

## **TABLE CONTENTS**



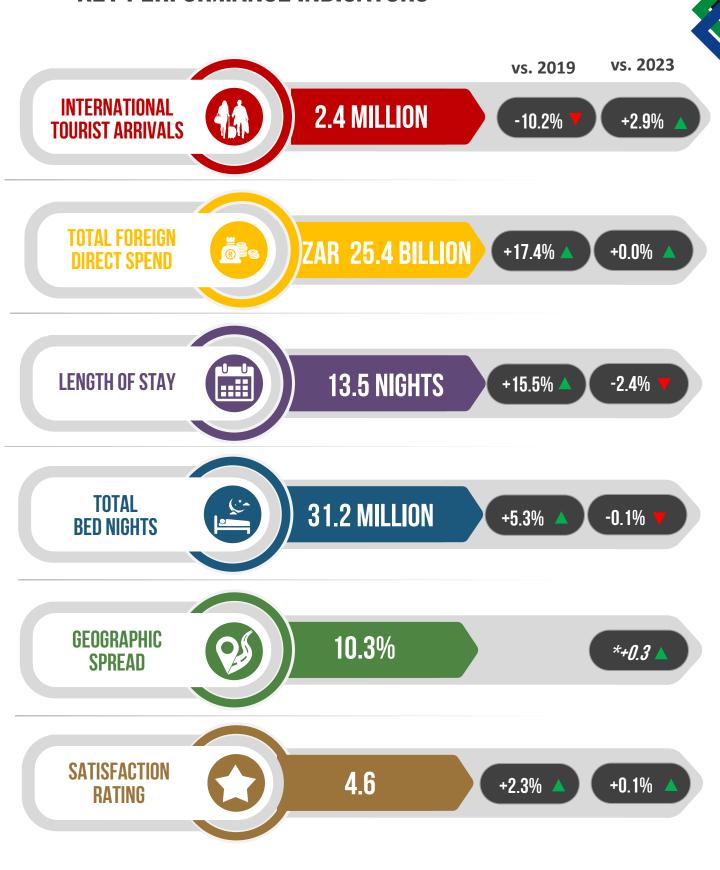


#### **EXECUTIVE SUMMARY**

- During Q4 2024, international tourist arrivals grew by +2.9% compared to the same period last year, reaching a total of 2.4 million. Despite these gains, total arrivals remained -10.2% below Q4 2019 levels, suggesting that a full return to pre-pandemic figures may take longer than expected.
- Africa: Dominated arrivals with 1.8 million tourists (73.8% share), a +2.0% year-on-year growth. While arrivals were -7.5% below Q4 2019, this region demonstrated the strongest recovery. Travellers from Zimbabwe, Mozambique, Lesotho, and eSwatini collectively accounted for 80.2% of all arrivals from Africa.
- Europe: Increased year-on-year by +4.8% registering 400.5 thousand arrivals, accounting for 16.7% of total arrivals but remained -17.6% below Q4 2019 levels.
- Americas: Arrivals from the Americas recorded a solid year-on-year increase of +6.9%, reaching 130.2 thousand visitors (5.4% share). The USA continued to dominate the region, accounting for 70.7% of arrivals.
- Asia: remained stable year-on-year at 51.2 thousand, marking the region as the second slowest to recover against Q4 2019, with a recovery gap of -32.8%.
- Middle East: Total arrivals reached 7.5 thousand this quarter, a decrease of 8.1% year-on-year. The Middle East remained the slowest-to-recover region, with an astounding -49.2% recovery gap compared to Q4 2019.
- Australasia: showed strong growth yearon-year of +25.0%, reaching 34.7 thousand tourist arrivals. During this quarter, the recovery gap to Q4 2019 almost closed, with a -0.6% negative growth rate.
- Total Foreign Direct Spend by tourists plateaued at ZAR 25.4 billion. Overall, TFDS this quarter exceeded its Q4 2019 levels by a remarkable +17.4%.

- The average foreign direct spend dipped marginally by -1.7% year-on-year, resulting in an average spend of ZAR 11 400.
- Length of Stay: Year-on-year, the average length of stay remained relatively stable at an average of 13.5 nights, dipping slightly by -2.4%. Despite this marginal dip, the length of stay is well above Q4 2019 levels, with an increase of +15.5%.
- Year-on-year, the total number of bed nights plateaued at 31.2 million nights.
   Total bed nights surpassed Q4 2019 levels by +5.3%.
- Gauteng: Maintained the highest number of arrivals at 1006.6 thousand, highest spend and bed nights. Arrivals are driven by Zimbabwean visitors. Main purpose is VFR, holiday and Business Traveller/MICE.
- Mpumalanga: Received the second highest international tourists to South Africa in Q4 2024, to 554.4 thousand, a robust year-on-year growth of +12.5%, surpassing the number of arrivals against Q4 2019 by +19.1%. bolstered by Mozambique and eSwatini tourists.
- Western Cape: Attracted 406.1 thousand tourists, ranking third highest this quarter. However, it recorded the second highest foreign spend, reaching ZAR 6.6 billion, which is reflective of its strong appeal to overseas markets, particularly travellers from the USA and UK.
- Year-on-year, recovery across regions is generally positive with some notable growth in arrivals. Unfortunately, all regions continued to experience negative growth when compared to Q4 2019. The economic pressures and political factors over the past year would have impacted and slowed down recovery. It is promising that year-onyear good growth is noted in the total spend, number of bed nights, longer stay and geographic spread.

## **KEY PERFORMANCE INDICATORS**



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.

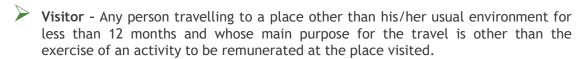
#### **OBJECTIVES**



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.



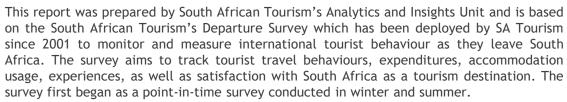




- Same day visitor Any person who visits a place without staying the night.
- A tourist is an overnight visitor taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by 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.









The survey is conducted monthly and covers South Africa's two main international airports (Oliver Tambo and Cape Town) as well as the 12 main land border posts (Grobler's Bridge, Maseru Bridge, Oshoek, Golela, Kopfontein, Pioneer Gate, Lebombo, Beitbridge, Vioolsdrift, Nakop, Ficksburg, Ramatlabama), the latter being the 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, December 2024
- 2. P0350 International Tourism, November 2024
- 3. P0350 International Tourism, October 2024
- 4. P0141 Consumer Price Index (CPI), December 2024
- 5. P0141 Consumer Price Index (CPI), November 2024
- 6. P0141 Consumer Price Index (CPI), October 2024
- 7. P6410 Tourist accommodation, December 2024
- 8. P6410 Tourist accommodation, November 2024
- 9. P6410 Tourist accommodation, October 2024
- 10.P0441 Gross Domestic Product (GDP), 4th Quarter 2024
- 11.P0441 Gross Domestic Product (GDP), 3rd Quarter 2024
- 12. <a href="https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024">https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024</a>



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 <a href="www.southafrica.net/research">www.southafrica.net/research</a> or for more information e-mail: research@southafrica.net.





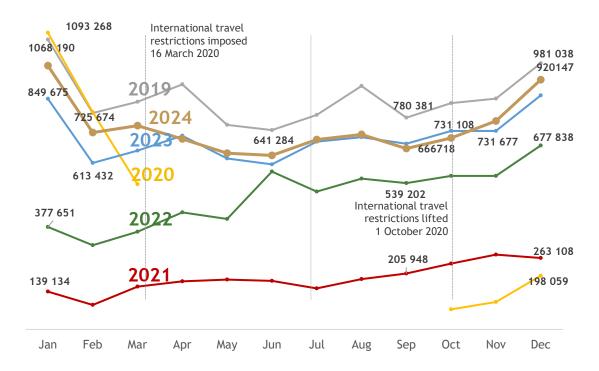
#### IMPACT OF COVID-19 ON THE SURVEY



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



<sup>1</sup> P0350 - International Tourism, December 2024; P0350 - International Tourism, November 2024; P0350 - International Tourism, October 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 global 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 Q4 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 provided for all periods (Q4 2019 - Q4 2024). In the narrative, where Q4 2024 figures are compared to Q4 2023 & Q4 2022's results rather than to Q4 2019's, the commentary is in italics. In charts, comparisons to Q4 2023 are part of the YOY line graph while comparisons to Q4 2019 are plotted separately and clearly marked as such.



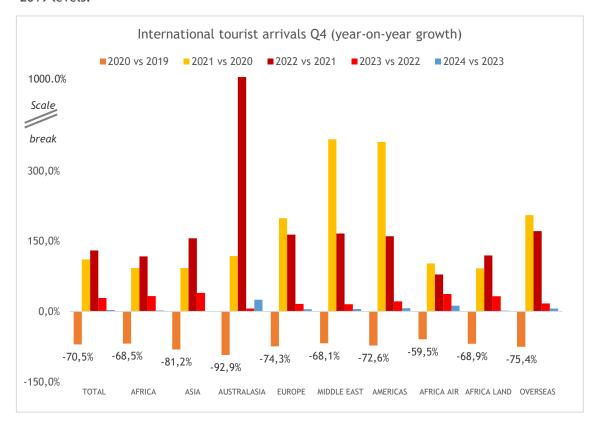


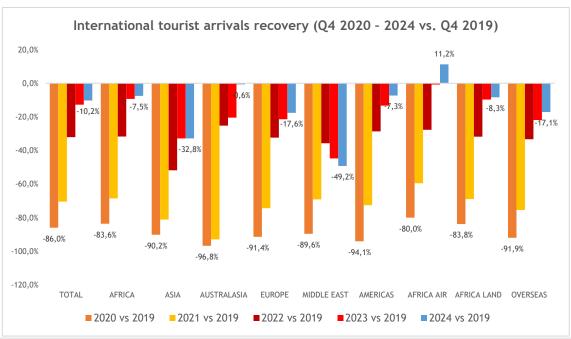
During Q4 2024, traditionally the strongest tourism quarter for South Africa, modest growth of +2.9% was recorded compared to the same period last year, reaching a total of 2.4 million tourists. While this increase was encouraging, it suggested that this may be the new level for tourist arrivals, as figures appeared to have plateaued, consistent with trends observed in other quarters of 2024. Despite these gains, total arrivals remained -10.2% below Q4 2019 levels, suggesting that a full return to pre-pandemic figures may take some time. All regions, except the Middle East, recorded marginal year-on-year increases, with Australasia performing exceptionally well at +25.0%. However, compared to Q4 2019, all regions continued to show negative growth rates, with the Middle East (-49.2%), Asia (-32.8%), and Europe (-17.6%) being the slowest to recover.



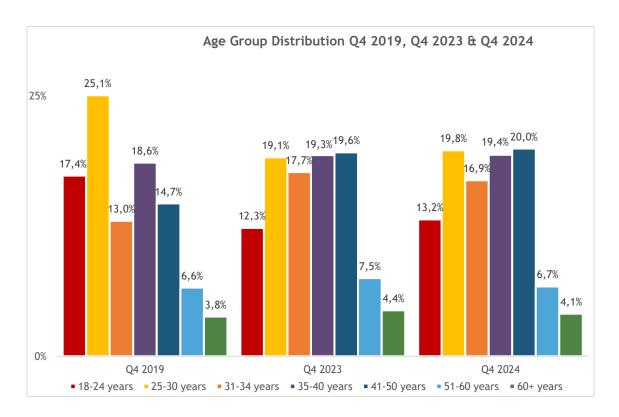


The Australasia region stood out with remarkable growth of +25.0% compared to the same period last year, whereas all other regions recorded relatively flat performance this quarter. Arrivals from Africa Air were the only segment to have surpassed their Q4 2019 levels, achieving a strong increase of +11.2%. All other regions remained below their Q4 2019 levels.

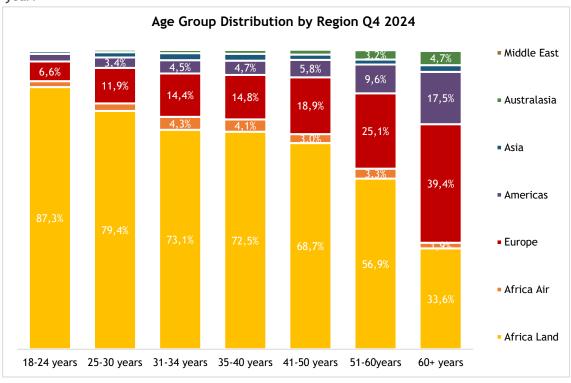


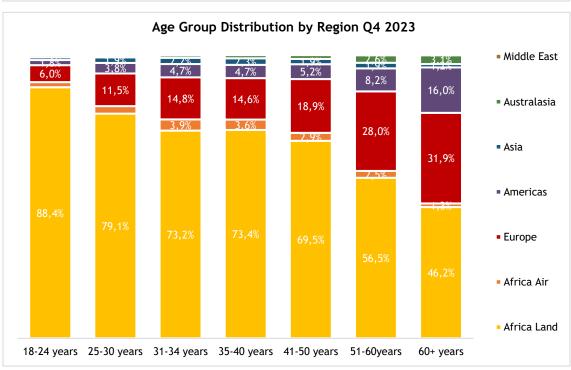


In Q4 2024, the age distribution of international tourists in South Africa remained consistent with that of Q4 2023. Notably, the 60+ and 51-60 age groups align more closely with the profiles seen in Q4 2019. However, the other age groups continue to show some variation.

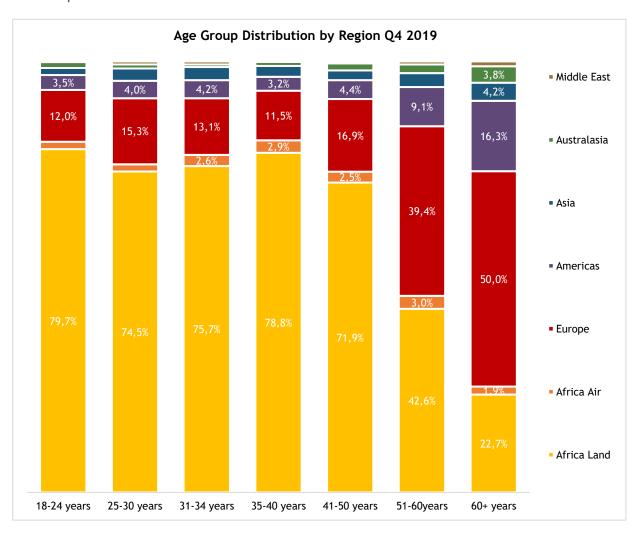


Year-on-year, the age profile of travellers across the various regions remained relatively stable and consistent. This quarter vs last quarter in 2023, in the 60+ year old age category fewer (-12.6 pp) travellers from Africa Land were noted and an increase of 60+ travellers from Europe (+7.5 pp). This quarter, in the 51-60 year old category a drop of -2.9 pp is noted in the number of travellers from Europe when compared to the same period last year.





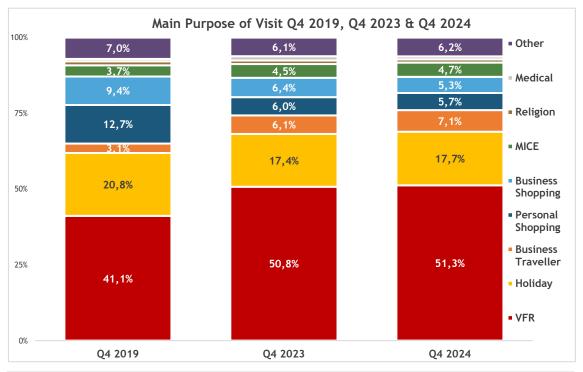
When comparing the Q4 2024 age groups across the regions against Q4 2019, varied distribution on most age groups is observed. This quarter, the number of travellers in older age groups; 51-60 years and 60+ years increased by +14.3 pp and +10.9 pp, respectively; whereas there were fewer travellers in these age groups from Europe, compared to Q4 2019. A similar trend is noted in the younger age groups of 18 - 24 years and 25 - 30 years, noting an increase in younger Africa Land travellers and fewer younger travellers from Europe.

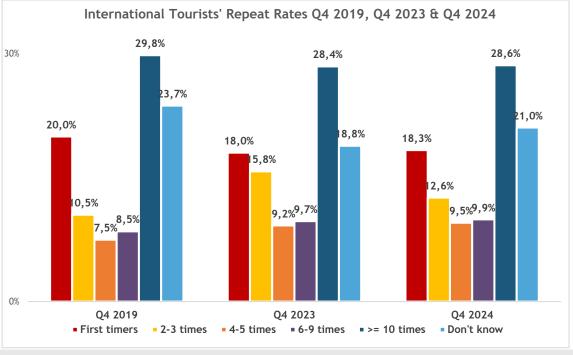


#### **PURPOSE OF TRAVEL**

Year-on-year, the reasons cited for travelling to South Africa remained consistent. Visiting Family and Friends (VFR) dominated as the main reason for travelling to South Africa, accounting for 51.3% share, VFR strengthened against Q4 2019 by 10.0 percentage points.

This quarter, the percentage of tourists visiting for holiday purposes continued slightly lower than Q4 2019 but is strengthening, reaching a share of 17.7%. 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 11.8% in Q4 2024, up from 10.6% in Q4 2023 and 6.8% in Q4 2019. Year-on-year, the proportion of first-time visitors remained stable with a share of 18.3%. A slight dip is noted year-on-year for those visiting between 2-3 times this quarter vs the same period last year.



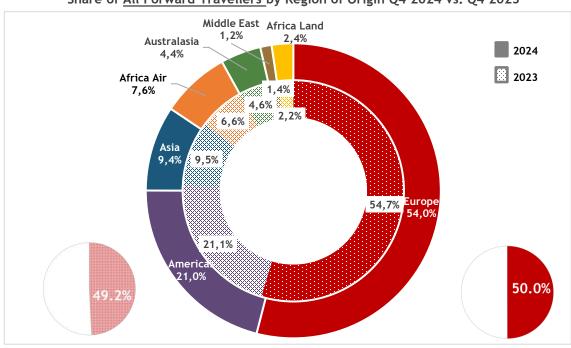


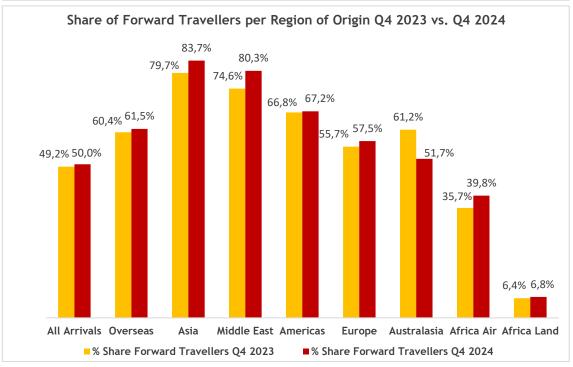
#### **FORWARD TRAVEL**

This quarter, half of travellers continued to another destination in line with the same quarter last year. Of the forward travellers, the proportion of travellers across the regions is very stable, showing marginal shifts - the most notable shift was from the Africa Air region which gained 1.0 percentage point in share this quarter in comparison to the same period as last year.

A notable decline in the share of Australasia travellers continuing with forward travel is noted, having dropped -9.5 percentage points year-on-year. On the contrary, an increase in the share of travellers continuing with forward travel is noted by Middle East (+5.8 pp.), Africa Air (+4.0 pp.) and Asian (+4.0 pp.) travellers this quarter vs. Q4 2023.

Share of All Forward Travellers by Region of Origin Q4 2024 vs. Q4 2023





### **FORWARD TRAVEL**

The top ten forward markets for the four biggest regions remained relatively stable year-on-year. The UAE and Kenya are in the top 10 forward destinations across the four major regions this quarter. Travellers from the European region decreased their share of forward travel to Germany, the UK, and Switzerland by -4.4 pp, -4.5 pp, and -4.4 pp, respectively. In contrast, forward travel to Turkey increased by +3.9 pp. A notable decline in the share of American travellers continuing their trip via Ethiopia was observed, with a decrease of -9.6 pp, whereas the share of forward travel to The Netherlands increased by +4.5 pp. The share of Asian travellers continuing their trip to the United Arab Emirates increased this quarter by +10.6 pp. Kenya, Ethiopia, and Malawi continue to be the top 3 forward travel countries for Africa Air, with the share of travel via Ethiopia increasing by +6.1 pp.

Europe Top 10	% Share	% Share
Forward Markets	Q4 2023	Q4 2024
United Arab Emirates	13.8%	16.5%
Turkey	8.4%	12.3%
Ethiopia	10.6%	11.8%
Qatar	8.9%	11.6%
The Netherlands	5.8%	8.4%
Germany	12.8%	8.4%
UK	10.8%	6.3%
Switzerland	9.7%	5.3%
France	3.6%	3.9%
Kenya	1.9%	3.1%
Others in Top 10 Q4 2023:		
Zimbabwe	3.7%	2.2%
All Europe Forward	54.7%	54.0%
Tourists	_	
Asia Top 10 Forward	% Share	% Share
Markets	Q4 2023	Q4 2024
United Arab Emirates	32.1%	42.7%
United Arab Emirates Ethiopia	32.1% 16.9%	42.7% 14.4%
United Arab Emirates Ethiopia Qatar	32.1% 16.9% 15.0%	42.7% 14.4% 14.3%
United Arab Emirates Ethiopia Qatar Kenya	32.1% 16.9% 15.0% 8.2%	42.7% 14.4% 14.3% 9.4%
United Arab Emirates Ethiopia Qatar Kenya Singapore	32.1% 16.9% 15.0% 8.2% 10.3%	42.7% 14.4% 14.3% 9.4% 8.4%
United Arab Emirates Ethiopia Qatar Kenya Singapore Turkey	32.1% 16.9% 15.0% 8.2%	42.7% 14.4% 14.3% 9.4%
United Arab Emirates Ethiopia Qatar Kenya Singapore Turkey Botswana	32.1% 16.9% 15.0% 8.2% 10.3% 1.9% 0.6%	42.7% 14.4% 14.3% 9.4% 8.4% 1.2% 0.9%
United Arab Emirates Ethiopia Qatar Kenya Singapore Turkey Botswana Rwanda	32.1% 16.9% 15.0% 8.2% 10.3% 1.9% 0.6% 0.4%	42.7% 14.4% 14.3% 9.4% 8.4% 1.2% 0.9% 0.8%
United Arab Emirates Ethiopia Qatar Kenya Singapore Turkey Botswana Rwanda Germany	32.1% 16.9% 15.0% 8.2% 10.3% 1.9% 0.6% 0.4%	42.7% 14.4% 14.3% 9.4% 8.4% 1.2% 0.9% 0.8%
United Arab Emirates Ethiopia Qatar Kenya Singapore Turkey Botswana Rwanda Germany Malawi	32.1% 16.9% 15.0% 8.2% 10.3% 1.9% 0.6% 0.4%	42.7% 14.4% 14.3% 9.4% 8.4% 1.2% 0.9% 0.8%
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United Arab Emirates Ethiopia Qatar Kenya Singapore Turkey Botswana Rwanda Germany Malawi Others in Top 10 Q4	32.1% 16.9% 15.0% 8.2% 10.3% 1.9% 0.6% 0.4%	42.7% 14.4% 14.3% 9.4% 8.4% 1.2% 0.9% 0.8%
United Arab Emirates Ethiopia Qatar Kenya Singapore Turkey Botswana Rwanda Germany Malawi Others in Top 10 Q4 2023:	32.1% 16.9% 15.0% 8.2% 10.3% 1.9% 0.6% 0.4% 0.8%	42.7% 14.4% 14.3% 9.4% 8.4% 1.2% 0.9% 0.8% 0.8%
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Americas Top 10	% Share	% Share
Forward Markets	Q4 2023	Q4 2024
UK	22.5%	19.3%
The Netherlands	6.2%	10.7%
United Arab Emirates	5.2%	8.4%
Kenya	4.3%	7.5%
Qatar	6.3%	7.0%
Ethiopia	15.8%	6.2%
Germany	3.8%	5.3%
Zimbabwe	2.7%	5.2%
Turkey	1.5%	4.9%
France	1.6%	3.7%
Others in Top 10 Q4		
2023:		
Switzerland	5.4%	3.4%
All Americas Forward	21.1%	21.0%
Tourists	21.1/0	21.0%
Africa Air Top 10	% Share	% Share
Africa Air Top 10	% Snare	∕₀ Silale
Forward Markets	% Share Q4 2023	
•		
Forward Markets	Q4 2023	Q4 2024
Forward Markets Kenya Ethiopia Malawi	Q4 2023 36.0%	Q4 2024 33.1%
Forward Markets Kenya Ethiopia Malawi Ghana	Q4 2023 36.0% 18.6%	Q4 2024 33.1% 24.7%
Forward Markets Kenya Ethiopia Malawi Ghana Rwanda	Q4 2023 36.0% 18.6% 19.1%	Q4 2024 33.1% 24.7% 16.3%
Forward Markets Kenya Ethiopia Malawi Ghana	Q4 2023 36.0% 18.6% 19.1% 1.9%	Q4 2024 33.1% 24.7% 16.3% 3.7%
Forward Markets Kenya Ethiopia Malawi Ghana Rwanda United Arab Emirates Egypt	Q4 2023 36.0% 18.6% 19.1% 1.9% 2.3%	Q4 2024 33.1% 24.7% 16.3% 3.7% 2.7%
Forward Markets Kenya Ethiopia Malawi Ghana Rwanda United Arab Emirates Egypt Angola	Q4 2023 36.0% 18.6% 19.1% 1.9% 2.3% 2.2% 0.2% 0.8%	Q4 2024 33.1% 24.7% 16.3% 3.7% 2.7% 2.7% 2.6% 2.2%
Forward Markets Kenya Ethiopia Malawi Ghana Rwanda United Arab Emirates Egypt Angola Uganda	Q4 2023  36.0%  18.6%  19.1%  1.9%  2.3%  2.2%  0.2%  0.8%  0.7%	Q4 2024 33.1% 24.7% 16.3% 3.7% 2.7% 2.7% 2.6% 2.2% 1.8%
Forward Markets Kenya Ethiopia Malawi Ghana Rwanda United Arab Emirates Egypt Angola Uganda France	Q4 2023 36.0% 18.6% 19.1% 1.9% 2.3% 2.2% 0.2% 0.8%	Q4 2024 33.1% 24.7% 16.3% 3.7% 2.7% 2.7% 2.6% 2.2%
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Forward Markets Kenya Ethiopia Malawi Ghana Rwanda United Arab Emirates Egypt Angola Uganda France Others in Top 10 Q4 2023: Zimbabwe	Q4 2023  36.0%  18.6%  19.1%  1.9%  2.3%  2.2%  0.2%  0.8%  0.7%  2.7%	Q4 2024 33.1% 24.7% 16.3% 3.7% 2.7% 2.6% 2.2% 1.8% 1.8%
Forward Markets Kenya Ethiopia Malawi Ghana Rwanda United Arab Emirates Egypt Angola Uganda France Others in Top 10 Q4 2023: Zimbabwe Qatar	Q4 2023 36.0% 18.6% 19.1% 1.9% 2.3% 2.2% 0.2% 0.8% 0.7% 2.7%	Q4 2024 33.1% 24.7% 16.3% 3.7% 2.7% 2.6% 2.2% 1.8% 1.8% 1.2% 1.0%
Forward Markets Kenya Ethiopia Malawi Ghana Rwanda United Arab Emirates Egypt Angola Uganda France Others in Top 10 Q4 2023: Zimbabwe	Q4 2023  36.0%  18.6%  19.1%  1.9%  2.3%  2.2%  0.2%  0.8%  0.7%  2.7%	Q4 2024 33.1% 24.7% 16.3% 3.7% 2.7% 2.6% 2.2% 1.8% 1.8%

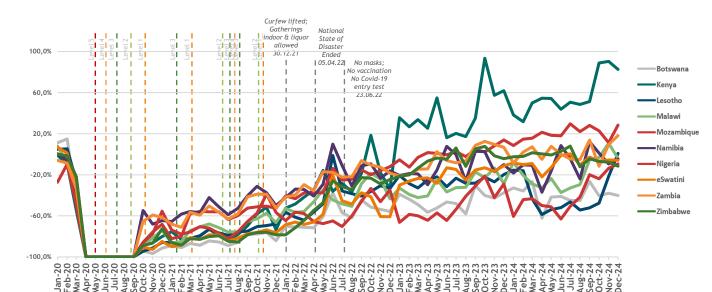
# AFRICA RECOVERY — PRIORITY MARKETS

**-7.8%** 

Oct-Dec 24 over Oct-Dec 19 monthly average

The recovery in African priority markets improved, resulting in a shortfall of -7.8% against Q4 2019. Between October and December, Kenya and Mozambique led the recovery in African priority markets, posting aggregated growth rates of +87.2% and +20.8%, respectively. In contrast, Botswana and Lesotho recorded the largest declines between October and December with an aggregated negative growth rate of -39.5% and -22.8%, respectively

#### Recovery of Africa Tourist Arrivals vs. Same Month in 2019<sup>2</sup> Jan. 2020 - Dec. 2024



#### Share of Priority Africa Tourist Arrivals by Country Prior vs. Post Covid-19<sup>2</sup>

Pre-Covid Share
9,1%
12,0 %
17,9 %
21,5 %
31,1 %

	Country	Dec	:-24
Pre-Covid Share	Country	Share	Growth
0.4%	Kenya	0.8%	82.6%
0.7%	Nigeria	0.3%	-9.4%
2.1%	Zambia	2.5%	18.1%
2.5%	Malawi	2.6%	-4.2%
2.7%	Namibia	3.0%	-4.7%
9.1%	Botswana	7.1%	-26.5%
12.0%	eSwatini	11.8%	-5.9%
17.9%	Mozambique	20.8%	28.3%
21.5%	Lesotho	11.1%	-52.2%
31.1%	Zimbabwe	27.7%	-11.7%

Dec 2024 Sha
2,5% 3,6% 7,5%
11,8%
20,8%
19,2%
27,7%

<sup>&</sup>lt;sup>2</sup> P0350 - International Tourism, December 2024; P0350 - International Tourism, November 2024; P0350 - International Tourism, October 2024

# OVERSEAS RECOVERY — PRIORITY MARKETS

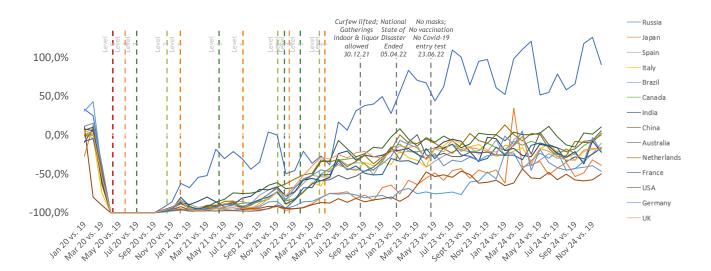
**-17.1%** •

Oct-Dec 24 over Oct-Dec 19 monthly average

This quarter, the recovery of overseas priority markets improved to -17.7% against Q4 2019 vs a recovery gap of -21.5% in Q4 2023.

The recovery in Q4 2024 across the months of October to December, was led by the Russian Federation, with monthly increases of 118.0% in October, 125.9% in November and 90.0% in December. Germany also played a role in the recovery between October and December with marginal but steady increases of +2.6% in October, +1.2% in November and +10.5% in December. On the contrary, all other overseas priority markets noted negative growth rates across October to December.

#### Recovery of Overseas Tourist Arrivals vs. Same Month in 2019<sup>2</sup> Jan. 2020 - Dec. 2024

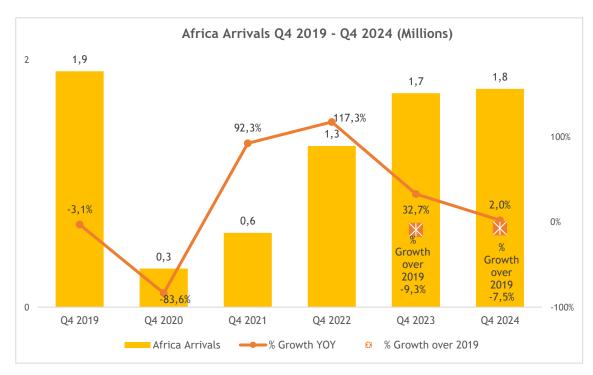


#### Share of Priority Overseas Tourist Arrivals by Country Prior vs. Post Covid-192

Pre-Covid Share	Pre-Covid	Country		Dec	:-24	Dec.24 Share
2.8%	Share			Share	Growth	2 49/
3.2% 3.4%	0.9%	Russia		1.7%	90.9%	2,4% 2,3% 2,9%
4.0% 4.3%	1.3%	Japan		0.6%	-39.0%	2,5%
4.8%	1.6%	Spain		1.0%	-10.6%	5,5%
7.1%	2.8%	Italy		2.4%	-15.5%	6,1%
9.1%	3.2%	Brazil		2.3%	-46.6%	4,6%
	3.4%	Canada		2.9%	0.1%	
15.4%	4.0%	India		2.5%	-22.1%	16,4%
	4.3%	China		1.3%	-49.8%	
	4.8%	Australia		5.5%	5.5%	
18.8%	7.1%	Netherlands		6.1%	2.4%	12,0%
	9.1%	France		4.6%	-16.6%	
	15.4%	USA		16.4%	10.5%	
23.2%	18.8%	Germany		12.0%	-21.0%	19,4%
	23.2%	UK		19.4%	-18.3%	

<sup>&</sup>lt;sup>2</sup> P0350 - International Tourism, December 2024; P0350 - International Tourism, November 2024; P0350 - International Tourism, October 2024

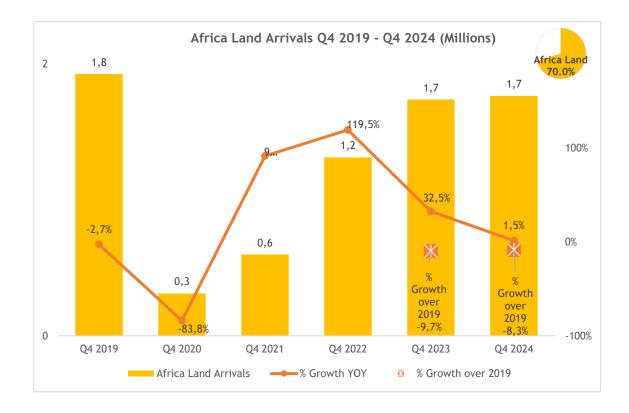
This quarter, international tourist arrivals from Africa made up 73.8% of all arrivals into South Africa, up from 71.6% in Q3 2023, reaffirming the continent as the largest contributor. South Africa welcomed 1.8 million international tourists during the period, marking a modest +2.0% year-on-year growth. This increase further narrowed the recovery gap against Q4 2019, leaving a shortfall of just -7.5%. As in previous quarters, travellers from Zimbabwe, Mozambique, Lesotho, and eSwatini collectively accounted for 80.2% of all arrivals from Africa, reflecting the influence of geographic proximity. Zimbabwe maintained its position as the top source market, holding a stable 28.9% share. Mozambique, however, experienced notable growth, with its share rising from 17.2% in Q4 2019 to 22.5% in Q4 2024. Arrivals from Mozambique also saw a strong year-on-year increase of +24.6%, exceeding Q4 2019 levels by +22.5%. In contrast, Lesotho's share declined by -2.9%, with arrivals remaining well below pre-pandemic levels. An impressive year-on-year increase of +29.4% was observed in arrivals from Malawi, albeit from a smaller base.



Africa Tourist Arrivals by Top 10 Markets Q4 2024

				0/ 6 - 11	0/ 6 41
Africa Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Zimbabwe	510 820	29.4%	28.9%	-9.0%	-9.2%
Mozambique	396 640	17.2%	22.5%	20.8%	11.7%
Lesotho	284 402	19.0%	16.1%	-21.7%	1.6%
Eswatini	224 103	12.5%	12.7%	-6.1%	8.7%
Botswana	117 713	10.2%	6.7%	-39.6%	0.2%
Malawi	53 169	2.8%	3.0%	0.7%	29.4%
Namibia	47 588	2.6%	2.7%	-4.6%	4.7%
Zambia	41 410	2.0%	2.3%	6.2%	-2.9%
Kenya	15 301	0.4%	0.9%	87.0%	10.5%
Tanzania	11 455	0.5%	0.6%	9.3%	9.5%
All Africa Arrivals	1 765 660	71.6%	73.8%	-7.5%	2.0%
Others in Top 10 in Q4 2019					
Angola	9 680	0.7%	0.5%	-31.6%	-0.2%

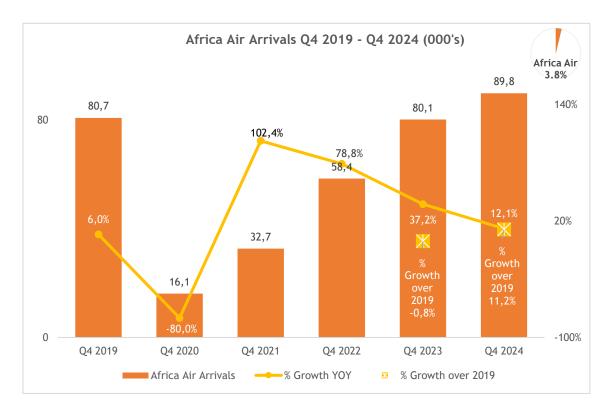
International tourist arrivals into South Africa from Africa via land remained steady this quarter at 1.7 million, reflecting a shortfall of -8.3% compared to Q4 2019. Land arrivals continued to dominate, accounting for 70.0% of all international arrivals, a slight increase of +1.4 percentage points vs Q4 2019. These results mirror overall trends for Africa, given the significant share of arrivals attributed to land routes. In Q4 2024, Zimbabwe, Mozambique, Lesotho, and eSwatini collectively made up 84.5% of all land arrivals from Africa. Zimbabwe retained its position as the leading source market, holding a stable share of 30.5%. Mozambique demonstrated significant growth, increasing its share by +5.7 percentage points compared to Q4 2019, with strong gains of +20.8% versus Q4 2019 and +11.7% versus Q4 2023. Arrivals from eSwatini also showed positive growth, increasing by +8.7% year-on-year.



Africa Land Tourist Arrivals by Market Q4 2024

Africa Land Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Zimbabwe	510 820	30.7%	30.5%	-9.0%	-9.2%
Mozambique	396 640	18.0%	23.7%	20.8%	11.7%
Lesotho	284 402	19.9%	17.0%	-21.7%	1.6%
Eswatini	224 103	13.1%	13.4%	-6.1%	8.7%
Botswana	117 713	10.7%	7.0%	-39.6%	0.2%
Malawi	53 169	2.9%	3.2%	0.7%	29.4%
Namibia	47 588	2.7%	2.8%	-4.6%	4.7%
Zambia	41 410	2.1%	2.5%	6.2%	-2.9%
All Africa Land Arrivals	1 675 845	68.6%	70.0%	-8.3%	1.5%

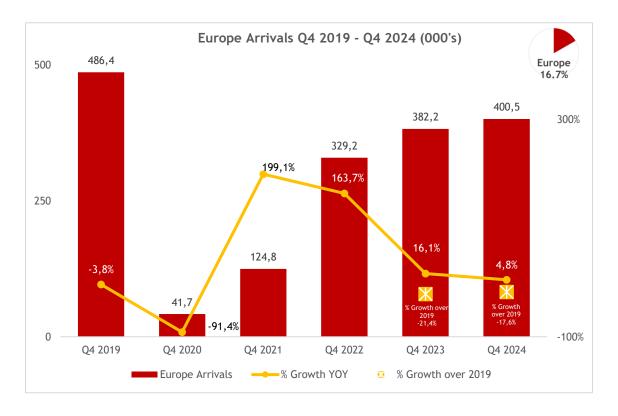
Africa Air arrivals totaled an impressive 89.8 thousand this quarter, reflecting a +12.1% year-on-year increase and making it the only region to surpass Q4 2019 levels, with growth of +11.2%. Despite this strong performance, Africa Air arrivals continued to represent a small share of international arrivals of 3.5%. Kenya and Ghana recorded notable growth this quarter compared to Q4 2019, with both increasing their share by +6.9 percentage points. Ghana, in particular, demonstrated exceptional growth, achieving a year-on-year increase of +148.3% and a +56.2% rise against Q4 2019 levels. Conversely, Angola, the fourth-largest contributor to Africa Air arrivals, saw its share decline by -6.7 percentage points compared to Q4 2019.



#### Africa Air Tourist Arrivals by Top 10 Markets Q4 2024

Africa Air Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Kenya	15 301	10.1%	17.0%	87.0%	10.5%
Tanzania	11 455	13.0%	12.8%	9.3%	9.5%
Ghana	11 170	5.6%	12.4%	148.3%	56.2%
Angola	9 680	17.5%	10.8%	-31.6%	-0.2%
DRC	8 798	10.2%	9.8%	6.4%	7.2%
Nigeria	6 397	9.4%	7.1%	-15.6%	23.2%
Mauritius	6 032	8.1%	6.7%	-8.3%	1.6%
Uganda	3 987	5.0%	4.4%	-1.0%	-1.9%
Ethiopia	2 074	2.0%	2.3%	29.8%	0.8%
Seychelles	1 620	2.1%	1.8%	-4.9%	-0.2%
All Africa Air Arrivals	89 815	3.0%	3.8%	11.2%	12.1%
Others in Top 10 in Q4 2019					
Egypt	1 560	2.8%	1.7%	-30.5%	-6.0%

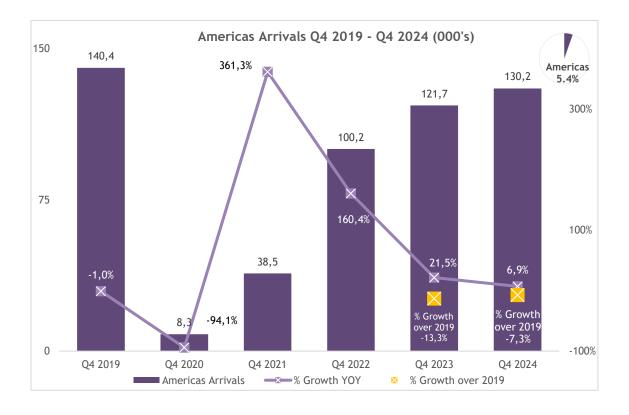
Total arrivals from Europe reached 400.5 thousand this quarter. The share of European arrivals in Q4 2024 declined slightly to 16.7%, down from 18.2% in Q4 2019. The recovery gap for European arrivals remains significant at -17.6% from Q4 2019. This quarter, South Africa continues to attract travellers from key markets, with the UK, Germany, The Netherlands, and France collectively accounting for 69.3% of all European arrivals. Most of the top 10 source markets recorded year-on-year growth, with notable increases from the Russian Federation (+15.0%) and Germany (+12.8%). The UK remained the largest contributor, maintaining a stable share of 26.7%. This quarter saw Austria and Spain drop out of the top 10 source markets due to marginal declines in their share of arrivals.



#### Europe Tourist Arrivals by Top 10 Markets Q4 2024

Europe Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
UK	107 069	26.9%	26.7%	-18.2%	2.9%
Germany	93 617	23.8%	23.4%	-19.1%	12.8%
The Netherlands	40 666	8.9%	10.2%	-6.0%	-0.2%
France	36 236	9.9%	9.0%	-25.0%	3.8%
Switzerland	15 435	4.1%	3.9%	-22.7%	0.9%
Belgium	13 999	3.4%	3.5%	-14.2%	0.1%
Italy	12 941	3.2%	3.2%	-18.1%	2.9%
Russian Federation	11 073	1.1%	2.8%	110.2%	15.0%
Sweden	9 227	3.3%	2.3%	-42.0%	-0.6%
Ireland	8 325	1.9%	2.1%	-11.8%	5.5%
All Europe Arrivals	400 540	18.2%	16.7%	-17.6%	4.8%
Others in Top 10 in Q4 2019					
Austria	7 847	2.1%	2.0%	-22.6%	5.7%
Spain	7 459	2.0%	1.9%	-24.8%	-7.5%

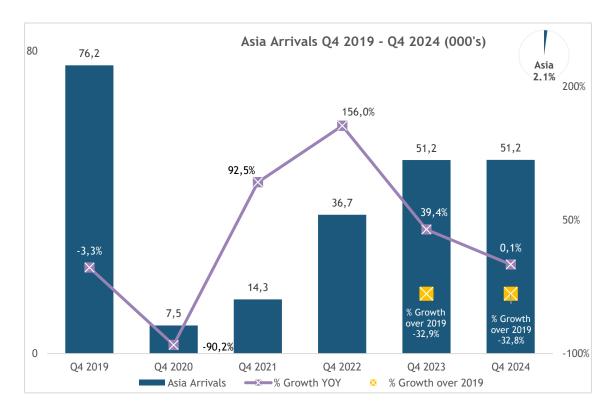
In Q4 2024, arrivals from the Americas recorded a solid year-on-year increase of 6.9%, reaching 130.2 thousand visitors to South Africa. This growth narrowed the recovery gap compared to Q4 2019 to -7.3%, while the Americas' share of total arrivals remained steady at 5.4%. The USA continued to dominate the region, accounting for 70.7% of arrivals—a notable increase of +8.3 percentage points from Q4 2019. The USA also exceeded its Q4 2019 levels, achieving a growth of +5.2%. Year-on-year, Canada, the second-largest source market, posted a +10.4% increase, maintaining its share at 14.1%. Brazil followed as the third-largest contributor with a robust year-on-year growth of +25.9%. Collectively, the USA, Canada, and Brazil accounted for 95.0% of arrivals from the Americas, effectively representing the majority of this market.



Americas Tourist Arrivals by Top 10 Markets Q4 2024

Americas Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
USA	92 058	62.4%	70.7%	5.2%	3.9%
Canada	18 325	14.0%	14.1%	-7.0%	10.4%
Brazil	13 271	16.6%	10.2%	-43.1%	25.9%
Argentina	1 271	2.0%	1.0%	-53.9%	18.5%
Mexico	1 226	1.0%	0.9%	-15.0%	12.9%
Chile	714	0.8%	0.5%	-39.4%	-17.4%
Colombia	476	0.5%	0.4%	-33.4%	36.8%
Peru	440	0.9%	0.3%	-65.2%	6.0%
Jamaica	326	0.2%	0.3%	46.8%	41.1%
Uruguay	224	0.3%	0.2%	-47.3%	11.4%
All Americas Arrivals	130 165	5.3%	5.4%	-7.3%	6.9%

Arrivals from Asia remained stable year-on-year at 51.2 thousand, marking the region as the second slowest to recover against Q4 2019, with a recovery gap of -32.8%. Asia contributed 2.1% of total international arrivals to South Africa, down from a 2.9% share in Q4 2019, making it the third smallest regional contributor. India retained its position as the dominant source market, with its share rising from 29.9% in Q4 2019 to 34.3% in Q4 2024. However, arrivals from India remained below pre-pandemic levels, showing a gap of -23.1% compared to Q4 2019 and -9.4% year-on-year. In contrast, China (including Hong Kong) saw its share drop by -10.2 percentage points against Q4 2019 and recorded a year-on-year decline of -9.4%.



Asia Tourist Arrivals by Top 10 Markets Q4 2024

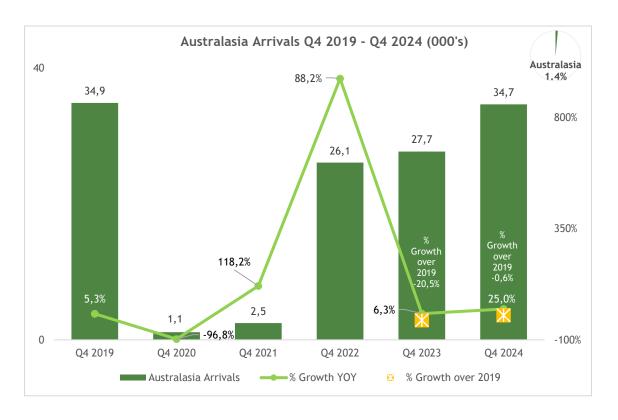
Asia Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
India	17 549	29.9%	34.3%	-23.1%	-9.4%
China including Hong Kong	9 907	29.5%	19.3%	-55.9%	11.4%
Japan	4 471	10.0%	8.7%	-41.5%	8.2%
Pakistan	3 675	4.2%	7.2%	14.0%	23.5%
South Korea	3 055	5.5%	6.0%	-26.5%	-2.9%
Singapore	2 199	3.8%	4.3%	-23.8%	6.4%
Malaysia	1 898	2.5%	3.7%	-1.0%	34.4%
Philippines	1 581	2.6%	3.1%	-20.2%	-22.3%
Bangladesh	1 454	2.0%	2.8%	-3.6%	-21.6%
Thailand	1 296	2.9%	2.5%	-41.3%	1.6%
All Asia Arrivals	51 212	2.9%	2.1%	-32.8%	0.1%
Others in Top 10 in Q4 2019					
Taiwan	1 192	2.2%	2.4%	-29.4%	40.2%

## AUSTRALASIA ARRIVALS 34.7 K

-0.6%

Q4 2024 over Q4 2019

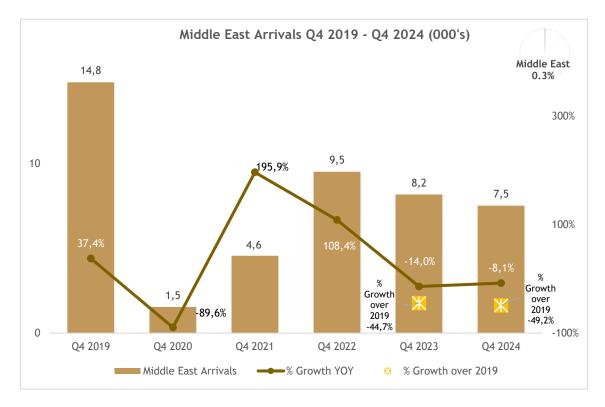
The Australasian region showed strong growth year-on-year of +25.0%, reaching 34.7 thousand tourist arrivals. During this quarter, the recovery gap to Q4 2019 almost closed, with a -0.6% negative growth rate. The region's share of arrivals remained stable at 1.4%. Australia remained the primary source of tourists from the Australasian region, with a phenomenal growth rate of +27.7% year-on-year. New Zealand exceeded its Q4 2019 levels by +7.0% and reported a year-on-year increase of +13.2%. These two countries accounted for 99.6% of all arrivals from the Australasian region.



#### Australasia Tourist Arrivals by Market Q4 2024

Australasia Top 2 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Australia	28 483	83.6%	82.2%	-2.3%	27.7%
New Zealand	6 036	16.2%	17.4%	7.0%	13.2%
All Australasia Arrivals	34 656	1.3%	1.4%	-0.6%	25.0%

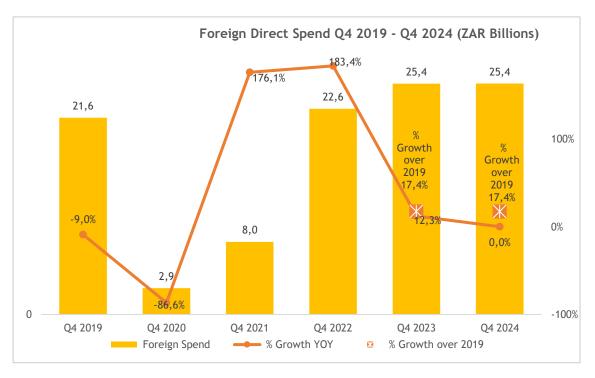
This quarter, the Middle East continued to be the smallest contributor of international tourist arrivals to South Africa, with a share of 0.3%, having dropped from 0.6% in Q4 2019. The Middle East remained the slowest-to-recover region, with an astounding -49.2% recovery gap compared to Q4 2019. Total arrivals reached 7.5 thousand this quarter, a decrease of -8.1% year-on-year. 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 14.4% in Q4 2019 to 38.2% in Q4 2024, making it the top contributing country of arrivals from the Middle East. Compared to the same period last year, Saudi Arabia experienced a marginal decline of -2.4%. Arrivals from Israel saw a sharp decline year-on-year of -21.4%, widening the recovery gap against Q3 2019 to -81.2%. Saudi Arabia and Israel accounted for an aggregated share of 61.7% of Middle Eastern arrivals to South Africa.



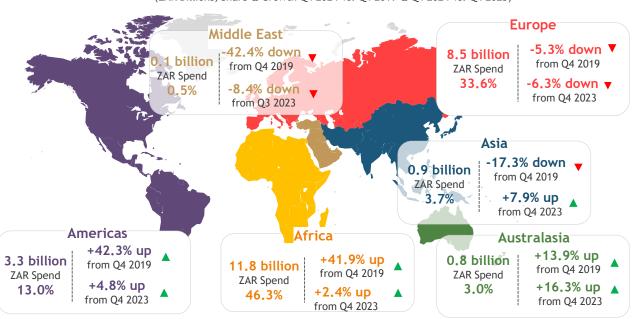
Middle East Tourist Arrivals by Top 10 Markets Q4 2024

Middle East Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2019	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Saudi Arabia	2 864	14.4%	38.2%	34.6%	-2.4%
Israel	1 767	63.8%	23.6%	-81.2%	-21.4%
Lebanon	589	5.0%	7.9%	-19.5%	-5.3%
Jordan	577	4.1%	7.7%	-4.0%	-0.2%
United Arab Emirates	461	3.4%	6.1%	-9.3%	-5.9%
Iran	439	2.9%	5.9%	3.1%	-20.5%
Palestine	209	0.5%	2.8%	190.3%	124.7%
Yemen	123	1.3%	1.6%	-34.6%	-36.3%
Qatar	123	1.4%	1.6%	-38.5%	5.1%
Syria	123	1.2%	1.6%	-33.2%	7.0%
All Middle East Arrivals	7 500	0.6%	0.3%	-49.2%	-8.1%
Others in Top 10 in Q4 2019					
Oman	113	0.8%	1.5%	-71.7%	-3.0%

During Q4 2024, Total Foreign Direct Spend (TFDS) by tourists plateaued at ZAR 25.4 billion. Overall, TFDS this quarter exceeded its Q4 2019 levels by a remarkable +17.4%. African, American, and Australasian tourists not only marked outstanding year-on-year TFDS growth, but these three regions also surpassed their Q4 2019 spend levels by +41.9%, +42.3%, and +13.9%, respectively. TFDS from Europe and the Middle East declined this quarter compared to the same period last year, and these two regions continued to fall short of Q4 2019 levels by -5.3% and -42.4%. Middle East reflecting the harsh instability in the region. The Asia region grew year-on-year spend by +7.9%, but still fell short of Q4 2019 levels by -17.3%.



Foreign Direct Spend by Region Q4 2024 (ZAR Billions, Share & Growth Q4 2024 vs. Q4 2019 & Q4 2024 vs. Q4 2023)



As expected, this quarter, Africa dominated international tourist arrivals, accounting for 73.8% of all arrivals, with the majority (70.0%) arriving by land. However, visitors from Africa by land contributed only 39.2% of the total spend, resulting in a lower share-of-spend to share-of-arrival ratio of 55.9%. In contrast, overseas markets contributed only 26.2% of all international arrivals; however, these visitors contributed 53.7% of the total spend, resulting in a higher share-of-spend to share-of-arrival ratio of 204.8%. The Americas reported the highest ratio at +238.2%. These disparities indicated significant variations in spending behavior among tourists from different regions, with overseas visitors generally spending more per capita compared to those arriving from within Africa—except for Africa Air, which had a high share-of-spend to share-of-arrival ratio of 189.8%.

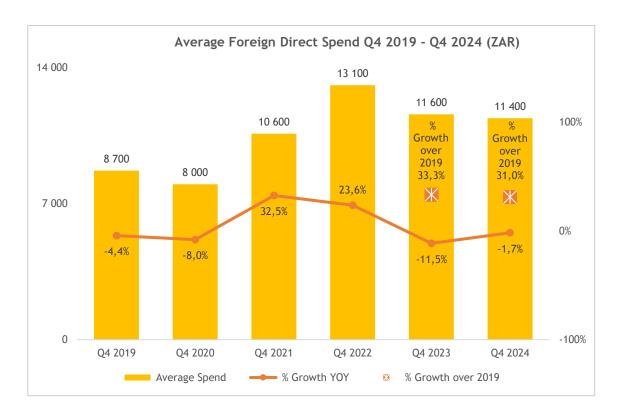
Spend & Ratio by Region Q4 2024

Region	% of Arrivals	% of Spend	Ratio
	Q4 2024	Q4 2024	% Spend: % Arrivals
Africa	73.8%	46.3%	62.7%
Africa Land	70.0%	39.2%	55.9%
Africa Air	3.8%	7.1%	189.8%
Overseas	26.2%	53.7%	204.8%
Europe	16.7%	33.6%	200.7%
Americas	5.4%	13.0%	238.2%
Asia	2.1%	3.7%	1 <mark>71.6</mark> %
Australasia	1.4%	3.0%	203.9%
Middle East	0.3%	0.5%	173.5%

This quarter, the share of spend on accommodation dropped by -15.0% year-on-year, which is reflected in the increased choice of staying with friends and family, as well as more travel being for visits to friends and family. A decline in spend was noted this quarter in the food and beverages, accommodation, transport, and medical categories compared to Q4 2023. In contrast, an increase was noted in business and personal shopping this quarter compared to the same period last year.

	ZAR Billion	าร	% Share % Grow		% Growth	% Growth
Spend Category	Q4 2019	Q4 2024	Q4 2019	Q4 2024	Q4 2019 - Q4 2024	Q4 2023 - Q4 2024
Personal Shopping	6.0	7.9	27.8%	31.0%	30.8%	2.7%
Food & Beverages	4.2	3.0	19.3%	11.7%	-29.1%	-35.4%
Leisure	2.7	3.0	12.5%	11.7%	9.6%	2.4%
Accommodation	3.5	2.9	16.3%	11.4%	17.5%	-15.0%
<b>Business Shopping</b>	1.9	2.7	8.6%	10.6%	44.4%	44.3%
Transport	2.2	2.2	10.2%	8.7%	0.3%	-9.6%
Medical	0.2	0.2	0.8%	0.9%	43.7%	-57.1%
All Types	21.6	25.4	100.0%	100.0%	17.4%	0.0%

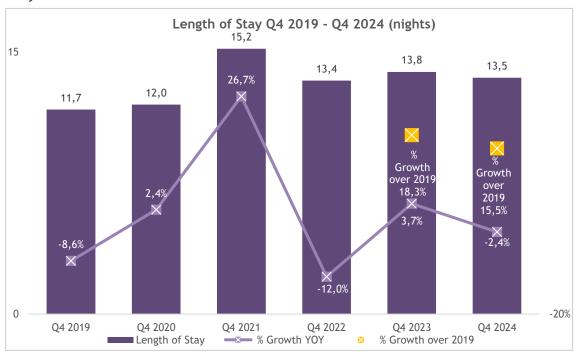
The average foreign direct spend dipped marginally by -1.7% year-on-year, resulting in an average spend of ZAR 11 400. Despite this marginal decline, the figure still represented a +31.0% increase compared to Q4 2019. Year-on-year, Africa Air and Asia increased their average foreign direct spend by +7.3% and +5.3%, respectively. The average foreign direct spend decreased for all other regions year-on-year. In contrast, the average foreign direct spend surpassed Q4 2019 levels for all regions. The Americas recorded the highest average spend at ZAR 27 700, while Africa land recorded the lowest average foreign direct spend at ZAR 6 200.

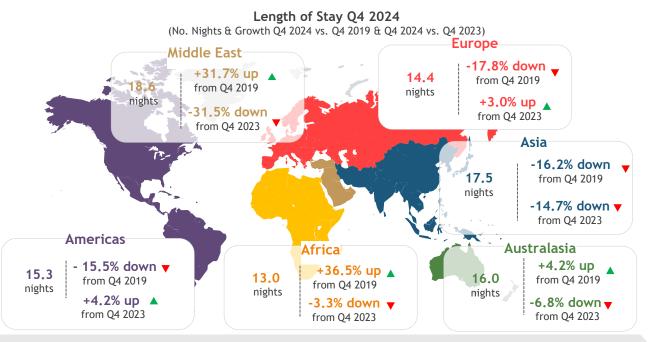


Average Foreign Direct Spend by Region Q4 2019 - Q4 2024

		, ,	-	-	
Average Spend (ZAR)				% Growth	% Growth
Region	Q4 2019	Q4 2023	Q4 2024	Q4 2019 - Q4 2024	Q4 2023 - Q4 2024
Africa	4 500	6 900	7 000	55.6%	1.4%
Africa Land	4 000	6 300	6 200	55.0%	-1.6%
Africa Air	18 600	23 200	24 900	33.9%	7.3%
Europe	20 800	26 100	23 800	14.4%	-8.8%
Americas	19 600	28 700	27 700	41.3%	-3.5%
Asia	17 400	20 800	21 900	25.9%	5.3%
Australasia	20 400	24 600	23 100	13.2%	<b>-6.1</b> %
Middle East	19 400	23 400	23 400	20.6%	0.0%
All Arrivals	8 700	11 600	11 400	31.0%	-1.7%

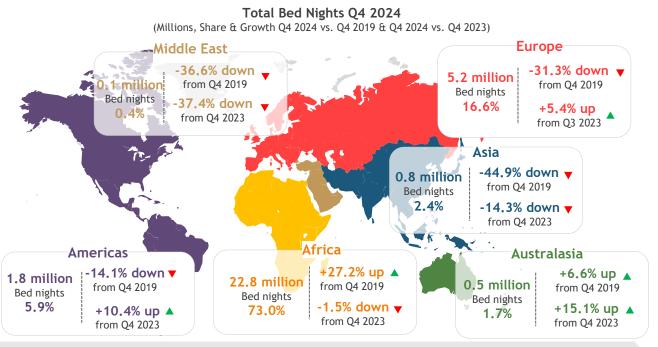
Year-on-year, the average length of stay remained relatively stable at an average of 13.5 nights, dipping slightly by -2.4%. Despite this marginal dip, the length of stay is well above Q4 2019 levels, with an increase of +15.5%. Tourists from the Africa region recorded the lowest average length of stay at 13.0 nights, a +36.5% increase compared to Q4 2019. In contrast, tourists from overseas tended to stay longer, with lengths of stay of 18.6 nights for the Middle East, 17.5 nights for Asia, 16.0 nights for Australasia, 15.3 nights for the Americas, and 14.4 nights for Europe. Most regions experienced a year-on-year decline in length of stay, with the most significant declines coming from the Middle East (-31.5%) and Asia (-14.7%). Europe was the exception, where a marginal +3.0% increase was noted year-on-year.



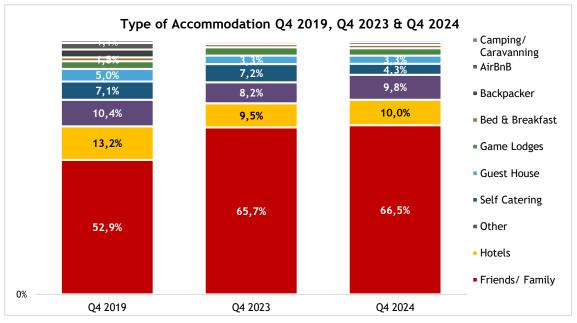


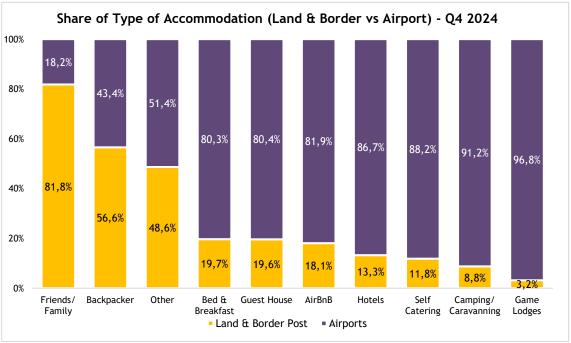
Year-on-year, the total number of bed nights plateaued at 31.2 million nights. Total bed nights surpassed Q4 2019 levels by +5.3%. The Africa region accounted for 73.0% of bed nights during Q4 2024, reaching 22.8 million, exceeding Q4 2019 levels by +27.2%. Europe's share of bed nights reached 16.6% this quarter, a +5.4% increase year-on-year. Unfortunately, the recovery gap to Q4 2019 remains quite significant at -31.3%. The Americas region displayed good year-on-year growth of +10.4%. The Asia and Middle East regions both performed poorly, with negative growth rates compared to both Q4 2023 and Q4 2019. Conversely, the Australasia region demonstrated robust growth compared to both Q4 2023 and Q4 2019.





In line with the main reason for travel being visits to family and friends, it is no surprise that the dominant choice of accommodation continued to be 'friends and family', particularly given the tough economic conditions globally. This quarter, the proportion of visitors staying with friends and family, as well as in hotels, remained higher than in Q4 2019. Staying in self-catering accommodation noted a drop year-on-year. The use of hotels as accommodation remained stable year-on-year at 10.0%, though it was -3.2 percentage points lower than in Q4 2019. 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 airports preferred game lodges, camping/caravanning, self-catering, hotels, AirBnB, guest houses, and B&Bs, with these accommodations more likely being paid for.

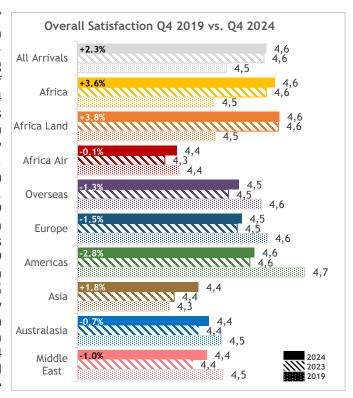




4.6

+2.3%

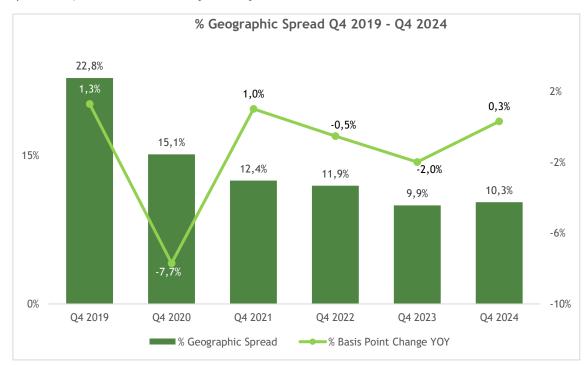
In Q4 2024, international tourists' overall satisfaction with South Africa remained stable year-onyear, achieving a satisfaction rating of 4.6. A marked improvement of +2.3% was noted compared to Q4 improvement This primarily driven by tourists from Africa Land, with those arriving by land showing a +3.8% increase. Satisfaction among tourists from Africa Air increased year-on-year, bringing it in line with Q4 2019 levels. In contrast, satisfaction levels for most overseas regions have yet to recover to Q4 2019 levels. Satisfaction ratings from American tourists remain -2.8% below Q4 2019 levels, followed by European travellers at -1.5%. Asian tourists' satisfaction increased both year-on-year and compared to Q4 2019 by +1.8%. The Middle East and Australasia ratings are nearly in line with Q4 2019 levels.



As expected, South Africa's natural attractions continued to score highly across all regions, particularly among overseas visitors. In addition to South Africa's natural attractions, overseas visitors rated friendly people and value for money highly. Safety and security were the lowest-rated factors, with scores not exceeding 3.9 across all regions. Roads were also rated poorly by overseas regions, with visitors from Australasia giving the lowest score

·	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	4.4	4.4
Natural Attractions	4.7	4.6	4.6	4.6	4.8	4.8	4.8	4.8	4.7	4.8
Accommodation	4.5	4.4	4.4	4.4	4.5	4.5	4.6	4.5	4.5	4.6
Immigration	4.4	4.4	4.4	4.3	4.5	4.5	4.5	4.4	4.3	4.5
Customs	4.5	4.5	4.5	4.4	4.5	4.5	4.5	4.4	4.4	4.5
Public Transportation	4.5	4.5	4.5	4.3	4.3	4.4	4.4	4.2	4.2	3.9
Friendly People	4.4	4.3	4.3	4.3	4.7	4.7	4.7	4.5	4.6	4.6
Value for Money	4.4	4.3	4.3	4.3	4.7	4.7	4.7	4.4	4.6	4.4
Safety & Security	3.9	3.9	3.9	3.8	3.8	3.8	3.9	3.6	3.7	3.6
South Africa Police Services	4.3	4.4	4.4	4.1	4.2	4.3	4.2	4.0	4.1	3.7
Roads	4.4	4.5	4.5	4.5	3.9	3.9	4.0	4.0	3.6	4.0
Water	4.3	4.3	4.3	4.5	4.2	4.2	4.3	4.2	4.2	4.2
Mobile phone and Internet network	44	4.5	4.5	4.4	4.3	4.3	4.3	4.2	4.2	4.3
Electricity	4.5	4.5	4.5	4.5	4.4	4.4	4.5	4.4	4.4	4.3

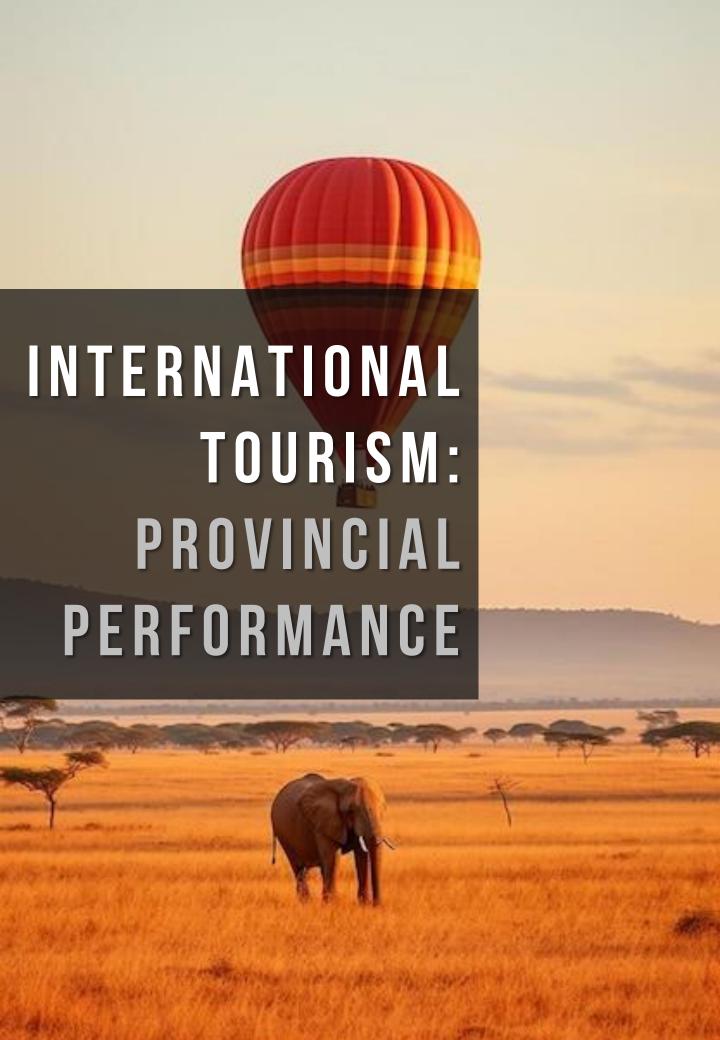
South Africa's geographic spread index (the share of tourists that travel to two or more provinces) increased to 10.3% year-on-year.



<sup>\*</sup>Change in percentage points (P.P) vs. 2023.



 $<sup>{}^*\</sup>text{Geographic spread being the share of tourists visiting 2 provinces or more.}$ 







This quarter follows similar trends to previous years, with the Gauteng province receiving the highest number of international tourists, reaching 1006.6 thousand. Mpumalanga is the province with the second largest number of arrivals, with the majority of tourists coming from neighboring countries, and then there is the Western Cape receiving a total of 406.1 thousand visitors. The Western Cape records the second highest spend, with its two top source countries being the USA and the UK.

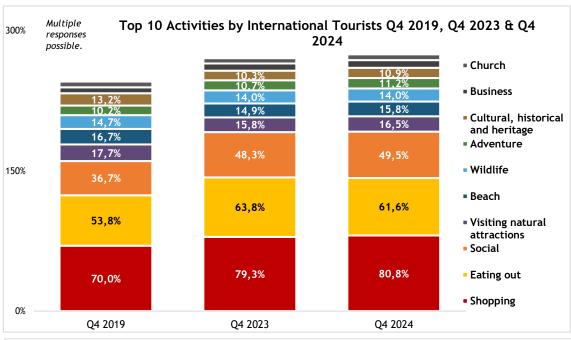
Tourist Arrivals, Spend, Bed Nights & Length of Stay by Province Q4 2024

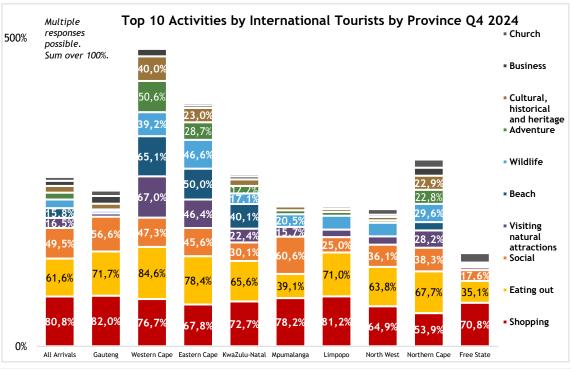
Province	International Tourist Arrivals (000's)	Foreign Spend (ZAR Billions)	Bednights (Millions)	Length of Stay (nights)
	Q4 2024	Q4 2024	Q4 2024	Q4 2024
Gauteng	1 006.6	11.6	12.6	13.0
Mpumalanga	554.4	1.9	5.9	11.1
Western Cape	406.1	6.6	5.0	12.8
Free State	194.2	0.3	2.3	12.5
KwaZulu-Natal	191.3	1.5	1.8	10.0
Limpopo	182.9	1.5	1.1	6.3
North West	110.1	0.6	1.1	10.4
Eastern Cape	90.6	0.9	1.2	14.0
Northern Cape	19.2	0.6	0.2	9.5

# PROVINCIAL ARRIVALS 2.4 MILLION -10.2%

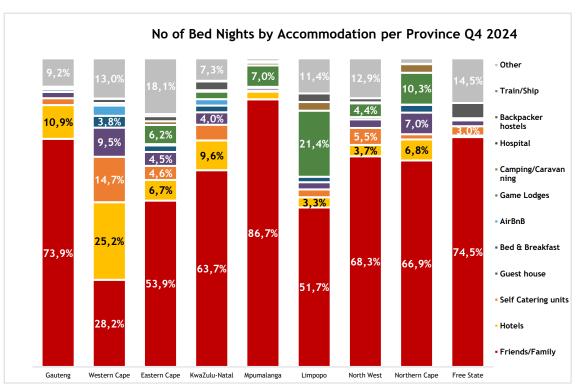


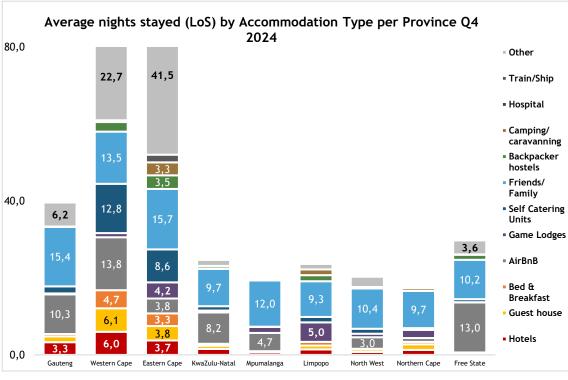
Year-on-year the share of activities remained stable within minimal shifts being noted. The main tourist activities at a total level are shopping (80.8%), Eating out (61.6%) and Social (49.5%). When looking at activities provincially, the type of activities and share varies as it reflects the type of tourist and geographical landscape of the province. The Western Cape and Eastern Cape reflect a similar profile in the share of activities with a larger proportion of activities being for beach, wildlife, adventure and cultural, historical & heritage. Whereas, the Gauteng activities are mostly shopping, eating out and social. Mpumalanga has a robust share of activities for wildlife and then the balance is mostly shopping, which could be reflective of the neighboring country tourism.







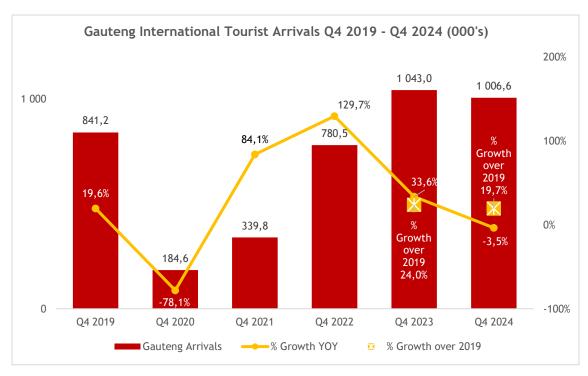




# GAUTENG 1 006.6 THOUSAND 19.7%



In Q4 2024, Gauteng remained the province to have received the largest number of international tourists. *This quarter, Gauteng's international tourist arrivals dipped marginally by -3.5% against Q4 2023*, totaling 1006.6 thousand, marking a +119.7% increase compared to Q4 2019. Zimbabwe accounted for the largest share of visitors, at 34.5%, *having noted a sharp decline year on year of -19.3%.* On the contrary, Mozambique increased its share of visitors by +20.5%, although it only represented a 7.5% share this quarter. The majority of Gauteng's international tourists are from its neighboring countries. This quarter, the Gauteng province recorded the highest spend levels reaching ZAR 11.6 Billion, the highest number of bed nights reaching 12.6 million across the provinces. Gauteng's length of stay is one of the longest and an average of 13.0 nights.



#### Gauteng International Tourist Arrivals by Top 10 Source Markets Q4 2024

Gauteng Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Zimbabwe	347 116	34.5%	242.8%	-19.3%
Mozambique	75 613	7.5%	-50.6%	20.6%
Lesotho	71 578	7.1%	-23.4%	24.1%
eSwatini	55 176	5.5%	21.2%	-9.7%
Botswana	54 198	5.4%	-34.2%	-6.0%
Malawi	49 238	4.9%	22.5%	38.1%
USA	45 476	4.5%	43.8%	4.8%
UK	44 102	4.4%	0.7%	12.2%
Germany	30 425	3.0%	3.6%	4.1%
Zambia	30 384	3.0%	-4.1%	-13.1%
All Gauteng Arrivals	1 006 554	36.5%	19.7%	-3.5%

This quarter, almost half of the visitors (45.8%) to Gauteng came to visit friends and family, a +3.4 percentage point increase over Q4 2019. Conversely, visits for holiday purposes dropped by -4.3 percentage points. Business Travellers and MICE combined represent a robust share of 17.9%, an increase of 7.9 percentage points against Q4 2019. In Q4 2024, the proportion of bed nights allocated to staying with family and friends leaped to a 73.9% share, a strong +12.3pp increase against Q4 2019.

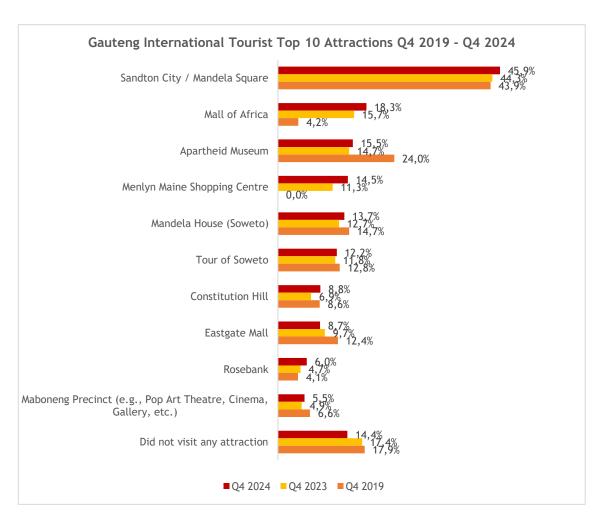
#### Share of Gauteng Tourist Arrivals by Main Purpose Q4 2024

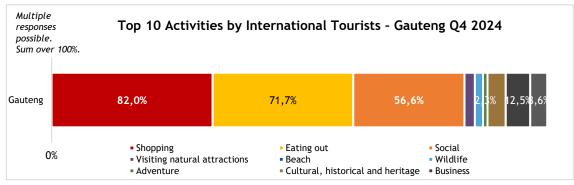
Gauteng	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q4 2024	45.8%	15.1%	10.9%	7.8%	7.0%	3.3%	1.4%	1.0%
Percentage Point Change 19-24	3.4	-4.5	4.6	-4.6	2.4	0.2	0.3	-0.3

#### % of Bed Nights by Accommodation Type in Gauteng Q4 2024

Gauteng	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	73.9%	10.9%	2.0%	2.2%	0.8%	0.5%	0.3%	0.0%	0.1%	9.2%
Percentage Point Change 19-24	12.3	-0.6	-1.9	-5.3	0.0	-0.3	-0.1	-5.6	-0.4	1.9

In Q4 2024, Sandton City/Mandela Square remained consistently the top attraction in Gauteng with a 45.9% share, followed by the Mall of Africa at 18.3% with a further three shopping centres appearing in the top 10 attractions for Gauteng. This is no surprise with a share of 82.0% for Shopping and a further 71.7% share for Eating Out as the top activities. The Apartheid Museum and Mandela House (Soweto) both increased slightly year-on-year, marking a share of 15.5% and 13.7%, respectively.

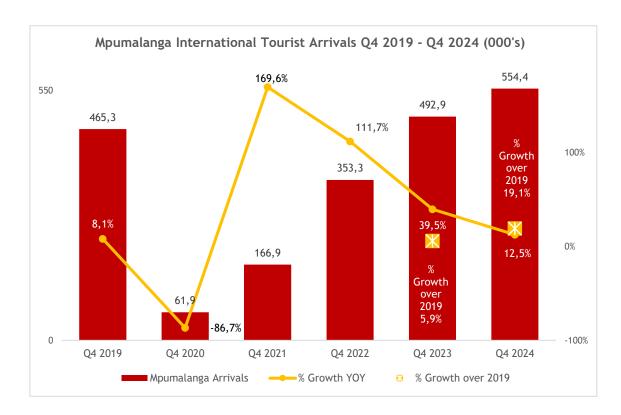






During this quarter, the province's international tourists amounted to 554.4 thousand, a robust year-on-year growth of +12.5%, surpassing the number of arrivals against Q4 2019 by +19.1%. In Q4 2024, Mozambique and eSwatini accounted for an overwhelming 71.7% of the share of visitors to the province, as expected given the geographical proximity of these countries. The Mpumalanga province received visitors from some Overseas countries, no doubt being attracted by its natural attractions, and these are noted in the top attractions visited. During this quarter, strong growth is noted from most of these overseas visitors.

This quarter, the Mpumalanga province recorded the second highest number of visitors, noting a spend of ZAR 1.9 billion, it recorded the second highest number of bed nights reaching 5.9 million, while averaging a length of stay of 11.1 nights.



Mpumalanga International Tourist Arrivals by Top 10 Source Markets Q4 2024

Mpumalanga Top 10 Markets	Tourist Arrivals	% Share Q4	% Growth	% Growth
Q4 2024	Q4 2024	2024	Q4 2019 - Q4 2024	Q4 2023 - Q4 2024
Mozambique	323 105	58.3%	80.5%	10.2%
eSwatini	98 930	17.8%	-19.0%	27.9%
Germany	21 167	3.8%	-14.3%	15.4%
USA	15 918	2.9%	-8.3%	0.0%
Zimbabwe	13 903	2.5%	11.9%	12.4%
UK	10 317	1.9%	-30.7%	-18.1%
France	10 281	1.9%	-32.2%	8.1%
The Netherlands	9 014	1.6%	-23.5%	17.5%
Australia	6 364	1.1%	28.3%	102.0%
Canada	4 175	0.8%	-35.1%	51.3%
All Mpumalanga Arrivals	554 403	20.1%	19.1%	12.5%



In Q4 2024, most visitors (63.5%) came to Mpumalanga to visit family and friends and a further 24.1% for holiday purposes. During Q4 2024, the proportion of bed nights allocated to staying with friends and family in Mpumalanga dominated at 86.7%, and the nights in Game Lodges ranked in second place, accounting for 7.0% of the total bed nights in Mpumalanga.

#### Share of Mpumalanga Tourist Arrivals by Main Purpose Q4 2024

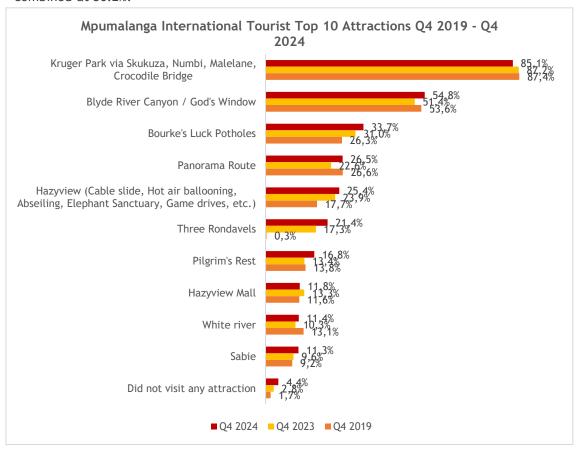
Mpumalanga	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q4 2024	63.5%	24.1%	0.9%	1.5%	0.8%	6.1%	1.0%	0.3%
Percentage Point Change 19-24	1.1	-5.3	0.2	0.8	0.2	4.9	0.7	-0.6

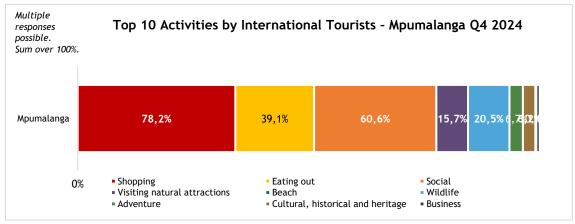
#### No of Bed Nights by Accommodation Type in Mpumalanga Q4 2024

Mpumalanga	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	86.7%	2.5%	0.9%	0.4%	0.3%	0.0%	7.0%	0.4%	0.9%	0.9%
Percentage Point Change 19-24	9.7	-0.1	-1.5	-1.8	-0 4	-0 2	-1 9	0.2	-111	-2.9



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 85.1%, in line with Q4 2023. In Q4 2024, the Blyde River Canyon / God's Window was the second most visited attraction, recording an increased share of 54.8% against Q4 2023. A marginal increase is noted in Bourke's Luck Potholes and the Panorama Route this quarter vs Q4 2023. Given the high share of visitors from neighboring countries, it can be expected that the top activity with the highest share is Shopping at 78.2%, and then equally the share of visiting natural attractions and Cultural, historical and heritage sites combined at 36.2%.

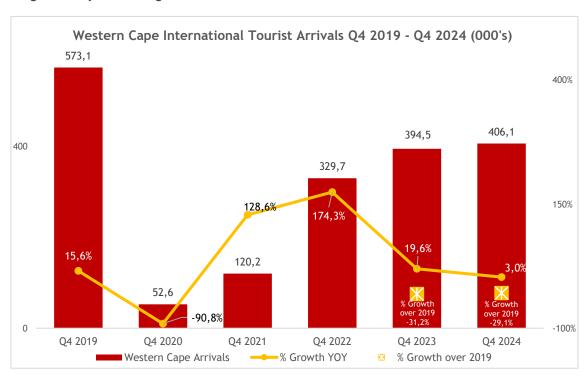






In Q4 2024, the number of international tourists visiting the Western Cape amounted to 406.1 thousand, a marginal increase of +3.0% year-on-year, reducing the Q4 2019 gap marginally to -29.1%. The top 10 countries accounted for 69.1% of the number of international visitors to the Western Cape, the 10 countries span a wide range of continents: North America, Europe, and Australasia, with three African countries in the ranks-Namibia, Zimbabwe and Lesotho. The countries with the biggest shares were the UK (14.2%), Germany (12.7%) and USA (9.9%). Strong year-on-year growth rates were noted for Lesotho, Australia and Canada of 95.9%, 79.5% and 19.2%.

This quarter, the Western Cape province recorded the third highest number of visitors and the second highest foreign spend reaching ZAR 6.6 billion which is reflective of its strong appeal to overseas markets, particularly travellers from the USA and UK, who are among the region's top spenders. The Western Cape recorded 5.0 million bed nights, averaging a length of stay of 12.8 nights.



Western Cape International Tourist Arrivals by Top 10 Source Markets Q4 2024

Western Cape Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
UK	57 487	14.2%	-34.5%	0.2%
Germany	51 658	12.7%	-38.1%	3.2%
USA	40 322	9.9%	-28.1%	-2.1%
Namibia	26 693	6.6%	5.3%	3.3%
Zimbabwe	21 886	5.4%	34.3%	-17.9%
The Netherlands	20 501	5.0%	-21.9%	-4.8%
France	19 843	4.9%	-42.5%	-5.5%
Lesotho	17 040	4.2%	126.7%	95.9%
Australia	14 445	3.6%	-17.0%	79.5%
Canada	10 796	2.7%	-22.6%	19.2%
All Western Cape Arrivals	406 145	14.7%	-29.1%	3.0%



Holidaymakers remained the primary reason for visitors to the Western Cape, accounting for 53.6% of arrivals, a sharp -11.8 percentage point decrease compared to Q4 2019. Visiting friends and family in the Western Cape represented 23.2% of arrivals, showing a strong increase of +18.6 percentage points against Q4 2019. Additionally, 28.2% of visitors stayed with friends and family this quarter, an increase of +6.8 percentage points in this accommodation category vs Q4 2019. This quarter, hotels, guest houses, self-catering accommodations, and Airbnb's accounted for 57.3% of total bed nights, supporting the province's positioning as a premium travel destination

#### Share of Western Cape Tourist Arrivals by Main Purpose Q4 2023

Western Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q4 2024	23.2%	53.6%	5.9%	0.2%	9.0%	0.3%	0.4%	0.5%
Percentage Point Change 19-24	8.6	-11.8	2.0	0.0	1.6	0.2	-0.3	0.0

#### Share of Accommodation Types in Western Cape Q4 2024

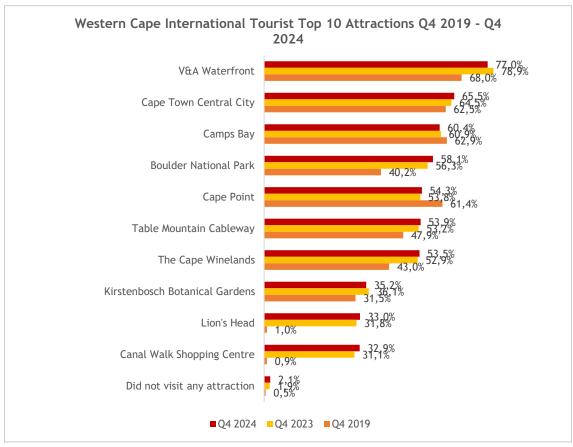
Western Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	28.2%	25.2%	9.5%	14.7%	3.8%	3.4%	0.7%	1.4%	0.1%	13.1%
Percentage Point Change 19-24	6.8	-6.3	1.0	3.4	0.8	-4.8	0.0	-2.0	-0.5	1.7

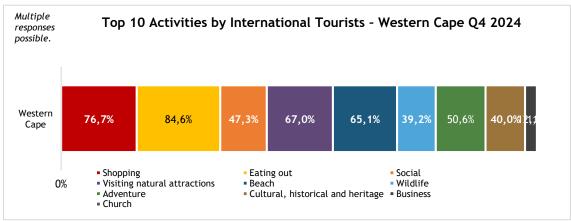
Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023  $\,$ 



The Western Cape demonstrated a more even spread of visitors across attractions. This quarter, visits to the V&A Waterfront accounted for 77.0% 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.

The top attractions correlate with the top 10 activities, with 76.7% mentioning shopping and 84.6% for eating out this quarter. A further 67.0% was mentioned for visiting natural attractions, 65.1% going to the beach and a further 39.2% for wildlife. Clearly, these are the Western Cape's draw cards for visitors.



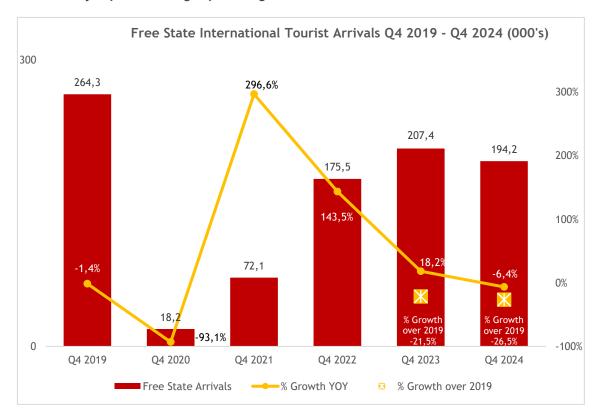


Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023



This quarter, international tourist arrivals to the Free State province dipped slightly to 194.2 thousand visitors, a -6.4% drop, widening the recovery gap against Q4 2019 by -26.5%.

Lesotho holds an overwhelming share of 87.2% of visitors to the Free State, which declined slightly year-on-year (-9.9%) as well as against Q4 2019 (-29.8%). The Free State has a small share of overseas visitors, which generally have a higher spend and propensity to visit attractions. The Free State this quarter contributed ZAR 0.3 billion in spend. Despite the low number of arrivals and spend, the number of bed nights reached 2.3 million and visitors stayed for an average of 12.5 nights.



Free State International Tourist Arrivals by Top 10 Source Markets Q4 2024

Free State Top 10 Markets Q4 2024	Tourist Arrivals	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Lesotho	169 357	87.2%	-29.8%	-9.9%
Botswana	9 144	4.7%	55.1%	95.8%
Zimbabwe	4 866	2.5%	1118.8%	-13.6%
USA	1 731	0.9%	102.8%	69.5%
Namibia	1 378	0.7%	9.8%	420.1%
UK	1 351	0.7%	6.0%	3.1%
Germany	997	0.5%	-66.4%	-8.0%
The Netherlands	729	0.4%	-45.2%	3.7%
Australia	537	0.3%	-3.0%	-16.5%
Canada	531	0.3%	-	50.0%
All Free State Arrivals	194 170	7.0%	-26.5%	-6.4%

In Q4 2024, visiting family and friends remained the dominant reason for visits to the Free State, accounting for 76.6% of international tourist arrivals, a +4.4 percentage points increase compared to Q4 2019. In Q4 2024, the proportion of bed nights spent staying with friends and family decreased by -5.8 percentage points compared to Q4 2019, accounting for 74.5%.

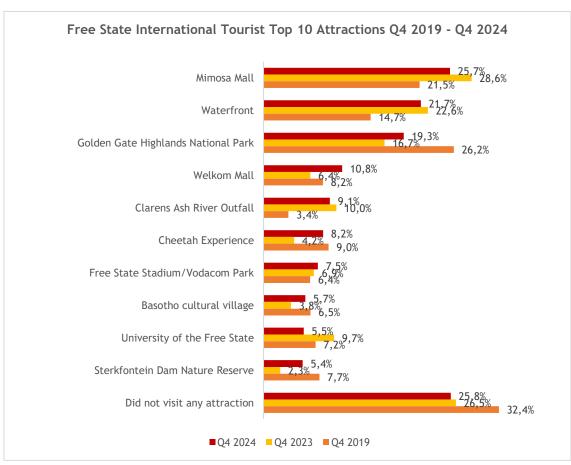
#### Share of Free State Tourist Arrivals by Main Purpose Q4 2024

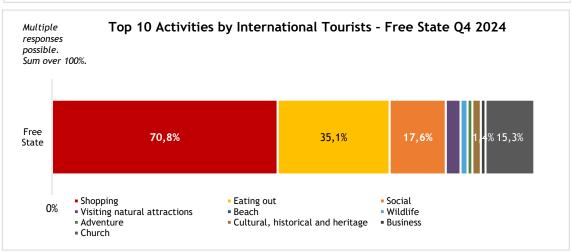
Free State	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q4 2024	76.6%	3.1%	2.7%	2.5%	0.8%	1.4%	0.9%	2.0%
Percentage Point Change 19-24	4.4	-0.5	2.5	0.0	-0.8	-3,3	-0.3	1.4

#### Share of Accommodation Types in Free State Q4 2024

Free State	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	74.5%	0.5%	1.9%	3.0%	0.2%	0.0%	0.2%	4.9%	0.1%	14.7%
Percentage Point Change 19-24	-5.8	0.1	0.9	0.4	-0.3	0.0	-0.1	4.5	0.0	0,4

Given the top source country for visitors to the Free State and the dominant reason is visiting family and friends, it is in line that the top activities are Shopping (70.8%), Eating Out (35.1%) and Social (17.6%) and that just over a quarter did not visit an attraction during their stay. This quarter, the top attractions in the free state were largely malls. Golden Gate Highlands National Park was the third highest mentioned with a +2.6 percentage points increase year-on-year. Noteworthy, the Cheetah experience almost doubled its number of mentions.

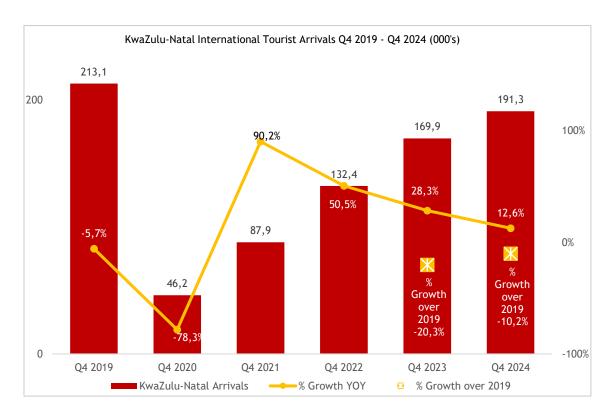






This quarter, KwaZulu-Natal saw a strong increase in tourists reaching 191.3 thousand, closing the gap against Q4 2019 to only -10.2%. eSwatini and Zimbabwe dominate the share of visitors to KwaZulu-Natal, accounting for 50.5% of the total. Zimbabwe and Zambia noted remarkable year-on-year growths of +90.0% and +109.9%, respectively. This quarter, the UK and USA noted declines against Q4 2023 of -8.0% and -8.7%, respectively.

Despite KwaZulu-Natal's lower number of arrivals, it ranked fourth highest in spend, reaching ZAR 1.5 billion and noted 1.8 million bed nights with an average length of stay of 10.0 nights.



KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets Q4 2024

Kwazulu Natal Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
eSwatini	75 378	39.4%	-10.8%	7.6%
Zimbabwe	21 322	11.1%	276.9%	90.0%
UK	10 230	5.3%	-16.3%	-8.0%
Lesotho	9 309	4.9%	-6.3%	-9.6%
USA	9 192	4.8%	36.1%	-8.7%
Zambia	8 388	4.4%	66.0%	109.9%
Germany	8 155	4.3%	-52.5%	2.3%
The Netherlands	5 899	3.1%	-21.6%	29.8%
France	5 172	2.7%	-32.0%	0.9%
Australia	4 394	2.3%	8.8%	51.5%
All KwaZulu-Natal Arrivals	191 280	6.9%	-10.2%	12.6%



KwaZulu-Natal has quite a varied spread in the main purpose for visiting. This quarter, visiting family and friends (51.4%) dominated as the main reason for international tourism. Almost another quarter of tourists visited for holiday purposes, noting a drop of -13.7 percentage points against Q4 2019. Business Travellers and Business Shopping hold a decent share of 7.6% and 7.2%, both noting marginal increases against Q4 2019.

The majority of visitors' share of bed nights is with family and friends (653.7%), having risen by +8.8 percentage points. The share of bed nights spent at hotels this quarter was 9.6%.

#### Share of KwaZulu-Natal Tourist Arrivals by Main Purpose Q4 2024

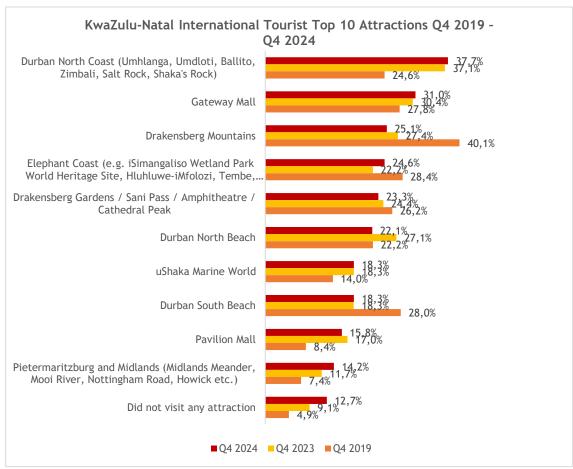
KwaZulu-Natal	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q4 2024	51.4%	24.2%	7.2%	7.6%	1.9%	0.2%	0.1%	1.3%
Percentage Point Change 19-24	12.9	-13.7	3.4	3.6	-2.5	-2.6	-0.8	0.1

#### Share of Accommodation Types in KwaZulu-Natal Q4 2024

KwaZulu-Natal	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	63.7%	9.6%	4.0%	5.1%	2.2%	2.1%	2.4%	2.9%	0.5%	7.5%
Percentage Point Change 19-24	8.8	-1.3	-2 8	0.7	-12	-0.1	-1 1	0.4	. <mark>2. 2</mark>	-1.2



In Q4 2024, the top attractions visited were beaches, shopping malls and natural attractions, in line with the top activities noted. The Durban North Coast as an attraction remained the number one attraction with 37.7% mentions, followed by Gateway Mall (31.0%) and the Drakensberg Mountains (25.1%). The Drakensberg mountains, Drakensberg gardens/Sani pass saw declines year-on-year. Durban North beach and Durban South beach remained stable year-on-year.





This quarter, the Limpopo province noted a strong increase of 21.5% when compared to the same period in the previous year, marking the total number of international arrivals at 182.9 thousand. The lag against Q4 2019 remained one of the largest seen across all provinces at -67.1%. Zimbabwe and Botswana accounted for 71.7%. Despite the strong increase of by +33.0% and +11.8% year-on-year, these two countries that hold such a big share of visitors remain well below the Q4 2019 levels. Mozambique noted robust growth both year-on-year and against Q4 2019. The Germany, USA and UK accounted for 11.7% share of visitors, with Germany strengthening marginally but the USA and UK declined year-on-year.

Limpopo ranks the sixth contributor of arrivals in Q4 2024, and accounted for total foreign spend of ZAR 1.5 billion, with 1.1 million bed nights. The Limpopo province this quarter, noted the lowest average length of stay at 6.3 nights.



Limpopo International Tourist Arrivals by Top 10 Source Markets Q4 2024

Limpopo Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Zimbabwe	108 315	59.2%	-76.5%	33.0%
Botswana	22 860	12.5%	-52.5%	11.8%
Germany	7 950	4.3%	13.4%	4.2%
USA	7 906	4.3%	13.0%	-14.3%
UK	5 507	3.0%	-7.2%	-8.2%
Mozambique	3 922	2.1%	28.9%	123.6%
The Netherlands	3 714	2.0%	-9.2%	-13.1%
France	2 568	1.4%	86.3%	4.0%
eSwatini	1 700	0.9%	192.3%	1413.7%
Australia	1 542	0.8%	8.8%	-7.3%
All Limpopo Arrivals	182 869	6.6%	-67.1%	21.5%

In Q4 2024, the Limpopo province has the highest share of personal shopping at 34.2%, even after a drop of -16.9 percentage points. Visiting friends and family in Limpopo accounted for 26.3% of international tourist arrivals during this quarter, marking a +12.1 percentage points increase compared to Q4 2019. Additionally, 18.3% of visitors were holidaymakers and 11.9% were business shoppers. Most bed nights this quarter were spent with friends and family, accounting for 51.7%. The Limpopo province recorded the highest proportion of bed nights at game lodges, which reached 21.4%, an increase of +7.9 percentage points compared to Q4 2019.

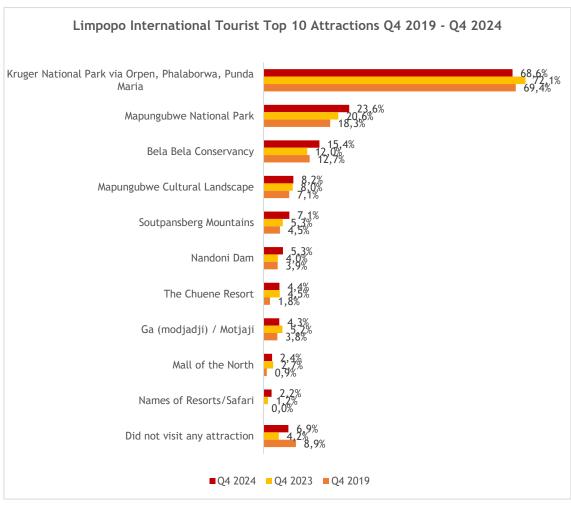
#### Share of Limpopo Tourist Arrivals by Main Purpose Q4 2024

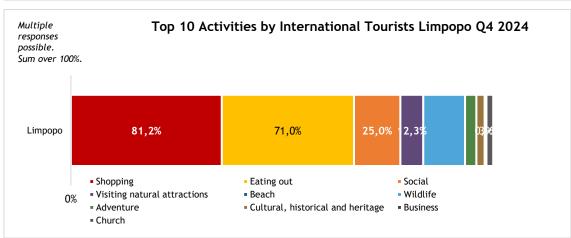
Limpopo	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q4 2024	26.3%	18.3%	3.4%	11.9%	0.8%	34.2%	0.2%	1.8%
Percentage Point Change 19-24	12.1	11.6	3.1	-9.6	-1.0	-16.9	0.2	-0.3

#### Share of Accommodation Types in Limpopo Q4 2024

Limpopo	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	51.7%	3.3%	2.3%	2.5%	1.8%	0.0%	21.4%	2.8%	2.8%	11.4%
Percentage Point Change 19-24	-1.1	2.1	-1.9	1.5	1.6	-0.1	7.9	2.5	-0.9	-11.6

The Kruger National Park is the top Limpopo attraction, with 68.6% visiting this quarter, followed by Mapungubwe National Park being visited by 23.6% of tourists. Shopping and Eating out dominate the share of responses for the top activities this quarter at 81.2% and 71.0%, respectively.





International arrivals to the North West province demonstrated strong growth of +21.7% reaching a total of 110.1 thousand visitors this quarter. Recovery to Q4 2019 figures remained negative, with a negative growth rate of -36.9%. The province is dominated by tourists from its neighbouring countries—Botswana, Lesotho, Zimbabwe—which represented 65.2% of all arrivals to the North West. *This quarter, all three neighboring countries noted good year-on-year increases of +13.5%, +99.8% and +14.5%, respectively.* The North West's province total foreign spend reached ZAR 0.6 billion, with 1.1 million bed nights and an average length of stay of 10.4 nights



North West International Tourist Arrivals by Top 10 Source Markets Q4 2024

North West Top 10 Markets Q4 2024	Tourist Arrivals Q4	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Botswana	36 039	32.7%	-64.0%	13.5%
Lesotho	18 978	17.2%	-29.7%	99.8%
Zimbabwe	16 804	15.3%	76.4%	14.5%
USA	5 000	4.5%	26.9%	36.8%
UK	4 944	4.5%	15.0%	41.6%
Germany	3 980	3.6%	-14.4%	38.4%
Mozambique	3 915	3.6%	-14.5%	47.0%
eSwatini	2 357	2.1%	248.8%	-28.5%
Namibia	1 768	1.6%	-14.9%	-33.8%
Australia	1 730	1.6%	59.9%	17.4%
All North West Arrivals	110 075	4.0%	-60.8%	-17.9%

In Q4 2024, just under half (46.2%) of visitors travelled to the North West to visit family and friends, reflecting an increase of +5.5 percentage points against Q4 2019. Holidaymakers saw a robust increase of +7.6 percentage points reaching 24.4% when compared to Q4 2019. Business Travellers accounted for 14.6% of the North West province's international visitors, marking a significant increase of +12.4 percentage points compared to Q4 2019. The share of bed nights spent with friends and family remained dominant at 68.3%, though this represented a drop of -7.8 percentage points compared to Q4 2019.

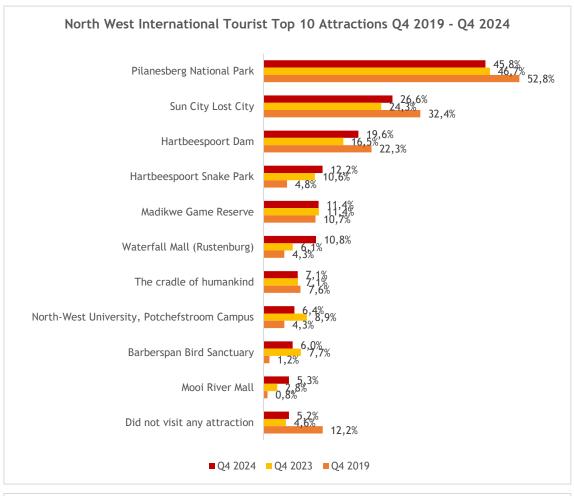
#### Share of North West Tourist Arrivals by Main Purpose Q4 2024

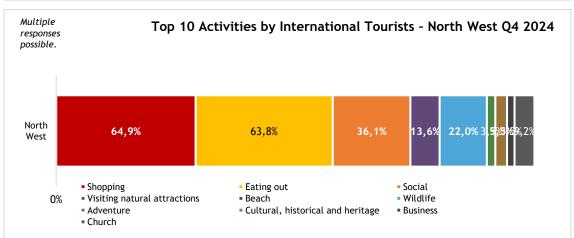
North West	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q4 2024	46.2%	24.4%	14.6%	2.0%	4.0%	1.9%	0.3%	3.0%
Percentage Point Change 19-24	5.5	7.6	12.4	-19.5	2.6	-3.2	-0.8	1.5

#### Share of Accommodation Types in North West Q4 2024

North West	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	68.3%	3.7%	2.8%	5.5%	0.7%	0.0%	4.4%	1.3%	0.3%	12.9%
Percentage Point Change 19-24	-7.8	-1.6	0.1	0.3	0.0	0.0	1.6	1.0	-0.2	6.6

The Pilanesberg National Park remained a popular attraction, accounting for 45.8% of visits this quarter, a marginal dip year-on-year. Sun City Lost City remained a popular attraction, accounting for 26.6% of visits this quarter but far from Q4 2019 share of 32.4%. Hartbeespoort Dam and Hartbeespoort Snake Park gained popularity vs last year in the same period with a share of 19.6% and 12.2%, respectively. Aside from Shopping (64.9%), and Eating out (63.8%) and Social (36.1%), Wildlife activities mentions reached 22.0%.

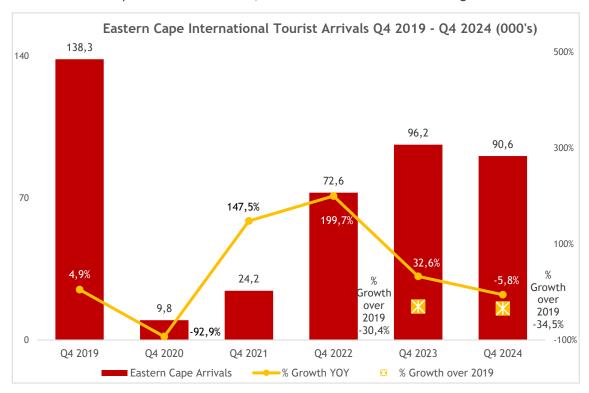






In Q4 2023, the number of international visitors to the province dropped slightly by -5.8% year-on-year, further widening the recovery gap to Q4 2019 to -34.5%. The total number of arrivals this quarter reached 90.6 thousand. During Q4 2024, six of the top ten countries whose cumulative shares total 55.0%, all declined year on year. Lesotho, the fourth largest country providing visitors to the province, noted a phenomenal increase of +60.7% year-on-year.

The Eastern Cape holds a small share of international tourists but has the longest average length of stay, reaching an average of 14.0 nights. The total tourist spend during Q4 2024 for the Eastern Cape was ZAR 0.9 billion, with a total of 1.2 million bed nights.



Eastern Cape International Tourist Arrivals by Top 10 Source Markets Q4 2024

Eastern Cape Top 10 Markets Q4 2024	Tourist Arrivals Q4 2024	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Zimbabwe	13 272	14.6%	575.1%	-20.7%
Germany	12 391	13.7%	-64.0%	-18.9%
UK	9 634	10.6%	-41.1%	-16.1%
Lesotho	7 913	8.7%	76.1%	60.7%
USA	5 821	6.4%	-32.8%	-10.5%
The Netherlands	5 079	5.6%	-49.3%	-7.9%
France	3 639	4.0%	-47.8%	-23.1%
Australia	3 258	3.6%	-35.4%	12.8%
Canada	3 109	3.4%	-3.6%	83.4%
Switzerland	2 411	2.7%	-18.8%	13.8%
All Eastern Cape Arrivals	90 629	3.3%	-34.5%	-5.8%



This quarter, the Eastern Cape recorded a sharp decline (-24.0 percentage points) in holidaymakers compared to Q4 2019, while international arrivals visiting friends and family rose by +24.5 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 +31.3 percentage points against Q4 2019, accounting for a share of 50.3%.

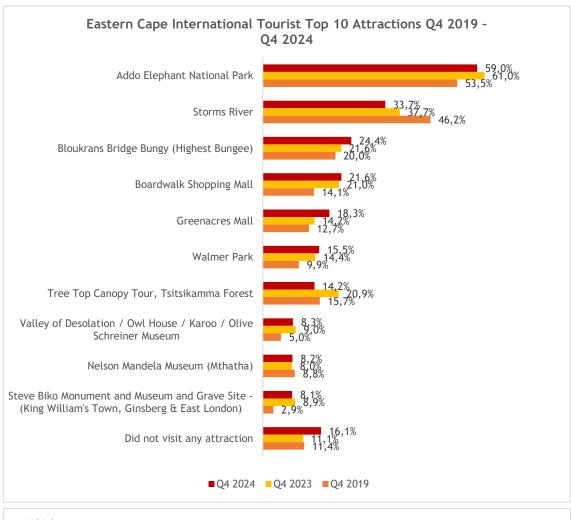
#### Share of Eastern Cape Tourist Arrivals by Main Purpose Q4 2024

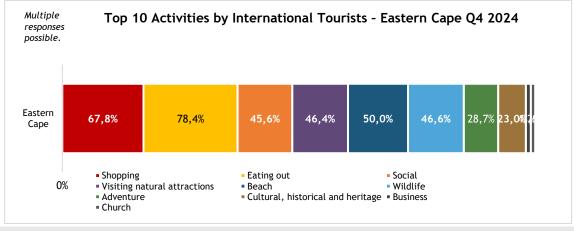


#### Share of Accommodation Types in Eastern Cape Q4 2024

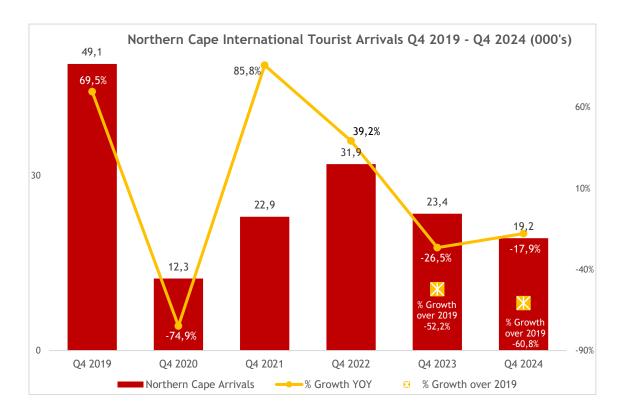
Eastern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	50.3%	6.2%	4.2%	4.2%	2.0%	0.4%	5.8%	1.5%	1.1%	24.3%
Percentage Point Change 19-24	31.3	-4.6	-4.7	-14.9	0.1	-2.	2.3	-4.7	0.0	-2 6

This quarter, Addo Elephant National Park was the most popular attraction with 59.0% of mentions. Storms River continued to decline to 33.7% of mentions, despite this drop it has still maintained its second most visited attraction. By way of activities, the Eastern Cape had a similar profile to the Western Cape this quarter, with a high number of mentions against visiting natural attractions, going to the beach and visiting Wildlife.





In Q4 2024, Northern Cape registered 19.2 thousand international tourist arrivals, *a further drop year-on-year*, thereby widening the recovery gap against Q4 2019 to -60.8%. Namibia and Lesotho are contributing 46.7% of visitors to the province. *Both Namibia and Lesotho noted year-on-year declines* (-22.3% and -38.6%, respectively) and against Q4 2019 (-79.3% and -37.2%, respectively).



#### Northern Cape International Tourist Arrivals by Top 10 Source Markets Q4 2024

Northern Cape Top 10 Markets Q4 2024	Tourist Arrivals	% Share Q4 2024	% Growth Q4 2019 - Q4 2024	% Growth Q4 2023 - Q4 2024
Namibia	5 633	29.3%	-79.3%	-22.3%
Lesotho	3 352	17.4%	-37.2%	-38.6%
Zimbabwe	1 717	8.9%	-	-47.5%
USA	1 685	8.8%	15.0%	53.1%
Germany	778	4.0%	-74.4%	0.8%
The Netherlands	708	3.7%	-22.5%	-17.1%
UK	678	3.5%	-57.9%	-38.9%
Russian Federation	591	3.1%	-	69.0%
Botswana	535	2.8%	-67.6%	79.2%
Ireland	353	1.8%	-	-
All Northern Cape Arrivals	19 230	0.7%	-60.8%	-17.9%



During Q4 2024, 42.7% of international arrivals to the Northern Cape visited family and friends, a rise of +13.9 percentage points compared to Q4 2019. Holidaymakers to the province dropped by -5.6 percentage points compared to Q4 2019. Business Traveller increased to 13.1%, an increase of +8.6 percentage points compared to Q4 2019. The share of bed nights spent with family and friends increased by +10.0 percentage points compared to Q4 2019, accounting for 66.9% of the total bed nights.

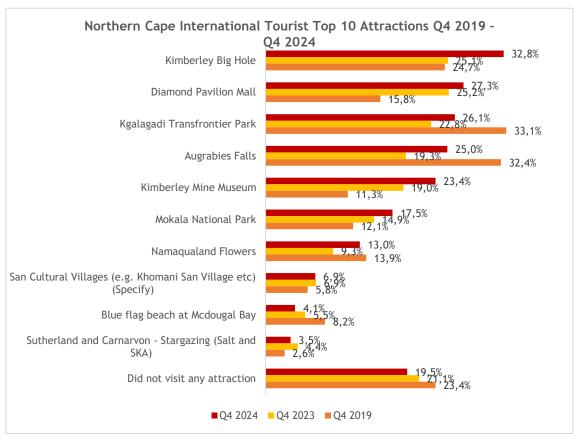
#### Share of Northern Cape Tourist Arrivals by Main Purpose Q4 2024

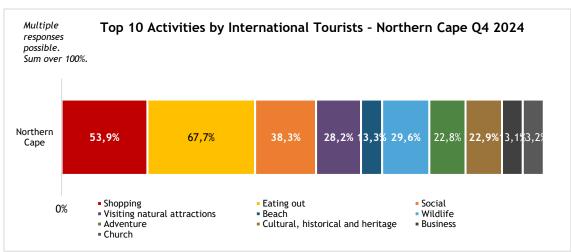


#### Share of Accommodation Types in Northern Cape Q4 2024

Northern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpac ker	Camping	Other
Q4 2024 (% of bed nights)	66.9%	6.8%	7.0%	1.7%	2.5%	0.1%	10.3%	0.1%	2.8%	1.8%
Percentage Point Change 19-24	10.0	-1.2	-0.8	-0.2	-0.4	-1.2	4.1	0.1	-3, <mark>6</mark>	-6.3

The Kimberley Big Hole attraction was the most popular this quarter, with 32.8% of mentions (a rise of +7.7 percentage points compared to Q4 2019). The Diamond Pavillion Mall accounted for 27.3% of mentions, a marginal increase year-on-year. The Kgalagadi Transfrontier Park and Augrabies Falls also increased marginally to 26.1% and 25.0% year-on-year. The highest number of mentions for activities is Eating out (67.7%), followed by Shopping (53.9%) and noteworthy is Wildlife at 29.6%.







## THE SOUTH AFRICAN ECONOMY

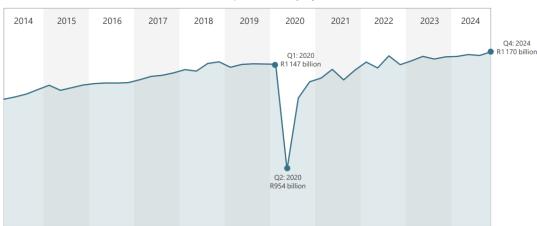
South Africa's gross domestic product (GDP) increased by 0,6% in the fourth quarter of 2024, following a decrease of 0,1% in the third quarter of 2024. Three industries recorded positive growth between the third and fourth quarters of 2024. The agriculture industry was the largest positive contributor, increasing by 17,2% and contributing 0,4 of a percentage point to the positive GDP growth. The trade, catering and accommodation industry increased by 1,4%, contributing 0,2 of a percentage point to the positive GDP growth. Increased economic activities were reported for wholesale trade, retail trade and motor trade. The transport, storage and communication industry decreased by 1,0%, contributing -0,1 of a percentage point. Decreased economic activities were reported for land transport and transport support service.

#### SA Real GDP Q1 2014 - Q3 2024<sup>6</sup>

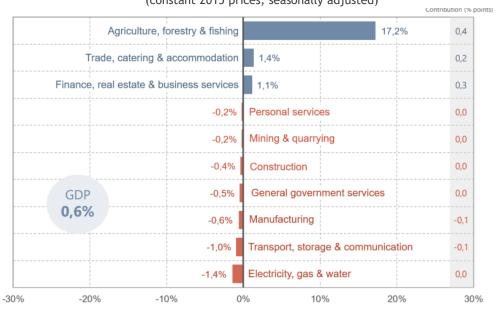
(constant 2015 prices, seasonally adjusted)

#### Real GDP was R1 170 billion in Q4: 2024, representing an all-time high

Constant 2015 prices, seasonally adjusted



### SA GDP Industry Growth Rates Q4 2024 vs. Q3 2024<sup>6</sup> (constant 2015 prices, seasonally adjusted)



<sup>\*</sup>Over Q3 2024.

<sup>&</sup>lt;sup>5</sup> Statistical Releases P0441: GDP P0441- 2024 Q3.

<sup>&</sup>lt;sup>6</sup>GDP 2024 Q4 (Media presentation)





#### **MEASURE OF PRECISION**



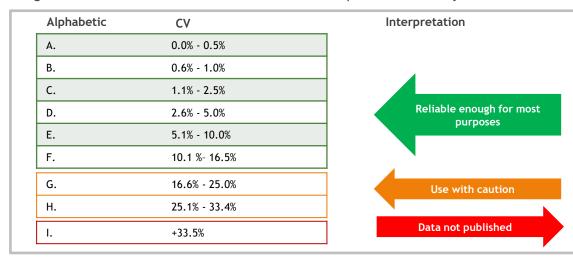
This section provides an overview of the standard error, confidence interval, and coefficient of variation (CV) for TFDS and Bed Nights. Estimates were computed based on a complex multi-stage survey design with stratification, clustering, and unequal weighting.

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.



#### A. FOR THE ENTIRE DEPARTURE SURVEY

Variable	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	2 225 186	R11 424	R11 384	R11 463	19.998	0.175
Total Bed Nights	2 309 705	13.51	13.49	13.54	0.013	0.095

#### C. FOR OVERSEAS

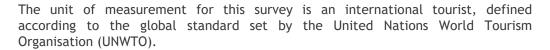
Variable	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	72 592	R24 938	R24 484	R25 392	231.516	0.928
Total Bed Nights	73 043	18.43	18.14	18.71	0.145	0.784

#### B. FOR AFRICA

Variables	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	1 595 530	R6 239	R6 205	R6 274	17.722	0.284
Total Bed Nights	1 674 639	12.80	12.78	12.83	0.014	0.107



#### **SAMPLING**



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 openended 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.

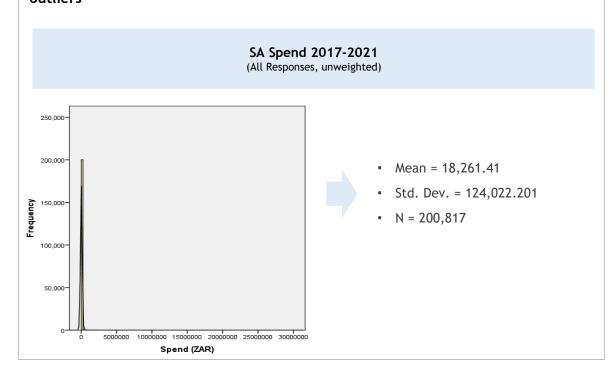
#### **NORMALISING SPEND DATA**

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 CONTINUED

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

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

The normalization process leads to the following results for 2021:

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 = log10(x)

Compute log of spend variable using the formula above

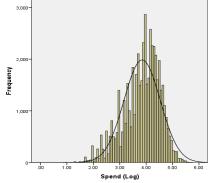
Calculate the mean of the result obtained in (1) above.

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)



outside +3 SDs

Mean = 3.85 Std. Dev. = .687 N = 51.272



Corresponding Spend Values after elimination (unweighted)

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

Std. Minimum Mean Maximum Deviation 0.91 3.85 5.79 0.687

Source: 2021 SAT Departure Survey.





	INTERNATION	AL TOURIST ARRIVALS		
	Q4 2022	Q4 2023	Q4 2024	% YOY GROWTH
Africa	1 304 483	1 730 847	1 765 660	2,0%
Botswana	89 479	117 510	117 713	0.2%
Lesotho	241 942	279 994	284 402	1.6%
Malawi	37 309	41 076	53 169	29.4%
Mozambique	275 952	355 232	396 640	11.7%
Namibia	41 625	45 457	47 588	4.7%
Swaziland	108 120	206 219	224 103	8.7%
Zambia	33 468	42 640	41 410	-2.9%
Zimbabwe	418 174	562 578	510 820	-9.2%
Angola	9 479	9 703	9 680	-0.2%
Dem Rep of Congo	4 414	8 209	8 798	7.2%
Ethiopia	1 429	2 057	2 074	0.8%
Ghana	3 634	7 152	11 170	56.2%
Kenya	7 065	13 849	15 301	10.5%
Nigeria	4 645	5 191	6 397	23.2%
Tanzania	8 168	10 460	11 455	9.5%
Uganda	3 233	4 065	3 987	-1.9%
Other Africa	16 347	19 455	20 953	7.7%
Asia	36 714	51 171	51 212	0,1%
China including Hong Kong	4 040	8 894	9 907	11.4%
India	17 087	19 378	17 549	-9.4%
Japan	1 976	4 132	4 471	8.2%
Malaysia	925	1 412	1 898	34.4%
Singapore	1 252	2 066	2 199	6.4%
Rep of Korea (South)	1726	3146	3055	-2.9%
Other Asia	9 708	12 143	12 133	-2.9% -0.1%
Australasia	26 095	27 727	34 656	25.0%
Australia	21 037	22 301	28 483	27.7%
New Zealand	4 979	5 332	6 036	13.2%
Other Australasia	79	94	137	45.7%
CENTRAL & SOUTH AMERICA	9 024	16 560	19 782	19.5%
Argentina	658	1 073	1 271	18.5%
Brazil	4 645	10 544	13 271	25.9%
Chile	366	864	714	-17.4%
Other Central & South America	3 355	4 079	4 526	11.0%
Europe	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	382 219	400 540	4.8%
Austria	5 809	7 421		
Belgium	12 139	13 987	7 847 13 999	5.7% 0.1%
Denmark	5 050	5 256		2.0%
Finland			5 361	
	2 127	2 371	2 299	-3.0%
France	26 198	34 897	36 236	3.8%
Germany Ireland	73 160	82 991	93 617	12.8%
	7 202	7 890	8 325	5.5%
Italy Netherlands	9 881 30 975	12 575 40 732	12 941 40 444	2.9% -0.2%
			40 666	
Norway	3 855	4 301	4 737	10.1%
Portugal	4 854	5 044	5 058	0.3%
Russian Fed	7 298	9 629	11 073	15.0%
Spain	6 379	8 060	7 459	-7.5%
Sweden	8 448	9 284	9 227	-0.6%
Switzerland	13 403	15 299	15 435	0.9%
Turkey	2 672	3 296	3 882	17.8%
UK	97 082	104 091	107 069	2.9%
Other Europe	12 635	15 095	15 309	1.4%
Middle East	9 498	8 164	7 500	-8.1%
United Arab Emirates	408	490	461	-5.9%
Other Middle East	9 090	7 674	7 039	-8.3%
North America	91 129	105 170	110 383	5.0%
Canada	13 276	16 606	18 325	10.4%
USA	77 853	88 564	92 058	3.9%
UNSPECIFIED	3 348	3 387	3 598	6.2%
TOTAL	1 809 458	2 325 245	2 393 331	2.9%



TOTAL FOREIGN DIRECT CREND (TERS) BY COUNTRY							
	TOTAL FOREIGN DIRECT SPEND	· · · · · · · · · · · · · · · · · · ·	2 : 200 /				
	Q4 2022	Q4 2023	Q4 2024	% YOY GROWTH			
AFRICA	R8 697 895 152	R11 493 500 001	R11 765 301 806	2.4%			
Botswana	R293 937 123	R539 760 405	R232 101 285	-57.0%			
Lesotho Malawi	R568 264 475 R657 334 615	R766 121 859 R775 510 063	R705 599 458 R1 083 154 366	-7.9% 39.7%			
	R657 334 615 R1 205 432 799	R1 246 907 429	R1 083 154 366 R1 381 768 578	10.8%			
Mozambique Namibia	R384 950 504	R1 246 907 429 R351 659 983	R470 480 984	33.8%			
Swaziland	R364 950 504 R156 612 785	R476 891 863	R334 786 085	-29.8%			
Zambia	R541 189 535	R780 225 176	R1 204 761 779	54.4%			
Zimbia Zimbabwe	R3 465 501 990	R5 030 706 578	R4 542 352 581	-9.7%			
Angola	R350 631 002	R230 899 582	R245 265 901	6.2%			
DRC	R159 434 298	R253 481 672	R204 213 316	-19.4%			
Ethiopia	R21 226 795	R29 713 611	R24 299 304	-18.2%			
Ghana	R73 196 169	R153 495 230	R185 251 832	20.7%			
Kenya	R103 025 571	R240 046 147	R251 623 707	4.8%			
Nigeria	R132 685 613	R101 126 228	R116 683 779	15.4%			
Tanzania	R106 386 429	R93 787 732	R195 943 414	108.9%			
Uganda	R67 870 185	R96 876 335	R74 356 381	-23.2%			
Other Africa	R410 215 265	R326 290 107	R512 659 057	57.1%			
ASIA	R874 021 523	R864 492 431	R933 109 159	7.9%			
China including Hong Kong	R118 169 452	R194 520 229	R223 811 952	15.1%			
India	R421 988 301	R352 853 106	R294 648 076	-16.5%			
Japan	R55 521 635	R65 857 065	R79 198 580	20.3%			
Malaysia	R10 095 774	R17 901 543	R28 235 521	57.7%			
Singapore	R40 853 821	R40 954 232	R52 404 907	28.0%			
South Korea	R35 701 207	R51 854 180	R44 507 455	-14.2%			
Other Asia	R191 691 334	R140 552 076	R210 302 668	49.6%			
AUSTRALASIA	R642 686 854	R645 320 394	R750 485 771	16.3%			
Australia	R532 720 876	R511 791 349	R612 662 928	19.7%			
New Zealand	R109 790 978	R132 916 510	R137 594 104	3.5%			
Other Australasia	R175 000	R612 535	R228 739	-62.7%			
CENTRAL & SOUTH AMERICA	R274 168 534	R321 255 269	R354 797 831	10.4%			
Argentina	R20 364 731	R29 474 502	R30 127 531	2.2%			
Brazil	R132 900 829	R222 513 007	R246 369 180	10.7%			
Chile	R9 187 909	R20 130 013	R13 657 493	-32.2%			
Other Central & South America	R111 715 064	R49 137 747	R64 643 627	31.6%			
EUROPE	R8 801 754 434	R9 115 216 321	R8 539 920 309	-6.3%			
Austria	R189 121 815	R205 136 433	R154 744 010	-24.6%			
Belgium	R299 903 789	R278 323 578	R254 787 342	-8.5%			
Denmark	R178 692 332	R143 758 807	R154 552 426	7.5%			
Finland	R88 302 972	R67 616 761	R51 744 931	-23.5%			
France	R659 076 439	R739 242 748	R708 126 075	-4.2%			
Germany	R1 916 653 590	R1 972 380 592	R1 750 740 595	-11.2%			
Ireland	R202 864 929	R207 797 999	R217 786 115	4.8%			
Italy	R233 828 841	R249 344 926	R249 155 718	-0.1%			
Netherlands	R874 329 077	R843 287 745	R923 571 130	9.5%			
Norway	R102 962 738	R108 901 852	R82 004 541	-24.7%			
Portugal	R76 880 008	R115 460 768	R77 039 112	-33.3%			
Russian Fed	R230 006 980	R238 356 670	R254 980 317	7.0%			
Spain	R150 867 962	R167 571 516	R138 439 685	-17.4%			
Sweden	R206 307 137	R185 447 005	R185 848 603	0.2%			
Switzerland	R403 337 531	R490 328 611	R415 572 898	-15.2%			
Turkey	R86 678 173	R78 773 235	R73 022 646	-7.3%			
UK	R2 589 380 987	R2 725 766 247	R2 612 884 810	-4.1%			
Other Europe	R312 559 134	R297 720 827	R234 919 356	-21.1%			
MIDDLE EAST	R295 436 872	R150 884 865	R138 207 252	-8.4%			
UAE	R11 637 595	R10 923 126	R11 527 653	5.5%			
Other Middle East	R283 799 277	R139 961 739	R126 679 599	-9.5%			
NORTH AMERICA	R3 051 127 054	R2 819 984 298	R2 937 739 093	4.2%			
Canada	R364 442 866	R337 747 089	R316 850 641	-6.2%			
USA	R2 686 644 214	R2 482 237 209	R2 620 888 452	5.6%			
Other North American	R39 974	R0	R0	-			
TOTAL	R22 637 090 423	R25 410 653 578	R25 419 561 222	0.0%			

	AVERAGE SPEND								
	Q4 2022	Q4 2023	Q4 2024	% YOY GROWTH					
AFRICA	R6 900	R6 900	R7 000	1.4%					
Botswana	R3 400	R4 800	R2 100	-56.3%					
Lesotho	R2 500	R2 900	R2 600	-10.3%					
Malawi	R17 600	R19 100	R20 600	7.9%					
Mozambique	R4 500	R3 600	R3 600	0.0%					
Namibia	R9 300	R7 700	R9 900	28.6%					
Swaziland	R1 400	R2 300	R1 500	-34.8%					
Zambia	R16 100	R18 900	R29 200	54.5%					
Zimbabwe	R8 200	R9 300	R9 300	0.0%					
Angola	R43 100	R30 900	R32 300	4.5%					
DRC	R42 500	R35 500	R26 400	-25.6%					
Ethiopia	R16 800	R16 000	R13 200	-17.5%					
Ghana 	R21 000	R23 000	R19 800	-13.9%					
Kenya	R15 500	R19 600	R19 500	-0.5%					
Nigeria 	R32 000	R22 700	R20 000	-11.9%					
Tanzania	R19 700	R14 900	R27 700	85.9%					
Uganda	R22 100	R25 400	R20 200	-20.5%					
Other Africa	R32 600	R20 400	R30 600	50.0%					
ASIA	R28 500	R20 800	R21 900	5.3%					
China including Hong Kong	R35 400	R24 200	R24 600	1.7%					
India	R28 700	R21 700	R20 400	-6.0%					
Japan	R29 300 R11 600	R16 700 R13 400	R18 500	10.8%					
Malaysia	R11 600 R32 900	R13 400 R21 100	R16 100 R24 300	20.1% 15.2%					
Singapore South Korea	R32 900 R23 900	R21 100 R19 100	R24 300 R16 800	-12.0%					
Other Asia	R23 900 R26 800	R19 100	R25 500	-12.0% 32.8%					
AUSTRALASIA	R25 400	R24 600	R23 100	-6.1%					
Australia	R25 400 R26 000	R24 800	R23 000	-5.3%					
New Zealand	R22 600	R24 300 R26 300	R23 800	-9.5%					
Other Australasia	R5 000	R12 500	R4 800	-61.6%					
CENTRAL & SOUTH AMERICA	R37 500	R24 500	R21 100	-13.9%					
Argentina Argentina	R33 600	R28 600	R25 900	-9.4%					
Brazil	R32 100	R24 500	R19 800	-19.2%					
Chile	R26 300	R24 700	R19 900	-19.4%					
Other Central & South America	R50 200	R22 600	R25 500	12.8%					
EUROPE	R28 700	R26 000	R23 800	-8.5%					
Austria	R34 400	R29 900	R22 000	-26.4%					
Belgium	R27 000	R22 200	R20 200	-9.0%					
Denmark	R36 700	R28 500	R30 700	7.7%					
Finland	R44 300	R30 900	R24 000	-22.3%					
France	R27 300	R23 900	R22 300	-6.7%					
Germany	R28 400	R25 600	R21 800	-14.8%					
Ireland	R29 100	R27 400	R27 100	-1.1%					
Italy	R25 000	R21 200	R21 500	1.4%					
Netherlands	R30 800	R24 000	R26 200	9.2%					
Norway	R28 300	R26 800	R28 400	6.0%					
Portugal	R22 900	R32 500	R19 300	-40.6%					
Russian Fed	R32 800	R26 100	R25 200	-3.4%					
Spain	R25 800	R23 100	R20 900	-9.5%					
Sweden	R25 400	R20 700	R20 900	1.0%					
Switzerland	R32 000	R34 500	R29 400	-14.8%					
Turkey	R34 800	R27 500	R20 600	-25.1%					
UK	R27 500	R27 300	R25 500	-6.6%					
Other Europe	R32 300	R26 000	R19 500	-25.0%					
MIDDLE EAST	R34 800	R23 300	R23 400	0.4%					
UAE	R28 800	R22 300	R25 000	12.1%					
Other Middle East	R35 100	R23 400	R23 200	-0.9%					
NORTH AMERICA	R35 400	R29 200	R28 800	-1.4%					
Canada	R29 200	R22 800	R19 400	-14.9%					
USA	R36 500	R30 300	R30 600	1.0%					
Other North American	R13 300	R0	R0	-					
OVERALL	R13 100	R11 600	R11 400	-1.7%					

TFDS BY PURPOSE OF VISIST								
	Q4 2022	Q4 2023	Q4 2024					
Holiday	R8 130 566 779	R8 087 011 432	R7 837 169 950					
Personal Shopping	R1 027 019 681	R897 912 073	R743 185 028					
Business Shopping	R1 825 424 472	R2 243 260 390	R3 174 960 236					
Business Traveller	R1 999 845 822	R2 496 434 913	R2 704 496 941					
MICE	R1 463 344 368	R1 342 210 048	R1 376 584 043					
Medical	R427 412 005	R774 068 411	R392 843 984					
VFR	R5 796 028 501	R6 688 535 038	R6 792 257 816					
Religion	R83 581 227	R457 755 666	R120 165 752					



Africa R7 746 741 160 R1 317 143 466 R181 872 675 R512 707 013 R883 098 017 R649 482 733 R203 241 002 R31   Botswana R123 334 240 R21 139 742 R2 171 370 R9 390 866 R10 141 494 R26 877 462 R33 039 828 R21   Lesotho R192 658 132 R160 127 342 R2 31 23 767 R61 656 894 R2 191 140 R14 529 240 R34 307 647 R9 20   Malawi R985 586 614 R24 842 231 R3 370 80 R30 868 160 R1 421 900 R12 228 340 R21 818 990 R30   Mozambique R595 460 912 R24 077 660 R3 771 590 R14 783 103 R705 758 690 R28 018 755 R9 150 268   Namibia R168 291 239 R249 930 759 R13 289 573 R6 584 433 R3 040 616 R7 772 928 R6 974 056 R10   Swaziland R85 365 022 R1 823 240 R16 088 730 R154 391 057 R71 028 360 R1 085 936 R5 003 740   Zambia R1115 580 718 R38 081 007 R5 231 074 R31 391 681 R7 624 395 R2 873 705 R2 707 650   Zimbabwe R3 274 623 667 R345 833 480 R87 637 281 R136 710 958 R70 405 279 R546 243 104 R59 667 478 R40   Angola R195 326 251 R36 763 008 R2 814 038 R6 536 958 R81 106 R2 541 822 R816 817 R36   Ethiopia R15 989 672 R4 271 833 R1 001 538 R1 133 640 R1 456 131 R237 120 R209 370	nern Cape Free State  087 091 R239 928 650  203 847 R5 802 436  200 502 R207 804 793  018 050 R0  R0 R747 600  1936 604 R3 660 777  R0 R989 118  R0 R1 271 550  089 341 R17 141 992  385 900 R0  761 160 R582 775
Africa         R7 746 741 160         R1 317 143 466         R181 872 675         R512 707 013         R883 098 017         R649 482 733         R203 241 002         R3 108 R2 1000           Botswana         R123 334 240         R21 139 742         R2 171 370         R9 390 866         R10 141 494         R26 877 462         R33 039 828         R21           Lesotho         R192 658 132         R160 127 342         R23 123 767         R61 656 894         R2 191 140         R14 529 240         R34 307 647         R9 30 866           Malawi         R985 586 614         R24 842 231         R3 370 080         R30 868 160         R1 421 900         R12 228 340         R21 818 990         R3 081 883 883 883           Mozambique         R595 460 912         R24 077 660         R3 771 590         R14 783 103         R705 758 690         R28 018 755         R9 150 268           Namibia         R168 291 239         R249 930 759         R13 289 573         R6 584 433         R3 040 616         R7 772 928         R6 974 056         R10           Swaziland         R85 365 022         R1 823 240         R16 088 730         R154 391 057         R71 028 360         R1 085 936         R5 003 740           Zimbabwe         R3 274 623 667         R345 833 480         R87 637 281         R136 710 958	087 091 R239 928 650 203 847 R5 802 436 200 502 R207 804 793 018 050 R0 R0 R747 600 1936 604 R3 660 777 R0 R989 118 R0 R1 271 550 089 341 R17 141 992 885 900 R0
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Botswana R123 334 240 R21 139 742 R2 171 370 R9 390 866 R10 141 494 R26 877 462 R33 039 828 R21 R192 658 132 R160 127 342 R23 123 767 R61 656 894 R2 191 140 R14 529 240 R34 307 647 R92 A1 R24 842 231 R3 70 080 R30 868 160 R1 421 900 R12 228 340 R21 818 990 R30 R30 R30 R30 R30 R30 R30 R30 R30 R3	203 847 R5 802 436 200 502 R207 804 793 018 050 R0 R0 R747 600 1 936 604 R3 660 777 R0 R989 118 R0 R1 271 550 089 341 R17 141 992 R0
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Netherlands         R192 798 493         R384 077 309         R59 589 546         R59 333 763         R127 241 076         R77 991 529         R11 773 137         R3 0           Norway         R18 865 505         R42 070 424         R5 863 945         R3 242 395         R9 551 391         R1 614 767         R1 463         R4           Portugal         R32 323 466         R32 366 966         R1 107 165         R3 042 052         R3 046 637         R1 105 116         R418 073         R1 3           Russian Fed         R143 595 497         R41 776 949         R4 237 176         R11 075 000         R6 855 734         R9 383 807         R6 403 222         R27           Spain         R44 216 375         R53 436 285         R1 003 628         R7 803 570         R16 115 069         R2 929 146         R1 221 734         R11           Sweden         R28 872 750         R100 641 649         R12 651 410         R6 889 021         R20 641 460         R13 626 761         R905 856         R96           Switzerland         R71 493 656         R208 915 618         R30 977 210         R34 135 323         R40 672 988         R20 962 859         R2 289 398         R16	472 966     R321 686       354 139     R2 275 498       4454 940     R4 197 991       713 877     R3 117 050       966 536     R653 160
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Netherlands         R192 798 493         R384 077 309         R59 589 546         R59 333 763         R127 241 076         R77 991 529         R11 773 137         R3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	472 966 R321 686 354 139 R2 275 498 454 940 R4 197 991 713 877 R3 117 050 966 536 R653 160 698 851 R4 426 996 145 153 R1 789 870 395 938 R17 940 893 338 553 R1 463 755 740 463 R2 026 408
Netherlands         R192 798 493         R384 077 309         R59 589 546         R59 333 763         R127 241 076         R77 991 529         R11 773 137         R3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	472 966 R321 686 354 139 R2 275 498 454 940 R4 197 991 713 877 R3 117 050 966 536 R653 160 698 851 R4 426 996 145 153 R1 789 870 395 938 R17 940 893 338 553 R1 463 755 140 463 R2 026 408 R0 R0
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Germany	R14 700	R15 400	R9 300	R9 500	R10 000	R16 500	R12 900	R6 400	R6 000
Ireland	R21 800	R20 400	R7 700	R25 500	R12 000	R43 300	R12 400	R13 200	R2 100
Italy	R15 800	R15 200	R10 200	R13 100	R6 800	R18 100	R7 900	R22 800	R600
Netherlands	R16 500	R19 400	R12 500	R10 400	R14 600	R21 700	R12 800	R5 600	R10 900
Norway	R23 900	R22 800	R18 100	R8 800	R17 900	R9 800	R1 400	R6 700	R4 600
Portugal	R16 400	R16 100	R8 300	R12 300	R8 900	R7 900	R6 300	R33 700	R30 900
Russian Fed	R28 800	R10 900	R14 400	R9 900	R4 800	R14 000	R15 200	R48 100	R29 200
Spain	R14 500	R14 200	R5 000	R11 300	R9 200	R6 600	R9 800	R58 900	R0
Sweden	R9 400	R19 100	R11 300	R6 500	R11 900	R11 600	R2 900	R5 800	R5 100
Switzerland	R13 600	R20 500	R13 300	R32 900	R12 900	R28 000	R4 300	R5 600	R14 300
Turkey	R18 800	R16 400	R12 100	R31 800	R5 900	R5 200	R0	R2 500	R0
UK Other Furance	R16 700	R22 700	R17 000	R18 000	R11 500	R23 300	R15 400	R12 800	R14 500 R5 000
Other Europe  Middle East	R14 100 R21 000	R18 000 R20 300	R8 400	R6 100 R26 200	R7 100	R13 200 R11 100	R15 600 R7 800	R6 200 R38 300	
UAE	R21 000 R26 400	R20 300 R19 600	R6 200 R8 900	R26 200 R37 600	R11 700 R28 500	R11 100	R5 000	R38 300 R0	R14 200 R0
Other Middle East	R20 700	R20 300	R5 000	R25 100	R7 900	R11 100	R8 900	R38 300	R14 200
North America	R16 200	R16 300	R13 600	R18 500	R9 500	R29 800	R31 300	R243 700	R11 100
Canada	R9 100	R15 200	R13 600	R9 400	R5 600	R11 900	R8 100	R28 600	R7 600
USA	R17 300	R16 500	R14 700	R20 600	R10 500	R32 100	R35 600	R254 500	R12 300
TOTAL	R12 200	R16 900	R10 200	R8 100	R3 700	R8 600	R6 000	R32 000	R1 900



DED WELLES BY COLUMNY							
		BED NIGHTS BY COUNTRY	2 : 222 /				
	Q4 2022	Q4 2023	Q4 2024	% YOY GROWTH			
AFRICA	15 586 734	23 140 523	22 785 507	-1.5%			
Botswana	362 892 2 157 414	546 396	395 217	-27.7%			
Lesotho Malawi	3 157 414 520 717	3 846 969 517 024	4 085 832	6.2%			
	529 717 2 648 220	517 936 3 645 925	710 117 5 116 185	37.1% 40.3%			
Mozambique Namibia	2 648 220 648 248	3 645 925 457 797	739 610	40.3% 61.6%			
eSwatini	648 248 990 162	2 116 542	2 390 191	12.9%			
Zambia	402 518	504 476	548 388	8.7%			
Zimbabwe	5 920 613	10 277 085	7 454 111	-27.5%			
Angola	144 563	10 277 083	145 811	-27.3% 40.1%			
DRC	86 402	210 044	195 719	-6.8%			
Ethiopia	23 048	23 762	32 800	38.0%			
Ghana	61 486	107 660	115 372	7.2%			
Kenya	99 151	233 845	220 031	-5.9%			
Nigeria	76 680	82 183	115 649	40.7%			
Tanzania	133 212	67 366	153 143	127.3%			
Uganda	72 117	153 098	87 636	-42.8%			
Other Africa	230 291	245 336	279 696	14.0%			
ASIA	762 952	877 157	751 929	-14.3%			
China including Hong Kong	65 151	156 128	138 110	-11.5%			
India	389 128	368 636	244 978	-33.5%			
Japan	35 547	69 568	66 654	-4.2%			
Malaysia	14 308	25 358	22 313	-12.0%			
Singapore	31 393	16 328	18 232	11.7%			
South Korea	30 371	59 377	48 487	-18.3%			
Other Asia	197 053	181 761	213 156	17.3%			
AUSTRALASIA	459 200	458 864	528 071	15,1%			
Australia	361 412	363 423	429 786	18.3%			
New Zealand	95 688	95 121	97 523	2.5%			
Other Australia	2 100	320	763	138.3%			
CENTRAL & SOUTH AMERICA	134 843	244 839	328 943	34.4%			
Argentina	14 174	23 098	29 376	27.2%			
Brazil	61 771	178 425	214 032	20.0%			
Chile	5 011	8 125	10 626	30.8%			
Other Central & South America	53 888	35 191	74 909	112.9%			
EUROPE	5 067 990	4 925 369	5 191 873	5.4%			
Austria	108 371	93 602	105 210	12.4%			
Belgium	209 454	193 394	217 255	12.3%			
Denmark	82 869	76 257	82 522	8.2%			
Finland	49 252	27 821	23 140	-16.8%			
France	452 633	429 411	494 534	15.2%			
Germany	1 136 620	1 179 045	1 201 897	1.9%			
Ireland	101 056	114 013	125 302	9.9%			
Italy	147 052	153 762	168 460	9.6%			
The Netherlands	545 551	492 869	556 087	12.8%			
Norway	59 102	52 925	48 658	-8.1%			
Portugal	58 281	49 247	50 000	1.5%			
Russian Federation	105 999	112 415	136 789	21.7%			
Spain	80 335	85 901	88 302	2.8%			
Sweden	130 654	123 799	147 828	19.4%			
Switzerland	175 471	221 688	205 411	-7.3%			
Turkey	40 345	32 433	47 484	46.4%			
Uk Othor Furance	1 400 376	1 326 507	1 345 284	1.4%			
Other Europe	184 570	160 280	147 711	-7.8%			
MIDDLE EAST	149 672	176 835	110 741	-37.4%			
United Arab Emirates	6 269	8 183	5 528	-32.4%			
Other Middle East	143 403	168 653	105 213	-37.6%			
NORTH AMERICA	1 325 218	1 420 459	1 509 739	6.3%			
Canada	225 997	236 335	235 539	-0.3%			
USA	1 099 186	1 184 123	1 274 200	7.6%			
Other North America	35	0	0	<u> </u>			
TOTAL	23 486 610	31 244 046	31 206 803	-0.1%			

AVEN SE LENGTH OF STAV DV COUNTRY							
		E LENGTH OF STAY BY COUNTRY					
. = 2164	Q4 2022	Q4 2023	Q4 2024	% YOY GROWTH			
AFRICA Botswana	12.0 4.1	13.5 4.7	13.0 3.4	-3.3% -27.8%			
Lesotho	13.1	13.7	3.4 14.4	4.6%			
Malawi	14.2	12.6	13.4	5.9%			
Mozambique	9.6	10.3	12.9	25.7%			
Namibia	15.6	10.3	15.6	54.2%			
eSwatini	9.2	10.1	10.7	3.9%			
Zambia	12.0	11.8	13.3	11.9%			
Zimbabwe	14.2	18.3	14.6	-20.1%			
Angola	17.7	13.9	19.3	38.6%			
DRC	22.7	29.4	24.8	-15.8%			
Ethiopia	18.3	12.7	17.9	41.8%			
Ghana	17.4	16.2	17.9	-23.7%			
Kenya	17.4 14.9	19.0	12.4 16.9	-23.7% -10.8%			
Nigeria	18.5	19.0	19.8	9.1%			
_	18.5 24.4	10.5		9.1% 106.5%			
Tanzania			21.6				
Uganda	23.6	40.2	23.5	-41.6%			
Other Africa	18.3	15.2	16.7	10.0%			
ASIA	24.9	20.5	17.5	-14.7%			
China including Hong Kong	19.6	19.3	15.1	-21.7%			
India	26.4	22.5	16.9	-24.9%			
Japan	18.8	17.5	15.7	-10.6%			
Malaysia	16.5	19.0	12.8	-32.7%			
Singapore	25.3	8.0	8.5	5.5%			
South Korea	20.4	21.6	18.4	-14.8%			
Other Asia	27.5	22.4	25.2	12.3%			
AUSTRALASIA	18.2	17.2	16.0	-6.8%			
Australia	17.7	16.9	15.9	-6.2%			
New Zealand	19.8	18.7	16.9	-9.3%			
Other Australia	60.0	6.5	16.2	148.4%			
CENTRAL & SOUTH AMERICA	18.4	17.6	19.3	9.8%			
Argentina	23.4	22.5	25.3	12.5%			
Brazil	14.9	18.0	16.9	-6.2%			
Chile	14.4	9.8	15.5	58.5%			
Other Central & South America	24.2	16.2	29.6	82.9%			
EUROPE	16.5	14.0	14.4	3.0%			
Austria	19.7	13.7	15.0	9.7%			
Belgium	18.9	15.3	17.2	12.4%			
Denmark	17.1	15.1	16.3	7.3%			
Finland	24.7	12.7	10.7	-15.7%			
France	18.7	13.9	15.6	12.2%			
Germany	16.8	15.3	14.9	-2.5%			
Ireland	14.5	14.9	15.6	4.7%			
Italy	15.8	12.9	14.3	10.6%			
The Netherlands	19.2	14.0	15.8	12.7%			
Norway	16.3	12.9	16.9	31.0%			
Portugal	17.4	13.8	12.6	-8.6%			
Russian Federation	15.2	12.2	13.1	7.2%			
Spain	13.6	11.6	13.2	13.6%			
Sweden	16.1	13.9	16.6	20.0%			
Switzerland	13.9	15.5	14.5	-6.8%			
Turkey	16.2	10.6	13.4	26.3%			
Uk	14.9	13.2	13.1	-1.4%			
Other Europe	19.1	14.0	12.3	-12.0%			
MIDDLE EAST	17.6	27.2	18.6	-31.5%			
United Arab Emirates	15.6	16.7	12.0	-28.3%			
Other Middle East	17.7	28.1	19.2	-31.6%			
NORTH AMERICA	15.3	14.3	14.7	2.5%			
Canada	18.0	15.3	14.7	-7.0%			
USA	14.8	14.1	14.7	4.5%			
		0.0	0.0	4.5%			
Other North America	11.7						
TOTAL	13.4	13.8	13.5	-2.4%			

		ACCOMMODATION TYPE - BED NIGHTS Q4 2024							
,	Ustala	C House	D:: B	1 1		<del> </del>		5 to the C. Familia	11 DGB
	Hotels	Guest House	BnB	Self-Catering	-	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	974 367	324 008	127 322	582 617	48 104	199 981	12 098	18 099 260	85 672
Botswana	33 514 40 382	20 854 20 054	2 863 2 161	2 451 139 881	7 193 1 081	238 129 179	1 270 4 581	154 863 3 160 913	1 141 0
Lesotho Malawi	40 382 119 130	12 700	1 426	5 658	1001	0	0 4 581	456 482	21 252
Mozambique	72 714	10 398	8 312	48 760	0	9 160	0	4 918 434	0
Namibia	55 677	42 282	18 934	35 106	3 110	4 872	0	264 344	1 070
eSwatini	43 164	20 644	14 678	0	1 022	48 088	1 566	2 183 859	15 660
Zambia	88 811	3 543	6 902	11 808	6 496	0	0	334 075	8 556
Zimbabwe	247 158	122 266	55 141	172 136	9 822	0	4 428	6 225 469	25 094
Angola	23 304	8 220	2 300	21 892	115	695	0	24 742	1 188
DRC	30 674	3 273	3 209	31 063	224	108	254	57 996	134
Ethiopia	5 937	1 191	330	1 884	141	0	0	11 817	0
Ghana	31 920	3 673	1 973	11 720	0	0	0	34 762	1 707
Kenya	59 035	7 006	2 365	1 678	815	0	0	62 136	2 085
Nigeria	20 228	4 855	435	24 897	570	0	0	37 982	3 880
Tanzania	31 933	20 900	5 255	21 981	891	0	0	31 945	1 222
Uganda	19 342	421	517	20 550	361	0	0	37 442	1 033
Other Africa	51 442	21 728	523	31 153	6 186	7 641	0	102 000	1 649
ASIA	180 033	49 409	8 910	65 151	14 066	1 611	76	306 907	3 836
China including Hong Kong	43 945	6 030	3 221	17 090	2 285	511	0	52 852 73 073	602
India	75 095	12 240 5 015	4 269	22 395	3 676	0	0 74	72 072 20 074	1 280
Japan	16 102 8 985	5 015	0	279	3 565	341	76	20 976	586
Malaysia	8 985 12 048	253 782	0	3 867 777	1 805 908	0 0	0	3 205 3 717	0
Singapore	7 126	4 768	0	3 017	1 278	0 0	0	3717	803
South Korea Other Asia	16 732	20 322	1 421	17 727	549	758	0	122 590	565
AUSTRALASIA	90 929	15 081	27 756	11 450	41 746	3 870	7 906	292 068	13 192
Australia	74 116	11 336	23 559	10 943	34 662	3 870	7 494	228 308	12 235
New Zealand	16 805	3 745	4 197	507	6 811	0	412	63 278	957
Other Australia	8	0	0	0	273	0	0	482	0
CENTRAL & SOUTH AMERICA	92 234	5 615	2 925	32 467	13 694	17 425	3 701	112 017	20 764
Argentina	7 196	795	378	5 274	1 223	0	406	9 255	122
Brazil	67 575	3 336	2 061	22 094	9 015	9 190	2 846	64 920	18 260
Chile	5 758	0	486	76	689	224	0	1 010	2 382
Other Central & South America	11 705	1 484	0	5 023	2 768	8 010	449	36 832	0
EUROPE	1 377 541	545 458	195 104	540 130	594 374	97 607	91 197	1 374 200	94 584
Austria	37 430	16 418	3 376	8 360	12 082	1 256	830	11 608	3 280
Belgium	51 904	29 733	8 225	27 311	47 907	549	1 624	32 754	7 146
Denmark	21 658	9 805	4 331	5 203	16 977	292	9 826	5 115	726
Finland	11 387	247	909	796	4 980	0	0	4 821	0
France	131 309	57 668	19 173	88 215	55 862	1 274	5 782	83 285	5 641
Germany	331 043	153 665	46 182	81 239	173 947	45 340	30 617	259 780	23 406
Ireland	29 122	7 800	3 487	24 297	9 779	1 652	348	47 115	0
Italy	55 910	18 179	4 455	15 933	17 475	0	1 273	36 671	754
The Netherlands	122 383 13 804	70 933 4 490	19 937 5 034	69 545 4 931	94 314 5 898	11 958 1 168	16 121 150	112 611 13 168	7 113 15
Norway	13 804	5 343	2 027	5 386	5 898	201	0	13 168	1 184
Portugal  Pussian Fodoration	58 278	7 741	6 898	26 349	5 673	0	4 295	13 530	0
Russian Federation	29 313	5 059	6 123	10 258	10 136	1 984	1 723	17 583	2 563
Spain Sweden	40 497	8 899	7 912	36 081	20 726	0	809	10 044	7 131
Switzerland	62 270	24 488	8 785	21 652	25 488	4 808	3 098	38 015	1 258
Turkey	13 957	3 817	0	0	1 194	0	226	19 546	8 632
Uk	314 124	105 224	43 625	104 384	82 614	24 409	12 532	597 891	18 433
Other Europe	39 911	15 950	4 623	10 189	8 737	2 716	1 943	50 764	7 302
MIDDLE EAST	16 184	1 490	0	23 100	1 604	0	1 130	66 518	213
United Arab Emirates	1 454	70	0	0	177	0	0	3 581	47
Other Middle East	14 730	1 420	0	23 100	1 427	0	1 130	62 937	166
NORTH AMERICA	401 297	74 627	42 269	91 529	190 075	9 431	11 846	509 881	58 831
Canada	62 506	16 840	7 651	13 760	32 657	4 760	2 213	81 364	2 884
USA	338 791	57 787	34 619	77 769	157 418	4 671	9 633	428 517	55 947
Other North America	0	0	0	0	0	0	0	0	0
TOTAL	3 132 586	1 015 689	404 287	1 346 444	903 664	329 924	127 954	20 760 850	277 092

				ACCOMMODATIO	ON BEDNIGHTS BY	Y PROVINCE			
					Q4 2024				
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	1 372 270	1 260 969	74 001	177 645	147 020	37 287	38 984	11 826	12 584
Guest house	252 336	474 386	49 846	74 387	52 291	25 794	30 000	12 245	44 405
Bed & Breakfast	98 429	190 343	23 702	39 983	16 300	19 645	7 452	4 381	4 051
Game Lodges	37 095	34 253	68 776	44 621	411 334	238 867	47 121	18 034	3 562
Self Catering Units	281 753	737 634	50 492	94 354	21 486	28 228	58 351	3 008	71 137
Friends/Family	9 284 247	1 415 114	597 501	1 175 453	5 126 146	575 712	724 120	116 859	1 745 698
Backpacker hostels	3 656	68 269	18 204	53 160	26 385	30 824	14 262	153	115 011
Camping/caravanning	7 751	4 341	13 437	8 305	52 344	31 480	3 267	4 869	2 159
Hospital	6 272	1 128	0	252	0	0	0	0	5 650
Train/Ship etc	294	5 741	7 240	3 514	58	0	0	0	0
AirBnB	62 576	168 107	4 574	38 566	2 307	0	203	93	666
Couch	647	88	0	0	0	0	0	0	0
Other	1 150 872	649 769	281 166	133 913	55 228	126 794	137 170	3 128	339 390

			,	ACCOMMODATION	LENGTH OF STAY	Y BY PROVINCE			
					Q4 2024				
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	3.3	6.0	3.7	1.6	0.6	1.4	0.8	1.3	0.1
Guest house	1.5	6.1	3.8	0.8	0.2	1.0	0.7	1.5	0.5
Bed & Breakfast	0.6	4.7	3.3	0.5	0.1	1.0	0.2	0.6	0.0
Game Lodges	0.2	1.1	4.2	0.5	1.5	5.0	0.9	2.1	0.0
Self Catering Units	1.8	12.8	8.6	1.1	0.1	1.4	1.3	0.4	0.8
Friends/Family	15.4	13.5	15.7	9.7	12.0	9.3	10.4	9.7	10.2
Backpacker hostels	0.0	2.5	3.5	0.7	0.1	1.6	0.3	0.0	1.3
Camping/caravanning	0.1	0.2	3.3	0.1	0.2	1.5	0.1	0.7	0.0
Hospital	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Train/Ship etc	0.0	0.2	2.0	0.0	0.0	0.0	0.0	0.0	0.0
AirBnB	10.3	13.8	3.8	8.2	4.7	0.0	3.0	1.0	13.0
Couch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	6.2	22.7	49.1	1.6	0.3	1.4	2.7	0.5	3.6



		P	URPOSE OF VI	SIT (CATEGOR	IES)				
			Q4	2024					
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	8.8%	7.4%	7.0%	5.6%	2.8%	1.3%	59.8%	1.2%	6.1%
Botswana	16.4%	2.5%	12.6%	34.8%	3.2%	0.7%	22.7%	3.5%	3.7%
Lesotho	2.5%	1.6%	1.6%	0.1%	0.5%	0.7%	81.4%	1.5%	10.0%
Malawi	9.4%	0.7%	36.9%	6.6%	3.0%	0.1%	33.8%	1.5%	8.0%
Mozambique	10.2%	8.5%	2.2%	0.5%	0.7%	1.1%	75.2%	0.0%	1.5%
Namibia	22.8%	0.8%	2.2%	9.6%	7.8%	1.0%	35.2%	1.2%	19.3%
Eswatini	8.3%	0.3%	4.1%	0.6%	0.8%	1.3%	78.6%	0.9%	5.1%
Zambia	7.9%	2.1%	30.6%	15.2%	8.3%	0.7%	23.0%	3.2%	9.1%
Zimbabwe	6.9%	16.9%	10.2%	6.0%	2.9%	2.0%	49.5%	1.3%	4.4%
Angola DRC	23.2% 13.2%	3.7% 0.0%	1.6% 1.1%	10.9% 12.1%	10.3% 10.8%	12.7% 1.8%	16.9% 30.6%	2.0% 2.2%	18.7% 28.0%
Ethiopia	7.1%	0.0%	0.0%	16.9%	23.7%	0.0%	35.1%	0.0%	17.2%
Ghana	29.3%	0.0%	0.0%	5.1%	17.7%	0.0%	20.9%	1.4%	25.7%
Kenya	17.2%	0.0%	0.0%	8.7%	33.6%	0.7%	16.5%	0.9%	22.4%
Nigeria	21.2%	0.4%	0.4%	7.5%	25.2%	1.1%	24.2%	1.6%	18.5%
Tanzania	22.4%	0.0%	0.6%	13.4%	20.8%	0.7%	21.4%	0.0%	20.6%
Uganda	11.6%	2.0%	0.0%	9.8%	19.6%	5.0%	19.6%	2.0%	30.4%
Other Africa	16.9%	0.0%	0.2%	14.4%	20.8%	2.1%	22.6%	1.5%	21.5%
ASIA	17.3%	0.2%	0.0%	23.0%	21.9%	0.3%	26.5%	0.8%	10.1%
China including Hong Kong	12.0%	0.6%	0.0%	26.8%	29.0%	0.3%	23.5%	0.6%	7.2%
India	14.6%	0.3%	0.0%	32.4%	20.4%	0.0%	21.7%	0.8%	9.8%
Japan	23.9%	0.0%	0.0%	10.6%	21.9%	1.2%	31.4%	0.9%	10.1%
Malaysia	22.1%	0.0%	0.0%	17.0%	20.5%	0.0%	21.2%	0.0%	19.2%
Singapore	32.0%	0.0%	0.0%	15.0%	26.6%	0.0%	12.5%	3.5%	10.3%
South Korea	22.0%	0.0%	0.0%	4.2%	22.6%	0.0%	41.3%	0.0%	10.0%
Other Asia	18.2%	0.0%	0.0%	17.9%	15.6%	0.4%	35.4%	0.8%	11.7%
AUSTRALASIA	36.6%	0.0%	0.0%	3.6%	6.6%	0.0%	47.7%	0.3%	5.3%
Australia	36.5%	0.0%	0.0%	3.8%	6.5%	0.0%	48.4%	0.3%	4.5%
New Zealand	36.8%	0.0%	0.0%	2.7%	7.2%	0.0%	44.5%	0.0%	8.7%
Other Australia CENTRAL & SOUTH AMERICA	41.5% 44.2%	0.0% <b>0.0</b> %	0.0% <b>0.0</b> %	0.0% <b>8.5</b> %	2.1% 16.1%	0.0% <b>0.0</b> %	56.4% 11. <b>7</b> %	0.0% 4.9%	0.0% 14.5%
Argentina	35.5%	0.0%	0.0%	9.4%	29.5%	0.0%	11.7%	3.3%	11.0%
Brazil	46.4%	0.0%	0.0%	8.3%	13.9%	0.0%	9.4%	5.5%	16.5%
Chile	43.7%	0.0%	0.0%	10.6%	32.5%	0.0%	3.2%	0.0%	9.9%
Other Central & South America	37.3%	0.0%	0.2%	8.9%	16.9%	0.0%	25.7%	3.9%	7.2%
EUROPE	48.8%	0.1%	0.0%	11.8%	10.1%	0.1%	23.1%	0.3%	5.7%
Austria	60.5%	0.0%	0.0%	5.1%	16.6%	0.0%	10.4%	1.2%	6.2%
Belgium	62.9%	0.0%	0.0%	7.4%	7.4%	0.0%	16.0%	0.5%	5.8%
Denmark	64.8%	0.0%	0.0%	7.6%	10.5%	0.0%	8.6%	1.0%	7.6%
Finland	54.2%	0.0%	0.0%	15.4%	7.7%	0.0%	17.0%	0.0%	5.7%
France	61.1%	0.0%	0.0%	10.1%	9.9%	0.2%	13.9%	0.0%	4.8%
Germany	56.2%	0.0%	0.0%	11.7%	9.9%	0.0%	15.8%	0.3%	6.2%
Ireland	43.5%	0.0%	0.0%	7.6%	8.4%	0.9%	33.6%	0.0%	6.0%
Italy	55.3%	0.0%	0.0%	11.1%	12.1%	0.0%	16.3%	0.5%	4.7%
The Netherlands	52.6%	0.0%	0.0%	13.0%	8.2%	0.2%	21.4%	0.4%	4.2%
Norway	58.5%	0.0%	0.0%	15.9%	7.2%	0.0%	13.6%	0.0%	4.8%
Portugal	30.0%	1.9%	0.0%	17.0%	18.4%	0.0%	29.1%	0.0%	3.6%
Russian Federation	38.9%	0.0%	0.0%	33.0%	15.6%	0.0%	6.9%	0.0%	5.5%
Spain	47.5%	0.0%	0.0%	14.4%	15.2%	0.0%	15.3%	0.0%	7.7%
Sweden	53.6%	0.0%	0.0%	9.3%	16.9%	0.0%	9.0%	0.9%	10.4%
Switzerland Turkey	63.3%	0.5%	0.0%	9.1%	6.5%	0.0%	15.6%	0.0%	5.0%
Uk	25.4% 35.6%	0.0% 0.1%	0.0% 0.1%	39.9% 9.9%	18.4% 8.7%	0.0% 0.3%	9.7% 39.2%	0.0% 0.4%	6.7% 5.8%
Other Europe	35.5%	0.1%	0.1%	9.9% 17.3%	0.7% 14.1%	0.3%	26.8%	0.4%	5.6%
MIDDLE EAST	23.9%	0.9%	0.0%	9.1%	10.6%	0.0%	49.5%	0.6%	6.0%
United Arab Emirates	14.2%	0.0%	0.0%	18.7%	13.6%	0.0%	47.3%	3.1%	3.1%
Other Middle East	24.7%	0.0%	0.0%	8.3%	10.4%	0.4%	49.7%	0.4%	6.2%
NORTH AMERICA	49.3%	0.0%	0.0%	10.6%	8.6%	0.1%	23.1%	1.9%	6.4%
Canada	57.5%	0.0%	0.0%	2.2%	7.6%	0.0%	27.7%	0.5%	4.4%
USA	47.8%	0.0%	0.0%	12.2%	8.8%	0.1%	22.2%	2.1%	6.7%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	17.7%	5.7%	5.3%	7.1%	4.7%	1.0%	51.3%	1.1%	6.2%



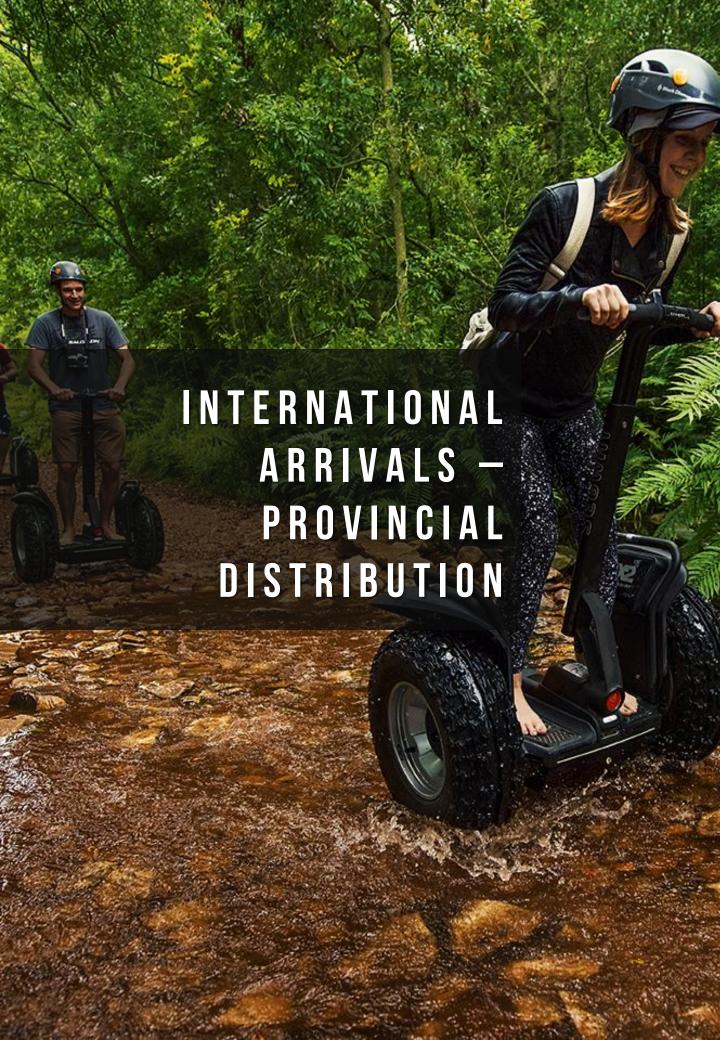
Pirst times			DEDEAT VISITS BY SO	INTRY		
First timers				UNTRY		
Africa  8.28   10.0%   9.2%   9.9%   34.9%   Botswana  4.13   6.0%   4.9%   7.2%   36.3%   Lesotho  0.36   2.5%   2.6%   2.5%   18.2%   Mozambique   13.2%   11.3%   7.2%   6.3%   Mozambique   13.2%   10.0%   12.9%   17.2%   6.7%   Mozambique   7.6%   12.6%   12.9%   17.2%   12.7%   Mozambique   7.6%   12.6%   12.9%   14.1%   14.1%   Mozambique   7.6%   12.6%   12.9%   13.5%   13.5%   Mozambique   7.6%   12.6%   12.9%   12.9%   13.8%   Ethiopia   29.6%   20.8%   17.8%   18.5%   13.3%   Mozambique   7.6%   12.6%   12.7%   12.7%   13.3%   Mozambique   7.6%   12.6%   12.7%   13.5%   13.1%   12.2%   Mozambique   7.6%   12.6%   12.7%   13.5%   13.1%   12.2%   Mozambique   7.6%   12.2%   13.2%   13.1%   12.2%   Mozambique   7.6%   12.2%   13.2%   13.1%   12.2%   Mozambique   7.6%   12.2%   13.2%   13.2%   13.2%   13.2%   Mozambique   7.6%   12.2%   13.2%   13.2%   13.2		First timers		4 - 5 times	6 - 9 times	10 times or more
Lecotho	Africa					
Malawri Malawri Malawri Marambique 13.2% 13.3% 14.6% 17.2% 13.3% 6.3% Marmbia 5.9% 7.0% 8.4% 13.3% 64.7% 47.7% 25.0% 14.2% 47.7% 25.0% 14.2% 47.7% 25.0% 25.0% 15.2% 13.1% 15.2% 13.1% 11.6% 9.7% 43.0% 27.7% 25.0	Botswana	4.3%	6.0%	4.9%	7.2%	36.3%
Mazambidge	Lesotho		2.5%	2.6%		18.2%
Nambla						
Swarland	•					
Zambia         15.28         13.1%         11.4%         9.7%         43.0%           Angela         22.4%         14.1%         7.6%         15.6%         19.6%         30.2%           Ethiopla         22.4%         11.7%         7.6%         15.6%         39.2%         20.2%         17.8%         16.5%         33.2%         20.8%         17.8%         16.5%         13.3%         13.3%         17.7%         17.7%         17.0%         7.4%         8.8%         8.8%         8.8%         8.8%         8.8%         8.8%         8.8%         8.8%         8.8%         8.8%         8.8%         17.7%         17.0%         7.4%         8.8%         8.8%         17.7%         17.7%         12.7%         <						
Zimbabwe						
Angola   22.4%   14.1%   7.6%   15.6%   39.2%   Etholopic   24.2%   17.7%   12.1%   12.7%   33.8%   Etholopic   24.2%   17.2%   12.1%   12.7%   13.3%   Etholopic   29.6%   20.8%   17.8%   18.5%   18.5%   13.3%   Kerrya   39.3%   17.4%   14.4%   14.1%   14.8%   Kerrya   40.7%   20.5%   13.7%   12.5%   12.7%   Tarrzanis   27.4%   22.7%   13.9%   13.1%   22.9%   Uganda   36.0%   14.1%   9.0%   15.7%   25.3%   Other Africa   33.6%   17.8%   17.6%   16.3%   14.7%   Asia   46.4%   21.0%   11.4%   11.33%   9.9%   China including Hong Kong   40.3%   20.1%   9.6%   18.4%   11.16%   India   48.6%   22.3%   13.6%   22.7%   13.1%   9.9%   China including Hong Kong   47.4%   18.8%   7.9%   16.1%   9.9%   Usanda   51.8%   19.3%   10.4%   2.7%   11.2%   Usanda   51.8%   19.3%   10.4%   15.3%   15.1%   8.7%   Usanda   51.8%   19.3%   10.4%   7.8%   10.8%   Australais   38.1%   19.3%   10.4%   15.3%   15.1%   8.7%   Usanda   47.4%   15.3%   10.4%   11.0%   12.2%   Usanda   47.4%   15.3%   10.4%   11.0%   12.2%   Usanda   47.4%   15.5%   2.1%   0.0%   0.0%   56.4%   Usanda   47.4%   47.5%   47.5%   47.5%   47.5%   47.5%   Usanda   47.4%   47.5%   47.5%   47.5%   47.5%   Usanda   47.4%   47.5%   47.5%   47.5%   47.5%   47.5%   Usanda   47.4%   18.8%   7.9%   16.1%   47.5%   47.5%   Usanda   47.4%   18.8%   7.9%   16.1%   47.5%   47.5%   Usanda   47.4%   18.8%   7.9%   16.1%   Usanda   47.4%   18.8%   7.9%   16.1%   Usanda   47.4%   18.8%   7.9%   16.1%   Usanda   47.4%   1						
Democratic Republic of Congo   24.2%   17.2%   12.1%   12.7%   33.8%						
Ethiopia   29.6%   20.8%   17.8%   18.5%   13.3%   13.3%   17.4%   14.4%   14.1%   14.8%   14.8%   14.4%   14.1%   14.8%   14.8%   14.4%   14.1%   14.8%   14.8%   12.2%   12.7%   13.7%   12.5%   12.7%   13.7%   12.5%   12.7%   13.7%   12.5%   12.7%   13.7%   12.5%   12.7%   13.7%   12.5%   12.7%   13.7%   12.5%   12.7%   13.7%   12.5%   12.7%   13.7%   12.5%   14.1%   14.8%   14.1%   14.8%   14.4%   14.1%   14.8%   12.0%   15.7%   22.3%   16.3%   16.3%   14.7%   16.3%   16.3%   14.7%   16.3%   16.3%   14.7%   16.3%   16.3%   14.7%   16.3%   16.3%   14.7%   16.3%   16.	· ·					
Shana						
Kerya   39.3%   17.4%   14.4%   14.1%   14.8%   14.8%   17.0%   12.7%   13.9%   13.1%   12.5%   12.7%   13.9%   13.1%   12.5%   12.7%   13.9%   13.1%   12.5%   12.7%   13.9%   13.1%   12.5%   12.7%   13.9%   13.1%   12.5%   12.7%   13.9%   13.1%   12.5%   12.7%   13.9%   13.1%   12.5%   14.7%   14.7%   14.1%   17.8%   17.8%   17.8%   17.8%   16.3%   14.7%   14.7%   14.7%   14.1%   13.3%   14.7%   14.7%   14.1%   13.3%   14.7%   14.7%   14.1%   13.3%   14.7%   14.1%   13.3%   14.7%   14.1%   13.3%   14.6%   11.6%   11.6%   11.6%   11.6%   12.5%   13.6%   18.4%   11.6%   11.6%   12.5%   13.6%   18.4%   11.6%   11.6%   12.5%   13.6%   18.4%   11.6%   12.5%   13.6%   18.4%   11.6%   12.5%   13.6%   18.4%   11.6%   12.5%   13.6%   13.6%   18.4%   11.6%   12.5%   13.6	•					
Nigeria   40.7%   20.5%   13.7%   12.5%   12.7%   12.7%   13.9%   13.1%   22.9%   13.9%   13.1%   22.9%   13.9%   15.7%   25.3%   14.1%   9.0%   15.7%   25.3%   14.7%   14.7%   14.7%   14.2%   14.						
Tanzania   27.4%   22.7%   13.9%   13.1%   22.9%   Uganda   36.0%   14.1%   9.0%   15.7%   22.9%   Uganda   36.0%   14.1%   9.0%   15.7%   22.9%   Uganda   33.6%   17.8%   17.6%   16.3%   14.7%   Asia   46.4%   21.0%   11.4%   11.3%   9.9%   Chira including Hong Kong   40.3%   20.1%   9.6%   18.4%   11.6%   India   48.6%   22.3%   13.6%   8.2%   7.3%   Japan   47.4%   18.8%   7.9%   16.1%   9.9%   Malaysia   55.4%   22.2%   8.4%   2.9%   11.2%   Singapore   32.6%   26.2%   12.8%   8.7%   17.7%   South Korea   41.5%   19.4%   15.3%   15.1%   8.7%   Other Asia   51.8%   19.3%   10.4%   7.28%   Australia   38.1%   19.3%   11.6%   16.2%   12.8%   New Zealand   36.5%   25.0%   14.4%   11.6%   12.2%   South Merica   41.5%   27.1%   10.9%   New Zealand   36.5%   25.0%   14.4%   11.6%   12.2%   South Merica   47.1%   6.7%   6.2%   4.4%   International   4.1%   6.7%   6.2%   4.4%   International   55.1%   12.1%   13.7%   6.5%   International   55.1%   12.5%   5.7%   5.7%   3.9%   Uther Australia   51.5%   25.2%   9.9%   3.3%   8.8%   International   53.7%   6.2%   3.8%   6.8%   5.2%   3.8%   International   53.7%   6.2%   3.8%   6.8%   5.2%   3.8%   International   53.7%   6.5%   3.8%   6.8%   5.2%   3.8%   International   53.7%   6.5%   3.8%   6.8%   6.5%   3.8%   International   53.7%   6.6%   6.5%   3.8%   International   53.7%   6.6%   6.5%   3.8%   6.8%   6.5%   3.8%   International   53.7%   6.2%   6.2%   6.2%   6.2%   6.2%   6.2%   6.2%   6.2%   6.2%   6.3%   6.8%   6.5%   6.3%   6.8%   6.5%   6.3%   6.8%   6.5%   6.3%   6.8%   6.5%   6.3%   6.8%   6.5%   6.5%   6.3%   6.8%   6.5%   6.5%   6.3%   6.8%   6.5%   6.5%   6.3%   6.8%   6.5%   6.5%   6.5%   6.3%   6.8%   6.5%   6.						
Uganda         36.0%         14.1%         9.0%         15.7%         25.3%           Asis         46.4%         21.0%         11.4%         11.3%         9.9%           China including Hong Kong         40.3%         20.1%         9.6%         18.4%         11.5%         9.9%           India         46.6%         22.3%         13.6%         8.2%         7.3%         11.6%         9.9%           Alapan         47.4%         18.8%         7.9%         16.1%         9.9%         11.2%         5.9%         11.2%         5.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         9.9%         11.2%         11.2%         9.9%         11.2%	-					
Asia         46.4%         21.0%         11.4%         11.3%         9.9%           China including Hong Kong         40.3%         20.1%         9.6%         18.4%         11.6%           India         48.6%         22.3%         13.6%         8.2%         7.3%           Japan         47.4%         18.8%         7.79%         16.1%         9.9%           Malaysia         55.4%         22.2%         8.4%         2.9%         11.2%           Singapore         32.6%         28.2%         12.28%         8.7%         17.7%           Other Asia         51.8%         19.3%         10.4%         7.8%         10.8%           Australasia         37.9%         20.2%         12.1%         17.0%         12.28%           Australasia         38.1%         19.3%         11.6%         18.2%         12.28%           Australasia         36.5%         25.0%         14.4%         11.6%         18.2%         12.28%           Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.8%         14.1%         13.7%         6.2%         4.4%           Argentina         55.1%         14.1% </td <td>Uganda</td> <td>36.0%</td> <td>14.1%</td> <td>9.0%</td> <td>15.7%</td> <td>25.3%</td>	Uganda	36.0%	14.1%	9.0%	15.7%	25.3%
Cinia including Hong Kong         40.3%         20.1%         9.6%         18.4%         11.6%         11.6%         11.6%         11.6%         7.3%         Japan         47.4%         18.8%         7.9%         16.1%         9.9%         Malaysia         35.4%         22.2%         8.4%         2.9%         11.2%         9.9%         Malaysia         35.4%         22.2%         8.4%         2.9%         11.7%         11.7%         11.7%         11.2%         11.2%         11.2%         11.2%         11.2%         11.7%         11.2%         11.2%         11.7%         11.2%         11.2%         11.2%         11.7%         8.7%         11.2%         11.0%         12.8%         11.8%         11.4%         11.0%         12.8%         11.8%         11.4%         11.0%         12.8%         11.0%         12.8%         12.8%         12.8%         12.8%         12.8%         12.8%         14.4%         11.0%         12.5%         12.8%<	Other Africa	33.6%	17.8%	17.6%	16.3%	14.7%
India	Asia	46.4%	21.0%	11.4%	11.3%	9.9%
Japan	China including Hong Kong	40.3%	20.1%	9.6%	18.4%	11.6%
Malaysia         55.4%         22.2%         8.4%         2.9%         11.2%           Singapore         32.6%         28.2%         12.8%         8.7%         17.7%           South Korea         41.5%         19.4%         15.3%         15.1%         8.7%           Other Asia         51.8%         19.3%         10.4%         7.8%         10.8%           Australasia         38.1%         19.3%         11.6%         18.2%         12.8%           Australad         36.5%         25.0%         14.4%         11.6%         12.5%           Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.6%         14.1%         13.7%         6.5%         10.6%           Brazil         72.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austria         62.0%         23.3%         6.4%	India	48.6%			8.2%	
Singapore   32.6%   28.2%   12.8%   8.7%   17.7%	·					
South Norea         41.5%         19.4%         15.3%         15.1%         8.7%           Other Asia         51.8%         19.3%         10.4%         7.8%         10.8%           Australasia         37.8%         20.2%         12.1%         17.0%         12.8%           Australad         38.1%         19.3%         11.6%         18.2%         12.8%           New Zealand         36.5%         25.0%         14.4%         11.6%         12.5%           Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.8%         14.9%         6.7%         6.2%         4.4%           Argentina         55.1%         14.1%         13.7%         6.5%         10.6%           Brazil         72.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austral         62.5%         15.5%         9.9%	The state of the s					
Other Asia         51.8%         19.3%         10.4%         7.8%         10.8%           Australasia         37.8%         20.2%         12.1%         17.0%         12.8%           Australa         38.1%         19.3%         11.6%         18.2%         12.8%           New Zealand         36.5%         25.0%         14.4%         11.6%         12.5%           Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.8%         14.9%         6.7%         6.2%         4.4%           Argentina         55.1%         14.1%         13.7%         6.5%         10.6%           Brazil         72.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.22%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austral         62.0%         22.3%         6.4%         4.6%         7.6%           Eligium         56.0%         23.3%         6.4%	3 1					
Australisia         37.8%         20.2%         12.1%         17.0%         12.8%           Australia         38.1%         19.3%         11.6%         18.2%         12.8%           New Zealand         36.5%         25.0%         14.4%         11.6%         12.5%           Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.8%         14.9%         6.7%         6.2%         4.4%           Argentina         55.1%         14.1%         13.7%         6.5%         10.6%           Brazil         72.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austral         62.5%         15.5%         9.9%         3.3%         8.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6% <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td></td<>						
Australia         38.1%         19.3%         11.6%         18.2%         12.8%           New Zealand         36.5%         25.0%         14.4%         11.6%         12.5%           Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.8%         14.9%         6.7%         6.2%         4.4%           Argentina         55.1%         14.1%         13.7%         6.5%         10.6%           Brazil         72.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austria         62.0%         24.7%         7.6%         1.0%         4.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Bendard         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
New Zealand         36.5%         25.0%         14.4%         11.6%         12.5%           Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.8%         14.9%         6.7%         6.2%         4.4%           Argentia         75.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.98         8.7%           Austria         62.5%         15.5%         9.9%         3.3%         8.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         9.8%         8.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germary         50.5%         23.4%         10.5%						
Other Australasia         41.5%         2.1%         0.0%         0.0%         56.4%           South America         67.8%         14.9%         6.7%         6.2%         4.4%           Argentina         55.1%         14.1%         13.7%         6.5%         10.6%           Brazil         72.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austria         62.5%         15.5%         9.9%         3.3%         8.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%						
South America   67.8%   14.9%   6.7%   6.2%   4.4%						
Argentina         55.1%         14.1%         13.7%         6.5%         10.6%           Brazil         72.1%         12.5%         5.7%         5.7%         3.9%           Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austria         62.5%         15.5%         9.9%         3.3%         8.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Norway         66.5%         10.5%         11.1.1%         5.6%         6.5%						
Chile         70.9%         21.4%         5.5%         0.0%         2.2%           Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austria         62.5%         15.5%         9.9%         3.3%         8.8%           Belglum         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%						
Other Central & South America         51.5%         25.2%         9.0%         10.0%         4.3%           Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austria         62.5%         15.5%         9.9%         3.3%         8.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.9%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         161.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         <	Brazil	72.1%	12.5%	5.7%	5.7%	3.9%
Europe         49.5%         21.0%         11.0%         9.8%         8.7%           Austria         62.5%         15.5%         9.9%         3.3%         8.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         10.7%         10.4%         5.6%	Chile	70.9%	21.4%	5.5%	0.0%	2.2%
Austria         62.5%         15.5%         9.9%         3.3%         8.8%           Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%	Other Central & South America	51.5%	25.2%	9.0%	10.0%	4.3%
Belgium         58.0%         23.3%         6.4%         4.6%         7.6%           Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%						
Denmark         62.0%         24.7%         7.6%         1.0%         4.8%           Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%						
Finland         57.3%         24.8%         5.7%         5.9%         6.2%           France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%	_					
France         58.3%         22.8%         9.8%         5.2%         3.8%           Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         111.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%						
Germany         50.5%         23.4%         10.5%         9.1%         6.5%           Ireland         53.7%         16.6%         8.9%         7.4%         13.4%           Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%						
Ireland						
Italy         61.2%         20.1%         11.6%         4.1%         2.9%           Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%						
Netherlands         54.3%         23.9%         9.2%         6.5%         6.0%           Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         19.5%         9.6%         8.5% <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td></th<>						
Norway         66.5%         10.5%         11.1%         5.6%         6.3%           Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%	*					
Portugal         34.5%         23.2%         11.4%         11.3%         19.6%           Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%						
Russian Fed         51.6%         13.9%         13.3%         14.2%         7.0%           Spain         49.4%         23.9%         10.7%         10.4%         5.6%           Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6						
Sweden         61.6%         18.2%         7.8%         4.9%         7.5%           Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%	Russian Fed	51.6%		13.3%	14.2%	7.0%
Switzerland         57.7%         22.0%         7.0%         6.8%         6.5%           Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%	Spain	49.4%	23.9%	10.7%	10.4%	5.6%
Turkey         59.4%         20.6%         10.3%         6.7%         3.0%           UK         38.1%         18.3%         13.8%         15.6%         14.3%           Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%         0.0%	Sweden	61.6%	18.2%	7.8%		7.5%
UK       38.1%       18.3%       13.8%       15.6%       14.3%         Other Europe       44.5%       24.4%       13.9%       10.6%       6.6%         Middle East       42.3%       18.9%       14.6%       10.0%       14.1%         UAE       28.0%       24.8%       8.0%       16.6%       22.7%         Other Middle East       43.5%       18.4%       15.2%       9.5%       13.4%         North America       53.7%       19.5%       9.6%       8.5%       8.7%         Canada       57.9%       18.4%       6.7%       7.7%       9.3%         USA       52.9%       19.8%       10.1%       8.6%       8.6%         Other North America       0.0%       0.0%       0.0%       0.0%       0.0%						
Other Europe         44.5%         24.4%         13.9%         10.6%         6.6%           Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%						
Middle East         42.3%         18.9%         14.6%         10.0%         14.1%           UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%						
UAE         28.0%         24.8%         8.0%         16.6%         22.7%           Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%						
Other Middle East         43.5%         18.4%         15.2%         9.5%         13.4%           North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%						
North America         53.7%         19.5%         9.6%         8.5%         8.7%           Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%						
Canada         57.9%         18.4%         6.7%         7.7%         9.3%           USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%						
USA         52.9%         19.8%         10.1%         8.6%         8.6%           Other North America         0.0%         0.0%         0.0%         0.0%         0.0%						
Other North America         0.0%         0.0%         0.0%         0.0%						



		165.6					
			ATEGORIES 4 2024				
	18 - 24 years	25 - 30 years	4 2024 31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	15 - 24 years 15.5%	25 - 30 years 21.4%	17.3%	19.6%	18.9%	5.3%	1.9%
Botswana	3.6%	13.8%	16.5%	28.6%	27.6%	7.1%	2.8%
Lesotho	25.0%	29.3%	14.7%	16.3%	9.9%	3.8%	1.0%
Malawi	3.8%	14.1%	18.4%	18.5%	34.8%	7.9%	2.5%
Mozambique	23.6%	25.8%	17.1%	16.4%	15.0%	2.0%	0.0%
Namibia	11.7%	11.9%	13.8%	14.3%	20.2%	14.9%	13.2%
eSwatini Zambia	25.0%	27.1%	19.0%	16.5%	10.7%	1.4%	0.3%
Zimbia Zimbabwe	5.8% 6.1%	12.9% 16.1%	18.6% 17.6%	25.0% 22.5%	29.8% 25.9%	6.6% 8.5%	1.4% 3.3%
Angola	6.0%	15.7%	23.9%	18.6%	25.7%	8.3%	1.8%
DRC	10.7%	13.6%	17.5%	24.0%	26.0%	6.8%	1.4%
Ethiopia	7.4%	15.6%	19.8%	23.1%	19.5%	8.8%	5.8%
Ghana	5.1%	14.6%	25.9%	34.7%	16.0%	1.2%	2.5%
Kenya	8.3%	15.0%	22.9%	32.5%	10.6%	8.5%	2.2%
Nigeria	8.1%	16.6%	29.3%	15.4%	21.8%	6.1%	2.8%
Tanzania Uganda	10.6% 10.6%	17.6% 24.0%	30.0% 13.2%	13.6% 24.2%	19.1% 14.2%	7.9% 10.2%	1.1% 3.6%
Other Africa	7.5%	13.6%	21.5%	25.6%	21.2%	7.4%	3.3%
ASIA	6.3%	19.0%	21.0%	24.0%	18.9%	5.9%	4.9%
China including Hong Kong	2.9%	20.0%	26.2%	27.1%	15.7%	5.3%	2.8%
India	5.2%	17.7%	17.8%	27.2%	21.5%	7.0%	3.6%
Japan	10.4%	9.7%	18.5%	30.0%	19.9%	2.8%	8.7%
Malaysia	16.6%	13.8%	18.0%	20.8%	14.1%	11.3%	5.5%
Singapore	10.3%	16.3%	3.5%	26.9%	28.8%	5.2%	9.0%
South Korea Other Asia	12.4% 4.9%	24.0% 25.1%	21.0% 27.2%	18.1% 13.7%	14.4% 17.1%	5.7% 5.4%	4.3% 6.6%
AUSTRALASIA	6.3%	11.6%	13.0%	17.0%	23.6%	14.9%	13.5%
Australia	7.1%	9.8%	13.9%	16.5%	24.2%	14.7%	13.8%
New Zealand	2.6%	19.5%	9.0%	19.6%	20.7%	16.0%	12.6%
Other Australia	41.5%	41.5%	0.0%	2.1%	14.9%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	9.1%	14.9%	23.8%	19.7%	17.2%	8.7%	6.6%
Argentina	10.7%	18.8%	16.9%	16.9%	19.3%	12.4%	5.0%
Brazil	9.5%	13.3%	27.3%	20.3%	17.4%	5.7%	6.5%
Chile Other Central & South America	9.4% 6.5%	22.8% 18.8%	18.9% 11.1%	26.0% 16.1%	12.4% 16.7%	5.1% 23.0%	5.5% 7.8%
EUROPE	5.5%	15.1%	15.6%	18.4%	24.2%	10.8%	10.4%
Austria	4.1%	19.2%	23.1%	14.5%	13.0%	12.3%	13.8%
Belgium	4.0%	15.7%	14.8%	14.5%	22.2%	15.5%	13.3%
Denmark	4.8%	12.4%	12.4%	16.2%	37.1%	10.5%	6.7%
Finland	0.0%	15.6%	19.1%	8.1%	19.1%	13.8%	24.3%
France	6.4%	15.1%	16.7%	18.3%	22.9%	9.3%	11.3%
Germany	4.7%	15.7%	14.0%	17.8%	25.0%	12.6%	10.2%
Ireland Italy	6.9% 3.3%	15.7% 20.3%	18.3% 15.6%	18.2% 23.3%	18.9% 22.0%	9.3% 7.5%	12.8% 8.0%
The Netherlands	6.1%	13.2%	14.3%	17.8%	26.9%	10.3%	11.3%
Norway	5.5%	21.5%	12.8%	21.5%	20.9%	6.4%	11.2%
Portugal	3.0%	12.1%	17.2%	25.0%	23.5%	12.3%	6.9%
Russian Federation	8.4%	7.8%	27.4%	24.0%	16.1%	8.2%	8.1%
Spain	5.8%	16.2%	21.0%	14.4%	28.7%	8.6%	5.4%
Sweden	6.1%	10.4%	7.2%	20.3%	36.0%	14.2%	5.8%
Switzerland Turkey	5.5% 3.0%	20.4% 9.7%	13.5% 11.9%	18.0% 22.6%	24.1% 47.9%	11.4% 3.2%	7.1% 1.6%
Uk	5.7%	14.2%	15.6%	19.0%	23.8%	10.4%	11.2%
Other Europe	9.6%	19.4%	20.8%	16.1%	17.3%	8.0%	8.8%
MIDDLE EAST	3.9%	16.7%	20.4%	24.5%	14.9%	9.3%	10.4%
United Arab Emirates	3.1%	25.9%	11.2%	16.1%	29.7%	14.1%	0.0%
Other Middle East	3.9%	15.9%	21.1%	25.2%	13.6%	8.9%	11.3%
NORTH AMERICA	5.9%	12.8%	13.0%	17.3%	23.1%	13.0%	14.9%
Canada	5.4%	9.6%	8.4%	14.4%	24.8%	13.8%	23.6%
USA	6.0%	13.4%	13.8%	17.9%	22.7%	12.8%	13.3%
Other North America TOTAL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	13.2%	19.8%	16.9%	19.4%	20.0%	6.7%	4.1%



							UNDERTAK 4 2024	EN							
			Th same		10-24-ad-a	<u> </u>		C		Education	Cultural,			Visiting	
	Shopping	Nightlife	Theme parks	Trading	Visited a Casino	Adventure	Sporting - competed	Sporting - spectator	Business	training study	historical and heritage	Wildlife	Hunting	natural attractions	Beach
AFRICA	74.7%	69.9%	28.1%	92.4%	66.6%	10.2%	51.9%	62.2%	35.7%	76.0%	16.5%	8.6%	14.1%	12.3%	30.5%
Botswana	3.5%	5.1%	1.6%	0.6%	0.5%	0.6%	3.5%	0.3%	1.5%	2.3%	0.7%	0.1%	0.0%	0.4%	0.7%
Lesotho	9.2%	28.6%	7.5%	5.6%	12.3%	2.2%	22.9%	22.6%	2.4%	22.5%	2.7%	0.9%	0.0%	1.8%	5.9%
Malawi	2.5%	2.1%	1.1%	24.5%	0.0%	0.2%	0.5%	3.6%	1.4%	2.0%	0.7%	0.6%	14.1%	0.3%	0.7%
Mozambique Namibia	20.5%	1.5%	0.6%	5.4%	0.6%	0.2%	0.0%	2.6%	1.9%	4.3%	0.4%	0.1%	0.0%	0.5%	0.5%
Namidia Eswatini	1.8% 5.5%	1.7% 2.6%	2.8% 0.0%	0.4% 2.8%	1.7% 6.5%	2.7% 0.0%	3.4% 10.5%	2.1% 3.1%	2.5% 0.3%	6.8% 3.7%	2.5% 0.1%	0.6% 0.2%	0.0%	1.2% 0.2%	5.4% 5.6%
Zambia	1.8%	1.8%	1.5%	10.9%	3.5%	0.0%	1.4%	4.0%	2.6%	2.4%	1.0%	0.2%	0.0%	0.5%	1.0%
Zimbabwe	26.6%	22.0%	7.7%	41.4%	35.6%	1.5%	7.1%	19.0%	10.6%	16.4%	3.2%	3.9%	0.0%	3.3%	7.1%
Angola	0.4%	0.7%	0.5%	0.2%	0.2%	0.4%	0.0%	0.3%	0.9%	1.5%	0.5%	0.2%	0.0%	0.6%	0.6%
DRC	0.4%	0.2%	0.2%	0.2%	0.7%	0.2%	0.3%	1.2%	1.0%	1.7%	0.6%	0.1%	0.0%	0.2%	0.3%
Ethiopia	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Ghana	0.5%	0.7%	0.7%	0.0%	0.6%	0.4%	0.0%	0.0%	1.4%	2.3%	0.5%	0.2%	0.0%	0.5%	0.4%
Kenya	0.6%	0.5%	0.8%	0.2%	1.2%	0.5%	0.4%	1.0%	2.9%	3.2%	0.9%	0.3%	0.0%	0.8%	0.6%
Nigeria Tanzania	0.3% 0.3%	0.7% 0.4%	0.7%	0.1% 0.1%	0.6% 0.0%	0.3%	0.2%	0.5%	1.1% 1.2%	0.9%	0.4% 0.7%	0.2% 0.1%	0.0%	0.3% 0.5%	0.3%
Uganda	0.3%	0.4%	0.8% 0.3%	0.1%	0.6%	0.2% 0.1%	0.3% 0.3%	1.2% 0.3%	0.6%	1.8% 1.0%	0.7%	0.1%	0.0%	0.5%	0.3%
Other Africa	0.2%	0.3%	1.3%	0.0%	2.0%	0.7%	1.1%	0.5%	3.1%	3.1%	1.3%	0.8%	0.0%	0.2%	0.2%
ASIA	2.0%	1.8%	4.7%	0.6%	6.8%	2.7%	3.3%	2.7%	9.4%	3.3%	3.6%	2.9%	1.3%	4.3%	3.2%
China including Hong Kong	0.4%	0.3%	0.8%	0.0%	0.8%	0.5%	0.7%	0.6%	2.6%	0.5%	0.8%	0.6%	0.5%	0.7%	0.5%
India	0.7%	0.5%	1.5%	0.2%	3.0%	0.7%	0.7%	0.9%	3.6%	1.3%	1.0%	1.0%	0.0%	1.5%	1.0%
Japan	0.2%	0.0%	0.3%	0.1%	0.0%	0.3%	0.2%	0.2%	0.8%	0.2%	0.3%	0.4%	0.0%	0.4%	0.2%
Malaysia	0.1%	0.1%	0.2%	0.0%	0.3%	0.1%	0.0%	0.0%	0.3%	0.1%	0.2%	0.1%	0.0%	0.2%	0.2%
Singapore	0.1%	0.1%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.4%	0.0%	0.3%	0.2%	0.0%	0.3%	0.2%
South Korea Other Asia	0.1% 0.4%	0.1% 0.6%	0.2% 1.5%	0.1% 0.2%	0.2% 2.5%	0.2% 0.5%	0.0% 1.7%	0.2% 0.9%	0.4% 1.2%	0.3% 0.9%	0.1% 0.9%	0.2% 0.4%	0.0% 0.9%	0.3% 1.0%	0.2%
AUSTRALASIA	1.4%	1.0%	3.8%	0.1%	2.3%	3.4%	4.0%	2.3%	1,6%	0.7%	4.1%	5.0%	2.4%	4.7%	3.7%
Australia	1.2%	0.7%	3.5%	0.1%	1.7%	2.7%	3.0%	2.1%	1.3%	0.4%	3.5%	4.3%	2.4%	3.8%	3.0%
New Zealand	0.3%	0.3%	0.2%	0.0%	0.6%	0.6%	1.0%	0.2%	0.3%	0.2%	0.5%	0.8%	0.0%	0.8%	0.7%
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%
CENTRAL & SOUTH AMERICA  Argentina	0.8% 0.1%	1.3% 0.0%	1.8% 0.0%	0.3%	0.8%	2.3% 0.1%	0.5% 0.3%	0.8%	2.2% 0.3%	1.4% 0.1%	<b>2.9%</b> 0.2%	2.8% 0.2%	2.3% 0.0%	2.6% 0.2%	1.9% 0.1%
Brazil	0.6%	1.1%	1.6%	0.0%	0.6%	1.9%	0.0%	0.0%	1.5%	1.2%	2.3%	2.0%	2.3%	2.0%	1.6%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%
Other Central & South	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.8%	0.3%	0.0%	0.3%	0.4%	0.0%	0.4%	0.2%
America EUROPE	16.2%	21.6%	49.5%	5.8%	15.1%	66.3%	33.6%	26.9%	40,8%	14.4%	57,2%	63.2%	17.8%	59.9%	49.4%
Austria	0.3%	0.6%	1.3%	0.2%	0.5%	1.6%	0.4%	0.0%	0.8%	0.5%	1.5%	1.5%	0.0%	1.3%	1.2%
Belgium	0.6%	0.9%	2.1%	0.2%	1.2%	2.7%	0.4%	0.9%	0.8%	0.3%	2.7%	2.9%	0.0%	2.4%	1.8%
Denmark	0.2%	0.4%	0.6%	0.2%	0.8%	0.9%	0.0%	0.2%	0.5%	0.3%	0.8%	1.2%	3.9%	0.7%	0.6%
Finland	0.1%	0.3%	0.3%	0.0%	0.0%	0.3%	0.3%	0.3%	0.3%	0.0%	0.3%	0.4%	0.0%	0.4%	0.2%
France	1.4%	2.3%	5.1%	0.6%	1.8%	6.6%	5.3%	3.5%	3.3%	1.2%	6.4%	6.9%	1.1%	6.1%	4.8%
Germany Ireland	3.6% 0.4%	4.1% 0.6%	13.7% 0.9%	1.6% 0.2%	2.6% 0.5%	16.0% 1.5%	5.9% 1.8%	2.2% 0.8%	8.9% 0.7%	3.5% 0.4%	14.6% 1.2%	15.9% 1.4%	4.4% 1.5%	14.8% 1.4%	11.2%
Italy	0.4%	0.6%	1.6%	0.2%	0.3%	2.3%	0.9%	0.8%	1.6%	0.4%	2.1%	2.3%	1.0%	2.3%	1.6%
The Netherlands	1.5%	2.0%	3.7%	0.4%	0.8%	7.3%	2.6%	3.9%	3.8%	1.1%	5.4%	7.1%	0.0%	6.1%	5.5%
Norway	0.1%	0.1%	0.4%	0.0%	0.0%	0.6%	0.3%	0.0%	0.4%	0.0%	0.4%	0.7%	0.9%	0.5%	0.5%
Portugal	0.2%	0.3%	0.2%	0.1%	0.0%	0.6%	0.3%	0.2%	0.7%	0.2%	0.6%	0.4%	0.0%	0.6%	0.5%
Russian Federation	0.5%	0.3%	1.2%	0.3%	0.0%	1.1%	0.0%	0.0%	2.7%	0.5%	1.0%	1.4%	0.0%	1.3%	0.7%
Spain	0.3%	0.3%	0.7%	0.0%	0.0%	1.3%	0.6%	0.8%	1.0%	0.4%	1.3%	1.3%	0.0%	1.2%	0.9%
Sweden	0.4%	0.7%	1.5%	0.1%	0.3%	2.1%	0.0%	0.0%	1.3%	0.7%	1.8%	1.8%	0.0%	1.6%	1.3%
Switzerland Turkey	0.7% 0.2%	1.1% 0.1%	3.6% 0.2%	0.0% 0.0%	0.8% 0.6%	3.6% 0.4%	1.3% 0.8%	1.3% 0.0%	1.2% 1.1%	0.8% 0.3%	2.8% 0.4%	2.9% 0.4%	0.0% 0.0%	2.9% 0.4%	2.5% 0.3%
Uk	4.7%	6.9%	11.4%	1.7%	3.8%	15.9%	10.9%	11.8%	9.8%	3.7%	12.7%	13.1%	4.9%	14.4%	13.3%
Other Europe	0.5%	0.1%	1.0%	0.1%	1.1%	1.5%	1.4%	0.8%	2.1%	0.3%	1.3%	1.7%	0.0%	1.6%	1.1%
MIDDLE EAST	0.3%	0.2%	0.6%	0.0%	0.6%	0.4%	0.2%	0.0%	0.5%	0.4%	0.5%	0.5%	0.0%	0.7%	0.4%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other Middle East	0.3%	0.2%	0.6%	0.0%	0.6%	0.4%	0.2%	0.0%	0.4%	0.4%	0.5%	0.5%	0.0%	0.7%	0.3%
NORTH AMERICA	4.6%	4.3%	11.5%	0.8%	7.8%	14.7%	6.6%	5.0%	9.8%	3.9%	15.2%	17.0%	62,1%	15.5%	10.9%
Canada	0.8%	0.6%	1.7%	0.2%	1.3%	3.1%	2.9%	0.0%	0.6%	0.4%	2.9%	3.4%	8.9%	3.2%	2.4%
USA	3.8%	3.7%	9.8%	0.6%	6.5%	11.6%	3.7%	5.0%	9.1%	3.4%	12.3%	13.7%	53.2%	12.3%	8.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		INTERNATION	IAL TOURIST ARE	RIVALS - PROVINC	IAL DISTRIBUTIO	N			
					Q4 2024				
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	748 928	96 944	30 228	127 052	445 862	140 737	82 933	11 685	185 665
Botswana	54 198	2 258	781	2 663	3 406	22 860	36 039	535	9 144
Lesotho	71 578	17 040	7 913	9 309	2 143	836	18 978	3 352	169 357
Malawi	49 238	3 184	798	2 072	737	737	886	89	0
Mozambique	75 613	3 348	664	2 169	323 105	3 922	3 915	0	65
Namibia	13 654	26 693	1 691	657	489	852	1 768	5 633	1 378
Swaziland	55 176	419	1 071	75 378	98 930	1 700	2 357	0	0
Zambia	30 384	2 576	1 022	8 388	1 241	372	182	0	299
Zimbabwe	347 116	21 886	13 272	21 322	13 903	108 315	16 804	1 717	4 866
Angola	5 621	2 152	80	277	60	140	84	40	0
Democratic Republic of Congo	5 949	1 235	636	524	178	112	243	131	102
Ethiopia	1 175	437	135	86	110	31	31	0	0
Ghana	6 227	3 336	226	227	245	0	452	132	0
Kenya	8 751	4 392	341	960	278	322	340	0	228
Nigeria	4 613	1 412	170	378	62	84	256	20	28
Tanzania	5 308	1 792	230	651	315	0	177	0	0
Uganda	2 784	638	338	747	270	54	0	0	76
Other Africa	11 545	4 144	860	1 244	393	399	420	35	121
Asia	25 181	15 597	2 602	5 896	2 865	1 148	1 473	398	571
China including Hong Kong	6 014	2 939	362	892	558	158	398	129	301
India	8 633	4 148	895	3 287	769	150	577	60	96
Japan	2 873	1 469	348	134	535	244	240	175	0
Malaysia	875	678	127	202	75	174	0	0	99
Singapore	1 222	1 355	163	0	75 157	78	0	0	0
South Korea		1 029	36		198	76 114	88	0	31
	1 660			264					
Other Asia  Australasia	3 904	3 979 1 <b>7 28</b> 1	670	1 117 5 503	573 <b>7 129</b>	230	171	34 208	537
	17 439		4 064			2 021	2 044		
Australia	14 229	14 445	3 258	4 394	6 364	1 542	1 730	208	537
New Zealand	3 203	2 815	806	1 110	745	479	313	0	0
Other Australasia	7	21	0	700	20	0	0	0	0
South America	11 244	9 373	1 594	709	4 279	1 152	1 344	39	136
Argentina	762	381	102	53	231	74	144	16	21
Brazil	8 562	7 742	1 156	348	3 038	838	1 013	0	116
Chile	434	359	87	127	164	41	52 435	23	0
Other Central & South America	1 486	891	249	181	846	200	135	0	0
Europe	147 754	213 348	43 024	39 985	73 884	28 710	16 156	5 115	4 838
Austria	3 266	4 414	1 336	820	1 944	524	188	148	156
Belgium	5 849	7 973	1 512	1 819	4 050	1 268	891	237	151
Denmark	1 604	2 457	452	301	1 104	801	350	251	0
Finland	1 064	1 311	274	63	530	250	39	0	63
France	13 218	19 843	3 639	5 172	10 281	2 568	927	145	203
Germany	30 425	51 658	12 391	8 155	21 167	7 950	3 980	778	997
Ireland	2 922	4 999	990	810	1 018	226	410	353	90
Italy	4 478	7 830	1 367	782	2 963	1 303	406	147	49
Netherlands	12 436	20 501	5 079	5 899	9 014	3 714	1 190	708	729
Norway	815	1 909	334	381	550	170	1	73	72
Portugal	2 035	2 083	138	255	351	144	68	42	76
Russian Fed	5 160	4 382	610	1 155	1 635	694	434	591	149
Spain	3 154	3 893	206	714	1 812	456	250	206	0
Sweden	3 248	5 437	1 203	1 096	1 792	1 217	368	170	132
Switzerland	5 421	10 607	2 411	1 073	3 349	775	544	310	321
Turkey	1 760	1 897	111	244	228	117	0	58	0
UK	44 102	57 487	9 634	10 230	10 317	5 507	4 944	678	1 351
Other Europe	6 798	4 666	1 338	1 013	1 777	1 025	1 165	221	299
Middle East	3 085	2 483	188	731	291	213	54	20	160
UAE	133	189	52	65	50	26	15	0	12
Other Middle East	2 952	2 294	135	666	240	186	40	20	147
North America	52 921	51 118	8 929	11 405	20 093	8 889	6 071	1 765	2 262
Canada	7 445	10 796	3 109	2 213	4 175	983	1 070	79	531
USA	45 476	40 322	5 821	9 192	15 918	7 906	5 000	1 685	1 731
TOTAL	1 006 554	406 145	90 629	191 280	554 403	182 869	110 075	19 230	194 170



	GAUTE	ENG TOP 20 ATTRA	CTIONS
	Q4 2019	Q4 2023	Q4 2024
Sandton City / Mandela Square	43.9%	44.3%	45.9%
Mall of Africa	4.2%	15.7%	18.3%
Apartheid Museum	24.0%	14.7%	15.5%
Menlyn Maine Shopping Centre	0.0%	11.3%	14.5%
None	17.9%	17.4%	14.4%
Mandela House (Soweto)	14.7%	12.7%	13.7%
Tour of Soweto	12.8%	11.8%	12.2%
Constitution Hill	8.6%	6.9%	8.8%
Eastgate Mall	12.4%	9.7%	8.7%
Rosebank	4.1%	4.7%	6.0%
Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	6.6%	4.9%	5.5%
Union Buildings	5.5%	4.6%	5.3%
Rhino and Lion Nature Reserve	10.6%	4.3%	4.9%
Braamfontein Neighbour Goods Market	10.4%	2.9%	3.6%
Fourways	1.6%	2.0%	3.3%
Newtown Market Theatre	1.7%	2.1%	3.1%
Cullinan Diamond Mine	2.5%	1.2%	2.7%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	4.5%	2.7%	2.6%
Walter Sisulu Botanical Gardens	1.6%	2.0%	2.6%
NewTown Precinct Mall / Turbine Hall	1.5%	1.3%	2.5%

	WESTERN O	WESTERN CAPE TOP 20 ATTRACTIONS			
	Q4 2019	Q4 2023	Q4 2024		
V&A Waterfront	68.0%	78.9%	77.0%		
Cape Town Central City	62.5%	64.5%	65.5%		
Camps Bay	62.9%	60.9%	60.4%		
Boulder National Park	40.2%	56.3%	58.1%		
Cape Point	61.4%	53.8%	54.3%		
Table Mountain Cableway	47.9%	53.2%	53.9%		
The Cape Winelands	43.0%	52.9%	53.5%		
Kirstenbosch Botanical Gardens	31.5%	36.1%	35.2%		
Lion's Head	1.0%	31.8%	33.0%		
Canal Walk Shopping Centre	0.9%	31.1%	32.9%		
Clifton Beach	30.5%	25.7%	29.7%		
Muizenberg Beach	18.7%	21.7%	26.1%		
The Garden Route	29.5%	27.4%	25.2%		
Table Mountain (not cableway)	31.2%	24.3%	23.1%		
Hermanus	24.8%	23.8%	22.7%		
Robben Island	18.4%	20.5%	21.4%		
Cango Caves	19.3%	14.5%	16.1%		
Tsitsikamma National Park	19.8%	16.9%	15.5%		
Cape Agulhas	14.9%	13.3%	13.2%		
Cape Town Ostrich Ranch / Cape Point Ostrich Farms	8.4%	12.0%	12.3%		

Cape Town Whale watching

11.8%

12.4%

10.6%

	EASTERN C	APE TOP 20 AT	TTRACTIONS
	Q4 2019	Q4 2023	Q4 2024
Addo Elephant National Park	53.5%	61.0%	59.0%
Storms River	46.2%	37.7%	33.7%
Bloukrans Bridge Bungy (Highest Bungee)	20.0%	21.6%	24.4%
Boardwalk Shopping Mall	14.1%	21.0%	21.6%
Greenacres Mall	12.7%	14.2%	18.3%
None	11.4%	11.1%	16.1%
Walmer Park	9.9%	14.4%	15.5%
Tree Top Canopy Tour, Tsitsikamma Forest	15.7%	20.9%	14.2%
Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	5.0%	9.0%	8.3%
Nelson Mandela Museum (Mthatha)	8.8%	8.0%	8.2%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.9%	8.9%	8.1%
Wild Fly Fishing - Somerset East	1.7%	7.3%	4.7%
Nelson Mandela's Homestead / Gravesite (Qunu)	5.1%	5.9%	4.1%
Tiffendel Ski Resort	8.1%	3.7%	2.4%
Amakhala Game Reserve	0.7%	1.5%	1.1%
Hemmingways Mall	0.6%	0.7%	1.1%
Jeffreys Bay	0.8%	0.1%	1.0%
Kariega Game Reserve	0.2%	1.1%	0.9%
Vincent Park Mall	0.3%	0.2%	0.8%
Pumba Game reserve	0.1%	0.7%	0.7%
Kragga Kamma Game Park	0.0%	0.3%	0.6%

Kragga Kamma Game Park	0.0%	0.3%	0.6%
	KwaZULU-N/	ATAL TOP 20 A	TTRACTIONS
	Q4 2019	Q4 2023	Q4 2024
Durban North Coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	24.6%	37.1%	37.7%
Gateway Mall	27.8%	30.4%	31.0%
Drakensberg Mountains	40.1%	27.4%	25.1%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	28.4%	22.2%	24.6%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	26.2%	24.4%	23.3%
Durban North Beach	22.2%	27.1%	22.1%
uShaka Marine World	14.0%	18.3%	18.3%
Durban South Beach	28.0%	18.3%	18.3%
Pavilion Mall	8.4%	17.0%	15.8%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	7.4%	11.7%	14.2%
La Lucia	16.8%	12.2%	13.8%
None	4.9%	9.1%	12.7%
iSimangaliso Wetland Park	18.7%	11.2%	12.6%
Florida Road (Durban)	11.0%	8.9%	8.6%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	6.8%	8.3%	7.7%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	1.9%	5.4%	7.2%
Royal Natal National Park	11.0%	4.5%	5.4%
Sodwana Bay	4.0%	4.1%	4.9%
Sun Coast Casino	4.8%	4.0%	4.4%
Moses Mabhida Stadium	5.2%	4.5%	4.2%

Valley of 1000 Hills (Phezulu, Krantzkloof Nature Reserve)

3.6%

2.4%

3.0%

	MPUMA	LANGA TOP 20 ATTR	ACTIONS
	Q4 2019	Q4 2023	Q4 2024
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	87.4%	87.2%	85.1%
Blyde River Canyon / God's Window	53.6%	51.4%	54.8%
Bourke's Luck Potholes	26.3%	31.0%	33.7%
Panorama Route	26.6%	22.6%	26.5%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives, etc.)	17.7%	23.9%	25.4%
Three Rondavels	0.3%	17.3%	21.4%
Pilgrim's Rest	13.8%	13.4%	16.8%
Hazyview Mall	11.6%	13.3%	11.8%
White river	13.1%	10.3%	11.4%
Sabie	9.2%	9.6%	11.3%
Mala Hazy view Game Reserve	1.5%	6.1%	10.9%
Nelspruit Botanical Gardens	5.4%	7.5%	10.3%
The Pinnacle	7.9%	6.4%	9.3%
Sabi Sands Game Reserve	6.9%	5.4%	8.3%
Dullstroom fly fishing	4.0%	11.4%	7.9%
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	3.8%	6.2%	6.5%
Crocriver Enviro Park	3.9%	5.7%	5.8%
Londolozi Game Reserve	5.8%	2.8%	5.4%
Sabi Londono Game Reserve	5.6%	9.6%	5.1%
None	1.7%	2.8%	4.4%
Longtom Pass	3.2%	2.4%	4.1%
			<u>'</u>
	LIMP	OPO TOP 20 ATTRAC	TIONS
	LIMP Q4 2019	OPO TOP 20 ATTRACT Q4 2023	TIONS Q4 2024
Kruger National Park via Orpen, Phalaborwa, Punda Maria			
Kruger National Park via Orpen, Phalaborwa, Punda Maria Mapungubwe National Park	Q4 2019	Q4 2023	Q4 2024
	Q4 2019 69.4%	<b>Q4 2023</b> 72.1%	Q4 2024 68.6%
Mapungubwe National Park	Q4 2019 69.4% 18.3%	<b>Q4 2023</b> 72.1% 20.6%	Q4 2024 68.6% 23.6%
Mapungubwe National Park Bela Panda Conservancy	Q4 2019 69.4% 18.3% 12.7%	Q4 2023 72.1% 20.6% 12.0%	Q4 2024 68.6% 23.6% 15.4%
Mapungubwe National Park Bela Panda Conservancy Mapungubwe Cultural Landscape	Q4 2019 69.4% 18.3% 12.7% 7.1%	Q4 2023 72.1% 20.6% 12.0% 8.0%	Q4 2024 68.6% 23.6% 15.4% 8.2%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5%	Q4 2023 72.1% 20.6% 12.0% 8.0% 5.3%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None  Nandoni Dam	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9%	Q4 2023 72.1% 20.6% 12.0% 8.0% 5.3% 4.2% 4.0%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9% 5.3%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None  Nandoni Dam  The Chuene Resort	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9% 5.3% 4.4%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None  Nandoni Dam  The Chuene Resort  Ga (modjadji) / Motjaji	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9% 5.3% 4.4% 4.3%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None  Nandoni Dam  The Chuene Resort  Ga (modjadji) / Motjaji  Mall of the North	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9%	Q4 2023 72.1% 20.6% 12.0% 8.0% 5.3% 4.2% 4.0% 4.5% 5.2% 2.7%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9% 5.3% 4.4% 4.3% 2.4%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None  Nandoni Dam  The Chuene Resort  Ga (modjadji) / Motjaji  Mall of the North  Names of Resorts/Safari	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9% 0.0%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9% 5.3% 4.4% 4.3% 2.4% 2.2%
Mapungubwe National Park Bela Panda Conservancy Mapungubwe Cultural Landscape Soutpansberg Mountains None Nandoni Dam The Chuene Resort Ga (modjadji) / Motjaji Mall of the North Names of Resorts/Safari Timbavati Game Reserve	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9% 0.0% 0.3%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%  1.4%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9% 5.3% 4.4% 4.3% 2.4% 2.2% 1.8%
Mapungubwe National Park Bela Panda Conservancy Mapungubwe Cultural Landscape Soutpansberg Mountains None Nandoni Dam The Chuene Resort Ga (modjadji) / Motjaji Mall of the North Names of Resorts/Safari Timbavati Game Reserve Thorny Bush Game Reserve	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9% 0.0% 0.3%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%  1.4%  1.1%	Q4 2024  68.6%  23.6%  15.4%  8.2%  7.1%  6.9%  5.3%  4.4%  4.3%  2.4%  2.2%  1.8%  1.7%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None  Nandoni Dam  The Chuene Resort  Ga (modjadji) / Motjaji  Mall of the North  Names of Resorts/Safari  Timbavati Game Reserve  Thorny Bush Game Reserve  Private Game Reserves	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 0.9% 0.0% 0.3% 0.3% 0.0%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%  1.4%  1.1%  1.0%	Q4 2024 68.6% 23.6% 15.4% 8.2% 7.1% 6.9% 5.3% 4.4% 4.3% 2.4% 2.2% 1.8% 1.7% 1.4%
Mapungubwe National Park Bela Panda Conservancy Mapungubwe Cultural Landscape Soutpansberg Mountains None Nandoni Dam The Chuene Resort Ga (modjadji) / Motjaji Mall of the North Names of Resorts/Safari Timbavati Game Reserve Thorny Bush Game Reserve Private Game Reserve Mabula Game Reserve Kapama Game Reserve	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9% 0.0% 0.3% 0.3% 0.0% 0.3%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%  1.4%  1.1%  1.0%  1.4%  2.0%	Q4 2024  68.6%  23.6%  15.4%  8.2%  7.1%  6.9%  5.3%  4.4%  4.3%  2.4%  2.2%  1.8%  1.7%  1.4%  1.3%
Mapungubwe National Park  Bela Panda Conservancy  Mapungubwe Cultural Landscape  Soutpansberg Mountains  None  Nandoni Dam  The Chuene Resort  Ga (modjadji) / Motjaji  Mall of the North  Names of Resorts/Safari  Timbavati Game Reserve  Thorny Bush Game Reserve  Private Game Reserve  Mabula Game Reserve  Kapama Game Reserve  Welgevanden Game Reserve	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9% 0.0% 0.3% 0.3% 0.0% 0.3% 2.2% 0.0%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%  1.4%  1.0%  1.4%  2.0%  1.5%	Q4 2024  68.6%  23.6%  15.4%  8.2%  7.1%  6.9%  5.3%  4.4%  4.3%  2.4%  2.2%  1.8%  1.7%  1.4%  1.3%  1.2%  0.7%
Mapungubwe National Park Bela Panda Conservancy Mapungubwe Cultural Landscape Soutpansberg Mountains None Nandoni Dam The Chuene Resort Ga (modjadji) / Motjaji Mall of the North Names of Resorts/Safari Timbavati Game Reserve Thorny Bush Game Reserve Private Game Reserve Mabula Game Reserve Kapama Game Reserve	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9% 0.0% 0.3% 0.3% 0.3% 2.2%	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%  1.4%  1.1%  1.0%  1.4%  2.0%	Q4 2024  68.6%  23.6%  15.4%  8.2%  7.1%  6.9%  5.3%  4.4%  4.3%  2.4%  2.2%  1.8%  1.7%  1.4%  1.3%  1.2%
Mapungubwe National Park Bela Panda Conservancy Mapungubwe Cultural Landscape Soutpansberg Mountains None Nandoni Dam The Chuene Resort Ga (modjadji) / Motjaji Mall of the North Names of Resorts/Safari Timbavati Game Reserve Thorny Bush Game Reserve Private Game Reserve Mabula Game Reserve Kapama Game Reserve Welgevanden Game Reserve Marakele National Park	Q4 2019 69.4% 18.3% 12.7% 7.1% 4.5% 8.9% 3.9% 1.8% 3.8% 0.9% 0.0% 0.3% 0.3% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.0	Q4 2023  72.1%  20.6%  12.0%  8.0%  5.3%  4.2%  4.0%  4.5%  5.2%  2.7%  1.2%  1.4%  1.0%  1.4%  2.0%  1.5%  0.1%	Q4 2024  68.6%  23.6%  15.4%  8.2%  7.1%  6.9%  5.3%  4.4%  4.3%  2.4%  2.2%  1.8%  1.7%  1.4%  1.3%  0.7%  0.7%

	NORTH	HWEST TOP 20 ATTRA	ACTIONS
	Q4 2019	Q4 2023	Q4 2024
Pilanesberg National Park	52.8%	46.7%	45.8%
Sun City Lost City	32.4%	24.3%	26.6%
Hartbeespoort Dam	22.3%	16.5%	19.6%
Hartbeespoort Snake Park	4.8%	10.6%	12.2%
Madikwe Game Reserve	10.7%	11.4%	11.4%
Waterfall Mall (Rustenburg)	4.3%	6.1%	10.8%
The cradle of humankind	7.6%	7.1%	7.1%
North-West University, Potchefstroom Campus	4.3%	8.9%	6.4%
Barberspan Bird Sanctuary	1.2%	7.7%	6.0%
Mooi River Mall	0.8%	2.8%	5.3%
None	12.2%	4.6%	5.2%
Brits Mall	3.2%	5.5%	4.7%
Klerksdorp Mall	1.6%	4.7%	3.3%
Upside-down House	0.0%	3.4%	2.6%
Mafikeng Mall	0.6%	4.2%	2.5%
Magaliesburg Resort	2.3%	2.9%	2.5%
Bloemhof Dam Nature Reserve	0.0%	3.1%	1.8%
Elephant / Monkey Santuary	0.0%	0.4%	1.6%
Vredefort crater / Vredefort Dome	0.0%	1.2%	1.1%
Ukutula Game Lodge	0.1%	3.9%	1.1%
Names of Resorts/Safari	0.0%	0.9%	0.7%

	NORTHER	RN CAPE TOP 20 ATT	RACTIONS
	Q4 2019	Q4 2023	Q4 2024
Kimberley Big Hole	24.7%	25.1%	32.8%
Diamond Pavilion Mall	15.8%	25.2%	27.3%
Kgalagadi Transfrontier Park	33.1%	22.8%	26.1%
Augrabies Falls	32.4%	19.3%	25.0%
Kimberley Mine Museum	11.3%	19.0%	23.4%
None	23.4%	21.1%	19.5%
Mokala National Park	12.1%	14.9%	17.5%
Namaqualand Flowers	13.9%	9.3%	13.0%
San Cultural Villages (e.g. Khomani San Village etc) (Specify)	5.8%	6.9%	6.9%
Blue flag beach at Mcdougal Bay	8.2%	5.5%	4.1%
Sutherland and Carnarvon - Stargazing (Salt and SKA)	2.6%	4.4%	3.5%
Kalahari Mall	0.0%	1.0%	2.3%
Private Game Reserve	0.0%	1.0%	2.2%
Uppington Mall	0.0%	0.0%	1.7%
Not applicable	0.0%	3.1%	1.0%
Battlefields	0.0%	0.0%	0.9%
Orange River	1.5%	0.8%	0.7%
Diamond Pavillion Shopping Centre	0.0%	0.0%	0.5%

	FREE S	TATE TOP 20 ATTRA	CTIONS
	Q4 2019	Q4 2023	Q4 2024
None	32.4%	26.5%	25.8%
Mimosa Mall	21.5%	28.6%	25.7%
Waterfront	14.7%	22.6%	21.7%
Golden Gate Highlands National Park	26.2%	16.7%	19.3%
Welkom Mall	8.2%	6.4%	10.8%
Clarens Ash River Outfall	3.4%	10.0%	9.1%
Cheetah Experience	9.0%	4.2%	8.2%
Free State Stadium/Vodacom Park	6.4%	6.9%	7.5%
Basotho cultural village	6.5%	3.8%	5.7%
University of the Free State	7.2%	9.7%	5.5%
Sterkfontein Dam Nature Reserve	7.7%	2.3%	5.4%
Gariep Dam	7.6%	8.7%	5.2%
Bushmen Paintings in Schaaplaats	3.5%	3.7%	4.0%
Black Mountain Hotel	2.3%	1.9%	3.2%
Maluti Cave Hiking Trail	6.0%	4.2%	3.1%
Farm	0.0%	0.0%	2.4%
Galleries or Museums	0.0%	0.6%	2.1%
Northridge Mall	0.0%	1.6%	1.6%
Zoo	0.0%	0.0%	1.0%
Shopping Malls (unspecified)	0.0%	0.0%	1.0%
Botanical gardens	0.0%	0.0%	0.9%



							GAUTEN	NG TOP	20 ATTF	OITOAS	NS BY SO	IJRCE M.	ARKETS	- Q4 2024						
	Sandton City / Mandela Square	Mall of Africa	Apartheid Museum	Menlyn Maine Shopping Centre	None	Mandela House (Soweto)	Tour of Soweto	Constitution Hill	Eastgate Mall		Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	Union Buildin	Rhino and Lion Reserve	Braamfontein Neighbour Goods Market	Fourways	Newtown Market Theatre	Cullinan Diamond Mine	Maropeng and Sterkfontein Caves (Cradle of Humankind	Walter Sisulu Botanical Gardens	NewTown Precinct Mall / Turbine Hall
AFRICA	42.5%	23.6%	2.9%	16.7%	14.0%	4.3%	ි 2.8%	1.9%	12.0%	6.9%	. ma, rt inct	2.8%	Nature 1.5%	0.6%	4.6%	7. rket 0.8%	0.4%	aves nkind)	dens 1.0%	inct 0.8%
Botswana	42.5%	19.8%	1.1%	12.9%	20.9%	2.1%	1.1%	0.0%	6.2%	7.5%	0.0%	0.0%	0.0%	0.6%	3.3%	1.1%	0.4%	0.8%	1.5%	0.8%
Lesotho	31.4%	13.6%	0.0%	10.4%	42.8%	0.0%	0.0%	0.0%	5.2%	8.2%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	50.9%	23.3%	1.1%	8.0%	12.1%	4.3%	4.3%	1.6%	11.9%	4.6%	0.0%	0.0%	1.6%	0.0%	2.7%	0.0%	0.0%	1.4%	1.6%	0.0%
Mozambique Namibia	53.3% 51.6%	21.1%	1.6%	26.7% 11.8%	12.3% 15.6%	0.7% 7.0%	0.7% 4.0%	0.7% 2.0%	22.5% 3.7%	8.3% 4.0%	1.9%	0.0% 2.3%	0.0%	0.7%	3.5% 5.4%	0.0%	0.0%	0.0%	0.0% 1.3%	0.0%
Namibia Eswatini	44.7%	15.7%	0.0%	0.0%	15.6%	0.0%	0.0%	3.3%	3.7%	10.3%	0.0%	0.0%	0.7%	0.7%	0.0%	0.7%	0.7%	0.7%	0.0%	7.0%
Zambia	43.8%	24.8%	0.0%	15.3%	16.1%	2.7%	2.3%	0.0%	10.7%	7.7%	1.2%	0.6%	1.1%	1.1%	3.3%	0.0%	0.5%	0.0%	0.0%	0.0%
Zimbabwe	33.8%	24.0%	1.3%	15.9%	12.3%	0.5%	0.2%	0.8%	8.9%	7.7%	1.7%	1.2%	1.3%	0.4%	8.0%	0.9%	0.4%	1.8%	0.8%	0.7%
Angola	43.1%	30.5%	5.1%	35.1%	6.9%	2.6%	2.3%	4.3%	37.4%	5.3%	2.0%	2.0%	1.2%	1.3%	2.0%	0.0%	0.0%	0.5%	1.8%	2.0%
DRC Ethiopia	55.2% 44.5%	26.3%	7.9% 2.1%	16.2%	11.8% 14.7%	6.6%	4.1% 2.6%	0.0%	22.6% 15.7%	8.0% 2.6%	0.0%	6.1% 2.1%	0.9% 2.6%	0.0%	0.8% 2.6%	0.0% 2.1%	0.0%	0.0%	2.2% 0.0%	0.0%
Ghana	47.6%	21.2%	6.1%	14.2%	11.8%	15.2%	7.9%	1.8%	10.9%	5.8%	0.0%	3.6%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	1.8%
Kenya	47.1%	25.3%	5.8%	17.1%	11.6%	13.1%	5.8%	5.2%	7.5%	7.3%	2.6%	2.6%	1.1%	0.0%	4.7%	1.3%	1.3%	1.1%	1.3%	1.3%
Nigeria	51.6%	37.3%	7.6%	19.1%	13.7%	12.9%	9.7%	4.2%	16.0%	5.8%	2.8%	7.8%	1.0%	2.6%	3.0%	3.2%	0.0%	0.5%	1.6%	0.0%
Tanzania	49.9%	30.4%	7.5%	17.0%	17.7%	12.3%	11.0%	7.1%	14.7%	6.2%	1.0%	2.6%	2.6%	0.9%	4.2%	2.6%	0.0%	0.0%	2.5%	1.6%
Uganda Other Africa	36.2%	25.0% 18.2%	5.0% 4.6%	16.9%	15.2% 15.5%	2.0% 6.8%	2.0% 5.3%	9.7%	7.5% 12.2%	4.2% 5.4%	0.0% 3.8%	9.2%	3.9% 6.1%	2.2% 1.3%	1.5%	0.0% 1.7%	1.9%	0.0%	2.7% 0.8%	0.0%
ASIA	51.9%	24.3%	12.6%	15.8%	11.0%	10.1%	6.7%	7.7%	10.6%	6.5%	3.8%	7.1%	5.8%	1.0%	3.2%	1.4%	0.9%	3.2%	5.3%	0.9%
China including Hong Kong	65.9%	23.7%	9.8%	16.0%	10.0%	6.9%	6.1%	5.1%	9.4%	5.9%	3.1%	7.3%	6.3%	1.8%	4.5%	0.9%	0.4%	2.1%	2.7%	0.5%
India	54.2%	28.5%	12.6%	15.7%	11.7%	10.9%	6.7%	6.6%	10.0%	7.0%	1.2%	8.2%	10.9%	0.6%	2.9%	1.0%	2.3%	2.4%	4.7%	1.7%
Japan	48.6%	12.1%	10.3%	7.9%	17.6%	6.6%	4.7%	2.8%	1.9%	6.4%	3.3%	8.3%	2.9%	1.4%	2.9%	1.4%	0.0%	0.0%	3.2%	1.4%
Malaysia	53.6%	39.8%	11.3%	17.3%	8.6%	0.0%	0.0%	6.0%	0.0%	8.6%	6.0%	0.0%	0.0%	0.0%	17.3%	6.0%	0.0%	0.0%	0.0%	0.0%
Singapore South Korea	29.2% 59.5%	18.8%	6.4% 8.4%	16.4% 26.7%	7.0% 6.8%	6.4% 5.3%	0.0% 3.1%	12.8%	0.0%	6.4% 4.1%	0.0%	0.0% 3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 2.2%	0.0%
Other Asia	31.5%	27.0%	22.5%	16.4%	9.7%	21.4%	3.1% 14.1%	18.5%	23.2%	7.2%	13.2%	8.7%	1.7%	1.3%	1.4%	3.0%	0.0%	11.9%	16.6%	0.0%
AUSTRALASIA	29.8%	16.3%	14.3%	17.2%	19.5%	11.4%	13.2%	7.2%	8.2%	4.4%	2.9%	4.6%	5.0%	0.8%	2.9%	1.7%	0.6%	2.0%	2.7%	0.6%
Australia	29.6%	15.5%	14.8%	14.6%	19.4%	13.2%	14.6%	7.8%	8.6%	4.6%	3.1%	4.8%	5.4%	0.6%	3.1%	2.1%	0.4%	2.1%	2.9%	0.4%
New Zealand	30.4%	20.1%	11.7%	28.4%	19.7%	3.4%	6.7%	4.9%	6.8%	3.3%	1.6%	3.4%	3.4%	1.6%	1.8%	0.0%	1.6%	1.6%	1.6%	1.6%
Other Australia CENTRAL & SOUTH	0.0%	0.0%	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%
AMERICA	56.3%	15.0%	36.4%	10.4%	10.6%	26.7%	25.9%	23.7%	6.9%	6.5%	4.2%	5.2%	13.7%	1.3%	0.8%	0.0%	1.2% 2.7%	0.9%	0.5%	1.3%
Argentina Brazil	47.9% 60.5%	15.2% 14.5%	26.4% 40.0%	22.9% 8.4%	5.2% 9.6%	16.7% 31.0%	13.7% 29.6%	16.1% 25.8%	9.2% 7.4%	16.7% 5.3%	2.7% 4.7%	7.3% 4.4%	2.7% 14.5%	0.0% 1.7%	2.1% 0.0%	0.0% 4.4%	1.3%	0.0%	0.0%	1.7%
Chile	31.3%	18.9%	32.9%	8.9%	25.9%	23.0%	18.3%	13.6%	8.9%	8.3%	9.3%	0.0%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	43.9%	16.8%	21.6%	15.9%	14.6%	8.0%	13.5%	17.9%	2.2%	7.5%	0.0%	10.7%	14.5%	0.0%	4.7%	3.9%	0.0%	6.9%	3.8%	0.0%
EUROPE	48.4%	13.6%	23.7%	13.0%	14.3%	19.2%	17.5%	13.1%	6.3%	5.2%	9.0%	7.2%	6.4%	6.8%	2.3%	5.3%	5.1%	4.1%	3.8%	4.4%
Austria	45.5%	10.7%	22.5%	10.0%	26.3%	14.8%	23.2%	22.2%	0.0%	10.0%	14.6%	8.1%	7.2%	12.9%	1.9%	14.8%	11.3%	0.0%	0.0%	15.1%
Belgium	43.5%	16.4%	32.3%	10.1%	17.0%	29.8%	26.0%	14.3%	6.2%	3.8%	15.1%	12.9%	5.1%	13.9%	1.2%	3.9%	5.2%	5.2%	7.5%	4.0%
Denmark Finland	46.9% 44.2%	6.2%	28.1%	15.6% 9.6%	18.8% 13.3%	34.4% 19.8%	28.1% 35.4%	15.7% 13.3%	6.2% 9.6%	6.3% 0.0%	12.5%	9.4% 6.5%	12.5% 12.5%	9.4%	0.0%	6.3% 7.3%	3.1% 13.3%	15.6%	6.2%	9.4%
France	51.7%	12.1%	39.6%	11.9%	13.8%	31.2%	29.9%	21.4%	2.5%	5.3%	12.4%	12.8%	10.0%	10.9%	0.6%	8.9%	9.4%	6.2%	5.2%	7.1%
Germany	56.3%	12.5%	29.7%	12.9%	10.2%	28.6%	24.2%	18.7%	4.4%	5.2%	13.6%	9.6%	6.6%	9.8%	1.0%	8.2%	7.0%	2.6%	2.6%	5.9%
Ireland	46.6%	13.3%	13.3%	15.4%	9.0%	2.6%	0.0%	9.5%	11.3%	7.6%	0.0%	10.2%	8.2%	6.4%	3.1%	2.6%	2.6%	6.4%	2.6%	0.0%
The Netherlands	41.5%	12.4%	27.7%	11.3%	22.2% 15.2%	22.2% 19.6%	17.5%	14.2%	6.9% 8.2%	6.2%	3.6% 8.2%	11.6% 8.7%	10.2%	4.4% 5.6%	1.4%	2.2%	1.1%	4.0% 9.5%	4.4% 5.7%	3.3%
The Netherlands Norway	42.8% 41.1%	13.3%	27.0%	12.1%	15.2% 29.1%	19.6%	18.8%	10.0%	8.2% 5.9%	3.8% 0.1%	9.0%	8.7% 5.8%	10.0%	5.6% 5.8%	1.3% 0.0%	4.4% 0.1%	4.5% 6.1%	9.5%	5.7% 5.8%	3.8% 5.8%
Portugal	58.1%	17.8%	10.0%	26.8%	7.1%	5.1%	1.3%	3.9%	20.8%	7.7%	1.3%	5.2%	3.0%	1.3%	1.3%	1.3%	1.3%	1.3%	2.6%	1.3%
Russian Federation	59.4%	3.0%	11.3%	10.4%	21.7%	8.9%	8.9%	2.9%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	56.4%	8.4%	28.9%	16.6%	7.9%	25.1%	18.5%	16.4%	4.4%	12.5%	10.6%	8.4%	10.1%	8.7%	0.0%	6.5%	8.4%	0.0%	0.0%	6.5%
Sweden Switzerland	47.1% 64.0%	14.0% 9.4%	28.1% 36.5%	20.6% 9.1%	10.1% 6.2%	24.6% 30.6%	23.3% 30.8%	17.2% 23.7%	5.2% 3.9%	5.8%	12.8% 19.4%	9.5% 5.5%	13.1% 5.5%	5.7% 13.7%	1.6%	5.7%	2.6%	4.7% 5.5%	1.4% 9.4%	4.5% 8.1%
Turkey	71.0%	7.6%	21.1%	7.6%	10.6%	19.0%	14.8%	10.6%	8.5%	4.2% 13.9%	4.2%	0.0%	6.3%	0.0%	0.0%	14.1% 4.2%	0.0%	4.2%	9.4% 8.5%	8.1%
Uk	42.8%	17.3%	12.8%	12.7%	14.7%	8.6%	7.8%	6.8%	8.3%	5.9%	4.8%	2.5%	3.8%	3.0%	4.3%	1.9%	2.5%	2.9%	3.3%	2.0%
Other Europe	34.3%	14.4%	23.3%	19.7%	23.5%	14.5%	13.9%	10.5%	8.7%	0.5%	8.1%	9.5%	4.8%	5.5%	1.3%	7.5%	8.2%	4.5%	4.4%	4.8%
MIDDLE EAST United Arab	42.3%	25.6%	7.2%	14.0%	18.4%	6.3%	3.5%	3.5%	17.2%	5.7%	2.2%	2,7%	2.3%	0.7%	0.9%	0.6%	0.6%	0.6%	0.6%	0.2%
Emirates	19.7%	0.0%	0.0%	0.0%	40.3%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	43.3%	26.8%	7.5%	14.6%	17.4%	6.5%	3.6%	3.6%	18.0%	5.1%	2.3%	2.8%	2.4%	0.8%	1.0%	0.7%	0.7%	0.7%	0.7%	0.2%
NORTH AMERICA	48.5%	14.7%	25.7%	11.5%	16.1%	25.0%	23.2%	14.3%	5.5%	5.6%	8.8% 5.0%	6.8% 8.1%	7.8%	6.1% 4.0%	3.1%	4.7%	3.8%	4.1%	2.9%	3.7%
USA	43.7%	15.7% 14.5%	41.4% 23.2%	10.3%	12.3% 16.7%	33.4% 23.6%	31.5% 21.8%	24.2% 12.7%	5.1%	5.2%	5.0% 9.4%	8.1% 6.5%	7.1% 7.9%	4.0% 6.5%	3.1%	1.1% 5.3%	1.9% 4.2%	6.0% 3.8%	4.0% 2.7%	0.0% 4.4%
Other North	47.5	17.5	23.2,.	11	10.1 /2	23.5,.	21.0%	12/-	3.3.	3	7	0.5,0	1.,,,	0.5	3.1%	J.J/	7.2/	3.0,.	2.170	7.7.
America TOTAL	45.9%	18.3%	15.5%	14.5%	14.4%	13.7%	12,2%	8.8%	8.7%	6.0%	5.5%	5.3%	4.9%	3.6%	3.3%	3,1%	2.7%	2.6%	2,6%	2.5%
10	_43	1.0.5.5		17.57					<del></del> ,	0.0.0	1 3.5.0	3.3.0					2.770	2.0%		

						WES.	TERN CA	PE TOP	20 ATTR	ACTION	S BY SO	URCE MAI	RKETS -	Q4 2	.024					
	V&A Waterfront	Cape Town Central City	Camps Bay	Boulder National Park	Cape Point	Table Mountain Cableway	The Cape Winelands	Kirstenbosch Botanica Gardens	Lion's Head	Canal Walk Shopping Centre	Clifton Beach	Muizenberg Beach	The Garden Route	Table Mountain (not cableway)	Hermanus	Robben Island	Cango Caves	Tsitsikamma National Park	Cape Agulhas	Cape Town Ostrich Ranch / Cape Point Ostrich Farms
AFRICA	80.0%	46.6%	43.3%	23.9%	27.5%	35.1%	23.8%	14.5%	15.5%	35.5%	19.3%	11.6%	6.4%	14.9%	4.8%	7.8%	4.6%	2.1%	4.4%	5.0%
Botswana	78.7%	51.0%	46.0%	20.6%	25.5%	23.1%	7.9%	0.0%	15.1%	19.0%	13.6%	5.5%	4.0%	8.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
Malawi Mozambique	91.6% 88.1%	7.0% 59.3%	67.6% 49.5%	24.0% 43.9%	47.9% 56.3%	59.2% 33.8%	16.9% 24.5%	14.1% 24.9%	15.5% 19.5%	28.2%	7.0% 19.9%	7.0% 27.5%	0.0%	7.0% 38.8%	0.0%	9.9% 5.0%	0.0%	0.0%	7.0%	9.9%
Namibia	79.3%	66.5%	47.6%	24.7%	19.4%	26.6%	40.3%	21.6%	17.9%	53.6%	23.5%	10.0%	4.9%	8.3%	8.6%	11.7%	11.4%	3.8%	4.1%	5.6%
Eswatini	100.0%	0.0%	0.0%	0.0%	29.6%	0.0%	0.0%	0.0%	0.0%	37.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	73.9%	26.3%	26.1%	18.7%	23.0%	37.7%	23.5%	13.9%	11.9%	16.7%	16.7%	16.4%	6.8%	7.4%	4.5%	6.8%	0.0%	0.0%	6.8%	0.0%
Zimbabwe Angola	81.9% 89.1%	36.8% 80.6%	36.0% 67.5%	19.0% 46.3%	22.0% 41.6%	36.1% 55.5%	20.3% 32.9%	16.2% 27.5%	11.4% 25.1%	31.9% 61.9%	20.6%	11.6%	8.3% 12.6%	19.3%	4.9%	6.8% 15.9%	2.9%	12.2%	3.4% 16.0%	16.0%
DRC	65.1%	57.6%	62.9%	19.7%	53.8%	35.5%	28.0%	18.9%	8.3%	27.2%	28.0%	4.5%	9.1%	8.3%	4.5%	0.0%	15.2%	4.5%	4.5%	4.5%
Ethiopia	73.3%	53.5%	28.1%	0.0%	14.1%	19.7%	18.2%	0.0%	0.0%	33.9%	12.7%	7.0%	5.6%	12.6%	12.6%	7.0%	5.6%	5.6%	12.6%	0.0%
Ghana	74.6%	46.3%	46.4%	15.3%	18.1%	43.0%	6.8%	4.0%	18.1%	24.3%	17.5%	3.4%	3.4%	20.9%	3.4%	3.4%	0.0%	0.0%	3.4%	3.4%
Kenya	74.4%	53.7%	40.7%	19.8%	24.0%	24.0%	13.0%	5.2%	19.3%	28.7%	17.7%	10.4%	10.4%	13.0%	0.0%	6.8%	0.0%	2.6%	2.1%	0.0%
Nigeria	79.8%	47.1%	60.0%	27.6%	27.1%	46.5%	24.2%	5.9%	24.0%	36.8%	21.1%	7.5%	4.4%	16.2%	2.8%	5.5%	2.0%	3.0%	3.4%	3.5%
Tanzania Uganda	82.9% 76.0%	33.7% 40.1%	33.7% 40.1%	26.9% 19.5%	34.2% 31.5%	37.2% 40.1%	23.1% 19.5%	9.9%	20.5%	54.3% 21.8%	9.9% 9.8%	18.0%	0.0% 12.0%	9.9%	4.7% 0.0%	5.2% 9.8%	0.0%	0.0%	2.6% 0.0%	5.6% 9.8%
Other Africa	81.7%	42.2%	45.2%	39.3%	41.1%	36.6%	35.6%	20.5%	16.8%	39.1%	21.0%	18.1%	5.6%	15.4%	8.2%	11.7%	9.8%	5.5%	6.0%	11.9%
ASIA	73.8%	63.4%	52.2%	50.5%	48.4%	54.7%	36.6%	23.3%	27.5%	28.2%	24.7%	18.7%	12.9%	13.0%	15.8%	17.9%	13.2%	12.0%	9.5%	15,1%
China including Hong Kong	70.9%	57.0%	48.3%	43.5%	49.5%	47.6%	41.4%	19.3%	17.1%	25.8%	25.8%	13.7%	10.2%	10.9%	15.0%	14.7%	9.3%	10.1%	7.8%	12.4%
India	71.4%	67.1%	52.6%	58.4%	45.4%	50.6%	39.0%	30.3%	31.2%	31.2%	29.0%	21.3%	19.8%	14.1%	19.6%	17.2%	17.7%	18.3%	15.6%	19.8%
Japan	67.2%	48.1%	49.8%	45.1%	58.1%	49.0%	28.9%	20.7%	25.3%	26.4%	9.9%	16.2%	7.2%	16.5%	9.9%	19.0%	10.9%	9.9%	0.0%	3.6%
Malaysia	85.5%	85.5%	85.5%	44.4%	52.1%	77.7%	37.6%	25.6%	36.7%	36.7%	29.9%	26.5%	22.1%	22.1%	22.1%	18.8%	22.1%	22.1%	11.1%	11.1%
Singapore	91.5%	50.4%	58.4%	52.6%	38.9%	58.9%	29.9%	20.1%	26.3%	21.0%	6.3%	17.3%	32.1%	0.0%	11.6%	26.3%	5.8%	20.5%	14.8%	0.0%
South Korea Other Asia	81.4% 70.7%	70.3% 68.9%	59.3% 45.8%	45.8% 51.0%	49.7% 49.5%	71.3% 56.8%	36.2% 35.4%	30.3% 18.8%	34.8% 29.0%	17.6% 31.2%	18.6% 31.9%	13.1%	11.5%	16.6%	10.1%	20.0%	6.6% 15.2%	3.5% 5.1%	10.1%	15.1%
AUSTRALASIA	69.1%	54.5%	51.2%	49.2%	45.5%	55.5%	46.9%	30.9%	24.4%	20.3%	23.2%	13.6%	21.8%	23.5%	19.2%	17.4%	14.5%	9.0%	12.7%	10.8%
Australia	67.1%	57.4%	48.4%	48.1%	45.6%	53.5%	47.6%	31.1%	24.8%	17.9%	23.7%	14.4%	22.6%	22.6%	18.9%	17.5%	14.4%	9.3%	11.9%	10.3%
New Zealand	79.4%	39.6%	66.1%	54.9%	45.3%	66.0%	43.6%	30.0%	22.6%	32.3%	20.7%	9.4%	17.3%	28.2%	20.9%	17.2%	15.3%	7.7%	16.8%	13.3%
Other Australia CENTRAL & SOUTH	4.9%	4.9%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	95.1%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMERICA	76.8%	57.3%	66.9%	70.2%	66.6%	71.0%	57.9%	35.0%	34.5%	6.5%	40.7%	24.7%	23.0%	24.1%	12.4%	22.7%	5.0%	10.7%	14.9%	8.0%
Argentina	86.1%	83.0%	71.0%	56.4%	55.2%	60.2%	55.9%	26.6%	39.4%	19.3%	30.4%	10.4%	9.7%	29.7%	26.2%	10.4%	0.0%	9.7%	26.6%	5.4%
Brazil Chile	75.7% 69.6%	61.4% 36.5%	70.6% 69.1%	74.1% 61.4%	72.2% 44.2%	73.9% 60.7%	58.2% 45.3%	34.9% 32.9%	35.3% 40.6%	6.2% 10.0%	44.5% 33.4%	27.4%	23.7% 32.1%	24.3%	12.2%	23.6%	5.3% 0.0%	11.7%	15.4% 5.6%	7.8%
Other Central &	85.1%	19.1%	32.0%	45.8%	31.3%	54.7%	61.0%	40.1%	23.3%	2.4%	15.1%	6.5%	19.1%	19.1%	6.5%	23.8%	6.5%	2.2%	9.4%	14.4%
South America EUROPE	77.9%	71.3%	65.6%	64.9%	59.9%	55.6%	61.4%	40.1%	37.8%	35.9%	33.7%	31.6%	30.9%	25.9%	28.8%	24.6%	20.2%	20.2%	15.3%	14.4%
Austria	82.7%	75.6%	73.6%	77.3%	78.1%	68.3%	74.2%	49.8%	56.1%	44.1%	36.7%	50.3%	52.6%	42.1%	40.0%	20.9%	31.0%	22.3%	22.3%	15.2%
Belgium	74.4%	77.3%	64.8%	75.3%	72.4%	56.4%	74.3%	48.0%	42.0%	25.2%	42.1%	38.4%	36.7%	28.0%	39.2%	31.0%	22.5%	24.5%	12.1%	13.0%
Denmark	63.3%	81.6%	63.3%	65.4%	69.4%	55.2%	51.0%	28.6%	38.9%	34.7%	38.8%	22.5%	32.7%	28.6%	24.5%	24.5%	34.8%	16.3%	26.6%	20.4%
Finland	79.7%	79.7%	66.2%	76.8%	74.9%	57.3%	66.2%	43.0%	43.0%	47.1%	34.0%	40.4%	56.5%	47.1%	47.1%	17.2%	44.8%	39.5%	20.9%	16.1%
France Germany	79.2% 81.3%	77.5%	70.5% 68.3%	73.2% 67.4%	65.7% 63.6%	62.1% 59.3%	63.7%	44.7% 42.3%	45.0% 38.2%	38.3% 33.0%	37.7% 33.9%	36.8%	35.5% 37.0%	29.0%	_	24.9% 26.1%	20.3% 19.6%	22.1%	17.6% 15.6%	13.7%
Ireland	74.7%	72.7% 62.5%	62.1%	65.2%	54.1%	42.7%	69.4%	42.3% 35.2%	35.2%	46.4%	33.9%	33.3%	37.0%	24.2% 30.6%	29.3%	25.1%	19.6%	16.2%	26.1%	11.4%
Italy	78.4%	76.3%	64.7%	72.4%	64.4%	63.4%	63.2%	36.8%	37.8%	29.1%	31.4%	25.6%	22.5%	20.8%		28.9%	17.5%	17.1%	12.9%	13.1%
The Netherlands	78.2%	72.8%	63.9%	62.1%	65.5%	52.8%	62.0%	40.3%	36.8%	34.6%	32.6%	31.4%	33.4%	24.6%		23.8%	21.4%	24.9%	15.3%	14.6%
Norway	82.5%	81.2%	72.6%	77.6%	72.4%	63.7%	71.3%	59.9%	53.8%	43.8%	31.2%	31.3%	38.8%	38.7%	32.6%	43.7%	36.2%	22.4%	15.0%	10.0%
Portugal	83.5%	75.1%	71.9%	54.6%	46.5%	59.8%	59.0%	41.4%	26.6%	40.6%	39.4%	37.9%	7.9%	25.8%		27.3%	15.4%	10.5%	18.7%	18.4%
Russian Federation Spain	59.6% 71.5%	56.7% 78.8%	62.9% 66.0%	56.9% 68.2%	53.6% 63.3%	53.1% 65.1%	36.7% 63.5%	34.2% 37.5%	46.6% 44.6%	24.0% 25.8%	23.0% 33.8%	23.6%	17.5% 25.6%	29.7%		13.5% 24.0%	13.3%	7.1%	23.8% 12.3%	3.0% 15.7%
Sweden	77.6%	80.5%	71.5%	64.4%	64.0%	62.1%	66.5%	48.2%	41.3%	42.8%	42.4%	34.6%	28.9%	28.8%	29.3%	33.1%	25.8%	20.5%	16.0%	18.9%
Switzerland	78.0%	78.8%	64.7%	66.5%	63.9%	52.7%	66.8%	43.1%	49.6%	38.9%	38.4%	35.1%	41.4%	33.5%	31.4%	30.0%	21.0%	22.8%	14.4%	12.3%
Turkey	73.4%	68.6%	47.6%	29.7%	24.9%	41.7%	56.3%	22.7%	18.8%	40.9%	28.6%	6.2%	12.9%	13.7%	12.0%	6.2%	3.1%	12.9%	3.9%	7.9%
Uk	76.6%	63.6%	61.6%	58.8%	48.7%	49.9%	53.5%	36.2%	30.2%	38.6%	30.7%	27.0%	22.2%	23.2%	24.4%	21.6%	18.5%	15.5%	13.5%	14.6%
Other Europe	81.6%	73.1%	68.5%	61.5%	64.7%	51.1%	77.5%	46.4%	40.0%	37.6%	34.7%	43.1%	25.3%	19.4%	22.3%	23.2%	17.8%	25.2%	9.7%	19.5%
MIDDLE EAST United Arab	73.9%	69.0%	57.7%	65.8%	54.2%	60.4%	24.9%	29.4%	25.3%	41.1%	16.1%	15.1%	23.4%	14.6%		10.9%	18.7%	12.4%	4.9%	24.5%
Emirates	70.5%	48.8%	56.6%	42.3%	37.3%	28.4%	19.2%	7.8%	50.2%	28.4%	28.1%	28.4%	43.4%	20.3%	35.9%	15.6%	14.2%	6.4%	13.9%	15.6%
Other Middle East	74.1%	70.7%	57.8%	67.8%	55.6%	63.1%	25.4%	31.2%	23.3%	42.1%	15.1%	14.0%	21.8%	14.1%	33.3%	10.6%	19.0%	12.9%	4.2%	25.2%
NORTH AMERICA  Canada	73.9% 80.3%	63.9%	59.2% 64.9%	63.8% 74.2%	57.8% 68.2%	59.4% 64.5%	55.6% 63.9%	37.1% 43.5%	33.6% 35.3%	28.0%	24.5% 31.7%	23.6% 22.5%	24.0% 27.9%	23.3%		23.1% 27.1%	12.5% 14.7%	12.8% 23.0%	13.7% 14.0%	11.9%
USA	72.2%	62.4%	57.6%	61.0%	55.1%	58.1%	53.4%	35.3%	33.1%	27.8%	22.6%	23.9%	23.0%	21.8%		22.0%	11.9%	10.1%	13.6%	11.3%
Other North				7		Jen	1		J					1			1		12.2	
America		1 2	1 '	1 '	1 '	1 '	1 '	1	1 '	<u> </u>	· · · · · ·	<u> </u>	1	اسلا		т ,				لصلك

						EAS	STERN	CAPE TO	P 20 ATTI	RACTION	IS BY SO	URCE	MARKI	ETS - Q	<u>1</u> 4 2024					
	Addo Elephant National Park	Storms River	Bloukrans Bridge Bungy (Highest Bungee)	Boardwalk Shopping Mall	Greenacres Mall	None	Walmer Park	Tree Top Canopy Tour, Tsitsikamma Forest	Valley of Desolation / Owl House / Karoo /	Nelson Mandela Museum (Mthatha)	Steve Biko Monument and Museum and Grave Site - (King	Wild Fly Fishing - Somerset East	Nelson Mandela's Homestead / Gravesite (Qunu)	Tiffendel Ski Resort	Amakhala Game Reserve	Hemmingways Mall	Jeffreys Bay	Kariega Game Reserve	Vincent Park Mall	Pumba Game reserve
AFRICA	4.0%	2.9%	2.0%	17.6%	16.8%	59.5%	15.9%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.9%	0.8%	5.1%	0.0%	0.0%	0.0%
Botswana Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	84.1% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9% 0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho Malawi	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	11.0%	16.3%	72.7%	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%
Namibia	11.0%	0.0%	0.0%	18.8%	0.0%	59.2%	29.8%	0.0%	11.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini Zambia	0.0%	0.0%	0.0%	0.0% 8.8%	0.0%	0.0% 81.3%	9.9%	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%
Zimbabwe	0.0%	0.0%	3.8%	20.7%	27.3%	52.8%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	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%
DRC Ethiopia	7.3%	8.8%	8.8%	32.2% 0.0%	8.8%	59.0%	17.6%	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%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	81.9% 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%
Kenya	0.0%	33.6%	0.0%	33.6%	33.6%	0.0%	33.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	39.1%	13.0%	0.0%	52.1%	26.1%	11.6%	13.0%	0.0%	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 Uganda	0.0%	0.0% 16.1%	0.0%	36.7% 16.1%	0.0%	63.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	17.7%	0.0%	0.0%	0.0%	19.0%	67.5%	12.8%	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%
ASIA	27.7%	24.5%	13.7%	28.7%	37.1%	21.8%	21.3%	6.7%	4.0%	4.0%	5.1%	2.0%	2.9%	4.0%	0.0%	0.9%	0.0%	3,4%	0.0%	0.9%
China including Hong Kong	29.9%	20.2%	8.1%	38.7%	29.0%	20.2%	49.9%	0.0%	8.1%	8.1%	16.1%	14.5%	0.0%	8.1%	0.0%	6.4%	0.0%	0.0%	0.0%	6.4%
India	29.5%	12.1%	10.1%	18.8%	20.1%	20.1%	6.7%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%
Japan	26.6%	22.6%	0.0%	11.3%	76.3%	11.8%	23.1%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%
Malaysia Singapore	58.8% 52.0%	58.8% 100.0%	58.8% 52.0%	58.8% 52.0%	100.0% 52.0%	0.0%	100.0%	58.8% 0.0%	58.8% 0.0%	58.8% 0.0%	58.8% 0.0%	0.0%	58.8%	58.8% 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	14.5%	20.7%	11.7%	35.8%	30.3%	40.8%	15.9%	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%
AUSTRALASIA Australia	45.2% 46.3%	20.2%	6.9% 3.7%	<b>15.2%</b> 15.6%	14.9% 7.2%	19.6% 22.8%	11.6%	5.8% 5.4%	0.0%	5.1% 6.4%	2.9% 3.6%	0.0%	2.9% 3.7%	0.0%	1.4%	2.7% 1.8%	0.0%	0.0%	4.2% 1.9%	0.0%
New Zealand	40.5%	13.5%	19.9%	13.5%	46.0%	7.0%	7.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	13.5%	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	54.9%	12.0%	31.3%	26.5%	18.7%	14.6%	1.0%	10.5%	9.3%	1.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%
Argentina	38.6%	0.0%	15.8%	15.8%	15.8%	22.8%	15.8%	0.0%	0.0%	22.8%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil Chile	54.8% 53.2%	12.8% 50.0%	38.3% 46.8%	35.2% 0.0%	22.4%	10.0%	0.0%	12.8%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%
Other Central & South	62.5%	0.0%	0.0%	0.0%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
America EUROPE	73.4%	43.0%	31.5%	22.2%	17.6%	8.3%	16.0%	19.7%	11.8%	11.0%	11.0%	6.9%	5.5%	3.4%	1.3%	0.5%	0.2%	1.0%	0.5%	0.8%
Austria	52.7%	48.0%	25.2%	18.1%	17.5%	24.5%	17.5%	13.4%	12.8%	6.4%	6.4%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%
Belgium	80.5%	44.6%	18.4%	10.0%	9.6%	10.3%	0.0%	9.2%	4.6%	10.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark Finland	66.9% 100.0%	11.2%	33.4% 62.6%	11.2% 23.1%	22.3%	11.0% 0.0%	11.1%	11.2% 39.5%	0.0%	33.3% 23.1%	0.0% 23.1%	11.1% 0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	90.5%	45.8%	37.7%	30.6%	22.0%	2.0%	25.1%	20.4%	9.1%	9.9%	11.5%	9.9%	7.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	79.9%	46.7%	33.1%	17.1%	10.7%	6.5%	10.9%	26.5%	9.8%	12.0%	7.8%	4.1%	6.5%	2.3%	0.6%	0.8%	0.8%	2.0%	0.0%	1.2%
Ireland	62.9%	33.4%	25.8%	9.1%	16.7%	0.0%	9.1%	7.6%	0.0%	0.0%	27.3%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy The Netherlands	65.6% 73.8%	32.2% 49.3%	28.8% 33.8%	21.9% 16.7%	19.5% 17.0%	9.2%	19.5% 9.3%	6.9% 21.5%	6.9% 13.9%	11.5% 6.0%	6.9%	9.3%	6.0%	6.9% 3.1%	0.0%	0.0%	0.0%	3.4% 0.0%	0.0% 1.6%	0.0%
Norway	100.0%	56.8%	57.1%	57.4%	21.3%	0.0%	35.8%	21.3%	0.3%	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	69.8%	74.8%	44.6%	25.2%	30.2%	0.0%	44.6%	50.4%	25.2%	25.2%	25.2%	0.0%	25.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	50.0%	50.0%	0.0%	24.4%	24.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain Sweden	100.0% 88.4%	0.0% 50.7%	66.7% 29.5%	33.3% 15.3%	33.3% 18.5%	0.0%	0.0% 15.8%	0.0% 22.4%	33.3% 11.4%	0.0% 4.4%	33.3% 15.8%	11.4%	0.0%	33.3%	0.0% 3.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	77.7%	52.0%	37.7%	24.9%	9.5%	15.8%	12.0%	24.2%	18.4%	15.0%	9.5%	6.0%	6.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk Other Furene	59.4% 76.9%	33.0%	29.4%	30.0%	25.1% 32.1%	9.5%	25.6%	14.7% 21.4%	15.8%	15.0% 4.0%	15.5% 30.9%	8.9% 12.5%		5.4% 0.0%	2.0% 0.0%	1.3% 0.0%	0.0%	0.6%	1.4% 0.0%	2.1% 0.0%
Other Europe MIDDLE EAST	76.9% 48.9%	38.3% 46.4%	0.0%	34.0% 41.6%	13.6%	5.0% 1.4%	0.0%	0.0%	17.7% 0.0%	0.0%	0.0%	0.0%	_	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%
United Arab Emirates	50.0%	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%	50.0%	0.0%	0.0%
Other Middle East	48.4%	64.4%	0.0%	18.9%	18.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	59.4%	30.8%	21.7%	22.5% 34.0%	19.3%	8.6%	16.0%	8.7% 10.2%	3.5%	6.5%	5.7%	2.8%	+ +	0.8%	0.8%	3.4% 2.3%	0.8%	0.0%	0.0%	2.6%
Canada USA	73.2% 52.0%	41.6% 25.1%	29.3% 17.7%	16.5%	17.1%	5.1%	14.1%	8.0%	2.5% 4.0%	7.1% 6.1%	7.4% 4.9%	0.0% 4.4%	7.1%	0.0% 1.2%	1.2%	4.0%	1.2%	1.6%	2.4%	0.0%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	+	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	59.0%	33.7%	24.4%	21.6%	18,3%	16.1%	15.5%	14.2%	8.3%	8.2%	8.1%	4.7%	4.1%	2.4%	1,1%	1,1%	1.0%	0.9%	0.8%	0.7%

							KwaZU	LU-NATAL	TOP 20 AT	TRACTION	NS BY SOU	RCE MARKE	ETS - Q4 20	024						
	Durban North Coast (Umhlanga, Umdloti, Ballito,)	Gateway Mall	Drakensberg Mountains	Elephant Coast (e.g. iSimangaliso Wetland Park	Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	Durban North Beach	uShaka Marine World	Durban South Beach	Pavilion Mall	Pietermaritzburg and Midlands (Midlands Meander, Mooi	La Lucia	None	iSimangaliso Wetland Park	Florida Road (Durban)	Zululand cultural villages (Richards Bay Eshowe)	South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone,	Royal Natal National Park	Sodwana Bay	Sun Coast Casino	Moses Mabhida Stadium
AFRICA	24.5%	30.8%	3.5%	3.3%	1.5%	14.9%	25.5%	16.1%	15.6%	6.4%	3.6%	32.5%	2.4%	8.5%	0.0%	3.9%	0.2%	0.4%	4.5%	3.3%
Botswana	11.3%	11.3%	0.0%	0.0%	0.0%	8.0%	19.3%	30.6%	11.3%	0.0%	0.0%	61.5%	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	11.1%	28.9%	15.6%	0.0%	0.0%	0.0%	44.4%	44.4%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%
Mozambique Namibia	12.8%	12.8%	0.0%	0.0%	0.0%	17.6%	0.0%	4.3%	12.8%	0.0%	4.3%	69.6%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 13.0%
Eswatini	0.0%	13.0%	0.0%	0.0%	0.0%	13.0% 0.0%	13.0% 0.0%	13.0%	13.0%	0.0%	0.0%	56.5% 0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	18.8%	36.5%	0.0%	13.8%	8.8%	22.1%	41.4%	8.8%	0.0%	8.8%	8.8%	40.4%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%
Zimbabwe	31.9%	34.9%	3.8%	3.8%	0.0%	8.5%	34.8%	18.3%	15.1%	6.2%	3.8%	32.4%	0.0%	12.2%	0.0%	6.0%	0.0%	0.0%	6.0%	3.8%
Angola DRC	70.3% 8.9%	29.7% 44.7%	0.0%	0.0%	0.0%	40.5% 57.2%	28.9% 35.8%	14.5% 25.1%	44.2% 25.1%	10.8% 25.1%	0.0%	14.5%	14.5%	29.7% 8.9%	0.0%	14.5% 8.9%	0.0%	0.0%	0.0% 25.1%	0.0%
Ethiopia	0.0%	36.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	35.5%	45.2%	11.8%	11.8%	0.0%	11.8%	23.7%	0.0%	11.9%	11.8%	11.8%	19.3%	0.0%	0.0%	0.0%	11.9%	0.0%	0.0%	0.0%	0.0%
Nigeria Tanzania	44.1% 30.6%	23.6% 35.4%	0.0%	0.0%	0.0%	25.7% 30.6%	25.7% 15.3%	25.7% 21.1%	25.7% 48.3%	0.0% 8.2%	0.0% 7.1%	17.6%	7.3% 8.2%	5.9% 13.0%	0.0%	0.0% 7.1%	0.0%	0.0%	13.2% 28.2%	0.0%
Uganda	47.4%	66.8%	0.0%	0.0%	0.0%	17.5%	17.5%	0.0%	16.7%	0.0%	0.0%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%
Other Africa	10.7%	17.2%	8.9%	0.0%	8.9%	13.7%	3.5%	12.6%	9.5%	15.9%	0.1%	33.0%	0.1%	0.1%	0.0%	2.3%	2.5%	0.0%	0.0%	3.5%
ASIA China including	42.0%	39.3%	6.1%	6.9%	15.0%	33.9%	37.8%	21.8%	24.3%	18.7%	16.3%	14.5%	1.2%	14.4%	6.3%	6.4%	3.1%	1.9%	9.6%	10.5%
Hong Kong	49.5%	43.6%	12.1%	12.5%	17.8%	32.1%	29.1%	15.1%	31.8%	9.2%	5.6%	11.2%	0.0%	12.2%	12.2%	0.0%	5.9%	0.0%	0.0%	2.6%
India	37.5%	36.5%	6.2%	6.9%	8.9%	29.2%	41.3%	18.1%	28.3%	9.3%	8.2%	14.4%	1.3%	8.9%	4.4%	9.5%	2.9%	1.5%	2.7%	6.2%
Japan Malaysia	63.0%	0.0% 37.0%	0.0%	0.0%	0.0%	0.0% 37.0%	0.0% 37.0%	0.0%	0.0% 37.0%	0.0%	0.0% 37.0%	60.2% 0.0%	0.0%	39.8%	39.8%	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	45.0%	11.9%	13.8%	25.6%	13.8%	25.6%	23.7%	31.3%	23.7%	25.6%	11.9%	23.7%	11.9%	0.0%	25.6%	19.4%	13.8%	11.9%	0.0%	0.0%
Other Asia	49.7%	55.5%	1.0%	0.0%	35.4%	54.4%	42.4%	42.4%	7.0%	58.1%	48.1%	12.4%	0.0%	35.4%	0.0%	1.0%	0.0%	3.0%	42.7%	35.4%
AUSTRALASIA Australia	<b>37.9%</b> 37.9%	<b>31.3%</b> 31.8%	17.8% 17.5%	18.8% 17.5%	16.7% 16.2%	14.8% 14.9%	<b>12.5%</b> 9.6%	<b>18.1%</b> 15.5%	14.5% 16.9%	17.0% 12.9%	13.0% 16.3%	8.3% 8.0%	6.7%	7.4% 8.1%	<b>9.2%</b> 6.8%	<b>10.8%</b> 8.7%	2.8% 0.0%	0.0%	3.4%	0.0%
New Zealand	38.1%	29.0%	18.9%	23.6%	18.9%	14.5%	23.9%	28.2%	4.7%	33.3%	0.0%	9.4%	9.5%	4.7%	18.9%	18.9%	14.1%	0.0%	0.0%	4.7%
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	18.4%	21.9%	8.0%	0.0%	10.4%	0.0%	5.5%	36.1%	2.3%	0.0%	19.6%	32.4%	13.3%	24.7%	4.2%	2.3%	0.0%	2.9%	2.3%	2.9%
Argentina	61.1%	30.5%	30.5%	0.0%	30.5%	0.0%	30.5%	61.1%	30.5%	0.0%	0.0%	38.9%	30.5%	30.5%	0.0%	30.5%	0.0%	0.0%	30.5%	0.0%
Brazil Chile	0.0% 31.9%	33.3% 18.1%	0.0% 31.9%	0.0%	0.0%	0.0%	0.0% 18.1%	33.3% 15.9%	0.0%	0.0%	33.3% 18.1%	33.3% 0.0%	0.0% 15.9%	33.3% 34.1%	0.0%	0.0%	0.0%	0.0% 15.9%	0.0%	0.0% 15.9%
Other Central &	31.9%	0.0%	0.0%	0.0%	31.9%	0.0%	0.0%	48.5%	0.0%	0.0%	0.0%	51.5%	31.9%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%
South America EUROPE	40.3%	29.1%	36.7%	35.1%	33.5%	23.2%	13.3%	18.0%	13.4%	16.0%	17.7%	6.7%	19.7%	7.2%	10.5%	9.0%	8.4%	6.8%	3.8%	4.8%
Austria	37.1%	29.5%	29.5%	47.6%	32.3%	7.6%	11.4%	11.4%	18.1%	19.1%	0.0%	0.0%	0.0%	11.4%	11.4%	11.4%	11.4%	0.0%	0.0%	0.0%
Belgium	29.7%	24.8%	42.1%	58.3%	59.2%	12.0%	12.4%	17.2%	4.5%	16.9%	32.8%	0.0%	29.0%	8.3%	8.2%	8.9%	3.8%	3.8%	8.6%	3.8%
Denmark Finland	16.8%	16.8%	33.5% 0.0%	33.3% 0.0%	0.0%	16.5% 0.0%	0.0%	16.5% 0.0%	16.8%	16.8%	0.0%	33.2% 0.0%	16.8%	16.8%	0.0%	16.8% 0.0%	0.0%	16.8%	0.0%	16.8%
France	51.4%	36.4%	43.9%	41.5%	44.6%	34.0%	19.7%	24.8%	11.5%	12.1%	22.2%	2.3%	24.4%	8.1%	11.8%	8.1%	12.0%	14.0%	4.3%	9.9%
Germany	38.3%	25.7%	52.9%	42.0%	37.7%	20.1%	10.5%	16.1%	9.7%	18.4%	23.1%	3.7%	23.5%	9.1%	14.2%	9.9%	6.7%	10.2%	1.8%	3.0%
Ireland Italy	45.3% 20.8%	42.7% 33.4%	42.7% 27.1%	34.2% 47.9%	20.4%	20.4% 6.3%	11.1% 8.3%	20.4% 12.5%	11.1%	11.1% 20.8%	0.0% 18.7%	0.0% 12.5%	23.1% 12.5%	11.1% 12.5%	9.3%	20.4% 14.6%	9.3%	13.8%	0.0%	9.3%
The Netherlands	20.8%	21.2%	51.7%	44.9%	38.3%	17.4%	8.0%	12.5%	8.1%	12.0%	21.2%	8.2%	39.6%	2.6%	14.7%	10.8%	14.7%	2.7%	2.7%	1.3%
Norway	25.4%	25.1%	19.0%	19.0%	31.7%	0.3%	12.7%	12.4%	12.7%	24.8%	50.1%	0.0%	31.1%	0.3%	0.0%	12.4%	19.0%	18.7%	0.3%	0.3%
Portugal	43.4%	26.7%	0.0%	13.6%	10.4%	10.4%	32.5%	13.6%	40.3%	10.4%	16.3%	0.0%	0.0%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation Spain	38.3% 54.2%	27.0% 35.0%	11.2% 27.7%	27.0% 47.0%	40.6% 36.2%	39.9% 45.8%	0.0% 8.5%	26.4%	0.0% 16.9%	13.5% 26.5%	0.0% 19.2%	11.2% 9.6%	13.5% 18.1%	0.0% 9.6%	0.0%	13.5%	12.9% 19.2%	0.0% 9.6%	0.0%	0.0% 9.6%
Sweden	53.3%	22.1%	51.4%	41.3%	55.0%	20.3%	12.5%	25.1%	12.5%	15.5%	12.0%	12.0%	21.6%	0.0%	19.8%	0.0%	7.8%	4.2%	0.0%	0.0%
Switzerland	57.9%	43.2%	34.5%	14.5%	43.4%	49.9%	28.8%	14.5%	21.1%	27.6%	20.8%	0.0%	7.8%	0.0%	0.0%	13.3%	0.0%	0.0%	14.5%	7.8%
Turkey	45.6%	30.5%	23.9%	23.9%	23.9%	0.0%	0.0%	0.0%	30.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk Other Europe	48.5% 38.4%	32.9% 19.9%	16.8% 24.1%	18.9% 25.7%	17.2% 26.6%	23.6%	17.2% 9.7%	17.7% 33.6%	21.6% 9.7%	16.3% 11.1%	9.1%	11.2%	7.7% 1.3%	8.5% 9.2%	7.7% 1.3%	7.4% 3.4%	4.8% 9.7%	5.0% 9.2%	5.7% 0.0%	6.2% 9.2%
MIDDLE EAST	17.9%	43.4%	11.9%	8.5%	8.2%	17.9%	17.5%	0.0%	21.6%	6.2%	2.7%	0.3%	5.8%	0.0%	9.4%	23.1%	3.6%	0.0%	26.6%	0.0%
United Arab Emirates	40.6%	40.6%	0.0%	0.0%	0.0%	40.6%	59.4%	0.0%	40.6%	0.0%	0.0%	0.0%	0.0%	0.0%	40.6%	0.0%	40.6%	0.0%	0.0%	0.0%
Other Middle East	15.7%	43.6%	13.1%	9.3%	9.0%	15.7%	13.4%	0.0%	19.8%	6.8%	3.0%	0.3%	6.4%	0.0%	6.3%	25.4%	0.0%	0.0%	29.1%	0.0%
NORTH AMERICA	46.4%	33.2%	28.4%	30.7%	25.8%	26.7%	19.8%	20.5%	21.3%	15.8%	13.2%	8.4%	9.8%	10.8%	8.1%	3.3%	4.5%	8.2%	3.4%	1.9%
Canada USA	52.0%	20.4%	23.9%	30.7%	20.7%	21.4%	10.3%	24.0%	17.7%	17.4%	17.6%	10.4%	10.7%	10.4%	10.3%	0.0%	3.2%	10.7%	6.8%	0.0%
Other North	45.1% 0.0%	36.3%	29.5%	30.7% 0.0%	27.0% 0.0%	27.9%	22.0% 0.0%	19.7%	0.0%	15.4% 0.0%	12.1%	7.9%	9.6%	10.9%	7.6%	4.1% 0.0%	4.8% 0.0%	7.6%	0.0%	0.0%
America				_																4.2%
TOTAL	37.7%	31.0%	25.1%	24.6%	23.3%	22.1%	18.3%	18.3%	15.8%	14.2%	13.8%	12.7%	12.6%	8.6%	7.7%	7.2%	5.4%	4.9%	4.4%	4.2%

						W	PUMALA	NGA TO	P 20 AT	TRACTI	ONS BY	SOURCE I	MARKET	ΓS - Q⊿	2024					
	Kruger Park via Skukuza, Numbi, Malelane, Crocodil Bridge	Blyde River Canyon God's Window	Bourke's Luck Potholes	Panorama Ro	Hazyview (Cable slide Hot air ballooning, Abseiling, Elephant Sanctuary,	Three Rondavels	Pilgrim's Rest	Hazyview	White river	Sabie	Mala Chaplets Game	Nelspruit Botanical Gardens	The Pinnacle	Sabi Sands Game Reserve	P	Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel	Crocriver Enviro Park	Londolozi Game Reserve	Sabi Chaplets Game Reserve	None
	Park via , Numbi, Crocodile dge	yon /	tholes	Route	slide, ning, nhant	vels	St.	Mall		!	Game	nical	ତି	ıme	ishing	aves, /es, biel	o Park	me	same	''
AFRICA	13.0%	10.2%	5.2%	5.2%	3.8%	5.2%	0.0%	1.5%	4.8%	0.0%	0.4%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	60.9%
Botswana 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%	100.0%
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%	100.0%
Namibia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.8%
Eswatini 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% 81.7%
Zimbabwe	8.7%	8.7%	8.7%	8.7%	0.0%	8.7%	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%	68.0%
Angola	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%	50.0%
DRC	26.1%	26.1%	26.1%	26.1%	0.0%	26.1%	0.0%	26.1%	26.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia Ghana	27.9% 0.0%	27.9% 0.0%	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%	0.0%	0.0%	0.0%	50.0% 100.0%
Kenya	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%
Nigeria	32.0%	32.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	68.0%
Tanzania	56.3%	26.8%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	16.9%
Uganda Othor Africa	0.0%	23.1%	23.1%	23.1%	0.0%	23.1%	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%	76.9%
Other Africa ASIA	13.3%	13.3% 38.5%	0.5% 18.8%	0.3% 9.6%	12.5%	0.5% 15.4%	0.3% 12.9%	4.5% 2.5%	0.0%	0.3% 7.7%	4.5% 5.2%	0.0% 7.8%	0.5% 4.9%	9.3%	0.0% 2.8%	0.0% 8.2%	0.0% 6.1%	0.0% 5.6%	0.0% 3.0%	49.5% 15.1%
China including	76.5%	66.5%	29.8%	13.1%	32.9%	24.7%	17.8%	0.0%	0.0%	22.0%	10.5%	19.9%	4.7%	20.4%	14.1%	14.6%	10.5%	13.6%	4.7%	19.9%
Hong Kong India	58.6%	25.8%	14.1%	7.8%	17.9%	14.1%	14.1%	0.0%	7.8%	0.0%	11.7%	6.2%	7.8%	6.2%	0.0%	6.2%	6.2%	6.2%	7.8%	21.9%
Japan	57.4%	27.2%	27.2%	19.9%	0.0%	19.9%	19.9%	9.9%	0.0%	0.0%	0.0%	0.0%	9.9%	9.9%	0.0%	9.9%	0.0%	0.0%	0.0%	22.8%
Malaysia	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%	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 Other Asia	65.8%	34.2%	34.2%	18.4%	18.4%	18.4%	18.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.4%	0.0%	15.8%
Other Asia  AUSTRALASIA	51.1% 89.1%	42.8% 35.3%	8.9% 20.7%	0.0% 18.3%	8.9% 11.5%	8.9% 15.0%	3.2% 5.5%	3.2% 5.0%	33.5% 3.3%	16.9% 5.1%	0.0% 2.0%	11.1%	0.0% 4.6%	8.9%	0.0% 1.6%	8.9% 1.7%	12.1% 2.4%	0.0%	0.0% 2.1%	1.7%
Australia	87.8%	36.9%	21.4%	20.6%	10.3%	12.7%	3.7%	5.6%	3.7%	3.3%	1.9%	1.0%	5.1%	6.5%	1.0%	1.9%	1.9%	0.9%	2.3%	1.9%
New Zealand	100.0%	22.2%	14.6%	0.0%	22.2%	35.7%	21.0%	0.0%	0.0%	21.0%	0.0%	7.1%	0.0%	21.0%	7.1%	0.0%	7.1%	7.1%	0.0%	0.0%
Other Australia CENTRAL & SOUTH	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMERICA	82.1%	29.1%	21.3%	22.5%		22.1%	8.6%	0.4%	5.3%	3.8%	1.2%	5.6%	2.7%	6.1%	0.9%	2.6%	0.4%	0.9%	5.9%	5.6%
Argentina	70.0%	52.9%	19.1%	10.1%	8.9%	19.1%	10.1%	7.0%	0.0%	0.0%	15.9%	7.0%	0.0%	0.0%	8.9%	0.0%	0.0%	17.1%	0.0%	7.0%
Brazil Chile	84.0% 62.3%	21.0% 57.9%	21.0% 14.0%	16.2% 36.0%	0.0%	17.3% 26.4%	11.3% 0.0%	0.0%	4.9% 12.3%	4.9% 9.6%	9.6%	0.0% 23.6%	3.8%	3.7% 0.0%	9.6%	3.7% 0.0%	9.6%	0.0%	7.3%	3.7% 14.0%
Other Central &	82.6%	46.1%	24.1%	46.1%	0.0%	39.2%	0.1%	0.0%	6.8%	0.0%	0.0%	22.0%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%	3.3%	10.6%
South America EUROPE	90.0%	63.4%	39.1%	30.6%		25.6%	20.0%	14.0%	13.4%	13.2%	12.9%	12.2%	11.2%	9.3%	9.2%	7.9%	6.8%	5.9%	6.0%	1.3%
Austria	95.6%	51.4%	34.6%	15.7%	46.6%	20.9%	4.4%	12.5%	12.5%	12.0%	13.6%	17.3%	4.8%	0.0%	17.3%	4.4%	13.2%	0.0%	12.5%	0.0%
Belgium	92.1%	74.7%	45.0%	43.2%	26.1%	34.3%	30.0%	11.6%	18.9%	8.7%	12.8%	7.7%	26.3%	15.2%	1.8%	13.6%	3.9%	5.4%	3.6%	0.0%
Denmark	100.0%	54.6%	18.2%	9.1%	36.3%	9.1%	22.8%	22.8%	13.6%	9.1%	9.1%	27.3%	4.6%	9.1%	13.7%	4.5%	4.5%	13.6%	9.1%	0.0%
Finland France	79.6% 91.4%	100.0% 70.4%	60.2% 43.7%	27.8% 36.1%	52.9% 30.5%	19.3% 25.2%	0.0% 27.6%	32.4% 15.1%	7.4% 19.4%	0.0% 21.0%	14.7%	52.9% 13.0%	0.0% 15.7%	0.0% 5.3%	47.1% 7.9%	10.6%	0.0% 7.0%	32.4% 7.0%	25.0% 3.1%	0.0%
Germany	91.4%	66.0%	37.9%	27.9%	32.7%	27.5%	18.2%	14.6%	12.0%	15.7%	10.9%	12.0%	9.3%	8.5%	10.5%	5.9%	5.9%	4.3%	6.4%	1.3%
Ireland	80.2%	45.6%	47.0%	16.3%	19.8%	0.0%	16.3%	7.4%	0.0%	16.3%	0.0%	0.0%	0.0%	8.8%	8.8%	0.0%	0.0%	0.0%	8.8%	0.0%
Italy The Netherlands	89.5%	81.9%	50.0%	45.6%	20.9%	34.6%	23.1%	12.6%	11.0%	3.8%	8.2%	3.8%	13.2%	12.6%	9.3%	12.1%	5.5%	6.0%	1.6%	0.0%
The Netherlands Norway	92.2%	55.6% 56.4%	45.1% 47.4%	42.6% 12.9%	24.3% 34.5%	32.9% 12.9%	21.7% 0.0%	10.3%	13.9%	10.5%	7.7% 25.8%	8.7% 34.7%	13.8%	13.9%	6.1% 8.6%	0.0%	5.2% 21.5%	7.1%	6.0%	0.0%
Portugal	88.2%	64.5%	37.2%	31.6%	+ +	12.9% 39.2%	31.6%	41.1%	11.8%	9.9%	33.5%	27.0%	12.9%	7.6%	11.8%	29.3%	17.5%	29.3%	9.9%	0.0%
Russian Federation		45.7%	18.6%	0.0%	36.1%	0.0%	0.0%	19.1%	9.5%	9.5%	35.7%	18.6%	9.5%	0.0%	0.0%	9.1%	9.5%	17.5%	0.0%	9.5%
Spain	89.1%	66.4%	45.0%	37.9%	44.6%	22.7%	30.3%	15.2%	11.4%	7.6%	7.6%	21.8%	15.2%	3.8%	0.0%	3.8%	10.9%	3.3%	11.4%	0.0%
Sweden	94.5%	69.3%	31.5%	38.5%	36.6%	32.6%	30.8%	11.4%	13.2%	12.1%	18.7%	11.4%	12.1%	16.8%	14.0%	4.8%	7.7%	2.9%	7.3%	0.0%
Switzerland Turkey	95.0% 74.4%	69.5% 48.8%	48.8% 48.8%	34.5% 25.6%	42.9% 0.0%	18.9% 0.0%	18.5%	17.6% 0.0%	13.9%	11.4% 51.2%	22.9% 48.8%	17.8% 25.6%	4.7% 0.0%	6.8% 0.0%	20.3%	4.3% 0.0%	6.4% 0.0%	2.2% 48.8%	6.4% 0.0%	0.0%
Uk	81.5%	51.1%	28.0%	18.7%	22.8%	20.3%	15.8%	14.1%	12.0%	9.9%	48.8% 15.1%	11.1%	7.5%	12.3%	9.4%	8.2%	8.2%	5.7%	4.9%	4.7%
Other Europe	93.1%	62.3%	36.4%	35.4%	42.5%	30.6%	13.8%	5.5%	13.7%	12.1%	9.6%	0.0%	6.8%	11.1%	3.0%	14.0%	13.0%	5.5%	16.5%	3.1%
MIDDLE EAST	54.8%	44.9%	13.7%	0.0%	6.9%	15.9%	6.8%	0.0%	0,0%	6.8%	7.7%	0.0%	6.8%	0.0%	0.0%	7.7%	7.7%	0.0%	9.0%	26.2%
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%	48.0%
Other Middle East	66.4%	54.4%	16.6%	0.0%	8.3%	19.3%	8.3%	0.0%	0.0%	8.3%	9.3%	0.0%	8.3%	0.0%	0.0%	9.3%	9.3%	0.0%	10.8%	21.6%
NORTH AMERICA	85.7%	47.7%	29.5%	22.7%	_	12.5%	15.1%	12.1%	10.0%	11.4%	12.2%	10.1%	8.2%	6.9%	8.9%	5.4%	5.8%	7.1%	4.1%	2.5%
USA	86.9% 85.5%	49.2% 47.3%	30.5% 29.2%	21.5%	1	12.5% 12.5%	10.8%	5.6% 13.8%	3.6%	14.4%	5.3% 14.0%	3.7% 11.8%	5.4% 9.0%	0.0% 8.7%	1.7%	3.6% 5.9%	5.3%	9.2% 6.5%	0.0% 5.2%	1.9% 2.6%
I USH	1 00.00 ,	41.3/	L7.L.	L3.0~	Z41.1~	14.5~	10.5~	13.0%	11.17	10.0,0	14.00	11.0%								
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

							I IMPOP	O TOP :	20 ATTR	VCTION,	S RY SO!	IRCE M/	ARKETS .	- Q4 2024						
	Kruger National Park via Orpen, Phalaborwa, Punda Maria	Mapungubwe National Park	Bela Bela Conservancy	Mapungubwe Cultural Landscape	Soutpansberg Mountains	None	Nandoni Dam	The Chuene Resort	Ga (modjadji) / Motjaji	Mall of the North	Names of Resorts/Safari	Timbavati Game Reserve	Thorny Bush Game Reserve	Private Game Reserves	Mabula Game Reserve	Kapama Game Reserve	Welgevanden Game Reserve	Marakele National Park	Moholoholo animal rehabilitation Centre	Entabeni Game Reserve
AFRICA	13.7%	4.3%	5.3%	0.0%	3.1%	53.1%	1.1%	0.0%	0.6%	10.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Botswana Lesotho	32.9% 0.0%	32.9% 0.0%	0.0%	0.0%	0.0%	67.1% 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%
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%	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%
Namibia Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	58.4% 0.0%	0.0%	0.0%	0.0%	0.0%	41.6% 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%	84.3%	0.0%	0.0%	0.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	7.8%	0.0%	13.0%	0.0%	0.0%	44.8%	0.0%	0.0%	0.0%	20.8%	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%	57.2%	0.0%	0.0%	0.0%	0.0%	21.4%	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%
Ethiopia Ghana	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%
Kenya	0.0%	28.7%	0.0%	0.0%	35.6%	35.6%	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%
Nigeria	26.4%	0.0%	0.0%	0.0%	0.0%	26.4%	47.1%	0.0%	23.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	75.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	45.0%	6.5%	12.7%	13.4%	6.5%	10.8%	8.6%	6.5%	6.5%	22.3%	5.6%	0.0%	2.3%	0.0%	0.0%	6.8%	0.0%	0.0%	3.6%	0.0%
China including Hong Kong	50.0%	0.0%	18.5%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	16.8%	14.7%	0.0%	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	40.1%	0.0%	28.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.9%	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%	0.0%	32.3%	0.0%	16.9%	0.0%	0.0%	0.0%	0.0%	16.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.9%	0.0%
Malaysia Singapore	100.0%	43.2% 0.0%	43.2% 0.0%	43.2% 0.0%	43.2% 0.0%	0.0%	43.2% 0.0%	43.2% 0.0%	43.2% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
South Korea	27.5%	0.0%	0.0%	0.0%	0.0%	72.5%	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%
Other Asia	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	78.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	62.7%	15.0%	10.1%	5.5%	8.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	3.0%	2.6%
Australia New Zealand	65.3% 54.5%	9.6%	9.6% 11.8%	3.8%	3.8% 21.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	3.9%	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	46.5%	0.0%	0.0%	1.8%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	2.8%	14.6%	0.0%	0.0%	0.0%	0.0%
Argentina	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%	28.0%	0.0%	0.0%	0.0%	0.0%
Brazil	40.9%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%
Chile Other Central &	100.0%	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%	0.0%	0.0%
South America	57.8%	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%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE Austria	77.0% 100.0%	26.7% 46.2%	17.9% 17.9%	10.3%	9.1% 0.0%	0.0%	7.0% 11.9%	5. <b>7</b> % 17.9%	5.9% 29.9%	1.1% 0.0%	1.1% 0.0%	1,2% 0.0%	0.0%	0.0%	0.0%	0.8%	1.1% 0.0%	0.0%	0.2%	0.9%
Belgium	89.2%	43.9%	15.9%	5.6%	10.4%	0.0%	6.1%	0.0%	5.2%	0.0%	5.6%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%
Denmark	87.5%	31.3%	0.0%	6.3%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%
Finland	31.3%	41.0%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	15.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France Germany	91.5% 73.6%	33.8% 23.3%	27.6% 17.7%	8.3% 10.9%	11.1% 9.7%	0.0%	10.6% 5.4%	5.5% 4.9%	5.5% 3.0%	0.0%	2.8%	2.9% 0.9%	0.0%	0.0%	0.0%	0.0%	0.0% 2.2%	0.0% 3.1%	0.0%	0.0% 1.9%
Ireland	100.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	67.5%	18.8%	21.2%	18.8%	7.5%	5.0%	3.7%	3.7%	7.5%	0.0%	0.0%	0.0%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	0.0%	3.7%
The Netherlands	86.9%	31.9%	21.4%	10.8%	10.8%	4.4%	8.7%	12.9%	8.6%	0.0%	0.0%	2.1%	2.2%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway Portugal	58.1% 100.0%	28.4%	28.4% 100.0%	27.8%	0.6% 24.0%	0.0%	0.0% 24.0%	0.0% 24.0%	0.6% 52.8%	0.0%	27.8%	0.0%	0.0%	0.0%	0.0%	41.9% 0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	56.1%	41.2%	37.4%	18.7%	18.7%	0.0%	0.0%	0.0%	18.7%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	71.7%	0.0%	28.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	15.0%	0.0%	0.0%	0.0%	0.0%	13.3%
Sweden	77.2%	27.6%	21.0%	16.7%	16.7%	0.0%	12.4%	8.1%	12.4%	0.0%	0.0%	0.0%	10.8%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland Turkey	100.0% 50.0%	39.9% 50.0%	21.6% 0.0%	20.1% 0.0%	10.8%	0.0%	21.6% 0.0%	10.8%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	65.3%	20.7%	10.1%	6.9%	4.4%	5.1%	7.2%	3.6%	3.3%	5.5%	0.0%	2.4%	5.4%	2.5%	1.0%	1.4%	1.9%	0.0%	1.1%	0.0%
Other Europe	78.5%	0.0%	5.2%	5.2%	17.5%	14.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
MIDDLE EAST United Arab	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	59.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Emirates	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 Middle East	23.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	68.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA Canada	<b>72.1%</b> 61.1%	29.1%	15.5% 7.3%	<b>5.9%</b> 22.5%	3,4% 7.3%	0.0%	3.4% 0.0%	3,2% 7.3%	7.3%	1.6% 0.0%	<b>5.0%</b> 7.3%	4,2% 15.8%	2.0% 0.0%	0.0%	0.8%	0.8%	0.0%	0.0%	1.7% 8.1%	0.0%
USA	73.5%	29.8%	16.5%	3.9%	2.9%	2.3%	3.8%	2.7%	1.8%	1.8%	4.8%	2.7%	2.3%	0.0%	0.9%	0.9%	0.0%	0.0%	0.9%	0.0%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	68.6%	23.6%	15.4%	8.2%	7.1%	6.9%	5.3%	4.4%	4.3%	2.4%	2.2%	1.8%	1.7%	1.4%	1.3%	1.2%	0.7%	0.7%	0.7%	0.7%

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	<b></b>					N(	ORTH W	EST TOP	20 ATT	RACTIO	NS BY S	OURCE A	MARKET:	S - Q4 2024	4			-	<del></del>	
	Pilanesberg National Park	Sun City Lost City	Hartbeespoort Dam	Hartbeespoort Snake Park	Madikwe Game Reserve	Waterfall Mall (Rustenburg)	The cradle of humankind	North-West University, Potchefstroom Campus	Barberspan Bird Sanctuary	Mooi River Mall	None	Brits Mall	Klerksdorp Mall	Upside -down House	Mafikeng Mall	Magaliesburg Resort	Bloemhof Dam Nature Reserve	Elephant / Monkey Santuary	Vredefort crater / Vredefort Dome	Ukutula Game Lodge
AFRICA	24.3%	35.5%	10.8%	7.5%	0.0%	17.2%	2.4%	4.9%	0.0%	11.2%	11.4%	6.1%	1.8%	0.5%	4.6%	4.1%	0.0%	0.0%	ਰ 0.0%	0.0%
Botswana	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Lesotho Malawi	0.0% 50.0%	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%
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	14.7%	24.5%	39.8%	29.3%	0.0%	9.8%	0.0%	20.3%	0.0%	9.8%	10.4%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini Zambia	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% 35.9%	0.0%	0.0%	0.0%	0.0%
Zambia Zimbabwe	0.0% 31.6%	64.1% 38.6%	17.8%	6.7%	0.0%	6.7%	6.7%	0.0%	0.0%	18.2%	18.2%	6.7%	0.0%	0.0%	0.0%	35.9% 0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	77.0%	0.0%	0.0%	0.0%	0.0%	23.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia Ghana	0.0% 50.1%	0.0% 25.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 25.0%	0.0%	0.0% 25.0%	100.0% 0.0%	0.0%	0.0%	0.0%	0.0% 25.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	26.2%	45.7%	0.0%	8.7%	0.0%	16.4%	0.0%	7.7%	0.0%	8.7%	0.0%	10.8%	7.7%	8.7%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%
Tanzania Uganda	0.0%	52.4% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.6% 0.0%	0.0%	0.0%	0.0%	26.2% 0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	37.3%	39.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	12.8%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	54.1%	39.9%	18.0%	12.1%	0.0%	13.2%	2.9%	0.0%	0.0%	0.0%	9.5%	13.1%	5.2%	4.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	67.7%	34.0%	6.7%	19.2%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	6.7%	12.5%	5.8%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%
India	60.4%	60.4%	17.7%	17.7%	0.0%	17.7%	7.3%	0.0%	0.0%	0.0%	10.4%	17.7%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan Malaysia	38.5% 0.0%	22.1% 0.0%	22.1% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.1% 0.0%	17.2% 0.0%	22.1% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia 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	58.5%	0.0%	0.0%	0.0%	0.0%	41.5%	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%
Other Asia  AUSTRALASIA	21.2%	29.9%	48.9%	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%
AUSTRALASIA Australia	38.9% 42.9%	27.4%	18.3% 15.6%	10.3%	14.0% 10.5%	0.0%	4.3% 5.1%	8.7% 10.3%	0.0%	<b>4.3%</b> 5.1%	5.8% 6.9%	0.0%	7.3% 8.6%	0.0%	0.0%	0.0%	3.0%	10.4%	0.0%	0.0%
New Zealand	16.8%	16.8%	33.2%	0.0%	33.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia CENTRAL & SOUTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMERICA	72.4%	15.5%	13.9%	5.6%	10.4%	2.7%	1.2%	5.8%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	8.3%
Argentina Brazil	100.0%	16.3%		30.6%	16.3%	25.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil Chile	100.0%	11.0% 30.5%	11.0% 30.5%	0.0% 60.9%	0.0%	0.0%	0.0% 30.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0% 0.0%	0.0%	0.0%
Other Central &	100.0%	42.6%	0.0%	0.0%	0.0%	0.0%	0.0%	57.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South America EUROPE	51.5%	26.7%		13.2%	14.2%	9.3%	8.0%	4.6%	8.9%	2.8%	4.2%	6.3%	3.1%	3.7%	3.0%	2.1%	2.1%	0.3%	1.7%	0.8%
Austria	50.0%	100.0%	0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%
Belgium Denmark	57.7% 71.4%	32.4%	24.0%	16.2%	34.4%	7.8%	7.8%	7.8%	7.8%	0.0%	0.0%	0.0%	7.8%	7.8%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark Finland	71.4% 0.0%	14.2% 0.0%	14.3% 0.0%	0.0%	14.3%	0.0%	0.0%	100.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
France	57.8%	37.2%	35.6%	12.6%	14.3%	0.0%	0.0%	6.3%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%
Germany	48.2%	9.9%	22.8%	14.2%	18.0%	8.6%	11.0%	1.8%	12.9%	6.2%	2.4%	12.3%	6.7%	2.4%	4.3%	4.9%	0.0%	0.0%	2.4%	0.0%
Ireland Italy	27.2% 100.0%	0.0% 12.0%	45.6% 0.0%	27.2% 0.0%	0.0%	27.2% 0.0%	0.0%	0.0%	18.4%	0.0%	27.2% 0.0%	27.2% 0.0%	0.0%	0.0%	18.4%	0.0%	0.0%	0.0%	18.4%	0.0%
The Netherlands	66.5%	0.0%		26.6%	19.3%	13.3%	19.8%	13.3%	6.4%	6.9%	6.9%	0.0%	0.0%	6.4%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%
Norway	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%
Portugal Russian Federation	0.0%	0.0%	0.0%	0.0%	0.0%	39.1% 0.0%	0.0%	0.0%	0.0%	0.0%	60.9% 0.0%	0.0%	0.0%	0.0%	0.0%	39.1% 0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation Spain	64.1% 75.8%	65.8% 27.5%	_	0.0% 27.5%	0.0%	0.0%	27.5%	0.0% 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%
Sweden	50.0%	35.8%		23.1%	14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	58.9%	46.1%	28.2%	12.9%	28.2%	15.4%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0% 46.7%	0.0% 30.1%	0.0%	10.3%	0.0% 10.0%	0.0% 12.0%	0.0% 6.8%	0.0% 5.7%	7.7%	0.0% 2.3%	0.0% 2.6%	0.0% 3.5%	0.0% 1.5%	0.0% 3.7%	0.0%	0.0%	0.0% 2.8%	0.0%	0.0% 1.2%	0.0% 1.5%
Other Europe	36.0%	67.0%	0.0%	0.0%	2.0%	2.0%	0.0%	0.0%	0.0%	0.0%	14.5%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%
MIDDLE EAST	16.5%	37.7%	0.0%	0.0%	0.0%	15.3%	0.0%	10.6%	0.0%	41.1%	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	22.7%	14.6%	0.0%	0.0%	0.0%	21.0%	0.0%	14.6%	0.0%	56.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	42.7% 70.6%	18.1%		15.6%	15.3%	14.6%	11.7%	13.1%	8.0%	7.1%	3.0%	0.0%	4.1%	2.7%	1.5%	3.6%	3.0%	2.7%	1.2%	1.5%
USA USA	70.6% 36.8%	28.6% 15.8%	22.3%	14.1%	7.4% 17.0%	7.3% 16.2%	7.4% 12.6%	7.3% 14.3%	9.8%	0.0% 8.7%	3.6%	0.0%	0.0% 5.0%	0.0% 3.3%	0.0%	7.4% 2.8%	3.6%	0.0% 3.3%	1.4%	1.8%
Other North	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
America TOTAL	45.8%	26.6%		++	11.4%	10.8%	7.1%	6.4%	6.0%	5.3%	5.2%	4.7%	3.3%	2.6%	2.5%	2.5%	1.8%	1.6%	1.1%	1,1%

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	<del></del>	T <del>o</del>		<del></del>		TIO1								TS - Q4 202	<u> </u>					
	Kimbe	Diamond Pavilion	Ks Transi	Augr	Kimb	1	Mokala National	amaqu	San Cul (e.g. k /illage	Blue flag beach a Mcdougal Bay	Suth Car starga:	Kal	Private (	Uppi	Not :	Baí	Ora	Kalahari Rese centre / Mee Project	Diamc Shop	Flea or
	rley B	d Pavi	Kgalagadi Transfrontier	Augrabies Falls	Kimberley Mine Museum	None	Natio	ıaland	tural ' Khom; etc) (	iag be Jougal	erland rnarvc zing (§ SKA)	Kalahari Mall	Game	Uppington	applicable	Battlefields	Orange River	ari Res e / Mr Projec	and Pa	or craft I
	Kimberley Big Hole	ilion Mal	adi ier Park	Falls	Mine		onal Park	Namaqualand Flowe	San Cultural Villages (e.g. Khomani San Village etc) (Specify)	each at l Bay	Sutherland and Carnarvon - Stargazing (Salt and SKA)	Mall	Reserv	n Mall	able	spids	liver	Kalahari Research centre / Meerkat Project	Diamond Pavillion Shopping Centre	markets
AFRICA	41.3%	31.3%	0.0%	16.3%	16.7%	3.7%	0.0%	ਤ 16.7%	24.6%	16.7%	0.0%	24.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	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 Malawi	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%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini 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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
DRC Ethiopia	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%
Ghana	100.0%	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%	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 Tanzania	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%
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 ASIA	0.0% 39.9%	28.9% 11.3%	0.0% 5.3%	71.1%	0.0% 6.0%	0.0% 53.5%	0.0% 5.3%	0.0% 6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China including	77.3%	38.7%	18.1%	0.0%	20.6%	0.0%	18.1%	20.6%	0.0%	0.0%	0.0%	0.0%	0.0%	22.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hong Kong India	41.1%	0.0%	0.0%	0.0%	0.0%	58.9%	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%
Japan	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%
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 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	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%
AUSTRALASIA	29.1%	0.0%	42.7%	0.0%	29.1%	28.2%	29.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Australia New Zealand	29.1%	0.0%	42.7% 0.0%	0.0%	29.1% 0.0%	28.2% 0.0%	29.1% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%
Argentina	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%
Brazil Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central &	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 America EUROPE	32.3%	32.1%	27.0%	25.5%	27.8%	18.7%	12,1%	18.3%	6.9%	4.7%	5.5%	1.0%	2.0%	2.2%	1.5%	1.5%	1.2%	1.6%	0.0%	0.0%
Austria	0.0%	57.8%	0.0%	0.0%	0.0%	42.2%	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%
Belgium	34.3% 19.8%	34.3% 0.0%	34.3% 59.8%	0.0% 39.8%	34.3% 39.8%	31.5% 20.1%	0.0% 59.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	19.8%	0.0%	0.0%	0.0%	39.8% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.0%	49.1%	0.0%	0.0%	0.0%	0.0%	50.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	31.4%	31.4%	34.3%	56.2%	21.9%	0.0%	18.9%	40.8%	24.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland Italy	21.4% 33.4%	31.6% 66.7%	0.0% 33.4%	46.9% 33.3%	46.9% 33.4%	0.0%	21.4% 33.3%	21.4% 0.0%	0.0%	0.0%	21.4% 33.3%	0.0%	33.3%	31.6% 0.0%	0.0%	21.4% 0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	44.1%	33.3%	22.4%	21.7%	22.4%	34.0%	0.0%	10.8%	10.8%	11.6%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	98.6%	1.4%	1.4%	0.0%	98.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal Russian Federation	100.0% 47.1%	0.0% 47.1%	0.0% 26.4%	0.0% 26.4%	0.0% 47.1%	0.0% 26.4%	100.0%	0.0% 26.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain Spain	100.0%	66.6%	0.0%	0.0%	66.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%
Sweden	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%
Switzerland Turkey	54.0% 0.0%	0.0%	50.4% 0.0%	77.4% 0.0%	54.0% 0.0%	22.6%	27.0% 0.0%	77.4% 0.0%	27.0%	27.0%	50.4% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	9.0%	25.8%	11.3%	0.0%	9.0%	28.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%
Other Europe	0.0%	23.4%	25.5%	0.0%	23.4%	51.1%	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%
United Arab	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%
Emirates Other Middle East	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	31.4%	20.1%		35.4%	16.1%	15.4%	40.6%	0.0%	4.1%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canada	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%
USA Other North	32.9%	21.0%	37.2%	37.0%	16.8%	16.1%	42.5%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
America TOTAL	0.0% 32.8%	0.0% 27.3%	0.0% 26.1%	0.0% 25.0%	0.0% 23.4%	0.0% 19.5%	0.0% 17.5%	0.0% 13.0%	0.0% 6.9%	0.0% 4.1%	0.0% 3.5%	0.0% 2.3%	0.0% 2.2%	0.0% 1.7%	0.0% 1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
				123.00	23.470	17.070 ,	1 17.570 1	1 13.0%	0.570	7.170	3,370	, 2.370 ,	Z.Z/0	1.170	1.070	0.570	0.770	0.770 ,	0.570	0.070

						F	DEE ST/	ידב ד∩ם	20 ATT	י י כדוט	NC BY C	OLIBCE Y	· A DIVETO	5 - Q4 2024	4					
	None	Mimosa Mall	Waterfront	Golden Gate Highlands National Park	Welkom Mall	Clarens Ash River Outfall	Cheetah Experience	Free State Stadium/Vodacom Park	Basotho cultural village	University of the Free State	Sterkfontein Dam Nature Reserve	Gariep Dam	Bushmen Paintings in Schaaplaats	- Q4 2024 Black Mountain Hotel	Maluti Cave Hiking Trail	Farm	Galleries or Museums	Northridge Mall	Shopping Malls (unspecified)	Zoo
AFRICA	35.6%	20.0%	29.6%	0.0%	3.6%	5.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	7.9%
Botswana	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%
Lesotho	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%	0.0%	0.0%	0.0%	50.0% 0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	48.5%	48.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Zimbabwe	39.0%	39.0%	39.0%	0.0%	0.0%	21.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	54.7%	0.0%	0.0%	45.3%	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%
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 Nigeria	50.3% 0.0%	0.0%	49.7% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	71.9%	28.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA China including	13.9%	61.5%	61.9%	9.7%	6.3%	6.3%	13.5%	5.1%	0.0%	5.1%	5.1%	0.0%	0.0%	5.1%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Hong Kong	0.0%	71.8%	72.7%	18.5%	0.0%	0.0%	9.7%	9.7%	0.0%	9.7%	9.7%	0.0%	0.0%	9.7%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%
India Japan	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	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	0.0% 33,5%	81.4% 0.0%	81.4% 11.3%	0.0%	81.4% 16.5%	81.4% 22.6%	0.0% 11.3%	0.0% 11.3%	0.0%	0.0% 16.5%	0.0% 22,2%	0.0%	0.0% 10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA Australia	33.5%	0.0%	11.3%	22.2%	16.5%	22.6%	11.3%	11.3%	0.0%	16.5%	22.2%	0.0%	10.9%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	15.1%	100.0%	0.0%	0.0%	0.0%	15.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil Chile	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 Central &	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 America EUROPE	26.2%	26.9%	17,5%	23.0%	11.0%	7.2%	10.8%	8.8%	8.8%	7.2%	6.0%	10.6%	5.5%	5.8%	4.4%	0.0%	2.7%	1.9%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	40.0%	60.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	53.8%	0.0%	0.0%	46.2%	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%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland France	100.0% 36.2%	0.0%	0.0% 28.8%	0.0% 35.0%	0.0%	0.0% 35.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 28.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	29.1%	27.0%	7.4%	26.8%	19.4%	0.0%	0.0%	0.0%	7.4%	0.0%	7.4%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands Norway	44.4% 0.0%	11.3% 98.6%	0.0%	33.0%	0.0%	11.3%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	45.5%	54.5%	98.6% 54.5%	1.4%	0.0% 54.5%	0.0% 54.5%	1.4% 0.0%	0.0%	98.6% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	35.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	64.7%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Switzerland Turkey	0.0%	21.8%	21.8%	52.1% 0.0%	26.1% 0.0%	47.9% 0.0%	26.1% 0.0%	0.0%	26.1% 0.0%	0.0%	52.1% 0.0%	26.1% 0.0%	26.1% 0.0%	26.1% 0.0%	26.1% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	17.5%	42.4%	28.2%	12.9%	9.0%	0.0%	10.2%	20.3%	14.7%	14.7%	0.0%	12.9%	5.7%	14.7%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Europe	82.3%	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%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	7.6%	1.6%	1.6%	1.6%	89.2%	0.0%	0.0%	79.5%	1.6%	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	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 Middle East	0.0%	1.7%	1.7%	1.7%	96.6%	0.0%	0.0%	86.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA  Canada	23.2%	<b>26.7%</b> 43.1%	20.1% 41.6%	20.6% 0.0%	9.4% 13.5%	14.4%	6.3% 13.5%	3,2% 13.5%	3.1% 0.0%	3.4% 14.6%	4.0% 0.0%	0.0%	3.1% 0.0%	0.0%	0.0%	10.6% 15.0%	3.1% 0.0%	3.2% 13.5%	0.0%	0.0%
USA	21.6%	21.6%	13.5%	26.9%	8.2%	14.6%	4.2%	0.0%	4.0%	0.0%	5.2%	0.0%	4.0%	0.0%	0.0%	9.3%	4.0%	0.0%	0.0%	0.0%
Other North	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
America TOTAL	25.8%	25.7%	21.7%	19.3%	10.8%	9.1%	8.2%	7.5%	5.7%	5.5%	5.4%	5.2%	4.0%	3,2%	3.1%	2.4%	2.1%	1.6%	1.0%	1.0%

