

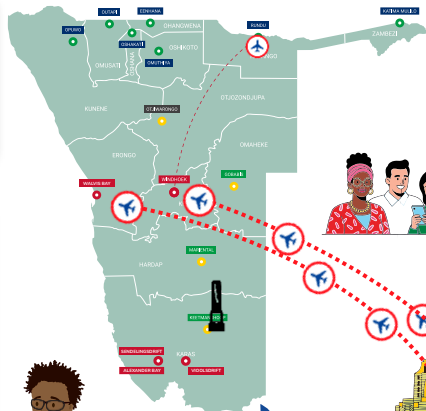


Getting to know Namibian

- **Currency** : 1 NAD = 1 ZAR (2025)
- **Population** : 3.1-million (2025 Est.)

Tourism Performance

- **Arrivals**: 175 588 (2025)
- **Namibia's outbound travel for 2025 is estimated at 383 280**
- **46%** accounts for travel to South Africa



Getting to South Africa

65% of entries are via land
Land-based ports of entry



South Africa's Top Competitors in Namibia



Tanzania



Mauritius

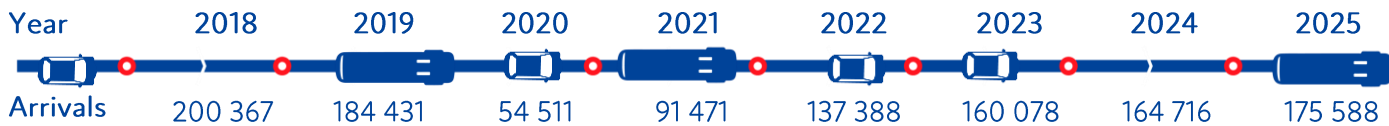


Botswana

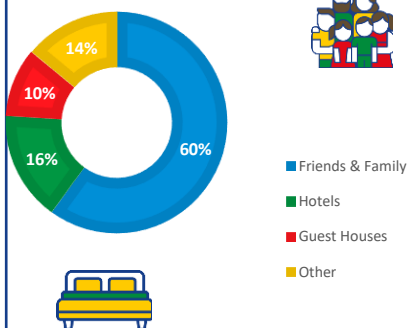


UAE

Namibia travel trends



Where do they stay?



What do they like to do?

- Eating out
- Shopping
- Beach

Namibians' preferred attractions

- Camps Bay, Cape Town
- V&A Waterfront, Cape Town
- Cape Town Central City

Preferred provinces

- Western Cape 49%
- Gauteng 25%
- Northern Cape 14%

Spending

- **Average spend/visitor** : R9 700 (12.8% vs 2024)
- **Total spend**: R1.7-billion (+19.3% vs 2024)

Namibians who travel to South Africa

- Mostly female
- Mostly travel alone
- Mostly (38.2%) aged 35 to 50
- Mostly repeat visitors
- Average stay: 13 days
- Purpose of visit: VFR, business, holiday
- 50% rely on Travel agent/tour operators when selecting a destination
- 49% use friends/family to make travel bookings
- Western Cape is #1 destination, followed by Northern Cape



South Africa's main attributes



Positives

- Value for money
- Beautiful scenery
- Food and Wine



Negatives

- Another destination appeals more
- Concerns about personal safety
- Uncertain about political climate/civil unrest