



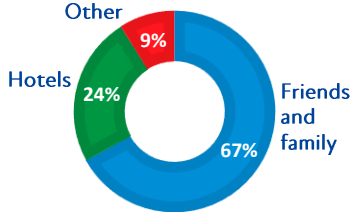
Getting to know Zambia

- **Currency** : 1 ZMW = 0.9026 (April 2026)
- **Population** : 21.9-million (2025 Est.)

Tourism Performance

- **Arrivals**: 175 165 (2025)
- Zambia's outbound travel for 2025 is estimated at 1.05-million. 16% account for travel to South Africa
- **Growth rate**: 13% (2024 vs2025)

Where do they stay?



Spend

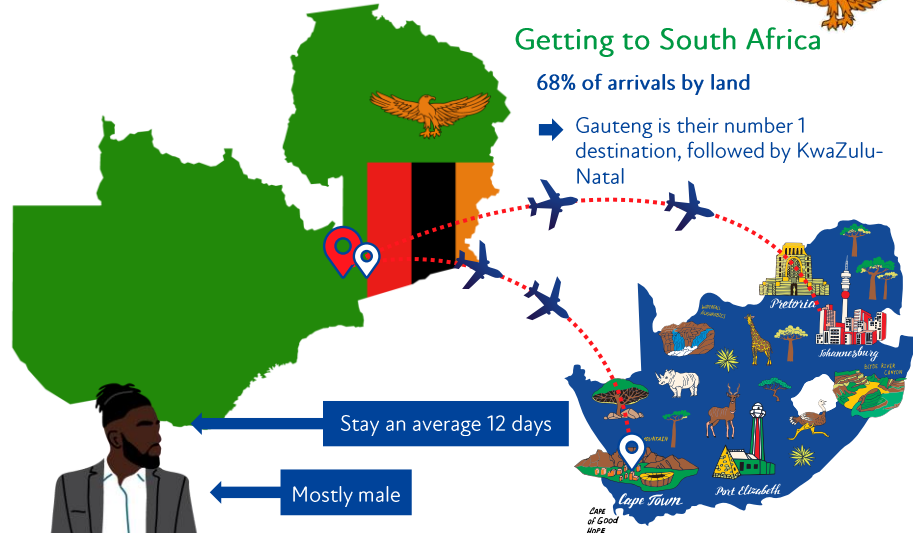


- **Average spend/visitor**: R19 800
- **Total spend**: R3.4-billion (2025), a year-on-year decrease of -6.2%

Getting to South Africa

68% of arrivals by land

➔ Gauteng is their number 1 destination, followed by KwaZulu-Natal



Stay an average 12 days

Mostly male

Mostly travel alone

- ➔ Purpose of visit: business shopping, VFR, business travel
- ➔ Most likely repeat visitors
- ➔ 55% are aged 35 to 50
- ➔ 94% rely on friends/family when selecting a destination
- ➔ 89% use Travel agent/tour operators to make their travel bookings



Arrivals

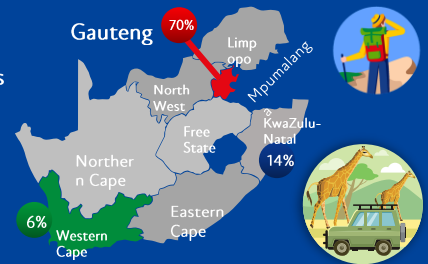


South Africa is #1 among its competitors for wildlife experiences, and a variety of experiences

What do they like to do?

- Eating out
- Shopping
- Socialising

Zambians' provincial destinations of choice



South Africa's main attributes



- Value for money
- Variety of activities
- Food and Wine
- Another destination appealed more
- Concerns for personal safety
- Bad climate/weather

South Africa's Top Competitors in Zambia

