



Getting to know Zimbabwe

Currency : 1 ZAR = 22 Z\$
Population: 16.95-million (2025 Est.)

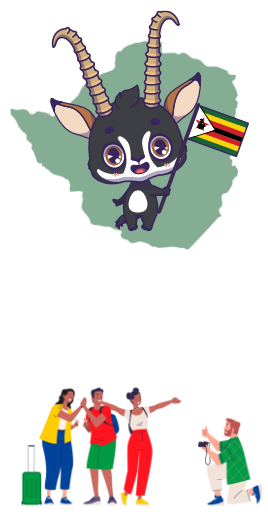
Tourism Performance

- Arrivals: 2 307 196 (2025)
- Zimbabwe's outbound travel for 2025 is estimated at 3.8-million.
- 61% accounts for travel to South Africa

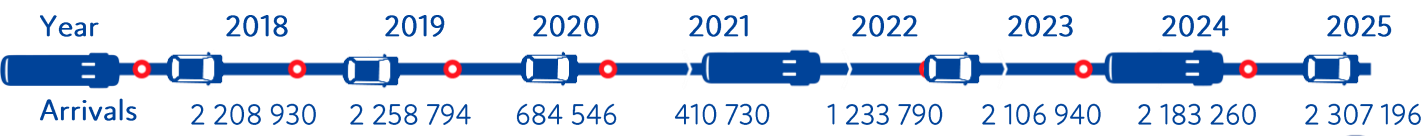


Getting to South Africa

89% of arrivals are by land



Zimbabwe travel trends



Spend

Average spend/visitor : R8 700 (2.4% up from 2024)
Total spend: R18 742 939 543 (2025), a year-on-year increase of 4.7%

What do they like to do?

- Eating Out
- Shopping
- Socialising

Provinces of choice

- Gauteng 77%
- Limpopo 5%
- KwaZulu - Natal 5%

South Africa's Top 4 Competitors in Zimbabwe

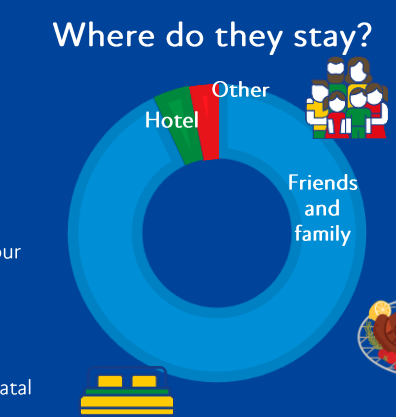
Tanzania, Mauritius, Botswana, UAE

South Africa's main attributes

Positives	Negatives
• Value for money	• Concerns for personal safety
• Beautiful scenery	• Uncertainty about political climate/ civil unrest
• Variety of activities	• Another destination appealed more

Zimbabweans who travel to South Africa

- Mostly travel alone
- Mostly male
- Purpose of visit: VFR, business shopping, holiday
- Length of stay: 18 days
- 48.2% are aged 35 to 50
- 54% rely on Friends/family when selecting a destination
- 39% use a travel agent/tour operators to make their travel bookings
- Gauteng is the #1 destination, followed by Limpopo and KwaZulu Natal



Preferred destinations

- Sandton City / Mandela Square
- V&A Waterfront
- Eastgate Mall

