INTERNATIONAL TOURISM

3rd QUARTER
PERFORMANCE REPORT

Jul - Sep

20
25

South Africa
SOUTH AFRICAN TOURISM

TABLE CONTENTS

OVERVIEW

EXECUTIVE SUMMARY

International tourism in Q3 2025 delivered its strongest post-pandemic performance yet, combining robust visitor growth with record-breaking spend to firmly re-establish the sector as a rising economic engine.

- South Africa welcomed 2.7 million international visitors in Q3 2025, a strong +27.8% YoY rise that pushed arrivals +7.9% above Q3 2019, marking one of the most complete post-pandemic recoveries to date.
- Africa contributed 2.1 million arrivals (79.0% share; +28.7% YoY; +13.2% vs 2019), driven by Zimbabwe, Mozambique, Lesotho, Eswatini, and Botswana. Growth reflected elevated VFR activity, and steady land-route access, with Lesotho additionally boosted by the new 90-day visa introduced in May 2025.
- Europe delivered 280.3k arrivals (+21.7% YoY), reversing the dip seen in Q3 2024, though still –14.8% below 2019. The UK, Germany, France, and the Netherlands led volumes, showing firm YoY gains yet continuing their gradual rebuild toward pre-pandemic levels.
- The Americas reached 148.9k arrivals (+21.9% YoY; +0.9% vs 2019), effectively restoring pre-pandemic performance. The USA remained the anchor, supported by incremental gains from Brazil, Canada, and Argentina.
- Asia recorded 57.0k arrivals (+16.4% YoY) rebounding from Q2 softness but still –25.8% below 2019. China's weaker uplift reflected long-haul travel costs and visa constraints, while India led volumes, with Pakistan and Japan contributing to both scale and growth.
- The Middle East posted 29.0k arrivals (+66.6% YoY; +61.9% vs 2019), driven largely by Saudi Arabia (+92.9%) and the UAE (+77.5%). Albeit the small base, the region continues to outperform historical norms. Australasia rose to 42.3k arrivals (+43.1% YoY; +22.9% vs 2019), with Australia driving the rebound.
- Foreign direct spend rose to ZAR 24.7 billion (+20.3% YoY; +27.4% vs 2019), largely propelled by higher arrivals and relatively longer stays of 15.3 nights (up +27.2% YoY). Spending was also supported by improved distribution of tourists across provinces. These gains offset a slight drop in average spend per tourist (–4.8% YoY).
- Visiting Friends & Relatives (VFR) at 58.0% remained the strongest structural driver this quarter. Holiday at 16.5%, continued its recovery but still below its historical share, while Business & MICE reached 9.3%, broadly consistent with pre-pandemic levels.
- Accommodation patterns reflected travel purpose, with friends and family hosting (FFH) at 80.0% of bed nights. Paid options declined YoY: with hotels at 7.8%, and other below 3% apiece. African visitors skewed heavily toward FFH, while overseas visitors relied more on paid accommodation.
- Gauteng reached 1.1 million arrivals (+40.9% YoY; +60.1% vs 2019), driven by strong VFR flows and high activity in major retail hubs. Spend hit ZAR 12.0bn, supported by long stays (15.5 nights) and strong participation in shopping, eating out and social activities, with Sandton City and Mall of Africa the leading draws.
- Mpumalanga welcomed 736.0k arrivals (+39.8% YoY; +135.3% vs 2019) with spend at ZAR 2.2bn, boosted by sustained travel from Mozambique and Eswatini. Kruger National Park remained the central pull, complemented by strong engagement in shopping and wildlife/nature-based activities.
- The Western Cape received 347.5k visitors (+26.3% YoY; +5.6% vs 2019) and generated ZAR 5.4bn in spend. Holiday travel led, supported by VFR, with V&A Waterfront and Cape Town Central City remaining the top visited sites.
- KwaZulu-Natal registered 204.2k arrivals (+19.5% YoY; +23.5% vs 2019) and ZAR 1.3bn in spend, anchored by retail and coastal activity. Gateway Mall and the North Coast drove demand, with visitor activities centred on shopping, dining, beaches and natural attractions.
- North West reached 110.0k arrivals (+43.1% YoY; –13.9% vs 2019), shaped primarily by VFR (54.9%). Pilanesberg National Park and Sun City remained the key tourism magnets, while paid stays at hotels and game lodges grew modestly.
- The Eastern Cape recorded 76.8k arrivals (+35.4% YoY; +5.0% vs 2019), led by VFR and holiday travel. Addo Elephant Park and Boardwalk Mall drew the largest shares, aligning with strong participation in wildlife and natural-attraction activities.
- Northern Cape posted 24.8k arrivals (+24.6% YoY; +11.7% vs 2019) with VFR at 57.9%. Top attractions were the Kimberley Big Hole and Kgalagadi, while shopping and eating out dominated visitor activity choices.
- The Free State rose to 241.5k arrivals (+63.9% YoY; –0.2% vs 2019), largely driven by Lesotho-origin travel. VFR shaped most behaviour, though Golden Gate and Mimosa Mall attracted notable shares among active visitors.
- Limpopo received 100.7k visitors (–60.8% YoY; –78.9% vs 2019) with spend at ZAR 1.3bn, dominated by VFR and personal shopping. Kruger (Limpopo access) and Mapungubwe remained core drivers, reflecting the province's nature-and-leisure mix.
- Overall, strong inbound tourism and higher spend anchored Q3 2025 performance. As with Q2 2025, Europe and Asia continue to lag 2019 benchmarks, underscoring opportunities for future growth.

Q3 2025 INSIGHTS, OPPORTUNITIES AND CAUTIONS

Based on the Q3 2025 inbound survey tourism data analysis, some key insights, opportunities and cautions emerge beyond the topline recovery story.

❖ Emerging Insights

- **Africa behind South Africa's volume recovery, while long-haul markets remain uneven**

Africa contributes 79% of arrivals, has surpassed 2019 levels by +13.2%, and continues to widen its share due to strong land-border mobility and stable VFR flows. In contrast, Europe and Asia remain -14.8% and -25.8% below 2019, with China, India, Germany and the UK still depressed. This establishes a dual-speed recovery: regional volumes are strong, but global competitiveness in traditional long-haul markets remains fragile.

- **Tourism spend rose faster than arrivals at the back of high-value segments**

Despite modest long-haul volumes, foreign direct spend grew to ZAR 24.7bn (+27.4% vs 2019), with the Middle East, Americas, and Australasia delivering exceptional per-traveller spend. Asia posted the highest spend-to-arrivals ratio (658.7%), even with depressed arrivals. This indicates **value, not volume**, is powering revenue, with niche high-spend markets disproportionately shaping economic impact.

- **South Africa's tourist profile shifting**

VFR travel has climbed to 58% nationally, sharply overtaking holiday travel (16.5%). Age trends show steady increases in travellers over 30 relative to pre-pandemic levels, especially from Africa Land, indicative of an older, more socially connected traveller base. This shift is reshaping accommodation, with 80% of all stays occurring in friends-and-family homes, dramatically reducing the footprint of formal accommodation

❖ Opportunities

- **Capitalise on the dominant Africa Land market**

With 75.6% of arrivals coming by land but contributing only **41.5% of spend**, there is an opportunity to strengthen border-town tourism precincts, or create retail, transport, and experience bundles tailored to cross-border travellers.

- **Strengthening long-haul market competitiveness**

The Middle East (+66.6% YoY), Australasia (+43.1%), and Americas (+21.9%) are outpacing Europe and Asia, thus continuing to present growth opportunities for SA.

- **Conversion of extended stays into deeper geographic spread**

Average stay has risen to **15.3 nights**, yet national geographic spread remains extremely low (**8.8%**). This gap offers an opportunity to investigate multi-province itineraries or incentivise dispersal through discount passes and partnership packages.

❖ Cautions

- **Continued lagging 2019 in key long-haul markets**

Asia (-25.8% vs 2019), Europe (-14.8% .vs), and specific markets like China (-60.8%) and Germany (-25.7%) continue to lag. Without decisive intervention, South Africa risks erosion of market share and diminished high-value visitor flows.

- **Declining satisfaction drivers at entry points pose reputational and competitive risk**

Immigration, customs, and information availability are the largest sources of dissatisfaction. With long-haul travellers already fragile, poor first-touch experiences may deter repeat visitation and worsen competitive standing against regional peers.

- **The dominance of VFR and informal accommodation weakens tourism's economic yield**

With 80% of stays in private homes, formal tourism infrastructure is under-utilised, reducing prospects of job creation, investment, and local economic multipliers. The dominance of VFR travel creates structural vulnerability for the sector's revenue model.

KEY PERFORMANCE INDICATORS

		vs. 2019	vs. 2024
INTERNATIONAL TOURIST ARRIVALS	2.7 MILLION	+7.9% ▲	+27.8% ▲
TOTAL FOREIGN DIRECT SPEND	ZAR 24.7 BILLION	+27.4% ▲	+20.3% ▲
LENGTH OF STAY	15.3 NIGHTS	+27.4% ▲	+27.2% ▲
TOTAL BED NIGHTS	39.6 MILLION	+38.6% ▲	+63.1% ▲
GEOGRAPHIC SPREAD	8.8%		* +0.3 ▲
SATISFACTION RATING	4.6	+1.5% ▲	-1.3% ▼

Key growth and change rates shown in this report (except for Geographic Spread) are in comparison to both 2024 and 2019.

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

OBJECTIVES

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.

ABOUT THE REPORT

DEFINITIONS

- **Visitor -** Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited.
- **Same day visitor** – Any person who visits a place without staying the night.
- **A tourist** is an overnight visitor taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.
- **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.

ABOUT THE REPORT

ADDITIONAL SOURCES USED IN THIS REPORT

1. P0350 - International Tourism, July 2025
2. P0350 - International Tourism, August 2025
3. P0350 - International Tourism, September 20245
4. P0141 - Consumer Price Index (CPI), July 2025
5. P0141 - Consumer Price Index (CPI), August 2025
6. P0141 - Consumer Price Index (CPI), September 2025
7. *P6410 - Tourist accommodation,* July 2025
8. P6410 - Tourist accommodation, August 2025
9. P6410 - Tourist accommodation, September 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.

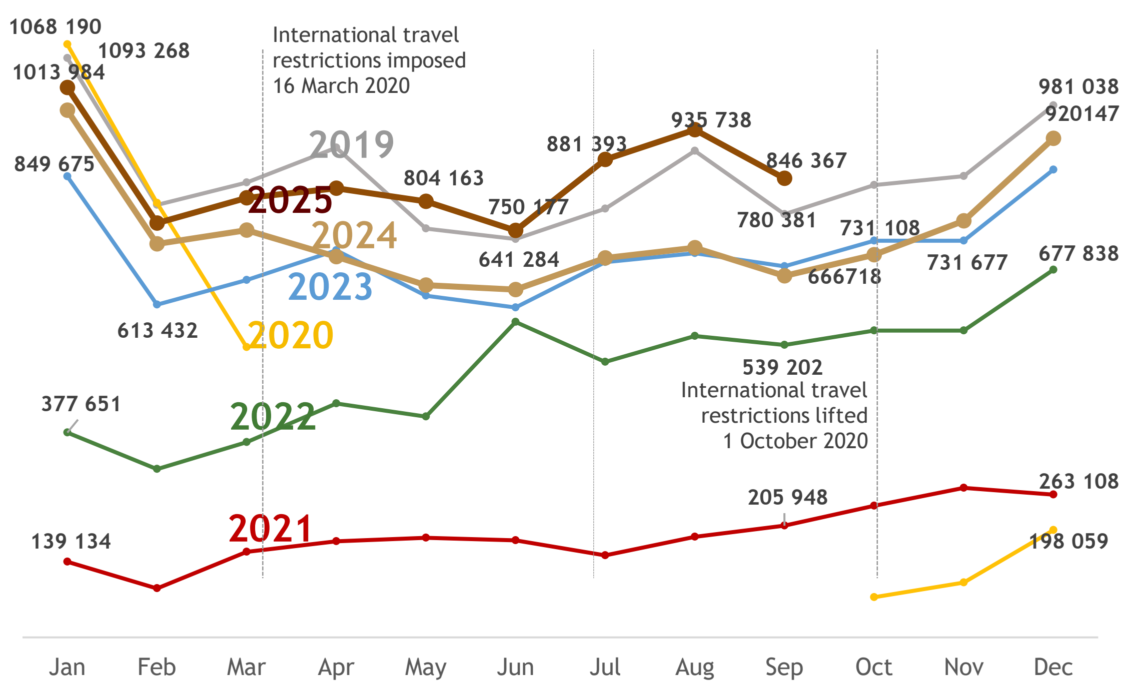
ABOUT THE REPORT

IMPACT OF COVID-19 ON THE SURVEY

Due to the Covid-19 pandemic, surveying international tourists at airports and land border posts became impossible, and the survey stopped at the end of March 2020. Surveying land border posts became possible only in November 2020, but airports remained impossible to survey till mid-August 2021. Hence, land border post data was imputed for October 2020, and for airports, October-December 2020 data was imputed. Imputation is the process of replacing missing data with substituted values whereby projections of missing data are based on an existing mathematical relationship present in the available 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, 2019-2025[1]



[1] P0350 - International Tourism, September 20245; P0350 - International Tourism, August 20245; P0350 - International Tourism, July 20245

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).

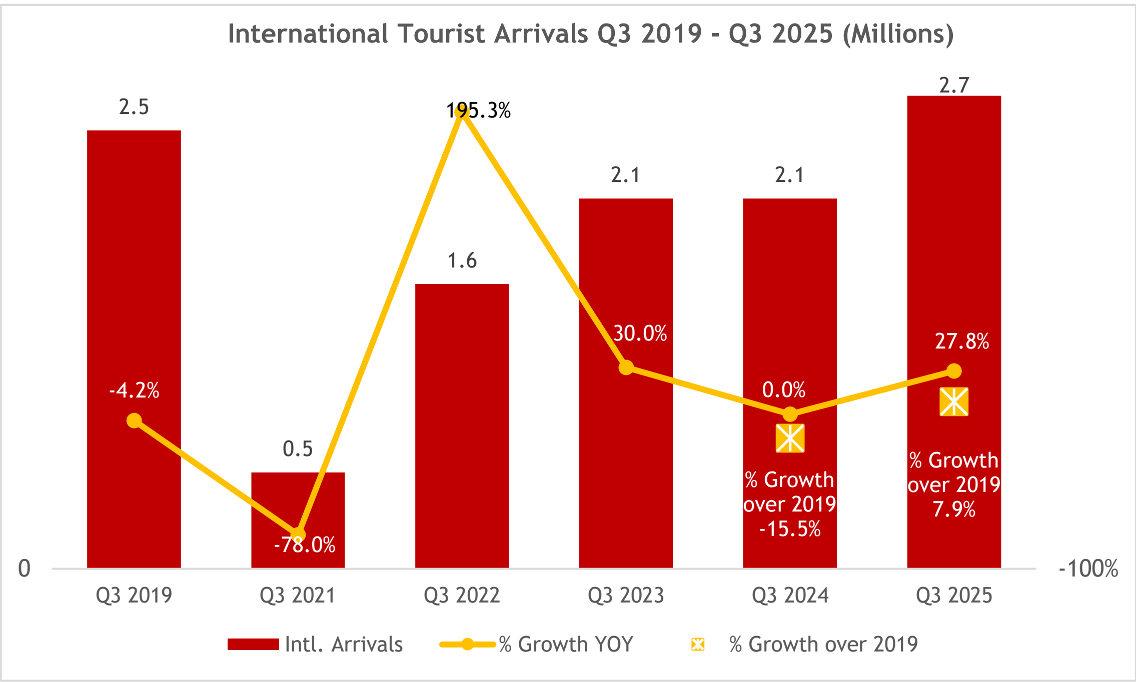
Nonetheless, in order to show what progress has been made since Covid-19, YOY growth rates are provided for all periods (Q4 2019 – Q4 2024). *In the narrative, where Q4 2024 figures are compared to Q4 2023 & Q4 2022’s results rather than to Q4 2019’s, the commentary is in italics.* In charts, comparisons 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

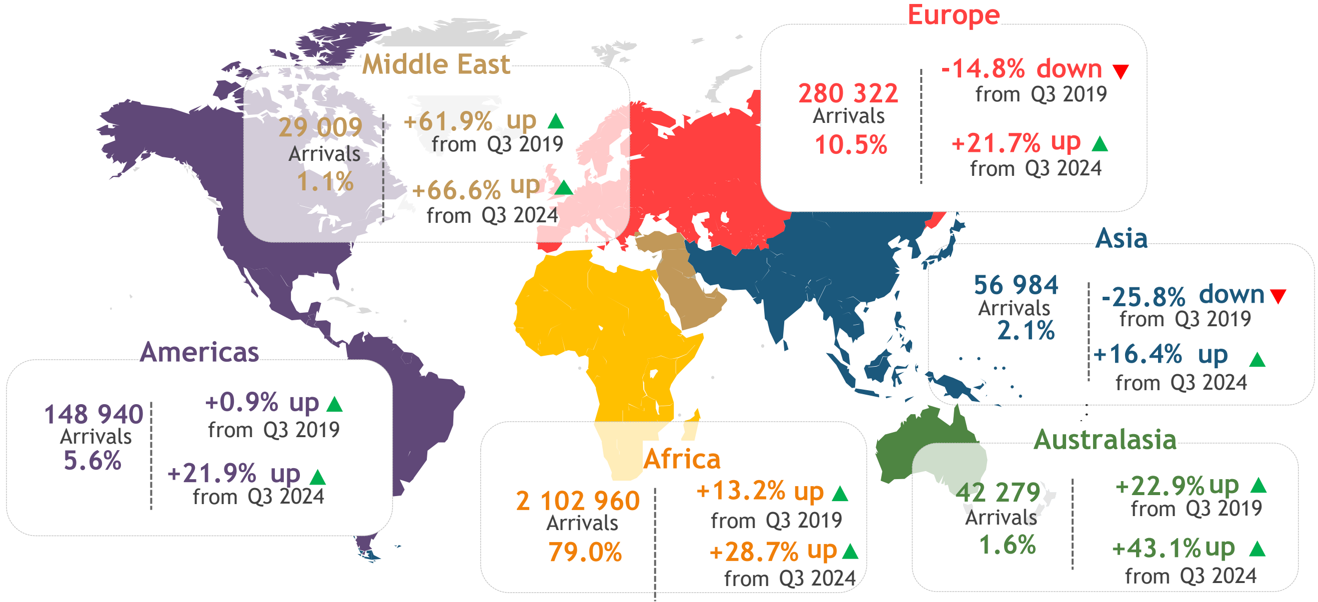
2.7 MILLION +27.8%▲

During Q3 2025, South Africa recorded 2.7 million international arrivals, a strong +27.8% increase over 2024 and +7.9% above 2019. This marks the highest Q3 performance since 2019, underscoring a decisive consolidation of the tourism rebound. Africa remained the core driver, contributing 79.0% of arrivals and exceeding pre-pandemic levels by +13.2%, supported by broad gains against 2024 across land and air markets. Australasia delivered the strongest momentum, lifting arrivals by +43.1% compared to 2024, while the Americas strengthened with consistent double-digit growth and stable alignment with 2019 volumes. Europe also improved, rising +21.7% relative to 2024, though still below its 2019 benchmark, whereas the Middle East surged, posting a sharp rebound over 2024 alongside a substantial uplift versus 2019. Asia, despite improving +16.4% against 2024, continued to trail other regions and remained well below pre-pandemic levels. Taken together, Q3 2025 reflects a broader recovery, albeit with region-specific variations in pace and depth.



International Tourist Arrivals Q3 2025

(Q3 2025 Actual Arrivals, Share Q3 2019 vs Q3 2025 & Q3 2024 vs Q3 2025 Growth)

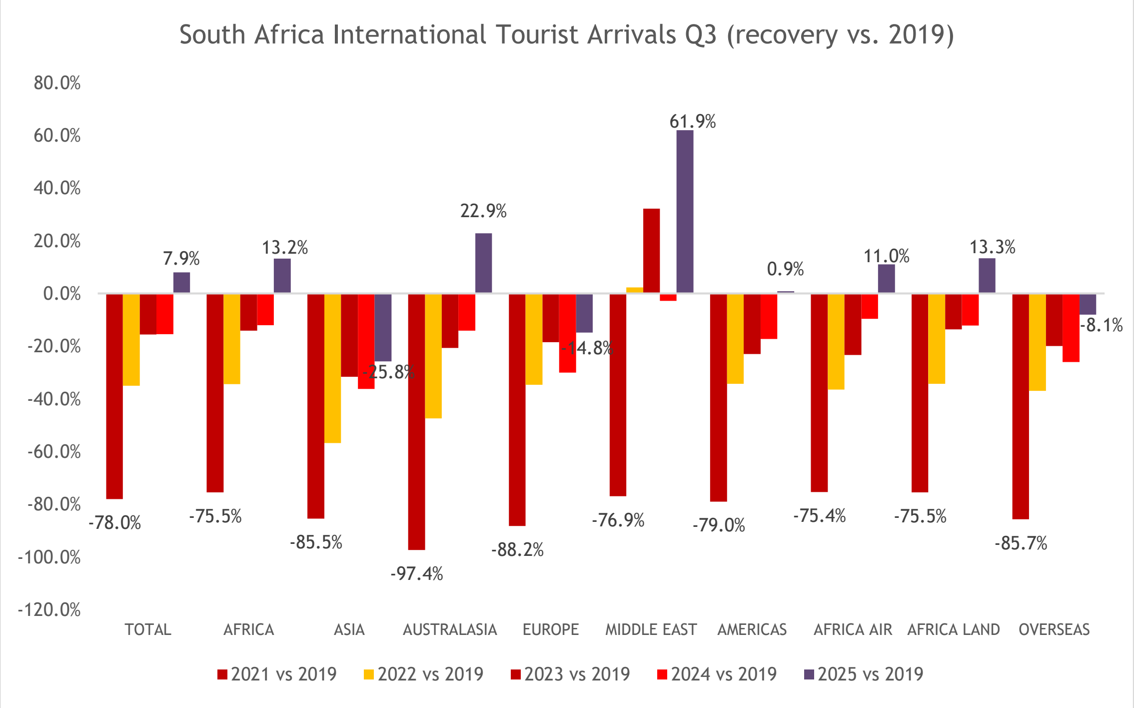


INTERNATIONAL TOURIST ARRIVALS

2.7 MILLION

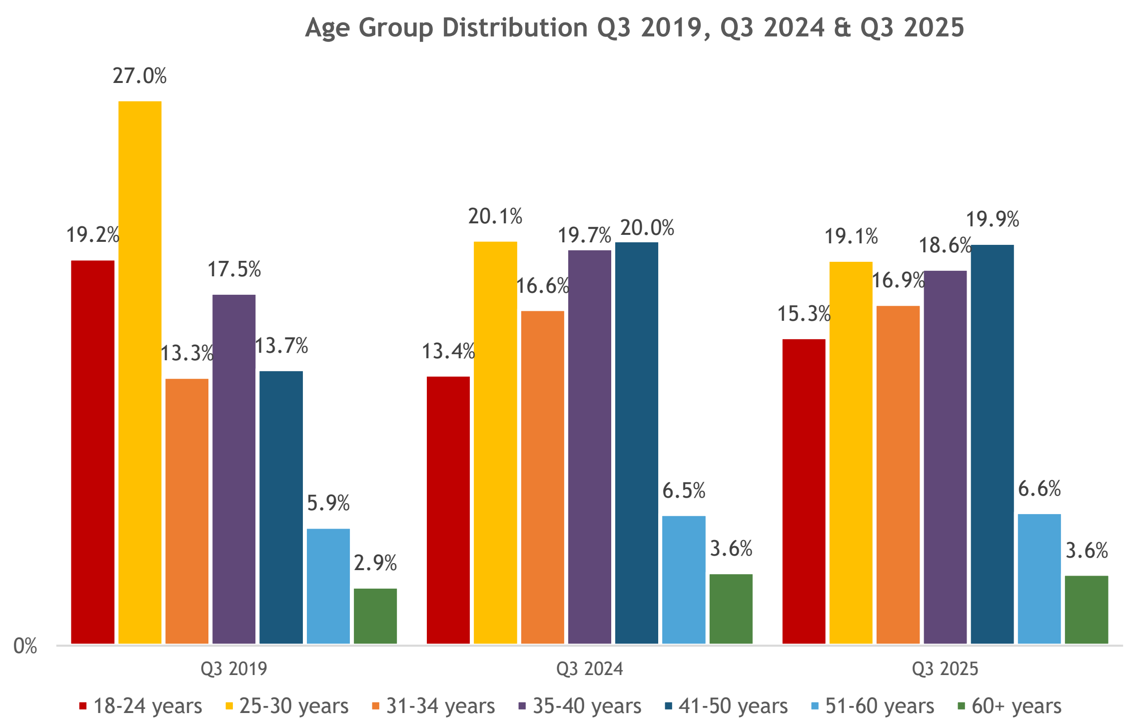
+27.8%

Most regions posted solid gains over 2024 this quarter, with Africa (+28.7%) and Australasia (+43.1%) driving the strongest growth, while Europe (+21.7%) and the Americas (+21.9%) also expanded at a healthy pace. Asia (+16.4%) and the Middle East (+66.6%) improved as well, although both remain below their long-term recovery paths. Compared to 2019, Africa (+13.2%), Australasia (+22.9%), the Middle East (+61.9%), and the Americas (+0.9%) have now surpassed pre-pandemic volumes, whereas Europe (-14.8%) and Asia (-25.8%) continue to lag. Overall, the performance underscores a strong comeback, though long-haul markets still exhibit a slower return to historical levels.



INTERNATIONAL TOURIST ARRIVALS 2.7 MILLION +27.8%

During Q3 2025, the age profile of international tourists reflected a noticeable rebalancing compared with 2024. The 18-24 group recorded the largest recovery, rising by +1.9 pp, while travellers aged 31–34 also continued their upward trend. By contrast, the 25-30 and 35–40 cohorts saw slight declines, and the 51–60 and 60+ segments remained broadly stable. Relative to Q3 2019, the market has shifted toward an older visitor base. The 25-30 group remains significantly below pre-pandemic levels (-7.9 pp), whereas all age categories above 30 now exceed their 2019 shares. This points to a gradual ageing of South Africa's inbound market, with mid-career and mature travellers forming a growing share of demand—likely supported by higher disposable incomes, greater travel stability, and a slower youth-market rebound.

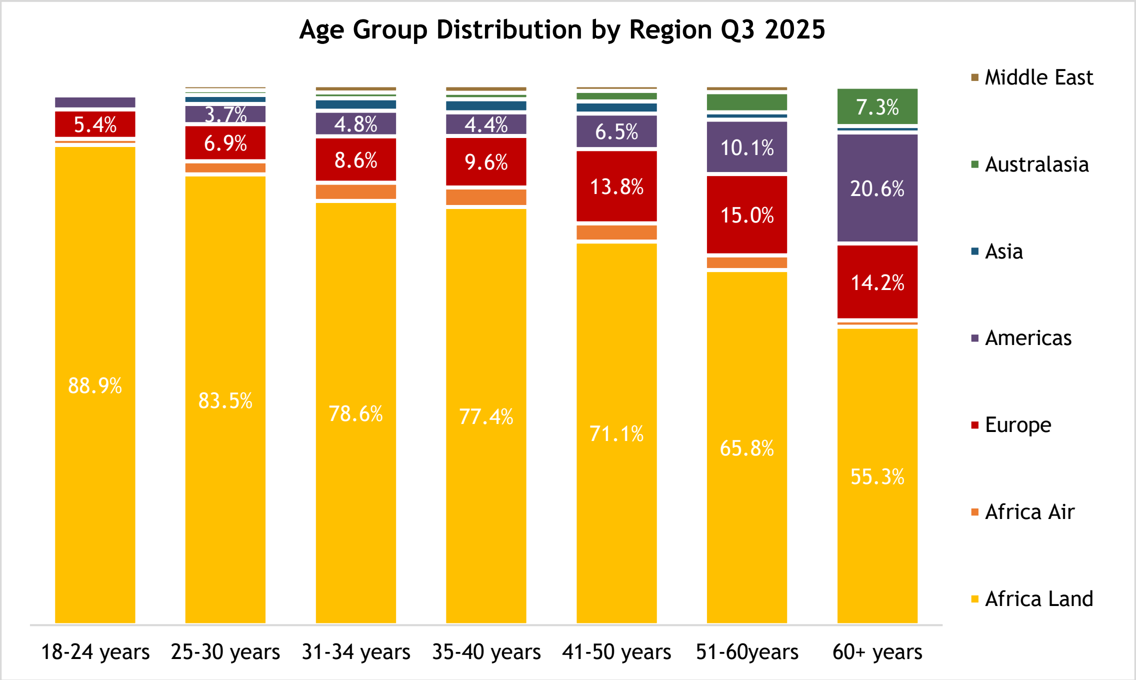


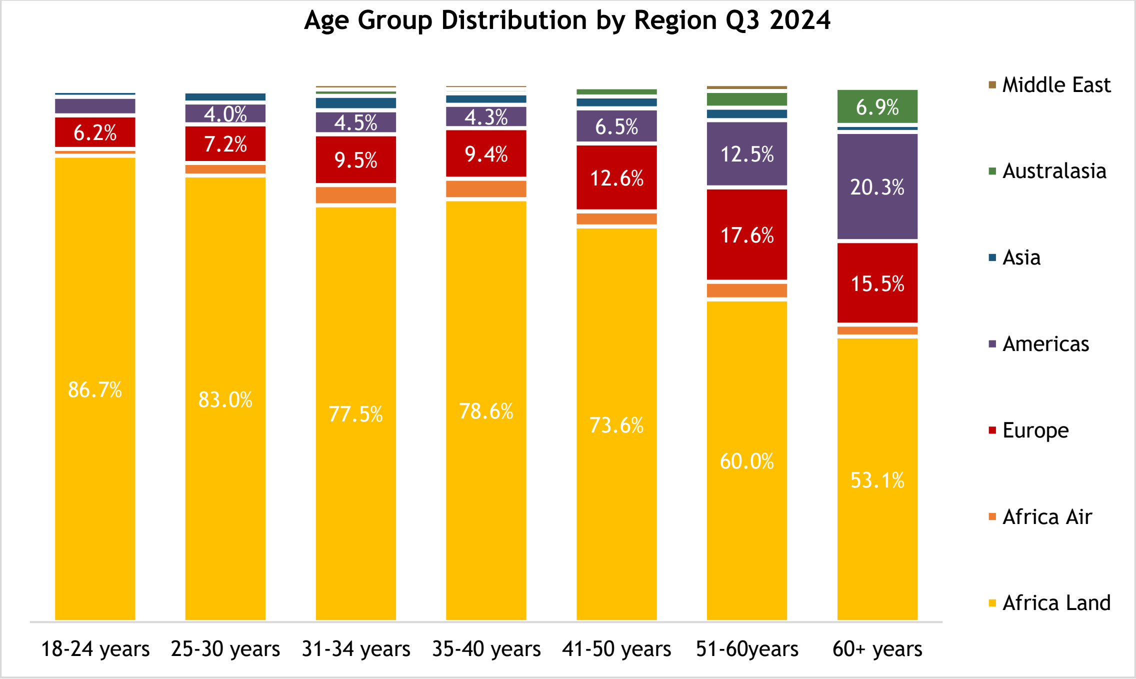
INTERNATIONAL TOURIST ARRIVALS

2.4 MILLION

+19.5%

The regional age composition of international arrivals in Q3 2025 showed only modest shifts from 2024, though several movements stand out. Africa Land recorded the strongest gains, particularly among the 60+ cohort (+2.18 pp) and the 18-24 group (+2.21 pp), indicative of a widening age spread in this segment. Europe saw the steepest drops, most notably within the 51-60 bracket (-3.57 pp), with smaller declines across several middle-aged groups in both Europe and the Americas. Younger travellers, those aged 18-24 and 25-30, remained largely steady across regions, reflecting limited change in the overall youth travel profile.



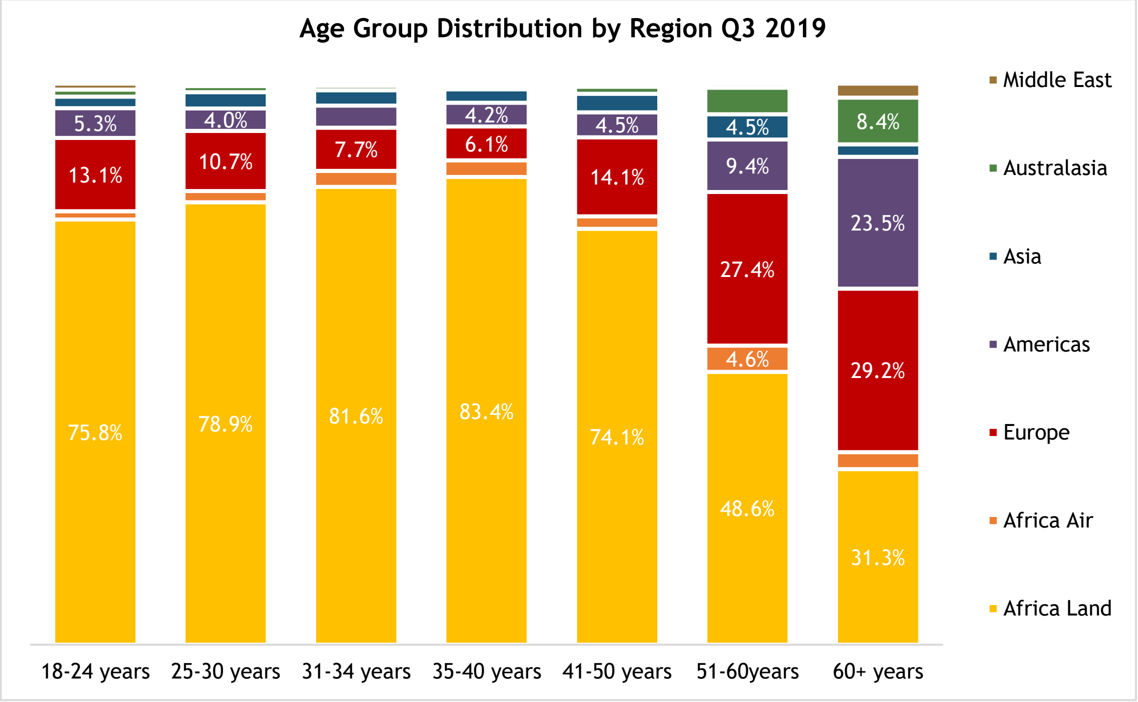


INTERNATIONAL TOURIST ARRIVALS

2.7 MILLION

+27.8%

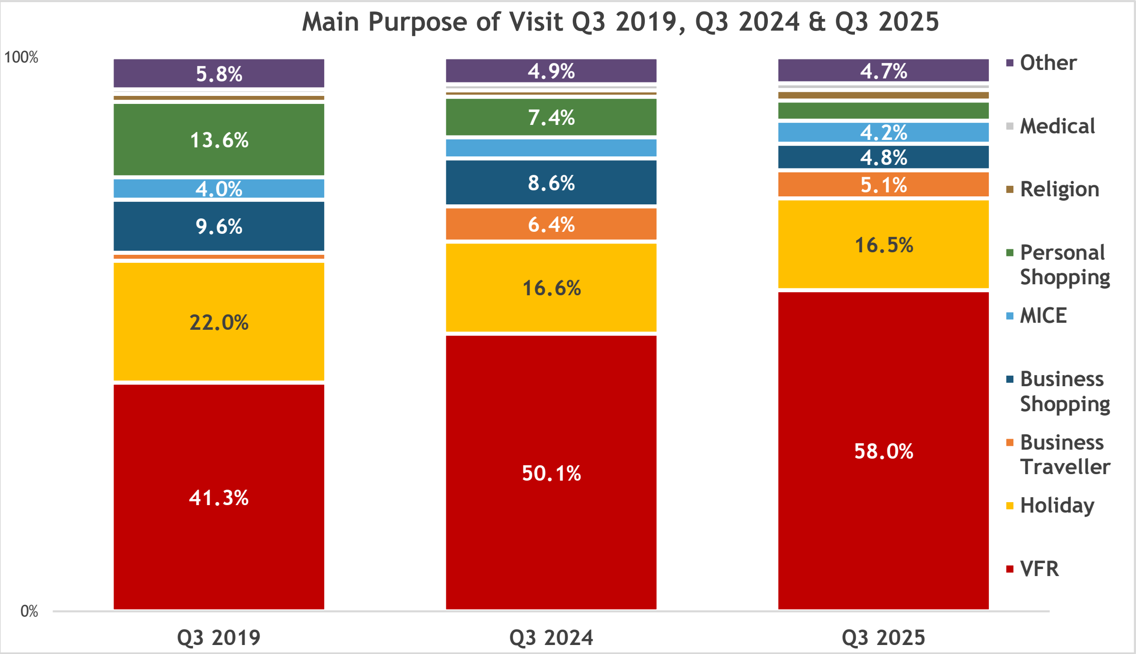
Relative to Q3 2019, the most pronounced shifts this quarter remained concentrated in Africa Land, where older cohorts expanded significantly, led by the 60+ group (+23.97 pp) and the 51-60 bracket (+17.11 pp). Europe saw the sharpest contraction among upper-age travellers, with the 60+ segment dropping –14.91 pp alongside further declines across several mid-age categories. Asia and the Americas also recorded moderate downward adjustments in selected age groups, though with less intensity. By contrast, Africa Land posted smaller gains among younger visitors, most notably the 18–24 cohort (+13.11 pp), while regions such as Australasia displayed only marginal movement, reflecting a gradual post-pandemic reshaping of age distributions across global markets.

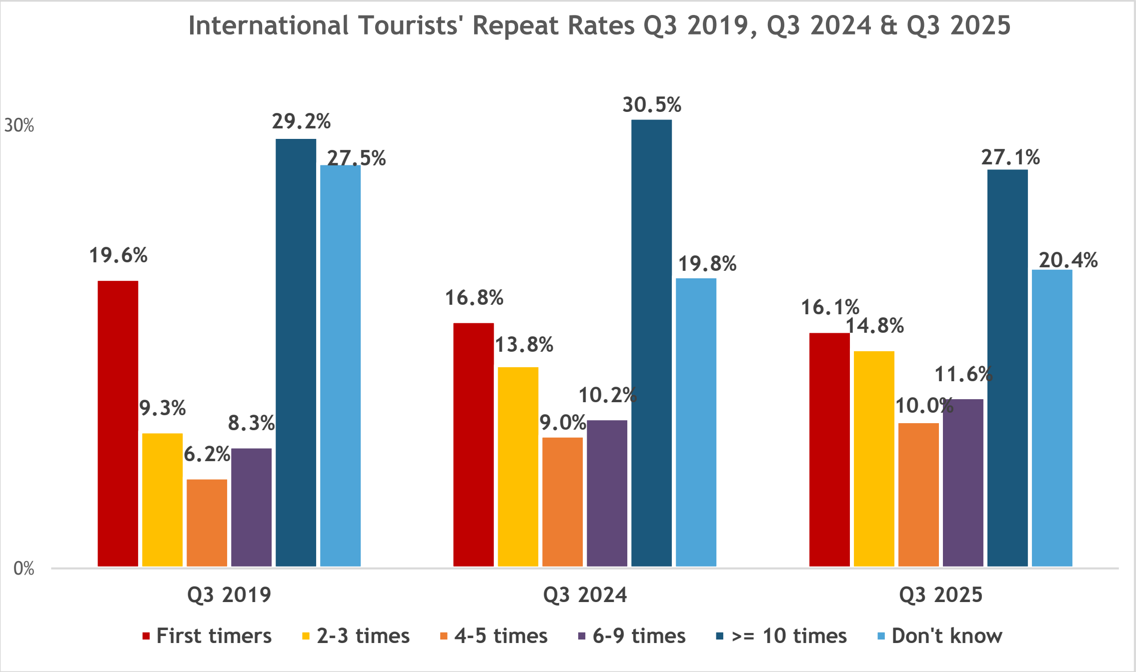


PURPOSE OF TRAVEL

The purpose-of-visit profile in Q3 2025 remained anchored by Visiting Friends and Relatives (VFR), which rose to 58.0%, extending its long-term upward trend from 41.3% in 2019 and building on last year's gains. Holiday travel softened marginally to 16.5%, maintaining a lower share than the 2019 baseline, while business-related segments, including Business Traveller (5.1%) and MICE (4.2%) held a combined 9.3%, broadly consistent with pre-pandemic levels. Personal Shopping fell further to 3.6%, continuing a multi-year decline, while Medical (1.2%) and Religion (1.9%) posted modest increases.

Repeat-visitation patterns show a gradual shift toward medium-frequency travellers: first-timers edged down to 16.1%, while the 2-3 (14.8%) and 4-5 (10.0%) visit categories increased relative to last year. Higher-frequency repeaters also strengthened, with the 6-9 times group rising to 11.6%, but the 10+ segment lost the Q3 2024 gains vs. 2019, to reach 27.1%. "Don't know" responses increased to 20.4%, suggesting rising uncertainty among long-stay visitors. Overall, Q3 2025 reflects a loyal and maturing repeat-visitor base, even as the balance between first-time and returning travellers continues to evolve.

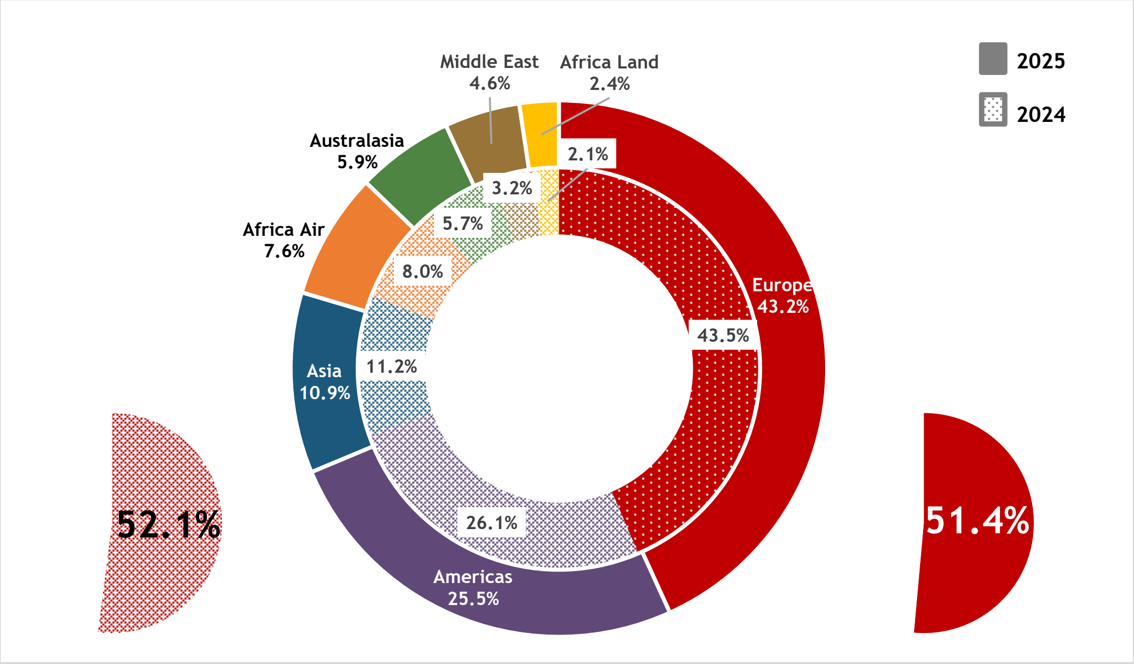


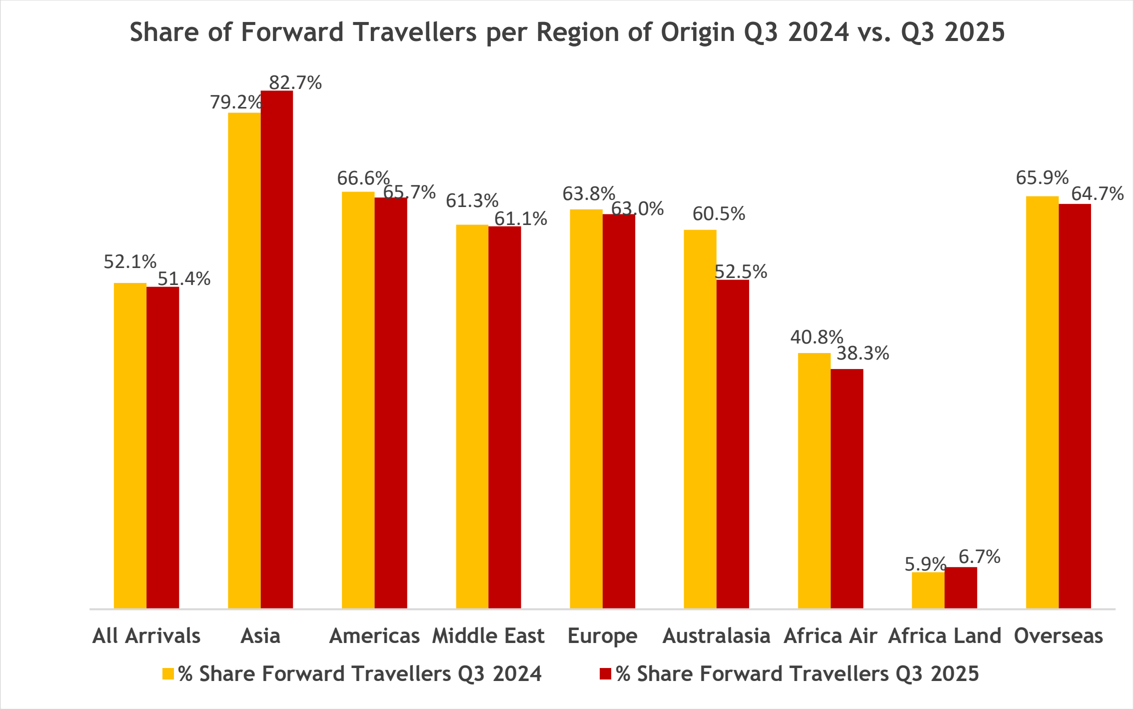


FORWARD TRAVEL

In Q3 2025, forward travel patterns showed slight movement from last year, with 51.4% of international visitors continuing their journeys beyond South Africa, compared with 52.1% in Q3 2024. Overseas markets continued to dominate this behaviour, led most notably by Asia (82.7%) and the Americas (65.7%), reaffirming South Africa's position as a gateway for broader regional itineraries. Europe also remained a significant contributor, though its forward-travel share eased marginally to 63.0%, while Australasia and the Middle East posted small shifts in either direction. Africa's dynamics varied by segment where Africa Air saw its share of onward travellers fall to 38.3%, whereas Africa Land remained comparatively low at 6.7%. Year-on-year, Asia recorded the strongest uplift in forward travel, while the Americas and Europe experienced the most notable declines.

Share of All Forward Travellers by Region of Origin Q3 2025 vs. Q3 2024





FORWARD TRAVEL

In Q3 2025, forward-travel patterns across Europe, the Americas, Asia, and Africa Air reflected a mix of gains and corrections, even as each region's overall share remained broadly stable. For Europe, the largest pullback was to Qatar (-1.5 pp) and Turkey (-1.0 pp), while destinations such as the Netherlands (+1.2 pp) and France (+1.0 pp) saw firmer demand. Among travellers from the Americas, flows held steady overall, with modest increases toward Botswana (+2.6 pp) and Zimbabwe (+2.1 pp), balanced by softer movement via Ethiopia (-0.8 pp). Asia's forward choices continued to favour the UAE (+0.7 pp) and Qatar (+2.3 pp), whereas Ethiopia registered the steepest contraction (-4.4 pp). Within Africa Air, Kenya, Ethiopia, and Malawi remained the principal onward hubs, with Ghana posting the most notable uptick (+1.8 pp year-on-year).

Europe Top 10 Forward Markets	% Share Q3 2024	% Share Q3 2025
United Arab Emirates	17.5%	16.5%
Qatar	14.6%	13.1%
Turkey	13.3%	12.1%
Germany	8.5%	9.8%
Ethiopia	9.2%	9.0%
Netherlands	6.0%	7.2%
Switzerland	5.8%	5.8%
UK	5.7%	5.5%
France	3.3%	4.3%
Zimbabwe	2.0%	3.1%
Others in Top 10 Q3 2024		
Namibia	2.5%	3.0%
All Europe Forward Tourists	**43.5%**	**43.2%**

Americas Top 10 Forward Markets	% Share Q3 2024	% Share Q3 2025
UK	22.6%	22.5%
United Arab Emirates	9.2%	9.9%
Zimbabwe	6.2%	9.6%
Germany	5.9%	8.5%
Netherlands	7.4%	5.5%
Qatar	6.9%	5.1%
Kenya	8.1%	4.8%
Botswana	1.8%	4.3%
Turkey	3.7%	4.3%
Switzerland	3.3%	3.8%
Others in Top 10 Q3 2024		
Ethiopia	4.4%	3.6%
All Americas Forward Tourists	**26.1%**	**25.5%**

Asia Top 10 Forward Markets	% Share Q3 2024	% Share Q3 2025
United Arab Emirates	38.68%	39.5%
Qatar	12.8%	15.1%
Singapore	13.8%	12.5%
Ethiopia	15.1%	10.7%
Kenya	9.3%	4.6%
Turkey	1.1%	3.3%
Hong Kong, China	0.6%	2.4%
Rwanda	0.3%	1.9%
Kuwait	0.0%	1.7%
Tanzania	0.1%	1.5%
Others in Top 10 Q3 2024		
Zimbabwe	0.9%	0.8%
China	0.8%	0.1%
Malawi	0.8%	0.9%
All Asia Forward Tourists	**11.2%**	**10.9%**

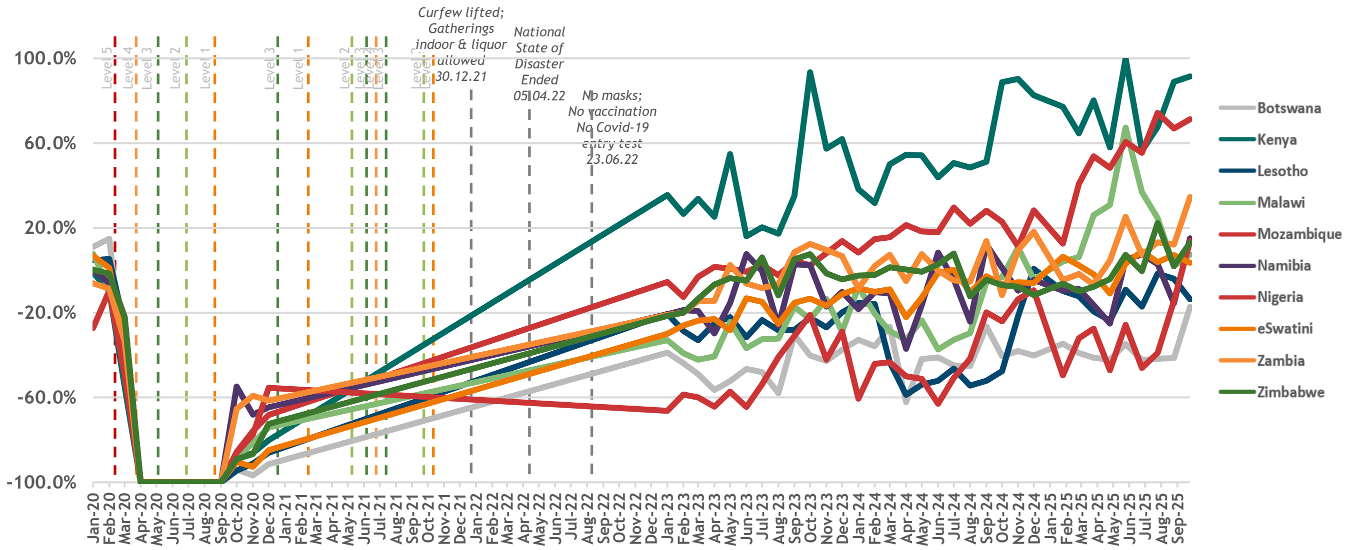
Africa Air Top 10 Forward Markets	% Share Q3 2024	% Share Q3 2025
Kenya	41.7%	30.3%
Ethiopia	16.2%	25.9%
Malawi	14.0%	13.8%
Ghana	3.6%	4.8%
Tanzania	0.5%	4.3%
United Arab Emirates	1.7%	3.4%
Qatar	0.4%	2.7%
Rwanda	6.2%	2.6%
Angola	1.5%	2.5%
Zambia	1.8%	2.0%
Others in Top 10 Q3 2024		
Zimbabwe	2.9%	1.9%
France	2.1%	1.3%
Brazil	1.9%	0.0%
All Africa Air Forward Tourists	**8.0%**	**7.6%**

AFRICA RECOVERY – PRIORITY MARKETS

+13.4% ▲
Jul-Sep 25 over Jul-Sep 19 monthly average

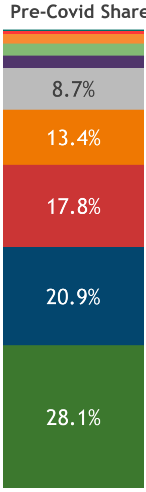
Recovery across South Africa's key African priority markets gained further traction in September 2025, with several countries now outperforming their pre-Covid benchmarks. Kenya led the rebound with a remarkable +91.5% surge over 2019, followed closely by Mozambique at +71.2% and Namibia at +15.1%. Zambia also strengthened notably, increasing by +13.5%, while Zimbabwe posted a solid +13.1% uplift. More moderate improvements were recorded in Malawi (+7.4%) and Eswatini (+3.6%), whereas Botswana slipped below its historic baseline with a decline of –17.3%. Nigeria registered a comparatively small but positive +13.7% gain, maintaining its limited share within the regional mix. These results point to a robust yet uneven resurgence, with strong-performing neighbours balancing weaker recoveries elsewhere.

Recovery of Africa Tourist Arrivals vs. Same Month in 2019[2]
Jan. 2020 – Sep. 2025



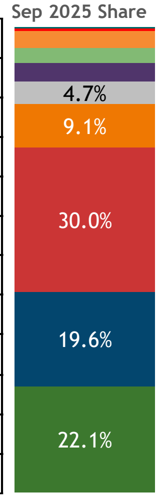
Share of Priority Africa Tourist Arrivals by Country Prior vs. Post Covid-19[2]

Pre-Covid Share



Pre-Covid Share	Country	Sep-25	
		Share	Growth
0.5%	Kenya	0.3%	91.5%
0.4%	Nigeria	0.6%	13.7%
1.9%	Zambia	3.5%	34.5%
2.8%	Malawi	3.1%	7.4%
2.3%	Namibia	3.9%	15.1%
8.7%	Botswana	4.7%	-17.3%
13.4%	eSwatini	9.1%	3.6%
17.8%	Mozambique	30.0%	71.2%
20.9%	Lesotho	19.6%	-13.7%
28.1%	Zimbabwe	22.1%	13.1%

Sep 2025 Share



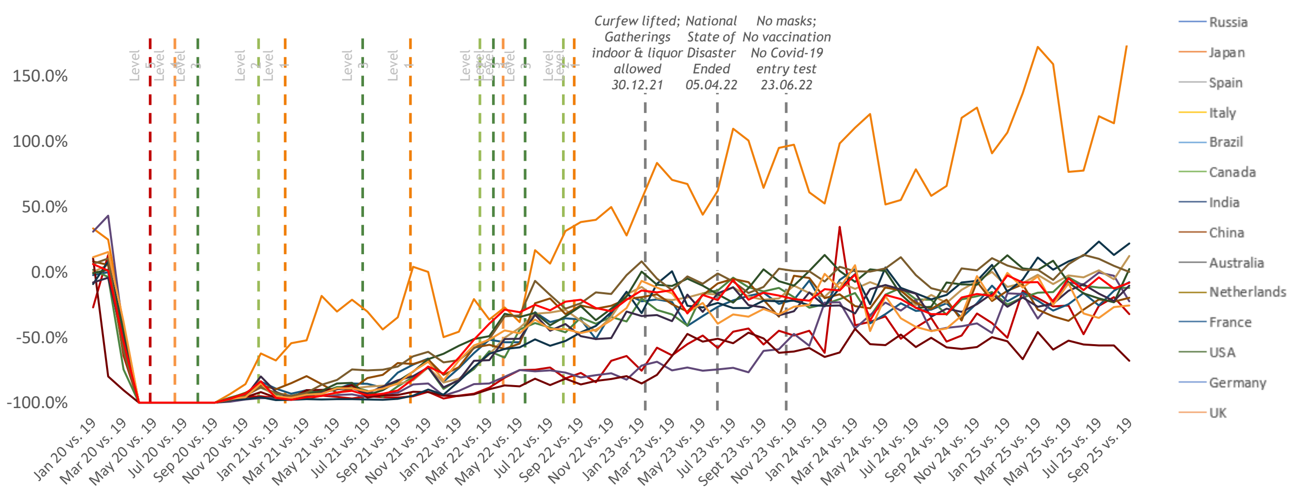
[2] P0350 - International Tourism, July 2025; P0350 - International Tourism, August 2025; P0350 - International Tourism, September 2025

OVERSEAS RECOVERY – PRIORITY MARKETS

-7.9% ▼
Jul-Sep 25 over Jul-Sep 19 monthly average

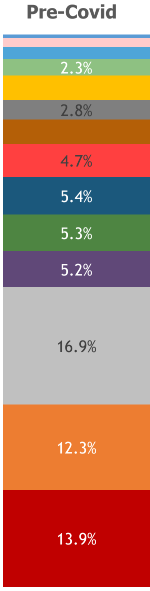
September 2025 was characterised by uneven recovery across South Africa's key long-haul markets, reducing the overall gap to -9.4% relative to September 2019. Russia remained the most exceptional performer, with arrivals surging by +185.3%, far surpassing all other markets. Australia also moved ahead of pre-COVID levels with a +21.9% increase, while the USA, still the largest overseas contributor, registered a marginal but positive +0.1% gain. By contrast, the UK slipped by -8.3%, pointing to renewed softness after previous improvements. Several major markets remained significantly below 2019 benchmarks: China (-67.9%), Germany (-25.7%), India (-19.8%), and Canada (-22.2%), all reflecting persistent economic and policy-related constraints. France (-10.5%) also remained in deficit, underscoring the continued unevenness in the recovery of Europe and parts of Asia despite strong momentum in a few standout markets.

Recovery of Overseas Tourist Arrivals vs. Same Month in 2019[2]
Jan. 2020 - Sep. 2025



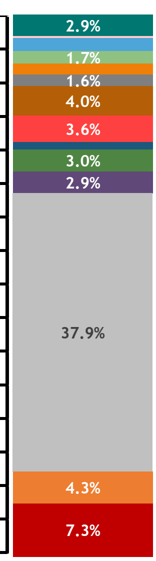
Share of Priority Overseas Tourist Arrivals by Country Prior vs. Post Covid-19[2]

Pre-Covid



Pre-Covid Share	Country		Sep-25 Share	Sep-25 Growth
0.5%	Russia		2.9%	185.3%
1.3%	Japan		0.3%	-32.2%
1.8%	Spain		1.7%	-7.8%
2.3%	Italy		1.7%	-12.3%
3.6%	Brazil		1.5%	-22.5%
2.8%	Canada		1.6%	12.2%
3.5%	India		4.0%	-19.8%
4.7%	China		3.6%	-67.9%
5.4%	Australia		1.0%	21.9%
5.3%	Netherlands		3.0%	2.2%
5.2%	France		2.9%	-10.5%
16.9%	USA		37.9%	0.1%
12.3%	Germany		4.3%	-25.7%
13.9%	UK		7.3%	-8.3%

Sep.25 Share



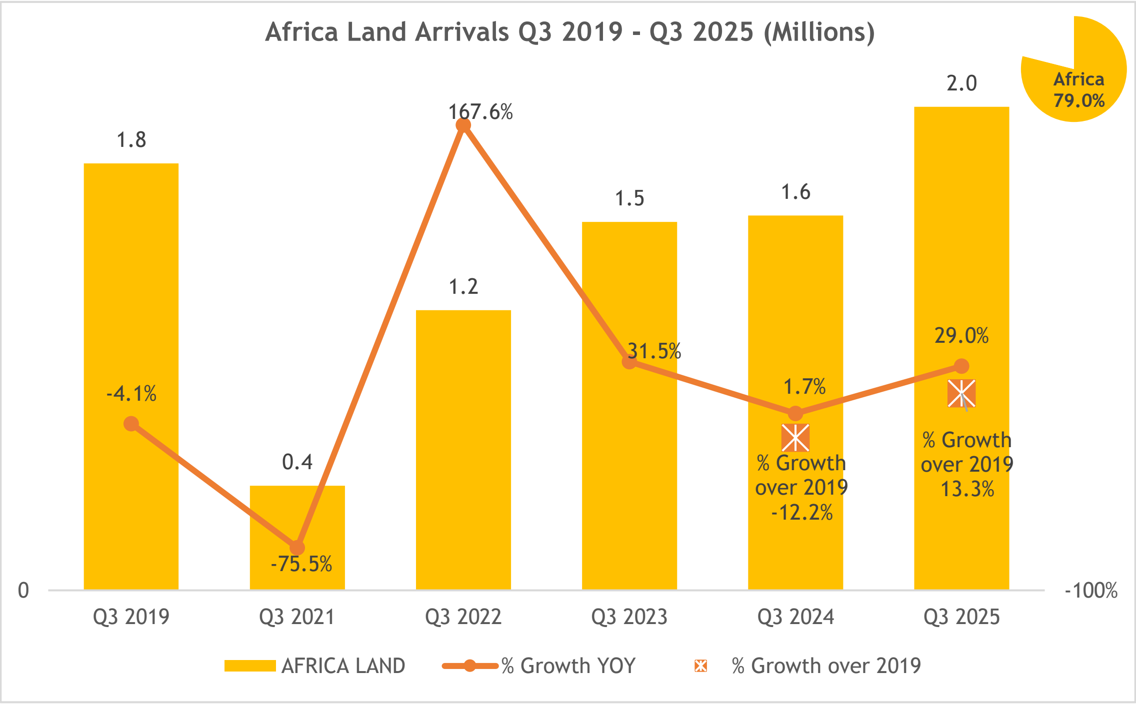
[2] P0350 - International Tourism, July 2025; P0350 - International Tourism, August 2025; P0350 - International Tourism, September 2025

AFRICA ARRIVALS

2.1 M

+28.7%
Q3 2025 over Q3 2024

Africa once again dominated South Africa's international inbound market during Q3 2025, delivering 2.1 million arrivals—an increase of +28.7% over 2024 and now +13.2% above Q3 2019. Zimbabwe held its position as the leading source market with 604 798 visitors, recording solid growth of +11.4% over 2019 and +15.8% relative to last year. Mozambique posted the strongest structural gains, expanding its share to 26.2% and climbing by a remarkable +70.7% against 2019 and +35.0% year-on-year. Lesotho recovered sharply, growing +90.6% over 2024 despite remaining below its pre-pandemic share. Eswatini and Malawi registered firm improvements, rising +5.0% and +45.9% year-on-year, while Zambia and Kenya also strengthened with +18.5% and +83.4% growth versus 2024. Namibia delivered moderate gains over 2024 but slipped below its 2019 baseline, and Angola recorded a slight contraction over the longer horizon. Overall, Q3 2025 reaffirmed Africa's central role in driving South Africa's tourism performance, underpinned by strong cross-border mobility and the resilience of key proximity markets.



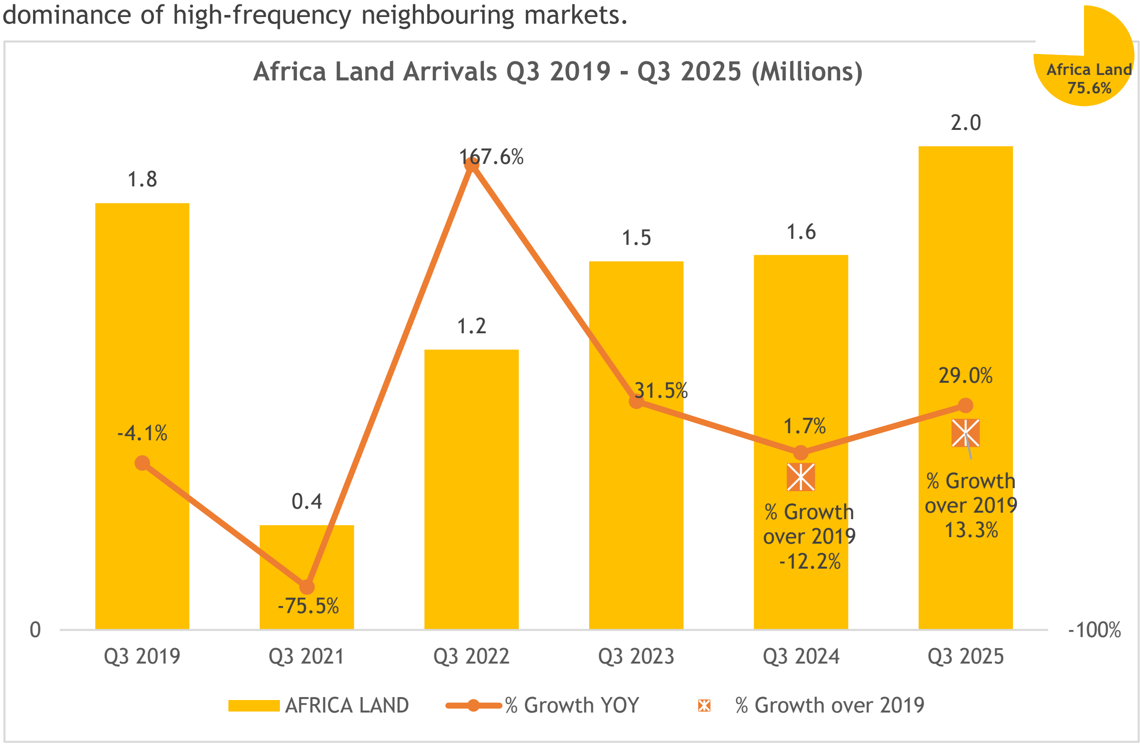
Africa Tourist Arrivals by Top 10 Markets Q3 2025

Africa Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Zimbabwe	604 798	29.2%	28.8%	11.4%	15.8%
Mozambique	551 849	17.4%	26.2%	70.7%	35.0%
Lesotho	349 803	20.1%	16.6%	-6.3%	90.6%
eSwatini	251 277	12.9%	11.9%	5.0%	10.2%
Botswana	107 922	8.8%	5.1%	-34.1%	8.6%
Malawi	61 185	3.0%	2.9%	11.3%	45.9%
Zambia	45 101	2.0%	2.1%	19.0%	18.5%
Namibia	42 403	2.3%	2.0%	-0.2%	6.8%
Kenya	13 957	0.4%	0.7%	83.4%	22.2%
Angola	11 439	0.8%	0.5%	-19.3%	18.9%
All Africa Arrivals	**2 102 960**	75.3%	79.0%	13.2%	28.7%
Others in Top 10 in Q3 2019					
Tanzania	10 655	12.1%	12.0%	10.1%	22.6%

AFRICA LAND ARRIVALS 2.0 M +29.0%

Q3 2025 over Q3 2024

Africa Land markets continued to serve as the backbone of South Africa's regional inflows in Q3 2025, with arrivals rising to 2.0 million, a robust +29.0% increase over 2024 and now sitting +13.3% above Q3 2019, confirming a strengthened post-pandemic recovery. Zimbabwe remained the principal driver, contributing 30.5% of all land arrivals and posting a steady +11.4% increase vs. 2019, alongside solid gains since last year. Mozambique delivered the strongest uplift among major markets, expanding its share to 27.4% and recording exceptional growth of +70.7% over 2019 and +35.0% vs. 2024. Lesotho rebounded strongly, up +90.6% year-on-year, though its share remained slightly below pre-COVID levels. Eswatini and Malawi also posted firm improvements, the latter rising +45.9% year-on-year and maintaining clear momentum over 2019. Zambia and Namibia recorded moderate but positive gains, while Botswana remained the weakest performer, still below its 2019 baseline despite recovering +8.6% relative to last year. Overall, Q3 2025 results reaffirm the resilience of land-based travel, supported by strong cross-border mobility and the continued dominance of high-frequency neighbouring markets.



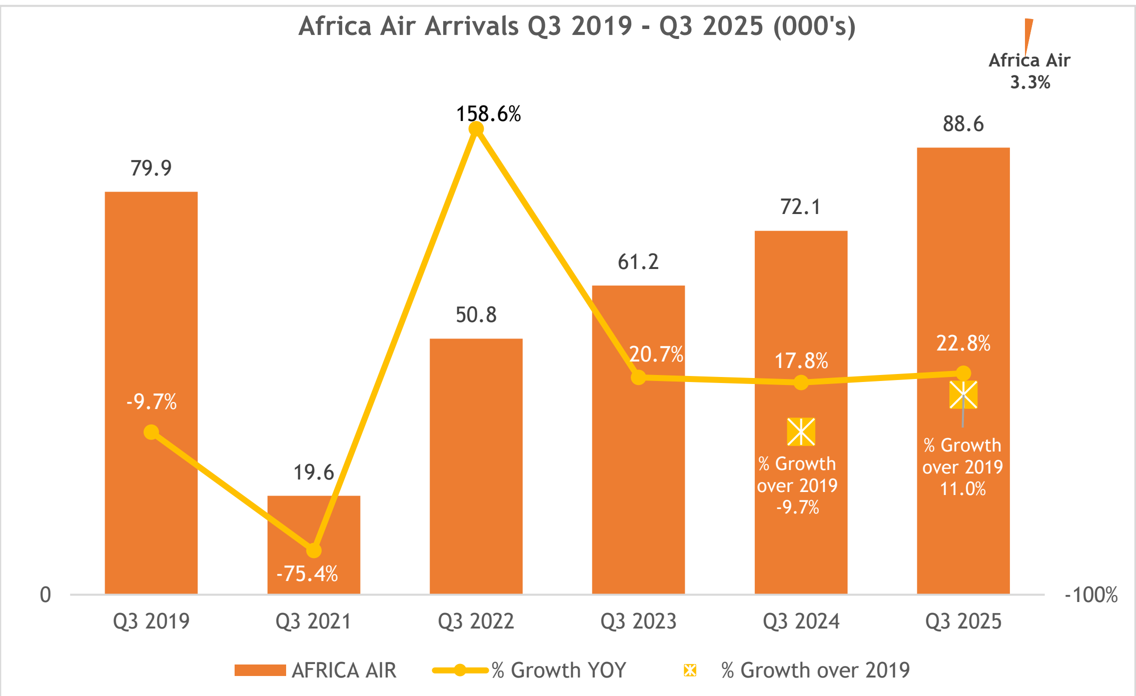
Africa Land Tourist Arrivals by Market Q3 2025

Africa Land Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Zimbabwe	604 798	30.5%	30.0%	11.4%	15.8%
Mozambique	551 849	18.2%	27.4%	70.7%	35.0%
Lesotho	349 803	21.0%	17.4%	-6.3%	90.6%
eSwatini	251 277	13.5%	12.5%	5.0%	10.2%
Botswana	107 922	9.2%	5.4%	-34.1%	8.6%
Malawi	61 185	3.1%	3.0%	11.3%	45.9%
Zambia	45 101	2.1%	2.2%	19.0%	18.5%
Namibia	42 403	2.4%	2.1%	-0.2%	6.8%
All Africa Land Arrivals	**2 014 338**	**72.1%**	**75.6%**	**13.3%**	**29.0%**

AFRICA AIR ARRIVALS 88.6 K +22.8%

Q3 2025 over Q3 2024

Africa Air arrivals continued to strengthen in Q3 2025, rising to 88.6 thousand, a firm +22.8% increase on 2024 and now +11.0% above Q3 2019, signalling a steady recovery in regional air connectivity. Kenya remained the top-performing air market, capturing 15.7% of arrivals and maintaining strong growth of +83.4% vs 2019 and +22.2% over 2024. Ghana posted the most rapid long-term expansion, up +128.9% compared to pre-pandemic levels, supported by continued year-on-year gains. Tanzania and the DRC held stable positions with solid annual improvements, while Ethiopia recorded notable momentum, rising +52.7% vs 2019. Mauritius and Uganda showed moderate but consistent increases, reinforcing their role as secondary contributors. By contrast, Nigeria and Angola remained below 2019 levels despite incremental growth relative to last year. Overall, Africa Air's recovery is being shaped by markets with improving aviation links and resilient regional demand, reinforcing its growing role within South Africa's inbound portfolio.



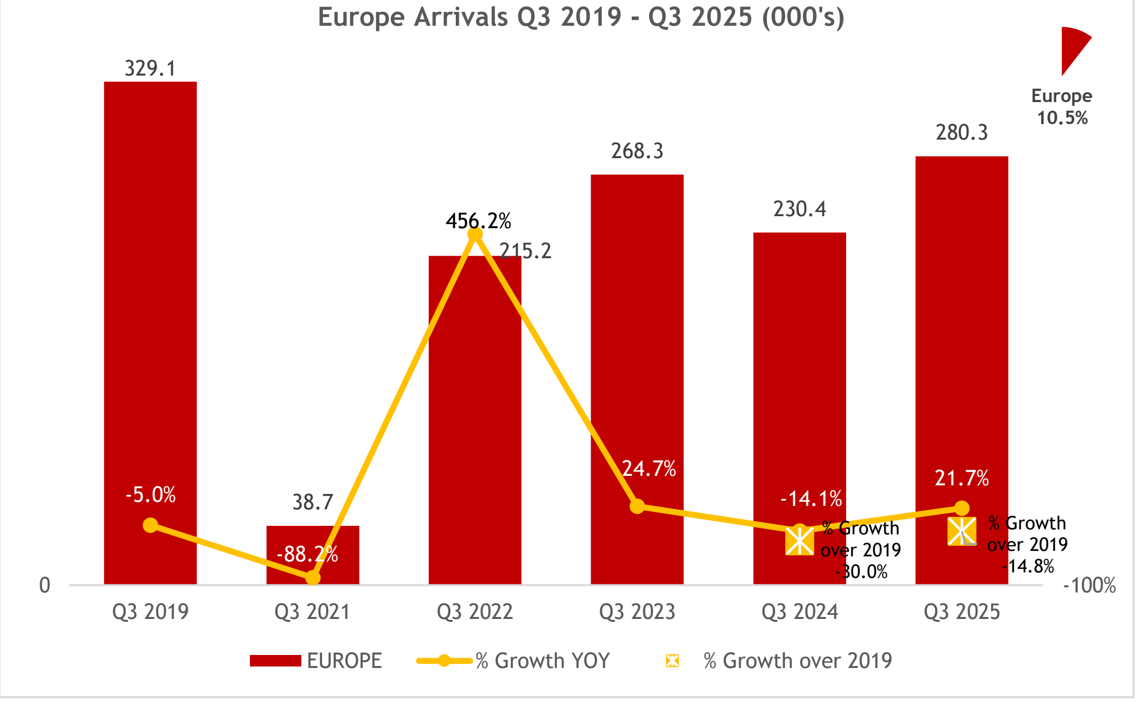
Africa Air Tourist Arrivals by Top 10 Markets Q3 2025

Africa Air Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Kenya	13 957	9.5%	15.7%	83.4%	22.2%
Angola	11 439	17.8%	12.9%	-19.3%	18.9%
Ghana	10 934	6.0%	12.3%	128.9%	11.4%
Tanzania	10 655	12.1%	12.0%	10.1%	22.6%
DRC	10 411	11.9%	11.7%	9.5%	50.3%
Nigeria	7 416	11.1%	8.4%	-16.1%	38.0%
Mauritius	4 934	6.3%	5.6%	-2.3%	30.6%
Uganda	3 211	4.4%	3.6%	-9.5%	10.5%
Ethiopia	2 619	2.1%	3.0%	52.7%	44.3%
Egypt	1 693	2.1%	1.9%	-0.9%	17.9%
All Africa Air Arrivals	**88 622**	**3.2%**	**3.3%**	**11.0%**	**22.8%**
Others in Top 10 in Q3 2019					
Gabon	1 548	3.0%	1.7%	-35.0%	15.3%

EUROPE ARRIVALS 280.3 K +21.7%

Q3 2025 over Q3 2024

European arrivals showed renewed momentum in Q3 2025, climbing to 280.3 thousand, a +21.7% increase over 2024, though the region remains -14.8% below 2019 levels. The UK continued as the leading market, accounting for 27.7% of European arrivals, followed by Germany at 14.7%, both recording solid annual gains. The Netherlands held a steady 12.8% share after a moderate uplift, while France contributed 10.8%, still trailing its pre-pandemic position. Italy and Spain posted modest improvements, each edging up relative to last year, whereas Switzerland remained below its 2019 benchmark despite a meaningful recovery. The standout performer was Russia, rising sharply to 6.336 arrivals, a +143.0% increase over 2019, reflecting its continued rebound. Overall, Europe's recovery pattern remains uneven, blending strong growth from core markets with gradual stabilisation across secondary source markets.



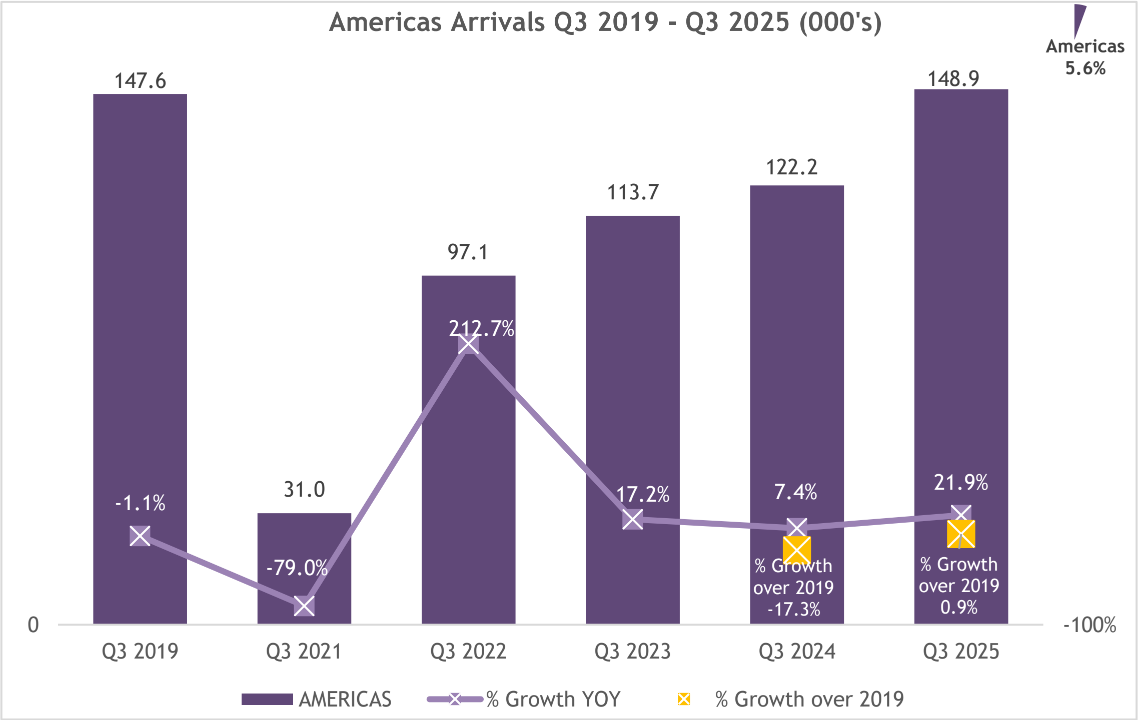
Europe Tourist Arrivals by Top 10 Markets Q3 2025

Europe Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
UK	77 610	25.8%	27.7%	-8.6%	31.9%
Germany	41 120	17.5%	14.7%	-28.4%	27.0%
The Netherlands	35 754	12.9%	12.8%	-15.6%	8.9%
France	30 272	11.1%	10.8%	-17.1%	13.2%
Italy	20 506	7.1%	7.3%	-12.2%	14.9%
Belgium	12 852	4.4%	4.6%	-12.2%	19.5%
Spain	12 545	4.5%	4.5%	-16.2%	16.4%
Switzerland	8 074	2.9%	2.9%	-16.5%	24.3%
Russian Federation	6 336	0.8%	2.3%	143.0%	46.1%
Ireland	5 574	1.8%	2.0%	-5.3%	9.3%
All Europe Arrivals	**280 322**	**13.3%**	**10.5%**	**-14.8%**	**21.7%**
Others in Top 10 in Q3 2019					
Portugal	4 608	1.9%	1.6%	-27.4%	8.6%

AMERICAS ARRIVALS 148.9 K +21.9%

Q3 2025 over Q3 2024

Momentum from the Americas strengthened in Q3 2025, with arrivals rising to 148.9k, a firm +21.9% increase compared with 2024 and now slightly above pre-pandemic levels (+0.9% vs 2019). The United States continued to drive regional performance, making up 72.6% of arrivals and achieving steady growth of +4.9% vs 2019 and +16.7% year-on-year. Brazil, the second-largest market, held a 12.1% share, rebounding strongly from 2024 (+42.9%) though still below 2019 (-9.2%). Canada followed with 9.7%, posting gains both over 2024 (+33.0%) and 2019 (+3.5%). Among smaller Latin American markets, several recorded standout year-on-year surges, including Chile (+50.2%), Uruguay (+50.4%), Peru (+43.8%), and Colombia (+21.4%). Mexico (+21.0%) and Argentina (+58.5%) also strengthened, despite both remaining below 2019 levels. By contrast, only Jamaica (-7.2% vs 2019) showed a notable long-term decline. Overall, the Americas region displayed a broad-based recovery, anchored by North America while buoyed by renewed momentum across multiple South American markets..



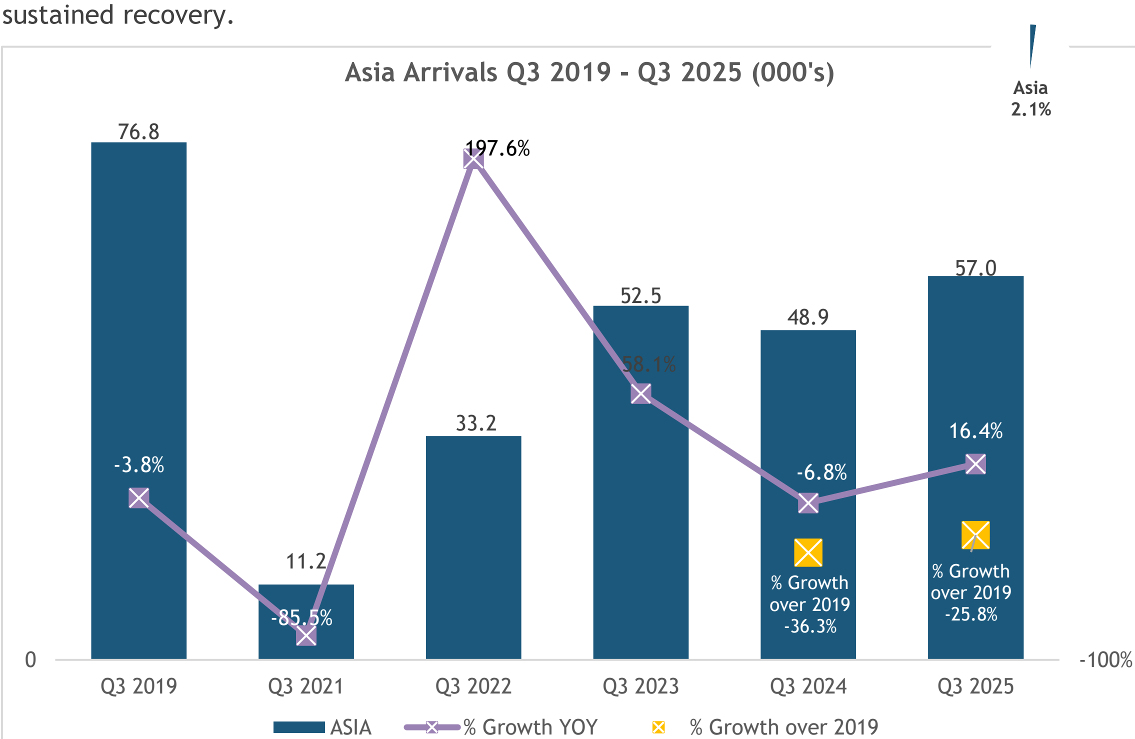
Americas Tourist Arrivals by Top 10 Markets Q3 2025

Americas Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
USA	108 105	69.8%	72.6%	4.9%	16.7%
Brazil	18 028	13.4%	12.1%	-9.2%	42.9%
Canada	14 452	9.5%	9.7%	3.5%	33.0%
Argentina	1 869	1.9%	1.3%	-32.0%	58.5%
Mexico	1 548	1.1%	1.0%	-1.8%	21.0%
Chile	1 116	1.0%	0.7%	-25.6%	50.2%
Peru	775	1.0%	0.5%	-46.8%	43.8%
Colombia	482	0.4%	0.3%	-19.1%	21.4%
Uruguay	340	0.4%	0.2%	-39.9%	50.4%
Jamaica	270	0.2%	0.2%	-7.2%	65.6%
All Americas Arrivals	**148 940**	**6.0%**	**5.6%**	**0.9%**	**21.9%**
Others in Top 10 in Q3 2019					
Cuba	152	0.2%	0.1%	-55.8%	-25.1%

ASIA ARRIVALS

57.0 K **+16.4%**
Q3 2025 over Q3 2024

Signs of renewed momentum were visible in Asia during Q3 2025, with arrivals reaching 57.0 thousand, up +16.4% from last year, though still markedly below Q3 2019 levels (-25.8%). India remained the region's anchor market, accounting for 29.3% of Asian arrivals, yet it continued to sit well under pre-pandemic volumes (-21.2%) despite a small uplift against 2024. China followed at 16.9%, but its recovery remained the weakest in the region, down a steep -60.8% relative to 2019 and -12.0% year-on-year. In contrast, several secondary markets showed strong progress: Pakistan surged +69.7% over 2019, while Bangladesh also advanced sharply (+52.1%). Japan improved by +15.9% from last year, though still far below pre-COVID levels, and Singapore and Malaysia posted steady gains compared to 2024. South Korea and Thailand registered mixed results, both remaining below 2019 despite partial rebounds. Overall, Asia's performance improved compared to last year, but the region continues to trail other long-haul markets, with only a handful of countries demonstrating sustained recovery.



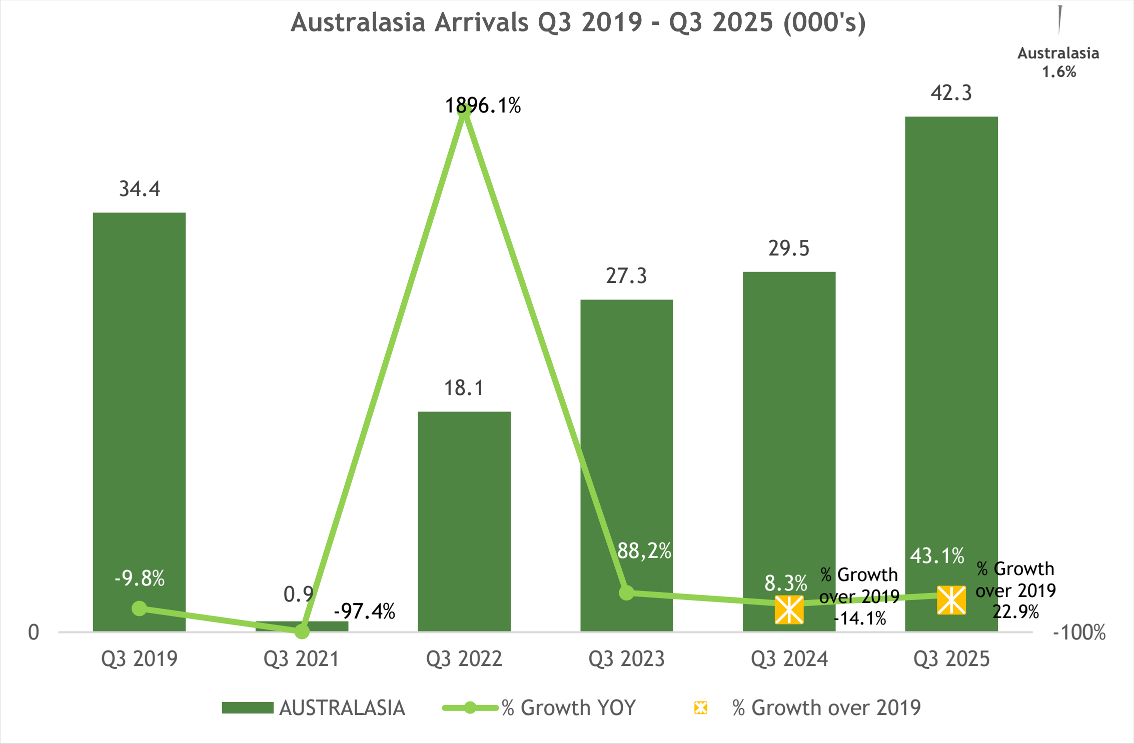
Asia Tourist Arrivals by Top 10 Markets Q3 2025

Asia Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
India	16 674	27.5%	29.3%	-21.2%	4.5%
China	9 620	31.9%	16.9%	-60.8%	-12.0%
Pakistan	5 613	4.3%	9.9%	69.7%	64.4%
Japan	5 309	9.3%	9.3%	-25.5%	32.0%
South Korea	3 421	6.6%	6.0%	-33.0%	14.6%
Singapore	3 003	3.4%	5.3%	15.5%	20.5%
Malaysia	2 674	3.1%	4.7%	12.2%	46.8%
Philippines	2 459	2.8%	4.3%	15.3%	48.1%
Bangladesh	2 092	1.8%	3.7%	52.1%	66.3%
Thailand	1 855	2.8%	3.3%	-12.6%	25.9%
All Asia Arrivals	**56 984**	**3.1%**	**2.1%**	**-25.8%**	**16.4%**
Others in Top 10 in Q3 2019					
Taiwan	1 453	2.8%	2.5%	-33.2%	39.8%

AUSTRALASIA ARRIVALS 42.3 K +43.1%

Q3 2025 over Q3 2024

Australasia's performance in Q3 2025 showed clear acceleration, with arrivals climbing to 42.3 thousand, marking a robust +43.1% year-on-year increase and now sitting +22.9% above Q3 2019, placing the region among the strongest post-pandemic rebounders. Australia continued to dominate the market at 84.7% of all arrivals, supported by solid gains of +19.3% vs. 2019 and +46.2% compared to 2024. New Zealand also delivered a strong comeback, expanding its share to 15.2% and outperforming both benchmarks with +48.5% growth over 2019 and +28.9% year-on-year. By contrast, smaller island markets such as Fiji and Samoa remained minimal contributors, though Samoa posted a sharp rebound while Fiji declined against both comparisons. Overall, the region's recovery remains anchored by Australia and New Zealand, which together accounted for nearly all arrivals in Q3 2025.



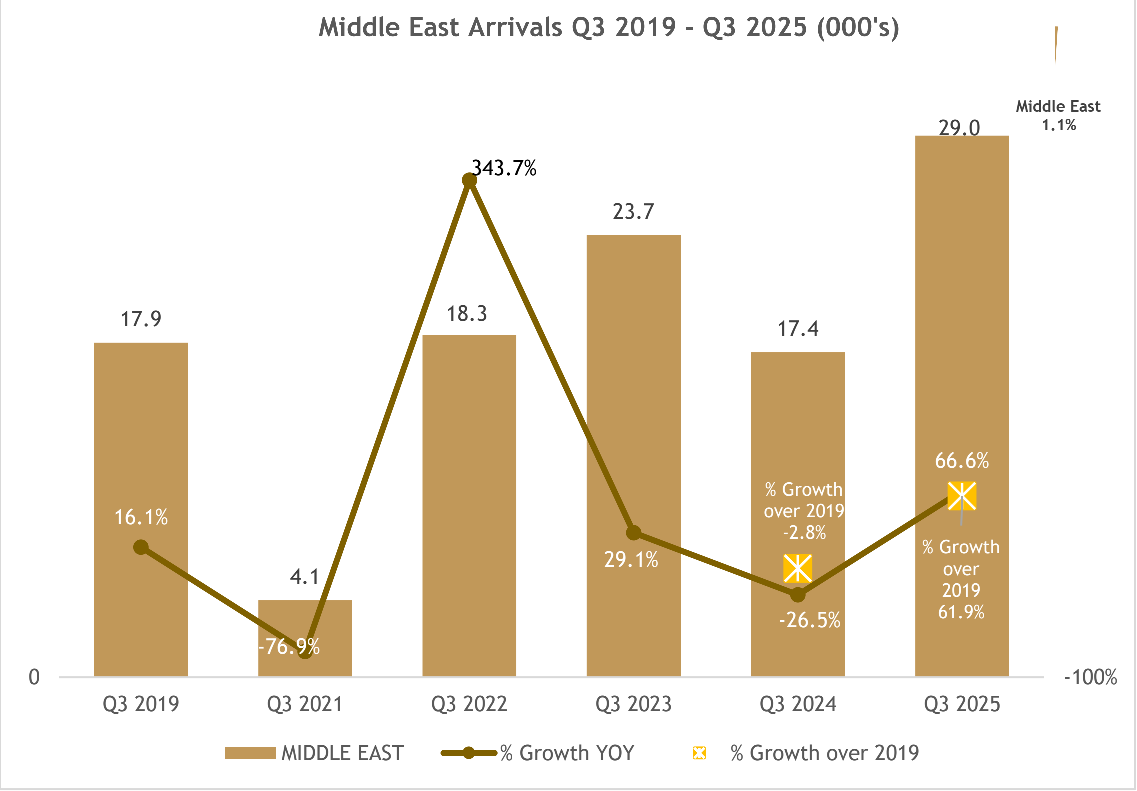
Australasia Tourist Arrivals by Market Q3 2025

Australasia Top 4 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Australia	35 811	87.2%	84.7%	19.3%	46.2%
New Zealand	6 429	12.6%	15.2%	48.5%	28.9%
Fiji	14	0.1%	0.0%	-63.2%	-51.7%
Samoa	10	0.0%	0.0%	100.0%	400.0%
All Australasia Arrivals	**42 279**	**1.4%**	**1.6%**	**22.9%**	**43.1%**
Others in Top 10 in Q3 2019					

MIDDLE EAST ARRIVALS 29.0 K +66.6%

Q3 2025 over Q3 2024

Momentum in the Middle East market accelerated notably in Q3 2025, with arrivals rising to 29.0 thousand, lifting the region's share to 1.1% of all international visitors. The Middle East is now +61.9% above Q3 2019 and showing a strong +66.6% year-on-year gain after last year's dip. Saudi Arabia remained firmly in the lead, accounting for 44.7% of the regional arrivals, supported by a substantial +174.5% increase over 2019 and continued annual growth. The United Arab Emirates followed with 28.0%, posting the region's most exceptional long-term expansion at +344.8%, alongside a robust +77.5% rise from 2024. Other markets such as Kuwait, Qatar, and Jordan also delivered strong double-digit improvements, while Israel remained well below pre-pandemic levels despite a partial rebound. Collectively, the results point to a rapidly strengthening but uneven Middle Eastern recovery, driven primarily by high-growth Gulf markets.



Middle East Tourist Arrivals by Top 10 Markets Q3 2025

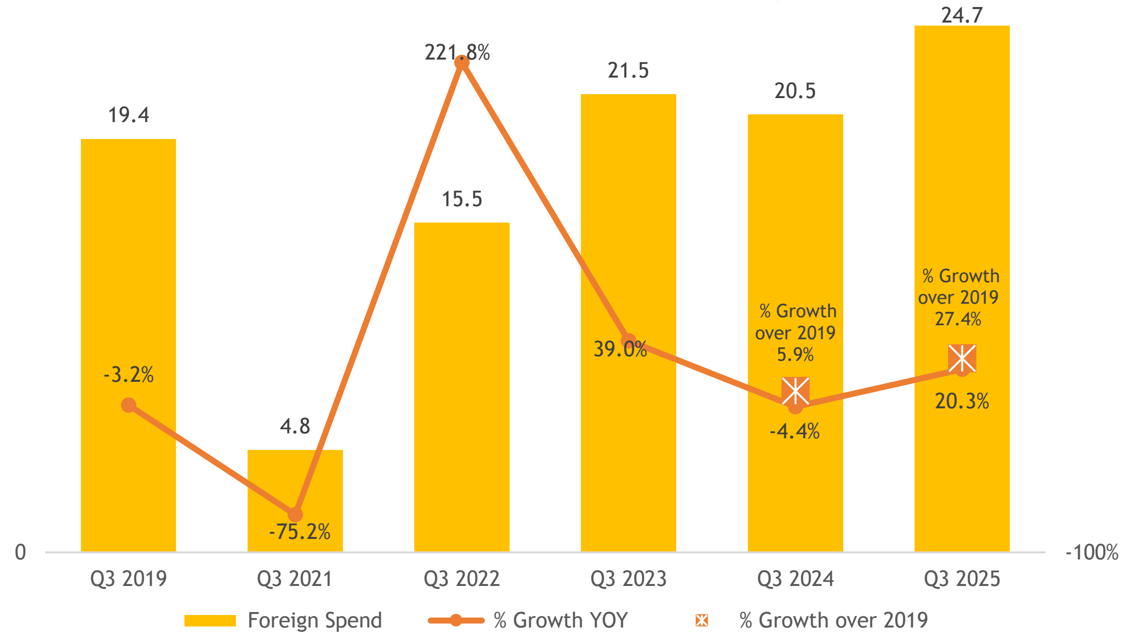
Middle East Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2019	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Saudi Arabia	12 979	26.4%	44.7%	174.5%	92.9%
United Arab Emirates	8 117	10.2%	28.0%	344.8%	77.5%
Israel	2 614	43.2%	9.0%	-66.2%	41.8%
Kuwait	1 375	4.1%	4.7%	85.1%	25.2%
Qatar	1 030	1.7%	3.6%	237.7%	44.7%
Jordan	686	3.2%	2.4%	20.1%	33.7%
Lebanon	575	3.5%	2.0%	-9.2%	32.5%
Iran, Islamic Rep.	394	2.5%	1.4%	-10.5%	-35.3%
Palestine	284	0.6%	1.0%	144.8%	10.9%
Yemen	282	1.5%	1.0%	8.0%	23.1%
All Middle East Arrivals	**29 009**	**0.7%**	**1.1%**	**61.9%**	**66.6%**
Others in Top 10 in Q3 2019					
Oman	211	1.2%	0.7%	-4.1%	78.8%

TOTAL FOREIGN DIRECT SPEND

ZAR 24.7 BILLION +20.3% ▲

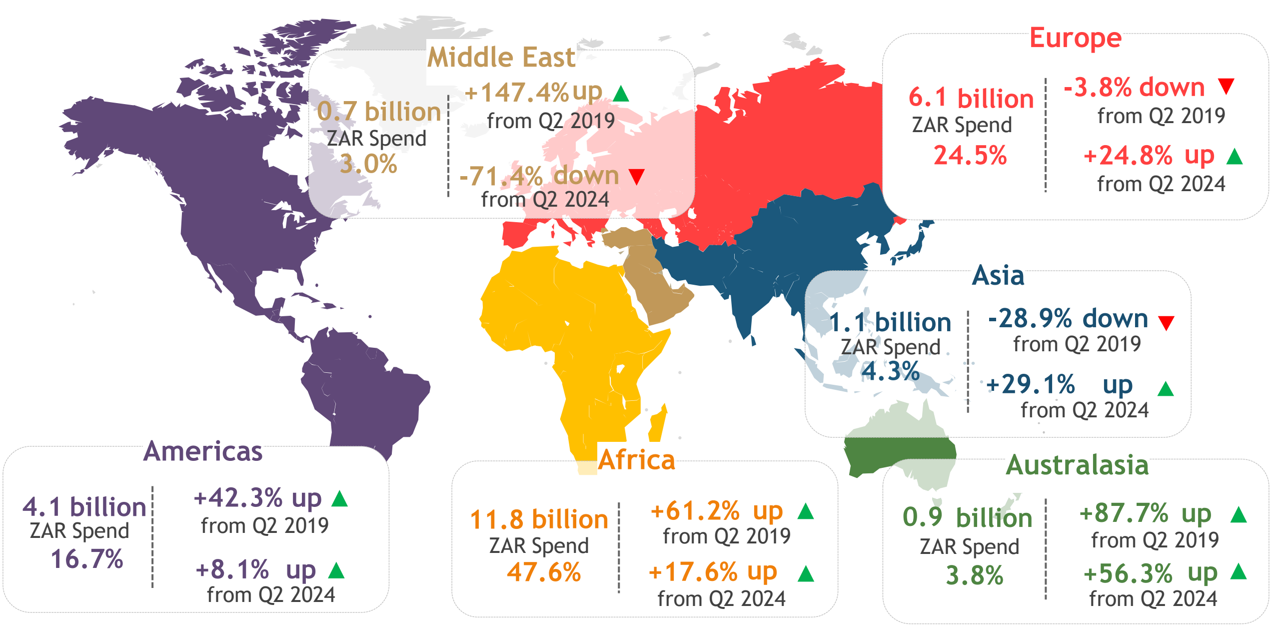
Foreign Direct Spend (TFDS) ,having declined in Q3 2024, strengthened in Q3 2025, rising to ZAR 24.7 billion, a +27.4% increase over 2019 and +20.3% above Q3 2024This performance underscores one of the strongest third-quarter spend outcomes on record. Africa remained the dominant contributor, generating ZAR 11.8 billion (47.6% share) and growing +17.6% y-o-y and +61.2% vs. 2019. Overseas regions spent ZAR 12.9 billion, although their share eased from 62.4% in 2019 to 52.4%. Europe (ZAR 6.1 billion) improved +24.8% y-o-y but stayed slightly below 2019, while the Americas (ZAR 4.1 billion) surged +42.3% y-o-y and now sit +39.3% above pre-pandemic levels. Australasia (ZAR 0.9 billion) posted one of the fastest recoveries, up +56.3% y-o-y and +87.7% vs. 2019, whereas Asia declined –28.9% over 2019 despite modest quarterly gains. The Middle East grew strongly (+147.4% vs. 2019), highlighting shifting patterns among high-value spenders.

Foreign Direct Spend Q3 2019 - Q3 2025 (ZAR Billions)



Foreign Direct Spend by Region Q3 2025

(ZAR Billions, Share & Growth Q3 2025 vs. Q3 2019 & Q3 2025 vs. Q3 2024)



TOTAL FOREIGN DIRECT SPEND

ZAR 24.7 BILLION +20.3%

In Q3 2025, Africa continued to dominate South Africa's inbound market, making up 79.0% of all arrivals, with Africa Land accounting for the bulk at 75.6%. Despite this, land-based travellers generated only 41.5% of total spend, resulting in a comparatively low spend-to-arrivals ratio of 54.8%. By contrast, overseas markets represented 21.0% of arrivals but delivered a far larger 52.4% share of total spend, translating into a strong ratio of 248.8%. Asia posted the highest ratio at 658.7%, followed by the Middle East at 396.2%, reflecting the much higher per-traveller outlay from these smaller segments. Notably, Africa Air also performed well with a ratio of 185.3%, signalling its position as the higher-value segment within the continent. Overall, the data reinforces the persistent gap in spending intensity between regional and long-haul markets.

Spend & Ratios by Region Q3 2025

Region	% of Arrivals Q3 2025	% of Spend Q3 2025	Ratio % Spend : % Arrivals
Africa	79.0%	47.6%	60.3%
Africa Land	75.6%	41.5%	54.8%
Africa Air	3.3%	6.2%	185.3%
Overseas	21.0%	52.4%	248.8%
Europe	10.5%	24.5%	233.2%
Americas	5.6%	16.7%	298.8%
Asia	2.1%	14.1%	658.7%
Australasia	1.6%	2.6%	164.7%
Middle East	1.1%	4.3%	396.2%

This quarter, spending patterns remained broadly expansionary, with nearly all categories posting solid year-on-year gains and reinforcing overall TFDS growth of +20.3%. Leisure (+14.7%), Transport (+34.4%), and Medical (+25.8%) recorded some of the fastest increases, while Food & Beverages and Personal Shopping also rose steadily. Relative to Q3 2019, Personal Shopping (+41.3%) and Food & Beverages (+38.2%) saw the strongest long-term uplift, helping counter more muted trends in Leisure (-14.2%) and Accommodation (-1.0%). Business Shopping continued to grow over the longer horizon (+22.9%) despite a slight dip from 2024. Taken together, Q3 2025 spending surpassed pre-pandemic levels by +27.4%, supported by resilient demand across key consumer-driven categories.

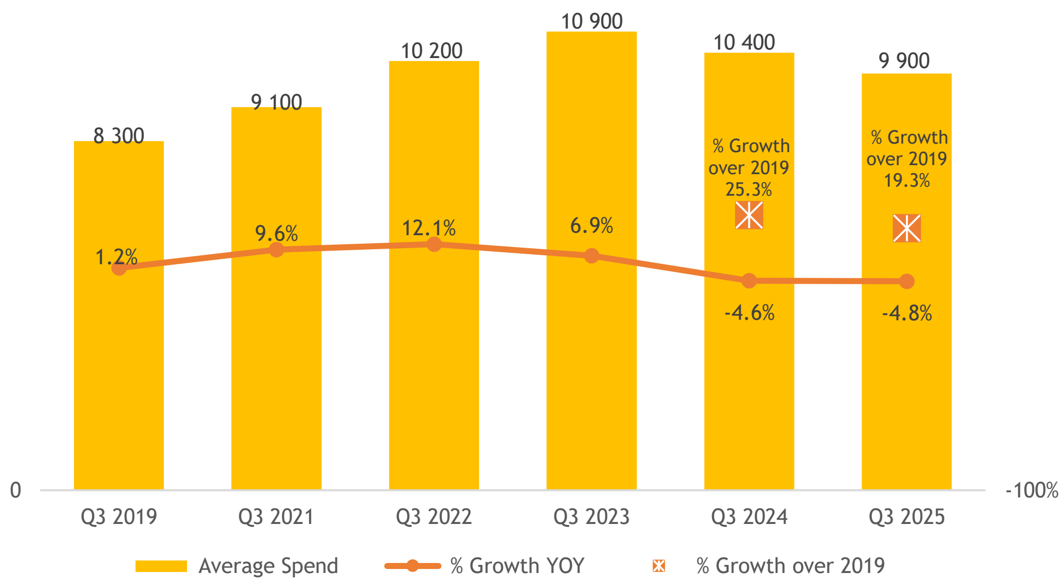
Spend by Categories Q3 2025

Spend Category	ZAR Billions Q2 2019	ZAR Billions Q2 2025	% Share Q2 2019	% Share Q2 2025	% Growth Q2 2019-Q2 2025	% Growth Q2 2024-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%

TOTAL FOREIGN DIRECT SPEND **ZAR 24.7 BILLION** **+20.3%**

Average foreign direct spend eased to ZAR 9 900 in Q3 2025, reflecting a -4.8% year-on-year decline, yet still standing +19.3% above Q3 2019. Regional patterns were mixed: Asia posted the strongest annual rebound (+12.6%), followed by Australasia (+7.4%), while the Americas (-12.5%), Africa Land (-8.6%), and the Middle East (-1.8%) weakened compared to 2024. Against 2019, however, several regions recorded exceptional gains—most notably Asia (+700%), the Americas (+244.7%), and Africa Land (+43.2%)—indicating structural shifts in spending behaviour. Africa Air (+16.6%), Europe (+16.3%), and Australasia (+20.8%) also outperformed pre-pandemic averages. The Middle East maintained the highest per-visitor spend at ZAR 27 300, while Africa Land, at ZAR 5 300, remained the lowest contributor on a per-capita basis.

Average Foreign Direct Spend Q3 2019 - Q3 2025 (ZAR)



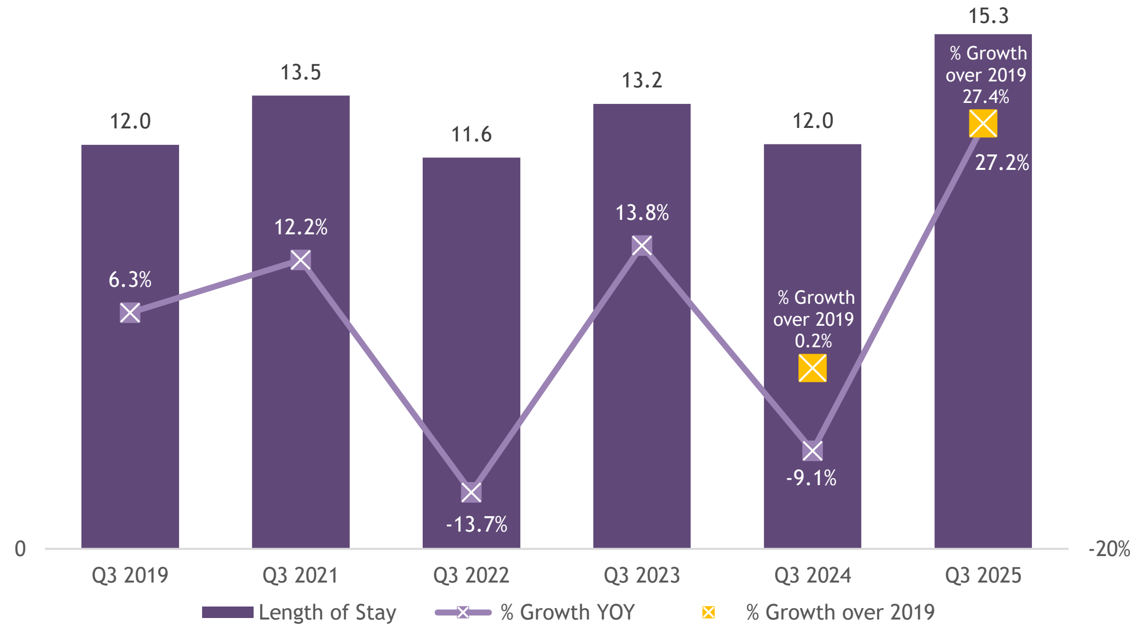
Average Foreign Direct Spend by Region Q3 2019 - Q3 2025

Region	Average Spend (ZAR)			% Growth Q3 2019-Q3 2025	% Growth Q3 2024-Q3 2025
	Q3 2019	Q3 2024	Q3 2025		
Africa	3 900	6 400	5 900	51.3%	-7.8%
Africa Land	3 700	5 800	5 300	43.2%	-8.6%
Africa Air	18 100	21 400	21 100	16.6%	-1.4%
Europe	20 900	24 200	24 300	16.3%	0.4%
Americas	8 500	33 500	29 300	244.7%	-12.5%
Asia	2 800	19 900	22 400	700.0%	12.6%
Australasia	19 200	21 600	23 200	20.8%	7.4%
Middle East	24 800	27 800	27 300	10.1%	-1.8%
All Arrivals	8 300	10 400	9 900	19.3%	-4.8%

LENGTH OF STAY 15.3 NIGHTS +27.2%

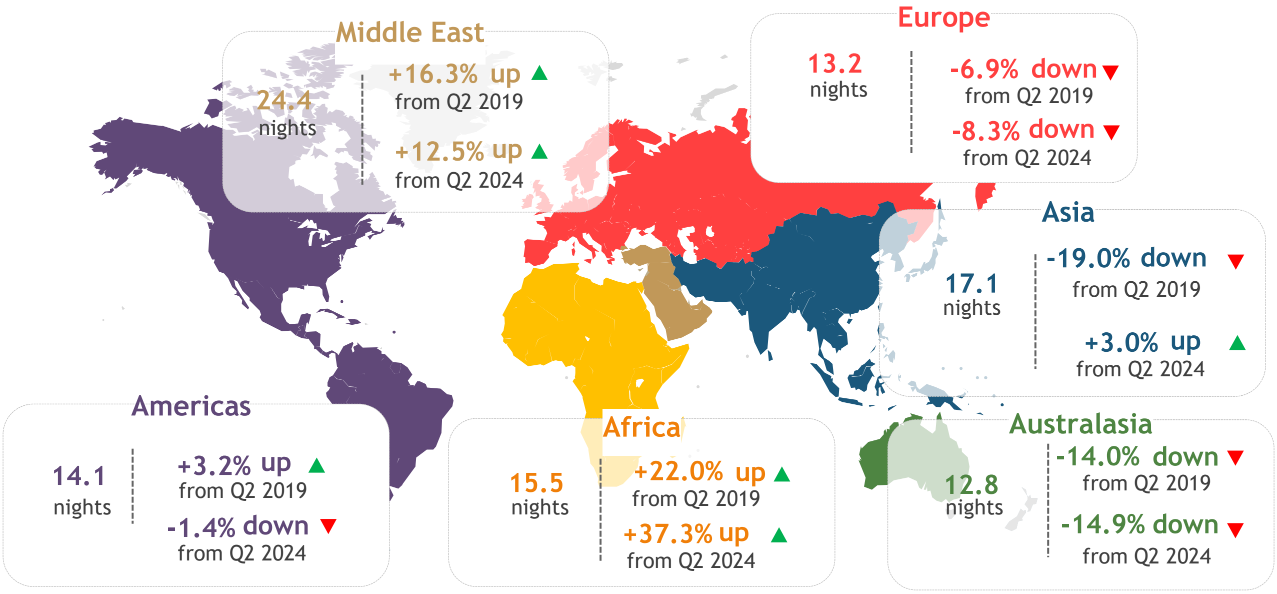
The average length of stay rose sharply year-on-year, increasing by +27.2% to 15.3 nights in Q3 2025—a strong +27.4% improvement compared to Q3 2019. Travellers from Africa recorded one of the shorter stays at 15.5 nights, though this still represents solid growth both over 2019 (+22.0%) and Q3 2024 (+37.3%). At the other end of the spectrum, the Middle East posted the longest stays at 24.4 nights, supported by sizeable gains year-on-year (+12.5%) and over 2019 (+16.3%). Asia followed at 17.1 nights, although arrivals from this region continue to fall below pre-pandemic levels (-19.0%). Several regions recorded mixed annual movements, with Europe (-8.3%) and Australasia (-14.9%) showing declines, while Africa Air (+9.7%) and the Americas (+3.2%) registered moderate increases. Overall, extended stays across most long-haul markets contributed meaningfully to the strong upswing in average trip duration.

Length of Stay Q3 2019 - Q3 2025 (nights)



Length of Stay Q3 2025

(No. Nights & Growth Q3 2025 vs. Q3 2019 & Q3 2025 vs. Q3 2024)

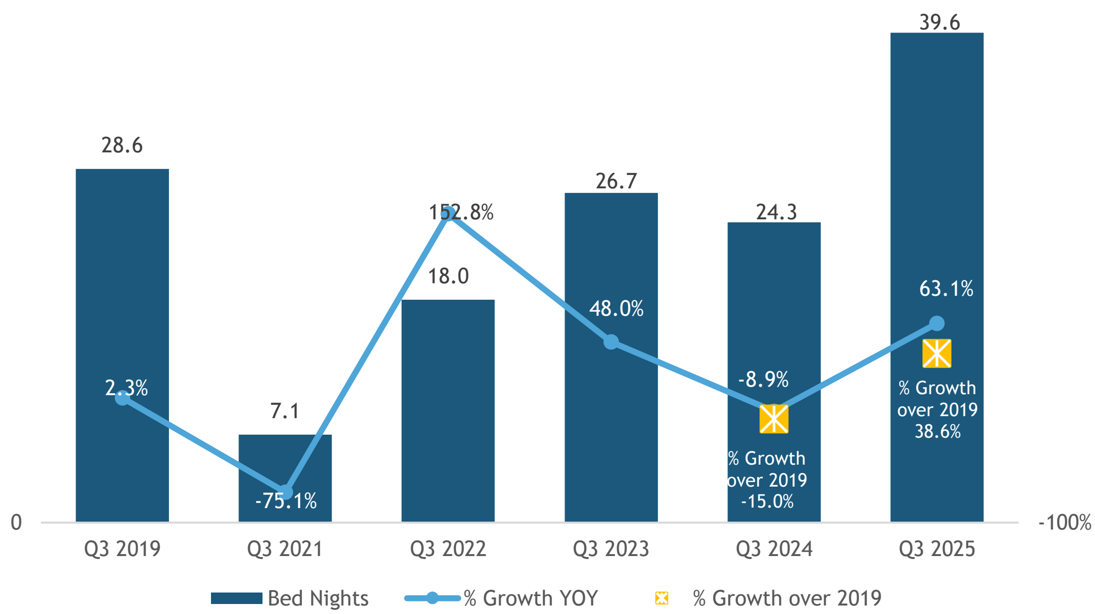


TOTAL BED NIGHTS

39.6 MILLION +63.1%

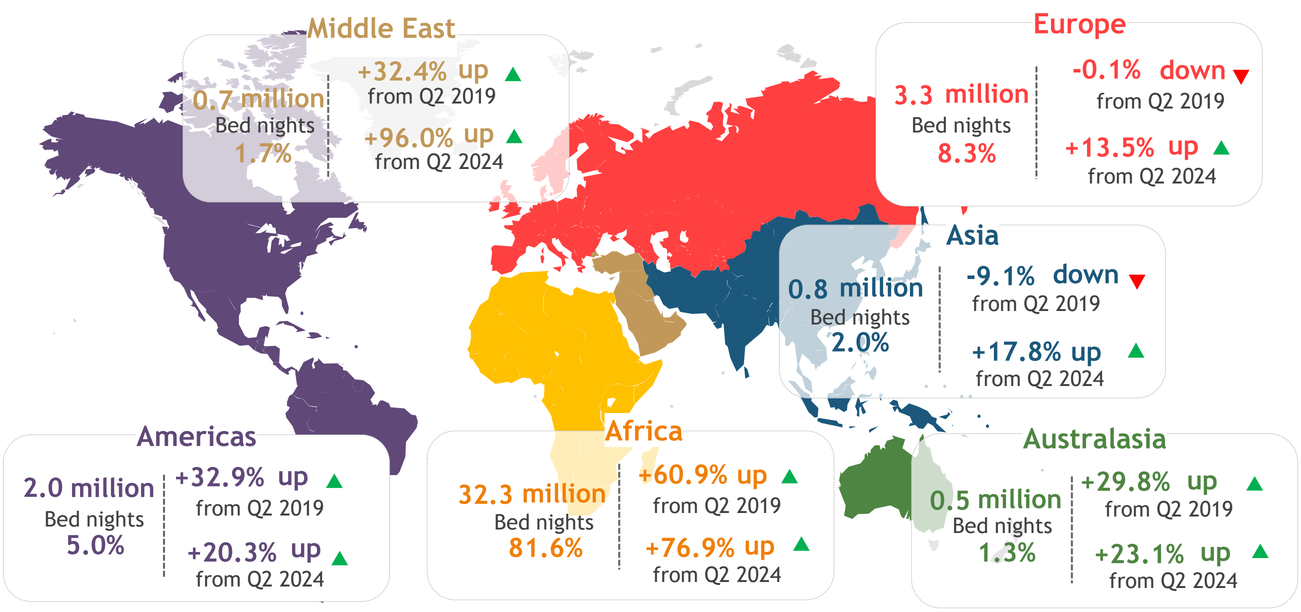
This quarter (Q3 2025) saw total bed nights climb to 39.6 million, marking a strong +63.1% year-on-year increase and a +38.6% rise over Q3 2019. Africa remained the dominant contributor with 32.3 million bed nights (81.6% share), showing exceptional growth of +60.9% vs. 2019 and +76.9% vs. 2024. Europe accounted for 3.3 million bed nights (8.3% share), rising +8.3% year-on-year, though still -1.3% below 2019 levels. The Americas produced 2.0 million, posting steady gains of +5.0% over 2019 and +20.3% since 2024. Asia remained subdued at 0.8 million, down -9.1% vs. 2019, but improving +17.8% year-on-year, while the Middle East reached 0.7 million, recording sharp increases of +32.4% vs. 2024 and +96.0% vs. 2019. Australasia added 0.5 million, reflecting solid growth of +23.1% over 2019 and +13.5% on the previous year.

Total Bed Nights Q3 2019 - Q3 2025 (Millions)



Total Bed Nights Q3 2025

(Millions, Share & Growth Q3 2025 vs. Q3 2019 & Q3 2025 vs. Q3 2024)

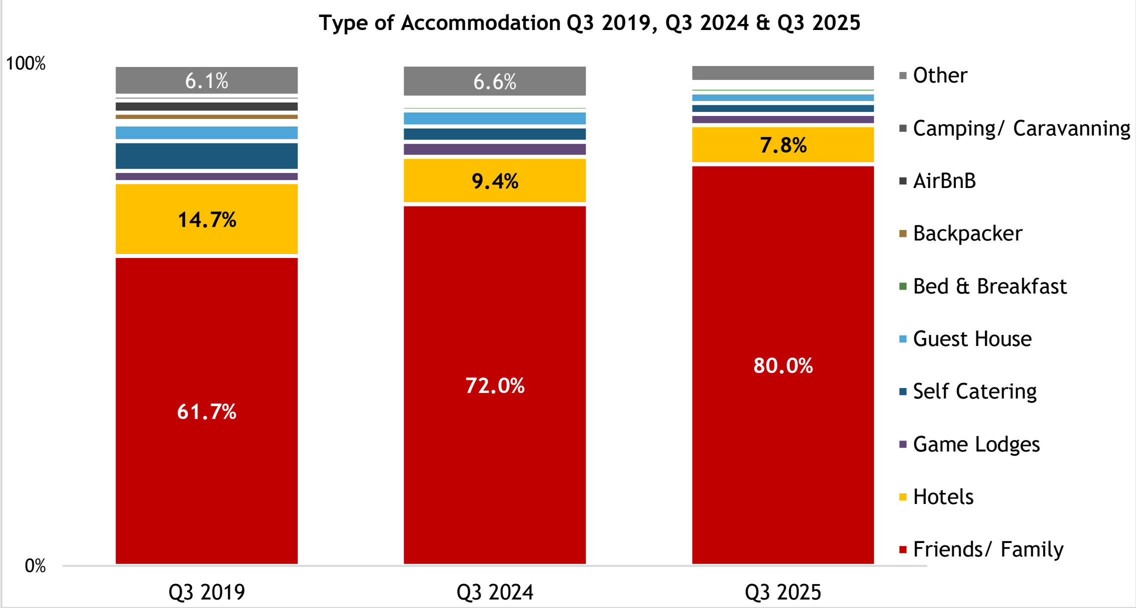


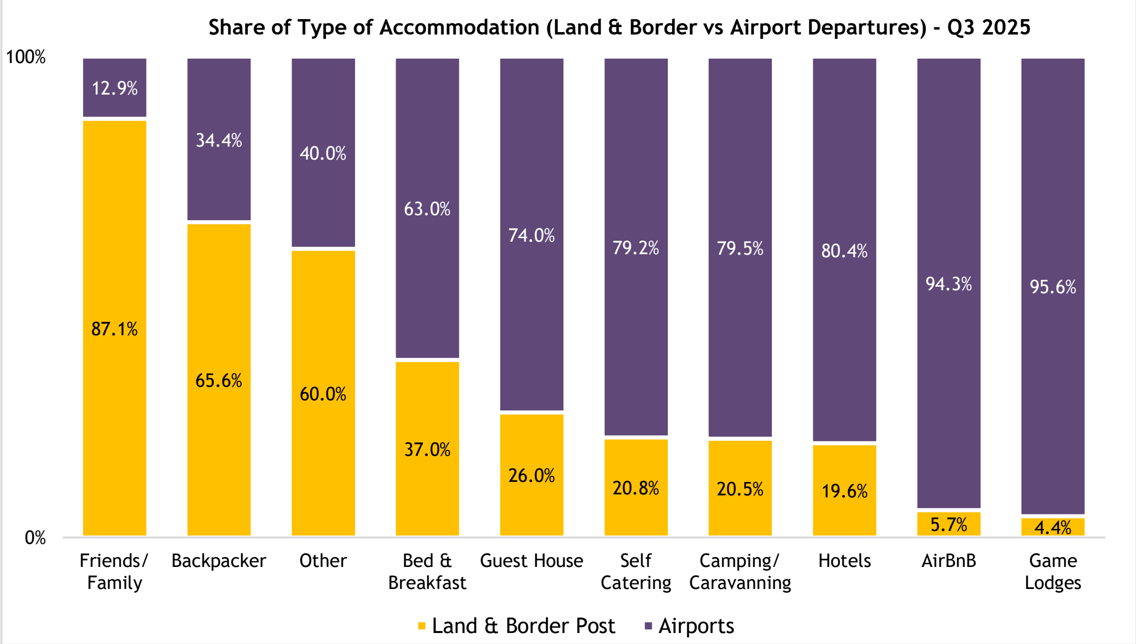
TOTAL BED NIGHTS

39.6 MILLION

+63.1%

Reflecting strong VFR travel patterns, 'friends and family' accommodation continued to dominate in Q3 2025, accounting for 80.0% of all stays, well above the 61.7% recorded in Q3 2019 and higher than the 72.0% seen in Q3 2024. This reinforces the budget-conscious behaviour of many travellers, particularly those entering via land borders. Hotel use declined to 7.8%, down from 14.7% in 2019, while self-catering options also fell to 2.2%, indicating reduced reliance on formal paid accommodation overall. Game lodges held steady at 2.2%, and guest houses softened to 2.1%, with other categories such as AirBnB and backpackers remaining small but stable. For land-departing tourists, 87.1% stayed with friends and family, whereas airport travellers showed far greater uptake of paid options, including hotels (80.4%), game lodges (95.6%), and self-catering (79.2%). These contrasting patterns suggest that air markets remain more leisure-oriented and contribute more significantly to the formal accommodation economy.

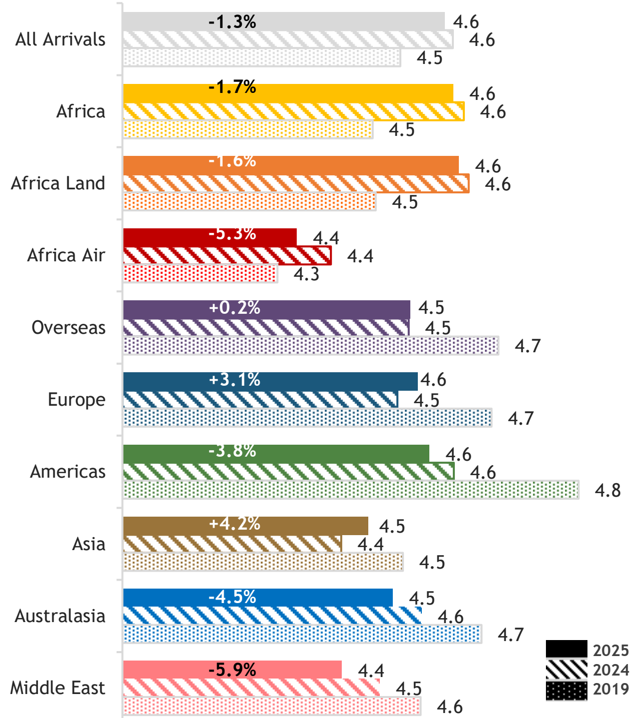




SATISFACTION RATING* **4.6** **-1.3%**

This quarter, international tourists rated their overall satisfaction with South Africa at 4.6, marking a -1.3% year-on-year decline but remaining +1.5% above Q3 2019. Africa Land matched this level at 4.6, reflecting a +2.9% improvement over 2019 despite slipping -1.6% from last year. Africa Air held steady at 4.4, slightly above pre-pandemic levels, though weakening -5.3% year-on-year. Among overseas markets, Europe posted a 4.6 rating, up +3.1% on 2024 but still -2.5% below 2019. The Americas also remained at 4.6, though down -3.8% from last year and -4.8% lower than 2019. Asia improved to 4.5, showing a +4.2% rise versus 2024, while Australasia eased to 4.5, falling -4.5% year-on-year. The Middle East recorded the lowest satisfaction level at 4.4, reflecting a -2.7% decline from 2019 and a further -5.9% drop compared to 2024.

Overall Satisfaction Q3 2024 vs. Q3 2025



During this quarter, South Africa's natural attractions continued to stand out as the strongest-rated element, with overseas, European, American, Asian, Australasian, and Middle Eastern visitors all scoring them between 4.7 and 4.9. Overseas tourists also expressed high satisfaction with friendly people (4.8) and value for money (4.6–4.7). In contrast, safety and security remained the weakest performer, averaging 4.1 overall and dipping to 3.8 among Europe, Asia, Australasia, and the Middle East. Road quality showed similar pressure, with low ratings from Overseas (3.9), Europe (3.9), and Australasia (3.6). Even so, strong perceptions of natural beauty and consistently positive service-related experiences helped uphold overall satisfaction.

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

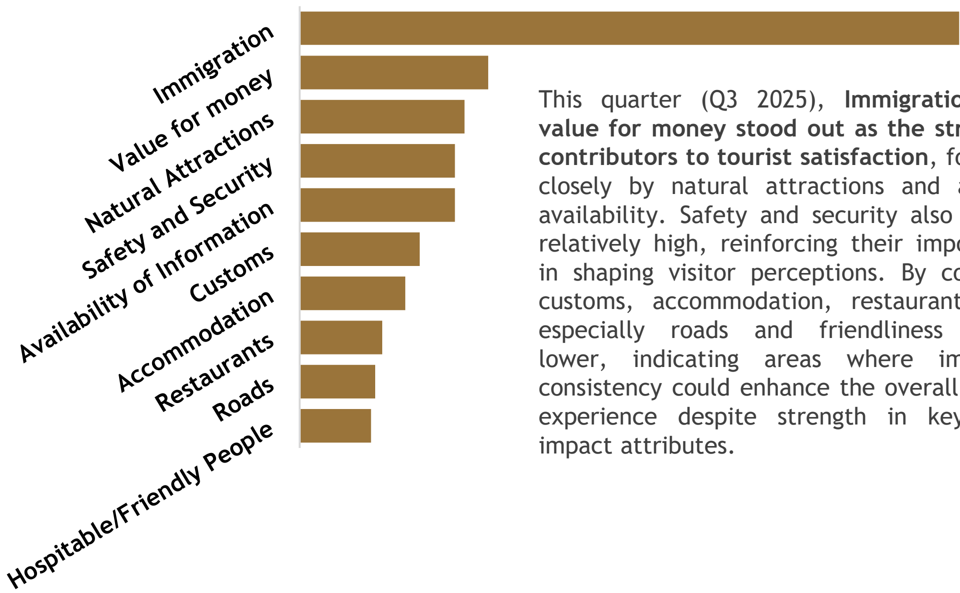
** Please can you rate the satisfaction or service level of your trip on the following attributes? Please rate the attributes where 1 = not at all satisfied, 5 = extremely satisfied.*

SATISFACTION RATING 4.6 -1.3%

Model-based analysis of Q3 2025 Satisfaction results:

OVERALL SATISFACTION DRIVERS

Satisfaction Drivers Ranking Q3 2025

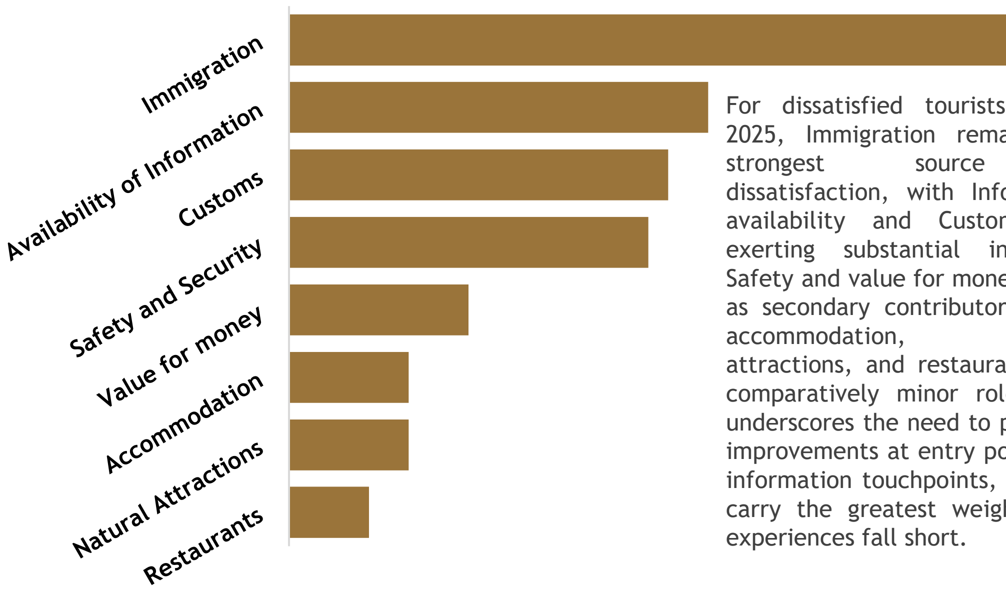


This quarter (Q3 2025), **Immigration and value for money stood out as the strongest contributors to tourist satisfaction**, followed closely by natural attractions and activity availability. Safety and security also ranked relatively high, reinforcing their importance in shaping visitor perceptions. By contrast, customs, accommodation, restaurants, and especially roads and friendliness scored lower, indicating areas where improved consistency could enhance the overall tourist experience despite strength in key high-impact attributes.

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

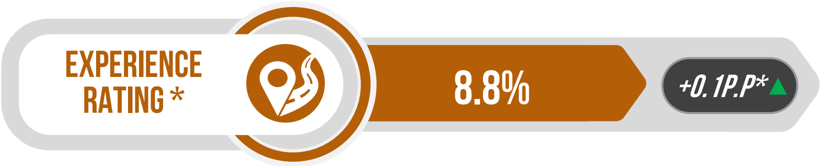
WHAT MATTERS TO THE DISSATISFIED

Satisfaction Drivers Ranking for the Dissatisfied Q3 2025

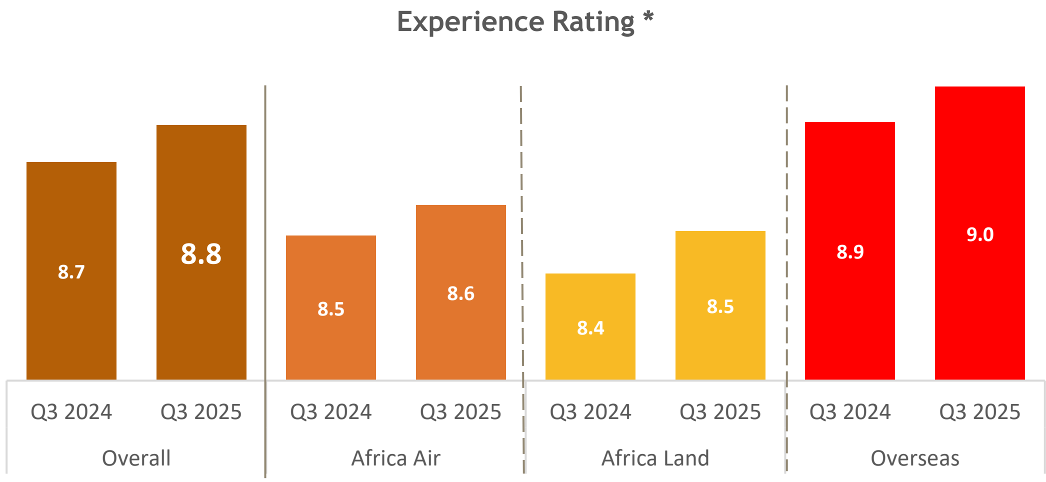


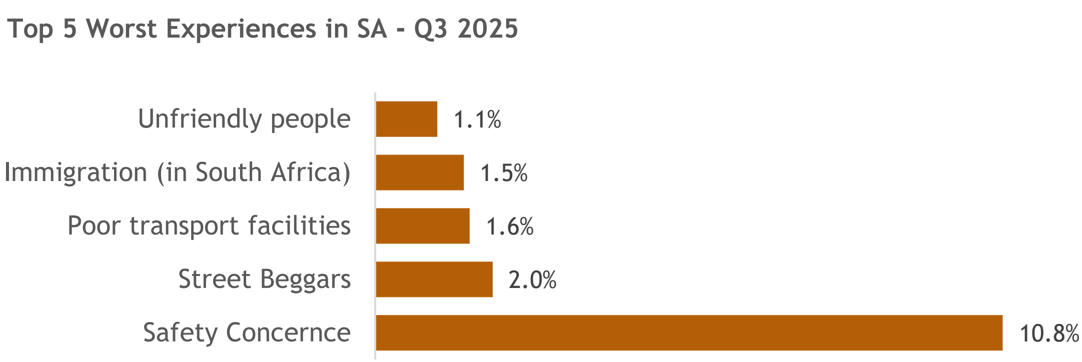
For dissatisfied tourists in Q3 2025, Immigration remains the strongest source of dissatisfaction, with Information availability and Customs also exerting substantial influence. Safety and value for money follow as secondary contributors, while accommodation, natural attractions, and restaurants play comparatively minor roles. This underscores the need to prioritise improvements at entry points and information touchpoints, as these carry the greatest weight when experiences fall short.

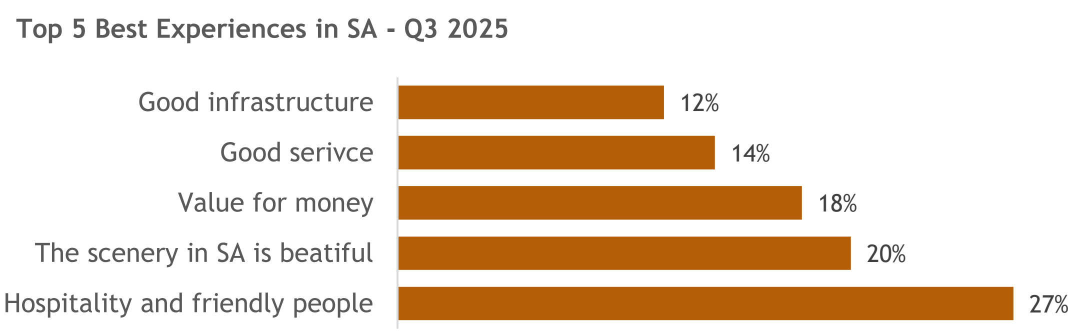
NB: The longer the bar, the better (the more is the importance).



This quarter, the overall experience was rated high at 8.8, well in line with the higher satisfaction score. Overseas travellers delivered the strongest experience scores (9.0), driven by scenery, hospitality, and value for money. However, recurring pain points, especially safety and security, street begging, and transport inefficiencies—were the detractors. Points of delight include hospitality and friendly people, the South Africa scenery and value for money.





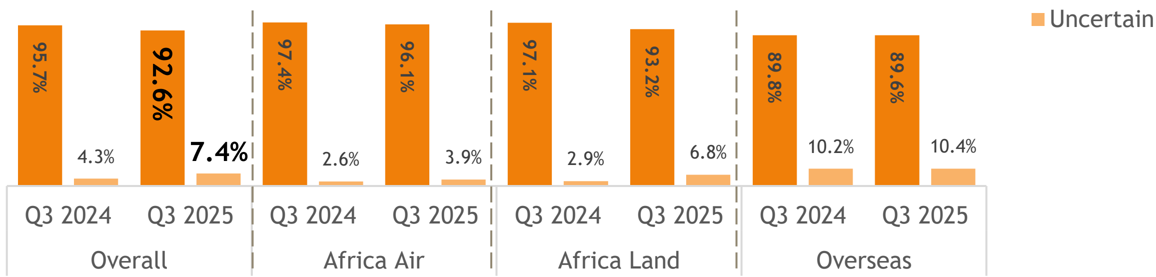


** On a scale of 1 to 10 where 1 is extremely bad and 10 is extremely good, please rate your overall experience in South Africa?*

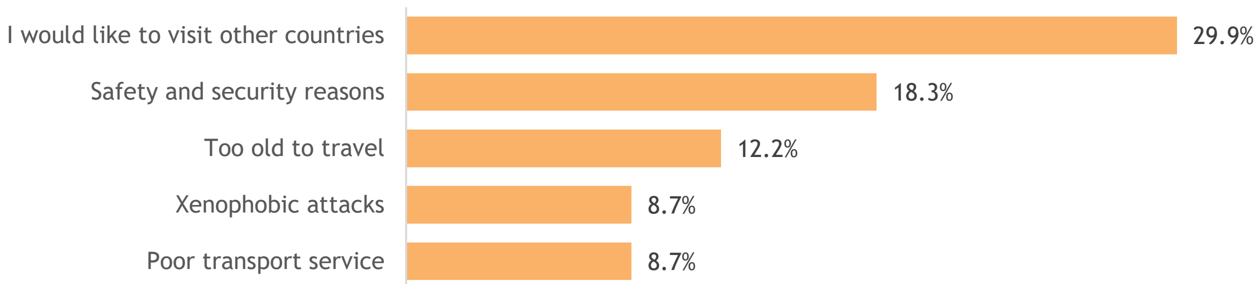
EXPERIENCE RATING 8.8% +0.1P.P*

- Revisit intent remains strong at 92.6% and 91.3% of visitors say they would recommend South Africa, though some caution persists due to safety and xenophobia concerns.
- To strengthen both satisfaction and advocacy, South Africa should prioritise visible safety improvements, smoother mobility, and targeted messaging that reinforces warmth, welcome, and ease of travel.

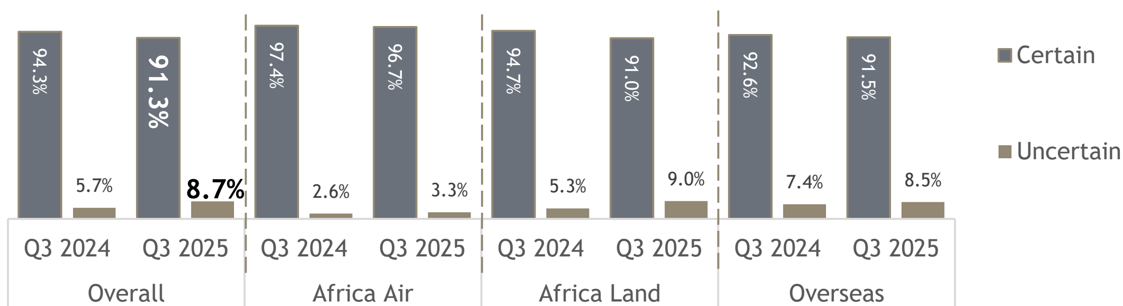
Will you Visit SA Again ?



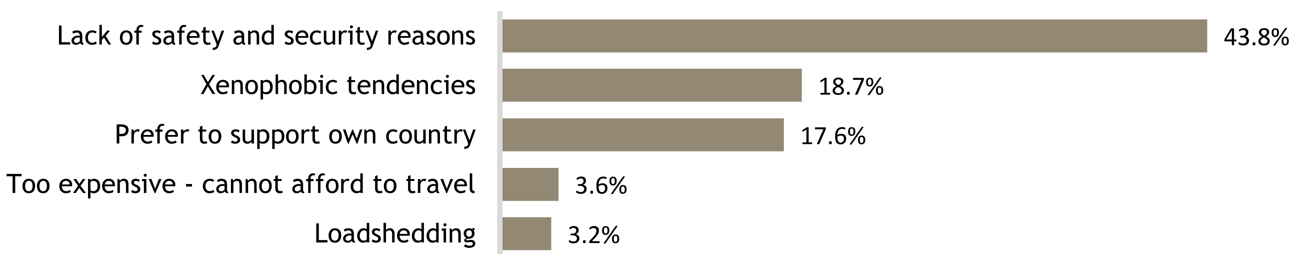
Top 5 Reasons For Not Willing to Visit SA Again



Will you Recommend SA ?



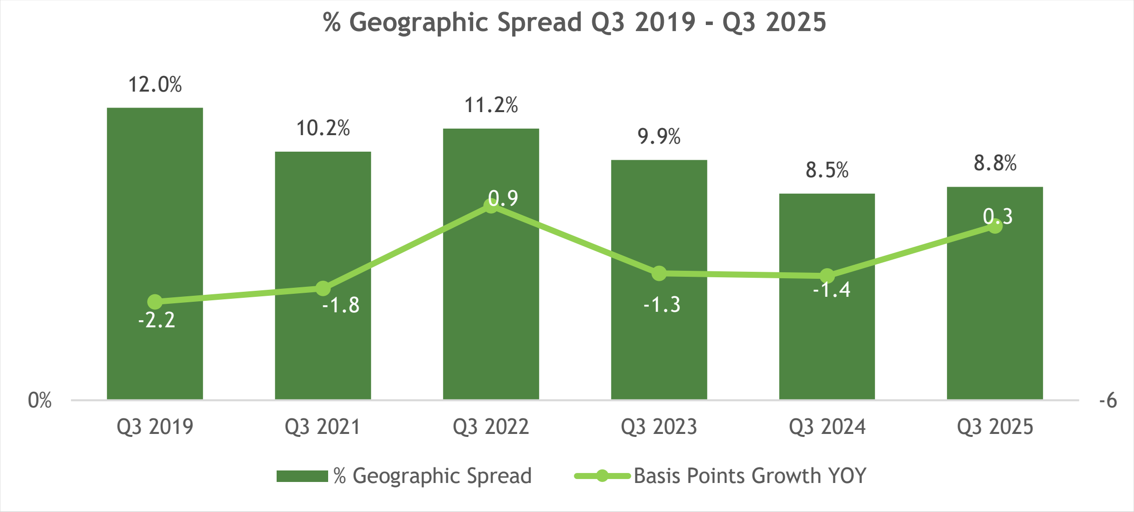
Top 5 Reasons for Not Willing to Recommend SA

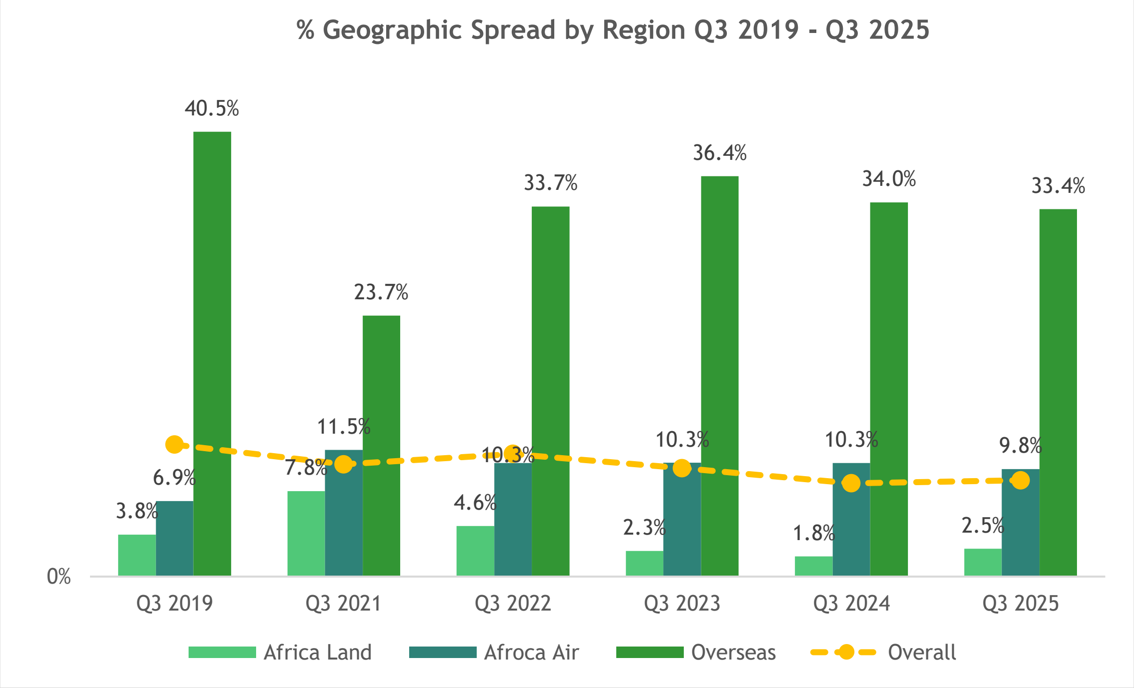


GEOGRAPHIC SPREAD

8.8% +0.3P.P*

After reaching 12% in Q3 2019, the geographic spread index continued to narrow, falling to 8.5% in Q3 2024 before edging up slightly to 8.8% in Q3 2025, a modest +0.3 basis-point year-on-year rise. Africa Land remains the weakest contributor at just 2.5%, well below its 2019-2021 levels and signalling limited dispersion among land-arriving travellers. Africa Air, by contrast, held a steady 9.8%, broadly in line with recent years and providing some stability to the index. Overseas visitors remain the largest driver of geographic spread at 33.4%, though their gradual decline from pre-pandemic peaks indicates muted potential to counterbalance the persistent softness in African land-based movement.





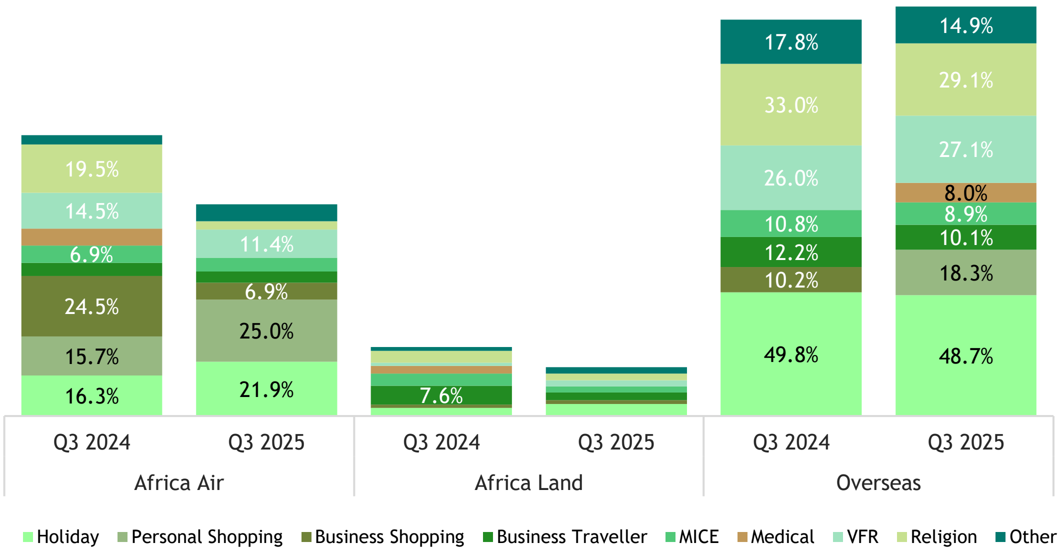
*Geographic spread is the share of tourists visiting 2 provinces or more.
Change in percentage points (P.P) vs. 2024.

GEOGRAPHIC SPREAD

8.8% *+0.3P.P**

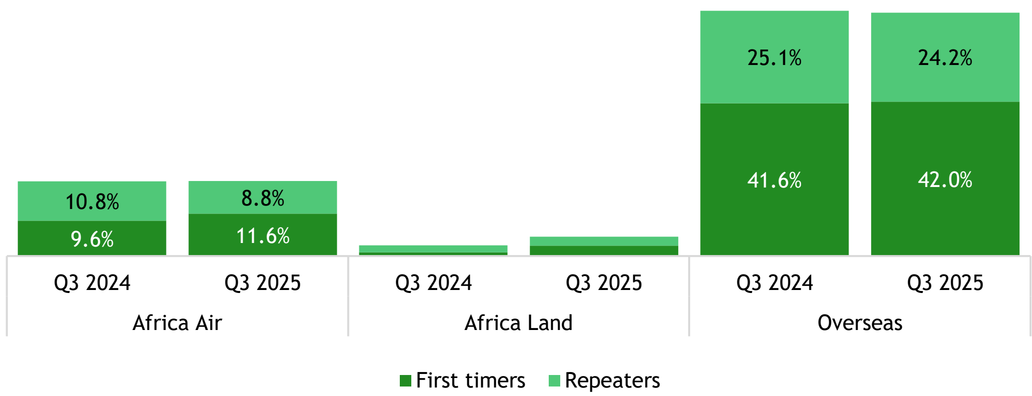
In Q3 2025, Africa Land again showed limited geographic spread across most travel purposes, with holiday improving to 4.9% but VFR still modest at 2.5%, underscoring its predominantly local and family-centred travel patterns. Business (1.5%) and religious travel (2.7%) likewise contributed only narrow dispersion. Africa Air displayed a more diversified spread, led by holiday travel at 21.9% and personal shopping at 25.0%, while VFR (11.4%) and business trips (6.9%) added moderate reach. Overseas visitors remained the main drivers of national dispersion, with holiday travel at 48.7% and VFR at 27.1% forming the broadest footprint, supported by medical (8.0%) and MICE-related travel (8.9%) that provided additional but smaller extensions.

Geospread by Purpose per Region Q3 2024 & Q3 2025



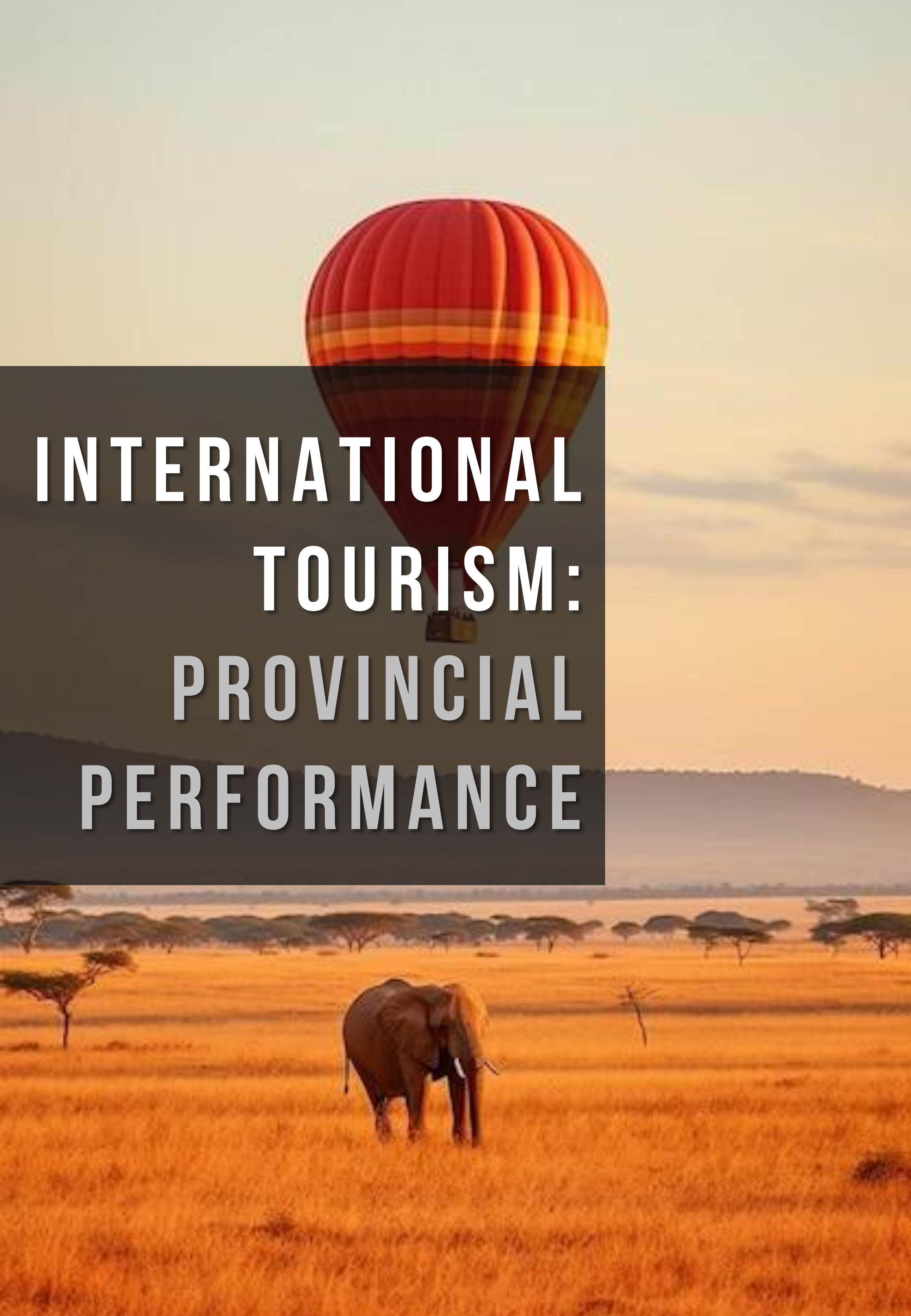
Within segments, repeat visitors continue to show slightly stronger geographic penetration than first-timers, though the gap has narrowed. For Africa Land, repeat travellers reached 2.5% compared to 2.8% for first-timers, confirming that overall circulation remains limited for both groups. Africa Air showed a healthier pattern, with first-time visitors rising to 11.6% and repeat travellers at 8.8%, together supporting moderate dispersion. Overseas markets again delivered the broadest reach, with first-timers at 42.0% and repeat visitors at 24.2%, underscoring their continued dominance as the main drivers of multi-province travel.

Geospread by Number of Visits by Region Q3 2024 & Q3 2025



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

INTERNATIONAL TOURISM: PROVINCIAL PERFORMANCE



PROVINCIAL ARRIVALS

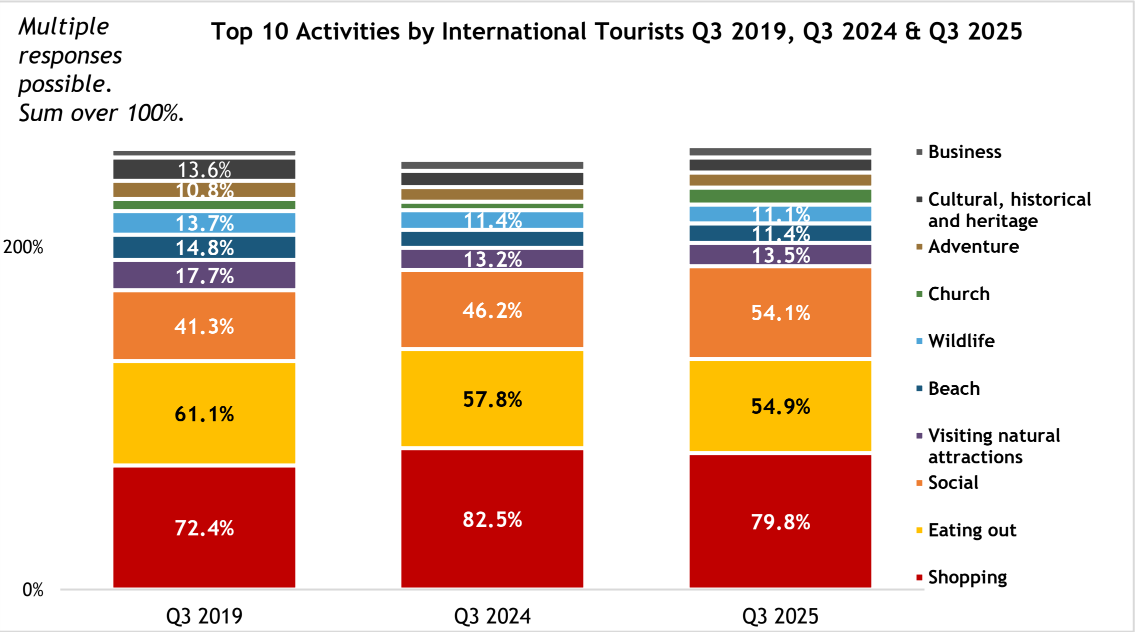
2.7 MILLION +27.8%

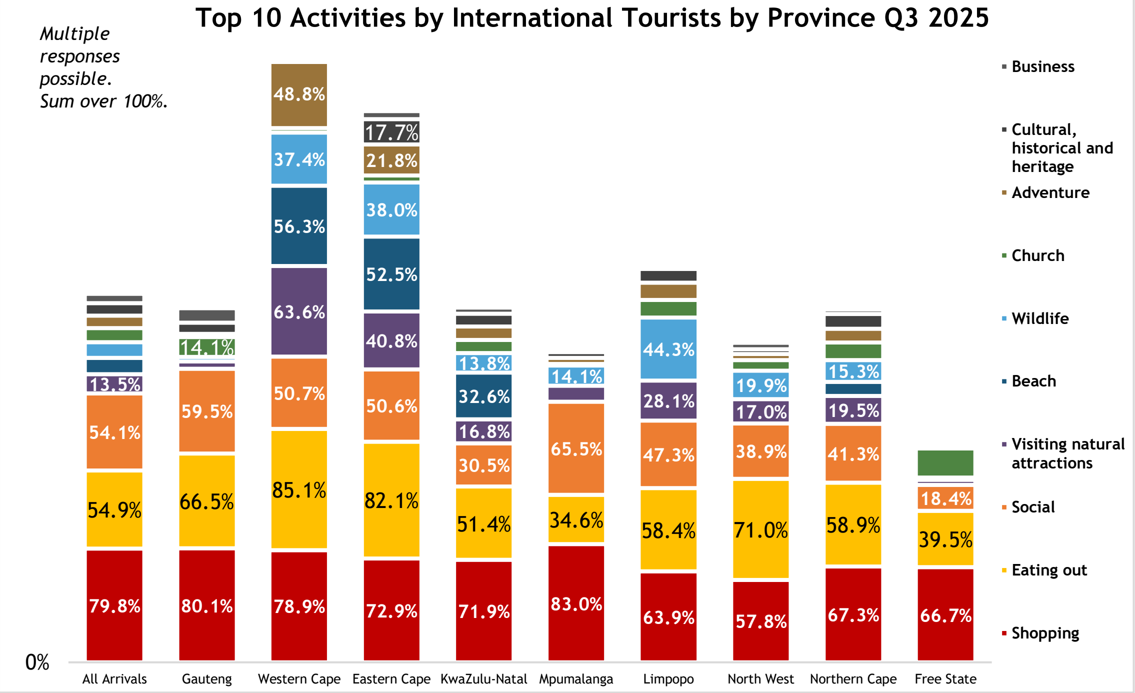
In Q3 2025, international tourism remained centred around the major provinces, with Gauteng firmly in the lead, drawing 1.2 million foreign visitors and generating the highest spend at ZAR 12.0 billion. Mpumalanga followed with 736.0 thousand arrivals, boosted by its strong role in cross-border tourism from neighbouring markets. The Western Cape ranked third with 347.5 thousand visitors, yet continued to outperform in value terms, recording ZAR 5.4 billion in spend—largely supported by long-haul travellers who typically deliver higher per-trip expenditure.

Tourist Arrivals, Spend, Bed Nights & Length of Stay by Province Q3 2025

Province	International Tourist Arrivals (000's) Q3 2025	Foreign Spend (ZAR Billions) Q3 2025	Bednights (Millions) Q3 2025	Length of Stay (nights) Q3 2025
Gauteng	1 149.8	12.0	17.3	15.5
Mpumalanga	736.0	2.2	8.5	11.8
Western Cape	347.5	5.4	3.9	11.6
KwaZulu-Natal	204.2	1.3	2.2	11.2
Free State	241.5	0.5	3.9	16.6
North West	110.0	0.6	1.2	11.4
Limpopo	100.7	1.3	1.1	11.3
Eastern Cape	76.8	1.0	1.3	17.7
Northern Cape	24.8	0.4	0.3	11.8

The distribution of tourist activities remained broadly stable in Q3 2025, with only minor shifts across categories. Nationally, shopping (79.8%), eating out (54.9%), and socialising (54.1%) continued to dominate participation. Provincial patterns, however, varied according to regional tourism strengths. The Western Cape and Eastern Cape showed strong coastal and nature-linked engagement, reflected in higher levels of beach, wildlife, adventure, and cultural activities. Gauteng's profile remained distinctly urban, with elevated participation in shopping (80.1%), eating out (66.5%), and social activities (59.5%). Mpumalanga recorded exceptionally high shopping participation (83.0%) alongside solid wildlife activity (14.1%), underscoring its appeal to cross-border travellers.

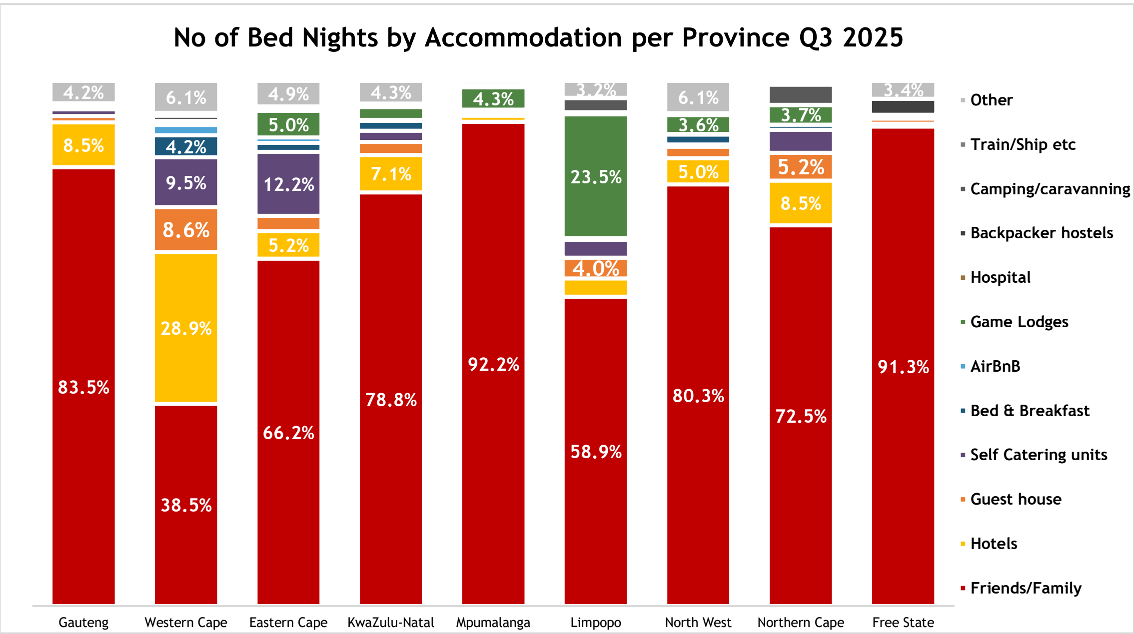


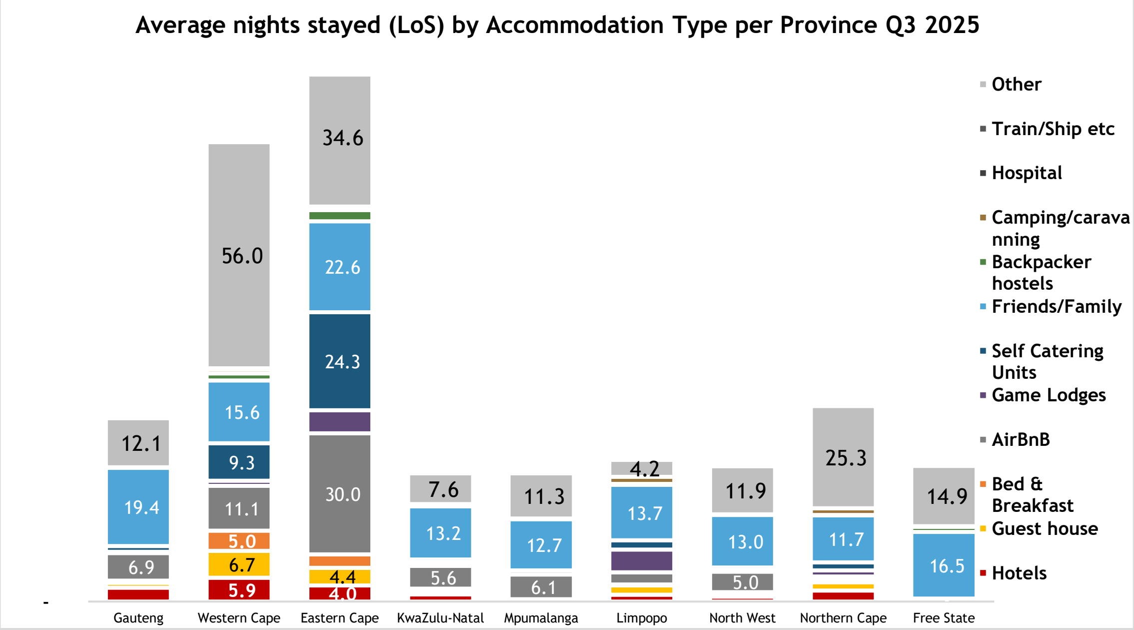


PROVINCIAL ARRIVALS

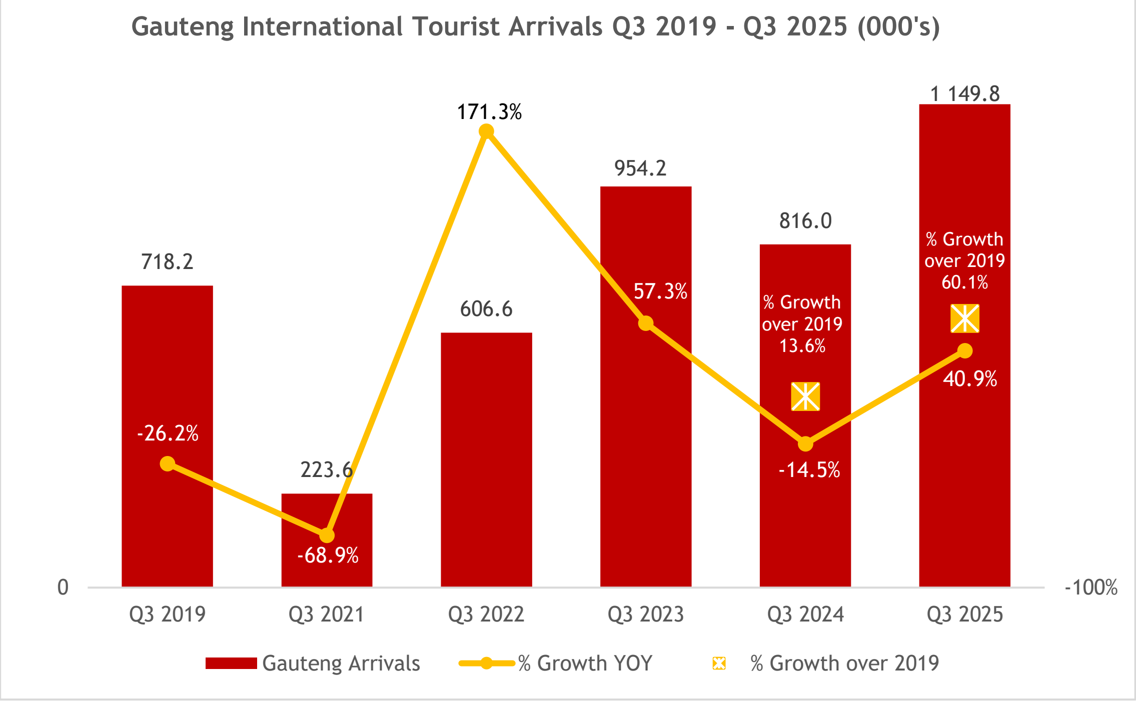
2.7 MILLION +27.8%

During Q3 2025, accommodation patterns continued to show strong provincial contrasts, reflecting varied traveller profiles. Friends and family stays dominated overwhelmingly in Mpumalanga (92.2%), the Free State (91.3%), and the Northern Cape (72.5%), with average stays exceeding 12 nights in several provinces. Hotels held their strongest presence in the Western Cape (28.9%) and Gauteng (8.5%), where visitors stayed an average of 5.9 and 3.4 nights, respectively. Guest houses and self-catering units were notably more common in the Western Cape (8.6% and 9.5%), supporting extended stays of 6.7 and 9.3 nights. Game lodges were a distinctive feature in Limpopo (23.5%), paired with an average stay of 5.7 nights, reinforcing its wildlife-driven appeal. AirBnB use peaked in the Western Cape (1.9%), with lengthy stays averaging 11.1 nights. By contrast, KwaZulu-Natal and Mpumalanga reflected shorter formal-accommodation visits, with hotel stays typically below two nights.





Gauteng remained the country's primary international gateway in Q3 2025, climbing to 1.2 million arrivals, a strong +40.9% year-on-year increase and a substantial +60.1% rise over Q3 2019. Neighbouring markets continued to dominate, led by Zimbabwe, which supplied 511 214 visitors and accounted for 44.5% of all arrivals, supported by exceptional long-term growth of +450.9% since 2019. Lesotho (8.0%) and Mozambique (6.1%) followed, though both remained below pre-pandemic levels, while Malawi (+19.6%) and Zambia (+7.3%) posted solid multi-year gains. Among overseas markets, the USA (4.2%), UK (2.5%), and Australia (1.5%) all recorded notable increases compared to 2024. Gauteng also maintained the highest economic impact nationally, generating ZAR 12.0 billion in foreign spend and 17.3 million bed nights, alongside one of the longest provincial stays at 15.5 nights.

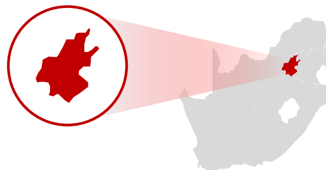


Gauteng International Tourist Arrivals by Top 10 Source Markets Q3 2025

Gauteng Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Zimbabwe	511 214	44.5%	450.9%	82.4%
Lesotho	91 852	8.0%	-1.2%	113.2%
Mozambique	69 838	6.1%	-53.7%	-1.2%
Malawi	53 852	4.7%	19.6%	46.1%
USA	48 105	4.2%	24.9%	8.5%
eSwatini	47 927	4.2%	-8.2%	-21.7%
Botswana	46 601	4.1%	-28.0%	-0.7%
Zambia	35 202	3.1%	7.3%	12.3%
UK	28 202	2.5%	112.4%	27.2%
Australia	17 611	1.5%	110.4%	35.8%
All Gauteng Arrivals	**1 149 784**	**43.2%**	**60.1%**	**40.9%**

GAUTENG

1 149.8 THOUSAND +40.9%



A dominant share of visitors to Gauteng (52.2%) travelled primarily for visiting friends and relatives (VFR) this quarter, reflecting a +5.0 percentage point rise compared to 2024 and a substantial +9.8 point increase from 2019. Holiday travel accounted for 13.9%, down -2.0 points year-on-year and -12.2 points below 2019, showing a continued weakening of leisure-driven demand. Business-related segments remained steady, with Business Travellers (6.8%) and MICE (6.7%) together making up 13.5%, supported by small gains over both 2024 and 2019. Other niche segments—including shopping, medical, and religious travel, maintained modest but stable shares. In terms of accommodation, 83.5% of bed nights were spent with friends and family, a sharp +39.9 percentage point rise from 2024 and a significant +54.2 point increase over 2019. Hotels (8.5%) and guest houses (1.3%) played secondary roles, while other formal options contributed marginally. This pattern underscores VFR's dominance as both a primary travel motive and a key determinant of lodging choices in Gauteng.

Share of Gauteng Tourist Arrivals by Main Purpose Q3 2025

Gauteng	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	52.2%	13.9%	6.8%	8.3%	6.7%	2.7%	1.6%	1.9%
Percentage Point Change 24-25	5.0	-2.0	-3.5	0.1	0.0	0.0	0.2	0.4
Percentage Point Change 19-25	*9.8*	*-12.2*	*4.2*	*-5.8*	*3.3*	*0.4*	*0.7*	*0.1*

% of Bed Nights by Accommodation Type in Gauteng Q3 2025

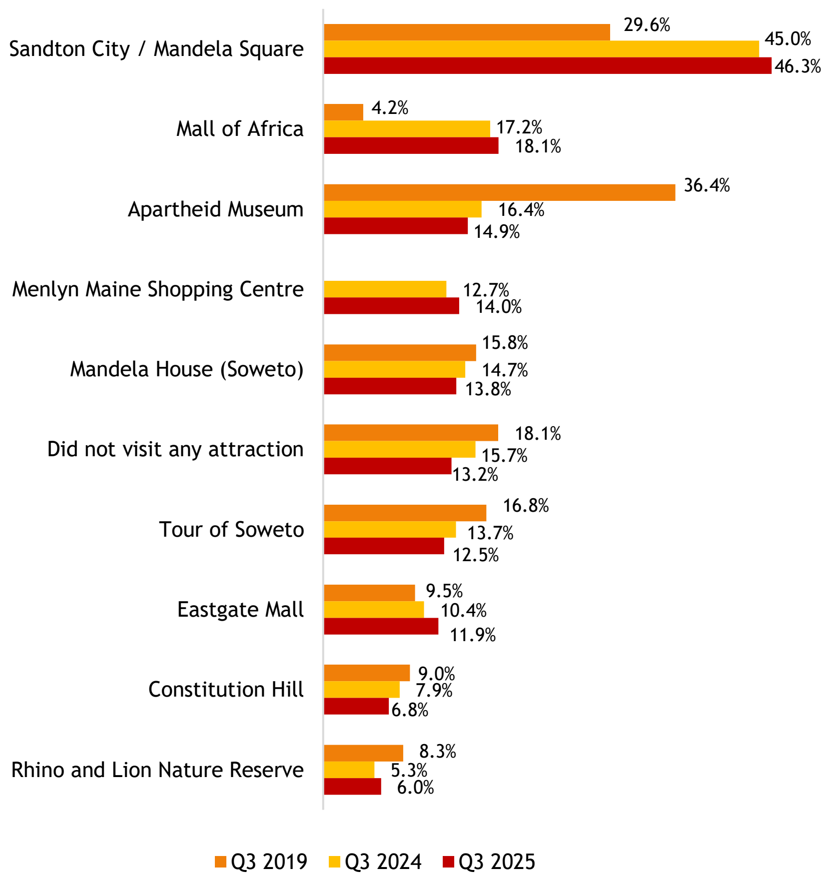
Gauteng	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	83.5%	8.5%	1.3%	1.3%	0.5%	0.2%	0.3%	0.1%	0.0%	4.2%
Percentage Point Change 24-25	39.9	2.3	-0.1	-0.2	0.2	-0.1	0.1	0.1	0.0	-2.2
Percentage Point Change 19-24	54.2	5.0	0.3	0.3	0.5	0.1	0.1	0.0	-0.4	0.6

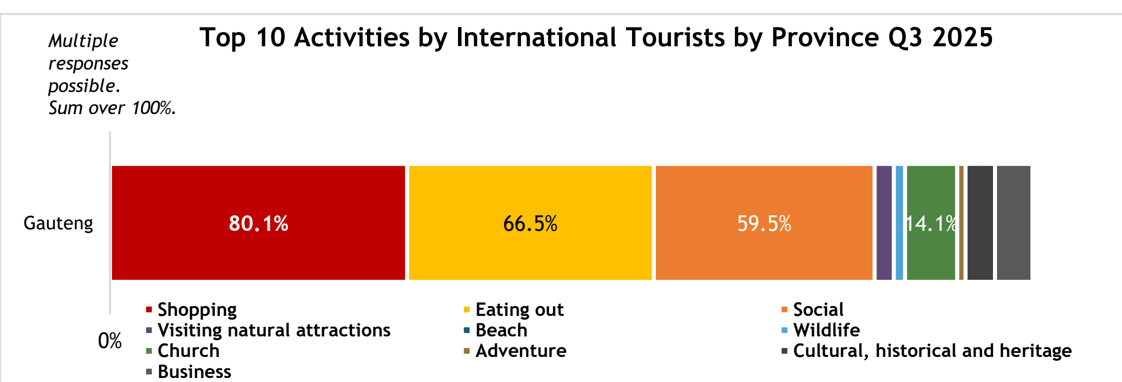
GAUTENG

1 149.8 THOUSAND **+40.9%**

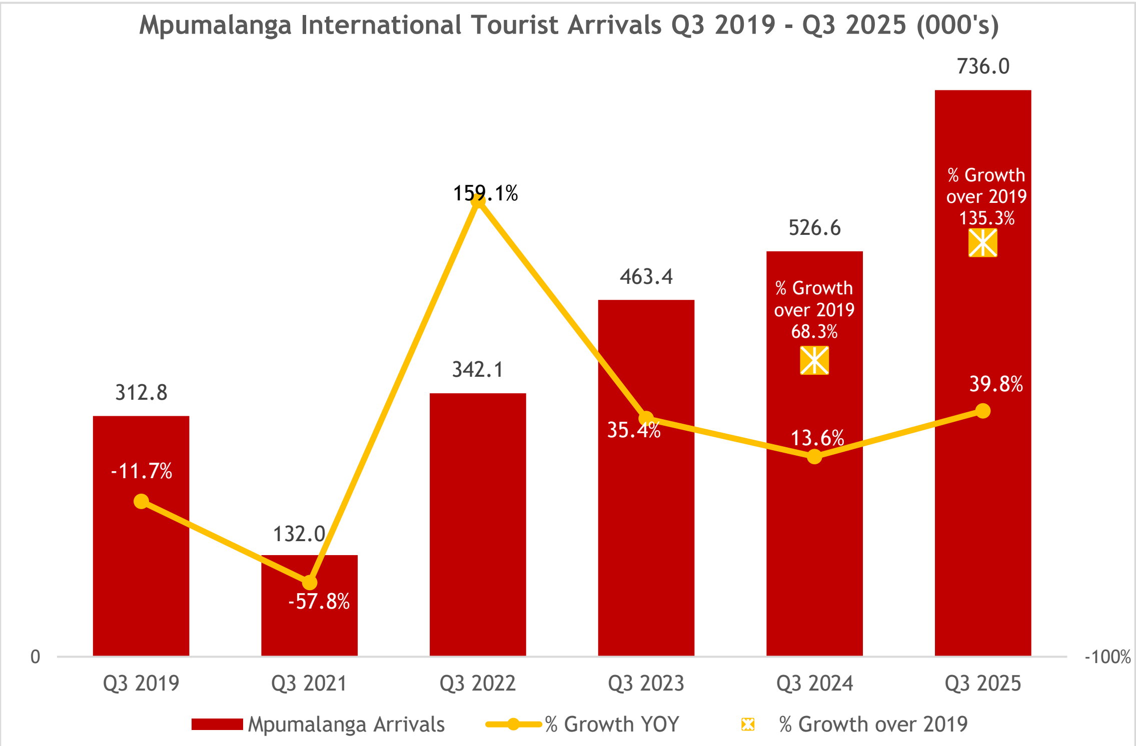
Gauteng's draw as a premier shopping and lifestyle hub strengthened in Q3 2025, with Sandton City / Mandela Square once again topping the list of visited attractions at 46.3% of international tourists. The Mall of Africa followed at 18.1%, supported by steady interest in Menlyn Maine (14.9%), Eastgate Mall (11.9%), and the broader Johannesburg retail cluster. These patterns mirror activity behaviour, where shopping (80.1%), eating out (66.5%), and socialising (59.5%) continued to dominate traveller engagement. Alongside its retail pull, Gauteng's cultural and historical landmarks maintained strong visibility. The Apartheid Museum drew 14.9% of visitors, while Mandela House (13.8%) and the Tour of Soweto (12.5%) also ranked prominently, reaffirming their central role in shaping authentic heritage-focused experiences for international tourists.

Gauteng International Tourist Top 10 Attractions Q3 2019 - Q3 2025





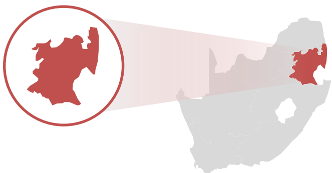
Mpumalanga sustained its strong upward trajectory in Q3 2025, recording 736.0 thousand international tourist arrivals—an exceptional +39.8% year-on-year surge and a +135.3% increase over Q3 2019. The province's performance remains overwhelmingly driven by Mozambique, which accounted for 66.1% of all arrivals, followed by eSwatini at 16.2%, together forming the backbone of regional cross-border flows. Long-haul markets added further depth, led by the USA (3.0%), Germany (1.2%), and the UK (1.2%), though recovery varied: Zimbabwe posted a strong +136.9% rise over 2019, while Germany declined -7.5%. Recent year-on-year gains were notable from Lesotho (+631.9%), Australia (+48.7%), and the UK (+45.0%). On the economic front, Mpumalanga generated ZAR 2.2 billion in foreign spend, supported by 8.5 million bed nights and an average stay of 11.8 nights, underscoring its continued appeal as a high-volume, cross-border-driven destination.



Mpumalanga International Tourist Arrivals by Top 10 Source Markets Q3 2025

Mpumalanga Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Mozambique	486 273	66.1%	153.6%	43.4%
eSwatini	119 269	16.2%	6.4%	31.7%
USA	22 024	3.0%	69.0%	12.1%
Zimbabwe	17 739	2.4%	136.9%	88.6%
Germany	8 909	1.2%	-7.5%	28.3%
UK	8 713	1.2%	23.5%	45.0%
Australia	7 770	1.1%	25.9%	48.7%
Lesotho	7 709	1.0%	-39.4%	631.9%
France	7 516	1.0%	5.1%	9.3%
Italy	6 860	0.9%	-4.8%	-3.5%
All Mpumalanga Arrivals	**736 009**	**27.6%**	**76.8%**	**39.8%**

MPUMALANGA 736.0 THOUSAND +39.8%



Mpumalanga's travel mix in Q3 2025 continued to be overwhelmingly shaped by visits to friends and relatives, which accounted for 66.8% of all international arrivals. Holiday travel remained the second-largest purpose at 22.4%, underscoring the province's blend of social and leisure-driven demand. Other segments—such as business travel, shopping, and MICE—were minimal, together representing under 10% of total arrivals. Accommodation choices mirrored these patterns closely. Friends and family dominated with 92.2% of all bed nights, reaffirming Mpumalanga's dependence on regional VFR-related stays. Game lodges contributed 4.3% of bed nights, reflecting continued interest in wildlife and nature-based experiences. Use of hotels, guest houses, and other formal paid options remained limited, highlighting the province's strong reliance on informal and family-oriented lodging.

Share of Mpumalanga Tourist Arrivals by Main Purpose Q3 2025

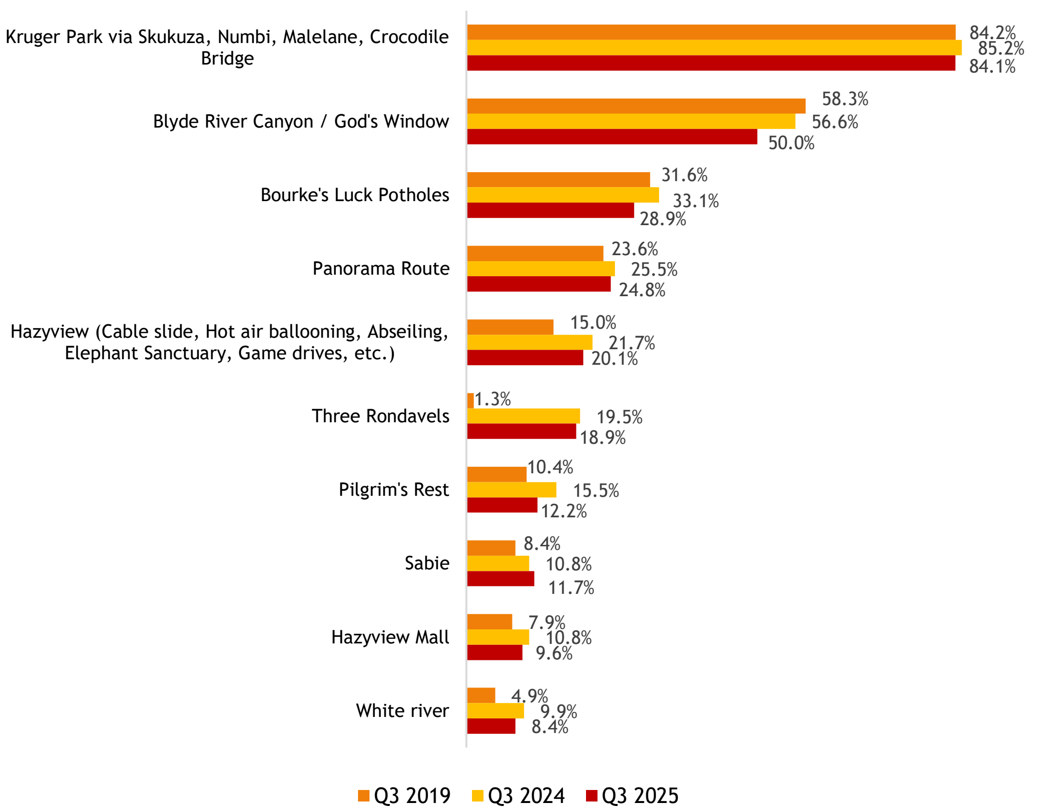
Mpumalanga	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	66.8%	22.4%	0.8%	3.4%	0.3%	7.7%	0.9%	0.4%
Percentage Point Change 24-25	4.3	3.2	0.0	1.3	0.0	0.3	-0.1	0.0
Percentage Point Change 19-25	*-2.8*	*4.6*	*0.3*	*1.4*	*0.3*	*7.1*	*0.0*	*0.6*

No of Bed Nights by Accommodation Type in Mpumalanga Q3 2025

Mpumalanga	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	92.2%	1.1%	0.7%	0.2%	0.3%	0.0%	4.3%	0.0%	0.4%	0.7%
Percentage Point Change 24-25	39.9	0.2	-0.1	0.0	0.1	0.0	0.6	-0.3	0.0	0.0
Percentage Point Change 19-24	51.1	-0.2	0.1	0.1	0.2	0.0	1.3	0.0	0.1	0.0

Mpumalanga’s visitor patterns in Q3 2025 continued to be shaped by its flagship natural attractions, with the Kruger National Park maintaining its overwhelming lead at 84.1% of international tourists. The Blyde River Canyon / God’s Window remained the second-most visited site at 50.0%, though slightly softer than last year. Bourke’s Luck Potholes (28.9%) and the Panorama Route (24.8%) also featured prominently, despite marginal declines. Hazyview, including adventure activities such as hot-air ballooning and game drives, attracted 20.1% of visitors, while Pilgrim’s Rest (12.2%), Sabie (11.7%), and the Three Rondavels (18.9%) continued to draw steady interest. Activity trends similarly reflected this blend of nature and leisure: shopping dominated at 83.0%, followed by social activities (65.5%) and eating out (34.6%). Wildlife experiences (14.1%) and visits to natural attractions (11.1%) remained essential components of the travel experience, reinforcing Mpumalanga’s strong positioning at the intersection of retail, nature, and outdoor adventure.

Mpumalanga International Tourist Top 10 Attractions Q3 2019 - Q3 2025



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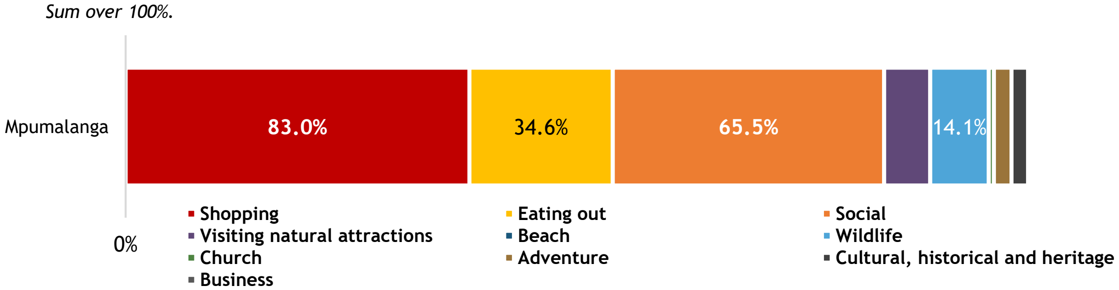
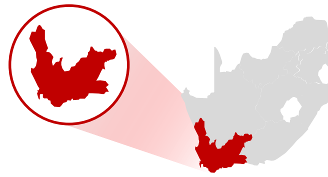
Top 10 Activities by International Tourists by Province Q3 2025



WESTERN CAPE

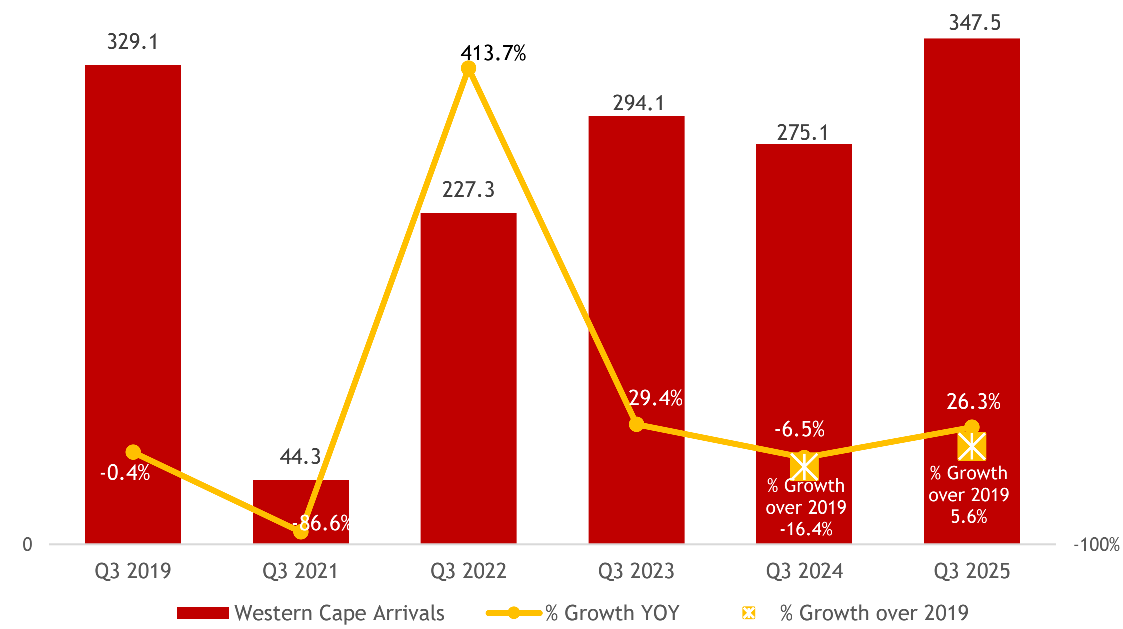
347.5 THOUSAND +26.3%



The Western Cape regained momentum in Q3 2025, welcoming 347.5 thousand international tourists, a strong +26.3% increase year-on-year, though numbers remain -5.6% below Q3 2019. The province's top 10 markets accounted for 73.0% of arrivals, anchored by long-haul demand. The USA (13.6%) and UK (11.9%) remained the dominant contributors, while Zimbabwe (8.5%) continues to represent the largest African source. Notable year-on-year gains came from Australia (+37.1%), Lesotho (+174.1%), and Germany (+33.9%), partly offsetting longer-term declines from traditional European markets since 2019.

Economically, the Western Cape continued to benefit from its strong long-haul profile, supported by visitors with higher per-trip spend and longer stays. The province recorded ZAR 5.4 billion in foreign spend, 3.9 million bed nights, and an average stay of 11.6 nights, reinforcing its position as South Africa's leading leisure, culture, and nature-based destination.

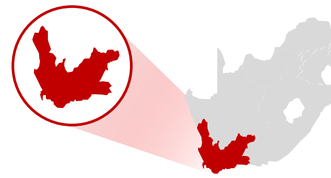
Western Cape International Tourist Arrivals Q3 2019 - Q3 2025 (000's)



Western Cape International Tourist Arrivals by Top 10 Source Markets Q3 2025

Western Cape Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
USA	47 140	13.6%	-46.7%	18.3%
UK	41 471	11.9%	-47.3%	36.2%
Zimbabwe	29 430	8.5%	58.6%	44.5%
Germany	23 059	6.6%	-55.0%	33.9%
Namibia	22 452	6.5%	-20.5%	4.8%
The Netherlands	16 694	4.8%	-45.9%	9.7%
France	15 535	4.5%	-46.9%	17.9%
Australia	15 020	4.3%	-42.3%	37.1%
Lesotho	13 375	3.8%	91.5%	174.1%
Italy	12 426	3.6%	-41.7%	5.2%
All Western Cape Arrivals	**347 490**	**13.0%**	**-42.7%**	**26.3%**

WESTERN CAPE **347.5 THOUSAND** **+26.3%**



Tourism activity in the Western Cape during Q3 2025 remained firmly leisure-led, with holiday travel accounting for 56.2% of all international arrivals—a slight +0.6 percentage point rise from last year. Visiting friends and relatives (VFR) formed the second-largest segment at 25.0%, supported by a small year-on-year increase and a notable uplift over 2019. This pattern was mirrored in accommodation use: 38.5% of bed nights were spent with friends and family, reflecting a +7.2 pp gain from Q3 2024. At the same time, the province sustained its strong formal-accommodation footprint, with hotels (28.9%), guest houses (8.6%), self-catering units (9.5%), and BnBs/Airbnb (6.1%) collectively representing nearly half of all bed nights. These results highlight the Western Cape's ability to blend a robust leisure base with a diversified and mature accommodation market.

Share of Western Cape Tourist Arrivals by Main Purpose Q3 2025

Western Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	25.0%	56.2%	5.7%	0.0%	7.6%	0.1%	0.5%	1.0%
Percentage Point Change 24-25	1.1	0.6	0.4	0.0	-1.9	-0.1	0.1	-0.4
Percentage Point Change 19-25	*11.9*	*-4.7*	*3.8*	*-1.2*	*-6.4*	*-0.4*	*-0.2*	*0.3*

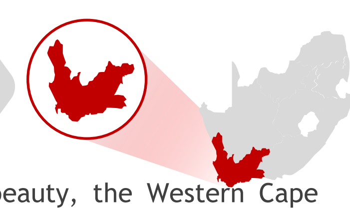
Share of Accommodation Types in Western Cape Q3 2025

Western Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	38.5%	28.9%	8.6%	9.5%	4.2%	1.9%	0.8%	1.0%	0.5%	6.1%
Percentage Point Change 24-25	7.2	7.2	-0.1	1.5	1.6	0.0	0.1	0.2	0.4	0.1
Percentage Point Change 19-24	-7.4	-37.8	-1.6	-21.2	0.8	-11.8	-1.2	-6.3	-1.6	-0.6

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

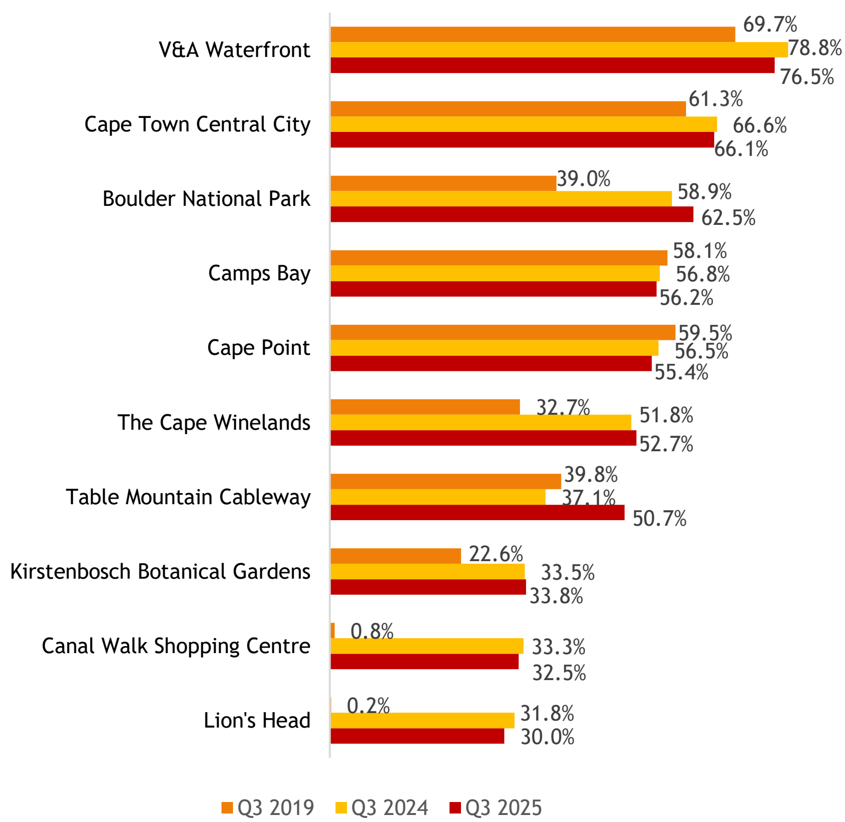
WESTERN CAPE

347.5 THOUSAND +26.3%



Drawing on its enduring mix of urban vibrancy and natural beauty, the Western Cape continued to attract strong international interest across its signature landmarks in Q3 2025. The V&A Waterfront remained the most visited site at 76.5%, followed closely by Cape Town Central City (66.1%), Boulder National Park (62.5%), Camps Bay (56.2%), and Cape Point (55.4%). This broad distribution reflects tourists' varied engagement with the province's offerings. Activity patterns further reinforce this diversity: eating out led participation at 85.1%, followed by shopping (78.9%) and social activities (50.7%), while nature-focused experiences such as visiting natural attractions (63.6%), beaches (56.3%), and wildlife encounters (37.4%) also featured prominently. Together, these trends highlight the Western Cape's balanced appeal—seamlessly combining world-class urban amenities with its celebrated outdoor and coastal environments.

Western Cape International Tourist Top 10 Attractions Q3 2019 - Q3 2025



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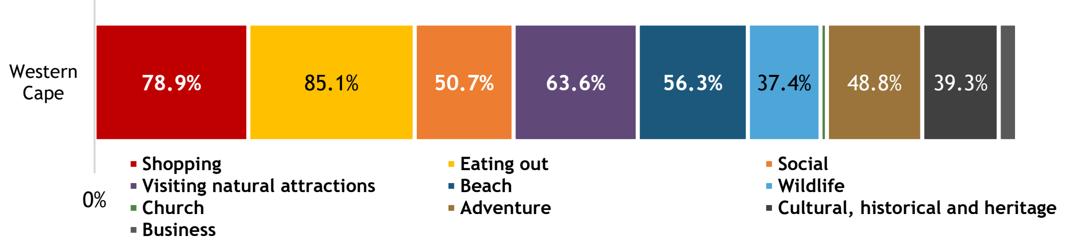
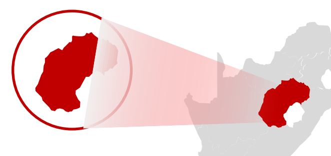
Top 10 Activities by International Tourists by Province Q3 2025



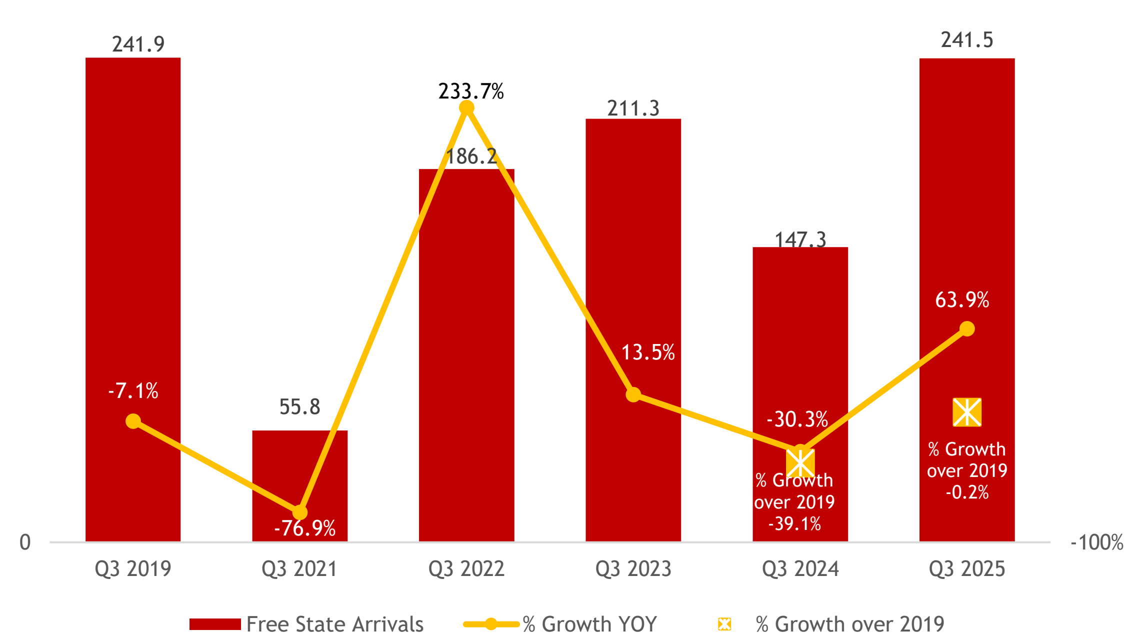
Note: Lion's Head and Canal Walk were introduced as pre-codes to the questionnaire in Q2 2023

FREE STATE 241.5 THOUSAND +63.9%



International arrivals to the Free State surged in Q3 2025, reaching 241.5 thousand visitors, a strong +63.9% year-on-year rebound, leaving the province almost on par with pre-pandemic volumes (-0.2% vs. Q3 2019). The province remains overwhelmingly reliant on Lesotho, which contributed 89.8% of all arrivals (216.9 thousand), underscoring its deep cross-border travel dependency. While Lesotho showed robust annual growth (+70.0%), notable acceleration also came from smaller markets such as Zimbabwe (+52.0%), the USA (+87.9%), and the UK (+116.2%). However, several key contributors declined, including Botswana (-15.0%), Mozambique (-36.2%), and Namibia (-34.7%), reflecting ongoing volatility in regional and long-haul demand. Despite the expansion in volumes, the Free State's economic footprint remains limited, with comparatively low foreign spend and constrained leisure activity. Average stays were moderate at 16.5 nights, generating over 3.8 million bed nights, reaffirming the province's dependence on VFR-driven, lower-spend, extended visits rather than higher-value tourism segments.

Free State International Tourist Arrivals Q3 2019 - Q3 2025 (000's)



Free State International Tourist Arrivals by Top 10 Source Markets Q3 2025

Free State Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Lesotho	216 979	89.8%	-7.2%	70.0%
Zimbabwe	7 633	3.2%	199.9%	52.0%
Botswana	4 132	1.7%	-26.3%	-15.0%
USA	2 880	1.2%	135.5%	87.9%
UK	1 624	0.7%	207.7%	116.2%
eSwatini	1 118	0.5%	86.1%	97.4%
Australia	1 095	0.5%		162.2%
Mozambique	835	0.3%		-36.2%
Pakistan	698	0.3%		
Namibia	601	0.2%	-34.7%	-
All Free State Arrivals	**241 494**	**9.1%**	**-3.3%**	**63.9%**

FREE STATE 241.5 THOUSAND +63.9%

Strong social connections continue to define international travel to the Free State, shaping both visitor motivations and accommodation choices. In Q3 2025, VFR dominated at 82.0%, rising by +4.2 percentage points year-on-year and +9.2 points above 2019 levels. This pattern is mirrored in lodging behaviour, with 91.3% of all bed nights spent in the homes of friends and family—a substantial +55.6 percentage point increase from Q3 2024. Formal accommodation remains minimal, with hotels accounting for just 0.5% of bed nights, guest houses at 1.0%, and self-catering registering no measurable share. Other options such as camping and game lodges drew only limited use. Overall, the data highlights the province's deep reliance on socially rooted, non-commercial travel, underscoring a tourism profile anchored far more in familial networks than in traditional visitor infrastructure.

Share of Free State Tourist Arrivals by Main Purpose Q3 2025

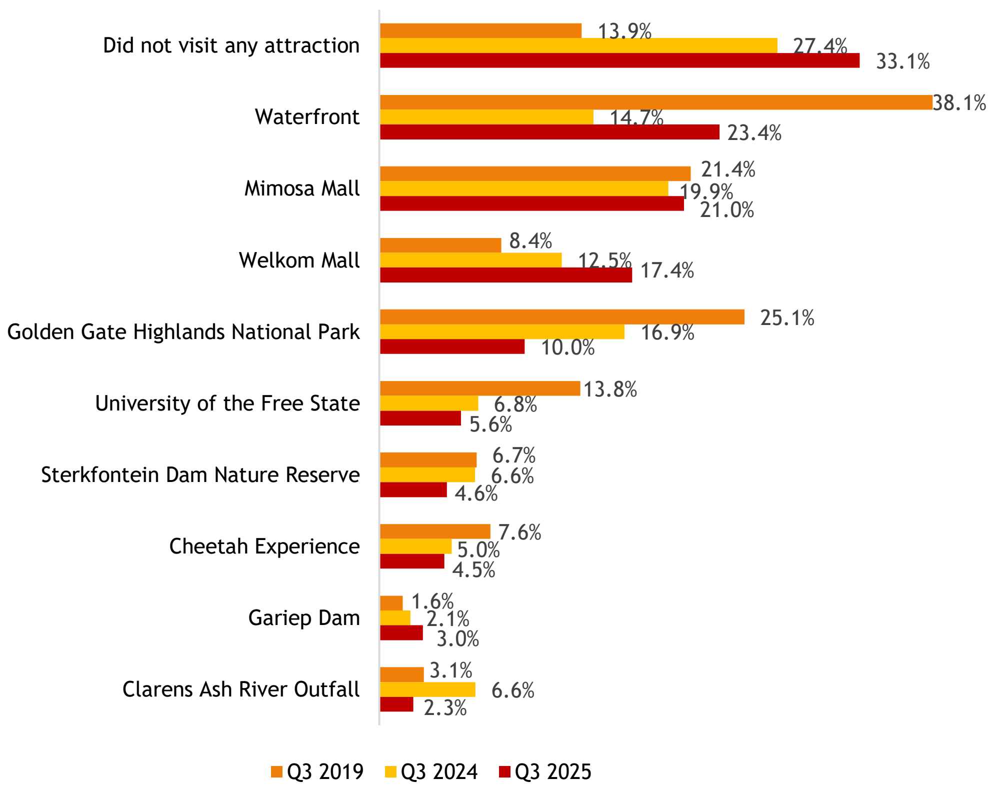
Free State	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	82.0%	2.0%	3.2%	4.9%	0.6%	0.2%	0.9%	1.0%
Percentage Point Change 24-25	4.2	2.4	-2.3	-4.0	0.3	0.4	0.3	1.9
Percentage Point Change 19-25	*9.2*	*1.9*	*0.6*	*-0.9*	*-0.5*	*-8.8*	*0.6*	*1.6*

Share of Accommodation Types in Free State Q3 2025

Free State	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	91.3%	0.5%	1.0%	0.0%	0.0%	0.0%	0.2%	3.1%	0.0%	3.4%
Percentage Point Change 24-25	55.6	0.4	0.7	-1.5	0.0	0.0	0.1	1.5	0.0	-11.9
Percentage Point Change 19-24	30.7	0.2	0.1	-0.8	0.0	-0.1	0.1	2.8	0.0	-4.5

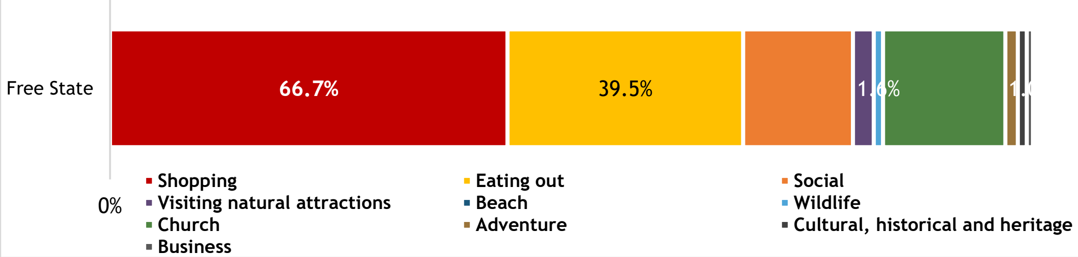
Visitor behaviour in the Free State during Q3 2025 revealed a blend of retail-focused and socially oriented activities, consistent with the province's strong VFR footprint. Shopping remained the top activity at 66.7%, followed by Eating Out (39.5%) and Social engagements (18.4%), reflecting the informal, community-anchored nature of many trips. A growing share of travellers (33.1%) did not visit any formal attraction, though key retail centres continued to draw interest—Waterfront (23.4%), Mimosa Mall (21.4%), and Welkom Mall (17.4%) ranked highest. Natural and cultural sites added further diversity: Golden Gate Highlands National Park (10.6%), the Cheetah Experience (4.5%), and Gariep Dam (3.2%) contributed steady appeal, signalling sustained though modest engagement with wildlife and outdoor experiences.

Free State International Tourist Top 10 Attractions Q3 2019 - Q3 2025



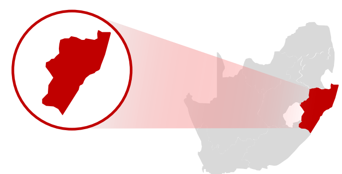
Multiple responses possible. Sum over 100%.

Top 10 Activities by International Tourists by Province Q3 2025



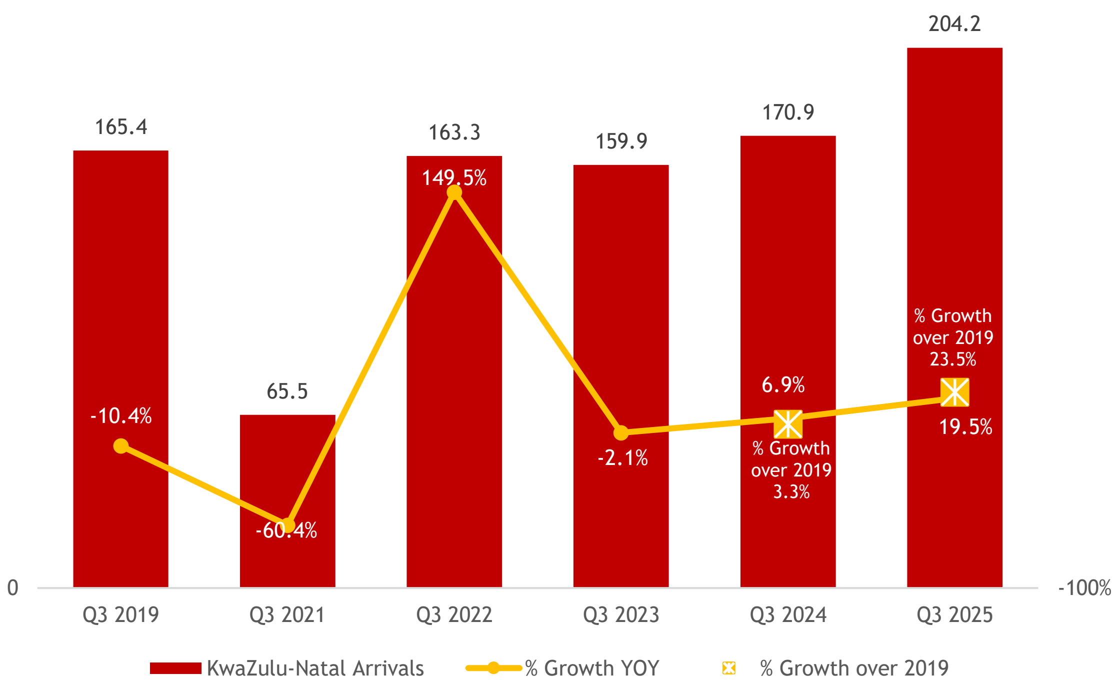
KWAZULU-NATAL

204.2 THOUSAND +19.5%



KwaZulu-Natal's international tourism recovery strengthened further in Q3 2025, with arrivals rising to 204.2 thousand, a solid +19.5% year-on-year, and now +23.5% above Q3 2019 levels. The province's performance continued to be driven by its core regional markets, with eSwatini (41.9%) and Zimbabwe (16.2%) jointly accounting for most inbound travellers. Zimbabwe posted exceptional long-term gains (+298.0% vs. 2019) alongside strong annual growth, while eSwatini also delivered a steady +10.7% year-on-year increase. Among overseas markets, the USA (5.2%) and UK (3.4%) showed mixed trajectories, both growing compared to 2024, yet still below their pre-pandemic baselines. Notable momentum came from Zambia (+41.4% YoY) and Australia (+35.6% YoY). Economically, KwaZulu-Natal maintained a stable tourism footprint, supported by 2025's rise in long-haul activity and regional mobility, helping reinforce the province's gradual return as a competitive coastal and cultural destination.

KwaZulu-Natal International Tourist Arrivals Q3 2019 - Q3 2025 (000's)

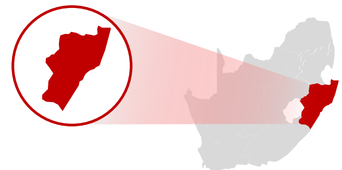


KwaZulu-Natal International Tourist Arrivals by Top 10 Source Markets Q3 2025

KwaZulu Natal Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
eSwatini	85 622	41.9%	3.9%	10.7%
Zimbabwe	33 135	16.2%	298.0%	31.7%
USA	10 529	5.2%	28.6%	23.1%
Lesotho	9 761	4.8%	-16.9%	67.8%
UK	6 910	3.4%	58.4%	20.9%
Zambia	5 811	2.8%	41.4%	20.8%
Botswana	5 799	2.8%	-55.2%	139.1%
Germany	4 126	2.0%	-36.0%	52.3%
Australia	4 090	2.0%	159.9%	35.6%
France	3 590	1.8%	-23.1%	23.9%
All KwaZulu-Natal Arrivals	**204 226**	**7.7%**	**13.7%**	**19.5%**

KWAZULU-NATAL

204.2 THOUSAND +19.5%



Travel motivations in KwaZulu-Natal shifted notably in Q3 2025, with Visiting Friends and Relatives (VFR) remaining the leading purpose at 53.4%,an increase of +8.0 percentage points from 2024 and +10.7 points above 2019. Holiday travel followed at 19.7%, though this continued its long-term decline with a steep -13.2 point drop compared to 2019. Business segments showed mixed dynamics: Business Travellers accounted for 8.5% and Business Shopping for a substantial 15.0%, the latter reflecting strong year-on-year gains despite a -8.5 point fall from 2024. Accommodation patterns mirrored these behavioural shifts. Friends and family accounted for 78.8% of all bed nights, up +27.2 percentage points year-on-year, reaffirming the province's reliance on informal stay arrangements. Hotels (7.1%) and guest houses (2.5%) contributed modest shares, while self-catering (2.1%), BnBs (1.8%), and game lodges (2.4%) offered additional but limited options. Although hotel use edged slightly higher, the dominance of family-based lodging underscores KwaZulu-Natal's continued dependence on socially driven travel rather than formal accommodation infrastructure.

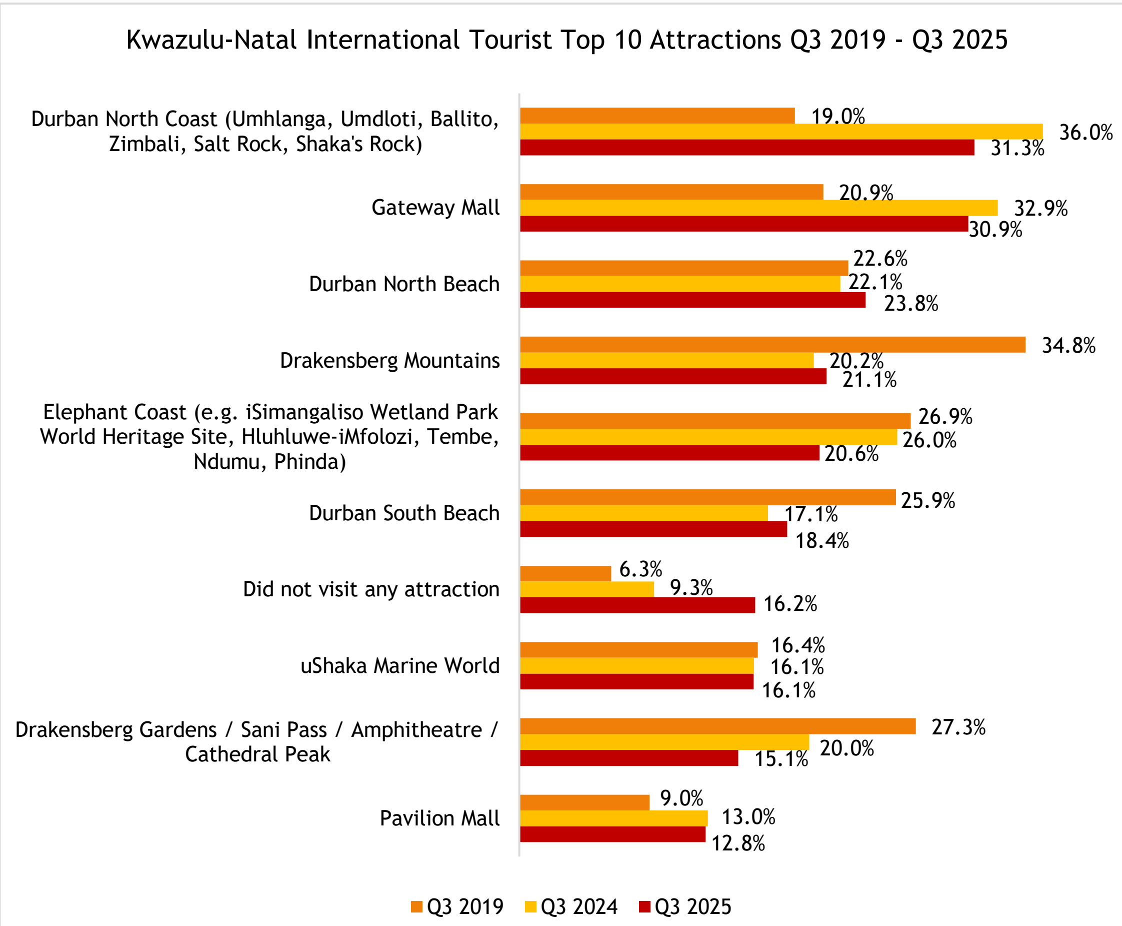
Share of KwaZulu-Natal Tourist Arrivals by Main Purpose Q3 2025

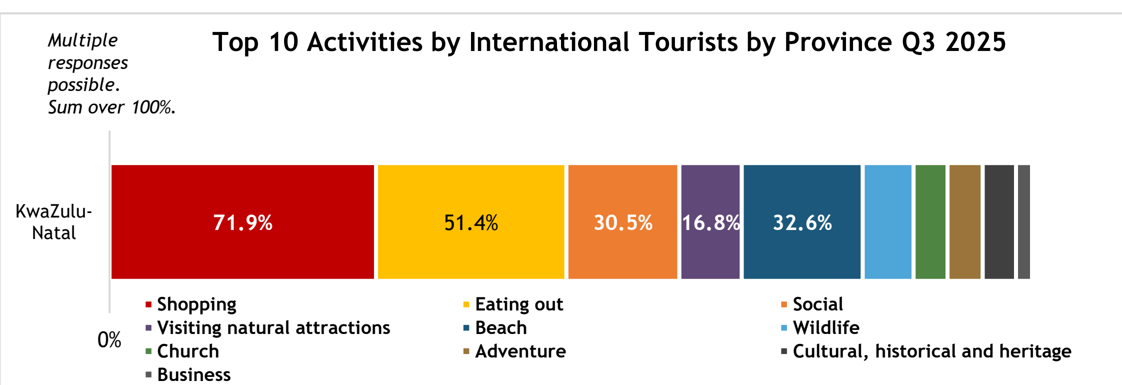
KwaZulu-Natal	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	53.4%	19.7%	8.5%	15.0%	2.3%	0.5%	0.8%	0.6%
Percentage Point Change 24-25	8.0	-0.7	-0.5	-8.5	1.4	0.8	-0.8	2.2
Percentage Point Change 19-25	*10.7*	*-13.2*	*4.9*	*1.3*	*-1.0*	*-1.5*	*-0.5*	*1.7*

Share of Accommodation Types in KwaZulu-Natal Q3 2025

KwaZulu-Natal	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	78.8%	7.1%	2.5%	2.1%	1.8%	0.2%	2.4%	0.2%	0.3%	4.3%
Percentage Point Change 24-25	27.2	0.3	-0.1	0.6	0.8	-0.2	-0.7	0.2	-0.5	-6.0
Percentage Point Change 19-24	34.6	-0.7	-0.8	1.0	1.4	-0.3	0.0	-1.0	-1.1	-6.6

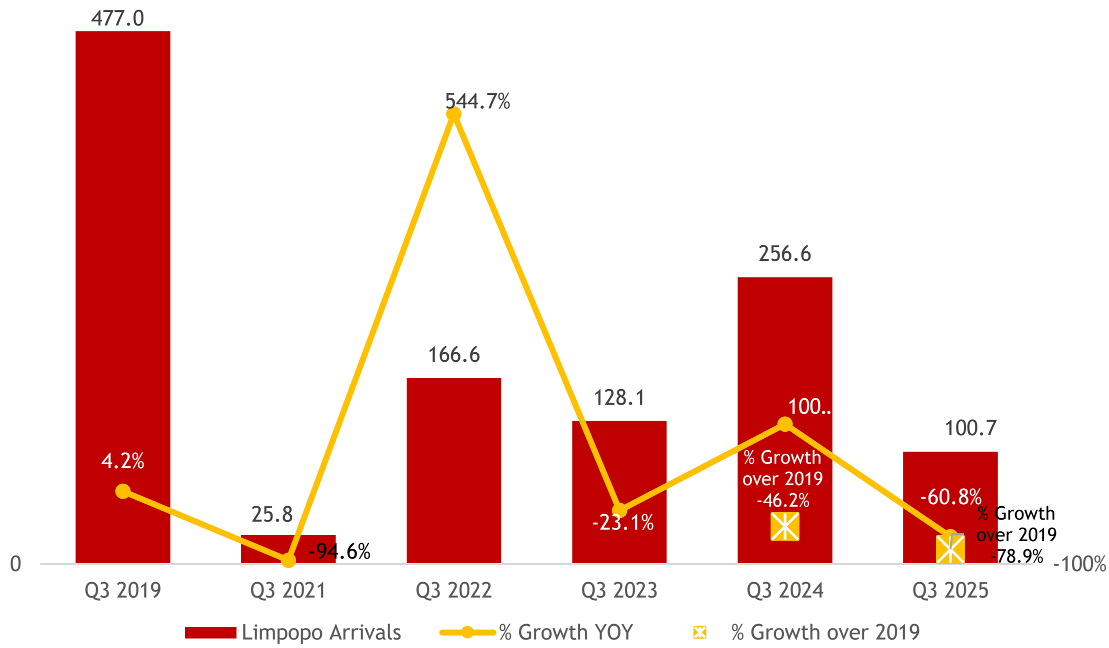
Visitor activity in KwaZulu-Natal during Q3 2025 continued to be shaped by a strong mix of retail and coastal experiences, with both malls and beach areas maintaining solid visitor appeal. Gateway Mall remained a leading attraction at 30.9%, closely followed by the Durban North Coast (31.3%), reinforcing the province's dual pull of retail centres and seaside destinations. Durban North Beach (23.8%) and Durban South Beach (18.4%) also featured prominently, while natural sites such as the Drakensberg Mountains (21.6%) and the Elephant Coast (20.6%) sustained notable interest despite softening from earlier years. Activity patterns aligned with these trends: Shopping (71.9%) and Eating Out (51.4%) remained dominant, supported by Social activities (30.5%), Beach visits (32.6%), and engagement with wildlife and natural attractions, underscoring KwaZulu-Natal's well-established blend of urban energy and outdoor adventure.





Limpopo's international tourism performance in Q3 2025 remained significantly below historical norms, with arrivals reaching 100.7 thousand, a steep -60.8% year-on-year decline and still -78.9% below Q3 2019 levels. The province continues to rely heavily on Zimbabwe (20.6%) and Botswana (20.1%), although both markets remain deeply suppressed over the long term (-95.4% and -50.5% vs. 2019, respectively). In contrast, several long-haul markets registered notable improvements: the USA (+138.1% vs. 2019; +29.6% YoY) and UK (+106.8% vs. 2019; +60.5% YoY) both rebounded strongly, while Germany (+97.5% vs. 2019) and France (+24.6% YoY) added further stability. Additional gains from the Netherlands (+25.9% YoY) and Lesotho (+190.9% YoY) helped diversify Limpopo's visitor mix. Despite weak volumes, the province maintained meaningful economic activity, supported by nature-based travel and cross-border movements. Foreign spend remained modest but stable, while total bed nights continued to rely on extended stays across smaller market segments.

Limpopo International Tourist Arrivals Q3 2019 - Q3 2025 (000's)

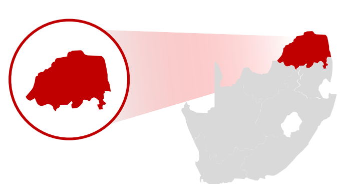


Limpopo International Tourist Arrivals by Top 10 Source Markets Q3 2025

Limpopo Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Zimbabwe	20 787	20.6%	-95.4%	-89.1%
Botswana	20 187	20.1%	-50.5%	5.8%
USA	16 676	16.6%	138.1%	29.6%
UK	5 501	5.5%	106.8%	60.5%
Mozambique	4 122	4.1%	59.7%	-31.1%
The Netherlands	3 521	3.5%	61.7%	25.9%
Germany	3 512	3.5%	97.5%	40.7%
Zambia	3 092	3.1%	89.3%	490.7%
France	2 590	2.6%	-6.4%	24.6%
Lesotho	2 075	2.1%	-74.2%	190.9%
All Limpopo Arrivals	**100 665**	**3.8%**	**-81.3%**	**-60.8%**

LIMPOPO

100.7 THOUSAND -60.8%



A shifting mix of travel motivations defined Limpopo's international tourism profile in Q3 2025. Visiting Friends and Relatives (VFR) remained the largest segment at 43.5%, though this came with a notable +19.9 percentage point rise year-on-year. Holiday travel followed at 12.7%, reflecting a strong +24.5pp increase from 2024, while Business Travellers accounted for 1.0% and Business Shopping for 22.9%, the latter declining sharply by -20.5pp. Personal shopping, however, surged to 34.7%, despite a year-on-year drop of -33.5pp, highlighting Limpopo's continued appeal for cross-border retail activity. Accommodation patterns reinforced the province's nature-driven positioning. Game lodges c aptured 23.5% of bed nights, up +5.7pp from 2024, underscoring the sustained pull of safari products. Stays with friends and family, though still dominant at 58.9%, fell by -19.1pp year-on-year. Hotels (3.5%), guest houses (4.0%), and self-catering (3.4%) contributed modest shares, while niche options, backpacker stays (0.4%), camping (2.7%), and BnBs (0.3%), remained limited yet indicative of demand for lower-cost, outdoor-oriented travel experiences.

Share of Limpopo Tourist Arrivals by Main Purpose Q3 2025

Limpopo	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	43.5%	12.7%	1.0%	22.9%	0.5%	34.7%	0.4%	1.4%
Percentage Point Change 24-25	19.3	24.5	1.9	-20.5	1.3	-33.5	-0.3	5.7
Percentage Point Change 19-25	*31.4*	*28.9*	*2.8*	*-19.2*	*1.4*	*-50.8*	*-0.1*	*4.1*

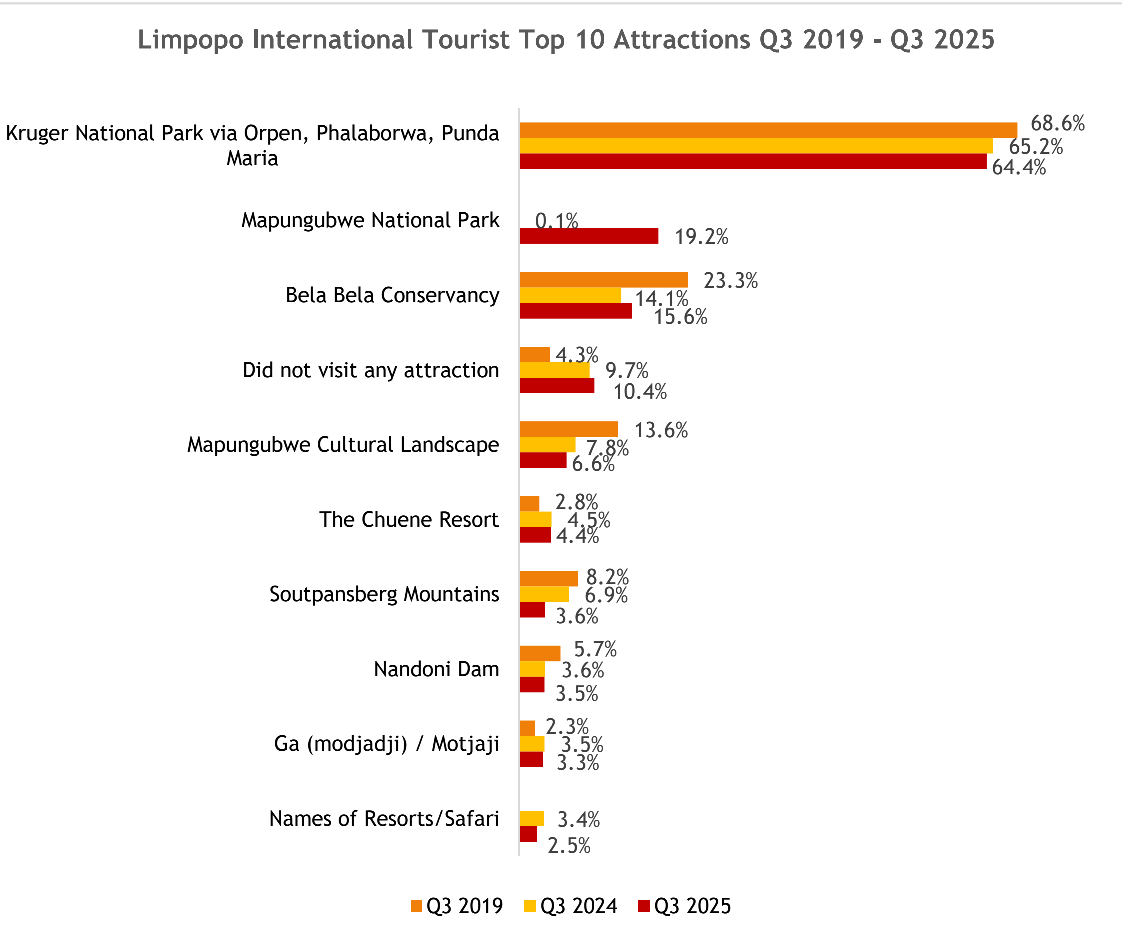
Share of Accommodation Types in Limpopo Q3 2025

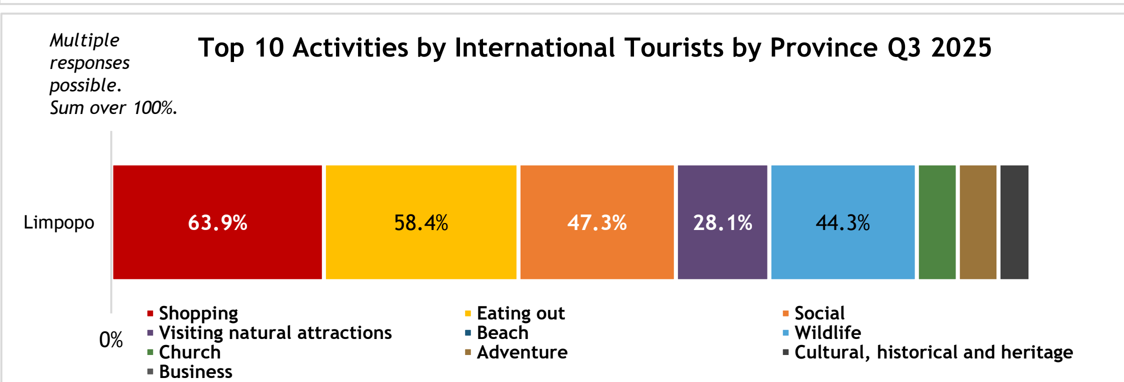
Limpopo	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	58.9%	3.5%	4.0%	3.4%	0.3%	0.0%	23.5%	0.4%	2.7%	3.2%
Percentage Point Change 24-25	-19.1	0.6	2.9	1.8	0.0	-0.4	5.7	-0.2	0.9	-8.7
Percentage Point Change 19-24	-33.9	-1.9	0.0	2.6	-0.1	0.0	17.1	-1.8	1.4	-18.2

LIMPOPO

100.7 THOUSAND -60.8%

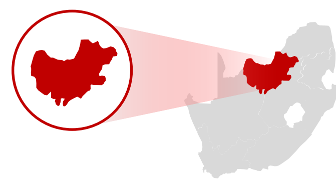
Limpopo's tourism landscape in Q3 2025 was shaped by strong demand for wildlife and scenic attractions, reaffirming the province's nature-led appeal. Kruger National Park remained the premier draw at 64.4%, holding steady as the region's flagship destination, while Mapungubwe National Park surged to 19.2%, marking a significant rise from last year. Bela Bela Conservancy also strengthened its position, attracting 15.6% of international visitors and showing continued recovery from pre-pandemic levels. Visitor activities mirrored these patterns, with shopping (63.9%) and eating out (58.4%) combining with high participation in wildlife experiences (44.3%) and visits to natural attractions (28.1%). Together, these trends reinforce Limpopo's blend of nature-based adventure and culturally grounded, socially oriented travel experiences.





NORTH WEST

110.0 THOUSAND +43.1%



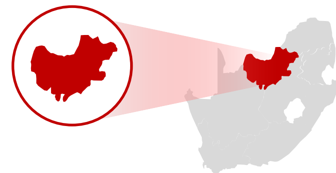
The North West tourism sector accelerated in Q3 2025, with international arrivals reaching 110.0 thousand, an uplift of +43.1% year-on-year, though still -13.9% below Q3 2019 levels. The province's visitor base remains dominated by neighbouring markets, with Botswana (30.4%), Zimbabwe (19.9%), and Lesotho (13.3%) jointly accounting for more than half of all arrivals. Botswana continued as the largest source despite a deep long-term decline of -58.6%, while Zimbabwe posted strong growth of +135.9% compared to 2019. Lesotho also showed renewed momentum with a +124.4% year-on-year surge. Among overseas markets, the USA (4.5%) and UK (2.7%) contributed steady shares, supported by growth of +27.0% and +52.6% over the 2019 period. Despite arrival volumes still trailing pre-pandemic norms, the North West remains buoyed by resilient regional demand and a gradually recovering mix of international markets.

North West International Tourist Arrivals by Top 10 Source Markets Q3 2025

North West Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Botswana	33 485	30.4%	-58.6%	9.5%
Zimbabwe	21 874	19.9%	135.9%	88.6%
Lesotho	14 583	13.3%	-37.4%	124.4%
USA	4 918	4.5%	27.0%	56.0%
Mozambique	4 431	4.0%	28.2%	114.4%
UK	2 930	2.7%	52.6%	45.7%
Brazil	2 738	2.5%		156.0%
Australia	2 388	2.2%	-15.7%	49.5%
eSwatini	2 322	2.1%	-47.3%	-31.2%
Pakistan	1 788	1.6%		1104.1%
All North West Arrivals	**109 980**	**4.1%**	**-20.4%**	**43.1%**

NORTH WEST

110.0 THOUSAND +43.1%



Visitor motivations in the North West during Q3 2025 continued to be shaped largely by Visiting Friends and Relatives (VFR), which dominated at 54.9%, a sizeable +12.6 percentage point rise from 2024. Holiday travel followed at 25.1%, although this represented a slight -1.5pp year-on-year decline. Business activity also played a notable role, with Business Travellers (16.3%) and MICE (3.0%) jointly accounting for nearly one-fifth of arrivals, despite mixed performance compared to past periods. Business shopping, however, contracted sharply to 6.9% (-5.9pp). Accommodation patterns reinforced the province's strong social-travel orientation: 80.3% of bed nights were spent with friends and family, marking a significant +42.2pp jump from 2024. Formal options remained secondary where hotels accounted for 5.0%, guest houses for 2.2%, and self-catering for 0.4%. Game lodges, at 3.6%, showed moderate year-on-year improvement, signalling consistent interest in nature-based stays while VFR travel remains the province's defining feature.

Share of North West Tourist Arrivals by Main Purpose Q3 2025

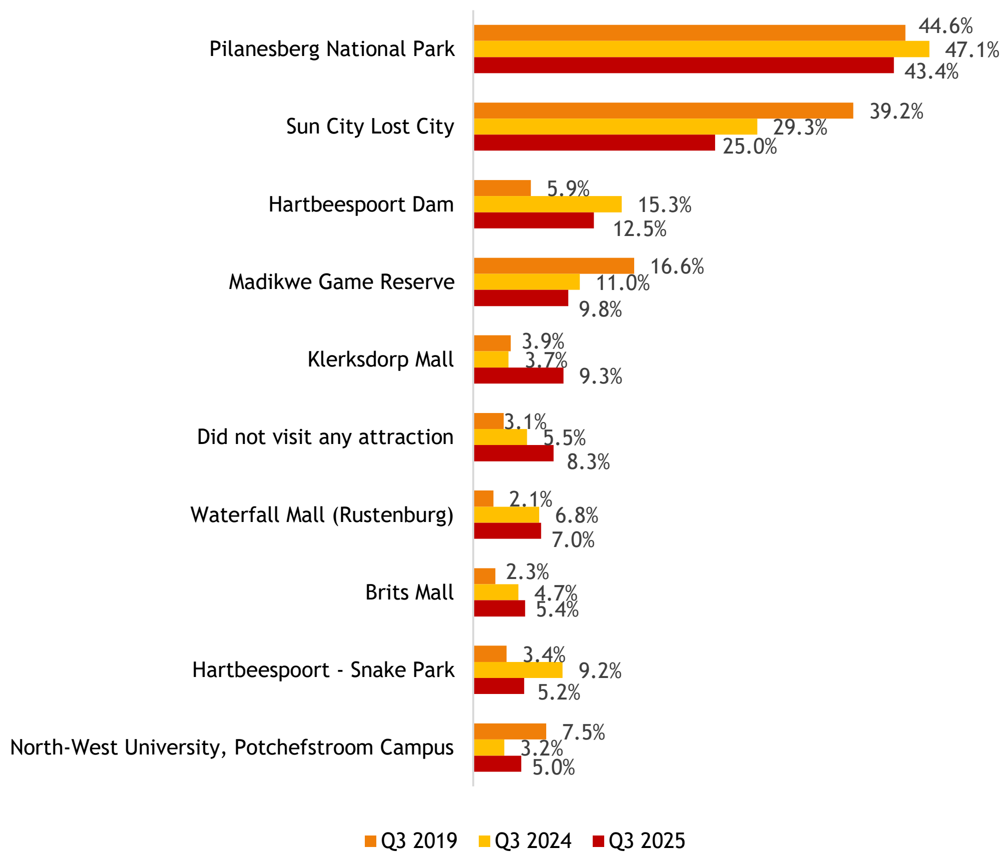
North West	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	54.9%	25.1%	16.3%	6.9%	3.0%	0.8%	1.6%	1.1%
Percentage Point Change 24-25	12.6	-1.5	-9.8	-5.9	1.8	0.0	-0.8	2.3
Percentage Point Change 19-25	*7.2*	*5.3*	*6.1*	*-13.7*	*1.3*	*-1.6*	*-0.5*	*2.0*

Share of Accommodation Types in North West Q3 2025

North West	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	80.3%	5.0%	2.2%	0.4%	1.9%	0.1%	3.6%	0.2%	0.2%	6.1%
Percentage Point Change 24-25	42.2	2.0	0.5	-1.0	1.7	0.1	0.8	0.1	0.0	-1.4
Percentage Point Change 19-24	21.0	2.8	0.9	0.4	1.6	-0.1	1.9	-0.3	0.1	1.6

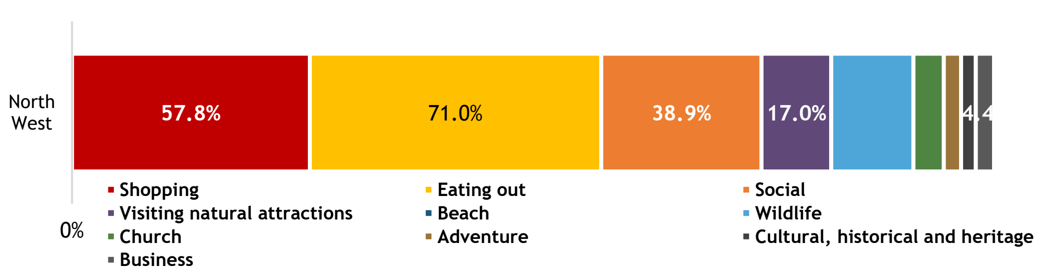
Tourism activity in the North West during Q3 2025 reflected a balanced blend of wildlife, leisure, and shopping-oriented travel. Pilanesberg National Park remained the province's top attraction at 43.4%, reaffirming its central role in the regional tourism offering. Sun City Lost City followed at 25.0%, maintaining strong appeal despite being below earlier highs. Hartbeespoort Dam attracted 12.5% of visitors, while Madikwe Game Reserve (9.8%) continued to feature as a key wildlife destination. Retail sites such as Klerksdorp Mall (9.3%), Waterfall Mall (7.0%), and Brits Mall (5.4%) added a notable commercial dimension to visitor movement. Activity patterns further emphasised this mix, with eating out (71.0%) and shopping (57.8%) leading participation, complemented by social activities (38.9%) and wildlife experiences (19.9%). Smaller but meaningful engagement in adventure, cultural, and heritage activities underscores the province's diversified tourism appeal.

North West International Tourist Top 10 Attractions Q3 2019 - Q3 2025



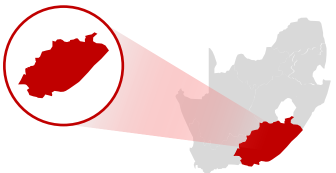
Multiple

Top 10 Activities by International Tourists by Province Q3 2025

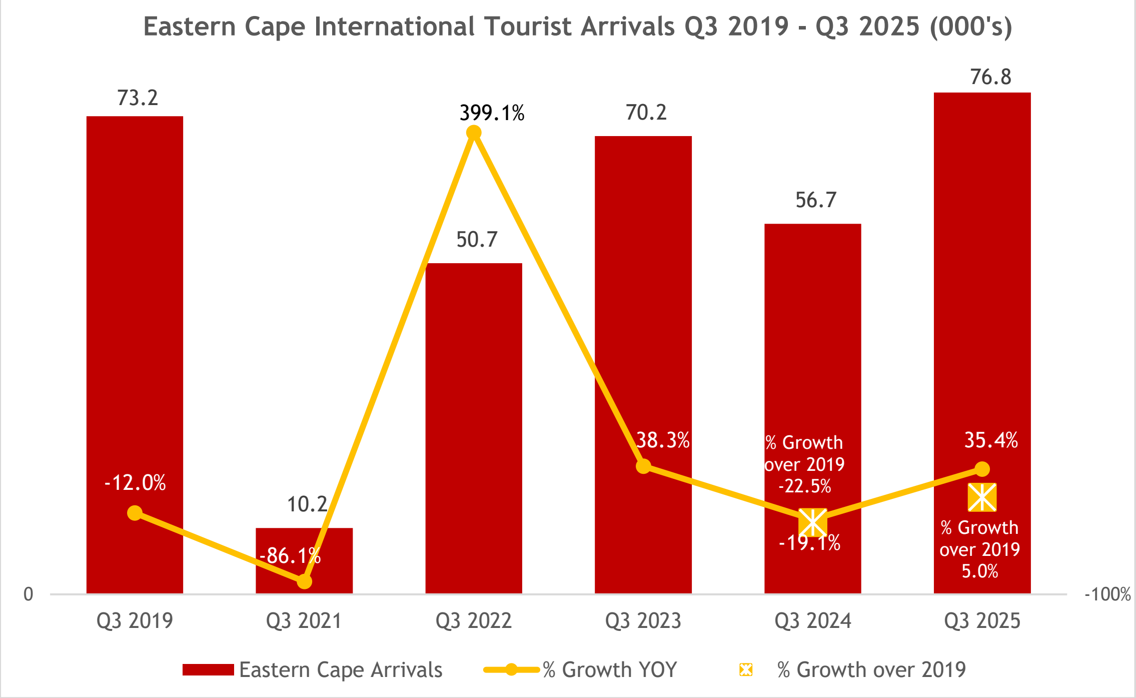


EASTERN CAPE

76.8 THOUSAND +35.4%



Resilient recovery defined the Eastern Cape's international tourism performance in Q3 2025, with arrivals rising to 76.8 thousand, up +35.4% year-on-year and now +5.0% above Q3 2019 levels. The province continued to attract longer-staying travellers, supported by strong VFR and leisure flows. Zimbabwe remained the leading source market, accounting for 15.1% of arrivals and showing exceptional long-term growth of +911.7% compared to 2019. The UK (10.0%) and USA (9.3%) followed, with both markets posting solid year-on-year gains despite still-mixed multi-year trends. Lesotho also delivered a significant uplift, expanding by +1882.4% year-on-year to become the fourth-largest contributor. While several European markets such as Germany and the Netherlands continued to lag their pre-pandemic levels, their positive short-term movements signal a gradually improving outlook. Overall, the Eastern Cape's recovery remains uneven but increasingly broad-based across both regional and long-haul markets.



Eastern Cape International Tourist Arrivals by Top 10 Source Markets Q3 2025

Eastern Cape Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Zimbabwe	11 581	15.1%	911.7%	57.6%
UK	7 677	10.0%	-15.9%	24.3%
USA	7 137	9.3%	10.5%	8.1%
Lesotho	6 736	8.8%	-47.6%	1882.4%
Germany	4 622	6.0%	-67.3%	14.3%
The Netherlands	3 968	5.2%	-60.9%	0.8%
France	2 718	3.5%	-46.2%	16.7%
Italy	2 226	2.9%	-34.9%	-0.6%
Australia	2 126	2.8%	99.1%	5.3%
Saudi Arabia	1 902	2.5%		283.3%
All Eastern Cape Arrivals	**76 827**	**2.9%**	**-16.8%**	**35.4%**

EASTERN CAPE 76.8 THOUSAND +35.4%

The travel behaviours in the Eastern Cape during Q3 2025 revealed a continued tilt toward Visiting Friends and Relatives (VFR), which accounted for 41.8% of arrivals, a strong +6.2 percentage point rise from 2024 and a substantial +26.4pp increase compared to 2019. Holiday travel remained the largest segment at 45.6%, though this marked a sizeable -8.0pp decline year-on-year and a deep -28.0pp fall from pre-pandemic levels. Business travel followed at 7.7%, showing steady longer-term improvement, while small niches such as MICE (2.3%) and religion (1.8%) added further variety to the demand mix. Accommodation patterns reinforced the VFR trend: 66.2% of bed nights were spent with friends and family, up an exceptional +39.2pp from Q3 2024 and +48.6pp above 2019. Hotels (5.2%), guest houses (2.9%), and self-catering (12.2%) contributed modest shares, while game lodges (5.0%) and BnBs (1.7%) offered additional stay options. Notably, the “other” category reached 4.9%, signalling a gradual diversification in accommodation choices across the province.

Share of Eastern Cape Tourist Arrivals by Main Purpose Q3 2025

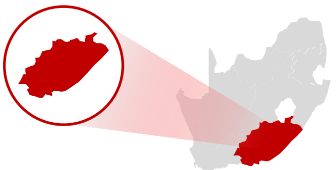
Eastern Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	41.8%	45.6%	7.7%	0.9%	2.3%	0.0%	0.1%	1.8%
Percentage Point Change 24-25	6.2	-8.0	3.2	-0.5	-0.8	0.0	0.2	-0.1
Percentage Point Change 19-25	*26.4*	*-28.0*	*8.3*	*-0.1*	*-3.1*	*-1.7*	*0.0*	*0.9*

Share of Accommodation Types in Eastern Cape Q3 2025

Eastern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	66.2%	5.2%	2.9%	12.2%	1.7%	1.0%	5.0%	0.7%	0.1%	4.9%
Percentage Point Change 24-25	39.2	1.1	1.1	10.7	0.4	-0.3	0.8	0.3	0.0	-7.3
Percentage Point Change 19-24	48.6	-3.9	-1.3	7.4	1.0	-0.6	2.3	-3.1	-0.2	-0.1

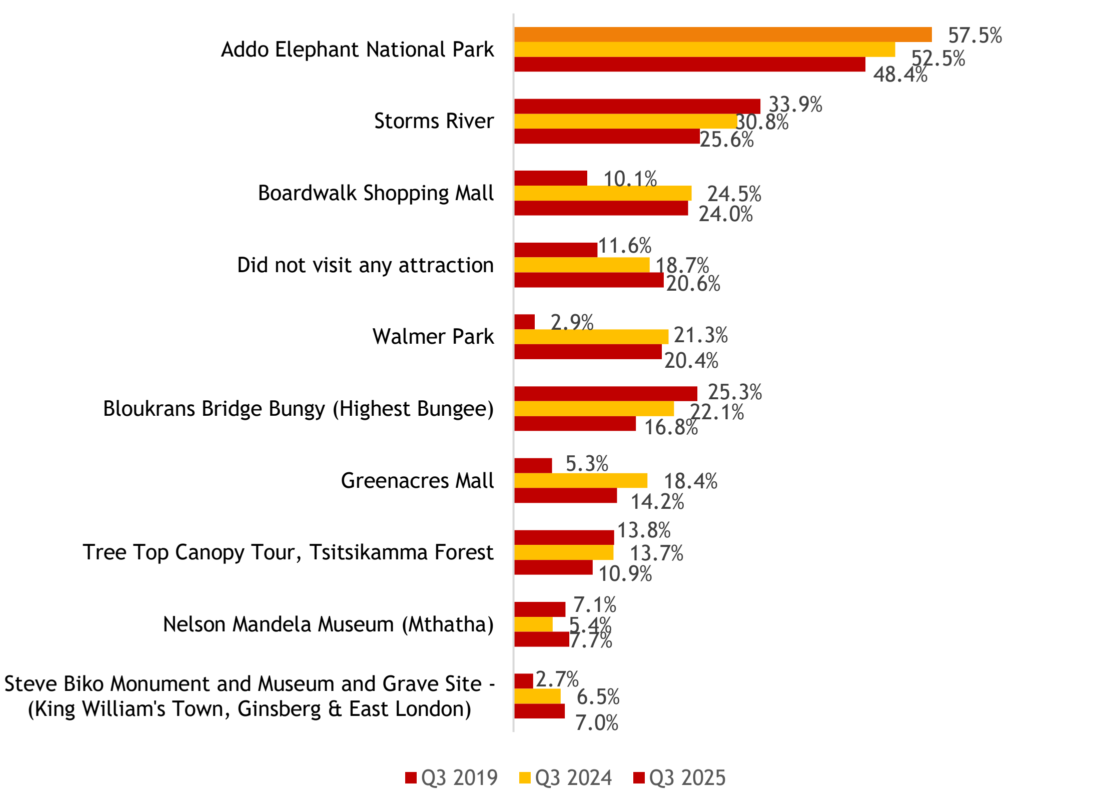
EASTERN CAPE

76.8 THOUSAND +35.4%

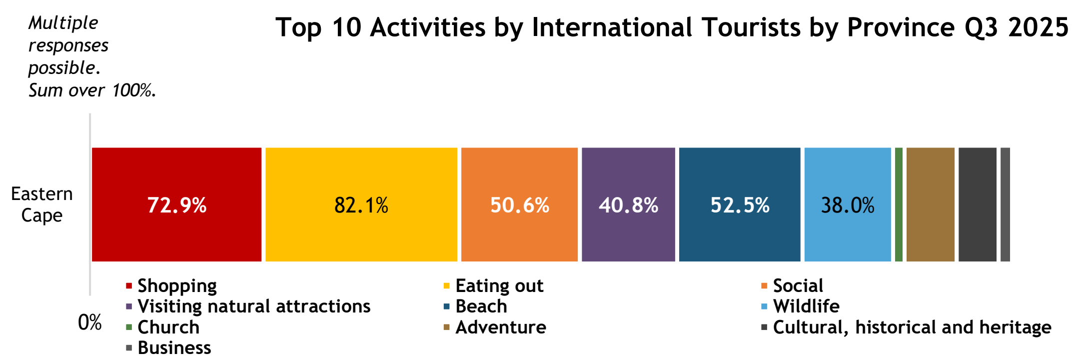


Tourism patterns in the Eastern Cape during Q3 2025 revealed a blend of steady favourites and evolving visitor choices. Addo Elephant National Park remained the province's standout attraction at 48.4%, continuing its long-held dominance. Storms River followed at 25.6%, maintaining strong appeal despite its gradual softening over recent years, while the Boardwalk Shopping Mall (24.0%) and Bloukrans Bridge Bungy (16.8%) drew notable shares, reflecting the province's mix of nature, retail, and adventure-driven experiences. Visit behaviour also showed that 20.6% of tourists did not visit any formal attraction. Activity trends reinforced this diversity: shopping (72.9%) and eating out (82.1%) ranked highest, supported by beach visits (52.5%), social activities (50.6%), and strong engagement with natural attractions (40.8%) and wildlife experiences (38.0%). Together, these patterns illustrate the Eastern Cape's continued strength as a destination where outdoor adventure, leisure, and cultural exploration intersect.

Eastern Cape International Tourist Top 10 Attractions Q3 2019 - Q3 2025

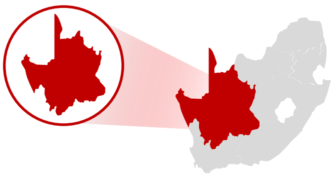


Top 10 Activities by International Tourists by Province Q3 2025

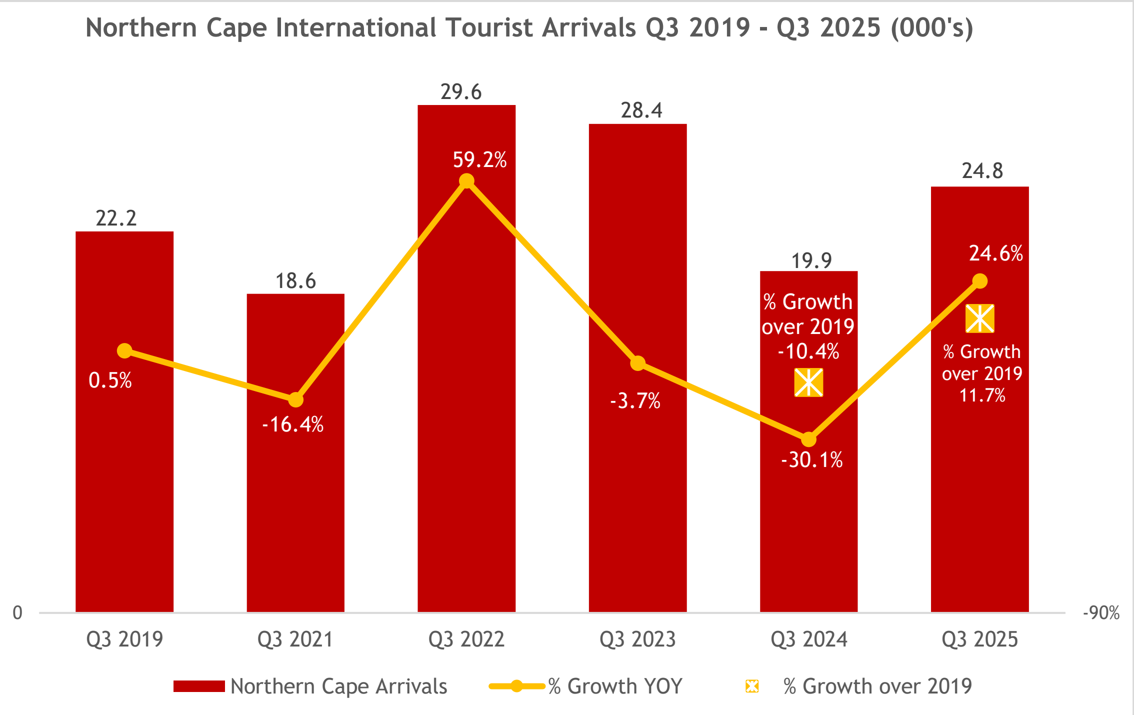


NORTHERN CAPE

24.8 THOUSAND +24.6%



Tourism in the Northern Cape strengthened in Q3 2025, with international arrivals rising to 24.8 thousand, an encouraging +24.6% increase from last year, and now +11.7% above Q3 2019 levels. The province remains heavily anchored in regional demand, with Namibia (29.7%) and Lesotho (23.8%) jointly accounting for more than half of all visitors. Zimbabwe also featured prominently at 17.2%, supported by exceptional annual growth of +264.4%. Long-haul markets showed mixed but improving performance: the USA grew strongly year-on-year (+104.4%), while the UK (+83.0%) and Australia continued to recover steadily from prior declines. Meanwhile, Germany and the Netherlands remained subdued relative to pre-pandemic levels, highlighting uneven momentum across European markets.

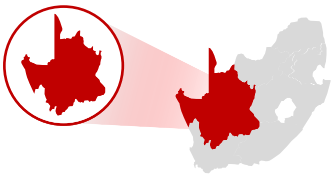


Northern Cape International Tourist Arrivals by Top 10 Source Markets Q3 2025

Northern Cape Top 10 Markets Q3 2025	Tourist Arrivals Q3 2025	% Share Q3 2025	% Growth Q3 2019 - Q3 2025	% Growth Q3 2024 - Q3 2025
Namibia	7 358	29.7%	-22.6%	-27.0%
Lesotho	5 898	23.8%	6.8%	126.4%
Zimbabwe	4 253	17.2%		264.4%
USA	1 646	6.6%	110.8%	104.4%
UK	678	2.7%	-52.7%	83.0%
Malawi	671	2.7%		
Germany	496	2.0%	-65.0%	-
Saudi Arabia	408	1.6%		
The Netherlands	385	1.6%	-72.5%	27.3%
Australia	344	1.4%		-
All Northern Cape Arrivals	**24 794**	**0.9%**	**-6.2%**	**24.6%**

NORTHERN CAPE

24.8 THOUSAND +24.6%



The Q3 2025 tourism landscape in the Northern Cape remained firmly shaped by VFR travel, rising to 57.9% of all international arrivals, an increase of +13.9 percentage points from last year and +26.1 points above 2019. Holiday travel followed at 23.4%, though this reflected a slight -1.8pp year-on-year decline and a larger -16.1pp drop over the longer term. Business travellers accounted for 17.1%, softening by -1.6pp from 2024 but remaining notably higher than pre-pandemic levels. In line with the strong VFR orientation, 72.5% of bed nights were spent with friends and family, marking a substantial +32.3pp year-on-year rise and +46.7pp compared to 2019. Hotels contributed 8.5% of bed nights, supported by a +5.8pp gain over the past year, while guest houses (5.2%), self-catering (4.4%), and game lodges (3.7%) provided additional but smaller shares. Overall, these patterns reinforce the province's continued reliance on socially embedded travel, complemented by a steady presence of formal accommodation options.

Share of Northern Cape Tourist Arrivals by Main Purpose Q3 2025

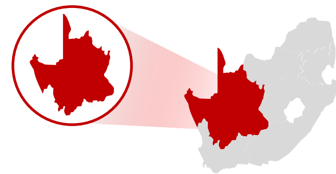
Northern Cape	VFR	Holiday	Business Traveller	Business Shopping	MICE	Personal Shopping	Medical	Religion
Q3 2025	57.9%	23.4%	17.1%	3.4%	2.2%	0.0%	0.8%	2.0%
Percentage Point Change 24-25	13.9	-1.8	-11.6	-2.1	-0.3	0.7	1.2	3.6
Percentage Point Change 19-25	*26.1*	*-16.1*	*4.9*	*-9.0*	*-1.6*	*-7.3*	*-0.5*	*5.0*

Share of Accommodation Types in Northern Cape Q3 2025

Northern Cape	Friends & Family	Hotels	Guest House	Self Catering	BnB	Air BnB	Game Lodge	Backpacker	Camping	Other
(% of bed nights) Q3 2025	72.5%	8.5%	5.2%	4.4%	0.9%	0.0%	3.7%	0.1%	3.8%	0.7%
Percentage Point Change 24-25	32.3	5.8	1.0	3.2	-0.1	0.0	0.5	0.0	2.8	-7.4
Percentage Point Change 19-24	46.7	4.6	2.4	4.4	-0.6	-0.8	-1.0	-1.2	2.8	-3.3

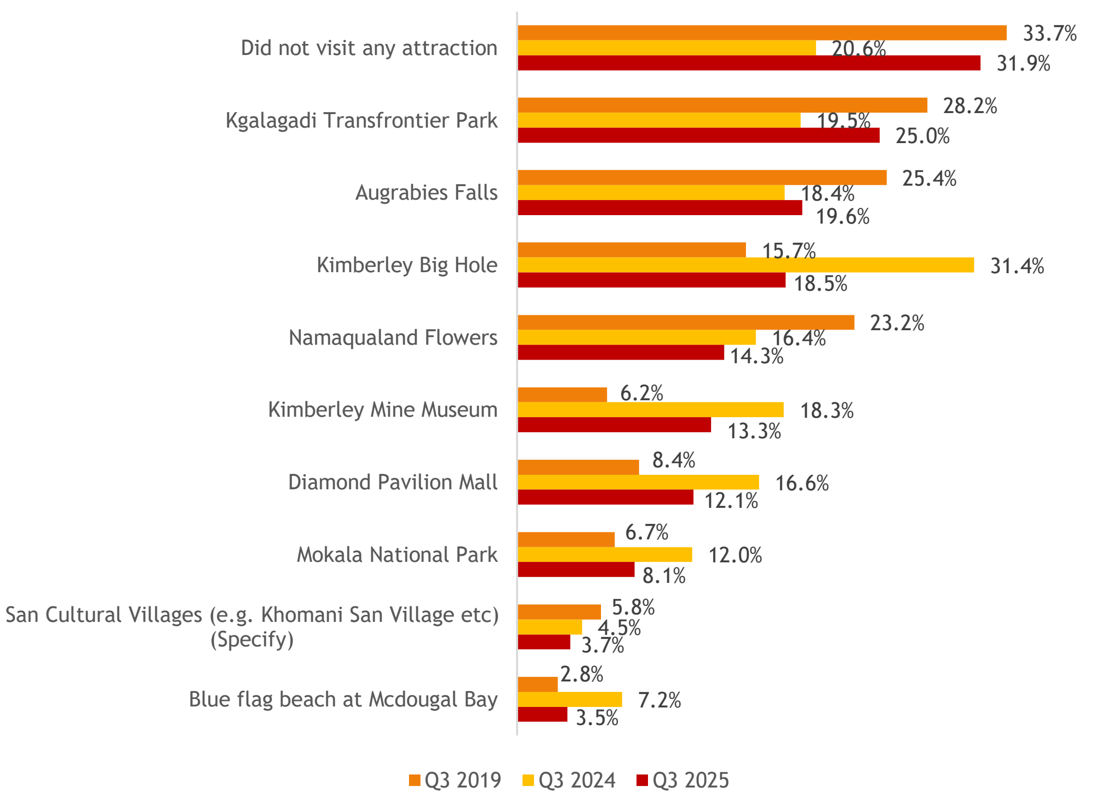
NORTHERN CAPE

24.8 THOUSAND +24.6%

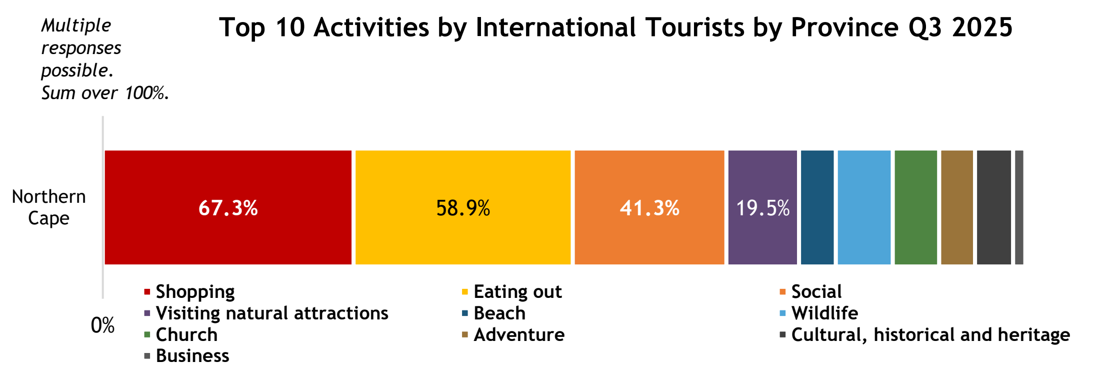


Interest in the Northern Cape’s blend of heritage and natural sites remained evident in Q3 2025, with the Kimberley Big Hole once again topping the list at 38.5% and maintaining its position as the province’s leading attraction. Diamond Pavilion Mall followed at 12.1%, while Kgalagadi Transfrontier Park attracted 25.0% of visitors, reaffirming its status as a key wilderness destination. The Kimberley Mine Museum drew 13.3% of tourists, and Augrabies Falls held steady at 19.6%. However, a notable 31.9% of international visitors did not visit any attraction—an increase from 2024. Activity participation mirrored these patterns: Shopping (67.3%) and Eating Out (58.9%) remained dominant, supported by Social activities (41.3%). Wildlife viewing (15.3%) and Visiting Natural Attractions (19.5%) also featured meaningfully, underscoring the province’s mix of urban convenience and expansive natural appeal.

Northern Cape International Tourist Top 10 Attractions Q3 2019 - Q3 2025



Top 10 Activities by International Tourists by Province Q3 2025

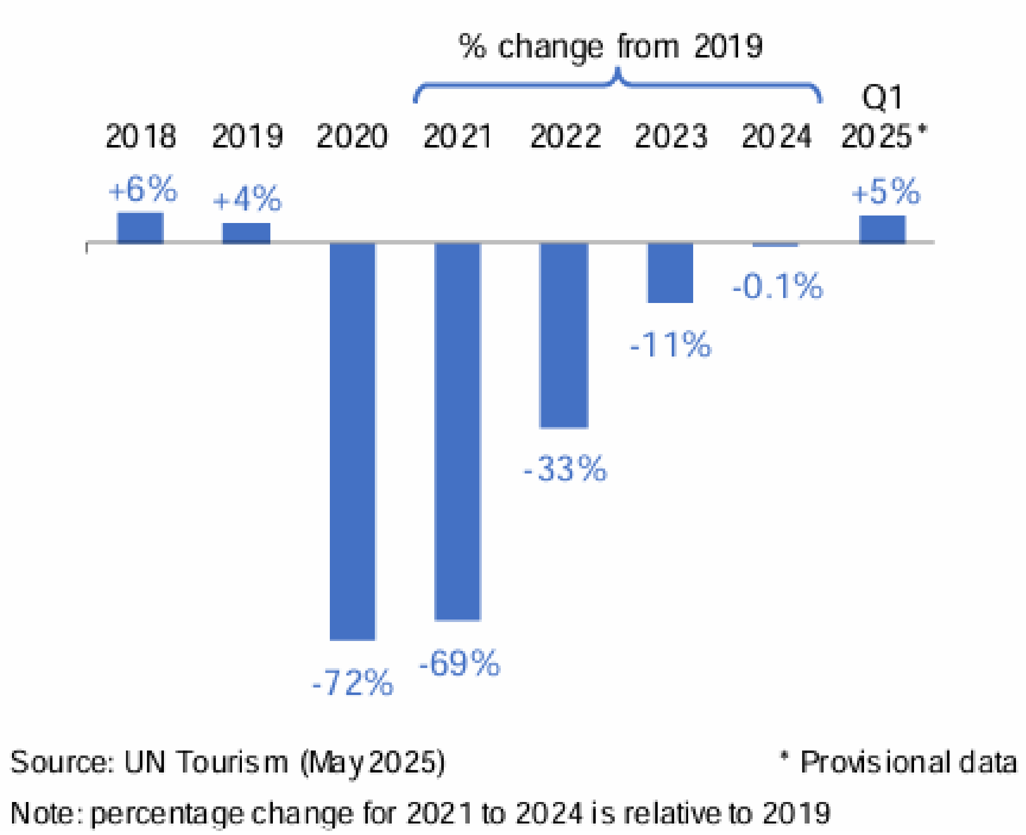


GLOBAL TOURISM OUTLOOK

GLOBAL TOURISM PERFORMANCE

+5%

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]



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

TECHNICAL NOTES

MEASURE OF PRECISION

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

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

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

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

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

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

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)	2 487 051	R9 934	R9 902	R9 966	16.400	0.165
Total Bed Nights	2 592 492	15.29	15.26	15.31	0.012	0.080

B. FOR OVERSEAS

Variable	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	72 147	R21 115	R20 872	R21 358	124.143	0.588
Total Bed Nights	72 413	14.40	14.21	14.58	0.094	0.654

C. FOR AFRICA

Variables	N	Mean	95% Confidence Interval		Standard Error	Coefficient of Variation
Total Spend (TFDS)	1 910 262	R5 364	R5 338	R5 389	13.083	0.244
Total Bed Nights	2 014 339	15.54	15.51	15.57	0.014	0.090

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

TECHNICAL NOTES

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

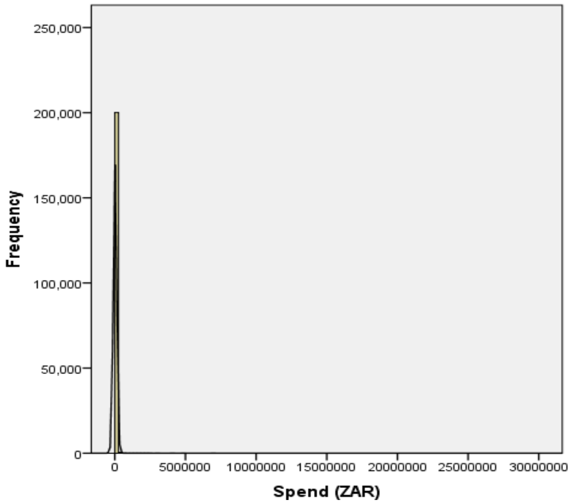
SA Tourism reviewed its performance over the past four years. In those four years, we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts every month. The review provided an opportunity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

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

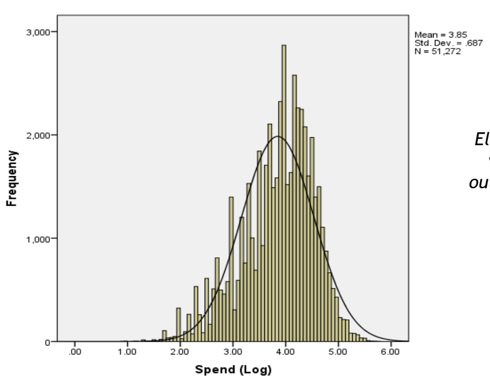
Lower-cut-off Value = 10^(Log_Low_cut_off)
Upper-cut-off Value = 10^(Log_Upper_cut_off)

Based on this information, SA Tourism has revised the methodology for normalising spend data.
This chapter provides the details of how the data has been normalised.
SA Tourism now normalises the spend data by eliminating 3-standard deviations from the logarithmic mean.
y = log10 (x)
Compute log of spend variable using the formula above
Calculate the mean of the result obtained in (1) above.
Determine the cut-off criteria using the following formula:

SA Spend
Logarithmic Values

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

Log Spend in SA w/o Capex
(unweighted)



Minimum	Mean	Maximum	Std. Deviation
0.91	3.85	5.79	0.687

Eliminate values outside +3 SDs

Corresponding Spend Values after elimination
(unweighted)

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

Source: 2021 SAT Departure Survey.

APPENDIX

INTERNATIONAL TOURISTS ARRIVALS

APPENDIX

INTERNATIONAL TOURIST ARRIVALS				
	Q3 2023	Q3 2024	Q3 2025	% YOY GROWTH
Africa	**1 595 962**	**1 633 625**	**2 102 960**	**28.7%**
Botswana	87 708	99 361	107 922	8.6%
Lesotho	274 289	183 518	349 803	90.6%
Malawi	39 601	41 949	61 185	45.9%
Mozambique	327 975	408 686	551 849	35.0%
Namibia	38 617	39 697	42 403	6.8%
Swaziland	194 086	228 054	251 277	10.2%
Zambia	36 847	38 075	45 101	18.5%
Zimbabwe	535 593	522 136	604 798	15.8%
Angola	9 962	9 624	11 439	18.9%
Dem Rep of Congo	5 766	6 925	10 411	50.3%
Ethiopia	1 604	1 815	2 619	44.3%
Ghana	2 521	9 812	10 934	11.4%
Kenya	9 459	11 421	13 957	22.2%
Nigeria	5 027	5 374	7 416	38.0%
Tanzania	7 867	8 690	10 655	22.6%
Uganda	2 854	2 905	3 211	10.5%
Other Africa	16 186	15 583	17 980	15.4%
Asia	**52 541**	**48 949**	**56 984**	**16.4%**
China including Hong Kong	12 150	10 986	9 667	-12.0%
India	18 728	15 959	16 674	4.5%
Japan	3 688	4 021	5 309	32.0%
Malaysia	1 788	1 821	2 674	46.8%
Singapore	1 810	2 493	3 003	20.5%
Rep of Korea (South)	2571	2986	3421	14.6%
Other Asia	11 806	10 683	16 236	52.0%
Australasia	**27 279**	**29 549**	**42 279**	**43.1%**
Australia	22 329	24 499	35 811	46.2%
New Zealand	4 897	4 986	6 429	28.9%
Other Australasia	53	64	39	-39.1%
CENTRAL & SOUTH AMERICA	**11 245**	**18 679**	**26 383**	**41.2%**
Argentina	855	1 179	1 869	58.5%
Brazil	6 010	12 615	18 028	42.9%
Chile	406	743	1 116	50.2%
Other Central & South America	3 974	4 142	5 370	29.6%
Europe	**268 270**	**230 432**	**280 322**	**21.7%**
Austria	3 394	2 959	3 857	30.3%
Belgium	13 274	10 754	12 852	19.5%
Denmark	3 052	2 850	3 088	8.4%
Finland	777	613	766	25.0%
France	28 664	26 749	30 272	13.2%
Germany	39 471	32 388	41 120	27.0%
Ireland	5 150	5 099	5 574	9.3%
Italy	20 836	17 848	20 506	14.9%
Netherlands	36 556	32 847	35 754	8.9%
Norway	1 812	1 433	1 995	39.2%
Portugal	4 051	4 242	4 608	8.6%
Russian Fed	4 922	4 337	6 336	46.1%
Spain	12 162	10 776	12 545	16.4%
Sweden	2 599	2 211	2 522	14.1%
Switzerland	7 523	6 493	8 074	24.3%
Turkey	2 511	2 025	2 871	41.8%
UK	72 376	58 819	77 610	31.9%
Other Europe	9 140	7 989	9 972	24.8%
Middle East	**23 678**	**17 415**	**29 009**	**66.6%**
United Arab Emirates	4 329	4 573	8 117	77.5%
Other Middle East	19 349	12 842	20 892	62.7%
North America	**102 475**	**103 481**	**122 557**	**18.4%**
Canada	11 467	10 868	14 452	33.0%
USA	91 008	92 613	108 105	16.7%
UNSPECIFIED	**2 938**	**2 662**	**3 004**	**12.8%**
TOTAL	**2 084 388**	**2 084 792**	**2 663 498**	27.8%

SPEND IN SOUTH AFRICA

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) BY COUNTRY				
	Q3 2023	Q3 2024	Q3 2025	% YOY GROWTH
AFRICA	**R9 696 012 099**	**R10 009 067 107**	**R11 769 332 615**	**17.6%**
Botswana	R287 575 605	R290 593 336	R273 476 041	-5.9%
Lesotho	R483 689 791	R388 749 431	R693 626 497	78.4%
Malawi	R1 306 090 849	R1 288 758 320	R1 219 176 009	-5.4%
Mozambique	R1 026 501 630	R1 339 063 896	R1 492 924 581	11.5%
Namibia	R227 758 513	R327 038 312	R374 975 015	14.7%
Swaziland	R283 911 328	R368 468 753	R314 252 373	-14.7%
Zambia	R810 831 516	R1 070 870 799	R799 067 817	-25.4%
Zimbabwe	R4 154 699 253	R3 703 051 571	R5 078 452 182	37.1%
Angola	R192 538 309	R203 831 498	R297 176 444	45.8%
DRC	R197 332 195	R126 769 400	R228 668 511	80.4%
Ethiopia	R30 460 921	R29 861 715	R39 466 423	32.2%
Ghana	R69 011 553	R234 830 674	R198 822 958	-15.3%
Kenya	R145 170 957	R138 043 767	R170 378 701	23.4%
Nigeria	R92 877 789	R117 053 678	R149 187 463	27.5%
Tanzania	R89 494 109	R100 610 640	R112 801 486	12.1%
Uganda	R56 440 800	R41 915 317	R37 357 747	-10.9%
Other Africa	R241 626 983	R239 556 001	R289 522 366	20.9%
ASIA	**R1 046 537 173**	**R825 992 102**	**R1 066 008 947**	**29.1%**
China including Hong Kong	R306 861 594	R274 586 224	R232 482 723	-15.3%
India	R360 826 650	R224 343 513	R265 562 222	18.4%
Japan	R84 002 581	R61 595 397	R94 364 582	53.2%
Malaysia	R36 988 855	R54 252 676	R46 760 984	-13.8%
Singapore	R20 556 657	R26 176 709	R139 058 022	431.2%
South Korea	R43 507 146	R51 498 284	R69 300 433	34.6%
Other Asia	R193 793 690	R133 539 299	R218 479 981	63.6%
AUSTRALASIA	**R598 506 450**	**R600 456 797**	**R938 499 462**	**56.3%**
Australia	R492 950 305	R508 442 334	R797 302 102	56.8%
New Zealand	R104 797 860	R92 014 464	R140 985 603	53.2%
Other Australasia	R758 285	R0	R211 757	-
CENTRAL & SOUTH AMERICA	**R316 005 985**	**R339 791 931**	**R645 874 642**	**90.1%**
Argentina	R25 761 274	R18 319 464	R61 583 241	236.2%
Brazil	R145 432 627	R220 771 994	R476 582 947	115.9%
Chile	R10 296 558	R11 439 262	R23 953 655	109.4%
Other Central & South America	R134 515 526	R89 261 210	R83 754 799	-6.2%
EUROPE	**R6 275 646 010**	**R4 859 272 818**	**R6 062 988 110**	**24.8%**
Austria	R98 168 352	R75 974 554	R73 063 173	-3.8%
Belgium	R202 016 090	R191 702 055	R200 452 049	4.6%
Denmark	R106 190 618	R57 326 080	R81 011 862	41.3%
Finland	R25 652 813	R17 455 060	R21 889 814	25.4%
France	R705 478 706	R495 236 743	R586 229 496	18.4%
Germany	R925 769 574	R668 787 384	R920 885 828	37.7%
Ireland	R111 813 131	R117 512 988	R110 164 560	-6.3%
Italy	R433 242 350	R323 815 114	R364 198 391	12.5%
Netherlands	R709 126 432	R587 153 094	R674 006 862	14.8%
Norway	R43 122 497	R32 008 220	R48 037 158	50.1%
Portugal	R74 291 178	R54 426 434	R68 419 769	25.7%
Russian Fed	R172 411 954	R146 006 265	R237 647 480	62.8%
Spain	R262 605 469	R218 020 835	R213 499 356	-2.1%
Sweden	R53 384 934	R41 798 958	R54 622 762	30.7%
Switzerland	R212 743 196	R160 180 452	R183 891 339	14.8%
Turkey	R83 487 715	R41 439 365	R71 874 733	73.4%
UK	R1 873 290 591	R1 503 076 798	R1 957 704 530	30.2%
Other Europe	R182 850 410	R127 352 419	R195 388 949	53.4%
MIDDLE EAST	**R546 445 196**	**R432 923 270**	**R742 131 464**	**71.4%**
UAE	R85 180 511	R98 378 061	R158 756 386	61.4%
Other Middle East	R461 264 685	R334 545 210	R583 375 078	74.4%
NORTH AMERICA	**R3 015 696 670**	**R3 476 699 177**	**R3 481 637 643**	**0.1%**
Canada	R251 051 991	R171 694 866	R305 458 167	77.9%
USA	R2 764 607 592	R3 305 004 311	R3 176 179 476	-3.9%
Other North American	R37 088	R0	R0	
TOTAL	**R21 494 849 584**	**R20 544 203 202**	**R24 706 472 883**	**20.3%**

APPENDIX

AVERAGE SPEND				
	Q3 2023	Q3 2024	Q3 2025	% YOY GROWTH
AFRICA	**R6 300**	**R6 400**	**R5 900**	**-7.8%**
Botswana	R3 400	R3 000	R2 700	-10.0%
Lesotho	R1 900	R2 200	R2 100	-4.5%
Malawi	R33 400	R31 200	R20 500	-34.3%
Mozambique	R3 200	R3 300	R2 800	-15.2%
Namibia	R5 900	R8 200	R8 800	7.3%
Swaziland	R1 500	R1 600	R1 300	-18.8%
Zambia	R22 200	R28 600	R18 300	-36.0%
Zimbabwe	R7 900	R7 300	R8 900	21.9%
Angola	R24 500	R28 000	R31 300	11.8%
DRC	R40 200	R20 700	R23 900	15.5%
Ethiopia	R22 000	R18 200	R17 200	-5.5%
Ghana	R30 000	R28 700	R23 800	-17.1%
Kenya	R17 600	R14 500	R14 700	1.4%
Nigeria	R21 000	R24 000	R21 900	-8.8%
Tanzania	R20 000	R22 000	R17 200	-21.8%
Uganda	R22 200	R15 800	R12 600	-20.3%
Other Africa	R20 400	R18 800	R19 700	4.8%
ASIA	**R23 900**	**R19 900**	**R22 400**	**12.6%**
China including Hong Kong	R27 400	R26 800	R27 900	4.1%
India	R23 000	R16 800	R19 400	15.5%
Japan	R24 100	R16 500	R19 500	18.2%
Malaysia	R21 700	R31 700	R18 500	-41.6%
Singapore	R11 600	R10 700	R46 700	336.4%
South Korea	R20 000	R21 100	R24 000	13.7%
Other Asia	R24 800	R17 600	R17 800	1.1%
AUSTRALASIA	**R23 600**	**R21 600**	**R23 200**	**7.4%**
Australia	R23 700	R22 000	R23 200	5.5%
New Zealand	R22 900	R19 800	R23 100	16.7%
Other Australasia	R37 900	R0	R23 500	-
CENTRAL & SOUTH AMERICA	**R35 800**	**R21 100**	**R27 300**	**29.4%**
Argentina	R31 600	R16 700	R34 300	105.4%
Brazil	R27 400	R19 200	R27 400	42.7%
Chile	R26 800	R17 500	R22 800	30.3%
Other Central & South America	R58 200	R30 600	R24 400	-20.3%
EUROPE	**R26 800**	**R24 200**	**R24 300**	**0.4%**
Austria	R31 900	R28 800	R21 000	-27.1%
Belgium	R19 300	R22 200	R18 700	-15.8%
Denmark	R37 800	R20 900	R28 400	35.9%
Finland	R35 600	R30 400	R31 700	4.3%
France	R29 500	R22 000	R22 300	1.4%
Germany	R26 500	R23 500	R24 900	6.0%
Ireland	R23 000	R25 300	R21 000	-17.0%
Italy	R22 800	R20 300	R19 500	-3.9%
Netherlands	R25 200	R22 900	R23 300	1.7%
Norway	R25 300	R24 400	R25 600	4.9%
Portugal	R26 600	R21 600	R20 900	-3.2%
Russian Fed	R37 200	R36 400	R39 600	8.8%
Spain	R25 200	R23 000	R19 200	-16.5%
Sweden	R22 000	R20 500	R23 500	14.6%
Switzerland	R31 900	R27 300	R25 100	-8.1%
Turkey	R36 900	R22 400	R27 300	21.9%
UK	R27 500	R27 100	R26 500	-2.2%
Other Europe	R25 900	R20 800	R27 100	30.3%
MIDDLE EAST	**R25 300**	**R27 800**	**R27 300**	**-1.8%**
UAE	R20 900	R21 500	R19 500	-9.3%
Other Middle East	R26 300	R30 400	R30 700	1.0%
NORTH AMERICA	**R31 300**	**R35 600**	**R29 700**	**-16.6%**
Canada	R23 900	R17 300	R22 500	30.1%
USA	R32 200	R37 700	R30 600	-18.8%
Other North American	R37 000	R0	R0	
OVERALL	**R10 900**	**R10 400**	**R9 900**	**-4.8%**

APPENDIX

TFDS BY PURPOSE OF VISIST			
	Q3 2023	Q3 2024	Q3 2025
Holiday	R7 388 292 883	R6 660 283 327	R7 956 030 162
Personal Shopping	R598 382 845	R732 249 785	R767 724 257
Business Shopping	R2 931 923 774	R3 520 943 761	R3 195 501 972
Business Traveller	R1 914 070 999	R1 634 212 146	R2 295 140 329
MICE	R1 045 252 756	R1 114 715 866	R1 369 838 091
Medical	R297 501 915	R385 776 514	R418 617 943
VFR	R6 051 444 259	R5 274 621 123	R7 239 886 993
Religion	R120 229 038	R79 794 401	R180 769 458

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

APPENDIX

TOTAL FOREIGN DIRECT SPEND (TFDS) - PROVINCIAL DISTRIBUTION									
	Q3 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	**R8 141 880 590**	**R941 671 981**	**R208 283 328**	**R476 565 433**	**R1 158 707 516**	**R157 733 661**	**R284 252 077**	**R80 136 468**	**R320 101 560**
Botswana	R122 718 335	R16 997 645	R5 642 240	R34 802 593	R6 821 487	R22 861 326	R57 143 623	R0	R6 488 792
Lesotho	R211 424 866	R62 433 243	R51 300 406	R18 131 315	R12 268 244	R7 504 441	R37 011 554	R30 507 154	R263 045 275
Malawi	R1 110 179 405	R39 769 442	R1 450 230	R43 211 122	R543 600	R6 146 551	R16 699 268	R1 176 390	R213 616
Mozambique	R434 584 884	R11 855 231	R4 948 070	R9 014 731	R979 474 757	R25 593 194	R23 504 015	R535 351	R3 414 348
Namibia	R130 222 752	R171 969 775	R13 266 321	R8 564 955	R4 841 030	R2 254 322	R3 341 495	R34 684 564	R5 829 800
Swaziland	R93 220 916	R17 363 110	R5 565 774	R114 557 265	R76 275 781	R1 131 329	R5 185 621	R0	R952 578
Zambia	R716 240 288	R31 587 783	R13 683 483	R19 199 407	R2 883 936	R9 323 385	R5 672 905	R476 630	R1 132 500
Zimbabwe	R4 245 373 448	R280 244 501	R82 259 458	R170 832 797	R58 702 876	R79 779 985	R114 869 354	R11 437 593	R34 952 172
Angola	R228 219 051	R58 104 591	R4 151 193	R4 323 776	R567 962	R470 442	R436 644	R902 786	R412 293
Democratic Republic of Congo	R181 405 752	R15 180 768	R2 333 670	R16 320 984	R5 200 620	R0	R5 105 683	R0	R3 121 035
Ethiopia	R28 545 128	R6 382 369	R1 019 965	R2 231 938	R707 575	R529 676	R49 773	R0	R56 714
Ghana	R140 012 912	R46 901 142	R846 160	R8 810 631	R232 140	R0	R2 019 972	R0	R183 079
Kenya	R120 080 747	R30 193 488	R9 893 816	R6 049 787	R2 738 542	R0	R1 186 211	R0	R236 110
Nigeria	R72 363 653	R63 028 239	R1 683 301	R6 620 583	R1 885 784	R192 897	R2 481 949	R0	R931 057
Tanzania	R98 256 862	R8 276 453	R1 089 850	R2 597 695	R1 115 307	R487 947	R955 410	R0	R21 963
Uganda	R31 714 858	R3 383 523	R976 544	R613 732	R306 240	R0	R362 851	R0	R1 031 100
Other Africa	R177 316 733	R78 000 678	R8 172 846	R10 682 124	R4 141 638	R1 458 167	R8 225 751	R416 000	R1 108 430
Asia	**R468 218 746**	**R255 920 415**	**R38 972 563**	**R162 718 049**	**R54 930 560**	**R17 135 446**	**R33 146 008**	**R16 843 635**	**R18 123 525**
China including Hong Kong	R118 779 169	R46 046 318	R10 891 501	R17 575 733	R7 032 552	R1 290 918	R7 280 368	R12 562 195	R11 023 968
India	R145 557 498	R34 780 679	R4 883 785	R48 306 621	R10 989 275	R3 356 801	R11 427 595	R3 609 450	R2 650 520
Japan	R45 673 940	R21 873 117	R4 684 180	R12 283 864	R3 568 504	R2 685 834	R2 361 998	R457 609	R775 537
Malaysia	R17 652 887	R19 564 525	R854 289	R1 412 812	R4 271 430	R3 005 042	R0	R0	R123 669
Singapore	R11 978 791	R54 161 731	R1 023 800	R63 007 326	R3 012 965	R4 861 676	R1 011 732	R0	R1 076 000
South Korea	R30 708 071	R25 668 595	R4 221 685	R4 606 016	R648 713	R1 281 775	R2 165 577	R0	R1 721 713
Other Asia	R97 868 390	R53 825 450	R12 413 323	R15 525 678	R25 407 120	R653 400	R8 898 738	R214 382	R3 673 500
Australasia	**R250 908 066**	**R321 388 326**	**R59 219 339**	**R76 309 373**	**R120 822 322**	**R46 688 639**	**R28 981 876**	**R15 241 557**	**R18 939 963**
Australia	R213 495 910	R262 180 057	R43 416 934	R69 853 278	R105 279 976	R44 210 543	R27 185 968	R15 103 155	R16 576 280
New Zealand	R37 263 982	R59 208 269	R15 802 405	R6 456 095	R15 478 762	R2 478 096	R1 795 909	R138 402	R2 363 684
Other Australasia	R148 174	R0	R0	R0	R63 584	R0	R0	R0	R0
South America	**R260 717 287**	**R241 986 919**	**R18 684 402**	**R11 999 631**	**R50 984 360**	**R36 782 345**	**R24 719 698**	**R0**	**R4 604 708**
Argentina	R22 487 461	R29 359 155	R2 086 542	R1 146 116	R5 638 795	R133 211	R731 960	R0	R9 930
Brazil	R193 585 395	R186 395 965	R4 834 782	R3 985 082	R41 264 413	R30 380 819	R16 136 491	R0	R2 340 570
Chile	R4 974 330	R13 541 920	R1 785 811	R657 671	R1 390 989	R1 013 418	R589 516	R0	R0
Other Central & South America	R39 670 101	R12 689 879	R9 977 267	R6 210 761	R2 690 162	R5 254 898	R7 261 730	R0	R2 254 209
Europe	**R1 609 023 870**	**R2 697 445 303**	**R362 970 931**	**R318 054 500**	**R508 147 044**	**R373 532 426**	**R99 484 519**	**R34 450 074**	**R59 879 443**
Austria	R15 700 598	R33 695 951	R5 416 302	R4 648 204	R6 420 238	R6 474 605	R9 925	R697 351	R1 906 390
Belgium	R61 376 109	R72 157 954	R11 103 346	R21 388 393	R15 534 821	R13 526 377	R2 018 593	R927 737	R2 418 718
Denmark	R14 853 312	R26 643 579	R1 687 073	R2 862 374	R5 607 513	R23 656 215	R649 459	R97 837	R4 954 500
Finland	R6 295 911	R7 527 909	R466 281	R677 393	R4 390 608	R190 957	R785 315	R1 241 439	R314 001
France	R148 666 946	R242 071 253	R32 847 873	R33 238 741	R72 394 356	R41 714 989	R9 554 541	R3 578 216	R2 162 582
Germany	R218 708 841	R416 381 340	R45 742 828	R45 855 959	R94 648 975	R68 670 094	R17 508 109	R7 907 337	R5 462 346
Ireland	R35 599 242	R46 502 181	R7 225 760	R4 292 231	R6 097 045	R2 257 829	R7 314 722	R0	R875 550
Italy	R70 593 725	R180 490 094	R11 649 841	R14 055 920	R57 663 277	R21 788 325	R4 352 824	R1 144 200	R2 460 184
Netherlands	R169 386 856	R281 939 454	R61 553 096	R29 179 328	R60 883 960	R58 649 101	R5 510 961	R3 489 321	R3 414 784
Norway	R6 018 983	R18 087 084	R3 256 023	R2 287 024	R3 648 110	R14 390 084	R51 382	R298 468	R321 686
Portugal	R27 572 908	R27 883 924	R3 520 800	R756 252	R4 995 119	R1 841 244	R735 938	R651 824	R461 761
Russian Fed	R99 912 511	R115 302 570	R3 614 629	R3 923 402	R9 195 717	R1 303 085	R3 168 265	R663 600	R563 700
Spain	R73 268 806	R102 009 484	R2 277 268	R1 940 519	R27 386 722	R4 752 983	R1 715 912	R147 660	R828 599
Sweden	R9 489 062	R31 706 674	R3 455 442	R2 275 643	R3 414 081	R1 455 041	R2 427 824	R0	R398 995
Switzerland	R35 430 896	R86 837 921	R8 642 624	R6 808 002	R15 736 468	R22 251 095	R3 364 576	R3 141 382	R1 678 375
Turkey	R30 422 393	R23 484 794	R1 217 410	R2 308 174	R1 736 190	R0	R2 857 210	R0	R9 848 562
UK	R522 915 663	R917 525 599	R148 770 012	R135 083 406	R100 399 959	R77 423 638	R22 952 540	R9 374 743	R23 258 969
Other Europe	R62 811 109	R67 197 537	R10 524 323	R6 473 536	R17 993 882	R13 186 764	R14 506 422	R1 088 960	R1 606 416
Middle East	**R280 019 737**	**R216 138 832**	**R133 815 751**	**R47 718 232**	**R23 489 563**	**R3 873 082**	**R16 639 721**	**R18 680 312**	**R1 756 233**
UAE	R47 285 913	R65 721 081	R34 976 040	R6 263 040	R1 434 711	R0	R3 075 600	R0	R914 940
Other Middle East	R232 733 824	R150 417 751	R98 839 711	R41 455 192	R22 054 852	R3 873 082	R13 564 121	R18 680 312	R1 756 233
North America	**R946 858 552**	**R755 323 341**	**R192 276 454**	**R224 648 039**	**R330 298 582**	**R634 369 461**	**R121 657 561**	**R207 452 504**	**R68 753 150**
Canada	R89 195 065	R104 112 639	R7 960 744	R16 225 853	R28 561 749	R46 378 102	R6 655 732	R909 500	R5 458 783
USA	R857 663 487	R651 210 702	R184 315 710	R208 422 185	R301 736 833	R587 991 358	R115 001 828	R206 543 004	R63 294 367
TOTAL	**R11 957 626 848**	**R5 429 875 117**	**R1 014 222 769**	**R1 318 013 257**	**R2 247 379 946**	**R1 270 115 061**	**R608 881 459**	**R372 804 550**	**R492 158 583**

APPENDIX

AVERAGE SPEND - PROVINCIAL DISTRIBUTION									
	Q3 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	**R9 400**	**R10 500**	**R7 800**	**R3 300**	**R1 900**	**R3 400**	**R3 700**	**R4 500**	**R1 500**
Botswana	R2 700	R9 600	R4 200	R6 100	R2 900	R1 400	R1 800	R0	R1 900
Lesotho	R2 300	R4 700	R7 800	R1 900	R1 600	R3 700	R2 600	R5 300	R1 300
Malawi	R22 000	R12 600	R4 700	R16 000	R6 000	R5 000	R18 800	R1 800	R0
Mozambique	R6 300	R10 000	R12 200	R8 200	R2 100	R6 300	R5 500	R9 000	R4 200
Namibia	R12 200	R7 800	R7 600	R8 000	R8 500	R6 100	R3 500	R4 900	R11 200
Swaziland	R1 900	R39 800	R3 400	R1 400	R700	R500	R2 200	R0	R800
Zambia	R21 600	R10 000	R15 300	R3 300	R6 600	R3 700	R6 900	R7 000	R0
Zimbabwe	R9 100	R9 700	R7 200	R5 200	R3 300	R4 900	R5 600	R2 700	R4 700
Angola	R33 800	R22 800	R17 900	R8 600	R3 800	R6 000	R3 200	R21 400	R0
Democratic Republic of Congo	R24 700	R11 600	R8 800	R23 700	R15 600	R0	R14 000	R0	R28 500
Ethiopia	R17 400	R13 500	R10 600	R17 600	R7 200	R17 900	R1 300	R0	R0
Ghana	R25 200	R17 800	R2 800	R11 000	R2 000	R0	R8 700	R0	R0
Kenya	R12 500	R17 600	R20 800	R8 200	R7 200	R0	R6 700	R0	R2 300
Nigeria	R15 800	R32 800	R9 100	R14 700	R14 600	R2 700	R8 100	R0	R33 400
Tanzania	R17 800	R12 500	R9 700	R6 000	R10 600	R9 300	R18 200	R0	R400
Uganda	R13 000	R8 100	R9 800	R15 300	R5 200	R0	R7 300	R0	R0
Other Africa	R19 100	R19 400	R12 000	R8 600	R7 100	R3 500	R21 200	R8 600	R7 200
Asia	**R18 300**	**R17 400**	**R10 500**	**R28 000**	**R14 100**	**R15 500**	**R7 900**	**R43 300**	**R15 700**
China including Hong Kong	R23 500	R16 500	R17 000	R22 900	R10 900	R7 800	R21 200	R53 300	R54 500
India	R18 100	R10 100	R7 000	R18 600	R12 000	R12 900	R8 900	R42 600	R20 100
Japan	R14 600	R16 200	R11 900	R18 600	R8 800	R19 400	R9 300	R12 500	R6 700
Malaysia	R12 600	R17 300	R7 000	R6 900	R13 500	R15 500	R0	R0	R0
Singapore	R8 900	R35 400	R10 000	R501 500	R12 200	R38 600	R7 000	R0	R0
South Korea	R21 300	R26 200	R12 000	R12 400	R4 800	R13 700	R17 400	R0	R0
Other Asia	R18 700	R15 500	R8 800	R14 200	R20 500	R5 100	R4 300	R6 700	R5 200
Australasia	**R12 400**	**R18 300**	**R19 500**	**R16 600**	**R14 500**	**R22 000**	**R12 200**	**R37 000**	**R15 600**
Australia	R12 400	R18 000	R20 900	R17 500	R13 900	R24 300	R12 600	R45 100	R15 500
New Zealand	R12 500	R19 700	R16 400	R10 600	R21 000	R8 200	R8 100	R1 800	R16 700
Other Australasia	R32 900	R0	R0	R0	R14 100	R0	R0	R0	R0
South America	**R17 600**	**R20 000**	**R10 100**	**R9 600**	**R8 900**	**R15 100**	**R8 400**	**R0**	**R0**
Argentina	R21 600	R29 900	R9 300	R19 700	R11 300	R3 800	R12 000	R0	R0
Brazil	R17 200	R19 700	R4 100	R5 800	R9 000	R16 800	R6 900	R0	R0
Chile	R8 200	R22 400	R14 500	R5 200	R6 200	R16 200	R6 000	R0	R0
Other Central & South America	R21 200	R12 100	R31 200	R16 200	R6 500	R9 900	R16 900	R0	R0
Europe	**R17 500**	**R19 400**	**R13 500**	**R12 300**	**R10 000**	**R18 700**	**R12 400**	**R12 100**	**R16 200**
Austria	R14 000	R16 700	R11 400	R10 100	R8 300	R16 900	R200	R9 200	R0
Belgium	R15 300	R13 000	R6 900	R9 700	R5 100	R17 800	R12 100	R5 000	R9 200
Denmark	R13 800	R17 900	R8 000	R7 700	R7 700	R74 500	R11 300	R5 100	R150 000
Finland	R27 000	R24 300	R7 300	R5 500	R19 400	R8 500	R14 800	R13 400	R14 100
France	R15 700	R16 000	R13 200	R9 500	R9 800	R16 800	R10 800	R13 300	R7 900
Germany	R17 200	R18 500	R10 700	R11 400	R11 000	R20 700	R13 900	R18 600	R15 600
Ireland	R16 000	R17 400	R8 700	R9 000	R11 900	R6 700	R25 800	R0	R15 000
Italy	R12 200	R14 900	R5 700	R8 300	R8 600	R16 100	R12 000	R20 000	R16 200
Netherlands	R16 600	R17 300	R15 900	R8 900	R9 200	R17 400	R8 100	R9 300	R6 400
Norway	R9 600	R17 000	R13 000	R11 000	R12 100	R59 100	R2 100	R12 400	R0
Portugal	R18 500	R17 800	R13 100	R4 000	R9 200	R8 900	R6 200	R7 600	R5 900
Russian Fed	R32 700	R51 700	R5 500	R8 100	R11 300	R12 000	R9 000	R6 000	R7 500
Spain	R14 800	R16 300	R3 200	R4 500	R10 400	R14 900	R7 300	R1 000	R0
Sweden	R12 300	R22 200	R13 100	R9 900	R8 000	R10 900	R36 100	R0	R5 900
Switzerland	R14 800	R20 900	R15 600	R12 500	R11 500	R28 900	R10 100	R12 400	R14 800
Turkey	R24 200	R19 900	R6 300	R8 300	R8 100	R0	R11 900	R0	R162 100
UK	R19 200	R22 800	R20 600	R20 000	R12 000	R14 800	R9 600	R14 200	R15 500
Other Europe	R19 800	R20 700	R10 500	R10 300	R11 100	R21 300	R29 700	R18 000	R11 700
Middle East	**R20 100**	**R19 200**	**R35 900**	**R13 900**	**R11 900**	**R3 700**	**R8 700**	**R35 400**	**R21 200**
UAE	R13 500	R17 300	R21 900	R8 000	R8 600	R0	R7 800	R0	R0
Other Middle East	R22 300	R20 200	R46 500	R15 700	R12 200	R3 700	R8 900	R35 400	R21 200
North America	**R18 000**	**R14 000**	**R24 000**	**R19 600**	**R12 900**	**R37 000**	**R28 100**	**R133 900**	**R22 400**
Canada	R14 800	R12 700	R7 500	R12 700	R6 500	R48 300	R15 100	R6 900	R12 400
USA	R18 400	R14 200	R26 500	R20 500	R14 200	R36 400	R29 500	R145 700	R24 100
TOTAL	**R11 100**	**R16 100**	**R13 700**	**R6 700**	**R3 200**	**R14 200**	**R6 100**	**R15 800**	**R2 200**

BEDNIGHTS, LENGTH OF STAY & ACCOMMODATION BEDNIGHTS

APPENDIX

BED NIGHTS BY COUNTRY				
	Q3 2023	Q3 2024	Q3 2025	% YOY GROWTH
AFRICA	**20 080 481**	**18 284 258**	**32 345 110**	**76.9%**
Botswana	335 513	380 383	483 961	27.2%
Lesotho	3 504 156	2 694 128	8 044 150	198.6%
Malawi	538 376	541 109	880 881	62.8%
Mozambique	3 331 898	4 568 480	6 923 855	51.6%
Namibia	279 970	359 701	389 460	8.3%
eSwatini	1 976 821	2 132 137	2 595 472	21.7%
Zambia	352 535	313 211	508 710	62.4%
Zimbabwe	9 091 227	6 483 847	11 475 914	77.0%
Angola	112 352	78 780	122 416	55.4%
DRC	99 755	139 159	138 184	-0.7%
Ethiopia	20 645	25 891	26 830	3.6%
Ghana	36 918	111 440	104 129	-6.6%
Kenya	79 621	101 843	163 318	60.4%
Nigeria	70 854	82 716	93 653	13.2%
Tanzania	56 397	63 075	76 501	21.3%
Uganda	24 840	28 807	22 825	-20.8%
Other Africa	168 603	179 552	294 851	64.2%
ASIA	**928 052**	**694 806**	**818 454**	**17.8%**
China including Hong Kong	239 275	197 948	127 817	-35.4%
India	288 959	194 705	251 580	29.2%
Japan	57 658	49 937	67 830	35.8%
Malaysia	40 989	16 056	34 267	113.4%
Singapore	17 160	15 803	38 360	142.7%
South Korea	43 591	45 587	59 660	30.9%
Other Asia	240 418	174 770	238 940	36.7%
AUSTRALASIA	**385 608**	**421 854**	**519 160**	**23.1%**
Australia	311 535	326 946	433 676	32.6%
New Zealand	73 936	94 908	85 411	-10.0%
Other Australia	137	0	74	#DIV/0!
CENTRAL & SOUTH AMERICA	**132 392**	**254 187**	**365 750**	**43.9%**
Argentina	14 026	17 284	24 288	40.5%
Brazil	65 188	175 136	238 257	36.0%
Chile	5 015	14 501	10 223	-29.5%
Other Central & South America	48 163	47 266	92 982	96.7%
EUROPE	**3 349 407**	**2 902 834**	**3 296 137**	**13.5%**
Austria	42 484	37 840	58 477	54.5%
Belgium	152 157	154 442	140 741	-8.9%
Denmark	43 334	34 527	40 393	17.0%
Finland	7 162	5 924	11 708	97.6%
France	373 169	319 406	316 376	-0.9%
Germany	519 136	402 217	481 299	19.7%
Ireland	74 621	59 672	74 886	25.5%
Italy	220 934	240 593	232 642	-3.3%
The Netherlands	428 979	377 748	433 305	14.7%
Norway	35 878	24 726	24 358	-1.5%
Portugal	38 455	30 927	37 687	21.9%
Russian Federation	89 177	68 643	95 344	38.9%
Spain	139 844	180 561	127 619	-29.3%
Sweden	32 556	26 482	35 942	35.7%
Switzerland	83 270	73 147	85 951	17.5%
Turkey	38 138	29 649	32 178	8.5%
Uk	932 812	746 275	955 553	28.0%
Other Europe	97 301	90 055	111 678	24.0%
MIDDLE EAST	**465 529**	**337 804**	**662 197**	**96.0%**
United Arab Emirates	85 367	54 875	220 420	301.7%
Other Middle East	380 162	282 929	441 777	56.1%
NORTH AMERICA	**1 332 438**	**1 401 727**	**1 627 116**	**16.1%**
Canada	164 483	143 569	187 777	30.8%
USA	1 167 949	1 258 158	1 439 340	14.4%
Other North America	6	0	0	-
TOTAL	**26 673 907**	**24 297 470**	**39 633 924**	**63.1%**

APPENDIX

AVERAGE LENGTH OF STAY BY COUNTRY				
	Q3 2023	Q3 2024	Q3 2025	% YOY GROWTH
AFRICA	**12.7**	**11.3**	**15.5**	**37.3%**
Botswana	3.8	3.8	4.5	17.1%
Lesotho	12.8	14.7	23.0	56.6%
Malawi	13.6	12.9	14.4	11.6%
Mozambique	10.2	11.2	12.5	12.2%
Namibia	7.3	9.1	9.2	1.4%
eSwatini	10.2	9.3	10.3	10.5%
Zambia	9.6	8.2	11.3	37.1%
Zimbabwe	17.0	12.4	19.0	52.8%
Angola	14.2	10.8	12.9	19.0%
DRC	20.1	22.8	14.3	-37.1%
Ethiopia	14.6	15.8	11.7	-25.8%
Ghana	16.1	13.5	12.5	-7.2%
Kenya	9.6	10.7	14.0	31.1%
Nigeria	16.0	16.9	13.7	-18.9%
Tanzania	12.7	13.7	11.7	-14.8%
Uganda	9.6	10.7	7.7	-27.9%
Other Africa	14.1	14.0	20.0	42.7%
ASIA	**21.1**	**16.6**	**17.1**	**3.0%**
China including Hong Kong	21.3	19.2	15.3	-20.6%
India	18.3	14.5	18.4	26.7%
Japan	16.6	13.2	13.6	3.3%
Malaysia	24.1	9.4	13.6	44.7%
Singapore	9.7	6.5	12.9	99.3%
South Korea	19.6	18.4	20.4	10.9%
Other Asia	30.8	22.6	19.2	-15.0%
AUSTRALASIA	**14.9**	**15.1**	**12.8**	**-14.9%**
Australia	14.6	14.0	12.6	-10.1%
New Zealand	16.0	20.3	14.0	-31.0%
Other Australia	6.9	0.0	8.2	#DIV/0!
CENTRAL & SOUTH AMERICA	**14.8**	**15.3**	**15.5**	**1.5%**
Argentina	17.2	15.4	13.6	-12.2%
Brazil	12.0	14.6	13.7	-6.2%
Chile	13.1	21.7	9.8	-55.0%
Other Central & South America	20.9	16.2	27.1	67.2%
EUROPE	**14.2**	**14.4**	**13.2**	**-8.3%**
Austria	13.8	14.4	16.9	17.4%
Belgium	14.5	18.0	13.2	-26.5%
Denmark	15.3	12.6	14.2	12.0%
Finland	9.9	10.3	17.0	64.4%
France	15.5	14.1	12.1	-14.5%
Germany	14.8	14.0	13.0	-7.0%
Ireland	15.4	12.5	14.3	14.7%
Italy	11.6	14.9	12.5	-16.3%
The Netherlands	15.1	14.7	15.0	2.2%
Norway	21.1	18.9	13.0	-30.9%
Portugal	13.8	12.3	11.5	-6.3%
Russian Federation	19.2	17.1	15.9	-7.2%
Spain	13.2	19.1	11.5	-39.8%
Sweden	13.3	13.0	15.5	19.1%
Switzerland	12.4	12.5	11.7	-6.4%
Turkey	16.9	16.0	12.2	-23.7%
Uk	13.6	13.4	12.9	-3.5%
Other Europe	13.8	14.7	15.4	4.6%
MIDDLE EAST	**21.0**	**21.7**	**24.4**	**12.5%**
United Arab Emirates	19.8	12.0	27.2	126.5%
Other Middle East	21.4	25.8	23.3	-9.7%
NORTH AMERICA	**13.6**	**14.2**	**13.9**	**-2.3%**
Canada	15.3	14.1	13.9	-1.8%
USA	13.4	14.2	13.9	-2.3%
Other North America	6.0	0.0	0.0	-
TOTAL	**13.2**	**12.0**	**15.3**	**27.2%**

APPENDIX

	ACCOMMODATION TYPE - BED NIGHTS Q3 2025								
	Hotels	Guest House	BnB	Self-Catering	Game Lodge	Backpacker	Camping	Friends & Family	Air B&B
AFRICA	**1 151 815**	**331 112**	**176 627**	**383 175**	**57 785**	**133 411**	**22 227**	**28 846 242**	**62 245**
Botswana	49 962	22 715	4 886	29 358	4 581	0	0	287 897	0
Lesotho	79 078	43 862	12 589	110 072	14 130	123 615	0	7 466 891	0
Malawi	161 483	7 448	5 207	11 281	3 233	0	0	570 878	5 383
Mozambique	70 956	68 219	7 709	14 933	5 313	0	0	6 712 680	223
Namibia	47 471	40 589	8 063	24 298	1 541	1 994	13 410	238 125	614
eSwatini	39 707	12 451	15 318	8 335	1 757	2 928	5 270	2 411 677	0
Zambia	131 200	3 325	6 081	2 524	1 188	1 430	0	267 602	828
Zimbabwe	303 688	65 882	99 559	35 292	16 618	816	3 548	10 477 013	24 107
Angola	32 530	18 752	3 692	13 941	3 765	169	0	38 590	706
DRC	30 639	3 120	196	3 335	958	0	0	67 126	589
Ethiopia	4 926	3 245	914	0	73	0	0	17 335	228
Ghana	48 783	2 767	1 676	6 546	0	0	0	32 312	2 465
Kenya	41 922	4 387	607	12 342	522	0	0	79 430	24 108
Nigeria	31 233	2 383	708	14 081	167	0	0	37 615	1 697
Tanzania	23 568	949	1 029	1 496	1 600	0	0	28 039	527
Uganda	11 664	2 720	0	1 102	353	0	0	6 551	276
Other Africa	43 006	28 297	8 392	94 239	1 985	2 461	0	106 483	494
ASIA	**195 521**	**40 757**	**11 921**	**34 981**	**12 832**	**0**	**961**	**429 826**	**3 112**
China including Hong Kong	33 160	5 801	1 911	3 865	2 131	0	0	76 668	501
India	73 678	21 544	6 437	20 544	4 401	0	0	70 614	1 553
Japan	17 446	1 481	1 528	2 056	1 039	0	609	40 146	0
Malaysia	12 124	3 061	184	305	184	0	0	18 410	0
Singapore	13 290	2 562	0	3 376	1 438	0	0	17 695	0
South Korea	9 663	1 489	414	2 795	685	0	186	44 192	0
Other Asia	36 161	4 821	1 447	2 039	2 954	0	165	162 101	1 058
AUSTRALASIA	**109 410**	**16 286**	**14 316**	**12 685**	**46 746**	**3 393**	**6 063**	**303 045**	**3 305**
Australia	95 056	15 015	9 816	8 470	41 613	2 317	6 063	249 203	2 613
New Zealand	14 329	1 271	4 499	4 215	5 105	1 076	0	53 822	692
Other Australia	26	0	0	0	28	0	0	20	0
CENTRAL & SOUTH AMERICA	**105 041**	**11 314**	**11 699**	**70 061**	**49 285**	**7 036**	**2 080**	**84 514**	**18 902**
Argentina	9 653	547	265	2 507	2 321	835	0	2 481	4 471
Brazil	74 200	9 058	10 213	21 520	26 443	6 202	2 080	69 675	14 257
Chile	5 575	1 066	263	1 063	1 356	0	0	727	174
Other Central & South America	15 613	643	959	44 972	19 165	0	0	11 631	0
EUROPE	**945 853**	**317 360**	**120 660**	**253 734**	**388 248**	**35 577**	**54 170**	**1 050 633**	**35 733**
Austria	14 606	5 178	1 829	9 124	6 820	1 296	1 350	11 524	2 978
Belgium	43 678	9 275	6 415	12 848	14 762	49	483	48 491	2 358
Denmark	12 435	3 401	452	1 854	7 142	0	584	5 225	381
Finland	2 733	403	446	4 466	1 484	0	232	1 767	0
France	114 209	46 052	14 053	21 371	58 525	1 520	6 971	44 906	4 922
Germany	156 559	49 956	15 630	40 060	63 803	8 507	8 552	122 003	7 223
Ireland	12 811	3 815	934	2 292	4 716	2 510	58	45 984	1 006
Italy	77 343	27 375	11 296	26 644	37 748	1 010	3 284	37 360	0
The Netherlands	108 428	42 453	12 267	38 850	71 071	3 529	7 374	122 472	3 660
Norway	5 538	1 638	1 279	5 115	4 341	1 170	1 095	4 182	0
Portugal	13 385	3 776	1 089	2 611	2 791	0	163	13 599	272
Russian Federation	22 771	8 953	8 805	14 856	11 532	9 843	993	17 373	217
Spain	44 684	9 059	10 554	8 974	7 758	339	2 832	41 724	1 695
Sweden	9 490	4 411	1 364	8 545	3 533	487	224	5 153	349
Switzerland	31 239	9 592	3 213	4 807	12 101	987	8 171	14 345	1 497
Turkey	11 682	4 770	0	813	1 003	0	0	13 910	0
Uk	233 128	73 600	25 377	38 260	70 874	3 890	9 908	467 101	6 383
Other Europe	31 134	13 650	5 656	12 245	8 245	440	1 897	33 515	2 792
MIDDLE EAST	**94 065**	**15 826**	**1 566**	**50 809**	**8 496**	**1 957**	**1 056**	**450 917**	**950**
United Arab Emirates	34 647	2 944	1 566	5 885	1 200	1 957	0	172 222	0
Other Middle East	59 418	12 882	0	44 925	7 297	0	1 056	278 695	950
NORTH AMERICA	**470 250**	**93 244**	**35 605**	**69 222**	**311 787**	**14 654**	**21 756**	**542 311**	**18 104**
Canada	60 801	11 602	7 398	1 401	32 720	5 382	4 619	56 549	740
USA	409 449	81 641	28 207	67 821	279 067	9 272	17 137	485 763	17 364
Other North America	0	0	0	0	0	0	0	0	0
TOTAL	**3 071 956**	**825 898**	**372 394**	**874 668**	**875 179**	**196 029**	**108 313**	**31 707 489**	**142 350**

APPENDIX

	ACCOMMODATION BEDNIGHTS BY PROVINCE								
	Q3 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	1 473 724	1 135 209	68 436	158 558	94 230	38 209	58 470	23 727	21 396
Guest house	216 320	336 339	37 518	56 156	57 689	43 143	25 374	14 571	38 788
Bed & Breakfast	90 971	165 725	21 763	41 251	23 287	3 606	22 100	2 619	1 072
Game Lodges	45 210	29 555	65 893	54 489	361 846	256 943	42 298	10 313	8 632
Self Catering Units	222 152	372 893	159 799	47 663	15 779	36 951	5 206	12 325	1 898
Friends/Family	14 437 490	1 514 171	864 820	1 758 209	7 795 102	642 795	935 713	201 494	3 557 694
Backpacker hostels	14 883	37 819	9 110	5 376	2 043	4 746	2 155	161	119 737
Camping/caravanning	3 717	18 964	1 443	7 378	34 199	29 713	1 766	10 640	493
Hospital	1 471	2 756	0	699	0	0	0	0	15 241
Train/Ship etc	763	2 868	763	1 284	0	266	0	108	36
AirBnB	42 606	76 528	13 436	4 822	3 603	3	1 261	91	0
Couch	788	0	0	0	161	0	0	161	2 785
Other	730 142	238 022	63 664	96 123	63 143	35 244	71 552	1 685	128 612

	ACCOMMODATION LENGTH OF STAY BY PROVINCE								
	Q3 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu-Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Hotels	3.4	5.9	4.0	1.8	0.3	1.7	1.2	2.8	0.2
Guest house	1.2	6.7	4.4	0.8	0.2	2.3	0.6	2.1	0.4
Bed & Breakfast	0.6	5.0	3.3	0.6	0.1	0.2	0.5	0.4	0.0
Game Lodges	0.3	1.2	5.7	0.8	1.0	5.7	0.9	1.5	0.1
Self Catering Units	1.4	9.3	24.3	0.8	0.1	2.3	0.1	2.0	0.0
Friends/Family	19.4	15.6	22.6	13.2	12.7	13.7	13.0	11.7	16.5
Backpacker hostels	0.1	1.7	2.7	0.2	0.0	0.3	0.1	0.0	1.3
Camping/caravanning	0.0	1.0	0.6	0.3	0.1	1.7	0.0	1.7	0.0
Hospital	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Train/Ship etc	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0
AirBnB	6.9	11.1	30.0	5.6	6.1	3.0	5.0	1.0	0.0
Couch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	12.1	56.0	34.6	7.6	11.3	4.2	11.9	25.3	14.9

PURPOSE OF VISIT

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
Q3 2025									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	**8.9%**	**4.5%**	**5.9%**	**3.8%**	**3.1%**	**1.4%**	**65.6%**	**2.2%**	**4.7%**
Botswana	17.6%	4.1%	8.4%	22.7%	5.2%	1.2%	28.7%	8.6%	3.4%
Lesotho	1.8%	0.6%	0.8%	0.2%	0.9%	0.9%	87.0%	2.5%	5.3%
Malawi	4.8%	2.5%	44.7%	8.9%	5.8%	0.6%	24.8%	1.6%	6.4%
Mozambique	10.6%	10.6%	3.2%	0.6%	0.2%	1.2%	72.7%	0.3%	0.6%
Namibia	25.0%	1.2%	3.2%	7.2%	7.8%	3.7%	36.4%	3.6%	11.9%
Eswatini	9.1%	0.8%	3.0%	0.3%	1.4%	0.6%	77.4%	1.8%	5.5%
Zambia	6.9%	0.2%	22.1%	19.5%	12.9%	2.9%	24.8%	1.4%	9.3%
Zimbabwe	7.8%	4.0%	7.7%	3.7%	3.9%	1.8%	63.3%	2.9%	4.9%
Angola	16.2%	0.6%	0.4%	11.9%	11.5%	23.0%	17.1%	0.0%	19.4%
DRC	7.9%	0.0%	4.1%	14.1%	23.1%	3.0%	30.5%	0.7%	16.6%
Ethiopia	14.1%	0.0%	0.0%	17.2%	11.1%	1.7%	33.6%	0.0%	22.4%
Ghana	28.5%	0.0%	0.0%	10.2%	21.0%	0.0%	16.9%	1.4%	22.0%
Kenya	19.3%	0.0%	1.5%	8.7%	30.1%	0.0%	12.5%	1.7%	26.1%
Nigeria	27.0%	0.0%	0.4%	12.5%	17.5%	1.0%	23.2%	1.6%	16.7%
Tanzania	24.1%	2.5%	4.4%	8.4%	16.8%	0.8%	16.6%	2.5%	23.9%
Uganda	13.0%	0.0%	0.0%	7.0%	34.6%	3.0%	9.1%	3.0%	30.3%
Other Africa	20.4%	0.0%	0.4%	21.2%	14.8%	1.8%	17.0%	1.7%	22.6%
ASIA	**20.9%**	**0.2%**	**1.7%**	**19.7%**	**17.9%**	**0.0%**	**32.7%**	**0.3%**	**6.6%**
China including Hong Kong	16.1%	0.3%	0.0%	20.4%	16.7%	0.3%	43.2%	0.0%	3.1%
India	22.3%	0.0%	0.3%	21.4%	22.3%	0.0%	22.5%	0.7%	10.4%
Japan	16.5%	0.0%	0.0%	15.4%	29.1%	0.0%	34.6%	0.0%	4.3%
Malaysia	30.2%	0.0%	0.0%	4.0%	16.2%	0.0%	38.7%	0.0%	11.0%
Singapore	34.8%	0.0%	0.0%	14.6%	33.9%	0.0%	16.7%	0.0%	0.0%
South Korea	19.1%	0.0%	0.0%	11.5%	10.9%	0.0%	54.4%	0.0%	4.2%
Other Asia	19.5%	0.4%	6.2%	25.5%	7.4%	0.0%	33.6%	0.4%	6.9%
AUSTRALASIA	**40.3%**	**0.0%**	**0.0%**	**3.7%**	**5.4%**	**0.6%**	**45.7%**	**0.0%**	**4.3%**
Australia	40.9%	0.0%	0.0%	3.6%	5.1%	0.7%	44.8%	0.0%	4.8%
New Zealand	36.5%	0.0%	0.0%	4.5%	7.3%	0.0%	50.5%	0.0%	1.3%
Other Australia	38.9%	0.0%	0.0%	0.0%	0.0%	11.1%	11.1%	0.0%	38.9%
CENTRAL & SOUTH AMERICA	**63.3%**	**0.0%**	**0.0%**	**5.7%**	**9.5%**	**0.0%**	**12.9%**	**1.5%**	**7.2%**
Argentina	62.6%	0.0%	0.0%	8.5%	14.8%	0.0%	6.6%	0.0%	7.4%
Brazil	66.2%	0.0%	0.0%	5.1%	6.6%	0.0%	13.4%	2.0%	6.7%
Chile	65.6%	0.0%	0.0%	2.6%	13.9%	0.0%	5.1%	0.0%	12.7%
Other Central & South America	48.2%	0.0%	0.0%	7.9%	20.2%	0.0%	15.8%	0.0%	7.8%
EUROPE	**48.5%**	**0.1%**	**0.0%**	**11.8%**	**9.3%**	**0.1%**	**25.3%**	**0.3%**	**4.6%**
Austria	48.8%	0.0%	0.0%	8.8%	11.2%	0.0%	17.9%	0.0%	13.3%
Belgium	48.2%	0.0%	0.0%	9.5%	15.8%	0.0%	23.6%	0.0%	3.0%
Denmark	65.3%	0.0%	0.0%	7.2%	10.1%	0.7%	12.1%	0.0%	4.6%
Finland	65.8%	0.0%	0.0%	14.1%	2.0%	0.0%	12.9%	0.0%	5.2%
France	61.1%	0.0%	0.0%	12.6%	8.8%	0.0%	13.8%	0.0%	3.6%
Germany	53.5%	0.0%	0.0%	12.7%	9.6%	0.1%	19.0%	0.3%	4.8%
Ireland	35.3%	0.0%	0.0%	6.7%	10.1%	0.0%	43.5%	1.0%	3.3%
Italy	65.6%	0.0%	0.0%	9.7%	8.3%	0.0%	11.0%	0.8%	4.7%
The Netherlands	50.4%	0.2%	0.0%	11.6%	6.4%	0.4%	24.0%	0.0%	6.9%
Norway	50.7%	0.0%	0.0%	15.5%	8.9%	0.0%	11.1%	1.3%	12.4%
Portugal	41.4%	0.0%	0.0%	14.2%	12.4%	0.0%	26.8%	0.7%	4.5%
Russian Federation	38.6%	0.0%	0.0%	30.2%	20.1%	0.0%	6.1%	0.0%	4.9%
Spain	48.0%	0.0%	0.0%	15.6%	9.2%	0.0%	23.2%	1.3%	2.7%
Sweden	46.0%	0.0%	0.0%	13.8%	12.6%	0.0%	16.3%	0.0%	11.3%
Switzerland	54.2%	0.0%	0.0%	14.1%	11.5%	0.0%	15.4%	0.4%	4.3%
Turkey	23.1%	0.0%	0.0%	19.4%	33.0%	0.0%	22.3%	0.0%	2.2%
Uk	38.1%	0.1%	0.1%	9.2%	7.6%	0.2%	40.9%	0.2%	3.6%
Other Europe	48.3%	0.0%	0.0%	18.6%	9.8%	0.0%	18.4%	0.0%	4.9%
MIDDLE EAST	**45.1%**	**0.0%**	**0.6%**	**1.8%**	**2.5%**	**0.0%**	**44.3%**	**0.2%**	**5.5%**
United Arab Emirates	41.3%	0.0%	0.0%	0.0%	5.2%	0.0%	53.0%	0.0%	0.5%
Other Middle East	46.8%	0.0%	0.8%	2.6%	1.3%	0.0%	40.6%	0.2%	7.6%
NORTH AMERICA	**59.5%**	**0.1%**	**0.2%**	**9.5%**	**6.5%**	**0.3%**	**18.0%**	**1.3%**	**4.7%**
Canada	64.5%	0.0%	0.0%	6.3%	7.9%	0.0%	18.6%	0.4%	2.3%
USA	58.8%	0.1%	0.2%	9.9%	6.3%	0.3%	17.9%	1.4%	5.0%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	**16.5%**	**3.6%**	**4.8%**	**5.1%**	**4.2%**	**1.2%**	**58.0%**	**1.9%**	**4.7%**

REPEAT RATE

APPENDIX

REPEAT VISITS BY COUNTRY					
Q3 2025					
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	**7.5%**	**13.4%**	**9.6%**	**12.1%**	**32.2%**
Botswana	7.4%	6.2%	7.3%	6.3%	36.4%
Lesotho	0.6%	2.2%	2.2%	3.0%	46.5%
Malawi	7.2%	10.4%	10.1%	10.8%	55.0%
Mozambique	11.1%	14.8%	9.1%	11.3%	5.1%
Namibia	4.3%	13.5%	10.6%	14.3%	57.3%
Swaziland	2.4%	13.0%	12.7%	14.6%	38.6%
Zambia	9.3%	17.0%	9.0%	14.6%	45.5%
Zimbabwe	7.1%	19.3%	12.8%	17.5%	41.9%
Angola	15.6%	12.8%	11.7%	17.5%	42.3%
Democratic Republic of Congo	20.8%	13.6%	23.1%	15.3%	27.1%
Ethiopia	38.6%	6.4%	16.8%	21.0%	17.1%
Ghana	47.1%	21.8%	13.9%	10.9%	6.3%
Kenya	40.1%	22.3%	14.2%	11.0%	12.4%
Nigeria	40.4%	19.0%	14.1%	15.8%	10.8%
Tanzania	32.2%	24.4%	12.7%	11.6%	19.1%
Uganda	47.3%	17.0%	10.1%	15.7%	10.0%
Other Africa	40.6%	22.5%	14.4%	13.0%	9.4%
Asia	**40.1%**	**23.7%**	**15.3%**	**13.8%**	**7.1%**
China including Hong Kong	29.8%	21.0%	16.4%	21.3%	11.5%
India	39.6%	26.8%	19.0%	9.3%	5.3%
Japan	34.2%	25.4%	22.0%	13.3%	5.1%
Malaysia	53.7%	12.1%	16.5%	0.0%	17.7%
Singapore	38.3%	23.0%	23.6%	11.7%	3.4%
South Korea	43.7%	22.0%	12.8%	14.1%	7.4%
Other Asia	47.0%	24.3%	6.3%	17.0%	5.4%
Australasia	**44.2%**	**22.7%**	**13.7%**	**11.4%**	**8.0%**
Australia	44.6%	22.6%	14.2%	10.8%	7.7%
New Zealand	41.6%	22.9%	10.7%	15.1%	9.7%
Other Australasia	77.8%	11.1%	0.0%	0.0%	11.1%
South America	**80.0%**	**10.4%**	**5.7%**	**1.9%**	**2.0%**
Argentina	71.5%	18.2%	8.9%	1.5%	0.0%
Brazil	81.8%	8.8%	4.7%	2.0%	2.6%
Chile	89.1%	5.8%	2.6%	2.6%	0.0%
Other Central & South America	72.6%	15.3%	9.9%	1.5%	0.7%
Europe	**50.9%**	**22.2%**	**11.1%**	**9.5%**	**6.3%**
Austria	57.8%	31.3%	5.4%	4.5%	1.0%
Belgium	56.4%	21.3%	11.5%	6.1%	4.7%
Denmark	63.6%	21.2%	11.0%	2.2%	2.0%
Finland	61.3%	23.3%	9.7%	2.5%	3.2%
France	57.0%	23.5%	9.7%	6.4%	3.4%
Germany	52.3%	21.7%	14.7%	7.4%	4.0%
Ireland	49.8%	23.4%	9.1%	12.2%	5.5%
Italy	68.7%	20.3%	3.6%	5.9%	1.6%
Netherlands	51.6%	21.2%	11.3%	8.6%	7.4%
Norway	62.8%	23.3%	7.7%	3.7%	2.6%
Portugal	40.3%	30.2%	8.1%	9.5%	11.9%
Russian Fed	44.7%	14.4%	22.8%	12.9%	5.3%
Spain	60.2%	24.4%	4.6%	9.3%	1.5%
Sweden	56.1%	22.7%	9.2%	6.6%	5.5%
Switzerland	57.5%	20.8%	10.8%	7.4%	3.4%
Turkey	36.5%	39.6%	11.2%	8.9%	3.7%
UK	40.4%	21.7%	12.0%	14.6%	11.4%
Other Europe	55.2%	24.9%	13.3%	3.5%	3.2%
Middle East	**38.9%**	**16.2%**	**15.4%**	**13.8%**	**15.8%**
UAE	36.4%	15.7%	19.7%	6.2%	21.9%
Other Middle East	39.9%	16.4%	13.5%	17.1%	13.1%
North America	**57.8%**	**19.7%**	**10.0%**	**8.3%**	**4.3%**
Canada	63.7%	18.6%	6.3%	5.3%	6.1%
USA	57.0%	19.9%	10.4%	8.6%	4.1%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	**16.1%**	**14.8%**	**10.0%**	**11.6%**	**27.1%**

AGE CATEGORIES

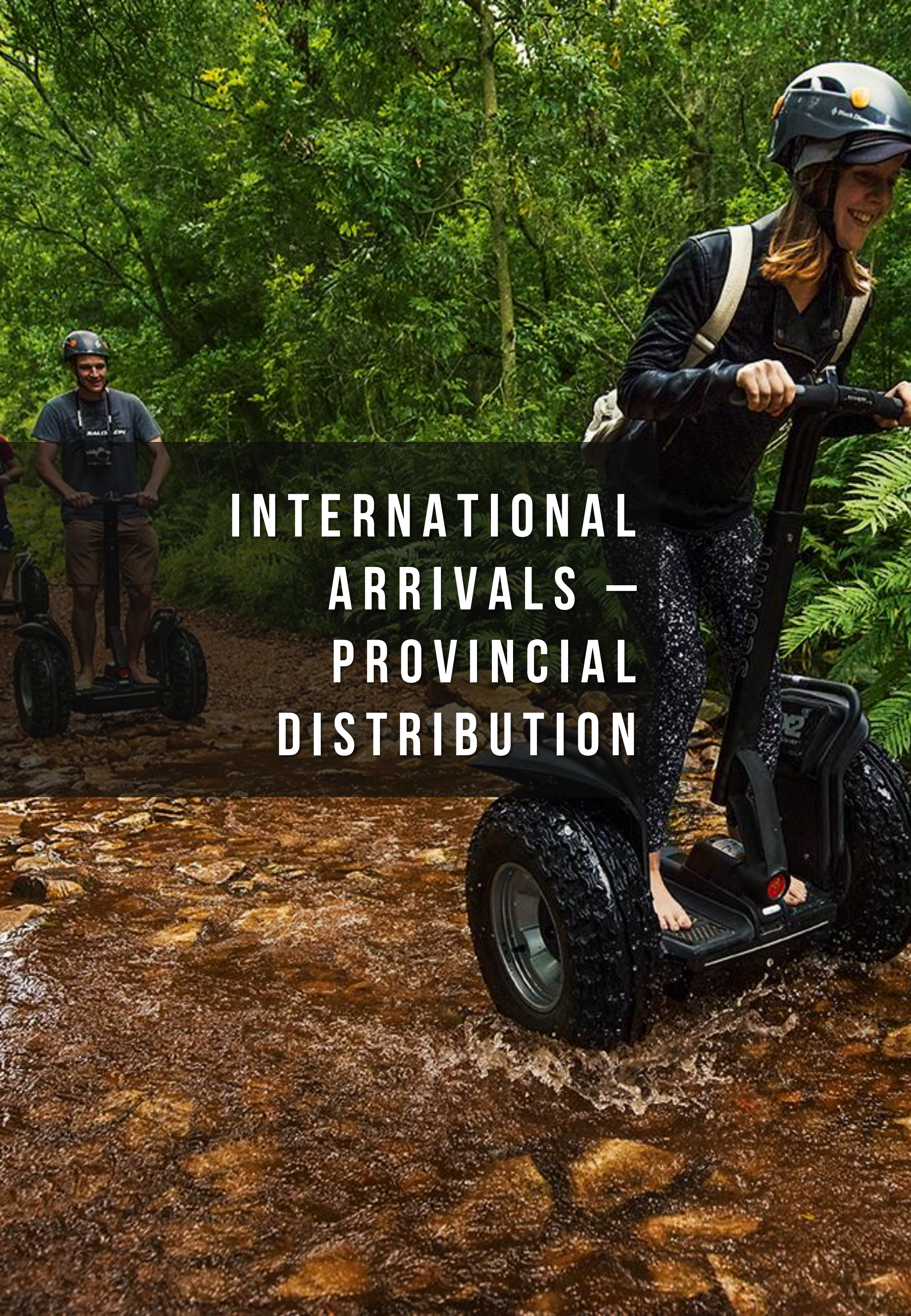
APPENDIX

AGE CATEGORIES							
Q3 2025							
	18 - 24 years	25 - 30 years	31 - 34 years	35 - 40 years	41 - 50 years	51 - 60 years	60+ years
AFRICA	**17.1%**	**20.4%**	**17.2%**	**18.8%**	**18.4%**	**5.6%**	**2.5%**
Botswana	4.3%	15.0%	14.9%	22.2%	28.6%	7.8%	7.2%
Lesotho	24.5%	26.2%	19.1%	16.0%	10.5%	2.7%	1.0%
Malawi	4.7%	14.2%	9.6%	29.8%	34.6%	5.3%	1.8%
Mozambique	23.5%	25.7%	15.4%	16.3%	15.6%	2.9%	0.6%
Namibia	7.6%	12.7%	15.3%	15.8%	19.8%	9.4%	19.4%
eSwatini	25.8%	25.4%	20.2%	14.3%	10.4%	3.1%	0.8%
Zambia	8.6%	9.0%	7.4%	26.9%	33.0%	11.3%	3.8%
Zimbabwe	9.5%	13.5%	18.1%	21.8%	23.6%	9.8%	3.9%
Angola	4.2%	11.7%	21.7%	23.8%	29.3%	6.1%	3.2%
DRC	6.3%	15.1%	12.6%	29.1%	28.9%	8.1%	0.0%
Ethiopia	9.1%	10.7%	16.5%	35.3%	22.1%	4.8%	1.6%
Ghana	3.4%	22.4%	22.1%	26.5%	20.7%	5.0%	0.0%
Kenya	5.9%	18.6%	27.1%	15.2%	23.6%	8.2%	1.5%
Nigeria	6.7%	12.6%	23.6%	27.9%	23.5%	4.5%	1.1%
Tanzania	4.1%	22.3%	24.9%	16.9%	24.9%	6.0%	0.9%
Uganda	7.4%	24.0%	20.0%	23.0%	13.6%	8.6%	3.3%
Other Africa	9.9%	16.2%	16.3%	27.0%	22.1%	6.4%	2.2%
ASIA	**6.1%**	**17.4%**	**21.2%**	**24.1%**	**24.1%**	**5.0%**	**2.2%**
China including Hong Kong	4.9%	22.3%	24.9%	24.1%	18.6%	3.8%	1.4%
India	5.5%	15.7%	22.8%	20.7%	25.9%	7.0%	2.4%
Japan	2.3%	22.4%	20.4%	24.1%	23.5%	4.8%	2.5%
Malaysia	4.0%	12.5%	21.0%	20.6%	32.3%	0.0%	9.6%
Singapore	4.8%	4.2%	22.9%	21.6%	33.9%	8.3%	4.2%
South Korea	11.7%	33.4%	20.6%	18.5%	11.3%	3.2%	1.3%
Other Asia	8.4%	14.2%	16.9%	30.4%	25.1%	4.2%	0.8%
AUSTRALASIA	**6.0%**	**10.6%**	**11.4%**	**14.6%**	**25.2%**	**15.7%**	**16.6%**
Australia	6.3%	11.6%	11.3%	13.8%	24.8%	15.3%	16.9%
New Zealand	4.6%	4.8%	12.1%	18.8%	27.6%	17.6%	14.4%
Other Australia	11.1%	0.0%	77.8%	0.0%	11.1%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	**6.8%**	**19.6%**	**29.5%**	**18.5%**	**16.0%**	**5.9%**	**3.7%**
Argentina	3.1%	18.5%	31.1%	18.5%	20.5%	8.2%	0.0%
Brazil	7.9%	18.9%	32.2%	18.2%	14.1%	3.9%	4.8%
Chile	0.0%	20.3%	26.2%	18.0%	29.6%	2.6%	3.4%
Other Central & South America	5.2%	23.6%	16.2%	19.9%	19.0%	16.2%	0.0%
EUROPE	**8.6%**	**13.6%**	**15.1%**	**18.5%**	**28.5%**	**10.3%**	**5.3%**
Austria	12.3%	22.4%	15.5%	14.1%	21.9%	8.0%	5.7%
Belgium	10.4%	17.4%	12.9%	12.2%	31.4%	12.3%	3.4%
Denmark	4.4%	13.4%	9.7%	18.7%	35.7%	14.0%	4.1%
Finland	5.7%	17.4%	4.0%	21.8%	28.8%	16.6%	5.7%
France	10.0%	12.5%	15.9%	20.3%	25.3%	10.0%	6.1%
Germany	9.4%	12.0%	15.2%	16.1%	32.1%	10.2%	5.1%
Ireland	7.8%	21.0%	19.1%	20.8%	19.0%	9.0%	3.3%
Italy	7.6%	15.5%	18.0%	18.9%	25.7%	11.9%	2.4%
The Netherlands	10.1%	13.3%	13.3%	19.0%	29.3%	9.1%	5.7%
Norway	8.9%	16.3%	18.2%	20.4%	22.2%	13.9%	0.0%
Portugal	3.5%	11.2%	16.0%	23.9%	32.4%	10.5%	2.6%
Russian Federation	3.7%	15.8%	23.3%	29.3%	21.8%	5.3%	0.9%
Spain	8.9%	16.0%	17.0%	18.5%	32.4%	7.2%	0.0%
Sweden	7.5%	15.2%	10.0%	21.6%	36.7%	7.3%	1.8%
Switzerland	6.6%	7.7%	18.2%	15.3%	38.2%	10.4%	3.5%
Turkey	6.0%	15.0%	17.0%	29.9%	21.5%	6.1%	4.5%
Uk	7.8%	12.7%	13.8%	18.2%	28.0%	11.4%	8.1%
Other Europe	13.1%	15.4%	15.0%	22.0%	24.5%	8.9%	1.1%
MIDDLE EAST	**7.7%**	**17.1%**	**21.4%**	**24.8%**	**19.9%**	**8.2%**	**1.0%**
United Arab Emirates	5.7%	15.4%	26.8%	31.2%	15.2%	5.7%	0.0%
Other Middle East	8.5%	17.8%	19.1%	22.1%	21.9%	9.2%	1.5%
NORTH AMERICA	**7.4%**	**11.8%**	**11.9%**	**14.4%**	**25.6%**	**13.5%**	**15.4%**
Canada	6.1%	12.8%	8.4%	13.8%	32.4%	12.0%	14.6%
USA	7.6%	11.6%	12.4%	14.4%	24.7%	13.7%	15.5%
Other North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	**15.3%**	**19.1%**	**16.9%**	**18.6%**	**19.9%**	**6.6%**	**3.6%**

ACTIVITIES

APPENDIX

ACTIVITIES UNDERTAKEN																		
Q3 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	Social	Medical	Health
AFRICA	**79.5%**	**69.0%**	**43.6%**	**97.3%**	**84.6%**	**14.8%**	**85.1%**	**79.5%**	**42.1%**	**77.6%**	**16.3%**	**7.7%**	**3.5%**	**15.7%**	**37.0%**	**79.4%**	**89.7%**	**34.9%**
Botswana	3.1%	6.2%	0.9%	0.5%	0.3%	0.6%	6.1%	1.3%	1.4%	2.1%	0.3%	0.1%	0.0%	0.4%	1.1%	0.7%	3.4%	3.5%
Lesotho	10.2%	21.3%	9.6%	1.6%	6.6%	1.5%	43.9%	39.9%	1.5%	21.2%	1.9%	0.0%	0.0%	3.0%	7.2%	2.6%	21.7%	9.9%
Malawi	2.6%	2.4%	2.1%	29.1%	0.5%	0.1%	0.0%	0.4%	2.0%	3.1%	0.3%	0.0%	0.0%	0.2%	0.8%	2.5%	1.3%	0.0%
Mozambique	26.7%	1.8%	0.4%	5.1%	0.7%	0.5%	0.7%	0.3%	1.8%	2.6%	0.3%	0.0%	0.0%	1.1%	0.3%	31.8%	18.9%	1.3%
Namibia	1.6%	1.9%	2.3%	0.5%	1.1%	2.5%	0.8%	1.7%	2.2%	3.6%	2.4%	0.5%	3.5%	1.4%	5.4%	1.2%	3.0%	2.7%
Eswatini	5.5%	3.8%	0.3%	2.5%	0.0%	1.5%	13.4%	9.4%	0.9%	2.4%	1.5%	0.2%	0.0%	0.2%	3.5%	0.3%	0.8%	0.8%
Zambia	1.6%	0.7%	0.7%	9.1%	0.0%	0.2%	2.1%	3.4%	4.4%	4.6%	0.4%	0.1%	0.0%	0.3%	0.7%	1.4%	3.6%	1.3%
Zimbabwe	25.2%	26.5%	22.4%	48.0%	69.0%	4.1%	15.7%	19.6%	15.0%	19.7%	3.5%	4.7%	0.0%	5.0%	14.1%	36.3%	28.0%	6.5%
Angola	0.4%	0.7%	0.4%	0.0%	0.8%	0.6%	0.1%	0.2%	1.2%	2.1%	0.8%	0.3%	0.0%	0.8%	0.7%	0.6%	6.2%	0.8%
DRC	0.4%	0.4%	0.9%	0.3%	2.0%	0.1%	0.0%	0.0%	1.9%	1.6%	0.4%	0.2%	0.0%	0.3%	0.3%	0.3%	0.8%	0.0%
Ethiopia	0.1%	0.1%	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.6%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.2%
Ghana	0.4%	1.0%	0.8%	0.2%	0.5%	0.8%	0.4%	0.0%	1.4%	2.1%	0.8%	0.2%	0.0%	0.7%	0.7%	0.3%	0.0%	0.5%
Kenya	0.4%	0.7%	0.6%	0.2%	1.1%	0.4%	0.5%	1.3%	2.9%	3.8%	1.4%	0.2%	0.0%	0.6%	0.5%	0.4%	0.0%	2.6%
Nigeria	0.3%	0.7%	0.5%	0.0%	0.4%	0.4%	0.3%	0.8%	1.0%	1.2%	0.4%	0.2%	0.0%	0.4%	0.5%	0.2%	0.4%	1.2%
Tanzania	0.3%	0.3%	0.3%	0.1%	0.9%	0.2%	0.4%	0.0%	0.9%	2.1%	0.6%	0.2%	0.0%	0.2%	0.2%	0.3%	0.3%	1.3%
Uganda	0.1%	0.0%	0.2%	0.0%	0.0%	0.1%	0.2%	0.2%	0.7%	1.1%	0.2%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.0%
Other Africa	0.6%	0.4%	1.0%	0.0%	0.8%	1.2%	0.4%	1.1%	2.5%	3.7%	1.1%	0.7%	0.0%	1.0%	0.9%	0.4%	1.0%	2.4%
ASIA	**2.0%**	**3.0%**	**6.6%**	**0.7%**	**2.5%**	**3.7%**	**0.6%**	**1.5%**	**10.5%**	**3.7%**	**4.6%**	**4.1%**	**3.5%**	**5.1%**	**3.9%**	**2.0%**	**0.7%**	**3.2%**
China including Hong Kong	0.4%	0.6%	1.2%	0.1%	0.6%	0.7%	0.3%	0.3%	2.0%	0.2%	0.8%	0.7%	0.6%	0.8%	0.7%	0.4%	0.3%	0.9%
India	0.6%	0.4%	2.0%	0.0%	1.0%	1.2%	0.3%	0.5%	3.4%	1.8%	1.4%	1.2%	2.9%	1.5%	1.1%	0.5%	0.2%	0.9%
Japan	0.2%	0.3%	0.7%	0.1%	0.3%	0.2%	0.0%	0.0%	1.4%	0.4%	0.3%	0.4%	0.0%	0.5%	0.4%	0.3%	0.0%	0.2%
Malaysia	0.1%	0.1%	0.2%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.3%	0.4%	0.3%	0.0%	0.4%	0.2%	0.1%	0.0%	0.0%
Singapore	0.1%	0.4%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.9%	0.0%	0.5%	0.4%	0.0%	0.4%	0.3%	0.1%	0.0%	0.0%
South Korea	0.1%	0.4%	0.6%	0.0%	0.2%	0.2%	0.0%	0.2%	0.4%	0.2%	0.3%	0.2%	0.0%	0.3%	0.3%	0.2%	0.1%	0.8%
Other Asia	0.5%	0.8%	1.9%	0.5%	0.3%	0.6%	0.1%	0.5%	2.2%	0.8%	0.9%	0.9%	0.0%	1.3%	0.9%	0.5%	0.0%	0.5%
AUSTRALASIA	**1.6%**	**1.4%**	**3.4%**	**0.1%**	**2.9%**	**4.0%**	**1.6%**	**2.0%**	**2.1%**	**0.5%**	**6.1%**	**6.4%**	**3.5%**	**6.0%**	**4.5%**	**2.0%**	**2.0%**	**7.5%**
Australia	1.4%	1.2%	3.0%	0.1%	1.7%	3.6%	0.6%	1.2%	1.8%	0.5%	5.2%	5.5%	1.5%	5.1%	3.8%	1.7%	1.6%	6.1%
New Zealand	0.3%	0.3%	0.4%	0.0%	1.1%	0.4%	1.0%	0.8%	0.3%	0.0%	0.9%	0.9%	2.0%	0.9%	0.7%	0.3%	0.4%	1.3%
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%
CENTRAL & SOUTH AMERICA	**1.0%**	**1.5%**	**2.8%**	**0.0%**	**0.8%**	**3.5%**	**1.2%**	**2.6%**	**2.1%**	**0.8%**	**5.7%**	**5.7%**	**2.1%**	**4.4%**	**3.4%**	**1.0%**	**0.5%**	**3.7%**
Argentina	0.1%	0.0%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%	0.2%	0.3%	0.5%	0.0%	0.4%	0.3%	0.1%	0.0%	0.0%
Brazil	0.7%	1.3%	2.3%	0.0%	0.0%	2.7%	1.2%	2.5%	1.2%	0.4%	4.5%	4.3%	0.0%	3.3%	2.7%	0.8%	0.5%	2.4%
Chile	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.3%
Other Central & South America	0.2%	0.1%	0.2%	0.0%	0.8%	0.5%	0.0%	0.0%	0.5%	0.2%	0.7%	0.7%	2.1%	0.5%	0.2%	0.2%	0.0%	1.0%
EUROPE	**10.0%**	**16.9%**	**26.2%**	**1.2%**	**5.9%**	**50.3%**	**8.0%**	**8.5%**	**31.2%**	**11.0%**	**43.2%**	**47.5%**	**9.2%**	**44.6%**	**36.1%**	**10.0%**	**4.6%**	**25.6%**
Austria	0.2%	0.2%	0.4%	0.0%	0.4%	0.9%	0.1%	0.5%	0.4%	0.5%	0.7%	0.8%	0.0%	0.7%	0.5%	0.1%	0.6%	1.1%
Belgium	0.4%	0.6%	1.0%	0.2%	0.3%	2.1%	0.2%	0.0%	1.5%	0.5%	1.8%	2.4%	0.7%	1.9%	1.5%	0.3%	0.2%	0.2%
Denmark	0.1%	0.2%	0.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.3%	0.1%	0.4%	0.7%	0.4%	0.5%	0.4%	0.1%	0.1%	0.2%
Finland	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%
France	1.0%	1.8%	3.0%	0.2%	0.3%	5.7%	1.0%	0.2%	3.5%	1.1%	5.6%	6.0%	0.5%	5.1%	3.9%	0.9%	0.4%	2.8%
Germany	1.5%	2.4%	5.3%	0.1%	1.8%	7.9%	0.5%	0.6%	5.0%	2.0%	6.9%	7.5%	1.7%	7.1%	5.7%	1.4%	0.6%	3.9%
Ireland	0.2%	0.4%	0.4%	0.0%	0.0%	0.8%	0.4%	0.8%	0.5%	0.1%	0.8%	0.8%	0.5%	0.9%	0.7%	0.2%	0.2%	0.5%
Italy	0.7%	1.1%	2.3%	0.0%	0.0%	4.4%	0.8%	0.2%	1.9%	0.7%	3.9%	4.2%	0.5%	4.0%	3.0%	0.5%	0.0%	1.4%
The Netherlands	1.2%	2.1%	1.9%	0.1%	0.0%	6.7%	0.2%	0.6%	3.0%	1.7%	5.2%	6.1%	1.3%	5.3%	4.7%	1.1%	0.1%	1.5%
Norway	0.1%	0.2%	0.4%	0.0%	0.1%	0.5%	0.0%	0.1%	0.3%	0.1%	0.4%	0.4%	0.5%	0.4%	0.3%	0.1%	0.0%	0.2%
Portugal	0.1%	0.2%	0.2%	0.0%	0.1%	0.6%	0.2%	0.2%	0.5%	0.1%	0.5%	0.5%	0.0%	0.5%	0.3%	0.1%	0.0%	0.5%
Russian Federation	0.2%	0.6%	0.7%	0.3%	0.0%	0.9%	0.9%	0.2%	1.8%	0.2%	0.8%	1.0%	0.0%	0.9%	0.7%	0.2%	0.0%	0.4%
Spain	0.4%	0.8%	0.9%	0.1%	0.0%	1.9%	0.0%	0.0%	1.7%	0.5%	1.9%	1.8%	0.8%	1.8%	1.4%	0.5%	0.0%	1.2%
Sweden	0.1%	0.2%	0.2%	0.0%	0.1%	0.6%	0.3%	0.3%	0.3%	0.2%	0.5%	0.5%	0.2%	0.4%	0.4%	0.1%	0.0%	0.2%
Switzerland	0.3%	0.5%	0.9%	0.0%	0.5%	1.6%	0.3%	0.4%	1.0%	0.4%	1.4%	1.3%	0.0%	1.3%	1.0%	0.3%	0.0%	0.4%
Turkey	0.1%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.2%	0.9%	0.1%	0.2%	0.2%	0.6%	0.3%	0.2%	0.1%	0.2%	0.2%
Uk	3.0%	5.0%	7.8%	0.2%	2.1%	13.2%	2.4%	4.0%	7.5%	2.3%	10.8%	11.4%	1.2%	12.1%	10.4%	3.6%	1.9%	9.9%
Other Europe	0.3%	0.5%	0.5%	0.1%	0.1%	1.5%	0.8%	0.2%	1.1%	0.5%	1.2%	1.6%	0.3%	1.4%	0.9%	0.3%	0.3%	0.9%
MIDDLE EAST	**1.3%**	**2.5%**	**5.2%**	**0.0%**	**0.3%**	**4.9%**	**1.0%**	**1.6%**	**0.9%**	**2.2%**	**3.5%**	**4.5%**	**7.8%**	**5.0%**	**2.6%**	**1.3%**	**0.6%**	**6.5%**
United Arab Emirates	0.4%	1.2%	0.9%	0.0%	0.0%	2.4%	0.0%	0.0%	0.3%	0.0%	0.6%	1.5%	3.6%	1.5%	0.6%	0.4%	0.0%	0.0%
Other Middle East	0.9%	1.4%	4.3%	0.0%	0.3%	2.5%	1.0%	1.6%	0.6%	2.2%	2.9%	3.0%	4.2%	3.5%	2.0%	0.9%	0.6%	6.5%
NORTH AMERICA	**4.6%**	**5.6%**	**12.3%**	**0.7%**	**2.9%**	**18.8%**	**2.5%**	**4.3%**	**11.1%**	**4.3%**	**20.5%**	**24.0%**	**70.5%**	**19.2%**	**12.4%**	**4.2%**	**2.0%**	**18.7%**
Canada	0.6%	0.4%	1.1%	0.1%	0.0%	2.6%	0.2%	0.5%	1.2%	0.2%	2.5%	3.3%	1.8%	2.5%	1.9%	0.5%	0.0%	1.0%
USA	4.1%	5.2%	11.2%	0.6%	2.9%	16.2%	2.3%	3.9%	9.9%	4.1%	18.0%	20.8%	68.7%	16.7%	10.5%	3.7%	2.0%	17.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



INTERNATIONAL ARRIVALS – PROVINCIAL DISTRIBUTION

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION									
	Q3 2025								
	Gauteng	Western Cape	Eastern Cape	KwaZulu- Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	**921 839**	**91 309**	**27 329**	**150 268**	**636 666**	**54 586**	**81 842**	**18 404**	**231 754**
Botswana	46 601	1 814	1 355	5 799	2 352	20 187	33 485	0	4 132
Lesotho	91 852	13 375	6 736	9 761	7 709	2 075	14 583	5 898	216 979
Malawi	53 852	3 221	313	2 770	93	1 250	911	671	0
Mozambique	69 838	1 211	414	1 116	486 273	4 122	4 431	61	835
Namibia	11 059	22 452	1 792	1 089	585	378	976	7 358	601
Swaziland	47 927	448	1 678	85 622	119 269	2 038	2 322	0	1 118
Zambia	35 202	3 231	918	5 811	516	3 092	837	70	0
Zimbabwe	511 214	29 430	11 581	33 135	17 739	20 787	21 874	4 253	7 633
Angola	6 922	2 616	278	516	192	81	182	43	0
Democratic Republic of Congo	7 637	1 341	271	705	341	0	485	0	113
Ethiopia	1 685	484	98	130	100	30	37	0	0
Ghana	5 704	2 706	303	817	119	0	238	0	0
Kenya	9 927	1 761	487	749	465	0	180	0	104
Nigeria	4 769	1 970	188	490	154	72	314	0	29
Tanzania	5 662	678	115	440	107	54	114	0	54
Uganda	2 500	427	101	41	60	0	50	0	0
Other Africa	9 488	4 144	699	1 275	592	420	821	49	156
Asia	**26 346**	**15 444**	**3 849**	**5 969**	**4 050**	**1 131**	**4 771**	**399**	**1 182**
China including Hong Kong	5 220	2 879	656	788	662	169	401	242	207
India	8 262	3 537	713	2 667	984	266	1 503	87	135
Japan	3 195	1 537	403	677	415	142	311	38	118
Malaysia	1 429	1 160	125	209	324	199	104	0	0
Singapore	1 380	1 570	105	129	253	129	148	0	0
South Korea	1 481	1 047	359	380	138	96	127	0	0
Other Asia	5 381	3 713	1 487	1 119	1 273	130	2 177	33	722
Australasia	**20 666**	**18 097**	**3 111**	**4 711**	**8 530**	**2 373**	**2 615**	**423**	**1 240**
Australia	17 611	15 020	2 126	4 090	7 770	2 063	2 388	344	1 095
New Zealand	3 051	3 077	985	621	755	310	227	79	145
Other Australasia	5	0	0	0	5	0	0	0	0
South America	**15 180**	**12 387**	**1 932**	**1 277**	**5 841**	**2 495**	**3 538**	**237**	**0**
Argentina	1 093	1 006	228	59	509	35	98	0	0
Brazil	11 550	9 687	1 204	695	4 679	1 851	2 738	0	0
Chile	617	619	126	130	230	64	101	0	0
Other Central & South America	1 919	1 076	373	393	422	544	602	237	0
Europe	**97 192**	**143 215**	**28 545**	**26 583**	**52 388**	**21 363**	**9 679**	**3 007**	**3 901**
Austria	1 147	2 072	488	471	826	471	41	78	0
Belgium	4 452	5 663	1 712	2 264	3 081	777	280	189	268
Denmark	1 104	1 523	215	378	741	326	59	20	34
Finland	239	318	65	127	232	23	54	95	37
France	9 997	15 535	2 718	3 590	7 516	2 590	903	275	279
Germany	13 398	23 059	4 622	4 126	8 909	3 512	1 554	496	358
Ireland	2 451	2 743	844	545	525	343	353	0	60
Italy	6 597	12 426	2 226	1 728	6 860	1 815	370	59	156
Netherlands	10 972	16 694	3 968	3 356	6 858	3 521	888	385	541
Norway	639	1 089	257	213	309	275	59	25	0
Portugal	1 528	1 608	276	192	552	212	184	88	80
Russian Fed	3 263	2 289	665	493	829	111	360	114	77
Spain	5 170	6 406	716	435	2 693	326	326	152	0
Sweden	801	1 465	271	235	434	136	69	0	68
Switzerland	2 541	4 284	566	593	1 433	791	376	294	116
Turkey	1 354	1 208	198	285	218	0	245	0	62
UK	28 202	41 471	7 677	6 910	8 713	5 501	2 930	678	1 624
Other Europe	3 338	3 363	1 063	644	1 657	635	627	62	140
Middle East	**14 283**	**11 537**	**3 842**	**3 505**	**2 025**	**1 055**	**2 060**	**542**	**85**
UAE	3 581	3 898	1 639	804	171	0	445	0	0
Other Middle East	10 702	7 639	2 204	2 701	1 854	1 055	1 615	542	85
North America	**54 277**	**55 502**	**8 220**	**11 913**	**26 509**	**17 662**	**5 475**	**1 781**	**3 332**
Canada	6 172	8 362	1 083	1 384	4 484	986	557	135	452
USA	48 105	47 140	7 137	10 529	22 024	16 676	4 918	1 646	2 880
TOTAL	**1 149 784**	**347 490**	**76 827**	**204 226**	**736 009**	**100 665**	**109 980**	**24 794**	**241 494**

TOP 20 ATTRACTIONS PER PROVCINCE

APPENDIX

	GAUTENG TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
Sandton City / Mandela Square	29.6%	29.6%	46.3%
Mall of Africa	4.2%	4.2%	18.1%
Apartheid Museum	36.4%	36.4%	14.9%
Menlyn Maine Shopping Centre	0.0%	0.0%	14.0%
Mandela House (Soweto)	15.8%	15.8%	13.8%
Did not visit any attraction	18.1%	18.1%	13.2%
Tour of Soweto	16.8%	16.8%	12.5%
Eastgate Mall	9.5%	9.5%	11.9%
Constitution Hill	9.0%	9.0%	6.8%
Rhino and Lion Nature Reserve	8.3%	8.3%	6.0%
Rosebank	1.5%	1.5%	5.4%
Union Buildings	5.7%	5.7%	4.7%
Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	7.0%	7.0%	4.6%
Fourways	2.4%	2.4%	3.1%
Walter Sisulu Botanical Gardens	1.6%	1.6%	2.8%
Maropeng and Sterkfontein Caves (Cradle of Humankind)	2.8%	2.8%	2.2%
Braamfontein Neighbour Goods Market	12.9%	12.9%	1.9%
Newtown Market Theatre	2.0%	2.0%	1.8%
Montecasino	0.0%	0.0%	1.8%
Brooklyn Mall	0.3%	0.3%	1.6%
Lesedi Cultural Village	1.7%	1.7%	1.5%

	WESTERN CAPE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
V&A Waterfront	69.7%	69.7%	76.5%
Cape Town Central City	61.3%	61.3%	66.1%
Boulder National Park	39.0%	39.0%	62.5%
Camps Bay	58.1%	58.1%	56.2%
Cape Point	59.5%	59.5%	55.4%
The Cape Winelands	32.7%	32.7%	52.7%
Table Mountain Cableway	39.8%	39.8%	50.7%
Kirstenbosch Botanical Gardens	22.6%	22.6%	33.8%
Canal Walk Shopping Centre	0.8%	0.8%	32.5%
Lion's Head	0.2%	0.2%	30.0%
Clifton Beach	26.7%	26.7%	24.3%
The Garden Route	22.0%	22.0%	22.5%
Hermanus	19.3%	19.3%	21.9%
Muizenberg Beach	16.3%	16.3%	21.4%
Table Mountain (not cableway)	28.3%	28.3%	20.4%
Tsitsikamma National Park	13.5%	13.5%	14.9%
Cango Caves	16.2%	16.2%	12.9%
Robben Island	13.5%	13.5%	12.3%
Cape Town Whale watching	11.0%	11.0%	11.9%
Cape Agulhas	10.4%	10.4%	11.9%
Cape Town Ostrich Ranch / Cape Point Ostrich Farms	7.2%	7.2%	10.7%

APPENDIX

	EASTERN CAPE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
Addo Elephant National Park	57.5%	57.5%	48.4%
Storms River	33.9%	33.9%	25.6%
Boardwalk Shopping Mall	10.1%	10.1%	24.0%
None	11.6%	11.6%	20.6%
Walmer Park	2.9%	2.9%	20.4%
Bloukrans Bridge Bungy (Highest Bungee)	25.3%	25.3%	16.8%
Greenacres Mall	5.3%	5.3%	14.2%
Tree Top Canopy Tour, Tsitsikamma Forest	13.8%	13.8%	10.9%
Nelson Mandela Museum (Mthatha)	7.1%	7.1%	7.7%
Steve Biko Monument and Museum and Grave Site - (King William's Town, Ginsberg & East London)	2.7%	2.7%	7.0%
Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	6.0%	6.0%	4.9%
Wild Fly Fishing - Somerset East	0.2%	0.2%	4.4%
Tiffendel Ski Resort	4.3%	4.3%	3.5%
Nelson Mandela's Homestead / Gravesite (Qunu)	3.1%	3.1%	2.9%
Amakhala Game Reserve	0.7%	0.7%	1.5%
Baywest Mall	0.0%	0.0%	1.4%
Hemmingways Mall	0.0%	0.0%	1.4%
Vincent Park Mall	0.0%	0.0%	0.9%
Jeffreys Bay	1.4%	1.4%	0.7%
Kragga Kamma Game Park	1.4%	1.4%	0.7%
Name of Resorts/Safari	0.0%	0.0%	0.6%
Kariega Game Reserve	0.2%	0.2%	0.6%

	KwaZULU-NATAL TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
Durban North Coast (Umhlanga, Umdloti, Ballito, Zimbali, Salt Rock, Shaka's Rock)	19.0%	19.0%	31.3%
Gateway Mall	20.9%	20.9%	30.9%
Durban North Beach	22.6%	22.6%	23.8%
Drakensberg Mountains	34.8%	34.8%	21.1%
Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site, Hluhluwe-iMfolozi, Tembe, Ndumu, Phinda)	26.9%	26.9%	20.6%
Durban South Beach	25.9%	25.9%	18.4%
None	6.3%	6.3%	16.2%
uShaka Marine World	16.4%	16.4%	16.1%
Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	27.3%	27.3%	15.1%
Pavilion Mall	9.0%	9.0%	12.8%
Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Nottingham Road, Howick etc.)	7.2%	7.2%	12.0%
La Lucia	18.8%	18.8%	10.5%
iSimangaliso Wetland Park	16.3%	16.3%	9.0%
Florida Road (Durban)	10.0%	10.0%	7.6%
Zululand cultural villages (Richards Bay, Eshowe, Shakaland, Ulundi, Nongoma)	5.9%	5.9%	6.4%
South Coast Beach Resorts and attractions (Amanzimtoti, Port Shepstone, Scottburgh, Margate, Southbroom, Port Edward)	3.3%	3.3%	6.3%
Moses Mabhida Stadium	5.4%	5.4%	3.6%
Sun Coast Casino	3.3%	3.3%	3.6%
Royal Natal National Park	8.3%	8.3%	3.4%
Sodwana Bay	3.4%	3.4%	3.3%
Valley of 1000 Hills (Phezulu, Krantzkloof Nature Reserve)	3.0%	3.0%	3.0%

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	84.2%	84.2%	84.1%
Blyde River Canyon / God's Window	58.3%	58.3%	50.0%
Bourke's Luck Potholes	31.6%	31.6%	28.9%
Panorama Route	23.6%	23.6%	24.8%
Hazyview (Cable slide, Hot air ballooning, Abseiling, Elephant Sanctuary, Game drives, etc.)	15.0%	15.0%	20.1%
Three Rondavels	1.3%	1.3%	18.9%
Pilgrim's Rest	10.4%	10.4%	12.2%
Sabie	8.4%	8.4%	11.7%
Hazyview Mall	7.9%	7.9%	9.6%
White river	4.9%	4.9%	8.4%
None	2.1%	2.1%	7.3%
The Pinnacle	7.8%	7.8%	7.0%
Sabi Sabi Game Reserve	1.8%	1.8%	5.7%
Nelspruit Botanical Gardens	3.4%	3.4%	5.2%
Dullstroom fly fishing	3.7%	3.7%	5.0%
Sabi Sands Game Reserve	5.5%	5.5%	4.5%
Crocriver Enviro Park	2.9%	2.9%	4.4%
Lydenburg (Voortrekker graves, Mapoch's caves, Gustav Klingbiel Nature Reserve etc.)	1.5%	1.5%	3.9%
Londolozi Game Reserve	5.1%	5.1%	3.5%
Mala Mala Game Reserve	1.2%	1.2%	3.0%
Longtom Pass	1.9%	1.9%	2.2%

	LIMPOPO TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
Kruger National Park via Orpen, Phalaborwa, Punda Maria	68.6%	68.6%	64.4%
Mapungubwe National Park	0.0%	0.0%	19.2%
Bela Bela Conservancy	23.3%	23.3%	15.6%
None	4.3%	4.3%	10.4%
Mapungubwe Cultural Landscape	13.6%	13.6%	6.6%
The Chuene Resort	2.8%	2.8%	4.4%
Soutpansberg Mountains	8.2%	8.2%	3.6%
Nandoni Dam	5.7%	5.7%	3.5%
Ga (modjadji) / Motjaji	2.3%	2.3%	3.3%
Names of Resorts/Safari	0.0%	0.0%	2.5%
Timbavati Game Reserve	0.0%	0.0%	2.0%
Private Game Reserves	0.0%	0.0%	1.9%
Mabula Game Reserve	0.0%	0.0%	1.4%
Olifants Game Reserve	0.0%	0.0%	0.9%
Karongwe Game Reserve	1.4%	1.4%	0.9%
Welgevanden Game Reserve	0.0%	0.0%	0.8%
Not applicable	0.0%	0.0%	0.7%
Kapama Game Reserve	4.9%	4.9%	0.7%
Moholoholo animal rehabilitation Centre	2.4%	2.4%	0.7%
Balule Nature Reserve	0.0%	0.0%	0.6%
Sebatana Private Reserve	0.0%	0.0%	0.5%
Thorny Bush Game Reserve	0.0%	0.0%	0.5%

APPENDIX

	NORTH WEST TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
Pilanesberg National Park	44.6%	44.6%	43.4%
Sun City Lost City	39.2%	39.2%	25.0%
Hartbeespoort Dam	5.9%	5.9%	12.5%
Madikwe Game Reserve	16.6%	16.6%	9.8%
Klerksdorp Mall	3.9%	3.9%	9.3%
None	3.1%	3.1%	8.3%
Waterfall Mall (Rustenburg)	2.1%	2.1%	7.0%
Brits Mall	2.3%	2.3%	5.4%
Hartbeespoort - Snake Park	3.4%	3.4%	5.2%
North-West University, Potchefstroom Campus	7.5%	7.5%	5.0%
Ukutula Game Lodge	0.0%	0.0%	3.9%
The cradle of humankind	3.6%	3.6%	3.8%
Upside-down House	0.0%	0.0%	2.8%
Mafikeng Mall	3.4%	3.4%	2.8%
Barberspan Bird Sanctuary	0.8%	0.8%	2.6%
Magaliesburg Resort	0.6%	0.6%	2.3%
Mooi River Mall	0.8%	0.8%	1.8%
Bloemhof Dam Nature Reserve	1.6%	1.6%	1.5%
Elephant / Monkey Santuary	0.0%	0.0%	1.4%
Not applicable	0.0%	0.0%	1.1%
Lion Park	0.0%	0.0%	1.0%
Names of Resorts/Safari	0.0%	0.0%	1.0%

	NORTHERN CAPE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
Did not visit any attraction	33.7%	33.7%	31.9%
Kgalagadi Transfrontier Park	28.2%	28.2%	25.0%
Augrabies Falls	25.4%	25.4%	19.6%
Kimberley Big Hole	15.7%	15.7%	18.5%
Namaqualand Flowers	23.2%	23.2%	14.3%
Kimberley Mine Museum	6.2%	6.2%	13.3%
Diamond Pavilion Mall	8.4%	8.4%	12.1%
Mokala National Park	6.7%	6.7%	8.1%
San Cultural Villages (e.g. Khomani San Village etc) (Specify)	5.8%	5.8%	3.7%
Blue flag beach at Mcdougal Bay	2.8%	2.8%	3.5%
Uppington Mall	0.0%	0.0%	2.1%
North Cape Mall	0.0%	0.0%	1.5%
Sutherland and Carnarvon - Stargazing (Salt and SKA)	2.7%	2.7%	1.3%
Orange River	0.0%	0.0%	1.3%
Farm	0.0%	0.0%	1.2%
Museums	0.0%	0.0%	0.8%
Private Game Reserve	0.0%	0.0%	0.7%
Names of Resorts/Safari	0.0%	0.0%	0.6%
Kalahari Mall	0.0%	0.0%	0.4%
Mattanu Game Reserve	0.0%	0.0%	0.3%

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS		
	Q3 2019	Q3 2024	Q3 2025
None	13.9%	13.9%	33.1%
Waterfront	38.1%	38.1%	23.4%
Mimosa Mall	21.4%	21.4%	21.0%
Welkom Mall	8.4%	8.4%	17.4%
Golden Gate Highlands National Park	25.1%	25.1%	10.0%
University of the Free State	13.8%	13.8%	5.6%
Sterkfontein Dam Nature Reserve	6.7%	6.7%	4.6%
Cheetah Experience	7.6%	7.6%	4.5%
Gariep Dam	1.6%	1.6%	3.0%
Clarens Ash River Outfall	3.1%	3.1%	2.3%
Basotho cultural village	9.5%	9.5%	2.2%
Names of Resorts/Safari	0.0%	0.0%	1.5%
Free State Stadium/Vodacom Park	17.2%	17.2%	1.3%
Bushmen Paintings in Schaaplaats	1.6%	1.6%	1.0%
Vaal River	0.0%	0.0%	0.9%
Navel Hill	0.0%	0.0%	0.8%
Farm	0.0%	0.0%	0.5%
The Rivershed Shopping Centre	0.0%	0.0%	0.5%
Black Mountain Hotel	7.4%	7.4%	0.4%
Black Mountain Hotel	7.4%	7.4%	0.4%
Maluti Cave Hiking Trail	0.2%	0.2%	0.4%

PROVINCIAL TOP 20 VISITED ATTRACTIONS BY SOURCE MARKETS

APPENDIX

GAUTENG TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025

	Sandton City / Mandela Square	Mall of Africa	Apartheid Museum	Menlyn Maine Shopping Centre	Mandela House (Soweto)	Did not visit any attraction	Tour of Soweto	Eastgate Mall	Constitution Hill	Rhino and Lion Nature Reserve	Rosebank	Union Buildings	Maboneng Precinct (e.g., Pop Art Theatre, Cinema, Gallery, etc.)	Fourways	Walter Sisulu Botanical Gardens	Maropeng and Sterkfontein Caves (Cradle of Humankind)	Braamfontein Neighbour Goods Market	Newtown Market Theatre	Montecasino	Brooklyn Mall
AFRICA	**44.2%**	**23.6%**	**3.5%**	**15.1%**	**4.9%**	**10.6%**	**3.8%**	**17.6%**	**1.5%**	**2.3%**	**6.3%**	**3.2%**	**1.6%**	**4.3%**	**1.6%**	**0.3%**	**1.2%**	**0.8%**	**2.5%**	**2.2%**
Botswana	45.2%	22.0%	3.9%	10.8%	5.3%	15.2%	2.7%	16.3%	0.0%	1.3%	7.0%	2.5%	1.3%	4.1%	1.3%	1.4%	1.3%	1.4%	2.7%	0.0%
Lesotho	23.9%	18.9%	0.0%	23.6%	14.3%	9.6%	9.6%	42.9%	0.0%	4.8%	4.7%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	4.8%
Malawi	41.6%	19.9%	1.4%	16.4%	5.7%	10.9%	3.1%	21.3%	1.4%	0.0%	2.7%	4.2%	0.0%	1.5%	0.0%	0.0%	2.8%	2.7%	2.7%	5.5%
Mozambique	56.7%	21.5%	2.1%	24.1%	3.5%	11.7%	0.6%	21.0%	1.3%	0.6%	8.4%	1.3%	1.3%	4.4%	1.3%	0.0%	0.6%	0.0%	5.3%	4.1%
Namibia	31.0%	27.5%	2.6%	17.2%	4.9%	13.0%	1.6%	12.6%	0.0%	3.2%	4.1%	5.8%	2.6%	5.2%	3.2%	0.0%	0.8%	0.0%	0.8%	3.6%
Eswatini	23.3%	25.0%	0.0%	15.7%	12.5%	15.4%	8.5%	20.8%	0.0%	8.5%	0.0%	4.5%	4.5%	3.6%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%
Zambia	48.2%	19.3%	3.2%	7.8%	2.9%	18.5%	3.1%	17.0%	1.6%	2.3%	6.3%	3.7%	0.7%	2.9%	0.7%	0.0%	0.9%	0.7%	0.7%	0.0%
Zimbabwe	37.1%	23.6%	2.9%	12.2%	1.8%	9.1%	1.2%	19.6%	1.2%	2.4%	4.7%	2.3%	2.0%	6.7%	1.8%	0.4%	1.9%	1.2%	2.4%	1.9%
Angola	52.1%	29.9%	4.2%	38.6%	2.2%	5.5%	2.8%	29.3%	3.6%	0.6%	12.8%	1.2%	0.8%	1.4%	1.3%	0.8%	0.6%	0.0%	7.5%	6.1%
DRC	56.2%	20.3%	5.2%	8.8%	4.5%	8.2%	3.7%	16.6%	1.8%	2.2%	6.8%	1.8%	0.0%	5.7%	0.9%	0.0%	0.0%	0.0%	4.1%	0.0%
Ethiopia	41.3%	25.4%	5.8%	14.9%	2.3%	3.6%	4.5%	20.9%	2.3%	4.6%	9.0%	4.1%	0.0%	1.8%	2.2%	0.0%	0.0%	4.0%	0.0%	0.0%
Ghana	58.6%	20.6%	1.8%	5.1%	7.6%	7.6%	6.0%	16.5%	2.1%	2.1%	3.7%	1.8%	1.8%	1.6%	0.0%	0.0%	0.0%	0.0%	1.6%	1.8%
Kenya	49.0%	25.0%	6.7%	11.8%	11.9%	9.3%	9.8%	10.3%	1.8%	1.0%	6.2%	8.2%	1.0%	1.8%	1.8%	0.8%	1.0%	2.1%	1.0%	3.1%
Nigeria	53.6%	25.1%	6.9%	21.2%	8.0%	9.3%	7.3%	9.3%	1.9%	2.8%	8.5%	4.1%	2.5%	4.1%	0.6%	0.6%	2.3%	0.5%	1.2%	4.2%
Tanzania	50.3%	25.3%	6.0%	15.0%	6.9%	12.0%	8.9%	9.8%	3.0%	1.1%	13.1%	3.0%	2.9%	5.0%	0.9%	0.0%	0.0%	0.0%	1.9%	0.9%
Uganda	47.3%	26.7%	2.4%	17.5%	8.5%	6.8%	8.5%	10.5%	1.6%	0.0%	10.6%	5.7%	2.4%	3.7%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	45.1%	26.9%	5.1%	17.5%	6.7%	12.2%	6.3%	11.4%	2.6%	6.3%	7.7%	3.1%	1.5%	3.0%	2.7%	0.0%	1.3%	0.6%	2.1%	0.0%
ASIA	**51.1%**	**24.8%**	**8.3%**	**20.0%**	**7.4%**	**11.6%**	**7.3%**	**10.7%**	**5.4%**	**6.6%**	**6.6%**	**6.5%**	**3.4%**	**2.0%**	**3.3%**	**2.9%**	**1.5%**	**2.1%**	**1.6%**	**0.7%**
China including Hong Kong	55.3%	20.8%	9.5%	22.8%	6.7%	13.2%	5.9%	11.7%	3.1%	6.8%	7.2%	9.0%	1.7%	1.8%	3.2%	2.7%	1.4%	0.9%	2.7%	2.3%
India	56.5%	30.3%	11.8%	9.9%	11.7%	9.3%	8.4%	11.5%	6.9%	8.6%	8.5%	6.2%	2.8%	1.2%	5.0%	2.8%	1.1%	1.7%	1.7%	0.0%
Japan	46.6%	25.5%	4.4%	17.5%	4.0%	19.0%	4.0%	8.8%	3.2%	3.5%	8.5%	4.9%	2.1%	0.0%	1.2%	2.1%	0.0%	0.0%	0.0%	2.1%
Malaysia	56.1%	40.1%	14.6%	29.3%	16.0%	8.7%	23.3%	7.3%	31.4%	0.0%	0.0%	24.8%	24.8%	0.0%	8.7%	16.0%	7.3%	6.6%	0.0%	0.0%
Singapore	75.4%	17.0%	0.0%	7.6%	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	34.8%	17.8%	2.7%	26.0%	6.0%	11.5%	9.2%	11.5%	0.0%	6.5%	5.7%	2.7%	0.0%	8.3%	9.3%	0.0%	0.0%	3.2%	6.1%	0.0%
Other Asia	38.6%	19.8%	6.2%	33.3%	3.5%	12.8%	5.9%	8.5%	2.5%	8.4%	2.7%	3.5%	2.9%	4.0%	0.0%	1.6%	2.6%	4.0%	1.1%	0.0%
AUSTRALASIA	**35.2%**	**11.5%**	**17.6%**	**13.7%**	**17.5%**	**16.9%**	**16.7%**	**10.9%**	**5.3%**	**9.7%**	**3.4%**	**3.7%**	**4.2%**	**3.5%**	**2.3%**	**3.0%**	**1.3%**	**0.8%**	**1.2%**	**0.8%**
Australia	37.1%	10.7%	16.7%	14.0%	17.6%	16.8%	17.0%	11.5%	4.0%	11.3%	3.5%	4.0%	4.0%	2.0%	1.9%	3.5%	1.5%	0.9%	0.6%	0.5%
New Zealand	24.5%	16.4%	22.4%	11.8%	17.3%	17.5%	14.9%	7.3%	12.6%	0.0%	2.5%	2.3%	5.1%	11.8%	4.8%	0.0%	0.0%	0.0%	4.8%	2.5%
Other Australia	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	**47.4%**	**6.8%**	**44.5%**	**4.1%**	**34.5%**	**14.3%**	**26.2%**	**6.5%**	**19.9%**	**8.2%**	**7.7%**	**3.3%**	**8.5%**	**1.5%**	**4.2%**	**3.0%**	**1.5%**	**2.6%**	**2.5%**	**1.0%**
Argentina	76.6%	7.9%	39.6%	8.4%	22.3%	10.1%	22.3%	5.2%	25.3%	13.9%	5.7%	7.9%	6.5%	0.0%	0.0%	3.2%	2.7%	3.2%	0.0%	0.0%
Brazil	44.5%	7.1%	47.0%	2.7%	38.1%	14.8%	29.5%	7.2%	21.8%	6.0%	8.6%	2.9%	8.8%	1.4%	4.4%	3.2%	1.6%	3.1%	2.8%	1.4%
Chile	56.1%	5.9%	31.7%	0.0%	19.0%	20.4%	14.5%	4.5%	23.1%	13.1%	20.1%	8.6%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	45.0%	4.7%	36.7%	11.0%	25.3%	12.0%	12.0%	3.3%	4.3%	17.1%	0.1%	1.4%	9.0%	2.8%	6.8%	2.3%	0.6%	0.6%	2.7%	0.0%
EUROPE	**48.7%**	**13.0%**	**22.2%**	**11.9%**	**17.7%**	**16.9%**	**17.7%**	**6.8%**	**10.4%**	**6.9%**	**4.8%**	**6.0%**	**6.9%**	**2.3%**	**4.0%**	**3.3%**	**2.4%**	**2.4%**	**1.2%**	**1.2%**
Austria	48.6%	0.0%	21.5%	13.5%	14.0%	17.6%	17.5%	0.0%	7.2%	3.6%	3.2%	3.6%	0.0%	7.1%	3.2%	0.0%	0.0%	0.0%	7.1%	3.6%
Belgium	39.4%	7.6%	21.5%	12.7%	15.7%	22.1%	22.4%	8.5%	11.4%	9.6%	7.8%	2.5%	6.1%	0.0%	3.8%	4.9%	2.2%	0.0%	1.3%	2.5%
Denmark	57.9%	11.3%	34.5%	5.5%	32.9%	7.2%	20.5%	1.8%	13.5%	7.6%	1.8%	2.7%	7.9%	0.0%	2.7%	3.1%	0.0%	1.8%	1.8%	5.8%
Finland	33.8%	9.6%	0.0%	9.6%	13.2%	14.7%	5.9%	0.0%	9.6%	7.4%	19.1%	0.0%	0.0%	0.0%	9.6%	7.4%	9.6%	0.0%	0.0%	0.0%
France	43.6%	7.2%	34.9%	9.9%	27.4%	17.7%	28.6%	5.0%	17.7%	7.8%	4.5%	8.8%	9.2%	1.1%	4.8%	3.8%	2.7%	2.7%	0.0%	0.0%
Germany	57.5%	13.6%	29.2%	13.1%	26.2%	10.1%	25.1%	7.8%	18.2%	9.2%	5.7%	9.7%	12.8%	2.0%	4.1%	3.9%	3.4%	4.4%	1.7%	0.3%
Ireland	51.1%	9.4%	4.7%	9.3%	4.7%	26.9%	4.7%	9.6%	0.0%	0.0%	4.8%	4.7%	2.4%	4.5%	4.7%	0.0%	2.4%	2.3%	4.8%	0.0%
Italy	37.3%	6.7%	32.3%	4.9%	17.0%	24.9%	22.5%	4.2%	8.4%	5.0%	2.5%	3.2%	5.6%	0.0%	3.1%	2.6%	2.2%	0.9%	0.0%	2.2%
The Netherlands	48.8%	13.2%	27.1%	7.8%	23.6%	20.8%	21.1%	7.2%	11.7%	6.6%	4.7%	8.8%	10.5%	1.6%	4.8%	7.3%	3.6%	1.8%	0.0%	0.0%
Norway	41.7%	17.4%	16.4%	2.8%	5.6%	23.8%	6.6%	2.8%	0.0%	9.2%	0.0%	6.6%	9.2%	0.0%	13.1%	17.4%	0.0%	0.0%	3.8%	3.8%
Portugal	55.5%	14.7%	13.9%	14.4%	12.1%	18.6%	12.1%	19.1%	6.0%	5.0%	3.9%	0.0%	3.4%	3.1%	3.4%	1.6%	0.0%	0.0%	1.6%	3.1%
Russian Federation	54.7%	21.3%	7.6%	16.2%	13.3%	21.6%	7.5%	4.1%	5.8%	8.2%	0.0%	5.8%	3.5%	0.0%	1.7%	0.0%	0.0%	5.8%	0.0%	0.0%
Spain	42.0%	11.4%	10.1%	10.1%	13.0%	21.0%	14.7%	14.3%	6.3%	1.7%	7.6%	1.7%	1.7%	5.9%	1.7%	1.7%	0.0%	0.0%	0.0%	1.7%
Sweden	55.7%	7.0%	22.9%	6.0%	24.4%	18.7%	19.3%	3.3%	9.2%	7.5%	5.9%	3.4%	0.0%	2.7%	4.3%	1.6%	3.4%	2.7%	0.0%	0.0%
Switzerland	71.5%	7.0%	29.8%	6.4%	25.3%	11.0%	20.7%	2.2%	17.5%	7.6%	1.1%	4.5%	8.3%	2.2%	0.0%	2.4%	0.0%	6.1%	1.3%	2.1%
Turkey	67.0%	13.4%	10.3%	11.9%	9.0%	19.5%	4.4%	7.3%	4.4%	8.7%	9.2%	4.4%	4.4%	3.0%	4.4%	0.0%	4.4%	4.4%	0.0%	0.0%
Uk	46.4%	17.3%	16.8%	16.5%	11.4%	14.1%	11.7%	6.2%	6.7%	6.1%	4.8%	5.1%	4.8%	3.5%	4.6%	2.4%	2.1%	2.1%	1.9%	1.8%
Other Europe	56.2%	16.3%	15.3%	9.6%	10.4%	14.9%	11.6%	8.3%	5.6%	13.8%	5.4%	6.2%	4.9%	0.6%	1.1%	3.2%	5.2%	3.4%	2.3%	1.3%
MIDDLE EAST	**45.2%**	**30.3%**	**4.0%**	**32.0%**	**12.9%**	**5.6%**	**3.9%**	**14.8%**	**0.9%**	**8.4%**	**7.4%**	**3.5%**	**0.4%**	**1.7%**	**4.7%**	**1.8%**	**2.5%**	**0.6%**	**1.6%**	**2.9%**
United Arab Emirates	48.6%	26.5%	0.0%	38.6%	33.7%	1.2%	11.2%	22.5%	0.0%	22.5%	12.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	44.0%	31.6%	5.4%	29.8%	5.9%	7.1%	1.5%	12.2%	1.2%	3.7%	5.8%	4.7%	0.5%	2.3%	6.3%	2.5%	3.4%	0.8%	2.1%	3.8%
NORTH AMERICA	**49.6%**	**12.0%**	**28.7%**	**10.4%**	**26.2%**	**15.0%**	**25.5%**	**7.6%**	**13.3%**	**11.0%**	**3.1%**	**6.4%**	**9.1%**	**2.7%**	**3.2%**	**4.4%**	**3.3%**	**3.9%**	**1.0%**	**1.5%**
Canada	49.3%	12.7%	33.5%	10.0%	29.3%	15.6%	26.8%	5.9%	8.7%	7.3%	3.9%	7.4%	10.2%	2.5%	0.9%	2.6%	3.0%	3.9%	0.0%	0.9%
USA	49.6%	11.9%	28.1%	10.4%	25.8%	14.9%	25.3%	7.8%	13.8%	11.5%	3.0%	6.3%	8.9%	2.7%	3.5%	4.6%	3.3%	3.9%	1.2%	1.6%
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	**46.3%**	**18.1%**	**14.9%**	**14.0%**	**13.8%**	**13.2%**	**12.5%**	**11.9%**	**6.8%**	**6.0%**	**5.4%**	**4.7%**	**4.6%**	**3.1%**	**2.8%**	**2.2%**	**1.9%**	**1.8%**	**1.8%**	**1.6%**

APPENDIX

	WESTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025																			
	V&A Waterfront	Cape Town Central City	Boulder National Park	Camps Bay	Cape Point	The Cape Winelands	Table Mountain Cableway	Kirstenbosch Botanical Gardens	Canal Walk Shopping Centre	Lion's Head	Clifton Beach	The Garden Route	Hermanus	Muizenberg Beach	Table Mountain (not cableway)	Tsitsikamma National Park	Cango Caves	Robben Island	Cape Town Whale watching	Cape Agulhas
AFRICA	**77.8%**	**51.5%**	**29.4%**	**44.0%**	**28.3%**	**29.1%**	**31.4%**	**13.0%**	**39.3%**	**13.3%**	**19.0%**	**5.6%**	**4.4%**	**13.0%**	**13.7%**	**7.4%**	**5.6%**	**8.1%**	**5.3%**	**4.0%**
Botswana	84.1%	69.1%	23.8%	77.0%	38.0%	23.0%	54.9%	15.9%	23.0%	39.9%	23.8%	7.8%	7.8%	23.8%	0.0%	7.8%	7.8%	0.0%	0.0%	7.8%
Lesotho	49.5%	0.0%	100.0%	100.0%	100.0%	49.5%	49.5%	0.0%	49.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.5%	0.0%	50.5%	0.0%	100.0%
Malawi	87.7%	25.8%	36.1%	48.5%	48.5%	24.8%	24.8%	13.4%	25.8%	0.0%	36.1%	0.0%	0.0%	0.0%	11.4%	11.4%	0.0%	11.4%	11.4%	0.0%
Mozambique	88.6%	37.9%	6.4%	19.1%	19.1%	17.8%	11.4%	6.4%	27.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	6.3%	0.0%	0.0%
Namibia	86.0%	83.8%	40.5%	57.3%	24.9%	45.8%	21.6%	19.0%	51.4%	13.9%	27.2%	5.2%	8.2%	29.1%	17.1%	8.0%	6.9%	9.3%	8.2%	5.0%
Eswatini	100.0%	62.5%	29.7%	29.7%	0.0%	100.0%	62.5%	0.0%	0.0%	37.5%	0.0%	29.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	68.2%	23.0%	16.5%	26.7%	26.2%	13.4%	19.8%	6.4%	17.1%	6.4%	3.2%	0.0%	0.0%	6.9%	0.0%	0.0%	3.2%	9.7%	0.0%	6.4%
Zimbabwe	76.3%	32.0%	18.1%	39.0%	18.7%	20.4%	24.5%	9.9%	34.3%	16.9%	11.1%	6.4%	4.0%	7.5%	18.5%	6.4%	3.5%	2.3%	0.0%	0.0%
Angola	83.1%	77.7%	38.4%	50.4%	48.5%	38.3%	40.7%	24.7%	62.3%	10.8%	29.0%	3.7%	8.0%	17.5%	16.0%	4.7%	7.4%	7.6%	6.5%	4.7%
DRC	92.5%	15.6%	15.6%	30.6%	28.3%	20.8%	29.1%	0.0%	39.9%	23.1%	26.3%	5.2%	5.2%	0.0%	25.4%	0.0%	0.0%	5.2%	0.0%	0.0%
Ethiopia	54.3%	68.1%	22.4%	23.9%	31.9%	14.3%	38.5%	8.1%	14.0%	6.3%	23.9%	8.1%	0.0%	22.1%	8.1%	8.1%	0.0%	0.0%	0.0%	8.1%
Ghana	76.1%	53.6%	32.7%	46.3%	34.1%	30.3%	41.5%	10.7%	48.3%	3.4%	27.8%	7.3%	3.4%	10.7%	18.6%	11.6%	4.4%	7.3%	8.3%	3.4%
Kenya	78.0%	51.6%	50.0%	50.0%	33.9%	33.9%	61.8%	28.0%	55.9%	11.8%	23.6%	0.0%	0.0%	10.3%	23.6%	11.8%	5.9%	17.7%	17.7%	0.0%
Nigeria	68.8%	39.9%	19.8%	52.7%	32.0%	14.7%	37.1%	4.1%	30.7%	10.3%	18.0%	4.2%	1.1%	1.1%	12.4%	7.6%	6.1%	6.1%	4.6%	2.6%
Tanzania	76.1%	16.9%	16.0%	32.9%	24.2%	16.0%	8.1%	8.8%	25.7%	24.8%	34.5%	0.0%	0.0%	0.0%	16.0%	0.0%	8.1%	16.9%	8.8%	7.9%
Uganda	58.4%	33.1%	29.1%	10.3%	22.7%	18.8%	29.1%	10.3%	29.1%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%
Other Africa	68.3%	64.8%	38.3%	40.6%	27.8%	31.0%	37.2%	13.7%	38.3%	15.8%	16.5%	12.3%	7.2%	19.9%	6.9%	13.5%	12.2%	15.5%	10.2%	6.7%
ASIA	**78.6%**	**63.7%**	**55.2%**	**59.0%**	**46.1%**	**48.3%**	**46.7%**	**29.7%**	**37.6%**	**27.4%**	**21.9%**	**19.9%**	**20.6%**	**19.3%**	**15.8%**	**14.6%**	**17.7%**	**12.5%**	**10.5%**	**11.8%**
China including Hong Kong	71.7%	55.1%	59.3%	51.5%	47.9%	42.2%	46.7%	18.1%	25.0%	35.8%	19.8%	22.5%	17.4%	18.9%	19.1%	12.4%	13.3%	11.6%	11.5%	11.5%
India	82.6%	63.9%	61.2%	62.8%	55.0%	49.2%	56.4%	21.3%	31.2%	22.5%	22.5%	25.1%	28.0%	19.6%	8.0%	20.9%	24.0%	13.0%	8.9%	11.8%
Japan	55.2%	42.1%	39.8%	30.9%	45.9%	41.1%	35.3%	22.7%	17.4%	15.9%	6.7%	14.1%	15.1%	15.0%	18.4%	2.4%	8.3%	5.8%	8.3%	7.7%
Malaysia	91.8%	81.1%	66.5%	83.7%	58.4%	82.9%	67.4%	47.6%	55.8%	45.0%	36.9%	34.3%	18.9%	39.5%	10.7%	26.1%	25.3%	26.1%	30.5%	16.3%
Singapore	73.0%	100.0%	73.0%	64.8%	47.1%	82.4%	40.4%	64.8%	73.0%	41.9%	45.9%	25.5%	50.2%	28.3%	35.2%	25.8%	0.0%	14.9%	17.6%	17.6%
South Korea	78.9%	71.5%	55.2%	67.1%	37.4%	38.1%	59.6%	33.1%	37.1%	25.7%	12.5%	17.0%	17.0%	3.8%	13.2%	21.1%	16.3%	17.6%	4.1%	17.0%
Other Asia	88.2%	56.0%	41.5%	60.3%	34.4%	32.7%	34.6%	28.1%	41.1%	19.1%	16.9%	9.3%	7.3%	15.4%	13.6%	5.2%	24.5%	8.7%	4.9%	8.3%
AUSTRALASIA	**64.0%**	**59.1%**	**55.2%**	**41.0%**	**54.6%**	**52.1%**	**47.8%**	**23.9%**	**19.8%**	**28.1%**	**19.3%**	**16.4%**	**16.6%**	**14.8%**	**18.8%**	**9.2%**	**8.8%**	**10.6%**	**6.8%**	**10.4%**
Australia	63.9%	57.6%	56.3%	40.3%	56.1%	51.6%	49.0%	23.7%	18.9%	30.7%	17.8%	16.7%	16.9%	16.3%	19.6%	9.6%	9.6%	11.2%	7.2%	11.0%
New Zealand	64.1%	66.3%	49.7%	44.3%	47.1%	54.1%	41.8%	24.7%	23.8%	15.1%	26.6%	15.3%	15.2%	7.6%	14.7%	7.4%	4.9%	7.6%	4.7%	7.4%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	**84.3%**	**60.0%**	**68.5%**	**65.3%**	**64.6%**	**53.1%**	**68.5%**	**33.8%**	**18.9%**	**29.6%**	**26.7%**	**20.3%**	**17.1%**	**23.4%**	**29.0%**	**9.5%**	**4.9%**	**18.9%**	**10.4%**	**21.1%**
Argentina	82.8%	59.9%	75.8%	61.0%	78.5%	54.8%	74.9%	33.0%	10.0%	41.0%	23.5%	23.0%	25.4%	32.7%	29.5%	13.2%	3.5%	10.6%	6.2%	16.5%
Brazil	85.5%	60.2%	70.2%	70.1%	65.2%	53.2%	66.5%	34.0%	20.6%	27.6%	31.0%	19.9%	16.6%	23.7%	32.3%	10.0%	5.2%	21.3%	11.6%	24.1%
Chile	85.5%	60.7%	56.2%	51.0%	64.8%	52.8%	81.0%	37.6%	4.5%	31.3%	8.6%	33.4%	10.4%	17.2%	12.7%	4.1%	4.1%	20.7%	8.6%	8.6%
Other Central & South America	73.8%	58.7%	54.0%	34.0%	46.3%	50.7%	73.4%	31.4%	19.8%	35.6%	2.1%	13.1%	18.5%	15.8%	8.5%	4.2%	4.6%	4.2%	4.6%	6.3%
EUROPE	**77.0%**	**71.6%**	**68.0%**	**58.9%**	**58.4%**	**58.7%**	**51.3%**	**37.0%**	**35.7%**	**32.2%**	**26.4%**	**26.4%**	**28.3%**	**25.3%**	**21.3%**	**17.6%**	**16.0%**	**13.8%**	**14.0%**	**14.0%**
Austria	73.1%	65.6%	67.4%	71.3%	59.3%	63.1%	52.1%	36.8%	40.1%	28.8%	28.8%	28.7%	34.5%	27.1%	30.8%	16.8%	11.7%	17.2%	17.6%	17.6%
Belgium	69.2%	69.6%	66.6%	48.9%	64.9%	54.5%	54.8%	32.2%	33.7%	41.6%	22.0%	30.6%	31.7%	15.8%	20.6%	22.8%	22.8%	9.2%	13.0%	13.5%
Denmark	66.8%	71.0%	73.3%	51.3%	68.3%	55.9%	52.2%	32.1%	35.7%	34.9%	23.0%	19.6%	29.9%	24.9%	25.6%	12.8%	15.4%	13.3%	12.3%	20.7%
Finland	61.8%	72.9%	80.1%	47.5%	65.8%	64.6%	27.6%	45.8%	55.8%	30.4%	18.8%	51.9%	31.5%	18.8%	23.2%	35.9%	18.8%	14.4%	31.5%	16.0%
France	78.8%	68.0%	74.0%	61.8%	61.0%	67.7%	55.8%	37.6%	37.2%	34.5%	29.7%	24.8%	28.7%	25.1%	22.8%	15.7%	17.8%	14.6%	15.8%	15.8%
Germany	77.4%	77.6%	70.1%	61.7%	58.9%	60.0%	55.1%	38.0%	39.0%	36.7%	27.3%	32.1%	29.3%	25.6%	22.2%	19.3%	16.3%	15.2%	13.0%	13.6%
Ireland	80.7%	76.0%	56.5%	62.7%	50.6%	53.8%	56.7%	28.1%	29.9%	43.3%	26.2%	28.7%	32.2%	28.3%	17.4%	22.0%	15.2%	13.7%	4.5%	14.9%
Italy	72.6%	67.9%	75.5%	55.8%	72.3%	53.0%	58.6%	36.6%	28.3%	25.5%	20.7%	29.6%	31.1%	25.5%	21.6%	15.5%	13.8%	9.8%	13.6%	10.6%
The Netherlands	77.4%	72.6%	68.8%	57.4%	58.5%	60.1%	47.1%	33.2%	35.3%	33.4%	28.7%	29.4%	31.6%	26.0%	21.8%	19.5%	20.2%	13.3%	14.0%	14.9%
Norway	94.5%	78.1%	89.0%	65.3%	65.7%	74.9%	67.7%	62.0%	58.1%	41.1%	18.2%	36.5%	49.7%	39.2%	45.3%	25.8%	26.7%	11.9%	26.5%	21.0%
Portugal	87.6%	77.6%	67.7%	70.1%	56.7%	50.8%	59.2%	38.1%	37.6%	27.9%	26.6%	20.9%	22.1%	22.6%	11.4%	15.9%	11.9%	18.9%	13.9%	11.9%
Russian Federation	87.4%	79.1%	88.4%	59.4%	67.7%	81.0%	64.3%	55.2%	41.3%	45.3%	48.7%	44.6%	43.6%	34.7%	23.0%	28.0%	22.4%	25.7%	27.2%	28.0%
Spain	78.6%	63.7%	69.5%	70.8%	60.7%	51.9%	46.5%	43.1%	25.4%	35.9%	21.7%	22.0%	35.2%	32.2%	22.7%	18.6%	12.9%	15.6%	16.3%	16.6%
Sweden	76.4%	76.0%	71.2%	61.1%	73.7%	68.7%	52.9%	35.0%	49.4%	35.1%	30.9%	31.8%	36.8%	29.7%	21.0%	27.9%	19.5%	24.5%	23.5%	15.2%
Switzerland	77.6%	79.3%	68.9%	64.6%	56.2%	54.6%	52.1%	43.3%	32.1%	26.3%	23.0%	24.5%	26.4%	25.6%	16.0%	15.3%	14.2%	10.8%	8.6%	10.0%
Turkey	88.2%	86.6%	53.2%	38.0%	58.4%	46.6%	61.7%	41.5%	33.4%	3.3%	15.0%	13.1%	18.3%	18.3%	8.2%	13.1%	9.8%	14.7%	13.1%	4.9%
Uk	76.9%	69.5%	60.1%	56.3%	49.9%	56.7%	44.6%	35.3%	36.1%	27.9%	25.6%	20.4%	21.2%	24.2%	19.1%	15.0%	13.6%	13.3%	13.5%	12.9%
Other Europe	74.2%	72.3%	79.0%	57.8%	70.7%	58.0%	57.0%	43.5%	40.0%	37.2%	36.5%	30.9%	41.2%	26.4%	32.5%	24.4%	16.3%	16.7%	13.7%	17.6%
MIDDLE EAST	**89.8%**	**70.4%**	**73.3%**	**71.0%**	**63.5%**	**20.1%**	**62.3%**	**50.5%**	**48.0%**	**46.3%**	**31.8%**	**53.5%**	**34.7%**	**20.9%**	**28.7%**	**36.2%**	**17.9%**	**4.9%**	**31.7%**	**9.2%**
United Arab Emirates	89.7%	68.3%	88.9%	78.6%	66.4%	23.6%	67.5%	31.7%	53.9%	46.9%	33.9%	66.4%	21.7%	2.2%	23.3%	55.3%	20.6%	0.0%	32.8%	1.1%
Other Middle East	89.8%	71.5%	65.4%	67.1%	62.0%	18.3%	59.7%	60.1%	45.1%	46.0%	30.7%	47.0%	41.3%	30.5%	31.4%	26.5%	16.5%	7.4%	31.1%	13.3%
NORTH AMERICA	**73.4%**	**64.7%**	**70.5%**	**56.1%**	**63.7%**	**60.6%**	**57.1%**	**39.5%**	**22.5%**	**33.2%**	**22.3%**	**19.7%**	**17.0%**	**19.1%**	**20.6%**	**11.5%**	**10.4%**	**11.6%**	**8.8%**	**10.2%**
Canada	70.2%	67.9%	66.1%	52.0%	64.5%	64.4%	55.4%	36.0%	20.0%	31.1%	25.8%	20.2%	22.1%	16.8%	18.5%	17.3%	17.7%	24.0%	7.6%	12.9%
USA	74.0%	64.2%	71.3%	56.8%	63.6%	59.9%	57.4%	40.2%	22.9%	33.6%	21.7%	19.6%	16.1%	19.5%	20.9%	10.4%	9.2%	9.4%	9.0%	9.8%
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	**76.5%**	**66.1%**	**62.5%**	**56.2%**	**55.4%**	**52.7%**	**50.7%**	**33.8%**	**32.5%**	**30.0%**	**24.3%**	**22.5%**	**21.9%**	**21.4%**	**20.4%**	**14.9%**	**12.9%**	**12.3%**	**11.9%**	**11.9%**

EASTERN CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025

	Addo Elephant National Park	Storms River	Boardwalk Shopping Mall	Did not visit any attraction	Walmer Park	Bloukrans Bridge Bungy (Highest Bungee)	Greenacres Mall	Tree Top Canopy Tour, Tsitsikamma Forest	Nelson Mandela Museum (Mthatha)	Steve Biko Monument and Museum and Grave Site - (KWT, Ginsberg & EL	Valley of Desolation / Owl House / Karoo / Olive Schreiner Museum	Wild Fly Fishing - Somerset East	Tiffendel Ski Resort	Nelson Mandela's Homestead / Gravesite (Qunu)	Amakhala Game Reserve	Baywest Mall	Hemmingways Mall	Vincent Park Mall	Jeffreys Bay	Kragga Kamma Game Park
AFRICA	**2.0%**	**1.8%**	**6.1%**	**70.2%**	**7.6%**	**1.6%**	**14.1%**	**2.5%**	**1.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.4%**	**0.0%**	**0.0%**	**2.4%**	**1.8%**	**0.4%**	**0.0%**
Botswana	0.0%	0.0%	0.0%	88.5%	0.0%	0.0%	11.5%	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%
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%	64.9%	0.0%	0.0%	35.1%	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%
Mozambique	0.0%	0.0%	14.7%	85.3%	14.7%	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%
Namibia	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%
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%	92.4%	7.6%	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%
Zimbabwe	0.0%	3.6%	9.3%	64.6%	9.3%	3.6%	9.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	3.5%	0.0%	0.0%
Angola	0.0%	14.5%	35.5%	15.5%	35.5%	0.0%	35.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.5%	14.5%	14.5%	0.0%
DRC	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	61.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	65.3%	0.0%	0.0%	34.7%	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%
Kenya	0.0%	0.0%	15.7%	37.1%	15.7%	0.0%	31.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	0.0%	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%
Tanzania	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%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	40.5%	0.0%	0.0%	0.0%	0.0%	0.0%	40.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	27.0%	0.0%	0.0%	58.2%	9.1%	2.9%	22.9%	8.6%	16.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASIA	**44.7%**	**17.3%**	**39.2%**	**29.6%**	**39.1%**	**3.4%**	**10.0%**	**2.5%**	**4.5%**	**1.8%**	**1.1%**	**3.6%**	**0.8%**	**1.1%**	**0.0%**	**0.6%**	**1.2%**	**1.1%**	**0.0%**	**0.0%**
China including Hong Kong	26.4%	18.3%	37.4%	29.7%	25.7%	0.0%	28.3%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	3.6%	7.0%	0.0%	0.0%	0.0%
India	46.9%	40.1%	19.7%	39.5%	6.8%	12.9%	0.0%	6.8%	13.6%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	32.6%	16.3%	41.9%	32.6%	41.9%	9.3%	16.3%	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%
Malaysia	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	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%
South Korea	37.9%	37.9%	26.7%	0.0%	25.2%	0.0%	37.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%
Other Asia	63.5%	3.8%	57.7%	28.6%	60.7%	0.0%	0.0%	0.0%	5.0%	4.8%	2.8%	2.8%	2.2%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	**51.1%**	**8.8%**	**33.9%**	**13.6%**	**32.6%**	**3.1%**	**18.8%**	**5.8%**	**8.4%**	**5.1%**	**3.1%**	**5.8%**	**5.7%**	**5.8%**	**0.0%**	**9.8%**	**2.2%**	**2.2%**	**0.0%**	**2.5%**
Australia	57.0%	9.2%	42.3%	13.1%	40.8%	4.6%	16.9%	8.5%	12.3%	3.9%	4.6%	8.5%	4.6%	8.5%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
New Zealand	38.5%	8.0%	15.8%	14.7%	15.0%	0.0%	22.7%	0.0%	0.0%	7.7%	0.0%	0.0%	8.0%	0.0%	0.0%	22.7%	7.0%	7.0%	0.0%	8.0%
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	**26.0%**	**24.7%**	**9.6%**	**11.8%**	**8.7%**	**23.2%**	**18.3%**	**0.0%**	**8.7%**	**0.0%**	**7.3%**	**0.0%**	**9.6%**	**0.0%**	**0.0%**	**1.4%**	**0.0%**	**0.0%**	**3.4%**	**9.5%**
Argentina	40.4%	27.3%	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%	0.0%	28.6%	0.0%
Brazil	15.4%	13.9%	0.0%	13.0%	0.0%	13.9%	13.9%	0.0%	13.9%	0.0%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%
Chile	28.9%	49.1%	0.0%	28.9%	21.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.9%	0.0%	0.0%	0.0%	21.9%
Other Central & South America	50.1%	49.9%	49.9%	0.0%	37.7%	75.4%	49.9%	0.0%	0.0%	0.0%	37.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	**63.3%**	**33.6%**	**22.9%**	**10.2%**	**17.5%**	**24.9%**	**12.7%**	**13.8%**	**10.7%**	**11.0%**	**8.7%**	**7.4%**	**4.9%**	**4.0%**	**1.4%**	**0.2%**	**0.8%**	**0.5%**	**0.5%**	**0.5%**
Austria	67.3%	32.8%	0.0%	8.4%	8.4%	24.4%	0.0%	8.4%	25.2%	8.4%	16.8%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%
Belgium	62.8%	29.7%	16.8%	10.5%	4.6%	37.1%	4.6%	0.0%	12.7%	7.5%	4.6%	4.6%	2.9%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	76.9%	33.9%	24.8%	14.0%	0.0%	15.8%	0.0%	0.0%	9.1%	18.1%	15.8%	0.0%	15.8%	15.8%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%
Finland	56.8%	56.8%	21.6%	21.6%	21.6%	0.0%	0.0%	35.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	68.8%	47.3%	34.0%	10.3%	18.7%	22.2%	18.6%	12.3%	14.0%	10.0%	10.2%	6.1%	1.9%	6.1%	5.9%	0.0%	0.0%	0.0%	0.0%	2.1%
Germany	72.3%	36.6%	27.9%	6.7%	16.4%	34.1%	9.7%	18.8%	10.2%	7.0%	9.4%	10.2%	3.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	50.0%	28.3%	7.5%	13.7%	21.7%	20.8%	14.6%	20.8%	21.3%	14.2%	7.1%	0.0%	7.1%	0.0%	7.1%	0.0%	7.5%	0.0%	0.0%	0.0%
Italy	52.0%	14.4%	7.3%	10.3%	15.6%	20.3%	0.0%	14.4%	6.5%	15.3%	6.5%	0.0%	13.0%	8.8%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%
The Netherlands	67.6%	41.7%	30.2%	7.3%	16.6%	19.1%	11.5%	14.0%	10.6%	7.8%	11.8%	6.9%	3.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	66.3%	29.9%	66.3%	13.4%	7.0%	56.7%	33.7%	20.4%	29.9%	7.0%	0.0%	0.0%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	81.2%	50.7%	10.1%	10.1%	18.8%	8.7%	30.4%	10.1%	10.1%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	82.9%	42.6%	17.1%	0.0%	28.7%	17.1%	28.7%	11.6%	0.0%	28.7%	0.0%	28.7%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	66.7%	12.1%	0.0%	33.3%	0.0%	0.0%	0.0%	21.2%	0.0%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sweden	87.4%	50.2%	40.0%	0.0%	22.6%	40.2%	33.3%	10.0%	5.0%	10.0%	10.0%	0.0%	0.0%	0.0%	7.8%	0.0%	4.8%	0.0%	0.0%	0.0%
Switzerland	72.5%	11.9%	15.7%	21.5%	15.7%	15.7%	9.7%	6.0%	0.0%	9.7%	9.7%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	29.8%	29.8%	20.2%	29.8%	0.0%	0.0%	0.0%	29.8%	20.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	53.5%	28.8%	20.6%	11.2%	23.0%	26.5%	17.1%	10.0%	10.0%	11.7%	8.8%	10.0%	4.7%	4.1%	1.2%	0.6%	1.8%	1.8%	0.0%	0.6%
Other Europe	70.0%	53.4%	39.0%	7.7%	23.0%	23.3%	18.2%	39.3%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
MIDDLE EAST	**30.5%**	**42.1%**	**69.6%**	**1.7%**	**60.5%**	**15.4%**	**25.8%**	**18.5%**	**12.1%**	**10.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**11.2%**	**4.1%**	**0.0%**	**0.0%**	**0.0%**
United Arab Emirates	24.5%	24.5%	75.5%	0.0%	24.5%	24.5%	24.5%	24.5%	0.0%	24.5%	0.0%	0.0%	0.0%	0.0%	0.0%	26.4%	0.0%	0.0%	0.0%	0.0%
Other Middle East	35.0%	55.1%	65.3%	2.9%	87.3%	8.7%	26.7%	14.1%	21.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%
NORTH AMERICA	**63.6%**	**27.8%**	**19.4%**	**10.1%**	**15.4%**	**16.7%**	**13.6%**	**15.3%**	**3.5%**	**4.6%**	**1.1%**	**2.2%**	**3.5%**	**3.4%**	**5.6%**	**0.0%**	**1.2%**	**1.2%**	**2.3%**	**0.0%**
Canada	73.2%	51.0%	43.9%	0.0%	29.3%	23.6%	26.8%	22.2%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	62.2%	24.2%	15.7%	11.6%	13.3%	15.7%	11.6%	14.3%	4.1%	3.9%	1.3%	2.6%	4.0%	3.9%	6.5%	0.0%	1.4%	1.4%	2.7%	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	**48.4%**	**25.6%**	**24.0%**	**20.6%**	**20.4%**	**16.8%**	**14.2%**	**10.9%**	**7.7%**	**7.0%**	**4.9%**	**4.4%**	**3.5%**	**2.9%**	**1.5%**	**1.4%**	**1.4%**	**0.9%**	**0.7%**	**0.7%**

APPENDIX

	KwaZULU-NATAL TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025																			
	Durban North Coast (Umhlanga, Umdloti, Rock, Shaka's Rock)	Gateway Mall	Durban North Beach	Drakensberg Mountains	Elephant Coast (e.g. iSimangaliso Wetland Park World Heritage Site,, Phinda)	Durban South Beach	Did not visit any attraction	uShaka Marine World	Drakensberg Gardens / Sani Pass / Amphitheatre / Cathedral Peak	Pavilion Mall	Pietermaritzburg and Midlands (Midlands Meander, Mooi River, Howick etc.)	La Lucia	iSimangaliso Wetland Park	Florida Road (Durban)	Zululand cultural villages (Richards Bay,, Nongoma)	South Coast Beach Resorts and attractions (, Port Edward)	Moses Mabhida Stadium	Sun Coast Casino	Royal Natal National Park	Sodwana Bay
AFRICA	**21.2%**	**31.5%**	**17.2%**	**2.5%**	**2.9%**	**18.3%**	**38.4%**	**18.2%**	**0.4%**	**7.9%**	**3.4%**	**0.0%**	**0.2%**	**5.4%**	**1.2%**	**1.5%**	**4.3%**	**3.3%**	**0.0%**	**0.0%**
Botswana	4.8%	30.6%	10.2%	0.0%	0.0%	0.0%	58.5%	4.8%	0.0%	10.2%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	5.4%	4.8%	0.0%	0.0%
Lesotho	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	39.3%	21.3%	21.3%	0.0%	42.6%	21.3%	18.0%	21.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.3%	21.3%	0.0%	0.0%	0.0%
Mozambique	23.2%	34.1%	17.7%	0.0%	0.0%	5.4%	53.6%	27.2%	0.0%	28.6%	0.0%	0.0%	0.0%	27.2%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%
Namibia	12.4%	32.0%	26.6%	7.2%	0.0%	34.0%	46.5%	24.8%	7.2%	6.1%	0.0%	0.0%	0.0%	6.3%	0.0%	6.3%	6.3%	12.5%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	55.8%	44.2%	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%
Zambia	9.7%	17.7%	9.7%	0.0%	5.3%	0.0%	52.0%	5.3%	0.0%	9.9%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	24.6%	30.2%	20.4%	4.2%	2.1%	24.6%	33.8%	24.6%	0.0%	2.8%	2.8%	0.0%	0.0%	2.8%	2.1%	0.0%	4.9%	5.6%	0.0%	0.0%
Angola	65.9%	56.8%	24.3%	0.0%	0.0%	29.2%	7.0%	36.2%	0.0%	26.5%	19.4%	0.0%	0.0%	33.5%	0.0%	0.0%	7.0%	7.0%	0.0%	0.0%
DRC	24.2%	59.9%	9.9%	0.0%	0.0%	24.2%	9.9%	9.9%	0.0%	0.0%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	23.4%	23.4%	53.3%	23.4%	0.0%	23.4%	23.4%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	26.0%	37.3%	12.8%	0.0%	0.0%	0.0%	49.9%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%
Kenya	34.3%	44.6%	20.5%	0.0%	0.0%	24.1%	27.7%	44.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	26.7%	29.8%	22.6%	0.0%	0.0%	26.7%	28.7%	12.0%	0.0%	16.7%	6.1%	0.0%	0.0%	11.7%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	0.0%	24.6%	12.4%	12.2%	0.0%	0.0%	24.9%	0.0%	0.0%	13.6%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	3.3%	22.4%	13.7%	1.7%	5.5%	25.5%	51.9%	8.6%	0.3%	2.6%	3.1%	0.1%	3.1%	5.5%	3.9%	0.0%	2.5%	0.2%	0.1%	0.0%
ASIA	**28.9%**	**32.0%**	**31.2%**	**16.1%**	**8.9%**	**17.5%**	**10.3%**	**22.0%**	**13.8%**	**18.2%**	**15.4%**	**4.2%**	**4.6%**	**10.6%**	**11.2%**	**13.0%**	**1.8%**	**6.3%**	**4.1%**	**1.8%**
China including Hong Kong	45.8%	39.5%	33.1%	25.0%	9.2%	18.2%	15.3%	21.0%	18.7%	14.5%	9.2%	6.2%	2.9%	12.4%	5.8%	8.8%	3.0%	5.8%	3.3%	0.0%
India	31.3%	35.1%	38.6%	14.0%	7.1%	26.0%	8.7%	29.8%	10.7%	19.9%	10.4%	3.5%	3.4%	12.3%	14.4%	10.6%	0.0%	3.3%	5.3%	1.8%
Japan	0.0%	27.1%	7.7%	15.2%	0.0%	17.4%	24.9%	17.4%	13.2%	17.4%	32.6%	9.7%	9.7%	0.0%	0.0%	9.7%	0.0%	7.7%	0.0%	0.0%
Malaysia	50.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	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%	100.0%	0.0%	0.0%	0.0%	0.0%
South Korea	53.6%	43.0%	31.8%	0.0%	12.6%	0.0%	0.0%	10.6%	0.0%	0.0%	10.6%	0.0%	25.2%	31.8%	23.2%	10.6%	10.6%	11.2%	0.0%	0.0%
Other Asia	19.6%	28.2%	35.9%	16.4%	10.6%	7.9%	8.0%	7.8%	17.2%	19.5%	18.2%	3.8%	0.0%	7.7%	13.7%	17.1%	3.8%	3.8%	7.2%	5.5%
AUSTRALASIA	**38.8%**	**41.9%**	**19.4%**	**14.9%**	**9.4%**	**11.1%**	**7.6%**	**12.8%**	**3.5%**	**18.0%**	**16.0%**	**7.3%**	**0.0%**	**5.2%**	**7.2%**	**5.1%**	**0.0%**	**1.7%**	**0.0%**	**0.0%**
Australia	35.2%	40.8%	20.4%	17.2%	10.8%	12.8%	6.8%	12.8%	4.0%	18.8%	18.4%	8.4%	0.0%	6.0%	6.4%	4.0%	0.0%	2.0%	0.0%	0.0%
New Zealand	62.3%	49.5%	12.7%	0.0%	0.0%	0.0%	12.7%	12.7%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	12.7%	12.3%	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	**15.8%**	**16.5%**	**15.6%**	**18.4%**	**39.6%**	**17.2%**	**14.5%**	**5.9%**	**8.0%**	**0.0%**	**2.0%**	**12.4%**	**6.0%**	**3.9%**	**8.5%**	**1.8%**	**0.0%**	**5.9%**	**3.9%**	**0.0%**
Argentina	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%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	0.0%	26.7%	0.0%	26.7%	46.6%	0.0%	26.7%	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%
Chile	39.3%	19.7%	60.7%	0.0%	41.0%	60.7%	0.0%	19.7%	41.0%	0.0%	19.7%	21.3%	21.3%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	0.0%
Other Central & South America	30.9%	0.0%	23.2%	12.6%	25.2%	35.9%	0.0%	12.5%	12.6%	0.0%	0.0%	33.2%	12.5%	12.5%	12.6%	5.7%	0.0%	12.5%	12.6%	0.0%
EUROPE	**32.0%**	**24.0%**	**21.8%**	**31.6%**	**36.2%**	**18.9%**	**10.0%**	**12.7%**	**26.5%**	**8.1%**	**14.2%**	**15.3%**	**18.2%**	**7.2%**	**8.5%**	**7.8%**	**3.7%**	**2.7%**	**6.4%**	**5.4%**
Austria	25.3%	0.0%	25.2%	24.4%	66.2%	25.2%	7.8%	17.4%	16.6%	26.1%	8.7%	16.6%	23.5%	0.0%	8.7%	17.4%	8.7%	0.0%	25.3%	17.4%
Belgium	28.9%	29.9%	10.6%	49.1%	50.8%	18.9%	2.2%	9.2%	25.5%	2.2%	21.0%	28.9%	29.8%	3.5%	2.2%	9.2%	0.0%	0.0%	14.0%	0.0%
Denmark	45.3%	22.2%	18.0%	58.5%	24.5%	9.0%	13.2%	9.0%	44.3%	9.0%	9.0%	31.2%	31.2%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%
Finland	32.0%	13.9%	13.9%	25.0%	18.1%	32.0%	11.1%	13.9%	13.9%	0.0%	0.0%	18.1%	0.0%	0.0%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%
France	30.8%	18.5%	29.7%	29.5%	48.0%	20.1%	3.2%	12.5%	19.7%	4.6%	12.0%	21.3%	23.3%	8.0%	10.6%	7.5%	6.4%	3.2%	3.2%	6.3%
Germany	30.1%	24.1%	28.6%	38.5%	34.0%	16.8%	12.1%	16.8%	46.6%	11.1%	16.5%	15.1%	19.0%	6.3%	6.0%	9.0%	2.7%	2.4%	8.1%	6.6%
Ireland	33.0%	11.6%	33.6%	11.0%	22.0%	32.8%	22.6%	21.2%	22.0%	22.6%	33.6%	0.0%	0.0%	0.0%	22.0%	22.0%	22.0%	22.0%	11.0%	0.0%
Italy	31.5%	14.8%	16.6%	22.0%	45.1%	26.1%	11.8%	14.8%	25.1%	3.4%	8.4%	14.8%	18.6%	6.4%	11.8%	3.4%	0.0%	3.0%	0.0%	8.4%
The Netherlands	17.1%	12.8%	12.8%	39.6%	48.2%	17.5%	9.3%	1.8%	29.9%	3.5%	11.1%	11.9%	23.5%	9.3%	9.7%	1.8%	3.5%	4.3%	18.6%	7.5%
Norway	60.7%	36.1%	47.7%	63.9%	52.3%	39.3%	0.0%	52.3%	63.9%	40.7%	32.3%	39.3%	36.1%	27.7%	36.1%	27.7%	32.3%	0.0%	8.4%	27.7%
Portugal	0.0%	14.6%	0.0%	43.7%	43.7%	12.5%	29.2%	0.0%	0.0%	0.0%	14.6%	0.0%	14.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	23.0%	0.0%	0.0%	11.3%	11.3%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.3%	0.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	20.0%	20.0%	0.0%	60.0%	40.0%	20.0%	0.0%	0.0%	60.0%	20.0%	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%
Sweden	39.5%	5.5%	34.8%	43.0%	46.3%	25.8%	16.7%	17.0%	57.7%	5.5%	29.3%	35.0%	40.5%	5.5%	14.8%	5.7%	14.5%	0.0%	0.0%	14.8%
Switzerland	56.1%	25.2%	16.0%	45.0%	40.3%	31.0%	13.9%	20.7%	45.0%	14.9%	18.6%	9.3%	25.3%	9.3%	15.0%	15.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0%	50.0%	21.9%	14.0%	0.0%	0.0%	21.9%	36.0%	14.0%	0.0%	28.1%	0.0%	0.0%	21.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	40.5%	34.7%	22.2%	17.7%	18.3%	14.4%	11.1%	14.4%	11.8%	8.5%	9.8%	9.2%	5.9%	6.6%	6.5%	6.6%	1.3%	2.6%	1.3%	2.0%
Other Europe	50.1%	45.8%	53.0%	54.3%	57.9%	51.8%	0.0%	14.6%	57.2%	25.2%	43.5%	18.5%	30.5%	34.0%	20.9%	33.2%	24.7%	0.0%	0.0%	35.5%
MIDDLE EAST	**33.9%**	**65.8%**	**44.1%**	**26.1%**	**11.5%**	**14.3%**	**0.0%**	**16.1%**	**1.4%**	**40.3%**	**12.4%**	**26.1%**	**11.5%**	**18.2%**	**0.0%**	**0.0%**	**11.6%**	**0.9%**	**0.0%**	**11.5%**
United Arab Emirates	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Other Middle East	29.1%	70.6%	42.3%	19.0%	0.0%	3.6%	0.0%	20.9%	1.9%	52.3%	1.2%	33.9%	0.0%	23.6%	0.0%	0.0%	15.1%	1.2%	0.0%	0.0%
NORTH AMERICA	**43.4%**	**31.8%**	**30.7%**	**28.4%**	**22.4%**	**22.3%**	**9.6%**	**20.2%**	**20.5%**	**18.9%**	**17.0%**	**14.4%**	**6.6%**	**8.6%**	**8.1%**	**9.0%**	**2.8%**	**6.0%**	**3.2%**	**3.4%**
Canada	52.0%	32.7%	19.3%	17.1%	19.0%	13.7%	9.5%	15.1%	17.3%	21.3%	13.4%	11.2%	9.8%	7.6%	3.6%	3.6%	3.6%	3.9%	7.6%	3.9%
USA	42.3%	31.6%	32.2%	29.8%	22.8%	23.4%	9.7%	20.9%	20.9%	18.6%	17.4%	14.8%	6.2%	8.7%	8.6%	9.7%	2.7%	6.2%	2.7%	3.4%
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	**31.3%**	**30.9%**	**23.8%**	**21.1%**	**20.6%**	**18.4%**	**16.2%**	**16.1%**	**15.1%**	**12.8%**	**12.0%**	**10.5%**	**9.0%**	**7.6%**	**6.4%**	**6.3%**	**3.6%**	**3.6%**	**3.4%**	**3.3%**

APPENDIX

	MPUMALANGA TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025																			
	Kruger Park via Skukuza, Numbi, Malelane, Crocodile Bridge	Blyde River Canyon / God's Window	Bourke's Luck Potholes	Panorama Route	Hazyview (Cable slide, Abseiling, Elephant Sanctuary, Game drives, etc.)	Three Rondavels	Pilgrim's Rest	Sabie	Hazyview Mall	White river	Did not visit any attraction	The Pinnacle	Sabi Sabi Game Reserve	Nelspruit Botanical Gardens	Dullstroom fly fishing	Sabi Sands Game Reserve	Crocriver Enviro Park	Lydenburg (Voortrekker graves,, Gustav Klingbiel Nature Reserve etc.)	Londolozi Game Reserve	Mala Mala Game Reserve
AFRICA	**11.6%**	**9.8%**	**2.5%**	**3.8%**	**2.1%**	**3.2%**	**0.0%**	**1.5%**	**3.1%**	**4.8%**	**67.7%**	**0.0%**	**0.8%**	**1.5%**	**0.6%**	**0.0%**	**0.0%**	**0.4%**	**0.6%**	**0.0%**
Botswana	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%
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%	100.0%	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%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	86.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eswatini	44.2%	55.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	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%
Zimbabwe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	11.9%	70.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	50.0%	79.0%	79.0%	50.0%	0.0%	79.0%	0.0%	0.0%	29.0%	0.0%	21.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	39.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	60.9%	0.0%	0.0%	0.0%	39.1%	0.0%	0.0%	30.5%	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%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	16.5%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	0.0%	38.8%	0.0%	0.0%	22.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	71.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tanzania	50.0%	50.0%	0.0%	50.0%	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%
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	44.1%	33.6%	3.5%	18.6%	15.2%	3.6%	0.3%	0.0%	6.1%	0.3%	49.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%
ASIA	**72.3%**	**44.0%**	**19.9%**	**18.5%**	**20.4%**	**16.3%**	**6.5%**	**10.1%**	**7.9%**	**13.7%**	**18.9%**	**3.3%**	**5.6%**	**10.1%**	**0.6%**	**2.8%**	**4.2%**	**11.3%**	**7.0%**	**3.1%**
China including Hong Kong	89.2%	42.6%	28.1%	17.1%	21.4%	17.1%	13.7%	6.9%	10.5%	6.9%	0.0%	0.0%	0.0%	14.2%	3.4%	10.5%	3.4%	17.1%	6.8%	3.4%
India	80.8%	56.6%	28.1%	24.2%	13.7%	28.6%	4.9%	19.2%	0.0%	18.7%	14.3%	13.7%	8.8%	8.8%	0.0%	4.4%	4.4%	8.8%	13.7%	0.0%
Japan	84.2%	28.4%	15.8%	15.8%	15.8%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	61.5%	70.8%	38.5%	38.5%	70.8%	0.0%	38.5%	38.5%	0.0%	67.8%	0.0%	0.0%	0.0%	70.8%	0.0%	0.0%	32.2%	32.2%	0.0%	32.2%
Singapore	100.0%	100.0%	41.6%	0.0%	100.0%	41.6%	0.0%	0.0%	58.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.6%	41.6%	0.0%
South Korea	100.0%	100.0%	34.6%	69.3%	0.0%	69.3%	0.0%	34.6%	34.6%	34.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.6%	0.0%	0.0%
Other Asia	47.2%	15.9%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	4.4%	4.5%	49.2%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUSTRALASIA	**84.1%**	**37.5%**	**19.1%**	**16.9%**	**12.7%**	**15.7%**	**4.0%**	**12.5%**	**8.2%**	**4.9%**	**3.8%**	**5.4%**	**3.1%**	**1.0%**	**2.9%**	**2.1%**	**1.1%**	**0.0%**	**1.9%**	**3.3%**
Australia	82.5%	39.1%	20.0%	17.5%	13.9%	16.2%	3.4%	13.7%	8.0%	5.3%	4.2%	5.9%	3.4%	1.1%	3.2%	2.3%	1.3%	0.0%	2.1%	3.6%
New Zealand	100.0%	20.5%	10.1%	10.5%	0.0%	10.5%	10.5%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	100.0%	77.8%	0.0%	77.8%	77.8%	77.8%	77.8%	0.0%	0.0%	77.8%	0.0%	77.8%	0.0%	0.0%	77.8%	77.8%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	**96.7%**	**36.6%**	**22.8%**	**14.0%**	**1.3%**	**22.0%**	**11.2%**	**13.2%**	**0.0%**	**3.6%**	**0.0%**	**1.0%**	**0.9%**	**4.5%**	**0.9%**	**0.9%**	**0.9%**	**0.0%**	**4.5%**	**0.0%**
Argentina	100.0%	37.5%	5.3%	10.5%	5.3%	10.5%	5.3%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	96.7%	32.9%	24.6%	14.1%	0.0%	21.6%	10.7%	13.8%	0.0%	3.3%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%
Chile	84.2%	73.1%	24.0%	24.0%	0.0%	50.9%	11.1%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%
Other Central & South America	100.0%	57.2%	24.0%	11.8%	12.3%	24.0%	24.0%	22.6%	0.0%	12.3%	0.0%	0.0%	11.8%	12.3%	12.3%	11.8%	11.8%	0.0%	11.8%	0.0%
EUROPE	**91.9%**	**59.0%**	**34.6%**	**32.2%**	**23.5%**	**25.0%**	**15.0%**	**11.5%**	**9.8%**	**10.5%**	**2.0%**	**9.7%**	**5.9%**	**5.9%**	**5.9%**	**6.0%**	**3.3%**	**4.4%**	**3.5%**	**3.3%**
Austria	90.1%	56.9%	37.6%	33.1%	27.2%	23.8%	14.4%	9.4%	14.3%	5.0%	0.0%	13.8%	4.9%	18.3%	9.4%	19.3%	0.0%	9.9%	4.5%	4.9%
Belgium	90.4%	64.9%	50.3%	48.3%	29.3%	36.8%	17.1%	9.7%	4.2%	5.2%	2.6%	23.5%	3.6%	1.9%	0.0%	8.4%	0.0%	2.6%	2.6%	2.6%
Denmark	100.0%	58.9%	22.4%	25.0%	13.7%	4.6%	6.7%	7.2%	11.8%	11.8%	0.0%	9.2%	4.6%	4.6%	8.7%	0.0%	4.6%	0.0%	0.0%	8.7%
Finland	100.0%	56.8%	34.0%	21.9%	12.1%	21.9%	13.6%	13.6%	12.1%	9.9%	0.0%	0.0%	12.1%	0.0%	12.1%	0.0%	0.0%	0.0%	0.0%	0.0%
France	97.1%	70.9%	37.8%	28.8%	26.8%	27.3%	17.8%	13.2%	5.8%	7.3%	0.8%	8.1%	2.3%	3.8%	6.0%	5.7%	2.3%	3.6%	4.3%	4.5%
Germany	92.6%	66.1%	36.5%	32.3%	26.0%	23.2%	15.0%	17.2%	13.4%	12.0%	2.5%	8.5%	8.7%	10.6%	10.3%	6.6%	4.6%	5.0%	3.7%	5.3%
Ireland	65.9%	32.7%	21.2%	0.0%	43.3%	0.0%	11.4%	11.4%	43.3%	10.6%	12.0%	11.4%	10.6%	11.4%	21.2%	0.0%	11.4%	0.0%	0.0%	10.6%
Italy	94.6%	67.2%	34.7%	45.1%	16.5%	31.6%	16.9%	8.8%	7.9%	19.8%	0.0%	12.2%	0.9%	3.6%	3.7%	5.8%	3.7%	2.9%	4.2%	3.0%
The Netherlands	94.8%	59.1%	31.1%	42.0%	25.7%	28.5%	17.0%	12.2%	7.4%	8.2%	0.0%	9.1%	2.1%	4.5%	1.7%	2.4%	1.4%	4.0%	1.6%	0.0%
Norway	94.2%	61.4%	52.4%	31.2%	38.6%	15.9%	0.0%	8.0%	33.8%	11.6%	0.0%	0.0%	5.8%	0.0%	5.8%	0.0%	0.0%	13.8%	5.8%	16.9%
Portugal	79.0%	38.4%	21.0%	21.0%	5.1%	10.9%	5.8%	9.4%	4.3%	10.1%	15.2%	0.0%	0.0%	4.3%	5.1%	0.0%	0.0%	0.0%	5.8%	0.0%
Russian Federation	100.0%	29.5%	33.8%	13.4%	40.8%	27.1%	13.4%	20.4%	0.0%	0.0%	0.0%	0.0%	27.4%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%
Spain	87.9%	41.9%	26.6%	35.5%	21.0%	17.7%	6.5%	6.5%	6.5%	5.6%	3.2%	11.3%	14.5%	0.0%	3.2%	0.0%	3.2%	0.0%	0.0%	0.0%
Sweden	96.9%	64.0%	29.3%	31.0%	16.9%	36.0%	17.1%	11.0%	6.2%	4.9%	0.0%	14.2%	3.0%	6.1%	0.0%	6.2%	3.0%	0.0%	3.0%	3.1%
Switzerland	87.2%	67.2%	32.4%	14.3%	25.6%	19.6%	14.3%	11.9%	19.4%	13.9%	4.3%	2.4%	6.2%	2.4%	17.1%	11.9%	4.3%	8.1%	0.0%	2.4%
Turkey	100.0%	54.4%	81.6%	27.2%	54.4%	27.2%	0.0%	27.2%	27.2%	81.6%	0.0%	27.2%	0.0%	0.0%	0.0%	54.4%	0.0%	54.4%	0.0%	0.0%
Uk	86.5%	43.0%	31.1%	18.7%	19.2%	19.2%	12.9%	8.3%	8.8%	8.8%	4.2%	8.3%	7.8%	7.8%	5.7%	6.7%	3.1%	4.7%	3.1%	4.2%
Other Europe	86.2%	56.1%	33.8%	34.6%	19.4%	27.6%	19.5%	8.2%	24.5%	9.9%	2.1%	6.0%	14.6%	15.7%	12.2%	13.4%	12.7%	17.6%	18.9%	0.0%
MIDDLE EAST	**75.5%**	**48.8%**	**44.0%**	**44.0%**	**15.1%**	**36.9%**	**21.7%**	**21.7%**	**31.6%**	**21.7%**	**3.7%**	**41.9%**	**2.1%**	**0.0%**	**0.6%**	**0.0%**	**1.6%**	**13.0%**	**31.6%**	**0.0%**
United Arab Emirates	75.0%	25.0%	25.0%	25.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	75.6%	51.0%	45.8%	45.8%	14.2%	38.0%	23.8%	23.7%	34.5%	23.8%	1.8%	45.8%	0.0%	0.0%	0.7%	0.0%	1.8%	14.2%	34.5%	0.0%
NORTH AMERICA	**87.7%**	**51.0%**	**29.2%**	**20.3%**	**25.0%**	**10.5%**	**13.1%**	**13.6%**	**12.2%**	**5.8%**	**3.1%**	**3.3%**	**9.0%**	**5.9%**	**6.8%**	**4.8%**	**10.0%**	**3.9%**	**2.1%**	**4.2%**
Canada	91.1%	55.3%	23.3%	14.0%	16.9%	10.9%	8.7%	11.1%	17.0%	5.7%	1.8%	1.1%	2.9%	8.2%	4.1%	2.4%	7.6%	2.4%	0.0%	4.1%
USA	87.0%	50.1%	30.4%	21.6%	26.7%	10.4%	14.1%	14.1%	11.2%	5.8%	3.3%	3.8%	10.3%	5.4%	7.4%	5.4%	10.5%	4.3%	2.5%	4.2%
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	**84.1%**	**50.0%**	**28.9%**	**24.8%**	**20.1%**	**18.9%**	**12.2%**	**11.7%**	**9.6%**	**8.4%**	**7.3%**	**7.0%**	**5.7%**	**5.2%**	**5.0%**	**4.5%**	**4.4%**	**3.9%**	**3.5%**	**3.0%**

APPENDIX

LIMPOPO TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025

	Kruger National Park via Orpen, Phalaborwa, Punda Maria	Mapungubwe National Park	Bela Bela Conservancy	Did not visit any attraction	Mapungubwe Cultural Landscape	The Chuene Resort	Soutpansberg Mountains	Nandoni Dam	Ga (modjadji) / Motjaji	Names of Resorts/Safari	Timbavati Game Reserve	Private Game Reserves	Mabula Game Reserve	Olifants Game Reserve	Karongwe Game Reserve	Welgevanden Game Reserve	Not applicable	Kapama Game Reserve	Moholoholo animal rehabilitation Centre	Balule Nature Reserve
AFRICA	**15.1%**	**0.8%**	**11.4%**	**52.9%**	**1.9%**	**2.8%**	**7.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.2%**
Botswana	0.0%	0.0%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%	25.5%	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%
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	64.9%	0.0%	0.0%	0.0%	35.1%	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%
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%	15.7%	68.7%	0.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	19.4%	0.0%	8.3%	63.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
DRC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	39.5%	0.0%	60.5%	0.0%	39.5%	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%
Tanzania	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	14.1%	0.0%	4.5%	21.0%	0.0%	0.0%	60.5%	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%
ASIA	**31.6%**	**14.7%**	**40.5%**	**19.3%**	**17.0%**	**23.2%**	**13.7%**	**15.8%**	**17.0%**	**0.0%**	**0.0%**	**8.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**9.2%**	**0.0%**
China including Hong Kong	55.7%	0.0%	28.5%	30.5%	15.3%	0.0%	15.3%	29.1%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	18.2%	0.0%	18.2%	32.7%	0.0%	16.4%	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%
Japan	26.5%	26.5%	63.2%	0.0%	26.5%	63.2%	0.0%	0.0%	26.5%	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%	47.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.4%	0.0%
Singapore	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	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%	0.0%	0.0%	0.0%	0.0%
Other Asia	0.0%	0.0%	0.0%	61.0%	0.0%	0.0%	0.0%	0.0%	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	**60.1%**	**11.0%**	**14.5%**	**11.0%**	**3.5%**	**0.0%**	**0.0%**	**3.5%**	**3.5%**	**3.3%**	**8.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Australia	57.9%	12.7%	16.7%	12.7%	4.0%	0.0%	0.0%	4.0%	4.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	74.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.5%	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	**82.8%**	**0.0%**	**7.4%**	**1.0%**	**0.0%**	**5.2%**	**1.8%**	**0.0%**	**0.0%**	**0.0%**	**5.2%**	**7.4%**	**0.0%**	**0.0%**	**0.0%**	**5.2%**	**0.0%**	**1.6%**	**0.0%**	**0.0%**
Argentina	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	90.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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	55.3%	0.0%	0.0%	4.8%	0.0%	24.0%	8.4%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	7.6%	0.0%	0.0%
EUROPE	**72.5%**	**19.2%**	**19.1%**	**6.3%**	**8.0%**	**6.6%**	**5.3%**	**5.3%**	**5.1%**	**1.3%**	**1.7%**	**1.5%**	**2.1%**	**0.7%**	**1.6%**	**1.0%**	**0.8%**	**1.1%**	**1.1%**	**0.8%**
Austria	66.2%	8.7%	25.3%	8.7%	7.8%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	8.7%	0.0%	0.0%	17.3%	0.0%	0.0%	0.0%	0.0%
Belgium	65.5%	24.3%	33.4%	0.0%	15.5%	7.7%	15.5%	0.0%	15.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	0.0%
Denmark	74.3%	48.6%	6.0%	15.3%	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%
Finland	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
France	69.5%	23.4%	15.1%	4.4%	13.0%	8.6%	6.2%	4.2%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	2.2%	0.0%	0.0%
Germany	77.8%	36.7%	22.2%	2.1%	8.1%	6.7%	5.6%	4.6%	4.6%	2.1%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	1.8%	2.8%	0.0%	0.0%
Ireland	82.5%	0.0%	51.2%	0.0%	0.0%	0.0%	0.0%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	79.5%	2.9%	0.0%	8.0%	2.9%	0.0%	0.0%	3.2%	0.0%	3.2%	8.0%	3.2%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	81.6%	17.4%	32.0%	2.4%	9.2%	9.6%	5.1%	4.1%	7.8%	0.0%	1.7%	4.8%	1.7%	2.4%	0.0%	1.4%	2.4%	1.7%	0.0%	0.0%
Norway	72.0%	19.0%	6.5%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	33.9%	0.0%	11.3%	26.4%	11.3%	0.0%	11.3%	0.0%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%	13.2%
Russian Federation	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%
Spain	46.6%	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%	0.0%	0.0%	0.0%	0.0%
Sweden	74.4%	35.1%	9.5%	0.0%	35.1%	9.5%	9.5%	9.5%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	9.5%	0.0%	0.0%
Switzerland	83.7%	29.3%	21.6%	7.7%	32.9%	13.9%	7.0%	11.2%	13.9%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	63.1%	9.8%	13.1%	7.3%	4.1%	3.3%	4.1%	5.8%	2.5%	0.8%	1.6%	1.6%	5.8%	0.8%	4.1%	0.8%	0.0%	0.0%	1.6%	2.5%
Other Europe	87.2%	33.9%	28.0%	12.8%	0.0%	39.3%	25.1%	25.1%	25.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	**43.2%**	**0.0%**	**38.7%**	**18.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	43.2%	0.0%	38.7%	18.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	**65.5%**	**28.1%**	**10.6%**	**7.3%**	**6.8%**	**1.6%**	**1.0%**	**2.1%**	**1.6%**	**5.1%**	**1.6%**	**2.1%**	**1.5%**	**1.6%**	**0.5%**	**0.3%**	**1.1%**	**0.5%**	**0.0%**	**0.5%**
Canada	84.3%	5.1%	20.4%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%
USA	64.4%	29.5%	10.0%	7.7%	6.6%	1.7%	1.1%	2.2%	1.7%	5.1%	1.7%	2.2%	1.6%	1.7%	0.5%	0.0%	1.1%	0.6%	0.0%	0.6%
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	**64.4%**	**19.2%**	**15.6%**	**10.4%**	**6.6%**	**4.4%**	**3.6%**	**3.5%**	**3.3%**	**2.5%**	**2.0%**	**1.9%**	**1.4%**	**0.9%**	**0.9%**	**0.8%**	**0.7%**	**0.7%**	**0.7%**	**0.6%**

APPENDIX

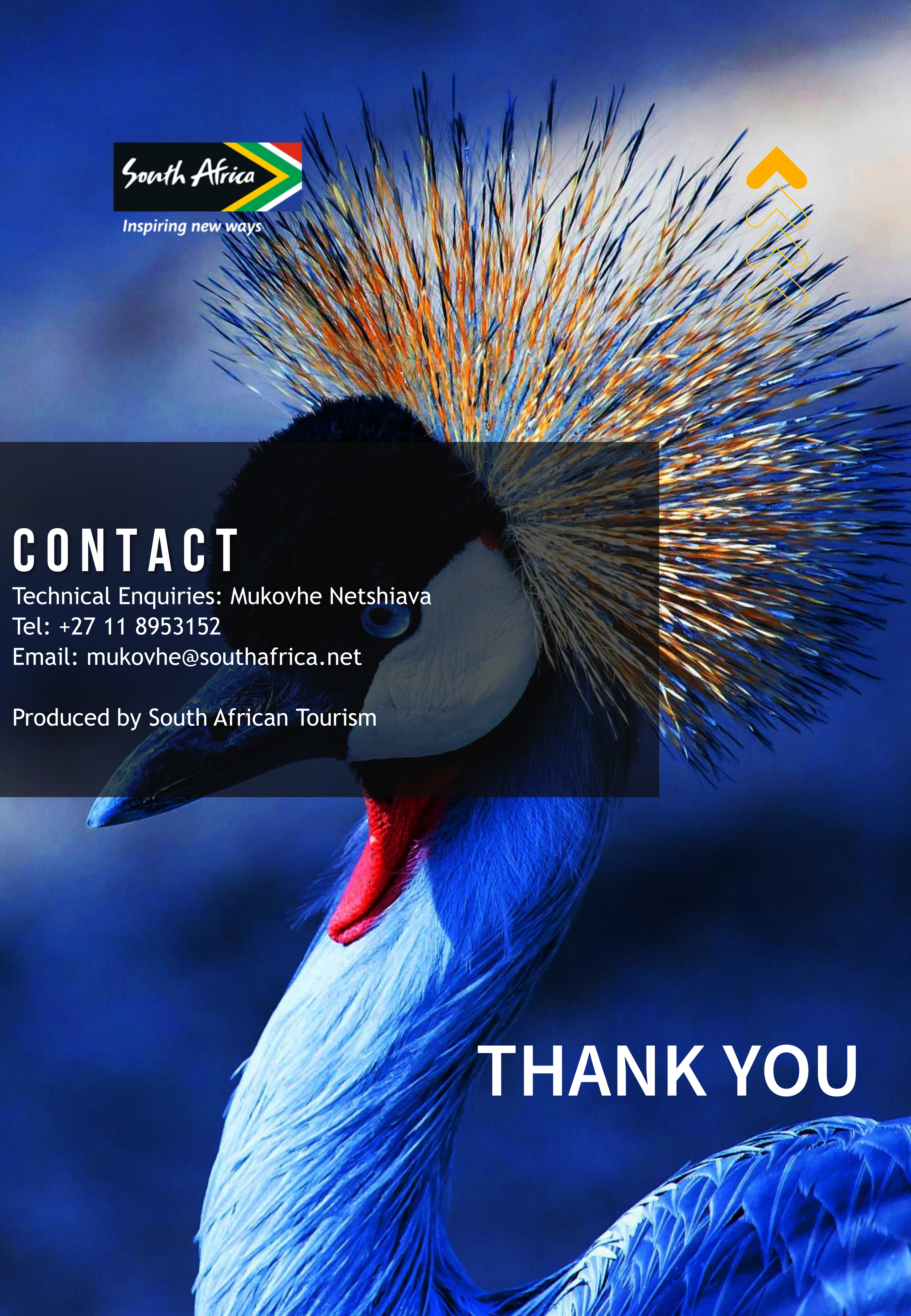
NORTH WEST TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025	Pilanesberg National Park	Sun City Lost City	Hartbeespoort Dam	Madikwe Game Reserve	Klerksdorp Mall	Did not visit any attraction	Waterfall Mall (Rustenburg)	Brits Mall	Hartbeespoort - Snake Park	North-West University, Potchefstroom Campus	Ukutula Game Lodge	The cradle of humankind	Upside-down House	Mafikeng Mall	Barberspan Bird Sanctuary	Magaliesburg Resort	Mooi River Mall	Bloemhof Dam Nature Reserve	Elephant / Monkey Santuary	Not applicable
AFRICA	**1.7%**	**21.6%**	**18.7%**	**0.0%**	**8.2%**	**23.3%**	**9.4%**	**2.9%**	**5.8%**	**4.9%**	**0.7%**	**0.9%**	**3.3%**	**3.3%**	**0.0%**	**3.8%**	**5.8%**	**0.0%**	**0.0%**	**0.0%**
Botswana	0.0%	0.0%	20.3%	0.0%	19.8%	19.8%	0.0%	20.3%	0.0%	20.3%	0.0%	0.0%	0.0%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	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%
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%	33.3%	0.0%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Namibia	0.0%	40.1%	20.2%	0.0%	0.0%	39.7%	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%
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%	46.0%	0.0%	0.0%	27.0%	27.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	0.0%	17.4%	30.1%	0.0%	15.1%	15.0%	24.8%	0.0%	7.6%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angola	0.0%	76.3%	0.0%	0.0%	0.0%	23.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DRC	0.0%	37.6%	0.0%	0.0%	0.0%	62.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	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%	50.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.5%	0.0%	0.0%	0.0%	0.0%	0.0%	57.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	9.1%	27.3%	9.1%	0.0%	9.1%	35.7%	9.1%	0.0%	9.1%	27.8%	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%	100.0%	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%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	7.9%	5.2%	35.8%	0.0%	0.0%	17.7%	7.0%	0.0%	0.0%	5.8%	4.9%	6.0%	6.0%	0.0%	0.0%	24.6%	9.5%	0.0%	0.0%	0.0%
ASIA	**35.5%**	**24.6%**	**5.8%**	**7.9%**	**38.4%**	**2.5%**	**8.0%**	**1.5%**	**4.9%**	**2.0%**	**3.5%**	**0.0%**	**0.9%**	**1.0%**	**0.0%**	**0.9%**	**0.5%**	**1.4%**	**0.0%**	**0.9%**
China including Hong Kong	52.8%	29.1%	5.8%	0.0%	0.0%	18.7%	23.1%	5.8%	0.0%	0.0%	5.6%	0.0%	0.0%	11.7%	0.0%	0.0%	5.8%	5.8%	0.0%	0.0%
India	59.7%	50.7%	9.4%	15.1%	0.0%	2.9%	11.9%	3.2%	12.2%	2.9%	9.7%	0.0%	2.9%	0.0%	0.0%	2.9%	0.0%	2.9%	0.0%	0.0%
Japan	50.0%	45.3%	21.1%	0.0%	0.0%	0.0%	21.1%	0.0%	0.0%	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malaysia	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	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%
South Korea	66.7%	66.7%	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	11.1%	3.1%	2.3%	0.0%	82.1%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
AUSTRALASIA	**54.3%**	**38.0%**	**6.3%**	**3.7%**	**3.1%**	**0.0%**	**6.3%**	**0.0%**	**3.1%**	**3.1%**	**0.0%**	**10.0%**	**0.0%**	**6.3%**	**3.1%**	**0.0%**	**2.6%**	**0.0%**	**0.0%**	**3.0%**
Australia	56.1%	38.3%	6.9%	4.1%	3.4%	0.0%	6.9%	0.0%	3.4%	3.4%	0.0%	11.0%	0.0%	6.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	34.8%	34.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.3%	0.0%	0.0%	34.8%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	**68.8%**	**12.9%**	**4.9%**	**9.5%**	**4.4%**	**0.0%**	**4.6%**	**5.2%**	**4.9%**	**0.0%**	**14.9%**	**0.3%**	**0.3%**	**0.0%**	**0.3%**	**0.0%**	**0.0%**	**0.0%**	**10.5%**	**0.0%**
Argentina	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	80.7%	12.5%	0.0%	6.8%	5.7%	0.0%	0.0%	6.8%	0.0%	0.0%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%	0.0%
Chile	72.5%	63.7%	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%
Other Central & South America	8.6%	8.6%	28.6%	25.2%	0.0%	0.0%	26.8%	0.0%	28.6%	0.0%	0.0%	1.8%	1.8%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	**57.7%**	**26.6%**	**13.9%**	**10.7%**	**4.4%**	**7.5%**	**5.7%**	**6.0%**	**6.6%**	**6.0%**	**0.9%**	**3.6%**	**2.3%**	**4.3%**	**5.6%**	**4.3%**	**1.1%**	**3.4%**	**0.9%**	**0.5%**
Austria	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	39.3%	0.0%	21.5%	0.0%	0.0%	0.0%	21.5%	0.0%	0.0%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%
Denmark	33.3%	33.3%	33.3%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	33.3%	0.0%	33.3%	0.0%	0.0%
Finland	32.4%	0.0%	25.7%	67.6%	0.0%	0.0%	0.0%	0.0%	25.7%	0.0%	0.0%	0.0%	25.7%	0.0%	25.7%	0.0%	0.0%	0.0%	0.0%	0.0%
France	68.8%	25.4%	6.2%	24.1%	0.0%	6.4%	12.6%	12.5%	12.6%	0.0%	0.0%	6.4%	0.0%	6.4%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	71.2%	24.8%	8.8%	14.3%	3.2%	3.2%	3.2%	3.2%	3.2%	7.2%	0.0%	5.6%	0.0%	1.6%	3.2%	6.4%	0.0%	3.2%	0.0%	0.0%
Ireland	17.0%	17.9%	33.6%	0.0%	17.9%	15.8%	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%
Italy	70.1%	14.0%	14.0%	14.0%	14.0%	15.9%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	54.0%	25.8%	0.0%	5.4%	6.7%	23.0%	0.0%	0.0%	6.7%	5.4%	0.0%	5.4%	5.4%	5.4%	0.0%	5.4%	0.0%	0.0%	0.0%	5.4%
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	82.6%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	68.5%	47.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	31.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	73.3%	0.0%	26.7%	0.0%	0.0%	26.7%	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%
Sweden	30.8%	30.8%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	50.4%	0.0%	30.8%	0.0%	0.0%	0.0%	30.8%	0.0%	0.0%	0.0%	0.0%
Switzerland	82.0%	23.6%	14.6%	23.6%	0.0%	9.0%	0.0%	0.0%	14.6%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	41.8%	41.8%	0.0%	0.0%	0.0%	0.0%	25.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.3%	0.0%	0.0%	25.5%	0.0%	0.0%	0.0%
Uk	47.7%	32.3%	20.0%	10.8%	1.5%	3.0%	7.7%	3.1%	9.3%	4.6%	3.0%	3.0%	0.0%	0.0%	4.6%	6.1%	1.5%	0.0%	3.0%	0.0%
Other Europe	61.7%	42.1%	25.4%	0.0%	25.4%	5.5%	6.3%	39.7%	0.0%	9.4%	0.0%	0.0%	25.4%	39.3%	25.4%	0.0%	0.0%	32.2%	0.0%	0.0%
MIDDLE EAST	**41.2%**	**47.1%**	**19.5%**	**39.9%**	**0.0%**	**0.0%**	**19.5%**	**30.2%**	**0.0%**	**9.9%**	**0.0%**	**0.8%**	**19.5%**	**3.4%**	**0.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
United Arab Emirates	100.0%	0.0%	90.4%	90.4%	0.0%	0.0%	90.4%	0.0%	0.0%	0.0%	0.0%	0.0%	90.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	25.0%	60.1%	0.0%	26.0%	0.0%	0.0%	0.0%	38.5%	0.0%	12.6%	0.0%	1.0%	0.0%	4.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	**45.2%**	**19.1%**	**14.8%**	**11.4%**	**3.4%**	**12.5%**	**3.4%**	**3.4%**	**5.8%**	**8.1%**	**9.0%**	**10.7%**	**1.7%**	**0.9%**	**4.1%**	**1.7%**	**1.7%**	**1.7%**	**0.0%**	**3.4%**
Canada	58.2%	20.6%	25.4%	25.4%	0.0%	21.2%	0.0%	0.0%	20.6%	12.7%	7.9%	20.6%	0.0%	7.9%	20.6%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	43.5%	18.9%	13.4%	9.6%	3.8%	11.4%	3.8%	3.8%	3.9%	7.5%	9.2%	9.5%	1.9%	0.0%	1.9%	1.9%	2.0%	1.9%	0.0%	3.9%
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	**43.4%**	**25.0%**	**12.5%**	**9.8%**	**9.3%**	**8.3%**	**7.0%**	**5.4%**	**5.2%**	**5.0%**	**3.9%**	**3.8%**	**2.8%**	**2.8%**	**2.6%**	**2.3%**	**1.8%**	**1.5%**	**1.4%**	**1.1%**

APPENDIX

	NORTHER CAPE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025																			
	Did not visit any attraction	Kgalagadi Transfrontier Park	Augrabies Falls	Kimberley Big Hole	Namaqualand Flowers	Kimberley Mine Museum	Diamond Pavilion Mall	Mokala National Park	Can't remember	San Cultural Villages (e.g. Khomani San Village etc) (Specify)	Blue flag beach at Mcdougal Bay	Uppington Mall	North Cape Mall	Sutherland and Carnarvon - Stargazing (Salt and SKA)	Orange River	Farm	Museums	Private Game Reserve	Names of Resorts/Safari	Kalahari Mall
AFRICA	**39.5%**	**0.0%**	**0.0%**	**7.4%**	**9.9%**	**0.0%**	**36.7%**	**0.0%**	**0.0%**	**0.0%**	**8.5%**	**0.0%**	**6.5%**	**0.0%**	**0.0%**	**0.0%**	**8.5%**	**0.0%**	**0.0%**	**0.0%**
Botswana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesotho	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malawi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mozambique	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Namibia	35.1%	0.0%	0.0%	0.0%	35.1%	0.0%	29.9%	0.0%	0.0%	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	29.9%	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	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	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%	100.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	0.0%	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%
ASIA	**15.0%**	**0.0%**	**28.2%**	**45.0%**	**10.9%**	**38.5%**	**42.6%**	**6.5%**	**0.0%**	**0.0%**	**6.5%**	**0.0%**	**5.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
China including Hong Kong	9.3%	0.0%	10.7%	60.7%	0.0%	50.0%	70.4%	10.7%	0.0%	0.0%	10.7%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	0.0%	0.0%	100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	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%
Malaysia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	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%
AUSTRALASIA	**38.8%**	**61.2%**	**61.2%**	**0.0%**	**23.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Australia	47.7%	52.3%	52.3%	0.0%	28.5%	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%
New Zealand	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 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	**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%**
Argentina	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	**29.3%**	**33.0%**	**24.5%**	**15.5%**	**16.0%**	**11.3%**	**12.3%**	**12.9%**	**0.0%**	**5.4%**	**5.4%**	**5.0%**	**1.2%**	**3.1%**	**3.0%**	**0.0%**	**0.0%**	**1.7%**	**1.5%**	**0.8%**
Austria	52.6%	47.4%	47.4%	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%
Belgium	31.8%	68.2%	26.4%	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%	0.0%
Denmark	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%
Finland	14.7%	0.0%	0.0%	0.0%	61.2%	0.0%	24.1%	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	60.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.1%	0.0%	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%
Germany	27.7%	30.0%	22.3%	34.9%	24.9%	24.9%	17.5%	10.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	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%
The Netherlands	0.0%	47.0%	74.9%	25.1%	40.5%	12.6%	0.0%	53.0%	0.0%	15.4%	27.9%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	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%
Russian Federation	0.0%	100.0%	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%
Spain	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%
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	51.0%	49.0%	0.0%	18.7%	18.7%	18.7%	18.7%	30.2%	0.0%	0.0%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uk	26.7%	26.7%	20.0%	13.3%	13.3%	0.0%	13.3%	6.6%	0.0%	6.7%	0.0%	0.0%	0.0%	6.7%	13.3%	0.0%	0.0%	0.0%	6.7%	0.0%
Other Europe	0.0%	95.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	**0.0%**	**0.0%**	**0.0%**	**12.0%**	**0.0%**	**0.0%**	**12.7%**	**14.2%**	**75.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Middle East	0.0%	0.0%	0.0%	12.0%	0.0%	0.0%	12.7%	14.2%	75.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	**36.1%**	**28.6%**	**15.4%**	**30.6%**	**17.7%**	**25.2%**	**0.0%**	**4.5%**	**0.0%**	**5.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Canada	0.0%	40.2%	0.0%	0.0%	100.0%	0.0%	0.0%	59.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	39.1%	27.7%	16.7%	33.1%	11.0%	27.2%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	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%
TOTAL	**31.9%**	**25.0%**	**19.6%**	**18.5%**	**14.3%**	**13.3%**	**12.1%**	**8.1%**	**5.8%**	**3.7%**	**3.5%**	**2.1%**	**1.5%**	**1.3%**	**1.3%**	**1.2%**	**0.8%**	**0.7%**	**0.6%**	**0.4%**

APPENDIX

	FREE STATE TOP 20 ATTRACTIONS BY SOURCE MARKETS - Q3 2025																			
	Did not visit any attraction	Waterfront	Mimosa Mall	Welkom Mall	Golden Gate Highlands National Park	University of the Free State	Sterkfontein Dam Nature Reserve	Cheetah Experience	Gariep Dam	Clarens Ash River Outfall	Basotho cultural village	Names of Resorts/Safari	Free State Stadium/Vodacom Park	Bushmen Paintings in Schaaplaats	Vaal River	Navel Hill	Farm	Can't remember	The Rivershed Shopping Centre	Black Mountain Hotel
AFRICA	**29.1%**	**18.3%**	**26.5%**	**21.9%**	**5.3%**	**4.0%**	**0.0%**	**1.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.3%**	**0.0%**	**0.0%**	**2.9%**	**0.0%**	**0.0%**
Botswana	50.7%	49.3%	49.3%	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%
Lesotho	0.0%	49.3%	49.3%	0.0%	50.7%	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%
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	23.4%	0.0%	53.7%	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%	22.9%	0.0%	0.0%
Eswatini	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zambia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zimbabwe	35.0%	15.2%	15.2%	34.7%	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%
Angola	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%
DRC	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ethiopia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ghana	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kenya	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nigeria	0.0%	0.0%	100.0%	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%
Tanzania	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%
Uganda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Africa	54.6%	0.0%	0.0%	13.8%	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%	0.0%
ASIA	**64.8%**	**21.3%**	**16.5%**	**0.0%**	**1.9%**	**0.0%**	**1.9%**	**1.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
China including Hong Kong	33.0%	45.4%	34.1%	0.0%	10.8%	0.0%	10.8%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
India	0.0%	67.9%	35.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	0.0%	55.7%	44.3%	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%
Malaysia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Singapore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Korea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Asia	96.7%	0.0%	3.3%	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%
AUSTRALASIA	**41.2%**	**22.4%**	**0.0%**	**36.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Australia	40.3%	25.4%	0.0%	34.3%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Zealand	47.5%	0.0%	0.0%	52.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Australia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CENTRAL & SOUTH AMERICA	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Argentina	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brazil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chile	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Central & South America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EUROPE	**26.4%**	**26.5%**	**31.2%**	**19.0%**	**12.3%**	**6.3%**	**6.4%**	**5.8%**	**3.9%**	**4.8%**	**6.7%**	**0.0%**	**3.8%**	**2.3%**	**0.0%**	**0.0%**	**1.5%**	**0.0%**	**1.4%**	**1.2%**
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	18.6%	29.5%	59.0%	22.4%	29.5%	0.0%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	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%
Finland	38.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	62.0%	0.0%	0.0%	0.0%
France	0.0%	40.9%	40.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	0.0%
Germany	30.9%	41.5%	20.6%	24.3%	0.0%	0.0%	13.9%	0.0%	0.0%	0.0%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	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	0.0%	33.3%	100.0%	33.3%	0.0%	66.7%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Netherlands	39.7%	8.9%	0.0%	0.0%	51.3%	0.0%	8.9%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	70.1%	0.0%	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Russian Federation	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%
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	18.9%	0.0%	31.1%	31.1%	50.0%	0.0%	0.0%	0.0%	18.9%	0.0%	31.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	52.6%	47.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turkey	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%
Uk	27.8%	25.0%	33.4%	27.8%	5.5%	5.6%	5.5%	2.8%	5.5%	8.3%	5.6%	0.0%	2.8%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Other Europe	0.0%	36.6%	30.4%	33.0%	0.0%	36.6%	0.0%	36.6%	36.6%	36.6%	0.0%	0.0%	36.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE EAST	**43.9%**	**53.1%**	**17.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**3.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
United Arab Emirates	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	43.9%	53.1%	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NORTH AMERICA	**28.6%**	**23.2%**	**15.2%**	**12.4%**	**16.9%**	**10.0%**	**8.1%**	**7.3%**	**2.9%**	**2.6%**	**0.0%**	**5.4%**	**0.0%**	**0.0%**	**0.0%**	**2.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Canada	29.9%	23.2%	29.0%	29.0%	0.0%	11.1%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
USA	28.4%	23.2%	13.0%	9.8%	19.6%	9.9%	9.4%	6.6%	3.3%	3.0%	0.0%	6.3%	0.0%	0.0%	0.0%	3.3%	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%
TOTAL	**33.1%**	**23.4%**	**21.0%**	**17.4%**	**10.0%**	**5.6%**	**4.6%**	**4.5%**	**3.0%**	**2.3%**	**2.2%**	**1.5%**	**1.3%**	**1.0%**	**0.9%**	**0.8%**	**0.5%**	**0.5%**	**0.5%**	**0.4%**



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