

TOURISM

ANNUAL
PERFORMANCE
REPORT

JAN - DEC

20
23

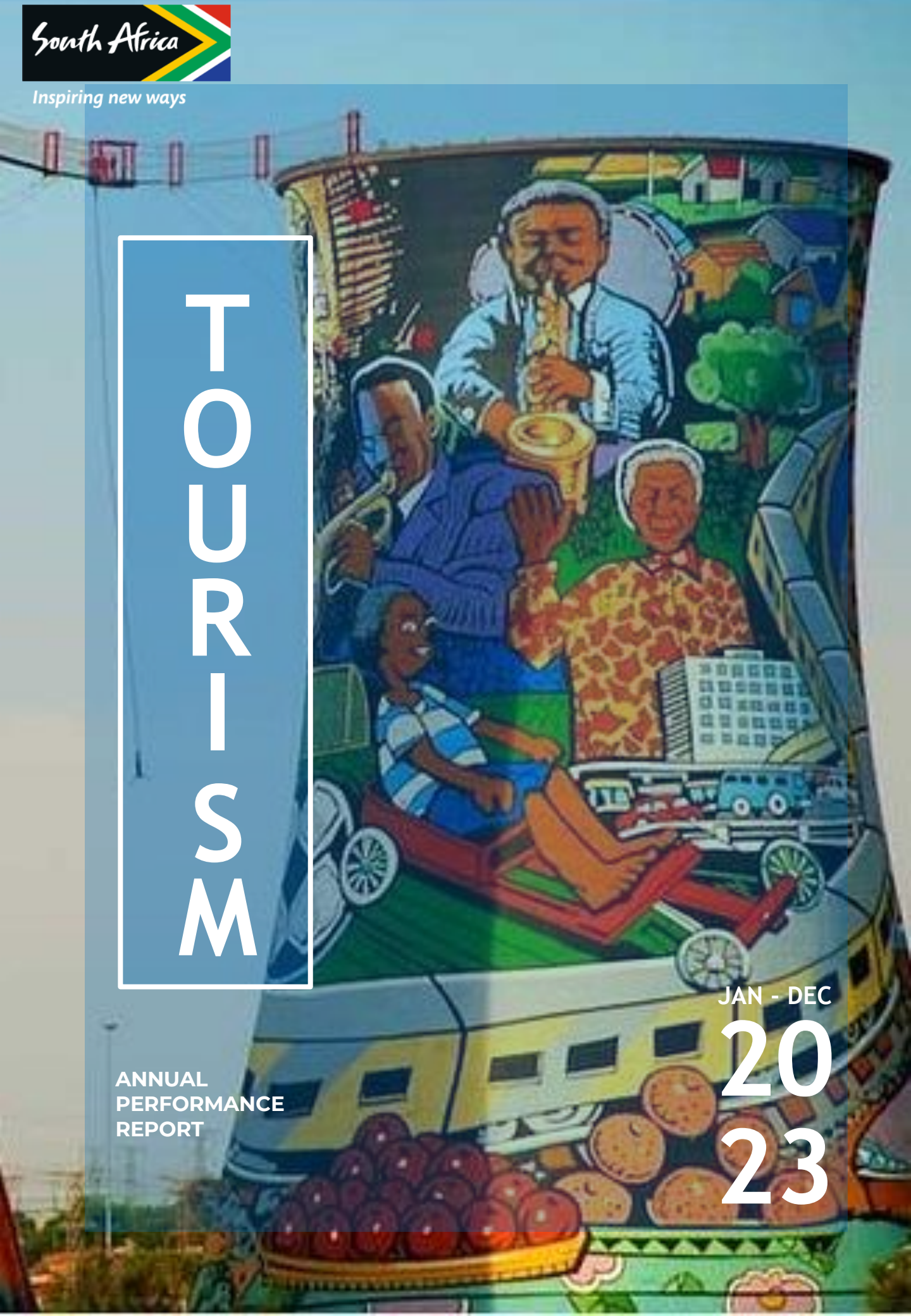


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DEFINITIONS



- **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, Violsdrift, 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.

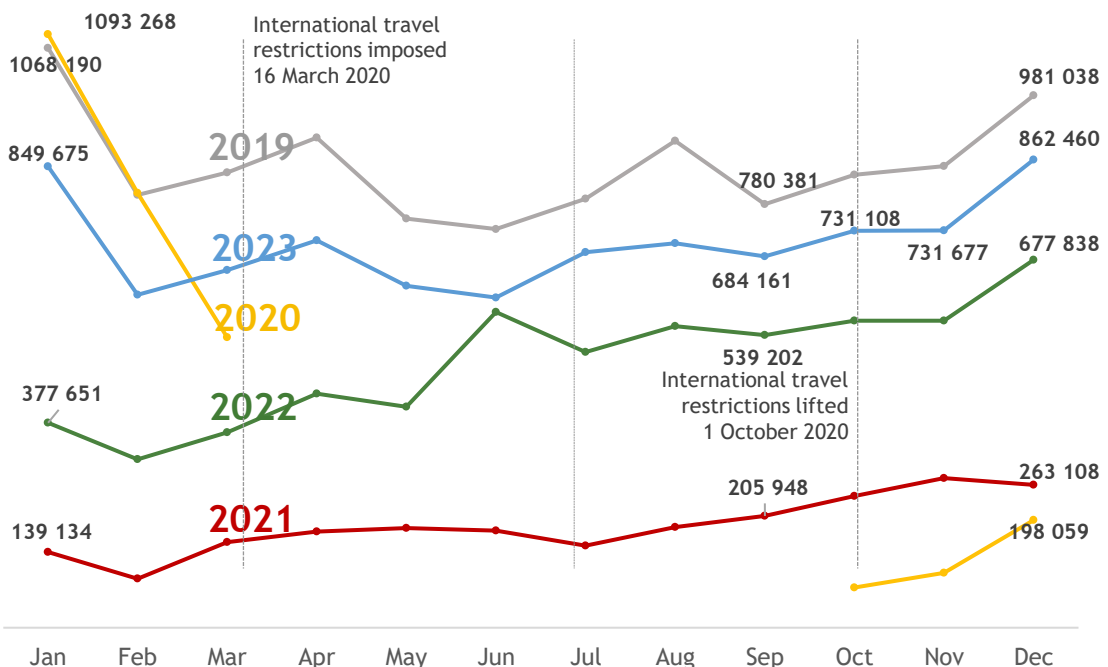
ABOUT THE REPORT

IMPACT OF COVID-19 ON THE SURVEY

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

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

International Tourist Arrivals in SA, 2019-2023¹



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

ABOUT THE REPORT

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 disproportionately 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.



ABOUT THE REPORT

ADDITIONAL SOURCES USED IN THIS REPORT:

- Statistical Release P0351: Tourism and Migration Statistics SA, January 2024.
- ‘Number Of International Tourist Arrivals Worldwide 1950-2022’, Statista Research Department, <https://www.statista.com/statistics/209334/total-number-of-international-tourist-arrivals>, 26th January 2024.
- <https://www.unwto.org/news/tourism-on-track-for-full-recovery-as-new-data-shows-strong-start-to-2023>
- <https://www.unwto.org/news/international-tourism-to-reach-pre-pandemic-levels-in-2024>
- Excerpt: UNWTO World Tourism Barometer Volume 22, Issue 1, January 2024.
- Global Outlook for Air Transport Report, IATA, December 2023.
- Trading Economics, <https://tradingeconomics.com/south-africa/gdp>.
- Statistical Release P0441: Gross Domestic Product, 4th Quarter 2023, Statistics SA, 5th March 2024.
- Forward Keys: 7 Major trends to watch in 2024

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 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 almost recovered from the pandemic and full recovery is predicted for 2024, notwithstanding political and economic factors. As per UNWTO latest release ¹, “*Following a strong 2023, international tourism is well on track to return to pre-pandemic levels in 2024.*” Given tourism’s performance is still recovering, progress made in 2023 cannot be solely evaluated against the previous year but comparisons can be made. The view taken in this report, as in all international reports by leading tourism bodies (UNWTO, IAATA), 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.

All of South Africa’s international tourism performance KPI’s are in comparison to 2019 and all of South Africa’s domestic tourism performance KPI’s are in comparison to 2022. The geographic spread KPI for both international and domestic is calculated over 2022 due to a methodology change in 2020. South Africa’s 2023 GDP growth rate is also over 2022 as per Statistics SA publications.

For International tourism, to show what progress has been made since the outbreak of COVID-19, growth rates and other comparisons are also made over 2021 and 2022 where deemed necessary and insightful. *To highlight where 2022 figures are compared to 2021 and 2020, those figures are in italic font in the narrative.* In charts, comparison to 2022 is part of the YOY line chart while comparison to 2019 is separate and clearly marked.



¹ UNWTO (19 Jan 2024) [international-tourism-to-reach-pre-pandemic-levels-in-2024](#)

South Africa



Inspiring new ways

GLOBAL TOURISM OUTLOOK



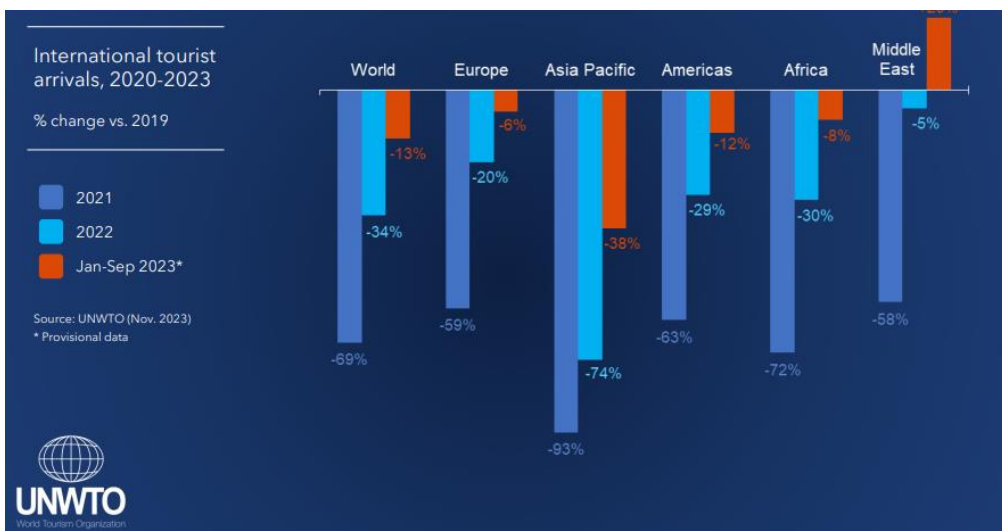
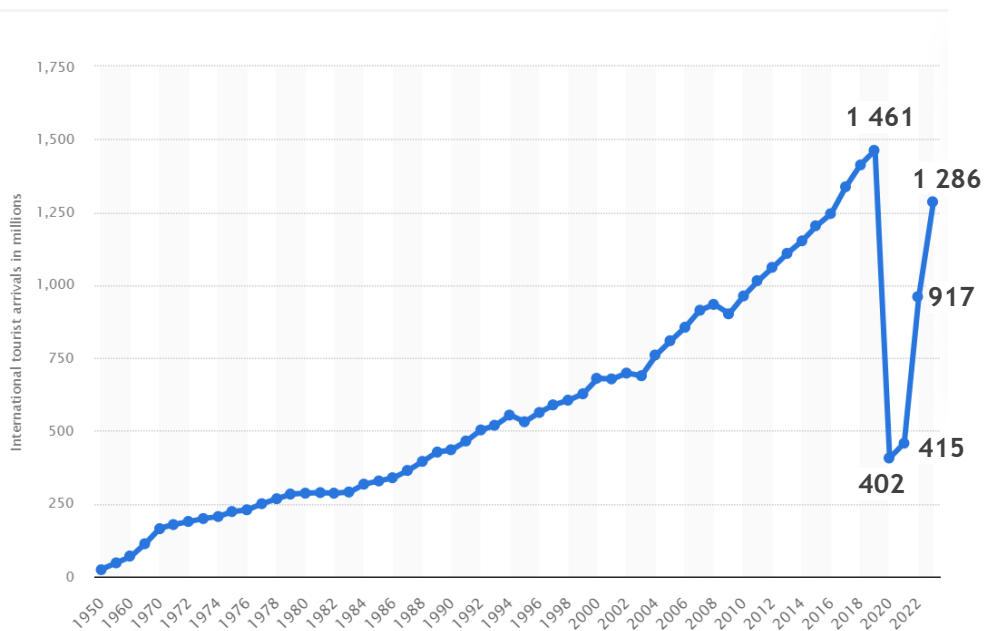
GLOBAL TOURISM PERFORMANCE

-12% ▼

An estimated 1 286 million international tourists (overnight visitors) were recorded around the world in 2023, an increase of +34.0% over 2022. International tourism recovered 88.0% of pre-pandemic levels, supported by strong pent-up demand.

Following a strong rebound in 2023, international tourism is expected to fully recover pre-pandemic levels in 2024, with initial estimates pointing to +2.0% growth above 2019 levels in international tourist arrivals. The positive outlook for the sector is reflected in the latest UNWTO Tourism Confidence Index survey, with 67.0% of tourism professionals indicating better or much better prospects for 2024 compared to 2023. The unleashing of remaining pent-up demand, increased air connectivity, and a stronger recovery of Asian markets and destinations are expected to underpin a full recovery by the end of 2024. Economic and geopolitical challenges continue to pose significant risks to the sustained recovery of international tourism and confidence levels.

International Tourist Arrivals Worldwide 1950-2022 (Millions)²



² 'Number of International Tourist Arrivals Worldwide 1950-2022', Statista Research Department, <https://www.statista.com/statistics/209334/total-number-of-international-tourist-arrivals>, 2nd February 2023.

³ Excerpt: UNWTO World Tourism Barometer Volume 21, Issue 1, January 2023.

South Africa

SOUTH AFRICAN ECONOMY



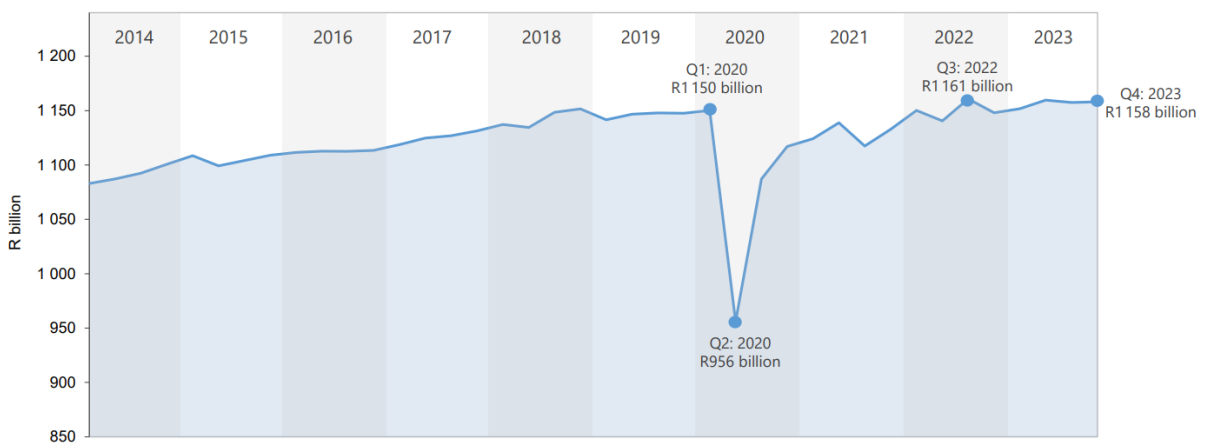
According to the latest preliminary indicators, real GDP increased by +0.6% in 2023, following an increase of +1.9% in 2022. The annual increase in real GDP of +0.6% in 2023 was primarily led by higher economic activities in finance, real estate, and business services, which contributed 0.4 of a percentage point based on growth of +1.8%; transport, storage, and communication, which contributed 0.3 of a percentage point based on growth of +4.3%; personal services, which contributed 0.3 of a percentage point based on growth of 2.0%; and manufacturing, which contributed 0.1 of a percentage point based on growth of +0.5%.¹

The agriculture, forestry, and fishing; trade, catering, and accommodation; electricity, gas, and water; and mining and quarrying divisions recorded negative growth in 2023. The transport, storage, and communication industry increased by +2.9% and contributed 0.2 of a percentage point to GDP growth. The finance industry increased by +0.6% and contributed 0.1 of a percentage point. The personal services industry increased by +0.9% and contributed 0.1 of a percentage point. The trade, catering, and accommodation industry was the main negative contributor, decreasing by +2.9% and contributing -0.3 of a percentage point.¹

Expenditure on GDP increased by +0.7% in 2023, following an increase of +1.9% in 2022. Household final consumption expenditure increased by +0.7% and contributed 0.5 of a percentage point. The main contributors to the growth in HFCE were expenditures on restaurants and hotels (+20.3% and contributing 0.9 of a percentage point), health (+3.6% and contributing 0.2 of a percentage point), clothing and footwear (5.0% and contributing 0.2 of a percentage point), communication (+2.3% and contributing 0.1 of a percentage point), transport (+0.5% and contributing 0.1 of a percentage point) and education (+1.7% and contributing 0.1 of a percentage point).¹

GDP in Q4: 2023 is lower than the peak reached in Q3: 2022³

Real GDP (constant 2015 prices, seasonally adjusted)



¹ Statistical Releases P0441: GDP P0441- 4thQuarter2023.

² Statistical Release P0441: Gross Domestic Product, 4th Quarter 2023, Statistics SA, 5th March 2023.

³GDP 2023 Q4 (Media presentation)



South Africa

Inspiring new ways



INTERNATIONAL TOURISM PERFORMANCE

EXECUTIVE SUMMARY

- **International tourist arrivals** hit **8.5 million** in 2023, marking a **+48.9% increase over 2022**, nearly returning to pre-pandemic levels, **falling short by -17.1% vs. 2019**. The lag against 2019 was in line with all regions that reported negative growth rates compared to 2019.
- **Africa** is the only region to exceed the 2019 share of arrivals, **reaching 75.6%**, representing a rise of **+1.3 percentage points**. This translates to **6.4 million tourist arrivals**, reflecting a **-15.7%** recovery rate against 2019. **Africa Land tallied 6.2 million arrivals** and continues to account for most of all arrivals in South Africa (72.5%). **Africa Air** amounted to **257.4k** in 2023, representing a share of 3.0%.
- **European** and **American** visitors are the second regional grouping to show similarities in terms of travel purposes. For both, **holiday** is by far the main travel purpose (53.0% & 56.4% respectively), almost reaching the 2019 levels. **European** tourists reached **1.2 million arrivals** and arrivals from **America** reached **455.9k** holding a 5.4% share in 2023. Europe and America's share has almost recovered but arrivals are still lagging by **-20.0%** and **-18.7%**, respectively, vs. 2019.
- **Asia** was the **slowest region** to recover against 2019 levels with a **-36.0%** negative growth rate reaching **119.3k visitors**.
- **Australasia** share accounts for 1.2%, resulting in **-17.4% growth rate**. **Middle East's** share has **recovered** and accounts for **0.6%** of all arrivals.
- VFR increased substantially against 2019 (by +11.6% points). **VFR** accounts for **53.0%** of visitors whereas **holiday travelers** remained stable at **16.5%** compared to 2022. In contrast, **personal shopping** has not recovered to 2019 levels accounting only for **5.1%** visiting South Africa for shopping. **Business-related travel** has recovered to 2019 levels, at a total of **16.6%** in 2019.
- In 2023, **Africa Land, Australasia and Middle East** visitors arriving in SA to visit friends and relatives (**VFR**) has increased substantially and reached 62.3%, 53.0% and 43.6% share, respectively.
- The third grouping consists of **Africa Air** and **Asia**. They have the most varied travel purposes. In both, **VFR** is 1st and has outdone 2019 levels (25.8% & 27.3% shares respectively). Both regions, **holidays**, and **business-related travel** were evenly distributed for 2023. Africa Air is quite unique in that it has the highest visits for medical purposes holding a 3.3% share, in line with 2019 levels.
- Total Foreign Direct **Spend** (TFDS) reached **ZAR 94.8 billion**, a +16.7% recovery from 2019, with an **average spend** of **ZAR 11 800** per tourist, up 41.8% from 2019. **African tourists** dominated spend, contributing **45.0%** of the total. The **highest average spend** was by tourists from the Americas at **ZAR 31,600**.
- Total **bed nights** reached **111.8 million** (-0.4% vs. 2019), with an average **length of stay** of **13.6 nights** (a +18.8% increase over 2019), indicating a significant post-COVID recovery. Middle East tourists had the longest stays, while Asia and other regions showed a decrease in growth rate for length of stay.
- The **geographic spread** index was **9.8%**, the **lowest in five years**, indicating a concentration of tourist activity. Overseas regions showed a higher geographic spread compared to Africa 34.1% vs. 2.8%, respectively.
- Overall tourist **satisfaction** was high, with a score of **4.6** out of 5. Africa Land tourists showed the strongest positive sentiment whilst satisfaction ratings for tourists leaving by air have decreased. Key satisfaction drivers included **natural attractions** and the **friendliness of people**, while **infrastructure** and **safety** were areas of concern.

KEY PERFORMANCE INDICATORS

INTERNATIONAL
TOURIST ARRIVALS



8.5 MILLION

-17.1% ▼

TOTAL FOREIGN
DIRECT SPEND



ZAR 94.8 BILLION

+16.7% ▲

LENGTH
OF STAY



13.6 NIGHTS

+18.8% ▲

TOTAL
BED NIGHTS



111.8 MILLION

-0.4% ▼

GEOGRAPHIC
SPREAD



9.8%

-1.6* ▼

SATISFACTION
RATING



4.6

+1.7% ▲

Key growth and change rates shown in this report (except for Geographic Spread) are in comparison to 2019.
*Change in basis points vs. 2022.

INTERNATIONAL TOURIST ARRIVALS



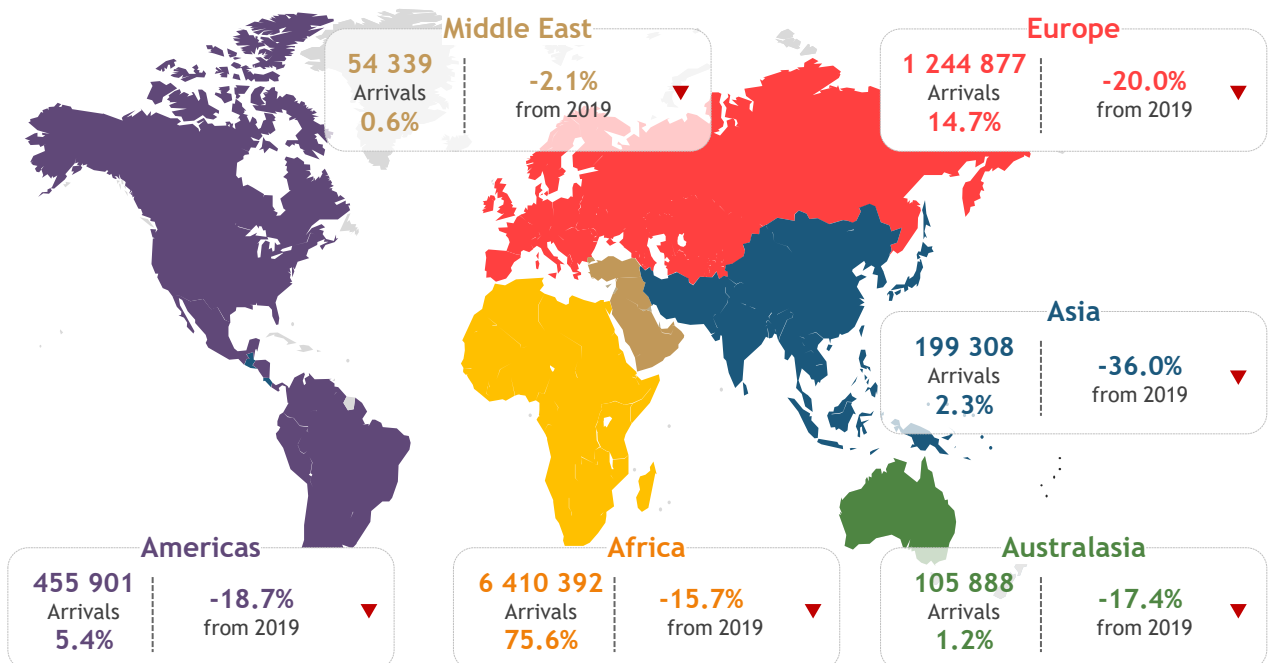
8.5 MILLION

-17.1% ▼

International tourist arrivals to South Africa in 2023 reached an astounding 8.5 million, a 48.9% growth over 2022, almost reaching pre-pandemic levels with a shortfall of -17.1% against 2019. As per global predictions, full recovery is expected in 2024 but factors such as the economic and political circumstances may continue to add pressure. All regions continued to report negative growth rates against 2019, albeit a much smaller gap than seen in the past years.



International Tourist Arrivals 2023 (Actual, Share & Growth)



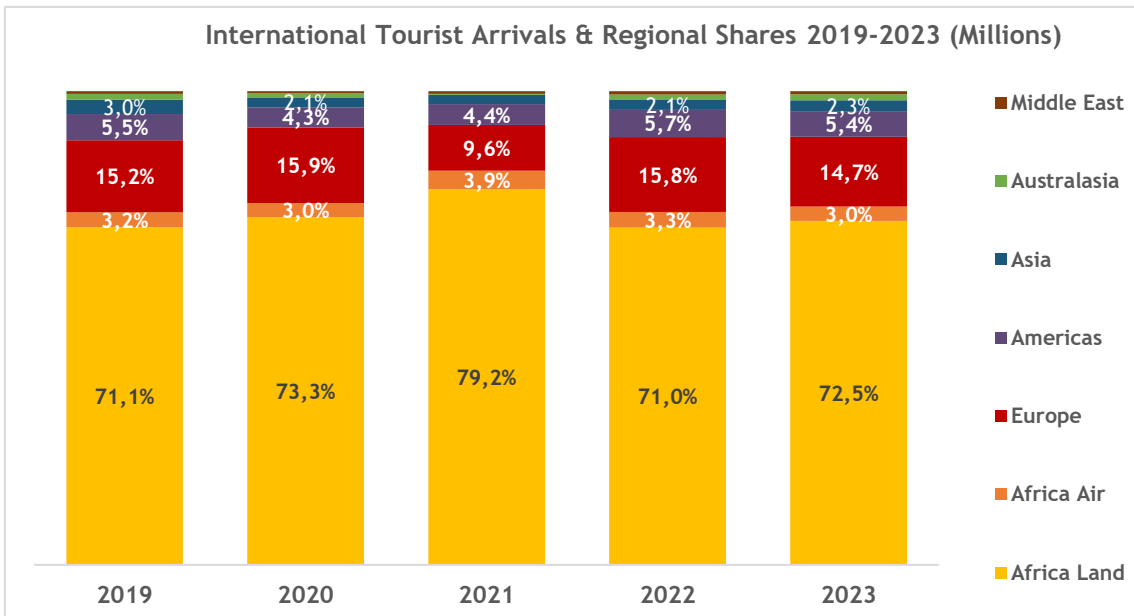
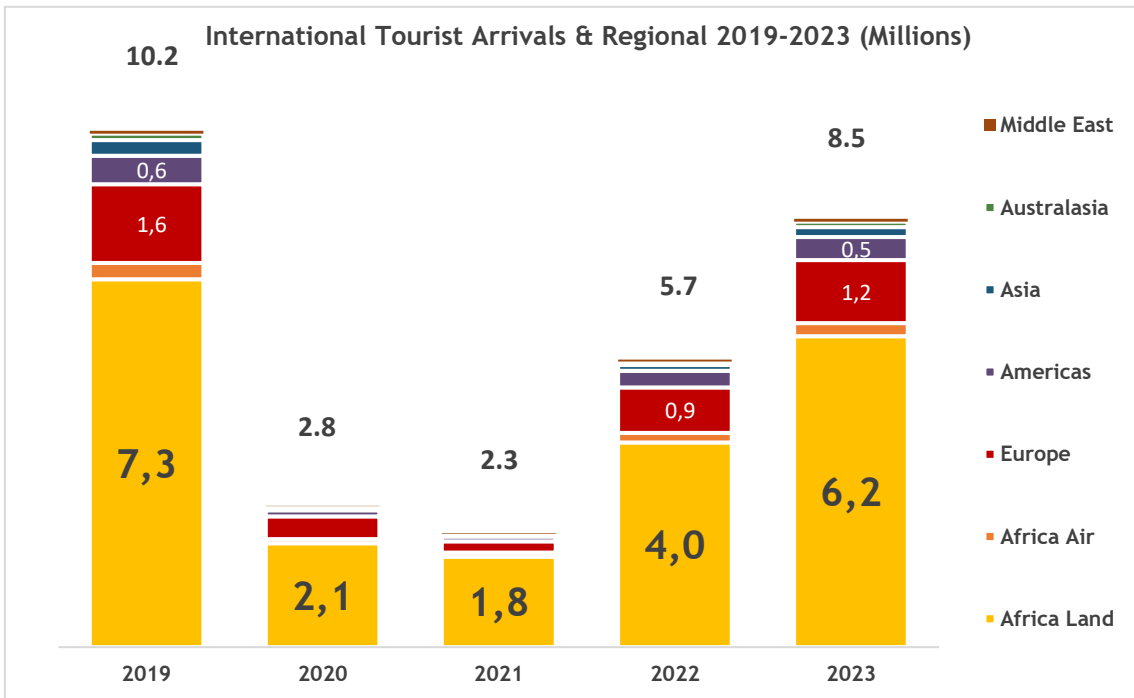
INTERNATIONAL TOURIST ARRIVALS



8.5 MILLION

-17.1% ▼

The recovery from the Covid-19 pandemic was evident in the total number of arrivals in 2023, which reached 8.5 million, maintaining the regional distribution noted in 2022. In 2023, Africa Land reverted to its previous levels of visitors while maintaining its leading position, accounting for 72.5% of arrivals, which marks a decline from the nearly 80.0% noted at the end of 2021. Following Africa Land is Europe, with a share of 14.7%, still lagging 2019 levels. The Americas accounted for 0.5 million visitors in 2023, maintaining a consistent share at 5.4%. Visitors from Asia continued to be lower than in 2019, with a negative growth rate of -36.0%. Australasia's recovery rate (-17.4%) was in line with the average growth rate. Although the Middle East represented the smallest proportion of visitors, it was the region with the strongest recovery, having only a -2.1% negative growth rate.



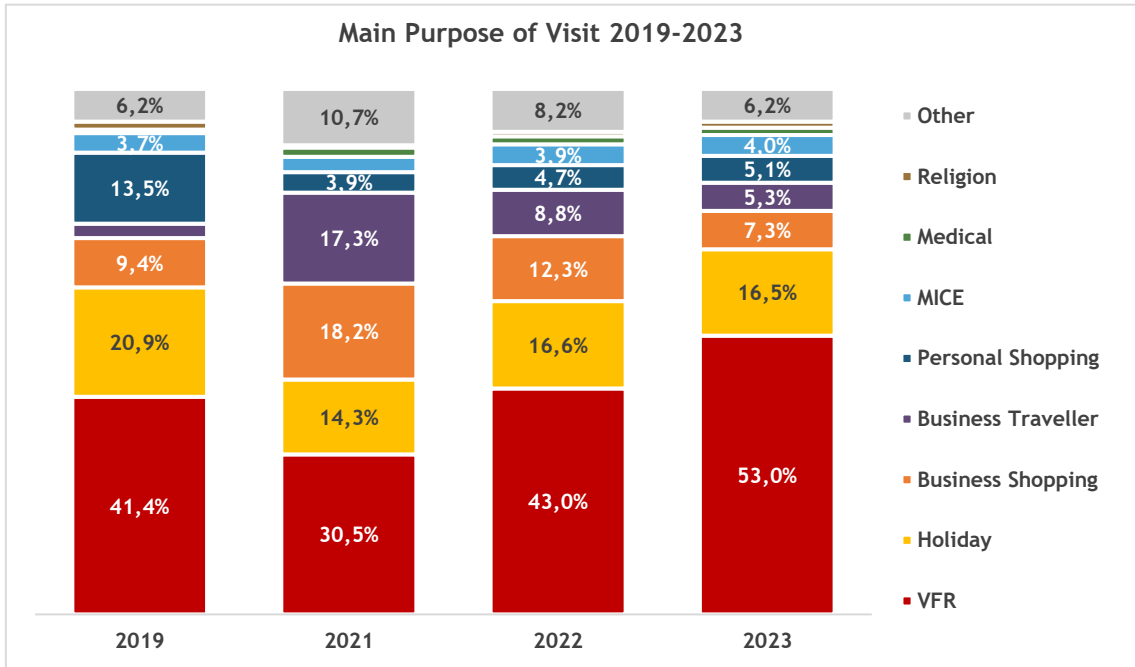
PURPOSE OF TRAVEL



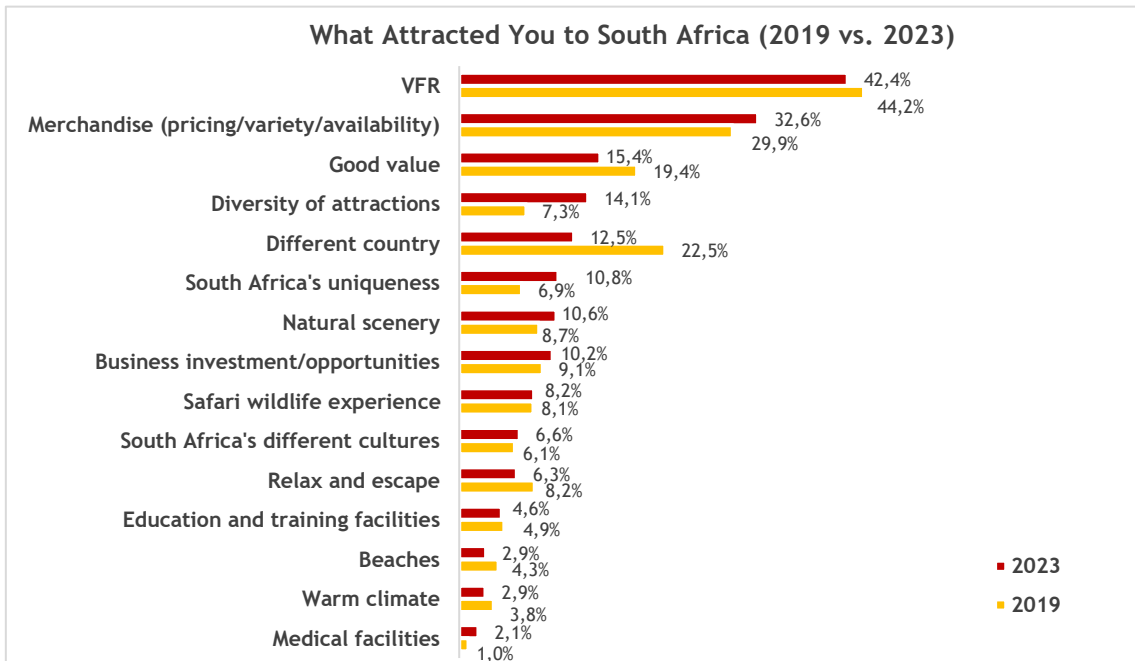
8.5 MILLION

-17.1%

In 2023, visiting friends and relatives (VFR) increased substantially against 2019 and *year-on-year* by +11.6 and +10.0 percentage points, respectively. VFR accounts for 53.0% of visitors, whereas holiday travelers remained stable at 16.5% compared to 2022. In contrast, personal shopping has not recovered to 2019 levels, accounting only for 5.1% of visitors to South Africa. Business-related travel has recovered to 2019 levels, comprising business shopping, business travel, and MICE, totaling 16.6% in 2023 compared to 15.8% in 2019.



The reason for travel is reflected in the “What attracted you to South Africa” question. With VFR being the main reason, almost reaching its 2019 levels with 42.2% of mentions. Other key attraction points were the price, variety & availability of merchandise, overall good value, diversity of the attractions, and visiting a different country (32.6%, 15.4%, 14.1%, and 12.5% respectively).



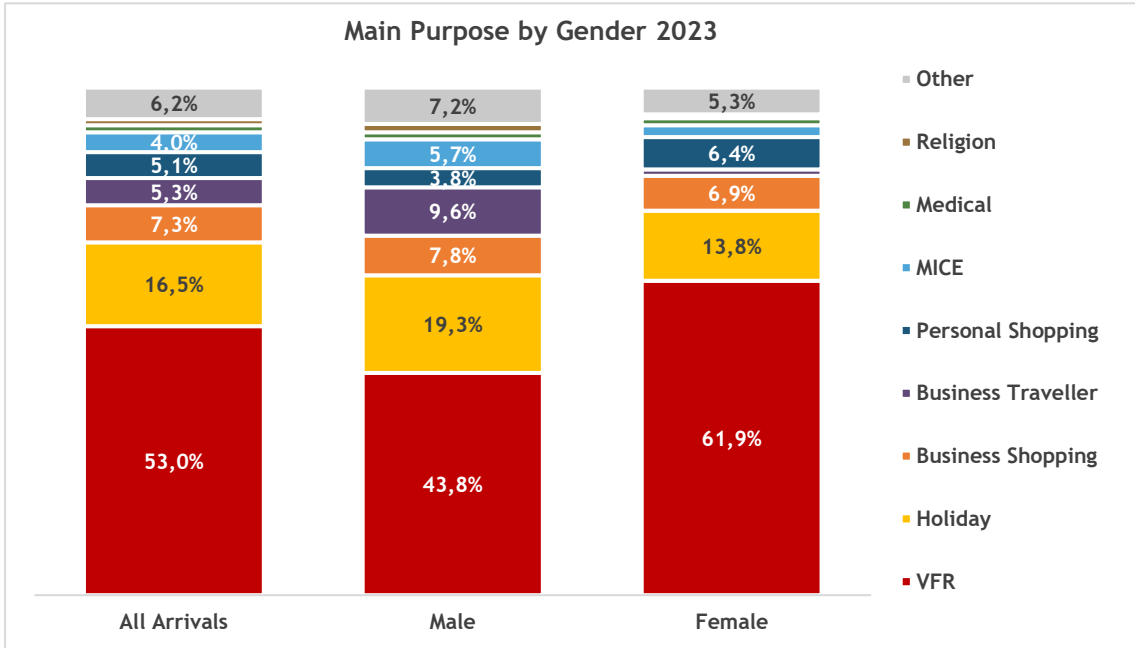
PURPOSE OF TRAVEL



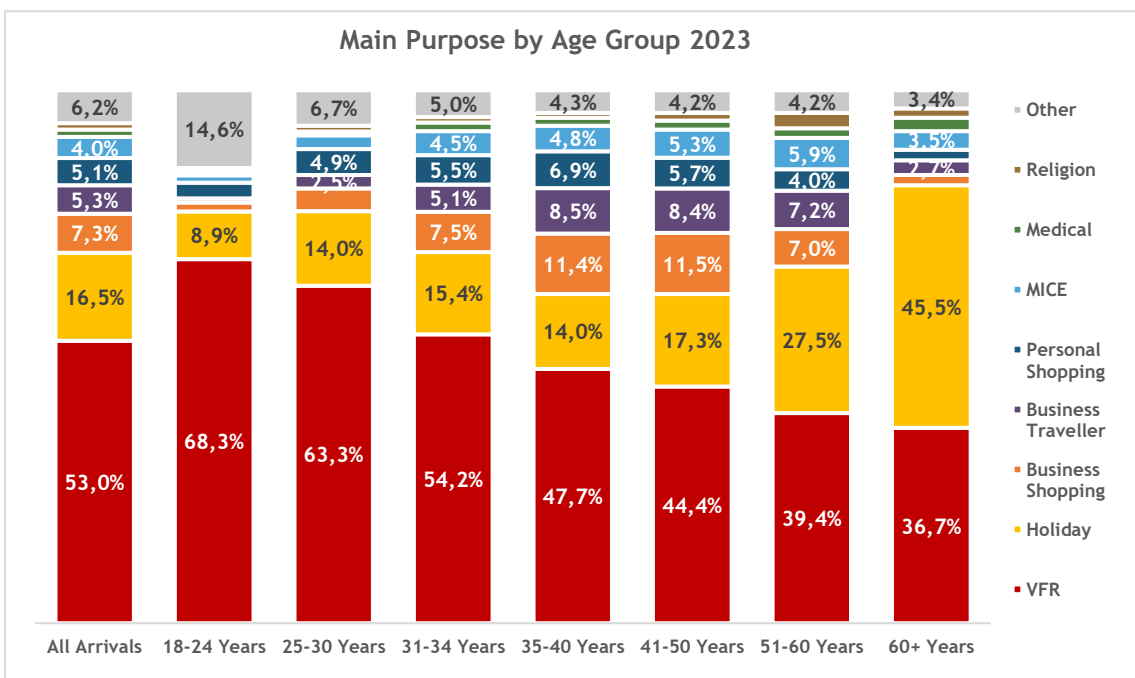
8.5 MILLION

-17.1%

Female visitors to South Africa in 2023 continued to be predominately for VFR (61.9%). Males also visit for VFR (48.3%) but to a lesser extent and a bigger proportion visit for business related travel. Business shopping, business travel, and MICE, account for 23.1% of visits by males compared to 10.5% of females visiting for business-related purposes.



VFR is high across all age groups but dominates in the younger age groups, especially in the 18-24 and 25-30 year-olds, where VFR has grown to a remarkable 68.3% and 63.3% respectively. It's only amongst 60+ year-olds, that holiday travel surpasses VFR's 36.7% with a share of 45.5%. Amongst 35-40, 41-50 and 51-60 year-olds, business-related activities account for 24.6%, 25.1%, and 20.1% of visits respectively.



PURPOSE OF TRAVEL



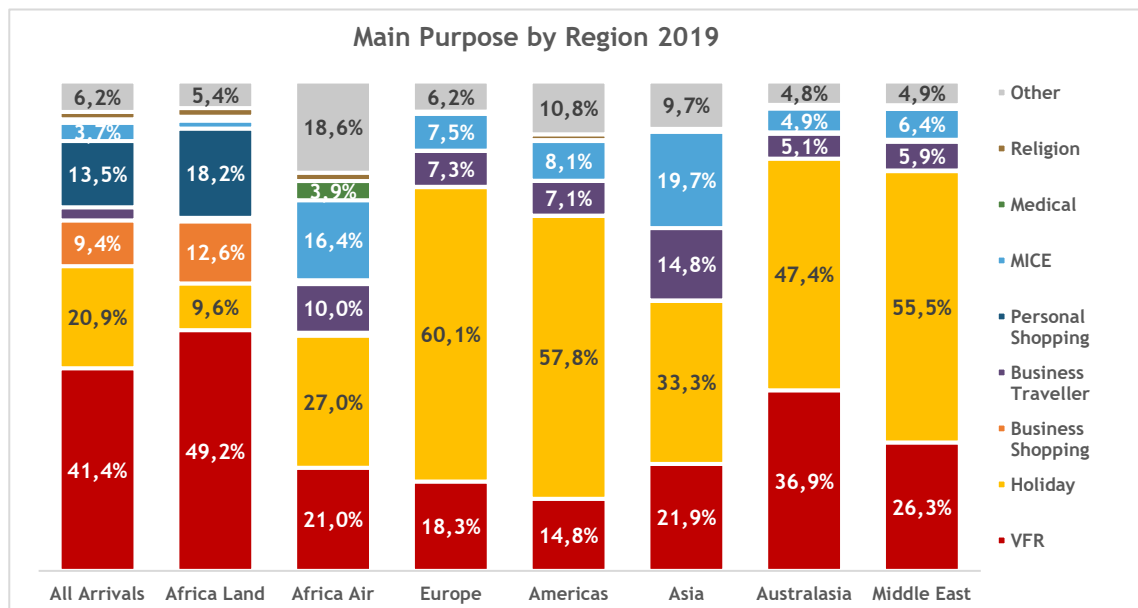
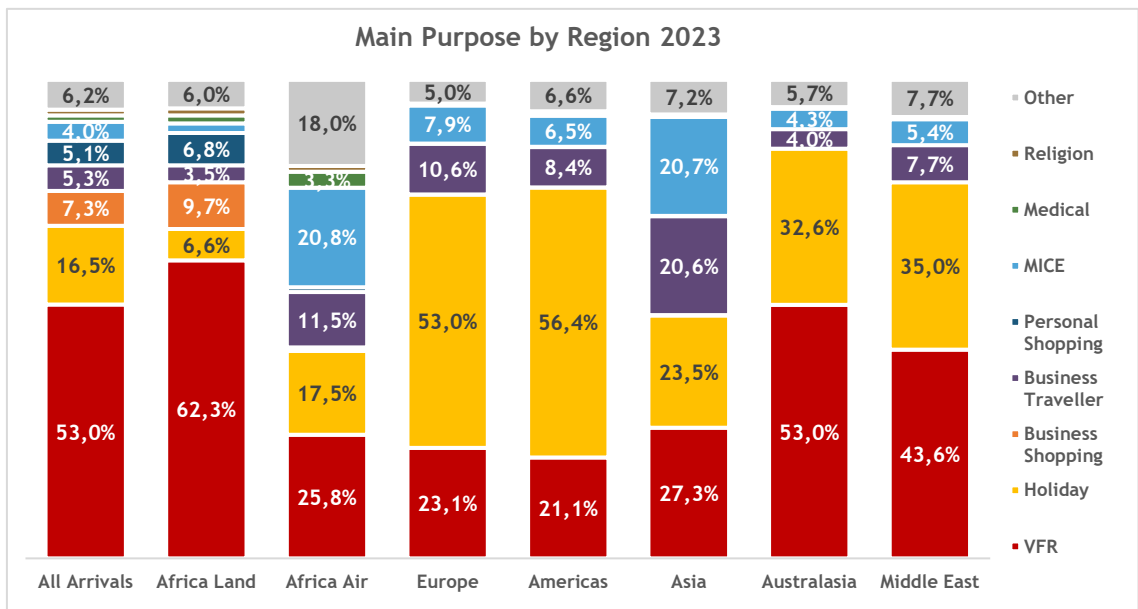
8.5 MILLION

-17.1%

In 2023, Africa Land, Australasia, and Middle East visitors arriving in SA to visit friends and relatives (VFR) increased substantially to reach 62.3%, 53.0%, and 43.6% share, respectively.

European and American visitors are the second regional grouping to show similarities in terms of travel purposes. For both, holiday is by far the main travel purpose (53.0% & 56.4% respectively), almost reaching the 2019 levels.

The third grouping consists of Africa Air and Asia. They have the most varied travel purposes. In both, VFR is 1st and has outdone 2019 levels (25.8% & 27.3% shares respectively). For both regions, holiday, and business-related travel are evenly distributed in 2023. Africa Air is quite unique in that it has the highest visits for medical purposes holding a 3.3% share, in line with 2019 levels.



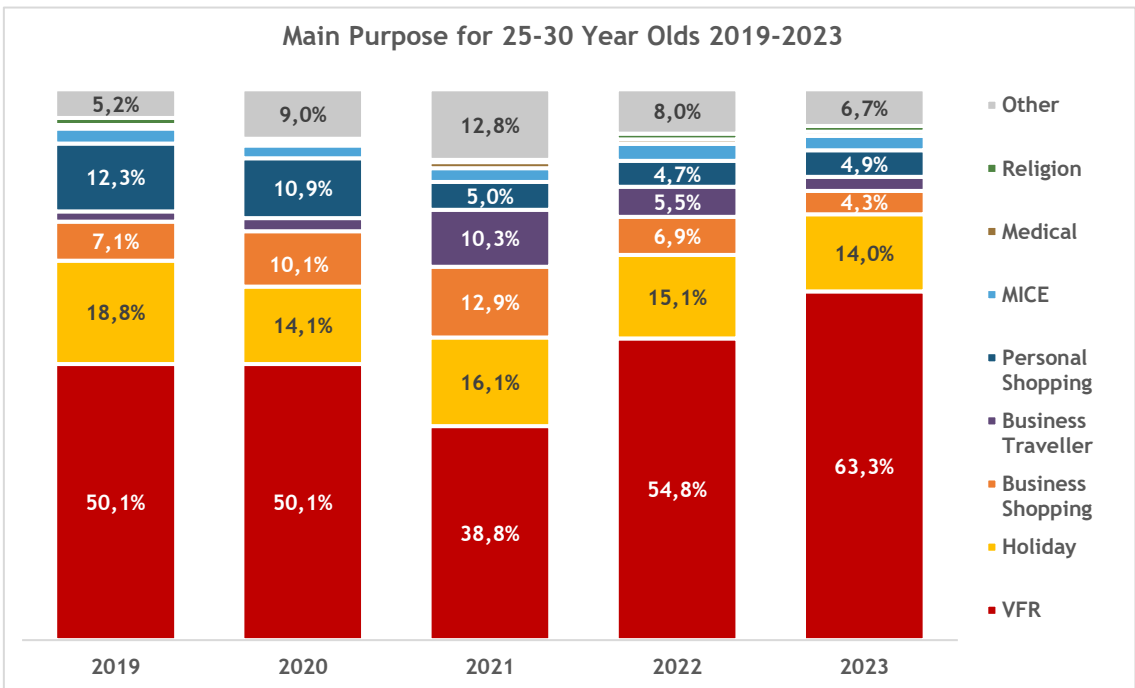
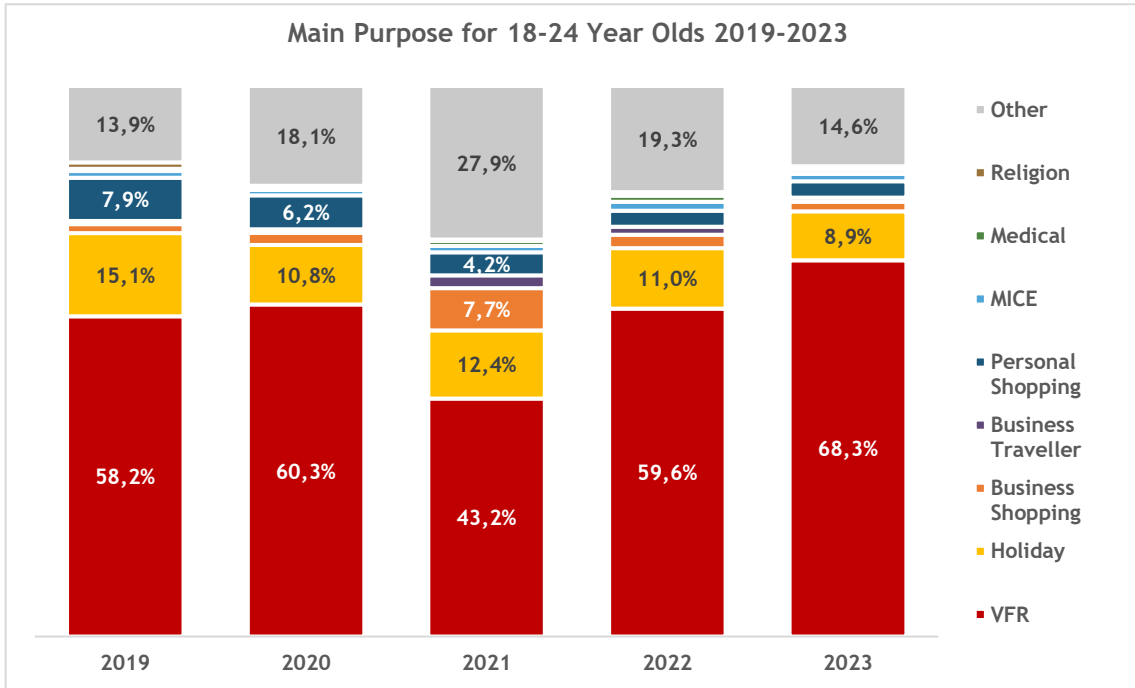
PURPOSE OF TRAVEL



8.5 MILLION

-17.1%

The distribution of reasons for visiting South Africa in 2023 was similar among the younger age groups. The majority of 18-24 and 25-30 year-olds visited friends and family, at 68.3% and 63.3%, respectively. The main difference between these two age groups lay in the propensity of the 25-30 year-olds to visit more for holidays and personal shopping purposes, at 14.0% and 4.9% compared to the 18-24 year-olds, of whom only 4.9% visited for holidays and 2.9% for personal shopping.



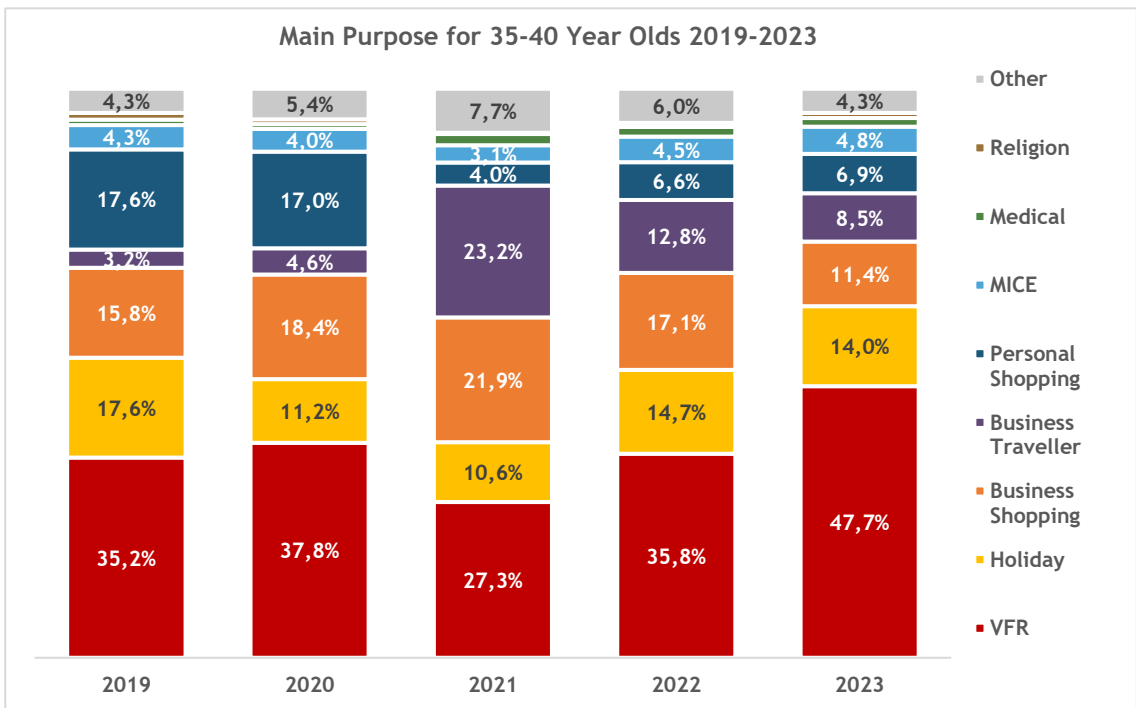
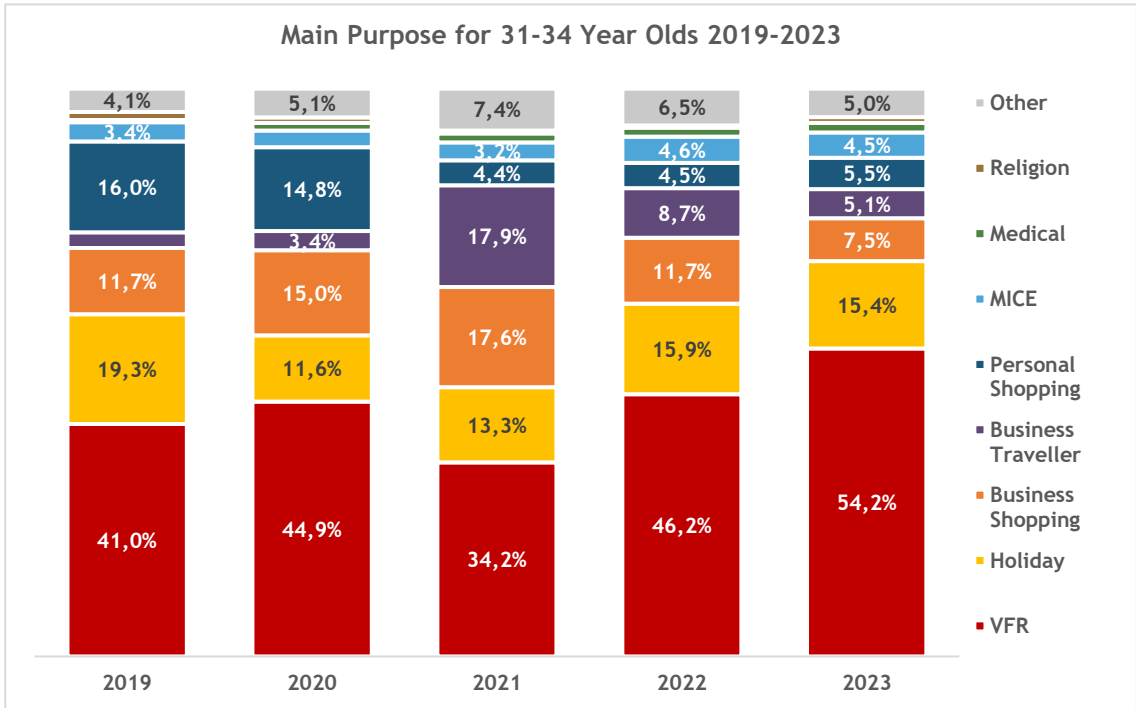
PURPOSE OF TRAVEL



8.5 MILLION

-17.1% ▼

In the next set of age groups, the reason for visit starts to shift slightly. Travelling for VFR showed a decline, while holidaymakers increased. Business-related travel became more prominent among the 35-40 year-old's. In 2023, similar trends were observed for both the 31-34 and 35-40 year-olds, with VFR exceeding 2019 levels, achieving a share of 54.2% and 47.7% respectively. Visits for holidays and personal shopping continued to fall well below the 2019 figures. However, the combined share of business-related shopping and travel accounted for a share somewhat similar to that of 2019 for both the 31-35 and 35-40 age groups, with 12.6% and 19.9% respectively in 2023.



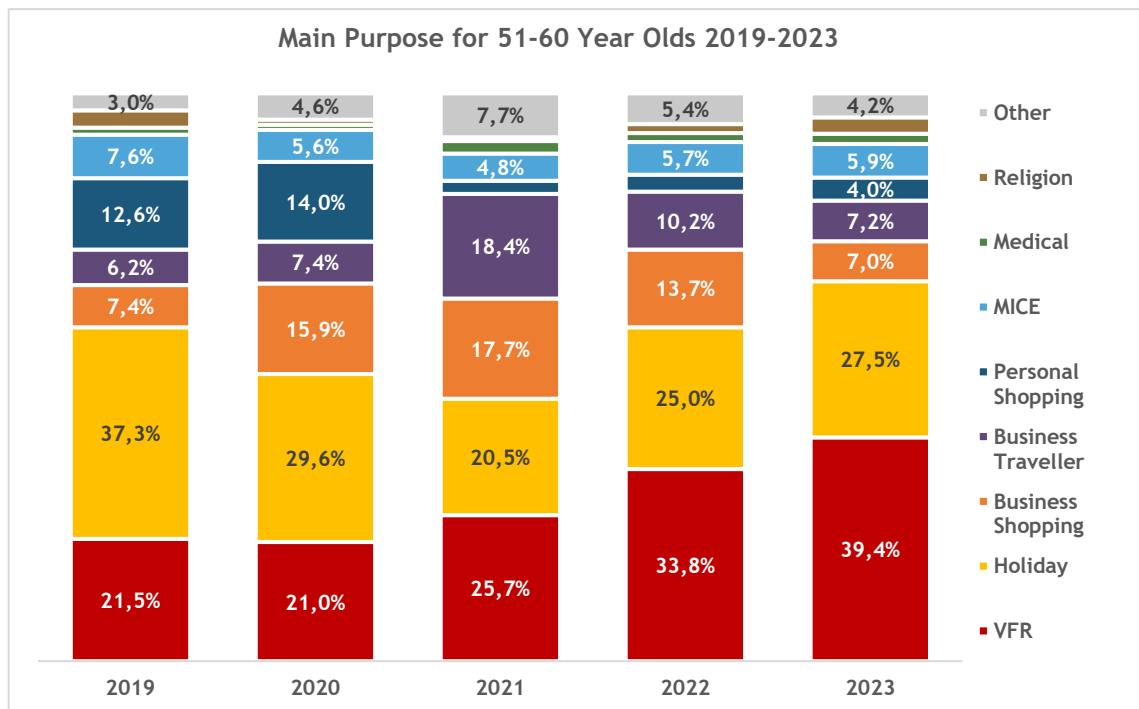
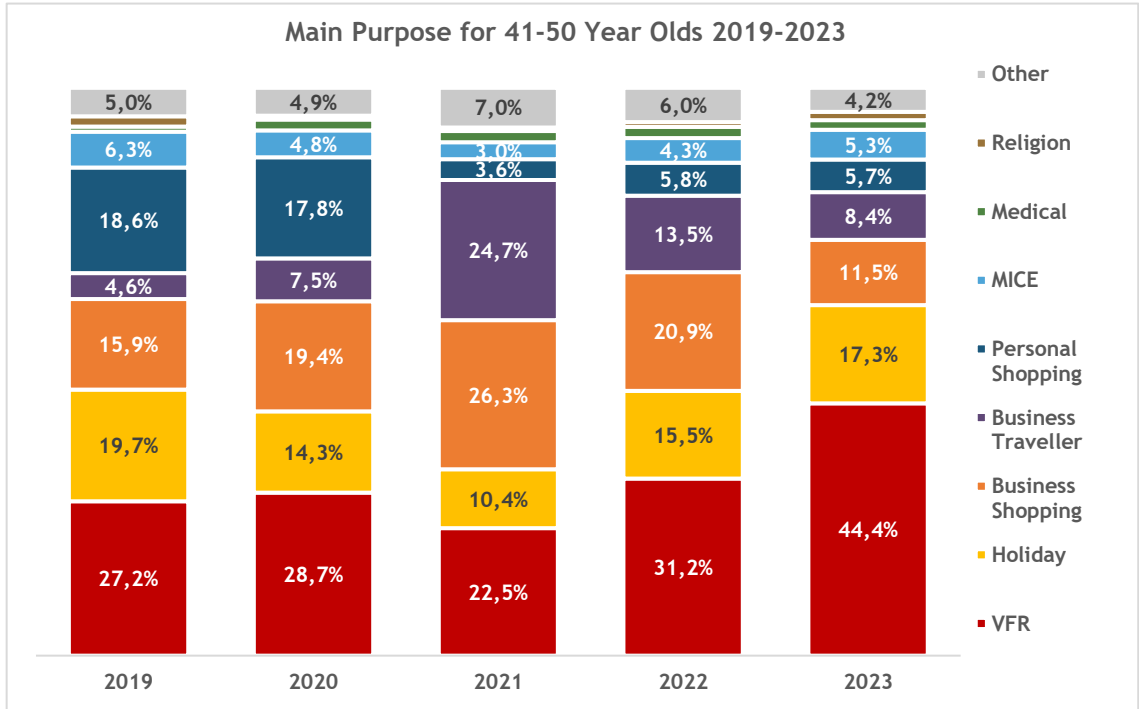
PURPOSE OF TRAVEL



8.5 MILLION

-17.1%

In 2023, as per all of the other age groups, a strong increase in VFR is noted in comparison to 2019. In 2023, 44.4% of 41-50 and 39.4% of 51-60 year-olds came to South Africa for VFR. Visiting for holiday, business shopping, and personal shopping continued to fall short of 2019 levels across these two age groups and the distribution of the reasons for visiting was very similar.



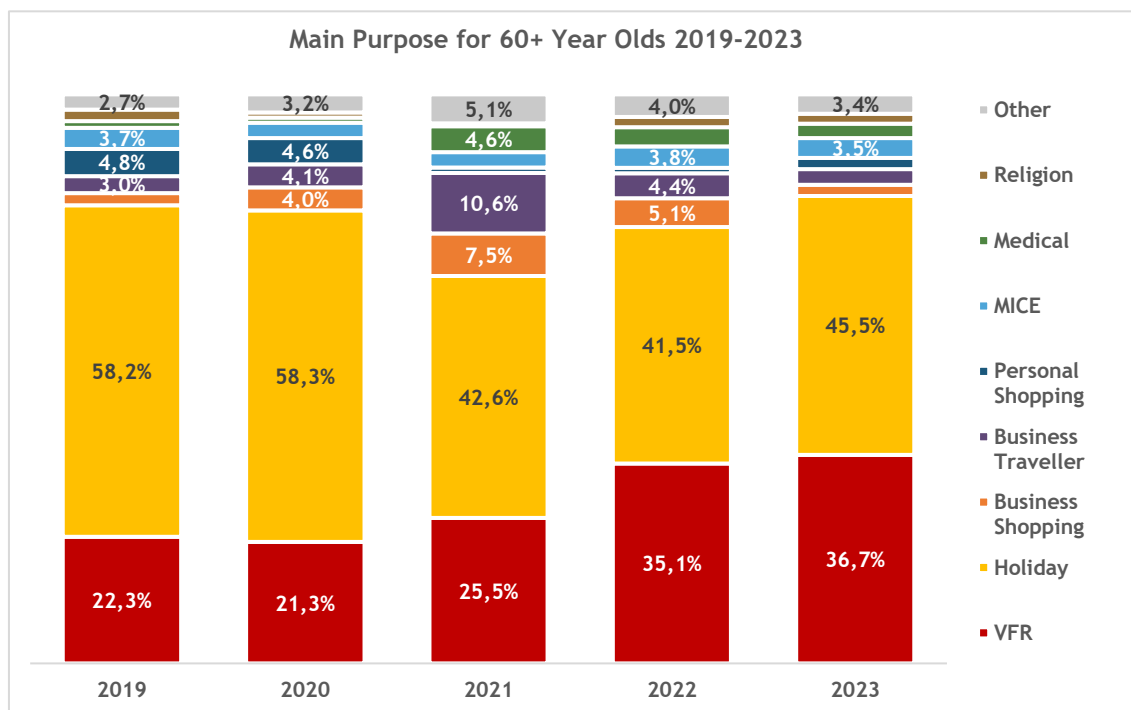
PURPOSE OF TRAVEL



8.5 MILLION

-17.1% ▼

The oldest age group (60+ year-olds), showed similar patterns to the other in that VFR has exceeded the 2019 levels reaching 36.7% share vs. 22.3% in 2019. Holidaymakers, although they accounted for the largest proportion of visitors, is only 45.5%, a +12.7 percentage points shortfall over 2019 levels. The main difference in this age group is that visiting for holidays is the biggest reason and not for VFR.



Travelers from Africa Land, Africa Air, Asia as well as the Middle East, are generally younger than travellers from Europe, the Americas, and Australasia. The greater variation in travel purposes, and especially the reduction in business travel from its height during Covid-19's peak, has brought on, in return, a greater variation in age. Travellers to South Africa tend to be 35-40 and 41-50 years old. The only exceptions to this are travellers from the Middle East who tend to be mostly 40 years old or younger.

Share of Arrivals by Age Group & Region 2023

Age Bracket	All Arrivals	Africa Land	Africa Air	Europe	Americas	Asia	Australasia	Middle East
18-24 Years	13.2%	15.3%	5.7%	7.1%	6.3%	6.8%	7.4%	12.2%
25-30 Years	20.2%	21.7%	15.8%	15.9%	14.0%	18.4%	11.9%	20.2%
31-34 Years	17.2%	17.4%	23.0%	15.9%	14.9%	21.3%	11.4%	15.5%
35-40 Years	18.7%	19.2%	23.0%	16.2%	14.8%	21.8%	13.5%	21.9%
41-50 Years	19.3%	19.0%	19.8%	21.6%	18.5%	18.2%	21.3%	17.1%
51-60 Years	7.4%	5.5%	9.1%	13.2%	14.7%	8.8%	18.3%	7.7%
60+ Years	4.0%	1.9%	3.5%	10.1%	16.8%	4.7%	16.1%	5.3%

REPEAT RATES

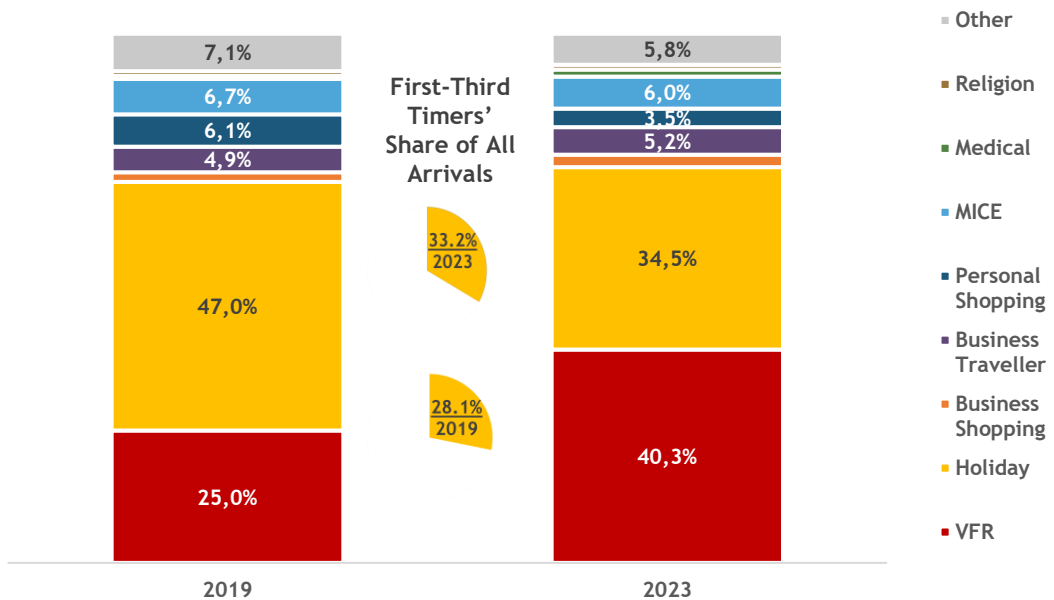


8.5 MILLION

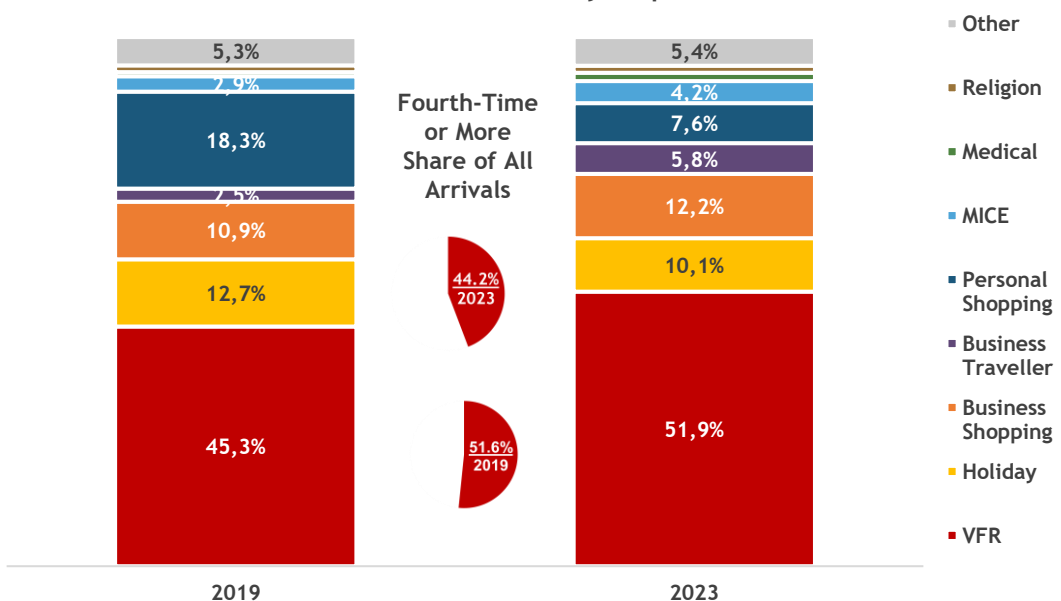
-17.1%

Repeat rates have mostly recovered to 2019 levels, with first-third time visitors amounting to almost a third (33.2%), and fourth-time or more constituting nearly half (44.2%) of all visitors to SA. Fourth-time visitors have only +7.4 percentage points to recover to 2019 levels. Repeat rates coupled with travel purpose show a rebound in VFR tourism and a weaker recovery in holiday tourism. For first-third timers, business-related activities are consistent across 2023 and 2019 (13.6% vs. 13.4%, respectively). Whereas fourth-timers or more visitors noted a +5.9 percentage point increase in business-related activities.

First-Third Time Visitors by Purpose 2019 vs. 2023



Fourth-Time or More Visitors by Purpose 2019 vs. 2023



2019 figures reported in the 2022 report were based on 3 months data. Due to changes in the survey, the 2019 figures reported in the 2023 report are based on 12 months data.

REPEAT RATES

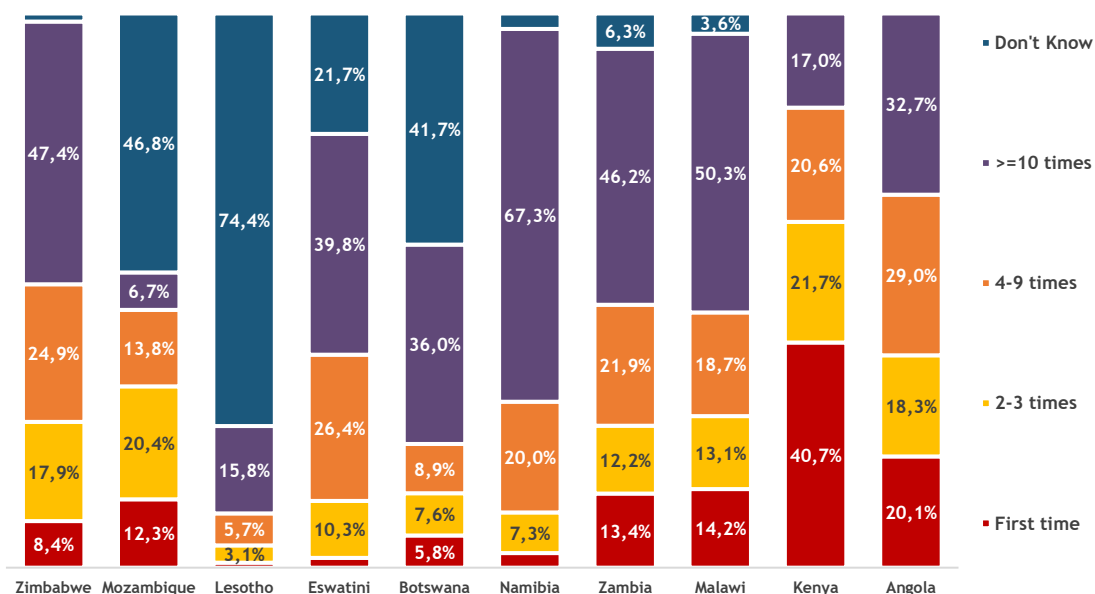


8.5 MILLION

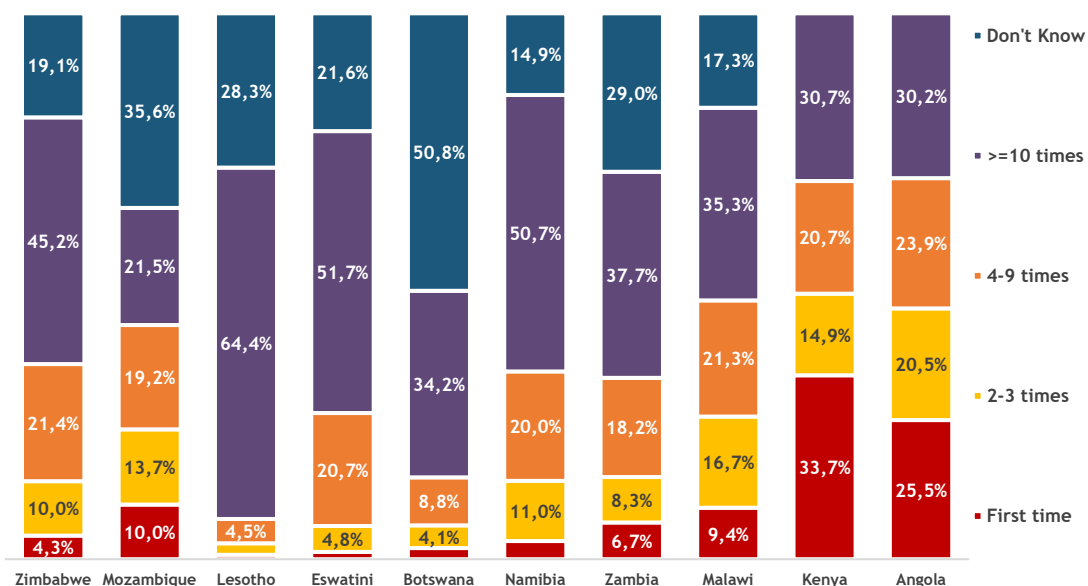
-17.1% ▼

A look at repeat rates by top African source markets reveals that visitors from neighboring African countries (Zimbabwe, Mozambique, Lesotho, eSwatini, Botswana, Namibia, Zambia, Malawi), are at least on their fourth visit to South Africa with many of them not knowing how many times they have been to SA. Angola had more of an even split between first-third timers and more than fourth-timers. In 2023, Kenya formed part of the top 10 source markets with an extraordinary 62.4% of first-third timers visiting South Africa, a 15.6% point increase over 2019.

Africa Visitors' Repeat Rate by Top Ten Source Markets 2023



Africa Visitors' Repeat Rate by Top Ten Source Markets 2019



2019 figures reported in the 2022 report were based on 9 months data. Due to changes in the survey, the 2019 figures reported in the 2023 report are based on 12 months data.

REPEAT RATES

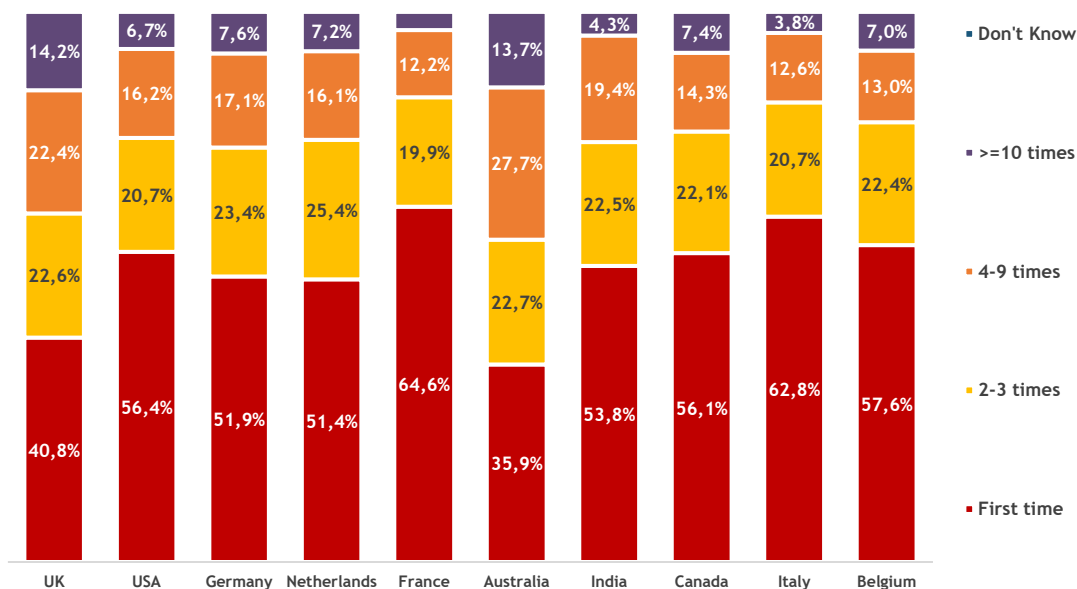


8.5 MILLION

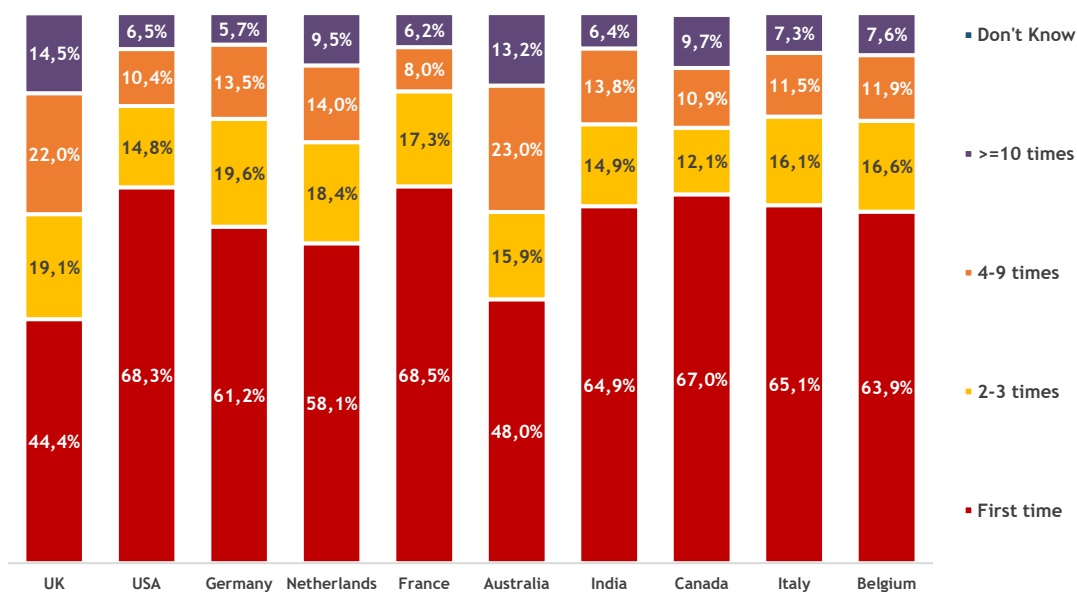
-17.1%

Conversely, most overseas travelers, except those from Australia, are visiting South Africa for the first time. The first-timers figure is at its lowest among visitors from Australasia, for the obvious reason that these are expats returning to SA to visit friends and family. The country with the highest first time visitors is France (64.6%), followed by Italy (62.8%).

Overseas Visitors' Repeat Rate by Top Ten Source Markets 2023



Overseas Visitors' Repeat Rate by Top Ten Source Markets 2019

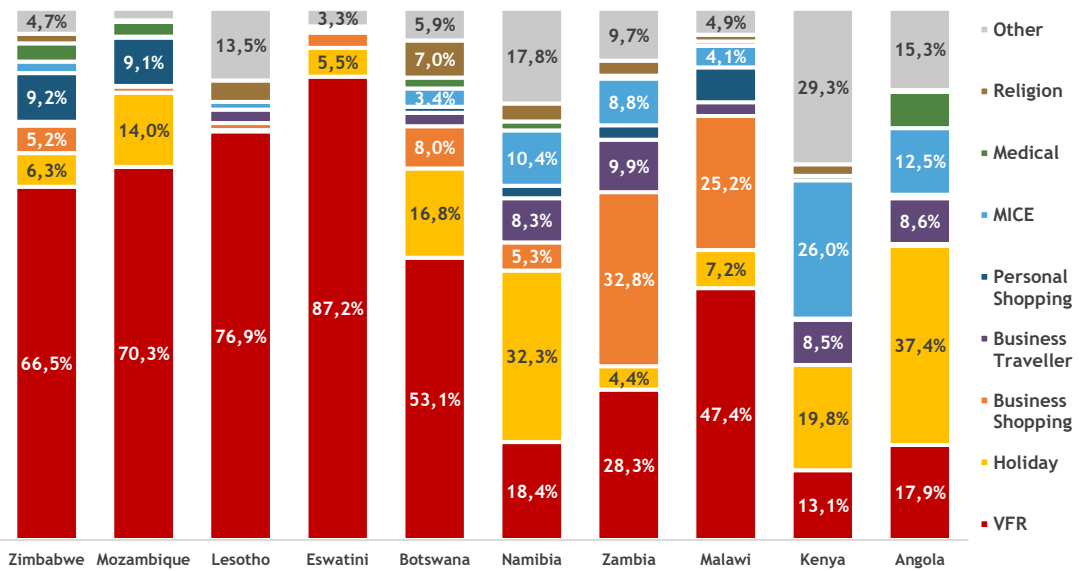


2019 figures reported in the 2022 report were based on 9 months data. Due to changes in the survey, the 2019 figures reported in the 2023 report are based on 12 months data.

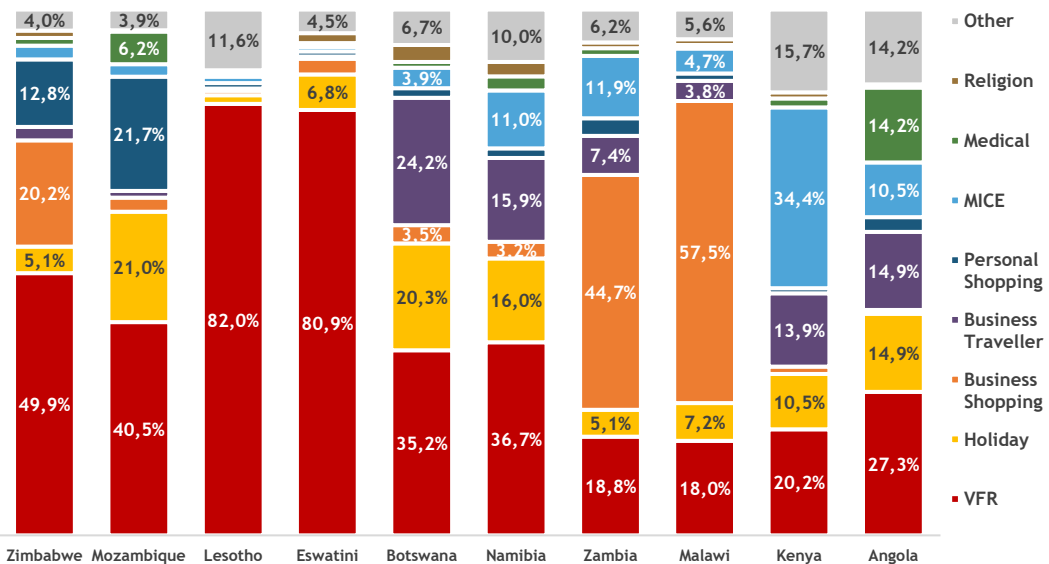


Among the top ten African source markets, first to third-time visitors from Zimbabwe and Mozambique predominantly visit for VFR, while for fourth or more visits, the purpose distribution changes, with VFR decreasing to less than half, and more visits being for holiday, business, and personal shopping. Visits from Lesotho and eSwatini are predominantly for VFR purposes, regardless of the number of visits. Holidaymakers are more prevalent among visitors from Angola, Namibia, and Kenya during their first to third visits, whereas for fourth or subsequent visits, an increase in business-related activities and personal shopping is noted. Zambia and Malawi have a high proportion of visitors for business shopping, regardless of the number of visits they make.

Top Ten Africa Source Markets First-Third Time Visitors by Purpose 2023



Top Ten Africa Source Markets Fourth or More Times Visitors by Purpose 2023



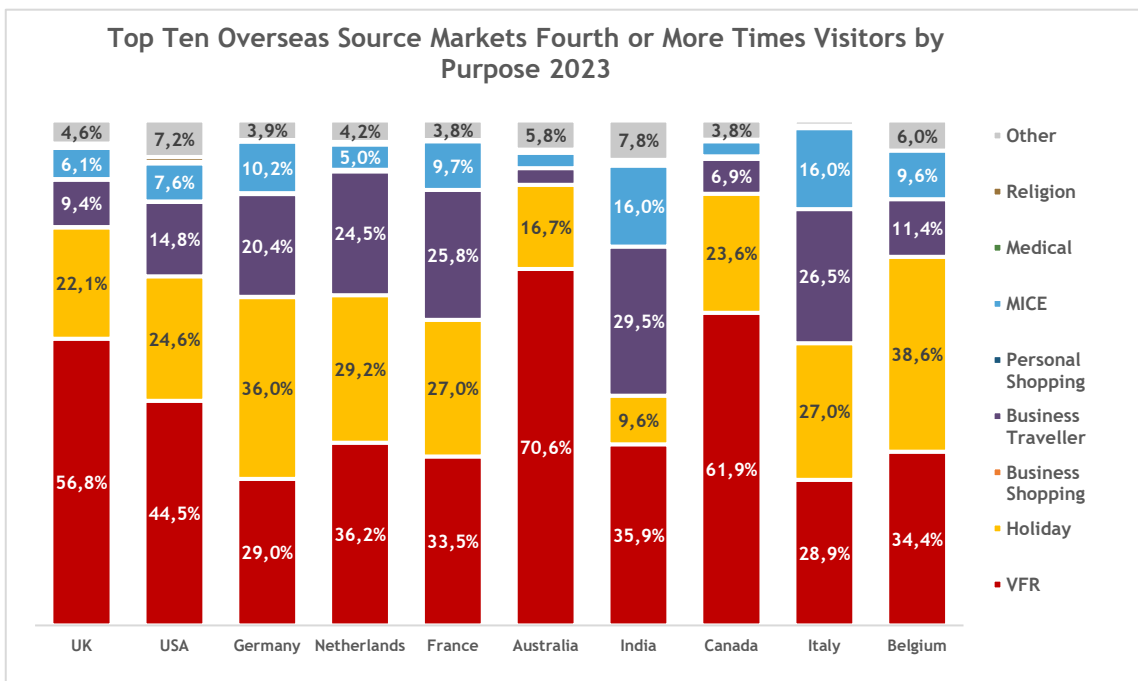
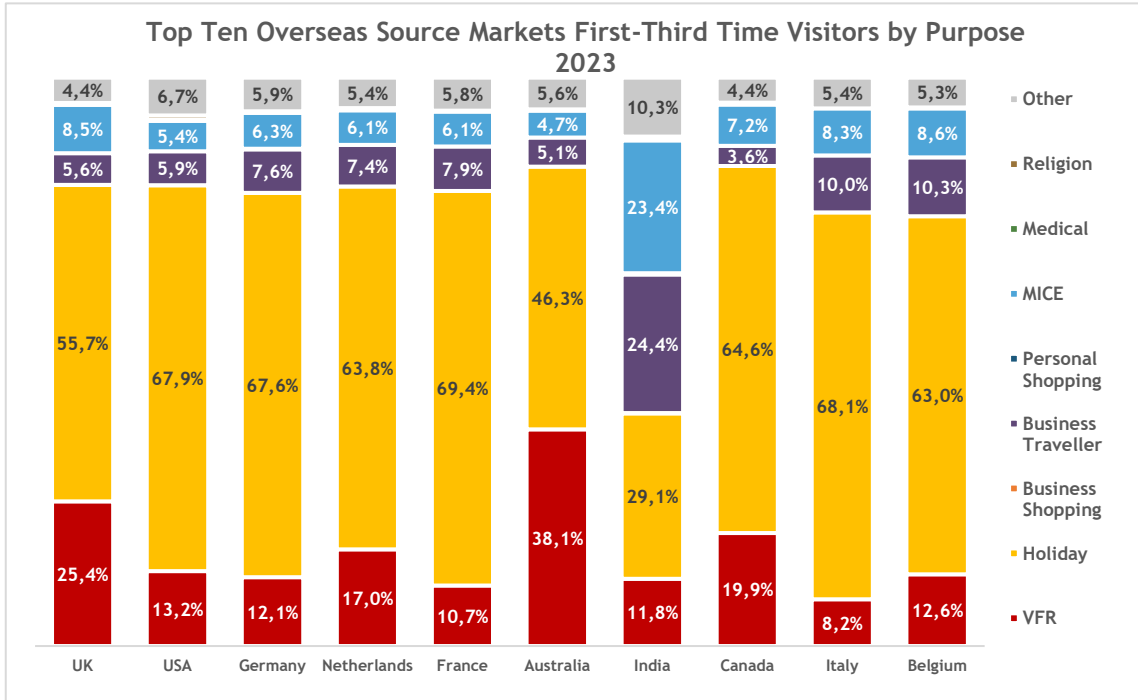
REPEAT RATES



8.5 MILLION

-17.1%

Overseas countries have a different distribution to visitors from Africa. In 2023, Australia visitors have the highest number of people visiting friends and relatives regardless of the number of times they visit. Visitors from India have a different distribution from the other countries in that the main reasons for visiting are holiday, and business-related, however, this does change for fourth or more time visitors with VFR accounting for just over a third. The main purpose for first-third time visitors for all other source countries is holiday whereas for fourth or more time visitors the shift moves away from holiday to business related activities.



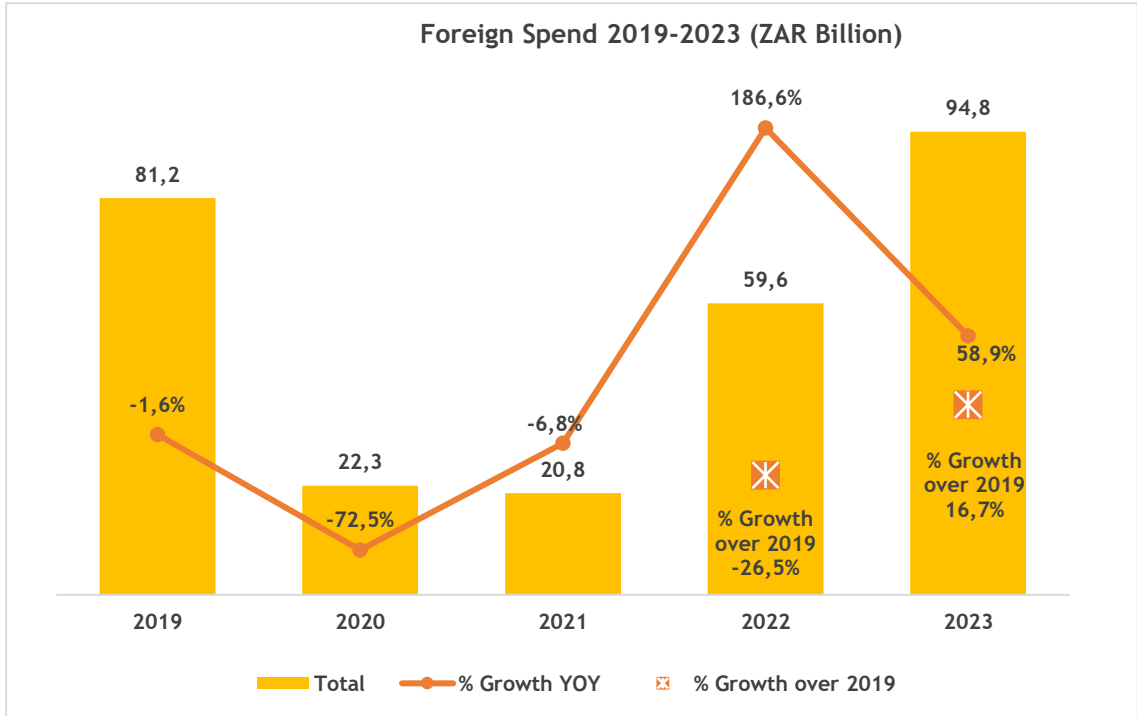
TOTAL FOREIGN DIRECT SPEND



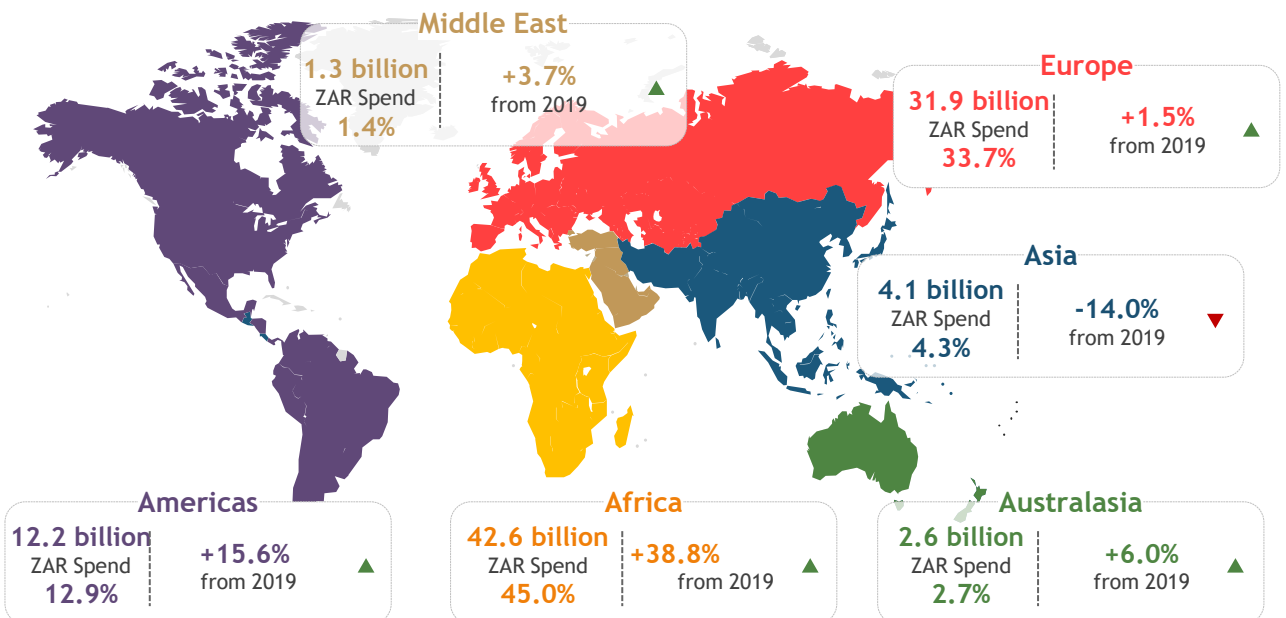
ZAR 94.8 BILLION

+16.7% ▲

In 2023, the total foreign direct spend (TFDS) reached an astonishing ZAR 94.8 billion, marking a recovery of 16.7% from 2019, which was bolstered by an additional year-on-year increase of +58.9%. Asia's recovery slowed down substantially, sitting with a negative growth rate of -14.0% over 2019. All other regions recovered their total spend against 2019. Africa was the best performing region with a strong recovery of +38.8% over 2019. The Americas had the second strongest recovery exceeding its 2019 spend levels by +15.9%. This was followed by Australasia, Middle East, and Europe experiencing growth rates over 2019 of +6.0%, +3.7% and +1.5%, respectively.



Total Foreign Direct Spend by Region 2023 (Actual Billions, Share & Growth)



**TOTAL FOREIGN
DIRECT SPEND**



ZAR 94.8 BILLION

+16.7% ▲

Travellers from Africa and Europe continue to account for the bulk of foreign spend (78.7%). This is to be expected given they are the two largest source regions in terms of arrivals (90.3%). In 2023, Africa Land contributed 39.6% of spend although they accounted for 72.5% of all arrivals. On the contrary, all overseas contributions to spend are at least double their contribution to arrivals.

Spend & Arrival Share & Ratio by Region 2023

Region	% of Arrivals 2023	% of Spend 2023	Ratio % Spend : % Arrivals
Africa	75.6%	45.0%	59.5%
Africa Land	72.5%	39.6%	54.6%
Africa Air	3.0%	5.4%	180.0%
Europe	14.7%	33.7%	229.3%
Americas	5.4%	12.9%	238.9%
Asia	2.3%	4.3%	187.0%
Australasia	1.2%	2.7%	225.0%
Middle East	0.6%	1.4%	233.3%

Spend & Arrival Share & Ratio by Region 2023

Region	Share 2019	Share 2023	Spend 2023 (ZAR Billions)	% Growth 2019-2023
Africa	37.8%	45.0%	42.6	38.8%
Africa Land	32.0%	39.6%	37.5	44.4%
Africa Air	5.8%	5.4%	5.1	7.9%
Europe	38.7%	33.7%	31.9	1.5%
Americas	13.1%	12.9%	12.2	15.6%
Asia	5.8%	4.3%	4.1	14.0%
Australasia	3.0%	2.7%	2.6	6.0%
Middle East	1.6%	1.4%	1.3	3.7%
All Arrivals	100.0%	100.0%	94.8	16.7%

TOTAL FOREIGN DIRECT SPEND

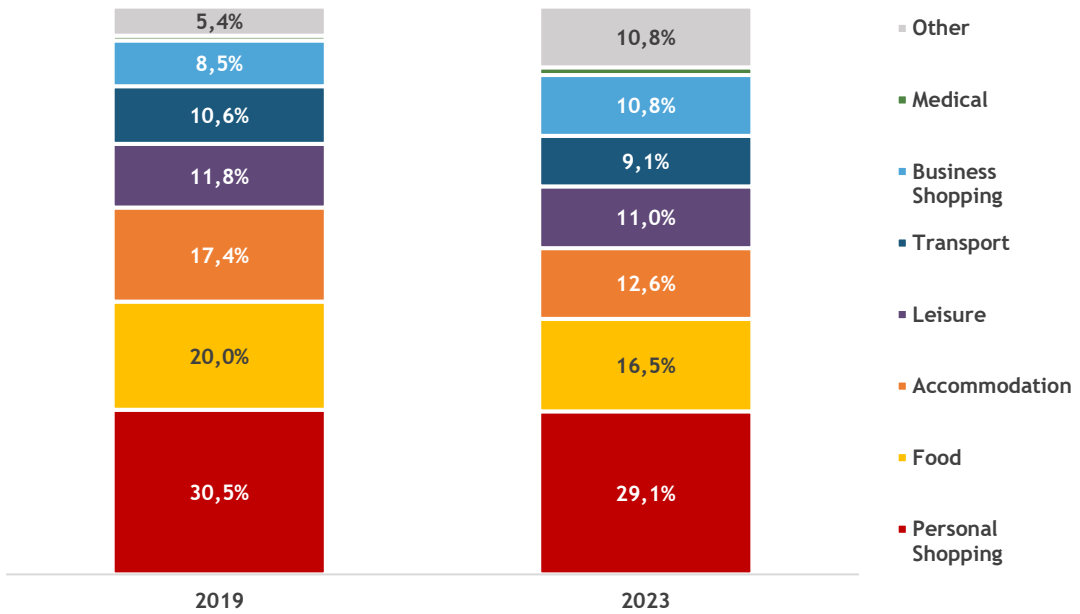


ZAR 94.8 BILLION

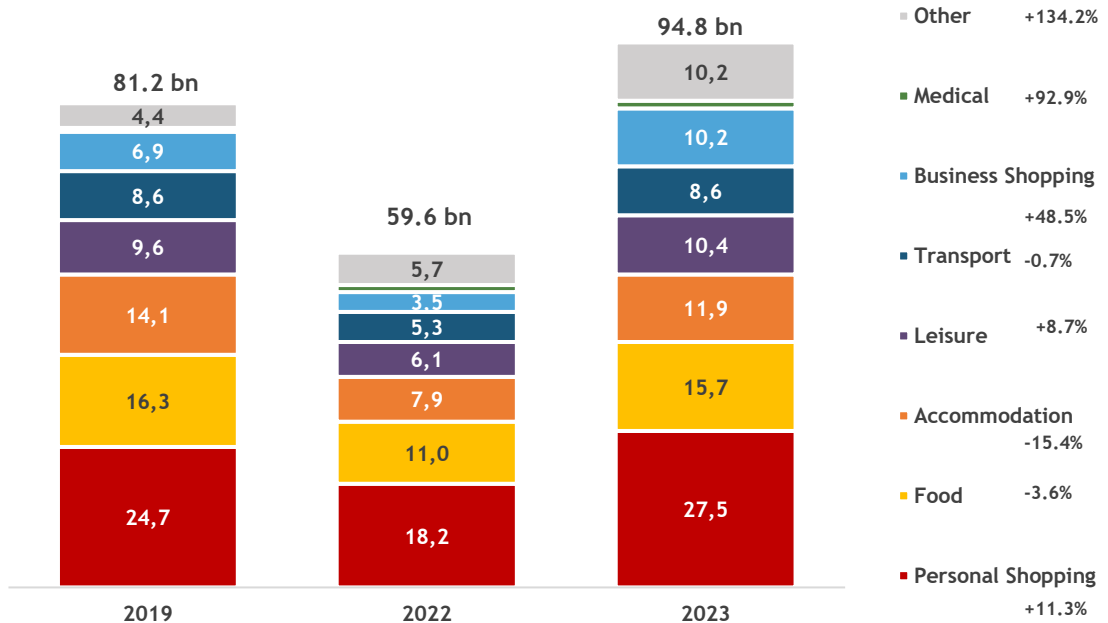
+16.7% ▲

The distribution of foreign direct spend across the various spend categories in 2023 has mostly returned to the former 2019 distributions. Spend on accommodation and food services grew more slowly compared to other categories and did not fully rebound to the levels seen in 2019. Medical-related spend saw an increase of 92.9%, albeit from a small base, potentially as a result of the accumulated demand following the lower prioritization of certain medical services during COVID-19 pandemic. Both business and personal shopping spend rose by a combined ZAR 6.1 billion since 2019.

Foreign Direct Spend Share by Category 2019 vs. 2023

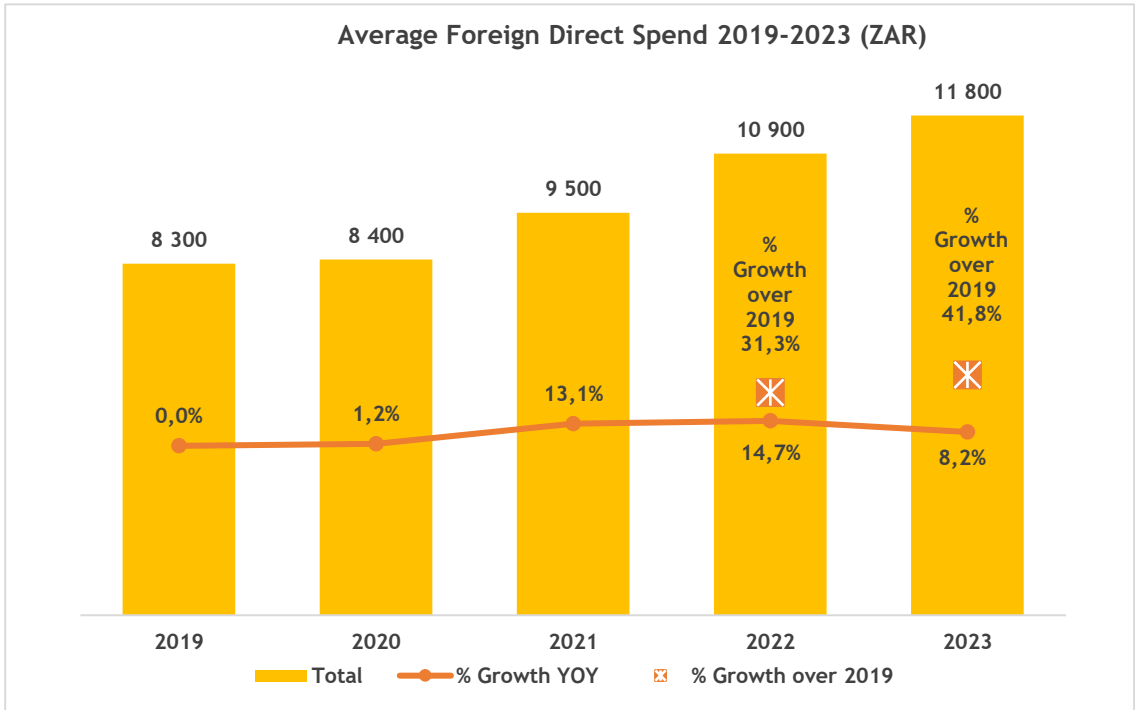


Foreign Direct Spend by Category 2019 vs. 2023





The average spend in 2023 *further increased by +8.2% over 2022* and was +41.8% higher than the average spend in 2019, amounting to an average of ZAR 11 800 per tourist. There was a significant variance between Africa Land and all other regions including Africa Air. Tourists visiting Africa Land spent an average of ZAR 6 300 in 2023, while those from all other regions spent between ZAR 24 600 and ZAR 31 600. The highest average spend was recorded by tourists from the Americas, who spent ZAR 31 600, marking a +45.6% increase from 2019.



Average Spend by Region 2019 vs. 2023

Region	Average Spend (ZAR)		% Growth 2019-2023
	2019	2023	
Africa	4 100	6 900	68.3%
Africa Land	3 600	6 300	75.0%
Africa Air	19 000	24 300	27.9%
Europe	22 900	28 300	23.6%
Americas	21 700	31 600	45.6%
Asia	17 500	24 600	40.6%
Australasia	20 300	25 700	26.6%
Middle East	27 000	27 600	2.2%
All Arrivals	8 300	11 800	42.2%

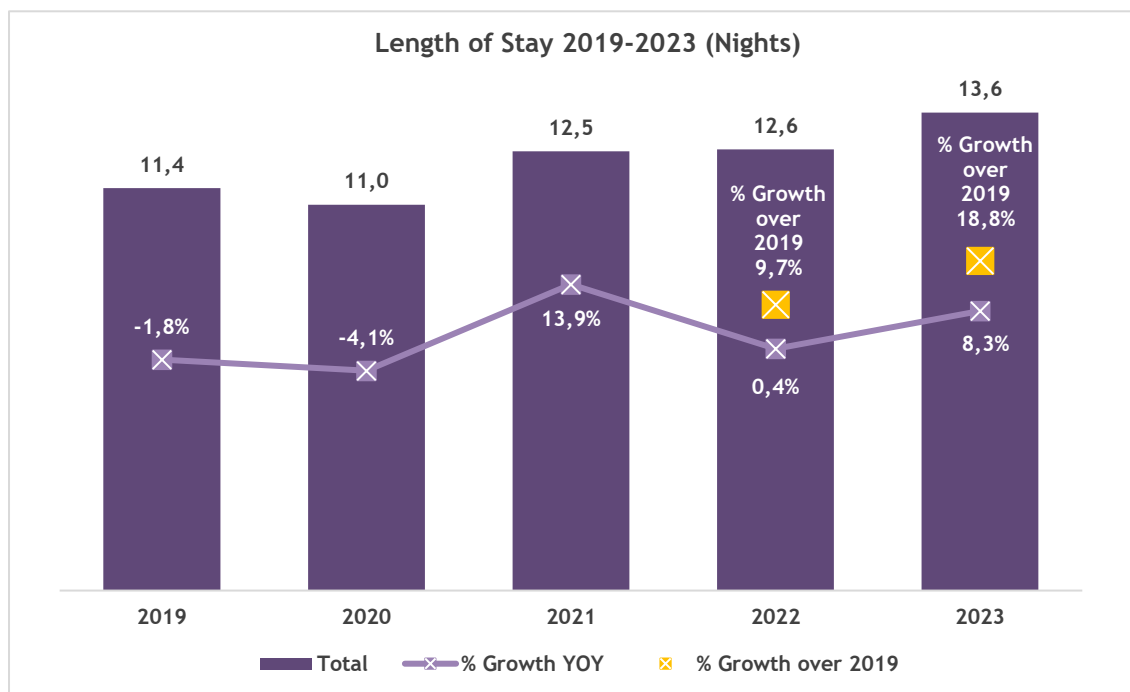
LENGTH OF STAY



13.6 NIGHTS

+18.8% ▲

The overall length of stay for all arrivals in 2023 was 13.6 days, a growth of +18.8% compared to 2019, indicating a significant recovery in post-COVID. The recovery was uneven across different regions during 2023. Most regions departing through air travel (Africa Air, Europe, Americas, Asia) show a decrease in the length of stay, possibly due to continued hesitancy about air travel or economic factors. Despite the potential factors inhibiting the growth in other regions, the Middle East, Africa land, and Australasia have shown strong growth in tourist stay durations which correlates with these regions having the highest proportion of visitors for VFR. Middle East tourists have the longest average stay at 22.8 days and a significant growth rate of +37.2% against 2019. Australasia travelers stayed longer in 2023, with a growth of +14.5%, with tourists staying an average of 16.9 nights.



Length of Stay by Region 2023

Region	Length of Stay 2023	% Growth 2019-2023
Africa	12.8	32.7%
Africa Land	12.7	36.5%
Africa Air	15.6	-20.0%
Europe	15.9	-6.8%
Americas	15.7	-4.6%
Asia	20.2	-5.7%
Australasia	16.9	14.5%
Middle East	22.8	37.2%
All Arrivals	13.6	18.8%

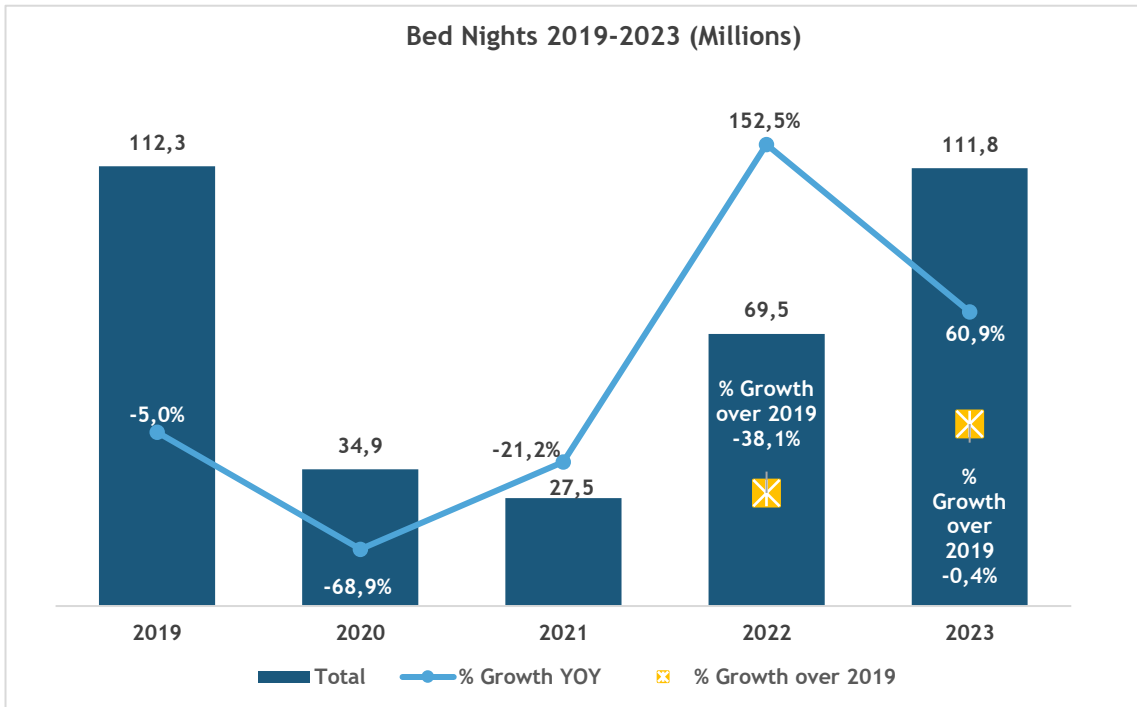
**TOTAL
BED NIGHTS**



118.9 MILLION

-0.4%

The total bed nights for all arrivals in 2023 were 111.8 million, with a near recovery to 2019 levels, sitting with a -0.4% growth rate against 2019. Africa Land has the largest portion of the African segment, with 70% of the bed nights and a growth of +15.8% against 2019. The Middle East is the only other region to have increased its number of bed nights with a remarkable increase of +40.9% compared to 2019. In contrast, all the other regions have not recovered their bed nights to 2019 levels. Asia, Africa Air, Europe, Americas, and Australasian bed nights are below the 2019 levels with growth rates of -42.0%, -32.8%, -23.4%, -23.2%, and -2.9%, respectively.



Bed Nights by Region 2023

Region	Bed Nights 2023	% Share	% Growth 2019-2023
Africa	81.5	72.9%	12.5%
Africa Land	78.2	70.0%	15.8%
Africa Air	3.3	2.9%	-32.8%
Europe	17.9	16.0%	-23.4%
Americas	6.2	5.5%	-23.2%
Asia	3.4	3.0%	-42.0%
Australasia	1.7	1.5%	-2.9%
Middle East	1.1	1.0%	40.9%
All Arrivals	118.9	100.0%	-0.4%

TOTAL
BED NIGHTS

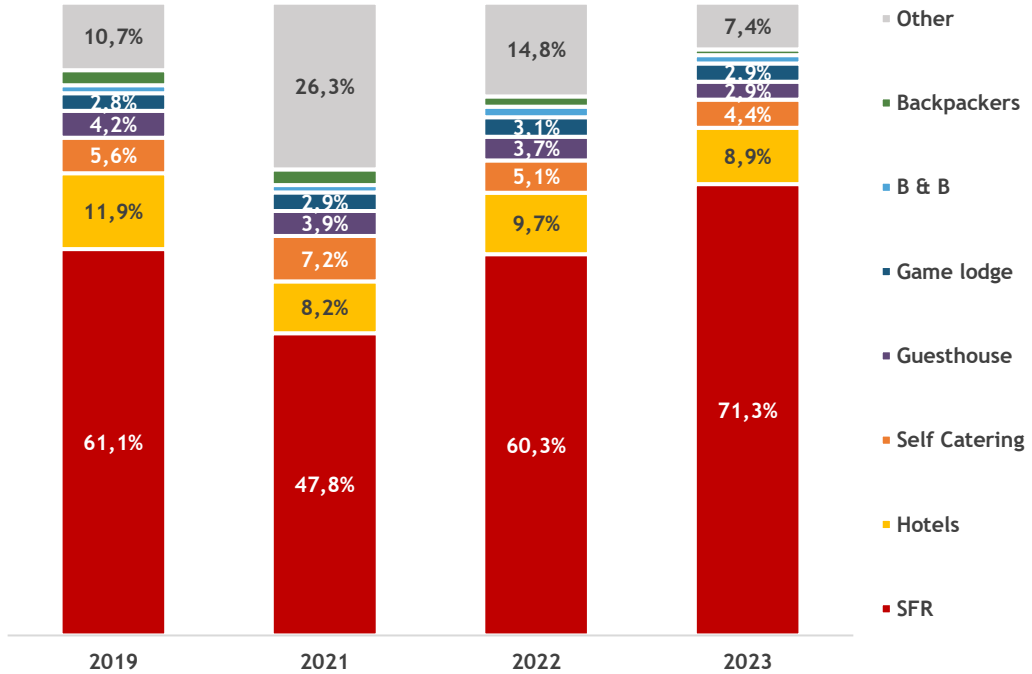


118.9 MILLION

-0.4% ▼

In 2022 a full recovery to 2019 accommodation patterns was noted. However, in 2023 a new pattern in the distribution emerged with even more tourists staying with SFR, increasing by +11.0% base points against 2022 and +10.2% base points over 2019. This could be due to tougher economic conditions in 2023. Hotels further declined holding a share of 8.9% compared to 11.9% in 2019.

Accommodation Bed Nights by Type 2019-2023



Total Bed Nights by Accommodation Type 2019-2023, Share & Growth

Accommodation Bed Nights (Millions)	2019	2021	2022	2023	% Share 2023	% Growth 2019-2023
SFR	68.6	13.1	41.9	79.7	71.3%	16.3%
Hotels	13.4	2.3	6.7	9.9	8.9%	-25.9%
Self Catering	6.3	2.0	3.6	5.0	4.4%	-21.2%
Guesthouse	4.7	1.1	2.6	3.2	2.9%	-31.7%
Game lodge	3.2	0.8	2.2	3.2	2.9%	0.1%
Backpackers	2.7	0.7	1.1	1.1	0.9%	-59.3%
B&B	1.9	0.3	1.1	1.4	1.3%	-26.3%

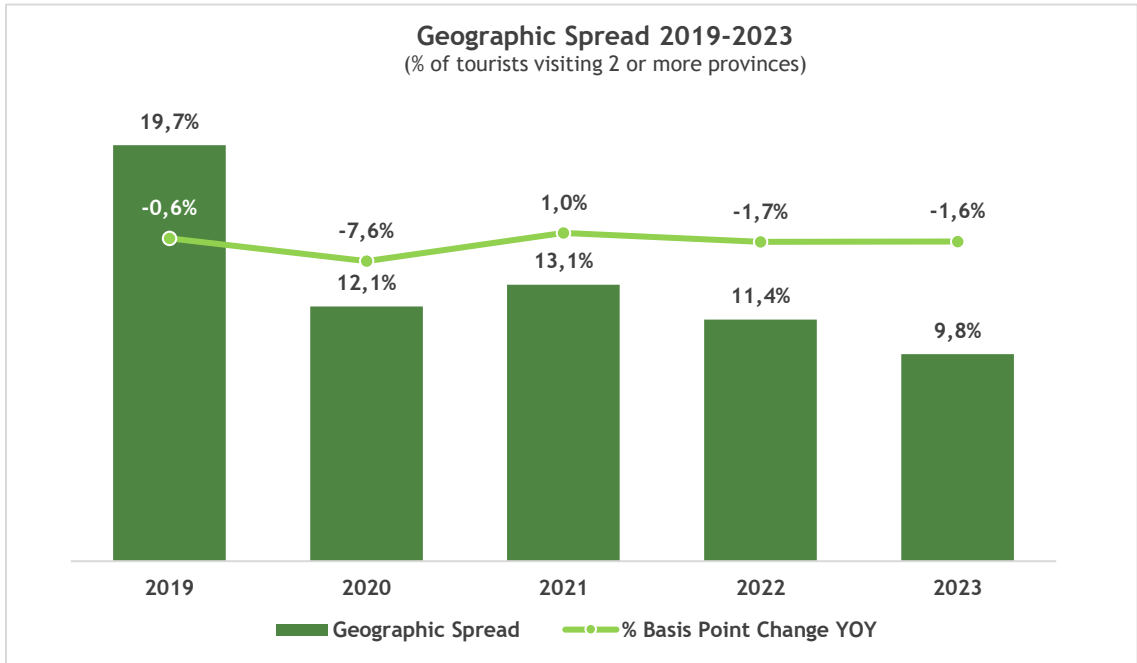
GEOGRAPHIC SPREAD



9.8%

-1.6*

South Africa's geographic spread index (the share of tourists that travel to two or more provinces) in 2023 was the lowest for the past 5 years at 9.8%. After having marginally grown by a +1.0 percentage point in 2021 to 13.1%, in 2022 and 2023, the geographic spread has gone down by -1.7 percentage points vs. 2021 and -1.6 percentage points vs. 2022 respectively.



Provincial Overview of Tourist Arrivals Metrics (Spend, Bed Nights & Length of Stay) 2023

Province	International Arrivals (Millions)	Spend (ZAR Billion)	Bed Nights (Million)	Length of Stay (Nights)
Eastern Cape	0.3	4.9	4.2	14.2
Free State	0.9	1.8	9.6	11.1
Gauteng	3.7	41.2	49.6	14.0
KwaZulu-Natal	0.6	6.2	7.2	11.6
Limpopo	0.6	6.3	3.9	7.2
Mpumalanga	1.8	7.5	16.6	9.4
North West	0.3	2.1	3.2	10.3
Northern Cape	0.1	1.0	1.1	12.3
Western Cape	1.3	23.7	16.3	13.0

*Change in percentage points vs. 2022.

GEOGRAPHIC SPREAD



9.8%

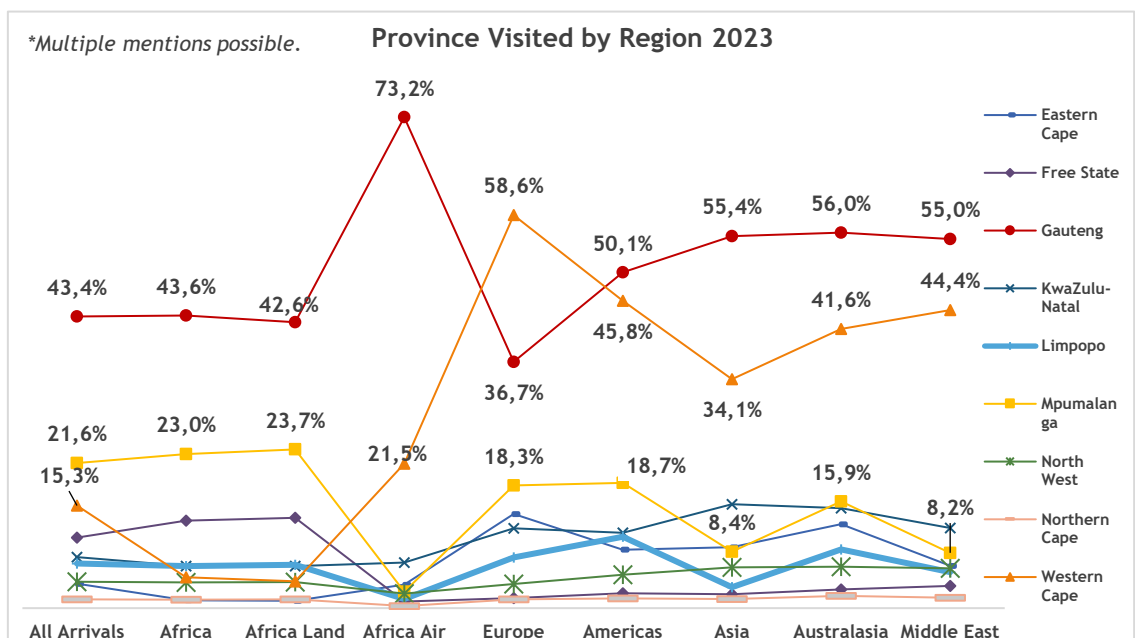
-1.6*

Regional analysis of the geographic spread varies greatly between Africa and overseas. Whereas African tourists on average visited 1.1 provinces in 2023, a drop of up to -2.5 percentage points lower compared to 2022, Australasia visited 1.6 provinces on average, followed by European and Americans visiting 1.5 provinces on average, and then Asian and Middle Easterners slightly lower at 1.4 provinces on average. Overseas regions have a much higher geographic spread than Africa ranging between 25.6% and 40.7%. All overseas regions, except Asia, have shown positive increases in 2023 vs. 2022

Geographic Spread & Number of Provinces Visited 2023

Region	Geographic Spread 2023	Geo Spread		Provinces Visited (mean) 2023
		% Point Change vs. 2022		
Africa	2.8%	-2.5%		1.0
Africa Land	2.5%	-2.5%		1.0
Africa Air	10.1%	-0.5%		1.1
Europe	34.3%	3.5%		1.5
Americas	36.1%	2.4%		1.5
Asia	25.6%	3.8%		1.4
Australasia	40.7%	5.7%		1.6
Middle East	28.5%	-2.2%		1.4
All Arrivals	9.8%	-1.6%		1.1

A look at province visit details reveals that while Africa Land tourists visit mainly Gauteng and Mpumalanga, Africa Air tourists visit Gauteng and the Western Cape. Moreover, visitors from all other regions except Asia and Middle East, visit all 3 provinces (Gauteng, Mpumalanga, Western Cape). Asian and Middle Eastern visitors tend to arrive at KwaZulu-Natal rather than the Western Cape.



*Change in percentage points vs. 2022.

GEOGRAPHIC SPREAD



9.8%

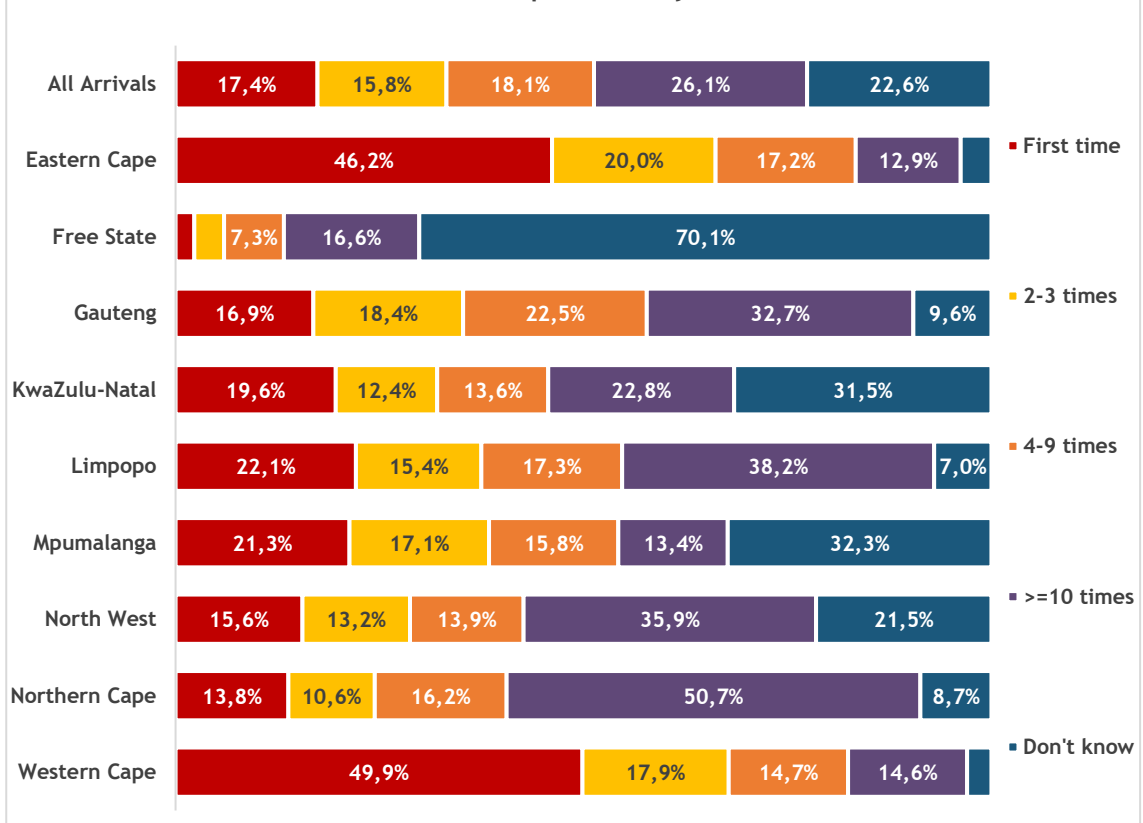
-1.6*

The provinces' distinct tourism characteristics are evident when evaluating repeat rates in comparison with the tourists' region of origin. While the Western and Eastern Cape attract predominantly international holidaymakers, with their share of first-timers being the highest (49.9% and 46.2% respectively), most other provinces attract tourists primarily for VFR (Visiting Friends and Relatives) or business-related reasons. The Northern Cape, Limpopo, Gauteng, and North West boast the highest number of repeat visitors (more than 4 times).

Compound Repeat Rate by Province 2023

2023	All Arrivals	Eastern Cape	Free State	Gauteng	Kwazulu-Natal	Limpopo	Mpumalanga	North West	Northern Cape	Western Cape
1-3 times	33.2%	66.2%	6.0%	35.3%	32.0%	37.5%	38.4%	28.7%	24.4%	67.8%
>= 4 times	44.2%	30.0%	23.9%	55.2%	36.4%	55.5%	29.3%	49.8%	66.9%	29.2%
Don't Know	22.6%	3.8%	70.1%	9.6%	31.5%	7.0%	32.3%	21.5%	8.7%	3.0%

International Visitors' Repeat Rate by Province 2023



*Change in percentage points vs. 2022.

GEOGRAPHIC SPREAD



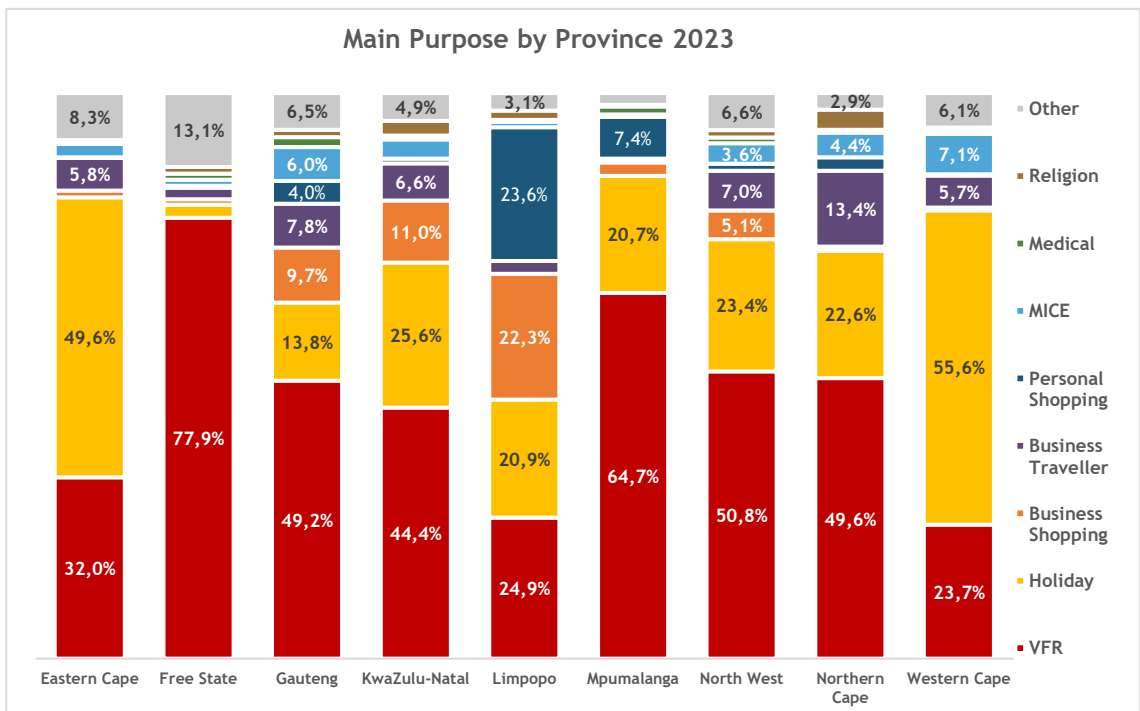
9.8%

-1.6*

The share distribution of visitors across the various cities remained stable against 2022. The 15 most visited cities experienced a surge in tourists as is reflected in the total tourist arrival figures, with the exception of Durban and Komatipoort. Johannesburg and Cape Town were the most visited cities by international tourists, Johannesburg experienced an increase of +6.9% points over 2019 accounting for 29.1% of the total international visitors. Cape Town hosted 14.1% of visitors in 2023, lagging behind 2019 levels and needing to recover by 4.4% points.

Top 15 Cities & Share of International Visitors					
	2019	2023		2019	2023
Johannesburg	22.2%	29.1%	Kruger National Park	4.0%	3.4%
Cape Town	19.0%	14.6%	Mesina	16.7%	3.2%
Pretoria	5.9%	7.1%	Bloemfontein	3.3%	2.8%
Nelspruit	5.0%	6.4%	Port Elizabeth	3.1%	2.8%
Stellenbosch	8.3%	6.0%	Simon's Town	4.7%	2.6%
Durban	5.8%	5.1%	Komatipoort	1.2%	2.6%
Malalane	2.7%	5.0%	Knysna	4.0%	2.6%
Sandton	4.1%	4.3%			

Assessing travel purposes by province brings out different tourism orientations. The Western and Eastern Cape are the key holiday destinations (55.6% & 49.6%, respectively), while Free State and Mpumalanga are mainly VFR locations (77.9%, 64.7%, respectively). North West, Northern Cape, and KwaZulu-Natal are more varied, with VFR, holiday, and business shopping all playing a key role. The Limpopo province is different in that a large proportion of visits are for personal shopping, which correlates with its proximity to Zimbabwe, Mozambique and Botswana.



*Change in percentage points vs. 2022.

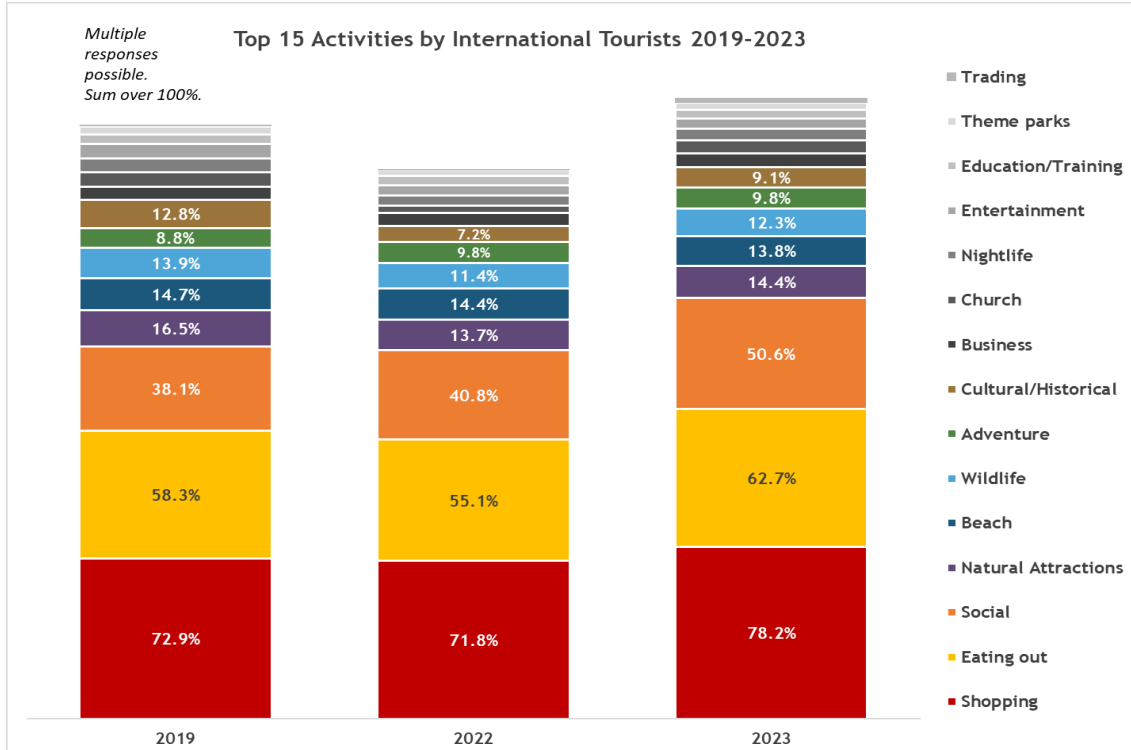
GEOGRAPHIC SPREAD



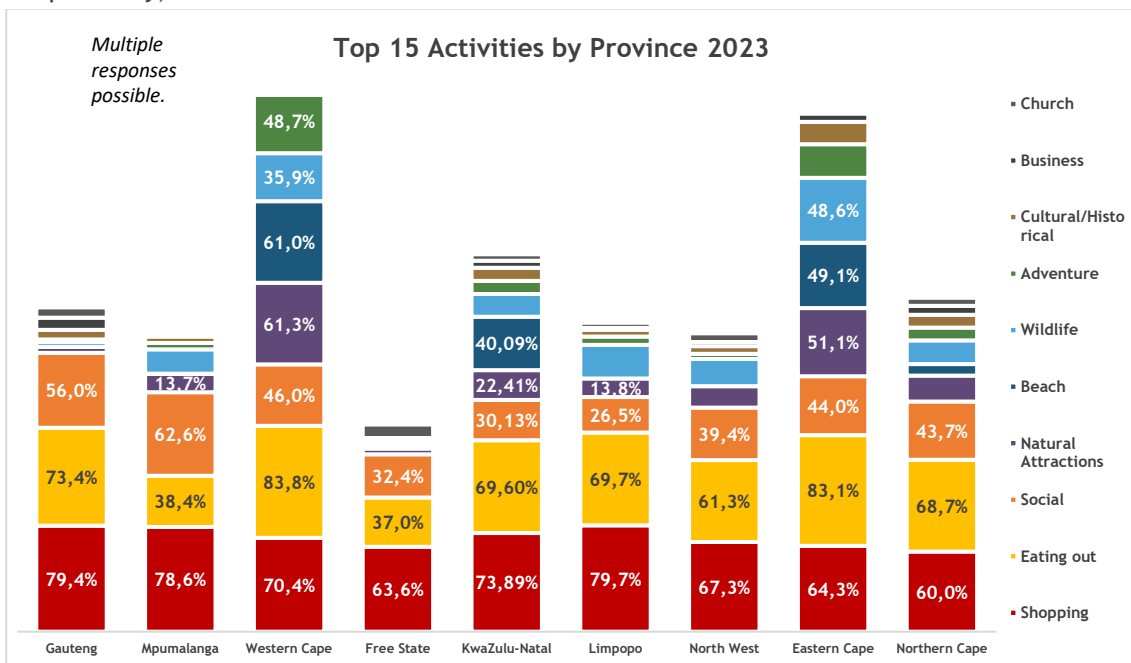
9.8%

-1.6*

In 2023, the type of activities being engaged in are similar to 2019 however, an increase is noted in shopping, eating out and social activities.



In line with the purpose of travel, the Western and the Eastern Cape activities are predominately focused on the outdoors. Visiting the natural attractions, going to the beach, seeing wildlife, and experiencing adventure are the most common activities for these two provinces (61.3%, 61.0%, 35.9% and 48.7%, and 51.1%, 49.1%, 48.6%, and 25.1%, respectively).



*Change in percentage points vs. 2022.

GEOGRAPHIC SPREAD



9.8%

-1.6*

In 2023, shopping, eating out, and social activities exceeded their 2019 levels, they increased by +5.3, +4.4, and +12.5 percentage points, respectively over 2019. At a provincial level, a sharp increase of +34.6 and +30.3 percentage points is noted in Northern Cape and North West for shopping related activities. *Eating out in the Northern Cape increased by +33.8 percentage points over 2019.* Social activities increased in the North West, Gauteng, Mpumalanga, and Limpopo provinces by +18.8, +16.7, +14.3, and +13.2 percentage points, respectively over 2019.

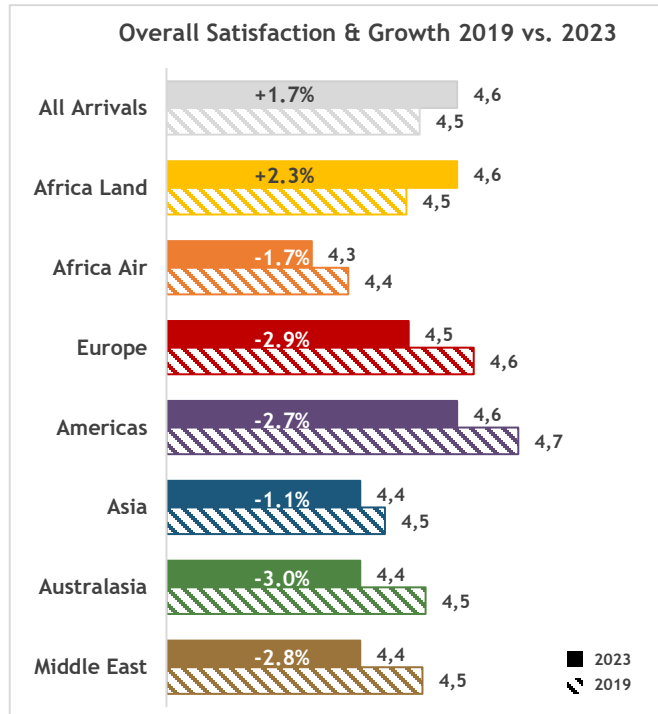
Top 8 Activities Basis Point Change Analysis by Province 2019-2023

Activity Basis Point Change 2019-2023	Shopping	Eating out	Social	Natural Attractions	Beach	Wildlife	Adventure	Cultural/Historical
Eastern Cape	12.1%	1.0%	-0.8%	-4.6%	4.9%	-3.9%	0.5%	-5.3%
Free State	10.9%	0.9%	-8.3%	1.5%	n/a	0.5%	0.4%	0.1%
Gauteng	8.2%	11.5%	16.7%	-1.5%	0.0%	-1.9%	-0.7%	-5.1%
Kwazulu-Natal	8.5%	-9.7%	-13.2%	-5.1%	-12.7%	-3.5%	-1.3%	-17.4%
Limpopo	-7.8%	14.2%	13.2%	10.0%	n/a	19.2%	4.7%	3.8%
Mpumalanga	16.4%	-1.4%	14.3%	-3.7%	0.1%	-5.9%	0.5%	-2.3%
North West	30.3%	16.1%	18.8%	6.7%	0.0%	7.7%	2.1%	2.3%
Northern Cape	34.6%	33.8%	12.3%	1.2%	4.2%	3.6%	3.6%	1.7%
Western Cape	6.7%	-3.2%	-1.6%	-6.5%	6.1%	-6.9%	10.8%	-6.7%

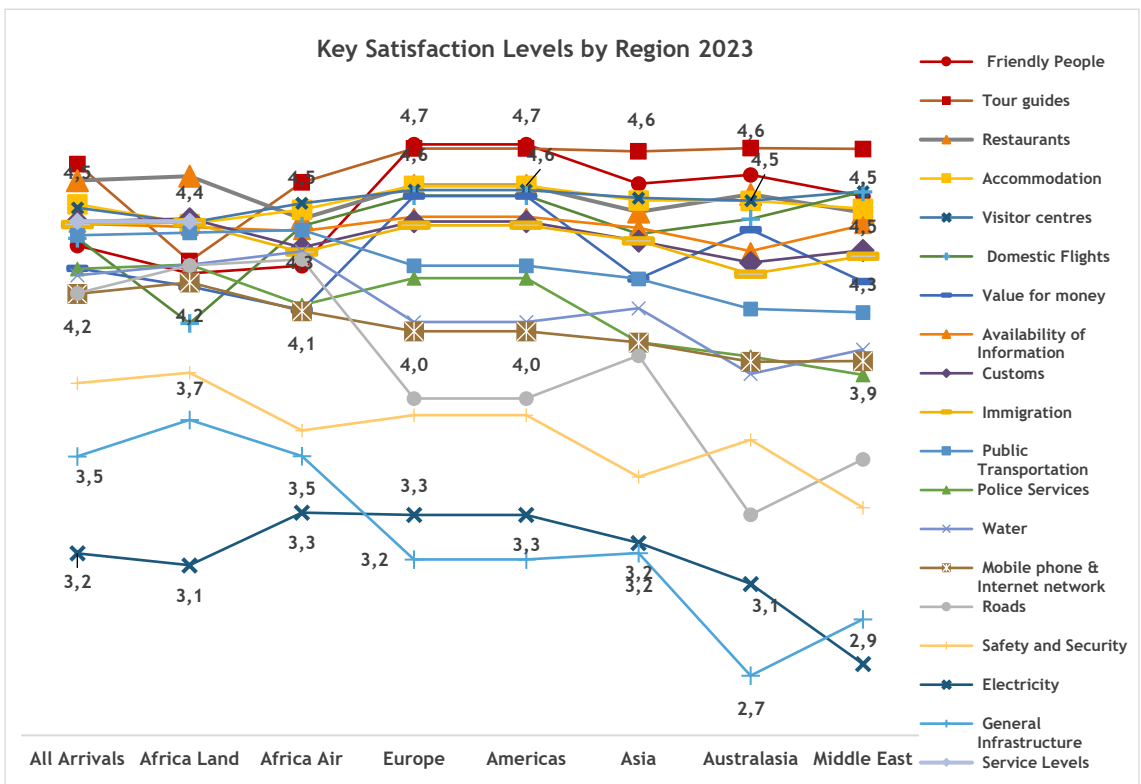
*Change in percentage points vs. 2022.



On average, international tourists' satisfaction with South Africa improved and now amounts to 4.6 out of a maximum score of 5 (+1.7 percentage points(pp)). This increase is solely driven by Africa Land tourists which exhibited an even stronger positive sentiment towards SA in 2023, with a 4.6 score and an increase of +2.3 pp over 2019 satisfaction levels. This sentiment is echoed to a much lesser extent by Africa Air tourists, whose satisfaction levels with South Africa have generally dropped -1.7 pp. In all the other international regions, satisfaction levels in 2023 have dropped by 0.1 rating points with the largest drop coming from Australasia (-3.0 pp), followed by Europe (-2.9 pp), Middle East (-2.8 pp), Americas (-2.7 pp) and Asia (-1.1 pp) against 2019 satisfaction levels.



SA's natural attractions, friendly people, tour guides, restaurants, accommodation, availability of information and immigration & customs were rated highly. SA is considered good value by Europeans, Americans and Australasia visitors. Areas driving the satisfaction scores down are the general infrastructure and electricity scoring all time low scores. Safety and security, roads are also noted especially by European, American and Australasia visitors.





South Africa

Inspiring new ways



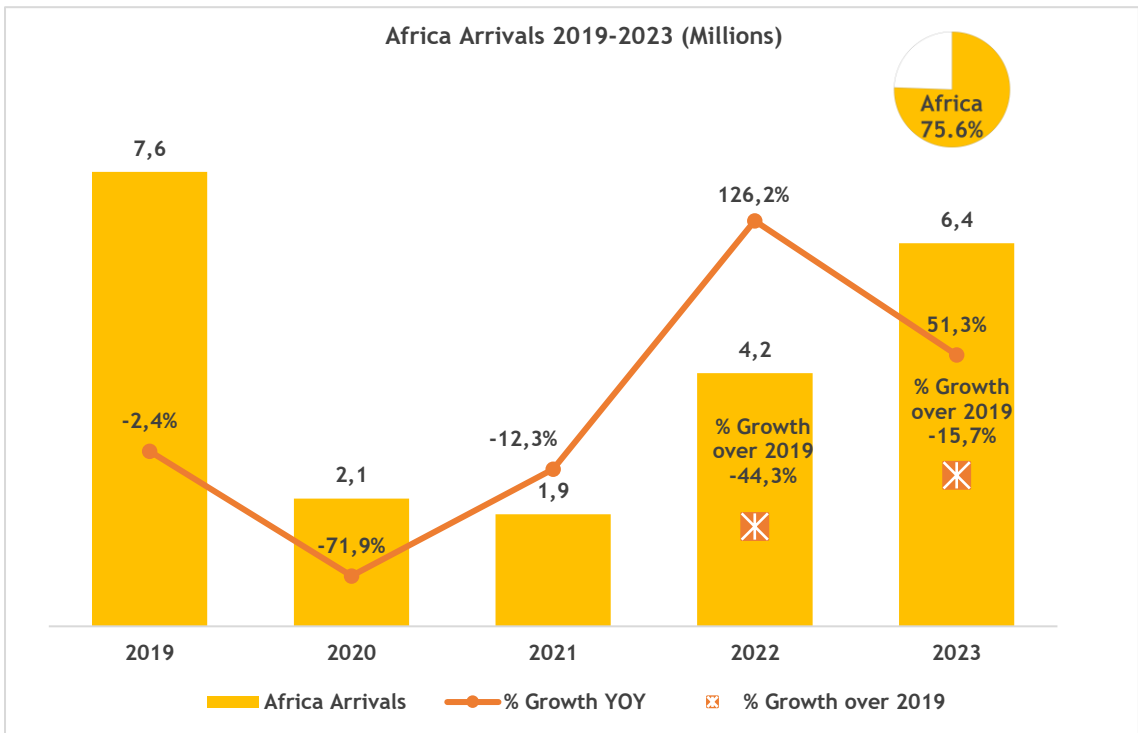
INTERNATIONAL TOURISM: KEY REGIONS PERFORMANCE

AFRICA ARRIVALS

6.4 M

-15.7% ▼

In 2023, Africa arrivals witnessed a comeback with 6.4 million arrivals, marking a +51.3% increase from 2022, although still trailing behind 2019 by -15.7%. Tourists arrive mainly from Zimbabwe (32.9%) and Mozambique (20.9%), having almost recovered to 2019 levels. Tourists mainly arrive for VFR purposes, accounting for 61.1%, and to a lesser extent for business shopping (9.4%), this is distinct from other regions, where business shopping is not a top reason. Tourists primarily stayed with friends and family (83.9%) which explains the relatively low average spend of 6 900 ZAR, despite a +68.3% rise since 2019. The most common age groups among tourists were 25-30 and 35-40 years, making up 21.5% and 19.3% of the arrivals, respectively. Despite the overall decrease in arrivals since 2019, spending by In 2023, African tourists total spend increased to ZAR 42.6 billion, representing 45.0% of the total tourist spend (+38.8% growth since 2019). Tourists typically visited an average of one province, Gauteng and Mpumalanga were the most visited provinces, though their shares have decreased marginally since 2019 by -13.0% and -6.7% respectively.



Africa Tourist Arrivals by Top Ten Markets 2023

Africa Top 10 Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
Zimbabwe	2 106 940	29.7%	32.9%	-6.7%
Mozambique	1 341 037	17.5%	20.9%	0.6%
Lesotho	1 163 826	20.6%	18.2%	-25.6%
Eswatini	733 949	12.1%	11.4%	-20.0%
Botswana	363 025	8.8%	5.7%	-45.7%
Namibia	160 078	2.4%	2.5%	-13.2%
Zambia	145 244	2.0%	2.3%	-4.5%
Malawi	138 918	2.6%	2.2%	-30.2%
Kenya	42 403	0.4%	0.7%	39.8%
Angola	39 265	0.8%	0.6%	-36.7%
All Africa Arrivals	6 410 392	74.3%	75.6%	-15.7%

AFRICA ARRIVALS

6.4 M

-15.7% ▼



AFRICA

2023

Growth/Percentage
Change 2019-2023

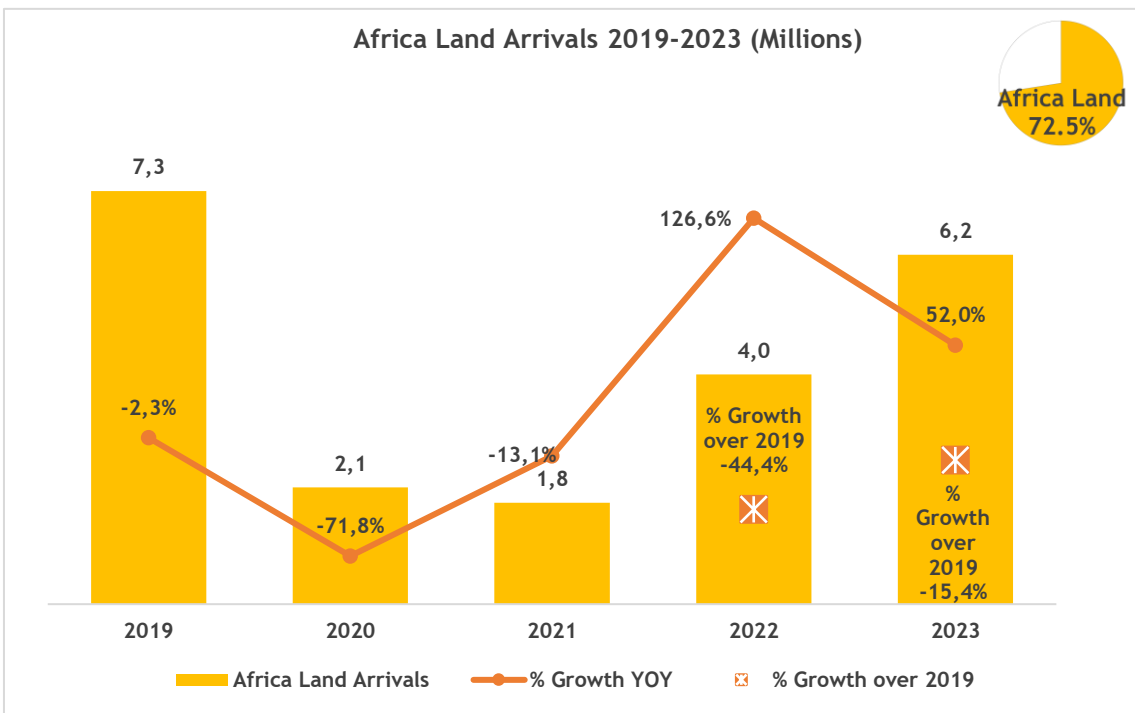
	Arrivals	Million	<u>6.4</u>	<u>-15.7%</u>
	Share of Arrivals		75.6%	1.3%
	Top 2 Age Group	25-30 Years	21.5%	-4.5%
		35-40 Years	19.3%	-0.6%
	Top 2 Purpose	VFR	61.1%	12.8%
		Business Shopping	9.4%	-2.8%
	Spend	ZAR Bn	<u>42.6</u>	<u>38.8%</u>
	Share of Spend		45.0%	7.2%
	Average Spend	ZAR	<u>6 900</u>	<u>68.3%</u>
	Length of Stay	Nights	<u>12.8</u>	<u>32.7%</u>
	Top 2 Accommodation	SFR	83.9%	3.6%
		Hotels	4.0%	-0.3%
	Geographic Spread	2 provinces or more	<u>2.8%</u>	<u>-2.5%</u>
	No. Provinces		<u>1.0</u>	<u>-5.1%</u>
	Top 2 Provinces	Gauteng	43.6%	-13.0%
		Mpumalanga	23.0%	-6.7%
	Satisfaction	out of 5	<u>4.6</u>	<u>2.4%</u>

AFRICA LAND ARRIVALS

6.2 M

-15.4% ▼

Africa Land arrivals constituted the majority of international arrivals, accounting for 72.5% and totaling 6.2 million in 2023. These figures were nearing recovery to 2019 levels, with only a -15.4% growth rate compared to 2019, following a *notable increase of 52.0% from 2022*. Africa Land arrivals mirrored the Africa arrivals, since Africa Land arrivals made up 96.0% of all arrivals from the continent. Tourists were predominantly 25-30 (21.7%) and 35-40 (19.2%) years old. Africa Land tourists primarily visited for VFR (62.3%), an increase of +13.1% vs 2019. Business shopping accounted for 9.7% of visits. The spend by Africa Land tourists amounted to ZAR 37.5 billion, a +44.4% increase since 2019, with the average spend per tourist translated to ZAR 6 300, a +75.0% growth over 2019. A majority (85.7%) stay with friends and relatives. The primary destinations were Gauteng (42.6%) and Mpumalanga (23.7%). The top source markets for the region included Zimbabwe (34.2%), Mozambique (21.8%), Lesotho (18.9%), and eSwatini (11.9%). All countries, except Mozambique, exhibited negative growth rates compared to 2019.








Africa Land Tourist Arrivals by Market 2023

Africa Land Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
Zimbabwe	2 106 940	31.0%	34.2%	-6.7%
Mozambique	1 341 037	18.3%	21.8%	0.6%
Lesotho	1 163 826	21.5%	18.9%	-25.6%
Eswatini	733 949	12.6%	11.9%	-20.0%
Botswana	363 025	9.2%	5.9%	-45.7%
Namibia	160 078	2.5%	2.6%	-13.2%
Zambia	145 244	2.1%	2.4%	-4.5%
Malawi	138 918	2.7%	2.3%	-30.2%
All Africa Land Arrivals	6 153 017	71.1%	72.5%	-15.4%

AFRICA LAND ARRIVALS

6.2 M

-15.4% ▼

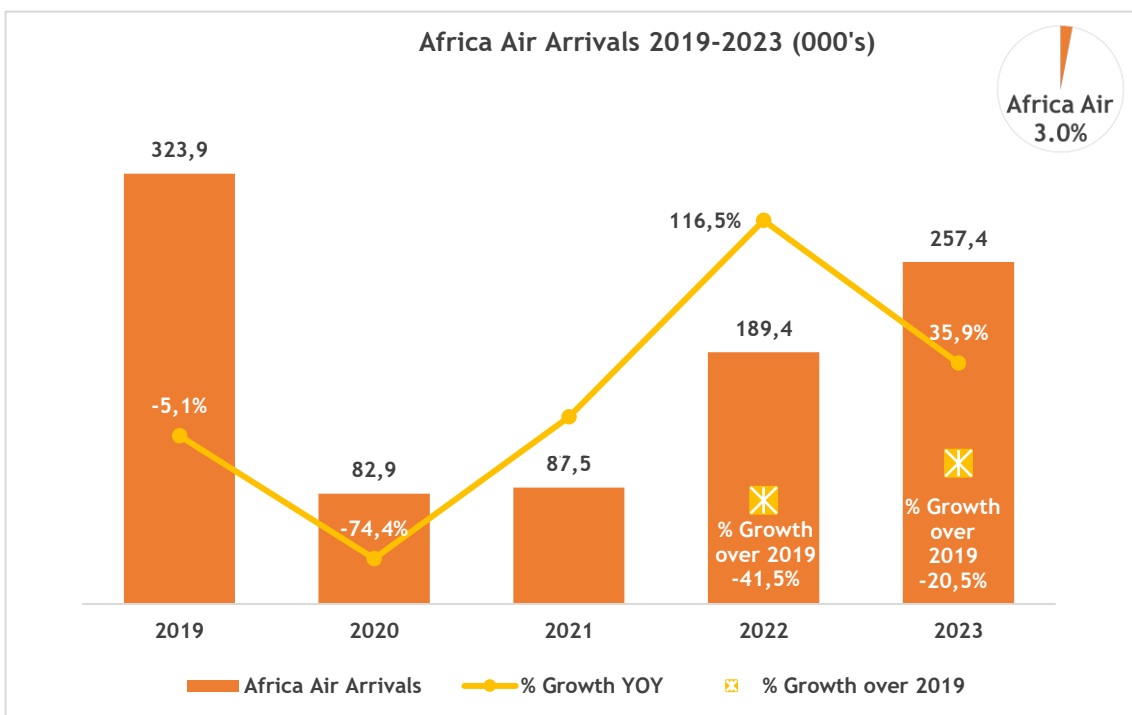
AFRICA LAND		2023		Growth/Percentage Point Change 2019- 2023
	Arrivals	Million	<u>6.2</u>	<u>-15.4%</u>
	Share of Arrivals		72.5%	1.4%
	Top 2 Age Group	25-30 Years	21.7%	-4.5%
		35-40 Years	19.2%	-0.7%
	Top 2 Purpose	VFR	62.3%	13.1%
		Business Shopping	9.7%	-2.9%
	Spend	ZAR Bn	<u>37.5</u>	<u>44.4%</u>
	Share of Spend		39.6%	7.6%
	Average Spend	ZAR	<u>6 300</u>	<u>75.0%</u>
	Length of Stay	Nights	<u>12.7</u>	<u>36.5%</u>
	Top 2 Accommodation	SFR	85.7%	2.0%
		Hotels	3.2%	-0.1%
	Geographic Spread	2 provinces or more	<u>2.5%</u>	<u>-2.5%</u>
	No. Provinces		<u>1.0</u>	<u>-4.8%</u>
	Top 2 Provinces	Gauteng	42.6%	-13.1%
		Mpumalanga	23.7%	-6.9%
	Satisfaction	out of 5	<u>4.6</u>	<u>2.3%</u>

AFRICA AIR ARRIVALS

257.4 K

-20.5% ▼

In 2023, Africa tourists arriving by air reached 257.4 thousand, marking a +35.9% increase against 2022, with a negative growth rate of -20.5% against 2019. The share of air arrivals from Africa was quite small at 3.0%. Unlike arrivals from Africa via land, the primary reasons for visiting were more evenly split between VFR and MICE, 25.8% and 20.8%, respectively. Each category saw an increase of +4.8% and +4.5% compared to 2019. Similarly to Asian visitors, Africa Air arrivals have the highest proportion visiting for MICE purposes. Their preferred accommodations were SFR at 41.1% and hotels at 22.5%, which aligned with their reasons for travel. The provinces most visited were Gauteng with a dominant 73.2%, while the Western Cape had a smaller share of 21.5%. Spend by tourists arriving by air reached ZAR 5.1 billion, a +7.9% increase since 2019, despite experiencing a significant -14.6% drop in 2022. This translated into an average spend of ZAR 24 300, having risen by +27.9% from 2019. The average duration of stay decreased to 15.6 nights representing, a -20.0% decline. Kenya, Angola, and Tanzania emerged as the top countries of origin, accounting for 16.5%, 15.3%, and 13.3% of the visitors, respectively.



Africa Air Tourist Arrivals by Top Ten Markets 2023

Africa Air Top 10 Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
Kenya	42 403	9.4%	16.5%	39.8%
Angola	39 265	19.1%	15.3%	-36.7%
Tanzania	34 240	11.8%	13.3%	-10.5%
DRC	23 211	10.2%	9.0%	-29.9%
Nigeria	18 809	12.1%	7.3%	-51.8%
Mauritius	17 879	6.8%	6.9%	-18.4%
Ghana	14 724	5.7%	5.7%	-19.9%
Uganda	12 874	4.6%	5.0%	-13.0%
Ethiopia	6 489	2.1%	2.5%	-3.2%
Egypt	5 859	2.6%	2.3%	-29.5%
All Africa Air Arrivals	257 375	3.2%	3.0%	-20.5%

AFRICA AIR ARRIVALS

257.4 K

-20.5% ▼



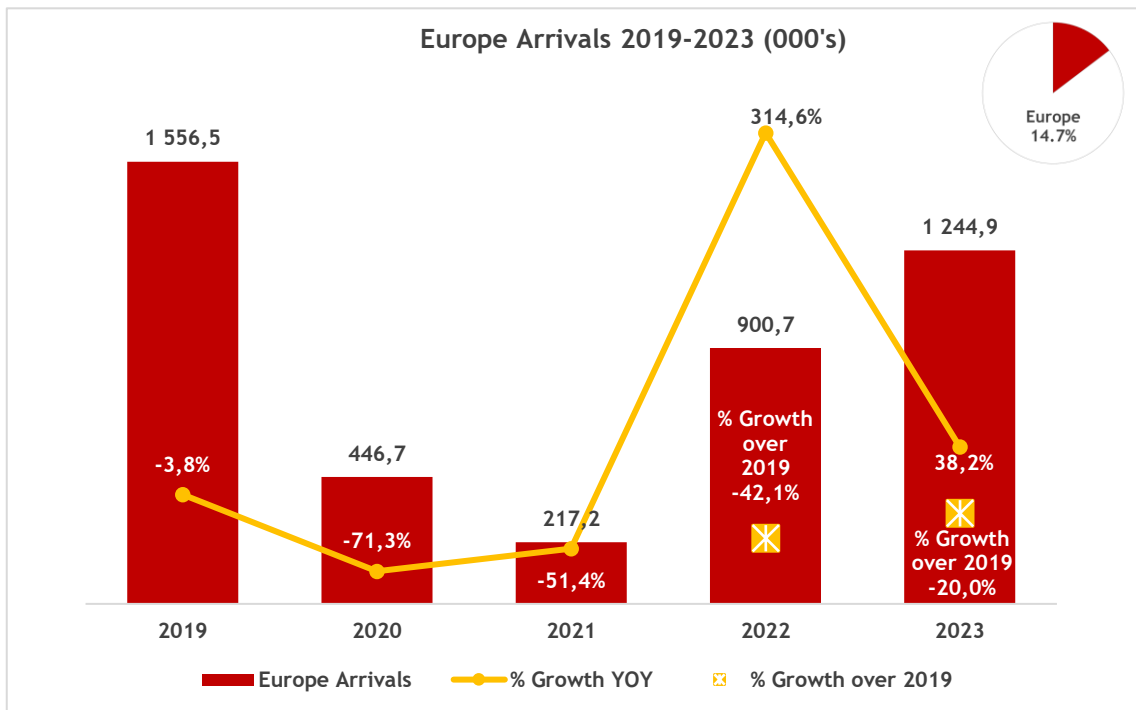
AFRICA AIR		2023		Growth/Percentage Point Change 2019- 2023
	Arrivals	000s	257.4	-20.5%
	Share of Arrivals		3.0%	-0.1%
	Top 2 Age Group	35-40 Years	23.0%	8.5%
		31-34 Years	23.0%	2.0%
	Top 2 Purpose	VFR	25.8%	4.8%
		MICE	20.8%	4.5%
	Spend	ZAR Bn	5.1	7.9%
	Share of Spend		5.4%	0.4%
	Average Spend	ZAR	<u>24 300</u>	<u>27.9%</u>
	Length of Stay	Nights	15.6	-20.0%
	Top 2 Accommodation	SFR	41.1%	7.1%
		Hotels	22.5%	4.6%
	Geographic Spread	2 provinces or more	10.1%	-0.5%
	No. Provinces		<u>1.1</u>	<u>-4.5%</u>
	Top 2 Provinces	Gauteng	73.2%	-10.0%
		Western Cape	21.5%	13.6%
	Satisfaction	out of 5	<u>4.3</u>	<u>-1.7%</u>

EUROPE ARRIVALS

1.2 M

-20.0% ▼

European tourist arrivals totaled 1.2 million this year, a +38.2% increase vs. 2022 and a negative growth rate of -20.0% vs. 2019. European visitors were mostly aged 41-50 (21.6%) and 35-40 (16.2%). Over half (53.0%) traveled to South Africa for holiday purposes, while another 23.1% for VFR purposes. The average spend per trip was ZAR 28 300, which is a +23.6% increase from 2019. The total spend reached ZAR 31.9 billion, a +1.5% increase vs. 2019 constituting a 33.7% share of the total tourist spend. European visitors showed a high geographic spread of 34.3%, stayed for an average of 15.9 nights, and visited 1.5 provinces on average. However, the average number of nights stayed, and the number of provinces visited have not recovered to 2019 levels (-6.8% and -11.3%, respectively). The Western Cape (58.6%) and Gauteng (36.7%) were the main destinations visited by European visitors. European visitors came predominately from the UK (28.6%), USA (19.7%), and The Netherlands (10.6%), none have returned to their former 2019 levels (-18.4%, -24.0%, and -8.8%, respectively).



Europe Tourist Arrivals by Top Ten Markets 2023

Europe Top 10 Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
UK	356 160	28.0%	28.6%	-18.4%
Germany	245 259	20.7%	19.7%	-24.0%
The Netherlands	131 371	9.3%	10.6%	-8.8%
France	119 974	10.6%	9.6%	-27.3%
Italy	52 091	4.2%	4.2%	-19.6%
Belgium	46 348	3.5%	3.7%	-14.5%
Switzerland	42 654	3.6%	3.4%	-23.1%
Spain	32 020	2.7%	2.6%	-22.9%
Russian Federation	28 357	1.0%	2.3%	74.2%
Ireland	27 282	1.9%	2.2%	-9.9%
All Europe Arrivals	1 244 877	15.2%	14.7%	-20.0%

EUROPE ARRIVALS






1.2 M

-20.0% ▼

EUROPE

2023

Growth/Percentage
Point Change 2019-
2023

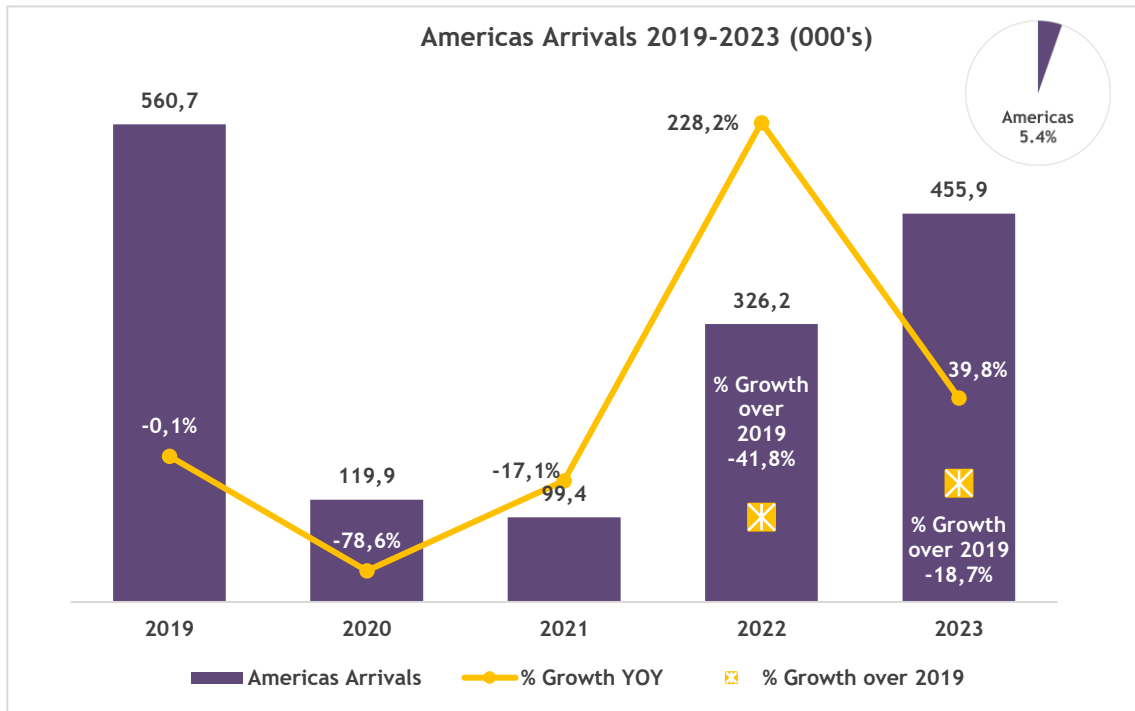
	Arrivals	Million	1.2	-20.0%
	Share of Arrivals		14.7%	-0.5%
	Top 2 Age Group	41-50 Years	21.6%	5.2%
		35-40 Years	16.2%	6.4%
	Top 2 Purpose	Holiday	53.0%	-7.2%
		VFR	23.1%	4.8%
	Spend	ZAR Bn	31.9	1.5%
	Share of Spend		33.7%	5.0%
	Average Spend	ZAR	<u>28 300</u>	<u>23.6%</u>
	Length of Stay	Nights	15.9	-6.8%
	Top 2 Accommodation	SFR	32.0%	8.8%
		Hotels	23.1%	-2.7%
	Geographic Spread	2 provinces or more	34.3%	3.5%
	No. Provinces		<u>1.5</u>	<u>-11.3%</u>
	Top 2 Provinces	Western Cape	58.6%	14.3%
		Gauteng	36.7%	-4.9%
	Satisfaction	out of 5	<u>4.5</u>	<u>-2.9%</u>

AMERICAS ARRIVALS

455.9 K

-18.7% ▼

Arrivals from the Americas reached 455.9K, an increase of +39.8% compared to 2022 and narrowed the gap of negative growth to -18.7% against 2019. Tourists from the Americas were notably older this year, with 18.5% between 41-50 years, and 16.8% being 60+ years old. They primarily visited SA for holiday (56.4%) and VFR purposes (21.1%). They had the highest average spend across all regions, at ZAR 31 600, marking a phenomenal +45.6% increase from 2019. The total spend reached an impressive ZAR 12.2 billion, signifying a +15.6% rise over 2019. American tourists' spending constituted 12.9% of the total tourist spend and they also boasted the highest Spend to Arrivals ratio at 238.9%. Mirroring European trends, tourists from the Americas mostly stayed with SFR (41.4%) or in hotels (22.9%). They visited Gauteng and the Western Cape almost equally (50.1% & 45.8%), resulting in the second highest geographic spread at 36.1%. On average, they visited 1.5 provinces, which was a decline of -11.9% from 2019. Visitors were predominately from the USA (77.6%)



Americas Tourist Arrivals by Top Ten Markets 2023

Americas Top 10 Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
USA	353 975	66.7%	77.6%	-5.3%
Canada	55 056	11.9%	12.1%	-17.3%
Brazil	25 672	13.8%	5.6%	-66.8%
Mexico	4 511	0.9%	1.0%	-14.7%
Argentina	3 805	2.8%	0.8%	-75.5%
Chile	2 173	1.1%	0.5%	-63.4%
Peru	1 563	0.7%	0.3%	-60.1%
Colombia	1 420	0.4%	0.3%	-38.7%
Jamaica	808	0.2%	0.2%	-15.1%
Cuba	740	0.2%	0.2%	-26.1%
All Americas Arrivals	455 901	5.5%	5.4%	-18.7%

AMERICAS ARRIVALS






455.9 K

-18.7% ▼

AMERICAS

2023

Growth/Percentage
Point Change 2019-
2023

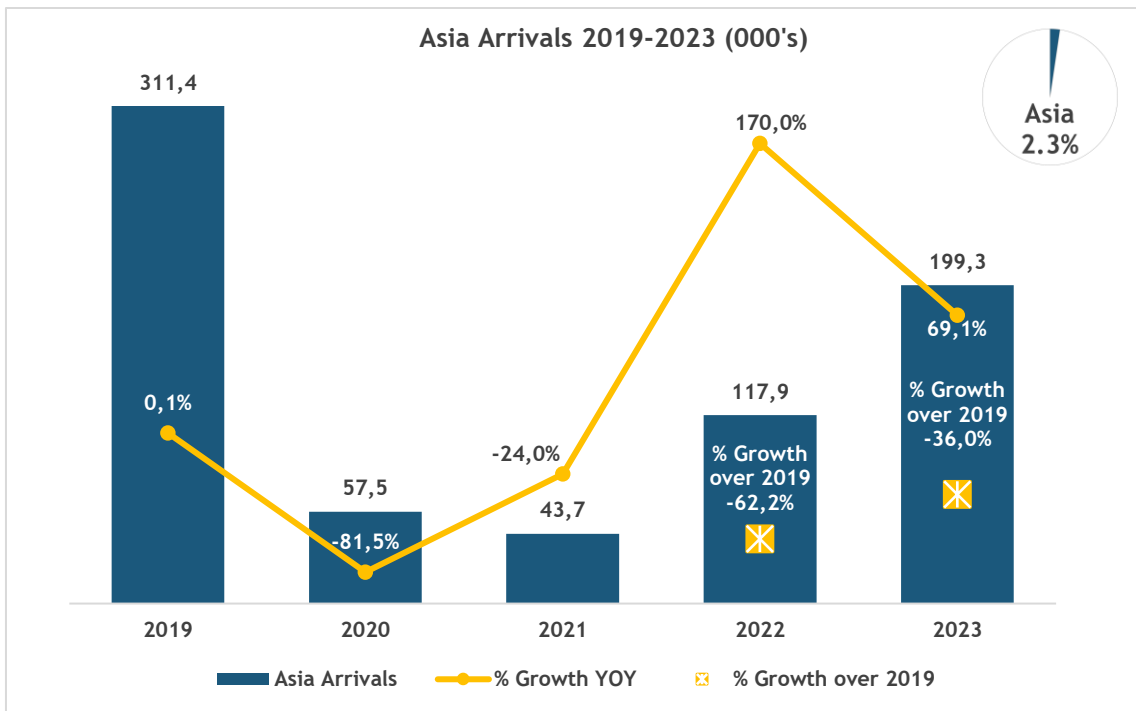
	Arrivals	000s	455.9	<u>-18.7%</u>
	Share of Arrivals		5.4%	-0.1%
	Top 2 Age Group	41-50 Years	18.5%	6.0%
		60+ Years	16.8%	2.3%
	Top 2 Purpose	Holiday	56.4%	-1.4%
		VFR	21.1%	6.3%
	Spend	ZAR Bn	<u>12.2</u>	<u>15.6%</u>
	Share of Spend		12.9%	0.2%
	Average Spend	ZAR	<u>31 600</u>	<u>45.6%</u>
	Length of Stay	Nights	<u>15.7</u>	<u>-4.6%</u>
	Top 2 Accommodation	SFR	41.4%	15.7%
		Hotels	22.9%	-4.2%
	Geographic Spread	2 provinces or more	36.1%	2.4%
	No. Provinces		<u>1.5</u>	<u>-11.9%</u>
	Top 2 Provinces	Gauteng	50.1%	-5.4%
		Western Cape	45.8%	20.7%
	Satisfaction	out of 5	<u>4.6</u>	<u>-2.7%</u>

ASIA ARRIVALS

119.3 K

-36.0% ▼

In 2023, Asian travel increased to 119.3 thousand, marking a significant rise of +69.1% from 2022 and boosting its share to 2.3% (2.1% in 2022). Despite this uptick relative to 2022, arrivals from Asia still registered the most pronounced drop compared to 2019, with a negative growth rate of -36.0%. Nearly half of the Asian travelers (43.1%) fell within the 25-40 age range, representing a +11.9% increase for this demographic since 2019. The patterns of travel from Asia differed notably from other overseas markets, in that almost equal to VFR and holiday purposes, traveling for Business and MICE, accounted for a combined share of 41.3%. Spending by Asian tourists remained lower compared to 2019, down by -14.0%, totaling ZAR 4.1 billion with an average spend of ZAR 24 600, which represents a +40.6% surge from 2019. The average duration of stay for Asian tourists was 20.2 nights, reflecting a -5.7% decrease from 2019. Most Asian travelers visited Gauteng (55.4%) and the Western Cape (34.1%), achieving a geographic spread of 25.6%. India and China were the predominant source countries, with *China increasing its share by +8.3 percentage points since 2022*, reaching an 18.7% share.



Asia Tourist Arrivals by Top Ten Markets 2023

Asia Top 10 Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
India	79 774	30.7%	40.0%	-16.6%
China Including Hong Kong	37 334	4.4%	18.7%	-60.0%
Japan	13 176	29.9%	6.6%	-53.6%
Pakistan	12 718	1.9%	6.4%	-7.5%
South Korea	10 436	9.1%	5.2%	-47.7%
Bangladesh	7 849	6.4%	3.9%	35.0%
Singapore	7 292	2.5%	3.7%	-27.5%
Philippines	6 487	3.2%	3.3%	-16.9%
Malaysia	5 659	2.6%	2.8%	-39.1%
Thailand	4 864	3.0%	2.4%	-39.0%
All Asia Arrivals	199 308	3.0%	2.3%	-36.0%






ASIA ARRIVALS

119.3 K

-36.0% ▼



ASIA 2023 Growth/Percentage Point Change 2019-2023

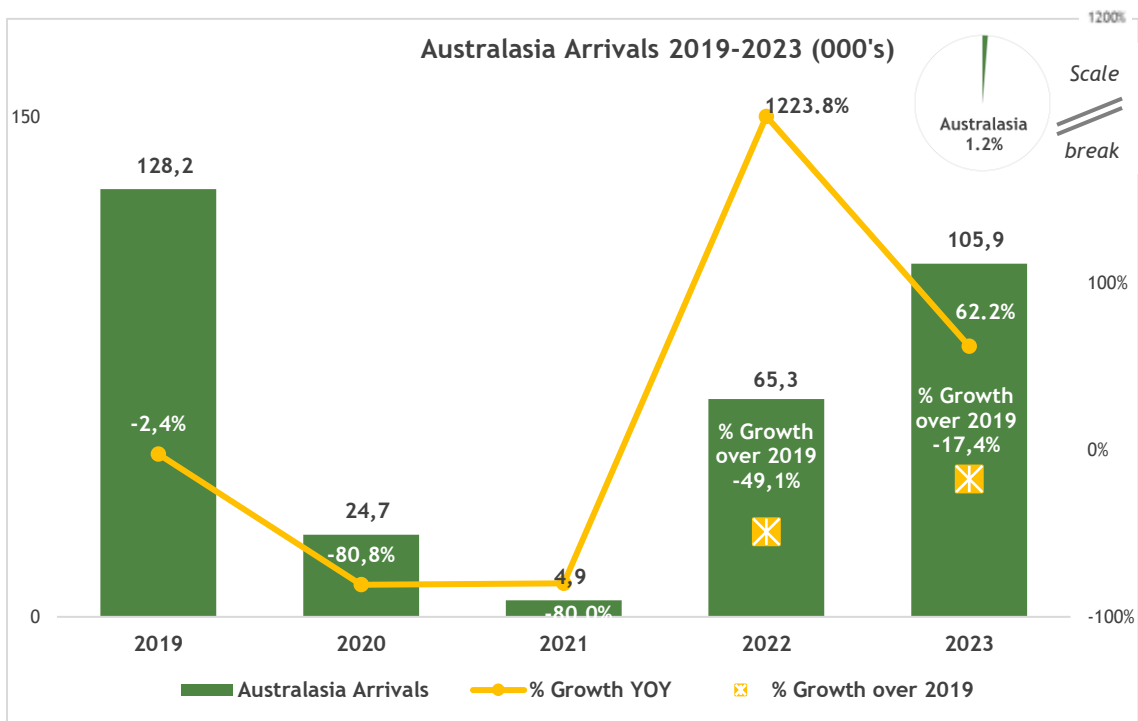
	Arrivals	000s	<u>119.3</u>	<u>-36.0%</u>
	Share of Arrivals		2.3%	-0.7%
	Top 2 Age Group	35-40 Years	21.3%	7.8%
		25-30 Years	21.8%	4.1%
	Top 2 Purpose	VFR	27.3%	5.4%
		Holiday	23.5%	-9.8%
	Spend	ZAR Bn	<u>4.1</u>	<u>-14.0%</u>
	Share of Spend		4.3%	1.5%
	Average Spend	ZAR	<u>24 600</u>	<u>40.6%</u>
	Length of Stay	Nights	<u>20.2</u>	<u>-5.7%</u>
	Top 2 Accommodation	SFR	43.9%	12.1%
		Hotels	20.9%	-4.5%
	Geographic Spread	2 provinces or more	<u>25.6%</u>	<u>3.8%</u>
	No. Provinces		<u>1.4</u>	<u>-4.8%</u>
	Top 2 Provinces	Gauteng	55.4%	-7.1%
		Western Cape	34.1%	25.0%
	Satisfaction	out of 5	<u>4.4</u>	<u>-1.1%</u>

AUSTRALASIA ARRIVALS

105.9 K

-17.4% ▼

In 2023, the number of visitors from Australasia reached 105.9 thousand, a significant increase of +62.2% over 2022, following a phenomenal recovery in 2021. Despite these gains, the volume of Australasian visitors remained modest, accounting for a small portion of total arrivals at 1.2%. The majority of Australasian visitors were aged between 41-50 (21.3%) and 51-60 (21.8%). Australasia led the overseas regions in visiting family and relatives (VFR), with 53.0% and holidaymakers accounting for 32.6%, reflecting a +16.1% rise in VFR since 2019 and a -14.7% drop for holidaymakers against 2019. The total foreign spend by Australasian arrivals amounted to ZAR 2.6 billion, up +6.0% from 2019, while the average spend per visitor was ZAR 25 700, showing a +26.6% improvement from 2019. The length of stay extended to 16.9 nights; a +14.5% increase compared to 2019. Lodging with friends and relatives represented 61.7% of all accommodation, which correlated with the notably high VFR percentage (53.0%). Hotels constituted a further 14.8% of accommodation choices. Australasians noted the highest geographic spread at 40.7%, predominantly traveling to Gauteng (56.0%) and the Western Cape (41.6%), and on average, visiting 1.6 provinces.



Australasia Tourist Arrivals by Top Ten Markets 2023

Australasia Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
Australia	86 250	87.0%	81.5%	-51.8%
New Zealand	19 349	12.8%	18.3%	-31.2%
Fiji	126	0.1%	0.1%	-25.9%
All Australasia Arrivals	105 888	1.3%	1.2%	-17.4%

AUSTRALASIA ARRIVALS






105.9 K

-17.4% ▼

AUSTRALASIA

2023

Growth/Percentage
Point Change 2019-
2023

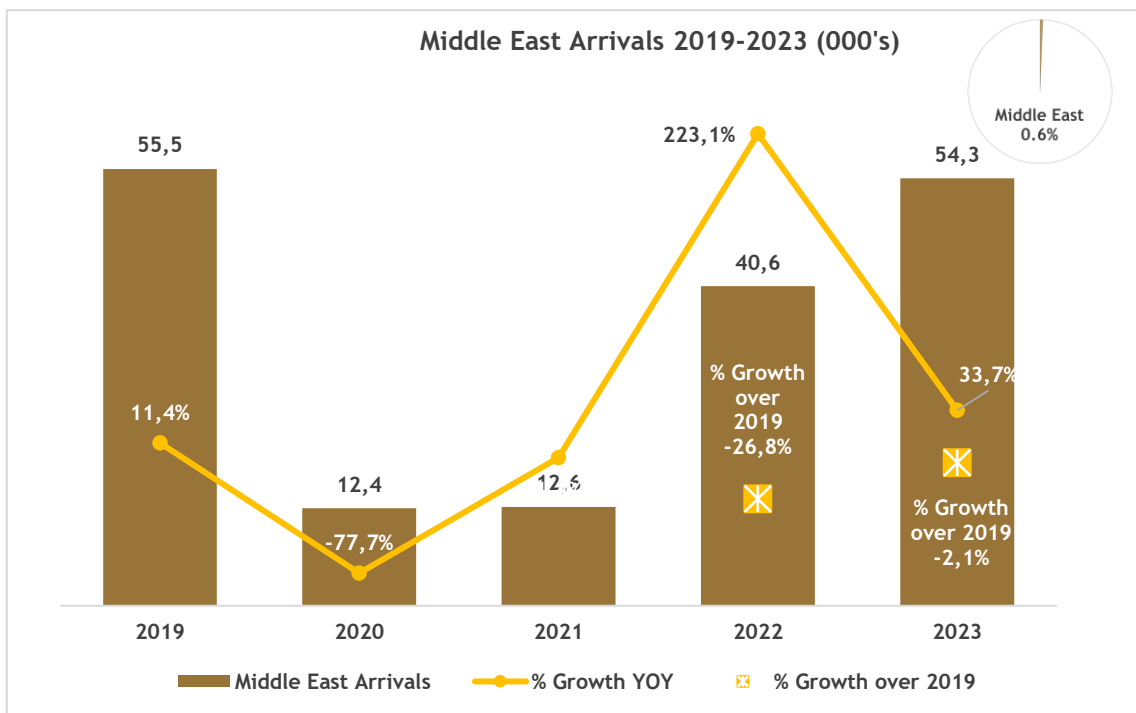
	Arrivals	000s	<u>105.9</u>	<u>-17.4%</u>
	Share of Arrivals		1.2%	0.0%
	Top 2 Age Group	41-50 Years	21.3%	4.4%
		51-60 Years	18.3%	1.6%
	Top 2 Purpose	VFR	53.0%	16.1%
		Holiday	32.6%	-14.7%
	Spend	ZAR Bn	<u>2.6</u>	<u>6.0%</u>
	Share of Spend		2.7%	0.3%
	Average Spend	ZAR	<u>25 700</u>	<u>26.6%</u>
	Length of Stay	Nights	<u>16.9</u>	<u>14.5%</u>
	Top 2 Accommodation	SFR	61.7%	17.5%
		Hotels	14.8%	-8.0%
	Geographic Spread	2 provinces or more	40.7%	5.7%
	No. Provinces		<u>1.6</u>	<u>0.6%</u>
	Top 2 Provinces	Gauteng	56.0%	-19.8%
		Western Cape	41.6%	20.5%
	Satisfaction	out of 5	<u>4.4</u>	<u>-3.0%</u>

MIDDLE EAST ARRIVALS

54.3 K

-2.1% ▼

Middle Eastern arrivals totaled 54.3 thousand, almost returning to the 2019 pre-COVID levels with only a slight negative growth rate of -2.1%. The Middle East represented the smallest share of arrivals at 0.6%. Most arrivals from the Middle East were aged between 35-40 and 25-30 years (21.9% and 20.2%, respectively). In 2023, the majority traveled to visit friends and relatives (43.6% share, an increase of +17.4% from 2019). Holidaymakers from the Middle East accounted for 35.0% (a decrease of -20.5% since 2019). Their total spend rose to ZAR 1.3 billion, a +3.7% increase from 2019, with an average spend of ZAR 27 600 per tourist, up by +2.2% from 2019. Middle Eastern visitors stayed an average of 22.8 nights, the longest duration among all regions, which was +37.2% higher than in 2019. A majority stayed with friends and relatives (52.0%), with another 16.7% choosing hotels. The geographic spread for Middle Easterners was moderate at 28.5%, with an average visit to 1.4 provinces, mainly Gauteng (55.0%) and the Western Cape (44.4%). The primary source countries were Israel and Saudi Arabia, contributing shares of 36.7% and 30.1%, respectively.



Middle East Tourist Arrivals by Top Ten Markets 2023

Middle East Top 10 Markets 2023	Tourist Arrivals 2023	% Share 2019	% Share 2023	% Growth 2019-2023
Israel	19 942	52.0%	36.7%	-31.0%
Saudi Arabia	16 351	19.7%	30.1%	49.6%
United Arab Emirates	6 511	5.5%	12.0%	111.6%
Iran	2 488	3.6%	4.6%	26.0%
Lebanon	2 222	5.4%	4.1%	-26.4%
Jordan	2 190	4.4%	4.0%	-11.1%
Qatar	1 298	1.5%	2.4%	55.4%
Kuwait	1 275	2.2%	2.3%	4.5%
Yemen	624	1.4%	1.1%	-21.6%
Syria	438	1.3%	0.8%	-38.9%
All Middle East Arrivals	54 339	0.5%	0.6%	-2.1%

MIDDLE EAST ARRIVALS






54.3 K

-2.1% ▼

MIDDLE EAST

2023

Growth/Percentage
Point Change 2019-
2023

	Arrivals	000s	<u>54.3</u>	<u>-2.1%</u>
	Share of Arrivals		0.6%	0.1%
	Top 2 Age Group	35-40 Years	21.9%	10.3%
		25-30 Years	20.2%	-1.3%
	Top 2 Purpose	VFR	43.6%	17.4%
		Holiday	35.0%	-20.5%
	Spend	ZAR Bn	<u>1.3</u>	<u>3.7%</u>
	Share of Spend		1.4%	0.2%
	Average Spend	ZAR	<u>27 600</u>	<u>2.2%</u>
	Length of Stay	Nights	<u>22.8</u>	<u>37.2%</u>
	Top 2 Accommodation	SFR	52.0%	15.3%
		Hotels	16.7%	-11.8%
	Geographic Spread	2 provinces or more	28.5%	-2.2%
	No. Provinces		<u>1.4</u>	<u>-13.4%</u>
	Top 2 Provinces	Gauteng	55.0%	-11.6%
		Western Cape	44.4%	24.4%
	Satisfaction	out of 5	<u>4.4</u>	<u>-2.8%</u>

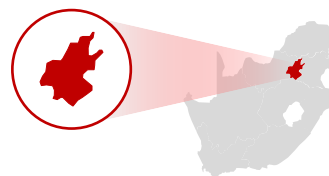


South Africa

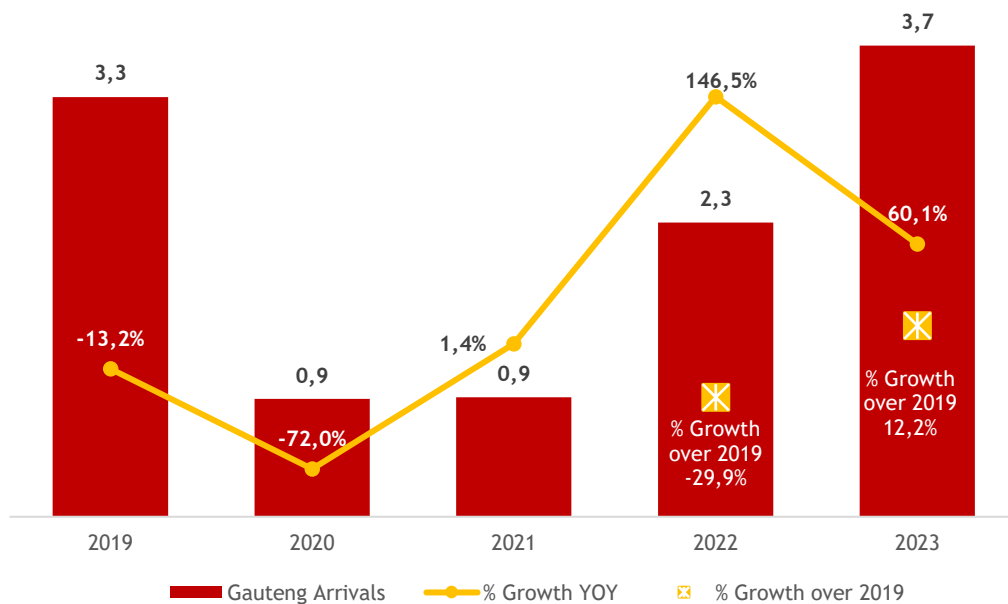
Inspiring new ways



**INTERNATIONAL
TOURISM:
PROVINCIAL
PERFORMANCE**



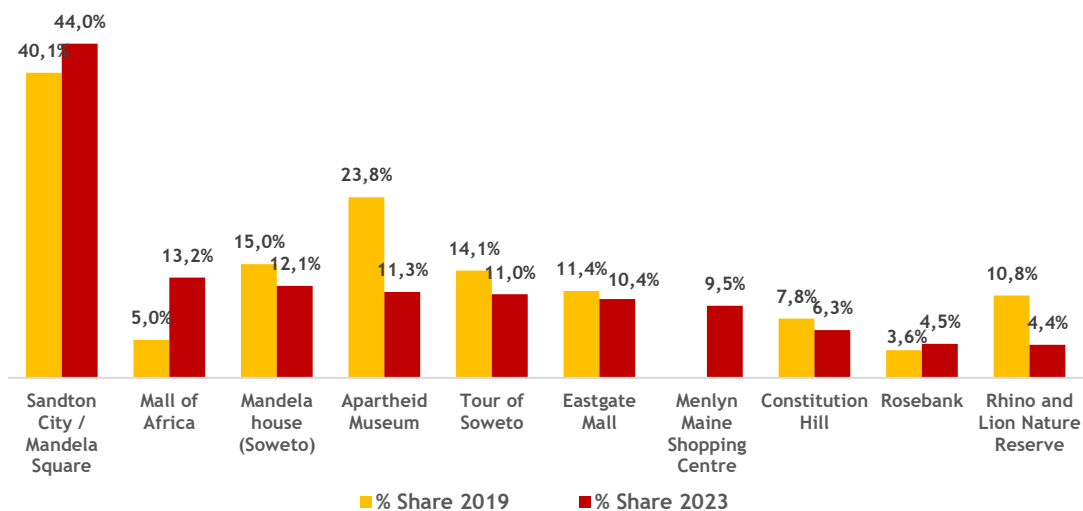
Gauteng International Tourist Arrivals 2019-2023 (Millions)



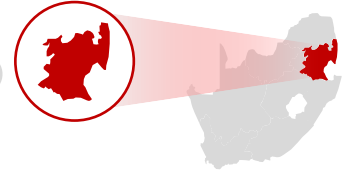
Gauteng Top 10 Source Markets 2023

	Zimbabwe	Mozambique	Lesotho	Eswatini	Botswana
Arrivals	1 601 238	251 731	232 008	172 491	172 426
% Share 2023	43.4%	6.8%	6.3%	4.7%	4.7%
% Growth 2019-2023	105.0%	37.7%	13.9%	42.5%	32.6%
	USA	UK	Malawi	Zambia	Germany
Arrivals	158 579	128 948	121 072	119 193	82 838
% Share 2023	4.3%	3.5%	3.3%	3.2%	2.2%
% Growth 2019-2023	29.5%	23.8%	21.5%	69.1%	50.5%

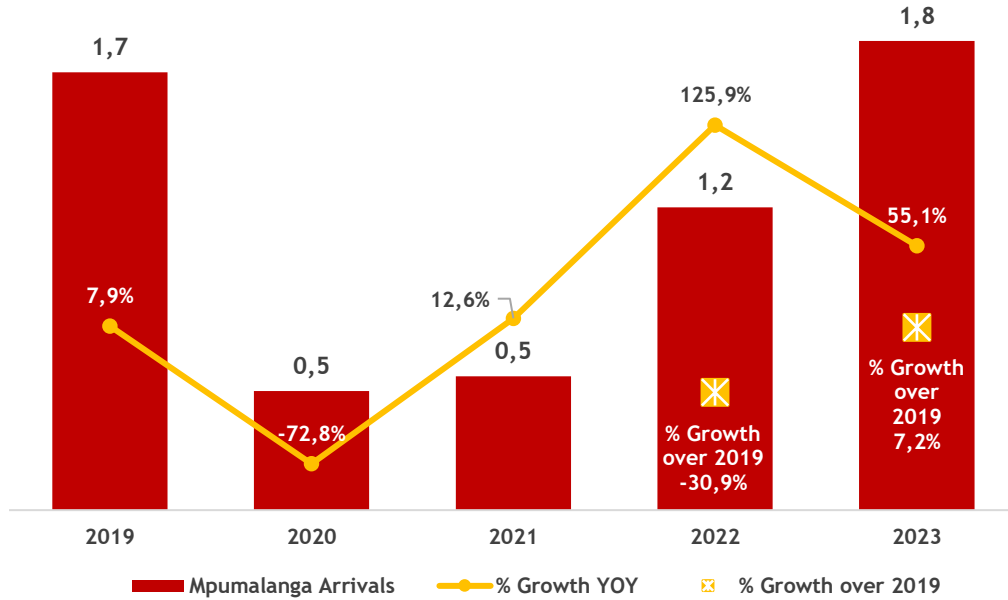
Gauteng International Tourist Top 10 Attractions (2019 vs 2023)



*Multiple mentions possible. Does not add up to 100%.



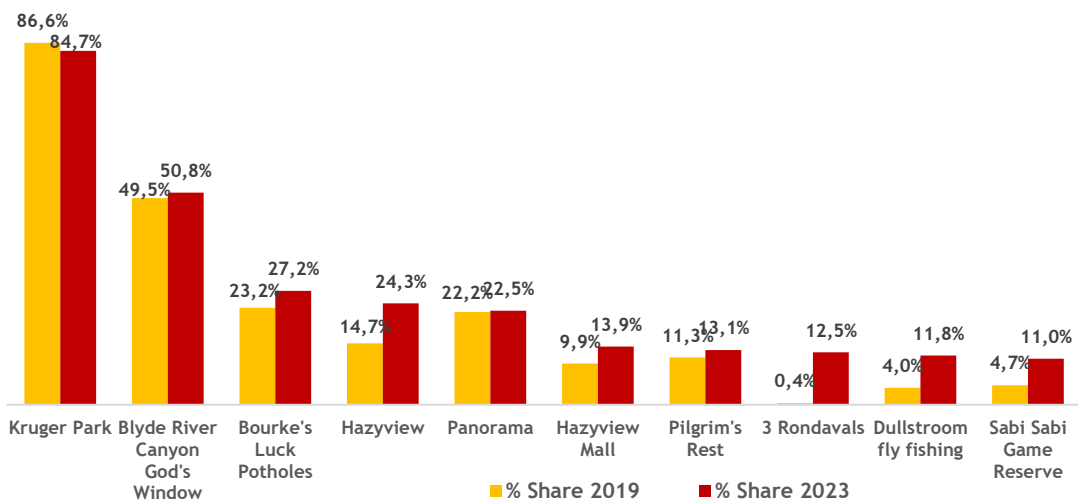
Mpumalanga International Tourist Arrivals 2019-2023 (Millions)



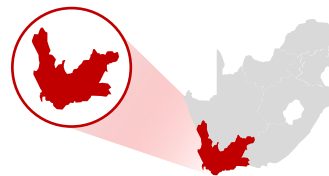
Mpumalanga Top 10 Source Markets 2023

	Mozambique	Eswatini	USA	Zimbabwe	Germany
Arrivals	1 105 891	320 548	58 751	53 030	49 554
% Share 2023	60.3%	17.5%	3.2%	2.9%	2.7%
% Growth 2019-2023	43.7%	114.1%	25.0%	56.6%	51.0%
	UK	France	Netherlands	Lesotho	Australia
Arrivals	36 389	30 676	23 981	14 400	14 024
% Share 2023	2.0%	1.7%	1.3%	0.8%	0.8%
% Growth 2019-2023	46.7%	83.2%	55.0%	65.5%	99.3%

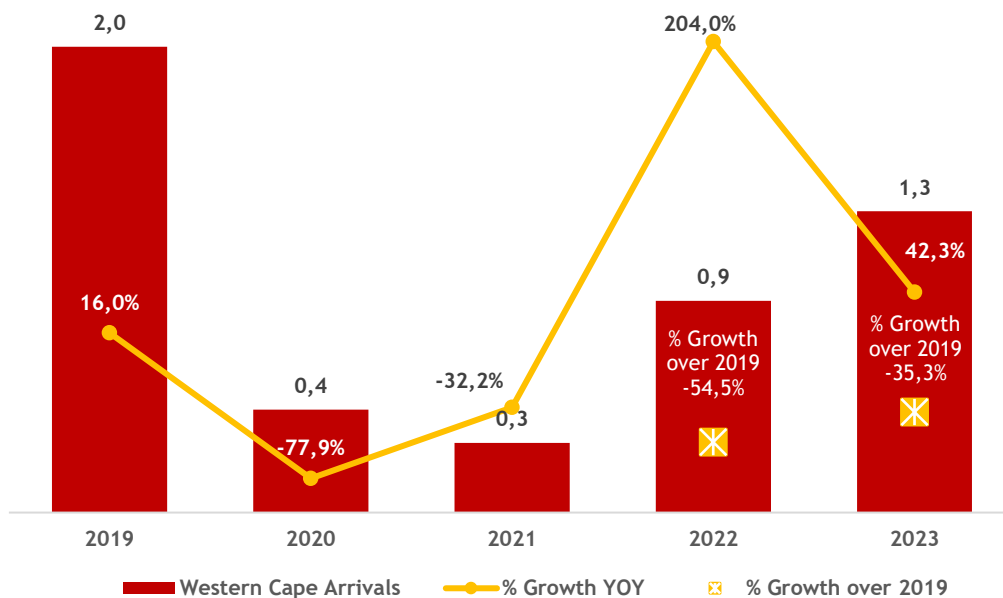
Mpumalanga International Tourist Top 10 Attractions (2023 vs 2019)



*Multiple mentions possible. Does not add up to 100%.



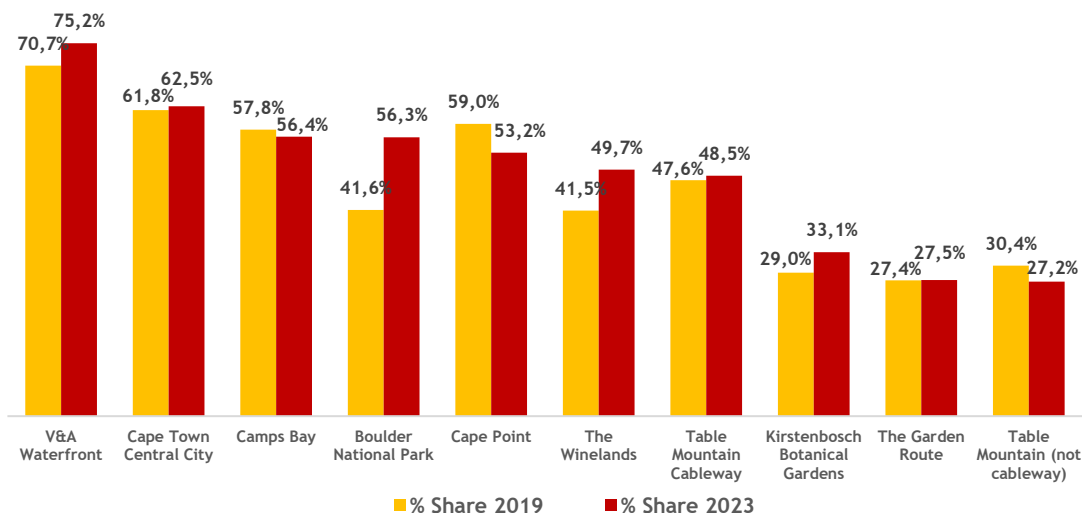
Western Cape International Tourist Arrivals 2019-2023 (Millions)



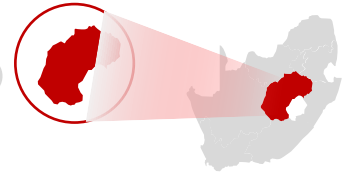
Western Cape Top 10 Source Markets 2023

	UK	Germany	USA	Namibia	Zimbabwe
Arrivals	196 077	142 729	140 234	84 781	84 443
% Share 2023	15.1%	11.0%	10.8%	6.5%	6.5%
% Growth 2019-2023	30.6%	41.1%	23.8%	12.5%	77.8%
	Netherlands	France	Lesotho	Australia	Italy
Arrivals	68 326	66 723	41 036	35 089	32 795
% Share 2023	5.3%	5.1%	3.2%	2.7%	2.5%
% Growth 2019-2023	40.7%	56.6%	95.5%	68.8%	78.6%

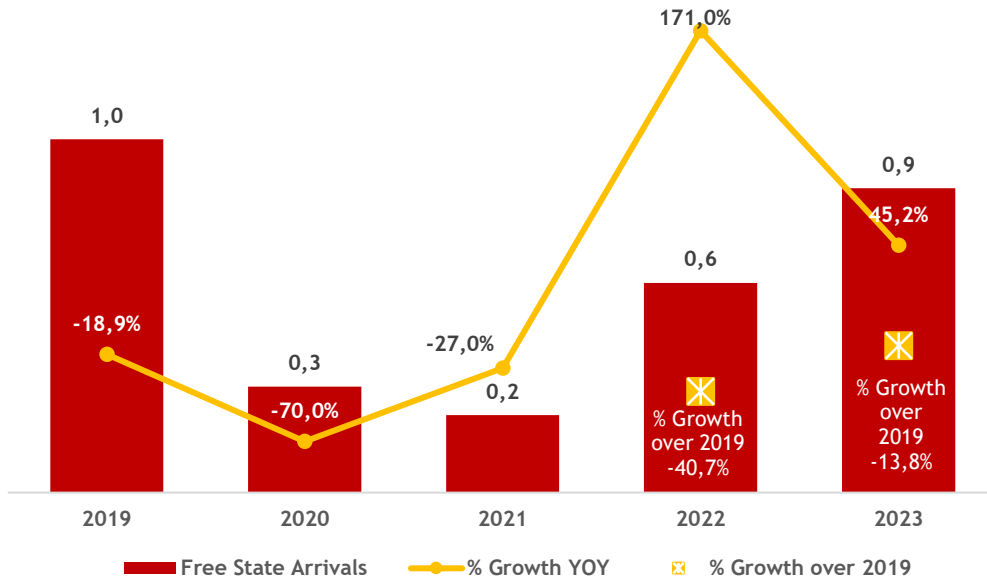
Western Cape International Tourist Top 10 Attractions (2023 vs 2019)



*Multiple mentions possible. Does not add up to 100%.



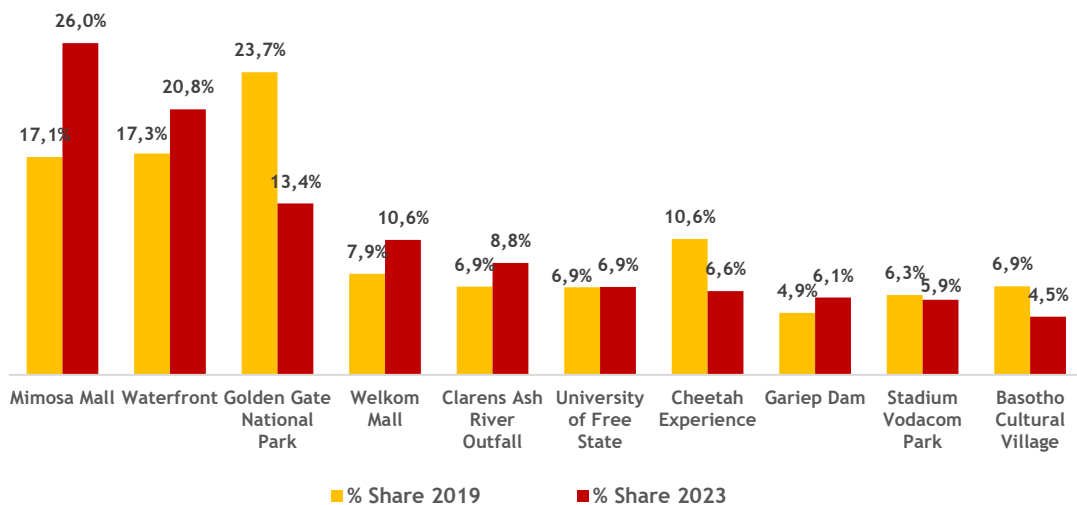
Free State International Tourist Arrivals 2019-2023 (Millions)



Free State Top 10 Source Markets 2023

	Lesotho	Zimbabwe	Botswana	USA	UK
Arrivals	819 795	17 234	12 453	6 686	6 216
% Share 2023	91.8%	1.9%	1.4%	0.7%	0.7%
% Growth 2019-2023	47.4%	64.0%	1.0%	-4.1%	54.3%
	Netherlands	Eswatini	Germany	Australia	Namibia
Arrivals	3 790	3 183	2 978	2 219	1 521
% Share 2023	0.4%	0.4%	0.3%	0.2%	0.2%
% Growth 2019-2023	88.0%	-13.5%	34.2%	37.7%	-26.2%

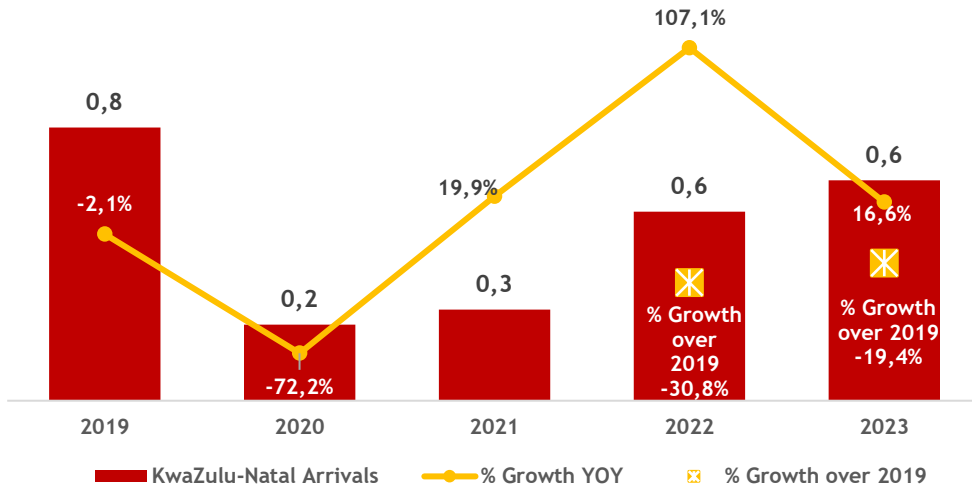
Free State International Tourist Top 10 Attractions (2023 vs 2019)



*Multiple mentions possible. Does not add up to 100%.



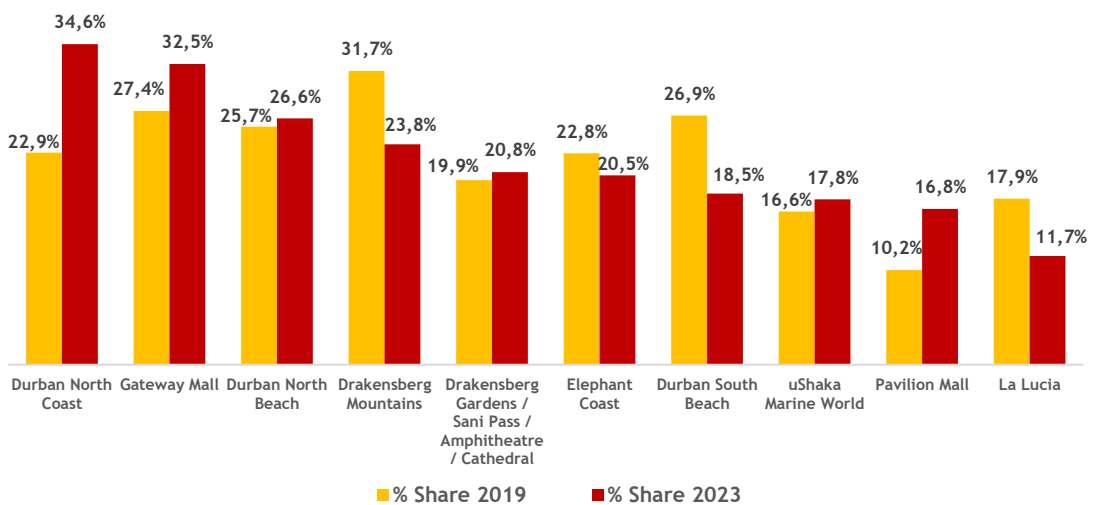
KwaZulu-Natal International Tourist Arrivals 2019-2023 (Millions)



Kwa-Zulu Natal Top 10 Source Markets 2023

	Eswatini	Zimbabwe	UK	Lesotho	USA
Arrivals	248 654	66 952	43 721	38 147	36 428
% Share 2023	38.5%	10.4%	6.8%	5.9%	5.6%
% Growth 2019-2023	80.2%	-55.8%	31.7%	56.6%	49.0%
	Germany	Zambia	France	Netherlands	India
Arrivals	25 549	18 688	16 417	14 675	14 021
% Share 2023	4.0%	2.9%	2.5%	2.3%	2.2%
% Growth 2019-2023	40.0%	-57.8%	64.8%	57.9%	47.7%

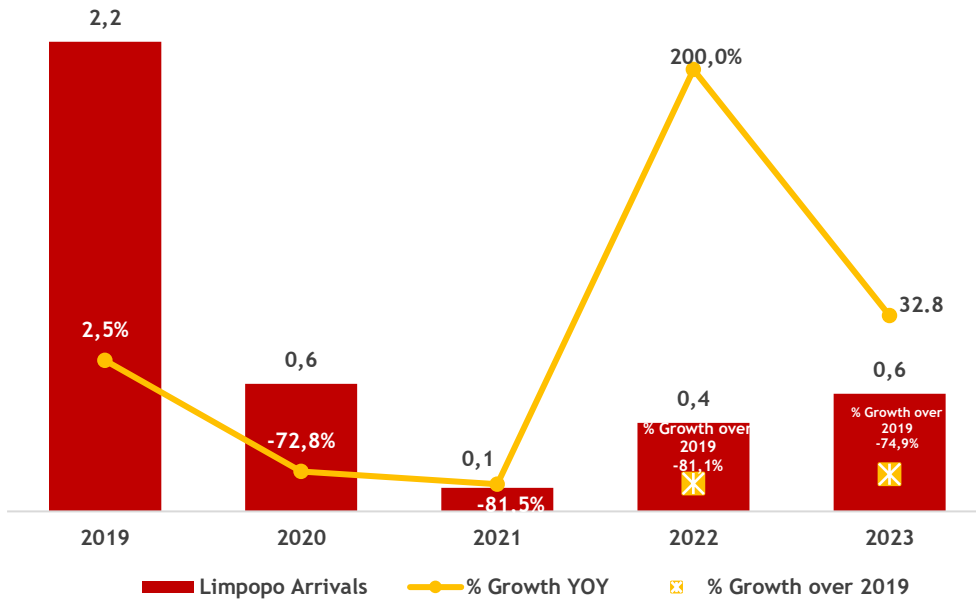
KwaZulu-Natal International Tourist Top 10 Attractions (2023 vs 2019)



*Multiple mentions possible. Does not add up to 100%.



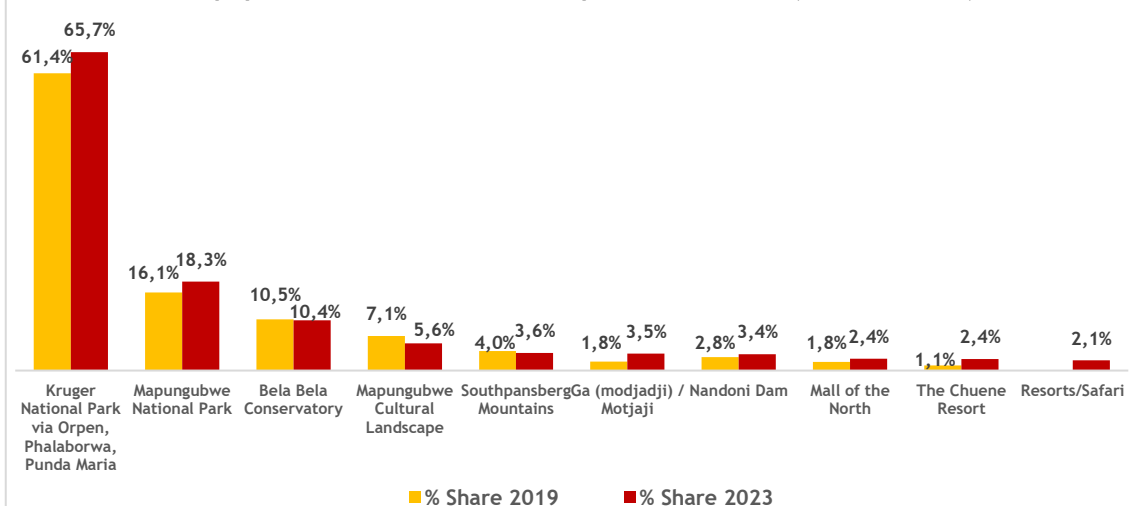
Limpopo International Tourist Arrivals 2019-2023 (Millions)



Limpopo Top 10 Source Markets 2023

	Zimbabwe	Botswana	USA	UK	Germany
Arrivals	322 160	65 795	35 988	20 043	18 752
% Share 2023	57.3%	11.7%	6.4%	3.6%	3.3%
% Growth 2019-2023	26.6%	46.8%	28.4%	37.5%	68.7%
	Netherlands	France	Mozambique	Australia	Eswatini
Arrivals	11 897	9 590	8 317	7 452	4 507
% Share 2023	2.1%	1.7%	1.5%	1.3%	0.8%
% Growth 2019-2023	61.6%	74.4%	48.3%	110.6%	39.6%

Limpopo International Tourist Top 10 Attractions (2023 vs 2019)



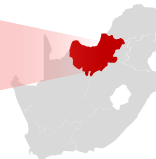
*Multiple mentions possible. Does not add up to 100%.

NORTH WEST

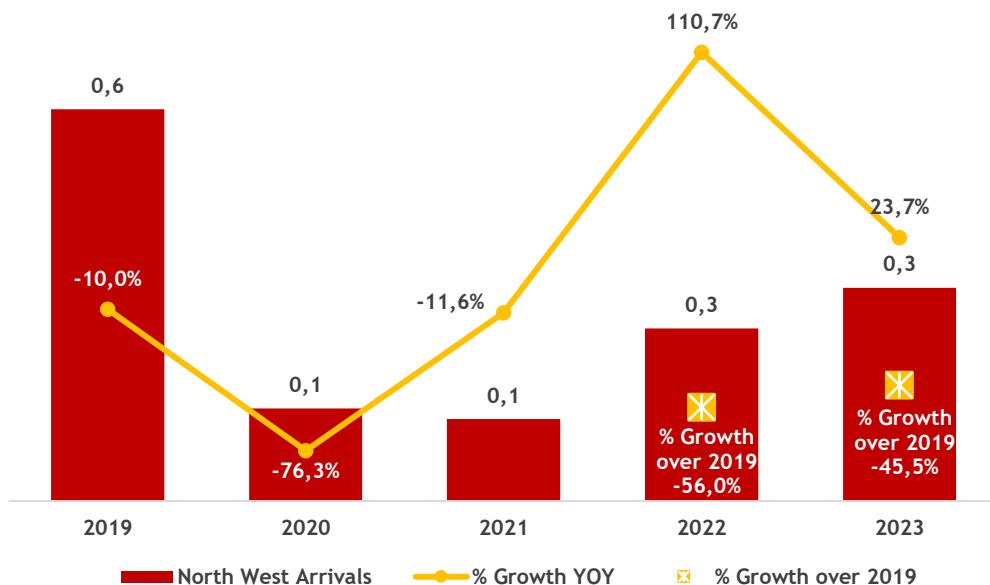


0.3 MILLION

-45.5%



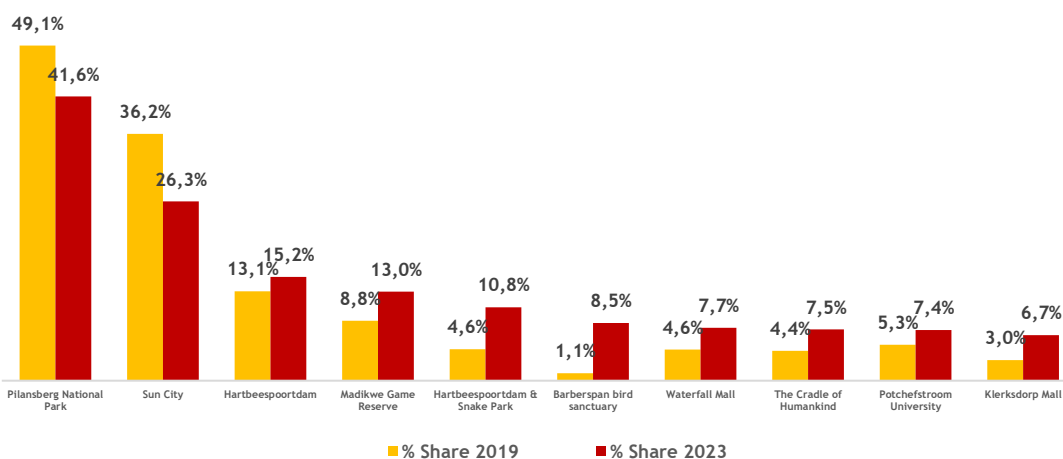
North West International Tourist Arrivals 2019-2023 (Millions)



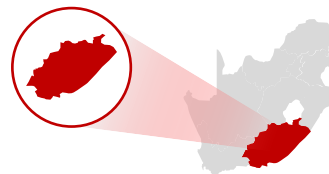
North West Top 10 Source Markets 2023

	Botswana	Zimbabwe	Lesotho	USA	UK
Arrivals	106 619	60 742	50 491	15 491	12 522
% Share 2023	31.9%	18.2%	15.1%	4.6%	3.8%
% Growth 2019-2023	7.2%	47.3%	1.6%	47.5%	34.1%
	Mozambique	Germany	Eswatini	Namibia	Australia
Arrivals	10 865	8 495	7 104	7 014	5 169
% Share 2023	3.3%	2.5%	2.1%	2.1%	1.5%
% Growth 2019-2023	50.9%	53.0%	30.8%	7.7%	59.8%

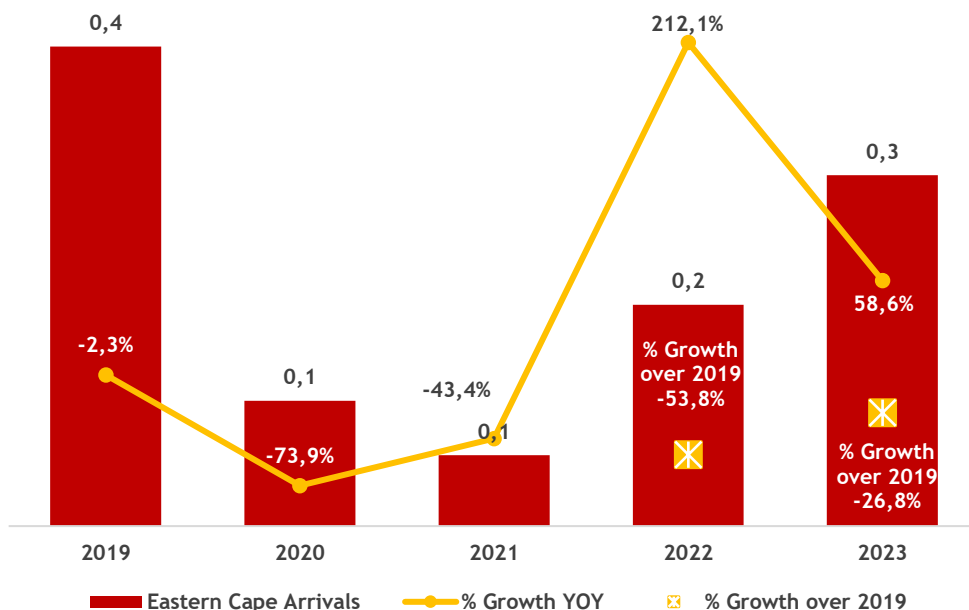
North West International Tourist Top 10 Attractions (2023 vs 2019)



*Multiple mentions possible. Does not add up to 100%.



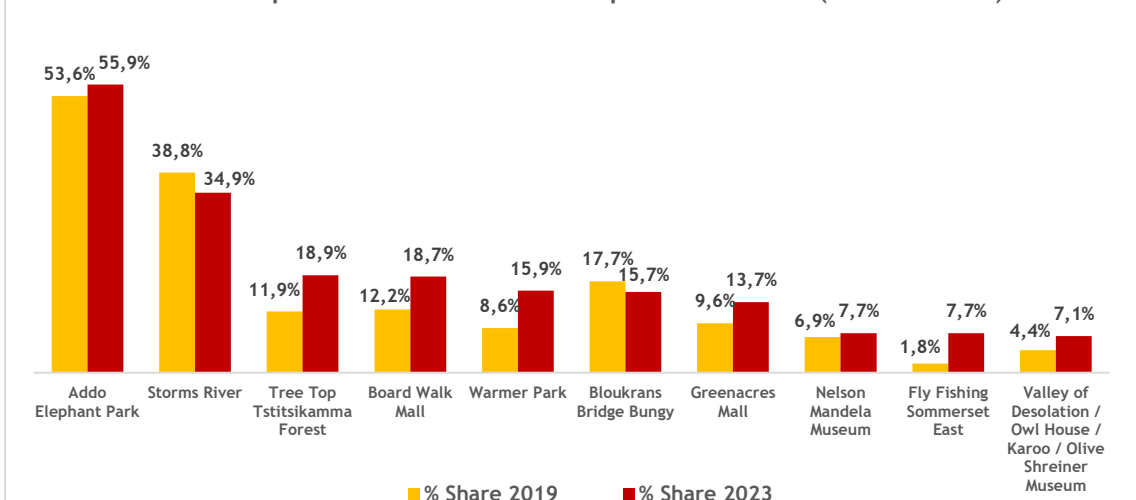
Eastern Cape International Tourist Arrivals 2019-2023 (Millions)



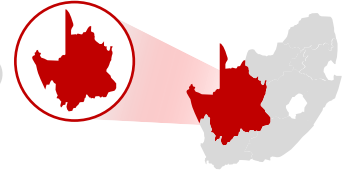
Eastern Cape Top 10 Source Markets 2023

	Germany	UK	Zimbabwe	USA	Netherlands
Arrivals	42 718	40 116	38 567	26 004	20 355
% Share 2023	13.8%	13.0%	12.5%	8.4%	6.6%
% Growth 2019-2023	49.2%	42.5%	214.7%	13.5%	74.1%
	Lesotho	France	Australia	Switzerland	India
Arrivals	14 320	13 392	10 483	7 398	6 505
% Share 2023	4.6%	4.3%	3.4%	2.4%	2.1%
% Growth 2019-2023	16.3%	51.4%	147.6%	59.4%	99.3%

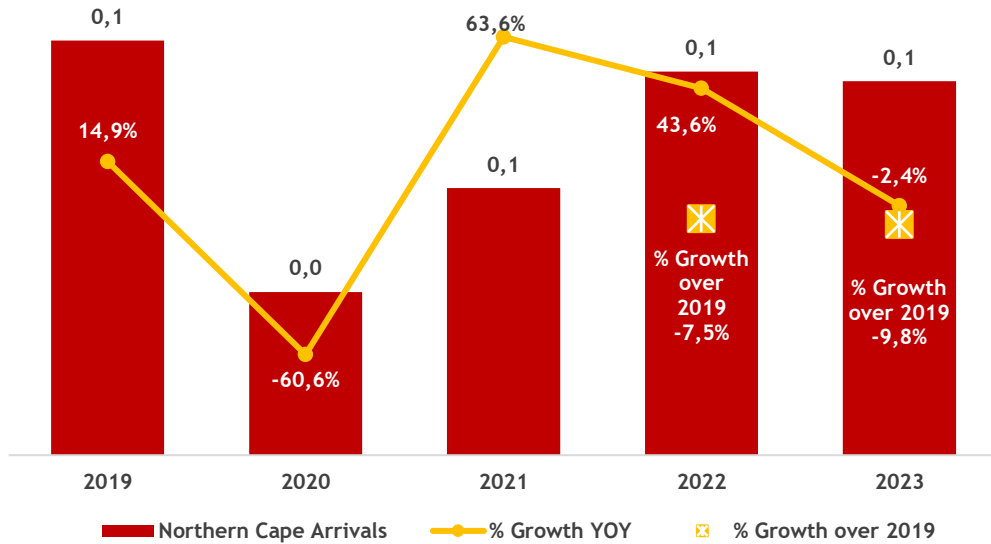
Eastern Cape International Tourist Top 10 Attractions (2023 vs 2019)



*Multiple mentions possible. Does not add up to 100%.



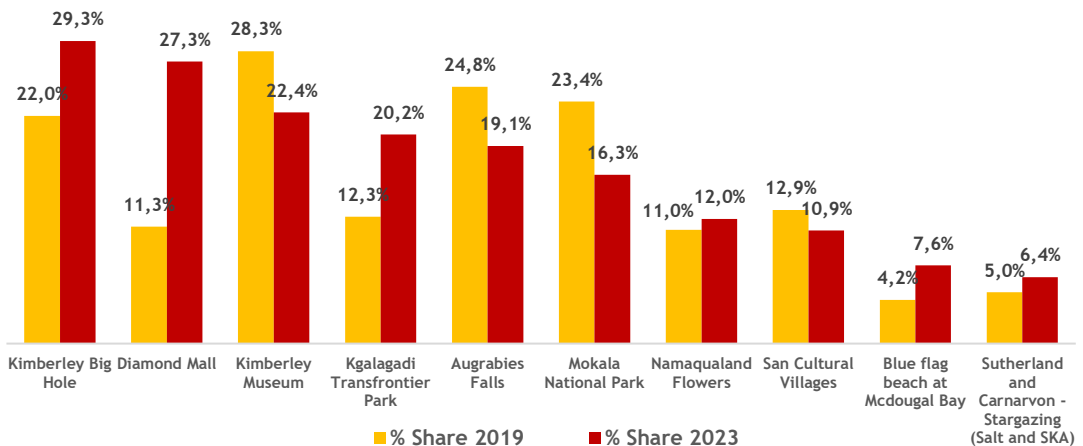
Northern Cape International Tourist Arrivals 2019-2023 (Millions)



Northern Cape Top 10 Source Markets 2023

	Namibia	Lesotho	Zimbabwe	USA	UK
Arrivals	49 688	16 035	12 431	4 213	3 283
% Share 2023	45.3%	14.6%	11.3%	3.8%	3.0%
% Growth 2019-2023	-38.9%	98.3%	1120.9%	16.0%	28.9%
	Germany	The Netherlands	Botswana	Australia	Spain
Arrivals	3 034	2 344	2 321	1 671	1 082
% Share 2023	2.8%	2.1%	2.1%	1.5%	1.0%
% Growth 2019-2023	41.9%	119.4%	66.6%	115.8%	11.0%

Northern Cape International Tourist Top 10 Attractions (2023 vs 2019)



*Multiple mentions possible. Does not add up to 100%.



Inspiring new ways

A cyclist wearing a white helmet and a dark jacket is shown in profile, riding a bicycle on a mountain trail. The background is a blurred landscape of a town or village at sunset, with warm golden light illuminating the scene. The cyclist's face is partially visible, showing a smile. The bicycle handlebars and front light are visible in the lower right corner.

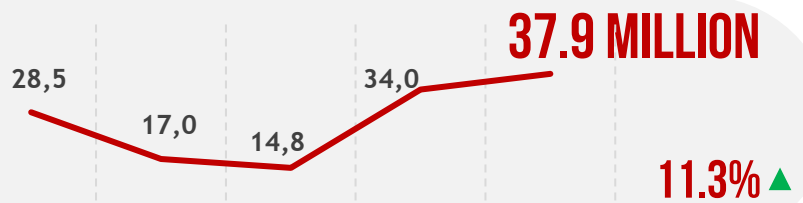
DOMESTIC TOURISM PERFORMANCE

EXECUTIVE SUMMARY

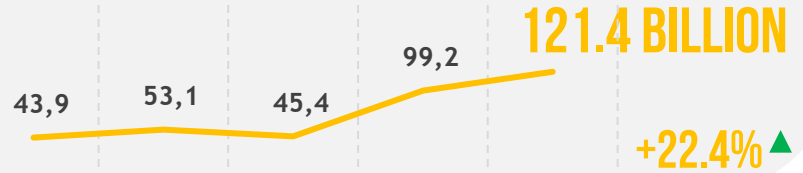
- Total **domestic overnight trips** reached an all-time high over the last five years reaching **37.9 million** in 2023, representing a +11.3% growth over 2022.
- **VFR** continued to account for the **largest portion of domestic travel** with a share of 42.3%.
- Trips taken for **holiday** purposes experienced a notable growth in share (33.8%), reaching **12.8 million**. The total **spend** on holiday trips grew to **ZAR 57.0 billion**.
- Although a small sector, **business travel** continued to show phenomenal growth year on year, reaching **3.0 million overnight trips** (+71.8% growth over 2022). **MICE** increased to **1.3 million trips** (+16.7%), over 2022.
- Overnight domestic tourism generated a total of **ZAR 121.4 billion in revenue**, representing an increase of +22.4% over 2022. This can also be seen in the average overnight spend at ZAR 3 203 (a +9.9% increase over 2022).
- The **Length of Stay** for domestic overnight trips was **3.5 nights**, a marginal increase of +0.7% over 2022. The increase in the number of overnight trips resulted in a phenomenal **133.0 million bed nights**.
- More than **a third** of the people had **no reason to travel** (31.1%), a +1.3% point increase over 2022. **Time constraints** and **business reasons** played more of a role in keeping people at home (13.5% and 4.1%, respectively).
- In 2023, **Limpopo and Gauteng** emerged as the **leading main destination provinces**, recording the highest number of overnight trips (**7.5** and **6.9 Million**, a +34.0% and +30.8% increase, respectively, from 2022).
- Not only has **Limpopo** emerged as the leading main destination province but has also recorded the second-highest overnight **spend** of **ZAR 20.1 billion** and the highest **bed nights** at **26.8 million**.
- The **Eastern Cape** is the third highest by way of overnight trips, reaching a total of **5.9 million** with an average spend of **ZAR 3 220**. Additionally, the Eastern Cape boasts the **highest length of stay** at **4.3 nights**. This resulted in a total spend of **ZAR 19.0 billion**.
- **Western Cape** had the distinction of having the **highest average spend** per trip, which stood at **ZAR 4 499**.
- **Domestic day trips** amounted to **143.4 million**, reflecting a **-18.7% decrease** compared to 2022. This decrease follows an astounding increase of +156.6% in 2022. In line with the decrease in day trips, Domestic **day trip spend** declined by **-12.1% against** 2022, amounting to **ZAR 147 billion**.
- **Gauteng** emerged as the province receiving the **highest number of day trips**, with travellers marking it as their primary destination and accounting for **21.7 million day trips**. Limpopo was a close second, drawing 20.3 million day trips, followed closely by KwaZulu-Natal which received 17.6 million trips.

DOMESTIC TOURISM INDICATORS

DOMESTIC OVERNIGHT TRIPS



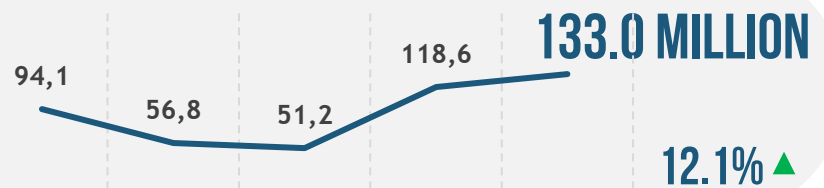
DOMESTIC OVERNIGHT SPEND



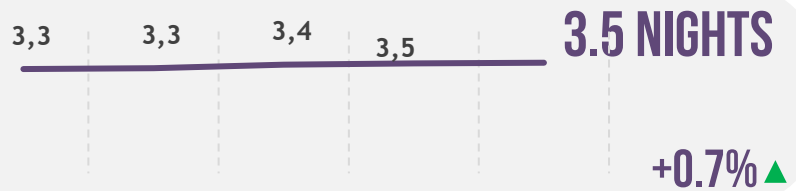
AVE. DOMESTIC OVERNIGHT SPEND



BED NIGHTS



LENGTH OF STAY



DOMESTIC DAY TRIPS



2019 2020 2021 2022 2023

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



South Africa

Inspiring new ways



**DOMESTIC
OVERNIGHT
TRIPS**

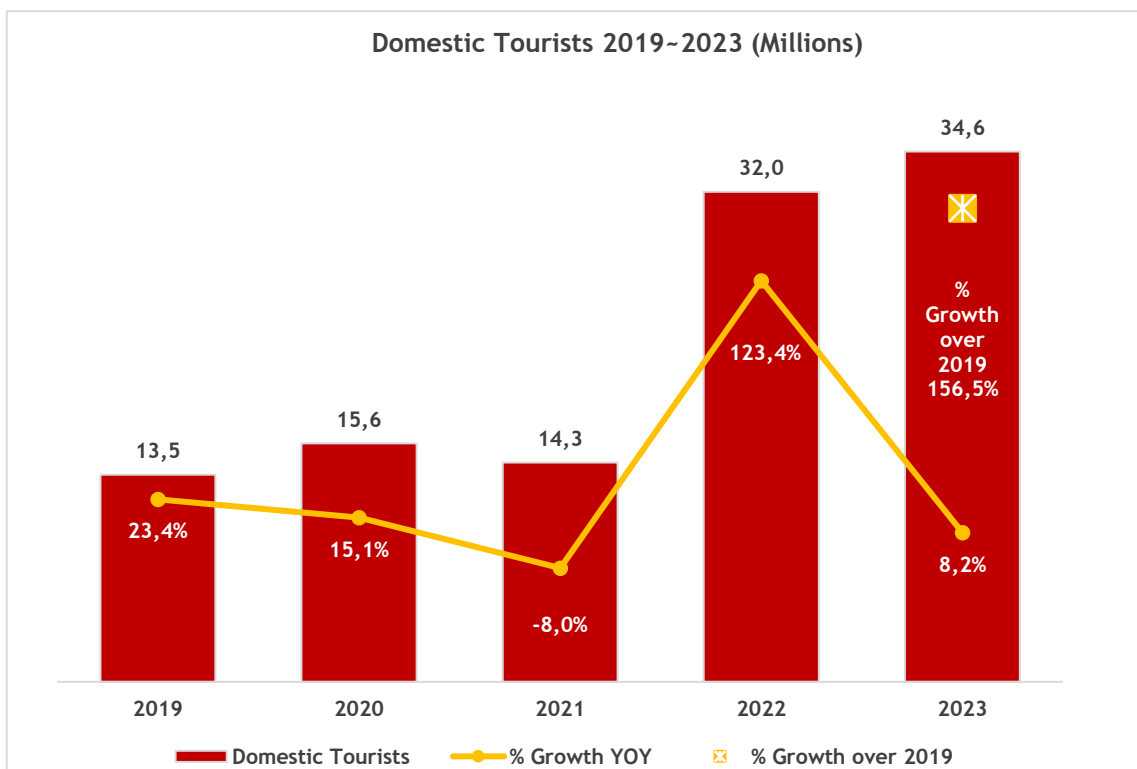
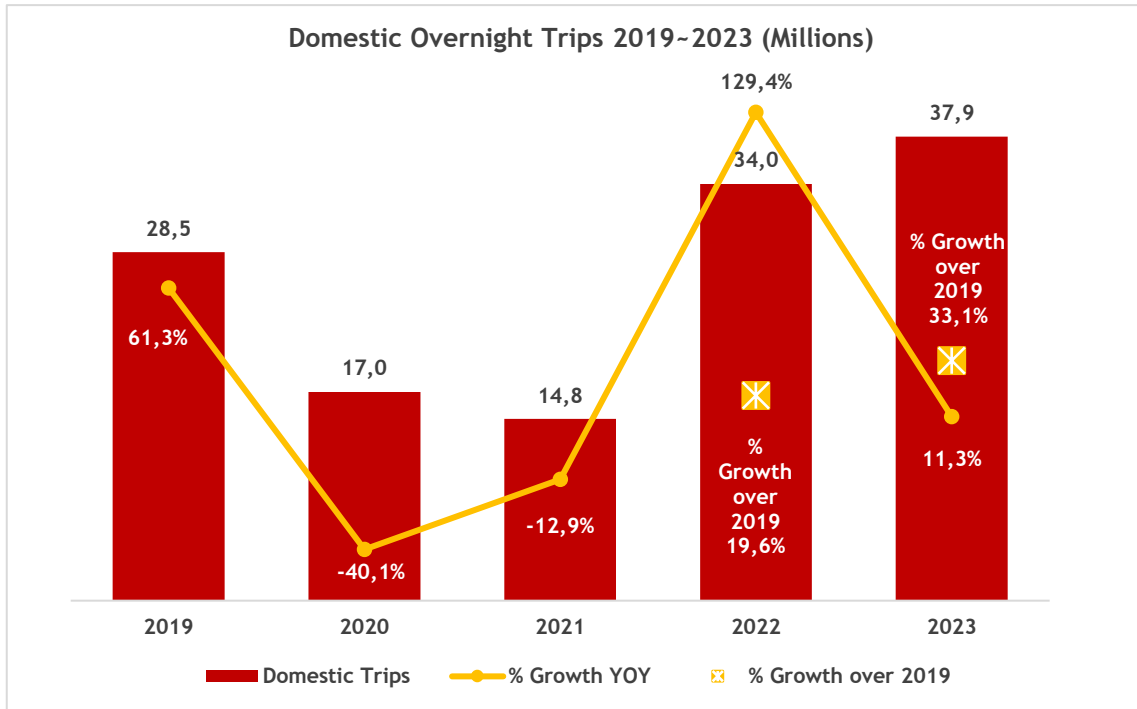
DOMESTIC TRIPS



37.9 MILLION

+11.3% ▲

Total domestic trips reached an all-time high over the last five years reaching 37.9 million in 2023, representing a +11.3% growth over 2022 (which is a +33.1% growth over 2019). This occurred against the backdrop of 34.6 million domestic tourists recorded in 2023, marking an increase of +8.2% over 2022. The number of domestic tourists pre-2022 was almost half of the number of tourists recorded over the last two years.



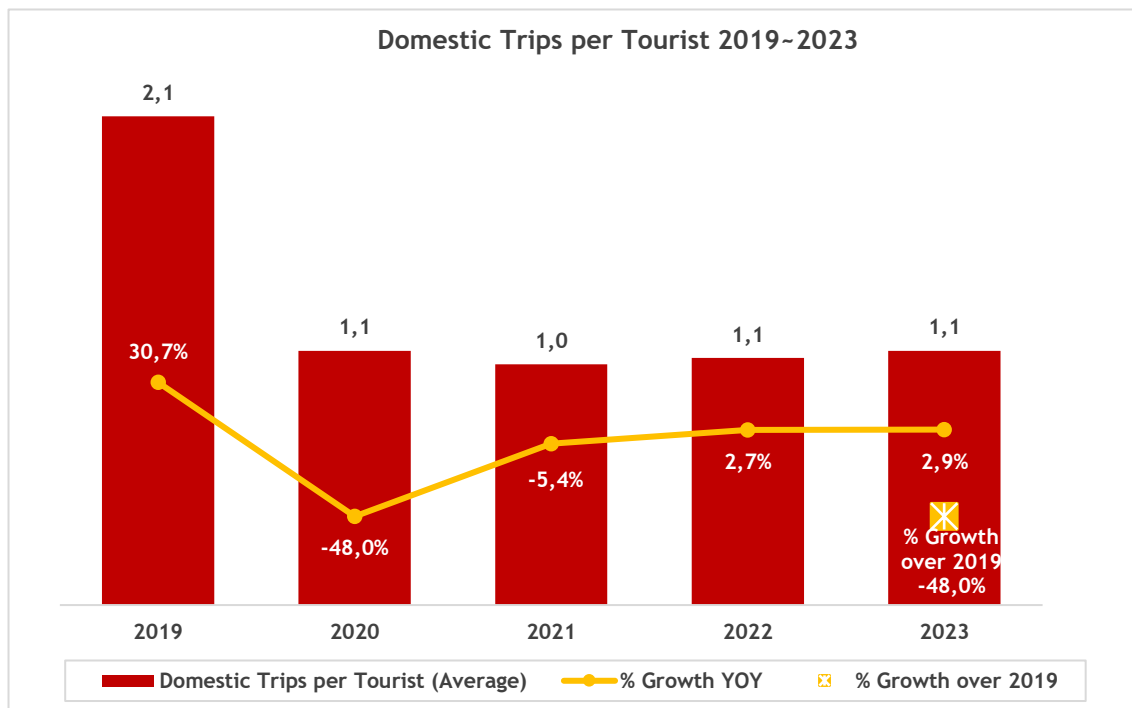
DOMESTIC TRIPS



37.9 MILLION

+11.3% ▲

In 2023, the average number of domestic trips per tourist has remained extremely consistent at 1.1. This is however a +2.9% growth over 2022 (a +48.0% growth over 2019). The much lower number of domestic tourists in 2019 gave rise to an exceptionally high mean.



The demographic profile of domestic overnight tourists remained relatively consistent across 2022 and 2023. In 2023, an uptick is noted in working full-time and self-employed (+8.1% and +2.0%, respectively, over 2022). Subsequently, a decrease is noted in unemployed/retired/housewife/student (-8.7% compared to 2022). Marginal increases are noted across all personal income categories, with the exception of <R3000, which decreased by -7.3% over 2022.

Domestic Tourist Profiles 2022-2023

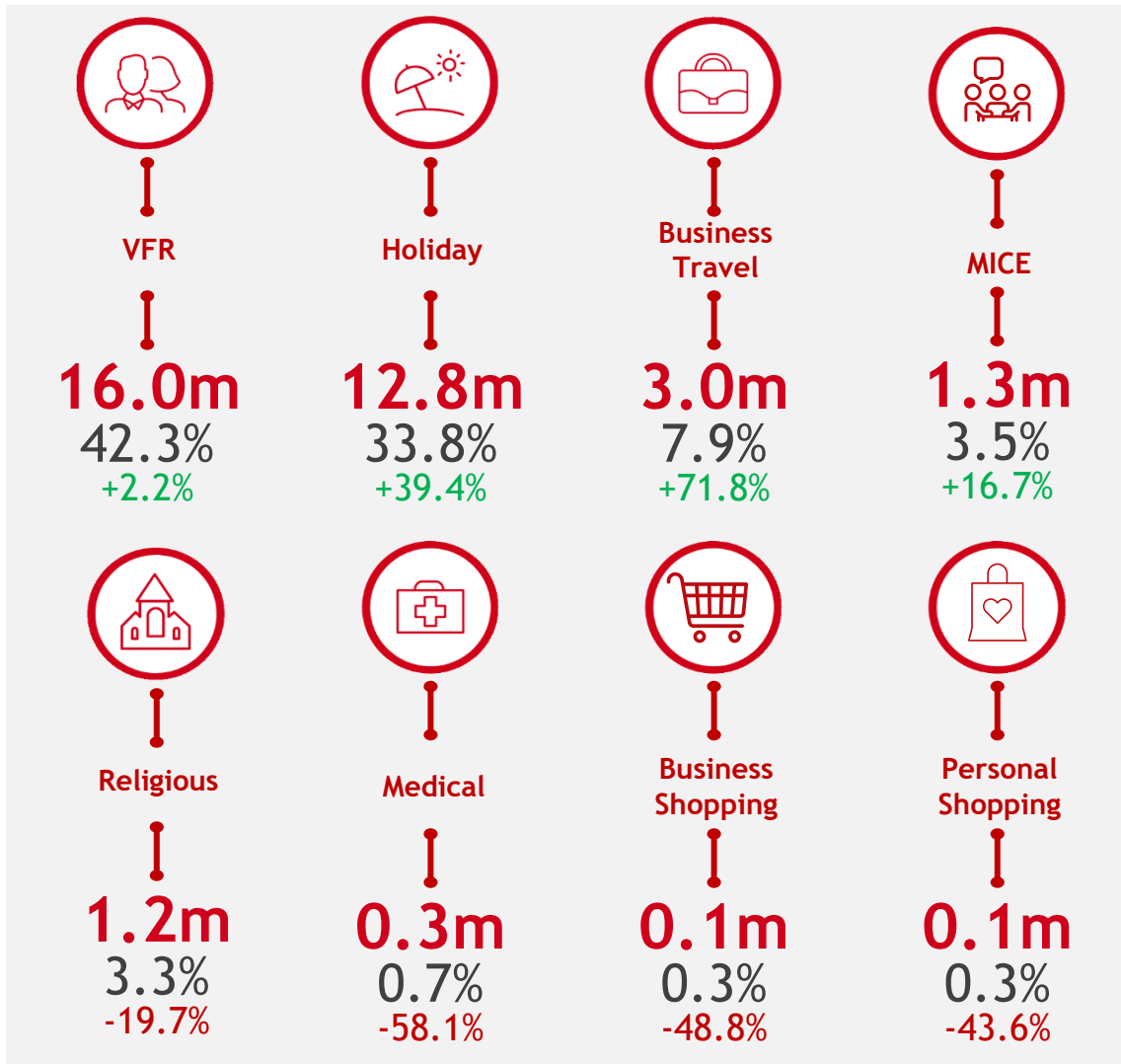
Demographic		% Share		% Point Change
		2022	2023	2012-2023
Education	Primary school completed	4.6%	4.3%	-0.2
	Some high school	23.5%	18.2%	-5.3
	High school completed	36.4%	37.0%	0.5
Work Status	University degree / diploma / Post Graduate	9.5%	15.3%	5.8
	Working:full-time	22.7%	30.8%	8.1
	Working:part-time	9.9%	8.6%	-1.3
	Unemployed/Retired/Housewife/Student	50.7%	42.0%	-8.7
Children	Self-employed	16.3%	18.3%	2.0
	Do not have children	27.0%	27.4%	0.4
	Have children who are dependent	52.3%	52.5%	0.2
Income	Have children who are not dependent	17.0%	15.3%	-1.7
	<R 3 000	45.1%	37.8%	-7.3
	R 3001 - R 7500	18.5%	19.4%	0.9
	R 7 501 - R 10 000	4.4%	6.4%	2.0
	R 10 001 - R 15 000	4.5%	8.2%	3.7
>= 15 001	14.8%	18.8%	4.0	

DOMESTIC TRIPS**37.9 MILLION****+11.3%** ▲**TOTAL TRIPS BY PURPOSE (MILLIONS)**

VFR continued to account for the largest portion of domestic travel with a share of 42.3% from the 16.0 million overnight trips it recorded, marking a slight increase in 2023 of +2.2%. Holiday overnight trips increased by +39.% in 2023 reaching 12.8 million, leaving it as the second largest reason for domestic travel, representing a share of 33.8%.

Although it makes a much smaller share, business travel continued to show phenomenal growth year on year, reaching 3.0 million overnight trips (+71.8% growth over 2022). Traveling for all other purposes has decreased against 2022, although none of these hold big shares. Overnight trips taken for medical, business shopping, and personal shopping decreased significantly by -58.1%, -48.8%, and -43.6%, respectively. Traveling for religious purposes decreased to 1.2 million trips (-19.7%), while MICE increased to 1.3 million trips (+16.7%), over 2022.

Domestic Trips by Purpose 2023
(Millions, Share 2023, & Growth 2022-2023)



DOMESTIC TRIPS

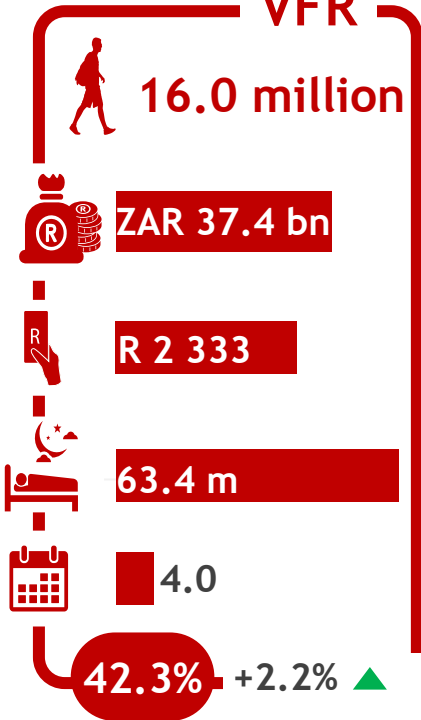


37.9 MILLION

+11.3% ▲

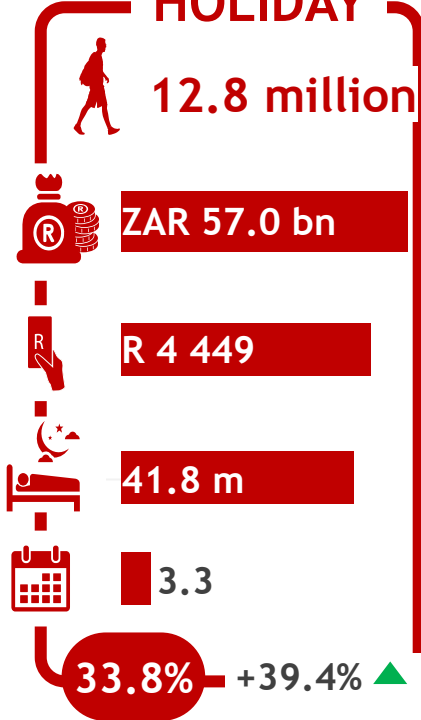
VFR

16.0 million



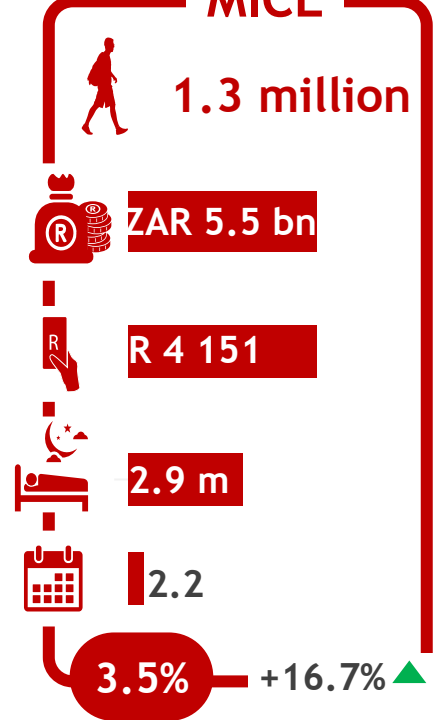
HOLIDAY

12.8 million



MICE

1.3 million



- During 2023, VFR accounted for 16.0 million domestic overnight trips, an increase of 2.2% compared to 2022, decreasing its share to 42.3%.
- The average overnight spend increased from 2022, rising by +20.3% to reach ZAR 2 333 in 2023. The total VFR overnight spend also saw an increase of +22.9%, amounting to an astounding ZAR 37.4 billion.
- VFR Bednights also increased by +4.6% reaching 63.4 million in 2023 in comparison to 2022.
- The length of stay relatively remained at 4.0 nights, a 2.4% increase over 2022.

- In 2023, trips taken for holiday purposes experienced a notable growth in share (33.8%). This came from an increase of +39.4% compared to 2022, netting 12.8 million holiday trips in 2023.
- The total spend on holiday trips grew to ZAR 57.0 billion, indicating a growth of +23.3% compared to 2022. The average overnight spend on holidays declined by -11.5% to ZAR 4 449 in contrast to 2022.
- Holiday Bednights saw a remarkable increase of +42.2% to reach 41.8 million in 2023. However, the duration of holiday stays increased slightly with holidaymakers staying for shorter periods averaging 3.3 nights. This is a +2.1% increase vs 2022.

- In 2023, trips for MICE purposes increased by +16.7%, reaching 1.3 million, compared to 2022.
- The total spend for MICE increased by a moderate +3.0%, reaching ZAR 5.5 billion, this is accompanied by a decrease of -11.7% in average spend. The average spend for MICE is R4 151. In 2023, the total number of bed nights decreased to 2.9 million (-28.4% vs 2022), with travellers staying for an average of 2.2 nights (-38.6% vs 2022).



A comparison between VFR, Holidaymakers and MICE highlights some key differences in their demographic profiles.

The first difference lies in their respective education levels. Holidaymakers and visitors for MICE tend to be better educated with only 6.9% and 0.0% of them having a maximum of primary education, respectively. Those holding a diploma, degree or postgraduate constitute 35.5% and 34.5% for Holiday and Mice respectively, versus 14.8% VFR.

The second difference is in their employment status. Those on holiday are much less unemployed or not working for other reasons (housewife/retired/disabled) than their VFR counterparts (26.4% vs. 48.2%). Most holidaymakers are working full-time or self-employed (60.8%). Not surprisingly, majority of Travellers for MICE are working full-time or self-employed.

VFR tourists are dramatically less affluent, with 49.0% of them earning less than ZAR 3,000 per month, while amongst holiday domestic tourists 37.7% earn >=R10 000. Whereas travellers for MICE are far more affluent, with 50.8% earning >=R10 000.

Then, those travelling for VFR tend to be single, never married (55%), quite equally distributed across all the age groups and have dependent children. Whereas those on holiday and travelling for MICE are equally single, never married or married/living together (46.1% and 48.0%, respectively).

Demographic Profile of Domestic Tourists 2023

Education	VFR	Holiday	MICE
Primary School or less	11.4%	6.9%	0.0%
High School or less	63.2%	44.6%	33.9%
College or less	10.6%	13.1%	31.6%
Diploma/Degree/Post-grad or less	14.8%	35.5%	34.5%

Work Status	VFR	Holiday	MICE
Unemployed	33.3%	18.8%	9.6%
Housewife/Retired/Disabled	14.9%	7.6%	0.0%
Full-time Work	23.3%	43.7%	39.2%
Self-employed	14.3%	17.1%	39.1%
Part-time Work	7.9%	9.2%	6.7%
Student	6.4%	3.7%	5.5%

Monthly Income	VFR	Holiday	MICE
< R 3,000	49.0%	22.0%	23.0%
R 3,001 - R 7,500	20.0%	15.2%	15.3%
R 7,501 - R 10,000	4.9%	10.9%	3.1%
R 10,001 - R 15,000	9.0%	8.0%	27.4%
>= R 15,001	11.2%	29.7%	23.4%

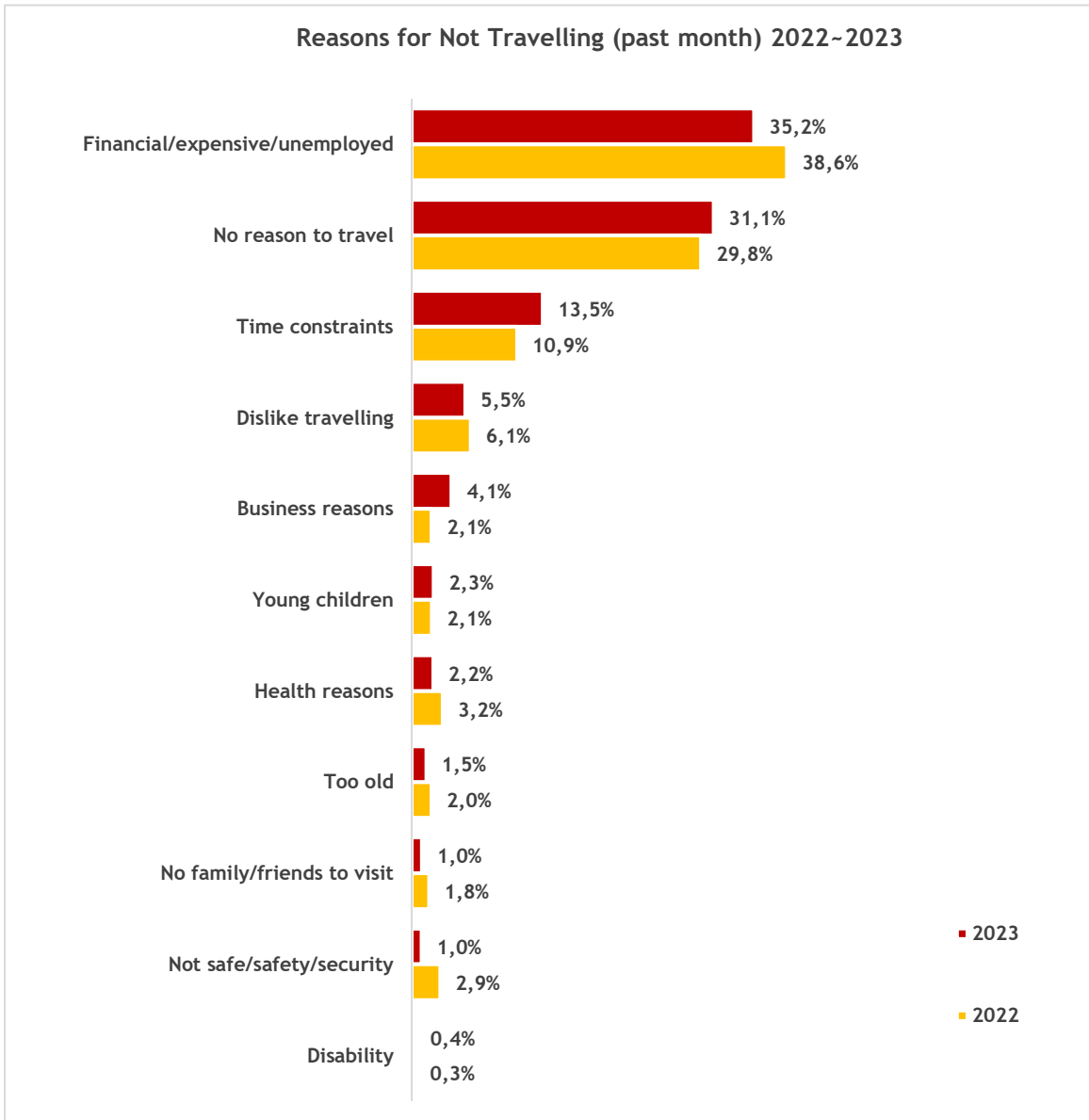
Marital Status	VFR	Holiday	MICE
Single, never married	55.0%	46.1%	44.8%
Married/living together	33.7%	48.0%	53.9%
Divorced/separated/widowed	11.3%	5.9%	1.3%

Age Bracket	VFR	Holiday	MICE
18-24	19.1%	15.5%	26.2%
25-34	24.5%	27.1%	34.3%
35-44	21.4%	26.5%	20.7%
45-54	14.0%	15.3%	12.5%
55+	21.1%	15.6%	6.4%

Children	VFR	Holiday	MICE
No Children	29.6%	26.3%	23.4%
Dependent Children	50.2%	57.2%	68.7%
Independent Children	15.9%	11.2%	8.0%
Dependent & Independent Kids	4.4%	5.4%	0.0%

REASONS FOR NOT TRAVELLING

In 2023, more than a third of the people had no reason to travel (31.1%), a +1.3% point increase over 2022. Time constraints and business reasons played more of a role in keeping people at home (13.5% and 4.1%, respectively). Personal financial constraints played a lesser role for people not traveling, dropping by -3.4% points when compared to 2022. Positively, safety and medical-concerns continued to decrease in 2023 (-1.8% and -1.0% against 2022).



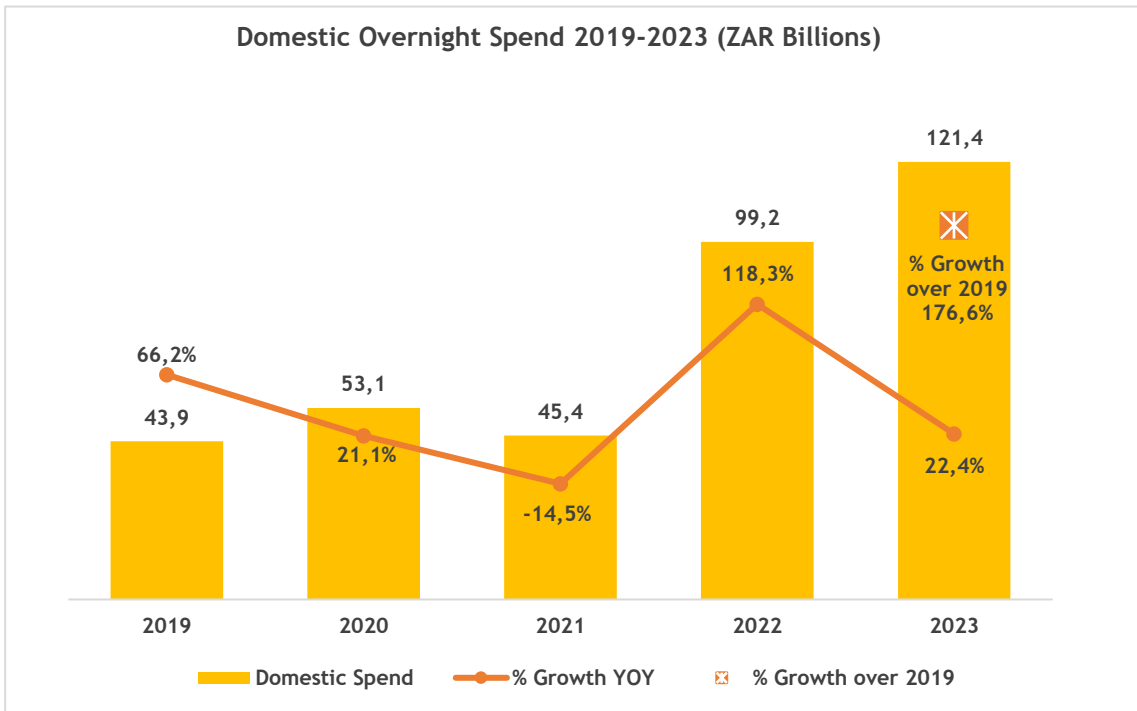
**DOMESTIC
OVERNIGHT SPEND**



**ZAR
121.4 BILLION**

+22.4.0% ▲

Domestic overnight spending exhibited considerable growth in 2023, increasing by a further +22.4% over 2022 after an astounding increase of 118.3% over 2021. Domestic overnight spend totaled a phenomenal all-time high, reaching ZAR 121.4 billion. Distribution of spend by the reasons for travelling remained stable compared to 2022, with the exception of spend for business travellers, business shopping, and medical purposes. Tourism spend for business travel almost doubled, increasing by 81.2%, whereas spend for business shopping and medical trips decreased by -72.6% and -52.1% over 2022, in that order. Spend for holidays and for visiting friends and families increased moderately by +23.3% and +22.9%, respectively.



Domestic Spend by Main Purpose 2022 ~ 2023 (ZAR Billions, Shares & Growth)

Total Domestic Spend	2022	2023	% Share 2022	% Share 2023	% Growth 2022-2023
Holiday	46.3	57.05	46.6%	47.0%	23.3%
VFR	30.4	37.38	30.7%	30.8%	22.9%
Business Traveller	5.7	10.39	5.8%	8.6%	81.2%
MICE	5.3	5.49	5.4%	4.5%	3.0%
Religion	3.0	2.26	3.0%	1.9%	-24.3%
Personal Shopping	1.4	1.22	1.4%	1.0%	-12.4%
Medical	0.6	0.28	0.6%	0.2%	-52.1%
Business Shopping	0.6	0.17	0.6%	0.1%	-72.6%
Other	5.8	7.11	5.9%	5.9%	22.1%

DOMESTIC OVERNIGHT SPEND



ZAR
121.4 BILLION

+22.4.0% ▲

In 2023, Transportation continued to account for the highest proportion of spend, recording ZAR 48.0 billion, marking a +23.3% increase from 2022. The second-largest category for expenditure was Food & Beverages, which also increased by +30%, totaling ZAR 37.2 billion. Personal Shopping saw a massive increase of +130.1%, reaching ZAR 12.0 billion, bringing it in line with the accommodation category, which stood at R15.8 billion. Conversely, Leisure and business shopping decreased by -20% and -37.1%, respectively. Staying with friends and family continued to dominate the choice of accommodation with a share of 63.8%. Minibus taxi, one's own car and someone else's car are the primary modes for traveling to the destination (accounting for 33.0%, 32.3%, and 19.9%, respectively).

Domestic Spend by Expenditure Category 2022- 2023 (ZAR Billions)

Expenditure Category (ZAR Billions)	2022	2023	% Share 2023	% Growth 2022-2023
Transport	38.9	48.0	39.5%	23.3%
Food & Beverage	28.6	37.2	30.6%	30.0%
Accommodation	14.2	15.8	13.0%	10.9%
Personal Shopping	5.2	12.0	9.9%	130.1%
Leisure	3.0	2.4	2.0%	-20.0%
Business Shopping	1.1	0.7	0.6%	-37.1%

Accommodation & Transport Solutions 2022- 2023 (% Share)

Accommodation	% Share	
	2022	2023
Friends & Family	68.0%	63.8%
Guest House	7.4%	9.5%
Hotel	5.8%	7.2%
Self-catering	3.4%	3.8%
Lodge	2.3%	3.7%
Bed & Breakfast	2.8%	2.8%
Holiday Home	2.8%	1.7%
Halls	1.0%	0.9%
Other	6.5%	6.5%

Transport Type	% Share	
	2022	2023
Minibus Taxi	35.7%	33.0%
My Own Car	27.7%	32.3%
Someone Else's Car	21.4%	19.9%
Bus (Commercial & Tour)	6.0%	6.8%
Aeroplane	1.9%	3.4%
Rental Car	2.5%	2.3%
Metered Taxi	2.1%	1.2%
Motorcycle	1.1%	0.5%

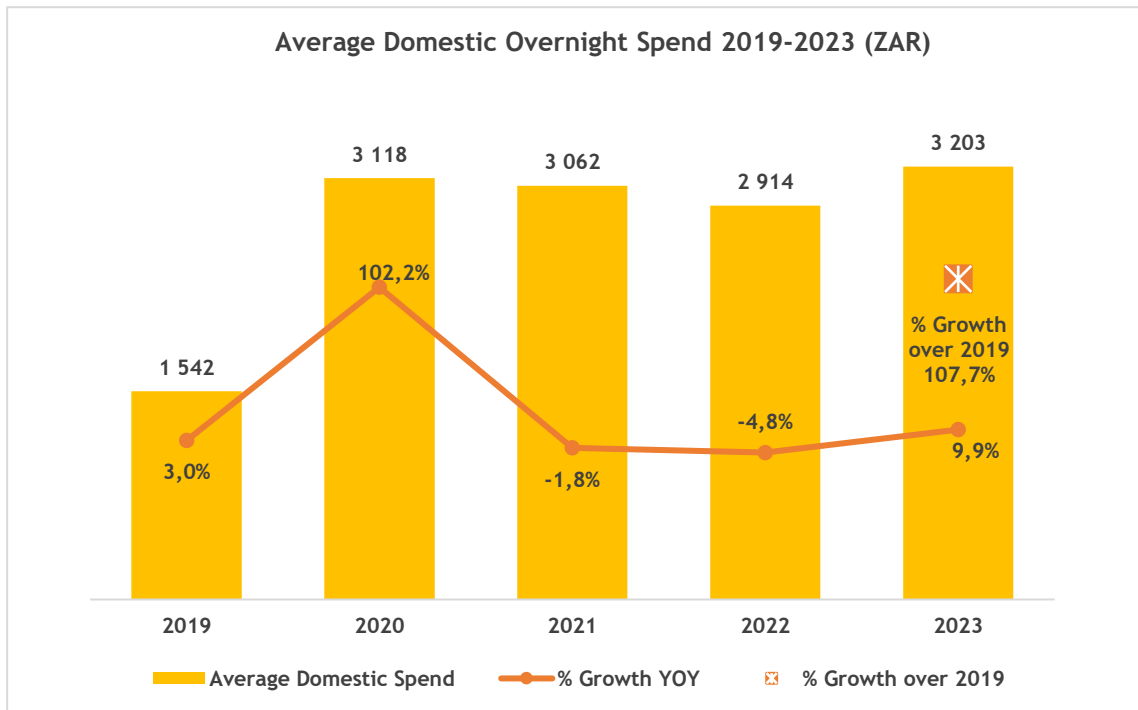
**DOMESTIC
OVERNIGHT SPEND**



**ZAR
121.4 BILLION**

+22.4.0% ▲

The average domestic overnight spend steadily increased in 2023, reaching ZAR 3 203 (a +9.9% increase over 2022) after a remarkable growth of +107.7% over 2019. During 2023, the average spend for personal shopping increased by 55.4% (to ZAR 10 497) over 2022. VFR average spend also increased but to a lesser extent (+20.3% reaching ZAR 2 333) when compared to 2022. However, the average spend for business shopping decreased by -46.4%, and for holiday, MICE, and religion decreased marginally by -11.7%, -11.5%, and -5.8%, respectively.



Average Domestic Overnight Spend by Main Purpose 2022 ~ 2023

Total Domestic Spend	2022	2023	% Growth 2022~2023
Holiday	5 029	4 449	-11.5%
Personal Shopping	6 756	10 497	55.4%
Business Shopping	2 963	1 589	-46.4%
Business Traveller	3 278	3 457	5.5%
MICE	4 704	4 151	-11.7%
Medical	960	1 099	14.4%
VFR	1 940	2 333	20.3%
Religion	1 937	1 824	-5.8%
Other	1 577	2 379	50.8%

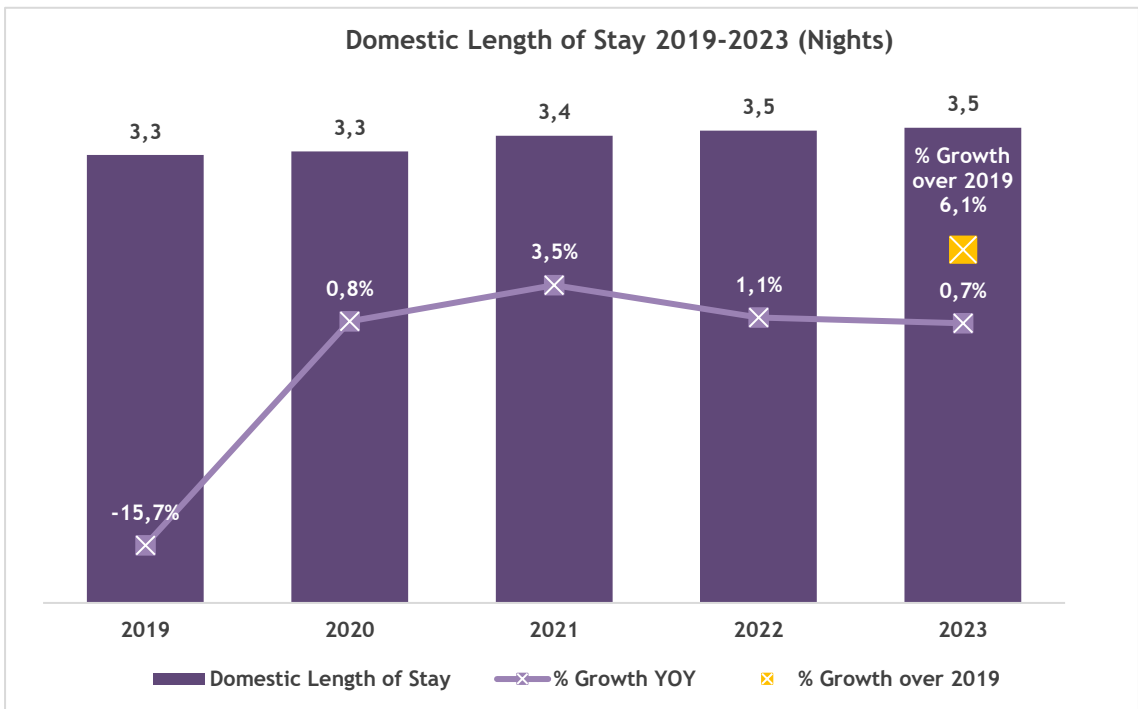
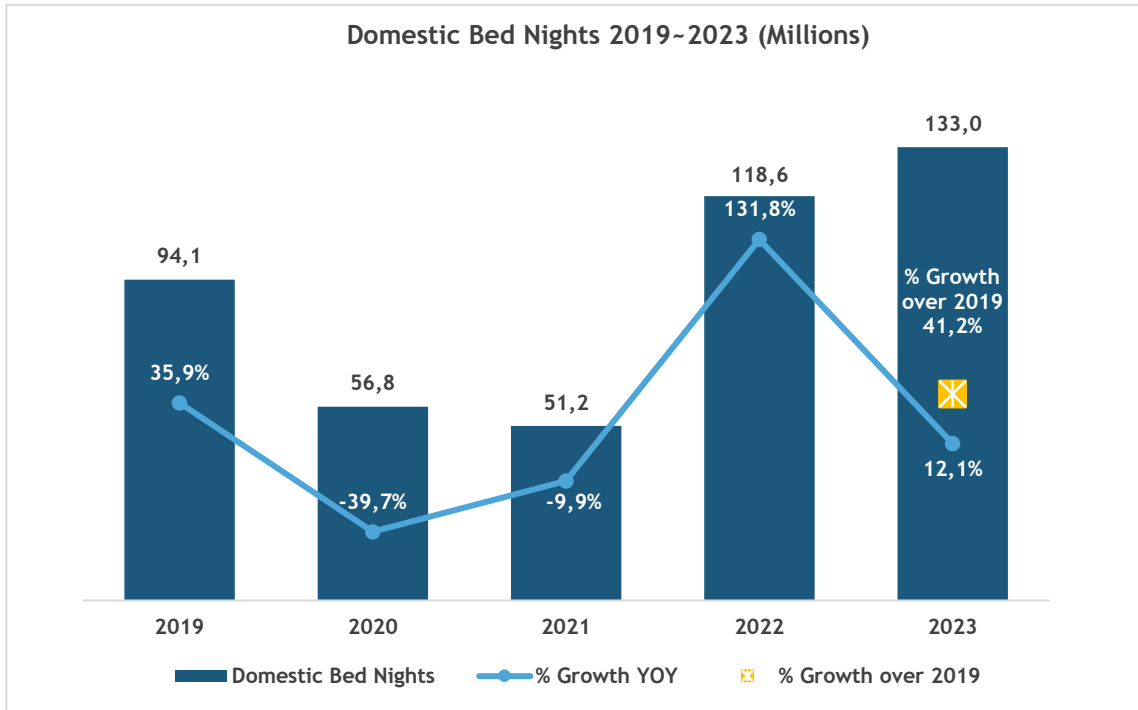
**BED NIGHTS
& LOS**



133.0 MILLION

+12.1.3% ▲

Domestic bed nights reached an all-time high totaling 133.0 million, which represented a further +12.1% increase over 2022 after an increase of 131.8% in 2022. The average domestic length of stay stabilized at 3.5, a +0.7% shift over 2022.



GEOGRAPHIC SPREAD





3.2%

+1.5% ▲

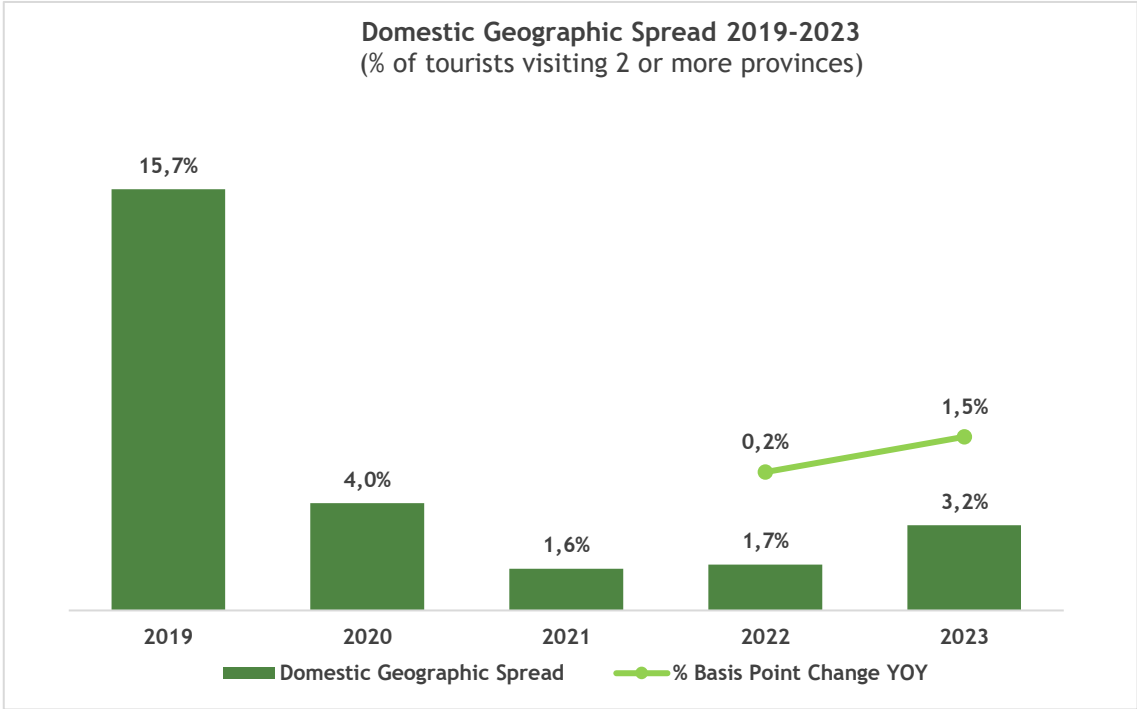
In 2023, not only has Limpopo seen phenomenal growth in share, but it emerged as the leading main destination province, recording the highest number of overnight trips which stood at 7.5 million, and the second-highest overnight spend of ZAR 20.1 billion, and the highest bed nights at 26.8 million. It was closely followed by Gauteng, recording 6.9 million overnight trips. Not surprisingly Gauteng has an overnight spend of ZAR 20.6 billion. The Eastern Cape is the third highest by way of overnight visitors reaching a total of 5.9 million trips with an average spend of ZAR 3 220 it reached a total spend of ZAR 19.0 billion and boasts the highest length of stay at 4.3 nights. KwaZulu-Natal recorded the third highest average overnight spend at ZAR 3 433, resulting in a total spend of ZAR 18.4 billion from its 5.4 million overnight trips. Despite being the fourth largest in terms of overnight trip volume, the Western Cape had the distinction of having the highest average spend, with visitors spending an average of ZAR 4 499.

Domestic Overnight Key Performance Indicators by Main Destination 2023

Main Destination Province	Domestic Overnight Trips (Millions)	Overnight Spend (ZAR Billions)	Average Overnight Spend (ZAR)	Bednights (Millions)	Length of Stay (Nights)
Eastern Cape	5.9	19.0	3 220	25.4	4.3
Free State	2.7	7.1	2 601	7.3	2.7
Gauteng	6.9	20.6	2 965	22.1	3.2
KwaZulu Natal	5.4	18.4	3 433	19.5	3.6
Limpopo	7.5	20.1	2 684	26.8	3.6
Mpumalanga	3.1	12.4	4 069	10.0	3.3
North West	2.0	5.8	2 865	5.9	2.9
Northern Cape	1.1	3.2	2 840	3.5	3.2
Western Cape	3.3	14.8	4 499	12.4	3.8

GEOGRAPHIC SPREAD  **3.2%**  **+1.5%** ▲

Despite these trends and changes, domestic geographic spread (the share of domestic tourists that travel to two or more provinces) is at 3.2%, an increase of +1.5 percentage points against 2022.



GEOGRAPHIC SPREAD

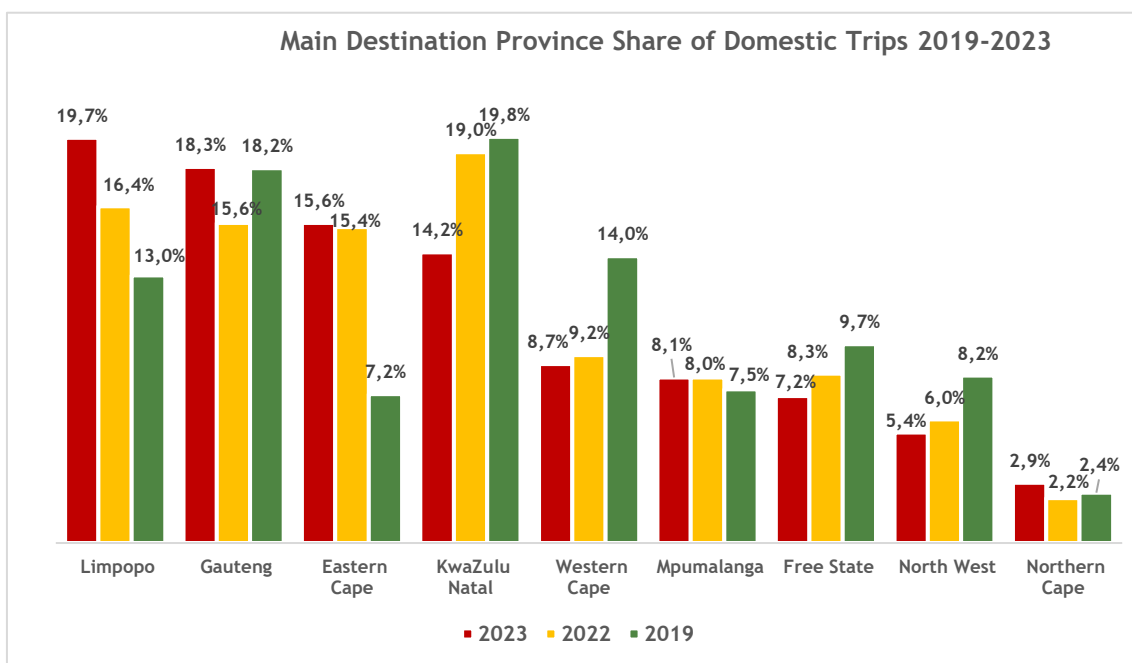


3.2%

+1.5% ▲

MAIN DESTINATION PROVINCE

Main destination provinces visited the most in 2023 were Limpopo, Gauteng, Eastern Cape and KwaZulu-Natal. The Limpopo province share continued to increase steadily since 2019 (13.0%), 2022 (16.4%) and reaching a high of 19.7% in 2023. The number of trips to Limpopo grew by +34.0% between 2023 and 2022. The number of trips to Gauteng increased by +30.8% in 2023 against 2022, however, its share in 2023 remained stable (18.3%) after a minor dip in 2022. The Eastern Cape share has remained strong in 2023 at 15.6%, after having more than doubled in 2022 against 2019. KwaZulu Natal exhibited a sharp decline of -4.8 percentage points against 2022. The Western Cape, Mpumalanga, Free State, Northern Cape, and North West shares remained relatively consistent moving between -1.1 and 0.8 percentage points in 2023, despite the number of trips to the North West increasing by +49.9% over 2022.



No. Domestic Trips by Main Destination Province 2022~2023

Trip Main Destination	2019	2022	2023	% Growth 2022~2023
Limpopo	3 706 813	5 576 219	7 471 443	34.0%
Gauteng	5 189 869	5 301 076	6 935 548	30.8%
Eastern Cape	2 060 312	5 232 173	5 904 208	12.8%
KwaZulu Natal	5 627 157	6 471 414	5 362 942	-17.1%
Western Cape	3 970 874	3 113 821	3 300 246	6.0%
Mpumalanga	2 130 037	2 739 121	3 053 435	11.5%
Free State	2 753 112	2 807 901	2 711 787	-3.4%
North West	2 320 855	2 045 977	2 035 716	-0.5%
Northern Cape	697 004	741 012	1 110 862	49.9%

GEOGRAPHIC SPREAD



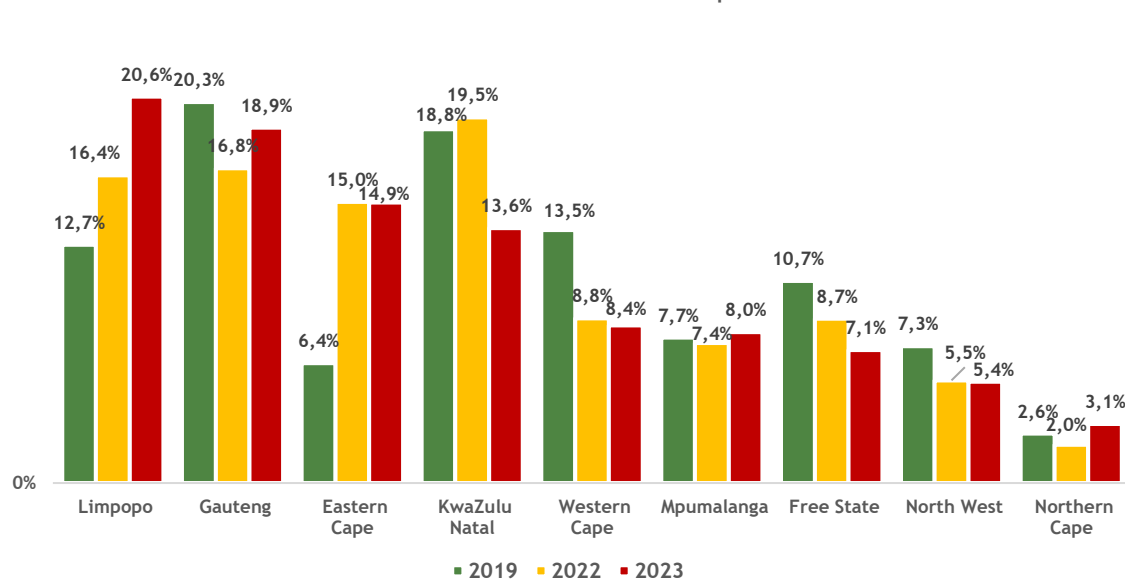
3.2%

+1.5% ▲

DESTINATION PROVINCE

In 2023, the destination provinces' pattern is similar to that of the main destination. With four most frequented destinations' shares standing at Limpopo (20.6%), Gauteng (18.9%), Eastern Cape (14.9%), and KwaZulu Natal (13.6%). The Northern Cape, Limpopo, Gauteng, Mpumalanga, North West, and Western Cape witnessed growths of +82.0%, +48.1%, +33.1%, 27.3%, 16.4%, and 12.8%, respectively, in the number of trips received during 2023. Limpopo as a destination went from strength to strength *across 2019, 2022 and 2023*. Gauteng's share increased slightly after a drop in 2022. The Eastern Cape has managed to retain its share in third place after a significant increase in 2022. KwaZulu-Natal's share dropped sharply as did the number of trips in 2023. The Western Cape has not recovered from its drop in 2022 and its share is in 5th place. Mpumalanga and Northern Cape shares remained relatively stable in 2023. The Free State and North West shares remained stable against 2022 *yet continued below their 2019 levels*.

Destination Province Share of Domestic Trips 2019-2023



No. Domestic Trips by Destination Province 2022-2023

Trip Destination	2019	2022	2023	% Growth 2022-2023
Limpopo	4 170 850	6 310 853	9 348 252	48.1%
Gauteng	6 674 593	6 458 730	8 597 929	33.1%
Eastern Cape	2 096 776	5 769 923	6 780 928	17.5%
KwaZulu Natal	6 198 264	7 504 050	6 164 552	-17.9%
Western Cape	4 431 140	3 379 716	3 812 426	12.8%
Mpumalanga	2 546 151	2 869 795	3 652 213	27.3%
Free State	3 537 526	3 368 989	3 213 973	-4.6%
North West	2 395 704	2 106 305	2 451 855	16.4%
Northern Cape	868 736	785 512	1 429 263	82.0%

GEOGRAPHIC SPREAD



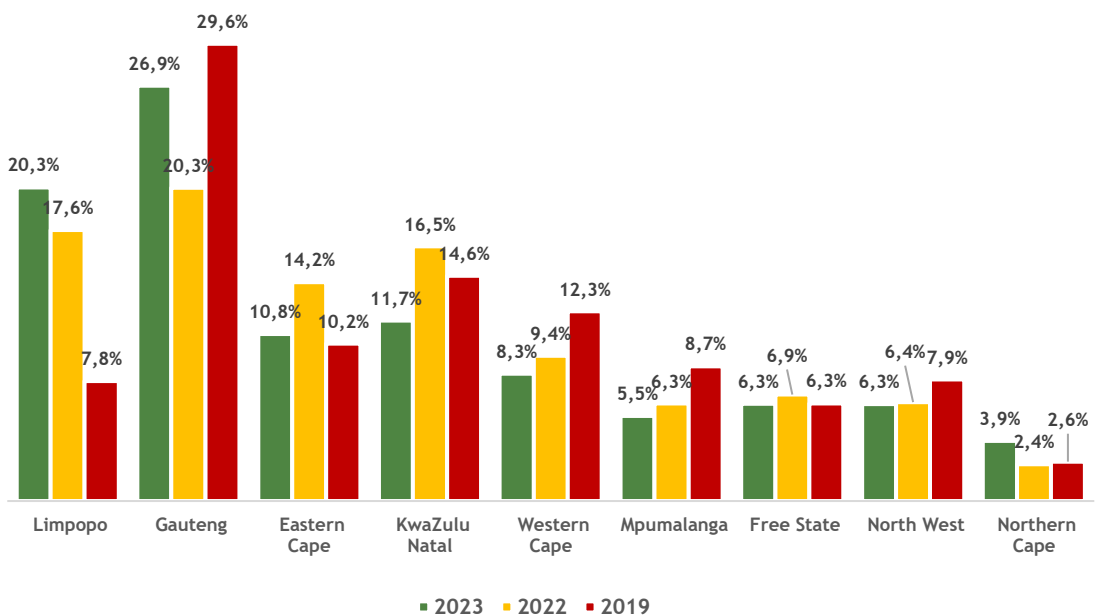
3.2%

+1.5% ▲

ORIGIN PROVINCE

The provinces that trips originate from noted some shifts in 2023. Gauteng has recovered most of its share and is back to 26.9%, resulting from an increase (+47.7%) in trips taken by people from Gauteng. The Northern Cape experienced a notable increase of +81.0% of trips from this province in 2023, increasing its share marginally to 3.9%. Limpopo's share increased to 20.3% as did the number of trips from Limpopo which increased by +28.8%. The number of trips out of KwaZulu Natal, Eastern Cape, Mpumalanga, and Western Cape decreased by -21.1%, -15.1%, -2.9%, and -2.5%, respectively. The shares for these five provinces also decreased in 2023.

Origin Province Share of Domestic Trips 2019-2023



No. Domestic Trips by Origin Province 2022-2023

Trip Origin	2019	2022	2023	% Growth 2022-2023
Limpopo	2 212 685	5 978 995	7 701 031	28.8%
Gauteng	8 434 927	6 905 621	10 200 700	47.7%
Eastern Cape	2 903 800	4 829 665	4 098 228	-15.1%
KwaZulu Natal	4 152 182	5 614 346	4 430 131	-21.1%
Western Cape	3 497 635	3 205 947	3 126 580	-2.5%
Mpumalanga	2 485 326	2 149 474	2 087 858	-2.9%
Free State	1 800 876	2 348 616	2 385 048	1.6%
North West	2 241 408	2 182 029	2 383 424	9.2%
Northern Cape	727 194	814 021	1 473 186	81.0%

GEOGRAPHIC SPREAD

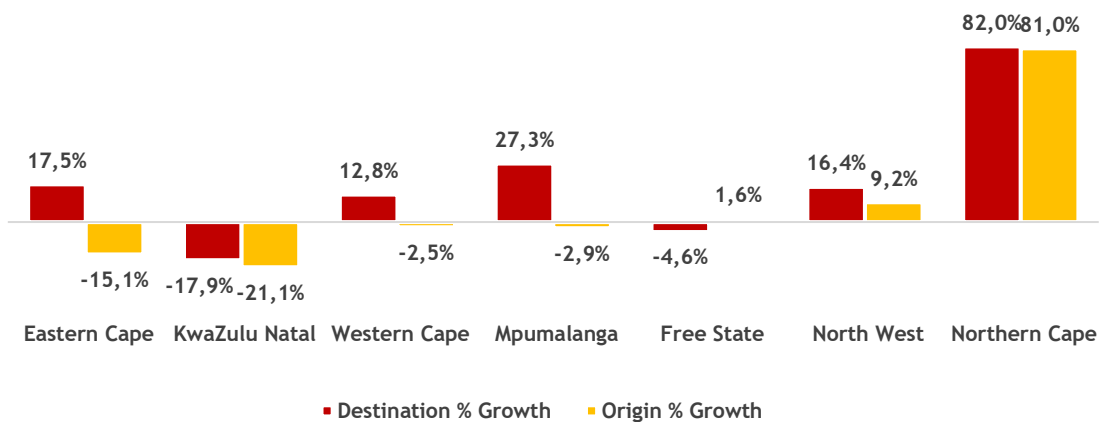


3.2%

+1.5% ▲

When comparing the destination and origin side by side, it can be seen that KwaZulu Natal has experienced severe losses both as a destination and as a province of origin. Whereas the Northern Cape, Limpopo, Gauteng, and North West have increased on both fronts as a destination and as the source province. The Eastern Cape, Mpumalanga, and Western Cape have grown as destination provinces but decreased as origin provinces.

Destination & Origin Province Growth 2022-2023



Over 70.0% of domestic trips in Limpopo and Northern Cape were made by their own residents. The three coastal provinces, Eastern Cape, Western Cape, and KwaZulu-Natal, also rely on their own residents, with percentages of 59.9%, 57.9%, and 59.1%, respectively, but they also received a good portion from Gauteng (14.7%, 16.4%, and 25.7%, respectively). A substantial portion of trips taken to Gauteng originated from Limpopo (20.9%). In all provinces, local residents accounted for the bulk of domestic trips, with the sole exception being Mpumalanga, where Gauteng (38.5%) and Limpopo (21.2%) were its primary sources.

Share of Domestic Destination by Origin 2023

(Destination across, Origin going down)

		Destination								
2023		Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Origin	Eastern Cape	59.9%	0.3%	2.2%	3.0%	0.0%	0.0%	0.0%	0.0%	6.8%
	Free State	5.6%	55.7%	6.2%	0.7%	0.1%	0.3%	10.4%	7.0%	4.5%
	Gauteng	14.7%	22.7%	42.5%	25.7%	20.8%	38.5%	8.1%	32.7%	16.4%
	KwaZulu Natal	4.6%	0.3%	7.8%	57.9%	0.2%	2.2%	0.0%	0.0%	4.8%
	Limpopo	0.6%	0.9%	20.9%	6.7%	74.3%	21.2%	2.3%	6.3%	2.2%
	Mpumalanga	1.2%	0.0%	7.5%	2.7%	2.3%	33.1%	0.0%	1.3%	0.3%
	Northern Cape	0.8%	4.8%	3.0%	0.0%	0.0%	0.8%	70.9%	4.9%	5.8%
	North West	0.8%	15.0%	7.7%	0.1%	2.1%	3.7%	5.2%	47.9%	0.0%
	Western Cape	11.7%	0.4%	2.2%	3.1%	0.2%	0.2%	3.1%	0.0%	59.1%

**GEOGRAPHIC
SPREAD**



3.2%

+1.5% ▲

Share analysis versus 2022 indicates highlights that Eastern Cape, KwaZulu Natal, Mpumalanga and the Western Cape are relying less on their own residents and higher reliance on Gauteng residents has emerged.

Difference in Share of Domestic Destination by Origin 2022~2023
(Destination across, Origin going down)

		Destination								
2023-2022		Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Origin	Eastern Cape	-11.9%	-11.8%	1.6%	-2.2%	-0.9%	-0.8%	-8.6%	-0.4%	6.8%
	Free State	-10.1%	19.9%	-12.9%	-2.2%	-16.5%	-21.9%	-16.9%	-42.6%	4.5%
	Gauteng	13.5%	6.4%	-32.1%	25.0%	18.5%	38.5%	-8.4%	27.2%	16.4%
	KwaZulu Natal	1.2%	-4.6%	7.8%	-19.0%	-6.3%	0.4%	0.0%	0.0%	-0.9%
	Limpopo	0.1%	-1.8%	20.9%	-3.2%	4.1%	19.5%	1.6%	6.3%	-19.9%
	Mpumalanga	-2.7%	-3.2%	7.5%	0.0%	2.0%	-20.6%	-5.2%	-3.9%	-3.1%
	Northern Cape	-2.4%	-4.2%	1.6%	-1.0%	-1.3%	-0.9%	29.8%	4.9%	5.8%
	North West	0.8%	1.0%	3.5%	-0.4%	2.1%	-12.4%	4.7%	13.8%	-16.0%
	Western Cape	11.4%	-1.5%	2.2%	3.1%	-1.9%	-1.7%	3.1%	-5.3%	6.3%



South Africa

Inspiring new ways

CEPTION

**DOMESTIC DAY
TRIPS**



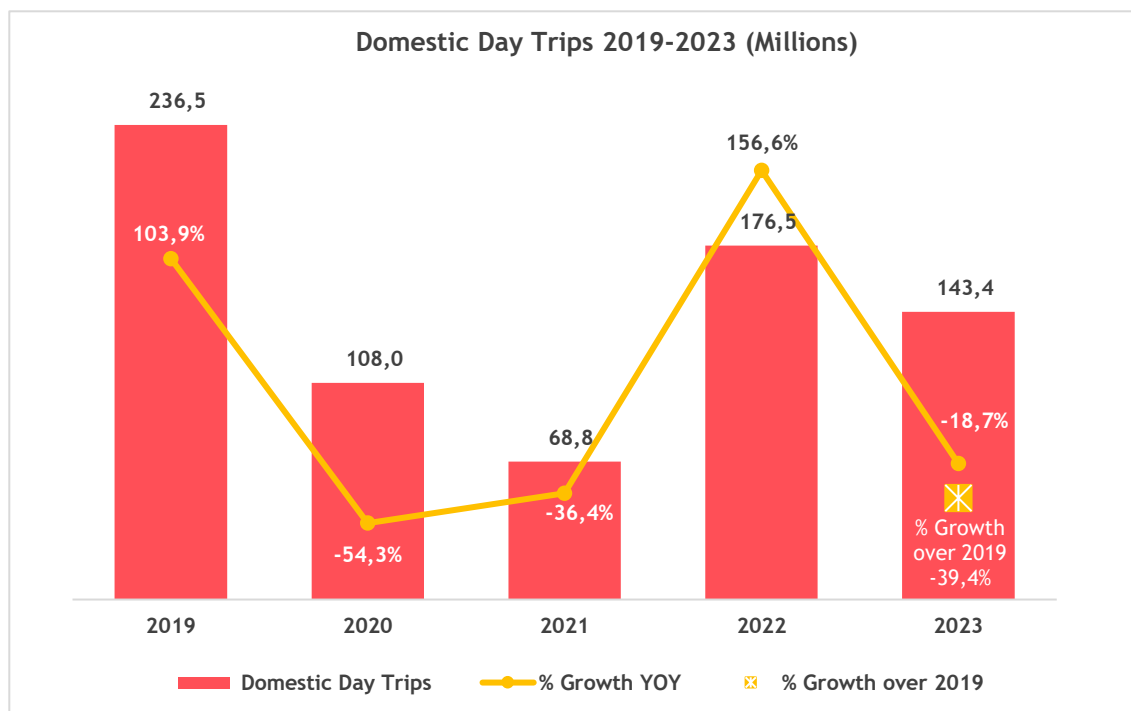
DOMESTIC DAY TRIPS



143.4 MILLION

-18.7% ▼

In 2023, domestic day trips amounted to 143.4 million, reflecting a -18.7% decrease compared to 2022. This decrease follows an astounding increase of +156.6% in 2022. The distribution of reasons for domestic day trips was stable between 2022 and 2023. Categories such as MICE, sport participant, and business travel have increased by +44.3%, +37.6% and +10.7% over 2022, respectively, while all the other categories decreased against 2022.



Domestic Day Trips by Purpose (Actual Millions, Share & Growth YOY or Growth 2019-2023)

Purpose	Day Trips (Millions)		% Share		% Growth 2022-2023	% Growth 2019-2023
	2022	2023	2022	2023		
VFR	47.2	39.0	26.9%	27.8%	-17.4%	45.1%
Personal Shopping	47.1	26.3	26.8%	18.8%	-44.1%	50.7%
Holiday	33.2	33.9	18.9%	24.1%	1.9%	15.7%
Business Travel	9.5	10.5	5.4%	7.5%	10.7%	-4.1%
Medical	4.9	2.6	2.8%	1.9%	-46.6%	50.2%
MICE	3.7	5.3	2.1%	3.8%	44.3%	53.4%
Religious	3.1	2.4	1.7%	1.7%	-22.6%	76.2%
Business Shopping	2.5	1.5	1.4%	1.1%	-40.6%	66.2%
Education/Training	2.2	0.9	1.2%	0.6%	-60.7%	90.6%
Sport Participant	1.6	2.2	0.9%	1.5%	37.6%	42.1%
Other	20.8	15.7	11.8%	11.2%	-24.6%	-6.7%

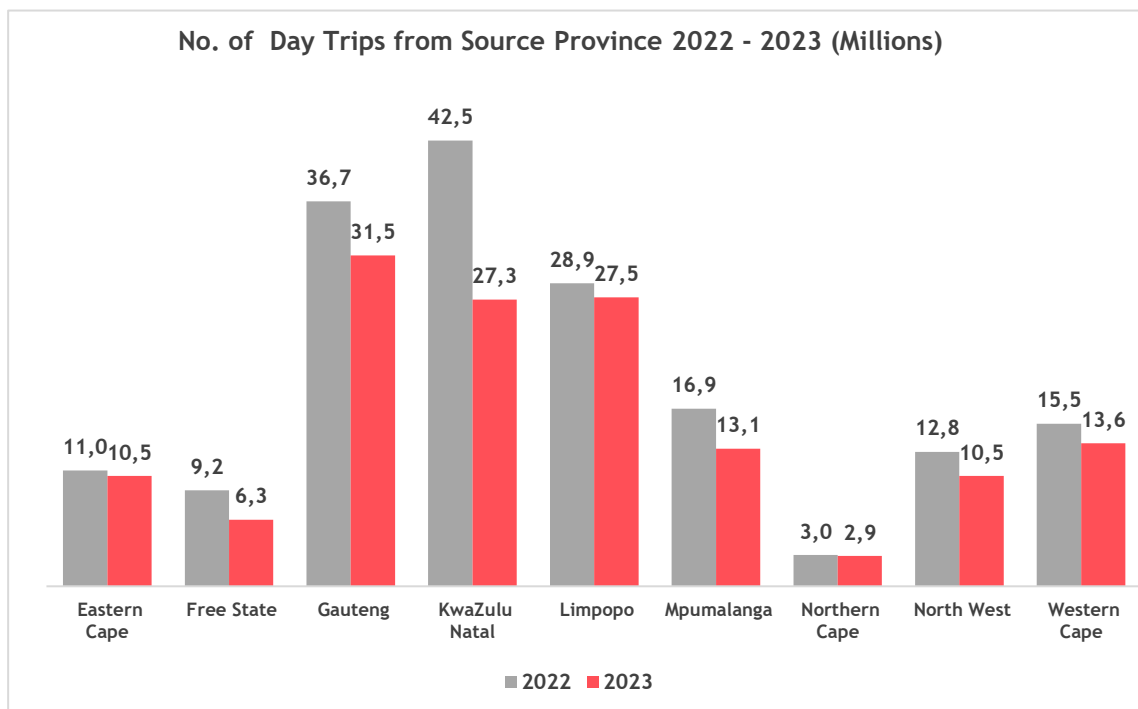
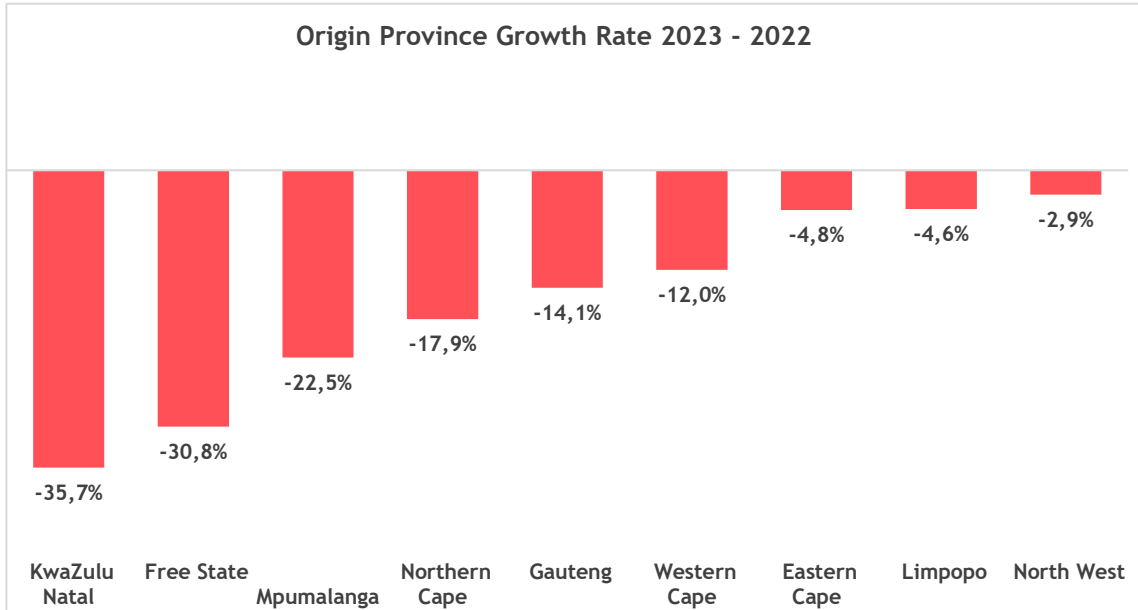
DOMESTIC DAY TRIPS



143.4 MILLION

-18.7% ▼

In 2023, negative growth rates in domestic day trips generation were observed across all origin provinces. KwaZulu-Natal experienced the steepest decline at -35.7%, followed by the Free State at -30.8%. On the other end, North West province experienced the least decline (-2.9%), followed by Limpopo (-4.6%) and then Eastern Cape (-4.8%). In the middle were Mpumalanga (-22.5%), Northern Cape (-17.9%), Gauteng (-14.1%), Western Cape (-12.0%), and North West (-2.9%).



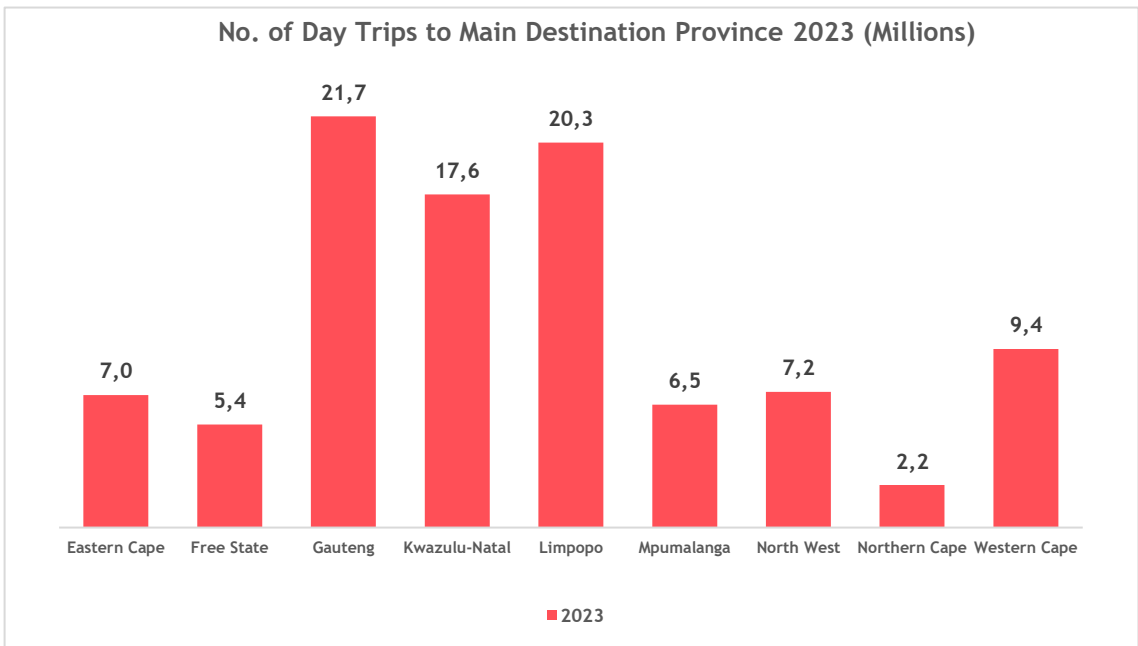
DOMESTIC DAY TRIPS



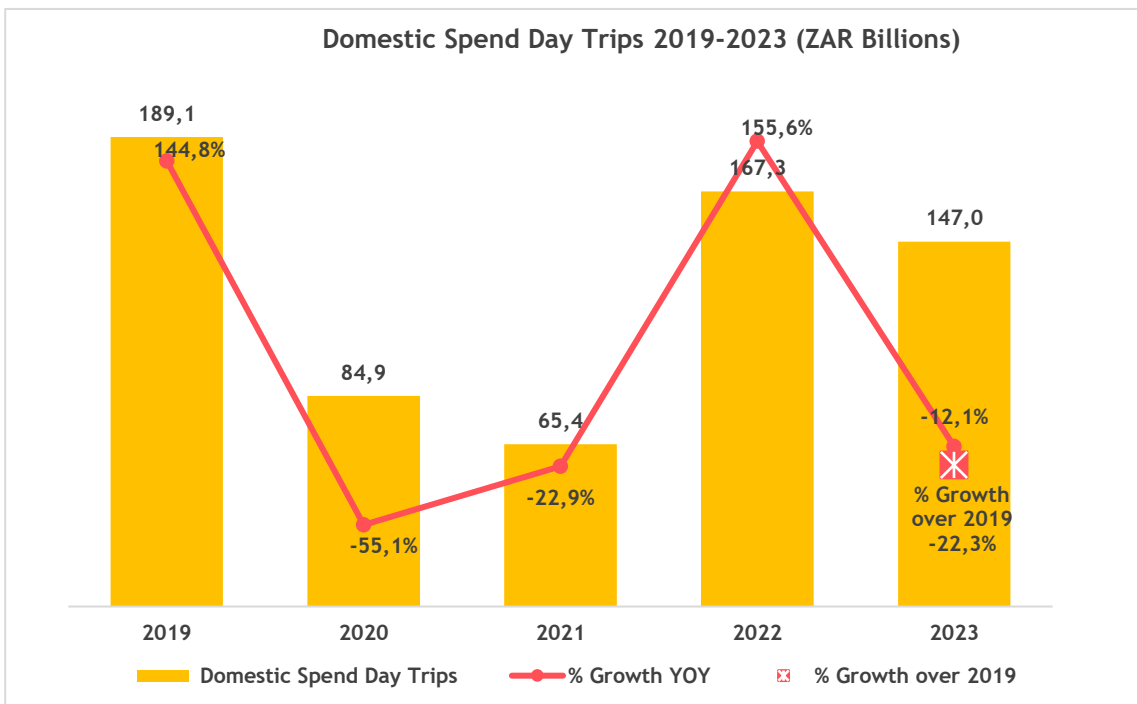
143.4 MILLION

-18.7% ▼

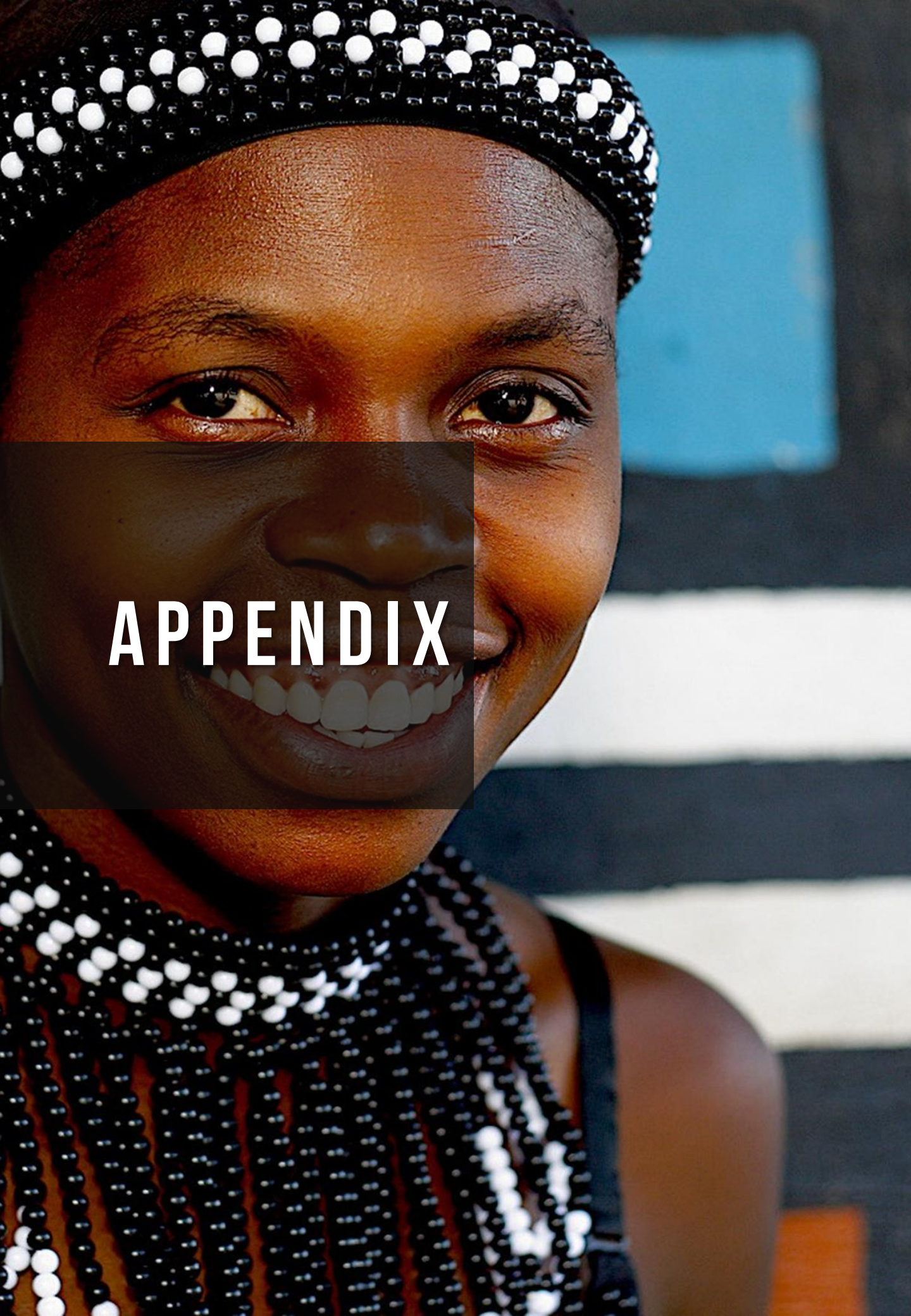
In 2023, Gauteng emerged as the province receiving the highest number of day trips, with travellers marking it as their primary destination and accounting for 21.7 million day trips. Limpopo was a close second, drawing 20.3 million day trips, followed closely by KwaZulu-Natal which received 17.6 million trips. On the other end of the spectrum, the Northern Cape registered as the least frequented destination for day trips, with just 2.2 million recorded.



In 2023, Domestic day trips spend declined by -12.1% against 2022, amounting to ZAR 147 billion. This drop has increased the negative growth rate over 2019 to -22.3%.



Data reported for no. of day trips to Main Destination is based on 9 months data (Quarter 2 - Quarter 4 2023).



APPENDIX

A person wearing a helmet and outdoor gear is silhouetted against a bright, golden sunset. The person is looking out over a landscape with rolling hills and some vegetation. The sky is filled with soft, golden light and wispy clouds. The overall mood is serene and adventurous.

INTERNATIONAL TOURISTS ARRIVALS

APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	2021	2022	2023	% YOY GROWTH
Africa	1 873 609	4 237 261	6 410 392	51.3%
Botswana	103 158	262 232	363 025	38.4%
Lesotho	355 255	835 921	1 163 826	39.2%
Malawi	56 313	114 352	138 918	21.5%
Mozambique	522 866	944 308	1 341 037	42.0%
Namibia	91 471	137 388	160 078	16.5%
Swaziland	177 650	403 762	733 949	81.8%
Zambia	68 669	116 076	145 244	25.1%
Zimbabwe	410 730	1 233 790	2 106 940	70.8%
Angola	9 312	32 194	39 265	22.0%
Dem Rep of Congo	12 918	17 571	23 211	32.1%
Ethiopia	2 844	5 001	6 489	29.8%
Ghana	8 249	14 381	14 724	2.4%
Kenya	7 946	21 308	42 403	99.0%
Nigeria	11 735	16 104	18 809	16.8%
Tanzania	13 248	26 268	34 240	30.3%
Uganda	4 302	9 294	12 874	38.5%
Other Africa	16 943	47 311	65 360	38.1%
Asia	43 654	117 852	199 308	69.1%
China including Hong Kong	6 582	12 224	37 341	205.5%
India	17 662	55 506	79 774	43.7%
Japan	1 194	5 513	13 176	139.0%
Malaysia	541	2 764	5 659	104.7%
Singapore	222	2 821	7 292	158.5%
Rep of Korea (South)	1363	5103	10436	104.5%
Other Asia	16 090	33 921	45 630	34.5%
Australasia	4 932	65 288	105 888	62.2%
Australia	4 059	53 769	86 250	60.4%
New Zealand	857	11 290	19 349	71.4%
Other Australasia	16	229	289	26.2%
CENTRAL & SOUTH AMERICA	9 889	28 516	46 870	64.4%
Argentina	587	2 381	3 805	59.8%
Brazil	5 366	14 727	25 672	74.3%
Chile	325	1 128	2 173	92.6%
Other Central & South America	3 611	10 280	15 220	48.1%
Europe	217 241	900 703	1 244 877	38.2%
Austria	3 914	14 043	20 894	48.8%
Belgium	9 106	34 826	46 348	33.1%
Denmark	3 424	14 240	17 995	26.4%
Finland	1 167	4 424	6 580	48.7%
France	19 761	76 077	119 974	57.7%
Germany	44 388	173 146	245 259	41.6%
Ireland	3 920	20 817	27 282	31.1%
Italy	6 576	32 357	52 091	61.0%
Netherlands	21 757	90 289	131 371	45.5%
Norway	1 657	9 149	13 048	42.6%
Portugal	5 914	16 092	19 285	19.8%
Russian Fed	10 625	16 234	28 357	74.7%
Spain	6 609	23 304	32 020	37.4%
Sweden	4 872	17 381	24 543	41.2%
Switzerland	11 375	33 257	42 654	28.3%
Turkey	2 498	8 840	12 925	46.2%
UK	45 777	283 031	356 160	25.8%
Other Europe	13 901	33 196	48 091	44.9%
Middle East	12 574	40 628	54 339	33.7%
United Arab Emirates	261	3 100	6 511	110.0%
Other Middle East	12 313	37 528	47 828	27.4%
North America	89 514	297 684	409 031	37.4%
Canada	7 494	35 501	55 056	55.1%
USA	82 020	262 183	353 975	35.0%
UNSPECIFIED	4 286	10 130	12 628	24.7%
TOTAL	2 255 699	5 698 062	8 483 333	48.88%

A photograph of two people wearing helmets, possibly on a hike or in a field, silhouetted against a bright, golden sunset sky. The scene is set on a hillside with some vegetation. A semi-transparent dark grey rectangle is overlaid on the center of the image, containing the text.

**SPEND IN SOUTH
AFRICA**

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY				
	2021	2022	2023	% YOY GROWTH
AFRICA	R10 564 636 720	R23 314 729 018	R42 639 448 156	82.9%
Botswana	R330 808 125	R884 843 305	R1 333 273 934	50.7%
Lesotho	R1 414 937 766	R2 115 117 032	R2 469 940 106	16.8%
Malawi	R471 201 570	R1 433 192 294	R3 728 517 354	160.2%
Mozambique	R3 640 703 698	R3 610 613 606	R4 159 516 761	15.2%
Namibia	R543 799 992	R1 116 654 230	R1 206 914 242	8.1%
Swaziland	R336 114 204	R757 176 700	R1 292 598 739	70.7%
Zambia	R438 111 607	R1 500 082 283	R3 388 961 489	125.9%
Zimbabwe	R1 963 302 915	R7 870 082 703	R19 967 099 192	153.7%
Angola	R204 016 807	R966 699 888	R980 660 068	1.4%
DRC	R239 589 476	R521 338 630	R691 341 685	32.6%
Ethiopia	R43 497 440	R79 923 393	R97 812 470	22.4%
Ghana	R124 619 381	R322 597 500	R375 024 399	16.3%
Kenya	R106 983 702	R351 135 935	R736 634 575	109.8%
Nigeria	R209 728 366	R369 052 406	R427 747 123	15.9%
Tanzania	R133 738 310	R352 111 760	R388 896 156	10.4%
Uganda	R54 327 663	R164 729 611	R266 423 455	61.7%
Other Africa	R309 155 698	R899 377 741	R1 128 086 408	25.4%
ASIA	R729 626 188	R2 090 050 251	R4 072 482 235	94.9%
China including Hong Kong	R147 178 389	R283 791 297	R1 048 055 434	269.3%
India	R316 901 483	R989 812 158	R1 551 629 243	56.8%
Japan	R34 698 579	R125 810 974	R270 059 074	114.7%
Malaysia	R8 565 355	R46 233 334	R99 248 768	114.7%
Singapore	R10 977 864	R66 542 104	R135 362 891	103.4%
South Korea	R52 388 502	R98 405 770	R212 573 048	116.0%
Other Asia	R158 916 017	R479 454 613	R755 553 776	57.6%
AUSTRALASIA	R292 570 941	R1 622 538 131	R2 575 941 351	58.8%
Australia	R240 715 480	R1 350 310 348	R2 081 470 016	54.1%
New Zealand	R51 632 400	R269 607 745	R488 145 451	81.1%
Other Australasia	R223 062	R2 620 037	R6 325 884	141.4%
CENTRAL & SOUTH AMERICA	R225 473 489	R731 269 059	R1 111 434 771	52.0%
Argentina	R21 507 808	R76 199 085	R119 408 454	56.7%
Brazil	R112 892 203	R395 543 462	R655 567 163	65.7%
Chile	R16 203 532	R31 989 376	R53 972 835	68.7%
Other Central & South America	R74 869 945	R227 537 136	R282 486 318	24.1%
EUROPE	R6 058 005 443	R21 514 444 288	R31 890 969 401	48.2%
Austria	R120 140 539	R371 407 141	R629 706 464	69.5%
Belgium	R241 489 542	R749 340 555	R967 678 371	29.1%
Denmark	R110 426 089	R412 262 597	R559 634 029	35.7%
Finland	R26 005 776	R139 142 227	R207 057 682	48.8%
France	R531 603 477	R1 782 044 571	R2 957 371 819	66.0%
Germany	R1 351 301 507	R4 374 518 322	R6 329 482 938	44.7%
Ireland	R101 515 884	R483 318 343	R656 259 904	35.8%
Italy	R168 888 455	R664 948 398	R1 124 330 908	69.1%
Netherlands	R618 825 566	R2 152 139 805	R3 100 610 723	44.1%
Norway	R71 699 114	R211 177 815	R358 814 844	69.9%
Portugal	R77 714 888	R238 608 256	R404 712 694	69.6%
Russian Fed	R180 333 900	R460 072 016	R886 139 013	92.6%
Spain	R130 786 107	R492 796 097	R770 646 757	56.4%
Sweden	R150 220 588	R388 521 654	R584 918 457	50.5%
Switzerland	R375 897 489	R999 515 981	R1 408 061 532	40.9%
Turkey	R80 702 919	R225 269 982	R369 844 540	64.2%
UK	R1 491 927 666	R6 670 832 462	R9 433 481 231	41.4%
Other Europe	R228 525 936	R698 528 067	R1 142 217 494	63.5%
MIDDLE EAST	R309 696 717	R1 089 036 578	R1 327 538 782	21.9%
UAE	R12 950 393	R84 202 662	R119 730 561	42.2%
Other Middle East	R296 746 324	R1 004 833 917	R1 207 808 222	20.2%
NORTH AMERICA	R2 630 106 067	R9 278 531 109	R11 138 415 974	20.0%
Canada	R283 584 853	R938 718 633	R1 262 730 517	34.5%
USA	R2 346 271 913	R8 339 761 016	R9 875 520 668	18.4%
Other North American	R249 302	R51 459	R164 788	220.2%
TOTAL	R20 810 115 566	R59 640 598 434	R94 756 230 670	58.9%

APPENDIX

AVERAGE SPEND				
	2021	2022	2023	% YOY GROWTH
AFRICA	R5 900	R5 600	R6 900	23.2%
Botswana	R3 300	R3 500	R3 800	8.6%
Lesotho	R4 000	R2 600	R2 200	-15.4%
Malawi	R8 800	R12 500	R27 100	116.8%
Mozambique	R7 000	R3 900	R3 200	-17.9%
Namibia	R6 300	R8 200	R7 500	-8.5%
Swaziland	R1 900	R1 900	R1 700	-10.5%
Zambia	R6 700	R12 900	R23 600	82.9%
Zimbabwe	R5 300	R6 300	R9 600	52.4%
Angola	R24 400	R34 600	R30 400	-12.1%
DRC	R30 300	R34 600	R34 400	-0.6%
Ethiopia	R17 800	R18 600	R17 100	-8.1%
Ghana	R20 400	R23 400	R27 500	17.5%
Kenya	R17 000	R17 900	R19 600	9.5%
Nigeria	R23 600	R26 200	R26 200	0.0%
Tanzania	R23 000	R21 900	R19 100	-12.8%
Uganda	R20 100	R19 300	R22 500	16.6%
Other Africa	R25 500	R24 900	R21 900	-12.0%
ASIA	R21 800	R22 700	R24 600	8.4%
China including Hong Kong	R21 600	R31 000	R30 700	-1.0%
India	R21 700	R21 200	R22 600	6.6%
Japan	R16 900	R24 200	R21 600	-10.7%
Malaysia	R15 300	R18 500	R19 300	4.3%
Singapore	R25 100	R24 800	R19 200	-22.6%
South Korea	R31 100	R23 600	R23 000	-2.5%
Other Asia	R21 900	R22 100	R26 300	19.0%
AUSTRALASIA	R23 200	R25 700	R25 700	0.0%
Australia	R22 500	R26 000	R25 500	-1.9%
New Zealand	R27 200	R24 700	R26 500	7.3%
Other Australasia	R55 700	R17 800	R49 400	177.5%
CENTRAL & SOUTH AMERICA	R21 200	R31 900	R30 200	-5.3%
Argentina	R16 000	R34 600	R32 900	-4.9%
Brazil	R20 100	R30 900	R29 200	-5.5%
Chile	R21 200	R30 900	R26 300	-14.9%
Other Central & South America	R25 400	R33 000	R32 700	-0.9%
EUROPE	R24 000	R25 900	R28 300	9.3%
Austria	R26 600	R28 100	R32 700	16.4%
Belgium	R23 600	R23 900	R23 900	0.0%
Denmark	R22 300	R30 200	R32 900	8.9%
Finland	R18 400	R33 700	R33 500	-0.6%
France	R22 600	R25 900	R28 100	8.5%
Germany	R24 800	R27 200	R28 500	4.8%
Ireland	R22 600	R24 300	R27 200	11.9%
Italy	R20 600	R22 200	R23 400	5.4%
Netherlands	R24 300	R26 600	R27 700	4.1%
Norway	R27 700	R25 300	R29 100	15.0%
Portugal	R19 200	R23 900	R31 500	31.8%
Russian Fed	R26 200	R30 100	R33 300	10.6%
Spain	R21 000	R23 500	R27 100	15.3%
Sweden	R24 600	R23 500	R25 000	6.4%
Switzerland	R30 100	R32 100	R36 000	12.1%
Turkey	R35 300	R28 300	R31 600	11.7%
UK	R23 200	R24 600	R27 700	12.6%
Other Europe	R22 000	R27 300	R31 200	14.3%
MIDDLE EAST	R28 600	R30 900	R27 600	-10.7%
UAE	R17 600	R27 900	R19 300	-30.8%
Other Middle East	R29 400	R31 200	R28 800	-7.7%
NORTH AMERICA	R30 700	R32 900	R31 800	-3.3%
Canada	R27 600	R28 300	R25 100	-11.3%
USA	R31 100	R33 500	R32 900	-1.8%
Other North American	R83 100	R12 800	R41 100	221.1%
OVERALL	R9 500	R10 900	R11 800	8.3%

APPENDIX

TFDS BY PURPOSE OF VISIT			
	2021	2022	2023
Holiday	R6 388 114 217	R20 780 466 282	R30 400 766 205
Personal Shopping	R490 128 778	R1 753 559 811	R3 033 476 997
Business Shopping	R3 289 152 914	R4 729 108 045	R12 612 122 279
Business Traveller	R1 821 940 008	R5 167 396 396	R8 546 262 975
MICE	R1 047 052 530	R3 725 011 663	R4 897 137 638
Medical	R474 576 641	R1 471 299 539	R1 861 460 680
VFR	R4 839 790 879	R17 295 762 804	R26 074 108 536
Religion	R64 282 940	R225 165 276	R765 314 831

A person wearing a white jacket and a white helmet is seen from the side, looking out over a vast landscape at sunset. The sky is filled with soft, golden light, and the horizon is visible in the distance. The person's silhouette is dark against the bright background. The text is overlaid on a semi-transparent dark rectangle in the center of the image.

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

APPENDIX

BED NIGHTS BY COUNTRY				
	2021	2022	2023	% YOY GROWTH
AFRICA	19 136 336	45 180 190	81 484 013	80.4%
Botswana	467 362	1 100 044	1 565 858	42.3%
Lesotho	6 018 834	11 897 170	15 076 754	26.7%
Malawi	645 029	1 481 808	1 797 642	21.3%
Mozambique	3 658 361	7 608 012	13 408 768	76.2%
Namibia	1 056 848	1 834 553	1 533 755	-16.4%
eSwatini	821 588	3 535 086	7 249 527	105.1%
Zambia	828 853	1 271 586	1 544 393	21.5%
Zimbabwe	4 200 680	13 727 129	36 027 600	162.5%
Angola	135 669	460 832	446 551	-3.1%
DRC	184 949	327 318	435 303	33.0%
Ethiopia	82 804	66 625	85 813	28.8%
Ghana	115 010	236 090	207 693	-12.0%
Kenya	142 261	252 597	520 182	105.9%
Nigeria	242 491	250 867	285 526	13.8%
Tanzania	129 472	301 225	267 831	-11.1%
Uganda	63 561	166 615	252 604	51.6%
Other Africa	342 564	662 633	778 212	17.4%
ASIA	1 098 683	2 018 962	3 373 097	67.1%
China including Hong Kong	189 158	195 866	710 743	262.9%
India	552 387	981 814	1 331 309	35.6%
Japan	30 696	84 955	194 693	129.2%
Malaysia	12 518	57 802	113 710	96.7%
Singapore	8 084	53 575	65 933	23.1%
South Korea	64 011	103 631	188 153	81.6%
Other Asia	241 828	541 319	768 557	42.0%
AUSTRALASIA	226 480	1 158 814	1 711 456	47.7%
Australia	186 840	921 330	1 362 893	47.9%
New Zealand	39 478	233 510	345 210	47.8%
Other Australia	162	3 974	3 353	-15.6%
CENTRAL & SOUTH AMERICA	238 947	422 240	634 929	50.4%
Argentina	19 375	41 638	69 914	67.9%
Brazil	117 414	227 836	376 696	65.3%
Chile	14 187	16 526	27 473	66.2%
Other Central & South America	87 971	136 241	160 846	18.1%
EUROPE	5 064 222	15 165 605	17 937 481	18.3%
Austria	90 819	263 259	310 361	17.9%
Belgium	190 021	612 220	670 073	9.4%
Denmark	86 091	245 288	274 781	12.0%
Finland	17 598	89 196	101 196	13.5%
France	481 419	1 371 509	1 771 340	29.2%
Germany	1 042 540	3 037 164	3 738 266	23.1%
Ireland	97 409	319 162	385 211	20.7%
Italy	169 456	533 738	649 135	21.6%
The Netherlands	514 901	1 609 735	1 832 428	13.8%
Norway	49 398	155 698	215 332	38.3%
Portugal	67 208	188 572	189 040	0.2%
Russian Federation	145 940	276 773	479 395	73.2%
Spain	122 564	374 237	404 602	8.1%
Sweden	141 088	299 964	369 775	23.3%
Switzerland	270 057	555 475	659 913	18.8%
Turkey	70 635	147 924	179 925	21.6%
Uk	1 235 409	4 525 355	5 093 895	12.6%
Other Europe	271 670	560 337	612 814	9.4%
MIDDLE EAST	257 774	725 583	1 108 362	52.8%
United Arab Emirates	8 937	64 071	108 677	69.6%
Other Middle East	248 837	661 511	999 685	51.1%
NORTH AMERICA	1 487 696	4 796 232	5 528 290	15.3%
Canada	200 318	642 929	786 039	22.3%
USA	1 287 089	4 153 261	4 742 175	14.2%
Other North America	289	43	75	74.4%
TOTAL	27 510 138	69 467 626	111 777 628	60.9%

APPENDIX

AVERAGE LENGTH OF STAY BY COUNTRY				
	2021	2022	2023	% YOY GROWTH
AFRICA	10.7	10.7	12.8	19.2%
Botswana	4.6	4.2	4.3	2.9%
Lesotho	17.0	14.2	13.0	-9.0%
Malawi	12.1	13.0	12.9	-0.1%
Mozambique	7.0	8.1	10.0	24.2%
Namibia	12.1	13.4	9.6	-28.2%
eSwatini	4.6	8.8	9.9	12.8%
Zambia	12.6	11.0	10.6	-2.9%
Zimbabwe	11.3	11.1	17.1	53.7%
Angola	16.1	16.4	13.8	-15.7%
DRC	23.3	21.5	21.5	0.3%
Ethiopia	34.0	15.5	14.8	-4.4%
Ghana	18.8	17.0	15.2	-10.8%
Kenya	21.5	12.8	13.7	7.5%
Nigeria	27.2	17.8	17.4	-2.5%
Tanzania	22.0	18.6	13.1	-29.6%
Uganda	23.0	19.4	21.2	9.3%
Other Africa	27.9	18.2	15.0	-17.3%
ASIA	32.6	21.8	20.2	-7.1%
China including Hong Kong	27.8	21.3	20.8	-2.6%
India	37.2	20.9	19.3	-7.5%
Japan	15.0	16.3	15.5	-4.8%
Malaysia	22.4	22.5	22.2	-1.7%
Singapore	18.5	19.3	9.2	-52.3%
South Korea	38.0	24.6	20.1	-18.2%
Other Asia	33.1	24.8	25.9	4.6%
AUSTRALASIA	18.0	18.4	16.9	-8.1%
Australia	17.5	17.7	16.5	-6.9%
New Zealand	20.8	21.4	18.7	-12.9%
Other Australia	40.4	27.0	26.2	-3.1%
CENTRAL & SOUTH AMERICA	22.3	18.5	16.8	-8.8%
Argentina	14.4	18.8	19.3	2.4%
Brazil	20.8	17.9	16.1	-9.9%
Chile	18.6	16.0	13.3	-16.7%
Other Central & South America	29.8	19.8	18.6	-6.0%
EUROPE	20.0	18.2	15.9	-12.8%
Austria	19.9	19.9	16.1	-19.2%
Belgium	18.6	19.5	16.5	-15.4%
Denmark	17.3	17.9	16.0	-10.5%
Finland	12.5	21.6	16.4	-23.8%
France	20.5	19.8	16.8	-15.5%
Germany	19.1	18.8	16.8	-10.7%
Ireland	21.7	16.0	15.9	-0.6%
Italy	20.7	17.8	13.4	-24.6%
The Netherlands	20.1	19.9	16.3	-17.7%
Norway	19.0	18.5	17.4	-6.1%
Portugal	16.7	18.9	14.7	-22.2%
Russian Federation	21.3	18.1	17.9	-0.9%
Spain	19.6	17.7	14.1	-20.6%
Sweden	23.1	18.1	15.8	-12.6%
Switzerland	21.3	17.8	16.8	-5.5%
Turkey	30.7	18.5	15.2	-17.9%
Uk	19.1	16.6	14.9	-10.2%
Other Europe	26.1	21.9	16.8	-23.2%
MIDDLE EAST	23.6	20.3	22.8	12.4%
United Arab Emirates	12.1	20.9	16.9	-18.9%
Other Middle East	24.4	20.2	23.7	17.1%
NORTH AMERICA	17.2	16.9	15.5	-8.2%
Canada	19.5	19.2	15.4	-20.1%
USA	16.9	16.6	15.6	-6.4%
Other North America	96.2	10.8	18.8	74.4%
TOTAL	12.5	12.6	13.6	8.6%

APPENDIX

ACCOMMODATION TYPE - BED NIGHTS 2023									
	Hotels	Guest House	BnB	Self-Catering	Game Lodge	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	3 232 596	983 576	439 708	2 703 947	332 480	502 813	45 430	68 356 746	100 861
Botswana	139 030	57 895	33 748	27 634	27 576	3 119	1 634	922 101	7 713
Lesotho	104 837	82 980	16 109	1 293 268	12 964	374 981	33 799	11 828 816	0
Malawi	343 380	21 975	8 184	55 314	12 615	11 867	0	1 199 850	4 780
Mozambique	332 305	74 734	10 385	68 904	12 924	1 012	982	12 779 344	1 404
Namibia	136 771	146 960	80 450	144 044	10 061	12 569	3 370	611 308	3 057
eSwatini	149 149	100 629	40 559	38 093	43 503	6 436	0	6 562 849	162
Zambia	391 915	41 609	3 587	89 390	10 926	19 036	0	695 701	4 281
Zimbabwe	898 533	313 437	162 911	666 169	178 753	48 497	169	32 407 645	43 617
Angola	109 170	39 730	19 855	45 847	3 771	0	678	173 079	1 405
DRC	54 305	10 945	17 543	22 560	3 490	0	0	233 278	5 770
Ethiopia	18 933	3 953	199	4 188	562	532	55	42 761	509
Ghana	50 491	2 519	1 712	20 298	359	189	0	107 233	5 098
Kenya	157 273	16 729	19 218	51 892	1 302	12 246	3 625	131 127	13 799
Nigeria	69 668	10 291	4 307	33 577	715	218	139	109 636	3 985
Tanzania	66 590	10 653	8 657	18 787	1 109	10 295	333	103 772	1 733
Uganda	40 072	5 709	1 053	47 532	347	410	0	111 603	1 326
Other Africa	170 173	42 829	11 231	76 452	11 503	1 406	646	336 643	2 222
ASIA	705 273	211 816	78 075	393 202	87 399	24 393	11 622	1 480 198	38 631
China including Hong Kong	146 142	46 095	11 402	71 531	15 217	4 420	1 652	320 815	12 263
India	349 425	107 338	36 437	187 518	44 552	2 738	2 130	394 214	10 099
Japan	42 029	18 519	2 752	20 872	7 080	933	381	89 848	1 055
Malaysia	24 561	3 905	455	24 690	2 263	130	0	51 609	2 052
Singapore	27 538	2 974	1 771	1 286	5 827	250	1 073	20 851	1 843
South Korea	24 932	8 060	1 469	13 424	3 926	8 170	6 166	110 483	4 318
Other Asia	90 647	24 925	23 789	73 881	8 534	7 751	220	492 378	7 000
AUSTRALASIA	252 586	68 359	45 192	51 412	131 331	19 087	27 047	1 055 545	18 905
Australia	210 765	60 674	42 519	28 559	110 578	18 540	23 911	815 677	14 281
New Zealand	41 489	7 648	2 533	22 851	20 729	548	3 136	237 129	4 624
Other Australia	332	38	140	3	25	0	0	2 740	0
CENTRAL & SOUTH AMERICA	180 907	45 241	14 715	63 505	51 391	15 346	4 929	192 747	31 837
Argentina	14 301	6 572	1 457	4 755	6 138	2 358	974	28 903	2 211
Brazil	116 434	24 479	8 982	56 772	31 852	5 159	2 074	82 278	28 276
Chile	10 790	1 237	1 221	903	2 694	238	766	8 564	542
Other Central & South America	39 383	12 953	3 054	1 075	10 708	7 591	1 116	73 002	808
EUROPE	4 146 100	1 600 939	702 491	1 381 724	1 905 732	391 925	221 360	5 731 954	237 483
Austria	86 394	35 877	15 391	15 168	44 252	9 598	5 993	61 417	3 506
Belgium	144 602	70 740	34 252	60 524	95 910	16 376	8 987	152 945	11 280
Denmark	48 770	20 615	13 938	36 018	51 238	4 189	4 670	67 892	2 441
Finland	26 263	1 873	3 308	17 418	12 623	264	221	28 110	538
France	422 181	155 118	74 795	198 916	253 240	32 947	23 786	396 729	30 384
Germany	855 453	463 260	139 778	324 911	444 080	126 578	64 257	828 567	64 473
Ireland	103 917	13 948	5 021	28 806	34 126	15 441	2 818	140 090	2 953
Italy	229 154	68 237	21 562	52 726	73 022	11 271	6 306	141 563	6 358
The Netherlands	401 516	170 310	113 874	170 883	222 777	44 967	31 550	537 192	21 257
Norway	38 707	28 416	11 530	10 568	35 109	7 874	179	58 235	3 650
Portugal	45 452	15 487	7 113	14 372	13 459	7 593	1 376	63 972	5 942
Russian Federation	127 600	74 253	12 323	41 174	22 684	10 188	131	126 387	3 802
Spain	109 832	22 668	18 109	27 718	53 555	5 874	3 041	103 149	9 170
Sweden	90 768	29 033	10 132	18 793	51 279	20 081	4 848	104 300	3 218
Switzerland	160 636	62 525	28 357	51 491	78 862	10 916	7 432	150 579	15 353
Turkey	49 753	10 944	3 881	25 259	8 594	311	1 090	66 008	0
Ku	1 071 874	303 178	173 738	268 289	352 253	62 487	45 779	2 466 017	46 582
Other Europe	133 227	54 457	15 388	18 691	58 669	4 970	8 895	238 803	6 577
MIDDLE EAST	185 004	33 563	9 311	128 897	29 465	5 238	2 046	576 535	11 129
United Arab Emirates	27 512	3 025	0	556	0	0	0	77 225	360
Other Middle East	157 491	30 539	9 311	128 341	29 465	5 238	2 046	499 309	10 769
NORTH AMERICA	1 230 062	258 296	152 950	240 805	672 602	65 762	82 376	2 355 837	76 297
Canada	189 968	44 499	32 956	24 249	79 353	17 735	10 286	333 164	2 335
USA	1 040 093	213 797	119 989	216 556	593 249	48 027	72 089	2 022 605	73 963
Other North America	1	0	6	0	0	0	0	68	0
TOTAL	9 932 529	3 201 791	1 442 442	4 963 492	3 210 401	1 024 565	394 809	79 749 562	515 143



PURPOSE OF VISIT

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
2023									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	6.9%	6.6%	9.4%	3.8%	2.7%	1.7%	61.1%	1.4%	6.4%
Botswana	14.4%	2.0%	6.0%	26.9%	2.8%	1.3%	33.7%	3.8%	9.0%
Lesotho	1.1%	0.5%	1.5%	0.6%	1.0%	1.1%	79.6%	1.1%	13.4%
Malawi	7.3%	3.0%	46.9%	5.7%	4.4%	0.7%	25.7%	1.1%	5.2%
Mozambique	9.2%	10.3%	3.2%	0.3%	0.6%	2.4%	72.2%	0.3%	1.6%
Namibia	17.1%	1.9%	3.5%	16.5%	10.7%	2.5%	33.9%	2.7%	11.2%
Eswatini	8.1%	0.8%	5.8%	0.7%	0.7%	0.7%	76.0%	2.7%	4.5%
Zambia	4.9%	3.2%	39.7%	12.2%	10.4%	1.1%	20.3%	1.5%	6.7%
Zimbabwe	5.3%	11.7%	16.4%	2.5%	2.5%	2.0%	53.9%	1.5%	4.2%
Angola	23.5%	2.0%	0.6%	12.5%	11.2%	11.3%	23.7%	0.5%	14.6%
DRC	15.1%	0.4%	1.9%	6.4%	13.8%	2.5%	46.1%	0.7%	13.1%
Ethiopia	9.8%	1.4%	0.7%	15.0%	24.4%	2.6%	30.9%	0.8%	14.5%
Ghana	21.6%	0.0%	1.3%	6.9%	28.5%	0.8%	19.1%	0.5%	21.2%
Kenya	16.3%	0.5%	0.5%	10.5%	29.2%	1.2%	15.8%	1.8%	24.2%
Nigeria	19.6%	0.7%	0.3%	12.4%	21.4%	1.1%	25.3%	1.9%	17.4%
Tanzania	14.1%	1.5%	1.0%	9.1%	26.6%	2.7%	21.2%	1.5%	22.2%
Uganda	16.5%	0.4%	0.6%	10.8%	26.3%	0.8%	23.9%	2.4%	18.3%
Other Africa	16.3%	1.3%	0.4%	15.4%	17.3%	2.5%	30.3%	0.9%	15.4%
ASIA	23.5%	0.1%	0.1%	20.6%	20.7%	0.2%	27.3%	0.3%	7.2%
China including Hong Kong	19.1%	0.2%	0.1%	23.0%	19.1%	0.1%	33.9%	0.1%	4.5%
India	24.5%	0.1%	0.1%	25.6%	21.7%	0.2%	17.5%	0.6%	9.7%
Japan	29.0%	0.0%	0.3%	14.5%	19.1%	0.2%	29.4%	0.0%	7.6%
Malaysia	26.3%	0.0%	0.0%	21.6%	16.5%	1.7%	28.6%	1.4%	3.9%
Singapore	36.8%	0.0%	0.0%	16.9%	18.4%	0.0%	26.3%	0.0%	1.5%
South Korea	24.4%	0.0%	0.0%	8.3%	16.4%	0.0%	46.1%	0.0%	4.8%
Other Asia	20.0%	0.0%	0.0%	13.7%	23.5%	0.0%	35.6%	0.1%	7.2%
AUSTRALASIA	32.6%	0.0%	0.0%	4.0%	4.3%	0.2%	53.0%	0.2%	5.7%
Australia	34.0%	0.0%	0.0%	4.4%	4.0%	0.3%	51.5%	0.1%	5.7%
New Zealand	26.6%	0.0%	0.0%	2.6%	5.3%	0.0%	59.5%	0.3%	5.7%
Other Australia	32.8%	0.0%	0.0%	0.0%	5.0%	1.1%	46.3%	0.0%	14.8%
CENTRAL & SOUTH AMERICA	45.0%	0.2%	0.0%	17.9%	12.0%	0.0%	16.0%	1.1%	7.8%
Argentina	40.1%	0.0%	0.0%	18.0%	10.6%	0.0%	21.5%	2.0%	7.8%
Brazil	45.2%	0.3%	0.0%	18.9%	14.0%	0.0%	13.0%	1.5%	7.2%
Chile	42.3%	0.0%	0.0%	22.4%	16.5%	0.0%	15.2%	0.9%	2.6%
Other Central & South America	47.1%	0.0%	0.0%	13.9%	6.0%	0.0%	22.3%	0.0%	10.6%
EUROPE	53.0%	0.1%	0.0%	10.6%	7.9%	0.2%	23.1%	0.2%	5.0%
Austria	58.3%	0.0%	0.3%	12.6%	7.5%	0.4%	15.6%	0.2%	5.1%
Belgium	58.1%	0.0%	0.0%	10.6%	8.8%	0.0%	17.0%	0.1%	5.4%
Denmark	60.4%	0.0%	0.0%	9.0%	8.3%	0.0%	17.7%	0.1%	4.4%
Finland	58.1%	0.0%	0.0%	10.1%	13.6%	0.0%	12.7%	1.0%	4.5%
France	62.8%	0.0%	0.0%	10.6%	6.7%	0.1%	14.2%	0.1%	5.5%
Germany	59.8%	0.1%	0.0%	10.8%	7.3%	0.1%	16.3%	0.2%	5.4%
Ireland	43.9%	0.0%	0.0%	7.4%	8.2%	0.0%	34.6%	0.2%	5.7%
Italy	61.3%	0.0%	0.0%	12.7%	9.6%	0.0%	11.6%	0.1%	4.7%
The Netherlands	55.8%	0.1%	0.0%	11.4%	5.8%	0.1%	21.5%	0.3%	5.1%
Norway	60.8%	0.0%	0.0%	8.1%	6.5%	0.4%	15.6%	0.2%	8.3%
Portugal	35.6%	0.7%	0.0%	17.3%	15.3%	0.5%	23.5%	0.4%	6.7%
Russian Federation	46.1%	0.0%	0.0%	21.7%	13.5%	0.0%	13.3%	0.0%	5.3%
Spain	60.0%	0.0%	0.0%	10.6%	10.9%	0.0%	14.7%	0.0%	3.9%
Sweden	59.2%	0.0%	0.0%	12.8%	8.0%	0.0%	14.6%	0.1%	5.3%
Switzerland	60.9%	0.0%	0.0%	11.1%	6.5%	0.1%	16.0%	0.8%	4.6%
Turkey	35.9%	0.0%	0.0%	31.5%	10.9%	0.0%	15.8%	1.6%	4.3%
Uk	43.4%	0.0%	0.0%	7.0%	7.7%	0.3%	36.9%	0.2%	4.5%
Other Europe	41.5%	0.0%	0.0%	22.5%	12.1%	0.0%	19.8%	0.2%	3.9%
MIDDLE EAST	35.0%	0.0%	0.0%	7.7%	5.4%	0.0%	43.6%	0.5%	7.7%
United Arab Emirates	31.0%	0.0%	0.0%	13.9%	8.2%	0.0%	46.1%	0.0%	0.8%
Other Middle East	35.6%	0.0%	0.0%	6.8%	5.0%	0.0%	43.3%	0.6%	8.8%
NORTH AMERICA	57.7%	0.0%	0.0%	7.4%	5.9%	0.2%	21.6%	0.7%	6.4%
Canada	55.7%	0.1%	0.0%	4.3%	6.3%	0.1%	29.0%	0.3%	4.2%
USA	58.0%	0.0%	0.0%	8.0%	5.9%	0.2%	20.3%	0.8%	6.8%
Other North America	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	75.0%	0.0%	0.0%
TOTAL	16.5%	5.1%	7.3%	5.3%	4.0%	1.4%	53.0%	1.2%	6.2%



REPEAT RATE

APPENDIX

REPEAT VISITS BY COUNTRY					
2023					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	7.8%	13.9%	8.4%	9.7%	31.2%
Botswana	5.8%	7.6%	4.2%	4.7%	36.0%
Lesotho	0.9%	3.1%	3.3%	2.4%	15.8%
Malawi	14.2%	13.1%	10.6%	8.2%	50.3%
Mozambique	12.3%	20.4%	7.5%	6.3%	6.7%
Namibia	2.6%	7.3%	7.1%	12.8%	67.3%
Swaziland	1.8%	10.3%	10.7%	15.7%	39.8%
Zambia	13.4%	12.2%	10.0%	11.9%	46.2%
Zimbabwe	8.4%	17.9%	11.1%	13.8%	47.4%
Angola	20.1%	18.3%	12.0%	16.9%	32.7%
Democratic Republic of Congo	16.4%	15.4%	11.9%	17.3%	38.3%
Ethiopia	28.3%	17.5%	14.9%	18.2%	21.1%
Ghana	41.0%	23.0%	8.4%	11.2%	16.4%
Kenya	40.7%	21.7%	9.8%	10.8%	17.0%
Nigeria	37.1%	22.5%	11.7%	11.2%	17.5%
Tanzania	26.9%	25.9%	12.8%	14.2%	20.2%
Uganda	32.9%	24.0%	10.0%	17.6%	15.5%
Other Africa	29.7%	24.1%	12.9%	18.5%	14.8%
Asia	48.7%	23.2%	10.2%	10.0%	7.9%
China including Hong Kong	40.7%	19.8%	11.5%	16.6%	11.3%
India	53.8%	22.5%	11.1%	8.3%	4.3%
Japan	52.4%	22.4%	9.9%	7.8%	7.5%
Malaysia	53.4%	24.7%	5.4%	10.1%	6.4%
Singapore	47.8%	24.2%	7.8%	5.2%	15.0%
South Korea	47.4%	23.6%	9.1%	9.2%	10.6%
Other Asia	44.1%	28.1%	8.7%	8.7%	10.3%
Australasia	36.3%	23.8%	12.0%	15.1%	12.8%
Australia	35.9%	22.7%	12.3%	15.4%	13.7%
New Zealand	38.1%	28.4%	10.9%	14.2%	8.5%
Other Australasia	30.3%	30.7%	8.1%	0.8%	30.1%
South America	61.3%	20.9%	8.4%	4.2%	5.2%
Argentina	56.2%	22.7%	11.4%	6.1%	3.6%
Brazil	61.8%	19.3%	9.2%	3.7%	6.0%
Chile	67.4%	13.1%	9.5%	4.6%	5.4%
Other Central & South America	60.9%	26.1%	4.4%	4.7%	3.9%
Europe	50.8%	22.8%	9.2%	8.5%	8.8%
Austria	59.4%	22.4%	7.2%	3.6%	7.3%
Belgium	57.6%	22.4%	6.6%	6.4%	7.0%
Denmark	49.5%	29.7%	9.1%	6.2%	5.5%
Finland	60.5%	27.7%	3.4%	1.7%	6.7%
France	64.6%	19.9%	7.4%	4.9%	3.3%
Germany	51.9%	23.4%	8.7%	8.4%	7.6%
Ireland	49.6%	21.0%	11.1%	4.6%	13.7%
Italy	62.8%	20.7%	7.9%	4.7%	3.8%
Netherlands	51.4%	25.4%	9.0%	7.1%	7.2%
Norway	62.2%	16.0%	8.1%	6.8%	6.9%
Portugal	45.7%	21.8%	10.4%	11.2%	10.9%
Russian Fed	54.6%	18.7%	11.7%	11.1%	4.0%
Spain	61.5%	20.3%	7.6%	7.2%	3.4%
Sweden	56.4%	25.2%	6.8%	5.1%	6.5%
Switzerland	54.3%	24.2%	9.0%	4.6%	7.8%
Turkey	45.2%	30.6%	17.0%	4.9%	2.3%
UK	40.8%	22.6%	10.0%	12.4%	14.2%
Other Europe	48.0%	23.9%	13.3%	8.9%	5.9%
Middle East	37.0%	19.6%	10.7%	15.3%	17.4%
UAE	24.5%	28.8%	15.3%	12.8%	18.5%
Other Middle East	38.9%	18.2%	10.0%	15.7%	17.2%
North America	56.3%	20.9%	7.9%	8.0%	6.8%
Canada	56.1%	22.1%	7.7%	6.6%	7.4%
USA	56.4%	20.7%	7.9%	8.3%	6.7%
Other North America	0.0%	0.0%	25.0%	25.0%	50.0%
TOTAL	17.4%	15.8%	8.6%	9.5%	26.1%

A person wearing a wetsuit and a helmet is silhouetted against a bright, golden sunset. They are standing on a rocky cliffside, looking out over a vast, hazy landscape. The sky is filled with soft, glowing clouds, and the overall atmosphere is serene and adventurous. A semi-transparent dark grey rectangle is overlaid on the center of the image, containing the text "AGE CATEGORIES" in white, bold, uppercase letters.

AGE CATEGORIES

APPENDIX

AGE CATEGORIES							
2023							
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	15.0%	21.5%	17.6%	19.3%	19.0%	5.7%	1.9%
Botswana	4.8%	12.8%	17.4%	26.7%	27.2%	8.8%	2.3%
Lesotho	27.4%	27.6%	15.6%	13.5%	12.3%	3.0%	0.8%
Malawi	3.0%	10.8%	15.2%	31.9%	30.6%	6.8%	1.6%
Mozambique	19.6%	25.8%	18.2%	17.3%	15.8%	2.9%	0.3%
Namibia	8.5%	12.2%	13.3%	18.3%	20.7%	14.3%	12.7%
eSwatini	25.8%	30.0%	19.6%	12.3%	9.3%	2.6%	0.4%
Zambia	2.9%	12.1%	16.3%	26.8%	31.8%	8.3%	1.8%
Zimbabwe	6.2%	16.7%	17.6%	23.4%	24.8%	8.2%	3.1%
Angola	5.2%	11.9%	20.6%	25.7%	23.1%	9.6%	3.9%
DRC	7.7%	16.6%	20.4%	17.3%	19.5%	13.9%	4.7%
Ethiopia	3.8%	16.7%	27.6%	25.1%	13.3%	8.6%	4.9%
Ghana	5.5%	17.0%	22.0%	20.6%	23.1%	7.1%	4.7%
Kenya	3.8%	16.9%	24.5%	23.2%	22.8%	7.0%	1.9%
Nigeria	4.7%	17.5%	23.6%	23.4%	19.4%	8.6%	2.8%
Tanzania	4.9%	20.3%	22.3%	24.7%	18.1%	6.8%	2.9%
Uganda	6.6%	17.6%	24.1%	18.0%	19.3%	10.9%	3.5%
Other Africa	7.4%	14.0%	23.9%	24.4%	16.5%	9.8%	4.1%
ASIA	6.8%	18.4%	21.3%	21.8%	18.2%	8.8%	4.7%
China including Hong Kong	6.1%	18.5%	24.6%	24.5%	15.9%	5.9%	4.3%
India	7.5%	17.6%	20.1%	22.8%	18.0%	9.3%	4.6%
Japan	8.7%	19.6%	18.1%	19.1%	19.9%	9.1%	5.4%
Malaysia	7.2%	12.1%	16.9%	26.2%	17.3%	14.4%	5.8%
Singapore	3.0%	10.9%	16.1%	20.1%	29.1%	14.7%	6.2%
South Korea	8.5%	24.1%	23.8%	17.8%	13.5%	8.9%	3.4%
Other Asia	5.3%	20.8%	23.0%	18.4%	19.3%	8.3%	4.8%
AUSTRALASIA	7.4%	11.9%	11.4%	13.5%	21.3%	18.3%	16.1%
Australia	7.4%	12.3%	11.4%	13.9%	20.9%	17.9%	16.3%
New Zealand	7.7%	10.2%	11.2%	11.8%	23.4%	20.3%	15.5%
Other Australia	0.0%	4.1%	45.9%	5.5%	18.0%	25.8%	0.8%
CENTRAL & SOUTH AMERICA	5.5%	22.9%	18.7%	20.4%	18.8%	7.3%	6.3%
Argentina	10.1%	18.8%	18.3%	22.7%	16.8%	5.8%	7.5%
Brazil	5.2%	24.0%	18.0%	19.7%	20.9%	6.7%	5.6%
Chile	2.9%	16.3%	23.5%	24.8%	16.0%	10.1%	6.4%
Other Central & South America	5.3%	23.4%	19.9%	20.2%	14.7%	8.7%	7.8%
EUROPE	7.1%	15.9%	15.9%	16.2%	21.6%	13.2%	10.1%
Austria	7.1%	16.2%	18.3%	14.4%	20.0%	15.6%	8.4%
Belgium	7.0%	16.9%	16.0%	13.0%	21.6%	13.8%	11.7%
Denmark	6.4%	13.8%	12.7%	12.7%	24.4%	17.2%	12.8%
Finland	4.9%	13.1%	20.4%	14.7%	21.4%	18.1%	7.5%
France	8.3%	17.9%	16.2%	16.3%	21.0%	12.6%	7.7%
Germany	8.0%	15.7%	15.5%	16.4%	21.4%	13.9%	9.2%
Ireland	8.3%	17.8%	15.0%	14.7%	20.2%	13.9%	10.2%
Italy	6.9%	19.0%	19.0%	16.3%	22.8%	9.2%	6.8%
The Netherlands	6.5%	15.1%	14.9%	16.2%	24.0%	14.7%	8.7%
Norway	11.6%	16.4%	13.7%	13.4%	18.7%	13.4%	12.8%
Portugal	5.2%	14.5%	20.6%	22.4%	21.1%	10.3%	6.0%
Russian Federation	5.8%	19.2%	20.9%	25.2%	17.0%	7.1%	4.9%
Spain	6.7%	19.4%	21.9%	16.6%	21.3%	10.8%	3.3%
Sweden	5.7%	16.7%	12.9%	16.1%	24.4%	16.0%	8.1%
Switzerland	6.2%	17.5%	15.6%	12.1%	25.6%	15.8%	7.1%
Turkey	7.4%	17.2%	24.0%	24.7%	15.3%	5.6%	5.8%
Uk	6.5%	14.2%	14.4%	15.8%	21.4%	13.5%	14.2%
Other Europe	7.5%	16.1%	20.7%	20.5%	18.2%	9.3%	7.6%
MIDDLE EAST	12.2%	20.2%	15.5%	21.9%	17.1%	7.7%	5.3%
United Arab Emirates	5.5%	21.7%	16.9%	22.2%	23.1%	10.1%	0.4%
Other Middle East	13.3%	20.0%	15.2%	21.9%	16.1%	7.4%	6.1%
NORTH AMERICA	6.4%	13.0%	14.5%	14.2%	18.4%	15.5%	17.9%
Canada	5.6%	12.3%	14.4%	15.7%	21.2%	13.3%	17.3%
USA	6.5%	13.2%	14.6%	14.0%	17.9%	15.9%	18.0%
Other North America	0.0%	0.0%	0.0%	25.0%	25.0%	50.0%	0.0%
TOTAL	13.2%	20.2%	17.2%	18.7%	19.3%	7.4%	4.0%

A photograph of two people wearing helmets, possibly hikers or mountain bikers, standing on a grassy hill. The scene is captured during a golden sunset, with the sun low on the horizon, creating a warm, orange glow. The sky is filled with soft, wispy clouds. The foreground shows some dry grass and a small bush. A semi-transparent dark grey rectangle is overlaid on the middle of the image, containing the word "ACTIVITIES" in white, bold, uppercase letters.

ACTIVITIES

APPENDIX

ACTIVITIES UNDERTAKEN															
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	77.1%	68.6%	23.6%	83.6%	61.8%	10.7%	61.4%	58.6%	36.2%	79.8%	15.3%	7.0%	13.8%	12.8%	30.1%
Botswana	2.9%	4.9%	0.9%	0.3%	0.5%	0.6%	1.5%	1.5%	1.8%	2.5%	0.3%	0.1%	0.4%	0.4%	1.0%
Lesotho	9.9%	31.2%	8.0%	1.0%	19.6%	3.1%	30.2%	25.3%	2.9%	38.4%	4.1%	1.1%	4.5%	2.7%	3.7%
Malawi	2.1%	1.1%	0.4%	10.1%	4.9%	0.2%	0.5%	0.9%	1.5%	1.5%	0.5%	0.2%	2.0%	0.3%	0.9%
Mozambique	20.4%	1.3%	0.5%	5.1%	1.4%	0.2%	0.3%	0.6%	2.2%	2.3%	0.5%	0.3%	1.7%	0.8%	0.4%
Namibia	1.3%	1.8%	0.7%	0.4%	0.8%	2.2%	6.0%	3.4%	2.9%	3.5%	1.8%	0.5%	0.2%	1.2%	4.5%
Eswatini	5.9%	6.1%	0.0%	6.8%	1.9%	0.3%	10.3%	3.9%	0.6%	2.3%	0.0%	0.3%	0.0%	0.2%	6.8%
Zambia	2.0%	1.2%	0.7%	5.5%	3.3%	0.1%	1.9%	1.7%	3.2%	2.3%	0.5%	0.3%	0.0%	0.4%	0.6%
Zimbabwe	29.7%	17.8%	8.9%	53.4%	23.6%	1.9%	8.8%	18.9%	9.7%	16.6%	3.4%	2.4%	4.0%	3.5%	9.1%
Angola	0.5%	0.5%	0.6%	0.2%	0.6%	0.7%	0.4%	0.5%	1.4%	1.3%	0.7%	0.3%	0.1%	0.7%	0.6%
DRC	0.3%	0.3%	0.4%	0.3%	0.9%	0.1%	0.0%	0.1%	0.8%	0.6%	0.2%	0.1%	0.0%	0.3%	0.2%
Ethiopia	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.4%	0.2%	0.1%	0.0%	0.0%	0.1%	0.1%
Ghana	0.2%	0.3%	0.2%	0.0%	1.0%	0.1%	0.2%	0.2%	0.9%	0.7%	0.3%	0.1%	0.0%	0.2%	0.2%
Kenya	0.5%	0.4%	0.5%	0.1%	0.3%	0.2%	0.3%	0.8%	2.6%	2.7%	0.9%	0.3%	0.3%	0.4%	0.3%
Nigeria	0.2%	0.4%	0.3%	0.0%	0.8%	0.1%	0.2%	0.1%	0.9%	0.8%	0.3%	0.2%	0.1%	0.3%	0.3%
Tanzania	0.3%	0.2%	0.3%	0.0%	0.2%	0.1%	0.1%	0.1%	1.2%	1.5%	0.3%	0.1%	0.2%	0.2%	0.2%
Uganda	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.1%	0.1%	0.7%	0.7%	0.2%	0.1%	0.0%	0.2%	0.2%
Other Africa	0.7%	0.7%	0.8%	0.2%	1.9%	0.7%	0.6%	0.5%	2.8%	2.0%	1.0%	0.6%	0.4%	1.0%	1.0%
ASIA	2.2%	1.8%	6.3%	0.9%	6.3%	3.8%	3.1%	2.7%	12.2%	3.0%	5.2%	4.7%	1.5%	5.6%	4.4%
China including Hong Kong	0.5%	0.5%	0.9%	0.1%	1.1%	0.6%	0.5%	0.6%	2.6%	0.4%	1.0%	0.9%	0.4%	1.0%	0.8%
India	0.9%	0.6%	3.2%	0.2%	4.3%	1.7%	1.7%	1.4%	5.7%	1.9%	2.4%	1.9%	0.2%	2.3%	2.0%
Japan	0.2%	0.2%	0.4%	0.2%	0.3%	0.3%	0.2%	0.2%	0.8%	0.2%	0.4%	0.4%	0.4%	0.4%	0.3%
Malaysia	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.0%	0.3%	0.0%	0.1%	0.2%	0.0%	0.2%	0.1%
Singapore	0.1%	0.1%	0.1%	0.0%	0.0%	0.3%	0.2%	0.0%	0.3%	0.0%	0.3%	0.3%	0.3%	0.3%	0.2%
South Korea	0.1%	0.1%	0.3%	0.1%	0.1%	0.2%	0.1%	0.1%	0.4%	0.1%	0.2%	0.3%	0.0%	0.4%	0.3%
Other Asia	0.4%	0.3%	1.3%	0.4%	0.3%	0.6%	0.4%	0.3%	2.0%	0.3%	0.8%	0.7%	0.1%	1.1%	0.8%
AUSTRALASIA	1.4%	1.4%	3.4%	0.4%	3.1%	2.9%	1.3%	1.7%	1.3%	0.4%	3.5%	4.5%	1.2%	4.0%	3.1%
Australia	1.1%	1.1%	2.9%	0.3%	2.7%	2.3%	0.8%	1.3%	1.2%	0.4%	3.0%	3.6%	1.0%	3.2%	2.5%
New Zealand	0.3%	0.3%	0.5%	0.1%	0.4%	0.6%	0.5%	0.4%	0.2%	0.0%	0.5%	0.8%	0.2%	0.7%	0.6%
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	0.5%	0.6%	1.4%	0.1%	0.6%	1.3%	0.3%	0.4%	2.2%	0.7%	2.1%	2.0%	1.8%	1.8%	1.2%
Argentina	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%
Brazil	0.4%	0.4%	1.1%	0.1%	0.4%	0.8%	0.1%	0.2%	1.5%	0.4%	1.4%	1.3%	0.6%	1.2%	0.8%
Chile	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
Other Central & South America	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.1%	0.1%	0.3%	0.2%	0.4%	0.4%	0.9%	0.4%	0.2%
EUROPE	13.8%	21.9%	51.9%	13.3%	20.3%	64.8%	28.9%	31.1%	38.7%	11.6%	54.6%	61.7%	26.9%	57.9%	49.4%
Austria	0.2%	0.4%	1.7%	0.3%	0.3%	1.2%	0.4%	0.5%	0.8%	0.3%	1.0%	1.2%	0.6%	1.1%	1.0%
Belgium	0.5%	0.5%	1.5%	0.2%	0.4%	2.3%	0.9%	1.0%	1.4%	0.6%	2.4%	2.5%	1.5%	2.2%	1.7%
Denmark	0.2%	0.2%	0.7%	0.2%	0.2%	1.0%	0.3%	0.2%	0.6%	0.1%	0.9%	1.1%	2.7%	0.9%	0.7%
Finland	0.1%	0.1%	0.6%	0.0%	0.0%	0.4%	0.1%	0.2%	0.3%	0.1%	0.3%	0.4%	0.2%	0.4%	0.3%
France	1.3%	2.3%	4.9%	1.6%	1.0%	6.9%	3.1%	2.4%	3.4%	1.4%	6.4%	6.8%	1.0%	5.8%	4.7%
Germany	2.7%	4.1%	11.8%	2.0%	2.6%	14.3%	5.0%	5.4%	7.2%	2.5%	12.1%	13.6%	4.5%	12.6%	10.6%
Ireland	0.3%	0.5%	1.3%	0.5%	0.8%	1.2%	0.7%	0.6%	0.7%	0.2%	1.0%	1.3%	0.2%	1.3%	1.0%
Italy	0.6%	0.8%	2.0%	0.5%	0.9%	2.7%	1.2%	1.0%	2.1%	0.5%	2.9%	3.0%	0.9%	2.7%	1.8%
The Netherlands	1.3%	2.4%	4.0%	1.4%	1.3%	7.1%	2.8%	3.1%	3.5%	1.4%	5.1%	6.5%	2.0%	5.8%	5.1%
Norway	0.2%	0.2%	0.9%	0.1%	0.2%	0.9%	0.4%	0.4%	0.4%	0.2%	0.7%	0.8%	0.9%	0.8%	0.7%
Portugal	0.2%	0.3%	0.3%	0.1%	0.2%	0.6%	0.3%	0.4%	0.8%	0.2%	0.6%	0.6%	0.4%	0.6%	0.5%
Russian Federation	0.4%	0.6%	1.6%	0.2%	0.9%	1.2%	0.6%	0.4%	1.8%	0.4%	1.1%	1.2%	0.0%	1.2%	1.0%
Spain	0.3%	0.6%	1.7%	0.1%	0.2%	1.7%	0.5%	0.8%	1.1%	0.1%	1.8%	1.7%	1.2%	1.6%	1.2%
Sweden	0.3%	0.6%	1.1%	0.4%	0.2%	1.5%	0.7%	0.9%	0.8%	0.3%	1.2%	1.4%	1.2%	1.3%	1.2%
Switzerland	0.5%	0.8%	2.6%	0.6%	0.8%	2.7%	1.0%	1.3%	1.1%	0.4%	2.3%	2.4%	0.4%	2.3%	2.1%
Turkey	0.1%	0.2%	0.6%	0.0%	0.6%	0.5%	0.3%	0.2%	1.0%	0.2%	0.5%	0.4%	0.3%	0.5%	0.4%
Uk	4.1%	6.9%	13.1%	5.1%	9.3%	17.2%	9.9%	11.6%	9.3%	2.5%	12.7%	15.0%	6.5%	15.1%	14.5%
Other Europe	0.5%	0.4%	1.4%	0.0%	0.3%	1.4%	0.8%	0.6%	2.3%	0.2%	1.7%	1.7%	2.4%	1.6%	1.1%
MIDDLE EAST	0.7%	0.7%	1.1%	0.1%	1.0%	1.5%	0.4%	1.0%	1.0%	0.9%	1.7%	1.6%	1.3%	1.9%	1.3%
United Arab Emirates	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%	0.1%	0.2%	0.1%	1.0%	0.2%	0.1%
Other Middle East	0.6%	0.5%	0.9%	0.1%	0.9%	1.4%	0.4%	0.6%	0.9%	0.8%	1.6%	1.5%	0.3%	1.7%	1.2%
NORTH AMERICA	4.3%	5.0%	12.4%	1.6%	6.9%	14.8%	4.6%	4.5%	8.4%	3.5%	17.7%	18.5%	53.5%	16.0%	10.5%
Canada	0.6%	0.7%	2.0%	0.5%	1.2%	2.5%	0.9%	1.0%	1.0%	0.4%	2.6%	2.7%	3.1%	2.5%	1.9%
USA	3.6%	4.3%	10.4%	1.1%	5.7%	12.3%	3.6%	3.5%	7.3%	3.2%	15.1%	15.9%	50.4%	13.5%	8.6%
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 person wearing a white hard hat and a high-visibility safety vest is silhouetted against a bright, golden sunset. The person is looking out over a landscape of rolling hills and sparse vegetation. The sky is filled with soft, wispy clouds, and the overall atmosphere is warm and serene. A semi-transparent dark grey rectangle is overlaid on the center of the image, containing the title text in white, bold, uppercase letters.

**INTERNATIONAL
ARRIVALS –
PROVINCIAL
DISTRIBUTION**

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION

	2023								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	2 871 034	301 471	77 419	413 399	1 510 295	413 212	251 703	83 347	858 644
Botswana	172 426	8 794	3 324	11 702	4 857	65 795	106 619	2 321	12 453
Lesotho	232 008	41 036	14 320	38 147	14 400	4 294	50 491	16 035	819 795
Malawi	121 072	12 700	1 492	5 962	1 162	2 646	1 695	1 038	1 062
Mozambique	251 731	7 857	2 627	4 767	1 105 891	8 317	10 865	642	810
Namibia	41 660	84 781	3 844	3 736	2 208	1 060	7 014	49 688	1 521
Swaziland	172 491	3 955	3 448	248 654	320 548	4 507	7 104	507	3 183
Zambia	119 193	11 049	2 195	18 688	2 860	1 474	2 453	0	439
Zimbabwe	1 601 238	84 443	38 567	66 952	53 030	322 160	60 742	12 431	17 234
Angola	22 230	9 989	652	1 766	584	332	471	89	116
Democratic Republic of Congo	16 688	3 525	340	869	503	509	968	45	238
Ethiopia	4 399	1 110	213	541	212	38	222	47	39
Ghana	10 210	4 408	440	919	135	54	143	0	237
Kenya	32 667	5 908	1 036	1 888	907	621	634	140	419
Nigeria	12 167	4 486	565	1 388	299	224	391	71	148
Tanzania	17 146	2 227	381	1 546	544	321	476	76	269
Uganda	9 427	1 341	652	1 050	222	43	568	88	187
Other Africa	34 281	13 861	3 325	4 824	1 933	818	848	131	495
Asia	95 701	58 912	15 674	26 738	14 554	5 359	10 527	2 368	3 545
China including Hong Kong	20 613	11 134	3 157	4 662	2 739	1 158	1 960	535	1 381
India	39 917	23 155	6 505	14 021	5 731	1 533	5 140	666	719
Japan	7 773	4 453	1 146	1 617	1 143	512	624	25	202
Malaysia	2 536	2 764	303	527	297	261	303	0	183
Singapore	3 913	4 165	301	699	1 052	342	367	264	0
South Korea	5 078	3 366	681	1 584	794	482	541	120	179
Other Asia	15 872	9 874	3 582	3 627	2 800	1 070	1 592	758	880
Australasia	58 682	43 611	13 117	15 637	16 700	9 155	6 476	1 923	2 911
Australia	48 278	35 089	10 483	12 712	14 024	7 452	5 169	1 671	2 219
New Zealand	10 367	8 494	2 610	2 909	2 657	1 684	1 283	251	691
Other Australasia	37	28	25	17	19	19	24	1	1
South America	22 025	17 677	4 379	2 806	7 403	3 554	2 993	787	1 169
Argentina	2 163	1 482	615	612	703	302	251	135	141
Brazil	13 840	11 319	3 109	1 056	4 405	2 465	2 064	329	769
Chile	1 205	854	158	198	501	139	162	24	10
Other Central & South America	4 817	4 021	497	940	1 794	647	516	298	249
Europe	428 968	684 236	163 971	138 746	213 797	88 563	41 787	15 445	17 449
Austria	7 128	12 728	4 137	2 539	4 623	1 593	777	88	186
Belgium	15 171	23 905	5 758	6 491	10 798	3 954	1 307	551	300
Denmark	6 273	8 896	2 405	1 706	3 897	2 730	809	395	391
Finland	1 935	4 317	1 161	602	1 058	370	508	79	37
France	40 021	66 723	13 392	16 417	30 676	9 590	3 386	1 048	1 144
Germany	82 838	142 729	42 718	25 549	49 554	18 752	8 495	3 034	2 978
Ireland	9 698	15 139	4 540	2 473	4 140	2 539	719	163	245
Italy	17 749	32 795	4 612	3 858	13 955	4 361	1 520	346	204
Netherlands	42 382	68 326	20 355	14 675	23 981	11 897	4 630	2 344	3 790
Norway	4 152	8 199	2 251	1 822	2 391	1 463	602	68	160
Portugal	5 604	7 048	1 151	1 100	1 531	403	409	168	112
Russian Fed	13 047	12 985	3 037	2 539	3 649	1 519	808	916	348
Spain	10 128	19 129	3 216	3 631	8 470	1 912	870	1 082	341
Sweden	7 142	14 600	3 279	2 653	4 272	2 375	930	371	100
Switzerland	13 481	27 795	7 398	4 147	8 798	2 571	1 465	517	474
Turkey	5 272	6 318	856	1 225	525	542	369	0	0
UK	128 948	196 077	40 116	43 721	36 389	20 043	12 522	3 283	6 216
Other Europe	17 999	16 526	3 590	3 599	5 088	1 949	1 661	991	425
Middle East	27 659	22 331	3 166	6 013	4 146	2 695	2 975	778	1 677
UAE	3 043	3 399	809	1 083	543	544	370	497	508
Other Middle East	24 615	18 932	2 357	4 930	3 603	2 150	2 606	282	1 169
North America	181 878	168 892	31 100	42 888	68 573	39 783	17 335	5 124	7 839
Canada	23 298	28 657	5 094	6 461	9 822	3 795	1 845	911	1 152
USA	158 579	140 234	26 004	36 428	58 751	35 988	15 491	4 213	6 686
TOTAL	3 685 947	1 297 130	308 826	646 228	1 835 468	562 321	333 797	109 772	893 234

A sunset scene with two people wearing helmets on a hillside. The sky is a mix of orange, yellow, and blue, with soft clouds. The foreground shows the silhouettes of two people wearing helmets, looking out over a landscape of rolling hills and sparse vegetation. The overall mood is serene and adventurous.

TOP 20 ATTRACTIONS PER PROVINCE

APPENDIX

	GAUTENG TOP 20 ATTRACTIONS		
	2019	2022	2023
Sandton City / Mandela Square	40.1%	43.0%	44.0%
Mall of Africa	5.0%	5.9%	13.2%
Mandela house (Soweto)	15.0%	8.8%	12.1%
Apartheid Museum	23.8%	7.7%	11.3%
Tour of Soweto	14.1%	7.7%	11.0%
Eastgate Mall	11.4%	11.5%	10.4%
Menlyn Maine Shopping Centre	0.0%	5.1%	9.5%
Constitution Hill	7.8%	4.2%	6.3%
Rosebank	3.6%	4.3%	4.5%
Rhino and Lion Nature Reserve	10.8%	4.8%	4.4%
Union Buildings	5.9%	4.0%	3.9%
Maboneng Precinct (e.g. Pop Art Theatre, Cinema, Gallery etc)	6.7%	3.3%	3.7%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	4.6%	2.7%	2.5%
Fourways	1.5%	2.4%	2.1%
Braamfontein Neighbour Goods Market	8.4%	1.7%	2.0%
Eastrand Mall	1.7%	1.6%	1.8%
Montecasino	0.0%	2.0%	1.6%
Newtown Market Theatre	1.6%	2.1%	1.6%
Walter Sisulu Botanical Gardens	1.7%	1.6%	1.6%
Lesedi Cultural Village	1.5%	1.0%	1.5%

	WESTERN CAPE TOP 20 ATTRACTIONS		
	2019	2022	2023
V&A Waterfront	70.7%	66.7%	75.2%
Cape Town Central City	61.8%	58.7%	62.5%
Camps Bay	57.8%	54.3%	56.4%
Boulder National Park	41.6%	46.4%	56.3%
Cape Point	59.0%	50.2%	53.2%
The Winelands	41.5%	42.9%	49.7%
Table Mountain Cableway	47.6%	42.1%	48.5%
Kirstenbosch Botanical Gardens	29.0%	29.8%	33.1%
The Garden Route	27.4%	26.8%	27.5%
Table Mountain (not cableway)	30.4%	30.9%	27.2%
Clifton Beach	29.2%	22.8%	22.0%
Canal Walk Mall	0.9%	1.2%	21.6%
Lion's Head	0.7%	1.7%	20.5%
Hermanus	18.6%	20.5%	20.4%
Muizenberg Beach	17.3%	18.8%	19.2%
Robben Island	17.4%	15.9%	17.7%
Tsitsikamma National Park	15.8%	13.0%	14.3%
Cango Caves	13.9%	12.7%	13.5%
Cape Agulhas	10.6%	12.3%	12.7%
Cape Town Ostrich Ranch / Cape Point Ostrich Farms	7.4%	8.9%	11.2%

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	EASTERN CAPE TOP 20 ATTRACTIONS		
	2019	2022	2023
Addo Elephant Park	53.6%	49.0%	55.9%
Storms River	38.8%	32.6%	34.9%
Tree Top Canopy Tour Tsitsikama forest	11.9%	12.6%	18.9%
Board Walk shopping Mall	12.2%	12.9%	18.7%
Warmer Park	8.6%	21.0%	15.9%
Bloukrans Bridge Bungy (Highest Bungee)	17.7%	10.1%	15.7%
Greenacres Mall	9.6%	13.2%	13.7%
Nelson Mandela Museum (Mthatha)	6.9%	5.3%	7.7%
Wild Fly Fishing - Sommerset East	1.8%	8.0%	7.7%
Valley of Desolation / Owl House / Karoo / Olive Shreiner Museum	4.4%	4.3%	7.1%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.3%	4.2%	6.0%
Nelson Mandela's Homestead / Gravesite (Qunu)	3.3%	2.8%	4.8%
Tiffendel Ski Resort	8.0%	6.3%	4.3%
Amakhala Game Reserve	0.7%	1.6%	1.5%
Baywest Mall	0.6%	2.5%	1.3%
Hemmingways Mall	0.6%	1.1%	0.9%
Kariega Game Reserve	0.5%	0.8%	0.9%
Pumba Game reserve	0.4%	0.4%	0.9%
Kragga Kamma Game Park	0.5%	0.7%	0.5%
Kwantu Game Reserve	0.0%	0.3%	0.5%

	KwaZULU-NATAL TOP 20 ATTRACTIONS		
	2019	2022	2023
Durban north coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	22.9%	31.5%	34.6%
Gateway Mall	27.4%	32.3%	32.5%
Durban North Beach	25.7%	25.8%	26.6%
Drakensberg Mountains	31.7%	19.0%	23.8%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral	19.9%	14.9%	20.8%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	22.8%	18.9%	20.5%
Durban South Beach	26.9%	22.3%	18.5%
uShaka Marine World	16.6%	11.7%	17.8%
Pavilion Mall	10.2%	14.0%	16.8%
La Lucia	17.9%	13.3%	11.7%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	8.2%	7.6%	10.7%
iSimangaliso Wetland Park	13.6%	8.1%	9.5%
Florida Road (Durban)	11.7%	9.6%	8.4%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	7.3%	4.7%	6.8%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	3.5%	3.7%	4.9%
Moses Mabhid Stadium	5.2%	3.7%	3.8%
Royal Natal National Park	9.1%	3.4%	3.8%
Sun Coast Casino	4.2%	3.7%	3.7%
Sodwana Bay	3.6%	2.7%	3.2%
Valley of 1000 Hills (Phezulu, Krantzklouf Nature Reserve)	2.9%	2.6%	3.0%

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	MPUMALANGA TOP 20 ATTRACTIONS		
	2019	2022	2023
Kruger Park via Skukuza, Numbi, Maletane, Crocodile Bride	86.6%	83.3%	84.7%
Blyde River Canyon God's Window	49.5%	44.7%	50.8%
Bourke's Luck Potholes	23.2%	22.1%	27.2%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives etc.)	14.7%	19.1%	24.3%
Panorama	22.2%	20.7%	22.5%
Hazyview Mall	9.9%	10.4%	13.9%
Pilgrim's Rest	11.3%	11.2%	13.1%
3 Rondavals	0.4%	1.1%	12.5%
Dullstroom fly fishing	4.0%	9.8%	11.8%
Sabi Sabi Game Reserve	4.7%	10.8%	11.0%
Sabie	8.5%	6.3%	8.3%
White river	8.4%	5.1%	8.2%
Nelspruit Botanical Gardens	4.2%	6.1%	6.3%
The Pinnacle	6.6%	3.8%	5.6%
Sabi Sands Game Reserve	5.8%	4.6%	5.2%
Mala Mala Game Reserve	1.4%	5.8%	5.0%
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	2.2%	3.0%	4.4%
Crocodile River Enviro Park	2.9%	3.3%	4.2%
Londolozi Game Reserve	4.2%	2.8%	2.3%
Longtom Pass	2.3%	2.5%	2.2%

	LIMPOPO TOP 20 ATTRACTIONS		
	2019	2022	2023
Kruger National Park via Orpen, Phalaborwa, Punda Maria	61.4%	63.6%	65.7%
Maphugubwe National Park	16.1%	15.9%	18.3%
Bela Bela Conservatory	10.5%	6.9%	10.4%
Mapungubwe Cultural Landscape	7.1%	4.9%	5.6%
Southpansberg Mountains	4.0%	2.6%	3.6%
Ga (modjadji) / Motjaji	1.8%	1.4%	3.5%
Nandoni Dam	2.8%	2.5%	3.4%
Mall of the North	1.8%	1.4%	2.4%
The Chuene Resort	1.1%	1.3%	2.4%
Names of Resorts/Safari	0.0%	1.4%	2.1%
Private Game Reserves	0.0%	1.7%	1.6%
Timbavati Game Reserve	0.7%	1.8%	1.5%
Kapama Game Reserve	1.7%	1.5%	1.3%
Karongwe Game Reserve	1.5%	0.8%	1.2%
Mabula Game Reserve	1.1%	1.5%	1.2%
Welgevanden Game Reserve	0.8%	1.0%	1.0%
Thorny Bush Game Reserve	0.6%	1.1%	0.9%
Makalali Game Reserve	0.6%	0.3%	0.7%
Balule Nature Reserve	0.5%	0.5%	0.7%
Not applicable	0.0%	0.4%	0.7%

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	NORTH WEST TOP 20 ATTRACTIONS		
	2019	2022	2023
Pilansberg National Park	49.1%	36.7%	41.6%
Sun City Lost City	36.2%	25.7%	26.3%
Hartbeespoort dam	13.1%	13.6%	15.2%
Madikwe Game reserve	8.8%	11.8%	13.0%
Hartbeespoort dam & Snake Park	4.6%	9.5%	10.8%
Barberspan bird sanctuary	1.1%	4.6%	8.5%
Waterfall Mall (Rustenburg)	4.6%	7.6%	7.7%
The cradle of humankind	4.4%	4.5%	7.5%
Potchefstroom University	5.3%	5.6%	7.4%
Klerksdorp Mall	3.0%	5.4%	6.7%
Brits Mall	2.3%	4.6%	5.1%
Mafikeng Mall	1.9%	3.7%	4.3%
Bloemhof Dam Nature Reserve	0.9%	1.7%	3.4%
Ukutula Game Lodge	0.6%	1.1%	2.9%
Magaliesburg Resort	1.9%	3.5%	2.9%
Mooi River Mall	1.3%	2.0%	2.4%
Upside-down House	0.0%	0.2%	2.1%
Vredefort crater / Vredefort Dome	0.3%	0.6%	1.2%
Matlosana Mall	0.1%	0.7%	1.1%
Private Game Reserve	0.0%	0.5%	0.9%

	NORTHERN CAPE TOP 20 ATTRACTIONS		
	2019	2022	2023
Kimberley Big Hole	22.0%	26.3%	29.3%
Diamond Mall	11.3%	22.5%	27.3%
Kimberley Museum	12.3%	18.0%	20.2%
Kgalagadi Transfrontier Park	24.8%	18.4%	19.1%
Augrabies Falls	23.4%	19.2%	16.3%
Mokala National Park	11.0%	10.5%	12.0%
Namaqualand Flowers	12.9%	10.2%	10.9%
San Cultural Villages (e.g. Khomani San Village etc) (Specify)	4.2%	2.6%	7.6%
Blue flag beach at Mcdougal Bay	5.0%	1.8%	6.4%
Sutherland and Carnarvon - Stargazing (Salt and SKA)	2.0%	2.6%	5.3%
Names of Resorts/Safari	0.0%	0.0%	2.2%
North Cape Mall	0.1%	1.0%	2.0%
Not applicable	0.0%	0.5%	1.9%
Museums	0.1%	0.0%	1.1%
Private Game Reserve	0.0%	0.8%	1.1%
Kalahari mall	0.1%	1.5%	1.1%
Diamond Pavillion Shopping Centre	0.0%	0.5%	0.6%
Cultural Village	0.0%	0.0%	0.6%
Dams	0.2%	0.0%	0.6%
Hunting	0.0%	0.1%	0.5%

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS		
	2019	2022	2023
Mimosa Mall	17.1%	22.1%	26.0%
Waterfront	17.3%	15.8%	20.8%
Golden Gate National Park	23.7%	10.7%	13.4%
Welkom Mall	7.9%	11.6%	10.6%
Clarens Ash River Outfall	6.9%	6.5%	8.8%
University of Free State	6.9%	5.2%	6.9%
Cheetah Experience	10.6%	5.7%	6.6%
Gariep Dam	4.9%	2.7%	6.1%
Free State stadium/Vodacom Park	6.3%	4.4%	5.9%
Basotho cultural village	6.9%	3.8%	4.5%
Bushmen Paintings in Schaaplaats	2.0%	1.9%	3.2%
Black Mountain Hotel	3.2%	2.0%	3.2%
Maluti Cave Hiking Trail	3.0%	2.0%	2.8%
Sterkfontein dam Nature Reserve	5.7%	3.4%	2.5%
Names of Resorts/Safari	0.0%	0.8%	1.1%
Not Applicable	0.0%	0.7%	1.0%
Northridge Mall	0.4%	0.8%	0.8%
Private Game Reserve	0.0%	1.2%	0.8%
Dihlabeng Mall	0.0%	0.4%	0.6%
Goldfields Mall	0.3%	0.8%	0.5%

A photograph of two people wearing helmets, likely hikers or mountain bikers, standing on a grassy hill. The scene is captured during a golden sunset or sunrise, with the sky filled with warm, orange and yellow light. The people are silhouetted against the bright background. The person on the left is wearing a light-colored helmet, and the person on the right is wearing a darker helmet. They appear to be looking out over the landscape. The overall mood is serene and adventurous.

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

APPENDIX

GAUTENG TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2023

	Sandton City / Mandela Square	Mall of Africa	Mandela house (Somero)	Apartheid Museum	Tour of Soweto	Eastgate Mall	Menlyn Maine Shopping Centre	Constitution Hill	Rosebank	Rhino and Lion Nature Reserve	Union Buildings	Maboneng Precinct (e.g. Pop Art Theatre, Cinema, Gallery etc)	Sterkfontein Caves (Grade of Humankind)	Maropeng and Sterkfontein Caves	Fourways	Braamfontein Neighbour Goods Market	Eastrand Mall	Montecasino	Newtown Market Theatre	Botanical Gardens	Walter Sisulu	Lesedi Cultural Village
AFRICA	43.6%	17.7%	4.1%	2.4%	3.0%	14.6%	10.9%	1.5%	4.2%	0.8%	1.9%	1.1%	0.5%	3.0%	0.8%	2.9%	1.8%	0.9%	0.7%	0.5%	0.0%	0.5%
Botswana	45.6%	11.9%	2.1%	1.0%	0.5%	8.7%	7.9%	0.5%	4.8%	0.0%	0.5%	0.6%	0.5%	3.1%	0.6%	1.6%	0.5%	0.3%	0.5%	0.0%	0.0%	0.0%
Lesotho	28.6%	15.0%	2.7%	0.0%	2.7%	16.5%	5.1%	0.0%	2.2%	0.9%	2.6%	0.0%	0.0%	3.5%	1.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	36.1%	20.9%	3.0%	0.7%	2.3%	19.7%	8.9%	0.0%	4.5%	1.4%	1.2%	0.7%	0.0%	3.8%	1.6%	2.0%	0.6%	0.3%	0.4%	0.0%	0.0%	0.0%
Mozambique	53.6%	15.5%	2.8%	2.3%	2.8%	17.0%	10.3%	2.2%	3.1%	1.3%	0.6%	1.5%	0.9%	1.4%	0.3%	1.4%	1.7%	0.3%	0.1%	0.2%	0.0%	0.2%
Namibia	37.1%	15.0%	3.0%	2.1%	2.5%	10.5%	11.3%	0.9%	4.8%	0.7%	2.1%	1.5%	0.4%	1.0%	1.1%	2.3%	1.0%	1.0%	1.0%	1.4%	0.5%	0.5%
Eswatini	16.6%	15.1%	1.0%	1.1%	0.0%	14.4%	10.7%	4.5%	3.4%	0.0%	2.6%	0.5%	0.0%	3.3%	2.4%	5.1%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	45.5%	19.0%	3.5%	2.1%	2.7%	14.3%	9.0%	0.6%	5.3%	0.4%	2.2%	0.3%	0.3%	2.2%	0.6%	3.7%	1.5%	0.6%	0.6%	0.1%	0.0%	0.1%
Zimbabwe	38.0%	18.9%	1.6%	0.6%	1.1%	14.1%	9.8%	0.7%	3.9%	0.3%	1.1%	0.5%	0.2%	4.9%	0.6%	3.8%	1.8%	0.9%	0.7%	0.6%	0.6%	0.6%
Angola	43.4%	20.6%	5.0%	3.4%	4.6%	30.5%	21.8%	1.4%	2.9%	1.3%	3.7%	1.3%	0.5%	0.2%	0.2%	1.4%	1.8%	1.1%	1.2%	0.2%	0.8%	0.8%
DRC	46.2%	18.7%	3.7%	2.2%	3.3%	21.3%	15.9%	0.5%	3.3%	0.8%	2.4%	2.2%	0.2%	2.1%	1.3%	2.8%	2.8%	0.5%	0.7%	0.5%	0.5%	0.5%
Ethiopia	45.3%	14.0%	4.5%	1.1%	4.1%	10.6%	10.8%	1.3%	7.3%	2.4%	2.9%	0.9%	0.5%	3.3%	0.6%	1.3%	2.0%	1.5%	0.5%	1.0%	1.0%	1.0%
Ghana	54.2%	23.1%	9.3%	5.5%	8.6%	11.6%	9.6%	3.5%	5.7%	1.5%	2.6%	1.9%	0.0%	2.6%	1.6%	3.7%	6.3%	2.3%	0.0%	0.0%	0.0%	0.0%
Kenya	54.6%	14.5%	12.7%	7.6%	8.5%	9.4%	10.2%	4.9%	5.7%	1.6%	4.2%	1.9%	0.9%	3.1%	1.3%	2.1%	1.1%	1.9%	1.0%	1.9%	1.0%	1.9%
Nigeria	54.5%	21.4%	10.3%	5.9%	8.6%	13.0%	11.5%	2.6%	6.5%	2.0%	3.9%	2.3%	0.7%	3.2%	1.1%	2.5%	3.6%	0.8%	0.9%	0.0%	0.0%	0.0%
Tanzania	44.7%	18.1%	5.5%	3.2%	5.2%	12.1%	12.8%	1.6%	2.7%	0.9%	4.0%	1.1%	0.7%	2.0%	0.5%	2.8%	1.0%	0.9%	2.1%	0.0%	0.0%	0.0%
Uganda	46.0%	17.7%	10.0%	6.8%	7.3%	10.8%	13.6%	2.8%	3.6%	1.6%	3.1%	3.7%	0.6%	1.1%	1.0%	1.0%	1.2%	1.6%	1.5%	0.6%	0.6%	0.6%
Other Africa	52.5%	15.9%	5.6%	4.5%	2.3%	14.1%	12.0%	2.3%	3.3%	1.3%	1.3%	2.1%	1.4%	1.0%	0.8%	3.5%	2.7%	1.3%	1.0%	0.5%	0.5%	0.5%
ASIA	50.2%	19.5%	9.2%	9.1%	7.0%	9.0%	11.4%	5.2%	4.6%	8.6%	4.9%	1.9%	2.1%	1.3%	1.8%	1.5%	3.1%	1.7%	1.8%	1.0%	1.0%	1.0%
China including Hong Kong	54.5%	17.7%	4.8%	6.9%	4.5%	8.4%	12.0%	3.9%	4.2%	6.6%	3.4%	1.8%	1.8%	0.9%	1.3%	1.8%	1.7%	1.5%	1.9%	1.0%	1.0%	1.0%
India	54.2%	19.8%	10.3%	9.7%	7.0%	8.4%	9.6%	5.1%	4.1%	8.7%	3.5%	1.8%	2.1%	1.3%	2.1%	1.0%	4.6%	2.0%	1.4%	1.0%	1.0%	1.0%
Japan	45.2%	11.2%	12.7%	12.7%	9.0%	5.0%	10.7%	4.4%	3.5%	8.7%	2.2%	2.4%	4.4%	3.2%	2.6%	1.6%	2.6%	0.3%	1.1%	1.6%	1.6%	1.6%
Malaysia	37.5%	26.7%	13.3%	10.7%	10.7%	8.9%	13.7%	4.4%	13.6%	4.4%	2.4%	3.4%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	6.1%	6.1%	6.1%
Singapore	45.5%	8.4%	7.6%	13.8%	10.2%	9.5%	5.9%	11.9%	13.4%	8.1%	6.4%	6.8%	5.2%	0.0%	2.5%	0.0%	1.8%	1.9%	4.3%	0.0%	0.0%	0.0%
South Korea	37.7%	21.1%	8.7%	9.3%	9.9%	6.8%	10.6%	4.5%	3.7%	4.2%	7.1%	0.8%	1.3%	2.4%	1.5%	0.6%	3.4%	1.5%	2.2%	0.5%	0.5%	0.5%
Other Asia	44.0%	26.0%	10.3%	7.1%	6.7%	13.7%	17.0%	6.2%	3.5%	12.8%	11.0%	0.8%	0.8%	1.0%	1.9%	3.4%	2.2%	2.0%	2.2%	0.0%	0.0%	0.0%
AUSTRALASIA	29.7%	10.5%	12.8%	10.7%	10.7%	9.6%	11.0%	5.6%	4.6%	4.9%	3.2%	2.5%	3.0%	2.3%	0.8%	2.1%	1.9%	1.6%	1.2%	1.5%	1.5%	1.5%
Australia	31.2%	10.0%	13.5%	10.8%	11.9%	9.4%	10.7%	6.0%	5.1%	5.0%	2.9%	2.8%	2.9%	2.0%	0.9%	2.0%	2.1%	1.9%	1.3%	1.2%	1.2%	1.2%
New Zealand	23.2%	12.9%	9.4%	10.5%	5.6%	10.8%	12.6%	3.8%	2.2%	4.8%	4.7%	0.8%	3.4%	3.7%	0.4%	2.6%	1.2%	0.0%	0.7%	2.6%	2.6%	2.6%
Other Australia	16.9%	19.8%	0.0%	50.8%	0.0%	8.5%	0.0%	0.0%	50.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	49.1%	10.5%	24.6%	24.6%	22.1%	8.5%	10.3%	13.7%	8.4%	10.6%	5.9%	4.9%	5.1%	0.7%	2.5%	1.2%	1.5%	1.4%	1.1%	2.8%	2.8%	2.8%
Argentina	50.9%	6.5%	19.9%	20.0%	17.5%	9.8%	8.7%	8.0%	6.2%	9.1%	2.2%	1.6%	4.5%	0.4%	0.3%	3.5%	0.0%	1.2%	1.7%	1.5%	1.5%	1.5%
Brazil	50.6%	12.5%	24.5%	27.3%	24.0%	10.2%	10.5%	15.3%	8.3%	11.6%	6.5%	6.1%	5.2%	0.5%	3.7%	0.3%	2.0%	1.5%	1.4%	3.5%	3.5%	3.5%
Chile	55.2%	12.3%	24.2%	17.3%	23.5%	2.2%	11.2%	8.5%	6.5%	13.8%	10.7%	1.5%	6.1%	0.6%	0.0%	4.3%	3.1%	0.0%	0.0%	6.6%	6.6%	6.6%
Other Central & South America	42.5%	5.8%	26.9%	20.6%	18.5%	4.8%	10.1%	12.8%	10.4%	7.3%	4.6%	3.8%	4.8%	1.5%	0.4%	2.0%	0.4%	1.7%	0.0%	0.2%	0.2%	0.2%
EUROPE	45.8%	9.2%	16.0%	16.6%	15.4%	8.1%	8.5%	8.7%	4.4%	6.4%	5.3%	6.1%	3.8%	1.8%	3.3%	1.1%	1.4%	2.3%	2.5%	2.0%	2.0%	2.0%
Austria	49.0%	9.7%	14.3%	19.2%	13.6%	7.0%	5.4%	12.4%	6.0%	10.5%	9.8%	12.2%	4.8%	1.6%	4.9%	0.0%	0.9%	1.2%	5.2%	3.3%	3.3%	3.3%
Belgium	43.4%	8.8%	18.0%	21.8%	18.6%	5.4%	7.4%	9.4%	2.3%	3.7%	4.5%	6.0%	3.4%	0.0%	2.5%	1.4%	0.0%	2.2%	1.1%	4.2%	4.2%	4.2%
Denmark	40.0%	4.9%	24.8%	19.2%	23.5%	5.3%	6.0%	10.3%	3.1%	5.6%	8.4%	7.3%	4.6%	0.3%	3.7%	0.0%	6.6%	4.9%	4.8%	2.8%	2.8%	2.8%
Finland	44.3%	6.6%	33.2%	31.5%	25.4%	7.2%	7.0%	19.6%	2.5%	6.8%	5.6%	13.8%	2.9%	0.0%	6.4%	0.0%	0.0%	2.9%	2.2%	0.0%	0.0%	0.0%
France	50.6%	6.8%	32.2%	28.0%	31.2%	7.7%	5.1%	15.4%	3.3%	7.5%	8.2%	8.5%	4.0%	0.6%	4.0%	0.6%	0.4%	3.5%	2.1%	2.5%	2.5%	2.5%
Germany	47.8%	8.0%	18.0%	19.4%	17.4%	7.2%	9.0%	11.5%	4.2%	6.6%	7.1%	9.0%	4.8%	0.9%	4.4%	0.8%	1.0%	2.7%	2.2%	2.5%	2.5%	2.5%
Ireland	33.8%	7.3%	14.9%	15.5%	15.5%	12.3%	6.2%	9.1%	5.4%	7.8%	2.0%	5.0%	3.7%	2.6%	2.4%	0.8%	0.7%	0.0%	4.4%	0.5%	0.5%	0.5%
Italy	47.3%	7.4%	18.7%	20.6%	18.7%	6.4%	7.5%	7.6%	3.7%	8.3%	5.7%	7.5%	5.7%	1.0%	3.8%	0.4%	1.4%	3.4%	2.7%	1.8%	1.8%	1.8%
The Netherlands	41.8%	9.7%	15.2%	14.8%	14.6%	7.6%	9.0%	6.4%	4.7%	4.7%	5.2%	3.7%	1.7%	2.1%	2.6%	0.2%	0.9%	2.4%	2.0%	2.7%	2.7%	2.7%
Norway	49.9%	10.4%	27.7%	17.3%	22.3%	8.9%	5.3%	16.9%	4.4%	4.4%	11.9%	9.1%	1.2%	2.2%	3.0%	0.6%	0.9%	2.1%	5.4%	0.0%	0.0%	0.0%
Portugal	50.0%	11.8%	6.4%	10.2%	6.6%	9.5%	13.6%	3.8%	6.0%	4.4%	4.8%	3.1%	1.7%	1.6%	2.3%	2.1%	2.6%	1.4%	3.0%	1.4%	1.4%	1.4%
Russian Federation	48.9%	10.8%	13.2%	15.1%	11.6%	3.5%	15.7%	8.5%	4.2%	12.7%	7.3%	2.2%	7.5%	1.0%	4.0%	1.5%	2.6%	0.0%	3.2%	1.5%	1.5%	1.5%
Spain	43.5%	6.6%	25.0%	27.6%	24.2%	11.0%	7.3%	11.5%	4.7%	4.7%	4.5%	4.8%	3.4%	1.7%	2.2%	0.6%	0.6%	2.6%	1.1%	0.5%	0.5%	0.5%
Sweden	53.3%	9.2%	21.9%	17.0%	18.0%	5.8%	11.8%	6.9%	7.1%	7.9%	5.1%	7.6%	3.1%	1.4%	2.9%	0.2%	1.5%	1.3%	2.6%	2.1%	2.1%	2.1%
Switzerland	53.1%	6.7%	19.3%	22.9%	23.2%	9.3%	6.5%	14.4%	2.5%	8.3%	3.5%	9.9%	4.3%	1.2%	3.4%	0.0%	1.9%	3.4%	4.0%	1.0%	1.0%	1.0%
Turkey	64.6%	14.6%	9.4%	13.3%	10.5%	4.9%	10.1%	4.9%	2.0%	6.9%	0.9%	2.7%	1.8%	0.0%	4.2%	1.2%	0.0%	1.2%	4.3%	0.0%	0.0%	0.0%
UK	43.0%	11.4%	8.8%	9.6%	8.0%	9.6%	9.2%	4.9%	5.1%	5.4%	3.4%	3.9%	3.3%	3.2%	2.5%	1.9%	2.4%	2.0%	2.3%	1.6%	1	

APPENDIX

	WESTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2023																			
	V&A Waterfront	Cape Town Central City	Camps Bay	Boulder National Park	Cape Point	The Winelands	Table Mountain Cableway	Kirstenbosch Botanical Gardens	The Garden Route	Table Mountain (not cableway)	Clifton Beach	Canal Walk Mall	Lion's Head	Hermannus	Muttenberg Beach	Robben Island	Tsitsikamma National Park	Cango Caves	Cape Agulhas	Cape Town Ostrich Ranch / Cape Point Ostrich Farms
AFRICA	74.4%	51.7%	42.2%	22.5%	27.2%	24.2%	28.4%	14.1%	6.2%	15.0%	13.3%	29.8%	10.9%	5.3%	11.2%	7.6%	2.9%	4.8%	4.6%	4.0%
Botswana	77.4%	42.2%	36.2%	15.5%	27.1%	21.6%	17.8%	10.5%	1.3%	9.4%	5.0%	27.6%	8.2%	2.6%	11.7%	5.8%	2.6%	4.1%	1.2%	2.6%
Lesotho	56.6%	31.5%	31.5%	17.1%	17.1%	10.8%	0.0%	0.0%	0.0%	31.5%	17.1%	0.0%	31.5%	0.0%	0.0%	17.1%	0.0%	0.0%	0.0%	0.0%
Malawi	59.5%	38.0%	26.6%	12.2%	27.9%	16.2%	25.3%	7.5%	5.7%	13.7%	4.4%	25.7%	7.5%	4.7%	8.5%	5.7%	0.0%	0.0%	1.7%	1.5%
Mozambique	64.0%	34.4%	38.0%	20.0%	30.8%	7.6%	17.2%	11.4%	3.5%	18.6%	8.6%	18.3%	2.5%	1.6%	5.9%	7.3%	1.9%	2.8%	1.3%	0.9%
Namibia	79.2%	63.2%	47.5%	23.9%	24.4%	37.1%	24.0%	20.8%	5.5%	10.7%	18.1%	36.1%	9.7%	6.0%	14.7%	7.5%	4.7%	7.9%	7.5%	7.1%
Eswatini	56.7%	13.2%	23.7%	8.0%	22.8%	4.2%	41.7%	8.0%	0.0%	30.8%	8.0%	19.5%	0.0%	8.0%	6.0%	0.0%	0.0%	0.0%	0.0%	8.0%
Zambia	64.9%	36.0%	25.2%	13.3%	16.2%	13.0%	21.5%	7.5%	3.8%	10.6%	6.0%	24.2%	8.1%	1.5%	5.4%	7.7%	1.4%	1.4%	1.5%	0.7%
Zimbabwe	72.0%	45.5%	40.1%	13.7%	25.5%	16.5%	30.2%	11.4%	4.5%	12.4%	10.9%	27.1%	11.2%	3.7%	12.3%	6.8%	1.6%	2.9%	2.8%	1.2%
Angola	84.5%	72.3%	59.3%	39.4%	42.6%	29.9%	34.2%	24.3%	10.2%	22.0%	14.7%	40.0%	14.9%	10.6%	16.8%	9.0%	5.2%	10.9%	11.2%	8.4%
DRC	74.6%	44.3%	40.9%	14.6%	23.0%	16.2%	23.9%	9.1%	13.0%	11.1%	9.1%	32.6%	8.7%	7.0%	15.8%	10.0%	1.1%	4.0%	1.1%	5.1%
Ethiopia	74.4%	56.2%	46.2%	30.2%	38.0%	27.0%	42.3%	17.7%	4.7%	17.7%	13.5%	18.7%	21.7%	9.3%	9.4%	12.8%	5.0%	9.0%	9.3%	5.7%
Ghana	76.7%	50.0%	32.8%	22.3%	19.1%	28.2%	30.4%	6.2%	0.9%	10.9%	17.2%	31.4%	9.6%	1.4%	6.0%	9.8%	0.6%	2.1%	1.8%	4.1%
Kenya	70.2%	48.5%	39.7%	30.4%	26.1%	27.5%	30.8%	11.1%	9.0%	25.1%	22.0%	36.9%	16.7%	8.4%	14.3%	9.0%	4.3%	9.8%	6.0%	7.4%
Nigeria	77.5%	52.4%	41.7%	21.7%	19.2%	23.1%	33.0%	7.0%	4.9%	20.0%	15.5%	21.2%	11.5%	4.9%	6.8%	8.4%	3.1%	3.1%	3.6%	3.6%
Tanzania	66.9%	42.0%	36.7%	17.6%	24.7%	21.1%	17.8%	5.0%	5.8%	5.3%	10.9%	22.5%	3.9%	0.0%	5.5%	2.1%	3.5%	0.0%	1.7%	1.8%
Uganda	80.1%	55.5%	41.8%	20.9%	24.3%	16.6%	28.6%	6.6%	5.8%	2.6%	3.8%	28.0%	3.2%	3.2%	3.8%	11.1%	0.0%	0.0%	3.2%	0.0%
Other Africa	79.9%	62.1%	51.6%	36.3%	34.5%	33.5%	37.9%	20.1%	11.2%	21.7%	18.5%	29.8%	15.1%	8.5%	9.1%	7.6%	3.8%	4.5%	6.1%	4.9%
ASIA	75.5%	59.0%	55.2%	49.6%	50.9%	39.7%	49.0%	25.2%	20.4%	21.1%	17.6%	24.9%	19.2%	18.6%	14.9%	11.3%	11.9%	15.4%	8.7%	14.5%
China including Hong Kong	66.5%	52.6%	42.8%	40.9%	45.4%	37.9%	42.7%	19.0%	13.4%	17.5%	10.7%	23.7%	15.2%	16.7%	12.5%	8.8%	9.9%	8.0%	9.4%	7.4%
India	75.5%	60.2%	61.5%	57.2%	58.2%	38.9%	53.8%	28.7%	26.6%	21.5%	21.2%	27.8%	20.9%	20.9%	17.2%	15.0%	15.5%	28.6%	8.6%	23.6%
Japan	69.5%	50.6%	48.9%	49.1%	53.4%	35.0%	41.6%	22.0%	13.7%	28.6%	13.2%	14.0%	16.8%	17.4%	13.4%	10.8%	11.1%	9.6%	9.9%	10.3%
Malaysia	88.8%	75.3%	49.3%	48.0%	51.6%	47.2%	55.6%	32.4%	23.0%	16.4%	13.8%	23.2%	19.3%	19.5%	13.1%	8.4%	12.8%	5.9%	8.0%	7.0%
Singapore	86.6%	60.7%	68.4%	57.0%	50.1%	55.3%	52.2%	27.6%	17.7%	21.1%	24.0%	27.3%	23.5%	20.6%	16.1%	15.6%	13.0%	3.3%	11.3%	7.7%
South Korea	79.2%	57.9%	56.0%	47.1%	49.3%	36.5%	51.2%	18.1%	11.0%	17.6%	23.8%	11.6%	21.6%	18.7%	13.3%	10.5%	7.2%	5.7%	6.5%	1.9%
Other Asia	78.5%	62.5%	52.9%	40.1%	39.4%	38.3%	44.5%	25.1%	20.4%	23.3%	15.2%	28.5%	18.3%	14.8%	13.8%	5.0%	7.0%	6.6%	7.3%	12.2%
AUSTRALASIA	63.5%	54.7%	41.7%	43.8%	43.7%	43.6%	40.7%	24.9%	19.5%	20.7%	14.6%	12.6%	16.6%	12.6%	9.7%	10.5%	8.3%	9.0%	6.8%	6.3%
Australia	63.7%	55.1%	41.5%	45.2%	44.4%	45.2%	41.9%	25.3%	20.2%	21.6%	14.4%	11.6%	17.4%	12.7%	9.0%	10.8%	9.0%	10.2%	7.1%	6.0%
New Zealand	62.8%	53.2%	42.4%	38.2%	40.8%	37.4%	35.6%	23.3%	16.8%	17.2%	15.2%	16.5%	13.3%	12.4%	12.5%	9.1%	5.6%	4.1%	5.5%	7.2%
Other Austratia	16.4%	11.2%	70.9%	18.7%	7.5%	7.5%	70.9%	7.5%	3.7%	3.7%	82.1%	3.7%	7.5%	7.5%	7.5%	70.9%	0.0%	7.5%	63.4%	70.9%
CENTRAL & SOUTH AMERICA	77.6%	64.5%	62.8%	66.5%	65.2%	49.2%	65.7%	37.9%	29.2%	29.0%	21.6%	16.6%	24.2%	20.4%	24.9%	17.6%	13.2%	9.1%	16.2%	8.9%
Argentina	66.9%	43.2%	36.4%	59.0%	59.5%	45.4%	47.0%	27.5%	36.2%	28.9%	12.7%	9.4%	17.8%	19.1%	14.1%	12.4%	23.5%	9.0%	9.5%	5.8%
Brazil	85.3%	71.2%	71.4%	71.1%	70.0%	53.6%	72.0%	42.3%	32.9%	32.4%	23.0%	15.9%	25.9%	22.1%	31.9%	20.4%	15.0%	9.3%	19.3%	9.0%
Chile	70.4%	57.8%	63.2%	57.9%	54.3%	42.1%	64.3%	28.1%	23.1%	26.2%	28.6%	20.7%	31.7%	16.0%	22.4%	9.8%	11.9%	7.5%	12.8%	9.5%
Other Central & South America	61.3%	54.9%	48.0%	58.1%	56.2%	39.6%	55.2%	31.3%	17.3%	19.8%	19.5%	20.2%	20.2%	17.0%	9.6%	13.2%	4.6%	9.2%	10.5%	9.6%
EUROPE	75.9%	65.7%	59.8%	61.3%	56.0%	55.3%	50.0%	36.3%	33.4%	30.1%	24.7%	21.3%	21.7%	24.7%	22.5%	19.5%	17.8%	16.4%	15.1%	12.1%
Austria	80.2%	72.9%	71.0%	72.3%	67.6%	60.0%	62.9%	54.8%	43.8%	42.2%	27.3%	24.3%	30.1%	23.1%	32.8%	22.3%	22.8%	16.1%	16.5%	13.9%
Belgium	77.1%	71.7%	56.5%	60.9%	62.0%	62.0%	50.4%	39.6%	38.1%	32.8%	21.9%	23.6%	24.2%	28.1%	24.2%	14.7%	20.4%	14.7%	9.6%	9.7%
Denmark	78.6%	71.5%	59.4%	63.9%	56.1%	59.3%	58.8%	40.9%	37.9%	35.6%	22.3%	19.4%	21.6%	22.5%	20.6%	25.6%	20.4%	19.4%	16.7%	12.9%
Finland	81.5%	62.5%	71.6%	60.0%	58.4%	58.0%	64.3%	50.4%	41.0%	34.9%	20.6%	28.0%	24.9%	21.2%	20.8%	33.1%	15.6%	18.8%	11.1%	8.7%
France	73.0%	66.6%	59.6%	67.5%	60.6%	54.4%	53.0%	38.3%	34.2%	32.8%	24.6%	22.4%	26.7%	25.4%	24.5%	24.8%	17.0%	18.3%	15.4%	14.1%
Germany	79.3%	70.0%	65.0%	65.4%	62.0%	59.3%	54.3%	41.6%	42.0%	32.0%	28.0%	19.6%	24.8%	28.1%	27.6%	21.6%	23.9%	16.3%	17.4%	12.4%
Ireland	75.1%	58.9%	55.2%	50.3%	50.8%	50.0%	47.6%	34.6%	33.3%	30.8%	16.6%	21.6%	19.5%	21.4%	16.0%	20.5%	10.5%	6.2%	13.7%	7.9%
Italy	78.8%	73.4%	63.3%	70.2%	68.0%	53.1%	49.9%	36.2%	30.4%	27.9%	27.2%	23.2%	25.4%	32.7%	23.6%	20.8%	16.6%	14.3%	16.8%	11.8%
The Netherlands	77.7%	65.1%	58.7%	62.3%	53.8%	57.0%	50.0%	34.7%	36.1%	30.5%	24.8%	22.2%	23.0%	25.6%	22.4%	20.6%	22.6%	21.4%	13.4%	11.9%
Norway	86.2%	74.0%	63.7%	63.7%	54.9%	66.2%	61.0%	40.1%	34.9%	41.4%	22.4%	21.6%	27.1%	20.7%	23.9%	23.3%	21.2%	15.8%	17.5%	12.6%
Portugal	85.0%	70.5%	65.2%	58.8%	55.1%	49.1%	54.5%	35.3%	18.1%	21.9%	28.5%	24.0%	23.0%	16.2%	25.5%	20.2%	12.4%	13.3%	11.6%	10.2%
Russian Federation	73.8%	69.9%	64.3%	66.6%	71.7%	51.7%	59.1%	32.3%	24.3%	37.6%	32.3%	14.5%	22.6%	28.4%	22.7%	13.3%	17.2%	10.6%	20.6%	9.8%
Spain	70.9%	72.7%	56.0%	68.2%	61.1%	48.0%	56.8%	36.9%	34.0%	35.8%	22.8%	17.4%	27.7%	30.0%	26.6%	16.1%	16.3%	11.4%	12.8%	8.9%
Sweden	77.0%	68.0%	64.0%	60.3%	62.0%	60.9%	48.0%	42.8%	34.8%	31.2%	23.3%	22.4%	22.1%	24.7%	22.7%	18.1%	18.4%	18.6%	18.4%	13.8%
Switzerland	75.7%	66.3%	61.6%	58.5%	57.5%	59.0%	53.5%	38.9%	40.2%	32.5%	25.9%	23.0%	20.3%	27.7%	25.1%	19.9%	17.4%	14.9%	14.7%	11.9%
Turkey	82.5%	68.5%	69.8%	59.8%	61.8%	46.1%	49.1%	36.4%	17.7%	36.5%	31.3%	28.4%	21.0%	14.0%	27.6%	14.1%	6.5%	13.6%	12.4%	7.2%
UK	72.0%	57.9%	55.1%	54.4%	45.2%	52.1%	42.2%	29.8%	26.5%	24.6%	22.2%	21.5%	15.5%	20.8%	16.7%	16.5%	13.0%	17.1%	14.6%	12.5%
Other Europe	79.8%	71.3%	54.5%	56.2%	55.9%	49.7%	49.3%	31.8%	19.5%	30.6%	23.6%	18.1%	18.3%	18.4%	23.0%	16.0%	13.3%	7.7%	10.3%	11.1%
MIDDLE EAST	82.6%	64.2%	53.6%	46.5%	55.6%	34.3%	43.3%	28.7%	30.6%	25.2%	20.2%	29.0%	25.0%	18.6%	15.8%	12.5%	14.4%	9.4%	6.5%	15.9%
United Arab Emirates	82.2%	30.3%	44.7%	26.8%	33.4%	28.9%	32.6%	15.0%	31.8%	35.6%	16.6%	49.6%	21.4%	15.8%	11.7%	30.0%	12.7%	6.8%	0.3%	29.1%
Other Middle East	82.6%	70.3%	55.1%	50.1%	59.6%	35.2%	45.2%	31.2%	30.4%	23.4%	20.8%	25.3%	25.6%	19.1%	16.5%	9.4%	14.7%	9.9%	7.6%	13.5%
NORTH AMERICA	74.8%	59.9%	56.1%	64.6%	61.0%	51.6%	57.0%	38.0%	21.7%	27.2%	20.8%	17.9%	22.8%	15.5%	15.2%	21.9%	10.5%	9.0%	11.8%	12.2%
Canada	72.8%	58.7%	56.9%	62.7%	57.7%	51.5%	50.7%	36.4%	22.6%	25.4%	28.8%	19.8%	22.1%	19.5%	16.8%	22.0%	14.0%	11.9%	15.3%	14.0%
USA	75.2%	60.2%	55.9%	64.9%	61.7%	51.6%	58.3%	38.3%	21.5%	27.5%	19.2%	17.5%	22.9%	14.7%	14.9%	21.8%	9.8%	8.4%	11.0%	11.8%
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	75.2%	62.5%	56.4%	56.3%	53.2%	49.7%	48.5%	33.1%	27.5%	27.2%	22.0%	21.6%	20.5%	20.4%	19.2%	17.7%	14.3%	13.5%	12.7%	11.2%

*Caution: small base size

APPENDIX

EASTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2023

	Addo Elephant Park	Storms River	Tree Top Canopy Tour Tsitsikama forest	Board Walk Shopping Mall	Warner Park	Bloukrans Bridge Bungee (Highest Bungee)	Greenacres Mall	Nelson Mandela Museum (Mthatha)	Wild Fly Fishing - Somerset East	Olifants River Museum	Valley of Desolation / Owl House / Karoo / Olifants River Museum	Steve Biko Monument and Museum and Grave Site - King William's Town, Griberg & East (London)	Steve Biko Monument and Museum and Grave Site - King William's Town, Griberg & East (London)	Nelson Mandelas Homestead / Gravelite (Qunu)	Tiffindeli Ski Resort	Anakhalia Game Reserve	Baywest Mall	Hemmingway's Mall	Kariega Game Reserve	Punjab Game reserve	Kragga Karma Game Park	Not applicable
AFRICA	11.8%	6.5%	2.5%	23.6%	14.5%	3.5%	23.4%	2.8%	1.6%	0.9%	2.9%	2.5%	0.7%	0.0%	3.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Botswana	7.0%	5.7%	5.7%	13.6%	16.7%	5.7%	15.3%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	4.6%	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%
Malawi	5.3%	0.0%	0.0%	20.7%	33.5%	0.0%	34.2%	0.0%	0.0%	0.0%	7.2%	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%	7.5%	0.0%	25.7%	23.5%	0.0%	37.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%
Namibia	12.6%	11.1%	0.0%	12.0%	11.7%	0.0%	9.5%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	5.3%	0.0%	0.0%	0.0%	4.0%
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%
Zambia	9.1%	5.5%	0.0%	7.9%	8.5%	4.6%	18.9%	4.6%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	5.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	9.9%	4.3%	1.2%	28.2%	9.6%	3.1%	23.0%	1.3%	1.7%	0.0%	1.2%	6.0%	1.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	33.8%	14.4%	13.9%	44.3%	17.4%	5.3%	36.2%	5.3%	0.0%	13.9%	19.5%	6.1%	7.8%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	13.3%	0.0%	26.6%	36.8%	13.3%	36.8%	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%
Ethiopia	0.0%	11.2%	11.2%	27.7%	10.1%	11.2%	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	16.3%	6.3%	0.0%	48.1%	7.7%	0.0%	33.1%	24.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%
Kenya	15.1%	9.4%	9.4%	32.5%	15.5%	9.4%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	18.7%	10.4%	2.8%	27.1%	12.0%	5.7%	28.6%	6.0%	3.4%	0.0%	3.4%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	9.5%	0.0%	9.5%	20.8%	13.1%	0.0%	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%	10.3%
Uganda	0.0%	0.0%	0.0%	27.9%	36.1%	0.0%	14.3%	0.0%	0.0%	0.0%	13.6%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	21.8%	9.3%	2.8%	19.1%	13.2%	4.6%	23.4%	5.3%	6.1%	2.5%	2.5%	2.5%	0.0%	5.2%	0.0%	5.2%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%
ASIA	25.3%	14.2%	4.1%	23.6%	13.0%	10.6%	22.1%	5.0%	4.3%	3.7%	4.6%	2.3%	0.5%	0.3%	2.7%	1.3%	0.0%	0.4%	0.6%	0.5%	0.6%	0.5%
China including Hong Kong	29.4%	21.9%	3.8%	21.7%	23.9%	8.2%	17.8%	4.2%	3.9%	1.6%	4.1%	0.8%	0.0%	0.0%	2.4%	3.8%	0.0%	1.2%	0.5%	1.0%	0.0%	0.0%
India	26.8%	11.7%	5.3%	28.2%	4.9%	14.3%	24.8%	6.5%	6.0%	3.4%	4.6%	2.5%	0.0%	0.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	28.7%	18.7%	0.0%	19.4%	27.9%	1.7%	10.0%	2.7%	2.5%	0.0%	0.0%	2.7%	0.0%	0.0%	4.1%	4.1%	0.0%	1.7%	6.6%	0.0%	0.0%	0.0%
Malaysia	40.8%	17.9%	17.9%	10.2%	0.0%	39.2%	0.0%	17.9%	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%
Singapore	0.0%	23.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	15.4%	5.7%	0.0%	20.6%	26.2%	0.0%	25.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%
Other Asia	20.6%	10.8%	3.7%	22.0%	13.1%	9.3%	28.2%	3.9%	3.5%	8.7%	8.1%	3.8%	2.4%	0.0%	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
AUSTRALASIA	35.6%	24.6%	8.7%	23.2%	21.0%	8.0%	15.9%	4.8%	7.7%	1.2%	0.4%	2.4%	1.2%	2.0%	3.8%	1.4%	0.4%	0.0%	1.8%	1.3%	1.8%	1.3%
Australia	35.1%	25.8%	9.9%	20.0%	21.0%	7.2%	15.2%	6.0%	9.1%	1.1%	0.5%	1.9%	1.5%	2.0%	2.5%	1.1%	0.0%	0.0%	1.6%	1.6%	0.0%	0.0%
New Zealand	37.4%	19.6%	3.6%	35.5%	20.5%	11.0%	19.0%	0.0%	2.0%	2.0%	0.0%	4.1%	0.0%	2.1%	9.1%	2.6%	2.1%	0.0%	2.5%	0.0%	0.0%	0.0%
Other Australia	75.6%	0.0%	0.0%	75.6%	75.6%	8.4%	0.0%	0.0%	8.4%	0.0%	8.4%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	46.9%	38.2%	9.7%	25.8%	9.2%	27.5%	21.2%	8.7%	4.7%	0.0%	2.0%	0.8%	0.6%	0.0%	4.8%	1.1%	2.6%	1.8%	0.9%	0.0%	0.0%	0.0%
Argentina	45.9%	32.2%	16.4%	30.1%	13.0%	17.3%	14.1%	9.9%	5.3%	0.0%	6.4%	5.6%	3.1%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	51.1%	44.6%	10.4%	23.3%	9.2%	34.8%	25.6%	10.3%	5.3%	0.0%	1.3%	0.0%	0.0%	0.0%	1.3%	1.6%	3.0%	2.5%	0.0%	0.0%	0.0%	0.0%
Chile	55.2%	28.3%	0.0%	29.6%	16.9%	8.4%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	18.7%	9.2%	0.0%	35.1%	1.7%	0.0%	9.4%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	34.5%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%
EUROPE	66.8%	42.2%	23.5%	17.0%	15.9%	19.0%	11.1%	9.1%	1.7%	9.1%	7.5%	6.0%	5.5%	1.8%	0.7%	0.7%	1.1%	0.9%	0.5%	0.3%	0.5%	0.3%
Austria	78.3%	59.7%	47.3%	8.6%	22.8%	22.7%	4.1%	0.9%	11.1%	1.7%	3.7%	3.6%	5.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Belgium	70.3%	44.5%	21.3%	11.7%	9.2%	21.9%	8.7%	9.6%	7.4%	9.9%	5.6%	5.0%	3.1%	0.0%	0.0%	1.4%	1.7%	0.9%	0.9%	0.0%	0.0%	0.0%
Denmark	66.9%	33.3%	29.4%	13.2%	17.9%	25.1%	5.0%	16.9%	7.2%	10.0%	13.0%	7.4%	2.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Finland	86.8%	64.3%	48.5%	9.2%	7.3%	24.4%	7.2%	5.3%	3.4%	5.3%	5.3%	5.3%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	76.3%	48.4%	31.6%	13.8%	18.5%	15.4%	11.6%	7.3%	10.8%	10.4%	5.0%	5.2%	9.3%	1.0%	1.8%	0.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	74.4%	44.3%	22.5%	15.1%	12.8%	19.5%	9.9%	8.8%	5.3%	7.5%	8.2%	5.9%	5.6%	1.0%	0.6%	0.7%	1.5%	0.7%	0.3%	0.6%	0.0%	0.0%
Ireland	49.9%	38.6%	28.1%	10.3%	9.0%	20.7%	16.2%	7.7%	5.4%	3.1%	7.6%	2.1%	2.0%	4.9%	2.0%	0.0%	3.1%	5.5%	1.9%	0.0%	0.0%	0.0%
Italy	66.4%	37.2%	20.2%	16.4%	10.7%	20.4%	6.8%	3.4%	9.7%	9.2%	7.6%	2.8%	6.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	70.6%	43.4%	22.8%	21.3%	14.9%	21.6%	12.3%	10.9%	8.7%	12.5%	6.6%	8.2%	7.1%	1.4%	0.6%	0.3%	0.0%	0.0%	0.0%	0.5%	0.8%	0.0%
Norway	71.4%	49.6%	24.8%	8.7%	11.0%	33.4%	1.4%	8.1%	6.3%	7.6%	7.3%	8.4%	2.4%	0.0%	0.0%	0.0%	0.0%	0.8%	2.8%	0.0%	0.0%	0.0%
Portugal	59.9%	31.4%	0.0%	20.5%	22.9%	27.0%	19.1%	10.0%	6.8%	0.0%	5.3%	4.2%	5.1%	2.1%	2.6%	2.9%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
Russian Federation	44.6%	29.8%	7.1%	6.2%	17.9%	16.0%	13.9%	6.4%	2.6%	6.2%	0.0%	0.0%	0.0%	2.6%	2.4%	2.6%	3.9%	0.0%	4.3%	4.3%	0.0%	0.0%
Spain	64.3%	48.4%	20.9%	21.2%	12.1%	17.3%	4.4%	1.5%	5.3%	1.5%	1.5%	1.5%	2.1%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	83.6%	53.3%	33.7%	19.7%	22.5%	30.1%	11.2%	13.8%	12.7%	12.2%	16.7%	9.2%	3.4%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Switzerland	74.4%	57.7%	33.1%	9.6%	13.3%	15.5%	7.8%	5.2%	10.3%	6.7%	5.3%	6.8%	4.5%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	40.3%	29.7%	5.7%	28.8%	23.5%	20.5%	13.4%	28.8%	23.5%	11.3%	19.0%	0.0%	5.7%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
UK	54.3%	34.0%	19.6%	23.0%	21.2%	16.6%	14.4%	11.7%	13.6%	11.4%	8.8											

APPENDIX

MPUMALANGA TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2023

	Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	Bylde River Canyon Gods Window	Bourke's Luck Potholes	Hayzview (Cable slide, Hot air ballooning, Abselting, Elephant)	Panorama	Hayzview Mall	Pilgrim's Rest	3 Rondavels	Dullstroom fly fishing	Sabi Sabi Game Reserve	Sabie	White river	Nelspruit Botanical Gardens	The Pinnacle	Sabi Sands Game Reserve	Mala Mala Game Reserve	Montforder grapes, Apperich's cava, Gush Nature Reserve etc.)	Crocieter Ewifro Park	Londolozi Game Reserve	Longtom Pass
AFRICA	39.6%	13.9%	8.2%	4.2%	8.8%	10.0%	4.6%	4.1%	3.0%	3.3%	3.4%	11.7%	5.5%	3.2%	1.7%	1.9%	1.2%	1.9%	2.5%	2.0%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	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	60.2%	23.3%	16.9%	0.0%	0.0%	23.3%	0.0%	0.0%	0.0%	23.3%	23.3%	36.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.3%
Mozambique	29.5%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	10.2%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%
Namibia	51.7%	8.2%	8.2%	0.0%	16.9%	0.0%	0.0%	0.0%	0.0%	8.2%	6.7%	8.7%	8.7%	8.7%	0.0%	0.0%	8.7%	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	30.3%	15.7%	7.1%	0.0%	0.0%	7.1%	0.0%	7.5%	0.0%	0.0%	0.0%	10.3%	24.1%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	0.0%
Zimbabwe	30.5%	6.6%	3.4%	1.7%	9.0%	10.7%	6.6%	0.0%	4.9%	1.6%	1.7%	13.7%	4.9%	1.7%	1.7%	0.0%	0.0%	0.0%	3.2%	2.1%
Angola	55.0%	40.0%	13.2%	5.9%	20.0%	19.1%	13.2%	7.3%	0.0%	0.0%	0.0%	11.2%	0.0%	7.3%	6.8%	20.7%	0.0%	6.2%	6.2%	0.0%
DRC	52.6%	24.5%	16.6%	7.9%	7.9%	0.0%	0.0%	16.8%	0.0%	7.9%	7.9%	16.8%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	42.2%	26.1%	12.7%	0.0%	7.6%	21.3%	0.0%	13.4%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	7.6%
Ghana	38.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	30.4%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	16.4%	0.0%	0.0%	18.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%
Nigeria	36.6%	4.7%	4.7%	0.0%	4.7%	14.4%	4.7%	4.5%	5.8%	0.0%	4.7%	15.6%	5.1%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%
Tanzania	33.3%	19.3%	6.6%	0.0%	6.6%	0.0%	0.0%	6.6%	12.7%	0.0%	0.0%	19.9%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%
Uganda	58.8%	0.0%	39.1%	39.1%	16.0%	35.8%	0.0%	16.0%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%
Other Africa	67.7%	34.6%	21.9%	15.6%	17.0%	12.0%	8.1%	12.7%	2.1%	2.5%	10.0%	7.0%	0.1%	6.3%	2.5%	0.0%	2.8%	7.7%	0.0%	0.0%
ASIA	76.2%	34.6%	18.8%	20.6%	14.5%	9.8%	7.9%	14.4%	4.1%	4.7%	8.8%	10.1%	5.6%	3.9%	3.6%	2.9%	4.2%	3.8%	2.4%	1.7%
China including Hong Kong	67.7%	36.0%	19.6%	16.9%	17.2%	11.4%	11.3%	12.5%	0.0%	4.1%	5.4%	17.5%	4.9%	2.0%	5.8%	0.7%	2.6%	3.6%	0.7%	2.1%
India	78.3%	34.4%	23.8%	28.3%	17.0%	11.2%	8.6%	16.0%	2.7%	4.2%	9.1%	5.4%	4.8%	6.7%	3.4%	2.8%	7.5%	6.8%	3.5%	2.7%
Japan	79.7%	35.2%	12.7%	23.2%	20.6%	10.0%	8.1%	12.0%	7.5%	6.0%	20.6%	8.3%	2.5%	2.8%	2.9%	6.0%	4.2%	5.4%	8.3%	2.5%
Malaysia	81.7%	20.8%	20.8%	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%
Singapore	87.0%	32.3%	18.5%	32.3%	0.0%	0.0%	0.0%	15.5%	15.9%	0.0%	0.0%	0.0%	9.3%	6.2%	3.5%	6.2%	0.0%	0.0%	0.0%	0.0%
South Korea	76.8%	49.9%	23.4%	3.6%	21.4%	9.7%	17.8%	21.7%	4.9%	5.6%	13.3%	11.7%	7.4%	3.8%	4.8%	3.2%	3.6%	0.0%	4.9%	0.0%
Other Asia	73.7%	31.3%	8.5%	9.9%	9.3%	10.0%	3.7%	12.9%	5.6%	8.0%	9.5%	17.8%	7.8%	0.0%	2.0%	3.1%	1.0%	0.0%	0.0%	0.1%
AUSTRALASIA	81.3%	34.6%	19.8%	11.7%	13.3%	7.6%	8.3%	10.3%	3.4%	7.3%	5.0%	5.4%	5.0%	2.1%	6.6%	2.8%	0.5%	2.6%	0.9%	1.3%
Australia	82.7%	34.2%	19.5%	13.2%	13.1%	7.1%	7.9%	10.4%	3.4%	8.1%	4.9%	6.0%	3.2%	1.8%	7.0%	2.3%	0.4%	2.7%	0.7%	1.2%
New Zealand	74.6%	37.1%	21.5%	3.5%	14.4%	10.3%	10.5%	9.6%	3.6%	3.5%	6.1%	2.0%	14.5%	3.9%	4.5%	5.2%	1.5%	1.9%	1.9%	2.0%
Other Australia	5.4%	5.4%	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%	0.0%
CENTRAL & SOUTH AMERICA	87.2%	44.3%	28.5%	11.4%	24.1%	4.3%	16.5%	13.7%	4.1%	14.1%	9.2%	2.6%	1.8%	6.4%	6.7%	1.2%	2.5%	0.1%	2.2%	2.1%
Argentina	89.2%	49.9%	19.2%	9.3%	22.2%	2.2%	15.6%	18.5%	2.4%	8.3%	16.3%	4.5%	2.3%	8.7%	10.2%	4.4%	2.7%	0.0%	5.7%	0.0%
Brazil	87.6%	47.4%	35.4%	5.8%	28.7%	3.0%	21.5%	14.9%	3.7%	18.8%	8.6%	2.4%	1.7%	6.6%	7.6%	0.0%	0.0%	0.0%	2.5%	3.5%
Chile	82.7%	30.2%	8.7%	17.2%	21.2%	10.1%	9.7%	11.2%	10.1%	5.2%	3.4%	0.0%	0.0%	1.4%	3.2%	1.3%	0.0%	2.1%	2.2%	0.0%
Other Central & South America	86.8%	38.3%	20.4%	24.6%	14.3%	6.9%	6.4%	9.4%	4.0%	7.2%	9.4%	3.0%	2.5%	6.3%	4.4%	3.0%	9.4%	0.0%	0.0%	0.0%
EUROPE	88.5%	58.1%	31.0%	27.7%	26.2%	15.4%	15.0%	15.2%	13.7%	11.7%	9.6%	8.4%	6.9%	7.0%	4.4%	5.0%	5.2%	4.8%	2.3%	2.4%
Austria	90.4%	61.6%	31.3%	39.5%	19.6%	28.3%	11.1%	19.5%	25.1%	23.4%	6.9%	4.1%	8.7%	10.3%	7.6%	2.7%	1.9%	5.2%	3.0%	4.4%
Belgium	87.9%	59.4%	40.7%	26.9%	41.3%	14.3%	21.5%	25.7%	8.4%	8.2%	14.1%	11.0%	7.5%	14.2%	4.6%	5.5%	7.3%	4.2%	1.5%	2.0%
Denmark	85.6%	55.1%	30.5%	28.6%	23.0%	15.5%	16.7%	13.3%	18.0%	14.9%	7.4%	4.2%	10.6%	8.5%	8.1%	8.9%	10.0%	6.4%	4.7%	2.9%
Finland	89.0%	66.2%	33.6%	65.2%	2.2%	49.5%	2.2%	0.0%	65.2%	42.8%	2.2%	0.0%	35.4%	2.2%	2.6%	14.0%	0.0%	0.0%	0.0%	0.0%
France	92.2%	69.1%	35.3%	27.2%	25.6%	14.7%	19.3%	17.0%	13.9%	11.5%	13.6%	10.5%	7.3%	7.7%	3.1%	2.7%	4.1%	4.7%	2.6%	2.0%
Germany	90.3%	63.9%	31.5%	33.7%	28.3%	18.5%	15.8%	15.0%	17.6%	14.7%	10.3%	8.9%	8.2%	7.1%	4.0%	6.2%	6.5%	5.7%	2.1%	2.7%
Ireland	86.3%	50.9%	12.7%	32.5%	14.5%	32.0%	10.9%	7.1%	13.8%	6.2%	1.9%	1.4%	7.6%	5.1%	2.1%	12.9%	5.1%	8.3%	2.1%	4.2%
Italy	88.2%	63.7%	37.1%	17.9%	34.1%	8.1%	17.2%	16.3%	9.6%	5.7%	11.2%	11.1%	3.4%	6.3%	3.7%	3.3%	2.3%	1.3%	1.7%	0.2%
The Netherlands	88.8%	56.8%	36.7%	26.7%	34.5%	12.7%	14.9%	19.2%	11.4%	11.3%	9.8%	10.0%	4.7%	8.5%	4.1%	2.8%	6.3%	6.1%	2.0%	3.8%
Norway	93.3%	68.5%	35.0%	47.4%	29.1%	25.0%	17.5%	18.6%	28.1%	27.2%	14.6%	7.6%	14.6%	5.2%	9.7%	7.6%	4.7%	5.6%	1.1%	4.5%
Portugal	87.6%	56.2%	30.1%	18.7%	32.5%	8.7%	10.8%	21.2%	3.6%	3.6%	8.3%	3.0%	3.3%	8.5%	6.5%	1.8%	1.7%	3.3%	1.7%	1.8%
Russian Federation	83.7%	46.7%	32.3%	11.8%	13.1%	1.5%	15.1%	7.1%	3.7%	6.2%	3.2%	9.6%	0.0%	1.8%	6.6%	3.0%	0.0%	3.0%	4.5%	0.0%
Spain	98.0%	61.9%	31.7%	18.7%	33.4%	10.0%	13.9%	16.7%	9.7%	7.4%	12.3%	9.1%	8.4%	10.0%	3.9%	6.7%	2.9%	4.0%	2.0%	0.0%
Sweden	85.7%	50.8%	32.2%	34.0%	26.0%	19.7%	12.5%	11.6%	10.9%	10.6%	7.8%	7.4%	8.6%	2.4%	5.8%	9.0%	5.8%	7.4%	5.9%	2.2%
Switzerland	92.5%	60.9%	27.1%	41.9%	18.3%	25.1%	10.8%	8.8%	23.5%	20.6%	9.9%	6.1%	7.0%	5.6%	4.6%	6.6%	5.3%	5.4%	5.5%	3.2%
Turkey	74.7%	50.2%	26.7%	22.1%	25.2%	12.8%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	15.8%	0.0%	25.1%	0.0%	0.0%	12.8%
UK	81.8%	41.1%	20.3%	21.9%	15.3%	12.9%	10.2%	10.1%	10.0%	9.4%	5.0%	6.9%	6.4%	4.8%	5.1%	4.5%	5.2%	4.2%	1.8%	2.2%
Other Europe	81.4%	47.2%	31.3%	13.0%	25.1%	5.4%	17.7%	20.3%	4.6%	3.9%	8.7%	4.0%	2.5%	3.2%	3.8%	6.4%	5.3%	3.9%	0.0%	3.7%
MIDDLE EAST	76.5%	35.7%	12.0%	5.1%	26.5%	12.4%	11.7%	11.1%	3.4%	5.2%	11.7%	8.5%	5.2%	7.9%	1.8%	1.7%	1.7%	2.0%	1.6%	1.7%
United Arab Emirates	8.0%	39.7%	0.0%	0.0%	0.0%	39.7%	39.7%	0.0%	0.0%	39.7%	39.7%	39.7%	39.7%	39.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	86.8%	35.0%	13.8%	5.9%	30.5%	8.2%	7.5%	12.8%	3.9%	0.0%	7.5%	3.8%	0.0%	3.1%	2.1%	2.0%	2.			

APPENDIX

LIMPOPO TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2023																				
	Mapungubue World Heritage Site	Mapungubue National Park	Bela Bela Conservatory	Mapungubue Cultural Landscape	Southpanberg Mountains	Ga (Inodjadji) / Mojaji	Nandoni Dam	Mall of the North	The Chueno Resort	Names of Resorts/Safari	Private Game Reserves	Timbavati Game Reserve	Kapama Game Reserve	Karongwe Game Reserve	Mabula Game Reserve	Wageningen Game Reserve	Thorny Bush Game Reserve	Makali Game Reserve	Balule Nature Reserve	Not applicable
AFRICA	20.7%	6.1%	11.1%	6.3%	1.6%	0.5%	3.1%	17.9%	2.3%	0.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%
Botswana	37.3%	0.0%	41.3%	0.0%	0.0%	0.0%	0.0%	42.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	32.5%	0.0%	10.0%	30.5%	0.0%	0.0%	0.0%	27.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	23.4%	17.1%	0.0%	15.3%	0.0%	0.0%	0.0%	9.9%	0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	0.0%	0.0%	45.2%	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%
Zambia	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	32.2%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	13.9%	3.1%	9.7%	3.3%	0.0%	0.0%	4.2%	20.6%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	11.9%	11.9%	0.0%	13.9%	0.0%	0.0%	15.3%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%
DRC	20.7%	8.8%	16.4%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	56.7%	0.0%	56.7%	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%
Ghana	100.0%	0.0%	0.0%	0.0%	37.5%	0.0%	37.5%	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%
Kenya	21.1%	15.8%	11.1%	15.8%	0.0%	0.0%	10.0%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	23.8%	0.0%	21.3%	0.0%	7.2%	0.0%	0.0%	6.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	13.5%	0.0%	11.1%	0.0%	0.0%	13.5%	0.0%	24.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	43.2%	15.6%	8.5%	5.6%	4.2%	0.0%	0.0%	4.3%	0.0%	0.1%	4.6%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	5.0%	0.0%	0.0%
ASIA	49.7%	4.4%	7.7%	7.8%	0.5%	2.8%	1.9%	5.6%	1.6%	2.1%	2.2%	0.0%	0.7%	0.0%	1.2%	1.7%	0.0%	0.0%	0.0%	2.5%
China including Hong Kong	48.1%	3.8%	2.3%	6.7%	0.0%	1.6%	0.0%	8.3%	0.0%	4.7%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
India	50.4%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	6.4%
Japan	61.9%	0.0%	6.0%	12.2%	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%
Malaysia	58.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	47.0%	0.0%	0.0%	28.5%	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%
South Korea	59.0%	11.2%	11.2%	10.6%	5.3%	5.3%	0.0%	23.6%	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 Asia	39.5%	13.0%	12.6%	12.6%	0.0%	10.0%	9.8%	1.8%	7.9%	0.0%	8.5%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	2.1%
AUSTRALASIA	60.9%	11.2%	5.2%	4.2%	2.5%	1.6%	1.8%	2.4%	0.6%	0.0%	1.4%	1.9%	3.9%	2.1%	0.6%	0.0%	0.5%	0.7%	0.5%	0.0%
Australia	62.3%	10.4%	6.3%	4.4%	1.7%	2.0%	2.2%	2.9%	0.7%	0.0%	1.7%	2.3%	4.1%	2.6%	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%
New Zealand	55.2%	14.9%	0.0%	3.1%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	3.1%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%
Other Australia	5.4%	0.0%	5.4%	5.4%	5.4%	5.4%	0.0%	0.0%	5.4%	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	62.3%	8.0%	4.5%	1.1%	3.0%	1.7%	0.8%	1.1%	0.0%	5.9%	0.0%	3.6%	8.4%	0.0%	0.0%	0.0%	2.2%	1.5%	4.4%	1.7%
Argentina	66.7%	15.5%	9.0%	2.7%	4.1%	0.0%	5.7%	0.0%	0.0%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	69.7%	7.1%	4.9%	1.3%	3.8%	2.0%	0.0%	1.6%	0.0%	4.5%	0.0%	0.0%	12.1%	0.0%	0.0%	0.0%	3.2%	0.0%	6.4%	0.0%
Chile	65.1%	7.9%	9.6%	0.0%	0.0%	7.6%	7.6%	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	31.3%	8.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	17.2%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	9.6%
EUROPE	73.2%	22.2%	12.3%	7.2%	5.2%	5.0%	4.6%	1.2%	3.5%	1.3%	1.4%	1.2%	0.6%	0.8%	1.0%	1.5%	1.0%	0.7%	0.9%	0.6%
Austria	82.2%	30.6%	12.0%	2.6%	4.3%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%
Belgium	81.6%	26.4%	6.5%	7.1%	1.3%	0.0%	3.3%	0.0%	4.9%	2.1%	3.3%	0.0%	2.1%	0.0%	0.8%	3.3%	0.0%	0.0%	0.0%	0.0%
Denmark	66.9%	31.4%	8.4%	4.5%	8.8%	1.2%	1.4%	0.7%	6.5%	0.0%	0.0%	0.7%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	65.8%	18.6%	12.8%	5.3%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.3%
France	83.9%	27.9%	14.7%	9.3%	4.5%	5.7%	4.1%	0.0%	3.6%	0.0%	0.5%	1.7%	0.0%	0.0%	0.7%	0.7%	0.0%	0.3%	1.1%	0.7%
Germany	79.9%	18.9%	11.1%	6.0%	5.8%	5.3%	3.3%	0.6%	2.5%	1.4%	1.1%	0.8%	0.6%	0.5%	0.0%	1.4%	0.7%	0.6%	2.3%	0.0%
Ireland	72.3%	29.4%	11.0%	2.8%	2.8%	0.0%	6.9%	0.0%	2.8%	0.0%	12.2%	0.0%	0.0%	0.0%	3.5%	9.0%	0.0%	2.1%	0.0%	0.0%
Italy	73.0%	9.8%	6.3%	3.9%	4.7%	2.6%	2.0%	1.4%	0.0%	1.3%	2.9%	1.7%	0.0%	3.6%	0.0%	0.0%	1.1%	5.7%	1.0%	0.0%
The Netherlands	79.5%	27.4%	16.6%	10.8%	7.0%	8.7%	7.6%	0.0%	4.0%	0.9%	0.2%	2.2%	1.3%	0.0%	0.7%	1.3%	0.7%	0.6%	0.7%	0.5%
Norway	69.9%	25.0%	3.5%	5.3%	3.5%	3.5%	5.0%	0.0%	3.5%	3.9%	4.6%	3.6%	0.0%	2.1%	3.5%	1.2%	1.4%	0.0%	0.0%	0.0%
Portugal	65.7%	6.1%	6.1%	5.8%	14.8%	0.0%	6.0%	0.0%	14.3%	7.4%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	57.6%	14.3%	9.5%	4.2%	4.2%	4.2%	9.5%	3.8%	4.2%	3.5%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	80.7%	24.8%	10.7%	9.0%	2.9%	2.9%	7.7%	0.0%	0.0%	0.0%	3.0%	3.0%	4.8%	4.1%	0.0%	3.8%	3.0%	0.0%	0.0%	0.0%
Sweden	60.9%	32.6%	21.7%	13.3%	6.3%	8.1%	7.3%	3.7%	9.5%	3.3%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.0%	3.1%
Switzerland	75.9%	33.7%	16.0%	7.2%	3.4%	3.8%	7.3%	0.0%	7.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	3.9%	0.0%	0.0%
Turkey	56.9%	14.9%	27.3%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
UK	59.1%	17.2%	12.7%	7.2%	5.5%	6.0%	4.7%	3.6%	3.1%	1.3%	0.5%	1.3%	0.5%	1.3%	3.0%	2.0%	0.7%	0.2%	0.5%	1.5%
Other Europe	73.9%	14.9%	5.6%	2.1%	0.0%	0.0%	0.6%	0.0%	7.1%	1.4%	2.6%	0.0%	2.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%
MIDDLE EAST	44.9%	1.8%	13.7%	0.0%	0.1%	0.0%	2.3%	8.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
United Arab Emirates	44.2%	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%	0.0%
Other Middle East	45.1%	2.3%	17.2%	0.0%	0.2%	0.0%	2.9%	10.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%
NORTH AMERICA	63.1%	17.8%	7.8%	2.7%	1.7%	1.7%	1.6%	1.3%	0.8%	4.4%	2.5%	2.3%	2.1%	2.5%						

APPENDIX

NORTH WEST TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2023

	Plainsberg National Park	Sun City Lost City	Haartebeespoortdam	Madikwe Game reserve	Hartbeespoort dam & Snake Park	Barberspan bird sanctuary	Waterfall Mall (Rusenburg)	The cradle of humankind	Potchefstroom University	Klerksdorp Mall	Brits Mall	Matikeng Mall	Bloemhof Dam Nature Reserve	Ukukula Game Lodge	Magaliesburg Resort	Mooi River Mall	Upside-down House	Vredfort crater / Vredfort Dome	Matosana Mall	Private Game Reserve
AFRICA	7.7%	31.6%	11.0%	0.8%	5.0%	1.1%	13.2%	3.2%	5.5%	4.9%	6.6%	5.3%	0.7%	1.6%	0.4%	5.9%	1.3%	0.4%	1.8%	0.0%
Botswana	14.4%	23.6%	18.8%	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%
Lesotho	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%
Malawi	0.0%	47.4%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	6.8%	35.8%	21.2%	0.0%	16.9%	0.0%	6.0%	10.1%	11.7%	11.7%	12.8%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%
Namibia	7.3%	15.9%	10.7%	0.0%	8.4%	0.0%	12.7%	0.0%	17.4%	12.8%	8.4%	0.0%	0.0%	0.0%	0.0%	18.5%	2.0%	0.0%	2.6%	0.0%
Eswatini	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%
Zambia	10.0%	55.9%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	9.4%	0.0%
Zimbabwe	1.7%	33.8%	16.1%	0.0%	2.1%	2.2%	15.4%	3.4%	2.1%	2.1%	8.7%	3.9%	0.0%	1.7%	0.0%	3.9%	2.1%	0.0%	1.7%	0.0%
Angola	26.0%	23.1%	27.4%	9.8%	18.9%	9.8%	0.0%	0.0%	0.0%	6.2%	6.2%	7.7%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%
DRC	8.9%	33.4%	4.7%	0.0%	4.7%	0.0%	28.5%	0.0%	4.7%	3.6%	5.7%	10.9%	0.0%	0.0%	5.9%	0.0%	0.0%	5.9%	0.0%	0.0%
Ethiopia	14.2%	14.2%	0.0%	9.2%	10.7%	0.0%	9.6%	0.0%	8.6%	0.0%	0.0%	14.2%	0.0%	14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	58.4%	0.0%	0.0%	0.0%	0.0%	37.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	31.9%	0.0%	0.0%	15.4%	0.0%	9.8%	15.4%	15.5%	0.0%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	11.4%	33.3%	11.3%	4.0%	4.1%	0.0%	12.2%	8.5%	8.5%	9.1%	3.4%	7.6%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%
Tanzania	9.1%	8.0%	7.5%	0.0%	0.0%	0.0%	18.4%	0.0%	0.0%	8.4%	0.0%	10.5%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%
Uganda	8.3%	15.0%	0.0%	0.0%	10.5%	0.0%	15.0%	7.5%	9.0%	9.0%	0.0%	33.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%
Other Africa	36.3%	38.4%	1.2%	4.8%	1.2%	0.0%	5.2%	6.2%	2.4%	10.0%	14.0%	10.0%	0.0%	13.9%	0.0%	5.0%	0.0%	0.0%	2.3%	0.0%
ASIA	52.5%	35.5%	9.4%	3.6%	6.3%	2.1%	7.1%	2.5%	3.2%	4.5%	4.3%	2.2%	1.0%	1.4%	3.3%	1.9%	3.5%	1.5%	1.2%	0.6%
China including Hong Kong	36.2%	35.4%	14.8%	1.4%	8.3%	1.4%	8.5%	1.4%	2.6%	12.8%	5.6%	5.4%	0.0%	0.0%	1.4%	3.2%	3.0%	1.4%	2.9%	0.4%
India	59.1%	71.4%	6.6%	4.3%	4.1%	2.0%	4.1%	2.0%	3.4%	0.9%	4.5%	1.0%	2.0%	0.0%	1.0%	1.0%	5.2%	2.0%	0.0%	1.0%
Japan	59.0%	33.5%	7.8%	4.0%	7.8%	0.0%	9.2%	4.9%	0.0%	7.6%	0.0%	0.0%	0.0%	9.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	48.7%	0.0%	0.0%	0.0%	0.0%	0.0%	31.0%	0.0%	0.0%	0.0%	0.0%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	29.7%	43.1%	27.1%	0.0%	27.1%	0.0%	27.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	50.2%	23.9%	0.0%	0.0%	0.0%	0.0%	5.3%	7.1%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	5.3%	5.3%	0.0%	0.0%	0.0%	0.0%
Other Asia	56.1%	48.5%	13.2%	6.9%	9.3%	5.4%	5.5%	3.9%	6.8%	6.1%	7.1%	0.8%	0.0%	5.4%	9.0%	4.0%	6.2%	1.6%	4.1%	0.0%
AUSTRALASIA	49.8%	26.3%	14.8%	8.2%	8.2%	1.6%	6.8%	4.7%	7.8%	6.1%	5.2%	0.7%	1.5%	0.0%	0.6%	2.2%	2.5%	0.0%	3.0%	0.0%
Australia	52.3%	26.5%	14.7%	9.3%	9.3%	2.0%	6.2%	4.9%	5.9%	4.9%	5.5%	0.9%	1.8%	0.0%	0.0%	2.8%	2.2%	0.0%	3.8%	0.0%
New Zealand	39.4%	25.7%	15.3%	3.9%	3.9%	0.0%	9.2%	3.9%	15.1%	10.8%	4.1%	0.0%	0.0%	0.0%	3.1%	0.0%	3.9%	0.0%	0.0%	0.0%
Other Australia	78.3%	0.0%	0.0%	0.0%	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%
CENTRAL & SOUTH AMERICA	52.9%	31.6%	7.2%	11.3%	6.5%	4.9%	4.0%	7.7%	1.6%	0.0%	8.3%	0.0%	1.6%	2.6%	0.5%	0.0%	1.8%	0.0%	0.0%	
Argentina	42.6%	14.0%	7.7%	7.7%	7.7%	7.7%	12.7%	7.7%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	58.6%	35.5%	7.8%	9.1%	7.8%	5.4%	3.6%	9.4%	1.8%	0.0%	11.4%	0.0%	1.8%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	46.8%	42.6%	10.0%	31.9%	10.0%	10.0%	6.8%	10.0%	6.5%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	34.1%	0.0%	0.0%	0.0%
Other Central & South America	37.4%	20.8%	4.0%	15.1%	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%	0.0%
EUROPE	48.3%	20.1%	19.1%	20.4%	14.7%	15.1%	6.7%	9.8%	9.1%	7.0%	5.4%	5.6%	5.4%	4.0%	4.4%	1.8%	2.7%	2.0%	0.4%	1.1%
Austria	54.5%	15.1%	56.0%	19.1%	40.2%	30.4%	0.0%	9.2%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%
Belgium	60.4%	14.1%	10.5%	18.1%	10.5%	10.5%	19.9%	6.1%	13.5%	0.0%	0.0%	10.0%	0.0%	0.0%	5.5%	3.8%	0.0%	0.0%	4.3%	0.0%
Denmark	51.2%	16.7%	43.9%	47.8%	38.2%	31.2%	6.2%	17.7%	7.0%	11.6%	0.0%	4.0%	0.0%	4.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%
Finland	69.0%	0.0%	43.0%	31.0%	43.0%	31.0%	0.0%	27.1%	13.5%	0.0%	0.0%	12.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	41.8%	22.7%	14.6%	13.9%	6.7%	13.0%	8.6%	5.8%	7.3%	10.8%	13.2%	8.4%	6.1%	7.0%	5.2%	0.0%	2.9%	4.7%	1.9%	0.0%
Germany	56.6%	18.9%	20.4%	18.1%	13.5%	15.7%	7.8%	10.4%	7.8%	7.1%	5.7%	5.2%	5.4%	6.1%	3.4%	1.8%	3.1%	2.7%	0.9%	0.0%
Ireland	30.3%	32.1%	42.1%	20.0%	32.3%	32.3%	12.3%	7.6%	22.2%	0.0%	0.0%	0.0%	12.3%	0.0%	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	47.8%	14.9%	9.3%	16.0%	5.8%	3.1%	2.2%	2.7%	7.0%	5.4%	5.2%	0.0%	3.1%	6.7%	6.8%	0.0%	2.7%	0.0%	0.0%	9.8%
The Netherlands	49.1%	11.7%	22.8%	20.8%	14.9%	21.9%	9.4%	9.7%	9.9%	6.4%	8.7%	13.2%	7.8%	5.2%	8.9%	3.7%	5.9%	2.4%	0.0%	0.0%
Norway	55.8%	9.5%	21.9%	21.9%	21.9%	21.9%	0.0%	26.3%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	44.7%	49.3%	7.6%	26.8%	20.4%	13.6%	16.1%	15.6%	14.0%	8.1%	6.0%	0.0%	0.0%	0.0%	6.0%	6.0%	6.0%	0.0%	0.0%	0.0%
Russian Federation	22.9%	36.8%	13.6%	13.6%	20.2%	0.0%	0.0%	0.0%	16.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	8.0%	0.0%	0.0%
Spain	47.9%	12.0%	29.9%	24.5%	24.5%	24.5%	0.0%	17.1%	19.4%	18.2%	6.4%	6.4%	12.8%	14.0%	18.5%	0.0%	0.0%	0.0%	0.0%	5.4%
Sweden	63.5%	17.3%	29.8%	19.6%	22.7%	28.1%	5.5%	21.7%	5.5%	8.5%	5.5%	2.2%	15.7%	0.0%	2.2%	5.8%	0.0%	0.0%	0.0%	8.5%
Switzerland	39.2%	17.5%	16.5%	30.7%	22.9%	22.9%	0.0%	12.6%	4.4%	3.9%	3.9%	0.0%	9.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	81.7%	22.5%	28.3%	28.3%	28.3%	28.3%	0.0%	28.3%	0.0%	18.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
UK	43.0%	23.7%	14.9%	21.9%	11.6%	10.4%	6.7%	8.9%	6.9%	6.1%	5.1%	5.1%	4.2%	3.5%	3.5%	1.7%	2.8%	1.4%	0.2%	1.0%
Other Europe	47.2%	29.0%	6.0%	12.7%	6.0%	4.1%	2.2%	4.2%	27.8%	15.2%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	14.6%	24.2%	15.4%	14.6%	2.5%	2.5%	11.1%	15.4%	20.2%	16.1%	8.1%	12.8%	2.5%	11.4%	0.0%	1.0%	0.0%	0.0%	0.0%	6.9%
United Arab Emirates	5.0%	74.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%
Other Middle East	16.0%	17.1%	17.5%	16.7%	2.9%	2.9%	12.7%	17.5%	21.6%	17.3%	9.3%	14.6%	2.9%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%
NORTH AMERICA	47.8%	19.3%	14.3%	13.4%	12.0%	6.8%	6.3%	8.5%	6.2%	8.7%	2.6%	2.1%	3.6%	2.1%	2.8%	1.6%	0.9%	0.5%	1.6%	0.9%
Canada	46.9%	6.0%	10.9%	3.8%	0.0%	0.0%	5.9%	9.7%	9.4%	11.9%	6.2%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	2.2%	0.0%
USA	47.9%	20.9%	14.7%	14.5%	13.4%	7.7%	6.4%	8.4%	5.9%	8.3%	2.2%	2.3%	4.0%	2.4%	2.7%	1.7%	1.0%	0.6%		

APPENDIX

NORTHER CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q4 2023

	Kimberley Big Hole	Diamond Mall	Kimberley Museum	Katragadi Transfontier Park	Auragabes Falls	Mokata National Park	Namaqualand Flowers	(Specty) Namaqualand Villages (e.g. Khomani San Village etc)	San-Cultural Villages (e.g. Middelburg Bay at Mcdougall Bay)	Blue Flag Beach at Stangazing (Salt and Skja)	Sutherland and Carnarvon - Stangazing (Salt and Skja)	Names of Resorts/Safari	North Cape Mall	Museums	Private Game Reserve	Kalahari mall	Diamond Pavilion Shopping Centre	Cultural Village	Dams	Hunting	Tswalu Kalahari Reserve
AFRICA	13.3%	33.9%	0.5%	4.4%	0.1%	0.7%	9.1%	0.9%	0.0%	2.2%	0.0%	5.5%	0.0%	0.0%	0.7%	6.0%	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%	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%
Malawi	58.2%	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%	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%	0.0%
Namibia	22.2%	60.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.8%	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%	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%	0.0%
Zimbabwe	12.9%	37.7%	0.0%	12.9%	0.0%	0.0%	12.9%	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%
Angola	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	100.0%	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%
Ethiopia	0.0%	39.2%	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%	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%
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%	53.6%	0.0%	0.0%	0.0%	0.0%
Nigeria	37.4%	22.0%	0.0%	0.0%	0.0%	16.0%	56.6%	19.2%	0.0%	0.0%	0.0%	22.0%	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%	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%	0.0%
Other Africa	0.0%	64.1%	7.2%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	55.3%	46.3%	45.1%	8.5%	2.0%	0.0%	21.2%	4.4%	0.0%	20.6%	2.3%	0.0%	1.1%	0.0%	2.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	53.5%	38.1%	47.0%	10.0%	4.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%
India	32.6%	22.9%	15.7%	15.7%	0.0%	0.0%	0.0%	15.7%	0.0%	0.0%	8.0%	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%	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%
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%	0.0%
Singapore	38.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	63.2%	31.4%	68.2%	36.8%	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%
Other Asia	83.1%	92.8%	83.1%	0.0%	0.0%	0.0%	61.0%	0.0%	0.0%	64.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	15.7%	27.9%	8.7%	15.6%	13.7%	18.1%	0.0%	8.8%	0.1%	0.0%	3.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Australia	18.0%	29.0%	6.9%	14.9%	15.7%	13.3%	0.0%	10.1%	0.0%	0.0%	3.5%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%
New Zealand	0.0%	20.8%	20.8%	20.8%	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%	0.0%	0.0%	0.0%
Other Australia	100.0%	0.0%	0.0%	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%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	19.6%	7.2%	0.0%	11.9%	0.0%	1.4%	4.2%	0.0%	0.0%	0.0%	12.8%	0.0%	0.0%	4.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	11.3%	0.0%	0.0%	26.9%	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%	0.0%	0.0%	0.0%	0.0%
Brazil	42.1%	13.9%	0.0%	9.9%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	0.0%	45.2%	0.0%	100.0%	0.0%	45.2%	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%
Other Central & South America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.5%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	31.1%	30.0%	23.9%	24.8%	23.7%	14.7%	10.9%	9.5%	10.6%	6.0%	0.7%	1.4%	0.7%	1.7%	1.4%	0.2%	0.5%	0.2%	0.0%	0.4%	
Austria	47.3%	0.0%	0.0%	0.0%	16.6%	47.3%	0.0%	0.0%	47.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	26.0%	40.7%	24.3%	14.7%	15.6%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%
Denmark	49.2%	39.9%	4.6%	31.1%	45.4%	39.2%	0.0%	0.0%	13.7%	13.7%	0.0%	8.1%	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%	29.2%	29.2%	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%
France	25.7%	25.7%	31.3%	33.6%	47.5%	16.1%	8.1%	28.5%	20.2%	4.1%	6.5%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	22.3%	14.5%	7.3%	20.4%	13.9%	11.1%	8.7%	4.9%	6.7%	3.2%	0.0%	0.9%	0.0%	0.0%	2.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	18.4%	0.0%	39.3%	86.4%	39.3%	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%	0.0%	0.0%	0.0%
The Netherlands	18.2%	18.6%	12.4%	46.2%	43.6%	19.8%	26.3%	20.6%	20.9%	17.9%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	74.6%	0.0%	0.0%	74.6%	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%
Portugal	16.6%	16.6%	0.0%	45.7%	0.0%	19.6%	16.6%	0.0%	0.0%	20.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%
Russian Federation	69.5%	70.3%	76.0%	0.0%	12.8%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	58.7%	69.2%	73.9%	8.4%	13.6%	5.2%	8.4%	5.2%	20.4%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	4.2%	21.4%	4.2%	28.3%	20.8%	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	12.0%	0.0%	0.0%	18.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	11.2%	0.0%	3.2%	5.0%	21.5%	22.1%	0.0%	0.0%	14.2%	0.0%	0.0%	0.0%	4.5%	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%	0.0%
UK	32.7%	29.1%	15.6%	21.6%	25.1%	12.8%	13.2%	10.7%	12.5%	6.3%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Other Europe	55.0%	54.3%	54.1%	20.1%	8.3%	32.2%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	36.8%	0.0%	27.7%	9.1%	9.1%	0.0%	14.4%	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%
United Arab Emirates	43.4%	0.0%	43.4																		

APPENDIX

FREE STATE TOP 20 ATTRACTIONS BY SOURCE MARKETS - 2023

	Mimosa Mall	Waterfront	Golden Gate National Park	Welkom Mall	Clarus Ash River Outfall	University of Free State	Cheetah Experience	Ganep Dam	Free State stadium/Vodacom Park	Basotho cultural village	Bushman paintings in Scaaplaats	Black Mountain Hotel	Hiking Trail	Mauti Cave	Sterkfontein dam Nature Reserve	Names of Resorts/Safari	Not Applicable	Northridge Mall	Private Game Reserve	Dihlabeng Mall	Goldfields Mall
AFRICA	29.0%	17.5%	0.2%	7.4%	3.4%	17.1%	1.0%	0.9%	3.8%	1.5%	0.9%	1.1%	2.8%	0.0%	0.0%	2.6%	0.0%	0.0%	0.3%	0.7%	
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%	0.0%
Lesotho	38.1%	61.9%	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%
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%	0.0%
Mozambique	57.4%	20.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	8.9%	30.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	10.6%	0.0%	10.6%	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%	0.0%
Zambia	12.2%	12.2%	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%	0.0%
Zimbabwe	38.9%	15.7%	0.0%	6.2%	4.6%	25.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	65.5%	31.3%	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%	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%	16.3%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.1%	0.0%	0.0%	0.0%	0.0%	47.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	12.5%	0.0%	0.0%	0.0%	0.0%	16.0%	0.0%	0.0%	16.0%	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	48.9%	48.9%	0.0%	0.0%	17.7%	48.9%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	55.6%	9.5%	9.0%	11.6%	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%
Tanzania	25.6%	17.8%	0.0%	0.0%	0.0%	72.1%	14.5%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	47.3%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%
Other Africa	15.6%	11.4%	0.0%	20.6%	4.2%	17.3%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	7.7%	
ASIA	29.8%	31.5%	15.6%	12.9%	5.7%	4.8%	3.8%	3.5%	4.1%	1.3%	3.8%	3.2%	1.5%	2.0%	0.9%	0.8%	0.0%	0.0%	0.2%	1.0%	
China including Hong Kong	22.8%	52.9%	16.9%	10.1%	7.6%	2.6%	6.3%	3.2%	4.3%	0.0%	6.3%	2.0%	3.8%	1.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	
India	26.8%	26.8%	22.4%	34.7%	13.3%	13.5%	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Japan	46.1%	29.8%	25.8%	15.2%	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%	
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	21.5%	21.1%	21.5%	21.5%	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%	
Other Asia	47.5%	10.9%	7.8%	0.0%	0.0%	4.0%	0.0%	3.7%	4.4%	0.0%	0.0%	4.4%	4.0%	0.0%	3.6%	3.1%	0.0%	0.0%	0.0%	3.0%	
AUSTRALASIA	21.1%	14.8%	7.3%	13.7%	7.6%	6.7%	8.3%	3.2%	5.1%	3.3%	3.6%	1.6%	3.3%	5.2%	2.1%	2.0%	4.2%	1.6%	2.0%	1.4%	
Australia	18.3%	15.2%	7.6%	14.2%	5.0%	8.8%	5.4%	4.3%	4.3%	4.3%	2.3%	2.1%	4.3%	4.4%	2.7%	2.6%	5.5%	2.2%	2.6%	0.0%	
New Zealand	30.1%	13.6%	6.3%	12.2%	16.0%	0.0%	17.4%	0.0%	7.7%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CENTRAL & SOUTH AMERICA	34.5%	19.6%	13.3%	4.5%	8.8%	0.0%	0.9%	16.3%	2.5%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.8%	0.0%	0.0%	0.0%	
Argentina	13.6%	41.4%	18.8%	8.8%	37.7%	0.0%	0.0%	49.8%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	
Brazil	40.1%	15.3%	10.4%	5.3%	0.0%	0.0%	0.0%	15.6%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Chile	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%	100.0%	0.0%	0.0%	0.0%	
Other Central & South America	30.2%	17.7%	19.9%	0.0%	19.9%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	
EUROPE	25.1%	22.0%	17.8%	10.0%	12.1%	5.1%	9.2%	7.7%	6.6%	7.8%	4.6%	5.6%	4.0%	3.9%	0.6%	0.9%	0.7%	0.7%	0.5%	0.2%	
Austria	0.0%	0.0%	38.5%	0.0%	14.2%	0.0%	38.5%	0.0%	38.5%	38.5%	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%	19.0%	0.0%	0.0%	0.0%	19.0%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Denmark	32.2%	22.7%	9.5%	0.0%	0.0%	11.9%	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%	
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.0%	52.0%	0.0%	52.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
France	14.0%	27.4%	23.8%	10.6%	0.0%	4.6%	0.0%	18.8%	9.5%	0.0%	5.7%	9.1%	5.7%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
Germany	19.5%	19.4%	29.6%	12.4%	19.1%	1.1%	14.1%	8.3%	0.5%	7.6%	6.0%	8.0%	2.8%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Ireland	77.6%	68.2%	24.4%	24.4%	0.0%	0.0%	24.4%	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%	
Italy	18.7%	0.0%	41.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	
The Netherlands	23.0%	22.3%	15.4%	16.7%	12.9%	4.4%	3.0%	6.9%	7.7%	12.8%	5.0%	8.6%	8.2%	6.3%	0.0%	2.2%	0.0%	3.4%	2.1%	0.0%	
Norway	0.0%	19.1%	41.7%	0.0%	80.9%	41.7%	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%	
Portugal	19.0%	46.7%	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%	
Russian Federation	21.3%	21.3%	0.0%	0.0%	21.3%	39.8%	0.0%	0.0%	21.3%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
Spain	57.6%	42.1%	0.0%	0.0%	0.0%	0.0%	42.1%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sweden	27.4%	72.1%	27.4%	12.4%	0.0%	0.0%	27.4%	0.0%	0.0%	27.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Switzerland	32.5%	13.7%	15.5%	15.5%	12.8%	0.0%	0.0%	4.9%	7.9%	4.9%	4.9%	0.0%	0.0%	4.9%	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	30.6%	22.2%	13.9%	7.6%	11.4%	6.2%	10.9%	8.3%	7.0%	8.2%	5.7%	4.7%	3.7%	4.5%	0.0%	0.7%	1.9%	0.0%	0.0%	0.4%	
Other Europe	8.7%	7.8%	6.1%	0.0%	12.7%	0.0%	6.6%	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%	
MIDDLE EAST	14.0%	28.9%	9.4%	21.7%	16.1%	18.0%	13.1%	20.5%	12.9%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
United Arab Emirates	42.4%	42.4%	0.0%	2.2%	42.4%	42.4%	0.0%	0.0%	42.4%	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	1.7%	23.1%	13.5%	30.2%	4.7%	7.4%	0.4%	29.4%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
NORTH AMERICA	27.1%	16.2%																			

A photograph of a man and a woman in a field at sunset. The man is on the left, wearing a light-colored cap and a dark jacket, looking towards the woman. The woman is on the right, wearing a dark top and a light-colored cap, looking towards the camera. The background is a bright, hazy sunset over a field with some bushes. A semi-transparent dark rectangular box is overlaid on the image, containing the word "DOMESTIC" in white, bold, uppercase letters.

DOMESTIC



**DOMESTIC TOURISM—
[TRIPS, SPEND, AVERAGE
SPEND, AND LENGTH OF
STAY] BY PROVINCE AND
BY PURPOSE**

APPENDIX

Inter and Intra provincial trips - 2023

Source Province	Destination Province								
	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Eastern Cape	4 061 259	8 141	192 072	186 535	0	0	0	0	259 779
Free State	381 619	1 789 729	536 396	45 191	8 082	11 821	148 435	170 451	173 160
Gauteng	994 610	729 029	3 658 210	1 582 428	1 940 149	1 404 917	115 525	802 068	625 644
KwaZulu Natal	309 889	8 855	667 459	3 570 737	17 267	80 814	0	0	183 236
Limpopo	41 864	28 551	1 795 947	415 126	6 943 461	773 870	33 200	153 802	84 815
Mpumalanga	84 323	0	642 075	168 417	216 807	1 208 410	0	31 876	13 299
Northern Cape	56 008	154 875	254 910	0	0	30 090	1 014 056	119 136	220 529
North West	54 850	480 673	660 035	5 498	200 116	134 417	73 718	1 174 522	0
Western Cape	796 506	14 119	190 825	190 620	22 368	7 875	44 328	0	2 251 964

Purpose of Domestic Trip by Origin Province (million) -2023

	VFR	Holiday	Business Traveller	MICE	Religion	Medical
Eastern Cape	2.4	0.7	0.5	0.1	0.4	0.0
Free State	0.9	0.7	0.2	0.1	0.0	0.1
Gauteng	3.8	5.0	0.4	0.2	0.1	0.0
KwaZulu Natal	1.6	1.9	0.4	0.1	0.1	0.0
Limpopo	3.5	1.1	0.9	0.6	0.5	0.1
Mpumalanga	0.9	0.9	0.2	0.0	0.0	0.0
Northern Cape	0.8	0.3	0.2	0.1	0.0	0.1
North West	1.1	0.4	0.2	0.0	0.1	0.0
Western Cape	1.0	1.9	0.1	0.1	0.0	0.0

*Due to rounding, numbers do not necessarily add up to totals.

Purpose of Domestic Trip by Destination Province (million) -2023

	VFR	Holiday	Business Traveller	MICE	Religion	Medical
Eastern Cape	3.4	1.3	0.5	0.1	0.4	0.0
Free State	1.2	0.6	0.1	0.1	0.1	0.1
Gauteng	2.8	2.4	0.7	0.3	0.1	0.0
KwaZulu Natal	1.6	2.6	0.5	0.1	0.1	0.0
Limpopo	4.0	1.3	0.4	0.4	0.5	0.0
Mpumalanga	0.9	1.4	0.4	0.2	0.0	0.0
Northern Cape	0.5	0.3	0.2	0.1	0.0	0.0
North West	0.6	0.8	0.1	0.0	0.0	0.1
Western Cape	0.9	2.0	0.1	0.1	0.0	0.0

*Due to rounding, numbers do not necessarily add up to totals.

APPENDIX

Total Direct Domestic Spend by Destination Province (R' billion)

	2021	2022	2023
Eastern Cape	19%	11%	16%
Free State	2%	7%	6%
Gauteng	17%	16%	17%
KwaZulu Natal	22%	23%	15%
Limpopo	4%	11%	17%
Mpumalanga	8%	10%	10%
Northern Cape	4%	2%	3%
North West	7%	8%	5%
Western Cape	15%	13%	12%
TOTAL	R45.4	R99.2	R121.4

Average Spend by Destination Province (R')

	2021	2022	2023
Eastern Cape	1 791	2 052	3 220
Free State	1 691	2 368	2 601
Gauteng	4 064	2 975	2 965
KwaZulu Natal	4 066	3 544	3 433
Limpopo	3 639	1 897	2 684
Mpumalanga	2 135	3 606	4 069
Northern Cape	4 553	2 905	2 840
North West	2 561	3 666	2 865
Western Cape	7 704	4 167	4 499

APPENDIX

Total Direct Domestic Spend by Purpose of Travel (R' billion)

	2021	2022	2023
Holiday	43%	47%	47%
Personal Shopping	0%	1%	1%
Business Shopping	0%	1%	0%
Business Traveller	14%	6%	9%
MICE	10%	5%	5%
Medical	3%	1%	0%
VFR	25%	31%	31%
Religion	2%	3%	2%
Other	3%	6%	6%
TOTAL	R45.4	R99.2	R121.4

Average Spend by Purpose of Travel

	2021	2022	2023
Holiday	5 684	5 029	4 449
Personal Shopping	1 700	6 756	10 497
Business Shopping	-	2 963	1 589
Business Traveller	3 638	3 278	3 457
MICE	11 743	4 704	4 151
Medical	3 601	960	1 099
VFR	1 679	1 940	2 333
Religion	865	1 937	1 824
Other	1 594	1 577	2 379

APPENDIX

Average Length of Stay at Destination Province			
	2021	2022	2023
Eastern Cape	2.7	3.1	4.3
Free State	3.0	3.5	2.7
Gauteng	3.5	3.7	3.2
KwaZulu Natal	4.1	3.2	3.6
Limpopo	6.8	3.4	3.6
Mpumalanga	4.2	5.2	3.3
Northern Cape	3.3	2.9	3.2
North West	2.6	3.0	2.9
Western Cape	3.6	3.5	3.8

Length of Stay by Purpose of Travel			
	2021	2022	2023
Holiday	2.9	3.2	3.3
Personal Shopping	1.0	1.7	4.1
Business Shopping	-	1.4	1.9
Business Traveller	3.3	3.4	3.7
MICE	2.9	3.5	2.2
Medical	5.8	4.1	2.7
VFR	3.8	3.9	4.0
Religion	2.3	2.8	2.8
Other	4.8	3.0	3.0



**DOMESTIC TOURISM—
TRAVEL INCIDENCE &
YEARLY SHARE BY
MONTH**

APPENDIX

	Yearly Share of Travel per Month		
	2017	2018	2019
January	5.2%	3.6%	7.5%
February	5.0%	7.3%	7.2%
March	8.2%	7.4%	7.9%
April	9.4%	8.6%	8.7%
May	9.1%	8.3%	8.5%
June	12.4%	10.0%	10.0%
July	4.4%	9.5%	8.5%
August	7.0%	8.7%	8.2%
September	7.7%	7.9%	7.6%
October	7.7%	8.7%	6.5%
November	9.2%	8.4%	7.6%
December	14.6%	11.7%	11.9%

	Monthly Travel Incidence		
	2021	2022	2023
January	1.9%	2.9%	6.4%
February	1.8%	5.9%	6.1%
March	3.0%	5.9%	6.8%
April	3.4%	6.8%	7.5%
May	3.3%	6.6%	7.2%
June	4.5%	8.0%	8.5%
July	1.6%	7.5%	7.3%
August	2.5%	6.9%	7.0%
September	2.8%	6.2%	6.5%
October	2.8%	6.8%	5.5%
November	3.3%	6.6%	6.5%
December	5.3%	9.2%	10.2%



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

APPENDIX

		SOCIO-DEMOGRAPHIC PROFILES								
		2021			2022			2023		
		Holiday	VFR	MICE	Holiday	VFR	MICE	Holiday	VFR	MICE
Highest level of education	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	No school	4.6%	2.5%	0.0%	0.0%	3.8%	1.0%	0.6%	0.7%	0.0%
	Some primary school	4.7%	1.5%	0.0%	3.3%	4.5%	0.0%	2.5%	6.2%	0.0%
	Primary school completed	0.0%	8.0%	0.0%	0.0%	5.9%	0.0%	3.8%	4.5%	0.0%
	Some high school	10.6%	30.9%	12.6%	13.4%	30.0%	3.0%	10.4%	25.1%	5.8%
	High school completed	44.3%	35.6%	42.2%	45.6%	32.1%	39.7%	34.2%	38.0%	28.1%
	Some college	2.6%	2.8%	0.0%	2.1%	2.2%	8.9%	4.5%	5.6%	3.3%
	College completed	10.5%	6.9%	14.8%	9.0%	7.5%	14.0%	8.5%	5.0%	28.4%
	Some university	2.8%	3.2%	2.0%	3.0%	1.8%	7.1%	3.6%	3.0%	1.6%
	Technicon diploma / degree	9.1%	2.0%	5.4%	9.1%	3.9%	8.4%	5.5%	3.9%	17.8%
	University degree / diploma	8.5%	6.3%	23.1%	9.9%	6.1%	8.5%	13.3%	5.1%	9.5%
	Post-graduate degree	2.4%	0.2%	0.0%	4.7%	2.1%	9.4%	13.1%	2.8%	5.6%
Refused / Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Work Status	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Working:full-time	33.6%	25.0%	19.0%	31.2%	18.1%	53.8%	43.7%	23.3%	39.2%
	Working:part-time	13.2%	9.6%	50.0%	12.5%	9.6%	3.7%	9.2%	7.9%	6.7%
	Not working:unemployed	11.7%	32.2%	17.5%	21.2%	30.7%	10.8%	18.8%	33.3%	9.6%
	Not working:retired / pensioner	4.0%	10.6%	0.0%	7.4%	12.9%	0.0%	6.5%	12.0%	0.0%
	Not working:housewife	6.8%	4.6%	0.0%	1.8%	7.8%	0.0%	1.1%	2.5%	0.0%
	Not working:student / scholar	15.0%	10.3%	0.0%	7.8%	7.6%	0.0%	3.7%	6.4%	5.5%
	Not working:disabled	2.3%	0.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%
	Refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Self employed	13.4%	6.8%	13.5%	18.1%	12.8%	31.7%	17.1%	14.3%	39.1%
Marital Status	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Single, never married	62.1%	61.4%	82.7%	62.4%	55.9%	56.5%	46.1%	55.0%	44.8%
	Married or living together	28.3%	30.8%	11.9%	32.1%	33.1%	42.2%	48.0%	33.7%	53.9%
	Divorced / widowed / separated	9.5%	7.8%	5.4%	5.5%	11.0%	1.3%	5.9%	11.3%	1.3%
Refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Family Situation	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Do not have children	34.3%	29.1%	30.0%	39.5%	23.2%	18.4%	26.3%	29.6%	23.4%
	Have children who are dependent	51.8%	57.2%	66.4%	43.0%	57.7%	62.9%	57.2%	50.2%	68.7%
	Have children who are not dependent	9.8%	11.6%	3.6%	16.3%	14.6%	12.8%	11.2%	15.9%	8.0%
	Have children, some dependent others not	4.2%	2.0%	0.0%	1.2%	4.4%	5.9%	5.4%	4.4%	0.0%
Refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Personal Monthly Income	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	R1 - R500	3.3%	15.3%	0.0%	7.6%	10.6%	0.0%	3.2%	11.7%	2.6%
	R 501 - R750	5.0%	4.2%	0.0%	3.6%	2.7%	0.0%	1.6%	3.4%	5.5%
	R 751 - R1000	3.2%	9.1%	0.0%	2.6%	6.6%	0.0%	3.3%	5.3%	0.0%
	R1001 - R1500	5.3%	7.9%	0.0%	5.2%	8.6%	0.0%	2.9%	4.2%	4.9%
	R1501 - R2000	10.2%	7.4%	0.0%	5.2%	14.8%	1.8%	5.4%	8.0%	1.5%
	R2001 - R3000	6.7%	7.5%	20.8%	5.9%	8.1%	1.1%	5.5%	16.5%	8.5%
	R3001 - R5000	13.5%	14.9%	34.9%	9.0%	13.1%	7.4%	6.7%	14.2%	2.5%
	R5001 - R7500	10.0%	9.1%	6.5%	10.2%	5.4%	16.7%	8.6%	5.8%	12.7%
	R7501 - R10 000	15.6%	3.0%	5.4%	5.7%	3.6%	4.6%	10.9%	4.9%	3.1%
	R10 001 - R15 000	2.1%	4.8%	0.0%	5.0%	4.6%	15.4%	8.0%	9.0%	27.4%
	R15 001 - R20 000	6.0%	2.7%	8.9%	9.9%	4.9%	10.9%	7.6%	4.1%	8.8%
	R20 001 - R30 000	2.5%	3.4%	0.0%	8.3%	2.5%	11.7%	8.3%	3.3%	3.6%
	R30 001 +	5.0%	0.3%	1.6%	9.4%	1.9%	8.2%	13.8%	3.8%	11.0%
	Refuse to answer	7.5%	6.2%	0.0%	8.8%	5.9%	13.8%	6.9%	2.9%	7.9%
	Don't know / uncertain	0.0%	0.9%	13.3%	0.9%	0.5%	0.0%	6.0%	0.6%	0.0%
	No income	4.2%	3.3%	8.5%	2.7%	6.1%	8.3%	1.3%	2.4%	0.0%
Age Categories	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	18-24	25.3%	22.2%	36.6%	18.9%	15.8%	21.5%	15.5%	19.1%	26.2%
	25-34	26.9%	23.5%	37.4%	34.0%	23.8%	21.4%	27.1%	24.5%	34.3%
	35-44	18.2%	20.7%	20.7%	23.1%	23.0%	24.1%	26.5%	21.4%	20.7%
	45-54	16.7%	11.8%	0.0%	11.9%	14.3%	27.2%	15.3%	14.0%	12.5%
	55+	13.0%	21.9%	5.4%	12.1%	23.2%	5.9%	15.6%	21.1%	6.4%
Q23. Gender	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Male	51.1%	52.8%	71.7%	62.2%	43.4%	75.1%	56.9%	53.8%	75.0%
	Female	48.9%	47.2%	28.3%	37.8%	56.6%	24.9%	43.1%	46.2%	25.0%

A photograph of two people wearing helmets, silhouetted against a bright sunset sky. They are standing on a grassy hillside. The scene is bathed in warm, golden light. A semi-transparent dark rectangle is overlaid on the image, containing the text.

NORMALISING SPEND DATA

NORMALISING SPEND DATA

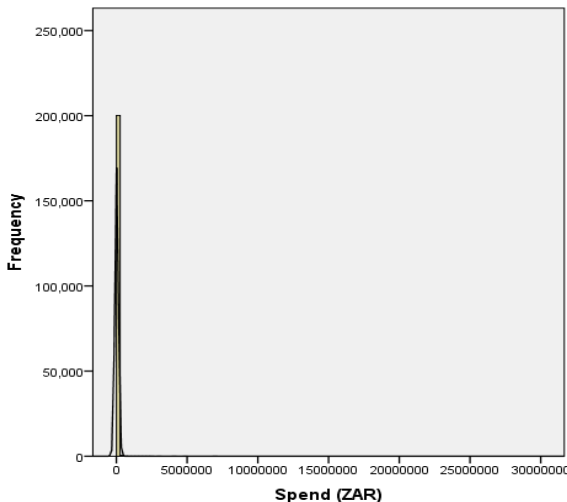
SA Tourism reviewed its performance over the past four years. In those four years, we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts every month. The review provided an opportunity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

$\text{Log_Low_cut_off} = \text{Mean} - 3 \cdot \text{Stdev}$ $\text{Log_Upper_cut_off} = \text{Mean} + 3 \cdot \text{Stdev}$
$\text{Lower-cut-off Value} = 10^{(\text{Log_Low_cut_off})}$ $\text{Upper-cut-off Value} = 10^{(\text{Log_Upper_cut_off})}$

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.

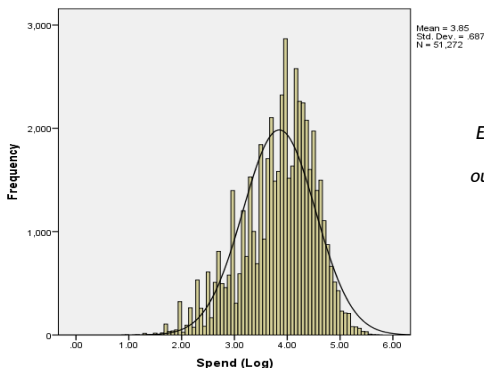
Determine the cut-off criteria using the following formula:

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

Log Spend in SA w/o Capex
(unweighted)

Corresponding Spend Values after elimination
(unweighted)



- Min. Spend = ZAR 0
- Mean Spend = ZAR 17,965
- Max Spend = ZAR 620,150
- N = 51,272

Minimum	Mean	Maximum	Std. Deviation
0.91	3.85	5.79	0.687

Source: 2021 SAT Departure Survey.