



UNLOCKING THE NAMIBIA MARKET

BY SAT INSIGHTS UNIT
(Based on 2025 Data & Insights)



SOUTH AFRICAN TOURISM

South African Tourism Source Markets



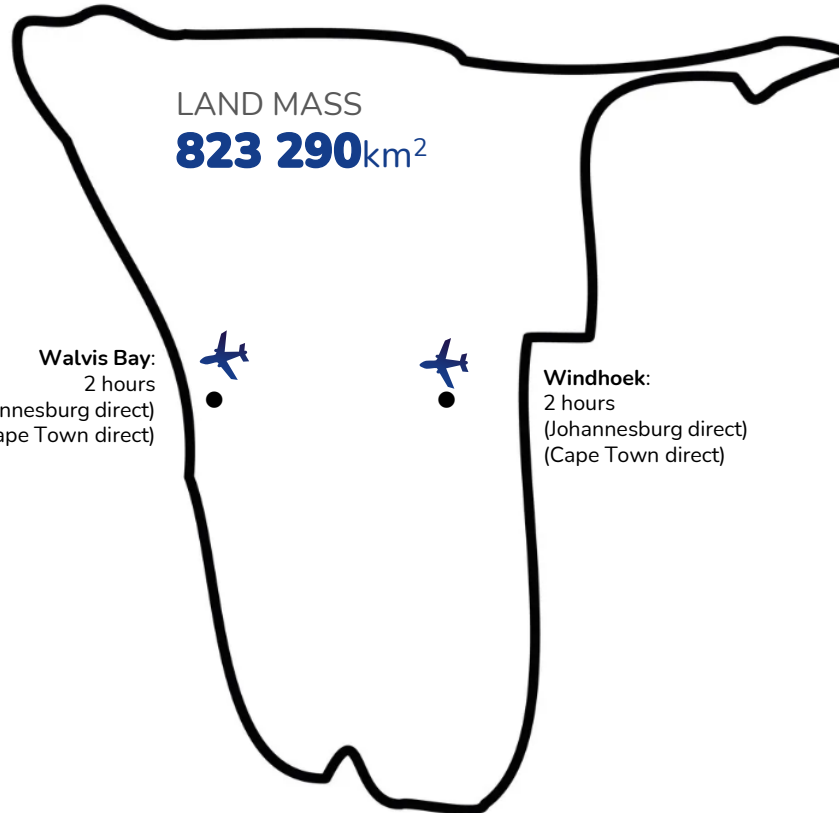
 SAT MPIF Primary Source Markets
Secondary Markets: Angola; DRC; Ghana; Tanzania; Ethiopia

Source: SAT Market Investment Framework



POPULATION (2025 Est.)

3.1-million

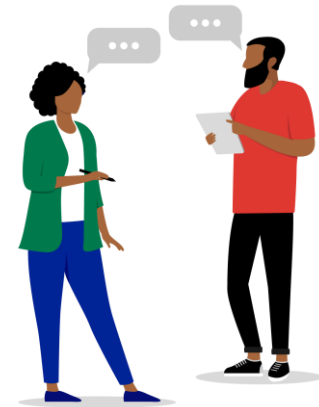


LAND MASS
823 290km²

Walvis Bay:
2 hours
(Johannesburg direct)
(Cape Town direct)

Windhoek:
2 hours
(Johannesburg direct)
(Cape Town direct)

Namibia facts



65 % of arrivals to South Africa occur by land.

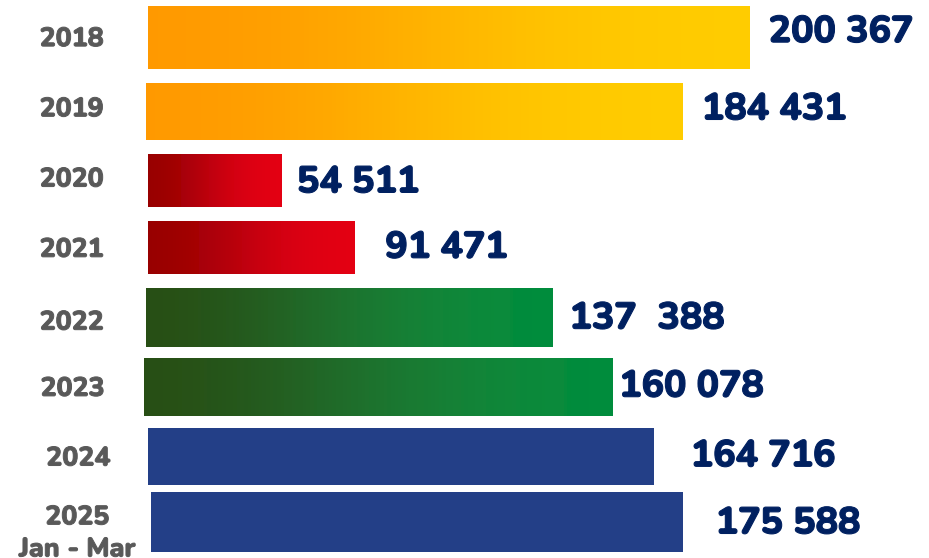


Namibia's outbound travel for 2025 is estimated at **0.38 million**. South Africa has a Market Share of **47%**.

Namibia travel trends

Arrivals to South Africa
from Namibia in 2025:

175 588



Growth Rate (2024 vs 2025): 6%

In 2025, total foreign direct spend from the Namibian source market amounted to **R1,7 billion** a year-on-year increase of 19,3%. The average spend per visitor increased by 12,8%, dropping to **R9 700**.

Profile of Namibia arrivals



Purpose of visit:
VFR and Business traveller, as well as **holiday**.



Length of stay: 13 days



Western Cape is the **#1** destination, followed by the Gauteng.



Most likely to travel **alone**.



Most likely to be **Female**.



More likely to be **repeat travellers** than first-time visitors.

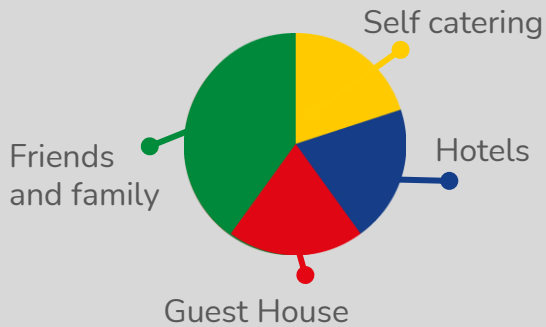
> 35
< 50

Mostly aged between **35 to 50** years

± **R9 700**

On average, they spend **R9 700** per tourist

Where do Namibian travellers mostly stay?



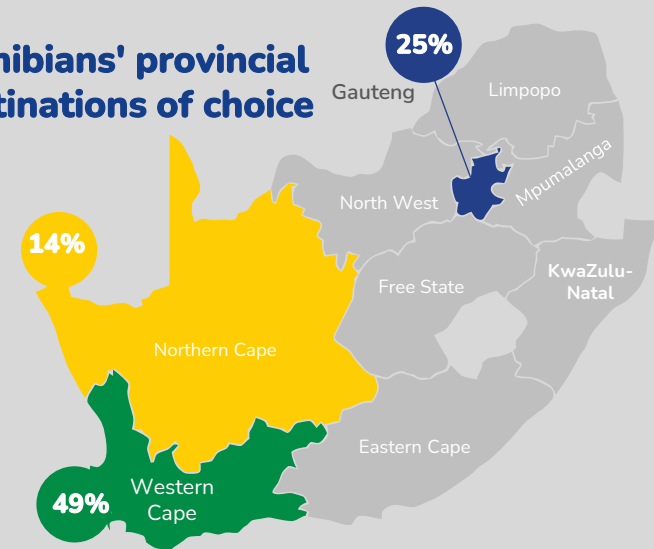
Namibians' preferred activities



Namibians' preferred attractions

Camps Bay
V&A Waterfront
Cape Town Central City

Namibians' provincial destinations of choice



How Namibians first became aware of South Africa (Top 3)

- Used a search Engine
- Recommended by travel influencers
- Recommended by a friend/colleague/family member



Reasons for Visiting South Africa for Leisure

- Value for money
- Beautiful scenery
- Food and Wine



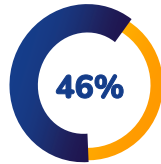
Reasons for Visiting South Africa for Leisure

- Another appealing Destination
- Concerns for personal safety
- Concern about health risks

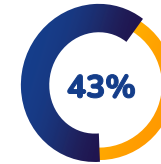


43% recall seeing advertisements about South Africa

How they plan and finalise trips to SA



46% Start planning about the destination 1 to 2 months before the trip.



43% finalise their trip to the destination less than a month before the trip.

South Africa's Top 4 Competitors in Namibia



Tanzania



Mauritius



Botswana



UAE

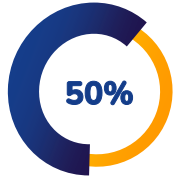


South Africa is Namibia's **#1** market for offering a wide variety of experiences

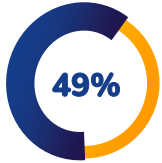


South Africa is Namibia's **#1** market for offering excellent value for money

Role of Media Channels



50% rely on **Travel agent/tour operators** when selecting a destination



49% use **Friends/family** to make their travel bookings



Channels used when researching a trip (Top 5)



49%
Friends/family



43%
Online travel aggregators



41%
Website of the airline/hotel



50%
Travel agent/tour operators



41%
Website of the country's tourism board

Channels used/referred to when booking a trip (Top 5)



49%
Friends/family



43%
Website of the country's tourism board



39%
Social media/ instant messaging services



46%
Website of the airline/hotel

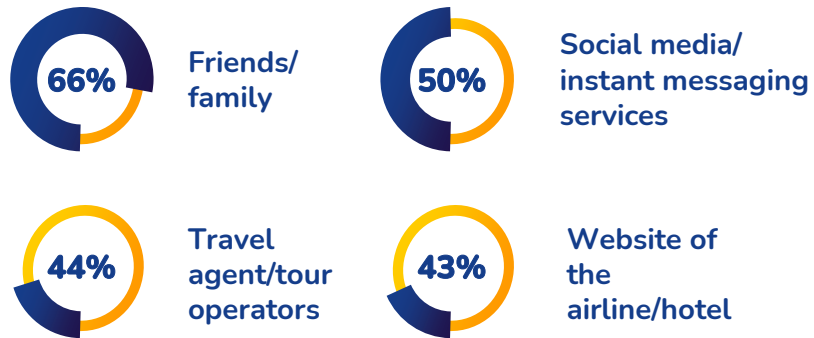


46%
Online travel aggregators

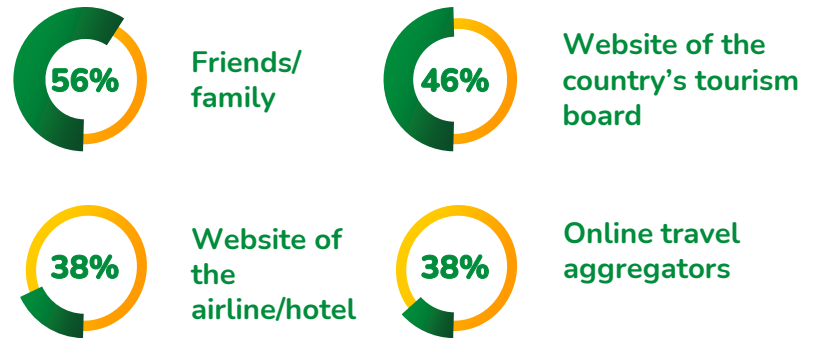


Role of Media Channels

Channels used to share details of holiday experiences during trips



Channels used to share holiday experiences after trips



Opportunities that would speak to the Namibian market



Broaden My Horizons

Travelling allows me to broaden my horizon, to see and do new things that we don't have back here at home, and to also to be adventurous. I like experiencing different cultures, different food, night life, and visiting coastal areas.



Explore The Wildside

When I travel, I want to get as close to nature as I can. I want to swim in the rivers and dive into the ocean.



Family Bonds

Family is important to me and when I travel with them, I consider their needs and we engage in family activities that enable us to bond. I choose the best accommodation for these trips and plan to make these trips happen.



I Am A Cuisine Explorer

Travelling allows me to explore the new and different types of food from the destination, when I travel, I want to try out new food and drinks that they don't offer at home. I like destinations that make the serving of food and drinks part of the experience.



A Welcoming Reception

I expect a certain level of quality when I travel, this includes having good hospitality and good hygiene practices.



Immersed In Culture

I want to travel to experience a different culture, something different to what I experience back at home. I know that different destinations have different cultures and I want to experience this.



SOUTH AFRICAN TOURISM

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