

South Africa

Inspiring new ways

INTERNATIONAL TOURISM

3rd QUARTER
PERFORMANCE
REPORT

JUL - SEP

20
24

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EXECUTIVE SUMMARY

- In Q3 2024, international tourist arrivals to South Africa plateaued at 2.1 million, reflecting a -15.5% recovery gap to pre-pandemic levels in Q3 2019. This trend underscores a stabilisation in year-on-year growth but also signals that full recovery remains elusive across most regions.
- **Africa:** Dominated arrivals with 1.6 million tourists (78.4% share). While arrivals were -12.1% below Q3 2019, this region demonstrated the strongest recovery. Zimbabwe and Mozambique were key contributors.
- **Europe:** Registered 230.4 thousand arrivals, accounting for 11.1% of total arrivals but remained -30.0% below Q3 2019 levels. Tough economic conditions and inflation constrained recovery.
- **Americas:** Noted a steady rise to 122.2 thousand arrivals (5.9% share), achieving a +7.4% year-on-year growth. The recovery gap narrowed to -17.3% compared to Q3 2019, driven by the USA's dominant share (75.8%)
- **Asia:** Remained the slowest region to recover, with 48.9 thousand arrivals, trailing -36.3% against Q3 2019.
- **Middle East:** Showed a mixed performance recording 17.4 thousand arrivals, arrivals remained closer to pre-pandemic figures.
- **Australasia:** Demonstrated resilience with 29.5 thousand arrivals, reflecting a +8.3% year-on-year growth and reducing the recovery gap to -14.1% against Q3 2019.
- Total Foreign Direct Spend (TFDS) for Q3 2024 reached ZAR 20.5 billion, exceeding Q3 2019 levels by +5.9%, despite a -4.4% year-on-year decline.
- **Average spend** per tourist was ZAR 10 400, reflecting a +25.3% increase over Q3 2019, driven by strong expenditure from overseas visitors and African air arrivals.
- Holiday travel, at 16.6%, remains below pre-pandemic levels albeit its year-on-year growth. Visiting Friends and Relatives (VFR) travel, at 50.1%, exceeded Q3 2019 levels (41.3%), despite a -4.4% year-on-year dip.
- **Length of Stay:** Averaged 12.0 nights, comparable to Q3 2019, with the Middle East recording the longest stays.
- Total bed nights declined -8.9% year-on-year, reaching 24.3 million, African tourists accounted for the majority of bed nights (75.3%), largely spent staying with friends and family. Overseas tourists favoured hotels, self-catering accommodations, and AirBnB.
- **Gauteng:** Maintained the highest number of arrivals at 816.9 thousand, driven largely by Zimbabwean visitors.
- **Western Cape:** Attracted 275.1 thousand tourists, with holidaymakers forming the majority.
- **Mpumalanga:** Recorded a significant growth in arrivals at +68.3% against Q3 2019, bolstered by Mozambique and Zimbabwe tourists. Its appeal is anchored by its prized natural attractions, particularly the Kruger National Park, commanding an 85.2% share of visits.
- Recovery remains uneven across regions and countries, with ongoing economic pressures hindering a full return to pre-pandemic levels. However, strong growth in select regions, coupled with rising total spend and longer stays, provide optimism for sustained recovery momentum in 2025.

KEY PERFORMANCE INDICATORS

**INTERNATIONAL
TOURIST ARRIVALS**



2.1 MILLION

-15.5% ▼

**TOTAL FOREIGN
DIRECT SPEND**



ZAR 20.5 BILLION

+5.9% ▲

LENGTH OF STAY



12.0 NIGHTS

+0.2% ▲

**TOTAL
BED NIGHTS**



24.3 MILLION

-15.0% ▼

**GEOGRAPHIC
SPREAD**



8.5%

***-1.4** ▼

**SATISFACTION
RATING**



4.6

+1.8% ▲

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. 2023.

OBJECTIVES ABOUT THE SURVEY

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



DEFINITIONS

- **Visitor** - Any person travelling to a place other than his/her usual environment for less than 12 months and whose 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.
- **Geographic spread** - is the distribution of tourists across different regions or locations, indicating how tourism activities are spread geographically. For this survey, the statistic is obtained by expressing the total number of tourists that visited more than one province as a proportion of the total arrivals.
- **TDFS** - Stands for Total Foreign Direct Spend within South Africa. When reported it excludes the component spent on capital goods.
- **Average Spend** - Is the spend per tourist, obtained by dividing the total direct spend (TFDS) by the number of tourists.
- **Bed nights** - Is a measure of occupancy representing the total number of nights tourists stay in South Africa.
- **Length of stay** - Is the duration of time that a visitor or tourist spends at a destination or in the country; in this survey, it is calculated by dividing total bed nights by the total number of tourists.



ABOUT THE REPORT

INTERNATIONAL TOURIST ARRIVALS

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.

ADDITIONAL SOURCES USED IN THIS REPORT

1. [P0350 - International Tourism, September 2024](#)
2. [P0350 - International Tourism, August 2024](#)
3. [P0350 - International Tourism, July 2024](#)
4. [P0141 - Consumer Price Index \(CPI\), September 2024](#)
5. [P0141 - Consumer Price Index \(CPI\), August 2024](#)
6. [P0141 - Consumer Price Index \(CPI\), July 2024](#)
7. [P6410 - Tourist accommodation, September 2024](#)
8. [P6410 - Tourist accommodation, August 2024](#)
9. [P6410 - Tourist accommodation, July 2024](#)
10. [P0441 - Gross Domestic Product \(GDP\), 3rd Quarter 2024](#)
11. [P0441 - Gross Domestic Product \(GDP\), 2nd Quarter 2024](#)
12. <https://www.gov.za/news/media-statements/president-cyril-ramaphosa-concludes-working-visit-angola-08-aug-2024>
13. <https://tourismnewsafrica.com/south-africas-top-international-tourists/>
14. <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>
15. <http://www.unwto.org/un-tourism-world-tourism-barometer-data>
16. [Botswana Air Access project takes flight](#)
17. <https://www.southafrica.net/gl/en/trade/press/unlocking-africas-mice-potential-overcoming-challenges-and-seizing-growth-opportunities-in-a-booming-industry>
18. <https://www.southafrica.net/gl/en/trade/press/there-is-so-much-to-explore-in-south-africa-this-summer>
19. <https://www.southafrica.net/gl/en/trade/category/travel-trade-news>
20. <https://www.unwto.org/news/international-tourism-to-reach-pre-pandemic-levels-in-2024>
21. <https://www.gov.za/news/media-statements/tourism-release-international-arrival-figures-07-may-2024>
22. <https://tourismnewsafrica.com/south-africas-tourism-outlook-for-2024/>
23. <https://www.southafrica.net/gl/en/corporate/press/economic-impact-of-the-tourism-sector-tourism-is-a-key-economic-driver-and-it-is-on-the-rise>

DISCLAIMER

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

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



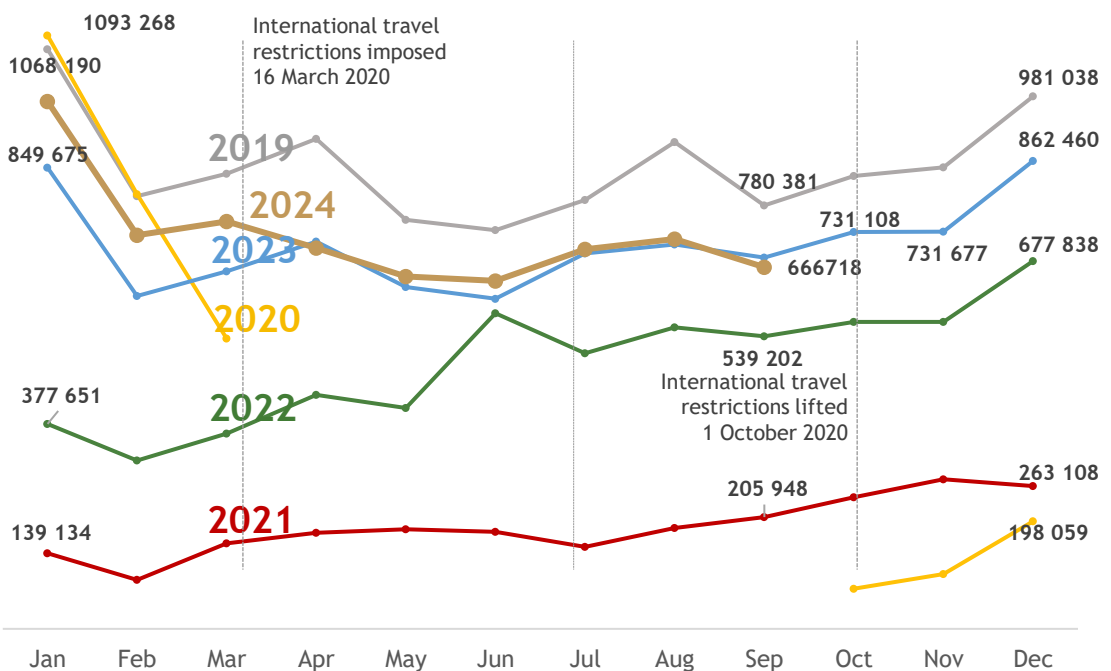
ABOUT THE REPORT

IMPACT OF COVID-19 ON THE SURVEY

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

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

International Tourist Arrivals in SA, 2019-2024¹



¹ P0350 - International Tourism, September 2024

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 Q3 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 (Q3 2019 - Q3 2024). *In the narrative, where Q3 2024 figures are compared to Q3 2023 & Q3 2022’s results rather than to Q3 2019’s, the commentary is in italics.* In charts, comparisons to Q3 2023 are part of the YOY line graph while comparisons to Q3 2019 are plotted separately and clearly marked as such.





INTERNATIONAL TOURISM PERFORMANCE

INTERNATIONAL TOURIST ARRIVALS



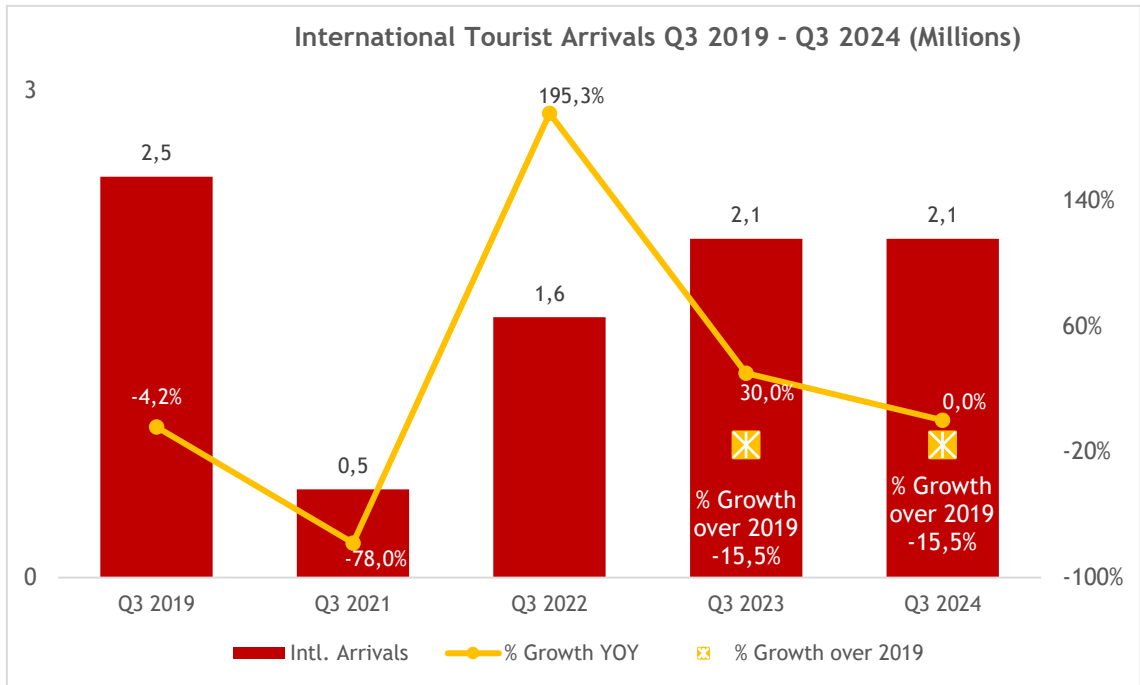
2.1 MILLION

-15.5% ▼

-15.5% ▼

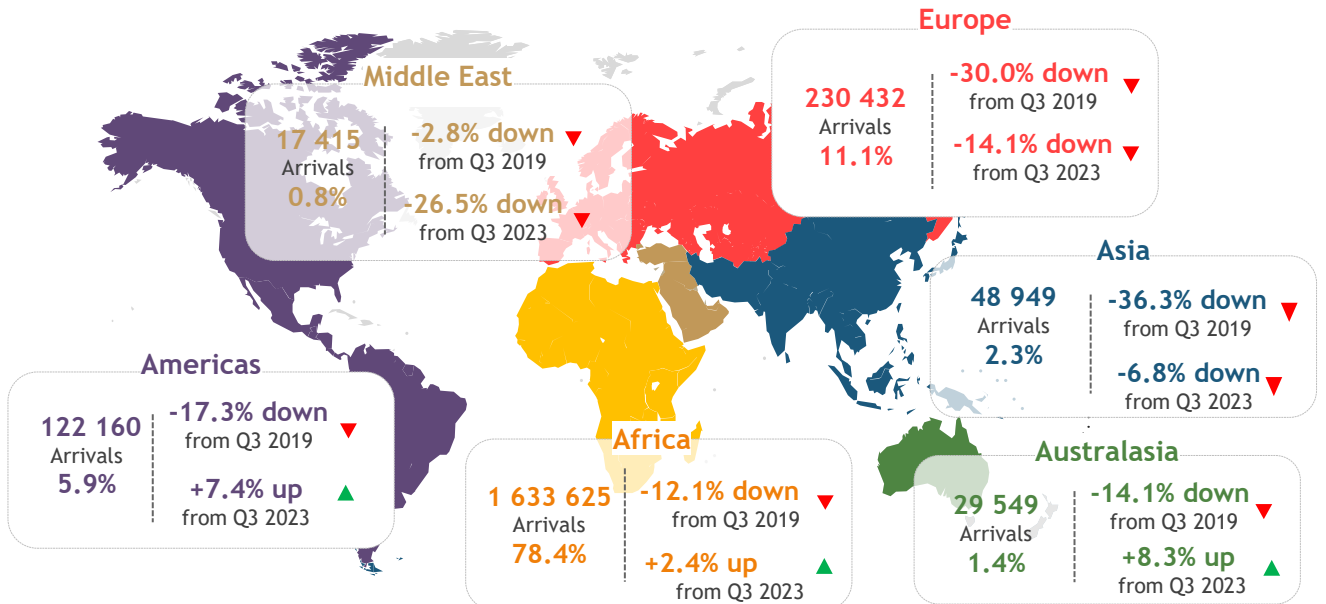
Q3 2024 over Q3 2019

In Q3 2024, international tourist arrivals plateaued at 2.1 million, marking a -15.5% negative growth rate compared to Q3 2019 levels. This indicated that the tourism sector year-on-year stabilised and did not return to pre-pandemic levels. All regions continued to report negative growth rates compared to Q3 2019, with Asia (-36.3%) and Europe (-30.0%) being the slowest to recover, followed by America (-17.3%), Australasia (-14.1%), and Africa (-12.1%). Year-on-year, arrivals from Australasia, America, and Africa increased by +8.3%, +7.4%, and +2.4%, respectively. Conversely, the Middle East experienced a sharp decline of -26.5% compared to Q3 2023, bringing arrivals closer to Q3 2019 levels. Europe and Asia also recorded decreases of -14.1% and -6.8%, respectively, compared to Q3 2023.



International Tourist Arrivals Q3 2024

(Q3 2024 Actual Arrivals, Share & Q3 2019 vs Q3 2024 & Q3 2023 vs Q3 2024 Growth)



**INTERNATIONAL
TOURIST ARRIVALS**



2.1 MILLION

-15.5%

-15.5%

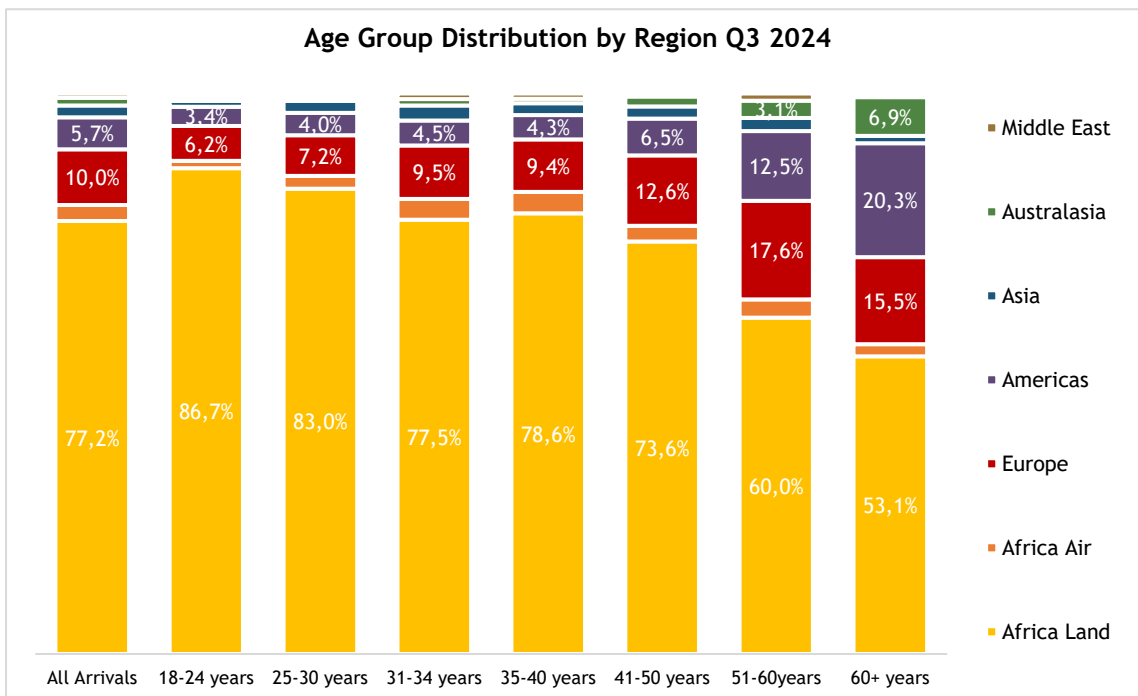
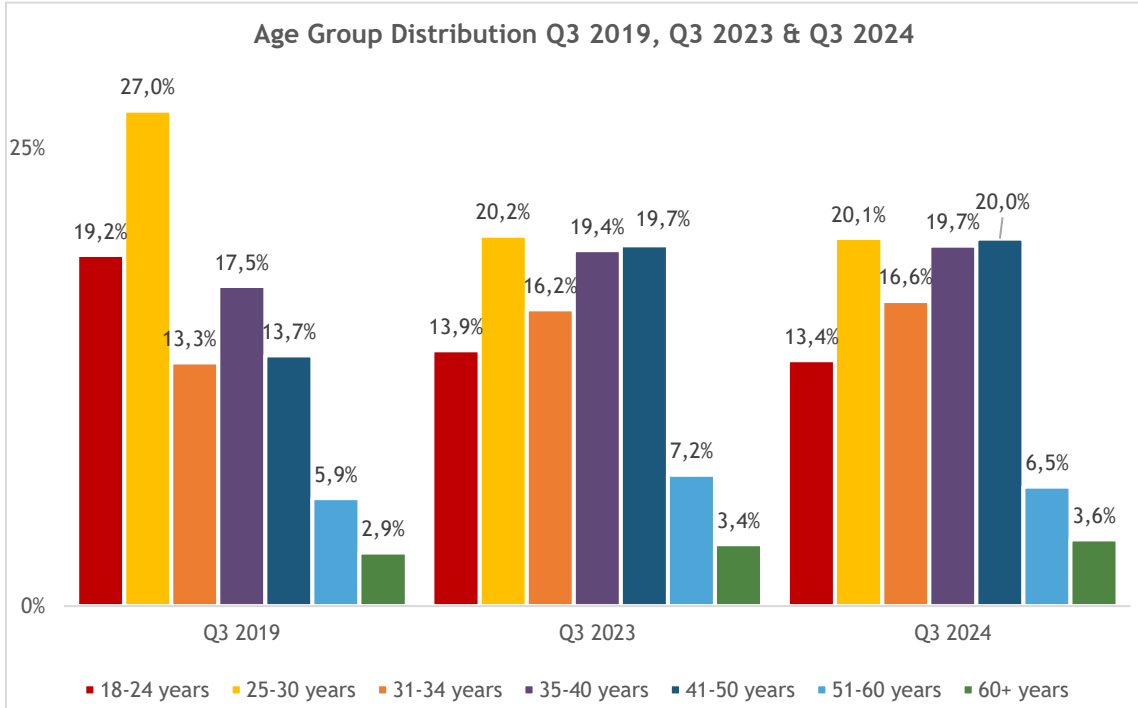
Q3 2024 over Q3 2019

At a total level, growth plateaued this quarter. Year-on-year, the three growth regions were Australasia, the Americas, and Africa. Whereas the Middle East, Europe, and Asia recorded declines compared to Q3 2023, following moderate recoveries against Q3 2022.



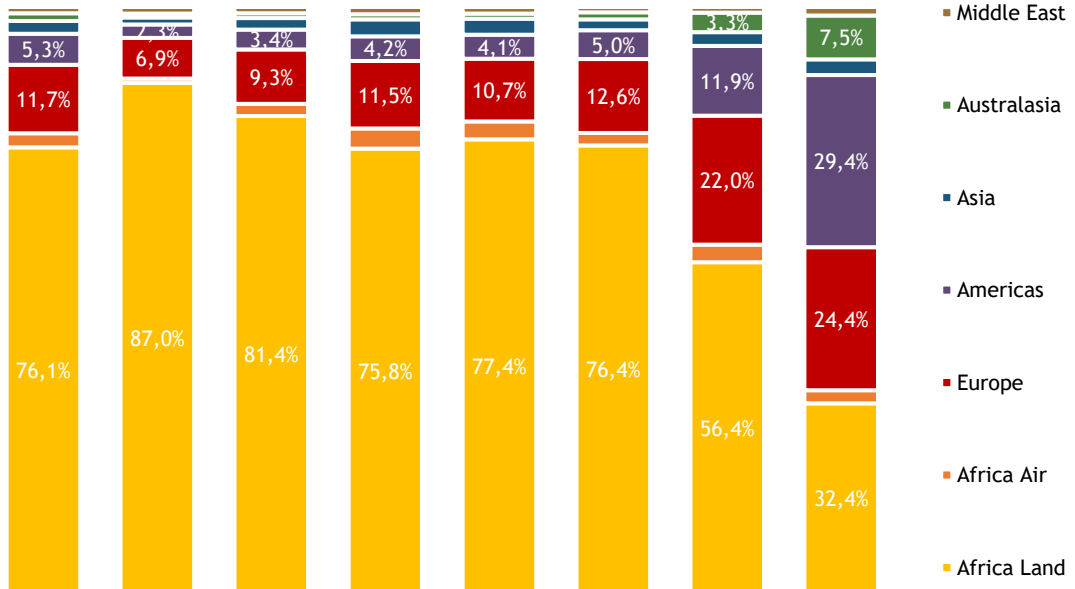


This quarter, the age distribution of international tourists in South Africa remained relatively stable compared to the same period in the previous year. However, at a regional level, there was a significant increase of +24.3 percentage points in tourists aged 51+ arriving from Africa via land, compared to Q3 2023, and +33.2 percentage points against Q3 2019. Conversely, arrivals from Europe skewed slightly younger, with a decline in the 51+ age category of -13.3 percentage points compared to Q3 2023 and -23.4 percentage points compared to Q3 2019. Similarly, arrivals from the Americas aged 60+ recorded a decrease of -9.1 percentage points compared to Q3 2023.



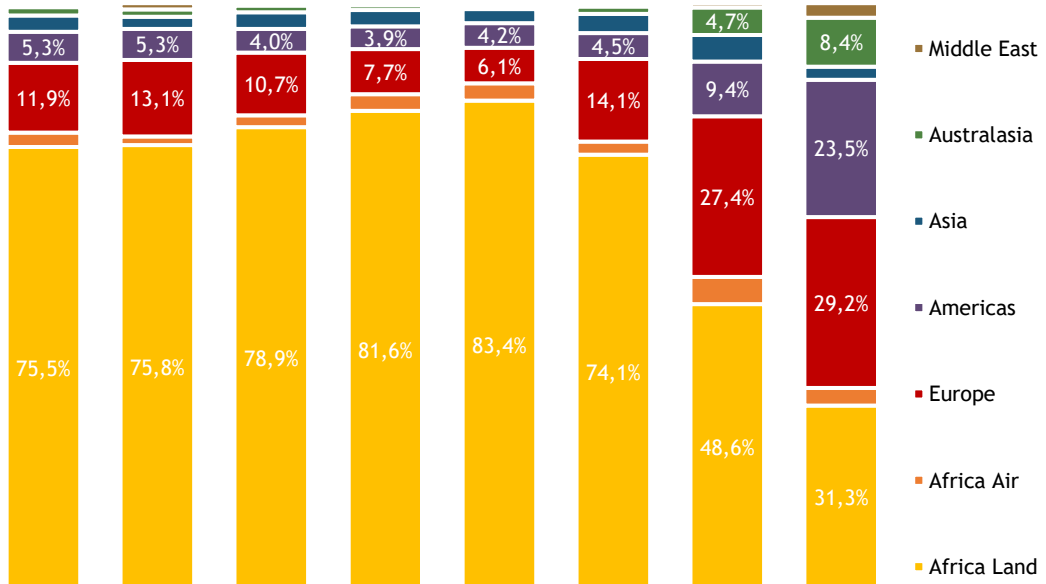


Age Group Distribution by Region Q3 2023



All Arrivals 18-24 years 25-30 years 31-34 years 35-40 years 41-50 years 51-60years 60+ years

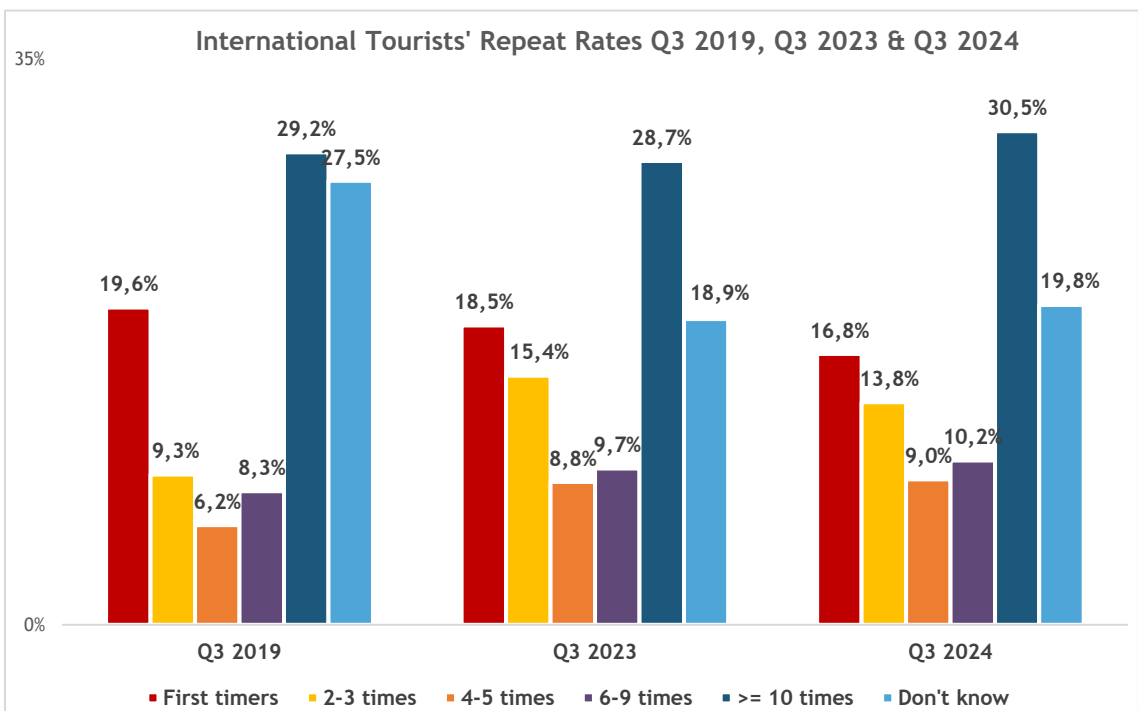
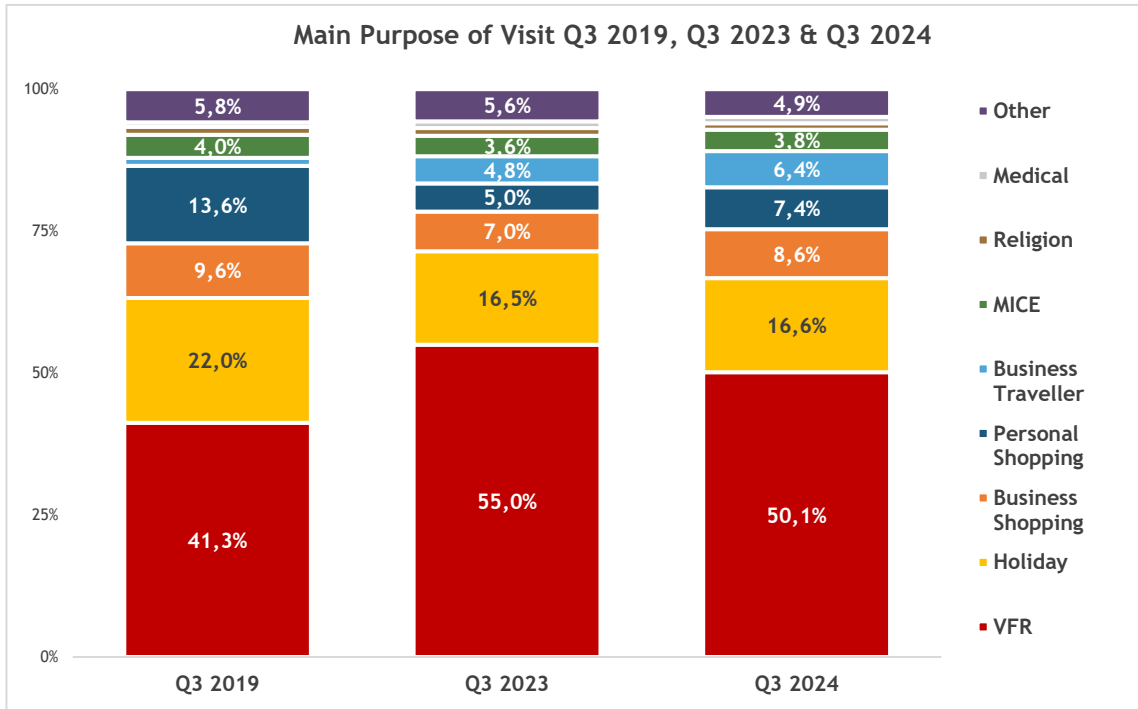
Age Group Distribution by Region Q3 2019



All Arrivals 18-24 years 25-30 years 31-34 years 35-40 years 41-50 years 51-60years 60+ years

PURPOSE OF TRAVEL

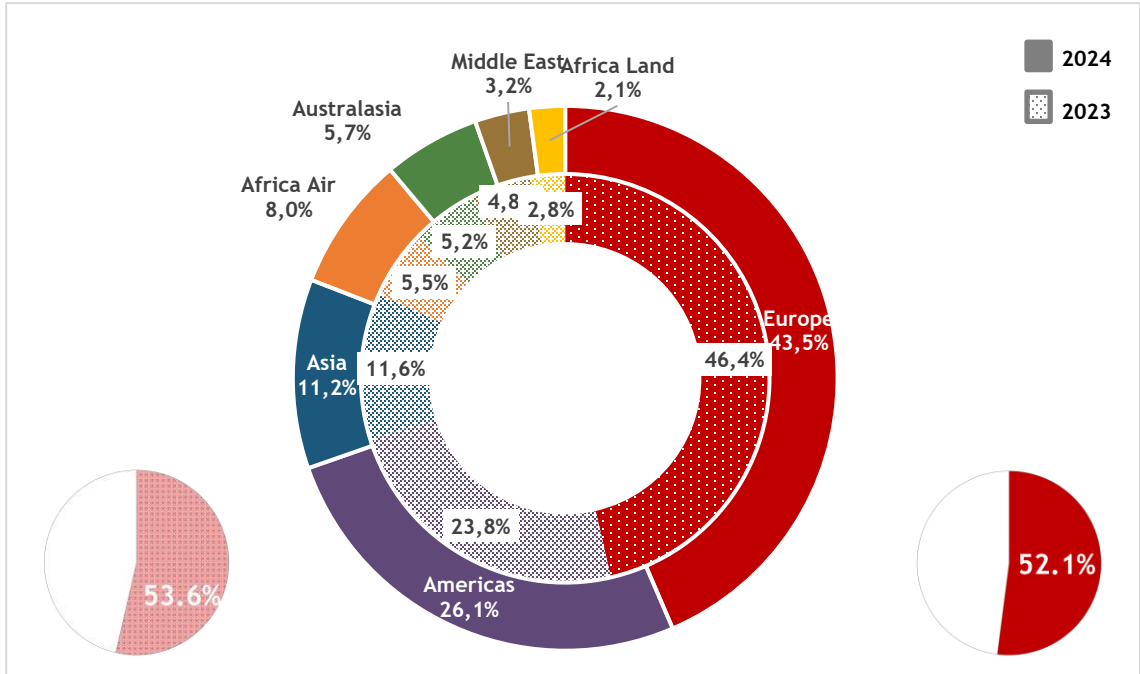
The share of tourists visiting friends and relatives (VFR) increased from 41.3% in Q3 2019 to 55.0% in Q3 2023, although this proportion dipped slightly in Q3 2024, shedding -4.9 percentage points. This quarter, the percentage of tourists visiting for holiday purposes remained lower than Q3 2019, at 16.6%. South Africa continued to strengthen as a business traveller and MICE (Meetings, Incentives, Conferences, and Exhibitions) destination, with a combined share of visitors increasing to 10.2% in Q3 2024, up from 8.4% in Q3 2023 and 5.4% in Q3 2019. During Q4 2024, travel related to personal shopping showed growth compared to Q3 2023 but remained below Q3 2019 levels of 13.6%. This quarter, the proportion of first-time visitors declined compared to both Q3 2023 and Q3 2019. Conversely, the share of visitors returning more than four times increased compared to Q3 2023.



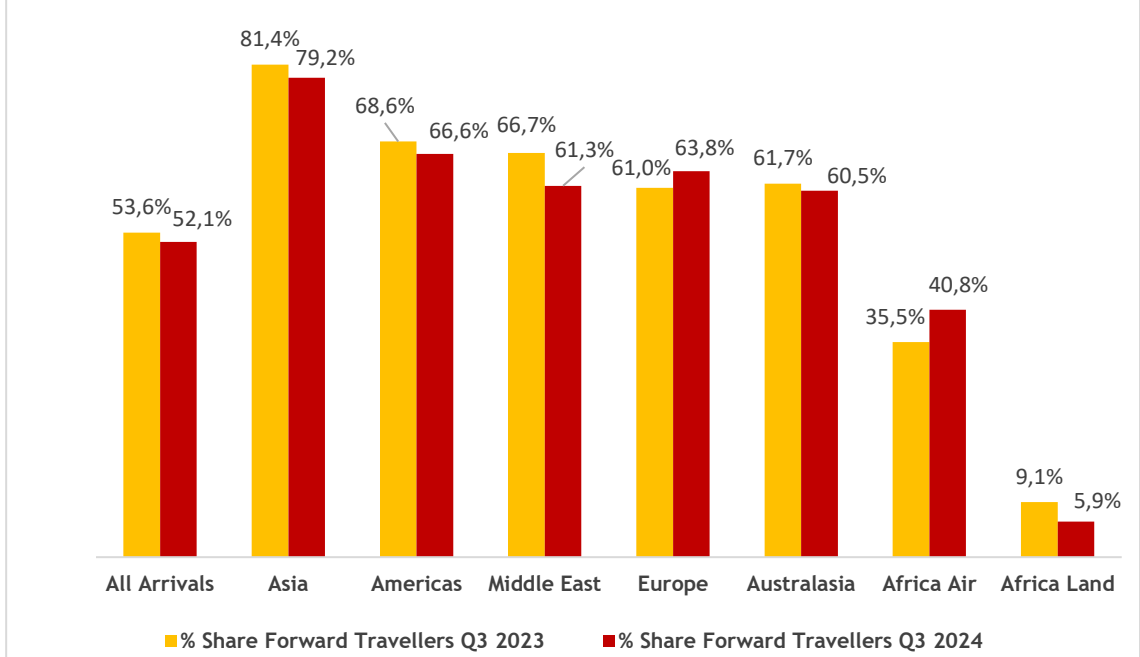
FORWARD TRAVEL

The proportion of travellers continuing to another destination remained relatively stable this quarter, shifting slightly from 53.6% in Q3 2023 to 52.1% in Q3 2024. The share of travellers from Europe decreased modestly year-on-year, from 46.4% to 43.5%. Conversely, the share of travellers from the Americas increased from 23.8% in Q3 2023 to 26.1% in Q3 2024. Travelers from Africa via Air saw a notable rise in forward travel, increasing from 35.5% in Q3 2023 to 40.8% in Q3 2024. Forward travel proportions for other regions remained stable year-on-year, with travellers from Asia continuing to hold the highest proportion of forward travel.

Share of All Forward Travellers by Region of Origin Q3 2024 vs. Q3 2023



Share of Forward Travellers per Region of Origin Q3 2023 vs. Q3 2024



FORWARD TRAVEL

Top ten forward market regional analysis for the four biggest regions, is stable year-on-year. The UAE and Ethiopia are in the top 10 forward destinations across the 4 top regions this quarter. Turkey and Qatar are amongst the top forward destinations for Europe, the Americas and Asia. Kenya and Zimbabwe are top forward destinations for Africa Air tourists. These forward destinations are also major airport hubs.

Europe Top 10 Forward Markets	% Share Q3 2024
United Arab Emirates	17.5%
Qatar	14.6%
Turkey	13.3%
Ethiopia	9.2%
Germany	8.5%
Netherlands	6.0%
Switzerland	5.8%
UK	5.7%
France	3.3%
Namibia	2.5%
Others in Top 10 Q3 2023:	
Zimbabwe	2.0%
All Europe Forward Tourists	43.5%

Americas Top 10 Forward Markets	% Share Q3 2024
UK	22.6%
United Arab Emirates	9.2%
Kenya	8.1%
Netherlands	7.4%
Qatar	6.9%
Zimbabwe	6.2%
Germany	5.9%
Ethiopia	4.4%
Turkey	3.7%
Switzerland	3.3%
Others in Top 10 Q3 2023:	
Botswana	1.8%
France	3.3%
Namibia	2.1%
All Americas Forward Tourists	26.1%

Asia Top 10 Forward Markets	% Share Q3 2024
United Arab Emirates	38.7%
Ethiopia	15.1%
Singapore	13.8%
Qatar	12.8%
Kenya	9.3%
Turkey	1.1%
Zimbabwe	0.9%
China	0.8%
Malawi	0.8%
Hong Kong, China	0.6%
Others in Top 10 Q3 2023:	
Australia	0.5%
All Asia Forward Tourists	11.2%

Africa Air Top 10 Forward Markets	% Share Q3 2024
Kenya	41.7%
Ethiopia	16.2%
Malawi	14.0%
Rwanda	6.2%
Ghana	3.6%
Zimbabwe	2.9%
France	2.1%
Brazil	1.9%
Zambia	1.8%
United Arab Emirates	1.7%
Others in Top 10 Q3 2023:	
Mozambique	0.4%
Namibia	1.0%
All Africa Air Forward Tourists	8.0%

AFRICA RECOVERY — PRIORITY MARKETS

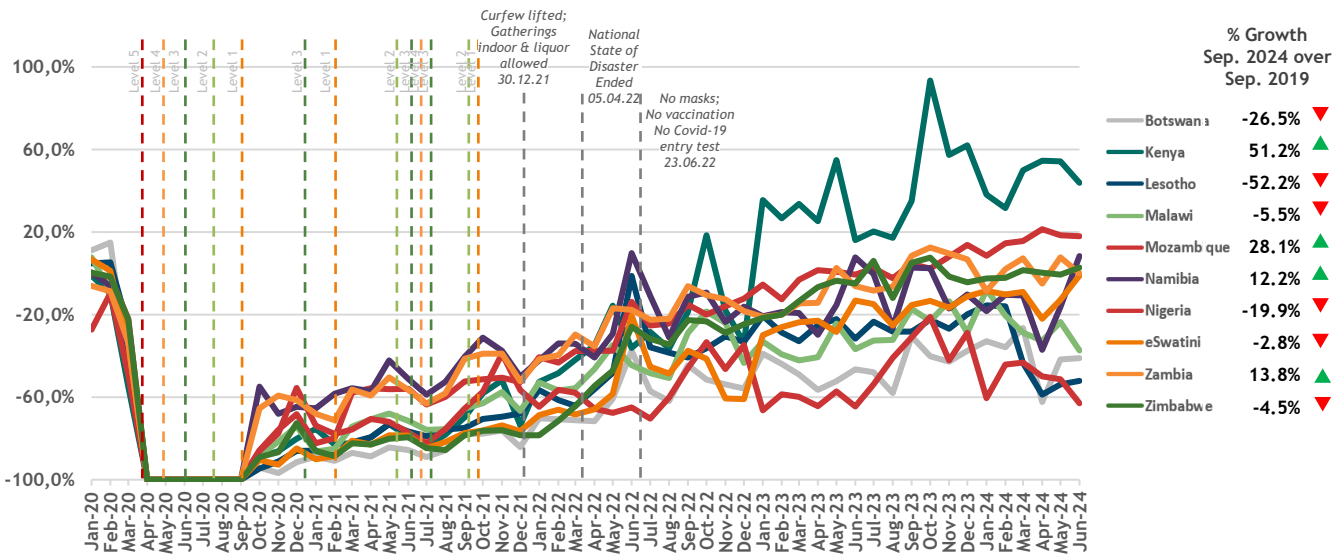
-11.8% ▼

Jul-Sep 24 over Jul-Sep 19
monthly average

The recovery in African priority markets remained slow, resulting in a shortfall of -11.8% against Q3 2019, *although it showed an improvement of +1.9 percentage points compared to Q3 2023*. In September 2024, Kenya, Mozambique, Zambia, and Namibia led the recovery in African priority markets, posting growth rates of +51.2%, +28.1%, +13.8%, and +12.2% respectively against September 2019. In contrast, Lesotho, Botswana, and Nigeria recorded the largest declines, with rates of -52.2%, -26.5%, and -19.9% respectively for September 2024 compared to September 2019.

In September 2024, significant changes in market share were observed for Lesotho and Mozambique when compared to September 2019. Lesotho's share dropped from 21.5% pre-COVID to 11.1% in September 2024, a change of -10.4 percentage points, while Mozambique's share increased by +7.3 percentage points, from 17.9% pre-COVID to 25.2% in September 2024.

Recovery of Africa Tourist Arrivals vs. Same Month in 2019²
Jan. 2020 - Sep. 2024



Share of Priority Africa Tourist Arrivals by Country Prior vs. Post Covid-19²

Pre-Covid Share	Country	Sep-24		Sep 2024 Share
		Share	Growth	
9,1%	Kenya	0.8%	51.2%	7,1%
12,0%	Nigeria	0.4%	-19.9%	14,4%
17,9%	Zambia	2.4%	13.8%	25,2%
21,5%	Malawi	2.9%	-5.5%	11,1%
31,1%	Namibia	2.9%	12.2%	29,7%
	Botswana	7.1%	-26.5%	
	eSwatini	14.4%	-2.8%	
	Mozambique	25.2%	28.1%	
	Lesotho	11.1%	-52.2%	
	Zimbabwe	29.7%	-4.5%	

² P0350 - International Tourism, September 2024

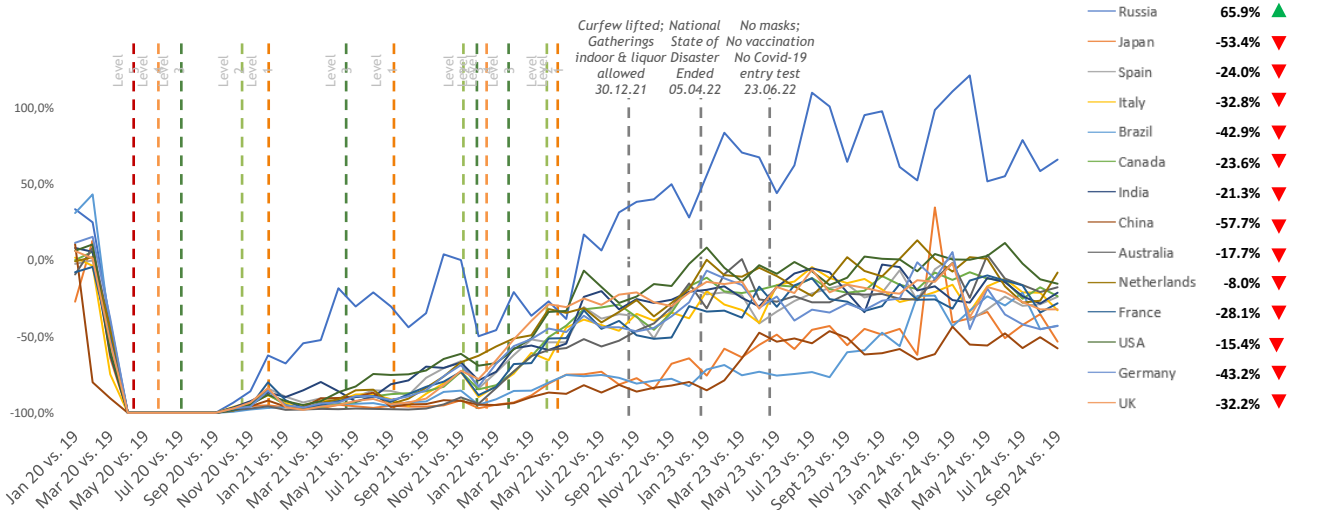
OVERSEAS RECOVERY — PRIORITY MARKETS

-25.7% ▾
Jul-Sep 24 over Jul-Sep 19
monthly average

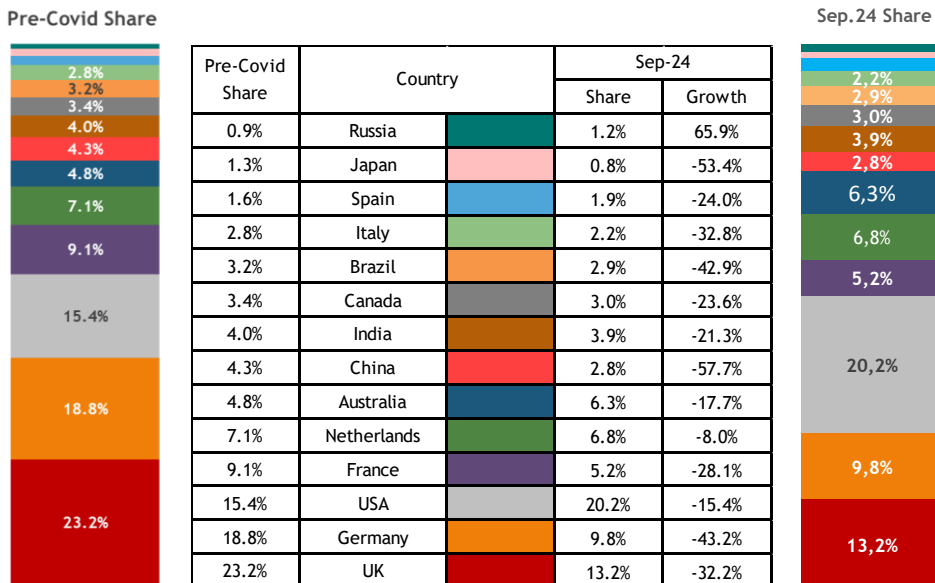
This quarter, the recovery of overseas priority markets widened further to -25.7% against Q3 2019, reflecting a decrease of -6.1 percentage points year-on-year. The recovery in September 2024 continued to be led by Russia, which noted a remarkable increase of +65.9% against September 2019. In September 2024, all other overseas priority markets remained below September 2019 levels, with the most notable declines observed from China (including Hong Kong), Japan, Germany, and Brazil, dropping by -57.7%, -53.4%, -43.2%, and -42.9%, respectively.

Significant drops in market share were also observed from the UK and Germany in September 2024 vs. September 2019. The UK's share dropped from 23.2% pre-COVID to 13.2%, a change of -10.0 percentage points, similarly Germany's share fell from 18.8% to 9.8%, a -9.0 percentage point decrease. In contrast, the USA's share increased slightly by +4.8 percentage points, from 15.4% pre-COVID to 20.2% in September 2024.

Recovery of Overseas Tourist Arrivals vs. Same Month in 2019²
Jan. 2020 - Sep. 2024



Share of Priority Overseas Tourist Arrivals by Country Prior vs. Post Covid-19²



² P0350 - International Tourism, September 2024

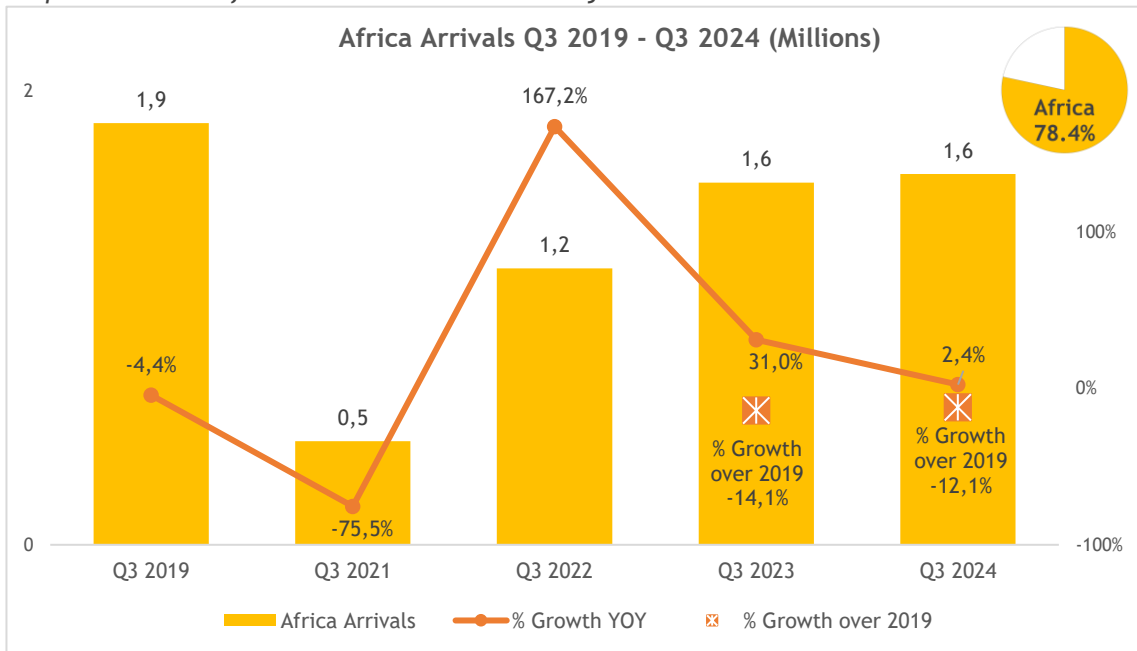
AFRICA ARRIVALS

1.6 M

-12.1% ▼

Q3 2024 over Q3 2019

International tourist arrivals from Africa stabilised this quarter at 1.6 million, reflecting a marginal increase of +2.4% against Q3 2023. The Africa region reported the strongest recovery against Q3 2019, with only a -12.1% gap. Arrivals from Africa continued to dominate South Africa's inbound tourism, accounting for a robust 78.4% share this quarter. In Q3 2024, visitors from Zimbabwe, Mozambique, eSwatini, and Lesotho collectively made up 82.2% of all arrivals from Africa, as expected due to the geographic proximity of these countries. Zimbabwe remained the largest source market, with a 32.0% share, reflecting a +2.7 percentage points increase this quarter. Mozambique demonstrated strong growth, with its share increasing from 17.4% in Q3 2019 to 25.0% in Q3 2024. Year-on-year, Mozambique recorded a +24.6% increase and surpassed its Q3 2019 arrivals by +26.4%. eSwatini also saw a notable increase of +17.5% year-on-year, with arrivals returning to Q3 2019 levels. In contrast, Lesotho experienced steep declines in arrivals, both year-on-year and compared to Q3 2019. Meanwhile, Botswana remains underperforming, with arrivals lagging by -39.4% against Q3 2019. However, year-on-year growth of +13.3% indicates gradual improvement, and further gains are anticipated with the continued implementation of the Botswana Air Access Project ³.



Africa Tourist Arrivals by Top 10 Markets Q3 2024

Africa Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Zimbabwe	522 136	29.2%	32.0%	-3.8%	-2.5%
Mozambique	408 686	17.4%	25.0%	26.4%	24.6%
eSwatini	228 054	12.9%	14.0%	-4.7%	17.5%
Lesotho	183 518	20.1%	11.2%	-50.8%	-33.1%
Botswana	99 361	8.8%	6.1%	-39.4%	13.3%
Malawi	41 949	3.0%	2.6%	-23.7%	5.9%
Namibia	39 697	2.3%	2.4%	-6.5%	2.8%
Zambia	38 075	2.0%	2.3%	0.5%	3.3%
Kenya	11 421	0.4%	0.7%	50.1%	20.7%
Ghana	9 812	0.3%	0.6%	105.4%	289.2%
All Africa Arrivals	1 633 625	75.3%	78.4%	-12.1%	2.4%
Others in Top 10 in Q3 2019					
Angola	9 624	0.8%	0.6%	-32.1%	-3.4%
Tanzania	8 690	0.5%	0.5%	-10.2%	10.5%

³Botswana Air Access project takes flight

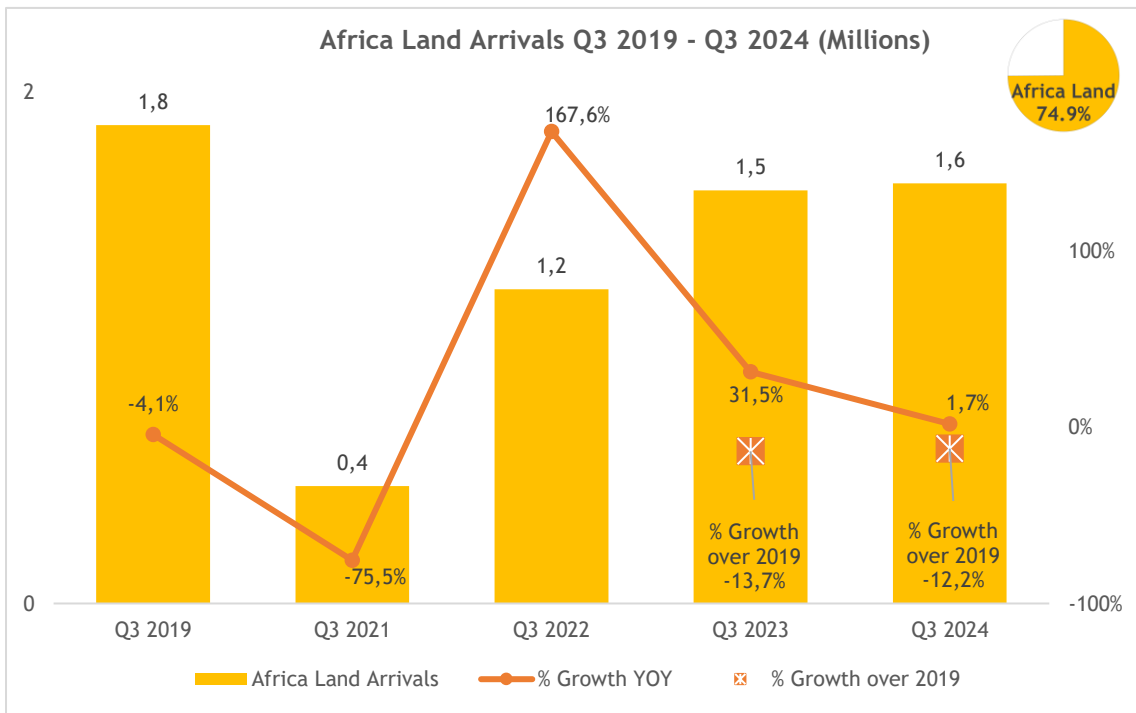
AFRICA LAND ARRIVALS

1.6 M

-12.2% ▼

Q3 2024 over Q3 2019

This quarter, international tourist arrivals into South Africa from Africa by land increased marginally, reaching a total of 1.6 million arrivals, *reflecting a +1.7% growth year-on-year*. This reduced the shortfall of arrivals from Africa by land against Q3 2019 to only -12.2%. During this quarter, Africa land continued to dominate the share of arrivals into South Africa, accounting for 74.9% of all international arrivals. As is noted for Africa total, in Q3 2024, arrivals from Zimbabwe, Mozambique, eSwatini, and Lesotho accounted for 86.0% of all arrivals from Africa via land. Zimbabwe remained the top source market, increasing its share further to 33.4% this quarter, compared to 30.5% in the same period in 2019. Despite the share increase, the number of arrivals from Zimbabwe was *lower both year-on-year* and compared to Q3 2019. This quarter, Mozambique increased its share by +8.0 percentage points compared to Q3 2019, and notably, it showed strong increases of +26.4% vs. Q3 2019 and +24.6% vs. Q3 2023. Arrivals from eSwatini nearly recovered to Q3 2019 levels, *with strong year-on-year growth of +17.5%*. During this quarter, Lesotho's share of arrivals was almost half of what it was in Q3 2019, noting drops of -50.3% against Q3 2019 and -33.1% vs. Q3 2023.



Africa Land Tourist Arrivals by Market Q3 2024

Africa Land Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Zimbabwe	522 136	30.5%	33.4%	-3.8%	-2.5%
Mozambique	408 686	18.2%	26.2%	26.4%	24.6%
eSwatini	228 054	13.5%	14.6%	-4.7%	17.5%
Lesotho	183 518	21.0%	11.8%	-50.8%	-33.1%
Botswana	99 361	9.2%	6.4%	-39.4%	13.3%
Malawi	41 949	3.1%	2.7%	-23.7%	5.9%
Namibia	39 697	2.4%	2.5%	-6.5%	2.8%
Zambia	38 075	2.1%	2.4%	0.5%	3.3%
All Africa Land Arrivals	1 561 476	72.1%	74.9%	-12.2%	1.7%

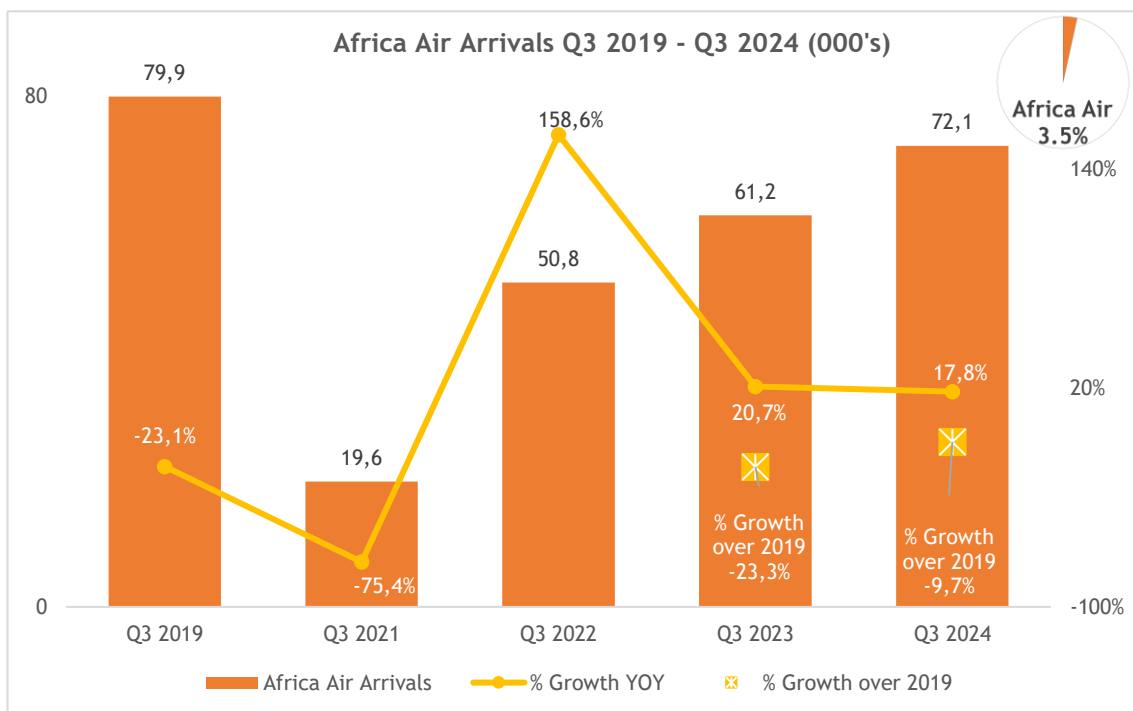
AFRICA AIR ARRIVALS

72.1 K

-9.7% ▼

Q3 2024 over Q3 2019

In Q3 2024, Africa Air arrivals reached 72.1 thousand, *resulting in a +17.8% year-over-year growth*; however, continued -9.7% below Q3 2019 levels. Africa Air arrivals accounted for 3.5% of all international tourist arrivals in Q3 2024. Both Kenya and Ghana showed strong growth this quarter compared to Q3 2019. Kenya grew by +20.7%, with its share increasing from 9.5% to 15.8%, securing its position as the top source market for Africa Air countries. *Ghana showed an astounding year-on-year growth of +289.2%*, resulting in a +105.4% increase against Q3 2019. These growths may be attributed to the changed visa agreements between South Africa, Kenya, and Ghana. *Year-on-year increases were also noted for the DRC (+20.1%), Ethiopia (+13.2%), Egypt (+12.2%), Tanzania (+10.5%), and Nigeria (+6.9%)*. Despite these increases, all of these markets remained with a negative growth rate compared to Q3 2019. Angola's share of arrivals dropped from 17.8% in Q3 2019 to 13.3% in Q3 2024, which could be attributed to currency fluctuations and exchange rates making South Africa a more expensive destination for Angolans.



Africa Air Tourist Arrivals by Top 10 Markets Q3 2024

Africa Air Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Kenya	11 421	9.5%	15.8%	50.1%	20.7%
Ghana	9 812	6.0%	13.6%	105.4%	289.2%
Angola	9 624	17.8%	13.3%	-32.1%	-3.4%
Tanzania	8 690	12.1%	12.0%	-10.2%	10.5%
DRC	6 925	11.9%	9.6%	-27.2%	20.1%
Nigeria	5 374	11.1%	7.4%	-39.2%	6.9%
Mauritius	3 778	6.3%	5.2%	-25.2%	-8.9%
Uganda	2 905	4.4%	4.0%	-18.1%	1.8%
Ethiopia	1 815	2.1%	2.5%	5.8%	13.2%
Egypt	1 436	2.1%	2.0%	-16.0%	12.2%
All Africa Air Arrivals	72 149	3.2%	3.5%	-9.7%	17.8%
Others in Top 10 in Q3 2019					
Gabon	1 343	3.0%	1.9%	-43.6%	-6.9%

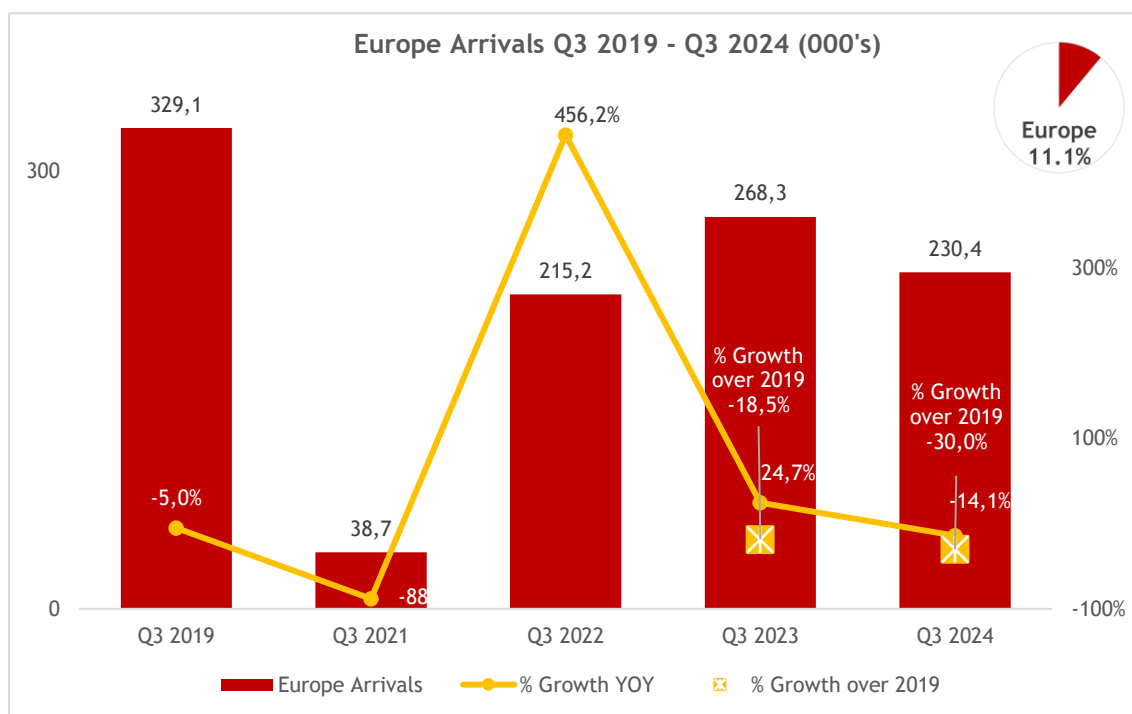
EUROPE ARRIVALS

230.4 K

-14.1% ▼

Q3 2024 over Q3 2019

After having noted strong recoveries in Q3 2022 and Q3 2023, arrivals from Europe declined this quarter by -14.1% compared to the previous year, resulting in a recovery gap of -30.0% against Q3 2019. Total arrivals reached 230.4 thousand this quarter, marking a share of 11.1% of total arrivals to South Africa. This share was slightly lower than Q3 2019, having dropped by -2.3 percentage points. South Africa remains a popular destination for travellers from the UK, the Netherlands, Germany, and France, accounting for 65.4% of arrivals from Europe. All top 10 source markets from Europe noted declines in Q3 2024, further widening the recovery gap against Q3 2019. These decreases could be attributed to the current tough economic challenges and increased inflation faced in Europe. The UK maintained a stable share of 25.5%, with a negative growth rate of -30.7% against Q3 2019. The number of arrivals from the Netherlands accounted for a share of 14.3%, an increase of +1.4 percentage points compared to Q3 2019. The share of arrivals from Germany dropped from 17.5% in Q3 2019 to 14.3% in Q3 2024. France remained stable, with a share of 11.6% in Q3 2024, and a marginal decrease in arrivals year-on-year of -6.7%.



Europe Tourist Arrivals by Top 10 Markets Q3 2024

Europe Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
UK	58 819	25.8%	25.5%	-30.7%	-18.7%
The Netherlands	32 847	12.9%	14.3%	-22.5%	-10.1%
Germany	32 388	17.5%	14.1%	-43.6%	-17.9%
France	26 749	11.1%	11.6%	-26.7%	-6.7%
Italy	17 848	7.1%	7.7%	-23.6%	-14.3%
Spain	10 776	4.5%	4.7%	-28.0%	-11.4%
Belgium	10 754	4.4%	4.7%	-26.6%	-19.0%
Switzerland	6 493	2.9%	2.8%	-32.8%	-13.7%
Ireland	5 099	1.8%	2.2%	-13.3%	-1.0%
Russian Federation	4 337	0.8%	1.9%	66.4%	-11.9%
All Europe Arrivals	230 432	13.3%	11.1%	-30.0%	-14.1%
Others in Top 10 in Q3 2019					
Portugal	4 242	1.9%	1.8%	-33.2%	4.7%

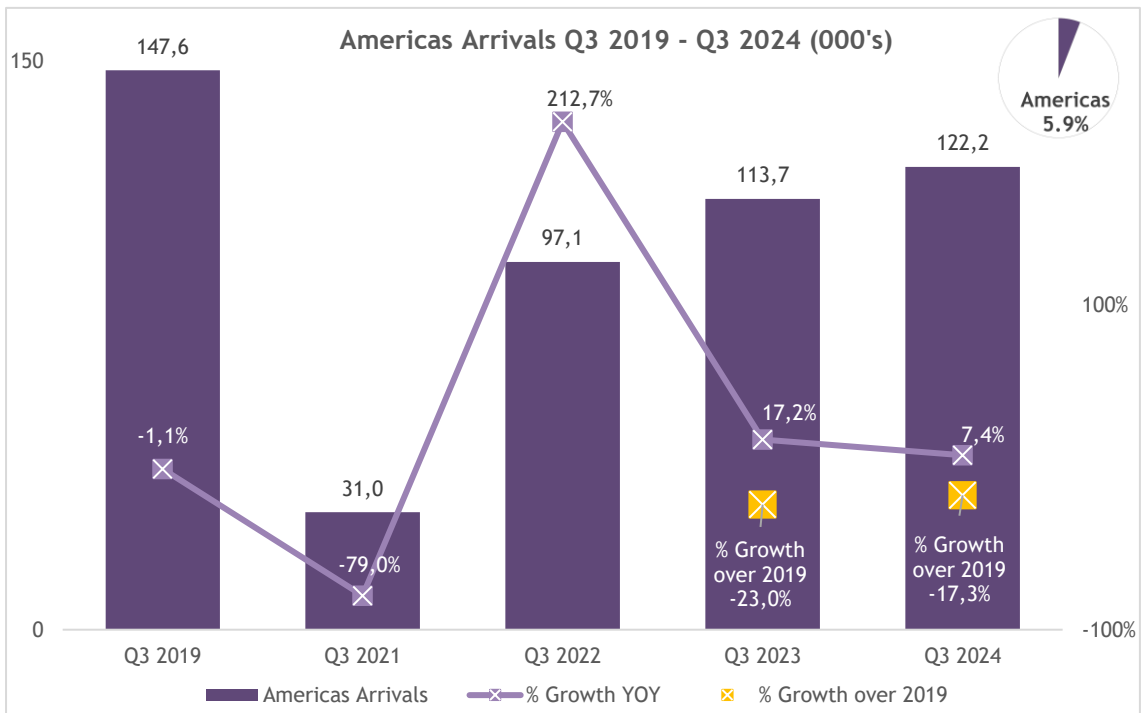
AMERICAS ARRIVALS

122.2 K

-17.3% ▼

Q3 2024 over Q3 2019

This quarter, arrivals from the Americas increased steadily, reaching a total of 122.2 thousand visitors to South Africa, accounting for 5.9% of total arrivals. *With an increase of +7.4% compared to Q3 2023*, the recovery gap against Q3 2019 reduced to -17.3%. During Q3 2024, the USA remained the dominant source of tourist arrivals from the Americas, *growing by +1.8% year-on-year*, and accounting for a dominant share of 75.8%. Brazil continued to record a lag of -36.4% compared to Q3 2019 but *showed exceptionally high year-on-year growth of +109.9%*. In the same period last year, arrivals from Canada declined by -5.2%, resulting in a -22.2% gap against Q3 2019 and a share drop from 9.5% in Q3 2019 to 8.9% in Q3 2024. The combined market share of the first three countries - USA, Canada, and Brazil, accounted for 95.0%, practically covering the entire market.



Americas Tourist Arrivals by Top 10 Markets Q3 2024

Americas Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
USA	92 613	69.8%	75.8%	-10.1%	1.8%
Brazil	12 615	13.4%	10.3%	-36.4%	109.9%
Canada	10 868	9.5%	8.9%	-22.2%	-5.2%
Mexico	1 279	1.1%	1.0%	-18.9%	3.7%
Argentina	1 179	1.9%	1.0%	-57.1%	37.9%
Chile	743	1.0%	0.6%	-50.5%	83.0%
Peru	539	1.0%	0.4%	-63.0%	33.4%
Colombia	397	0.4%	0.3%	-33.4%	17.1%
Uruguay	226	0.4%	0.2%	-60.1%	-7.0%
Cuba	203	0.2%	0.2%	-41.0%	35.3%
All Americas Arrivals	122 160	6.0%	5.9%	-17.3%	7.4%

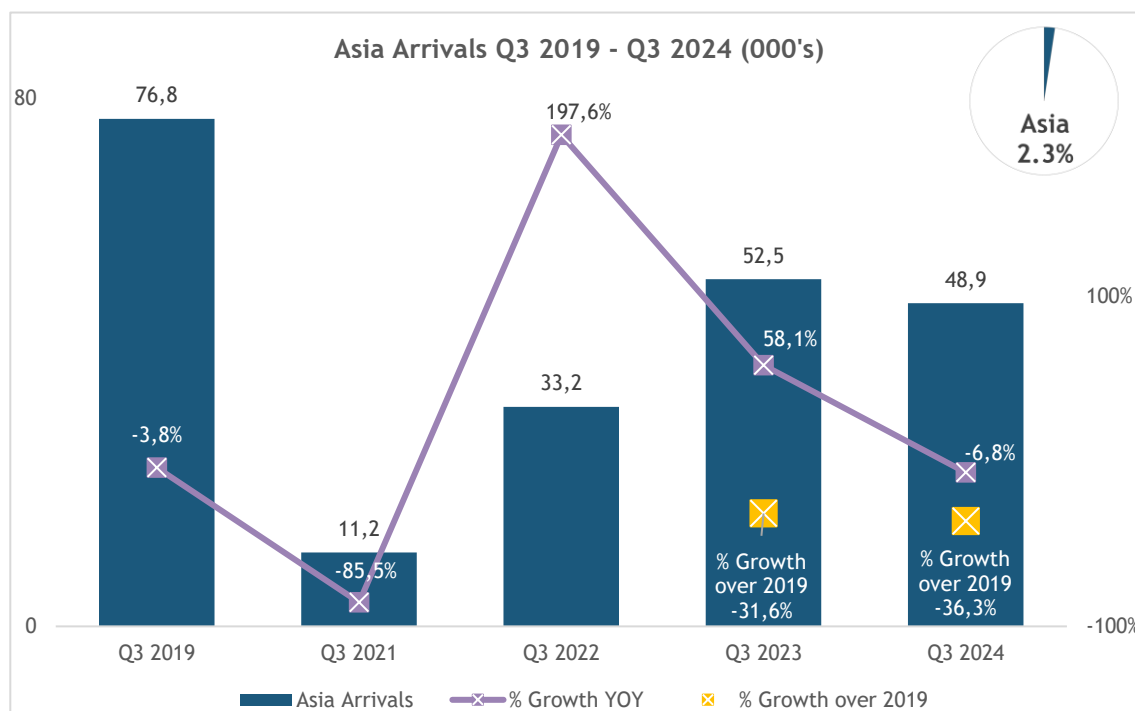
ASIA ARRIVALS

48.9 K

-36.3% ▼

Q3 2024 over Q3 2019

This quarter, Asia was the slowest region to recover, with a negative growth rate of -36.3% compared to Q3 2019. The total tourist arrivals from Asia to South Africa reached 48.9 thousand, a -6.8% year-over-year decline. India increased its share of arrivals from 27.5% in Q3 2019 to 32.6% in Q3 2024, remaining the dominant source market. However, arrivals from India remained below Q3 2019 levels, with a gap of -24.6%, which could be attributed to the lack of direct flights between India and South Africa. China (including Hong Kong) accounted for 22.4% of arrivals from Asia, making it the second-largest contributor. However, on a year-over-year basis, China (including Hong Kong) recorded a decline of -9.6%. This quarter, India and China accounted for a combined 55.0% share of the Asian market, whereas in Q3 2019, the two countries represented 59.5% of arrivals from Asia.



Asia Tourist Arrivals by Top 10 Markets Q3 2024

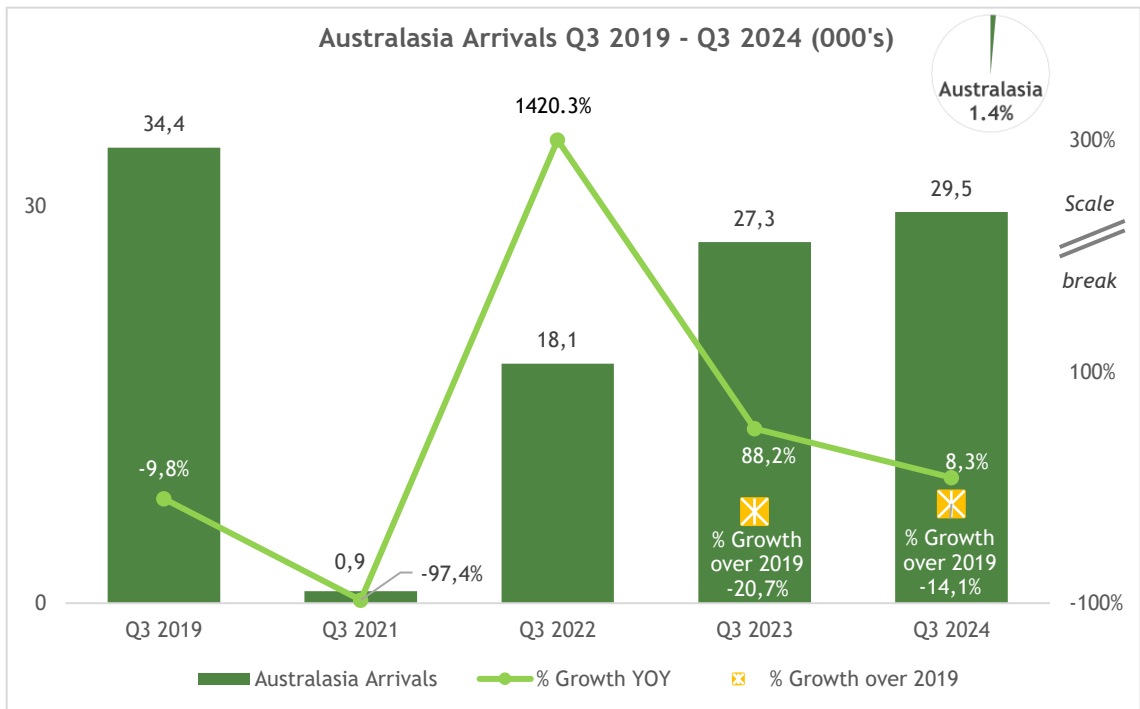
Asia Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
India	15 959	27.5%	32.6%	-24.6%	-14.8%
China (inc. Hong Kong)	10 986	32.0%	22.4%	-55.3%	-9.6%
Japan	4 021	9.3%	8.2%	-43.6%	9.0%
Pakistan	3 414	4.3%	7.0%	3.2%	-0.5%
South Korea	2 986	6.6%	6.1%	-41.5%	16.1%
Singapore	2 493	3.4%	5.1%	-4.1%	37.7%
Malaysia	1 821	3.1%	3.7%	-23.6%	1.8%
Philippines	1 660	2.8%	3.4%	-22.1%	0.2%
Thailand	1 473	2.8%	3.0%	-30.6%	18.7%
Bangladesh	1 258	1.8%	2.6%	-8.5%	-37.1%
All Asia Arrivals	48 949	3.1%	2.3%	-36.3%	-6.8%
Others in Top 10 in Q3 2019					
Taiwan	1 039	2.8%	2.1%	-52.3%	-7.0%

AUSTRALASIA ARRIVALS 29.5 K

-14.1% ▼

Q3 2024 over Q3 2019

The Australasian region showed good recovery, reaching 29.5 thousand tourist arrivals in Q3 2024, an +8.3% year-over-year growth. During this quarter, the recovery gap to Q3 2019 narrowed to -14.1%. The Australasian region accounted for 1.4% of visitors to South Africa, consistent with Q3 2019. In this period, Australia remained the primary source of tourists from the Australasian region. However, Australia recorded a negative growth rate compared to Q3 2019 of -18.4%, alongside a positive year-over-year growth of +9.7%. In Q3 2024, New Zealand exceeded its Q3 2019 levels by +15.2%, increasing its share from 12.6% in Q3 2019 to 16.9% in Q3 2023.



Australasia Tourist Arrivals by Market Q3 2024

Australasia Top 4 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Australia	24 499	87.2%	82.9%	-18.4%	9.7%
New Zealand	4 986	12.6%	16.9%	15.2%	1.8%
All Australasia Arrivals	29 549	1.4%	1.4%	-14.1%	8.3%

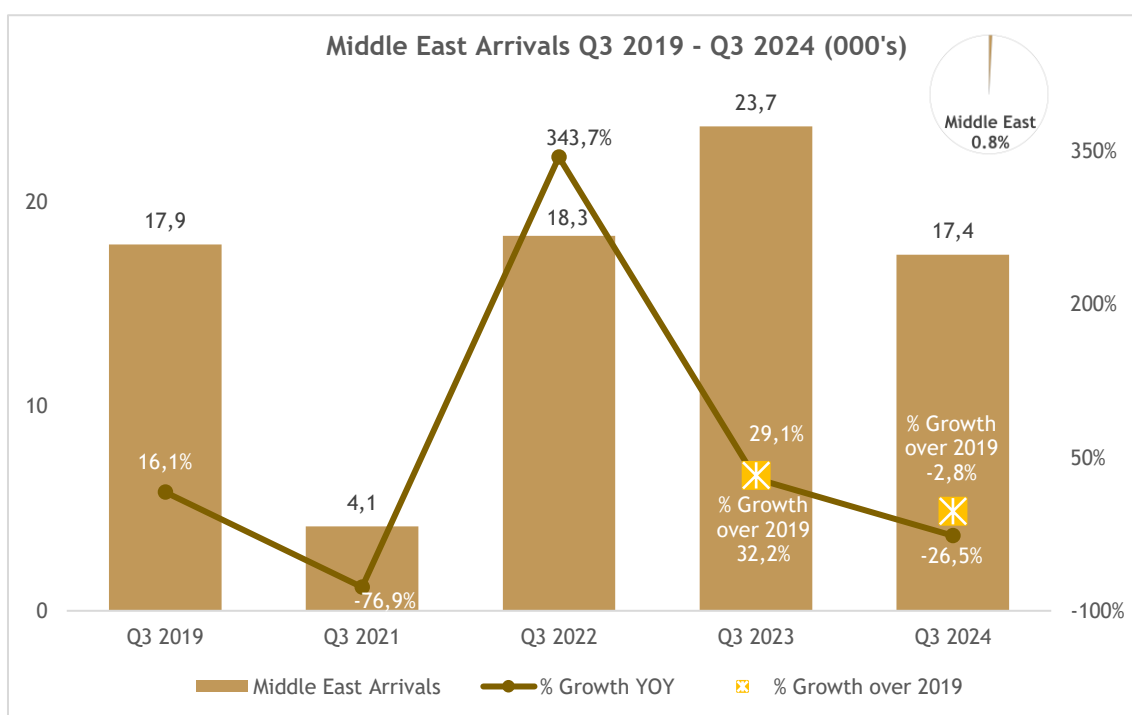
MIDDLE EAST ARRIVALS

17.4 K

-2.8% ▼

Q3 2024 over Q3 2019

During Q3 2024, arrivals from the Middle East region to South Africa accounted for 0.8% of total arrivals, dropping to 17.4 thousand, a -26.5% year-over-year decrease, however a -2.8% decrease vs. Q3 2019. This decline may be attributed to many Middle Eastern countries facing economic pressures due to global economic and political uncertainty. The share of arrivals from Saudi Arabia increased from 26.4% in Q3 2019 to 38.6% in Q3 2023, resulting in an increase of +42.3% against Q3 2019. When compared to the same period last year, Saudi Arabia experienced a decline of -15.1%. Arrivals from Israel continued to decline year-over-year by -75.9%, widening the recovery gap against Q3 2019 to a further -76.2%. Compared to Q3 2019, The UAE showed a significant recovery of +150.6%, along with a notable increase in share (26.3% in Q3 2024 vs. 10.2% in Q3 2019). Palestine recorded an outstanding year-over-year growth of +197.7%, although its market share only amounted to 1.5%. Saudi Arabia, Israel, and the UAE accounted for an aggregated share of 75.5% of Middle Eastern arrivals to South Africa.



Middle East Tourist Arrivals by Top 10 Markets Q3 2024

Middle East Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2019	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Saudi Arabia	6 730	26.4%	38.6%	42.3%	-15.1%
United Arab Emirates	4 573	10.2%	26.3%	150.6%	5.6%
Israel	1 843	43.2%	10.6%	-76.2%	-75.9%
Kuwait	1 098	4.1%	6.3%	47.8%	55.7%
Qatar	712	1.7%	4.1%	133.4%	-9.2%
Iran	609	2.5%	3.5%	38.4%	-5.1%
Jordan	513	3.2%	2.9%	-10.2%	-15.9%
Lebanon	434	3.5%	2.5%	-31.4%	1.6%
Palestine	256	0.6%	1.5%	120.7%	197.7%
Yemen	229	1.5%	1.3%	-12.3%	26.5%
All Middle East Arrivals	17 415	0.7%	0.8%	-2.8%	-26.5%
Others in Top 10 in Q3 2019					
Oman	118	1.2%	0.7%	-46.4%	-24.4%

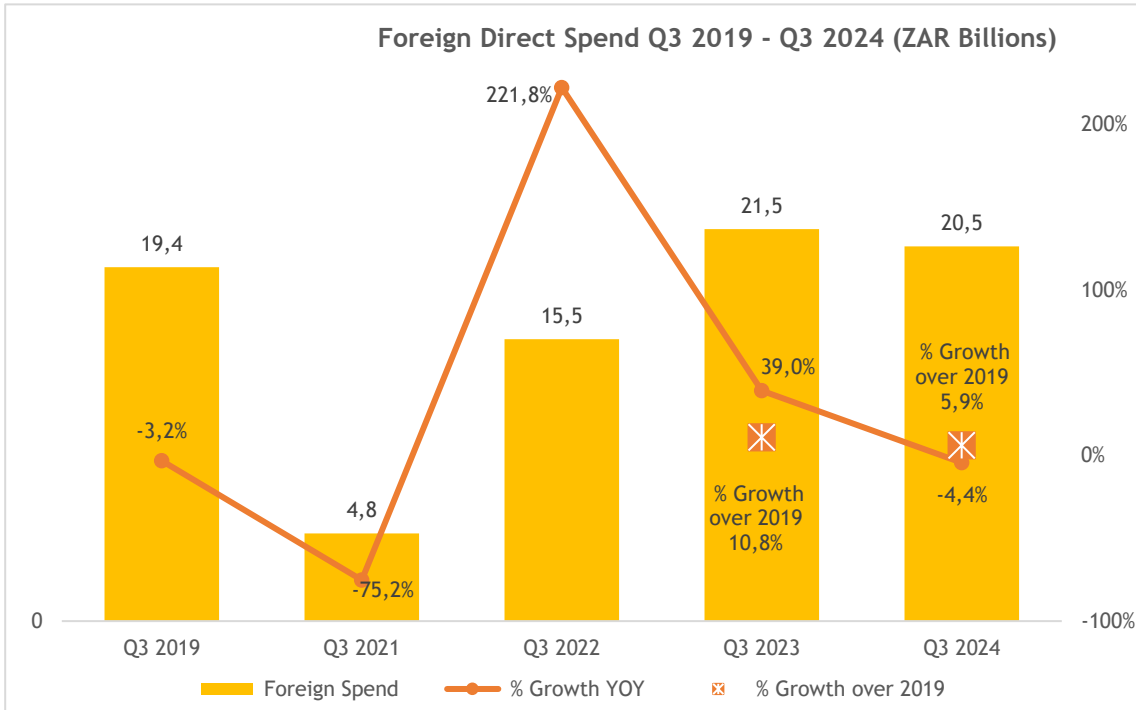
TOTAL FOREIGN DIRECT SPEND



ZAR 20.5 BILLION

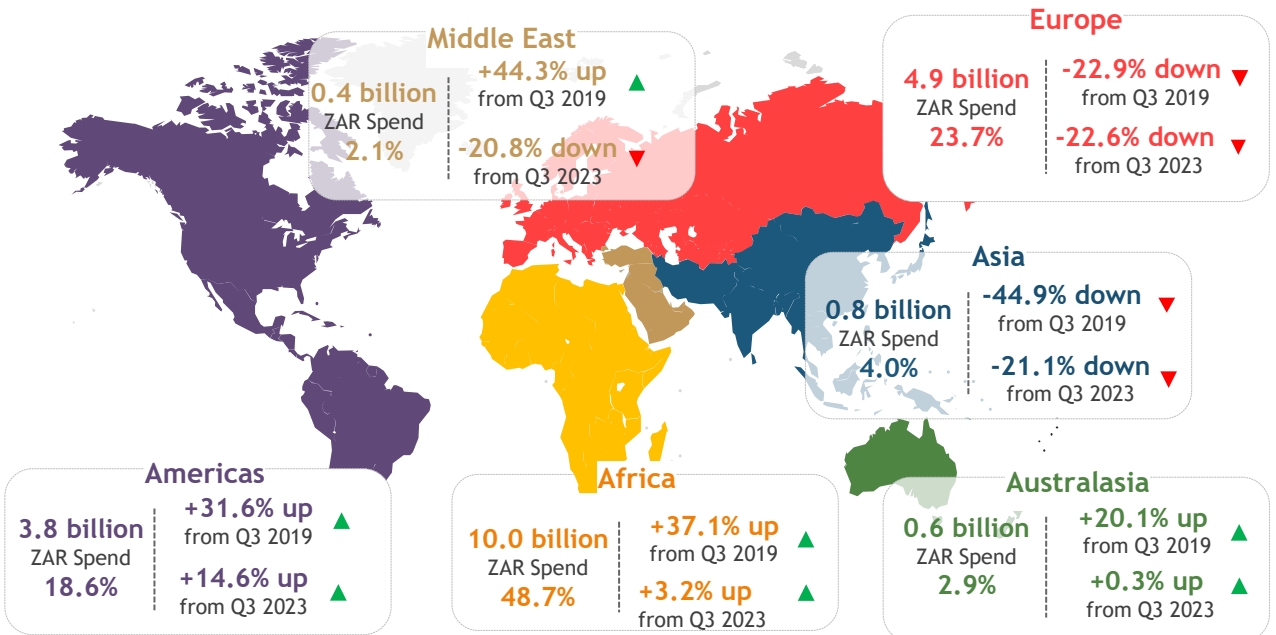
5.9% ▲

Total Foreign Direct Spend (TFDS) by tourists decreased year-on-year by -4.4%, reaching ZAR 20.5 billion. Recovery against Q3 2019 remained strong, with all regions surpassing their former Q3 2019 levels except for Europe and Asia. The Middle East's recovery against Q3 2019 led at +44.3%, followed by Africa at +37.1%, the Americas at +31.6%, and Australasia at +20.1%. Overall, TFDS this quarter exceeded its Q3 2019 levels by only +5.9%. However, year-on-year, Europe, Asia, and the Middle East reported declines of -22.6%, -21.1%, and -20.8%, respectively. Conversely, the Americas, Africa, and Australasia recorded year-on-year increases of +14.3%, +3.2%, and +0.3%, respectively.



Foreign Direct Spend by Region Q3 2024

(ZAR Billions, Share & Growth Q3 2024 vs. Q3 2019 & Q3 2024 vs. Q3 2023)



TOTAL FOREIGN
DIRECT SPEND



ZAR 20.5 BILLION

5.9% ▲

As previously noted, this quarter, Africa dominated international tourist arrivals, accounting for 78.4% of all arrivals, with the majority (+74.9%) arriving by land. However, these visitors contributed only 48.7% of the total spend, resulting in a lower share-of-spend to the share-of-arrival ratio of 62.2%. In contrast, the Americas, Middle East, Europe, Australasia, and Asia reported significantly higher share-of-spend to share-of-arrival ratios in Q3 2024. The Americas had the highest ratio at +317.0%. These disparities indicated 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—with the exception of Africa Air.

Spend & Ratio by Region Q3 2024

Region	% of Arrivals Q3 2024	% of Spend Q3 2024	Ratio % Spend : % Arrivals
Africa	78.4%	48.7%	62.2%
Africa Land	74.9%	42.7%	57.0%
Africa Air	3.5%	6.0%	173.3%
Europe	11.1%	23.7%	214.0%
Americas	5.9%	18.6%	317.0%
Asia	2.3%	4.0%	171.2%
Australasia	1.4%	2.9%	206.2%
Middle East	0.8%	2.1%	252.3%

This quarter, the proportions of spend remained consistent with Q3 2019. Strong recovery was recorded against Q3 2019 for most of the spend categories, except for accommodation, medical, and transport. *Year-on-year, increases were observed in the medical, business, shopping, and leisure spend categories.*

Spend Category	ZAR Billions		% Share		% Growth	% Growth
	Q3 2019	Q3 2024	Q3 2019	Q3 2024	Q3 2019 - Q3 2024	Q3 2023 - Q3 2024
Personal Shopping	5.4	6.2	27.8%	30.0%	14.0%	-4.6%
Food & Beverages	3.1	3.3	16.0%	16.1%	6.7%	-3.4%
Business Shopping	2.5	2.8	12.9%	13.6%	11.7%	12.3%
Leisure	2.1	2.6	10.8%	12.6%	23.2%	10.3%
Accommodation	2.6	1.9	13.4%	9.4%	-26.1%	-15.6%
Transport	1.6	1.5	8.2%	7.5%	-3.8%	-13.4%
Medical	0.3	0.2	1.5%	1.2%	-19.5%	12.6%
All Types	19.4	20.5	100.0%	100.0%	5.9%	-4.4%

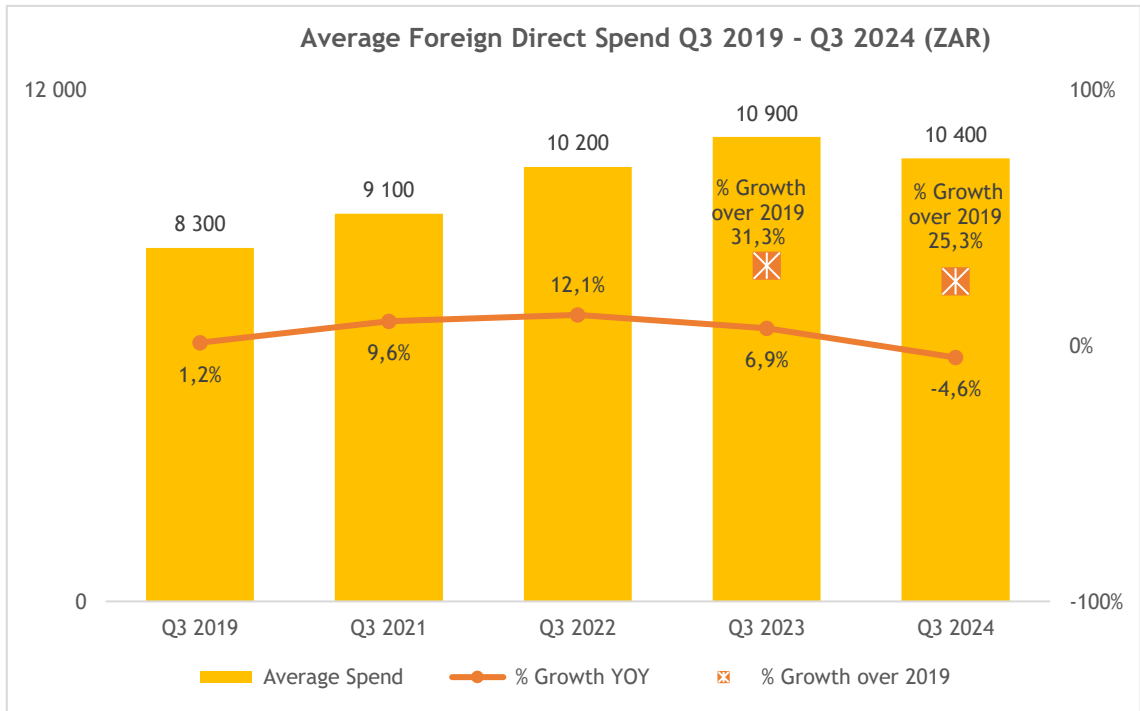
**TOTAL FOREIGN
DIRECT SPEND**



ZAR 20.5 BILLION

5.9% ▲

This quarter, the average foreign direct spend decreased by -4.6% year-on-year, resulting in an average spend of ZAR 10 400. Despite this marginal decline, the figure still represented a +25.3% increase compared to Q3 2019. Year-on-year, the Middle East, Australasia, and Africa Air regions increased their average foreign direct spend.



Average Foreign Direct Spend by Region Q3 2019 - Q3 2024

Region	Average Spend (ZAR)			% Growth	
	Q3 2019	Q3 2023	Q3 2024	Q3 2019 - Q3 2023	Q3 2023 - Q3 2024
Africa	3 900	6 300	6 400	64.1%	1.6%
Africa Land	3 700	5 800	5 800	56.8%	0.0%
Africa Air	18 100	23 200	21 400	18.2%	-7.8%
Europe	20 900	26 800	24 200	15.8%	-9.7%
Americas	8 500	31 700	33 500	294.1%	5.7%
Asia	2 800	23 900	19 900	610.7%	-16.7%
Australasia	19 200	23 600	21 600	12.5%	-8.5%
Middle East	24 800	25 300	27 800	12.1%	9.9%
All Arrivals	8 300	10 900	10 400	25.3%	-4.6%

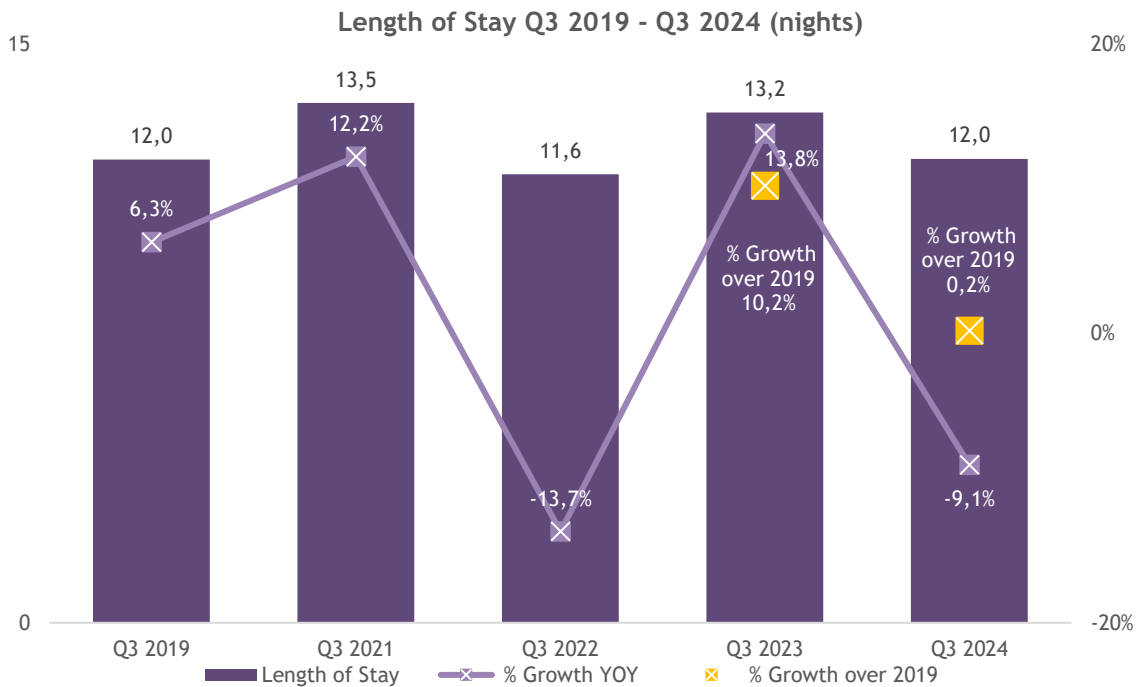
LENGTH OF STAY



12.0 NIGHTS

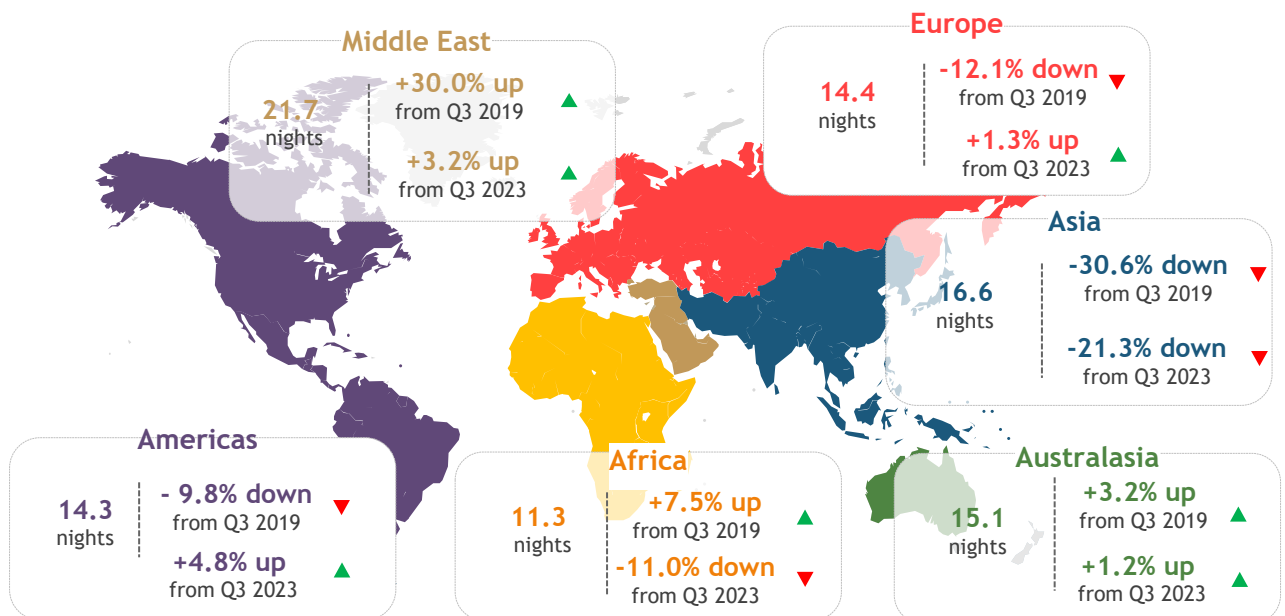
+0.2% ▲

Year-on-year, the average length of stay dropped by -9.1% to 12.0 nights, returning to Q3 2019 levels. This quarter, overseas tourists stayed an average of 16.4 nights, compared to 12.0 nights for African tourists. The Middle East recorded the longest stays at 21.7 nights, a year-on-year increase of +3.2%, bringing the region's average length of stay to +30.1% above Q3 2019 levels. The overall decline compared to Q3 2023 was primarily driven by African tourists, who stayed an average of 11.3 nights, and Asian tourists, who stayed 16.6 nights.



Length of Stay Q3 2024

(No. Nights & Growth Q3 2024 vs. Q3 2019 & Q3 2024 vs. Q3 2023)



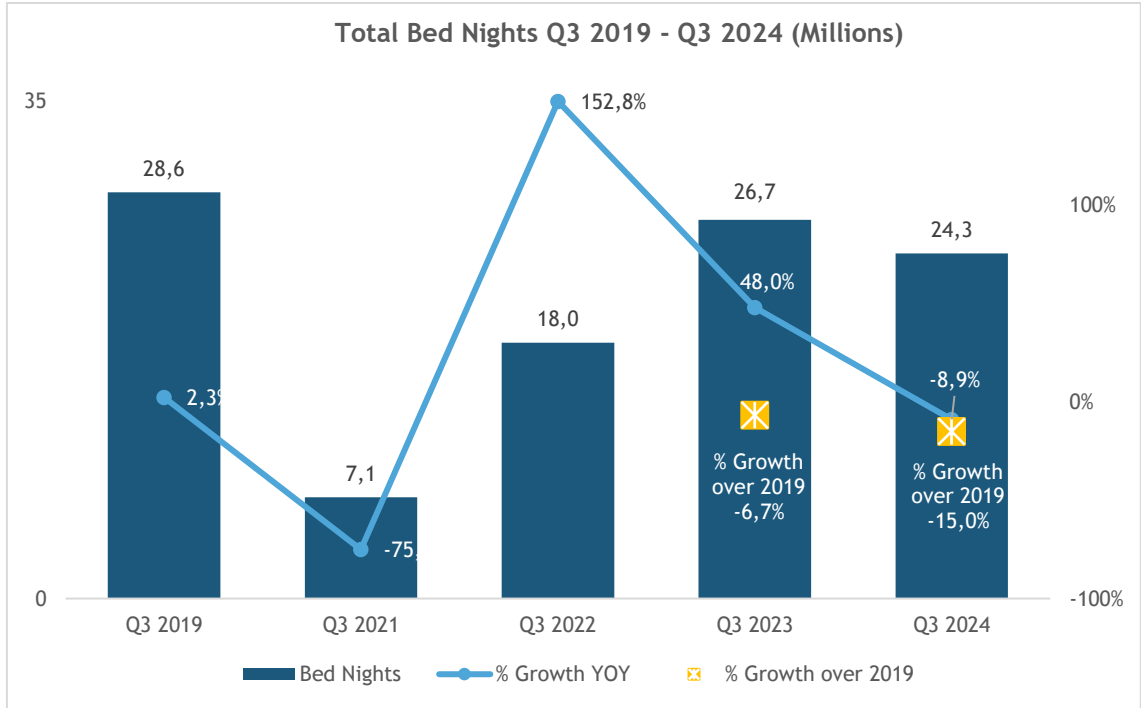
**TOTAL
BED NIGHTS**



24.3 MILLION

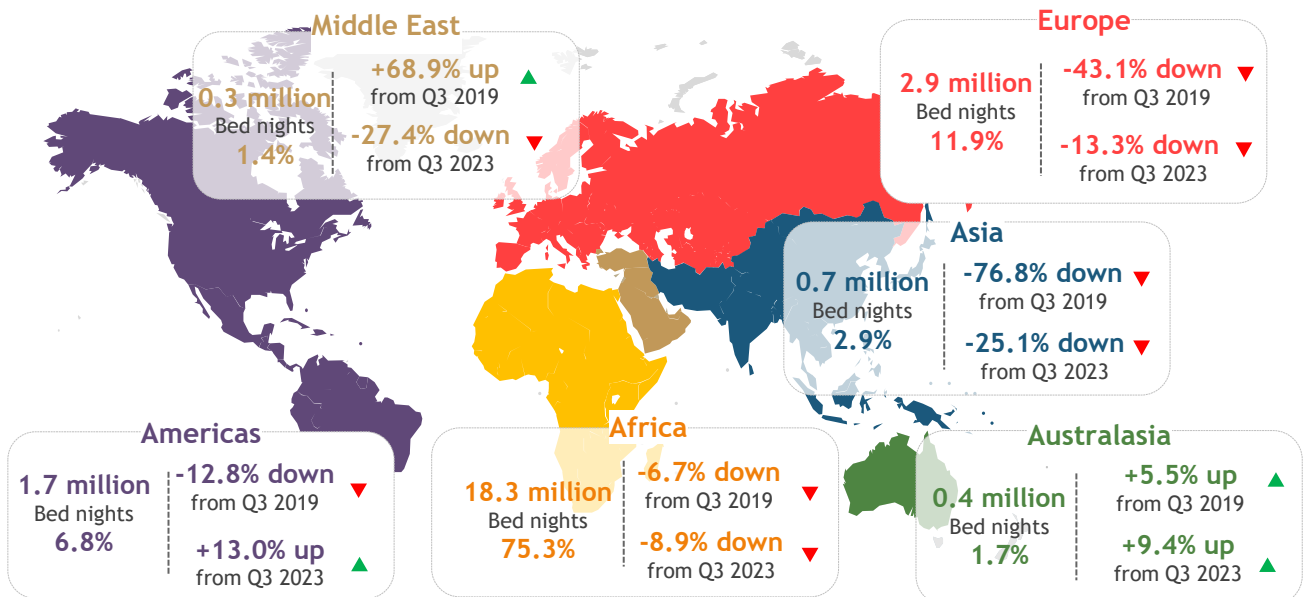
-15.0% ▼

Year-on-year, the total number of bed nights declined by -8.9% to 24.3 million, widening the recovery gap against Q3 2019 to -15.0%. This year-on-year decline was observed across all regions except for the Americas and Australasia, which recorded increases of +13.0% and +9.4%, respectively. Notably, the Middle East and Australasia were the two regions to surpass Q3 2019 levels, achieving a +68.9% and +5.5% recovery, respectively, in total bed nights. Africa continued to dominate the share of bed nights, accounting for 75.3% this quarter.



Total Bed Nights Q3 2024

(Millions, Share & Growth Q3 2024 vs. Q3 2019 & Q3 2024 vs. Q3 2023)



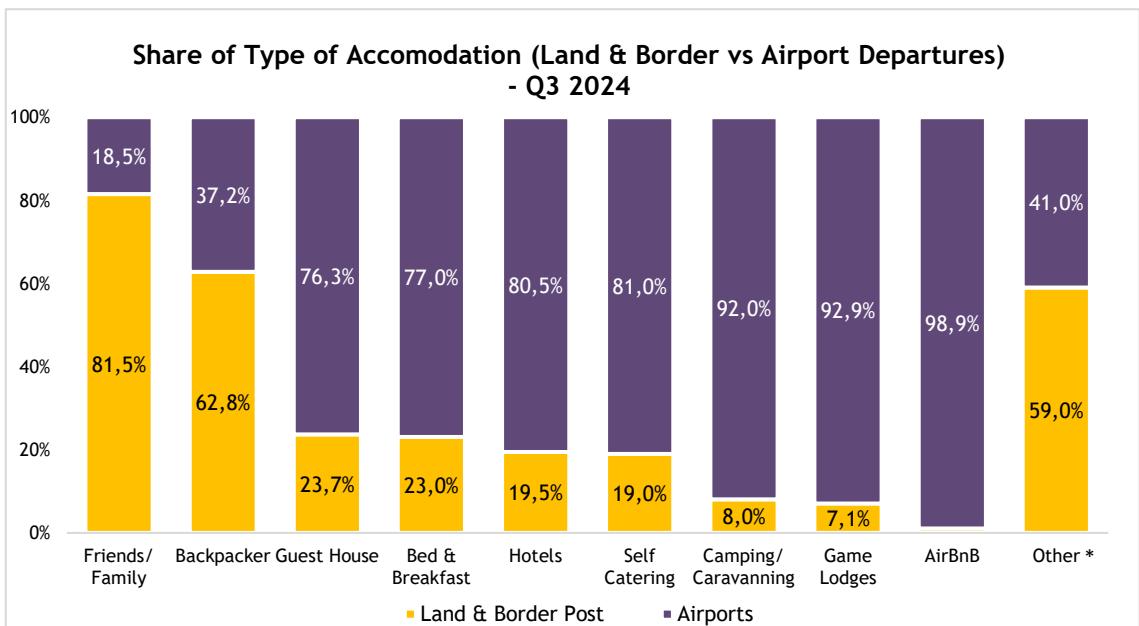
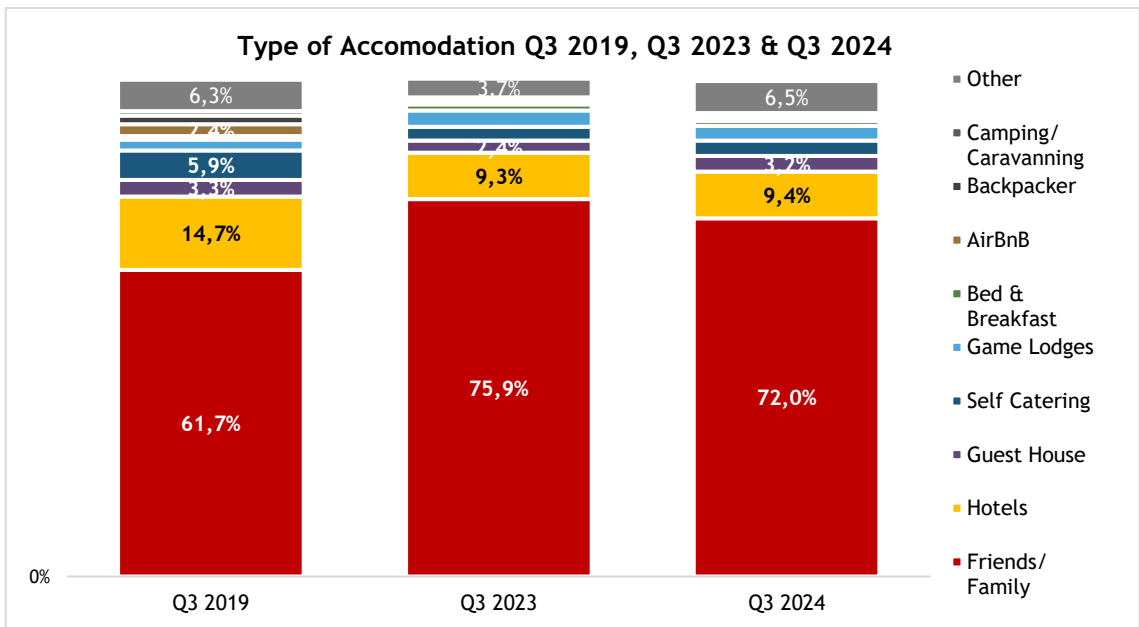
TOTAL
BED NIGHTS



24.3 MILLION

-15.0% ▼

Staying with friends and family remained the preferred choice of accommodation among international tourists departing by land and border this quarter. In contrast, visitors departing via airport preferred AirBnB, game lodges, camping/caravanning, self-catering, and hotels. Overall, staying with family and friends continued to dominate as the preferred accommodation choice, accounting for 72.0% this quarter, compared to 61.7% in Q3 2019. *The use of hotels as accommodation remained stable year-on-year at 9.4%, though it was -5.3 percentage points lower than in Q3 2019.* This decline correlates with the decrease in arrivals from overseas visitors, who typically depart via airports. ⁴The reliance on alternative accommodations like AirBnB and the dominance of family and friend accommodations reflect changing traveler preferences, which highlights increased online bookings, a shift attributed to digital transformation in tourism.



⁴<https://tourismnewsafrika.com/south-africas-tourism-outlook-for-2024/>

*Other includes – trucks, buses, hospitals, ships/trains, couch surfing.

SATISFACTION RATING

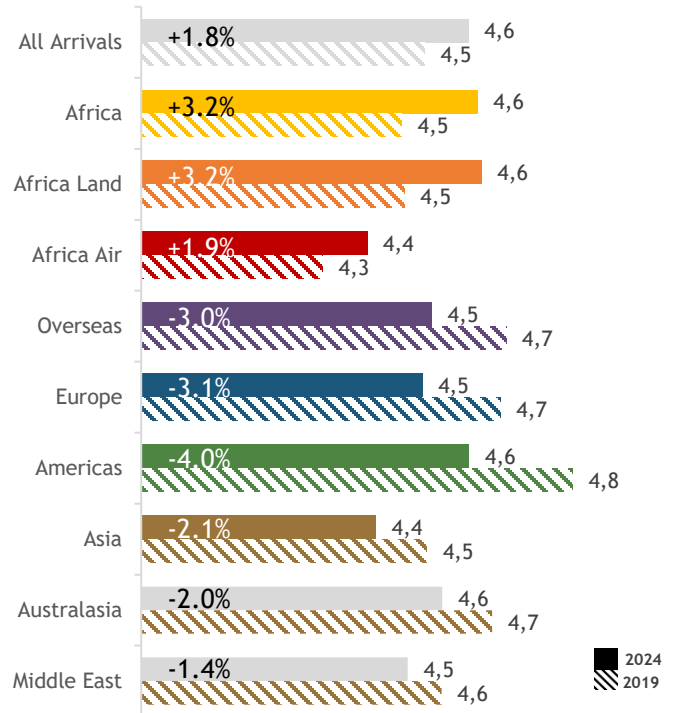


4.6

+1.8% ▲

In Q3 2024, international tourists' overall satisfaction with South Africa improved by +1.8% compared to Q3 2019, achieving a satisfaction rating of 4.6. This improvement was primarily driven by tourists from Africa, with those arriving by land showing a +3.2% increase and those arriving by air recording a +1.9% increase against Q3 2019. In contrast, satisfaction levels for all overseas regions have yet to recover to Q3 2019 levels, lagging by -3.0% with a rating of 4.5 this quarter. The Americas exhibited the largest recovery gap, at -4.0%. Satisfaction ratings from the Middle East and Australasia are nearly in line with Q3 2019 levels, with ratings of 4.5 and 4.6, respectively. This quarter, South Africa's natural attractions scored highly across all regions, particularly in the Americas, with a rating of 4.9.

Overall Satisfaction Q3 2019 vs. Q3 2024



South Africa's friendly people were the second-highest rated aspect, especially by overseas visitors, with a satisfaction rating of 4.7. Accommodation and value for money also received relatively high ratings from overseas visitors. However, safety and security remained areas of concern, with ratings as low as 3.6 from visitors from the Middle East. Roads also received low ratings from overseas visitors, with a satisfaction rating of 3.9.

	All Arrivals	Africa	Africa Land	Africa Air	Overseas	Europe	Americas	Asia	Australasia	Middle East
Overall satisfaction	4.6	4.6	4.6	4.4	4.5	4.5	4.6	4.4	4.6	4.5
Natural Attractions	4.7	4.6	4.6	4.6	4.8	4.8	4.9	4.7	4.8	4.8
Accommodation	4.5	4.5	4.5	4.6	4.6	4.6	4.7	4.6	4.6	4.7
Public Transportation	4.5	4.5	4.5	4.4	4.4	4.4	4.4	4.2	4.2	4.0
Mobile phone and Internet network	4.5	4.5	4.5	4.4	4.3	4.3	4.3	4.2	4.3	4.3
Electricity	4.4	4.5	4.5	4.5	4.4	4.4	4.5	4.4	4.4	4.5
Roads	4.4	4.6	4.6	4.5	3.9	3.9	4.0	4.0	3.5	3.7
Value for Money	4.4	4.4	4.4	4.3	4.6	4.7	4.7	4.4	4.6	4.4
Water	4.4	4.5	4.5	4.5	4.2	4.2	4.3	4.3	4.2	4.2
Customs	4.4	4.4	4.4	4.4	4.5	4.5	4.5	4.5	4.4	4.7
Friendly People	4.4	4.3	4.3	4.4	4.7	4.7	4.8	4.6	4.7	4.7
Immigration	4.3	4.2	4.2	4.4	4.5	4.5	4.5	4.4	4.3	4.5
South Africa Police Services	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.1	4.2	4.0
Safety & Security	3.9	3.9	3.9	3.9	3.8	3.8	4.0	3.6	3.8	3.6



**INTERNATIONAL
TOURISM:
PROVINCIAL
PERFORMANCE**



GEOGRAPHIC SPREAD

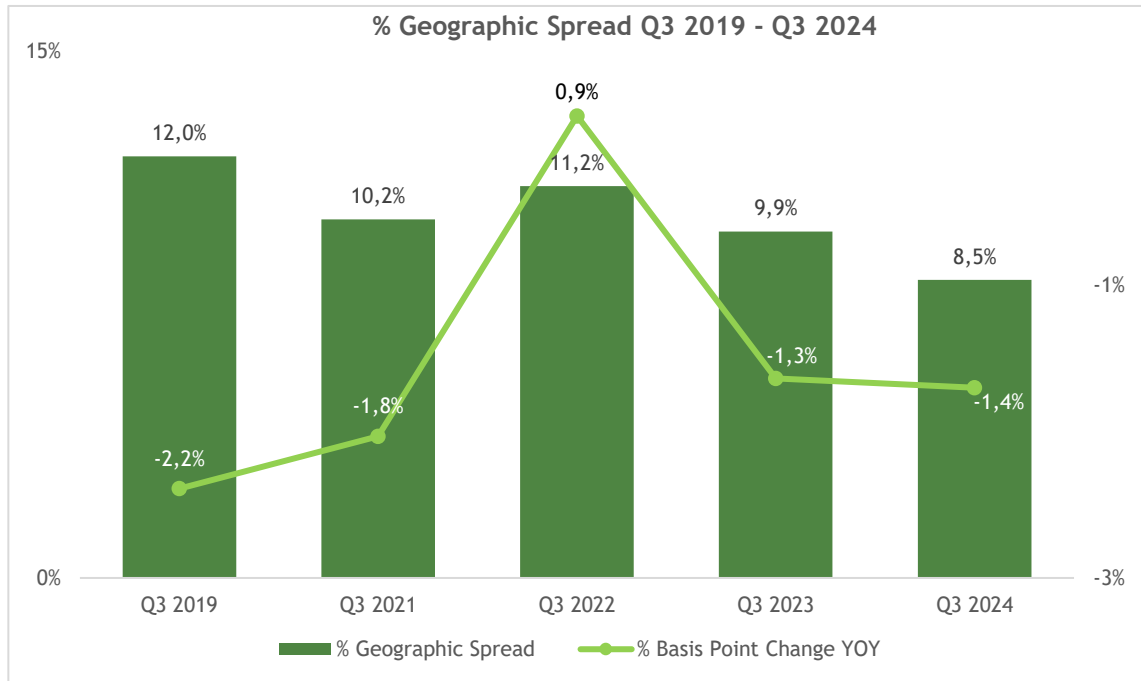


8.5%

+1.4.P.P ▲

South Africa's geographic spread index (the share of tourists that travel to two or more provinces) dropped further to 8.5% since the recovery noted in Q3 2022.

This quarter follows similar trends to previous years, with the Gauteng province receiving the highest number of international tourists, reaching 816.0 thousand. Mpumalanga is the province with the second largest number of arrivals with the majority of tourists coming from neighboring countries. The Western Cape records the second highest spend despite being the third largest in arrivals, with its two top source countries being the USA and the UK.



Tourist Arrivals, Spend, Bed Nights & Length of Stay by Province Q3 2024

Province	International Tourist Arrivals (000's)	Foreign Spend (ZAR Billions)	Bednights (Millions)	Length of Stay (nights)
	Q3 2024	Q3 2024	Q3 2024	Q3 2024
Gauteng	816.0	9.2	9.9	12.6
Mpumalanga	526.6	1.7	5.0	9.8
Western Cape	275.1	4.3	3.2	12.0
Limpopo	256.6	2.2	1.3	5.2
KwaZulu-Natal	170.9	1.2	1.7	10.3
Free State	147.3	0.3	1.8	12.8
North West	76.9	0.3	0.6	8.4
Eastern Cape	56.7	1.2	0.6	11.5
Northern Cape	19.9	0.2	0.2	8.5

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

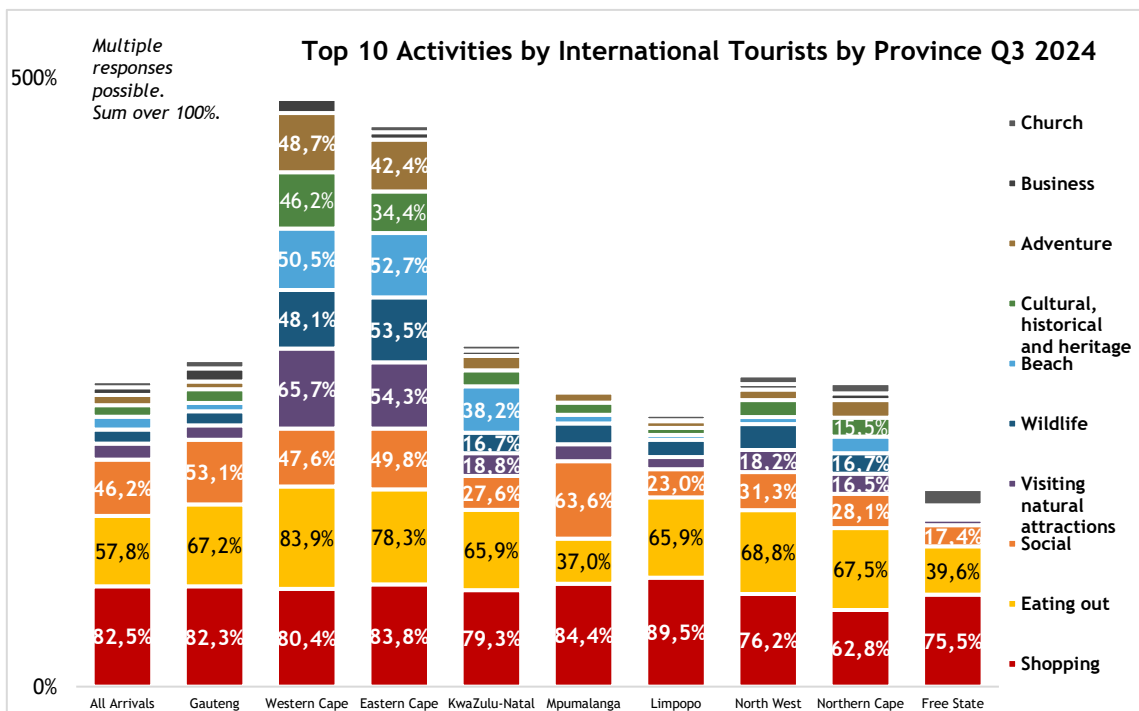
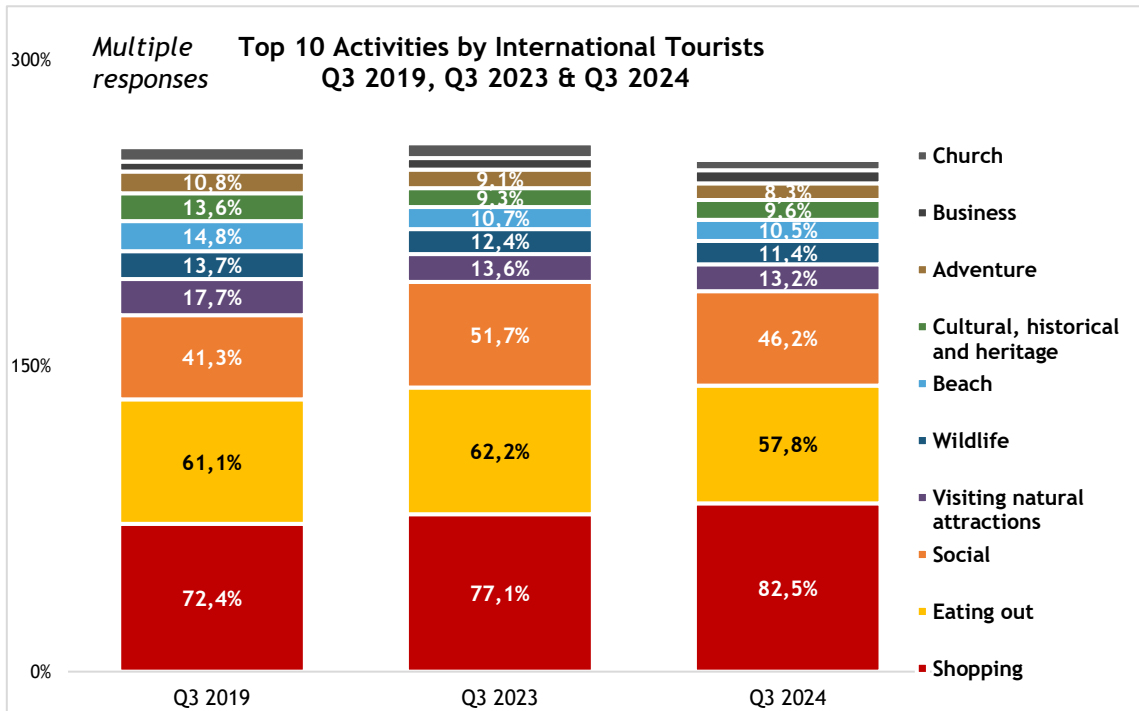
GEOGRAPHIC SPREAD



8.5%

+1.4.P.P ▲

This quarter, tourist activities showed a strong increase in shopping, which accounted for 82.5% of all activities, with Limpopo having the highest proportion. In contrast, eating out and social activities declined in Q3 2024, likely due to economic challenges and inflation. The Western Cape, Eastern Cape, and Mpumalanga were the primary provinces for eating out and social activities. Provincially, tourists from the Western Cape and Eastern Cape also demonstrated a higher propensity to visit natural attractions and wildlife, as well as to engage in adventure tourism activities.



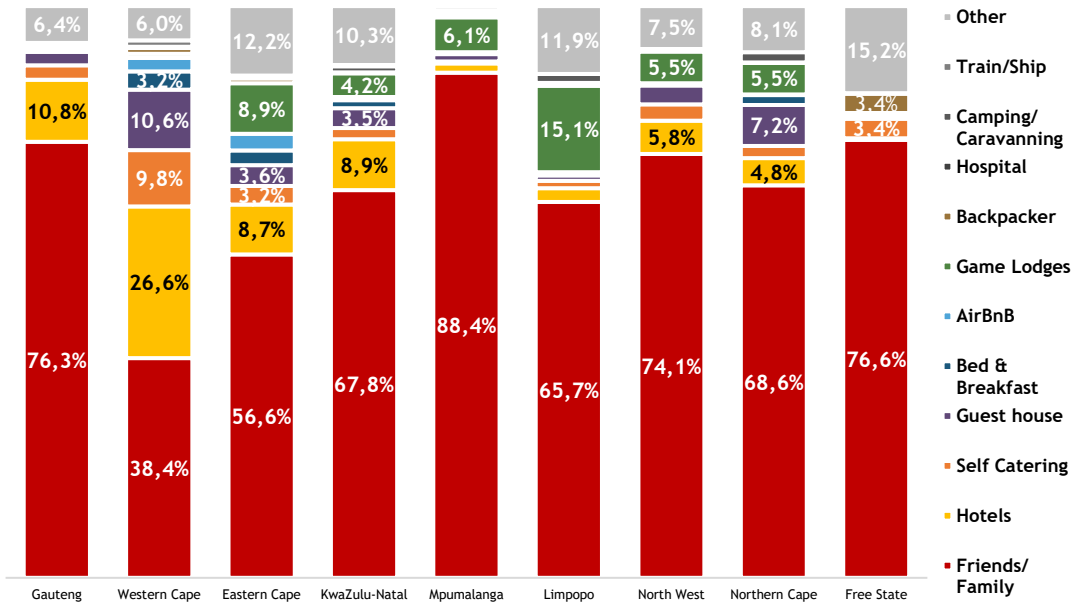
GEOGRAPHIC SPREAD



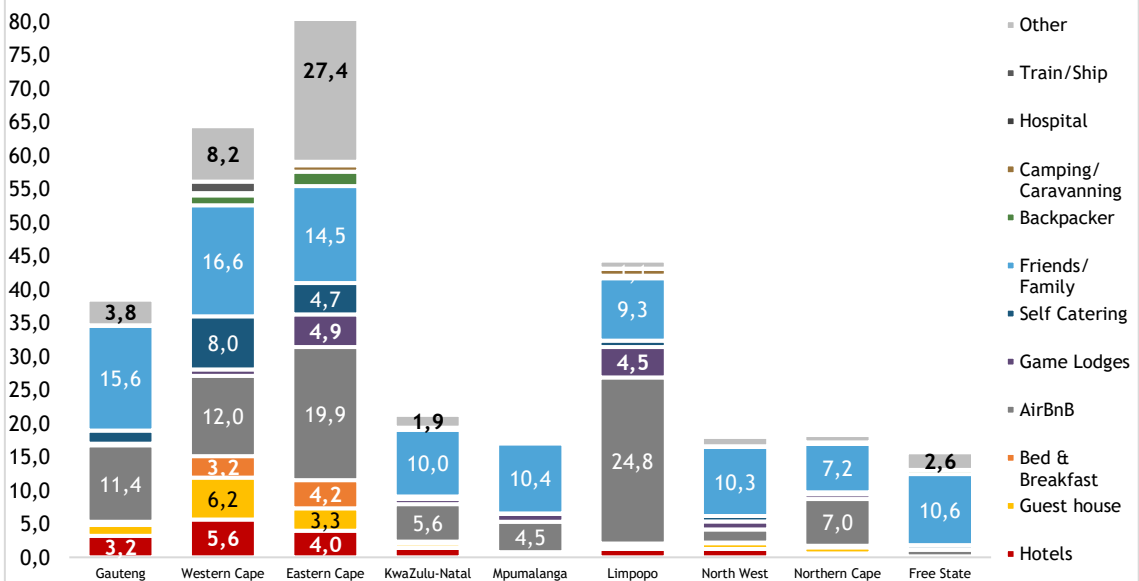
8.5%

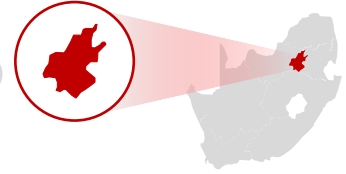
+1.4.P.P ▲

No of Bed Nights by Accommodation per Province Q3 2024

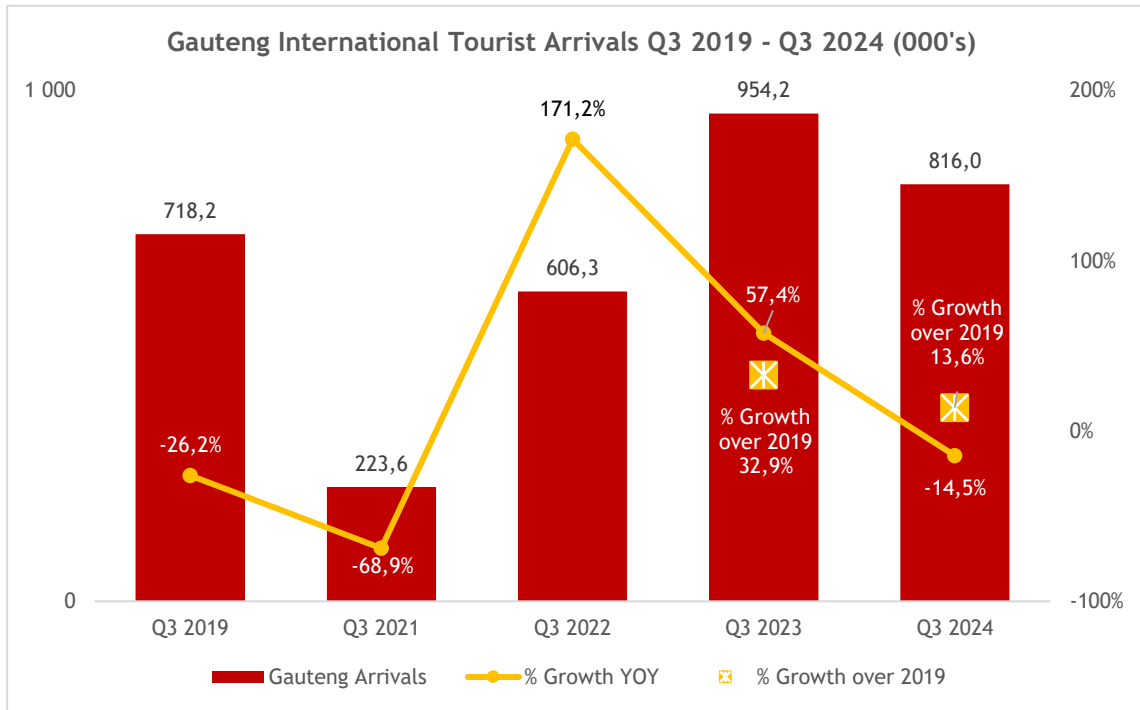


Average nights stayed (Length of Stay) by Accommodation Type per Province Q3 2024



GAUTENG**816.0 THOUSAND****13.6%** ▲

This quarter, Gauteng's international tourist arrivals remained above Q3 2019 levels, totalling 816.9 thousand, marking a +13.6% increase compared to Q3 2019. *However, when compared to 2023, there was a significant decrease of -14.5%.* Zimbabwe accounted for the largest share of visitors, at 34.3%, which was +219.3% above 2019 levels, representing the steepest increase in foreign visitors to the province. In Q3 2024, Mozambique and eSwatini ranked second and third, respectively, with shares of 8.7% and 7.5%. During this quarter, Mozambique saw a -50.5% decrease compared to 2019, while eSwatini experienced a +23.9% increase. *Year-on-year, eSwatini registered the largest increase at +57.1%, while Zimbabwe recorded the largest decrease at -36.4%.*



Gauteng International Tourist Arrivals by Top 10 Source Markets Q3 2024

Gauteng Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Zimbabwe	280 261	34.3%	219.3%	-36.4%
Mozambique	70 687	8.7%	-50.5%	0.3%
eSwatini	61 213	7.5%	23.9%	57.1%
Botswana	46 941	5.8%	-23.3%	15.9%
USA	44 335	5.4%	21.7%	-6.1%
Lesotho	43 081	5.3%	-51.0%	-16.7%
Malawi	36 868	4.5%	-13.4%	16.3%
Zambia	31 345	3.8%	1.0%	1.4%
UK	22 164	2.7%	76.5%	-15.1%
Australia	12 970	1.6%	63.8%	3.2%
All Gauteng Arrivals	815 950	39.1%	20.1%	-14.5%



This quarter, almost half of the visitors (47.2%) to Gauteng came to visit friends and family, a +4.7 percentage point increase over Q3 2019. Conversely, visits for holiday purposes dropped by -10.3 percentage points. In Q3 2024, the proportion of bed nights allocated to staying with family and friends dominated at 76.3%, despite a -2.9 percentage point decrease over Q3 2019. The use of hotels ranked as the second most popular choice of accommodation type, with 10.8% (+1.2 percentage point increase against Q3 2019) of bed nights being at hotels in Gauteng.

Share of Gauteng Tourist Arrivals by Main Purpose Q3 2024

Gauteng	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	47.2%	15.9%	8.1%	10.3%	6.7%	2.7%	1.4%	1.5%
Basis Point Change 19-24	4.7%	-10.3%	-5.9%	7.7%	3.3%	0.4%	0.5%	-0.2%

% of Bed Nights by Accommodation Type in Gauteng Q3 2024

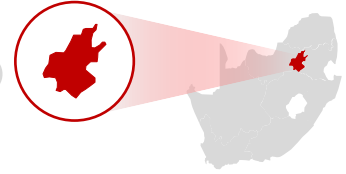
Gauteng	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	76.3%	10.8%	2.3%	2.5%	0.6%	0.6%	0.3%	0.0%	0.0%	0.0%
Basis Point Change 19-24	-2.9%	1.2%	-0.2%	0.0%	0.4%	0.1%	-0.2%	-0.2%	-1.1%	-1.1%

GAUTENG



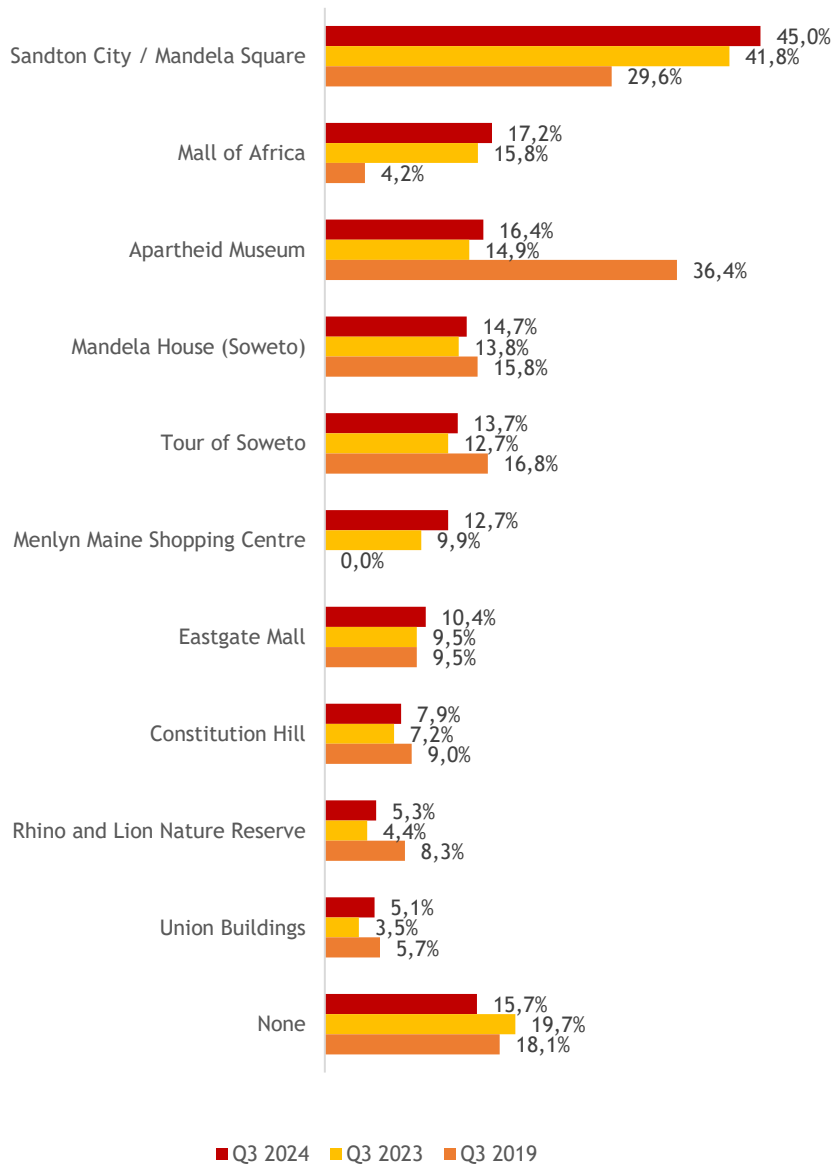
816.0 THOUSAND

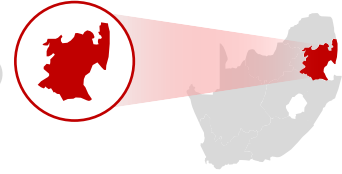
13.6% ▲



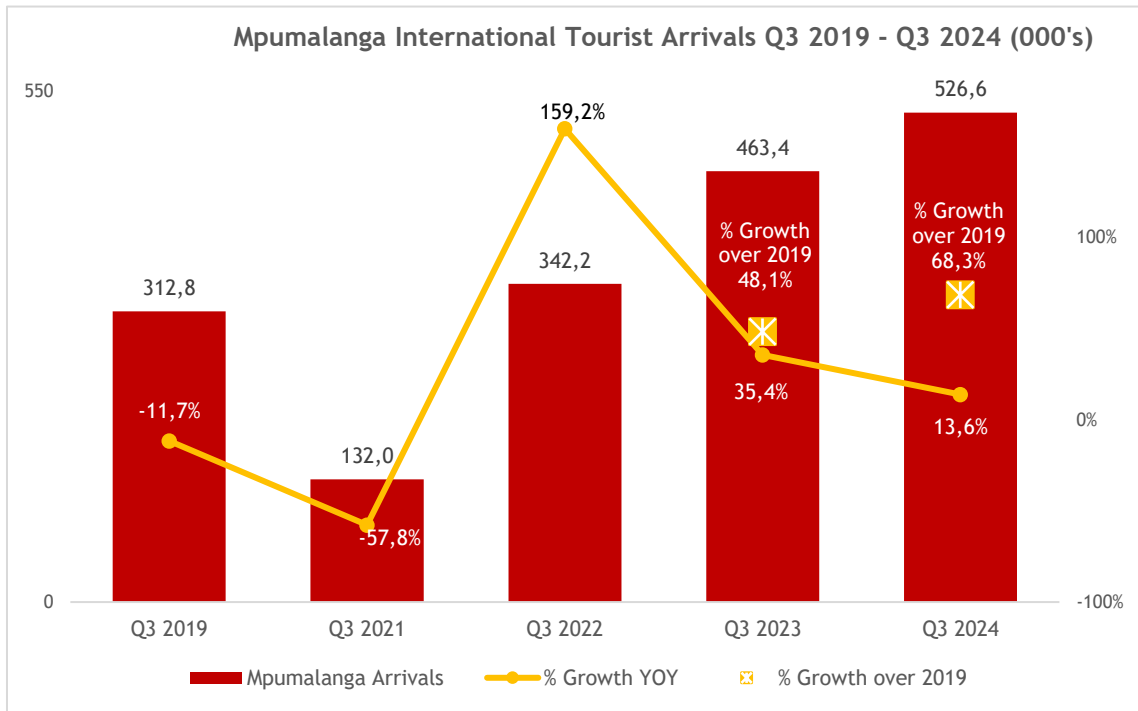
In Q3 2024, Sandton City/Mandela Square remained consistently the top attraction in Gauteng with a 45.0% share, followed by the Mall of Africa at 17.2%. *The Apartheid Museum and Mandela House (Soweto) both increased slightly year-on-year, marking a share of 16.4% and 13.7%, respectively.*

**Gauteng International Tourist Top 10 Attractions
Q3 2019 - Q3 2024**



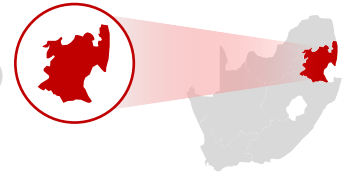


During this quarter, the province's international tourists amounted to 526.6 thousand, a five-year record, defining a streamlined trend of growth. The Mpumalanga province, experienced a strong increase of +68.3% when compared to Q3 2019, a +13.6% year-on-year increase. In Q3 2024, Mozambique and eSwatini accounted for an overwhelming 81.6% of the share. During this quarter, the Netherlands and Germany registered substantial decreases of -29.9% and -27.9%, respectively, when compared to Q3 2019. On the contrary, three countries surpassed Q3 2019 levels with pronounced increases: Mozambique (+76.8%), USA (+50.7%), and Zimbabwe (+25.7%).



Mpumalanga International Tourist Arrivals by Top 10 Source Markets Q3 2024

Mpumalanga Top 10 Markets	Tourist Arrivals	% Share Q3	% Growth	% Growth
Q3 2024	Q3 2024	2024	Q3 2019 - Q3 2024	Q3 2023 - Q3 2024
Mozambique	339 104	64.4%	76.8%	28.6%
eSwatini	90 586	17.2%	-19.2%	2.8%
USA	19 641	3.7%	50.7%	12.8%
Zimbabwe	9 408	1.8%	25.7%	-26.5%
Italy	7 111	1.4%	-1.3%	-12.4%
The Netherlands	6 995	1.3%	-29.9%	-5.5%
Germany	6 946	1.3%	-27.9%	-25.2%
France	6 876	1.3%	-3.8%	-15.6%
UK	6 010	1.1%	-14.8%	-30.1%
Australia	5 224	1.0%	-15.3%	3.6%
All Mpumalanga Arrivals	526 597	25.3%	26.5%	13.6%

MPUMALANGA**526.6 THOUSAND****+68.3%** ▲

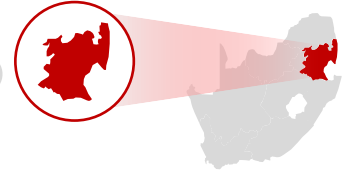
In Q3 2024, most visitors (62.5%) came to Mpumalanga to visit family and friends, still -7.1 percentage points lower than Q3 2019. This quarter, personal shopping increased by +6.8 percentage points against Q3 2019. During Q3 2024, the proportion of bed nights allocated to staying with friends and family in Mpumalanga dominated at 88.4%, and the nights in Game Lodges ranked in second place, accounting for 6.1% of the total bed nights in Mpumalanga, which could be expected as the Kruger Park was the top attraction this quarter.

Share of Mpumalanga Tourist Arrivals by Main Purpose Q3 2024

Mpumalanga	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	62.5%	22.4%	3.4%	0.8%	0.3%	7.7%	0.9%	0.4%
Basis Point Change 19-24	-7.1%	-1.4%	2.7%	0.3%	-0.3%	6.8%	0.1%	-0.6%

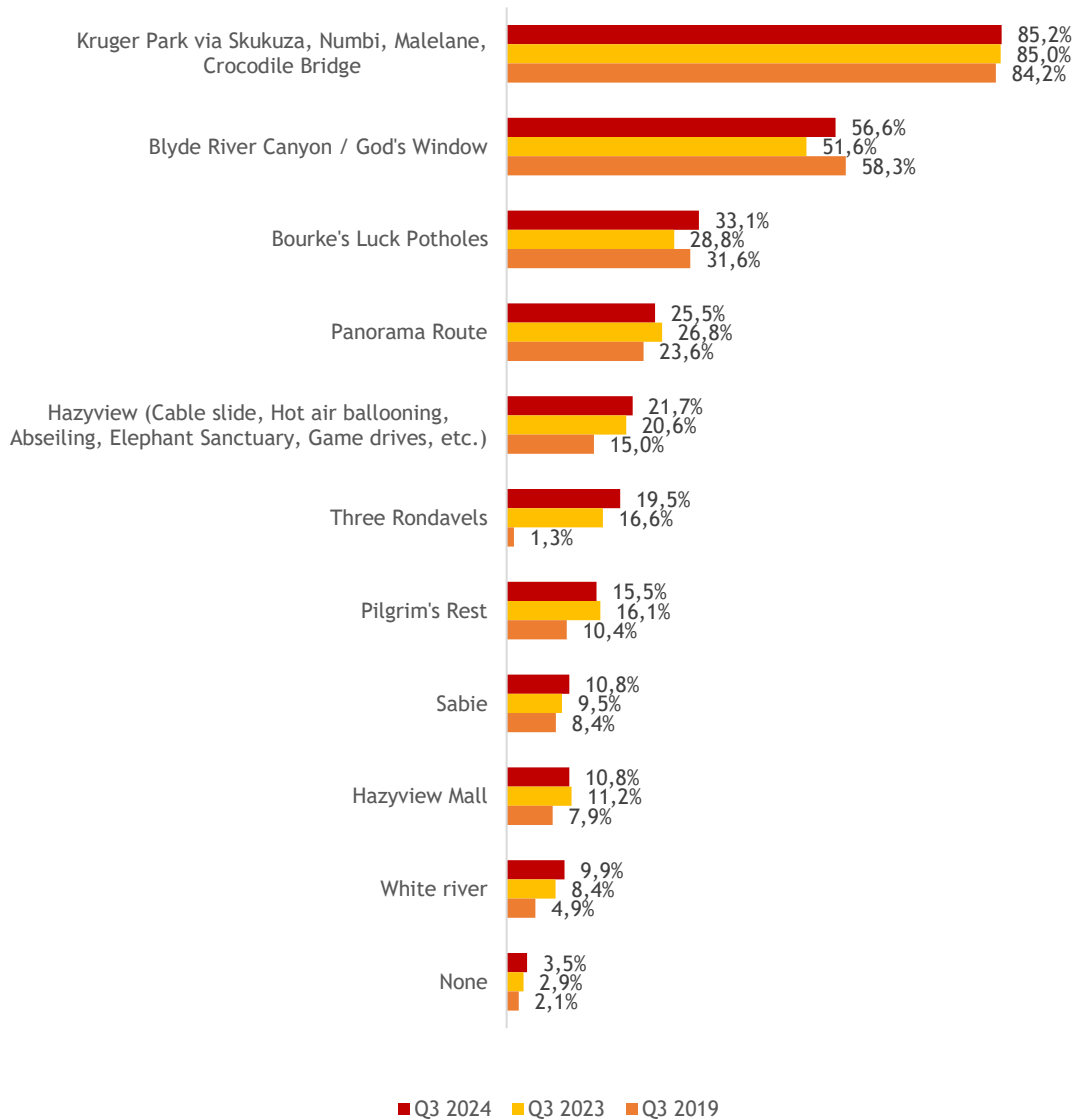
No of Bed Nights by Accommodation Type in Mpumalanga Q3 2024

Mpumalanga	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	88.4%	1.6%	1.3%	0.3%	0.3%	0.0%	6.1%	0.5%	0.7%	0.7%
Basis Point Change 19-24	1.1%	-1.2%	0.0%	0.1%	0.2%	0.0%	-0.1%	0.4%	-0.1%	-0.1%



This quarter, not surprisingly, South Africa’s prized natural attractions were the most visited attractions in Mpumalanga. *The Kruger National Park continued with a dominant share of 85.2%, in line with Q3 2023. In Q3 2024, the Blyde River Canyon / God’s Window was the second most visited attraction, recording an increased share of 56.5% against Q3 2023.* Hazyview attraction continued to steadily increase, accounting for 21.7% of visitors to Mpumalanga in Q3 2024.

Mpumalanga International Tourist Top 10 Attractions
Q3 2019 - Q3 2024



WESTERN CAPE

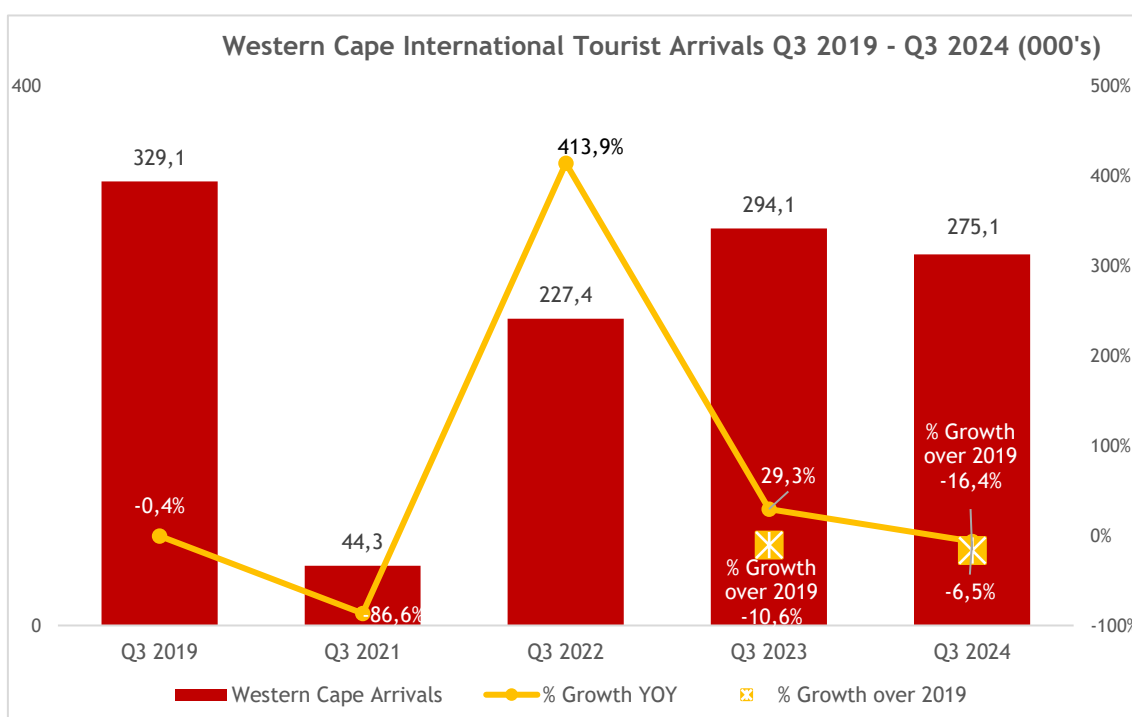


275.1 THOUSAND

-16.4%



In Q3 2024, the number of international tourists visiting the Western Cape amounted to 275.1 thousand, a slight -6.5% year-on-year decrease, resulting in a -16.4% gap against Q3 2019. The top 10 countries accounted for 68.0% of the number of international visitors to the Western Cape, the 10 countries span a wide range of continents: North and South America, Europe, and Australasia, with only two African countries in the ranks—Namibia and Zimbabwe. The countries with the biggest shares were the USA (14.5%) and the UK (11.1%). Only Brazil and Zimbabwe registered growth against Q3 2019, with +34.1% and +9.8% increase, respectively. The Western Cape’s higher average spend per tourist is reflective of its strong appeal to overseas markets, particularly travellers from the USA and UK, who are among the region’s top spenders.



Western Cape International Tourist Arrivals by Top 10 Source Markets Q3 2024

Western Cape Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
USA	39 864	14.5%	-54.9%	6.5%
UK	30 455	11.1%	-61.3%	-19.4%
Namibia	21 414	7.8%	-24.1%	41.8%
Zimbabwe	20 372	7.4%	9.8%	-1.6%
Germany	17 218	6.3%	-66.4%	-20.0%
The Netherlands	15 216	5.5%	-50.7%	-10.6%
France	13 174	4.8%	-55.0%	-11.2%
Italy	11 817	4.3%	-44.5%	-19.4%
Australia	10 959	4.0%	-57.9%	13.8%
Brazil	6 455	2.3%	34.1%	171.8%
All Western Cape Arrivals	275 091	13.2%	-54.7%	-6.5%

WESTERN CAPE



275.1 THOUSAND

-16.4%



Holidaymakers remained the primary reason for visitors to the Western Cape, accounting for 56.2% of arrivals, a -5.2 percentage point decrease compared to Q3 2019. Visiting friends and family in the Western Cape represented 23.9% of arrivals, showing a strong increase of +10.8 percentage points against Q3 2019. Business travellers recorded a 3.4 percentage point increase this quarter. With holidays and visiting friends and family serving as the predominant reasons for visiting the Western Cape, it was unsurprising that hotels, guest houses, self-catering accommodations, BnBs, and Airbnb accounted for 52.6% of the total bed nights in the region. Additionally, 38.4% of visitors stayed with friends and family this quarter, marking a remarkable +15.0 percentage point increase in this accommodation category. This quarter, hotels, guest houses, self-catering accommodations, and AirBnBs accounted for 52.6% of total bed nights, supporting the province's positioning as a premium travel destination

Share of Western Cape Tourist Arrivals by Main Purpose Q3 2023

Western Cape	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	23.9%	56.2%	0.0%	5.7%	7.6%	0.1%	0.5%	1.0%
Basis Point Change 19-24	10.8%	-5.2%	-1.2%	3.4%	-4.1%	-0.3%	-0.2%	0.7%

Share of Accommodation Types in Western Cape Q3 2024

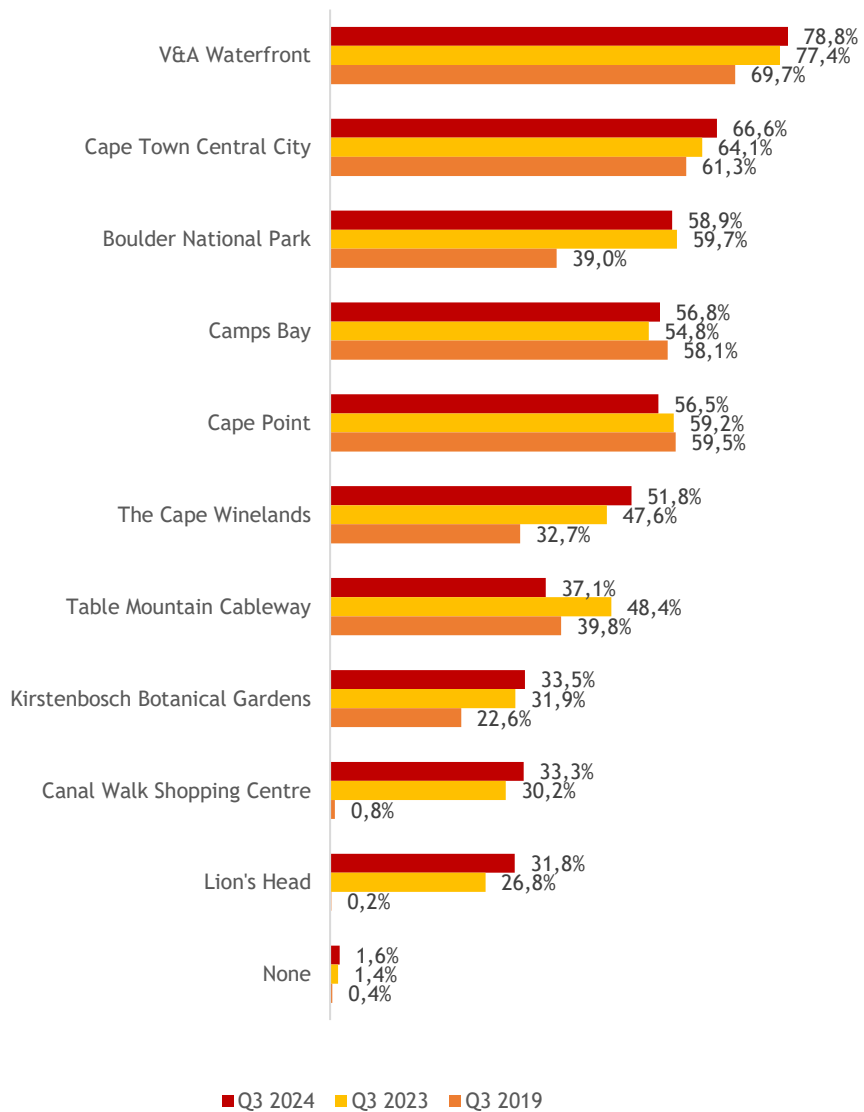
Western Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	38.4%	26.6%	10.6%	9.8%	3.2%	2.4%	0.8%	1.0%	0.2%	0.2%
Basis Point Change 19-24	15.0%	-7.4%		-5.9%	1.4%	-4.6%	-0.2%	-2.7%	-0.9%	-0.9%

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

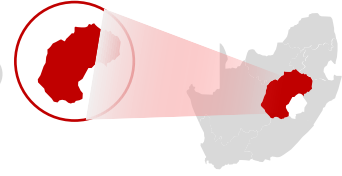


The Western Cape demonstrated a more even spread of visitors across attractions. This quarter, visits to the V&A Waterfront accounted for 78.8% of visits to the Western Cape. This was followed by Cape Town Central City, Boulder National Park, Camps Bay, Cape Point, and the Cape Winelands, all accounting for relatively similar proportions of visits.

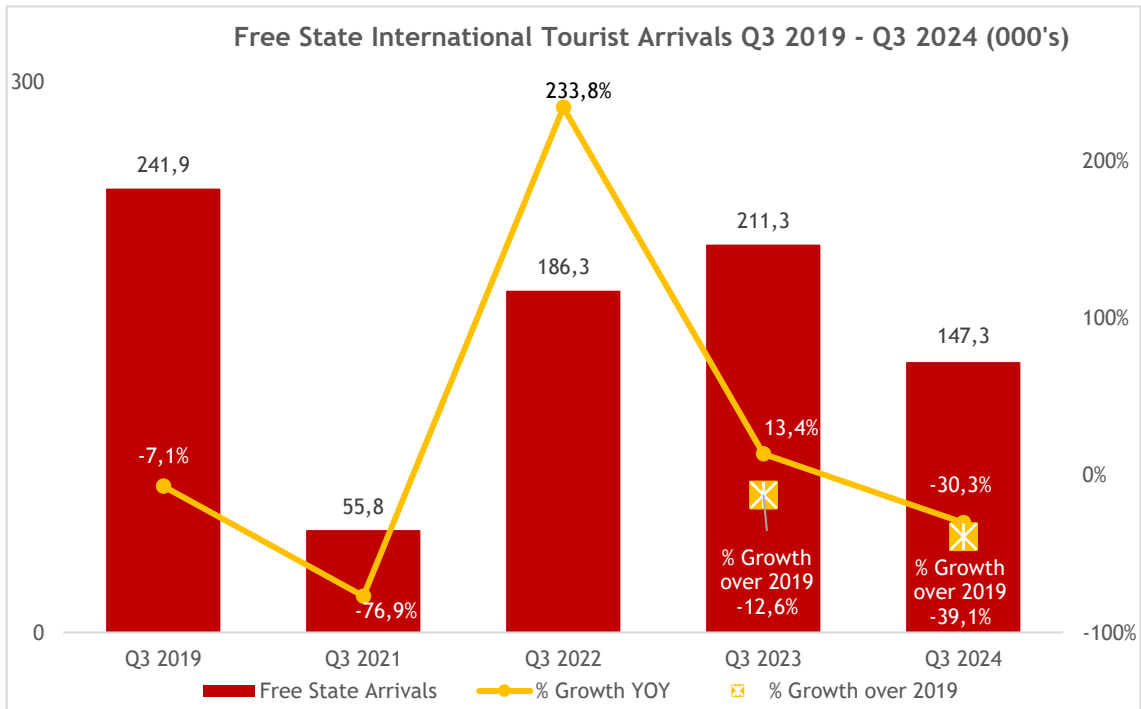
**Western Cape International Tourist Top 10 Attractions
Q3 2019 - Q3 2024**



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



International tourist arrivals to the Free State province declined substantially this quarter, the lowest over five years, apart from Q3 2021, which was the first year of recovery after the pandemic. In Q3 2024, the province recorded a total of 147.3 thousand international visitors, a -39.1% recovery lag against Q3 2019, and -30.3% compared to Q3 2023. Lesotho, Zimbabwe, and Botswana accounted for 93.3% of visitors, understandably given the borders with these countries. This quarter, Lesotho represented 86.6% of the share. Despite this high share, Lesotho's arrivals dipped further below Q3 2019 levels by -50.1%, following a year-on-year drop of -35.0%.



Free State International Tourist Arrivals by Top 10 Source Markets Q3 2024

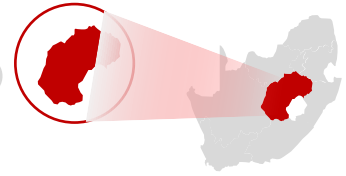
Free State Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Lesotho	127 653	86.6%	-50.1%	-35.0%
Zimbabwe	5 022	3.4%	374.6%	2465.8%
Botswana	4 859	3.3%	108.0%	211.9%
USA	1 533	1.0%	-16.3%	-24.9%
Mozambique	1 309	0.9%	-39.6%	71.6%
UK	751	0.5%	-52.1%	-34.4%
France	598	0.4%	13.8%	92.7%
eSwatini	567	0.4%	-45.4%	-38.9%
Australia	418	0.3%	-39.8%	-22.7%
The Netherlands	351	0.2%	-57.8%	-61.0%
All Free State Arrivals	147 328	7.1%	-41.0%	-30.3%

FREE STATE



147.3 THOUSAND

-39.1%



In Q3 2024, visiting family and friends remained the dominant reason for visits to the Free State, accounting for 77.8% of international tourist arrivals, a further +5.0 percentage point increase compared to Q3 2019. Visits for personal shopping saw a steep decline of -9.2 percentage points this quarter. In Q3 2024, the proportion of bed nights spent staying with friends and family decreased by -11.8 percentage points compared to Q3 2019, accounting for 76.6%.

Share of Free State Tourist Arrivals by Main Purpose Q3 2024

Free State	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	77.8%	2.0%	4.9%	3.2%	0.6%	0.2%	0.9%	1.0%
Basis Point Change 19-24	5.0%	-0.6%	3.1%	2.9%	-0.9%	-9.2%	0.3%	-0.3%

Share of Accommodation Types in Free State Q3 2024

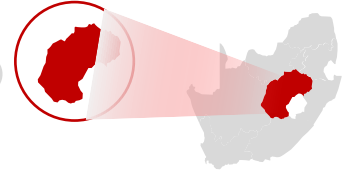
Free State	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	76.6%	0.3%	0.6%	3.4%	0.1%	0.0%	0.3%	3.4%	0.1%	0.1%
Basis Point Change 19-24	-11.8%	-0.2%	-0.7%	2.2%	0.0%	-0.1%	0.1%	3.0%	0.1%	0.1%

FREE STATE

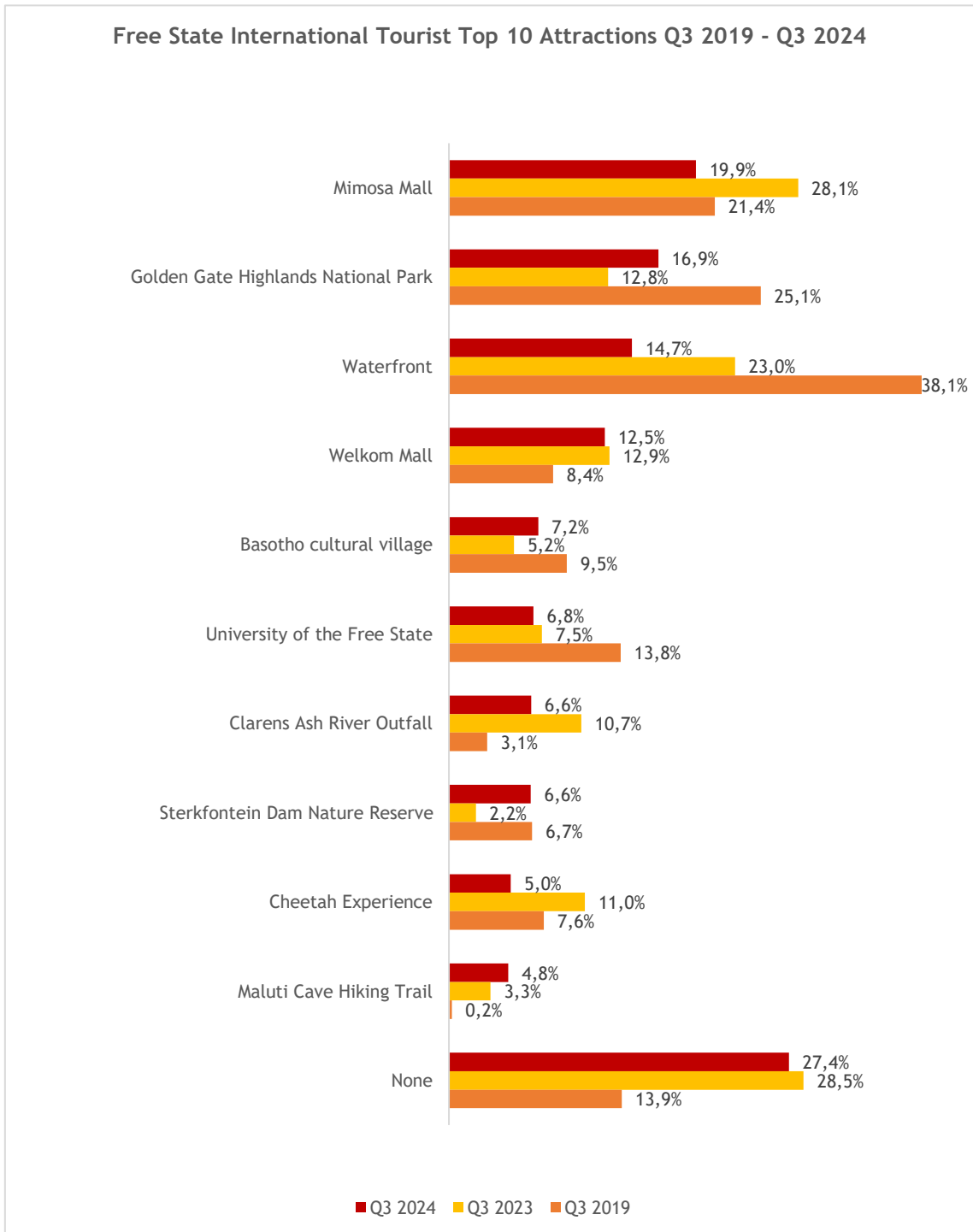


147.3 THOUSAND

-39.1%

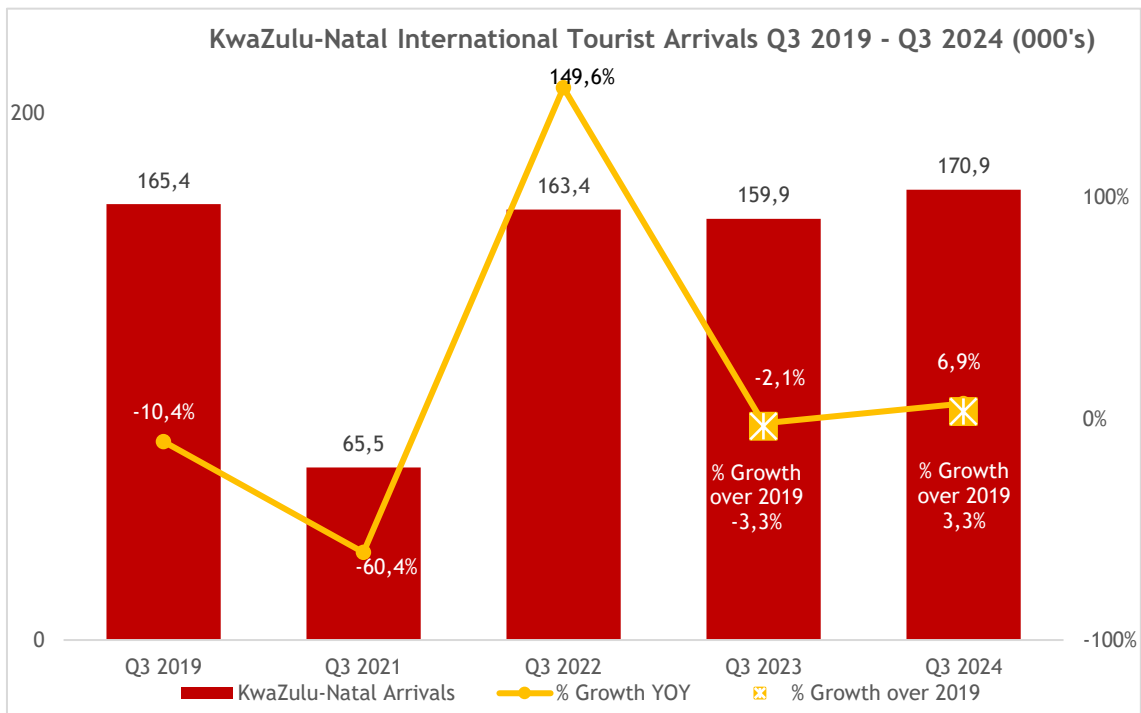


In Q3 2024, tourists visiting Mimosa Mall remained the number one attraction for visitors to the Free State; however, a decline of -8.2 percentage points was noted year-on-year. Visits to the Golden Gate Highlands National Park increased its share from 12.8% in Q3 2023 to 16.9% in Q3 2024. Almost a third of visitors reported not having visited any attractions during their visit this quarter.





Although international tourist arrivals to KwaZulu-Natal increased marginally to 170.9 thousand in Q3 2024, the growth for this province has remained relatively flat over the last 3 years. eSwatini and Zimbabwe dominate the share of visitors to KwaZulu-Natal, accounting for 60.0% of the total. *Year-on-year, Zimbabwe, Australia, and eSwatini saw increases of +86.6%, +20.6%, and +18.4%, respectively.* These increases contributed to Zimbabwe and Australia surpassing their Q3 2019 levels significantly, by +202.1% and +91.6%, respectively. This quarter, visitors from India increased by a remarkable +226.4% compared to Q3 2019.



KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets Q3 2024

Kwazulu Natal Top 10 Markets	Tourist Arrivals	% Share Q3	% Growth	% Growth
Q3 2024	Q3 2024	2024	Q3 2019 - Q3 2024	Q3 2023 - Q3 2024
eSwatini	77 375	45.3%	-6.1%	18.4%
Zimbabwe	25 156	14.7%	202.1%	86.8%
USA	8 555	5.0%	4.5%	-5.7%
Lesotho	5 816	3.4%	-50.5%	-33.1%
UK	5 715	3.3%	31.0%	-39.4%
Zambia	4 811	2.8%	17.0%	-21.4%
The Netherlands	3 546	2.1%	-67.5%	-18.5%
Australia	3 016	1.8%	91.6%	20.6%
France	2 897	1.7%	-37.9%	-23.5%
India	2 822	1.7%	226.4%	-22.7%
All KwaZulu-Natal Arrivals	170 899	8.2%	-4.8%	6.9%

KWAZULU-NATAL



170.9 THOUSAND

+3.3%



This quarter, visiting family and friends (45.4%) was the main reason for international tourism in KwaZulu-Natal. In Q3 2024, holidaymakers declined by -12.5 percentage points, while business shoppers and business travellers increased by +9.9 percentage points and +5.4 percentage points, respectively, when compared to the same period in 2019. The share of bed nights with family and friends in KwaZulu-Natal this quarter rose against Q3 2019 to 67.8%. On the contrary, the share of bed nights spent at hotels slightly declined by -2.2 percentage points this quarter compared to Q3 2019.

Share of KwaZulu-Natal Tourist Arrivals by Main Purpose Q3 2024

KwaZulu-Natal	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	45.4%	19.7%	15.0%	8.5%	2.3%	0.5%	0.8%	0.6%
Basis Point Change 19-24	2.7%	-12.5%	9.9%	5.4%	-2.4%	-2.3%	0.3%	-0.5%

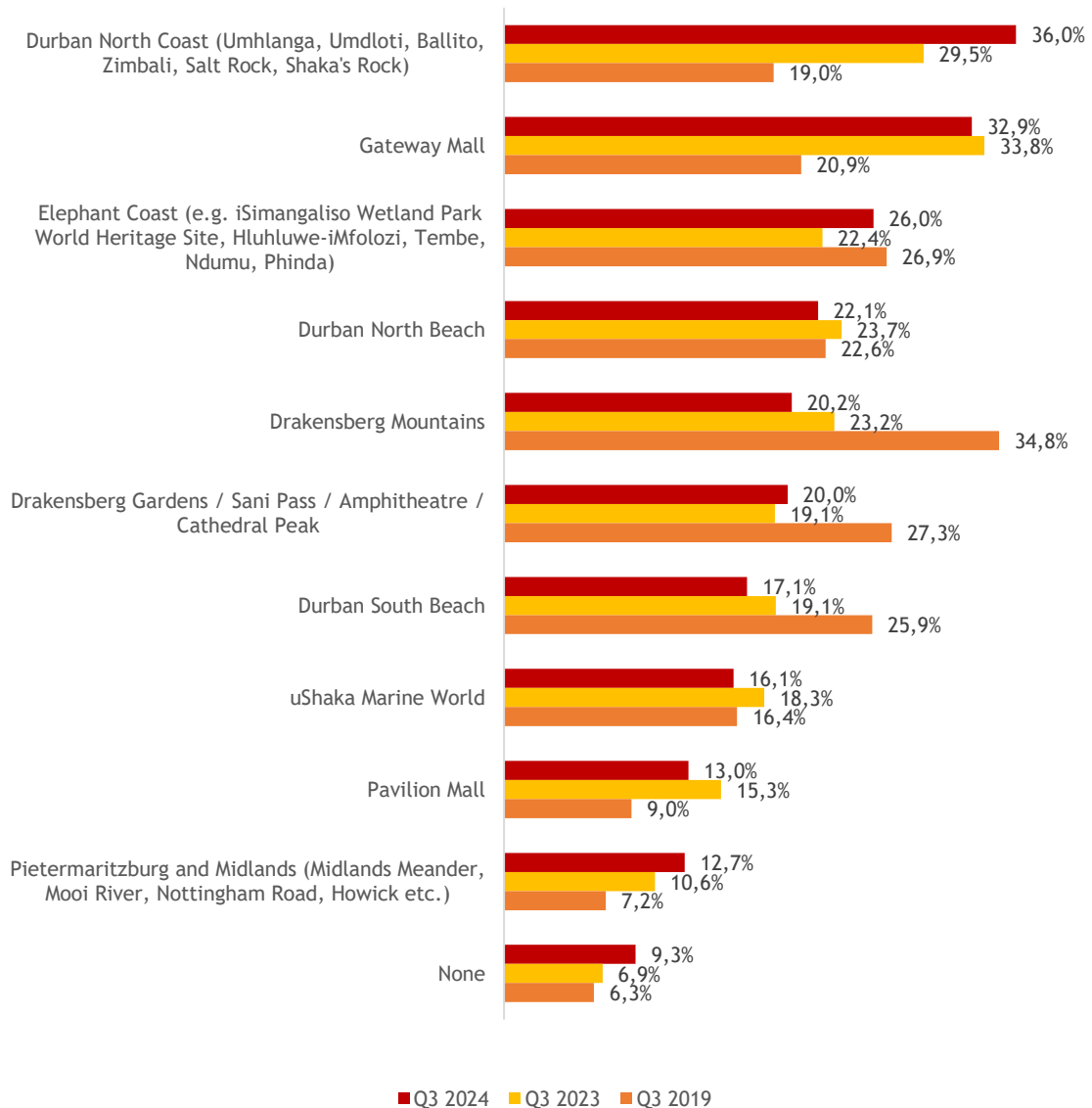
Share of Accommodation Types in KwaZulu-Natal Q3 2024

KwaZulu-Natal	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	67.8%	8.9%	3.5%	2.0%	1.4%	0.6%	4.2%	0.1%	1.1%	1.1%
Basis Point Change 19-24	5.0%	-2.2%	-1.3%	0.4%	0.8%	-0.1%	0.8%	-1.8%	-1.0%	-1.0%



Similar to the Western Cape, the distribution across attractions is quite evenly spread. In Q3 2024, tourists' visits to the Durban North Coast as an attraction increased to a 36.0% share, compared to 19.0% in Q3 2019. Gateway Mall accounted for another third of the share of attractions (32.9%). The Drakensberg Mountains and the Drakensberg Gardens/Sani Pass/Amphitheatre/Cathedral Peak continued to show a wide gap against Q3 2019 levels.

**KwaZulu-Natal International Tourist Top 10 Attractions
Q3 2019 - Q3 2024**

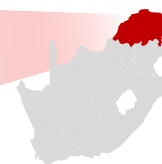


LIMPOPO

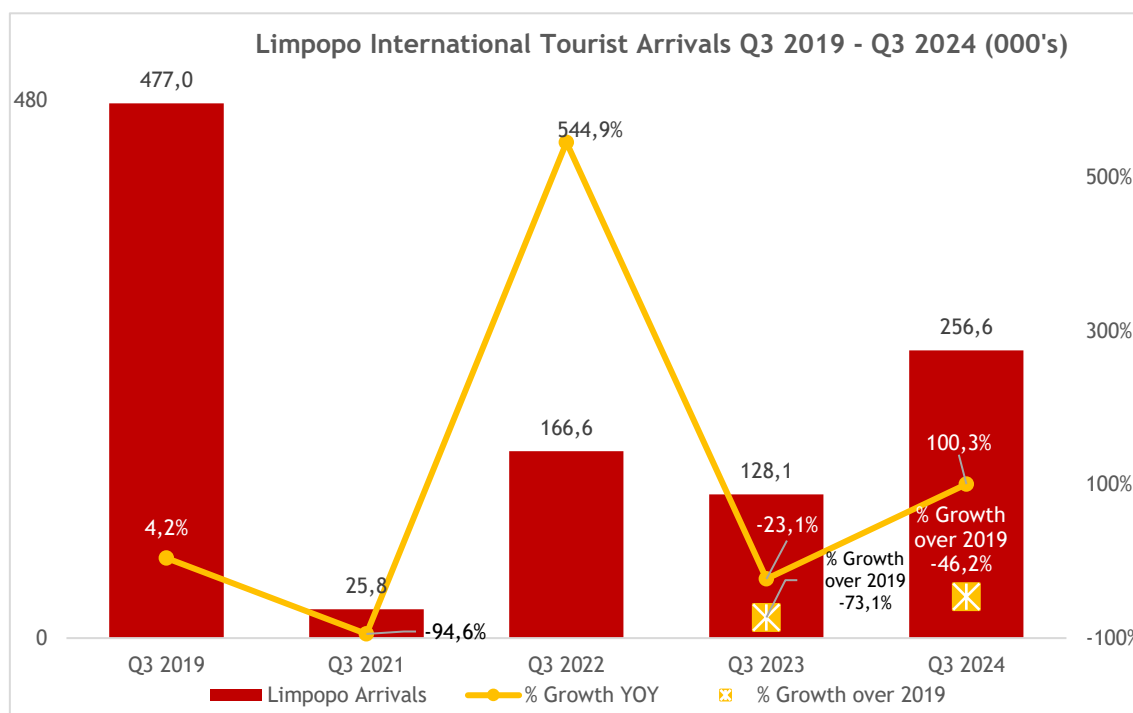


256.6 THOUSAND

-46.2%



Even though Limpopo doubled its international visitors compared to Q3 2023, increasing from 128.1 thousand to 256.6 thousand, it still lags by -46.2% compared to Q3 2019, when the province received a total of 477.0 thousand international visitors. The province's share of total international arrivals to South Africa has been volatile, with shares fluctuating from 21.8% in Q3 2019 to 6.1% in Q3 2023 and rising to 12.3% in Q3 2024. Zimbabwe and Botswana accounted for 81.7%, but both are still below their former Q3 2019 levels by -58.2% and -53.2%, respectively. This quarter, the USA increased its number of visitors by +83.8% and Mozambique by +131.9%, marking a share of 5.0% and 2.3%.



Limpopo International Tourist Arrivals by Top 10 Source Markets Q3 2024

Limpopo Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Zimbabwe	190 464	74.2%	-58.2%	206.9%
Botswana	19 081	7.4%	-53.2%	14.0%
USA	12 870	5.0%	83.8%	2.5%
Mozambique	5 985	2.3%	131.9%	273.0%
UK	3 427	1.3%	28.9%	-25.3%
The Netherlands	2 797	1.1%	28.4%	-28.9%
Germany	2 495	1.0%	40.3%	-29.4%
France	2 078	0.8%	-24.9%	-29.0%
Australia	1 994	0.8%	-4.2%	-10.7%
Italy	1 399	0.5%	-29.3%	-38.8%
All Limpopo Arrivals	256 625	12.3%	-52.2%	100.3%

LIMPOPO**256.6 THOUSAND****-46.2%**

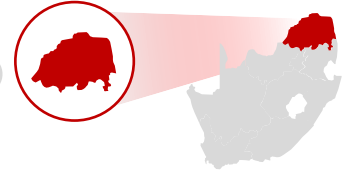
In Q3 2024, visits for personal shopping declined sharply by -17.3 percentage points compared to Q3 2019, accounting for 34.7% of visits to Limpopo. Visiting friends and family in Limpopo constituted 24.2% of international tourist arrivals during this quarter, marking a +12.1 percentage point increase compared to Q3 2019. Additionally, 22.9% of visitors travelled to Limpopo for business shopping. Most bed nights this quarter were spent with friends and family, accounting for 65.7%. The Limpopo province recorded the highest proportion of bed nights at game lodges, which reached 15.1%, an increase of +10.6 percentage points compared to Q3 2019.

Share of Limpopo Tourist Arrivals by Main Purpose Q3 2024

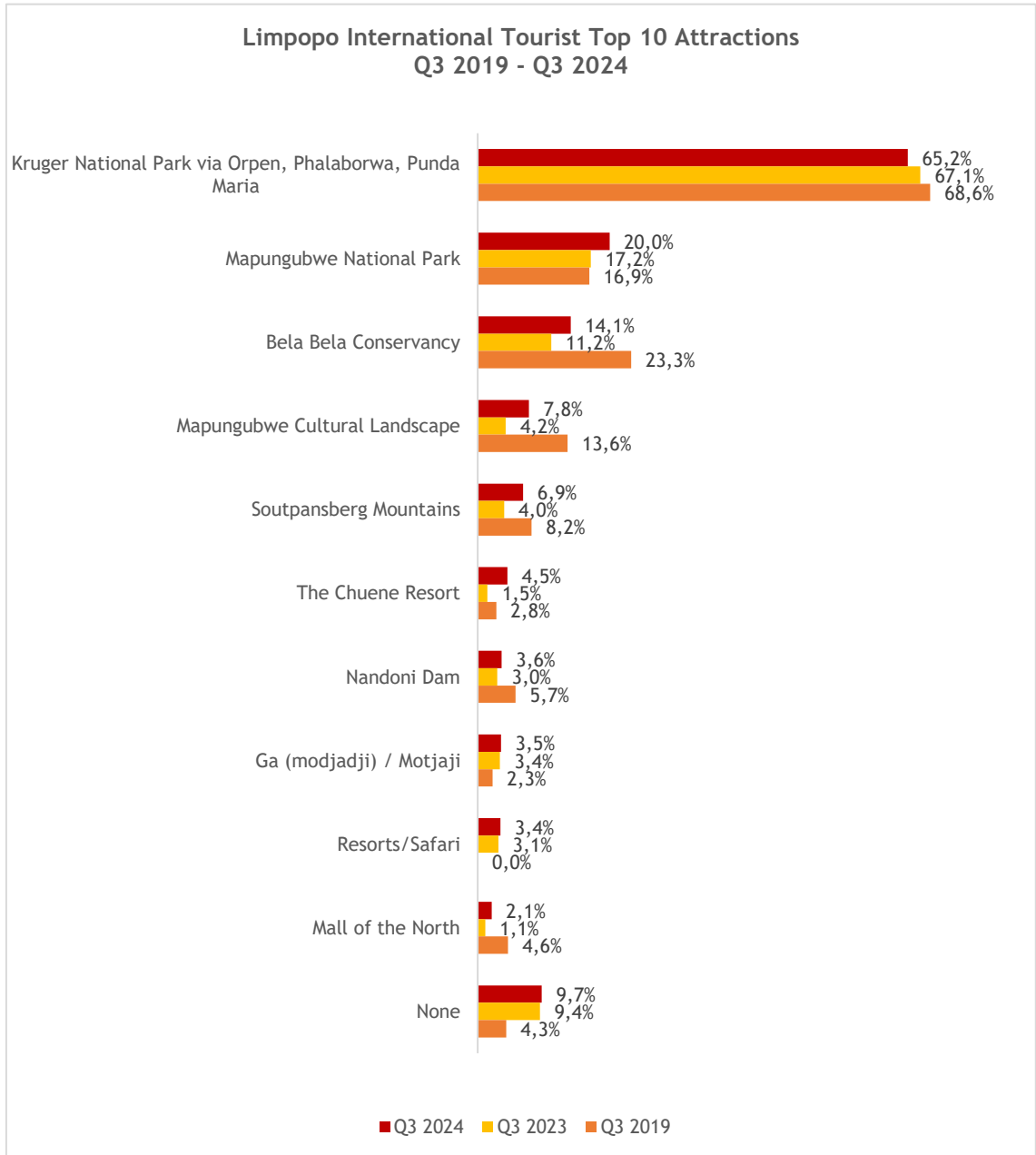
Limpopo	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	24.2%	12.7%	22.9%	1.0%	0.5%	34.7%	0.4%	1.4%
Basis Point Change 19-24	12.1%	4.4%	1.3%	0.9%	0.2%	-17.3%	0.2%	-1.6%

Share of Accommodation Types in Limpopo Q3 2024

Limpopo	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	65.7%	2.4%	0.9%	1.3%	0.3%	0.3%	15.1%	0.5%	1.5%	1.5%
Basis Point Change 19-24	1.5%	-1.3%	-1.8%	0.8%	0.0%	0.3%	10.6%	-1.0%	0.6%	0.6%



The Kruger National Park is the top Limpopo attraction, with 65.2% visiting this quarter, noting a steady decline against both Q3 2019 and Q3 2023. In Q3 2024, Mapungubwe National Park was visited by 20.0% of tourists, and Bela Bela Conservancy was visited by 14.1% of tourists.



NORTH WEST

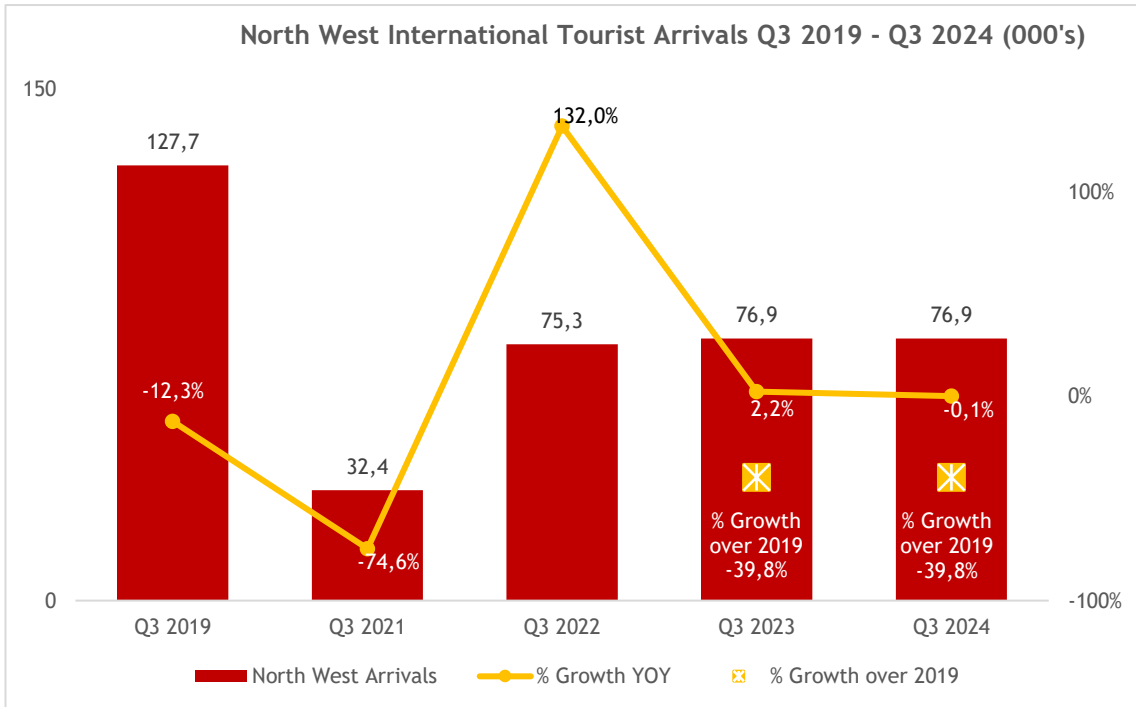


76.9 THOUSAND

-39.8%



International arrivals to the North West province plateaued over the last three years, receiving 76.9 thousand international tourists in Q3 2024. Recovery to Q3 2019 figures remained negative, with a growth rate of -3.8%. Year-on-year, the North West province maintained its small share of 3.7% of all international arrivals to South Africa. The province is dominated by tourists from its neighbouring countries—Botswana, Zimbabwe, Lesotho, and eSwatini—which represented 67.7% of all arrivals to the North West. This quarter, Botswana noted a good year-on-year increase of +17.7%.



North West International Tourist Arrivals by Top 10 Source Markets Q3 2024

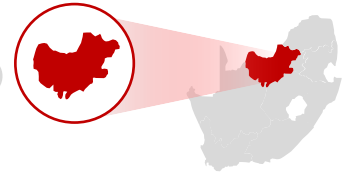
North West Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Botswana	30 590	39.8%	-62.2%	17.7%
Zimbabwe	11 601	15.1%	25.1%	-10.1%
Lesotho	6 500	8.5%	-72.1%	-47.9%
eSwatini	3 372	4.4%	-23.5%	72.2%
USA	3 153	4.1%	-18.6%	-4.7%
Mozambique	2 067	2.7%	-40.2%	35.5%
UK	2 011	2.6%	4.7%	-11.7%
Australia	1 598	2.1%	-43.6%	36.9%
Namibia	1 532	2.0%	66.2%	-2.1%
India	1 352	1.8%	-26.2%	19.0%
All North West Arrivals	76 874	3.7%	-44.4%	-0.1%

NORTH WEST



76.9 THOUSAND

-39.8% ▼



This quarter, 16.3% of the North West province’s international visitors were business travellers, marking a significant increase of +15.9 percentage points compared to Q3 2019. Less than half (42.1%) of visitors travelled to the North West to visit family and friends, reflecting a slight decline of -5.5 percentage points against Q3 2019. Holidaymakers saw an increase of +6.8 percentage points during this period. The share of bed nights spent with friends and family remained dominant at 74.1%, though this represented a drop of -12.0 percentage points compared to Q3 2019.

Share of North West Tourist Arrivals by Main Purpose Q3 2024

North West	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	42.2%	25.1%	6.9%	16.3%	3.0%	0.8%	1.6%	1.1%
Basis Point Change 19-24	-5.3%	6.8%	-7.8%	15.9%	-0.4%	-1.4%	0.4%	-0.3%

Share of Accommodation Types in North West Q3 2024

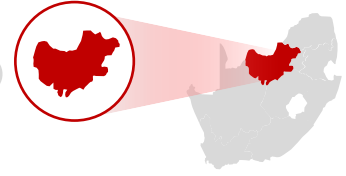
North West	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	74.1%	5.8%	3.3%	2.9%	0.4%	0.0%	5.5%	0.2%	0.2%	0.2%
Basis Point Change 19-24	-12.0%	2.5%	1.4%	2.9%	0.0%	-0.3%	3.0%	-0.5%	0.2%	0.2%

NORTH WEST



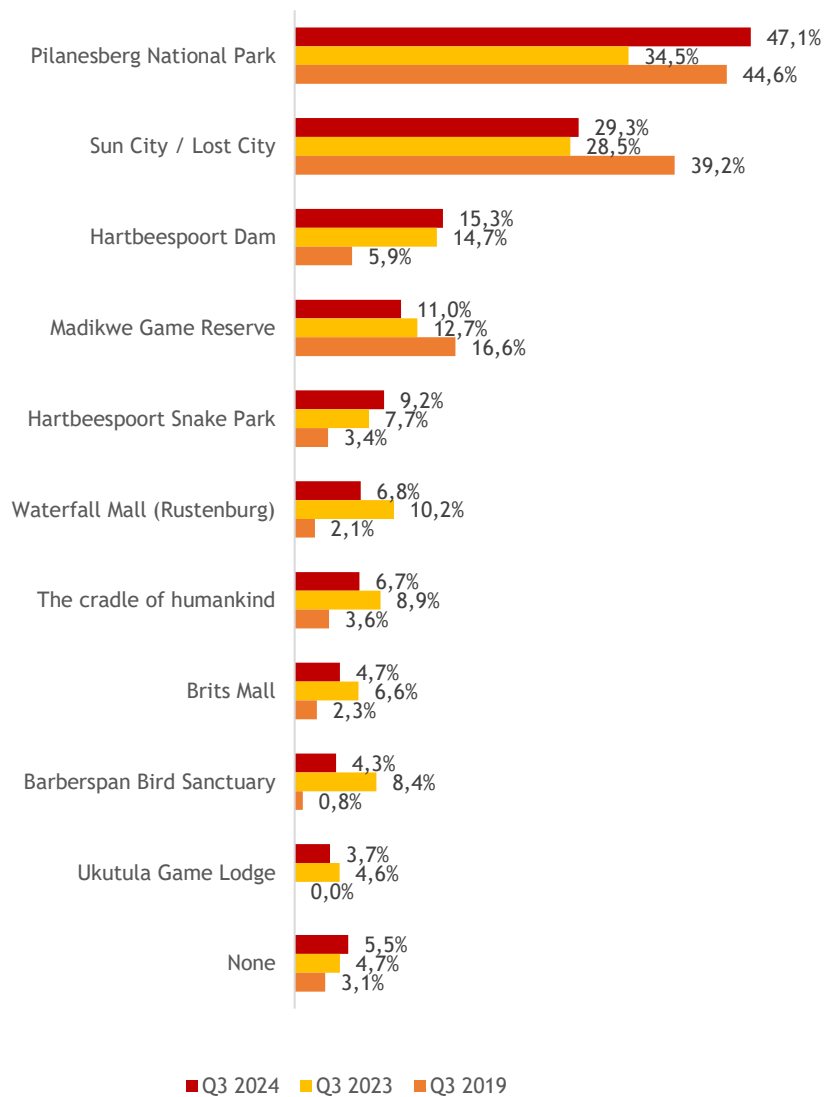
76.9 THOUSAND

-39.8%



The Pilanesberg National Park remained a popular attraction, accounting for 47.1% of visits this quarter, a sharp decline of -12.6 percentage points against Q3 2023. Sun City remained a popular attraction accounting for 29.3% of visits this quarter but far from Q3 2019 share of 39.2% of visits. Madikwe Game Reserve continued to note a decline both against Q3 2023 and Q3 2019.

North West International Tourist Top 10 Attractions Q3 2019 - Q3 2024

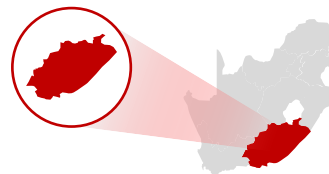


EASTERN CAPE

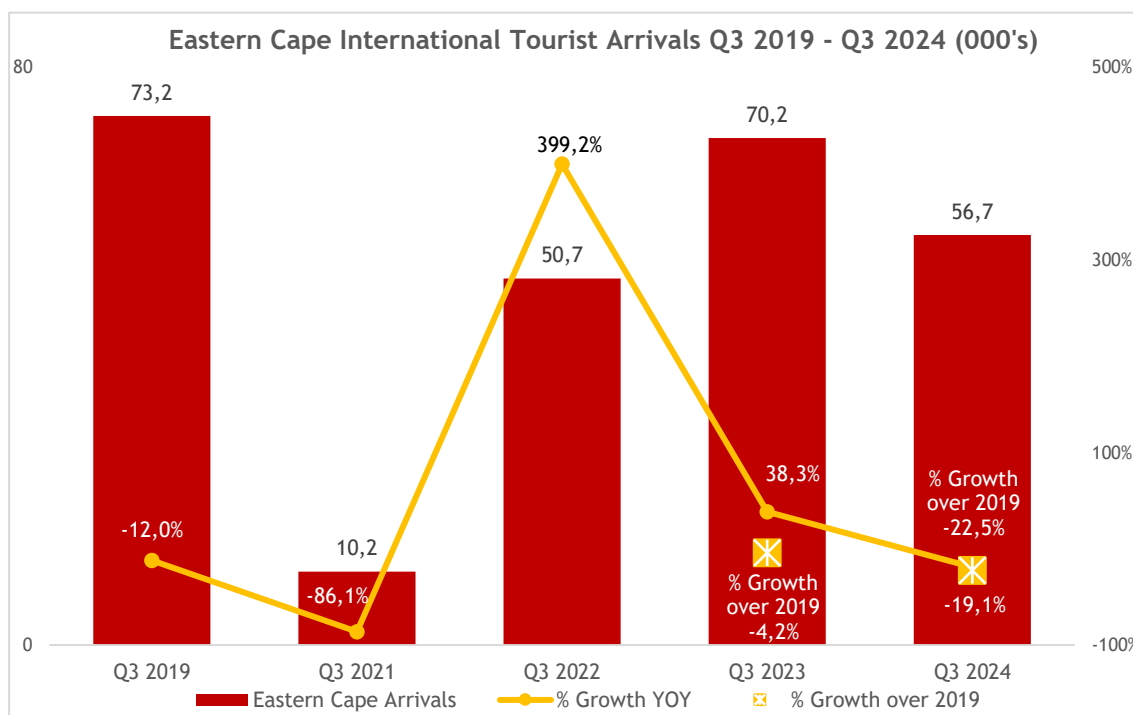


56.7 THOUSAND

-22.5%



In Q3 2023, the Eastern Cape had almost recovered to its former Q3 2019 levels. However, this quarter, the number of international visitors to the province dropped sharply by -19.1% year-on-year, further widening the recovery gap to Q3 2019 to -22.5%. The total number of arrivals this quarter reached 56.7 thousand. The province's share of international tourists to South Africa also declined, dropping to 2.7% from 3.7% in Q3 2019. This year-on-year decline was driven by seven of the top ten countries, with the largest drop originating from Germany at -35.2%. Conversely, Zimbabwe experienced staggering growth of +542.1% compared to Q3 2019, ranking first among the top 10 countries and achieving a 13.0% share. It was followed closely by the USA (11.6%) and the UK (10.9%). The international visitor mix included a wide range of countries from North America, Europe, and Australasia.



Eastern Cape International Tourist Arrivals by Top 10 Source Markets Q3 2024

Eastern Cape Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Zimbabwe	7 350	13.0%	542.1%	6.2%
USA	6 603	11.6%	2.2%	-11.1%
UK	6 178	10.9%	-32.3%	-23.6%
Germany	4 043	7.1%	-71.4%	-35.2%
The Netherlands	3 935	6.9%	-61.3%	-28.0%
France	2 329	4.1%	-53.9%	-29.0%
Italy	2 239	3.9%	-34.5%	21.0%
Australia	2 020	3.6%	89.1%	-20.2%
Botswana	1 589	2.8%	185.1%	35.2%
Belgium	1 446	2.5%	-74.4%	-14.5%
All Eastern Cape Arrivals	56 743	2.7%	-38.6%	-19.1%



During Q3 2024, the Eastern Cape recorded a sharp decline (-21.0 percentage points) in holidaymakers compared to Q3 2019, while international arrivals visiting friends and family rose by +20.2 percentage points during the same period. Reflecting the sharp increase in arrivals visiting friends and family, the number of bed nights spent with friends and family also increased by +19.4 percentage points against Q3 2019, accounting for a share of 56.6%. Conversely, the proportion of bed nights spent at hotels dropped by -10.6 percentage points compared to Q3 2019.

Share of Eastern Cape Tourist Arrivals by Main Purpose Q3 2024

Eastern Cape	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	35.6%	45.6%	0.9%	7.7%	2.3%	0.0%	0.1%	1.8%
Basis Point Change 19-24	20.2%	-21.0%	0.4%	5.1%	-2.3%	-1.7%	-0.1%	1.0%

Share of Accommodation Types in Eastern Cape Q3 2024

Eastern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	56.6%	8.7%	3.6%	3.2%	2.6%	2.9%	8.9%	0.8%	0.3%	0.3%
Basis Point Change 19-24	19.4%	-10.6%	-5.1%	-7.0%	1.2%	-0.5%	3.0%	-7.2%	-0.4%	-0.4%

EASTERN CAPE



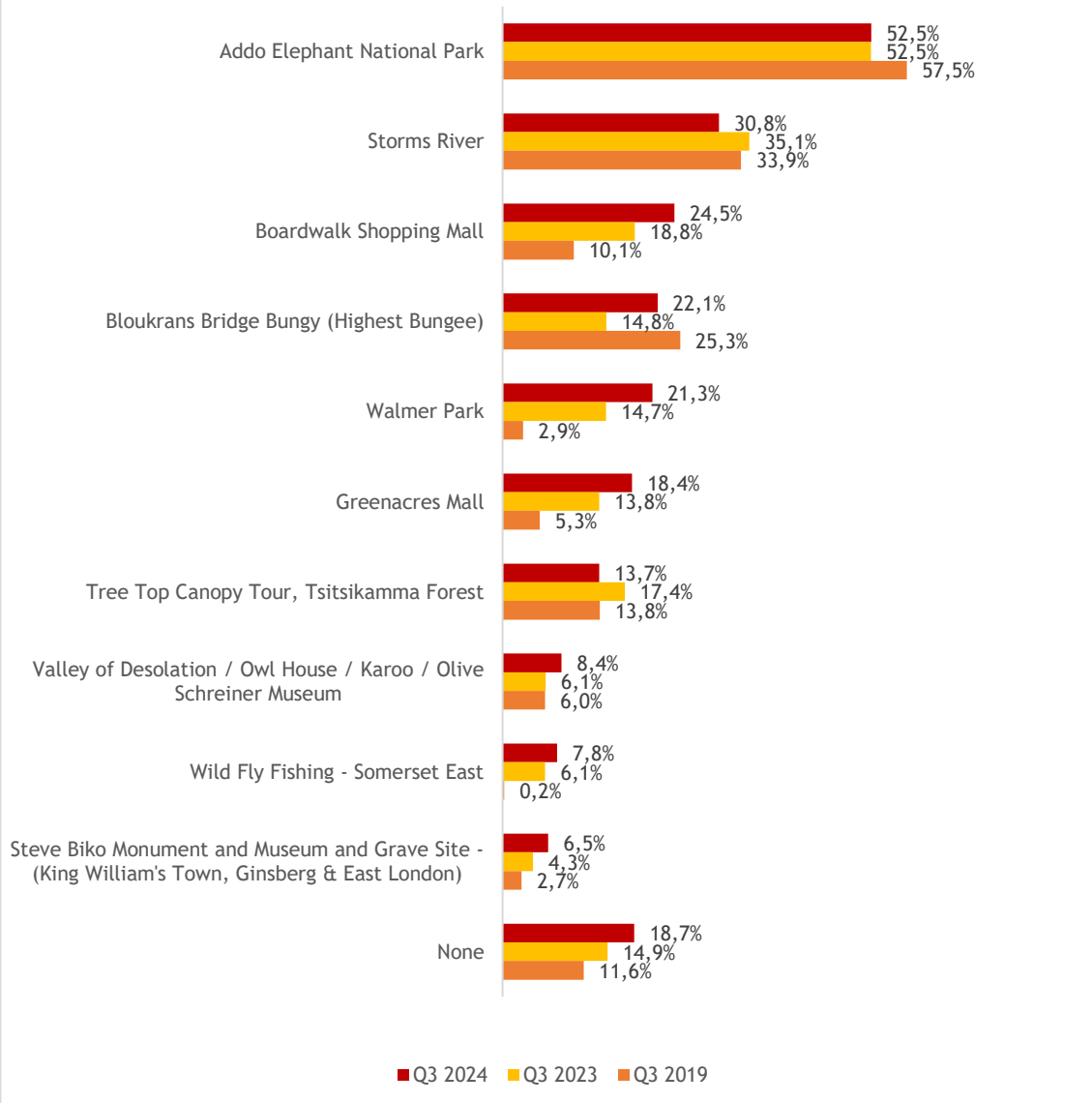
56.7 THOUSAND

-22.5%



This quarter, Addo Elephant National Park was the most popular attraction with more than half (52.5%) of mentions. This quarter, Storms River accounted for a third (30.8%) of visitors to the Eastern Cape. *Boardwalk Shopping Mall, Bloukrans Bridge Bungy and Walmer Park all experienced an increase against Q2 2023.*

**Eastern Cape International Tourist Top 10 Attractions
Q3 2019 - Q3 2024**

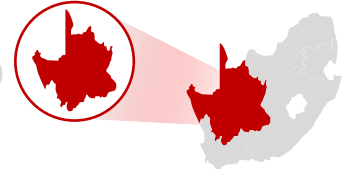


NORTHERN CAPE

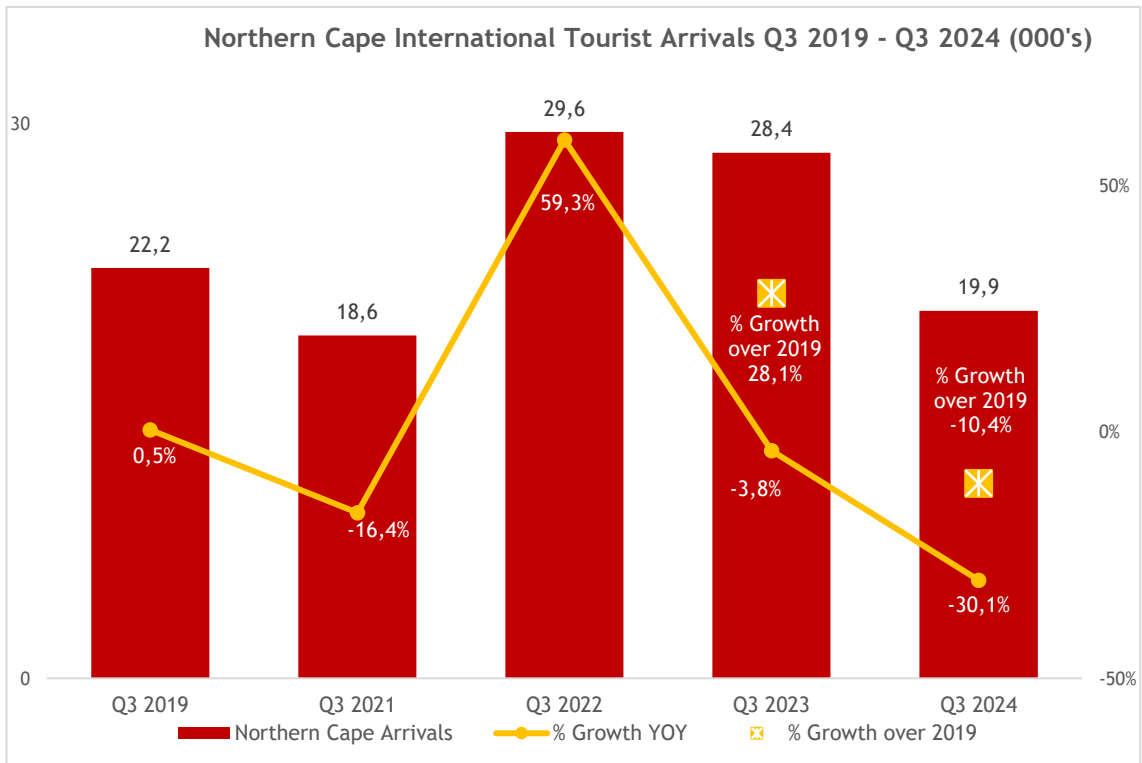


19.9 THOUSAND

-10.4%



In Q3 2024, Northern Cape registered 19.9 thousand international tourist arrivals, a staggering drop of -30.1% against Q3 2023. With a 1.0% share of total international arrivals, the province lagged by -10.4% compared to Q3 2019.



Northern Cape International Tourist Arrivals by Top 10 Source Markets Q3 2024

Northern Cape Top 10 Markets Q3 2024	Tourist Arrivals Q3 2024	% Share Q3 2024	% Growth Q3 2019 - Q3 2024	% Growth Q3 2023 - Q3 2024
Namibia	10 075	50.6%	0.2%	-22.3%
Lesotho	2 606	13.1%	-29.6%	-35.5%
Zimbabwe	1 167	5.9%	-17.2%	-43.4%
USA	805	4.0%	-41.4%	-45.9%
eSwatini	545	2.7%	404.2%	7.6%
Botswana	521	2.6%	-46.0%	-25.3%
Australia	431	2.2%	16.7%	16.9%
UK	370	1.9%	-66.7%	-65.5%
Spain	307	1.5%	-37.2%	-28.5%
Canada	306	1.5%	41.7%	195.9%
All Northern Cape Arrivals	19 892	1.0%	-24.8%	-30.1%



During Q3 2024, 44.0% of international arrivals to the Northern Cape were to visit family and friends, a rise of +12.2 percentage points compared to Q3 2019. Holidaymakers to the province dropped by -14.3 percentage points compared to Q3 2019. On the other hand, business travelers increased to 17.1%, marking a notable rise compared to Q3 2019. The share of bed nights spent with family and friends declined by -9.6 percentage points compared to Q3 2019, accounting for 68.6% of the total bed nights.

Share of Northern Cape Tourist Arrivals by Main Purpose Q3 2024

Northern Cape	VFR	Holiday	Business Shopping	Business Traveller	MICE	Personal Shopping	Medical	Religion
Q3 2024	44.0%	23.4%	3.4%	17.1%	2.2%	0.0%	0.8%	2.0%
Basis Point Change 19-24	12.2%	-14.3%	-6.9%	16.4%	-1.3%	-8.0%	-1.7%	1.4%

Share of Accommodation Types in Northern Cape Q3 2024

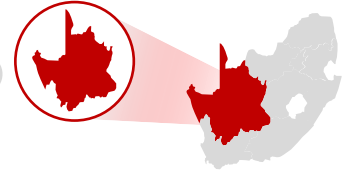
Northern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q3 2024 (% of bed nights)	68.6%	4.8%	7.2%	2.1%	1.8%	0.1%	5.5%	0.0%	1.8%	1.8%
Basis Point Change 19-24	9.6%	-4.2%	0.6%	2.1%	-1.7%	-1.7%	-5.9%	-2.8%	-0.6%	-0.6%

NORTHERN CAPE



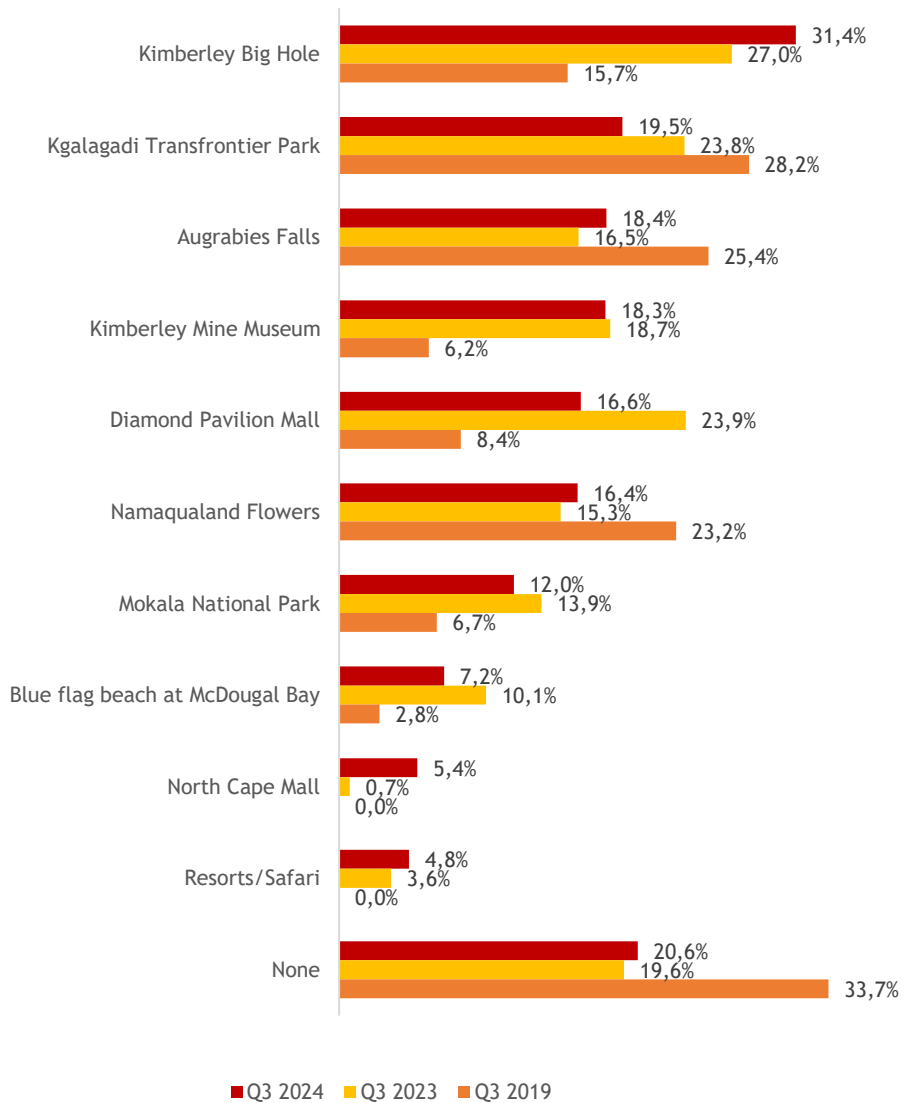
19.9 THOUSAND

-10.4% ▼



The Kimberley Big Hole attraction was the most popular this quarter, with 31.4% of mentions (a rise of +15.7 percentage points compared to Q3 2019). In Q3 2024, the Kgalagadi Transfrontier Park saw a decline from 23.8% of visits to 19.5% compared to Q3 2023, whereas Augrabies Falls experienced a slight increase of +1.9 percentage points over Q3 2023.

Northern Cape International Tourist Top 10 Attractions
Q3 2019 - Q3 2024



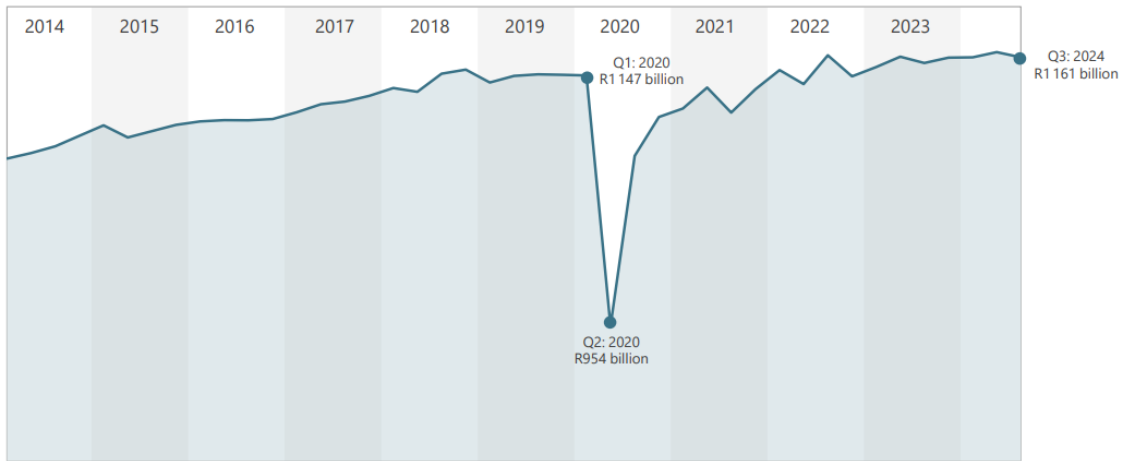
A man and a woman are seated at a rustic wooden table in an outdoor setting. The man, wearing glasses and a white t-shirt, is looking towards the woman. The woman, with braided hair and wearing a colorful patterned top, is looking down at something in her hands. They are surrounded by other people and wooden structures, suggesting a market or a community gathering. The background features a thatched roof and a brick wall. The text "SOUTH AFRICAN ECONOMY" is overlaid in white on a dark semi-transparent background.

SOUTH AFRICAN ECONOMY

⁵Real gross domestic product (GDP) measured by production, decreased by -0.3% in the third quarter of 2024, following an increase of +0.3% in the second quarter of 2024. Four industries recorded negative growth between the second and third quarters of 2024. The finance industry was the largest positive contributor, increasing by +1.3% and contributing 0.3 of a percentage point. The trade, catering and accommodation industry decreased by -0.4%. Decreased economic activities were reported for wholesale trade, motor trade and food and beverages. The transport, storage and communication industry decreased by -1.6%, contributing -0.1 of a percentage point to the negative GDP growth. Decreased economic activities were reported for land transport and transport support services. ⁶ Agriculture, forestry & fishing was the largest drag on GDP growth in Q3: 2024.

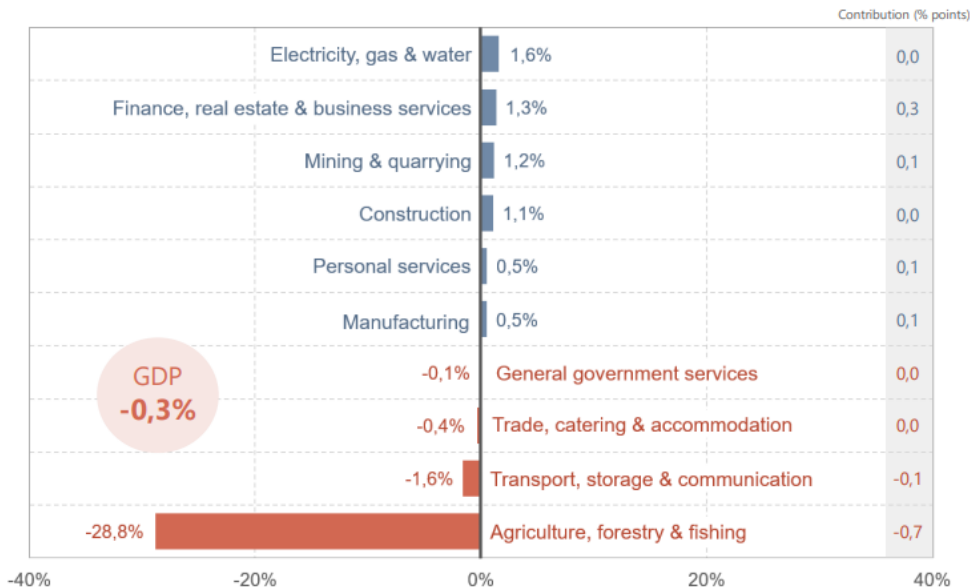
SA Real GDP Q1 2014 - Q3 2024⁶
(constant 2015 prices, seasonally adjusted)

Real GDP was R1 161 billion in Q3: 2024, down from an all-time high in the previous quarter
Constant 2015 prices, seasonally adjusted



SA GDP Industry Growth Rates Q3 2024 vs. Q2 2024⁶
(constant 2015 prices, seasonally adjusted)

Industry growth rates, Q3: 2024 compared with Q2: 2024 (constant 2015 prices, seasonally adjusted)



*Over Q3 2024.

⁵ Statistical Releases P0441: GDP P0441- 2024 Q3.

⁶GDP 2024 Q3 (Media presentation)

South Africa

Inspiring new ways



TECHNICAL NOTES

MEASURE OF PRECISION

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

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

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

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

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

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

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

Variable: Entire Departure Survey	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	1 962 045	R10 471	R10 424	R10 518	23.930	0.229
Total Bed Nights	2 021 477	12.02	12.00	12.04	0.012	0.097
Variable: Overseas	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	57 490	R21 438	R21 180	R21 695	131.327	0.613
Total Bed Nights	57 748	14.05	13.85	14.25	0.104	0.737
Variables: Africa	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	1 506 269	R5 827	R5 784	R5 870	21.929	0.376
Total Bed Nights	1 561 479	11.19	11.17	11.21	0.012	0.108

SAMPLING

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

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

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

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

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

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

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

METHODOLOGY & FIELDWORK

Methodology

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

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

Fieldwork

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

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

WEIGHTING

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

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

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

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

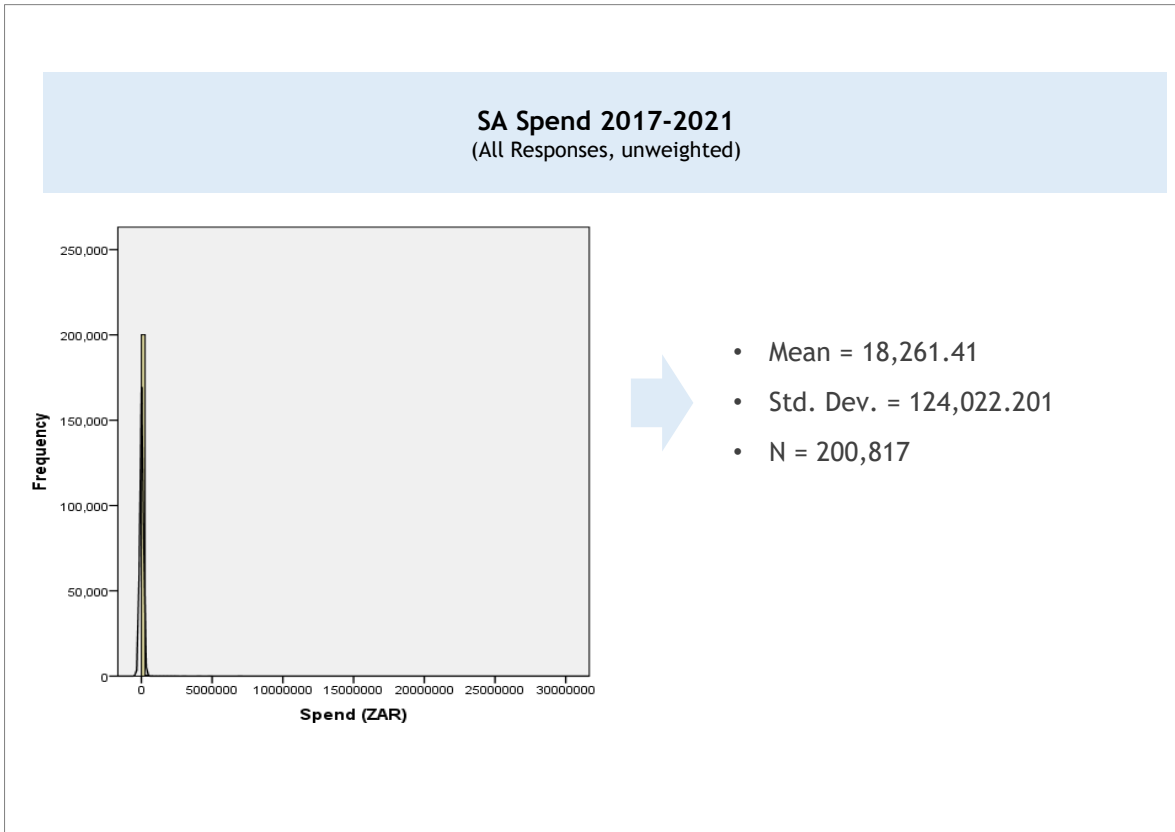
NORMALISING SPEND DATA

SA Tourism reviewed its performance over the past 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



Source: 2017-2021 SAT Departure Survey.

NORMALISING SPEND DATA

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:

$$\text{Log_Low_cut_off} = \text{Mean} - 3 \cdot \text{Stddev}$$

$$\text{Log_Upper_cut_off} = \text{Mean} + 3 \cdot \text{Stddev}$$

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

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

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.

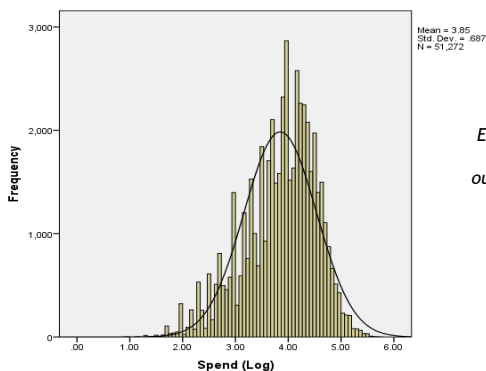
Determine the cut-off criteria using the following formula:

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)



Eliminate values outside +3 SDs

- 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.



APPENDIX



**INTERNATIONAL
TOURISTS ARRIVALS**

APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	Q3 2022	Q3 2023	Q3 2024	% YOY GROWTH
Africa	1 218 277	1 595 962	1 633 625	2.4%
Botswana	73 683	87 708	99 361	13.3%
Lesotho	230 415	274 289	183 518	-33.1%
Malawi	31 018	39 601	41 949	5.9%
Mozambique	253 057	327 975	408 686	24.6%
Namibia	34 590	38 617	39 697	2.8%
Swaziland	134 081	194 086	228 054	17.5%
Zambia	31 249	36 847	38 075	3.3%
Zimbabwe	379 423	535 593	522 136	-2.5%
Angola	9 278	9 962	9 624	-3.4%
Dem Rep of Congo	4 863	5 766	6 925	20.1%
Ethiopia	1 335	1 604	1 815	13.2%
Ghana	4 294	2 521	9 812	289.2%
Kenya	5 488	9 459	11 421	20.7%
Nigeria	3 521	5 027	5 374	6.9%
Tanzania	6 793	7 867	8 690	10.5%
Uganda	2 271	2 854	2 905	1.8%
Other Africa	12 918	16 186	15 583	-3.7%
Asia	33 226	52 541	48 949	-6.8%
China including Hong Kong	3 730	12 150	10 986	-9.6%
India	15 584	18 728	15 959	-14.8%
Japan	1 576	3 688	4 021	9.0%
Malaysia	813	1 788	1 821	1.8%
Singapore	738	1 810	2 493	37.7%
Rep of Korea (South)	1524	2571	2986	16.1%
Other Asia	9 261	11 806	10 683	-9.5%
Australasia	18 085	27 279	29 549	8.3%
Australia	14 538	22 329	24 499	9.7%
New Zealand	3 427	4 897	4 986	1.8%
Other Australasia	120	53	64	20.8%
CENTRAL & SOUTH AMERICA	8 560	11 245	18 679	66.1%
Argentina	807	855	1 179	37.9%
Brazil	4 394	6 010	12 615	109.9%
Chile	348	406	743	83.0%
Other Central & South America	3 011	3 974	4 142	4.2%
Europe	215 184	268 270	230 432	-14.1%
Austria	2 661	3 394	2 959	-12.8%
Belgium	10 791	13 274	10 754	-19.0%
Denmark	2 865	3 052	2 850	-6.6%
Finland	599	777	613	-21.1%
France	20 375	28 664	26 749	-6.7%
Germany	31 553	39 471	32 388	-17.9%
Ireland	4 812	5 150	5 099	-1.0%
Italy	13 276	20 836	17 848	-14.3%
Netherlands	27 535	36 556	32 847	-10.1%
Norway	1 649	1 812	1 433	-20.9%
Portugal	4 020	4 051	4 242	4.7%
Russian Fed	3 330	4 922	4 337	-11.9%
Spain	9 497	12 162	10 776	-11.4%
Sweden	2 248	2 599	2 211	-14.9%
Switzerland	6 237	7 523	6 493	-13.7%
Turkey	2 329	2 511	2 025	-19.4%
UK	64 276	72 376	58 819	-18.7%
Other Europe	7 131	9 140	7 989	-12.6%
Middle East	18 335	23 678	17 415	-26.5%
United Arab Emirates	2 056	4 329	4 573	5.6%
Other Middle East	16 279	19 349	12 842	-33.6%
North America	88 496	102 475	103 481	1.0%
Canada	9 367	11 467	10 868	-5.2%
USA	79 129	91 008	92 613	1.8%
UNSPECIFIED	2 695	2 938	2 662	-9.4%
TOTAL	1 602 858	2 084 388	2 084 792	0.02%

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black 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 through a lush green forest. The scene is set in a natural, outdoor environment with many trees and ferns.

**SPEND IN SOUTH
AFRICA**

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY				
	Q3 2022	Q3 2023	Q3 2024	% YOY GROWTH
AFRICA	R6 500 788 524	R9 696 012 099	R10 009 067 107	3.2%
Botswana	R226 612 790	R287 575 605	R290 593 336	1.0%
Lesotho	R547 101 704	R483 689 791	R388 749 431	-19.6%
Malawi	R438 391 507	R1 306 090 849	R1 288 758 320	-1.3%
Mozambique	R943 594 829	R1 026 501 630	R1 339 063 896	30.4%
Namibia	R266 670 821	R227 758 513	R327 038 312	43.6%
Swaziland	R224 606 288	R283 911 328	R368 468 753	29.8%
Zambia	R541 376 914	R810 831 516	R1 070 870 799	32.1%
Zimbabwe	R2 270 476 420	R4 154 699 253	R3 703 051 571	-10.9%
Angola	R280 623 703	R192 538 309	R203 831 498	5.9%
DRC	R108 621 281	R197 332 195	R126 769 400	-35.8%
Ethiopia	R26 363 696	R30 460 921	R29 861 715	-2.0%
Ghana	R123 481 171	R69 011 553	R234 830 674	240.3%
Kenya	R77 903 774	R145 170 957	R138 043 767	-4.9%
Nigeria	R73 843 103	R92 877 789	R117 053 678	26.0%
Tanzania	R121 523 212	R89 494 109	R100 610 640	12.4%
Uganda	R30 052 278	R56 440 800	R41 915 317	-25.7%
Other Africa	R199 545 033	R241 626 983	R239 556 001	-0.9%
ASIA	R525 761 193	R1 046 537 173	R825 992 102	-21.1%
China including Hong Kong	R83 850 916	R306 861 594	R274 586 224	-10.5%
India	R260 751 640	R360 826 650	R224 343 513	-37.8%
Japan	R31 884 748	R84 002 581	R61 595 397	-26.7%
Malaysia	R15 459 132	R36 988 855	R54 252 676	46.7%
Singapore	R15 720 219	R20 556 657	R26 176 709	27.3%
South Korea	R24 370 591	R43 507 146	R51 498 284	18.4%
Other Asia	R93 723 947	R193 793 690	R133 539 299	-31.1%
AUSTRALASIA	R486 272 329	R598 506 450	R600 456 797	0.3%
Australia	R392 567 876	R492 950 305	R508 442 334	3.1%
New Zealand	R92 007 272	R104 797 860	R92 014 464	-12.2%
Other Australasia	R1 697 182	R758 285	R0	-100.0%
CENTRAL & SOUTH AMERICA	R201 279 671	R316 005 985	R339 791 931	7.5%
Argentina	R27 732 731	R25 761 274	R18 319 464	-28.9%
Brazil	R105 235 116	R145 432 627	R220 771 994	51.8%
Chile	R12 608 114	R10 296 558	R11 439 262	11.1%
Other Central & South America	R55 703 710	R134 515 526	R89 261 210	-33.6%
EUROPE	R4 543 149 300	R6 275 646 010	R4 859 272 818	-22.6%
Austria	R54 947 280	R98 168 352	R75 974 554	-22.6%
Belgium	R184 255 343	R202 016 090	R191 702 055	-5.1%
Denmark	R65 542 924	R106 190 618	R57 326 080	-46.0%
Finland	R12 689 994	R25 652 813	R17 455 060	-32.0%
France	R472 420 131	R705 478 706	R495 236 743	-29.8%
Germany	R727 664 192	R925 769 574	R668 787 384	-27.8%
Ireland	R103 600 973	R111 813 131	R117 512 988	5.1%
Italy	R213 415 240	R433 242 350	R323 815 114	-25.3%
Netherlands	R526 966 716	R709 126 432	R587 153 094	-17.2%
Norway	R37 786 056	R43 122 497	R32 008 220	-25.8%
Portugal	R51 488 960	R74 291 178	R54 426 434	-26.7%
Russian Fed	R90 120 159	R172 411 954	R146 006 265	-15.3%
Spain	R182 187 599	R262 605 469	R218 020 835	-17.0%
Sweden	R45 016 729	R53 384 934	R41 798 958	-21.7%
Switzerland	R191 333 362	R212 743 196	R160 180 452	-24.7%
Turkey	R48 998 733	R83 487 715	R41 439 365	-50.4%
UK	R1 413 343 858	R1 873 290 591	R1 503 076 798	-19.8%
Other Europe	R121 371 052	R182 850 410	R127 352 419	-30.4%
MIDDLE EAST	R495 760 491	R546 445 196	R432 923 270	-20.8%
UAE	R41 969 539	R85 180 511	R98 378 061	15.5%
Other Middle East	R453 790 952	R461 264 685	R334 545 210	-27.5%
NORTH AMERICA	R2 713 106 249	R3 015 696 670	R3 476 699 177	15.3%
Canada	R233 752 710	R251 051 991	R171 694 866	-31.6%
USA	R2 479 342 055	R2 764 607 592	R3 305 004 311	19.5%
Other North American	R11 485	R37 088	R0	-100.0%
TOTAL	R15 466 117 757	R21 494 849 584	R20 544 203 202	-4.4%

APPENDIX

AVERAGE SPEND				
	Q3 2022	Q3 2023	Q3 2024	% YOY GROWTH
AFRICA	R5 500	R6 300	R6 400	1.6%
Botswana	R3 100	R3 400	R3 000	-11.8%
Lesotho	R2 500	R1 900	R2 200	15.8%
Malawi	R14 100	R33 400	R31 200	-6.6%
Mozambique	R3 800	R3 200	R3 300	3.1%
Namibia	R7 700	R5 900	R8 200	39.0%
Swaziland	R1 700	R1 500	R1 600	6.7%
Zambia	R17 500	R22 200	R28 600	28.8%
Zimbabwe	R5 900	R7 900	R7 300	-7.6%
Angola	R34 600	R24 500	R28 000	14.3%
DRC	R26 500	R40 200	R20 700	-48.5%
Ethiopia	R23 300	R22 000	R18 200	-17.3%
Ghana	R30 200	R30 000	R28 700	-4.3%
Kenya	R15 900	R17 600	R14 500	-17.6%
Nigeria	R25 200	R21 000	R24 000	14.3%
Tanzania	R30 600	R20 000	R22 000	10.0%
Uganda	R14 700	R22 200	R15 800	-28.8%
Other Africa	R21 200	R20 400	R18 800	-7.8%
ASIA	R21 200	R23 900	R19 900	-16.7%
China including Hong Kong	R29 500	R27 400	R26 800	-2.2%
India	R20 200	R23 000	R16 800	-27.0%
Japan	R21 600	R24 100	R16 500	-31.5%
Malaysia	R22 400	R21 700	R31 700	46.1%
Singapore	R24 100	R11 600	R10 700	-7.8%
South Korea	R20 300	R20 000	R21 100	5.5%
Other Asia	R18 800	R24 800	R17 600	-29.0%
AUSTRALASIA	R28 100	R23 600	R21 600	-8.5%
Australia	R28 200	R23 700	R22 000	-7.2%
New Zealand	R28 000	R22 900	R19 800	-13.5%
Other Australasia	R19 200	R37 900	R0	-100.0%
CENTRAL & SOUTH AMERICA	R28 900	R35 800	R21 100	-41.1%
Argentina	R36 300	R31 600	R16 700	-47.2%
Brazil	R27 500	R27 400	R19 200	-29.9%
Chile	R39 200	R26 800	R17 500	-34.7%
Other Central & South America	R27 100	R58 200	R30 600	-47.4%
EUROPE	R24 100	R26 800	R24 200	-9.7%
Austria	R22 800	R31 900	R28 800	-9.7%
Belgium	R20 500	R19 300	R22 200	15.0%
Denmark	R25 100	R37 800	R20 900	-44.7%
Finland	R23 600	R35 600	R30 400	-14.6%
France	R27 100	R29 500	R22 000	-25.4%
Germany	R25 800	R26 500	R23 500	-11.3%
Ireland	R23 300	R23 000	R25 300	10.0%
Italy	R17 800	R22 800	R20 300	-11.0%
Netherlands	R23 500	R25 200	R22 900	-9.1%
Norway	R25 300	R25 300	R24 400	-3.6%
Portugal	R21 800	R26 600	R21 600	-18.8%
Russian Fed	R29 600	R37 200	R36 400	-2.2%
Spain	R22 200	R25 200	R23 000	-8.7%
Sweden	R21 300	R22 000	R20 500	-6.8%
Switzerland	R34 400	R31 900	R27 300	-14.4%
Turkey	R24 400	R36 900	R22 400	-39.3%
UK	R23 700	R27 500	R27 100	-1.5%
Other Europe	R22 600	R25 900	R20 800	-19.7%
MIDDLE EAST	R30 300	R25 300	R27 800	9.9%
UAE	R21 000	R20 900	R21 500	2.9%
Other Middle East	R31 700	R26 300	R30 400	15.6%
NORTH AMERICA	R32 400	R31 300	R35 600	13.7%
Canada	R27 400	R23 900	R17 300	-27.6%
USA	R33 000	R32 200	R37 700	17.1%
Other North American	R11 400	R37 000	R0	-100.0%
OVERALL	R10 200	R10 900	R10 400	-4.6%

APPENDIX

TFDS BY PURPOSE OF VISIT			
	Q3 2022	Q3 2023	Q3 2024
Holiday	R5 396 225 126	R7 388 292 883	R6 660 283 327
Personal Shopping	R371 984 482	R598 382 845	R732 249 785
Business Shopping	R1 700 571 300	R2 931 923 774	R3 520 943 761
Business Traveller	R1 292 201 966	R1 914 070 999	R1 634 212 146
MICE	R969 363 608	R1 045 252 756	R1 114 715 866
Medical	R536 750 728	R297 501 915	R385 776 514
VFR	R4 205 086 832	R6 051 444 259	R5 274 621 123
Religion	R68 422 882	R120 229 038	R79 794 401



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

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) - PROVINCIAL DISTRIBUTION

	Q3 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R6 416 438 317	R755 816 426	R118 395 305	R448 501 069	R868 707 233	R1 056 384 173	R112 998 180	R36 482 497	R195 343 908
Botswana	R144 298 571	R13 259 462	R4 878 099	R20 254 112	R2 238 632	R65 218 588	R35 674 705	R1 617 411	R3 153 756
Lesotho	R150 962 508	R35 394 079	R461 286	R9 900 349	R1 910 649	R1 717 251	R11 733 288	R11 797 414	R164 872 608
Malawi	R1 212 962 755	R23 797 806	R9 817 639	R36 341 421	R477 190	R3 295 425	R2 066 083	RO	RO
Mozambique	R555 677 429	R14 484 233	R3 098 890	R14 469 780	R727 346 367	R16 951 991	R3 678 834	RO	R3 356 372
Namibia	R81 164 832	R206 593 361	R6 215 232	R9 807 066	R2 774 481	R3 007 286	R1 658 022	R14 680 445	R1 137 586
Swaziland	R133 630 456	R5 355 900	R2 348 684	R154 212 433	R65 361 528	R2 847 794	R2 930 780	R792 060	R989 118
Zambia	R975 219 125	R18 683 646	R30 036 317	R15 207 912	R1 229 525	R25 656 400	R2 632 395	RO	R2 205 480
Zimbabwe	R2 367 684 893	R157 857 230	R32 950 098	R109 154 022	R47 020 518	R931 646 661	R41 846 645	R3 450 701	R11 440 802
Angola	R155 077 459	R40 857 208	R62 740	R4 020 795	R1 143 277	R18 571	R1 693 814	R957 632	RO
Democratic Republic of Congo	R83 736 758	R20 628 732	R2 095 465	R5 223 007	R6 980 880	R2 092 224	R3 211 001	R1 440 950	R1 360 384
Ethiopia	R22 629 460	R5 063 240	R844 225	R616 577	R110 900	R3 441	R593 873	RO	RO
Ghana	R141 239 108	R69 992 150	R10 260 933	R8 324 105	R1 647 825	RO	R198 660	RO	R3 167 894
Kenya	R92 569 436	R28 303 380	R2 711 600	R10 436 970	R1 654 235	RO	RO	R474 530	R1 893 617
Nigeria	R63 567 251	R43 866 339	R2 510 869	R3 901 388	R2 213 658	R535 335	R288 432	R153 630	R16 776
Tanzania	R75 600 429	R3 840 997	R1 424 962	R13 883 903	R2 417 067	R1 449 167	R1 442 100	RO	R552 015
Uganda	R30 756 414	R4 021 403	RO	R5 316 668	R684 250	RO	R1 136 582	RO	RO
Other Africa	R129 661 433	R63 817 260	R8 678 265	R27 430 562	R3 496 251	R1 944 040	R2 212 966	R1 117 724	R1 197 500
Asia	R378 660 357	R194 304 651	R39 351 456	R104 843 490	R53 625 956	R15 940 844	R11 933 809	R14 985 152	R12 346 387
China including Hong Kong	R131 289 707	R56 558 738	R20 570 574	R35 755 911	R11 366 973	R3 268 600	R2 372 112	R5 183 758	R8 219 852
India	R113 550 199	R44 924 352	R4 160 940	R44 700 922	R8 373 649	R3 567 320	R4 820 092	R133 222	R112 817
Japan	R32 600 646	R18 388 355	R3 365 445	R2 200 299	R3 615 294	R404 214	R55 886	RO	R965 258
Malaysia	R12 834 992	R11 738 960	R46 964	RO	R25 056 246	R3 144 857	R1 430 656	RO	RO
Singapore	R10 114 957	R14 302 402	RO	R699 262	R16 222	R1 043 866	RO	RO	RO
South Korea	R25 179 458	R12 764 270	R1 944 788	R7 900 875	R925 232	RO	RO	RO	R2 783 661
Other Asia	R53 090 397	R35 627 573	R9 262 745	R13 586 220	R4 272 340	R4 511 987	R3 255 063	R9 668 172	R264 800
Australasia	R173 206 180	R200 925 564	R59 205 363	R63 194 083	R46 729 242	R29 782 314	R12 205 520	R4 885 329	R10 323 201
Australia	R145 696 927	R168 071 311	R44 497 868	R55 822 604	R42 359 717	R27 473 693	R11 172 758	R4 818 887	R8 528 569
New Zealand	R27 509 254	R32 854 254	R14 707 496	R7 371 479	R4 369 525	R2 308 620	R1 032 762	R66 442	R1 794 633
Other Australasia	RO	RO	RO	RO	RO	RO	RO	RO	RO
South America	R113 026 206	R103 652 984	R33 751 803	R22 242 624	R35 515 089	R20 526 970	R10 866 886	RO	R209 368
Argentina	R7 397 537	R5 452 514	R925 084	R654 453	R1 603 261	R1 707 038	R386 944	RO	R192 633
Brazil	R80 703 998	R73 896 565	R7 607 777	R12 651 438	R27 752 191	R10 910 958	R7 249 066	RO	R359 767
Chile	R4 246 834	R3 745 598	R367 616	R423 590	R791 505	R1 864 120	RO	RO	RO
Other Central & South America	R20 677 837	R20 558 307	R24 851 327	R8 513 143	R5 368 132	R6 044 854	R3 230 877	RO	R16 735
Europe	R1 224 401 204	R2 223 119 609	R342 037 241	R259 759 053	R409 384 111	R251 515 258	R64 534 445	R52 122 255	R32 399 642
Austria	R11 868 060	R29 145 610	R10 378 490	R4 423 481	R8 121 733	R11 428 646	RO	R146 008	R462 525
Belgium	R52 035 223	R73 061 246	R8 184 045	R8 749 248	R28 441 014	R11 821 596	R5 900 198	R611 569	R2 897 916
Denmark	R14 868 704	R14 137 570	R2 156 175	R1 690 082	R4 985 417	R6 016 237	R1 614 192	R9 515 821	R2 341 883
Finland	R5 058 785	R9 780 071	R591 756	R130 145	R797 889	R1 044 613	RO	RO	R51 800
France	R113 729 352	R226 477 354	R26 691 958	R19 309 970	R71 785 954	R21 857 718	R7 982 905	R766 374	R6 635 158
Germany	R162 567 286	R305 369 505	R36 063 335	R29 644 813	R85 164 720	R39 163 875	R7 328 262	R642 631	R2 842 958
Ireland	R31 718 966	R58 306 602	R8 144 059	R7 873 933	R2 118 565	R5 234 627	R3 043 602	R672 300	R400 329
Italy	R67 715 690	R161 252 653	R22 267 783	R12 651 214	R39 186 903	R12 281 965	R2 696 877	R3 241 264	R1 520 765
Netherlands	R119 605 769	R281 147 324	R50 555 041	R33 603 524	R57 197 703	R32 885 356	R7 106 343	R1 173 403	R3 878 631
Norway	R7 711 531	R14 275 334	R2 190 053	R3 196 446	R1 595 838	R3 015 254	R23 765	RO	RO
Portugal	R20 589 547	R24 213 564	R1 561 988	R2 033 470	R2 696 838	R2 083 247	R39 800	R104 973	R1 103 008
Russian Fed	R96 227 407	R29 759 360	R2 727 991	R2 977 871	R3 420 539	R615 645	RO	R10 277 451	R11 720 000
Spain	R59 502 930	R99 739 256	R10 142 243	R4 306 414	R18 546 596	R5 607 305	R2 534 879	R17 641 212	R3 117 050
Sweden	R5 604 501	R16 994 484	R8 412 432	R1 579 923	R5 066 517	R5 548 714	R102 959	R479 692	R9 737
Switzerland	R27 911 431	R94 410 020	R9 088 406	R5 070 784	R9 986 545	R8 457 159	R4 204 850	R759 012	R292 245
Turkey	R13 691 837	R14 621 253	R1 301 345	R10 860 898	R507 553	R456 479	RO	RO	R1 789 870
UK	R370 339 576	R721 847 951	R134 245 290	R102 872 210	R62 677 407	R74 910 458	R21 039 074	R5 825 423	R9 319 409
Other Europe	R43 654 610	R48 580 453	R7 334 851	R8 784 626	R9 086 382	R8 086 365	R916 734	R265 120	R643 278
Middle East	R146 493 147	R142 656 167	R27 434 539	R57 073 717	R9 074 568	R24 220 256	R15 699 892	R1 649 083	R8 621 903
UAE	R38 635 019	R45 881 158	RO	R4 417 816	R6 092 044	R1 413 500	R289 440	R1 649 083	RO
Other Middle East	R107 858 128	R96 775 009	R27 434 539	R52 655 900	R2 982 523	R22 806 756	R15 410 452	RO	R8 621 903
North America	R722 963 792	R721 449 418	R561 672 253	R204 417 360	R235 977 446	R849 945 582	R37 755 243	R125 489 149	R17 028 935
Canada	R37 352 760	R78 459 637	R12 204 726	R11 967 528	R13 155 990	R12 632 628	R1 795 449	R3 381 686	R744 461
USA	R685 611 032	R642 989 782	R549 467 527	R192 449 832	R222 821 456	R837 312 954	R35 959 794	R122 107 462	R16 284 473
TOTAL	R9 175 189 202	R4 341 924 820	R1 181 847 960	R1 160 031 395	R1 659 013 645	R2 248 315 397	R265 993 975	R235 613 465	R276 273 343

APPENDIX

AVERAGE SPEND - PROVINCIAL DISTRIBUTION									
	Q3 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R10 800	R11 600	R8 000	R3 800	R2 100	R5 000	R2 000	R2 400	R1 500
Botswana	R3 200	R9 800	R3 500	R8 600	R1 300	R4 000	R1 200	R3 200	R700
Lesotho	R3 600	R7 400	R1 400	R1 700	R1 800	R2 400	R1 800	R4 600	R1 400
Malawi	R34 500	R9 700	R27 100	R20 000	R7 000	R5 400	R1 600	R0	R0
Mozambique	R8 100	R7 800	R6 700	R8 900	R2 300	R2 900	R1 800	R0	R2 700
Namibia	R8 800	R9 900	R7 900	R11 400	R7 700	R8 900	R1 100	R1 500	R3 300
Swaziland	R2 200	R24 700	R1 900	R2 100	R800	R2 500	R800	R1 500	R1 800
Zambia	R32 700	R14 100	R28 000	R3 200	R6 900	R50 500	R3 900	R0	R19 100
Zimbabwe	R9 100	R7 900	R4 500	R4 400	R5 000	R5 000	R3 700	R2 700	R2 200
Angola	R31 200	R20 500	R2 000	R13 100	R14 400	R500	R8 100	R13 200	R0
Democratic Republic of Congo	R17 800	R20 000	R7 300	R13 300	R17 900	R15 600	R14 800	R17 500	R7 100
Ethiopia	R18 500	R12 700	R11 000	R12 200	R5 000	R100	R10 500	R0	R0
Ghana	R23 500	R39 000	R53 200	R16 400	R8 500	R0	R2 000	R0	R16 900
Kenya	R12 800	R18 500	R40 000	R9 600	R7 600	R0	R0	R7 000	R8 700
Nigeria	R18 300	R33 900	R18 600	R11 100	R11 600	R10 100	R3 000	R9 000	R900
Tanzania	R20 100	R11 200	R7 300	R27 500	R32 300	R12 600	R18 500	R0	R7 100
Uganda	R14 700	R10 000	R0	R24 400	R17 000	R0	R27 400	R0	R0
Other Africa	R16 200	R18 800	R10 700	R20 400	R7 300	R13 000	R8 600	R10 500	R28 700
Asia	R16 000	R13 400	R13 500	R17 700	R17 900	R10 700	R5 600	R23 200	R16 800
China including Hong Kong	R20 900	R18 000	R20 800	R23 800	R17 700	R7 800	R7 500	R36 300	R29 100
India	R15 300	R11 800	R5 300	R16 300	R9 900	R13 400	R4 400	R1 500	R1 200
Japan	R13 200	R15 500	R13 300	R5 200	R8 900	R2 700	R600	R0	R5 900
Malaysia	R14 700	R10 800	R300	R0	R71 100	R42 800	R6 400	R0	R0
Singapore	R7 700	R9 500	R0	R4 000	R100	R3 800	R0	R0	R0
South Korea	R18 100	R16 900	R7 600	R25 300	R13 800	R0	R0	R0	R18 600
Other Asia	R13 600	R11 600	R18 800	R17 900	R7 000	R14 500	R7 600	R26 600	R5 600
Australasia	R11 700	R15 900	R21 600	R16 800	R8 300	R14 300	R8 800	R10 400	R15 000
Australia	R11 700	R15 900	R23 300	R19 000	R8 600	R15 100	R8 800	R11 500	R21 000
New Zealand	R11 600	R15 600	R17 500	R8 900	R6 400	R8 600	R8 600	R1 300	R6 400
Other Australasia	R0	R0	R0	R0	R0	R0	R0	R0	R0
South America	R10 600	R13 100	R24 100	R17 700	R8 900	R13 400	R10 900	R0	R4 800
Argentina	R10 900	R9 900	R8 300	R16 100	R7 300	R11 700	R3 600	R0	R4 900
Brazil	R10 400	R12 500	R8 800	R13 900	R8 900	R10 600	R10 400	R0	R0
Chile	R8 300	R11 000	R5 300	R5 700	R4 500	R25 200	R0	R0	R0
Other Central & South America	R12 100	R18 300	R68 400	R36 300	R11 200	R21 200	R16 600	R0	R3 600
Europe	R15 200	R19 400	R14 000	R11 900	R9 300	R15 900	R10 200	R25 600	R11 600
Austria	R12 700	R16 600	R17 100	R18 200	R12 000	R35 100	R0	R5 500	R14 800
Belgium	R12 900	R16 200	R5 800	R8 400	R11 600	R13 200	R17 300	R4 100	R9 700
Denmark	R13 300	R11 300	R7 400	R8 200	R8 400	R14 100	R15 800	R105 500	R29 900
Finland	R24 300	R27 700	R17 100	R3 400	R8 300	R18 300	R0	R0	R3 300
France	R12 600	R17 700	R11 800	R7 000	R10 700	R11 600	R8 400	R8 200	R12 400
Germany	R13 900	R18 400	R9 400	R11 200	R12 900	R16 800	R8 200	R3 400	R10 600
Ireland	R19 900	R19 600	R10 400	R12 500	R4 400	R10 800	R14 900	R10 000	R5 900
Italy	R10 000	R14 200	R10 400	R7 300	R5 800	R9 700	R7 800	R21 000	R14 700
Netherlands	R13 000	R19 100	R13 400	R9 900	R8 600	R12 800	R8 700	R4 600	R13 300
Norway	R16 700	R17 300	R11 400	R20 100	R7 600	R15 700	R1 300	R0	R0
Portugal	R16 800	R18 700	R9 000	R8 700	R7 500	R15 900	R2 000	R5 100	R17 500
Russian Fed	R42 600	R16 200	R8 000	R7 000	R4 600	R6 900	R0	R61 400	R0
Spain	R13 800	R16 900	R12 100	R5 800	R5 900	R11 900	R9 000	R59 200	R0
Sweden	R8 500	R12 500	R23 500	R11 200	R9 400	R26 000	R2 500	R42 200	R800
Switzerland	R12 000	R25 900	R12 700	R8 600	R8 700	R14 600	R12 400	R5 200	R3 200
Turkey	R19 200	R16 400	R6 300	R26 600	R6 200	R5 400	R0	R0	R0
UK	R17 600	R24 500	R22 500	R18 500	R10 800	R22 700	R11 700	R17 900	R13 400
Other Europe	R14 600	R16 200	R12 600	R11 000	R8 300	R19 500	R5 200	R5 500	R2 600
Middle East	R20 200	R21 000	R27 100	R24 400	R11 600	R25 700	R17 000	R8 300	R30 600
UAE	R16 500	R19 000	R0	R20 100	R25 300	R7 100	R13 500	R8 300	R0
Other Middle East	R22 000	R22 000	R27 100	R24 900	R5 500	R30 700	R17 100	R0	R30 600
North America	R15 600	R16 300	R78 500	R21 500	R11 300	R63 600	R12 600	R126 100	R10 800
Canada	R8 500	R13 000	R16 200	R9 500	R6 000	R12 300	R8 200	R11 300	R9 000
USA	R16 300	R16 800	R85 800	R23 400	R11 900	R67 800	R13 000	R174 900	R10 900
TOTAL	R11 800	R16 300	R21 700	R7 100	R3 300	R9 200	R3 700	R12 200	R2 000



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

APPENDIX

BED NIGHTS BY COUNTRY				
	Q3 2022	Q3 2023	Q3 2024	% YOY GROWTH
AFRICA	12 107 734	20 080 481	18 284 258	-8.9%
Botswana	273 175	335 513	380 383	13.4%
Lesotho	3 172 432	3 504 156	2 694 128	-23.1%
Malawi	423 966	538 376	541 109	0.5%
Mozambique	2 062 300	3 331 898	4 568 480	37.1%
Namibia	350 364	279 970	359 701	28.5%
eSwatini	1 272 378	1 976 821	2 132 137	7.9%
Zambia	286 364	352 535	313 211	-11.2%
Zimbabwe	3 601 305	9 091 227	6 483 847	-28.7%
Angola	130 032	112 352	78 780	-29.9%
DRC	102 291	99 755	139 159	39.5%
Ethiopia	18 251	20 645	25 891	25.4%
Ghana	57 242	36 918	111 440	201.9%
Kenya	76 189	79 620	101 843	27.9%
Nigeria	60 253	70 854	82 716	16.7%
Tanzania	48 545	56 397	63 075	11.8%
Uganda	22 270	24 840	28 807	16.0%
Other Africa	150 378	168 603	179 552	6.5%
ASIA	493 128	928 052	694 806	-25.1%
China including Hong Kong	59 861	239 275	197 948	-17.3%
India	255 275	288 959	194 705	-32.6%
Japan	22 305	57 658	49 937	-13.4%
Malaysia	15 398	40 989	16 056	-60.8%
Singapore	12 678	17 160	15 803	-7.9%
South Korea	23 664	43 591	45 587	4.6%
Other Asia	103 946	240 418	174 770	-27.3%
AUSTRALASIA	305 759	385 608	421 854	9.4%
Australia	239 826	311 535	326 946	4.9%
New Zealand	64 669	73 936	94 908	28.4%
Other Australia	1 264	137	0	-100.0%
CENTRAL & SOUTH AMERICA	109 115	132 392	254 187	92.0%
Argentina	11 191	14 026	17 284	23.2%
Brazil	64 112	65 188	175 136	168.7%
Chile	4 286	5 015	14 501	189.1%
Other Central & South America	29 526	48 163	47 266	-1.9%
EUROPE	3 320 195	3 349 407	2 902 834	-13.3%
Austria	43 847	42 484	37 840	-10.9%
Belgium	165 759	152 157	154 442	1.5%
Denmark	46 887	43 334	34 527	-20.3%
Finland	5 888	7 162	5 924	-17.3%
France	325 781	373 169	319 406	-14.4%
Germany	519 339	519 136	402 217	-22.5%
Ireland	73 085	74 621	59 672	-20.0%
Italy	187 310	220 934	240 593	8.9%
The Netherlands	375 921	428 979	377 748	-11.9%
Norway	24 463	35 878	24 726	-31.1%
Portugal	42 094	38 455	30 927	-19.6%
Russian Federation	61 666	89 177	68 643	-23.0%
Spain	163 236	139 844	180 561	29.1%
Sweden	37 593	32 556	26 482	-18.7%
Switzerland	104 076	83 270	73 147	-12.2%
Turkey	35 258	38 138	29 649	-22.3%
Uk	991 417	932 812	746 275	-20.0%
Other Europe	116 575	97 301	90 055	-7.4%
MIDDLE EAST	368 619	465 529	337 804	-27.4%
United Arab Emirates	43 024	85 367	54 875	-35.7%
Other Middle East	325 595	380 162	282 929	-25.6%
NORTH AMERICA	1 313 506	1 332 438	1 401 727	5.2%
Canada	145 281	164 483	143 569	-12.7%
USA	1 168 217	1 167 949	1 258 158	7.7%
Other North America	8	6	0	-100.0%
TOTAL	18 018 057	26 673 907	24 297 470	-8.9%

APPENDIX

AVERAGE LENGTH OF STAY BY COUNTRY				
	Q3 2022	Q3 2023	Q3 2024	% YOY GROWTH
AFRICA	10.0	12.7	11.3	-11.0%
Botswana	3.7	3.8	3.8	0.1%
Lesotho	13.8	12.8	14.7	14.9%
Malawi	13.7	13.6	12.9	-5.1%
Mozambique	8.1	10.2	11.2	10.0%
Namibia	10.1	7.3	9.1	24.9%
eSwatini	9.5	10.2	9.3	-8.2%
Zambia	9.2	9.6	8.2	-14.0%
Zimbabwe	9.5	17.0	12.4	-26.8%
Angola	16.0	14.2	10.8	-23.5%
DRC	24.5	20.1	22.8	13.3%
Ethiopia	16.2	14.6	15.8	8.6%
Ghana	13.9	16.1	13.5	-16.3%
Kenya	15.4	9.6	10.7	12.2%
Nigeria	20.6	16.0	16.9	5.7%
Tanzania	12.2	12.7	13.7	8.3%
Uganda	10.8	9.6	10.7	11.4%
Other Africa	15.5	14.1	14.0	-0.5%
ASIA	19.6	21.1	16.6	-21.3%
China including Hong Kong	20.9	21.3	19.2	-9.7%
India	19.5	18.3	14.5	-20.7%
Japan	15.1	16.6	13.2	-20.6%
Malaysia	20.4	24.1	9.4	-60.9%
Singapore	17.5	9.7	6.5	-33.3%
South Korea	19.5	19.6	18.4	-6.2%
Other Asia	20.5	30.8	22.6	-26.5%
AUSTRALASIA	17.6	14.9	15.1	1.2%
Australia	17.1	14.6	14.0	-4.3%
New Zealand	19.7	16.0	20.3	26.7%
Other Australia	14.4	6.9	0.0	-100.0%
CENTRAL & SOUTH AMERICA	15.7	14.8	15.3	3.2%
Argentina	14.7	17.2	15.4	-10.4%
Brazil	16.8	12.0	14.6	22.4%
Chile	13.4	13.1	21.7	66.0%
Other Central & South America	14.4	20.9	16.2	-22.3%
EUROPE	17.3	14.2	14.4	1.3%
Austria	18.2	13.8	14.4	3.8%
Belgium	18.3	14.5	18.0	24.0%
Denmark	17.5	15.3	12.6	-17.2%
Finland	10.7	9.9	10.3	3.9%
France	18.4	15.5	14.1	-8.8%
Germany	18.1	14.8	14.0	-5.3%
Ireland	16.1	15.4	12.5	-18.7%
Italy	15.6	11.6	14.9	29.0%
The Netherlands	16.6	15.1	14.7	-3.2%
Norway	16.1	21.1	18.9	-10.6%
Portugal	17.5	13.8	12.3	-11.0%
Russian Federation	19.9	19.2	17.1	-11.0%
Spain	19.5	13.2	19.1	44.5%
Sweden	17.7	13.3	13.0	-2.4%
Switzerland	18.5	12.4	12.5	0.9%
Turkey	17.1	16.9	16.0	-5.0%
Uk	16.4	13.6	13.4	-1.4%
Other Europe	21.3	13.8	14.7	6.7%
MIDDLE EAST	22.0	21.0	21.7	3.2%
United Arab Emirates	21.1	19.8	12.0	-39.2%
Other Middle East	22.1	21.4	25.8	20.6%
NORTH AMERICA	15.6	13.6	14.2	4.4%
Canada	16.7	15.3	14.1	-7.9%
USA	15.4	13.4	14.2	6.1%
Other North America	8.0	6.0	0.0	-100.0%
TOTAL	11.6	13.2	12.0	-9.1%

APPENDIX

ACCOMMODATION TYPE - BED NIGHTS Q3 2024									
	Hotels	Guest House	BnB	Self-Catering	Game Lodge	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	840 171	267 521	87 963	276 644	64 150	87 039	7 021	15 272 540	58 331
Botswana	36 686	25 722	1 687	3 106	4 166	0	0	216 693	1 495
Lesotho	7 439	12 603	1 115	101 933	4 497	67 306	3 153	2 245 995	0
Malawi	106 475	18 834	0	3 137	8 187	0	0	330 663	2 199
Mozambique	86 122	27 519	2 507	6 236	696	18 692	0	4 405 773	0
Namibia	53 131	45 262	13 499	21 965	3 156	0	482	188 819	1 393
eSwatini	53 677	46 842	23 897	541	15 239	0	3 297	1 916 303	1 759
Zambia	83 289	1 699	4 200	5 961	2 417	0	0	167 693	806
Zimbabwe	215 899	57 866	27 224	69 359	21 555	0	0	5 482 964	24 761
Angola	23 538	5 304	2 468	7 263	252	188	0	35 503	0
DRC	16 065	3 046	152	8 698	716	124	0	57 627	0
Ethiopia	5 750	483	0	0	189	0	0	8 983	1 974
Ghana	32 113	3 837	2 053	16 236	0	0	0	28 652	3 639
Kenya	37 163	4 813	6 503	6 219	203	0	0	24 399	3 693
Nigeria	19 615	3 839	584	6 344	326	512	0	32 614	9 483
Tanzania	18 307	2 413	150	2 667	202	0	0	36 169	3 093
Uganda	10 744	643	106	519	0	0	0	12 577	3 680
Other Africa	34 160	6 796	1 820	16 460	2 349	218	89	81 115	356
ASIA	175 095	36 633	6 837	56 555	18 130	103	1 094	333 560	3 282
China including Hong Kong	44 895	7 411	637	10 661	9 045	76	254	116 740	264
India	67 263	18 825	2 639	25 694	3 118	0	840	62 813	839
Japan	11 580	835	2 203	4 326	858	0	0	22 782	1 296
Malaysia	7 116	2 007	0	0	1 427	0	0	3 826	327
Singapore	10 923	1 247	0	0	2 136	0	0	1 496	0
South Korea	5 539	1 625	653	358	851	27	0	35 058	408
Other Asia	27 779	4 683	704	15 516	695	0	0	90 845	149
AUSTRALASIA	79 445	11 113	5 973	10 592	44 585	932	3 677	248 709	12 376
Australia	70 594	9 706	5 422	4 028	39 674	932	3 581	179 117	9 553
New Zealand	8 852	1 407	551	6 564	4 911	0	96	69 593	2 823
Other Australia	0	0	0	0	0	0	0	0	0
CENTRAL & SOUTH AMERICA	77 839	16 856	3 010	28 560	19 776	3 086	1 165	70 016	29 739
Argentina	5 643	252	0	3 312	1 572	306	51	5 641	188
Brazil	54 288	9 068	1 770	24 467	14 881	2 356	728	38 608	28 881
Chile	4 216	4 467	66	0	710	47	218	879	166
Other Central & South America	13 693	3 068	1 174	781	2 612	378	168	24 889	504
EUROPE	730 054	340 214	89 887	248 559	345 107	24 053	60 998	834 980	31 070
Austria	10 236	5 819	1 914	5 888	5 275	559	292	7 122	736
Belgium	36 902	28 169	6 440	5 271	16 462	1 222	12 532	30 809	2 913
Denmark	11 246	1 922	1 837	1 901	8 988	54	948	7 391	241
Finland	2 808	480	166	474	736	45	0	1 091	124
France	84 840	30 330	17 491	40 281	54 827	3 856	4 251	47 220	5 450
Germany	105 472	55 725	13 581	33 315	62 060	7 968	8 494	84 014	4 076
Ireland	23 662	3 148	1 470	1 865	4 627	0	1 597	22 890	0
Italy	86 987	45 435	5 084	18 271	29 485	190	1 005	52 940	818
The Netherlands	82 857	44 023	16 372	40 999	51 979	5 776	14 659	92 227	3 433
Norway	4 330	3 026	509	5 716	3 131	476	105	2 856	495
Portugal	8 525	5 798	142	2 932	1 731	0	289	9 392	495
Russian Federation	20 595	4 599	1 042	6 453	6 329	560	4 276	8 480	3 086
Spain	34 717	22 223	1 929	15 166	13 446	0	317	45 110	1 646
Sweden	10 180	2 388	758	2 246	4 875	701	443	4 075	238
Switzerland	25 414	8 131	2 270	8 734	8 740	76	1 342	11 980	624
Turkey	6 064	1 742	0	3 335	768	0	0	10 928	0
Uk	155 222	64 230	17 117	49 569	63 462	2 033	9 422	360 705	6 695
Other Europe	19 996	13 026	1 768	6 144	8 185	539	1 026	35 750	0
MIDDLE EAST	45 908	7 572	383	43 475	7 349	0	1 014	220 920	2 641
United Arab Emirates	12 847	214	0	2 573	150	0	989	37 310	0
Other Middle East	33 061	7 358	383	40 903	7 199	0	25	183 610	2 641
NORTH AMERICA	338 422	88 535	34 345	71 626	233 443	21 799	11 171	523 490	27 893
Canada	38 733	10 396	2 772	6 913	18 261	2 041	3 033	57 072	4 025
USA	299 689	78 139	31 573	64 713	215 182	19 758	8 138	466 418	23 868
Other North America	0	0	0	0	0	0	0	0	0
TOTAL	2 286 935	768 445	228 397	736 009	732 539	137 012	86 141	17 504 216	165 332

APPENDIX

	ACCOMMODATION BEDNIGHTS BY PROVINCE								
	Q3 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	1 069 734	851 108	54 372	151 592	80 742	31 152	34 753	7 733	5 750
Guest house	230 392	339 258	22 511	58 759	63 702	12 027	19 774	11 668	10 354
Bed & Breakfast	61 285	101 333	16 174	23 656	15 383	3 575	2 178	2 881	1 933
Game Lodges	31 894	24 202	55 094	70 653	307 651	195 038	33 059	9 010	5 939
Self Catering Units	251 657	314 513	20 170	33 462	17 013	16 779	17 379	3 466	61 570
Friends/Family	7 547 029	1 230 115	352 008	1 150 201	4 426 245	850 803	443 375	111 702	1 392 738
Backpacker hostels	3 777	31 641	5 225	1 140	25 367	6 754	1 285	43	61 780
Camping/caravanning	2 029	4 902	2 093	18 126	33 532	20 001	1 295	2 926	1 238
Hospital	2 858	1 891	0	1 327	0	0	0	0	329
Train/Ship etc	703	35 712	1 043	4 081	427	71	0	0	0
AirBnB	56 400	75 706	17 797	9 426	1 684	3 946	94	184	94
Couch	0	0	0	0	0	895	0	0	329
Other	635 124	192 166	75 653	174 370	37 881	152 964	44 968	13 124	276 527

	ACCOMMODATION LENGTH OF STAY BY PROVINCE								
	Q3 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	3.2	5.6	4.0	1.4	0.4	1.2	1.3	0.6	0.1
Guest house	1.6	6.2	3.3	0.6	0.3	0.6	0.8	0.9	0.1
Bed & Breakfast	0.5	3.2	4.2	0.3	0.1	0.2	0.1	0.2	0.0
Game Lodges	0.3	0.9	4.9	0.8	1.2	4.5	1.2	0.7	0.1
Self Catering Units	2.0	8.0	4.7	0.4	0.1	0.9	0.8	0.3	0.6
Friends/Family	15.6	16.6	14.5	10.0	10.4	9.3	10.3	7.2	10.6
Backpacker hostels	0.0	1.5	2.1	0.0	0.1	0.4	0.1	0.0	0.6
Camping/caravanning	0.0	0.2	1.0	0.2	0.2	1.1	0.1	0.2	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	1.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0
AirBnB	11.4	12.0	19.9	5.6	4.5	24.8	2.0	7.0	1.0
Couch	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other	3.8	8.2	27.4	1.9	0.2	1.1	1.4	1.1	2.6

A woman wearing a black leather jacket, patterned leggings, and a blue helmet is riding a black 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 through a lush green forest. The scene is outdoors with many trees and ferns.

PURPOSE OF VISIT

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q3 2024									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	8.8%	9.2%	10.8%	5.4%	2.4%	1.3%	56.3%	1.3%	4.6%
Botswana	15.9%	1.9%	12.1%	32.4%	2.5%	0.7%	25.8%	4.9%	3.9%
Lesotho	0.7%	0.6%	2.0%	0.3%	0.6%	0.8%	85.2%	0.7%	9.0%
Malawi	4.5%	6.9%	36.9%	8.4%	3.6%	0.2%	32.1%	2.7%	4.7%
Mozambique	10.3%	10.2%	4.4%	0.4%	0.3%	1.4%	72.0%	0.2%	1.0%
Namibia	25.4%	0.7%	4.9%	11.6%	7.0%	3.1%	35.3%	1.5%	10.4%
Eswatini	12.8%	0.2%	7.0%	0.1%	0.2%	0.0%	71.9%	0.7%	7.1%
Zambia	8.8%	1.7%	32.3%	13.8%	5.3%	0.3%	25.1%	3.7%	8.9%
Zimbabwe	5.0%	19.0%	18.1%	6.4%	3.1%	1.9%	42.2%	1.7%	2.6%
Angola	25.6%	2.5%	0.0%	6.7%	10.2%	13.2%	23.7%	0.0%	18.1%
DRC	19.2%	0.9%	0.0%	10.1%	9.5%	5.0%	37.6%	0.9%	16.8%
Ethiopia	10.8%	0.0%	0.0%	10.8%	29.7%	1.5%	27.7%	1.4%	18.2%
Ghana	34.7%	0.0%	0.0%	8.5%	17.8%	2.5%	10.7%	1.2%	24.6%
Kenya	17.5%	0.7%	0.0%	10.1%	25.0%	0.7%	20.1%	0.0%	25.8%
Nigeria	20.8%	0.0%	0.0%	10.2%	22.4%	1.5%	25.7%	2.3%	17.1%
Tanzania	20.9%	0.0%	1.7%	6.8%	20.0%	1.7%	28.2%	0.8%	19.9%
Uganda	14.6%	0.0%	0.0%	8.9%	34.6%	4.6%	16.5%	3.9%	17.0%
Other Africa	17.3%	1.1%	0.7%	13.2%	17.3%	1.3%	34.0%	1.4%	13.8%
ASIA	24.2%	0.2%	0.0%	18.1%	20.3%	0.3%	29.8%	0.4%	6.6%
China including Hong Kong	15.7%	0.0%	0.0%	19.2%	23.2%	0.0%	38.1%	0.0%	3.8%
India	19.7%	0.7%	0.0%	26.2%	23.4%	0.6%	18.2%	1.0%	10.3%
Japan	22.6%	0.0%	0.0%	7.3%	26.2%	0.0%	38.0%	0.8%	5.2%
Malaysia	47.4%	0.0%	0.0%	20.7%	17.3%	0.0%	11.2%	0.0%	3.4%
Singapore	46.6%	0.0%	0.0%	6.8%	34.1%	0.0%	9.0%	0.0%	3.5%
South Korea	18.9%	0.0%	0.0%	5.4%	1.6%	0.0%	66.5%	0.0%	7.5%
Other Asia	33.5%	0.0%	0.0%	15.1%	10.7%	0.5%	34.0%	0.0%	6.2%
AUSTRALASIA	43.2%	0.0%	0.0%	2.8%	3.8%	0.2%	44.3%	0.2%	5.5%
Australia	45.5%	0.0%	0.0%	2.6%	3.8%	0.2%	41.7%	0.3%	5.9%
New Zealand	31.8%	0.0%	0.0%	3.6%	3.7%	0.0%	57.2%	0.0%	3.7%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	51.5%	0.0%	0.0%	8.0%	13.2%	0.1%	15.5%	1.0%	10.7%
Argentina	46.8%	0.0%	0.0%	10.6%	15.1%	0.0%	21.1%	0.0%	6.3%
Brazil	55.0%	0.0%	0.0%	8.5%	9.5%	0.0%	13.4%	0.9%	12.6%
Chile	51.4%	0.0%	0.0%	11.2%	19.4%	0.0%	6.0%	7.3%	4.6%
Other Central & South America	39.1%	0.0%	0.0%	4.2%	25.9%	0.7%	24.3%	0.2%	5.7%
EUROPE	51.3%	0.1%	0.1%	11.6%	9.5%	0.1%	22.2%	0.2%	5.0%
Austria	62.2%	0.0%	0.0%	14.2%	8.9%	1.2%	11.2%	0.0%	2.3%
Belgium	58.7%	0.0%	0.0%	8.4%	11.3%	0.0%	15.5%	0.0%	6.1%
Denmark	55.8%	0.0%	0.0%	11.2%	11.4%	0.0%	15.2%	0.0%	6.4%
Finland	65.9%	0.0%	0.0%	17.1%	5.0%	0.0%	12.1%	0.0%	0.0%
France	61.5%	0.0%	0.0%	11.8%	10.1%	0.2%	10.4%	0.2%	5.8%
Germany	56.8%	0.0%	0.0%	11.9%	9.3%	0.0%	16.8%	0.3%	5.0%
Ireland	52.9%	0.0%	0.0%	8.1%	4.7%	0.0%	34.3%	0.0%	0.0%
Italy	71.0%	0.0%	0.8%	10.2%	7.7%	0.0%	9.7%	0.0%	0.6%
The Netherlands	52.9%	0.0%	0.0%	12.1%	7.7%	0.2%	21.5%	0.0%	5.6%
Norway	50.9%	0.0%	0.0%	10.9%	5.1%	0.0%	17.1%	0.0%	16.2%
Portugal	41.2%	0.8%	0.0%	14.8%	15.9%	1.6%	22.5%	0.0%	3.2%
Russian Federation	43.9%	0.0%	0.0%	30.8%	10.0%	0.0%	7.5%	1.5%	6.3%
Spain	58.9%	0.0%	0.0%	10.3%	11.2%	0.0%	13.8%	0.0%	5.7%
Sweden	54.2%	0.0%	0.0%	10.2%	11.2%	0.0%	15.9%	0.6%	7.9%
Switzerland	51.9%	0.0%	0.0%	13.4%	13.7%	0.0%	16.3%	0.0%	4.7%
Turkey	24.1%	0.0%	0.0%	24.4%	23.4%	0.0%	23.6%	0.0%	4.5%
Uk	36.7%	0.2%	0.1%	9.8%	8.9%	0.0%	38.4%	0.3%	5.6%
Other Europe	45.2%	0.0%	0.0%	16.9%	13.0%	0.6%	18.4%	0.7%	5.1%
MIDDLE EAST	28.6%	0.1%	0.0%	2.9%	4.1%	0.0%	53.8%	0.0%	10.5%
United Arab Emirates	26.1%	0.0%	0.0%	0.9%	6.3%	0.0%	49.7%	0.0%	17.0%
Other Middle East	29.7%	0.2%	0.0%	3.7%	3.1%	0.0%	55.5%	0.0%	7.8%
NORTH AMERICA	55.7%	0.0%	0.2%	8.2%	7.1%	0.4%	21.1%	0.7%	6.6%
Canada	57.5%	0.0%	0.0%	4.8%	7.0%	0.0%	26.6%	0.4%	3.8%
USA	55.5%	0.0%	0.2%	8.6%	7.1%	0.4%	20.5%	0.8%	6.9%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	16.6%	7.4%	8.6%	6.4%	3.8%	1.1%	50.1%	1.1%	4.9%

A woman wearing a black leather jacket, patterned leggings, and a blue helmet is riding a black Segway on a rocky stream bed. She is smiling and looking down at the device. The stream is shallow and flows over large, brownish rocks. In the background, a man in a grey t-shirt and brown shorts is also riding a Segway on a dirt path. The scene is set in a lush, green forest with many trees and ferns. The text "REPEAT RATE" is overlaid in white, bold, sans-serif font in the center of the image.

REPEAT RATE

APPENDIX

REPEAT VISITS BY COUNTRY					
Q3 2024					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	7.5%	12.4%	8.6%	10.5%	36.2%
Botswana	7.8%	5.2%	3.6%	3.9%	43.6%
Lesotho	0.7%	2.9%	1.9%	2.7%	30.6%
Malawi	8.4%	14.0%	10.8%	18.6%	45.8%
Mozambique	10.8%	17.8%	8.0%	8.9%	8.0%
Namibia	4.4%	8.0%	4.7%	13.0%	69.0%
Swaziland	1.1%	7.5%	11.7%	15.3%	41.6%
Zambia	16.8%	14.2%	9.0%	8.7%	44.2%
Zimbabwe	6.3%	14.6%	10.5%	12.7%	54.7%
Angola	18.8%	13.7%	9.8%	19.6%	38.0%
Democratic Republic of Congo	26.1%	11.8%	14.6%	16.2%	31.4%
Ethiopia	40.5%	21.3%	22.3%	8.5%	7.4%
Ghana	58.1%	16.7%	10.9%	3.5%	10.9%
Kenya	41.5%	21.2%	12.2%	12.1%	13.0%
Nigeria	49.5%	15.4%	10.8%	11.8%	12.4%
Tanzania	30.5%	20.1%	11.8%	11.6%	26.0%
Uganda	50.6%	10.0%	8.0%	7.4%	23.9%
Other Africa	31.8%	21.9%	18.1%	17.8%	10.4%
Asia	49.1%	19.0%	10.9%	11.9%	9.1%
China including Hong Kong	34.4%	19.9%	15.1%	19.4%	11.1%
India	57.0%	17.0%	11.0%	9.0%	6.0%
Japan	37.7%	27.7%	15.8%	5.2%	13.6%
Malaysia	59.1%	32.7%	3.4%	4.8%	0.0%
Singapore	66.8%	10.5%	0.0%	13.7%	9.0%
South Korea	39.1%	20.6%	13.1%	13.1%	14.1%
Other Asia	56.0%	16.1%	7.3%	10.8%	9.8%
Australasia	42.8%	19.4%	12.7%	12.7%	12.4%
Australia	44.5%	17.3%	11.9%	12.8%	13.4%
New Zealand	33.9%	29.6%	16.9%	12.2%	7.5%
Other Australasia	0.0%	0.0%	0.0%	0.0%	0.0%
South America	71.8%	13.4%	6.3%	2.6%	6.0%
Argentina	71.5%	14.9%	7.9%	2.9%	2.9%
Brazil	70.1%	14.5%	6.8%	1.7%	6.9%
Chile	68.0%	21.3%	6.0%	0.0%	4.6%
Other Central & South America	79.5%	6.5%	3.4%	6.8%	3.7%
Europe	53.2%	20.6%	11.9%	8.4%	6.0%
Austria	62.2%	18.0%	13.2%	1.2%	5.5%
Belgium	57.8%	22.2%	10.6%	5.2%	4.2%
Denmark	56.0%	25.9%	10.1%	5.7%	2.2%
Finland	62.6%	25.3%	5.4%	4.7%	2.0%
France	65.0%	19.2%	9.1%	4.7%	2.0%
Germany	55.4%	21.6%	10.8%	7.8%	4.5%
Ireland	52.4%	27.5%	4.8%	9.0%	6.2%
Italy	67.0%	17.3%	7.5%	6.0%	2.2%
Netherlands	55.1%	21.6%	12.4%	6.3%	4.5%
Norway	67.2%	16.6%	7.7%	4.2%	4.2%
Portugal	46.5%	20.7%	10.0%	10.0%	12.7%
Russian Fed	54.7%	13.4%	15.0%	12.7%	4.2%
Spain	66.6%	14.5%	8.4%	5.7%	4.9%
Sweden	53.7%	29.8%	6.4%	5.2%	4.9%
Switzerland	58.1%	24.3%	6.0%	8.8%	2.8%
Turkey	36.9%	24.3%	30.2%	4.3%	4.3%
UK	39.7%	19.8%	15.9%	13.4%	11.1%
Other Europe	44.9%	29.4%	15.3%	5.2%	5.2%
Middle East	45.3%	7.9%	7.9%	18.1%	20.9%
UAE	53.1%	7.3%	5.3%	30.0%	4.3%
Other Middle East	42.0%	8.1%	9.0%	13.1%	27.7%
North America	58.7%	18.9%	8.6%	6.9%	6.8%
Canada	62.2%	19.6%	4.9%	6.5%	6.7%
USA	58.3%	18.8%	9.1%	7.0%	6.9%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	16.8%	13.8%	9.0%	10.2%	30.5%

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway on a rocky stream bed. She is smiling and looking down at the device. The background is a lush green forest with many trees and ferns. In the distance, another person wearing a helmet and a grey t-shirt is also riding a Segway on the same path. The ground is wet and rocky, with water splashing around the Segway's wheels.

AGE CATEGORIES

APPENDIX

AGE CATEGORIES							
Q3 2024							
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	14.7%	21.4%	16.9%	20.2%	19.1%	5.1%	2.5%
Botswana	3.6%	10.7%	18.0%	28.6%	26.6%	8.9%	3.6%
Lesotho	24.3%	30.0%	17.2%	14.2%	11.6%	1.9%	0.8%
Malawi	1.9%	13.1%	18.0%	29.6%	25.5%	9.4%	2.6%
Mozambique	21.6%	25.5%	15.5%	16.1%	16.6%	3.6%	1.1%
Namibia	5.5%	9.9%	12.1%	23.2%	21.8%	11.8%	15.9%
eSwatini	25.2%	33.9%	15.5%	14.9%	9.5%	0.8%	0.2%
Zambia	4.6%	8.6%	15.4%	32.1%	32.9%	5.5%	0.8%
Zimbabwe	7.0%	14.7%	18.1%	23.8%	24.7%	7.6%	4.1%
Angola	4.3%	11.3%	19.5%	30.6%	22.9%	5.9%	5.5%
DRC	7.9%	13.4%	17.2%	24.1%	19.4%	13.5%	4.5%
Ethiopia	9.0%	7.4%	14.5%	37.0%	21.4%	7.6%	3.2%
Ghana	6.3%	28.8%	22.4%	26.6%	12.1%	3.9%	0.0%
Kenya	4.4%	13.8%	21.6%	25.2%	23.3%	9.4%	2.3%
Nigeria	5.5%	23.0%	22.5%	24.1%	15.5%	6.9%	2.4%
Tanzania	9.2%	10.9%	27.2%	24.9%	22.8%	4.2%	0.8%
Uganda	6.6%	14.9%	22.6%	19.5%	24.4%	8.9%	3.0%
Other Africa	5.4%	15.1%	23.9%	26.0%	19.2%	7.1%	3.4%
ASIA	6.9%	20.6%	21.5%	20.0%	21.5%	7.3%	2.3%
China including Hong Kong	7.4%	20.1%	24.0%	24.7%	17.6%	4.4%	1.8%
India	7.2%	16.0%	20.2%	22.1%	24.0%	9.8%	0.7%
Japan	4.4%	30.8%	12.1%	14.0%	21.3%	12.7%	4.7%
Malaysia	4.8%	19.4%	16.3%	4.8%	45.2%	4.8%	4.8%
Singapore	3.5%	22.9%	21.5%	7.0%	23.6%	6.9%	14.6%
South Korea	20.7%	31.1%	26.6%	8.6%	10.9%	1.1%	1.1%
Other Asia	3.7%	20.3%	24.5%	24.2%	19.9%	7.0%	0.4%
AUSTRALASIA	7.0%	10.1%	13.8%	11.5%	24.8%	14.6%	18.1%
Australia	8.0%	9.1%	12.7%	12.2%	24.1%	15.0%	18.9%
New Zealand	2.1%	15.3%	19.4%	8.2%	28.4%	12.2%	14.3%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	10.2%	23.1%	22.0%	16.4%	16.7%	7.2%	4.4%
Argentina	6.4%	21.3%	19.7%	19.2%	21.0%	5.1%	7.3%
Brazil	11.8%	23.3%	23.1%	15.0%	14.6%	7.9%	4.3%
Chile	8.9%	23.8%	6.6%	21.7%	10.7%	13.6%	14.7%
Other Central & South America	5.5%	22.8%	22.1%	19.8%	25.0%	3.6%	1.2%
EUROPE	8.4%	14.6%	15.9%	18.6%	25.4%	11.5%	5.7%
Austria	8.8%	17.7%	22.3%	15.2%	23.8%	10.0%	2.2%
Belgium	13.7%	9.4%	8.0%	15.8%	34.2%	12.8%	6.2%
Denmark	3.5%	15.2%	9.0%	15.2%	35.8%	16.3%	5.1%
Finland	9.7%	16.3%	19.4%	17.5%	16.8%	15.7%	4.7%
France	10.9%	17.5%	16.5%	15.6%	22.6%	10.8%	6.1%
Germany	8.1%	13.0%	14.6%	16.1%	28.5%	13.2%	6.5%
Ireland	10.9%	19.4%	20.0%	21.0%	16.2%	5.3%	7.2%
Italy	7.7%	15.4%	16.4%	22.6%	21.8%	13.3%	2.8%
The Netherlands	7.9%	12.6%	15.2%	20.8%	28.7%	10.2%	4.7%
Norway	19.0%	18.5%	16.2%	12.2%	16.0%	14.0%	4.0%
Portugal	7.5%	7.3%	18.3%	26.9%	24.0%	12.6%	3.4%
Russian Federation	5.2%	25.2%	25.6%	15.7%	19.0%	2.6%	6.6%
Spain	9.3%	16.8%	25.3%	15.4%	17.9%	10.8%	4.6%
Sweden	9.6%	14.6%	12.6%	18.8%	28.2%	12.6%	3.8%
Switzerland	5.4%	12.2%	12.0%	16.9%	35.3%	12.9%	5.4%
Turkey	4.2%	11.3%	10.6%	26.7%	30.0%	12.8%	4.4%
Uk	7.4%	14.1%	15.4%	19.7%	24.8%	11.6%	7.0%
Other Europe	9.1%	19.4%	17.2%	20.8%	19.7%	10.7%	3.2%
MIDDLE EAST	10.2%	16.3%	21.7%	23.1%	14.6%	10.9%	3.2%
United Arab Emirates	4.8%	13.0%	18.8%	39.2%	13.6%	10.6%	0.0%
Other Middle East	12.5%	17.7%	22.9%	16.4%	15.0%	11.0%	4.5%
NORTH AMERICA	7.7%	12.5%	11.5%	14.7%	23.9%	15.4%	14.3%
Canada	9.3%	8.7%	10.4%	13.6%	29.0%	14.0%	15.0%
USA	7.5%	13.0%	11.6%	14.8%	23.4%	15.6%	14.3%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	13.4%	20.1%	16.6%	19.7%	20.0%	6.5%	3.6%

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 is visible in the background, also riding a Segway on a dirt path.

ACTIVITIES

APPENDIX

ACTIVITIES UNDERTAKEN															
Q3 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	79.6%	67.6%	33.5%	96.2%	68.7%	9.0%	81.0%	77.1%	37.4%	75.2%	16.4%	6.6%	4.7%	12.3%	32.8%
Botswana	3.7%	6.7%	1.1%	4.2%	1.1%	0.7%	1.1%	1.0%	1.8%	2.7%	0.4%	0.2%	0.0%	0.4%	0.6%
Lesotho	6.9%	24.3%	10.4%	2.6%	24.8%	1.0%	25.1%	39.1%	1.8%	24.3%	1.3%	0.3%	4.2%	1.6%	2.0%
Malawi	2.3%	2.1%	0.2%	11.5%	0.0%	0.0%	0.0%	2.4%	2.4%	3.0%	0.7%	0.0%	0.0%	0.2%	1.1%
Mozambique	24.0%	2.6%	0.4%	8.8%	5.2%	0.1%	0.4%	0.6%	2.3%	5.6%	0.3%	0.4%	0.0%	0.6%	0.7%
Namibia	1.7%	2.3%	3.7%	0.4%	2.0%	3.0%	5.9%	12.3%	2.6%	3.4%	2.8%	0.9%	0.0%	1.2%	4.8%
Eswatini	7.0%	5.2%	0.0%	5.3%	3.4%	0.0%	21.9%	0.0%	0.5%	4.6%	1.6%	0.5%	0.0%	0.0%	10.3%
Zambia	2.0%	1.0%	0.4%	6.9%	3.3%	0.1%	0.3%	2.2%	2.7%	5.2%	0.3%	0.3%	0.0%	0.3%	0.8%
Zimbabwe	28.9%	18.4%	11.5%	56.1%	22.7%	0.8%	23.2%	17.7%	10.9%	10.5%	3.7%	1.9%	0.0%	3.5%	8.5%
Angola	0.4%	0.8%	0.6%	0.0%	0.8%	0.7%	0.6%	0.0%	1.0%	1.9%	0.4%	0.3%	0.0%	0.7%	0.3%
DRC	0.4%	0.5%	0.7%	0.1%	1.2%	0.3%	0.2%	0.2%	1.1%	1.4%	0.5%	0.2%	0.0%	0.5%	0.4%
Ethiopia	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%	0.0%	0.5%	0.5%	0.1%	0.1%	0.0%	0.1%	0.1%
Ghana	0.5%	0.9%	1.0%	0.0%	1.2%	0.6%	0.0%	0.0%	1.5%	2.6%	0.8%	0.2%	0.0%	0.8%	0.5%
Kenya	0.5%	0.5%	1.0%	0.0%	1.4%	0.4%	0.5%	0.7%	2.5%	3.3%	1.2%	0.1%	0.0%	0.4%	0.6%
Nigeria	0.3%	0.6%	0.6%	0.0%	0.3%	0.2%	0.2%	0.0%	1.2%	1.3%	0.4%	0.2%	0.0%	0.5%	0.4%
Tanzania	0.2%	0.2%	0.4%	0.1%	0.0%	0.0%	0.0%	0.2%	1.1%	1.3%	0.5%	0.0%	0.5%	0.2%	0.3%
Uganda	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.9%	0.9%	0.2%	0.0%	0.0%	0.1%	0.1%
Other Africa	0.7%	1.1%	1.2%	0.1%	1.1%	1.2%	1.1%	0.7%	2.9%	2.6%	1.1%	0.9%	0.0%	1.4%	1.2%
ASIA	2.2%	2.9%	6.8%	0.3%	8.4%	4.4%	1.7%	0.8%	12.3%	3.2%	5.6%	4.8%	2.4%	6.2%	4.9%
China including Hong Kong	0.5%	0.9%	1.4%	0.1%	1.4%	0.8%	0.5%	0.4%	3.3%	0.5%	1.1%	1.0%	0.7%	1.4%	1.1%
India	0.7%	0.4%	2.3%	0.0%	3.4%	1.3%	0.5%	0.4%	5.1%	2.1%	1.7%	1.5%	0.0%	1.9%	1.2%
Japan	0.2%	0.2%	0.2%	0.0%	0.5%	0.3%	0.3%	0.0%	1.1%	0.1%	0.3%	0.3%	0.0%	0.4%	0.5%
Malaysia	0.1%	0.1%	0.1%	0.0%	0.0%	0.4%	0.4%	0.0%	0.5%	0.1%	0.2%	0.3%	0.9%	0.4%	0.2%
Singapore	0.2%	0.2%	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	1.0%	0.2%	0.5%	0.4%	0.0%	0.4%	0.3%
South Korea	0.1%	0.4%	0.4%	0.1%	0.4%	0.4%	0.0%	0.0%	0.2%	0.1%	0.3%	0.2%	0.5%	0.4%	0.4%
Other Asia	0.4%	0.8%	2.1%	0.2%	2.7%	0.9%	0.0%	0.0%	1.2%	0.0%	1.4%	1.1%	0.2%	1.3%	1.3%
AUSTRALASIA	1.4%	1.5%	2.9%	0.1%	3.4%	4.0%	0.7%	1.8%	1.5%	0.3%	4.9%	5.8%	1.4%	5.0%	4.8%
Australia	1.2%	1.4%	2.5%	0.1%	3.0%	3.5%	0.7%	1.0%	1.2%	0.1%	4.1%	5.2%	1.4%	4.4%	3.9%
New Zealand	0.2%	0.1%	0.4%	0.0%	0.4%	0.5%	0.0%	0.8%	0.3%	0.2%	0.7%	0.6%	0.0%	0.6%	0.8%
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%	2.1%	2.9%	0.4%	1.0%	2.6%	0.8%	0.6%	2.7%	1.4%	4.7%	4.5%	0.2%	4.0%	2.7%
Argentina	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.3%	0.0%	0.2%	0.2%
Brazil	0.7%	1.9%	2.5%	0.4%	0.0%	1.9%	0.0%	0.4%	1.5%	1.2%	3.6%	3.2%	0.0%	3.0%	2.0%
Chile	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.2%	0.1%
Other Central & South America	0.2%	0.1%	0.2%	0.0%	0.7%	0.5%	0.4%	0.0%	0.9%	0.1%	0.6%	0.9%	0.0%	0.6%	0.4%
EUROPE	10.1%	17.2%	34.8%	2.2%	7.8%	55.8%	11.1%	13.3%	33.3%	11.7%	45.5%	51.2%	12.2%	48.3%	38.2%
Austria	0.1%	0.2%	1.0%	0.1%	0.3%	0.9%	0.0%	0.0%	0.4%	0.1%	0.6%	0.8%	0.3%	0.7%	0.6%
Belgium	0.4%	0.6%	1.4%	0.1%	0.6%	2.2%	0.8%	0.3%	1.1%	0.6%	2.1%	2.4%	0.0%	2.1%	1.3%
Denmark	0.1%	0.2%	0.3%	0.0%	0.0%	0.7%	0.0%	0.1%	0.4%	0.1%	0.5%	0.7%	0.8%	0.5%	0.5%
Finland	0.0%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.2%
France	1.2%	1.9%	4.3%	0.2%	0.2%	7.3%	1.6%	1.5%	4.1%	1.7%	6.6%	6.8%	2.0%	6.1%	4.2%
Germany	1.4%	2.1%	6.0%	0.3%	1.2%	8.5%	1.4%	1.1%	4.7%	1.9%	6.9%	7.6%	1.5%	7.3%	5.2%
Ireland	0.3%	0.5%	0.6%	0.0%	0.4%	1.3%	0.0%	1.0%	0.6%	0.1%	1.0%	1.2%	2.0%	1.3%	1.1%
Italy	0.7%	1.7%	4.4%	0.2%	0.3%	5.4%	0.2%	0.4%	2.3%	0.2%	5.0%	5.2%	0.7%	4.5%	3.4%
The Netherlands	1.2%	2.0%	3.7%	0.3%	0.0%	7.6%	0.6%	1.1%	4.0%	1.5%	5.7%	6.7%	0.0%	5.7%	5.3%
Norway	0.1%	0.1%	0.4%	0.0%	0.0%	0.5%	0.2%	0.1%	0.1%	0.2%	0.4%	0.4%	0.0%	0.4%	0.3%
Portugal	0.1%	0.3%	0.2%	0.0%	0.1%	0.6%	0.1%	0.1%	0.6%	0.0%	0.5%	0.6%	0.0%	0.7%	0.4%
Russian Federation	0.2%	0.3%	0.6%	0.0%	0.0%	0.8%	0.0%	0.0%	1.4%	0.5%	0.8%	0.9%	0.0%	0.8%	0.8%
Spain	0.5%	0.7%	1.2%	0.3%	0.0%	2.5%	0.4%	1.5%	1.5%	0.9%	1.9%	2.7%	0.0%	2.6%	1.6%
Sweden	0.1%	0.4%	0.4%	0.0%	0.0%	0.7%	0.1%	0.4%	0.3%	0.1%	0.5%	0.6%	0.4%	0.6%	0.6%
Switzerland	0.3%	0.6%	1.3%	0.1%	0.0%	1.9%	0.2%	0.0%	1.0%	0.4%	1.4%	1.5%	0.0%	1.5%	1.2%
Turkey	0.1%	0.1%	0.2%	0.0%	0.3%	0.4%	0.0%	0.6%	0.6%	0.0%	0.2%	0.2%	0.0%	0.3%	0.3%
Uk	2.9%	5.3%	8.3%	0.4%	4.1%	13.0%	4.8%	4.4%	8.4%	2.8%	9.8%	11.3%	4.2%	11.7%	10.5%
Other Europe	0.3%	0.0%	0.7%	0.0%	0.2%	1.3%	0.7%	0.7%	1.5%	0.5%	1.4%	1.4%	0.0%	1.3%	0.8%
MIDDLE EAST	0.9%	1.4%	4.5%	0.0%	4.2%	2.3%	0.2%	0.0%	1.0%	2.9%	1.8%	1.8%	0.4%	2.7%	1.2%
United Arab Emirates	0.2%	0.3%	0.9%	0.0%	1.8%	0.7%	0.0%	0.0%	0.3%	1.4%	0.3%	0.3%	0.0%	0.4%	0.2%
Other Middle East	0.7%	1.1%	3.6%	0.0%	2.4%	1.6%	0.2%	0.0%	0.8%	1.5%	1.4%	1.4%	0.4%	2.3%	1.0%
NORTH AMERICA	4.7%	7.3%	14.5%	0.9%	6.6%	21.9%	4.5%	6.5%	11.7%	5.2%	21.2%	25.3%	78.8%	21.5%	15.4%
Canada	0.5%	0.9%	1.1%	0.0%	0.3%	3.0%	0.5%	0.5%	1.0%	0.6%	2.4%	3.0%	0.5%	2.8%	2.3%
USA	4.2%	6.4%	13.4%	0.9%	6.3%	18.9%	3.9%	6.0%	10.8%	4.6%	18.8%	22.3%	78.4%	18.7%	13.1%
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%

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black 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 through a lush green forest. The scene is outdoors with many trees and ferns.

**INTERNATIONAL
ARRIVALS —
PROVINCIAL
DISTRIBUTION**

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION

	Q3 2024								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	622 896	66 740	15 098	124 894	444 409	219 442	58 959	15 253	140 683
Botswana	46 941	1 449	1 589	2 425	1 921	19 081	30 590	521	4 859
Lesotho	43 081	4 880	340	5 816	1 053	713	6 500	2 606	127 653
Malawi	36 868	2 518	373	1 873	70	619	1 295	0	70
Mozambique	70 687	1 949	471	1 667	339 104	5 985	2 067	0	1 309
Namibia	9 492	21 414	808	886	367	348	1 532	10 075	348
Swaziland	61 213	223	1 234	77 375	90 586	1 172	3 372	545	567
Zambia	31 345	1 364	1 106	4 811	184	524	754	0	119
Zimbabwe	280 261	20 372	7 350	25 156	9 408	190 464	11 601	1 167	5 022
Angola	5 125	2 046	32	316	81	65	214	75	0
Democratic Republic of Congo	4 835	1 063	294	405	400	138	222	85	197
Ethiopia	1 256	409	79	52	23	25	83	0	0
Ghana	6 281	1 847	199	523	199	0	102	0	192
Kenya	7 458	1 575	70	1 121	222	0	0	70	222
Nigeria	3 574	1 350	139	360	197	54	214	18	19
Tanzania	3 956	353	199	519	77	119	80	0	80
Uganda	2 194	411	0	224	42	0	84	0	0
Other Africa	8 329	3 515	816	1 367	475	136	248	93	26
Asia	24 453	15 122	3 152	6 021	3 181	1 577	2 683	611	700
China including Hong Kong	6 462	3 254	1 015	1 545	716	457	479	147	291
India	7 699	3 960	938	2 822	910	274	1 352	90	93
Japan	2 523	1 198	241	375	414	126	99	0	115
Malaysia	897	1 117	145	0	363	76	229	0	0
Singapore	1 345	1 539	0	176	88	282	86	0	0
South Korea	1 430	820	306	322	69	42	0	0	154
Other Asia	4 096	3 233	508	781	621	319	439	374	48
Australasia	15 397	13 128	2 942	3 861	5 972	2 268	1 770	480	707
Australia	12 970	10 959	2 020	3 016	5 224	1 994	1 598	431	418
New Zealand	2 427	2 169	923	846	748	274	172	49	289
Other Australasia	0	0	0	0	0	0	0	0	0
South America	10 956	8 567	1 443	1 293	4 384	1 719	1 378	0	146
Argentina	721	589	114	42	224	150	108	0	40
Brazil	7 946	6 455	883	933	3 490	1 200	1 070	0	0
Chile	540	368	71	76	179	76	0	0	0
Other Central & South America	1 749	1 155	375	242	490	294	200	0	106
Europe	85 717	118 336	25 667	22 573	45 754	16 684	7 760	2 232	3 185
Austria	1 052	1 810	650	249	697	335	0	27	32
Belgium	4 256	4 627	1 446	1 071	2 573	923	484	153	308
Denmark	1 176	1 280	297	210	606	439	105	93	81
Finland	214	364	36	39	99	59	0	0	16
France	9 837	13 174	2 329	2 897	6 876	2 078	1 187	144	598
Germany	12 335	17 218	4 043	2 710	6 946	2 495	1 145	191	312
Ireland	1 803	3 100	898	649	489	496	257	69	69
Italy	7 162	11 817	2 239	1 780	7 111	1 399	353	159	236
Netherlands	10 059	15 216	3 935	3 546	6 995	2 797	1 009	302	351
Norway	510	847	196	163	215	198	19	0	0
Portugal	1 280	1 328	179	239	367	135	83	21	65
Russian Fed	2 327	1 887	394	433	764	91	0	172	0
Spain	4 437	6 062	860	878	3 232	485	495	307	0
Sweden	714	1 393	394	145	336	219	42	23	26
Switzerland	2 463	3 754	768	604	1 194	595	349	149	93
Turkey	733	917	211	421	83	86	42	0	0
UK	22 164	30 455	6 178	5 715	6 010	3 427	2 011	370	751
Other Europe	3 196	3 087	615	823	1 161	426	180	50	247
Middle East	7 458	7 042	1 061	2 405	823	970	947	204	290
UAE	2 414	2 481	0	226	248	204	22	204	0
Other Middle East	5 043	4 562	1 061	2 179	574	766	925	0	290
North America	49 073	46 155	7 379	9 851	22 074	13 965	3 377	1 111	1 617
Canada	4 739	6 290	776	1 296	2 433	1 095	224	306	84
USA	44 335	39 864	6 603	8 555	19 641	12 870	3 153	805	1 533
TOTAL	815 950	275 091	56 743	170 899	526 597	256 625	76 874	19 892	147 328



**TOP 20 ATTRACTIONS
PER PROVINCE**

APPENDIX

	GAUTENG TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
Sandton City / Mandela Square	29.6%	41.8%	45.0%
Mall of Africa	4.2%	15.8%	17.2%
Apartheid Museum	36.4%	14.9%	16.4%
None	18.1%	19.7%	15.7%
Mandela House (Soweto)	15.8%	13.8%	14.7%
Tour of Soweto	16.8%	12.7%	13.7%
Menlyn Maine Shopping Centre	0.0%	9.9%	12.7%
Eastgate Mall	9.5%	9.5%	10.4%
Constitution Hill	9.0%	7.2%	7.9%
Rhino and Lion Nature Reserve	8.3%	4.4%	5.3%
Union Buildings	5.7%	3.5%	5.1%
Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	7.0%	3.1%	5.0%
Rosebank	1.5%	4.6%	4.2%
Fourways	2.4%	2.1%	3.4%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	2.8%	2.6%	2.7%
Braamfontein Neighbour Goods Market	12.9%	1.7%	2.5%
Walter Sisulu Botanical Gardens	1.6%	1.5%	2.2%
Eastrand Mall	0.8%	1.6%	2.0%
Montecasino	0.0%	1.7%	2.0%
NewTown Precinct Mall / Turbine Hall	2.4%	1.0%	1.9%

	WESTERN CAPE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
V&A Waterfront	69.7%	77.4%	78.8%
Cape Town Central City	61.3%	64.1%	66.6%
Boulder National Park	39.0%	59.7%	58.9%
Camps Bay	58.1%	54.8%	56.8%
Cape Point	59.5%	59.2%	56.5%
The Cape Winelands	32.7%	47.6%	51.8%
Table Mountain Cableway	39.8%	48.4%	37.1%
Kirstenbosch Botanical Gardens	22.6%	31.9%	33.5%
Canal Walk Shopping Centre	0.8%	30.2%	33.3%
Lion's Head	0.2%	26.8%	31.8%
Table Mountain (not cableway)	28.3%	26.6%	25.9%
Clifton Beach	26.7%	18.0%	23.9%
Hermanus	19.3%	23.7%	23.5%
Muizenberg Beach	16.3%	15.9%	22.4%
The Garden Route	22.0%	27.6%	22.3%
Robben Island	13.5%	17.1%	18.1%
Cango Caves	16.2%	12.1%	15.3%
Tsitsikamma National Park	13.5%	14.4%	14.4%
Cape Agulhas	10.4%	12.0%	13.8%
Cape Town Ostrich Ranch / Cape Point Ostrich Farms	7.2%	11.4%	12.6%
Cape Town Whale watching	11.0%	10.0%	10.7%

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
Addo Elephant National Park	57.5%	52.5%	52.5%
Storms River	33.9%	35.1%	30.8%
Boardwalk Shopping Mall	10.1%	18.8%	24.5%
Bloukrans Bridge Bungy (Highest Bungee)	25.3%	14.8%	22.1%
Walmer Park	2.9%	14.7%	21.3%
None	11.6%	14.9%	18.7%
Greenacres Mall	5.3%	13.8%	18.4%
Tree Top Canopy Tour, Tsitsikamma Forest	13.8%	17.4%	13.7%
Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	6.0%	6.1%	8.4%
Wild Fly Fishing - Somerset East	0.2%	6.1%	7.8%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.7%	4.3%	6.5%
Nelson Mandela Museum (Mthatha)	7.1%	7.0%	5.4%
Nelson Mandela's Homestead / Gravesite (Qunu)	3.1%	4.1%	4.4%
Tiffendel Ski Resort	4.3%	4.0%	2.3%
Amakhala Game Reserve	0.7%	1.2%	1.8%
Jeffreys Bay	1.4%	0.5%	1.7%
Pumba Game reserve	0.2%	0.9%	1.6%
Coffee Bay	0.0%	0.1%	1.5%
Baywest Mall	0.0%	1.8%	1.2%
Hemmingways Mall	0.0%	0.8%	0.9%
Casino clubs Gambling	0.0%	0.0%	0.8%

	KwaZULU-NATAL TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
Durban North Coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	19.0%	29.5%	36.0%
Gateway Mall	20.9%	33.8%	32.9%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	26.9%	22.4%	26.0%
Durban North Beach	22.6%	23.7%	22.1%
Drakensberg Mountains	34.8%	23.2%	20.2%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	27.3%	19.1%	20.0%
Durban South Beach	25.9%	19.1%	17.1%
uShaka Marine World	16.4%	18.3%	16.1%
Pavilion Mall	9.0%	15.3%	13.0%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	7.2%	10.6%	12.7%
La Lucia	18.8%	12.9%	12.6%
iSimangaliso Wetland Park	16.3%	11.2%	11.4%
Florida Road (Durban)	10.0%	6.8%	9.7%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	5.9%	7.8%	9.6%
None	6.3%	6.9%	9.3%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	3.3%	4.4%	4.3%
Royal Natal National Park	8.3%	4.3%	4.3%
Sodwana Bay	3.4%	3.2%	4.0%
Sun Coast Casino	3.3%	3.8%	3.8%
Moses Mabhida Stadium	5.4%	3.8%	3.6%
Valley of 1000 Hills (Phezulu, Krantzkloof Nature Reserve)	3.0%	2.7%	3.3%

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	84.2%	85.0%	85.2%
Blyde River Canyon / God's Window	58.3%	51.6%	56.6%
Bourke's Luck Potholes	31.6%	28.8%	33.1%
Panorama Route	23.6%	26.8%	25.5%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives, etc.)	15.0%	20.6%	21.7%
Three Rondavels	1.3%	16.6%	19.5%
Pilgrim's Rest	10.4%	16.1%	15.5%
Sabie	8.4%	9.5%	10.8%
Hazyview Mall	7.9%	11.2%	10.8%
White river	4.9%	8.4%	9.9%
The Pinnacle	7.8%	6.9%	9.1%
Mala Mala Game Reserve	1.2%	4.6%	8.0%
Sabi Sands Game Reserve	5.5%	5.8%	7.4%
Nelspruit Botanical Gardens	3.4%	5.4%	7.4%
Sabi Sabi Game Reserve	1.8%	7.8%	7.0%
Dullstroom fly fishing	3.7%	8.3%	6.8%
Crocodile River Enviro Park	2.9%	3.7%	5.9%
Londolozi Game Reserve	5.1%	1.8%	4.9%
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	1.5%	2.8%	4.6%
Longtom Pass	1.9%	2.3%	3.8%
None	2.1%	2.9%	3.5%

	LIMPOPO TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
Kruger National Park via Orpen, Phalaborwa, Punda Maria	68.6%	67.1%	65.2%
Mapungubwe National Park	16.9%	17.2%	20.0%
Bela Bela Conservancy	23.3%	11.2%	14.1%
None	4.3%	9.4%	9.7%
Mapungubwe Cultural Landscape	13.6%	4.2%	7.8%
Soutpansberg Mountains	8.2%	4.0%	6.9%
The Chuene Resort	2.8%	1.5%	4.5%
Nandoni Dam	5.7%	3.0%	3.6%
Ga (modjadji) / Motjaji	2.3%	3.4%	3.5%
Names of Resorts/Safari	0.0%	3.1%	3.4%
Mall of the North	4.6%	1.1%	2.1%
Timbavati Game Reserve	0.0%	2.1%	1.8%
Karongwe Game Reserve	1.4%	1.8%	1.8%
Thorny Bush Game Reserve	0.0%	0.8%	1.4%
Makalali Game Reserve	0.0%	1.2%	1.4%
Kapama Game Reserve	4.9%	1.3%	1.4%
Mabula Game Reserve	0.0%	0.7%	1.1%
Private Game Reserves	0.0%	1.4%	1.1%
Klaseri Game Reserve	0.0%	0.5%	0.6%
Savanah Mall	0.0%	0.0%	0.6%
Thavhani Mall	2.1%	0.2%	0.6%

APPENDIX

	NORTH WEST TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
Pilanesberg National Park	44.6%	34.5%	47.1%
Sun City Lost City	39.2%	28.5%	29.3%
Hartbeespoort Dam	5.9%	14.7%	15.3%
Madikwe Game Reserve	16.6%	12.7%	11.0%
Hartbeespoort Snake Park	3.4%	7.7%	9.2%
Waterfall Mall (Rustenburg)	2.1%	10.2%	6.8%
The cradle of humankind	3.6%	8.9%	6.7%
None	3.1%	4.7%	5.5%
Brits Mall	2.3%	6.6%	4.7%
Barberspan Bird Sanctuary	0.8%	8.4%	4.3%
Ukutula Game Lodge	0.0%	4.6%	3.7%
Klerksdorp Mall	3.9%	7.9%	3.7%
North-West University, Potchefstroom Campus	7.5%	6.7%	3.2%
Mooi River Mall	0.8%	1.1%	3.2%
Bloemhof Dam Nature Reserve	1.6%	3.9%	2.9%
Upside-down House	0.0%	3.0%	2.7%
Mafikeng Mall	3.4%	6.1%	2.1%
Magaliesburg Resort	0.6%	2.3%	1.6%
Vredefort crater / Vredefort Dome	0.0%	1.7%	1.5%
Lion Park	0.0%	0.3%	1.3%
Names of Resorts/Safari	0.0%	1.5%	1.2%

	NORTHERN CAPE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
Kimberley Big Hole	15.7%	27.0%	31.4%
None	33.7%	19.6%	20.6%
Kgalagadi Transfrontier Park	28.2%	23.8%	19.5%
Augrabies Falls	25.4%	16.5%	18.4%
Kimberley Mine Museum	6.2%	18.7%	18.3%
Diamond Pavilion Mall	8.4%	23.9%	16.6%
Namaqualand Flowers	23.2%	15.3%	16.4%
Mokala National Park	6.7%	13.9%	12.0%
Blue flag beach at Mcdougall Bay	2.8%	10.1%	7.2%
North Cape Mall	0.0%	0.7%	5.4%
Names of Resorts/Safari	0.0%	3.6%	4.8%
San Cultural Villages (e.g. Khomani San Village etc) (Specify)	5.8%	10.3%	4.5%
Kalahari Mall	0.0%	0.0%	3.9%
Sutherland and Carnarvon - Stargazing (Salt and SKA)	2.7%	4.5%	2.2%
Private Game Reserve	0.0%	2.0%	2.1%
Diamond Pavillion Shopping Centre	0.0%	0.3%	1.4%
Kalahari desert	0.0%	0.0%	1.2%
Witsand Nature Reserve	0.0%	0.0%	1.0%
Kalahari Research centre / Meerkat Project	0.0%	0.0%	0.7%
Kimberley - Big Hole, Museum	0.0%	0.0%	0.0%
Flea or craft markets	1.8%	0.0%	0.0%

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2023	Q3 2024
None	13.9%	28.5%	27.4%
Mimosa Mall	21.4%	28.1%	19.9%
Golden Gate Highlands National Park	25.1%	12.8%	16.9%
Waterfront	38.1%	23.0%	14.7%
Welkom Mall	8.4%	12.9%	12.5%
Basotho cultural village	9.5%	5.2%	7.2%
University of the Free State	13.8%	7.5%	6.8%
Clarens Ash River Outfall	3.1%	10.7%	6.6%
Sterkfontein Dam Nature Reserve	6.7%	2.2%	6.6%
Cheetah Experience	7.6%	11.0%	5.0%
Maluti Cave Hiking Trail	0.2%	3.3%	4.8%
Free State Stadium/Vodacom Park	17.2%	8.2%	4.7%
Bushmen Paintings in Schaaplaats	1.6%	4.7%	4.6%
Black Mountain Hotel	7.4%	3.4%	3.0%
Gariep Dam	1.6%	6.6%	2.1%
Goldfields Mall	0.0%	0.0%	2.1%
Farm	0.0%	0.0%	1.6%
Dihlabeng Mall	0.0%	0.0%	1.5%
Middestad Mal	0.0%	0.0%	1.3%
Private Game Reserve	0.0%	1.7%	1.1%
Names of Resorts/Safari	0.0%	1.5%	1.0%



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

APPENDIX

GAUTENG TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	Sandton City / Mandela Square	Mall of Africa	Apartheid Museum	None	Mandela House (Soweto)	Tour of Soweto	Menlyn Maine Shopping Centre	Eastgate Mall	Constitution Hill	Rhino and Lion Nature Reserve	Union Buildings	Maabong Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	Rosebank	Fourways	Stellenbosch and Steynburg (Cradle of Humankind)	Maropeng and Neighbourhood Goods Market	Balant Gardens	Waterfall Gardens	Eastrand Mall	Montecasino	NewTown Precinct Mall / Turbine Hall
AFRICA	44.1%	20.9%	2.3%	14.6%	3.7%	2.7%	13.5%	14.6%	0.9%	1.1%	2.3%	1.6%	4.6%	5.0%	0.4%	0.6%	0.4%	2.9%	2.4%	0.9%	
Botswana	46.4%	17.3%	1.2%	18.9%	5.8%	2.3%	11.2%	7.9%	0.0%	0.0%	0.0%	0.0%	2.1%	3.2%	1.2%	1.1%	0.0%	2.3%	2.1%	1.2%	
Lesotho	21.6%	22.3%	0.0%	24.9%	0.0%	0.0%	9.2%	8.3%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	
Malawi	47.4%	24.4%	2.8%	16.8%	7.3%	7.3%	10.0%	13.2%	2.8%	0.0%	1.4%	1.4%	5.8%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	1.4%	
Mozambique	51.9%	17.7%	1.6%	12.4%	0.6%	0.0%	14.2%	24.4%	0.0%	0.6%	0.7%	1.5%	0.6%	5.0%	0.0%	0.0%	0.0%	1.5%	2.3%	0.0%	
Namibia	45.6%	21.1%	5.6%	16.5%	1.6%	0.8%	15.6%	12.2%	2.3%	3.3%	4.7%	0.0%	5.3%	1.6%	0.8%	0.8%	1.7%	3.9%	3.3%	0.7%	
Eswatini	24.2%	4.0%	0.0%	28.0%	4.2%	4.2%	7.8%	27.9%	0.0%	0.0%	0.0%	4.2%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Zambia	40.7%	22.9%	0.8%	14.1%	0.6%	0.0%	9.4%	13.1%	0.0%	1.5%	2.1%	1.9%	1.9%	5.1%	0.0%	0.0%	0.0%	1.9%	1.9%	0.6%	
Zimbabwe	36.0%	20.4%	0.3%	15.7%	1.4%	0.8%	12.0%	14.1%	0.0%	0.8%	1.1%	1.7%	4.8%	8.2%	0.0%	0.5%	0.0%	4.1%	2.7%	1.7%	
Angola	43.4%	26.0%	1.9%	11.2%	2.1%	2.1%	25.9%	38.5%	1.3%	0.7%	3.5%	2.6%	2.9%	2.9%	0.6%	0.0%	0.0%	3.7%	1.3%	0.6%	
DRC	47.4%	22.1%	4.1%	14.4%	6.6%	3.7%	17.0%	23.4%	1.2%	2.5%	5.3%	2.1%	2.1%	4.1%	1.2%	3.7%	0.0%	1.2%	4.2%	1.2%	
Ethiopia	48.3%	25.1%	6.5%	9.4%	6.6%	4.3%	16.5%	16.4%	0.0%	2.3%	4.1%	3.6%	10.1%	2.3%	0.0%	0.0%	0.0%	4.6%	0.0%	2.3%	
Ghana	60.3%	25.6%	5.1%	3.2%	8.6%	7.0%	22.2%	6.7%	3.3%	0.0%	5.0%	1.5%	8.2%	8.6%	1.9%	1.5%	0.0%	1.9%	4.9%	0.0%	
Kenya	54.6%	20.7%	6.3%	12.2%	9.4%	9.4%	10.3%	8.3%	4.1%	0.0%	3.1%	1.1%	6.6%	1.1%	0.0%	1.1%	3.3%	2.0%	3.1%	1.1%	
Nigeria	55.2%	22.2%	4.8%	11.5%	7.3%	5.2%	12.3%	12.3%	1.1%	2.0%	3.3%	2.2%	6.2%	5.6%	2.1%	0.5%	0.5%	1.2%	4.3%	0.5%	
Tanzania	49.1%	29.1%	1.1%	14.0%	8.1%	4.1%	18.2%	10.9%	2.0%	0.0%	5.1%	2.1%	7.9%	4.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	
Uganda	53.8%	13.3%	4.4%	15.1%	4.4%	2.5%	14.0%	10.8%	1.9%	0.0%	1.9%	1.9%	6.9%	1.9%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	
Other Africa	55.3%	20.5%	5.7%	14.5%	6.7%	5.8%	14.9%	7.0%	1.1%	4.7%	4.8%	2.1%	5.2%	2.0%	1.4%	0.9%	1.8%	2.6%	1.9%	0.0%	
ASIA	46.6%	20.4%	13.0%	17.0%	11.7%	8.9%	8.9%	10.0%	5.6%	6.3%	3.8%	3.1%	5.2%	3.4%	2.5%	1.9%	3.8%	2.2%	2.3%	1.5%	
China including Hong Kong	54.7%	23.3%	8.4%	13.0%	5.5%	3.8%	14.2%	11.1%	3.8%	6.8%	1.9%	1.9%	1.7%	2.1%	2.8%	2.3%	3.6%	1.8%	1.3%	1.0%	
India	51.6%	19.6%	12.7%	16.1%	13.4%	11.6%	6.0%	5.4%	7.3%	5.4%	1.2%	2.4%	6.6%	1.2%	2.4%	0.6%	2.5%	1.2%	2.5%	1.2%	
Japan	48.0%	14.7%	13.7%	19.9%	16.9%	16.9%	5.9%	4.9%	5.6%	2.6%	8.8%	2.1%	6.9%	9.0%	1.4%	2.1%	0.0%	1.4%	3.5%	2.1%	
Malaysia	39.8%	0.0%	41.5%	16.1%	23.6%	6.7%	25.3%	8.4%	8.4%	9.4%	16.9%	8.4%	0.0%	0.0%	8.4%	0.0%	8.4%	0.0%	0.0%	0.0%	
Singapore	33.7%	6.5%	17.0%	30.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
South Korea	33.0%	21.4%	13.6%	21.3%	5.8%	5.8%	7.8%	21.5%	5.8%	0.0%	0.0%	10.6%	0.0%	4.9%	5.8%	5.8%	8.8%	6.7%	0.0%	3.0%	
Other Asia	34.3%	29.3%	12.7%	17.6%	16.4%	11.3%	7.6%	19.9%	6.4%	13.0%	8.4%	4.1%	6.5%	7.3%	1.1%	3.1%	7.3%	4.9%	5.1%	3.1%	
AUSTRALASIA	29.6%	13.7%	14.8%	21.5%	17.5%	17.1%	15.3%	7.5%	10.0%	4.1%	2.2%	1.5%	2.3%	2.7%	1.2%	1.5%	2.2%	3.1%	2.0%	1.6%	
Australia	29.0%	13.6%	15.2%	22.5%	18.1%	17.6%	14.2%	7.2%	10.6%	4.5%	2.6%	1.8%	1.9%	2.7%	1.4%	1.3%	1.7%	2.3%	1.9%	1.4%	
New Zealand	32.8%	13.9%	12.4%	16.2%	14.2%	14.2%	21.7%	9.1%	7.1%	2.0%	0.0%	0.0%	4.7%	2.4%	0.0%	2.7%	4.7%	7.4%	2.4%	2.7%	
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	44.6%	16.7%	39.6%	12.9%	37.9%	36.3%	16.7%	9.2%	28.5%	7.9%	13.2%	6.8%	3.8%	3.6%	6.6%	3.0%	2.1%	0.0%	4.4%	0.1%	
Argentina	66.1%	11.5%	43.4%	23.9%	39.8%	39.6%	13.5%	2.4%	20.9%	7.8%	14.9%	4.9%	3.4%	2.2%	2.2%	0.0%	2.4%	0.0%	2.2%	2.2%	
Brazil	43.5%	17.8%	41.4%	11.4%	39.6%	38.5%	17.8%	8.8%	32.1%	9.2%	12.9%	6.3%	4.0%	4.7%	8.0%	3.3%	1.8%	0.0%	5.6%	0.0%	
Chile	49.7%	10.6%	40.4%	18.3%	28.2%	17.1%	3.5%	14.9%	11.4%	6.4%	7.7%	12.6%	3.5%	0.0%	4.2%	4.2%	4.2%	0.0%	4.2%	0.0%	
Other Central & South America	39.3%	16.0%	29.7%	13.4%	32.3%	31.2%	17.5%	12.4%	20.9%	2.8%	15.6%	8.2%	3.0%	0.0%	2.8%	2.8%	2.8%	0.0%	0.0%	0.0%	
EUROPE	48.5%	13.8%	27.3%	16.3%	21.5%	21.4%	12.9%	6.3%	12.3%	9.2%	7.6%	8.3%	3.8%	1.8%	3.4%	4.1%	3.9%	0.8%	1.6%	3.1%	
Austria	46.6%	3.0%	29.2%	16.9%	20.6%	26.7%	17.2%	0.0%	15.1%	8.2%	8.6%	14.7%	5.6%	0.0%	12.1%	5.6%	3.0%	0.0%	2.6%	6.0%	
Belgium	51.8%	12.8%	32.3%	13.2%	27.6%	33.8%	14.4%	6.1%	15.9%	6.7%	10.7%	13.3%	5.1%	0.0%	6.7%	6.1%	6.6%	0.0%	1.1%	5.7%	
Denmark	50.8%	7.7%	28.2%	9.2%	24.1%	24.1%	11.8%	5.1%	9.2%	9.7%	2.6%	9.2%	0.0%	1.5%	4.1%	2.6%	2.6%	0.0%	5.1%	0.0%	
Finland	79.6%	7.5%	45.4%	0.0%	37.9%	37.9%	5.5%	0.0%	29.6%	0.0%	15.0%	29.6%	0.0%	0.0%	15.0%	0.0%	0.0%	0.0%	5.5%	0.0%	
France	47.2%	10.2%	40.1%	19.5%	33.4%	32.6%	12.2%	4.6%	19.0%	8.4%	8.9%	9.0%	3.3%	1.0%	2.3%	5.2%	2.7%	0.4%	2.6%	4.0%	
Germany	50.7%	10.1%	33.0%	13.5%	28.5%	26.8%	13.1%	5.8%	16.2%	8.5%	7.1%	12.9%	2.0%	0.4%	3.0%	4.1%	4.6%	1.1%	0.6%	3.1%	
Ireland	40.1%	14.3%	18.1%	15.6%	11.6%	9.0%	15.7%	3.8%	11.6%	10.3%	11.7%	9.0%	9.1%	5.2%	0.0%	5.2%	0.0%	2.7%	3.8%	3.8%	
Italy	38.2%	9.0%	42.1%	19.0%	33.5%	36.8%	3.9%	5.6%	12.0%	14.9%	7.7%	7.5%	3.1%	0.0%	3.3%	4.4%	3.3%	0.0%	0.0%	4.6%	
The Netherlands	44.1%	14.2%	21.6%	22.2%	17.4%	14.2%	10.3%	6.6%	8.4%	12.3%	7.9%	8.0%	1.3%	1.7%	5.0%	6.0%	4.6%	0.8%	1.3%	1.9%	
Norway	51.9%	3.8%	23.6%	16.7%	20.6%	23.1%	0.0%	3.8%	19.6%	13.3%	2.9%	13.1%	3.5%	0.0%	2.9%	2.9%	6.7%	0.0%	0.0%	6.7%	
Portugal	55.3%	25.9%	27.5%	13.2%	11.9%	13.7%	24.2%	15.0%	17.6%	10.6%	10.5%	7.1%	6.5%	1.6%	5.3%	3.6%	10.5%	0.0%	0.0%	3.4%	
Russian Federation	68.7%	21.8%	19.4%	6.8%	10.6%	12.6%	15.0%	2.4%	10.3%	9.5%	10.6%	0.0%	2.7%	4.9%	4.7%	0.0%	5.5%	0.0%	0.0%	0.0%	
Spain	58.5%	16.7%	33.9%	9.5%	26.6%	32.7%	8.9%	10.7%	17.9%	8.1%	14.7%	7.5%	4.7%	0.0%	1.8%	1.8%	0.0%	0.0%	0.0%	6.3%	
Sweden	46.7%	10.5%	35.0%	23.9%	18.0%	19.6%	14.0%	13.1%	22.2%	14.7%	11.8%	13.4%	4.6%	0.0%	7.2%	7.8%	5.6%	0.0%	0.0%	1.6%	
Switzerland	61.8%	9.5%	32.3%	11.6%	23.4%	15.8%	11.0%	7.4%	13.2%	4.5%	8.2%	13.6%	4.3%	0.0%	3.8%	0.9%	5.4%	0.0%	1.6%	0.9%	
Turkey	56.2%	5.7%	11.0%	21.5%	5.7%	5.7%	17.0%	11.0%	5.7%	16.2%	11.0%	5.7%	6.0%	0.0%	11.4%	5.7%	5.7%	0.0%	5.7%	0.0%	
Uk	47.0%	19.1%	14.9%	16.8%	11.3%	10.3%	17.1%	6.4%	7.1%	7.2%	4.5%	5.4%	5.2%	4.3%	2.7%	3.8%	3.8%	1.2%	2.6%	2.6%	
Other Europe	46.9%	12.9%	29.8%	13.9%	18.7%	19.5%	11.4%	7.4%	8.1%	9.9%	5.8%	2.2%	6.5%	0.0%	0.1%	0.0%	3.3%	4.2%	2.0%	1.5%	
MIDDLE EAST	45.4%	27.4%	13.2%	8.3%	6.0%	5.8%	17.1%	20.0%	4.7%	5.5%	4.6%	0.0%	9.7%	2.7%	4.3%	0.3%	0.3%	7.2%	2.4%	0.0%	
United Arab Emirates	46.3%	22.6%	12.3%	13.2%	0.0%	0.0%	13.2%	12.3%	0.0%	0.0%	12.3%	0.0%	8.5%	8.5%	0.0%	0.0%	0.0%	12.3%	0.0%	0.0%	
Other Middle East	45.0%	29.6%	13.6%	5.9%	8.8%	8.5%	19.0%	23.7%	6.9%	8.1%	0.9%	0.0%	10.3%	0.0%	6.3%	0.5%	0.5%	4.7%	3.5%	0.1%	
NORTH AMERICA	45.1%	12.1%	30.5%	16.9%	27.4%	25.8%	9.8%	6.9%	14.3%	8.4%	7.9%	10.1%	3.5%	2.4%	7.0%	5.4%	3.4%	1.2%	1.1%	3.1%	
Canada	47.8%	12.8%	35.9%	7.3%	30.0%	25.0%	7.7%	11.7%	8.2%	11.4%	5.1%	5.9%	6.3%	2.2%	9.0%	5.9%	4.1%	1.0%	1.8%	3.1%	
USA	44.8%	12.0%	29.9%	17.9%	27.1%																

APPENDIX

WESTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	VEA Waterfront	Cape Town Central City	Boulder National Park	Camps Bay	Cape Point	The Cape Winelands	Table Mountain Cableway	Kirstenbosch Botanical Gardens	Canal Walk Shopping Centre	Leóns Head	Table Mountain (not cableway)	Clifton Beach	Hermanus	Muizenberg Beach	The Garden Route	Robben Island	Cango Caves	Tsitsikamma National Park	Cape Agulhas	Cape Town, Oranjezicht / Cape Point, Oranje Farms	
AFRICA	77.9%	51.6%	24.7%	45.4%	30.5%	26.5%	26.5%	16.3%	39.9%	15.8%	16.2%	17.6%	7.2%	10.7%	5.6%	8.1%	5.5%	4.7%	6.4%	7.0%	
Botswana	83.2%	43.8%	15.9%	49.0%	27.2%	16.1%	22.1%	5.4%	50.2%	15.9%	10.4%	5.4%	5.4%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%
Lesotho	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	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%
Malawi	77.5%	31.6%	0.0%	22.8%	8.2%	23.3%	15.1%	8.2%	55.1%	7.4%	24.1%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	83.3%	29.4%	8.4%	29.4%	29.4%	18.9%	0.0%	18.9%	21.1%	0.0%	16.7%	10.5%	0.0%	8.4%	8.4%	0.0%	0.0%	8.4%	0.0%	0.0%	
Namibia	77.7%	65.5%	36.4%	49.2%	33.1%	44.5%	26.6%	26.9%	51.4%	20.4%	22.5%	27.0%	15.3%	15.6%	6.2%	19.3%	18.3%	12.7%	17.8%	19.7%	
Eswatini	50.0%	50.0%	0.0%	50.0%	50.0%	50.0%	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%	0.0%	
Zambia	64.2%	35.1%	8.7%	29.7%	26.5%	0.0%	17.8%	16.9%	34.8%	7.8%	12.8%	3.9%	0.0%	4.8%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	
Zimbabwe	72.0%	39.0%	12.7%	38.1%	20.9%	13.4%	28.4%	4.7%	35.8%	13.4%	15.4%	11.4%	0.0%	7.1%	7.1%	5.1%	5.1%	2.0%	4.0%	5.1%	
Angola	90.7%	87.1%	30.7%	66.1%	35.8%	17.9%	24.8%	21.9%	69.3%	22.5%	16.3%	30.9%	13.9%	16.4%	7.1%	8.7%	4.7%	7.1%	10.7%	6.7%	
DRC	77.5%	52.6%	20.3%	44.1%	55.6%	23.3%	27.3%	20.9%	34.3%	12.0%	13.6%	11.4%	0.0%	24.3%	5.6%	4.0%	0.0%	0.0%	0.0%	0.0%	
Ethiopia	62.4%	44.7%	39.1%	43.2%	38.6%	19.8%	37.6%	18.3%	33.0%	11.7%	7.1%	0.0%	6.1%	26.9%	13.2%	0.0%	0.0%	0.0%	0.0%	7.1%	
Ghana	82.9%	50.2%	16.8%	49.8%	22.0%	33.5%	31.9%	10.4%	21.5%	16.8%	24.6%	17.9%	0.0%	5.2%	11.6%	5.5%	0.0%	11.6%	0.0%	5.2%	
Kenya	86.0%	65.1%	45.2%	40.0%	45.1%	25.9%	29.6%	24.4%	24.4%	9.7%	4.4%	29.6%	4.4%	20.0%	0.0%	20.0%	4.4%	0.0%	8.9%	14.9%	
Nigeria	75.1%	51.9%	26.4%	49.1%	36.0%	24.2%	19.7%	8.8%	34.3%	13.0%	25.9%	15.9%	0.0%	7.3%	5.9%	6.8%	0.0%	3.0%	4.5%	1.4%	
Tanzania	77.3%	33.6%	22.7%	44.6%	21.8%	10.9%	45.5%	0.0%	21.8%	10.9%	11.8%	10.9%	0.0%	0.0%	22.7%	0.0%	0.0%	0.0%	0.0%	0.0%	
Uganda	60.2%	39.8%	10.4%	36.9%	10.4%	10.1%	0.0%	0.0%	26.5%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	
Other Africa	85.3%	54.4%	44.7%	58.0%	41.5%	46.5%	33.7%	31.6%	37.9%	26.0%	12.5%	25.3%	22.3%	12.3%	3.9%	5.4%	4.6%	3.9%	5.4%	4.9%	
ASIA	79.9%	71.5%	56.4%	55.7%	56.6%	42.8%	44.1%	30.7%	32.8%	30.7%	21.0%	12.6%	19.9%	18.2%	16.3%	13.9%	16.0%	11.4%	14.7%	15.0%	
China including Hong Kong	66.3%	56.2%	35.3%	46.2%	51.4%	39.2%	37.1%	24.9%	32.0%	17.9%	15.7%	17.3%	13.1%	6.2%	10.1%	10.2%	7.4%	9.8%	8.8%	4.6%	
India	84.0%	75.8%	64.1%	67.5%	65.1%	35.9%	43.6%	29.3%	37.1%	38.3%	26.6%	18.9%	19.8%	19.8%	20.8%	11.7%	17.4%	15.0%	12.9%	23.4%	
Japan	77.3%	61.9%	55.9%	48.6%	61.6%	46.9%	28.4%	41.5%	16.9%	32.4%	14.1%	16.3%	0.0%	25.0%	9.9%	8.3%	5.7%	2.9%	11.8%	12.8%	
Malaysia	87.0%	78.1%	74.1%	61.1%	50.5%	54.5%	47.0%	30.6%	42.7%	21.1%	19.0%	12.2%	19.7%	19.0%	5.4%	12.2%	26.5%	19.7%	13.0%	15.1%	
Singapore	90.8%	85.1%	74.0%	38.8%	68.3%	68.4%	62.7%	27.5%	38.6%	36.7%	9.2%	0.0%	24.0%	33.2%	0.0%	29.5%	18.3%	0.0%	33.1%	9.2%	
South Korea	83.1%	74.5%	67.8%	61.0%	60.8%	71.1%	47.4%	52.6%	30.5%	44.2%	39.0%	8.6%	11.9%	33.9%	30.7%	28.7%	35.7%	22.1%	23.9%	23.7%	
Other Asia	81.2%	75.4%	51.0%	58.4%	44.9%	29.6%	46.8%	30.2%	28.4%	30.8%	23.9%	6.0%	31.2%	14.5%	27.5%	11.8%	17.0%	11.5%	13.4%	16.2%	
AUSTRALASIA	71.4%	58.2%	54.1%	43.9%	48.3%	50.2%	34.2%	25.0%	24.4%	24.8%	15.9%	15.6%	20.0%	17.2%	20.7%	14.9%	13.9%	12.3%	16.0%	10.1%	
Australia	72.9%	57.2%	55.0%	44.4%	50.2%	48.7%	35.8%	26.8%	22.5%	25.6%	15.5%	16.6%	19.5%	17.8%	20.7%	15.3%	14.6%	12.1%	16.6%	10.5%	
New Zealand	64.1%	63.3%	49.4%	41.4%	38.2%	57.7%	26.1%	16.3%	33.8%	20.4%	18.2%	10.8%	22.9%	13.7%	21.1%	13.0%	10.6%	13.6%	12.9%	7.7%	
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	84.7%	73.9%	71.0%	62.8%	79.6%	55.7%	54.5%	30.0%	15.3%	42.7%	34.4%	23.7%	17.1%	29.9%	20.2%	18.3%	10.5%	9.4%	16.1%	9.5%	
Argentina	89.1%	59.4%	75.1%	50.8%	79.0%	67.7%	52.1%	30.5%	19.9%	26.7%	43.3%	18.2%	13.8%	22.6%	16.6%	12.5%	14.1%	7.1%	11.4%	12.5%	
Brazil	85.4%	73.4%	70.9%	70.4%	82.2%	52.7%	54.6%	34.2%	14.6%	46.0%	35.1%	25.0%	15.5%	32.4%	19.2%	19.1%	8.8%	10.9%	14.7%	10.4%	
Chile	58.5%	46.2%	40.0%	44.8%	59.3%	28.0%	41.5%	0.0%	8.7%	24.3%	25.8%	20.0%	22.9%	4.3%	36.4%	10.5%	11.3%	14.9%	4.3%	6.2%	
Other Central & South America	86.6%	93.4%	79.3%	31.9%	71.5%	75.3%	59.3%	16.0%	18.8%	38.0%	28.3%	20.1%	25.8%	28.2%	22.3%	19.5%	17.9%	0.0%	30.4%	3.9%	
EUROPE	79.9%	72.2%	65.1%	61.4%	60.2%	58.3%	36.6%	37.4%	35.7%	34.4%	29.3%	27.7%	29.2%	26.6%	28.1%	20.6%	18.7%	19.4%	15.7%	14.5%	
Austria	81.5%	83.5%	78.2%	64.5%	70.1%	71.5%	48.8%	47.1%	46.3%	41.3%	45.6%	30.8%	26.0%	36.0%	41.0%	13.3%	16.7%	22.5%	13.5%	8.0%	
Belgium	77.8%	68.4%	71.3%	62.7%	63.3%	65.1%	31.9%	41.6%	34.5%	38.2%	30.1%	22.2%	38.4%	23.3%	28.7%	28.5%	20.4%	23.6%	15.2%	18.5%	
Denmark	68.1%	79.2%	61.4%	64.3%	65.7%	53.1%	42.1%	42.5%	39.6%	29.4%	26.6%	22.7%	22.7%	30.9%	26.6%	30.0%	26.1%	20.8%	11.6%	12.6%	
Finland	83.6%	71.8%	77.9%	70.6%	77.9%	53.4%	49.4%	41.9%	54.4%	45.6%	56.4%	25.0%	33.1%	41.9%	40.0%	36.0%	38.7%	19.6%	23.0%	29.9%	
France	77.2%	75.7%	68.5%	64.2%	63.1%	62.4%	38.7%	44.1%	38.7%	39.2%	34.1%	31.4%	30.5%	30.2%	31.4%	28.8%	20.4%	19.0%	18.6%	21.2%	
Germany	82.9%	73.3%	67.2%	64.6%	63.7%	61.5%	46.7%	43.4%	35.6%	37.2%	29.0%	27.9%	28.5%	31.3%	34.1%	23.1%	19.1%	21.8%	16.4%	14.0%	
Ireland	87.9%	72.0%	56.0%	73.5%	52.5%	45.4%	40.8%	34.1%	48.5%	23.5%	37.3%	22.0%	33.4%	23.4%	28.1%	19.8%	19.0%	9.2%	20.4%	9.9%	
Italy	79.8%	73.9%	77.8%	58.3%	66.6%	60.8%	21.7%	31.6%	15.3%	34.6%	29.6%	21.7%	37.9%	21.4%	32.7%	10.1%	15.6%	14.7%	22.4%	9.4%	
The Netherlands	78.9%	68.0%	58.0%	54.7%	58.7%	60.3%	32.2%	32.3%	32.5%	33.5%	25.2%	29.6%	23.3%	25.7%	31.5%	17.3%	18.7%	27.0%	13.5%	11.4%	
Norway	84.0%	74.2%	72.9%	77.3%	72.1%	60.0%	53.0%	44.1%	50.6%	37.3%	37.4%	29.7%	42.2%	36.8%	39.8%	20.2%	28.7%	19.5%	25.9%	24.4%	
Portugal	86.7%	83.4%	74.2%	61.4%	65.5%	55.1%	53.2%	47.5%	44.9%	34.1%	16.6%	36.1%	22.9%	34.3%	16.4%	26.5%	13.5%	22.7%	8.1%	19.9%	
Russian Federation	79.8%	77.1%	74.1%	63.8%	57.9%	57.1%	39.8%	41.8%	22.2%	31.1%	22.3%	21.8%	25.7%	16.6%	16.0%	18.5%	16.8%	17.2%	21.4%	20.5%	
Spain	80.6%	76.2%	67.7%	70.6%	57.8%	53.4%	35.3%	32.4%	29.1%	46.0%	37.9%	42.9%	39.2%	27.3%	31.1%	18.0%	18.1%	20.1%	11.4%	15.4%	
Sweden	84.1%	78.4%	62.0%	62.5%	67.3%	46.4%	38.0%	33.8%	38.9%	33.8%	34.8%	17.9%	32.7%	19.1%	24.3%	19.4%	31.1%	19.8%	22.8%	17.9%	
Switzerland	82.4%	79.0%	67.7%	67.1%	65.0%	60.4%	44.7%	40.3%	45.4%	39.9%	32.2%	34.0%	39.2%	35.9%	32.5%	26.5%	25.5%	22.3%	16.5%	13.8%	
Turkey	72.8%	78.3%	58.9%	55.3%	31.1%	31.7%	27.8%	22.6%	49.8%	9.7%	22.6%	17.5%	23.0%	31.7%	13.6%	18.7%	14.2%	9.4%	4.5%	4.5%	
Uk	78.7%	69.0%	57.9%	59.8%	53.6%	55.2%	35.3%	34.8%	42.0%	29.5%	26.5%	26.0%	25.5%	24.0%	19.9%	20.0%	17.5%	16.7%	13.6%	15.8%	
Other Europe	81.0%	65.2%	72.7%	45.5%	69.1%	54.3%	37.6%	39.6%	30.1%	32.7%	25.0%	23.2%	15.8%	23.3%	21.3%	17.9%	14.9%	15.6%	7.1%	6.0%	
MIDDLE EAST	78.1%	58.9%	32.8%	50.8%	47.5%	40.4%	23.7%	32.7%	54.4%	22.8%	12.7%										

APPENDIX

EASTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	Addo Elephant National Park	Storms River	Boardwalk Shopping Mall	Bloukrans Bridge Bungy (Highest Bungie)	Wahner Park	None	Greenacres Mall	Tree Top Canopy Tour / Tsitsikamma Forest	Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	Wild Fly Fishing - Somerset East	Grave Site - (King & East London)	Steve Biko Monument and Museum and Grave Site - (King & East London)	Nelson Mandela Museum (Mthatha)	Nelson Mandela's Homestead / Gravelite (Qunu)	Tiffenedal Ski Resort	Amakhala Game Reserve	Jeffreys Bay	Punha Game reserve	Coffee Bay	Baywest Mall	Hemmingways Mall
AFRICA	5.9%	6.0%	11.7%	2.3%	6.1%	68.5%	11.1%	2.7%	0.0%	0.6%	0.6%	2.6%	0.0%	1.4%	0.0%	0.3%	0.0%	0.0%	2.2%	2.7%	
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	89.3%	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%	10.7%
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%	18.9%	0.0%	0.0%	40.6%	40.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.6%	0.0%
Mozambique	0.0%	15.3%	0.0%	0.0%	0.0%	84.7%	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%
Namibia	6.5%	0.0%	6.5%	0.0%	6.5%	73.4%	6.5%	7.2%	0.0%	0.0%	6.5%	6.5%	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%	100.0%
Zambia	0.0%	0.0%	8.3%	0.0%	18.4%	63.2%	20.2%	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%
Zimbabwe	6.3%	6.3%	11.3%	6.3%	6.3%	69.8%	12.6%	6.3%	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%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	36.9%	0.0%	0.0%	63.1%	36.9%	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%	48.4%	0.0%	48.4%	51.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	48.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	30.5%	15.2%	15.2%	15.2%	15.2%	56.8%	30.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%
Tanzania	0.0%	20.9%	19.4%	0.0%	0.0%	59.7%	40.3%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	22.4%	16.8%	16.8%	0.0%	0.0%	66.2%	0.8%	0.0%	0.0%	0.0%	0.0%	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	24.6%	16.9%	27.6%	14.0%	21.9%	36.0%	21.1%	1.4%	8.9%	1.0%	2.4%	1.3%	2.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.3%	0.9%	
China including Hong Kong	26.3%	17.2%	34.4%	2.9%	26.0%	36.5%	34.6%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	2.9%
India	15.1%	14.9%	19.9%	14.9%	15.1%	40.2%	15.4%	4.9%	10.0%	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	50.8%	0.0%	22.3%	14.2%	22.3%	35.0%	22.3%	0.0%	14.2%	0.0%	14.2%	0.0%	14.2%	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%	41.8%	58.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	50.2%	22.9%	41.2%	36.8%	40.7%	13.4%	13.9%	0.0%	13.9%	0.0%	13.9%	13.9%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.9%	0.0%
Other Asia	17.8%	29.3%	30.2%	24.9%	9.3%	35.3%	14.6%	0.0%	15.6%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	50.4%	19.8%	36.1%	9.7%	32.9%	12.5%	17.4%	4.2%	6.2%	9.6%	6.2%	4.4%	3.7%	2.2%	2.2%	1.9%	0.0%	3.8%	0.0%	0.0%	
Australia	56.6%	20.3%	35.4%	5.4%	37.3%	6.0%	17.5%	3.3%	3.3%	11.1%	3.3%	3.3%	0.0%	3.3%	0.0%	2.8%	0.0%	5.6%	0.0%	0.0%	
New Zealand	36.7%	18.7%	37.6%	19.0%	23.4%	26.6%	17.0%	6.3%	12.6%	6.3%	12.6%	7.0%	11.7%	0.0%	7.0%	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	46.3%	22.6%	32.9%	28.3%	19.6%	7.9%	35.9%	10.2%	1.6%	1.1%	1.1%	2.7%	0.0%	0.0%	1.1%	7.4%	0.0%	0.0%	21.3%	0.0%	
Argentina	72.1%	35.3%	50.7%	21.3%	50.7%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	14.0%	0.0%	0.0%	0.0%	0.0%	
Brazil	60.1%	26.9%	43.5%	43.5%	0.0%	12.9%	26.9%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	0.0%	16.6%	0.0%	
Chile	77.4%	0.0%	45.2%	0.0%	22.6%	0.0%	32.2%	0.0%	32.2%	22.6%	22.6%	54.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Central & South America	0.0%	12.9%	0.0%	0.0%	55.9%	0.0%	64.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.0%	0.0%	
EUROPE	69.5%	40.2%	24.6%	30.5%	21.1%	7.9%	16.7%	19.3%	11.0%	10.9%	8.8%	7.4%	5.8%	3.1%	2.1%	1.1%	0.8%	1.0%	0.3%	0.8%	
Austria	68.8%	50.2%	22.3%	36.2%	22.8%	4.2%	9.1%	22.9%	4.8%	18.7%	0.0%	0.0%	4.8%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	4.8%	
Belgium	86.5%	48.3%	27.2%	27.2%	13.8%	0.0%	3.1%	22.7%	4.5%	4.5%	7.6%	7.6%	10.6%	0.0%	3.1%	6.1%	0.0%	0.0%	0.0%	0.0%	
Denmark	79.2%	47.9%	31.3%	37.5%	31.3%	0.0%	31.3%	6.2%	0.0%	20.9%	20.9%	20.9%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Finland	100.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
France	81.3%	38.2%	31.8%	34.7%	20.9%	5.8%	24.9%	28.3%	14.1%	12.6%	10.0%	4.1%	10.6%	4.4%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	
Germany	74.3%	48.6%	19.6%	36.9%	19.1%	5.9%	14.6%	26.9%	9.2%	8.4%	6.1%	8.8%	3.9%	2.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	
Ireland	58.1%	31.8%	5.3%	10.7%	12.9%	10.7%	10.6%	10.7%	5.2%	0.0%	10.6%	0.0%	0.0%	0.0%	18.3%	0.0%	10.4%	0.0%	0.0%	0.0%	
Italy	79.1%	33.8%	11.2%	14.0%	10.6%	11.6%	2.4%	2.4%	18.7%	6.5%	10.5%	4.7%	2.4%	2.4%	0.0%	0.0%	0.0%	4.7%	0.0%	5.8%	
The Netherlands	67.2%	40.5%	14.2%	31.4%	13.3%	9.7%	10.8%	12.9%	7.2%	10.8%	5.0%	3.5%	1.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	
Norway	65.2%	45.0%	20.2%	39.3%	19.7%	26.9%	47.2%	29.2%	17.4%	9.5%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	
Portugal	87.0%	61.0%	39.0%	24.8%	0.0%	0.0%	37.8%	0.0%	13.0%	13.0%	13.0%	13.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Russian Federation	43.7%	11.5%	32.2%	41.9%	0.0%	14.3%	0.0%	16.1%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	
Spain	48.1%	46.9%	9.5%	17.8%	0.0%	14.5%	0.0%	14.5%	0.0%	0.0%	22.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sweden	74.0%	61.0%	43.2%	36.7%	39.7%	3.5%	32.0%	26.0%	11.2%	21.9%	14.8%	14.2%	15.4%	12.4%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	
Switzerland	75.8%	33.2%	28.9%	38.3%	15.5%	11.1%	18.7%	20.6%	7.9%	9.8%	14.9%	14.9%	9.8%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Turkey	79.0%	0.0%	0.0%	0.0%	18.4%	0.0%	21.0%	0.0%	0.0%	0.0%	39.4%	0.0%	0.0%	18.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Uk	61.8%	38.0%	37.5%	34.7%	36.5%	7.8%	26.5%	23.2%	15.0%	19.4%	12.8%	10.6%	10.5%	5.5%	2.2%	1.1%	1.1%	1.6%	0.6%	0.6%	
Other Europe	49.5%	23.5%	41.6%	14.9%	37.2%	10.2%	36.0%	14.5%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	7.8%	0.0%	1.0%	6.1%	6.1%	0.0%	
MIDDLE EAST	0.0%	5.9%	60.9%	0.0%	23.6%	6.5%	60.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.9%	2.8%	
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Middle East	0.0%	5.9%	60.9%	0.0%	23.6%	6.5%	60.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.9%	2.8%		
NORTH AMERICA	58.1%	36.6%	23.1%	21.5%	31.4%	9.4%	21.1%	16.5%	10.2%	8.1%	7.6%	4.3%	6.5%	2.1%	3.3%	2.3%	7.9%	4.8%	0.0%	0.0%	
Canada	80.6%	48.3%	35.0%	24.1%	43.5%	7.															

APPENDIX

KwaZULU-NATAL TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	Durban North Coast (Umhlanga, Umhloti, Ballito, Rock)	Gateway Mall	Elephant Coast (e.g. Sismangaliso Wetland Park, World Heritage Site., Phinda)	Durban North Beach	Dakensberg Mountains	Drakensberg Gardens / Saint Pass / Amphitheatre / Cathedral Peak	Durban South Beach	uShaka Marine World	Pavillion Mall	Petermaritzburg and Midlands (Midlands Meander, Mooi River, etc.)	La Lucia	Sismangaliso Wetland Park	Florida Road (Durban)	ZuluLund cultural villages (Richards Bay, Eshowe, Shekaland, Lundul, Nongoma)	None	South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Edward)	Royal Natal National Park	Sodwana Bay	Sun Coast Casino	Moses Mabhida Stadium
AFRICA	30.7%	34.2%	3.5%	17.1%	3.1%	3.4%	15.7%	15.6%	11.6%	4.5%	4.6%	0.6%	8.5%	2.6%	22.6%	1.4%	1.3%	0.5%	3.2%	3.3%
Botswana	29.0%	11.2%	0.0%	30.6%	9.9%	0.0%	0.0%	9.9%	0.0%	19.4%	0.0%	0.0%	9.6%	9.6%	19.4%	0.0%	0.0%	0.0%	11.2%	0.0%
Lesotho	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	24.1%	24.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	0.0%	0.0%	0.0%	0.0%	0.0%	51.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	37.9%	43.7%	0.0%	17.5%	0.0%	0.0%	23.8%	18.0%	12.6%	0.0%	0.0%	0.0%	13.1%	0.0%	25.2%	0.0%	0.0%	5.4%	5.4%	0.0%
Namibia	7.5%	33.2%	0.0%	23.4%	0.0%	0.0%	7.5%	0.0%	8.4%	0.0%	0.0%	0.0%	7.5%	0.0%	34.9%	0.0%	0.0%	0.0%	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	8.8%	17.5%	0.0%	19.5%	0.0%	0.0%	9.2%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	51.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	24.3%	32.8%	0.0%	12.2%	3.7%	8.4%	3.7%	12.1%	3.7%	0.0%	11.1%	0.0%	4.7%	0.0%	29.1%	0.0%	0.0%	0.0%	0.0%	3.7%
Angola	33.9%	65.6%	0.0%	10.8%	10.2%	0.0%	23.6%	21.0%	23.1%	10.2%	0.0%	0.0%	10.2%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	10.8%
DRC	50.8%	59.7%	0.0%	29.8%	0.0%	0.0%	68.5%	59.7%	29.8%	0.0%	0.0%	0.0%	29.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.8%
Ethiopia	0.0%	56.0%	0.0%	56.0%	0.0%	0.0%	56.0%	0.0%	56.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	22.4%	18.4%	18.4%	0.0%	0.0%	0.0%	18.4%	22.4%	40.8%	0.0%	0.0%	0.0%	36.8%	0.0%	0.0%	0.0%	18.4%	0.0%	18.4%	0.0%
Kenya	27.0%	28.1%	0.0%	7.3%	0.0%	0.0%	36.5%	21.9%	13.6%	7.3%	0.0%	0.0%	14.7%	14.6%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	31.6%	37.1%	4.9%	36.6%	0.0%	0.0%	21.4%	31.2%	4.9%	0.0%	4.9%	4.9%	16.1%	4.9%	17.1%	0.0%	0.0%	0.0%	11.2%	16.1%
Tanzania	30.3%	46.9%	0.0%	7.4%	0.0%	0.0%	23.4%	16.0%	15.4%	14.8%	0.0%	0.0%	15.4%	0.0%	22.8%	14.8%	0.0%	0.0%	7.4%	0.0%
Uganda	43.4%	42.9%	19.0%	0.0%	0.0%	0.0%	18.5%	19.0%	37.6%	0.0%	0.0%	0.0%	0.0%	19.0%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	47.5%	44.2%	17.4%	27.7%	10.7%	9.4%	12.6%	16.4%	12.2%	9.2%	12.9%	3.3%	6.3%	0.1%	14.9%	0.0%	3.3%	0.0%	3.6%	3.3%
ASIA	41.2%	48.9%	9.5%	24.5%	6.7%	7.0%	19.3%	19.0%	20.6%	7.2%	10.7%	2.1%	13.0%	11.7%	8.2%	2.3%	1.6%	1.7%	10.3%	2.1%
China including Hong Kong	41.5%	43.2%	7.9%	23.0%	8.9%	5.8%	18.7%	14.4%	23.0%	3.4%	3.8%	2.1%	11.3%	5.7%	8.1%	0.0%	0.0%	0.0%	8.9%	1.9%
India	44.0%	53.7%	8.3%	24.4%	8.4%	5.1%	21.2%	24.6%	22.8%	13.1%	9.6%	3.2%	8.2%	21.8%	6.7%	5.0%	3.4%	1.6%	4.9%	3.3%
Japan	37.8%	22.5%	9.1%	23.5%	8.1%	14.3%	8.1%	0.0%	22.5%	0.0%	40.7%	0.0%	31.6%	0.0%	16.2%	0.0%	0.0%	14.3%	14.3%	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%	50.0%	0.0%	0.0%	0.0%	50.0%	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%
South Korea	39.5%	65.5%	0.0%	48.1%	0.0%	13.2%	13.2%	13.2%	47.7%	13.2%	13.2%	0.0%	26.4%	0.0%	12.7%	0.0%	0.0%	0.0%	26.4%	0.0%
Other Asia	42.0%	48.2%	23.0%	23.9%	0.0%	0.0%	25.8%	23.9%	0.0%	0.0%	4.0%	0.0%	21.8%	0.0%	9.9%	0.0%	0.0%	0.0%	26.0%	0.0%
AUSTRALASIA	27.4%	26.2%	24.5%	21.4%	12.0%	17.0%	21.1%	7.4%	15.0%	9.2%	5.8%	7.8%	2.9%	7.5%	4.7%	4.2%	4.2%	1.5%	1.5%	2.9%
Australia	31.4%	27.6%	25.5%	21.4%	13.3%	17.4%	21.3%	7.8%	15.5%	11.7%	7.5%	7.8%	3.7%	7.5%	2.2%	1.8%	3.7%	1.9%	1.9%	3.6%
New Zealand	13.5%	21.1%	21.1%	21.4%	7.6%	15.3%	20.4%	5.8%	13.5%	0.0%	0.0%	7.6%	0.0%	7.6%	13.5%	12.7%	5.8%	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	10.8%	37.3%	0.0%	24.4%	6.2%	19.9%	25.0%	10.1%	11.3%	12.5%	0.0%	0.0%	18.4%	0.0%	8.8%	0.0%	12.5%	0.0%	0.0%	0.0%
Argentina	42.0%	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%
Brazil	0.0%	25.5%	0.0%	31.8%	0.0%	0.0%	15.7%	12.3%	15.7%	0.0%	0.0%	0.0%	25.5%	0.0%	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	54.5%	54.5%	0.0%	24.6%	0.0%	21.0%	21.0%	21.0%	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	33.4%	66.6%	0.0%	0.0%	33.4%	100.0%	66.6%	0.0%	0.0%	66.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	66.6%	0.0%	0.0%	0.0%
EUROPE	38.3%	26.3%	40.3%	25.0%	32.0%	30.7%	18.8%	14.9%	9.0%	18.0%	17.7%	21.1%	10.8%	12.2%	5.6%	6.9%	6.1%	6.4%	2.5%	4.2%
Austria	25.4%	50.8%	51.1%	12.6%	38.6%	12.9%	38.3%	12.9%	0.0%	0.0%	12.9%	23.7%	12.9%	12.9%	12.6%	0.0%	12.9%	10.9%	0.0%	12.9%
Belgium	36.6%	28.6%	42.7%	22.5%	38.9%	22.5%	12.2%	4.2%	4.2%	12.4%	46.7%	38.7%	12.2%	10.3%	0.0%	4.2%	8.2%	14.3%	4.2%	8.2%
Denmark	55.8%	8.8%	23.5%	23.5%	17.6%	32.3%	0.0%	38.3%	8.8%	17.6%	53.0%	0.0%	0.0%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%
Finland	29.6%	29.6%	29.6%	40.7%	70.4%	29.6%	0.0%	0.0%	0.0%	29.6%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.6%	0.0%	0.0%
France	56.5%	30.0%	53.1%	26.9%	36.6%	42.7%	17.9%	19.2%	6.6%	16.1%	28.8%	20.8%	11.0%	17.5%	1.9%	9.3%	11.9%	4.7%	3.0%	8.2%
Germany	53.2%	34.2%	43.1%	39.1%	59.3%	47.1%	12.3%	32.6%	18.0%	29.4%	9.0%	20.1%	10.2%	18.9%	7.8%	7.8%	7.2%	10.0%	3.2%	6.2%
Ireland	21.4%	21.4%	42.7%	32.0%	17.9%	10.7%	21.4%	10.7%	10.7%	0.0%	0.0%	21.4%	21.4%	0.0%	7.4%	0.0%	0.0%	10.7%	10.7%	10.7%
Italy	39.4%	7.3%	57.5%	31.3%	19.7%	16.8%	16.8%	14.6%	7.3%	16.8%	21.8%	48.1%	7.3%	10.3%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	24.0%	18.1%	52.2%	19.3%	40.9%	28.7%	12.4%	11.1%	3.6%	17.5%	23.6%	23.7%	7.8%	12.9%	5.8%	7.8%	8.8%	5.6%	1.2%	2.7%
Norway	46.0%	33.8%	33.8%	43.3%	21.6%	21.6%	9.5%	21.6%	33.1%	12.2%	12.2%	12.2%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	44.8%	27.4%	35.7%	18.6%	18.6%	28.3%	0.0%	9.7%	17.2%	17.6%	18.6%	18.6%	36.9%	0.0%	9.7%	0.0%	8.6%	0.0%	0.0%	
Russian Federation	38.2%	40.8%	13.0%	10.5%	23.6%	13.0%	34.1%	13.0%	0.0%	23.6%	10.5%	23.6%	38.2%	0.0%	14.7%	0.0%	13.0%	10.5%	0.0%	0.0%
Spain	8.2%	14.2%	39.9%	22.4%	14.2%	44.8%	28.5%	0.0%	0.0%	8.2%	17.5%	28.5%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	45.2%	33.9%	27.4%	25.8%	38.6%	19.3%	25.8%	9.7%	9.7%	8.1%	37.1%	19.3%	0.0%	29.0%	0.0%	9.7%	9.7%	19.3%	0.0%	9.7%
Switzerland	42.2%	27.8%	57.5%	8.9%	68.6%	61.9%	16.0%	21.3%	32.4%	24.2%	21.1%	13.7%	8.9%	14.1%	0.0%	12.5%	3.6%	8.9%	5.3%	0.0%
Turkey	21.0%	19.7%	29.0%	21.0%	0.0%	19.8%	59.9%	0.0%	41.4%	0.0%	9.9%	9.2%	0.0%	10.5%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	42.4%	35.2%	21.6%	23.4%	20.3%	22.1%	22.7%	13.7%	9.0%	22.8%	9.5%	12.4%	10.1%	8.9%	8.4%	10.1%	3.6%	6.6%	3.0%	3.5%
Other Europe	3.5%	2.6%	36.4%	16.4%	12.8%	43.2%	22.8%	0.5%	0.0%	11.2%	11.7%	13.1%	6.8%	0.0%	8.2%	2.4%	12.3%	6.3%	2.5%	0.0%
MIDDLE EAST	37.5%	43.1%	31.9%	13.1%	16.7%	0.0%	3.6%	19.4%	29.8%	0.1%	1.2%	0.7%	12.9%	0.0%	1.5%	0.8%	0.0%	1.4%	3.4%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	90.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	9.8%	0.0%
Other Middle East	40.9%	47.0%	34.8%	14																

APPENDIX

MPUMALANGA TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	Byide River Canyon / Gods Window	Bourne's Luck Potholes	Panorama Route	Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant drives, etc.)	Three Rondavels	Pilgrim's Rest	Sabile	Hazyview Mall	White river	The Pinnacle	Mala Mala Game Reserve	Sabi Sands Game Reserve	Neispruit Botanical Gardens	Sabi Sabi Game Reserve	Dullstroom fly fishing	Coocroer Enviro Park	Londolozi Game Reserve	(voortrekker graves, Mapoch's caves, Nature Reserve etc.)	Lydenburg	Longtom Pass
AFRICA	29.6%	13.6%	4.8%	6.2%	6.0%	3.8%	4.7%	3.6%	10.6%	4.8%	1.4%	1.4%	2.6%	5.5%	1.7%	1.1%	2.2%	0.0%	2.2%	1.1%	
Botswana	50.0%	50.0%	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%	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	45.9%	23.0%	0.0%	0.0%	0.0%	0.0%	23.0%	0.0%	0.0%	23.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.1%	0.0%	0.0%	0.0%	0.0%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	15.4%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	40.2%	10.6%	10.6%	25.4%	0.0%	10.6%	10.6%	0.0%	19.5%	10.6%	0.0%	14.8%	14.8%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%
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%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	50.9%	18.7%	0.0%	10.7%	0.0%	10.7%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	33.4%	0.0%	0.0%	33.4%	0.0%	0.0%	0.0%	33.4%	33.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	69.4%	57.9%	19.0%	19.2%	28.6%	19.2%	19.2%	9.6%	23.7%	19.5%	0.2%	0.0%	9.6%	9.6%	9.6%	9.6%	19.3%	0.0%	19.3%	0.2%	
ASIA	71.0%	40.0%	28.6%	17.3%	14.3%	11.2%	8.5%	10.4%	12.2%	7.0%	2.5%	5.8%	12.2%	8.0%	3.7%	2.5%	9.6%	3.2%	8.4%	1.0%	
China including Hong Kong	75.7%	27.8%	7.3%	20.2%	12.4%	16.0%	3.7%	4.2%	4.2%	12.4%	4.2%	3.7%	8.2%	4.5%	3.7%	0.0%	11.8%	7.8%	8.2%	4.5%	
India	80.2%	55.4%	35.2%	14.9%	20.1%	0.0%	15.3%	15.3%	14.8%	5.3%	0.0%	15.3%	10.2%	9.9%	5.3%	10.2%	4.9%	5.3%	0.0%	0.0%	
Japan	87.0%	53.7%	46.3%	20.3%	13.0%	39.0%	7.4%	13.0%	20.3%	0.0%	0.0%	7.4%	7.4%	0.0%	0.0%	7.4%	0.0%	7.4%	0.0%	7.4%	
Malaysia	41.7%	20.8%	20.8%	20.8%	0.0%	0.0%	20.8%	20.8%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Singapore	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%	
South Korea	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Asia	51.3%	43.5%	43.5%	17.7%	20.8%	12.8%	0.0%	5.0%	0.0%	0.0%	20.8%	25.7%	20.8%	0.0%	0.0%	20.8%	0.0%	20.8%	0.0%	20.8%	
AUSTRALASIA	82.6%	37.6%	24.1%	15.1%	7.2%	22.4%	7.1%	10.5%	6.1%	6.4%	6.1%	3.8%	5.6%	1.9%	8.6%	1.1%	2.7%	0.0%	0.0%	2.1%	
Australia	84.8%	40.0%	26.4%	15.2%	8.2%	24.5%	8.1%	10.8%	7.0%	7.4%	5.8%	4.4%	5.5%	1.3%	8.9%	1.3%	2.2%	0.0%	0.0%	2.4%	
New Zealand	67.1%	21.0%	7.8%	14.4%	0.0%	7.8%	0.0%	8.6%	0.0%	0.0%	7.8%	0.0%	6.6%	6.6%	6.6%	0.0%	6.6%	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	83.6%	38.0%	26.8%	27.6%	5.0%	19.2%	14.4%	3.6%	5.8%	14.2%	11.7%	9.2%	16.5%	8.2%	8.1%	2.1%	0.4%	2.4%	0.0%	1.2%	
Argentina	92.2%	25.0%	28.7%	28.7%	14.2%	35.8%	7.1%	10.8%	0.0%	25.7%	10.8%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	
Brazil	86.6%	41.4%	28.7%	28.4%	2.6%	20.8%	13.4%	3.3%	5.2%	12.4%	14.0%	10.1%	19.4%	7.5%	4.2%	2.6%	0.0%	2.6%	0.0%	0.0%	
Chile	89.5%	20.9%	20.9%	20.9%	23.2%	10.5%	20.9%	10.5%	8.9%	12.7%	0.0%	0.0%	10.0%	0.0%	12.7%	0.0%	10.5%	0.0%	0.0%	0.0%	
Other Central & South America	56.3%	25.7%	14.5%	23.8%	11.2%	3.4%	22.3%	0.0%	11.2%	22.2%	0.0%	10.0%	9.3%	20.0%	31.1%	0.0%	0.0%	0.0%	0.0%	11.2%	
EUROPE	91.8%	65.0%	38.9%	31.2%	25.3%	23.2%	19.0%	12.7%	11.2%	11.4%	12.1%	7.9%	5.4%	7.3%	6.4%	8.0%	7.0%	4.3%	5.2%	4.4%	
Austria	95.5%	64.4%	20.2%	24.7%	48.9%	33.1%	16.3%	8.4%	30.7%	13.1%	25.4%	20.8%	4.5%	4.6%	23.0%	21.5%	9.2%	0.0%	4.6%	4.5%	
Belgium	85.4%	75.2%	35.4%	32.0%	22.0%	32.8%	15.3%	8.4%	16.2%	14.5%	1.7%	2.5%	9.4%	3.3%	0.0%	2.5%	5.9%	2.5%	6.7%		
Denmark	79.6%	70.4%	26.5%	29.6%	8.1%	21.4%	23.5%	3.0%	16.3%	8.2%	18.4%	3.0%	10.2%	3.0%	8.2%	13.3%	8.1%	5.1%	18.4%		
Finland	100.0%	100.0%	18.0%	18.0%	36.0%	18.0%	18.0%	0.0%	29.8%	0.0%	18.0%	64.0%	0.0%	0.0%	36.0%	18.0%	29.8%	16.2%	0.0%	0.0%	
France	95.7%	72.5%	41.3%	28.5%	27.2%	19.3%	23.4%	11.3%	13.9%	10.9%	8.6%	9.0%	4.8%	9.6%	4.1%	10.7%	11.1%	6.5%	4.3%	7.8%	
Germany	91.0%	69.9%	41.3%	31.7%	30.4%	23.1%	17.5%	10.5%	17.2%	11.4%	9.4%	10.0%	6.7%	10.0%	10.3%	11.7%	8.6%	7.1%	5.0%	4.9%	
Ireland	100.0%	28.3%	23.8%	14.2%	33.5%	42.5%	0.0%	0.0%	9.6%	0.0%	0.0%	9.6%	0.0%	9.6%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	
Italy	92.2%	69.7%	40.9%	25.2%	13.5%	22.1%	18.9%	18.7%	6.8%	11.8%	18.3%	5.1%	7.7%	3.9%	4.2%	4.9%	2.0%	2.2%	3.1%	2.4%	
The Netherlands	94.0%	57.4%	35.5%	40.3%	34.1%	26.9%	16.5%	16.0%	7.5%	10.4%	14.3%	5.5%	3.8%	5.6%	3.1%	6.2%	9.5%	1.7%	8.6%	3.8%	
Norway	100.0%	68.2%	44.6%	31.8%	7.2%	21.6%	32.3%	8.7%	15.9%	17.5%	23.1%	7.2%	8.7%	7.2%	15.9%	7.2%	0.0%	0.0%	0.0%	0.0%	
Portugal	100.0%	71.7%	46.8%	47.6%	11.5%	41.8%	35.6%	17.5%	0.0%	11.9%	17.8%	11.9%	5.7%	0.0%	6.3%	6.3%	5.7%	0.0%	5.7%	0.0%	
Russian Federation	79.3%	48.4%	43.3%	34.1%	32.7%	7.4%	7.4%	13.3%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	7.4%	7.4%	0.0%	6.0%	0.0%	0.0%	
Spain	91.1%	60.8%	45.5%	49.9%	15.3%	27.2%	27.6%	16.3%	2.5%	9.9%	9.9%	3.9%	2.2%	4.4%	8.9%	0.0%	0.0%	2.2%	6.1%		
Sweden	96.5%	65.3%	32.7%	16.7%	23.6%	20.8%	16.7%	8.3%	19.5%	12.5%	8.3%	13.2%	11.1%	3.5%	3.5%	7.0%	0.0%	4.2%	3.5%	0.0%	
Switzerland	90.1%	63.7%	43.7%	26.4%	37.5%	26.7%	25.7%	9.6%	16.7%	12.3%	14.9%	14.7%	8.1%	9.8%	6.3%	8.1%	14.9%	2.7%	7.8%	0.0%	
Turkey	100.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Uk	89.2%	58.4%	38.5%	25.4%	26.7%	17.7%	15.8%	8.4%	11.8%	14.6%	8.0%	13.1%	6.8%	10.3%	10.8%	11.4%	8.5%	6.2%	7.5%	2.8%	
Other Europe	92.8%	54.2%	30.3%	20.1%	12.6%	19.8%	20.1%	18.6%	6.7%	9.9%	11.7%	2.6%	2.6%	4.1%	0.0%	9.6%	5.9%	6.7%	11.7%	1.1%	
MIDDLE EAST	44.6%	33.2%	3.7%	3.8%	5.0%	5.2%	0.0%	0.0%	28.5%	5.3%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
United Arab Emirates	8.9%	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%	0.0%	
Other Middle East	54.5%	42.4%																			

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LIMPOPO TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	Kruger National Park via Open, Platavova, Punda Maria	Mapungubwe National Park	Bela Bela Conservancy	None	Mapungubwe Cultural Landscape	Soupsanberg Mountains	The Chueze Resort	Nandoni Dam	Ga (modjadj) / Modjadj	Names of Resorts/Safari	Mall of the North	Timbavati Game Reserve	Karongwe Game Reserve	Thorny Bush Game Reserve	Makalali Game Reserve	Kapama Game Reserve	Mabula Game Reserve	Private Game Reserves	Kisleri Game Reserve	Savannah Mall
AFRICA	6.8%	1.7%	2.4%	52.8%	0.0%	1.7%	1.7%	1.7%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	5.1%
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%	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%
Mozambique	0.0%	0.0%	0.0%	79.7%	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%
Namibia	63.1%	31.6%	31.6%	36.9%	0.0%	31.6%	31.6%	31.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%	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%
Zimbabwe	0.0%	0.0%	0.0%	54.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%
Angola	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%
DRC	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%
Ethiopia	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%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	32.3%	32.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.3%	0.0%	0.0%
Tanzania	35.1%	0.0%	0.0%	64.9%	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%
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	35.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	42.4%	9.0%	30.3%	12.1%	5.0%	9.9%	8.5%	5.0%	5.0%	2.8%	9.4%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	2.1%
China including Hong Kong	30.2%	7.1%	13.6%	12.3%	0.0%	6.5%	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%
India	67.5%	0.0%	17.6%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	75.8%	24.2%	51.5%	24.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	0.0%	0.0%	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%
Singapore	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%	50.0%	0.0%	0.0%	0.0%	0.0%
South Korea	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	20.7%	11.4%	57.9%	32.8%	11.4%	11.4%	11.4%	11.4%	11.4%	0.0%	46.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	48.4%	10.8%	13.3%	10.0%	0.0%	0.0%	5.0%	0.0%	2.9%	0.0%	0.0%	5.3%	11.1%	2.4%	2.5%	5.3%	2.6%	0.0%	0.0%	0.0%
Australia	52.6%	12.2%	12.2%	8.9%	0.0%	0.0%	5.6%	0.0%	3.3%	0.0%	6.1%	12.7%	2.8%	2.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	18.1%	0.0%	21.3%	18.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.3%	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	73.1%	1.0%	0.9%	10.6%	15.7%	7.9%	0.0%	11.2%	0.0%	0.0%	1.0%	7.9%	0.9%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%
Argentina	76.5%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%
Brazil	73.8%	0.0%	0.0%	10.9%	21.8%	10.9%	0.0%	10.9%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	79.0%	24.6%	0.0%	21.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	66.6%	0.0%	0.0%	11.9%	0.0%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.5%	0.0%	0.0%	0.0%	0.0%
EUROPE	78.3%	25.0%	14.4%	2.8%	10.4%	8.4%	5.2%	4.4%	5.5%	1.2%	0.9%	1.3%	0.7%	2.0%	1.6%	0.8%	0.3%	1.2%	0.5%	0.4%
Austria	47.4%	28.3%	9.4%	8.1%	9.4%	9.4%	9.6%	9.4%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%
Belgium	85.4%	23.9%	0.0%	0.0%	11.9%	0.0%	7.1%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	85.9%	26.7%	8.4%	0.0%	12.6%	8.4%	4.2%	4.2%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%
Finland	69.8%	80.2%	30.2%	0.0%	80.2%	30.2%	0.0%	0.0%	30.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	78.8%	27.3%	22.1%	2.6%	16.6%	16.6%	2.3%	6.6%	6.9%	2.6%	0.0%	0.0%	0.0%	1.9%	2.6%	2.3%	0.0%	5.3%	0.0%	0.0%
Germany	81.9%	40.4%	11.1%	3.3%	5.9%	8.3%	5.5%	4.2%	4.0%	2.4%	0.0%	1.1%	1.5%	1.5%	0.9%	0.0%	0.0%	0.0%	1.5%	0.0%
Ireland	38.0%	28.5%	28.7%	19.1%	33.1%	19.1%	9.5%	0.0%	42.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	88.6%	12.2%	10.4%	0.0%	5.6%	2.8%	12.1%	2.8%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	3.8%	0.0%	0.0%	0.0%	0.0%
The Netherlands	82.9%	12.7%	10.8%	0.0%	1.6%	7.0%	1.6%	4.3%	1.6%	1.9%	2.7%	4.6%	1.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	89.9%	72.6%	30.2%	10.1%	15.7%	19.5%	10.1%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	84.3%	0.0%	0.0%	0.0%	0.0%	17.3%	0.0%	17.3%	17.3%	0.0%	0.0%	0.0%	0.0%	17.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	83.1%	25.7%	0.0%	0.0%	25.7%	14.8%	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%
Sweden	81.9%	37.2%	31.9%	5.3%	11.7%	11.7%	11.7%	6.4%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	7.4%	0.0%	0.0%	0.0%
Switzerland	75.1%	33.0%	31.9%	5.1%	18.7%	10.2%	8.5%	8.5%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	5.1%	6.3%	0.0%
Turkey	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	51.5%	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%
Uk	73.1%	21.7%	18.0%	3.0%	12.0%	4.9%	4.9%	5.1%	5.9%	1.0%	2.0%	2.0%	1.0%	3.9%	0.0%	1.0%	1.0%	1.0%	0.0%	1.0%
Other Europe	74.8%	24.5%	11.2%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
MIDDLE EAST	36.4%	0.0%	39.6%	54.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	46.0%	0.0%	50.2%	41.7%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	67.1%	24.3%	14.3%	6.2%	7.0%	7.2%	4.5%	2.8%	2.5%	8.1%	0.0%	1.7%								

APPENDIX

NORTHER CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	Kimberley Big Hole	None	Kgalagadi Transfontier Park	Augrabies Falls	Kimberley Mine Museum	Diamond Pavilion Mall	Namaqualand Flowers	Mekala National Park	Blue flag beach at McDougall Bay	North Cape Mall	Names of Resorts/Safari	San Cultural Villages (e.g. Khomani San Village etc.) (Spectly)	Kalahari Mall	Sutherland and Carnarvon - Slangang (Salt and SKA)	Private Game Reserve	Diamond Pavilion Shopping Centre	Kalahari desert	Witsand Nature Reserve	Kalahari Research centre / Meerhat Project	Nature or Game reserves
AFRICA	31.6%	32.8%	0.0%	0.0%	0.0%	17.2%	0.0%	6.3%	0.0%	15.9%	0.0%	0.0%	18.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	67.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	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%
DRC	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%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	0.0%	53.5%	0.0%	0.0%	0.0%	46.5%	0.0%	46.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	41.2%	23.3%	0.0%	0.0%	35.9%	22.0%	17.4%	24.3%	4.9%	0.0%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	44.1%	35.6%	0.0%	0.0%	22.1%	44.1%	20.3%	0.0%	20.3%	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%	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%
Japan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	50.1%	0.0%	0.0%	0.0%	50.1%	18.6%	20.5%	39.7%	0.0%	0.0%	0.0%	0.0%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	50.3%	10.3%	11.5%	37.1%	11.5%	11.5%	13.7%	25.2%	13.7%	0.0%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	13.7%	0.0%	0.0%	0.0%
Australia	56.1%	0.0%	12.8%	41.4%	12.8%	12.8%	15.3%	28.1%	15.3%	0.0%	0.0%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	0.0%	0.0%
New Zealand	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%
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	37.7%	17.4%	29.3%	27.5%	31.4%	23.8%	19.5%	8.9%	7.3%	6.3%	0.0%	7.7%	0.0%	2.0%	1.4%	1.7%	0.0%	2.5%	1.6%	0.0%
Austria	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%
Belgium	27.9%	42.7%	57.3%	27.9%	27.9%	0.0%	0.0%	27.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	33.3%	33.4%	33.3%	33.3%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.4%	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	28.1%	33.8%	38.1%	38.1%	28.1%	28.1%	28.1%	28.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.1%	0.0%	0.0%
Germany	19.9%	25.8%	0.0%	19.9%	19.9%	31.5%	19.9%	14.2%	28.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.2%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	100.0%	0.0%	66.7%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	14.4%	28.9%	25.1%	14.4%	39.5%	0.0%	31.6%	0.0%	25.1%	0.0%	0.0%	14.4%	0.0%	14.4%	0.0%	0.0%	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%	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%
Russian Federation	63.2%	0.0%	0.0%	36.8%	63.2%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	76.7%	0.0%	26.7%	26.7%	76.7%	73.3%	26.7%	0.0%	0.0%	23.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	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%	50.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	73.8%	52.5%	0.0%	0.0%	52.5%	0.0%	0.0%	0.0%	0.0%	21.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	27.0%	18.4%	27.3%	26.6%	8.9%	8.9%	27.3%	26.6%	8.9%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%
Other Europe	87.5%	0.0%	12.5%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	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%
United Arab Emirates	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%
Other 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%
NORTH AMERICA	10.9%	7.7%	29.6%	17.0%	0.0%	4.3%	24.0%	11.6%	11.3%	3.3%	23.1%	0.0%	0.0%	6.6%						

APPENDIX

FREE STATE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2024

	None	Mimosa Mall	Golden Gate Highlands National Park	Waterfront	Welkom Mall	Besotho cultural village	University of the Free State	Clarens Ash River Outfall	Sterkfontein Dam Nature Reserve	Cheetah Experience	Meluti Cave Hiking Trail	Free State Stadium/Vodacom Park	Bushmen Paintings in Schaa plaats	Black Mountain Hotel	Garpen Dam	Goldfields Mall	Farm	Dihlabeng Mall	Middelstad Mall	Private Game Reserve
AFRICA	29.5%	32.0%	11.0%	17.1%	20.4%	11.4%	16.5%	4.1%	7.0%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	6.1%	0.0%	0.0%	6.9%	0.0%
Botswana	50.0%	50.0%	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%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	36.9%	0.0%	0.0%	63.1%	31.6%	31.6%	31.6%	0.0%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	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	45.1%	54.9%	54.9%	0.0%	54.9%	54.9%	54.9%	54.9%	54.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	0.0%	33.1%	33.5%	33.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.5%	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	69.9%	0.0%	0.0%	0.0%	30.1%	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%
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%	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%	50.0%	0.0%	0.0%	0.0%	0.0%
Kenya	37.1%	62.9%	0.0%	31.5%	0.0%	31.5%	31.5%	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%
Nigeria	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%
Tanzania	0.0%	48.0%	0.0%	0.0%	52.0%	0.0%	0.0%	0.0%	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	39.2%	0.0%	0.0%	0.0%	60.8%	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%
ASIA	23.7%	16.2%	10.6%	27.2%	16.7%	0.0%	16.7%	6.9%	6.1%	0.0%	3.7%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	20.2%	10.3%	9.0%	31.4%	20.2%	0.0%	11.2%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	48.1%	0.0%	51.9%	0.0%	0.0%	0.0%	0.0%	51.9%	0.0%	0.0%	0.0%	0.0%	0.0%	51.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	26.5%	0.0%	0.0%	26.5%	0.0%	0.0%	73.5%	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%
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%	54.3%	0.0%	44.8%	27.6%	0.0%	0.0%	0.0%	27.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	66.5%	0.0%	0.0%	0.0%	33.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	26.2%	34.7%	15.6%	33.4%	7.8%	7.8%	7.8%	0.0%	0.0%	7.8%	0.0%	7.8%	7.8%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%
Australia	28.9%	44.7%	26.4%	44.7%	13.2%	13.2%	13.2%	0.0%	0.0%	13.2%	0.0%	13.2%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	22.3%	20.2%	0.0%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	40.6%	9.3%	0.0%	9.3%	0.0%	0.0%	9.3%	0.0%	0.0%	43.9%	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	0.0%	60.5%	0.0%	60.5%	0.0%	0.0%	60.5%	0.0%	0.0%	0.0%	0.0%	60.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	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%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	30.5%	14.0%	22.9%	10.8%	11.9%	9.1%	3.4%	13.8%	5.4%	6.3%	7.8%	6.1%	8.8%	5.0%	4.2%	0.0%	0.0%	1.5%	0.0%	3.0%
Austria	0.0%	0.0%	100.0%	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%
Belgium	13.9%	14.6%	50.3%	0.0%	0.0%	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	0.0%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	38.5%	61.5%	22.9%	0.0%	0.0%	22.9%	0.0%	22.9%	22.9%	0.0%	22.9%	61.5%	22.9%	0.0%	22.9%	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%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	25.4%	9.2%	17.3%	8.1%	0.0%	0.0%	0.0%	32.2%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	15.9%
Germany	26.4%	0.0%	7.1%	15.8%	26.4%	7.1%	7.1%	26.4%	0.0%	14.2%	0.0%	0.0%	7.1%	7.1%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	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%
Italy	55.0%	22.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	12.4%	14.8%	51.2%	14.8%	36.4%	36.4%	14.8%	0.0%	14.8%	0.0%	36.4%	0.0%	14.8%	0.0%	0.0%	0.0%	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%	35.9%	64.1%	35.9%	0.0%	32.5%	0.0%	0.0%	0.0%	0.0%	0.0%	32.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	54.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	76.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	27.6%	22.4%	13.9%	22.7%	22.6%	13.5%	4.7%	13.5%	9.1%	13.5%	13.5%	9.1%	13.5%	9.1%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Europe	80.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	45.7%	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%	27.1%	0.0%	27.1%	0.0%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	45.7%	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%	27.1%	0.0%	27.1%	0.0%	0.0%
NORTH AMERICA	15.8%	20.0%	19.8%	10.1%	10.6%	4.5%	0.0%	0.0%	13.9%	0.0%	4.9%	4.5%	0.0%	0.0%	0.					



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THANK YOU