



# UNLOCKING THE ZIMBABWE MARKET

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



SOUTH AFRICAN TOURISM



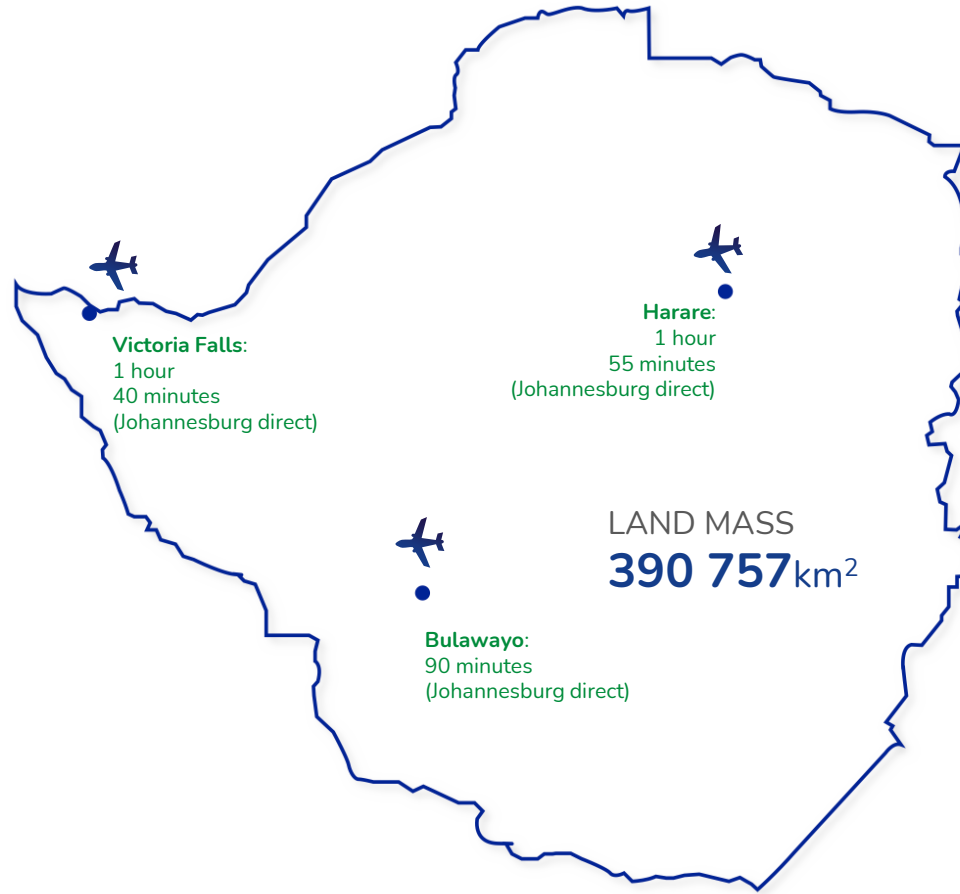
 SAT MPIF Primary Source Markets

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

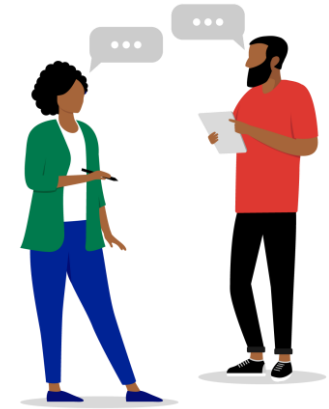


POPULATION (2025 est.)

**16.95**-million



## Zimbabwe facts



**89%** of arrivals to South Africa occur by land.

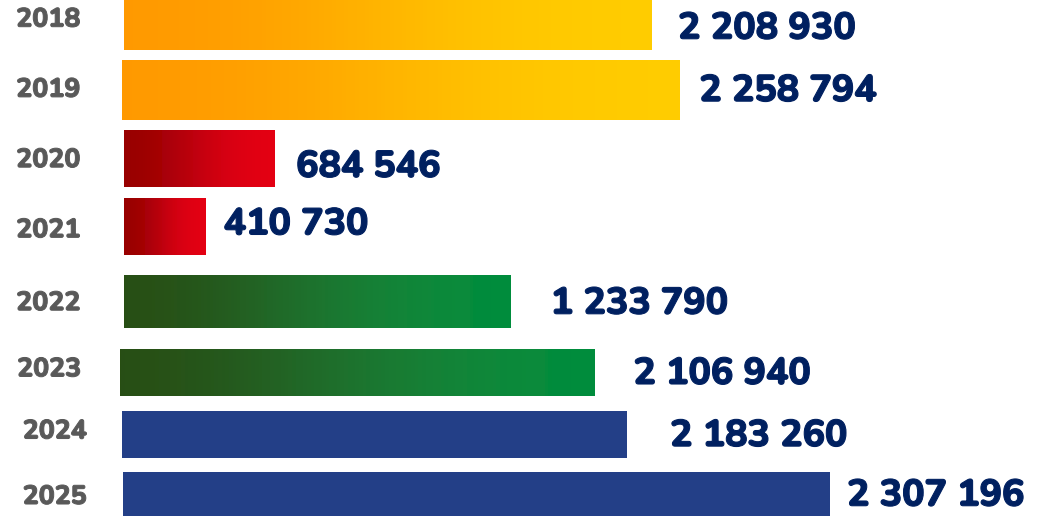
Zimbabwe's outbound travel for 2025 is estimated at **3.8 million**. South Africa has a Market Share of **61%**.



## Zimbabwe travel trends

Arrivals to South Africa  
from Zimbabwe in 2025:

**2 307 196**



Growth Rate (2024 vs 2025): 6%

In 2025, total foreign direct spend from the Zimbabwe source market amounted to **R18 742 939 543**, a year-on-year increase of 4.7%. The average spend per visitor increased by 2.4%, increasing to **R8 700**.

# Profile of Zimbabwe arrivals



Purpose of visit: **VFR, holiday, and business shopping.**



Length of stay: **18 days**



**Gauteng is the #1 destination**, followed by the Limpopo and KZN.



Mostly travel **alone.**



Most likely to be **male.**



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

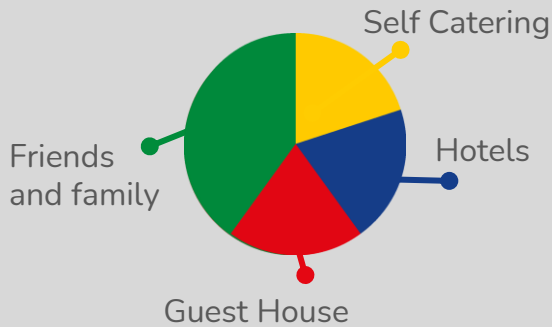
**>31**  
**<50**

Mostly aged between **31 to 50** years.

**± R8 700**

On average, they spend **R8 700 per tourist**

## Where do Zimbabwean travellers mostly stay?



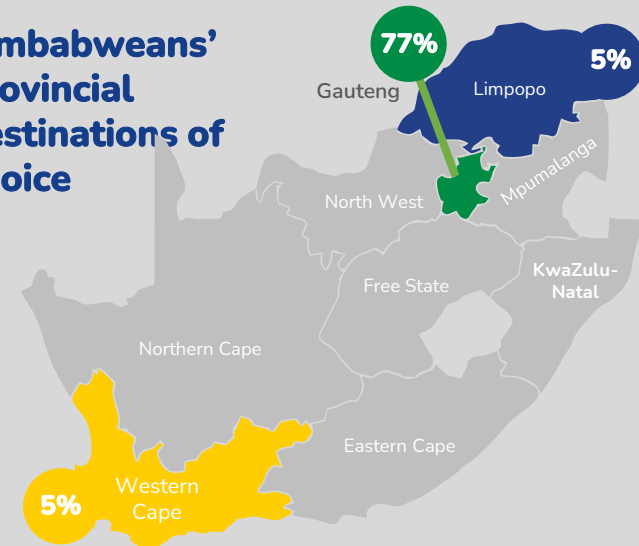
## Zimbabweans' preferred activities



## Zimbabweans' preferred attractions

V&A Waterfront  
East Gate Mall  
Sandton City/ Mandela Square

## Zimbabweans' provincial destinations of choice



# Brand Performance and Travel Behaviour

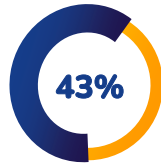
## How Zimbabweans first became aware of South Africa (Top 3)

- Read about or saw photos of South Africa on community sites
- Recommended by a friend/colleague/family member
- Used a search Engine

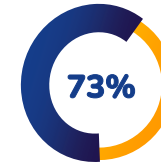


25% recall seeing advertisements about South Africa

## How they plan and finalise trips to SA



43% Start planning about the destination 3 to 6 months before the trip.



73% finalise their trip to the destination 1 to 2 months before the trip.



## Reasons for Visiting South Africa for Leisure

- Value for money
- Beautiful Scenery
- Variety of activities



## Reasons for Visiting South Africa for Leisure

- Another appealing Destination
- Concerns for personal safety
- Uncertain about political climate/civil unrest
- Concerns for personal safety

## South Africa's Top 4 Competitors in Zimbabwe



Tanzania



Mauritius



Botswana



UAE

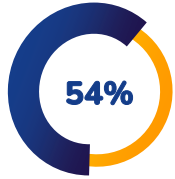


South Africa is Zimbabwe's #2 market for offering a wildlife experience

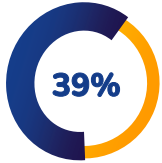


South Africa is Zimbabwe's #2 market for offering a wide variety of experiences

# Role of Media Channels



54% rely on **Friends/family** when selecting a destination



39% use **Travel agent/tour operators** to make their travel bookings



## Channels used when researching a trip (Top 5)



**54%**  
Friends/family



**44%**  
Travel review websites



**45%**  
Social media/  
instant messaging services



**35%**  
Website of the  
airline/hotel



**33%**  
Online travel  
aggregators

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



**39%**  
Travel  
agent/tour  
operators



**30%**  
Online travel  
aggregators



**33%**  
Website of the  
airline/hotel



**10%**  
Friends/family

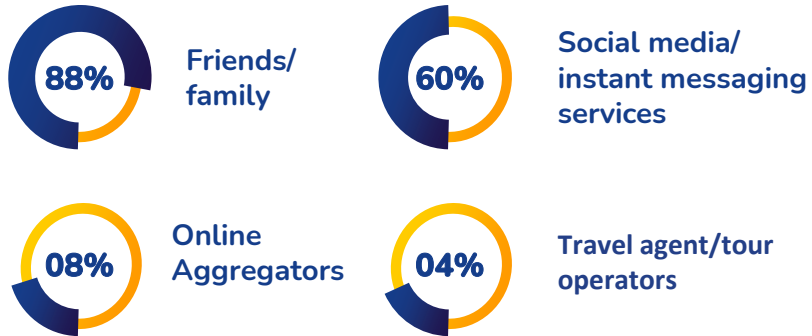


**1%**  
Travel review  
websites

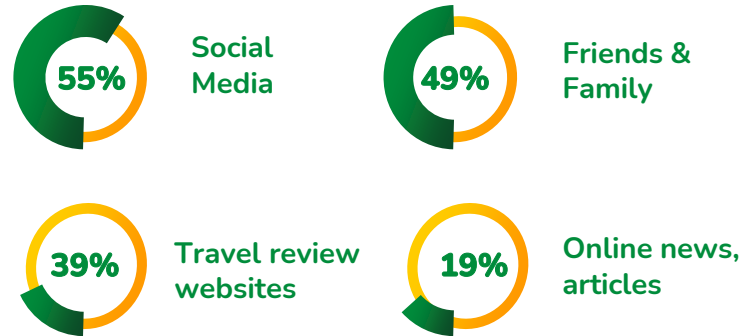


# Role of Media Channels

## Channels used to share details of holiday experiences during trips



## Channels used to share holiday experiences after trips



# Opportunities that would speak to the Zimbabwean market



## Broaden My Horizons

There is always something to learn and I have a desire for knowledge. Travel provides me opportunities to grow and expand my mind by interacting with new people and exchanging ideas and perspectives



## I Am My Ancestors Wildest Dreams

They provide for their family because family is paramount to them and they are a representation of their family and the family is a representation of themselves; that harmony brings about fulfilment and sense of belonging



## Respect Me

You don't have to know me to respect me, by virtue of me being a human being that should be enough. Zimbabweans don't want to be discriminated against for being Zimbabwean they demand the same respect



## Pamper Me

To be in a serene environment where my every need is catered to and I am treated as special. I want to do nothing because a holiday for me is about relaxing and reducing stress allowing myself to be taken away by the moment



## Fire Me Up

Trying something new is exciting and I get a sense of fulfilment when I do something, I would not have expected I would experience.



## Green Peace

I want to escape to a naturally beautiful place that offers me serenity and tranquility. I'm captivated by the authenticity of the natural experience; I feel a sense of wonder catching nature expressing itself



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