

South Africa

Inspiring new ways

INTERNATIONAL TOURISM

2ND QUARTER
PERFORMANCE
REPORT

APR - JUN

20
24

TABLE CONTENTS

03



ABOUT THE REPORT

08



SA ECONOMY

11



INTERNATIONAL
TOURISM PERFORMANCE

36



PROVINCIAL
PERFORMANCE

67



APPENDIX

ABOUT THE REPORT

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.
- A tourist is an overnight visitor taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

DISCLAIMER

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

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

ABOUT THE REPORT

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 South Africa's two main international airports (Oliver Tambo and Cape Town) as well as the 12 main land border posts (Grobler's Bridge, Maseru Bridge, Oshoek, Golela, Kopfontein, Pioneer Gate, Lebombo, Beitbridge, 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.

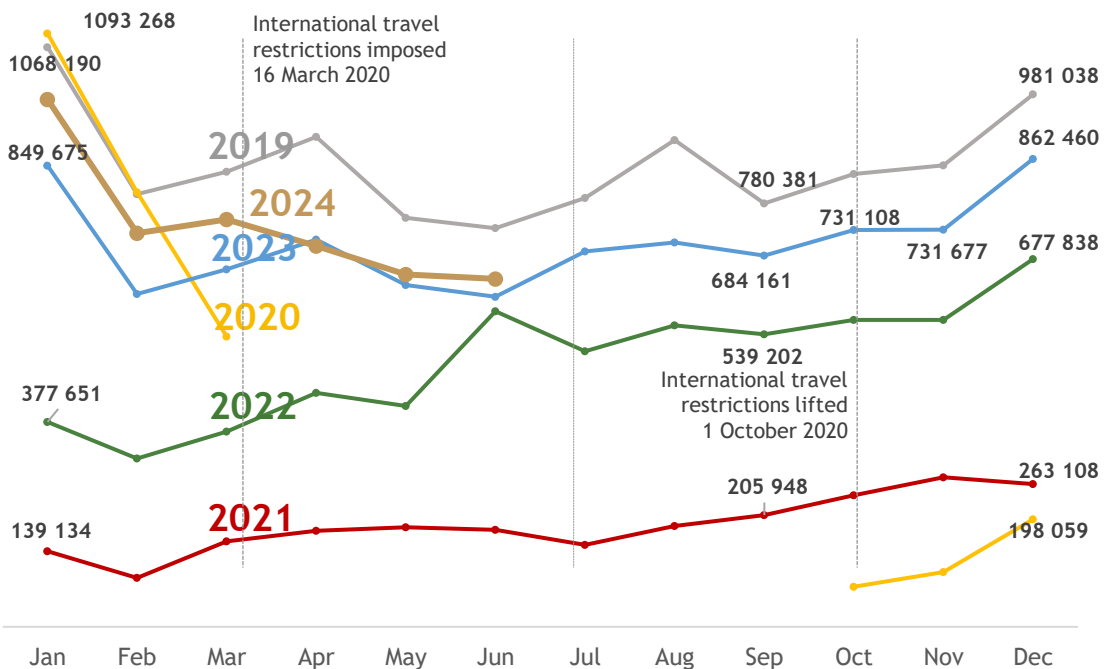
ABOUT THE REPORT

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, 2019-2024¹



¹ Statistical Release P0351: Tourism and Migration Statistics SA, June 2024.

ADDITIONAL SOURCES USED IN THIS REPORT

- [P0350 - International Tourism, July 2024](#)
- [P0350 - International Tourism, June 2024](#)
- [P0350 - International Tourism, May 2024](#)
- [P0141 - Consumer Price Index \(CPI\), July 2024](#)
- [P0141 - Consumer Price Index \(CPI\), June 2024](#)
- [P0141 - Consumer Price Index \(CPI\), May 2024](#)
- [P6410 - Tourist accommodation, June 2024](#)
- [P6410 - Tourist accommodation, May 2024](#)
- [P0441 - Gross Domestic Product \(GDP\), 1st Quarter 2024](#)
- [P0441 - Gross Domestic Product \(GDP\), 2nd Quarter 2024](#)
- <http://www.unwto.org/un-tourism-world-tourism-barometer-data>
- [Botswana Air Access project takes flight](#)
- <https://www.southafrica.net/gl/en/trade/press/south-africa-the-adventure-capital-of-the-world>
- <https://www.southafrica.net/gl/en/trade/press/economic-impact-of-the-tourism-sector-tourism-is-a-key-economic-driver-and-it-is-on-the-rise>
- [Tourism on Track for Full Recovery as New Data Shows Strong Start to 2023 \(unwto.org\)](#)

NOTE TO THE READER –COMPARISONS



The COVID-19 pandemic dealt a severe blow to the tourism industry in South Africa and globally since its onset in March 2020. Although the tourism sector has experienced a strong recovery over the last few years, recent trends suggest that this recovery is beginning to plateau. The industry is stabilizing but has not yet reached full pre-pandemic levels, with projections indicating a full recovery by 2025. In evaluating tourism performance, progress is often compared to 2019, a benchmark year unaffected by COVID-19. Leading tourism bodies, such as UNWTO and IATA, use these comparisons to assess whether the sector has returned to its pre-pandemic levels. According to the UNWTO Panel of Experts, ongoing economic challenges remain a significant factor impeding the full recovery of international tourism globally.

With this in mind, all of South Africa’s international tourism performance KPIs are calculated over 2019, except for geographic spread which is calculated over Q2 2023. Further, South Africa’s GDP growth rate is calculated over the previous quarter as per the source for this (Statistics SA).

Nonetheless, in order to show what progress has been made since Covid-19, YOY growth rates are also provided for all periods (Q2 2019 - Q2 2024). *In the narrative, where Q2 2024 figures are compared to Q2 2023 & Q2 2022’s results rather than to Q2 2019’s, the commentary is in italics.* In charts, comparisons to Q2 2023 are part of the YOY line graph while comparisons to Q2 2019 are plotted separately and clearly marked as such.





SOUTH AFRICAN ECONOMY

¹Real gross domestic product (GDP) measured by production, increased by 0.4% in the second quarter of 2024, following a 0.0% growth in the first quarter of 2024.

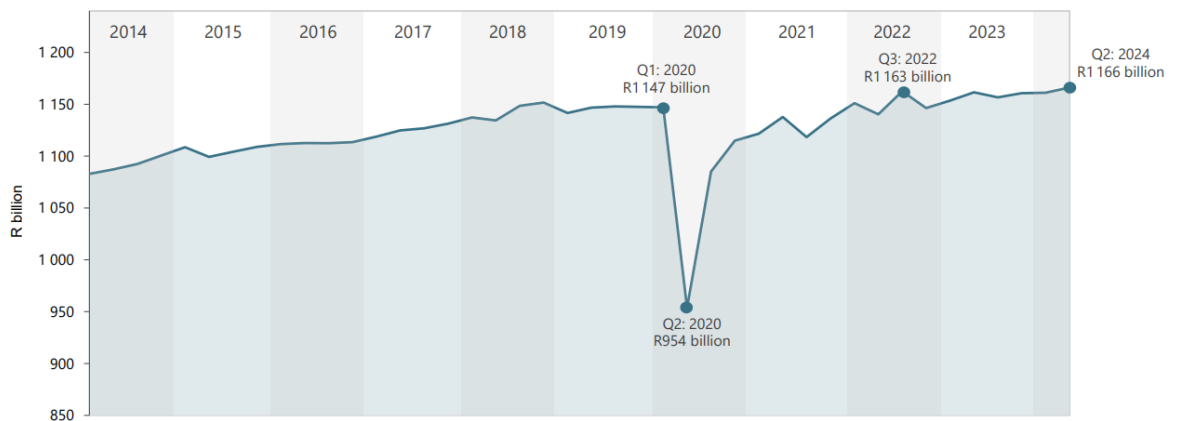
Seven industries recorded positive growth between the first quarter of 2024 and the second quarter of 2024. The finance industry increased by 1.3% and contributed 0.3 of a percentage point to the GDP growth. The trade, catering and accommodation industry increased by 1.2% and contributed 0.1 of a percentage point. The manufacturing industry increased by 1.1% and contributed 0.1 of a percentage point. The transport industry was the main negative contributor, decreasing by 2.2% and contributing -0.2 of a percentage point.¹

SA Real GDP Q1 2016 - Q2 2024²

(constant 2015 prices, seasonally adjusted)

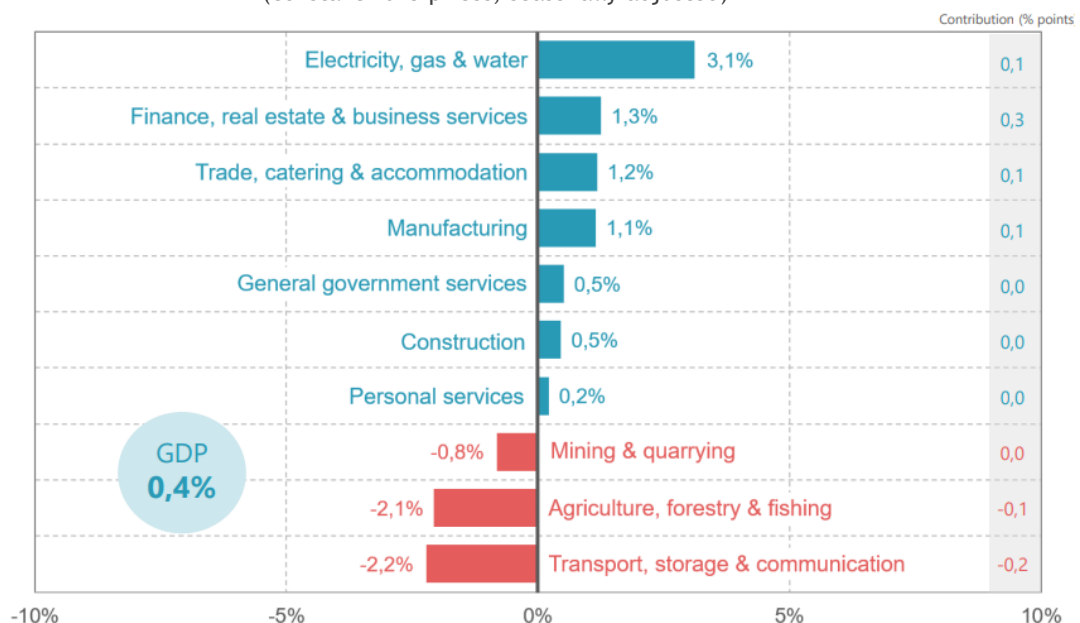
Real GDP reached its highest quarterly level in Q2: 2024

Constant 2015 prices, seasonally adjusted



SA GDP Industry Growth Rates Q2 2024 vs. Q1 2024²

(constant 2015 prices, seasonally adjusted)



*Over Q1 2024.

¹ Statistical Releases P0441: GDP P0441 - 2023Q2.

² GDP 2024 Q2 (Media presentation)

INTERNATIONAL TOURISM PERFORMANCE



EXECUTIVE SUMMARY

- Total **International tourist arrivals** in Q2 2024 reached **2.0 million**, a **+2.1% increase compared to Q2 2023**, still **-16.7%** below the levels observed in **Q2 2019**, indicating a continued but slow recovery post-pandemic.
- In Q2 2024, **Africa Land arrivals** were stable with a slight increase (**+0.2%**) year-on-year, but still **-16.4%** below **Q2 2019 levels**.
- **Africa Air arrivals** showed a **+20.6% increase compared to Q2 2023** yet remained **-10.0%** below **Q2 2019**.
- **European arrivals** amounted to **207.0 thousand** in Q2 2024, accounting for 10.4% of the total arrivals. The recovery for Europe against **Q2 2019** is **-24.2%** making it the second **slowest region** to recover. *Recovery year-on-year has plateaued with almost no movement.*
- **America** showed a strong year-on-year recovery, reaching **135.1 thousand arrivals** (a **+17.0% increase**), though trailing **Q2 2019** levels by a mere **-2.4%**. This positioned America as the **second strongest** region to recover in this quarter against Q2 2019.
- In Q2 2024, **Asia** registered the **slowest recovery** against Q2 2019 with **57.8 arrivals**, a marginal **+3.4% increase from Q2 2023** but still **-30.3%** down from **Q2 2019**.
- This quarter, **Australasia** recorded **30.1 thousand arrivals**, showing a **robust +14.7% year-over-year increase** and **only -6.5%** below **Q2 2019** figures. Australasia was the **third strongest** region to recover against Q2 2019.
- The **Middle East** was the **only region** in Q2 2024 to **exceed Q2 2019** levels by **+14.5%**, marking total arrivals at **12.5 thousand**.
- This quarter, the **Middle East** demonstrated the **strongest recovery** against Q2 2019 across all regions, albeit off the lowest base. In contrast, **Asia** was the **slowest region to recover**. *While other regions showed year-on-year growth, they have not yet returned to pre-pandemic levels. The pace of recovery across all regions has slowed, indicating a plateau.*
- In Q2 2024, Total Foreign Direct Spend by international tourists reached **ZAR 19.9 billion**, **+13.5%** higher than **Q2 2019**. A year-on-year drop was noted for both **Total Direct Spend** and **Average Spend**. In Q2 2024, the **Average Spend** per tourist was **ZAR 10 600**.
- The **Middle East** and **American** tourists recorded the **highest share-of-spend-to-share-of-arrival ratio** in Q2 2024.
- In Q2 2024, the average **length of stay** was **13.7 nights**, a **+13.7%** increase from Q2 2019, driven by longer stays from Australasia and Africa.
- This quarter, total **bed nights** were **26.6 million**, showing a **slight year-on-year increase** but still **-4.9%** below **Q2 2019** levels. In Q2 2024, Africa accounted for most of the bed nights (77.5%), followed by Europe (10.7%).
- In Q2 2024, overall **satisfaction** received a **rating of 4.6**, an improvement of **+2.2%** against **Q2 2019**, driven by positive feedback from Africa Land tourists. Satisfaction levels from overseas visitors dropped slightly.
- Visiting friends and relatives (**VFR**) was the **primary purpose** of travel, strengthening from 41.4% in Q2 2019 to **54.0%** in Q2 2024. Holiday travel remained lower than Q2 2019 levels but showed a **slight year-over-year increase**.

KEY PERFORMANCE INDICATORS

INTERNATIONAL
TOURIST ARRIVALS



2.0 MILLION

-16.7% ▼

TOTAL FOREIGN
DIRECT SPEND



ZAR 19.9 BILLION

+13.5% ▲

LENGTH OF STAY



13.7 NIGHTS

+13.7% ▲

TOTAL
BED NIGHTS



26.6 MILLION

-4.9% ▼

GEOGRAPHIC
SPREAD



8.1%

*+0.1 ▲

SATISFACTION
RATING



4.6

+2.2% ▲

Key growth and change rates shown in this report (except for Geographic Spread) are in comparison to 2019 due to the continued impact of the Covid-19 pandemic during 2020-2024.

*Change in percentage points (P.P) vs. 2022.

INTERNATIONAL TOURIST ARRIVALS



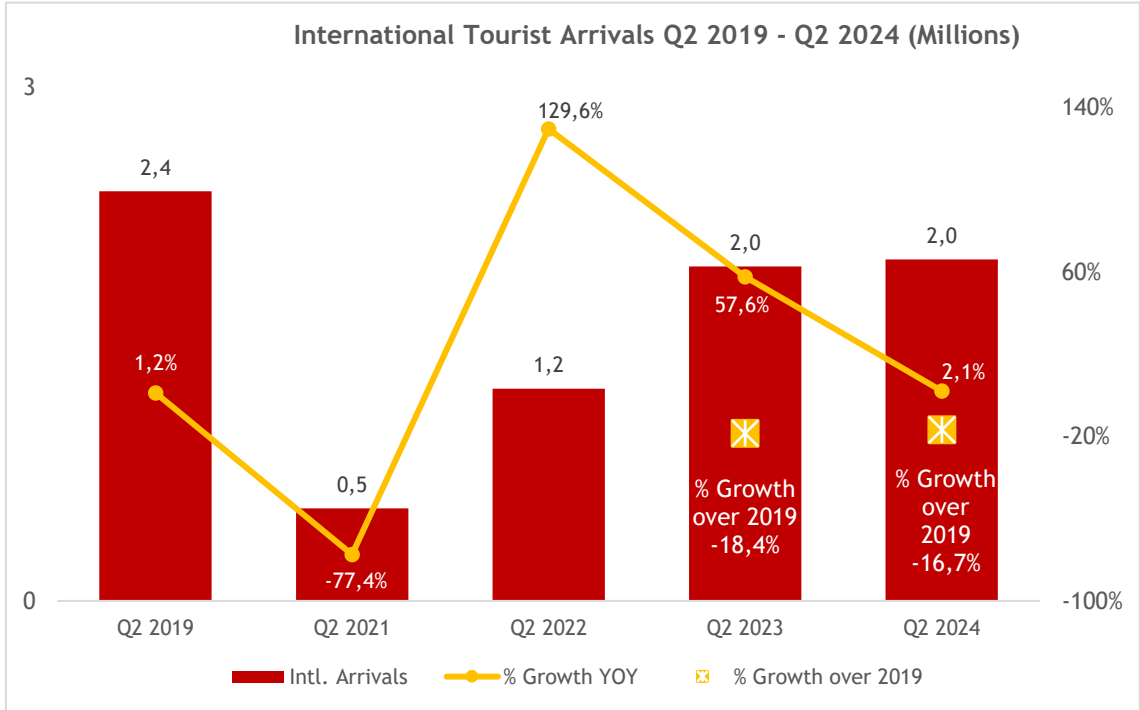
2.0 MILLION

-16.7% ▼

-16.7% ▼

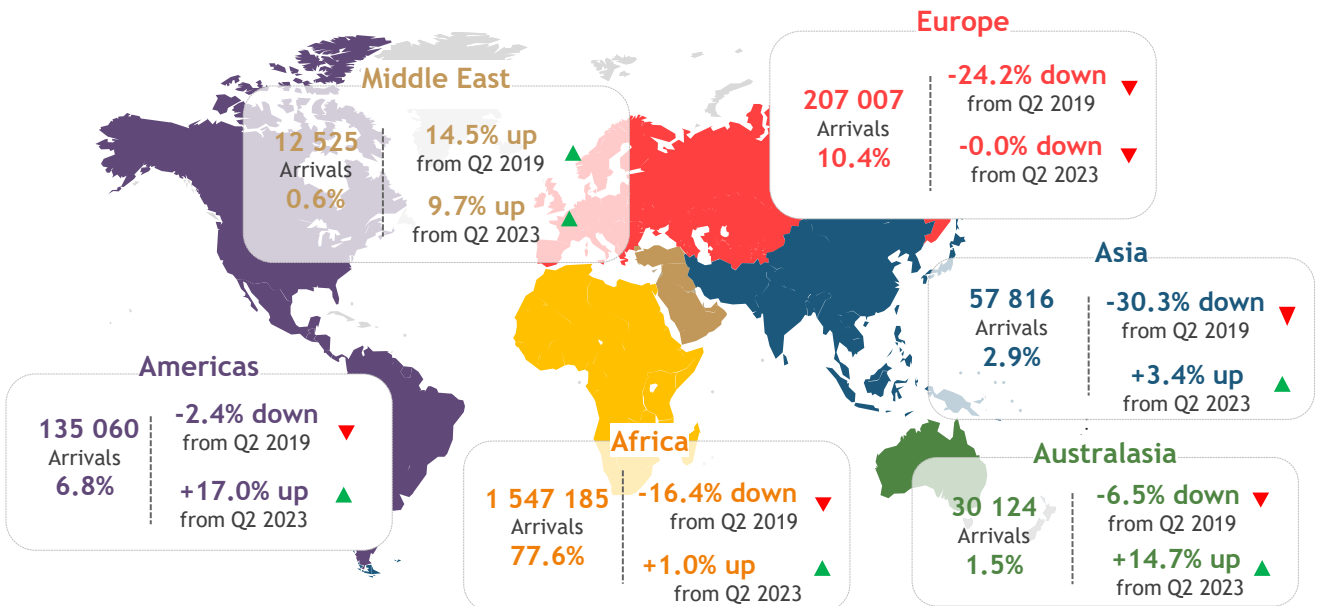
Q2 2024 over Q2 2019

International tourist arrivals stabilised at 2.0 million, resulting in a slight year-over-year growth of +2.1% from Q2 2023, but still -16.7% below Q2 2019 levels. The slower growth rate between Q2 2023 and Q2 2024 (only +2.1%) suggests that the recovery is plateauing, with the tourism sector stabilising but not yet achieving full pre-pandemic levels. The Middle East was the only region to surpass its Q2 2019 figures, achieving a +14.5% increase this quarter. All other regions continued to lag behind Q2 2019 levels, with the biggest gap coming from Asia (-30.3%), followed by Europe (-24.2%), Africa (-16.4%), Australasia (-6.5%), and the Americas (-2.4%).



International Tourist Arrivals Q2 2024

(Q2 2024 Actual Arrivals, Share & Q2 2019 vs Q2 2024 & Q2 2023 vs Q2 2024 Growth)



**INTERNATIONAL
TOURIST ARRIVALS**



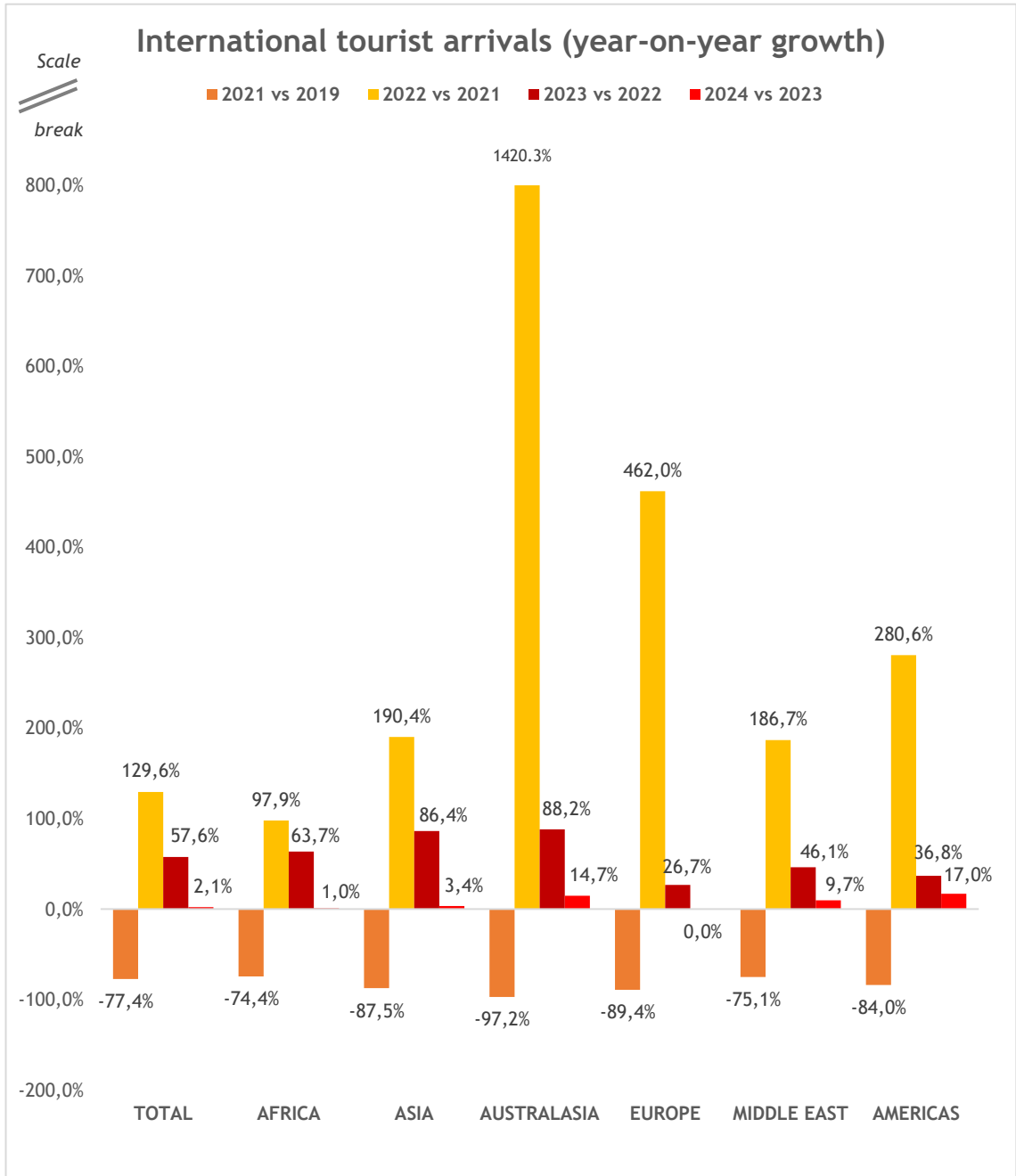
2.0 MILLION

-16.7%

-16.7%

Q2 2024 over Q2 2019

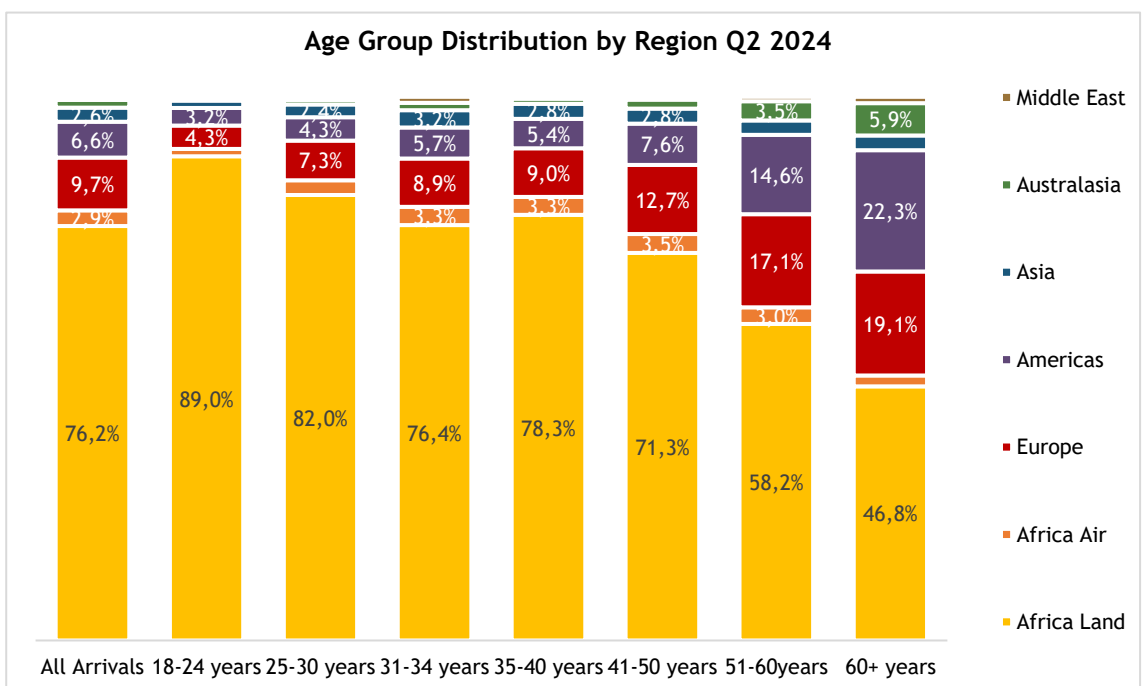
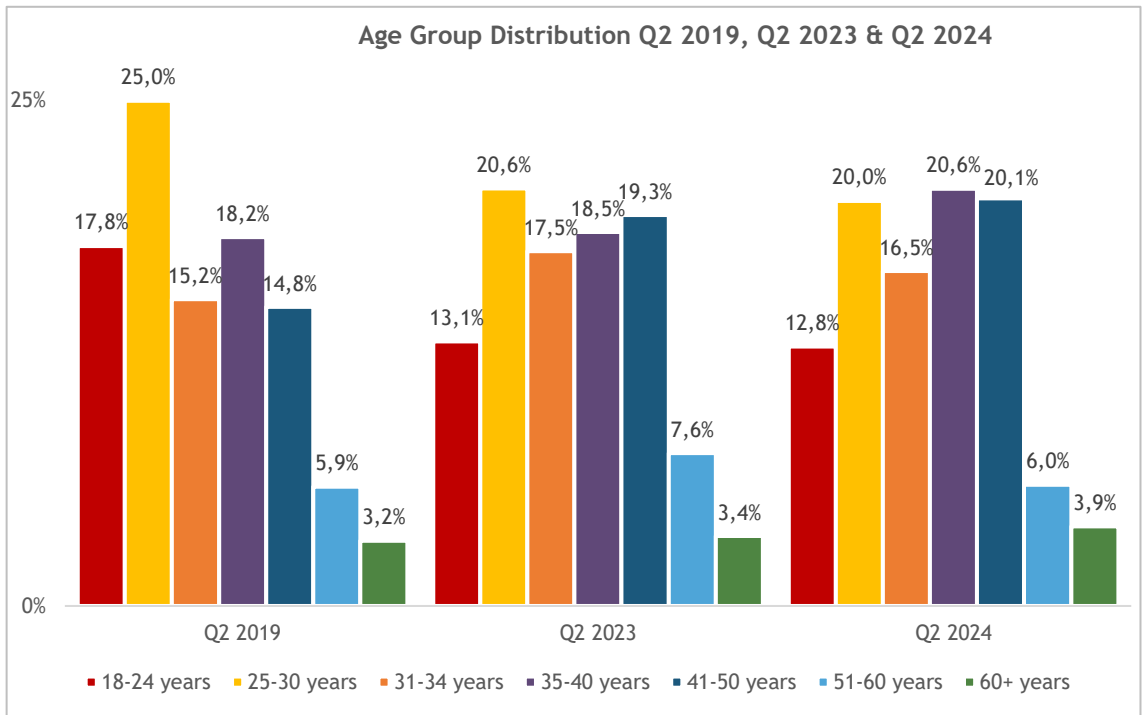
All regions have increased marginally against Q2 2023, and steep increases year-on-year are no longer being noted. This slower growth rate between Q2 2023 and Q2 2024 (only +2.1%) would suggest that the recovery has started to plateau, with the tourism sector stabilising but not yet achieving full pre-pandemic levels. As per the UNWTO Panel of Experts, the economic situation remains the main factor hindering the effective recovery of international tourism globally ⁴.



⁴Tourism on Track for Full Recovery as New Data Shows Strong Start to 2023 ([unwto.org](https://www.unwto.org))



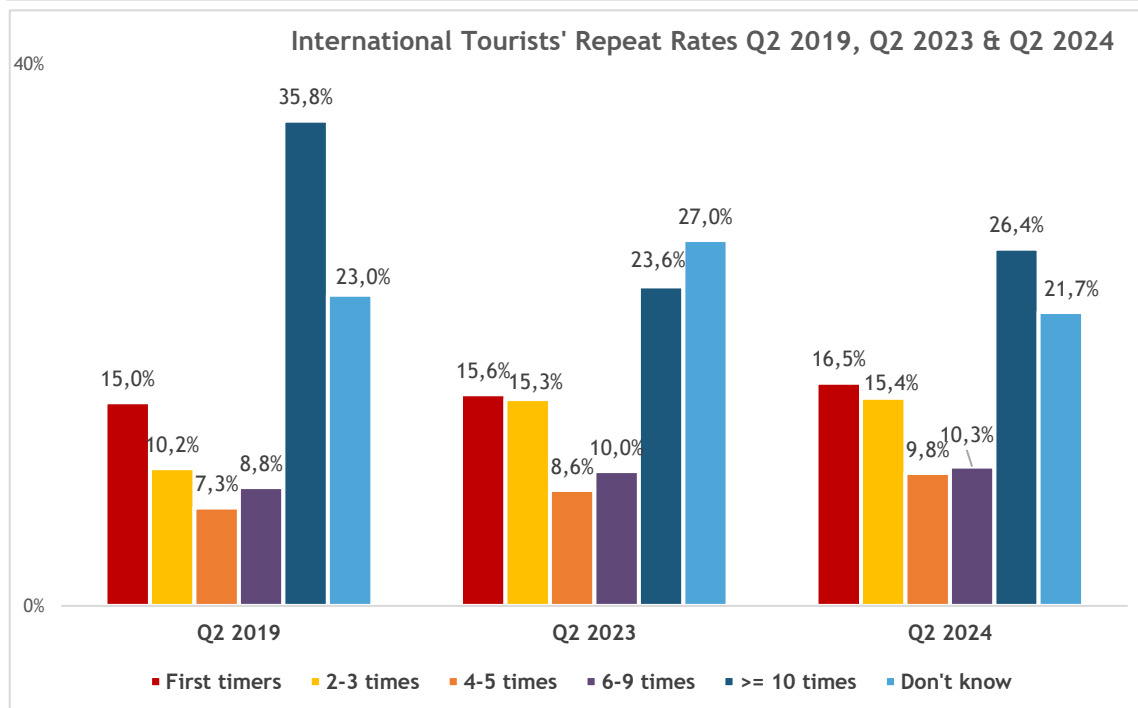
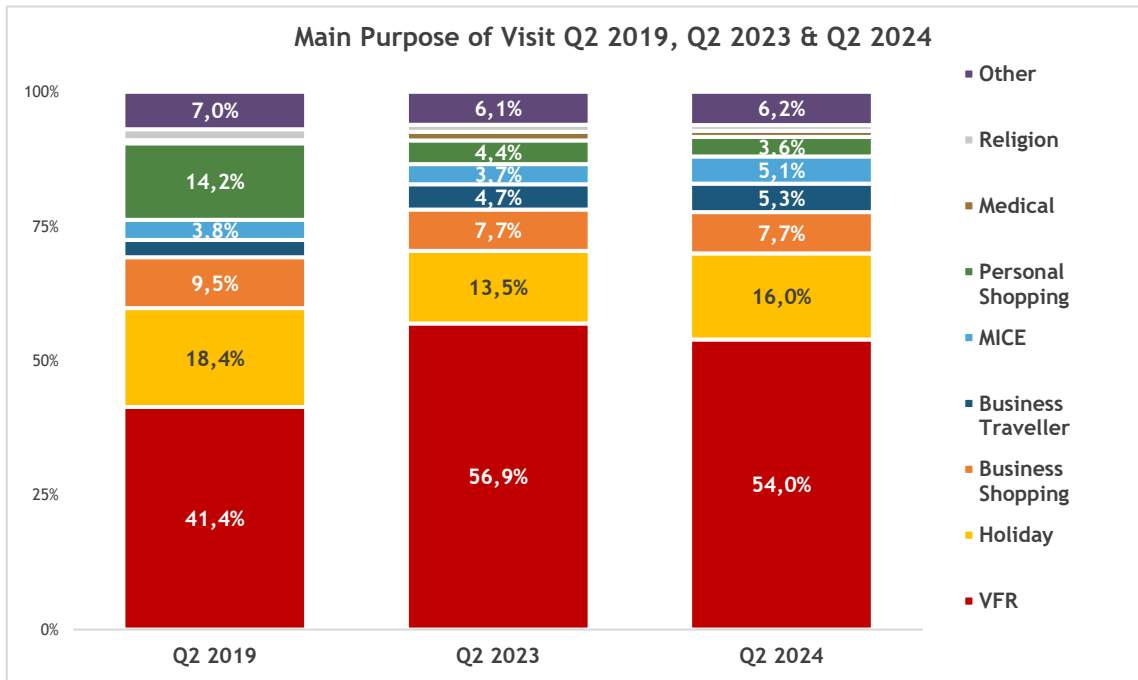
The age distribution of international tourists in South Africa is stable year-on-year, with a slight increase for the 35-40 year-olds (18.5% in Q2 2023 vs 20.6% in Q2 2024). This quarter, the age group 18-25 years remained lower by -5.0 percentage points compared to Q2 2019, while the increase in 41-50 year-olds remained elevated at 20.1% vs 14.8% in Q2 2019. Almost half of International tourists from Europe (44.8%) and America (49.6%) are 41 years and older.



PURPOSE OF TRAVEL

There was an increase in the share of tourists visiting friends and relatives (VFR) from 41.4% in Q2 2019 to 54.0% in Q2 2024, although this proportion marginally dipped year-on-year, shedding -2.9 percentage points. The percentage of tourists visiting for holiday purposes remained lower than Q2 2019 at 16.0%, however, this is an increase of +2.4 percentage points against Q2 2023. Business-related travel, including both business travellers and MICE, increased in Q2 2024 to 10.4%, +3.4 percentage points higher than Q2 2019. Travel related to personal shopping continued below Q2 2019 levels by -10.6 percentage points.

This quarter is similar to Q2 2023 in that the proportion of visitors returning for the 10th time or more continued below Q2 2019 (26.4% in Q2 2024, 23.6% in Q2 2023 and 35.8% in Q2 2019). As of Q2 2023, there has been an increase in the share of visitors returning 2-3 times, from 10.2% to 15.4% (Q2 2019 vs. Q2 2024).

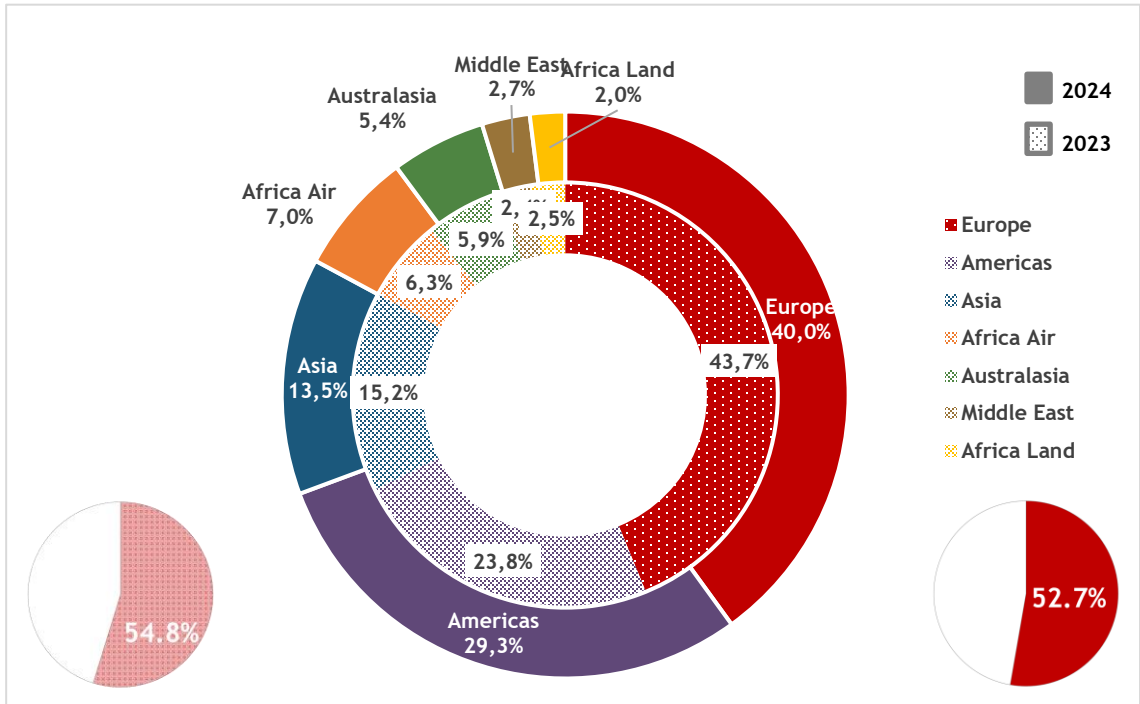


FORWARD TRAVEL

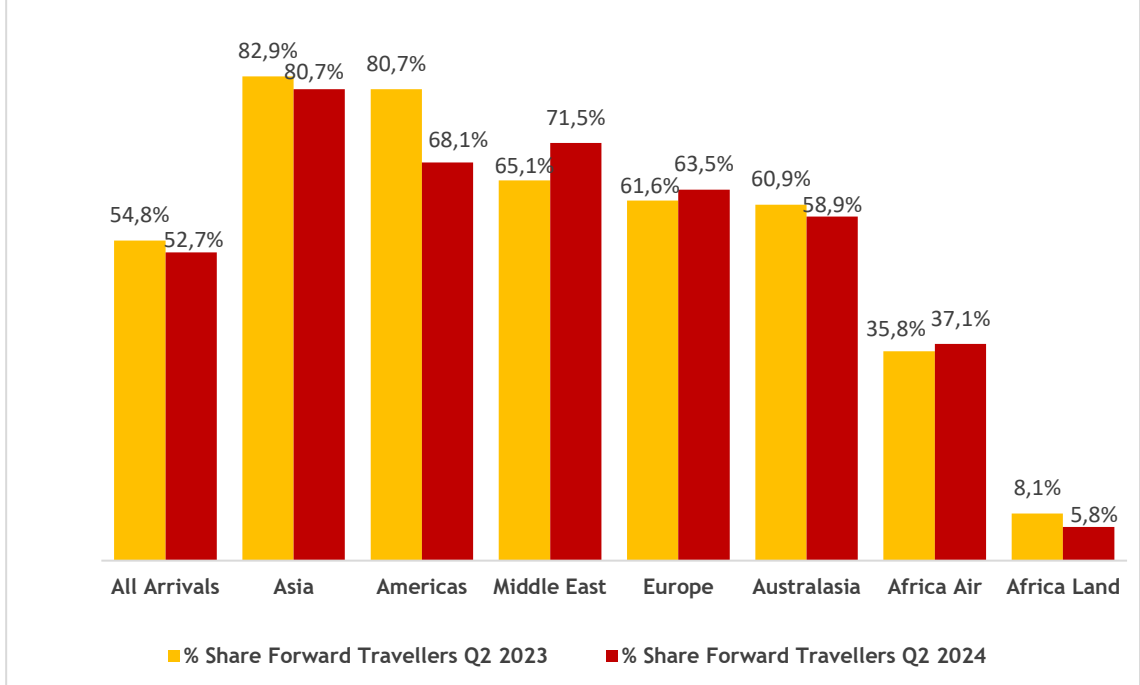
Overall, the number of forward travellers has decreased slightly from 54.8% in Q2 2023 to 52.7% in Q2 2024.

Europe continued to be the leading origin region for travellers headed to country destinations other than their country of residence from South Africa. In Q2 2024, *slightly less European tourists continued to another destination compared to Q2 2023 (40.0% in Q2 2024 vs 43.7% in Q2 2023)*. On the contrary, forward travel by Americans increased from 23.8% in Q2 2019 to 29.3% in Q2 2024.

Share of All Forward Travellers by Region of Origin Q2 2024 vs. Q2 2023



Share of Forward Travellers per Region of Origin Q2 2024 vs. Q2 2023



FORWARD TRAVEL

The most popular forward destinations appearing in all four regional lists below are the UAE and Ethiopia. Zimbabwe also appears across all regional lists but for a smaller proportion of forward travellers. Kenya and Qatar are the next most popular forward destinations, appearing in three regional lists: Europe, Americas and Asia. Turkey gains popularity as a forward destination this quarter.

Europe Top 10 Forward Markets	% Share Q2 2024
United Arab Emirates	14.8%
Qatar	13.1%
Turkey	11.7%
Ethiopia	10.8%
Netherlands	9.2%
Germany	7.3%
UK	5.3%
Switzerland	4.6%
Zimbabwe	3.8%
France	3.0%
All Europe Forward Tourists	40.0%

Asia Top 10 Forward Markets	% Share Q2 2024
United Arab Emirates	41.5%
Qatar	18.4%
Ethiopia	11.0%
Singapore	9.2%
Kenya	8.4%
Turkey	1.6%
Zimbabwe	1.6%
Malawi	0.9%
Zambia	0.8%
Australia	0.7%
Others in Top 10 Q1 2023:	
UK	0.6%
Botswana	0.4%
Namibia	0.2%
All Asia Forward	13.5%

Americas Top 10 Forward Markets	% Share Q2 2024
UK	16.9%
United Arab Emirates	10.2%
Zimbabwe	9.3%
The Netherlands	7.7%
Kenya	6.9%
Qatar	6.6%
Germany	6.0%
Ethiopia	5.6%
France	3.7%
Turkey	3.3%
Others in Top 10 Q2 2023:	
Botswana	2.6%
All Americas Forward Tourists	29.3%

Africa Air Top 10 Forward Markets	% Share Q2 2024
Kenya	30.3%
Ethiopia	25.2%
Malawi	17.8%
Ghana	4.3%
Egypt	3.5%
Zambia	3.2%
Zimbabwe	2.8%
Rwanda	2.3%
France	2.2%
United Arab Emirates	1.4%
Others in Top 10 Q1 2023:	
Mozambique	1.0%
Qatar	0.8%
All Africa Air Forward Tourists	7.0%

AFRICA RECOVERY — PRIORITY MARKETS

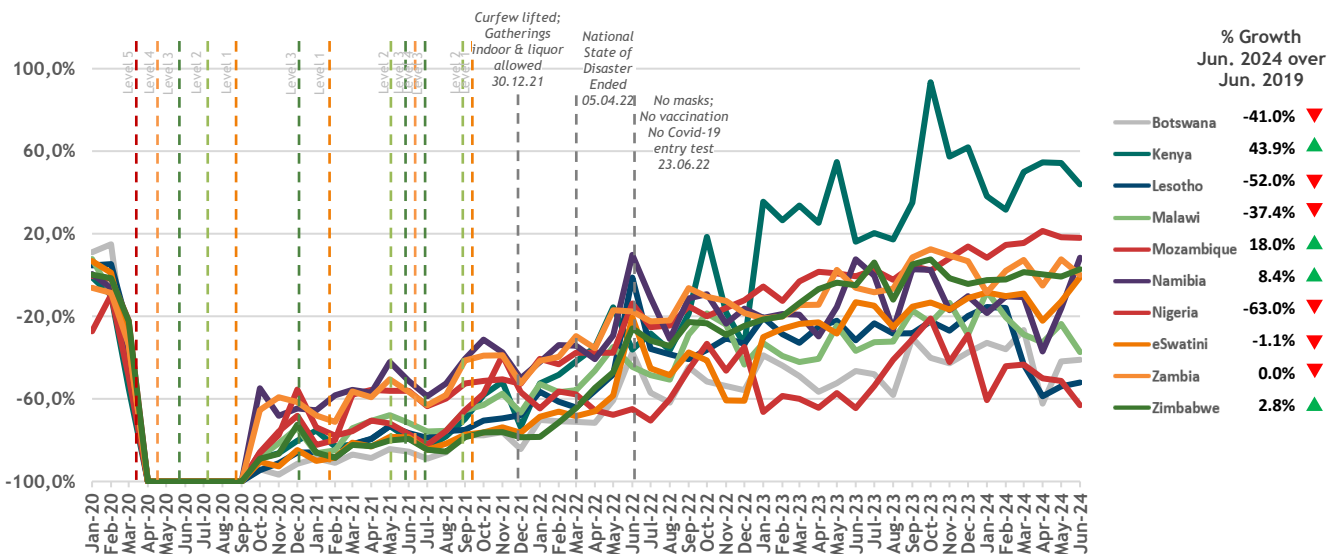
-16.1% ▼

Apr-Jun 24 over Apr-Jun 19
monthly average

African priority markets recovery has slowed down resulting in a shortfall of -16.1% against Q2 2019, but a marginal improvement of +0.9 percentage points vs Q2 2023. In June 2024, the recovery of the African priority markets was spearheaded by Kenya, Mozambique, Namibia and Zimbabwe, which posted positive growth rates of +41.0%, +18.0%, +8.4%, and +2.8%, respectively, against June 2019. In June 2024, the declines are led by Nigeria, Lesotho, Botswana, and Malawi. These markets consistently showed the highest decline rates of -63.0%, -52.0%, -41.0% and -37.4%, respectively for June 2024 against June 2019. Notable share changes were observed for Namibia (2.7% pre-COVID to 24.4% June 2024), Lesotho (21.5% pre-COVID to 2.4% June 2024), eSwatini (12.0% pre-COVID to 0.3% June 2024) and Botswana (9.1% pre-COVID to 2.7% June 2024).

Recovery of Africa Tourist Arrivals vs. Same Month in 2019¹

Jan. 2020 - Jun. 2024



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

Pre-Covid Share	Pre-Covid Share	Country	Jun-24		Jun-24 Share
			Share	Growth	
9,1%	0.4%	Kenya	5.8%	43.9%	12,2%
12,0%	0.7%	Nigeria	0.7%	-63.0%	
17,9%	2.1%	Zambia	12.2%	0.0%	
	2.5%	Malawi	2.1%	-37.4%	24,4%
	2.7%	Namibia	24.4%	8.4%	2,7%
21,5%	9.1%	Botswana	2.7%	-41.0%	12,7%
	12.0%	eSwatini	0.3%	-1.1%	
	17.9%	Mozambique	12.7%	18.0%	
31,1%	21.5%	Lesotho	2.4%	-52.0%	
	31.1%	Zimbabwe	33.5%	2.8%	33,5%

¹ P0350 - International Tourism, July 2024

OVERSEAS RECOVERY — PRIORITY MARKETS

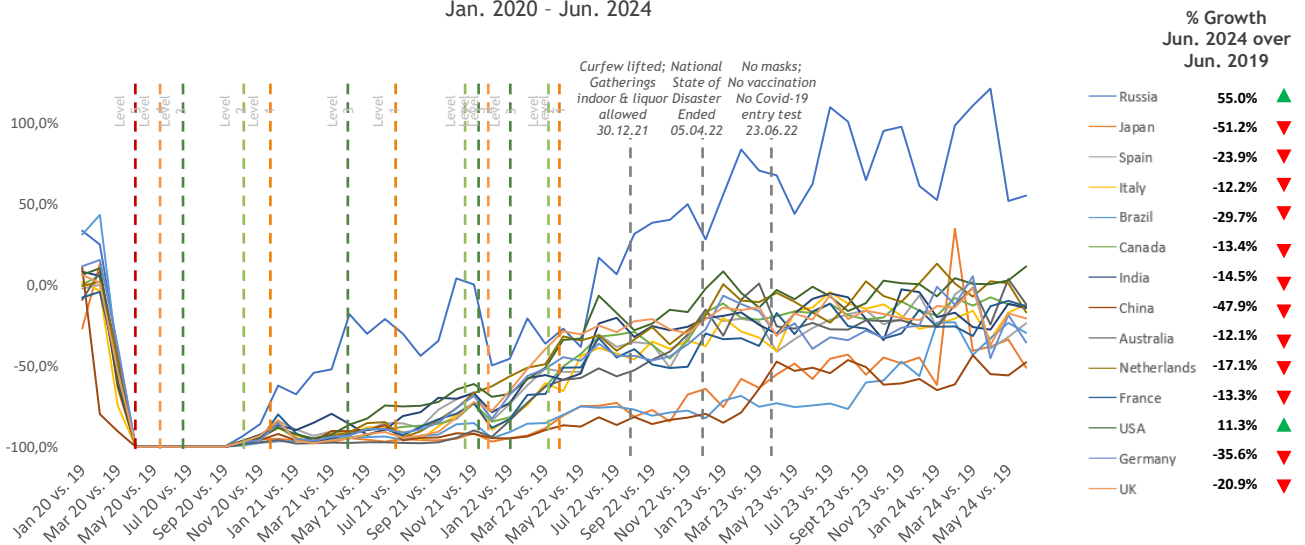
-16.7% ▼

Apr-Jun 24 over Apr-Jun 19
monthly average

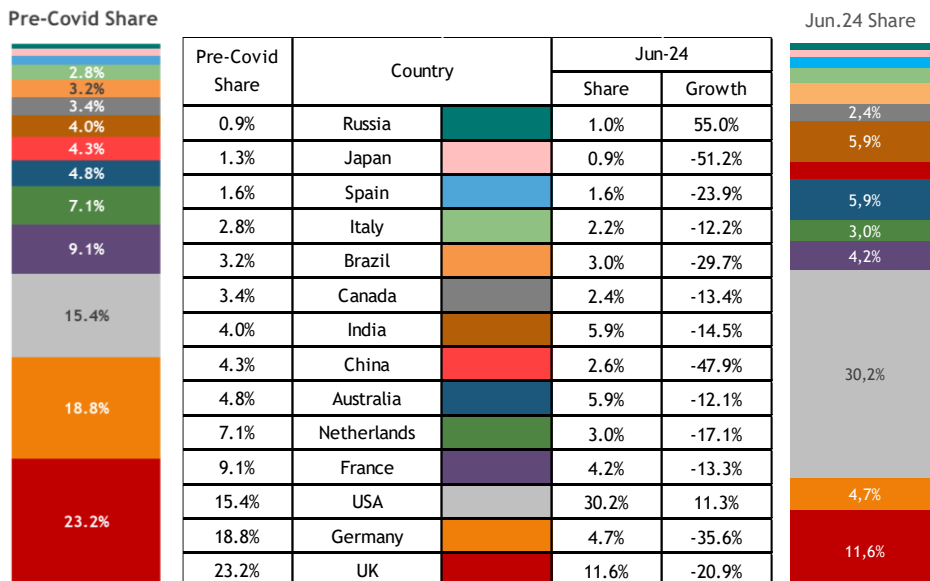
This quarter, the overseas' priority markets' recovery reached similar levels to Africa's priority markets (-16.7% for Overseas and -16.1% for Africa) against Q2 2019. The recovery in June 2024, is still clearly led by Russia with +55.0% against June 2019. The USA increased in June 2024 by +11.3% over June 2019, showing a consistent return, surpassing its pre-COVID levels, doubling its share to 30.2% in June 2024. In June 2024, all other overseas priority markets continued below the June 2019 levels. Some shifts in share are noted, the UK's share dropped to 11.6% for June 2024 whereas its pre-COVID share was 23.2%. Similarly, Germany's recovery was slow reaching a share of 4.7% in June 2019, well below its pre-COVID levels of 18.8%.

Recovery of Overseas Tourist Arrivals vs. Same Month in 2019¹

Jan. 2020 - Jun. 2024



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



¹ P0350 - International Tourism, July 2024

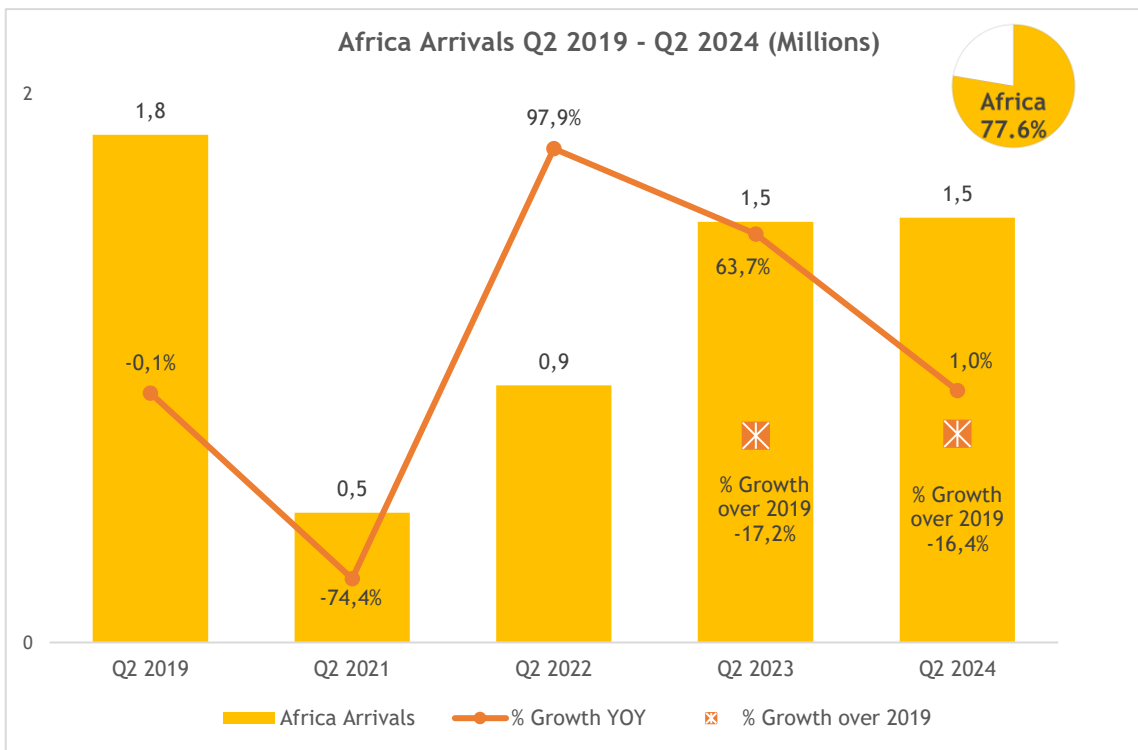
AFRICA ARRIVALS

1.5 M

-16.4% ▼

Q2 2024 over Q2 2019

During Q2 2024, South Africa received 1.5 million arrivals from Africa, a marginal +1.0% year-over-year increase, remaining -16.4% below Q2 2019 levels. Zimbabwe remained the largest source market, accounting for 34.7% of arrivals in Q2 2024. Mozambique's share of total arrivals grew, with a notable increase of +19.2% against Q2 2019. On the contrary, Lesotho and Botswana saw steep declines in both arrival numbers and share of total arrivals (-55.1% and -50.3% in Q2 2019 vs. Q2 2024, respectively). This quarter, Kenya stood out with a growth of +50.9 against Q2 2019. During Q2 2024, Nigeria had yet to make it back into the top 10, with a recovery of -54.9% against Q2 2019. The share of arrivals to South Africa from Africa remained stable, despite the lower arrival figures against 2019 (77.4% in Q2 2019 vs. 77.6% in Q2 2024). Year-on-year, Africa arrivals have stabilised, increasing marginally by 1.0%, this slower growth rate between Q2 2023 and Q2 2024 would suggest that the Africa arrivals recovery had started to plateau.



Africa Tourist Arrivals by Top 10 Markets Q2 2024

Africa Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Zimbabwe	536 629	28.8%	34.7%	0.8%	6.3%
Mozambique	371 383	16.8%	24.0%	19.2%	18.6%
Eswatini	200 048	12.4%	12.9%	-13.1%	11.3%
Lesotho	177 251	21.3%	11.5%	-55.1%	-39.0%
Botswana	88 130	9.6%	5.7%	-50.3%	4.5%
Namibia	38 319	2.5%	2.5%	-18.6%	-3.8%
Zambia	37 684	2.0%	2.4%	0.5%	7.5%
Malawi	29 409	2.3%	1.9%	-31.8%	3.8%
Kenya	10 901	0.4%	0.7%	50.9%	15.1%
Tanzania	8 945	0.5%	0.6%	0.1%	10.7%
All Africa Arrivals	1 547 185	77.4%	77.6%	-16.4%	1.0%
Others in Top 10 in Q2 2019					
Nigeria	5 045	0.6%	0.3%	-54.9%	19.0%

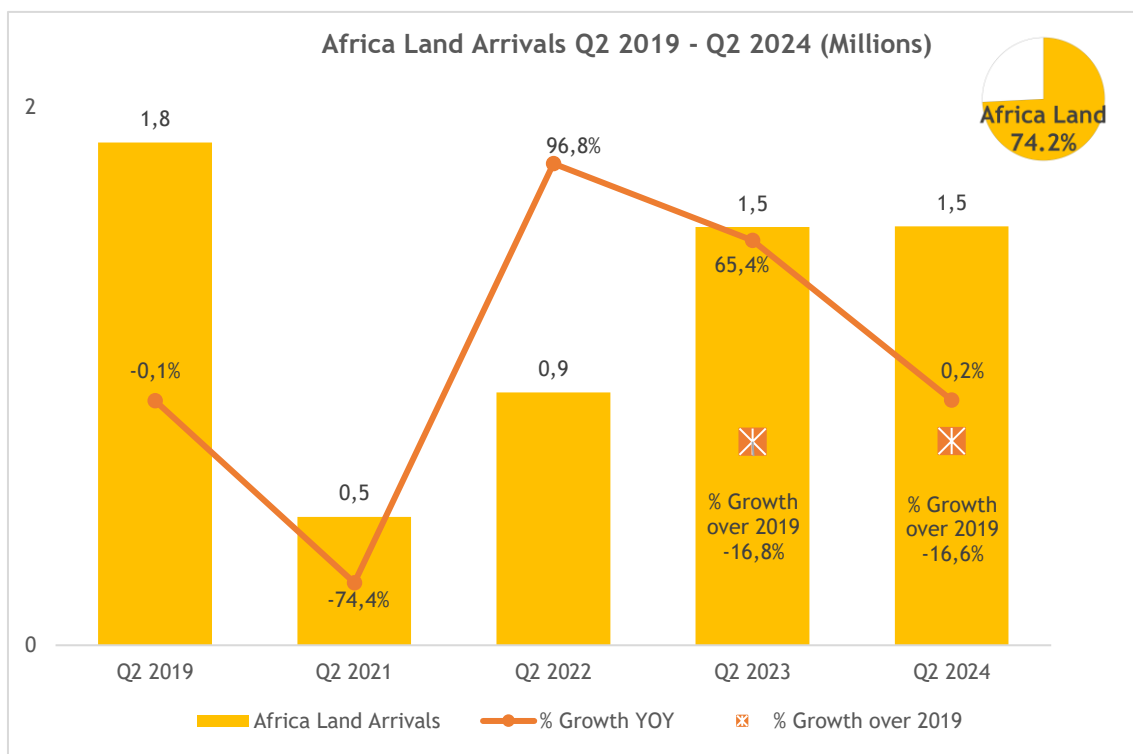
AFRICA LAND ARRIVALS

1.5 M

-16.6% ▼

Q2 2024 over Q2 2019

In Q2 2024, total Africa land arrivals stabilised at 1.5 million, with only a 0.2% year-over-year increase, resulting in a -16.6% below Q2 2019 levels. The proportion of tourists arriving by land in Africa remained steady at 74.2% in both Q2 2024 and Q2 2019. Zimbabwe and Mozambique have shown growth, increasing their shares of land arrivals. Zimbabwe remained the largest source of land arrivals with a share of 36.3%, a slight growth of +0.8% in Q2 2024 vs Q2 2019. Mozambique noted growth of +19.2%, accounting for 25.1% of all Africa Land arrivals. Conversely, Lesotho and Botswana recovery rate is slower with a -55.1% and -50.3% lag in Q2 2024 compared to Q2 2019. Lesotho, not only has a large recovery gap against Q2 2019, but it also declined year on year. In Q2 2024, Malawi and Namibia's land arrivals have decreased (-31.8% and -18.6%, respectively), though their shares have remained relatively stable against Q2 2019.



Africa Land Tourist Arrivals by Market Q2 2024

Africa Land Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Zimbabwe	536 629	30.0%	36.3%	0.8%	6.3%
Mozambique	371 383	17.6%	25.1%	19.2%	18.6%
Eswatini	200 048	13.0%	13.5%	-13.1%	11.3%
Lesotho	177 251	22.2%	12.0%	-55.1%	-39.0%
Botswana	88 130	10.0%	6.0%	-50.3%	4.5%
Namibia	38 319	2.7%	2.6%	-18.6%	-3.8%
Zambia	37 684	2.1%	2.5%	0.5%	7.5%
Malawi	29 409	2.4%	2.0%	-31.8%	3.8%
All Africa Land Arrivals	1 478 853	74.2%	74.2%	-16.6%	0.2%

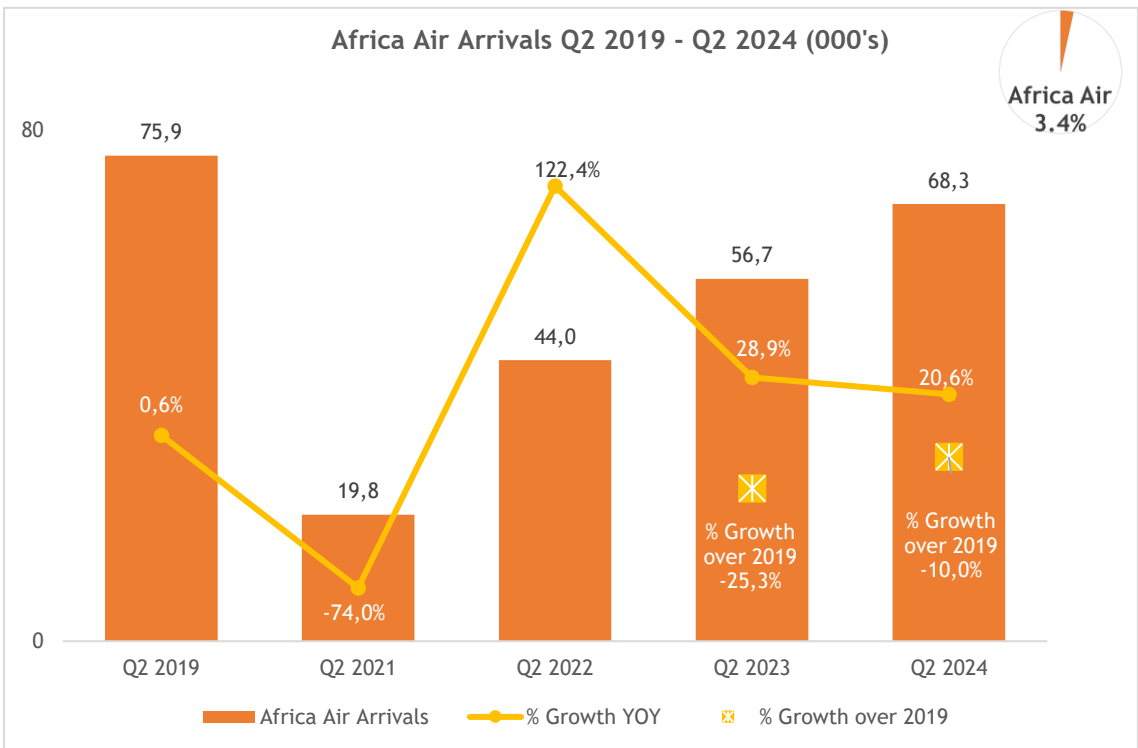
AFRICA AIR ARRIVALS

68.3 K

-10.0% ▼

Q2 2024 over Q2 2019

In Q2 2024, Africa Air arrivals reached 68.3 thousand, *resulting in a 20.6% year-over-year growth*, yet still -10.0% below Q2 2019 levels. Africa Air arrivals accounted for 3.4% of all African tourist arrivals in Q2 2024, reflecting the relatively smaller proportion of tourists travelling by air compared to land. Both Kenya and Ghana have shown significant growth in Q2 2024 when compared to Q2 2019. This quarter, Kenya grew by +50.9% against Q2 2019, with its share increasing from 9.5% to 16.0%, placing it in the first position of the top 10 Africa Air countries. Ghana showed a strong growth of +84.4% in Q2 2024 vs. Q2 2019, nearly doubling its share of air arrivals. Nigeria and Angola noted substantial declines in the Africa Air arrivals figures, with Nigeria's shares dropping by more than half (-54.9%). In Q2 2024, Angola saw a decline of -34.7% against Q2 2019) in Africa Air arrivals.



Africa Air Tourist Arrivals by Top 10 Markets Q2 2024

Africa Air Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Kenya	10 901	9.5%	16.0%	50.9%	15.1%
Tanzania	8 945	11.8%	13.1%	0.1%	10.7%
Angola	8 620	18.1%	12.6%	-37.3%	-3.7%
Ghana	7 770	5.6%	11.4%	84.4%	178.6%
DRC	6 592	9.7%	9.6%	-10.2%	40.2%
Nigeria	5 045	14.7%	7.4%	-54.9%	19.0%
Mauritius	4 275	6.7%	6.3%	-15.8%	3.5%
Uganda	2 793	4.6%	4.1%	-19.4%	6.8%
Ethiopia	1 918	1.9%	2.8%	30.3%	36.8%
Egypt	1 606	2.5%	2.4%	-14.5%	10.1%
All Africa Air Arrivals	68 332	3.2%	3.4%	-10.0%	20.6%

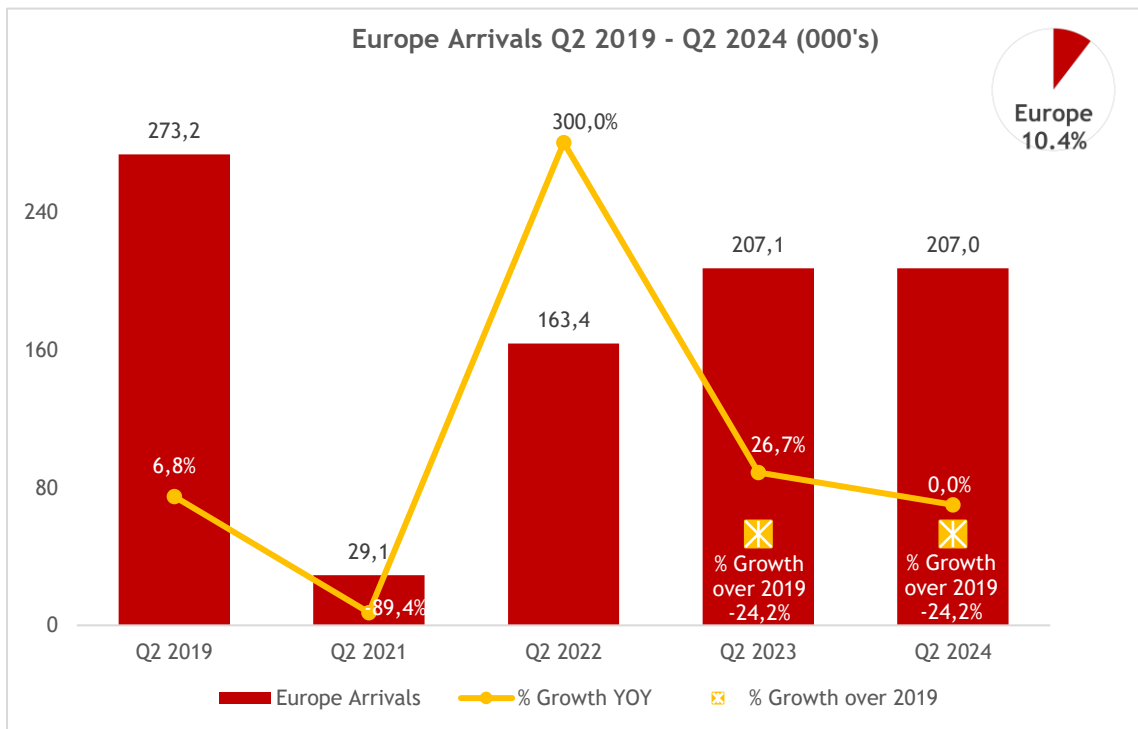
EUROPE ARRIVALS

207.0 K

-24.2% ▼

Q2 2024 over Q2 2019

In Q2 2024, tourist arrivals from Europe stabilised at 207.0 thousand, with no growth being noted against Q2 2023, resulting in a recovery gap of -24.2% vs. Q2 2019 figures. European tourist arrivals accounted for 10.4% of all tourist arrivals in South Africa in Q2 2024, slightly lower than Q2 2019 by -1.0 percentage points. The UK, Germany, and France continued to be the largest European source markets for South Africa, accounting for 58.9% of the arrivals, but all saw declines in arrivals against Q2 2019. This quarter, the UK maintained a stable share of 28.3%, with a recovery lag of -28.0% against Q2 2019. Arrivals from Germany remained lower than Q2 2019 by -36.6%. France showed a slight increase in share (13.6% in Q2 2024 vs. 11.7% in Q2 2019), though its total arrivals decreased, with a shortfall of -12.2%, against Q2 2019. The Russian Federation stood out as the only European country with significant growth in both the number of arrivals (+78.5% in Q2 2024 against Q2 2019) and share of arrivals (2.9% in Q2 2024 vs. 1.2% in Q2 2019), albeit it being a relatively low base.



Europe Tourist Arrivals by Top 10 Markets Q2 2024

Europe Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
UK	58 575	29.8%	28.3%	-28.0%	-3.3%
Germany	30 033	17.4%	14.5%	-36.6%	-8.2%
France	28 050	11.7%	13.6%	-12.2%	12.2%
The Netherlands	21 361	8.0%	10.3%	-2.5%	7.3%
Italy	9 263	4.4%	4.5%	-23.4%	4.9%
Belgium	6 761	3.7%	3.3%	-33.7%	-7.9%
Switzerland	6 427	3.3%	3.1%	-29.7%	-7.2%
Spain	6 295	3.4%	3.0%	-32.4%	3.2%
Russian Federation	5 995	1.2%	2.9%	78.5%	13.3%
Ireland	5 437	2.2%	2.6%	-11.3%	-11.8%
All Europe Arrivals	207 007	11.4%	10.4%	-24.2%	0.0%
Others in Top 10 in Q2 2019					
Portugal	4 754	2.7%	2.3%	-34.7%	-2.1%

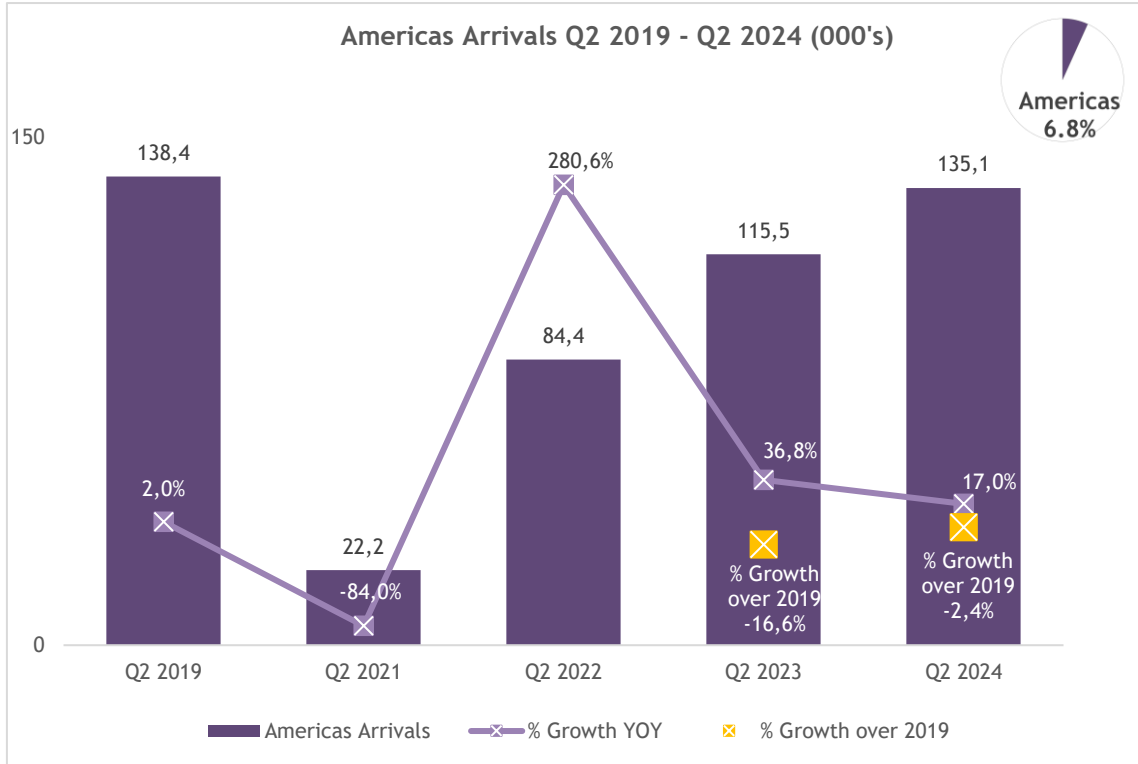
AMERICAS ARRIVALS

135.1 K

-2.4% ▼

Q2 2024 over Q2 2019

In Q2 2024, the Americas had almost returned to pre-pandemic levels, with only a slight decline compared to Q2 2019 and a strong year-over-year growth. Arrivals reached 135.1 thousand, representing a +17.0% increase year-over-year from Q2 2023, and only -2.4% below Q2 2019 levels. This quarter, the USA remained the dominant source of tourist arrivals from the Americas, having grown by +5.2% compared to Q2 2019 and showing a steady year-over-year increase of +10.2%, with a total share of 77.8%. Canada continued to lag behind Q2 2019 at -10.8% but showed positive year-over-year growth (+8.5%). Brazil also continued to record a lag against 2019 (-28.9%) but showed an exceptionally high year-over-year growth (+178.1%). The total market share occupied by the first three countries: USA, Canada and Brazil account for 95.4%, practically the whole market.



Americas Tourist Arrivals by Top 10 Markets Q2 2024

Americas Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
USA	105 127	72.2%	77.8%	5.2%	10.2%
Canada	12 197	9.9%	9.0%	-10.8%	8.5%
Brazil	11 611	11.8%	8.6%	-28.9%	178.1%
Argentina	1 259	1.9%	0.9%	-51.3%	85.4%
Mexico	1 224	1.0%	0.9%	-11.6%	-0.6%
Chile	720	0.7%	0.5%	-25.9%	100.6%
Peru	427	0.4%	0.3%	-28.0%	16.7%
Colombia	392	0.4%	0.3%	-30.2%	4.3%
Jamaica	331	0.2%	0.2%	32.9%	78.9%
Uruguay	187	0.2%	0.1%	-42.8%	40.6%
All Americas Arrivals	135 060	5.8%	6.8%	-2.4%	17.0%
Others in Top 10 in Q2 2019					
Ecuador	152	0.2%	0.1%	-40.4%	33.3%

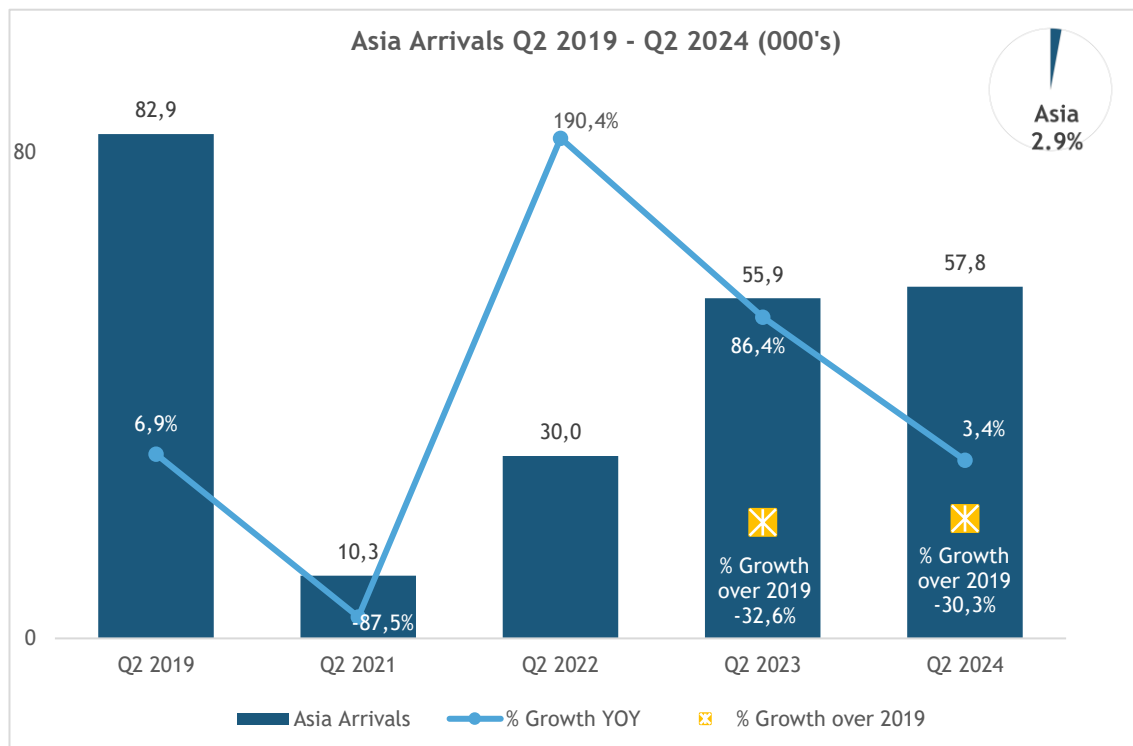
ASIA ARRIVALS

57.8 K

-30.3% ▼

Q2 2024 over Q2 2019

This quarter, Asia was the least region to recover with tourist arrival numbers below Q2 2019. During Q2 2024, arrivals reached 57.8 thousand, a +3.4% increase year-over-year from Q2 2023, but still -30.3% below Q2 2019 levels. India remained the dominant source market, with the highest share (44.7% in Q2 2024 vs. 37.5% in Q2 2019). In Q2 2024, China had the second-largest share at 16.8%, however, it showed the largest decline compared to Q2 2019 (-53.0%) and continued to decline year-over-year (-4.9%). Note that India and China account for 61.5% share of Asia market. During Q2 2024, Japan noted a steep negative growth rate compared to 2019 (-41.7%) but demonstrated strong year-on-year growth (+27.8%).



Asia Tourist Arrivals by Top 10 Markets Q2 2024

Asia Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
India	25 824	37.5%	44.7%	-16.9%	2.0%
China (incl Hong Kong)	9 741	24.9%	16.8%	-53.0%	-4.9%
Japan	3 908	8.1%	6.8%	-41.7%	27.8%
Pakistan	3 433	4.2%	5.9%	-1.4%	7.1%
Singapore	3 010	3.8%	5.2%	-3.5%	28.9%
South Korea	2 564	4.6%	4.4%	-32.3%	22.2%
Malaysia	1 738	4.3%	3.0%	-51.2%	8.0%
Philippines	1 686	2.7%	2.9%	-24.6%	4.9%
Thailand	1 601	2.6%	2.8%	-26.7%	6.3%
Bangladesh	1 541	1.7%	2.7%	10.9%	-21.2%
All Asia Arrivals	57 816	3.5%	2.9%	-30.3%	3.4%

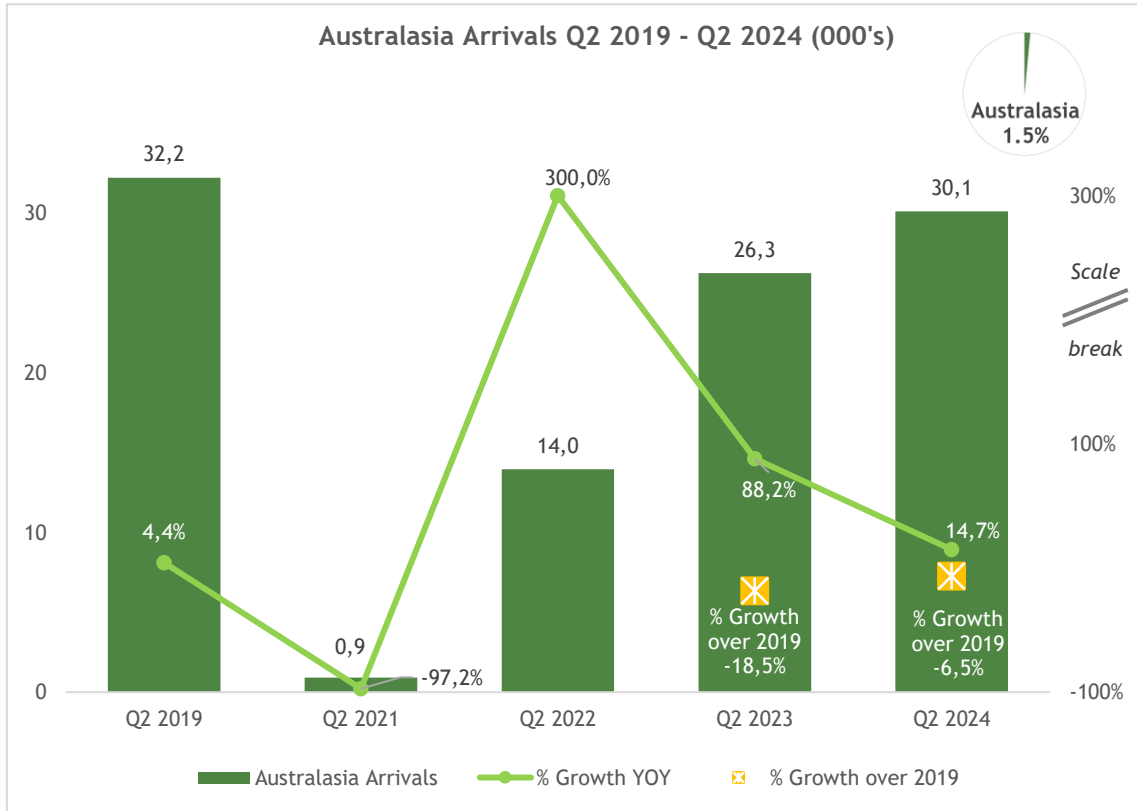
AUSTRALASIA ARRIVALS

30.1 K

-6.5% ▼

Q2 2024 over Q2 2019

The Australasian market showed a robust recovery with tourist arrivals reaching 30.1 thousand in Q2 2024. The overall decline compared to Q2 2019 was minimal, with only a -6.5% decrease, and *year-over-year growth remained strong at +14.7% against Q2 2023*. This quarter, Australia continued to be the primary source of tourists from Australasia, showing a slight decline of -12.0% compared to 2019 and *a positive year-over-year growth of +18.2%*. In Q2 2024, New Zealand showed a remarkable recovery of +34.8% compared to 2019, with a stable share of arrivals (16.3%) and *stable year-on-year growth*.



Australasia Tourist Arrivals by Market Q2 2024

Australasia Top 4 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Australia	25 096	88.4%	83.3%	-12.0%	18.2%
New Zealand	4 918	11.3%	16.3%	34.8%	0.1%
All Australasia Arrivals	30 124	1.3%	1.5%	-6.5%	14.7%

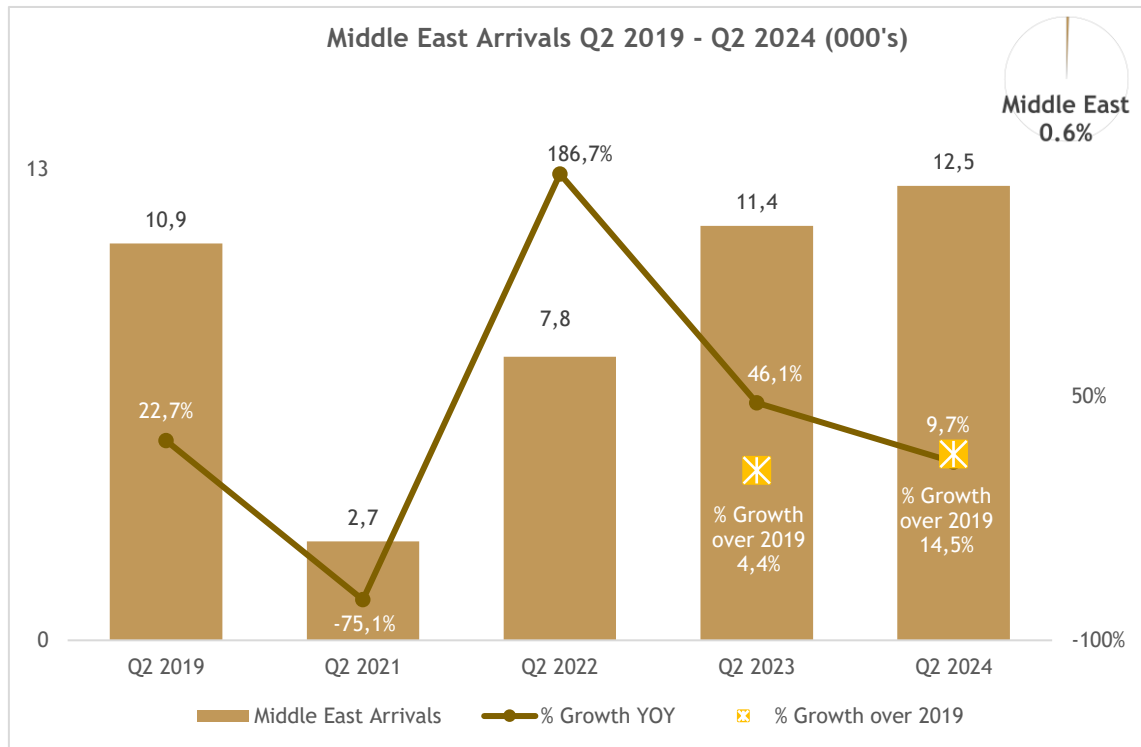
MIDDLE EAST ARRIVALS

12.5 K

14.5% ▲

Q2 2024 over Q2 2019

In Q2 2024, arrivals reached 12.5 thousand, showing a +9.7% year-over-year increase from Q2 2023 and a +14.5% growth over Q2 2019 levels. During this quarter, Saudi Arabia showed phenomenal growth of +140.3% against Q2 2019 and strong year-over-year growth of +72.6%, making it the dominant market within the Middle East. On the contrary, Israel showed a significant decline in both share (down to 13.8% in Q2 2024 vs 45.6% in Q2 2019) and arrival numbers, decreasing a further -65.4% compared to Q2 2019 and -57.0% against Q2 2023. The UAE showed significant recovery over 2019 levels, surpassing them by +199.3%, as well as a notable increase in share (10.9% in Q2 2024 vs 4.2% in Q2 2019). Palestine had an outstanding year-over-year growth of 776.7%, although the market share only amounted to 2.1%. Saudi Arabia, Israel and the UAE amounted to an aggregated share of 75.4% of the Middle East arrivals.



Middle East Tourist Arrivals by Top 10 Markets Q2 2024

Middle East Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Saudi Arabia	6 352	24.2%	50.7%	140.33%	72.6%
Israel	1 724	45.6%	13.8%	-65.43%	-57.0%
United Arab Emirates	1 362	4.2%	10.9%	199.34%	4.9%
Lebanon	658	7.5%	5.3%	-19.85%	4.1%
Jordan	625	5.0%	5.0%	13.43%	33.8%
Kuwait	384	1.9%	3.1%	86.41%	24.7%
Qatar	342	1.8%	2.7%	75.38%	13.6%
Iran	290	3.1%	2.3%	-14.71%	-2.0%
Palestine	263	1.1%	2.1%	117.36%	776.7%
Yemen	175	1.6%	1.4%	-0.57%	50.9%
All Middle East Arrivals	12 525	0.5%	0.6%	14.5%	9.7%
Others in Top 10 in Q2 2019					
Syria	152	1.2%	1.6%	-11.6%	40.7%

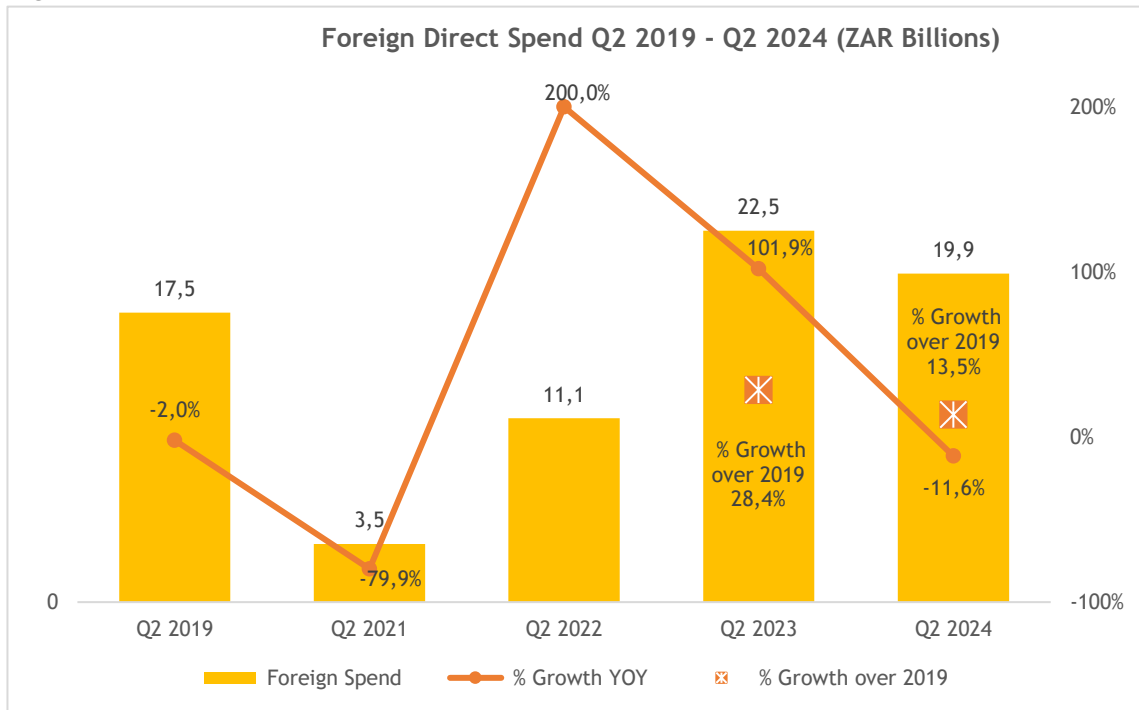
TOTAL FOREIGN DIRECT SPEND



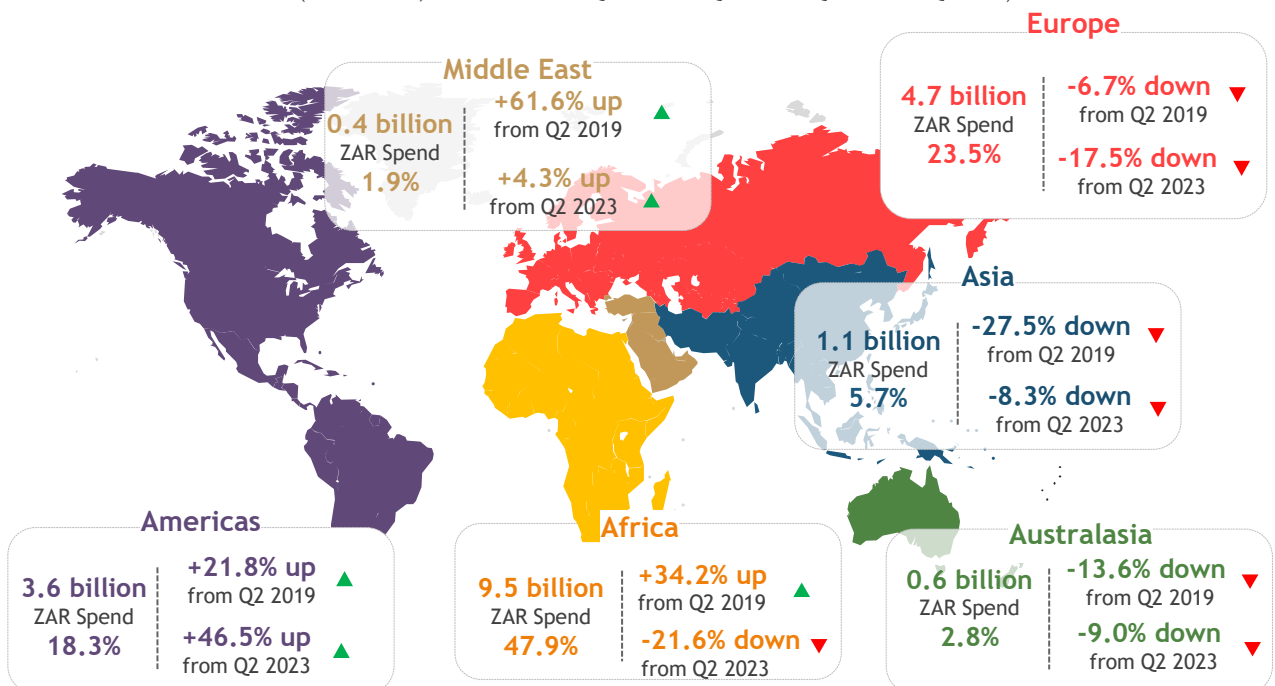
ZAR 19.9 BILLION

+13.5% ▲

Total Foreign Direct Spend (TFDS) by tourists continued higher than Q2 2019 levels by +13.5%, reaching ZAR 19.9 billion. The recovery in spend against Q2 2019, was driven up by the Middle East (+61.6%), Africa (+34.2%) and the Americas (+21.8%). *This quarter, foreign spend by international tourists dropped year-on-year by -11.6%, after a steep increase of +101.9% in Q2 2022.* The drop noted in Q2 2024 against Q2 2023 is largely driven by decreases recorded by Africa (-21.6%), Europe (-17.5%), Australasia (-9.0%) and Asia (-8.3%) regions.



Foreign Direct Spend by Region Q2 2024
(ZAR Billions, Share & Growth Q2 2024 vs. Q2 2019 & Q2 2024 vs. Q2 2023)



TOTAL FOREIGN
DIRECT SPEND



ZAR 19.9 BILLION

+13.5% ▲

In Q2 2024, Africa dominated in terms of international tourist arrivals, accounting for 77.6% of all arrivals, with the majority (74.2%) arriving by land; however, these visitors contributed only 47.9% of the total spend, resulting in a lower share-of-spend to share-of-arrival ratio of 61.6%. In contrast, Europe, the Americas, Asia, and the Middle East had much higher share-of-spend to share-of-arrival ratios in Q2 2024. The Middle East noted the highest ratio of 300.5%. These disparities indicate significant variations in spending behaviour among tourists from different regions, with Overseas visitors generally spending more per capita compared to those arriving from within Africa.

Spend & Ratio by Region 2024

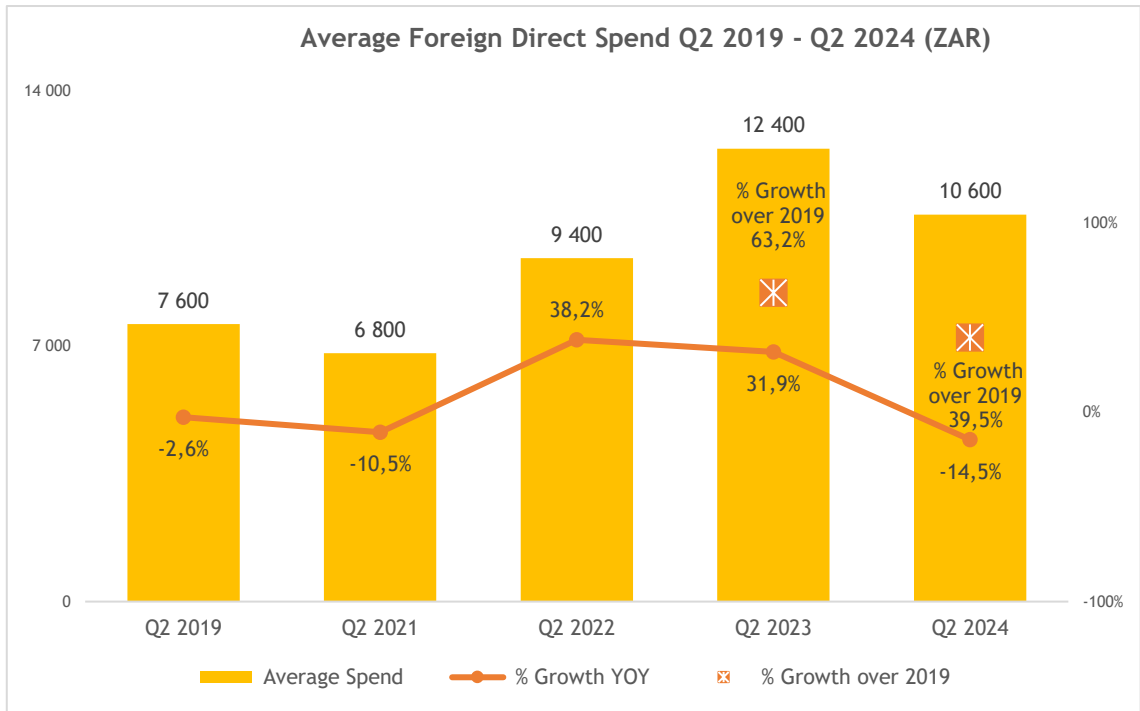
Region	% of Arrivals Q2 2024	% of Spend Q2 2024	Ratio % Spend : % Arrivals
Africa	77.6%	47.9%	61.6%
Africa Land	74.2%	41.3%	55.7%
Africa Air	3.4%	6.6%	191.2%
Europe	10.4%	23.5%	226.4%
Americas	6.8%	18.3%	269.5%
Asia	2.9%	5.7%	195.2%
Australasia	1.5%	2.8%	185.9%
Middle East	0.6%	1.9%	300.5%

In Q2 2024, Personal Shopping noted an increase against Q2 2019, rising by +15.0% marking a total spend of ZAR 6.0 billion, *although there was a slight decrease of -1.7% compared to Q2 2023*. This quarter, Food & Beverages experienced growth, with a +21.1% increase vs Q2 2019 and a +17.8% increase vs Q2 2023. In contrast, Accommodation, Leisure, and Medical spend all declined against Q2 2023. This quarter, Transport showed modest growth of +3.1% vs Q2 2019 but a -6.7% decline in the last year. Business Shopping increased by +32.0% against Q2 2019, but it dropped by -49.0% year-on-year.

Spend Category	ZAR Billions		% Share		% Growth	
	Q2 2019	Q2 2024	Q2 2019	Q2 2024	Q2 2019 - Q2 2024	Q2 2023 - Q2 2024
Personal Shopping	5.2	6.0	29.8%	30.2%	15.0%	-4.1%
Food & Beverages	3.1	3.7	17.6%	18.7%	21.1%	17.8%
Accommodation	2.6	2.2	15.0%	11.0%	-17.3%	-15.9%
Business Shopping	1.5	2.0	8.7%	10.1%	32.0%	-49.0%
Leisure	2.2	1.9	12.3%	9.6%	-11.4%	-13.7%
Transport	1.6	1.7	9.2%	8.4%	3.1%	-6.7%
Medical	0.2	0.2	0.9%	1.0%	22.0%	-26.4%
All Types	17.5	19.9	100.0%	100.0%	13.5%	-11.6%



This quarter, the average foreign direct spend decreased by -14.5% compared to last year, resulting in an average spend of ZAR 10 600. Despite this decline from the previous year, the figure still represents a +39.5% increase compared to Q2 2019. The year-on-year drop is driven by decreases across all regions, with the largest decline coming from Africa Land, which dropped by -24.7%.



Average Foreign Direct Spend by Region Q2 2019 - Q2 2024

Region	Average Spend (ZAR)			% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
	Q2 2019	Q2 2023	Q2 2024		
Africa	3 900	8 200	6 500	66.7%	-20.7%
Africa Land	3 300	7 700	5 800	75.8%	-24.7%
Africa Air	20 100	26 200	23 300	15.9%	-11.1%
Europe	20 800	30 600	25 000	20.2%	-18.3%
Americas	23 700	32 600	28 900	21.9%	-11.3%
Asia	21 000	25 700	22 900	9.0%	-10.9%
Australasia	21 700	24 600	20 700	-4.6%	-15.9%
Middle East	24 300	35 400	32 900	35.4%	-7.1%
All Arrivals	7 600	12 400	10 600	39.5%	-14.5%

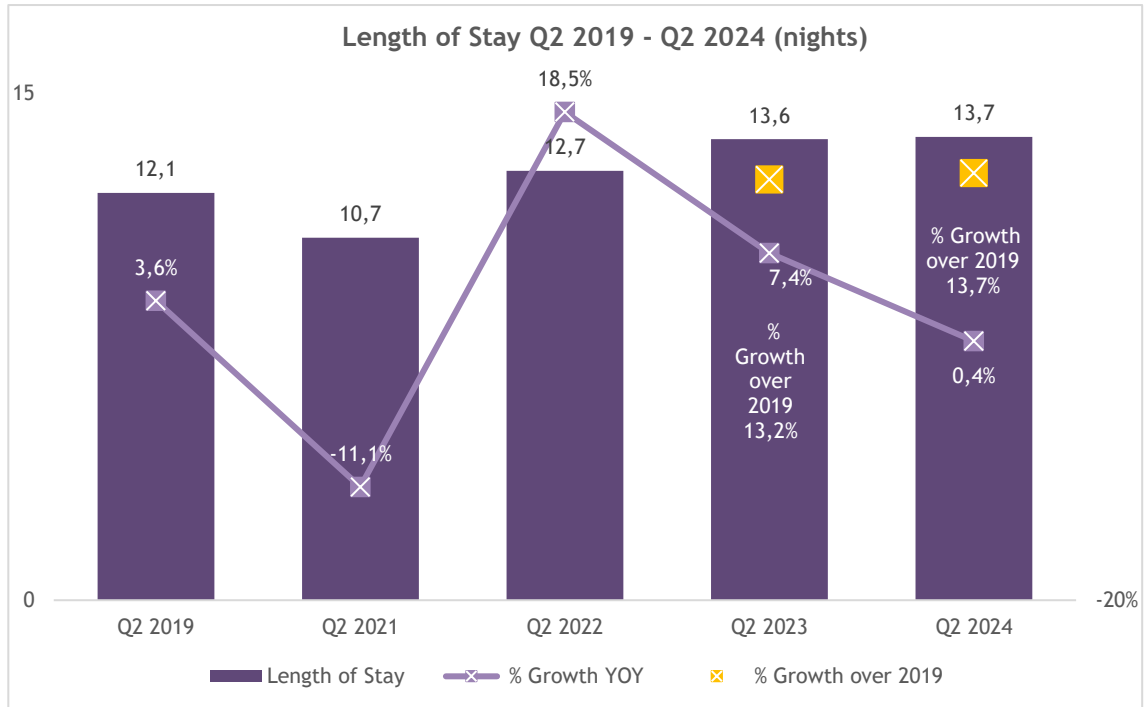
LENGTH OF STAY



13.7 NIGHTS

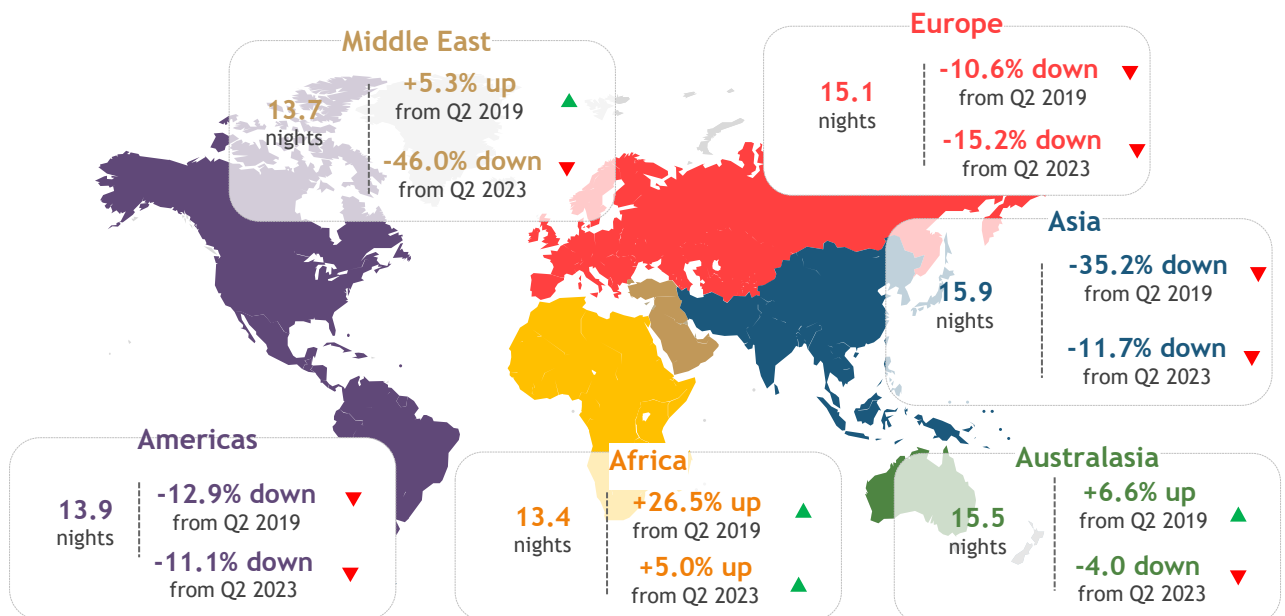
+13.7% ▲

Whilst year-on-year the average length of stay has remained stable at 13.7 nights (+0.4%), it continued to note an increase of +13.7% against Q2 2019. The average number of nights stayed by visitors from the Middle East region dropped against Q2 2023 from 25.3 nights to 13.7 nights, a -46.0% decline. The increase against Q2 2019 is driven largely by Australasian and African tourists who stayed for an average of 15.5 nights and 13.4 nights, respectively. In Q2 2024, the length of stay for Asia and Africa Air is yet to recover with a lag of -35.2% and -30.9% against Q2 2019, respectively. This quarter, Asia, Australasia and Europe visitors' length of stay is higher than the total regions average of 13.7 nights.



Length of Stay Q2 2024

(No. Nights & Growth Q2 2024 vs. Q2 2019 & Q2 2024 vs. Q2 2023)



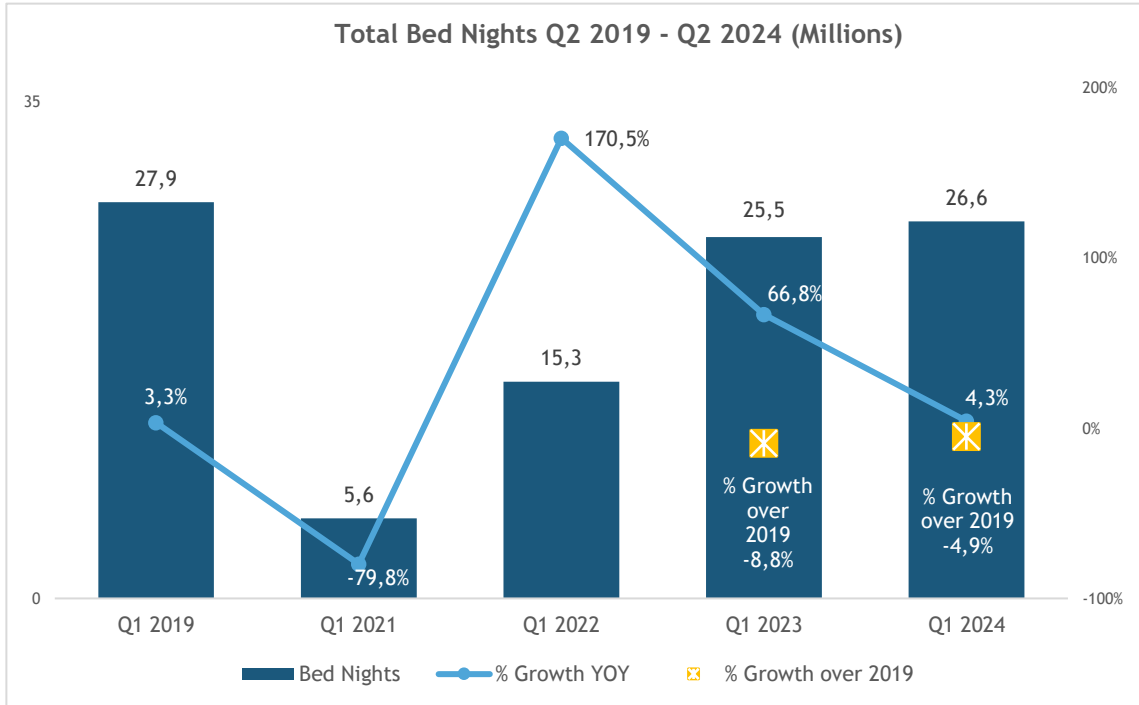
**TOTAL
BED NIGHTS**



26.6 MILLION

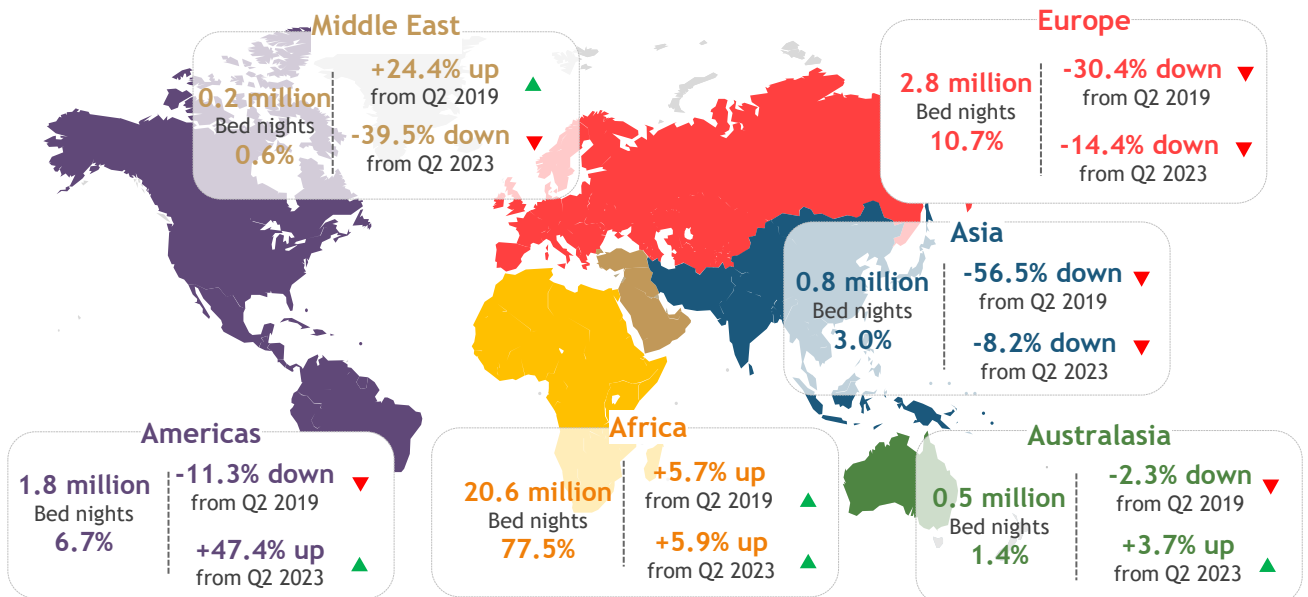
-4.9% ▼

In Q2 2024, the total number of bed nights is stable year-on-year, reaching 26.6 million nights at the back of a marginal increase of +4.3%, with a recovery lag against Q2 2019 of -4.9%. The lag in the recovery compared to Q2 2019 was driven by all regions except for the Middle East and Africa which increased their number of bed nights by +24.4% and +5.7%, respectively. In terms of regional contributions, Africa dominated with a 77.5% share, Europe at 10.7%, the Americas contributed 6.7%, while Asia, Australasia and the Middle East had smaller shares of 3.0%, 1.6% and 0.6%, respectively.



Total Bed Nights Q2 2024

(Millions, Share & Growth Q2 2024 vs. Q2 2019 & Q2 2024 vs. Q2 2023)



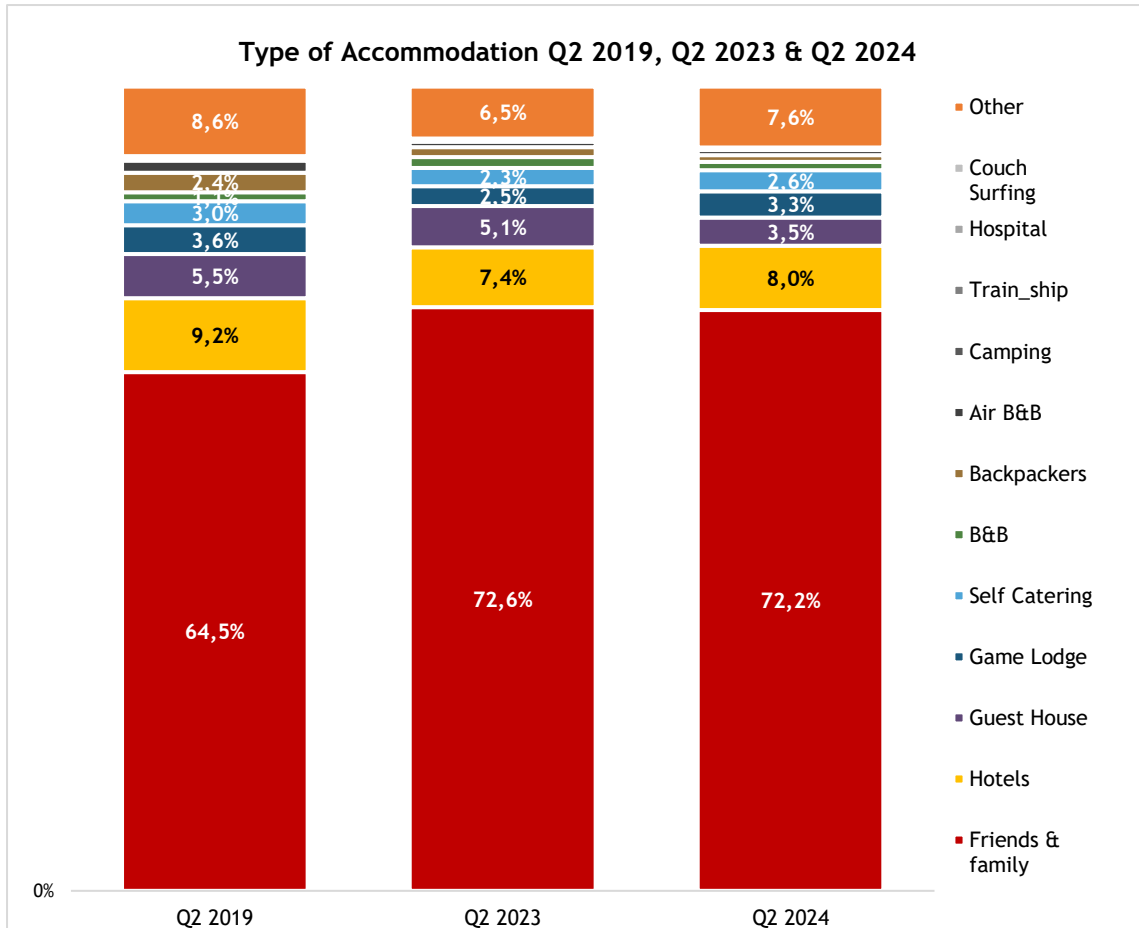
TOTAL
BED NIGHTS



26.6 MILLION

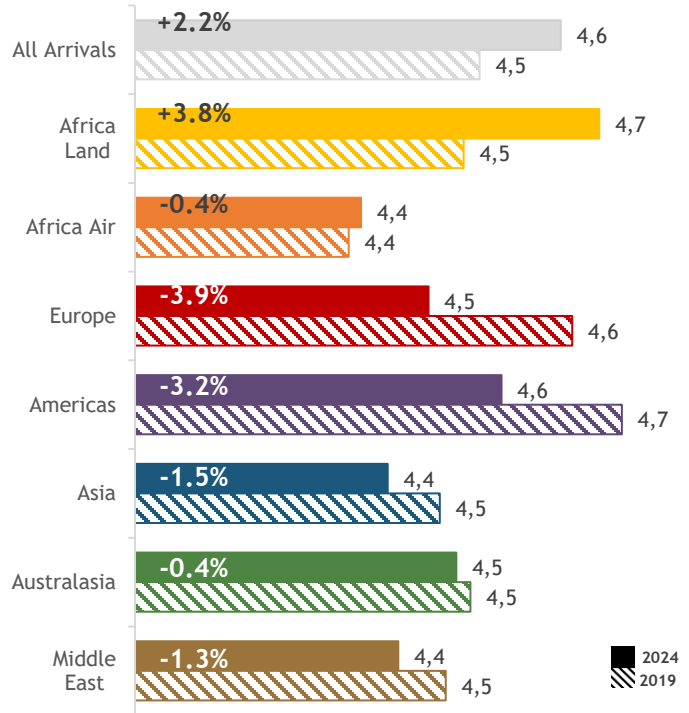
-4.9% ▼

In Q2 2024, staying with friends and family dominated the choice of accommodation among international tourists, accounting for 72.2%, which aligns with the distribution of purposes for visiting. *The use of hotels as a choice of accommodation remained stable year-on-year at 8.0%*, though a slight drop against Q2 2019 of -1.2 percentage points. The choice of guest houses for accommodation decreased from 5.5% in Q2 2019 and 5.1% in Q2 2023 to 3.5% in Q2 2024.





Overall Satisfaction Q2 2019 vs. Q2 2024



In Q2 2024, international tourists' overall satisfaction with South Africa improved by +2.2% against Q2 2019 marking a satisfaction rating of 4.6. This improvement was driven by Africa Land tourists, as all other regions showed a decline in satisfaction levels vs. Q2 2019.

Overseas markets' satisfaction rating dropped by -2.9% resulting in a 4.5 satisfaction rating for Q2 2024.

Overseas visitors scored South Africa's natural attractions (4.8), its friendly people (4.7), value for money destination (4.6) and accommodation (4.6) highly. On the contrary, overseas visitors rated safety & security (3.8) and roads (3.9) very low.

Although tourists from Africa Land scored an overall higher satisfaction rating, their scores for friendly people were lower than those of overseas tourists. However, they scored higher on public transportation, customs, immigration, and general infrastructure. Visitors from Africa also rated safety and security low at 3.9. Middle East tourists provided the lowest rating for safety and security at 3.3.

	All Arrivals	Africa	Africa Land	Africa Air	Overseas	Europe	Americas	Asia	Australasia	Middle East
Overall Satisfaction	4.6	4.7	4.7	4.4	4.5	4.5	4.6	4.4	4.5	4.4
Natural Attractions	4.6	4.6	4.6	4.6	4.8	4.7	4.8	4.7	4.8	4.8
Accommodation	4.5	4.5	4.5	4.5	4.6	4.5	4.6	4.5	4.5	4.6
Immigration	4.5	4.5	4.5	4.3	4.4	4.4	4.4	4.4	4.3	4.5
Customs	4.5	4.5	4.5	4.4	4.4	4.4	4.5	4.4	4.3	4.6
Mobile phone and Internet network	4.5	4.5	4.5	4.4	4.2	4.2	4.3	4.2	4.2	4.1
Public Transportation	4.5	4.5	4.5	4.4	4.4	4.4	4.4	4.3	4.4	4.2
Friendly People	4.4	4.4	4.4	4.3	4.7	4.7	4.7	4.5	4.6	4.6
Value for Money	4.4	4.4	4.4	4.3	4.6	4.6	4.7	4.4	4.6	4.6
Water	4.4	4.4	4.4	4.5	4.2	4.1	4.3	4.2	4.1	4.3
Electricity	4.4	4.4	4.4	4.4	4.3	4.2	4.4	4.2	4.3	4.2
Roads	4.4	4.5	4.5	4.5	3.9	3.8	3.9	4.0	3.5	3.8
South Africa Police Services	4.3	4.3	4.3	4.2	4.1	4.2	4.2	3.9	4.0	4.1
Safety & Security	3.9	3.9	3.9	3.8	3.8	3.7	3.9	3.6	3.7	3.3

A group of tourists in a safari vehicle are taking photos of a leopard in a savanna. The leopard is walking across a dirt path in the foreground, and the tourists are seated in a green vehicle in the background, surrounded by lush green trees and vegetation.

INTERNATIONAL TOURISM: PROVINCIAL PERFORMANCE

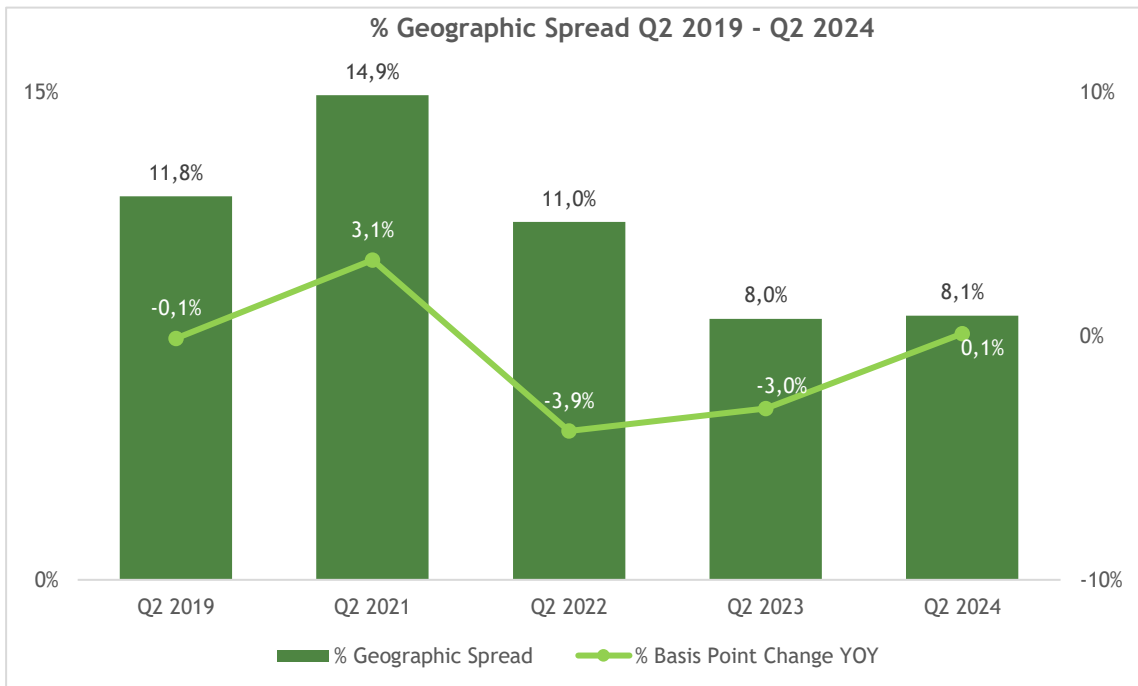
GEOGRAPHIC SPREAD



8.1%

+0.1.P.P ▲

South Africa's geographic spread index (the share of tourists that travel to two or more provinces) is stable year-on-year with a marginal uptick of +0.1. International arrivals are the highest for Gauteng (908.9 thousand), followed by Mpumalanga (492.0) and the Western Cape (275.9). Gauteng and Western Cape recorded the highest spend in Q2 2024 at ZAR 9.4 Billion and ZAR 4.6 Billion, respectively. This quarter, Gauteng has the highest bed nights across all the provinces. Whereas the Eastern Cape, Free State, and North West noted the highest average length of stay in Q2 2024 at 14.7 nights, 14.4 nights and 14.1 nights, respectively.



Tourist Arrivals, Spend, Bed Nights & Length of Stay by Province Q2 2024

Province	International Tourist Arrivals (000's) Q2 2024	Foreign Spend (ZAR Billions) Q2 2024	Bednights (Millions) Q2 2024	Length of Stay (nights) Q2 2024
Gauteng	908.9	9.4	11.7	13.2
Mpumalanga	492.0	1.6	5.0	10.4
Western Cape	275.9	4.6	3.6	13.4
KwaZulu-Natal	166.9	1.3	1.7	10.3
Free State	145.8	0.4	2.0	14.4
Limpopo	92.4	0.9	0.8	9.5
North West	64.8	0.5	0.9	14.1
Eastern Cape	57.4	0.8	0.8	14.7
Northern Cape	15.7	0.3	0.1	9.5

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

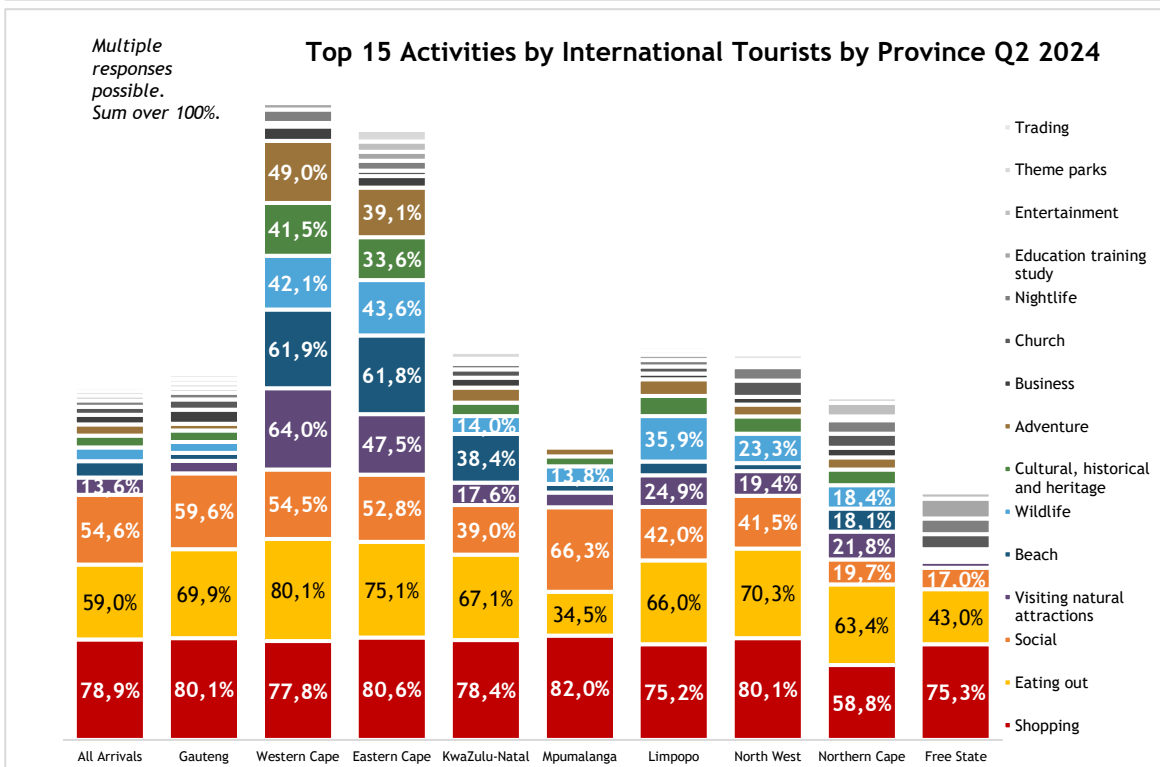
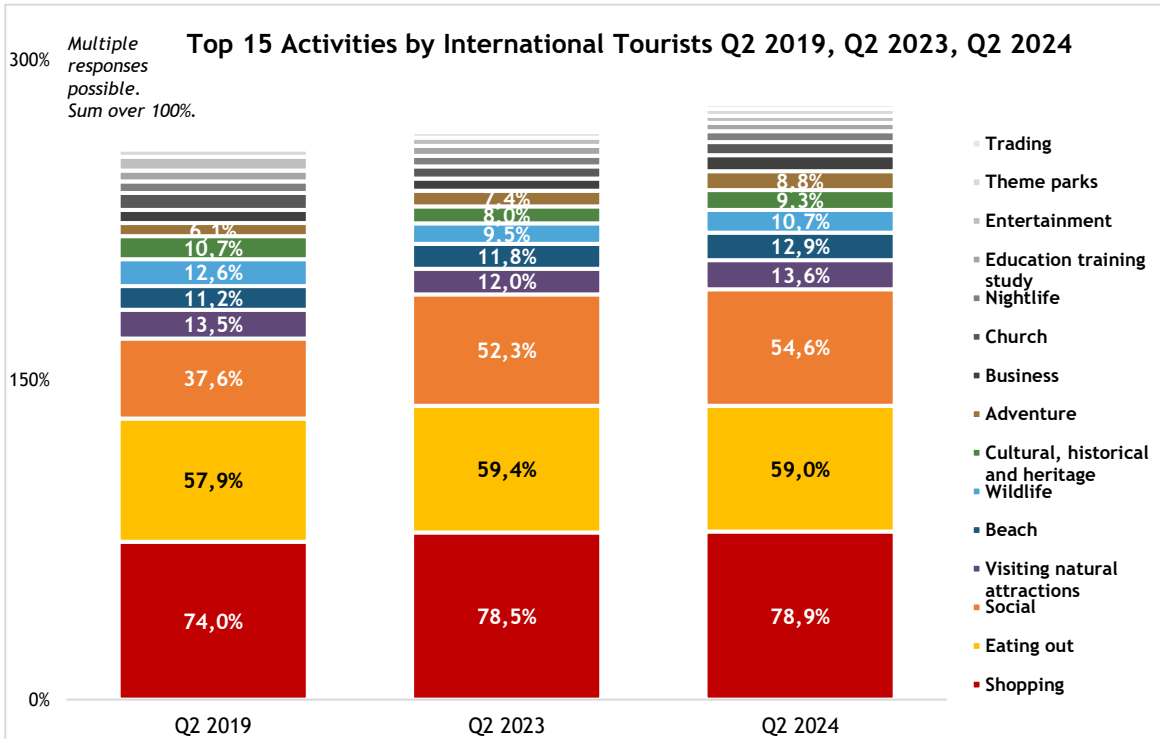
GEOGRAPHIC SPREAD



8.1%

+0.1 ▲

In Quarter 2 2024, tourist activities are mostly back in line with pre-COVID levels. Social activities remained significantly higher at 54.6% compared to 37.6% in Q2 2019. Provincially, the Western Cape and Eastern Cape tourists also had a higher propensity to visit natural attractions and wildlife and engage in adventure tourism activities⁶. Social activities are higher in Mpumalanga.



⁶<https://www.southafrica.net/gl/en/trade/press/south-africa-the-adventure-capital-of-the-world.>

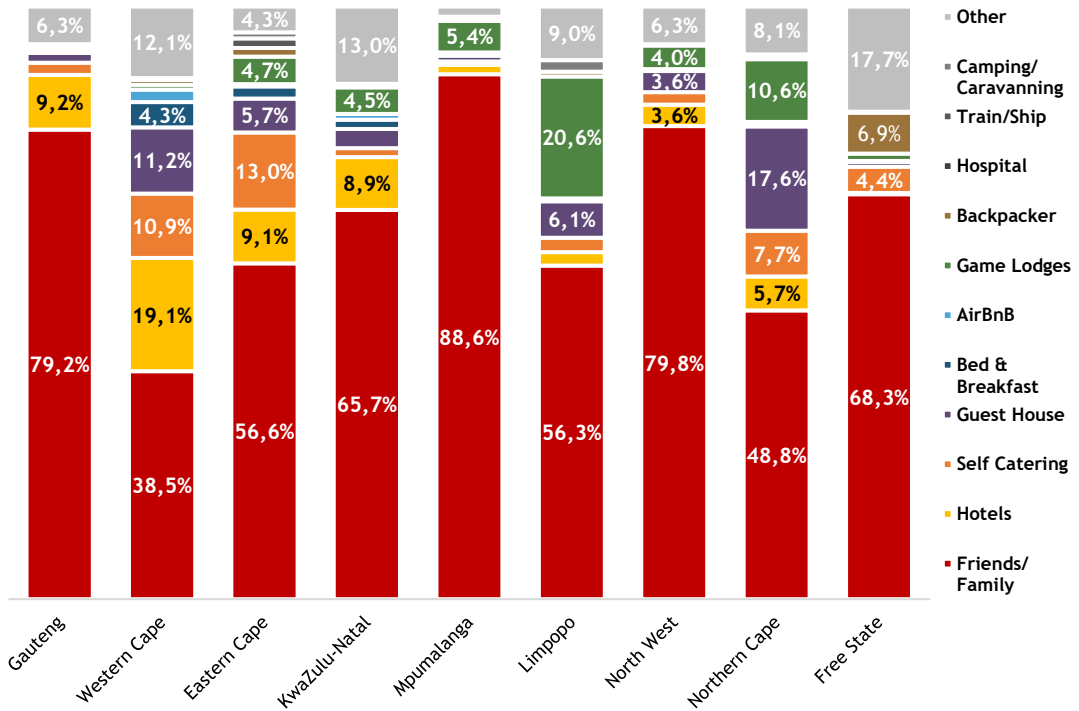
GEOGRAPHIC SPREAD



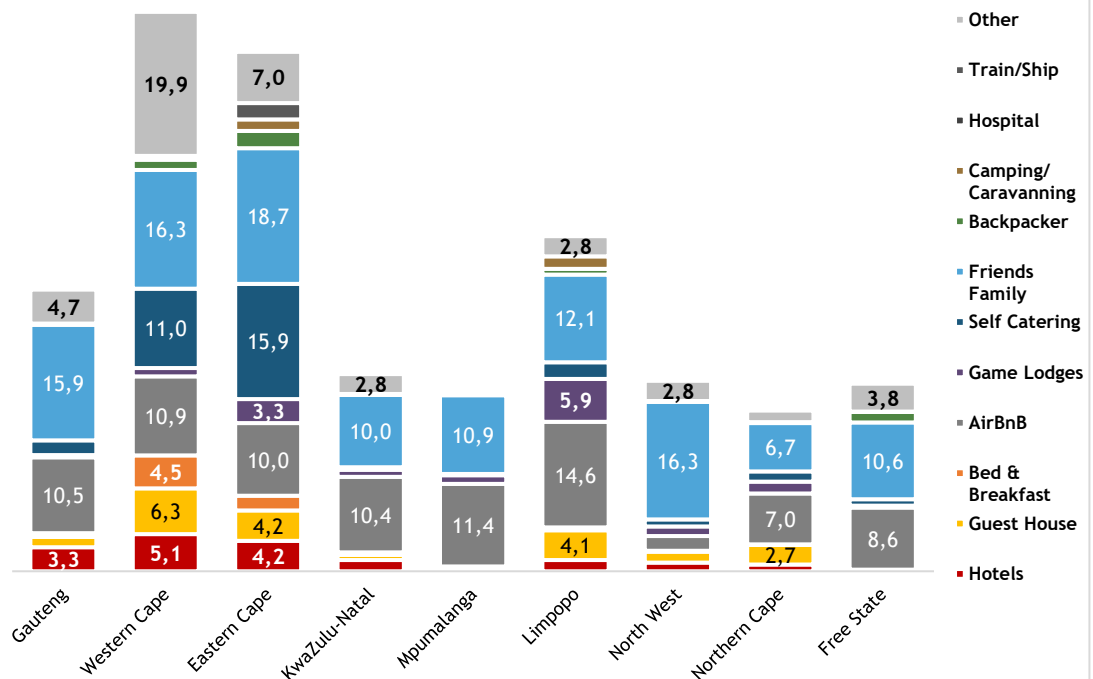
8.1%

+0.1 ▲

% of Bed Nights by Accommodation per Province Q2 2024



Average nights stayed by Accommodation Type per Province Q2 2024

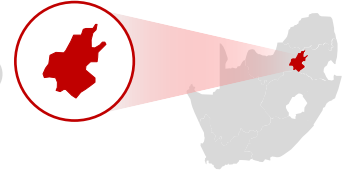


GAUTENG

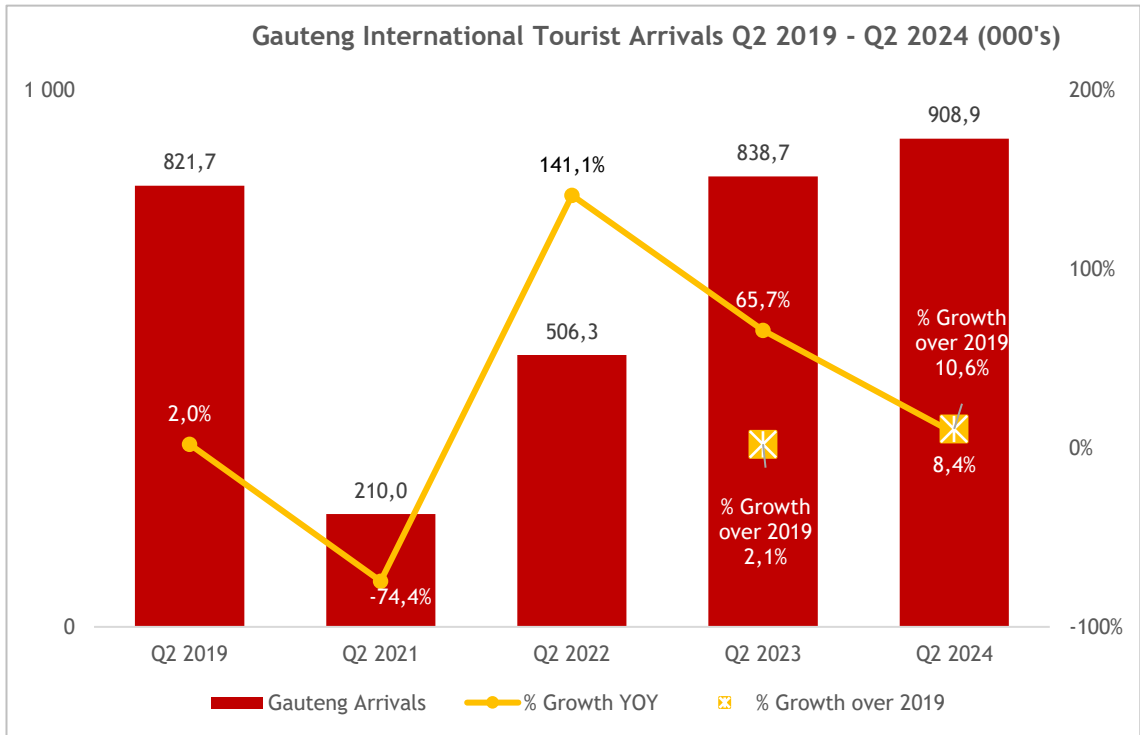


908.9 THOUSAND

+10.6% ▲

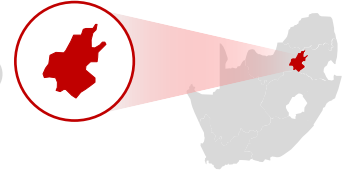


Gauteng was one of the two provinces that surpassed its Q2 2019 international tourist arrival figures, reaching a total of 908.9 thousand visitors, a +10.6% increase compared to Q2 2019. Gauteng saw an increase in its share of international visitors to 40.9% in Q2 2024 compared to a 29.4% share recorded in Q2 2019. This quarter, visitors to Gauteng from Zimbabwe dominated the share of arrivals, at 48.2% compared to 10.1% in Q2 2019. Compared to Q2 2023, visitors from the USA noted a steep increase of +59.0%. Visitors from Lesotho lagged behind Q2 2019 by -67.5% and decreased year on year by -40.4%. Botswana also lagged by -46.7% against its former Q2 2019 levels but noted a marginal increase year-on-year of +3.9%.



Gauteng International Tourist Arrivals by Top 10 Source Markets Q2 2024

Gauteng Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Zimbabwe	438 254	10.1%	48.2%	426.7%	14.0%
Mozambique	56 766	18.3%	6.2%	-62.3%	2.0%
USA	49 600	5.3%	5.5%	14.7%	59.0%
Botswana	41 512	9.5%	4.6%	-46.7%	3.9%
Eswatini	41 091	6.3%	4.5%	-21.1%	6.8%
Lesotho	35 835	13.4%	3.9%	-67.5%	-40.4%
Malawi	27 399	3.9%	3.0%	-13.9%	4.7%
Zambia	25 121	4.0%	2.8%	-24.2%	-16.0%
UK	21 562	3.1%	2.4%	-16.0%	-5.0%
India	13 619	2.6%	1.5%	-36.4%	0.0%
All Gauteng Arrivals	908 890	29.4%	40.9%	10.6%	8.4%

GAUTENG**908.9 THOUSAND****+10.6%** ▲

This quarter, almost half of the visitors (49.9%) to Gauteng came to visit friends and family, a +9.8 percentage point increase over Q2 2019. Conversely, visits for holiday purposes dropped by -9.3 percentage points this quarter. In Q2 2024, the proportion of bed nights allocated to staying with family and friends dominated at 79.2%, a +9.7 percentage point increase over Q2 2019. The use of hotels ranked the second most popular choice of accommodation type, with 9.2% of bed nights being at hotels in Gauteng.

Share of Gauteng Tourist Arrivals by Main Purpose Q2 2024

Gauteng	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	49.1%	13.5%	10.8%	7.2%	7.5%	3.1%	1.1%	0.9%
Basis Point Change 19-24	9.8%	-9.3%	1.2%	0.5%	1.2%	-0.9%	0.1%	-1.3%

% of Bed Nights by Accommodation Type in Gauteng Q2 2024

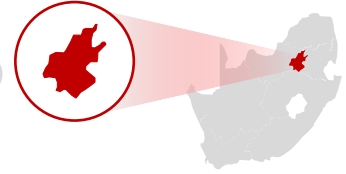
Gauteng	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	79.2%	9.2%	1.7%	2.1%	0.5%	0.5%	0.3%	0.1%	0.0%
Basis Point Change 19-24	9.7%	-1.3%	-1.9%	-3.5%	-0.1%	0.0%	-0.2%	-1.3%	-0.1%

GAUTENG



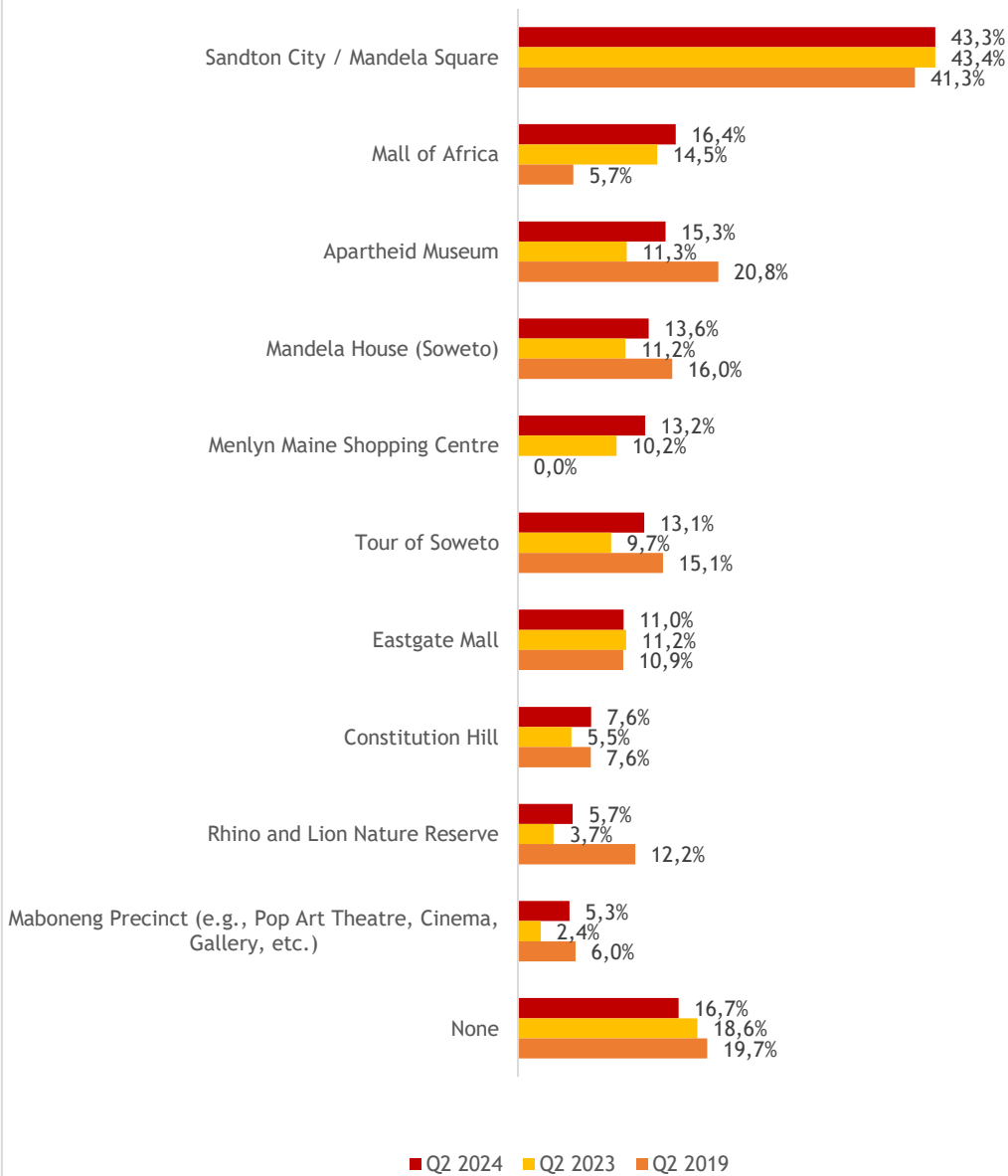
908.9 THOUSAND

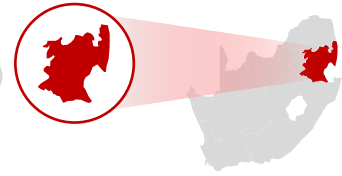
+10.6% ▲



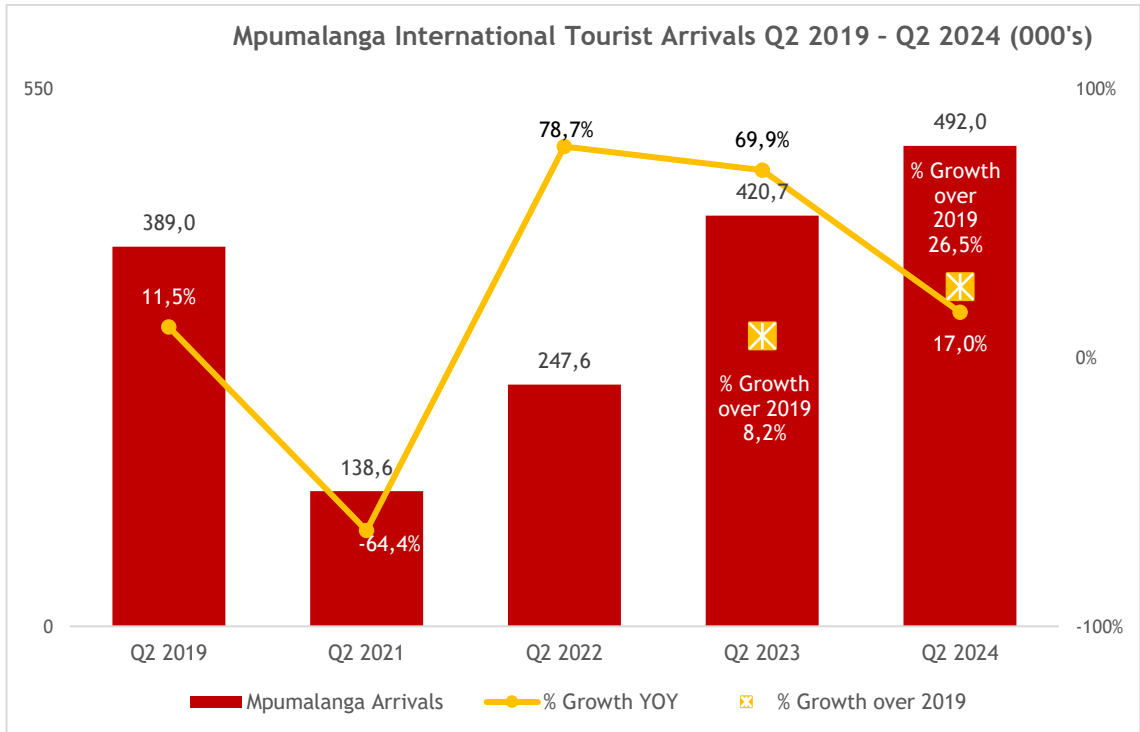
Sandton City/Mandela Square remained consistently the top attraction in Gauteng with a 43.3% share, followed by the Mall of Africa at 16.4%. *The Apartheid Museum and Mandela House (Soweto) both noted a year-on-year increase, marking a share of 15.3% and 13.6%, respectively.* The Rhino and Lion Nature Reserve experienced a steep decline compared to Q2 2019 (-6.5 percentage points).

Gauteng International Tourist Top 10 Attractions Q2 2019 - Q2 2024



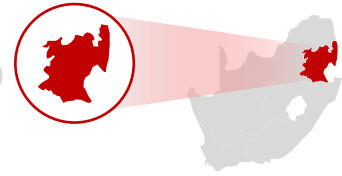


Tourists to Mpumalanga surpassed both Q2 2019 and Q2 2023 levels by +26.5% and +17.0%, respectively, reaching a total of 492.0 thousand visitors in Q2 2024. This quarter, the number of visitors from Mozambique increased by +95.2% against Q2 2019 and +21.8% against Q2 2023, placing it as the country with the highest share at 64.6%. Visitors from the USA demonstrated a strong increase of +58.4% year-on-year. Visitors from Brazil also noted a sharp increase against Q2 2023, although this is off a small base. The number of visitors from Lesotho to Mpumalanga remained low with a gap of -89.5% against Q2 2019.



Mpumalanga International Tourist Arrivals by Top 10 Source Markets Q2 2024

Mpumalanga Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Mozambique	318 103	41.9%	64.6%	95.2%	21.8%
Eswatini	94 231	26.1%	19.2%	-7.0%	12.4%
USA	19 760	5.7%	4.0%	-11.1%	58.4%
Zimbabwe	9 740	1.7%	2.0%	49.7%	-13.7%
France	6 093	2.3%	1.2%	-32.1%	-5.3%
Germany	5 914	2.4%	1.2%	-36.8%	-7.0%
UK	5 381	2.6%	1.1%	-47.4%	-6.4%
Australia	3 575	1.7%	0.7%	-45.2%	18.9%
The Netherlands	3 107	1.0%	0.6%	-20.2%	-6.6%
Brazil	2 713	1.2%	0.6%	-40.6%	358.1%
Others in Top 10 Q2 2019:					
Lesotho	1 455	3.6%	0.3%	-89.5%	-18.6%
All Mpumalanga Arrivals	492 047	13.9%	22.2%	26.5%	17.0%



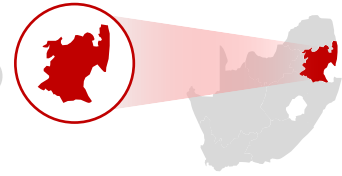
This quarter, most visitors (67.0%) came to Mpumalanga to visit family and friends. In Q2 2024, holidaymakers dropped -7.9 percentage points against Q2 2019. In Q2 2024, the proportion of bed nights allocated to staying with friends and family in Mpumalanga dominated at 88.6%, an increase of +3.3 percentage points over Q2 2019. Nights in Game Lodges accounted for 5.4% of the total bed nights in Mpumalanga, which could be expected as the Kruger Park was noted as the top attraction this quarter.

Share of Mpumalanga Tourist Arrivals by Main Purpose Q2 2024

Mpumalanga	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	67.0%	19.2%	2.5%	0.5%	0.6%	6.2%	1.4%	0.4%
Basis Point Change 19-24	1.7%	-7.9%	1.4%	-0.4%	-0.5%	4.7%	1.1%	-0.3%

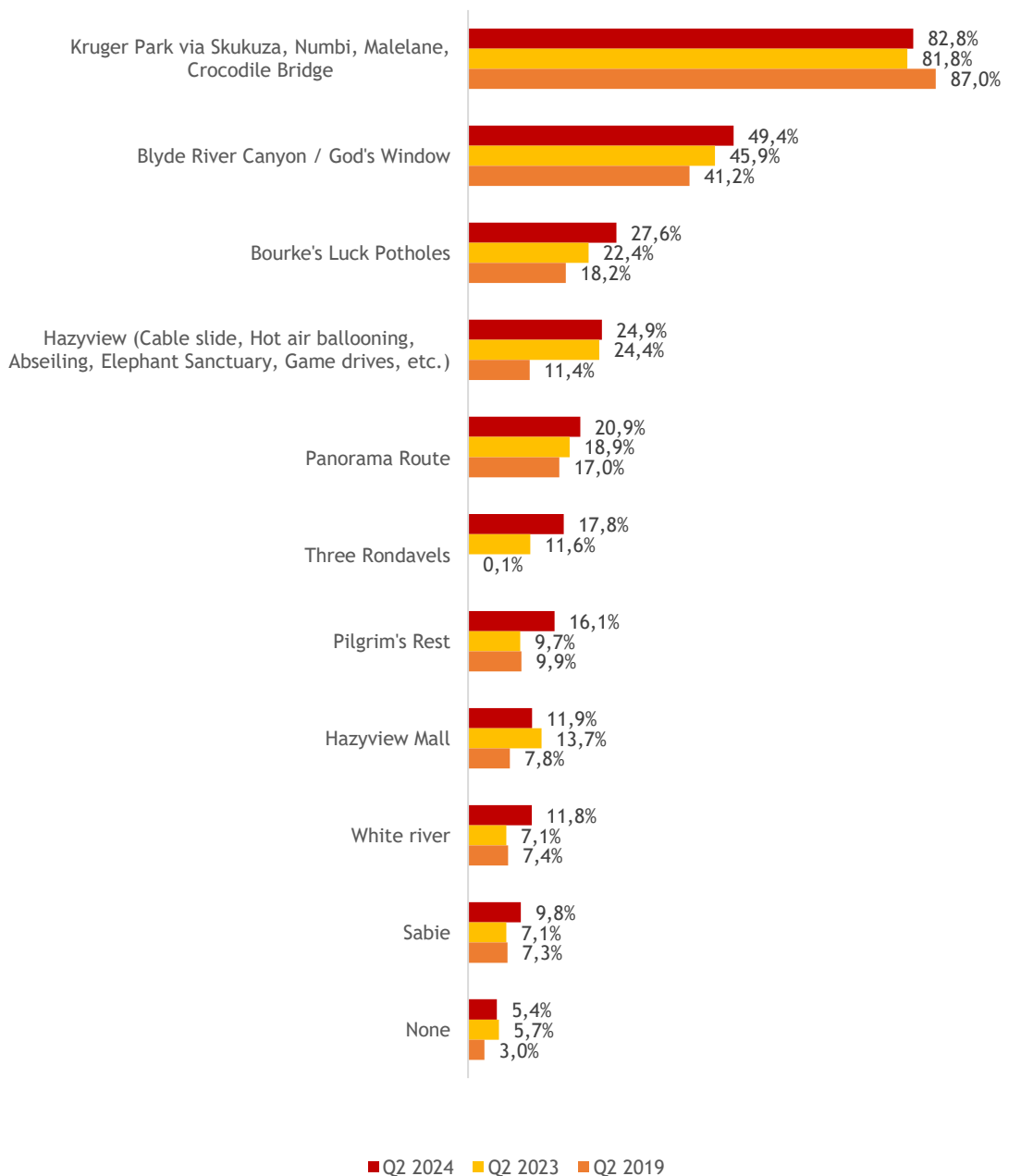
No of Bed Nights by Accommodation Type in Mpumalanga Q2 2024

Mpumalanga	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	88.6%	1.5%	0.9%	0.6%	0.2%	0.3%	5.4%	0.2%	0.4%
Basis Point Change 19-24	3.3%	-0.3%	-1.0%	0.4%	0.0%	0.2%	-2.5%	-0.2%	-0.6%



In Q2 2024, the most visited attraction in Mpumalanga continued to be the Kruger National Park, with a dominant share of 82.8%, a slight drop against Q2 2019. Blyde River Canyon / God’s Window accounted as the second most visited attraction by 49.4% of visitors to Mpumalanga this quarter.

Mpumalanga International Tourist Top 10 Attractions Q2 2019 - Q2 2024



WESTERN CAPE

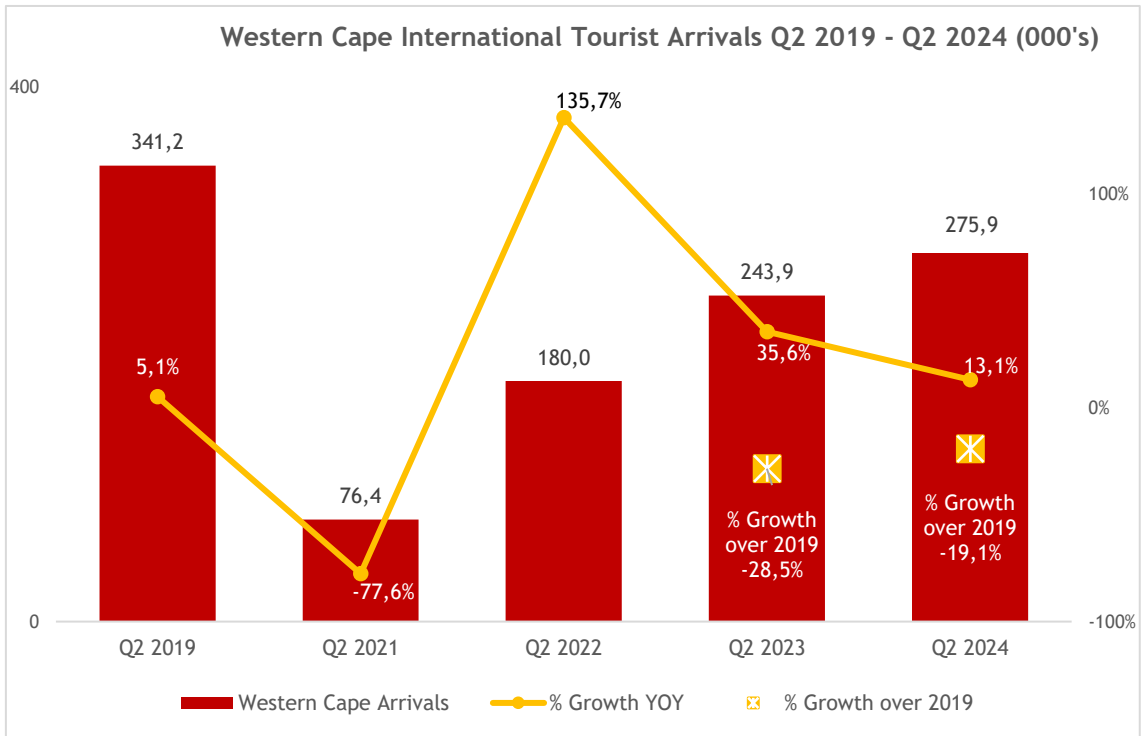


275.9 THOUSAND

-19.1% ▼



In Q2 2024, tourists to the Western Cape increased by +13.1% against Q2 2023, reaching 275.9 thousand visitors, short of Q2 2019 figures by -19.1%. Consistent with Q2 2019, visitors tended to be predominantly from the USA and UK, both lagging Q2 2019 levels by -11.1% and -32.2%, respectively. Year-on-year, the USA demonstrated a strong recovery of +62.8%. This quarter, the share of visitors from Zimbabwe increased dramatically compared to Q2 2019 reaching a share of 10.6%.



Western Cape International Tourist Arrivals by Top 10 Source Markets Q2 2024

Western Cape Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
USA	45 239	14.9%	16.4%	-11.1%	62.8%
UK	31 590	13.7%	11.5%	-32.5%	-2.9%
Zimbabwe	29 205	1.7%	10.6%	397.1%	54.9%
Namibia	19 652	6.5%	7.1%	-10.8%	-15.4%
Germany	15 848	8.0%	5.7%	-41.7%	-14.7%
France	15 158	4.9%	5.5%	-8.4%	16.5%
The Netherlands	10 866	3.3%	3.9%	-3.3%	14.5%
Australia	10 343	3.8%	3.7%	-20.5%	29.1%
India	7 822	3.5%	2.8%	-35.1%	3.5%
Brazil	7 120	2.1%	2.6%	-2.8%	557.9%
Others in Top 10 Q2 2019:					
Lesotho	4 992	3.8%	1.8%	-61.4%	-40.8%
China including Hong Kong	3 012	1.4%	0.5%	-67.4%	2.7%
All Western Cape Arrivals	275 886	12.2%	12.4%	-19.1%	13.1%

WESTERN CAPE



275.9 THOUSAND

-19.1% ▼



The Western Cape is one of two provinces in which visitors are predominately holidaymakers, reaching 50.1%. Just over a quarter (26.5%) of international tourists in the Western Cape visit friends and family, this quarter VFR increased by +5.3 percentage points. With holidays and visiting family and friends being the predominant reason for visiting the Western Cape, it is not surprising that staying at Hotels, Guest Houses, Self Catering accommodation, BnB and Airbnb account for 47.5% of the total bed nights in the Western Cape and a further 38.5% stayed with friends and family this quarter. In Q2 2024, an increase of +7.4 percentage points and a +5.2 percentage point increase is noted for Guest Houses and Bed & Breakfasts, respectively, on the proportion of bed nights allocated against Q2 2019. Whereas Backpackers and Airbnb decreased by -6.3 and - 5.2 percentage points this quarter against Q2 2019.

Share of Western Cape Tourist Arrivals by Main Purpose Q2 2023

Western Cape	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	26.5%	50.1%	0.5%	7.1%	8.3%	0.0%	0.6%	0.6%
Basis Point Change 19-24	5.3%	-1.9%	-3.1%	2.8%	0.1%	-1.1%	0.1%	0.3%

Share of Accommodation Types in Western Cape Q2 2024

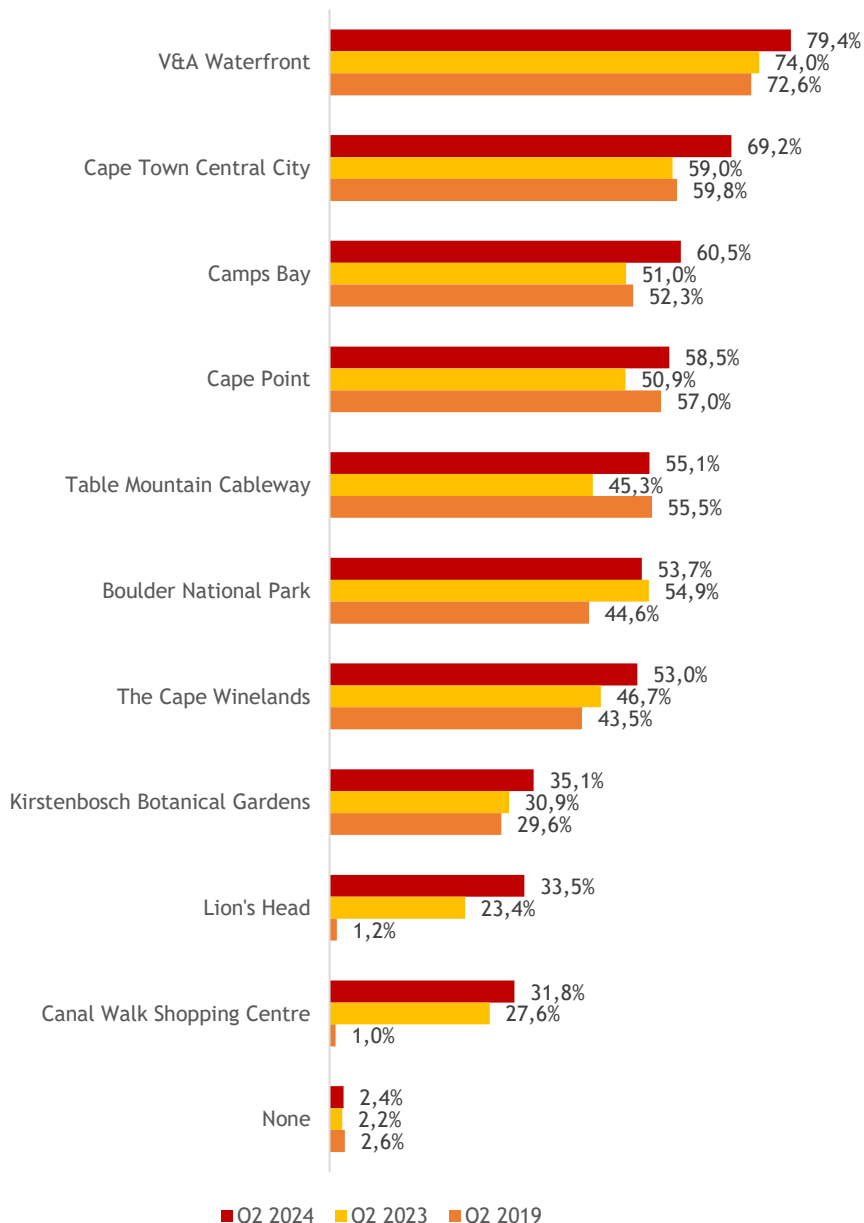
Western Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	38.5%	19.1%	11.2%	10.9%	4.3%	2.1%	0.8%	0.9%	0.1%
Basis Point Change 19-24	7.4%	-2.8%	5.2%	-2.9%	1.5%	-5.2%	-0.7%	-6.3%	-0.2%

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



In Q2 2024, the V & A Waterfront was visited by overwhelming 79.4%. Cape Town Central City noted an increase of +9.4 percentage points against Q2 2019 as did Camps Bay increasing by +8.2 percentage points.

Western Cape International Tourist Top 10 Attractions Q2 2019 - Q2 2024



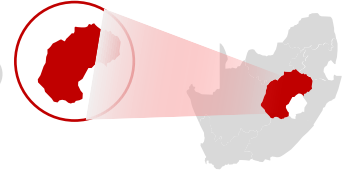
Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023

FREE STATE

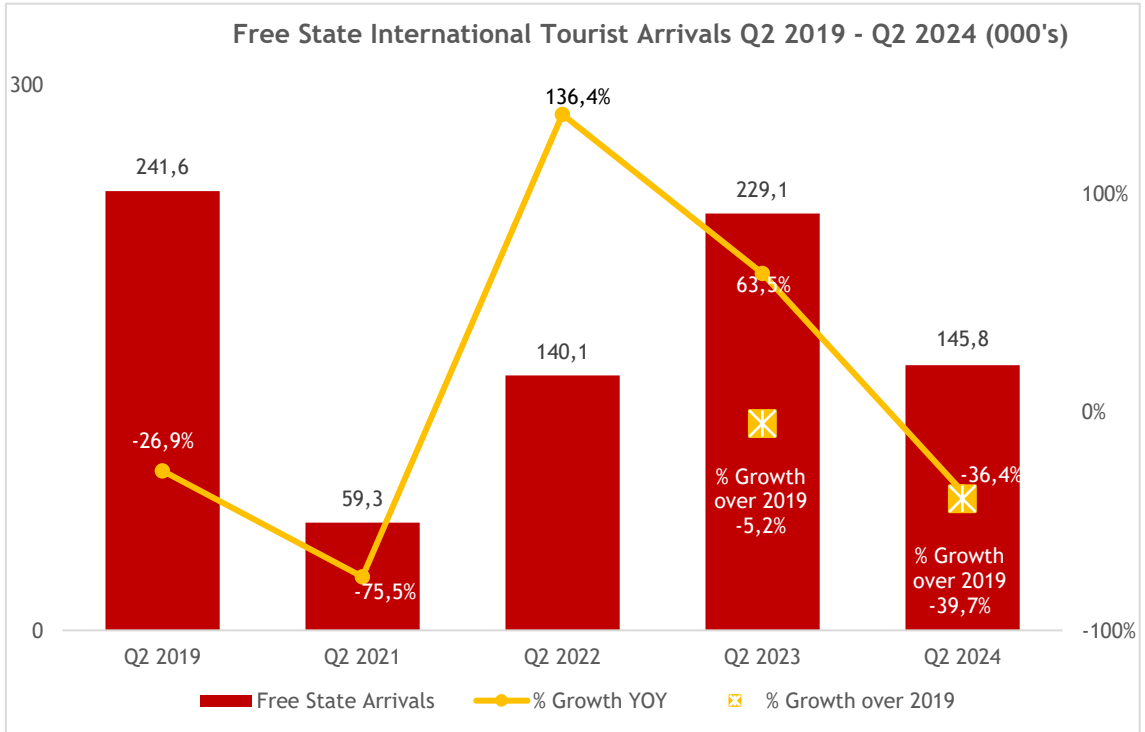


145.8 THOUSAND

-39.7%



A substantial rebound occurred in Q2 2022, with arrivals to the Free State increasing by +136.4% year-on-year to 140.1 thousand. Q2 2023 showed further improvement, reaching 229.1 thousand arrivals, just -5.2% below 2019 levels. However, Q2 2024 witnessed a decline to 145.8 thousand arrivals, representing a -36.4% year-on-year decrease and a -39.7% reduction compared to Q2 2019, indicating a reversal of the recovery trend. Tourists from Lesotho dominated the share of visitors at 88.7%, still -41.0% lower than Q2 2019.



Free State International Tourist Arrivals by Top 10 Source Markets Q2 2024

Free State Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Lesotho	129 334	90.7%	88.7%	-41.0%	-38.9%
Botswana	3 843	2.7%	2.6%	-42.2%	3.4%
Zimbabwe	3 418	0.1%	2.3%	1342.5%	-37.7%
USA	2 329	1.1%	1.6%	-13.7%	34.5%
UK	845	0.7%	0.6%	-46.5%	-10.2%
Mozambique	730	0.4%	0.5%	-28.7%	-
Namibia	574	0.5%	0.4%	-55.5%	1148.0%
Eswatini	481	0.2%	0.3%	-2.1%	-45.5%
Canada	421	0.2%	0.3%	8.0%	32.8%
Australia	401	0.3%	0.3%	-35.2%	-38.4%
Others in Top 10 Q2 2019:					
Germany	319	0.4%	0.2%	-66.0%	-17.0%
China including Hong Kong	179	0.1%	0.1%	-73.4%	-59.5%
All Free State Arrivals	145 807	8.6%	6.6%	-39.7%	-36.4%

FREE STATE



145.8 THOUSAND

-39.7% ▼



In Q2 2024, visiting family and friends accounted for an overwhelming 74.5% of international tourist arrivals, a +7.6 percentage point increase against Q2 2019. Visits for personal shopping decreased by -6.5 percentage points this quarter. In Q2 2024, the proportion of bed nights associated with staying with friends and family decreased by -16.6 percentage points against Q2 2019, dropping to 68.3%. On the contrary, the proportion of bed nights for Backpackers and Self Catering increased to 6.9% and 4.4%, respectively.

Share of Free State Tourist Arrivals by Main Purpose Q2 2024

Free State	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	74.5%	2.6%	3.4%	0.9%	0.5%	0.7%	1.7%	1.3%
Basis Point Change 19-24	7.6%	-0.9%	1.2%	-0.1%	-0.1%	-6.5%	1.3%	0.6%

Share of Accommodation Types in Free State Q2 2024

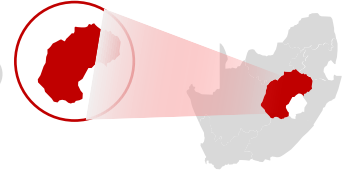
Free State	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	68.3%	0.2%	0.8%	4.4%	0.1%	0.1%	1.2%	6.9%	0.1%
Basis Point Change 19-24	-16.6%	-0.6%	-0.3%	3.7%	-1.3%	0.0%	0.9%	6.3%	0.1%

FREE STATE



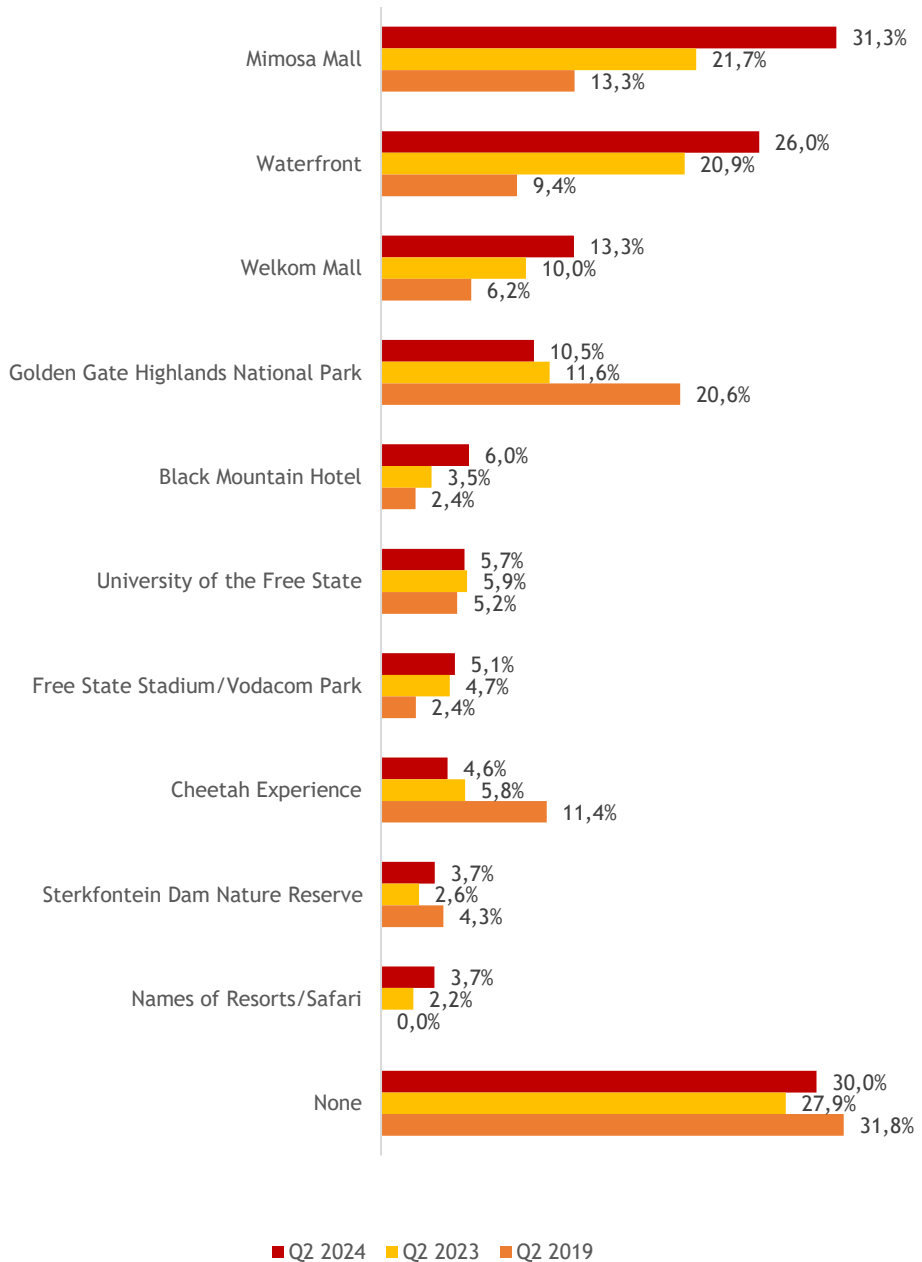
145.8 THOUSAND

-39.7%



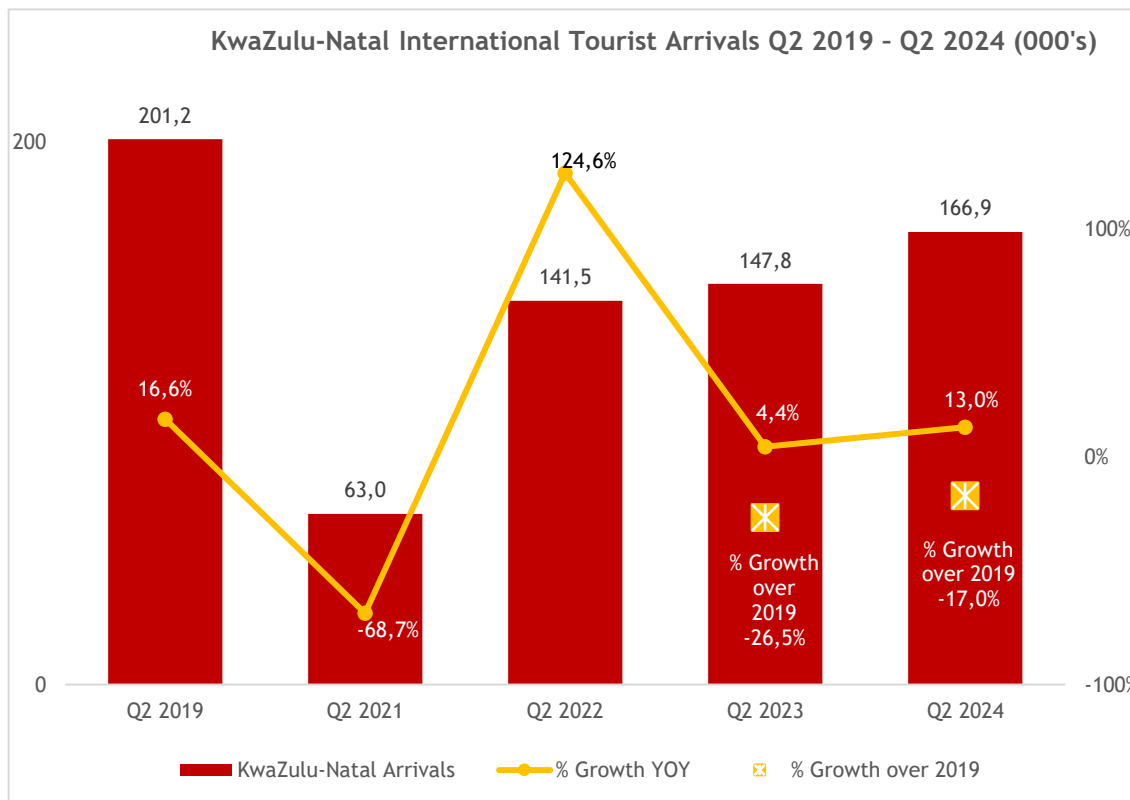
In Q2 2024, tourists visiting Mimosa Mall and the Waterfront increased, accounting for 31.3% and 26.0%, respectively. Visits to the Golden Gate Highlands National Park dropped its share from 20.6% in Q2 2019 to 10.5% share in Q2 2024. A third of visitors did not have any attractions during their visit this quarter.

Free State International Tourist Top 10 Attractions Q2 2019 - Q2 2024





International tourist arrivals to KwaZulu-Natal reached 166.9 thousand, a year-on-year increase of +13.0%, resulting in a -17.0% decline against Q2 2019. In line with Q2 2019, 40.4% of KwaZulu-Natal international tourists came from eSwatini. A marked increase in visitors from Zimbabwe was noted this quarter, resulting in a share of 17.8% (up from 3.3% in Q2 2019). Year-on-year, the USA demonstrated an increase of +47.0%. Zambia came in fourth position from Q2 2019 with a growth of +281.2%, increasing its share to 6.2% in Q2 2024.



KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets Q2 2024

Kwazulu Natal Top 10 Markets	Tourist Arrivals	% Share Q2	% Share Q2	% Growth	% Growth
Q2 2024	Q2 2024	2019	2024	Q2 2019 - Q2 2024	Q2 2023 - Q2 2024
Eswatini	67 391	39.0%	40.4%	-14.0%	10.5%
Zimbabwe	29 795	3.3%	17.8%	352.7%	55.4%
USA	11 502	5.7%	6.9%	0.2%	47.0%
Zambia	10 329	1.5%	6.2%	248.1%	281.2%
UK	5 565	4.7%	3.3%	-41.6%	-18.2%
India	5 342	2.6%	3.2%	0.7%	31.2%
Lesotho	3 348	5.4%	2.0%	-69.1%	-70.3%
Australia	3 120	2.8%	1.9%	-44.7%	-20.0%
France	3 098	3.0%	1.9%	-48.3%	8.2%
Germany	2 894	3.3%	1.7%	-56.3%	-26.9%
Others in Top 10 Q2 2019:					
Botswana	2 229	8.6%	1.3%	-87.1%	-23.2%
All KwaZulu-Natal Arrivals	166 947	7.2%	7.5%	-17.0%	13.0%

KWAZULU-NATAL



166.9 THOUSAND

-17.0%



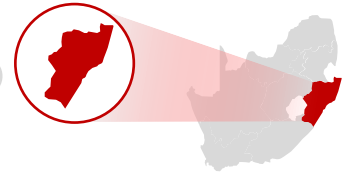
Visiting family and friends (47.4%) was the dominant reason for international tourism in KwaZulu-Natal in Q2 2024. A further 17.2% were holidaymakers, a -7.5-percentage point drop against Q2 2019. Business shopping, business travellers and visitors for MICE all increased in Q2 2024 vs Q2 2019 by +10.4%, +3.3% and +0.8%, respectively. The share of bed nights with family and friends in KwaZulu-Natal this quarter increased against Q2 2019 to 65.7%. The share of bed nights spent at Hotels declined marginally by -3.0 percentage points this quarter compared to Q2 2019.

Share of KwaZulu-Natal Tourist Arrivals by Main Purpose Q2 2024

KwaZulu-Natal	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	47.4%	17.2%	13.7%	7.6%	6.1%	1.4%	0.4%	3.1%
Basis Point Change 19-24	-1.1%	-7.5%	10.4%	3.3%	0.8%	-3.5%	0.2%	0.1%

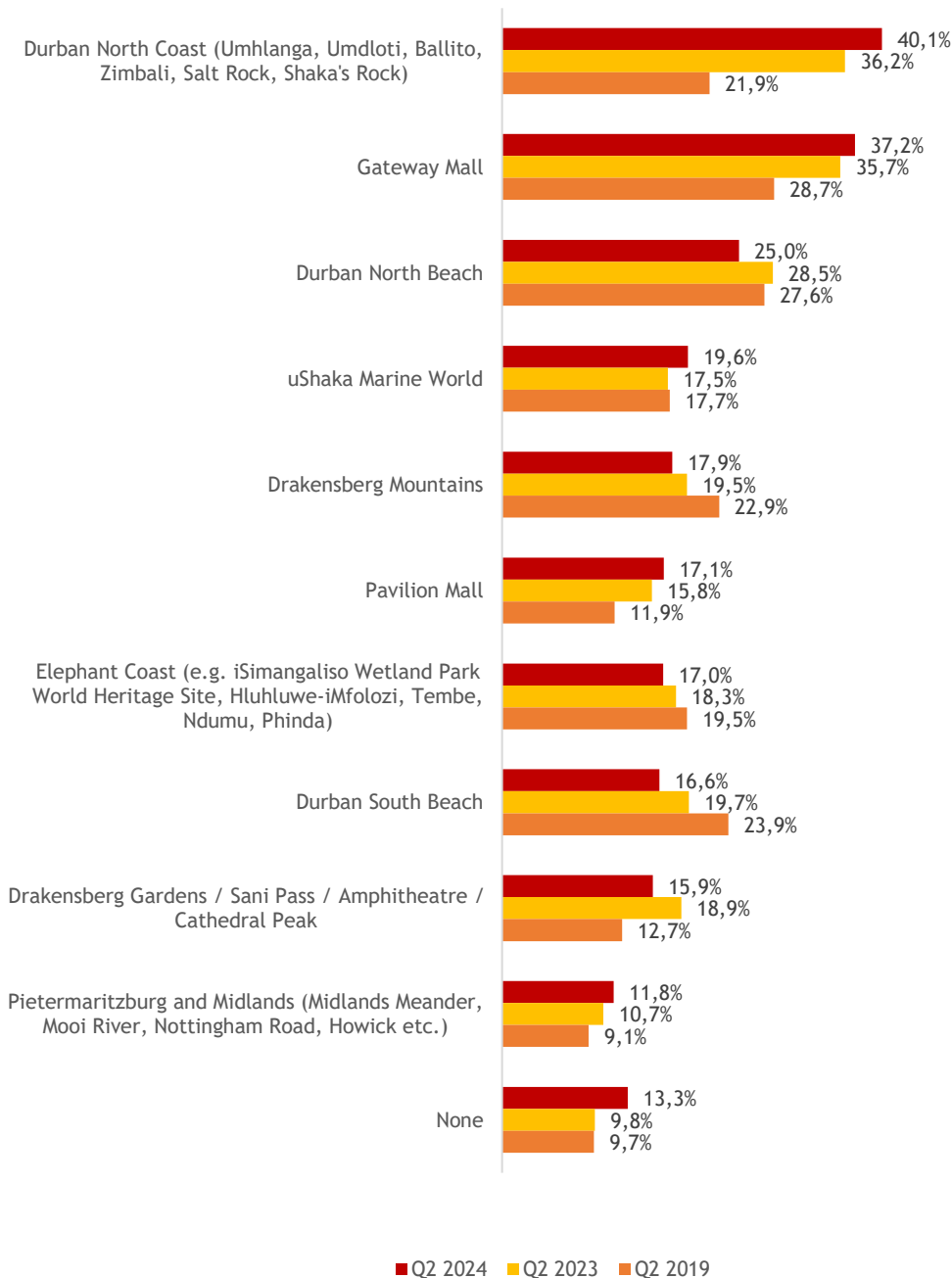
Share of Accommodation Types in KwaZulu-Natal Q2 2024

KwaZulu-Natal	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	65.7%	8.9%	3.3%	1.5%	1.5%	1.0%	4.5%	0.1%	0.3%
Basis Point Change 19-24	5.8%	-3.0%	-2.1%	-1.7%	0.4%	0.1%	-0.2%	-1.6%	-0.3%



Tourists' visits to the Durban North Coast as an attraction increased substantially against Q2 2019 by +18.2 percentage points. This quarter, Durban South Beach noted a decrease against Q2 2023 and Q2 2019.

KwaZulu-Natal International Tourist Top 10 Attractions Q2 2019 - Q2 2024

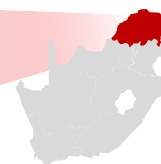


LIMPOPO

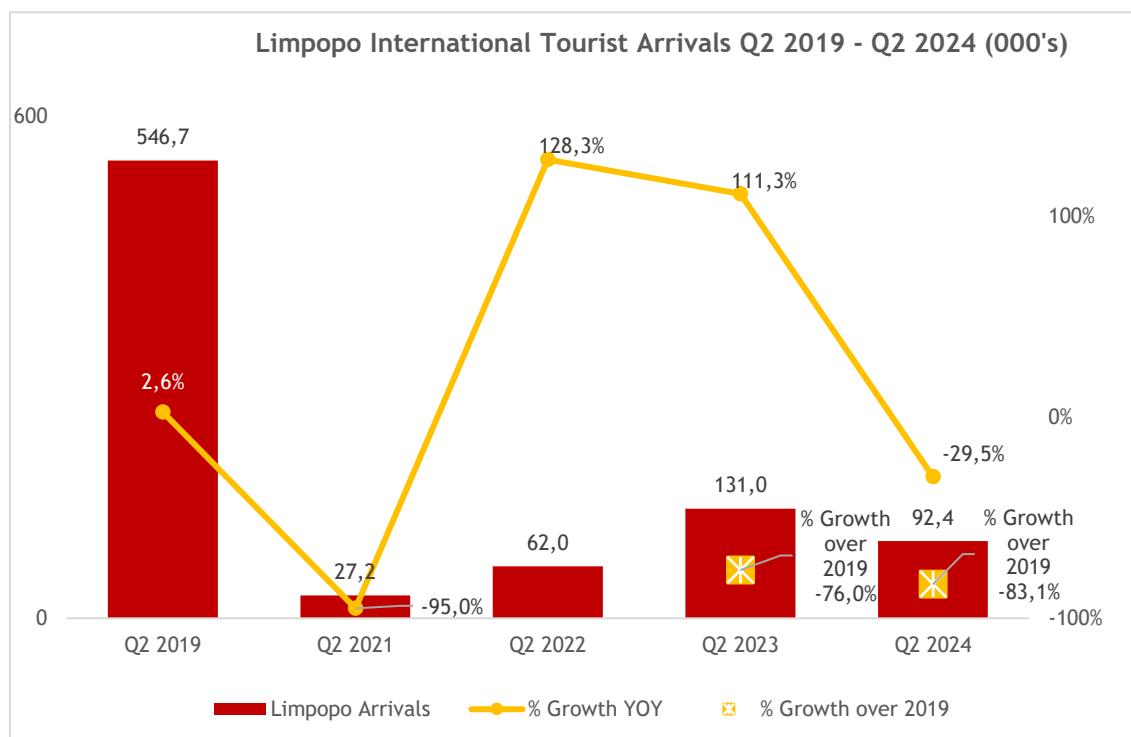


92.4 THOUSAND

-81.9%



In Q2 2019, tourist arrivals in Limpopo reached 546.7 thousand but declined by -95.0% to just 27.2 thousand in Q2 2021, reflecting the impact of the COVID-19 pandemic. A gradual recovery was observed, with arrivals increasing by +128.3% year-on-year to 62 thousand in Q2 2022 and further to 131.0 thousand in Q2 2023, though still -76% below 2019 levels. However, Q2 2024 saw a decline to 92.4 thousand arrivals, representing an -83.1% decrease compared to Q2 2019. This drop is impacted largely by visitors from Zimbabwe which used to make up 81.4% of the share of arrivals to Limpopo in Q2 2019 and now in Q2 2024 only constitutes 43.0%.



Limpopo International Tourist Arrivals by Top 10 Source Markets Q2 2024

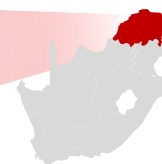
Limpopo Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Zimbabwe	39 701	81.4%	43.0%	-91.1%	-48.7%
Botswana	15 319	8.1%	16.6%	-65.5%	0.8%
USA	10 466	2.6%	11.3%	-26.7%	35.9%
France	2 799	0.4%	3.0%	34.7%	19.4%
UK	2 669	0.8%	2.9%	-41.3%	-30.3%
Germany	1 983	0.6%	2.1%	-41.8%	-27.2%
Eswatini	1 979	0.2%	2.1%	101.3%	-9.0%
Australia	1 956	0.4%	2.1%	0.2%	-5.6%
Mozambique	1 761	0.9%	1.9%	-65.6%	-60.8%
The Netherlands	1 707	0.3%	1.8%	-9.1%	9.1%
Others in Top 10 Q2 2019:					
Lesotho	0	1.7%	0.0%	-100.0%	-100.0%
All Limpopo Arrivals	92 364	19.6%	4.2%	-83.1%	-29.5%

LIMPOPO



92.4 THOUSAND

-81.9% ▼



In Q2 2024, visits for personal shopping dropped sharply by -37.1 percentage points vs Q2 2019. Visiting friends and family in Limpopo accounted for 33.6% of international tourist arrivals this quarter, a +22.1 percentage point increase against Q2 2019. A further 27.6% of visitors were holidaymakers this quarter, noting an increase of +16.0 percentage points against Q2 2019. Most bed nights this quarter are with friends and family at 56.3%. This quarter, the Limpopo province has the highest proportion of bed nights at Game Lodges, reaching 20.6%, an +11.5 percentage point increase against Q2 2019.

Share of Limpopo Tourist Arrivals by Main Purpose Q2 2024

Limpopo	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	33.6%	27.6%	15.6%	1.9%	2.4%	10.9%	0.0%	2.0%
Basis Point Change 19-24	22.1%	16.0%	-5.8%	1.2%	1.7%	-37.1%	-0.4%	-1.2%

Share of Accommodation Types in Limpopo Q2 2024

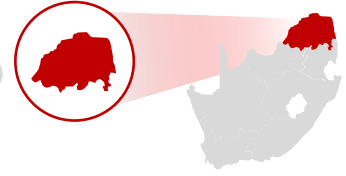
Limpopo	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	56.3%	2.3%	6.1%	2.4%	0.4%	0.1%	20.6%	0.8%	2.0%
Basis Point Change 19-24	-1.4%	0.8%	2.8%	-4.2%	-0.1%	-0.1%	11.5%	-0.3%	0.3%

LIMPOPO



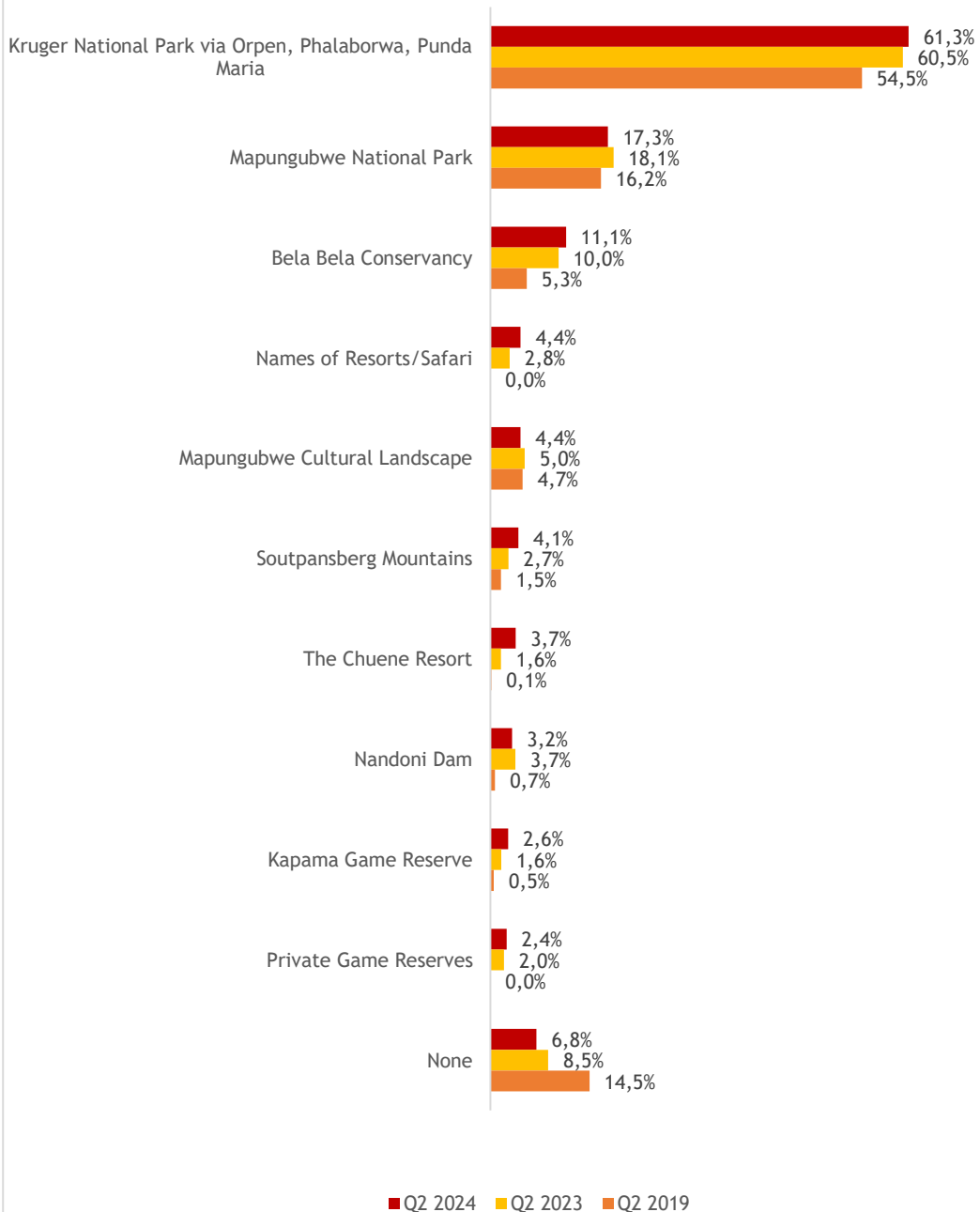
92.4 THOUSAND

-81.9%



The Kruger National Park is the top Limpopo attraction with 61.3% visiting this quarter. In Q2 2024, Mapungubwe National Park was visited by 17.3% of tourists. Bela Bela Conservancy remained stable at 11.1% this quarter.

Limpopo International Tourist Top 10 Attractions Q2 2019 - Q2 2024

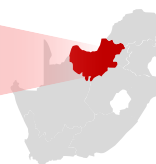


NORTH WEST

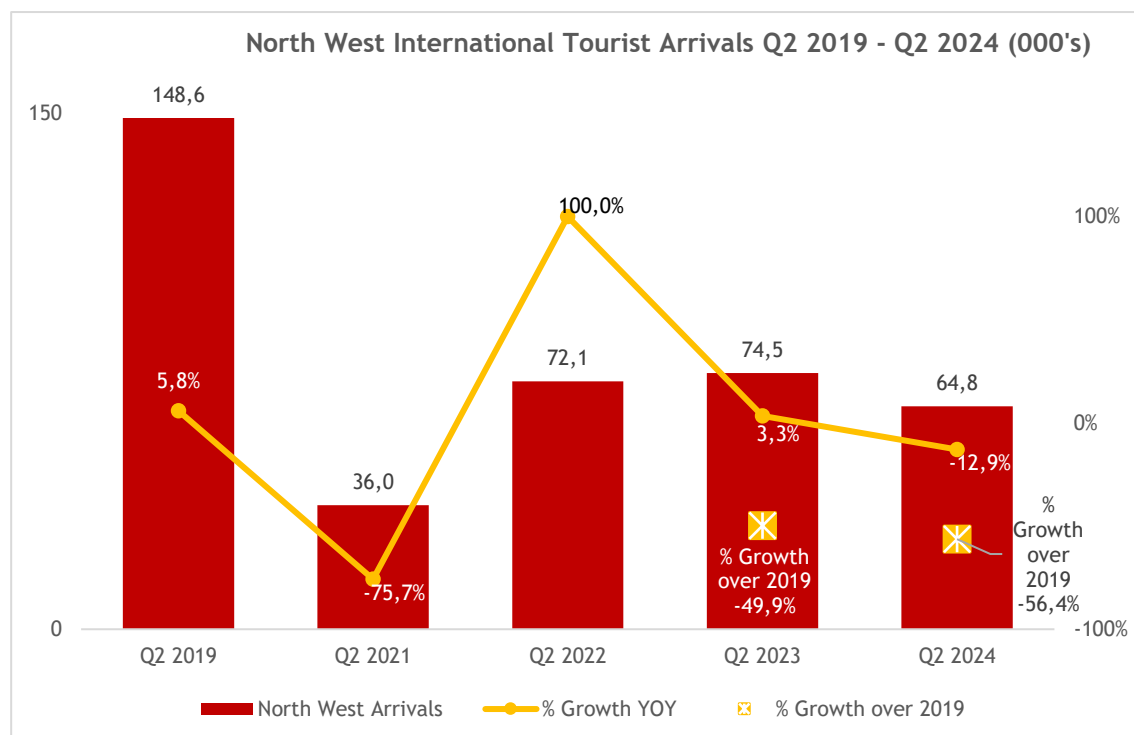


64.8 THOUSAND

-56.4%



In Quarter 2 2024, the North West received 64.8 thousand international tourists, a year-on-year decrease of -12.9%. International tourist arrivals to the North West noted a negative growth rate of -27.8% against Q2 2019. In Q2 2024, international visitors to the North West were predominately from Botswana and Zimbabwe, recording shares of 36.5% and 18.5%, respectively. Visitors from Botswana remained below the Q2 2019 levels by -70.6%; whereas visitors from Zimbabwe surpassed their Q2 2019 levels by +77.6%.



North West International Tourist Arrivals by Top 10 Source Markets Q2 2024

North West Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Botswana	23 669	54.2%	36.5%	-70.6%	-5.4%
Zimbabwe	12 013	4.6%	18.5%	77.6%	-12.7%
Lesotho	5 306	13.9%	8.2%	-74.4%	-27.0%
USA	5 158	3.2%	8.0%	9.9%	36.7%
India	2 152	3.7%	3.3%	-60.7%	43.2%
UK	2 031	2.5%	3.1%	-45.5%	-14.7%
Namibia	1 860	1.1%	2.9%	12.9%	28.2%
Mozambique	1 397	1.8%	2.2%	-46.8%	-68.5%
Australia	1 393	1.2%	2.1%	-24.2%	9.4%
France	1 008	0.6%	1.6%	8.6%	12.6%
Others in Top 10 Q2 2019:					
Germany	712	1.3%	1.1%	-63.5%	-52.1%
Eswatini	526	2.7%	0.8%	-86.8%	-48.8%
All North West Arrivals	64 848	5.3%	2.9%	-56.4%	-12.9%



Just under half (48.1%) of visitors to the North West visited family and friends in Q2 2024. Holidaymakers increased this quarter by +13.0 percentage points and business shopping decreased by -13.0 percentage points against Q2 2019. The share of bed nights staying with friends and family dominated this quarter at 79.8%, a +4.8 percentage point increase against Q1 2019.

Share of North West Tourist Arrivals by Main Purpose Q2 2024

North West	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	48.1%	29.9%	2.5%	6.6%	3.6%	1.3%	0.4%	0.9%
Basis Point Change 19-24	-1.1%	13.0%	-13.0%		0.3%	-3.0%	-0.1%	-0.7%

Share of Accommodation Types in North West Q2 2024

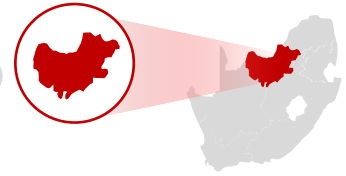
North West	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	79.8%	3.6%	3.6%	2.1%	0.3%	0.0%	4.0%	0.0%	0.2%
Basis Point Change 19-24	4.8%	-1.9%	0.3%	-1.2%	-0.5%	-0.2%	0.3%	-1.2%	-0.4%

NORTH WEST



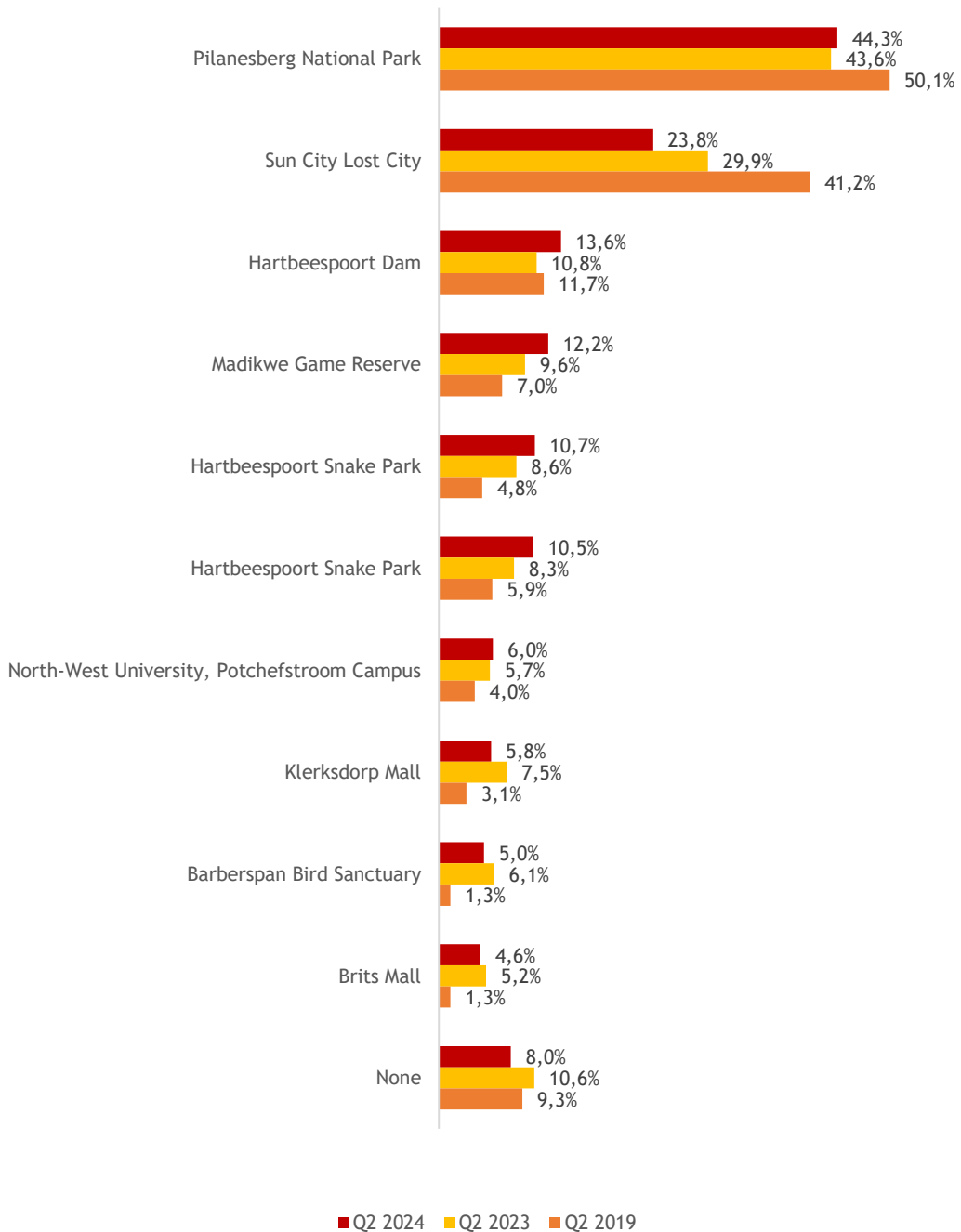
64.8 THOUSAND

-56.4%



The Pilanesberg National Park remained a popular attraction, accounting for 44.3% of visits this quarter, a decline of -5.8 percentage points against Q2 2019. The number of mentions for Sun City *dropped both against Q2 2023 and Q2 2019*, reaching 23.8% in Q2 2024.

North West International Tourist Top 10 Attractions Q2 2019 - Q2 2024

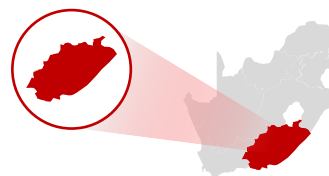


EASTERN CAPE

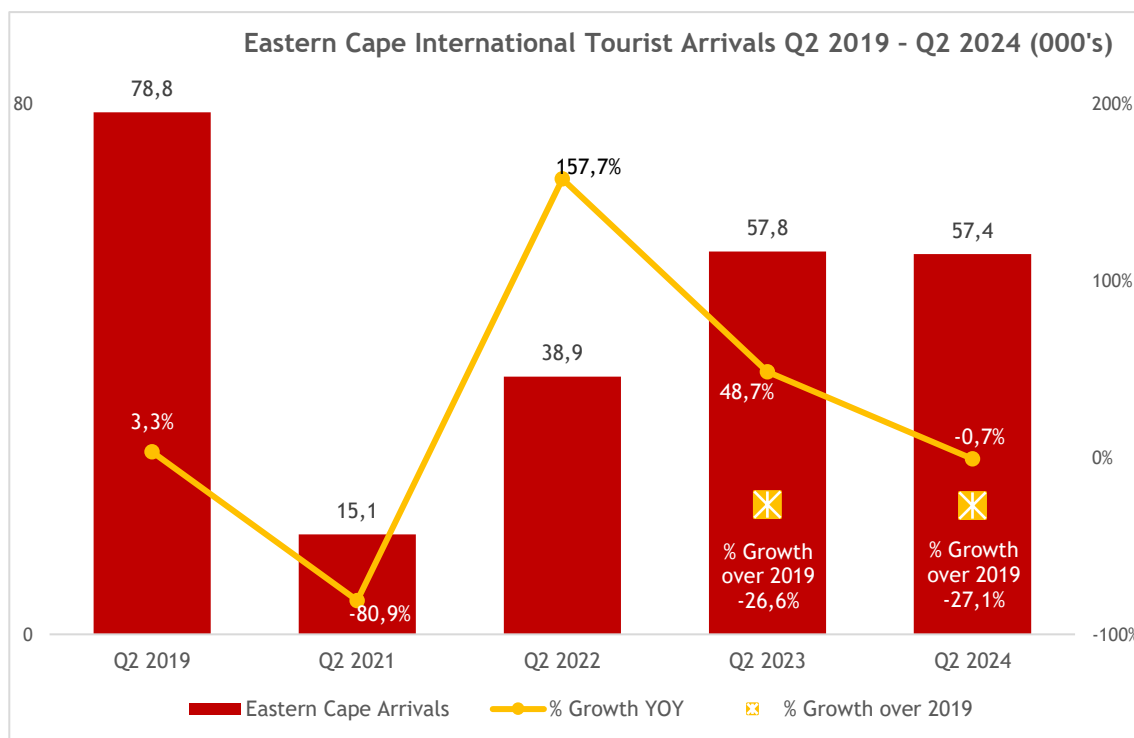


57.4 THOUSAND

-27.1% ▼



Year-on-year, the number of international arrivals to the Eastern Cape stabilised with a marginal decrease of -0.7% reaching a total of 57.4 thousand visitors, -27.1% lower than Q2 2019. In Q2 2024, just over a third of arrivals to the Eastern Cape came from Zimbabwe (12.3%), USA (11.5%) and the UK (10.8%). The number of arrivals from Zimbabwe increased by a remarkable +92.6% against Q2 2019.



Eastern Cape International Tourist Arrivals by Top 10 Source Markets Q2 2024

Eastern Cape Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Zimbabwe	7 066	4.7%	12.3%	92.6%	-32.6%
USA	6 608	10.2%	11.5%	-18.1%	33.8%
UK	6 209	12.2%	10.8%	-35.5%	-7.7%
Germany	3 963	11.6%	6.9%	-56.7%	-30.7%
Lesotho	3 370	12.7%	5.9%	-66.2%	34.3%
Australia	2 883	3.8%	5.0%	-4.7%	0.6%
France	2 292	3.4%	4.0%	-14.6%	-9.0%
Botswana	2 288	1.7%	4.0%	69.2%	207.6%
The Netherlands	2 115	3.3%	3.7%	-18.7%	-24.4%
Brazil	1 825	1.7%	3.2%	36.6%	351.9%
Others in Top 10 Q2 2019:					
Italy	865	2.6%	1.5%	-58.1%	53.1%
Switzerland	780	2.3%	1.4%	-57.0%	-43.6%
All Eastern Cape Arrivals	57 402	2.8%	2.6%	-27.1%	-0.7%



This quarter, 40.2% of tourists were holidaymakers, a -6.1 percentage points drop against Q2 2019 and a further 35.8% visited family and friends, a +8.6 percentage points increase. In quarter 2 2024, majority (56.6%) of bed nights are with friends and family, a steep +22.5 percentage points shift against Q2 2019. This quarter, the proportion of bed nights allocated to Self Catering reached 13.0%, a +5.2 percentage points increase over Q2 2019. The proportion for Hotels remained stable at 9.1% and Guest Houses increased slightly by +1.8 percentage points reaching 5.7%.

Share of Eastern Cape Tourist Arrivals by Main Purpose Q2 2024

Eastern Cape	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	35.8%	40.2%	0.5%	10.1%	4.0%	0.1%	0.2%	0.7%
Basis Point Change 19-24	8.6%	-6.1%	-1.0%	5.5%	1.3%	-2.0%	0.2%	0.1%

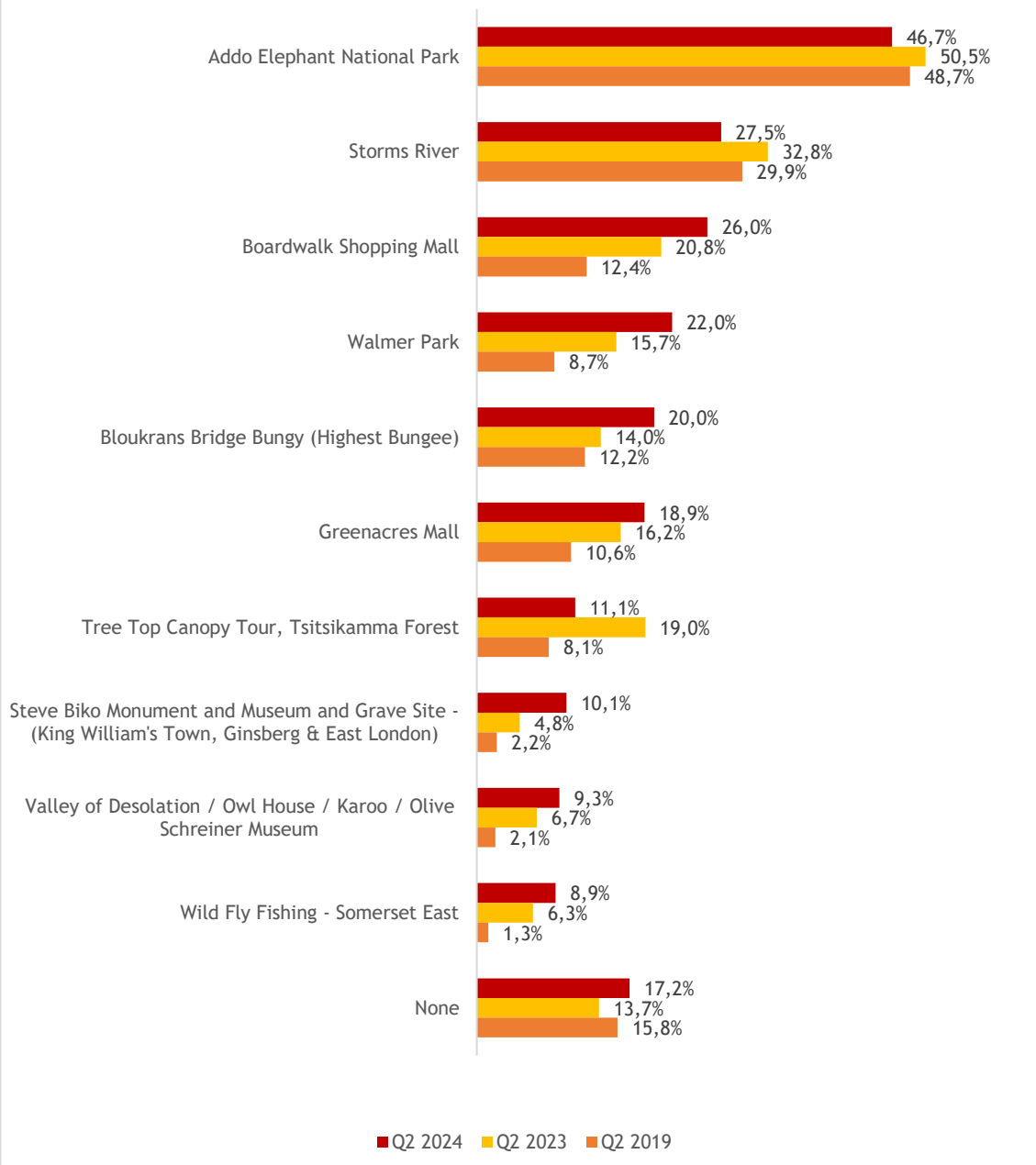
Share of Accommodation Types in Eastern Cape Q2 2024

Eastern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	56.6%	9.1%	5.7%	13.0%	2.0%	0.4%	4.7%	1.5%	1.0%
Basis Point Change 19-24	22.5%	-0.7%	1.8%	5.2%	-0.6%	-1.3%	0.1%	-6.8%	0.6%



In Q2 2024, Addo Elephant Park was the most popular attraction with 46.7% of mentions, a marginal drop against both Q2 2023 and Q2 2019. This quarter, visitors to Boardwalk Shopping Mall, Walmer Park and Bloukrans Bridge Bungy experienced an increase against Q2 2023 and Q2 2019.

Eastern Cape International Tourist Top 10 Attractions Q2 2019 - Q2 2024

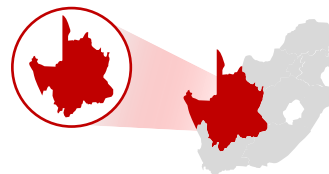


NORTHERN CAPE

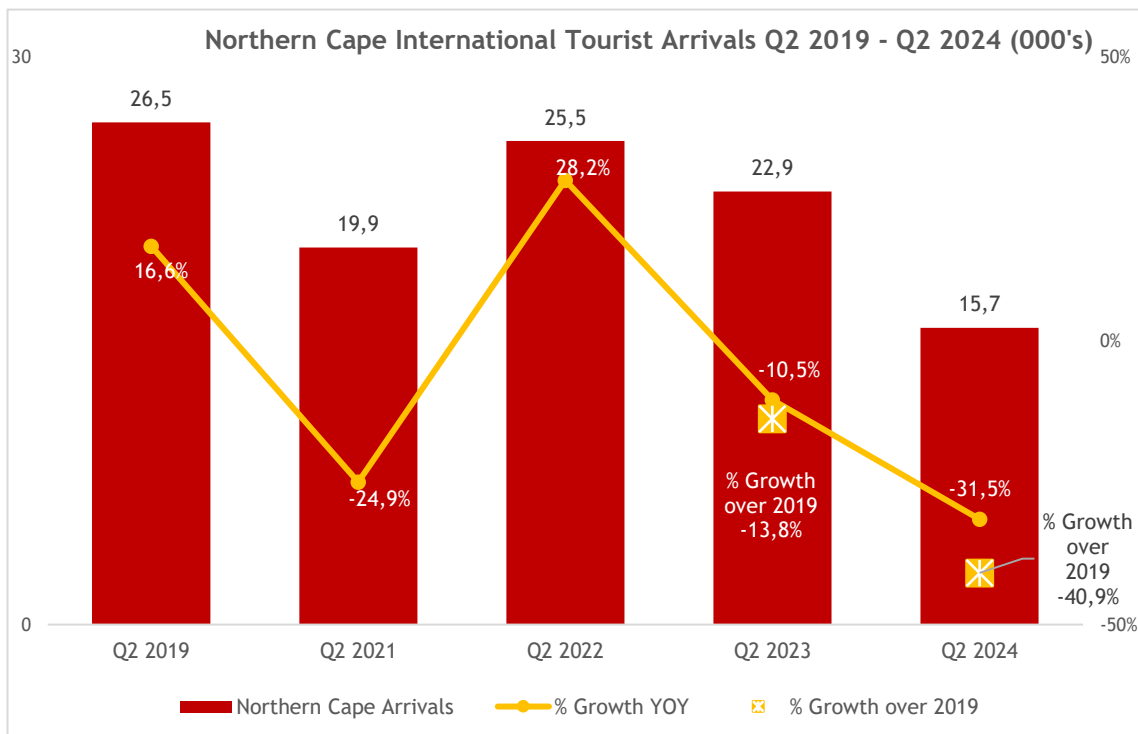


15.7 THOUSAND

-40.9%



In Q2 2019, Northern Cape recorded 26.5 thousand international tourist arrivals, which decreased by -24.9% to 19.9 thousand in Q2 2021. A notable recovery took place in Q2 2022, with arrivals increasing by +28.2% to 25.5 thousand. However, this upward trend did not continue, as arrivals dropped to 22.9 thousand in Q2 2023, noting a -13.8% decrease compared to 2019. By Q2 2024, the number of arrivals further declined to 15.7 thousand, marking a -31.5% year-on-year reduction and a -40.9% decrease against Q2 2019 levels.



Northern Cape International Tourist Arrivals by Top 10 Source Markets Q2 2024

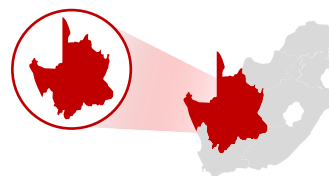
Northern Cape Top 10 Markets Q2 2024	Tourist Arrivals Q2 2024	% Share Q2 2019	% Share Q2 2024	% Growth Q2 2019 - Q2 2024	% Growth Q2 2023 - Q2 2024
Namibia	5 775	43.0%	36.8%	-49.3%	-24.5%
Lesotho	2 494	23.9%	15.9%	-60.6%	-19.7%
USA	1 974	5.8%	12.6%	27.6%	127.9%
Zimbabwe	1 731	0.4%	11.0%	1576.6%	-61.7%
Spain	345	0.7%	2.2%	96.6%	200.8%
Australia	345	1.6%	2.2%	-19.2%	-30.0%
Russian Federation	285	0.0%	1.8%	-	56.7%
Canada	280	0.5%	1.8%	134.6%	-17.6%
UK	239	4.0%	1.5%	-77.8%	-49.7%
China including Hong Kong	184	1.0%	0.6%	-66.9%	63.9%
Others in Top 10 Q2 2019:					
Germany	172	2.5%	1.1%	-74.0%	-28.1%
The Netherlands	101	1.6%	0.6%	-76.7%	-63.4%
France	87	1.8%	0.6%	-78.6%	-72.4%
India	0	1.6%	0,0%	-81.6%	-100.0%
All Northern Cape Arrivals	15 672	0.9%	0.7%	-40.9%	-31.5%

NORTHERN CAPE



15.7 THOUSAND

-40.9% ▼



This quarter, just under half (46.7%) of the tourists to the Northern Cape came to visit family and friends and 27.8% were holidaymakers. Business travellers increased this quarter to 11.8% against Q2 2019. This quarter, the Northern Cape noted some increases against Q2 2019 in the percentage of bed nights for Guest house, Game Lodge and Self Catering stays marking a share of 17.6%, 10.6% and 7.7%, respectively. This quarter, the share of bed nights spent with Family and Friends decreased by a sharp -21.9% against Q2 2019.

Share of Northern Cape Tourist Arrivals by Main Purpose Q2 2024

Northern Cape	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q2 2024	46.7%	27.8%	2.3%	11.8%	3.0%	1.0%	0.0%	5.5%
Basis Point Change 19-24	7.3%	5.3%	-5.0%	6.4%	-0.3%	-13.0%	-1.6%	4.1%

Share of Accommodation Types in Northern Cape Q2 2024

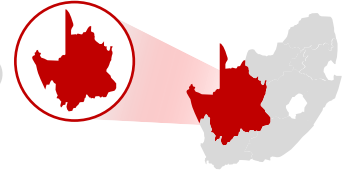
Northern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping
Q2 2024 (% of bed nights)	48.8%	5.7%	17.6%	7.7%	0.7%	0.1%	10.6%	0.0%	0.6%
Basis Point Change 19-24	-21.9%	-0.3%	9.1%	7.5%	-1.3%	0.0%	6.3%	-3.1%	-1.9%

NORTHERN CAPE



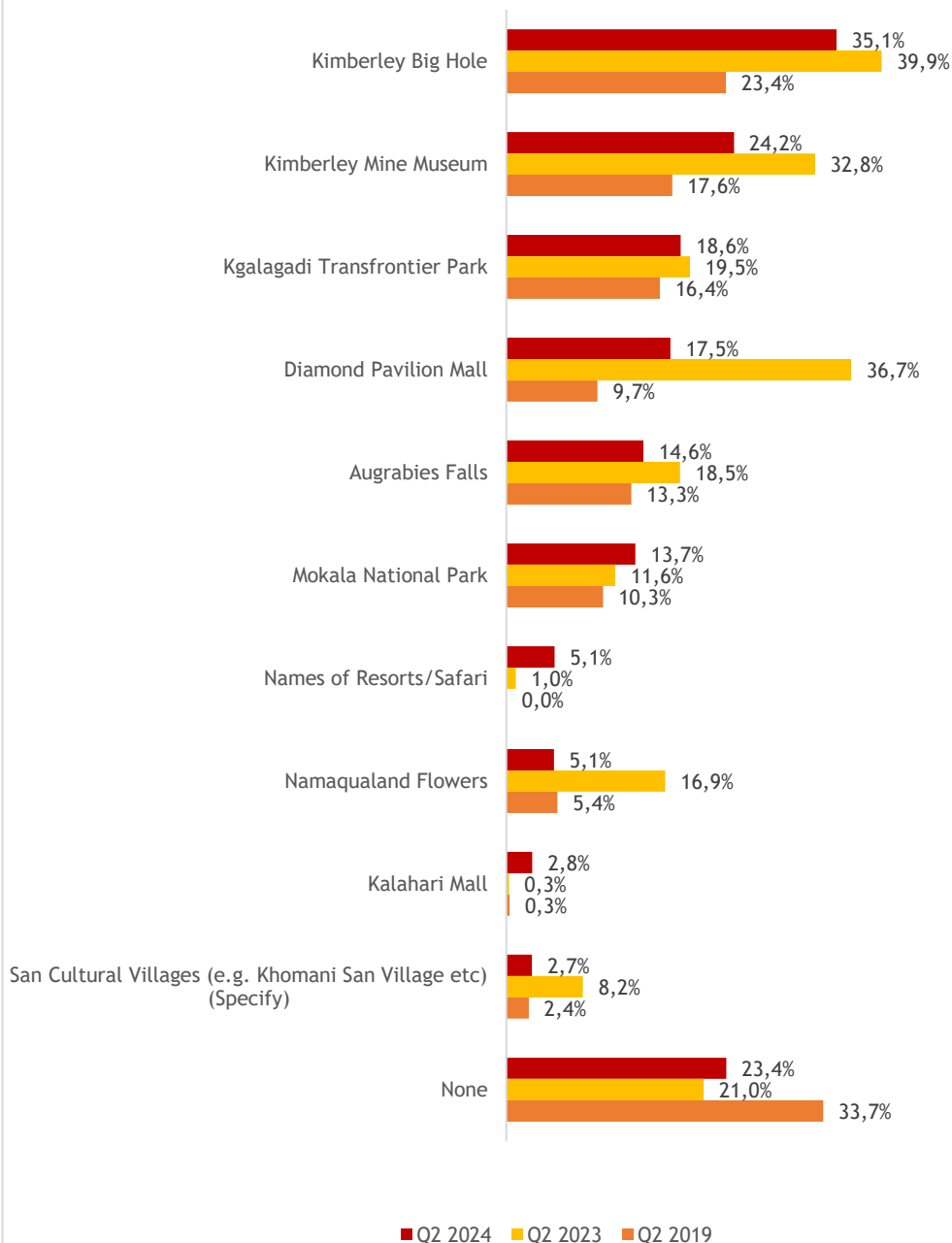
15.7 THOUSAND


-40.9%



The Kimberley Big Hole attraction was the most popular with 35.1% of mentions this quarter (-4.8 percentage points vs. Q2 2023). The Kimberley Museum noted a sharp drop of -8.2 percentage points vs. Q2 2023. A substantial proportion of visitors (23.4% in Q2 2024) to the Northern Cape do not mention an attraction.

Northern Cape International Tourist Top 10 Attractions Q2 2019 - Q2 2024





APPENDIX

A woman wearing a black leather jacket, patterned leggings, and a blue helmet is riding a Segway on a rocky, muddy trail. She is smiling and looking down at the path. In the background, another person wearing a helmet and a blue t-shirt is also riding a Segway. The trail is surrounded by lush green foliage and trees. The text "INTERNATIONAL TOURISTS ARRIVALS" is overlaid in white, bold, uppercase letters on a dark horizontal band across the middle of the image.

INTERNATIONAL TOURISTS ARRIVALS

APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	Q1 2022	Q1 2023	Q1 2024	% YOY GROWTH
Africa	778 313	1 551 123	1 824 194	17.6%
Botswana	38 660	73 457	90 761	23.6%
Lesotho	172 960	319 009	329 198	3.2%
Malawi	21 704	29 921	39 199	31.0%
Mozambique	219 887	344 596	415 042	20.4%
Namibia	28 498	36 192	39 112	8.1%
Swaziland	67 495	153 902	190 113	23.5%
Zambia	23 773	30 696	37 752	23.0%
Zimbabwe	169 031	504 020	613 675	21.8%
Angola	5 690	10 653	9 887	-7.2%
Dem Rep of Congo	3 740	4 534	6 625	46.1%
Ethiopia	1 047	1 426	1 625	14.0%
Ghana	2 667	2 262	7 904	249.4%
Kenya	3 848	9 628	10 229	6.2%
Nigeria	4 572	4 350	5 695	30.9%
Tanzania	5 197	7 834	8 489	8.4%
Uganda	1 748	3 339	3 103	-7.1%
Other Africa	7 796	15 304	15 785	3.1%
Asia	17 910	39 671	49 741	25.4%
China including Hong Kong	1 837	6 052	11 017	82.0%
India	7 761	16 355	16 209	-0.9%
Japan	542	2 299	4 970	116.2%
Malaysia	296	849	1 172	38.0%
Singapore	135	1 080	1 688	56.3%
Rep of Korea (South)	804	2620	4206	60.5%
Other Asia	6 535	10 416	10 479	0.6%
Australasia	7 152	24 623	24 707	0.3%
Australia	6 293	20 382	20 466	0.4%
New Zealand	844	4 207	4 198	-0.2%
Other Australasia	15	34	43	26.5%
CENTRAL & SOUTH AMERICA	4 344	10 195	18 963	86.0%
Argentina	401	1 198	1 713	43.0%
Brazil	2 212	4 943	12 358	150.0%
Chile	183	544	994	82.7%
Other Central & South America	1 548	3 510	3 898	11.1%
Europe	192 949	387 296	420 727	8.6%
Austria	3 362	7 482	7 880	5.3%
Belgium	5 898	11 747	13 711	16.7%
Denmark	3 485	6 971	7 195	3.2%
Finland	933	2 306	2 255	-2.2%
France	13 492	31 423	34 788	10.7%
Germany	42 528	90 081	98 954	9.9%
Ireland	4 448	8 080	9 482	17.4%
Italy	3 688	9 846	10 728	9.0%
Netherlands	17 363	34 169	37 548	9.9%
Norway	2 092	5 050	5 491	8.7%
Portugal	3 197	5 336	6 051	13.4%
Russian Fed	3 266	8 513	9 329	9.6%
Spain	2 792	5 700	6 636	16.4%
Sweden	3 861	9 399	9 854	4.8%
Switzerland	7 732	12 907	13 900	7.7%
Turkey	1 690	4 025	4 642	15.3%
UK	65 958	119 118	125 420	5.3%
Other Europe	7 164	15 143	16 863	11.4%
Middle East	4 976	11 075	8 162	-26.3%
United Arab Emirates	192	394	321	-18.5%
Other Middle East	4 784	10 681	7 841	-26.6%
North America	40 256	94 795	99 231	4.7%
Canada	5 375	15 746	16 667	5.8%
USA	34 881	79 049	82 564	4.4%
UNSPECIFIED	1 658	3 033	2 763	-8.9%
TOTAL	1 047 558	2 121 811	2 448 488	15.40%

A woman wearing a black leather jacket, patterned leggings, and a blue helmet is riding a Segway on a rocky stream bed. She is smiling and looking down at the water. In the background, another person is riding a Segway on a dirt path. The scene is set in a lush, green forest with many trees and ferns. The water in the stream is brown and turbulent, splashing around the Segway's wheels.

**SPEND IN SOUTH
AFRICA**

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY				
	Q2 2022	Q2 2023	Q2 2024	% YOY GROWTH
AFRICA	R4 293 019 337	R12 145 315 189	R9 524 782 261	-21.6%
Botswana	R215 967 458	R288 422 745	R278 900 693	-3.3%
Lesotho	R517 837 061	R686 882 051	R448 709 847	-34.7%
Malawi	R207 585 859	R1 205 896 135	R405 641 433	-66.4%
Mozambique	R641 026 787	R873 409 235	R1 237 763 381	41.7%
Namibia	R229 139 322	R310 071 501	R310 637 419	0.2%
Swaziland	R174 193 607	R297 417 471	R329 758 904	10.9%
Zambia	R216 713 336	R951 923 768	R492 277 867	-48.3%
Zimbabwe	R1 247 032 575	R6 337 286 040	R4 716 426 385	-25.6%
Angola	R188 934 192	R251 846 250	R209 340 877	-16.9%
DRC	R142 820 414	R123 363 761	R160 247 807	29.9%
Ethiopia	R17 959 749	R16 673 224	R22 700 984	36.2%
Ghana	R63 289 914	R108 056 032	R132 093 196	22.2%
Kenya	R108 491 072	R195 739 430	R188 407 404	-3.7%
Nigeria	R61 269 198	R111 532 209	R115 632 702	3.7%
Tanzania	R69 514 008	R93 166 378	R88 274 238	-5.3%
Uganda	R41 107 687	R44 615 561	R71 314 063	59.8%
Other Africa	R150 137 097	R249 013 399	R316 655 061	27.2%
ASIA	R400 554 400	R1 229 354 616	R1 126 784 056	-8.3%
China including Hong Kong	R55 844 323	R346 899 311	R239 843 679	-30.9%
India	R197 475 145	R479 382 567	R517 949 162	8.0%
Japan	R24 738 321	R69 542 520	R67 220 072	-3.3%
Malaysia	R15 701 369	R22 372 498	R22 538 917	0.7%
Singapore	R7 442 744	R43 861 168	R71 064 220	62.0%
South Korea	R19 815 578	R59 547 086	R60 755 981	2.0%
Other Asia	R79 536 920	R207 749 465	R147 412 025	-29.0%
AUSTRALASIA	R299 600 373	R614 551 427	R559 324 514	-9.0%
Australia	R250 033 651	R494 052 323	R474 666 215	-3.9%
New Zealand	R49 117 583	R117 077 376	R84 538 231	-27.8%
Other Australasia	R449 139	R3 421 728	R120 068	-96.5%
CENTRAL & SOUTH AMERICA	R143 083 397	R182 915 375	R374 309 131	104.6%
Argentina	R18 089 012	R20 690 993	R37 842 889	82.9%
Brazil	R83 032 080	R111 375 585	R268 533 897	141.1%
Chile	R6 076 870	R7 593 616	R19 213 404	153.0%
Other Central & South America	R35 885 436	R43 255 181	R48 718 941	12.6%
EUROPE	R3 413 615 517	R5 671 305 657	R4 679 812 317	-17.5%
Austria	R45 253 893	R95 162 743	R63 154 698	-33.6%
Belgium	R106 703 294	R184 516 478	R115 538 922	-37.4%
Denmark	R71 934 504	R90 557 591	R63 060 313	-30.4%
Finland	R19 903 455	R39 304 505	R26 818 464	-31.8%
France	R341 160 378	R714 035 539	R546 680 909	-23.4%
Germany	R558 208 606	R985 072 787	R682 997 555	-30.7%
Ireland	R84 999 660	R129 785 313	R130 406 024	0.5%
Italy	R113 472 180	R187 545 419	R176 718 356	-5.8%
Netherlands	R336 621 830	R525 150 128	R435 875 394	-17.0%
Norway	R25 107 917	R53 762 893	R49 303 488	-8.3%
Portugal	R67 854 281	R131 360 134	R77 736 437	-40.8%
Russian Fed	R59 442 695	R167 494 334	R164 836 412	-1.6%
Spain	R90 784 620	R167 274 205	R141 798 420	-15.2%
Sweden	R57 717 154	R82 634 943	R66 438 738	-19.6%
Switzerland	R163 732 633	R215 838 638	R171 245 840	-20.7%
Turkey	R36 334 562	R94 235 254	R78 990 072	-16.2%
UK	R1 108 621 537	R1 627 711 333	R1 525 318 809	-6.3%
Other Europe	R125 762 319	R179 863 420	R162 893 467	-9.4%
MIDDLE EAST	R198 285 473	R360 507 157	R375 847 840	4.3%
UAE	R22 481 013	R17 390 642	R46 491 450	167.3%
Other Middle East	R175 804 460	R343 116 515	R329 356 390	-4.0%
NORTH AMERICA	R2 396 845 302	R2 298 472 654	R3 260 077 508	41.8%
Canada	R222 448 446	R283 554 120	R229 724 644	-19.0%
USA	R2 174 396 856	R2 014 790 833	R3 030 352 865	50.4%
Other North American	R0	R127 700	R0	-100.0%
TOTAL	R11 145 003 800	R22 502 422 074	R19 900 937 627	-11.6%

APPENDIX

AVERAGE SPEND				
	Q2 2022	Q2 2023	Q2 2024	% YOY GROWTH
AFRICA	R4 700	R8 200	R6 500	-20.7%
Botswana	R3 700	R3 500	R3 300	-5.7%
Lesotho	R2 800	R2 500	R2 700	8.0%
Malawi	R8 500	R43 100	R13 900	-67.7%
Mozambique	R3 300	R2 800	R3 400	21.4%
Namibia	R7 000	R7 800	R8 100	3.8%
Swaziland	R1 800	R1 600	R1 700	6.3%
Zambia	R7 800	R27 100	R13 200	-51.3%
Zimbabwe	R4 600	R12 700	R9 200	-27.6%
Angola	R28 200	R33 100	R30 700	-7.3%
DRC	R35 900	R30 000	R27 200	-9.3%
Ethiopia	R17 400	R13 200	R13 200	0.0%
Ghana	R17 300	R42 400	R19 300	-54.5%
Kenya	R24 300	R23 300	R20 200	-13.3%
Nigeria	R21 700	R30 600	R25 400	-17.0%
Tanzania	R19 800	R19 400	R17 300	-10.8%
Uganda	R22 100	R18 400	R27 000	46.7%
Other Africa	R18 900	R22 800	R24 000	5.3%
ASIA	R17 400	R25 700	R22 900	-10.9%
China including Hong Kong	R31 500	R36 500	R26 200	-28.2%
India	R15 200	R21 200	R22 600	6.6%
Japan	R18 400	R23 900	R18 000	-24.7%
Malaysia	R23 300	R17 300	R13 900	-19.7%
Singapore	R11 200	R19 000	R23 800	25.3%
South Korea	R23 100	R29 000	R27 500	-5.2%
Other Asia	R17 000	R28 800	R22 000	-23.6%
AUSTRALASIA	R22 200	R24 600	R20 700	-15.9%
Australia	R21 700	R24 500	R21 100	-13.9%
New Zealand	R25 000	R24 500	R18 600	-24.1%
Other Australasia	R40 800	R79 500	R9 200	-88.4%
CENTRAL & SOUTH AMERICA	R27 300	R27 100	R25 000	-7.7%
Argentina	R38 400	R32 200	R31 500	-2.2%
Brazil	R28 300	R30 400	R25 300	-16.8%
Chile	R29 600	R21 900	R28 200	28.8%
Other Central & South America	R22 000	R20 600	R19 900	-3.4%
EUROPE	R22 600	R30 500	R25 000	-18.0%
Austria	R21 700	R39 800	R26 400	-33.7%
Belgium	R19 000	R27 800	R19 500	-29.9%
Denmark	R26 200	R34 800	R26 600	-23.6%
Finland	R27 600	R37 000	R28 300	-23.5%
France	R23 400	R32 400	R22 000	-32.1%
Germany	R23 100	R33 400	R25 600	-23.4%
Ireland	R20 700	R33 400	R25 100	-24.9%
Italy	R22 000	R23 000	R20 500	-10.9%
Netherlands	R25 500	R30 000	R23 300	-22.3%
Norway	R18 000	R30 700	R26 700	-13.0%
Portugal	R29 600	R44 800	R26 500	-40.8%
Russian Fed	R27 900	R34 200	R29 200	-14.6%
Spain	R21 100	R29 600	R24 300	-17.9%
Sweden	R22 200	R26 900	R21 300	-20.8%
Switzerland	R29 800	R34 400	R28 900	-16.0%
Turkey	R18 600	R33 400	R22 400	-32.9%
UK	R20 800	R28 200	R27 300	-3.2%
Other Europe	R24 800	R26 400	R24 100	-8.7%
MIDDLE EAST	R29 500	R35 300	R32 900	-6.8%
UAE	R53 500	R14 200	R34 100	140.1%
Other Middle East	R27 900	R38 200	R32 700	-14.4%
NORTH AMERICA	R32 400	R33 100	R29 400	-11.2%
Canada	R31 600	R27 200	R20 300	-25.4%
USA	R32 500	R34 100	R30 500	-10.6%
Other North American	R0	R42 500	R0	-100.0%
OVERALL	R9 400	R12 300	R10 600	-13.8%

APPENDIX

TFDS BY PURPOSE OF VISIT			
	Q2 2022	Q2 2023	Q2 2024
Holiday	R3 745 927 806	R5 650 450 493	R5 739 693 338
Personal Shopping	R193 643 111	R773 366 823	R598 132 715
Business Shopping	R739 464 485	R4 978 260 143	R2 715 153 249
Business Traveller	R962 799 430	R1 979 345 473	R1 641 721 163
MICE	R659 813 783	R1 077 861 264	R1 312 513 360
Medical	R230 985 262	R363 566 982	R270 106 701
VFR	R3 499 850 581	R5 881 679 153	R5 996 477 203
Religion	R35 622 888	R123 904 038	R121 263 981

A woman wearing a black leather jacket, a black helmet with a headlight, and a backpack is riding a black Segway on a rocky, muddy trail. She is smiling and looking down at the path. In the background, another person wearing a helmet and a blue t-shirt is standing on a Segway. The trail is surrounded by lush green trees and ferns. The ground is wet and muddy, with water splashing around the Segway's wheels.

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

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) - PROVINCIAL DISTRIBUTION									
	Q2 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R6 496 566 107	R926 815 615	R143 559 160	R506 841 167	R886 346 996	R176 062 629	R128 316 941	R30 054 719	R230 218 928
Botswana	R147 084 637	R33 432 428	R6 193 560	R10 328 041	R7 236 302	R36 142 551	R35 765 419	R113 042	R2 604 714
Lesotho	R121 911 937	R56 454 349	R47 262 621	R8 671 657	R2 379 638	R0	R7 401 431	R13 801 353	R190 826 861
Malawi	R374 286 653	R18 531 134	R1 383 985	R10 149 061	R0	R1 290 600	R0	R0	R0
Mozambique	R542 646 747	R6 528 428	R7 324 060	R16 812 674	R654 194 496	R2 273 069	R6 029 798	R0	R1 954 110
Namibia	R74 929 009	R190 975 412	R9 816 066	R5 584 683	R4 424 561	R229 892	R13 162 251	R8 336 192	R3 179 352
Swaziland	R65 872 820	R1 930 319	R5 105 933	R170 278 253	R79 377 358	R4 458 042	R1 330 498	R0	R1 405 680
Zambia	R390 746 530	R34 790 507	R3 185 003	R54 015 492	R5 657 073	R2 041 398	R669 363	R328 140	R844 360
Zimbabwe	R3 899 869 947	R298 186 612	R40 705 447	R162 276 399	R118 691 208	R120 277 858	R48 603 680	R3 979 489	R23 835 745
Angola	R148 643 489	R45 000 745	R1 598 091	R8 102 129	R345 744	R1 201 878	R3 685 114	R763 686	R0
Democratic Republic of Congo	R130 682 651	R16 297 602	R3 115 257	R3 155 587	R0	R238 569	R5 721 721	R0	R1 036 420
Ethiopia	R13 250 568	R3 845 101	R2 776 258	R1 827 285	R11 955	R989 817	R0	R0	R0
Ghana	R87 738 676	R32 545 123	R1 136 600	R9 389 824	R402 972	R880 000	R0	R0	R0
Kenya	R93 980 238	R66 686 846	R5 971 704	R13 197 606	R1 086 175	R2 414 601	R1 817 548	R1 103 180	R2 149 507
Nigeria	R69 257 665	R38 095 019	R940 246	R5 149 605	R610 664	R0	R19 160	R858 207	R702 136
Tanzania	R63 778 482	R12 257 537	R582 815	R8 533 093	R186 082	R2 196 729	R739 500	R0	R0
Uganda	R57 226 174	R7 623 763	R515 416	R5 514 584	R0	R69 216	R364 910	R0	R0
Other Africa	R214 659 883	R63 634 689	R5 946 099	R13 855 193	R11 742 766	R1 358 409	R3 006 547	R771 432	R1 680 043
Asia	R530 075 647	R289 042 635	R39 019 370	R168 597 633	R39 151 556	R26 037 376	R15 317 283	R9 216 413	R10 326 143
China including Hong Kong	R124 134 980	R46 550 704	R10 872 917	R22 345 444	R6 331 381	R14 445 469	R644 975	R8 051 823	R6 465 985
India	R244 703 867	R129 873 170	R9 065 389	R110 803 552	R7 789 867	R3 538 380	R12 174 937	R0	R0
Japan	R36 654 637	R16 736 503	R5 245 729	R5 875 982	R1 564 587	R267 057	R6 940	R737 526	R131 112
Malaysia	R12 185 532	R7 963 392	R727 454	R377 947	R679 614	R334 500	R270 478	R0	R0
Singapore	R13 663 455	R41 506 594	R5 276 175	R4 803 322	R3 652 923	R2 161 751	R0	R0	R0
South Korea	R27 158 716	R15 067 975	R648 208	R6 126 689	R7 407 088	R112 769	R2 118 596	R336 775	R1 779 165
Other Asia	R71 574 460	R31 344 297	R7 183 497	R18 264 698	R11 726 096	R5 177 449	R101 356	R90 290	R1 949 880
Australasia	R180 869 150	R160 076 679	R49 237 339	R58 430 385	R34 457 962	R37 130 458	R28 915 966	R2 780 919	R7 425 655
Australia	R146 675 033	R139 647 098	R35 447 755	R52 415 402	R32 308 765	R31 837 383	R28 017 656	R2 629 952	R5 687 172
New Zealand	R34 118 118	R20 429 581	R13 789 584	R5 970 914	R2 149 198	R5 293 076	R898 310	R150 967	R1 738 484
Other Australasia	R76 000	R0	R0	R44 068	R0	R0	R0	R0	R0
South America	R99 702 761	R171 911 871	R15 574 515	R9 564 152	R23 031 787	R27 411 550	R16 318 030	R7 371 000	R3 423 465
Argentina	R7 993 244	R16 368 871	R2 052 725	R362 184	R2 861 392	R4 357 538	R783 235	R0	R3 063 698
Brazil	R71 633 029	R134 282 767	R9 529 701	R8 044 653	R11 836 180	R16 966 692	R13 874 909	R2 006 200	R359 767
Chile	R9 748 467	R4 007 614	R398 400	R458 929	R864 697	R2 876 904	R858 393	R0	R0
Other Central & South America	R10 328 021	R17 252 619	R3 593 689	R698 386	R7 469 519	R3 210 415	R801 492	R5 364 800	R0
Europe	R1 101 972 504	R2 213 633 465	R340 057 927	R290 005 310	R311 008 484	R239 720 632	R96 768 700	R40 294 251	R46 351 043
Austria	R9 830 235	R30 378 607	R3 921 806	R3 145 123	R7 670 280	R6 969 809	R267 698	R395 260	R575 880
Belgium	R29 499 494	R46 051 349	R7 851 493	R7 144 810	R9 203 279	R11 376 824	R3 438 705	R972 967	R0
Denmark	R14 930 642	R14 790 741	R10 731 745	R2 252 119	R4 901 199	R7 361 653	R6 612 040	R277 063	R1 203 110
Finland	R4 911 114	R14 226 415	R1 850 372	R1 018 150	R1 317 204	R3 204 519	R290 688	R0	R0
France	R107 940 179	R288 930 595	R27 044 286	R31 042 590	R47 699 930	R32 267 459	R11 104 135	R435 575	R216 161
Germany	R150 797 023	R315 195 635	R47 182 693	R38 917 405	R70 517 850	R40 745 476	R10 318 706	R3 366 609	R5 956 157
Ireland	R29 563 075	R67 505 995	R10 436 366	R2 925 418	R5 709 075	R5 255 376	R3 787 947	R384 752	R4 838 019
Italy	R42 610 746	R82 129 911	R25 807 109	R3 289 110	R7 543 380	R9 113 961	R1 495 360	R3 463 294	R1 265 486
Netherlands	R74 499 034	R201 225 883	R37 593 916	R36 028 435	R39 370 069	R36 113 376	R6 524 800	R887 599	R3 632 283
Norway	R11 386 482	R23 915 802	R2 560 934	R2 994 557	R3 287 163	R3 249 482	R949 391	R959 676	R0
Portugal	R27 615 809	R35 234 045	R1 082 516	R6 337 666	R2 605 871	R2 537 506	R1 386 192	R451 454	R485 379
Russian Fed	R82 165 506	R45 140 622	R8 019 676	R1 866 313	R3 429 730	R4 184 892	R444 131	R7 865 541	R11 720 000
Spain	R26 149 589	R51 657 953	R10 656 034	R4 325 414	R7 866 571	R13 768 256	R7 985 405	R16 272 147	R3 117 050
Sweden	R13 592 536	R34 621 624	R2 655 199	R3 872 902	R6 040 538	R3 954 794	R1 323 469	R377 676	R0
Switzerland	R30 322 006	R84 788 912	R14 984 586	R12 408 592	R13 718 794	R9 058 220	R5 704 950	R34 188	R225 593
Turkey	R39 271 898	R20 192 864	R1 422 519	R11 964 793	R2 953 304	R137 610	R0	R1 257 215	R1 789 870
UK	R355 809 593	R789 103 353	R118 766 292	R106 066 198	R65 265 826	R46 416 951	R31 244 656	R1 365 735	R11 280 204
Other Europe	R51 077 542	R68 543 159	R7 490 385	R14 405 713	R11 908 422	R4 004 468	R3 890 426	R1 527 500	R45 851
Middle East	R139 957 269	R99 730 646	R1 612 350	R73 465 741	R54 644 849	R565 395	R5 871 592	R0	R0
UAE	R12 825 344	R26 395 396	R581 280	R5 130 414	R1 555 556	R3 460	R0	R0	R0
Other Middle East	R127 131 924	R73 335 250	R1 031 070	R68 335 326	R53 089 293	R561 935	R5 871 592	R0	R0
North America	R819 617 082	R770 583 674	R211 081 771	R229 679 593	R285 725 674	R433 494 203	R201 386 501	R222 781 697	R85 727 314
Canada	R61 897 746	R91 661 452	R12 682 882	R20 824 774	R16 961 990	R11 773 746	R3 554 171	R1 804 745	R8 563 137
USA	R757 719 336	R678 922 222	R198 398 889	R208 854 818	R268 763 684	R421 720 457	R197 832 330	R220 976 952	R77 164 177
TOTAL	R9 368 760 519	R4 631 794 585	R800 142 431	R1 336 583 980	R1 634 367 309	R940 422 243	R492 895 013	R312 498 999	R383 472 548

APPENDIX

AVERAGE SPEND - PROVINCIAL DISTRIBUTION									
	Q2 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R9 600	R13 100	R8 200	R4 300	R2 200	R3 100	R3 000	R2 900	R1 900
Botswana	R3 600	R21 100	R3 300	R4 900	R3 700	R2 800	R1 600	R800	R700
Lesotho	R3 400	R11 600	R14 400	R2 600	R1 600	R0	R1 400	R5 600	R1 700
Malawi	R14 200	R10 100	R8 200	R9 200	R0	R3 600	R0	R0	R0
Mozambique	R9 800	R11 300	R9 300	R9 900	R2 200	R1 300	R4 400	R0	R2 700
Namibia	R7 500	R10 000	R6 000	R6 300	R7 900	R4 600	R7 200	R1 400	R5 600
Swaziland	R1 600	R4 400	R10 700	R2 600	R900	R2 300	R2 600	R0	R3 000
Zambia	R16 400	R13 500	R8 100	R5 300	R9 100	R9 200	R6 200	R6 000	R16 100
Zimbabwe	R9 600	R10 400	R5 900	R5 900	R13 900	R3 100	R5 000	R2 300	R7 100
Angola	R30 400	R25 500	R10 500	R32 700	R12 600	R10 400	R52 200	R10 800	R0
Democratic Republic of Congo	R28 400	R21 200	R18 800	R10 800	R0	R4 600	R25 400	R0	R9 000
Ethiopia	R13 600	R10 600	R13 100	R7 800	R500	R37 900	R0	R0	R0
Ghana	R17 600	R20 400	R6 400	R18 100	R4 500	R10 000	R0	R0	R0
Kenya	R13 400	R54 700	R8 900	R13 000	R4 900	R28 400	R8 300	R13 000	R12 600
Nigeria	R21 100	R32 600	R13 900	R15 300	R8 300	R0	R900	R14 900	R9 900
Tanzania	R15 700	R16 700	R4 300	R15 700	R1 400	R11 500	R15 000	R0	R0
Uganda	R24 800	R25 800	R12 800	R31 900	R0	R700	R9 100	R0	R0
Other Africa	R25 700	R18 300	R12 600	R13 100	R25 200	R7 800	R37 100	R8 600	R16 600
Asia	R18 800	R16 800	R10 600	R21 600	R10 300	R14 100	R6 300	R32 900	R22 700
China including Hong Kong	R20 100	R15 800	R20 100	R25 600	R10 400	R31 700	R3 600	R44 900	R37 000
India	R18 600	R17 700	R6 600	R21 600	R5 200	R6 100	R6 500	R0	R0
Japan	R16 600	R12 100	R14 800	R17 200	R10 400	R3 300	R200	R18 900	R1 600
Malaysia	R11 600	R9 500	R4 000	R2 400	R3 700	R6 000	R3 000	R0	R0
Singapore	R11 400	R30 900	R17 900	R10 900	R8 000	R7 100	R0	R0	R0
South Korea	R22 900	R16 800	R2 800	R20 900	R32 100	R3 000	R8 900	R11 500	R19 500
Other Asia	R22 400	R12 500	R10 100	R32 600	R17 700	R15 500	R4 400	R2 700	R17 900
Australasia	R12 700	R13 300	R15 100	R16 200	R8 700	R15 600	R20 600	R7 200	R13 600
Australia	R12 600	R14 000	R13 400	R17 200	R9 400	R17 200	R23 600	R7 800	R14 500
New Zealand	R13 000	R10 200	R22 100	R10 600	R4 200	R10 100	R4 100	R3 300	R11 400
Other Australasia	R10 800	R0	R0	R7 300	R0	R0	R0	R0	R0
South America	R10 500	R20 200	R7 900	R9 700	R6 400	R16 400	R15 000	R37 500	R12 400
Argentina	R10 400	R27 300	R55 700	R8 500	R18 800	R38 300	R6 400	R0	R51 000
Brazil	R10 200	R20 200	R5 300	R10 800	R4 600	R13 400	R19 200	R20 000	R1 600
Chile	R19 200	R16 000	R20 000	R7 800	R10 500	R31 500	R13 400	R0	R0
Other Central & South America	R8 300	R17 100	R30 100	R4 900	R9 600	R15 600	R4 400	R56 000	R0
Europe	R15 300	R21 200	R16 800	R16 100	R11 100	R17 900	R15 900	R21 100	R17 400
Austria	R12 000	R19 700	R10 700	R11 000	R13 400	R21 600	R7 200	R7 300	R6 400
Belgium	R11 600	R14 200	R10 300	R10 700	R8 700	R18 700	R13 700	R20 100	R0
Denmark	R16 200	R13 900	R29 900	R10 500	R12 100	R21 400	R34 500	R5 200	R33 900
Finland	R13 400	R21 100	R14 300	R13 900	R7 100	R22 200	R15 200	R0	R0
France	R11 400	R19 600	R12 900	R10 200	R8 200	R12 400	R11 900	R5 100	R1 700
Germany	R14 700	R20 500	R12 500	R13 800	R12 700	R21 600	R17 300	R20 100	R19 100
Ireland	R16 900	R22 600	R12 700	R6 200	R14 600	R23 100	R31 900	R3 200	R22 000
Italy	R12 700	R15 700	R30 600	R9 300	R5 100	R13 800	R10 100	R24 300	R16 200
Netherlands	R12 700	R19 000	R18 200	R18 700	R13 100	R21 700	R9 400	R9 000	R11 500
Norway	R15 900	R21 100	R11 300	R19 100	R12 800	R15 700	R16 700	R24 500	R0
Portugal	R18 800	R24 400	R9 100	R24 600	R11 200	R20 600	R18 900	R16 100	R9 300
Russian Fed	R28 000	R19 300	R16 900	R5 600	R9 900	R7 700	R4 200	R28 300	R67 400
Spain	R11 400	R16 200	R24 200	R15 500	R8 300	R24 200	R23 300	R48 400	R28 500
Sweden	R12 800	R18 000	R12 500	R14 100	R11 800	R14 000	R21 300	R9 800	R0
Switzerland	R13 900	R23 400	R19 700	R20 600	R13 900	R33 000	R25 200	R2 000	R3 000
Turkey	R21 900	R12 100	R5 900	R33 600	R23 900	R1 100	R0	R19 600	R9 900
UK	R17 100	R25 800	R19 900	R19 700	R12 700	R18 400	R17 400	R5 800	R13 700
Other Europe	R14 900	R22 300	R12 200	R28 900	R11 600	R11 900	R8 700	R14 200	R500
Middle East	R20 100	R29 000	R12 900	R73 200	R70 400	R2 800	R18 300	R0	R0
UAE	R21 200	R41 900	R24 000	R29 200	R44 400	R100	R0	R0	R0
Other Middle East	R20 000	R26 100	R10 200	R82 600	R71 600	R3 200	R18 300	R0	R0
North America	R15 800	R15 300	R29 100	R18 800	R13 400	R40 400	R39 400	R106 400	R32 800
Canada	R12 300	R13 400	R9 400	R14 300	R7 200	R12 700	R8 500	R6 600	R20 800
USA	R16 100	R15 600	R33 600	R19 400	R14 200	R43 000	R42 200	R121 400	R35 100
TOTAL	R10 900	R17 400	R14 800	R8 300	R3 600	R11 000	R8 500	R20 700	R3 000



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

APPENDIX

BED NIGHTS BY COUNTRY				
	Q2 2022	Q2 2023	Q2 2024	% YOY GROWTH
AFRICA	10 155 155	19 438 534	20 591 660	5.9%
Botswana	293 917	363 704	364 344	0.2%
Lesotho	3 335 322	3 917 941	2 893 717	-26.1%
Malawi	275 228	373 141	444 366	19.1%
Mozambique	1 466 939	3 175 917	3 709 533	16.8%
Namibia	540 746	464 248	471 711	1.6%
eSwatini	789 424	1 649 696	1 954 906	18.5%
Zambia	342 558	362 620	446 785	23.2%
Zimbabwe	2 503 842	8 427 030	9 534 919	13.1%
Angola	100 133	114 869	87 241	-24.1%
DRC	63 173	66 395	84 631	27.5%
Ethiopia	13 232	20 038	21 971	9.6%
Ghana	60 341	31 085	87 611	181.8%
Kenya	48 815	121 479	132 609	9.2%
Nigeria	51 723	59 593	78 627	31.9%
Tanzania	64 494	84 885	78 467	-7.6%
Uganda	48 973	34 992	37 484	7.1%
Other Africa	156 295	170 901	162 738	-4.8%
ASIA	443 062	861 443	790 765	-8.2%
China including Hong Kong	38 628	197 266	134 902	-31.6%
India	214 217	395 241	362 714	-8.2%
Japan	17 636	39 162	61 457	56.9%
Malaysia	23 718	29 984	20 956	-30.1%
Singapore	7 111	17 820	42 925	140.9%
South Korea	32 398	39 385	45 053	14.4%
Other Asia	109 354	142 586	122 757	-13.9%
AUSTRALASIA	243 629	408 539	423 671	3.7%
Australia	191 260	321 643	344 592	7.1%
New Zealand	52 106	84 457	79 002	-6.5%
Other Australia	263	2 439	77	-96.8%
CENTRAL & SOUTH AMERICA	104 420	112 431	208 805	85.7%
Argentina	9 753	10 419	18 884	81.2%
Brazil	58 215	59 321	138 684	133.8%
Chile	4 598	5 997	12 128	102.2%
Other Central & South America	31 853	36 694	39 109	6.6%
EUROPE	2 879 328	3 308 359	2 833 583	-14.4%
Austria	41 475	54 446	36 974	-32.1%
Belgium	116 307	129 114	94 905	-26.5%
Denmark	51 986	47 052	36 107	-23.3%
Finland	18 827	24 734	9 816	-60.3%
France	314 233	511 555	389 062	-23.9%
Germany	454 791	588 782	398 919	-32.2%
Ireland	65 322	69 970	89 614	28.1%
Italy	115 471	121 303	121 250	0.0%
The Netherlands	307 336	302 257	286 681	-5.2%
Norway	24 848	29 945	27 504	-8.2%
Portugal	41 744	47 733	34 667	-27.4%
Russian Federation	47 757	92 608	105 538	14.0%
Spain	76 619	78 228	94 726	21.1%
Sweden	51 143	52 175	46 834	-10.2%
Switzerland	107 167	112 470	84 990	-24.4%
Turkey	42 103	50 779	69 560	37.0%
Uk	876 369	872 536	813 169	-6.8%
Other Europe	125 828	122 670	93 270	-24.0%
MIDDLE EAST	126 397	258 118	156 109	-39.5%
United Arab Emirates	9 177	10 268	15 119	47.2%
Other Middle East	117 220	247 850	140 990	-43.1%
NORTH AMERICA	1 323 813	1 096 458	1 573 066	43.5%
Canada	156 214	151 364	165 372	9.3%
USA	1 167 599	945 025	1 407 694	49.0%
Other North America	0	69	0	-100.0%
TOTAL	15 275 804	25 483 882	26 577 659	4.3%

APPENDIX

AVERAGE LENGTH OF STAY BY COUNTRY				
	Q2 2022	Q2 2023	Q2 2024	% YOY GROWTH
AFRICA	10.9	12.8	13.4	5.0%
Botswana	4.9	4.3	4.1	-4.1%
Lesotho	17.5	13.5	16.3	21.1%
Malawi	11.3	13.2	15.1	14.7%
Mozambique	7.5	10.1	10.0	-1.5%
Namibia	16.6	11.7	12.3	5.6%
eSwatini	8.4	9.2	9.8	6.5%
Zambia	12.4	10.3	11.9	14.6%
Zimbabwe	9.4	16.7	17.8	6.4%
Angola	14.8	15.1	12.7	-15.9%
DRC	15.7	16.2	14.3	-11.9%
Ethiopia	12.7	15.9	12.8	-19.8%
Ghana	16.6	11.9	12.8	7.7%
Kenya	10.8	14.4	14.2	-1.4%
Nigeria	18.3	16.3	17.2	5.7%
Tanzania	18.2	17.7	15.2	-14.4%
Uganda	26.4	14.5	14.2	-1.5%
Other Africa	19.6	15.6	12.4	-20.7%
ASIA	19.1	18.0	15.9	-11.7%
China including Hong Kong	21.7	20.7	14.8	-28.7%
India	16.4	17.5	15.6	-10.7%
Japan	13.1	13.5	16.4	21.2%
Malaysia	35.3	23.2	12.6	-45.9%
Singapore	10.5	7.7	14.4	86.4%
South Korea	37.2	19.2	19.8	3.3%
Other Asia	23.0	19.6	18.0	-8.2%
AUSTRALASIA	18.0	16.2	15.5	-4.0%
Australia	16.5	15.7	15.1	-3.7%
New Zealand	26.6	17.7	17.4	-1.6%
Other Australia	23.9	56.7	5.9	-89.6%
CENTRAL & SOUTH AMERICA	19.9	16.7	13.6	-18.5%
Argentina	20.3	16.2	15.7	-3.1%
Brazil	19.9	16.2	12.6	-22.4%
Chile	22.4	17.4	17.3	-0.3%
Other Central & South America	19.6	17.5	16.0	-8.7%
EUROPE	19.0	17.8	15.1	-15.2%
Austria	20.0	22.6	15.5	-31.7%
Belgium	20.8	19.5	15.8	-18.9%
Denmark	19.0	18.1	15.3	-15.7%
Finland	26.2	23.3	10.4	-55.6%
France	21.5	23.2	15.6	-32.5%
Germany	18.8	19.9	14.8	-25.5%
Ireland	15.9	18.0	17.3	-4.3%
Italy	22.3	14.8	13.9	-6.0%
The Netherlands	23.3	17.3	15.3	-11.2%
Norway	17.3	17.1	14.9	-12.9%
Portugal	18.2	16.3	11.8	-27.5%
Russian Federation	22.4	18.9	18.7	-1.2%
Spain	17.8	13.9	16.1	16.2%
Sweden	19.4	17.0	15.1	-11.5%
Switzerland	19.3	17.9	14.3	-19.9%
Turkey	21.7	18.0	19.4	7.5%
Uk	16.4	15.1	14.5	-3.9%
Other Europe	24.8	18.0	13.7	-23.8%
MIDDLE EAST	18.6	25.3	13.7	-46.0%
United Arab Emirates	20.9	8.4	11.1	31.6%
Other Middle East	18.4	27.6	14.0	-49.2%
NORTH AMERICA	17.8	15.5	13.9	-10.3%
Canada	22.0	14.4	14.4	-0.1%
USA	17.4	15.7	13.9	-11.7%
Other North America	0.0	23.0	0.0	-100.0%
TOTAL	12.7	13.6	13.7	0.4%

APPENDIX

ACCOMMODATION TYPE - BED NIGHTS Q2 2024									
	Hotels	Guest House	BnB	Self-Catering	Game Lodge	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	779 859	317 588	78 577	397 552	119 102	157 118	642	16 920 550	61 758
Botswana	36 474	31 322	1 104	12 974	3 932	2 299	0	196 962	0
Lesotho	19 817	24 648	2 945	181 446	1 696	140 548	0	2 024 291	0
Malawi	68 262	13 911	1 582	1 867	622	0	0	308 775	4 379
Mozambique	77 412	17 274	6 043	14 202	2 875	7 439	0	3 577 083	426
Namibia	30 701	61 006	23 893	30 254	1 950	2 058	0	168 988	996
eSwatini	26 026	22 203	2 360	0	3 280	0	0	1 780 792	986
Zambia	62 802	21 151	2 232	9 727	15 580	0	0	130 550	351
Zimbabwe	267 416	78 463	20 400	74 752	85 001	0	0	8 397 532	41 917
Angola	18 423	11 560	3 883	13 801	192	150	0	26 206	2 208
DRC	13 451	2 172	3 837	1 499	0	0	0	53 989	1 395
Ethiopia	3 372	881	0	338	78	0	0	16 937	0
Ghana	29 473	5 389	1 144	22 535	1 945	0	0	25 954	1 172
Kenya	42 536	5 877	1 358	15 545	0	0	642	41 215	937
Nigeria	17 217	5 629	2 623	6 224	390	0	0	36 364	4 291
Tanzania	14 610	1 625	0	4 942	0	0	0	39 316	99
Uganda	12 762	963	0	0	40	0	0	16 097	724
Other Africa	39 106	13 515	5 173	7 447	1 521	4 625	0	79 499	1 878
ASIA	227 124	63 069	17 407	114 737	15 946	5 121	925	280 676	8 308
China including Hong Kong	45 716	3 842	3 018	12 604	5 332	1 888	102	55 731	384
India	113 502	39 699	11 744	69 896	5 841	2 789	766	87 201	6 562
Japan	17 884	430	318	6 333	691	0	0	25 806	807
Malaysia	6 437	1 764	1 161	1 400	624	0	0	9 571	0
Singapore	9 688	7 583	148	725	1 116	0	0	23 665	0
South Korea	10 047	1 226	533	99	593	0	58	31 047	293
Other Asia	23 852	8 525	486	23 680	1 749	444	0	47 654	262
AUSTRALASIA	67 079	14 618	6 143	16 863	32 402	8 343	3 608	256 753	6 573
Australia	60 454	12 653	5 983	14 633	29 374	2 246	3 040	200 343	5 535
New Zealand	6 548	1 966	160	2 230	3 027	6 097	568	56 409	1 038
Other Australia	77	0	0	0	0	0	0	0	0
CENTRAL & SOUTH AMERICA	76 240	13 770	2 507	8 992	28 170	4 944	539	46 713	22 118
Argentina	5 345	250	1 428	778	1 830	1 691	0	5 689	70
Brazil	57 064	13 106	1 079	2 309	16 900	2 657	0	26 858	15 701
Chile	3 784	59	0	1 104	844	89	0	2 035	4 214
Other Central & South America	10 047	355	0	4 800	8 596	508	539	12 131	2 134
EUROPE	585 680	331 606	131 275	281 630	270 762	34 920	41 204	973 178	39 125
Austria	6 602	2 219	1 399	2 256	7 254	368	2 210	8 378	1 181
Belgium	15 124	18 045	5 027	6 101	10 471	902	569	28 736	2 528
Denmark	6 550	2 530	650	3 540	6 394	320	809	13 848	1 286
Finland	4 435	304	0	285	2 147	370	0	980	361
France	76 002	52 712	30 659	44 365	64 545	1 806	8 976	73 992	3 592
Germany	91 890	64 129	22 048	46 916	46 042	12 818	5 718	80 160	3 639
Ireland	17 660	2 417	2 004	3 338	2 857	941	555	59 623	217
Italy	33 877	19 189	3 340	8 158	8 855	320	115	39 575	756
The Netherlands	51 465	31 339	14 347	26 632	37 633	2 131	3 592	96 411	2 852
Norway	6 704	2 110	3 714	1 368	4 286	3 359	371	4 605	987
Portugal	7 695	4 960	1 396	865	3 000	252	167	13 660	167
Russian Federation	31 741	21 743	2 207	21 044	5 415	0	0	16 933	3 724
Spain	22 189	9 367	1 827	5 684	5 526	1 942	842	37 099	1 141
Sweden	9 054	5 606	2 610	6 923	6 088	1 393	2 263	11 169	1 561
Switzerland	21 785	9 317	7 212	17 001	7 518	2 106	1 934	16 504	1 163
Turkey	13 017	3 150	630	3 516	320	929	0	47 999	0
UK	144 268	70 968	29 537	71 265	45 508	4 417	6 751	398 236	12 683
Other Europe	25 620	11 501	2 667	12 373	6 903	547	6 332	25 271	1 288
MIDDLE EAST	26 908	534	527	8 650	3 148	0	9	112 967	27
United Arab Emirates	4 249	0	0	460	460	0	0	9 853	0
Other Middle East	22 658	534	527	8 190	2 688	0	9	103 114	27
NORTH AMERICA	358 248	127 959	39 795	104 755	225 790	9 824	15 930	606 861	26 896
Canada	33 041	22 157	7 384	7 625	16 478	0	2 917	71 743	2 197
USA	325 208	105 802	32 411	97 131	209 312	9 824	13 012	535 118	24 699
Other North America	0	0	0	0	0	0	0	0	0
TOTAL	2 121 138	869 145	276 231	933 178	695 319	220 271	62 856	19 197 697	164 805

APPENDIX

	ACCOMMODATION BEDNIGHTS BY PROVINCE								
	Q2 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	1 073 890	686 600	73 033	148 441	76 538	19 208	30 857	8 149	4 422
Guest house	196 029	400 529	46 005	54 799	46 991	52 049	30 851	25 257	16 636
Bed & Breakfast	60 177	152 741	16 284	25 489	12 152	3 641	2 665	932	2 150
Game Lodges	38 188	28 885	37 547	74 884	266 937	174 580	34 139	15 221	24 939
Self Catering Units	242 361	389 523	104 771	24 890	31 388	20 551	17 941	11 109	90 646
Friends/Family	9 248 487	1 379 041	455 525	1 095 422	4 393 461	477 679	681 089	69 925	1 397 069
Backpacker hostels	16 670	30 581	11 864	2 260	10 067	6 608	128	0	142 093
Camping/caravanning	759	4 626	8 314	5 822	21 813	16 695	1 295	903	2 629
Hospital	1 382	998	0	0	1 060	0	392	122	0
Train/Ship etc.	1 283	4 278	12 906	1 887	0	0	0	96	0
Airbnb	52 760	75 672	3 062	16 608	14 126	717	51	136	1 673
Couch	0	0	0	0	0	0	0	0	0
Other	738 039	432 684	34 806	217 032	85 204	76 531	53 909	11 579	362 827

	ACCOMMODATION LENGTH OF STAY BY PROVINCE								
	Q2 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	3.3	5.1	4.2	1.6	0.4	1.6	1.2	0.9	0.0
Guest house	1.4	6.3	4.2	0.7	0.2	4.1	1.5	2.7	0.2
Bed & Breakfast	0.5	4.5	2.0	0.3	0.1	0.4	0.1	0.1	0.0
Game Lodges	0.3	1.1	3.3	1.0	1.2	5.9	1.3	1.7	0.2
Self Catering Units	2.0	11.0	15.9	0.3	0.2	2.3	0.9	1.4	0.9
Friends/Family	15.9	16.3	18.7	10.0	10.9	12.1	16.3	6.7	10.6
Backpacker hostels	0.1	1.5	2.4	0.0	0.1	0.8	0.0	0.0	1.5
Camping/caravanning	0.0	0.2	1.6	0.1	0.1	1.8	0.1	0.1	0.0
Hospital	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Train/Ship etc.	0.0	0.2	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Airbnb	10.5	10.9	10.0	10.4	11.4	14.6	2.0	7.0	8.6
Couch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.7	19.9	7.0	2.8	0.5	2.8	2.8	1.6	3.8

A woman wearing a black leather jacket, patterned leggings, and a blue helmet is riding a black Segway on a rocky, muddy trail. She is smiling and looking down at the path. In the background, another person wearing a helmet and a dark t-shirt is also riding a Segway. The trail is surrounded by dense green foliage and trees. The text "PURPOSE OF VISIT" is overlaid in white capital letters on a dark horizontal band across the middle of the image.

PURPOSE OF VISIT

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q2 2024									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	8.7%	4.6%	9.7%	3.4%	3.6%	1.4%	61.2%	1.3%	6.2%
Botswana	14.9%	2.3%	14.2%	23.9%	6.4%	0.5%	28.8%	3.3%	5.6%
Lesotho	1.1%	0.6%	1.6%	0.1%	0.6%	1.8%	79.2%	1.0%	14.0%
Malawi	6.9%	1.6%	44.9%	7.4%	5.4%	3.6%	27.6%	1.1%	1.4%
Mozambique	11.6%	8.2%	3.7%	0.6%	0.7%	2.0%	72.2%	0.0%	1.0%
Namibia	23.4%	1.0%	3.3%	9.4%	13.7%	3.9%	29.5%	2.2%	13.7%
Eswatini	9.3%	0.7%	7.0%	0.6%	1.1%	1.2%	70.0%	2.2%	7.9%
Zambia	5.7%	4.1%	39.1%	16.0%	10.3%	0.3%	16.2%	1.4%	6.9%
Zimbabwe	6.2%	6.1%	14.0%	1.9%	4.1%	0.6%	60.7%	1.4%	5.0%
Angola	22.2%	0.8%	1.8%	7.0%	9.4%	15.7%	21.5%	0.8%	20.8%
DRC	12.7%	1.0%	3.0%	7.4%	13.2%	1.8%	43.0%	1.0%	16.8%
Ethiopia	15.3%	0.0%	0.0%	7.6%	21.2%	4.4%	34.7%	3.3%	13.5%
Ghana	30.9%	0.0%	1.3%	6.1%	17.1%	2.6%	19.7%	0.0%	22.3%
Kenya	16.2%	1.7%	0.0%	12.4%	22.8%	0.0%	22.0%	0.0%	24.9%
Nigeria	17.4%	0.0%	0.0%	9.7%	20.3%	1.9%	26.3%	1.9%	22.6%
Tanzania	16.5%	1.0%	4.1%	6.9%	20.9%	0.8%	33.0%	0.0%	16.9%
Uganda	17.3%	0.0%	1.5%	8.1%	28.0%	1.9%	19.6%	3.1%	20.4%
Other Africa	16.4%	0.5%	1.8%	18.9%	22.7%	0.1%	25.0%	2.0%	12.6%
ASIA	21.5%	0.0%	0.1%	27.2%	19.2%	0.3%	22.3%	0.4%	9.0%
China including Hong Kong	16.4%	0.0%	0.5%	26.8%	25.2%	0.0%	26.6%	0.0%	4.5%
India	21.4%	0.0%	0.0%	31.2%	19.5%	0.0%	15.3%	0.7%	12.0%
Japan	17.5%	0.0%	0.0%	18.4%	31.0%	0.0%	23.4%	0.0%	9.7%
Malaysia	39.0%	0.0%	0.0%	15.8%	16.3%	0.0%	21.7%	0.0%	7.2%
Singapore	27.8%	0.0%	0.0%	27.2%	7.6%	5.0%	29.8%	0.0%	2.6%
South Korea	24.8%	0.0%	0.0%	13.6%	12.5%	0.0%	43.5%	0.0%	5.6%
Other Asia	23.0%	0.0%	0.0%	26.5%	11.9%	0.0%	29.4%	0.4%	8.8%
AUSTRALASIA	33.7%	0.2%	0.0%	4.8%	4.0%	0.2%	51.6%	0.0%	5.4%
Australia	36.3%	0.3%	0.0%	4.9%	4.4%	0.0%	49.2%	0.0%	4.9%
New Zealand	20.8%	0.0%	0.0%	4.4%	2.2%	1.4%	63.5%	0.0%	7.8%
Other Australia	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	38.5%	46.2%	0.0%
CENTRAL & SOUTH AMERICA	50.0%	0.0%	0.0%	10.1%	15.0%	0.0%	13.4%	1.2%	10.3%
Argentina	50.7%	0.0%	0.0%	0.0%	23.3%	0.0%	19.2%	0.0%	6.8%
Brazil	51.6%	0.0%	0.0%	12.2%	14.3%	0.0%	9.4%	1.0%	11.4%
Chile	38.1%	0.0%	0.0%	16.1%	22.9%	0.0%	14.6%	3.4%	4.9%
Other Central & South America	46.0%	0.0%	0.0%	3.9%	11.8%	0.0%	27.8%	2.2%	8.3%
EUROPE	43.6%	0.0%	0.0%	12.7%	10.9%	0.2%	26.7%	0.1%	5.7%
Austria	52.6%	0.0%	0.0%	8.1%	9.9%	0.0%	17.4%	0.0%	12.0%
Belgium	44.5%	0.0%	0.0%	12.6%	11.5%	0.0%	25.1%	0.0%	6.2%
Denmark	48.8%	0.0%	0.0%	8.3%	10.1%	0.0%	26.8%	0.0%	6.0%
Finland	57.6%	0.0%	0.0%	11.7%	19.2%	0.0%	9.5%	0.0%	2.0%
France	55.4%	0.0%	0.0%	10.4%	7.5%	0.3%	19.3%	0.0%	7.2%
Germany	49.4%	0.1%	0.2%	14.6%	11.8%	0.1%	18.7%	0.4%	4.7%
Ireland	33.0%	0.0%	0.0%	9.3%	9.1%	0.0%	46.2%	0.0%	2.3%
Italy	47.2%	0.0%	0.0%	13.3%	19.5%	0.0%	16.4%	0.0%	3.6%
The Netherlands	48.5%	0.0%	0.0%	12.1%	7.2%	0.0%	27.9%	0.2%	4.2%
Norway	53.4%	0.0%	0.0%	18.2%	10.1%	1.1%	10.1%	0.0%	7.1%
Portugal	27.5%	0.8%	0.0%	17.1%	20.2%	1.6%	28.4%	0.0%	4.3%
Russian Federation	38.8%	0.0%	0.0%	27.6%	17.2%	0.0%	10.1%	0.0%	6.2%
Spain	51.4%	0.0%	0.0%	16.2%	11.3%	0.0%	16.2%	0.0%	5.0%
Sweden	54.8%	0.0%	0.0%	8.9%	10.7%	0.0%	14.3%	0.0%	11.2%
Switzerland	53.8%	0.0%	0.0%	8.3%	13.0%	0.0%	17.6%	0.0%	7.4%
Turkey	33.4%	0.0%	0.0%	23.2%	23.2%	0.0%	13.4%	0.0%	6.8%
Uk	34.1%	0.1%	0.0%	10.2%	8.3%	0.4%	41.0%	0.2%	5.8%
Other Europe	31.9%	0.0%	0.0%	21.7%	22.4%	0.8%	17.4%	0.0%	5.8%
MIDDLE EAST	22.9%	0.1%	0.0%	8.9%	11.4%	0.0%	53.3%	0.4%	2.9%
United Arab Emirates	27.4%	0.0%	0.0%	18.8%	8.5%	0.0%	45.2%	0.0%	0.0%
Other Middle East	22.3%	0.1%	0.0%	7.6%	11.8%	0.0%	54.4%	0.5%	3.3%
NORTH AMERICA	57.2%	0.1%	0.0%	8.0%	7.3%	0.1%	21.0%	1.1%	5.3%
Canada	55.7%	0.0%	0.0%	4.9%	9.2%	0.0%	26.9%	0.0%	3.3%
USA	57.3%	0.1%	0.0%	8.3%	7.1%	0.1%	20.4%	1.2%	5.6%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	16.0%	3.6%	7.7%	5.3%	5.1%	1.1%	54.0%	1.1%	6.2%

A woman wearing a black leather jacket, patterned leggings, and a blue helmet is riding a Segway on a rocky stream bed. She is smiling and looking down at the water. The background is a lush green forest with many trees and ferns. Another person on a Segway is visible in the background on the left. The text "REPEAT RATE" is overlaid in the center of the image.

REPEAT RATE

APPENDIX

REPEAT VISITS BY COUNTRY					
Q2 2024					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	7.3%	14.0%	9.5%	10.5%	31.2%
Botswana	8.6%	7.0%	3.8%	4.7%	43.5%
Lesotho	1.0%	2.5%	3.4%	1.4%	16.3%
Malawi	14.8%	13.6%	6.1%	10.9%	49.7%
Mozambique	11.4%	16.2%	9.3%	7.0%	6.6%
Namibia	3.2%	9.2%	7.0%	16.1%	64.5%
Swaziland	1.3%	10.3%	10.3%	12.7%	35.7%
Zambia	8.5%	12.8%	11.9%	8.4%	51.3%
Zimbabwe	5.6%	18.8%	12.0%	15.2%	46.1%
Angola	18.8%	17.5%	15.5%	16.4%	31.7%
Democratic Republic of Congo	19.7%	14.1%	21.0%	13.1%	32.1%
Ethiopia	30.8%	11.8%	26.8%	24.3%	6.4%
Ghana	63.8%	18.5%	6.1%	5.1%	6.4%
Kenya	41.5%	20.8%	6.9%	19.8%	11.1%
Nigeria	39.3%	21.2%	11.1%	16.4%	12.0%
Tanzania	33.3%	16.4%	13.0%	14.7%	22.5%
Uganda	38.1%	21.2%	6.9%	14.2%	19.6%
Other Africa	27.9%	22.0%	20.0%	15.8%	14.2%
Asia	51.2%	20.1%	12.5%	10.3%	5.8%
China including Hong Kong	40.4%	17.4%	11.5%	19.7%	11.0%
India	55.0%	22.3%	12.6%	6.4%	3.8%
Japan	44.6%	23.2%	12.0%	12.9%	7.3%
Malaysia	50.5%	25.0%	8.7%	12.0%	3.8%
Singapore	45.2%	15.1%	19.6%	12.5%	7.5%
South Korea	52.3%	21.8%	13.2%	10.2%	2.6%
Other Asia	59.2%	14.9%	11.5%	8.5%	5.8%
Australasia	34.5%	23.3%	15.3%	14.5%	12.4%
Australia	34.6%	23.7%	14.8%	14.6%	12.4%
New Zealand	33.9%	21.6%	17.8%	14.2%	12.4%
Other Australasia	61.5%	0.0%	0.0%	38.5%	0.0%
South America	73.2%	11.6%	7.1%	2.8%	5.4%
Argentina	71.4%	13.5%	6.7%	1.9%	6.5%
Brazil	77.2%	10.5%	5.8%	0.9%	5.6%
Chile	65.4%	18.0%	4.9%	8.3%	3.4%
Other Central & South America	58.4%	13.3%	13.8%	10.1%	4.4%
Europe	47.1%	21.9%	12.4%	10.0%	8.7%
Austria	54.5%	24.5%	8.7%	8.0%	4.4%
Belgium	60.3%	18.0%	11.5%	7.9%	2.4%
Denmark	58.6%	21.2%	7.1%	4.4%	8.7%
Finland	65.3%	13.6%	9.7%	9.5%	2.0%
France	58.3%	20.6%	11.1%	5.5%	4.6%
Germany	48.1%	20.5%	14.9%	8.9%	7.6%
Ireland	32.8%	27.1%	17.1%	4.9%	18.1%
Italy	56.5%	25.7%	7.6%	4.4%	5.9%
Netherlands	47.3%	25.9%	10.3%	8.4%	8.1%
Norway	54.7%	27.8%	2.9%	8.5%	6.1%
Portugal	40.4%	22.4%	16.3%	7.8%	13.1%
Russian Fed	57.3%	19.7%	14.1%	7.7%	1.2%
Spain	63.6%	17.5%	9.5%	6.6%	2.9%
Sweden	59.9%	22.8%	7.9%	5.7%	3.6%
Switzerland	52.5%	21.1%	6.7%	9.4%	10.2%
Turkey	56.4%	11.9%	13.1%	16.8%	1.8%
UK	35.1%	21.6%	13.9%	15.7%	13.7%
Other Europe	42.5%	27.1%	14.9%	8.7%	6.8%
Middle East	41.6%	16.0%	5.6%	15.8%	21.0%
UAE	58.6%	12.1%	4.4%	11.1%	13.8%
Other Middle East	39.3%	16.5%	5.8%	16.4%	22.0%
North America	59.6%	18.8%	8.1%	7.6%	5.8%
Canada	53.4%	19.8%	11.1%	8.9%	6.8%
USA	60.3%	18.7%	7.8%	7.5%	5.7%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	16.5%	15.4%	9.8%	10.3%	26.4%



AGE CATEGORIES

APPENDIX

AGE CATEGORIES							
Q2 2024							
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	14.6%	21.4%	16.7%	21.2%	19.0%	4.6%	2.4%
Botswana	3.4%	11.2%	20.6%	29.8%	25.6%	7.1%	2.4%
Lesotho	25.3%	28.8%	16.4%	14.6%	10.9%	3.0%	1.0%
Malawi	1.6%	15.1%	16.7%	29.7%	31.6%	1.9%	3.3%
Mozambique	21.4%	26.0%	15.3%	16.4%	17.5%	2.9%	0.5%
Namibia	9.0%	10.4%	11.5%	20.4%	22.2%	10.3%	16.1%
eSwatini	27.3%	28.6%	18.6%	14.3%	9.3%	1.9%	0.0%
Zambia	4.6%	11.7%	18.6%	27.8%	30.3%	5.2%	1.9%
Zimbabwe	6.3%	16.9%	16.4%	26.8%	23.0%	6.5%	4.1%
Angola	5.5%	13.8%	12.7%	24.5%	31.6%	7.8%	4.1%
DRC	7.5%	14.1%	10.4%	25.5%	29.1%	11.5%	2.0%
Ethiopia	0.0%	12.4%	18.4%	35.9%	19.7%	9.1%	4.5%
Ghana	4.6%	31.2%	28.5%	15.7%	16.4%	1.3%	2.4%
Kenya	11.0%	21.8%	19.9%	29.5%	13.0%	4.0%	0.9%
Nigeria	4.9%	18.8%	21.4%	21.4%	24.5%	6.7%	2.3%
Tanzania	8.6%	18.5%	17.6%	18.6%	26.6%	6.7%	3.5%
Uganda	3.5%	16.2%	30.8%	23.8%	16.2%	8.0%	1.5%
Other Africa	4.1%	14.8%	17.7%	22.8%	30.6%	6.4%	3.6%
ASIA	6.7%	18.4%	20.4%	22.5%	21.7%	6.1%	4.2%
China including Hong Kong	5.9%	18.9%	19.1%	33.4%	15.7%	4.7%	2.2%
India	6.4%	17.3%	22.5%	19.0%	25.6%	5.5%	3.7%
Japan	7.2%	21.1%	18.6%	22.6%	17.0%	10.3%	3.2%
Malaysia	5.3%	16.0%	21.7%	23.0%	19.2%	3.8%	11.0%
Singapore	2.6%	12.5%	5.3%	10.0%	42.4%	9.7%	17.5%
South Korea	9.2%	30.6%	26.6%	15.6%	10.9%	4.0%	3.1%
Other Asia	9.9%	18.7%	20.2%	27.3%	14.3%	7.6%	2.0%
AUSTRALASIA	4.4%	11.7%	15.6%	13.3%	23.5%	15.1%	16.5%
Australia	3.5%	10.9%	14.8%	13.6%	24.7%	15.0%	17.5%
New Zealand	8.7%	15.6%	19.6%	11.9%	17.3%	15.3%	11.5%
Other Australia	0.0%	15.4%	38.5%	0.0%	0.0%	0.0%	46.2%
CENTRAL & SOUTH AMERICA	4.2%	17.5%	27.9%	20.6%	17.0%	8.3%	4.5%
Argentina	1.5%	21.2%	22.6%	13.3%	27.6%	8.4%	5.3%
Brazil	4.8%	16.2%	29.7%	21.8%	16.1%	8.5%	2.9%
Chile	2.8%	18.8%	20.6%	27.8%	18.8%	2.8%	8.3%
Other Central & South America	3.0%	21.4%	24.6%	16.6%	15.3%	9.0%	10.1%
EUROPE	5.7%	15.1%	15.3%	19.1%	26.5%	10.6%	7.8%
Austria	8.0%	20.8%	19.0%	16.9%	18.6%	10.5%	6.2%
Belgium	6.3%	18.6%	11.3%	17.0%	29.1%	8.8%	8.9%
Denmark	7.1%	15.7%	9.2%	19.4%	31.0%	12.4%	5.3%
Finland	2.0%	26.6%	17.3%	19.3%	19.5%	15.3%	0.0%
France	7.0%	17.5%	13.0%	19.4%	23.0%	10.4%	9.7%
Germany	4.4%	13.2%	14.6%	17.1%	30.0%	13.3%	7.4%
Ireland	4.7%	18.2%	20.0%	20.2%	21.7%	6.7%	8.5%
Italy	3.0%	17.4%	19.2%	22.3%	22.3%	12.9%	3.0%
The Netherlands	5.7%	12.0%	14.3%	19.9%	33.4%	7.3%	7.5%
Norway	0.0%	20.5%	17.2%	23.8%	21.5%	13.1%	4.0%
Portugal	1.9%	10.5%	17.4%	26.9%	30.2%	9.2%	4.0%
Russian Federation	4.7%	28.8%	25.3%	19.4%	16.0%	3.1%	2.8%
Spain	2.0%	20.9%	21.9%	20.0%	20.0%	8.7%	6.6%
Sweden	6.8%	15.2%	12.5%	15.5%	32.2%	12.3%	5.6%
Switzerland	7.8%	10.7%	10.4%	18.4%	36.4%	11.1%	5.2%
Turkey	6.8%	16.4%	17.0%	21.9%	26.2%	3.3%	8.3%
Uk	6.3%	13.2%	14.4%	18.2%	25.9%	12.3%	9.7%
Other Europe	8.2%	13.2%	20.8%	23.0%	23.9%	6.4%	4.5%
MIDDLE EAST	4.4%	18.8%	31.1%	12.3%	17.1%	8.3%	7.8%
United Arab Emirates	8.5%	25.4%	26.4%	23.2%	3.6%	6.1%	6.8%
Other Middle East	3.9%	17.9%	31.8%	10.9%	19.0%	8.6%	8.0%
NORTH AMERICA	6.6%	12.5%	12.4%	16.2%	24.0%	13.9%	14.4%
Canada	2.5%	5.8%	10.2%	16.5%	37.5%	14.4%	13.0%
USA	7.0%	13.2%	12.7%	16.2%	22.5%	13.8%	14.6%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	12.8%	20.0%	16.5%	20.6%	20.1%	6.0%	3.9%



ACTIVITIES

APPENDIX

ACTIVITIES UNDERTAKEN															
Q2 2024															
	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	78.4%	69.7%	35.0%	98.1%	58.1%	11.9%	72.2%	75.6%	38.1%	78.0%	17.4%	9.2%	0.0%	15.9%	34.2%
Botswana	3.5%	8.1%	0.9%	7.1%	0.0%	0.7%	2.7%	2.3%	2.2%	2.8%	0.5%	0.3%	0.0%	0.5%	0.7%
Lesotho	6.6%	20.2%	6.1%	1.9%	15.6%	1.6%	23.1%	36.2%	1.0%	26.3%	1.5%	0.4%	0.0%	1.9%	2.9%
Malawi	1.8%	1.2%	0.4%	9.4%	4.1%	0.1%	0.5%	2.0%	1.4%	0.4%	0.4%	0.2%	0.0%	0.3%	0.6%
Mozambique	23.1%	2.8%	0.5%	14.0%	1.2%	0.0%	0.7%	0.0%	3.2%	3.0%	0.1%	0.1%	0.0%	0.8%	0.5%
Namibia	1.5%	2.8%	1.2%	0.4%	0.4%	2.7%	7.5%	6.0%	2.5%	5.7%	2.0%	0.7%	0.0%	1.4%	6.0%
Eswatini	6.7%	3.9%	0.0%	5.0%	0.0%	0.0%	7.8%	2.4%	0.5%	3.3%	0.1%	0.6%	0.0%	0.1%	5.8%
Zambia	2.1%	1.1%	0.5%	4.1%	0.9%	0.2%	1.4%	3.7%	3.0%	2.6%	0.8%	0.1%	0.0%	0.6%	1.1%
Zimbabwe	29.9%	25.3%	20.5%	55.8%	29.6%	3.6%	26.4%	21.7%	12.7%	21.0%	6.2%	4.2%	0.0%	5.9%	12.9%
Angola	0.4%	0.6%	0.1%	0.2%	1.1%	0.6%	0.4%	0.5%	0.9%	1.5%	0.6%	0.4%	0.0%	0.7%	0.7%
DRC	0.4%	0.4%	0.7%	0.1%	0.5%	0.1%	0.2%	0.0%	1.0%	0.7%	0.4%	0.1%	0.0%	0.3%	0.3%
Ethiopia	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.3%	0.1%	0.1%	0.0%	0.1%	0.1%
Ghana	0.4%	0.7%	0.7%	0.0%	0.7%	0.5%	0.3%	0.0%	1.0%	1.9%	0.8%	0.4%	0.0%	0.6%	0.6%
Kenya	0.5%	0.3%	0.6%	0.0%	0.0%	0.5%	0.3%	0.3%	2.4%	3.3%	1.1%	0.2%	0.0%	0.4%	0.4%
Nigeria	0.3%	0.4%	0.4%	0.0%	0.8%	0.2%	0.3%	0.1%	1.0%	1.4%	0.4%	0.2%	0.0%	0.3%	0.3%
Tanzania	0.3%	0.3%	0.5%	0.0%	0.0%	0.1%	0.0%	0.2%	1.1%	1.1%	0.4%	0.1%	0.0%	0.3%	0.3%
Uganda	0.2%	0.3%	0.3%	0.0%	0.4%	0.0%	0.2%	0.0%	0.7%	0.4%	0.2%	0.0%	0.0%	0.2%	0.1%
Other Africa	0.8%	1.2%	1.6%	0.0%	3.0%	0.8%	0.3%	0.1%	3.5%	2.0%	1.7%	1.1%	0.0%	1.6%	0.9%
ASIA	2.9%	2.2%	7.0%	0.3%	11.4%	6.3%	1.1%	1.0%	14.6%	5.2%	7.1%	6.4%	0.3%	8.0%	5.9%
China including Hong Kong	0.5%	0.7%	1.3%	0.1%	1.1%	0.9%	0.4%	0.3%	3.3%	0.3%	1.0%	1.0%	0.3%	1.2%	0.9%
India	1.3%	0.5%	3.8%	0.0%	8.0%	3.3%	0.4%	0.4%	7.4%	3.6%	3.4%	3.2%	0.0%	3.8%	3.5%
Japan	0.2%	0.0%	0.3%	0.0%	0.4%	0.3%	0.2%	0.2%	1.3%	0.5%	0.3%	0.2%	0.0%	0.5%	0.2%
Malaysia	0.1%	0.2%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.2%	0.2%	0.0%	0.3%	0.2%
Singapore	0.2%	0.2%	0.3%	0.2%	0.7%	0.5%	0.0%	0.0%	0.7%	0.1%	0.8%	0.8%	0.0%	0.7%	0.4%
South Korea	0.1%	0.2%	0.2%	0.0%	0.6%	0.3%	0.1%	0.2%	0.3%	0.1%	0.3%	0.3%	0.0%	0.4%	0.3%
Other Asia	0.4%	0.5%	1.1%	0.1%	0.5%	0.7%	0.0%	0.0%	1.3%	0.5%	1.0%	0.7%	0.0%	1.2%	0.5%
AUSTRALASIA	1.5%	1.2%	1.8%	0.3%	4.0%	4.3%	2.0%	3.7%	1.9%	0.3%	4.2%	5.8%	1.4%	5.0%	4.1%
Australia	1.2%	1.1%	1.6%	0.1%	3.5%	3.6%	1.3%	2.0%	1.8%	0.3%	3.3%	5.0%	1.4%	4.1%	3.5%
New Zealand	0.3%	0.1%	0.2%	0.2%	0.5%	0.7%	0.7%	1.7%	0.1%	0.0%	0.9%	0.9%	0.0%	0.9%	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	0.9%	0.3%	2.6%	0.0%	0.7%	2.4%	0.9%	0.1%	2.9%	1.5%	4.1%	4.7%	0.5%	3.6%	2.3%
Argentina	0.1%	0.0%	0.0%	0.0%	0.3%	0.1%	0.1%	0.0%	0.2%	0.0%	0.2%	0.3%	0.5%	0.3%	0.1%
Brazil	0.7%	0.1%	2.6%	0.0%	0.0%	1.8%	0.4%	0.0%	2.2%	1.1%	3.4%	3.6%	0.0%	2.8%	1.9%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%
Other Central & South America	0.2%	0.2%	0.1%	0.0%	0.4%	0.4%	0.4%	0.0%	0.3%	0.3%	0.4%	0.7%	0.0%	0.4%	0.2%
EUROPE	9.9%	17.0%	34.0%	1.0%	12.6%	49.2%	20.9%	15.7%	29.3%	10.8%	42.2%	44.3%	11.1%	42.1%	35.8%
Austria	0.1%	0.2%	0.7%	0.0%	0.1%	0.8%	0.4%	0.3%	0.3%	0.4%	0.7%	0.8%	0.0%	0.7%	0.5%
Belgium	0.3%	0.6%	0.7%	0.0%	0.7%	1.6%	0.4%	0.3%	0.7%	0.3%	1.6%	1.5%	0.6%	1.5%	1.2%
Denmark	0.1%	0.3%	0.4%	0.0%	0.3%	0.6%	0.4%	0.2%	0.2%	0.2%	0.6%	0.7%	0.8%	0.5%	0.4%
Finland	0.1%	0.1%	0.4%	0.0%	0.0%	0.3%	0.3%	0.0%	0.2%	0.0%	0.2%	0.3%	0.0%	0.3%	0.2%
France	1.3%	2.5%	5.6%	0.3%	0.9%	7.3%	2.9%	2.2%	3.0%	2.0%	7.4%	7.6%	3.2%	6.7%	4.9%
Germany	1.4%	2.4%	6.8%	0.2%	1.6%	7.9%	1.4%	1.8%	5.0%	1.5%	6.0%	7.2%	1.8%	6.5%	5.7%
Ireland	0.3%	0.4%	0.8%	0.0%	0.4%	1.1%	0.4%	0.3%	0.7%	0.2%	1.3%	0.8%	0.0%	1.0%	1.1%
Italy	0.5%	0.4%	1.5%	0.0%	0.4%	2.1%	0.9%	1.0%	2.0%	0.3%	1.9%	2.2%	0.4%	2.0%	1.4%
The Netherlands	0.9%	1.6%	2.4%	0.1%	0.5%	5.2%	1.7%	1.3%	2.4%	0.9%	3.4%	4.2%	0.3%	3.8%	3.6%
Norway	0.1%	0.3%	0.3%	0.0%	0.0%	0.6%	0.3%	0.3%	0.4%	0.1%	0.5%	0.6%	0.3%	0.5%	0.4%
Portugal	0.2%	0.4%	0.4%	0.0%	0.4%	0.8%	0.3%	0.4%	0.7%	0.1%	0.6%	0.5%	0.0%	0.6%	0.5%
Russian Federation	0.4%	0.4%	0.5%	0.3%	0.9%	1.2%	1.1%	0.9%	1.6%	0.4%	1.2%	1.1%	0.6%	1.0%	0.8%
Spain	0.3%	0.6%	1.5%	0.0%	0.0%	1.6%	0.5%	0.0%	1.1%	0.5%	1.5%	1.3%	0.0%	1.2%	1.0%
Sweden	0.2%	0.3%	0.8%	0.0%	0.2%	1.0%	0.6%	0.1%	0.5%	0.3%	0.8%	0.9%	0.0%	0.8%	0.7%
Switzerland	0.3%	0.6%	1.1%	0.1%	0.0%	1.7%	0.8%	0.3%	0.7%	0.5%	1.4%	1.5%	0.3%	1.5%	1.1%
Turkey	0.2%	0.7%	0.7%	0.0%	0.0%	0.8%	0.5%	0.6%	1.1%	0.3%	0.8%	0.5%	0.0%	0.7%	0.6%
Uk	3.0%	5.0%	8.9%	0.1%	5.9%	13.5%	6.3%	5.0%	6.9%	2.6%	11.0%	10.8%	2.8%	11.8%	10.6%
Other Europe	0.4%	0.2%	0.5%	0.0%	0.2%	1.0%	1.9%	1.0%	1.8%	0.3%	1.2%	1.6%	0.0%	1.1%	1.1%
MIDDLE EAST	0.7%	1.3%	1.0%	0.0%	1.6%	1.7%	0.0%	0.1%	1.2%	0.4%	0.8%	1.4%	1.1%	1.8%	1.1%
United Arab Emirates	0.1%	0.2%	0.0%	0.0%	1.6%	0.2%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	1.1%	0.3%	0.1%
Other Middle East	0.6%	1.1%	0.9%	0.0%	0.0%	1.4%	0.0%	0.1%	1.1%	0.4%	0.7%	1.2%	0.0%	1.5%	1.0%
NORTH AMERICA	5.6%	8.3%	18.6%	0.3%	11.6%	24.3%	2.8%	3.9%	12.0%	3.8%	24.4%	28.1%	85.5%	23.5%	16.5%
Canada	0.5%	0.6%	1.6%	0.0%	0.5%	3.2%	0.2%	0.2%	1.3%	0.4%	2.6%	3.1%	4.6%	2.7%	2.4%
USA	5.1%	7.7%	17.0%	0.3%	11.1%	21.1%	2.7%	3.7%	10.7%	3.4%	21.8%	25.0%	81.0%	20.8%	14.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**INTERNATIONAL
ARRIVALS —
PROVINCIAL
DISTRIBUTION**

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
	Q2 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	718 054	72 704	18 421	121 574	427 751	60 246	46 030	10 506	138 956
Botswana	41 512	1 626	2 288	2 229	1 963	15 319	23 669	139	3 843
Lesotho	35 835	4 992	3 370	3 348	1 455	0	5 306	2 494	129 334
Malawi	27 399	1 868	171	1 133	0	368	60	0	0
Mozambique	56 766	590	804	1 805	318 103	1 761	1 397	0	730
Namibia	10 229	19 652	1 662	902	572	51	1 860	5 775	574
Swaziland	41 091	450	490	67 391	94 231	1 979	526	0	481
Zambia	25 121	2 647	402	10 329	634	226	110	56	107
Zimbabwe	438 254	29 205	7 066	29 795	9 740	39 701	12 013	1 731	3 418
Angola	5 069	1 810	156	254	28	118	73	73	0
Democratic Republic of Congo	4 829	790	170	299	0	53	231	0	117
Ethiopia	997	371	216	239	25	27	0	0	0
Ghana	5 116	1 633	180	531	90	90	260	0	0
Kenya	7 285	1 252	688	1 109	225	87	225	87	174
Nigeria	3 376	1 201	69	364	75	0	35	59	73
Tanzania	4 247	751	138	557	133	196	101	0	0
Uganda	2 361	303	41	177	0	93	41	0	0
Other Africa	8 567	3 563	509	1 112	478	177	122	92	104
Asia	29 175	18 143	4 044	8 070	4 050	1 928	2 841	288	466
China including Hong Kong	6 356	3 012	554	895	669	468	259	184	179
India	13 619	7 822	1 590	5 342	1 598	590	2 152	0	0
Japan	2 268	1 461	404	351	190	81	71	40	81
Malaysia	1 135	856	182	157	188	57	91	0	0
Singapore	1 227	1 376	301	450	466	311	0	0	0
South Korea	1 252	947	266	301	237	38	244	30	94
Other Asia	3 316	2 669	746	574	703	383	23	34	112
Australasia	14 845	12 400	3 523	3 702	4 090	2 493	1 614	392	557
Australia	12 114	10 343	2 883	3 120	3 575	1 956	1 393	345	401
New Zealand	2 724	2 057	640	575	515	537	221	47	156
Other Australasia	7	0	0	6	0	0	0	0	0
South America	10 077	9 042	2 006	1 029	3 748	1 927	1 289	202	282
Argentina	785	615	38	43	156	117	162	0	62
Brazil	7 477	7 120	1 825	762	2 713	1 507	852	103	220
Chile	542	276	20	80	84	94	65	0	0
Other Central & South America	1 273	1 031	123	144	794	210	210	98	0
Europe	74 760	107 855	21 127	18 544	29 311	14 092	6 956	2 031	2 795
Austria	865	1 580	373	293	604	369	38	131	91
Belgium	2 688	3 318	777	740	1 084	623	285	50	0
Denmark	962	1 089	368	220	414	374	197	54	36
Finland	374	691	132	94	189	148	20	0	0
France	9 859	15 158	2 292	3 098	6 093	2 799	1 008	87	125
Germany	10 755	15 848	3 963	2 894	5 914	1 983	712	172	319
Ireland	1 796	3 068	841	477	401	233	122	122	225
Italy	3 421	5 441	865	363	1 587	677	237	146	80
Netherlands	6 030	10 866	2 115	1 974	3 107	1 707	708	101	323
Norway	761	1 160	232	161	263	212	85	40	0
Portugal	1 525	1 482	122	264	239	126	97	29	53
Russian Fed	3 011	2 556	485	338	354	555	107	285	178
Spain	2 351	3 309	451	285	973	583	352	345	112
Sweden	1 084	1 991	218	282	524	290	90	39	0
Switzerland	2 250	3 722	780	619	1 008	281	257	17	77
Turkey	1 908	1 779	246	365	127	119	0	66	246
UK	21 562	31 590	6 209	5 565	5 381	2 669	2 031	239	845
Other Europe	3 559	3 206	657	512	1 051	344	611	110	83
Middle East	7 141	3 524	299	1 030	797	201	424	0	0
UAE	622	646	25	180	36	25	95	0	0
Other Middle East	6 520	2 878	274	850	761	176	329	0	0
North America	54 838	52 217	7 982	12 997	22 300	11 476	5 695	2 254	2 751
Canada	5 238	6 978	1 374	1 495	2 540	1 010	537	280	421
USA	49 600	45 239	6 608	11 502	19 760	10 466	5 158	1 974	2 329
TOTAL	908 890	275 886	57 402	166 947	492 047	92 364	64 848	15 672	145 807



**TOP 20 ATTRACTIONS
PER PROVINCE**

APPENDIX

	GAUTENG TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Sandton City / Mandela Square	41.3%	43.4%	43.3%
None	19.7%	18.6%	16.7%
Mall of Africa	5.7%	14.5%	16.4%
Apartheid Museum	20.8%	11.3%	15.3%
Mandela house (Soweto)	16.0%	11.2%	13.6%
Menlyn Maine Shopping Centre	0.0%	10.2%	13.2%
Tour of Soweto	15.1%	9.7%	13.1%
Eastgate Mall	10.9%	11.2%	11.0%
Constitution Hill	7.6%	5.5%	7.6%
Rhino and Lion Nature Reserve	12.2%	3.7%	5.7%
Mahoning Precinct (e.g. Pop Art Theatre, Cinema, Gallery etc.)	6.0%	2.4%	5.3%
Rosebank	4.2%	4.1%	5.0%
Union Buildings	6.2%	3.1%	4.8%
Braamfontein Neighbour Goods Market	5.8%	1.7%	3.6%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	4.8%	2.1%	3.6%
Walter Sisulu Botanical Gardens	1.8%	1.5%	2.8%
Fourways	1.1%	1.7%	2.6%
Newtown Market Theatre	1.3%	1.4%	2.5%
NewTown Precinct Mall / Turbine Hall	1.0%	0.8%	2.3%
Lesedi Cultural Village	1.4%	1.1%	2.2%

	WESTERN CAPE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
V&A Waterfront	72.6%	74.0%	79.4%
Cape Town Central City	59.8%	59.0%	69.2%
Camps Bay	52.3%	51.0%	60.5%
Cape Point	57.0%	50.9%	58.5%
Table Mountain Cableway	55.5%	45.3%	55.1%
Boulder National Park	44.6%	54.9%	53.7%
The Winelands	43.5%	46.7%	53.0%
Kirstenbosch Botanical Gardens	29.6%	30.9%	35.1%
Lion's Head	1.2%	23.4%	33.5%
Canal Walk Mall	1.0%	27.6%	31.8%
Clifton Beach	25.8%	18.9%	28.9%
Muizenberg Beach	15.4%	18.0%	23.6%
The Garden Route	24.9%	24.7%	22.1%
Robben Island	18.6%	17.4%	20.7%
Table Mountain (not cableway)	29.3%	27.4%	20.5%
Hermanus	12.7%	16.4%	15.9%
Tsitsikamma National Park	12.0%	11.6%	14.5%
Cango Caves	8.9%	12.1%	13.4%
Cape Town Ostrich Ranch / Cape Point Ostrich Farms	7.5%	9.9%	11.0%
Cape Town Whale watching	4.3%	6.7%	10.1%

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Addo Elephant Park	48.7%	50.5%	46.7%
Storms River	29.9%	32.8%	27.5%
Board Walk shopping Mall	12.4%	20.8%	26.0%
Warmer Park	8.7%	15.7%	22.0%
Bloukrans Bridge Bungy (Highest Bungy)	12.2%	14.0%	20.0%
Greenacres Mall	10.6%	16.2%	18.9%
None	15.8%	13.7%	17.2%
Tree Top Canopy Tour Tsitsikama forest	8.1%	19.0%	11.1%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.2%	4.8%	10.1%
Valley of Desolation / Owl House / Karoo / Olive Shreiner Museum	2.1%	6.7%	9.3%
Wild Fly Fishing - Sommerset East	1.3%	6.3%	8.9%
Nelson Mandela Museum (Mthatha)	4.6%	8.4%	8.1%
Nelson Mandela's Homestead / Gravesite (Qunu)	2.1%	4.8%	6.9%
Tiffendel Ski Resort	7.4%	3.7%	3.9%
Baywest Mall	1.6%	1.3%	2.0%
Name of Resorts/Safari	0.0%	0.0%	1.6%
Hemmingways Mall	1.1%	1.1%	1.4%
Pumba Game reserve	0.7%	0.7%	1.0%
Jeffreys Bay	1.1%	0.7%	0.8%
Coffee Bay	0.0%	0.1%	0.8%

	KwaZULU-NATAL TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Durban north coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	21.9%	36.2%	40.1%
Gateway Mall	28.7%	35.7%	37.2%
Durban North Beach	27.6%	28.5%	25.0%
uShaka Marine World	17.7%	17.5%	19.6%
Drakensberg Mountains	22.9%	19.5%	17.9%
Pavilion Mall	11.9%	15.8%	17.1%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	19.5%	18.3%	17.0%
Durban South Beach	23.9%	19.7%	16.6%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral	12.7%	18.9%	15.9%
None	9.7%	9.8%	13.3%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc..)	9.1%	10.7%	11.8%
Florida Road (Durban)	12.0%	9.1%	9.9%
La Lucia	16.3%	9.1%	9.6%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	7.3%	4.2%	8.4%
iSimangaliso Wetland Park	9.6%	7.8%	5.5%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	3.4%	5.6%	4.9%
Sun Coast Casino	4.4%	4.2%	4.3%
Sodwana Bay	3.1%	3.1%	4.1%
Moses Mabhida Stadium	4.7%	3.8%	3.8%
Valley of 1000 Hills (Phezulu, Krantzklouf Nature Reserve)	2.7%	2.3%	3.6%

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bride	87.0%	81.8%	82.8%
Blyde River Canyon God's Window	41.2%	45.9%	49.4%
Bourke's Luck Potholes	18.2%	22.4%	27.6%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives etc..)	11.4%	24.4%	24.9%
Panorama	17.0%	18.9%	20.9%
3 Rondavals	0.1%	11.6%	17.8%
Pilgrim's Rest	9.9%	9.7%	16.1%
Hazyview Mall	7.8%	13.7%	11.9%
White river	7.4%	7.1%	11.8%
Sabie	7.3%	7.1%	9.8%
Mala Rondels Game Reserve	1.5%	3.9%	9.1%
Sabi Sands Game Reserve	6.2%	4.9%	7.5%
Sabi Rondels Game Reserve	5.8%	10.7%	7.5%
Crocodile River Enviro Park	2.5%	2.6%	7.3%
The Pinnacle	5.4%	5.3%	6.8%
Dullstroom fly fishing	4.2%	9.6%	6.4%
Nelspruit Botanical Gardens	3.5%	5.9%	5.6%
None	3.0%	5.7%	5.4%
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc..)	0.9%	4.2%	5.4%
Shangoni cultural Village	0.3%	1.4%	4.2%

	LIMPOPO TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Kruger National Park via Orpen, Phalaborwa, Punda Maria	54.5%	60.5%	61.3%
Maphugubwe National Park	16.2%	18.1%	17.3%
Bela Mapungubwe Conservatory	5.3%	10.0%	11.1%
None	14.5%	8.5%	6.8%
Names of Resorts/Safari	0.0%	2.8%	4.4%
Mapungubwe Cultural Landscape	4.7%	5.0%	4.4%
Southpansberg Mountains	1.5%	2.7%	4.1%
The Chuene Resort	0.1%	1.6%	3.7%
Nandoni Dam	0.7%	3.7%	3.2%
Kapama Game Reserve	0.5%	1.6%	2.6%
Private Game Reserves	0.0%	2.0%	2.4%
Mall of the North	1.6%	3.6%	2.3%
Timbavati Game Reserve	1.6%	1.9%	1.9%
Mabula Game Reserve	2.0%	1.0%	1.5%
Thorny Bush Game Reserve	1.2%	1.1%	1.5%
Ga (modjadji) / Motjaji	0.6%	2.0%	1.3%
Karongwe Game Reserve	1.3%	1.7%	1.2%
Makalali Game Reserve	0.6%	0.6%	1.1%
Welgevanden Game Reserve	1.7%	0.7%	1.1%
Balule Nature Reserve	0.6%	1.0%	0.9%

APPENDIX

	NORTH WEST TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Pilansberg National Park	50.1%	43.6%	44.3%
Sun City Lost City	41.2%	29.9%	23.8%
Hartbeespoort Dam	11.7%	10.8%	13.6%
Madikwe Game reserve	7.0%	9.6%	12.2%
Hartbeespoort - Snake Park	4.8%	8.6%	10.7%
Waterfall Mall (Rustenburg)	5.9%	8.3%	10.5%
None	9.3%	10.6%	8.0%
Potchefstroom University	4.0%	5.7%	6.0%
Klerksdorp Mall	3.1%	7.5%	5.8%
Barberspan bird sanctuary	1.3%	6.1%	5.0%
Brits Mall	1.3%	5.2%	4.6%
The cradle of humankind	4.2%	6.8%	4.3%
Upside-down House	0.0%	1.7%	3.4%
Mooi River Mall	1.3%	2.7%	2.9%
Bloemhof Dam Nature Reserve	0.7%	4.8%	2.6%
Ukutula Game Lodge	0.5%	1.6%	2.3%
Mafikeng Mall	2.3%	4.5%	1.8%
Magaliesburg Resort	2.8%	3.3%	1.7%
Names of Resorts/Safari	0.0%	0.4%	1.3%
Private Game Reserve	0.0%	0.0%	1.0%

	NORTHERN CAPE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Kimberley Big Hole	23.4%	39.9%	35.1%
Kimberley Museum	17.6%	32.8%	24.2%
None	33.7%	21.0%	23.4%
Kgalagadi Transfrontier Park	16.4%	19.5%	18.6%
Diamond Mall	9.7%	36.7%	17.5%
Augrabies Falls	13.3%	18.5%	14.6%
Mokala National Park	10.3%	11.6%	13.7%
Names of Resorts/Safari	0.0%	1.0%	5.1%
Namaqualand Flowers	5.4%	16.9%	5.1%
Kalahari mall	0.3%	0.3%	2.8%
San Cultural Villages (e.g. Khomani San Village etc.) (Specify)	2.4%	8.2%	2.7%
Blue flag beach at Mcdougall Bay	1.9%	9.0%	1.8%
Sutherland and Carnarvon - Stargazing (Salt and SKA)	0.7%	10.6%	1.3%
Gambling centre eg:casino	0.0%	0.0%	1.3%
Uppington Mall	0.0%	0.0%	0.9%
Goegap Nature Reserve	0.0%	0.0%	0.9%
Unspecified Shopping Mall	0.0%	0.0%	0.6%
North Cape Mall	0.7%	0.0%	0.4%
Tswalu Kalahari Reserve	0.0%	1.5%	0.3%
Kimberley - Big Hole, Museum	0.0%	0.0%	0.0%

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2023	Q2 2024
Mimosa Mall	13.3%	21.7%	31.3%
None	31.8%	27.9%	30.0%
Waterfront	9.4%	20.9%	26.0%
Welkom Mall	6.2%	10.0%	13.3%
Golden Gate National Park	20.6%	11.6%	10.5%
Black Mountain Hotel	2.4%	3.5%	6.0%
University of Free State	5.2%	5.9%	5.7%
Free State stadium/Vodacom Park	2.4%	4.7%	5.1%
Cheetah Experience	11.4%	5.8%	4.6%
Sterkfontein dam Nature Reserve	4.3%	2.6%	3.7%
Names of Resorts/Safari	0.0%	2.2%	3.7%
Private Game Reserve	0.0%	0.0%	2.8%
Dihlabeng Mall	0.0%	1.6%	2.7%
Clarens Ash River Outfall	8.9%	5.4%	2.6%
Basotho cultural village	6.9%	3.2%	2.5%
Maluti Cave Hiking Trail	1.9%	2.9%	2.5%
Northridge Mall	0.5%	1.5%	1.8%
Bushmen Paintings in Schaaplaats	1.9%	3.6%	1.5%
Navel Hill	1.8%	1.3%	1.5%
Gariiep Dam	3.4%	2.0%	1.4%

A woman wearing a black leather jacket, patterned leggings, and a black helmet is riding a Segway on a rocky, muddy trail. She is smiling and looking down at the path. In the background, another person is also riding a Segway on the same trail. The scene is set in a lush, green forest with many trees and ferns. The ground is wet and muddy, with water splashing around the Segway's wheels.

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

APPENDIX

GAUTENG TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2024

	Sandton City / Mandela Square	None	Mall of Africa	Apartheid Museum	Mandela House (Soweto)	Menlyn Maine Shopping Centre	Tour of Soweto	Eastgate Mall	Constitution Hill	Rhino and Lion Nature Reserve	Maobing Precinct (e.g. Pop Art Theatre, Cinema, Gallery etc.)	Rosebank	Union Buildings	Braamfontein Neighbour Goods Market	Maropeng and Stekfontein Caves (Cradle of Humankind)	Water Sisulu Botanical Gardens	Fourways	Newtown Market Theatre	NewTown Precinct Mall / Turbine Hall	Lesedi Cultural Village
AFRICA	41.1%	17.3%	17.0%	3.1%	4.2%	13.2%	3.1%	17.1%	1.6%	1.7%	2.0%	5.1%	1.6%	1.4%	0.7%	0.8%	3.4%	0.6%	0.6%	0.3%
Botswana	37.5%	32.0%	10.9%	0.0%	1.3%	7.4%	1.3%	9.7%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Lesotho	13.6%	31.8%	18.3%	0.0%	4.6%	22.8%	0.0%	9.1%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	34.2%	18.8%	20.1%	5.4%	1.5%	11.1%	0.0%	13.2%	0.0%	0.0%	1.3%	6.7%	0.0%	1.3%	0.0%	1.2%	1.2%	0.0%	0.0%	0.0%
Mozambique	41.1%	16.7%	15.1%	0.0%	0.0%	20.3%	0.0%	22.5%	0.0%	0.0%	1.6%	3.8%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	1.6%	0.0%
Namibia	31.1%	28.9%	14.3%	2.4%	1.6%	11.7%	3.3%	10.0%	1.6%	0.8%	1.6%	7.7%	0.0%	0.8%	0.8%	1.6%	0.8%	1.8%	0.8%	0.8%
Eswatini	31.2%	34.3%	11.4%	0.0%	0.0%	0.0%	3.8%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	47.0%	16.1%	20.4%	1.4%	2.8%	10.7%	2.2%	12.6%	1.3%	0.7%	1.3%	9.2%	0.7%	2.1%	0.0%	0.7%	4.7%	1.4%	0.7%	0.0%
Zimbabwe	35.1%	15.1%	18.6%	1.4%	2.6%	11.9%	1.0%	19.3%	0.7%	0.3%	1.4%	4.3%	0.6%	1.1%	0.7%	1.0%	5.2%	0.0%	0.0%	0.0%
Angola	35.1%	8.8%	20.3%	1.9%	3.9%	29.0%	3.1%	36.3%	2.5%	1.7%	2.3%	5.9%	2.3%	2.0%	1.2%	1.7%	2.6%	1.9%	0.0%	0.6%
DRC	45.1%	15.4%	25.3%	3.5%	8.3%	13.3%	4.9%	29.2%	1.1%	3.5%	1.1%	0.0%	3.5%	3.4%	0.0%	0.0%	4.7%	2.4%	1.1%	1.3%
Ethiopia	50.2%	30.8%	5.6%	5.6%	0.0%	7.8%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Ghana	62.6%	10.4%	17.0%	6.6%	6.6%	17.0%	5.1%	10.0%	1.6%	1.8%	1.8%	4.9%	3.1%	1.6%	0.0%	0.0%	1.8%	1.6%	1.6%	0.0%
Kenya	53.4%	14.9%	8.9%	6.2%	9.5%	7.7%	8.6%	10.6%	3.9%	1.2%	2.1%	5.4%	3.6%	1.9%	2.2%	1.2%	3.1%	0.0%	0.0%	2.1%
Nigeria	54.6%	11.1%	24.4%	6.1%	13.7%	13.5%	7.2%	13.0%	1.8%	2.7%	1.8%	7.1%	3.2%	2.2%	0.0%	1.2%	2.5%	0.6%	1.2%	0.4%
Tanzania	41.5%	11.5%	15.6%	2.1%	6.1%	15.1%	5.0%	15.1%	3.0%	0.0%	0.0%	5.4%	4.2%	1.8%	0.0%	0.0%	2.2%	1.2%	0.9%	0.0%
Uganda	37.0%	18.9%	15.9%	10.6%	10.1%	8.0%	7.9%	11.9%	2.2%	2.2%	4.4%	7.5%	5.3%	2.2%	2.2%	0.0%	0.0%	2.2%	0.0%	0.0%
Other Africa	55.6%	16.1%	14.2%	11.4%	9.0%	15.3%	8.1%	18.3%	6.7%	13.4%	9.0%	7.1%	5.3%	3.6%	3.4%	1.4%	4.1%	1.2%	3.0%	0.0%
ASIA	45.1%	16.7%	20.7%	13.0%	8.0%	11.1%	7.6%	8.7%	5.2%	10.2%	3.2%	5.3%	6.5%	3.9%	4.1%	3.6%	1.8%	1.9%	2.1%	2.0%
China including Hong Kong	57.8%	14.3%	18.5%	7.8%	5.9%	11.8%	6.6%	8.7%	5.0%	9.2%	1.7%	2.4%	4.6%	1.7%	3.3%	4.6%	1.2%	0.8%	0.9%	1.3%
India	43.0%	20.4%	20.2%	14.2%	8.1%	10.4%	6.9%	8.1%	4.8%	11.2%	3.2%	5.9%	9.0%	4.7%	3.5%	3.8%	2.4%	2.8%	2.7%	2.3%
Japan	55.7%	12.3%	18.7%	6.9%	1.6%	3.3%	3.1%	5.0%	5.1%	3.1%	0.2%	10.4%	0.0%	3.4%	1.6%	0.0%	3.1%	1.8%	1.6%	0.0%
Malaysia	40.7%	22.4%	26.2%	23.9%	15.9%	21.1%	18.8%	0.0%	15.9%	5.0%	13.8%	0.0%	18.8%	13.8%	13.8%	13.8%	0.0%	5.8%	13.8%	13.8%
Singapore	25.6%	6.6%	24.3%	24.5%	12.1%	19.0%	12.1%	24.8%	12.1%	12.4%	12.1%	6.6%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	40.5%	13.8%	13.5%	5.4%	8.1%	16.2%	5.1%	9.0%	0.0%	8.7%	0.0%	8.1%	6.0%	0.0%	3.0%	2.7%	3.0%	0.0%	0.0%	2.7%
Other Asia	32.8%	12.2%	27.7%	16.8%	11.5%	9.6%	10.6%	10.5%	2.7%	14.6%	2.2%	5.2%	3.0%	5.0%	3.7%	1.9%	0.0%	0.7%	0.0%	0.0%
AUSTRALASIA	28.8%	21.6%	16.7%	10.4%	11.1%	18.5%	10.0%	7.2%	5.8%	2.6%	1.5%	5.0%	4.6%	1.1%	2.7%	1.5%	5.8%	1.6%	0.8%	0.8%
Australia	29.1%	20.9%	14.3%	11.4%	12.3%	17.2%	11.8%	5.7%	7.1%	2.9%	1.4%	6.2%	5.2%	0.5%	2.8%	1.4%	4.7%	1.9%	0.5%	1.0%
New Zealand	27.1%	24.8%	27.5%	6.1%	5.7%	24.7%	2.0%	13.9%	0.0%	1.7%	1.7%	0.0%	2.0%	3.7%	2.0%	1.7%	10.6%	0.0%	2.0%	0.0%
Other Australia	71.4%	28.6%	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%
CENTRAL & SOUTH AMERICA	42.6%	14.0%	15.4%	44.4%	36.6%	7.0%	32.7%	9.0%	22.9%	13.1%	10.0%	4.5%	7.4%	2.2%	4.9%	1.5%	1.1%	0.6%	0.0%	1.0%
Argentina	43.3%	19.5%	13.5%	28.6%	23.7%	7.5%	13.4%	13.5%	14.6%	6.1%	2.5%	8.6%	4.7%	0.0%	0.0%	2.5%	0.0%	2.3%	0.0%	0.0%
Brazil	41.9%	14.4%	14.6%	49.1%	40.4%	7.3%	36.2%	10.2%	27.6%	15.9%	13.0%	3.0%	7.2%	2.9%	5.7%	1.5%	1.5%	0.0%	0.0%	1.4%
Chile	54.0%	11.1%	14.9%	17.7%	18.8%	11.1%	16.0%	0.0%	9.4%	13.5%	2.8%	3.8%	0.0%	0.0%	11.8%	3.8%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	41.1%	9.7%	21.8%	37.5%	29.8%	3.5%	31.3%	3.5%	6.2%	0.5%	0.0%	11.6%	13.7%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%
EUROPE	49.3%	14.3%	15.9%	22.0%	17.5%	15.7%	18.6%	7.5%	10.8%	7.2%	10.3%	5.6%	6.8%	6.1%	5.8%	4.6%	1.8%	5.1%	4.5%	3.5%
Austria	46.4%	15.8%	19.3%	22.2%	25.3%	9.5%	25.3%	0.0%	13.8%	3.1%	9.5%	9.3%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	58.3%	11.8%	8.8%	26.2%	12.6%	18.1%	12.6%	8.8%	11.5%	10.1%	10.4%	1.8%	6.1%	3.2%	6.1%	3.1%	1.0%	5.1%	4.1%	3.1%
Denmark	55.1%	12.8%	13.5%	21.0%	24.5%	17.5%	31.7%	0.0%	17.3%	6.8%	16.0%	4.4%	3.0%	0.0%	1.6%	1.6%	0.0%	5.0%	5.0%	5.0%
Finland	34.8%	5.2%	10.1%	44.4%	34.4%	4.8%	44.4%	0.0%	39.5%	14.8%	29.6%	9.9%	9.7%	0.0%	0.0%	4.8%	0.0%	14.8%	9.9%	0.0%
France	52.9%	9.9%	18.4%	40.9%	28.6%	16.6%	34.7%	9.1%	16.9%	8.1%	15.8%	7.1%	9.7%	11.0%	7.3%	5.4%	0.6%	4.0%	7.4%	3.9%
Germany	53.3%	12.2%	15.7%	29.0%	24.5%	16.4%	23.9%	6.0%	17.5%	8.0%	13.9%	5.3%	7.8%	6.2%	6.4%	4.0%	2.6%	6.5%	5.5%	4.2%
Ireland	35.6%	29.6%	20.9%	15.6%	12.5%	16.7%	15.6%	13.5%	10.9%	2.6%	3.1%	2.6%	9.4%	13.0%	2.6%	6.8%	0.0%	6.8%	7.2%	8.3%
Italy	49.3%	18.2%	15.1%	19.5%	17.8%	16.4%	22.5%	3.5%	10.2%	12.8%	7.9%	0.0%	5.6%	5.8%	7.0%	3.5%	4.1%	6.6%	3.5%	6.9%
The Netherlands	45.3%	14.4%	15.8%	17.2%	15.2%	17.0%	15.7%	7.3%	8.8%	7.5%	11.2%	3.5%	3.4%	5.7%	10.5%	4.3%	1.4%	5.5%	1.6%	3.6%
Norway	51.3%	13.8%	18.8%	26.1%	14.4%	23.2%	21.7%	2.6%	17.9%	5.3%	22.6%	6.2%	8.8%	10.0%	3.5%	7.3%	2.6%	6.2%	3.5%	2.6%
Portugal	60.2%	7.3%	23.0%	11.5%	6.4%	25.0%	8.2%	13.2%	4.7%	3.1%	6.6%	1.6%	1.6%	6.4%	4.9%	4.9%	0.0%	8.0%	4.9%	5.1%
Russian Federation	60.9%	14.3%	19.0%	15.9%	8.8%	17.2%	6.4%	2.3%	5.9%	1.8%	0.0%	0.0%	7.1%	0.0%	4.7%	1.8%	0.0%	3.5%	0.0%	0.0%
Spain	41.7%	17.8%	9.9%	36.3%	19.7%	15.0%	31.5%	7.4%	7.7%	9.6%	24.2%	7.0%	7.0%	19.1%	9.5%	7.0%	0.0%	9.9%	9.6%	7.7%
Sweden	54.2%	9.4%	10.4%	24.5%	20.9%	8.2%	13.9%	2.3%	17.5%	6.0%	11.6%	2.4%	6.8%	4.7%	0.0%	8.3%	1.2%	5.9%	5.8%	2.4%
Switzerland	56.2%	15.5%	15.1%	16.0%	20.1%	17.7%	17.8%	12.8%	14.0%	6.3%	10.5%	4.8%	4.8%	6.7%	6.5%	4.2%	0.0%	6.0%	5.3%	6.5%
Turkey	48.5%	25.1%	10.1%	19.4%	22.2%	3.2%	9.7%	9.4%	6.3%	6.3%	3.4%	3.2%	0.0%	3.4%	0.0%	6.3%	0.0%	6.3%	0.0%	0.0%
Uk	43.6%	16.7%	17.3%	13.2%	11.3%	14.2%	10.4%	8.4%	5.2%	6.1%	6.9%	6.5%	5.2%	4.5%	4.4%	4.7%	3.1%	3.8%	4.0%	2.8%
Other Europe	53.7%	5.2%	7.5%	13.6%	14.4%	18.9%	19.2%	8.2%	11.2%	11.6%	6.5%	17.3%	19.3%	2.7%	6.1%	6.2%	1.1%	4.5%	4.5%	0.6%
MIDDLE EAST	31.0%	15.4%	16.4%	3.7%	5.3%	12.4%	4.8%	3.0%	2.4%	3.4%	0.0%	3.4%	1.2%	1.3%	0.7%	1.1%	4.0%	0.1%	0.0%	1.4%
United Arab Emirates	34.8%	8.0%	0.0%	0.0%	0.0%	5.8%	15.2%	25.0%	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 Middle East	30.6%	16.2%	18.0%	4.0%	5.9%	13.0%	3.8%	0.9%	2.7%	3.7%	0.0%	2.6%	1.3%	1.5%	0.8%	1.2%	4.4%	0.1%	0.0%	1.6%
NORTH AMERICA	44.6%	17.9%	13.7%	30.6%	28.4%	10.7%	27.9%	6.6%	15.5%	9.3%	7.8%	3.9%	8.1%	5.7%	6.5%	5.0%	1.9%	3.9%	4.0%	5.4%
Canada	40.1%	15.3%	19.3%	34.2%	25.8%	16.7%	28.7%	3.8%	18.6%	12.6%	6.1%	6.1%	9.7%	9.2%	9.1%	6.2%	0.0%	9.0%	3.8%	7.0%
USA	45.1%	18.2%	13.1%	30.2%	28.7%															

APPENDIX

WESTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2024

	VEA Waterfront	Cape Town Central City	Camps Bay	Cape Point	Table Mountain Cableway	Boulder National Park	The Winelands	Kirstenbosch Botanical Gardens	Lions Head	Canal Walk Mall	Clifton Beach	Mulzenberg Beach	The Garden Route	Robben Island	Table Mountain (not cableway)	Hermanus	Tsitsikamma National Park	Cango Caves	Cape Town Ostrich Ranch / Cape Point Ostrich Farms	Cape Town Whale watching
AFRICA	82.4%	54.2%	44.0%	30.0%	32.8%	22.3%	29.1%	16.7%	15.2%	37.0%	15.5%	11.3%	5.4%	12.9%	13.6%	4.7%	3.7%	3.8%	3.7%	4.9%
Botswana	71.3%	52.3%	38.4%	28.8%	19.1%	14.3%	23.7%	19.1%	9.7%	14.5%	9.7%	14.2%	0.0%	14.3%	9.7%	4.9%	4.9%	0.0%	0.0%	0.0%
Lesotho	100.0%	49.9%	49.9%	49.9%	0.0%	49.9%	0.0%	0.0%	0.0%	49.9%	49.9%	0.0%	0.0%	0.0%	49.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	83.0%	67.4%	42.1%	33.2%	25.1%	8.9%	8.9%	17.0%	17.0%	58.5%	0.0%	8.9%	8.1%	8.1%	17.0%	8.1%	16.2%	0.0%	0.0%	0.0%
Mozambique	40.9%	25.7%	15.2%	25.7%	25.7%	10.6%	0.0%	15.2%	0.0%	0.0%	0.0%	15.2%	10.6%	0.0%	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%
Namibia	87.1%	80.1%	66.4%	43.2%	42.2%	31.5%	54.1%	23.5%	24.6%	49.4%	37.6%	14.8%	3.9%	19.6%	8.0%	3.1%	8.0%	6.0%	7.8%	10.0%
Eswatini	100.0%	51.0%	0.0%	24.0%	50.0%	24.0%	24.0%	24.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	73.5%	40.1%	26.4%	12.9%	27.0%	13.3%	16.8%	9.6%	10.2%	33.9%	3.2%	6.2%	6.4%	6.6%	16.8%	6.4%	3.5%	6.4%	3.1%	0.0%
Zimbabwe	81.3%	34.4%	32.0%	17.2%	26.2%	7.5%	22.7%	9.0%	9.7%	33.2%	7.5%	8.2%	6.3%	10.3%	11.4%	3.9%	2.7%	1.2%	2.7%	1.2%
Angola	92.9%	85.1%	71.1%	53.2%	36.0%	45.6%	54.1%	34.1%	28.4%	62.7%	30.4%	18.2%	2.3%	15.8%	17.3%	5.4%	3.9%	17.2%	9.3%	14.7%
DRC	69.0%	29.8%	30.7%	53.6%	37.4%	37.4%	23.4%	14.8%	21.7%	22.6%	14.5%	15.3%	8.1%	7.2%	14.5%	0.0%	0.0%	0.0%	0.0%	8.1%
Ethiopia	71.7%	43.3%	50.6%	35.5%	22.3%	14.4%	7.2%	15.0%	36.7%	21.1%	22.8%	7.8%	15.0%	15.0%	6.6%	7.2%	7.8%	0.0%	0.0%	0.0%
Ghana	90.2%	68.7%	63.3%	25.8%	43.0%	31.3%	11.1%	15.4%	4.9%	26.4%	0.0%	10.5%	5.5%	10.5%	20.2%	9.8%	0.0%	0.0%	0.0%	10.5%
Kenya	100.0%	49.4%	25.3%	24.2%	37.0%	13.9%	38.8%	19.4%	0.0%	36.6%	12.8%	5.5%	0.0%	5.5%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	81.4%	51.1%	50.0%	25.1%	37.2%	16.6%	22.5%	6.0%	6.2%	32.4%	22.2%	9.4%	4.5%	9.7%	11.8%	2.5%	0.0%	0.0%	1.7%	1.3%
Tanzania	63.0%	12.6%	41.9%	11.7%	10.9%	11.7%	6.7%	10.9%	5.1%	29.5%	12.6%	5.8%	6.7%	11.7%	41.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	86.2%	86.2%	58.5%	31.1%	31.1%	31.1%	17.2%	0.0%	17.2%	17.2%	13.8%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	83.7%	68.1%	45.8%	42.4%	41.0%	42.7%	32.3%	25.5%	26.0%	46.0%	16.4%	17.0%	8.3%	23.2%	17.8%	7.8%	4.2%	9.0%	7.3%	8.5%
ASIA	82.1%	69.7%	54.9%	59.2%	59.3%	55.0%	45.1%	30.1%	29.8%	32.5%	26.6%	25.0%	19.9%	17.9%	17.5%	18.9%	14.5%	15.3%	19.4%	12.8%
China including Hong Kong	76.7%	70.2%	51.8%	51.8%	48.7%	43.4%	55.2%	28.0%	26.9%	32.8%	23.5%	17.4%	15.8%	13.7%	15.8%	18.2%	8.8%	13.3%	10.5%	9.4%
India	78.9%	70.8%	58.4%	67.7%	67.4%	61.2%	38.0%	29.3%	34.7%	30.8%	28.5%	32.9%	26.6%	16.1%	15.9%	22.5%	21.1%	23.6%	25.5%	16.0%
Japan	94.7%	59.9%	49.2%	51.2%	46.1%	37.3%	35.3%	19.3%	24.5%	13.7%	8.4%	2.8%	22.4%	5.7%	19.2%	14.1%	10.9%	8.4%	14.1%	7.9%
Malaysia	81.7%	92.3%	59.7%	42.3%	56.7%	60.7%	57.7%	29.0%	36.6%	57.7%	10.7%	26.0%	7.7%	13.4%	14.3%	17.3%	25.0%	21.0%	35.7%	18.3%
Singapore	89.2%	83.1%	71.3%	72.2%	78.3%	88.9%	83.1%	55.5%	27.8%	61.2%	66.4%	44.2%	10.8%	44.2%	21.9%	22.6%	5.9%	5.9%	16.7%	22.6%
South Korea	85.7%	65.1%	55.2%	46.8%	61.1%	56.7%	38.9%	33.0%	39.7%	17.8%	29.4%	17.1%	14.3%	18.7%	7.1%	24.2%	18.2%	3.2%	9.9%	6.3%
Other Asia	86.3%	58.7%	41.6%	49.8%	45.5%	39.5%	38.5%	26.9%	17.0%	29.9%	18.0%	14.8%	14.5%	22.5%	25.4%	8.8%	3.3%	4.3%	14.2%	5.4%
AUSTRALASIA	66.4%	60.5%	42.5%	49.4%	51.4%	45.7%	53.2%	23.6%	31.0%	19.0%	19.4%	12.4%	16.6%	17.5%	13.0%	13.2%	7.4%	9.1%	6.0%	5.5%
Australia	67.0%	60.8%	41.4%	53.6%	50.2%	46.3%	53.6%	24.5%	30.1%	16.7%	20.7%	11.2%	18.4%	16.7%	12.3%	13.4%	7.8%	8.3%	6.1%	5.6%
New Zealand	63.2%	58.7%	48.0%	28.2%	57.3%	42.7%	51.1%	18.8%	35.4%	30.5%	12.9%	18.4%	7.7%	21.6%	16.6%	12.5%	5.4%	13.0%	5.4%	4.9%
Other Australasia	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
CENTRAL & SOUTH AMERICA	82.9%	65.3%	68.4%	76.4%	78.3%	60.7%	53.7%	30.6%	31.2%	13.7%	27.9%	24.4%	30.9%	15.7%	19.2%	10.4%	17.2%	9.6%	5.3%	2.4%
Argentina	71.5%	58.4%	55.3%	62.5%	69.4%	56.2%	59.1%	19.4%	23.3%	15.1%	35.2%	12.1%	21.5%	15.1%	13.7%	9.8%	21.3%	6.0%	9.1%	6.9%
Brazil	86.6%	66.6%	69.7%	79.0%	79.1%	61.0%	56.3%	33.5%	35.0%	13.6%	24.3%	24.2%	33.3%	15.2%	16.7%	10.8%	19.7%	7.5%	4.5%	1.6%
Chile	72.8%	58.0%	51.1%	68.7%	72.8%	47.0%	43.7%	32.9%	27.4%	25.3%	14.3%	11.0%	38.2%	14.3%	11.0%	11.0%	5.5%	5.5%	16.5%	
Other Central & South America	67.6%	62.2%	71.5%	69.0%	79.0%	65.7%	35.5%	16.9%	11.0%	10.1%	48.8%	35.8%	25.3%	13.7%	40.6%	8.5%	0.0%	27.2%	8.6%	2.1%
EUROPE	81.6%	74.3%	65.2%	62.3%	55.3%	56.1%	59.2%	39.9%	36.0%	36.9%	32.8%	27.2%	26.1%	23.8%	22.3%	19.1%	18.4%	16.2%	12.7%	12.1%
Austria	76.0%	70.4%	67.5%	68.1%	61.2%	64.3%	61.0%	54.9%	41.2%	43.8%	27.5%	38.5%	28.9%	27.3%	37.2%	17.6%	22.0%	14.2%	11.3%	5.6%
Belgium	84.3%	78.8%	65.5%	66.3%	56.8%	60.8%	60.6%	36.7%	53.4%	27.5%	30.4%	33.2%	29.9%	20.4%	20.8%	21.0%	23.3%	14.6%	11.1%	11.4%
Denmark	80.9%	87.3%	67.4%	83.2%	56.6%	53.5%	62.7%	46.9%	36.6%	31.7%	37.2%	34.7%	22.3%	22.7%	30.5%	32.8%	18.1%	14.7%	10.8%	13.1%
Finland	81.1%	81.4%	68.0%	57.2%	54.4%	48.5%	62.5%	49.0%	35.7%	48.7%	24.5%	27.3%	32.8%	29.5%	35.2%	13.4%	16.5%	2.6%	18.6%	10.8%
France	80.5%	77.8%	67.6%	63.6%	62.3%	62.6%	61.8%	44.2%	37.4%	38.1%	30.4%	26.9%	26.8%	31.6%	21.9%	19.9%	16.6%	18.4%	14.1%	15.0%
Germany	86.7%	80.6%	69.4%	68.8%	58.8%	58.0%	62.8%	45.8%	41.8%	32.8%	37.3%	31.8%	36.3%	22.7%	25.1%	20.4%	23.6%	15.0%	9.6%	10.7%
Ireland	86.0%	58.3%	65.6%	53.4%	46.7%	41.7%	68.9%	39.4%	24.2%	45.0%	25.3%	27.1%	30.7%	29.5%	19.1%	21.5%	15.9%	14.9%	15.2%	12.8%
Italy	80.3%	74.5%	72.0%	71.3%	61.8%	66.8%	56.4%	40.8%	35.9%	34.0%	34.3%	26.1%	28.1%	17.8%	25.5%	19.8%	16.3%	14.9%	14.8%	16.6%
The Netherlands	75.7%	78.6%	63.3%	62.8%	52.9%	46.4%	58.4%	34.6%	36.0%	33.3%	33.6%	23.7%	22.3%	20.9%	13.9%	21.5%	22.9%	18.6%	12.6%	13.9%
Norway	77.3%	71.3%	81.7%	66.2%	55.8%	65.4%	61.7%	50.2%	40.6%	61.2%	40.8%	36.7%	18.8%	43.3%	31.7%	22.5%	23.5%	13.1%	10.6%	14.8%
Portugal	84.6%	83.4%	71.9%	62.3%	64.4%	63.3%	56.0%	29.6%	39.6%	42.0%	47.3%	31.1%	23.9%	29.6%	23.5%	21.5%	16.1%	19.3%	18.6%	10.2%
Russian Federation	88.8%	83.2%	60.7%	54.4%	59.4%	66.4%	55.9%	39.3%	48.2%	15.3%	33.5%	35.6%	16.9%	6.3%	18.7%	16.8%	6.3%	4.2%	14.0%	6.3%
Spain	74.4%	71.3%	64.5%	62.4%	46.6%	60.4%	50.0%	38.0%	33.0%	28.1%	35.9%	24.4%	25.5%	12.2%	22.0%	15.4%	11.8%	17.9%	7.0%	8.6%
Sweden	78.9%	73.5%	66.5%	68.5%	63.2%	65.9%	60.0%	49.6%	36.0%	41.7%	40.8%	33.2%	31.9%	31.8%	29.4%	21.1%	22.6%	22.4%	16.0%	15.0%
Switzerland	85.3%	75.5%	74.3%	70.8%	64.4%	61.3%	67.6%	38.8%	43.3%	38.6%	35.0%	27.0%	33.0%	26.7%	27.1%	18.9%	24.8%	18.3%	13.0%	9.8%
Turkey	73.0%	66.1%	45.4%	49.1%	66.1%	72.9%	52.0%	35.0%	24.9%	61.7%	14.5%	24.6%	17.5%	13.8%	24.5%	3.7%	17.1%	16.8%	34.3%	14.1%
Uk	82.1%	69.8%	61.9%	56.9%	49.4%	51.2%	57.2%	37.3%	32.1%	40.2%	32.3%	24.7%	21.7%	23.5%	21.8%	17.2%	16.5%	16.6%	12.3%	11.6%
Other Europe	77.9%	59.6%	51.4%	54.9%	45.1%	44.9%	49.4%	24.2%	19.4%	31.2%	21.8%	18.1%	19.5%	22.9%	16.0%	20.9%	12.4%	9.3%	10.0%	7.6%
MIDDLE EAST	87.1%	78.6%	67.2%	65.3%	45.7%	41.5%	36.3%	42.4%	42.1%	36.0%	29.8%	31.3%	27.0%	8.7%	26.6%	4.4%	4.4%			

APPENDIX

EASTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2024

	Addo Elephant Park	Storms River	Board Walk shopping Mall	Warmer Park	Bloukrans Bridge Bungee (Highest Bungee)	Greenacres Mall	None	Tree Top Canopy Tour Tsitsikama forest	Steve Biko Monument and Museum and Grave Site - Ginsberg & East London)	Olive Shreeve Museum	Valley of Devotion / Owl House / Karoo / Olive Shreeve Museum	Wild Fly Fishing - Somerset east	Nelson Mandela Museum (Mthatha)	Nelson Mandela's Homestead / Gravelite (Qunu)	Tiffendal Ski Resort	Baywest Mall	Name of Resorts/Safari	Hemmingways Mall	Pumla Game reserve	Jeffreys Bay	Corfee Bay
AFRICA	8.3%	2.4%	20.9%	10.7%	2.1%	15.3%	56.8%	1.4%	2.0%	0.0%	0.0%	0.0%	3.8%	1.9%	0.0%	3.6%	0.0%	0.1%	0.0%	0.0%	0.0%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	0.0%	0.0%	67.6%	32.4%	0.0%	32.4%	32.4%	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%
Mozambique	0.0%	0.0%	18.9%	0.0%	0.0%	30.0%	62.2%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	7.9%	7.9%	23.7%	15.8%	0.0%	7.9%	60.4%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	7.9%	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%	85.0%	0.0%	0.0%	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	10.3%	0.0%	29.5%	12.2%	0.0%	16.3%	53.1%	4.1%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	73.2%	26.8%	0.0%	53.5%	26.8%	73.2%	0.0%	0.0%	53.5%	0.0%	0.0%	0.0%	53.5%	26.8%	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%	62.4%	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%
Ethiopia	13.4%	13.4%	0.0%	0.0%	0.0%	13.4%	60.9%	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%
Ghana	0.0%	0.0%	49.8%	49.8%	0.0%	49.8%	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%
Kenya	0.0%	0.0%	36.0%	10.0%	10.0%	12.7%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	21.9%	0.0%	27.2%	0.0%	0.0%	0.0%	21.9%	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%
Tanzania	31.7%	0.0%	0.0%	0.0%	0.0%	0.0%	36.6%	0.0%	0.0%	0.0%	0.0%	0.0%	31.7%	31.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	19.2%	10.0%	3.4%	15.5%	0.0%	10.0%	73.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
ASIA	29.1%	11.9%	33.4%	18.4%	7.3%	21.7%	27.2%	4.5%	7.9%	6.4%	9.7%	4.7%	7.1%	5.3%	2.3%	0.0%	0.6%	0.0%	3.8%	0.0%	
China including Hong Kong	23.5%	14.1%	34.4%	33.5%	0.0%	28.8%	18.2%	9.4%	4.4%	0.0%	20.0%	4.4%	8.8%	10.0%	4.4%	0.0%	4.7%	0.0%	0.0%	0.0%	
India	15.9%	4.6%	25.2%	6.7%	11.7%	14.7%	37.1%	0.0%	3.4%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Japan	30.4%	20.5%	50.2%	30.4%	10.2%	10.2%	29.3%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Malaysia	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Singapore	100.0%	49.5%	49.5%	49.5%	0.0%	49.5%	0.0%	0.0%	49.5%	49.5%	49.5%	0.0%	49.5%	49.5%	0.0%	0.0%	0.0%	0.0%	0.0%	50.5%	
South Korea	76.0%	36.6%	36.6%	11.2%	25.3%	11.2%	12.7%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Asia	10.3%	0.0%	29.3%	20.2%	0.0%	35.3%	34.1%	0.0%	0.0%	2.6%	0.0%	2.6%	0.0%	1.2%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
AUSTRALASIA	38.8%	27.4%	27.3%	21.5%	15.7%	22.3%	13.0%	3.2%	7.8%	4.6%	4.6%	6.2%	1.6%	1.6%	1.6%	1.6%	0.0%	1.6%	1.6%	1.6%	
Australia	43.9%	28.0%	24.1%	17.9%	15.9%	16.0%	12.0%	3.9%	7.9%	4.0%	4.0%	5.9%	2.0%	2.0%	2.0%	2.0%	0.0%	2.0%	2.0%	2.0%	
New Zealand	15.8%	24.7%	42.1%	37.6%	14.5%	50.6%	17.4%	0.0%	7.3%	7.3%	7.3%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CENTRAL & SOUTH AMERICA	16.1%	16.1%	16.1%	10.7%	16.4%	6.4%	25.8%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	2.2%	0.0%	0.0%	0.0%	
Argentina	0.0%	0.0%	0.0%	0.0%	0.0%	51.6%	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%	
Brazil	17.7%	17.7%	17.7%	11.7%	18.0%	5.6%	23.3%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	
Chile	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%	
Other Central & South America	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	58.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.3%	0.0%	0.0%	0.0%	
EUROPE	64.9%	38.0%	27.3%	25.9%	29.5%	20.0%	7.1%	17.1%	16.3%	14.1%	15.1%	11.8%	10.7%	5.8%	1.0%	0.6%	1.9%	0.7%	0.4%	0.8%	
Austria	89.9%	55.7%	19.4%	17.3%	33.8%	0.0%	0.0%	23.6%	10.1%	10.1%	0.0%	10.1%	10.1%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	
Belgium	68.8%	30.8%	24.8%	7.7%	20.2%	13.7%	3.8%	14.6%	13.7%	7.3%	3.5%	9.8%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Denmark	81.2%	49.2%	54.0%	8.9%	27.8%	32.5%	0.0%	4.2%	13.1%	13.1%	0.0%	20.4%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Finland	70.5%	85.3%	14.7%	13.7%	13.7%	13.7%	0.0%	27.3%	0.0%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	
France	81.3%	28.9%	24.8%	26.8%	25.4%	12.8%	4.5%	25.1%	14.1%	11.0%	19.5%	14.8%	7.9%	7.2%	0.0%	2.4%	1.4%	0.0%	0.0%	0.0%	
Germany	71.9%	52.5%	22.4%	18.8%	35.1%	13.3%	4.6%	20.8%	8.0%	8.1%	8.1%	7.7%	5.3%	2.3%	1.3%	0.0%	1.6%	0.7%	0.8%	2.1%	
Ireland	46.7%	31.2%	28.7%	19.9%	25.5%	19.9%	8.8%	25.5%	13.3%	18.9%	13.3%	13.3%	13.3%	19.9%	12.3%	0.0%	17.7%	0.0%	0.0%	0.0%	
Italy	51.5%	22.3%	17.6%	32.2%	12.2%	10.9%	20.0%	9.2%	9.2%	14.7%	17.6%	0.0%	9.2%	5.4%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	
The Netherlands	60.8%	29.3%	16.2%	33.7%	36.7%	16.9%	12.1%	8.8%	16.9%	17.2%	25.0%	9.5%	8.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	
Norway	87.5%	52.9%	24.1%	43.2%	87.5%	11.5%	0.0%	63.4%	23.1%	11.5%	23.1%	0.0%	23.1%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Portugal	81.9%	23.5%	23.5%	18.1%	23.5%	23.5%	0.0%	18.1%	23.5%	23.5%	41.7%	40.2%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Russian Federation	33.3%	0.0%	55.7%	33.3%	0.0%	22.3%	11.0%	0.0%	0.0%	0.0%	22.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Spain	75.0%	51.7%	26.7%	13.4%	38.4%	25.0%	0.0%	13.4%	25.0%	11.6%	11.6%	13.4%	13.4%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	
Sweden	88.0%	93.9%	58.7%	41.3%	70.7%	29.3%	0.0%	29.3%	18.0%	36.1%	0.0%	18.0%	12.0%	29.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Switzerland	83.5%	50.0%	26.2%	20.8%	34.9%	29.5%	0.0%	27.2%	37.0%	20.6%	26.3%	25.3%	20.8%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	
Turkey	100.0%	26.7%	0.0%	48.5%	51.5%	0.0%	0.0%	24.7%	26.7%	26.7%	48.5%	48.5%	26.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Uk	53.4%	35.9%	33.7%	31.9%	27.5%	26.3%	9.0%	14.3%	21.7%	17.4%	16.0%	13.6%	11.9%	9.0%	0.5%	1.2%	1.1%	2.1%	0.4%	0.5%	
Other Europe	60.7%	28.9%	30.0%	13.8%	12.3%	52.3%	8.7%	4.0%	19.1%	19.1%	0.0%	5.5%	24.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MIDDLE EAST	28.6%	14.7%	10.6%	0.0%	4.1%	0.0%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	0.0%	0.0%	10.6%	0.0%	
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Middle East	31.2%	16.1%	11.6%	0.0%	4.4%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.2%	0.0%	0.0%	11.6%	0.0%	0.0%	
NORTH AMERICA	54.5%	33.9%	25.7%	27.4%	20.9%	20.0%	2.5%	12.5%	6.1%	11.3%	4.5%	6.9%	5.7%	4.1%	1.3%	6.8%	2.2%	2.5%	1.3%	2.0%	
Canada	79.3%	33.0%	31.3%	16.8%	15.3%	12.9%	3.9%</														

APPENDIX

MPUMALANGA TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2024

	Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	Byide River Canyon God's Window	Bourne's Luck Potholes	Hazyview (Cable slide, Hot air ballooning, Abseiling, drives etc.)	Panorama	3 Rondavals	Pilgrim's Rest	Hazyview Mall	White river	Sabile	Malia Mala Game Reserve	Sabi Sands Game Reserve	Sabi Sabi Game Reserve	Croocher Emviro Park	The Pinnacle	Dullstroom fly fishing	Nelspruit botanical Gardens	None	Voorrekker graves, Masopos caves, Gusrav Kingbird	Lydenburg	Shangoni cultural Village
AFRICA	28.7%	12.8%	4.4%	5.8%	11.9%	10.3%	3.7%	9.0%	5.4%	0.0%	2.3%	0.6%	0.0%	1.8%	1.2%	2.4%	3.9%	41.5%	2.1%	3.4%	
Botswana	20.8%	20.8%	20.8%	20.8%	20.8%	0.0%	0.0%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	59.4%	0.0%	0.0%	
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	17.5%	8.7%	0.0%	0.0%	17.5%	0.0%	0.0%	12.5%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	48.7%	0.0%	8.7%	
Namibia	13.0%	26.0%	0.0%	13.0%	13.0%	26.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	61.6%	0.0%	0.0%	
Eswatini	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%	
Zambia	0.0%	32.0%	0.0%	0.0%	32.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.0%	35.9%	0.0%	0.0%	0.0%	0.0%	
Zimbabwe	27.8%	7.8%	0.0%	0.0%	7.8%	15.5%	0.0%	13.9%	6.1%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.9%	0.0%	0.0%	
Angola	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%	
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	
Nigeria	79.9%	0.0%	26.6%	53.3%	26.6%	0.0%	0.0%	20.1%	53.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Tanzania	38.2%	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%	61.8%	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	66.0%	26.2%	16.4%	14.9%	16.9%	13.6%	17.2%	0.2%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	9.7%	16.7%	33.6%	13.2%	12.5%	
ASIA	75.3%	39.8%	19.5%	18.8%	9.3%	11.3%	7.7%	10.4%	8.0%	7.9%	5.0%	11.7%	8.6%	9.8%	5.9%	2.9%	8.9%	7.8%	6.7%	9.2%	
China including Hong Kong	69.5%	50.5%	15.4%	27.1%	15.6%	19.3%	15.6%	7.6%	11.7%	3.9%	12.0%	12.2%	3.7%	3.9%	11.7%	8.0%	19.5%	15.1%	15.6%	11.7%	
India	81.7%	64.2%	33.4%	33.4%	13.8%	9.2%	9.2%	4.6%	12.5%	7.9%	4.6%	18.4%	23.8%	10.4%	0.0%	15.0%	0.0%	0.0%	6.7%	15.0%	
Japan	40.6%	18.8%	0.0%	0.0%	18.8%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.8%	0.0%	0.0%	
Malaysia	43.9%	23.4%	23.4%	23.4%	0.0%	23.4%	23.4%	0.0%	0.0%	23.4%	0.0%	23.4%	0.0%	0.0%	0.0%	23.4%	0.0%	32.6%	23.4%	23.4%	
Singapore	82.6%	17.4%	17.4%	0.0%	0.0%	17.4%	0.0%	34.7%	0.0%	0.0%	0.0%	32.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
South Korea	55.6%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	14.3%	0.0%	0.0%	0.0%	15.9%	0.0%	0.0%	0.0%	0.0%	28.5%	0.0%	0.0%	
Other Asia	90.1%	9.9%	3.3%	0.0%	3.2%	6.6%	0.0%	0.0%	21.0%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	
AUSTRALASIA	77.5%	22.4%	14.1%	9.9%	18.3%	14.1%	2.8%	7.0%	8.4%	8.4%	0.0%	2.8%	2.9%	1.4%	2.8%	0.0%	0.0%	6.9%	1.3%	0.0%	
Australia	80.6%	24.2%	16.2%	9.7%	20.9%	16.1%	3.2%	6.4%	9.7%	8.1%	0.0%	3.2%	3.3%	1.6%	3.3%	0.0%	0.0%	4.9%	0.0%	0.0%	
New Zealand	55.5%	10.6%	0.0%	10.6%	0.0%	0.0%	0.0%	10.6%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.3%	10.6%	0.0%	
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CENTRAL & SOUTH AMERICA	94.1%	28.5%	11.3%	13.7%	15.5%	11.0%	9.5%	8.6%	6.8%	6.2%	3.4%	0.5%	0.0%	0.5%	8.8%	0.0%	0.0%	3.1%	3.1%	1.5%	
Argentina	100.0%	51.4%	15.3%	0.0%	39.6%	15.3%	0.0%	0.0%	0.0%	0.0%	24.3%	11.8%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	
Brazil	96.0%	20.3%	8.2%	8.2%	12.2%	12.3%	4.1%	4.0%	4.0%	4.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	
Chile	100.0%	18.0%	0.0%	18.0%	0.0%	0.0%	0.0%	28.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Central & South America	86.2%	52.8%	22.4%	34.8%	23.7%	7.0%	30.7%	23.7%	18.1%	15.4%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	12.4%	7.0%	
EUROPE	90.7%	61.1%	34.5%	30.4%	24.4%	23.6%	21.9%	14.7%	14.9%	11.1%	9.9%	6.6%	9.1%	8.6%	10.0%	9.9%	8.5%	2.2%	6.8%	5.2%	
Austria	100.0%	87.0%	43.1%	36.6%	41.3%	35.0%	24.5%	34.0%	17.0%	27.7%	13.3%	6.3%	15.1%	15.1%	12.5%	15.1%	15.1%	0.0%	6.3%	4.4%	
Belgium	92.0%	74.9%	36.8%	32.9%	38.0%	42.6%	34.9%	24.9%	22.8%	14.7%	5.2%	2.5%	5.2%	2.8%	16.9%	5.0%	7.7%	0.0%	10.5%	12.3%	
Denmark	92.1%	71.6%	32.0%	34.4%	30.6%	22.7%	30.6%	29.8%	8.8%	0.0%	20.5%	11.7%	8.8%	7.9%	13.9%	15.4%	7.9%	0.0%	0.0%	0.0%	
Finland	70.7%	30.3%	20.7%	29.5%	10.3%	10.3%	0.0%	20.7%	0.0%	0.0%	10.3%	0.0%	0.0%	9.6%	10.3%	10.3%	10.3%	0.0%	0.0%	0.0%	
France	94.3%	68.2%	39.6%	29.9%	28.6%	26.5%	30.8%	13.7%	16.3%	15.0%	7.8%	3.7%	10.5%	12.0%	8.7%	9.7%	9.5%	0.5%	5.7%	4.7%	
Germany	95.0%	62.4%	42.1%	33.7%	25.6%	24.6%	19.9%	15.6%	16.2%	11.7%	13.2%	7.3%	11.5%	8.4%	11.7%	14.1%	8.3%	0.4%	6.0%	4.5%	
Ireland	72.2%	67.5%	27.8%	13.9%	13.9%	25.8%	0.0%	27.8%	13.9%	13.9%	25.8%	0.0%	13.9%	0.0%	0.0%	13.9%	13.9%	0.0%	27.8%	0.0%	
Italy	95.0%	68.2%	29.1%	24.6%	26.6%	35.0%	18.6%	10.9%	17.0%	9.1%	11.7%	5.4%	4.6%	7.0%	17.1%	4.2%	6.6%	0.0%	9.5%	2.1%	
The Netherlands	95.0%	45.6%	25.9%	27.3%	22.4%	19.4%	24.7%	8.5%	8.4%	12.2%	2.5%	4.3%	4.5%	4.0%	8.5%	2.5%	7.4%	3.2%	7.8%	2.8%	
Norway	63.5%	61.0%	43.2%	35.6%	35.6%	28.0%	17.8%	7.6%	7.6%	17.8%	18.0%	28.0%	15.2%	25.4%	10.2%	15.2%	0.0%	11.0%	33.0%	10.2%	
Portugal	75.9%	66.7%	57.4%	24.1%	45.4%	21.3%	45.4%	12.0%	12.0%	0.0%	12.0%	12.0%	12.0%	12.0%	21.3%	0.0%	12.0%	0.0%	12.0%	0.0%	
Russian Federation	69.8%	84.9%	45.2%	15.1%	30.2%	30.2%	30.2%	15.1%	15.1%	19.8%	15.1%	0.0%	34.9%	15.1%	30.2%	19.8%	34.9%	15.1%	0.0%	0.0%	
Spain	87.7%	46.9%	35.3%	18.5%	11.6%	23.1%	16.9%	17.8%	0.0%	6.2%	11.6%	6.1%	6.2%	0.0%	11.5%	5.4%	0.0%	6.2%	0.0%	6.2%	
Sweden	85.3%	61.0%	43.8%	19.7%	33.8%	34.0%	29.1%	14.7%	21.9%	7.2%	5.1%	15.0%	5.0%	4.7%	12.2%	14.9%	9.7%	0.0%	0.0%	5.0%	
Switzerland	90.9%	67.9%	35.2%	48.0%	35.2%	18.3%	17.8%	19.3%	9.1%	7.6%	14.5%	10.8%	6.8%	15.9%	4.2%	16.9%	5.8%	2.5%	10.8%	5.8%	
Turkey	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	48.1%	0.0%	0.0%	48.1%	0.0%	0.0%	0.0%	
Uk	81.9%	51.9%	24.1%	31.2%	16.1%	15.0%	12.5%	11.3%	16.5%	7.9%	9.8%	10.1%	7.0%	8.1%	5.7%	11.3%	5.0%	5.6%	6.0%	6.7%	
Other Europe	95.8%	57.7%	33.7%	36.4%	9.6%	17.1%	20.5%	18.8%	22.2%	3.4%	11.9%	5.7%	16.9%	4.7%	12.6%	2.5%	20.1%	2.0%	7.8%	15.4%	
MIDDLE EAST	90.0%	44.1%	2.1%	2.1%	9.2%	3.1%	0.6%	0.0%	4.0%	4.5%	4.0%	28.6%	29.2%	0.0%	0.0%	4.0%	0.0%	1.5%	0.0%	4.0%	
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Middle East	94.2%	46.2%	2.2%	2.2%	9.6%	3.2%	0.6%	0.0%	4.2%												

APPENDIX

LIMPOPO TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2024

	Kruger National Park via Open, Phalaborwa, Punda Mera	Majingube National Park	Bala Bala Conservatory	None	Names of Resorts/Safari	Majingube Cultural Landscape	Southpanberg Mountains	The Chusene Resort	Nandoni Dam	Kapama Game Reserve	Private Game Reserves	Hall of the North	Timbavati Game Reserve	Mabula Game Reserve	Thorny Bush Game Reserve	Ga (mofadihi) / Mofajaji	Karongwe Game Reserve	Makalali Game Reserve	Welgevonden Game Reserve	Bluu Nature Reserve	
AFRICA	33.8%	0.0%	6.2%	43.6%	3.0%	2.3%	2.3%	4.7%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.1%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%
Namibia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	23.7%	0.0%	0.0%	76.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	28.0%	0.0%	0.0%	44.1%	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%
Angola	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	23.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	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%	0.0%
Ethiopia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	25.9%	0.0%	25.9%	22.4%	25.9%	0.0%	0.0%	25.9%	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%
Uganda	55.9%	0.0%	55.9%	44.1%	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%
Other Africa	62.1%	0.0%	0.0%	37.3%	0.0%	21.9%	21.9%	0.0%	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%
ASIA	51.2%	0.0%	12.4%	12.8%	1.4%	0.0%	3.2%	3.2%	7.9%	1.4%	1.4%	10.5%	0.0%	5.8%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.3%
China including Hong Kong	49.5%	0.0%	11.5%	10.8%	5.6%	0.0%	0.0%	5.9%	5.9%	5.9%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	5.2%
India	43.0%	0.0%	19.0%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	50.9%	0.0%	0.0%	0.0%	0.0%	0.0%	50.9%	0.0%	0.0%	0.0%	0.0%	49.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	74.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	0.0%	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%
Other Asia	45.4%	0.0%	19.3%	12.3%	0.0%	0.0%	5.5%	8.8%	11.6%	0.0%	0.0%	42.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	47.6%	4.7%	15.8%	8.4%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	5.0%	1.9%	0.0%	2.4%	0.0%	4.9%	0.0%	4.6%	0.0%	2.3%
Australia	46.9%	6.0%	17.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	3.0%	0.0%	2.9%	0.0%	5.8%	0.0%	2.9%
New Zealand	49.8%	0.0%	8.7%	17.3%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	12.1%	8.7%	0.0%	0.0%	0.0%	12.1%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	43.7%	4.8%	4.8%	6.6%	0.0%	1.2%	5.4%	0.0%	3.0%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	10.8%
Argentina	79.6%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	46.5%	0.0%	0.0%	6.8%	0.0%	0.0%	6.9%	0.0%	0.0%	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%
Chile	47.9%	26.1%	0.0%	26.1%	0.0%	26.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.8%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	0.0%	26.3%	46.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	77.5%	22.3%	12.7%	4.1%	1.2%	6.7%	2.7%	1.9%	4.0%	1.6%	2.4%	1.5%	2.0%	0.2%	2.0%	2.4%	0.4%	0.2%	0.7%	0.0%	0.0%
Austria	92.7%	32.5%	27.8%	0.0%	0.0%	7.3%	7.3%	0.0%	17.5%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	74.5%	34.6%	15.9%	0.0%	0.0%	7.9%	7.9%	7.9%	7.9%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	77.3%	24.2%	4.1%	0.0%	14.4%	14.4%	5.6%	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%
Finland	87.8%	62.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	79.4%	29.8%	17.2%	6.2%	0.0%	14.0%	2.5%	2.5%	2.5%	0.0%	2.5%	0.0%	4.5%	0.0%	2.5%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	84.2%	23.3%	14.7%	0.0%	2.8%	4.9%	2.4%	0.0%	3.3%	1.6%	0.0%	1.3%	0.0%	0.0%	2.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	76.1%	23.9%	0.0%	0.0%	0.0%	31.9%	0.0%	0.0%	23.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	83.3%	18.8%	4.9%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	77.3%	15.3%	11.3%	4.0%	1.8%	0.0%	1.8%	1.4%	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Norway	73.7%	37.9%	22.1%	13.7%	0.0%	22.1%	22.1%	22.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	22.1%	0.0%	0.0%	0.0%	0.0%	12.6%
Portugal	57.8%	42.2%	22.8%	0.0%	0.0%	0.0%	0.0%	22.8%	0.0%	0.0%	0.0%	40.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	61.0%	9.6%	22.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	89.8%	20.7%	30.6%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	10.2%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%
Sweden	82.4%	25.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%
Switzerland	75.5%	61.4%	6.1%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Uk	65.4%	12.5%	7.0%	7.0%	1.0%	4.4%	3.2%	1.2%	1.2%	1.0%	1.0%	0.0%	4.7%	1.2%	2.8%	2.2%	0.0%	1.0%	0.0%	0.0%	0.0%
Other Europe	98.5%	0.0%	0.0%	1.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	47.6%	0.0%	0.0%	18.2%	0.0%	0.0%	15.9%	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%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	54.3%	0.0%	0.0%	20.7%	0.0%	0.0%	18.1%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	53.6%	21.7%	9.8%	3.2%	11.0%	4.3%	6.2%	7.4%	2.6%	1.7%	3.8%	0.9%	2.2%	3.3%	1.4%	0.8%	1.6%	3.			

APPENDIX

NORTH WEST TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2024																				
	Plainsberg National Park	Sun City Lost City	Hardeesport Dam	Mafikwe Game reserve	Hardeesport - Snake Park	Waterfall Mall (Rustenburg)	None	Potchefstroom University	Klerksdorp Mall	Barbetspan bird sanctuary	Brits Mall	The cradle of humankind	Upside-down House	Moor River Mall	Bloemhof Dam Nature Reserve	Ukutula Game Lodge	Mafikeng Mall	Magalsburg Resort	Names of Resorts/Safari	Private Game Reserve
AFRICA	15.8%	23.1%	8.9%	0.0%	1.3%	11.7%	18.0%	6.6%	3.2%	0.0%	1.3%	0.0%	14.9%	7.9%	0.0%	0.0%	3.2%	1.6%	0.0%	0.0%
Botswana	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%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	21.9%	0.0%	0.0%	0.0%	0.0%	78.1%	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%
Namibia	0.0%	14.0%	28.7%	0.0%	0.0%	14.0%	0.0%	42.7%	28.7%	0.0%	0.0%	0.0%	0.0%	42.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	48.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	21.5%	31.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.0%	9.5%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	57.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	22.9%	0.0%	0.0%	50.6%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	65.6%	34.4%	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%
Kenya	0.0%	30.6%	38.8%	0.0%	0.0%	0.0%	30.6%	0.0%	0.0%	0.0%	0.0%	0.0%	38.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	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%
Tanzania	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%	50.0%	0.0%	0.0%
Uganda	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%	0.0%	0.0%
Other Africa	31.8%	0.8%	31.8%	0.0%	0.0%	48.8%	18.5%	48.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	51.2%	59.8%	10.9%	8.1%	15.8%	13.8%	5.3%	7.2%	5.3%	0.0%	7.9%	2.6%	2.1%	1.3%	0.0%	1.9%	1.9%	2.7%	0.0%	0.0%
China including Hong Kong	40.2%	71.1%	18.9%	19.5%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%
India	58.6%	70.3%	7.7%	8.4%	19.7%	15.4%	2.5%	7.7%	5.2%	0.0%	10.4%	3.4%	0.0%	0.0%	0.0%	2.5%	2.5%	2.5%	0.0%	0.0%
Japan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	29.3%	0.0%	0.0%	24.4%	15.4%	15.4%	15.4%	0.0%	0.0%	0.0%	13.9%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	39.8%	14.2%	14.3%	7.2%	3.4%	7.0%	14.2%	3.6%	7.2%	0.0%	3.4%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%
Australia	46.2%	8.5%	12.7%	8.4%	0.0%	8.1%	16.4%	4.2%	8.3%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%
New Zealand	0.0%	50.4%	24.8%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	70.6%	25.0%	11.5%	9.3%	3.1%	1.6%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%
Argentina	88.7%	0.0%	0.0%	11.3%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	74.9%	37.8%	12.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%
Chile	68.7%	0.0%	31.3%	0.0%	31.3%	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%
Other Central & South America	39.7%	0.0%	11.8%	48.5%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	48.5%	0.0%	0.0%	0.0%	0.0%
EUROPE	49.1%	15.2%	25.0%	21.3%	21.6%	9.1%	5.3%	8.7%	3.3%	14.0%	4.9%	10.9%	3.3%	2.0%	5.7%	1.3%	2.8%	1.7%	1.0%	1.7%
Austria	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%
Belgium	61.6%	17.4%	0.0%	10.5%	10.5%	17.4%	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%
Denmark	40.2%	23.5%	44.2%	27.4%	35.3%	16.7%	0.0%	7.8%	7.8%	35.3%	0.0%	16.7%	0.0%	0.0%	27.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	60.2%	23.6%	27.9%	31.1%	20.9%	6.4%	0.0%	0.0%	0.0%	14.0%	0.0%	10.2%	0.0%	5.4%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	38.9%	11.4%	25.1%	33.8%	28.3%	14.6%	5.5%	6.0%	0.0%	20.6%	2.3%	20.6%	10.0%	0.0%	5.5%	8.2%	2.3%	3.7%	5.5%	0.0%
Ireland	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%
Italy	63.6%	16.6%	19.8%	16.6%	0.0%	33.2%	0.0%	0.0%	0.0%	16.6%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	50.0%	13.0%	9.7%	17.5%	13.0%	3.3%	19.5%	9.7%	0.0%	0.0%	3.3%	9.7%	9.7%	0.0%	0.0%	4.4%	9.7%	0.0%	0.0%	13.0%
Norway	31.5%	0.0%	34.2%	0.0%	34.2%	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%	34.2%
Portugal	100.0%	0.0%	0.0%	0.0%	0.0%	25.2%	0.0%	0.0%	0.0%	25.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	49.0%	0.0%	51.0%	34.1%	34.1%	16.9%	0.0%	0.0%	0.0%	34.1%	34.1%	34.1%	0.0%	0.0%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	56.3%	42.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	29.8%	29.8%	20.2%	0.0%	20.2%	20.2%	20.2%	40.3%	0.0%	0.0%	0.0%	0.0%	40.3%	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	36.8%	15.6%	29.5%	21.2%	26.6%	9.5%	4.2%	5.3%	3.7%	12.7%	7.0%	14.2%	4.2%	2.9%	3.5%	0.0%	5.3%	4.5%	1.3%	0.0%
Other Europe	86.7%	6.0%	28.6%	5.1%	22.6%	0.0%	8.7%	43.3%	14.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	54.9%	47.4%	0.0%	6.0%	0.0%	7.5%	26.1%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	42.0%	32.3%	0.0%	7.7%	0.0%	9.7%	33.6%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	45.2%	17.4%	4.7%	12.3%	4.5%	13.2%	5.8%	3.7%	11.9%	1.8%	6.2%	1.8%	0.0%	2.5%	3.1%	2.8%	0.7%	1.2%	3.7%	1.8%
Canada	72.2%	25.5%	0.0%	10.0%	7.8%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	7.8%	0.0%	0.0%	0.0%
USA	42.4%	16.6%	5.2%	12.5%	4.1%	12.3%	6.4%	4.1%	12.1%	2.0%	6.8%	2.0%	0.0%	2.8%	3.4%	2.0%	0.0%	1.4%	4.1%	2.0%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	44.3%	23.8%	13.6%	12.2%	10.7%	10.5%	8.0%	6.0%	5.8%	5.0%	4.6%	4.3%	3.4%	2.9%	2.6%	2.3%	1.8%	1.7%	1.3%	1.0%

APPENDIX

FREE STATE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2024

	Mimosa Mall	None	Waterfront	Welkom Mall	Golden Gate National Park	Black Mountain Hotel	University of Free State	Free State stadium/Vodacom Park	Cheetah Experience	Sekoumein dam Nature Reserve	Names of Resorts/Safari	Private Game Reserve	Ditshabeng Mall	Clarens Ash River Outfall	Basotho cultural village	Maluti Cave Hiking Trail	Northridge Mall	Bushman Paintings in Scaapbaats	Navel Hill	Gariep Dam
AFRICA	26.2%	42.2%	22.0%	12.5%	6.6%	14.1%	3.5%	0.0%	0.0%	6.6%	0.0%	0.0%	3.3%	0.0%	0.0%	6.6%	0.0%	0.0%	1.2%	3.4%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	47.3%	52.7%	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%
Namibia	20.2%	59.6%	20.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	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%
Zimbabwe	19.0%	38.0%	19.0%	19.0%	19.0%	24.1%	0.0%	0.0%	0.0%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	45.4%	54.6%	0.0%	0.0%	45.4%	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%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	50.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	74.2%	25.8%	25.8%	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%	25.8%	0.0%
Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	25.9%	74.1%	24.9%	25.9%	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%	1.0%
ASIA	26.1%	27.3%	32.7%	4.3%	9.4%	18.3%	5.9%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	5.9%	0.0%	0.0%
China including Hong Kong	41.8%	14.5%	55.5%	13.6%	30.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	49.1%	50.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	36.3%	31.9%	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%	31.9%	0.0%	0.0%	0.0%
Other Asia	15.6%	25.2%	26.4%	0.0%	0.0%	48.3%	15.6%	0.0%	15.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	15.6%	0.0%
AUSTRALASIA	48.7%	10.6%	48.7%	0.0%	20.7%	0.0%	18.5%	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%
Australia	42.4%	14.7%	42.4%	0.0%	28.8%	0.0%	14.1%	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%
New Zealand	64.9%	0.0%	64.9%	0.0%	0.0%	0.0%	29.8%	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%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	39.3%	38.8%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	0.0%	0.0%	0.0%	31.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	68.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	50.3%	49.7%	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%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	32.5%	29.0%	37.3%	14.8%	11.0%	2.1%	10.6%	13.4%	5.4%	5.7%	0.0%	2.5%	3.8%	5.3%	7.5%	3.9%	0.9%	1.6%	3.9%	2.5%
Austria	0.0%	29.3%	29.3%	0.0%	41.4%	29.3%	0.0%	29.3%	29.3%	0.0%	0.0%	0.0%	0.0%	0.0%	70.7%	29.3%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	57.8%	0.0%	0.0%	42.2%	0.0%	0.0%	42.2%	0.0%	0.0%	0.0%	0.0%	0.0%	57.8%	57.8%	57.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	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%
Germany	23.2%	16.4%	27.3%	15.7%	24.2%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%
Ireland	67.0%	0.0%	78.9%	33.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	41.2%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	0.0%	42.8%	0.0%	21.4%	7.2%	0.0%	7.2%	7.2%	7.2%	7.2%	0.0%	21.4%	0.0%	0.0%	14.4%	7.2%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	0.0%	0.0%	0.0%	53.9%	46.1%	0.0%	0.0%	0.0%	0.0%	53.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.9%
Russian Federation	100.0%	0.0%	100.0%	39.3%	0.0%	0.0%	60.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	60.7%
Spain	0.0%	46.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	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%
Turkey	48.5%	51.5%	48.5%	0.0%	0.0%	0.0%	0.0%	48.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	30.3%	30.0%	44.4%	12.7%	12.7%	3.7%	17.8%	21.6%	12.2%	5.2%	0.0%	0.0%	3.2%	10.7%	3.7%	7.0%	0.0%	5.2%	0.0%	3.7%
Other Europe	0.0%	44.3%	0.0%	0.0%	43.9%	0.0%	0.0%	0.0%	0.0%	43.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%
MIDDLE EAST	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	52.5%	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%	47.5%
Other Middle East	55.9%	27.4%	0.0%	16.7%	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%
NORTH AMERICA	29.8%	27.8%	13.4%	17.3%	11.4%	5.0%	0.0%	2.0%	7.3%	2.0%	9.8%	6.0%	2.6%	2.6%	0.0%	0.0%				

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway on a rocky, water-filled trail in a lush green forest. She is smiling and looking down at the path. In the background, another person is also riding a Segway on a similar trail. The text "NORMALISING SPEND DATA" is overlaid on a dark semi-transparent rectangle in the middle of the image.

NORMALISING SPEND DATA

NORMALISING SPEND DATA

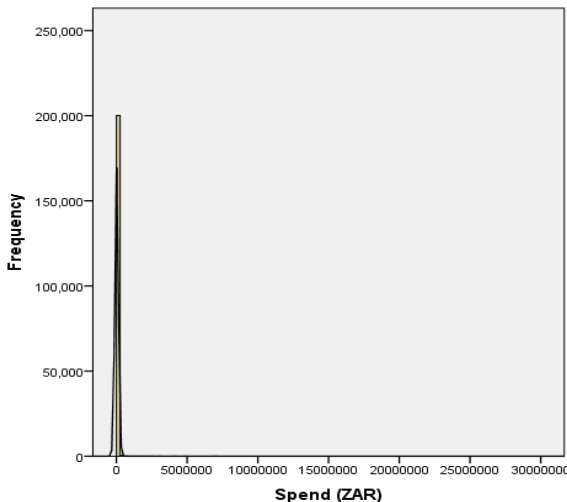
SA Tourism reviewed its performance over the past four years. In those four years, we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts every month. The review provided an opportunity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

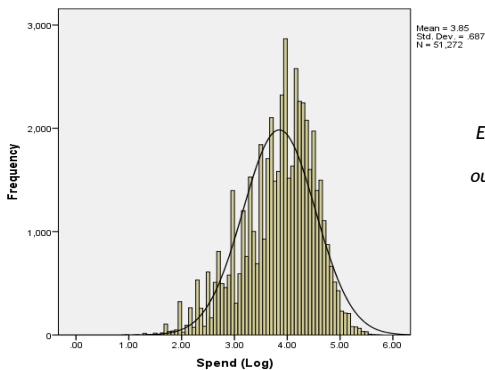
Determine the cut-off criteria using the following formula:

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.