



UNLOCKING THE ZAMBIA MARKET

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



SOUTH AFRICAN TOURISM



Source: SAT Market Investment Framework

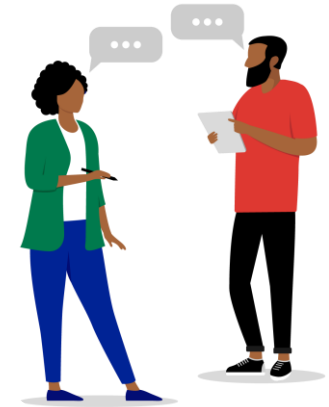


POPULATION (2025 Est.)
21.9-million

LAND MASS
743 398 km²



Zambia facts



68% of arrivals to South Africa occur by land.

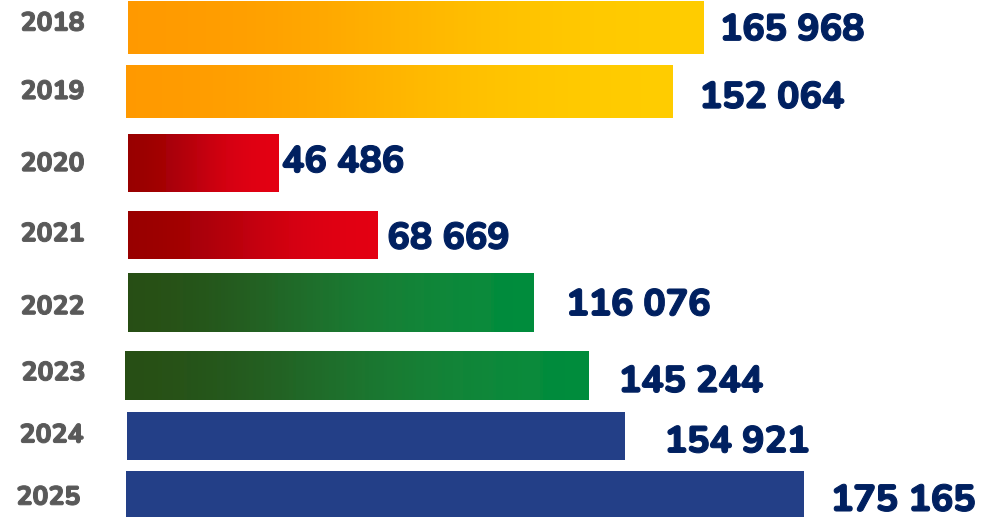
Zambia's outbound travel for 2025 is estimated at **1.05 million**. South Africa has a Market Share of **16%**.



Zambia travel trends

Arrivals to South Africa
from Zambia in 2024:

175 165



Growth Rate (2024 vs 2025): 13%

In 2025, total foreign direct spend from the Zambian source market amounted to **R3.7 billion**, a year-on-year decrease of 6.2%. The average spend per visitor decreased to **R19 800**, year on year decrease of 16.1%.

Profile of Zambia arrivals



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



Length of stay:
12.2 days



Gauteng is the #1 destination, followed by the **KwaZulu Natal**.



Mostly travel **alone**.



Most likely to be **male**.



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

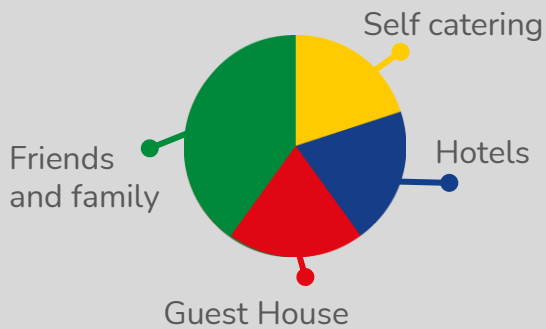
>35
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Mostly aged between **35 to 50** years.

± R19 800

On average, they spend **R19 800** per tourist

Where do Zambian travellers mostly stay?



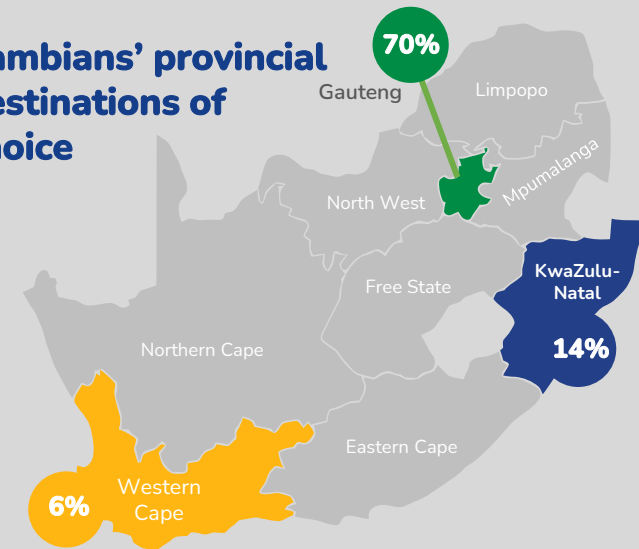
Zambians' preferred activities



Zambians' preferred attractions

V&A Waterfront
Eastgate Mall
Sandton City/ Mandela Square

Zambians' provincial destinations of choice



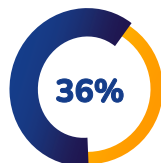
How Zambians first became aware of South Africa (Top 3)

- Visited a friend/family member who stays in South Africa
- Airline advertised the location
- Had previously visited South Africa for business

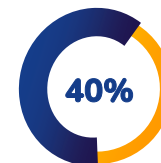


79% recall seeing advertisements about South Africa

How they plan and finalise trips to SA



36% Start planning about the destination 3 to 6 months before the trip.



40% finalise their trip to the destination 1 to 2 months before the trip.

South Africa's Top 4 Competitors in Zambia



Tanzania



Mauritius



Botswana



UAE



South Africa is Zambia's **#1** market for offering a wildlife experience



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



Reasons for Visiting South Africa for Leisure

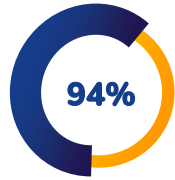
- Value for money
- Variety of activities
- Food and Wine



Reasons for Visiting South Africa for Leisure

- Another appealing Destination
- Concerns for personal safety
- Bad climate/weather

Role of Media Channels



94% rely on **Friends/family** when selecting a destination



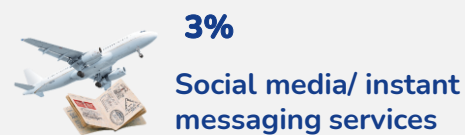
89% use **Travel agent/tour operators** to make their travel bookings



Channels used when researching a trip (Top 5)



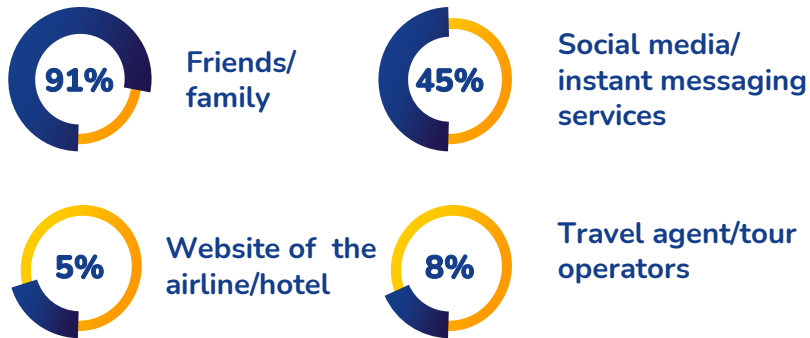
Channels used/referred to when booking a trip (Top 5)



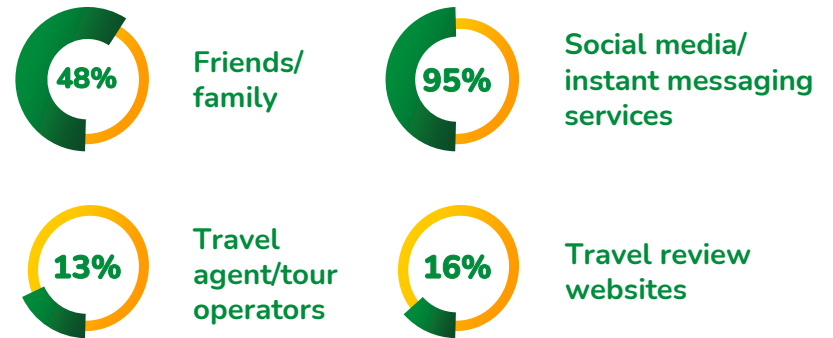
Role of Media Channels



Channels used to share details of holiday experiences during trips



Channels used to share holiday experiences after trips



Opportunities that would speak to the Zambian market



Carry me away

To fully be in holiday mode, for me it is about getting away from the routine back at home. To leave my responsibilities behind and explore new and interesting experiences with a change of scenery and change of pace.



Family comes first

I value family, I am committed to my family as a provider, I contribute to their well being and happiness. Our culture is different from the western culture and even my extended family is considered close to me.



Bleisure-preneur

I travel for business, and when I am travelling I am always conscious of how business is done elsewhere. I like to take the learnings and incorporate them into my business, I enjoy interacting with like-minded business people when travelling.



Expands my mind

Travel exposes me to how others live their lives, I get to compare my life to theirs, to see the similarities and differences. In this process, I also get to know the local's way of living, I tend to get inspired, knowing that my mind is opened and my knowledge about the world has been expanded.



Travel makes me a pathfinder

Travel brings out the curiosity in me, it teaches me to adapt to new environments quickly and seamlessly.



Show me more

Travelling is an investment for me, I like to keep abreast of what is happening in the world, so I use the resources that are available to me, such as the internet and technology to educate myself and in turn improve my life. Similarly when I travel I want to experience as many things the destination has to offer and I prefer destinations with wide variety of activities.



SOUTH AFRICAN TOURISM

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