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OVERVIEW

South Africa

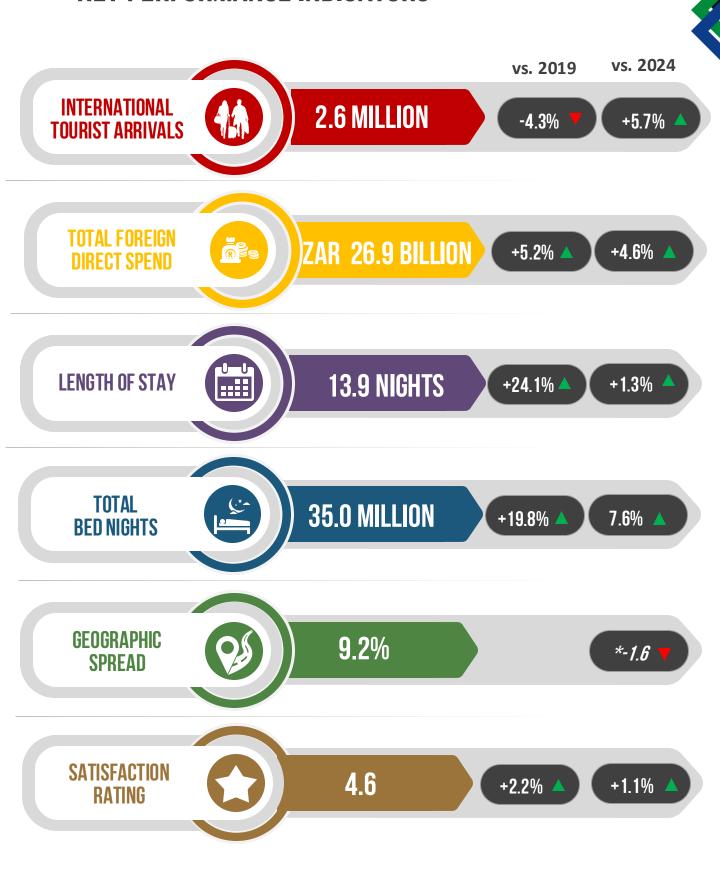
EXECUTIVE SUMMARY

The profile of international tourism this quarter reflects encouraging year-on-year momentum in visitor arrivals, spend, and experience performance. Visitor experiences remain positive, supported by longer stays and greater access to a diverse mix of attractions, accommodation types, and leisure activities across the country. While most provinces and regions have yet to match their pre-pandemic levels, the progress recorded this quarter reinforces confidence in the continued recovery and resilience of South Africa's tourism sector.

- South Africa welcomed 2.6 million international tourists during Q1 2025, achieving a +5.7% YoY growth—the highest Q1 performance since the pandemic. This growth helped narrow the gap to Q1 2019 levels to -4.3%, indicating a steady recovery trajectory rather than a complete rebound.
- Africa maintained its dominance with 1.9 million arrivals (75.1%), up +6.6% YoY, and nearly fully recovered to pre-pandemic levels (-2.0% vs. Q1 2019). Zimbabwe, Mozambique, Lesotho, and Eswatini led contributions.
- Europe recorded 429.3k arrivals, up +2.0% YoY but still -8.2% below Q1 2019. The UK and Germany remained key contributors, with Russia showing exceptional growth.
- Americas saw 125.2k arrivals, up +5.9% YoY.
 The USA led with a 68.2% share, followed by Canada and Brazil. Smaller markets like Argentina and Chile saw strong gains.
- Asia remained sluggish, with 51.0k arrivals, up +2.5% YoY but -32.4% vs. Q1 2019. China continued to underperform, while South Korea showed the strongest recovery.
- Middle East posted 8.4k arrivals, up slightly by +2.4% YoY but -29.8% vs. Q1 2019, making it the least recovered region.
- Australasia outperformed, recording 27.3k arrivals (+10.4% YoY), and the only region to exceed Q1 2019 levels by +2.4%, led by Australia and New Zealand.
- Total Foreign Direct Spend (TFDS) reached ZAR 26.9 billion, a +4.6% YoY and +5.2% increase over Q1 2019. Average spend per tourist declined slightly to ZAR 11,100 (-0.9% YoY) but remained +16.8% above Q1 2019.
- Average length of stay rose to 13.9 nights (+1.3% YoY and +24.1% vs. Q1 2019). Total bed nights reached 35.0 million, up +7.6% YoY and +19.8% vs. Q1 2019.
- Visiting Friends and Relatives (VFR) remained the top purpose at 56.6%, up +14.8 percentage points from Q1 2019. Holiday travel rose slightly to 18.2%, still below the 22.2% share in Q1 2019. Business and MICE travel improved to 10.9% combined.

- Accommodation, in line with the purpose of the visit, remained dominated by VFR stays (73.8%), though hotels (9.2%) and self-catering (4.0%) held steady shares.
- Gauteng led with 1.1 million tourists, a +8.4%
 YoY increase, the highest spend (ZAR 11.6B), and
 longest stays (14.0 nights). Arrivals are driven by
 Zimbabwean visitors. The purpose of the visit is
 VFR-dominated.
- Mpumalanga drew 637.4k arrivals, a +16.0% YoY and +44.0% vs. 2019. Mozambique and Eswatini were key sources.
- Western Cape received 416.9k tourists, a drop of -2.6% YoY, but had ZAR 7.8B in spend, mostly from the UK and USA. Holiday travel dominated.
- Free State recorded 281.3k visitors (+9.8% YoY), largely from Lesotho. VFR accounted for 87.7% of arrivals.
- KwaZulu-Natal attracted 194.1k visitors (+6.8% YoY), driven by Zimbabwe and Eswatini. Shopping and coastal activities were popular.
- North West had 96.2k arrivals (-12.2% YoY), mainly from Botswana, Zimbabwe, and Lesotho.
 VFR travel dominated at 82.2%.
- Limpopo continued to decline with 95.9k visitors (-12.3% YoY), still -84.1% below Q1 2019.
- Eastern Cape welcomed 90.9k arrivals (-3.8% YoY), with the longest average stay (14.0 nights).
- Northern Cape had 17.8k arrivals (-12.9% YoY), primarily from Lesotho and Namibia. VFR travel dominated at 57.3%.
- Nationally, the top activities were Shopping, Eating Out and Socialising. Nature and wildlife tourism attractions continued to thrive in provinces like Mpumalanga, Limpopo, and the Eastern Cape. Heritage and culture-based tourism attractions remained strong in urban centres like Gauteng and the Western Cape.
- Overall tourist satisfaction scored 4.6, up +1.1% YoY and +2.2% from Q1 2019. Natural attractions, friendly people, and value for money were top-rated aspects. Safety/security (below 4.0) and road conditions remained pain points, particularly for visitors from Asia and Australasia.

KEY PERFORMANCE INDICATORS



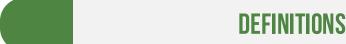
Key growth and change rates shown in this report (except for Geographic Spread) are in comparison to both 2024 and 2019 due to the continued impact of the Covid-19 pandemic during 2020-2024. *Change in percentage points (P.P) vs. 2024.

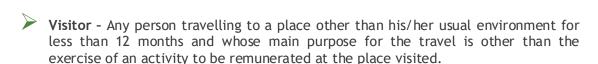
OBJECTIVES



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.





INTERNATIONAL TOURIST ARRIVALS



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



The survey is conducted monthly and covers South Africa's two main international airports (Oliver Tambo and Cape Town) as well as the 12 main land border posts (Grobler's Bridge, Maseru Bridge, Oshoek, Golela, Kopfontein, Pioneer Gate, Lebombo, Beitbridge, 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, March 2025
- 2. P0350 International Tourism, February 2025
- 3. P0350 International Tourism, January 2024
- 4. P0141 Consumer Price Index (CPI), March 2025
- 5. P0141 Consumer Price Index (CPI), February 2025
- 6. P0141 Consumer Price Index (CPI), January 2025
- 7. P6410 Tourist accommodation, March 2025
- 8. P6410 Tourist accommodation, February 2025
- 9. P6410 Tourist accommodation, January 2025
- 10. P0441 Gross Domestic Product (GDP), 4th Quarter 2024
- 11. https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024



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 analysed, we cannot guarantee that all reports are totally free of error. All errors that are detected are immediately corrected, and the latest version of the report is always made available on www.southafrica.net/research.

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





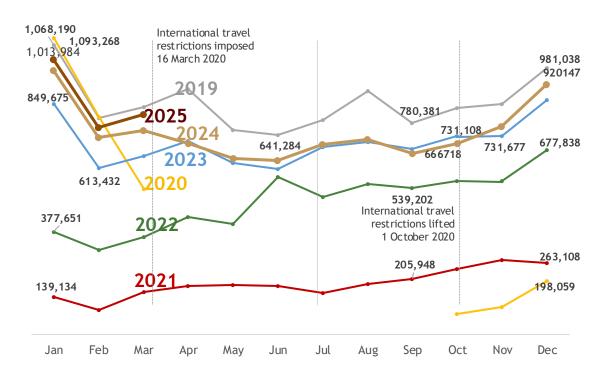
IMPACT OF COVID-19 ON THE SURVEY



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 dataset. 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, 2019-20251



¹ 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 stabilising 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.

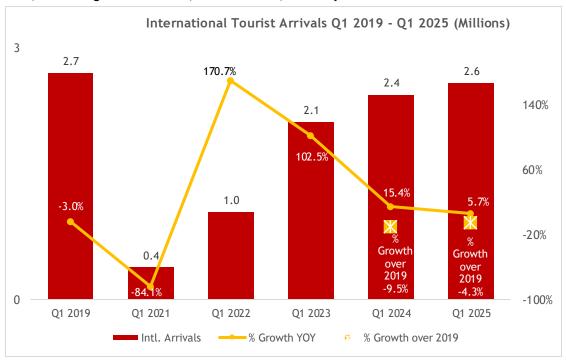
With this in mind, all of South Africa's international tourism performance KPIs are calculated over 2019, except for geographic spread, which is calculated over Q4 2023. Further, South Africa's GDP growth rate is calculated over the previous quarter as per the source for this (Statistics SA).

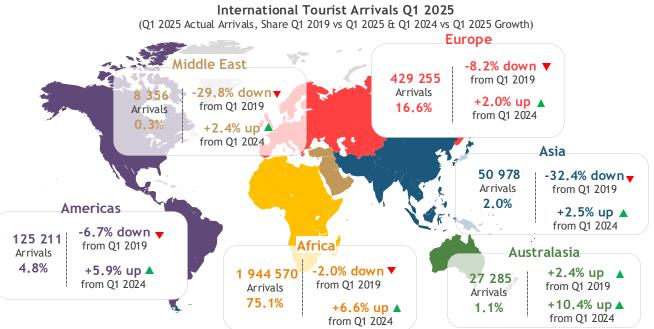
Nonetheless, in order to show what progress has been made since Covid-19, YOY growth rates are provided for all periods (Q4 2019 - Q4 2024). In the narrative, where Q4 2024 figures are compared to Q4 2023 & Q4 2022's results rather than to Q4 2019's, the commentary is in italics. In charts, comparisons to Q4 2023 are part of the YOY line graph, while comparisons to Q4 2019 are plotted separately and clearly marked as such.



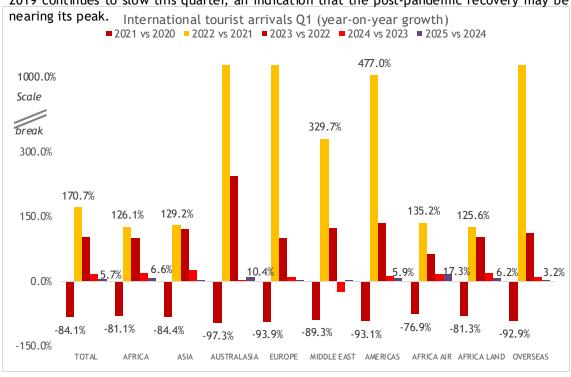


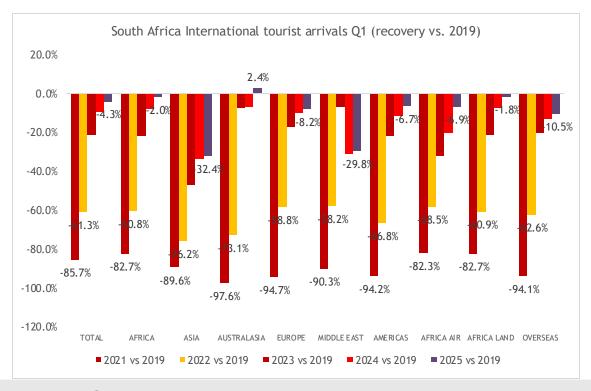
In Q1 2025, South Africa welcomed 2.6 million international tourists, reflecting a year-on-year growth of +5.7%. This figure marks the highest Q1 performance since the COVID-19 pandemic, though still -4.3% below Q1 2019 levels. While the overall recovery is promising, the plateauing growth trend may suggest a stabilisation rather than a rapid rebound to prepandemic levels. Regionally, Africa remained the dominant contributor, accounting for 75.1% of total arrivals, supported by moderate growth across most regions. Australasia was the only region to exceed its Q1 2019 figures, posting a positive variance of +2.4%, while the Middle East and Asia continued to lag with significant shortfalls of -29.8% and -32.4%, respectively. Despite these disparities, all regions recorded positive growth compared to Q1 2024, indicating a broad-based, albeit uneven, recovery.





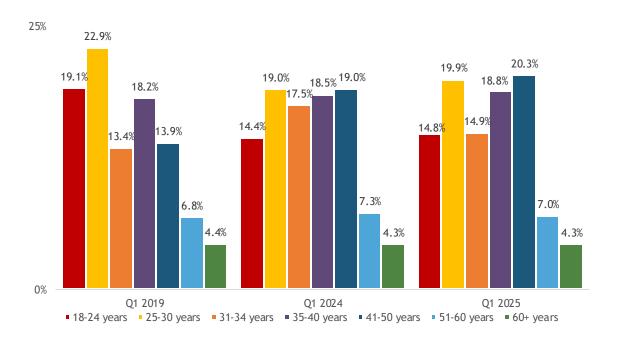
This quarter, all regions recorded positive year-on-year growth, with the most notable increases for overseas being Australasia (+10.4%) and Asia (+6.6%). Compared to Q1 2019, Australasia is the only region to show a net gain, exceeding its pre-pandemic level by 2.4%. Most regions—aside from Australasia—remain below pre-pandemic levels, although all have posted positive growth compared to Q1 2024. However, the pace of recovery relative to Q1 2019 continues to slow this quarter, an indication that the post-pandemic recovery may be



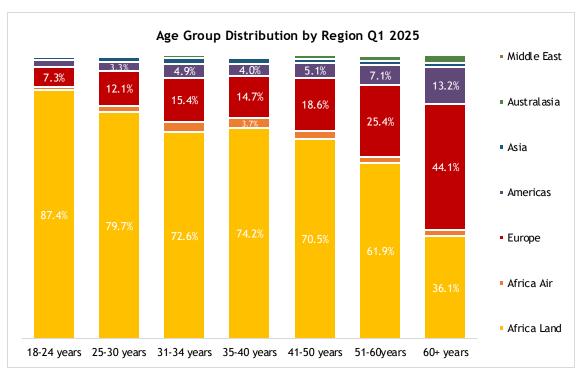


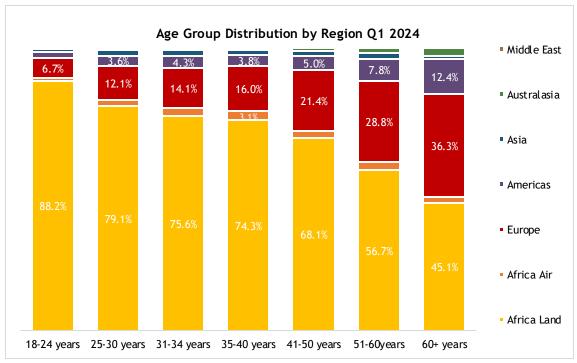
During the first quarter of 2025, the age distribution of tourists remained largely stable compared to Q1 2024, with only slight shifts across specific age cohorts. Year-on-year increases were observed in the 18-30 and 35-50 age segments, while declines were noted in the 31-34 and 51-60 segments. The 60+ age group remained unchanged. Compared to prepandemic levels in Q1 2019, the 18-34 and 60+ age groups continue to lag, while all other age segments remain above their pre-pandemic levels.

Age Group Distribution Q1 2019, Q1 2024 & Q1 2025

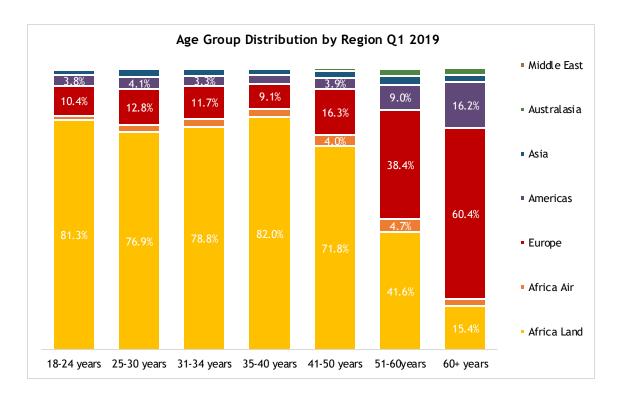


When examining the regional age profile of international arrivals, overall distributions between Q1 2024 and Q1 2025 remained largely consistent. Compared to the same quarter in 2023, the 60+ age group saw a decline of -9.0 percentage points among travellers from Africa Land, while Europe experienced an increase of +7.8 percentage points in the same age category. In the 51-60 age group, Europe saw a decrease of -3.4 percentage points, whereas Africa Land recorded a rise of +5.2 percentage points compared to Q1 2024.



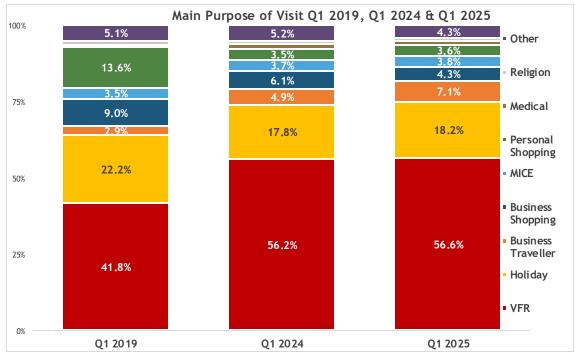


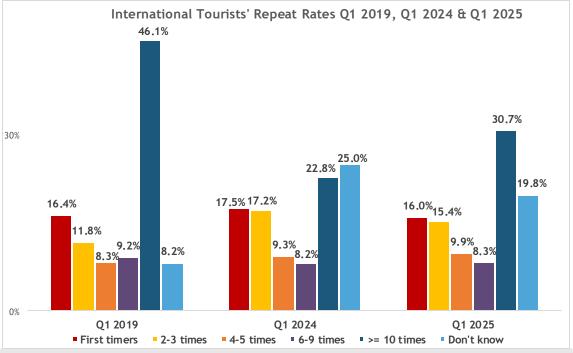
When comparing the Q1 2025 age group distribution across regions to Q1 2019, notable shifts are evident in both older and younger demographics. The proportion of travellers aged 51-60 years increased by +20.3 percentage points (from 41.6% to 61.9%), while those aged 60+ years rose by +20.7 percentage points (from 15.4% to 36.1%). However, within these older segments, European travellers declined as a share, particularly in the 60+ age group, where Europe's portion dropped significantly from 60.4% in Q1 2019 to 44.1% in Q1 2025. Among younger travellers, specifically the 18-24 and 25-30 year cohorts, Africa Land travellers made up a noticeably larger share in Q1 2025 than in 2019. In contrast, the share of young travellers from Europe declined across these age categories. These patterns suggest a demographic broadening in international arrivals, with more diverse age and regional contributions than seen in pre-pandemic periods.



PURPOSE OF TRAVEL

The main reasons for travel to South Africa remained consistent with previous trends. Visiting Friends and Relatives (VFR) remained the dominant purpose, accounting for 56.6% of all international arrivals this quarter, up significantly from 41.8% in Q1 2019. Holiday travel showed signs of recovery, with a share of 18.2%, still slightly below pre-pandemic levels (22.2% in Q1 2019) but up from 17.8% in Q1 2024. Business-related travel—including Business Traveller and MICE (Meetings, Incentives, Conferences, and Exhibitions)—continued to improve, increasing to a combined share of 10.9% in Q1 2025 (7.1% Business Traveller and 3.8% MICE), compared to 9.0% in Q1 2019. Looking at repeat visitation, the proportion of first-time visitors stood at 16.0%, slightly down from 17.5% in Q1 2024 but broadly stable over time. Notably, there was a rise in repeat travel, with those who had visited 10 or more times increasing to 30.7%, up from 25.0% in Q1 2024 and 22.8% in Q1 2019. However, there was a decline in those visiting 2-3 times, down to 15.4% from 17.2% last year.



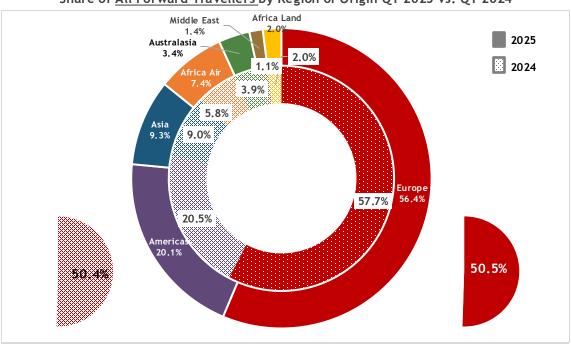


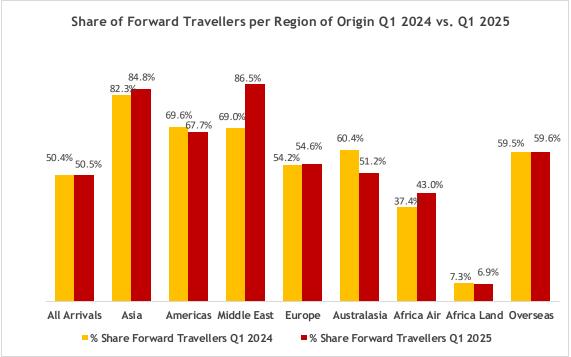
FORWARD TRAVEL

Forward travel patterns in Q1 2025 mirrored those observed in the previous quarter. Approximately half (50.5%) of all international tourists continued their journey to another destination after visiting South Africa, nearly unchanged from the Q1 2024 figure. Forward travel remained most prevalent among overseas travellers, particularly those from Europe (56.4%) and the Americas (20.1%), underscoring South Africa's role as a regional gateway. Although smaller in volume, the Asia and Middle East regions showed a slight increase in forward travel share, rising by +0.3 and +0.1 percentage points year-on-year, respectively.

At the regional level, the most significant year-on-year increase in forward travellers came from Middle Eastern travellers, whose forward travel share rose by +27.5 percentage points this quarter. In contrast, Australasia recorded the largest decline, down -11.2 percentage points year-on-year.

Share of All Forward Travellers by Region of Origin Q1 2025 vs. Q1 2024





FORWARD TRAVEL

In Q1 2025, forward travel market preferences across Europe, the Americas, Asia, and Africa Air showed mixed year-on-year changes, with the overall regional shares remaining relatively stable. European travellers reduced forward travel the most to Switzerland (-4.9 pp while the Netherlands saw a +2.7 pp increase. Among American travellers, there was a notable -6.6 pp decline in travel via the UK and a -5.1 pp decline via Zimbabwe, while travel to the Netherlands and Ethiopia rose by +5.9 pp. Asian travellers increasingly continued to the UAE (+9.2 pp), while travel to Qatar declined (-9.2 pp). Kenya, Ethiopia, and Malawi remained the top forward travel markets for Africa Air.

Europe Top 10	% Share	% Share
Forward Markets	Q1 2024	Q1 2025
United Arab Emirates	12.8%	13.2%
Germany	11.5%	13.0%
Qatar	13.3%	12.6%
Ethiopia	11.6%	11.4%
Turkey	9.0%	10.5%
Switzerland	13.1%	8.7%
UK	8.5%	7.6%
The Netherlands	4.6%	7.3%
France	2.6%	3.9%
Kenya	2.6%	2.2%
Others in Top 10 Q1		
2024:		
Zimbabwe	3.1%	1.5%
All Europe Forward	57.7%	56.4%
Tourists	31.1/0	JU.4/0

Asia Top 10 Forward Markets	% Share Q1 2024	% Share Q1 2025
United Arab Emirates	38.6%	47.8%
Qatar	24.3%	15.1%
Ethiopia	11.6%	9.7%
Singapore	9.8%	9.4%
Kenya	5.7%	6.8%
Turkey	2.2%	1.4%
Germany	0.5%	1.2%
UK	0.7%	0.8%
Tanzania	0.1%	0.8%
Malawi	0.4%	0.8%
Others in Top 10 Q1 2024:		
China incl. HK	1.4%	0.5%
Namibia	0.6%	0.4%
Zimbabwe	0.8%	0.6%
All Asia Forward Tourists	9.0%	9.3%

Americas Top 10 Forward Markets	% Share Q1 2024	% Share Q1 2025
UK	24.9%	18.3%
The Netherlands	4.4%	10.3%
Germany	8.4%	8.7%
United Arab Emirates	10.3%	7.4%
Ethiopia	3.4%	6.1%
Qatar	6.0%	6.0%
Switzerland	5.2%	5.9%
Kenya	5.2%	5.6%
Zimbabwe	9.7%	4.6%
Brazil	3.1%	4.6%
Others in Top 10 Q1 2024:		
Turkey	3.3%	3.7%
All Americas Forward Tourists	20.5%	20.1%

Africa Air Top 10 Forward Markets	% Share Q1 2024	
Kenya	35.1%	25.3%
Ethiopia	15.7%	22.9%
Malawi	14.1%	18.8%
Rwanda	1.5%	4.6%
Tanzania	1.0%	4.2%
France	1.4%	3.2%
United Arab Emirates	4.9%	2.5%
Zambia	3.6%	2.2%
Ghana	2.9%	1.9%
Angola	1.3%	1.9%
Others in Top 10 Q1 2024:		
Cote D'ivoire	4.0%	0.3%
Nigeria	2.1%	0.5%
Namibia	2.0%	1.2%
Qatar	1.6%	1.1%
All Africa Air Forward Tourists	5.8%	7.4%

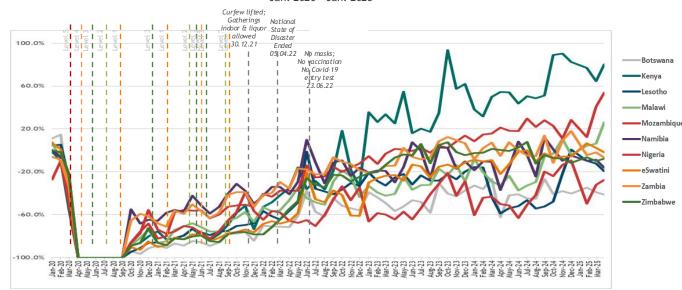
AFRICA RECOVERY — PRIORITY MARKETS

-1.7%

Jan-Mar 25 over Jan-Mar 19 monthly average

This quarter (Q1 2025) noted an encouraging recovery from African priority markets, with the overall gap versus Q1 2019 narrowing to just -1.7%. Kenya led the way with a substantial +80.2% month-on-month increase over pre-pandemic levels. Malawi and Mozambique also posted impressive growth, with arrivals surging by +26.1% and +53.7%, respectively. These gains demonstrate the enduring strength of regional proximity travel and intra-African relations. However, not all priority markets recovered equally. Botswana's arrivals dropped sharply, down -41.3% from 2019. Similarly, Lesotho and Namibia recorded declines of -19.3% and -16.3%, respectively. Eswatini, while showing a moderate decline compared to 2019 (-1.9%), held its share steady at 12.7%.

Recovery of Africa Tourist Arrivals vs. Same Month in 2019² Jan. 2020 - Jan. 2025



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

Pre-Covid Share
9.1%
12.0%
17.9%
21.5%
31.1%

	Country	Mar-25		
Pre-Covid Share	Country	Share	Growth	
0.4%	Kenya	0.8%	80.2%	
0.7%	Nigeria	0.4%	-27.6%	
2.1%	Zambia	2.0%	-6.8%	
2.5%	Malawi	3.4%	26.1%	
2.7%	Namibia	2.4%	-16.3%	
9.1%	Botswana	5.1%	-41.3%	
12.0%	eSwatini	12.7%	-1.9%	
17.9%	Mozambique	26.1%	53.7%	
21.5%	Lesotho	17.5%	-19.3%	
31.1%	Zimbabwe	26.1%	-7.7%	

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	5.1%
	12.7%
	26.1%
	17.5%
	1110/
	26.1%
	20.1%

Mar 2025 Share

² P0350 - International Tourism, December 2024; P0350 - International Tourism, November 2024; P0350 - International Tourism, October 2024

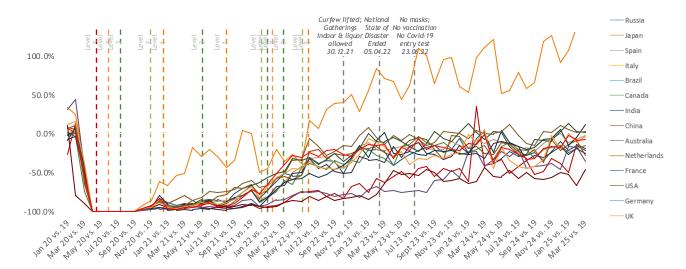
OVERSEAS RECOVERY — PRIORITY MARKETS

-10.4%

Jan-Mar 25 over Jan-Mar 19 monthly average

Recovery among South Africa's key overseas markets in March 2025 showed marked improvement, narrowing the overall gap to -10.4% compared to March 2019. Russia was the strongest performer, with arrivals more than doubling (+172.4%), continuing a trend seen since 2024. Australia also exceeded pre-pandemic levels, growing by +11.0%. The USA remained the largest overseas source market, recording a modest +1.8% increase, while the Netherlands saw a similar rise of +1.6%. In contrast, China (-46.0%), India (-28.8%), and France (-26.5%) recorded significant declines, reflecting persistent challenges in parts of Asia and Europe, partly linked to geopolitical factors such as the Russia-Ukraine war. Canada and Germany remained stable but below 2019 levels.

Recovery of Overseas Tourist Arrivals vs. Same Month in 2019² Jan. 2020 - Mar. 2025

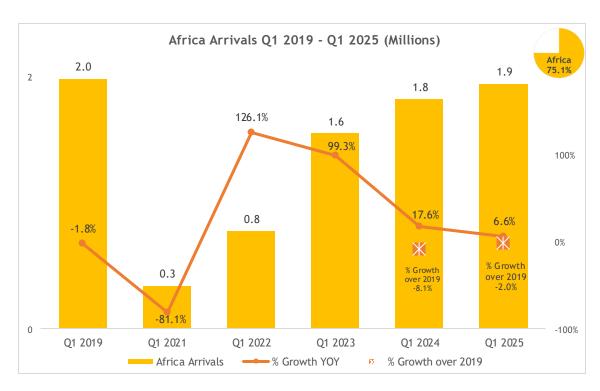


Share of Priority Overseas Tourist Arrivals by Country Prior vs. Post Covid-192

Pre-Covid Share	Pre-Covid	Count	Country		r-25	Mar.25 Share
2.8%	Share	Count	ГУ	Share	Growth	2.1% 1.7% 1.9%
3.2% 3.4%		Russia		2.1%	172.4%	3.3%
4.0% 4.3%		Japan		0.9%	-20.0%	2.3% 1.9%
4.8%		Spain		1.0%	-21.9%	4.2%
7.1%		Italy		1.7%	-15.9%	4.9%
9.1%		Brazil		1.9%	-35.7%	6.0%
		Canada		3.3%	-2.3%	
15.4%		India		2.3%	-28.8%	16.7%
		China		1.9%	-46.0%	
		Australia		4.2%	11.0%	
18.8%		Netherlands		4.9%	1.6%	15.3%
		France		6.0%	-26.5%	
		USA		16.7%	1.8%	
23.2%		Germany		15.3%	-3.4%	18.4%
		UK		18.4%	-7.8%	

² P0350 - International Tourism, December 2024; P0350 - International Tourism, November 2024; P0350 - International Tourism, October 2024

During Q1 2025, Africa remained the cornerstone of South Africa's international tourism, contributing 75.1% of all arrivals. Tourist numbers from the continent reached 1.9 million, reflecting a solid year-on-year increase of +6.6% and narrowing the gap with Q1 2019 to just -2.0%. Zimbabwe remained the largest source market by volume (0.6 million arrivals), though its share declined slightly to 29.6%, with continued negative growth versus both Q1 2019 (-7.6%) and Q1 2024 (-6.3%). Mozambique emerged as a key growth driver, with its share rising from 18.6% in Q1 2019 to 25.1% in Q1 2025, representing a remarkable +31.9% increase over pre-pandemic levels and +17.6% year-on-year. Lesotho and Eswatini also posted strong year-on-year gains of +14.1% and +12.5%, respectively, though Lesotho remains below 2019 levels. Malawi and Kenya saw double-digit growth compared to Q1 2024, with Kenya recording the highest increase (+24.2%) among the top 10 African markets. These trends reaffirm the strength of cross-border travel recovery and underscore the importance of geographic proximity and land access.

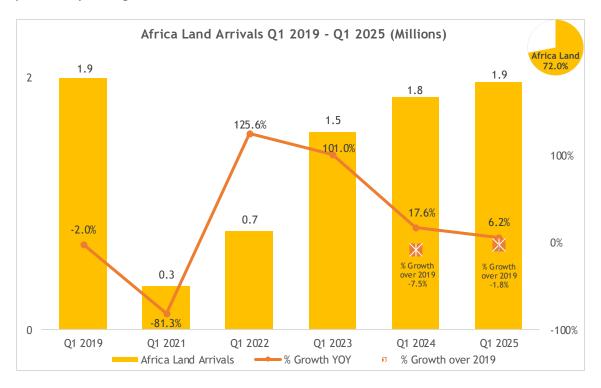


Africa Tourist Arrivals by Top 10 Markets Q1 2025

Africa Top 10 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
Zimbabwe	574 835	31.3%	29.6%	-7.6%	-6.3%
Mozambique	488 045	18.6%	25.1%	31.9%	17.6%
Lesotho	375 548	21.8%	19.3%	-13.2%	14.1%
Eswatini	213 907	10.6%	11.0%	2.2%	12.5%
Botswana	81 115	6.7%	4.2%	-38.6%	-10.6%
Malawi	54 052	2.4%	2.8%	12.1%	37.9%
Namibia	39 653	2.3%	2.0%	-11.9%	1.4%
Zambia	36 052	1.9%	1.9%	-4.4%	-4.5%
Kenya	12 701	0.4%	0.7%	73.7%	24.2%
Angola	10 324	1.0%	0.5%	-48.1%	4.4%
All Africa Arrivals	1 944 570	73.4%	75.1%	-2.0%	6.6%
Others in Top 10 in Q1 2019					
Nigeria	7 152	0.6%	0.4%	-37.4%	25.6%

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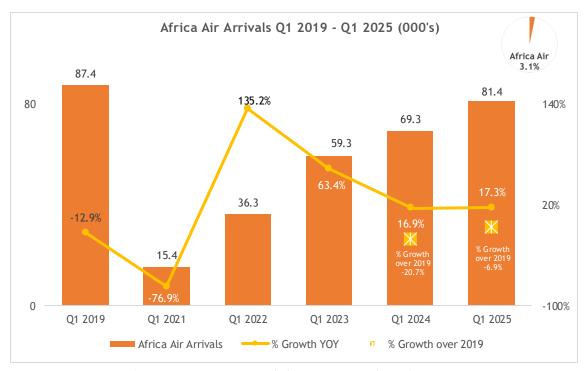
Africa land arrivals, which form the bulk of the continent's contribution, totalled 1.9 million in Q1 2025, representing 72.0% of all international arrivals and marking a +6.2% increase from Q1 2024. While still slightly below Q1 2019 levels (-1.8%), the gap continues to narrow steadily. Zimbabwe retained its lead among land markets, accounting for 30.9% of land arrivals, though its share has declined over time. Mozambique posted the most notable gains, rising to 26.2% of land arrivals, up significantly from 19.5% in Q1 2019. Lesotho and Eswatini also recorded strong year-on-year growth at +14.1% and +12.5%, respectively. Malawi stood out with a +37.9% increase, reinforcing its growing importance as a source market. In contrast, Botswana and Zambia saw declines compared to Q1 2024 and remained well below 2019 levels. Overall, the recovery of land-based tourism remains robust, particularly among countries with close economic or familial ties to South Africa.



Africa Land Tourist Arrivals by Market Q1 2025

Africa Land Markets Q1 2024	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
Zimbabwe	574 835	32.8%	30.9%	-7.6%	-6.3%
Mozambique	488 045	19.5%	26.2%	31.9%	17.6%
Lesotho	375 548	22.8%	20.2%	-13.2%	14.1%
Eswatini	213 907	11.0%	11.5%	2.2%	12.5%
Botswana	81 115	7.0%	4.4%	-38.6%	-10.6%
Malawi	54 052	2.5%	2.9%	12.1%	37.9%
Namibia	39 653	2.4%	2.1%	-11.9%	1.4%
Zambia	36 052	2.0%	1.9%	-4.4%	-4.5%
All Africa Land Arrivals	1 863 207	70.2%	72.0%	-1.8%	6.2%

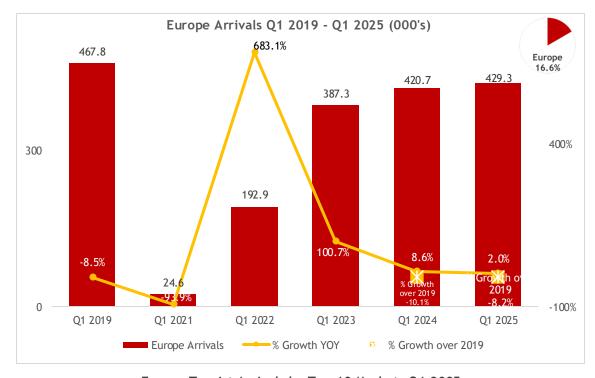
Africa Air arrivals climbed to 81.4 thousand in Q1 2025, reflecting a substantial +17.3% increase from Q1 2024. Despite this year-on-year growth, the segment remained -6.9% below Q1 2019 levels, indicating an ongoing recovery. Kenya led the air arrivals, contributing 15.6% of the total, with a strong +24.2% year-on-year growth and a remarkable +73.7% increase compared to Q1 2019. Ghana's arrivals nearly doubled (+99.7% vs. Q1 2019), while Ethiopia and Nigeria also posted significant year-on-year gains. Other key contributors included Tanzania and the DRC, both maintaining steady shares and posting positive growth year-on-year. Mauritius, Uganda, and Egypt experienced modest gains or marginal losses, but all remained in the top 10 air markets. Angola, while still among the top contributors, continued to decline from its Q1 2019 performance. The strong performance of air markets like Kenya, Ghana, and Ethiopia could point to a recovery in regional air connectivity and a growing appetite for business and leisure travel via air routes.



Africa Air Tourist Arrivals by Top 10 Markets Q1 2025

Africa Air Top 10 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
Kenya	12 701	8.4%	15.6%	73.7%	24.2%
Angola	10 324	22.8%	12.7%	-48.1%	4.4%
Ghana	9 769	5.6%	12.0%	99.7%	23.6%
Tanzania	9 442	10.5%	11.6%	2.9%	11.2%
DRC	8 533	9.1%	10.5%	6.9%	28.8%
Nigeria	7 152	13.1%	8.8%	-37.4%	25.6%
Mauritius	4 503	6.0%	5.5%	-13.7%	6.8%
Uganda	3 497	4.3%	4.3%	-6.8%	12.7%
Ethiopia	2 047	2.2%	2.5%	6.6%	26.0%
Egypt	1 858	2.8%	2.3%	-24.9%	37.2%
All Africa Air Arrivals	81 363	3.2%	3.1%	-6.9%	17.3%

Tourist arrivals from Europe totalled 429.3 thousand during this quarter-up +2.0% year-onyear, though still -8.2% below Q1 2019. The UK remained the largest European source market, accounting for 30.5% of arrivals, slightly above its pre-COVID share. Germany followed with a 22.5% share but declined marginally year-on-year (-2.6%), reflecting mixed outbound travel sentiment in central Europe. The Netherlands showed steady growth, up +5.9% from 2019 and +3.1% year-on-year. France and Switzerland remained key contributors, though both have yet to return to pre-pandemic levels. Notably, Russia saw explosive growth, +137.0% over Q1 2019 and +28.1% year-on-year. Sweden, while smaller in volume, posted a +7.8% year-on-year gain, helping offset its earlier losses. These trends signal a steady, though uneven, European recovery-marked by resilience in traditional markets and rising momentum in newer ones.

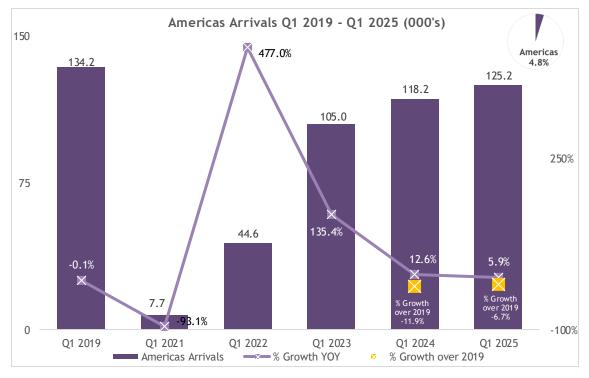


Europe Top 10 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
UK	130 887	29.8%	30.5%	-6.2%	4.4%
Germany	96 415	21.8%	22.5%	-5.6%	-2.6%
The Netherlands	38 699	7.8%	9.0%	5.9%	3.1%
France	36 633	10.3%	8.5%	-24.1%	5.3%
Switzerland	14 315	3.6%	3.3%	-14.1%	3.0%
Belgium	13 672	2.8%	3.2%	4.5%	-0.3%
Russian Federation	11 953	1.1%	2.8%	137.0%	28.1%
Italy	10 792	2.9%	2.5%	-20.2%	0.6%
Sweden	10 622	3.6%	2.5%	-36.1%	7.8%
Ireland	9 305	1.9%	2.2%	5.4%	-1.9%
All Europe Arrivals	429 255	17.3%	16.6%	-8.2%	2.0%
Others in Top 10 in Q1 2019					
Austria	8 065	2.3%	1.9%	-24.3%	2.3%
Denmark	7 152	2.0%	1.7%	-22.3%	-0.6%

AMERICAS ARRIVALS

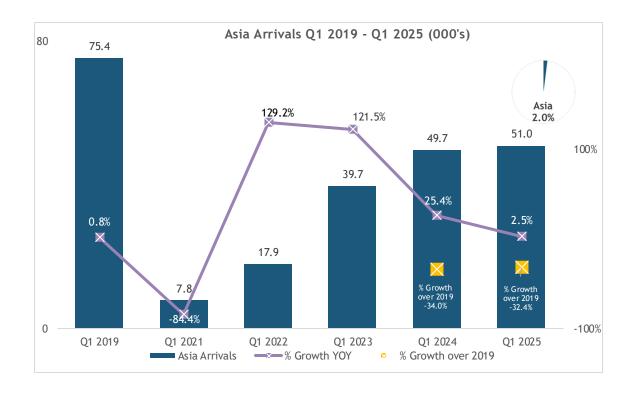
125.2 K +5.9

Tourist arrivals from the Americas reached 125,211 in Q1 2025, up +5.9% from Q1 2024, though still -6.7% lower than Q1 2019. The United States dominated the region, accounting for 68.2% of all American arrivals, supported by a stable +3.4% year-on-year growth and a modest +2.7% increase over pre-pandemic levels. Canada followed with a 14.3% share, maintaining its contribution from 2019 despite a slight year-on-year recovery (+7.1%). Brazil remained the third-largest source market from the Americas, though still well below its 2019 levels (-23.5%). Other Latin American markets such as Argentina and Chile showed sharp year-on-year rebounds of +69.5% and +35.3%, respectively, albeit from a low base. Mexico and Peru continued to demonstrate moderate recovery, while smaller markets such as Cuba and Uruguay posted strong year-on-year gains, hinting at diversification within the region. Overall, the Americas showed broad-based growth across major and minor markets, with high-performing segments pointing to a gradual regional resurgence in travel to South Africa.



Americas Tourist Arrivals by Top 10 Markets Q1 2025								
Americas Top 10 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025			
USA	85 396	62.0%	68.2%	2.7%	3.4%			
Canada	17 856	14.3%	14.3%	-7.1%	7.1%			
Brazil	13 607	13.3%	10.9%	-23.5%	10.1%			
Argentina	2 903	5.6%	2.3%	-61.1%	69.5%			
Chile	1 345	1.7%	1.1%	-41.3%	35.3%			
Mexico	979	0.7%	0.8%	10.9%	-10.2%			
Peru	611	0.5%	0.5%	1.2%	34.9%			
Colombia	346	0.3%	0.3%	-22.2%	-3.6%			
Uruguay	256	0.3%	0.2%	-30.6%	5.8%			
Cuba	252	0.2%	0.2%	-19.2%	41.6%			
All Americas Arrivals	125 211	5.0%	4.8%	-6.7%	5.9%			

Asia recorded 51.0 thousand tourist arrivals in Q1 2025—a slight year-on-year increase of +2.5%, though still significantly behind Q1 2019 levels (-32.4%). China remained notably below pre-pandemic levels with a -55.9% shortfall, while increasing by +11.4% year-on-year. In contrast, markets such as India and Japan showed more stability, with India maintaining a relatively high share and consistent volume. Smaller markets such as Singapore, Bangladesh, and Taiwan showed signs of gradual recovery, with positive growth rates over Q1 2024, but their volumes were still well below pre-COVID levels. South Korea was the only market to record positive growth over both Q1 2019 (+14.0%) and Q1 2024 (+23.5%).



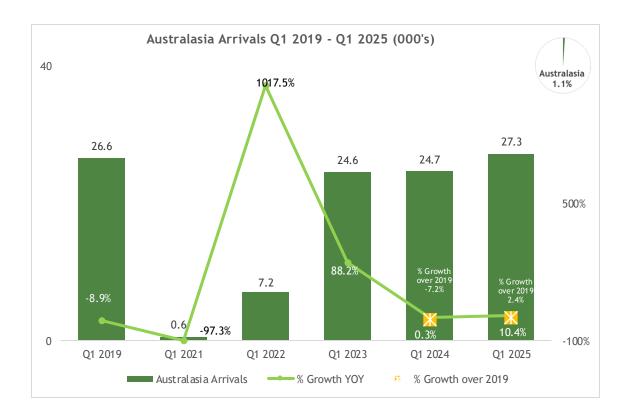
Asia Tourist Arrivals by Top 10 Markets Q1 2025

Asia Top 10 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
India	16 908	27.3%	33.2%	-23.1%	-9.4%
China including Hong Kong	11 245	34.0%	22.1%	-55.9%	11.4%
Japan	4 829	9.2%	9.5%	-41.5%	8.2%
South Korea	4 758	9.2%	9.3%	14.0%	23.5%
Pakistan	3 828	5.0%	7.5%	-26.5%	-2.9%
Bangladesh	1 563	2.0%	3.1%	-23.8%	6.4%
Taiwan	1 273	2.4%	2.5%	-1.0%	34.4%
Philippines	1 213	1.9%	2.4%	-20.2%	-22.3%
Malaysia	1 184	1.9%	2.3%	-3.6%	-21.6%
Singapore	1 182	1.9%	2.3%	-41.3%	1.6%
All Asia Arrivals	50 978	2.8%	2.0%	-32.4%	2.5%
Others in Top 10 in Q1 2019					
Thailand	1 467	1.9%	2.0%	-29.4%	40.2%

AUSTRALASIA ARRIVALS 27.3 K +10.4%

Q1 2025 over Q1 2024

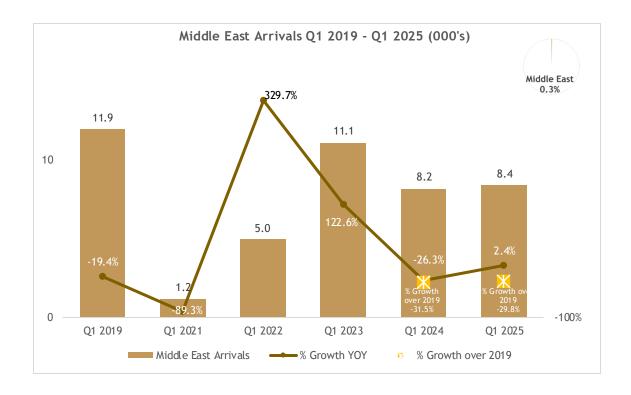
Tourist arrivals from Australasia totalled 27.3 thousand in Q1 2025 (a 1.1% share of all arrivals), up +10.4% year-on-year and +2.4% higher than Q1 2019, making Australasia the only region to exceed pre-pandemic levels this quarter. This positive trend was led primarily by Australia, which accounted for the vast majority of arrivals from the region (89.3%). New Zealand exceeded its Q1 2019 levels by +52.9% and reported a year-on-year increase of +1.7%. These two countries accounted for 99.7% of all arrivals from the Australasian region in this quarter.



Australasia Tourist Arrivals by Market Q1 2025

Australasia Top 4 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
Australia	22 915	89.3%	84.0%	-3.6%	12.0%
New Zealand	4 271	10.5%	15.7%	52.9%	1.7%
All Australasia Arrivals	27 285	1.0%	1.1%	2.4%	10.4%

Middle Eastern arrivals reached 8.4 thousand in Q1 2025, representing just 0.3% of total arrivals to South Africa, the smallest regional contribution. This marked a modest +2.4% increase from Q1 2024 but remained -29.8% below Q1 2019 levels, making the Middle East the weakest-performing region relative to pre-COVID benchmarks. The decline may reflect ongoing economic pressures and geopolitical uncertainty in several countries. Saudi Arabia's share rose from 12.0% in Q1 2019 to 27.1% in Q1 2025, despite a -5.1% year-on-year drop, making it the second-largest contributor. Israel led the region with a 27.2% share, boosted by +9.8% growth year-on-year.

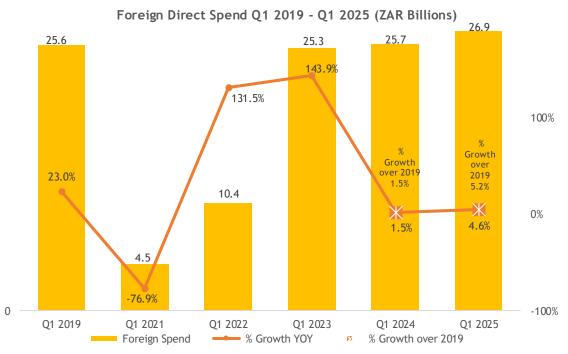


Middle East Tourist Arrivals by Top 10 Markets Q1 2025

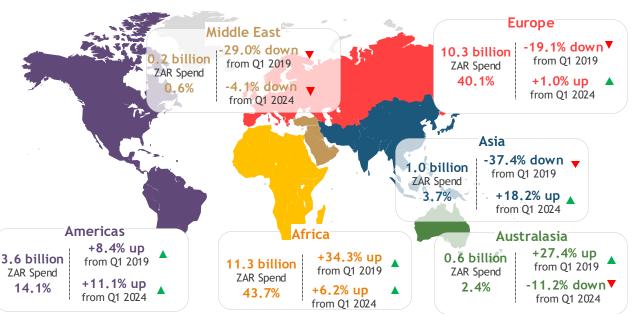
Middle East Top 10 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2019	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
Israel	2 271	56.6%	27.2%	-66.3%	9.8%
Saudi Arabia	2 266	12.0%	27.1%	58.4%	-5.1%
Iran	1 246	6.4%	14.9%	62.2%	-16.7%
Jordan	647	6.2%	7.7%	-12.6%	1.3%
Lebanon	598	7.0%	7.2%	-28.1%	4.2%
United Arab Emirates	481	2.4%	5.8%	66.4%	49.8%
Palestine	192	0.6%	2.3%	149.4%	7.3%
Kuwait	137	1.5%	1.6%	-21.7%	33.0%
Syria	117	1.5%	1.4%	-35.7%	0.0%
Iraq	110	1.3%	1.3%	-31.3%	111.5%
All Middle East Arrivals	8 356	0.4%	0.3%	-29.8%	2.4%
Others in Top 10 in Q1 2019					
Yemen	103	1.4%	1.2%	-39.8%	-8.0%



In Q1 2025, Total Foreign Direct Spend (TFDS) by tourists in South Africa reached ZAR 26.9 billion—a +5.2% increase from Q1 2019 and a +4.6% rise over Q1 2024. This marks the highest Q1 TFDS recorded since 2019. Africa contributed the largest share at 43.7% (ZAR 11.3 billion), reflecting a significant +34.3% increase from pre-COVID levels. European spend remained substantial at ZAR 10.3 billion but was still -19.1% below Q1 2019, indicating ongoing recovery challenges. The Americas and Australasia outperformed, up +8.4% and +27.4% respectively, driven by higher per-visitor spend. In contrast, Asia and the Middle East recorded steep declines in spend (-37.4% and -29.0%) despite modest growth in arrivals, underscoring a shift in the composition of high-value markets.



Foreign Direct Spend by Region Q1 2025 (ZAR Billions, Share & Growth Q1 2025 vs. Q1 2019 & Q1 2025 vs. Q1 2024)



This quarter, Africa continued to dominate international tourist arrivals, accounting for 75.1% of the total, most of whom (72.0%) arrived by land. However, land-based African visitors contributed only 37.6% of total spend, resulting in a lower share-of-spend to share-of-arrival ratio of 52.3%. In contrast, overseas markets made up just 24.9% of arrivals but accounted for 60.9% of total spend, yielding a high ratio of 244.8%. The Middle East recorded the highest ratio at +1155.1%, followed by Asia at 634.3%, highlighting stark differences in spending behaviour across regions. Overseas tourists generally spend more per capita than those from Africa, though Africa Air stood out with a strong ratio of 193.5%, indicating higher-value travel within the sub-region of the African continent.

Spend & Ratios by Region Q1 2025

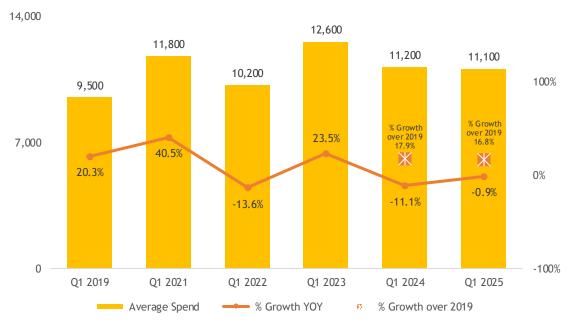
Region	% of Arrivals	% of Spend	Ratio
	Q1 2019	Q1 2025	% Spend: % Arrivals
Africa	75.1%	43.7%	58.2%
Africa Land	72.0%	37.6%	52.3%
Africa Air	3.1%	6.1%	193.5%
Overseas	24.9%	60.9%	244.8%
Europe	16.6%	40.1%	241.9%
Americas	4.8%	14.1%	291.2%
Asia	2.0%	12.5%	634.3%
Australasia	1.1%	1.6%	151.0%
Middle East	0.3%	3.7%	1155.1%

This quarter, most spend categories saw a year-on-year increase in the spend amount, contributing to the overall positive growth in total spend of 4,6%. However, declines in Medical and Transport spend, the only two to decline, dampened the pace of growth for the quarter. Compared to Q1 2019, only Personal and Business Shopping showed substantial increases of +27.5% and +47.0% respectively, more than offsetting the combined declines in other categories. As a result, overall spend in Q1 2025 exceeded the Q1 2019 level by 5.2%.

	ZAR Billions		% Share			е	% Growth	% Growth
Spend Category	Q1 2019	Q1 2025	Q	1 2019	Q	1 2025	Q1 2019 - Q1 2025	Q1 2024- Q1 2025
Personal Shopping	6.50	8.28		25.4%		30.8%	27.5%	7.9%
Food & Beverages	5.57	5.19		21.8%		19.3%	-6.8%	3.3%
Leisure	3.20	3.05		12.5%		11.3%	-4.8%	6.7%
Accommodation	5.48	3.19		21.4%		11.9%	41.7%	5.5%
Business Shopping	1.69	2.49		6.6%		9.2%	47.0%	6.1%
Transport	3.21	2.35		12.6%		8.7%	-27.0%	-5.5%
Medical	0.27	0.24		1.1%		0.9%	-11.2%	-30.2%
All Types	25.58	26.93		100.0%		100.0%	5.2%	4.6%

The average foreign direct spend declined slightly by -0.9% year-on-year in Q1 2025, reaching ZAR 11,100. Despite this marginal dip, average spend remained 16.8% above Q1 2019 levels. Year-on-year, Africa Land and Europe were the only regions to show increases in average spend, at +3.6% and +2.3% respectively. Europe, Australasia and the Middle East were the regions that experienced year-on-year declines, with the steepest drops seen in Australasia (-18.9%) and the Middle East (-15.0%). Compared to Q1 2019, however, most regions—particularly Africa Land (+61.8%) and Africa Air (+22.1%)—recorded substantial gains, except for Europe alone, which remained below its 2019 benchmarks. The Americas posted the highest average spend at ZAR 31 300, while Africa Land registered the lowest at ZAR 5 500.

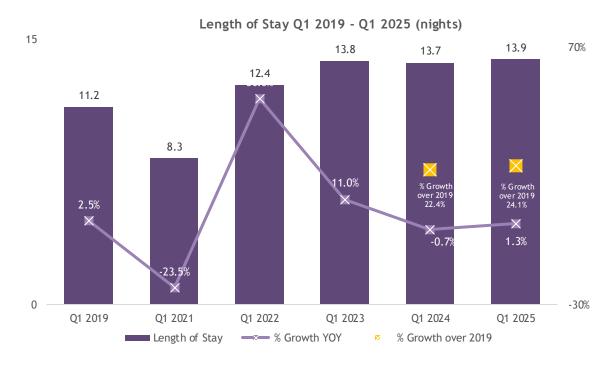
Average Foreign Direct Spend Q1 2019 - Q1 2025 (ZAR)

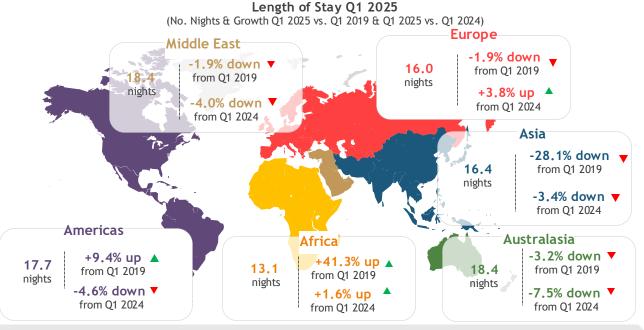


Average Foreign Direct Spend by Region Q1 2019 - Q1 2025

/trenuge reneigh	F	,	~	~		
	Average Spend (ZAR)					
Region	Q1 2019 Q1 202		Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025	
Africa	4 000	6 100	6 100	52.5 %	0.0%	
Africa Land	3 400	5 500	5 500	61.8%	0.0%	
Africa Air	19 000	23 000	23 200	22.1%	0.9%	
Europe	30 000	26 200	25 600	-14.7%	2.3%	
Americas	24 900	30 600	31 300	25.7%	2.3%	
Asia	19 600	20 200	22 500	14.8%	11.4%	
Australasia	22 300	29 600	24 000	7.6%	-1 8.9%	
Middle East	23 000	28 000	23 800	3.5%	<mark>-1</mark> 5.0%	
All Arrivals	9 500	11 200	11 100	16.8%	0.9%	

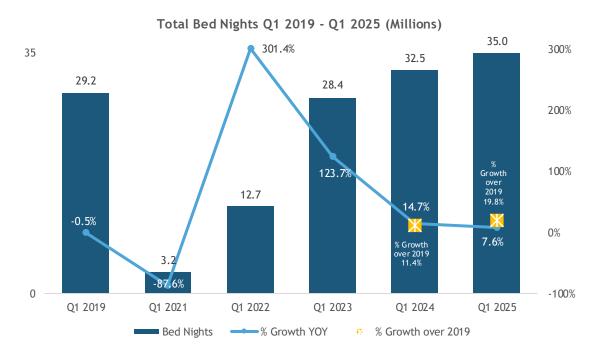
Year-on-year, the average length of stay remained relatively stable, rising slightly by +1.3% to an average of 13.9 nights in Q1 2025. Compared to Q1 2019, this represents a +24.1% increase. Visitors from Africa recorded the shortest average stay at 13.1 nights, though this marks a significant +41.3% increase over Q1 2019 and a +1.6% increase over Q1 2024. In contrast, the longest stays were recorded among tourists from Australasia (18.4 nights) and the Middle East (18.4 nights). Most regions experienced year-on-year declines in length of stay, with the steepest decreases in Australasia (-7.5%), Asia (-3.4%), and the Middle East (-4.0%). Europe was the exception, showing a +3.8% increase in average length of stay compared to Q1 2024, despite being -1.9% below its Q1 2019 level.

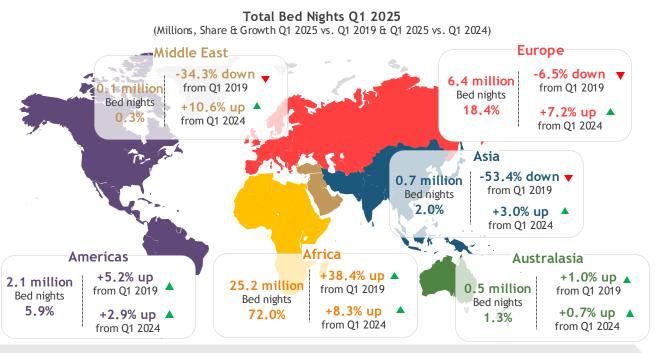






In Q1 2025, total bed nights increased to 35.0 million, marking a +7.6% year-on-year rise and a +19.8% increase compared to Q1 2019. The Africa region dominated with 25.2 million bed nights, accounting for 72.0% of the total, and showing strong growth of +38.4% from Q1 2019 and +8.3% from Q1 2024. Europe recorded 6.4 million bed nights (18.4% share), reflecting a +7.2% increase from the previous year, though still -6.5% below 2019 levels. The Americas contributed 2.1 million bed nights, up +5.2% from Q1 2019 and +2.9% from Q1 2024. In contrast, Asia and the Middle East underperformed, with declines compared to both Q1 2019 (-53.4% and -34.3%, respectively), despite slight gains year-on-year. Australasia remained relatively stable, showing modest increases of +1.0% from 2019 and +0.7% from 2024.

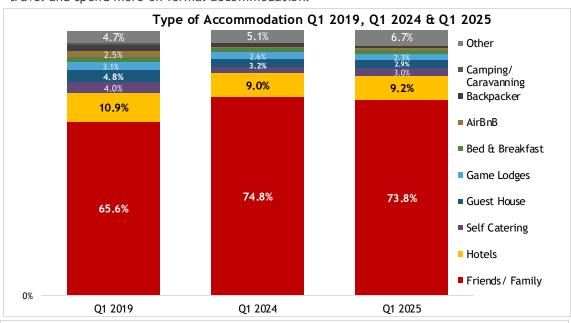


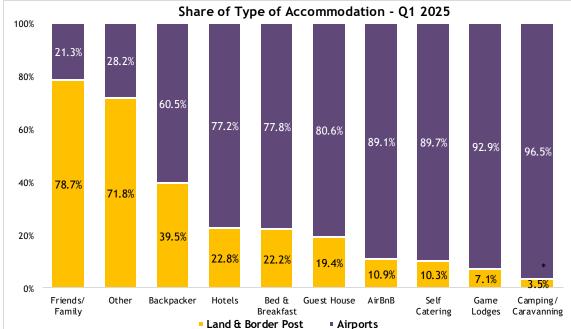


TOTAL BED NIGHTS 35.0 MILLION

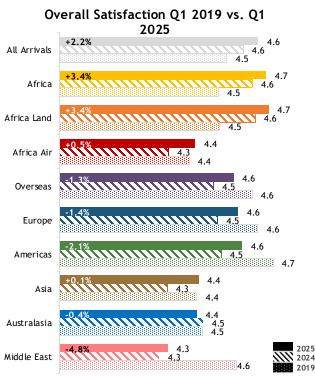
Similar to the main reason for travel being visits to family and friends, it is no surprise that 'friends and family' remained the dominant type of accommodation in Q1 2025, accounting for 73.8% of all stays—higher than the 65.6% share in Q1 2019, though slightly below the Q1 2024 level of 74.8%. Despite tough global economic conditions, this category continues to reflect the cost-conscious choices of travellers. The share of hotel stays remained relatively stable year-on-year at 9.2%, but was still lower than the 10.9% recorded in Q1 2019. Self-catering accommodation experienced a slight year-on-year decline, dropping from 4.8% in Q1 2024 to 4.0% in Q1 2025. Staying with friends and family was especially common among international tourists departing via land and border posts (78.7%), while airport-departing travellers showed a stronger preference for paid accommodation options such as game lodges, camping/caravanning, self-catering, hotels, AirBnBs, guest houses, and B&Bs. These preferences suggest that visitors arriving by air are more likely to engage in leisure-based travel and spend more on formal accommodation.

+7.6%





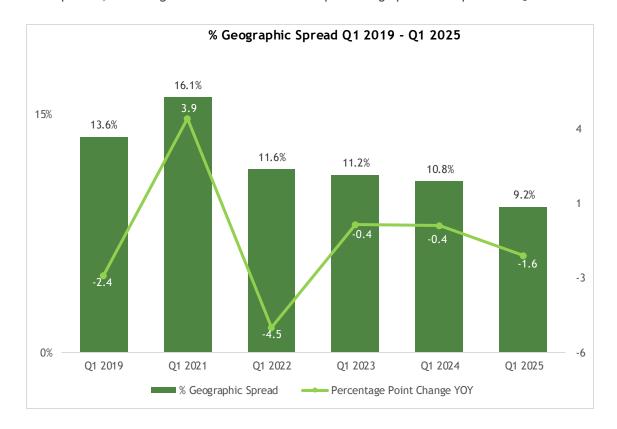
international This quarter. tourists' overall satisfaction with South Africa reached 4.6, reflecting a +1.1% year-onyear increase and a +2.2% improvement compared to Q1 2019. This improvement was primarily driven by tourists from Africa Land, where satisfaction rose by +3.4% over 2019 to 4.7. Similarly, tourists Africa Land from Africa Air reported a year-on-year increase, bringing their satisfaction level to 4.4, nearly in line with pre-pandemic levels. Among overseas regions, satisfaction levels have generally improved year-on-year but remain mixed when compared to Q1 2019. Americas and Europe both recorded satisfaction levels of 4.7 and 4.6, respectively, with the Americas showing a +2.1% rise and Europe a +1.1% increase over 2019. In contrast, the Middle East saw the largest drop, down -4.8% from Q1 2019 to 4.3. Australasia also dipped slightly, by -0.7%, reaching 4.4. Satisfaction in Asia remained Middle East unchanged at 4.4, with only a marginal +0.1% gain from Q1 2019.



During this quarter, South Africa's natural attractions continued to score the highest across all regions, with a near-universal rating of 4.8 among overseas tourists. In addition, overseas visitors rated friendly people and value for money highly (both 4.6 or above). However, safety and security continued to be the lowest-rated category, with scores not exceeding 4.0 across all regions, and as low as 3.5 in Asia. Road conditions also drew relatively low scores, particularly among Australasian visitors (3.6). Despite these areas of concern, overall satisfaction is positively supported by improved service experiences and natural appeal.

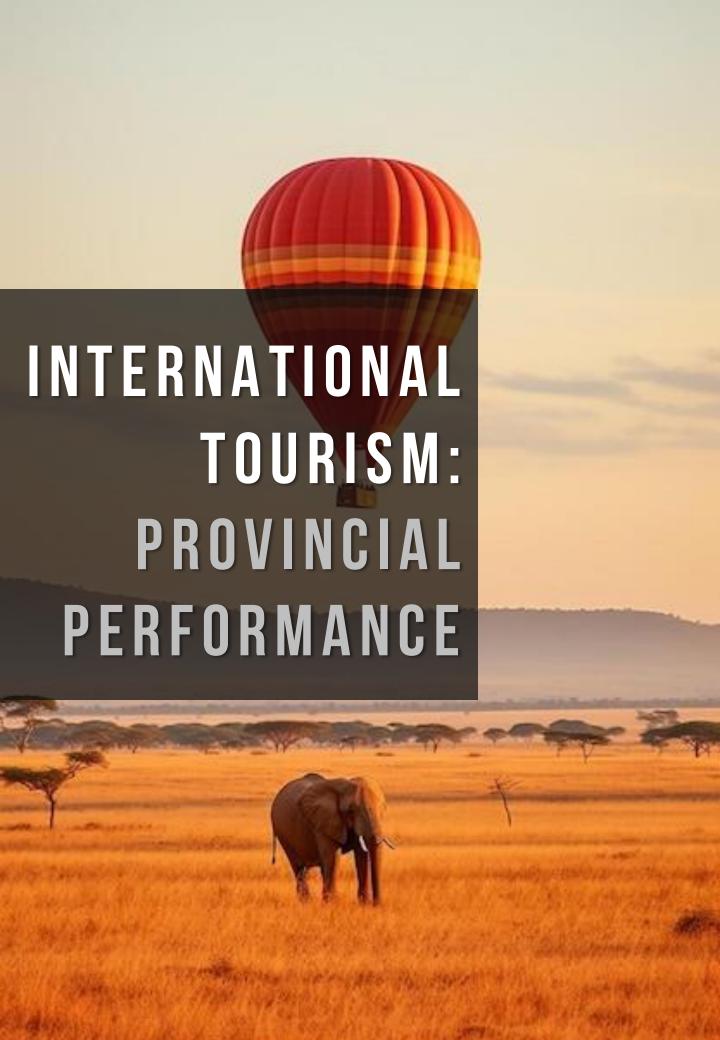
	All Arrivals	Africa	Africa Land	Africa Air	Overseas	Europe	Americas	Asia	Australasia	Middle East
Overall satisfaction	4.6	4.7	4.7	4.4	4.6	4.6	4.6	4.4	4.4	4.3
Natural Attractions	4.7	4.6	4.6	4.6	4.8	4.8	4.8	4.8	4.8	4.8
Accommodation	4.5	4.4	4.4	4.5	4.6	4.6	4.6	4.5	4.5	4.6
Immigration	4.5	4.5	4.5	4.4	4.5	4.5	4.5	4.4	4.3	4.5
Customs	4.5	4.5	4.5	4.5	4.5	4.5	4.6	4.4	4.4	4.5
Public Transportation	4.4	4.4	4.4	4.3	4.2	4.2	4.4	4.3	4.2	4.2
Friendly People	4.4	4.3	4.3	4.3	4.7	4.7	4.7	4.6	4.6	4.6
Value for Money	4.4	4.3	4.3	4.3	4.6	4.7	4.7	4.4	4.5	4.4
Safety & Security	4.0	4.0	4.0	3.8	3.8	3.8	4.0	3.5	3.6	3.6
South Africa Police Services	4.3	4.3	4.3	4.2	4.2	4.2	4.2	4.0	3.9	3.8
Roads	4.3	4.5	4.5	4.4	3.8	3.8	3.9	4.0	3.4	3.7
Water	4.3	4.3	4.3	4.5	4.2	4.2	4.3	4.2	4.0	4.1
Mobile phone and Internet network	4.4	4.5	4.5	4.4	4.3	4.3	4.3	4.2	4.1	4.2
Electricity	4.3	4.4	4.4	4.4	4.3	4.3	4.3	4.3	4.2	4.0

The geographic spread index - the share of tourists visiting two or more provinces - continued its downward trend in Q1 2025, declining from a peak of 16.1% in 2021 to 9.2% this quarter, following a further decrease of 1.6 percentage points compared to Q1 2024.



^{*}Geographic spread being the share of tourists visiting 2 provinces or more. *Change in percentage points (P.P) vs. 2023.









International tourism activity in Q1 2025 remained concentrated in key provinces, with Gauteng once again leading as the top destination, attracting 1 085.8 thousand international visitors. Mpumalanga followed, drawing 637.4 thousand arrivals, largely from neighbouring countries such as Mozambique and eEwatini. The Western Cape placed third in tourist volumes with 416.0 thousand arrivals, yet stood out for its high foreign spend of ZAR 7.8 billion, driven primarily by travellers from the USA and the UK.

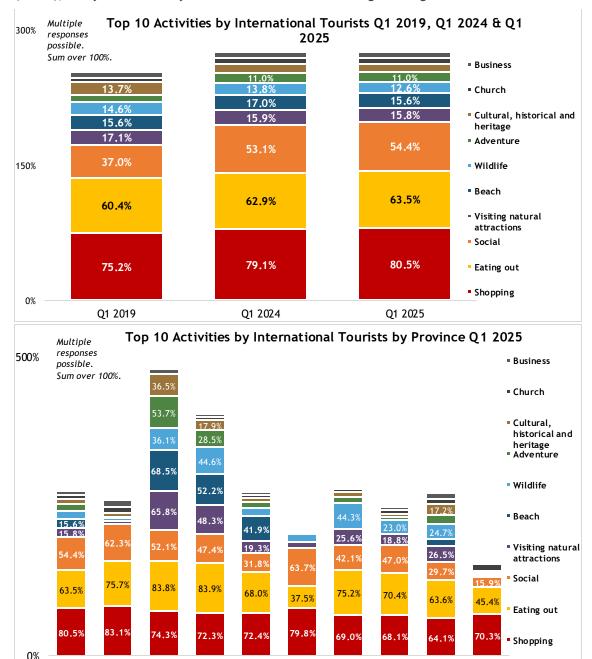
Tourist Arrivals, Spend, Bed Nights & Length of Stay by Province Q1 2021

Province	International Tourist Arrivals (000's)	Foreign Spend (ZAR Billions)	Bednights (Millions)	Length of Stay (nights)	
	Q1 2025	Q1 2025	Q1 2025	Q1 2025	
Gauteng	1 085.8	11.6	14.8	14.0	
Mpumalanga	637.4	2.1	6.3	10.1	
Western Cape	416.9	7.8	5.3	13.0	
Free State	281.3	0.5	3.2	11.7	
KwaZulu-Natal	194.1	1.5	2.0	10.7	
North West	96.2	0.6	1.1	12.7	
Limpopo	95.9	1.2	0.8	9.0	
Eastern Cape	90.9	1.1	1.1	12.9	
Northern Cape	17.8	0.4	0.3	14.6	

PROVINCIAL ARRIVALS 2.6 MILLION +5.7% \(\text{ } \)



The distribution of tourist activities remained relatively stable year-on-year, with only minor shifts observed. At a national level, the top three activities continued to be shopping (80.5%), eating out (63.5%), and socialising (54.4%). At a provincial level, activity patterns varied, reflecting both the type of tourist and the distinct geography and tourism offerings of each region. The Western Cape and Eastern Cape presented similar activity profiles, with a strong focus on beach, wildlife, adventure, and cultural, historical, and heritage experiences, aligning with their coastal and nature-rich environments. In contrast, Gauteng visitors primarily engaged in shopping (83.1%), eating out (75.7%), and social activities (65.8%), suggesting a more urban and lifestyle-oriented experience. Mpumalanga had a notable share of wildlife-related activities (63.7%), followed by high levels of shopping (75.2%), likely influenced by cross-border tourists from neighbouring countries.



All Arrivals

Gauteng

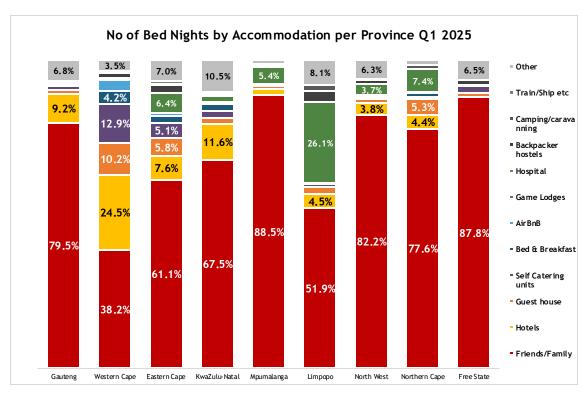
Western Cape Eastern Cape KwaZulu-Natal Mpumalanga

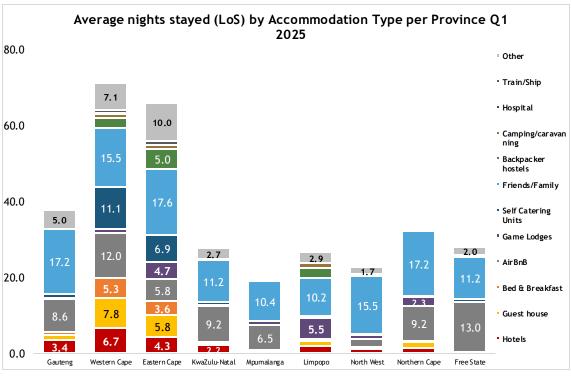
Limpopo

North West Northern Cape









1 085.8 THOUSAND +1.3% **GAUTENG**





During Q1 2025, Gauteng once again led all provinces in international tourist arrivals, reaching 1,085.8 thousand visitors. This reflects a +1.3% year-on-year increase and a +15.6% rise compared to Q1 2019. The province continues to draw the bulk of its international visitors from neighbouring countries, with Zimbabwe leading as the top source market, contributing 485.1 thousand arrivals and accounting for 44.7% of the provincial total. However, arrivals from Zimbabwe saw a slight year-on-year decline of -2.0%. Other notable source markets include Lesotho (7.1%) and Mozambique (5.5%), though both have experienced significant declines since 2019 (-47.1% and -63.1%, respectively). In contrast, Malawi and Zambia recorded strong year-on-year growth at +41.5% and +1.4%, respectively. Arrivals from the UK increased by +7.0% year-on-year, while the USA saw a modest decline of -3.6%. In terms of economic impact, Gauteng recorded the highest foreign spend across all provinces at ZAR 11.6 billion, and also led in bed nights with 14.8 million. The province posted one of the longest average lengths of stay, at 14.0 nights.



Gauteng International Tourist Arrivals by Top 10 Source Markets Q1 2025

Gauteng Top 10 Markets	Tourist Arrivals	% Share	% Growth	% Growth
Q1 2025	Q1 2025	Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025
Zimbabwe	485 074	44.7%	346.2%	-2.0%
Lesotho	76 854	7.1%	-47.1%	16.2%
Mozambique	59 777	5.5%	-63.1%	-13.6%
UK	49 924	4.6%	10.8%	7.0%
Malawi	46 156	4.3%	16.6%	41.5%
eSwatini	40 482	3.7%	-23.7%	-6.5%
USA	38 652	3.6%	3.8%	-3.6%
Botswana	35 416	3.3%	-40.6%	-15.7%
Germany	29 653	2.7%	3.8%	-10.5%
Zambia	28 018	2.6%	-12.7%	1.4%
All Gauteng Arrivals	1 085 752	41.9%	15.6%	1.3%

1 085.8 THOUSAND +1.3% **GAUTENG**





More than half of visitors to Gauteng (51.1%) cited visiting friends and relatives (VFR) as their primary reason for travel during this quarter, representing a +9.4 percentage point increase compared to Q1 2019. In contrast, the share of tourists visiting for holiday purposes declined to 13.5%, representing a -2.2 percentage point drop year-on-year and a -10.9 percentage point drop from 2019 levels. Business travel remained strong, with Business Travellers (11.0%) and MICE (6.6%) combining for a 17.6% share, marking a notable +7.9 percentage point increase over Q1 2019. Other purposes, such as shopping, medical visits, and religion, remained relatively stable in share. In terms of accommodation, 79.5% of bed nights were spent with friends and family, up by +1.3 percentage points from Q1 2024 and a significant +31.8 percentage point increase since Q1 2019. Use of hotels (9.2%) and guest houses (1.5%) remained modest, while other formal accommodation types accounted for very small shares. This trend reinforces the role of VFR as both a travel motivator and accommodation driver in the province.

Share of Gauteng Tourist Arrivals by Main Purpose Q1 2025



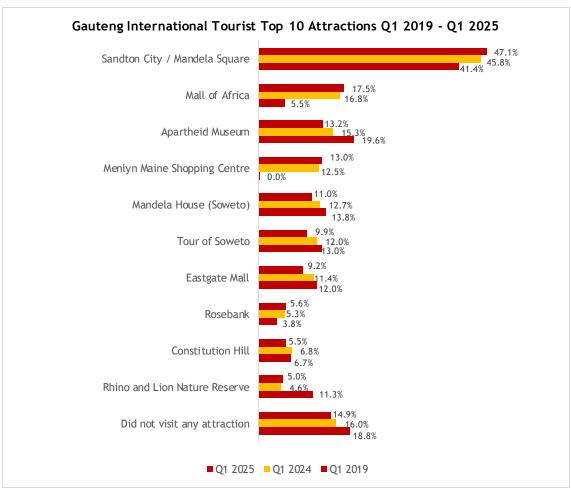
% of Bed Nights by Accommodation Type in Gauteng Q1 2025

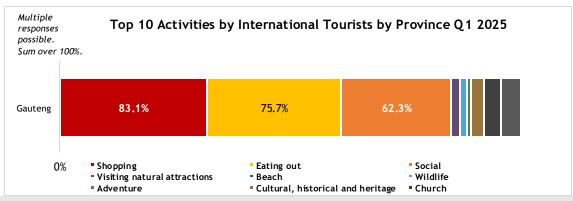
Gauteng	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q1 2025 (% of bed nights)	79.5%	9.2%	1.5%	1.1%	0.8%	0.6%	0.3%	0.0%	0.0%	6.8%
Percentage Point Change 24-25					Į.				0.0	2.9
Percentage Point Change 19-24	31.8	1.6	-1.1	-0.5	0.5	0.2	0.1	-0.7	0.0	2.6





Gauteng's appeal as a retail and culinary destination remained dominant in Q1 2025, with Sandton City / Mandela Square once again topping the list of international tourist attractions, drawing 47.1% of visitors. It was followed by the Mall of Africa at 17.5%, with other major retail centres-Menlyn Maine, Eastgate Mall, and Rosebank-also ranking among the top 10 attractions. This trend is reflected in tourist activity patterns, where shopping led at 83.1%, followed closely by eating out (75.7%) and social activities (62.3%). While shopping and lifestyle experiences dominate, Gauteng's rich cultural heritage still draws interest. The Apartheid Museum attracted 13.2% of visitors, and Mandela House (Soweto) welcomed 11.0%, both remaining important historical attractions despite slight year-on-year declines.



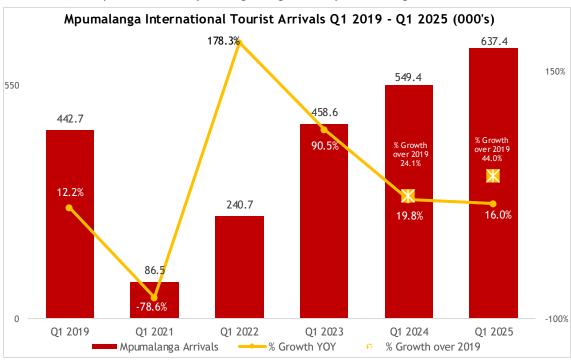


MPUMALANGA 637.4 THOUSAND +16.0%



Mpumalanga continued to show strong performance in Q1 2025, attracting 637.4 thousand international tourists—a notable +16.0% year-on-year increase, and an impressive +44.0% growth compared to Q1 2019. As in previous periods, Mozambique and eSwatini dominated the province's arrivals, contributing a combined 83.2% of total visitors, driven by their geographic proximity and ease of access. In addition to strong regional flows, Mpumalanga also drew visitors from overseas markets, including the USA, Germany, the UK, and Canada, many of whom are likely enticed by the province's renowned natural attractions. While some long-haul markets (such as France and the Netherlands) saw year-on-year declines, several others—including the USA (+5.4%) and Canada (+25.6%)—showed strong growth this quarter.

Economically, Mpumalanga registered ZAR 2.1 billion in foreign spend, the second highest across all provinces. It also recorded the second highest number of bed nights, reaching 6.3 million, and posted a healthy average length of stay of 10.1 nights.



Mpumalanga Internat	ional Tourist Arr	ivals by To	p 10 Source Marke	ets Q1 2025
Mpumalanga Top 10 Markets		% Share	% Growth	% Growth
Q1 2025	Q1 2025	Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025
Mozambique	431 269	67.7%	101.9%	23.6%
eSwatini	99 812	15.7%	7.2%	19.3%
USA	15 334	2.4%	-5.2%	5.4%
Germany	15 037	2.4%	-27.5%	-20.9%
Zimbabwe	11 480	1.8%	391.7%	-39.0%
UK	10 206	1.6%	-34.4%	-15.3%
France	7 105	1.1%	-38.9%	-13.2%
The Netherlands	5 904	0.9%	-30.4%	-7.6%
Canada	3 587	0.6%	-10.3%	25.6%
Lesotho	3 537	0.6%	-59.1%	-5.5%
All Mpumalanga Arrivals	637 415	24.6%	44.0%	16.0%



Travel to Mpumalanga in Q1 2025 was primarily driven by visits to family and friends, which accounted for a dominant 63.7% share of international tourist arrivals. Holiday travel followed at 21.5%, reflecting the province's dual appeal for both social and leisure purposes. Other travel purposes—such as business, shopping, and MICE—made up a much smaller proportion of the total. Accommodation patterns closely mirrored these travel motivations. Friends and family accommodation accounted for 88.5% of all bed nights, the highest proportion among all provinces. Game lodges, while a distant second, still held a 5.4% share of bed nights, indicating continued interest in wildlife and nature-based stays. The use of hotels and formal paid accommodation remained modest, reinforcing Mpumalanga's reliance on regional, VFR-driven travel.

Share of Mpumalanga Tourist Arrivals by Main Purpose Q1 2025



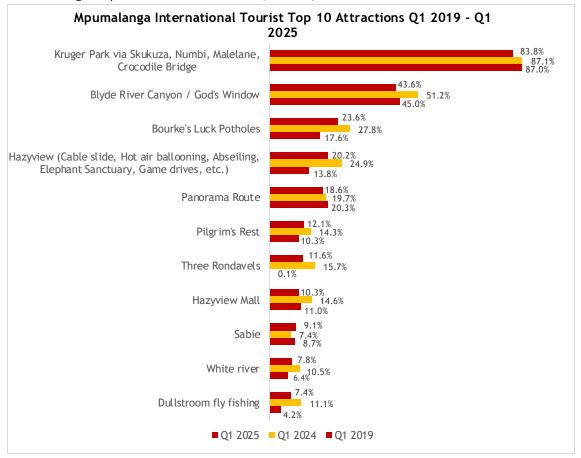
No of Bed Nights by Accommodation Type in Mpumalanga Q1 2025

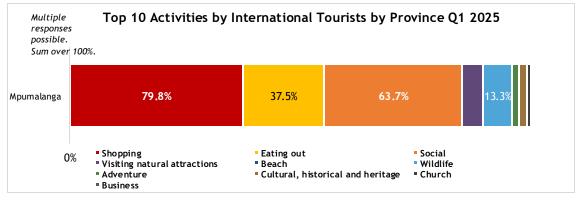
Mpumalanga	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q1 2025 (% of bed nights)	88.5%	2.1%	1.1%	0.3%	0.3%	0.1%	5.4%	0.7%	0.4%	1.2%
Percentage Point Change 24-25	18.1	0.5	0.2	0.0	0.0	0.0	-0.3	0.4	0.0	0.6
Percentage Point Change 19-24	33.6	0.5	0.2	-0.8	0.1	0.0	-0.8	0.5	-0.8	0.1

+16.0%



Nature-based tourism continued to define Mpumalanga's appeal in Q1 2025, with South Africa's iconic natural landmarks remaining top choices for international visitors. The Kruger National Park, accessed via Skukuza, Numbi, Malelane, and Crocodile Bridge gates, retained its lead as the most visited attraction, with a dominant 83.8% share, consistent with previous years. The Blyde River Canyon / God's Window held second place at 43.6%, maintaining its strong draw despite a slight decline from 2024. Modest year-on-year increases were noted for Bourke's Luck Potholes (23.6%) and the Panorama Route (18.6%), both of which remain cornerstone experiences for scenic tourism in the province. Given Mpumalanga's large share of tourists from neighbouring countries, shopping remains the top activity at 79.8%, followed by visiting natural attractions (63.7%) and eating out (37.5%). Cultural, historical, and heritage experiences also featured in the activity mix, reinforcing the province's blend of retail, nature, and culture-based tourism.







WESTERN Cape



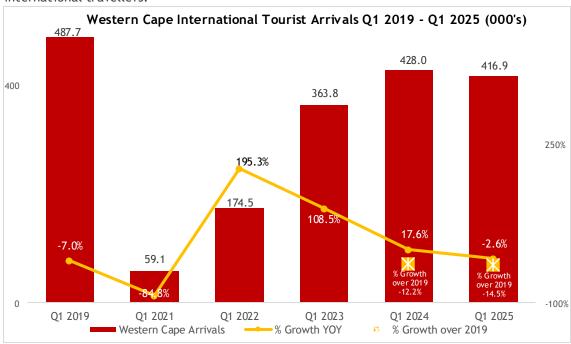






Despite a slight year-on-year decline, the Western Cape remains one of South Africa's key international tourism hubs. In Q1 2025, the province welcomed 416.9 thousand international tourists, reflecting a -2.6% decrease from Q1 2024 and a -14.5% drop compared to Q1 2019. The top 10 source markets accounted for 69.1% of all international arrivals, spanning a diverse mix of continents—Europe, North America, Africa, and Australasia. The UK (17.5%), Germany (14.6%), and the USA (9.3%) led in share of arrivals, reinforcing the Western Cape's strong appeal among long-haul markets. While some key European markets showed year-on-year stagnation or decline, countries such as Canada (+11.1%), Australia (+23.1%), and Lesotho (+0.5%) registered solid growth. Zimbabwe and Namibia, two of the province's key African source markets, posted sharp declines year-on-year (-47.7% and -2.8%, respectively), despite maintaining a notable share.

From an economic perspective, the Western Cape recorded the second highest foreign spend across all provinces at ZAR 7.8 billion, driven largely by high-spending markets such as the USA and UK. The province also logged 5.3 million bed nights and an average length of stay of 13.0 nights, reaffirming its status as a premier leisure destination for international travellers.



Western Cape International Tourist Arrivals by Top 10 Source Markets Q1 2025

Western Cape Top 10 Markets	Tourist Arrivals	% Share	% Growth	% Growth
Q1 2025	Q1 2025	Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025
UK	73 154	17.5%	-17.3%	4.0%
Germany	61 075	14.6%	-13.8%	0.6%
USA	38 905	9.3%	-13.8%	2.8%
The Netherlands	22 077	5.3%	-1.1%	-0.3%
Namibia	21 586	5.2%	0.7%	-2.8%
Zimbabwe	21 179	5.1%	120.5%	-47.7%
France	20 063	4.8%	-29.2%	-6.9%
Lesotho	13 459	3.2%	139.0%	0.5%
Australia	11 035	2.6%	-2.6%	23.1%
Canada	9 469	2.3%	-20.8%	11.1%
All Western Cape Arrivals	416 950	16.1%	-14.5%	-2.6%







The Western Cape continued to draw a majority of its international tourists for leisure travel in Q1 2025, with holidaymakers making up 53.0% of arrivals. While this remained the largest share, it reflected a modest year-on-year increase of 1.3 percentage points. The second largest share of visitors (30.7%) came to visit friends and relatives (VFR), a notable +1.7 percentage point increase from Q1 2024, and a significant +18.1 pp increase compared to Q1 2019. In line with this, 38.2% of total bed nights were spent with friends and family, up by +3.3 percentage points from 2019. Still, the Western Cape maintained its premium accommodation profile: hotels (24.5%), guest houses (10.2%), self-catering (12.9%), and Airbnb/BnBs (7.9%) together accounted for over half (53.0%) of all bed nights. These accommodation trends reinforce the province's status as a top-tier destination, blending both familial visits and high-end leisure experiences.

Share of Western Cape Tourist Arrivals by Main Purpose Q1 2025



Share of Accommodation Types in Western Cape Q1 2025



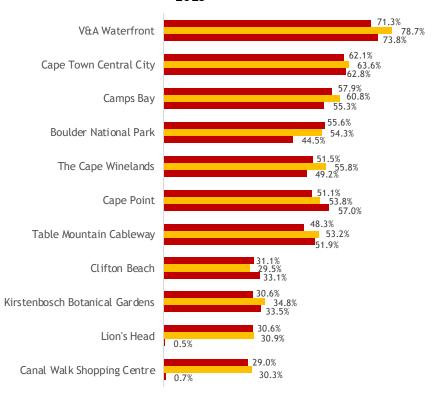
Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023

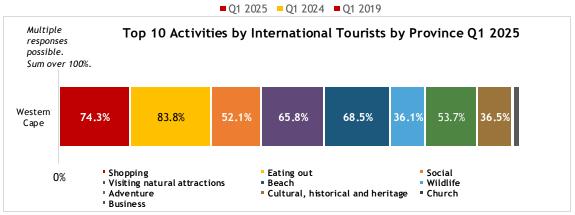




Reflecting its strong and diverse tourism appeal, the Western Cape showcased a balanced distribution of visitor interest across iconic landmarks. In Q1 2025, the V&A Waterfront remained the leading attraction, drawing 71.3% of international tourists. It was closely followed by Cape Town Central City (62.1%), Camps Bay (57.9%), Boulder National Park (55.6%), and Cape Point (51.1%), all of which continued to rank among the province's most frequented destinations. This broad interest is echoed in the top activities reported: shopping (74.3%) and eating out (83.8%) remain dominant. Nature-focused experiences also stand out with visiting natural attractions (68.5%), beach outings (65.8%), and wildlife experiences (36.5%) drawing notable engagement. The alignment between attraction visits and activity participation affirms the Western Cape's multifaceted appeal, offering both vibrant urban experiences and rich natural heritage.

Western Cape International Tourist Top 10 Attractions Q1 2019 - Q1 2025





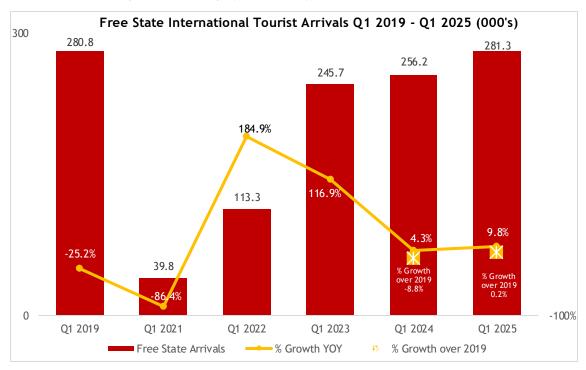
Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023



+9.8%



Building on the growth momentum from previous quarters, international tourist arrivals to the Free State reached 281.3 thousand in Q1 2025, marking a +9.8% year-on-year increase and a full recovery to just above Q1 2019 levels (+0.2%). The province remains heavily reliant on arrivals from neighbouring Lesotho, which contributed a dominant 92.3% share (259.6 thousand visitors). While this market showed a modest year-on-year increase (+13.2%), its longer-term growth remains relatively flat (+1.9% vs. Q1 2019). The Free State continues to attract only a small portion of overseas travellers, who typically bring higher spend potential and a greater interest in attractions. Notably, the province saw encouraging growth from countries like Mozambique (+426.1% YoY), Namibia (+93.9%), and Malawi (+39.7%). However, overall foreign spend remained modest at ZAR 0.5 billion. Total bed nights reached 3.2 million, with tourists staying an average of 11.2 nights—an indicator of extended visits despite limited high-yield activity.



Free State International Tourist Arrivals by Top 10 Source Markets Q1 2025

Free State Top 10 Markets Q1 2025	Tourist Arrivals Q1 2025	% Share Q1 2025	% Growth Q1 2019 - Q1 2025	% Growth Q1 2024 - Q1 2025
Lesotho	259 599	92.3%	1.9%	13.2%
Zimbabwe	4 608	1.6%	153.5%	-57.1%
Botswana	2 459	0.9%	-52.4%	9.3%
USA	2 049	0.7%	18.0%	-13.2%
Germany	2 031	0.7%	-30.0%	47.0%
Mozambique	1 450	0.5%	1224.2%	426.1%
UK	1 365	0.5%	-36.5%	-48.3%
Namibia	828	0.3%	-9.9%	93.9%
Australia	816	0.3%	-12.0%	20.0%
Malawi	737	0.3%	-46.2%	39.7%
All Free State Arrivals	281 321	10.9%	0.2%	9.8%



A continued trend seen this quarter was the dominance of visits to family and friends as the main driver of international tourism to the Free State. In Q1 2025, an overwhelming 87.7% of arrivals were attributed to VFR (Visiting Friends and Relatives), marking an +8.1 percentage point increase from Q1 2024 and a significant +11.7 percentage point rise over Q1 2019. Correspondingly, the vast majority of bed nights—87.8%—were spent in homes of friends and family, an increase of +13.8 percentage points year-on-year. Other accommodation types, such as guest houses (1.3%) and self-catering (2.3%), made up a much smaller portion, underscoring the Free State's reliance on familial and community-based tourism rather than commercial lodging.

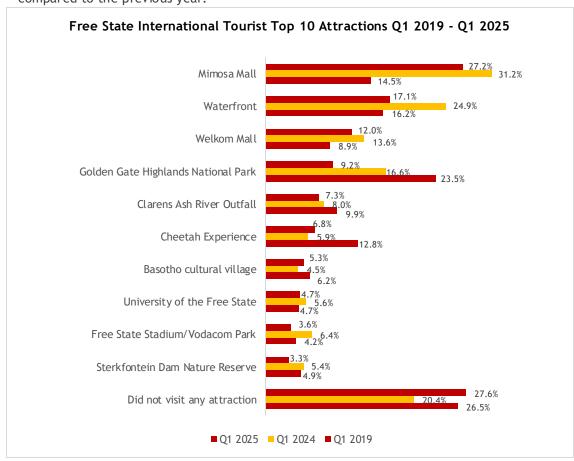
Share of Free State Tourist Arrivals by Main Purpose Q1 2025

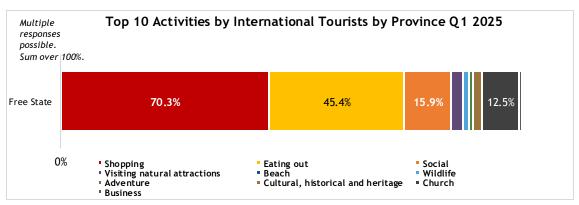


Share of Accommodation Types in Free State Q1 2025

Free State	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q1 2025 (% of bed nights)	87.8%	0.1%	1.3%	2.3%	0.1%	0.1%	0.2%	1.5%	0.0%	6.5%
Percentage Point Change 24-25				9				-2.7	0.0	-3.5
Percentage Point Change 19-24	-0.3	-0.4	0.5	1.4	0.0	-0.1	0.1	1.3	0.0	6.1

Tourist activity patterns in the Free State this quarter closely reflect the province's visitor profile, which is heavily driven by travel to visit friends and relatives. As expected, Shopping (70.3%), Eating Out (45.4%), and Social activities (15.9%) remained the most popular activities among international tourists. Just over a quarter (27.6%) of visitors reported not visiting any formal attraction, highlighting the socially oriented and informal nature of many visits. Among those who did engage in attractions, shopping centres dominated the list, with Mimosa Mall (27.2%), the Waterfront (17.1%), and Welkom Mall (12.0%) topping the chart. Notably, the Golden Gate Highlands National Park saw a year-on-year increase, rising to 16.6% from 13.6% in Q1 2024, positioning it as the fourth most visited site. Meanwhile, the Cheetah Experience also gained traction, almost doubling its mentions compared to the previous year.



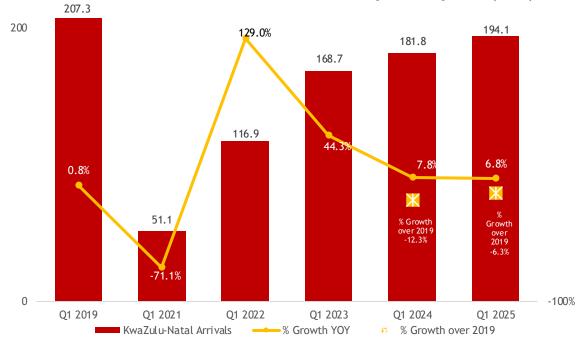






KwaZulu-Natal continued to make modest gains in international arrivals this quarter, reaching 194.1 thousand visitors—a +6.8% year-on-year increase. While still -6.3% below Q1 2019 levels, the province shows encouraging signs of recovery. eSwatini and Zimbabwe remained KwaZulu-Natal's leading source markets, together accounting for over half (50.9%) of all international visitors. Zimbabwe, in particular, posted a robust year-on-year growth of +67.8%, while eSwatini grew by +10.7%. Despite lower overall arrivals compared to some other provinces, KwaZulu-Natal ranked fourth in international tourism spend, reaching ZAR 1.5 billion. The province also recorded 1.8 million bed nights, with international tourists averaging a stay of 10.0 nights. Notably, key overseas markets such as the UK and USA experienced year-on-year declines of -9.6% and -18.9%, respectively.





KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets Q1 2025

KwaZulu Natal Top 10 Markets		% Share	% Growth	% Growth
Q1 2025	Q1 2025	Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025
eSwatini	72 474	37.3%	0.3%	10.7%
Zimbabwe	34 126	17.6%	269.8%	67.8%
UK	12 930	6.7%	-16.9%	-9.6%
Germany	9 428	4.9%	-31.6%	-5.4%
Lesotho	7 667	3.9%	-10.0%	-10.0%
USA	7 441	3.8%	-23.9%	-18.9%
Zambia	5 453	2.8%	38.7%	-25.9%
Botswana	4 952	2.6%	-44.1%	63.9%
France	3 441	1.8%	-56.8%	-17.7%
Australia	3 386	1.7%	-23.6%	0.7%
All KwaZulu-Natal Arrivals	194 140	7.5%	-6.3%	6.8%











In Q1 2025, the purpose of travel to KwaZulu-Natal showed a balanced spread, although Visiting Friends and Relatives (VFR) continued to dominate with a 49.9% share, despite a decline year-on-year by -3.6 percentage points from Q1 2024 and rising +5.5 points from Q1 2019. Holiday travel followed as the second most common reason at 23.9%, though still down -10.3 percentage points compared to Q1 2019. Business Travellers (6.1%) and Business Shopping (6.6%)—accounted for a combined 12.7% share, each posting moderate increases over the past year and from pre-pandemic levels.

In terms of accommodation, most bed nights were spent staying with friends and family (67.5%), reflecting an increase of +8.4 percentage points year-on-year. Hotels held a distant second with an 11.6% share, followed by self-catering at 2.4% and BnBs at 2.0%. The shift suggests a continuing preference for informal and personal accommodation among KZN's international visitors.

Share of KwaZulu-Natal Tourist Arrivals by Main Purpose Q1 2025

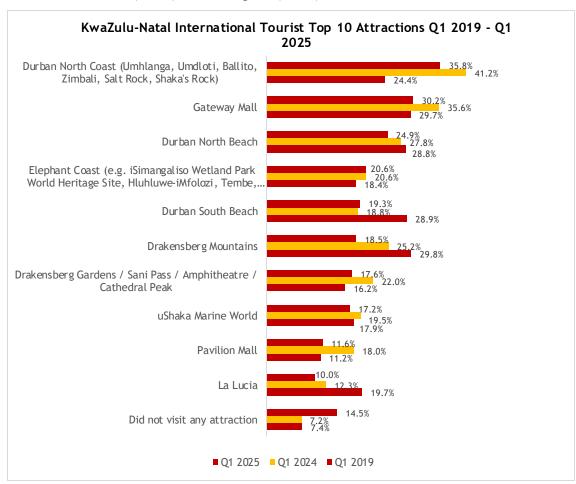


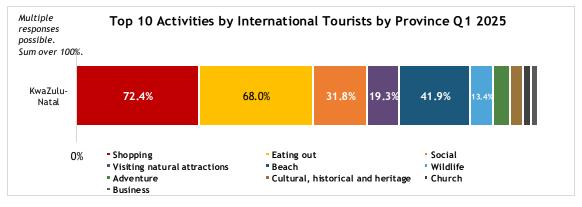
Share of Accommodation Types in KwaZulu-Natal Q1 2025

KwaZulu-Natal	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q1 2025 (% of bed nights)	67.5%	11.6%	1.9%	2.4%	2.0%		2.0%	0.3%	0.5%	11.0%
Percentage Point Change 24-25								-0.6	0.0	3.2
Percentage Point Change 19-24	10.8	0.3	-4.5	-1.6	-0.3	-0.9	-1.3	-3.2	-0.5	4.1



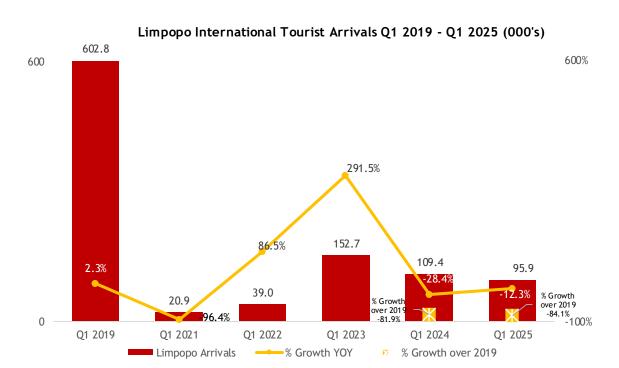
KwaZulu-Natal continues to attract visitors with a blend of coastal, retail, and natural experiences. This quarter, the Durban North Coast (including Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, and Shaka's Rock) retained its position as the most visited attraction, with 35.8% of mentions. Gateway Mall followed closely with 30.2%, while Durban North Beach ranked third at 24.9%. Although still popular, the Drakensberg Mountains and the Drakensberg Gardens/Sani Pass noted year-on-year declines in share. In contrast, Durban's North and South beaches remained stable, reflecting consistent appeal. The top attractions align well with the province's leading activities: Shopping (72.4%), Visiting natural attractions (68.0%), and Eating out (31.8%).







Following a series of declines in recent quarters, Limpopo's international tourism performance remained subdued in Q1 2025, with total arrivals reaching 95.9 thousand, reflecting a -12.3% year-on-year decline and a sharp -84.1% drop compared to Q1 2019. Zimbabwe and Botswana remained the top source markets, jointly accounting for nearly half (46.5%) of all international arrivals, although both recorded steep declines since 2019 (-94.5% and -50.3%, respectively). By contrast, the USA, UK, and Germany together made up 22.4% of arrivals, with the UK showing strong year-on-year growth of +30.7%, and the USA increasing by +10.3%. Notably, arrivals from eSwatini grew significantly year-on-year (+273.4%). Despite its relatively low arrival figures, Limpopo contributed ZAR 1.2 billion in foreign spend, recorded 0.8 million bed nights, and posted the shortest average length of stay across all provinces at 9.0 nights.



Limpopo International Tourist Arrivals by Top 10 Source Markets Q1 2025

Limpopo Top 10 Markets	Tourist Arrivals	% Share	% Growth	% Growth
Q1 2025	Q1 2025	Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025
Zimbabwe	28 378	29.6%	-94.5%	-34.3%
Botswana	15 497	16.2%	-50.3%	2.2%
USA	9 002	9.4%	47.7%	10.3%
UK	7 050	7.3%	29.1%	30.7%
Germany	6 386	6.7%	6.8%	-21.8%
The Netherlands	3 408	3.6%	39.5%	13.0%
Mozambique	2 905	3.0%	-16.2%	-28.1%
France	2 536	2.6%	-20.2%	27.1%
eSwatini	1 790	1.9%	87.6%	273.4%
Denmark	1 670	1.7%	6.9%	27.3%
All Limpopo Arrivals	95 942	3.7%	-84.1%	-12.3%

LIMPOPO



95.9 THOUSAND

-12.3<u>%</u>



Tourist behaviour in Limpopo during Q1 2025 reflected a more diversified purpose of visit. Visiting friends and relatives remained the leading reason for travel to the province, accounting for 40.5% of arrivals—a 1.9 percentage point increase from the previous year. Holiday travel followed at 27.6%, while business shopping made up a notable 14.2% of the share despite experiencing a -8.8 percentage point drop from Q1 2024. Personal shopping also featured prominently at 8.2%, marking a +2.1pp year-on-year increase. In terms of accommodation, Limpopo recorded the highest share of bed nights at game lodges (26.1%), up +5.8pp from the previous year, highlighting the province's strong appeal for nature and safari tourism. While 51.9% of bed nights were still spent with friends and family, this represented a significant -22.9 pp drop from Q1 2024. Backpacker and camping options made up smaller shares (3.7% and 2.1%, respectively), but both showed year-on-year growth, pointing to rising interest in budget and nature-based travel experiences.

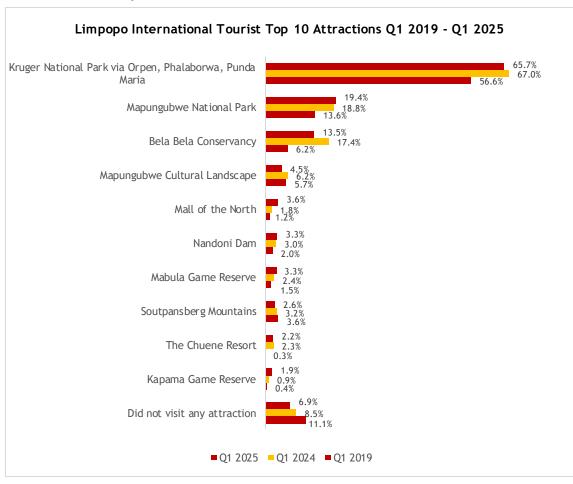
Share of Limpopo Tourist Arrivals by Main Purpose Q1 2025

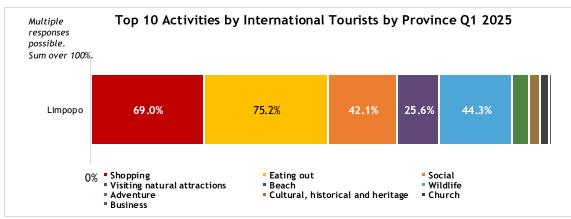


Share of Accommodation Types in Limpopo Q1 2025

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Limpopo	Friends & Family		Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q1 2025 (% of bed nights)	51.9%	4.5%	2.4%	0.9%	0.5%	0.0%	26.1%	3.7%	2.1%	8.1%
Percentage Point Change 24-25	-22.9	1.8	-0.4	-0.4	-0.3	0.0	5.8	2.4	1.6	-2.0
Percentage Point Change 19-24	-128.3	0.4	-10.7	-3.1	-0.6	-0.7	-1.0	2.5	-1.9	-8.3

Nature and conservation experiences continue to define Limpopo's appeal to international tourists. In Q1 2025, the Kruger National Park maintained its dominance as the province's leading attraction, drawing 65.7% of international visitors. Mapungubwe National Park followed with 19.4%, while Bela Bela Conservancy also gained notable attention, rising to 13.5%—more than doubling its share compared to Q1 2024. The activity profile of international tourists aligned with these attractions. Visiting natural attractions (75.2%) and wildlife experiences (44.3%) featured prominently, alongside strong interest in eating out (42.1%) and shopping (69.0%). These figures affirm Limpopo's dual appeal as both a nature-based and culturally immersive destination.

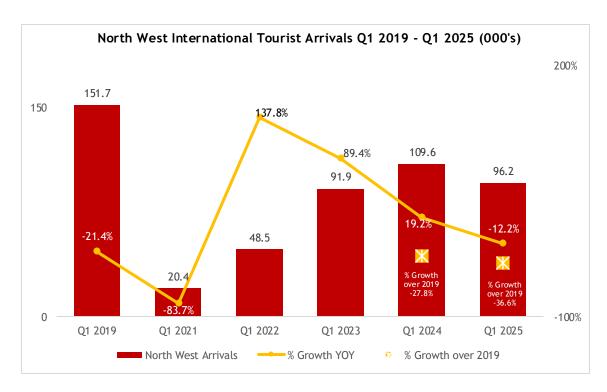








Tourism performance in the North West province experienced a decline in Q1 2025, with international arrivals totalling 96.2 thousand, a year-on-year drop of -12.2% and a significant -36.6% below Q1 2019 levels. The province remains heavily reliant on its neighbouring markets, with Botswana (24.4%), Zimbabwe (19.8%), and Lesotho (18.8%) collectively accounting for 63% of all international tourist arrivals. While Zimbabwe showed strong year-on-year growth (+18.9%), both Botswana and Lesotho saw declines of -25.8% and -10.8%, respectively. Despite the subdued arrival numbers, the North West province generated ZAR 0.6 billion in foreign spend. Visitors stayed a combined 1.1 million bed nights, averaging 10.4 nights per trip.



North West International Tourist Arrivals by Top 10 Source Markets O1 2025

North West Top 10 Markets	Tourist Arrivals	% Share	% Growth	% Growth	
Q1 2025	Q1 2025	Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025	
Botswana	23 441	24.4%	-60.0%	-25.8%	
Zimbabwe	19 011	19.8%	160.0%	18.9%	
Lesotho	18 127	18.8%	-41.5%	-10.8%	
UK	4 427	4.6%	-29.2%	-20.4%	
USA	4 000	4.2%	-18.9%	-19.7%	
eSwatini	3 271	3.4%	46.4%	-3.6%	
Germany	2 507	2.6%	-33.5%	-41.9%	
Mozambique	2 237	2.3%	-73.7%	-26.5%	
Brazil	1 577	1.6%	-1.5%	43.2%	
Australia	1 525	1.6%	-6.5%	25.9%	
All North West Arrivals	96 187	3.7%	-36.6%	-12.2%	

In Q1 2025, more than half (51.1%) of international tourists to the North West province travelled to visit friends and relatives (VFR), maintaining its position as the dominant travel purpose. Holiday travel followed with 23.6% of arrivals, while business travel accounted for 4.1%—the latter showing a notable increase of +10.1 percentage points from Q1 2024. Meanwhile, medical tourism dropped sharply by -3.6 percentage points year-on-year. When it comes to accommodation, the majority of bed nights were spent staying with friends and family, which accounted for 82.2% of the total, up +3.8 percentage points from Q1 2024 and +16.1 points compared to Q1 2019. Hotels, guest houses, and other formal accommodation types made up a significantly smaller share, reinforcing the province's reliance on VFR tourism.

Share of North West Tourist Arrivals by Main Purpose Q1 2025

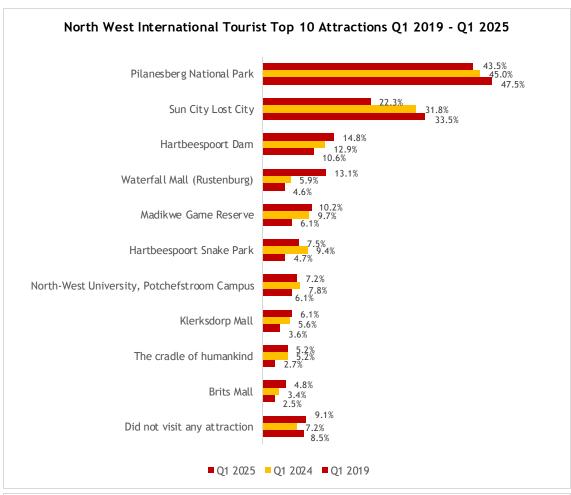


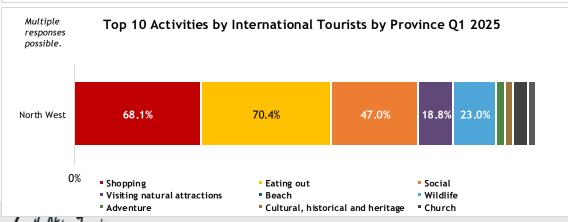
Share of Accommodation Types in North West Q1 2025





This quarter, the North West province's top attractions remained consistent with historical trends. Pilanesberg National Park continued to lead as the most visited attraction, drawing 43.5% of international tourists. Sun City Lost City followed at 22.3%, though its share has declined over time from a peak in 2019. Other notable attractions include Hartbeespoort Dam (14.8%) and Madikwe Game Reserve (10.2%), both showing stable performance. There's a growing interest in retail-oriented visits, as seen with mentions of Waterfall Mall and Klerksdorp Mall. In terms of activities, shopping (68.1%) and eating out (70.4%) remain the most frequently cited, with nearly half of tourists (47.0%) also participating in cultural, historical, or heritage experiences. Wildlife and adventure activities continue to appeal to niche segments, with 23.0% and 18.8% engagement, respectively.

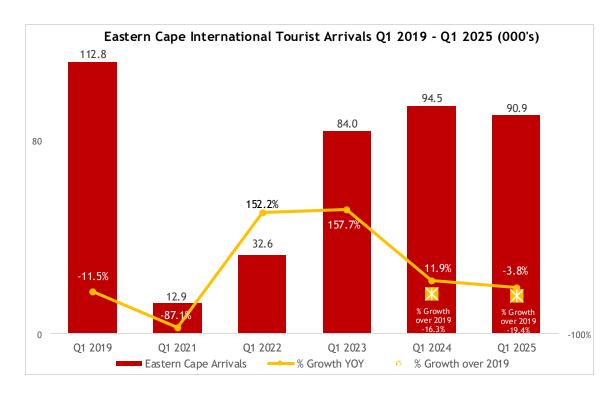






In Q1 2025, international tourist arrivals to the Eastern Cape reached 90.9 thousand, a slight year-on-year decline of -3.8%, placing the province -19.4% below Q1 2019 levels. Despite the dip in arrivals, the Eastern Cape continues to draw long-staying visitors, recording the longest average length of stay at 14.0 nights. Total foreign spend for the quarter stood at ZAR 0.9 billion, supported by 1.2 million bed nights.

Germany and the UK remained the top source markets, accounting for 31.5% of all arrivals, although both showed notable declines year-on-year. Zimbabwe, the third largest market, surged with 525.8% growth compared to Q1 2019, while Lesotho recorded a remarkable 610.5% increase year-on-year, making it the sixth largest market. Despite some strong performances, seven of the top ten source countries still trailed their 2019 arrival numbers.



Eastern Cape International Tourist Arrivals by Top 10 Source Markets Q1 2025

Eastern Cape Top 10 Markets	Tourist Arrivals	% Share	% Growth	% Growth	
Q1 2025	Q1 2025	Q1 2025	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025	
Germany	14 990	16.5%	-37.4%	-9.0%	
UK	13 599	15.0%	-26.1%	-10.3%	
Zimbabwe	10 234	11.3%	525.8%	-17.7%	
USA	6 837	7.5%	-3.3%	-3.0%	
The Netherlands	4 775	5.3%	-27.6%	-18.2%	
Lesotho	3 690	4.1%	71.2%	610.5%	
Australia	3 461	3.8%	4.0%	58.1%	
Botswana	2 961	3.3%	98.4%	171.1%	
France	2 712	3.0%	-41.0%	-36.1%	
Switzerland	2 522	2.8%	-18.3%	4.3%	
All Eastern Cape Arrivals	90 908	3.5%	-19.4%	-3.8%	

-3.8%



In Q1 2025, the Eastern Cape saw a continued shift in the profile of international tourists. While holiday travel remained the top motivation at 50.0%, this marked a -10.1 percentage point decline from Q1 2024 and a sharp -24.4 percentage point drop compared to Q1 2019. In contrast, visiting friends and relatives (VFR) rose significantly to 41.9%, representing a +5.4 percentage point uptick from Q1 2024, thereby reflecting a +20.6 percentage point increase over the same period.

This growing VFR segment is also evident in accommodation trends—61.1% of bed nights were spent with friends and family, up by a notable +25.8 percentage points from Q1 2019. Despite this dominance, the province maintained a varied mix of accommodation types, with hotels (7.6%), guest houses (5.8%), self-catering options (5.1%), and game lodges (6.4%) still making up meaningful shares.

Share of Eastern Cape Tourist Arrivals by Main Purpose Q1 2025

Eastern Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q1 2025	41.9%	50.0%	6.5%	0.3%	1.2%	0.1%	0.1%	0.3%
Percentage Point Change 24-25	5.4	-10.	1.3	1.4	0.3	-0.1	0.1	1.5
Percentage Point Change 19-24	20.6	-24.4	4.4	0.4	-0.8	0.0	0.0	1.0

Share of Accommodation Types in Eastern Cape Q1 2025

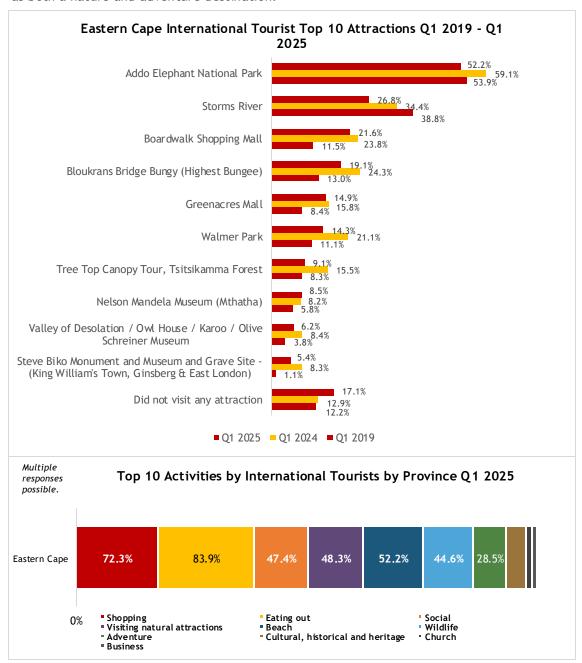
Eastern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q1 2025 (% of bed nights)	61.1%	7.6 %	5.8%	5.1%	2.3%	1.0%	6.4%	2.5%	0.5%	7.7%
Percentage Point Change 24-25	0.8	-0.9	1.3	0.9	0.6	0.2	-1.1	C. 5	0.2	0.8
Percentage Point Change 19-24	25.8	-3.8	-3.7	1.7	-2.4	-1.7	2.0	-5.9	0.1	4.4

-3.8%



This quarter, Addo Elephant National Park retained its position as the Eastern Cape's top attraction, drawing 52.2% of international tourist mentions. Despite a continued decline, Storms River remained the second most visited site, attracting 26.8% of visitors, down from previous years, but still showing strong interest. Notably, the Boardwalk Shopping Mall and Bloukrans Bridge Bungy also featured prominently, reflecting a balance between nature-based and recreational tourism.

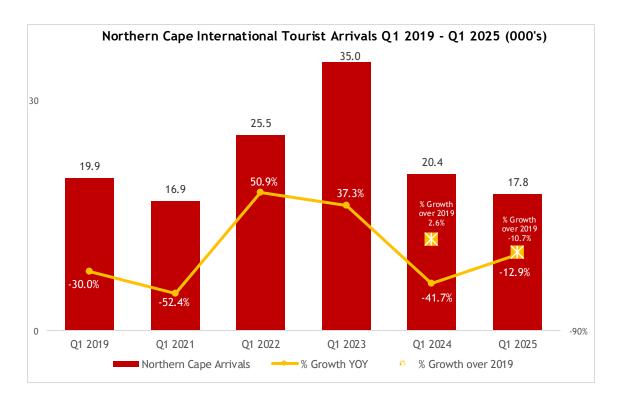
When it comes to activities, the Eastern Cape's profile closely mirrors that of the Western Cape, with strong engagement in visiting natural attractions (83.9%), wildlife experiences (44.6%), and beach activities (48.3%). This mix underscores the province's unique positioning as both a nature and adventure destination.







In Q1 2025, the Northern Cape welcomed 17.8 thousand international tourists, reflecting a year-on-year decline of -12.9% and deepening the recovery gap against Q1 2019 to -10.7%. The province continues to be dominated by regional arrivals, with Lesotho and Namibia accounting for over half (55.3%) of all inbound tourists. Notably, both markets recorded impressive year-on-year growth: +98.8% for Lesotho and +51.2% for Namibia. Other top source markets showing strong performance include Australia (+158.4%), France (+111.4%), Denmark (+96.3%), and the Netherlands (+72.4%).



Northern Cape International Tourist Arrivals by Top 10 Source Markets Q1 2025

Northern Cape Top 10 Markets	Tourist Arrivals % Share Q1 2025 Q1 2025		% Growth	% Growth	
Q1 2025	Q1 2025	Q1 2023	Q1 2019 - Q1 2025	Q1 2024 - Q1 2025	
Lesotho	5 365	30.2%	73.5%	98.8%	
Namibia	4 464	25.1%	-35.6%	-27.5%	
USA	1 227	6.9%	24.9%	27.8%	
Germany	1 013	5.7%	-40.8%	51.2%	
Zimbabwe	844	4.7%	-	-79.4%	
UK	746	4.2%	-51.0%	-8.1%	
France	687	3.9%	33.1%	111.4%	
Australia	470	2.6%	107.0%	158.4%	
The Netherlands	387	2.2%	-21.4%	72.4%	
Denmark	376	2.1%	505.8%	96.3%	
All Northern Cape Arrivals	17 786	0.7%	-10.7%	-12.9%	





During this quarter, visiting friends and relatives (VFR) remained the dominant reason for international travel to the Northern Cape, accounting for 57.3% of arrivals, driven by a year-on-year increase of +5.4 percentage points and a notable rise of +8.9 percentage points compared to Q1 2019. In contrast, holiday travel made up just 22.1% of visits, remaining largely unchanged from Q1 2024 but reflecting a -2.0 percentage point decline from Q1 2019. Business travel grew to 8.7%, representing increases of +4.3 percentage points year-on-year and +6.9 percentage points over Q1 2019. Reflecting the VFR trend, the share of bed nights spent with friends and family rose sharply to 77.6%, up by +8.1 percentage points year-on-year and +19.3 percentage points compared to Q1 2019. Game lodge accommodation also recorded moderate growth, accounting for 7.4% of total bed nights.

Share of Northern Cape Tourist Arrivals by Main Purpose Q1 2025

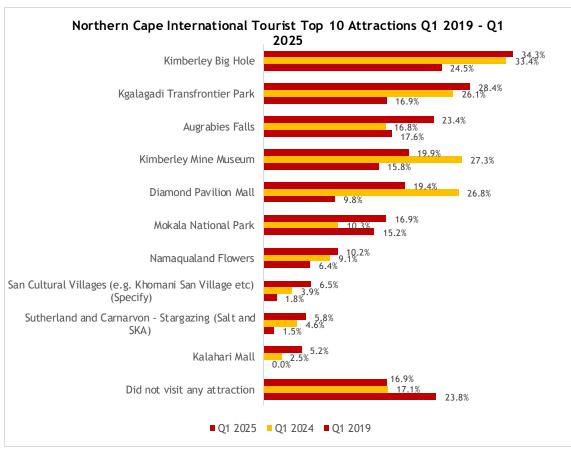


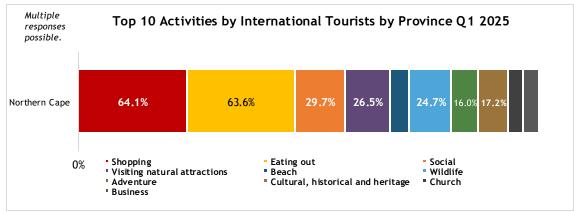
Share of Accommodation Types in Northern Cape Q1 2025

Northern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
Q1 2025 (% of bed nights)	77.6%	4.4%	5.3%	0.6%	1.2%		7.4%	0.0%	1.3%	1.9%
Percentage Point Change 24-25	8.1	-1.6	-1.9	-2.1	-1.6	0.2	4.0	0.0	0.7	-1.8
Percentage Point Change 19-24	19.3	-1.1	2.3	0.6	-0.1	-0.6	5.0	-3.3	-1.9	-2.7



This quarter, the Kimberley Big Hole remained the top attraction in the Northern Cape, with 34.3% of international tourists reporting a visit, reflecting a notable rise from Q1 2024 and maintaining strong historical interest. The Kgalagadi Transfrontier Park and Augrabies Falls followed closely, mentioned by 28.4% and 23.4% of visitors respectively, both showing moderate growth year-on-year. Diamond Pavilion Mall and Kimberley Mine Museum also featured prominently, highlighting the appeal of both retail and heritage experiences. In terms of activities, Shopping (64.1%) and Visiting Natural Attractions (63.6%) were the most cited, with Eating Out (29.7%) also ranking high. Wildlife-related activities drew attention from nearly a quarter of international tourists (24.7%), emphasising the province's nature-based tourism appeal.







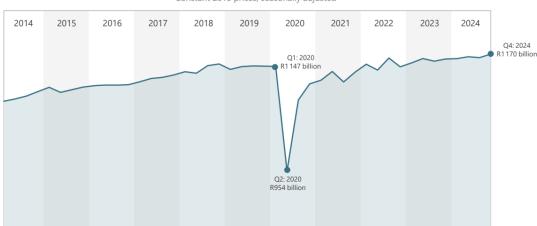
THE SOUTH AFRICAN ECONOMY

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 - Q4 2024⁶ (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. Q4 2024⁶ (constant 2015 prices, seasonally adjusted)

Agriculture, forestry & fishing 0.4 Trade, catering & accommodation 0,2 Finance, real estate & business services 0,3 -0,2% Personal services Mining & quarrying -0.2%-0.4% 0,0 Construction **GDP** -0,5% General government services 0,6% -0,6% Manufacturing -0,1 -1,0% Transport, storage & communication -0,1Electricity, gas & water 0.0 -1,4% -30% -20% -10% 0% 10% 20% 30%

^{*}Over Q3 2024.

⁵ Statistical Releases P0441: GDP P0441- 2024 Q3.

⁶GDP 2024 Q4 (Media presentation)



Technical Notes



MEASURE OF PRECISION



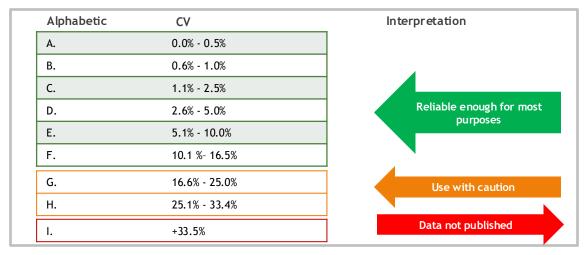
This section provides an overview of the standard error, confidence interval, and coefficient of variation (CV) for TFDS and Bed Nights. Estimates were computed based on a complex multi-stage survey design with stratification, clustering, and unequal weighting.

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

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

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

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

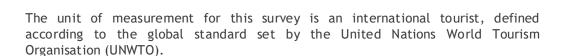


Measures of precision for Total Spend (TFDS) and Bed Nights n=valid of the total arrival tourists for the quarter

A FOR THE ENTIRE DEPARTURE SURVEY						
Variable	N	Mean		nfidence rval	Standard Error	Coefficient of Variation
Total Spend (TFDS)	2 416 951	R11 140	R11 104	R11 176	18.417	0.165
Total Bed Nights	2 524 644	13.86	13.84	13.88	0.010	0.076
B. FOR OVERSEAS						
Variable	N	Mean			Standard Error	Coefficient of Variation
Total Spend (TFDS)	67 191	R23 295	R22 964	R23 625	168.604	0.724
Total Bed Nights	67 462	13.88	13.72	14.03	0.080	0.573
C. FOR AFRICA						
Variables	N	Mean	95% Confidence Standard Interval Error		Coefficient of Variation	
Total Spend (TFDS)	1 757 177	R5 513	R5 482	R5 543	15.518	0.282
Total Bed Nights	1 861 965	13.03	13.01	13.05	0.011	0.087



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 minimising 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.

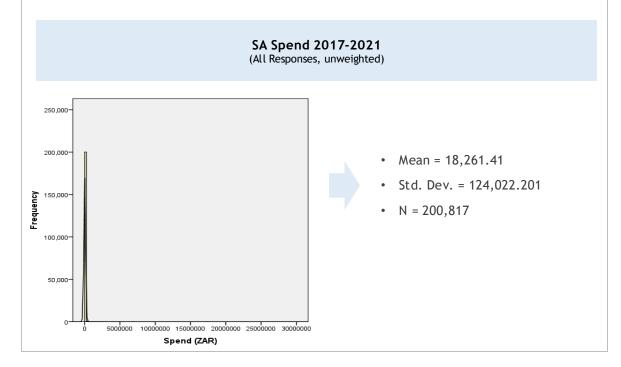
NORMALISING SPEND DATA

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:

Log_Low_cut_off = Mean - 3*Stdev Log_Upper_cut_off = Mean + 3*Stdev

Lower-cut-off Value = 10^(Log_Low_cut_off)
Upper-cut-off Value = 10^(Log_Upper_cut_off)

Based on this information, SA Tourism has revised the methodology for normalising spend data.

This chapter provides the details of how the data has been normalised.

SA Tourism now normalises 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

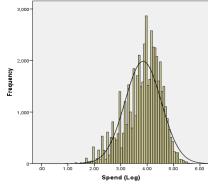
Plotting the \log of the SA spend produces a normal distribution allowing us to eliminate values outside 3 SDs from the mean

Eliminate values outside +3

SDs

Mean = 3.85 Std. Dev. = .687 N = 51,272

Log Spend in SA w/o Capex (unweighted)



 Minimum
 Mean
 Maximum
 Std. Deviation

 0.91
 3.85
 5.79
 0.687

Corresponding Spend Values after elimination (unweighted)

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

Source: 2021 SAT Departure Survey.





	INTERNATION	AL TOURIST ARRIVALS		
	Q1 2023	Q1 2024	Q1 2025	% YOY GROWTH
Africa	1 551 123	1 824 194	1 944 570	6.6%
Botswana	73 457	90 761	81 115	-10.6%
Lesotho	319 009	329 198	375 548	14.1%
Malawi	29 921	39 199	54 052	37.9%
Mozambique	344 596	415 042	488 045	17.6%
Namibia	36 192	39 112	39 653	1.4%
Swaziland	153 902	190 113	213 907	12.5%
Zambia	30 696	37 752	36 052	-4.5%
Zimbabwe	504 020	613 675	574 835	-6.3%
Angola	10 653	9 887	10 324	4.4%
Dem Rep of Congo	4 534	6 625	8 533	28.8%
Ethiopia	1 426	1 625	2 047	26.0%
Gh an a	2 262	7 904	9 769	23.6%
Kenya	9 628	10 229	12 701	24.2%
Nigeria	4 350	5 695	7 152	25.6%
Tanzania	7 834	8 489	9 442	11.2%
Uganda	3 339	3 103	3 497	12.7%
Other Africa	15 304	15 785	17 898	13.4%
Asia	39 671	49 741	50 978	2.5%
China including Hong Kong	6 052	11 017	11 245	2.1%
India	16 355	16 209	16 908	4.3%
Japan	16 355 2 299	4 970	16 908 4 829	4.3% -2.8%
Malaysia	2 2 99 849	4 970 1 172		-2.8% 1.0%
Malaysia Singapore			1 184	
3 '	1 080	1 688	1 182	-30.0%
Rep of Korea (South)	2620	4206	4758	13.1%
Other Asia	10 416	10 479	10 872	3.8%
Australasia	24 623	24 707	27 285	10.4%
Australia	20 382	20 466	22 915	12.0%
New Zealand	4 207	4 198	4 271	1.7%
Other Australasia	34	43	99	130.2%
CENTRAL & SOUTH AMERICA	10 195	18 963	21 959	15.8%
Argentina	1 198	1 713	2 903	69.5%
Brazil	4 943	12 358	13 607	10.1%
Chile	544	994	1 345	35.3%
Other Central & South America	3 510	3 898	4 104	5.3%
Europe	387 296	420 727	429 255	2.0%
Austria	7 482	7 880	8 065	2.3%
Belgium	11 747	13 711	13 672	-0.3%
Denmark	6 971	7 195	7 152	-0.6%
Finland	2 306	2 255	2 201	-2.4%
France	31 423	34 788	36 633	5.3%
Ge many	90 081	98 954	96 415	-2.6%
Ire land	8 080	9 482	9 305	-1.9%
Italy	9 846	10 728	10 792	0.6%
Netherlands	34 169	37 548	38 699	3.1%
Norway	5 050	5 491	5 343	-2.7%
Portugal	5 336	6 051	4 919	-18.7%
Russian Fed	0	0	0	#DIV / 0!
Spain	5 700	6 636	5 843	-11.9%
Sweden	9 399	9 854	10 622	7.8%
Switze rland	12 907	13 900	14 315	3.0%
Turkey	4 025	4 642	5 343	15.1%
UK	119 118	125 420	130 887	4.4%
Other Europe	23 656	26 192	29 049	10.9%
Middle East	11 075	8 162	8 3 5 6	2.4%
United Arab Emirates	394	321	481	49.8%
Other Middle East	10 681	7 841	7 875	0.4%
North America	94 795	99 231	103 252	4.1%
Can ad a	15 746	16 667	17 856	7.1%
USA	79 049	82 564	85 396	3.4%
UNSPECIFIED		2 763		
	3 033		2 882	4.3% 5.7%
TOTAL	2 121 811	2 448 488	2 588 537	5.7%



	TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY									
			04.2025	W VOV CROWTH						
AFRICA	Q1 2023 R9 304 620 867	Q1 2024 R10 594 265 913	Q1 2025 R11 251 846 511	% YOY GROWTH 6.2%						
Botswana	R217 515 180	R283 481 754	R298 356 062	5.2%						
Lesotho	R533 246 405	R575 623 370	R620 188 220	7.7%						
Malawi	R441 020 307	R609 098 309	R1 498 195 517	146.0%						
Mozambique	R1 012 698 466	R1 474 845 878	R1 488 056 644	0.9%						
Namibia .	R317 424 246	R313 763 821	R421 643 719	34.4%						
Swaziland	R234 378 077	R276 536 106	R294 047 067	6.3%						
Zambia	R845 981 030	R824 185 852	R546 525 291	-33.7%						
Zimbabwe	R4 444 407 322	R4 941 169 134	R4 519 643 118	-8.5%						
Angola	R305 375 927	R253 834 538	R328 145 622	29.3%						
DRC	R117 164 057	R186 816 976	R182 357 265	-2.4%						
Ethiopia	R20 964 715	R42 953 817	R26 114 625	-39.2%						
Ghan a	R44 461 584	R162 952 619	R175 980 838	8.0%						
Kenya	R155 678 042	R175 801 062	R175 030 538	-0.4%						
Nigeria	R122 210 896	R100 071 132	R131 349 454	31.3%						
Tanzania Uganda	R112 447 937	R85 539 781 R45 435 121	R161 852 155	89.2% 13.5%						
Other Africa	R68 490 758 R311 155 919	R242 156 642	R51 591 329 R332 769 048	37.4%						
ASIA	R932 098 015	R811 795 856	R959 575 700	18.2%						
China including Hong Kong	R199 774 300	R234 520 943	R260 075 021	10.9%						
India	R358 566 920	R266 814 553	R276 440 332	3.6%						
Japan	R50 656 908	R62 222 825	R133 460 033	114.5%						
Malaysia	R21 985 871	R20 875 845	R24 807 770	18.8%						
Singapore	R29 990 834	R28 456 541	R45 044 615	58.3%						
South Korea	R57 664 637	R98 903 198	R81 358 948	-17.7%						
Other Asia	R213 458 545	R100 001 952	R138 388 982	38.4%						
AUSTRALASIA	R717 563 080	R691 072 061	R613 914 652	-11.2%						
Australia	R582 676 039	R588 613 551	R502 925 617	-14.6%						
New Zealand	R133 353 705	R102 458 510	R110 939 241	8.3%						
Other Australasia	R1 533 336	R0	R49 794	-						
CENTRAL & SOUTH AMERICA	R291 258 142	R413 170 520	R409 695 889	-0.8%						
Argentina	R43 481 685	R34 583 578	R58 037 865	67.8%						
Brazil	R176 245 945	R311 733 433	R251 202 598	-19.4%						
Chile Other Central & South America	R15 952 647	R25 873 341 R40 980 167	R30 714 897 R69 740 528	18.7% 70.2%						
EUROPE	R55 577 865 R10 828 801 413	R10 216 438 669	R10 322 861 617	1.0%						
Austria	R231 238 935	R241 619 388	R203 244 150	-15.9%						
Belgium	R302 822 224	R251 373 373	R321 688 350	28.0%						
Denmark	R219 127 014	R266 950 160	R230 961 867	-13.5%						
Finlan d	R74 483 602	R72 452 053	R50 996 114	-29.6%						
France	R798 614 827	R699 003 794	R784 507 111	12.2%						
Germany	R2 446 259 986	R2 310 481 429	R2 455 201 598	6.3%						
Ireland	R206 863 461	R317 675 411	R243 413 522	-23.4%						
Italy	R254 198 212	R224 557 844	R215 744 858	-3.9%						
Netherlands	R1 023 046 419	R908 294 917	R821 972 855	-9.5%						
Norway	R153 027 602	R171 230 971	R137 859 767	-19.5%						
Portugal	R83 600 613	R113 178 854	R84 387 178	-25.4%						
Russian Fed	R307 876 055	R214 044 866	R288 817 413	34.9%						
Spain	R173 195 568	R162 182 431	R128 594 916	-20.7%						
Sweden	R263 451 575	R190 940 911	R223 193 010	16.9%						
Switze rland	R489 151 088	R464 981 969	R343 936 089	-26.0%						
Turkey	R113 348 336	R110 546 309	R154 896 858	40.1%						
UK Other Furone	R3 206 713 060	R3 230 376 821	R3 319 449 078	2.8%						
Other Europe MIDDLE EAST	R481 782 837 R269 701 564	R266 547 167 R159 474 997	R313 996 885 R153 015 643	17.8% -4.1%						
UAE	R6 236 283	R6 084 525	R8 525 437	40.1%						
Other Middle East	R6 236 263 R263 465 282	R 153 390 472	R 144 490 207	-5.8%						
NORTH AMERICA	R3 004 262 352	R2 849 028 123	R3 214 811 288	12.8%						
Can ad a	R390 377 317	R349 814 663	R356 322 732	1.9%						
USA	R2 613 885 035	R2 499 204 460	R2 858 443 867	14.4%						
Other North American	R0	R9 000	R44 689	396.5%						
TOTAL	R25 348 305 434	R25 735 246 137	R26 925 721 300	4.6%						

	AVERAGE SPE	ND		
	Q1 2023	Q1 2024	Q1 2025	% YOY GROWTH
AFRICA	R6 100	R6 100	R6 100	0.0%
Botswana	R3 000	R3 200	R3 800	18.8%
Lesotho	R1 700	R1 900	R1 800	-5.3%
Malawi	R14 700	R16 000	R28 000	75.0%
Mozambique	R3 000	R3 700	R3 100	-16.2%
Namibia	R8 800	R8 000	R10 700	33.8%
Swaziland	R1 500	R1 500	R1 400	-6.7%
Zambia	R27 500	R22 900	R15 700	-31.4%
Zimbabwe	R8 800	R8 400	R8 400	0.0%
Angola	R32 900	R31 900	R38 500	20.7%
DRC	R29 700	R31 900	R23 500	-26.3%
Ethiopia	R17 100	R29 800	R14 200	-52.3%
Ghan a	R20 800	R23 000	R22 700	-1.3%
Ke nya	R17 900 R31 900	R20 200 R19 400	R16 300 R19 800	-19.3% 2.1%
Nigeria Tanzania	R23 700	R 16 700	R27 000	61.7%
Uganda	R22 500	R 15 600	R15 700	0.6%
Other Africa	R24 400	R20 200	R22 500	11.4%
ASIA	R29 100	R20 200	R22 500	11.4%
China including Hong Kong	R37 300	R22 800	R24 800	8.8%
India	R25 700	R19 400	R19 300	-0.5%
Japan	R23 200	R17 000	R29 600	74.1%
Malaysia	R27 300	R19 300	R22 400	16.1%
Singapore	R28 700	R18 300	R38 500	110.4%
South Kore a	R25 100	R25 600	R18 700	-27.0%
Other Asia	R33 300	R16 800	R20 600	22.6%
AUSTRALASIA	R30 400	R29 600	R24 000	-18.9%
Australia	R29 800	R30 500	R23 300	-23.6%
New Zealand	R33 200	R25 500	R27 400	7.5%
Other Australasia	R95 800	R0	R9 900	-
CENTRAL & SOUTH AMERICA	R35 900	R26 700	R21 200	-20,6%
Argentina	R38 000	R20 800	R20 400	-1.9%
Brazil	R39 900	R28 900	R19 400	-32.9%
Chile	R31 800	R30 200	R23 500	-22.2%
Other Central & South America	R27 000	R19 000	R30 900	62.6%
EUROPE Austria	R30 400 R33 300	R26 200 R32 500	R25 600 R26 500	-2.3%
Belgium	R27 900	R 19 800	R25 000	-18.5% 26.3%
Denmark	R33 400	R38 800	R33 700	-13.1%
Finland	R33 800	R33 900	R24 300	-28.3%
France	R28 000	R22 300	R23 600	5.8%
Germany	R30 300	R25 000	R26 700	6.8%
Ireland	R26 400	R35 100	R26 900	-23.4%
Italy	R27 700	R22 500	R21 100	-6.2%
Netherlands	R32 900	R26 900	R23 200	-13.8%
Norway	R31 800	R32 800	R26 800	-18.3%
Portugal	R23 300	R28 600	R21 100	-26.2%
Russian Fed	R38 800	R24 400	R25 900	6.1%
Spain	R33 500	R26 600	R23 300	-12.4%
Sweden	R29 500	R20 300	R22 300	9.9%
Switzerland	R40 800	R35 400	R25 400	-28.2%
Turkey	R30 200	R25 100	R30 300	20.7%
UK	R27 900	R26 800	R26 500	-1.1%
Other Europe	R42 900	R21 900	R22 500	2.7%
MIDDLE EAST	R27 500	R28 000	R23 800	-15.0%
UAE	R15 900	R19 100	R17 700	-7.3%
Other Middle East	R28 000	R28 600	R24 200	-15.4%
NORTH AMERICA	R34 200	R31 300	R33 300	6.4%
Can ad a	R26 900	R23 100	R21 500	-6.9%
USA Other North American	R35 600	R32 900	R35 800	8.8%
Other North American	R0	R9 000	R22 300	147.8%
OVERALL	R12 500	R11 200	R11 100	-0.9%

	TFDS BY PURPOSE OF VISIST									
	Q1 2023	Q1 2024	Q1 2025							
Holiday	R9 275 011 398	R8 481 378 345	R8 631 207 601							
Personal Shopping	R763 815 256	R510 380 526	R738 780 388							
Business Shopping	R2 458 677 973	R2 938 145 443	R3 100 046 587							
Business Traveller	R2 156 411 590	R2 153 431 499	R2 786 650 990							
MICE	R1 431 813 570	R1 163 461 793	R1 221 791 901							
Medical	R426 323 373	R497 837 019	R332 291 013							
VFR	R7 452 450 086	R8 794 553 643	R8 799 503 329							
Religion	R63 426 088	R105 445 488	R198 032 105							





			TOTAL FOREIGN DIRECT SPEND (TFDS) - PROVINCIAL DISTRIBUTION									
			TOTAL FUREIC	N DIRECT SPEND		(CIAL DISTRIBUTI	ON					
	Contains	Western Cons	Fortum Cone	Your Zolo, Natal	Q1 2025	Limana	North West	Martham Cana	Free State			
	Gauteng	Western Cape	Eastern Cape	Kwa Zulu- Natal		Limpopo	North West	Northern Cape				
Africa	R7 409 808 256	R976 755 855	R152 852 863		R1 183 887 212		R179 542 288	1 1	R366 348 924			
Botswana Les otho	R107 628 042 R172 283 062	R19 469 372 R74 167 658	R6 21 4 248 R12 046 22 6	R81 628 464 R8 351 585	R6 09 0 605 R10 439 95 0	R49 033 434 R109 797	R27 395 095 R26 958 648	R0 R8 544 278	R896 802 R307 287 015			
Malawi	R172 283 062 R1 419 598 735	R74 167 658 R34 989 585	R12 046 226 R7 587 479	R8 351 585 R14 429 208	R10 4 39 950 R12 703 976	R109 797 R3 787 525	R26 958 648 R4 88 5 392	R8 544 278 R0	R307 287 015 R213 616			
Mozambique	R397 024 461	R55 331 710	R1 673 910	R12 572 607	R992 121 466	R16 723 232	R3 080 956	R1 443 451	R8 08 4 851			
Namibia	R166 119 279	R214 984 676	R4 29 7 977	R11 307 661	R3 377 652	R1 007 334	R3 95 9 764	R12 304 376	R4 28 4 999			
Swaziland	R70 820 122	R5 612 250	R1 404 650	R140 825 428	R65 441 370	R1 81 9 122	R5 21 9 087	R0	R2 90 5 039			
Za mbia	R439 522 663	R33 499 300	R30 688 209	R27 0 17 01 8	R6 22 2 020	R5 91 8 576	R3 06 1 204	R0	R596 300			
Zimbabwe	R3 604 856 135	R206 326 588	R55 679 855	R237 383 550	R67 161 902	R233 419 884	R79 373 272	R10 1 48 62 6	R25 293 305			
Angola	R242 235 339	R73 802 901	R5 292 180	R2 659 671	R781 645	R2 041 350	R1 158 078	R0	R174 458			
Democratic Republic of Congo	R117 173 310	R34 428 695	R2 177 011	R3 93 8 061	R1 52 7 433	R0	R15 966 77 5	R0	R7 145 980			
Ethiopia	R13 240 318	R2 779 646	R6 448 174	R3 08 5 326	R438 678	R18 3 32	R104 150	R0	R0			
Ghana	R96 512 249	R50 702 252	R0	R24 103 679	R3 545 920	R933 660	R0	R0	R183 079			
Kenya	R118 478 948	R31 947 51 1	R3 582 290	R14 929 430	R2 740 301	R85 112	R2 330 046	R0	R936 900			
Nigeria	R74 840 243	R33 931 154	R3 71 3 960	R6 849 766	R1 48 3 552	R10 076 980	R333 702	R0	R120 096			
Tanzania	R123 905 501	R10 169 163	R3 184 818	R11 007 129	R2 77 2 527	R1 390 867	R2 43 4 743	R4 880 243	R2 107 163			
Uganda	R35 400 233	R11 168 318	R3 09 3 256	R1 92 9 521	R0	R0	R0	R0	R104 013			
Other Africa	R210 169 616	R83 445 074	R5 768 619	R15 715 897	R7 03 8 214	R323 373	R3 281 375	R907 559	R6 11 9 320			
Asia	R474 661 267	R213 907 754	R54 587 750	R122 181 251	R25 560 336	R15 449 612	R27 633 612	R11 265 436	R14 328 682			
China including Hong Kong	R140 039 708	R55 026 706	R13 060 236	R23 101 288	R5 85 6 140	R4 375 171	R1 387 466	R10 700 938	R6 52 7 366			
India	R123 214 005	R43 574 994	R21 606 286	R72 063 899	R5 69 5 826	R1 078 310	R5 747 622	R0	R3 459 391			
Japan	R78 600 039	R32 358 638	R3 41 8 648	R10 1 10 299	R3 55 1 087	R3 453 480	R832 265	R0	R1 135 577			
Malaysia	R17 183 957	R6 873 916	R107 200	R246 591	R321 600	R0	R74 506	R0	R123 669			
Singapore South Korea	R9 509 991	R31 064 784	R6 298	R6 298	R577 011	R2 114 202	R1 766 033	R0	R0			
	R44 843 514	R13 072 701	R4 207 196	R4 68 5 328	R4 79 3 280	R740 673	R7 01 7 128	R0	R1 999 128			
Other Asia Australasia	R61 270 053 R163 381 783	R31 936 015 R242 685 758	R12 181 887 R68 572 178	R11 967 549 R61 060 021	R4 76 5 392 R25 386 981	R3 687 776 R19 632 482	R10 808 593 R16 836 795	R564 498 R1 307 453	R1 207 219 R15 051 201			
Australia	R163 381 783 R126 103 569	R204 317 712	R57 716 057	R56 872 655	R20 263 576	R19 632 482 R11 476 726	R10 594 468	R1 307 453	R14 273 401			
New Zealand	R37 244 028	R38 362 205	R10 856 121	R4 187 367	R5 12 3 405	R8 145 989	R6 242 327	R0 R0	R777 800			
Other Australasia	R34 186	R5 841	R0	R0	R0 R0	R9 767	R0 242 327	R0	R0			
South America	R141 193 868	R174 806 744	R8 727 876	R10 947 760	R28 284 209	R8 239 769	R33 728 507	R3 046 821	R720 333			
Argentina	R18 2 18 73 9	R26 018 338	R1 52 1 625	R2 070 533	R5 48 7 612	R2 83 0 439	R1 28 3 959	R0	R606 620			
Brazil	R79 646 857	R116 597 464	R4 53 4 789	R3 587 142	R12 947 679	R4 376 210	R26 749 463	R2 649 281	R113 713			
Chile	R10 443 228	R7 545 811	R903 727	R3 11 6 984	R2 28 3 216	R1 01 4 952	R5 40 6 980	R0	R0			
Other Central & South America	R32 885 045	R24 645 131	R1 767 735	R2 173 102	R7 56 5 702	R18 169	R288 105	R397 540	R16 735			
Europe	R2 543 298 300	R5 165 803 556	R697 086 627	R463 572 743	R600 840 999	R522 267 393	R164 895 597	R111 326 460	R53 769 943			
Austria	R33 562 657	R115 880 514	R8 63 0 631	R8 91 3 176	R10 404 41 6	R18 786 857	R5 15 9 509	R0	R1 906 390			
Belgium	R61 660 372	R148 282 050	R6 797 687	R10 471 645	R77 8 32 55 0	R10 766 964	R4 07 3 875	R1 286 341	R516 864			
Denmark	R17 961 888	R56 948 673	R6 302 375	R637 052	R15 674 581	R82 852 226	R2 134 569	R48 450 503	R2 341 883			
Finland	R14 1 36 922	R24 2 62 12 2	R0	R1 231 896	R4 43 6 730	R3 852 123	R600 499	R0	R2 475 823			
France	R187 966 520	R404 108 451	R49 275 51 1	R32 827 795	R54 871 164	R31 637 593	R12 402 609	R8 745 753	R2 671 715			
Germany	R473 164 964	R1 341 200 013	R169 770 849	R112 452 835	R185 643 753	R100 677 550	R29 397 42 5	R20 5 37 85 2	R22 3 56 35 7			
Ireland	R68 033 02 0	R114 933 331	R19 569 817	R12 771 692	R17 624 148	R7 21 5 168	R1 09 4 536	R0	R2 171 809			
Italy	R62 492 618	R113 056 622	R11 356 874	R4 906 142	R10 291 772	R5 49 8 788	R4 53 9 503	R538 964	R3 06 3 574			
Ne ther lands	R171 285 488	R420 410 973	R60 968 546	R30 601 857	R53 872 442	R64 498 274	R14 967 338	R4 149 619	R1 218 317			
Norway	R32 566 296	R57 487 060	R6 117 178	R9 31 4 435	R8 61 1 372	R12 567 538	R10 855 787	R340 100	R321 686			
Portugal	R34 183 821	R38 389 810	R5 91 0 550	R1 779 148	R1 39 7 712	R329 158	R2 00 5 623	R299 603	R91 753			
Russian Fed	R143 310 890	R105 887 126	R14 5 15 55 7	R202 483	R4 82 5 961	R1 962 554	R3 917 933	R14 194 908	R4 197 991			
Spa in	R52 760 108	R50 267 022	R3 994 334	R4 20 4 085	R7 69 3 850	R2 06 4 525	R5 27 0 870	R1 51 1 522	R828 599			
Switzorland	R33 748 113	R136 833 905	R21 526 988	R9 540 301	R10 743 040	R8 185 471	R2 22 8 391	R0	R386 802			
Switzerland	R46 611 323	R213 332 444 R67 877 689	R29 088 134	R13 581 526	R10 724 538	R24 708 96 8	R5 178 527	RO RO	R710 630			
Turkey UK	R70 040 446		R12 401 269	R2 939 150	R1 63 8 303	R0	R0 R45 420 098	R0	R1 789 870			
Other Europe	R935 661 150 R104 151 704	R1 61 0 897 707 R145 748 042	R253 318 922 R17 541 403	R193 838 566 R13 358 959	R115 255 955 R9 298 711	R140 596 720 R6 066 915	R45 420 098 R15 648 503	R9 80 1 207 R1 47 0 090	R14 658 752 R712 557			
Middle East	R66 632 657	R42 585 248	R17 286 641	R8 539 776	R2 526 284	R6 681 503	R5 494 422	R1470090	R3 093 252			
UAE	R3 217 490	R4 02 8 740	R17 286 641	R1 277 030	R0 R0	R0	R0 R0	R0	R2 177			
Other Middle East	R63 415 167	R38 5 56 50 9	R17 286 641	R7 262 745	R2 52 6 284	R6 681 503	R5 494 422	R175 862	R3 09 1 075			
North America	R797 110 525	R971 865 934	R148 802 679	R201 470 662	R246 983 513	R323 496 926		1 -				
Cana da	R76 707 817	R170 119 386	R23 986 770	R30 090 527	R33 587 659	R14 746 254	R4 104 893	R901 463	R2 077 961			
USA	R720 398 208	R801 706 358	R124 815 908	R171 380 135	R213 395 854	R308 750 672	R181 945 843	R265 007 175	R71 043 713			
TOTAL							R614 181 956					



				VERAGE SPEND -	DROWNCINI DIS	TOURITION			
			Α	WERAGE SPEND -		IRIBUTION			
	Ga ut en g	Western Cape	Eastern Cape	Kwa Zulu- Natal	Q1 2025 Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R9 500	R12 300	R6 900	R4 700	R2 300	R6 600	R2 700	R3 500	R1 500
Botswana	R3 100	R12 300	R2 100	R16 800	R1 800	R3 800	R1 200	R0	R300
Les otho	R2 200	R5 600	R3 300	R1 100	R3 00 0	R100	R1 500	R1 600	R1 400
Malawi	R32 000	R9 400	R8 00 0	R8 00 0	R4 100	R4 900	R6 80 0	R0	R200
Mozambi que	R6 800	R15 200	R10 000	R6 100	R2 400	R5 900	R1 400	R8 600	R5 700
Namibia	R15 500	R10 200	R5 500	R7 700	R5 500	R2 400	R3 300	R2 800	R5 300
Swaziland	R1 700	R17 200	R2 600	R2 00 0	R700	R1 000	R1 600	R0	R4 400
Zambia	R16 600	R15 200	R39 800	R5 500	R6 100	R4 700	R6 80 0	R0	R10 000
Zimbabwe	R8 100	R11 100	R5 500	R7 400	R7 300	R8 400	R5 100	R12 300	R6 700
Angola	R39 600	R31 700	R25 800	R7 200	R19 700	R25 800	R9 60 0	R0	R4 100
Democratic Republic of Congo	R20 900	R27 300	R14 700	R10 500	R6 800	R0	R35 700	R0	R31 900
Ethiopia	R10 700	R7 600	R29 300	R13 200	R7 300	R600	R4 50 0	R0	R0
Ghana	R19 600	R20 800	R0	R31 700	R11 800	R9 00 0	RO	R0	R1 700
Kenya	R15 200	R15 300	R8 200	R13 700	R7 600	R900	R5 500	R0	R10 000
Nigeria	R16 200 R25 500	R21 300 R15 700	R13 100 R21 200	R10 200 R14 900	R9 700 R19 300	R76 500 R13 700	R6 600 R12 200	R0 R48 2 00	R4 500 R44 300
Tanzania Uganda	R12 900	R14 500	R18 800	R9 500	R0	R0	R12 200	R46 200 R0	R44 300 R0
Other Africa	R22 700	R21 100	R7 400	R11 700	R10 900	R5 800	R13 200	R9 800	R25 500
Asia	R18 100	R16 800	R19 300	R21 800	R10 700	R15 200	R14 000	R36 000	R15 000
China including Hong Kong	R19 700	R19 000	R24 700	R23 200	R12 300	R18 000	R6 60 0	R44 900	R36 2 00
India	R15 400	R11 700	R26 300	R25 900	R6 100	R5 400	R9 200	R0	R12 000
Japan	R24 600	R27 000	R22 300	R37 400	R13 500	R20 200	R5 700	R0	R12 000
Malaysia	R24 800	R12 500	R2 500	R5 200	R7 500	R0	R1 700	R0	R0
Singapore	R14 800	R60 400	R100	R100	R3 900	R41 900	R20 000	R0	R0
South Korea	R16 400	R9 300	R13 400	R13 200	R33 700	R10 300	R26 800	R0	R7 600
Other Asia	R16 000	R12 900	R13 300	R11 000	R12 000	R13 100	R18 2 00	R7 500	R9 500
Australasia	R12 100	R19 500	R18 700	R16 900	R7 500	R12 900	R9 000	R2 800	R19 200
Australia	R11 300	R19 100	R17 300	R17 500	R6 600	R10 400	R7 90 0	R2 800	R19 200
New Zealand	R16 600	R21 500	R31 400	R11 700	R17 2 00	R19 200	R11 600	R0	R20 000
Other Australasia	R12 800	R5 800	R0	R0	R0	R7 300	R0 R19 400	R0	R0
South America Argentina	R10 600 R10 100	R17 400 R17 600	R5 300 R3 600	R10 400 R7 200	R7 600 R7 200	R5 800 R19 200	R4 60 0	R11 600 R0	R3 900 R19 600
Brazil	R8 800	R16 800	R5 200	R6 700	R5 900	R3 700	R22 300	R11 700	R700
Chile	R10 700	R10 800	R8 300	R59 500	R5 900	R11 200	R28 2 00	R0	R0
Other Central & South America	R22 800	R26 400	R7 800	R11 900	R21 400	R18 100	R3 800	R11 000	RO
Europe	R17 400	R21 600	R14 300	R12 800	R11 900	R19 500	R13 300	R27 200	R9 900
Austria	R14 2 00	R23 900	R8 500	R10 000	R11 400	R22 100	R14 400	R0	R11 800
Belgium	R11 600	R19 600	R6 900	R18 200	R38 700	R8 00 0	R14 1 00	R9 700	R5 700
Denmark	R11 300	R17 600	R8 500	R2 400	R13 200	R50 800	R9 700	R132 200	R0
Finland	R14 600	R21 400	R0	R7 500	R16 500	R23 800	R5 60 0	R0	R11 700
France	R14 2 00	R20 700	R20 300	R9 700	R7 900	R13 500	R11 700	R13 000	R7 500
Germany	R16 600	R22 500	R11 700	R12 200	R12 700	R16 400	R12 000	R22 800	R11 800
Ireland	R18 300	R23 300	R12 100	R12 700	R15 900	R24 0 00	R3 60 0	R0	R10 700
Italy	R16 000	R19 300	R9 500	R9 800	R9 00 0	R9 400	R7 100	R2 300	R9 800
Ne ther lands	R15 300	R19 500	R13 000	R10 700	R9 600	R20 400	R24 600	R10 900	R7 200
Norway Portugal	R19 400	R19 100	R11 900	R16 700	R17 800	R40 800	R30 200	R4 700	R0 R1 300
Russian Fed	R16 500 R25 900	R16 000 R19 400	R12 500 R12 200	R5 800 R1 300	R4 600 R6 100	R10 300 R4 500	R19 700 R28 300	R8 900 R49 700	R1 300
Spain	R22 700	R15 000	R6 700	R21 200	R11 700	R5 000	R14 800	R6 800	R7 800
Sweden	R12 1 00	R20 700	R22 300	R12 500	R6 800	R9 200	R4 90 0	R0	R3 100
Switzerland	R11 900	R23 300	R11 800	R13 000	R8 00 0	R24 300	R12 900	R0	R12 400
Turkey	R33 800	R27 300	R18 200	R6 500	R3 700	R0	RO	R0	R0
UK	R19 500	R22 600	R19 300	R15 500	R11 700	R21 100	R11 700	R13 400	R11 000
Other Europe	R15 600	R20 300	R10 700	R9 200	R8 800	R11 000	R24 6 00	R18 700	R2 00 0
Middle East	R23 100	R13 800	R51 000	R16 900	R11 500	R24 900	R10 500	R1 700	R28 000
UAE	R13 900	R20 800	R0	R17 000	R0	R0	R0	R0	R100
Other Middle East	R23 900	R13 300	R51 000	R16 900	R11 500	R24 900	R10 500	R1 700	R32 700
North America	R18 400	R20 700	R17 700	R21 900	R13 700	R32 600	R47 900	R210 600	R36 000
Cana da	R12 300	R18 500	R13 000	R14600	R9 700	R12 200	R13 400	R13 600	R13 500
USA	R19 400	R21 200	R19 000	R24 0 00	R14 600	R35 500	R50 900	R221 400	R37 900
TOTAL	R11 300	R19 300	R13 100	R8 000	R3 500	R13 500	R7 000	R24 900	R2 200





		BED NIGHTS BY COUNTRY							
	Q1 2023	Q1 2024	Q1 2025	% YOY GROWTH					
AFRICA	18 824 474	23 256 328	25 192 986	8.3%					
Botswana Lesotho	320 245 3 807 688	417 825 4 025 210	398 683 4 964 179	-4.6% 23.3%					
Malawi	368 189	619 777	778 739	25.6%					
Mozambique	3 255 027	3 987 501	4 925 513	23.5%					
Namibia	331 739	367 105	462 726	26.0%					
eSwatini	1 506 469	2 227 112	2 375 042	6.6%					
Zambia	324 762	389 899	468 256	20.1%					
Zimbabwe	8 232 258	10 411 216	9 883 815	-5.1%					
Angola	115 227	89 675	99 485	10.9%					
DRC	59 108	99 648	119 337	19.8%					
Ethiopia	21 367	18 805	21 689	15.3%					
Ghana	32 030	110 477	95 114	-13.9%					
Kenya	85 237	120 457	128 094	6.3%					
Nige ria	72 896	64 284	109 990	71.1%					
Tanzania	59 184	76 063	83 907	10.3%					
Uganda	39 675	53 710	34 509	-35.7%					
Other Africa	193 373	177 566	243 908	37.4%					
ASIA	706 444	682 587	702 967	3.0%					
China including Hong Kong	118 073	162 992	168 956	3.7%					
India	278 472	269 144	229 116	-14.9%					
Jap an	28 305	56 224	55 111	-2.0%					
Malaysia	17 378	19 679	36 881	87.4%					
Singapore	14 625	14 640	22 976	56.9%					
South Korea	45 799	65 707	75 449	14.8%					
Other Asia	203 792	94 201	114 477	21.5%					
AUSTRALASIA	458 446	468 760	472 071	0.7%					
Australia	366 293	367 544	384 514	4.6%					
New Zealand	91 696 457	101 216 0	87 <i>4</i> 55 101	-13.6% #DIV/0!					
Other Australia CENTRAL & SOUTH AMERICA	145 267	238 059	300 149	26.1%					
Argentina	22 372	28 254	53 194	88.3%					
Brazil	73 761	159 422	200 802	26.0%					
Chile	8 335	17 444	20 734	18.9%					
Other Central & South America	40 798	32 939	25 419	-22.8%					
EUROPE	6 3 54 347	6 0 15 13 6	6 446 000	7.2%					
Austria	119 829	137 015	131 743	-3.8%					
Belgium	195 409	178 679	195 968	9.7%					
Denmark	108 137	114 108	118 568	3.9%					
Finlan d	41 480	28 479	30 016	5.4%					
France	457 206	465 349	491 558	5.6%					
Germany	1 451 302	1 489 599	1 542 343	3.5%					
Ireland	126 607	199 057	146 744	-26.3%					
Italy	153 135	137 385	141 376	2.9%					
The Netherlands	608 322	533 246	593 793	11.4%					
Norway	96 583	80 350	73 671	-8.3%					
Portugal	53 604	49 142	67 489	37.3%					
Russian Federation	185 195	113 616	155 952	37.3%					
Spain	100 629	101 618	106 730	5.0%					
Sweden	161 245	142 053	152 413	7.3%					
Switzerland	242 485	181 434	217 515	19.9%					
Turkey	58 575	54 518	83 345	52.9%					
Uk Other Furence	1 962 039 232 563	1 824 535	1 991 037	9.1%					
Other Europe MIDDLE EAST	207 880	184 952 108 565	205 741 120 022	11.2% 10.6%					
United Arab Emirates	4 860	3 205	6 450	101.3%					
Other Middle East	203 020	105 360	6 450 113 571	7.8%					
NORTH AMERICA	1 678 935	1 771 233	1 766 932	-0.2%					
Can ad a	233 857	242 110	241 507	-0.2%					
USA	1 445 078	1 529 110	1 525 418	-0.2%					
Other North America	0	13	7	-46.2%					
TOTAL	28 375 793	32 540 668	35 001 126	7.6%					
IVIAL	20 31 3 1 73	32 370 000	33 00 1 120	7.0%					



	AVERACI	FLENCTH OF STAV BY COUNTRY	AVERAGE LENGTH OF STAY BY COUNTRY									
	Q1 2023	Q1 2024	Q1 2025	% YOY GROWTH								
AFRICA	12,2	12.8	13.1	1.6%								
Botswana	4.4	4.6	4.9	7.0%								
Lesotho	11.9	12.2	13.2	8.1%								
Malawi	12.3	15.8	14.4	-8.9%								
Mozambique	9.5	9.6	10.1	5.0%								
Namibia	9.2	9.4	11.7	24.0%								
eSwatini	9.8	11.7	11.1	-5.2%								
Zambia	10.6	10.3	13.0	25.6%								
Zimbabwe	16.3	17.0	17.2	1.4%								
Angola	12.4	11.2	11.6	3.4%								
DRC	14.7	16.8	15.2	-9.5%								
Ethiopia	17.2	13.1	11.8	-9.4%								
Ghana	15.0	15.6	12.1	-22.3%								
Kenya	9.8	13.6	11.9	-11.9%								
Nigeria	19.1	12.2	16.5	35.0%								
Tanzania	12.5	14.7	14.0	-4.9%								
Uganda	12.9	18.5	10.5	-43.0%								
Other Africa	15.1	14.8	16.5	11.9%								
ASIA	21.9	17.0	16.4	-3.4%								
China including Hong Kong	22.0	15.9	16.0	0.8%								
India including Hong Kong	22.0 19.9	15.9										
			15.9	-18.6%								
Jap an	13.0	15.1	12.1	-20.1%								
Malaysia	21.6	18.2	33.4	83.0%								
Singapore	14.0	9.5	19.7	108.0%								
South Korea	19.7	17.0	17.2	0.7%								
Other Asia	31.4	15.7	17.0	8.5%								
AUSTRALASIA	19.4	19.9	18.4	-7.5%								
Australia	18.7	18.8	17.8	-5.3%								
New Zealand	22.8	25.3	21.7	-14.3%								
Other Australia	28.6	0.0	20.2	-								
CENTRAL & SOUTH AMERICA	17.9	14.4	15.3	6.4%								
Argentina	19.6	17.1	18.7	9.6%								
Brazil	16.7	13.6	15.2	12.3%								
Chile	16.6	18.2	15.9	-12.9%								
Other Central & South America	19.8	15.3	11.3	-26.3%								
EUROPE	17.8	15.4	16,0	3.8%								
Austria	17.1	18.5	17.2	-6.9%								
Belgium	18.0	14.1	15.3	8.8%								
Denmark												
	16.2	16.6	17.3	4.6%								
Finlan d	18.9	13.4	14.3	7.1%								
France	16.0	14.8	14.7	-0.2%								
Germany	18.0	16.0	16.8	4.9%								
Ire land	16.2	21.8	16.2	-25.4%								
Italy	16.7	13.8	13.9	0.6%								
The Netherlands	19.6	15.8	16.7	5.9%								
Norway	20.1	15.4	14.4	-6.9%								
Portugal	15.0	12.3	16.9	37.0%								
Russian Federation	23.1	12.8	13.8	7.6%								
Spain	19.3	16.6	19.4	17.1%								
Sweden	18.1	15.1	15.1	-0.2%								
Switzerland	20.1	13.8	16.1	16.1%								
Turkey	15.6	12.4	16.3	31.8%								
Uk	17.1	15.1	15.8	5.0%								
Other Europe	20.7	15.2	14.8	-2.8%								
MIDDLE EAST	21,2	19.1	18,4	-4.0%								
United Arab Emirates	12.4	10.1	13.5	33.6%								
Other Middle East	21.6	19.7		-4.6%								
NORTH AMERICA			18.7									
	19.1	19.3	18,2	-5.8%								
Can ad a	16.1	16.0	14.4	-9.9%								
USA	19.7	20.0	19.0	-4.9%								
Other North America	0.0	13.0	3.5	-73.1%								
TOTAL	13.8	13.7	13.9	1.3%								

		ACCOMMODATION TYPE - BED NIGHTS Q4 2024									
				1 1		1	i i				
	Hotels	Guest House	BnB	Self-Catering	-	Backpa cker	Camping	Friends & Family	Air B&B		
AFRICA	1 151 252 27 656	287 665 10 766	123 726 2 596	270 562 3 410	69 356 5 758	101 068 0	3 208 0	21 614 274 248 437	83 557 1 646		
Botswana	27 656 22 568	10 766 57 429	2 596 19 506	3 410 85 819	5 /58 1 638	78 482	0	248 437 4 475 192	1 646 0		
Les otho Malawi	167 026	14 821	5 196	14 658	438	0	0	398 498	15 592		
Mozambi que	115 199	30 832	20 797	16 001	10 270	20 677	0	4 686 484	1 633		
Namibia	33 745	54 865	8 642	15 712	850	0	3 131	282 761	0		
eSwatini	45 124	11 420	9 263	6 641	1 953	0	0	2 213 632	0		
Zambia	97 804	15 786	710	28 964	5 261	1 560	59	263 539	10 212		
Zimbabwe	431 497	44 792	44 951	29 544	38 388	0	0	8 515 743	30 001		
Angola	27 406	9 638	2 102	9 097	520	0	0	47 179	0		
DRC	14 273	4 934	152	4 358	795	0	0	78 219	1 510		
Et hio pia	6 639	847	0	210	210	0	0	13 783	0		
Ghana	26 897	8 193	2 265	2 561	0	0	0	48 540	6 658		
Kenya	28 815	7 463	562	12 645	187	0	0	69 287	5 543		
Nigeria	22 673	5 077	1 295	13 988	291	349	0	63 698	1 101		
Tanzania	17 864	994	1 209	10 184	1 472	0	0	45 135	1 142		
Uganda	9 318	1 768	311	867	1 057	0	0	20 735	453		
Other Africa	56 747	8 041	4 170	15 905	268	0	18	143 412	8 067		
ASIA	164 265	35 981	6 024	36 630	15 159	1 181	738	360 853	7 073		
China including Hong Kong	48 135	6 095	1 368	6 709	4 519	487	413	83 434	3 110		
India ,	62 119	7 039	2 878	16 974	4 445	466	101	98 523	675		
Japan	20 256 2 330	2 689 2 110	874 0	4 791 0	3 947 0	228 0	0	22 326 11 464	0 300		
Malaysia	4 430	1 339	0	606	655	0	0	11 464	0		
Singapore South Korea	8 050	283	0	925	147	0	0	63 718	2 326		
Other Asia	18 945	16 427	904	6 626	1 446		223	68 464	661		
AUSTRALASIA	56 481	14 706	11 033	14 210	22 923	5 352	3 767	322 631	10 958		
Australia	50 006	12 553	8 812	14 110	18 737	5 352	3 671	257 360	6 471		
New Zealand	6 467	2 154	2 221	48	4 186	0	96	65 232	4 487		
Other Australia	9	0	0	52	0	0	0	40	0		
CENTRAL & SOUTH AMERICA	101 547	10 233	3 275	42 600	22 962	17 881	0	57 765	17 805		
Argentina	14 408	57	31	495	9 841	8 849	0	11 110	2 103		
Brazil	64 690	6 857	3 244	42 075	11 082	4 010	0	36 217	13 350		
Chile	6 447	2 465	0	0	1 002	5 021	0	3 751	2 048		
Other Central & South America	16 002	854	0	30	1 037	0	0	6 687	304		
EUROPE	1 368 216	624 407	250 750	608 672	521 817	115 091	67 980	2 547 750	155 930		
Austria	25 464	12 878	6 378	21 353	16 443	2 552	716	31 363	10 227		
Belgium	51 101	14 187	7 891	9 201	13 154	4 209	5 784	86 042	1 632		
Denmark	20 877	18 734	4 303	6 967	35 201	3 489	0	24 202	0		
Finland	10 628	1 892	210	1 245	2 376	737	0	12 928	0		
France	126 054	60 713	25 953	35 587	62 731	13 065	6 532	139 108	6 893		
Germany	352 310	173 884	82 724	174 958	149 805	56 346	18 462	460 804	49 981		
Ireland Italia	29 816	8 545	908	27 671 17 737	6 421	0	1 578	68 365 46 775	4 008 3 850		
Italy	33 783 105 441	13 112 62 923	13 166 28 593	17 737 54 935	10 518 65 935	0 2 628	1 578 14 798	46 775 208 566	3 850 7 862		
The Netherlands	13 301	8 126	8 999	34 935 4 407	5 724	0	821	208 500	8 007		
Norway Portugal	12 206	5 118	1 530	2 557	1 462	543	239	35 297	6 047		
Portugal Russian Federation	57 811	24 820	7 106	17 559	2 857	4 840	691	39 437	831		
Spain	21 718	4 173	12 577	4 516	5 459	2 388	4 257	45 396	4 252		
Sweden	33 396	11 540	5 082	32 423	14 603	6 782	1 329	38 801	3 395		
Switzerland	51 302	19 830	5 238	17 936	14 603	8 525	719	87 814	6 317		
Turkey	21 298	10 140	0	1 877	2 668	0	0	34 700	1 402		
Uk	360 239	156 194	35 904	157 161	96 419	6 994	11 366	1 068 875	37 994		
Other Europe	41 472	17 597	4 187	20 583	15 437	1 993	689	95 484	3 231		
MIDDLE EAST	20 427	5 2 2 5	403	4 6 5 9	1 239	0	0	64 669	357		
United Arab Emirates	1 193	0	0	0	0	0	0	4 900	357		
Other Middle East	19 233	5 225	403	4 659	1 239	0	0	59 769	0		
NORTH AMERICA	348 994	49 144	45 499	88 206	161 894	14 327	13 782	847 681	35 629		
Cana da	63 314	7 314	11 055	14 611	29 434	565	4 229	96 358	6 456		
USA	285 673	41 829	34 445	73 595	132 461	13 762	9 553	751 324	29 173		
Other North America	7	0	0	0	0	0	0	0	0		
TOTAL	3 211 182	1 027 361	440 711	1 065 541	815 351	254 900	89 475	25 815 623	311 309		



		ACCOMMODATION BEDNIGHTS BY PROVINCE										
					Q1 2025							
	Ga ut eng	Western Cape	Eastern Cape	Kwa Zulu-Natal	Mpuma langa	Limpopo	North West	Northern Cape	Free State			
Hotels	1 370 227	1 295 473	85 777	234 318	129 822	37 378	43 849	11 164	3 174			
Guest house	228 904	537 099	65 507	38 446	69 336	20 026	13 773	13 221	41 049			
Bed & Breakfast	118 175	221 026	25 651	41 050	17 429	4 141	6 277	3 079	3 882			
Game Lodges	47 099	27 317	73 115	40 085	341 576	217 938	42 501	18 720	7 000			
Self Catering Units	169 504	679 600	58 107	49 075	19 216	7 191	7 666	1 401	73 781			
Friends/Family	11 778 258	2 017 082	694 147	1 360 509	5 570 967	434 117	943 428	194 998	2 822 115			
Backpacker hostels	4 892	76 026	27 898	6 140	44 067	30 679	15 364	0	49 834			
Camping/cara vanning	804	24 838	6 086	9 818	22 774	17 573	2 761	3 276	1 545			
Hospital	5 086	4 723	0	0	0	0	0	0	1 198			
Train/Ship etc	715	20 501	7 704	9 160	0	0	0	0	0			
AirBnB	83 497	193 234	11 589	14 726	4 460	0	92	834	2 876			
Couch	631	0	0	0	0	0	0	0	0			
Ot her	1 008 372	187 056	80 028	212 560	78 189	67 396	72 645	4 704	209 005			

			A	CCOMMODATION	LENGTH OF STA	Y BY PROVINCE			
					Q1 2025				
	Ga ut eng	Western Cape	Eastern Cape	Kwa Zulu-Na tal	Mpuma langa	Limpopo	North West	Northern Cape	Free State
Hotels	3.4	6.7	4.3	2.2	0.5	1.9	1.1	1.3	0.0
Guest house	1.4	7.8	5.8	0.4	0.3	1.4	0.4	1.6	0.4
Bed & Breakfast	0.7	5.3	3.6	0.5	0.1	0.3	0.2	0.4	0.0
Game Lodges	0.3	1.0	4.7	0.5	1.1	5.5	1.0	2.3	0.1
Self Catering Units	1.1	11.1	6.9	0.6	0.1	0.6	0.2	0.2	0.7
Friends/Family	17.2	15.5	17.6	11.2	10.4	10.2	15.5	17.2	11.2
Backpacker hostels	0.0	2.8	5.0	0.1	0.2	2.5	0.5	0.0	0.5
Camping/cara vanning	0.0	1.0	1.2	0.1	0.1	1.3	0.1	0.5	0.0
Hospital	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Train/Ship etc	0.0	0.8	1.1	0.1	0.0	0.0	0.0	0.0	0.0
AirBnB	8.6	12.0	5.8	9.2	6.5	0.0	2.1	9.2	13.0
Couch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ot her	5.0	7.1	10.0	2.7	0.3	2.9	1.7	0.7	2.0





PURPOSE OF VISIT (CATEGORIES)									
				2025					
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	10.4%	4.6%	5.7%	5.9%	2.5%	1.5%	64.3%	1.1%	4.1%
Botswana	16.2%	2.3%	11.2%	31.4%	3.7%	0.7%	26.4%	4.8%	3.3%
Lesotho	1.3%	0.5%	0.4%	0.1%	0.4%	0.8%	90.7%	0.3%	5.6%
Malawi	9.3%	3.7%	37.3%	13.8%	3.2%	0.5%	27.4%	1.6%	3.1%
Mozambique	16.7%	9.3%	3.1%	0.6%	0.8%	0.9%	67.9%	0.0%	0.7%
Namibia	23.3%	0.2%	4.2%	13.0%	6.4%	1.7%	41.2%	1.9%	8.1%
Eswatini	9.2%	0.0%	2.4%	2.4%	0.3%	1.0%	75.6%	1.9%	7.0%
Zambia	8.7%	3.4%	24.1%	18.9%	6.9%	1.0%	27.6%	3.4%	6.1%
Zimbabwe	8.8%	6.4%	8.2%	9.1%	3.6%	2.6%	56.3%	1.3%	3.7%
Angola	26.5%	1.0%	0.5%	11.4%	13.9%	17.8%	19.9%	1.0%	8.1%
DRC	11.3%	1.9%	1.0%	2.9%	13.4%	3.8%	54.2%	1.0%	10.5%
Ethiopia	14.9%	0.0%	1.7%	12.0%	24.4%	0.0%	30.1%	1.6%	15.3%
Gh an a	30.8%	0.0%	1.2%	13.7%	17.6%	0.0%	18.7%	0.0%	18.1%
Ke nya	15.5% 21.7%	0.0% 0.0%	1.4% 0.0%	14.9% 10.1%	20.5% 20.6%	1.7% 0.8%	25.1% 28.0%	3.3% 1.6%	17.8% 17.2%
Nigeria Tanzania	19.2%	0.0%	4.9%	10.1%	20.6%	1.7%	27.3%	0.8%	17.2%
Uganda	18.5%	1.5%	1.6%	1.6%	20.1%	1.6%	30.0%	3.1%	19.5%
Other Africa	14.9%	0.7%	0.5%	16.4%	14.1%	1.6%	38.7%	0.5%	12.7%
ASIA	14.6%	0.1%	0.1%	22.3%	19.9%	0.5%	34.3%	0.7%	7.5%
China including Hong Kong	12.1%	0.3%	0.0%	25.4%	21.0%	0.0%	36.8%	0.0%	4.5%
India	15.0%	0.0%	0.3%	28.9%	20.3%	0.3%	25.9%	1.4%	8.0%
Japan	18.5%	0.0%	0.0%	18.1%	29.9%	0.0%	29.0%	1.0%	3.5%
Malaysia	8.1%	0.0%	0.0%	20.4%	4.2%	0.0%	50.5%	3.9%	12.9%
Singapore	30.9%	0.0%	0.0%	13.6%	23.9%	0.0%	27.3%	0.0%	4.3%
South Kore a	7.1%	0.0%	0.0%	9.1%	13.7%	0.0%	63.5%	0.0%	6.6%
Other Asia	18.1%	0.0%	0.0%	16.6%	16.7%	2.6%	31.4%	0.5%	14.1%
AUSTRALASIA	27.9%	0.0%	0.0%	4.1%	3.3%	0.0%	59.3%	0.0%	5.4%
Australia	29.6%	0.0%	0.0%	4.3%	2.7%	0.0%	58.1%	0.0%	5.3%
New Zealand	19.3%	0.0%	0.0%	3.3%	6.2%	0.0%	65.5%	0.0%	5.7%
Other Australia	0.0%	0.0%	0.0%	0.0%	26.7%	0.0%	46.7%	0.0%	26.7%
CENTRAL & SOUTH AMERICA	51.9%	0.0%	0.0%	12.3%	9.9%	0.0%	14.3%	0.1%	11.6%
Argentina	56.5%	0.0%	0.0%	7.3%	12.2%	0.0%	15.0%	0.0%	9.1%
Brazil	52.3%	0.0%	0.0%	11.1%	9.7%	0.0%	13.1%	0.0%	13.7%
Chile	56.7%	0.0%	0.0%	5.1%	12.3%	0.0%	14.9%	0.0%	10.9%
Other Central & South America	41.2%	0.0%	0.0%	29.3%	6.4%	0.0%	19.7%	0.5%	2.8%
EUROPE	46.9%	0.1%	0.0%	10.5%	7.0%	0.2%	30.9%	0.3%	4.0%
Austria	55.6%	0.0%	0.0%	10.0%	3.1%	0.0%	23.6%	0.0%	7.6%
Belgium Denmark	42.3% 63.3%	0.5% 0.0%	0.0% 0.0%	8.5% 6.9%	11.8% 7.2%	0.0% 0.0%	32.8% 15.1%	0.0% 0.0%	4.1% 7.4%
Finland	48.9%	0.0%	0.0%	10.3%	7.2% 17.9%	0.0%	22.9%	0.0%	0.0%
France	55.6%	0.0%	0.0%	11.9%	7.6%	0.0%	21.4%	0.0%	3.2%
Germany	55.7%	0.0%	0.0%	11.1%	6.2%	0.1%	22.4%	0.0%	4.5%
Ire land	42.2%	0.0%	0.0%	7.8%	1.1%	0.0%	43.3%	0.0%	5.5%
Italy	48.9%	0.0%	0.0%	14.2%	10.7%	0.0%	24.0%	0.5%	1.8%
The Netherlands	47.7%	0.0%	0.0%	10.7%	6.8%	0.4%	28.4%	0.5%	5.5%
Norway	51.6%	0.0%	0.0%	17.8%	4.4%	0.0%	18.6%	1.6%	6.0%
Portugal	32.6%	1.7%	0.0%	19.3%	12.5%	0.8%	31.5%	0.8%	0.8%
Russian Federation	41.8%	0.0%	0.0%	23.7%	13.7%	0.0%	17.1%	1.2%	2.4%
Spain	45.4%	0.0%	0.0%	9.5%	13.0%	0.0%	27.3%	0.0%	4.8%
Sweden	52.2%	0.0%	0.0%	9.7%	11.2%	0.0%	20.8%	0.8%	5.4%
Switzerland	50.1%	0.0%	0.0%	8.1%	5.5%	0.6%	31.3%	0.6%	3.8%
Turkey	30.8%	0.0%	0.0%	24.9%	13.3%	0.0%	29.0%	0.0%	2.0%
Uk	38.7%	0.2%	0.1%	7.4%	5.4%	0.3%	44.1%	0.5%	3.4%
Other Europe	38.1%	1.1%	0.0%	16.5%	11.1%	0.0%	29.0%	0.0%	4.2%
MIDDLE EAST	19.8%	0.0%	0.0%	21.9%	5.0%	1.3%	46.8%	0.0%	5.1%
United Arab Emirates	38.8%	0.0%	0.0%	8.5%	10.1%	0.0%	42.5%	0.0%	0.0%
Other Middle East	18.3%	0.0%	0.0%	23.0%	4.6%	1.5%	47.2%	0.0%	5.5%
NORTH AMERICA	46.3%	0.0%	0.1%	9.1%	7.1%	0.4%	29.9%	1.4%	5.7%
Can ad a	50.2%	0.0%	0.0%	2.7%	12.3%	1.7%	27.8%	0.5%	4.7%
USA	45.5%	0.0%	0.2%	10.4%	6.0%	0.2%	30.4%	1.5%	5.9%
Other North America	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
TOTAL	18.2%	3.6%	4.3%	7.1%	3.8%	1.2%	56.6%	0.9%	4.3%



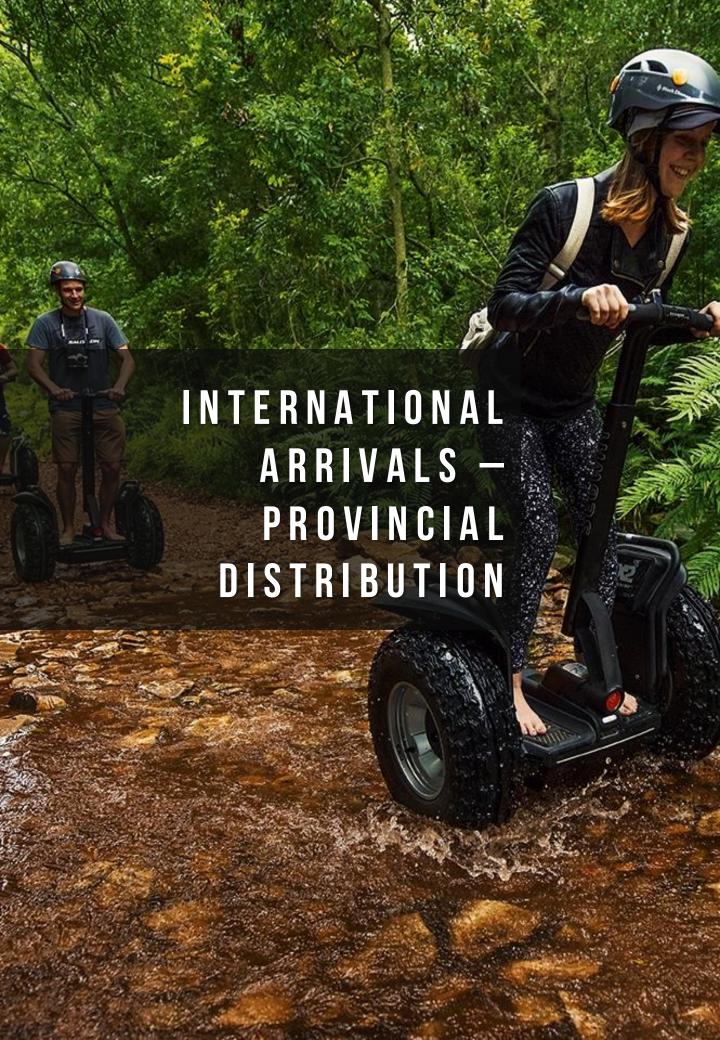
		REPEAT VISITS BY CO	UNTRY					
	First timers	Q1 2025 2 - 3 times	4 - 5 times	6 - 9 times	10 times or more			
Africa	6.9%	12.9%	9.3%	7.9%	37.2%			
Botswana	7.8%	5.9%	5.4%	4.5%	39.9%			
Lesotho	0.3%	3.8%	3.8%	1.0%	45.9%			
Malawi	12.6%	11.9%	11.9%	6.1%	49.9%			
Mozambique	8.9%	17.1%	8.6%	7.4%	5.6%			
Namibia	2.5%	11.7%	9.2%	11.3%	65.3%			
Swaziland	1.7%	11.3%	11.3%	13.9%	49.1%			
Zambia	10.3%	16.7%	9.4%	9.6%	44.0%			
Zimbabwe	7.9%	15.8%	12.4%	10.2%	51.9%			
Angola Democratic Republic of Congo	16.6% 26.7%	11.4% 14.2%	18.0% 9.7%	14.8% 10.4%	39.1% 39.0%			
Ethiopia	41.3%	10.4%	12.9%	12.4%	23.1%			
Ghana	52.2%	23.8%	6.4%	11.4%	6.3%			
Kenya	35.3%	25.7%	12.7%	10.5%	15.7%			
Nigeria	47.7%	15.3%	11.2%	13.3%	12.6%			
Tanzania	20.7%	19.5%	14.3%	14.9%	30.5%			
Uganda	47.8%	19.2%	6.9%	8.1%	18.1%			
Other Africa	25.7%	31.1%	17.1%	14.5%	11.6%			
Asia	39.5%	23.6%	14.8%	11.8%	10.3%			
China including Hong Kong	30.3%	17.6%	17.8%	21.3%	13.1%			
India	41.4%	30.5%	14.9%	5.8%	7.3%			
Jap an	41.5%	20.8%	19.8%	9.5%	8.5%			
Malaysia	49.1%	8.5%	25.3%	8.5%	8.6%			
Singapore South Korea	56.0%	22.4%	3.2%	7.6%	10.8%			
Other Asia	34.9% 47.3%	30.4% 18.2%	9.2% 10.5%	15.8% 10.1%	9.8% 14.0%			
Australasia	35.1%	23.6%	13.2%	14.1%	13.9%			
Australia	34.9%	23.0%	12.4%	14.8%	14.9%			
New Zealand	36.2%	27.0%	17.8%	10.5%	8.6%			
Other Australasia	53.3%	20.0%	26.7%	0.0%	0.0%			
South America	65,7%	16.7%	9.0%	5.3%	3.3%			
Argentina	54.8%	27.0%	10.3%	3.0%	5.0%			
Brazil	67.7%	14.6%	9.2%	6.6%	2.0%			
Chile	74.5%	5.7%	8.9%	4.0%	6.9%			
Other Central & South America	62.6%	22.8%	6.3%	1.6%	6.8%			
Europe	44.7%	24.6%	11.6%	9.2%	9.9%			
Austria Belgium	47.7%	22.9%	12.2%	10.5%	6.8%			
Denmark	55.2% 53.7%	19.8% 27.3%	9.6% 10.7%	5.4% 2.5%	10.0% 5.8%			
Finland	46.3%	25.5%	15.3%	7.8%	5.1%			
France	52.7%	25.9%	10.2%	6.0%	5.1%			
Germany	49.3%	24.8%	11.8%	7.7%	6.4%			
Ire land	37.8%	25.5%	11.1%	8.9%	16.7%			
Italy	47.9%	28.2%	11.6%	6.6%	5.7%			
Netherlands	43.8%	28.7%	10.3%	9.6%	7.6%			
Norway	53.4%	20.2%	9.4%	5.4%	11.6%			
Portugal	36.8%	19.2%	11.7%	14.8%	17.5%			
Russian Fed	40.5%	31.8%	13.2%	11.8%	2.7%			
Spain	52.5%	28.5%	8.4%	5.7%	4.9%			
Sweden Switzerland	48.9%	25.6% 26.5%	12.2%	5.2%	8.0%			
Turkey	46.9% 30.8%	40.0%	10.5% 22.9%	5.6%	10.5% 4.1%			
UK	37.0%	21.8%	12.3%	2.2% 12.9%	16.0%			
Other Europe	52.3%	23.4%	9.8%	7.2%	7.3%			
Middle East	40.9%	11.0%	10.7%	16.3%	21.0%			
UAE	29.3%	12.8%	7.6%	10.1%	40.2%			
Other Middle East	41.8%	10.9%	11.0%	16.8%	19.5%			
North America	49.1%	20.8%	12.0%	9.3%	8.8%			
Can ad a	55.3%	19.5%	10.3%	7.8%	7.2%			
USA	47.8%	21.1%	12.4%	9.6%	9.1%			
Other North America	50.0%	0.0%	50.0%	0.0%	0.0%			
TOTAL	16.0%	15.4%	9.9%	8.3%	30.7%			



AGE CATEGORIES							
			21 2025				
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	17.1%	21,4%	14,9%	19.2%	19.5%	5.8%	2,2%
Botswana	4.2%	13.8%	15.0%	22.7%	32.3%	7.8%	4.4%
Lesotho	26.2%	31.8%	16.4%	12.7%	10.7%	1.7%	0.6%
Malawi	4.5%	15.4%	18.5%	19.9%	32.5%	7.4%	1.8%
Mozambique	16.5%	27.0%	13.1%	19.8%	17.7%	5.1%	0.7%
Namibia	4.9%	12.3%	11.1%	19.8%	24.4%	14.4%	13.1%
eSwatini	29.2%	24.9%	18.0%	15.2%	11.6%	1.1%	0.0%
Zambia	6.8%	14.1%	13.7%	23.1%	28.4%	11.7%	2.1%
Zimbabwe	12.9%	11.7%	13.5%	22.8%	25.6%	9.6%	3.9%
Angola DRC	3.8% 7.5%	13.9% 17.2%	22.8% 12.3%	26.6% 19.0%	22.0% 28.6%	5.2% 8.6%	5.7% 6.8%
Ethiopia	3.3%	17.2%	12.3%	33.5%	28.6%	4.9%	3.3%
Ghana	5.0%	27.7%	21.2%	24.6%	16.4%	5.0%	0.0%
Ke nya	7.9%	18.0%	19.1%	33.2%	16.1%	2.3%	3.3%
Nigeria	6.9%	19.1%	17.6%	25.0%	23.0%	5.7%	2.7%
Tanzania	6.7%	17.7%	22.4%	23.0%	22.8%	4.1%	3.3%
Uganda	6.2%	21.9%	22.8%	17.3%	23.8%	5.0%	3.1%
Other Africa	4.0%	14.1%	26.6%	27.1%	18.8%	4.7%	4.7%
ASIA	8.3%	18.5%	19.8%	24.4%	20.4%	5.3%	3.4%
Chin a including Hong Kong	6.7%	18.9%	22.8%	26.8%	19.1%	4.6%	1.1%
India	7.1%	16.6%	20.1%	22.4%	25.6%	5.2%	2.9%
Japan	10.6%	11.5%	18.4%	31.8%	16.5%	5.9%	5.4%
Malaysia	4.2%	8.3%	16.9%	36.5%	21.5%	4.4%	8.3%
Singapore	0.0%	16.8%	4.3%	20.1%	16.4%	31.0%	11.4%
South Korea Other Asia	8.6% 13.4%	29.3% 21.4%	20.7% 17.9%	20.8% 20.8%	13.5% 18.9%	3.9% 2.7%	3.3% 4.9%
AUSTRALASIA	10.4%	15.0%	12.7%	13.3%	23.7%	14.2%	10.7%
Australia	12.0%	15.4%	11.7%	11.7%	24.6%	13.1%	11.5%
New Zealand	2.1%	12.6%	17.9%	21.9%	18.8%	19.9%	6.7%
Other Australia	53.3%	0.0%	0.0%	46.7%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	12.7%	21.1%	19.6%	21.4%	16.2%	4.6%	4.3%
Argentina	15.6%	10.2%	15.3%	23.1%	20.9%	9.9%	5.0%
Brazil	12.0%	24.2%	19.5%	23.2%	13.4%	4.0%	3.7%
Chile	23.9%	18.7%	4.0%	12.6%	32.5%	2.3%	6.0%
Other Central & South America	6.9%	18.0%	34.9%	13.7%	17.1%	3.2%	6.1%
EUROPE	6.7%	15,1%	14,4%	17.3%	23.6%	11.1%	11.8%
Austria	10.3%	15.3%	11.4%	19.0%	14.8%	18.2%	11.0%
Be lgium	6.1%	16.0%	8.5%	20.3%	29.5%	11.9%	7.7%
Denmark Fielen d	6.5%	8.5%	16.3%	14.6%	25.6%	19.2%	9.3%
Finland France	10.1%	5.2%	17.9%	7.7%	25.5% 25.3%	10.3%	23.3%
France Germany	7.6% 7.5%	15.6% 15.6%	13.4% 14.1%	17.0% 15.6%	25.3%	9.5% 10.9%	11.7% 11.4%
Ire land	5.6%	18.9%	15.6%	11.1%	18.9%	10.9%	18.9%
Italy	6.6%	18.4%	15.1%	18.3%	21.7%	13.3%	6.7%
The Netherlands	6.1%	17.1%	15.1%	17.2%	23.6%	10.5%	10.4%
Norway	5.2%	20.0%	24.2%	17.0%	10.6%	6.6%	16.4%
Portugal	5.8%	15.9%	14.2%	19.2%	31.6%	8.4%	5.0%
Russian Federation	2.4%	17.4%	23.6%	26.4%	20.0%	5.2%	4.9%
Spain	5.6%	20.9%	24.0%	16.2%	13.3%	10.3%	9.6%
Sweden	6.0%	14.0%	4.9%	17.9%	28.9%	13.9%	14.5%
Switzerland	7.4%	13.6%	16.8%	15.7%	32.1%	7.7%	6.7%
Turkey	0.0%	13.9%	17.8%	35.9%	16.7%	11.4%	4.3%
Uk Other Furone	6.5%	13.8%	12.9%	17.2%	23.3%	11.6%	14.6%
Other Europe	8.6% 6.9%	12.3% 13.4%	22.1% 10.7%	20.0% 37.0%	17.0% 16.4%	12.3%	7.7% 5.3%
United Arab Emirates	15.1%	26.3%	7.6%	37.0%	39.9%	10.4% 4.3%	3.3%
Other Middle East	6.2%	12.4%	11.0%	39.6%	14.5%	10.9%	5.4%
NORTH AMERICA	7.1%	13.1%	14.9%	15.4%	23.7%	12.0%	13.9%
Can ad a	4.5%	6.9%	11.2%	16.1%	25.3%	17.4%	18.6%
USA	7.7%	14.4%	15.6%	15.2%	23.4%	10.9%	12.9%
Other North America	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	14.8%	19.9%	14.9%	18.8%	20.3%	7.0%	4.3%



EUROPE 16.1% 25.9% 46.1% 18.5% 12.3% 71.5% 21.0% 17.1% 40.7% 11.4% 60.1% 65.4% 27.3% 63.8% 56.8% Austria 0.3% 0.6% 0.8% 0.8% 0.0% 1.8% 0.0% 1.8% 0.4% 0.4% 0.7% 0.5% 1.4% 1.5% 0.0% 1.3% 1.3% 1.3% 1.3% 0.6% 0.8% 0.9% 0.6% 0.0% 2.1% 0.6% 0.2% 1.5% 0.3% 0.5% 0.3% 0.0% 1.9% 1.6% 0.7% 1.5% 0.3% 1.0% 1.5% 0.0% 1.9% 1.8% 0.6% 0.2% 0.3% 0.5% 0.3% 0.5% 0.3% 1.0% 1.5% 0.5% 0.3% 1.0% 1.5% 0.5% 0.3% 1.0% 1.5% 0.0% 1.9% 1.8% 0.6% 0.2% 0.3% 0.5% 0.3% 0.5% 0.3% 0.0% 0.2% 0.3% 0.5% 0.3% 0.0% 0.2% 0.3% 0.5% 0.3% 0.0% 0.2% 0.3% 0.0% 0.2% 0.3% 0.0% 0.4% 0.0% 0.1% 0.3% 0.0% 0.2% 0.3% 0.0% 0.2% 0.3% 0.0% 0.3% 0.2% 0.0% 1.9% 1.6% 0.0% 0.9% 0.6% 6.2% 0.9% 1.3% 0.0% 0.5% 0.3% 0.0% 0.2% 0.3% 0.0% 0.2% 0.3% 0.0% 0.2% 0.3% 0.0% 0.2% 0.3% 0.0% 0.2% 0.3% 0.0% 0.5% 0.3% 0.0% 0.2% 0.3% 0.0% 0.5% 0.3% 0.0% 0.2% 0.3% 0.0% 0.5% 0.3% 0.0% 0.2% 0.3% 0.0% 0.5% 0.3% 0.0% 0.2% 0.3% 0.0% 0.3% 0.2% 0.2% 0.3% 0.0% 0.6% 0.8% 1.6% 0.0% 0.0% 0.6% 0.4% 0.8% 1.4% 1.8% 1.5% 1.4% 1.45% 1.44 1.45% 0.4% 0.5% 0.9% 0.3% 0.9% 0.3% 0.9% 0.3% 0.4% 1.7% 0.6% 0.7% 1.3% 0.1% 1.7% 1.6% 0.0% 1.3% 1.0% 0.5% 0.3% 0.2% 0.2% 0.3% 0.9% 0.3% 0.2% 0.3% 0.2% 0.3% 0.0% 0.4% 0.6% 0.1% 0.1% 0.1% 0.0% 1.0% 0.6% 0.2% 0.0% 0.5% 0.5% 0.9% 0.0% 0.0% 0.6% 0.2% 0.9% 1.0% 1.3% 1.0% 0.7% 0.5% 0.2% 0.0% 0.5% 0.5% 0.0% 0.0% 0.6% 0.2% 0.9% 1.0% 1.3% 1.0% 0.7% 0.5% 0.3% 0.2% 0.2% 0.4% 0.0% 0.2% 0.4% 0.5% 0.3% 0.2% 0.0% 0.4% 0.5% 0.3% 1.6% 1.9% 0.8% 0.9% 0.0% 0.5% 0.5% 0.5% 0.0% 0.5% 0.5% 0.0% 0.5% 0.5		ACTIVITIES UNDERTAKEN														
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Intersement 2,4x		Shopping	Night life		Tra ding		Adventure			Business	training	historical and	Wildlife	Hunting	natural	Beach
Liscotton	AFRICA	76.1%	63.3%	34.0%	78.3%	76.2%	7.3%	72.0%	74.2%	35.8%	78.7%	14.4%	8.6%	26.2%	11.6%	24.6%
Malborf	Botswana															
Meanshage																
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Eventary 51	·						l .									
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DRC							l .									
Ethiopia	Angola	0.4%	0.6%	0.5%	0.2%	1.1%	0.5%	0.2%	0.1%	1.3%	0.8%	0.4%	0.2%	0.0%	0.6%	0.6%
Grams Gr	DRC	0.3%	0.3%	0.5%	0.2%	0.9%	0.0%	0.3%	0.2%	0.8%	0.5%	0.2%	0.0%	0.0%	0.2%	0.1%
Merys	Et hio pia	0.1%					l .					0.1%			0.1%	
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Japana 0.28 0.28 0.58 0.28 0.28 0.08 0.28 0.08 0.08 0.18 1.38 0.38 0.38 0.38 0.08 0.48 0.28	China including Hong Kong	0.4%	0.6%	0.9%	0.4%	0.6%	0.8%	0.4%	0.4%	3.0%	0.3%	1.0%	0.8%	0.0%	0.8%	0.8%
Malaysia	India	0.6%	0.5%	1.8%	0.2%	1.3%	0.7%	0.2%	0.7%	4.1%	1.3%	1.2%	0.8%	1.7%	1.2%	
Singapone	·						l .									
South Krees	*															
Olther Asia 0.3% 0.3% 0.3% 0.1% 0.0% 0.3% 0.2% 0.2% 0.2% 0.5% 0.4% 0.6% 0.8% 0.4% 0.0% 0.8% 0.4% 0.0% 3.0% 2.0% 1.3% 1.1% 1.3% 0.6% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.0% 3.3% 3.0% 3.3% 3.0% 2.0% 2.2% 2.2% 2.2% 0.0%	- '						l .									
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CENTRALE SOUTH AMERICA O.9% O.9% O.2% O.3% O.0%	New Zealand	0.2%	0.1%	0.5%	0.1%	0.4%	0.4%	0.9%	0.0%	0.2%	0.3%	0.4%	0.4%	0.0%	0.5%	0.4%
Argentina 0.1% 0.2% 0.3% 0.0% 0.2% 0.4% 0.0% 0.0% 0.4% 0.3% 0.5% 0.5% 0.0% 0.5% 0.4% 0.4% 0.6% 0.9% 1.9% 0.0% 1.3% 1.3% 1.3% 0.0% 0.4% 1.6% 1.9% 3.0% 2.6% 0.0% 2.1% 1.6% 0.1% 0.0% 0.4% 0.1% 0.0% 0.2% 0.2% 0.1% 0.0% 0.3% 0.4% 0.0% 0.5% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0																
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Other Central & South America 0.1% 0.1% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.3% 0.4% 0.0% 0.3% 0.2½ EUROPE 16.1% 25.9% 46.1% 18.5% 12.3% 71.5% 21.0% 17.1% 40.7% 11.4% 60.1% 65.4% 27.3% 63.8% 56.8% Austria 0.3% 0.6% 0.8% 0.9% 0.0% 0.1% 0.7% 0.7% 0.5% 1.4% 1.5% 0.0% 1.3% 1.3% 1.4% 0.6% 0.2% 0.0% 1.1% 0.6% 0.2% 1.5% 0.0% 1.1% 0.7% 0.7% 0.5% 0.4% 1.5% 0.0% 1.3% 1.3% 0.0% 1.3% 0.0% 0.1% 0.2% 0.3% 0.5% 0.0% 1.3% 0.8% 1.3% 0.0% 1.3% 0.8% 1.0% 0.0% 0.5% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.2% 0.3% 0.0%																
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Ireland					0.9%	0.6%		0.9%						2.7%		
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Uk 5.0% 9.0% 14.3% 6.9% 6.9% 20.8% 7.4% 7.1% 9.5% 2.7% 15.7% 16.8% 2.6% 17.7% 16.9% Other Europe 0.6% 0.2% 1.0% 0.1% 0.3% 2.3% 2.0% 0.4% 1.8% 0.5% 2.0% 2.1% 2.6% 1.9% 1.9% MIDDLE EAST 0.3% 0.5% 0.4% 0.1% 1.0% 0.6% 0.3% 0.5% 0.3% 0.0% 0.0% 0.8% 0.5% United Arab Emirates 0.0% 0.0% 0.0% 0.0% 0.0% 0.1% 0.1% 0.0%	Switzerland															
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NORTH AMERICA 3.8% 5.7% 9.5% 2.0% 3.7% 13.0% 3.7% 4.9% 8.6% 3.9% 14.4% 16.1% 44.8% 13.8% 9.9% Cana da 0.6% 0.9% 1.4% 0.5% 0.9% 2.3% 0.6% 1.0% 1.3% 0.5% 2.6% 2.8% 1.3% 2.6% 2.2% USA 3.2% 4.8% 8.1% 1.6% 2.8% 10.8% 3.1% 3.9% 7.3% 3.4% 11.8% 13.2% 43.5% 11.2% 7.8%																
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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% 100.0% 100.0%	USA	3.2%	4.8%	8.1%	1.6%	2.8%	10.8%	3.1%	3.9%	7.3%	3.4%	11.8%	13.2%	43.5%	11.2%	7.8%
	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	NAL TOURIST ARI	RIVALS - PROVINC	IAL DISTRIBUTIO	ıN			
					Q1 2025				
	Ga ut eng	Western Cape	Eastern Cape	Kwa Zulu- Natal	Mpuma langa	Limpopo	North West	Northern Cape	Free State
Africa	831 590	83 638	22 594	136 108	556 415	52 7 53	70 704	11 042	271 213
Botswana	35 416	1 462	2 961	4 952	3 354	15 497	23 441	0	2 459
Les otho	76 854	13 459	3 690	7 667	3 537	1 094	18 127	5 365	259 599
Malawi	46 156	3 795	965	1 835	3 119	784	737	0	737
Mozambi que	59 777	3 709	171	2 097	431 269	2 905	2 237	171	1 450
Namibia	11 128	21 586	792	1 490	623	415	1 369	4 464	828
Swaziland	40 482	334	554	72 474	99 812	1 790	3 271	0	677
Zambia	28 018	2 251	789	5 453	1 043	1 265	521	0	61
Zimbabwe	485 074	21 179	10 234	34 126	11 480	28 378	19 011	844	4 608
Angola Democratic Republic of Congo	6 271 5 893	2 427 1 292	210 151	374 381	41 229	81 0	123 458	0	43 229
Ethiopia	5 893 1 258	373	225	240	61	0 31	458 24	0	0
Ghana	5 133	373 2 494	0	870	488	106	91	0	106
Kenya	8 038	2 130	448	1 117	366	96	427	0	96
Ni geria	4 780	1 655	290	684	184	135	78	0	27
Tanzania	5 019	663	153	756	147	104	356	104	49
Uganda	2 813	789	168	207	0	0	0	0	0
Other Africa	9 482	4 041	792	1 384	660	73	431	94	245
Asia	27 099	13 189	2 943	5 750	2 548	1 092	2 351	321	1 026
China including Hong Kong	7 407	2 991	542	1 050	488	248	248	244	185
India	8 231	3 840	892	2 847	998	201	741	0	346
Japan	3 305	1 281	157	277	268	229	256	0	97
Malaysia	708	561	44	48	44	0	44	0	0
Singapore	658	527	52	52	150	52	90	0	0
South Korea	2 843	1 440	320	364	196	74	268	0	270
Other Asia	3 947	2 549	937	1 112	405	289	703	77	130
Australasia	13 736	12 857	3 815	3 753	3 540	1 611	2 076	470	856
Australia	11 437	11 035	3 461	3 386	3 186	1 177	1 525	470	816
New Zealand	2 297	1 821	354	366	354	433	551	0	40
Other Australasia South America	3 13 692	1 10 444	0 1 692	0 1 190	0 3 777	1 1 555	0 2 140	268	0 187
Argentina	1 836	1 513	432	1 190 294	778	151	2 140	268 0	32
Brazil	9 382	7 260	886	655	2 240	1 311	1 577	231	155
Chile	997	716	142	54	397	92	196	0	0
Other Central & South America	1 477	955	232	186	362	1	87	37	0
Europe	151 396	245 266	50 695	37 216	51 962	28 421	13 982	4 287	5 720
Austria	2 410	4 969	1 115	913	935	868	367	0	239
Belgium	5 507	7 720	998	588	2 127	1 432	294	135	92
Denmark	1 741	3 304	753	272	1 216	1 670	224	376	0
Finland	990	1 159	0	167	275	165	109	0	216
France	13 628	20 063	2 712	3 441	7 105	2 536	1 232	687	360
Germany	29 653	61 075	14 990	9 428	15 037	6 386	2 507	1 013	2 031
Ireland	3 912	5 044	1 647	1 029	1 136	410	309	0	207
Italy	3 994	5 991	1 216	510	1 165	597	694	234	319
Ne ther lands	11 760	22 077	4 775	2 906	5 904	3 408	802	387	172
Norway	1 714	3 080	578	569	494	316	452	73	0
Portugal	2 151	2 457	484	313	311	33	208	35	69
Russian Fed	5 803	5 738	1 219	151	804	444	142	293	0
Spain Sweden	2 373	3 415	604	203	670	418	364 490	228	108
Sweden Switzerland	2 839 4 043	6 759 9 379	1 067 2 522	781 1.067	1 690	905 1 171	680 411	0	126 58
Turkey	4 043 2 122	9 379 2 546	698	1 067 462	1 369 442	0	0	0	58 0
UK	49 924	73 154	13 599	12 930	10 206	7 050	4 427	746	1 365
Other Europe	6 832	73 134	1 719	1 485	1 075	614	759	80	357
Middle East	3 068	3 182	372	515	251	275	532	105	113
UAE	237	199	0	77	0	0	0	0	16
Other Middle East	2 831	2 983	372	438	251	275	532	105	97
North America	45 172	48 375	8 797	9 609	18 921	10 235	4 402	1 294	2 206
Cana da	6 520	9 469	1 960	2 167	3 587	1 233	403	68	157
USA	38 652	38 905	6 837	7 441	15 334	9 002	4 000	1 227	2 049
TOTAL	1 085 752	416 950	90 908	194 140	637 415	95 942	96 187	17 786	281 321



	GAUTE	ENG TOP 20 ATTRAC	TIONS
	Q1 2019	Q1 2024	Q1 2025
Sandton City / Mandela Square	41.4%	45.8%	47.1%
Mall of Africa	5.5%	16.8%	17.5%
Did not visit any attraction	18.8%	16.0%	14.9%
Apartheid Museum	19.6%	15.3%	13.2%
Menlyn Maine Shopping Centre	0.0%	12.5%	13.0%
Mandela House (Soweto)	13.8%	12.7%	11.0%
Tour of Soweto	13.0%	12.0%	9.9%
Eastgate Mall	12.0%	11.4%	9.2%
Rose bank	3.8%	5.3%	5.6%
Constitution Hill	6.7%	6.8%	5.5%
Rhino and Lion Nature Reserve	11.3%	4.6%	5.0%
Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	7.1%	5.1%	4.1%
Fourways	1.2%	2.6%	3.5%
Union Buildings	6.0%	5.0%	3.4%
Montecasino	0.0%	1.8%	2.2%
Newtown Market Theatre	1.5%	2.2%	2.2%
Cullinan Diamond Mine	0.9%	1.2%	2.1%
Eastrand Mall	2.0%	2.1%	2.0%
Walter Sisulu Botanical Gardens	1.9%	2.1%	1.9%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	5.5%	3.0%	1.9%
Braamfontein Neighbour Goods Market	6.5%	3.4%	1.8%

	WESTERN CAPE TOP 20 ATTRACTIONS			
	Q1 2019	Q1 2024	Q1 2025	
V&A Waterfront	73.8%	78.7%	71.3%	
Cape Town Central City	62.8%	63.6%	62.1%	
Camps Bay	55.3%	60.8%	57.9%	
Boulder National Park	44.5%	54.3%	55.6%	
The Cape Winelands	49.2%	55.8%	51.5%	
Cape Point	57.0%	53.8%	51.1%	
Table Mountain Cableway	51.9%	53.2%	48.3%	
Clifton Beach	33.1%	29.5%	31.1%	
Kirstenbosch Botanical Gardens	33.5%	34.8%	30.6%	
Lion's Head	0.5%	30.9%	30.6%	
Canal Walk Shopping Centre	0.7%	30.3%	29.0%	
Muizenberg Beach	18.2%	22.9%	25.2%	
The Garden Route	33.4%	28.6%	24.0%	
Table Mountain (not cableway)	32.8%	23.2%	22.0%	
Hermanus	14.6%	19.0%	18.3%	
Robben Island	20.3%	20.4%	15.9%	
Cango Caves	8.3%	12.6%	12.2%	
Tsitsikamma National Park	16.7%	17.2%	11.0%	
Cape Agulhas	7.9%	12.8%	9.7%	
Cape Town Ostrich Ranch / Cape Point Ostrich Farms	6.6%	10.3%	8.1%	

The Karoo / Karoo National Park

9.8%

7.3%

9.3%

	EASTERN CAPE TOP 20 ATTRACTIONS		
	Q1 2019	Q1 2024	Q1 2025
Addo Elephant National Park	53.9%	59.1%	52.2%
Storms River	38.8%	34.4%	26.8%
Boardwalk Shopping Mall	11.5%	23.8%	21.6%
Bloukrans Bridge Bungy (Highest Bungee)	13.0%	24.3%	19.1%
Did not visit any attraction	12.2%	12.9%	17.1%
Greenacres Mall	8.4%	15.8%	14.9%
Walmer Park	11.1%	21.1%	14.3%
Tree Top Canopy Tour, Tsitsikamma Forest	8.3%	15.5%	9.1%
Nelson Mandela Museum (Mthatha)	5.8%	8.2%	8.5%
Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	3.8%	8.4%	6.2%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	1.1%	8.3%	5.4%
Nelson Mandela's Homestead / Gravesite (Qunu)	2.2%	5.3%	4.2%
Wild Fly Fishing - Somerset East	3.2%	8.0%	3.6%
Hemmingways Mall	0.9%	1.0%	1.9%
Baywest Mall	0.5%	2.2%	1.6%
Amakhala Game Reserve	0.7%	1.0%	1.5%
Kariega Game Reserve	0.7%	1.0%	1.4%
Tiffendel Ski Resort	10.8%	2.5%	1.3%
Jeffreys Bay	1.3%	0.4%	1.2%
Private Game Reserve	0.0%	0.0%	0.7%
Vincent Park Mall	0.3%	0.6%	0.6%

	KwaZULU-NATAL TOP 20 ATTRACTION		
	Q1 2019	Q1 2024	Q1 2025
Durban North Coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	24.4%	41.2%	35.8%
Gateway Mall	29.7%	35.6%	30.2%
Durban North Beach	28.8%	27.8%	24.9%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	18.4%	20.6%	20.6%
Durban South Beach	28.9%	18.8%	19.3%
Drakensberg Mountains	29.8%	25.2%	18.5%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	16.2%	22.0%	17.6%
uShaka Marine World	17.9%	19.5%	17.2%
Did not visit any attraction	7.4%	7.2%	14.5%
Pavilion Mall	11.2%	18.0%	11.6%
La Lucia	19.7%	12.3%	10.0%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	8.6%	11.8%	9.2%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	8.4%	9.2%	6.3%
iSimangaliso Wetland Park	11.1%	7.7%	6.1%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	5.1%	6.0%	5.7%
Florida Road (Durban)	13.1%	8.0%	5.2%
Moses Mabhida Stadium	5.4%	2.8%	3.9%
Sodwana Bay	3.7%	5.1%	3.5%
Royal Natal National Park	9.0%	4.2%	2.7%
Valley of 1000 Hills (Phezulu, Krantzkloof Nature Reserve)	3.4%	3.7%	2.4%

Sun Coast Casino

2.4%

4.0%

4.0%

	MPUMALANGA TOP 20 ATTRACTIONS					
	Q1 2019	Q1 2024	Q1 2025			
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	87.0%	87.1%	83.8%			
Blyde River Canyon / God's Window	45.0%	51.2%	43.6%			
Bourke's Luck Potholes	17.6%	27.8%	23.6%			
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives, etc.)	13.8%	24.9%	20.2%			
Panorama Route	20.3%	19.7%	18.6%			
Pilgrim's Rest	10.3%	14.3%	12.1%			
Three Rondavels	0.1%	15.7%	11.6%			
Hazyview Mall	11.0%	14.6%	10.3%			
Sabie	8.7%	7.4%	9.1%			
White river	6.4%	10.5%	7.8%			
Dullstroom fly fishing	4.2%	11.1%	7.4%			
Mala Mala Game Reserve	1.4%	8.6%	7.4%			
Nelspruit Botanical Gardens	3.9%	5.9%	7.2%			
Did not visit any attraction	2.5%	3.5%	6.2%			
Sabi Sabi Game Reserve	4.9%	10.4%	5.5%			
The Pinnacle	5.2%	6.7%	5.4%			
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	1.8%	3.9%	4.1%			
Crocriver Enviro Park	2.2%	5.2%	4.0%			
Sabi Sands Game Reserve	4.3%	4.4%	4.0%			
Londolozi Game Reserve	2.8%	2.9%	3.3%			
Sadwala Caves	1.2%	1.6%	2.9%			
	LIMP	OPO TOP 20 ATTRAC	TIONS			
	Q1 2019	Q1 2024	Q1 2025			
Kruger National Park via Orpen, Phalaborwa, Punda Maria	56.6%	67.0%	65.7%			
Mapungubwe National Park	13.6%	18.8%	19.4%			
Bela Bela Conservancy	6.2%	17.4%	13.5%			
Did not visit any attraction	11.1%	8.5%	6.9%			
Mapungubwe Cultural Landscape	5.7%	6.2%	4.5%			
Mall of the North	1.2%	1.8%	3.6%			
Nandoni Dam	2.0%	3.0%	3.3%			
Mabula Game Reserve	1.5%	2.4%	3.3%			
Soutpansberg Mountains	3.6%	3.2%	2.6%			
The Chuene Resort	0.3%	2.3%	2.2%			
Kapama Game Reserve	0.4%	0.9%	1.9%			
Ga (modjadji) / Motjaji	1.0%	1.3%	1.8%			
Names of Resorts/Safari	0.0%	1.8%	1.8%			
Timbavati Game Reserve	0.6%	0.9%	1.3%			
Private Game Reserves	0.0%	1.2%	1.2%			
Thomy Bush Game Reserve	0.6%	0.4%	1.2%			
Moholoholo animal rehabilitation Centre	0.3%	0.0%	1.2%			
Karongwe Game Reserve	1.7%	0.8%	1.1%			
Thavhani Mall	0.0%	0.0%	0.7%			
Mabalingwe Nature Reserve	0.0%	0.1%	0.7%			

	NORTH	I WEST TOP 20 ATTR	ACTIONS
	Q1 2019	Q1 2024	Q1 2025
Pilanesberg National Park	47.5%	45.0%	43.5%
Sun City Lost City	33.5%	31.8%	22.3%
Hartbeespoort Dam	10.6%	12.9%	14.8%
Waterfall Mall (Rustenburg)	4.6%	5.9%	13.1%
Madikwe Game Reserve	6.1%	9.7%	10.2%
Did not visit any attraction	8.5%	7.2%	9.1%
Hartbeespoort Snake Park	4.7%	9.4%	7.5%
North-West University, Potchefstroom Campus	6.1%	7.8%	7.2%
Klerksdorp Mall	3.6%	5.6%	6.1%
The cradle of humankind	2.7%	5.2%	5.2%
Brits Mall	2.5%	3.4%	4.8%
Mooi River Mall	1.7%	2.3%	4.5%
Barberspan Bird Sanctuary	1.0%	6.4%	4.4%
Magaliesburg Resort	1.5%	2.6%	3.5%
Mafike ng Mall	1.8%	2.7%	3.1%
Bloemhof Dam Nature Reserve	1.5%	1.9%	1.8%
Ukutula Game Lodge	1.3%	1.0%	1.5%
Upside-down House	0.0%	2.3%	1.3%
Vredefort crater / Vredefort Dome	0.4%	1.5%	1.1%
Rustenburg shopping mall	0.1%	0.7%	0.8%
Private Game Reserve	0.0%	0.8%	0.8%

NORTHER	N CAPE TOP 20 ATT	RACTIONS
Q1 2019	Q1 2024	Q1 2025
24.5%	33.4%	34.3%
16.9%	26.1%	28.4%
17.6%	16.8%	23.4%
15.8%	27.3%	19.9%
9.8%	26.8%	19.4%
23.8%	17.1%	16.9%
15.2%	10.3%	16.9%
6.4%	9.1%	10.2%
1.8%	3.9%	6.5%
1.5%	4.6%	5.8%
0.0%	2.5%	5.2%
5.8%	6.1%	4.0%
1.5%	0.0%	2.8%
0.0%	0.0%	1.3%
0.0%	1.5%	1.3%
0.0%	0.0%	1.1%
0.8%	0.0%	1.1%
0.0%	0.0%	1.0%
0.0%	0.0%	1.0%
3.3%	3.1%	0.9%
	Q1 2019 24.5% 16.9% 17.6% 15.8% 9.8% 23.8% 15.2% 6.4% 1.8% 1.5% 0.0% 5.8% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0%	24.5% 33.4% 16.9% 26.1% 17.6% 16.8% 15.8% 27.3% 9.8% 26.8% 23.8% 17.1% 15.2% 10.3% 6.4% 9.1% 1.8% 3.9% 1.5% 4.6% 0.0% 2.5% 5.8% 6.1% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%

Kimberley - Big Hole, Museum

0.0%

0.0%

0.0%

	FREE S	TATE TOP 20 ATTRA	CTIONS
	Q1 2019	Q1 2024	Q1 2025
Did not visit any attraction	26.5%	20.4%	27.6%
Mimosa Mall	14.5%	31.2%	27.2%
Waterfront	16.2%	24.9%	17.1%
Welkom Mall	8.9%	13.6%	12.0%
Golden Gate Highlands National Park	23.5%	16.6%	9.2%
Clarens Ash River Outfall	9.9%	8.0%	7.3%
Cheetah Experience	12.8%	5.9%	6.8%
Basotho cultural village	6.2%	4.5%	5.3%
University of the Free State	4.7%	5.6%	4.7%
Free State Stadium/Vodacom Park	4.2%	6.4%	3.6%
Sterkfontein Dam Nature Reserve	4.9%	5.4%	3.3%
Gariep Dam	5.3%	7.7%	2.9%
Goldfields Mall	0.5%	1.9%	2.2%
Private Game Reserve	0.0%	0.0%	2.2%
Black Mountain Hotel	2.6%	2.9%	1.8%
Dams	0.0%	0.0%	1.7%
Northridge Mall	0.8%	0.4%	1.5%
Preller Park Mall	0.0%	0.0%	1.5%
Farm	0.5%	1.3%	1.5%
Vaal River	0.8%	0.5%	1.4%
Be thlahem Mall	0.6%	0.6%	1.3%



							GAUTE	NG TOP	20 ATTF	RACTION	NS BY SO	URCE M	ARKETS	- Q1 2025						
	Sandton City / Mandela Square	Mall of Africa	Apartheid Museum	Menlyn Maine Shopping Centre	Did not visit any attraction	Mandela House (Soweto)	Tour of Soweto	Corst≹ution Hill	Eastgate <i>N</i> all		Mabonerg Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)		Rhino and Lion Natu Reserve	Braamfontein Neighbour Goods Market	Fourways	Newtown Market Theatre	Cullinan D is mond Mine	Maropeng and Sterkfontein Caves (Crade of Humankind	Walter Sisulu Botanical Gardens	New Town 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%	1.5%	2.8%	1.5%	0.6%	4 4%		ੁ ਹ.4%	0.8%	1.0%	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%	4.6% 3.3%	0.8% 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%	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%	0.0%
Eswatini	44.7%	15.7%	0.0%	0.0%	18.6%	0.0%	0.0%	3.3%	3.3%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	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 DRC	43.1% 55.2%	30.5% 26.3%	5.1% 7.9%	35.1% 16.2%	6.9%	2.6% 6.6%	2.3% 4.1%	4.3% 0.0%	37.4% 22.6%	5.3% 8.0%	2.0% 0.0%	2.0% 6.1%	1.2% 0.9%	1.3%	2.0%	0.0%	0.0%	0.5%	1.8%	2.0% 0.0%
Ethiopia Ethiopia	55.2% 44.5%	26.3%	7.9%	16.2%	11.8%	6.8%	2.6%	0.0%	15.7%	2.6%	0.0%	2.1%	2.6%	0.0%	0.8% 2.6%	0.0% 2.1%	0.0%	0.0%	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 Uganda	49.9% 36.2%	30.4% 25.0%	7.5% 5.0%	17.0%	17.7% 15.2%	12.3%	11.0%	7.1% 9.7%	14.7% 7.5%	6.2% 4.2%	1.0%	2.6% 9.2%	2.6% 3.9%	0.9%	4.2%	2.6%	0.0%	0.0%	2.5%	0.0%
Other Africa	36.2%	18.2%	4.6%	20.2%	15.2%	6.8%	5.3%	2.5%	7.5%	5.4%	3.8%	9.2%	6.1%	1.3%	2.0% 1.5%	1.7%	1.9%	0.0%	0.8%	0.0%
ASIA	51.9%	24.3%		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% 27.0%	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%	0.0%
Other Asia	31.5%	27.0%	+	16.4%	9.7%	21.4%	14.1%	18.5%	23.2%	7.2%	13.2%	8.7%	1.7%	1.3%	0.0%	0.0% 3.0%	0.0%	11.9%	16.6%	0.0%
AUSTRALASIA	29.8%	16.3%	+	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%
AMERICA	56.3%	15.0%		10.4%	10.6%	26.7%	25.9%	23.7%	6.9%	6.5%	4.2%	5.2%	13.7%	1.3%	0.8%	3.8%	1.2%	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%	1.3%	0.0%	0.0%	1.7%
Chile	31.3%	14.5%	32.9%	8.4%	25.9%	23.0%	18.3%	13.6%	8.9%	8.3%	9.3%	0.0%	14.5%	0.0%	0.0%	4.4% 0.0%	0.0%	0.0%	0.0%	0.0%
Other Central &	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%
South America EUROPE	48.4%	13.6%		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%	34.4% 19.8%	28.1%	15.7%	6.2% 9.6%	6.3%	12.5%	9.4% 6.5%	12.5% 12.5%	9.4%	0.0%	6.3%	3.1%	15.6%	6.2%	9.4%
Finland France	44.2% 51.7%	12.1%		9.6%	13.3%	19.8% 31.2%	35.4% 29.9%	13.3%	9.6%	5.3%	19.8%	6.5% 12.8%	12.5%	13.3%	0.0%	7.3% 8.9%	9.4%	6.0%	5.2%	7.1%
Germany	56.3%	12.1%		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%
Italy	41.5%	12.4%		11.3%	22.2%	22.2%	17.5%	14.2%	6.9%	6.2%	3.6%	11.6%	10.2%	4.4%	1.4%	2.2%	1.1%	4.0%	4.4%	3.3%
The Netherlands	42.8%	13.3%		12.1%	15.2%	19.6%	18.8%	10.0%	8.2%	3.8%	8.2%	8.7%	10.0%	5.6%	1.3%	4.4%	4.5%	9.5%	5.7%	3.8%
Norway Portugal	41.1% 58.1%	5.9% 17.8%	23.4% 10.0%	14.8% 26.8%	29.1% 7.1%	23.7% 5.1%	23.7% 1.3%	23.5% 3.9%	5.9%	0.1% 7.7%	9.0%	5.8% 5.2%	14.8% 3.0%	5.8% 1.3%	0.0% 1.3%	0.1% 1.3%	6.1% 1.3%	14.7%	5.8% 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	47.1%	14.0%		20.6%	10.1%	24.6%	23.3%	17.2%	5.2%	5.8%	12.8%	9.5%	13.1%	5.7%	1.6%	5.7%	2.6%	4.7%	1.4%	4.5%
Switzerland	64.0%	9.4%	36.5%	9.1%	6.2%	30.6%	30.8%	23.7%	3.9%	4.2%	19.4%	5.5%	5.5%	13.7%	6.8%	14.1%	11.0%	5.5%	9.4%	8.1%
Turk <i>e</i> y Uk	71.0% 42.8%	7.6% 17.3%	21.1%	7.6% 12.7%	10.6% 14.7%	19.0% 8.6%	14.8% 7.8%	10.6%	8.5% 8.3%	13.9%	4.2%	0.0% 2.5%	6.3% 3.8%	3.0%	0.0% 4.3%	4.2% 1.9%	0.0% 2.5%	4.2% 2.9%	8.5% 3.3%	8.5% 2.0%
Other Europe	34.3%	14.4%	_	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	42.3%	25.6%		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%
United Arab 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%		11.5%	16.1%	25.0%	23.2%	14.3%	5.5%	5.6%	8.8%	6.8%	7.8%	6.1%	3.1%	4.7%	3.8%	4.1%	2.9%	3.7%
Canada	43.7%	15.7%		10.3%	12.3%	33.4%	31.5%	24.2%	5.1%	5.2%	5.0%	8.1%	7.1%	4.0%	3.1%	1.1%	1.9%	6.0%	4.0%	0.0%
US A Other North	49.3%	14.5%		11.7%	16.7%	23.6%	21.8%	12.7%	5.5%	5.7%	9.4%	6.5%	7.9%	6.5%	3.1%	5.3%	4.2%	3.8%	2.7%	4.4%
America	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	_	#N/A	#N/A	#N/A	#N/A
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%

						WEST	TERN CA	PE TOP	20 ATTR	ACTION:	S BY SOL	JRCE MA	RKETS -	Q1 2	025					
	V&A Waterfront	Cape Town Central City	Camps Bay	Boulder National Park	The Cape Winelands	Cape Point	Table Mountain Cableway	Clifton Beach	Kirstenbosch Botanio Gardens	Lion's Head	Canal Walk Shopping Centre	Muizenberg Beach	The Garden Route	Table Mountain (not cableway)	Hermanus	Robben Island	Cango Caves	Tsit si kamma Nationa Park	Cape Agulhas	Cape Town Ostrich Ranch / Cape Point Ostrich Farms
AFRICA	80.5%	49.3%	47.7%	22,1%	30.3%	30.6%	36.2%	21,0%	<u>ద్దే</u> 14.0%	12.7%	ੁਲ 37.3%	12,3%	4.4%	13.3%	3.4%	7.9%	5.0%	1.9%	2.7%	4.0%
Botswana	82.1%	59.0%	41.0%	30.1%	23.7%	40.5%	29.5%	17.9%	18.5%	11.6%	41.6%	11.6%	0.0%	5.8%	0.0%	5.8%	0.0%	0.0%	0.0%	5.8%
Lesotho	100.0%	64.1%	64.1%	0.0%	71.8%	64.1%	35.9%	0.0%	35.9%	0.0%	28.2%	0.0%	0.0%	0.0%	0.0%	35.9%	0.0%	0.0%	0.0%	0.0%
Malawi Mozambique	83.9% 93.3%	30.4% 56.5%	38.5% 49.1%	0.0% 20.6%	31.5% 16.6%	37.3% 23.3%	54.6% 35.1%	14.6%	15.8% 16.2%	6.9% 9.6%	22.7%	15.8%	0.0%	15.0% 15.4%	0.0%	6.9%	16.1% 4.8%	0.0%	0.0% 4.8%	0.0%
Namibia	80.0%	66.8%	47.2%	27.5%	47.1%	29.9%	37.6%	22.4%	22.7%	18.2%	47.8%	14.9%	3.9%	11.3%	3.6%	11.0%	5.7%	1.8%	3.6%	0.9%
Eswatini	63.2%	100.0%	31.6%	31.6%	31.6%	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%
Zambia	79.2%	37.5%	45.8%	12.5%	12.5%	29.1%	20.8%	16.7%	4.1%	4.1%	45.8%	8.3%	4.1%	12.5%	0.0%	4.2%	4.2%	0.0%	0.0%	0.0%
Zimbabwe Angola	79.2% 89.7%	39.9% 68.9%	39.9% 69.0%	13.9% 34.2%	30.1% 30.7%	27.5% 27.4%	29. 1% 39. 5%	17.0% 34.4%	12.4%	12.5% 22.5%	30.6% 51.7%	9.4% 15.5%	7.2% 6.7%	12.2%	6.7% 3.4%	6.8%	1.3% 3.3%	1.3%	1.7%	2.8%
DRC	70.8%	41.6%	41.8%	12.1%	29.8%	29.5%	29.3%	23.5%	11.8%	11.8%	23.5%	12.0%	11.8%	24.1%	6.0%	6.0%	6.0%	6.0%	0.0%	6.0%
Ethiopia	93.6%	60.4%	54.2%	37.4%	22.8%	60.4%	79.1%	16.6%	31.2%	33.0%	20.9%	16.6%	16.6%	8.2%	6.4%	0.0%	8.2%	16.5%	16.5%	8.2%
Ghana	83.4%	24.1%	52.6%	23.8%	24.2%	28.1%	44.0%	32.1%	8.0%	0.0%	44.7%	12.3%	7.9%	4.3%	0.0%	15.9%	4.3%	8.5%	0.0%	12.3%
Kenya Nigeria	68.2% 77.9%	44. 9% 46. 1%	52.7% 47.9%	33.3% 15.8%	43.1% 23.7%	41.1%	40.4% 39.9%	16.1%	16.8%	16.1% 14.2%	35.6% 27.2%	16.1% 3.2%	0.0%	11.6%	0.0%	7.8% 8.2%	0.0%	3.6%	4.5% 3.3%	8.1% 1.6%
Tanzania	85.0%	39.7%	31.3%	23.3%	7.5%	29.7%	30.5%	15.8%	0.0%	7.3%	46.1%	7.5%	7.3%	14.7%	0.0%	14.8%	0.0%	0.0%	0.0%	0.0%
Uganda	65.3%	44.1%	44.1%	29.4%	44.2%	45.5%	50.7%	13.3%	6.6%	8.1%	36.0%	14.7%	0.0%	28.0%	0.0%	8.1%	6.6%	0.0%	6.6%	14.7%
Other Africa	81.8%	55.4%	56.1%	29.1%	22.1%	35.9%	41.8%	27.2%	14.2%	13.8%	34.4%	23.5%	1.7%	18.8%	4.9%	4.4%	18.0%	0.0%	4.0%	7.2%
ASIA China including	72.1%	52.2%	45.5%	46.0%	33,0%	43.7%	46.3%	26.4%	21.2%	24.9%	33,1%	19.0%	13.1%	13.6%	11.7%	11.5%	11.9%	5.1%	8,5%	7.5%
Hong Kong	67.6%	53.8%	43.5%	50.2%	43.6%	48.4%	48.5%	27.2%	23.2%	24.6%	27.9%	19.0%	16.1%	14.0%	10.0%	17.2%	16.3%	6.2%	8.1%	6.3%
India Japan	68.1% 61.9%	51.9% 51.3%	55.8% 33.0%	45.8% 43.0%	23.3%	40.9% 33.4%	49.9% 38.8%	29.5% 17.9%	25.3% 24.2%	27.2% 11.0%	34.4% 21.6%	13.6% 17.9%	15.8%	10.4%	10.0%	10.2%	11.8%	5.3%	8.8% 11.0%	9.1%
Malaysia	91.4%	67.2%	25.7%	41.7%	24.5%	33.8%	58.1%	8.6%	25.3%	32.8%	41.9%	16.7%	0.0%	8.6%	16.7%	26.3%	0.0%	7.8%	0.0%	8.8%
Singapore	90.2%	65.6%	64.2%	47.0%	75.4%	44.6%	43.2%	11.2%	29.9%	17.2%	50.9%	29.9%	0.0%	29.9%	28.4%	7.4%	9.8%	0.0%	9.8%	7.4%
South Korea	66.3%	40.6%	35.8%	49.3%	23.6%	33.9%	42.5%	27.2%	18.6%	27.3%	23.7%	13.5%	8.5%	7.0%	3.5%	5.0%	8.6%	0.0%	0.0%	5.0%
Other Asia AUSTRALASIA	84.0% 64.9%	51.9% 49.2 %	44.3% 45.5%	41.9% 44.9%	29.8% 43.4%	55.3% 39.7 %	42.0% 43.9%	31.4% 27.4 %	10.1% 25.0%	27.3% 22.5%	42.5% 21.5%	29.5% 20.4%	15.0% 22.4%	15.0%	12.8% 15.9%	8.8% 11.0%	8.9% 8.7%	3.7% 10.4%	13.7% 4.8%	3.7% 6.0%
Australia	65.9%	49.7%	46.5%	44.9%	44.4%	39.9%	46.5%	27.2%	24.2%	22.3%	20.6%	19.9%	20.3%	17.5%	16.0%	10.4%	8.4%	10.7%	3.1%	5.9%
New Zealand	58.4%	46.0%	38.9%	45.4%	37.3%	38.9%	27.6%	28.1%	29.8%	23.7%	26.5%	23.7%	35.2%	21.1%	15.1%	14.6%	10.8%	8.6%	15.1%	6.5%
Other Australia CENTRAL & SOUTH	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMERICA	89.1%	70.3%	77.7%	66.4%	56.9%	71.2%	68.2%	53.6%	36,8%	41.2%	20,4%	27.4%	27.9%	35.9%	15.5%	22,1%	10.4%	9.0%	11.0%	10.2%
Argentina Brazil	86.7% 93.1%	64.6% 71.4%	67.3% 79.8%	66.9% 65.4%	48.3% 56.4%	77. 1% 71. 3%	82.8% 61.7%	48.0% 56.4%	28.4% 41.5%	44. 3% 43. 1%	19.3%	17.5% 28.7%	28.7% 25.5%	27.0% 39.4%	30.8% 11.2%	23.4%	17.4% 9.6%	11.7% 5.9%	9.4%	13.3%
Chile	87.6%	59.1%	75.8%	80.7%	52.2%	71.5%	83.9%	55.4%	20.5%	22.6%	14.5%	36.0%	39.2%	8.1%	24.2%	20.5%	8.1%	23.7%	4.3%	8.1%
Other Central & South America	63.6%	79.5%	79.4%	62.2%	77.7%	60.4%	83.3%	40.1%	27.1%	36.0%	16.2%	26.7%	35.9%	44.2%	17.3%	23.4%	7.6%	17.3%	33.7%	1.1%
EUROPE	70.4%	65.3%	61.6%	60.8%	56.7%	54.2%	48.7%	33.4%	34.1%	33.6%	29.3%	29.2%	28.5%	23.5%	22.1%	16.7%	13.9%	13.7%	10.7%	8.7%
Austria	77.1%	66.1%	71.1%	62.0%	65.1%	59.2%	53.5%	31.2%	34.0%	40.2%	38.6%	39.0%	49.1%	32.2%	34.3%	20.0%	27.4%	18.5%	16.4%	13.6%
Belgium Denmark	69.8%	67.8% 71.4%	58.6% 52.1%	59.0% 62.0%	55.3% 52.6%	58.9% 71.6%	43.3% 47.9%	31.6% 26.3%	38.7%	38.3% 26.9%	20.2% 39.2%	27.3% 30.6%	27.9% 16.8%	25.5% 17.6%	18.1%	17.2%	15.0% 15.9%	12.7%	7.9%	12.1%
Finland	61.8%	66.7%	80.8%	52.1%	52.4%	56.9%	42.8%	38.1%	38.1%	37.8%	42.8%	37.7%	33.3%	42.8%	23.7%	4.8%	23.7%	9.4%	14.3%	19.1%
France	73.9%	69.1%	60.8%	64.9%	60.8%	61.6%	55.3%	36.1%	33.4%	36.5%	36.0%	28.5%	27.2%	27.3%	24.4%	18.9%	14.3%	16.5%	11.2%	12.8%
Germany	72.0%	72.5%	64.6%	66.7%	62.0%	58.7%	54.5%	37.2%	38.4%	43.9%	27.6%	34.9%	38.1%	26.6%	25.4%	18.9%	13.3%	19.2%	13.9%	9.1%
Ireland Italy	69.5% 68.2%	55.2% 68.2%	75.6% 55.8%	59.2% 62.9%	53.1% 52.7%	49.0% 48.2%	44.9% 47.2%	34.7% 34.9%	28.6% 39.5%	26.6% 30.3%	32.6% 26.4%	28.7%	32.6% 18.7%	26.5% 17.9%	26.5%	22.5% 15.4%	14.3%	6.1% 8.6%	18.3% 13.9%	7.0%
The Netherlands	68.0%	61.4%	56.8%	57.2%	54.6%	54.8%	42.8%	34.7%	33.5%	29.5%	24.9%	29.0%	27.7%	19.2%	21.7%	14.6%	14.4%	13.8%	7.6%	10.1%
Norway	81.6%	74.4%	69.0%	86.0%	61.8%	56.6%	61.2%	39.6%	53.2%	42.7%	49.1%	28.0%	29.7%	33.1%	19.5%	26.6%	17.4%	9.9%	9.2%	16.7%
Portugal	70.8%	70.7%	68.0%	58.6%	44.4%	49.9%	48.8%	31.5%	33.2%	29.0%	28.8%	30.6%	16.6%	19.4%	16.7%	13.8%	12.3%	9.8%	9.7%	5.6%
Russian Federation Spain	76.1% 75.0%	68.9% 70.1%	70.7% 65.7%	75.6% 64.0%	53.9% 52.6%	73.6% 39.7%	54.9% 56.7%	41.0% 38.1%	40.9% 43.5%	42.2% 33.5%	19.3% 24.7%	32. 1% 25. 9%	37.0% 25.1%	24.9%		3.0% 7.8%	3.0%	8.2% 9.6%	11.2% 15.6%	8.6% 5.1%
Sweden	69.1%	60.0%	55.0%	54.1%	61.2%	56.1%	46.3%	33.2%	31.2%	30.9%	24.9%	23.0%	25.4%	24.8%		15.8%	16.5%	11.8%	11.7%	5.5%
Switzerland	70.6%	67.4%	60.1%	50.8%	49.7%	61.2%	42.8%	29.1%	30.9%	42.7%	33.6%	32.1%	36.7%	29.8%	26.0%	18.0%	15.2%	15.3%	11.7%	6.8%
Turkey	78.2%	74.1%	60.9%	64.1%	69.7%	46.3%	47.5%	32.6%	27.0%	18.9%	59.7%	24.6%	12.9%	13.7%		17.4%	14.5%	5.2%	0.0%	8.9%
Uk Other Europe	67.2% 75.9%	58.2% 63.9%	59.7% 58.6%	54.9% 65.2%	53.6% 47.5%	45.4% 59.6%	43.5% 54.7%	29.7%	29.5% 33.4%	24.6%	29.9% 17.9%	25.2% 19.8%	20.6%	20.6% 15.5%		15.7% 16.8%	13.5%	9.9%	8.7% 8.0%	6.8%
MIDDLE EAST	77.6%	83.4%	35.9%	32.1%	21.4%	23.9%	66.6%	52.8%	12,1%	19.1%	54.6%	10.5%	16.0%	14.6%		17.6%	5.7%	3.9%	5.2%	4.7%
United Arab Emirates	78.9%	74.3%	81.3%	55.6%	63.7%	55.6%	27.5%	55.0%	21.1%	26.3%	25.7%	0.0%	8.1%	8.8%	25.7%	19.3%	8.8%	8.8%	8.1%	8.1%
Other Middle East	77.5%	84.0%	32.9%	30.5%	18.5%	21.8%	69.2%	52.6%	11.5%	18.6%	56.5%	11.2%	16.6%	14.9%	5.5%	17.5%	5.5%	3.6%	5.0%	4.5%
NORTH AMERICA	66.4%	58.5%	50.6%	59.1%	49.1%	53.2%	51.9%	23.1%	29.6%	31.1%	22,3%	18,2%	19.3%	21.4%		18.8%	10,8%	7.2%	11.4%	8.2%
Canada	73.6%	65.7%	53.9%	58.0%	54.9%	54.7%	60.5%	25.3%	29.6%	32.1%	25.5%	23.8%	19.3%	22.0%	18.0%	17.4%	12.4%	5.5%	8.0%	8.8%
USA Other North	64.7%	56.7%	49.8%	59.4%	47.7%	52.8%	49.8%	22.6%	29.6%	30.8%	21.5%	16.8%	19.3%	21.2%	13.0%	19.2%	10.5%	7.7%	12.2%	8.0%
America	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
TOTAL	71.3%	62.1%	57.9%	55.6%	51.5%	51.1%	48.3%	31.1%	30.6%	30.6%	29.0%	25.2%	24.0%	22.0%	18.3%	15.9%	12.2%	11.0%	9.7%	8.1%



						EAS	STERN	CAPE TO	P 20 AT	(RACTION	1S BY SO	URCE	MARK	ETS - Q	1 2025	;				
	Addo Elephant National Park	Storms River	Boardwalk Shopping Mall	Bloukrans Bridge Bungy (Highest Bungee)	Did not visit any attraction	Greenacres Mall	Walmer Park	Tree Top Canopy Tour, Tsitsikamma Forest	Nelson Mandela Museum (Mthatha)	Valley of Desolation / Owl House / Karco / Olive Schreiner Museum	Steve Biko Monument and Museum and Grave Site - (King	Netson Mandeta's Homestead / Gravesite (Qunu)	Wild Fly Fishing - Somerset East	Hemmingways Mall	Baywest Mall	Amakha la Game Reserve	Kariega Game Reserve	Tiffendel Ski Resort	Jeffreys Bay	Private Game Reserve
AFRICA	6.4%	2.4%	18.4%	2.4%	57.2%	11.7%	8.1%	1.4%	1.9%	0.3%	0,0%	1.7%	0.9%	4.0%	4.3%	0.0%	0.0%	0.7%	0.0%	0.0%
Botswana	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%
Lesotho Malawi	0.0%	0.0%	0.0% 40.0%	0.0%	40.0%	20.0%	0.0% 40.0%	0.0%	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%	57.5%	0.0%	40.0%	57.5%	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%
Namibia	0.0%	0.0%	35.7%	0.0%	64.3%	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%	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	0.0% 7.5%	0.0% 3.7%	7.7%	0.0%	77.0% 60.1%	0.0% 3.7%	0.0% 7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	19.3%	80.1%	19.3%	19.9%	40.9%	0.0%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	51.1%	0.0%	0.0%	0.0%	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%
Ethiopia	13.6%	13.6%	13.6%	27.3%	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%	0.0%
Ghana	0.0%	0.0%	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%
Kenya Nigeria	0.0% 8.5%	0.0%	20.1% 9.4%	0.0%	38.4% 36.3%	18.7%	9.4%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	20. 1% 8.5%	20.1% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	0.0%	0.0%	64.1%	0.0%	35.9%	32.3%	64.1%	0.0%	32.3%	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%	31.2%	0.0%	30.7%	69.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.0%	0.0%	0.0%	31.2%	0.0%	0.0%
Other Africa	16.5%	0.0%	18.0%	0.0%	55.8%	10.0%	10.9%	8.7%	8.7%	3.0%	0.0%	16.5%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA China including Hong	21.9%	9.8%	30.7%	7.3%	19.3%	23.2%	17.5%		2.3%	1.3%	2.8%	1.0%	1.2%	9.6%	1.9%	1.0%	1.8%	0.0%	0.0%	1.0%
Kong	25.6%	16.0%	55.0%	19.6%	17.4%	31.3%	50.1%	4.9%	0.0%	5.5%	5.5%	0.0%	6.3%	6.3%	10.4%	5.5%	0.0%	0.0%	0.0%	5.5%
India Japan	0.0%	5.8% 34.6%	32.3% 100.0%	5.8% 0.0%	22.6% 0.0%	16.7% 69.2%	5.8% 65.4%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan Malaysia	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%
Singapore	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%	100.0%	0.0%	0.0%	0.0%
South Korea	22.5%	0.0%	23.1%	0.0%	38.7%	15.7%	15.7%	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%
Other Asia	24.7%	10.1%	3.6%	6.1%	11.2%	21.8%	4.1%	0.0%	7.4%	0.8%	0.0%	3.1%	0.0%	26.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA Australia	42.0% 43.5%	21.0% 19.2%	28.2%	15.9% 14.6%	13.9% 12.2%	19.6% 18.8%	18.6% 17.7%	9.7%	5.9 % 6.5%	4.5%	4.5% 4.9%	1.6%	6.1%	1.6%	1.2%	1.2%	0.0%	0.0%	3.9% 4.3%	0.0%
New Zealand	27.7%	39.0%	27.7%	27.7%	30.5%	27.7%	27.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.5%	0.0%	0.0%	0.0%	13.9%	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	57.3%	21.8%	23.0%	16.4%	29.7%	18.3%	1.7%	23.7%	10,0%	0.0%	8.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	66.3%	0.0%	0.0%	20.9%	26.4%	0.0%	0.0%	34.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	60.8%	30.7%	30.7%	13.2%	26.1%	17.5%	0.0%	30.7%	17.5%	0.0%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile Other Central & South	37.7%	21.6%	0.0%	0.0%	62.3%	21.6%	21.6%	0.0%	16.1%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
America EUROPE	44.1%	26.7% 31.6%	43.7%	26.7%	29.6%	44.1% 14.4%	0.0% 15.0%	0.0%	0.0%	0.0%	0.0% 6.5%	0.0% 5.2%	0.0% 3.9%	1.0%	0.0%	0.0%	0.0%	0.0% 1.5%	0.0%	0.0%
Austria	61.1% 57.0%	29.5%	23.5%	20.1%	9.4%	7.4%	22.8%	6.7%	0.0%	8.0% 0.0%	9.4%	6.7%	0.0%	0.0%	0.0%	1.8% 7.4%	0.0%	0.0%	1.4%	0.0%
Belgium	84.1%	29.5%	6.8%	31.9%	6.8%	0.0%	0.0%	6.8%	16.0%	13.5%	15.9%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	80.4%	36.1%	17.1%	46.8%	9.5%	17.1%	10.1%	19.6%	20.2%	30.3%	20.2%	30.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France Germany	73.1% 75.9%	39.0% 32.7%	21.1% 18.5%	26.6% 25.9%	6.0% 8.0%	23.0% 14.8%	7.5% 15.4%	11.0%	26.4% 11.1%	9.9%	12.2% 6.2%	13.3%	4.3%	0.0%	0.0%	3.0% 0.6%	1.9%	0.0% 3.1%	0.0%	1.8%
Ireland	43.6%	31.3%	12.6%	18.8%	12.5%	12.6%	6.2%	18.8%	0.0%	0.0%	6.2%	0.0%	6.2%	0.0%	6.3%	12.5%	0.0%	0.0%	0.0%	0.0%
Italy	73.7%	23.2%	15.4%	15.7%	3.7%	7.8%	11.6%	3.9%	19.2%	11.4%	7.4%	11.7%	3.7%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	61.4%	40.7%	17.7%	15.7%	12.1%	10.7%	13.7%	7.1%	7.8%	6.5%	1.7%	3.6%	3.7%	0.0%	0.0%	0.0%	1.7%	1.7%	3.9%	0.0%
Norway	90.9%	45.5%	36.4%	51.0%	9.1%	23.7%	14.6%	27.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal Russian Federation	49.9% 25.6%	14.4% 28.0%	21.7%	21.7%	21.2%	14.6%	7.3%	14.4% 0.0%	6.7% 12.4%	0.0%	21.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	7.3%	0.0%
Spain	46.5%	45.7%	17.9%	17.9%	8.0%	17.9%	17.9%	9.9%	0.0%	19.8%	8.8%	9.9%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%
Sweden	46.2%	38.8%	11.8%	23.8%	19.4%	19.4%	15.0%		7.4%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%
Switzerland	68.3%	39.7%	22.8%	21.8%	14.3%	11.7%	12.0%		20.1%	8.8%	11.1%	2.3%	3.2%	2.3%	0.0%	0.0%	4.6%	0.0%	3.2%	0.0%
Turkey Uk	0.0% 47.0%	0.0% 27.6%	0.0% 28.9%	19.1%	50.0% 14.5%	14.7%	16.2% 20.8%		19.1%	19.1%	19.1%	3.5%	0.0% 5.8%	2.3%	0.0% 2.4%	0.0% 2.8%	0.0% 2.4%	16.2%	0.0%	0.0%
Other Europe	58.3%	19.4%	10.9%	7.8%	16.9%	19.4%	13.8%	1	6.3%	4.0%	1.1%	0.0%	3.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	6.8%	0.0%	6.8%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.3%	12.9%	6.8%	0.0%	15.7%	0.0%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	6.8%	0.0%	6.8%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.3%	12.9%	6.8%	0.0%	15.7%	0.0%
NORTH AMERICA Canada	56.7% 66.9%	30.9% 22.3%	23.0% 32.6%	16.4% 10.8%	9.8% 3.5%	15.7% 10.8%	15.6% 22.5%	9.8% 11.9%	7.4% 7.4%	5.2% 3.7%	5,0% 11.7%	0.0%	4,2% 3.7%	0.0%	3.4% 0.0%	1.7% 0.0%	1.7% 4.5%	0.0%	0.0%	0.8% 3.5%
USA	53.9%	33.4%	20.3%	18.0%	11.5%	17.1%	13.6%		7.4%	5.6%	3.1%	4.4%	4.4%	2.8%	4.3%	2.2%	0.9%	1.8%	0.0%	0.0%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	52.2%	26.8%	21,6%	19.1%	17,1%	14.9%	14.3%	9.1%	8.5%	6.2%	5.4%	4.2%	3.6%	1.9%	1.6%	1.5%	1.4%	1,3%	1.2%	0.7%

							KwaZU	LU-NATAL	. TO P 20 A1	TRACTIO	NS BY SOU	RCE MARK	KETS - Q1 20							
	Durban North Coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	Gateway Mall	Durban North Beach	Elephant Coast (e.g. iSimangaliso Wetland Park World Site,	Durban South Beach	Drakensberg Mountains	Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	uShaka Marine World	Did not visit any attraction	Pavilion Mall	Lа Lucia	Pietermaritzburg and Midands (Midands Meander,	Zululand cultural villages (Richards Bay , Eshowe, Shakaland, Ulundi, Nongoma)	Shepstone, Edward) iSimangaliso Wetland Park	Resorts and attractions (Amarzimtoti, Port	Florida Road (Durban) South Coast Beach	Moses Mabhida Stadium	Sodwana Bay	Royal Natal National Park	Valley of 1000 Hills (Phezulu, Krantzkloof Nature Reserve)
AFRICA	23.6%	24.8%	18.3%	2.2%	17.2%	3.0%	0.8%	19.0%	35.6%	9.7%	3.9%	3.1%	1.7%	1.4%	1.2%	3.5%	5.5%	0.3%	0.2%	0.9%
Botswana	16.9%	32.3%	33.1%	0.0%	8.9%	0.0%	0.0%	16.1%	34.7%	0.0%	0.0%	8.1%	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 Mozambique	62.3% 26.8%	20.8% 9.3%	20.8%	0.0%	0.0% 7.1%	0.0%	0.0%	19.8%	17.9% 47.3%	0.0% 5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 4.6%	0.0%	0.0%	0.0%	0.0%
Namibia	16.7%	25.0%	11.1%	0.0%	4.2%	0.0%	0.0%	12.5%	47.2%	4.1%	0.0%	4.1%	0.0%	0.0%	0.0%	8.3%	4.2%	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	9.5%	28.6%	14.3%	0.0%	23.8%	0.0%	0.0%	9.5%	38.1%	9.6%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%
Zimbabwe Angola	19.9%	24.9% 55.9%	13.9% 45.0%	2.6%	13.3% 44.4%	0.0%	0.0%	26.7% 33.2%	45.3% 0.0%	8.1% 0.0%	3.1% 11.2%	2.7% 0.0%	0.0%	2.7%	0.0%	5.4%	10.9%	0.0%	0.0%	0.0%
DRC	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	60.2%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	38.7%	38.9%	12.8%	13.0%	25.8%	13.0%	0.0%	38.7%	38.4%	25.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.8%	0.0%	9.9%	0.0%
Ghana	45.0% 15.4%	35.2%	11.5% 14.8%	0.0%	45.7%	0.0%	0.0%	43.9%	10.4% 22.9%	11.5%	0.0%	0.0%	12.2%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya Nigeria	42.6%	23.4% 31.2%	23.6%	6.8% 4.0%	21.6% 19.7%	6.8% 7.6%	0.0%	13.6% 34.7%	19.0%	14.8% 11.8%	0.0% 7.9%	3.9%	0.0%	0.0%	0.0%	0.0% 3.9%	13.6%	0.0%	0.0%	0.0%
Tanzania	33.4%	26.0%	19.7%	0.0%	26.7%	7.3%	0.0%	13.1%	13.8%	19.6%	19.6%	7.3%	13.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	6.4%
Uganda	0.0%	50.2%	24.9%	24.9%	50.2%	0.0%	0.0%	25.3%	0.0%	25.3%	25.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa ASIA	18.6%	16.2%	21.7%	0.0%	16.8%	18.0%	8.4%	5.5%	40.4%	15.3%	11.9%	8.0%	4.0%	0.0%	4.5%	8.5% E 7%	0.0%	2.8%	0.0%	6.2%
China including	42.4% 50.2%	46.0% 51.0%	28.9% 27.9%	13.9%	20.3% 18.6%	7.9%	6.5% 14.3%	29.6% 29.7%	12.1% 6.1%	17.6% 16.3%	8.3% 5.3%	9.4% 15.7%	7.6% 5.0%	1.2% 2.5%	4.0% 5.0%	5.7% 11.7%	1.1% 5.8%	4.6% 10.7%	0.5% 2.8%	0.0%
Hong Kong India	45.4%	48.4%	45.0%	4.9%	19.0%	10.5%	5.3%	38.1%	6.8%	17.7%	5.3%	11.5%	12.1%	1.6%	5.0%	3.4%	0.0%	5.4%	0.0%	0.0%
Japan	19.6%	34.9%	0.0%	14.1%	37.0%	37.0%	0.0%	0.0%	17.4%	34.9%	19.6%	17.4%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea Other Asia	59.9%	60.4% 32.9%	0.0% 7.9%	0.0%	59.9% 10.1%	0.0% 15.9%	0.0% 6.4%	20.3%	0.0% 35.2%	40.1% 8.2%	19.8% 8.5%	0.0%	0.0%	0.0%	0.0% 2.2%	20.3%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	36.2%	32.6%	23.4%	14.5%	10.1%	12.1%	10.6%	13.5%	18.2%	10.2%	9.0%	10.5%	2.5%	1.6%	8.5%	7.7%	4.4%	2.9%	4.0%	0.0%
Australia	32.2%	32.3%	23.0%	13.2%	11.8%	13.4%	9.4%	14.9%	19.0%	11.3%	8.8%	7.9%	1.4%	0.0%	8.3%	7.1%	4.8%	3.2%	4.4%	0.0%
New Zealand	73.0%	35.2%	27.0%	27.0%	16.1%	0.0%	21.8%	0.0%	10.9%	0.0%	10.9%	35.2%	13.4%	16.1%	10.9%		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 Argentina	30.9%	15.8%	21.9%	12.2%	38.6% 50.5%	35.0%	16.9%	13.0%	9.6%	1.9%	0.0%	10.0%	5.8%	7.3%	0.0%	13.0%	18.0%	2.7%	2.7% 10.8%	0.0%
Brazil	30.6%	10.8%	30.6%	49.5% 0.0%	47.3%	0.0% 58.9%	0.0%	0.0%	0.0% 17.4%	0.0%	0.0%	19.9%	0.0%	29.6%	0.0%	0.0%	19.9%	10.8%	0.0%	0.0%
Chile	42.7%	42.7%	0.0%	0.0%	0.0%	57.3%	57.3%	0.0%	0.0%	42.7%	0.0%	57.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	53.4%	71.8%	8.3%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	8.3%	19.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	39.6%	30.0%	27.4%	30.0%	21.2%	26.1%	27.8%	14.9%	7.7%	12.1%	13.8%	11.3%	8.2%	8.9%	7.2%		3.8%	4.4%	4.2%	3.4%
Austria	36.9%	57.4%	19.7%	27.9%	35.2%	32.0%	31.2%	29.5%	0.0%	19.7%	8.2%	16.4%	8.2%	8.2%	16.4%		9.0%	0.0%	0.0%	8.2%
Belgium Denmark	34.4% 54.3%	34.4% 54.3%	11.5% 52.7%	0.0%	11.5% 0.0%	27.1%	0.0% 47.3%	0.0%	15.6%	0.0%	11.5% 45.7%	0.0%	0.0%	11.5%	0.0%	0.0% 26.4%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	33.4%	66.6%	0.0%	33.4%	0.0%	0.0%	33.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	38.3%	24.9%	27.3%	43.7%	27.8%	20.9%	26.5%	22.4%	12.8%	10.8%	27.0%	12.6%	11.6%	8.5%	1.7%	3.8%	1.7%	4.0%	2.4%	3.4%
Germany Ireland	37.2% 30.0%	23.5%	23.4%	31.4%	18.5%	37.1%	36.2%	17.5%	10.9%	8.8%	11.8%	11.8%	12.7%	13.7%	10.7%		2.9%	6.9%	7.8%	4.9% 0.0%
Italy	45.1%	60.1% 53.9%	20.0%	30.0% 27.6%	20.0%	29.9% 44.5%	20.0%	20.1%	0.0%	10.0% 26.9%	0.0% 27.6%	18.8%	0.0%	0.0%	0.0% 9.2%	0.0% 8.8%	0.0% 8.8%	0.0%	0.0%	0.0%
The Netherlands	23.4%	15.5%	22.7%	41.9%	15.5%	37.4%	28.4%	3.1%	9.2%	0.0%	19.3%	8.1%	2.2%	14.2%	14.6%		0.0%	3.1%	5.2%	8.1%
Norway	29.7%	14.8%	38.9%	0.0%	24.1%	14.8%	24.1%	14.8%	24.1%	38.9%	9.2%	24.1%	9.2%	0.0%	24.1%		0.0%	0.0%	0.0%	0.0%
Portugal Russian Federation	55.5% 0.0%	22.0% 100.0%	33.3% 100.0%	22.5%	11.2% 100.0%	0.0%	11.0% 100.0%	11.0% 0.0%	22.0% 0.0%	11.0%	0.0%	22.5%	11.0% 0.0%	11.2%	0.0%	11.0%	0.0%	0.0%	11.2%	0.0%
Spain	73.8%	47.6%	23.8%	0.0% 23.8%	23.8%	0.0%	23.8%	47.6%	26.2%	0.0%	0.0%	23.8%	23.8%	0.0%	23.8%	0.0%	0.0%	47.6%	0.0% 47.6%	23.8%
Sweden	26.5%	20.5%	20.5%	12.0%	6.0%	26.3%	53.0%	26.3%	0.0%	0.0%	10.3%	12.0%	6.0%	16.2%	10.3%		0.0%	0.0%	6.0%	0.0%
Switzerland	32.4%	26.9%	33.8%	40.0%	20.0%	37.8%	45.5%	12.4%	5.5%	21.4%	7.6%	12.4%	5.5%	0.0%	6.9%		12.4%	0.0%	5.5%	0.0%
Turkey	75.5%	24.5%	24.5%	24.5%	51.0%	0.0%	75.5%	0.0%	0.0%	28.8%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	28.8%	0.0%	0.0%	0.0%
Uk Other Europe	46.7% 38.5%	34.3%	31.4% 30.1%	25.9% 41.5%	21.0%	13.4% 54.1%	13.8% 52.8%	12.1% 25.3%	4.5% 6.0%	15.6% 18.1%	10.8% 30.7%	10.8%	7.0%	7.0%	4.2% 7.2%	5.4% 0.1%	3.0%	4.0% 10.6%	1.0%	1.3%
MIDDLE EAST	31.1%	43.5%	32.0%	21.2%	31.5%	3.4%	20.3%	42.4%	1.2%	23.0%	32.1%	25.5%	20.3%	26.7%	37.8%		5.3%	20.3%		20.3%
United Arab Emirates	27.3%	27.3%	27.3%	0.0%	27.3%	22.7%	0.0%	27.3%	0.0%	0.0%	0.0%	22.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	31.8%	46.3%	32.9%	24.9%	32.2%	0.0%	23.9%	45.1%	1.4%	27.0%	37.7%	26.0%	23.9%	31.4%	44.5%	23.9%	6.3%	23.9%	23.9%	23.9%
NORTH AMERICA	37.6%	30.7%	24.3%	25.1%	14.3%	19.4%	14.5%	16.6%	8.7%	10.3%	6.4%	9.0%	6.1%	5.9%	5.9%		1.3%	3.6%	0.9%	2.5%
USA USA	48.1% 34.6%	29.5%	30.5%	34.6% 22.3%	26.4%	17.8%	14.5%	19.9% 15.6%	7.5% 9.1%	6.5%	6.2%	6.2%	9.6%	6.2%	6.2%		0.0%	3.1%	0.0%	4.1% 2.0%
Other North	0.0%	31.0%	0.0%	0.0%	0.0%	19.9%	14.5%	0.0%	0.0%	0.0%	6.5% 0.0%	9.8%	5.1% 0.0%	5.7%	5.7% 0.0%	3.4% 0.0%	0.0%	3.7% 0.0%	0.0%	0.0%
America TOTAL	35.8%	30.2%	24.9%	20.6%	19.3%	18.5%	17.6%	17.2%	14.5%	11.6%	10.0%	9.2%	6.3%	6.1%	5.7%		3.9%	3.5%	2.7%	2.4%
IOIAL	33.070	1 30.2/0 1			, 13.3/0	10.5/0	17.070	17.2/0	14.5/0 ,	1 11.0/0 ,	1 10.0/0 /	J.270	0.370	0.170	3.770	3.270	3.570	3.370	2.770	2.470



						MI	PUMALA	NGA TO	P 20 AT	TRACTI	ONS BY	SOURCE	MARKE	ΓS - Q1	2025					
	Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	Blyde River Canyon God's Window	Bourke's Luck Pothole	Hazyview (Cable slide, Hot air ballconing, Abseiling, Elephant	Panorama Route	Pilgrim's Rest	Three Rondavels	Hazyview Mall	Sabie	White river	Dullstræm fly fishing	Mala Mala Game Reserve	Nelspruit Botanical Gardens	Did not visit any attraction	Sabi Sabi Game Reserve	The Pirnacle	Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	Crocriver Enviro Park	Sabi Sands Game Reserve	Londolozi Game Reserve
AFRICA	ი 17,2%	4,2%	0.9%	0.8%	0.0%	0.0%	2.5%	2.2%	1,2%	4,0%	0.0%	2,2%	3.5%	64.7%	2.0%	0.0%	0.0%	₹ 0.0%	0.0%	0.0%
Botswana	18.9%	0.0%	0.9%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%	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%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	33.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	66.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	41.8%	41.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.8%	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%	14.3%	0.0%	0.0%	0.0%	71.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini Zambia	0.0% 24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 25.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 50.0%	0.0% 24.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	8.6%	63.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	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%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	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%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria Tanzania	14.6% 66.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	57.2% 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	11.4%	11.0%	0.4%	0.2%	0.4%	0.2%	0.6%	10.4%	0.0%	0.2%	0.0%	10.4%	0.0%	72.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	68.2%	34.0%	17.2%	11.9%	14.7%	12.7%	8.4%	5.6%	15.8%	7.4%	9.2%	0.0%	1.2%	14.0%	12.8%	4.6%	3.4%	3.5%	1.0%	0.0%
China including Hong Kong	40.2%	47.8%	40.2%	41.8%	16.3%	16.3%	5.4%	18.5%	12.4%	17.0%	11.5%	0.0%	5.4%	29.1%	5.4%	5.4%	7.0%	18.5%	5.4%	0.0%
India	69.7%	39.6%	10.4%	5.2%	20.2%	14.3%	18.8%	5.2%	5.2%	5.2%	5.2%	0.0%	0.0%	20.0%	5.2%	9.1%	5.2%	0.0%	0.0%	0.0%
Japan	85.4%	52.8%	32.6%	18.1%	18.1%	38.3%	0.0%	0.0%	38.3%	20.2%	47.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	100.0%	34.5%	34.5%	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%
South Korea	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia AUSTRALASIA	92.3% 76.7 %	11.0% 28.1%	0.0% 12.6%	0.0% 4.6%	11.0% 6.0%	0.0% 1.8%	0.0% 10.6%	0.0% 6.9%	46.5% 3.1%	0.0% 6.4%	0.0% 2.9%	0.0%	0.8%	3.9% 6.4%	61.0% 2.6%	0.0% 1.6%	0.0% 2.9%	0.0%	0.0% 5.1%	0.0% 4.8%
Australia	76.0%	31.2%	14.0%	5.2%	6.6%	2.0%	11.8%	5.9%	3.5%	7.1%	2.9%	2.0%	0.0%	7.1%	2.6%	1.7%	1.7%	0.0%	5.6%	5.4%
New Zealand	83.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	11.3%	0.0%	11.3%	0.0%	0.0%	0.0%	13.9%	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	94.0%	28.9%	11.7%	8.0%	5.5%	1.4%	1.4%	7.8%	6.7%	5.8%	1.6%	2.9%	2.9%	0.4%	5.8%	2.6%	2.9%	2.9%	8.3%	7.8%
Argentina	92.9%	29.9%	4.1%	7.1%	11.2%	7.1%	7.1%	14.3%	18.7%	14.6%	0.0%	4.1%	14.6%	0.0%	14.6%	11.2%	0.0%	14.6%	21.8%	14.3%
Brazil	93.5%	27.3%	9.5%	4.8%	4.8%	0.0%	0.0%	4.8%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	4.8%	0.0%	6.5%	4.8%
Chile	100.0%	29.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	92.9%	36.9%	55.5%	40.1%	4.2%	0.0%	0.0%	22.9%	32.7%	0.0%	17.3%	22.9%	0.0%	4.2%	0.0%	4.2%	0.0%	0.0%	0.0%	22.9%
EUROPE	88.2%	51.3%	27.9%	24.8%	22.7%	14.7%	13.9%	11.1%	10.4%	8.7%	8,5%	8.5%	8.7%	2.2%	5.7%	7.1%	4.7%	4.1%	3,7%	2.8%
Austria	88.8%	80.0%	55.2%	35.2%	44.8%	36.0%	16.8%	8.0%	36.0%	8.0%	20.0%	0.0%	19.2%	0.0%	16.8%	0.0%	11.2%	0.0%	11.2%	8.0%
Belgium	79.8%	53.3%	32.0%	20.2%	22.5%	13.8%	17.0%	6.3%	3.2%	3.2%	10.7%	13.8%	12.7%	3.2%	7.5%	10.7%	1 1	6.4%	3.2%	0.0%
Denmark Finland	83.5% 100.0%	41.6% 59.4%	16.5% 39.2%	8.7% 79.7%	39.5% 20.3%	16.8% 19.6%	21.2% 39.9%	10.2% 39.2%	4.3% 0.0%	10.6%	0.0% 20.1%	0.0% 19.6%	12.1% 39.2%	4.3% 0.0%	0.0% 20.1%	4.3% 0.0%	5.9% 19.6%	0.0% 39.2%	0.0% 19.6%	0.0%
France	89.2%	63.7%	39.2%	26.7%	30.9%	24.1%	14.9%	9.9%	10.6%	14.3%	5.7%	10.9%	8.8%	0.8%	4.6%	13.8%		6.8%	2.2%	4.1%
Germany	93.8%	55.9%	32.5%	28.1%	23.4%	11.1%	14.2%	14.7%	12.9%	8.0%	10.4%	9.2%	10.4%	0.6%	6.1%	7.4%	3.1%	3.1%	4.3%	3.1%
Ireland	63.7%	27.3%	27.3%	27.3%	18.2%	18.2%	0.0%	18.2%	0.0%	9.1%	18.2%	27.3%	18.2%	9.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	84.1%	76.6%	40.0%	20.1%	20.1%	12.0%	15.8%	12.0%	20.2%	8.0%	12.1%	16.2%	0.0%	0.0%	3.8%	0.0%	12.0%	7.7%	0.0%	3.8%
The Netherlands	94.2%	41.5%	25.1%	25.0%	26.4%	14.1%	18.4%	6.6%	9.8%	16.8%	4.1%	1.5%	3.0%	1.4%	6.5%	10.3%	1 1	1.4%	4.3%	2.1%
Norway	85.2%	63.9%	32.0%	46.7%	32.0%	10.7%	21.3%	0.0%	0.0%	0.0%	14.8%	0.0%	0.0%	0.0%	0.0%	10.7%		0.0%	0.0%	14.8%
Portugal Russian Federation	100.0%	54.9%	34.0%	10.5%	11.3%	22.6%	11.3%	21.8%	22.6%	0.0%	10.5%	0.0%	21.8%	0.0%	11.3%	11.3%	1 -	0.0%	0.0%	0.0%
Spain Federation	100.0% 92.8%	42.4% 75.9%	40.0% 59.0%	40.0%	40.0% 50.1%	18.8% 32.3%	42.4% 16.1%	0.0% 16.9%	0.0% 41.2%	21.2% 8.9%	0.0% 16.9%	0.0% 16.9%	0.0% 26.8%	0.0%	7.2%	0.0% 25.1%	+ +	0.0%	0.0% 7.2%	0.0%
Sweden	92.5%	51.9%	19.8%	9.5%	21.7%	19.8%	19.9%	10.3%	9.5%	4.7%	7.5%	9.6%	2.8%	0.0%	5.5%	9.5%		12.3%	0.0%	2.8%
Switzerland	83.3%	46.7%	41.4%	30.0%	11.3%	15.6%	4.3%	26.3%	10.8%	4.3%	9.6%	15.6%	8.5%	5.9%	8.5%	4.3%	8.5%	9.6%	4.3%	0.0%
Turkey	100.0%	48.8%	0.0%	25.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%	23.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%
Uk	79.2%	38.6%	15.8%	19.4%	11.4%	7.4%	8.1%	8.0%	4.6%	4.5%	8.0%	7.2%	7.2%	5.6%	5.0%	2.3%	2.8%	3.4%	5.3%	2.1%
Other Europe	86.3%	46.9%	20.0%	9.9%	10.0%	36.8%	7.8%	14.5%	29.0%	0.0%	9.9%	0.0%	0.0%	4.7%	0.0%	0.0%	0.1%	10.0%	0.0%	0.0%
MIDDLE EAST United Arab	75.6%	65.6%	64.5%	41.6%	43.4%	1.8%	52.7%	41.6%	43.4%	51.6%	41.6%	51.6%	41.6%	13.6%	41.6%	0.0%	41.6%	43,4%	41.6%	51.6%
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%
Other Middle East	75.6%	65.6%	64.5%	41.6%	43.4%	1.8%	52.7%	41.6%	43.4%	51.6%	41.6%	51.6%	41.6%	13.6%	41.6%	0.0%	41.6%	43.4%	41.6%	51.6%
NORTH AMERICA	90.6% 93.5%	39.8%	22.5%	18.9%	17,4%	12.2%	9.7% 9.0%	11.4%	7.8%	6.4%	7.6% 9.8%	7.9%	6.5%	1.8%	4.7% 2.0%	3.9%	3.8%	5.3%	4.5%	4.3%
Canada USA	90.0%	41.6% 39.4%	23.5%	21.2% 18.4%	19.0% 17.0%	16.5% 11.2%	9.8%	11.5%	13.2%	6.1%	7.1%	3.9% 8.8%	6.1%	0.0%	5.3%	6.5% 3.2%	3.2%	6.3% 5.1%	2.0% 5.1%	4.0%
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%
America TOTAL		43.6%		20.2%	18.6%	12 1%	11.6%	10.3%	9.1%	7.8%	7.4%	7.4%	7 2%	6.2%	5.5%	5.4%		4.0%	4.0%	3 3%

								- TOD (- ATTR	- CT10N		1225 M		2:2225						
		T =	Τœ	T			LIMPOP	_	O AT IKA	+CTION5			RKETS -	- Q1 2025					т—	!
	Kruger National Park via Orpen, Phalaborwa, Punda Maria	Mapungubwe National Park	Bela Bela Conservancy	Did not visit any attraction	Mapungubwe Cultural Landscape	Mall of the North	Nandoni Dam	Mabula Game Reserve	Soutpansberg Mountains	The Chuene Resort	Kapama Game Reserve	Ga (modjadji)/ Motjaji	Names of Resorts/Safari	Timbavati Game Reserve	Private Game Reserves	Thorny Bush Game Reserve	Moholoholo animal rehabilitation Centre	Karongwe Game Reserve	Not applicable	Thavha ni Mall
AFRICA	7.2%	0.0%	7.2%	55.0%	0.0%	29,3%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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% 50.0%	0.0%	0.0% 50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	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%
Eswatini 7ambia	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%
Zambia Zimbabwe	0.0% 18.4%	0.0%	0.0%	0.0% 47.0%	0.0%	0.0% 34.6%	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%
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%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	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%
Kenya Nigeria	0.0%	0.0%	0.0%	100.0% 40.0%	0.0%	0.0% 20.1%	0.0%	0.0%	0.0%	40.0%	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%	47.0%	0.0%	0.0%	0.0%	0.0%	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	1.4%	0.0%	0.0%	0.0%	0.0%	95.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
ASIA China including	56.5%	2.7%	15.9%	18.0%	4.8%	9.2%	7.1%	3.5%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hong Kong	67.9%	12.0%	45.3%	0.0%	0.0%	10.7%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India Japan	25.8% 59.3%	0.0%	0.0%	51.7% 40.7%	25.8%	0.0%	0.0% 21.1%	0.0%	0.0%	0.0%	0.0%	0.0% 21.1%	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	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	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 Asia	72.6% 41.4%	0.0%	4.6% 10.2%	0.0% 9.4%	0.0% 3.0%	0.0%	0.0% 2.9%	13.2%	0.0%	0.0% 5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA Australia	41.4%	0.0%	10.2%	9.4% 8.7%	3.0% 0.0%	0.0%	2.9% 4.0%	6.9 %	9.2%	5.9% 4.0%	6.3% 8.7%	0.0%	0.0%	0.0%	0.0%	3.4% 4.7%	0.0%	0.0%	6.9% 9.4%	0.0%
New Zealand	34.1%	0.0%	0.0%	11.3%	11.3%	0.0%	0.0%	11.3%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	45,5%	0,0%	18,1%	0.0%	0.0%	2.0%	1.9%	0.0%	0.0%	0.0%	28,8%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	7.2%	0.0%	0.0%
Argentina	65.2%	0.0%	30.4%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	41.3%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%
Other Central &	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	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%
South America EUROPE	75.3%	0.0% 21.1%	0.0%	0.0% 3.9%	0.0% 4.9%	0.0% 2,1%	0.0% 3.9%	0.0% 3.0%	0.0% 2.8%	0.0% 2.6%	100.0% 0,2%	0.0% 1.8%	0.0% 2.7%	0.0% 1.9%	0.0% 1.7%	0.0% 1.5%	0.0% 1.6%	1.0%	0.0%	0.0%
Austria	100.0%	39.7%	19.0%	0.0%	0.0%	0.0%	9.5%	0.0%	9.5%	12.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%
Belgium	76.1%	12.8%	15.8%	0.0%	6.4%	0.0%	0.0%	6.4%	6.4%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	6.4%	0.0%	6.4%
Denmark	81.7%	33.1%	8.8%	10.6%	0.0%	0.0%	3.2%	0.0%	4.3%	0.0%	3.2%	4.3%	0.0%	0.0%	4.3%	0.0%	8.8%	0.0%	0.0%	0.0%
Finland	33.8%	33.8%	0.0%	0.0%	0.0%	0.0%	0.0%	33.5%	0.0%	32.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France Germany	84.5% 84.2%	20.9%	19.7% 10.2%	2.3%	5.5% 10.2%	0.0% 2.9%	0.0% 7.3%	3.2% 0.0%	2.8%	2.8% 4.3%	0.0%	0.0% 1.5%	0.0% 2.9%	0.0% 1.5%	0.0%	0.0%	0.0% 1.5%	0.0%	0.0%	0.0%
Ireland	24.9%	0.0%	25.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	92.5%	15.5%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	8.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%
The Netherlands	84.4%	18.3%	15.2%	0.0%	2.6%	2.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	2.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway Portugal	100.0%	56.6% 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%
Russian Federation		34.0%	0.0%	0.0%	0.0%	0.0%	32.0%	0.0%	0.0%	0.0%	0.0%	0.0% 32.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	64.1%	0.0%	12.7%	11.6%	12.7%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	12.7%	0.0%	0.0%	0.0%	11.6%	12.7%	11.6%	0.0%	0.0%
Sweden	94.8%	8.9%	17.7%	5.2%	17.7%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%
Switzerland	74.8%	43.4%	_	0.0%	6.3%	0.0%	0.0%	0.0%	5.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0% 54.0%	0.0%	9.6%	7.9%	0.0% 2.1%	0.0% 3.2%	0.0% 3.3%	9.0%	1.2%	0.0%	0.0%	0.0% 1.2%	0.0% 2.3%	0.0% 3.5%	0.0% 3.5%	0.0% 3.2%	0.0%	1.2%	0.0% 2.3%	0.0%
Other Europe	64.0%	2.7%	17.6%	8.3%	0.0%	11.4%	0.0%	0.0%	9.8%	17.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	48.0%	48.0%		10.0%	38,0%	0.0%	38.0%	0.0%	38.0%	9.2%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.9%
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	48.0%	48.0%	48.0%	10.0%	38.0%	0.0%	38.0%	0.0%	38.0%	9.2%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.9%
NORTH AMERICA	60.8%	26.0%		3.8%	4.4%	2.1%	1.3%	4.8%	1.9%	0.9%	2.5%	2.1%	0.0%	0.6%	0.6%	0.9%	0.7%	0.9%	0.6%	0.6%
Canada	68.3%	27.2%		0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	5.9%	5.9%	0.0%	0.0%	0.0%	0.0%	5.9%	7.2%	0.0%	0.0%
USA Other North	59.8%	25.8%	14.1%	4.4%	5.0%	2.4%	0.7%	5.4%	2.1%	1.0%	2.1%	1.6%	0.0%	0.7%	0.7%	1.0%	0.0%	0.0%	0.7%	0.7%
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%

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			-	т			ORTH W	EST TOP	, 20 ATT	RACTIO	JNS BY S	OURCE	MARKET	S - Q1 202!	5		т			
	Pilanesberg National Park	Sun City Lost City	Hartbeespoort Dam	Waterfall Mall (Rustenburg)	Madikwe Game Reserve	NonDid not visit any attractione	Hartbeespoort Snake Park	North-West University, Potchefstroom Campus	Klerksdorp Mall	The crade of humankind	Brits Mall	Mooi River Mall	Barberspan Bird Sanctuary	Magaliesburg Resort	Mafikeng Mall	Bloemhof Dam Nature Reserve	Ukutula Game Lodge	Upside-down House	Vredefort crater / Vredefort Dome	Rustenburg shopping mall
AFRICA	8.6%	18.2%	5.4%	19.3%	0.0%	23.9%	5.5%	4.0%	5.5%	1.1%	3.9%	11.4%	1.4%	4.8%	4.1%	0.0%	0.0%	1.1%	0.0%	3.3%
Botswana	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%
Lesotho Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	8.8%	0.0%	11.8%	0.0%	20.6%	0.0%	0.0%	32.3%	0.0%	0.0%	32.4%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini Zambia	0.0%	0.0%	0.0%	0.0% 33.2%	0.0%	0.0%	0.0% 33.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 33.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	6.5%	19.4%	0.0%	14.2%	0.0%	40.5%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	34.1%	33.0%	0.0%	0.0%	0.0%	33.0%	0.0%	0.0%	0.0%	0.0%	33.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC Ethiopia	0.0% 100.0%	0.0%	0.0%	66.1% 0.0%	0.0%	16.9% 0.0%	0.0%	0.0%	0.0%	0.0%	17.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.2% 0.0%
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%	38.8%	0.0%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%	22.5%	21.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Nigeria Tanzania	0.0% 15.4%	68.5% 13.9%	0.0% 41.3%	31.5% 13.9%	0.0%	0.0%	0.0% 41.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 15.4%	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	45.5%	29.2%	12.7%	28.5%	0.0%	5.7%	0.0%	16.0%	16.0%	0.0%	0.3%	32.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA China including	34.4%	34.9%	9.1%	8.8%	3.8%	5.2%	1.1%	1.1%	2.1%	5.7%	1.9%	9.5%	0.0%	3.0%	2.1%	0.0%	2.3%	0.0%	0.0%	2.1%
Hong Kong	38.0%	38.0%	0.0%	37.6%	0.0%	0.0%	10.7%	10.7%	0.0%	10.7%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	31.9%	39.6%	14.0%	0.0%	6.8%	7.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	6.8%
Japan Malaysia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.4% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.2% 0.0%	0.0%	0.0%	0.0%
Singapore	42.9%	100.0%	42.9%	0.0%	42.9%	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%
South Korea	18.7%	26.9%	0.0%	26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia AUSTRALASIA	12.6% 46.7%	38.3% 31.0%	10.1% 10.7%	5.8% 10.3%	0.0% 13.1%	10.1% 5.5%	0.0% 2.7%	0.0% 4.5%	0.0%	0.0% 5.5%	0.0% 5.0 %	16.5% 2.7%	0.0%	10.1% 0.0%	0.0% 2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Australia	47.4%	24.8%	14.5%	10.3%	13.1%	3.6%	3.6%	6.1%	0.0%	3.6%	3.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	44.8%	48.1%	0.0%	8.9%	10.7%	10.7%	0.0%	0.0%	0.0%	10.7%	8.9%	0.0%	0.0%	0.0%	8.9%	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	80.6%	8.0%	0.0%	5.2%	0.0%	6.4%	0.0%	0.0%	6.8%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.4%
Argentina Brazil	60.4% 85.5%	19.8% 7.4%	0.0%	39.6% 0.0%	0.0%	0.0% 7.2%	0.0%	0.0%	0.0% 7.2%	0.0%	0.0% 7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	60.9%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	15.7%
Other Central & South America	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	51,0%	20.6%	20.0%	10.7%	11.6%	7.0%	10.2%	10.2%	4,6%	6.7%	4.2%	2.5%	8.0%	3.7%	3,5%	3.9%	1.1%	0.8%	0.9%	0.0%
Austria	20.4%	0.0%	28.6%	49.0%	28.6%	22.4%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%
Belgium Denmark	77.0% 0.0%	0.0% 34.0%	45.9% 0.0%	23.0% 0.0%	0.0%	0.0%	23.0% 0.0%	0.0% 32.0%	0.0%	45.9% 0.0%	23.0% 34.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.0%	0.0%	0.0%
Finland	50.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.3%	0.0%	50.7%	0.0%	50.7%	0.0%	0.0%	49.3%	0.0%	0.0%	50.7%	0.0%
France	65.7%	35.0%	5.9%	22.6%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	6.6%	0.0%	0.0%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany Ireland	33.4% 100.0%	18.6%	18.5% 0.0%	14.8% 33.1%	18.6%	7.4%	11.2% 0.0%	14.9% 0.0%	3.6%	3.7% 0.0%	3.7% 0.0%	0.0%	11.2% 0.0%	3.7% 0.0%	0.0% 33.1%	0.0% 33.1%	0.0%	0.0%	0.0%	0.0%
Italy	53.7%	26.8%	13.5%	20.1%	13.8%	6.4%	13.4%	26.1%	6.7%	6.4%	0.0%	0.0%	13.6%	6.7%	6.7%	6.7%	0.0%	6.7%	0.0%	0.0%
The Netherlands	49.2%	10.3%	31.0%	10.3%	31.8%	0.0%	10.3%	10.3%	10.3%	10.3%	0.0%	0.0%	10.3%	0.0%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%
Norway Portugal	30.3% 66.6%	16.2% 33.1%	34.8% 0.0%	0.0%	34.8% 33.4%	18.7%	34.8% 0.0%	0.0%	0.0%	34.8% 16.9%	0.0%	0.0%	18.7% 0.0%	18.7% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	42.9%	0.0%	14.6%	16.4%	31.0%	29.2%	14.6%	0.0%	0.0%	14.6%	0.0%	13.3%	14.6%	0.0%	0.0%	16.4%	0.0%	0.0%	0.0%	0.0%
Sweden Switzerland	81.5% 62.3%	35.4% 32.1%	6.9%	0.0%	0.0%	11.7%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	62.3% 0.0%	32.1% 0.0%	19.8%	0.0%	19.8%	0.0%	19.8%	0.0%	0.0%	19.8%	0.0%	0.0%	19.8%	0.0%	17.9% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	52.3%	25.4%	27.6%	3.7%	3.4%	8.9%	8.6%	3.6%	4.9%	1.8%	4.9%	3.7%	3.4%	0.0%	4.9%	1.5%	3.4%	0.0%	1.5%	0.0%
Other Europe	65.3%	0.0%	16.1%	6.7%	17.3%	0.0%	17.3%	46.2%	6.7%	23.5%	0.0%	0.0%	17.3%	11.0%	6.7%	6.7%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST United Arab	60.0%	60.0%	38.0%	54.7%	19.7%	4.7%	19.7%	32.7%	19.7%	5,3%	36.6%	0.0%	0.0%	19.7%	19.7%	0.0%	19.7%	19.7%	19.7%	0.0%
Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East NORTH AMERICA	60.0% 38.7%	60.0% 23.8%	38.0% 17.5%	54.7% 16.9%	19.7% 21.9%	4.7% 6.0%	19.7% 8.5%	32.7% 5.8%	19.7% 14.4%	5.3% 6.5 %	36.6% 4.8%	0.0% 4.8%	0.0% 3.4%	19.7% 3.5%	19.7% 1.5%	0.0%	19.7%	19.7% 2.9%	19.7% 2.0%	0.0%
Canada	77.9%	16.8%	16.8%	16.8%	0.0%	0.0%	16.8%	16.8%	0.0%	16.8%	0.0%	0.0%	0.0%	22.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA Other North	34.7%	24.5%	17.5%	16.9%	24.1%	6.6%	7.6%	4.7%	15.8%	5.4%	5.3%	5.3%	3.7%	1.6%	1.6%	0.0%	3.0%	3.2%	2.2%	0.0%
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	43.5%	22.3%	14.8%	13,1%	10.2%	9.1%	7.5%	7.2%	6.1%	5.2%	4.8%	4.5%	4.4%	3.5%	3.1%	1.8%	1.5%	1.3%	1.1%	0.8%

						NO	RTHER	CAPE T(ЭР 20 А ⁻	ГТRАСТ	IONS BY	SOURCE	MARKE	TS - Q1 202	25					
	Kimberley Big Hole	Did not visit any attraction	Kgalagadi Transfrontier Park	Diamond Pavilion Mall	Kimberley Mine Museum	Augrabies Falls	Mokala National Park	Namaqualand Flowers	Blue flag beach at Mcdougal Bay	San Cultural Villages (e.g. Khomani San Village etc) (Specify)	Sutherland and Camaryon - Stargazing (Salt and SKA)	Kalahari Mall	Orange River	North Cape Mall	Nature or Game reserves	Tswalu Kalahari Reserve	Museums	Diamond Pavillion Shopping Centre	Farm	Can't remember
AFRICA	0.0%	47.1%	8.0%	0.0%	0.0%	11.4%	0.0%	23.3%	8.0%	23.3%	0.0%	10,1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho 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%	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%
Namibia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%
Angola DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 53.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 47.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	0.0%	59.1%	40.9%	0.0%	0.0%	0.0%	0.0%	0.0%	40.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	62.9%	8.6%	18.5%	55.6%	25.8%	9.2%	17.9%	9.2%	9.2%	0.0%	9.2%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	73.9%	0.0%	24.3%	61.7%	33.9%	12.2%	12.2%	12.2%	12.2%	0.0%	12.2%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0% 28.0%	0.0% 36.0%	0.0%	0.0% 36.0%	0.0%	0.0%	0.0% 36.0%	0.0%	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	33.5%	21.7%	11.8%	21.7%	11.8%	23.2%	11.8%	9.9%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%
Australia	33.5%	21.7%	11.8%	21.7%	11.8%	23.2%	11.8%	9.9%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	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 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	86.2%	13.8%	0.0%	0.0%	86.2%	42.6%	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%
Argentina	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil Chile	100.0%	0.0%	0.0%	0.0%	100.0%	49.5% 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%
Other Central &	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%
South America EUROPE	27.6%	12.4%	32.0%	19.7%	14.6%	23.4%	18.9%	12.8%	1.4%	8.4%	6.2%	5.4%	0.0%	0.0%	0.0%	2,2%	1.9%	0.0%	0.0%	2.1%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	50.1%	49.9%	50.1%	50.1%	0.0%	50.1%	50.1%	50.1%	0.0%	50.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	39.3%	0.0%	39.3%	20.2%	39.3%	20.2%	39.3%	20.2%	0.0%	0.0%	20.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	18.9%	10.5%	32.8%	48.3%	8.4%	10.5%	0.0%	22.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%
Germany	27.6%	0.0%	36.6%	0.0%	9.2%	27.6%	27.4%	0.0%	0.0%	0.0%	0.0%	17.9%	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	9.0%
Ireland Italy	0.0%	0.0%	0.0% 60.4%	0.0%	0.0%	0.0% 20.0%	0.0% 20.5%	0.0%	0.0%	0.0% 20.0%	0.0%	0.0% 20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	0.0%	0.0%	23.1%	23.1%	0.0%	39.3%	0.0%	16.2%	0.0%	21.4%	16.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	0.0%	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%
Russian Federation	51.6%	48.4%	0.0%	51.6%	51.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	47.5%	0.0%	73.7%	26.3%	47.5%	100.0%	52.5%	47.5%	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland Turkey	50.4% 0.0%	54.0% 0.0%	77.4% 0.0%	0.0%	100.0%	54.0% 0.0%	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	40.1%	29.0%	11.0%	9.1%	9.1%	11.0%	20.0%	11.0%	0.0%	21.9%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Europe	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	80.6%	19.4%	0.0%	0.0%	80.6%	80.6%	0.0%	0.0%	80.6%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	80.6%	19.4%	0.0%	0.0%	80.6%	80.6%	0.0%	0.0%	80.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	46.9%	21.5%	41.1%	22.0%	26.7%	21.5%	23.3%	0.0%	0.0%	0.0%	10.0%	5.0%	5.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%
Canada USA	0.0% 49.4%	0.0% 22.7%	0.0% 43.4%	100.0%	100.0%	0.0% 22.7%	0.0% 24.6%	0.0%	0.0%	0.0%	10.5%	0.0% 5.3%	0.0% 5.3%	0.0%	0.0%	0.0% 5.0%	0.0%	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	34.3%	16.9%	28.4%	19.4%	19.9%	23.4%	16.9%	10.2%	4.0%	6.5%	5.8%	5.2%	0.9%	0.0%	0.0%	2.8%	1.1%	0.0%	0.0%	1.3%



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					ا م	F		TE TOP			NS BY S	JURCE M	MARKET 5	S - Q1 2025 □ ਾੁ						
	NonDid not visit any attractione	Mimosa <i>W</i> all	Waterfront	Welkom <i>N</i> all	Golden Gate Highlands National Park	Clarens Ash River Outfall	Cheetah Experience	Bæotho cultural village	University of the Free State	Free State Stadium/Vodacom Park	Sterkfontein Dam Nature Reserve	Gariep Dam	Goldfields Mall	Private Game Reserve	Black Mountain Hotel	Dams	Northridge Mall	Preller Park <i>M</i> all	Farm	Vaal River
AFRICA	38.6%	15.3%	19.4%	5.0%	7.5%	0.0%	0.0%	1.8%	8.2%	8.2%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho Malawi	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	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%
Namibia	29.8%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.2%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia Zimbabwe	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%
Zimbabwe Angola	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%	0.0%
DRC	0.0%	33.7%	32.3%	32.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	67.7%	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	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%
Kenya Nigeria	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	77.3%	22.7%	22.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA China including	32.7%	23.9%	34,8%	16.5%	4.9%	0,0%	0,0%	0,0%	0.0%	8.2%	0,0%	0.0%	4.4%	0.0%	0.0%	0.0%	0,0%	11.9%		0.0%
Hong Kong	0.0%	32.8%	81.6%	44.8%	0.0%	0.0%	0.0%	0.0%	0.0%	18.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	30.1%	29.2%	14.6%	0.0%	14.6%	0.0%	0.0%	0.0%	0.0%	14.6%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan Malaysia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	27.3%	18.6%	45.3%	27.3%	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%	45.3%	0.0%	0.0%
Other Asia	47.0%	26.2%	26.2%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	13.7%	45.9%	31.1%	17.6%	11.9%	0.0%	12.9%	0.0%	0.0%	0.0%	0,0%	5.4%	0.0%	0.0%	0.0%	6.5%	6.5%	0.0%	0.0%	0.0%
Australia New Zealand	14.4% 0.0%	48. 1% 0.0%	32.6% 0.0%	13.6%	12.5% 0.0%	0.0%	13.6%	0.0%	0.0%	0.0%	0.0%	5.7% 0.0%	0.0%	0.0%	0.0%	6.8%	6.8%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	17.0%	0.0%	83.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	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%
Brazil	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile 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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE Austria	26.2% 0.0%	29.2% 0.0%	10.9% 0.0%	12.1% 34.4%	13.0% 0.0%	11.1% 0.0%	9.7% 0.0%	6.4% 0.0%	3.6% 0.0%	1.4% 0.0%	4.1% 0.0%	5.2% 31.2%	0.9%	4.4% 0.0%	2.4% 0.0%	2.4% 34.4%	0.0%	0.0%	1.4% 0.0%	2.9% 0.0%
Belgium	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%
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	0.0%	25.0%	25.0%	25.0%	25.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%
France	0.0% 36.6%	20.0%	9.2%	20.0%	0.0% 18.1%	40.0% 9.1%	20.0% 13.5%	0.0% 9.1%	0.0%	0.0%	0.0% 9.1%	0.0% 4.6%	0.0%	20.0% 8.9%	0.0% 4.6%	0.0%	0.0%	0.0%	0.0%	20.0% 4.6%
Germany Ireland	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	28.7%	0.0%	14.0%	14.0%	28.7%	0.0%	14.6%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	0.0%	100.0%		48.2%	0.0%	0.0%	0.0%	0.0%	48.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal Russian Federation	50.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	0.0%	100.0%		0.0%	0.0%	44.7%	55.3%	44.7%	0.0%	0.0%	0.0%	55.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	62.9%	0.0%	0.0%	0.0%	0.0%	37.1%	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%
Switzerland	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%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk Other Europe	38.7% 0.0%	9.9% 58.8%	5.9% 73.0%	5.9% 0.0%	6.0% 41.2%	10.9% 14.2%	0.0%	5.9% 0.0%	5.9% 0.0%	5.9%	0.0%	5.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9% 0.0%	0.0%
MIDDLE EAST	85.7%	0.0%	14.3%	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%
United Arab Emirates	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	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%
NORTH AMERICA	24.5%	27.8%	12.4%	13.7%	2.9%	9.7%	5.8%	9.8%	9.7%	5.8%	6.7%	0.0%	0.0%	0.0%	3,1%	0.0%	5.5%	0.0%	4.0%	0.0%
Canada	56.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.2%	0.0%	43.2%	0.0%	0.0%	0.0%	0.0%	43.2%	0.0%	0.0%	0.0%	0.0%	0.0%
USA Other North	22.0%	29.9%	13.4%	14.7%	3.1%	10.4%	6.3%	7.3%	10.4%	3.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	4.3%	0.0%
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%



