



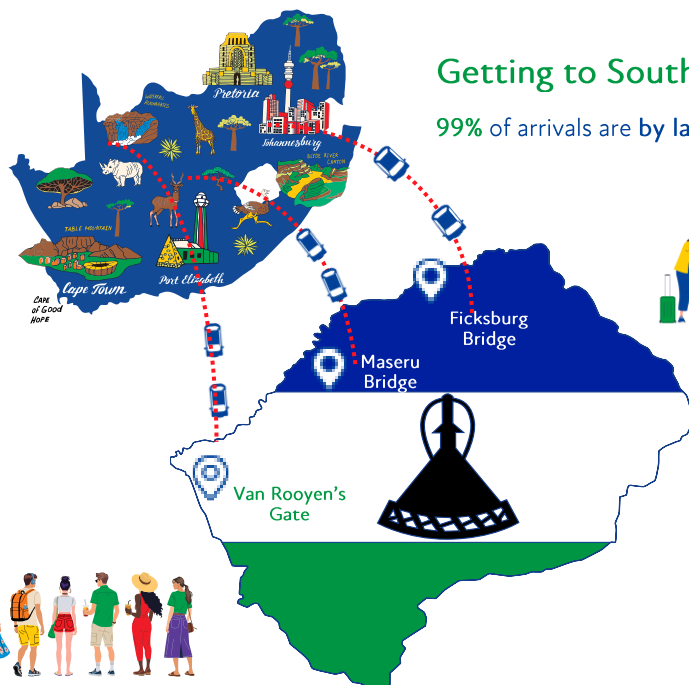
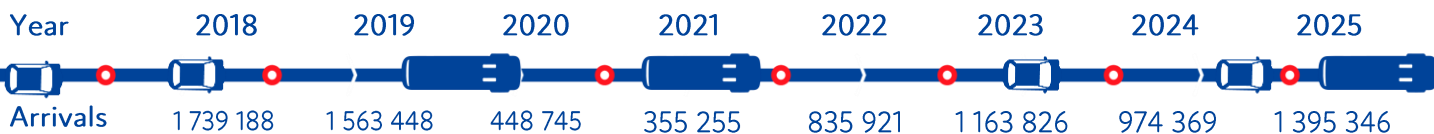
Getting to know Lesotho

- **Currency** : 1 LSL = 1 ZAR (April 2026)
- **Population** : 2.36-million (2025 Est.)

Tourism Performance

- Arrivals: 1 395 346 (2025)
- Lesotho's outbound travel for 2026 is estimated at 1.25 million. 97% accounts for travel to South Africa.

Lesotho travel trends



Getting to South Africa

99% of arrivals are by land



Spending



- **Average spend/visitor** : R2 200 (-4.3% decrease from 2024)
- **Total spend**: R2,9-billion, a year-on-year increase of 35,3%

What do they like to do?

- Eating Out
- Shopping
- Nightlife

Provinces of choice

- Gauteng 24%
- Free State 61%
- North West 4%

South Africa's Top Competitors in Lesotho



South Africa's main attributes

- | | |
|--|---|
| <p>Positives</p> <ul style="list-style-type: none"> • Value for money • Beautiful scenery • Safari experiences | <p>Negatives</p> <ul style="list-style-type: none"> • Concerns for personal safety • Uncertainty about political unrest • Another destination appealed more |
|--|---|

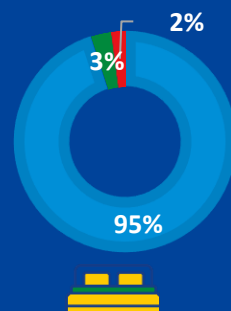
Basotho who travel to South Africa

- Mostly travel alone
- Mostly female
- 70% are between ages 18 and 34
- Most likely repeat visitors
- Average stay: 20 days



- Purpose of visit: VFR, Region, medical, shopping
- Free State is the #1 destination, followed by Gauteng
- 43% rely on travel agent/tour operator when selecting a destination
- 48% use travel agent/tour operator to make their travel booking

Where do they stay?



- Family & Friends
- Self Catering
- Other

