



INTERNATIONAL TOURISM

2nd QUARTER PERFORMANCE REPORT

APR - JUN

20
25



SOUTH AFRICAN TOURISM

TABLE CONTENTS

04



EXECUTIVE SUMMARY

07



ABOUT THE REPORT

14



INTERNATIONAL
TOURISM PERFORMANCE

43



PROVINCIAL
PERFORMANCE

74



GLOBAL TOURISM

76



TECHNICAL NOTES

83



APPENDIX

124



CONTACT DETAILS

OVERVIEW

South Africa



EXECUTIVE SUMMARY

International tourism in Q2 2025 showed solid recovery, with arrivals growing year-on-year and regional markets driving momentum, with only Asia and Europe still catching up to the pre-pandemic levels. Travel was powered by VFR and leisure demand, supported by diverse experiences. Shopping, dining, and wildlife experiences anchored visitor activity, underscoring resilience and confidence in South Africa's tourism rebound.

- South Africa welcomed **2.4 million international visitors** in Q2 2025, a **+19.5% YoY increase**, narrowing the gap to Q2 2019 to -0.4% – one of the strongest quarterly recoveries since the pandemic.
- Africa remained the anchor source region, **contributing 1.9 million arrivals (80.0% share; +23.2% YoY; +3.1% vs 2019)**. Mozambique, Lesotho, Eswatini, Malawi, and Kenya strengthened the witnessed YoY growth.
- Europe **delivered 229.9k arrivals, a +11.1% YoY increase**, marking a break from the stagnation seen in Q2 2024, but with volumes still lagging 2019 (-15.8%). The UK and Germany remained leading markets, though both have yet to reach pre-pandemic strength.
- The Americas yielded **138.6k arrivals (+2.6% YoY; +0.1% vs 2019)**, essentially back at pre-pandemic levels. The USA remained the largest contributor despite being flat YoY, supported by steady inflows from Canada and improving volumes from Brazil.
- Asia **posted 55.3k arrivals (-4.3% YoY; -33.3% vs 2019)**, shedding the modest gains achieved in Q2 2024. While China provided some uplift, overall volumes remain far below pre-pandemic benchmarks.
- The Middle East **registered 12.0k arrivals (-4.2% YoY; +9.8% vs 2019)**, losing ground compared to last year but still positioned above 2019 levels. Growth remains limited in scale, reflecting a cautious recovery.
- Australasia **reached 36.8k arrivals (+22.1% YoY; +14.1% vs 2019)**, with Australia driving the rebound and volumes now well above pre-pandemic levels.
- Foreign direct spend **rose to ZAR 21.7 billion (+9.3% YoY; +24.1% vs 2019)**, driven mainly by the increase in arrivals. Gains were further supported by improved geographic spread by overseas and African air tourists, offsetting declines in average spend per tourist (-6.6% YoY) and a flat average stay (-0.3% YoY).
- Purpose of travel was again led by Visiting Friends and Relatives (VFR), which expanded to 55.9%, consolidating its role as the main growth driver. Holiday travel accounted for 15.8%, still below 2019 levels, while Business and MICE combined reached 8.8%, reflecting ongoing diversification in travel motivations.
- Accommodation trends mirrored travel purpose, with friends and family stays accounting for 73.4% of bed nights. Paid stays were smaller shares, with hotels (8-9%) and game lodges (4-6%) performing steadily, while self-catering and guest houses softened.
- Gauteng led with 983.6k arrivals (+8.2% YoY; +19.7% vs 2019), ZAR 10.4bn spend, and the longest stays (13.2 nights). The province remained VFR-driven, with retail attractions like Sandton City (48%) drawing large shares.
- Mpumalanga welcomed 628.0k (+27.6% YoY; +61.5% vs 2019), powered by Mozambique and Eswatini. VFR dominated at 65.2%, while Kruger National Park (83.2%) underlined the region's global wildlife appeal.
- Western Cape hosted 307.1k visitors (+11.3% YoY; -10.0% vs 2019), generating ZAR 6.9bn spend. Holiday travel remained dominant (50.1%), with the V&A Waterfront (75.2%) the most visited attraction.
- KwaZulu-Natal rose to 193.0k arrivals (+15.6% YoY; -4.1% vs 2019), with Gateway Mall (31.8%) and the North Coast (30.5%) driving activity. Coastal and shopping experiences were central.
- North West increased to 86.6k arrivals (+33.5% YoY; -41.7% vs 2019), supported by Pilanesberg National Park (44.5%) and Sun City, with VFR still accounting for 46.6%.
- Eastern Cape recorded 75.8k (+32.1% YoY; -3.7% vs 2019), with VFR (45.1%) and Addo Elephant Park (44.4%) the leading pull factors.
- Northern Cape rose to 20.8k arrivals (+32.9% YoY; -21.4% vs 2019), dominated by VFR (44.0%), but attractions like the Kimberley Big Hole (38.9%) and Diamond Pavilion Mall (24.1%) reinforced its profile.
- Free State rebounded to 251.8k (+72.7% YoY; +4.2% vs 2019), overwhelmingly driven by Lesotho.
- Nationwide, Shopping (78.5%), Eating Out (57.8%), and Social (54.1%) led participation; wildlife/nature remained core in Mpumalanga and Eastern Cape, while retail/urban culture anchored Gauteng and KwaZulu-Natal.
- Overall, strong inbound tourism and higher spend anchored Q2 2025 performance. **Europe and Asia remain below 2019 benchmarks, underscoring opportunities for future growth.**

Q2 2025 INSIGHTS, OPPORTUNITIES AND CAUTIONS

Based on the Q2 2025 inbound survey tourism data analysis, some key insights, opportunities and cautions emerge beyond the topline recovery story.

❖ Emerging Insights

- **There is a shift toward VFR-driven growth**

Visiting Friends and Relatives (VFR) consolidated its dominance, surpassing 55% of arrivals. This hints at a structural shift indicative of resilience during economic uncertainty but also signals a slower rebound for premium leisure segments.

- **Geographic spread improvement**

Recovery was not only confined to Gauteng and the Western Cape. Provinces such as Free State, Eastern Cape, and Northern Cape posted some of the highest growth rates, pointing to dispersal benefits.

- **Retail and lifestyle as demand anchors**

Shopping, eating out, and socialising consistently topped activity choices, underscoring the role of urban retail and cultural hubs alongside nature-based tourism.

- **International air corridors expanding impact**

Air arrivals from overseas and regional African markets underpinned spend growth, reinforcing the importance of flight connectivity.

❖ Opportunities

- **Leveraging secondary provinces**

Growth in Free State (+72.7% YoY), Northern Cape (+32.9%), and Eastern Cape (+32.1%) shows potential to reposition less traditional destinations as growth drivers.

- **Premiumisation of VFR tourism**

VFR is often low-spend, but its scale creates scope for targeted upgrades (bundled family leisure, retail promotions, domestic flights, cultural events) to lift yield.

- **Australia's strong growth (+22.1%)**

This opens a chance to deepen Australasia outreach through marketing, partnerships, and tailored experiences.

- **Kruger National Park and coastal nodes** in Mpumalanga, KwaZulu-Natal, and Western Cape retained strong pull, showing opportunities for sustainable expansion of nature-based tourism.

❖ Cautions

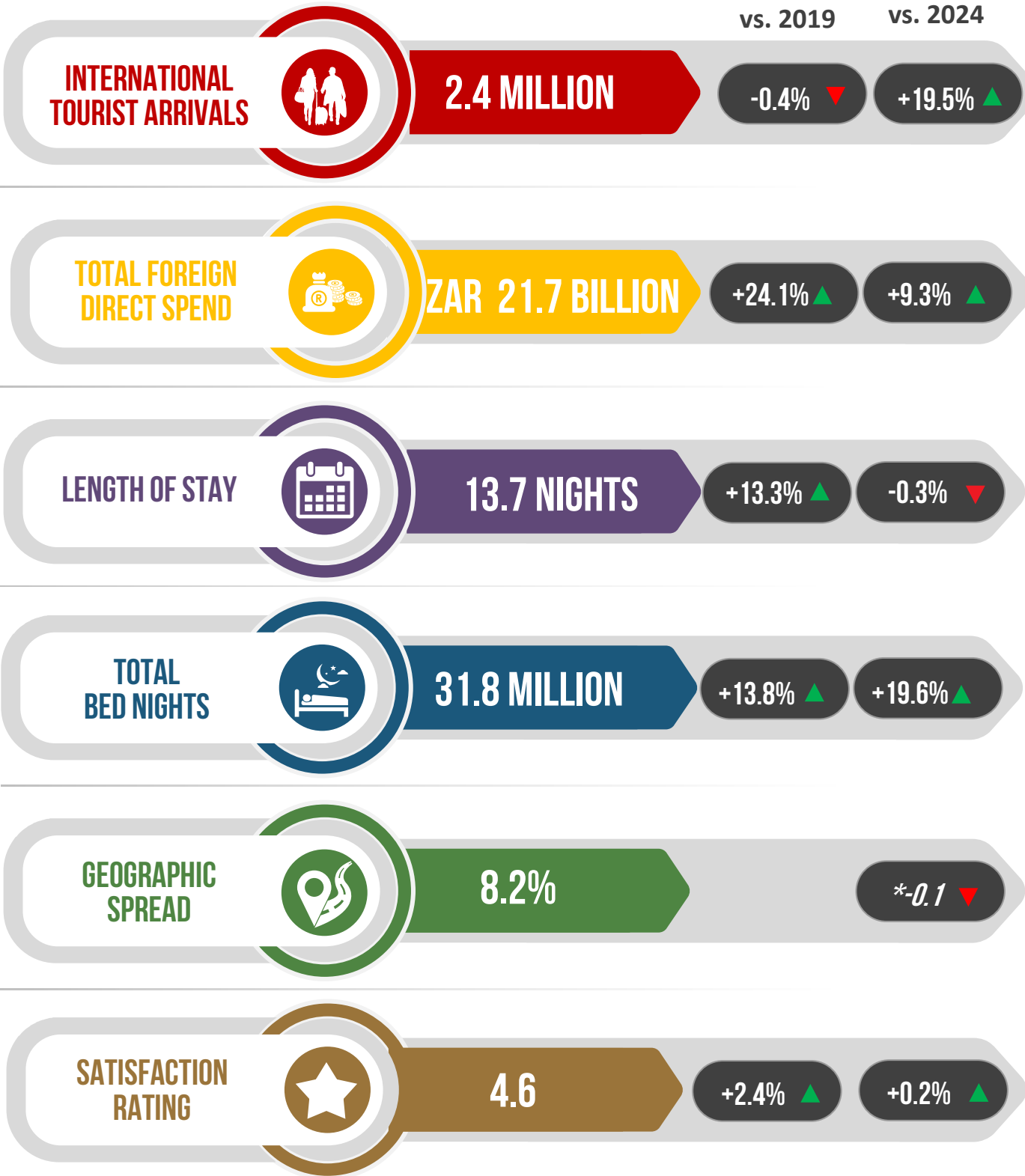
- **Weakness in Asia and Europe**

Asia shed Q2 2024's modest gains (-4.3% YoY), and Europe's volumes remain -15.8% below 2019, reflecting a fragile recovery in two important long-haul regions.

- **Reliance on VFR**

While stable, overdependence on VFR makes the sector vulnerable to economic downturns and currency fluctuations, with lower multipliers for formal accommodation and premium experiences.

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 ABOUT THE SURVEY

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



DEFINITIONS

- **Visitor** - Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited.
- **Same day visitor** - Any person who visits a place without staying the night.
- **A tourist** is an overnight visitor taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.
- **Geographic spread** - is the distribution of tourists across different regions or locations, indicating how tourism activities are spread geographically. For this survey, the statistic is obtained by expressing the total number of tourists that visited more than one province as a proportion of the total arrivals.
- **TDfS** - Stands for Total Foreign Direct Spend within South Africa. When reported it excludes the component spent on capital goods.
- **Average Spend** - Is the spend per tourist, obtained by dividing the total direct spend (TFDS) by the number of tourists.
- **Bed nights** - Is a measure of occupancy representing the total number of nights tourists stay in South Africa.
- **Length of stay** - Is the duration of time that a visitor or tourist spends at a destination or in the country; in this survey, it is calculated by dividing total bed nights by the total number of tourists.



ABOUT THE REPORT

INTERNATIONAL TOURIST ARRIVALS

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



The survey is conducted monthly and covers South Africa's two main international airports (Oliver Tambo and Cape Town) as well as the 12 main land border posts (Grobler's Bridge, Maseru Bridge, Oshoek, Golela, Kopfontein, Pioneer Gate, Lebombo, Beitbridge, 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, April 2025
2. P0350 - International Tourism, May 2025
3. P0350 - International Tourism, June 2024
4. P0141 - Consumer Price Index (CPI), April 2025
5. P0141 - Consumer Price Index (CPI), May 2025
6. P0141 - Consumer Price Index (CPI), June 2025
7. P6410 - Tourist accommodation, April 2025
8. P6410 - Tourist accommodation, May 2025
9. P6410 - Tourist accommodation, June 2025
10. <https://live.worldtourismforum.net/news/Catch-up-the-latest-news-in-tourism-industry/World-Tourism-Soars-in-2025-International-Tourist-Arrivals-Up-by-5-in-First-Quarter>
11. <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/099449307032537375>

ABOUT THE REPORT

DISCLAIMER

SA Tourism's Analytics and Insights Unit makes every effort to publish reports that are error-free. However, with the large number of complex records that are 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.

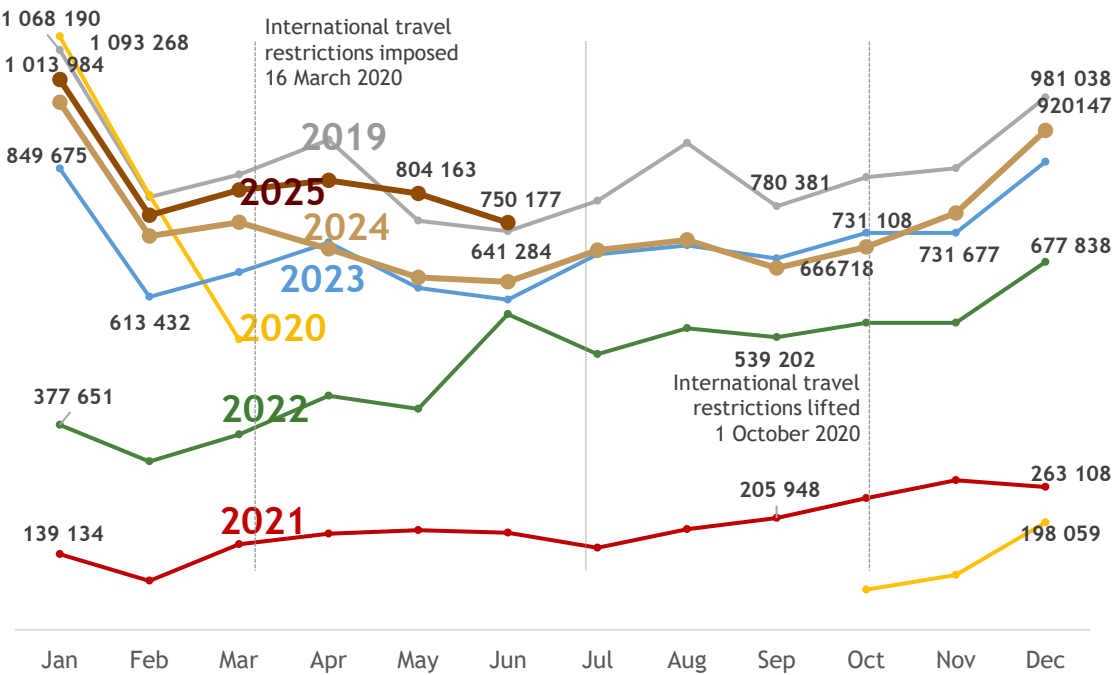


IMPACT OF COVID-19 ON THE SURVEY

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.





INTERNATIONAL TOURISM PERFORMANCE

INTERNATIONAL TOURIST ARRIVALS



2.4 MILLION

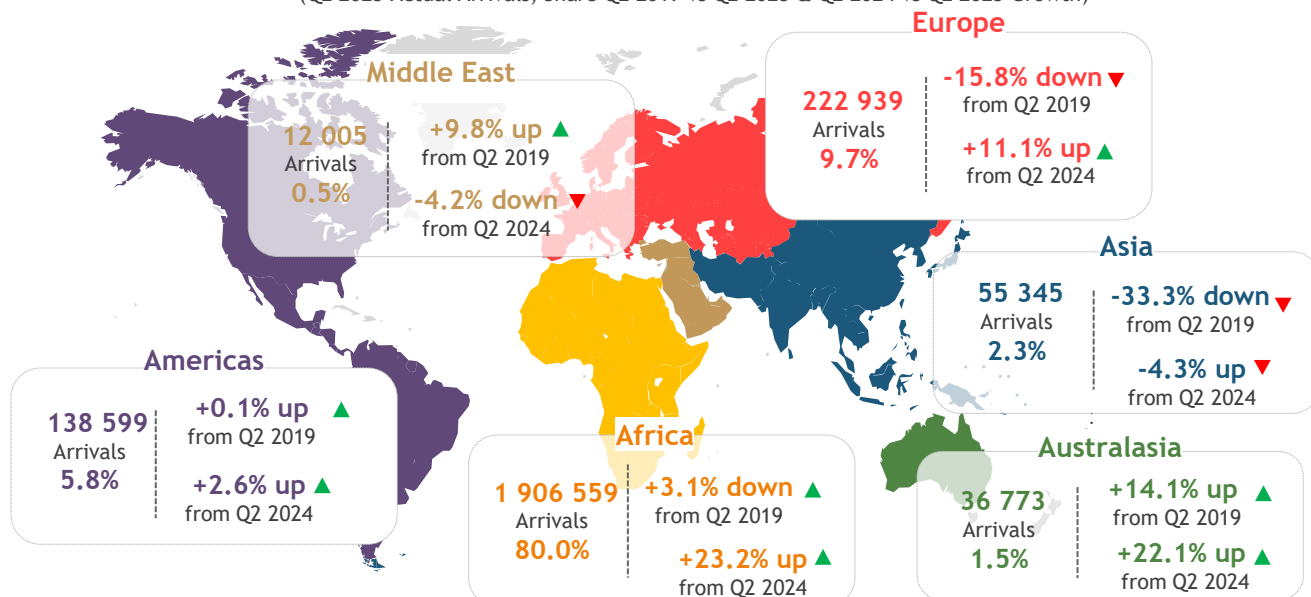
+19.5% ▲

In Q2 2025, South Africa received 2.4 million international tourists, reflecting a strong year-on-year growth of +19.5% and standing just -0.4% below Q2 2019 levels. This marks a near-complete recovery to pre-pandemic performance. Regionally, Africa remained the dominant contributor with 80.0% of total arrivals, exceeding its 2019 baseline by +3.1% and showing robust growth compared to Q2 2024. Australasia also outperformed, recording gains of +14.1% versus 2019 and +22.1% year-on-year, while the Americas held steady at pre-pandemic levels with modest annual growth. Europe continued to recover gradually but remained -15.8% below 2019, and the Middle East, though +9.8% above 2019, saw a slight dip of 14.2% from last year. Asia was the weakest performer, still -33.3% below 2019 and -4.3% compared to Q2 2024. Overall, the results highlight a broad-based recovery for Q2 2025, though with uneven progress across regions.



International Tourist Arrivals Q2 2025

(Q2 2025 Actual Arrivals, Share Q2 2019 vs Q2 2025 & Q2 2024 vs Q2 2025 Growth)



INTERNATIONAL TOURIST ARRIVALS

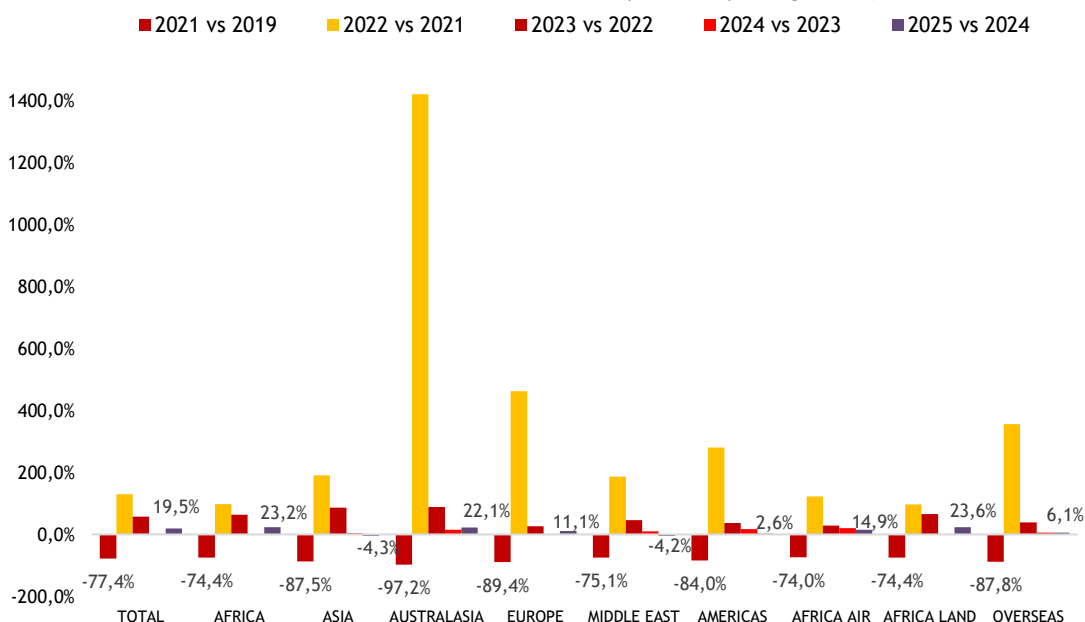


2.4 MILLION

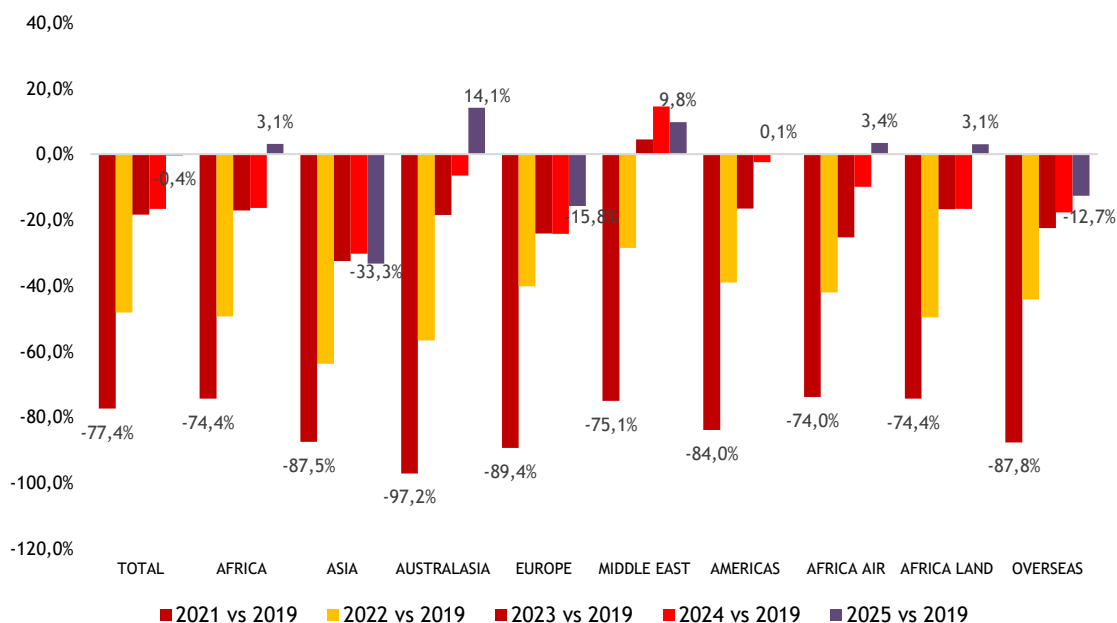
+19.5% ▲

This quarter, most regions recorded positive year-on-year growth, led by **Africa (+23.2%)** and **Australasia (+22.1%)**, while **Europe (+11.1%)** and the **Americas (+2.6%)** also posted steady gains. In contrast, **Asia (-4.3%)** and the **Middle East (-4.2%)** showed slight declines compared to Q2 2024. Relative to Q2 2019, **Australasia (+14.1%)**, the **Middle East (+9.8%)**, **Africa (+3.1%)**, and the **Americas (+0.1%)** have surpassed or fully recovered to pre-pandemic levels, while **Europe (-15.8%)** and especially **Asia (-33.3%)** continue to lag. Overall, the slower rebound in long-haul markets indicates that the post-pandemic recovery is beginning to level off.

International Tourist Arrivals Q2 (year-on-year growth)



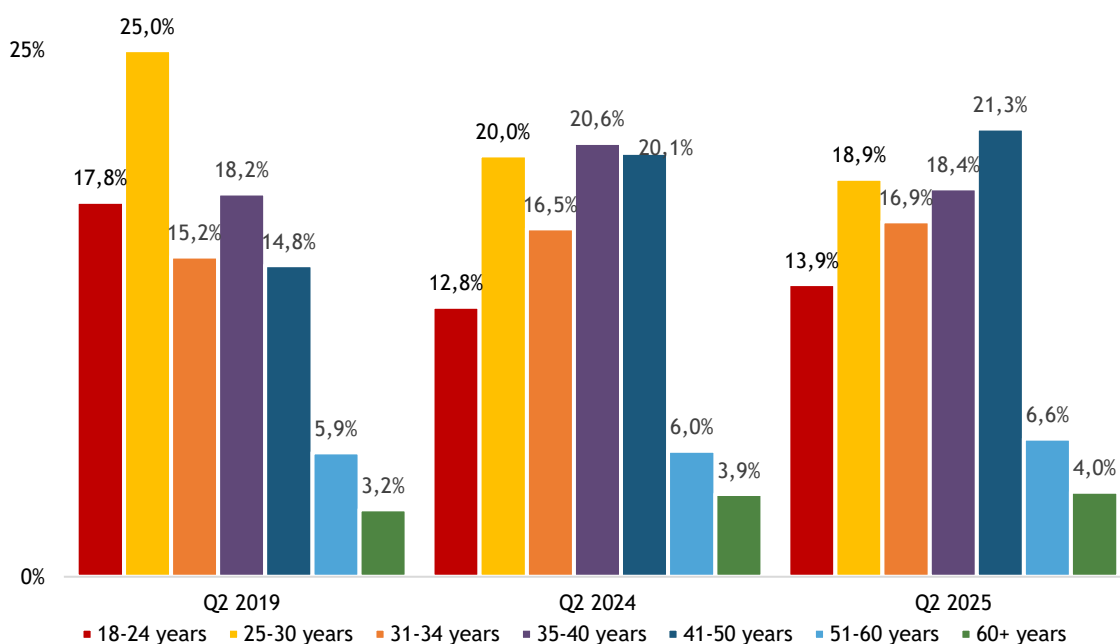
South Africa International Tourist Arrivals Q2 (recovery vs. 2019)





During the second quarter of 2025, the age distribution of tourists showed notable shifts compared to Q2 2024. The 41-50 age group recorded the largest year-on-year increase, rising from 20.1% to 21.3%, while modest gains were also seen in the 18-24 and 31-34 cohorts. By contrast, the 25-30 and 35-40 segments declined slightly, and the 51-60 and 60+ groups remained relatively stable. Compared to pre-pandemic levels in Q2 2019, the 25-30 age group continues to lag significantly (18.9% vs 25.0%), while the 18-24 cohort also remains below its 2019 share. In contrast, the 31-34, 35-40, 41-50, and older age groups (51-60 and 60+) have all surpassed their pre-pandemic proportions, pointing to a gradual ageing in the profile of international tourists.

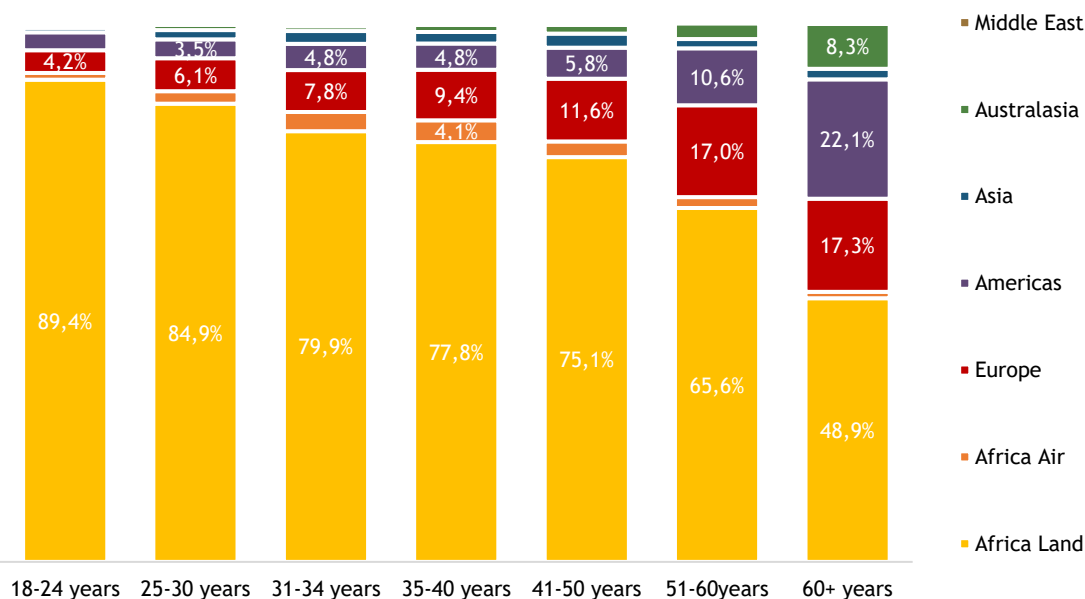
Age Group Distribution Q2 2019, Q2 2024 & Q2 2025



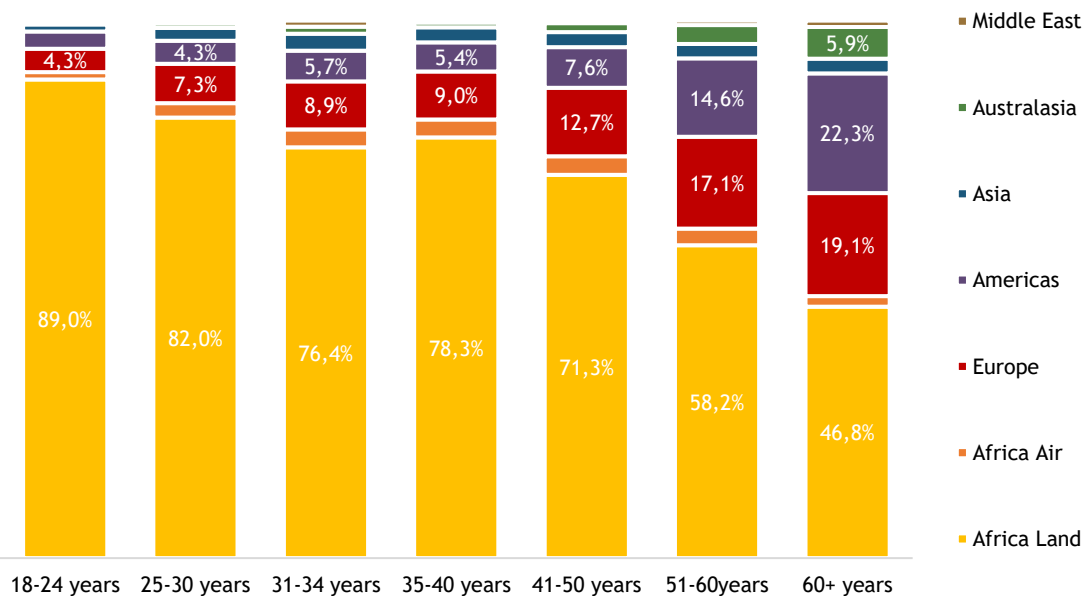


The overall distributions of the regional age profile of international arrivals between Q2 2024 and Q2 2025 remained relatively stable, though some clear shifts are evident. The biggest gainer was the 51-60 age group from Africa Land (+7.4 percentage points), followed by 31-34 year-olds from the same region (+3.5 pp). The largest decline came from the Americas in the 51-60 segment (-4.0 pp), while Europe also slipped slightly across most middle-aged cohorts. Meanwhile, younger age groups such as 18-24 years remained broadly unchanged, showing only marginal differences across all regions compared to last year.

Age Group Distribution by Region Q2 2025



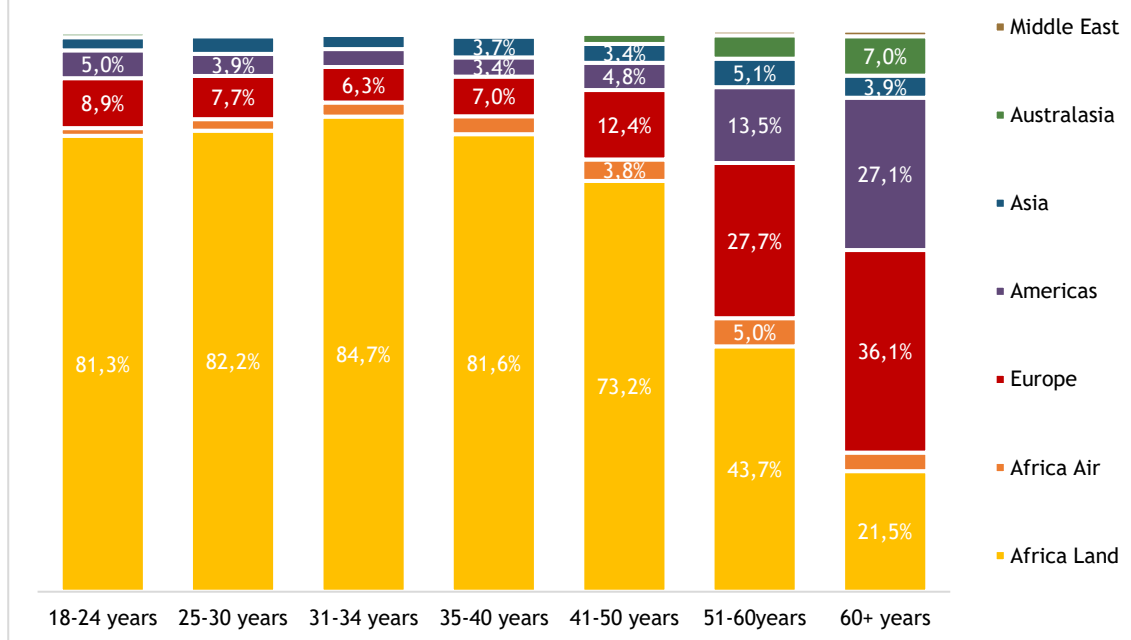
Age Group Distribution by Region Q2 2024





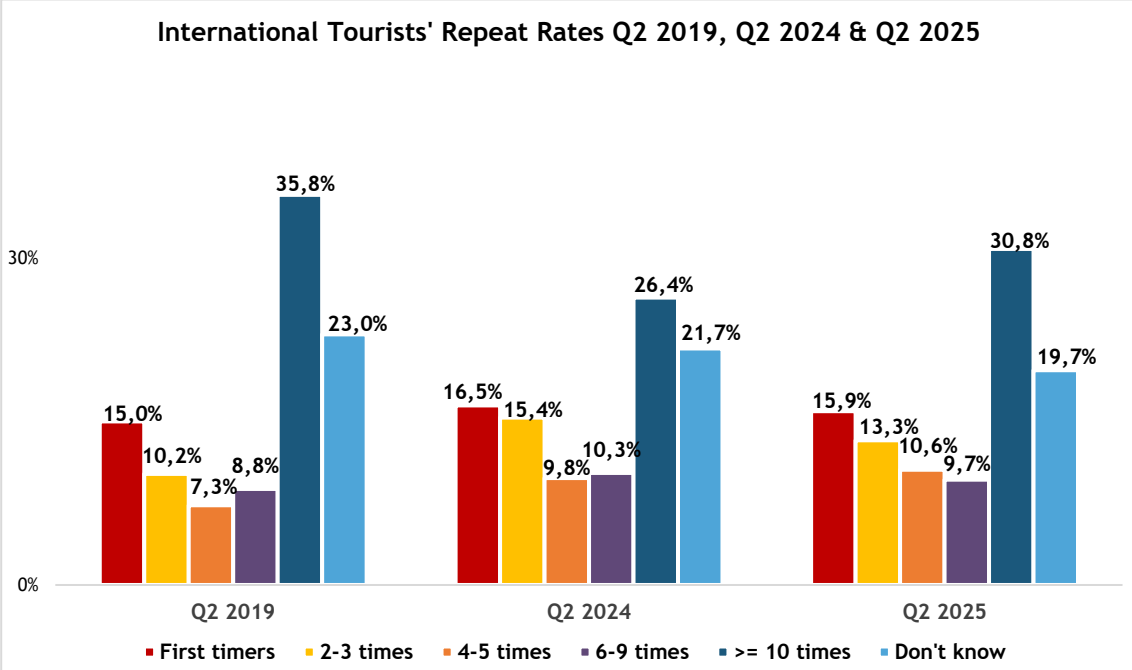
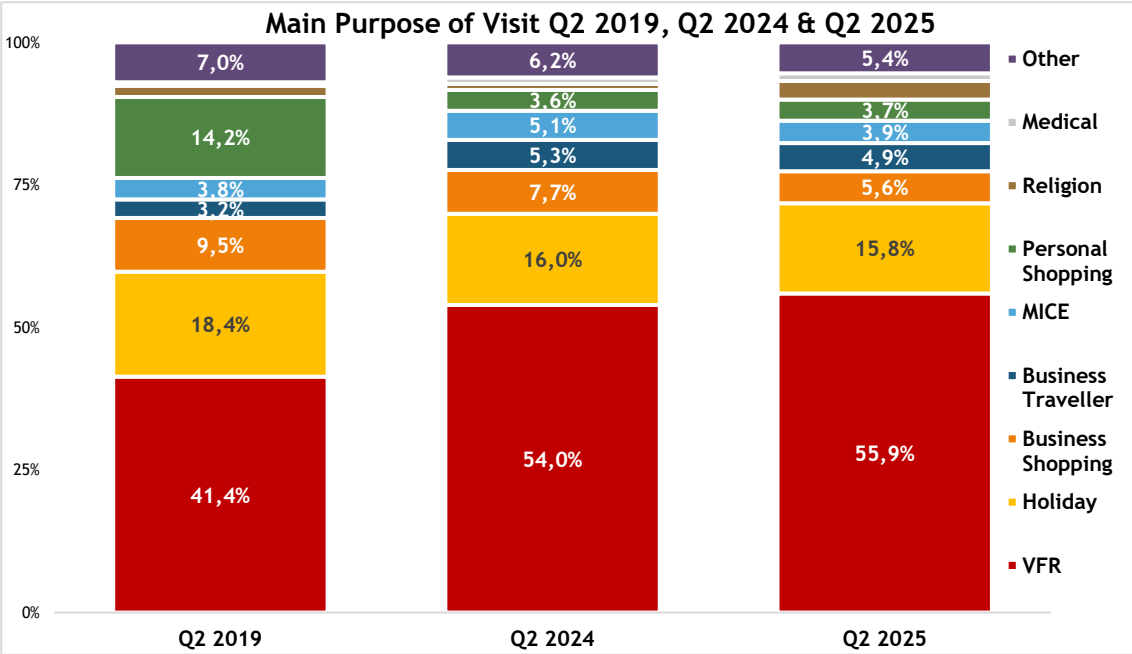
When comparing Q2 2025 distributions with Q2 2019, the most significant increases were concentrated in Africa Land's older cohorts, particularly **60+ years (+27.4 pp)** and **51-60 years (+21.9 pp)**, making them the clear winners over the longer horizon. Europe's 60+ share, however, recorded the sharpest fall (-18.8 pp), with additional declines for young Europeans aged 18-24 (-4.7 pp). Smaller contractions were also observed for Asia and the Americas across several groups. By contrast, modest gains were seen for Africa Land's younger travellers (18-24 years, +8.1 pp), while several other age brackets, such as 35-40 years, showed little net change, reflecting a more gradual rebalancing across regions since pre-pandemic times.

Age Group Distribution by Region Q2 2019



PURPOSE OF TRAVEL

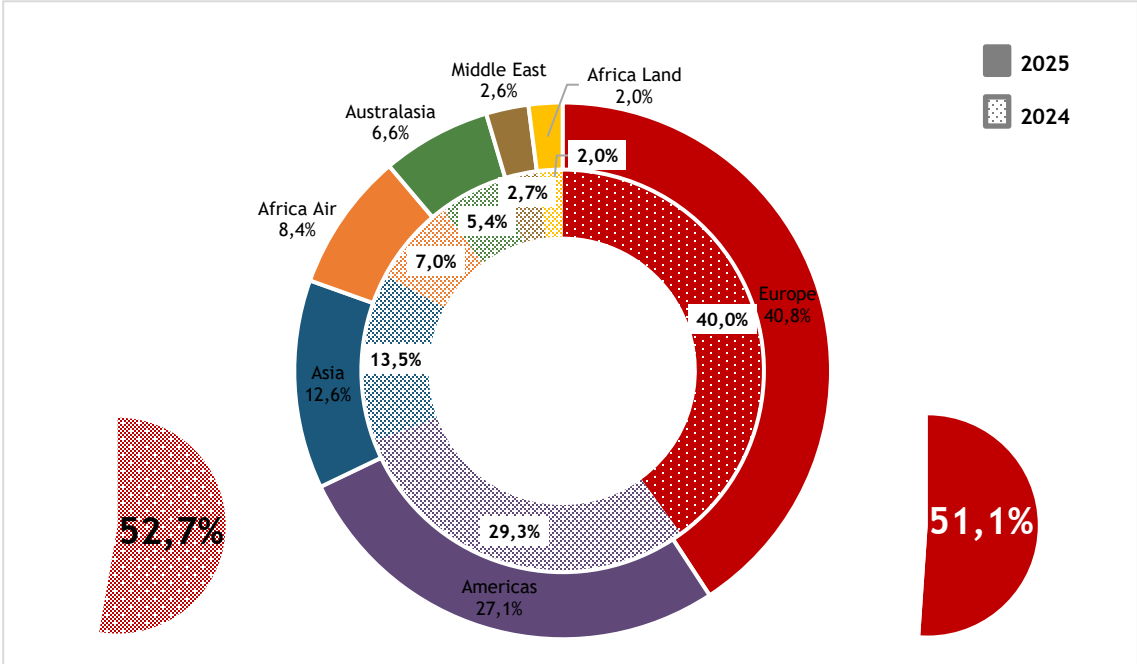
The main reasons for travel to South Africa in Q2 2025 remained broadly consistent with previous trends. Visiting Friends and Relatives (VFR) continued to dominate, accounting for 55.9% of all international arrivals, up sharply from 41.4% in Q2 2019 and slightly above last year's level. Holiday travel contributed 15.8%, still below the pre-pandemic share of 18.4%, and marginally lower than Q2 2024. Business-related travel—including Business Traveller (4.9%) and MICE (3.9%)—held a combined share of 8.8%, stable relative to pre-pandemic proportions. Personal Shopping declined significantly to 3.7% from 14.2% in Q2 2019, while Medical (1.4%) and Religion (3.2%) both registered small gains. Looking at repeat visitation, first-time visitors accounted for 15.9%, broadly unchanged from historical levels. The most notable increases came from frequent repeaters, with those visiting 6-9 times rising to 10.8% and those with 10 or more visits increasing to 30.8%, though still slightly below the pre-pandemic peak of 35.8%. In contrast, travellers in the 2-3 times (13.3%) and 4-5 times (9.0%) categories declined compared to both Q2 2024 and 2019. Overall, the data suggests a solid base of highly loyal repeat visitors, even as short-cycle repeat travel softened.



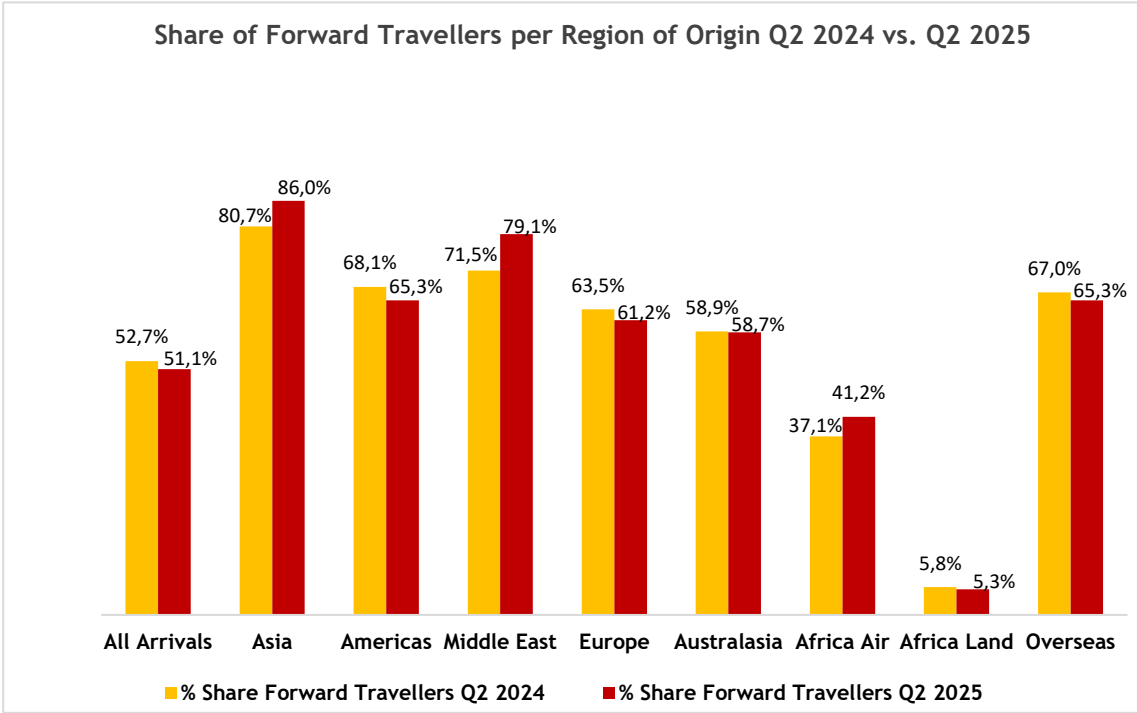
FORWARD TRAVEL

Forward travel patterns in Q2 2025 were broadly consistent with those seen a year earlier. Just over half (51.1%) of all international tourists continued their journey beyond South Africa, slightly lower than the 52.7% recorded in Q2 2024. Forward travel was most prevalent among overseas visitors, particularly those from Asia (86.0%) and the Americas (65.3%), reaffirming South Africa’s role as a hub for multi-destination travel. Although smaller in absolute numbers, Africa Air also recorded a modest rise in forward travel share, while Europe and Australasia saw marginal declines compared to last year. At the regional level, the most significant year-on-year increase in forward travel came from Asia (+5.7 percentage points), followed by Africa Air (+4.1 pp). In contrast, the Americas (-2.5 pp) and Europe (-2.3 pp) recorded the largest declines, underscoring uneven trends in onward connectivity across different source markets.

Share of All Forward Travellers by Region of Origin Q2 2025 vs. Q2 2024



Share of Forward Travellers per Region of Origin Q2 2024 vs. Q2 2025



FORWARD TRAVEL

This quarter (Q2 2025), forward travel market preferences across Europe, the Americas, Asia, and Africa Air showed mixed year-on-year changes, while overall regional shares held steady. European travellers reduced forward travel most to Turkey (-3.2 pp), while the Netherlands and the UK gained strongly (+2.8 pp and +2.6 pp, respectively). Among American travellers, there was a notable rise in travel via the UK (+4.8 pp), offset by declines through Ethiopia (-3.0 pp) and France (-1.7 pp). Asian travellers increasingly continued to Singapore (+2.4 pp) and Kenya (+2.4 pp), while travel to Ethiopia fell sharply (-5.6 pp). For Africa Air, Kenya, Malawi, and Tanzania remained the top forward travel markets, with Tanzania showing the largest gain (+4.7 pp year-on-year).

Europe Top 10 Forward Markets	% Share Q2 2024	% Share Q2 2025
United Arab Emirates	14.8%	13.7%
Ethiopia	10.8%	12.6%
Netherlands	9.2%	12.0%
Qatar	13.1%	11.4%
Turkey	11.7%	8.5%
Germany	7.3%	8.1%
UK	5.3%	7.9%
Switzerland	4.6%	4.8%
Zimbabwe	3.8%	3.3%
Kenya	2.5%	3.2%
Others in Top 10 Q2 2024		
France	3.0%	2.6%
All Europe Forward Tourists	40.0%	40.8%

Americas Top 10 Forward Markets	% Share Q2 2024	% Share Q2 2025
UK	16.9%	21.4%
Netherlands	7.7%	11.1%
Zimbabwe	9.3%	8.8%
United Arab Emirates	10.2%	8.0%
Germany	6.0%	7.8%
Qatar	6.6%	6.5%
Kenya	6.9%	4.9%
Botswana	2.6%	4.5%
Turkey	3.3%	4.0%
Switzerland	3.3%	3.3%
Others in Top 10 Q2 2024		
Ethiopia	5.6%	2.6%
France	3.7%	2.0%
All Americas Forward Tourists	29.3%	27.1%

Asia Top 10 Forward Markets	% Share Q2 2024	% Share Q2 2025
United Arab Emirates	41.51%	46.1%
Qatar	18.4%	13.1%
Singapore	9.2%	11.6%
Kenya	8.4%	10.8%
Ethiopia	11.0%	5.4%
Turkey	1.6%	2.8%
UK	0.6%	1.4%
Malawi	0.9%	1.2%
Tanzania	0.4%	1.0%
Namibia	0.2%	0.9%
Others in Top 10 Q2 2024		
Australia	0.7%	0.6%
Zambia	0.8%	0.2%
Zimbabwe	1.6%	0.8%
All Asia Forward Tourists	13.5%	12.6%

Africa Air Top 10 Forward Markets	% Share Q2 2024	% Share Q2 2025
Kenya	30.3%	36.3%
Malawi	17.8%	17.1%
Ethiopia	25.2%	15.8%
Tanzania	0.9%	5.6%
Ghana	4.3%	5.5%
United Arab Emirates	1.4%	2.4%
Rwanda	2.3%	2.1%
Uganda	0.2%	1.7%
Zambia	3.2%	1.6%
Angola	1.3%	1.6%
Others in Top 10 Q2 2024		
Egypt, Arab Rep.	3.5%	1.2%
France	2.2%	1.1%
Zimbabwe	2.8%	1.0%
All Africa Air Forward Tourists	7.0%	8.4%

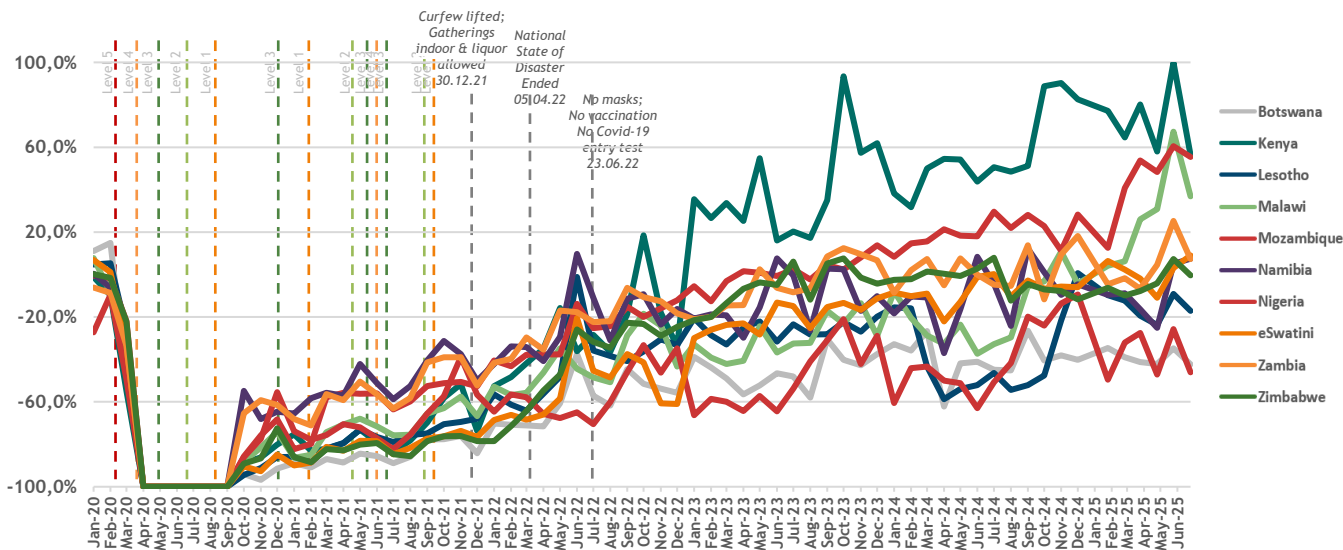
AFRICA RECOVERY — PRIORITY MARKETS

+3.5% ▲

Jan-Jun 25 over Jan-Jun 19
monthly average

This quarter (Q2 2025) reflected a solid rebound across African priority markets, with the overall gap versus Q2 2019 narrowing significantly. Kenya recorded the strongest growth, up +56.3% compared to pre-pandemic levels, followed by Mozambique at +55.4% and Malawi at +36.9%. Lesotho also expanded firmly with +16.7%, while Eswatini and Botswana posted smaller gains of +9.0% and +6.9% respectively. Zimbabwe edged slightly above 2019 levels with a modest +0.4% increase, whereas Namibia showed moderate growth at +7.4% but remained below its historic share. In contrast, Nigeria fell sharply by -46.1%, highlighting uneven recovery momentum across the region despite overall positive trends.

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



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

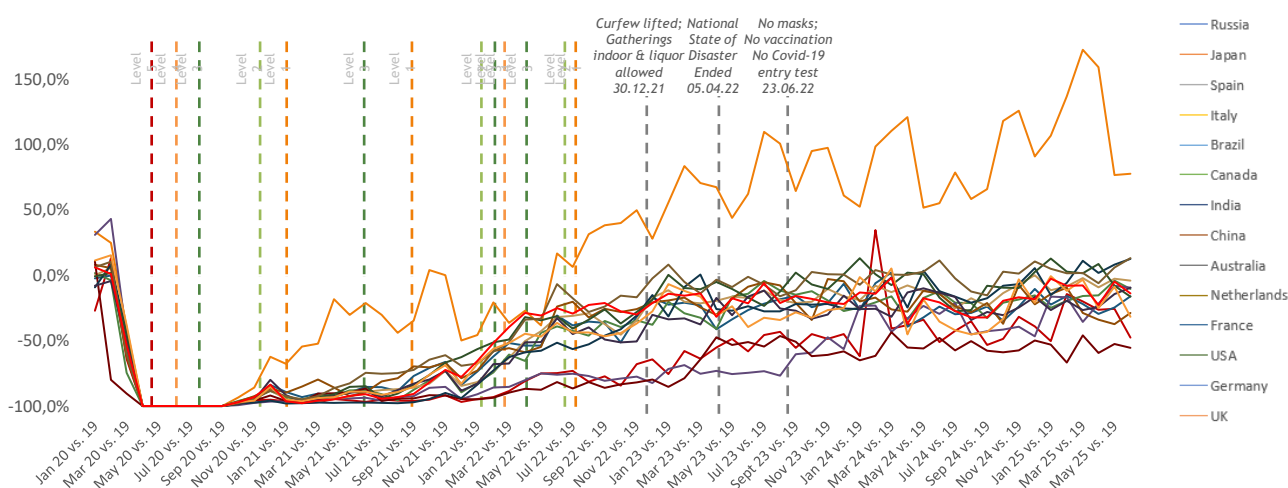
Pre-Covid Share			Jun-25		Jun 2025 Share		
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	Pre-Covid Share	Country					
			Share	Growth			
	8.6%				4,9%		
	11.2%	0.4%	Kenya	0.3%	56.3%	10,4%	
		0.7%	Nigeria	0.6%	-46.1%		
	18.1%	2.1%	Zambia	3.9%	7.4%	30,5%	
		2.9%	Malawi	3.0%	36.9%		
	22.3%	2.1%	Namibia	5.4%	7.4%		
		8.6%	Botswana	4.9%	-42.3%		
		11.2%	eSwatini	10.4%	9.0%	16,7%	
	28.5%	18.1%	Mozambique	30.5%	55.4%		
		22.3%	Lesotho	16.7%	-17.2%	21,3%	
28.5%		Zimbabwe	21.3%	-0.4%			

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

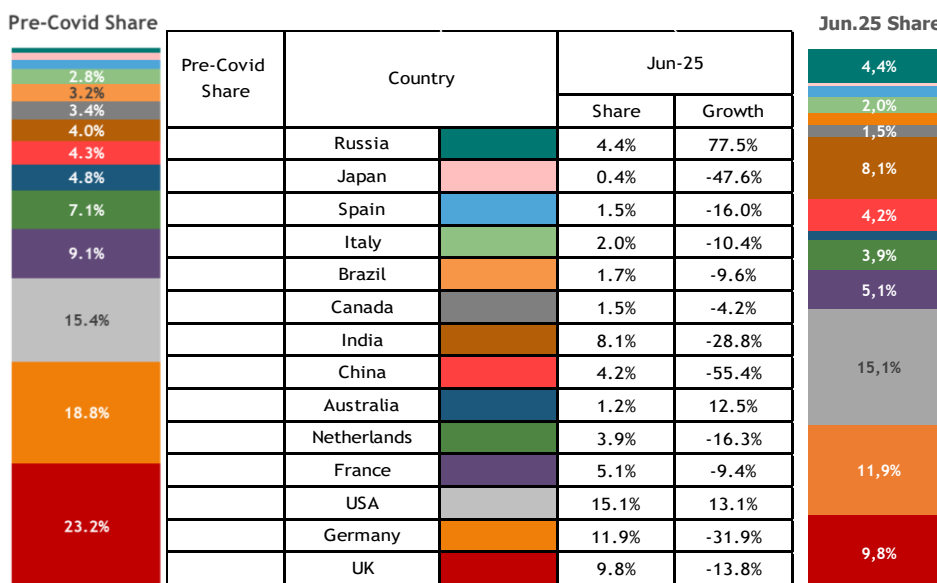
Jan-Jun 25 over Jan-Jun 19
monthly average

Recovery among South Africa's key overseas markets in June 2025 showed notable resilience, narrowing the overall gap to -12.8% compared to June 2019. Russia remained the standout performer, with arrivals surging by +77.5%, sustaining momentum built up since 2024. Australia also surpassed pre-pandemic levels, recording a +12.5% gain. The USA, still the largest overseas source market, grew by +9.6%, while the UK posted a solid +13.8% increase. By contrast, China (-55.4%), India (-28.8%), and Germany (-31.9%) reported steep declines, reflecting ongoing headwinds in Asia and Europe, including economic and geopolitical factors. France and Canada also remained weak, both below 2019 benchmarks despite slight improvements.

Recovery of Overseas Tourist Arrivals vs. Same Month in 2019²



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



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

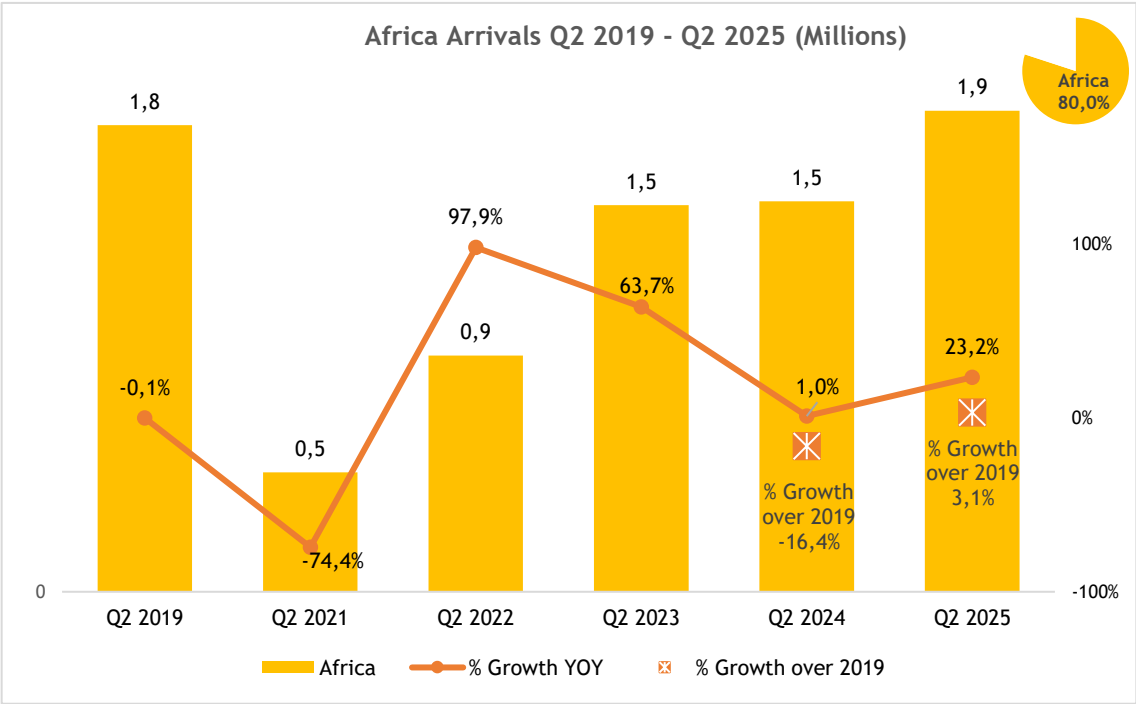
AFRICA ARRIVALS

1.9 M

+23.2%▲

Q2 2025 over Q2 2024

During this quarter (Q2 2025), Africa remained the backbone of South Africa’s international tourism, contributing 80.0% of all arrivals. Tourist volumes reached 1.9 million, representing a strong year-on-year increase of +23.2% and now sitting +3.1% above Q2 2019 levels. Zimbabwe continued to lead as the largest source market (536k arrivals), though its share edged down slightly to 29.3%, with growth flat compared to 2019 and marginally negative versus 2024 (-0.1%). Mozambique emerged as the standout performer, expanding its share to 26.4% and recording sharp growth of +29.9% year-on-year and +54.9% over 2019. Lesotho rebounded strongly, up +84.5% from last year, though its share fell below pre-pandemic levels. Eswatini and Namibia also recorded healthy annual increases of +14.3% and +14.1%, respectively. Malawi and Kenya showed the most robust momentum, rising +44.0% and +12.7% year-on-year, with Kenya also achieving a +70.0% gain over 2019. These results highlight the resilience of intra-African travel and reaffirm the significance of proximity markets in sustaining regional tourism growth.



Africa Tourist Arrivals by Top 10 Markets Q2 2025

Africa Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Zimbabwe	535 832	30.0%	29.3%	0.6%	-0.1%
Mozambique	482 483	17.6%	26.4%	54.9%	29.9%
Lesotho	326 963	22.2%	17.9%	-17.1%	84.5%
Eswatini	228 622	13.0%	12.5%	-0.7%	14.3%
Botswana	106 395	10.0%	5.8%	-40.0%	20.7%
Malawi	62 092	2.4%	3.4%	44.0%	111.1%
Namibia	43 735	2.7%	2.4%	-7.1%	14.1%
Zambia	41 935	2.1%	2.3%	11.9%	11.3%
Kenya	12 283	9.5%	15.6%	70.0%	12.7%
Tanzania	10 258	11.8%	13.1%	14.8%	14.7%
All Africa Arrivals	1 906 559	77.4%	80.0%	3.1%	23.2%
Others in Top 10 in Q2 2019					
Angola	9 224	18.1%	11.8%	-32.9%	7.0%
Nigeria	6 728	14.7%	8.6%	-39.9%	33.4%

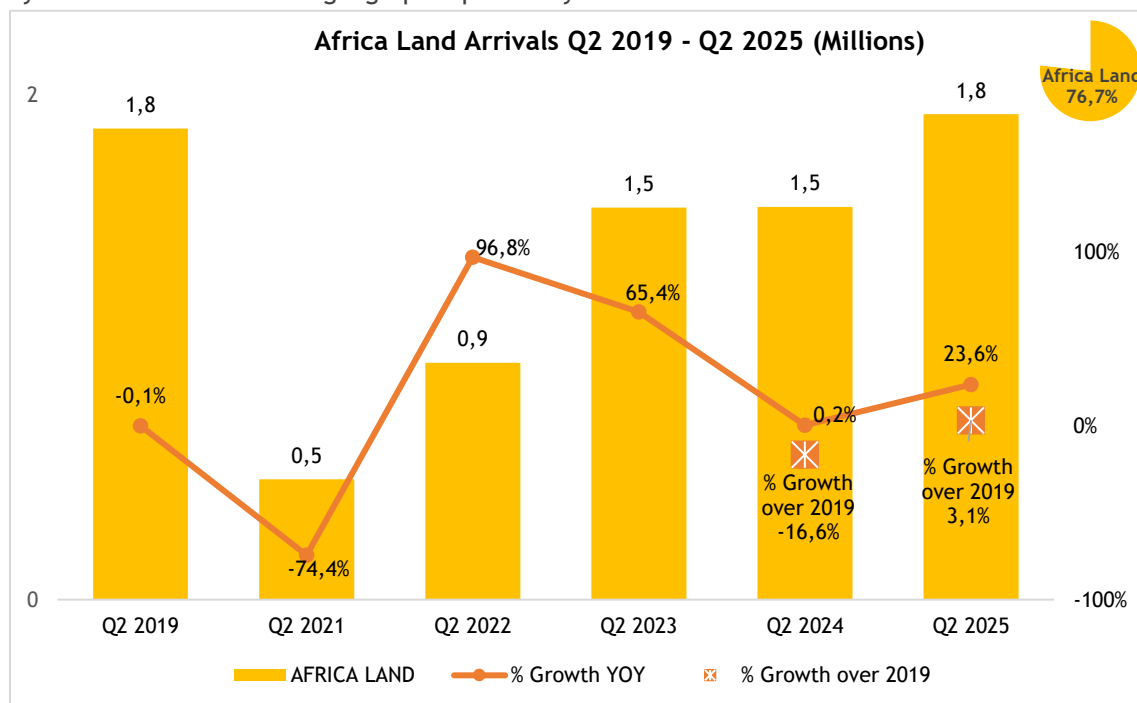
AFRICA LAND ARRIVALS

1.8 M

+23.6% ▲

Q2 2025 over Q2 2024

Africa land arrivals, which continue to anchor the continent's contribution to South Africa's inbound tourist volume, reached 1.8 million in Q2 2025, making up 76.7% of all international arrivals and reflecting strong year-on-year growth of +23.6%. Compared to Q2 2019, the market is now slightly ahead at +3.1%, confirming a full recovery. Zimbabwe remained the largest land source market with 29.3% of arrivals, though its share slipped marginally. Mozambique was the standout gainer, climbing to 26.4% of arrivals, up sharply from 17.6% in 2019. Lesotho also surged, recording +84.5% growth year-on-year, while Eswatini posted a solid +14.3% increase. Malawi delivered the fastest growth among top markets at +111.1%, underscoring its rising significance. By contrast, Namibia and Zambia saw more moderate gains, while Botswana lagged, still below pre-pandemic levels despite a +20.7% recovery since 2024. Overall, land-based arrivals remain a cornerstone of tourism recovery, supported by cross-border flows and geographic proximity.



Africa Land Tourist Arrivals by Market Q2 2025

Africa Land Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Zimbabwe	535 832	30.0%	29.3%	0.6%	-0.1%
Mozambique	482 483	17.6%	26.4%	54.9%	29.9%
Lesotho	326 963	22.2%	17.9%	-17.1%	84.5%
Eswatini	228 622	13.0%	12.5%	-0.7%	14.3%
Botswana	106 395	10.0%	5.8%	-40.0%	20.7%
Malawi	62 092	2.4%	3.4%	44.0%	111.1%
Namibia	43 735	2.7%	2.4%	-7.1%	14.1%
Zambia	41 935	2.1%	2.3%	11.9%	11.3%
All Africa Land Arrivals	1 828 057	74.2%	76.7%	3.1%	23.6%

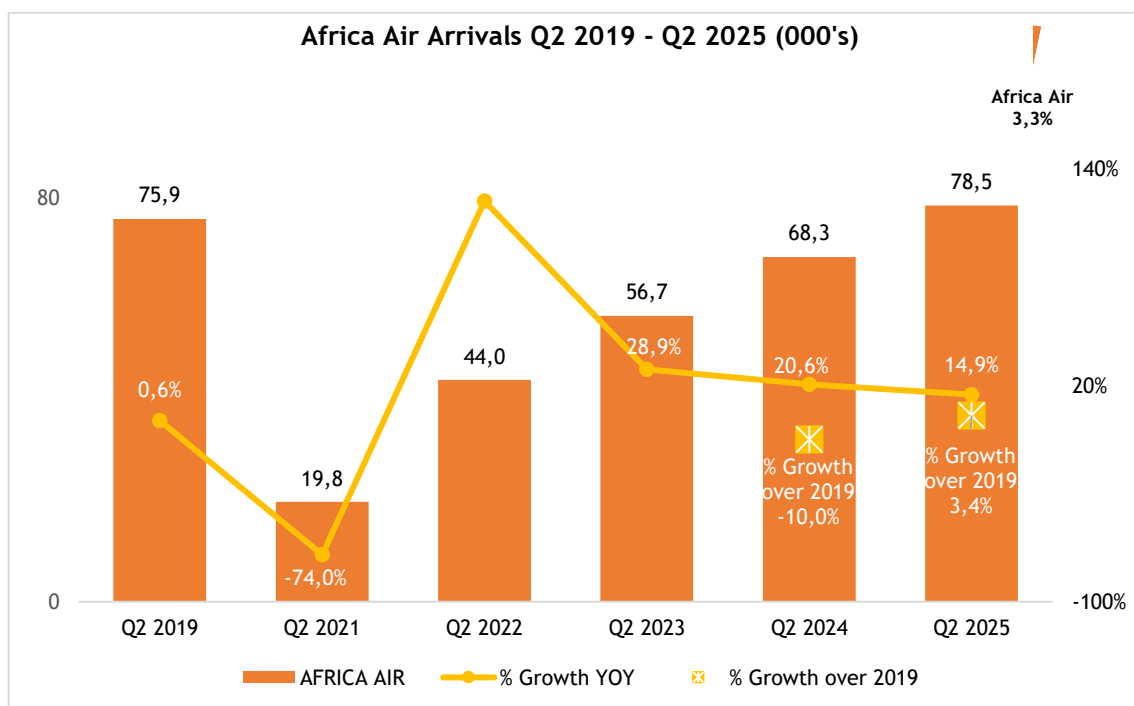
AFRICA AIR ARRIVALS

78.5 K

+14.9% ▲

Q2 2025 over Q2 2024

Africa Air arrivals reached 78.5 thousand in Q2 2025, representing a solid +14.9% increase year-on-year and returning slightly above Q2 2019 levels (+3.4%). Kenya emerged as the leading air market, accounting for 15.6% of arrivals, with growth of +12.7% year-on-year and +70.0% compared to 2019. Ghana recorded the fastest gains, surging +125.1% over pre-pandemic levels and +22.1% year-on-year, while Ethiopia and Egypt also posted strong double-digit growth. Tanzania and the DRC maintained firm positions with healthy increases, while Mauritius and Uganda showed smaller fluctuations but remained stable contributors. In contrast, Nigeria and Angola declined sharply against 2019, despite modest gains versus last year. Overall, the recovery in Africa Air markets is being driven by countries with strengthening connectivity and rising demand for regional and business-related travel, highlighting the resilience of air-based arrivals.



Africa Air Tourist Arrivals by Top 10 Markets Q2 2025

Africa Air Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Kenya	12 283	9.5%	15.6%	70.0%	12.7%
Tanzania	10 258	11.8%	13.1%	14.8%	14.7%
Ghana	9 484	5.6%	12.1%	125.1%	22.1%
Angola	9 224	18.1%	11.8%	-32.9%	7.0%
DRC	8 737	9.7%	11.1%	19.0%	32.5%
Nigeria	6 728	14.7%	8.6%	-39.9%	33.4%
Mauritius	4 810	6.7%	6.1%	-5.3%	12.5%
Uganda	3 131	4.6%	4.0%	-9.7%	12.1%
Ethiopia	2 161	1.9%	2.8%	46.8%	12.7%
Egypt	2 074	2.5%	2.6%	10.4%	29.1%
All Africa Air Arrivals	78 502	3.2%	3.3%	3.4%	14.9%

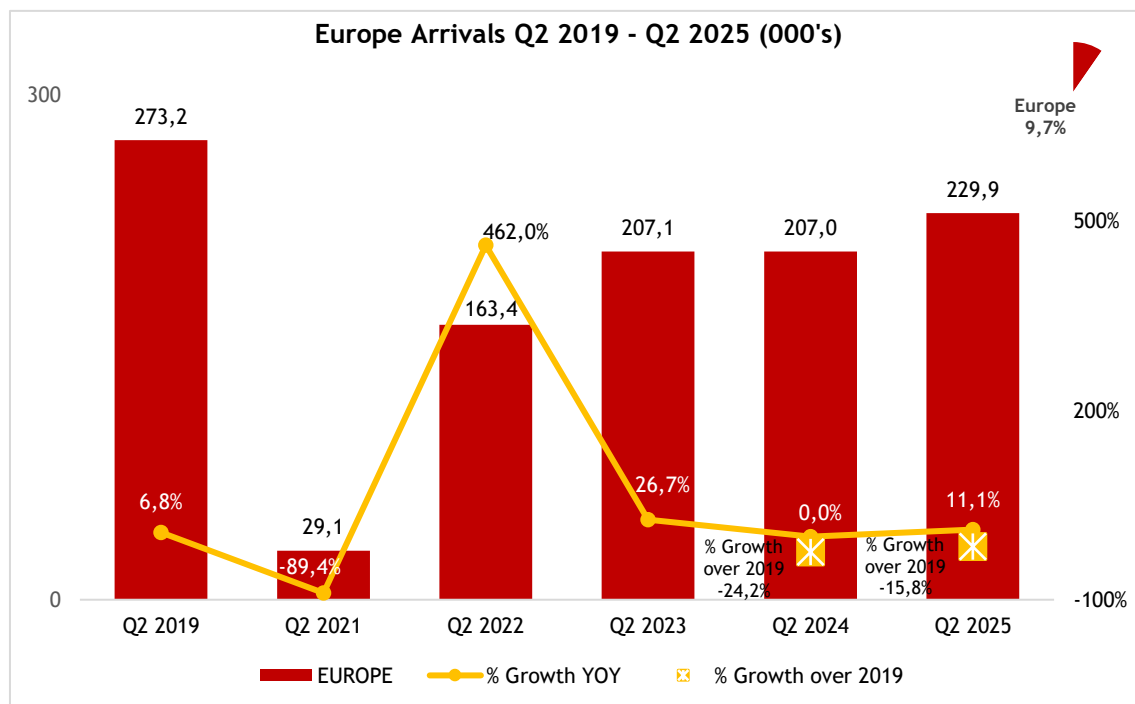
EUROPE ARRIVALS

229.9K

+11.1% ▲

Q2 2025 over Q2 2024

Tourist arrivals from Europe reached 229.9 thousand in Q2 2025—an increase of +11.1% year-on-year, though still -15.8% below Q2 2019. The UK remained the largest European source market, holding steady at 29.8% of arrivals, while Germany followed with 16.0%, reflecting stronger year-on-year growth (+22.3%). The Netherlands also grew modestly, up +1.2% from 2024 and maintaining a solid 9.4% share. France accounted for 11.4% of arrivals but remained -17.7% below 2019, with Switzerland also trailing pre-pandemic levels despite a +10.0% rebound. Notably, Russia recorded sharp growth, more than doubling (+107.7%) from Q2 2019, while Italy and Spain both showed double-digit gains compared to last year. These trends highlight a patchy recovery in Europe, with momentum driven by traditional leaders such as the UK and Germany alongside fast-rising secondary markets.



Europe Tourist Arrivals by Top 10 Markets Q2 2025

Europe Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
UK	68 447	29.8%	29.8%	-15.8%	16.9%
Germany	36 736	17.4%	16.0%	-22.5%	22.3%
France	26 290	11.7%	11.4%	-17.7%	-6.3%
The Netherlands	21 620	8.0%	9.4%	-1.3%	1.2%
Italy	10 754	4.4%	4.7%	-11.1%	16.1%
Belgium	7 798	3.7%	3.4%	-23.5%	15.3%
Spain	7 087	3.4%	3.1%	-23.9%	12.6%
Switzerland	7 072	3.3%	3.1%	-22.7%	10.0%
Russian Federation	6 978	1.2%	3.0%	107.7%	16.4%
Ireland	5 978	2.2%	2.6%	-2.4%	10.0%
All Europe Arrivals	229 939	11.4%	9.7%	-15.8%	11.1%

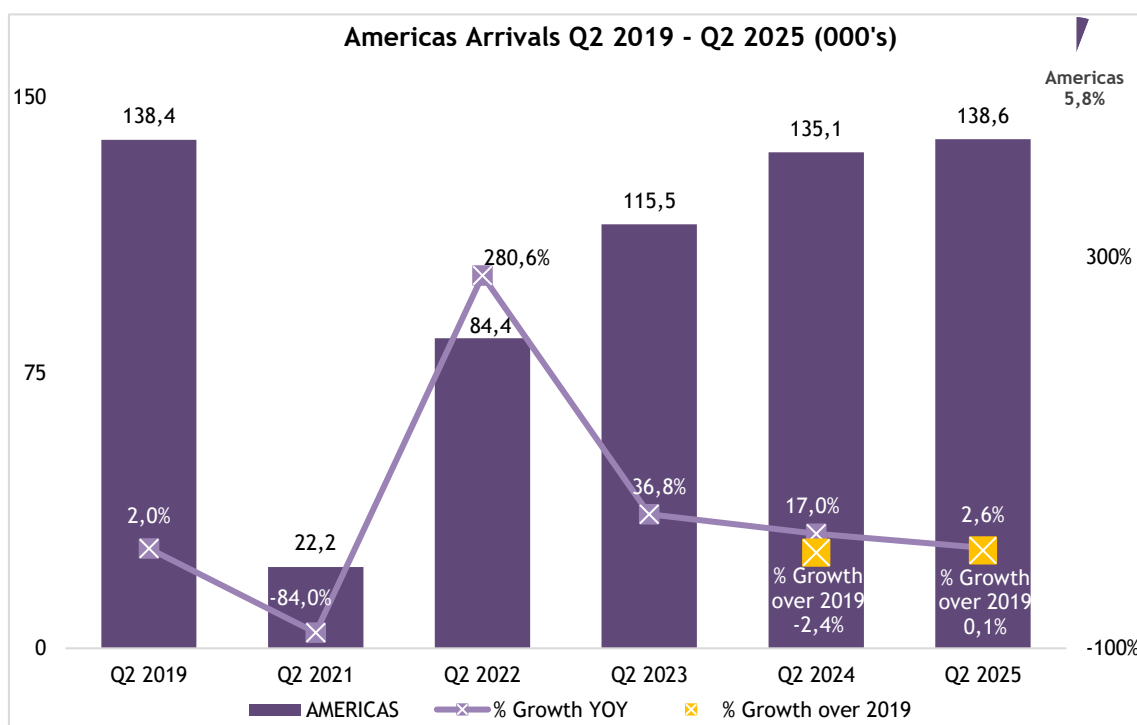
AMERICAS ARRIVALS

138.6 K

+2.6% ▲

Q1 2025 over Q1 2024

Tourist arrivals from the Americas reached 138,599 in Q2 2025, edging up +2.6% year-on-year and nearly matching Q2 2019 levels (+0.1%). The United States remained dominant, accounting for 75.9% of arrivals, supported by steady growth of +5.2% vs. 2019, though flat year-on-year. Brazil followed with a 10.2% share, improving +22.0% from Q2 2024 despite still lagging behind 2019 (-13.2%). Canada contributed 9.3%, showing a modest +5.9% year-on-year recovery, though still slightly below pre-pandemic levels. Among smaller markets, Uruguay (+35.8%), Colombia (+17.1%), and Peru (+18.7%) posted strong year-on-year gains, while Mexico (+6.0%) and Argentina (+3.1%) saw more measured rebounds. In contrast, Chile (-6.9%) and Venezuela (-8.4%) underperformed, highlighting uneven recovery trends. Overall, the Americas market remained resilient, with strong contributions from North America complemented by emerging momentum in several Latin American countries.



Americas Tourist Arrivals by Top 10 Markets Q1 2025

Americas Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
USA	105 141	72.2%	75.9%	5.2%	0.0%
Brazil	14 168	11.8%	10.2%	-13.2%	22.0%
Canada	12 912	9.9%	9.3%	-5.6%	5.9%
Argentina	1 298	1.9%	0.9%	-49.8%	3.1%
Mexico	1 297	1.0%	0.9%	-6.3%	6.0%
Chile	770	0.7%	0.6%	-20.8%	6.9%
Peru	507	0.4%	0.4%	-14.5%	18.7%
Colombia	459	0.4%	0.3%	-18.3%	17.1%
Uruguay	254	0.2%	0.2%	-22.3%	35.8%
Venezuela	208	0.2%	0.2%	-6.7%	32.5%
All Americas Arrivals	138 599	5.8%	5.8%	0.1%	2.6%

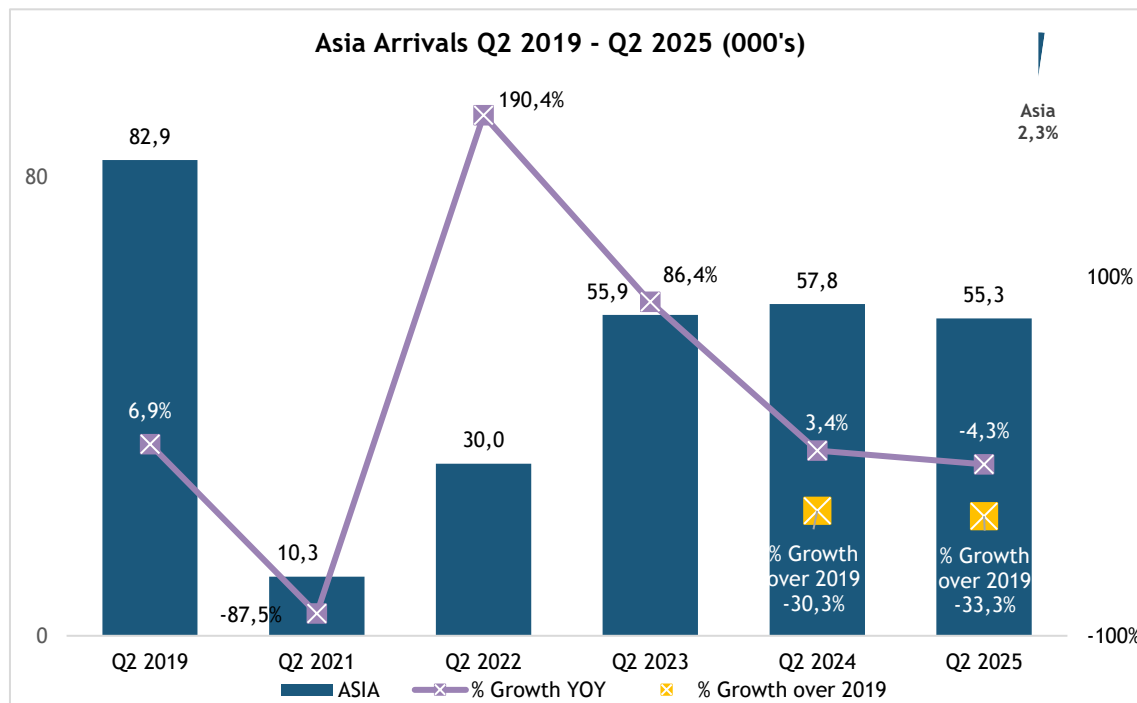
ASIA ARRIVALS

55.3 K

-4.3% ▼

Q2 2025 over Q2 2024

Asia recorded 55.3 thousand tourist arrivals in Q2 2025—a year-on-year decline of -4.3%, leaving volumes far below Q2 2019 levels (-33.3%). India remained the largest market, holding a 37.1% share despite a -20.5% shortfall against 2019 and continued year-on-year decline. China also struggled, down -55.8% from pre-pandemic levels and -5.7% versus 2024. In contrast, Pakistan (+48.0%) and Bangladesh (+29.8%) showed sharp rebounds over 2019, while Japan grew moderately year-on-year (+13.2%). Singapore and the Philippines also improved compared to Q2 2024, though both remain under 2019 benchmarks. South Korea and Malaysia still lag well behind pre-pandemic performance despite a partial recovery. Overall, Asia's contribution stayed muted, with few markets delivering consistent recovery momentum.



Asia Tourist Arrivals by Top 10 Markets Q2 2025

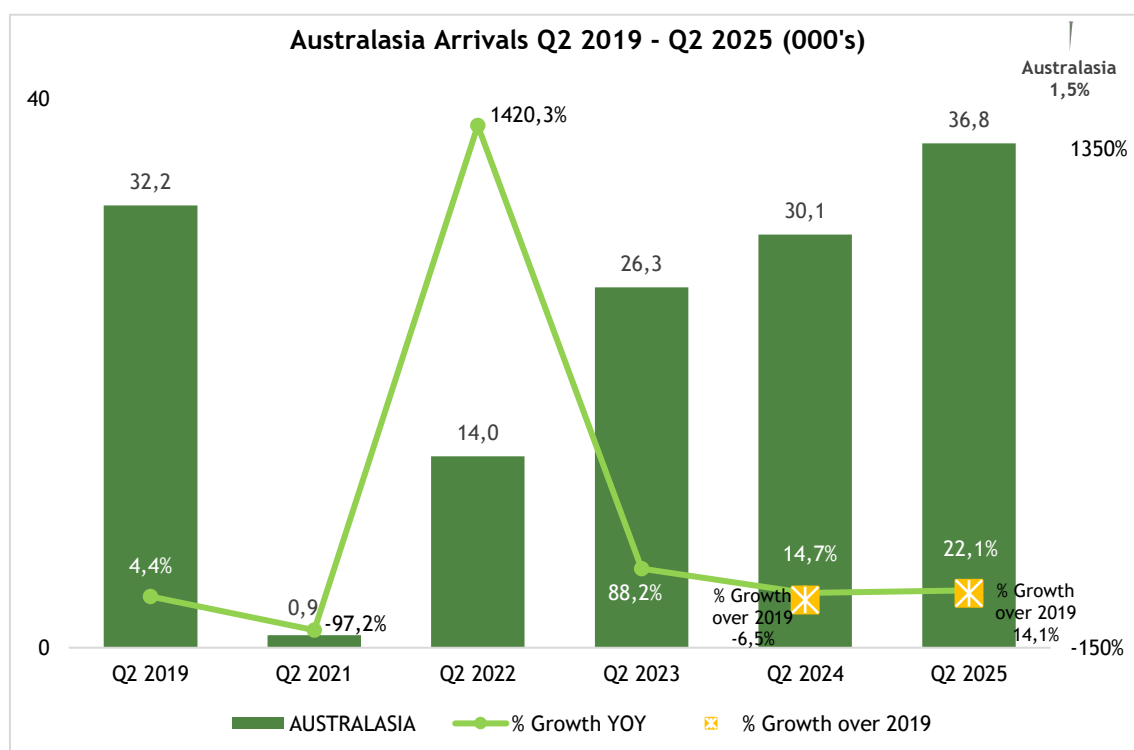
Asia Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
India	20 539	37.5%	37.1%	-33.9%	-20.5%
China	9 145	24.9%	16.5%	-55.8%	-5.7%
Pakistan	5 151	4.2%	9.3%	48.0%	50.0%
Japan	4 422	8.1%	8.0%	-34.0%	13.2%
Singapore	3 136	3.8%	5.7%	0.5%	4.2%
South Korea	2 195	4.6%	4.0%	-42.1%	-14.4%
Philippines	2 121	2.7%	3.8%	-5.2%	25.8%
Malaysia	1 982	4.3%	3.6%	-44.3%	14.0%
Bangladesh	1 803	1.7%	3.3%	29.8%	17.0%
Thailand	1 602	2.6%	2.9%	-26.6%	0.1%
All Asia Arrivals	55 345	3.5%	2.3%	-33.3%	-4.3%

AUSTRALASIA ARRIVALS 36.8 K

+22.1% ▲

Q2 2025 over Q2 2024

Tourist arrivals from Australasia totalled 36.8 thousand in Q2 2025 (a 1.5% share of all arrivals), reflecting a strong +22.1% year-on-year increase and standing +14.1% above Q2 2019, making it one of the fastest-recovering regions. Australia dominated the market with 83.1% of arrivals, supported by both long-term growth (+7.2% vs. 2019) and a healthy +21.7% year-on-year gain. New Zealand also showed remarkable resilience, exceeding pre-pandemic levels by +68.6% and growing +25.1% year-on-year. While Fiji and Papua New Guinea remained marginal contributors, both countries illustrated mixed results, with Fiji declining and PNG rebounding sharply. Collectively, Australia and New Zealand accounted for 99.4% of all arrivals from the region this quarter.



Australasia Tourist Arrivals by Market Q2 2025

Australasia Top 4 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Australia	30 545	88.4%	83.1%	7.2%	21.7%
New Zealand	6 151	11.3%	16.7%	68.6%	25.1%
Fiji	26	0.1%	0.1%	-35.0%	-58.1%
Papua New Guinea	22	0.1%	0.1%	-8.3%	214.3%
All Australasia Arrivals	36 773	1.3%	1.5%	14.1%	22.1%

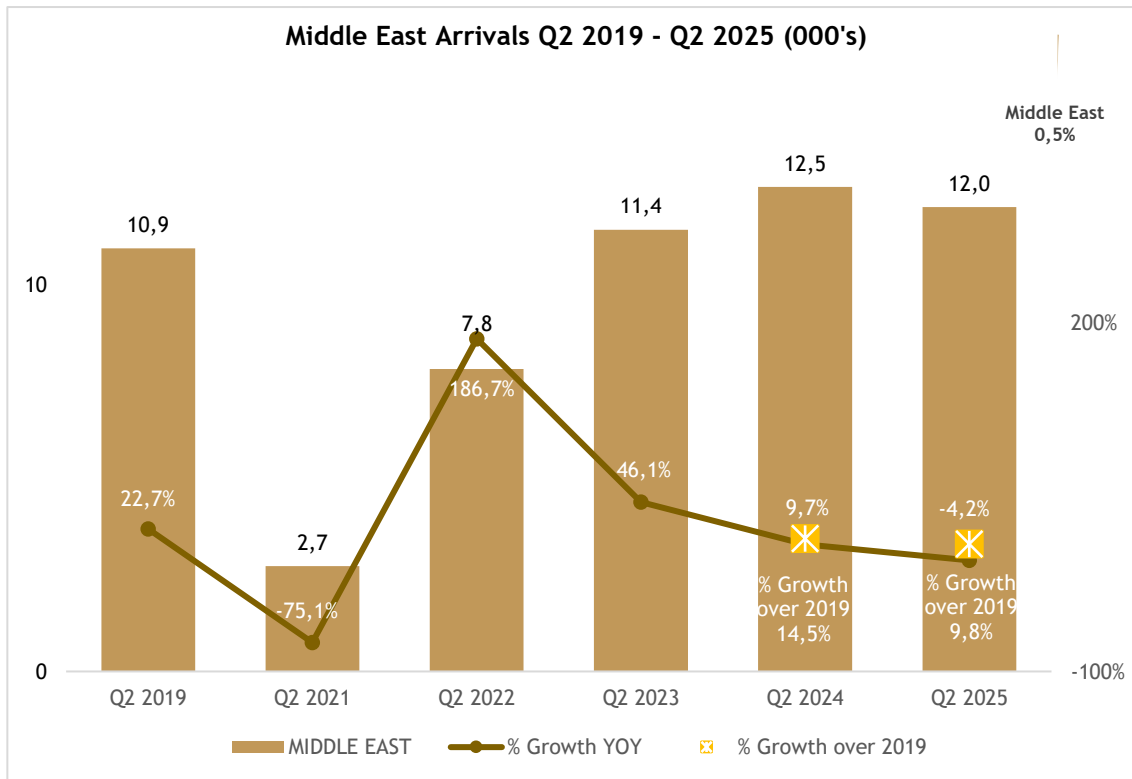
MIDDLE EAST ARRIVALS

12.0 K

-4.2% ▼

Q2 2025 over Q2 2024

Middle Eastern arrivals reached 12.0 thousand in Q2 2025, accounting for just 0.5% of total arrivals to South Africa, the smallest regional contribution. While arrivals grew +9.8% over Q2 2019, they fell -4.2% year-on-year, underscoring the region's fragile recovery. Saudi Arabia dominated with nearly half of all arrivals (49.2%), supported by a sharp +123.6% increase over pre-pandemic levels, though slightly down from last year (-7.0%). The United Arab Emirates also strengthened its position, capturing 13.8% of arrivals with a remarkable +264.2% rise versus 2019. By contrast, Israel's share dropped significantly to 13.8%, reflecting a sustained decline since 2019. Overall, the Middle East remains the weakest-performing region, though Saudi Arabia and the UAE point to selective sources of growth.



Middle East Tourist Arrivals by Top 10 Markets Q2 2025

Middle East Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Saudi Arabia	5 909	24.2%	49.2%	123.6%	-7.0%
United Arab Emirates	1 657	4.2%	13.8%	264.2%	21.7%
Israel	1 652	45.6%	13.8%	-66.9%	-4.2%
Lebanon	623	7.5%	5.2%	-24.1%	-5.3%
Jordan	567	5.0%	4.7%	2.9%	-9.3%
Kuwait	302	1.9%	2.5%	46.6%	-21.4%
Iran	269	3.1%	2.2%	-20.9%	-7.2%
Qatar	238	1.8%	2.0%	22.1%	-30.4%
Syria	187	1.6%	1.6%	8.7%	23.0%
Palestine	175	1.1%	1.5%	44.6%	-33.5%
All Middle East Arrivals	12 005	0.5%	0.5%	9.8%	-4.2%

TOTAL FOREIGN DIRECT SPEND

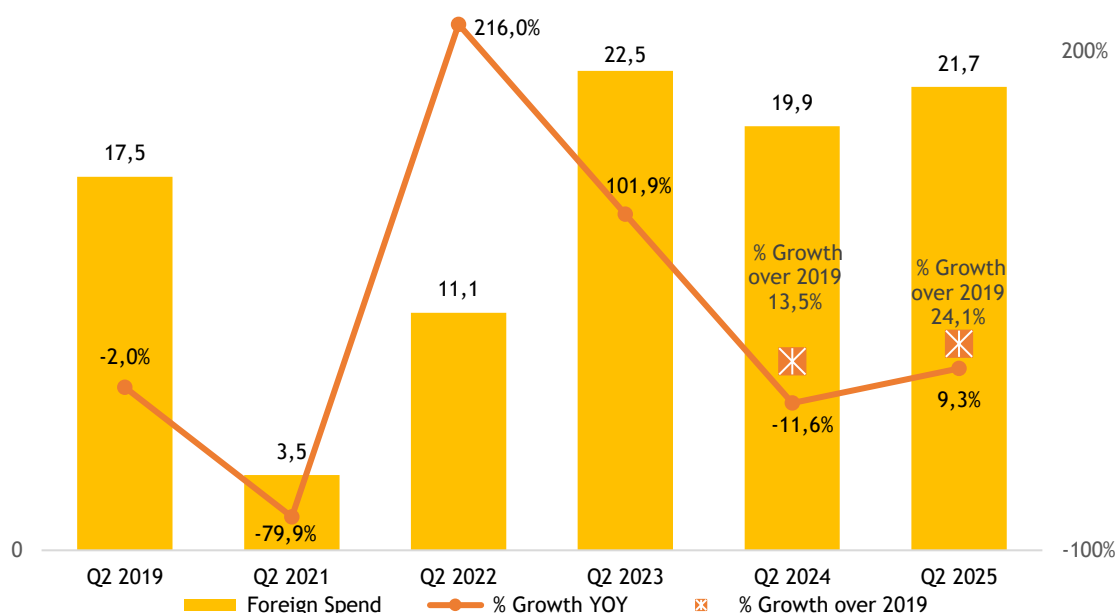


ZAR 21.7 BILLION

+9.3% ▲

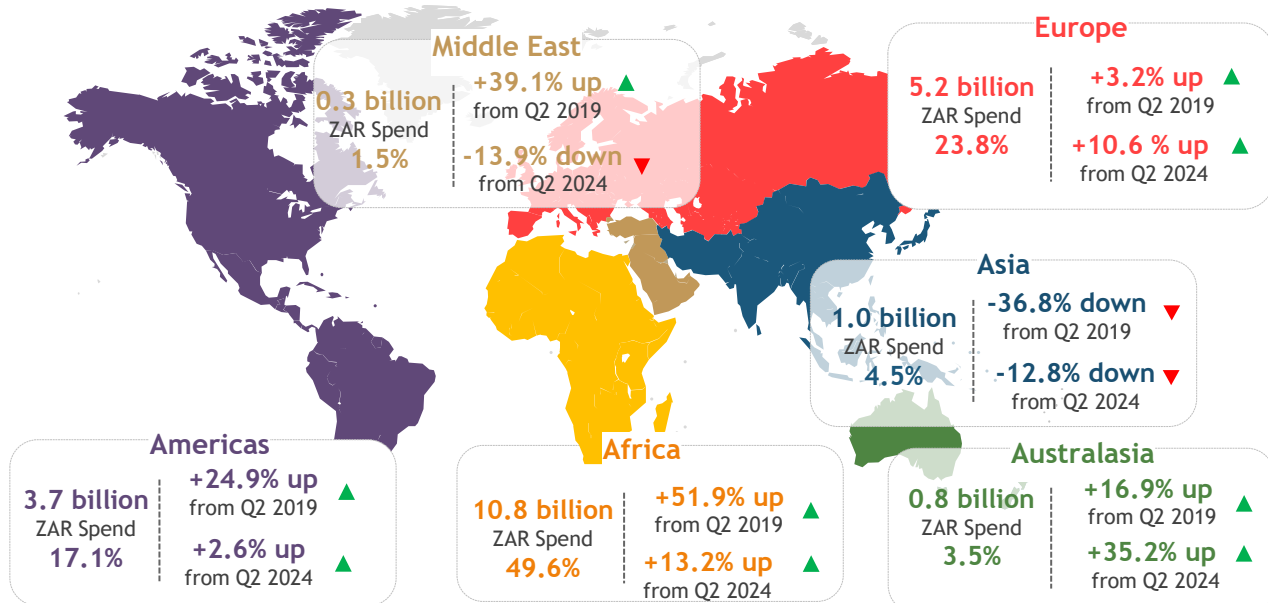
In Q2 2025, Total Foreign Direct Spend (TFDS) by tourists in South Africa reached ZAR 21.7 billion—a +24.1% increase from Q2 2019 and a +9.3% rise over Q2 2024. This marks one of the strongest Q2 TFDS performances since before COVID-19. Africa contributed the largest share at 49.6% (ZAR 10.8 billion), reflecting a +13.2% y-o-y increase, which is a +51.9% increase from pre-pandemic levels. Europe spent followed at ZAR 5.2 billion, a +10.6% y-o-y rise, though still only +3.2% above 2019, pointing to a slower recovery in long-haul markets. The Americas and Australasia also strengthened y-o-y, +2.6% and +35.2% respectively, also surpassing 2019 levels by +23.3% and +16.9% respectively, supported by higher per-visitor spend. In contrast, Asia recorded a sharp -36.8% decline over 2019 despite pockets of recovery, while the Middle East gained +39.1%, signalling ongoing shifts in the composition of high-value markets.

Foreign Direct Spend Q2 2019 - Q2 2025 (ZAR Billions)



Foreign Direct Spend by Region Q2 2025

(ZAR Billions, Share & Growth Q2 2025 vs. Q2 2019 & Q2 2025 vs. Q2 2024)





This quarter, Africa remained the dominant source of international tourist arrivals, accounting for 80.0% of the total, with the majority (76.7%) arriving by land. However, land-based visitors contributed only 42.4% of total spend, reflecting a relatively low ratio of 55.3%. In contrast, overseas markets represented just 19.8% of arrivals but generated 50.4% of spend, producing a strong ratio of 254.2%. The Middle East recorded the highest ratio at 896.4%, followed by Asia at 648.0%, underscoring striking differences in spending intensity across regions. Overall, overseas tourists continue to outspend African travellers on a per capita basis, although Africa Air also performed well with a ratio of 216.8%, highlighting its higher-value contribution within the continent.

Spend & Ratios by Region Q2 2025

Region	% of Arrivals Q2 2025	% of Spend Q2 2025	Ratio % Spend : % Arrivals
Africa	80.0%	49.6%	61.9%
Africa Land	76.7%	42.4%	55.3%
Africa Air	3.3%	7.1%	216.8%
Overseas	19.8%	50.4%	254.2%
Europe	9.7%	23.8%	246.6%
Americas	5.8%	17.1%	294.7%
Asia	2.3%	15.1%	648.0%
Australasia	1.5%	2.1%	135.5%
Middle East	0.5%	4.5%	896.4%

This quarter, all spend categories recorded year-on-year increases, supporting overall positive growth in total spend of +9.3%. Leisure (+27.2%), Business Shopping (+20.6%), and Medical (+65.4%) saw the largest gains, while all other categories also grew modestly. Compared to Q2 2019, Personal Shopping (+26.3%) and Business Shopping (+59.2%) showed substantial increases, offsetting declines in Accommodation (-7.5%) and Asia-driven segments. As a result, overall spend in Q2 2025 exceeded the Q2 2019 level by +24.1%, reflecting a robust rebound in high-value categories despite uneven recovery across segments.

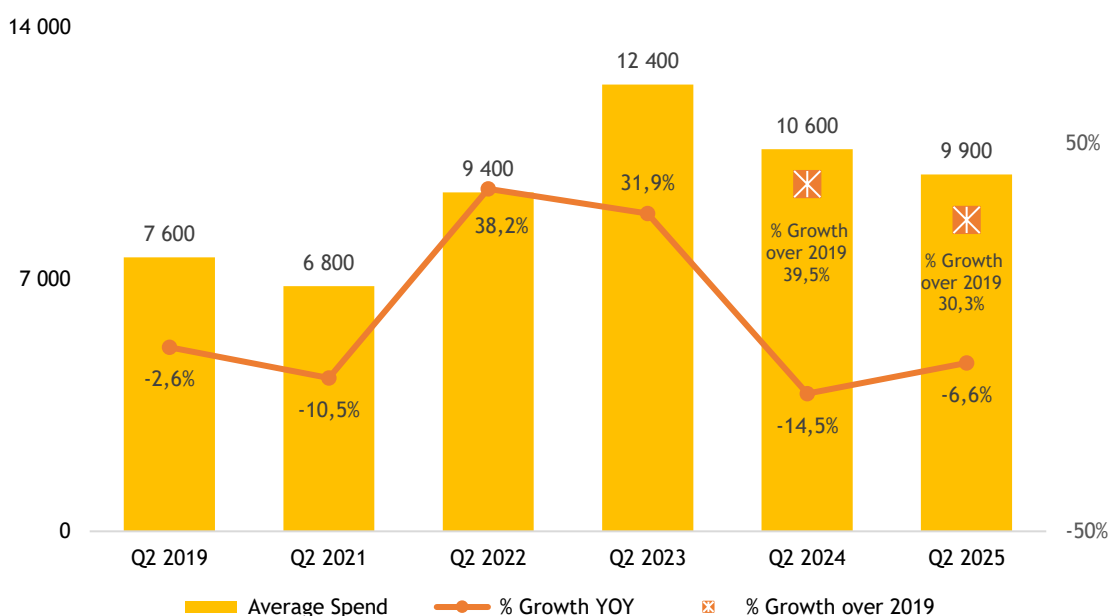
Spend by Categories Q2 2025

Spend Category	ZAR Billions		% Share		% Growth Q2 2019- Q2 2025	% Growth Q2 2024- Q2 2025
	Q2 2019	Q2 2025	Q2 2019	Q2 2025		
Personal Shopping	5.2	6.6	29.8%	30.4%	26.3%	9.8%
Food & Beverages	3.1	3.8	17.6%	17.4%	22.9%	1.5%
Leisure	2.2	2.4	12.3%	11.2%	12.7%	27.2%
Accommodation	2.6	2.4	15.0%	11.2%	-7.5%	11.9%
Business Shopping	1.5	2.4	8.7%	11.1%	59.2%	20.6%
Transport	1.6	1.9	9.2%	8.6%	14.8%	11.4%
Medical	0.2	0.3	0.9%	1.5%	101.7%	65.4%
All Types	17.5	21.7	100.0%	100.0%	24.1%	9.3%



The average foreign direct spend declined by -6.6% year-on-year in Q2 2025, reaching ZAR 9 900. Despite this dip, average spend remained 30.3% higher than Q2 2019 levels. Year-on-year, Africa Air, Europe, Americas, Australasia, and the Middle East were the only regions to show increases in average spend, with Australasia posting the strongest growth (+10.6%). By contrast, Africa Land and Asia recorded declines of -8.6% and -2.6% respectively. Compared to Q2 2019, however, most regions—particularly Africa Land (+60.6%) and the Middle East (+42.4%)—achieved substantial gains, while Asia (+6.2%) and Australasia (+5.5%) showed more modest increases. The Americas posted the highest average spend at ZAR 30 400, while Africa Land registered the lowest at ZAR 5 300.

Average Foreign Direct Spend Q2 2019 - Q2 2025 (ZAR)



Average Foreign Direct Spend by Region Q2 2019 - Q1 2025

Region	Average Spend (ZAR)			% Growth Q2 2019- Q2 2025	% Growth Q2 2024-Q2 2025
	Q2 2019	Q2 2024	Q2 2025		
Africa	3 900	6 500	6 000	53.8%	-7.7%
Africa Land	3 300	5 800	5 300	60.6%	-8.6%
Africa Air	20 100	23 300	25 100	24.9%	7.7%
Europe	20 800	25 000	26 500	27.4%	6.0%
Americas	23 700	28 900	30 400	28.3%	5.2%
Asia	21 000	22 900	22 300	6.2%	-2.6%
Australasia	21 700	20 700	22 900	5.5%	10.6%
Middle East	24 300	32 900	34 600	42.4%	5.2%
All Arrivals	7 600	10 600	9 900	30.3%	-6.6%

LENGTH OF STAY

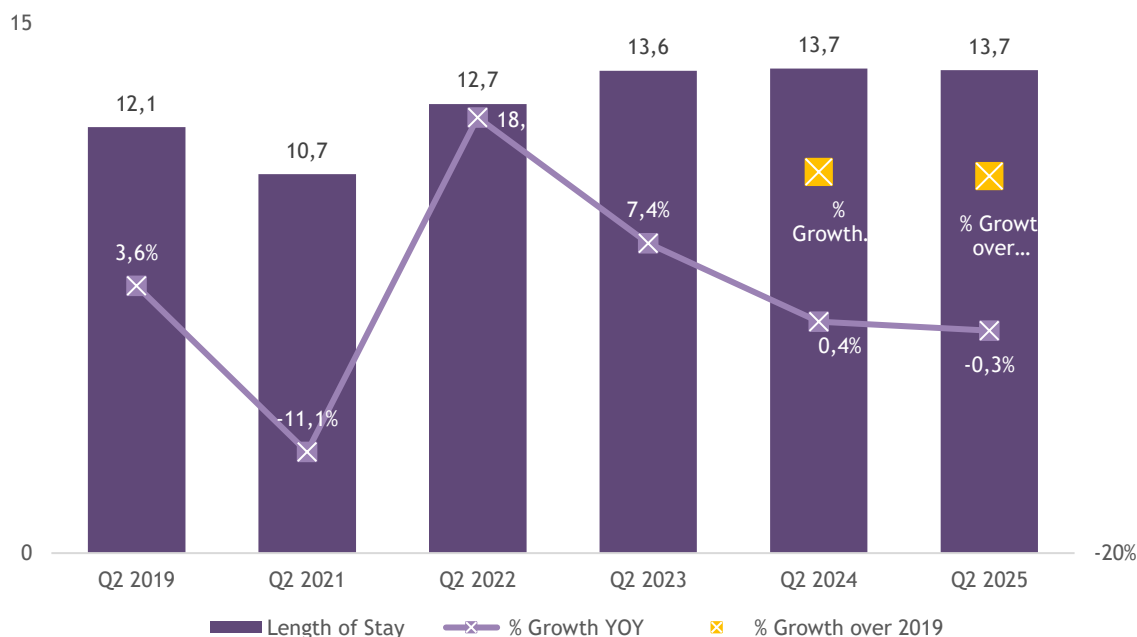


31.8 NIGHTS

+19.6% ▲

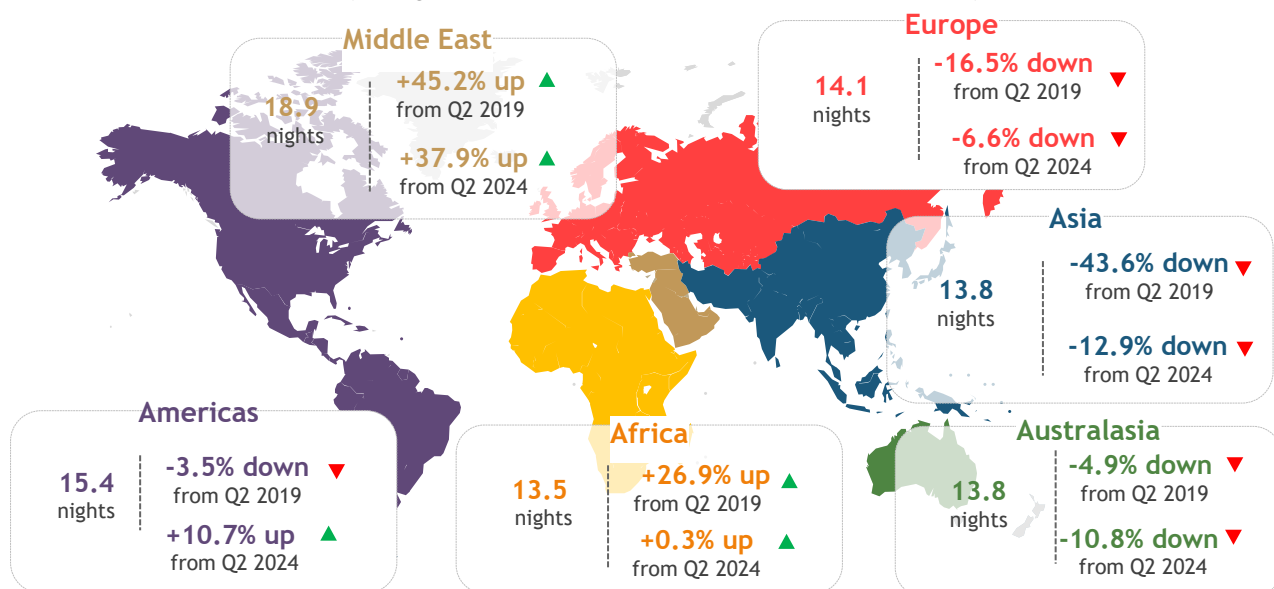
Year-on-year, the average length of stay held steady, easing slightly by -0.3% to 13.7 nights in Q2 2025. Compared to Q2 2019, this marks a strong +13.3% increase. Visitors from Africa recorded the shortest average stay at 13.5 nights, though this still reflects a notable +26.9% increase over Q2 2019 and a small +0.3% rise on Q2 2024. In contrast, the longest stays were registered among tourists from Asia (13.8 nights) and the Middle East (18.9 nights). Most regions saw declines year-on-year, with sharp drops in Asia (-12.9%) and Europe (-6.6%). The Middle East was the standout, showing a +37.9% increase over Q2 2024 and a +45.2% jump above Q2 2019, indicating a shift in travel patterns.

Length of Stay Q2 2019 - Q2 2025 (nights)



Length of Stay Q2 2025

(No. Nights & Growth Q2 2025 vs. Q2 2019 & Q2 2025 vs. Q2 2024)



TOTAL BED NIGHTS



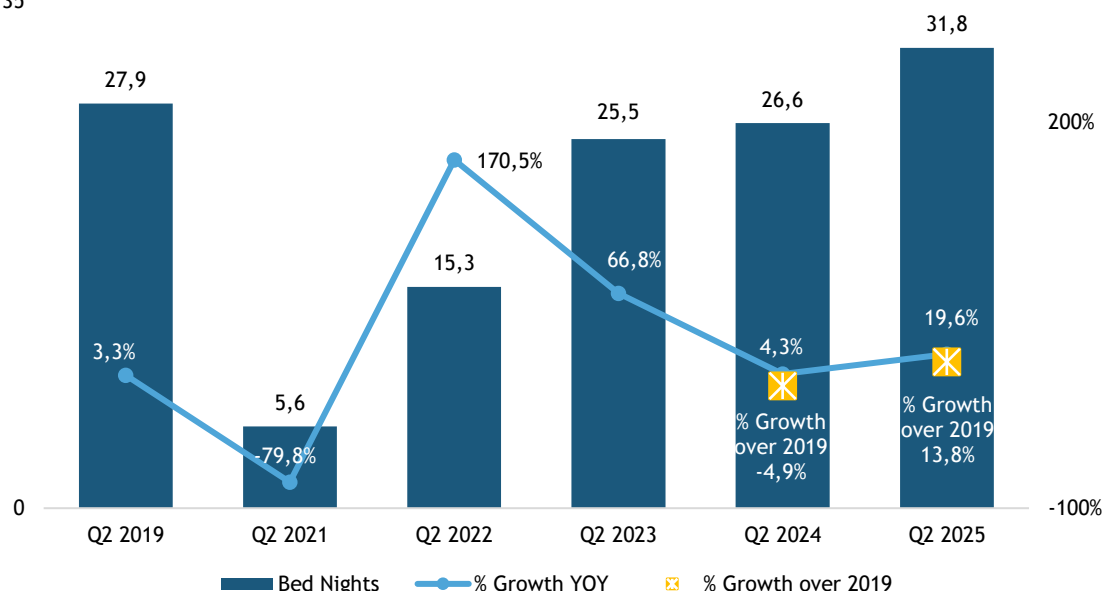
31.8 MILLION

+19.6% ▲

In Q2 2025, total bed nights rose to 31.8 million, reflecting a +19.6% year-on-year increase and a +13.8% rise compared to Q2 2019. Africa led with 25.5 million bed nights, representing 80.1% of the total, and recording strong growth of +42.6% from 2019 and +23.6% from Q2 2024. Europe accounted for 3.0 million bed nights (9.4% share), improving +4.9% year-on-year, though still -32.6% below 2019 benchmarks. The Americas reached 2.0 million bed nights, showing steady gains of +0.4% over 2019 and +13.6% from Q2 2024. By contrast, Asia declined sharply, down -71.0% from 2019 and -19.2% year-on-year, while the Middle East posted moderate volumes of 0.2 million, though it recorded significant growth over both 2019 (+34.9%) and 2024 (+23.8%). Australasia contributed 0.5 million bed nights, with increases of +17.1% from 2019 and +16.2% from the prior year.

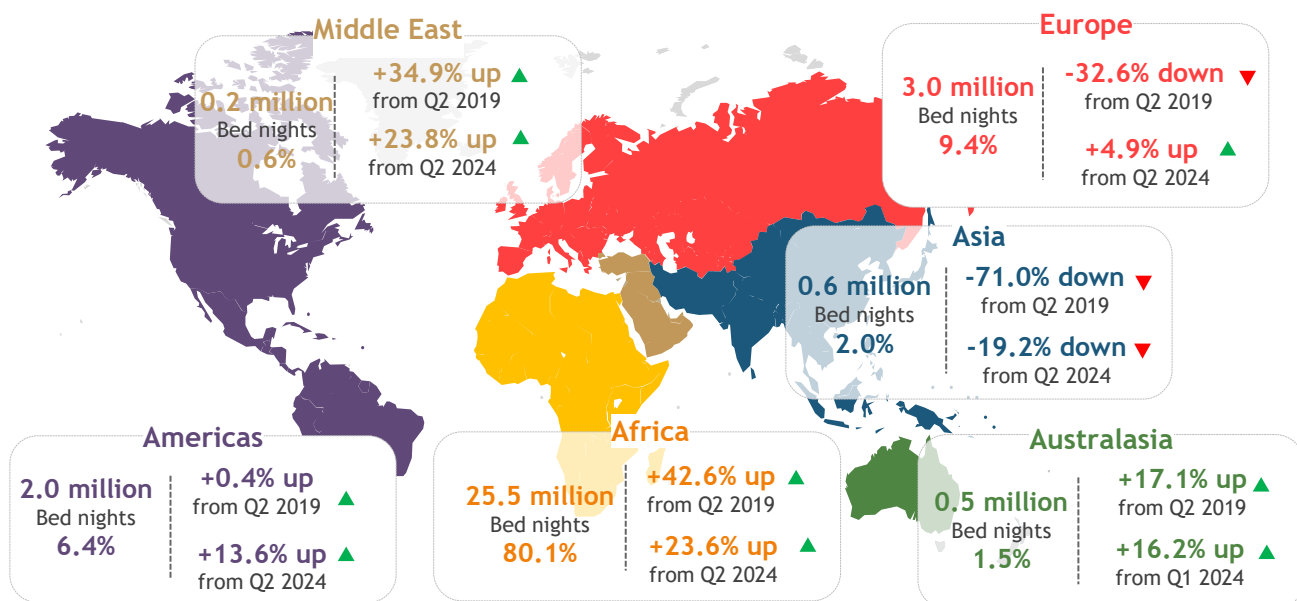
Total Bed Nights Q2 2019 - Q2 2025 (Millions)

35



Total Bed Nights Q1 2025

(Millions, Share & Growth Q2 2025 vs. Q2 2019 & Q2 2025 vs. Q2 2024)



TOTAL
BED NIGHTS

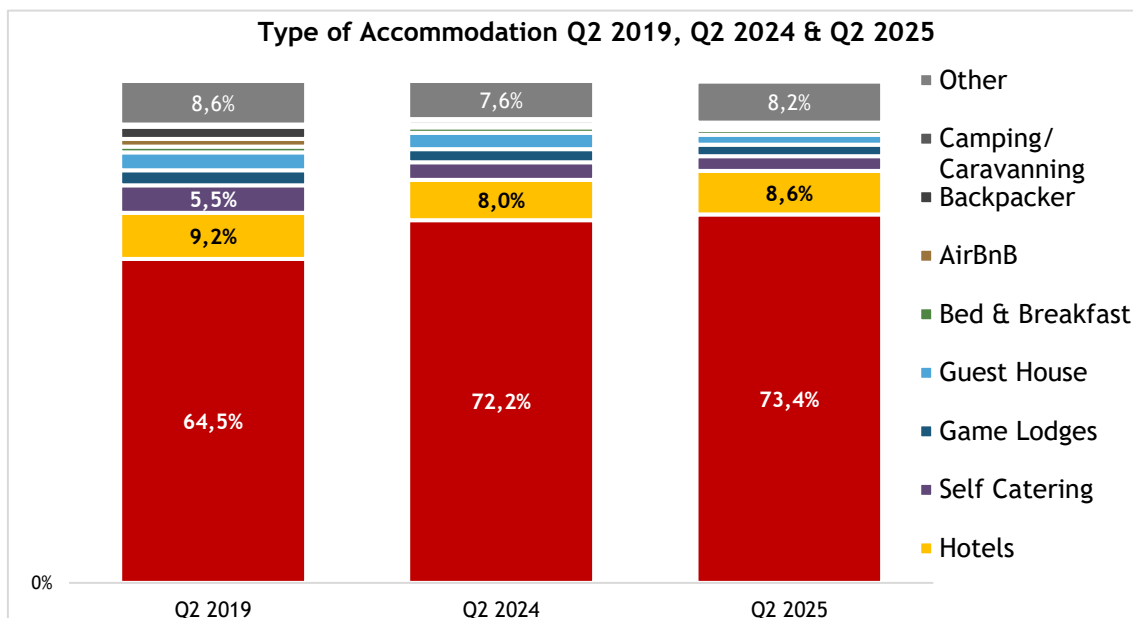


31.8 MILLION

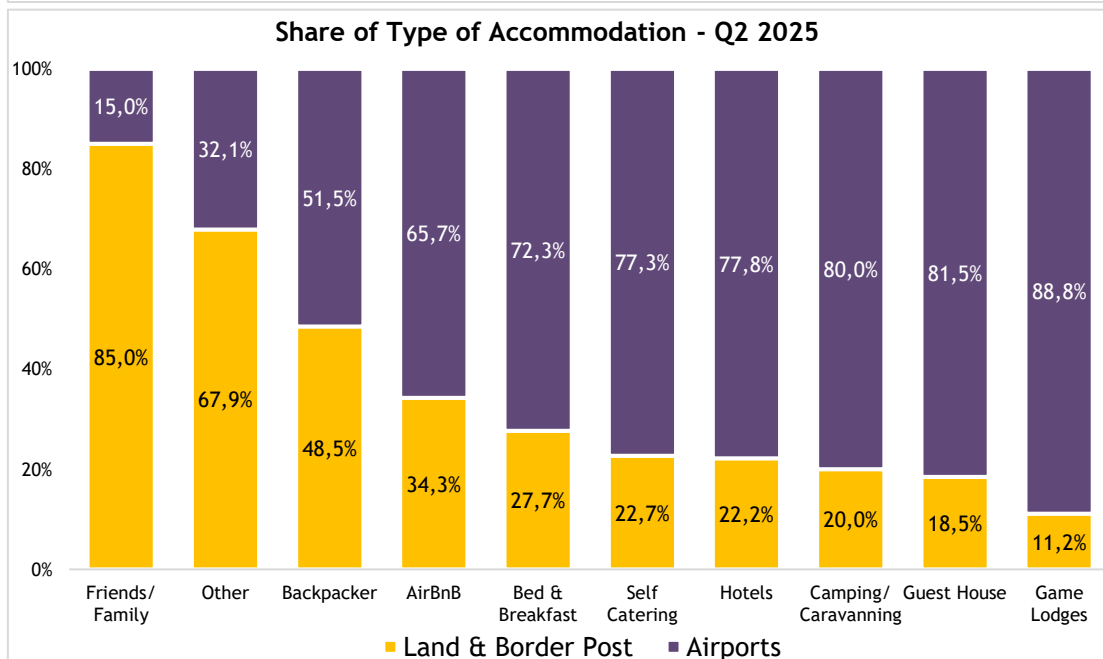
+19.6% ▲

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 Q2 2025, accounting for 73.4% of all stays—higher than the 64.5% share in Q2 2019, though slightly above the Q2 2024 level of 72.2%. Despite tough global economic conditions, this category continues to reflect the cost-conscious choices of travellers. The share of hotel stays increased year-on-year to 8.6% but was still below the 9.2% recorded in Q2 2019. Self-catering accommodation experienced a marginal improvement, rising from 2.6% in Q2 2024 to 2.9% in Q2 2025. Staying with friends and family was especially common among international tourists departing via land border posts (85.0%), 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.

Type of Accommodation Q2 2019, Q2 2024 & Q2 2025



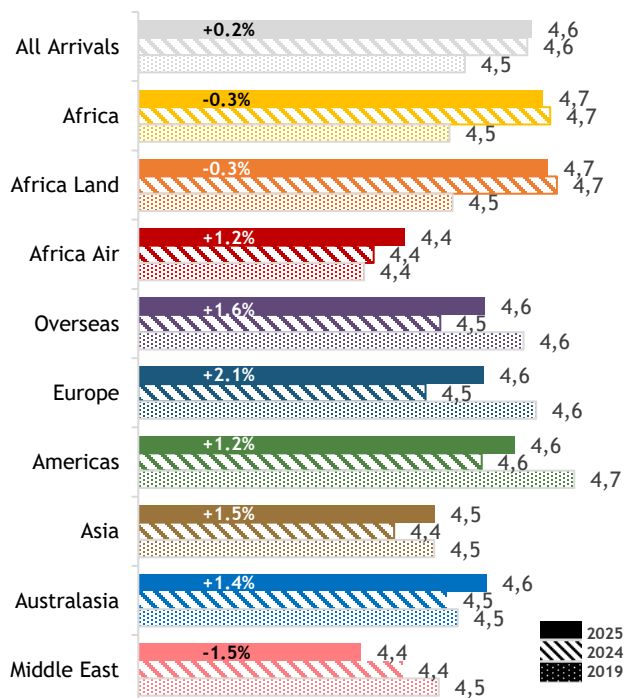
Share of Type of Accommodation - Q2 2025





This quarter, international tourists' overall satisfaction with South Africa held steady at 4.6, showing a modest +0.2% year-on-year gain and a +2.4% improvement compared to Q2 2019. The strongest results came from Africa Land, where satisfaction climbed +3.4% above 2019 levels to 4.7, yet -0.3% vs. Q2 2024. Africa Air also improved slightly, rising to 4.4 with a +1.2% increase over Q2 2024, broadly in line with pre-pandemic benchmarks. Among overseas regions, Europe and the Americas both recorded satisfaction levels of 4.6, reflecting gains of +2.1% and +1.2% respectively versus 2024. Asia and Australasia posted moderate growth year-on-year, with satisfaction reaching 4.5 and 4.6, while remaining close to historical averages. The Middle East, however, saw the largest decline, falling -2.8% from 2019 to 4.4, and down -1.5% from last year, underscoring continued pressure in this source market.

Overall Satisfaction Q2 2025 vs. Q2 2024



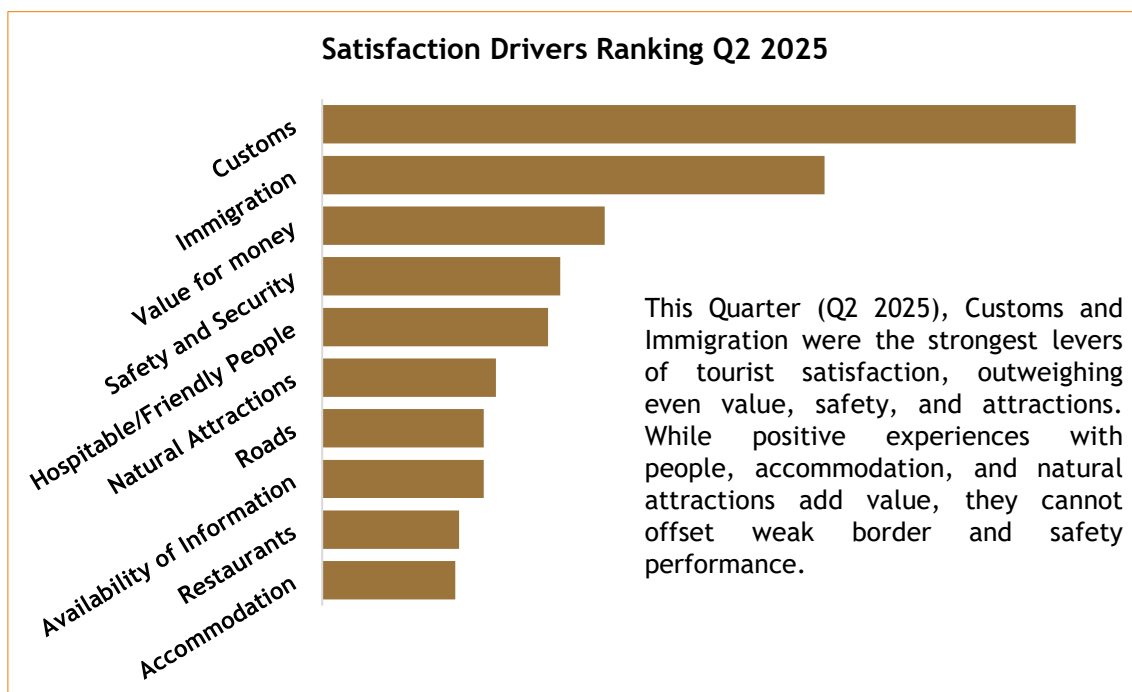
During this quarter, South Africa's natural attractions remained the highest-rated attribute, with overseas, European, Asian, and Australasian visitors all scoring them at 4.8 or above. Overseas tourists also gave strong ratings for friendly people (4.7) and value for money (4.7). By contrast, safety and security was the lowest-rated category, averaging 4.0 overall and falling as low as 3.6 in the Middle East and Australasia. Road infrastructure also underperformed, with low ratings from Europe (3.8) and Australasia (3.5). Nevertheless, the combination of natural appeal and positive service experiences helped sustain overall satisfaction levels.

	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	4.5	4.6	4.4
Natural Attractions	4.7	4.6	4.6	4.6	4.8	4.8	4.9	4.8	4.8	4.8
Accommodation	4.5	4.5	4.5	4.4	4.6	4.6	4.7	4.6	4.5	4.6
Immigration	4.5	4.5	4.5	4.5	4.5	4.5	4.6	4.5	4.4	4.4
Customs	4.5	4.6	4.6	4.5	4.5	4.5	4.6	4.5	4.4	4.4
Public Transportation	4.4	4.5	4.5	4.3	4.3	4.3	4.4	4.4	4.0	4.0
Friendly People	4.4	4.3	4.3	4.3	4.7	4.8	4.8	4.6	4.7	4.6
Value for Money	4.4	4.4	4.4	4.3	4.7	4.7	4.7	4.5	4.6	4.3
Safety & Security	4.0	4.0	4.0	3.9	3.9	3.8	4.0	3.7	3.8	3.6
South Africa Police Services	4.4	4.4	4.4	4.3	4.3	4.3	4.2	4.2	4.1	3.9
Roads	4.3	4.4	4.4	4.4	3.8	3.8	3.9	4.0	3.5	3.6
Water	4.3	4.3	4.3	4.5	4.2	4.2	4.3	4.3	4.2	4.1
Mobile phone and Internet network	4.5	4.5	4.5	4.5	4.3	4.3	4.3	4.3	4.2	4.2
Electricity	4.4	4.4	4.4	4.5	4.3	4.3	4.4	4.3	4.3	4.4



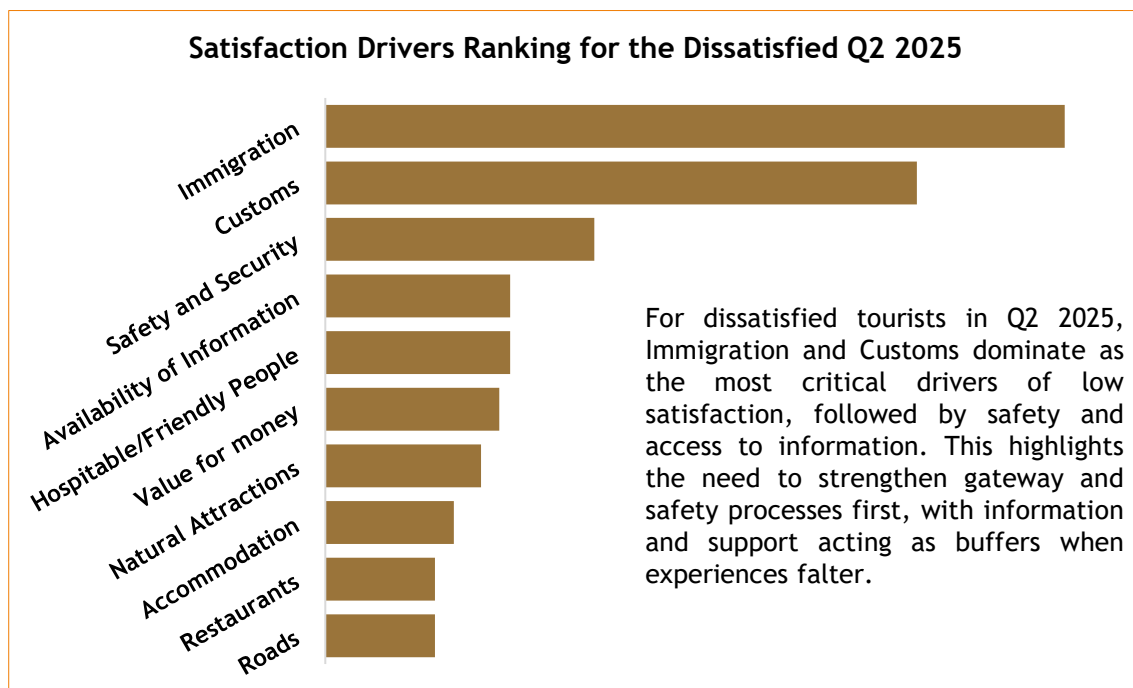
Model-based analysis of Q2 2025 Satisfaction results:

OVERALL SATISFACTION DRIVERS



NB: The longer the bar, the better (the more is the importance).

WHAT MATTERS TO THE DISSATISFIED



NB: The longer the bar, the better (the more is the importance).

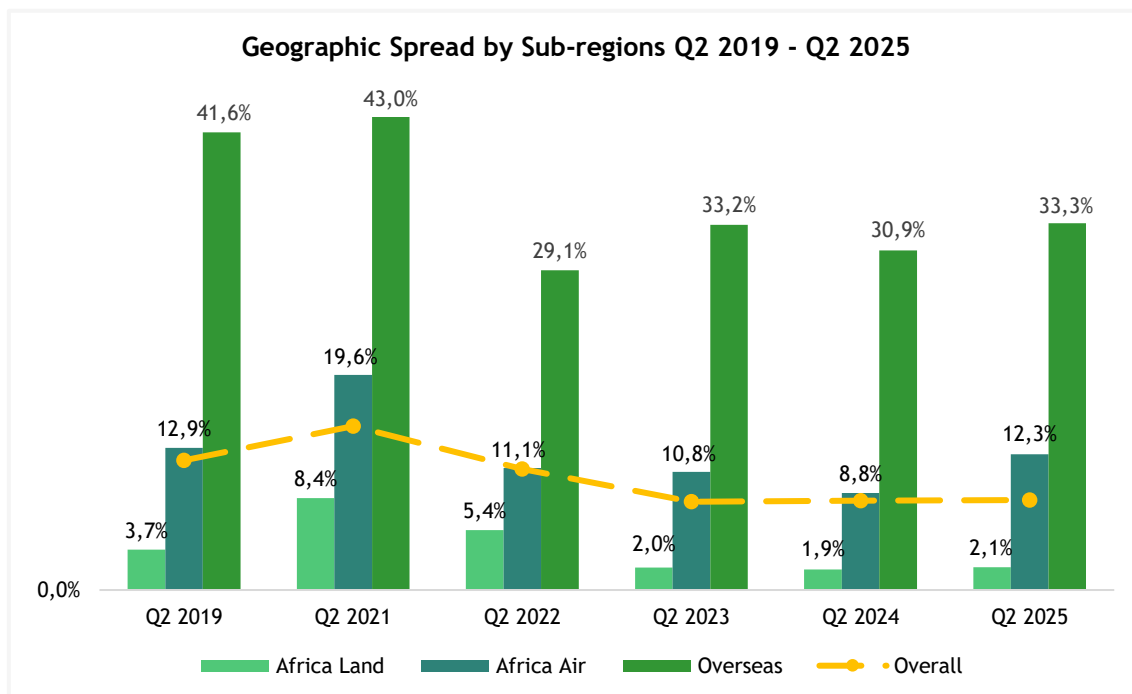
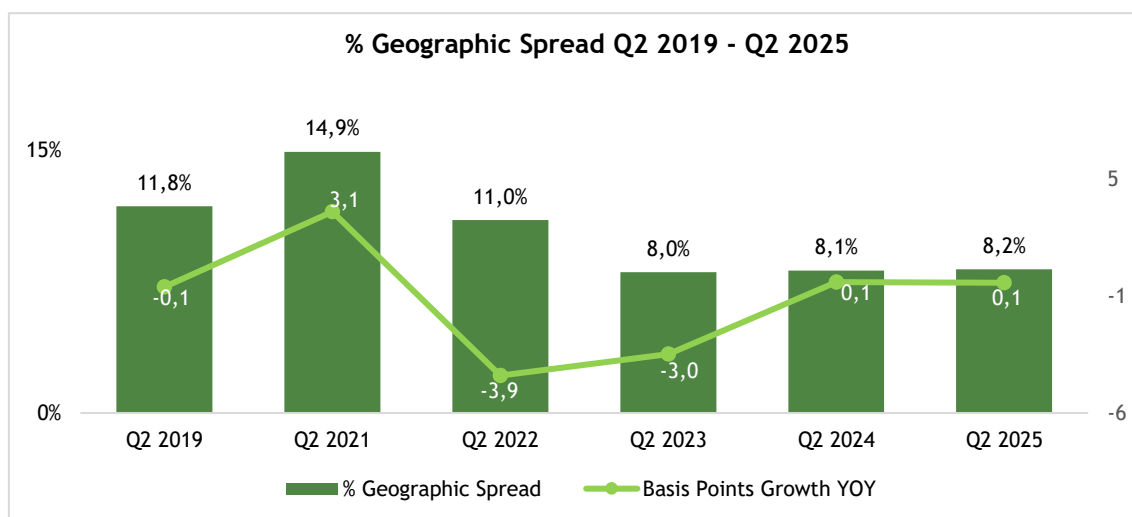
GEOGRAPHIC SPREAD



8.2%

+0.1P.P*

After peaking at 14.9% in Q2 2021, the Geographic spread index entered a period of contraction, dipping sharply to 8.0% by Q2 2023. Since then, the index has remained subdued but stable, with marginal year-on-year upticks of +0.1 percentage points in both 2024 and 2025, reaching 8.2% in Q2 2025. Regionally, Africa Land remains the primary drag on the overall index, contributing just 2.1% – a steep fall from its 2021 high of 8.4% and indicative of reduced ground-based interprovincial movement. In contrast, Africa Air has emerged as a stabilising force, rebounding to 12.3%, its strongest showing since 2021, and helping to anchor the index amid broader declines. Overseas travel continues to dominate the spread, holding steady at 33.3%, but its plateaued growth suggests limited upside in offsetting domestic contraction.



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

*Change in percentage points (P.P) vs. 2024.

GEOGRAPHIC SPREAD

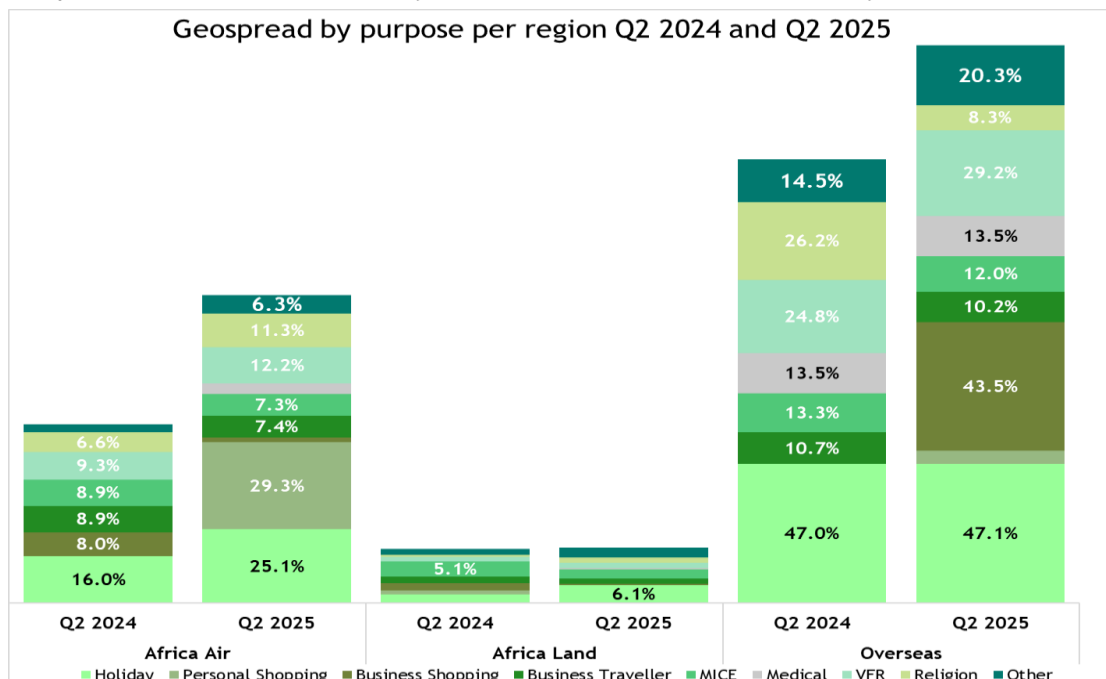


8.2%

+0.1P.P*

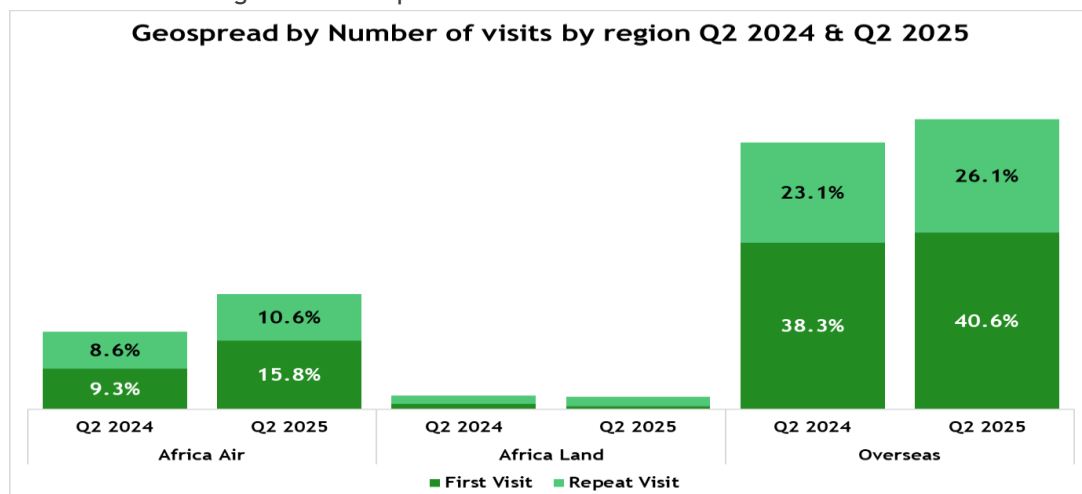
In Q2 2025, Africa Land recorded low GeoSpread index scores across all purposes, with VFR at 6.8% and holiday at just 2.4%, reflecting its highly localised and community-based nature, while business (1.7%) and shopping (2.1%) offered only transactional movement. Africa Air showed a stronger balance, with holiday (31.4%) and VFR (36.9%) yielding higher dispersion, and business and MICE adding further breadth to circulation. Overseas markets remained the anchor of spread, with holiday (54.7%) and VFR (26.1%) sustaining the widest geographic footprint, while business and study travel maintained smaller but steady contributions.

Geospread by purpose per region Q2 2024 and Q2 2025



Within segments, repeat visitors show consistently higher Geospread penetration than first-timers. For Africa Land, 40.6% of repeat visitors engaged in multi-provincial travel compared to much lower rates among first-timers, though overall circulation remained shallow. Africa Air displayed a healthier balance, with repeat (13.8%) and first-time (15.8%) travellers contributing almost evenly to dispersion. Overseas markets sustained the widest circulation, with repeat (26.1%) and first-time (21.0%) arrivals both driving the index – reinforcing their role as the main engine of multi-province travel.

Geospread by Number of visits by region Q2 2024 & Q2 2025



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



INTERNATIONAL TOURISM: PROVINCIAL PERFORMANCE

PROVINCIAL ARRIVALS



2.4 MILLION

+19.5% ▲



International tourism activity in Q2 2025 remained concentrated in key provinces, with Gauteng leading as the top destination, attracting 983.6 thousand international visitors. Mpumalanga followed, drawing 628.0 thousand arrivals, supported by strong cross-border travel from neighbouring countries. The Western Cape ranked third with 307.1 thousand arrivals, yet stood out for its high foreign spend of ZAR 4.8 billion, driven by long-haul markets such as the USA and the UK.

Tourist Arrivals, Spend, Bed Nights & Length of Stay by Province Q2 2025

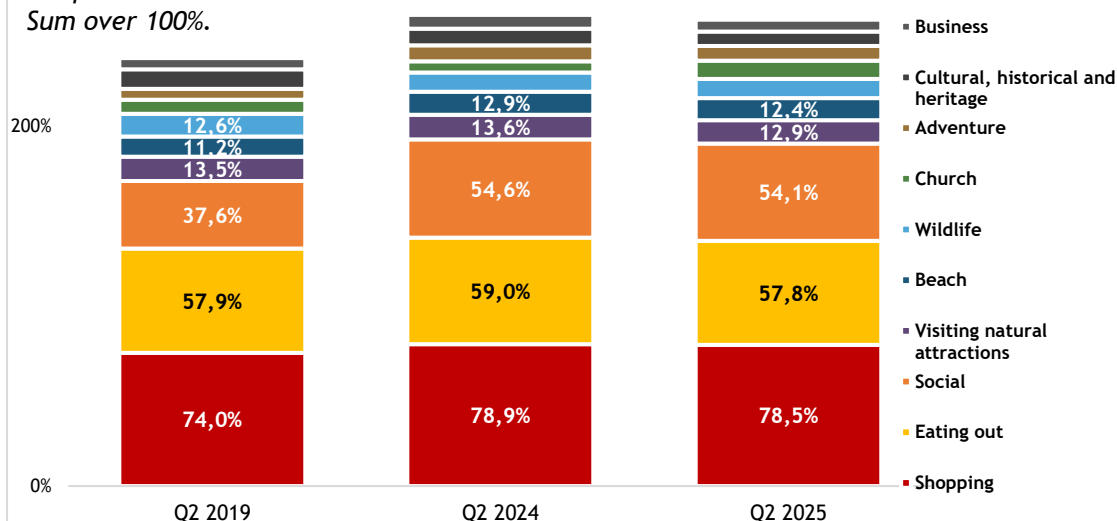
Province	International Tourist Arrivals (000's) Q2 2025	Foreign Spend (ZAR Billions) Q2 2025	Bednights (Millions) Q2 2025	Length of Stay (nights) Q2 2025
Gauteng	983.6	10.4	12.7	13.2
Mpumalanga	628.0	1.8	6.8	11.1
Western Cape	307.1	4.8	3.9	12.9
KwaZulu-Natal	193.0	1.2	1.7	9.2
Free State	251.8	0.6	3.6	14.9
North West	86.6	0.5	0.9	10.9
Limpopo	105.3	1.1	0.9	8.4
Eastern Cape	75.8	1.1	1.1	15.0
Northern Cape	20.8	0.3	0.2	11.8



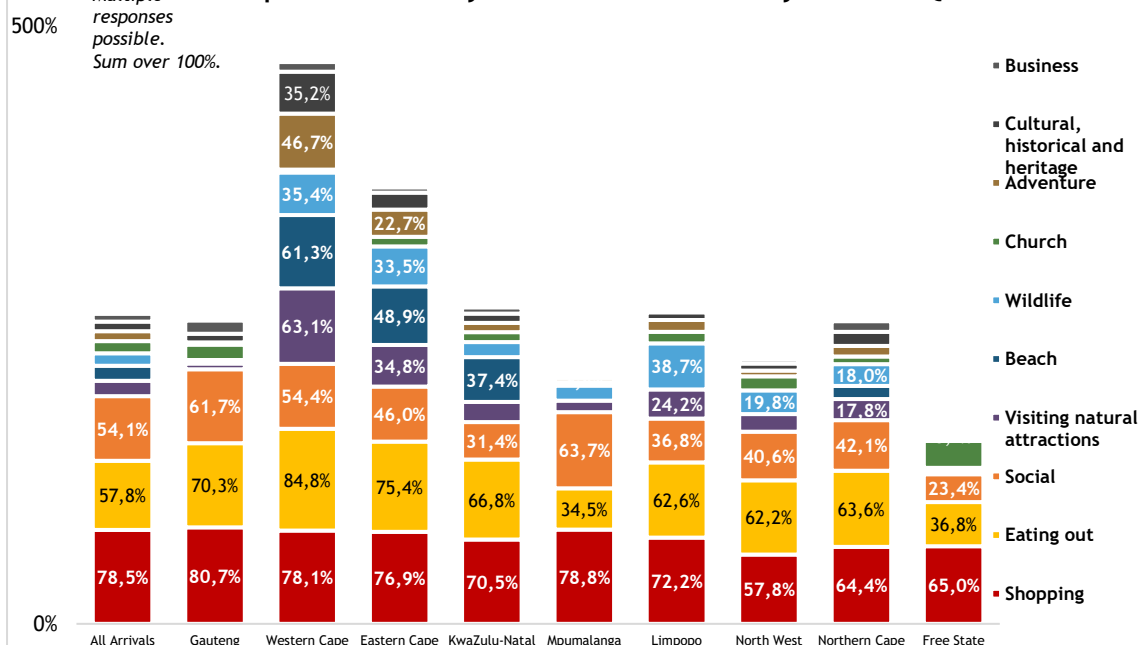
The distribution of tourist activities remained largely consistent year-on-year, with only marginal adjustments noted. At a national level, the top three activities were shopping (78.5%), eating out (57.8%), and socialising (54.1%). At a provincial level, activity trends diverged, shaped by both traveller type and regional tourism offerings. The Western Cape and Eastern Cape reflected coastal and heritage-driven experiences, with higher shares in beach, wildlife, adventure, and cultural activities. In contrast, Gauteng visitors focused more on urban-based pursuits such as shopping (80.7%), eating out (70.3%), and social activities (61.7%), highlighting its lifestyle-oriented appeal. Mpumalanga also stood out with its strong share of wildlife-related activities (12.5%), while maintaining high levels of shopping (78.8%), reflecting its popularity with cross-border travellers from neighbouring countries.

Multiple responses are possible. Sum over 100%.

Top 10 Activities by International Tourists Q2 2019, Q2 2024 & Q2 2025



Top 10 Activities by International Tourists by Province Q2 2025



PROVINCIAL ARRIVALS



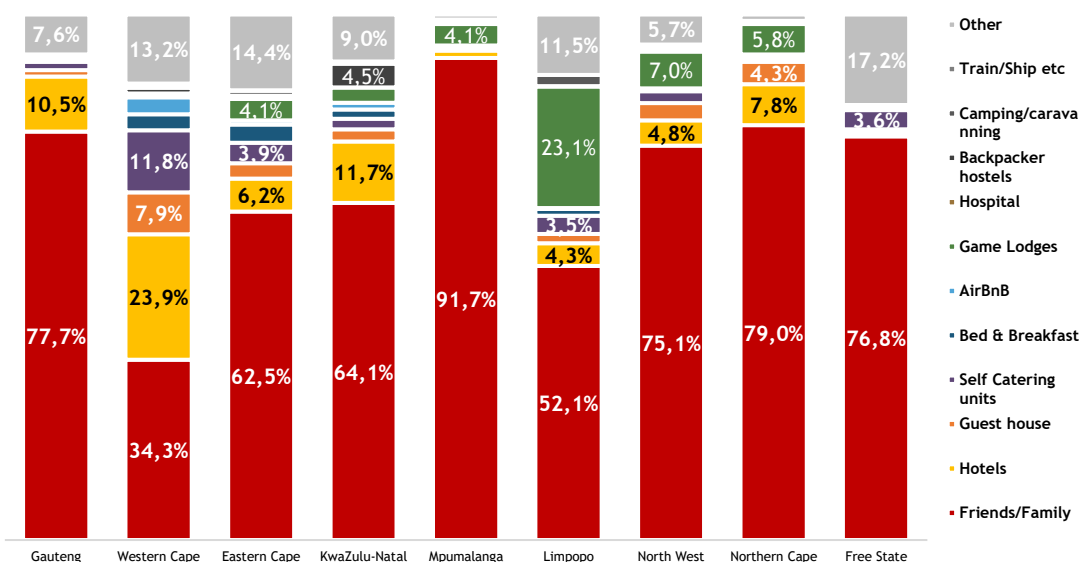
2.4 MILLION

+19.5% ▲

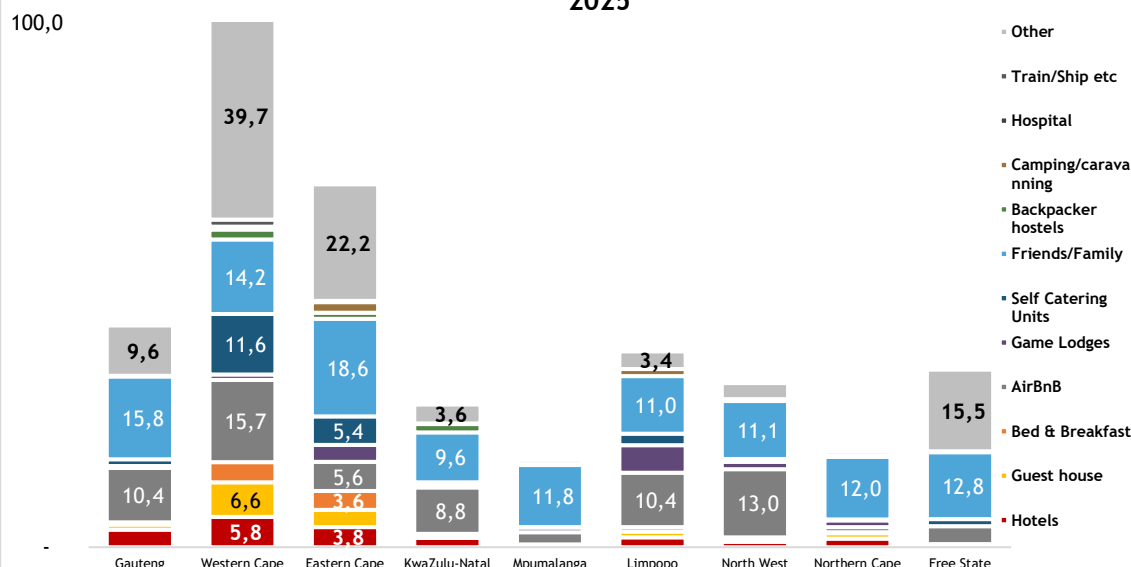


In Q2 2025, accommodation patterns varied considerably across provinces, reflecting distinct travel behaviors. Friends and family remained the dominant choice, especially in Mpumalanga (91.7%), the Northern Cape (79.0%), and the Free State (76.8%), with average stays of over 11 nights in most provinces. Hotels held stronger shares in the Western Cape (23.9%) and Gauteng (10.5%), where visitors stayed an average of 5.8 and 3.4 nights, respectively. Guest houses and self-catering units were more prevalent in the Western Cape (7.9% and 11.8%), offering longer average stays of 6.6 and 11.6 nights. Game lodges featured prominently in Limpopo (23.1%), paired with an extended average stay of 5.2 nights, highlighting its nature-based tourism appeal. AirBnB use was highest in the Western Cape (3.2%) and showed long average stays of 15.7 nights. By contrast, provinces such as KwaZulu-Natal and Mpumalanga reflected shorter, more concentrated visits, with overall stays in formal accommodation averaging fewer than two nights.

No of Bed Nights by Accommodation per Province Q2 2025



Average nights stayed (LoS) by Accommodation Type per Province Q2 2025



GAUTENG



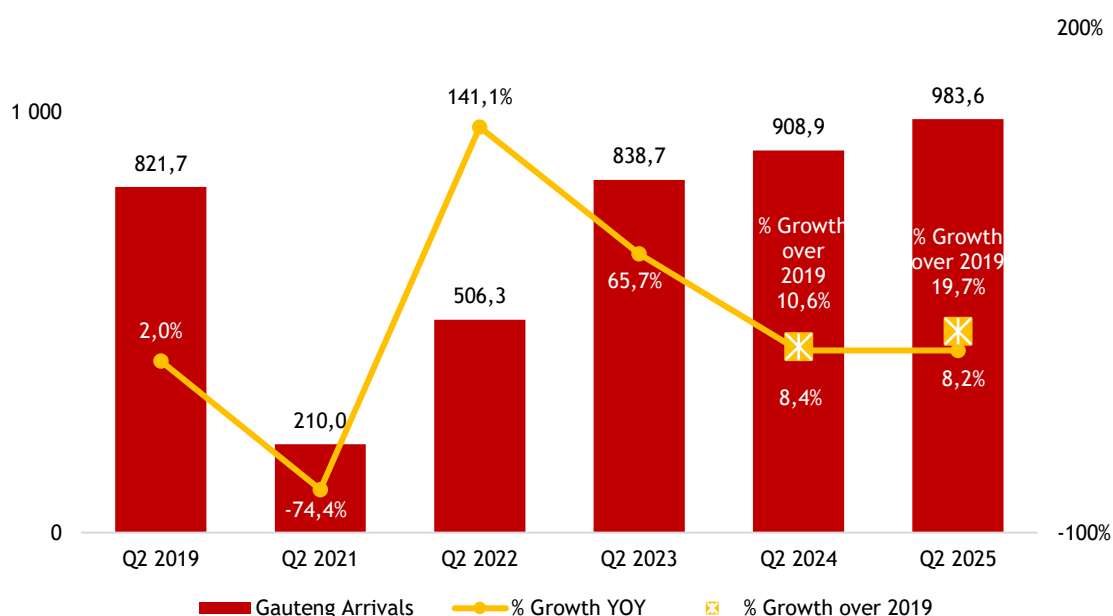
983.6 THOUSAND

+8.2% ▲



During Q2 2025, Gauteng once again led all provinces in international tourist arrivals, reaching 983.6 thousand visitors. This reflects a strong +8.2% year-on-year increase and a +19.7% rise compared to Q2 2019. The province continued to draw most arrivals from neighbouring countries, with Zimbabwe as the dominant source market, contributing 425.2 thousand arrivals and accounting for 43.2% of the total, though slightly down -3.0% from 2024. Other key markets included Mozambique (6.9%) and Lesotho (6.5%), both still below 2019 benchmarks, while Malawi (+73.8%) and Zambia (+21.7%) posted robust gains. Among overseas markets, the USA (4.5%), UK (2.5%), and Australia (1.4%) all recorded growth compared to 2024. In terms of impact, Gauteng recorded the highest foreign spend nationally at ZAR 10.4 billion, alongside 12.7 million bed nights. The province also sustained one of the longest average stays, at 13.2 nights.

Gauteng International Tourist Arrivals Q2 2019 - Q2 2025 (000's)



Gauteng International Tourist Arrivals by Top 10 Source Markets Q2 2025

Gauteng Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Zimbabwe	425 223	43.2%	411.1%	-3.0%
Mozambique	67 982	6.9%	-54.9%	19.8%
Lesotho	63 576	6.5%	-42.4%	77.4%
Malawi	55 320	5.6%	73.8%	101.9%
Botswana	44 781	4.6%	-42.5%	7.9%
USA	44 553	4.5%	3.0%	-10.2%
eSwatini	39 762	4.0%	-23.7%	-3.2%
Zambia	30 562	3.1%	-7.8%	21.7%
UK	24 219	2.5%	-5.7%	12.3%
Australia	14 260	1.4%	18.0%	17.7%
All Gauteng Arrivals	983 595	41.3%	19.7%	8.2%



Half of visitors to Gauteng (50.0%) cited visiting friends and relatives (VFR) as their main reason for travel this quarter, reflecting a +10.7 percentage point rise compared to Q2 2019. In contrast, the holiday segment declined to 12.8%, down -0.7 percentage points year-on-year and a substantial -10.0 percentage point drop from 2019 levels. Business-related travel held steady, with Business Travellers (7.2%) and MICE (6.8%) combining for 14.0%, showing a modest +1.0 percentage point gain compared to Q2 2019. Other segments, such as shopping, medical, and religious travel, contributed smaller but stable shares. In terms of accommodation, 77.7% of bed nights were spent with friends and family, up by +4.6 percentage points from Q2 2024 and a sharp +24.2 percentage point rise since Q2 2019. Hotels (10.5%) and guest houses (1.2%) remained secondary, while other formal accommodation types accounted for minimal shares. This trend highlights the central role of VFR as both a driver of travel and a determinant of accommodation choices in the province.

Share of Gauteng Tourist Arrivals by Main Purpose Q2 2025

Gauteng	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	50.0%	12.8%	7.2%	9.1%	6.8%	3.5%	1.6%	3.0%
Percentage Point Change 24-25	0.8	-0.7	0.1	-1.7	-0.7	0.3	0.4	2.1
Percentage Point Change 19-25	10.7	-10.0	0.5	-0.5	0.5	-0.6	0.5	0.8

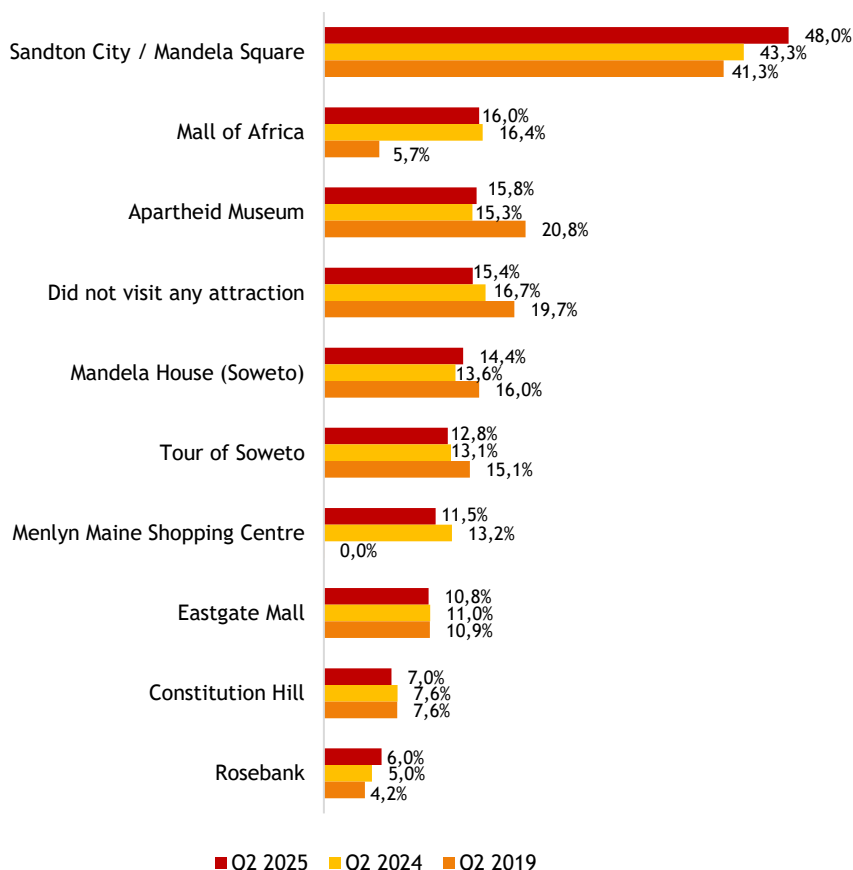
% of Bed Nights by Accommodation Type in Gauteng Q1 2025

Gauteng	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	77.7%	10.5%	1.2%	1.6%	0.5%	0.4%	0.4%	0.1%	0.0%	7.6%
Percentage Point Change 24-25	4.6	2.0	-0.3	-0.3	0.0	0.0	0.1	0.0	0.0	1.3
Percentage Point Change 19-24	24.2	2.4	-1.5	-2.8	0.0	0.1	0.0	-1.0	0.0	-0.1

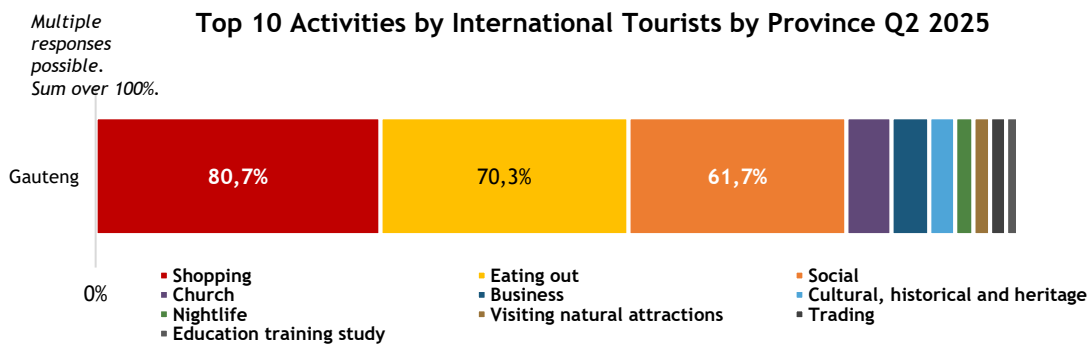


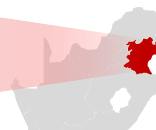
Gauteng's appeal as a retail and culinary destination remained dominant in Q2 2025, with Sandton City / Mandela Square again leading attractions, drawing 48.0% of international visitors. The Mall of Africa followed at 16.0%, with Menlyn Maine (11.5%), Eastgate Mall (10.8%), and Rosebank (6.0%) also featuring in the top 10. This retail focus aligns with activity trends, where shopping (80.7%), eating out (70.3%), and social activities (61.7%) led tourist engagement. While lifestyle experiences dominate, Gauteng's cultural heritage continues to play a role. The Apartheid Museum attracted 15.8% of visitors, while Mandela House (14.4%) and the Tour of Soweto (12.8%) also drew strong interest, underscoring their ongoing significance as historical attractions.

Gauteng International Tourist Top 10 Attractions Q2 2019 - Q2 2025

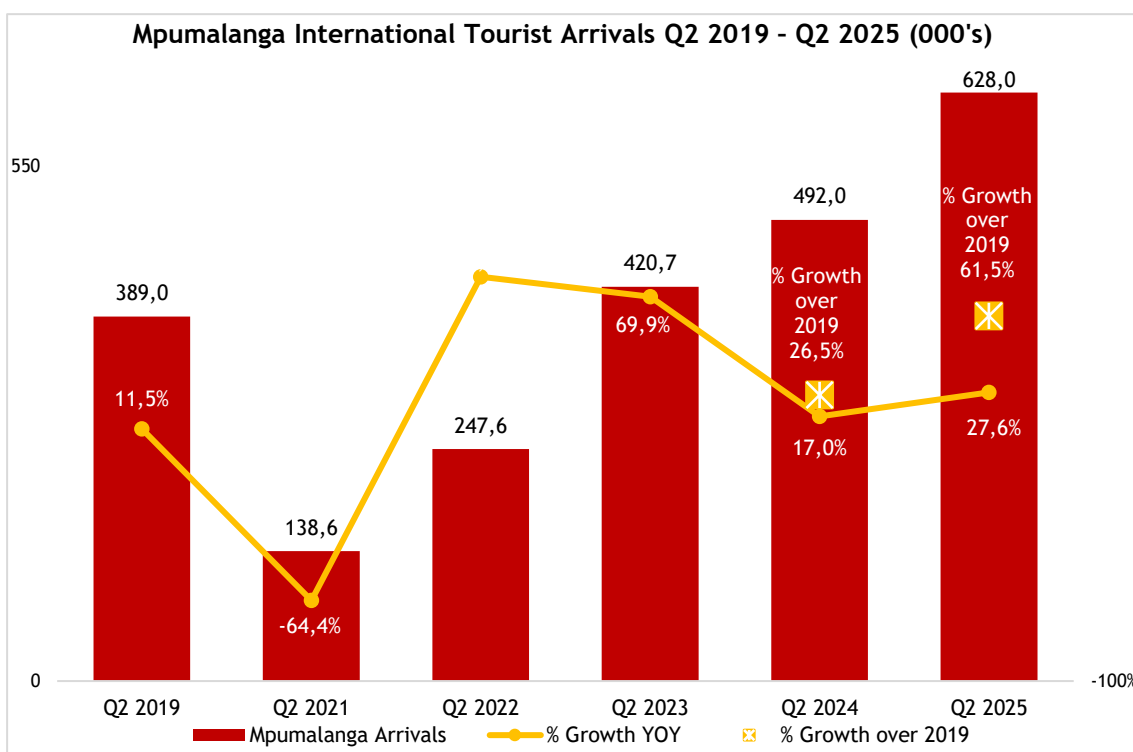


Top 10 Activities by International Tourists by Province Q2 2025





Mpumalanga continued its strong growth momentum in Q2 2025, welcoming 628.0 thousand international tourists—a sharp +27.6% year-on-year increase and an impressive +61.5% rise compared to Q2 2019. The province's performance remains heavily driven by arrivals from neighbouring Mozambique and eSwatini, which together contributed 84.8% of total visitors, supported by ease of cross-border travel. Beyond regional flows, Mpumalanga also attracted long-haul markets such as the USA, Germany, and the UK, though trends were mixed: while Zimbabwe (+115.4%) and Brazil (+5.0%) grew strongly compared to 2019, others such as Germany (-18.8%) and France (-32.4%) declined. More recently, France (+56.2%) and Australia (+76.6%) recorded robust year-on-year growth, highlighting a diversification of source markets. Economically, Mpumalanga generated ZAR 1.8 billion in foreign spend, ranking third among provinces. The province also recorded 6.8 million bed nights and maintained a solid average length of stay of 11.1 nights, underlining its sustained tourism appeal.



Mpumalanga International Tourist Arrivals by Top 10 Source Markets Q2 2025

Mpumalanga Top 10 Markets	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth	
			Q2 2019 - Q2 2025	Q2 2024 - Q2 2025
Mozambique	420 843	67.0%	158.3%	32.3%
eSwatini	111 620	17.8%	10.1%	18.5%
USA	20 286	3.2%	-8.7%	2.7%
Zimbabwe	14 008	2.2%	115.4%	43.8%
Germany	7 600	1.2%	-18.8%	28.5%
UK	7 049	1.1%	-31.1%	31.0%
France	6 072	1.0%	-32.4%	-0.3%
Australia	5 584	0.9%	-14.3%	56.2%
Brazil	4 792	0.8%	5.0%	76.6%
The Netherlands	3 509	0.6%	-9.8%	12.9%
All Mpumalanga Arrivals	628 001	26.4%	61.5%	27.6%



Travel to Mpumalanga in Q2 2025 was again dominated by visits to family and friends, which accounted for a commanding 65.2% share of international tourist arrivals. Holiday travel followed at 19.2%, reflecting the province's continued balance between social and leisure demand. Other travel purposes—such as business travel, shopping, and MICE—remained marginal, together contributing less than 10% of the total. Accommodation trends closely reflected these patterns. Friends and family accounted for 91.7% of all bed nights, reinforcing Mpumalanga's dependence on regional VFR-driven travel. Game lodges provided 4.1% of bed nights, highlighting ongoing demand for wildlife and nature-based experiences. Use of hotels and other formal paid accommodation types was minimal, underlining the province's strong reliance on informal and family-oriented lodging.

Share of Mpumalanga Tourist Arrivals by Main Purpose Q2 2025

Mpumalanga	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	65.2%	19.2%	0.5%	2.5%	0.6%	6.2%	1.4%	0.4%
Percentage Point Change 24-25	-1.8	1.5	0.0	-0.9	-0.1	-0.6	0.2	0.9
Percentage Point Change 19-25	0.0	-0.4	-0.4	0.6	-0.1	4.1	1.3	0.6

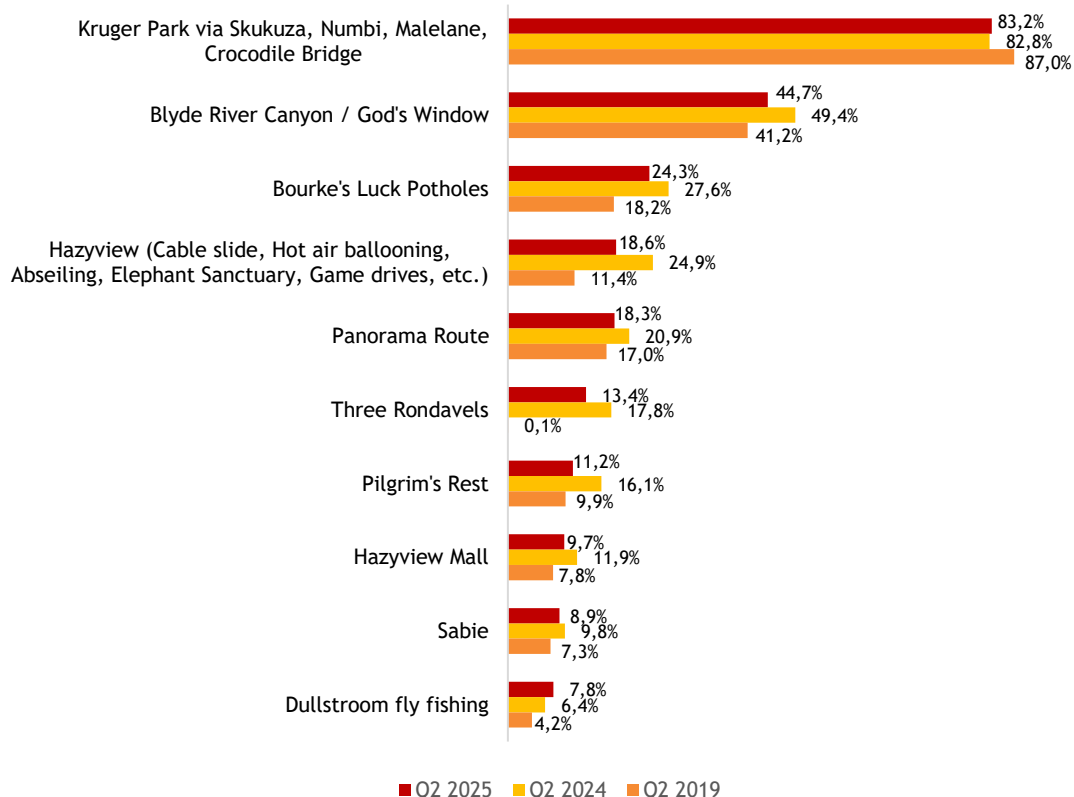
No of Bed Nights by Accommodation Type in Mpumalanga Q2 2025

Mpumalanga	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	91.7%	1.4%	0.5%	0.3%	0.2%	0.0%	4.1%	0.3%	0.5%	0.9%
Percentage Point Change 24-25	27.3	0.3	-0.2	-0.2	0.0	-0.2	0.2	0.1	0.1	-0.8
Percentage Point Change 19-24	41.4	0.4	-0.7	0.1	0.0	0.0	-0.6	0.0	-0.1	-0.1

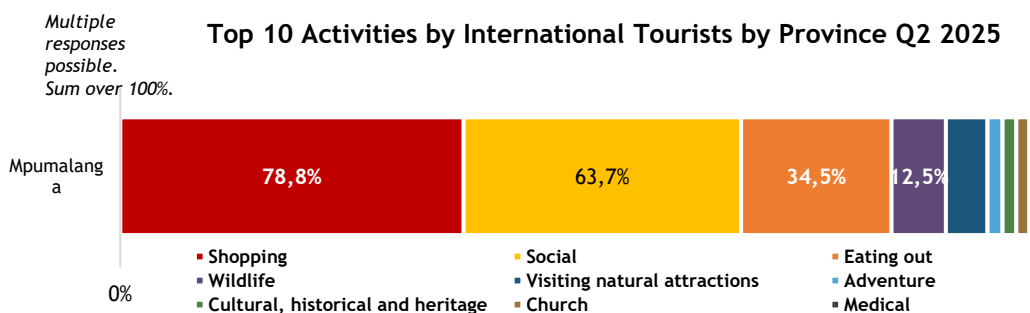


Nature-based tourism continued to define Mpumalanga's appeal in Q2 2025, with the province's iconic natural landmarks dominating the choices of international visitors. The Kruger National Park, accessed via Skukuza, Numbi, Malelane, and Crocodile Bridge gates, retained its lead as the most visited attraction at 83.2%, stable compared to last year. The Blyde River Canyon / God's Window followed at 44.7%, slightly down from 49.4% in 2024. Bourke's Luck Potholes (24.3%) and the Panorama Route (18.3%) also featured strongly, though both recorded small year-on-year declines. Hazyview drew 18.6% of tourists, down from 24.9% in 2024, while Pilgrim's Rest and Sabie continued to attract steady shares. Activity patterns showed shopping remained the top activity at 78.8%, broadly unchanged year-on-year, followed by social activities (63.7%) and eating out (34.5%). Wildlife-related activities (12.5%) and visits to natural attractions (9.6%) also played a key role, reinforcing Mpumalanga's mix of retail, nature, and cultural tourism.

Mpumalanga International Tourist Top 10 Attractions Q2 2019 - Q2 2025



Top 10 Activities by International Tourists by Province Q2 2025



WESTERN CAPE



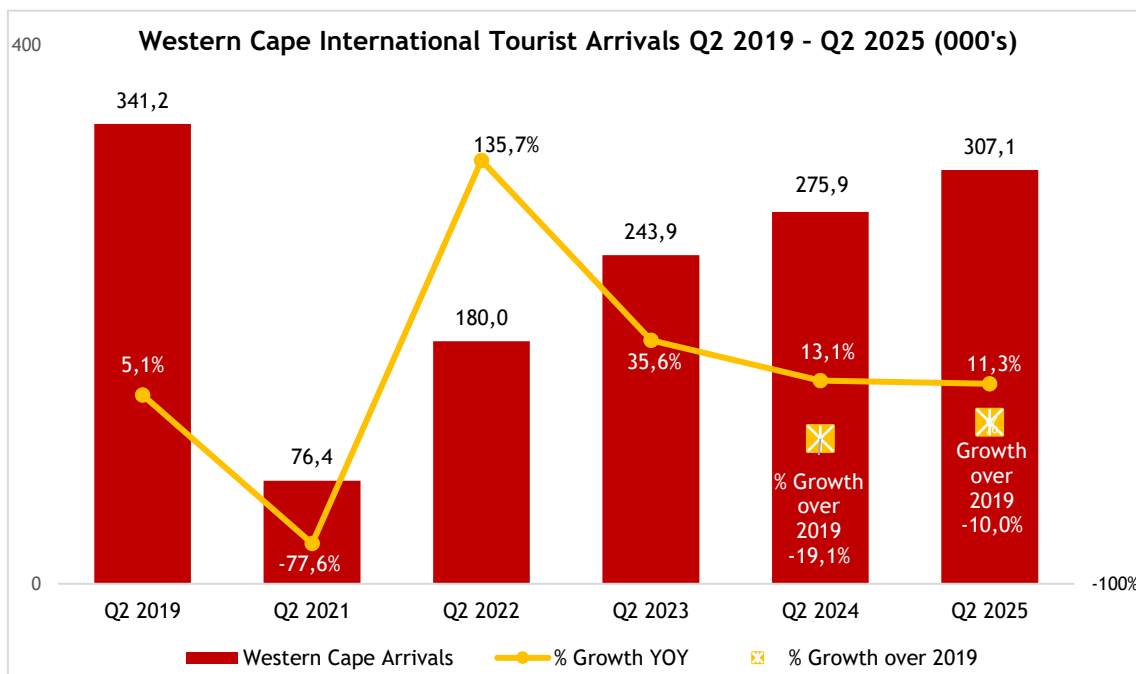
307.1 THOUSAND

+11.3% ▲



Despite recording steady year-on-year growth, the Western Cape remains one of South Africa's leading international tourism hubs. In Q2 2025, the province welcomed 307.1 thousand international tourists, an increase of +11.3% from Q2 2024 but still -10.0% below Q2 2019 levels. The top 10 source markets contributed 72.9% of all arrivals, reflecting a balanced mix of long-haul and regional markets. The USA (15.4%), UK (12.0%), and Zimbabwe (9.1%) led in share, underlining the Western Cape's enduring appeal to both developed and African markets. Year-on-year gains were notable from Namibia (+7.9%), Germany (+33.8%), and Lesotho (+90.5%), offsetting declines from Zimbabwe (-4.1%) and France (-7.7%).

Economically, the province continued to perform strongly, supported by high-spending long-haul visitors from North America and Europe. The Western Cape generated ZAR 6.9 billion in foreign spend, ranked third among provinces, alongside 4.9 million bed nights and an average length of stay of 12.6 nights, sustaining its reputation as a premier leisure and cultural destination.



Western Cape International Tourist Arrivals by Top 10 Source Markets Q2 2025

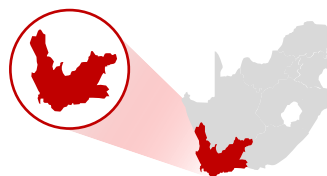
Western Cape Top 10 Markets	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth	
			Q2 2019 - Q2 2025	Q2 2024 - Q2 2025
USA	47 276	15.4%	-7.1%	4.5%
UK	36 973	12.0%	-21.0%	17.0%
Zimbabwe	28 003	9.1%	376.6%	-4.1%
Namibia	21 208	6.9%	-3.7%	7.9%
Germany	21 206	6.9%	-21.9%	33.8%
France	13 985	4.6%	-15.5%	-7.7%
Australia	12 153	4.0%	-6.6%	17.5%
The Netherlands	11 412	3.7%	1.5%	5.0%
Lesotho	9 511	3.1%	-26.4%	90.5%
Brazil	7 538	2.5%	2.9%	5.9%
All Western Cape Arrivals	307 093	12.9%	-10.0%	11.3%

WESTERN CAPE



307.1 THOUSAND

+11.3% ▲



The Western Cape continued to draw a majority of its international tourists for leisure travel in Q2 2025, with holidaymakers making up 50.1% of arrivals. While still the largest share, this reflected a modest +2.1 percentage point increase year-on-year. The second largest segment was visiting friends and relatives (VFR), which accounted for 30.0% of arrivals, up +3.5 percentage points from Q2 2024 and +8.9 pp compared to 2019. Reflecting this, 34.3% of total bed nights were spent with friends and family, though this was slightly down -1.4 pp year-on-year. The Western Cape also retained its strong premium accommodation profile: hotels (23.9%), guest houses (7.9%), self-catering (11.8%), and Airbnb/BnBs (6.3%) together made up nearly half of all bed nights. These trends confirm the province's ability to balance its enduring VFR appeal with its established reputation as a high-end leisure destination.

Share of Western Cape Tourist Arrivals by Main Purpose Q2 2025

Western Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	30.0%	50.1%	7.1%	0.5%	8.3%	0.0%	0.6%	0.6%
Percentage Point Change 24-25	3.5	2.1	-1.6	-0.2	-1.3	0.0	0.0	-0.3
Percentage Point Change 19-25	8.9	0.2	1.2	-3.3	-3.1	-1.1	0.2	0.0

Share of Accommodation Types in Western Cape Q2 2025

Western Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	34.3%	23.9%	7.9%	11.8%	3.1%	3.2%	0.6%	1.1%	0.1%	13.2%
Percentage Point Change 24-25	-1.4	6.1	-2.4	1.7	-0.9	1.3	-0.1	0.3	0.0	1.1
Percentage Point Change 19-24	-1.9	-1.7	1.0	-4.3	-0.2	-5.3	-1.2	-7.3	-0.2	5.1

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

WESTERN CAPE



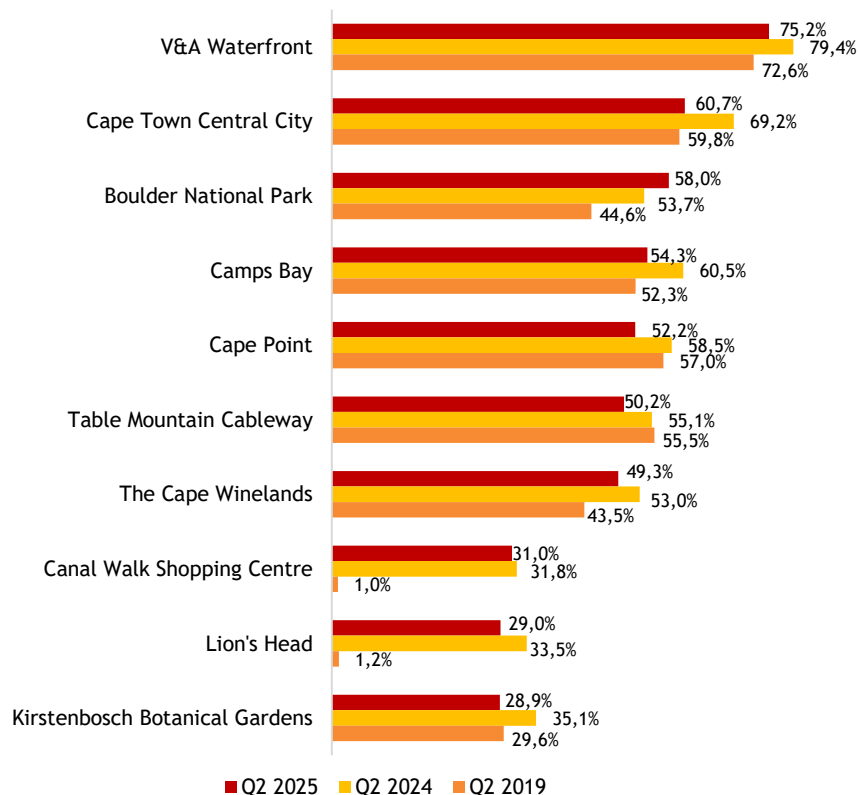
307.1 THOUSAND

+11.3% ▲



Reflecting its strong and diverse tourism appeal, the Western Cape continued to showcase wide visitor interest across iconic landmarks in Q2 2025. The V&A Waterfront retained its lead as the most visited attraction, drawing 75.2% of international tourists, followed by Cape Town Central City (60.7%), Boulder National Park (58.0%), Camps Bay (54.3%), and Cape Point (52.2%), all ranking among the province's top sites. This spread of interest aligns with activity patterns, where eating out (84.8%) and shopping (78.1%) dominate, supported by nature-based pursuits such as visiting natural attractions (63.1%), beach outings (61.3%), and wildlife experiences (35.4%). The consistency between attraction visits and activity participation underscores the Western Cape's balanced appeal, offering both vibrant city experiences and its renowned natural heritage.

Western Cape International Tourist Top 10 Attractions Q2 2019 - Q2 2025



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

FREE STATE



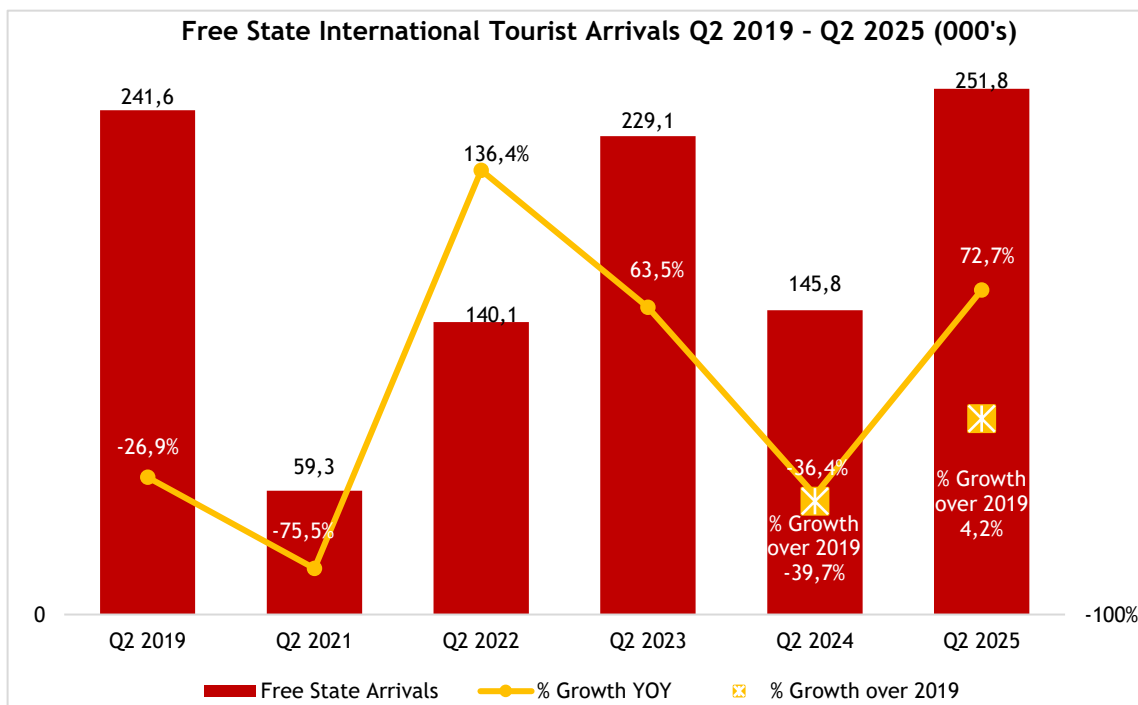
251.8 THOUSAND

+72.7% ▲



International arrivals to the Free State rebounded strongly in Q2 2025, climbing to 251.8 thousand visitors—a substantial +72.7% year-on-year increase, and slightly above pre-pandemic levels (+4.2% vs. Q2 2019). The province remains overwhelmingly dependent on Lesotho, which supplied 90.5% of arrivals (227.9 thousand visitors), reflecting both geographic proximity and strong cross-border ties. While Lesotho posted healthy growth (+76.2% YoY), the standout momentum came from secondary markets such as Zimbabwe (+208.5%), Mozambique (+103.5%), and the UK (+38.3%), which, although small in scale, signal diversification beyond traditional flows. However, several markets—including Botswana (-37.6%), USA (-15.8%), and Namibia (-6.2%)—recorded declines, underscoring continued volatility in long-haul and regional segments. Despite the volume gains, the province's economic impact remains modest, with foreign spend trailing behind major destinations. Average length of stay was steady at 11.2 nights, with total bed nights exceeding 3.2 million, highlighting the Free State's reliance on extended VFR-driven visits rather than higher-spend leisure tourism.

Free State International Tourist Arrivals Q2 2019 - Q2 2025 (000's)



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

Free State Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth	
			Q2 2019 - Q2 2025	Q2 2024 - Q2 2025
Lesotho	227 905	90.5%	4.0%	76.2%
Zimbabwe	10 544	4.2%	4350.3%	208.5%
Botswana	2 398	1.0%	-63.9%	-37.6%
USA	1 960	0.8%	-27.4%	-15.8%
Mozambique	1 486	0.6%	45.1%	103.5%
UK	1 169	0.5%	-26.0%	38.3%
Australia	1 132	0.4%	82.8%	182.0%
Namibia	538	0.2%	-58.3%	-6.2%
Germany	513	0.2%	-45.3%	60.8%
Saudi Arabia	420	0.2%	456.1%	-
All Free State Arrivals	251 831	10.6%	4.2%	72.7%



Family and community ties remain the cornerstone of international travel to the Free State, shaping both the purpose of the visit and accommodation patterns. In Q2 2025, 79.2% of arrivals were attributed to VFR (Visiting Friends and Relatives), up +4.8 percentage points year-on-year and +12.3 points higher than Q2 2019. This reliance is echoed in accommodation, where 76.8% of bed nights were spent in homes of friends and family, reflecting a sharp +38.5 percentage point increase from Q2 2024. By contrast, formal lodging options remain marginal—hotels accounted for just 0.7% of bed nights, while guest houses (0.6%) and self-catering (3.6%) captured modest shares. Other categories, such as camping (0.4%) and game lodges (0.1%), registered minimal uptake. The data underscores the province's strong orientation toward socially rooted, non-commercial tourism, highlighting its distinct reliance on familial hospitality over structured travel infrastructure.

Share of Free State Tourist Arrivals by Main Purpose Q2 2025

Free State	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	79.2%	2.6%	0.9%	3.4%	0.5%	0.7%	1.7%	1.3%
Percentage Point Change 24-25	4.8	-0.4	-0.4	-1.5	1.3	-0.2	-0.6	3.3
Percentage Point Change 19-25	12.3	-1.3	-0.4	-0.3	1.2	-6.6	0.7	3.8

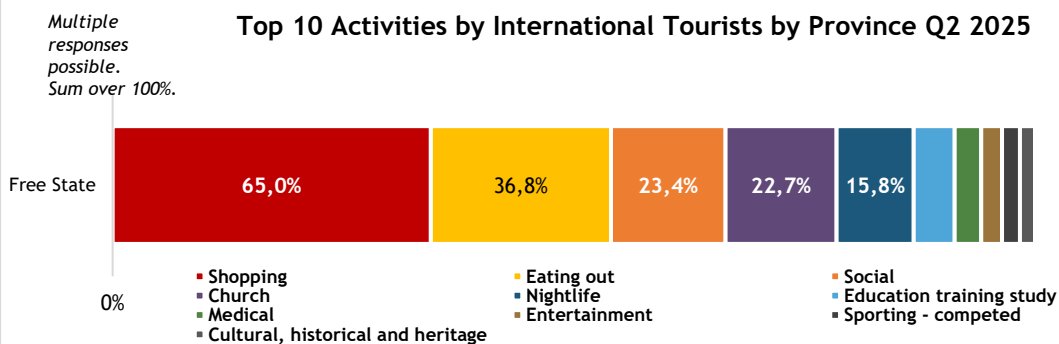
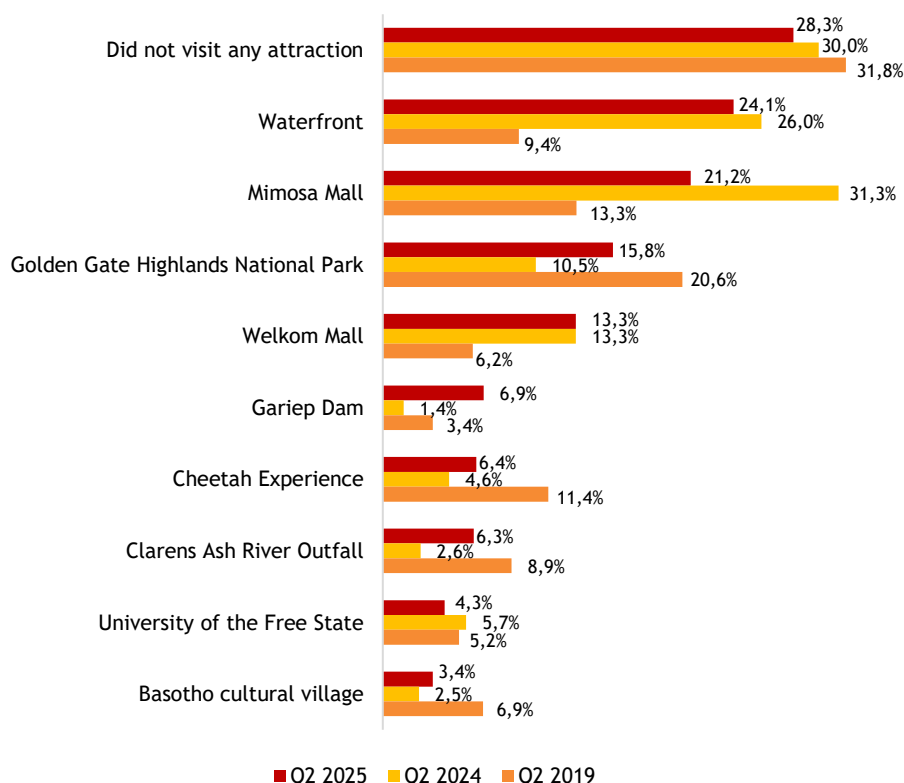
Share of Accommodation Types in Free State Q2 2025

Free State	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	76.8%	0.7%	0.6%	3.6%	0.3%	0.0%	0.1%	0.0%	0.4%	17.2%
Percentage Point Change 24-25	38.5	0.6	0.2	1.2	0.3	0.0	-0.6	-3.9	0.3	-0.5
Percentage Point Change 19-24	1.7	0.0	-0.4	3.0	-0.9	0.0	-0.1	-0.6	0.4	7.2



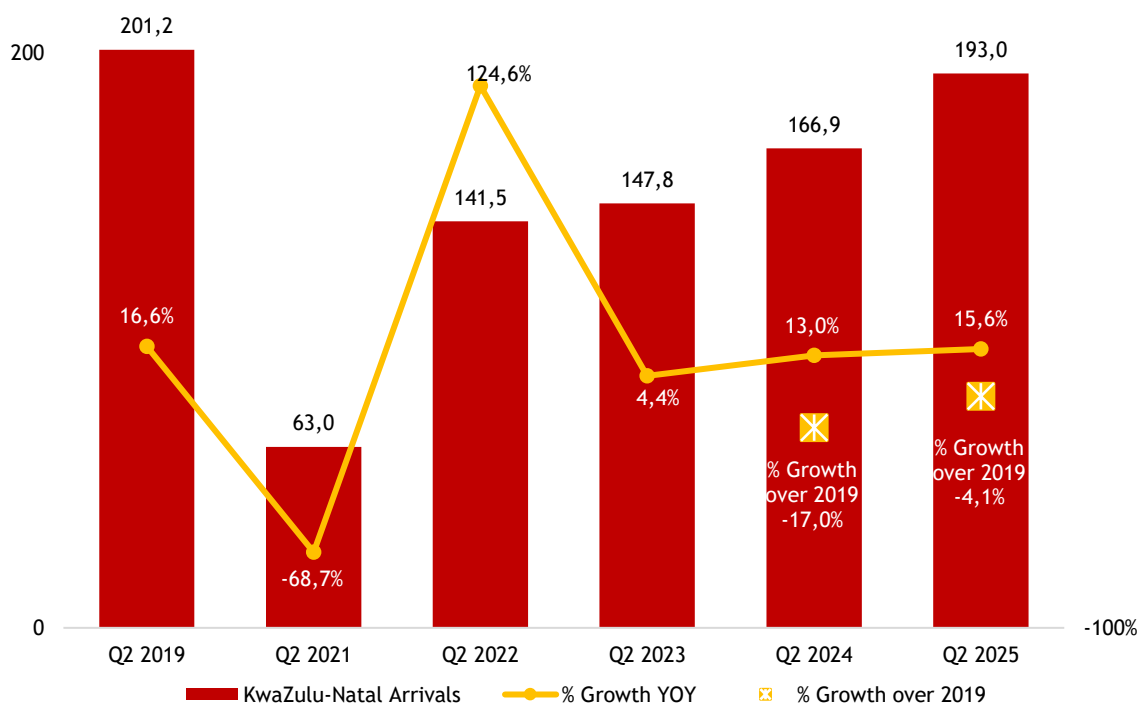
International tourists to the Free State in Q2 2025 displayed a mix of retail-driven and socially oriented travel behaviours, reflecting the province's VFR-dominated profile. Shopping was the leading activity (65.0%), followed by Eating Out (36.8%) and Social engagements (23.4%), underscoring the informal, community-based nature of many visits. More than a quarter of visitors (28.3%) did not visit any formal attraction, though shopping hubs featured prominently among those who did—Mimosa Mall (21.2%), the Waterfront (24.1%), and Welkom Mall (13.3%) remained the top draws. Natural and cultural attractions also featured in the mix: Golden Gate Highlands National Park rose to 15.8% of visits, while the Cheetah Experience (6.4%) and Clarens Ash River Outfall (6.3%) showed year-on-year gains, pointing to renewed interest in wildlife and outdoor-based experiences.

Free State International Tourist Top 10 Attractions Q2 2019 - Q2 2025





KwaZulu-Natal's international tourism recovery gained pace in Q2 2025, with arrivals climbing to 193.0 thousand—up +15.6% year-on-year, though still -4.1% below Q2 2019 levels. The province's performance was anchored by strong regional markets, with eSwatini (39.6%) and Zimbabwe (17.5%) together making up more than half of all visitors. Zimbabwe stood out with a remarkable +413.5% increase compared to 2019 and +13.4% growth year-on-year, while eSwatini also registered a solid +13.4% annual gain. By contrast, some overseas markets continued to lag, as the UK (-22.7% vs. 2019) and USA (-9.4% vs. 2019) posted long-term declines despite short-term signs of recovery. On the positive side, Zambia (+145.7% vs. 2019) and Botswana (+101.6% YoY) demonstrated robust growth. From an economic standpoint, KwaZulu-Natal secured ZAR 1.5 billion in foreign spend and logged 1.8 million bed nights, with visitors averaging stays of 10.0 nights—reinforcing the province's steady re-emergence as a competitive tourism destination.

KwaZulu-Natal International Tourist Arrivals Q2 2019 - Q2 2025 (000's)

KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets Q2 2025

KwaZulu Natal Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth	
			Q2 2019 - Q2 2025	Q2 2024 - Q2 2025
eSwatini	76 406	39.6%	-2.5%	13.4%
Zimbabwe	33 799	17.5%	413.5%	13.4%
Lesotho	11 549	6.0%	6.7%	244.9%
USA	10 404	5.4%	-9.4%	-9.5%
UK	7 366	3.8%	-22.7%	32.4%
Zambia	7 291	3.8%	145.7%	-29.4%
Australia	4 966	2.6%	-12.0%	59.1%
Botswana	4 494	2.3%	-74.0%	101.6%
India	3 838	2.0%	-27.6%	-28.2%
France	3 254	1.7%	-45.7%	5.0%
All KwaZulu-Natal Arrivals	193 015	8.1%	-4.1%	15.6%



Shifts in travel purpose continue to shape international tourism in KwaZulu-Natal, where Visiting Friends and Relatives (VFR) remained the dominant driver at 49.4% in Q2 2025. This share reflected a +2.1 percentage point gain from Q2 2024 and a modest +1.0 point rise over 2019, underscoring the enduring strength of familial connections. Holiday travel accounted for 17.2%, though this was a steep -7.2 point decline compared to pre-pandemic levels, while Business Travellers (7.6%) and Business Shopping (13.7%) together represented more than one-fifth of arrivals, both showing gains over the longer term.

Accommodation patterns highlight a similar trend: 64.1% of bed nights were spent with friends and family, although this marked a -10.1 percentage point drop compared to 2019. Hotels followed at 11.7%, gaining +3.2 points year-on-year, while guest houses (2.3%), self-catering (2.0%), and BnBs (1.8%) remained small but steady contributors. The rise in hotel stays alongside persistent reliance on informal lodging reflects KwaZulu-Natal's dual character—balancing personal networks with a growing appeal for more structured tourism infrastructure.

Share of KwaZulu-Natal Tourist Arrivals by Main Purpose Q2 2025

KwaZulu-Natal	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	49.4%	17.2%	7.6%	13.7%	6.1%	1.4%	0.4%	3.1%
Percentage Point Change 24-25	2.1	0.3	1.6	-4.9	-3.5	-0.9	0.2	5.3
Percentage Point Change 19-25	1.0	-7.2	4.9	5.5	-2.7	-4.4	0.3	5.4

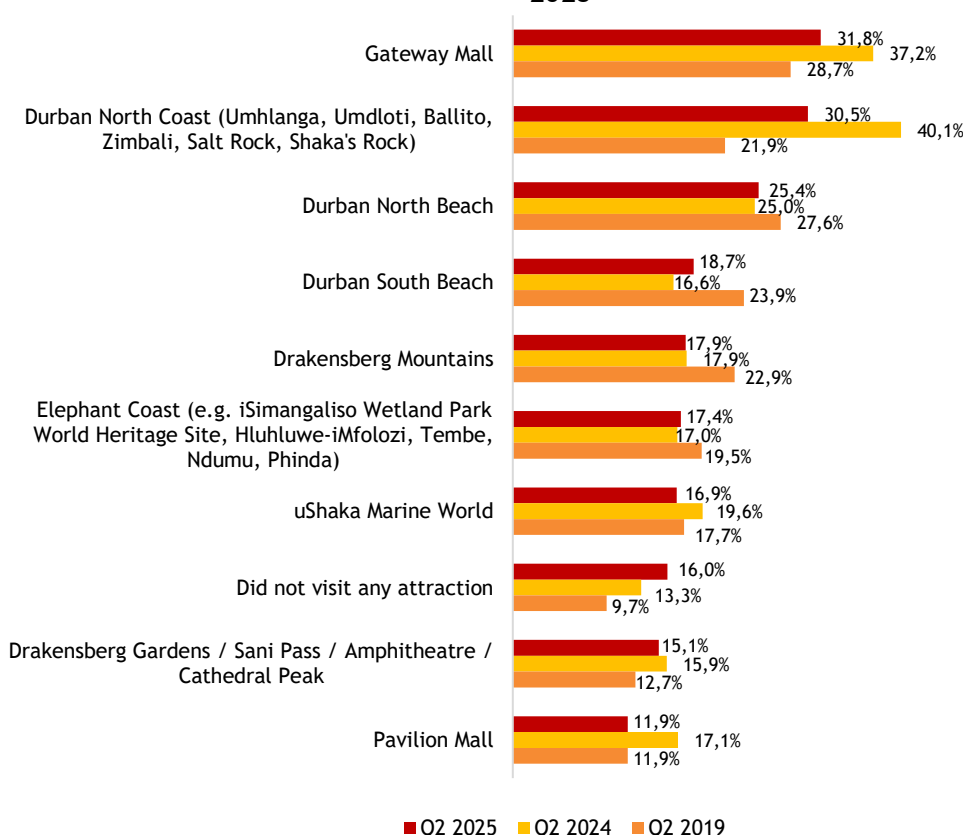
Share of Accommodation Types in KwaZulu-Natal Q2 2025

KwaZulu-Natal	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	64.1%	11.7%	2.3%	2.0%	1.8%	1.3%	2.9%	4.5%	0.2%	9.0%
Percentage Point Change 24-25	1.0	3.2	-1.9	0.5	0.3	0.3	-1.4	4.4	-0.1	-4.1
Percentage Point Change 19-24	-10.1	-3.0	-4.4	-2.0	0.3	0.1	-2.9	2.4	-0.6	-1.3

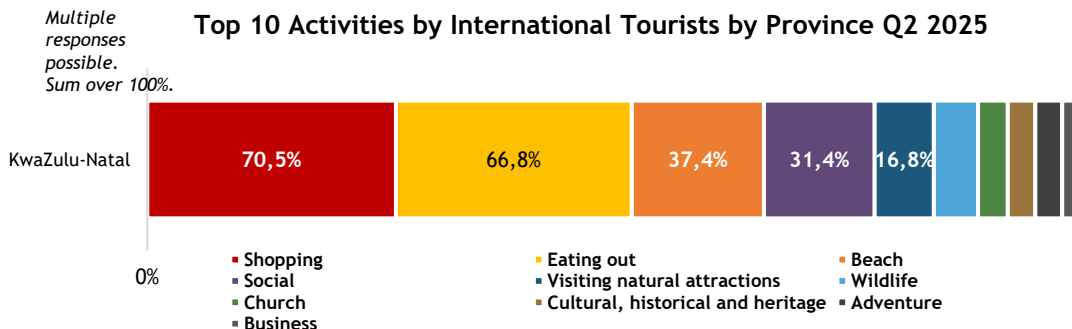


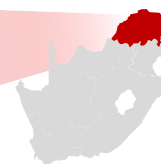
Retail and leisure continue to shape KwaZulu-Natal's visitor experiences, with both malls and beaches drawing steady attention from international tourists. In Q2 2025, Gateway Mall emerged as the top attraction at 31.8%, followed closely by the Durban North Coast (30.5%), underscoring the importance of retail and coastal hubs in the province's tourism mix. Durban North Beach (25.4%) and Durban South Beach (18.7%) also ranked strongly, maintaining their consistent role as key draws. Meanwhile, natural attractions such as the Drakensberg Mountains (17.9%) and the Elephant Coast (17.4%) provided balance, though both remained below pre-pandemic highs. Activity patterns reflect these trends: Shopping (70.5%) and Eating Out (66.8%) led participation, complemented by beach visits (37.4%) and social activities (31.4%), reinforcing KwaZulu-Natal's blend of urban vibrancy and natural escapes.

Kwazulu-Natal International Tourist Top 10 Attractions Q2 2019 - Q2 2025



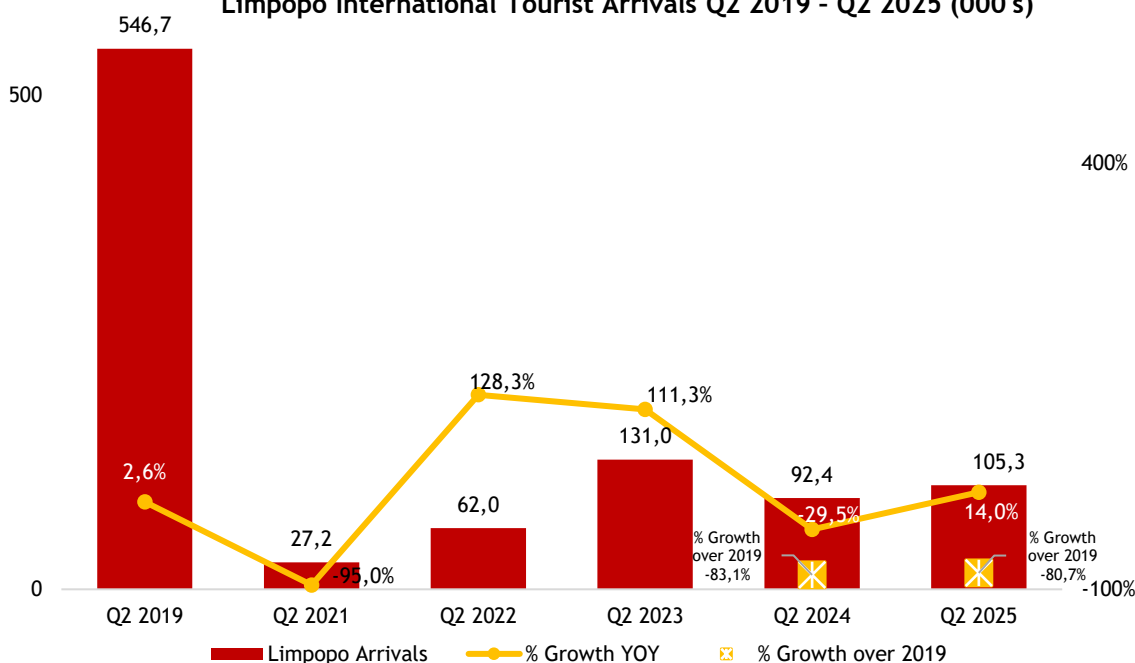
Top 10 Activities by International Tourists by Province Q2 2025





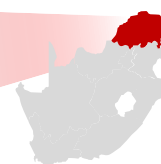
Despite showing signs of recovery, Limpopo's international tourism performance in Q2 2025 remained well below pre-pandemic benchmarks, with total arrivals at 105.3 thousand—up +14.0% year-on-year but still -80.7% behind Q2 2019. Zimbabwe (35.5%) and Botswana (19.2%) continued to dominate as source markets, although both have contracted sharply over the longer term (-91.6% and -54.6% vs. 2019). By contrast, key overseas markets showed encouraging gains: the USA rose by +15.0% compared to 2019 and +56.8% year-on-year, while the UK and Germany also posted positive momentum, contributing 4.9% and 3.0% shares, respectively. Notably, Canada registered a strong +58.0% rise over 2019, while Australia and the Netherlands both improved year-on-year. Despite its constrained arrivals base, Limpopo generated ZAR 1.1 billion in foreign spend, supported by 0.9 million bed nights, though the average stay length of 9.8 nights remained among the lowest across provinces.

Limpopo International Tourist Arrivals Q2 2019 - Q2 2025 (000's)



Limpopo International Tourist Arrivals by Top 10 Source Markets Q2 2025

Limpopo Top 10 Markets	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Q2 2025				
Zimbabwe	37 422	35.5%	-91.6%	-5.7%
Botswana	20 198	19.2%	-54.6%	31.9%
USA	16 408	15.6%	15.0%	56.8%
UK	5 114	4.9%	12.5%	91.6%
Germany	3 129	3.0%	-8.2%	57.8%
Australia	2 222	2.1%	13.8%	13.6%
Canada	1 672	1.6%	58.0%	65.6%
Mozambique	1 563	1.5%	-69.4%	-11.2%
The Netherlands	1 562	1.5%	-16.8%	-8.5%
France	1 536	1.5%	-26.1%	-45.1%
All Limpopo Arrivals	105 293	4.4%	-80.7%	14.0%



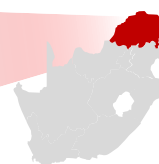
Shifts in travel purpose highlighted a changing tourism profile in Limpopo this quarter. Visiting Friends and Relatives (VFR) continued as the largest category at 30.6%, though it declined by -3.0 percentage points year-on-year. Holiday travel strengthened, accounting for 27.6% of arrivals—an improvement of +5.8pp compared to Q2 2024. Business shopping made up a sizeable 15.6%, despite an -8.2pp contraction over the same period, while personal shopping climbed to 10.9% (+4.8pp). Accommodation patterns reflected the province's positioning as a nature-based destination: Game lodges captured 23.1% of bed nights, up +2.6pp year-on-year, underscoring Limpopo's strong safari appeal. Stays with friends and family, though still dominant at 52.1%, recorded a -3.9pp decline. Hotels gained modest ground at 4.3%, while guest houses (1.8%) and self-catering (3.5%) remained limited. Other options, such as backpacking and camping, showed minor shares but pointed to continued interest in budget and outdoor experiences.

Share of Limpopo Tourist Arrivals by Main Purpose Q2 2025

Limpopo	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	30.6%	27.6%	1.9%	15.6%	2.4%	10.9%	0.0%	2.0%
Percentage Point Change 24-25	-3.0	5.8	-0.2	-8.2	0.0	4.8	0.0	3.4
Percentage Point Change 19-25	19.1	21.9	0.9	-13.9	1.7	-32.3	-0.4	2.2

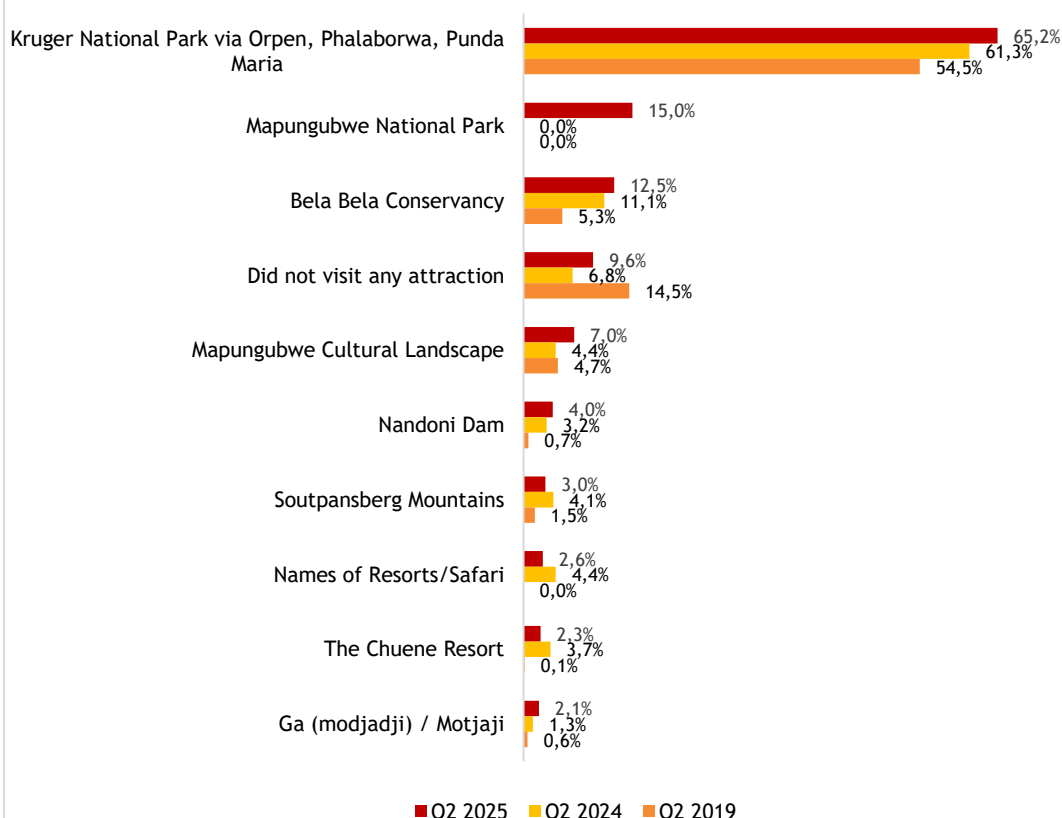
Share of Accommodation Types in Limpopo Q2 2025

Limpopo	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	52.1%	4.3%	1.8%	3.5%	1.3%	0.2%	23.1%	0.0%	2.1%	11.5%
Percentage Point Change 24-25	-3.9	2.1	-4.3	1.1	0.9	0.1	2.6	-0.7	0.2	2.5
Percentage Point Change 19-24	-83.8	0.8	-6.0	-12.1	0.0	-0.2	1.7	-2.4	-1.8	-6.9



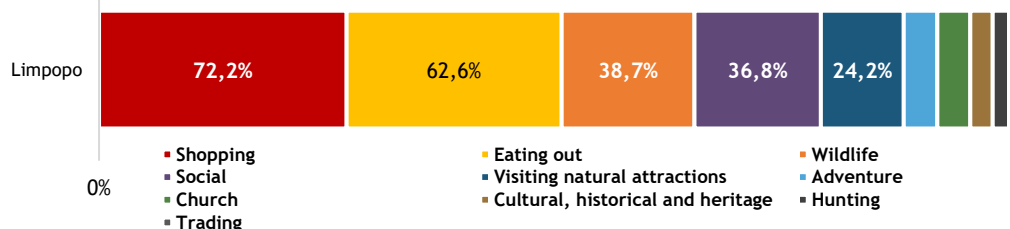
Wildlife and wilderness attractions were once again at the heart of Limpopo's tourism appeal this quarter. In Q2 2025, the Kruger National Park reinforced its dominance, attracting 65.2% of international visitors, up from 61.3% in the previous year. Mapungubwe National Park also emerged strongly, drawing 15.0% of visitors, while Bela Bela Conservancy expanded its presence to 12.5%, more than doubling its 2019 share. The activity profile of visitors reflected this orientation, with shopping (72.2%) and eating out (62.6%) combining with wildlife experiences (38.7%) and visits to natural attractions (24.2%) to define the province's tourism mix. These patterns highlight Limpopo's enduring dual identity, balancing its role as a premier nature-based destination with culturally immersive and socially engaging experiences.

Limpopo International Tourist Top 10 Attractions Q2 2019 - Q2 2025



Multiple responses possible. Sum over 100%.

Top 10 Activities by International Tourists by Province Q2 2025



NORTH WEST



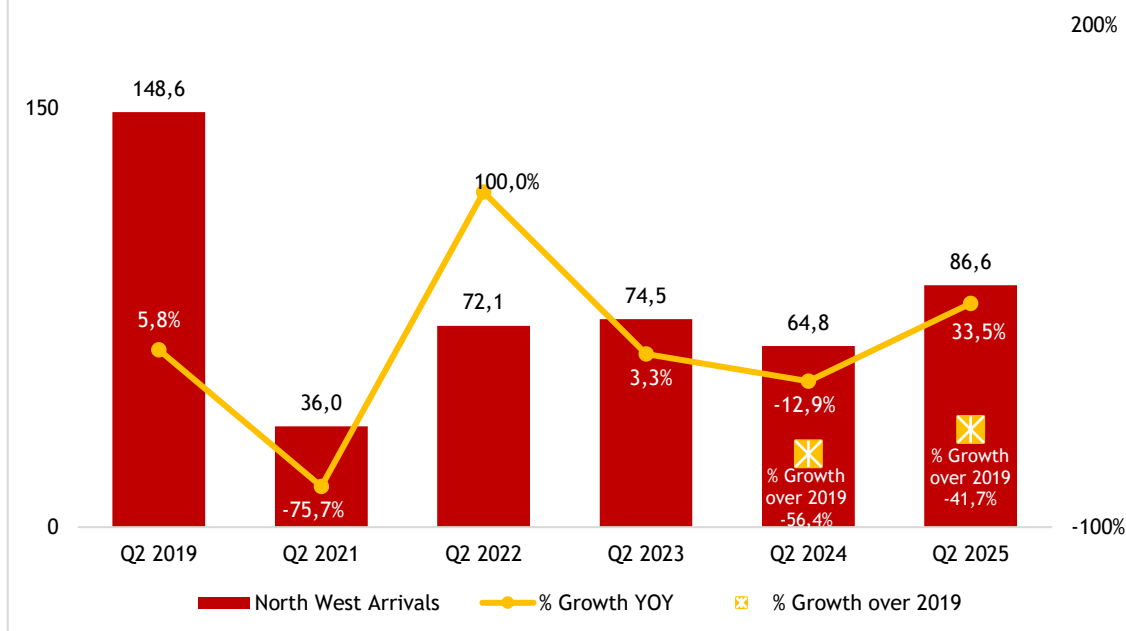
86.6 THOUSAND

+33.5% ▲



Momentum in the North West tourism sector picked up in Q2 2025, with international arrivals rising to 86.6 thousand—a strong +33.5% year-on-year increase, though still -41.7% below Q2 2019 levels. The province's visitor base continues to be shaped by neighbouring markets, with Botswana (39.0%), Lesotho (15.4%), and Zimbabwe (10.0%) jointly making up nearly two-thirds of arrivals. Botswana remained the largest source despite a long-term decline of -58.1% since 2019, while Lesotho posted impressive growth of +151.9% year-on-year. Zimbabwe also added stability with a +28.2% increase compared to 2019. Among overseas markets, the USA (6.8%) and UK (2.6%) contributed meaningful shares, supported by growth of +26.2% and +8.6% over the same period. Despite lower overall arrivals than pre-pandemic levels, the North West continues to benefit economically, supported by steady regional demand.

North West International Tourist Arrivals Q2 2019 - Q2 2025 (000's)



North West International Tourist Arrivals by Top 10 Source Markets Q2 2025

North West Top 10 Markets	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth Q2 2019 - Q2 2025	% Growth Q2 2024 - Q2 2025
Q2 2025				
Botswana	33 790	39.0%	-58.1%	42.8%
Lesotho	13 367	15.4%	-35.4%	151.9%
Zimbabwe	8 674	10.0%	28.2%	-27.8%
USA	5 923	6.8%	26.2%	14.8%
UK	2 211	2.6%	-40.7%	8.8%
Australia	1 996	2.3%	8.6%	43.3%
Malawi	1 804	2.1%	2298.1%	2898.2%
eSwatini	1 795	2.1%	-54.9%	241.3%
Brazil	1 591	1.8%	57.3%	86.8%
Zambia	1 530	1.8%	307.0%	1292.7%
All North West Arrivals	86 602	3.6%	-41.7%	33.5%

NORTH WEST



86.6 THOUSAND

+33.5% ▲



Travel motivations among international visitors to the North West in Q2 2025 highlighted a clear dominance of Visiting Friends and Relatives (VFR), which accounted for 46.6% of arrivals despite a slight year-on-year dip of -1.5 percentage points. Holiday travel followed strongly at 29.9%, showing a solid gain of +2.0pp compared to Q2 2024, while business travel also expanded, with business travellers (6.6%) and MICE (3.6%) together making up 10.2% of arrivals. In contrast, personal shopping saw further decline, falling by -3.9pp from 2019 levels. Accommodation patterns mirrored the strong VFR influence, with 75.1% of bed nights spent with friends and family. Formal options such as hotels (4.8%) and guest houses (3.3%) remained modest, though game lodges grew to 7.0% of bed nights, up +3.4pp from 2019—indicating rising appeal of nature-based stays alongside entrenched VFR travel habits.

Share of North West Tourist Arrivals by Main Purpose Q2 2025

North West	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	46.6%	29.9%	6.6%	2.5%	3.6%	1.3%	0.4%	0.9%
Percentage Point Change 24-25	-1.5	+2.0	-2.8	+0.1	-0.3	-0.9	+0.3	+4.8
Percentage Point Change 19-25	-1.5	+11.1	+0.5	-12.8	-0.1	-3.9	+0.2	+4.1

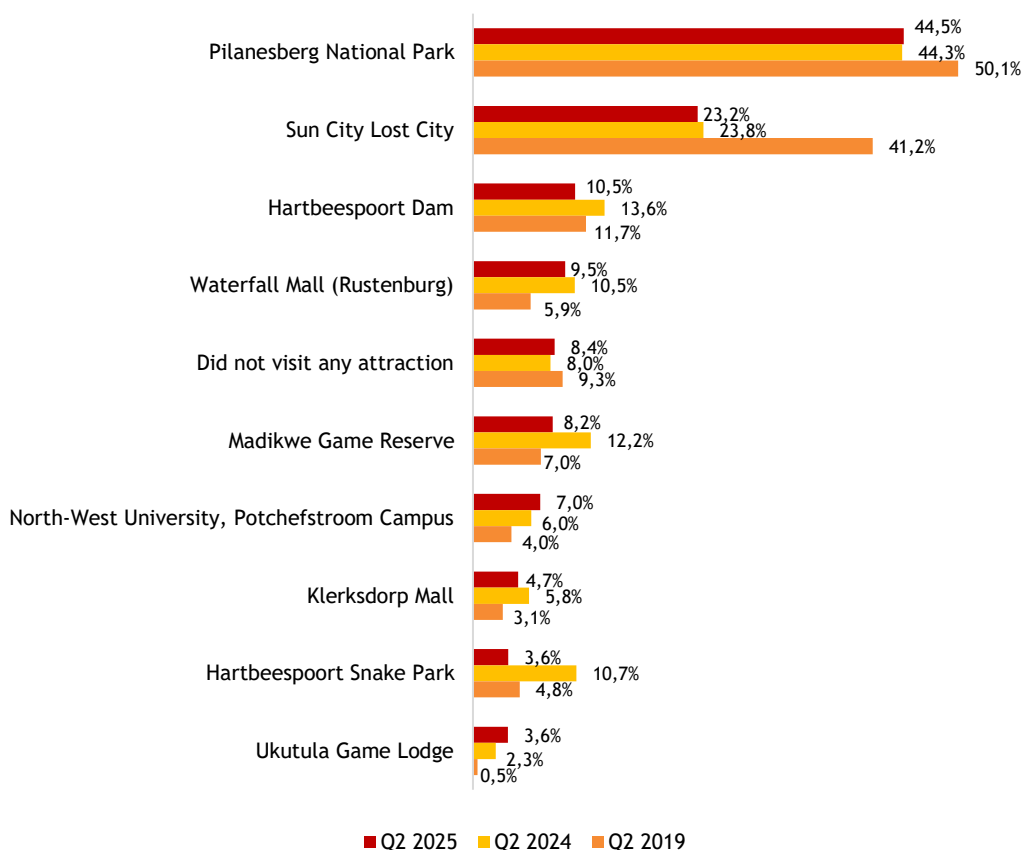
Share of Accommodation Types in North West Q2 2025

North West	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	75.1%	4.8%	3.3%	2.3%	0.5%	0.0%	7.0%	0.0%	0.7%	5.7%
Percentage Point Change 24-25	-2.7	+1.3	-0.2	+0.2	+0.2	+0.0	+3.1	+0.0	+0.6	-0.6
Percentage Point Change 19-24	+1.3	-0.6	+0.0	-1.0	-0.3	-0.1	+3.4	-1.2	+0.2	-0.6



International tourists in the North West province continue to be drawn to a mix of wildlife, leisure, and retail experiences. Pilanesberg National Park retained its dominance as the leading attraction, visited by 44.5% of tourists, while Sun City Lost City ranked second at 23.2%, though still below its 2019 peak. Hartbeespoort Dam (10.5%) and Madikwe Game Reserve (8.2%) also featured prominently, with the latter showing a dip compared to last year. Shopping-oriented visits gained visibility through mentions of Waterfall Mall (9.5%) and Klerksdorp Mall (4.7%), while cultural and educational sites like North-West University and Ukutula Game Lodge are gradually expanding their appeal. Activity patterns highlight eating out (62.2%) and shopping (57.8%) as the dominant choices, supported by strong engagement in social (40.6%) and wildlife-related activities (19.8%). Adventure and cultural heritage pursuits, though smaller in scale, remain important niche draws for the province.

North West International Tourist Top 10 Attractions Q2 2019 - Q2 2025



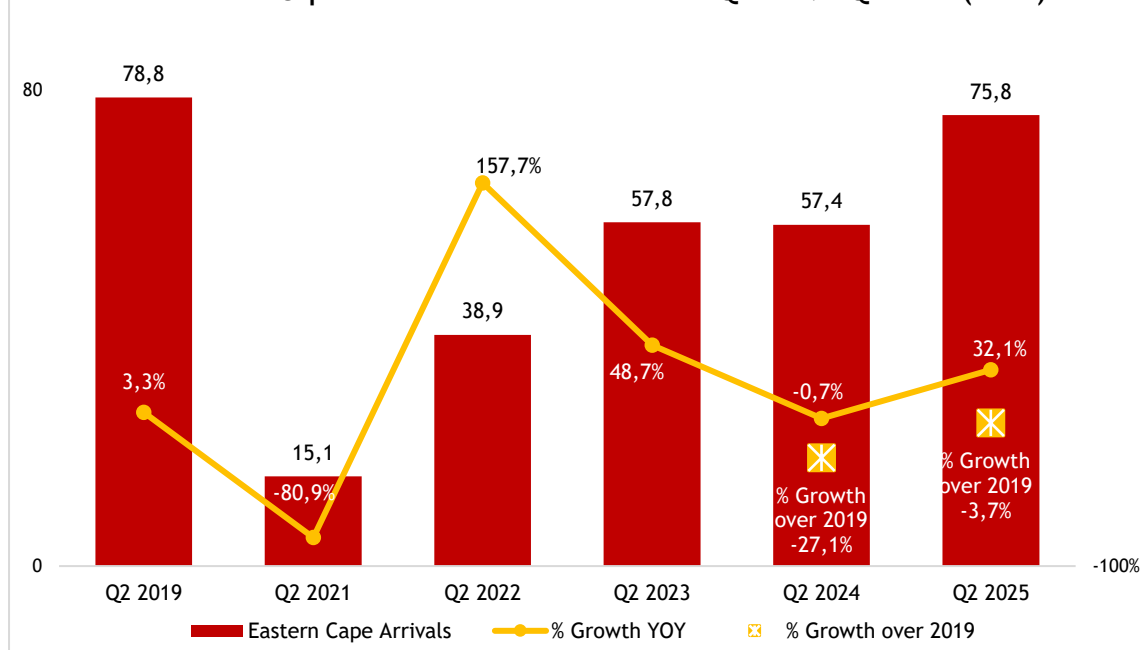
Top 10 Activities by International Tourists by Province Q2 2025





Resilient recovery marked the Eastern Cape's international tourism performance in Q2 2025, with arrivals climbing to 75.8 thousand—up +32.1% year-on-year, though still -3.7% below Q2 2019 levels. The province continues to attract long-staying visitors, recording an average length of stay of 14.0 nights. Foreign spend for the quarter reached ZAR 0.9 billion, supported by 1.2 million bed nights. Zimbabwe emerged as the dominant source market, contributing 21.7% of arrivals and showing extraordinary growth of +347.7% compared to 2019. The USA and UK followed at 10.9% and 8.3% respectively, with the USA recording steady gains while the UK remained below pre-pandemic volumes. Lesotho also delivered a strong rebound with +81.5% year-on-year growth, ranking as the fourth-largest market. Despite these encouraging results, more than half of the province's top 10 markets still trailed their 2019 performance, underlining a recovery that remains uneven across source countries.

Eastern Cape International Tourist Arrivals Q2 2019 - Q2 2025 (000's)



Eastern Cape International Tourist Arrivals by Top 10 Source Markets Q2 2025

Eastern Cape Top 10 Markets Q2 2025	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth	
			Q2 2019 - Q2 2025	Q2 2024 - Q2 2025
Zimbabwe	16 426	21.7%	347.7%	132.5%
USA	8 284	10.9%	2.7%	25.4%
UK	6 303	8.3%	-34.5%	1.5%
Lesotho	6 117	8.1%	-38.7%	81.5%
Germany	5 074	6.7%	-44.6%	28.0%
Botswana	3 293	4.3%	143.6%	43.9%
The Netherlands	2 637	3.5%	1.3%	24.7%
France	2 553	3.4%	-4.9%	11.4%
Australia	2 305	3.0%	-23.8%	-20.0%
Canada	1 667	2.2%	34.6%	21.3%
All Eastern Cape Arrivals	75 832	3.2%	-3.7%	32.1%



In Q2 2025, international travel patterns in the Eastern Cape reflected a stronger pull toward visiting friends and relatives (VFR), which climbed to 45.1% of arrivals—a notable +9.3 percentage point gain from last year and +17.9 points above Q2 2019. Holiday travel, while still significant at 40.2%, recorded a -9.2pp drop year-on-year and a steep -15.3pp decline compared to pre-pandemic levels. Business travel accounted for 10.1% of arrivals, maintaining steady growth, while smaller niches such as MICE (4.0%) and religion (0.7%) added diversity to the travel profile. Accommodation usage echoed this VFR dominance, with 62.5% of bed nights spent with friends and family—an exceptional +20.9pp rise from Q2 2024. Hotels (6.2%), guest houses (3.0%), and self-catering (3.9%) played smaller roles, while game lodges (4.1%) and BnBs (3.4%) offered additional options. Interestingly, the “other” category surged to 14.4%, pointing to broadening stay preferences beyond traditional choices.

Share of Eastern Cape Tourist Arrivals by Main Purpose Q2 2025

Eastern Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	45.1%	40.2%	10.1%	0.5%	4.0%	0.1%	0.2%	0.7%
Percentage Point Change 24-25	9.3	-9.2	0.6	3.0	-2.7	-0.1	1.2	0.6
Percentage Point Change 19-25	17.9	-15.3	6.2	2.0	-1.4	-2.1	1.3	0.7

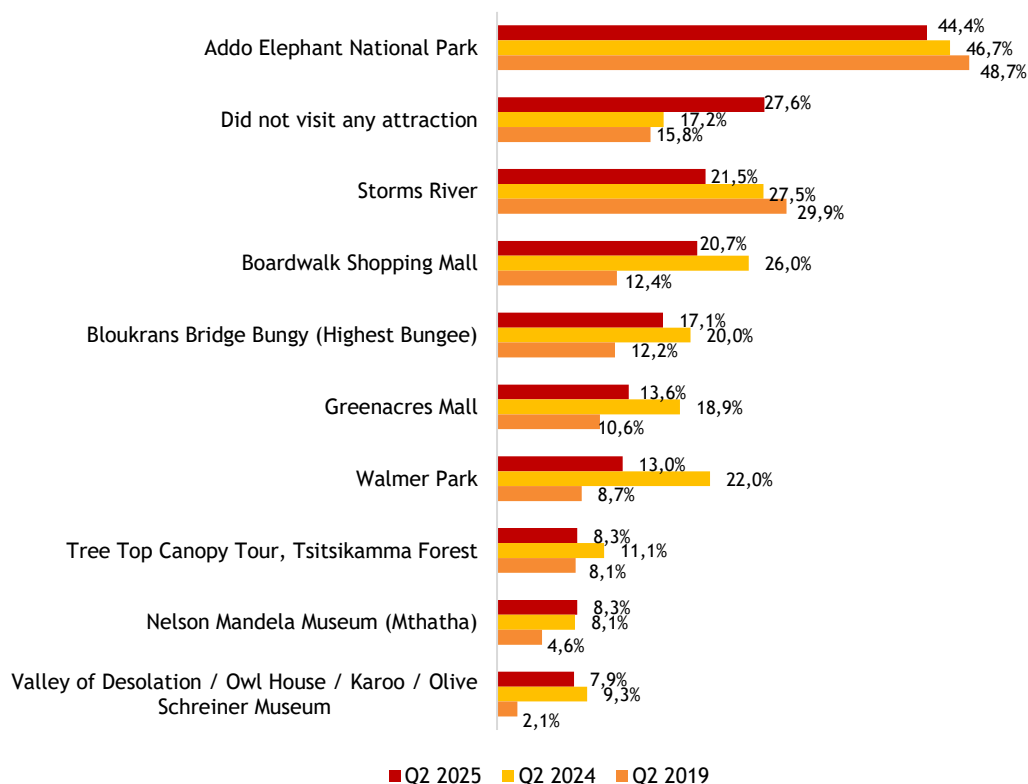
Share of Accommodation Types in Eastern Cape Q2 2025

Eastern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	62.5%	6.2%	3.0%	3.9%	3.4%	0.8%	4.1%	0.5%	1.0%	14.4%
Percentage Point Change 24-25	20.9	-0.4	-1.2	-5.7	2.0	0.5	0.7	-0.5	0.2	10.1
Percentage Point Change 19-24	27.2	-3.8	-1.1	-4.2	0.7	-0.9	-0.6	-8.0	0.6	11.6

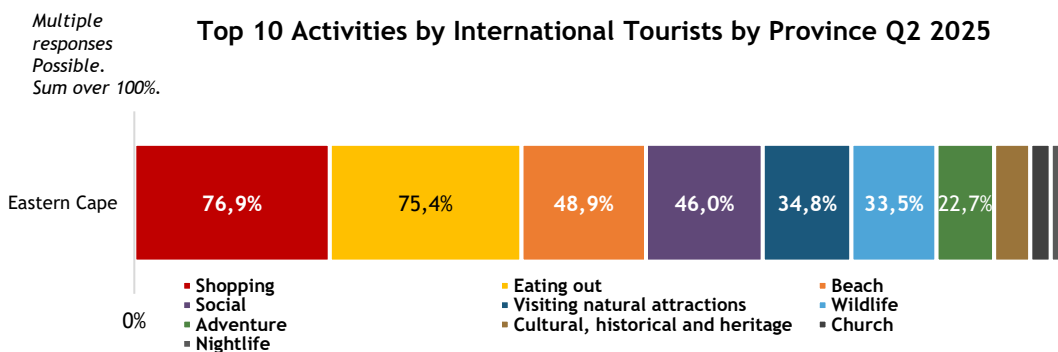


Eastern Cape attractions in Q2 2025 highlighted both enduring favorites and shifting tourist interests. Addo Elephant National Park continued to dominate as the leading attraction, drawing 44.4% of international visitors. Although Storms River saw a decline to 21.5%, it remained a key site, while the Boardwalk Shopping Mall and Bloukrans Bridge Bungy also secured significant shares at 20.7% and 17.1%, respectively, reinforcing the balance between nature-based and recreational tourism. Activity patterns echoed these trends, with shopping (76.9%) and eating out (75.4%) topping the list, complemented by beach visits (48.9%), social experiences (46.0%), and strong participation in natural attractions (34.8%) and wildlife activities (33.5%). Collectively, these figures confirm the province's appeal as a destination where adventure, leisure, and cultural immersion converge.

Eastern Cape International Tourist Top 10 Attractions Q2 2019 - Q2 2025



Top 10 Activities by International Tourists by Province Q2 2025

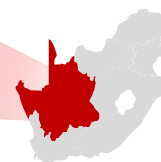


NORTHERN CAPE

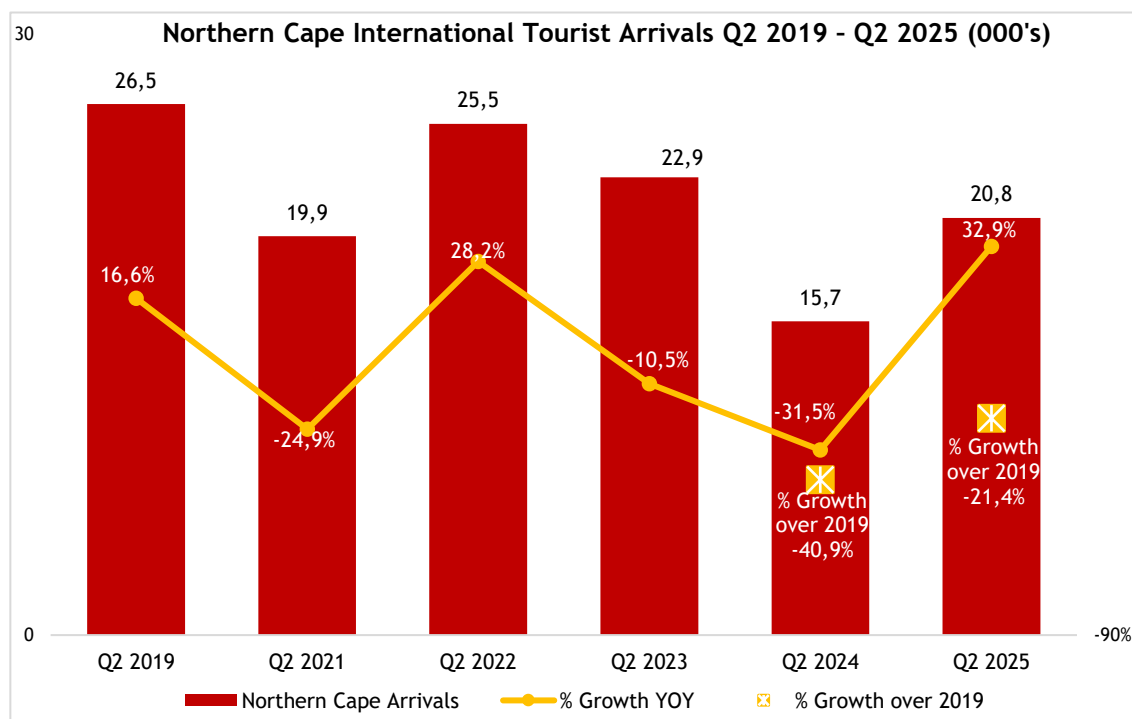


20.8 THOUSAND

+32.9% ▲



Tourism in the Northern Cape showed signs of recovery in Q2 2025, with international arrivals reaching 20.8 thousand—an encouraging 32.9% increase from last year, though still -21.4% below Q2 2019 levels. The province remains heavily reliant on regional markets, with Namibia (35.2%) and Lesotho (22.7%) together contributing over half of all arrivals. Namibia grew 26.9% year-on-year, while Lesotho surged by 89.9%, underscoring their importance as key drivers of regional demand. Other notable performers included Botswana (+747.6% YOY), Zimbabwe (+930.7%), and eSwatini (+878.9%), highlighting the resilience of neighbouring markets. Beyond Africa, source markets such as Australia (+114.0%), Germany (+75.4%), and the UK (+48.3%) also delivered solid growth, diversifying the province's inbound base.



Northern Cape International Tourist Arrivals by Top 10 Source Markets Q2 2025

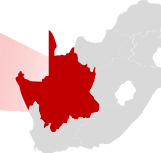
Northern Cape Top 10 Markets	Tourist Arrivals Q2 2025	% Share Q2 2025	% Growth	
			Q2 2019 - Q2 2025	Q2 2024 - Q2 2025
Namibia	7 329	35.2%	-35.7%	26.9%
Lesotho	4 736	22.7%	-25.2%	89.9%
USA	1 939	9.3%	25.4%	-1.7%
Botswana	1 181	5.7%	1613.4%	747.6%
Zimbabwe	1 064	5.1%	930.7%	-38.5%
Australia	738	3.5%	73.0%	114.0%
eSwatini	529	2.5%	878.9%	-
UK	354	1.7%	-67.0%	48.3%
Germany	301	1.4%	-54.3%	75.4%
India	286	1.4%	-31.8%	-
All Northern Cape Arrivals	20 833	0.9%	-21.4%	32.9%

NORTHERN CAPE



20.8 THOUSAND

+32.9% ▲



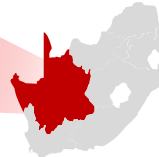
International travel to the Northern Cape in Q2 2025 continued to be anchored by visiting friends and relatives (VFR), which accounted for 44.0% of arrivals, although this marked a slight decline of -2.6 percentage points year-on-year. Holiday travel followed at 27.8%, showing a modest year-on-year increase of +1.6 points and a stronger +6.8-point rise compared to 2019. Business travel represented 11.8% of arrivals, softening by -4.0 points from Q2 2024 but still above its long-term trend. Reflecting the VFR dominance, accommodation patterns showed 79.0% of bed nights spent with friends and family, a sharp +49.5 percentage point surge year-on-year despite a -4.4-point dip from 2019. Hotels (7.8%) and game lodges (5.8%) contributed smaller shares, though both maintained a stable presence within the province's accommodation mix.

Share of Northern Cape Tourist Arrivals by Main Purpose Q2 2025

Northern Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q2 2025	44.0%	27.8%	11.8%	2.3%	3.0%	1.0%	0.0%	5.5%
Percentage Point Change 24-25	-2.6	1.6	-4.0	-2.3	2.9	-0.2	2.7	-2.5
Percentage Point Change 19-25	4.7	6.8	2.4	-7.4	2.6	-13.4	1.1	1.6

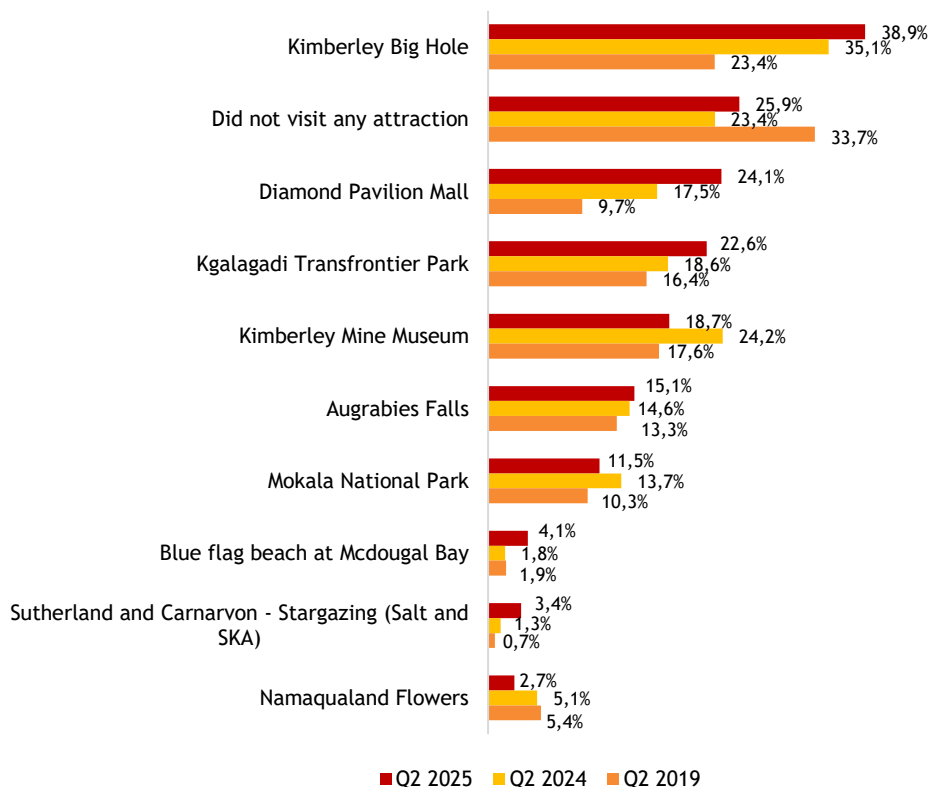
Share of Accommodation Types in Northern Cape Q2 2025

Northern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q2 2025	79.0%	7.8%	4.3%	0.7%	0.7%	0.0%	5.8%	0.0%	0.5%	1.2%
Percentage Point Change 24-25	49.5	4.3	-6.4	-4.0	0.3	0.0	-0.6	0.0	0.1	-6.9
Percentage Point Change 19-24	-4.4	0.8	-5.8	0.4	-1.6	-0.1	0.8	-3.7	-2.5	-0.3



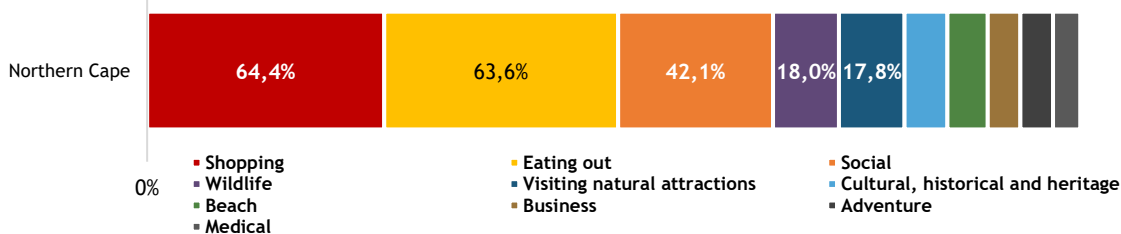
International tourists in the Northern Cape continued to show strong interest in heritage and natural attractions, with the Kimberley Big Hole leading at 38.9%, up from past years and firmly holding its top spot. Diamond Pavilion Mall (24.1%) and Kgalagadi Transfrontier Park (22.6%) followed, reflecting the mix of retail and wilderness appeal. The Kimberley Mine Museum also attracted 18.7% of visitors, while Augrabies Falls (15.1%) maintained steady popularity. Notably, a quarter of arrivals (25.9%) did not visit any attraction, showing a rise from 2024. In terms of activities, Shopping (64.4%) and Eating Out (63.6%) dominated, while Social activities (42.1%) also ranked high. Wildlife (18.0%) and Visiting Natural Attractions (17.8%) drew more niche interest, highlighting the province's combined urban and nature-based offering.

Northern Cape International Tourist Top 10 Q2 2019 - Q2 2025



Multiple responses possible. Sum over 100%.

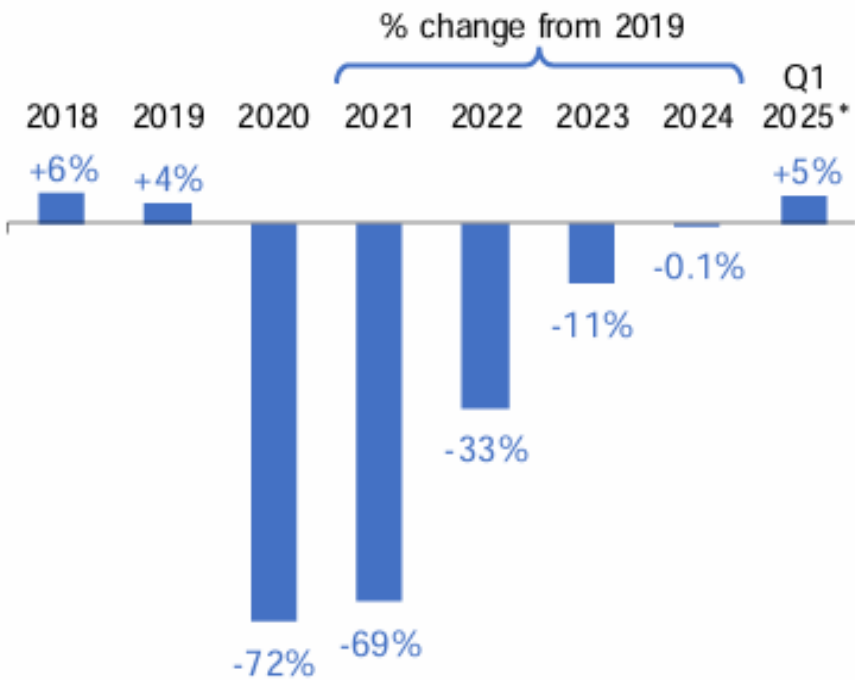
Top 10 Activities by International Tourists by Province Q2 2025



A person wearing a green jacket is seen from behind, paddling a red kayak down a river. The river is flanked by steep, rocky cliffs that are partially covered with green vegetation. The water is dark and reflects the surrounding environment. The sky is bright and overcast. The overall scene conveys a sense of adventure and outdoor recreation.

GLOBAL TOURISM OUTLOOK

International tourist arrivals (overnight visitors) increased by 5% in the first quarter of 2025 (compared to the same period in 2024), or 3% above pre pandemic year 2019. Over 300 million tourists travelled internationally in Q1 2025, about 14 million more than in the same period of 2024. Despite growing geopolitical and trade tensions, the start of 2025 saw robust and sustained travel demand, though results were mixed among regions and subregions. Africa (+9%) showed the strongest performance in Q1 2025 as compared to the first quarter of 2024, while the Americas, Europe (both +2%) and the Middle East (+1%) saw comparatively more modest results. Asia and the Pacific (+13%) continued to rebound strongly, though arrivals still remained slightly below pre-pandemic levels. Available data on international tourism receipts show strong visitor spending in early 2025, building on the strong momentum of 2024 with many destinations reporting solid growth in earnings.^{1,2}



Source: UN Tourism (May 2025) * Provisional data
Note: percentage change for 2021 to 2024 is relative to 2019

Looking ahead, the latest UN Tourism Confidence Index reflects cautious optimism for the period May- August 2025, with a score of 114 (on a scale from 0 to 200), down from 130 in the same period of 2024. Economic and geopolitical challenges continue to pose significant risks to the sustained performance of tourism and travellers’ confidence. In this context, tourists are expected to continue seeking value for money according to the UN Tourism Panel of Experts. Despite global uncertainty, travel demand is expected to remain resilient. UN Tourism’s January projection of 3% to 5% growth in international arrivals for 2025 remains unchanged .^{1,2}

1. <https://live.worldtourismforum.net/news/Catch-up-the-latest-news-in-tourism-industry/World-Tourism-Soars-in-2025-International-Tourist-Arrivals-Up-by-5-in-First-Quarter>
2. <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/099449307032537375>



Technical Notes

MEASURE OF PRECISION

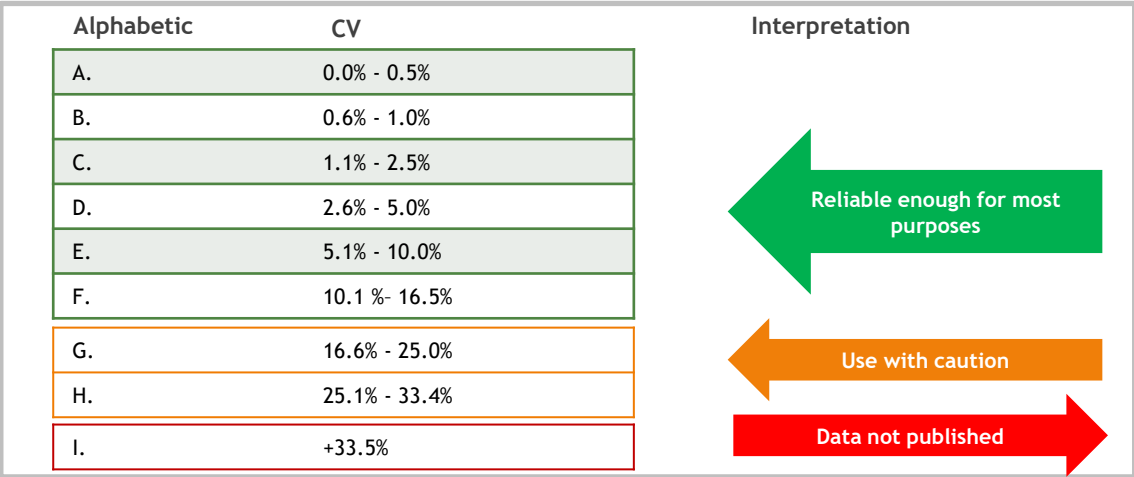
This section provides an overview of the standard error, confidence interval, and coefficient of variation (CV) for TFDS and Bed Nights. Estimates were computed based on a complex multi-stage survey design with stratification, clustering, and unequal weighting.

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	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	2 180 923	R9 971	R9 935	R10 007	18.247	0.183
Total Bed Nights	2 326 701	13.66	13.63	13.68	0.013	0.093
B. FOR OVERSEAS						
Variable	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	61 790	R25 145	R24 794	R25 496	178.968	0.712
Total Bed Nights	64 222	15.14	14.90	15.38	0.121	0.797
C. FOR AFRICA						
Variables	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	1 715 330	R5 378	R5 353	R5 403	12.825	0.238
Total Bed Nights	1 828 055	13.39	13.37	13.42	0.014	0.102

SAMPLING

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

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

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

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

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

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

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

METHODOLOGY & FIELDWORK

Methodology

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

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

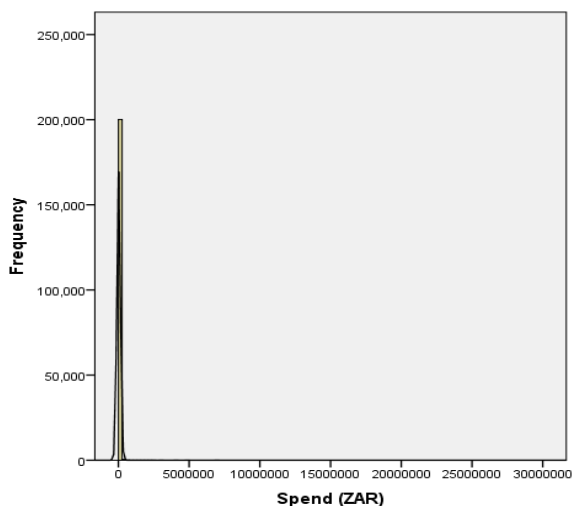
SA Tourism reviewed its performance over the past four years. In those four years, we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts every month. The review provided an opportunity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

SA Spend 2017-2021
(All Responses, unweighted)



- Mean = 18,261.41
- Std. Dev. = 124,022.201
- N = 200,817

Source: 2017-2021 SAT Departure Survey.

NORMALISING SPEND DATA CONTINUED

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

Exclude all variables that fall outside the cut-off values.
The normalization process leads to the following results for 2021:

$$\text{Log_Low_cut_off} = \text{Mean} - 3 \cdot \text{Stdev}$$
$$\text{Log_Upper_cut_off} = \text{Mean} + 3 \cdot \text{Stdev}$$

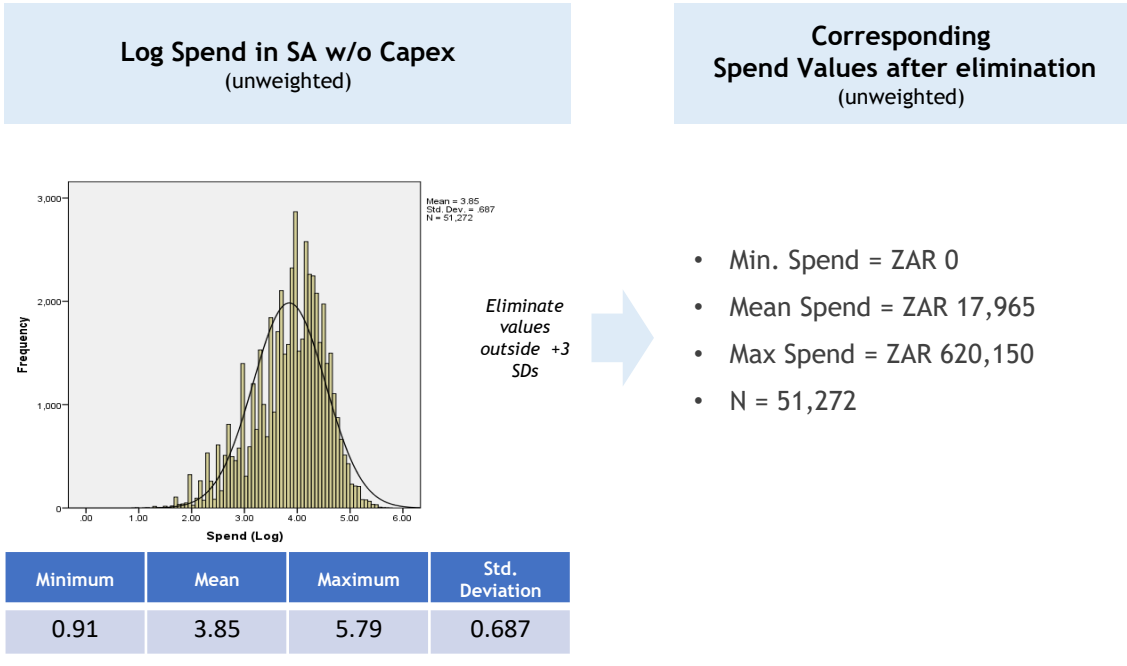
$$\text{Lower-cut-off Value} = 10^{(\text{Log_Low_cut_off})}$$
$$\text{Upper-cut-off Value} = 10^{(\text{Log_Upper_cut_off})}$$

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

$y = \log_{10}(x)$
Compute log of spend variable using the formula above
Calculate the mean of the result obtained in (1) above.
Determine the cut-off criteria using the following formula:

SA Spend Logarithmic Values

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



Source: 2021 SAT Departure Survey.

APPENDIX



A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway through a shallow, rocky stream in a lush green forest. She is smiling and looking down at the water. In the background, another person wearing a helmet and a blue t-shirt is also riding a Segway on a path. The scene is filled with dense foliage and trees.

INTERNATIONAL TOURISTS ARRIVALS

APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	Q2 2023	Q2 2024	Q2 2025	% YOY GROWTH
Africa	1 532 460	1 547 185	1 906 559	23.2%
Botswana	84 350	88 130	106 395	20.7%
Lesotho	290 534	177 251	326 963	84.5%
Malawi	28 320	29 409	62 092	111.1%
Mozambique	313 234	371 383	482 483	29.9%
Namibia	39 812	38 319	43 735	14.1%
Swaziland	179 742	200 048	228 622	14.3%
Zambia	35 061	37 684	41 935	11.3%
Zimbabwe	504 749	536 629	535 832	-0.1%
Angola	8 947	8 620	9 224	7.0%
Dem Rep of Congo	4 702	6 592	8 737	32.5%
Ethiopia	1 402	1 918	2 161	12.7%
Ghana	2 789	7 770	9 484	22.1%
Kenya	9 467	10 901	12 283	12.7%
Nigeria	4 241	5 045	6 728	33.4%
Tanzania	8 079	8 945	10 258	14.7%
Uganda	2 616	2 793	3 131	12.1%
Other Africa	14 415	15 748	16 496	4.7%
Asia	55 925	57 816	55 345	-4.3%
China including Hong Kong	10 238	9 741	9 193	-5.6%
India	25 313	25 824	20 539	-20.5%
Japan	3 057	3 908	4 422	13.2%
Malaysia	1 610	1 738	1 982	14.0%
Singapore	2 336	3 010	3 136	4.2%
Rep of Korea (South)	2099	2564	2195	-14.4%
Other Asia	11 272	11 031	13 878	25.8%
Australasia	26 259	30 124	36 773	22.1%
Australia	21 238	25 096	30 545	21.7%
New Zealand	4 913	4 918	6 151	25.1%
Other Australasia	108	110	77	-30.0%
CENTRAL & SOUTH AMERICA	8 870	17 736	20 546	15.8%
Argentina	679	1 259	1 298	3.1%
Brazil	4 175	11 611	14 168	22.0%
Chile	359	720	770	6.9%
Other Central & South America	3 657	4 146	4 310	4.0%
Europe	207 092	207 007	229 939	11.1%
Austria	2 597	2 627	3 067	16.7%
Belgium	7 340	6 761	7 798	15.3%
Denmark	2 716	2 468	3 303	33.8%
Finland	1 126	1 049	1 046	-0.3%
France	24 990	28 050	26 290	-6.3%
Germany	32 716	30 033	36 736	22.3%
Ireland	6 162	5 437	5 978	10.0%
Italy	8 834	9 263	10 754	16.1%
Netherlands	19 914	21 361	21 620	1.2%
Norway	1 885	1 939	2 176	12.2%
Portugal	4 854	4 754	4 569	-3.9%
Russian Fed	5 293	5 995	6 978	16.4%
Spain	6 098	6 295	7 087	12.6%
Sweden	3 261	3 270	3 171	-3.0%
Switzerland	6 925	6 427	7 072	10.0%
Turkey	3 093	3 804	3 972	4.4%
UK	60 575	58 575	68 447	16.9%
Other Europe	8 713	8 899	9 875	11.0%
Middle East	11 422	12 525	12 005	-4.2%
United Arab Emirates	1 298	1 362	1 657	21.7%
Other Middle East	10 124	11 163	10 348	-7.3%
North America	106 591	117 324	118 053	0.6%
Canada	11 237	12 197	12 912	5.9%
USA	95 354	105 127	105 141	0.0%
UNSPECIFIED	3 270	3 042	3 006	-1.2%
TOTAL	1 951 889	1 992 759	2 382 226	19.5%

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow, rocky stream. She is smiling and looking down at the water. In the background, a man in a grey t-shirt, shorts, and a helmet is also riding a Segway on a dirt path. The scene is surrounded by lush green trees and ferns.

SPEND IN SOUTH AFRICA

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY				
	Q2 2023	Q2 2024	Q2 2025	% YOY GROWTH
AFRICA	R12 145 315 189	R9 524 782 261	R10 779 382 531	13.2%
Botswana	R288 422 745	R278 900 693	R361 918 362	29.8%
Lesotho	R686 882 051	R448 709 847	R709 322 161	58.1%
Malawi	R1 205 896 135	R405 641 433	R1 155 594 706	184.9%
Mozambique	R873 409 235	R1 237 763 381	R1 177 844 906	-4.8%
Namibia	R310 071 501	R310 637 419	R358 206 509	15.3%
Swaziland	R297 417 471	R329 758 904	R307 474 327	-6.8%
Zambia	R951 923 768	R492 277 867	R1 069 183 825	117.2%
Zimbabwe	R6 337 286 040	R4 716 426 385	R4 086 124 310	-13.4%
Angola	R251 846 250	R209 340 877	R241 847 757	15.5%
DRC	R123 363 761	R160 247 807	R178 184 781	11.2%
Ethiopia	R16 673 224	R22 700 984	R39 843 604	75.5%
Ghana	R108 056 032	R132 093 196	R182 632 691	38.3%
Kenya	R195 739 430	R188 407 404	R256 713 876	36.3%
Nigeria	R111 532 209	R115 632 702	R184 492 355	59.6%
Tanzania	R93 166 378	R88 274 238	R153 725 883	74.1%
Uganda	R44 615 561	R71 314 063	R73 686 567	3.3%
Other Africa	R249 013 399	R316 655 061	R242 585 910	-23.4%
ASIA	R1 229 354 616	R1 126 784 056	R982 374 682	-12.8%
China including Hong Kong	R346 899 311	R239 843 679	R220 296 451	-8.1%
India	R479 382 567	R517 949 162	R406 230 587	-21.6%
Japan	R69 542 520	R67 220 072	R60 343 204	-10.2%
Malaysia	R22 372 498	R22 538 917	R45 012 097	99.7%
Singapore	R43 861 168	R71 064 220	R63 893 656	-10.1%
South Korea	R59 547 086	R60 755 981	R38 941 582	-35.9%
Other Asia	R207 749 465	R147 412 025	R147 657 104	0.2%
AUSTRALASIA	R614 551 427	R559 324 514	R756 418 873	35.2%
Australia	R494 052 323	R474 666 215	R648 535 344	36.6%
New Zealand	R117 077 376	R84 538 231	R107 784 329	27.5%
Other Australasia	R3 421 728	R120 068	R99 200	-
CENTRAL & SOUTH AMERICA	R182 915 375	R374 309 131	R454 718 870	21.5%
Argentina	R20 690 993	R37 842 889	R24 110 662	-36.3%
Brazil	R111 375 585	R268 533 897	R361 778 616	34.7%
Chile	R7 593 616	R19 213 404	R13 059 779	-32.0%
Other Central & South America	R43 255 181	R48 718 941	R55 769 814	14.5%
EUROPE	R5 671 305 657	R4 679 812 317	R5 175 537 035	10.6%
Austria	R95 162 743	R63 154 698	R83 290 475	31.9%
Belgium	R184 516 478	R115 538 922	R123 788 935	7.1%
Denmark	R90 557 591	R63 060 313	R109 913 430	74.3%
Finland	R39 304 505	R26 818 464	R29 861 795	11.3%
France	R714 035 539	R546 680 909	R512 928 787	-6.2%
Germany	R985 072 787	R682 997 555	R905 505 606	32.6%
Ireland	R129 785 313	R130 406 024	R118 545 834	-9.1%
Italy	R187 545 419	R176 718 356	R244 847 413	38.6%
Netherlands	R525 150 128	R435 875 394	R429 287 084	-1.5%
Norway	R53 762 893	R49 303 488	R44 174 176	-10.4%
Portugal	R131 360 134	R77 736 437	R66 094 502	-15.0%
Russian Fed	R167 494 334	R164 836 412	R225 366 851	36.7%
Spain	R167 274 205	R141 798 420	R159 065 986	12.2%
Sweden	R82 634 943	R66 438 738	R75 984 523	14.4%
Switzerland	R215 838 638	R171 245 840	R149 193 975	-12.9%
Turkey	R94 235 254	R78 990 072	R95 642 004	21.1%
UK	R1 627 711 333	R1 525 318 809	R1 632 255 918	7.0%
Other Europe	R179 863 420	R162 893 467	R169 789 739	4.2%
MIDDLE EAST	R360 507 157	R375 847 840	R323 557 190	-13.9%
UAE	R17 390 642	R46 491 450	R34 045 777	-26.8%
Other Middle East	R343 116 515	R329 356 390	R289 511 413	-12.1%
NORTH AMERICA	R2 298 472 654	R3 260 077 508	R3 273 894 738	0.4%
Canada	R283 554 120	R229 724 644	R217 902 391	-5.1%
USA	R2 014 790 833	R3 030 352 865	R3 055 982 347	0.8%
Other North American	R127 700	R0	R10 000	-
TOTAL	R22 502 422 074	R19 900 937 627	R21 745 883 919	9.3%

APPENDIX

AVERAGE SPEND				
	Q2 2023	Q2 2024	Q2 2025	% YOY GROWTH
AFRICA	R8 200	R6 500	R6 000	-7.7%
Botswana	R3 500	R3 300	R3 600	9.1%
Lesotho	R2 500	R2 700	R2 300	-14.8%
Malawi	R43 100	R13 900	R19 400	39.6%
Mozambique	R2 800	R3 400	R2 500	-26.5%
Namibia	R7 800	R8 100	R8 300	2.5%
Swaziland	R1 600	R1 700	R1 400	-17.6%
Zambia	R27 100	R13 200	R26 400	100.0%
Zimbabwe	R12 700	R9 200	R8 300	-9.8%
Angola	R33 100	R30 700	R33 800	10.1%
DRC	R30 000	R27 200	R22 800	-16.2%
Ethiopia	R13 200	R13 200	R21 800	65.2%
Ghana	R42 400	R19 300	R26 600	37.8%
Kenya	R23 300	R20 200	R26 200	29.7%
Nigeria	R30 600	R25 400	R30 200	18.9%
Tanzania	R19 400	R17 300	R24 800	43.4%
Uganda	R18 400	R27 000	R26 600	-1.5%
Other Africa	R22 800	R24 000	R18 100	-24.6%
ASIA	R25 700	R22 900	R22 300	-2.6%
China including Hong Kong	R36 500	R26 200	R27 000	3.1%
India	R21 200	R22 600	R24 700	9.3%
Japan	R23 900	R18 000	R15 800	-12.2%
Malaysia	R17 300	R13 900	R26 000	87.1%
Singapore	R19 000	R23 800	R21 500	-9.7%
South Korea	R29 000	R27 500	R22 500	-18.2%
Other Asia	R28 800	R22 000	R16 000	-27.3%
AUSTRALASIA	R24 600	R20 700	R22 900	10.6%
Australia	R24 500	R21 100	R23 300	10.4%
New Zealand	R24 500	R18 600	R20 800	11.8%
Other Australasia	R79 500	R9 200	R19 800	-
CENTRAL & SOUTH AMERICA	R27 100	R25 000	R25 500	2.0%
Argentina	R32 200	R31 500	R19 600	-37.8%
Brazil	R30 400	R25 300	R27 000	6.7%
Chile	R21 900	R28 200	R17 500	-37.9%
Other Central & South America	R20 600	R19 900	R22 300	12.1%
EUROPE	R30 500	R25 000	R26 500	6.0%
Austria	R39 800	R26 400	R32 000	21.2%
Belgium	R27 800	R19 500	R19 600	0.5%
Denmark	R34 800	R26 600	R36 500	37.2%
Finland	R37 000	R28 300	R32 800	15.9%
France	R32 400	R22 000	R24 100	9.5%
Germany	R33 400	R25 600	R28 800	12.5%
Ireland	R33 400	R25 100	R23 800	-5.2%
Italy	R23 000	R20 500	R26 000	26.8%
Netherlands	R30 000	R23 300	R24 200	3.9%
Norway	R30 700	R26 700	R23 800	-10.9%
Portugal	R44 800	R26 500	R21 200	-20.0%
Russian Fed	R34 200	R29 200	R36 700	25.7%
Spain	R29 600	R24 300	R24 700	1.6%
Sweden	R26 900	R21 300	R27 800	30.5%
Switzerland	R34 400	R28 900	R24 900	-13.8%
Turkey	R33 400	R22 400	R26 700	19.2%
UK	R28 200	R27 300	R26 900	-1.5%
Other Europe	R26 400	R24 100	R23 400	-2.9%
MIDDLE EAST	R35 300	R32 900	R34 600	5.2%
UAE	R14 200	R34 100	R21 100	-38.1%
Other Middle East	R38 200	R32 700	R37 500	14.7%
NORTH AMERICA	R33 100	R29 400	R31 200	6.1%
Canada	R27 200	R20 300	R19 900	-2.0%
USA	R34 100	R30 500	R32 500	6.6%
Other North American	R42 500	R0	R10 000	-
OVERALL	R12 300	R10 600	R9 900	-6.6%

APPENDIX

TFDS BY PURPOSE OF VISIT			
	Q2 2023	Q2 2024	Q2 2025
Holiday	R5 650 450 493	R5 739 693 338	R6 388 730 368
Personal Shopping	R773 366 823	R598 132 715	R633 011 774
Business Shopping	R4 978 260 143	R2 715 153 249	R2 740 329 143
Business Traveller	R1 979 345 473	R1 641 721 163	R2 079 969 872
MICE	R1 077 861 264	R1 312 513 360	R1 280 227 338
Medical	R363 566 982	R270 106 701	R439 744 091
VFR	R5 881 679 153	R5 996 477 203	R6 439 751 630
Religion	R123 904 038	R121 263 981	R143 534 269

A woman wearing a black leather jacket, a black helmet, and a backpack is riding a black Segway through a shallow stream. She is smiling and looking down at the water. The Segway has large, treaded tires and is splashing water. In the background, a man wearing a blue t-shirt, brown shorts, and a helmet is standing on a Segway, looking towards the camera. The setting is a lush green forest with many trees and ferns. The ground is rocky and covered in water.

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

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) - PROVINCIAL DISTRIBUTION									
	Q2 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R7 175 998 842	R975 048 936	R298 537 014	R521 109 237	R963 284 397	R202 404 203	R225 725 221	R45 549 214	R371 725 467
Botswana	R200 770 998	R9 730 301	R10 595 226	R50 713 611	R5 737 478	R28 171 543	R50 809 716	R2 498 886	R2 890 603
Lesotho	R120 769 905	R86 992 225	R60 545 889	R71 506 613	R2 316 010	R198 813	R18 720 523	R14 399 648	R333 872 535
Malawi	R1 074 121 061	R41 620 092	R7 734 270	R16 972 793	R0	R0	R15 146 490	R0	R213 616
Mozambique	R352 298 486	R12 820 229	R6 611 444	R16 881 248	R782 508 909	R3 264 443	R1 282 928	R0	R2 177 220
Namibia	R101 032 653	R181 827 465	R11 254 551	R8 529 131	R3 871 859	R270 052	R28 740 505	R20 396 580	R2 283 712
Swaziland	R71 039 383	R21 810 799	R3 477 912	R103 963 343	R97 293 562	R1 465 431	R5 434 100	R742 958	R2 246 840
Zambia	R939 733 479	R29 508 701	R9 255 492	R29 311 634	R4 526 841	R1 477 972	R53 567 187	R670 020	R1 132 500
Zimbabwe	R3 247 856 740	R280 817 277	R136 827 567	R140 165 889	R54 773 546	R158 831 104	R37 953 671	R5 213 014	R23 685 502
Angola	R190 041 488	R37 690 683	R8 952 300	R2 917 732	R400 860	R815 104	R617 297	R0	R412 293
Democratic Republic of Congo	R132 136 630	R17 968 992	R8 950 446	R15 961 080	R519 760	R1 384 087	R933 338	R330 447	R7 145 980
Ethiopia	R27 987 944	R5 254 265	R1 761 339	R2 695 918	R2 087 424	R0	R0	R0	R56 714
Ghana	R108 564 097	R64 839 169	R257 418	R7 924 080	R321 345	R0	R726 583	R0	R183 079
Kenya	R165 400 574	R50 456 960	R3 151 609	R23 707 640	R3 768 204	R2 731 444	R7 497 446	R0	R936 900
Nigeria	R98 275 906	R72 236 641	R2 978 623	R7 505 044	R1 254 654	R1 705 725	R535 764	R0	R120 096
Tanzania	R125 756 685	R13 300 454	R9 358 655	R1 389 430	R631 883	R683 445	R1 163 729	R955 966	R485 636
Uganda	R53 444 695	R12 257 606	R887 099	R4 909 339	R58 920	R631 333	R466 474	R0	R1 031 100
Other Africa	R166 768 118	R35 917 076	R15 937 175	R16 054 712	R3 213 144	R773 707	R2 129 470	R341 695	R1 450 813
Asia	R491 064 785	R216 506 560	R34 133 578	R152 680 637	R26 569 597	R21 425 616	R14 400 240	R12 448 744	R13 144 925
China including Hong Kong	R113 428 069	R44 691 528	R6 710 094	R24 513 598	R5 402 067	R9 252 241	R2 169 365	R6 197 584	R7 931 905
India	R211 254 482	R70 737 776	R8 385 834	R99 024 800	R5 965 629	R2 597 827	R4 553 105	R1 805 792	R1 905 342
Japan	R45 593 965	R8 088 913	R989 526	R1 433 167	R2 168 461	R876 620	R740 152	R0	R452 400
Malaysia	R23 868 430	R14 583 554	R254 457	R5 092 798	R1 733	R1 211 126	R0	R0	R123 669
Singapore	R17 327 108	R30 628 321	R6 963 705	R5 135 815	R2 173 373	R0	R589 333	R0	R1 076 000
South Korea	R19 554 261	R8 820 989	R3 532 292	R3 069 005	R990 288	R522 243	R730 792	R0	R1 721 713
Other Asia	R60 038 469	R38 955 480	R7 297 669	R14 411 454	R9 868 045	R6 965 561	R5 617 492	R4 445 369	R57 565
Australasia	R214 416 327	R236 714 958	R53 763 898	R94 063 826	R74 016 064	R29 356 100	R29 318 968	R6 711 024	R18 057 707
Australia	R191 012 942	R191 520 182	R37 597 305	R85 906 446	R65 074 586	R26 267 636	R26 387 515	R6 711 024	R18 057 707
New Zealand	R23 403 386	R45 194 776	R16 067 394	R8 157 380	R8 941 478	R3 088 464	R2 931 453	R0	R777 800
Other Australasia	R0	R0	R99 200	R0	R0	R0	R0	R0	R0
South America	R147 122 977	R131 736 830	R89 476 452	R5 043 835	R54 035 516	R16 158 117	R6 095 660	R444 775	R4 604 708
Argentina	R12 036 857	R5 726 547	R119 790	R1 326 429	R2 203 289	R1 486 815	R756 230	R444 775	R9 930
Brazil	R212 362 611	R105 695 027	R88 460 389	R2 327 800	R36 226 958	R9 576 325	R4 788 937	R0	R2 340 570
Chile	R4 185 232	R6 011 855	R442 622	R468 666	R943 594	R892 354	R115 455	R0	R0
Other Central & South America	R18 538 276	R14 303 401	R453 652	R920 940	R14 661 675	R4 202 624	R435 037	R0	R2 254 209
Europe	R1 398 917 897	R2 322 967 237	R331 081 571	R297 402 517	R392 563 066	R275 112 652	R72 869 013	R34 440 244	R50 182 837
Austria	R20 683 621	R37 357 485	R9 188 815	R4 760 439	R9 626 657	R1 019 097	R435 378	R218 983	R1 906 390
Belgium	R23 011 998	R53 967 356	R16 262 067	R3 651 609	R10 131 425	R11 786 488	R1 473 924	R671 260	R2 832 807
Denmark	R126 298 710	R23 215 892	R1 509 884	R45 514 518	R5 489 240	R12 880 006	R306 206	R4 415 899	R283 075
Finland	R3 564 525	R17 442 950	R1 650 169	R2 886 308	R699 572	R2 806 106	R525 341	R286 824	R2 475 823
France	R106 662 872	R248 654 635	R38 572 700	R30 216 351	R46 340 581	R18 915 626	R6 717 747	R4 886 413	R11 961 863
Germany	R238 799 511	R407 403 590	R43 366 622	R24 041 402	R97 449 505	R66 575 699	R18 021 294	R3 039 933	R6 808 049
Ireland	R36 223 803	R46 345 866	R7 640 810	R18 129 809	R3 215 815	R3 567 075	R2 191 617	R1 114 300	R116 740
Italy	R65 638 828	R112 714 928	R11 941 009	R9 548 335	R23 593 089	R13 756 323	R3 513 149	R141 753	R3 063 574
Netherlands	R90 880 242	R214 738 534	R46 490 265	R16 041 976	R28 869 121	R27 245 725	R3 789 876	R247 329	R984 015
Norway	R11 439 339	R18 030 712	R3 475 073	R6 247 002	R1 640 026	R3 342 023	R0	R0	R321 686
Portugal	R18 135 692	R32 565 425	R3 237 159	R3 958 765	R2 708 952	R2 611 912	R1 936 990	R939 608	R91 753
Russian Fed	R118 389 022	R84 176 217	R12 547 204	R361 603	R5 052 224	R2 520 251	R1 735 030	R292 650	R292 650
Spain	R45 456 722	R53 141 979	R4 561 449	R14 776 002	R13 839 044	R9 575 651	R5 138 381	R12 576 759	R828 599
Sweden	R12 453 582	R36 209 058	R2 831 939	R13 717 642	R7 630 328	R2 495 195	R227 870	R418 909	R386 802
Switzerland	R29 038 898	R78 823 730	R5 030 760	R2 318 656	R11 980 766	R7 523 451	R1 572 669	R889 367	R12 015 679
Turkey	R36 891 854	R44 693 265	R5 247 749	R2 079 161	R5 513 266	R0	R0	R0	R1 216 709
UK	R460 193 315	R742 759 675	R113 171 760	R94 562 044	R102 187 669	R82 273 570	R20 785 311	R2 796 608	R13 525 966
Other Europe	R65 155 364	R70 725 942	R4 356 136	R4 590 895	R12 595 787	R6 218 455	R4 498 228	R1 503 649	R145 283
Middle East	R123 207 082	R106 139 005	R2 041 077	R10 165 576	R4 048 177	R3 398 534	R11 933 643	R3 651 047	R58 973 049
UAE	R9 537 517	R18 632 055	R583 900	R0	R719 616	R1 430 610	R695 877	R1 531 263	R914 940
Other Middle East	R113 669 565	R87 506 950	R1 457 177	R10 165 576	R3 328 561	R1 967 924	R11 237 767	R2 119 784	R58 058 109
North America	R859 047 303	R801 599 666	R260 831 078	R154 451 409	R291 438 861	R517 273 763	R129 917 641	R203 306 556	R56 028 460
Canada	R49 529 840	R80 578 784	R8 644 828	R13 247 023	R11 615 670	R43 651 285	R7 486 561	R240 016	R2 908 385
USA	R809 517 463	R721 020 882	R252 176 250	R141 204 386	R279 823 191	R473 622 479	R122 431 080	R203 066 540	R53 120 075
TOTAL	R10 409 775 214	R4 790 713 192	R1 069 864 669	R1 234 917 037	R1 805 955 677	R1 065 128 986	R490 260 385	R306 551 605	R572 717 153

APPENDIX

AVERAGE SPEND - PROVINCIAL DISTRIBUTION									
	Q2 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	R9 900	R12 000	R9 500	R3 800	R1 800	R3 700	R3 700	R3 100	R1 700
Botswana	R4 700	R10 200	R3 500	R11 500	R3 500	R1 900	R1 600	R2 100	R1 300
Lesotho	R1 900	R9 300	R10 100	R6 300	R1 100	R300	R1 400	R3 100	R1 600
Malawi	R20 500	R11 700	R6 800	R7 800	R0	R0	R8 500	R0	R0
Mozambique	R5 300	R7 700	R10 700	R10 100	R1 900	R2 100	R1 600	R0	R1 500
Namibia	R7 700	R8 800	R10 500	R7 900	R11 200	R1 400	R24 200	R2 900	R4 300
Swaziland	R1 800	R8 700	R4 000	R1 400	R1 000	R1 200	R3 000	R1 400	R8 600
Zambia	R32 900	R18 100	R5 700	R4 100	R8 300	R1 900	R37 400	R9 700	R5 700
Zimbabwe	R8 600	R10 500	R9 600	R4 600	R4 600	R4 500	R4 900	R5 000	R2 500
Angola	R37 900	R20 900	R82 700	R9 700	R13 100	R19 900	R9 100	R0	R6 100
Democratic Republic of Congo	R21 300	R17 900	R29 100	R19 700	R4 000	R8 500	R10 400	R3 700	R0
Ethiopia	R24 900	R13 200	R9 000	R11 800	R17 800	R0	R0	R0	R1 800
Ghana	R25 800	R24 600	R1 400	R14 400	R3 800	R0	R8 300	R0	R0
Kenya	R23 000	R19 400	R9 800	R18 200	R9 600	R11 500	R23 100	R0	R0
Nigeria	R23 900	R42 700	R18 600	R16 300	R7 000	R18 100	R5 700	R0	R0
Tanzania	R24 100	R19 800	R35 900	R4 500	R6 200	R11 500	R10 300	R9 100	R3 200
Uganda	R25 100	R21 100	R9 000	R14 300	R1 200	R13 300	R9 500	R0	R21 000
Other Africa	R21 800	R13 000	R11 300	R8 700	R6 800	R3 000	R6 900	R18 900	R10 800
Asia	R19 200	R14 900	R9 200	R20 700	R9 100	R8 100	R12 800	R25 100	R23 700
China including Hong Kong	R22 400	R20 300	R17 700	R28 000	R8 000	R25 200	R14 500	R38 200	R56 700
India	R23 500	R15 600	R7 700	R26 800	R6 600	R6 700	R12 400	R6 400	R9 800
Japan	R17 500	R8 100	R4 100	R5 000	R5 500	R4 600	R6 200	R0	R12 000
Malaysia	R23 200	R15 200	R2 300	R36 500	R0	R5 400	R0	R0	R0
Singapore	R11 200	R24 800	R15 800	R76 300	R18 000	R0	R2 900	R0	R16 000
South Korea	R18 800	R17 300	R17 300	R14 000	R4 700	R10 800	R11 700	R0	R19 000
Other Asia	R11 300	R9 400	R5 900	R6 800	R17 500	R4 800	R24 700	R82 900	R2 100
Australasia	R14 000	R17 100	R23 300	R18 500	R12 500	R12 400	R15 100	R10 300	R17 500
Australia	R14 800	R17 100	R20 000	R18 800	R12 200	R13 400	R16 700	R10 300	R17 500
New Zealand	R9 800	R17 500	R37 300	R15 700	R15 600	R7 400	R8 300	R0	R0
Other Australasia	R0	R0	R19 800	R0	R0	R0	R0	R0	R0
South America	R11 300	R14 000	R95 200	R8 300	R9 100	R11 000	R4 800	R10 800	R21 200
Argentina	R13 800	R12 200	R1 900	R12 500	R7 200	R6 400	R6 200	R10 800	R200
Brazil	R11 300	R14 800	R112 300	R8 900	R8 100	R12 100	R4 500	R0	R18 000
Chile	R8 400	R14 600	R11 300	R8 500	R8 600	R8 200	R4 900	R0	R0
Other Central & South America	R10 900	R10 500	R8 800	R4 900	R13 500	R12 200	R5 700	R0	R51 800
Europe	R18 700	R21 500	R16 900	R15 900	R13 000	R19 400	R12 200	R20 500	R21 500
Austria	R18 500	R21 200	R16 400	R26 700	R16 100	R5 700	R3 100	R11 600	R0
Belgium	R11 500	R15 500	R19 700	R7 900	R7 600	R27 900	R3 600	R10 700	R23 600
Denmark	R14 100	R16 500	R7 300	R203 500	R11 100	R24 100	R4 800	R41 100	R10 600
Finland	R9 900	R35 100	R32 800	R20 100	R17 800	R27 000	R17 100	R12 400	R0
France	R12 700	R20 300	R20 700	R10 400	R9 200	R14 600	R15 100	R28 500	R60 300
Germany	R20 200	R21 600	R10 500	R8 900	R14 500	R24 200	R22 400	R12 200	R14 000
Ireland	R19 600	R16 700	R11 800	R31 100	R9 500	R26 100	R13 500	R8 600	R2 000
Italy	R16 800	R20 600	R15 000	R12 200	R14 700	R17 400	R12 200	R3 600	R0
Netherlands	R16 200	R20 900	R19 100	R9 300	R9 500	R20 400	R8 100	R2 600	R9 900
Norway	R20 300	R18 000	R11 100	R23 300	R7 300	R14 600	R0	R0	R0
Portugal	R13 700	R21 900	R16 500	R14 300	R12 500	R21 300	R11 800	R16 700	R0
Russian Fed	R33 300	R32 200	R20 900	R1 900	R8 600	R9 100	R8 000	R3 700	R3 700
Spain	R16 200	R16 000	R10 500	R25 900	R13 800	R29 100	R16 700	R65 400	R0
Sweden	R13 900	R20 600	R12 000	R54 800	R16 300	R12 200	R2 900	R9 800	R0
Switzerland	R13 200	R22 400	R11 100	R9 100	R13 500	R14 700	R14 600	R15 000	R54 800
Turkey	R23 800	R29 000	R63 100	R12 900	R13 600	R0	R0	R0	R7 400
UK	R20 600	R22 400	R20 900	R14 900	R17 300	R19 100	R12 900	R10 600	R15 600
Other Europe	R19 400	R24 300	R13 400	R6 200	R11 900	R9 300	R6 800	R15 900	R8 000
Middle East	R21 500	R29 800	R16 000	R17 600	R9 400	R7 400	R19 000	R16 600	R105 300
UAE	R12 300	R20 300	R10 000	R0	R7 300	R16 700	R5 500	R56 700	R23 000
Other Middle East	R22 900	R33 200	R21 100	R17 600	R10 000	R5 200	R22 400	R11 000	R111 600
North America	R18 800	R16 500	R29 800	R15 200	R15 000	R32 600	R24 700	R133 800	R28 900
Canada	R9 500	R12 900	R6 400	R12 300	R6 900	R31 800	R17 000	R2 300	R13 200
USA	R20 000	R17 000	R34 100	R15 500	R15 700	R32 600	R25 400	R143 400	R30 900
TOTAL	R11 500	R17 200	R16 000	R6 900	R3 100	R11 600	R6 400	R15 900	R2 500



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

APPENDIX

BED NIGHTS BY COUNTRY				
	Q2 2023	Q2 2024	Q2 2025	% YOY GROWTH
AFRICA	19 438 534	20 591 660	25 454 302	23.6%
Botswana	363 704	364 344	475 167	30.4%
Lesotho	3 917 941	2 893 717	4 976 498	72.0%
Malawi	373 141	444 366	692 768	55.9%
Mozambique	3 175 917	3 709 533	5 348 329	44.2%
Namibia	464 248	471 711	580 669	23.1%
eSwatini	1 649 696	1 954 906	2 656 201	35.9%
Zambia	362 620	446 785	457 755	2.5%
Zimbabwe	8 427 030	9 534 919	9 294 573	-2.5%
Angola	114 869	87 241	81 067	-7.1%
DRC	66 395	84 631	94 340	11.5%
Ethiopia	20 038	21 971	30 399	38.4%
Ghana	31 085	87 611	105 772	20.7%
Kenya	121 479	132 609	219 859	65.8%
Nigeria	59 593	78 627	90 743	15.4%
Tanzania	84 885	78 467	140 813	79.5%
Uganda	34 992	37 484	36 357	-3.0%
Other Africa	170 901	162 738	172 991	6.3%
ASIA	861 443	790 765	639 260	-19.2%
China including Hong Kong	197 266	134 902	99 863	-26.0%
India	395 241	362 714	283 247	-21.9%
Japan	39 162	61 457	46 273	-24.7%
Malaysia	29 984	20 956	28 062	33.9%
Singapore	17 820	42 925	24 237	-43.5%
South Korea	39 385	45 053	32 384	-28.1%
Other Asia	142 586	122 757	125 194	2.0%
AUSTRALASIA	408 539	423 671	491 830	16.1%
Australia	321 643	344 592	414 868	20.4%
New Zealand	84 457	79 002	76 872	-2.7%
Other Australia	2 439	77	90	16.9%
CENTRAL & SOUTH AMERICA	112 431	208 805	266 885	27.8%
Argentina	10 419	18 884	16 453	-12.9%
Brazil	59 321	138 684	212 430	53.2%
Chile	5 997	12 128	8 830	-27.2%
Other Central & South America	36 694	39 109	29 173	-25.4%
EUROPE	3 308 359	2 833 583	2 973 667	4.9%
Austria	54 446	36 974	65 768	77.9%
Belgium	129 114	94 905	95 711	0.8%
Denmark	47 052	36 107	39 017	8.1%
Finland	24 734	9 816	8 430	-14.1%
France	511 555	389 062	328 925	-15.5%
Germany	588 782	398 919	492 284	23.4%
Ireland	69 970	89 614	79 267	-11.5%
Italy	121 303	121 250	144 271	19.0%
The Netherlands	302 257	286 681	296 316	3.4%
Norway	29 945	27 504	35 330	28.5%
Portugal	47 733	34 667	44 193	27.5%
Russian Federation	92 608	105 538	130 535	23.7%
Spain	78 228	94 726	90 834	-4.1%
Sweden	52 175	46 834	45 088	-3.7%
Switzerland	112 470	84 990	88 235	3.8%
Turkey	50 779	69 560	32 970	-52.6%
Uk	872 536	813 169	854 260	5.1%
Other Europe	122 670	93 270	102 234	9.6%
MIDDLE EAST	258 118	156 109	193 330	23.8%
United Arab Emirates	10 268	15 119	21 617	43.0%
Other Middle East	247 850	140 990	171 713	21.8%
NORTH AMERICA	1 096 458	1 573 066	1 756 629	11.7%
Canada	151 364	165 372	171 231	3.5%
USA	945 025	1 407 694	1 585 389	12.6%
Other North America	69	0	9	-
TOTAL	25 483 882	26 577 659	31 775 904	19.6%

APPENDIX

AVERAGE LENGTH OF STAY BY COUNTRY				
	Q2 2023	Q2 2024	Q2 2025	% YOY GROWTH
AFRICA	12.8	13.4	13.5	0.3%
Botswana	4.3	4.1	4.5	8.0%
Lesotho	13.5	16.3	15.2	-6.8%
Malawi	13.2	15.1	11.2	-26.2%
Mozambique	10.1	10.0	11.1	11.0%
Namibia	11.7	12.3	13.3	7.8%
eSwatini	9.2	9.8	11.6	18.9%
Zambia	10.3	11.9	10.9	-7.9%
Zimbabwe	16.7	17.8	17.3	-2.4%
Angola	15.1	12.7	10.7	-15.8%
DRC	16.2	14.3	11.9	-16.7%
Ethiopia	15.9	12.8	16.2	26.6%
Ghana	11.9	12.8	14.6	14.2%
Kenya	14.4	14.2	21.4	51.3%
Nigeria	16.3	17.2	14.5	-15.6%
Tanzania	17.7	15.2	22.0	45.1%
Uganda	14.5	14.2	12.5	-12.2%
Other Africa	15.6	12.4	12.6	1.4%
ASIA	18.0	15.9	13.8	-12.9%
China including Hong Kong	20.7	14.8	12.1	-18.2%
India	17.5	15.6	16.0	2.8%
Japan	13.5	16.4	11.7	-28.3%
Malaysia	23.2	12.6	14.7	16.7%
Singapore	7.7	14.4	7.9	-45.5%
South Korea	19.2	19.8	17.7	-10.7%
Other Asia	19.6	18.0	13.1	-27.6%
AUSTRALASIA	16.2	15.5	13.8	-10.8%
Australia	15.7	15.1	14.0	-7.5%
New Zealand	17.7	17.4	13.0	-25.4%
Other Australia	56.7	5.9	18.0	203.9%
CENTRAL & SOUTH AMERICA	16.7	13.6	14.6	7.8%
Argentina	16.2	15.7	13.2	-16.0%
Brazil	16.2	12.6	15.6	24.1%
Chile	17.4	17.3	11.9	-31.3%
Other Central & South America	17.5	16.0	11.1	-30.9%
EUROPE	17.8	15.1	14.1	-6.6%
Austria	22.6	15.5	23.1	49.3%
Belgium	19.5	15.8	13.5	-14.9%
Denmark	18.1	15.3	12.4	-18.7%
Finland	23.3	10.4	8.9	-14.6%
France	23.2	15.6	13.9	-10.9%
Germany	19.9	14.8	14.6	-1.9%
Ireland	18.0	17.3	14.1	-18.6%
Italy	14.8	13.9	14.3	2.9%
The Netherlands	17.3	15.3	15.7	2.2%
Norway	17.1	14.9	17.2	15.1%
Portugal	16.3	11.8	13.3	12.6%
Russian Federation	18.9	18.7	20.0	7.1%
Spain	13.9	16.1	13.7	-15.2%
Sweden	17.0	15.1	15.4	2.1%
Switzerland	17.9	14.3	13.5	-6.0%
Turkey	18.0	19.4	9.0	-53.5%
Uk	15.1	14.5	13.0	-10.5%
Other Europe	18.0	13.7	13.6	-1.2%
MIDDLE EAST	25.3	13.7	18.9	37.9%
United Arab Emirates	8.4	11.1	13.1	17.8%
Other Middle East	27.6	14.0	20.0	42.3%
NORTH AMERICA	15.5	13.9	15.5	11.2%
Canada	14.4	14.4	14.1	-2.1%
USA	15.7	13.9	15.7	12.9%
Other North America	23.0	0.0	4.5	-
TOTAL	13.6	13.7	13.7	-0.3%

APPENDIX

ACCOMMODATION TYPE - BED NIGHTS Q2 2025									
	Hotels	Guest House	BnB	Self-Catering	Game Lodge	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	1 074 107	204 904	120 554	427 811	94 867	94 417	19 442	20 945 522	125 700
Botswana	44 630	34 529	6 555	11 498	7 778	0	0	251 824	421
Lesotho	18 399	21 449	13 405	132 680	934	0	13 917	3 941 489	0
Malawi	186 513	3 462	1 058	3 760	1 120	0	0	439 496	1 848
Mozambique	84 243	19 013	7 908	18 774	6 640	0	4 609	5 202 742	645
Namibia	52 057	34 838	15 338	63 417	1 539	0	209	196 335	1 152
eSwatini	22 904	5 112	1 168	11 479	3 618	77 526	0	2 410 303	0
Zambia	93 168	3 133	618	7 331	11 116	0	137	260 669	0
Zimbabwe	334 785	44 460	56 257	103 934	55 417	4 343	0	7 897 883	86 252
Angola	28 313	7 849	3 762	8 724	385	0	155	23 764	1 102
DRC	20 087	3 514	0	10 024	268	0	0	58 539	1 778
Ethiopia	5 149	922	0	2 742	545	0	291	8 132	424
Ghana	25 790	4 221	2 994	15 377	169	0	0	52 620	4 601
Kenya	53 466	8 030	6 247	8 018	1 048	0	0	22 232	2 758
Nigeria	20 407	1 735	1 658	9 778	2 902	0	0	36 416	7 663
Tanzania	21 504	8 117	53	13 373	463	12 548	0	39 928	1 745
Uganda	14 476	1 889	0	1 030	189	0	0	17 998	196
Other Africa	48 218	2 632	3 533	5 872	736	0	122	85 151	15 116
ASIA	233 212	40 652	12 505	80 652	13 726	1 699	1 773	226 955	7 698
China including Hong Kong	36 242	3 397	1 249	5 360	2 699	752	808	46 475	1 292
India	86 291	28 253	7 253	61 789	3 790	0	443	85 877	1 181
Japan	21 183	829	862	971	3 110	411	374	14 845	1 533
Malaysia	20 268	1 376	0	3 729	428	0	0	1 988	274
Singapore	11 173	1 345	2 650	2 641	964	0	0	4 622	844
South Korea	4 933	316	276	798	525	0	118	24 969	213
Other Asia	53 121	5 136	215	5 364	2 209	536	30	48 180	2 362
AUSTRALASIA	83 552	14 022	20 275	12 006	39 887	920	8 474	297 747	8 231
Australia	75 705	10 918	15 272	9 832	35 839	806	7 755	245 828	6 366
New Zealand	7 846	3 013	5 003	2 174	4 049	114	719	51 919	1 865
Other Australia	0	90	0	0	0	0	0	0	0
CENTRAL & SOUTH AMERICA	108 259	35 946	1 375	27 173	22 941	14 046	47	42 960	2 681
Argentina	6 520	1 599	241	1 020	1 435	0	0	4 507	0
Brazil	82 844	34 080	278	24 226	16 466	14 046	0	32 106	2 415
Chile	3 515	266	0	187	2 003	0	47	2 545	266
Other Central & South America	15 380	0	856	1 739	3 037	0	0	3 803	0
EUROPE	797 724	260 679	94 149	261 714	289 498	40 610	38 810	958 371	50 458
Austria	10 799	2 767	229	8 054	5 256	233	457	15 801	9 935
Belgium	23 907	8 697	2 895	8 902	12 251	986	2 223	23 194	1 974
Denmark	14 217	3 310	456	1 030	9 439	210	0	7 407	0
Finland	4 322	402	122	681	765	0	0	2 137	0
France	94 919	31 684	11 728	43 222	37 145	1 558	5 337	70 996	2 935
Germany	142 077	49 878	24 641	50 761	61 035	6 188	9 592	107 138	7 891
Ireland	17 547	3 123	740	2 960	2 819	0	0	43 968	8 110
Italy	46 135	11 984	3 149	11 079	10 351	776	2 187	47 639	701
The Netherlands	72 427	26 237	6 493	34 780	30 999	23 775	5 782	77 768	1 931
Norway	6 274	3 726	802	3 695	5 162	849	493	9 861	1 161
Portugal	12 201	4 551	2 062	3 898	2 156	1 332	730	16 654	609
Russian Federation	31 867	11 111	4 760	7 280	4 647	0	0	48 528	2 497
Spain	31 209	12 966	269	3 694	7 354	0	1 296	32 982	259
Sweden	10 688	8 624	1 265	6 785	7 023	302	900	6 765	1 659
Switzerland	34 329	11 559	2 495	9 593	7 889	87	828	12 744	729
Turkey	13 668	4 688	0	5 294	2 701	0	0	6 618	0
Uk	201 532	52 702	26 308	55 145	72 002	2 508	7 208	402 121	9 682
Other Europe	29 606	12 672	5 734	4 861	10 503	1 806	1 778	26 046	386
MIDDLE EAST	32 938	3 170	5 018	5 562	6 511	605	775	115 899	1 151
United Arab Emirates	5 092	1 563	119	948	671	0	0	13 224	0
Other Middle East	27 846	1 607	4 898	4 615	5 840	605	775	102 675	1 151
NORTH AMERICA	409 945	83 959	37 181	119 211	254 926	7 502	23 296	715 935	18 294
Canada	51 268	8 539	2 596	3 414	19 583	0	3 182	78 609	761
USA	358 675	75 420	34 586	115 797	235 343	7 502	20 114	637 319	17 533
Other North America	2	0	0	0	0	0	0	7	0
TOTAL	2 739 736	643 333	291 058	934 130	722 357	159 798	92 616	23 303 389	214 213

APPENDIX

	ACCOMMODATION BEDNIGHTS BY PROVINCE								
	Q2 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	1 322 986	923 106	68 405	203 699	97 565	36 748	42 063	18 440	26 725
Guest house	154 689	307 073	32 413	39 805	31 859	15 214	28 948	10 157	23 174
Bed & Breakfast	62 198	118 922	37 668	30 774	12 144	10 928	4 031	1 639	12 754
Game Lodges	46 908	23 637	45 037	50 611	279 338	197 120	61 423	13 736	4 547
Self Catering Units	198 305	455 335	42 679	34 398	19 680	29 534	19 845	1 642	132 712
Friends/Family	9 833 377	1 325 934	684 212	1 113 098	6 257 502	444 473	657 836	187 203	2 799 755
Backpacker hostels	14 773	40 993	5 991	78 670	18 979	393	0	0	0
Camping/caravanning	977	5 291	10 877	4 146	30 875	18 120	6 390	1 072	14 867
Hospital	2 418	4 596	415	58	8 123	0	0	330	2 148
Train/Ship etc	129	25 333	831	2 607	65	0	5 485	0	0
AirBnB	54 841	124 772	8 592	22 240	774	1 798	372	78	745
Couch	149	0	0	4 135	0	0	0	0	664
Other	958 848	508 382	157 497	151 306	64 239	98 080	49 996	2 813	626 626

	ACCOMMODATION LENGTH OF STAY BY PROVINCE								
	Q2 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	3.4	5.8	3.8	1.7	0.4	1.9	1.0	1.6	0.3
Guest house	1.0	6.6	3.3	0.5	0.1	1.1	0.8	1.0	0.2
Bed & Breakfast	0.4	3.9	3.6	0.4	0.0	0.9	0.1	0.2	0.1
Game Lodges	0.3	1.0	3.3	0.6	0.9	5.2	1.4	1.3	0.0
Self Catering Units	1.3	11.6	5.4	0.4	0.1	2.2	0.5	0.2	1.3
Friends/Family	15.8	14.2	18.6	9.6	11.8	11.0	11.1	12.0	12.8
Backpacker hostels	0.1	1.9	1.2	1.5	0.1	0.0	0.0	0.0	0.0
Camping/caravanning	0.0	0.3	2.0	0.1	0.1	1.3	0.2	0.1	0.2
Hospital	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Train/Ship etc	0.0	1.3	0.2	0.1	0.0	0.0	0.2	0.0	0.0
AirBnB	10.4	15.7	5.6	8.8	2.3	10.4	13.0	1.0	3.4
Couch	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Other	9.6	39.7	22.2	3.6	0.8	3.4	3.1	0.8	15.5

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway through a shallow, rocky stream in a lush green forest. She is smiling and looking down at the water. In the background, another person wearing a helmet and a grey t-shirt is also riding a Segway on a dirt path. The scene is filled with dense foliage and trees.

PURPOSE OF VISIT

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q2 2025									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	8.7%	4.6%	6.9%	3.5%	2.8%	1.6%	62.6%	3.9%	5.4%
Botswana	16.3%	4.7%	10.2%	14.1%	4.1%	0.9%	30.3%	12.9%	6.4%
Lesotho	1.5%	0.6%	2.2%	0.0%	1.4%	1.2%	82.8%	3.1%	7.2%
Malawi	8.3%	0.4%	44.2%	5.4%	6.1%	1.7%	28.3%	1.4%	4.1%
Mozambique	13.8%	7.0%	2.3%	0.4%	0.4%	2.2%	72.4%	0.9%	0.6%
Namibia	20.4%	0.9%	3.5%	10.7%	5.6%	5.0%	37.9%	1.1%	15.0%
Eswatini	7.8%	0.3%	3.1%	0.1%	1.0%	0.7%	69.2%	9.9%	7.8%
Zambia	5.4%	1.8%	34.7%	12.1%	6.0%	0.5%	31.2%	4.1%	4.3%
Zimbabwe	5.0%	8.0%	9.3%	5.4%	3.8%	1.5%	58.4%	3.4%	5.2%
Angola	24.1%	1.0%	0.5%	9.9%	9.9%	18.0%	18.6%	0.5%	17.6%
DRC	17.3%	0.0%	1.6%	9.5%	15.1%	3.7%	36.6%	0.8%	15.3%
Ethiopia	18.6%	0.0%	1.6%	13.2%	19.8%	0.0%	29.9%	1.5%	15.4%
Ghana	35.1%	1.3%	1.3%	1.2%	16.0%	2.7%	19.8%	0.0%	22.5%
Kenya	27.6%	0.8%	2.4%	8.1%	23.2%	0.9%	9.5%	1.7%	25.9%
Nigeria	26.9%	0.0%	1.1%	11.7%	14.8%	0.3%	25.3%	2.5%	17.5%
Tanzania	14.7%	0.8%	3.2%	6.2%	22.4%	1.7%	19.5%	4.2%	27.4%
Uganda	33.2%	0.0%	1.6%	5.1%	21.7%	10.0%	11.7%	0.0%	16.7%
Other Africa	19.1%	0.0%	3.8%	16.8%	19.4%	0.7%	29.5%	1.2%	9.5%
ASIA	27.5%	0.0%	0.3%	19.1%	20.8%	0.9%	22.2%	0.1%	9.0%
China including Hong Kong	19.1%	0.0%	0.0%	24.6%	18.3%	0.6%	31.6%	0.3%	5.5%
India	24.7%	0.0%	0.3%	23.3%	21.8%	1.5%	19.6%	0.0%	8.8%
Japan	24.1%	0.0%	0.0%	16.1%	29.9%	0.0%	20.8%	0.0%	9.1%
Malaysia	40.4%	0.0%	5.2%	25.5%	9.6%	0.0%	10.4%	0.0%	8.9%
Singapore	56.4%	0.0%	0.0%	3.9%	19.4%	0.0%	16.4%	0.0%	3.9%
South Korea	23.3%	0.0%	0.0%	1.7%	19.4%	0.0%	43.6%	0.0%	12.0%
Other Asia	30.4%	0.0%	0.0%	14.9%	20.5%	0.9%	19.4%	0.4%	13.6%
AUSTRALASIA	39.7%	0.2%	0.0%	3.3%	4.3%	0.2%	48.5%	0.2%	3.6%
Australia	41.3%	0.2%	0.0%	3.8%	4.4%	0.3%	47.1%	0.3%	2.6%
New Zealand	31.6%	0.0%	0.0%	1.0%	3.6%	0.0%	55.5%	0.0%	8.3%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	61.0%	0.0%	0.0%	7.6%	10.2%	0.0%	12.3%	0.7%	8.2%
Argentina	41.9%	0.0%	0.0%	16.9%	11.1%	0.0%	20.4%	0.0%	9.8%
Brazil	63.1%	0.0%	0.0%	7.7%	7.6%	0.0%	11.4%	0.9%	9.2%
Chile	45.7%	0.0%	0.0%	2.1%	29.1%	0.0%	12.6%	0.0%	10.5%
Other Central & South America	63.1%	0.0%	0.0%	4.1%	18.0%	0.0%	13.2%	0.0%	1.7%
EUROPE	46.0%	0.0%	0.0%	12.3%	8.7%	0.2%	27.7%	0.3%	4.8%
Austria	48.0%	0.0%	0.0%	11.8%	10.7%	0.0%	22.0%	0.0%	7.6%
Belgium	46.3%	0.0%	0.4%	8.3%	13.0%	0.0%	27.3%	0.0%	4.7%
Denmark	56.2%	0.0%	0.0%	13.7%	10.5%	0.0%	11.3%	0.6%	7.7%
Finland	28.4%	0.0%	0.0%	32.7%	13.0%	0.0%	18.2%	0.0%	7.7%
France	53.9%	0.0%	0.0%	12.4%	8.7%	0.1%	17.6%	0.4%	6.9%
Germany	54.7%	0.0%	0.0%	12.5%	6.7%	0.0%	20.5%	0.3%	5.3%
Ireland	31.7%	0.0%	0.0%	12.2%	5.2%	0.0%	49.6%	0.0%	1.4%
Italy	57.6%	0.0%	0.0%	11.7%	10.1%	0.4%	15.3%	0.4%	4.5%
The Netherlands	45.1%	0.0%	0.0%	13.6%	7.2%	0.5%	27.7%	0.4%	5.7%
Norway	47.6%	0.0%	0.0%	13.2%	7.2%	0.0%	20.6%	1.1%	10.3%
Portugal	31.7%	0.0%	0.0%	14.4%	18.8%	0.0%	31.6%	0.0%	2.7%
Russian Federation	41.0%	0.0%	0.0%	27.8%	14.4%	0.0%	13.8%	0.0%	3.0%
Spain	39.2%	0.0%	0.0%	18.0%	14.2%	0.0%	24.9%	0.0%	3.7%
Sweden	55.9%	0.0%	0.0%	5.5%	9.1%	0.0%	20.2%	1.0%	8.3%
Switzerland	54.8%	0.0%	0.3%	11.6%	10.9%	0.9%	17.8%	0.0%	3.7%
Turkey	35.4%	0.0%	0.0%	26.6%	20.2%	0.0%	11.0%	0.0%	6.7%
Uk	40.4%	0.0%	0.1%	7.8%	6.7%	0.1%	41.0%	0.2%	3.7%
Other Europe	35.7%	0.0%	0.0%	24.9%	11.9%	0.2%	20.5%	1.3%	5.5%
MIDDLE EAST	29.3%	0.1%	0.0%	7.8%	3.2%	0.0%	53.5%	0.1%	6.1%
United Arab Emirates	18.2%	0.0%	0.0%	23.3%	7.6%	0.0%	47.4%	0.0%	3.5%
Other Middle East	31.5%	0.1%	0.0%	4.8%	2.3%	0.0%	54.6%	0.1%	6.6%
NORTH AMERICA	58.0%	0.1%	0.0%	9.1%	5.6%	0.2%	20.0%	0.9%	6.2%
Canada	58.8%	0.0%	0.0%	3.9%	8.4%	0.0%	25.8%	0.0%	3.2%
USA	57.9%	0.1%	0.0%	9.8%	5.2%	0.2%	19.3%	1.0%	6.5%
Other North America	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%
TOTAL	15.8%	3.7%	5.6%	4.9%	3.9%	1.4%	55.9%	3.2%	5.4%

A woman in a black leather jacket and helmet is riding a Segway through a shallow stream, splashing water. In the background, a man in a grey t-shirt and helmet is also riding a Segway on a dirt path. The scene is set in a lush, green forest with many trees and ferns.

REPEAT RATE

APPENDIX

REPEAT VISITS BY COUNTRY					
Q2 2025					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	8.1%	11.5%	10.3%	9.8%	36.1%
Botswana	8.5%	6.4%	4.9%	6.4%	38.4%
Lesotho	0.8%	2.4%	2.5%	1.6%	44.8%
Malawi	9.8%	5.4%	11.9%	10.8%	56.7%
Mozambique	12.7%	16.9%	10.0%	7.6%	7.8%
Namibia	4.0%	8.3%	9.8%	13.5%	64.4%
Swaziland	1.5%	11.8%	12.1%	15.5%	46.7%
Zambia	18.8%	11.2%	11.2%	10.0%	41.9%
Zimbabwe	7.6%	13.3%	15.0%	13.7%	48.1%
Angola	18.4%	14.6%	9.6%	16.3%	41.1%
Democratic Republic of Congo	19.0%	12.7%	14.8%	23.4%	30.2%
Ethiopia	27.4%	16.2%	28.7%	16.7%	10.9%
Ghana	56.9%	17.5%	7.3%	9.8%	8.5%
Kenya	29.5%	17.2%	16.0%	16.5%	20.7%
Nigeria	47.8%	12.4%	15.5%	14.7%	9.6%
Tanzania	35.3%	17.8%	12.5%	9.9%	24.5%
Uganda	43.4%	16.5%	16.7%	13.3%	10.0%
Other Africa	30.9%	19.7%	18.2%	17.5%	13.6%
Asia	46.9%	22.2%	13.3%	9.5%	8.0%
China including Hong Kong	34.6%	19.7%	12.3%	19.7%	13.7%
India	51.1%	24.0%	14.1%	6.8%	4.1%
Japan	32.0%	27.4%	21.6%	8.0%	11.0%
Malaysia	66.2%	12.5%	8.1%	8.1%	5.2%
Singapore	54.2%	25.3%	8.3%	12.2%	0.0%
South Korea	40.1%	16.1%	13.5%	13.5%	16.7%
Other Asia	50.9%	21.1%	12.1%	5.1%	10.8%
Australasia	40.4%	22.9%	13.8%	12.9%	10.1%
Australia	43.2%	21.6%	12.5%	12.7%	10.1%
New Zealand	26.1%	29.5%	20.4%	14.0%	10.0%
Other Australasia	0.0%	100.0%	0.0%	0.0%	0.0%
South America	75.0%	11.2%	2.7%	4.8%	6.3%
Argentina	64.8%	15.0%	12.2%	4.6%	3.3%
Brazil	74.1%	11.5%	1.9%	5.7%	6.7%
Chile	78.2%	11.4%	7.4%	3.1%	0.0%
Other Central & South America	83.2%	8.1%	0.9%	0.5%	7.2%
Europe	47.1%	23.0%	12.0%	9.6%	8.3%
Austria	54.5%	19.6%	11.8%	8.9%	5.3%
Belgium	52.6%	27.1%	7.3%	4.3%	8.7%
Denmark	49.5%	25.8%	13.0%	7.7%	4.0%
Finland	50.2%	26.8%	6.9%	9.8%	6.4%
France	57.0%	19.2%	10.4%	5.9%	7.5%
Germany	51.8%	22.6%	10.1%	8.4%	7.1%
Ireland	38.6%	26.6%	9.4%	11.7%	13.7%
Italy	53.3%	23.8%	11.5%	5.9%	5.5%
Netherlands	50.2%	22.3%	12.1%	10.1%	5.2%
Norway	60.7%	17.7%	10.8%	6.8%	4.0%
Portugal	41.6%	20.3%	10.7%	12.3%	15.1%
Russian Fed	45.8%	27.1%	22.8%	1.2%	3.1%
Spain	46.7%	28.7%	13.4%	4.7%	6.6%
Sweden	53.0%	23.0%	8.5%	9.9%	5.5%
Switzerland	50.9%	24.9%	10.3%	9.2%	4.7%
Turkey	46.7%	29.0%	13.3%	11.0%	0.0%
UK	38.4%	22.5%	13.1%	13.6%	12.3%
Other Europe	45.8%	24.3%	15.7%	9.9%	4.3%
Middle East	36.0%	16.2%	17.6%	14.5%	15.7%
UAE	20.3%	21.7%	15.4%	31.7%	10.8%
Other Middle East	39.1%	15.1%	18.0%	11.2%	16.7%
North America	56.6%	19.2%	10.8%	7.3%	6.1%
Canada	58.7%	20.7%	6.3%	7.2%	7.2%
USA	56.3%	19.0%	11.4%	7.3%	5.9%
Other North America	0.0%	50.0%	0.0%	0.0%	50.0%
TOTAL	15.9%	13.3%	10.6%	9.7%	30.8%

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow stream, splashing water. In the background, a man in a grey t-shirt, shorts, and a helmet is also riding a Segway on a rocky path. The scene is set in a lush, green forest with many trees and ferns.

AGE CATEGORIES

APPENDIX

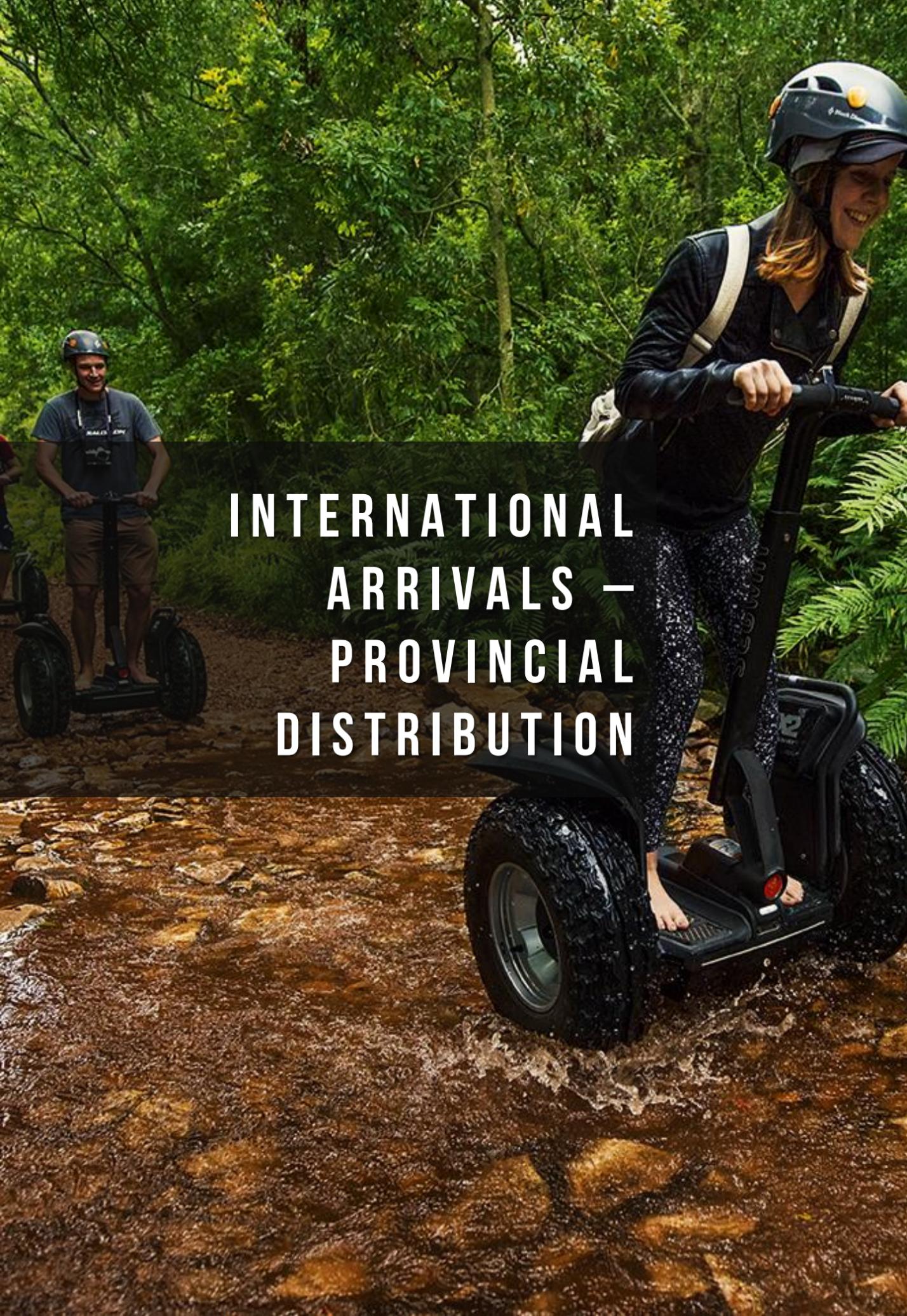
AGE CATEGORIES							
Q2 2025							
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	15.5%	20.3%	17.3%	18.6%	20.4%	5.5%	2.5%
Botswana	6.5%	11.9%	19.7%	22.8%	25.1%	7.0%	7.0%
Lesotho	23.9%	27.0%	19.4%	13.9%	10.9%	4.3%	0.6%
Malawi	3.4%	18.9%	17.8%	20.8%	32.5%	6.4%	0.2%
Mozambique	20.9%	25.3%	14.7%	16.7%	19.0%	2.9%	0.5%
Namibia	8.9%	12.3%	13.1%	19.4%	18.1%	14.1%	14.1%
eSwatini	26.3%	25.9%	22.0%	12.8%	11.3%	1.3%	0.3%
Zambia	6.7%	13.2%	14.7%	26.0%	27.3%	11.2%	0.9%
Zimbabwe	6.3%	12.7%	15.9%	22.8%	28.4%	8.8%	5.1%
Angola	2.8%	14.3%	14.9%	34.4%	24.5%	6.0%	3.1%
DRC	2.5%	15.4%	22.7%	31.1%	21.5%	6.0%	0.8%
Ethiopia	7.6%	15.6%	18.0%	30.0%	13.8%	13.6%	1.4%
Ghana	8.7%	18.6%	28.4%	24.8%	16.9%	2.5%	0.0%
Kenya	10.0%	15.6%	23.2%	24.9%	19.9%	3.2%	3.2%
Nigeria	6.7%	21.7%	21.1%	23.9%	22.2%	4.0%	0.3%
Tanzania	11.5%	14.4%	30.5%	21.0%	18.5%	3.4%	0.7%
Uganda	1.6%	18.3%	16.8%	24.9%	33.3%	3.4%	1.7%
Other Africa	4.9%	14.0%	18.2%	29.0%	25.8%	5.8%	2.2%
ASIA	5.7%	16.2%	20.2%	20.2%	28.0%	5.7%	4.0%
China including Hong Kong	7.0%	14.1%	26.5%	26.0%	18.3%	4.8%	3.3%
India	6.3%	14.6%	16.4%	21.2%	29.5%	9.1%	2.8%
Japan	10.8%	6.1%	17.4%	24.8%	33.0%	4.8%	3.2%
Malaysia	4.4%	13.0%	20.0%	28.1%	25.8%	0.0%	8.6%
Singapore	0.0%	25.8%	18.1%	10.3%	39.7%	6.1%	0.0%
South Korea	9.9%	21.7%	23.3%	25.8%	15.5%	1.1%	2.6%
Other Asia	2.7%	21.6%	23.0%	12.1%	30.6%	2.5%	7.7%
AUSTRALASIA	5.8%	11.8%	9.8%	15.9%	22.2%	12.4%	22.1%
Australia	6.0%	12.3%	9.9%	15.8%	21.3%	12.5%	22.2%
New Zealand	4.5%	9.8%	9.4%	16.2%	26.6%	12.0%	21.5%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
CENTRAL & SOUTH AMERICA	7.6%	21.1%	27.8%	21.4%	14.4%	3.4%	4.4%
Argentina	6.8%	17.0%	20.0%	23.0%	23.1%	6.5%	3.5%
Brazil	7.6%	23.1%	32.1%	20.9%	11.4%	1.0%	3.9%
Chile	10.4%	27.1%	12.4%	11.5%	27.2%	5.2%	6.1%
Other Central & South America	6.8%	10.7%	13.9%	26.1%	22.0%	13.6%	6.9%
EUROPE	6.4%	12.8%	14.4%	19.0%	27.3%	12.3%	7.7%
Austria	7.3%	15.8%	17.6%	21.8%	21.1%	8.0%	8.4%
Belgium	5.9%	10.4%	9.9%	16.0%	37.8%	16.5%	3.5%
Denmark	11.2%	6.2%	12.5%	19.7%	31.5%	11.7%	7.1%
Finland	0.0%	9.4%	6.5%	16.6%	43.6%	17.3%	6.4%
France	9.1%	12.8%	10.1%	17.2%	26.1%	12.8%	12.0%
Germany	7.4%	14.8%	12.3%	16.1%	26.0%	15.8%	7.7%
Ireland	5.8%	13.0%	12.6%	26.7%	23.1%	14.7%	4.1%
Italy	5.3%	13.0%	17.4%	20.8%	24.5%	11.8%	7.2%
The Netherlands	6.8%	9.6%	14.1%	18.8%	30.9%	14.6%	5.2%
Norway	13.4%	6.6%	21.5%	15.9%	21.8%	14.8%	5.9%
Portugal	2.3%	17.9%	11.4%	24.6%	27.2%	11.2%	5.4%
Russian Federation	7.7%	13.2%	28.0%	33.2%	11.8%	6.1%	0.0%
Spain	3.6%	14.6%	23.0%	22.1%	21.5%	10.3%	4.7%
Sweden	6.9%	9.1%	14.3%	17.7%	35.0%	14.4%	2.6%
Switzerland	6.2%	11.8%	12.6%	17.5%	34.6%	12.2%	5.1%
Turkey	4.5%	8.9%	22.1%	20.2%	30.9%	4.5%	9.0%
Uk	5.3%	13.3%	14.1%	19.0%	27.5%	10.8%	10.0%
Other Europe	6.2%	12.6%	22.2%	17.6%	30.7%	8.2%	2.4%
MIDDLE EAST	10.9%	18.5%	26.5%	17.4%	22.1%	2.2%	2.3%
United Arab Emirates	1.6%	17.6%	25.2%	17.4%	27.0%	9.5%	1.6%
Other Middle East	12.7%	18.7%	26.8%	17.4%	21.2%	0.8%	2.4%
NORTH AMERICA	8.3%	10.2%	12.3%	14.9%	22.9%	13.7%	17.7%
Canada	7.3%	10.1%	8.4%	13.1%	27.7%	14.6%	19.0%
USA	8.5%	10.3%	12.7%	15.1%	22.3%	13.6%	17.5%
Other North America	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	13.9%	18.9%	16.9%	18.4%	21.3%	6.6%	4.0%

A woman wearing a black helmet, a black leather jacket, and patterned leggings is riding a black Segway through a shallow stream. She is smiling and looking down at the water. The Segway has large, treaded tires and is splashing water. In the background, a man in a blue t-shirt and shorts is also riding a Segway on a dirt path. The scene is set in a lush, green forest with many trees and ferns.

ACTIVITIES

APPENDIX

ACTIVITIES UNDERTAKEN															
Q2 2025															
	Shopping	Nightlife	Theme parks	Trading	Visited a Casino	Adventure	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural, historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	80.5%	74.8%	44.8%	94.9%	70.9%	13.6%	76.4%	86.5%	43.1%	78.6%	16.8%	9.7%	0.0%	15.1%	40.5%
Botswana	3.4%	6.3%	1.1%	1.0%	0.4%	0.6%	4.1%	4.0%	2.2%	3.4%	0.2%	0.1%	0.0%	0.2%	0.7%
Lesotho	9.6%	34.0%	6.3%	2.5%	7.0%	3.1%	38.1%	20.6%	3.2%	27.2%	3.2%	1.2%	0.0%	1.5%	5.1%
Malawi	3.2%	1.2%	1.8%	29.1%	1.0%	0.3%	0.4%	0.0%	2.5%	1.6%	0.9%	0.1%	0.0%	0.3%	1.7%
Mozambique	25.0%	2.1%	0.7%	3.1%	0.7%	0.0%	0.0%	0.0%	2.5%	2.2%	0.1%	0.1%	0.0%	1.0%	0.8%
Namibia	1.8%	2.5%	3.4%	0.0%	1.4%	2.6%	4.5%	2.3%	1.9%	6.8%	1.3%	0.6%	0.0%	1.8%	5.3%
Eswatini	5.7%	1.5%	0.9%	2.0%	3.1%	0.7%	13.4%	3.3%	1.2%	3.0%	0.0%	0.1%	0.0%	0.2%	8.4%
Zambia	1.8%	1.6%	1.6%	10.3%	0.3%	0.3%	0.3%	3.0%	2.3%	1.8%	0.8%	0.4%	0.0%	0.6%	0.6%
Zimbabwe	26.8%	20.5%	22.6%	45.3%	49.9%	2.0%	11.3%	51.9%	16.5%	18.9%	3.7%	5.1%	0.0%	4.9%	13.5%
Angola	0.4%	0.7%	0.6%	0.2%	0.8%	0.5%	0.0%	0.3%	1.1%	1.5%	0.7%	0.3%	0.0%	0.5%	0.5%
DRC	0.4%	0.3%	0.8%	0.4%	0.5%	0.1%	0.0%	0.0%	1.2%	1.2%	0.4%	0.1%	0.0%	0.2%	0.4%
Ethiopia	0.1%	0.1%	0.2%	0.1%	0.0%	0.2%	0.1%	0.1%	0.3%	0.3%	0.2%	0.1%	0.0%	0.1%	0.1%
Ghana	0.3%	1.0%	1.3%	0.0%	2.4%	0.7%	0.4%	0.0%	0.8%	1.8%	1.1%	0.2%	0.0%	0.8%	0.7%
Kenya	0.5%	0.9%	1.4%	0.3%	1.3%	0.9%	2.4%	0.7%	1.7%	3.0%	1.5%	0.4%	0.0%	0.8%	0.7%
Nigeria	0.3%	0.8%	0.5%	0.1%	0.8%	0.4%	0.1%	0.1%	0.9%	1.4%	0.6%	0.2%	0.0%	0.5%	0.5%
Tanzania	0.3%	0.5%	0.4%	0.1%	0.6%	0.2%	0.3%	0.1%	1.3%	2.2%	0.6%	0.1%	0.0%	0.2%	0.2%
Uganda	0.1%	0.2%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.6%	0.6%	0.3%	0.0%	0.0%	0.3%	0.3%
Other Africa	0.7%	0.7%	0.7%	0.5%	0.7%	0.9%	1.0%	0.2%	2.8%	1.5%	1.2%	0.7%	0.0%	1.1%	1.0%
ASIA	2.2%	2.0%	5.0%	0.6%	9.8%	5.7%	2.5%	1.4%	11.8%	4.5%	7.1%	5.9%	1.0%	6.9%	5.2%
China including Hong Kong	0.4%	0.4%	0.9%	0.1%	0.1%	0.8%	0.3%	0.4%	2.4%	0.2%	1.2%	0.9%	0.2%	1.0%	0.7%
India	0.8%	0.7%	2.7%	0.2%	2.3%	2.1%	1.1%	0.9%	4.9%	2.2%	2.3%	1.8%	0.7%	2.5%	1.9%
Japan	0.2%	0.1%	0.4%	0.1%	0.6%	0.4%	0.2%	0.1%	1.3%	0.3%	0.4%	0.4%	0.0%	0.4%	0.3%
Malaysia	0.1%	0.2%	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.4%	0.3%	0.3%	0.4%	0.0%	0.5%	0.3%
Singapore	0.2%	0.2%	0.1%	0.0%	0.0%	0.6%	0.6%	0.0%	0.3%	0.2%	0.8%	0.5%	0.0%	0.6%	0.4%
South Korea	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.0%	0.3%	0.1%	0.2%	0.2%	0.0%	0.2%	0.2%
Other Asia	0.5%	0.3%	0.8%	0.1%	6.6%	1.3%	0.0%	0.0%	2.2%	1.3%	2.0%	1.7%	0.0%	1.8%	1.4%
AUSTRALASIA	1.7%	0.7%	4.6%	0.3%	2.7%	4.9%	2.5%	0.9%	1.8%	0.7%	5.7%	6.7%	2.2%	5.8%	4.0%
Australia	1.4%	0.6%	3.9%	0.1%	2.7%	3.8%	1.8%	0.4%	1.6%	0.4%	4.5%	5.6%	2.2%	4.9%	3.3%
New Zealand	0.3%	0.1%	0.7%	0.1%	0.0%	1.1%	0.7%	0.5%	0.2%	0.3%	1.2%	1.1%	0.0%	1.0%	0.7%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	0.9%	2.0%	2.8%	0.3%	2.8%	3.0%	0.9%	1.4%	2.5%	1.1%	5.1%	5.3%	0.2%	4.0%	2.7%
Argentina	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.3%	0.3%	0.2%	0.2%	0.1%
Brazil	0.7%	1.8%	2.0%	0.3%	2.6%	2.2%	0.0%	1.1%	1.8%	0.9%	4.0%	4.0%	0.0%	3.0%	2.2%
Chile	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.0%	0.2%	0.1%
Other Central & South America	0.1%	0.1%	0.6%	0.0%	0.0%	0.5%	0.6%	0.2%	0.3%	0.0%	0.6%	0.8%	0.0%	0.5%	0.2%
EUROPE	9.4%	14.3%	26.1%	2.6%	5.4%	50.3%	12.9%	7.3%	29.4%	8.6%	41.7%	45.3%	13.0%	42.8%	33.5%
Austria	0.1%	0.2%	0.8%	0.0%	0.1%	0.9%	0.1%	0.2%	0.4%	0.2%	0.8%	0.7%	0.2%	0.7%	0.6%
Belgium	0.3%	0.4%	0.7%	0.4%	0.0%	1.8%	0.4%	0.0%	1.0%	0.4%	1.8%	1.9%	0.0%	1.6%	1.0%
Denmark	0.1%	0.2%	0.3%	0.0%	0.1%	0.6%	0.0%	0.1%	0.5%	0.2%	0.5%	0.7%	1.8%	0.5%	0.4%
Finland	0.0%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.0%	0.2%	0.1%	0.1%	0.2%	0.3%	0.2%	0.1%
France	1.0%	1.5%	3.1%	0.3%	0.5%	5.9%	1.0%	1.1%	3.2%	1.7%	5.5%	5.7%	2.2%	5.3%	3.8%
Germany	1.5%	1.8%	5.1%	0.2%	1.4%	8.5%	1.4%	1.0%	4.5%	1.6%	7.5%	8.2%	1.5%	7.5%	5.6%
Ireland	0.3%	0.5%	0.5%	0.1%	0.0%	1.2%	0.2%	0.2%	0.7%	0.0%	0.8%	0.9%	0.5%	1.1%	1.0%
Italy	0.5%	0.6%	1.3%	0.1%	0.2%	2.6%	0.5%	0.3%	1.5%	0.5%	2.4%	2.2%	0.0%	2.2%	1.6%
The Netherlands	0.8%	1.4%	1.6%	0.3%	0.3%	4.8%	0.9%	1.2%	2.5%	0.8%	3.2%	4.1%	0.3%	3.6%	3.3%
Norway	0.1%	0.2%	0.3%	0.0%	0.0%	0.6%	0.0%	0.1%	0.3%	0.1%	0.5%	0.6%	0.2%	0.5%	0.4%
Portugal	0.1%	0.5%	0.2%	0.0%	0.1%	0.6%	0.3%	0.0%	0.7%	0.1%	0.6%	0.6%	0.8%	0.6%	0.4%
Russian Federation	0.3%	0.5%	0.9%	0.0%	0.0%	1.3%	0.9%	0.6%	2.1%	0.4%	1.2%	1.4%	0.6%	1.3%	0.9%
Spain	0.3%	0.5%	1.3%	0.1%	0.0%	1.3%	0.6%	0.0%	1.5%	0.3%	1.4%	1.4%	0.0%	1.3%	1.0%
Sweden	0.1%	0.2%	0.5%	0.0%	0.0%	0.9%	0.2%	0.0%	0.3%	0.2%	0.6%	0.7%	0.3%	0.6%	0.6%
Switzerland	0.3%	0.5%	0.8%	0.1%	0.3%	1.9%	0.2%	0.0%	0.8%	0.2%	1.4%	1.6%	0.0%	1.5%	1.1%
Turkey	0.2%	0.1%	0.4%	0.0%	0.4%	0.7%	0.4%	0.0%	1.2%	0.2%	0.8%	0.5%	0.0%	0.6%	0.5%
Uk	2.9%	4.9%	7.9%	0.9%	1.9%	15.2%	4.8%	2.2%	6.1%	1.2%	11.2%	12.3%	4.1%	12.5%	10.4%
Other Europe	0.3%	0.2%	0.2%	0.1%	0.0%	1.4%	0.8%	0.2%	1.8%	0.4%	1.5%	1.7%	0.2%	1.4%	0.8%
MIDDLE EAST	0.6%	1.1%	2.1%	0.3%	1.8%	1.2%	0.0%	0.0%	0.5%	0.9%	1.4%	1.6%	3.9%	1.6%	1.0%
United Arab Emirates	0.1%	0.1%	0.0%	0.3%	0.2%	0.3%	0.0%	0.0%	0.2%	0.1%	0.2%	0.1%	0.0%	0.2%	0.2%
Other Middle East	0.5%	0.9%	2.1%	0.0%	1.6%	0.9%	0.0%	0.0%	0.3%	0.8%	1.2%	1.5%	3.9%	1.4%	0.8%
NORTH AMERICA	4.8%	5.1%	14.7%	1.1%	6.7%	21.3%	4.7%	2.5%	10.9%	5.5%	22.2%	25.5%	79.7%	23.7%	13.0%
Canada	0.6%	1.0%	1.8%	0.4%	0.9%	2.8%	0.5%	0.2%	0.9%	0.5%	2.9%	2.8%	5.0%	2.7%	2.0%
USA	4.3%	4.1%	12.8%	0.6%	5.8%	18.6%	4.2%	2.3%	10.0%	5.1%	19.2%	22.7%	74.8%	20.9%	11.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

A full-page photograph of two people riding Segways through a shallow, rocky stream in a lush forest. The person in the foreground is a woman with long brown hair, wearing a black leather jacket, patterned leggings, and a black helmet with a headlight. She is smiling and looking down at the water. The person in the background is a man wearing a grey t-shirt, khaki shorts, and a black helmet. He is also smiling and looking towards the camera. The Segways are black with large, treaded tires. The water is splashing around the tires. The background is filled with dense green foliage and trees.

**INTERNATIONAL
ARRIVALS —
PROVINCIAL
DISTRIBUTION**

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
	Q2 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	786 705	85 616	34 359	144 888	552 914	63 055	64 585	15 126	243 852
Botswana	44 781	971	3 293	4 494	1 748	20 198	33 790	1 181	2 398
Lesotho	63 576	9 511	6 117	11 549	2 038	679	13 367	4 736	227 905
Malawi	55 320	4 642	1 158	2 217	0	0	1 804	0	0
Mozambique	67 982	1 702	629	1 707	420 843	1 563	820	0	1 486
Namibia	13 791	21 208	1 093	1 101	352	196	1 380	7 329	538
Swaziland	39 762	2 552	882	76 406	111 620	1 175	1 795	529	267
Zambia	30 562	1 874	1 637	7 291	555	790	1 530	70	203
Zimbabwe	425 223	28 003	16 426	33 799	14 008	37 422	8 674	1 064	10 544
Angola	5 350	2 034	111	305	31	84	69	0	111
Democratic Republic of Congo	6 508	1 022	315	829	133	166	91	91	0
Ethiopia	1 174	434	230	234	120	0	0	0	61
Ghana	4 584	2 797	179	563	185	0	89	0	0
Kenya	7 859	2 656	327	1 328	398	319	332	0	0
Nigeria	4 343	1 782	163	471	183	96	116	0	0
Tanzania	5 532	741	266	311	164	61	115	108	152
Uganda	2 327	643	100	351	50	48	100	0	50
Other Africa	8 030	3 045	1 432	1 933	484	257	513	18	137
Asia	27 420	16 788	4 043	7 665	3 394	2 728	2 067	507	568
China including Hong Kong	5 277	2 315	414	896	711	402	221	166	143
India	10 030	5 639	1 264	3 838	1 205	392	991	286	197
Japan	2 738	1 165	246	291	399	192	122	0	39
Malaysia	1 136	1 167	112	143	56	230	102	0	0
Singapore	1 577	1 385	449	69	123	0	202	0	69
South Korea	1 144	601	209	224	232	49	96	0	93
Other Asia	5 517	4 517	1 350	2 205	668	1 463	332	55	27
Australasia	17 149	15 011	2 750	5 657	6 305	2 646	2 436	738	1 285
Australia	14 260	12 153	2 305	4 966	5 584	2 222	1 996	738	1 132
New Zealand	2 889	2 859	440	692	721	424	440	0	154
Other Australasia	0	0	5	0	0	0	0	0	0
South America	13 643	9 827	1 083	721	6 302	1 783	2 138	21	222
Argentina	907	480	43	87	288	215	143	21	45
Brazil	10 342	7 538	948	388	4 792	1 070	1 591	0	133
Chile	507	420	40	56	111	111	87	0	0
Other Central & South America	1 887	1 390	52	189	1 111	388	316	0	45
Europe	81 515	121 076	23 277	21 673	35 756	16 513	8 211	2 025	3 039
Austria	1 141	2 003	675	234	713	253	214	19	0
Belgium	2 234	4 046	964	629	1 759	589	514	64	123
Denmark	1 182	1 480	211	229	503	638	92	156	27
Finland	411	528	51	147	40	106	55	24	0
France	9 419	13 985	2 553	3 254	6 072	1 536	671	175	270
Germany	13 195	21 206	5 074	2 947	7 600	3 129	984	301	513
Ireland	2 183	3 297	822	736	484	140	385	133	60
Italy	4 166	6 170	849	798	2 183	885	394	40	40
Netherlands	6 101	11 412	2 637	2 178	3 509	1 562	652	95	131
Norway	597	1 213	450	340	246	233	0	0	23
Portugal	1 407	1 626	247	375	244	149	168	57	0
Russian Fed	3 635	2 936	613	187	907	283	221	80	80
Spain	2 929	3 455	444	582	1 095	337	508	266	0
Sweden	945	1 945	283	300	595	253	78	44	0
Switzerland	2 545	4 044	602	417	1 061	602	231	121	285
Turkey	1 584	1 660	168	165	499	0	0	0	253
UK	24 219	36 973	6 303	7 366	7 049	5 114	2 211	354	1 169
Other Europe	3 622	3 098	332	791	1 195	705	833	97	66
Middle East	6 516	4 277	367	606	832	488	674	265	573
UAE	833	940	101	0	101	87	128	68	41
Other Middle East	5 683	3 337	267	606	731	401	546	196	532
North America	50 646	54 498	9 952	11 805	22 497	18 080	6 493	2 150	2 291
Canada	6 092	7 222	1 667	1 401	2 211	1 672	571	211	331
USA	44 553	47 276	8 284	10 404	20 286	16 408	5 923	1 939	1 960
TOTAL	983 595	307 093	75 832	193 015	628 001	105 293	86 602	20 833	251 831

A woman in a black leather jacket, patterned leggings, and a helmet is riding a Segway through a shallow stream in a lush forest. She is smiling and looking down at the water. In the background, a man in a blue t-shirt and helmet is also riding a Segway. The forest is dense with green trees and ferns. The water in the stream is brown and rocky.

TOP 20 ATTRACTIONS PER PROVINCE

APPENDIX

	GAUTENG TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Sandton City / Mandela Square	41.3%	41.3%	48.0%
Mall of Africa	5.7%	5.7%	16.0%
Apartheid Museum	20.8%	20.8%	15.8%
Did not visit any attraction	19.7%	19.7%	15.4%
Mandela House (Soweto)	16.0%	16.0%	14.4%
Tour of Soweto	15.1%	15.1%	12.8%
Menlyn Maine Shopping Centre	0.0%	0.0%	11.5%
Eastgate Mall	10.9%	10.9%	10.8%
Constitution Hill	7.6%	7.6%	7.0%
Rosebank	4.2%	4.2%	6.0%
Rhino and Lion Nature Reserve	12.2%	12.2%	4.9%
Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	6.0%	6.0%	3.9%
Union Buildings	6.2%	6.2%	3.8%
Fourways	1.1%	1.1%	3.0%
Newtown Market Theatre	1.3%	1.3%	2.7%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	4.8%	4.8%	2.5%
Braamfontein Neighbour Goods Market	5.8%	5.8%	2.2%
Walter Sisulu Botanical Gardens	1.8%	1.8%	2.1%
Montecasino	0.0%	0.0%	1.8%
Eastrand Mall	1.8%	1.8%	1.7%
Gold Reef City	1.6%	1.6%	1.6%

	WESTERN CAPE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
V&A Waterfront	72.6%	72.6%	75.2%
Cape Town Central City	59.8%	59.8%	60.7%
Boulder National Park	44.6%	44.6%	58.0%
Camps Bay	52.3%	52.3%	54.3%
Cape Point	57.0%	57.0%	52.2%
Table Mountain Cableway	55.5%	55.5%	50.2%
The Cape Winelands	43.5%	43.5%	49.3%
Canal Walk Shopping Centre	1.0%	1.0%	31.0%
Lion's Head	1.2%	1.2%	29.0%
Kirstenbosch Botanical Gardens	29.6%	29.6%	28.9%
Clifton Beach	25.8%	25.8%	24.6%
The Garden Route	24.9%	24.9%	21.0%
Table Mountain (not cableway)	29.3%	29.3%	20.9%
Muizenberg Beach	15.4%	15.4%	19.8%
Robben Island	18.6%	18.6%	16.3%
Hermanus	12.7%	12.7%	15.3%
Cango Caves	8.9%	8.9%	11.7%
Tsitsikamma National Park	12.0%	12.0%	11.7%
Cape Agulhas	7.6%	7.6%	11.1%
Cape Town Ostrich Ranch / Cape Point Ostrich Farms	7.5%	7.5%	9.8%
Cape Town Whale watching	4.3%	4.3%	7.9%

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Addo Elephant National Park	48.7%	48.7%	44.4%
Did not visit any attraction	15.8%	15.8%	27.6%
Storms River	29.9%	29.9%	21.5%
Boardwalk Shopping Mall	12.4%	12.4%	20.7%
Bloukrans Bridge Bungy (Highest Bungee)	12.2%	12.2%	17.1%
Greenacres Mall	10.6%	10.6%	13.6%
Walmer Park	8.7%	8.7%	13.0%
Tree Top Canopy Tour, Tsitsikamma Forest	8.1%	8.1%	8.3%
Nelson Mandela Museum (Mthatha)	4.6%	4.6%	8.3%
Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	2.1%	2.1%	7.9%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.2%	2.2%	7.4%
Wild Fly Fishing - Somerset East	1.3%	1.3%	5.4%
Nelson Mandela's Homestead / Gravesite (Qunu)	2.1%	2.1%	4.7%
Tiffendel Ski Resort	7.4%	7.4%	1.6%
Pumba Game reserve	0.7%	0.7%	1.1%
Vincent Park Mall	0.2%	0.2%	1.1%
Hemmingways Mall	1.1%	1.1%	1.1%
Kariega Game Reserve	0.9%	0.9%	1.0%
Amakhala Game Reserve	0.6%	0.6%	0.9%
Fountain Mall	0.0%	0.0%	0.6%
Beaches	2.3%	2.3%	0.4%

	KwaZULU-NATAL TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Gateway Mall	28.7%	28.7%	31.8%
Durban North Coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	21.9%	21.9%	30.5%
Durban North Beach	27.6%	27.6%	25.4%
Durban South Beach	23.9%	23.9%	18.7%
Drakensberg Mountains	22.9%	22.9%	17.9%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	19.5%	19.5%	17.4%
uShaka Marine World	17.7%	17.7%	16.9%
Did not visit any attraction	9.7%	9.7%	16.0%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	12.7%	12.7%	15.1%
Pavilion Mall	11.9%	11.9%	11.9%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	9.1%	9.1%	10.4%
La Lucia	16.3%	16.3%	9.4%
Florida Road (Durban)	12.0%	12.0%	7.3%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	3.4%	3.4%	6.7%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	7.3%	7.3%	6.3%
Moses Mabhid Stadium	4.7%	4.7%	6.0%
iSimangaliso Wetland Park	9.6%	9.6%	5.6%
Sodwana Bay	3.1%	3.1%	3.5%
Sun Coast Casino	4.4%	4.4%	3.4%
Valley of 1000 Hills (Phezulu, Krantzkloof Nature Reserve)	2.7%	2.7%	3.0%
Royal Natal National Park	7.6%	7.6%	2.7%

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	87.0%	87.0%	83.2%
Blyde River Canyon / God's Window	41.2%	41.2%	44.7%
Bourke's Luck Potholes	18.2%	18.2%	24.3%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives, etc.)	11.4%	11.4%	18.6%
Panorama Route	17.0%	17.0%	18.3%
Three Rondavels	0.1%	0.1%	13.4%
Pilgrim's Rest	9.9%	9.9%	11.2%
Hazyview Mall	7.8%	7.8%	9.7%
Sabie	7.3%	7.3%	8.9%
Dullstroom fly fishing	4.2%	4.2%	7.8%
White river	7.4%	7.4%	7.5%
Nelspruit Botanical Gardens	3.5%	3.5%	6.8%
Did not visit any attraction	3.0%	3.0%	6.0%
The Pinnacle	5.4%	5.4%	5.8%
Sabi Sands Game Reserve	6.2%	6.2%	5.7%
Mala Mala Game Reserve	1.5%	1.5%	5.4%
Sabi Sabi Game Reserve	5.8%	5.8%	5.2%
Crocodile River Enviro Park	2.5%	2.5%	4.3%
Londolozi Game Reserve	2.9%	2.9%	3.5%
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	0.9%	0.9%	3.3%
Sadwala Caves	2.1%	2.1%	2.6%

	LIMPOPO TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Kruger National Park via Orpen, Phalaborwa, Punda Maria	54.5%	54.5%	65.2%
Mapungubwe National Park	0.0%	0.0%	15.0%
Bela Bela Conservancy	5.3%	5.3%	12.5%
Did not visit any attraction	14.5%	14.5%	9.6%
Mapungubwe Cultural Landscape	4.7%	4.7%	7.0%
Nandoni Dam	0.7%	0.7%	4.0%
Soutpansberg Mountains	1.5%	1.5%	3.0%
Names of Resorts/Safari	0.0%	0.0%	2.6%
The Chuene Resort	0.1%	0.1%	2.3%
Ga (modjadji) / Motjaji	0.6%	0.6%	2.1%
Mabula Game Reserve	2.0%	2.0%	1.7%
Timbavati Game Reserve	1.6%	1.6%	1.3%
Mall of the North	0.0%	0.0%	1.1%
Moholoholo animal rehabilitation Centre	1.3%	1.3%	1.1%
Private Game Reserves	0.0%	0.0%	1.1%
Magoebaskloof	0.0%	0.0%	1.0%
Kapama Game Reserve	0.5%	0.5%	1.0%
Mapungubwe National Park	0.0%	0.0%	0.9%
Karongwe Game Reserve	1.3%	1.3%	0.9%
Lake Fundudzi	0.0%	0.0%	0.6%
Thorny Bush Game Reserve	1.2%	1.2%	0.5%

APPENDIX

	NORTH WEST TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Pilanesberg National Park	50.1%	50.1%	44.5%
Sun City Lost City	41.2%	41.2%	23.2%
Hartbeespoort Dam	11.7%	11.7%	10.5%
Waterfall Mall (Rustenburg)	5.9%	5.9%	9.5%
Did not visit any attraction	9.3%	9.3%	8.4%
Madikwe Game Reserve	7.0%	7.0%	8.2%
North-West University, Potchefstroom Campus	4.0%	4.0%	7.0%
Klerksdorp Mall	3.1%	3.1%	4.7%
Hartbeespoort Snake Park	4.8%	4.8%	3.6%
Ukutula Game Lodge	0.5%	0.5%	3.6%
Mooi River Mall	1.3%	1.3%	3.4%
The cradle of humankind	4.2%	4.2%	3.2%
Brits Mall	1.3%	1.3%	3.1%
Mafikeng Mall	2.3%	2.3%	2.3%
Magaliesburg Resort	2.8%	2.8%	1.9%
Bloemhof Dam Nature Reserve	0.7%	0.7%	1.9%
Elephant / Monkey Sanctuary	0.7%	0.7%	1.9%
Vredefort crater / Vredefort Dome	0.5%	0.5%	1.6%
Barberspan Bird Sanctuary	1.3%	1.3%	1.3%
Private Game Reserve	0.0%	0.0%	0.8%
Upside-down House	0.0%	0.0%	0.7%

	NORTHERN CAPE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Kimberley Big Hole	23.4%	23.4%	38.9%
Did not visit any attraction	33.7%	33.7%	25.9%
Diamond Pavilion Mall	9.7%	9.7%	24.1%
Kgalagadi Transfrontier Park	16.4%	16.4%	22.6%
Kimberley Mine Museum	17.6%	17.6%	18.7%
Augrabies Falls	13.3%	13.3%	15.1%
Mokala National Park	10.3%	10.3%	11.5%
Blue flag beach at Mcdougal Bay	1.9%	1.9%	4.1%
Sutherland and Carnarvon - Stargazing (Salt and SKA)	0.7%	0.7%	3.4%
Namaqualand Flowers	5.4%	5.4%	2.7%
San Cultural Villages (e.g. Khomani San Village etc) (Specify)	2.4%	2.4%	2.4%
Private Game Reserve	0.0%	0.0%	1.7%
Beaches	0.8%	0.8%	1.1%
Wintershoek Game Reserve	0.0%	0.0%	1.1%
Names of Resorts/Safari	0.0%	0.0%	0.8%
Karoo	0.5%	0.5%	0.8%
Kamiesberge	0.0%	0.0%	0.3%

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS		
	Q2 2019	Q2 2024	Q2 2025
Did not visit any attraction	31.8%	31.8%	28.3%
Waterfront	9.4%	9.4%	24.1%
Mimosa Mall	13.3%	13.3%	21.2%
Golden Gate Highlands National Park	20.6%	20.6%	15.8%
Welkom Mall	6.2%	6.2%	13.3%
Gariiep Dam	3.4%	3.4%	6.9%
Cheetah Experience	11.4%	11.4%	6.4%
Clarens Ash River Outfall	8.9%	8.9%	6.3%
University of the Free State	5.2%	5.2%	4.3%
Basotho cultural village	6.9%	6.9%	3.4%
Vredefort Dome	0.3%	0.3%	3.2%
Black Mountain Hotel	2.4%	2.4%	2.5%
Bushmen Paintings in Schaaplaats	1.9%	1.9%	2.4%
Farm	2.2%	2.2%	2.4%
Free State Stadium/Vodacom Park	2.4%	2.4%	2.1%
Maluti Cave Hiking Trail	1.9%	1.9%	1.7%
Sterkfontein Dam Nature Reserve	4.3%	4.3%	1.7%
Names of Resorts/Safari	0.0%	0.0%	1.2%
Can't remember	0.0%	0.0%	1.2%
Dihlabeng Mall	0.0%	0.0%	1.0%

A woman wearing a black leather jacket, patterned leggings, and a black helmet is riding a Segway through a shallow stream. She is smiling and looking down at the water. The Segway is splashing water as it moves. In the background, another person wearing a helmet and a blue shirt is also riding a Segway. The scene is set in a lush green forest with many trees and ferns. The ground is rocky and covered with fallen leaves.

PROVINCIAL TOP 20 VISITED ATTRACTIONS BY SOURCE MARKETS

APPENDIX

GAUTENG TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025

	Sandton City / Mandela Square	Mall of Africa	Apartheid Museum	Did not visit any attraction	Mandela House (Soweto)	Tour of Soweto	Menlyn Maine Shopping Centre	Eastgate Mall	Constitution Hill	Rosebank	Rhino and Lion Nature Reserve	Maobong Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	Union Buildings	Fourways	Newtown Market Theatre	Maropeng and Sekfokentem Caves (Cradle of Humankind)	Braamfontein Neighbourhood Market	Walter Sisulu Botanical Gardens	Montecasino	Eastrand Mall
AFRICA	46.4%	20.2%	4.4%	14.8%	5.6%	4.1%	11.7%	16.0%	2.1%	8.4%	1.2%	1.7%	1.9%	4.3%	1.2%	0.4%	1.4%	1.7%	2.2%	2.7%
Botswana	48.0%	21.0%	2.4%	21.4%	3.6%	0.0%	14.8%	6.0%	1.1%	7.7%	3.6%	2.2%	2.2%	3.6%	1.1%	0.0%	1.3%	1.1%	2.6%	1.3%
Lesotho	43.2%	10.3%	4.9%	38.9%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%
Malawi	36.8%	17.4%	4.1%	14.6%	5.5%	1.4%	5.4%	14.9%	1.4%	13.5%	1.3%	1.3%	1.4%	5.4%	0.0%	0.0%	1.4%	0.0%	1.3%	6.7%
Mozambique	58.8%	21.1%	0.6%	13.6%	1.4%	1.4%	19.2%	23.7%	0.0%	7.6%	0.0%	0.0%	2.0%	3.8%	1.4%	0.0%	0.6%	0.6%	6.0%	1.6%
Namibia	32.8%	21.4%	1.9%	24.7%	1.9%	3.8%	18.0%	11.2%	1.1%	7.5%	0.8%	1.1%	1.6%	4.3%	0.0%	0.0%	0.8%	3.4%	1.1%	0.8%
Eswatini	40.5%	22.0%	0.0%	27.9%	0.0%	0.0%	4.9%	9.8%	0.0%	4.9%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	46.0%	17.3%	3.3%	14.9%	5.6%	4.8%	14.8%	20.5%	1.6%	6.7%	0.0%	0.0%	2.4%	7.5%	0.8%	0.8%	2.5%	0.0%	4.2%	1.7%
Zimbabwe	41.2%	19.3%	1.3%	12.8%	2.8%	2.2%	5.3%	16.1%	1.0%	7.9%	0.3%	1.4%	0.7%	5.9%	1.1%	0.0%	0.6%	2.3%	0.7%	3.9%
Angola	47.4%	29.9%	5.1%	3.9%	5.6%	4.3%	34.8%	37.0%	3.8%	9.1%	0.0%	1.4%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	7.8%	2.2%
DRC	50.5%	18.4%	1.4%	12.5%	7.6%	4.0%	13.0%	20.9%	2.8%	12.0%	2.8%	2.5%	2.4%	3.4%	2.5%	0.0%	1.1%	0.0%	3.4%	1.1%
Ethiopia	52.5%	17.6%	5.3%	7.7%	10.5%	5.3%	7.2%	18.0%	2.3%	9.8%	0.0%	2.5%	2.6%	4.9%	4.9%	0.0%	0.0%	4.9%	2.6%	0.0%
Ghana	49.8%	21.9%	13.8%	17.8%	11.8%	6.0%	8.1%	13.9%	5.8%	5.9%	3.8%	3.9%	2.1%	4.0%	1.9%	1.9%	5.7%	3.9%	1.9%	2.1%
Kenya	56.1%	14.7%	17.6%	13.9%	13.6%	14.7%	15.4%	11.4%	5.2%	11.9%	3.2%	6.0%	2.0%	2.2%	4.1%	3.2%	2.0%	2.0%	3.3%	3.3%
Nigeria	54.9%	27.4%	5.4%	11.9%	10.5%	6.6%	15.5%	14.6%	5.1%	8.0%	2.3%	2.6%	3.4%	3.5%	1.1%	0.5%	1.2%	0.5%	3.1%	0.5%
Tanzania	55.9%	33.6%	11.5%	6.2%	13.7%	8.9%	15.2%	13.3%	5.8%	8.8%	1.0%	3.0%	3.8%	2.7%	0.9%	1.1%	2.8%	5.7%	0.0%	3.3%
Uganda	48.8%	19.1%	6.3%	6.3%	12.8%	8.5%	17.0%	6.3%	4.2%	8.5%	0.0%	0.0%	10.6%	2.1%	4.2%	0.0%	8.4%	2.1%	4.3%	0.0%
Other Africa	50.5%	15.4%	7.6%	20.8%	7.5%	5.4%	8.9%	12.9%	2.2%	7.7%	2.8%	0.5%	3.4%	1.3%	0.0%	0.1%	0.9%	1.2%	1.1%	2.7%
ASIA	54.1%	18.0%	14.6%	13.4%	13.3%	7.9%	12.9%	10.6%	3.5%	4.9%	7.1%	1.3%	3.7%	1.4%	5.2%	0.8%	1.4%	1.3%	1.7%	1.1%
China including Hong Kong	62.4%	21.0%	7.3%	13.3%	6.2%	5.3%	17.9%	11.7%	6.0%	2.8%	5.8%	1.8%	4.4%	1.6%	1.2%	1.8%	2.8%	0.5%	1.7%	1.3%
India	49.0%	19.1%	11.9%	15.9%	8.4%	7.5%	11.6%	4.5%	3.2%	7.6%	7.8%	0.8%	2.4%	1.2%	0.6%	0.0%	0.8%	1.8%	2.1%	0.9%
Japan	49.2%	19.3%	8.9%	13.1%	6.1%	7.5%	13.9%	2.8%	3.1%	1.4%	4.5%	1.4%	7.3%	2.8%	1.7%	4.2%	0.0%	2.8%	3.1%	0.0%
Malaysia	39.4%	16.6%	7.6%	9.9%	16.6%	16.6%	12.6%	22.8%	0.0%	0.0%	7.6%	0.0%	9.0%	9.0%	0.0%	0.0%	9.0%	0.0%	0.0%	9.0%
Singapore	42.2%	0.0%	32.8%	12.2%	32.8%	25.0%	0.0%	0.0%	7.8%	7.8%	17.2%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	51.0%	25.7%	9.7%	14.4%	13.2%	13.2%	22.1%	15.7%	5.6%	9.7%	8.4%	5.6%	2.8%	0.0%	2.8%	1.8%	2.8%	2.8%	7.1%	2.8%
Other Asia	64.7%	16.4%	26.4%	9.8%	26.5%	3.6%	11.9%	23.7%	1.2%	2.9%	5.0%	1.6%	2.4%	0.0%	22.4%	0.0%	0.6%	0.7%	0.0%	0.0%
AUSTRALASIA	36.0%	17.4%	20.1%	19.4%	17.1%	15.4%	12.8%	7.9%	8.9%	4.7%	9.2%	2.3%	3.1%	5.3%	1.8%	5.1%	1.3%	1.7%	1.7%	1.4%
Australia	38.3%	16.8%	20.9%	16.7%	17.3%	15.3%	12.2%	8.4%	8.0%	5.7%	9.3%	2.2%	3.1%	6.4%	1.1%	5.6%	1.5%	1.0%	2.1%	1.7%
New Zealand	24.2%	20.4%	16.2%	32.6%	16.1%	16.1%	15.5%	5.5%	13.3%	0.0%	8.4%	2.7%	2.8%	0.0%	5.5%	2.7%	0.0%	4.8%	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	54.7%	12.2%	41.1%	13.6%	33.4%	30.6%	9.8%	6.3%	24.7%	3.7%	9.4%	4.0%	8.9%	1.1%	0.2%	4.3%	3.8%	1.3%	3.1%	0.0%
Argentina	67.7%	17.1%	25.6%	13.5%	28.9%	26.0%	7.0%	4.4%	16.4%	2.1%	8.8%	4.9%	2.6%	2.6%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Brazil	60.1%	11.3%	40.5%	14.2%	35.5%	30.6%	8.8%	5.1%	28.0%	2.8%	7.9%	3.8%	8.6%	0.0%	0.0%	5.2%	3.9%	1.4%	3.8%	0.0%
Chile	49.8%	15.7%	38.9%	32.9%	35.7%	35.7%	10.9%	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	9.3%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	19.9%	13.8%	52.1%	5.1%	23.2%	31.3%	16.6%	15.3%	14.3%	10.3%	20.6%	6.1%	16.0%	6.6%	0.0%	0.0%	6.1%	1.8%	0.0%	0.0%
EUROPE	50.4%	11.7%	21.4%	16.4%	17.7%	17.1%	11.9%	6.8%	9.5%	5.5%	6.4%	6.6%	5.2%	2.0%	4.0%	3.3%	3.2%	3.1%	1.6%	1.1%
Austria	54.5%	4.0%	33.0%	17.1%	30.1%	26.1%	4.6%	4.0%	30.7%	8.5%	4.6%	14.8%	4.6%	2.3%	19.3%	1.7%	6.2%	0.0%	1.7%	0.0%
Belgium	32.1%	12.4%	19.9%	18.6%	22.5%	11.4%	12.7%	5.4%	2.7%	4.3%	4.2%	0.0%	9.8%	0.0%	2.9%	4.2%	4.2%	1.3%	0.0%	2.9%
Denmark	50.7%	4.6%	23.3%	18.4%	19.3%	14.7%	7.6%	10.2%	3.8%	14.0%	6.3%	0.0%	1.5%	0.0%	0.0%	1.5%	2.3%	0.0%	0.0%	0.0%
Finland	31.0%	0.0%	10.6%	37.4%	10.6%	10.6%	4.9%	4.9%	10.6%	0.0%	5.7%	10.6%	0.0%	0.0%	13.4%	7.6%	0.0%	5.7%	0.0%	0.0%
France	43.9%	6.8%	36.0%	21.0%	30.3%	34.3%	7.3%	4.7%	12.8%	4.2%	6.9%	13.0%	8.8%	2.9%	5.5%	3.3%	4.0%	6.8%	1.1%	1.0%
Germany	54.0%	8.9%	31.7%	15.4%	25.3%	24.5%	10.1%	9.0%	13.5%	4.5%	8.5%	11.0%	5.9%	0.4%	7.6%	3.0%	4.1%	2.1%	0.5%	0.0%
Ireland	57.8%	26.4%	3.7%	18.3%	7.3%	7.3%	18.5%	7.6%	3.7%	5.5%	6.4%	0.0%	0.0%	2.7%	0.0%	2.7%	0.0%	2.4%	0.0%	0.0%
Italy	44.9%	11.3%	27.5%	21.1%	25.1%	21.3%	9.0%	5.6%	11.8%	2.9%	2.4%	5.2%	5.2%	0.0%	4.2%	0.9%	6.6%	6.6%	2.4%	1.0%
The Netherlands	47.2%	14.4%	21.7%	14.0%	23.2%	20.1%	11.8%	5.8%	8.6%	6.1%	4.4%	6.7%	6.5%	2.3%	2.5%	3.3%	3.6%	3.0%	0.9%	0.8%
Norway	43.2%	7.6%	21.8%	14.9%	14.9%	14.9%	21.8%	3.8%	14.9%	9.9%	3.0%	11.1%	0.0%	3.0%	3.8%	14.1%	0.0%	6.1%	0.0%	0.0%
Portugal	50.6%	22.2%	7.7%	16.3%	8.3%	8.3%	18.6%	22.4%	2.4%	8.5%	8.3%	6.3%	2.4%	0.0%	2.0%	5.9%	3.9%	6.3%	4.4%	6.5%
Russian Federation	71.2%	7.3%	5.6%	16.9%	3.4%	5.1%	13.7%	3.4%	3.9%	1.7%	6.8%	0.0%	8.6%	0.0%	0.0%	0.0%	1.7%	0.0%	3.4%	0.0%
Spain	56.9%	22.1%	26.0%	13.2%	12.6%	15.0%	24.4%	17.4%	13.7%	10.4%	10.9%	4.7%	4.0%	0.0%	2.4%	4.3%	4.6%	4.7%	0.0%	0.0%
Sweden	52.5%	14.2%	31.5%	9.5%	25.5%	22.3%	14.0%	5.0%	12.5%	8.1%	6.7%	12.7%	8.1%	0.0%	11.0%	8.1%	6.3%	1.6%	0.0%	0.0%
Switzerland	53.6%	9.5%	25.7%	12.7%	19.0%	20.2%	14.1%	4.5%	10.9%	3.1%	4.1%	11.6%	3.8%	2.4%	9.2%	6.2%	6.2%	2.4%	0.0%	0.0%
Turkey	68.6%	5.4%	10.4%	20.9%	5.2%	5.2%	10.6%	5.2%	0.0%	5.2%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%
Uk	48.0%	13.9%	14.2%	14.8%	10.2%	9.7%	13.1%	6.1%	7.1%	5.4%	6.6%	4.4%	2.8%	3.7%	2.2%	3.9%	2.0%	2.9%	2.7%	2.0%
Other Europe	54.5%	8.9%	12.6%	16.6%	14.0%	12.6%	8.9%	3.4%	9.4%	11.9%	7.0%	2.5%	8.1%	2.6%	1.6%	2.1%	0.0%	0.0%	2.4%	1.8%
MIDDLE EAST	44.2%	33.8%	8.5%	10.9%	8.3%	7.4%	13.2%	12.4%	3.9%	2.9%	9.3%	2.0%	7.3%	6.5%	3.1%	2.3%	1.6%	2.2%	0.7%	1.6%
United Arab Emirates	33.6%	22.6%	7.2%	18.0%	0.0%	0.0%	7.2%	20.3%	0.0%	10.5%	0.0%	0.0%	7.2%	0.0%	7.2%	0.0%	0.0%	14.3%	0.0%	3.3%
Other Middle East	45.8%	35.4%	8.7%	9.9%	9.5%	8.5%	14.1%	11.3%	4.5%	1.8%	10.6%	2.3%	7.3%	7.5%	2.5%	2.6%	1.9%	0.4%	0.8%	1.4%
NORTH AMERICA	47.3%	10.0%	27.9%	16.0%	25.9%	25.0%	9.7%	6.6%	11.7%	2.7%	7.2%	7.4%	4.5%	1.4%	3.8%	5.8%	3.0%	2.2%	0.7%	1.1%
Canada	42.9%	12.9%	29.4%	13.9%	21.7%	23.0%	12.6%	7.4%	8.7%	3.7%	7.9%	6.4%	7.4%	0.0%	0.7%	11.8%	3.5%	2.9%	0.0%	0.0%
USA	47.9%	9.6%	27.6%	16.3%	26.5%	25.3%	9.3%	6.5%	12.2%	2.5%	7.1%	7.5%	4.1%	1.6%	4.3%	5.0%	3.0%	2.1%	0.7%	1.2%
Other North 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%
TOTAL	48.0%	16.0%	15.8%	15.4%	14.4%	12.8%	11.5%	10.8%	7.0%	6.0%	4.9%	3.9%	3.8%	3.0%	2.7%	2.5%	2.2%	2.1%	1.8%	1.7%

APPENDIX

WESTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025

	WESTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025																			
	V&A Waterfront	Cape Town Central City	Boulder National Park	Camps Bay	Cape Point	Table Mountain Cableway	The Cape Winelands	Canal Walk Shopping Centre	Lion's Head	Kirstenbosch Botanical Gardens	Clifton Beach	The Garden Route	Table Mountain (not cableway)	Mulzenberg Beach	Robben Island	Hermanus	Cango Caves	Tsitsikamma National Park	Cape Agulhas	Cape Town Otterich Ranch / Cape Point Otterich Farms
AFRICA	74.9%	42.7%	20.8%	44.4%	27.8%	28.6%	25.1%	38.8%	13.5%	11.1%	17.7%	5.1%	15.9%	10.4%	7.5%	3.7%	3.6%	2.3%	2.8%	3.9%
Botswana	88.1%	45.9%	12.0%	55.9%	22.1%	12.0%	12.0%	66.2%	11.9%	12.0%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	72.8%	26.7%	0.0%	20.2%	13.2%	19.9%	6.7%	39.5%	0.0%	6.6%	0.0%	0.0%	26.8%	6.6%	0.0%	7.0%	0.0%	6.6%	0.0%	0.0%
Mozambique	91.7%	55.8%	7.4%	32.7%	49.3%	13.4%	28.2%	38.7%	0.0%	13.4%	8.3%	15.7%	13.4%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	75.8%	59.0%	25.6%	42.9%	22.0%	23.8%	35.9%	47.1%	15.6%	10.1%	20.2%	5.4%	7.6%	10.5%	5.3%	6.5%	3.9%	1.7%	0.9%	4.7%
Eswatini	37.6%	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%
Zambia	75.0%	28.4%	17.9%	17.7%	17.2%	14.5%	17.9%	41.7%	13.9%	10.4%	17.7%	7.0%	17.3%	3.4%	3.8%	0.0%	3.4%	3.4%	3.4%	0.0%
Zimbabwe	64.9%	32.5%	13.9%	46.3%	29.1%	28.4%	22.8%	38.4%	13.8%	13.3%	20.7%	6.2%	19.5%	11.5%	5.9%	3.5%	4.8%	0.0%	2.6%	4.0%
Angola	85.1%	82.4%	40.7%	59.8%	44.4%	40.8%	37.4%	58.8%	13.0%	20.3%	17.7%	1.5%	16.0%	12.5%	9.4%	1.8%	6.8%	4.6%	6.8%	9.8%
DRC	82.1%	28.5%	6.5%	48.8%	31.7%	35.8%	22.0%	30.9%	13.0%	6.5%	13.0%	6.5%	13.0%	6.5%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%
Ethiopia	80.9%	73.4%	34.9%	54.0%	40.3%	27.3%	27.0%	12.3%	28.0%	13.0%	19.9%	20.9%	13.3%	27.3%	20.1%	6.9%	14.0%	0.0%	0.0%	0.0%
Ghana	84.1%	31.3%	6.4%	60.9%	15.8%	31.8%	32.2%	32.0%	6.2%	0.0%	9.8%	0.0%	13.0%	9.4%	12.6%	0.0%	0.0%	0.0%	0.0%	3.5%
Kenya	74.9%	31.7%	34.4%	50.1%	41.2%	31.6%	18.4%	31.9%	15.5%	12.6%	21.8%	0.0%	25.2%	16.4%	21.7%	8.9%	0.0%	6.3%	6.5%	3.4%
Nigeria	81.8%	45.4%	22.2%	56.7%	28.1%	43.8%	24.6%	30.0%	11.5%	14.5%	24.7%	6.2%	20.2%	11.9%	7.8%	2.8%	2.8%	0.0%	4.9%	2.5%
Tanzania	78.9%	42.9%	7.3%	36.6%	7.3%	27.7%	0.0%	13.9%	14.5%	6.6%	14.5%	0.0%	15.5%	0.0%	21.1%	0.0%	0.0%	0.0%	7.3%	0.0%
Uganda	84.9%	23.2%	31.0%	46.1%	15.4%	38.5%	15.6%	23.2%	30.4%	7.8%	30.4%	15.4%	23.2%	7.8%	22.9%	7.8%	0.0%	7.5%	7.5%	7.8%
Other Africa	80.4%	56.5%	47.0%	36.9%	39.8%	37.1%	29.3%	41.5%	20.6%	12.2%	14.9%	7.1%	12.3%	12.4%	4.4%	2.5%	7.0%	10.0%	5.6%	7.8%
ASIA	79.2%	66.0%	68.1%	46.1%	60.1%	62.2%	41.8%	33.3%	34.8%	27.7%	30.1%	21.8%	20.4%	16.6%	14.6%	25.8%	13.4%	11.0%	12.6%	19.9%
China including Hong Kong	66.8%	66.1%	57.0%	50.7%	58.0%	52.1%	50.9%	31.0%	31.0%	38.4%	23.2%	18.4%	19.0%	20.6%	16.7%	11.1%	18.2%	11.0%	9.1%	8.5%
India	74.3%	65.2%	70.3%	60.4%	68.1%	53.5%	33.9%	34.4%	33.9%	23.8%	28.5%	24.6%	16.3%	17.6%	19.0%	19.3%	21.1%	18.4%	12.0%	12.0%
Japan	55.2%	38.8%	51.3%	30.9%	30.9%	34.2%	30.3%	20.4%	17.1%	30.9%	17.1%	9.9%	21.0%	23.7%	3.3%	9.9%	3.3%	13.2%	3.3%	3.3%
Malaysia	90.4%	87.8%	83.0%	71.6%	54.6%	75.5%	55.4%	41.0%	32.3%	17.4%	21.0%	13.5%	0.0%	13.5%	8.7%	25.8%	0.0%	4.8%	12.2%	8.7%
Singapore	95.0%	61.9%	91.1%	52.0%	95.0%	91.1%	67.6%	48.0%	43.1%	18.9%	53.7%	0.0%	43.1%	14.6%	34.1%	24.5%	14.6%	14.6%	5.0%	14.6%
South Korea	85.0%	56.1%	52.7%	59.4%	47.4%	60.8%	54.1%	19.3%	39.2%	44.9%	8.7%	27.1%	25.1%	24.1%	12.0%	10.6%	18.4%	4.9%	14.0%	4.9%
Other Asia	89.5%	70.8%	66.3%	19.8%	51.0%	73.3%	37.0%	31.6%	39.9%	29.4%	37.0%	31.3%	23.5%	11.9%	6.7%	47.9%	6.3%	2.5%	19.6%	46.5%
AUSTRALASIA	70.1%	51.4%	48.2%	45.2%	49.6%	42.0%	48.1%	18.2%	26.5%	22.0%	23.7%	17.7%	16.0%	13.5%	13.9%	13.0%	9.5%	10.4%	7.0%	7.2%
Australia	70.9%	53.2%	51.2%	46.3%	50.7%	45.2%	50.8%	16.8%	28.0%	23.2%	24.6%	17.7%	18.0%	12.7%	14.1%	11.7%	9.4%	9.9%	7.4%	6.7%
New Zealand	66.5%	43.8%	35.5%	40.5%	45.1%	28.2%	36.4%	24.1%	20.5%	17.0%	20.0%	17.7%	7.4%	17.0%	13.1%	18.3%	10.2%	12.1%	5.4%	9.5%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	73.9%	70.3%	75.3%	60.6%	76.1%	68.2%	48.0%	20.4%	38.7%	27.6%	31.5%	26.5%	29.0%	30.1%	19.2%	10.4%	9.8%	15.3%	12.1%	5.1%
Argentina	75.9%	72.9%	67.1%	55.2%	58.2%	58.6%	66.4%	18.8%	40.4%	31.1%	37.4%	32.5%	50.8%	31.1%	31.6%	13.3%	12.9%	4.9%	18.8%	18.2%
Brazil	80.4%	71.6%	75.1%	68.2%	78.5%	71.5%	47.2%	22.7%	43.2%	29.9%	36.5%	31.3%	33.4%	36.4%	18.9%	8.9%	10.2%	19.4%	12.1%	5.3%
Chile	83.0%	66.1%	75.2%	68.0%	69.8%	88.5%	52.9%	3.8%	28.3%	30.4%	18.8%	11.3%	15.1%	15.1%	17.0%	16.9%	5.6%	5.6%	5.6%	0.0%
Other Central & South America	35.2%	63.3%	79.4%	19.0%	70.9%	47.9%	44.2%	13.7%	16.6%	13.0%	5.9%	3.2%	1.8%	0.0%	16.9%	15.2%	8.2%	0.0%	12.3%	1.4%
EUROPE	76.9%	67.3%	63.7%	60.0%	53.8%	50.1%	57.2%	35.4%	31.1%	34.3%	26.4%	25.5%	22.8%	25.6%	18.5%	19.5%	14.9%	15.2%	13.6%	10.7%
Austria	71.8%	63.1%	71.5%	63.1%	56.7%	56.0%	60.5%	43.7%	43.0%	56.6%	33.6%	29.8%	33.3%	25.2%	18.7%	29.7%	12.9%	19.0%	22.0%	8.4%
Belgium	74.4%	70.8%	56.5%	49.6%	53.4%	43.8%	57.6%	27.0%	30.3%	38.9%	21.1%	20.5%	27.2%	29.0%	20.4%	19.5%	19.4%	17.7%	15.5%	8.4%
Denmark	69.6%	68.5%	64.5%	59.7%	54.0%	50.5%	65.8%	44.2%	21.1%	26.1%	18.7%	17.9%	14.8%	25.5%	18.2%	22.9%	21.7%	14.2%	14.4%	13.5%
Finland	82.0%	71.0%	65.0%	58.2%	56.8%	38.1%	63.4%	44.7%	29.0%	28.4%	16.5%	33.7%	48.5%	29.9%	14.8%	8.9%	20.1%	24.6%	14.2%	8.3%
France	79.5%	69.8%	69.6%	59.5%	67.5%	55.0%	66.5%	36.8%	38.9%	38.2%	27.5%	24.5%	26.8%	30.1%	25.4%	21.7%	15.6%	17.4%	17.8%	13.8%
Germany	78.9%	73.3%	64.7%	59.8%	57.7%	55.5%	56.1%	31.3%	35.4%	35.5%	27.8%	33.3%	21.0%	25.6%	17.9%	18.6%	12.3%	20.7%	13.6%	10.6%
Ireland	70.6%	52.7%	49.1%	56.9%	39.0%	40.2%	58.2%	39.8%	17.9%	35.2%	18.7%	24.8%	15.9%	12.3%	10.5%	23.9%	19.5%	16.7%	16.1%	8.3%
Italy	80.4%	73.1%	75.4%	66.6%	60.1%	58.0%	55.5%	33.1%	38.0%	30.7%	25.0%	29.5%	27.6%	26.4%	27.5%	26.2%	12.2%	8.3%	18.2%	10.9%
The Netherlands	71.7%	66.9%	58.7%	49.8%	52.9%	42.3%	58.1%	34.0%	26.3%	35.7%	27.8%	23.5%	15.7%	24.8%	17.2%	14.0%	17.5%	14.6%	13.4%	9.1%
Norway	85.0%	75.9%	74.6%	78.8%	50.7%	69.0%	66.2%	42.8%	41.8%	35.7%	43.7%	41.2%	18.4%	23.3%	15.4%	17.1%	29.9%	24.2%	21.4%	5.3%
Portugal	87.6%	71.2%	61.6%	62.2%	41.7%	51.0%	59.2%	50.1%	23.2%	24.0%	35.0%	22.8%	19.2%	26.3%	9.0%	17.8%	13.4%	11.9%	9.8%	12.2%
Russian Federation	77.6%	63.6%	71.2%	69.1%	65.1%	60.9%	52.4%	18.8%	40.1%	40.3%	33.7%	17.5%	35.9%	30.7%	20.9%	20.3%	18.8%	11.2%	9.7%	17.0%
Spain	84.4%	65.5%	71.3%	71.3%	45.1%	66.1%	49.4%	30.6%	45.2%	38.1%	24.7%	24.7%	29.5%	17.4%	18.9%	16.6%	19.1%	15.1%	13.2%	7.8%
Sweden	80.8%	70.7%	70.2%	67.6%	54.2%	44.3%	59.3%	43.9%	32.7%	34.3%	29.9%	33.2%	26.7%	26.0%	16.1%	23.0%	13.2%	17.5%	16.7%	12.9%
Switzerland	83.2%	65.3%	67.7%	65.9%	57.1%	42.8%	55.6%	38.4%	37.1%	32.5%	29.7%	35.8%	27.4%	29.1%	18.3%	27.6%	24.4%	24.6%	18.6%	15.3%
Turkey	79.9%	75.0%	65.0%	75.1%	25.4%	40.0%	60.1%	65.1%	15.0%	39.6%	20.2%	14.8%	24.9%	35.0%	14.9%	15.1%	10.1%	9.9%	15.0%	15.1%
Uk	74.8%	62.6%	58.5%	59.1%	47.5%	44.7%	53.3%	36.0%	25.0%	30.8%	23.6%	21.2%	21.8%	24.0%	15.7%	17.6%	12.8%	11.2%	10.3%	9.6%
Other Europe	73.6%	70.5%	76.4%	62.3%	61.2%	65.8%	68.6%	41.1%	29.6%	31.4%	38.1%	26.0%	13.6%	31.5%	21.9%	27.0%	15.3%	14.3%	8.9%	12.4%
MIDDLE EAST	84.1%	63.2%	55.5%	49.1%	46.4%	44.9%														

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025																			
	Addo Elephant National Park	Did not visit any attraction	Storms River	Boardwalk Shopping Mall	Bloukrans Bridge Bungy (Highest Bungee)	Greenacres Mall	Walmir Park	Tree Top Canopy Tour - Tsitsikamma Forest	Nelson Mandela Museum (Mthatha)	Valley of Desolation / Owl House / Karoo /	Steele Biko Monument and Museum and Grave Site - (King William's Town),	Wild Fly Fishing - Somerset East	Nelson Mandelas Homestead / Gravestone (Qunu)	Tiffindell Ski Resort	Pumla Game reserve	Vincent Park Mall	Hemmingways Mall	Kariega Game Reserve	Amakhala Game Reserve	Not applicable
AFRICA	6.0%	72.9%	2.0%	7.3%	0.0%	4.1%	3.4%	0.0%	3.1%	0.5%	1.8%	0.0%	0.0%	0.0%	0.0%	2.6%	0.4%	0.0%	0.0%	0.0%
Botswana	0.0%	90.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	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%	0.0%	0.0%
Malawi	0.0%	34.0%	0.0%	34.0%	0.0%	0.0%	0.0%	0.0%	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%	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%
Eswatini	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	5.8%	88.6%	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%
Zimbabwe	5.9%	67.5%	0.0%	7.4%	0.0%	2.5%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	62.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.9%	0.0%	0.0%	0.0%
DRC	23.7%	23.7%	0.0%	52.7%	0.0%	23.7%	0.0%	0.0%	23.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	12.9%	75.5%	0.0%	11.6%	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%
Ghana	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	23.4%	76.6%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	14.0%	68.0%	0.0%	18.0%	0.0%	14.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	0.0%	41.2%	0.0%	20.2%	0.0%	40.4%	40.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	49.9%	0.0%	50.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	10.9%	69.1%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	15.1%	4.1%	15.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
ASIA	18.1%	44.5%	10.1%	20.3%	13.6%	15.7%	8.5%	2.4%	1.7%	2.6%	1.2%	2.2%	1.0%	1.7%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%
China including Hong Kong	21.7%	21.2%	27.2%	28.6%	28.6%	33.6%	33.6%	5.1%	5.1%	5.1%	11.5%	11.5%	10.2%	5.1%	0.0%	5.1%	5.1%	0.0%	0.0%	0.0%
India	31.0%	22.4%	4.7%	23.9%	28.6%	15.4%	6.0%	6.0%	3.6%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	0.0%	34.3%	34.3%	0.0%	15.7%	34.3%	15.7%	0.0%	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	55.0%	0.0%	45.0%	0.0%	0.0%	0.0%	0.0%	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	23.7%	33.3%	23.7%	23.7%	14.0%	23.7%	23.7%	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	10.6%	71.9%	3.6%	11.1%	0.0%	12.3%	3.0%	0.0%	0.0%	3.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	49.6%	18.3%	19.3%	19.5%	2.9%	16.2%	22.0%	10.9%	8.7%	8.7%	2.9%	10.9%	5.4%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Australia	52.2%	19.3%	19.5%	12.8%	0.0%	15.8%	19.3%	13.0%	10.4%	6.9%	3.5%	9.5%	6.5%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	36.8%	13.2%	18.4%	55.1%	18.4%	18.4%	36.8%	0.0%	0.0%	18.4%	0.0%	18.4%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	33.9%	13.1%	40.0%	13.7%	26.3%	0.0%	30.4%	0.0%	2.2%	13.1%	0.0%	12.3%	0.0%	0.0%	12.3%	0.0%	0.1%	1.5%	0.0%	0.0%
Argentina	55.5%	44.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	55.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	29.0%	12.9%	44.0%	14.0%	30.0%	0.0%	29.0%	0.0%	0.0%	15.0%	0.0%	14.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	40.1%	0.0%	40.1%	40.1%	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%	40.1%	0.0%	0.0%
Other Central & South America	100.0%	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%	0.0%	2.0%	0.0%	0.0%	0.0%
EUROPE	64.9%	7.8%	33.8%	28.5%	29.4%	18.7%	18.1%	12.4%	13.9%	12.9%	12.4%	9.2%	8.5%	2.8%	1.6%	0.7%	1.6%	0.8%	1.0%	0.5%
Austria	73.0%	0.0%	44.2%	23.0%	17.3%	10.5%	7.7%	14.4%	10.5%	7.7%	10.5%	10.5%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%
Belgium	51.5%	3.4%	35.8%	35.1%	29.1%	29.1%	28.7%	6.4%	29.1%	6.0%	19.1%	13.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%
Denmark	74.1%	12.9%	21.4%	30.6%	22.1%	8.5%	30.6%	0.0%	44.3%	8.5%	8.5%	22.1%	35.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	39.1%	0.0%	0.0%	0.0%	39.1%	0.0%	39.1%	0.0%	0.0%	0.0%	39.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	82.3%	10.9%	33.2%	25.6%	35.6%	25.9%	16.2%	14.6%	9.4%	16.0%	18.6%	13.8%	9.6%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	68.4%	9.2%	41.0%	23.2%	32.3%	14.8%	9.3%	16.2%	13.1%	11.5%	10.0%	6.7%	7.6%	0.7%	1.1%	0.0%	0.0%	2.2%	1.9%	0.0%
Ireland	41.9%	9.7%	29.1%	35.5%	16.1%	12.8%	22.5%	6.4%	19.2%	6.4%	6.4%	6.4%	0.0%	6.4%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%
Italy	69.7%	18.8%	30.2%	41.8%	27.9%	13.8%	9.2%	9.0%	16.0%	16.0%	11.5%	11.5%	9.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	57.7%	3.9%	29.5%	32.5%	26.8%	16.3%	28.7%	9.6%	10.0%	6.1%	7.2%	14.9%	7.7%	1.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.9%
Norway	85.3%	0.0%	52.8%	23.8%	52.8%	24.4%	9.7%	9.7%	13.7%	9.7%	4.0%	9.7%	9.7%	9.7%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	65.5%	11.2%	46.6%	23.3%	32.8%	37.1%	18.9%	9.5%	13.8%	0.0%	9.5%	9.5%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	76.9%	10.0%	66.9%	23.1%	20.4%	33.5%	23.1%	0.0%	0.0%	20.4%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	45.4%	13.2%	14.9%	13.2%	29.9%	29.9%	29.9%	29.9%	0.0%	14.9%	14.9%	0.0%	0.0%	14.9%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%
Sweden	89.0%	5.2%	37.1%	37.1%	64.0%	21.2%	10.2%	11.0%	15.4%	11.0%	5.8%	5.2%	20.6%	10.2%	5.8%	0.0%	0.0%	0.0%	5.8%	0.0%
Switzerland	81.7%	0.0%	30.2%	40.3%	49.2%	31.3%	24.2%	24.3%	33.2%	31.3%	28.4%	10.1%	20.1%	3.0%	0.0%	4.1%	4.1%	0.0%	0.0%	0.0%
Turkey	49.3%	0.0%	0.0%	50.7%	49.3%	0.0%	50.7%	0.0%	49.3%	49.3%	49.3%	50.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	59.5%	6.6%	28.1%	30.1%	25.6%	17.6%	20.0%	11.8%	13.8%	14.0%	13.8%	6.8%	7.9%	5.3%	3.1%	2.3%	3.0%	1.3%	1.4%	1.6%
Other Europe	39.0%	27.4%	28.4%	15.4%	5.7%	9.0%	0.0%	5.7%	9.0%	33.5%	9.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	6.1%	40.4%	0.0%	6.1%	0.0%	0.0%	0.9%	0.0%	0.0%	53.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	8.4%	18.0%	0.0%	8.4%	0.0%	0.0%	1.3%	0.0%	0.0%	73.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	53.6%	16.7%	20.0%	19.8%	13.7%	13.3%	10.1%	11.5%	4.9%	4.9%	7.3%	2.0%	3.5%	0.0%	1.0%	0.7%	1.1%	3.0%	2.4%	2.5%
Canada	55.8%	13.5%	20.7%	31.5%	17.1%	14.4%	18.0%	10.8%	13.5%	10.8%	7.2%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
USA	53.2%	17.4%	19.9%	17.5%	13.0%	13.0%	8.6%	11.6%	3.2%	3.7%	7.3%	2.4%	2.1%	0.0%	1.2%	0.8%	1.3%	3.6%	2.9%	2.3%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	44.4%	27.6%	21.5%	20.7%	17.1%	13.6%	13.0%	8.3%	8.3%	7.9%	7.4%	5.4%	4.7%	1.6%	1.1%	1.1%	1.1%	1.0%	0.9%	0.7%

APPENDIX

	KwaZULU-NATAL TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025																			
	Gateway Mall	Durban North Coast (Umhlanga, Umhloti, Ballito, Zimbali)	Durban North Beach	Durban South Beach	Drakensberg Mountains	Elephant Coast (e.g. Isimangaliso Wetland Park World Heritage Site.)	Ushaka Marine World	Did not visit any attraction	Drakensberg Gardens (Sani Pass / Amphitheatre / Cathedral Peak)	Pavilion Mall	Pietmaritzburg and Midlands (Midlands Meander, Mooi River, etc.)	La Lucia	Florida Road (Durban)	South Coast Beach Resorts and attractions	Zululand cultural villages (Richards Bay, Eshowe)	Moses Mabhida Stadium	Isimangaliso Wetland Park	Sodwana Bay	Sun Coast Casino	Valley of 1000 Hills (Pretzallu, Karkadood Nature Reserve)
AFRICA	25.6%	21.2%	22.0%	13.6%	2.0%	0.9%	21.2%	39.1%	0.9%	11.5%	2.8%	1.2%	7.2%	3.6%	1.3%	5.0%	0.5%	0.0%	4.1%	0.9%
Botswana	18.4%	4.2%	19.1%	15.0%	4.2%	0.0%	9.2%	53.1%	5.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	5.0%	0.0%
Lesotho	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	39.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	0.0%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.6%
Mozambique	43.5%	39.5%	28.1%	3.2%	0.0%	0.0%	23.2%	39.4%	0.0%	19.5%	0.0%	4.5%	26.8%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%
Namibia	32.5%	19.5%	13.0%	11.3%	0.0%	0.0%	11.3%	44.7%	0.0%	6.5%	0.0%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%
Eswatini	0.0%	0.0%	0.0%	46.6%	0.0%	0.0%	0.0%	53.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	9.0%	13.9%	14.1%	0.0%	0.0%	0.0%	4.5%	53.1%	0.0%	13.9%	4.5%	0.0%	4.7%	5.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	21.5%	20.4%	25.9%	9.7%	2.9%	0.0%	28.1%	40.7%	0.0%	10.4%	0.0%	0.0%	8.2%	2.9%	0.0%	8.0%	0.0%	0.0%	5.3%	0.0%
Angola	76.0%	72.5%	12.3%	12.3%	0.0%	0.0%	20.5%	0.0%	0.0%	63.7%	0.0%	12.3%	13.7%	10.3%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%
DRC	28.0%	20.0%	0.0%	20.0%	0.0%	0.0%	20.0%	72.0%	0.0%	20.0%	0.0%	0.0%	20.0%	9.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%
Ethiopia	0.0%	12.7%	0.0%	13.3%	12.7%	12.7%	26.5%	47.5%	12.7%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%
Ghana	0.0%	15.8%	33.3%	31.7%	0.0%	0.0%	31.7%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	17.5%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%
Kenya	51.2%	26.0%	31.4%	30.0%	0.0%	0.0%	49.4%	11.5%	0.0%	12.1%	12.7%	0.0%	0.0%	6.3%	12.1%	12.5%	0.0%	0.0%	6.3%	0.0%
Nigeria	43.7%	27.1%	34.7%	23.6%	4.9%	4.5%	25.0%	28.1%	0.0%	16.0%	11.1%	0.0%	16.0%	0.0%	0.0%	4.9%	0.0%	0.0%	4.9%	0.0%
Tanzania	17.3%	15.8%	31.5%	31.5%	0.0%	15.8%	15.8%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%	35.4%	0.0%	0.0%	0.0%	0.0%
Uganda	42.8%	57.1%	14.3%	57.2%	0.0%	0.0%	14.3%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	13.3%	15.8%	28.8%	6.8%	5.2%	3.1%	14.9%	42.0%	3.2%	6.4%	9.7%	0.0%	3.1%	0.1%	0.3%	3.1%	3.1%	0.0%	0.1%	3.5%
ASIA	53.4%	31.2%	42.3%	27.1%	7.5%	7.3%	23.8%	11.5%	7.1%	12.0%	4.4%	5.5%	5.2%	18.5%	10.4%	18.5%	2.0%	4.2%	2.0%	1.4%
China including Hong Kong	68.1%	51.9%	42.8%	23.2%	10.0%	4.7%	23.2%	4.9%	7.9%	15.1%	15.3%	18.1%	17.9%	0.0%	2.6%	7.5%	2.3%	2.6%	7.2%	2.6%
India	50.4%	40.6%	35.5%	11.1%	6.6%	7.1%	39.3%	9.0%	9.9%	19.7%	2.0%	5.6%	4.7%	4.7%	15.0%	1.5%	3.5%	7.8%	0.0%	1.2%
Japan	57.8%	42.2%	15.7%	0.0%	15.7%	44.6%	28.9%	13.3%	15.7%	0.0%	13.2%	15.7%	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%	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%	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 Korea	27.3%	27.3%	27.3%	13.0%	35.1%	9.0%	0.0%	37.6%	22.1%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%
Other Asia	59.9%	5.2%	63.2%	64.1%	5.0%	4.1%	1.2%	10.1%	0.0%	1.2%	2.6%	0.0%	2.5%	56.1%	8.9%	58.6%	0.0%	0.0%	2.5%	1.6%
AUSTRALASIA	39.3%	38.2%	25.4%	8.2%	22.2%	18.8%	10.8%	6.4%	19.7%	16.1%	19.5%	10.9%	5.3%	4.1%	5.1%	0.0%	1.4%	4.0%	4.1%	2.8%
Australia	39.2%	39.6%	27.7%	9.3%	22.4%	18.6%	12.3%	6.1%	18.5%	18.3%	22.2%	12.5%	6.0%	4.6%	4.6%	0.0%	1.6%	4.5%	4.7%	1.5%
New Zealand	40.2%	28.0%	8.4%	0.0%	20.1%	20.1%	0.0%	8.4%	28.5%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	11.7%
Other Australia	A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	8.8%	39.5%	9.5%	5.4%	18.4%	5.0%	22.2%	2.2%	3.3%	8.0%	6.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	72.9%	24.1%	51.2%	0.0%	0.0%	0.0%	24.1%	0.0%	27.1%	21.7%	21.7%	27.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	0.0%	34.2%	0.0%	0.0%	34.2%	0.0%	31.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	0.0%	28.6%	42.8%	0.0%	0.0%	0.0%	28.6%	28.6%	0.0%	0.0%	42.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	0.0%	60.6%	0.0%	20.5%	0.0%	19.0%	0.0%	0.0%	0.0%	20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	31.0%	35.6%	23.2%	21.5%	30.5%	29.3%	12.6%	7.9%	26.8%	8.9%	15.5%	15.9%	8.2%	6.7%	8.9%	4.7%	11.4%	5.3%	2.6%	4.2%
Austria	55.6%	100.0%	55.5%	33.3%	44.5%	44.5%	33.3%	0.0%	11.1%	0.0%	33.3%	44.4%	33.3%	33.3%	33.3%	0.0%	11.1%	0.0%	11.1%	22.2%
Belgium	20.5%	30.8%	4.6%	9.8%	45.2%	20.6%	5.1%	20.0%	35.4%	5.1%	20.0%	25.1%	5.1%	15.3%	5.1%	0.0%	30.2%	5.1%	5.1%	5.1%
Denmark	0.0%	19.7%	7.8%	0.0%	44.2%	23.8%	19.7%	0.0%	35.8%	7.8%	7.8%	20.4%	0.0%	19.7%	32.3%	0.0%	0.0%	0.0%	7.8%	7.8%
Finland	35.1%	35.1%	35.1%	0.0%	21.4%	0.0%	35.1%	51.2%	21.4%	13.7%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	24.6%	34.2%	20.3%	22.5%	41.2%	47.0%	12.4%	5.2%	35.5%	6.7%	22.9%	20.7%	4.6%	3.8%	19.9%	6.5%	7.9%	2.9%	2.9%	1.7%
Germany	28.1%	30.2%	22.3%	28.7%	33.2%	37.4%	10.1%	8.5%	37.8%	6.3%	12.0%	15.6%	8.3%	4.0%	9.5%	1.6%	11.0%	2.6%	0.0%	3.5%
Ireland	31.5%	31.5%	10.8%	19.0%	16.2%	30.6%	0.0%	0.0%	8.1%	0.0%	31.5%	8.1%	8.1%	0.0%	16.2%	8.1%	0.0%	16.2%	0.0%	16.2%
Italy	29.2%	21.8%	4.8%	12.3%	17.2%	32.0%	4.8%	26.6%	17.0%	5.0%	7.5%	4.8%	4.8%	9.5%	19.3%	7.5%	22.2%	12.5%	4.8%	7.5%
The Netherlands	31.7%	26.0%	27.9%	27.4%	34.4%	36.5%	19.2%	8.0%	35.0%	6.8%	10.4%	26.7%	18.1%	3.3%	4.4%	5.7%	19.8%	6.0%	1.1%	0.0%
Norway	55.7%	51.1%	43.7%	18.1%	68.5%	30.9%	19.5%	0.0%	56.4%	6.7%	19.5%	32.3%	32.3%	12.8%	12.8%	12.8%	30.9%	25.6%	12.8%	12.8%
Portugal	33.5%	40.9%	45.5%	27.3%	39.8%	18.2%	9.1%	7.4%	33.5%	15.3%	18.2%	9.1%	6.2%	24.4%	0.0%	15.3%	15.3%	0.0%	15.3%	0.0%
Russian Federation	0.0%	67.1%	0.0%	0.0%	0.0%	0.0%	0.0%	32.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	43.4%	33.3%	56.1%	11.4%	11.4%	31.6%	23.2%	11.8%	21.5%	11.8%	0.0%	22.8%	11.4%	0.0%	0.0%	11.4%	10.1%	11.4%	0.0%	0.0%
Sweden	34.6%	53.8%	15.3%	5.4%	44.7%	64.6%	10.4%	9.8%	44.7%	0.0%	4.9%	14.6%	19.5%	0.0%	20.0%	0.0%	43.5%	19.3%	0.0%	14.6%
Switzerland	29.0%	37.6%	18.8%	20.5%	41.9%	31.7%	37.6%	4.3%	58.1%	14.5%	29.0%	14.5%	20.5%	31.7%	12.9%	0.0%	24.8%	23.1%	14.5%	0.0%
Turkey	49.7%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.3%	50.3%	0.0%	0.0%	0.0%
Uk	36.4%	42.0%	25.1%	20.0%	23.1%	18.9%	12.5%	6.3%	17.1%	12.4%	15.9%	12.1%	5.5%	7.8%	3.9%	3.3%	6.8%	4.0%	2.2%	5.2%
Other Europe	8.7%	19.3%	16.4%	18.3%	36.9%	9.9%	3.2%	5.8%	7.6%	17.7%	7.1%	6.2%	3.3%	0.0%	0.1%	3.2%	4.0%	0.0%	0.0%	0.0%
MIDDLE EAST	2.5%	58.0%	5.0%	35.8%	13.2%	12.4%	30.8%	15.9%	9.7%	33.3%	43.1%	12.4%	30.8%	0.0%	0.0%	0.0%	8.9%	21.2%	30.8%	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	2.5%	58.0%	5.0%	35.8%	13.2%	12.4%	30.8%	15.9%	9.7%	33.3%	43.1%	12.4%	30.8%	0.0%	0.0%	0.0%	8.9%	21.2%	30.8%	0.0%
NORTH AMERICA	27.9%	29.1%	25.5%	20.7%	23.8%	27.														

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025																			
	Kruger Park via Skukuza, Numbi, Malelane.	Byide River Canyon / Gods Window	Bourne's Luck Potholes	Heziyview / Cable slide, Hot air ballooning, Abseiling.	Panorama Route	Three Rondavels	Pilgrim's Rest	Heziyview Mall	Sable	Dulleroom fly fishing	White river	Neispruit Botanical Gardens	Did not visit any attraction	The Pinnacle	Sabi Sands Game Reserve	Mala Mala Game Reserve	Sabi Sabi Game Reserve	Crocodile River Park	Londoni Game Reserve	Udenburg (voortrekker graves, Mapoch's caves).
AFRICA	24.5%	6.2%	2.1%	0.5%	4.5%	0.1%	1.1%	1.5%	1.1%	0.0%	5.5%	1.1%	57.3%	1.0%	1.1%	0.0%	1.1%	0.0%	1.1%	0.0%
Botswana	14.7%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	85.3%	0.0%	14.7%	0.0%	14.7%	0.0%	14.7%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	34.5%	31.0%	31.0%	0.0%	31.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	20.3%	0.0%	20.3%	0.0%	0.0%	0.0%	0.0%	20.3%	20.3%	0.0%	20.3%	0.0%	79.7%	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	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	76.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	62.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	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%
Ethiopia	25.9%	25.9%	0.0%	0.0%	25.9%	0.0%	0.0%	0.0%	0.0%	0.0%	25.9%	0.0%	48.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	46.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	78.9%	21.1%	0.0%	0.0%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	100.0%	0.0%	0.0%	0.0%	32.9%	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%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	47.1%	34.4%	0.6%	6.9%	15.1%	1.1%	14.9%	6.9%	0.4%	0.0%	21.2%	0.0%	52.9%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	79.2%	30.4%	20.9%	7.9%	15.8%	12.4%	4.2%	10.2%	7.7%	3.5%	8.0%	4.5%	7.0%	5.2%	3.5%	3.1%	3.4%	0.8%	2.7%	3.3%
China including Hong Kong	74.2%	38.6%	29.5%	26.8%	12.9%	13.1%	6.7%	16.6%	7.0%	3.0%	9.1%	10.5%	16.6%	6.2%	13.4%	6.7%	0.0%	3.7%	6.7%	9.7%
India	81.2%	13.7%	8.7%	0.0%	8.7%	9.8%	0.0%	13.9%	9.8%	0.0%	9.8%	0.0%	6.3%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%
Japan	78.9%	61.4%	21.1%	19.3%	22.9%	21.1%	11.4%	9.7%	0.0%	11.4%	0.0%	11.4%	0.0%	21.0%	0.0%	9.6%	0.0%	0.0%	11.4%	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%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	77.6%	8.7%	12.6%	0.0%	21.3%	0.0%	0.0%	8.7%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%
Other Asia	76.3%	30.5%	23.7%	0.0%	29.8%	18.5%	7.2%	0.0%	13.9%	0.0%	13.0%	4.8%	6.6%	7.2%	3.5%	0.0%	8.3%	0.0%	0.0%	6.6%
AUSTRALASIA	85.7%	34.9%	15.3%	9.9%	12.6%	6.8%	7.0%	5.9%	5.9%	3.7%	5.9%	4.8%	2.4%	1.2%	9.3%	2.4%	3.6%	3.5%	3.6%	1.1%
Australia	87.8%	34.2%	14.5%	9.1%	11.4%	6.4%	7.9%	6.7%	6.7%	4.2%	6.6%	5.4%	1.3%	0.0%	9.1%	2.7%	4.0%	3.9%	4.1%	1.3%
New Zealand	70.0%	40.1%	21.3%	16.2%	21.3%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	10.7%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	92.6%	36.0%	12.8%	7.8%	18.8%	18.8%	8.6%	2.3%	7.3%	4.5%	9.2%	0.8%	0.0%	5.1%	5.5%	0.0%	0.3%	0.0%	0.0%	2.3%
Argentina	84.5%	46.8%	38.6%	14.8%	38.6%	30.4%	7.3%	8.2%	14.8%	0.0%	16.5%	16.5%	0.0%	16.5%	8.2%	0.0%	7.3%	0.0%	0.0%	0.0%
Brazil	91.5%	35.5%	13.8%	5.1%	21.7%	22.1%	10.2%	2.6%	8.7%	5.1%	10.4%	0.0%	0.0%	5.7%	5.5%	0.0%	0.0%	0.0%	0.0%	3.0%
Chile	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	98.7%	38.7%	3.2%	18.2%	3.2%	3.2%	2.8%	0.0%	0.0%	3.2%	2.8%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	90.2%	55.0%	30.9%	24.2%	21.9%	16.8%	16.1%	11.8%	10.2%	10.6%	7.9%	9.7%	0.9%	7.7%	5.3%	7.3%	6.2%	5.8%	2.8%	5.0%
Austria	100.0%	60.1%	27.3%	33.6%	10.9%	18.2%	14.6%	30.9%	10.9%	20.9%	7.3%	2.7%	0.0%	7.3%	0.0%	13.6%	10.9%	0.0%	0.0%	7.3%
Belgium	94.9%	55.4%	24.7%	26.9%	28.4%	14.0%	10.8%	5.0%	12.5%	12.2%	9.0%	12.4%	0.0%	12.3%	3.5%	7.3%	3.6%	3.6%	3.6%	1.8%
Denmark	96.4%	60.2%	24.0%	25.6%	23.7%	10.9%	5.4%	14.7%	9.0%	9.3%	5.4%	23.7%	0.0%	5.4%	0.0%	12.9%	0.0%	5.4%	0.0%	10.9%
Finland	100.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%
France	94.0%	70.9%	36.6%	21.8%	22.0%	17.1%	20.8%	9.5%	8.3%	12.0%	6.3%	6.6%	0.6%	8.1%	4.5%	6.8%	4.9%	7.8%	2.5%	5.1%
Germany	93.1%	58.2%	32.0%	24.0%	22.3%	18.5%	18.8%	13.1%	10.8%	9.8%	9.2%	8.7%	0.0%	7.5%	3.9%	9.8%	5.5%	5.8%	3.1%	4.5%
Ireland	75.3%	35.6%	23.2%	23.2%	28.8%	10.9%	0.0%	12.3%	0.0%	12.3%	0.0%	35.6%	12.3%	0.0%	10.9%	0.0%	12.3%	12.3%	12.3%	10.9%
Italy	83.7%	59.4%	41.7%	23.5%	29.8%	28.0%	23.6%	3.6%	13.7%	6.4%	4.6%	8.9%	0.0%	9.1%	13.3%	3.6%	4.5%	6.3%	6.3%	6.3%
The Netherlands	95.1%	54.6%	27.9%	18.3%	32.9%	16.4%	11.2%	8.5%	15.1%	5.4%	10.2%	11.2%	0.8%	13.2%	1.7%	6.6%	2.8%	4.4%	2.5%	0.0%
Norway	90.7%	56.4%	41.7%	14.7%	25.0%	34.3%	27.0%	14.7%	9.3%	7.4%	17.7%	14.7%	9.3%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%
Portugal	90.4%	46.1%	23.5%	23.5%	19.1%	22.6%	20.8%	11.3%	0.0%	14.0%	9.6%	20.8%	0.0%	20.8%	0.0%	0.0%	0.0%	25.2%	0.0%	14.0%
Russian Federation	79.4%	55.0%	27.4%	13.8%	29.4%	27.4%	27.4%	0.0%	13.8%	0.0%	20.6%	0.0%	0.0%	6.8%	8.8%	13.8%	0.0%	0.0%	0.0%	13.8%
Spain	93.7%	63.9%	51.5%	30.1%	34.7%	24.0%	28.5%	17.5%	23.5%	23.5%	6.1%	12.1%	0.0%	11.4%	12.3%	6.1%	6.3%	6.3%	6.1%	6.3%
Sweden	100.0%	47.2%	27.1%	37.1%	7.6%	9.8%	2.5%	19.8%	0.0%	7.6%	2.5%	5.2%	0.0%	2.5%	0.0%	7.3%	12.5%	5.2%	0.0%	2.7%
Switzerland	87.5%	55.4%	39.9%	41.6%	39.9%	4.0%	38.2%	14.8%	15.4%	26.8%	0.0%	17.8%	3.4%	5.7%	5.7%	8.0%	7.4%	13.1%	1.7%	7.4%
Turkey	83.0%	33.4%	0.0%	33.2%	0.0%	0.0%	0.0%	33.4%	0.0%	17.0%	16.4%	17.0%	0.0%	17.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.0%
Uk	82.9%	40.4%	25.5%	25.3%	10.5%	13.4%	8.3%	14.5%	5.8%	10.3%	8.7%	9.5%	1.5%	3.2%	7.0%	6.8%	11.7%	4.9%	2.6%	4.6%
Other Europe	87.9%	43.2%	22.6%	17.2%	15.8%	16.6%	14.5%	8.2%	14.0%	2.5%	1.9%	7.4%	3.5%	9.8%	7.8%	2.5%	0.0%	5.8%	0.0%	6.9%
MIDDLE EAST	76.4%	8.2%	4.3%	11.4%	3.9%	1.9%	0.0%	2.7%	0.0%	4.3%	0.0%	0.0%	23.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	100.0%	0.0%	0.0%	59.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	73.1%	9.3%	4.9%	4.8%	4.4%	2.2%	0.0%	3.1%	0.0%	4.9%	0.0%	0.0%	26.9%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	87.4%	48.5%	27.5%	22.6%	19.3%	13.0%	9.8%	12.3%	10.9%	8.8%	7.5%	6.6%	0.6%	6.0%	7.4%	6.9%	7.2%	5.4%	6.6%	2.6%
Canada	90.4%	50.3%	39.5%	21.2%	19.7%	18.3%	6.2%	15.0%	4.1%	5.4%	12.3%	2.7%	0.0%	12.9%	7.5%	0.0%	5.4%	2.1%	8.1%	7.5%
USA	87.1%	48.3%	26.2%	22.7%	19.2%	12.4%	10.2%	12.0%	11.6%	9.2%	7.0%	7.1%	0.7%	5.3%	7.4%	7.6%	7.3%	5.8%	6.5%	2.1%
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	83.2%	44.7%	24.3%	18.6%	18.3%	13.4%	11.2%	9.7%	8.9%	7.8%	7.5%	6.8%	6.0%	5.8%	5.7%	5.4%	5.2%	4.3%	3.5%	3.3%

APPENDIX

LIMPOPO TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025

	Kruger National Park via Open- Plains, Punda Mara	Mapungubwe National Park	Bela Bela Conservancy	Did not visit any attraction	Mapungubwe Cultural Landscape	Nandoni Dam	Soutpansberg Mountains	Names of Resorts/Safari	The Chuenie Resort	Ga (modjadji) / Mojaji	Mabula Game Reserve	Timbavati Game Reserve	Mall of the North	Mohaleho animal rehabilitation Centre	Private Game Reserves	Mapotsoakloof	Kapama Game Reserve	Mapungubwe National Park	Karongwe Game Reserve	Lake Fundudzi
AFRICA	12.8%	0.0%	2.7%	52.0%	0.0%	9.1%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
Botswana	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%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	49.8%	0.0%	0.0%	0.0%	0.0%	0.0%	23.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	0.0%	0.0%	0.0%	68.0%	0.0%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	50.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	0.0%	55.1%	0.0%	44.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.9%	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	48.0%	0.0%	0.0%	28.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	23.7%	0.0%	0.0%	54.3%	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%
Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	0.4%	0.0%	0.0%	98.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	73.2%	5.8%	13.7%	9.3%	4.0%	10.1%	6.2%	0.0%	3.2%	4.8%	2.8%	1.0%	1.1%	0.0%	1.3%	0.0%	0.0%	5.8%	0.0%	0.0%
China including Hong Kong	63.5%	17.5%	22.7%	13.3%	5.7%	17.1%	0.0%	0.0%	0.0%	0.0%	5.7%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	17.5%	0.0%	0.0%
India	34.5%	0.0%	38.6%	46.2%	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%	0.0%	0.0%
Japan	19.9%	0.0%	0.0%	0.0%	0.0%	0.0%	20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	37.8%	37.8%	0.0%	37.8%	37.8%	37.8%	0.0%	37.8%	37.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.8%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	0.0%	40.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	59.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	91.5%	0.0%	3.0%	0.0%	0.0%	3.0%	3.0%	0.0%	0.0%	3.0%	3.7%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	42.4%	2.8%	0.0%	16.4%	5.7%	5.0%	0.0%	2.6%	0.0%	0.0%	3.0%	2.6%	0.0%	2.6%	5.6%	2.8%	2.6%	2.8%	0.0%	0.0%
Australia	43.6%	3.4%	0.0%	19.6%	6.8%	3.4%	0.0%	3.1%	0.0%	0.0%	3.6%	3.1%	0.0%	3.1%	6.7%	3.4%	3.1%	3.4%	0.0%	0.0%
New Zealand	36.3%	0.0%	0.0%	0.0%	0.0%	13.7%	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%
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	74.3%	6.9%	2.7%	8.0%	8.0%	1.3%	0.0%	1.1%	4.9%	0.0%	0.0%	6.9%	6.4%	0.0%	0.0%	8.9%	1.1%	6.9%	0.0%	0.0%
Argentina	81.4%	0.0%	11.0%	0.0%	0.0%	11.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%
Brazil	75.2%	11.5%	0.0%	13.3%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	13.3%	0.0%	11.5%	0.0%	0.0%
Chile	64.4%	0.0%	21.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	70.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.7%	0.0%	0.0%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	75.6%	15.8%	16.22%	3.5%	5.7%	4.1%	4.4%	1.1%	3.3%	2.6%	1.2%	0.9%	0.9%	0.9%	1.1%	0.6%	0.6%	15.8%	0.8%	1.6%
Austria	100.0%	10.3%	0.0%	0.0%	10.3%	20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%
Belgium	74.2%	15.8%	21.8%	14.8%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%
Denmark	67.9%	27.6%	21.7%	0.0%	14.6%	14.4%	7.3%	2.8%	2.8%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	27.6%	7.3%	7.3%
Finland	100.0%	81.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.1%	0.0%	0.0%
France	72.2%	14.1%	13.6%	3.5%	2.2%	9.2%	2.2%	2.2%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	4.0%	0.0%	4.0%	14.1%	0.0%	4.0%
Germany	82.6%	13.0%	23.1%	0.6%	8.0%	0.9%	6.5%	0.6%	2.5%	4.6%	0.0%	0.9%	1.7%	0.6%	0.0%	0.0%	0.0%	13.0%	0.6%	0.0%
Ireland	57.2%	57.2%	0.0%	42.8%	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%	57.2%	0.0%	0.0%
Italy	77.7%	6.8%	20.3%	4.5%	11.2%	11.1%	6.8%	0.0%	17.8%	6.8%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	6.8%	0.0%	0.0%
The Netherlands	84.0%	25.9%	19.9%	0.0%	4.6%	4.6%	1.5%	0.0%	1.9%	4.6%	0.0%	0.0%	1.5%	1.5%	0.0%	0.0%	0.0%	25.9%	1.9%	0.0%
Norway	90.2%	7.8%	18.7%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	18.7%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%
Portugal	65.7%	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%	15.7%	0.0%	15.7%	0.0%	0.0%
Russian Federation	56.5%	0.0%	0.0%	21.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	100.0%	60.6%	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%	60.6%	0.0%	0.0%
Sweden	93.5%	11.6%	23.7%	0.0%	5.8%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%
Switzerland	72.8%	28.4%	28.4%	19.0%	14.2%	18.3%	12.4%	0.0%	14.2%	18.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	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	66.7%	12.1%	11.3%	2.9%	5.1%	1.4%	3.8%	1.6%	3.5%	0.6%	3.2%	1.3%	1.3%	0.6%	1.3%	1.6%	0.7%	12.1%	0.7%	3.2%
Other Europe	84.1%	0.0%	16.7%	0.0%	1.7%	1.7%	1.7%	0.0%	0.0%	1.7%	0.0%	0.0%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	42.3%	0.0%	6.6%	0.0%	0.0%	5.2%	3.9%	0.0%	0.0%	7.1%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	68.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	36.6%	0.0%	8.0%	0.0%	0.0%	6.3%	4.7%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	64.1%	20.4%	13.0%	9.2%	9.7%	2.4%	2.3%	5.0%	1.8%	1.6%	2.3%	1.1%	0.4%	1.5%	0.6%	0.6%	1.1%	20.4%	1.4%	0.0%
Canada	76.6%	9.0%	20.7%	7.2%	12.6%	14.3%	2.7%	6.3%	7.2%	7.2%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	9.0%	2.7%	0.0%
USA	62.8%	21.5%	12.2%	9.5%	9.4%	1.2%	2.3%	4.9%	1.2%	1.0%	2.6%	1.2%	0.4%	1.3%	0.6%	0.6%	1.2%	21.5%	1.2%	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	65.2%	15.0%	12.5%	9.6%	7.0%	4.0%	3.0%	2.6%	2.3%	2.1%	1.7%	1.3%	1.1%	1.1%	1.1%	1.0%	1.0%	0.9%	0.9%	0.6%

APPENDIX

	NORTH WEST TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025																			
	Plainsberg National Park	Sun City Lost City	Hartbeespoort Dam	Waterfall Mall (Ratemburg)	Did not visit any attraction	Madikwe Game Reserve	North West University, Potchefstroom Campus	Klerksdorp Mall	Hartbeespoort Snake Park	Ukurula Game Lodge	Mooi River Mall	The cradle of humankind	Brits Mall	Marikeng Mall	Magaliesburg Resort	Blomhof Dam Nature Reserve	Elephant / Monkey Sanctuary	Vrededorst crater / Vrededorst Dome	Barbapen Bird Sanctuary	Not applicable
AFRICA	1.8%	28.9%	10.2%	11.7%	23.3%	1.7%	12.1%	4.4%	2.6%	0.0%	6.5%	0.0%	0.0%	7.9%	4.3%	0.0%	0.0%	1.9%	0.0%	0.0%
Botswana	0.0%	45.8%	22.9%	22.9%	27.1%	0.0%	0.0%	22.9%	45.8%	0.0%	27.1%	0.0%	0.0%	45.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	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%
Namibia	0.0%	24.6%	0.0%	0.0%	25.4%	12.7%	36.6%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	24.5%	0.0%	0.0%	37.8%	0.0%	12.6%	0.0%	0.0%	0.0%	25.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	0.0%	31.1%	15.9%	22.5%	13.1%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	8.6%	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%	54.5%	0.0%	0.0%	54.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.5%	0.0%	0.0%
DRC	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%
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%	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%
Kenya	0.0%	0.0%	0.0%	0.0%	73.1%	0.0%	0.0%	26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	15.3%	15.3%	0.0%	21.2%	16.5%	15.3%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	31.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	0.0%	53.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	50.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.9%	50.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	16.2%	34.3%	22.3%	7.3%	23.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	46.3%	43.7%	6.3%	20.6%	3.6%	3.2%	3.3%	9.0%	5.3%	5.9%	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%
China including Hong Kong	60.3%	38.8%	0.0%	39.7%	0.0%	9.5%	0.0%	19.8%	9.5%	0.0%	0.0%	10.3%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	33.5%	66.5%	0.0%	28.9%	0.0%	0.0%	0.0%	7.6%	6.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%
Japan	31.3%	31.3%	31.3%	0.0%	0.0%	37.4%	31.3%	31.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%	66.7%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	44.8%	9.4%	8.3%	7.5%	20.5%	0.0%	0.0%	8.8%	8.3%	8.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	55.6%	24.4%	11.7%	11.8%	5.7%	8.8%	0.0%	6.1%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.1%	3.3%	0.0%	3.3%	2.9%	3.1%
Australia	59.8%	29.7%	14.3%	7.5%	4.0%	10.8%	0.0%	7.5%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	3.8%	4.0%	0.0%	4.0%	3.5%	3.8%
New Zealand	36.8%	0.0%	0.0%	31.6%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	73.0%	26.8%	0.0%	1.0%	6.5%	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%
Argentina	85.3%	57.3%	0.0%	14.7%	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%
Brazil	66.1%	17.3%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	17.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.2%	0.0%	0.0%	0.0%
Chile	81.6%	27.4%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	100.0%	60.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	54.8%	21.4%	13.9%	5.3%	3.9%	15.6%	7.5%	4.2%	5.8%	4.2%	5.9%	6.9%	6.7%	1.3%	2.8%	3.7%	1.0%	1.5%	3.5%	1.4%
Austria	66.7%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	24.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	56.2%	18.8%	6.3%	0.0%	18.8%	0.0%	6.3%	12.5%	0.0%	0.0%	12.5%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	49.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	42.9%	0.0%	0.0%	0.0%	57.1%	57.1%	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%
France	58.6%	45.6%	18.0%	9.2%	0.0%	14.2%	13.0%	9.2%	5.0%	0.0%	0.0%	13.0%	0.0%	0.0%	5.0%	18.4%	0.0%	9.2%	5.0%	5.0%
Germany	70.1%	10.3%	5.5%	5.5%	4.8%	14.7%	8.5%	0.0%	12.9%	11.1%	5.5%	14.7%	5.5%	7.4%	0.0%	5.5%	0.0%	0.0%	11.1%	3.0%
Ireland	43.0%	13.7%	36.3%	0.0%	0.0%	20.7%	13.7%	0.0%	15.5%	0.0%	0.0%	15.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	55.5%	34.9%	9.6%	0.0%	0.0%	19.7%	0.0%	9.6%	0.0%	0.0%	15.2%	9.6%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	50.0%	15.6%	11.0%	4.6%	4.6%	30.2%	3.6%	3.6%	7.1%	3.6%	4.6%	0.0%	3.6%	0.0%	3.6%	8.1%	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	53.2%	32.9%	16.4%	0.0%	16.4%	13.9%	0.0%	0.0%	16.4%	16.4%	0.0%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	0.0%	0.0%	36.1%	0.0%	0.0%	36.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	61.8%	0.0%	0.0%	11.6%	0.0%	13.6%	0.0%	0.0%	0.0%	0.0%	13.1%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	41.9%	21.0%	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%	0.0%
Switzerland	89.3%	63.1%	26.2%	0.0%	10.7%	26.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.2%	0.0%	0.0%	0.0%	26.2%	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	40.8%	23.9%	16.9%	7.6%	4.3%	13.9%	4.6%	4.9%	8.2%	4.9%	7.1%	6.5%	5.7%	1.6%	7.9%	3.3%	0.0%	0.0%	6.5%	2.4%
Other Europe	82.5%	23.2%	17.5%	8.0%	0.0%	8.0%	24.7%	0.0%	0.0%	9.5%	0.0%	8.0%	14.9%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%
MIDDLE EAST	33.9%	6.0%	25.5%	21.4%	2.4%	4.8%	0.0%	23.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
United Arab Emirates	0.0%	31.8%	46.6%	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%	21.6%
Other Middle East	41.9%	0.0%	20.5%	26.4%	2.9%	5.9%	0.0%	28.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	49.3%	14.8%	9.4%	10.3%	7.3%	8.2%	9.3%	3.1%	4.0%	1.6%	2.0%	4.0%	4.1%	1.6%	0.0%	1.9%	0.0%	0.9%	0.0%	1.6%
Canada	58.0%	21.0%	0.0%	0.0%	0.0%	39.5%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	10.5%	0.0%	0.0%
USA	48.4%	14.2%	10.3%	11.3%	8.0%	5.2%	10.2%	3.3%	3.4%	1.8%	2.2%	4.4%	4.5%	1.8%	0.0%	1.1%	0.0%	0.0%	0.0%	1.8%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	44.5%	23.2%	10.5%	9.5%	8.4%	8.2%	7.0%	4.7%	3.6%	3.6%	3.4%	3.2%	3.1%	2.3%	1.9%	1.9%	1.9%	1.6%	1.3%	1.2%

APPENDIX

NORTHER CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025

	kimberley Big Hole	Did not visit any attraction	Diamond Pavilion Mall	Kgalagadi Transfrontier Park	Kimberley Mine Museum	Augrabies Falls	Mokala National Park	Blue flag beach at McDougall Bay	Stargazing (Salt and SKA)	Sutherland and Camarvon - Stargazing (Salt and SKA)	Namaqualand Flowers	San Cultural Villages (e.g. Khomani San Village etc) (Specify)	Not applicable	Private Game Reserve	Beaches	Wintersetok Game Reserve	Names of Resorts/Safari	Karoo	Kamiesberg	Nature or Game reserves	Nature or Game reserves
AFRICA	33.1%	23.7%	19.2%	0.0%	7.9%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	10.6%	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%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	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	47.3%	0.0%	52.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	100.0%	0.0%	0.0%	0.0%	50.0%	50.0%	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%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	0.0%	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%
ASIA	43.8%	26.6%	73.4%	0.0%	24.4%	14.9%	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%
China including Hong Kong	55.2%	0.0%	100.0%	0.0%	41.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	26.4%	47.1%	52.9%	0.0%	0.0%	26.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
Malaysia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	41.2%	9.5%	39.9%	20.2%	30.4%	10.8%	0.0%	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%
Australia	41.2%	9.5%	39.9%	20.2%	30.4%	10.8%	0.0%	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%
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%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	100.0%	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Argentina	100.0%	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	41.6%	20.6%	26.6%	29.8%	16.3%	28.2%	12.7%	9.1%	10.8%	8.5%	7.6%	0.0%	0.0%	0.0%	0.0%	3.4%	2.7%	2.6%	0.9%	0.0%	0.0%
Austria	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	40.3%	29.9%	11.4%	29.9%	40.3%	29.9%	0.0%	29.9%	29.9%	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	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%	0.0%
France	30.8%	0.0%	19.2%	19.2%	0.0%	19.2%	0.0%	19.2%	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%
Germany	48.2%	21.8%	24.1%	24.1%	6.0%	36.1%	0.0%	0.0%	0.0%	24.1%	18.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%
Ireland	0.0%	60.2%	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%	39.8%	0.0%	0.0%	0.0%
Italy	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	0.0%	75.5%	24.5%	24.5%	0.0%	24.5%	24.5%	0.0%	0.0%	0.0%	24.5%	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%	0.0%
Portugal	100.0%	0.0%	59.4%	100.0%	40.6%	0.0%	59.4%	0.0%	40.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	48.1%	0.0%	74.0%	26.0%	26.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.0%	0.0%	0.0%	0.0%	0.0%
Sweden	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%	0.0%
Switzerland	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	33.9%	18.7%	27.2%	0.0%	27.2%	47.3%	10.3%	10.3%	15.2%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Europe	31.1%	0.0%	0.0%	100.0%	0.0%	68.9%	31.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	15.4%	74.2%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	59.6%	0.0%	0.0%	40.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	38.6%	31.5%	9.4%	29.7%	20.5%	7.6%	22.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canada	56.8%	43.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	36.6%	30.2%	10.5%	32.9%	22.7%	8.4%	24.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
TOTAL	38.9%	25.9%	24.1%	22.6%	18.7%	15.1%	11.5%	4.1%	3.4%	2.7%	2.4%	2.3%	1.7%	1.1%	1.1%	1.1%	0.8%	0.8%	0.3%	0.0%	0.0%

APPENDIX

FREE STATE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q2 2025

	Did not visit any attraction	Waterfront	Mimosa Mall	Golden Gate Highlands National Park	Welkom Mall	Gariep Dam	Cheetah Experience	Clarens Ash River Outfall	University of the Free State	Basotho cultural village	Vrededorp Dome	Black Mountain Hotel	Busmen Paintings in Schapelaats	Farm	Free State Stadium/Vodacom Park	Maluti Cave Hiking Trail	Stekfontein Dam Nature Reserve	Not Applicable	Names of Resorts/Safari	Can't remember
AFRICA	49.3%	24.0%	19.0%	1.7%	6.1%	6.0%	1.7%	0.0%	0.0%	1.7%	3.3%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	58.2%	0.0%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	54.7%	0.0%	45.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	65.4%	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%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	52.2%	33.9%	18.3%	0.0%	0.0%	15.5%	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%	14.0%
Angola	0.0%	28.3%	28.3%	33.8%	37.9%	0.0%	33.8%	0.0%	0.0%	33.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	51.0%	49.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	0.0%	67.7%	35.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	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 Africa	86.5%	0.0%	0.0%	0.0%	13.5%	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%
ASIA	13.3%	31.1%	48.6%	8.4%	9.2%	0.0%	0.0%	8.3%	0.0%	3.7%	12.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China including Hong Kong	0.0%	70.6%	66.7%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	38.3%	38.3%	61.7%	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%
Japan	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%
Malaysia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	21.8%	21.8%	56.3%	0.0%	0.0%	21.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	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%
AUSTRALASIA	35.3%	18.2%	23.1%	17.1%	18.4%	5.4%	12.2%	12.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Australia	40.1%	7.0%	19.4%	19.4%	14.1%	6.2%	7.0%	13.7%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	0.0%	100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	70.5%	9.5%	0.0%	0.0%	9.5%	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%
Argentina	53.0%	47.0%	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%
Brazil	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%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	24.7%	26.4%	15.4%	30.7%	16.8%	6.2%	6.2%	12.1%	5.3%	9.6%	2.8%	8.4%	5.6%	0.0%	4.6%	5.8%	5.7%	4.8%	1.0%	0.0%
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	26.3%	50.0%	23.7%	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%
Denmark	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	12.4%	44.8%	42.8%	12.4%	0.0%	0.0%	12.4%	0.0%	12.4%	0.0%	32.4%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%
Germany	3.5%	19.8%	17.6%	61.7%	22.0%	0.0%	9.2%	19.8%	0.0%	31.3%	16.3%	16.3%	10.6%	0.0%	3.5%	0.0%	11.4%	0.0%	0.0%	0.0%
Ireland	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	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%
The Netherlands	0.0%	0.0%	0.0%	54.7%	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%	22.7%	0.0%
Norway	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	48.8%	0.0%	51.2%	0.0%	8.7%	21.3%	0.0%	27.5%	21.3%	0.0%	0.0%	21.3%	0.0%	21.3%	42.5%	21.3%	21.3%	0.0%	0.0%
Turkey	33.6%	32.7%	0.0%	0.0%	0.0%	32.7%	0.0%	0.0%	0.0%	0.0%	3.0%	32.7%	0.0%	0.0%	0.0%	0.0%	0.0%	33.6%	0.0%	0.0%
Uk	42.1%	32.8%	19.4%	11.8%	26.2%	0.0%	4.6%	17.4%	7.2%	3.1%	0.0%	0.0%	4.6%	0.0%	5.1%	4.6%	0.0%	0.0%	0.0%	0.0%
Other Europe	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%
MIDDLE EAST	0.0%	30.7%	7.1%	5.6%	39.1%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Arab Emirates	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	0.0%	25.4%	0.0%	6.0%	42.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	15.9%	22.7%	28.7%	14.6%	7.5%	11.3%	11.7%	2.9%	11.7%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%
Canada	31.9%	0.0%	68.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	13.3%	26.5%	22.0%	17.1%	8.8%	13.3%	13.7%	3.4%	13.7%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	28.3%	24.1%	21.2%	15.8%	13.3%	6.9%	6.4%	6.3%	4.3%	3.4%	3.2%	2.5%	2.4%	2.4%	2.1%	1.7%	1.7%	1.4%	1.2%	1.2%



Inspiring new ways



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THANK YOU