

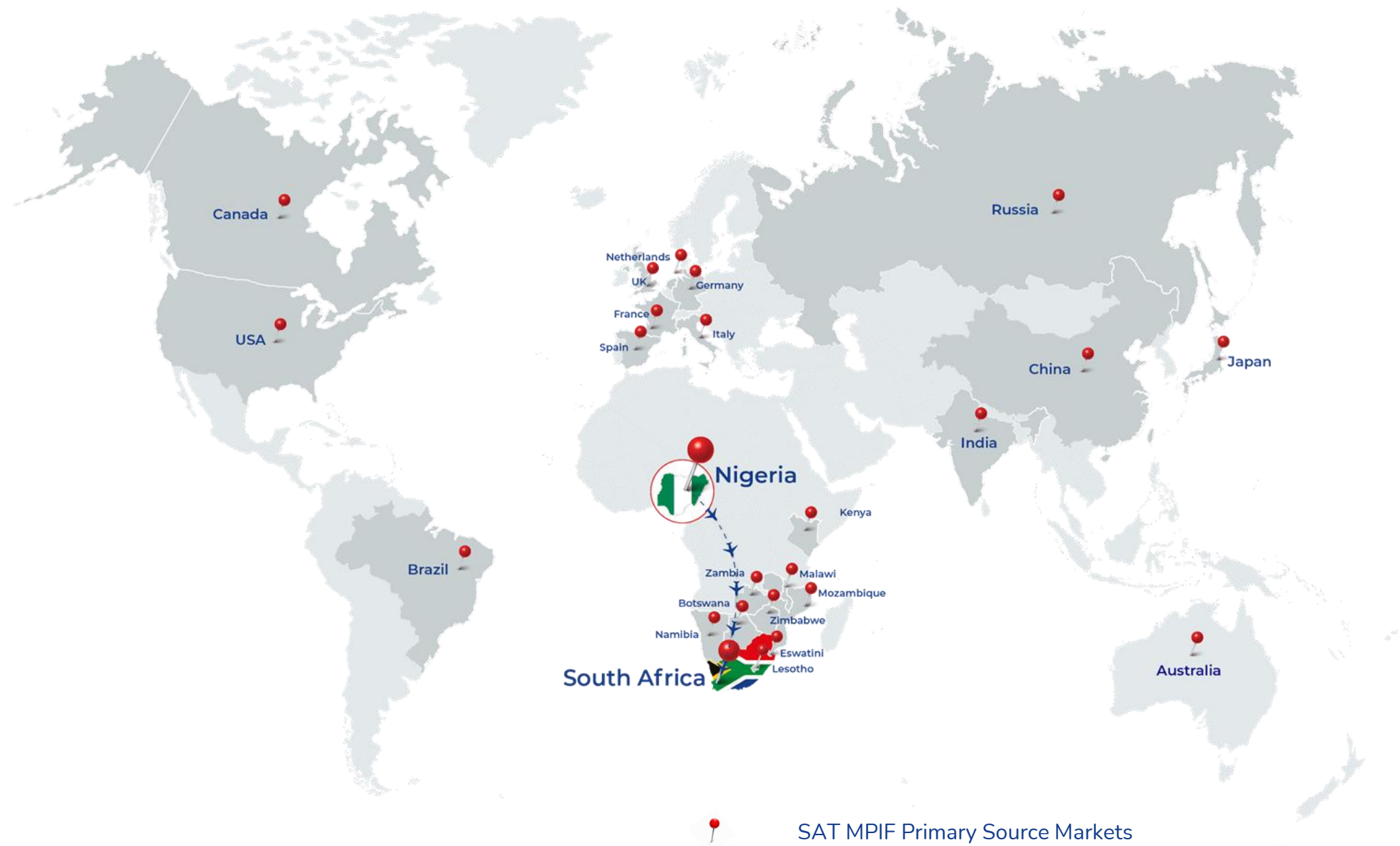


UNLOCKING THE NIGERIA MARKET

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



SOUTH AFRICAN TOURISM



SAT MPIF Primary Source Markets

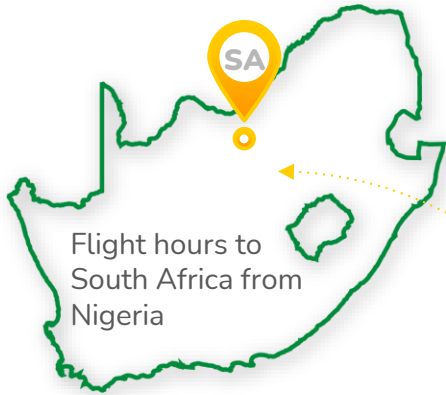
Secondary Markets: Angola; DRC; Ghana; Tanzania; Ethiopia

Nigeria facts



POPULATION

236-million (2025 est.)



Lagos
6 hours
(Johannesburg direct)



LAND MASS

923 769km²

93% of arrivals to South Africa occur by Air

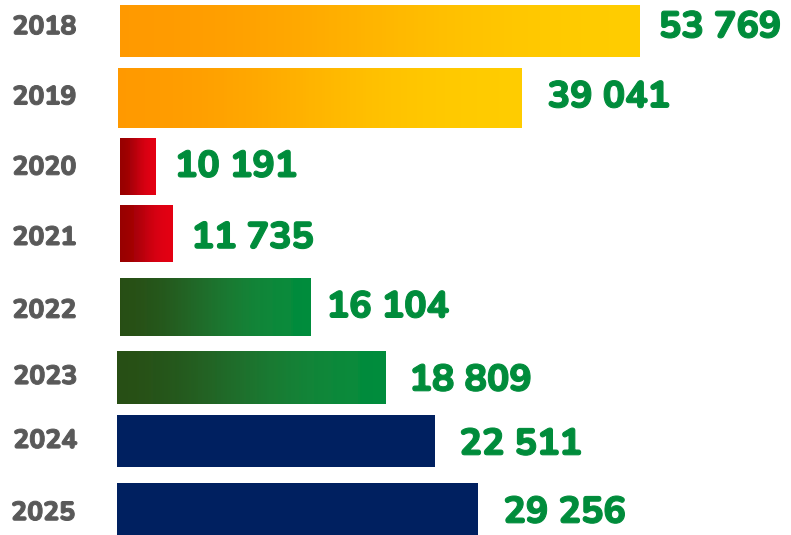
Nigeria's outbound travel for 2025 is estimated at **1.80 million**. South Africa has a Market Share of **2%**

Arrivals to South Africa from Nigeria in 2025:

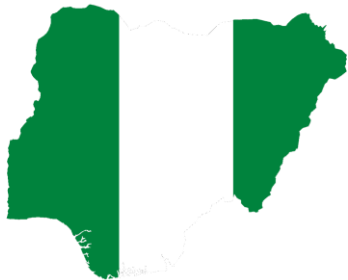
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Nigeria travel trends



Growth Rate (2024 vs 2025): 30%



In 2025, total foreign direct spend from the Nigerian source market amounted to **R618 700 784**, a year-on-year increase of 37.7%. A average spend per visitor increased by 4.5%, increasing to **R23 000**.

Profile of Nigerian arrivals



Purpose of visit: **VFR** and **Holidays**, as well as **MICE** and **Business Travellers**.



Length of stay: 15.9 days



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



Mostly travel **alone**.



Most likely to be **male**.



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

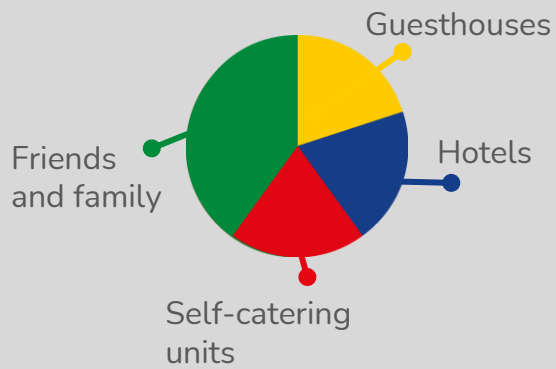
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Mostly aged between **31** and **50**.

± **R23 000**

On average, they spend **R23 000** per tourist

Where do Nigerian travellers mostly stay?



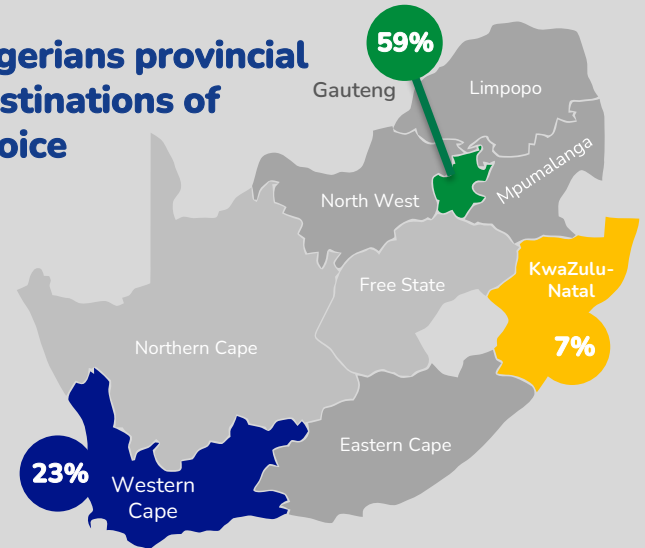
Nigerians preferred activities



Nigerians preferred attractions

Sandton City/Mandela Square
V&A Waterfront
Camps Bay

Nigerians provincial destinations of choice



Brand Performance and Travel Behaviour

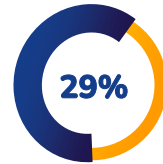
How Nigerians first became aware of South Africa (Top 3)

- Recommended by a friend/colleague/family member
- Saw an advertisement on TV
- Informed by travel agent or South Africa was part of a travel package

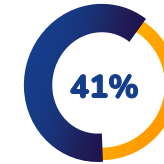


47% recall seeing advertisements about South Africa

How they plan and finalise trips to SA



29% Start planning about the destination 2 to 5 months before the trip.



41% finalise their trip to the destination less than a month before the trip.



Reasons for Visiting South Africa for Leisure

- Wildlife experience
- Value for money
- Beautiful scenery
- Experiencing a different culture



Reasons for Visiting South Africa for Leisure

- Another appealing Destination
- Concerns for personal safety
- Difficult to get a visa

South Africa's Top 4 Competitors in Nigeria



Egypt



UK



USA



UAE

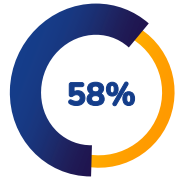


South Africa is the Nigeria's #2 market for wildlife experiences



South Africa is the Nigeria's #2 market for offering authentic travel experiences

Role of Media Channels



58% rely on **Friends/family** when selecting a destination



54% use **Travel agent/tour operators** to make their travel bookings



Channels used when researching a trip (Top 5)



58%
Friends/family



56%
Travel agent/tour operators



28%
Social media/instant messaging services



29%
Travel review websites



29%
Travel review websites

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



54%
Travel agent/tour operators



45%
Friends/family



25%
Online travel aggregators



25%
Social media/instant messaging services

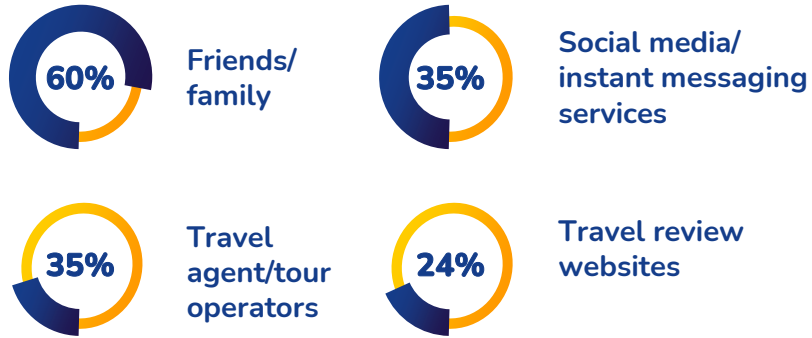


24%
Website of the airline/hotel

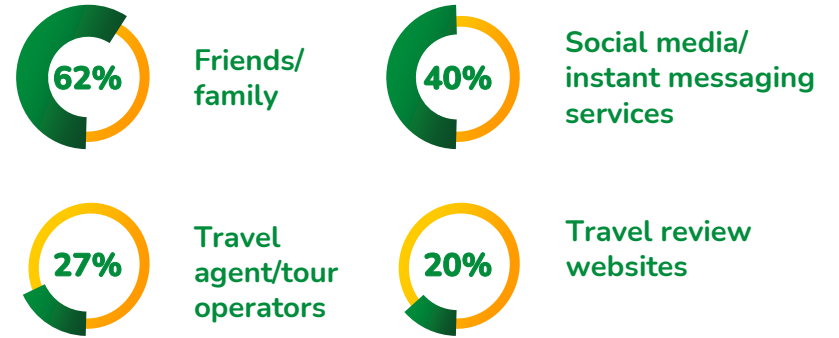
Role of Media Channels



Channels used to share details of holiday experiences during trips



Channels used to share holiday experiences after trips



Opportunities that would speak to the Nigerian market



Broaden their Horizons

Nigerian travellers want to learn new cultures and all about the destination that they visit



Seek New offerings at the Destination

Many travellers wish to experience more from the outside world, they seek a hassle free environment at the destination



Chase their Fantasies

Most travellers believe that vacationing at an international destination enables them to realise their dreams



Heighten their Social Standing

Travelling to international destinations makes West Africans experience a sense of pride and accomplishment



Feel Respected

Nigerian travellers seek the respect travellers from other countries receive at an international destination



Seek Nature's Abode

Tranquillity and serenity of the vacation destination are of prime importance to West Africans; they want to have a break from their routine life



SOUTH AFRICAN TOURISM

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