

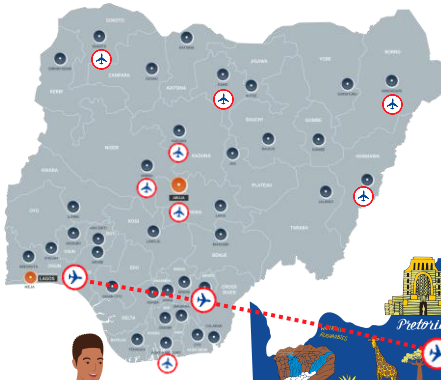


Getting to know Nigeria

- **Currency:** 1 NGN = 0.0124 ZAR (April 2026)
- **Population:** 236-million (2024)

Tourism Performance

- Arrivals: 29 256 (2025)
- Nigeria's outbound travel for 2025 is estimated at 1.80-million. 2% accounts for travel to South Africa.
- Growth rate: 30% – 2024 vs 2025



Getting to South Africa

- Lagos: 6 hours (Johannesburg, direct)
- 93% of arrivals are by air



South Africa's Top Competitors in Nigeria



Egypt



UK

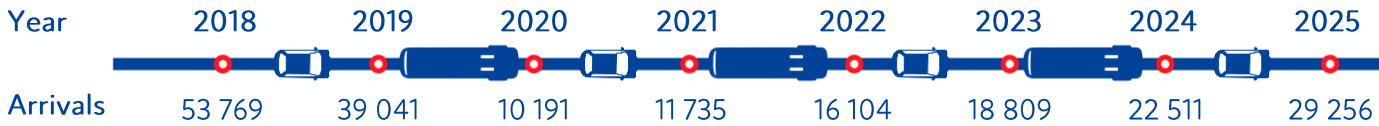


USA

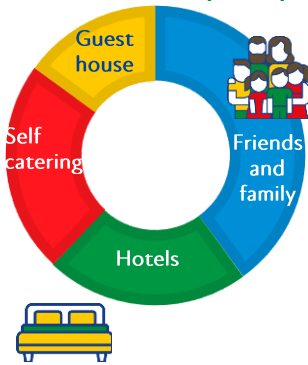


UAE

Nigeria travel trends



Where do they stay?



What do they like to do?

- Shopping
- Eating out
- Socialising

Preferred attractions

- Sandton City, Johannesburg
- V&A Waterfront, Cape Town
- Camps Bay, Cape Town

Preferred provinces

- Gauteng: 59%
- Western Cape: 23%
- KwaZulu Natal: 7%

Spending

- **Average spend/visitor:** R23 000 (2025), a year-on-year 4.5% decrease
- **Total spend:** R618 700 784 (2025), a 37.7% year-on-year increase

Nigerians who travel to South Africa

- Mostly male
- Mostly travel alone
- 69% aged between 31 and 50
- More likely repeat visitors than first timers
- Average stay: 15.9 days
- Purpose of visit: VFR, Holiday, and MICE
- More than 58% rely on friends and family for travel recommendations
- More than half (54%) use travel agents/tour operators to make travel bookings
- Gauteng is #1 destination, followed by Western Cape



South Africa's main attributes



Positives

- Value for money
- Beautiful scenery
- Experience a different culture



Negatives

- Another destination appeals more
- Concerns about personal safety
- Difficult to get a visa

