



## Getting to know Malawi

- **Currency:** 97,5 MWK = 1 ZAR
- **Population:** 25.2-million (2025 Est.)

## Tourism Performance

- **Arrivals:** 230 640 (2025)
- Malawi's outbound travel for 2025 is estimated at 1.02-million. **23%** account for travel to South Africa.



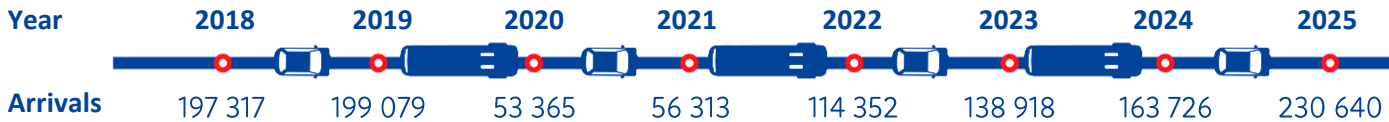
## Getting to South Africa

- ➔ **86%** of arrivals are by Land ports of entry

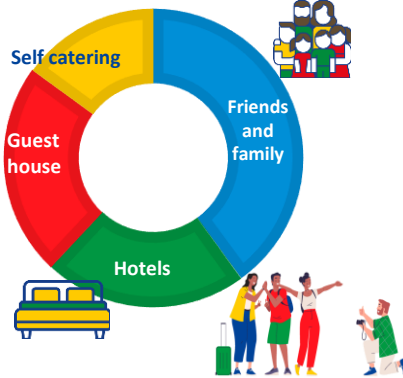
## South Africa's Top 4 Competitors in Malawi



## Malawi travel trends



## Where do they stay?



## What do they like to do?

- Eating out
- Shopping
- Socialising

## Malawians' preferred attractions

**SANDTON CITY**  
**EASTGATE**



## Preferred provinces

- ➔ Gauteng 82%
- ➔ Western Cape 7%
- ➔ KwaZulu-Natal 4%

## Malawians' who travel to South Africa

- Mostly travel alone
- Mostly male
- Purpose of visit: VFR, business, shopping, holiday
- Length of stay: 13.0 days
- Gauteng is #1 destination, followed by Western Cape
- Mostly between 31-50 years of age
- 49% rely on Social media/instant messaging services when selecting a destination
- 40% use travel agent/tour operators to make their travel bookings
- Mostly repeat visitors



## South Africa outranks its competitors on value for money



### Positives

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



### Negatives

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

