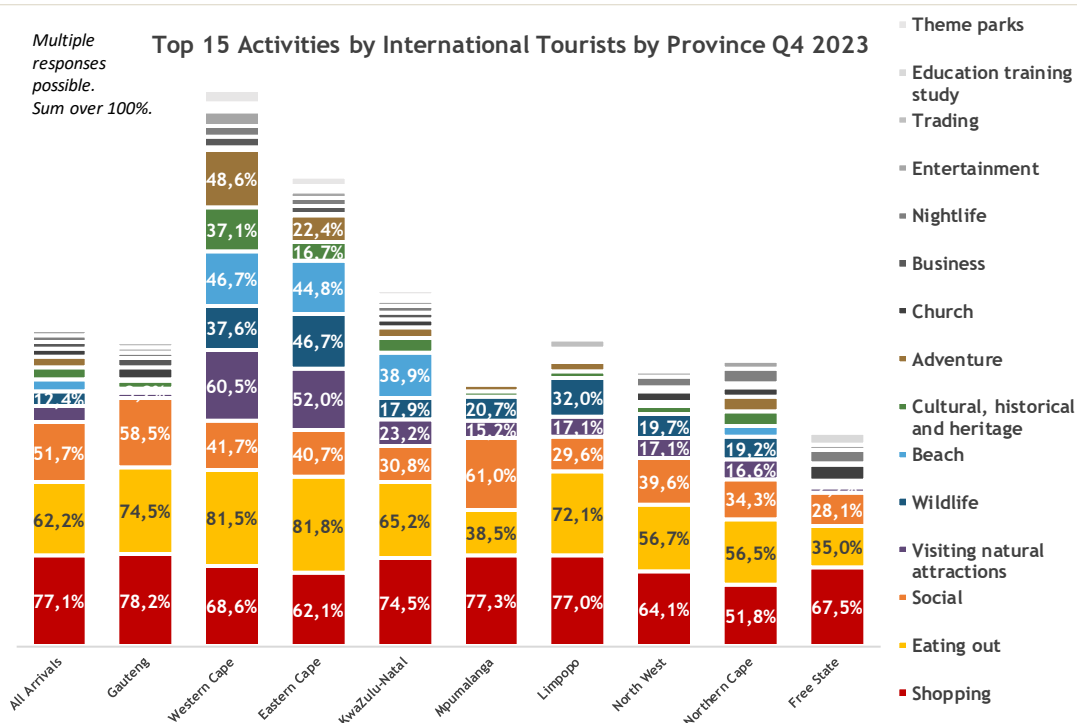
Multiple
responses
possible.
Sum over 100%.

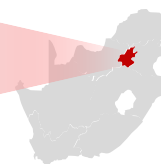
Top 15 Activities by International Tourists Q4 2019 - Q4 2023



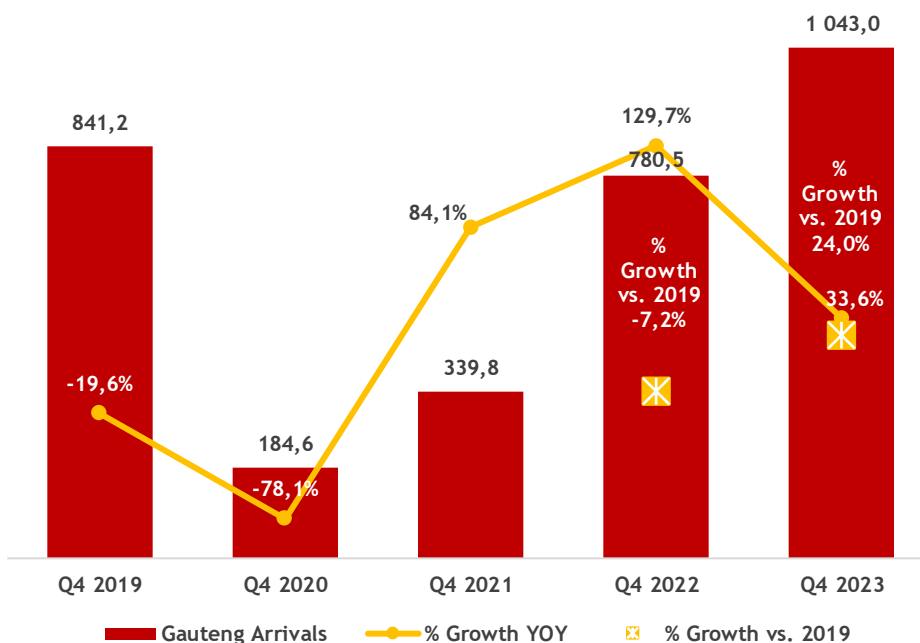
Multiple
responses
possible.
Sum over 100%.

Top 15 Activities by International Tourists by Province Q4 2023





Gauteng International Tourist Arrivals Q4 2019 - Q4 2023 (000's)



Gauteng International Tourist Arrivals by Top 10 Source Markets Q4 2023

Gauteng Top 10 Markets	Tourist Arrivals Q4 2023	% Share Q4 2019	% Share Q4 2023	% Growth 2023 vs. 2019
Q4 2023				
Zimbabwe	430 296	12.0%	41.3%	324.9%
Mozambique	62 684	18.2%	6.0%	-59.1%
Eswatini	61 115	5.4%	5.9%	34.2%
Lesotho	57 688	11.1%	5.5%	-38.2%
Botswana	57 642	9.8%	5.5%	-30.1%
USA	43 405	3.8%	4.2%	37.2%
UK	39 297	5.2%	3.8%	-10.3%
Malawi	35 646	4.8%	3.4%	-11.3%
Zambia	34 945	3.8%	3.4%	10.4%
Germany	29 234	3.5%	2.8%	-0.5%
All Gauteng Arrivals	1 043 031	100.0%	100.0%	24.0%

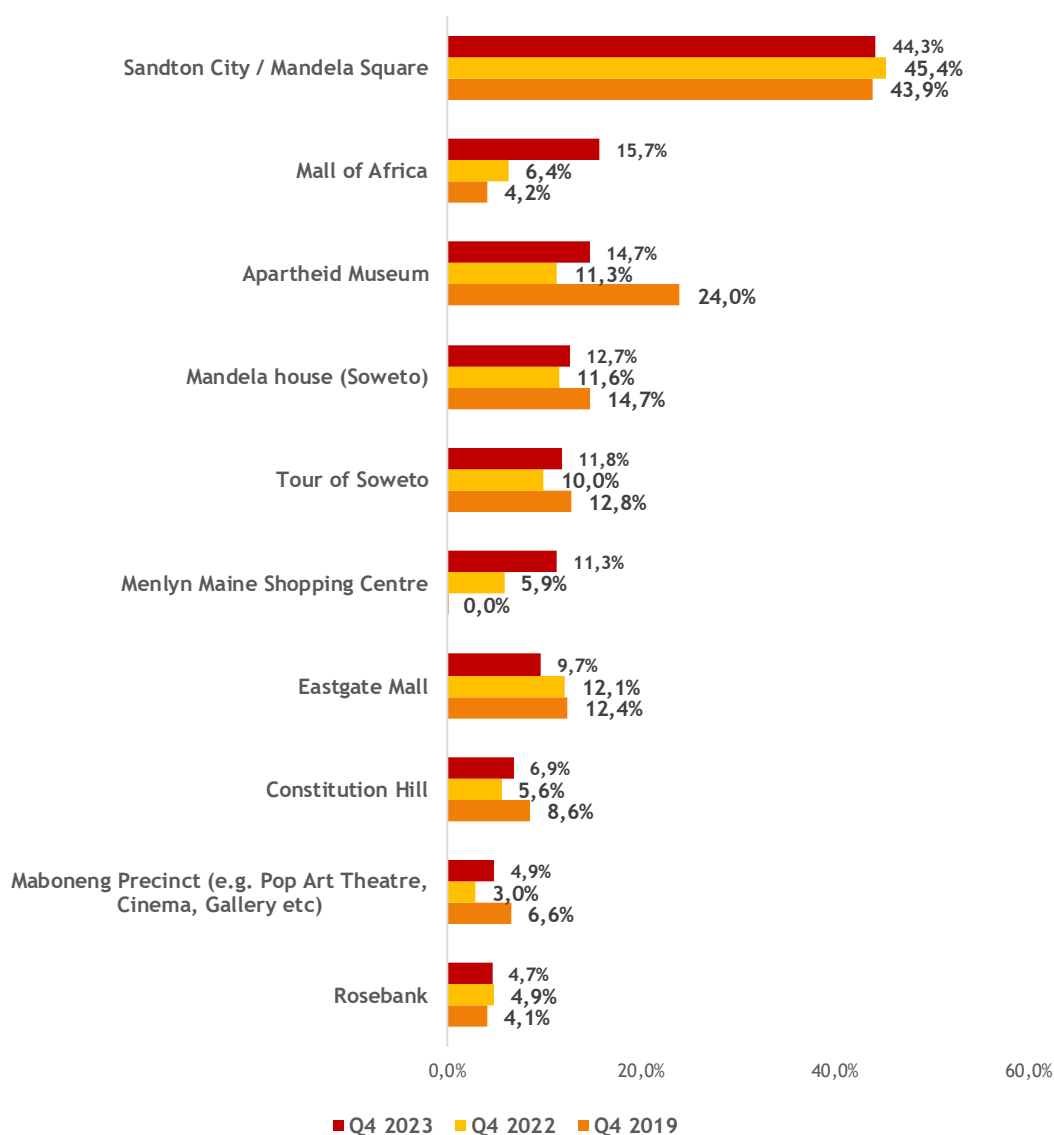
Share of Gauteng Tourist Arrivals by Main Purpose Q4 2023

Gauteng	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	47.7%	13.7%	8.7%	7.7%	5.0%	6.8%	2.0%	1.7%
Basis Point Change vs. 2019	5.3%	-5.9%	2.4%	-4.7%	1.9%	2.1%	0.9%	0.4%



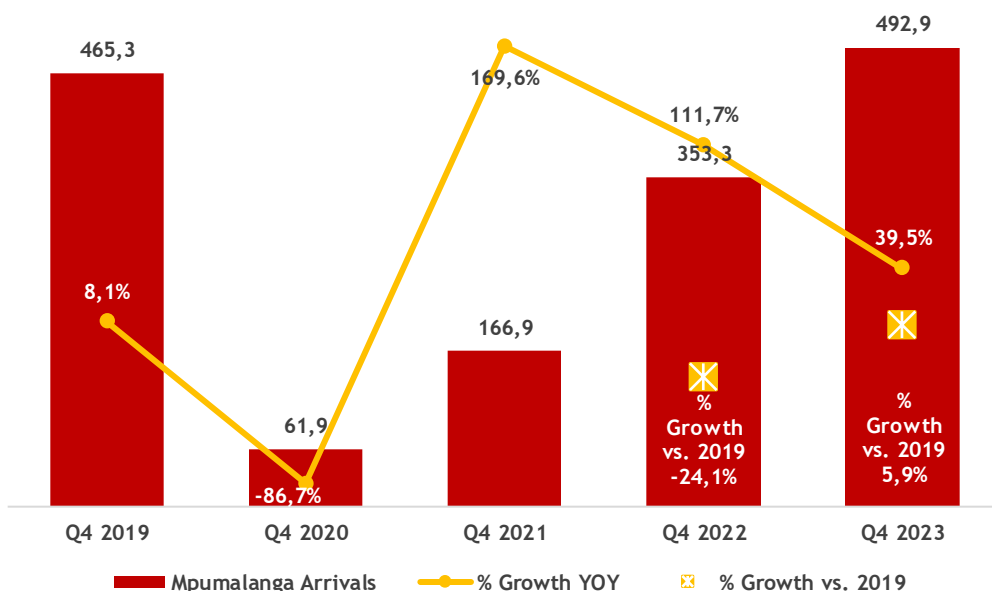
In Q4 2023, 44.3% of Gauteng's international tourists visited Sandton City/Mandela Square. This proportion had been stable compared to Q4 2019 and Q4 2022. A surge in visits to the Mall of Africa was noted in Q4 2023, with an increase of +11.5 percentage points against Q4 2019. Menlyn Maine Shopping Centre and Rosebank experienced a higher number of visits in Q4 2023, surpassing the Q4 2019 levels by +11.3% and +4.7% respectively. All other attractions remained below the Q4 2019 levels.

Gauteng International Tourist Top 10 Attractions Q4 2019 - Q4 2023





Mpumalanga International Tourist Arrivals Q4 2019 - Q4 2023 (000's)



Mpumalanga International Tourist Arrivals by Top 10 Source Markets Q4 2023

Mpumalanga Top 10 Markets	Tourist Arrivals Q4 2023	% Share		
		Q4 2019	Q4 2023	% Growth 2023 vs. 2019
Mozambique	293 269	38.5%	59.5%	63.9%
Eswatini	77 372	26.2%	15.7%	-36.6%
Germany	18 334	5.3%	3.7%	-25.8%
USA	15 918	3.7%	3.2%	-8.3%
UK	12 595	3.2%	2.6%	-15.4%
Zimbabwe	12 370	2.7%	2.5%	-0.4%
France	9 515	3.3%	1.9%	-37.2%
The Netherlands	7 671	2.5%	1.6%	-34.9%
Lesotho	4 923	1.5%	1.0%	-27.6%
Switzerland	3 454	0.5%	0.7%	41.7%
All Mpumalanga Arrivals	492 874	100.0%	100.0%	5.9%

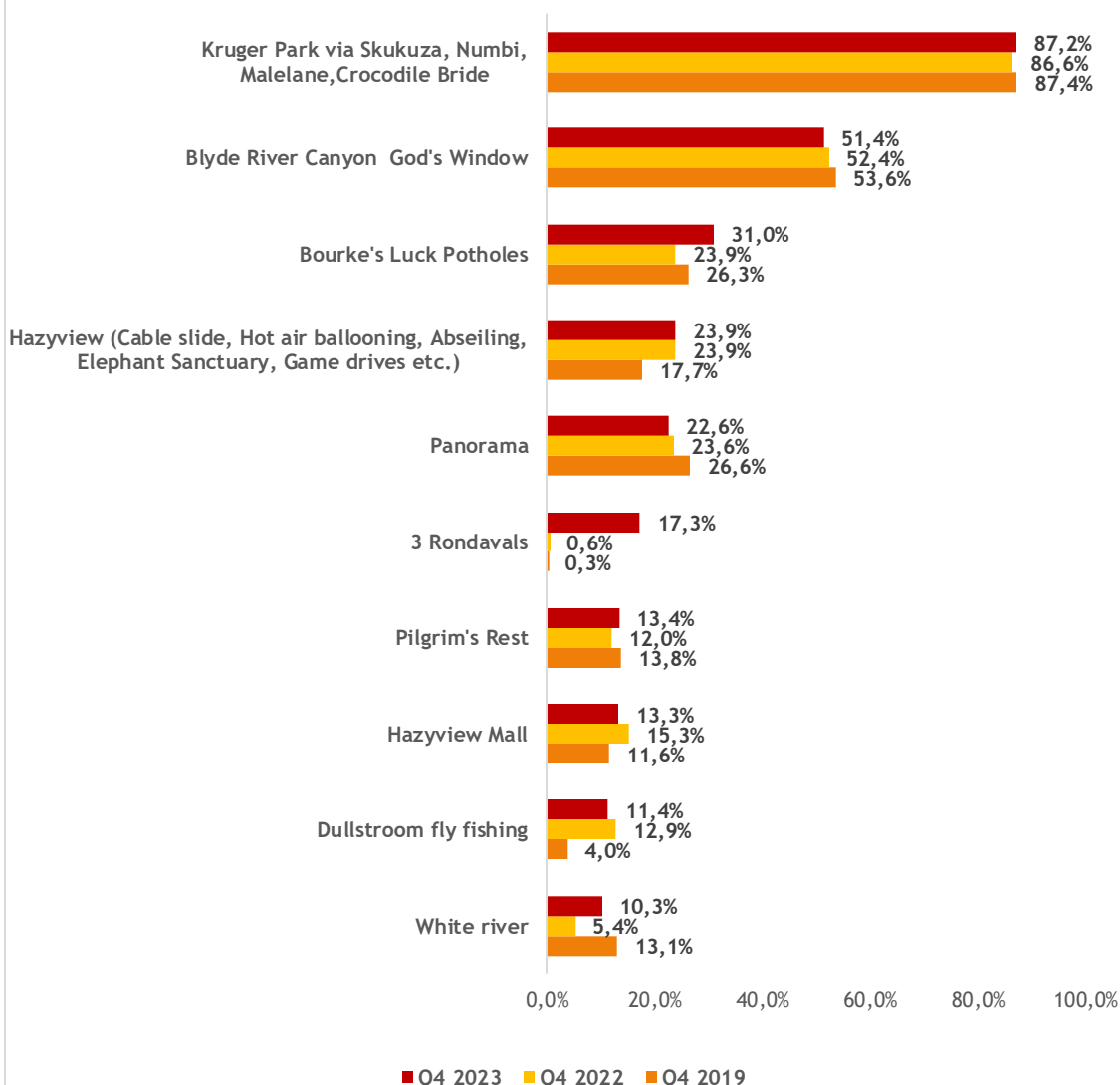
Share of Mpumalanga Tourist Arrivals by Main Purpose Q4 2023

Mpumalanga	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	62.0%	23.0%	1.0%	1.4%	8.8%	0.9%	0.8%	0.4%
Basis Point Change vs. 2019	-0.3%	-6.5%	0.2%	0.7%	7.6%	0.3%	0.6%	-0.6%



In Q4 2023, the most visited attraction in Mpumalanga was the Kruger National Park but a staggering 87.2% of international tourists. This is followed by Blyde River Canyon God's Window by 51.44% Bourke's Luck Potholes by 31.0% (+4.6% point increase against Q4 2019). Visits to 3 Rondavals has made a significant appearance accounting for 17.3% of visits.

Mpumalanga International Tourist Top 10 Attractions Q4 2019 - Q4 2023



WESTERN CAPE

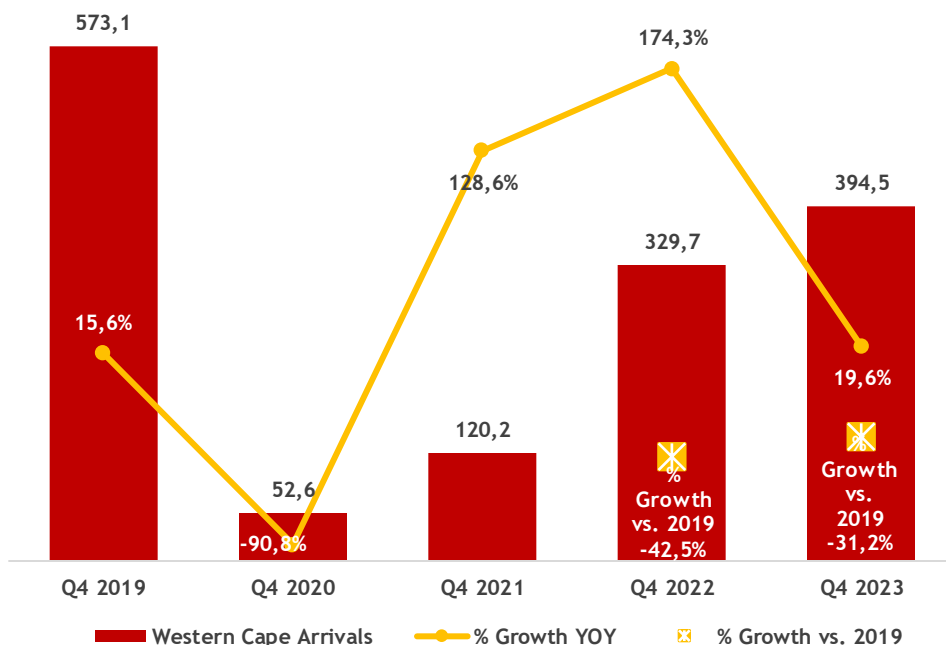


395 THOUSAND

-31.2%



Western Cape International Tourist Arrivals Q4 2019 - Q4 2023 (000's)



Western Cape International Tourist Arrivals by Top 10 Source Markets Q4 2023

Western Cape Top 10 Markets	Tourist Arrivals Q4 2023	% Share	% Share	% Growth
	Q4 2023	Q4 2019	Q4 2023	2023 vs. 2019
UK	57 388	15.3%	14.5%	-34.6%
Germany	50 067	14.6%	12.7%	-40.0%
USA	41 179	9.8%	10.4%	-26.5%
Zimbabwe	26 648	2.8%	6.8%	63.5%
Namibia	25 836	4.4%	6.5%	1.9%
The Netherlands	21 527	4.6%	5.5%	-18.0%
France	20 988	6.0%	5.3%	-39.2%
Switzerland	9 998	2.6%	2.5%	-32.2%
Canada	9 058	2.4%	2.3%	-35.0%
Lesotho	8 699	1.3%	2.2%	15.7%
All Western Cape Arrivals	394 459	100.0%	100.0%	-31.2%

Share of Western Cape Tourist Arrivals by Main Purpose Q4 2023

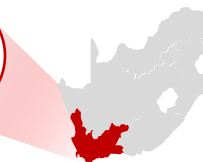
Western Cape	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	21.8%	55.5%	6.6%	0.2%	0.4%	7.4%	0.4%	0.6%
Basis Point Change vs. 2019	7.3%	-9.9%		0.0%	0.4%	-0.1%	-0.3%	0.1%

WESTERN CAPE



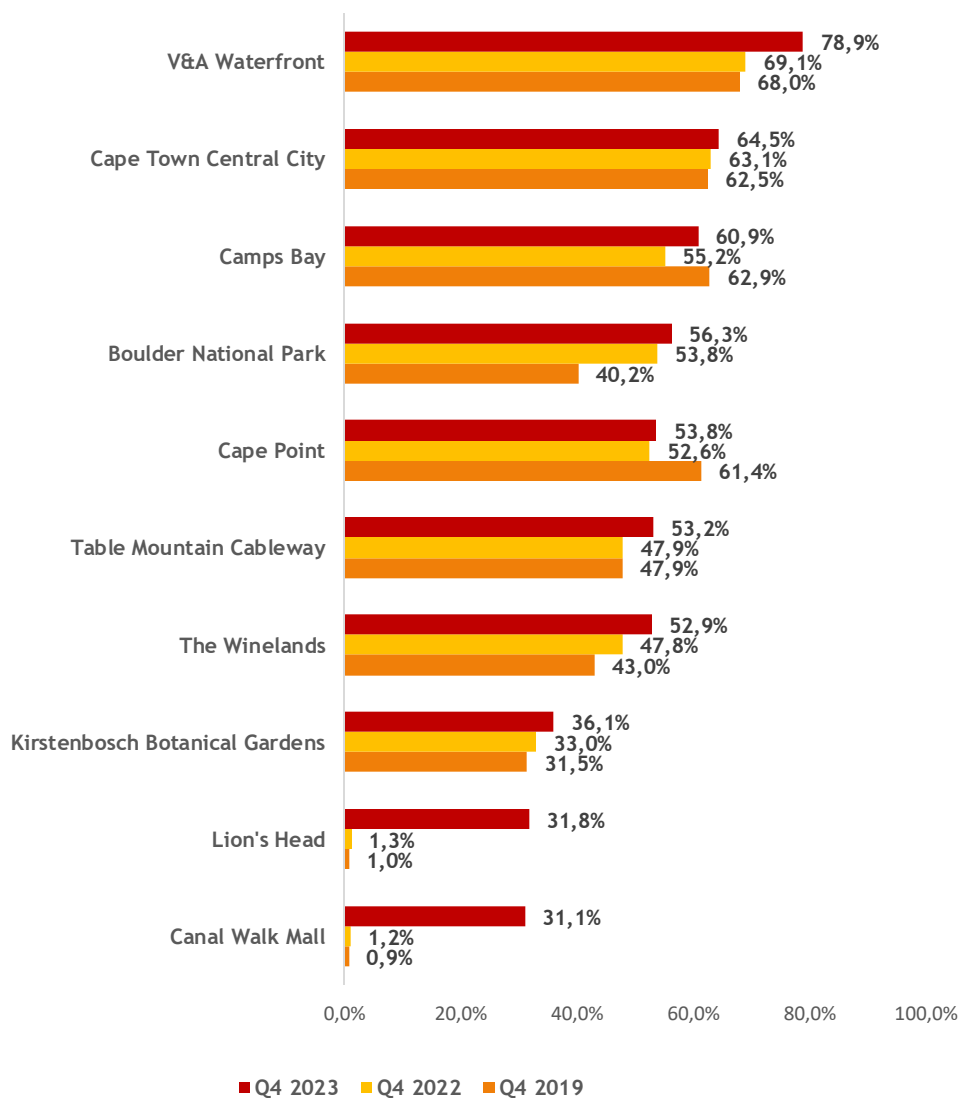
395 THOUSAND

-31.2% ▼



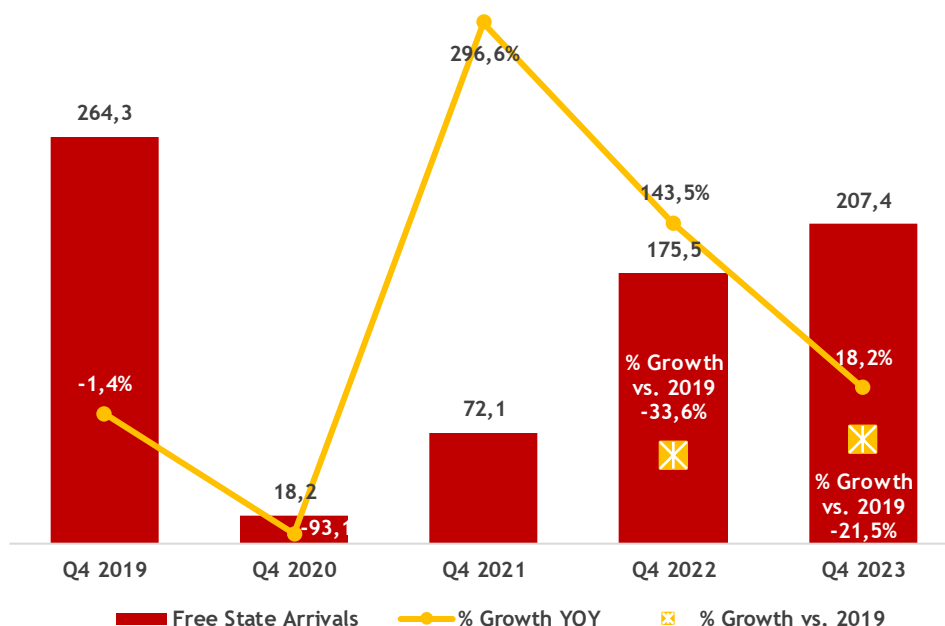
Generally, the distribution of visits to attractions in the Western Cape is more evenly distributed across the top 10 attractions and this trend is reflected in Q4 2023. The V & A waterfront was visited by 78.9% of international tourists in Q4 2023, a 10.9% point increase against 2019. Cape Town Central City, Camps Bay, Boulder National Park, Cape Point, Table Mountain Cableway and the Winelands were visited by 64.5%, 60.9%, 56.3%, 53.2% and 52.9% respectively.

Western Cape International Tourist Top 10 Attractions Q4 2019 - Q4 2023



FREE STATE

207 THOUSAND
-21.5%

Free State International Tourist Arrivals Q4 2019 - Q4 2023 (000's)

Free State International Tourist Arrivals by Top 10 Source Markets Q4 2023

Free State Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share			% Growth 2023 vs. 2019
		Q4 2019	Q4 2023		
Lesotho	188 038	91.2%	90.7%		-22.0%
Zimbabwe	5 631	0.2%	2.7%		1310.4%
Botswana	4 670	2.2%	2.3%		-20.8%
UK	1 310	0.5%	0.6%		2.8%
Germany	1 083	1.1%	0.5%		-63.5%
USA	1 021	0.3%	0.5%		19.6%
Eswatini	967	0.3%	0.5%		14.2%
The Netherlands	703	0.5%	0.3%		-47.2%
Australia	643	0.2%	0.3%		16.1%
Brazil	476	0.2%	0.2%		-19.8%
All Free State Arrivals	207 407	100.0%	100.0%		-21.5%

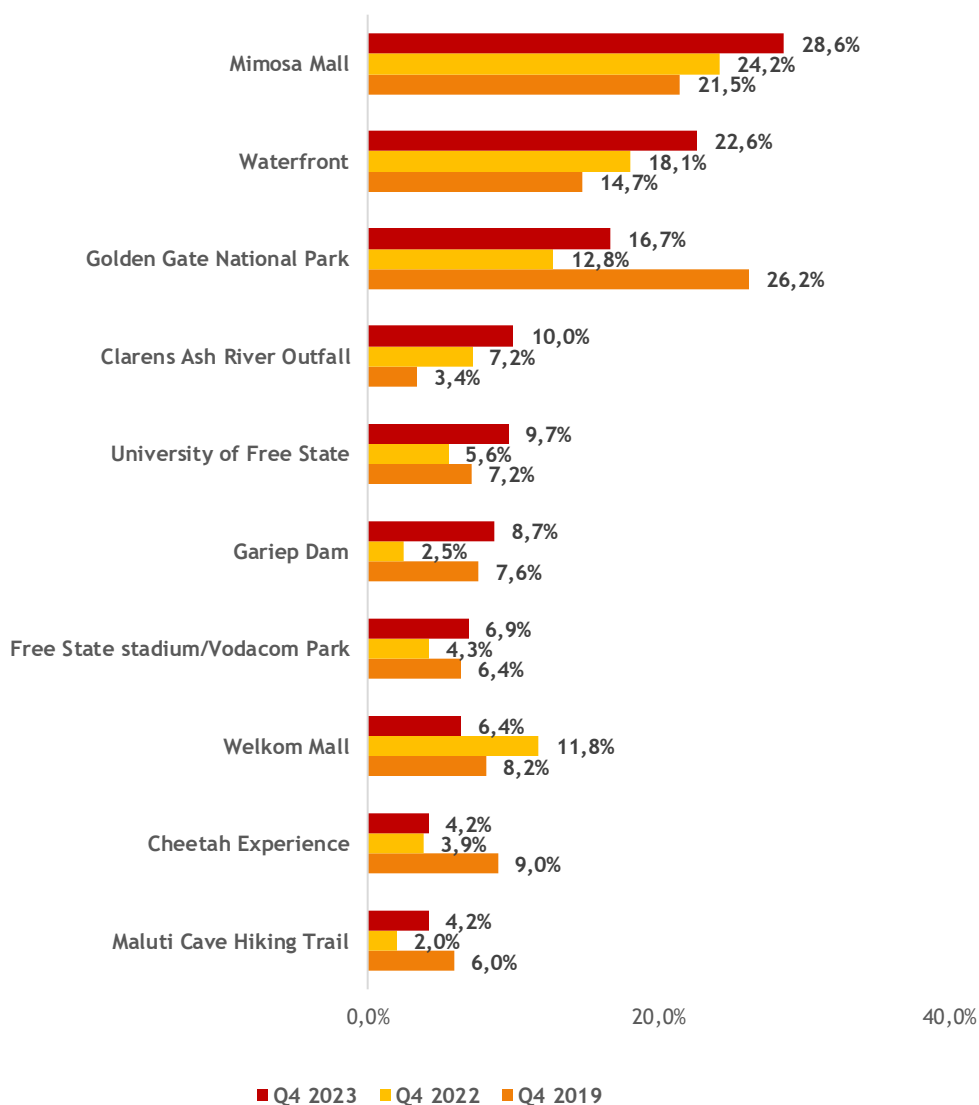
Share of Free State Tourist Arrivals by Main Purpose Q4 2023

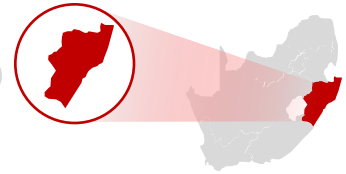
Free State	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	77.9%	2.4%	2.8%	0.3%	0.7%	0.8%	1.7%	1.1%
Basis Point Change vs. 2019	5.7%	-1.1%	2.5%	-2.3%	-4.1%	-0.1%	0.5%	0.5%



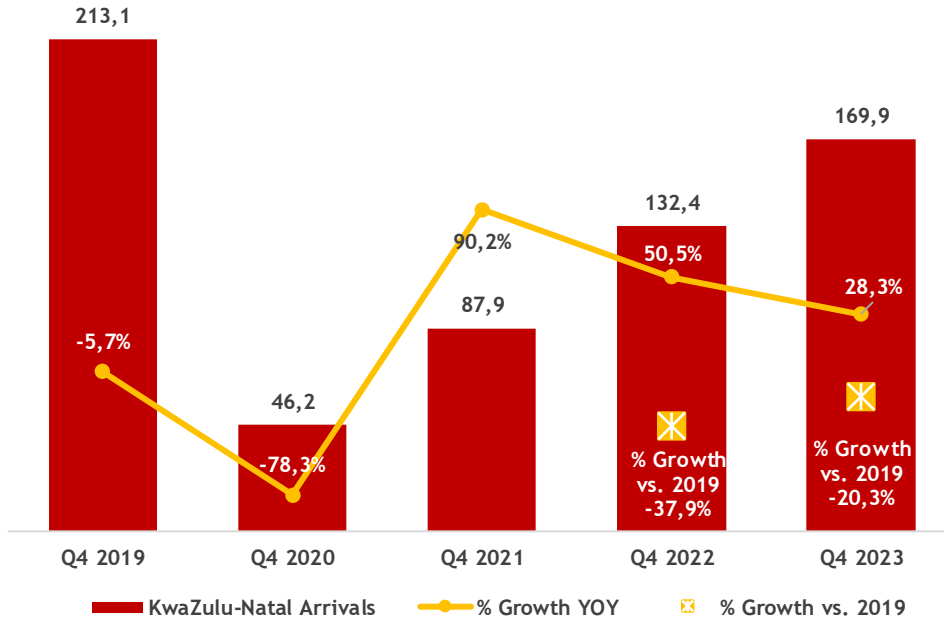
In the fourth quarter of 2023, Mimosa Mall and the Waterfront were visited by 28.6% and 22.6% of international tourists in the Free State, respectively. Visits to the Golden Gate National Park dropped by -9.5 percentage points this quarter. Meanwhile, visits to the Clarens Ash River Outfall increased by +6.6 percentage points.

Free State International Tourist Top 10 Attractions Q4 2019 - Q4 2023





KwaZulu-Natal International Tourist Arrivals Q4 2019 - Q4 2023
(000's)

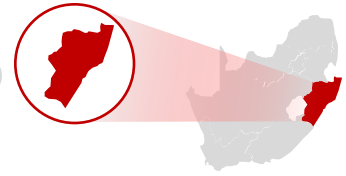


KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets Q4 2023

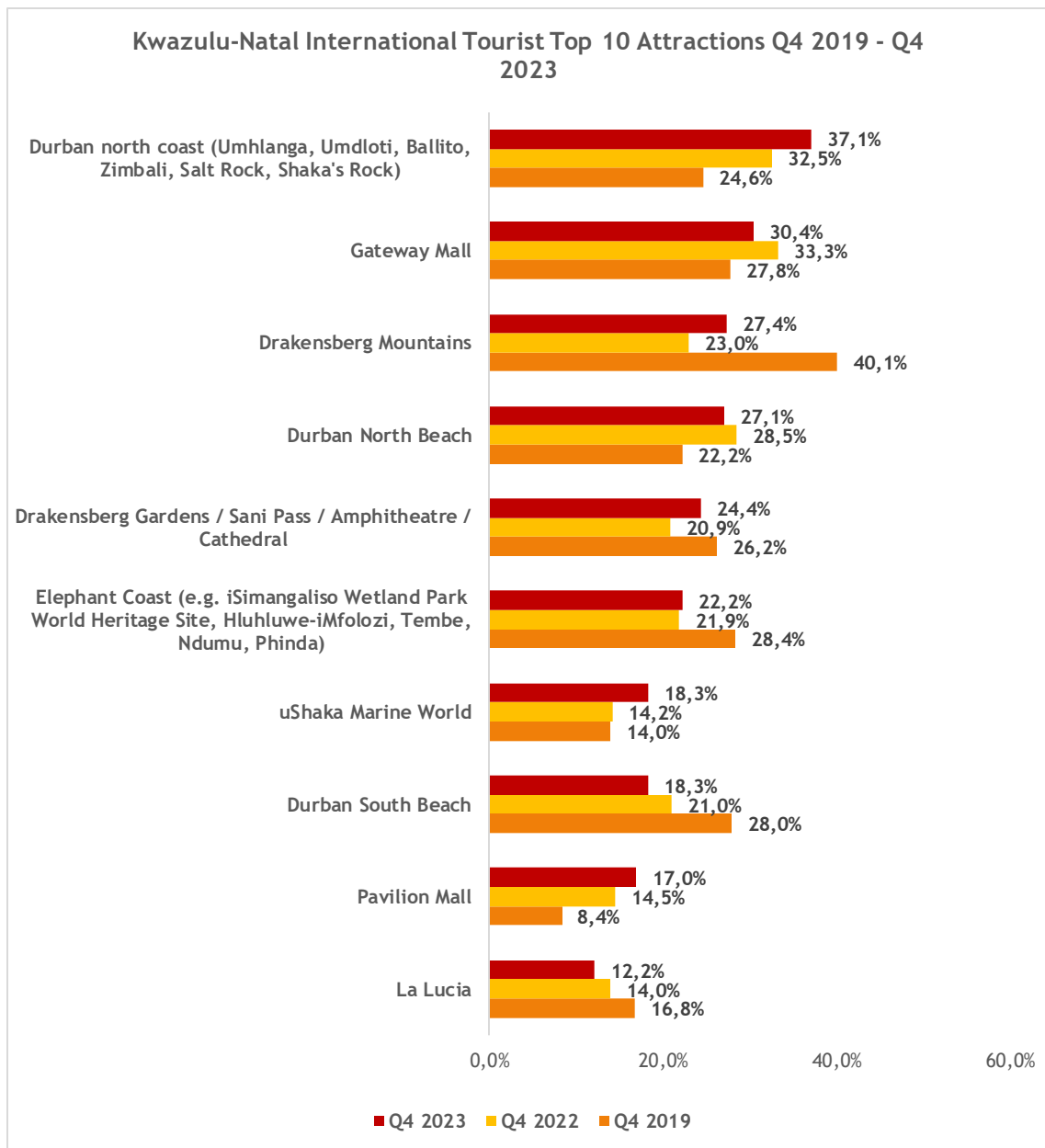
KwaZulu-Natal Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share		
		Q4 2019	Q4 2023	2023 vs. 2019
Eswatini	70 032	39.6%	41.2%	-17.1%
Zimbabwe	11 223	2.7%	6.6%	98.4%
UK	11 116	5.7%	6.5%	-9.1%
Lesotho	10 298	4.7%	6.1%	3.7%
USA	10 065	3.2%	5.9%	49.0%
Germany	7 968	8.1%	4.7%	-53.6%
France	5 127	3.6%	3.0%	-32.6%
The Netherlands	4 546	3.5%	2.7%	-39.6%
Botswana	4 231	7.8%	2.5%	-74.6%
Zambia	3 995	2.4%	2.4%	-20.9%
All Kwa-Zulu Natal Arrivals	169 866	100.0%	100.0%	-20.3%

Share of KwaZulu-Natal Tourist Arrivals by Main Purpose Q4 2023

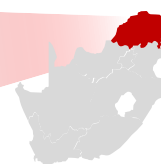
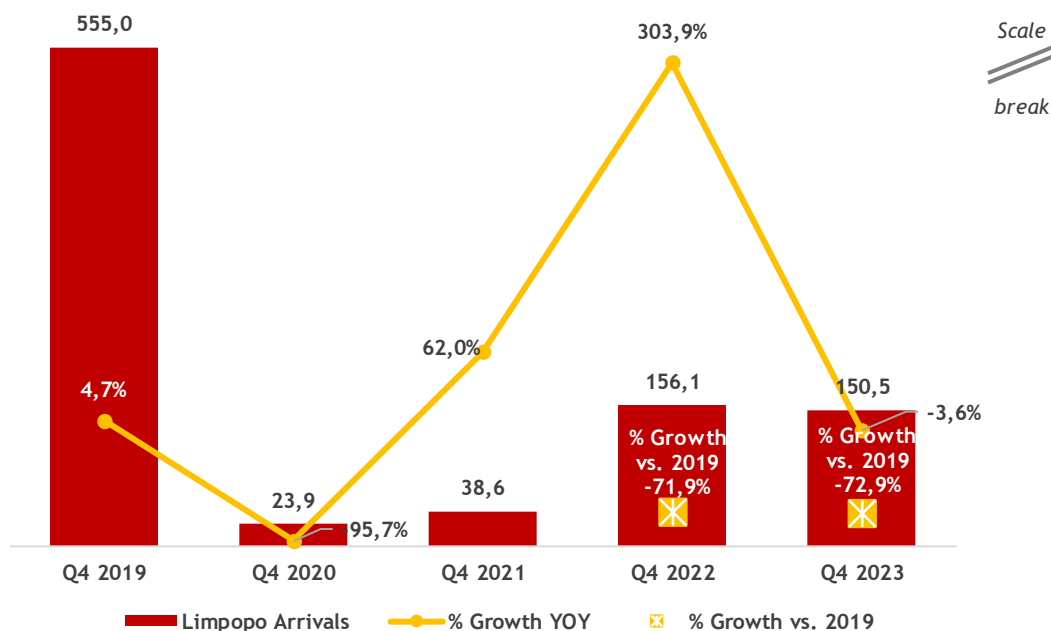
KwaZulu-Natal	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	43.7%	26.5%	5.7%	13.2%	0.6%	2.5%	0.9%	0.9%
Basis Point Change vs. 2019	5.2%	-11.3%	2.0%	9.2%	-2.2%	1.9%	0.0%	-0.4%



In Q4 2023, visitors to the Durban North Coast increased by a staggering +12.5% points, followed by visits to Gateway Mall at 30.4% share of visits. Visits to the Drakensberg mountains continued well below the Q4 2019 levels with only a 27.4% share compared with 40.1% share in Q4 2019.



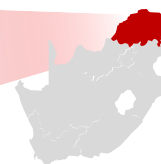
LIMPOPO

151 THOUSAND
-71.9%

Limpopo International Tourist Arrivals Q4 2019 - Q4 2023 (000's)

Limpopo International Tourist Arrivals by Top 10 Source Markets Q4 2023

Limpopo Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share		
		Q4 2019	Q4 2023	% Growth 2023 vs. 2019
Zimbabwe	81 466	83.2%	54.1%	-82.4%
Botswana	20 452	8.7%	13.6%	-57.5%
USA	9 230	1.3%	6.1%	31.9%
Germany	7 631	1.3%	5.1%	8.9%
UK	5 999	1.1%	4.0%	1.1%
The Netherlands	4 276	0.7%	2.8%	4.6%
France	2 469	0.2%	1.6%	79.0%
Mozambique	1 754	0.5%	1.2%	-42.3%
Australia	1 665	0.3%	1.1%	17.4%
Lesotho	1 073	0.4%	0.7%	-53.4%
All Limpopo Arrivals	150 482	100.0%	100.0%	-72.9%

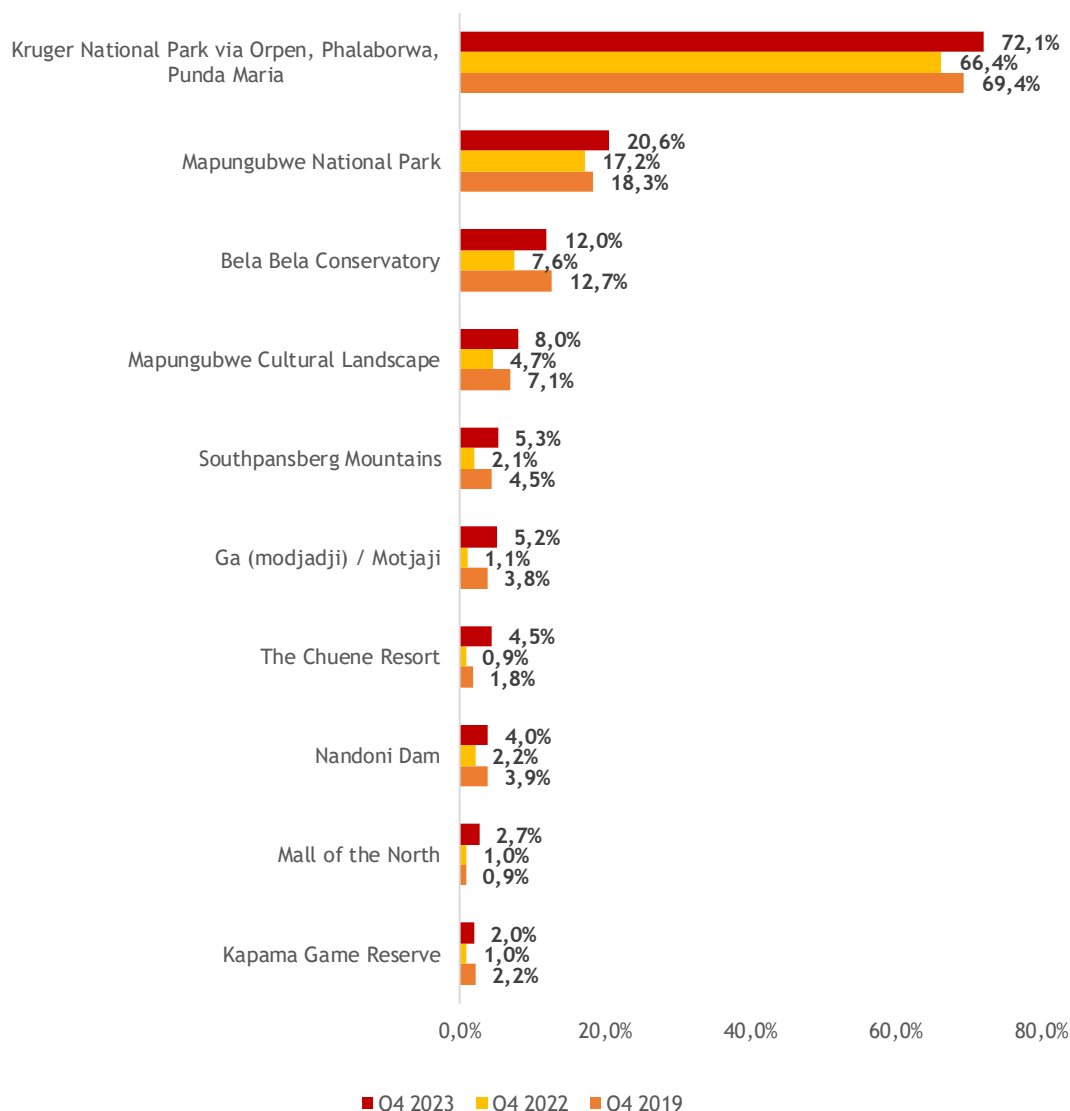
Share of Limpopo Tourist Arrivals by Main Purpose Q4 2023

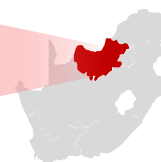
Limpopo	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	20.5%	23.8%	1.7%	21.1%	26.5%	1.0%	0.2%	1.8%
Basis Point Change vs. 2019	6.3%	17.1%	1.4%	-0.4%	-24.5%	-0.9%	0.2%	-0.3%



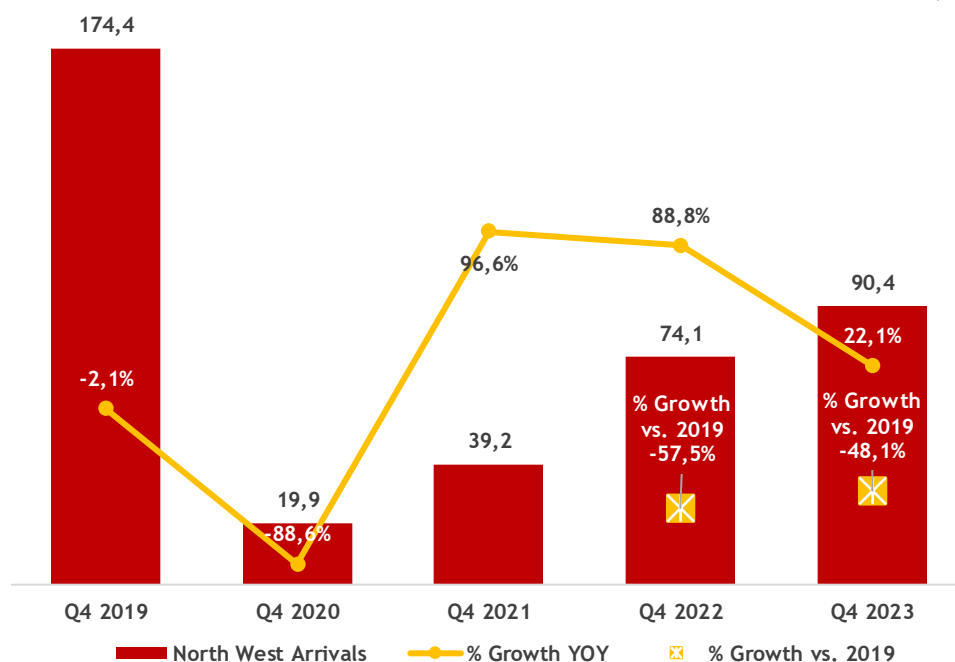
In the fourth quarter of 2023, a remarkable 72.1% of international tourists to Limpopo visited the Kruger National Park through the Orpen, Phalaborwa, and Punda Maria gates. Additionally, Mapungubwe National Park and the Bela Bela Conservatory welcomed 20.6% and 12.0% of international visitors, respectively, maintaining visitor proportions similar to those in the fourth quarters of both 2022 and 2019.

Limpopo International Tourist Top 10 Attractions Q4 2019 - Q4 2023





North West International Tourist Arrivals Q4 2019 - Q4 2023 (000's)

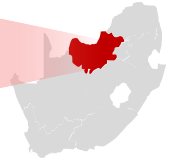


North-West International Tourist Arrivals by Top 10 Source Markets Q4 2023

North West Top 10 Markets	Tourist Arrivals Q4 2023	% Share		
		Q4 2019	Q4 2023	% Growth 2023 vs. 2019
Botswana	31 740	57.5%	35.1%	-68.3%
Zimbabwe	14 679	5.5%	16.2%	54.1%
Lesotho	9 501	15.5%	10.5%	-64.8%
USA	3 654	2.3%	4.0%	-7.2%
UK	3 491	2.5%	3.9%	-18.8%
Eswatini	3 297	0.4%	3.6%	387.9%
Germany	2 876	2.7%	3.2%	-38.2%
Namibia	2 673	1.2%	3.0%	28.6%
Mozambique	2 664	2.6%	2.9%	-41.9%
India	1 585	0.4%	1.8%	124.7%
All North West Arrivals	150 482	100.0%	100.0%	-72.9%

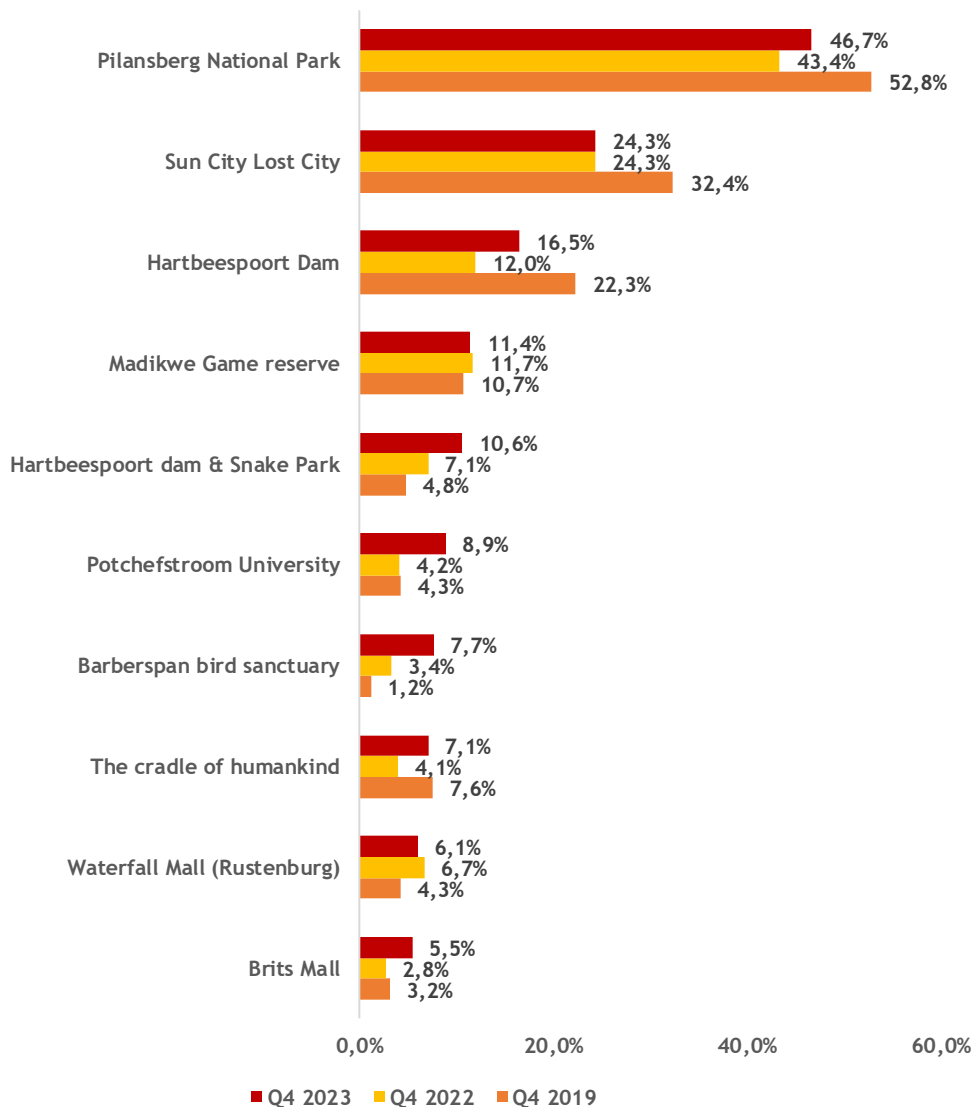
Share of North-West Tourist Arrivals by Main Purpose Q4 2023

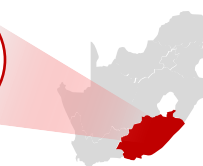
North West	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	43.0%	29.6%	9.9%	6.1%	1.3%	3.6%	0.2%	0.5%
Basis Point Change vs. 2019	2.3%	12.8%		-15.4%	-3.8%	2.3%	-0.9%	-1.0%



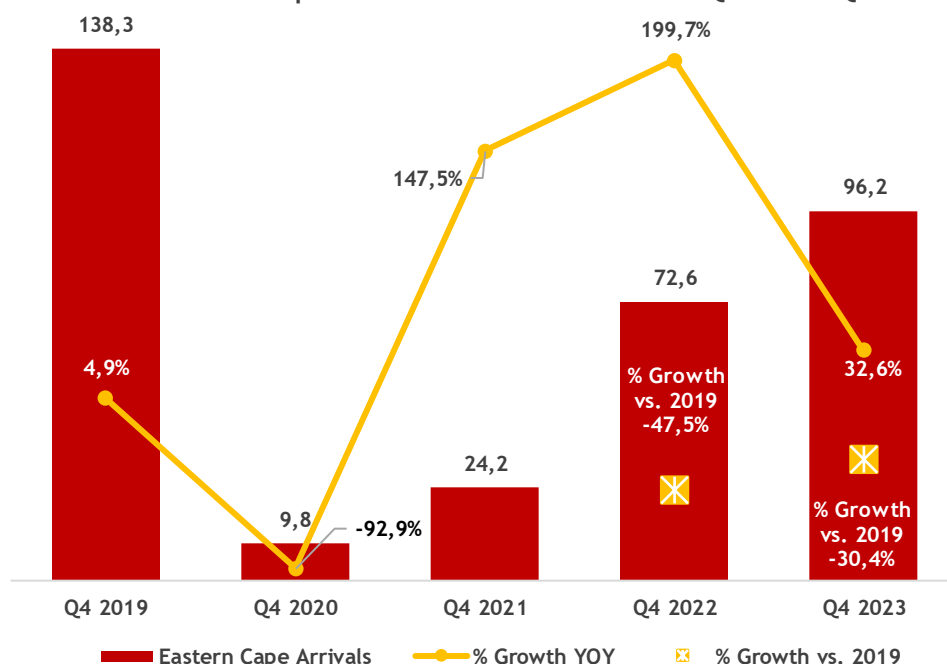
In Quarter 4 2023, the Pilanesberg National Park remains a popular attraction, with a significant lead over the other attractions, it gained 3.3% points against Q4 2022. Sun City Lost City is also popular maintaining a consistent proportion of visitors over the three quarters. Hartbeespoort Dam, Snake Park and Brits Mall, have increased their visitors over Q4 2022.

North West International Tourist Top 10 Attractions Q4 2019 - Q4 2023





Eastern Cape International Tourist Arrivals Q4 2019 - Q4 2023 (000's)



Eastern Cape International Tourist Arrivals by Top 10 Source Markets Q4 2023

Eastern Cape Top 10 Markets	Tourist Arrivals Q4 2023	% Share		
		Q4 2019	Q4 2023	2023 vs. 2019
Zimbabwe	16 729	1.4%	17.4%	750.9%
Germany	15 272	24.9%	15.9%	-55.7%
UK	11 476	11.8%	11.9%	-29.8%
USA	6 507	6.3%	6.8%	-24.9%
The Netherlands	5 514	7.2%	5.7%	-45.0%
Lesotho	4 923	3.2%	5.1%	9.5%
France	4 731	5.0%	4.9%	-32.2%
Australia	2 889	3.6%	3.0%	-42.7%
Switzerland	2 119	2.1%	2.2%	-28.6%
Belgium	1 891	2.1%	2.0%	-35.3%
All Eastern Cape Arrivals	96 209	100.0%	100.0%	-30.4%

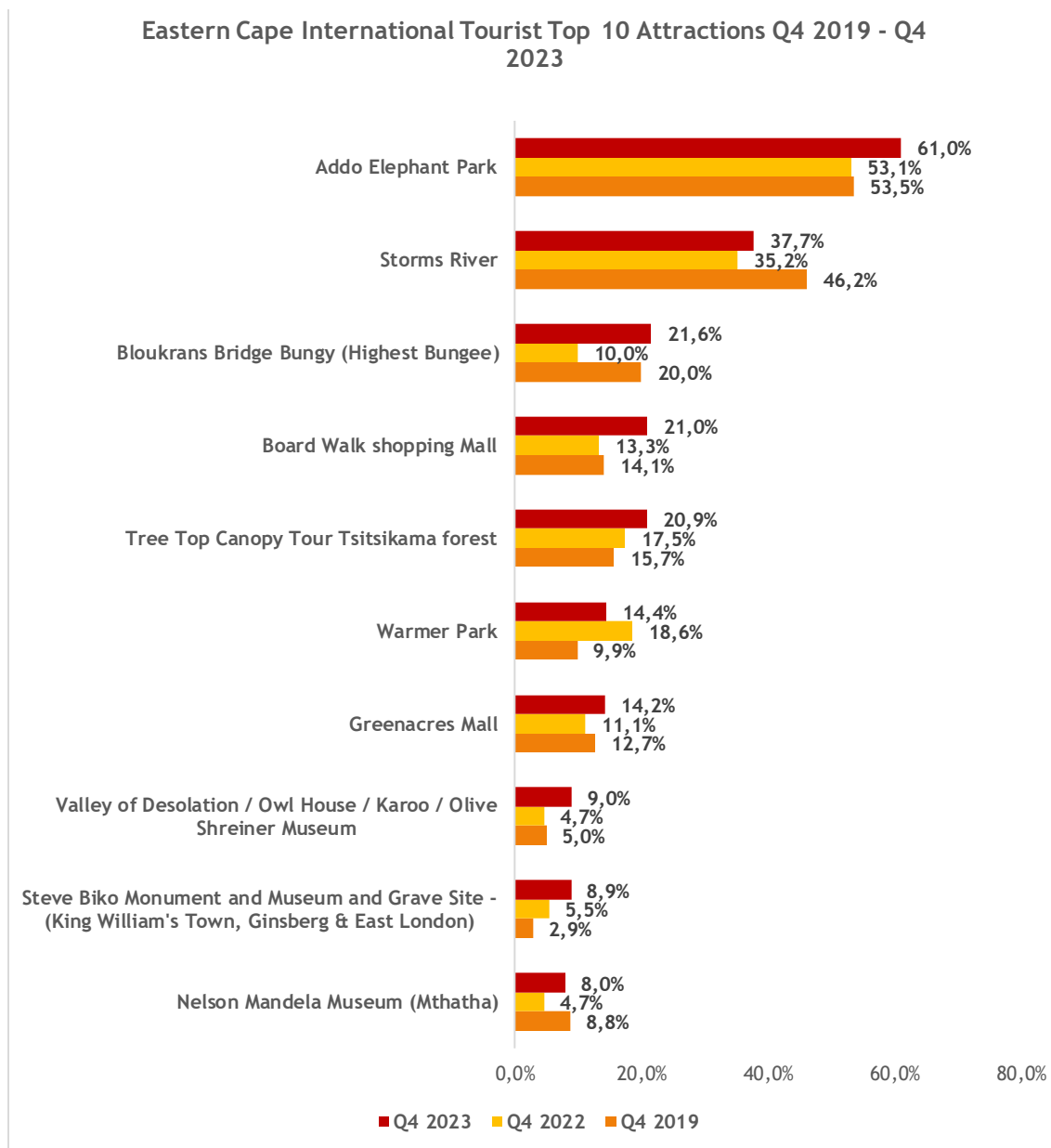
Share of Eastern Cape Tourist Arrivals by Main Purpose Q4 2023

Eastern Cape	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	27.8%	52.3%	5.6%	2.1%	0.1%	1.9%	0.1%	0.4%
Basis Point Change vs. 2019	12.1%	-15.5%	2.4%	1.5%	-0.4%	-0.4%	0.1%	0.2%



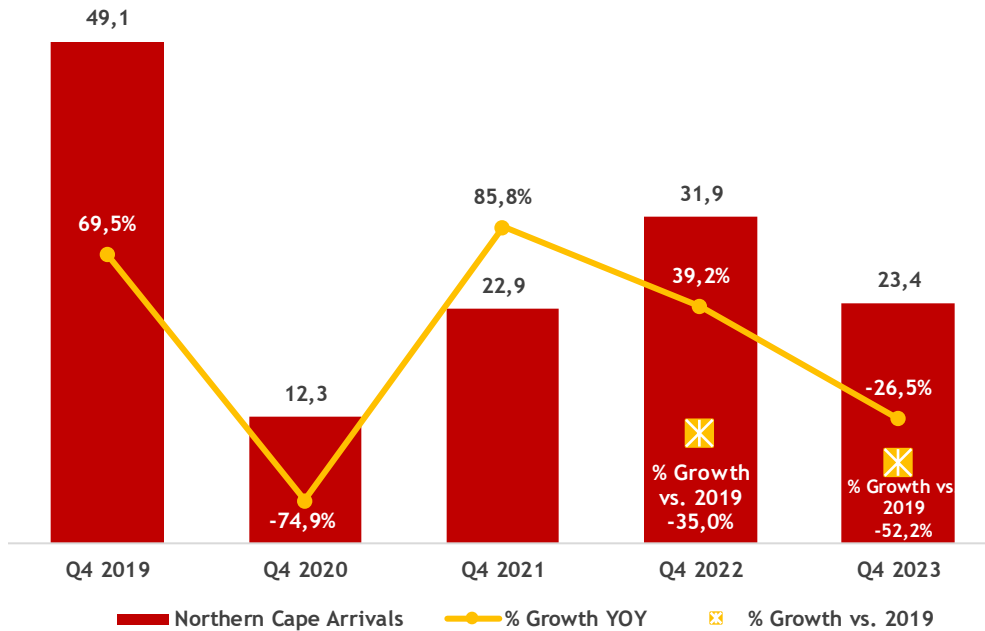
In Quarter 4 2023, Addo Elephant park is the most popular attraction, showing a strong lead over the other attractions over Q4 2019, Q4 2022 and Q4 2023. Visitors to Bloukrans Bridge Bungy and Storms River experienced an increase in visitors of 11.6% and 2.5% points over Q4 2022.

Eastern Cape International Tourist Top 10 Attractions Q4 2019 - Q4 2023





Northern Cape International Tourist Arrivals Q4 2019 - Q4 2023 (000's)

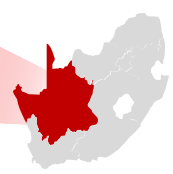


Northern Cape International Tourist Arrivals by Top 10 Source Markets Q4 2023

Northern Cape Top 10 Markets Q4 2023	Tourist Arrivals Q4 2023	% Share			% Growth 2023 vs. 2019
		Q4 2019	Q4 2023		
Namibia	7 252	55.4%	30.9%		-73.3%
Lesotho	5 460	10.9%	23.3%		2.3%
Zimbabwe	3 274	0.0%	14.0%		-
UK	1 109	3.3%	4.7%		-31.0%
USA	1 101	3.0%	4.7%		-24.9%
The Netherlands	854	1.9%	3.6%		-6.5%
Germany	772	6.2%	3.3%		-74.6%
Australia	391	1.8%	1.7%		-54.7%
Russian Federation	349	0.0%	1.5%		-
France	324	0.9%	1.4%		-28.0%
All Northern Cape Arrivals	23 434	100.0%	100.0%		-52.2%

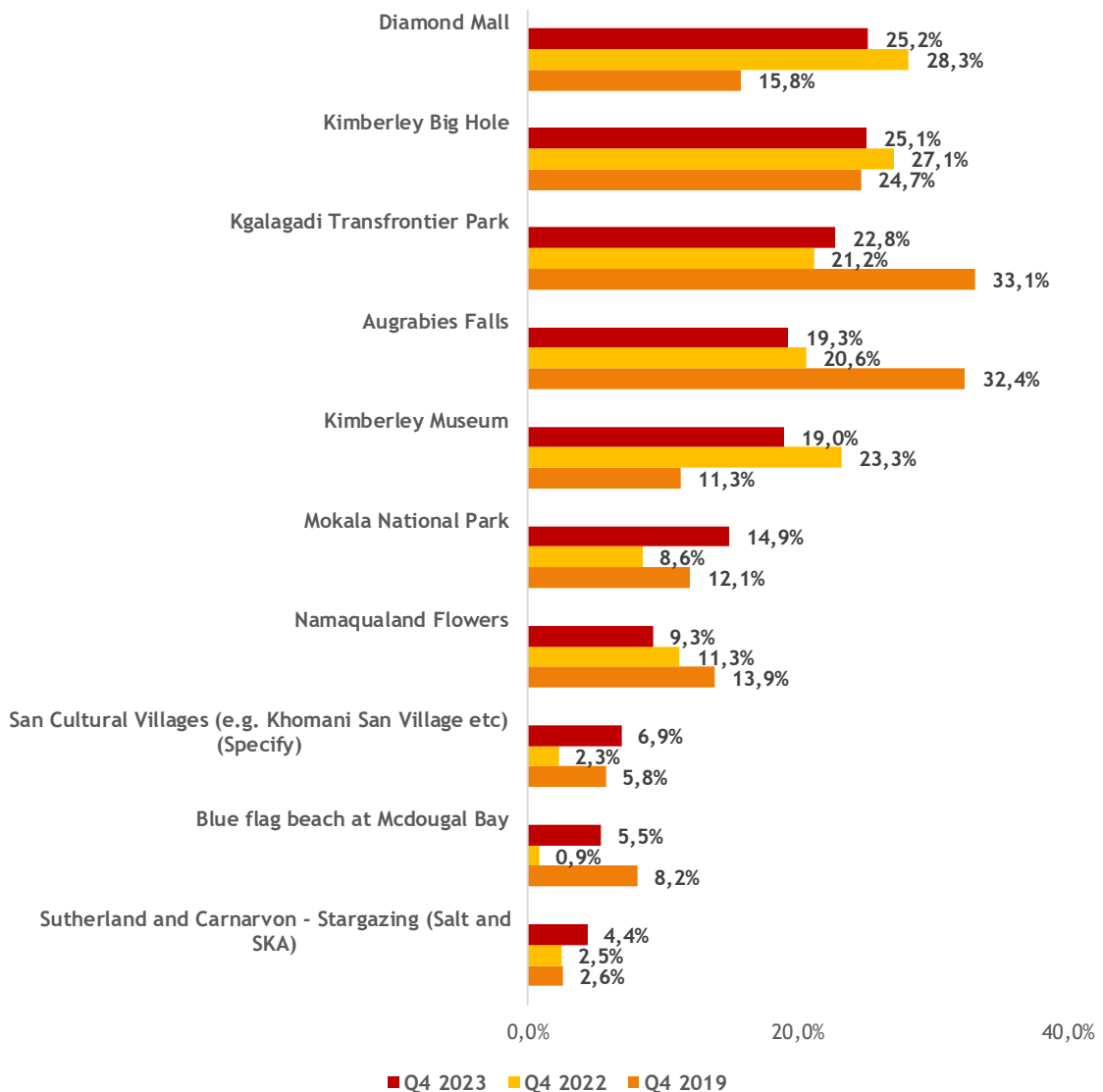
Share of Northern Cape Tourist Arrivals by Main Purpose Q4 2023

Northern Cape	VFR	Holiday	Business Traveller	Business Shopping	Personal Shopping	MICE	Medical	Religion
Share Q4 2023	51.4%	21.6%	14.3%	0.0%	1.2%	2.0%	1.9%	5.1%
Basis Point Change vs. 2019	22.6%	-12.2%	9.7%	-9.8%	8.9%	0.1%	-2.1%	4.2%



Diamond Mall has shown an increase in popularity from Q4 2019 to Q4 2023, peaking in Q4 2022 at 28.3%. It has the highest visitor percentage in Q4 2023 among all listed attractions at 25.2%. Kimberley Big Hole remains one of the top attractions, with a steady share of 25.1%, similar to Diamond Mall. Both Kgalagadi Transfrontier Park and Augrabies Falls have not regained their Q4 2019 visitor percentages.

Northern Cape International Tourist Top 10 Attractions Q4 2019 - Q4 2023





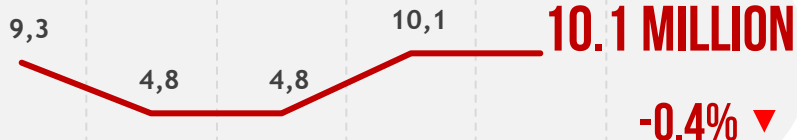
DOMESTIC TOURISM PERFORMANCE

EXECUTIVE SUMMARY

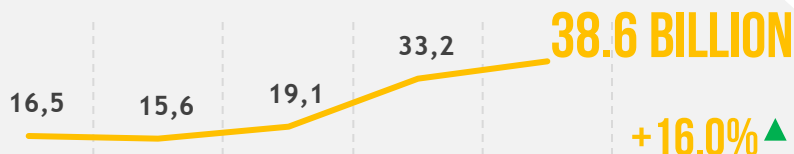
- In the fourth quarter of 2023, **domestic overnight trips** stabilised at **10.1 million** after a significant recovery in the previous year. This follows a decrease of -0.4% compared to its Q4 2022 figure.
- There was a shift in the **primary purpose of travel**, with travel for Holiday surpassing VFR as the dominant reason for overnight trips. The share of **Holiday trips increased to 39.6%** in Q4 2023 from 32.0% in Q4 2022, while VFR trips declined to 35.9% from 51.2% in the same period.
- Although a small sector, **MICE trips increased to 0.4 million**, a +56.3% increase from Q4 2022, with the highest average spend of ZAR 6 000 per overnight trip. The total expenditure on MICE trips reached **ZAR 2.3 billion**, up by +104.5%, despite a decline in bed nights and length of stay, highlighting the high spending propensity of MICE travellers.
- Overnight domestic tourism generated a total of **ZAR 38.6 billion in revenue**, representing an increase of +16.0% over Q4 2022 (ZAR 33.2 billion). This can also be seen in the average overnight spend at ZAR 3 820 (a +16.8% increase over Q4 2022).
- The **Length of Stay** for domestic overnight trips was **3.4 nights**, a decline of -9.9% over Q4 2022. The slightly lower number of overnight trips resulted in a total of **34.3 million benights**, constituting a decrease of -10.3% over Q4 2022.
- In the fourth quarter of 2023, **KwaZulu-Natal and Eastern Cape** emerged as the **leading main destination provinces**, recording the highest number of overnight trips (**1.7 Million each**), a 25.5% and 7.4% increase respectively from Q4 2022.
- **KwaZulu-Natal** not only led in receiving the number of overnight trips but also had the highest number of **benights at 6.7 million** in Q4 2023, coupled with the third-longest average length of stay, which stood at **3.9 nights**. The expenditure in KwaZulu-Natal was the second-highest among the provinces, reaching an impressive ZAR 6.4 billion. This figure represents an astounding +116.9% increase from the fourth quarter of the previous year.
- Despite being the fourth largest in terms of overnight trip volume, **Limpopo** outperformed other provinces in terms of spending, boasting the **largest Overnight Spend of ZAR 7.4 million**, which surged by +78.7% compared to Q4 2022.
- The **Northern Cape**, although not leading in the number of trips or expenditure, had the distinction of having the **longest average Length of Stay**, with visitors spending an average of **4.8 nights** in Q4 2023.
- Overall, the fourth quarter of 2023 reflected a dynamic and evolving domestic tourism landscape in South Africa, characterized by shifting travel purposes, spending patterns, and preferences for destination and source provinces.

DOMESTIC TOURISM INDICATORS

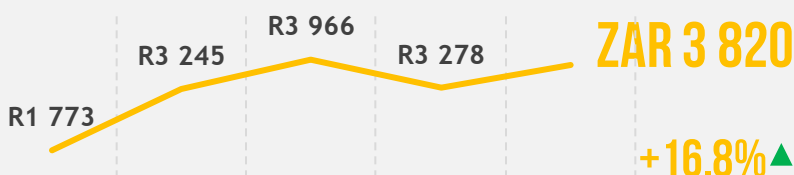
DOMESTIC OVERNIGHT TRIPS



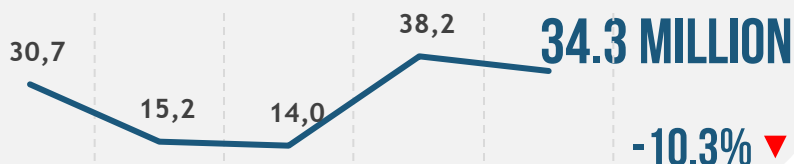
DOMESTIC OVERNIGHT SPEND



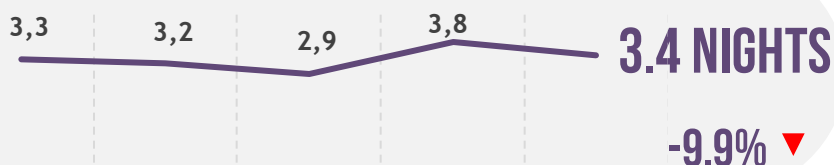
AVE. DOMESTIC OVERNIGHT SPEND



BED NIGHTS



LENGTH OF STAY



DOMESTIC DAY TRIPS



Q4 2019 Q4 2020 Q4 2021 Q4 2022 Q4 2023

Key growth and change rates shown in this report are in comparison to 2022.

A scenic view from a wooden deck overlooking a dense forest at sunset. The sky is a mix of blue, purple, and orange. A large evergreen tree is prominent on the left. The deck has a rustic wooden railing and two lit lanterns. A wicker chair is partially visible on the right.

DOMESTIC OVERNIGHT TRIPS

DOMESTIC OVERNIGHT TRIPS

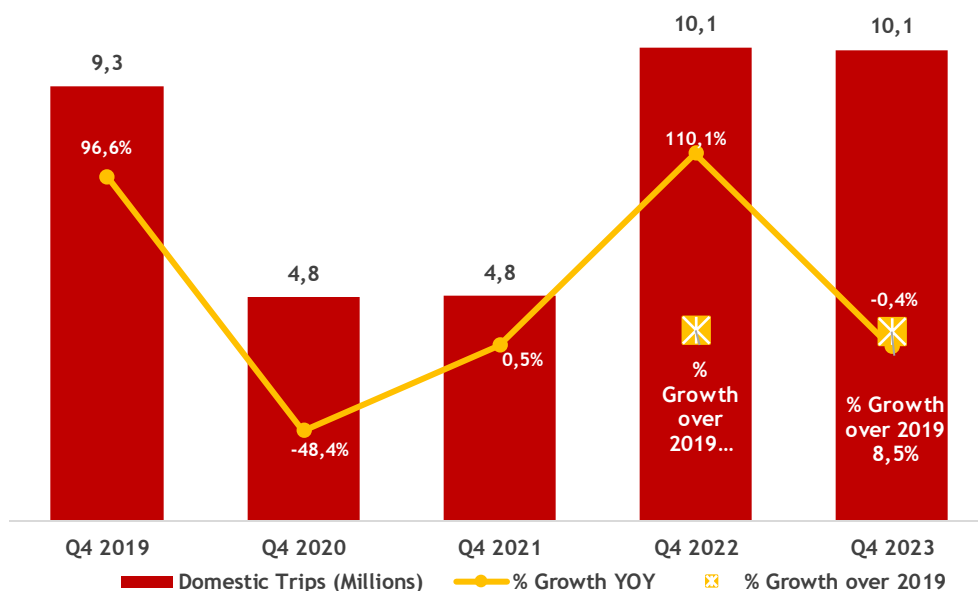


10.1 MILLION

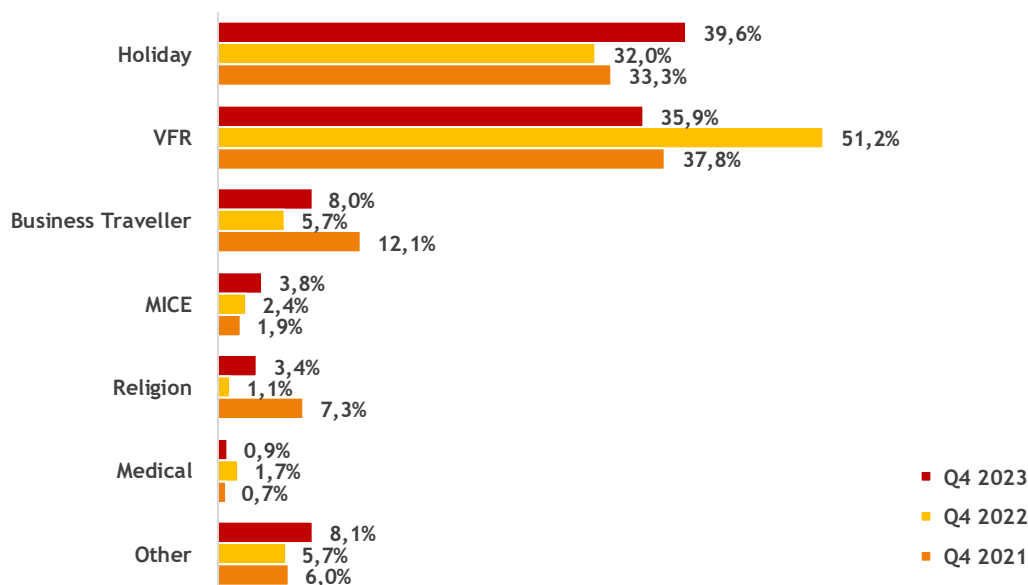
-0.4% ▼

In Q4 2023 domestic overnight trips stabilized at 10.1 million after a strong recovery in Q4 2022. Holiday trips, holding a share of 39.6% in Q4 2023 compared to 32.0% in Q4 2022, have surpassed VFR as the main purpose for overnight trips. VFR share experienced a sharp decline to 35.9% in Q4 2023 from 51.2% in Q4 2022. Business Travellers and MICE were among the share gainers, having increased to 8.0% and 3.8% respectively in Q4 2023, which may be one of the causes for the noted increased total domestic overnight spend.

Domestic Trips Q4 2019 - Q4 2023 (Millions)



Share of Domestic Trips by Purpose Q4 2021 - Q4 2023



*Personal & business shopping removed due to very low counts.

DOMESTIC OVERNIGHT TRIPS

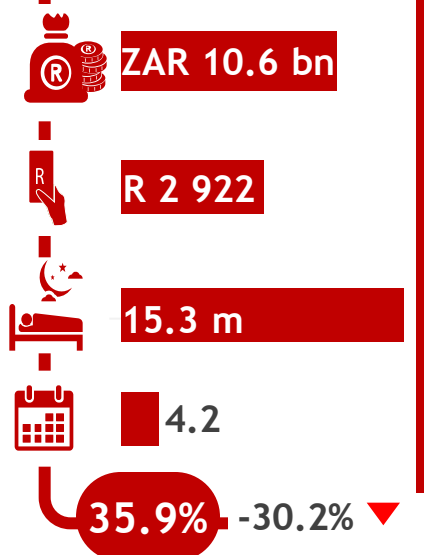


10.1 MILLION

-0.4% ▼

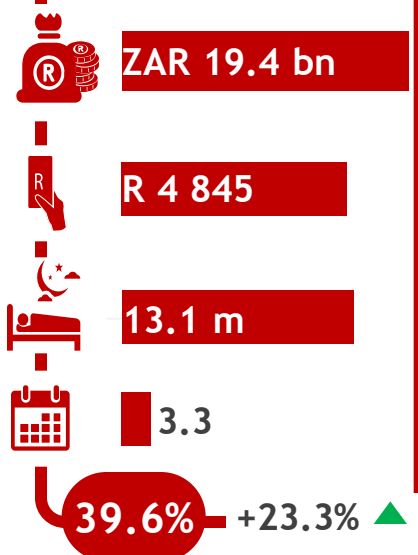
VFR

3.6 million



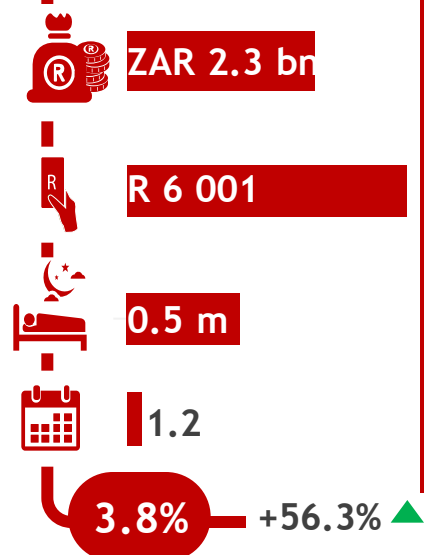
HOLIDAY

4.0 million



MICE

0.4 million



- During Q4 2023, 3.6 million trips were made to VFR, a decrease of -30.2% compared to Q4 2022. This decline, led to a 35.9% share, marked a noteworthy shift from the same quarter of the previous year when VFR was the dominant reason for overnight trips.
- The average overnight spend increased from Q4 2022, rising by +53.4% to reach ZAR 2 922 in Q4 2023. The total VFR overnight spend also saw an increase of +7.2%, amounting to ZAR 10.6 billion.
- VFR benights experienced a decrease of -26.3% to 15.3 million in Q4 2023 in comparison to the fourth quarter of 2022.
- Despite these variations in spend and benights, the average length of stay remained stable at 4.2 nights in Q4 2023, which is marginally higher than the 4.0 nights recorded in the same period the previous year.
- In Q4 2023, trips taken for holiday purposes experienced notable growth, overtaking VFR with a 39.6% market share. There was a record number of 4.0 million holiday trips, an increase of +23.3% compared to Q4 2022.
- The total spend on holiday trips grew to ZAR 19.4 billion, indicating a growth of +9.2% compared to Q4 2022. The average overnight spend on holidays declined by -11.4% to ZAR 4 845 in contrast to Q4 2022.
- Holiday benights saw a modest rise of +8.8% to reach 13.1 million in Q4 2023. However, the duration of holiday stays contracted, with holidaymakers staying for shorter periods averaging 3.3 nights. This is a 11.7% decrease from the average stay in the fourth quarter of 2022.
- In Q4 2023, trips for MICE purposes increased, reaching 0.4 million. This marked a substantial increase of +56.3% compared to the same quarter in 2022.
- Overnight trips for MICE recorded the highest average spend at ZAR 6,001. Accompanied by a +30.8% surge in average spend, it comes as no surprise that the total spend on overnight MICE trips also soared, reaching ZAR 2.3 billion, which is an impressive growth of +104.5% when compared with Q4 2022.
- Contrary to the number of trips and expenditure, there was a decline in the number of benights, which fell to 0.5 million, and the length of stay, which decreased to 1.2 nights. These figures represent declines of -72.8% and -82.6%, respectively, against Q4 2022.

DOMESTIC OVERNIGHT TRIPS

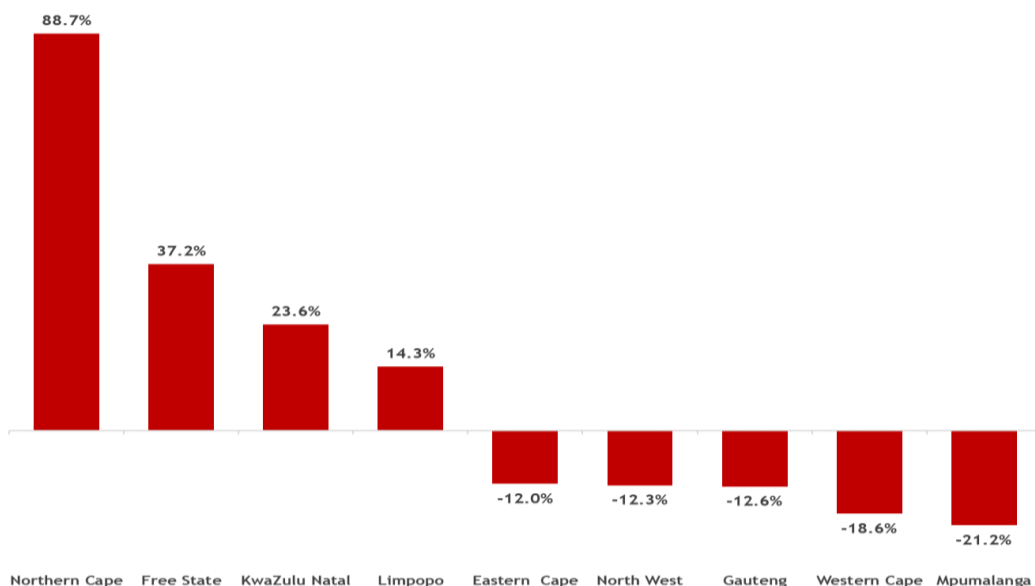


10.1 MILLION

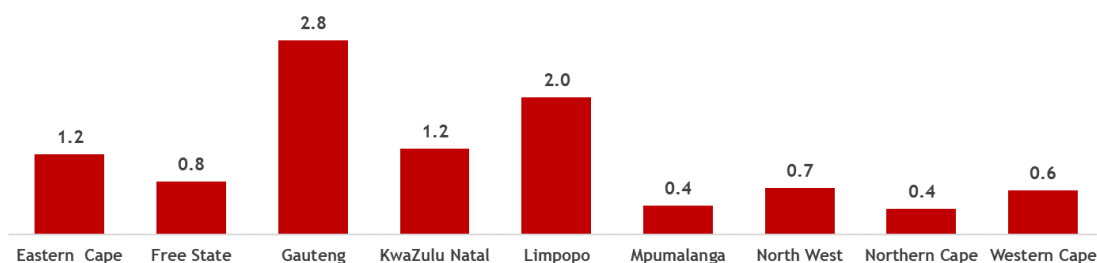
-0.4% ▼

During Q4 2023, four provinces demonstrated an upward trend in growth rate for source trips. The Northern Cape led with a formidable increase, boasting the highest source province growth rate of +88.7%. This was a significant leap compared to the fourth quarter of the previous year. The Free State, KwaZulu-Natal, and Limpopo also grew, registering increases of +37.2%, +23.6%, and +14.3%, respectively, against the same period in 2022. Conversely, Mpumalanga experienced the steepest decline in growth rate, with a downturn of -21.2%. The Eastern Cape, although also on a declining trend, exhibited the smallest decrease of -12.0% in comparison to Q4 of the prior year. In terms of absolute numbers, Gauteng dominated with the highest volume of trips, totaling 2.8 million. In contrast, the Northern Cape, despite its substantial growth rate, had the fewest trips, with just 0.4 million trips.

Source Province Growth Rate Q4 2023 vs. Q4 2022



No. of Trips from Source Province Q4 2023 (Millions)



No. of Trips from Source Province Q4 2021 - Q4 2023

No. of Trips from Source	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Western Cape
Q4 2021	1 560 525	88 705	1 482 551	510 712	0	311 740	457 874	95 771	317 890
Q4 2022	1 322 461	563 202	3 225 277	1 007 830	1 742 186	529 334	771 556	197 699	781 418
Q4 2023	1 164 161	772 753	2 820 076	1 246 082	1 991 275	416 871	676 525	373 085	635 812

DOMESTIC OVERNIGHT TRIPS

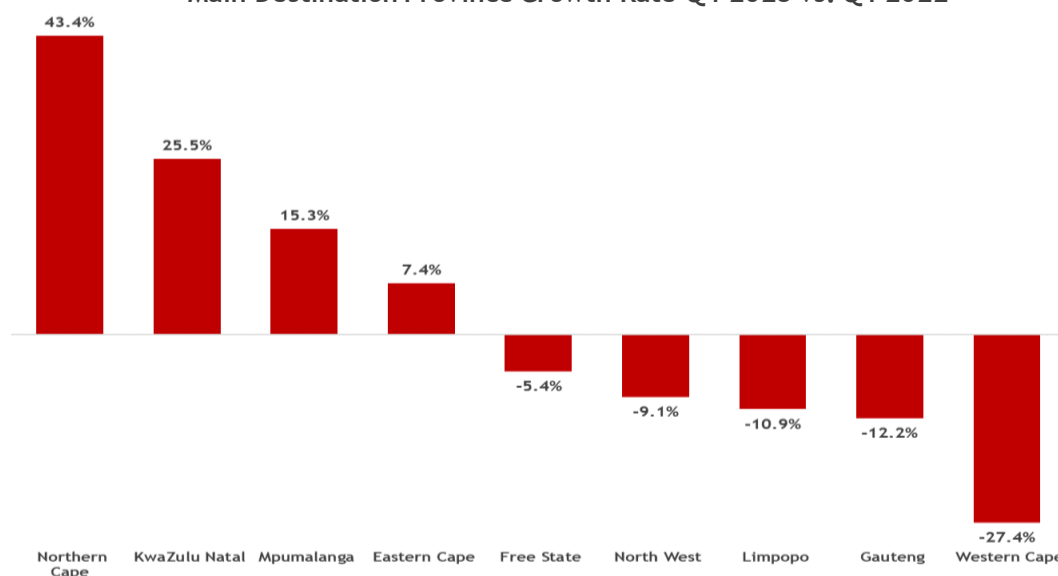


10.1 MILLION

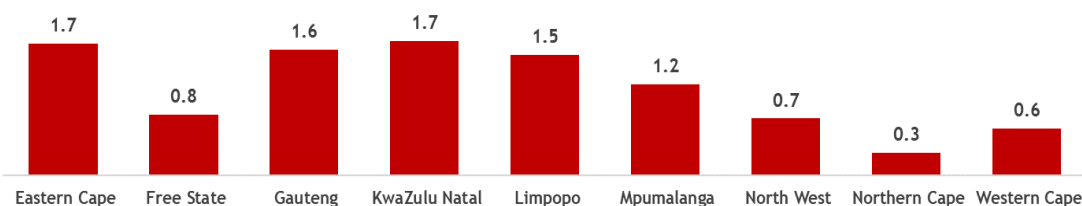
-0.4% ▼

Regarding the 'main destination' province growth rates for Q4 2023, the Northern Cape, KwaZulu-Natal, Mpumalanga, and Eastern Cape all reported growth. Specifically, the Northern Cape saw the most significant increase in growth rate, with a remarkable +43.4% uptick compared to Q4 of the previous year. KwaZulu-Natal and Mpumalanga followed suit, registering increases of +25.5% and +15.3%, respectively. The Eastern Cape also enjoyed a positive trajectory, albeit more modest, with a +7.4% rise against Q4 2022's figures. On the other hand, five provinces faced a downturn in growth rates when compared with Q4 of the preceding year. The Western Cape experienced the most contraction, with a -27.4% decline. Gauteng was next, with a decrease of -12.2%, followed by Limpopo at -10.9%, North-West at -9.1%, and the Free State at -5.4%. Collectively, the provinces that exhibited negative growth accounted for 52.0% of the total number of trips to the main destination province in Q4 2023. This indicates that a majority share of trips were subject to negative growth rates.

Main Destination Province Growth Rate Q4 2023 vs. Q4 2022



No. of Trips to Main Destination Province Q4 2023 (Millions)



No. of Trips to Main Destination Province Q4 2021 - Q4 2023

No. of Trips to Main Destination	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Western Cape
Q4 2021	1 475 338	144 807	837 911	587 705	269 483	625 243	299 206	123 039	463 035
Q4 2022	1 561 584	822 434	1 830 644	1 368 499	1 726 674	1 009 913	796 072	203 118	822 026
Q4 2023	1 677 723	778 341	1 607 395	1 717 772	1 538 805	1 164 413	723 829	291 279	597 082

DOMESTIC OVERNIGHT TRIPS

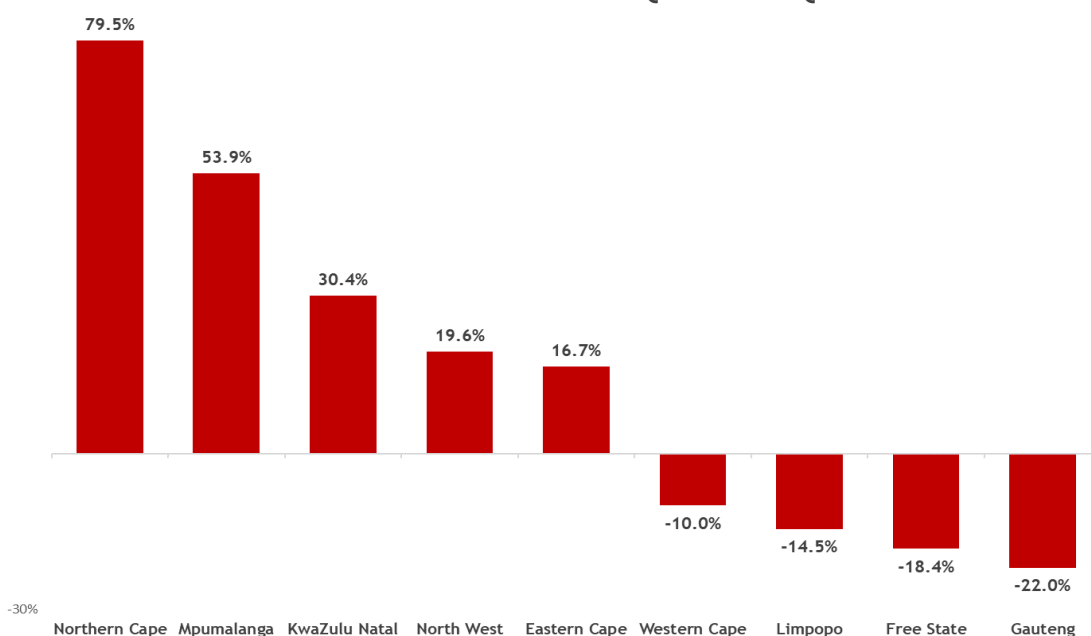


10.1 MILLION

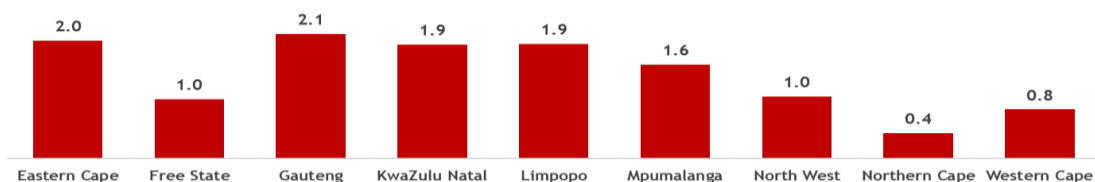
-0.4% ▼

In Q4 2023, the Northern Cape, Mpumalanga, KwaZulu-Natal, North-West, and Eastern Cape displayed robust growth rates as the destination province. The Northern Cape took the lead, with a substantial +79.5% increase when compared to the fourth quarter of 2022. Mpumalanga and KwaZulu-Natal also saw noteworthy increases of +53.9% and +30.4%, respectively. The North-West and Eastern Cape were not far behind, enjoying growth rates of +19.6% and +16.7%, respectively. Conversely, four provinces faced downturns in their growth rates relative to the same quarter of the previous year. Gauteng experienced the most pronounced decline, falling by -22.0%. Despite this, it maintained the highest number of overnight trips among all provinces, with 2.1 million recorded. The Free State encountered a decrease of -18.4%, Limpopo retracted by -14.5%, and the Western Cape saw a -10.0% fall in growth rate.

Destination Province Growth Rate Q4 2023 vs. Q4 2022



No. of Trips to Destination Province Q4 2023 (Millions)



No. of Trips to Destination Province Q4 2021 - Q4 2023

No. of Trips to Destination	Eastern Cape	Northern Cape	Mpumalanga	KwaZulu Natal	Western Cape	Gauteng	Free State	North West	Limpopo
Q4 2021	1 527 053	123 039	667 226	693 319	463 035	1 280 757	190 852	323 168	269 483
Q4 2022	1 671 399	236 329	1 009 913	1 446 094	903 006	2 653 341	1 210 279	856 401	2 228 760
Q4 2023	1 951 264	424 266	1 554 406	1 885 194	812 402	2 069 073	988 056	1 024 533	1 905 548

DOMESTIC OVERNIGHT TRIPS

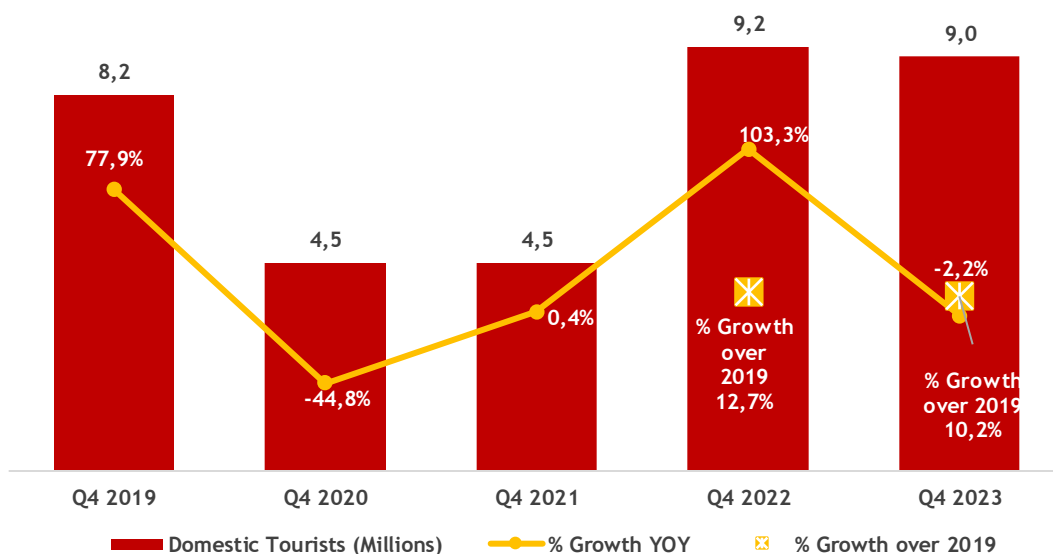


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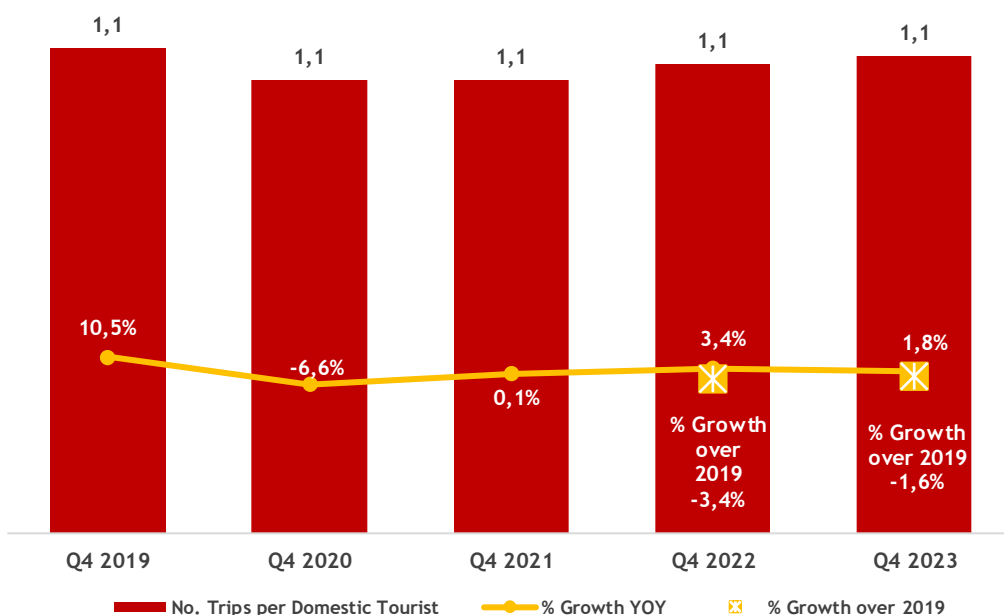
-0.4% ▼

In the fourth quarter of 2023, the number of domestic tourists reached 9.0 million, marking a slight decline of -2.2% compared to the same quarter in 2022. The growth trends for domestic tourists closely mirrored the pattern of trips taken. The average number of trips per person held steady at 1.1, consistent with the figures from previous years. This suggests a stable domestic tourism sector with minor fluctuations in the frequency of travel per individual.

Domestic Tourists Q4 2019 - Q4 2023 (Millions)



Average No. of Trips per Domestic Tourist Q4 2019 - Q4 2023



DOMESTIC SPEND

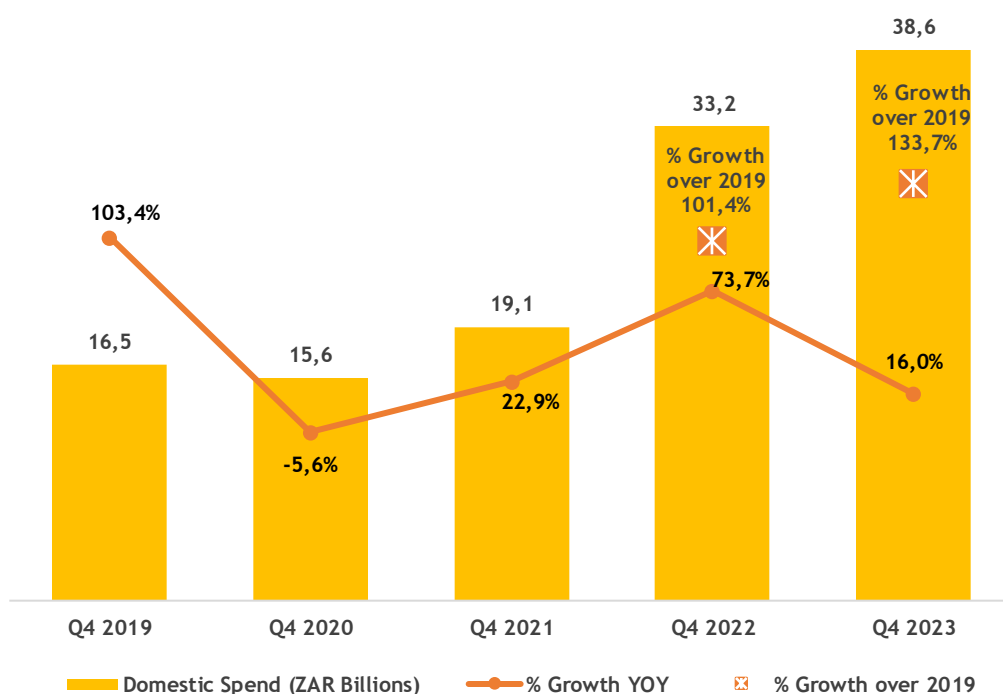


ZAR
38.6 BILLION

+16.0% ▲

Domestic overnight spending exhibited considerable growth in Q4 2023, increasing by +16.0% after a record surge of +73.7% in the same quarter of 2022. Domestic spending for Q4 reached an all-time high during Q4 2023, standing at ZAR 38.6 billion. Business Travellers, MICE, and Religious tourism saw notable increases in overnight spend, with their shares rising to +8.0%, +6.0%, and +2.2% respectively. Conversely, the shares of spending for Holidays and VFR witnessed declines of -3.2 percentage points and -2.3 percentage points respectively in Q4 2023.

Domestic Overnight Spend Q4 2019 - Q4 2023 (ZAR Billions)



Domestic Spend by Main Purpose Q4 2022 vs. Q4 2023 (ZAR Billions & Shares)

Total Domestic Spend	Q4 2022	Q4 2023	% Share Q4 2022	% Share Q4 2023
Holiday	17.7	19.4	53.4%	50.2%
VFR	9.9	10.6	29.8%	27.5%
Business Traveller	2.3	3.1	6.8%	8.0%
MICE	1.1	2.3	3.4%	6.0%
Religion	0.1	0.8	0.4%	2.2%
Medical	0.3	0.2	0.9%	0.4%
Personal Shopping	0.0	0.1	0.0%	0.4%
Other	1.8	2.1	5.4%	5.4%

DOMESTIC SPEND

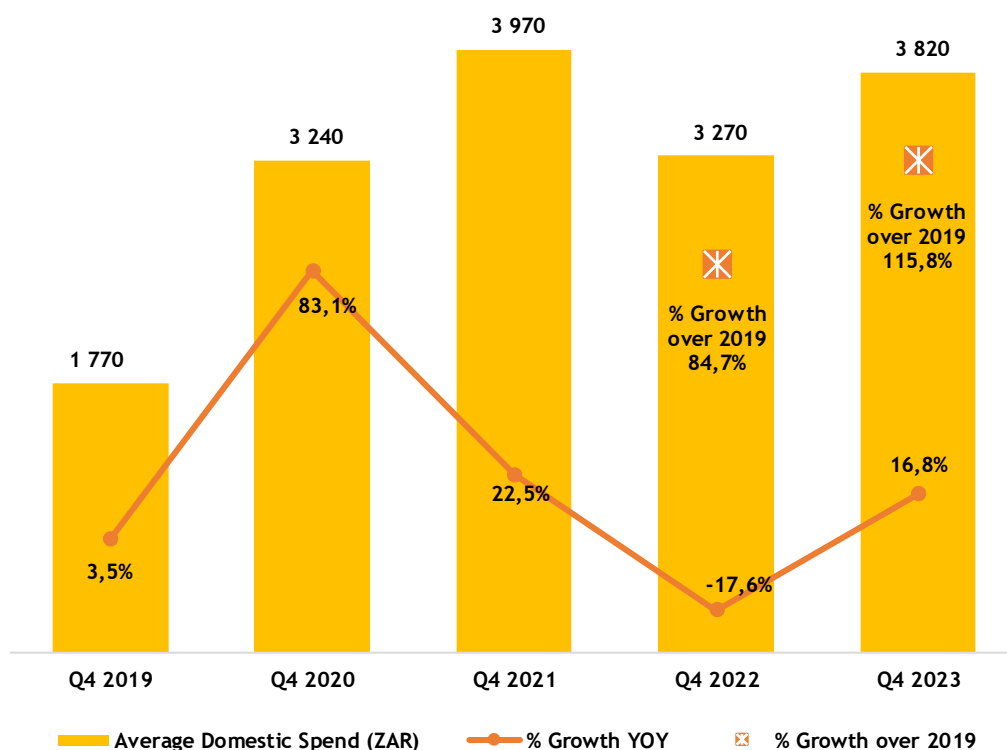


ZAR
38.6 BILLION

+16.0% ▲

In Q4 2022, the average domestic overnight spend demonstrated steady growth of +16.8%, with the average spend for the quarter reaching ZAR 3 820. During this period, there was an increase in the average domestic overnight spend for both VFR and MICE. In Q4 2023, the most significant rise was observed in the VFR category, which soared by +53.0%, bringing the average spend to ZAR 2 922. This was closely followed by the MICE sector, which saw an increase of +30.8%, resulting in an average spend of ZAR 6 001. Conversely, the average spend for Holidays experienced a downturn, declining by -11.4% to ZAR 4 845.

Average Domestic Overnight Spend Q4 2019 - Q4 2023 (ZAR)



Average Domestic Overnight Spend by Main Purpose Q4 2019 - Q4 2023

Average Domestic Overnight Spend	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023	%Growth 2023 vs. 2022
VFR	R1 100	R2 140	R1 710	R1 910	R2 922	53.0%
Holiday	R2 710	R4 790	R7 170	R5 470	R4 845	-11.4%
MICE	R1 060	R9 730	R6 150	R4 590	R6 001	30.8%
Domestic Overnight Trips	R1 770	R3 240	R3 970	R3 270	R3 820	16.8%

*Personal & business shopping removed due to very low counts.

DOMESTIC SPEND





ZAR
38.6 BILLION

+16.0% ▲

In Q4 2023, Transportation continued to account for the highest proportion of expenditure, with a recorded ZAR 15.4 billion, marking a +20.3% increase from Q4 2022. The second-largest category for expenditure was Food & Beverages, which remained relatively stable at ZAR 11.6 billion, noting a modest rise of +5.7%. Personal Shopping saw an increase of +13.6%, reaching ZAR 4.2 billion, closely aligning with Accommodation, the third-largest category at ZAR 4.4 billion. Remarkably, Leisure expenditure surged by +150.6%, reaching ZAR 1.0 billion.

Domestic Spend by Expenditure Category Q4 2021 - Q4 2023 (ZAR Billions)

Expenditure Category	Q4 2021	Q4 2022	Q4 2023	% Growth 2023 vs. 2022
 Transport	8.9	12.8	15.4	20.3%
 Food & Beverages	4.6	11.0	11.6	5.7%
 Accommodation	2.8	4.5	4.4	-2.4%
 Personal Shopping	2.0	3.7	4.2	13.6%
 Leisure	0.2	0.4	1.0	150.6%
 Business Shopping	0.20	0.04	0.04	-0.95%

*Personal & business shopping removed due to very low counts.

BED NIGHTS

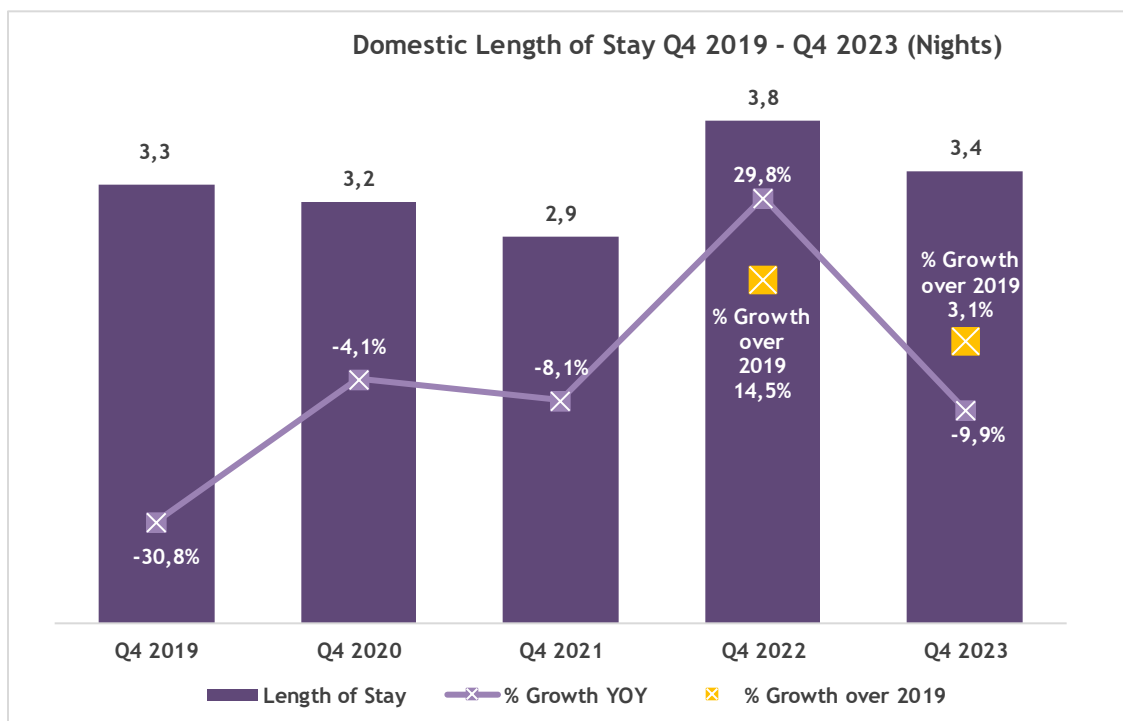
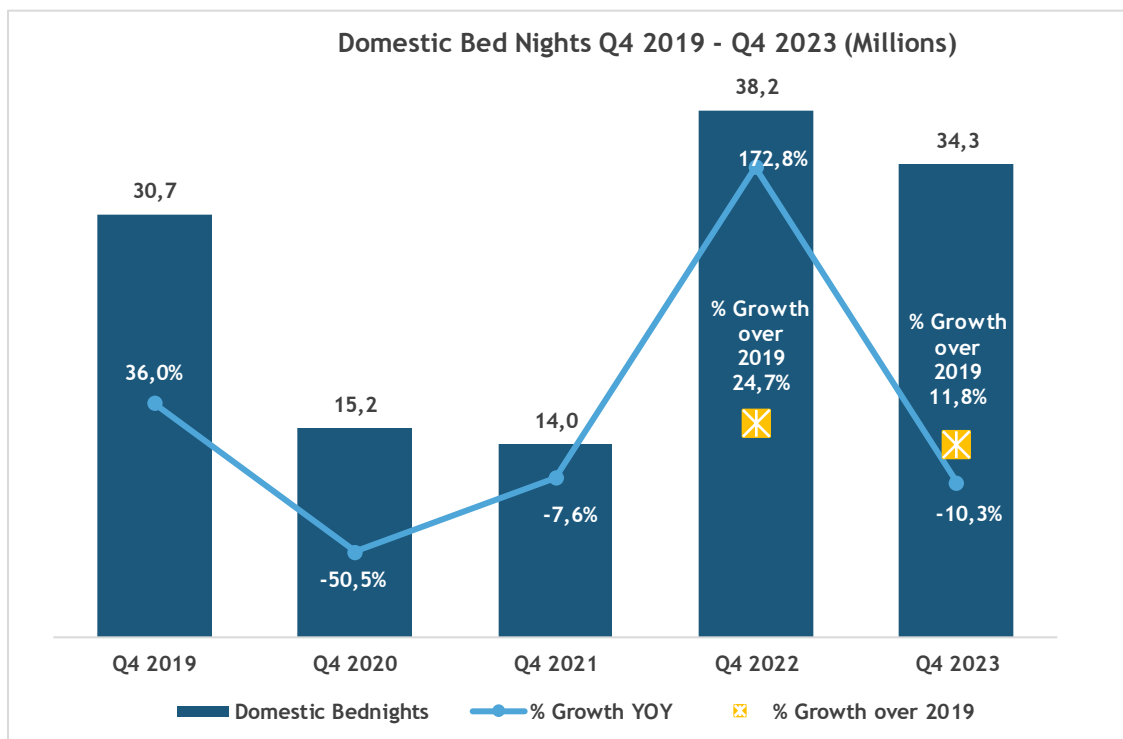


34.3 MILLION

-10.3%



In the past quarter, domestic bed nights amounted to 34.3 million, which represented a 10.3% decrease compared to Q4 2022, following a significant rise in that period. The average domestic length of stay witnessed a modest reduction of -9.9%, with the duration shortening to an average of 3.4 nights.





PROVINCIAL PERFORMANCE OF MAIN DESTINATION

PROVINCIAL OVERVIEW



In the fourth quarter of 2023, KwaZulu-Natal emerged as the leading main destination province, recording the highest number of overnight trips. It was closely followed by the Eastern Cape, which saw a significant increase, reaching 1.7 million trips, marking a +25.5% increase compared to the fourth quarter of 2022. The Eastern Cape also experienced a notable rise, with a +7.4% increase since Q4 2022, achieving the same number of trips as KwaZulu-Natal.

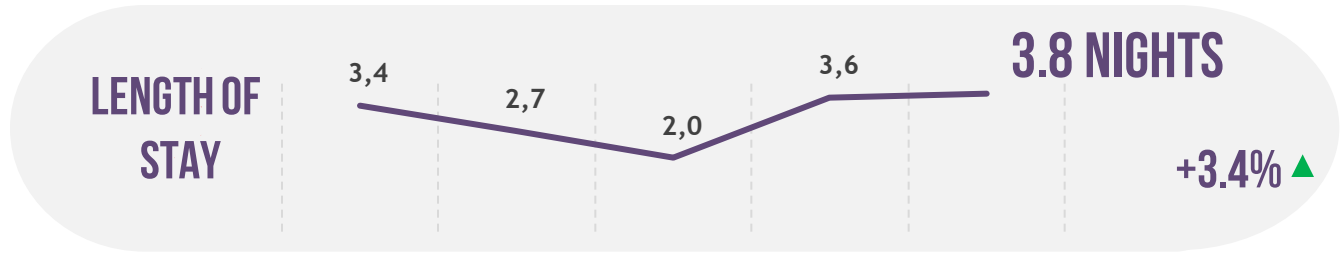
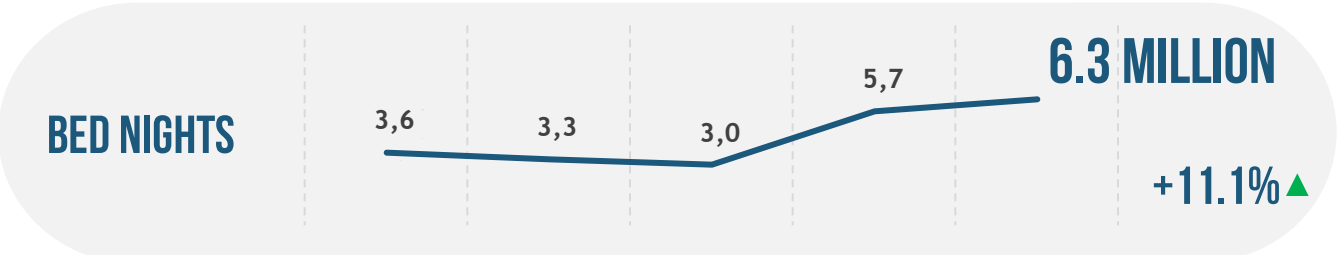
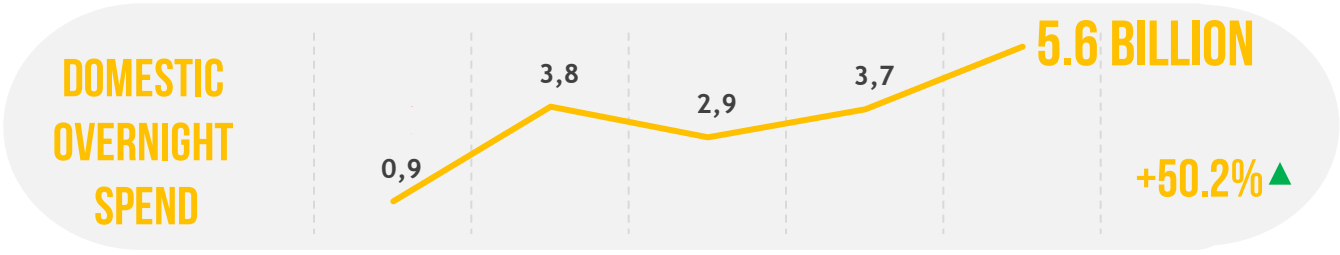
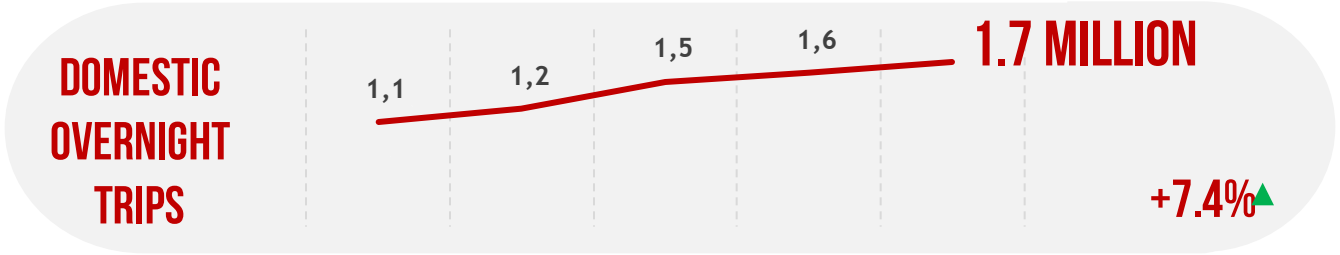
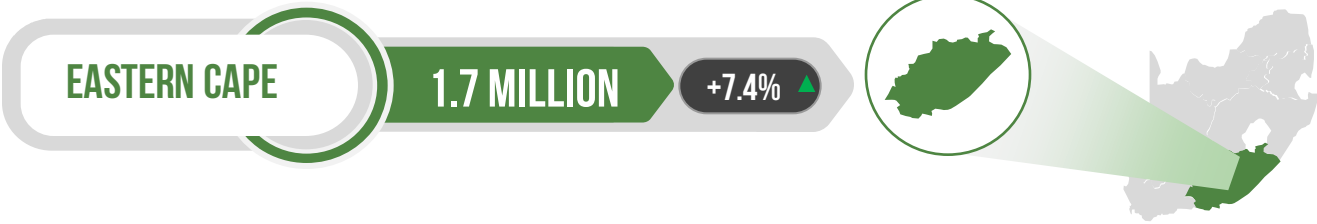
KwaZulu-Natal not only led in the number of overnight trips but also had the highest number of bednights at 6.7 million in Q4 2023, coupled with the third-longest average length of stay, which stood at 3.9 nights. The expenditure in KwaZulu-Natal was the second-highest among the provinces, reaching an impressive ZAR 6.4 billion. This figure represents an astounding +116.9% increase from the fourth quarter of the previous year.

Despite being the fourth largest in terms of overnight trip volume, Limpopo outperformed other provinces in terms of spending, boasting the largest Overnight Spend of ZAR 7.4 million, which surged by +78.7% compared to Q4 2022.

The Northern Cape, although not leading in the number of trips or expenditure, had the distinction of having the longest average Length of Stay, with visitors spending an average of 4.8 nights in Q4 2023.

Domestic Overnight Key Performance Indicators by Main Destination Q4 2023

Main Destination Province	Domestic Overnight Trips (Millions)	Overnight Spend (ZAR Millions)	Average Overnight Spend (ZAR)	Bednights (Millions)	Length of Stay (Nights)
Eastern Cape	1.7	5.6	3330	6.3	3.8
Free State	0.8	2.2	2870	1.5	1.9
Gauteng	1.6	4.7	2920	5.8	3.6
KwaZulu Natal	1.7	6.4	3730	6.7	3.9
Limpopo	1.5	7.4	4840	5.0	3.2
Mpumalanga	1.2	6.3	5440	3.0	2.6
North West	0.7	1.1	3830	1.4	4.8
Northern Cape	0.3	2.0	2810	2.1	3.0
Western Cape	0.6	2.7	4530	2.5	4.2



Q4 2019 Q4 2020 Q4 2021 Q4 2022 Q4 2023

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EASTERN CAPE

1.7 MILLION

+7.4%



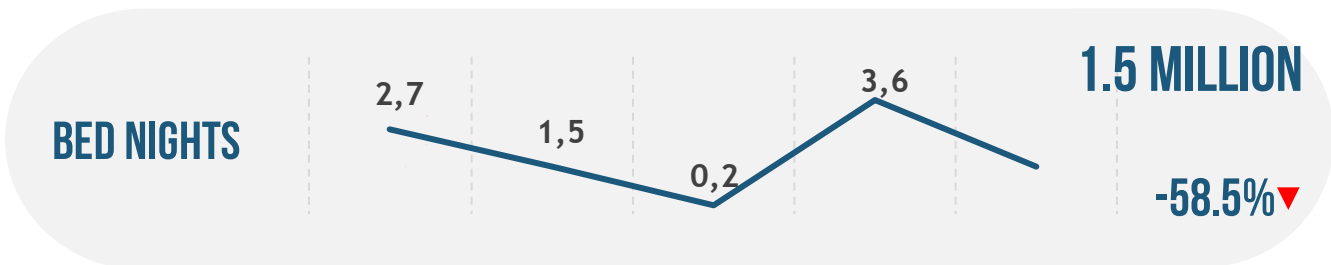
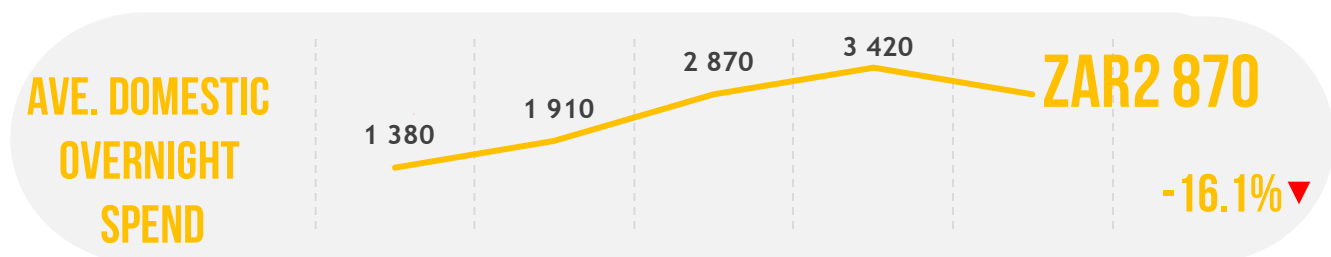
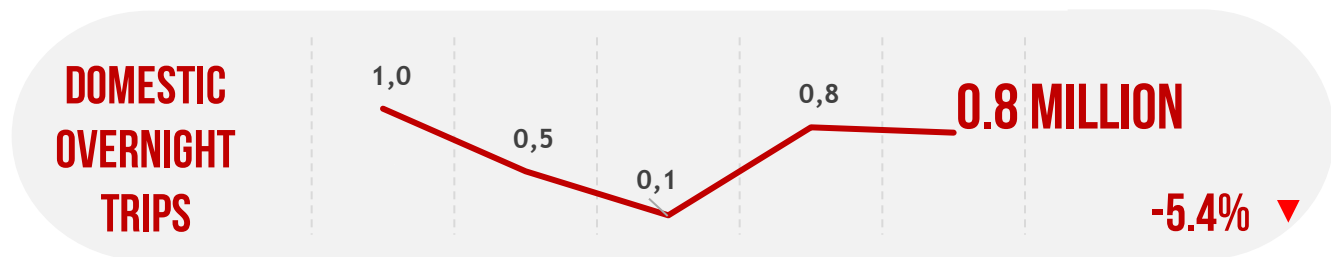
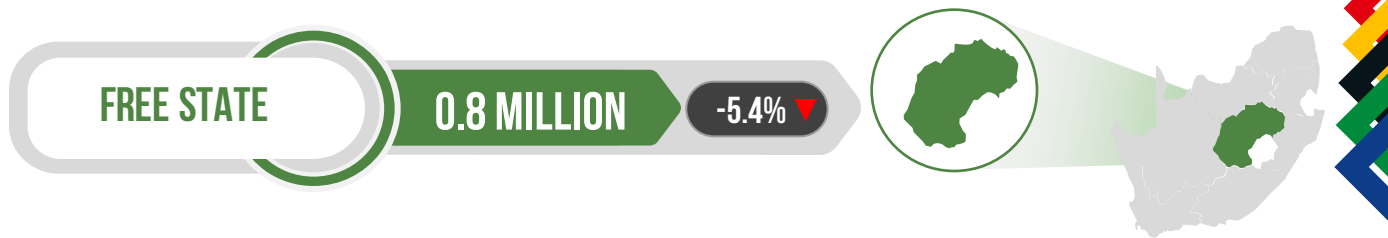
Share of Eastern Cape Overnight Trips by Main Purpose Q4 2023

Eastern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	60.8%	27.1%	2.6%	0.0%	0.0%	7.8%
Basis Point Change vs. 2022	-8.4%	7.9%	1.0%	-1.7%	-4.9%	6.9%

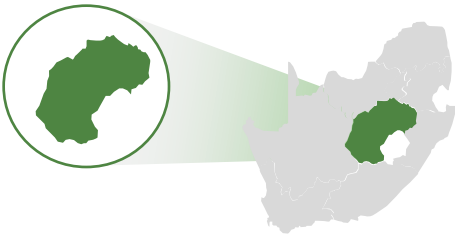
Eastern Cape Overnight Spend by Main Purpose Q4 2023

Eastern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	38.8%	43.9%	5.4%	0.0%	0.0%	10.9%
Basis Point Change vs. 2022	-10.0%	0.3%	4.9%	-2.4%	-1.7%	9.8%

Personal & business shopping removed due to very low counts.
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Share of Free State Overnight Trips by Main Purpose Q4 2023

Free State	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	43.0%	39.6%	3.1%	0.0%	0.0%	7.0%
Basis Point Change vs. 2022	1.2%	23.5%	-14.7%	-9.4%	0.0%	4.9%

Free State Overnight Spend by Main Purpose Q4 2023

Free State	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	37.9%	51.5%	1.7%	0.0%	0.0%	4.1%
Basis Point Change vs. 2022	21.4%	27.1%	-21.4%	-8.1%	0.0%	3.4%

Personal & business shopping removed due to very low counts.
 Key growth and change rates shown in this report are in comparison to 2022.

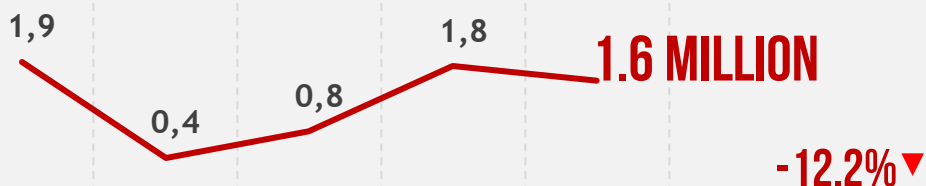
GAUTENG

1.6 MILLION

-12.2% ▼



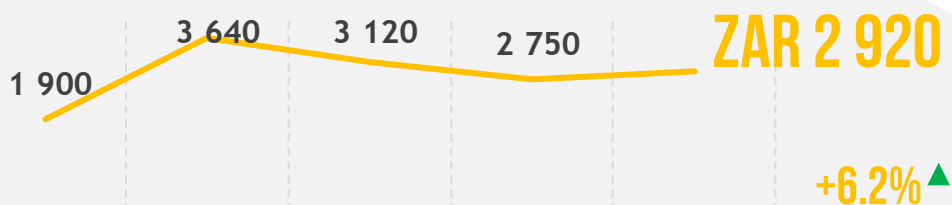
DOMESTIC OVERNIGHT TRIPS



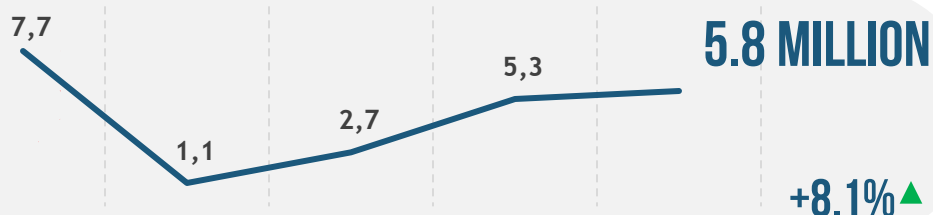
DOMESTIC OVERNIGHT SPEND



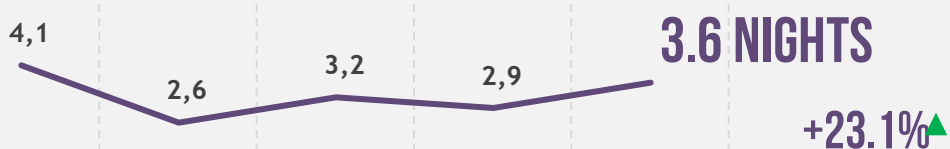
AVE. DOMESTIC OVERNIGHT SPEND



BED NIGHTS



LENGTH OF STAY



Q4 2019 Q4 2020 Q4 2021 Q4 2022 Q4 2023

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GAUTENG

1.6 MILLION

-12.2%



Share of Gauteng Overnight Trips by Main Purpose Q4 2023

Gauteng	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	33.8%	51.6%	5.6%	1.1%	2.1%	2.3%
Basis Point Change vs. 2022	-7.5%	14.4%	-3.1%	-0.4%	2.1%	0.4%

Gauteng Overnight Spend by Main Purpose Q4 2023

Gauteng	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	28.2%	57.4%	8.0%	0.7%	1.7%	0.2%
Basis Point Change vs. 2022	3.1%	-0.7%	1.5%	-2.3%	1.7%	0.0%

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2022.

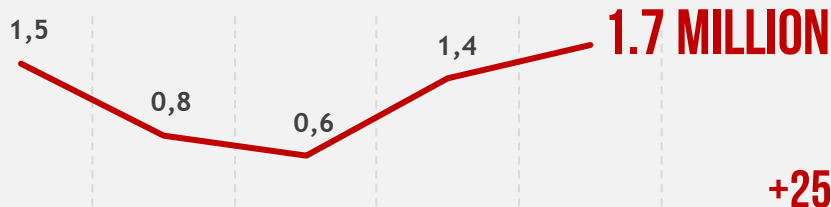
KWAZULU-NATAL

1.7 MILLION

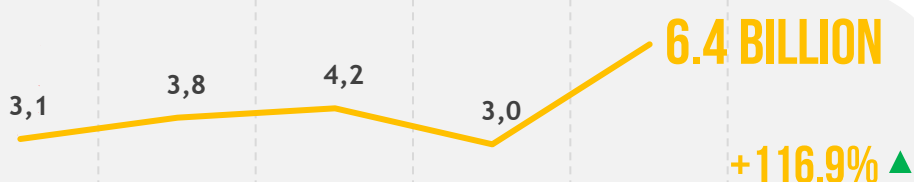
+25.5% ▲



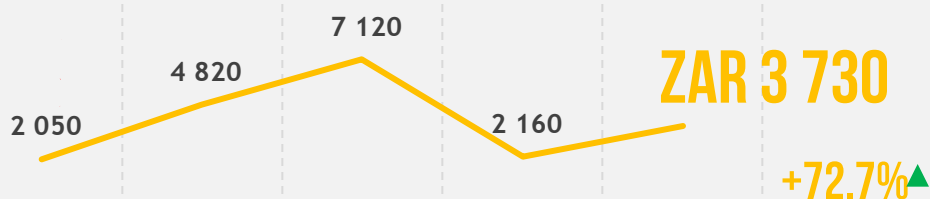
DOMESTIC OVERNIGHT TRIPS



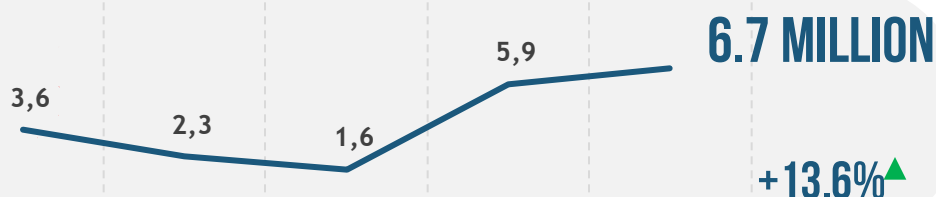
DOMESTIC OVERNIGHT SPEND



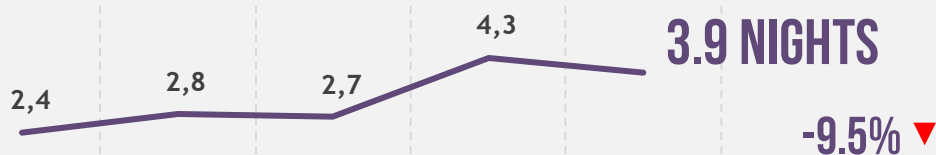
AVE. DOMESTIC OVERNIGHT SPEND



BED NIGHTS



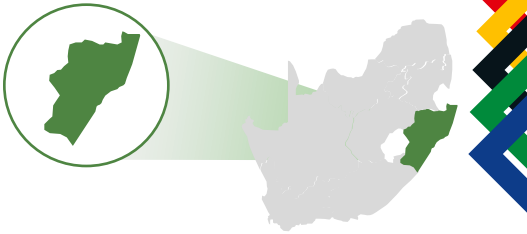
LENGTH OF STAY



Q4 2019 Q4 2020 Q4 2021 Q4 2022 Q4 2023

Key growth and change rates shown in this report are in comparison to 2022.

Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.



Share of KwaZulu Natal Overnight Trips by Main Purpose Q4 2023

KwaZulu-Natal	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	35.3%	55.6%	7.1%	0.0%	0.0%	2.0%
Basis Point Change vs. 2022	-13.6%	13.2%	2.8%	0.0%	-2.9%	1.1%

KwaZulu Natal Overnight Spend by Main Purpose Q4 2023

KwaZulu-Natal	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	24.0%	65.9%	9.3%	0.0%	0.0%	0.8%
Basis Point Change vs. 2022	-12.7%	12.6%	6.9%	0.0%	-7.1%	0.6%

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2022.

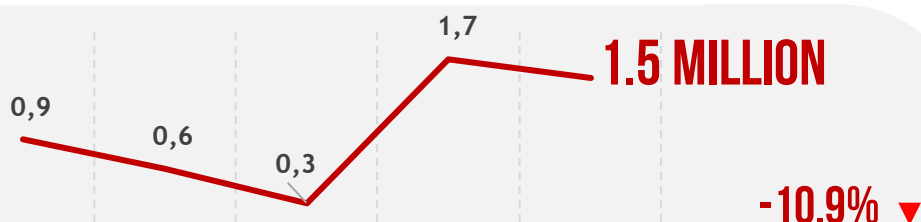
LIMPOPO

1.5 MILLION

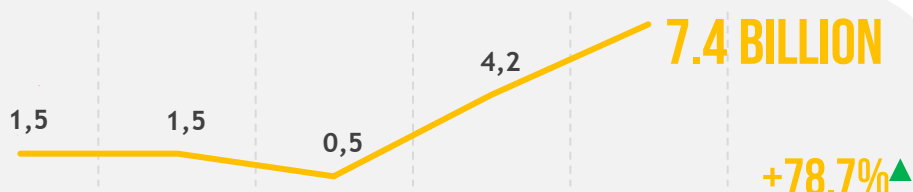
-10.9% ▼



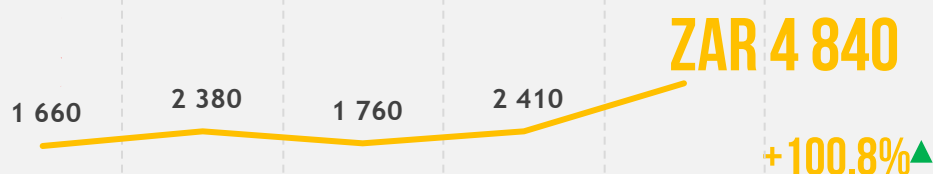
DOMESTIC OVERNIGHT TRIPS



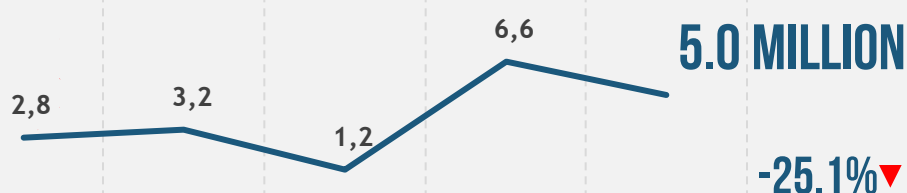
DOMESTIC OVERNIGHT SPEND



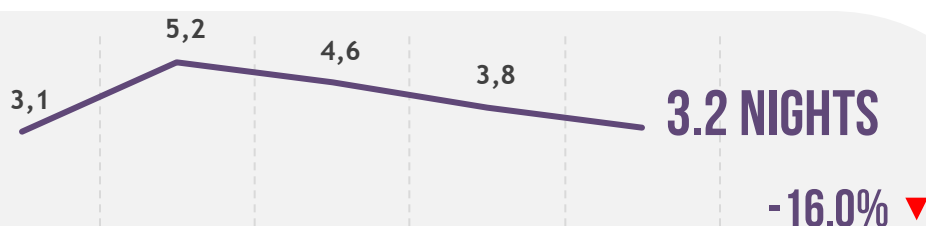
AVE. DOMESTIC OVERNIGHT SPEND



BED NIGHTS



LENGTH OF STAY



Q4 2019 Q4 2020 Q4 2021 Q4 2022 Q4 2023

Key growth and change rates shown in this report are in comparison to 2022.

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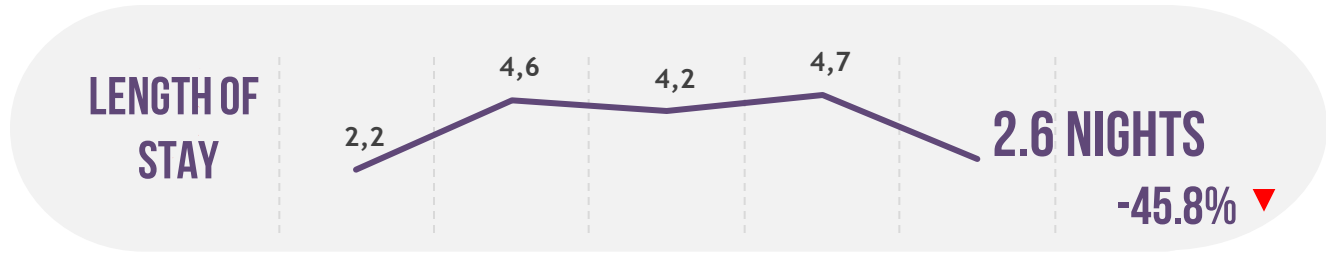
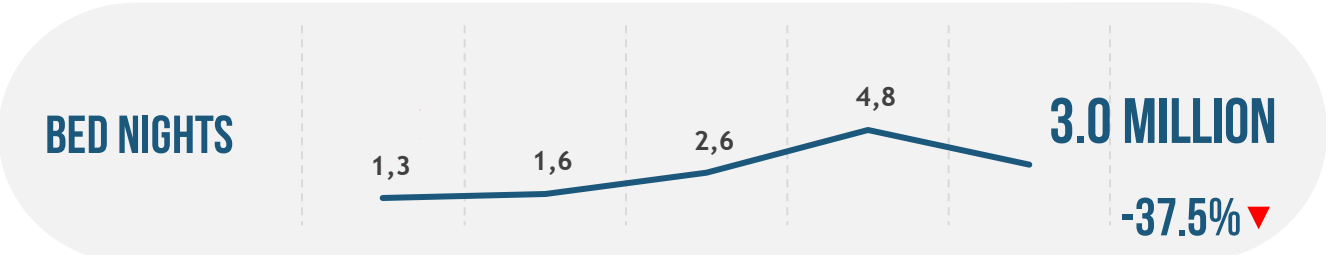
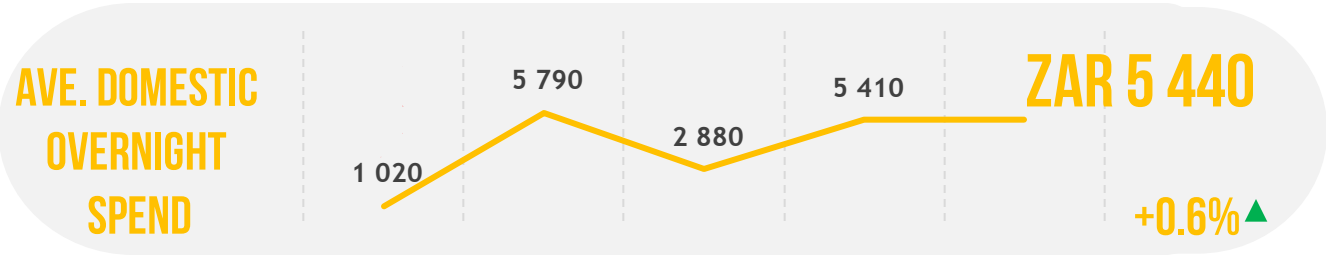
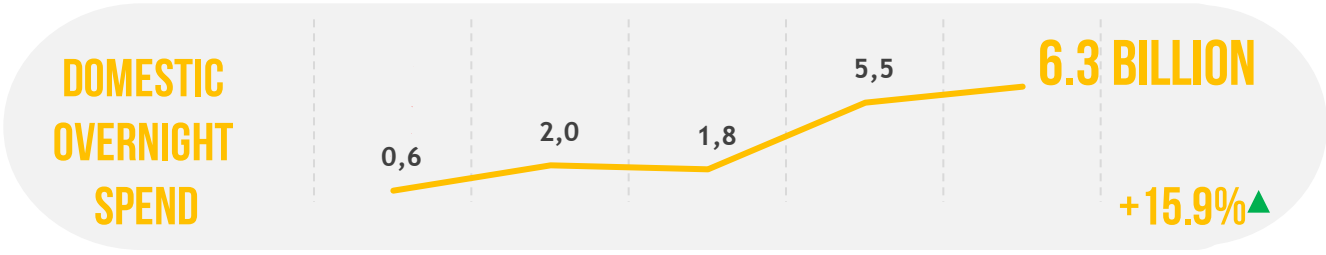
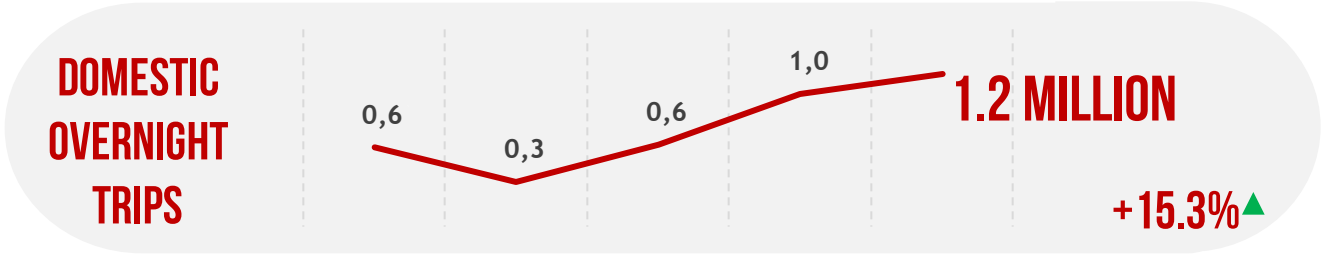


Share of Limpopo Overnight Trips by Main Purpose Q4 2023

Limpopo	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	29.7%	13.8%	13.5%	14.0%	0.0%	5.4%
Basis Point Change vs. 2022	-29.9%	-6.1%	7.2%	7.9%	0.0%	3.9%

Limpopo Overnight Spend by Main Purpose Q4 2023

Limpopo	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	27.4%	36.9%	7.9%	15.2%	0.0%	0.9%
Basis Point Change vs. 2022	4.0%	-3.6%	-11.9%	-0.8%	0.0%	0.8%



Key growth and change rates shown in this report are in comparison to 2022.
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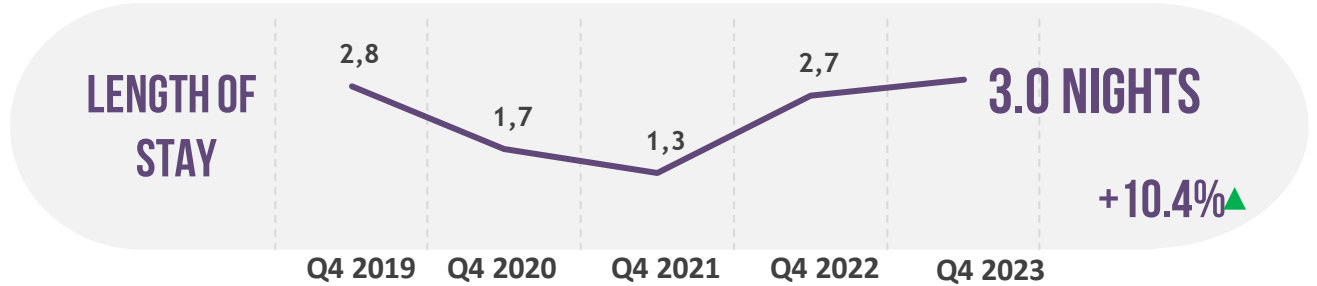
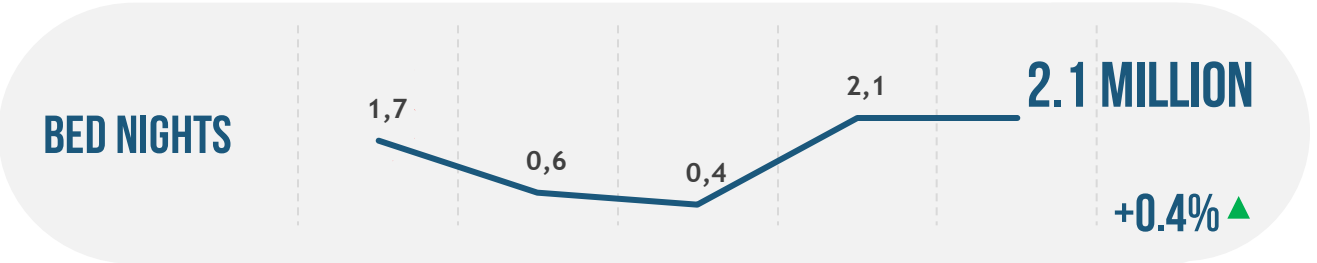
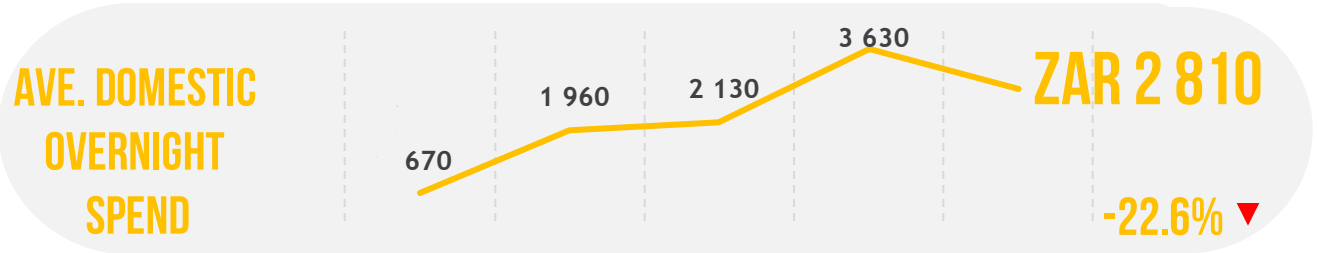
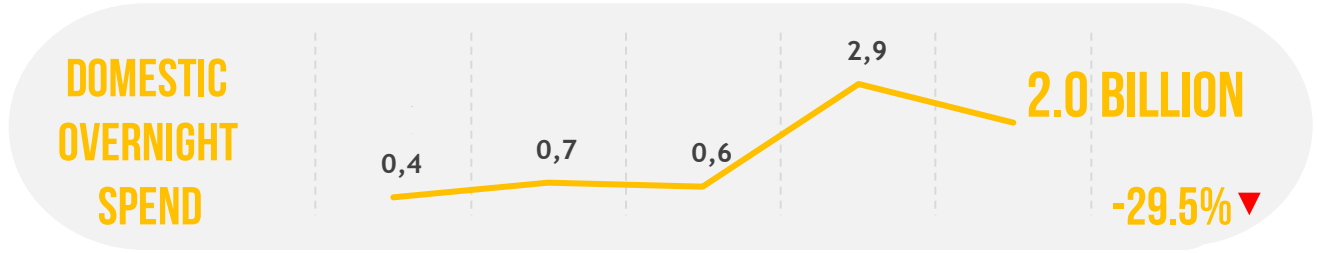
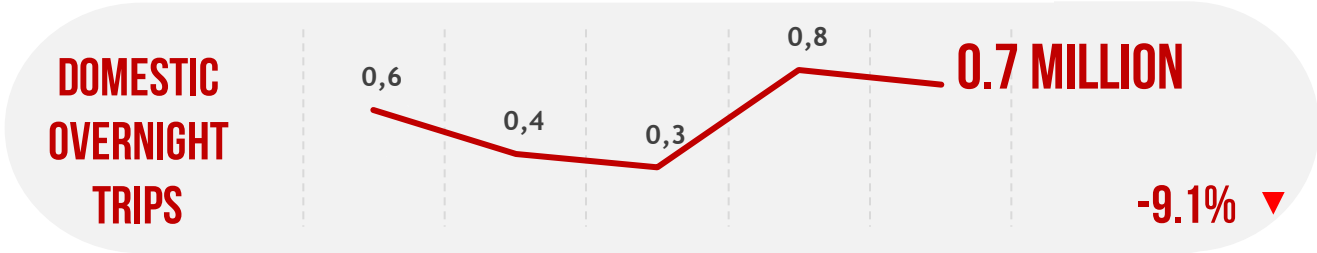
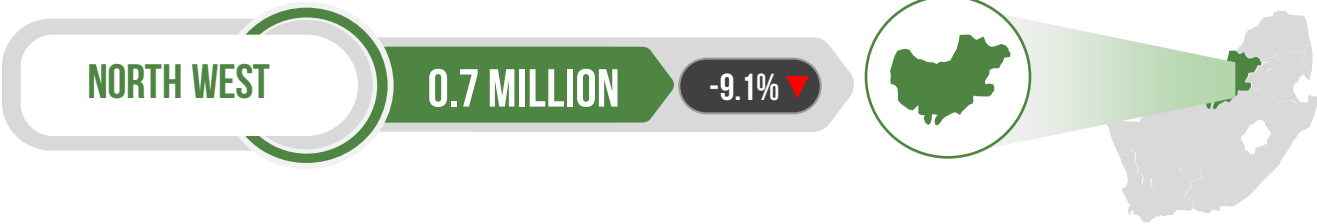
Share of Mpumalanga Overnight Trips by Main Purpose Q4 2023

Mpumalanga	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	7.6%	59.0%	16.4%	12.4%	0.0%	0.0%
Basis Point Change vs. 2022	-43.3%	15.8%	16.4%	12.4%	-5.9%	0.0%

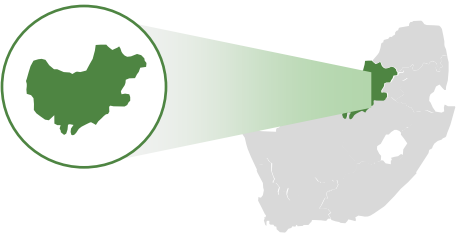
Mpumalanga Overnight Spend by Main Purpose Q4 2023

Mpumalanga	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	10.1%	61.4%	6.0%	18.2%	0.0%	0.0%
Basis Point Change vs. 2022	-13.5%	-14.8%	6.0%	18.2%	-0.2%	0.0%

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2022.



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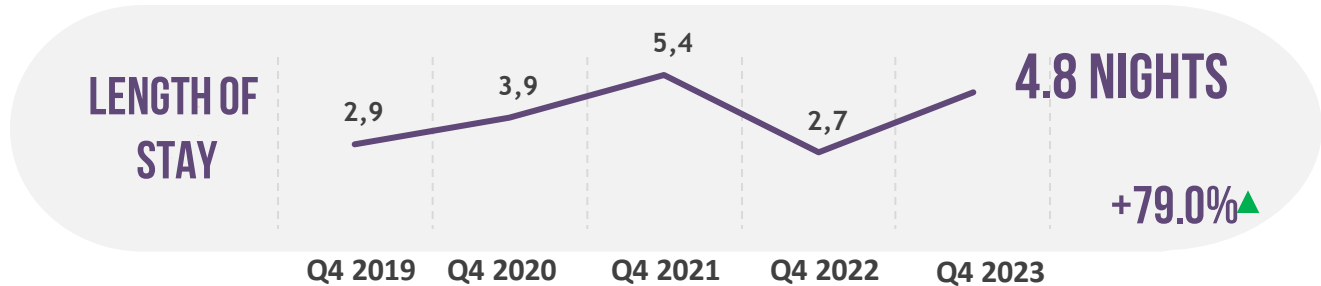
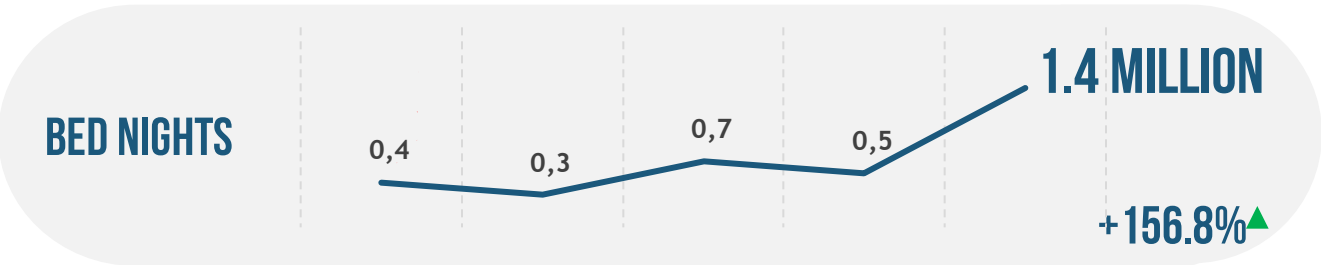
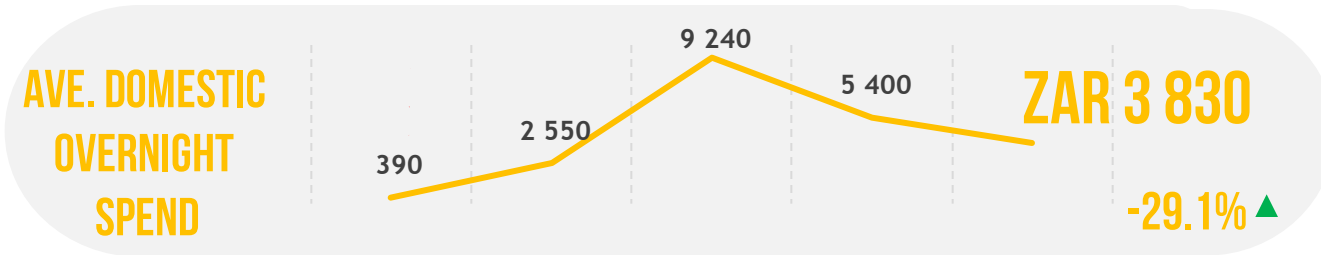
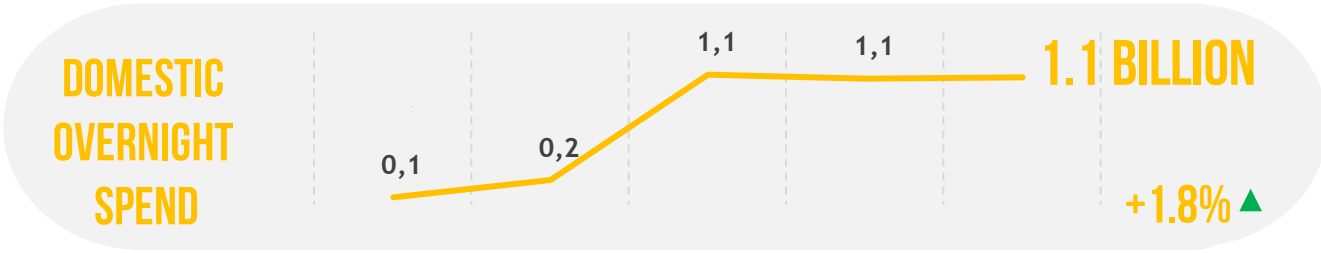
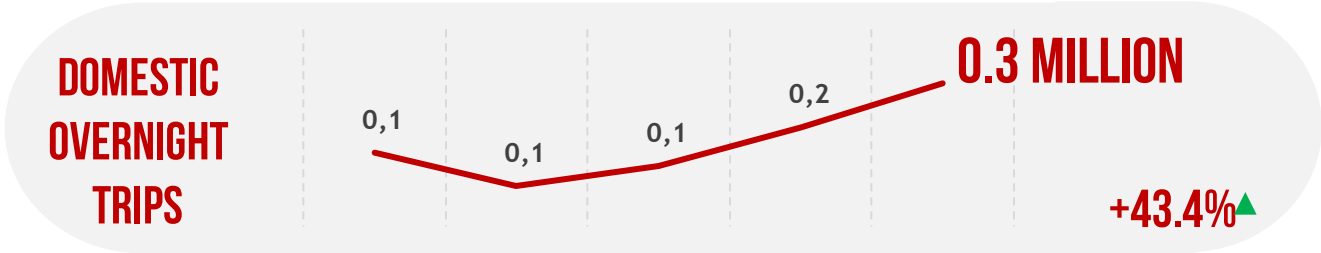
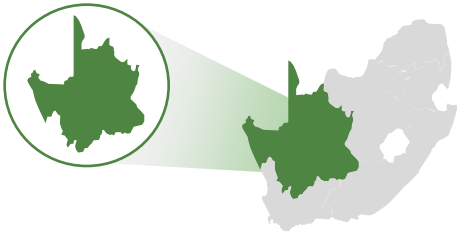
Share of North West Overnight Trips by Main Purpose Q4 2023

North West	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	28.4%	21.4%	9.3%	0.0%	7.4%	0.0%
Basis Point Change vs. 2022	-29.6%	-12.1%	9.3%	0.0%	7.4%	0.0%

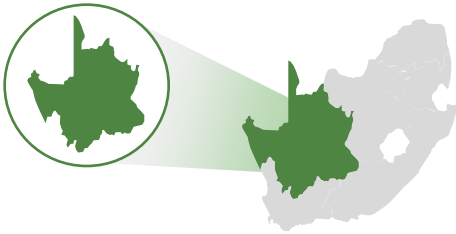
North West Overnight Spend by Main Purpose Q4 2023

North West	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	37.7%	34.2%	20.7%	0.0%	3.5%	0.0%
Basis Point Change vs. 2022	-18.3%	-4.5%	20.7%	0.0%	3.5%	0.0%

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Share of Northern Cape Overnight Trips by Main Purpose Q4 2023

Northern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	51.7%	27.7%	13.4%	0.0%	0.0%	0.0%
Basis Point Change vs. 2022	4.0%	-12.9%	5.6%	0.0%	0.0%	0.0%

Northern Cape Overnight Spend by Main Purpose Q4 2023

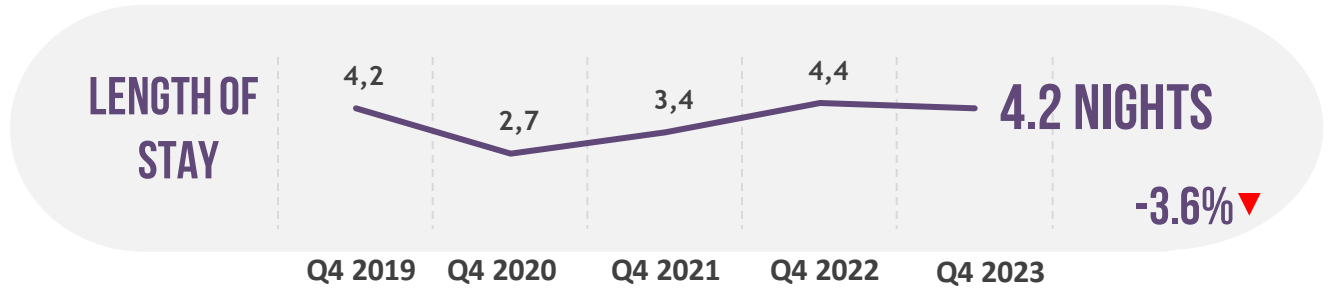
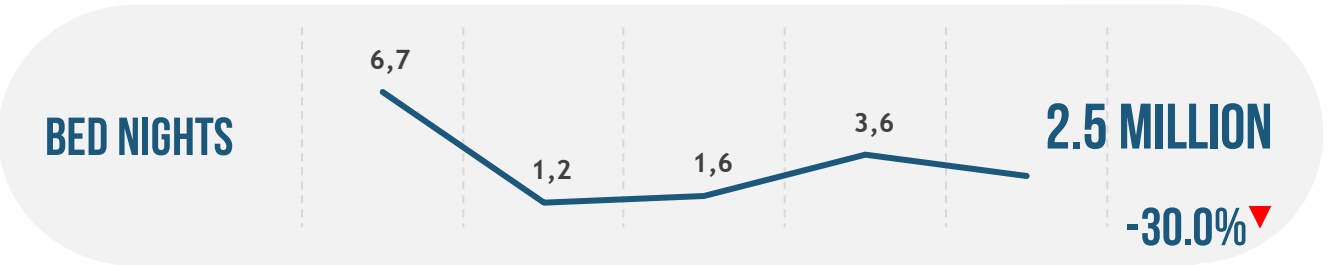
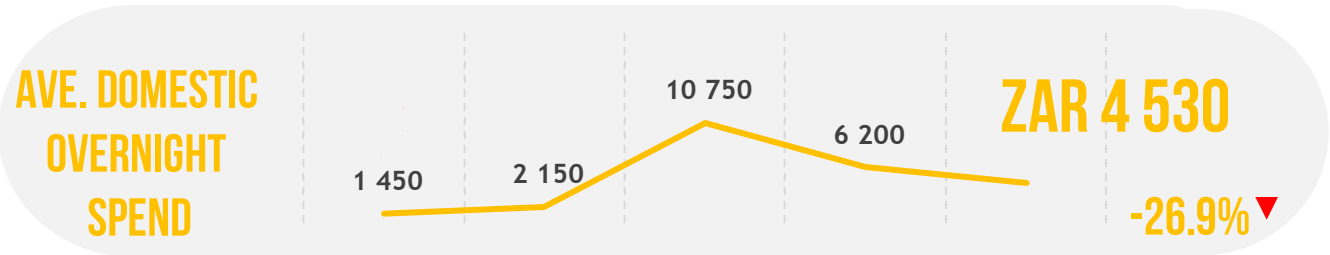
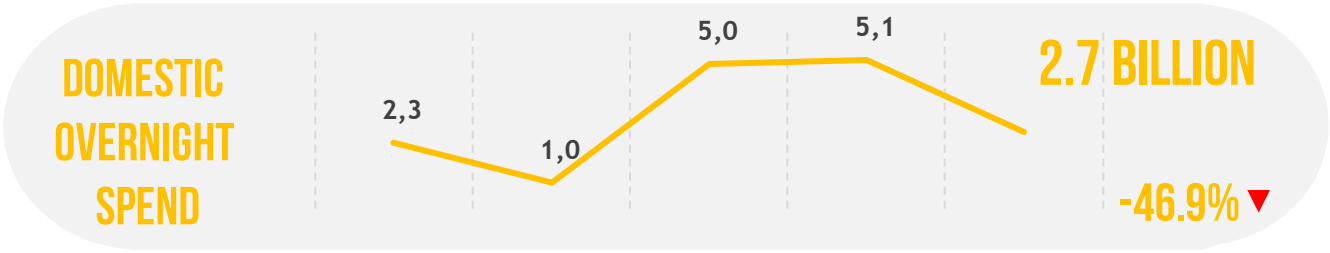
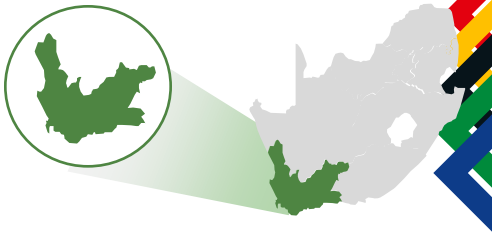
Northern Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	23.9%	5.9%	14.1%	0.0%	0.0%	0.0%
Basis Point Change vs. 2022	7.6%	-69.9%	6.9%	0.0%	0.0%	0.0%

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2022.

WESTERN CAPE

0.6 MILLION

-27.4% ▼

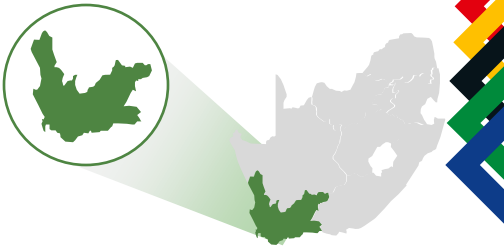


Key growth and change rates shown in this report are in comparison to 2022.
 Data reported for Domestic Overnight Spend and Ave. Spend is based on the total spend of the journey and not exclusively to the Main Destination.

WESTERN CAPE

0.6 MILLION

-27.4% ▼



Share of Western Cape Overnight Trips by Main Purpose Q4 2023

Western Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Trips Q4 2023	37.2%	53.1%	3.7%	1.3%	0.0%	0.0%
Basis Point Change vs. 2022	7.7%	1.7%	-4.2%	0.2%	0.0%	-0.9%

Western Cape Overnight Spend by Main Purpose Q4 2023

Western Cape	VFR	Holiday	Business Traveller	MICE	Medical	Religion
Share Spend Q4 2023	37.0%	53.3%	7.7%	0.0%	0.0%	0.0%
Basis Point Change vs. 2022	13.5%	-8.1%	2.1%	0.0%	0.0%	-0.9%

Personal & business shopping removed due to very low counts.
Key growth and change rates shown in this report are in comparison to 2022.



DOMESTIC DAY TRIPS

DOMESTIC DAY TRIPS

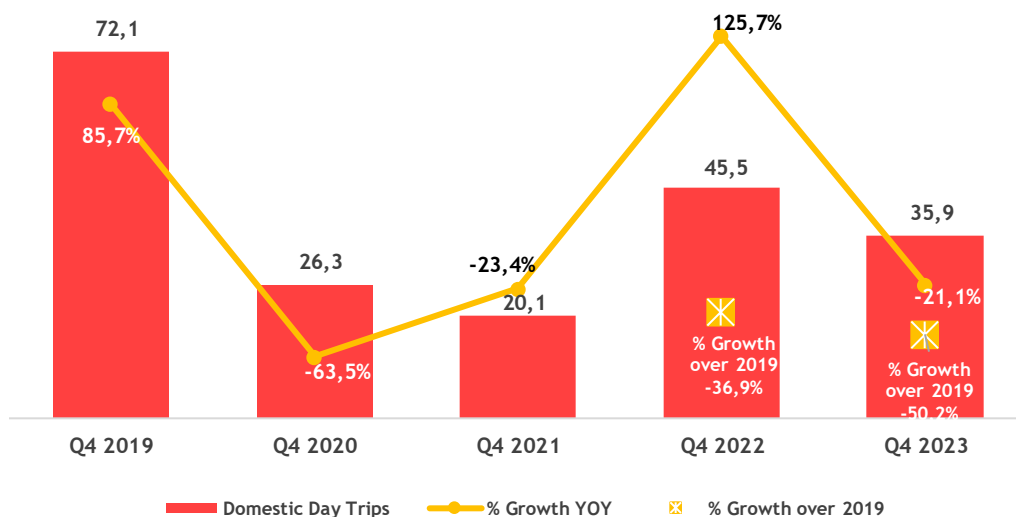


35.9 MILLION

-21.1% ▼

In quarter 4 2023, domestic day trips amounted to 35.9 million trips, a -21.1% decrease compared to Q4 2022. This decrease is after an astounding increase in Q4 2022 of +125.7%. There was a drop in certain purpose categories, with personal shopping and religious trips experiencing declines of -57.1% and -55.1%, respectively. On the other hand, business related travel bucked the trend, with an increase of +54.8%, thereby raising its share to 12.5% compared to the fourth quarter of 2022.

Domestic Day Trips Q4 2019 - Q4 2023 (Millions)



Domestic Day Trips by Purpose

(Actual Millions, Share & Growth YOY or Growth 2019-2023)

Q4 2022 (growth vs. 2019)

PERSONAL SHOPPING
13.4m 29.5%
-7.2%



BUSINESS
2.9m 6.4%
-40.2%



HOLIDAY
10.9m 24.1%
-33.2%



RELIGIOUS
0.4m 0.8%
-74.2%



Q4 2023 (growth vs. 2022)

PERSONAL SHOPPING
5.8m 16.0%
-57.1%

BUSINESS
4.5m 12.5%
+54.8%

HOLIDAY
9.8m 27.2%
-10.7%

RELIGIOUS
0.2m 0.5%
-55.1%

DOMESTIC DAY TRIPS

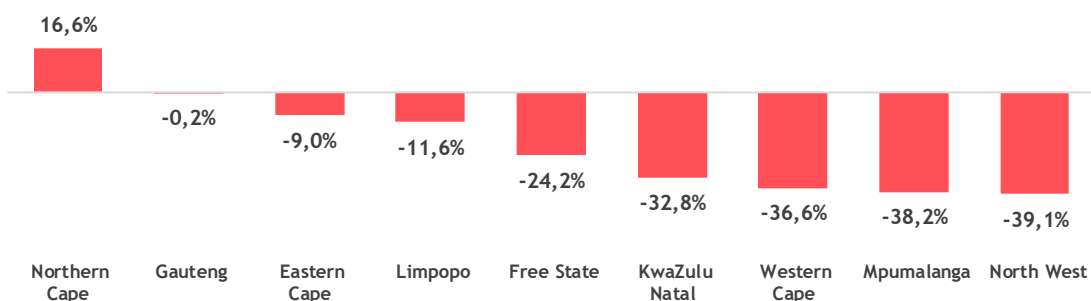


35.9 MILLION

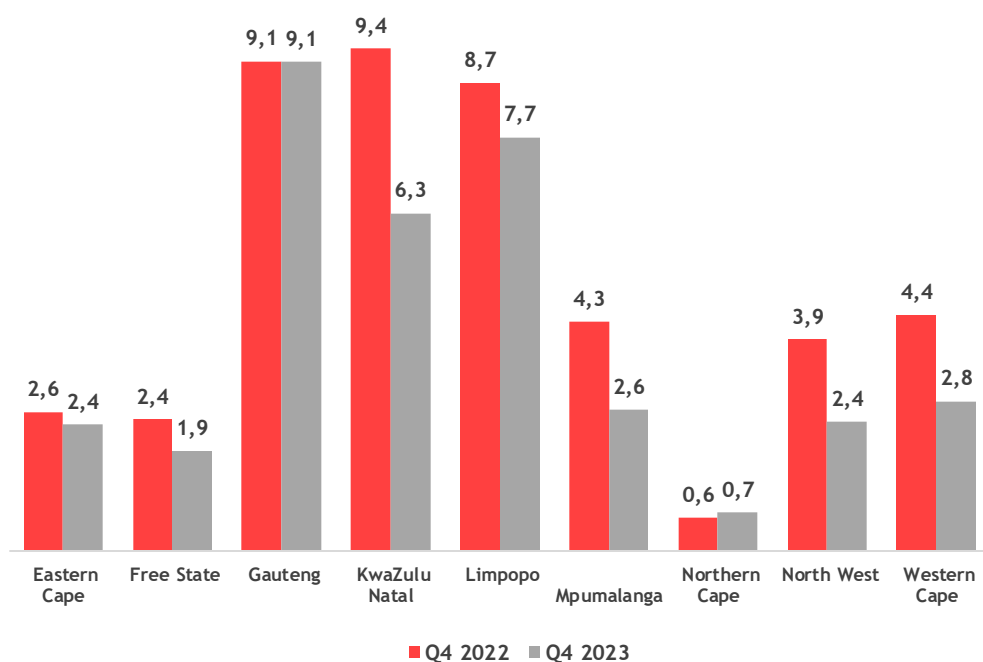
-21.1% ▼

In the fourth quarter of 2023, a negative growth rate in domestic travel was observed across all provinces with the sole exception of the Northern Cape. This province stood out with a positive growth rate of +16.6%, a trend that was mirrored in the number of domestic overnight trips. The North-West province experienced the steepest decline, with a significant reduction of -39.1% in travel activity. Meanwhile, Gauteng showed remarkable resilience, maintaining relative stability with a marginal decline of just -0.2% when compared to the fourth quarter of 2022.

Source Province Growth Rate Q4 2023 - Q4 2022



No of Domestic Day Trips from Source Province Q4 2022 - Q4 2023 (Millions)



DOMESTIC DAY TRIPS

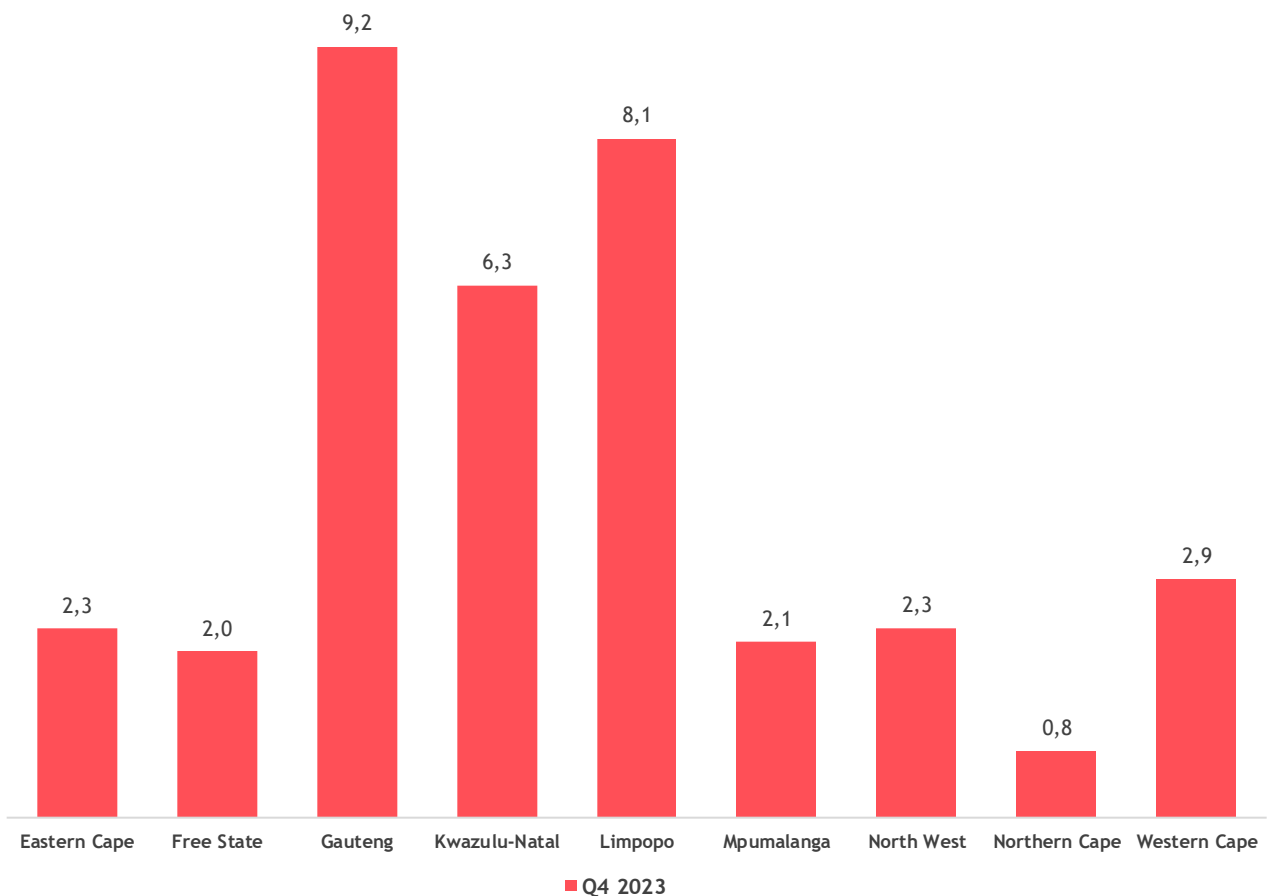


35.9 MILLION

-21.1% ▼

In the fourth quarter of 2023, Gauteng emerged as the province with the highest number of day trips, with travellers marking it as their primary destination and accounting for 9.2 million day trips. Limpopo was a close second, drawing 8.1million day trips. On the other end of the spectrum, the Northern Cape registered as the least frequented destination for day trips, with just 0.8 million recorded. Furthermore, the Free State, Mpumalanga, Eastern Cape, and North-West provinces each saw a comparable influx of day trips, with figures standing at 2.0 million, 2.1 million, 2.3 million, and 2.3 million, respectively, highlighting a semblance of parity among them as main travel destinations during this period.

No. of Day Trips to Main Destination Province Q4 2023 (Millions)



Main Destination question was introduced in April 2023; therefore, no trended data is available in Q4 2023.

DOMESTIC DAY TRIP SPEND

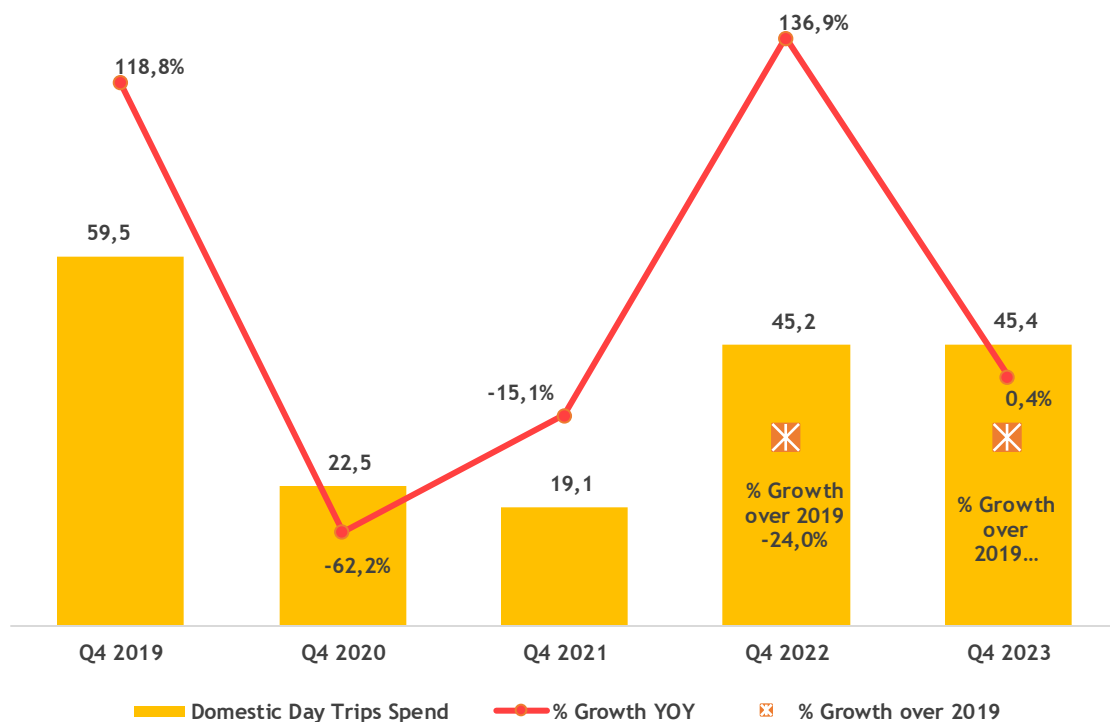


45.4 MILLION

+0.4% ▲

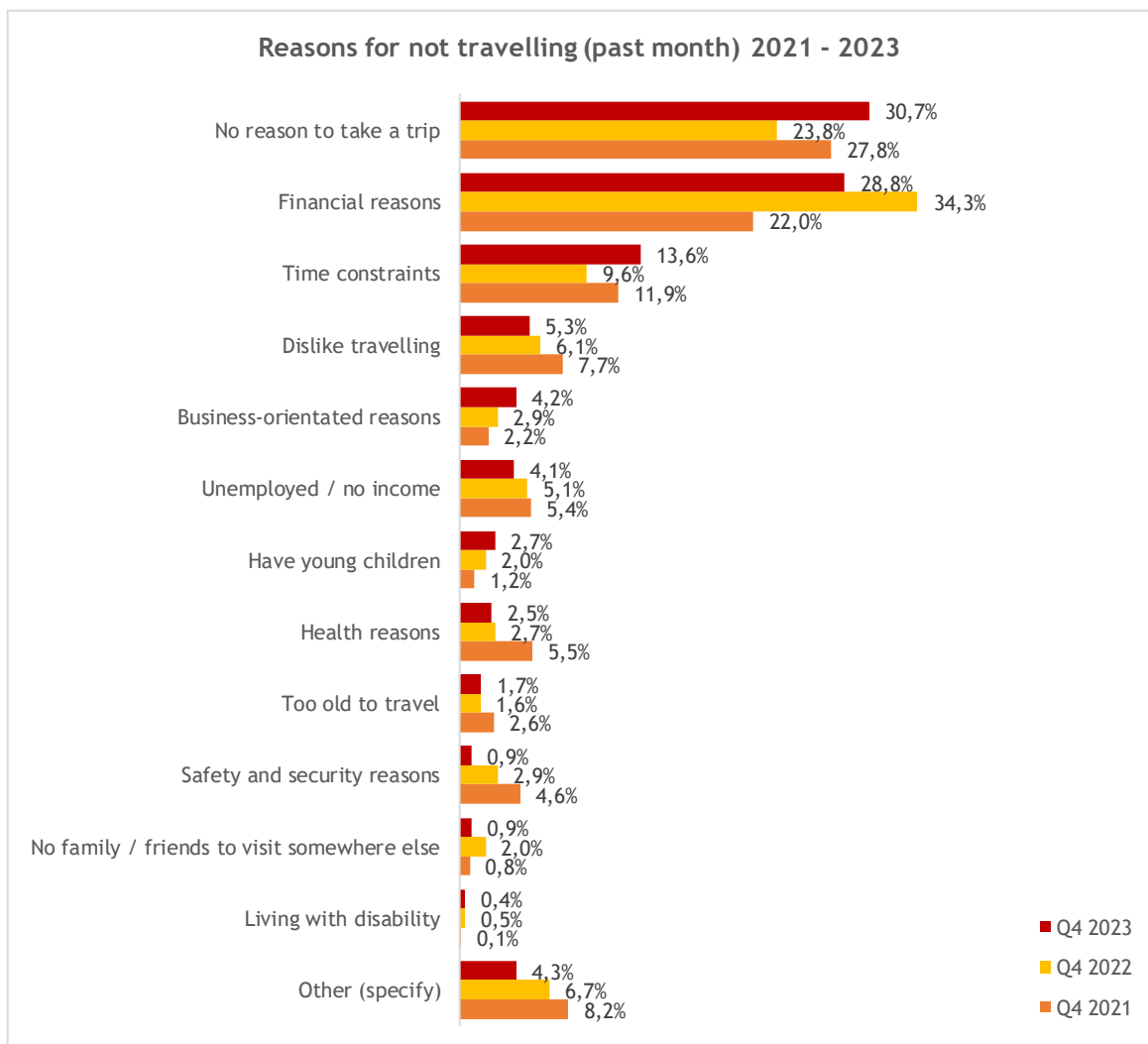
For Quarter 4 2023 Domestic day trips spend was similar to that of Q4 2022 at ZAR 45.4 Billion (ZAR 45.2 Billion in Q4 2022), representing a +0.4% increase. This is after a remarkable increase in Q4 2022 of +136.9%.


Domestic Day Trip Spend Q4 2019 - Q4 2023 (ZAR Billions)



REASONS FOR NOT TRAVELLING

- In Q4 2023, the leading cause for not traveling was simply having no reason to do so. It has been relatively consistent over the years with an increase of +6.9% points compared to Q4 2022.
- Not traveling due to financial reasons was the second most significant factor and had the most noticeable decrease against Q4 2022, suggesting that economic constraints were becoming less of a barrier to travel (-5.5% over Q4 2022).
- Time-related issues were less significant than financial ones but showed an increase, indicating that people had less time available or were unable to take time off for travel, with many people returning to the office for work as per pre-COVID-19 (4.0% point increase over Q4 2022).
- Safety and security reasons were on a downward trend and decreased further in Q4 2023 by -2.0% points as a reason for not traveling.
- An increase of 1.4% points over Q4 2022 was noted in business-related reasons, which may have been due to constraints in traveling for business purposes or the economy not allowing or requiring less travel.





APPENDIX

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway through a shallow stream. She is smiling and looking down at the water. The Segway has large, treaded tires and is splashing water. In the background, a man in a blue t-shirt and brown shorts is also riding a Segway on a rocky path. The scene is set in a lush, green forest with many trees and ferns.

INTERNATIONAL TOURISTS ARRIVALS

APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	Q4 2021	Q4 2022	Q4 2023	% YOY GROWTH
Africa	600 353	1 304 483	1 730 847	32.7%
Botswana	38 663	89 479	117 510	31.3%
Lesotho	111 725	241 942	279 994	15.7%
Malawi	19 727	37 309	41 076	10.1%
Mozambique	159 207	275 952	355 232	28.7%
Namibia	29 231	41 625	45 457	9.2%
Swaziland	58 493	108 120	206 219	90.7%
Zambia	21 819	33 468	42 640	27.4%
Zimbabwe	128 821	418 174	562 578	34.5%
Angola	3 912	9 479	9 703	2.4%
Dem Rep of Congo	4 770	4 414	8 209	86.0%
Ethiopia	985	1 429	2 057	43.9%
Ghana	3 499	3 634	7 152	96.8%
Kenya	3 128	7 065	13 849	96.0%
Nigeria	3 784	4 645	5 191	11.8%
Tanzania	4 471	8 168	10 460	28.1%
Uganda	1 547	3 233	4 065	25.7%
Other Africa	6 571	16 347	19 455	19.0%
Asia	14 344	36 714	51 171	39.4%
China including Hong Kong	1 648	4 040	8 894	120.1%
India	6 403	17 087	19 378	13.4%
Japan	397	1 976	4 132	109.1%
Malaysia	138	925	1 412	52.6%
Singapore	91	1 252	2 066	65.0%
Rep of Korea (South)	552	1726	3146	82.3%
Other Asia	5 115	9 708	12 143	25.1%
Australasia	2 468	26 095	27 727	6.3%
Australia	2 063	21 037	22 301	6.0%
New Zealand	400	4 979	5 332	7.1%
Other Australasia	5	79	94	19.0%
CENTRAL & SOUTH AMERICA	4 219	9 024	16 560	83.5%
Argentina	225	658	1 073	63.1%
Brazil	2 443	4 645	10 544	127.0%
Chile	139	366	864	136.1%
Other Central & South America	1 412	3 355	4 079	21.6%
Europe	124 835	329 167	382 219	16.1%
Austria	2 408	5 809	7 421	27.8%
Belgium	5 271	12 139	13 987	15.2%
Denmark	1 960	5 050	5 256	4.1%
Finland	582	2 127	2 371	11.5%
France	9 846	26 198	34 897	33.2%
Germany	28 488	73 160	82 991	13.4%
Ireland	2 343	7 202	7 890	9.6%
Italy	2 828	9 881	12 575	27.3%
Netherlands	13 437	30 975	40 732	31.5%
Norway	1 036	3 855	4 301	11.6%
Portugal	2 849	4 854	5 044	3.9%
Russian Fed	4 326	7 298	9 629	31.9%
Spain	2 708	6 379	8 060	26.4%
Sweden	3 089	8 448	9 284	9.9%
Switzerland	7 233	13 403	15 299	14.1%
Turkey	842	2 672	3 296	23.4%
UK	29 684	97 082	104 091	7.2%
Other Europe	5 905	12 635	15 095	19.5%
Middle East	4 557	9 498	8 164	-14.0%
United Arab Emirates	107	408	490	20.1%
Other Middle East	4 450	9 090	7 674	-15.6%
North America	34 247	91 129	105 170	15.4%
Canada	3 857	13 276	16 606	25.1%
USA	30 390	77 853	88 564	13.8%
UNSPECIFIED	1 565	3 348	3 387	1.2%
TOTAL	786 588	1 809 458	2 325 245	28.51%

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow, rocky stream. She is smiling and looking down at the water. In the background, a man in a grey t-shirt, shorts, and a helmet is also riding a Segway on a dirt path. The scene is surrounded by lush green trees and ferns.

SPEND IN SOUTH AFRICA

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY				
	Q4 2021	Q4 2022	Q4 2023	% YOY GROWTH
AFRICA	R3 399 233 498	R8 697 895 152	R11 493 500 001	32.14%
Botswana	R143 963 177	R293 937 123	R539 760 405	83.63%
Lesotho	R384 402 331	R568 264 475	R766 121 859	34.82%
Malawi	R201 020 906	R657 334 615	R775 510 063	17.98%
Mozambique	R543 693 654	R1 205 432 799	R1 246 907 429	3.44%
Namibia	R223 616 395	R384 950 504	R351 659 983	-8.65%
Swaziland	R104 078 881	R156 612 785	R476 891 863	204.50%
Zambia	R224 250 990	R541 189 535	R780 225 176	44.17%
Zimbabwe	R904 124 751	R3 465 501 990	R5 030 706 578	45.17%
Angola	R84 655 595	R350 631 002	R230 899 582	-34.15%
DRC	R153 644 664	R159 434 298	R253 481 672	58.99%
Ethiopia	R10 971 932	R21 226 795	R29 713 611	39.98%
Ghana	R78 088 068	R73 196 169	R153 495 230	109.70%
Kenya	R57 035 186	R103 025 571	R240 046 147	133.00%
Nigeria	R73 551 314	R132 685 613	R101 126 228	-23.79%
Tanzania	R57 321 234	R106 386 429	R93 787 732	-11.84%
Uganda	R26 801 567	R67 870 185	R96 876 335	42.74%
Other Africa	R128 012 852	R410 215 265	R326 290 107	-20.46%
ASIA	R199 755 139	R874 021 523	R864 492 431	-1.09%
China including Hong Kong	R27 628 704	R118 169 452	R194 520 229	64.61%
India	R100 641 551	R421 988 301	R352 853 106	-16.38%
Japan	R4 315 211	R55 521 635	R65 857 065	18.62%
Malaysia	R2 926 961	R10 095 774	R17 901 543	77.32%
Singapore	R2 772 309	R40 853 821	R40 954 232	0.25%
South Korea	R13 903 547	R35 701 207	R51 854 180	45.24%
Other Asia	R47 566 857	R191 691 334	R140 552 076	-26.68%
AUSTRALASIA	R65 612 399	R642 686 854	R645 320 394	0.41%
Australia	R54 658 230	R532 720 876	R511 791 349	-3.93%
New Zealand	R10 783 168	R109 790 978	R132 916 510	21.06%
Other Australasia	R171 000	R175 000	R612 535	250.02%
CENTRAL & SOUTH AMERICA	R81 779 101	R274 168 534	R321 255 269	17.17%
Argentina	R2 875 674	R20 364 731	R29 474 502	44.73%
Brazil	R50 535 790	R132 900 829	R222 513 007	67.43%
Chile	R2 476 233	R9 187 909	R20 130 013	119.09%
Other Central & South America	R25 891 404	R111 715 064	R49 137 747	-56.02%
EUROPE	R3 032 434 076	R8 801 754 434	R9 115 216 321	3.56%
Austria	R67 403 385	R189 121 815	R205 136 433	8.47%
Belgium	R141 920 302	R299 903 789	R278 323 578	-7.20%
Denmark	R49 061 423	R178 692 332	R143 758 807	-19.55%
Finland	R10 563 892	R88 302 972	R67 616 761	-23.43%
France	R235 733 047	R659 076 439	R739 242 748	12.16%
Germany	R723 525 577	R1 916 653 590	R1 972 380 592	2.91%
Ireland	R53 116 561	R202 864 929	R207 797 999	2.43%
Italy	R62 937 844	R233 828 841	R249 344 926	6.64%
Netherlands	R338 235 586	R874 329 077	R843 287 745	-3.55%
Norway	R35 232 408	R102 962 738	R108 901 852	5.77%
Portugal	R31 213 342	R76 880 008	R115 460 768	50.18%
Russian Fed	R107 512 898	R230 006 980	R238 356 670	3.63%
Spain	R50 356 863	R150 867 962	R167 571 516	11.07%
Sweden	R88 218 689	R206 307 137	R185 447 005	-10.11%
Switzerland	R205 265 801	R403 337 531	R490 328 611	21.57%
Turkey	R12 439 713	R86 678 173	R78 773 235	-9.12%
UK	R696 812 858	R2 589 380 987	R2 725 766 247	5.27%
Other Europe	R122 883 884	R312 559 134	R297 720 827	-4.75%
MIDDLE EAST	R116 255 374	R295 436 872	R150 884 865	-48.93%
UAE	R3 646 958	R11 637 595	R10 923 126	-6.14%
Other Middle East	R112 608 416	R283 799 277	R139 961 739	-50.68%
NORTH AMERICA	R1 092 968 891	R3 051 127 054	R2 819 984 298	-7.58%
Canada	R118 387 870	R364 442 866	R337 747 089	-7.33%
USA	R974 369 519	R2 686 644 214	R2 482 237 209	-7.61%
Other North American	R211 502	R39 974	R0	-100.00%
TOTAL	R7 988 038 478	R22 637 090 423	R25 410 653 578	12.25%

APPENDIX

AVERAGE SPEND				
	Q4 2021	Q4 2022	Q4 2023	% YOY GROWTH
AFRICA	R5 700	R6 900	R6 900	0.0%
Botswana	R3 700	R3 400	R4 800	41.2%
Lesotho	R3 400	R2 500	R2 900	16.0%
Malawi	R10 200	R17 600	R19 100	8.5%
Mozambique	R3 400	R4 500	R3 600	-20.0%
Namibia	R7 900	R9 300	R7 700	-17.2%
Swaziland	R1 800	R1 400	R2 300	64.3%
Zambia	R10 300	R16 100	R18 900	17.4%
Zimbabwe	R7 000	R8 200	R9 300	13.4%
Angola	R25 600	R43 100	R30 900	-28.3%
DRC	R36 000	R42 500	R35 500	-16.5%
Ethiopia	R13 400	R16 800	R16 000	-4.8%
Ghana	R22 900	R21 000	R23 000	9.5%
Kenya	R20 400	R15 500	R19 600	26.5%
Nigeria	R21 900	R32 000	R22 700	-29.1%
Tanzania	R21 900	R19 700	R14 900	-24.4%
Uganda	R20 400	R22 100	R25 400	14.9%
Other Africa	R26 000	R32 600	R20 400	-37.4%
ASIA	R20 100	R28 500	R20 800	-27.0%
China including Hong Kong	R26 000	R35 400	R24 200	-31.6%
India	R19 600	R28 700	R21 700	-24.4%
Japan	R11 700	R29 300	R16 700	-43.0%
Malaysia	R23 400	R11 600	R13 400	15.5%
Singapore	R30 400	R32 900	R21 100	-35.9%
South Korea	R31 800	R23 900	R19 100	-20.1%
Other Asia	R17 500	R26 800	R19 200	-28.4%
AUSTRALASIA	R28 500	R25 400	R24 600	-3.1%
Australia	R28 200	R26 000	R24 300	-6.5%
New Zealand	R29 500	R22 600	R26 300	16.4%
Other Australasia	R57 000	R5 000	R12 500	150.0%
CENTRAL & SOUTH AMERICA	R26 400	R37 500	R24 500	-34.7%
Argentina	R19 400	R33 600	R28 600	-14.9%
Brazil	R24 900	R32 100	R24 500	-23.7%
Chile	R26 300	R26 300	R24 700	-6.1%
Other Central & South America	R31 600	R50 200	R22 600	-55.0%
EUROPE	R26 000	R28 700	R26 000	-9.4%
Austria	R29 100	R34 400	R29 900	-13.1%
Belgium	R28 600	R27 000	R22 200	-17.8%
Denmark	R26 100	R36 700	R28 500	-22.3%
Finland	R19 500	R44 300	R30 900	-30.2%
France	R26 100	R27 300	R23 900	-12.5%
Germany	R26 500	R28 400	R25 600	-9.9%
Ireland	R24 200	R29 100	R27 400	-5.8%
Italy	R24 000	R25 000	R21 200	-15.2%
Netherlands	R26 200	R30 800	R24 000	-22.1%
Norway	R37 400	R28 300	R26 800	-5.3%
Portugal	R18 900	R22 900	R32 500	41.9%
Russian Fed	R26 000	R32 800	R26 100	-20.4%
Spain	R21 000	R25 800	R23 100	-10.5%
Sweden	R30 100	R25 400	R20 700	-18.5%
Switzerland	R29 900	R32 000	R34 500	7.8%
Turkey	R19 600	R34 800	R27 500	-21.0%
UK	R24 500	R27 500	R27 300	-0.7%
Other Europe	R26 200	R32 300	R26 000	-19.5%
MIDDLE EAST	R29 500	R34 800	R23 300	-33.0%
UAE	R34 400	R28 800	R22 300	-22.6%
Other Middle East	R29 400	R35 100	R23 400	-33.3%
NORTH AMERICA	R33 900	R35 400	R29 200	-17.5%
Canada	R32 800	R29 200	R22 800	-21.9%
USA	R34 000	R36 500	R30 300	-17.0%
Other North American	R105 700	R13 300	R0	-100.0%
OVERALL	R10 500	R13 100	R11 600	-11.5%

APPENDIX

TFDS BY PURPOSE OF VISIT			
	Q4 2021	Q4 2022	Q4 2023
Holiday	R2 365 853 071	R8 130 566 779	R8 087 011 432
Personal Shopping	R141 573 263	R1 027 019 681	R897 912 073
Business Shopping	R331 034 029	R1 825 424 472	R2 243 260 390
Business Traveller	R820 035 610	R1 999 845 822	R2 496 434 913
MICE	R651 825 639	R1 463 344 368	R1 342 210 048
Medical	R178 822 902	R427 412 005	R774 068 411
VFR	R2 362 243 653	R5 796 028 501	R6 688 535 038
Religion	R31 164 810	R83 581 227	R457 755 666

A woman in a black leather jacket and helmet is riding a Segway through a shallow stream, splashing water. In the background, a man in a grey t-shirt and helmet is also riding a Segway on a rocky path. The scene is set in a lush, green forest.

BEDNIGHTS, LENGTH OF STAY & ACCOMMODATION BEDNIGHTS

APPENDIX

BED NIGHTS BY COUNTRY				
	Q4 2021	Q4 2022	Q4 2023	% YOY GROWTH
AFRICA	7 933 416	15 586 734	23 140 523	48.5%
Botswana	200 870	362 892	546 396	50.6%
Lesotho	2 608 930	3 157 414	3 846 969	21.8%
Malawi	240 653	529 717	517 936	-2.2%
Mozambique	1 283 981	2 648 220	3 645 925	37.7%
Namibia	549 884	648 248	457 797	-29.4%
eSwatini	308 209	990 162	2 116 542	113.8%
Zambia	346 305	402 518	504 476	25.3%
Zimbabwe	1 759 005	5 920 613	10 277 085	73.6%
Angola	64 308	144 563	104 103	-28.0%
DRC	91 423	86 402	210 044	143.1%
Ethiopia	14 494	23 048	23 762	3.1%
Ghana	65 285	61 486	107 660	75.1%
Kenya	77 312	99 151	233 845	135.8%
Nigeria	74 978	76 680	82 183	7.2%
Tanzania	79 782	133 212	67 366	-49.4%
Uganda	29 092	72 117	153 098	112.3%
Other Africa	138 905	230 291	245 336	6.5%
ASIA	237 711	762 952	877 157	15.0%
China including Hong Kong	33 658	65 151	156 128	139.6%
India	109 698	389 128	368 636	-5.3%
Japan	6 393	35 547	69 568	95.7%
Malaysia	5 359	14 308	25 358	77.2%
Singapore	1 978	31 393	16 328	-48.0%
South Korea	19 529	30 371	59 377	95.5%
Other Asia	61 098	197 053	181 761	-7.8%
AUSTRALASIA	67 992	459 200	458 864	-0.1%
Australia	57 272	361 412	363 423	0.6%
New Zealand	10 601	95 688	95 121	-0.6%
Other Australia	119	2 100	320	-84.8%
CENTRAL & SOUTH AMERICA	68 758	134 843	244 839	81.6%
Argentina	1 150	14 174	23 098	63.0%
Brazil	42 536	61 771	178 425	188.8%
Chile	3 715	5 011	8 125	62.1%
Other Central & South America	21 356	53 888	35 191	-34.7%
EUROPE	2 547 268	5 067 990	4 925 369	-2.8%
Austria	53 946	108 371	93 602	-13.6%
Belgium	99 108	209 454	193 394	-7.7%
Denmark	35 309	82 869	76 257	-8.0%
Finland	7 139	49 252	27 821	-43.5%
France	224 179	452 633	429 411	-5.1%
Germany	546 257	1 136 620	1 179 045	3.7%
Ireland	51 039	101 056	114 013	12.8%
Italy	55 116	147 052	153 762	4.6%
The Netherlands	287 082	545 551	492 869	-9.7%
Norway	21 948	59 102	52 925	-10.5%
Portugal	26 205	58 281	49 247	-15.5%
Russian Federation	79 973	105 999	112 415	6.1%
Spain	59 025	80 335	85 901	6.9%
Sweden	79 251	130 654	123 799	-5.2%
Switzerland	148 142	175 471	221 688	26.3%
Turkey	15 679	40 345	32 433	-19.6%
Uk	624 029	1 400 376	1 326 507	-5.3%
Other Europe	133 843	184 570	160 280	-13.2%
MIDDLE EAST	87 024	149 672	176 835	18.1%
United Arab Emirates	1 792	6 269	8 183	30.5%
Other Middle East	85 232	143 403	168 653	17.6%
NORTH AMERICA	633 319	1 325 218	1 420 459	7.2%
Canada	79 890	225 997	236 335	4.6%
USA	553 181	1 099 186	1 184 123	7.7%
Other North America	248	35	-	-100.0%
TOTAL	11 575 488	23 486 610	31 244 046	33.0%

APPENDIX

AVERAGE LENGTH OF STAY BY COUNTRY				
	Q4 2021	Q4 2022	Q4 2023	% YOY GROWTH
AFRICA	13.3	12.0	13.5	11.9%
Botswana	5.2	4.1	4.7	14.9%
Lesotho	23.4	13.1	13.7	5.2%
Malawi	12.2	14.2	12.6	-11.2%
Mozambique	8.1	9.6	10.3	6.9%
Namibia	18.8	15.6	10.1	-35.3%
eSwatini	5.3	9.2	10.3	12.1%
Zambia	15.9	12.0	11.8	-1.6%
Zimbabwe	13.7	14.2	18.3	29.0%
Angola	19.4	17.7	13.9	-21.5%
DRC	21.5	22.7	29.4	29.4%
Ethiopia	17.8	18.3	12.7	-30.9%
Ghana	19.2	17.4	16.2	-6.9%
Kenya	27.1	14.9	19.0	27.6%
Nigeria	22.1	18.5	18.1	-2.2%
Tanzania	30.0	24.4	10.5	-57.2%
Uganda	21.4	23.6	40.2	70.6%
Other Africa	27.8	18.3	15.2	-17.2%
ASIA	23.9	24.9	20.5	-17.4%
China including Hong Kong	31.8	19.6	19.3	-1.4%
India	21.3	26.4	22.5	-15.0%
Japan	17.5	18.8	17.5	-6.8%
Malaysia	42.9	16.5	19.0	15.0%
Singapore	21.7	25.3	8.0	-68.3%
South Korea	44.8	20.4	21.6	5.9%
Other Asia	22.3	27.5	22.4	-18.6%
AUSTRALASIA	29.5	18.2	17.2	-5.1%
Australia	29.6	17.7	16.9	-4.5%
New Zealand	29.0	19.8	18.7	-5.6%
Other Australia	39.7	60.0	6.5	-89.1%
CENTRAL & SOUTH AMERICA	22.1	18.4	17.6	-4.7%
Argentina	7.8	23.4	22.5	-4.0%
Brazil	20.7	14.9	18.0	20.7%
Chile	39.5	14.4	9.8	-31.8%
Other Central & South America	26.1	24.2	16.2	-33.2%
EUROPE	21.8	16.5	14.0	-15.3%
Austria	23.4	19.7	13.7	-30.7%
Belgium	20.0	18.9	15.3	-19.1%
Denmark	18.6	17.1	15.1	-11.2%
Finland	13.2	24.7	12.7	-48.5%
France	24.9	18.7	13.9	-25.9%
Germany	20.0	16.8	15.3	-9.2%
Ireland	23.1	14.5	14.9	2.7%
Italy	21.1	15.8	12.9	-18.1%
The Netherlands	22.2	19.2	14.0	-27.1%
Norway	23.3	16.3	12.9	-20.9%
Portugal	15.9	17.4	13.8	-20.7%
Russian Federation	19.4	15.2	12.2	-19.7%
Spain	24.3	13.6	11.6	-14.6%
Sweden	27.1	16.1	13.9	-13.9%
Switzerland	21.2	13.9	15.5	11.5%
Turkey	24.0	16.2	10.6	-34.6%
Uk	21.8	14.9	13.2	-11.1%
Other Europe	28.6	19.1	14.0	-26.7%
MIDDLE EAST	22.1	17.6	27.2	54.3%
United Arab Emirates	16.9	15.6	16.7	7.6%
Other Middle East	22.3	17.7	28.1	58.2%
NORTH AMERICA	19.5	15.3	14.3	-6.5%
Canada	22.1	18.0	15.3	-15.2%
USA	19.2	14.8	14.1	-4.8%
Other North America	124.0	11.7	0.0	-100.0%
TOTAL	15.2	13.4	13.8	3.7%

APPENDIX

ACCOMMODATION TYPE - BED NIGHTS Q4 2023									
	Hotels	Guest House	BnB	Self-Catering	Game Lodge	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	883 346	362 655	105 537	1 443 663	138 845	119 465	3 570	18 064 939	40 939
Botswana	40 415	15 284	21 265	8 638	6 814	145	1 151	281 892	7 243
Lesotho	21 969	26 106	4 576	612 303	4 444	101 004	537	2 568 986	-
Malawi	112 122	4 635	833	12 935	3 699	6 870	-	306 659	1 065
Mozambique	75 344	13 367	5 733	38 375	3 359	-	-	3 434 882	-
Namibia	40 129	45 509	7 811	61 225	3 282	7 412	857	149 319	890
eSwatini	47 346	34 087	7 838	22 347	24 270	-	-	1 878 787	-
Zambia	109 792	20 127	352	69 524	4 128	-	-	229 930	1 251
Zimbabwe	209 411	169 729	29 816	418 700	84 108	493	-	8 767 764	12 338
Angola	23 025	7 654	3 683	14 999	70	-	70	35 583	419
DRC	15 462	6 577	14 430	2 645	1 643	-	-	86 550	3 630
Ethiopia	5 948	512	-	1 096	287	-	55	9 858	302
Ghana	23 343	667	-	15 760	-	-	-	56 666	612
Kenya	57 788	3 248	3 924	37 117	-	2 172	284	43 125	8 718
Nigeria	15 686	3 120	1 063	22 973	91	-	-	27 156	2 604
Tanzania	22 259	1 016	3 024	8 487	333	466	333	16 220	466
Uganda	10 006	754	-	41 016	-	-	-	74 768	473
Other Africa	53 298	10 265	1 189	55 524	2 318	903	283	96 793	928
ASIA	178 672	70 645	31 673	152 909	19 041	9 505	6 640	278 131	7 967
China including Hong Kong	33 436	8 639	1 083	12 262	3 029	-	-	55 338	777
India	84 372	38 632	8 011	82 228	4 548	-	519	83 453	6 199
Japan	11 628	9 895	429	11 618	3 020	389	326	25 506	530
Malaysia	6 048	1 512	347	8 117	745	-	-	8 589	-
Singapore	6 697	1 035	753	-	2 343	-	-	5 499	-
South Korea	9 054	853	-	11 588	1 503	7 999	5 794	21 954	103
Other Asia	27 438	10 078	21 049	27 095	3 853	1 117	-	77 793	357
AUSTRALASIA	52 072	19 102	25 498	29 711	32 862	1 987	4 997	268 434	5 790
Australia	43 157	14 532	24 107	10 344	28 933	1 987	4 834	214 677	4 486
New Zealand	8 709	4 570	1 283	19 368	3 923	-	164	53 757	1 304
Other Australia	206	-	108	-	6	-	-	-	-
CENTRAL & SOUTH AMERICA	72 215	15 624	3 498	53 128	15 007	3 376	530	41 719	25 084
Argentina	4 741	705	280	1 730	1 314	2 121	50	9 581	1 284
Brazil	52 564	13 494	2 548	50 413	10 713	180	-	19 034	23 671
Chile	4 099	861	323	94	1 102	238	-	1 288	119
Other Central & South America	10 810	563	347	891	1 878	838	480	11 817	10
EUROPE	1 379 194	508 277	181 463	459 132	657 028	96 936	80 187	1 263 589	81 933
Austria	35 110	13 478	6 323	1 243	16 077	-	4 749	14 824	760
Belgium	52 277	15 610	13 176	36 143	26 610	7 591	2 875	31 450	3 624
Denmark	16 971	8 617	2 659	16 654	14 947	2 200	1 313	7 582	1 575
Finland	11 169	913	645	8 901	5 389	-	-	266	538
France	129 546	36 288	23 348	54 810	84 421	4 449	8 376	69 566	3 481
Germany	337 349	171 870	43 402	115 628	183 799	32 673	19 835	204 210	26 405
Ireland	32 131	4 841	1 678	1 915	11 076	13 205	771	43 427	1 113
Italy	53 860	18 332	7 980	18 327	11 861	887	1 242	29 202	3 873
The Netherlands	123 283	54 575	26 312	63 332	65 967	5 468	17 892	118 500	6 898
Norway	14 028	8 871	1 541	2 390	12 900	1 651	-	4 221	2 789
Portugal	13 233	4 061	703	4 965	6 038	990	-	13 905	3 150
Russian Federation	51 908	21 590	1 190	11 589	7 074	865	131	18 069	-
Spain	33 673	3 982	2 693	3 804	11 549	782	455	16 635	3 050
Sweden	33 593	11 874	3 322	7 137	25 695	12 986	1 378	19 881	2 445
Switzerland	66 133	19 093	5 581	22 871	31 889	2 109	208	36 494	1 853
Turkey	16 996	5 376	237	-	2 717	-	-	6 279	-
Ku	309 712	84 899	36 275	86 128	117 526	11 080	20 890	571 681	19 316
Other Europe	48 221	24 010	4 399	3 296	21 493	-	71	57 396	1 064
MIDDLE EAST	15 943	5 002	411	39 570	2 076	161	81	89 549	3 693
United Arab Emirates	2 498	-	-	117	-	-	-	5 399	168
Other Middle East	13 445	5 002	411	39 452	2 076	161	81	84 149	3 525
NORTH AMERICA	399 656	56 415	49 555	72 970	161 654	30 119	45 468	507 316	36 533
Canada	69 044	10 998	11 637	10 375	19 468	11 711	3 166	78 285	819
USA	330 612	45 417	37 918	62 595	142 186	18 408	42 301	429 031	35 714
Other North America	-	-	-	-	-	-	-	-	-
TOTAL	2 981 098	1 037 720	397 634	2 251 084	1 026 513	261 549	141 472	20 513 677	201 939

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow, rocky stream. She is smiling and looking down at the water. In the background, a man in a grey t-shirt, shorts, and a helmet is also riding a Segway on a dirt path. The scene is set in a lush, green forest with many trees and ferns. The text "PURPOSE OF VISIT" is overlaid in white capital letters on a dark horizontal band across the middle of the image.

PURPOSE OF VISIT

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q4 2023									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	7.2%	7.9%	8.4%	4.3%	2.8%	1.8%	60.0%	1.5%	6.1%
Botswana	15.7%	2.0%	4.8%	33.0%	2.2%	1.2%	33.1%	2.4%	5.7%
Lesotho	1.9%	0.4%	1.6%	0.2%	0.7%	1.2%	81.2%	0.8%	12.0%
Malawi	5.4%	3.0%	46.4%	4.9%	3.8%	0.4%	26.7%	1.7%	7.8%
Mozambique	8.5%	12.4%	2.3%	0.3%	0.8%	1.6%	72.7%	0.3%	1.1%
Namibia	15.6%	0.8%	2.0%	19.7%	6.0%	3.3%	39.9%	1.2%	11.5%
Eswatini	8.1%	1.8%	6.9%	0.4%	0.5%	0.7%	75.3%	2.0%	4.3%
Zambia	6.8%	4.3%	31.8%	11.4%	11.2%	1.9%	22.6%	2.1%	7.9%
Zimbabwe	5.4%	14.3%	13.8%	1.8%	2.7%	2.6%	52.5%	2.2%	4.6%
Angola	15.3%	1.9%	1.5%	15.2%	14.2%	10.4%	22.8%	0.0%	18.8%
DRC	15.0%	0.0%	2.9%	5.6%	14.1%	2.8%	41.5%	0.8%	17.3%
Ethiopia	13.5%	0.0%	0.0%	12.2%	21.3%	4.5%	25.8%	1.6%	21.1%
Ghana	19.7%	0.0%	1.7%	1.6%	35.7%	0.0%	16.0%	0.0%	25.4%
Kenya	18.2%	0.0%	0.0%	9.7%	26.2%	1.5%	14.2%	1.5%	28.6%
Nigeria	21.4%	1.2%	0.0%	11.7%	21.3%	1.5%	21.2%	2.3%	19.5%
Tanzania	14.5%	2.5%	0.7%	9.2%	32.8%	2.5%	14.9%	2.5%	20.5%
Uganda	13.4%	0.0%	0.0%	6.3%	25.0%	1.3%	24.9%	2.8%	26.2%
Other Africa	15.3%	1.4%	0.7%	17.3%	16.0%	1.4%	27.9%	0.7%	19.4%
ASIA	19.7%	0.0%	0.1%	23.1%	25.0%	0.3%	21.2%	0.4%	10.2%
China including Hong Kong	14.5%	0.0%	0.3%	25.3%	27.3%	0.3%	24.5%	0.3%	7.5%
India	19.3%	0.0%	0.0%	28.8%	23.5%	0.7%	13.3%	0.6%	13.8%
Japan	30.6%	0.0%	0.0%	15.6%	20.0%	0.0%	23.8%	0.0%	10.0%
Malaysia	19.8%	0.0%	0.0%	23.8%	18.9%	0.0%	23.0%	5.2%	9.3%
Singapore	24.9%	0.0%	0.0%	25.0%	18.8%	0.0%	31.3%	0.0%	0.0%
South Korea	26.3%	0.0%	0.0%	10.5%	20.8%	0.0%	33.2%	0.0%	9.2%
Other Asia	16.6%	0.0%	0.0%	16.6%	32.2%	0.0%	25.8%	0.0%	8.8%
AUSTRALASIA	27.3%	0.0%	0.0%	5.0%	6.0%	0.2%	54.7%	0.0%	6.8%
Australia	30.6%	0.0%	0.0%	5.5%	5.8%	0.3%	51.9%	0.0%	5.9%
New Zealand	13.3%	0.0%	0.0%	2.5%	7.0%	0.0%	66.8%	0.0%	10.4%
Other Australia	38.8%	0.0%	0.0%	0.0%	6.1%	0.0%	18.4%	0.0%	36.7%
CENTRAL & SOUTH AMERICA	50.5%	0.0%	0.0%	12.5%	13.6%	0.0%	9.9%	1.8%	11.7%
Argentina	40.3%	0.0%	0.0%	14.7%	13.6%	0.0%	11.1%	1.6%	18.7%
Brazil	52.2%	0.0%	0.0%	12.6%	14.2%	0.0%	7.9%	2.3%	10.8%
Chile	55.0%	0.0%	0.0%	18.1%	20.2%	0.0%	4.8%	0.0%	1.9%
Other Central & South America	46.3%	0.0%	0.0%	8.6%	8.6%	0.0%	20.1%	0.0%	16.4%
EUROPE	53.9%	0.1%	0.0%	11.8%	9.1%	0.2%	19.4%	0.2%	5.3%
Austria	56.6%	0.0%	0.0%	14.2%	10.3%	0.0%	14.5%	0.0%	4.4%
Belgium	56.4%	0.0%	0.0%	15.0%	11.5%	0.0%	11.3%	0.0%	5.8%
Denmark	66.3%	0.0%	0.0%	8.6%	8.7%	0.0%	10.1%	0.0%	6.3%
Finland	56.3%	0.0%	0.0%	18.2%	20.0%	0.0%	3.0%	0.0%	2.5%
France	66.6%	0.0%	0.0%	10.6%	6.9%	0.0%	11.3%	0.0%	4.6%
Germany	59.7%	0.3%	0.0%	12.2%	9.3%	0.2%	13.0%	0.1%	5.3%
Ireland	40.2%	0.0%	0.0%	8.5%	10.6%	0.0%	35.0%	0.0%	5.7%
Italy	53.4%	0.0%	0.0%	15.1%	13.8%	0.0%	12.4%	0.0%	5.3%
The Netherlands	58.6%	0.2%	0.0%	11.9%	6.5%	0.0%	18.0%	0.4%	4.3%
Norway	63.6%	0.0%	0.0%	10.8%	6.8%	1.3%	6.9%	0.0%	10.5%
Portugal	30.7%	1.8%	0.0%	18.0%	14.3%	1.8%	24.5%	0.0%	8.9%
Russian Federation	45.4%	0.0%	0.0%	19.9%	17.4%	0.0%	11.8%	0.0%	5.5%
Spain	62.5%	0.0%	0.0%	7.7%	14.8%	0.0%	10.2%	0.0%	4.8%
Sweden	61.7%	0.0%	0.0%	14.5%	9.2%	0.0%	7.7%	0.0%	6.8%
Switzerland	60.9%	0.0%	0.0%	12.7%	6.6%	0.0%	13.6%	1.6%	4.6%
Turkey	36.0%	0.0%	0.0%	35.8%	14.9%	0.0%	11.4%	0.0%	1.9%
Uk	43.8%	0.1%	0.1%	7.8%	8.3%	0.3%	33.6%	0.3%	5.7%
Other Europe	47.1%	0.0%	0.0%	25.2%	9.7%	0.0%	14.0%	0.0%	4.0%
MIDDLE EAST	27.1%	0.0%	0.0%	6.2%	7.9%	0.0%	45.6%	0.0%	13.2%
United Arab Emirates	3.2%	0.0%	0.0%	26.8%	11.1%	0.0%	49.9%	0.0%	8.9%
Other Middle East	29.0%	0.0%	0.0%	4.5%	7.7%	0.0%	45.2%	0.1%	13.5%
NORTH AMERICA	54.6%	0.0%	0.0%	9.6%	7.3%	0.1%	21.6%	0.4%	6.4%
Canada	54.3%	0.0%	0.0%	3.5%	9.3%	0.0%	27.1%	0.0%	5.8%
USA	54.6%	0.0%	0.0%	10.7%	6.9%	0.2%	20.6%	0.5%	6.5%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	17.4%	6.0%	6.4%	6.1%	4.5%	1.4%	50.8%	1.2%	6.1%

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow stream in a forest. She is smiling and looking down at the water. A man in a grey t-shirt, shorts, and a helmet is riding a Segway on a dirt path in the background. The scene is surrounded by lush green trees and ferns. The text "REPEAT RATE" is overlaid in the center.

REPEAT RATE

APPENDIX

REPEAT VISITS BY COUNTRY					
Q4 2023					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	7.4%	13.5%	9.3%	10.1%	35.0%
Botswana	9.0%	6.3%	3.9%	4.5%	36.3%
Lesotho	0.7%	2.9%	2.3%	2.9%	29.6%
Malawi	16.6%	9.8%	11.7%	6.4%	53.0%
Mozambique	11.0%	16.5%	6.8%	9.0%	10.3%
Namibia	2.4%	7.6%	9.2%	13.2%	65.9%
Swaziland	0.3%	10.9%	11.5%	14.3%	47.6%
Zambia	10.9%	10.8%	14.6%	11.8%	44.5%
Zimbabwe	7.3%	19.6%	13.6%	13.2%	45.5%
Angola	19.5%	17.5%	9.5%	16.3%	37.1%
Democratic Republic of Congo	15.6%	15.6%	7.8%	19.5%	40.0%
Ethiopia	25.2%	15.4%	19.8%	20.0%	19.6%
Ghana	41.6%	20.8%	9.1%	13.9%	14.5%
Kenya	40.4%	19.1%	12.7%	12.8%	15.0%
Nigeria	37.0%	24.9%	14.2%	13.2%	10.7%
Tanzania	26.1%	23.4%	15.8%	14.7%	20.0%
Uganda	27.0%	25.3%	9.1%	26.7%	11.8%
Other Africa	32.6%	20.6%	16.9%	16.3%	13.6%
Asia	52.6%	22.4%	9.9%	9.8%	5.4%
China including Hong Kong	42.7%	23.0%	9.4%	13.4%	11.5%
India	57.0%	17.5%	10.9%	12.3%	2.2%
Japan	55.2%	23.2%	10.5%	8.6%	2.5%
Malaysia	73.0%	9.3%	8.4%	4.1%	5.2%
Singapore	40.7%	35.9%	3.1%	4.6%	15.6%
South Korea	50.7%	28.0%	10.0%	2.6%	8.8%
Other Asia	52.5%	28.0%	9.9%	6.4%	3.2%
Australasia	36.3%	22.0%	12.4%	16.2%	13.1%
Australia	35.8%	20.1%	12.2%	16.7%	15.3%
New Zealand	38.2%	30.3%	13.1%	14.5%	3.9%
Other Australasia	55.1%	0.0%	8.2%	0.0%	36.7%
South America	68.2%	15.9%	7.8%	2.0%	6.1%
Argentina	59.9%	18.1%	8.3%	8.4%	5.3%
Brazil	70.5%	14.1%	6.8%	0.9%	7.7%
Chile	79.6%	10.2%	5.5%	1.9%	2.9%
Other Central & South America	57.1%	25.0%	13.2%	4.3%	0.4%
Europe	51.1%	23.9%	9.2%	8.0%	7.8%
Austria	61.8%	20.3%	5.4%	2.3%	10.2%
Belgium	57.6%	25.3%	6.1%	4.0%	6.9%
Denmark	55.8%	32.9%	4.7%	4.8%	1.8%
Finland	65.0%	30.6%	0.0%	2.2%	2.2%
France	65.9%	23.4%	5.6%	2.9%	2.2%
Germany	51.0%	23.7%	10.5%	8.5%	6.3%
Ireland	49.3%	22.9%	13.2%	2.2%	12.4%
Italy	57.8%	24.6%	8.8%	4.5%	4.3%
Netherlands	54.1%	24.6%	8.7%	6.3%	6.4%
Norway	66.2%	17.3%	5.6%	5.3%	5.5%
Portugal	47.1%	21.1%	7.3%	9.5%	15.0%
Russian Fed	53.8%	19.8%	11.6%	13.6%	1.2%
Spain	65.6%	24.1%	5.7%	2.8%	1.8%
Sweden	59.1%	30.6%	4.8%	1.7%	3.7%
Switzerland	54.2%	26.5%	7.5%	6.1%	5.6%
Turkey	46.5%	35.3%	12.1%	2.1%	4.0%
UK	40.1%	23.3%	10.3%	12.7%	13.7%
Other Europe	48.7%	20.0%	16.1%	8.9%	6.3%
Middle East	42.1%	20.0%	7.9%	17.0%	13.0%
UAE	35.6%	11.3%	29.9%	7.7%	15.5%
Other Middle East	42.6%	20.7%	6.1%	17.8%	12.8%
North America	56.2%	20.9%	7.5%	8.3%	7.2%
Canada	56.9%	24.0%	8.5%	4.9%	5.8%
USA	56.1%	20.4%	7.3%	8.9%	7.4%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	18.0%	15.8%	9.2%	9.7%	28.4%

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow stream, splashing water. In the background, a man in a grey t-shirt, shorts, and a helmet is also riding a Segway on a rocky path. The scene is set in a lush green forest with many trees and ferns.

AGE CATEGORIES

APPENDIX

AGE CATEGORIES							
Q4 2023							
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	14.6%	20.6%	18.0%	19.6%	18.7%	5.8%	2.8%
Botswana	4.8%	14.9%	19.2%	25.7%	25.3%	8.4%	1.7%
Lesotho	25.4%	26.7%	14.9%	14.0%	14.5%	3.4%	1.1%
Malawi	3.1%	13.6%	11.0%	31.7%	29.5%	9.1%	1.8%
Mozambique	18.9%	26.4%	17.5%	17.6%	16.0%	3.5%	0.2%
Namibia	14.0%	13.5%	12.8%	17.3%	21.7%	13.0%	7.7%
eSwatini	29.0%	26.9%	20.4%	12.5%	8.7%	2.0%	0.5%
Zambia	2.5%	11.7%	18.4%	27.2%	27.5%	10.4%	2.3%
Zimbabwe	6.1%	14.8%	18.8%	23.2%	22.9%	8.1%	6.1%
Angola	6.4%	12.4%	17.0%	29.1%	26.1%	7.6%	1.4%
DRC	10.7%	17.1%	25.1%	14.4%	20.0%	10.8%	2.0%
Ethiopia	2.9%	19.6%	28.7%	21.6%	9.1%	9.1%	8.9%
Ghana	7.8%	18.9%	20.0%	20.1%	25.1%	2.8%	5.3%
Kenya	5.5%	18.3%	24.8%	23.0%	22.1%	5.5%	0.8%
Nigeria	5.6%	20.4%	27.2%	26.6%	12.4%	5.4%	2.4%
Tanzania	4.4%	18.0%	21.8%	26.5%	21.7%	6.5%	1.0%
Uganda	11.7%	17.7%	17.9%	18.6%	18.7%	15.5%	0.0%
Other Africa	9.8%	17.2%	27.6%	28.0%	12.9%	3.2%	1.4%
ASIA	6.2%	19.6%	20.6%	23.8%	19.5%	7.7%	2.7%
China including Hong Kong	5.1%	19.5%	23.5%	26.0%	18.0%	6.6%	1.4%
India	7.0%	18.5%	19.4%	25.1%	18.5%	9.4%	2.2%
Japan	11.7%	16.6%	13.7%	28.4%	17.3%	7.2%	5.1%
Malaysia	5.2%	15.7%	25.2%	27.9%	12.5%	9.3%	4.1%
Singapore	0.0%	14.0%	17.3%	37.5%	17.1%	9.4%	4.6%
South Korea	7.8%	21.2%	22.6%	18.3%	12.9%	12.6%	4.4%
Other Asia	4.0%	24.7%	22.9%	14.4%	28.1%	3.3%	2.5%
AUSTRALASIA	7.3%	10.5%	13.0%	18.3%	22.5%	16.8%	11.5%
Australia	7.4%	11.2%	12.7%	18.9%	21.9%	15.5%	12.5%
New Zealand	7.2%	7.7%	14.6%	16.2%	24.6%	22.2%	7.4%
Other Australia	0.0%	0.0%	6.1%	8.2%	38.8%	46.9%	0.0%
CENTRAL & SOUTH AMERICA	6.9%	26.2%	18.1%	22.0%	17.9%	5.1%	3.8%
Argentina	8.7%	20.4%	19.6%	25.0%	12.9%	6.4%	7.0%
Brazil	6.4%	29.6%	17.3%	19.2%	19.5%	5.1%	3.0%
Chile	4.8%	15.5%	25.5%	31.4%	20.0%	0.0%	2.9%
Other Central & South America	9.4%	17.4%	18.4%	29.5%	12.2%	6.7%	6.3%
EUROPE	4.7%	14.1%	16.8%	18.1%	23.8%	13.5%	9.0%
Austria	3.6%	14.3%	18.5%	17.3%	19.8%	17.5%	9.0%
Belgium	3.4%	14.5%	16.5%	14.0%	24.2%	16.0%	11.6%
Denmark	5.6%	15.2%	11.9%	14.2%	26.7%	16.3%	10.1%
Finland	4.6%	9.9%	20.6%	12.9%	19.0%	27.7%	5.2%
France	5.0%	17.9%	17.5%	18.3%	21.0%	12.5%	7.7%
Germany	4.6%	13.0%	16.1%	18.4%	24.1%	14.9%	8.9%
Ireland	5.7%	23.8%	11.6%	16.4%	25.6%	9.8%	7.1%
Italy	6.3%	15.4%	19.4%	20.1%	27.6%	6.0%	5.2%
The Netherlands	4.3%	14.2%	15.7%	18.2%	23.7%	17.3%	6.6%
Norway	6.9%	13.5%	18.8%	11.7%	22.8%	14.5%	11.7%
Portugal	5.9%	17.0%	21.8%	17.7%	22.9%	11.6%	3.2%
Russian Federation	2.5%	17.5%	23.1%	27.9%	15.7%	9.3%	4.1%
Spain	5.7%	22.4%	28.4%	14.2%	18.7%	8.6%	1.9%
Sweden	5.1%	12.0%	14.0%	15.9%	27.1%	20.1%	5.8%
Switzerland	5.7%	11.2%	15.1%	14.2%	30.4%	17.3%	6.2%
Turkey	13.2%	10.3%	23.2%	30.7%	16.1%	4.6%	1.9%
Uk	4.4%	12.5%	15.7%	18.2%	24.3%	11.8%	13.1%
Other Europe	4.4%	13.2%	23.3%	22.3%	22.5%	9.1%	5.3%
MIDDLE EAST	13.2%	26.0%	17.8%	15.3%	15.2%	8.0%	4.5%
United Arab Emirates	7.9%	28.7%	14.5%	14.4%	26.7%	7.9%	0.0%
Other Middle East	13.6%	25.8%	18.1%	15.4%	14.3%	8.0%	4.9%
NORTH AMERICA	4.1%	12.6%	16.5%	17.4%	20.8%	13.2%	15.5%
Canada	5.7%	9.8%	12.9%	19.5%	23.6%	12.5%	16.0%
USA	3.8%	13.1%	17.1%	17.0%	20.2%	13.3%	15.4%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	12.3%	19.1%	17.7%	19.3%	19.6%	7.5%	4.4%

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow stream in a forest. She is smiling and looking down at the water. In the background, a man in a grey t-shirt, shorts, and a helmet is also riding a Segway on a dirt path. The scene is surrounded by lush green trees and ferns.

ACTIVITIES

APPENDIX

ACTIVITIES UNDERTAKEN															
Q4 2023															
	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	75.9%	69.7%	27.7%	87.9%	69.5%	11.3%	69.5%	74.8%	34.0%	79.0%	16.5%	7.3%	16.0%	11.5%	29.5%
Botswana	3.7%	6.1%	1.1%	0.3%	0.9%	0.7%	1.9%	2.6%	1.4%	1.8%	0.3%	0.1%	0.0%	0.3%	0.9%
Lesotho	9.2%	30.8%	8.2%	0.0%	17.8%	3.2%	35.3%	23.1%	1.9%	32.1%	4.7%	1.5%	14.7%	2.7%	3.8%
Malawi	2.1%	0.7%	0.1%	11.1%	3.9%	0.4%	0.5%	0.5%	1.2%	1.5%	0.3%	0.0%	0.0%	0.3%	1.0%
Mozambique	19.6%	1.3%	0.8%	3.7%	1.4%	0.1%	0.3%	0.3%	1.8%	3.0%	0.6%	0.1%	0.0%	0.8%	0.4%
Namibia	1.3%	1.8%	0.4%	0.2%	0.6%	1.8%	1.7%	1.9%	1.9%	3.8%	2.0%	0.5%	0.0%	0.9%	4.9%
Eswatini	6.2%	5.2%	0.0%	6.9%	6.4%	0.7%	17.1%	0.4%	0.4%	1.5%	0.0%	0.2%	0.0%	0.1%	5.9%
Zambia	2.1%	1.2%	0.7%	4.1%	3.6%	0.0%	2.7%	3.5%	3.2%	2.4%	0.4%	0.2%	0.0%	0.2%	0.6%
Zimbabwe	28.5%	18.9%	12.9%	60.6%	27.7%	2.7%	7.9%	39.9%	10.0%	20.0%	3.7%	3.3%	0.0%	3.0%	9.2%
Angola	0.4%	0.6%	0.5%	0.2%	0.4%	0.3%	0.1%	0.1%	1.3%	1.1%	0.5%	0.1%	0.8%	0.5%	0.5%
DRC	0.4%	0.4%	0.3%	0.5%	0.0%	0.1%	0.0%	0.0%	1.0%	0.8%	0.3%	0.1%	0.0%	0.3%	0.1%
Ethiopia	0.1%	0.1%	0.2%	0.0%	0.2%	0.0%	0.0%	0.2%	0.3%	0.3%	0.1%	0.1%	0.0%	0.1%	0.1%
Ghana	0.3%	0.6%	0.6%	0.0%	2.1%	0.2%	0.6%	0.5%	1.5%	1.2%	0.5%	0.0%	0.0%	0.4%	0.4%
Kenya	0.6%	0.7%	0.6%	0.0%	0.6%	0.2%	0.3%	1.4%	2.5%	3.4%	1.2%	0.2%	0.0%	0.4%	0.3%
Nigeria	0.2%	0.4%	0.3%	0.0%	0.9%	0.1%	0.2%	0.0%	0.8%	1.0%	0.3%	0.2%	0.0%	0.2%	0.2%
Tanzania	0.3%	0.3%	0.2%	0.0%	0.4%	0.1%	0.0%	0.0%	1.4%	1.4%	0.4%	0.0%	0.0%	0.2%	0.1%
Uganda	0.2%	0.2%	0.3%	0.0%	0.0%	0.1%	0.2%	0.0%	0.6%	1.0%	0.1%	0.0%	0.0%	0.1%	0.2%
Other Africa	0.8%	0.5%	0.7%	0.1%	2.5%	0.5%	0.6%	0.5%	3.0%	2.5%	1.1%	0.5%	0.5%	1.0%	0.9%
ASIA	2.0%	1.3%	6.2%	0.6%	5.9%	2.6%	2.4%	2.7%	11.5%	3.2%	3.8%	3.8%	0.7%	4.2%	3.9%
China including Hong Kong	0.4%	0.2%	0.8%	0.1%	0.6%	0.3%	0.2%	0.4%	2.4%	0.4%	0.7%	0.6%	0.0%	0.7%	0.5%
India	0.8%	0.4%	2.4%	0.1%	4.8%	1.1%	2.1%	1.8%	5.0%	2.0%	1.9%	1.2%	0.0%	1.5%	1.8%
Japan	0.2%	0.2%	0.6%	0.1%	0.0%	0.3%	0.0%	0.1%	0.9%	0.3%	0.4%	0.5%	0.7%	0.4%	0.3%
Malaysia	0.1%	0.0%	0.2%	0.0%	0.3%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.2%	0.2%
Singapore	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%	0.0%	0.2%	0.3%	0.0%	0.2%	0.2%
South Korea	0.1%	0.1%	0.2%	0.1%	0.0%	0.2%	0.0%	0.2%	0.5%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%
Other Asia	0.4%	0.3%	1.7%	0.2%	0.2%	0.4%	0.1%	0.3%	2.1%	0.3%	0.4%	0.8%	0.0%	0.8%	0.5%
AUSTRALASIA	1.3%	1.1%	2.0%	0.3%	2.4%	2.5%	0.6%	0.5%	1.4%	0.4%	2.4%	3.4%	0.0%	3.1%	2.8%
Australia	1.0%	1.0%	1.9%	0.3%	2.1%	2.0%	0.2%	0.5%	1.2%	0.3%	2.0%	2.8%	0.0%	2.5%	2.3%
New Zealand	0.3%	0.2%	0.1%	0.0%	0.3%	0.5%	0.5%	0.0%	0.2%	0.1%	0.4%	0.6%	0.0%	0.5%	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	0.8%	0.9%	2.8%	0.2%	0.0%	1.7%	0.4%	0.3%	2.1%	1.3%	3.0%	2.6%	0.0%	2.6%	1.8%
Argentina	0.1%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	0.2%	0.2%	0.0%	0.1%	0.1%
Brazil	0.6%	0.7%	2.5%	0.2%	0.0%	1.2%	0.3%	0.3%	1.5%	1.0%	2.2%	1.9%	0.0%	2.0%	1.3%
Chile	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.2%	0.0%	0.1%	0.1%
Other Central & South America	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.0%	0.2%	0.2%	0.4%	0.4%	0.0%	0.4%	0.3%
EUROPE	15.4%	21.4%	49.3%	10.1%	17.0%	66.5%	22.7%	18.9%	41.0%	12.0%	58.1%	65.1%	29.7%	62.2%	50.2%
Austria	0.3%	0.5%	1.4%	0.4%	0.4%	1.5%	0.0%	0.2%	1.0%	0.3%	1.5%	1.4%	1.7%	1.4%	1.1%
Belgium	0.5%	0.4%	1.7%	0.3%	0.4%	2.2%	0.5%	0.3%	1.6%	0.6%	2.3%	2.5%	1.6%	2.2%	1.9%
Denmark	0.2%	0.3%	0.6%	0.2%	0.0%	1.0%	0.5%	0.0%	0.6%	0.2%	0.9%	1.2%	1.0%	0.9%	0.7%
Finland	0.1%	0.2%	0.6%	0.0%	0.0%	0.4%	0.0%	0.0%	0.4%	0.2%	0.4%	0.5%	0.0%	0.4%	0.3%
France	1.3%	1.8%	4.9%	0.9%	0.0%	6.8%	2.4%	1.6%	2.9%	1.1%	6.4%	7.0%	1.6%	6.2%	4.9%
Germany	3.3%	4.2%	12.0%	1.6%	1.9%	16.3%	5.1%	4.3%	9.1%	2.6%	14.1%	15.2%	8.6%	15.0%	11.3%
Ireland	0.4%	0.6%	1.2%	0.6%	1.0%	1.3%	1.3%	0.0%	0.8%	0.2%	0.8%	1.3%	0.0%	1.2%	1.1%
Italy	0.5%	0.6%	1.8%	0.1%	1.3%	2.2%	1.1%	1.0%	2.1%	0.4%	1.9%	2.0%	1.2%	2.1%	1.5%
The Netherlands	1.4%	2.4%	3.7%	0.8%	0.9%	6.9%	1.3%	1.0%	3.6%	1.3%	5.5%	6.8%	0.0%	6.3%	5.1%
Norway	0.2%	0.2%	0.9%	0.0%	0.0%	1.0%	0.4%	0.4%	0.4%	0.2%	0.9%	1.0%	2.2%	0.9%	0.7%
Portugal	0.2%	0.4%	0.2%	0.1%	0.2%	0.6%	0.0%	0.1%	0.7%	0.2%	0.5%	0.5%	0.7%	0.6%	0.5%
Russian Federation	0.4%	0.3%	1.6%	0.0%	0.0%	1.2%	0.9%	0.4%	2.1%	0.7%	1.3%	1.3%	0.0%	1.3%	0.9%
Spain	0.3%	0.5%	1.2%	0.1%	0.4%	1.6%	0.2%	0.5%	1.0%	0.2%	1.7%	1.6%	0.0%	1.6%	1.2%
Sweden	0.4%	0.7%	1.4%	0.6%	0.5%	2.0%	0.7%	0.5%	1.0%	0.4%	1.6%	1.9%	3.5%	1.8%	1.4%
Switzerland	0.6%	0.8%	3.0%	0.8%	0.0%	3.2%	1.0%	1.3%	1.2%	0.3%	2.9%	3.0%	0.0%	2.9%	2.5%
Turkey	0.1%	0.2%	0.6%	0.0%	0.4%	0.4%	0.2%	0.2%	0.9%	0.0%	0.5%	0.4%	0.0%	0.3%	0.3%
Uk	4.5%	7.0%	11.5%	3.5%	9.2%	16.6%	6.3%	6.5%	9.2%	2.8%	12.8%	15.8%	5.4%	15.6%	13.8%
Other Europe	0.5%	0.2%	0.9%	0.0%	0.4%	1.2%	0.7%	0.4%	2.3%	0.3%	1.9%	1.6%	2.1%	1.7%	0.9%
MIDDLE EAST	0.3%	0.5%	0.5%	0.0%	0.4%	0.6%	0.1%	0.2%	0.6%	1.0%	0.6%	0.7%	0.0%	0.9%	0.6%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other Middle East	0.3%	0.5%	0.5%	0.0%	0.4%	0.6%	0.1%	0.1%	0.5%	1.0%	0.6%	0.7%	0.0%	0.8%	0.6%
NORTH AMERICA	4.3%	5.1%	11.6%	0.9%	4.7%	14.9%	4.2%	2.5%	9.4%	3.1%	15.6%	17.2%	53.6%	15.5%	11.2%
Canada	0.7%	0.9%	2.3%	0.3%	0.4%	2.9%	1.7%	1.0%	1.0%	0.5%	2.7%	2.7%	0.0%	2.7%	2.3%
USA	3.6%	4.2%	9.3%	0.6%	4.3%	11.9%	2.5%	1.6%	8.4%	2.6%	13.0%	14.5%	53.6%	12.8%	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%

A woman in a black leather jacket, patterned leggings, and a black helmet is riding a Segway through a shallow stream. She is smiling and looking down at the water. In the background, a man in a grey t-shirt, brown shorts, and a black helmet is also riding a Segway. The stream is surrounded by lush green trees and ferns. The water is splashing around the Segway's wheels.

INTERNATIONAL ARRIVALS — PROVINCIAL DISTRIBUTION

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
	Q4 2023								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	803 044	92 083	27 641	107 367	392 410	106 175	66 851	16 594	200 308
Botswana	57 642	2 833	736	4 231	1 918	20 452	31 740	298	4 670
Lesotho	57 688	8 699	4 923	10 298	4 923	1 073	9 501	5 460	188 038
Malawi	35 646	4 515	292	1 484	-	622	659	69	-
Mozambique	62 684	4 134	668	1 067	293 269	1 754	2 664	82	-
Namibia	12 187	25 836	553	1 001	353	60	2 673	7 252	265
Swaziland	61 115	1 124	-	70 032	77 372	112	3 297	-	967
Zambia	34 945	3 953	1 108	3 995	631	145	501	-	214
Zimbabwe	430 296	26 648	16 729	11 223	12 370	81 466	14 679	3 274	5 631
Angola	5 155	2 277	217	293	72	76	74	-	-
Democratic Republic of Congo	6 303	1 100	-	210	160	210	321	-	-
Ethiopia	1 379	493	63	176	28	-	94	28	-
Ghana	5 291	2 128	136	451	-	-	-	-	-
Kenya	10 780	1 795	302	409	292	98	293	-	204
Nigeria	3 257	1 325	139	211	39	37	57	20	20
Tanzania	5 267	540	147	538	237	-	97	-	69
Uganda	2 981	193	375	428	55	-	53	88	88
Other Africa	10 429	4 490	1 254	1 321	688	69	149	22	142
Asia	25 198	15 834	2 487	6 569	3 902	1 334	2 958	296	730
China including Hong Kong	5 081	2 627	572	992	413	173	430	45	266
India	9 281	6 058	1 171	3 384	1 199	349	1 585	115	115
Japan	2 526	1 302	256	899	341	104	201	-	29
Malaysia	715	702	88	128	144	71	57	-	71
Singapore	1 176	1 111	-	162	424	97	99	-	-
South Korea	1 665	1 022	36	263	194	225	216	-	74
Other Asia	4 754	3 012	365	741	1 187	314	370	135	173
Australasia	15 240	10 240	3 448	3 529	3 971	2 209	1 754	393	835
Australia	12 594	8 049	2 889	2 900	3 151	1 665	1 474	391	643
New Zealand	2 618	2 190	540	621	819	544	256	-	192
Other Australasia	28	1	19	8	-	1	24	1	-
South America	7 560	8 702	1 766	468	3 226	1 261	1 265	229	516
Argentina	618	521	201	119	155	99	103	17	17
Brazil	5 046	6 313	1 483	119	2 105	1 045	966	212	476
Chile	473	423	71	25	259	71	96	-	-
Other Central & South America	1 424	1 445	10	206	706	45	100	-	23
Europe	138 267	214 750	52 238	39 512	70 444	29 286	12 954	4 496	3 619
Austria	2 623	4 419	1 639	1 240	1 574	792	399	-	158
Belgium	4 650	7 410	1 891	1 723	3 386	972	445	72	-
Denmark	1 571	2 914	903	646	1 305	745	245	54	46
Finland	908	1 489	333	111	352	147	372	55	-
France	11 634	20 988	4 731	5 127	9 515	2 469	976	324	197
Germany	29 234	50 067	15 272	7 968	18 334	7 631	2 876	772	1 083
Ireland	3 380	4 572	1 632	564	1 068	941	335	-	-
Italy	4 817	7 649	1 142	605	2 404	962	266	61	-
Netherlands	14 282	21 527	5 514	4 546	7 671	4 276	1 184	854	703
Norway	1 331	2 767	892	463	740	564	169	50	62
Portugal	1 599	2 060	355	434	494	125	125	33	59
Russian Fed	5 227	4 173	1 159	485	1 688	271	129	349	-
Spain	2 391	5 009	649	1 005	2 152	664	210	290	-
Sweden	2 527	5 513	1 126	964	1 909	1 018	602	184	-
Switzerland	5 338	9 998	2 119	1 343	3 454	1 049	589	71	-
Turkey	1 380	1 567	276	276	83	66	149	-	-
UK	39 297	57 388	11 476	11 116	12 595	5 999	3 491	1 109	1 310
Other Europe	6 078	5 240	1 129	895	1 721	597	392	217	-
Middle East	3 669	2 612	426	588	243	202	359	112	24
UAE	292	245	22	66	-	22	-	-	-
Other Middle East	3 377	2 367	404	522	243	180	359	112	24
North America	50 053	50 237	8 202	11 834	18 679	10 014	4 293	1 314	1 375
Canada	6 649	9 058	1 695	1 768	2 761	783	639	213	354
USA	43 405	41 179	6 507	10 065	15 918	9 230	3 654	1 101	1 021
TOTAL	1 043 031	394 459	96 209	169 866	492 874	150 482	90 433	23 434	207 407

A woman in a black leather jacket, patterned leggings, and a black helmet is riding a Segway through a shallow, rocky stream. She is smiling and looking down at the water. In the background, a man in a grey t-shirt, brown shorts, and a black helmet is also riding a Segway. The surrounding area is a lush green forest with many trees and ferns. The water in the stream is brown and turbulent as it flows over the rocks.

TOP 20 ATTRACTIONS PER PROVINCE

APPENDIX

	GAUTENG TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Sandton City / Mandela Square	43.9%	45.4%	44.3%
Mall of Africa	4.2%	6.4%	15.7%
Apartheid Museum	24.0%	11.3%	14.7%
Mandela house (Soweto)	14.7%	11.6%	12.7%
Tour of Soweto	12.8%	10.0%	11.8%
Menlyn Maine Shopping Centre	0.0%	5.9%	11.3%
Eastgate Mall	12.4%	12.1%	9.7%
Constitution Hill	8.6%	5.6%	6.9%
Maboneng Precinct (e.g. Pop Art Theatre, Cinema, Gallery etc.)	6.6%	3.0%	4.9%
Rosebank	4.1%	4.9%	4.7%
Union Buildings	5.5%	4.4%	4.6%
Rhino and Lion Nature Reserve	10.6%	5.3%	4.3%
Braamfontein Neighbour Goods Market	10.4%	1.5%	2.9%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	4.5%	3.0%	2.7%
Newtown Market Theatre	1.7%	2.1%	2.1%
Lesedi Cultural Village	1.7%	1.2%	2.1%
Walter Sisulu Botanical Gardens	1.6%	1.5%	2.0%
Fourways	1.6%	2.4%	2.0%
Eastrand Mall	1.9%	1.5%	1.9%
Montecasino	0.0%	1.8%	1.7%

	WESTERN CAPE TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
V&A Waterfront	68.0%	69.1%	78.9%
Cape Town Central City	62.5%	63.1%	64.5%
Camps Bay	62.9%	55.2%	60.9%
Boulder National Park	40.2%	53.8%	56.3%
Cape Point	61.4%	52.6%	53.8%
Table Mountain Cableway	47.9%	47.9%	53.2%
The Winelands	43.0%	47.8%	52.9%
Kirstenbosch Botanical Gardens	31.5%	33.0%	36.1%
Lion's Head	1.0%	1.3%	31.8%
Canal Walk Mall	0.9%	1.2%	31.1%
The Garden Route	29.5%	30.1%	27.4%
Clifton Beach	30.5%	22.9%	25.7%
Table Mountain (not cableway)	31.2%	31.6%	24.3%
Hermanus	24.8%	25.6%	23.8%
Muizenberg Beach	18.7%	20.6%	21.7%
Robben Island	18.4%	18.8%	20.5%
Tsitsikamma National Park	19.8%	15.9%	16.9%
Cango Caves	19.3%	12.6%	14.5%
Cape Agulhas	14.9%	12.7%	13.3%
Cape Town Whale watching	10.6%	9.4%	12.4%

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Addo Elephant Park	53.5%	53.1%	61.0%
Storms River	46.2%	35.2%	37.7%
Bloukrans Bridge Bungy (Highest Bungee)	20.0%	10.0%	21.6%
Board Walk shopping Mall	14.1%	13.3%	21.0%
Tree Top Canopy Tour Tsitsikama forest	15.7%	17.5%	20.9%
Warmer Park	9.9%	18.6%	14.4%
Greenacres Mall	12.7%	11.1%	14.2%
Valley of Desolation / Owl House / Karoo / Olive Shreiner Museum	5.0%	4.7%	9.0%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.9%	5.5%	8.9%
Nelson Mandela Museum (Mthatha)	8.8%	4.7%	8.0%
Wild Fly Fishing - Sommerset East	1.7%	7.2%	7.3%
Nelson Mandela's Homestead / Gravesite (Qunu)	5.1%	2.9%	5.9%
Tiffendel Ski Resort	8.1%	4.2%	3.7%
Amakhala Game Reserve	0.7%	1.6%	1.5%
Kariega Game Reserve	0.2%	1.1%	1.1%
Baywest Mall	0.4%	1.7%	0.8%
Hemmingways Mall	0.6%	1.3%	0.7%
Pumba Game reserve	0.1%	0.6%	0.7%
Shamwari Game Reserve	0.1%	0.5%	0.7%
Kwantu Game Reserve	0.0%	0.5%	0.5%

	KwaZULU-NATAL TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Durban north coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	24.6%	32.5%	37.1%
Gateway Mall	27.8%	33.3%	30.4%
Drakensberg Mountains	40.1%	23.0%	27.4%
Durban North Beach	22.2%	28.5%	27.1%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral	26.2%	20.9%	24.4%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	28.4%	21.9%	22.2%
uShaka Marine World	14.0%	14.2%	18.3%
Durban South Beach	28.0%	21.0%	18.3%
Pavilion Mall	8.4%	14.5%	17.0%
La Lucia	16.8%	14.0%	12.2%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	7.4%	7.6%	11.7%
iSimangaliso Wetland Park	18.7%	9.2%	11.2%
Florida Road (Durban)	11.0%	11.8%	8.9%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	6.8%	5.6%	8.3%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	1.9%	3.5%	5.4%
Moses Mabhida Stadium	5.2%	2.9%	4.5%
Royal Natal National Park	11.0%	3.7%	4.5%
Sodwana Bay	4.0%	2.3%	4.1%
Sun Coast Casino	4.8%	3.3%	4.0%
Valley of 1000 Hills (Phezulu, Krantzklouf Nature Reserve)	2.4%	2.6%	3.0%

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Kruger Park via Skukuza, Numbi, Malelane,Crocodile Bride	87.4%	86.6%	44.3%
Blyde River Canyon God's Window	53.6%	52.4%	15.7%
Bourke's Luck Potholes	26.3%	23.9%	14.7%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives etc.)	17.7%	23.9%	12.7%
Panorama	26.6%	23.6%	11.8%
3 Rondavals	0.3%	0.6%	11.3%
Pilgrim's Rest	13.8%	12.0%	9.7%
Hazyview Mall	11.6%	15.3%	6.9%
Dullstroom fly fishing	4.0%	12.9%	4.9%
White river	13.1%	5.4%	4.7%
Sabie	9.2%	7.4%	4.6%
Sabi Sabi Game Reserve	5.6%	10.8%	4.3%
Nelspruit Botanical Gardens	5.4%	6.6%	2.9%
The Pinnacle	7.9%	3.8%	2.7%
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	3.8%	3.0%	2.1%
Mala Mala Game Reserve	1.5%	7.4%	2.1%
Crocodile River Enviro Park	3.9%	3.4%	2.0%
Sabi Sands Game Reserve	6.9%	3.6%	2.0%
Londolozi Game Reserve	5.8%	2.7%	1.9%
Longtom Pass	3.2%	3.1%	1.7%

	LIMPOPO TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Kruger National Park via Orpen, Phalaborwa, Punda Maria	69.4%	66.4%	72.1%
Mapungubwe National Park	18.3%	17.2%	20.6%
Bela Bela Conservatory	12.7%	7.6%	12.0%
Mapungubwe Cultural Landscape	7.1%	4.7%	8.0%
Southpansberg Mountains	4.5%	2.1%	5.3%
Ga (modjadji) / Motjaji	3.8%	1.1%	5.2%
The Chuene Resort	1.8%	0.9%	4.5%
Nandoni Dam	3.9%	2.2%	4.0%
Mall of the North	0.9%	1.0%	2.7%
Kapama Game Reserve	2.2%	1.0%	2.0%
Welgevanden Game Reserve	0.0%	1.4%	1.5%
Mabula Game Reserve	0.3%	2.6%	1.4%
Timbavati Game Reserve	0.3%	1.3%	1.4%
Names of Resorts/Safari	0.0%	1.6%	1.2%
Thorny Bush Game Reserve	0.3%	1.1%	1.1%
Private Game Reserves	0.0%	1.7%	1.0%
Karongwe Game Reserve	1.7%	1.1%	1.0%
Balule Nature Reserve	0.3%	0.5%	0.7%
Mabalingwe Nature Reserve	0.8%	0.3%	0.6%
Moholoholo animal rehabilitation Centre	0.8%	0.0%	0.6%

APPENDIX

	NORTH WEST TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Pilansberg National Park	52.8%	43.4%	46.7%
Sun City Lost City	32.4%	24.3%	24.3%
Hartbeespoortdam	22.3%	12.0%	16.5%
Madikwe Game reserve	10.7%	11.7%	11.4%
Hartbeespoort dam & Snake Park	4.8%	7.1%	10.6%
Potchefstroom University	4.3%	4.2%	8.9%
Barberspan bird sanctuary	1.2%	3.4%	7.7%
The cradle of humankind	7.6%	4.1%	7.1%
Waterfall Mall (Rustenburg)	4.3%	6.7%	6.1%
Brits Mall	3.2%	2.8%	5.5%
Klerksdorp Mall	1.6%	4.0%	4.7%
Mafikeng Mall	0.6%	3.0%	4.2%
Ukutula Game Lodge	0.1%	1.3%	3.9%
Upside-down House	0.0%	0.3%	3.4%
Bloemhof Dam Nature Reserve	0.0%	1.4%	3.1%
Magaliesburg Resort	2.3%	2.3%	2.9%
Mooi River Mall	0.8%	2.5%	2.8%
Vredefort crater / Vredefort Dome	0.0%	0.7%	1.2%
Private Game Reserve	0.0%	1.0%	0.9%
Names of Resorts/Safari	0.0%	0.7%	0.9%

	NORTHERN CAPE TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Diamond Mall	15.8%	28.3%	25.2%
Kimberley Big Hole	24.7%	27.1%	25.1%
Kgalagadi Transfrontier Park	33.1%	21.2%	22.8%
Augrabies Falls	32.4%	20.6%	19.3%
Kimberley Museum	11.3%	23.3%	19.0%
Mokala National Park	12.1%	8.6%	14.9%
Namaqualand Flowers	13.9%	11.3%	9.3%
San Cultural Villages (e.g. Khomani San Village etc) (Specify)	5.8%	2.3%	6.9%
Blue flag beach at Mcdougal Bay	8.2%	0.9%	5.5%
Sutherland and Carnarvon - Stargazing (Salt and SKA)	2.6%	2.5%	4.4%
Names of Resorts/Safari	0.0%	0.0%	3.0%
North Cape Mall	0.0%	0.8%	2.4%
Kalahari mall	0.0%	2.4%	1.0%
Farm	0.0%	0.0%	1.0%
Private Game Reserve	0.0%	1.2%	1.0%
Orange River	1.5%	0.8%	0.8%
Dams	0.0%	0.0%	0.4%
Museums	0.0%	0.0%	0.3%
Kimberley - Big Hole, Museum	0.0%	0.0%	0.0%
Flea or craft markets	6.3%	0.0%	0.0%

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS		
	Q4 2019	Q4 2022	Q4 2023
Mimosa Mall	21.5%	24.2%	28.6%
Waterfront	14.7%	18.1%	22.6%
Golden Gate National Park	26.2%	12.8%	16.7%
Clarens Ash River Outfall	3.4%	7.2%	10.0%
University of Free State	7.2%	5.6%	9.7%
Gariiep Dam	7.6%	2.5%	8.7%
Free State stadium/Vodacom Park	6.4%	4.3%	6.9%
Welkom Mall	8.2%	11.8%	6.4%
Cheetah Experience	9.0%	3.9%	4.2%
Maluti Cave Hiking Trail	6.0%	2.0%	4.2%
Basotho cultural village	6.5%	5.2%	3.8%
Bushmen Paintings in Schaaplaats	3.5%	2.4%	3.7%
Sterkfontein dam Nature Reserve	7.7%	2.3%	2.3%
Black Mountain Hotel	2.3%	2.0%	1.9%
Northridge Mall	0.0%	0.0%	1.6%
Can't remember	0.0%	0.0%	1.3%
Fleaorcraft markets	0.0%	0.0%	1.0%
Dams	0.0%	0.0%	1.0%
Vredefort Dome	0.0%	0.0%	0.8%
Tiger Canynon Game Reserve	0.0%	0.0%	0.8%

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway through a shallow stream. She is smiling and looking down at the water. The Segway has large, treaded tires and is splashing water. In the background, a man wearing a blue helmet and a grey t-shirt is standing on a Segway, looking towards the camera. The setting is a lush green forest with many trees and ferns. The ground is rocky and covered with water.

PROVINCIAL TOP 20 VISITED ATTRACTIONS BY SOURCE MARKETS

APPENDIX

GAUTENG TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023

	Sandton City / Mandela Square	Mall of Africa	Apartheid Museum	Mandela house (Soweto)	Tour of Soweto	Menlyn Maine Shopping Centre	Eastgate Mall	Constitution Hill	Madibong Precinct (e.g. Pop Art Theatre, Cinema, Gallery etc.)	Rosebank	Union Buildings	Rhino and Lion Nature Reserve	Braamfontein Neighbour Goods Market	Sterkfontein Caves (Cradle of Humankind)	Maropeng and Stereobond Caves	Newtown Market Theatre	Lesedi Cultural Village	Water Sisulu Botanical Gardens	Fourways	Eastrand Mall	Montecasino
AFRICA	44.7%	20.3%	3.2%	4.7%	3.4%	12.7%	14.0%	1.7%	1.2%	4.6%	2.5%	0.6%	1.1%	0.5%	1.2%	0.7%	0.7%	2.7%	3.0%	1.9%	
Botswana	43.2%	13.9%	0.0%	0.0%	0.0%	12.9%	7.1%	0.0%	1.2%	7.6%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	1.0%	4.3%	2.1%	0.0%
Lesotho	18.5%	19.3%	0.0%	0.0%	0.0%	8.9%	23.4%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%
Malawi	37.1%	27.1%	0.0%	1.6%	1.6%	14.9%	13.8%	0.0%	0.0%	2.8%	3.1%	1.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	4.8%	0.0%
Mozambique	57.5%	20.5%	2.2%	2.8%	2.8%	13.3%	18.4%	1.5%	1.6%	4.4%	0.8%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.4%	2.1%	2.2%
Namibia	41.0%	15.8%	3.1%	3.0%	1.5%	16.6%	15.3%	0.0%	0.9%	5.8%	1.3%	0.7%	0.9%	0.9%	2.2%	1.6%	2.2%	0.0%	3.2%	2.3%	0.0%
Eswatini	29.9%	29.5%	0.0%	0.0%	0.0%	18.3%	22.5%	3.8%	0.0%	3.8%	3.8%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	3.8%	3.8%
Zambia	44.6%	19.9%	2.6%	3.5%	3.2%	8.3%	12.6%	0.6%	0.0%	7.8%	2.6%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	2.3%	4.3%	1.2%
Zimbabwe	37.9%	22.1%	0.8%	2.3%	1.2%	10.7%	14.2%	1.2%	0.2%	3.7%	2.1%	0.2%	0.8%	0.4%	1.4%	1.0%	1.0%	4.2%	3.2%	1.9%	
Angola	37.8%	29.3%	4.3%	5.0%	3.6%	29.3%	22.4%	1.5%	1.4%	4.3%	1.5%	0.7%	0.0%	0.0%	2.1%	0.7%	0.7%	0.0%	1.4%	0.7%	0.0%
DRC	42.5%	21.1%	1.7%	3.2%	4.9%	19.7%	23.4%	0.0%	2.5%	3.2%	2.5%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.2%	0.8%
Ethiopia	42.4%	14.8%	2.0%	6.1%	6.1%	17.3%	6.4%	4.1%	0.0%	8.4%	6.4%	2.0%	2.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Ghana	56.7%	23.1%	7.2%	9.4%	9.4%	6.4%	14.7%	4.4%	2.7%	4.8%	0.5%	2.2%	2.7%	0.0%	2.7%	0.0%	0.0%	0.0%	4.4%	4.4%	8.9%
Kenya	57.2%	13.1%	12.3%	15.1%	11.4%	11.3%	9.4%	6.4%	3.8%	6.4%	5.0%	1.0%	3.8%	0.9%	1.9%	1.8%	1.0%	0.9%	1.9%	0.9%	0.0%
Nigeria	52.2%	23.3%	9.2%	10.4%	8.2%	12.8%	13.5%	2.2%	2.8%	8.6%	4.0%	3.7%	1.2%	1.1%	1.2%	0.0%	0.0%	0.0%	3.4%	2.2%	3.9%
Tanzania	50.3%	18.4%	2.6%	7.1%	7.1%	14.9%	10.6%	1.3%	1.3%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.6%	4.5%	1.8%	
Uganda	58.0%	15.6%	12.2%	11.1%	5.6%	16.1%	5.4%	5.5%	3.6%	1.8%	3.7%	1.8%	1.8%	1.9%	1.9%	1.9%	0.0%	1.9%	0.0%	3.7%	0.0%
Other Africa	54.4%	16.5%	5.8%	9.5%	2.7%	11.1%	10.0%	2.2%	2.2%	4.0%	2.2%	1.0%	1.0%	0.7%	1.8%	1.6%	0.9%	0.7%	2.6%	1.6%	0.0%
ASIA	50.6%	24.3%	9.0%	10.1%	7.3%	10.9%	7.4%	4.3%	1.7%	4.8%	5.8%	8.1%	1.7%	1.6%	0.5%	0.8%	1.8%	0.9%	1.8%	2.3%	
China including Hong Kong	56.6%	21.6%	8.4%	5.5%	5.1%	11.3%	7.4%	3.5%	2.8%	4.0%	5.6%	8.4%	2.5%	2.2%	1.5%	1.0%	3.4%	0.9%	0.4%	0.9%	0.0%
India	55.2%	27.0%	9.0%	7.0%	3.6%	12.4%	6.7%	4.3%	0.0%	4.7%	5.1%	5.7%	1.1%	1.4%	0.6%	0.0%	1.1%	1.2%	2.5%	5.2%	0.0%
Japan	43.7%	10.7%	14.7%	11.3%	8.0%	7.2%	10.2%	3.7%	3.0%	1.5%	0.0%	15.1%	2.6%	6.7%	0.0%	3.7%	2.3%	1.2%	1.2%	0.0%	0.0%
Malaysia	35.8%	40.0%	7.9%	7.9%	7.9%	30.2%	22.2%	7.9%	0.0%	20.0%	0.0%	7.9%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	36.0%	0.0%	8.2%	0.0%	0.0%	16.7%	16.9%	8.2%	8.2%	16.5%	8.2%	8.2%	8.2%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%
South Korea	38.5%	21.4%	12.0%	9.5%	11.7%	13.2%	2.3%	6.6%	0.0%	0.0%	6.4%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	2.1%	0.0%
Other Asia	48.9%	33.8%	5.8%	23.6%	16.9%	4.3%	4.6%	3.2%	2.4%	3.9%	10.7%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	3.8%	0.5%
AUSTRALASIA	26.5%	14.4%	11.5%	10.6%	8.7%	18.0%	8.1%	4.5%	2.5%	3.8%	4.5%	3.2%	0.3%	3.3%	1.0%	1.7%	0.3%	2.8%	2.2%	2.6%	
Australia	27.0%	13.5%	13.3%	12.0%	9.3%	17.3%	8.5%	5.1%	3.0%	4.1%	4.4%	3.5%	0.4%	3.6%	1.2%	1.7%	0.4%	3.0%	2.6%	2.7%	0.0%
New Zealand	24.6%	18.4%	1.9%	3.9%	5.8%	21.5%	5.8%	1.9%	0.0%	1.9%	5.1%	1.9%	0.0%	1.9%	0.0%	1.9%	0.0%	1.9%	0.0%	1.9%	0.0%
Other Australia	14.8%	18.5%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	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	43.7%	10.5%	30.6%	25.9%	24.0%	9.0%	4.4%	14.5%	6.5%	9.7%	7.2%	8.6%	3.9%	5.4%	1.2%	4.9%	1.8%	0.2%	0.8%	2.0%	
Argentina	52.5%	2.6%	24.9%	23.6%	19.7%	5.8%	6.0%	13.7%	2.6%	2.6%	0.0%	13.7%	0.0%	8.3%	0.0%	2.8%	2.8%	0.0%	2.8%	0.0%	0.0%
Brazil	42.5%	12.1%	34.6%	27.0%	24.7%	11.3%	4.7%	16.5%	9.4%	13.4%	8.4%	8.9%	5.8%	7.1%	1.8%	6.6%	2.4%	0.0%	0.0%	2.4%	0.0%
Chile	60.0%	18.1%	22.1%	31.9%	31.9%	6.5%	0.0%	15.6%	0.0%	0.0%	18.1%	11.7%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	6.5%	0.0%
Other Central & South America	38.6%	5.8%	21.4%	21.1%	21.1%	3.1%	4.2%	7.5%	0.0%	3.2%	2.5%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.1%	0.0%	0.0%
EUROPE	44.8%	11.3%	22.9%	17.6%	17.7%	10.4%	7.2%	10.4%	8.2%	4.3%	6.2%	6.5%	4.8%	4.6%	3.4%	3.1%	3.3%	1.9%	1.2%	1.5%	
Austria	47.7%	11.7%	27.3%	9.6%	12.5%	9.2%	11.7%	15.4%	18.1%	5.8%	21.0%	20.4%	11.7%	11.7%	3.3%	5.4%	9.0%	3.3%	0.0%	0.0%	0.0%
Belgium	50.2%	11.0%	27.3%	24.1%	25.8%	6.5%	9.3%	11.2%	9.4%	1.6%	6.5%	1.5%	3.2%	3.4%	3.3%	7.9%	0.0%	0.0%	1.5%	0.0%	0.0%
Denmark	40.8%	12.4%	18.7%	18.9%	19.0%	6.0%	6.4%	13.0%	12.9%	6.0%	3.1%	6.4%	6.5%	3.4%	9.9%	3.4%	6.5%	0.0%	0.0%	0.0%	0.0%
Finland	44.2%	6.1%	49.7%	48.2%	40.7%	5.4%	6.1%	30.6%	13.7%	5.4%	7.6%	12.2%	6.1%	6.1%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	47.3%	10.0%	40.6%	35.7%	38.5%	3.0%	9.0%	13.0%	8.6%	2.8%	9.7%	8.0%	5.6%	4.4%	5.2%	5.1%	2.8%	0.6%	1.1%	0.6%	0.0%
Germany	47.1%	8.7%	28.6%	20.0%	18.7%	12.7%	5.4%	14.7%	11.5%	5.2%	6.1%	6.0%	5.9%	5.1%	4.3%	3.7%	2.9%	0.8%	1.3%	0.3%	0.0%
Ireland	26.5%	7.3%	21.7%	18.6%	22.2%	2.6%	7.8%	11.8%	7.8%	0.0%	4.2%	11.9%	3.1%	6.1%	0.0%	0.0%	8.8%	2.6%	0.0%	2.1%	0.0%
Italy	49.4%	10.5%	24.6%	19.7%	16.3%	5.2%	6.4%	9.6%	11.7%	2.3%	7.6%	11.0%	7.5%	6.7%	5.5%	3.4%	3.3%	1.0%	0.0%	3.1%	0.0%
The Netherlands	43.3%	13.1%	21.0%	19.0%	17.9%	10.3%	4.4%	7.2%	6.1%	3.3%	7.3%	4.4%	4.4%	1.6%	3.2%	3.8%	3.3%	1.1%	0.5%	1.1%	0.0%
Norway	50.0%	25.5%	28.8%	42.9%	33.5%	8.9%	4.3%	26.3%	12.3%	12.2%	17.5%	4.7%	4.3%	3.8%	4.7%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%
Portugal	49.0%	13.2%	12.8%	9.9%	7.4%	16.1%	13.2%	3.7%	7.8%	4.1%	9.1%	2.1%	5.4%	0.0%	3.7%	3.3%	3.3%	0.0%	2.1%	3.7%	0.0%
Russian Federation	41.4%	9.9%	19.4%	14.2%	17.1%	19.4%	4.5%	10.2%	2.5%	0.0%	9.5%	9.5%	4.9%	10.0%	0.0%	2.5%	0.0%	2.6%	2.6%	2.6%	0.0%
Spain	34.4%	9.6%	30.4%	27.0%	27.0%	9.6%	6.0%	11.9%	3.1%	5.5%	3.3%	2.8%	0.0%	6.3%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%
Sweden	48.9%	12.5%	21.7%	18.0%	12.7%	19.7%	6.3%	4.3%	9.5%	12.5%	4.0%	7.1%	5.1%	2.0%	0.0%	5.1%	2.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	50.9%	7.5%	25.1%	18.0%	24.1%	9.8%	9.8%	18.1%	11.1%	2.7%	2.7%	7.1%	4.3%	4.1%	2.7%	0.0%	5.8%	1.3%	0.0%	1.3%	0.0%
Turkey	64.3%	24.7%	15.2%	9.2%	9.2%	10.8%	4.4%	4.8%	0.0%	0.0%	0.0%	16.8%	4.4%	0.0%	4.4%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%
UK	41.5%	13.4%	13.2%	10.0%	9.6%	11.7%	8.7%	6.2%	5.4%	4.7%	4.0%	5.4%	4.0%	4.2%	3.2%	2.3%	3.1%	3.9%	2.2%	2.7%	0.0%
Other Europe	50.3%	9.4%	21.5%	7.2%	9.7%	7.6%	8.3%	9.1%	10.6%	6.7%	6.1%	5.4%	3.6%	6.5%	2.1%	3.0%	4.7%	2.0%	0.0%	2.6%	0.0%
MIDDLE EAST	49.3%	23.9%	11.9%	13.1%	5.4%	15.9%	14.4%	5.6%	3.0%	5.6%	4.4%	6.4%	0.0%	1.1%	0.0%	0.0%	7.2%	1.5%	0.0%	2.4%	
United Arab Emirates	48.1%	24.8%	5.9%	5.9%	5.9%	19.2%	11.2%	5.9%	0.0%	7.6%	5.9%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	49.4%	23.8%	12.4%	13.7%	5.3%	15.6%	14.7%	5.6%	3.2%	5.4%	4.2%	5.7%	0.0%	1.2%	0.0%	0.0%	7.9%	1.7%	0.0%	2.6%	0.0%
NORTH AMERICA	43.6%	11.4%	27.1%	21.7%	22.0%	8.1%	6.1%	12.8%	8.9%	5.4%	5.5%	6.9%	3.8%	3.8%	3.0%	3.5%	2.7%	0.7%	0.9%	0.8%	
Canada	41.5%	13.8%	31.9%	21.4%	20.2%	14.9%	7.4%	9.6%	5.3%	4.2%	7.4%	10.6%	2.1%	7.4%	1.1%	2.1%	3.2%	1.1%	1.1%	1.1%	0.0%
USA	43.9%	11.0%	26.4%	21.8%	22.2%	7.0%	5.9%	13.2%	9.4%	5.6%	5.2%	6.3%	4.0%	3.3%	3.3%	3.8%	2.6%	0.7%	0.8%	0.7%	0.0%
Other North America																					0.0%
TOTAL	44.3%	15.7%	14.7%	12.7%	11.8%	11.3%	9.7%	6.9%	4.9%	4.7%	4.6%	4.3%	2.9%	2.7%</							

APPENDIX

	WESTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																			
	V&A Waterfront	Cape Town Central City	Camps Bay	Cape Point	Table Mountain Cableway	The Winelands	Boulder National Park	Kirstenbosch Botanical Gardens	Table Mountain (not cableway)	The Garden Route	Clifton Beach	Robben Island	Tsitsikamma National Park	Hermanus	Muizenberg Beach	Cango Caves	Cape Agulhas	Cape Town Whale watching	The Karoo / Karoo National Park	Cape Town / Ostrich Ranch / Cape Point / Ostrich Farms
AFRICA	77.2%	50.5%	41.5%	26.7%	31.0%	22.5%	18.6%	13.4%	13.8%	4.1%	17.6%	6.8%	2.9%	4.5%	11.7%	2.9%	4.6%	6.0%	1.3%	3.5%
Botswana	82.7%	42.5%	36.8%	28.5%	25.7%	11.2%	17.3%	7.3%	0.0%	0.0%	3.9%	11.2%	0.0%	0.0%	0.0%	3.4%	11.1%	3.4%	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%	0.0%
Malawi	70.5%	45.5%	37.3%	40.5%	29.6%	20.7%	16.3%	8.1%	20.3%	8.1%	8.2%	4.0%	0.0%	12.6%	12.2%	0.0%	4.5%	4.0%	0.0%	4.0%
Mozambique	55.0%	26.3%	21.0%	32.4%	10.5%	11.3%	11.3%	16.6%	15.8%	5.3%	15.8%	0.0%	0.0%	5.3%	5.3%	0.0%	0.0%	0.0%	5.3%	0.0%
Namibia	77.5%	57.2%	52.2%	24.7%	30.9%	28.3%	21.7%	13.0%	9.3%	4.9%	23.1%	10.2%	7.9%	5.7%	11.0%	10.2%	10.7%	12.1%	4.5%	10.7%
Eswatini	41.4%	0.0%	18.9%	18.9%	39.6%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	53.7%	28.2%	11.4%	11.2%	9.9%	4.2%	5.7%	2.8%	12.7%	2.8%	2.8%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	5.7%	0.0%	0.0%
Zimbabwe	80.5%	48.6%	38.2%	25.4%	34.2%	17.3%	12.4%	15.7%	12.4%	1.6%	16.2%	6.0%	1.6%	2.7%	16.2%	1.6%	1.6%	4.9%	0.0%	1.1%
Angola	87.2%	76.1%	71.4%	37.3%	29.2%	25.9%	32.1%	21.1%	14.9%	8.0%	14.7%	11.4%	8.1%	12.9%	21.0%	4.8%	11.4%	8.0%	3.3%	6.4%
DRC	81.4%	52.8%	38.7%	28.7%	28.7%	28.1%	4.5%	4.5%	4.5%	0.0%	9.0%	19.1%	0.0%	4.5%	4.5%	0.0%	0.0%	4.5%	0.0%	0.0%
Ethiopia	82.2%	52.2%	52.9%	46.5%	58.6%	22.9%	41.4%	23.6%	22.9%	5.7%	18.5%	12.1%	6.4%	12.1%	17.8%	12.1%	17.2%	5.7%	5.7%	12.7%
Ghana	82.6%	48.1%	35.8%	14.6%	30.3%	35.8%	23.8%	0.0%	17.0%	0.0%	21.6%	6.8%	1.3%	0.0%	6.4%	1.3%	0.0%	6.8%	0.0%	5.5%
Kenya	77.2%	50.5%	38.6%	28.2%	38.6%	33.2%	27.7%	17.4%	27.7%	5.4%	33.2%	5.5%	5.4%	11.4%	16.3%	5.5%	11.4%	0.0%	0.0%	0.0%
Nigeria	78.6%	50.3%	42.6%	18.7%	34.6%	22.8%	21.6%	2.5%	21.3%	2.7%	20.4%	5.4%	1.3%	4.0%	6.6%	0.0%	5.3%	4.0%	2.6%	1.5%
Tanzania	69.3%	56.6%	34.6%	21.9%	21.5%	34.6%	12.7%	0.0%	0.0%	9.2%	21.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	100.0%	72.8%	100.0%	45.6%	0.0%	27.2%	45.6%	45.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	85.7%	65.2%	52.3%	33.7%	42.3%	34.7%	29.5%	25.8%	19.4%	10.4%	29.5%	7.0%	2.9%	2.7%	11.7%	0.2%	6.7%	7.2%	1.1%	5.0%
ASIA	76.3%	63.3%	57.6%	43.6%	50.1%	34.6%	44.5%	20.7%	13.7%	20.0%	17.7%	10.0%	11.0%	18.0%	12.2%	14.1%	10.0%	10.8%	4.7%	12.7%
China including Hong Kong	71.8%	63.3%	45.1%	39.0%	42.5%	36.8%	36.1%	13.5%	14.7%	12.4%	7.8%	6.6%	12.6%	13.4%	12.8%	7.3%	9.1%	10.1%	4.5%	7.3%
India	73.0%	60.5%	56.9%	48.4%	48.9%	34.4%	52.0%	22.2%	15.3%	22.3%	22.9%	11.8%	12.8%	19.0%	14.0%	25.2%	13.2%	13.5%	3.9%	19.5%
Japan	72.0%	54.9%	47.8%	55.2%	48.4%	36.6%	48.3%	20.0%	18.5%	17.7%	11.8%	12.4%	13.9%	18.5%	13.9%	8.8%	9.5%	6.7%	0.0%	11.7%
Malaysia	73.4%	67.2%	57.0%	52.9%	59.1%	42.7%	36.5%	36.5%	0.0%	30.7%	18.2%	0.0%	8.1%	18.2%	0.0%	8.1%	8.1%	0.0%	16.1%	0.0%
Singapore	91.1%	67.5%	91.3%	32.5%	53.1%	55.8%	49.9%	14.8%	8.7%	32.3%	29.4%	17.9%	8.7%	23.5%	5.9%	0.0%	17.7%	0.0%	0.0%	8.9%
South Korea	84.5%	60.1%	72.4%	56.3%	76.7%	20.4%	52.3%	18.0%	10.7%	13.2%	30.3%	18.0%	9.7%	22.5%	8.3%	8.6%	0.0%	9.7%	4.8%	3.7%
Other Asia	81.3%	71.3%	56.8%	30.7%	47.5%	27.4%	32.5%	23.8%	13.8%	18.5%	9.6%	5.2%	6.8%	16.1%	13.5%	8.6%	5.8%	14.6%	7.8%	11.8%
AUSTRALASIA	63.4%	53.2%	38.7%	42.6%	39.2%	38.0%	39.2%	21.8%	22.1%	16.6%	13.5%	14.5%	7.6%	13.2%	11.0%	8.9%	6.8%	2.9%	5.9%	4.4%
Australia	62.4%	53.2%	39.7%	40.9%	42.5%	39.0%	40.1%	21.0%	25.2%	16.8%	13.3%	16.2%	8.3%	12.5%	11.8%	10.6%	8.0%	2.4%	6.9%	3.9%
New Zealand	67.3%	53.2%	35.1%	48.9%	27.3%	34.3%	35.8%	24.6%	10.8%	15.9%	14.2%	8.4%	4.9%	15.7%	8.4%	2.3%	2.3%	4.7%	2.5%	6.1%
Other Australia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
CENTRAL & SOUTH AMERICA	81.5%	62.1%	68.0%	64.8%	73.0%	54.1%	76.8%	40.8%	20.9%	34.9%	27.9%	21.8%	17.8%	21.3%	28.2%	6.2%	15.0%	6.7%	2.9%	10.7%
Argentina	69.7%	33.2%	43.1%	50.7%	54.0%	61.6%	66.7%	20.8%	23.9%	36.8%	19.7%	13.2%	31.2%	19.0%	6.3%	9.4%	14.5%	3.3%	0.0%	16.3%
Brazil	86.0%	68.3%	72.7%	69.2%	77.4%	56.6%	76.9%	44.7%	19.1%	40.5%	27.0%	27.3%	19.3%	20.3%	34.6%	5.7%	16.1%	7.1%	2.7%	9.0%
Chile	85.6%	60.5%	74.1%	69.7%	75.9%	52.9%	68.3%	26.5%	24.1%	20.2%	38.1%	13.4%	16.8%	19.2%	27.0%	7.2%	5.8%	7.6%	0.0%	16.8%
Other Central & South America	64.9%	45.9%	54.2%	49.2%	60.1%	40.6%	82.2%	35.1%	26.6%	14.4%	31.4%	3.5%	7.0%	26.9%	8.5%	7.4%	13.0%	5.6%	5.5%	14.0%
EUROPE	80.2%	68.1%	64.4%	57.3%	55.5%	60.0%	61.6%	40.1%	27.3%	33.7%	27.5%	22.3%	20.9%	29.0%	25.3%	18.0%	15.5%	14.6%	12.0%	13.2%
Austria	86.7%	72.4%	66.9%	64.8%	69.1%	72.9%	69.0%	61.7%	37.6%	43.9%	23.5%	26.5%	23.4%	21.1%	39.8%	22.5%	14.3%	6.9%	15.7%	22.6%
Belgium	82.8%	77.8%	62.3%	62.6%	60.8%	69.8%	64.6%	51.5%	34.2%	44.5%	17.1%	14.1%	22.4%	37.9%	29.1%	14.0%	8.2%	11.0%	9.1%	11.3%
Denmark	74.6%	69.6%	68.1%	66.6%	71.4%	61.6%	74.9%	41.0%	37.0%	41.0%	20.0%	24.5%	22.3%	24.2%	22.3%	22.5%	20.3%	11.6%	15.2%	15.8%
Finland	83.8%	66.7%	66.4%	56.3%	74.8%	60.5%	45.1%	53.5%	37.3%	48.0%	8.3%	39.9%	23.2%	25.7%	37.7%	28.7%	19.1%	4.6%	8.3%	7.0%
France	75.6%	68.8%	65.6%	62.4%	59.9%	56.9%	65.4%	42.4%	28.0%	31.3%	26.5%	25.8%	19.4%	28.6%	26.3%	20.0%	13.6%	17.0%	9.9%	12.4%
Germany	82.1%	72.0%	69.2%	64.1%	56.9%	62.5%	66.6%	44.3%	26.4%	42.4%	29.7%	26.0%	26.3%	33.8%	29.0%	17.9%	18.1%	15.5%	12.7%	13.8%
Ireland	73.9%	57.0%	55.8%	48.4%	46.7%	58.6%	42.9%	44.5%	39.4%	34.5%	19.2%	18.8%	12.3%	16.8%	31.5%	4.6%	15.7%	9.6%	13.4%	6.9%
Italy	84.7%	74.9%	69.4%	68.4%	61.7%	54.7%	68.4%	42.3%	24.2%	31.1%	43.2%	33.5%	23.5%	27.8%	32.6%	15.2%	20.4%	19.5%	8.8%	16.3%
The Netherlands	82.5%	68.6%	67.0%	55.2%	56.7%	60.0%	62.1%	38.5%	27.8%	35.8%	29.7%	21.7%	23.8%	29.3%	25.8%	23.7%	14.9%	19.2%	16.3%	13.5%
Norway	87.5%	73.5%	67.3%	48.8%	60.1%	67.3%	71.2%	36.1%	28.3%	32.7%	18.6%	24.0%	29.0%	18.0%	23.9%	19.9%	26.9%	17.9%	6.4%	18.6%
Portugal	89.1%	67.1%	66.8%	59.7%	55.6%	53.7%	65.8%	37.4%	18.9%	22.7%	31.3%	15.6%	22.7%	22.0%	23.6%	13.4%	11.8%	7.7%	10.5%	13.4%
Russian Federation	72.6%	69.8%	62.9%	75.1%	63.4%	54.6%	56.9%	23.5%	34.0%	26.9%	26.6%	18.2%	15.3%	35.9%	9.3%	12.5%	17.5%	20.9%	9.2%	8.8%
Spain	82.7%	72.6%	60.9%	62.4%	61.1%	47.7%	63.9%	34.9%	34.1%	33.4%	30.0%	21.9%	16.9%	32.1%	29.2%	15.0%	19.7%	18.8%	8.7%	4.5%
Sweden	86.1%	68.7%	73.1%	64.2%	50.9%	69.1%	65.8%	51.9%	35.2%	40.5%	26.5%	18.2%	23.3%	29.5%	26.2%	20.0%	19.4%	17.5%	16.7%	18.0%
Switzerland	77.7%	68.5%	61.2%	59.2%	63.4%	61.8%	59.8%	39.8%	29.3%	35.7%	28.1%	23.1%	18.6%	31.0%	28.6%	18.9%	14.4%	9.7%	14.6%	12.8%
Turkey	81.7%	72.5%	67.2%	63.0%	49.6%	29.2%	63.0%	37.3%	22.2%	23.9%	42.6%	20.1%	0.0%	16.5%	22.9%	3.9%	22.6%	16.5%	5.3%	3.9%
UK	78.1%	61.7%	59.8%	46.4%	46.5%	58.7%	55.2%	33.2%	23.4%	25.4%	25.7%	18.6%	17.0%	27.5%	18.7%	18.2%	13.4%	12.6%	11.6%	12.9%
Other Europe	81.2%	68.4%	51.5%	46.0%	58.8%	55.4%	53.7%	35.4%	22.4%	15.7%	28.6%	15.4%	16.3%	10.8%	23.0%	6.4%	9.3%	8.9%	2.8%	16.2%
MIDDLE EAST	76.1%	73.3%	61.4%	50.0%	45.4%	36.9%	47.7%	34.9%	14.4%	28.9%	17.6%	17.3%	8.0%	17.2%	18.4%	8.0%	2.2%	4.4%	7.1%	7.0%
United Arab Emirates	63.8%	52.7%	61.8%	15.8%	13.7%	15.8%	15.8%	0.0%	0.0%	0.0%	9.1%	6.7%	0.0%	9.1%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	77.4%	75.4%	61.3%	53.5%	48.7%	39.1%	51.1%	38.5%	15.9%	31.9%	18.4%	18.4%	8.8%	18.1%	18.6%	8.8%	2.4%	4.9%	7.9%	7.7%
NORTH AMERICA	78.6%	62.1%	64.9%	63.0%	61.3%	55.5%	66.7%	43.4%	24.2%	21.6%	29.6%	27.8%	14.3%	21.0%	18.6%	11.6%	13.7%	11.7%	8.1%	15.2%
Canada	72.7%	60.2%	64.0%	62.5%	53.1%	57.1%	67.2%	39.8%	21.9%	22.7%	39.8%	29.7%	17.9%	25.1%	22.6%	15.6%	17.2%	13.2%	13.3%	21.1%
USA	79.8%	62.5%	65.1%	63.2%	63.1%	55.1%	66.6%	44.2%	24.7%	21.3%	27.4%	27.4%	13.5%	20.1%	17.7%	10.7%	12.9%	11.3%	7.0%	13.9%
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%	0.0%
TOTAL	78.9%	64.5%	60.9%	53.8%	53.2%	52.9%	56.3%	36.1%	24.3%	27.4%	25.7%	20.5%	16.9%	23.8%	21.7%	14.5%	13.3%	12.4%	9.4%	12.0%

*Caution: small base size

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																						
	Addo Elephant Park	Storms River	Bloubaans Bridge Bungy (Highest Bungee)	Tree Top Canopy Tour Tsitsikama forest	Board Walk shopping Mall	Warner Park	Greenacres Mall	Tiffendel Ski Resort	Nelson Mandela Museum (Mthatha)	Museum Olive Shreiner	Desolation / Owl House / Karoo / Olive Shreiner	Wild Fly Fishing - Somerset East Valley of	London) Wild Fly Fishing - Somerset East	Williams Town, Ginsberg & East	Monument and Museum and Grave Site - King Williams Town, Ginsberg & East	Nelson Mandela's Homestead / Grapies (Ounu) Steve Biko	Amathala Game Reserve	Baywest Mall	Hemmingways Mall	Jeffreys Bay	Kariega Game Reserve	Shamwari Game Reserve	Beaches Wild coast
AFRICA	6.3%	3.2%	4.4%	2.1%	20.2%	15.0%	18.5%	0.0%	1.1%	0.7%	1.5%	4.5%	3.9%	0.0%	1.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Botswana	53.6%	0.0%	0.0%	0.0%	0.0%	53.6%	0.0%	0.0%	53.6%	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%
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%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	24.5%	49.0%	49.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	24.6%	25.4%	36.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.3%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	8.4%	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%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	11.2%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	0.0%	0.0%	0.0%	11.2%	16.5%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	0.0%	0.0%	5.7%	0.0%	34.0%	5.7%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	16.7%	0.0%	0.0%	0.0%	50.0%	16.7%	33.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%	0.0%	0.0%	0.0%	0.0%
Kenya	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	32.3%	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%	0.0%
Nigeria	12.0%	0.0%	0.0%	0.0%	24.5%	12.5%	24.5%	0.0%	0.0%	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	33.8%	33.8%	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%
Uganda	0.0%	0.0%	0.0%	0.0%	23.5%	38.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	16.2%	3.8%	7.6%	3.8%	0.7%	15.0%	7.6%	0.0%	0.0%	3.8%	8.1%	3.2%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	26.6%	6.4%	19.8%	6.8%	26.6%	16.9%	31.2%	3.5%	7.8%	10.1%	6.5%	11.1%	9.0%	0.0%	4.9%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	37.7%	8.8%	8.8%	3.3%	16.7%	24.0%	32.8%	0.0%	3.3%	8.8%	4.2%	13.1%	0.0%	0.0%	3.3%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	25.5%	0.0%	20.9%	5.5%	34.1%	8.9%	33.7%	0.0%	5.5%	9.9%	4.3%	9.9%	9.9%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	0.0%	0.0%	0.0%	0.0%	11.5%	22.4%	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%	0.0%
Malaysia	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%	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%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	40.5%	29.8%	29.7%	23.5%	37.3%	23.5%	43.1%	23.5%	29.8%	23.5%	23.5%	23.5%	29.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	34.0%	22.4%	9.5%	4.7%	29.7%	23.5%	20.6%	0.0%	7.9%	1.8%	10.8%	0.0%	4.4%	3.0%	1.5%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Australia	33.3%	24.8%	7.7%	5.6%	26.5%	27.3%	22.7%	0.0%	9.4%	2.1%	12.8%	0.0%	3.4%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	35.5%	9.9%	19.9%	0.0%	44.7%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	9.9%	9.9%	0.0%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%
Other Australia	100.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	52.6%	42.7%	37.9%	6.4%	30.6%	6.5%	18.5%	0.0%	8.8%	0.0%	0.0%	1.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	5.2%	10.9%	0.0%	0.0%
Argentina	46.0%	19.7%	9.9%	9.9%	28.2%	9.9%	0.0%	0.0%	17.8%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	0.0%	0.0%
Brazil	52.7%	46.5%	43.8%	6.2%	29.5%	5.4%	21.5%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	10.7%	0.0%	0.0%
Chile	77.3%	34.5%	0.0%	0.0%	65.5%	22.7%	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%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	90.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	90.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	72.8%	45.2%	24.8%	25.5%	19.7%	13.5%	11.8%	4.7%	9.7%	11.6%	8.1%	10.9%	6.6%	1.5%	0.4%	0.4%	0.1%	1.3%	0.5%	0.1%	0.0%	0.0%	0.0%
Austria	85.7%	48.3%	32.3%	48.6%	9.0%	19.0%	9.3%	10.0%	0.0%	0.0%	14.3%	9.3%	4.7%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	72.0%	52.1%	20.0%	28.2%	11.9%	3.8%	7.7%	3.9%	3.9%	19.9%	7.7%	7.7%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%
Denmark	71.7%	33.7%	34.3%	40.3%	23.0%	17.3%	11.1%	5.1%	16.4%	6.0%	17.0%	28.3%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	100.0%	85.2%	49.9%	68.6%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
France	78.0%	48.4%	22.1%	33.4%	20.8%	15.6%	10.9%	5.2%	9.0%	14.0%	5.8%	7.1%	2.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.5%	1.4%	0.0%
Germany	77.8%	47.1%	24.6%	24.6%	17.8%	10.7%	11.6%	3.6%	9.5%	8.7%	5.1%	9.4%	8.3%	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Ireland	47.3%	36.5%	21.5%	28.8%	10.8%	9.7%	11.8%	5.4%	5.4%	5.4%	9.7%	11.8%	0.0%	4.3%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	72.0%	33.3%	34.5%	19.0%	24.3%	0.0%	13.1%	9.5%	0.0%	19.6%	5.3%	20.8%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	81.6%	48.3%	25.4%	26.4%	25.2%	15.7%	14.1%	8.4%	12.8%	15.6%	4.4%	11.2%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	76.7%	38.0%	51.4%	18.4%	13.3%	12.0%	0.0%	0.0%	5.6%	6.4%	6.4%	12.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	59.2%	33.3%	25.9%	0.0%	9.3%	7.4%	7.4%	0.0%	16.7%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%
Russian Federation	56.1%	22.2%	22.2%	11.7%	0.0%	0.0%	11.7%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%
Spain	78.6%	45.9%	0.0%	22.6%	21.4%	11.3%	0.0%	10.1%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	95.2%	58.3%	46.4%	42.0%	32.4%	16.3%	16.3%	0.0%	16.0%	16.0%	9.0%	20.6%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	89.3%	58.0%	14.5%	28.6%	7.2%	3.8%	6.8%	0.0%	6.9%	7.2%	7.3%	3.5%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	3.5%	0.0%	0.0%	0.0%
Turkey	46.0%	54.0%	46.0%	0.0%	54.0%	0.0%	23.9%	0.0%	54.0%	0.0%	0.0%	23.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
UK	59.1%	39.7%	23.0%	20.0%	26.9%	22.2%	15.8%	5.5%	12.0%	16.2%	15.0%	14.0%	8.4%	3.3%	1.0%	1.1%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%
Other Europe	60.4%	45.5%	17.6%	8.7%	11.9%	8.8%	0.2%	0.0%	6.4%	17.6%	3.7%	17.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	28.0%	29.7%	13.8%	26.3%	0.8%	4.3%	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	16.9%	0.0%	0.0%	4.3%	1.0%	0.0%	0.0%	0.0%
United Arab Emirates	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	29.5%	31.3%	14.5%	27.8%	0.8%	4.5%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	17.9%	0.0%	4.5%	1.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	57.7%	34.8%	18.5%	21.1%	23.0%	17.7%	16.8%	3.1%	3.6%	5.1%	8.4%	5.2%	3.8%	2.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Canada	54.1%	25.0%	20.7%	20.9%	20.9%	20.8%	16.6%	0.0%	8.5%	12.4%	12.6%												

APPENDIX

	KwaZULU-NATAL TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																				
	Durban north coast (Umhlanga, Umtotyi,)	Gateway Mall	Drakensberg Mountains	Durban North Beach	Drakensberg Gardens / San Pass	Drakensberg (e.g. iSimangaliso Wetland)	Elephant Coast (e.g. iSimangaliso Wetland)	uShaka Marine World	Durban South Beach	Pavilion Mall	La Lucia	Pietermaritzburg (Midlands Meander,)	iSimangaliso Wetland Park	Florida Road (Durban)	Zululand cultural villages (Richards Bay,)	South Coast Beach Resorts and attractions (,)	Moses Mabhida Stadium	Royal Natal National Park	Sodwana Bay	Sun Coast Casino	Valley of 1000 Hills (Phezuu, KwaZulu)
AFRICA	25.0%	36.3%	3.5%	23.1%	2.3%	2.1%	21.0%	25.4%	17.7%	6.1%	4.0%	1.0%	11.8%	1.6%	2.9%	10.2%	1.0%	2.1%	10.0%	1.0%	
Botswana	10.9%	42.1%	10.9%	0.0%	0.0%	0.0%	10.9%	9.4%	10.9%	9.4%	10.9%	0.0%	9.4%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	
Lesotho	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%	0.0%	
Malawi	0.0%	19.3%	0.0%	40.3%	0.0%	0.0%	19.3%	59.7%	59.7%	19.3%	0.0%	0.0%	21.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.3%	
Mozambique	14.8%	61.8%	0.0%	7.1%	0.0%	14.8%	8.2%	31.6%	30.0%	15.9%	7.1%	0.0%	29.4%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	15.4%	
Namibia	15.6%	31.2%	0.0%	15.6%	0.0%	15.6%	31.2%	27.6%	15.6%	0.0%	0.0%	15.6%	15.6%	0.0%	0.0%	15.6%	0.0%	15.6%	12.0%	0.0%	
Eswatini	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	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	33.5%	29.1%	0.0%	20.7%	0.0%	0.0%	33.5%	29.1%	16.8%	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	8.4%	0.0%	
Zimbabwe	31.8%	49.0%	0.0%	38.2%	0.0%	0.0%	25.5%	38.2%	17.0%	0.0%	6.4%	0.0%	21.2%	0.0%	0.0%	23.4%	0.0%	0.0%	14.8%	0.0%	
Angola	13.0%	25.3%	0.0%	0.0%	0.0%	0.0%	25.3%	0.0%	37.6%	0.0%	0.0%	0.0%	13.0%	0.0%	24.6%	0.0%	0.0%	0.0%	12.4%	0.0%	
DRC	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	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%	
Ethiopia	51.8%	0.0%	16.1%	16.1%	0.0%	0.0%	33.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	33.9%	0.0%	
Ghana	50.0%	26.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Kenya	26.1%	0.0%	0.0%	0.0%	0.0%	23.8%	0.0%	0.0%	26.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Nigeria	9.3%	49.8%	8.2%	32.6%	8.2%	0.0%	25.8%	25.5%	8.2%	8.2%	17.6%	0.0%	8.2%	0.0%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%	
Tanzania	34.4%	47.5%	0.0%	47.1%	0.0%	0.0%	12.8%	12.8%	22.0%	12.8%	0.0%	8.8%	0.0%	0.0%	12.8%	8.8%	0.0%	8.8%	12.8%	0.0%	
Uganda	0.0%	20.6%	0.0%	20.6%	0.0%	0.0%	32.9%	41.2%	20.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Africa	30.0%	26.5%	9.5%	28.8%	9.5%	0.2%	22.9%	10.2%	17.5%	7.4%	4.0%	0.0%	6.9%	12.3%	4.0%	12.2%	0.0%	8.2%	9.5%	7.6%	
ASIA	43.0%	39.8%	8.1%	35.5%	9.3%	13.0%	28.7%	15.6%	16.9%	6.8%	7.9%	3.0%	13.5%	5.6%	5.3%	4.5%	1.0%	3.5%	10.2%	3.5%	
China including Hong Kong	32.6%	38.6%	4.4%	32.2%	12.1%	12.3%	29.0%	10.4%	24.6%	13.0%	5.1%	2.4%	12.1%	4.6%	4.4%	2.4%	0.0%	8.9%	10.0%	2.4%	
India	51.8%	49.4%	8.2%	40.0%	10.1%	10.8%	32.7%	18.4%	19.6%	1.6%	9.6%	1.6%	15.0%	5.3%	6.6%	4.6%	1.9%	1.6%	6.6%	1.9%	
Japan	36.2%	32.9%	10.5%	29.8%	4.2%	16.9%	22.4%	20.2%	14.0%	22.4%	6.4%	6.4%	16.9%	6.4%	6.4%	4.2%	0.0%	0.0%	12.9%	6.4%	
Malaysia	44.2%	44.2%	55.8%	0.0%	0.0%	0.0%	100.0%	0.0%	44.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.2%	0.0%	
Singapore	40.2%	0.0%	0.0%	0.0%	0.0%	59.8%	0.0%	0.0%	0.0%	40.2%	0.0%	40.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
South Korea	56.4%	56.4%	0.0%	56.4%	0.0%	0.0%	37.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%	33.3%	0.0%	
Other Asia	20.7%	8.4%	6.6%	32.6%	15.5%	15.5%	8.5%	16.3%	2.7%	0.0%	11.6%	0.0%	14.7%	11.6%	3.1%	5.3%	0.0%	11.6%	11.6%	11.6%	
AUSTRALASIA	32.6%	25.9%	20.4%	19.8%	17.0%	11.9%	13.9%	12.2%	15.9%	9.4%	13.6%	4.4%	3.2%	4.6%	4.7%	1.4%	3.2%	1.4%	2.9%	3.2%	
Australia	37.8%	23.9%	16.5%	22.2%	17.0%	12.6%	17.0%	11.3%	13.5%	9.6%	11.8%	3.5%	3.9%	5.7%	5.7%	1.7%	3.9%	1.7%	3.5%	3.9%	
New Zealand	8.7%	35.8%	38.9%	8.7%	17.3%	8.7%	0.0%	16.7%	27.2%	8.7%	21.6%	8.7%	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%	62.5%	0.0%	0.0%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	
CENTRAL & SOUTH AMERICA	27.3%	23.7%	0.2%	23.9%	13.0%	9.2%	3.4%	3.6%	20.2%	12.8%	25.5%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	8.0%	0.0%	0.0%	
Argentina	41.2%	26.9%	0.0%	27.8%	0.0%	0.0%	13.5%	14.3%	13.5%	14.3%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	14.3%	0.0%	0.0%	
Brazil	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%	
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%	0.0%	
Other Central & South America	38.3%	38.3%	0.5%	38.3%	29.7%	21.0%	0.0%	0.0%	38.3%	21.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	
EUROPE	38.9%	25.9%	38.0%	25.5%	33.8%	30.8%	16.2%	18.7%	15.3%	15.6%	13.8%	17.5%	7.6%	11.5%	6.3%	3.6%	7.1%	5.9%	1.4%	3.4%	
Austria	33.9%	25.6%	57.7%	14.1%	69.2%	37.4%	27.3%	18.1%	20.2%	12.3%	23.8%	11.9%	0.0%	25.1%	18.9%	6.2%	0.0%	11.9%	0.0%	20.2%	
Belgium	21.0%	17.6%	43.0%	16.9%	43.0%	31.2%	21.1%	17.0%	16.9%	22.0%	12.7%	17.3%	4.6%	4.2%	8.5%	0.0%	13.0%	8.9%	0.0%	4.2%	
Denmark	30.4%	23.0%	46.3%	29.6%	52.5%	15.8%	14.6%	8.3%	14.6%	14.6%	31.3%	8.3%	8.3%	8.3%	7.1%	8.3%	7.1%	0.0%	0.0%	0.0%	
Finland	50.0%	50.0%	100.0%	50.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
France	29.5%	17.8%	34.1%	18.0%	39.7%	45.4%	15.4%	25.2%	10.2%	26.2%	7.8%	25.0%	7.7%	16.5%	6.1%	1.4%	7.5%	6.3%	2.6%	4.0%	
Germany	47.5%	24.9%	51.6%	29.5%	48.5%	29.9%	21.7%	16.6%	17.9%	14.6%	16.6%	20.7%	3.8%	16.3%	4.1%	2.0%	5.0%	8.3%	0.0%	2.0%	
Ireland	28.1%	31.3%	15.6%	28.1%	15.6%	12.5%	15.6%	12.5%	15.6%	0.0%	0.0%	12.5%	15.6%	0.0%	12.5%	0.0%	0.0%	0.0%	12.5%	0.0%	
Italy	46.0%	38.1%	34.9%	35.9%	17.9%	20.2%	0.0%	25.8%	10.1%	17.9%	27.0%	10.1%	17.9%	0.0%	20.2%	10.1%	19.2%	0.0%	0.0%	0.0%	
The Netherlands	27.1%	22.2%	42.1%	15.1%	35.4%	44.3%	8.2%	20.4%	8.9%	22.1%	12.1%	16.9%	13.7%	13.5%	5.3%	5.3%	11.6%	5.2%	1.6%	1.6%	
Norway	24.5%	24.5%	48.8%	37.9%	48.8%	25.7%	24.5%	13.4%	24.5%	13.4%	25.7%	13.4%	13.4%	0.0%	10.9%	10.9%	13.4%	12.2%	0.0%	0.0%	
Portugal	28.8%	28.8%	28.8%	7.6%	21.2%	40.9%	6.1%	22.7%	28.8%	15.2%	22.7%	27.3%	7.6%	13.7%	0.0%	7.6%	7.6%	0.0%	15.1%	0.0%	
Russian Federation	24.0%	48.1%	0.0%	24.0%	0.0%	51.9%	24.0%	51.9%	0.0%	0.0%	0.0%	0.0%	0.0%	27.9%	0.0%	0.0%	0.0%	0.0%	0.0%	27.9%	
Spain	57.5%	29.4%	36.7%	35.9%	22.8%	26.2%	15.1%	19.6%	22.8%	13.8%	6.5%	28.2%	6.5%	0.0%	6.5%	6.5%	7.8%	6.5%	0.0%	7.3%	
Sweden	37.5%	21.7%	29.6%	26.9%	34.6%	24.0%	5.3%	21.4%	8.2%	0.0%	26.7%	0.0%	10.6%	8.2%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	
Switzerland	44.6%	28.3%	55.5%	38.4%	38.6%	44.6%	54.8%	16.0%	22.3%	6.0%	10.6%	28.3%	10.8%	10.9%	10.8%	5.3%	5.3%	5.3%	0.0%	5.5%	
Turkey	23.9%	47.8%	0.0%	77.9%	30.1%	22.1%	47.8%	0.0%	0.0%	30.1%	0.0%	0.0%	23.9%	52.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
UK	44.1%	31.2%	25.6%	28.5%	16.3%	19.0%	10.9%	17.5%	17.1%	11.3%	13.3%	13.6%	7.9%	7.0%	4.9%	3.3%	6.8%	5.0%	1.7%	2.0%	
Other Europe	56.0%	14.3%	52.5%	20.1%	41.0%	38.5%	4.7%	8.4%	12.3%	27.9%	9.7%	23.9%	0.0%	0.0%	14.1%	7.6%	14.1%	7.6%	4.7%	7.6%	
MIDDLE EAST	3.3%	44.2%	17.7%	3.3%	13.8%	7.1%	31.0%	2.8%	3.8%	2.8%	0.0%	19.0%	3.3%	0.0%	6.7%	2.5%	0.0%	0.0%	0.0%	0.0%	
United Arab Emirates	24.7%	49.3%	24.7%	24.7%	24.7%	0.0%	75.3%	24.7%	24.7%	24.7%	0.0%	0.0%	24.7%	0.0%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Middle East	0.6%	43.5%	16.8%	0.5%	12.4%	7.9%	25.3%	0.0%	1.2%	0.0%	0.0%	21.4%	0.5%	0.0%	4.4%	2.9%	0.0%	0.0%	0.0%	0.0%	
NORTH AMERICA	41.9%	36.3%	27.3%	34.8%																	

*Caution: small base size

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																			
	Kruger Park via Skukuza,	Byide River Canyon	Bourke's Luck Potholes	Hazyview (Cable slide, Hot air ballooning, etc.)	Panorama	3 Rondavals	Pilgrims Rest	Hazyview Mall	Dullstroom fly fishing	White river	Sabie	Sabi Sabi Game Reserve	Nelspruit Botanical Gardens	The Pinnacle	Lydenburg (Voortrekker graves, etc.)	Mala Mala Game Reserve	Crociwer Enviro Park	Sabi Sands Game Reserve	Londolozi Game Reserve	Longtom Pass
AFRICA	30.2%	4.5%	1.2%	1.3%	1.9%	2.0%	5.5%	6.6%	6.0%	14.2%	0.0%	1.2%	2.5%	2.9%	1.3%	0.9%	2.1%	1.2%	7.0%	1.7%
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%	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%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.4%	0.0%
Zimbabwe	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	5.3%	7.9%	15.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	50.0%	0.0%
DRC	65.6%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	100.0%	100.0 %	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%	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%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	29.0%	29.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.0%	29.0%	0.0%	0.0%	0.0%	29.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.0%
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%	0.0%
Other Africa	69.0%	11.8%	7.0%	7.6%	10.7%	7.2%	7.2%	11.1%	0.0%	7.0%	0.0%	6.9%	0.3%	6.9%	7.6%	0.0%	6.9%	6.9%	0.0%	0.0%
ASIA	84.1%	29.0%	17.8%	20.4%	9.9%	20.9%	7.7%	9.2%	7.3%	8.0%	5.8%	9.7%	10.0%	5.6%	5.7%	6.9%	7.5%	3.2%	4.1%	0.0%
China including Hong Kong	83.2%	34.2%	23.2%	23.7%	15.1%	35.5%	11.0%	0.0%	0.0%	19.1%	9.2%	10.5%	16.8%	6.4%	11.0%	4.6%	12.7%	12.7%	4.6%	0.0%
India	71.2%	32.5%	27.4%	27.6%	17.1%	32.8%	13.1%	18.7%	4.0%	10.3%	4.2%	15.4%	18.3%	10.3%	14.3%	5.1%	19.4%	4.0%	4.0%	0.0%
Japan	89.1%	38.7%	0.0%	27.7%	10.9%	0.0%	10.9%	16.8%	16.8%	10.9%	0.0%	10.9%	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	27.7%	0.0%
Malaysia	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%	0.0%	0.0%
Singapore	84.6%	45.8%	45.8%	45.8%	0.0%	38.3%	0.0%	0.0%	22.9%	0.0%	0.0%	0.0%	22.9%	15.4%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%
South Korea	100.0%	43.7%	25.4%	0.0%	18.3%	43.7%	18.3%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	91.9%	15.8%	1.7%	6.2%	3.6%	1.7%	1.7%	2.6%	7.2%	6.2%	11.8%	9.3%	0.0%	0.0%	0.0%	7.2%	0.0%	2.1%	0.0%	0.0%
AUSTRALASIA	81.4%	40.9%	18.4%	13.0%	12.1%	13.1%	6.1%	9.3%	3.8%	3.8%	8.3%	1.3%	5.0%	4.2%	0.0%	2.6%	2.9%	4.2%	2.5%	1.6%
Australia	85.6%	41.2%	17.2%	16.4%	15.2%	13.2%	7.6%	6.4%	4.8%	10.4%	1.6%	3.6%	3.6%	0.0%	1.6%	3.6%	3.6%	3.2%	2.0%	0.0%
New Zealand	65.0%	39.7%	22.9%	0.0%	0.0%	12.6%	0.0%	20.6%	0.0%	0.0%	0.0%	0.0%	10.3%	6.6%	0.0%	6.6%	0.0%	6.6%	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	94.1%	37.0%	22.6%	8.8%	12.9%	14.5%	8.0%	1.2%	1.3%	0.0%	2.4%	17.2%	1.8%	1.3%	5.1%	0.5%	0.0%	3.4%	0.0%	0.0%
Argentina	100.0%	32.3%	0.0%	21.3%	0.0%	11.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	10.3%	0.0%	11.0%	0.0%	0.0%
Brazil	94.6%	35.6%	30.1%	3.6%	13.3%	16.9%	9.0%	0.0%	0.0%	3.6%	25.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%
Chile	84.3%	31.4%	0.0%	15.7%	18.9%	18.9%	9.5%	9.5%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Other Central & South America	95.0%	44.5%	12.4%	19.7%	12.4%	6.1%	6.1%	2.2%	0.0%	0.0%	0.0%	0.3%	6.3%	6.1%	23.8%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	90.9%	58.1%	36.1%	27.1%	25.9%	20.6%	15.1%	14.8%	12.4%	10.8%	11.0%	10.3%	7.9%	7.7%	7.6%	5.9%	6.0%	5.3%	2.5%	2.6%
Austria	95.5%	66.0%	49.7%	45.5%	24.7%	34.7%	14.6%	14.9%	16.0%	10.1%	13.6%	16.0%	10.4%	24.0%	5.5%	0.0%	9.0%	5.5%	4.5%	9.0%
Belgium	91.3%	53.4%	36.0%	23.8%	33.9%	27.1%	15.7%	13.5%	8.5%	11.1%	13.0%	6.4%	8.7%	17.9%	13.0%	4.3%	4.7%	4.5%	0.0%	2.2%
Denmark	87.6%	46.3%	31.2%	23.6%	19.4%	23.6%	11.8%	11.2%	7.7%	0.0%	8.3%	4.1%	15.9%	7.7%	15.9%	3.5%	4.1%	15.3%	7.7%	0.0%
Finland	100.0%	80.5%	86.1%	84.3%	0.0%	0.0%	0.0%	68.6%	84.3%	0.0%	0.0%	35.2%	84.3%	0.0%	0.0%	29.7%	0.0%	0.0%	0.0%	0.0%
France	94.5%	70.3%	44.1%	31.0%	27.0%	25.2%	24.6%	16.1%	14.5%	13.1%	16.0%	13.3%	7.5%	7.7%	8.0%	2.1%	5.5%	3.6%	2.7%	2.7%
Germany	92.2%	63.6%	36.4%	31.2%	26.9%	19.6%	14.6%	17.1%	15.3%	10.2%	11.9%	9.7%	8.9%	8.1%	7.6%	8.2%	6.8%	3.8%	2.6%	1.3%
Ireland	72.3%	46.1%	6.6%	19.8%	6.6%	6.6%	0.0%	40.9%	13.2%	0.0%	0.0%	6.6%	13.2%	0.0%	6.6%	23.1%	16.3%	0.0%	0.0%	8.3%
Italy	85.8%	59.8%	42.2%	17.3%	25.8%	19.3%	12.2%	11.1%	6.5%	11.9%	18.7%	0.0%	0.0%	2.0%	4.3%	6.5%	0.0%	4.6%	0.0%	0.0%
The Netherlands	96.0%	60.6%	44.5%	23.1%	39.2%	29.0%	17.3%	9.9%	9.1%	18.2%	12.3%	11.2%	4.0%	11.2%	9.1%	2.0%	7.2%	6.0%	2.2%	6.0%
Norway	93.2%	76.3%	52.6%	51.0%	38.1%	38.1%	39.7%	22.1%	14.5%	24.5%	32.9%	23.8%	14.5%	7.7%	15.2%	22.1%	15.2%	31.3%	0.0%	14.5%
Portugal	82.7%	68.0%	25.3%	30.7%	37.3%	30.7%	12.0%	6.7%	5.3%	0.0%	12.0%	5.3%	5.3%	12.0%	5.3%	0.0%	5.3%	5.3%	5.3%	0.0%
Russian Federation	93.1%	38.6%	22.9%	8.0%	6.9%	8.0%	14.9%	0.0%	8.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	96.9%	50.5%	42.9%	16.9%	34.5%	20.1%	16.8%	6.5%	3.4%	17.0%	3.6%	10.7%	6.5%	6.7%	0.0%	6.7%	6.5%	0.0%	3.1%	0.0%
Sweden	87.5%	49.3%	37.1%	27.4%	21.9%	12.5%	6.8%	19.5%	10.8%	9.5%	9.6%	2.7%	8.2%	0.0%	5.5%	11.2%	8.2%	9.6%	5.3%	2.7%
Switzerland	93.2%	59.9%	35.0%	33.0%	30.9%	13.1%	15.4%	21.8%	17.6%	4.4%	13.3%	17.5%	8.7%	6.5%	4.5%	8.9%	4.2%	6.6%	6.8%	6.5%
Turkey	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%	100.0%	0.0%	0.0%	100.0 %	0.0%	0.0%
UK	84.8%	46.7%	24.5%	23.6%	16.0%	14.4%	9.1%	13.1%	10.8%	9.7%	5.3%	11.8%	8.2%	5.1%	7.4%	5.6%	5.9%	7.0%	2.4%	1.4%
Other Europe	82.3%	38.4%	29.8%	12.7%	24.6%	29.6%	16.9%	4.9%	4.4%	3.8%	6.1%	3.3%	4.9%	3.7%	8.3%	6.2%	3.8%	4.7%	0.0%	0.0%
MIDDLE EAST	87.7%	68.2%	0.0%	17.0%	34.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	87.7%	68.2%	0.0%	17.0%	34.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	86.0%	45.3%	25.4%	22.8%	21.1%	9.0%	12.7%	13.5%	13.4%	11.2%	8.8%	9.3%	7.9%	3.5%	3.9%	9.5%	6.6%	7.6%	3.1%	3.1%
Canada	77.5%	57.5%	27.4%	27.5%	27.4%	12.5%	14.9%	14.9%	9.9%	10.0%	15.0%	10.0%	7.5%	2.5%	7.5%	20.1%	12.5%	14.9%	2.5%	7.5%
USA	87.5%	43.1%	25.0%	21.9%	20.0%	8.4%	12.3%	13.2%	14.0%	11.4%	7.7%	9.2%	7.9%	3.7%	3.3%	7.7%	5.5%	6.3%	3.2%	2.3%
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%	0.0%
TOTAL	87.2%	51.4%	31.0%	23.9%	22.6%	17.3%	13.4%	13.3%	11.4%	10.3%	9.6%	9.6%	7.5%	6.4%	6.2%	6.1%	5.7%	5.4%	2.8%	2.4%

*Caution: small base size

APPENDIX

LIMPOPO TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																				
	Kruger National Park via Open, Pilaborwa,	Mapungubwe National Park	Bela Bela Conservatory	Mapungubwe Cultural Landscape	Southpansberg Mountains	Ga (modjati) / Motjati	The Cuene Resor	Nandoni Dam	Mall of the North	Kapama Game Reserve	Weigevanden Game Reserve	Mabula Game Reserve	Timbavati Game Reserve	Names of Resorts/Safari	Thorny Bush Game Reserve	Private Game Reserves	Karongwe Game Reserve	Baile Nature Reserve	Mabalingwe Nature Reserve	Moholoholo animal rehabilitation,
AFRICA	27.3%	8.5%	6.9%	10.7%	0.0%	0.0%	0.0%	0.0%	40.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Botswana	100.0%	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%	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%	0.0%
Malawi	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%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	47.9%	0.0%	0.0%	0.0%	0.0%	52.1%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	22.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	55.4%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%
DRC	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%	0.0%
Kenya	0.0%	100.0 %	0.0%	100.0%	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%	0.0%	0.0%
Nigeria	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%	0.0%	0.0%
Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
Other Africa	58.5%	57.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	60.6%	8.0%	12.8%	17.0%	0.0%	9.4%	6.3%	0.0%	7.9%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%
China including Hong Kong	75.0%	0.0%	0.0%	14.0%	0.0%	11.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	48.4%	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	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%	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%	100.0%	0.0%
Singapore	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%
South Korea	78.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	72.3%	32.3%	32.3%	32.3%	0.0%	32.3%	25.4%	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%
AUSTRALASIA	68.0%	11.2%	6.9%	2.9%	5.2%	0.0%	2.3%	2.3%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%
Australia	75.0%	9.9%	9.1%	3.8%	3.8%	0.0%	3.0%	3.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%
New Zealand	46.5%	15.5%	0.0%	0.0%	9.1%	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%	0.0%	0.0%
Other Australia	100.0%	0.0%	100.0%	100.0%	100.0%	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%
CENTRAL & SOUTH AMERICA	71.7%	7.3%	9.6%	0.0%	7.3%	0.0%	0.0%	1.3%	0.0%	19.9%	0.0%	0.0%	1.3%	0.0%	6.3%	0.0%	0.0%	6.3%	0.0%	3.4%
Argentina	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	68.4%	8.8%	11.4%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	7.6%	0.0%	0.0%
Chile	65.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	97.7%	0.0%	2.3%	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%	0.0%	95.4%
EUROPE	78.4%	23.8%	14.6%	9.6%	7.1%	6.7%	5.8%	5.0%	0.9%	1.1%	1.8%	0.9%	0.8%	1.4%	1.2%	1.2%	0.9%	0.8%	0.6%	0.8%
Austria	90.3%	40.7%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	84.8%	31.1%	0.0%	0.0%	0.0%	0.0%	8.2%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	93.8%	40.9%	7.2%	7.2%	12.4%	0.0%	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%
Finland	100.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	89.1%	34.1%	23.2%	10.4%	7.8%	13.1%	7.5%	4.9%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	80.4%	20.1%	14.0%	8.2%	9.0%	6.0%	3.1%	5.0%	0.0%	1.1%	3.2%	0.0%	1.0%	2.0%	0.0%	0.0%	0.0%	3.1%	0.0%	1.1%
Ireland	79.6%	39.0%	29.6%	7.5%	7.5%	0.0%	7.5%	18.5%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%
Italy	71.6%	6.3%	16.4%	0.0%	4.9%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	5.7%	4.9%	5.7%	5.7%	0.0%	0.0%	0.0%
The Netherlands	76.5%	19.9%	14.8%	18.3%	7.2%	10.7%	5.3%	5.3%	0.0%	3.5%	1.9%	1.8%	1.9%	1.8%	0.0%	0.0%	0.0%	0.0%	1.7%	1.8%
Norway	91.1%	30.0%	8.9%	8.9%	8.9%	8.9%	8.9%	8.9%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	47.4%	0.0%	0.0%	0.0%	47.4%	0.0%	26.3%	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%
Russian Federation	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%	0.0%	0.0%
Spain	77.2%	34.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%
Sweden	61.1%	40.8%	20.3%	10.0%	5.3%	10.0%	15.3%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%
Switzerland	78.6%	43.1%	21.5%	13.8%	6.8%	7.0%	13.8%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	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%	0.0%	100.0 %
UK	68.7%	17.2%	15.6%	11.9%	7.6%	8.3%	6.8%	4.9%	3.6%	0.9%	2.1%	0.9%	0.0%	0.9%	1.8%	1.0%	2.1%	0.0%	0.9%	0.0%
Other Europe	91.8%	9.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	6.5%	7.9%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	33.6%	0.0%	22.2%	0.0%	1.6%	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%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	37.8%	0.0%	24.9%	0.0%	1.9%	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%	0.0%	0.0%
NORTH AMERICA	64.2%	18.9%	6.4%	4.3%	1.4%	2.9%	2.3%	3.0%	0.8%	3.1%	1.6%	3.1%	4.1%	1.4%	0.7%	0.7%	2.1%	0.0%	0.0%	0.0%
Canada	81.7%	9.2%	18.2%	9.2%	9.0%	9.0%	0.0%	18.2%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	62.7%	19.8%	5.4%	3.9%	0.8%	2.4%	2.5%	1.7%	0.9%	2.6%	1.7%	3.3%	4.4%	1.5%	0.7%	0.8%	2.3%	0.0%	0.0%	0.0%
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%	0.0%
TOTAL	72.1%	20.6%	12.0%	8.0%	5.3%	5.2%	4.5%	4.0%	2.7%	2.0%	1.5%	1.4%	1.4%	1.2%	1.1%	1.0%	1.0%	0.7%	0.6%	0.6%

*Caution: small base size

APPENDIX

	NORTH WEST TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																			
	Plainsberg National Park	Sun City Lost City	Hartbeespoortdam	Madikwe Game reserve	Hartbeespoort dam & Snake Park	Potchefstroom University	Barberspan bird sanctuary	The cradle of humankind	Waterfall Mall (Rustenburg)	Brits Mall	Klerksdorp Mall	Mafikeng Mall	Ukutula Game Lodge	Upside-down House	Bloemhof Dam Nature Reserve	Magaliesburg Resort	Mooi River Mall	Vrededorst crater / Vrededorst Dome	Private Game Reserve	Names of Resorts/Safari
AFRICA	6.0%	34.0%	13.0%	0.0%	6.2%	10.9%	2.5%	4.9%	3.8%	4.7%	6.9%	7.3%	0.7%	0.4%	2.1%	0.0%	6.2%	0.0%	0.0%	0.0%
Botswana	36.7%	36.7%	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%	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%	0.0%
Malawi	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%	0.0%
Mozambique	0.0%	32.2%	32.2%	0.0%	15.4%	17.8%	0.0%	15.4%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%
Namibia	8.7%	16.3%	6.7%	0.0%	0.0%	29.7%	0.0%	0.0%	17.5%	6.7%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	28.9%	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%	0.0%
Zambia	0.0%	78.6%	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%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	0.0%	36.2%	28.0%	0.0%	7.9%	7.9%	8.0%	0.0%	0.0%	8.0%	7.9%	7.9%	0.0%	0.0%	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%	48.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	15.5%	32.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.2%	17.2%	0.0%	32.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	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%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	33.3%	33.4%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	34.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	51.1%	0.0%	0.0%	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%	0.0%
Other Africa	36.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	34.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	51.6%	53.5%	14.4%	9.4%	13.5%	4.7%	2.9%	1.7%	8.9%	8.6%	2.3%	2.5%	4.8%	6.4%	0.0%	4.0%	0.9%	1.8%	1.8%	0.0%
China including Hong Kong	37.6%	38.0%	22.6%	0.0%	5.7%	12.2%	0.0%	0.0%	6.1%	11.8%	6.1%	5.7%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%
India	57.7%	75.1%	10.1%	10.7%	10.1%	0.0%	0.0%	3.2%	0.0%	7.5%	0.0%	3.2%	0.0%	6.6%	0.0%	0.0%	0.0%	3.4%	3.4%	0.0%
Japan	71.5%	14.6%	14.6%	0.0%	14.6%	0.0%	0.0%	0.0%	28.5%	0.0%	0.0%	0.0%	28.5%	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%	100.0%	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%	100.0%	0.0%	100.0%	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%	0.0%	0.0%
South Korea	82.3%	16.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	34.3%	44.2%	11.1%	29.5%	23.2%	23.2%	23.2%	0.0%	6.2%	23.2%	11.1%	0.0%	23.2%	23.2%	0.0%	31.7%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	60.2%	13.0%	15.1%	5.7%	12.2%	12.7%	0.0%	8.6%	13.0%	9.3%	5.7%	0.0%	0.0%	6.5%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%
Australia	53.0%	15.4%	17.9%	6.8%	14.5%	11.1%	0.0%	6.8%	15.4%	11.1%	6.8%	0.0%	0.0%	7.7%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%
New Zealand	100.0%	0.0%	0.0%	0.0%	0.0%	20.9%	0.0%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	78.3%	0.0%	0.0%	0.0%	0.0%	21.7%	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%	0.0%
CENTRAL & SOUTH AMERICA	68.3%	34.1%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	4.4%	0.0%	1.3%	0.0%	0.0%	0.0%	1.3%
Argentina	65.1%	19.3%	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%	15.6%	0.0%	0.0%	0.0%	15.6%
Brazil	67.1%	38.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	51.2%	42.5%	0.0%	25.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	57.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	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%	0.0%	0.0%
EUROPE	53.3%	16.4%	20.0%	17.2%	13.4%	10.1%	14.1%	10.2%	7.0%	4.5%	5.9%	4.8%	6.0%	3.9%	4.8%	4.7%	3.0%	2.3%	1.6%	0.0%
Austria	41.1%	0.0%	80.8%	17.8%	58.9%	0.0%	39.8%	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.9%	0.0%	0.0%	21.9%	0.0%	0.0%
Belgium	66.1%	33.9%	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%
Denmark	39.5%	18.8%	61.4%	19.7%	19.7%	0.0%	19.7%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	68.4%	0.0%	31.6%	31.6%	31.6%	18.4%	31.6%	31.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	54.3%	32.9%	6.6%	6.1%	6.6%	0.0%	6.1%	0.0%	6.6%	18.9%	6.1%	12.3%	6.1%	0.0%	0.0%	6.6%	0.0%	6.1%	0.0%	0.0%
Germany	65.9%	7.9%	29.4%	27.2%	16.0%	7.8%	24.4%	15.9%	8.1%	2.7%	10.8%	5.3%	16.2%	5.3%	11.2%	5.6%	2.5%	5.2%	0.0%	0.0%
Ireland	0.0%	26.3%	73.7%	26.3%	52.6%	47.4%	52.6%	0.0%	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	26.3%	26.3%	0.0%	0.0%	0.0%	0.0%
Italy	56.4%	20.6%	17.9%	17.9%	17.9%	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	22.9%	0.0%	0.0%	38.5%	0.0%	0.0%	0.0%	0.0%
The Netherlands	46.5%	20.1%	13.2%	27.2%	14.1%	6.2%	14.1%	13.1%	13.2%	13.2%	6.2%	19.8%	6.2%	13.2%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%
Norway	36.8%	0.0%	33.5%	33.5%	33.5%	29.7%	33.5%	33.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	47.4%	47.4%	0.0%	21.1%	0.0%	26.3%	0.0%	26.3%	52.6%	0.0%	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	37.2%	0.0%	0.0%	0.0%	0.0%	31.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	56.4%	8.4%	21.6%	8.4%	13.1%	8.4%	21.6%	21.6%	8.4%	8.4%	13.1%	0.0%	0.0%	0.0%	21.6%	0.0%	9.0%	0.0%	13.1%	0.0%
Switzerland	61.3%	24.6%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%
Turkey	100.0%	55.7%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
UK	51.4%	17.7%	13.0%	10.7%	8.0%	6.3%	4.7%	6.4%	4.8%	3.3%	3.3%	3.3%	1.7%	5.4%	0.0%	3.3%	3.2%	0.0%	3.7%	0.0%
Other Europe	32.2%	10.9%	0.0%	26.7%	0.0%	41.4%	0.0%	8.2%	0.0%	0.0%	23.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	12.5%	25.1%	11.6%	43.9%	0.9%	31.1%	0.9%	11.6%	0.0%	0.0%	0.0%	19.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	12.5%	25.1%	11.6%	43.9%	0.9%	31.1%	0.9%	11.6%	0.0%	0.0%	0.0%	19.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	58.2%	19.5%	16.7%	10.1%	8.1%	5.6%	3.3%	4.9%	3.3%	4.8%	2.0%	1.7%	3.3%	1.6%	3.3%	1.7%	0.0%	0.0%	0.0%	5.6%
Canada	66.8%	0.0%	22.3%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%
USA	56.7%	22.9%	15.8%	11.9%	9.6%	4.6%	3.8%	5.7%	3.8%	3.8%	2.3%	1.9%	3.8%	1.9%	3.8%	1.9%	0.0%	0.0%	0.0%	4.6%
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%	0.0%
TOTAL	46.7%	24.3%	16.5%	11.4%	10.6%	8.9%	7.7%	7.1%	6.1%	5.5%	4.7%	4.2%	3.9%	3.4%	3.1%	2.9%	2.8%	1.2%	0.9%	0.9%

*Caution: small base size

APPENDIX

	NORTHER CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																			
	Diamond Mall	Kimberley Big Hole	Kgalagadi Transfontier Park	Augrabies Falls	Kimberley Museum	Mokala National Park	Namaqualand Flowers	San Cultural Villages (e.g. Khomani San V.	Blue flag beach at McDougall Bay	Sutherland and Camarvon - Stargazing	Not applicable	Names of Resorts/Safari	North Cape Mall	Kalahari mall	Farm	Private Game Reserve	Orange River	Dams	Museums	Flea or craft markets
AFRICA	31.5%	9.3%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	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%	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%	0.0%
Malawi	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%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	46.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.1%	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%	0.0%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	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%	0.0%	0.0%	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%	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%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	100.0%	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%	0.0%
Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
Other Africa	0.0%	0.0%	4.6%	4.6%	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%	0.0%	0.0%
ASIA	42.3%	48.4%	0.0%	0.0%	17.7%	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%	8.9%	0.0%
China including Hong Kong	42.0%	100.0 %	0.0%	0.0%	42.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	58.0%	0.0%
India	0.0%	56.2%	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%	0.0%
Japan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%	0.0%
South Korea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	78.5%	24.6%	0.0%	0.0%	24.6%	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%	0.0%
AUSTRALASIA	54.6%	32.6%	0.0%	0.3%	0.0%	16.2%	0.0%	16.4%	0.3%	0.0%	12.8%	0.0%	29.0%	0.0%	0.0%	0.0%	16.2%	0.0%	0.0%	0.0%
Australia	54.8%	32.4%	0.0%	0.0%	0.0%	16.2%	0.0%	16.2%	0.0%	0.0%	12.8%	0.0%	29.1%	0.0%	0.0%	0.0%	16.2%	0.0%	0.0%	0.0%
New Zealand	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Australia	0.0%	100.0 %	0.0%	100.0 %	0.0%	0.0%	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%
CENTRAL & SOUTH AMERICA	0.0%	40.4%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	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%	0.0%
Brazil	0.0%	43.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	56.4%	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%	0.0%
Other Central & South 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%	0.0%
EUROPE	28.2%	25.8%	29.9%	26.0%	25.9%	14.1%	11.7%	8.7%	9.2%	7.5%	1.5%	0.0%	0.0%	1.7%	1.6%	1.6%	0.0%	0.7%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	100.0%	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%
Denmark	0.0%	0.0%	100.0%	100.0 %	0.0%	100.0%	0.0%	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%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	18.5%	18.5%	22.3%	59.2%	40.8%	18.5%	0.0%	18.5%	18.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.3%	0.0%	0.0%	0.0%	0.0%
Germany	9.5%	28.9%	39.3%	10.0%	9.5%	19.0%	19.5%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	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%	0.0%
The Netherlands	18.2%	9.1%	45.1%	46.3%	8.6%	9.1%	35.4%	17.7%	9.1%	17.7%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	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%	0.0%	0.0%	0.0%	0.0%
Portugal	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%	0.0%	0.0%	100.0 %	0.0%	0.0%
Russian Federation	100.0%	66.7%	0.0%	33.3%	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%
Spain	52.1%	52.1%	0.0%	0.0%	77.3%	0.0%	0.0%	0.0%	25.2%	0.0%	22.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	43.0%	0.0%	29.4%	29.4%	0.0%	0.0%	0.0%	29.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
UK	27.7%	27.7%	24.6%	24.6%	16.3%	4.8%	6.6%	4.8%	6.6%	11.8%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Europe	42.9%	26.9%	42.9%	3.4%	26.9%	96.6%	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%
MIDDLE EAST	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%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	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%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	5.5%	23.7%	27.9%	22.5%	17.1%	33.2%	5.3%	5.5%	0.0%	0.0%	0.0%	17.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canada	33.6%	33.6%	0.0%	0.0%	0.0%	33.6%	0.0%	33.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	0.0%	21.8%																		

*Caution: small base size

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023																			
	Mimosa Mall	Waterfront	Golden Gate National Park	Clarens Ash River Outfall	University of Free State	Garep Dam	Free State stadium/Vodacom Park	Welkom Mall	Cheetah Experience	Maluti Cave Hiking Trail	Basotho cultural village	Bushman Paintings in Scaapplaats	Sterkfontein dam Nature Reserve	Black Mountain Hotel	Northridge Mall	Can't remember	Fleaorcraft markets	Dams	Not Applicable	Vredfort Dome
AFRICA	55.8%	37.8%	0.0%	0.0%	32.3%	0.0%	8.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	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%	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%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%	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%	0.0%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	64.2%	35.8%	0.0%	0.0%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	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%	0.0%	0.0%	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%	0.0%	0.0%	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%	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%	0.0%
Kenya	100.0%	100.0 %	0.0%	0.0%	100.0%	0.0%	52.3%	0.0%	0.0%	52.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	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%	0.0%	0.0%
Tanzania	100.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	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%	0.0%	0.0%
Other Africa	16.5%	16.5%	0.0%	0.0%	59.8%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	24.2%	27.7%	15.8%	2.6%	0.0%	0.0%	5.3%	8.5%	0.0%	7.2%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	7.1%	64.8%	28.8%	7.1%	0.0%	0.0%	0.0%	23.4%	0.0%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	43.8%	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%	0.0%	0.0%	0.0%
Japan	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%	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%	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%	0.0%
South Korea	51.9%	0.0%	51.9%	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%	0.0%	0.0%	0.0%	0.0%
Other Asia	22.5%	0.0%	0.0%	0.0%	0.0%	0.0%	22.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	12.1%	12.5%	0.0%	0.0%	0.0%	6.0%	0.0%	22.1%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Australia	15.7%	7.8%	0.0%	0.0%	0.0%	7.8%	0.0%	15.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	0.0%	28.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.0%	0.0%	0.0%	0.0%	0.0%	28.0%	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%	0.0%
CENTRAL & SOUTH AMERICA	40.2%	0.0%	15.4%	0.0%	0.0%	26.4%	3.3%	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%
Argentina	0.0%	0.0%	0.0%	0.0%	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	38.8%	0.0%	16.7%	0.0%	0.0%	25.1%	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%	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%	0.0%
Other Central & South America	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%	0.0%	0.0%
EUROPE	20.5%	21.4%	26.7%	21.8%	6.5%	12.1%	11.6%	6.3%	10.1%	3.8%	9.1%	8.9%	4.0%	3.5%	2.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Austria	0.0%	0.0%	44.9%	0.0%	0.0%	0.0%	44.9%	0.0%	44.9%	0.0%	44.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	32.9%	0.0%	0.0%	0.0%	32.9%	32.9%	0.0%	0.0%	32.9%	0.0%	32.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	14.5%	13.9%	43.9%	21.3%	0.0%	14.2%	0.0%	0.0%	13.9%	0.0%	6.8%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	22.3%	34.7%	22.3%	33.3%	0.0%	10.5%	11.8%	22.3%	0.0%	10.5%	10.5%	0.0%	10.5%	10.5%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%
Norway	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%
Portugal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
UK	32.6%	24.1%	20.0%	20.0%	14.4%	11.1%	15.2%	5.6%	11.1%	0.0%	8.5%	14.1%	5.6%	4.1%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Europe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	61.8%	0.0%	0.0%	0.0%	61.8%	0.0%	0.0%	61.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	61.8%	0.0%	0.0%	0.0%	61.8%	0.0%	0.0%	61.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	25.5%	20.3%	21.5%	5.0%	5.0%	10.1%	0.0%	5.1%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	6.1%	0.0%	5.0%
Canada	60.0%	39.7%	0.0%	0.0%	0.0%	19.7%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	13.5%	13.5%	29.0%	6.8%	6.8%	6.8%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	8.3%	0.0%	6.8%
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%	0.0%
TOTAL	28.6%	22.6%	16.7%	10.0%	9.7%	8.7%	6.9%	6.4%	4.2%	4.2%	3.8%	3.7%	2.3%	1.9%	1.6%	1.3%	1.0%	1.0%	1.0%	0.8%

*Caution: small base size



**DOMESTIC TOURISM—
SOCIO_DEMOGRAPHICS
PROFILING BY PURPOSE
OF TRIP**

APPENDIX

		SOCIO-DEMOGRAPHICS PROFILING BY PURPOSE					
		Q4 2019		Q4 2022		Q4 2023	
		VFR	Holiday	VFR	Holiday	VFR	Holiday
Highest level of education	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	No school	3.9%	0.0%	2.2%	0.0%	0.9%	0.0%
	Some primary school	0.4%	0.4%	7.2%	2.8%	7.9%	2.1%
	Primary school completed	18.9%	3.6%	4.4%	0.0%	2.3%	9.1%
	Some high school	12.3%	14.7%	32.4%	14.4%	26.0%	7.1%
	High school completed	34.7%	33.9%	27.6%	48.1%	40.6%	28.6%
	Some college	8.3%	6.7%	3.0%	0.9%	3.9%	7.1%
	College completed	9.9%	15.0%	10.3%	7.2%	5.6%	5.9%
	Some university	1.0%	5.0%	2.3%	1.0%	2.0%	4.8%
	Technicon diploma / degree	4.3%	9.6%	1.5%	8.4%	6.0%	8.9%
	University degree / diploma	5.5%	8.1%	7.1%	11.7%	3.3%	13.8%
	Post-graduate degree	0.7%	3.1%	2.0%	5.5%	1.3%	12.5%
Gender	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Male	49.4%	57.9%	40.0%	60.3%	54.4%	50.4%
	Female	50.6%	42.1%	60.0%	39.7%	45.6%	49.6%
Marital Status	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Single, never married	66.1%	59.7%	41.9%	58.4%	62.8%	50.0%
	Married or living together	29.6%	32.1%	39.1%	35.1%	26.9%	45.7%
	Divorced / widowed / separated	4.4%	8.2%	18.9%	6.5%	10.3%	4.3%
Family Situation	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Do not have children	21.9%	35.1%	18.9%	38.8%	24.9%	29.7%
	Have children who are dependent	64.0%	50.0%	60.6%	47.7%	53.7%	52.2%
	Have children who are not dependent	12.3%	10.0%	14.6%	12.8%	11.6%	7.4%
	Have children, some dependent others not	1.8%	5.0%	5.9%	0.6%	9.8%	10.7%
Personal Monthly Income	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	R1 - R500	10.1%	7.3%	7.9%	8.9%	4.7%	2.9%
	R 501 - R750	2.8%	0.4%	5.7%	4.5%	2.2%	3.0%
	R 751 - R1000	1.4%	1.3%	6.6%	3.3%	3.8%	1.5%
	R1001 - R1500	9.2%	9.2%	5.5%	1.1%	4.9%	1.4%
	R1501 - R2000	5.7%	5.4%	16.7%	4.7%	12.9%	6.1%
	R2001 - R3000	5.9%	4.5%	5.8%	4.7%	18.5%	2.3%
	R3001 - R5000	19.7%	15.0%	18.9%	15.7%	13.1%	9.0%
	R5001 - R7500	6.3%	4.9%	4.2%	8.4%	10.4%	9.8%
	R7501 - R10 000	4.4%	8.2%	3.0%	7.1%	2.7%	7.0%
	R10 001 - R15 000	7.0%	14.8%	4.3%	6.6%	6.1%	9.4%
	R15 001 - R20 000	1.3%	5.7%	10.0%	9.9%	4.9%	4.9%
	R20 001 - R30 000	1.6%	4.8%	2.6%	6.5%	4.1%	11.9%
	R30 001 +	0.9%	7.4%	2.6%	10.0%	4.0%	12.8%
	Refuse to answer	5.1%	4.9%	4.6%	6.3%	4.9%	6.5%
	Don t know / uncertain	5.2%	0.4%	0.8%	0.8%	0.7%	10.2%
	No income	13.4%	5.8%	0.7%	1.7%	2.1%	1.4%
Age Categories	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	18 to 24	19.0%	18.8%	15.7%	28.7%	19.1%	13.5%
	25 to 34	30.2%	28.0%	23.9%	22.0%	26.2%	34.0%
	35 to 44	26.1%	29.0%	17.3%	21.4%	24.2%	29.7%
	45 to 54	15.6%	10.1%	14.6%	12.5%	11.9%	6.7%
	55+	9.1%	14.1%	28.5%	15.3%	18.6%	16.1%

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow stream in a forest. She is smiling and looking down at the water. In the background, a man in a grey t-shirt, shorts, and a helmet is also riding a Segway. The forest is lush with green trees and ferns. The water in the stream is brown and rocky.

TOP 10 ACTIVITIES PER PROVINCE

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	EASTERN CAPE TOP 10 ACTIVITIES	
	Q4 2022	Q4 2023
Socializing	12.4%	29.1%
Shopping	6.3%	21.4%
Eating out	13.1%	13.2%
Casino (Visited a Casino)	2.9%	7.4%
Beach	21.5%	7.4%
Adventure	4.7%	7.3%
Religious	10.2%	5.8%
Visiting natural attractions	3.2%	2.0%
Entertainment	6.3%	1.7%
Nightlife	1.2%	1.7%

	FREE STATE TOP 10 ACTIVITIES	
	Q4 2022	Q4 2023
Eating out	18.1%	24.4%
Socializing	10.1%	13.2%
Nightlife	10.2%	12.3%
Entertainment	3.6%	12.3%
Sporting (sport participant)	2.8%	11.1%
Shopping	7.3%	9.5%
Religious	1.4%	8.6%
Education / training / studying	2.2%	3.7%
Business	9.1%	3.1%
Health	0.8%	1.6%

	GAUTENG TOP 10 ACTIVITIES	
	Q4 2022	Q4 2023
Eating out	18.1%	24.4%
Socializing	10.1%	13.2%
Nightlife	10.2%	12.3%
Entertainment	3.6%	12.3%
Sporting (sport participant)	2.8%	11.1%
Shopping	7.3%	9.5%
Religious	1.4%	8.6%
Education / training / studying	2.2%	3.7%
Business	9.1%	3.1%
Health	0.8%	1.6%

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	KWAZULU NATAL TOP 10 ACTIVITIES	
	Q4 2022	Q4 2023
Beach	13.2%	22.5%
Eating out	22.6%	16.6%
Shopping	12.0%	15.4%
Socializing	13.8%	6.8%
Wildlife	0.4%	6.5%
Cultural, historical and heritage	6.2%	5.8%
Entertainment	1.0%	4.7%
Business	2.5%	4.2%
Visiting natural attractions	1.0%	3.7%
Adventure	1.5%	3.4%

	LIMPOPO TOP 10 ACTIVITIES	
	Q4 2022	Q4 2023
Eating out	35.8%	24.0%
Socializing	2.9%	16.3%
Shopping	15.9%	13.6%
Business	14.3%	11.4%
Visiting natural attractions	3.0%	5.7%
Education / training / studying	0.0%	4.9%
Cultural, historical and heritage	6.8%	4.4%
Entertainment	3.2%	3.8%
Adventure	4.0%	3.7%
Religious	2.1%	2.9%

	MPUMALANGA TOP 20 ACTIVITIES	
	Q4 2022	Q4 2023
Eating out	14.2%	15.8%
Entertainment	4.2%	13.2%
Shopping	12.3%	11.8%
Adventure	4.3%	9.6%
Business	4.0%	7.3%
Cultural, historical and heritage	3.9%	6.5%
Visiting natural attractions	3.7%	5.6%
Wildlife	3.0%	5.1%
Casino (Visited a Casino)	3.0%	4.9%
Socializing	3.7%	4.9%

APPENDIX

	NORTH WEST TOP 20 ACTIVITIES	
	Q4 2022	Q4 2023
Socializing	14.6%	26.8%
Shopping	12.5%	18.0%
Nightlife	10.1%	14.1%
Eating out	22.2%	10.1%
Medical	0.6%	8.5%
Entertainment	0.6%	5.9%
Cultural, historical and heritage	0.6%	3.9%
Visiting natural attractions	5.4%	3.9%
Adventure	6.0%	3.7%
Business	0.6%	2.8%

	NORTHERN CAPE TOP 10 ACTIVITIES	
	Q4 2022	Q4 2023
Socializing	8.0%	30.1%
Religious	4.8%	14.7%
Eating out	8.0%	14.5%
Visiting natural attractions	3.7%	7.0%
Shopping	9.2%	6.1%
Hunting	2.7%	6.1%
Entertainment	2.7%	5.3%
Adventure	2.7%	3.1%
Business	2.7%	3.1%
Casino (Visited a Casino)	10.0%	3.1%

	WESTERN CAPE TOP 10 ACTIVITIES	
	Q4 2022	Q4 2023
Beach	17.2%	15.4%
Eating out	13.9%	14.6%
Shopping	14.2%	13.6%
Socializing	12.5%	10.6%
Visiting natural attractions	4.1%	8.0%
Nightlife	3.4%	6.7%
Cultural, historical and heritage	2.5%	4.1%
Sporting (sport participant)	2.4%	3.9%
Entertainment	2.5%	3.5%
Adventure	5.1%	3.0%

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway through a shallow stream. She is smiling and looking down at the water. The Segway has large, treaded tires and is splashing water. In the background, a man in a blue t-shirt and brown shorts is also riding a Segway on a rocky path. The scene is set in a lush green forest with many trees and ferns.

NORMALISING SPEND DATA

NORMALISING SPEND DATA

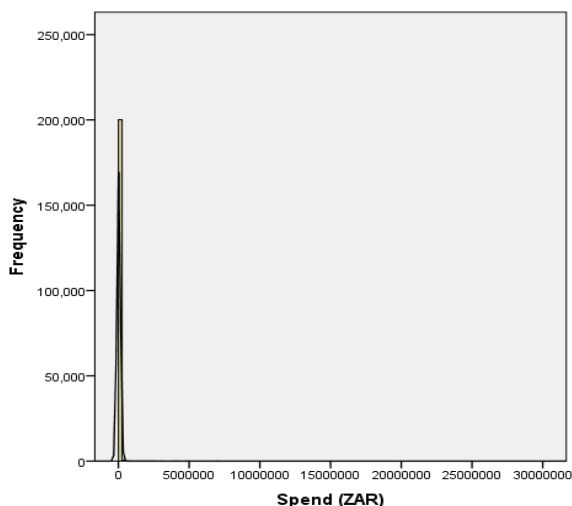
SA Tourism reviewed its performance over the past four years. In those four years, we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts every month. The review provided an opportunity 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 2017-2021
(All Responses, unweighted)



- Mean = 18,261.41
- Std. Dev. = 124,022.201
- N = 200,817

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 normalization process leads to the following results for 2021:

$$\text{Log_Low_cut_off} = \text{Mean} - 3 \times \text{Stdev}$$
$$\text{Log_Upper_cut_off} = \text{Mean} + 3 \times \text{Stdev}$$

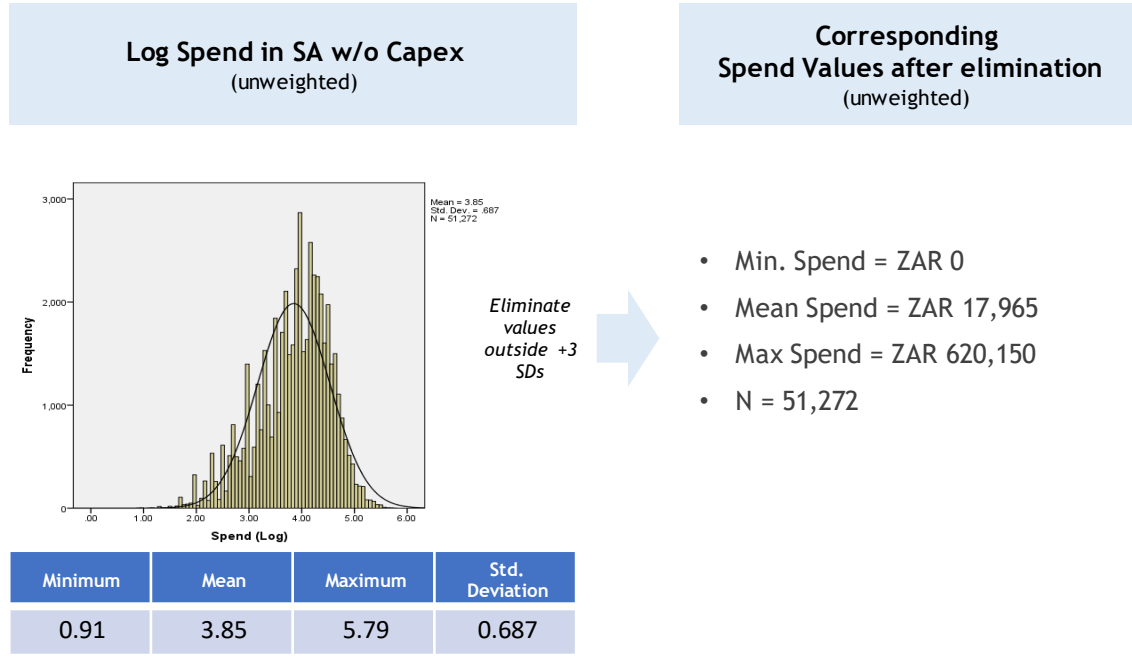
$$\text{Lower-cut-off Value} = 10^{(\text{Log_Low_cut_off})}$$
$$\text{Upper-cut-off Value} = 10^{(\text{Log_Upper_cut_off})}$$

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



Source: 2021 SAT Departure Survey.