



TOURISM PERFORMANCE REPORT

JANUARY-DECEMBER 2020

South Africa

Inspiring new ways

DEFINITIONS



- **Visitor** - Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited.
- **Same day visitor** - Any person who visits a place without staying the night.
- **Tourist** - A visitor who stays at least one night in the place visited.
- **International Tourist** - An international visitor who stays at least one night in collective or private accommodation in the country visited.



- **Domestic Visitor** - A visitor whose country of residence is the country visited. They may be nationals of this country or foreign nationals.
- **Domestic Tourist** - A resident of the country of reference who spends at least one night in the place visited outside of his/her usual environment.
- **Overnight Trip** - A journey undertaken by one or more members of the household for at least one night away from home, where the persons travelling did not receive any remuneration (did not make any profit) at the destination. For a trip to be complete, the person must return to his/her place of residence.
- **Usual Environment** - To be outside the usual environment the person should travel more than 40 kilometers from his/her place of residence (one-way) AND the place should NOT be visited more than once a week. This includes their place of work and place of study. Leisure and recreational trips are included irrespective of frequency.

ABOUT THE REPORT

INTERNATIONAL TOURIST ARRIVALS

This report prepared by South African Tourism's Analytics and Insight's Unit and is based on South African Tourism's Departure Survey that has been deployed by SA Tourism since 2001 to monitor and measure international tourist behaviour as they leave South Africa. The survey aims to track tourist travel behaviours, expenditures, accommodation usage, experiences, as well as satisfaction of South Africa as a holiday and business destination. The survey began as a point-in-time survey conducted in winter and summer.



The survey is conducted monthly and covers SA's two main international airports (Oliver Tambo and Cape Town) as well as the 12 main land border posts (Grobler's Bridge, Maseru Bridge, Oshoek, Golela, Kopfontein, Pioneer Gate, Lebombo, Beitbridge, Violsdrift, Nakop, Ficksburg, Ramatlabama), the latter being the largest point of entry into South Africa by foreign nationals. Durban's King Shaka International Airport as well as all sea ports are currently excluded from the survey as they receive less than 5% and 1% of international tourist arrivals respectively.

The survey is based on a random stratified sampling framework of n=3,800 per month for both of the airports and n=1,000 per month for all land border posts. The sample framework is derived from Statistics South Africa (StatsSA) tourist arrivals data and the survey results weighted back according to the same tourist arrivals' data. The margins of error for the airport and land border post monthly samples are 1.6% and 3.1% respectively, both at a 95% confidence level. As such, the survey accurately represents tourists arriving in South Africa as well as their behaviours and opinions. Arrival numbers given are actual tourist arrivals from StatsSA and not tourist arrivals as calculated by the survey. When crossed with other survey variables, tourist arrival numbers are survey based.

ABOUT THE REPORT

IMPACT OF COVID-19 ON THE SURVEY

Due to the Covid-19 pandemic, surveying international tourists at airports and land border posts became impossible and the survey stopped at the end of March 2020. Surveying land border posts became possible only in November 2020 but airports remained impossible to survey. In order to compile this report, land border post data was imputed for October 2020. For airports, October-December 2020 data was imputed.* The process was based on corresponding and comparable retrospective values for which full data sets were present. Imputing means making projections of missing data based on an existing mathematical relationship with data that is in the current data set.

In order to further bolster the report, ForwardKeys travel bookings and tourist arrivals data for 2020 was also purchased. ForwardKeys data is based on actual air tickets sold. This dataset includes bookings ticketed directly by airlines and provided to IATA which make up about 30% of global direct airline tickets, as well as all tickets purchased through Global Distribution Systems (GDS) representing about 93% of all global indirect tickets. This amounts to an estimated 60% - 65% global coverage of commercial airline tickets sold through travel agencies and airline websites. The coverage may vary on the market and route depending on the penetration of the contributing airlines.

DOMESTIC TOURISM STATISTICS

South African Tourism's Domestic Survey is conducted through in-home face-to-face interviews - the most feasible interview approach for this type of study, in order to ensure high data quality. The sample is designed as a multi-stage, stratified sample of n=1,300 per month. The sampling framework is built from geographic strata based on enumerator areas (EAs) used as primary sampling units (PSUs), and households, used as the secondary sampling units (SSUs). In each EA drawn, four households are systematically selected with an equal selection probability. However, the EAs are disproportionately allocated to the main strata in order to ensure sufficient representation of domestic tourism from smaller provinces. The sample design ensures all stratification variables such as province, metro, urban, rural, race, age and gender are covered. The domestic survey has a margin of error of 2.7% at a confidence level of 95% for the monthly sample. Results are weighted based on Stats SA's mid-year population estimates of SA residents aged 18 and above, and as such, the sample is representative of SA's adult population.

Due to the Covid-19 pandemic, surveying in-home face-to-face became impossible and the survey stopped at the end of February 2020. The survey was renewed in July 2020 (for March travel). Quotas have been achieved in full since although this has not been without difficulty. Interviewers received special training how to overcome respondent fears; laminated cards were produced and sanitized in front of the respondents; interviews conducted outside the gates; interviewers instructed to keep face masks and shields on at all times except for a few seconds of introduction and identification; social distancing at the respondents' house; as well as using our own private transport.

*Imputation is the process of replacing missing data with substituted values.

ABOUT THE REPORT

ADDITIONAL SOURCES USED IN THIS REPORT:

- 2020: A Year in Review, UNWTO, January 2021.
- UNWTO Panel of Tourism Experts Survey, January 2021.
- Travel & Tourism Economic Impact Report, WTTC, 2021.
- To Recovery & Beyond: The Future of Travel & Tourism in the Wake of Covid-19, WTTC, September 2020.
- Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.
- GDP: Quantifying SA's Economic Performance in 2020, Statistics SA, 9th March 2021.
- How Important is Tourism to the South African Economy? Statistics SA, 26th March 2008.
- Tourism Trends and Policies 2020, OECD.
- Tourism 2020, Statistics SA, 29th April 2021.
- The Road to Recovery, SA Tourism, 31st March 2021.

DISCLAIMER

SA Tourism's Analytics and Insights Unit makes every effort to publish reports that are error-free. However, with the large number of complex records that are analyzed, we cannot guarantee that all reports are totally free of error. All errors that are detected are immediately corrected and the latest version of the report is always made available on www.southafrica.net/research.

To access this report online please visit the research section on the South Africa Tourism website at www.southafrica.net/research or for more information e-mail: research@southafrica.net.

GLOBAL TOURISM OUTLOOK

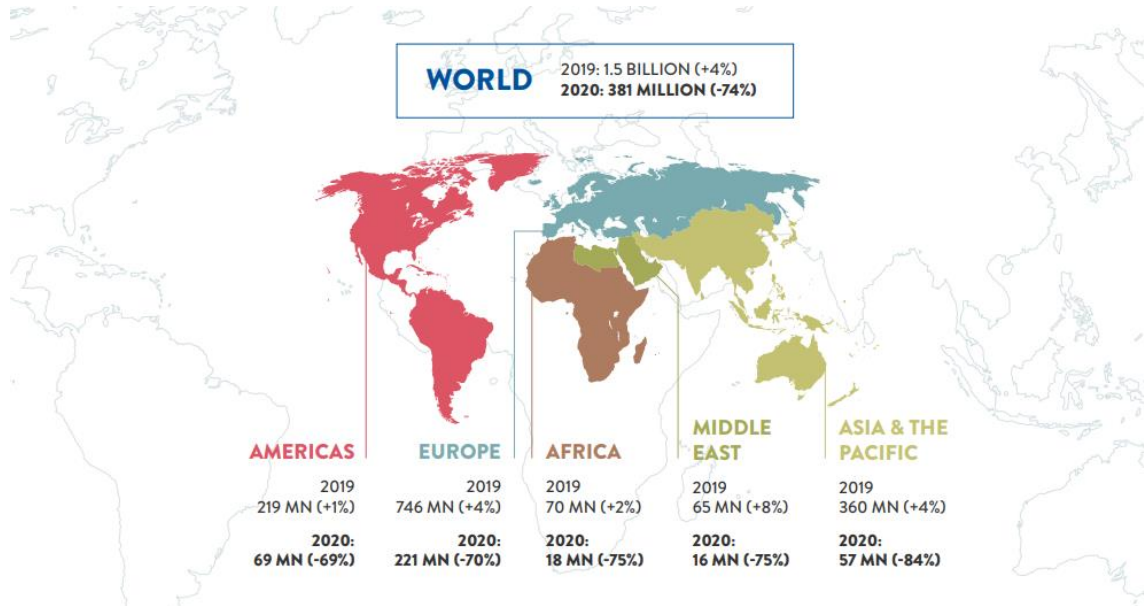


GLOBAL TOURISM PERFORMANCE

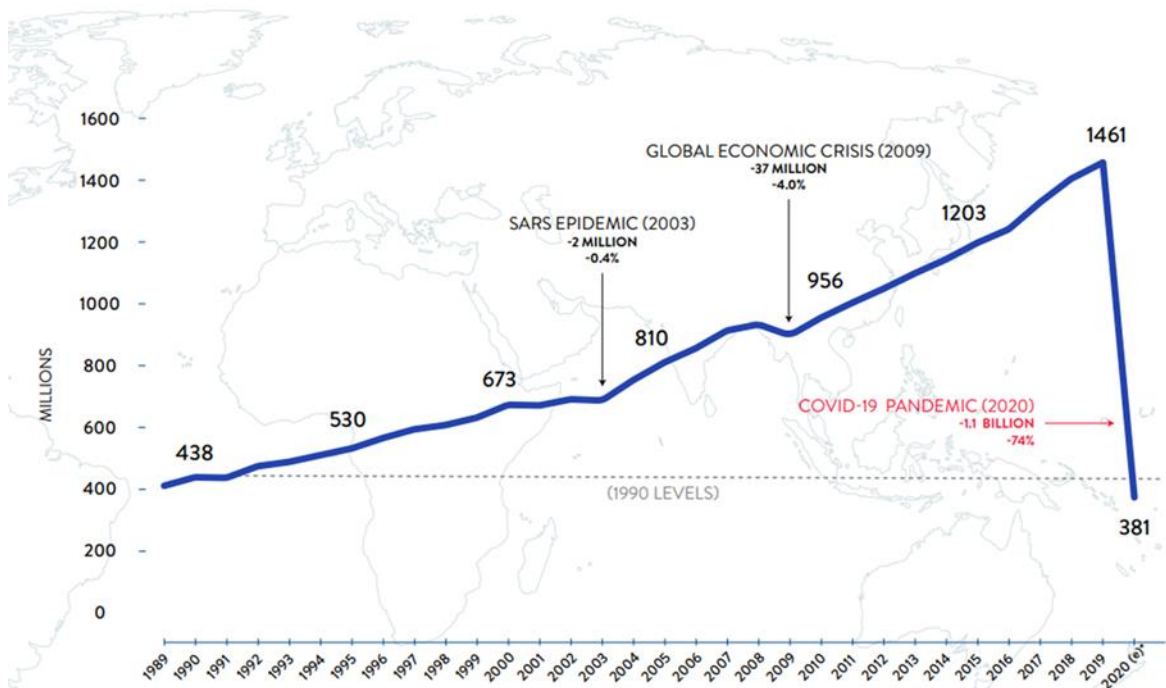
-74% ▼

Global tourism suffered its worst year on record in 2020, with international tourist arrivals dropping by 74% according to the latest data from the World Tourism Organization's (UNWTO) World Tourism Barometer. Due to the Covid-19 pandemic and the travel restrictions that followed, the consequent dramatic fall in demand meant that there were 1.1 billion fewer international tourist arrivals in 2020 than in 2019. This 74% fall in 2020 tourist arrivals compares to a 4% decline recorded during the 2009 global economic crisis. The collapse in international travel represents an estimated loss of USD 1.3 trillion in export revenues - more than 11 times the loss recorded during the 2009 global economic crisis.²

International Tourist Arrivals January-December 2020 (Millions)²



International Tourist Arrivals 1989-2020 (Millions)²



² 2020: A Year in Review, UNWTO, January 2021.

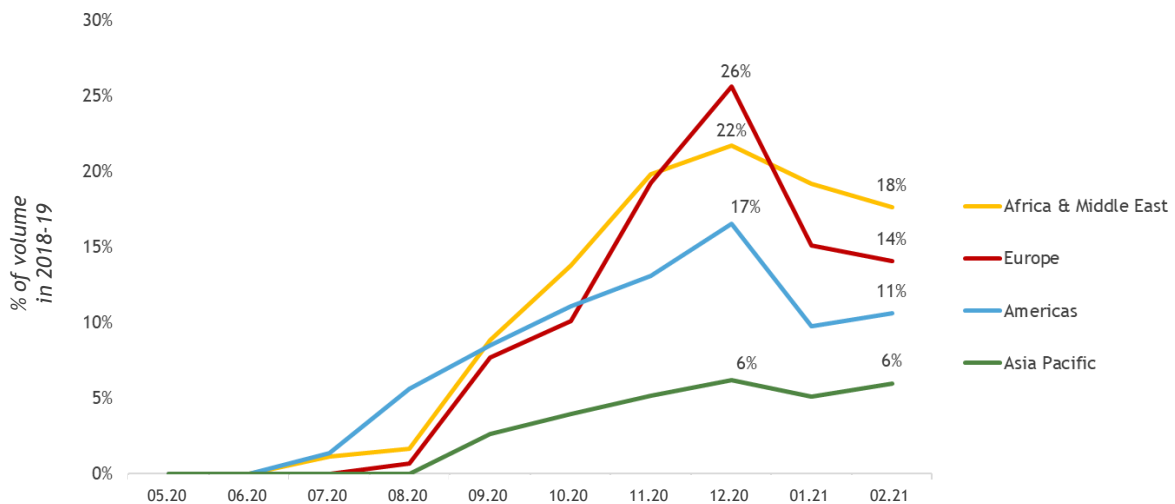
GLOBAL TOURISM PERFORMANCE

-74% ▼

Global air travel and connectivity had been dramatically disrupted by the Covid-19 pandemic, and long-haul* travel even more so. As was detailed on the previous page, ForwardKeys data, which analyses bookings and tickets sold around the globe, demand for long-haul travel began to come back only in August-September of 2020.** The extent to which demand has risen for long-haul travel differs from one region to the next as can be expected due to varying degrees of the pandemic’s spread and travel restrictions placed by various countries. Long-haul demand in the Americas started to rise in August 2020 but volumes have stalled at around 13% of 2019 levels during the 4th quarter of 2020, with similar recovery volumes for the key regional markets such as the USA, Canada, and Brazil. In Europe, long-haul demand recovery was only visible from September 2020 onwards, and tickets issued for long-haul travel in the 4th quarter were at 18% of 2019 levels. Russia showed a strong recovery starting November and became the most resilient source market together with Israel, in the first two months of 2021, reaching 35.7% of 2019 ticket volumes for long-haul travel. Travel demand in Asia Pacific started to rise in October 2020, though activity has remained very low for intra-regional* and long-haul travel. During the 4th quarter, ticket volumes for intra-regional and long-haul travel were just at 7% and at 5% of 2019 volumes respectively. There is no substantial travel activity in the region as per last available ticketing data (February 2021). In Africa, demand for intra-regional travel and the Middle East started to increase in September 2020 with tickets issued during the 4th quarter reaching 19% of 2019 levels.³

Travel characteristics have of course been modified by the pandemic and are highly influenced by rapidly evolving travel restrictions, social distancing, and quarantine requirements. Tickets for long-haul travel issued after the second half of 2020 show a preference for individual travel, stays longer than 22 nights, and direct bookings. In the current context, travellers are demanding direct flights to minimise health and operational risks. As a result of the new connectivity situation, Dubai has lost a significant proportion of long-haul transfers to South Africa, replaced by Doha, Addis Ababa, and other European hubs such as Frankfurt and Amsterdam.³

Long-haul Demand Recovery Post Covid-19³



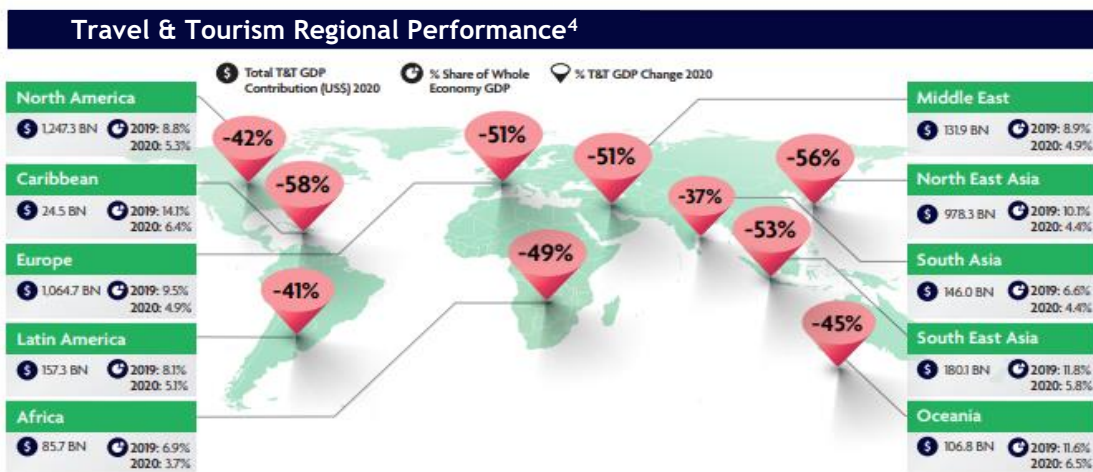
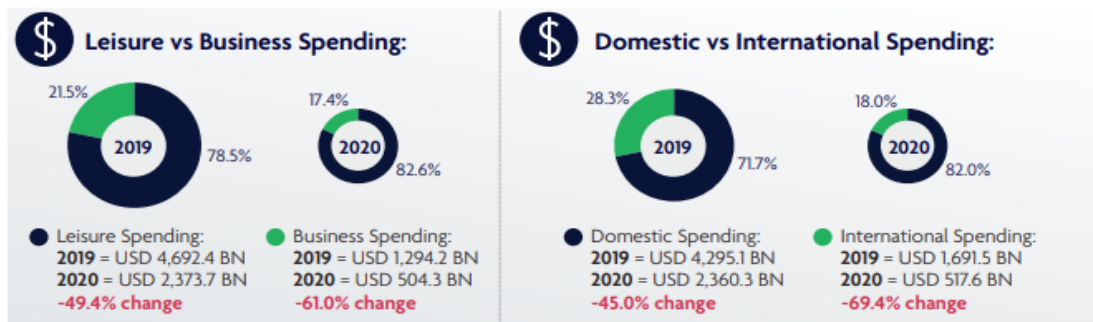
*Intra-regional travel refers to trips with stays within the same region. Long-haul travel refers to trips with at least one stay outside the region with two exceptions: 1. Africa & Middle East considered long-haul for Africans and Middle Easterners. 2. North Africa *not* considered long-haul for Europeans.

**Post Covid-19 demand analysis Includes tickets issued between May 2020 and February 2021 for trips to a different continent (see abovementioned exceptions), compared to May 2018 - February 2019.

³ Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021. |

GLOBAL ECONOMIC IMPACT OF TOURISM -49.1% ▼

The devastating impact the Covid-19 pandemic has had on Travel & Tourism globally is made clear in the World Travel & Tourism Council's (WTTC) latest Travel & Tourism Economic Impact Report. Global travel & tourism contribution to GDP contracted by a staggering 49%, equivalent to USD 4.5 billion, whereas global GDP contracted by a mere -3.7%.⁴ WTTC figures show a loss of 61 million jobs in the tourism sector although previous survey based estimates cited 121 million potential job losses in travel & tourism during 2020.⁵ The industry's contribution to Africa's GDP in 2020 was also close to half of 2019 levels representing 3.7% of GDP in 2020 versus 6.9% in 2019. The leisure sector suffered slightly less (-49%) than business spending (-61%), whilst impact on domestic tourism (-45%) was significantly smaller than losses in the international arena for obvious reasons (-69%).⁴



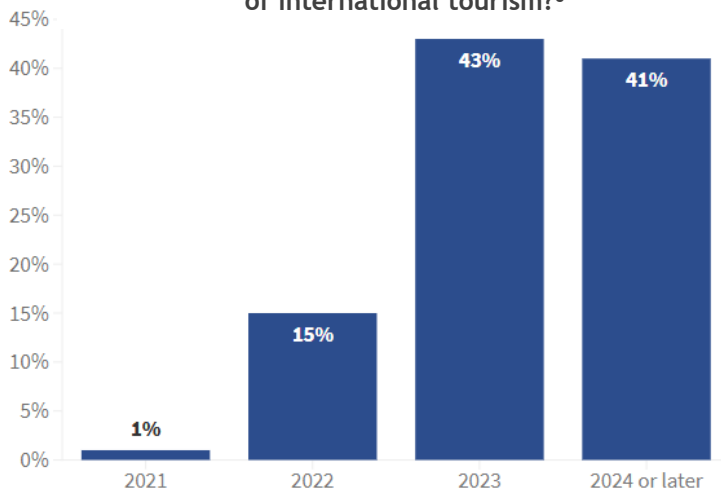
⁴ Travel & Tourism Economic Impact Report, WTTC, 2021.

⁵ To Recovery & Beyond: The Future of Travel & Tourism in the Wake of Covid-19, WTTC, September 2020.

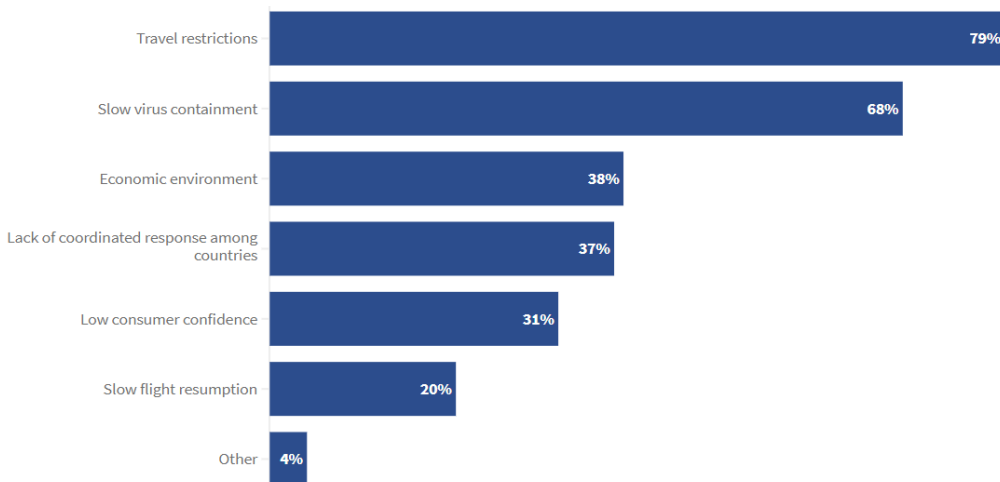
GLOBAL TOURISM TRENDS & OUTLOOK

It is clear that the crisis is far from over and 41% of experts expect that tourism will recover to pre-pandemic levels only in 2024. Many (79%) cite travel restrictions such as mandatory testing, quarantines and even a complete closure of borders as obstacles to travel.⁶ Whilst the vaccine rollout is expected to restore consumer confidence and ease travel restrictions, new Covid-19 variants mitigate the vaccine's full positive impact. According to the UNWTO, the co-ordination and digitalization of testing and vaccinating, are essential for safe travel and tourism's recovery once conditions allow. When tourism and travel begin to recover, the pandemic's lasting impact will be evident especially in mature traveller and retiree segments. In these segments, heightened concerns for health and safety, a resurgence of last minute bookings, as well as more road trips closer to home and 'staycations' rather than vacations, will take up a much greater share of tourism. The desire for open-air and relaxing getaways will also increase rural and nature travel in these segments. Young traveller behaviour is expected to recover along pre-pandemic lines as this segment is most resilient.²

What are the main factors weighing on the recovery of international tourism?⁶



When do you expect international tourism to return to pre-pandemic 2019 levels in your country?⁶



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UNWTO, January 2021. Published: 26/01/2021

² 2020: A Year in Review, UNWTO, January 2021.

⁶ UNWTO Panel of Tourism Experts Survey, January 2021.

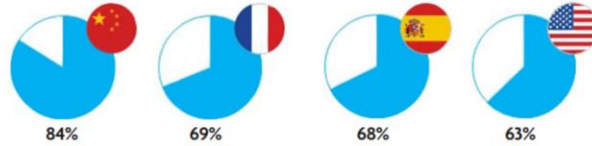
GLOBAL TOURISM TRENDS & OUTLOOK

Emerging tourism and travel trends uncovered by the WTTC in its September 2020 consumer survey, highlight the greater demand for domestic tourism.⁴ An overwhelming majority of travellers (58%) will primarily take domestic trips for the rest of 2020. This is most likely to hold true for 2021 as well. Travel restrictions and the lack of getaways in 2020 have led to an expected longer length of stay of 9 days as compared to 5 days previously). Due to the pandemic, tourists and travellers are now much more aware of health and safety concerns. Moreover, quarantines and travel restrictions have forced consumers to become more familiar and adapt at conducting leisure and business meetings over the web, as well as using digital payment and digital identification means. Lastly, travellers and tourists are well aware that their absence from rural, outdoor and wildlife travel, has led on the one hand to a resurgence of nature and wildlife, but on the other hand, this has also come to mean a dramatic revenue and employment loss for these sectors.⁵

Domestic travel preferred

58%
of travellers will take primarily domestic trips for rest of 2020

Next leisure trip likely to be domestic
% of country's respondents



Emerging trends among travellers

40%
of US travellers are re-thinking destinations, often in favour of beaches & small towns/rural areas

8.5 - 9
Average length of stay for short-term accommodations, up from previous average of 3.5 - 5 days

70%
of North American leisure travellers say they would book during COVID-19 if changes were fee-free

Health and safety on the mind

92%
of consumers trust word-of-mouth recommendations from family & friends

89%
of Americans are more conscious of germs now than before COVID-19

80%
of travellers fear potential quarantine as much as contracting the virus

69%
of travellers cite cleanliness & health measures as a critical component of travel brands' crisis response

Digital technologies are on the rise...



69%
of people who used videoconferencing for the first time during COVID-19 expect to continue



66%
of consumers are using less cash and moving toward more contactless solutions



45%
of air travel passengers are ready to shed their paper passports for digital identities



44%
of travellers increased their time spent browsing social media during COVID-19

Environment



of consumers say they are thinking more about the environment since COVID-19



8% decrease in global CO2 emissions expected for 2020

Wildlife



of conservationists have been negatively impacted by COVID-19



50% drop in conservation jobs compared to normal levels

Equality



global cities held anti-racism protests inspired by George Floyd



1,785% spike in Yelp searches for black-owned businesses

Employment



Job losses revised to 61 million.⁴

global Travel & Tourism jobs are estimated to be lost during the pandemic



68% of the Travel & Tourism workforce requires re-skilling

⁴ Travel & Tourism Economic Impact Report, WTTC, 2021.

⁵ To Recovery & Beyond: The Future of Travel & Tourism in the Wake of Covid-19, WTTC, September 2020.



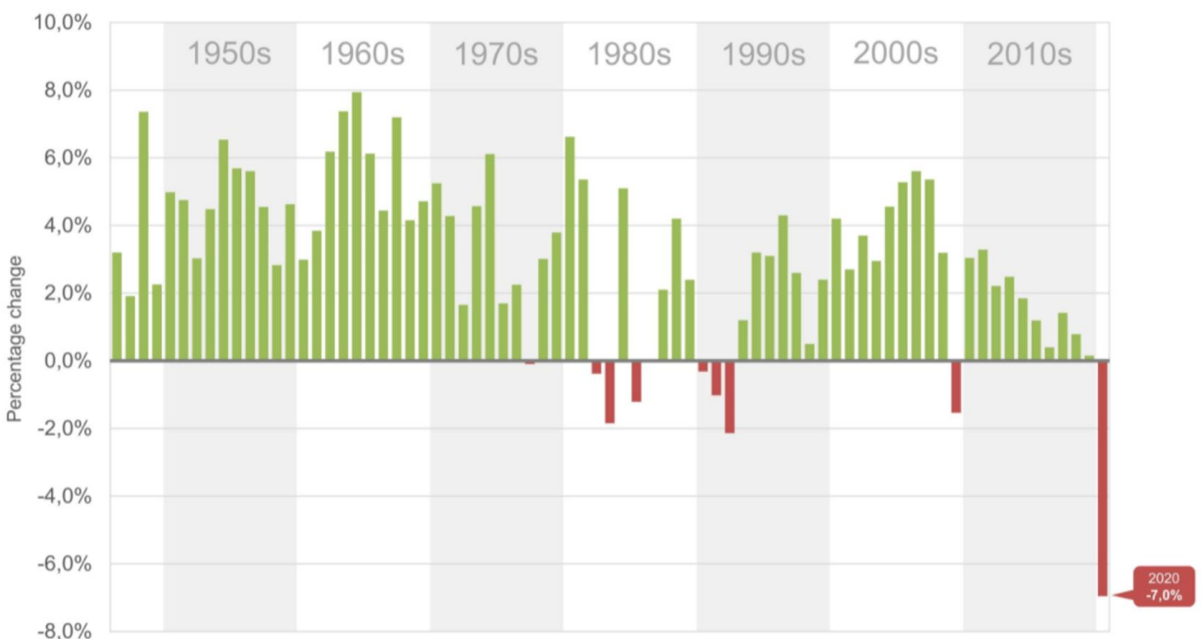
**SOUTH
AFRICAN
ECONOMY**

The outbreak of the COVID-19 pandemic had a significant and devastating impact on the South African economy. On the 16th of March, President Ramaphosa announced measures to combat the spread of the disease. Hence, the pandemic’s impact was mostly felt in the first and second quarters when lockdown restrictions were at their highest. Although positive growth was recorded in Q3 and Q4, this was insufficient to offset the negative growth and overall 2020 annual GDP decreased by 7%. This is the biggest fall in economic activity South Africa has known since 1946. In real terms, SA’s economy is now about the same size as it was in 2012 (constant 2010 prices). Adjusting for inflation, SA’s GDP per capita decreased in 2020 to less than ZAR 50,000 per person, a level last seen in 2005. During other periods of major economic downturn, the 1992 global economic downturn, and the 2008/09 global financial crisis, South Africa’s economy shrank by 2% and 1.5% respectively. The only sector to escape Covid-19’s dramatic effects was SA’s agriculture, expanding production by 13%.⁷

South Africa’s tourism industry on the other hand, has suffered a major blow in 2020. It has been estimated since 2016⁸, that SA’s tourism industry contributes around 3% of GDP, employs more than 720,000 persons, representing at least 4.5% of the workforce.¹⁰ Measures introduced in March 2020 in order to reduce and monitor travellers, as well as a travel ban on high-risk countries, had led to the closure of 35 land border posts and 2 sea ports (out of 53 and 8 respectively). The Level 5 (hard) lockdown measures introduced by President Ramaphosa on the 26th of March, resulted in tourism numbers plummeting for both inbound and outbound travellers. All in all, South Africa did not receive visitors for six months from April to September 2020. Considering the half-year long lockdown, the reduced travel in the months to follow, as well as global indicators for the pandemic’s devastating economic effects, it can be safely and sadly estimated that South Africa’s tourism industry could have been halved by the pandemic.¹⁰

The South African economy contracted by 7.0% in 2020, the largest annual decrease in GDP since the end of World War II⁷

Annual growth, constant 2010 prices



Sources: South African Reserve Bank Stats SA, Gross domestic product (GDP), 4th quarter 2020

⁷ GDP: Quantifying South Africa’s Economic Performance in 2020, Statistics SA, 9th March 2021.

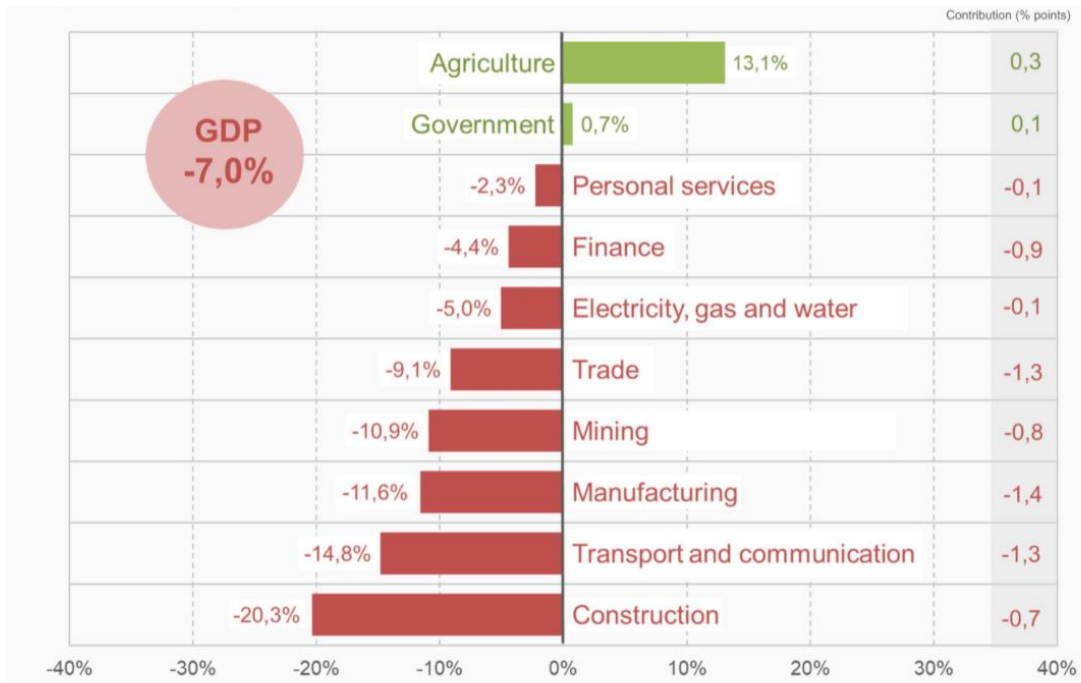
⁸ How Important is Tourism to the South African Economy? Statistics SA, 26th March 2008.

⁹ Tourism Trends and Policies 2020, OECD.

¹⁰ Tourism 2020, Statistics SA, 29th April 2021.

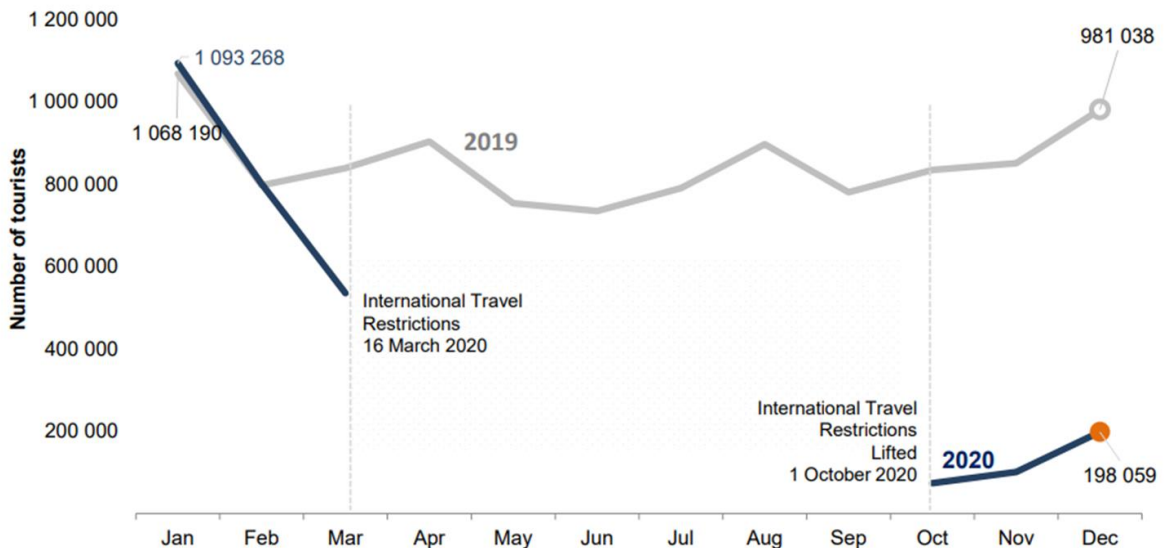
Eight of the ten industries recorded decreased economic activity in 2020⁷

Industry growth in 2020 compared with 2019



Source: Gross domestic product (GDP), 4th quarter 2020

Number of Tourists by Month and Year of Travel, 2019-2020¹⁰



Sources:

⁷ GDP: Quantifying South Africa's Economic Performance in 2020, Statistics SA, 9th March 2021.

¹⁰ Tourism 2020, Statistics SA, 29th April 2021.

A photograph of a grey safari vehicle with a tan canvas roof, parked in a savanna landscape. Several tourists are visible inside the vehicle, some looking out and others taking photos. In the background, there is a single acacia tree with purple flowers and a black bull standing in the grass. The sky is blue with scattered white clouds.

INTERNATIONAL TOURISM PERFORMANCE

SUMMARY OF KEY FINDINGS



There were **2.8 million international tourist** arrivals

recorded in 2021. This was -72.4% below what was achieved in 2019 and is due to the Covid-19 epidemic. The 6 months' long lockdown between the months of April and September 2021 and quarantines imposed on travellers thereafter, meant SA welcomed fewer tourists than ever before.



The revenue generated was -72.5% than in 2019 and amounted to an estimated **22.3 billion Rand in foreign expenditure.**

The largest item continues to be personal shopping (25.3%) and food (17.3%). Accommodation amounts to 15.1% of spend as South Africa is a major VFR (visiting friends and family) market (41.1%).



International tourists stayed on average 11.0 nights

in the country resulting in a total of 34.9 million bednights. Of course this too was much lower than in 2019 (-68.9%). Length of stay remained largely unaffected by the epidemic. Staying with friends and relatives continues to be the largest accommodation type (58.7%) due to SA being a major VFR market.

International tourist arrivals in SA reached 2.8 million in 2020 with the decline of -72.4% being due to covid-19 and the consequent lockdown. Africa continues to be the largest source continent with 76.3% of tourist arrivals. Europe is the second largest source with 15.9%. American and Asian tourists amount to 4.3% and 2.0% respectively.

Main purpose outlines four main tourist segments the first being that of SADC visitors (73.4% of tourist arrivals) mostly entering for VFR purposes (47.2%). The second segment includes Europeans and Americans arriving in SA mainly for holiday purposes -57.8% and 55.3% respectively. The third segment is of African Air and Asian visitors (5.4% of tourist arrivals) with business motivations being at their highest here. The last segment is very small and constitutes Australasians and visitors from the Middle East (1.3% of tourist arrivals).

Purpose of visit shows that most of the young visitors (18-24 years) report VFR to be their main reason. VFR's share declines as age increases. Hence, holiday is at its highest amongst 60+ and 51-60 year old's contributing 58.3% and 29.6% of motivations respectively.

The epidemic has impacted spend as well, the latter falling by -72.5% only to reach ZAR 22.3 billion. All expenditure categories decreased with similar decline levels of around 75%.

The average length of stay is 11.0 nights. Since most of SA's travel is for VFR, Staying with Friends and Family is still first and foremost on the accommodation list.

Due to travel restrictions imposed by the epidemic, SA's geographic spread index (the share of tourists that travel to two or more provinces) has gone down to 12.0%

International tourists' satisfaction rating is 4.5 (out of 5). Americans give the highest score for their time in SA (4.7). Satisfaction levels show African visitors to be the least satisfied with African visitors arriving by air scoring SA the lowest with a 4.3.

*VFR being Visiting Friends and Family.

KEY PERFORMANCE INDICATORS

**INTERNATIONAL
TOURIST ARRIVALS**



2.8 MILLION

-72.4% ▼

**TOTAL FOREIGN
DIRECT SPEND**



ZAR 22.3 BILLION

-72.5% ▼

**LENGTH
OF STAY**



11.0 NIGHTS

-4.1% ▼

**TOTAL
BED-NIGHTS**



34.9 MILLION

-68.9% ▼

**GEOGRAPHIC
SPREAD**



12.1%

-7.6% ▼

**SATISFACTION
RATING**



4.5

0.0

*Seasonality Index is not relevant due to the 6-months' lockdown.

**Unless otherwise indicated growth figures are versus the previous year.

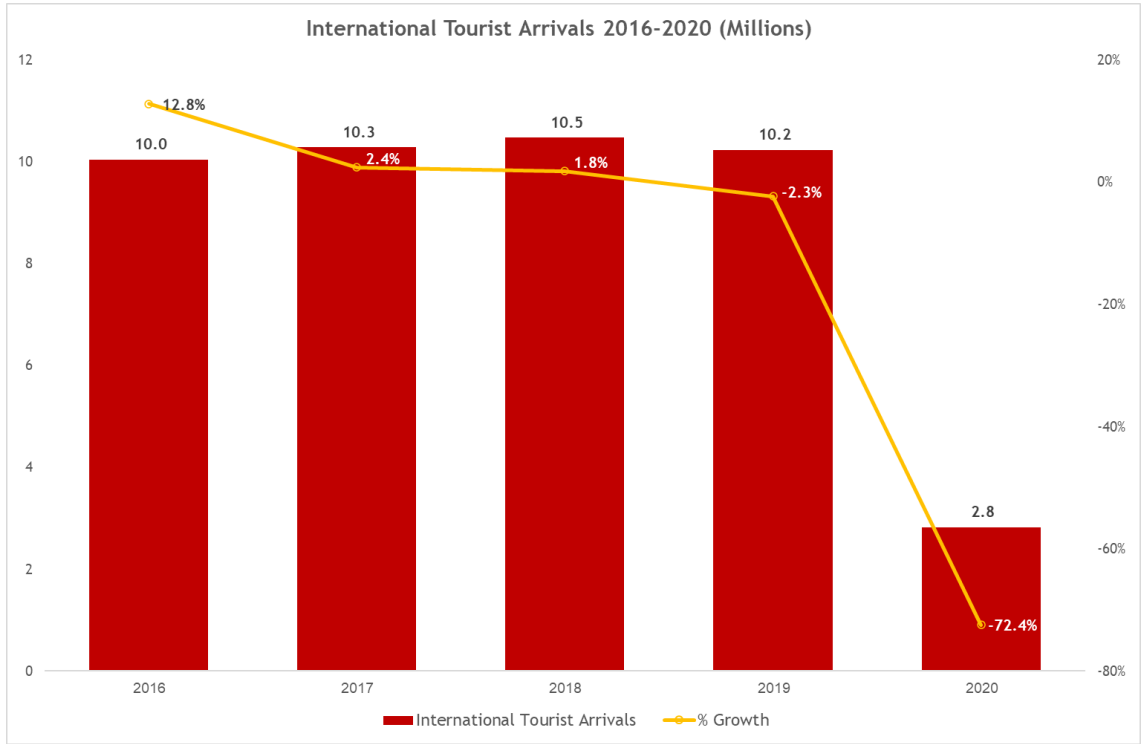
INTERNATIONAL TOURIST ARRIVALS



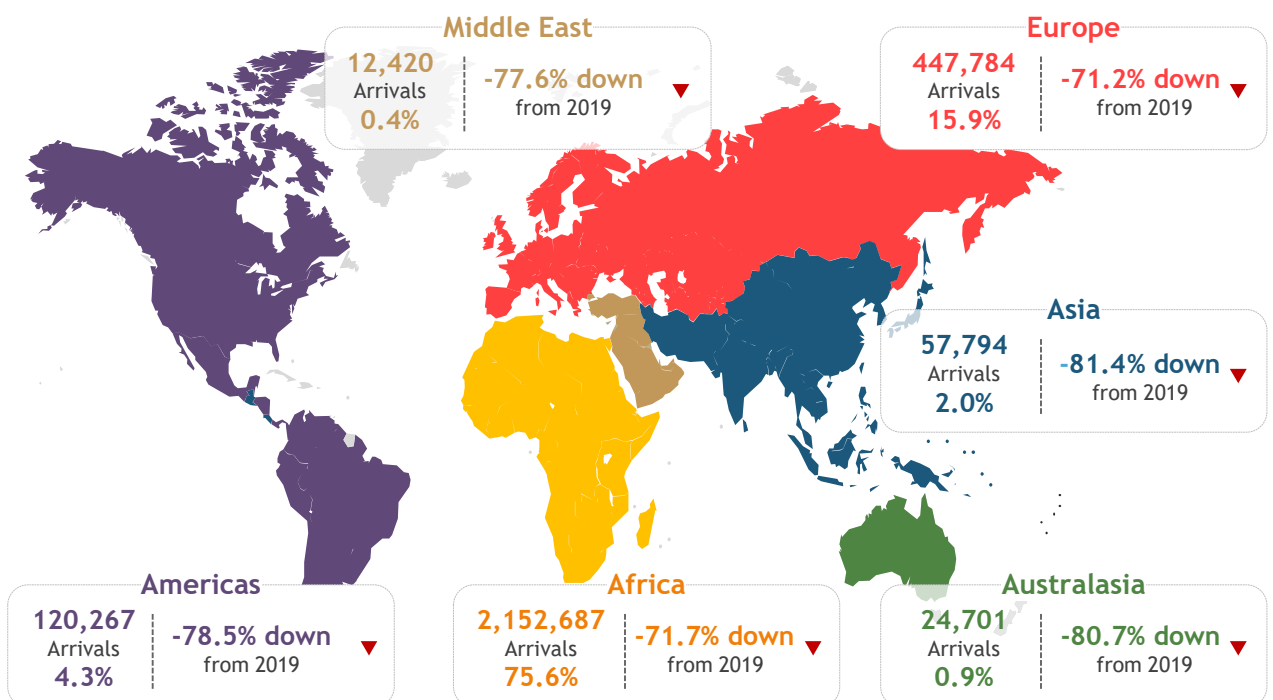
2.8 MILLION

-72.4% ▼

International tourist arrivals to South Africa reached 2.8 million in 2020. This drastic decline of -72.4% was due to covid-19's global and SA's own travel restrictions and lockdown (April-September). Africa continues to be the largest source continent with 76.3% of all tourist arrivals, mainly coming in by land (72.2%). Europe is the second largest source with 15.9%.



International Tourist Arrivals 2020 (Actual, Share & Growth)



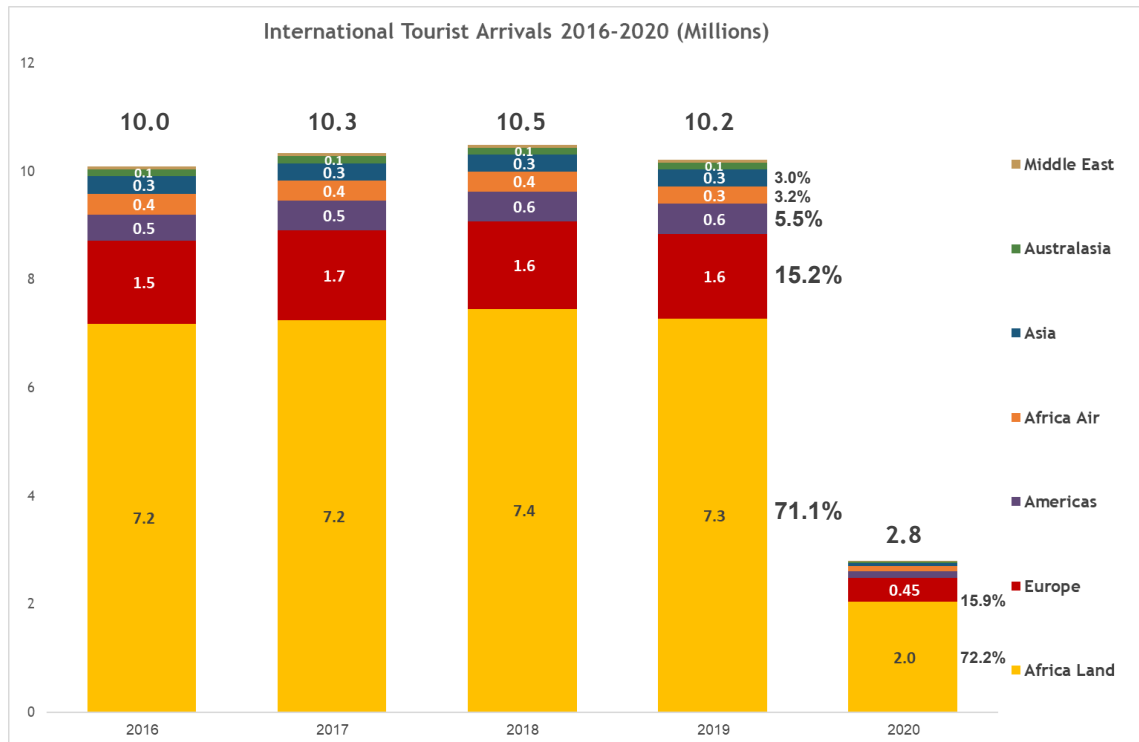
INTERNATIONAL TOURIST ARRIVALS



2.8 MILLION

-72.4%

The geographic distribution of tourist arrivals shows the overwhelming majority of African tourist arrivals are made by land. This is true both for 2019 (71.1%) and 2020 (72.2%). The rest of the bulk of tourist arrivals in 2020 continued to be from Europe (15.9%). African land and European tourist arrivals strengthened their share slightly in 2020 due to Covid-19's impact especially in the Americas and Asia, these going down to 4.3% and 2.0% respectively.



PURPOSE OF VISIT

In 2020, visiting friends and family (VFR) remained the largest reason for visiting SA with a total of 41.1% of respondents reporting this to be their main reason for visiting SA. Holiday remained the second largest motivation but to a much lesser extent than in 2019 with only 16.4% of respondents choosing this as their reason. Of course this is due to Covid-19 impact on travel behaviour whereby travel was restricted and avoided by many. Important to note that prior to Covid-19, Holiday as a motivation for visiting SA had been on the increase since 2015 when it was reported to be at its lowest level of 17.0%.

Other motivations such as Personal Shopping has remained relatively stable with 12.3%. However, Business Shopping has increased its share significantly to 12.1%. These are clear effects of Covid-19 on travel patterns as well. Business Travel and MICE visitors each amounted to 3.9%. These are similar levels to the previous year. It's also key to note that MICE travel has been declining since 2015 when it was at its all time high of 11.5%.

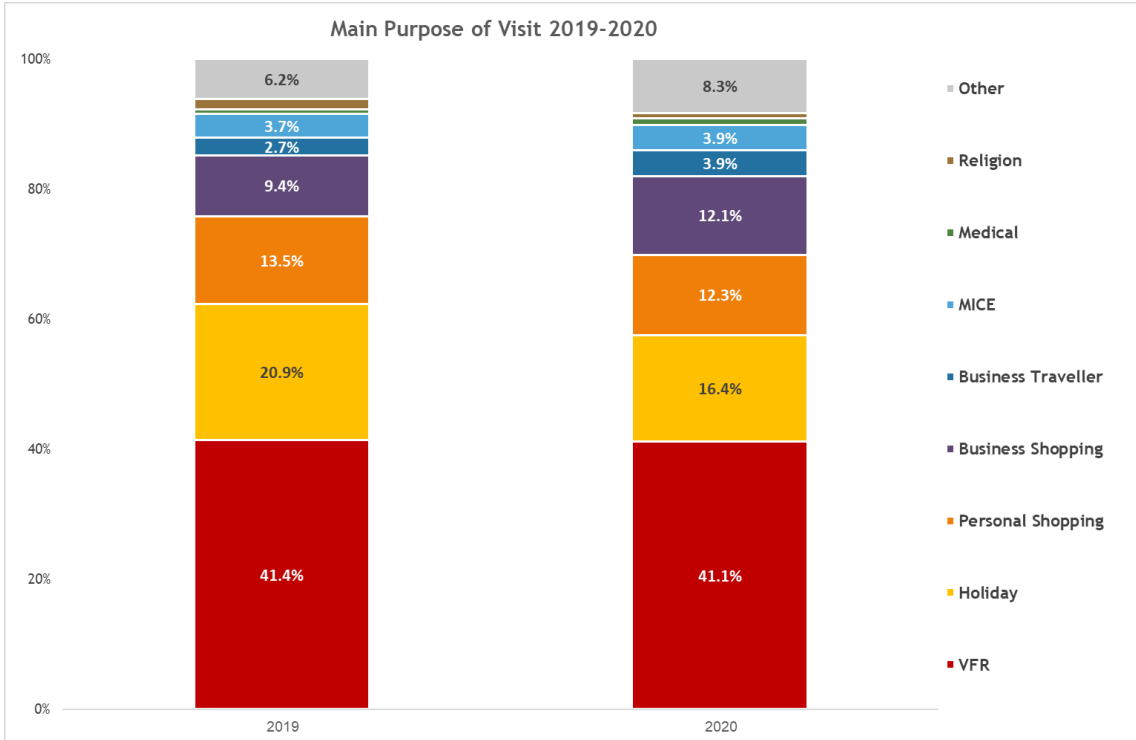
“What attracted you to South Africa?” reveals similar patterns to main purpose. VFR is first as well with 40.0% of responses; Experiencing a different country 19.9%; and Pricing/variety/availability of merchandise with 22.0% of mentions. These mirror main purpose's VFR 41.1%, Holiday 16.4% and Personal & Business Shopping 12.3% and 12.1% of responses respectively.

INTERNATIONAL TOURIST ARRIVALS

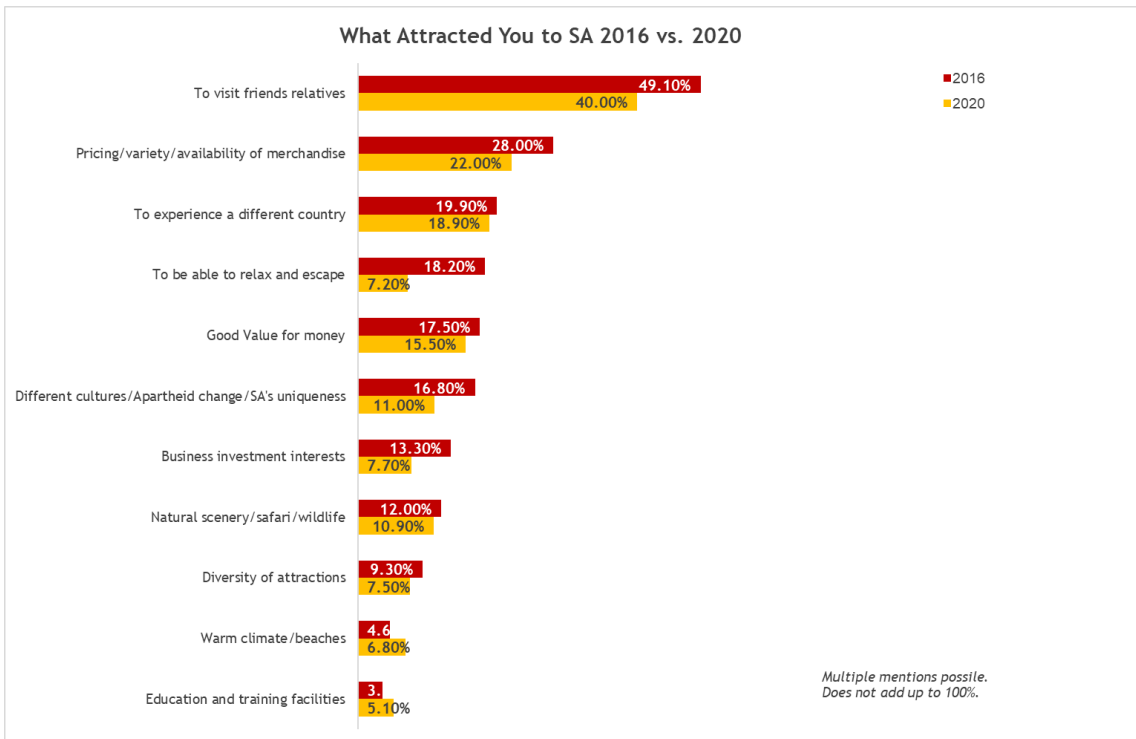


2.8 MILLION

-72.4%



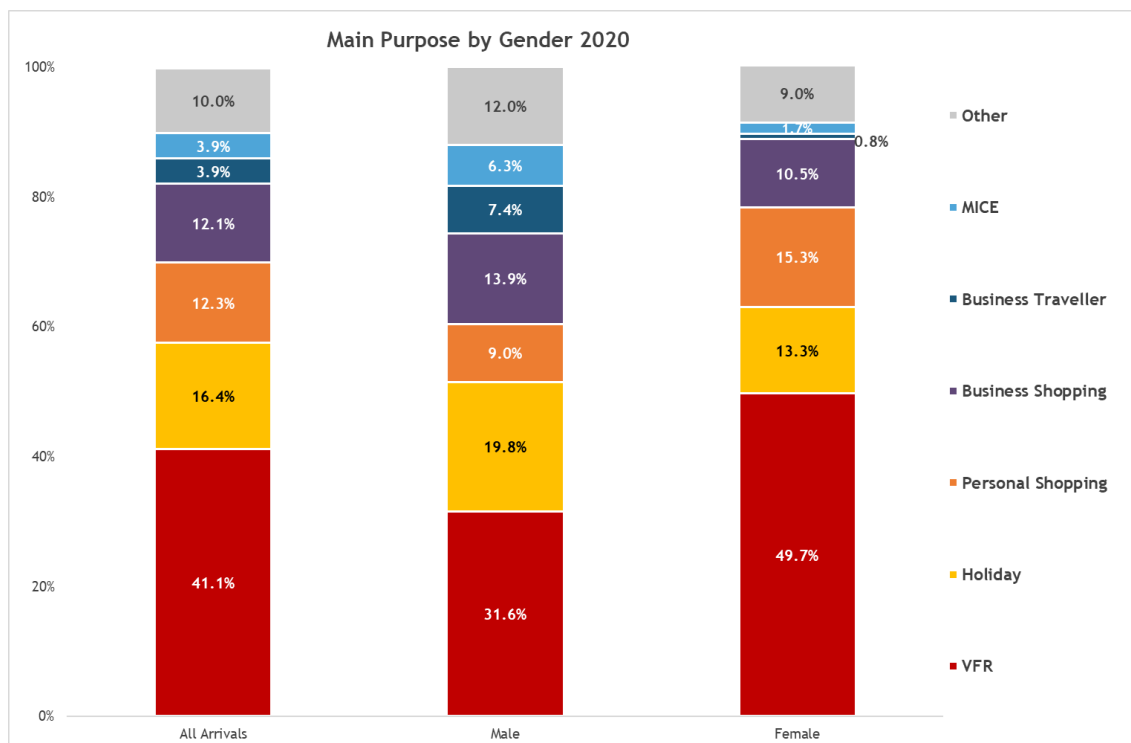
Beyond VFR's clear dominance of responses to the question 'What attracted you to SA?', these reveal the importance of South Africa's good shopping opportunities both in terms of variety and availability with this accounting for 22% of responses in 2020; the possibility to experience a different country 18.9%; and South Africa's generally good value for money, with 17.5% of responses.



*VFR stands for Visiting Friends and Family, and MICE for Meetings and International Conferences.



Gender analysis shows that male tourists' travel to SA is of a more varied nature than those of women. Amongst women, the number one reason for coming to SA is to visit friends and family (49.7%) whereas for men, there's a larger distribution with VFR accounting for 31.6% whilst holidays are 19.8%. Another key difference between the two is the existence of both business and personal shopping for men, but only personal shopping amongst women.



Age analysis highlights the differences between the regions. Markedly older, 26.8% of Americans and 29.8% of European visitors are over the age of 50 when visiting South Africa. Australasian and African Air travellers are quite evenly distributed across the age brackets. SADC and Asians tourists are markedly younger with 39.8% of SADC and 32.1% of Asia visitors being 18-30 years of age. The corresponding figures for Americans and Europeans are 31.5% and 28.7% respectively. Middle Eastern tourists are evenly spread except for the 41-50 age group which constitutes 20.2% of total arrivals from this region.

Age Group by Region 2020

Age Bracket	All Arrivals	SADC	Africa Air	Australasia	Middle East	Asia	Americas	Europe
18-24 Years	16.3%	17.7%	7.7%	15.4%	8.6%	8.6%	14.5%	11.6%
25-30 Years	20.9%	22.1%	11.6%	14.6%	15.1%	23.5%	17.0%	16.7%
31-34 Years	13.5%	15.0%	10.0%	6.4%	10.1%	10.9%	9.9%	8.0%
35-40 Years	16.7%	18.5%	15.4%	11.0%	8.6%	16.7%	10.4%	9.1%
41-50 Years	15.4%	15.8%	15.7%	15.8%	20.2%	12.9%	12.7%	13.7%
51-60 Years	6.9%	4.9%	8.3%	15.9%	8.8%	7.5%	11.7%	15.0%
60+ Years	4.1%	1.3%	3.2%	15.8%	9.9%	5.7%	15.1%	14.8%

*VFR and MICE being Visiting Friends and Family, and Meetings and International Conferences.

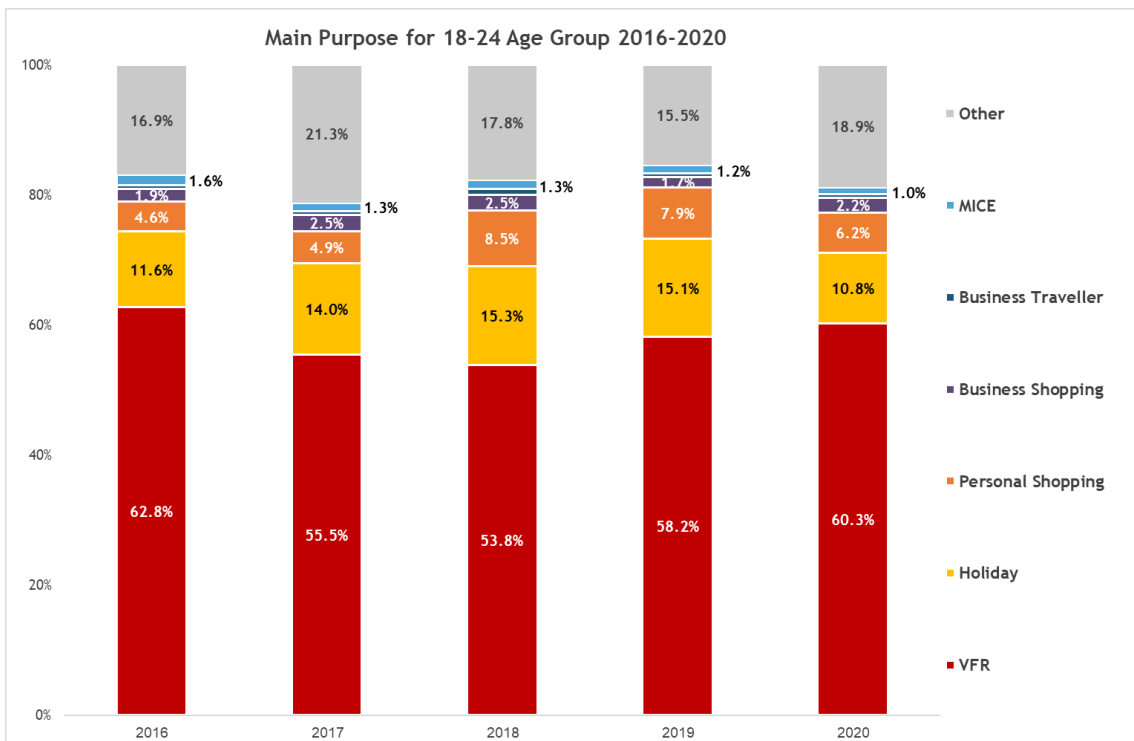
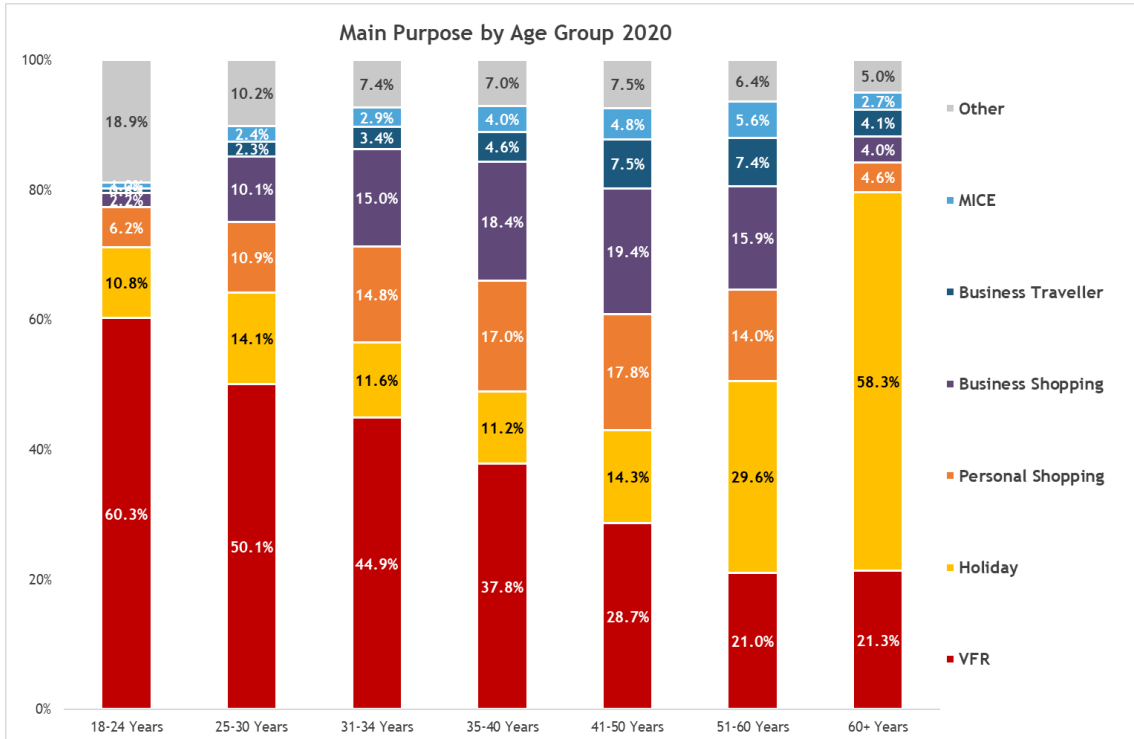
INTERNATIONAL TOURIST ARRIVALS



2.8 MILLION

-72.4%

Pivoting purpose with age shows that the majority (60.3%) of young visitors (18-24), report VFR to be their main reason. VFR's share steadily declines as age increases only to reach 21.3% amongst the elderly visiting South Africa. In turn, Holiday as a reason is at its highest amongst 60+ and 51-60 year old's contributing 58.3% and 29.6% of motivations in each age group respectively. Purpose over the years reveals that for 18-24 year old's, 2020 marks the almost full return to VFR 2016's high levels.



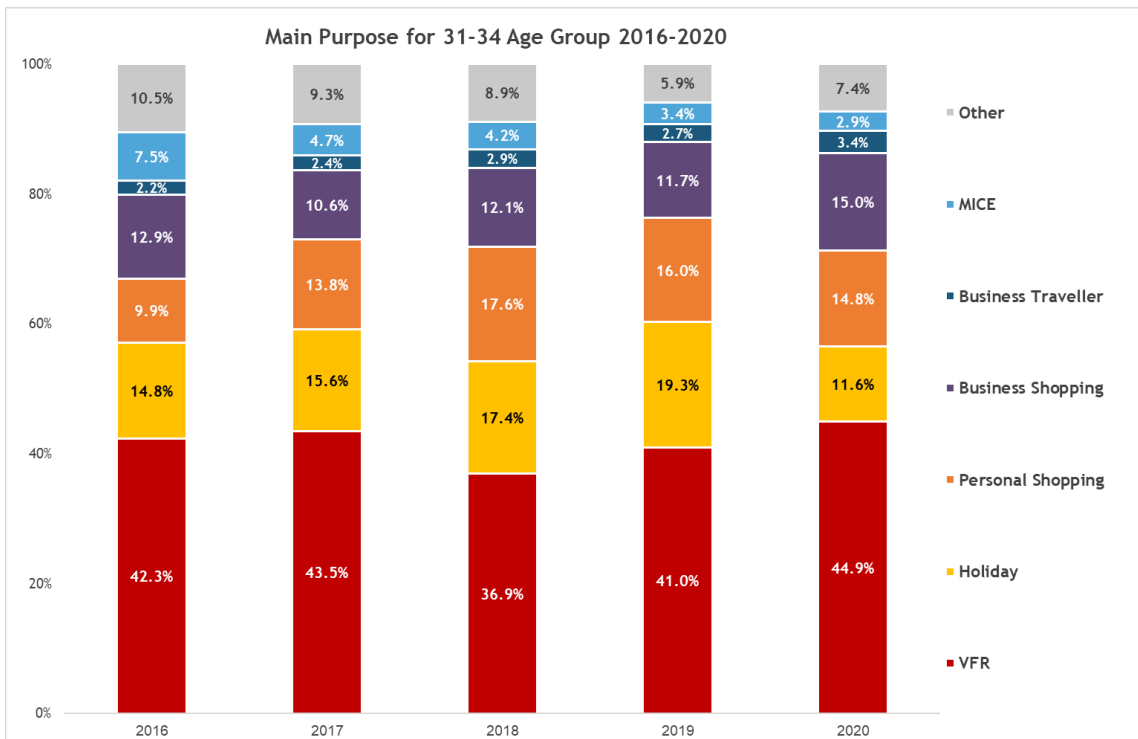
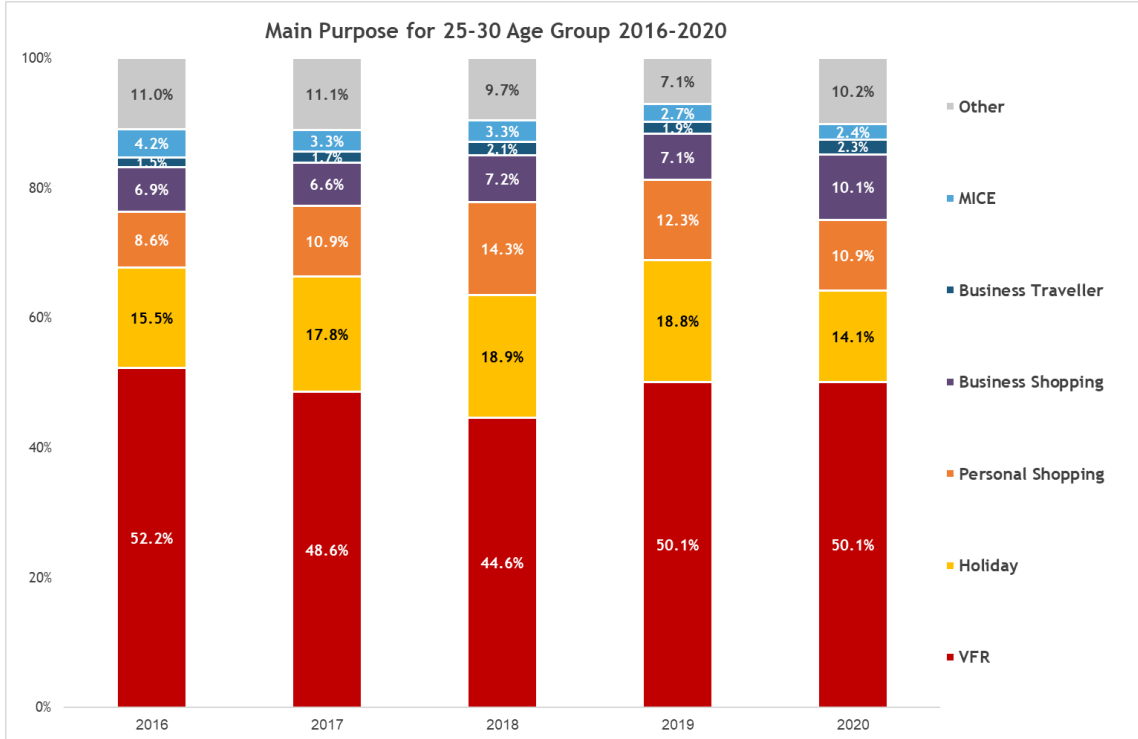
INTERNATIONAL TOURIST ARRIVALS



2.8 MILLION

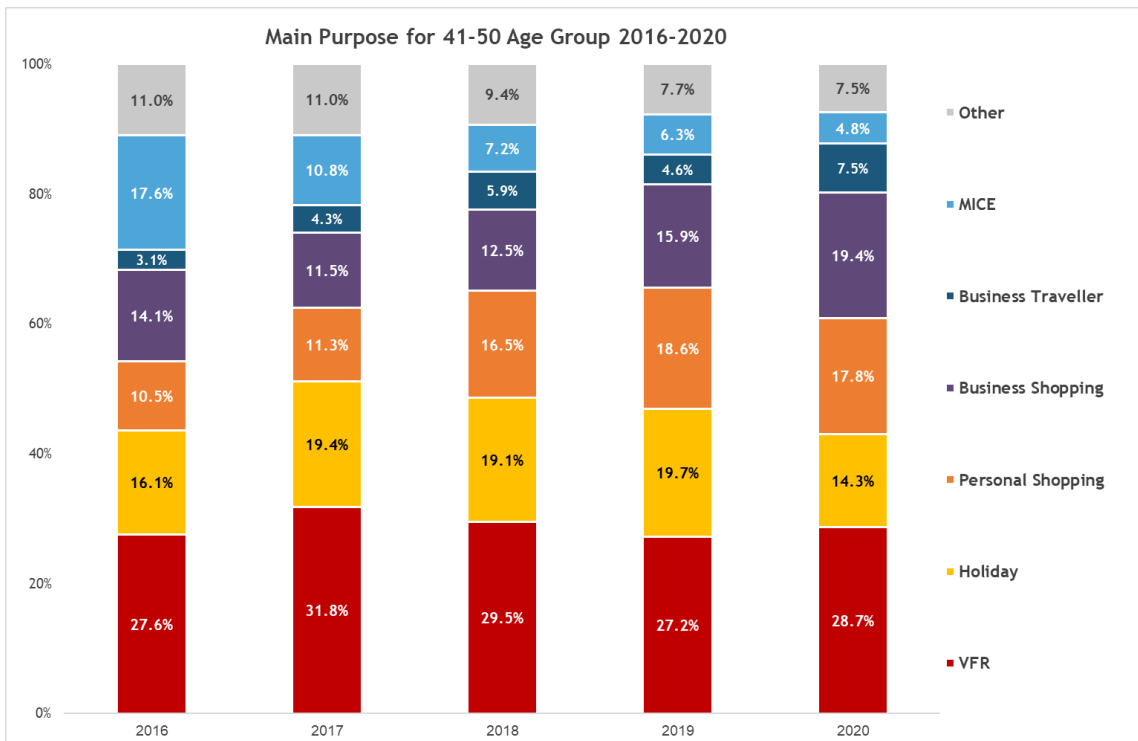
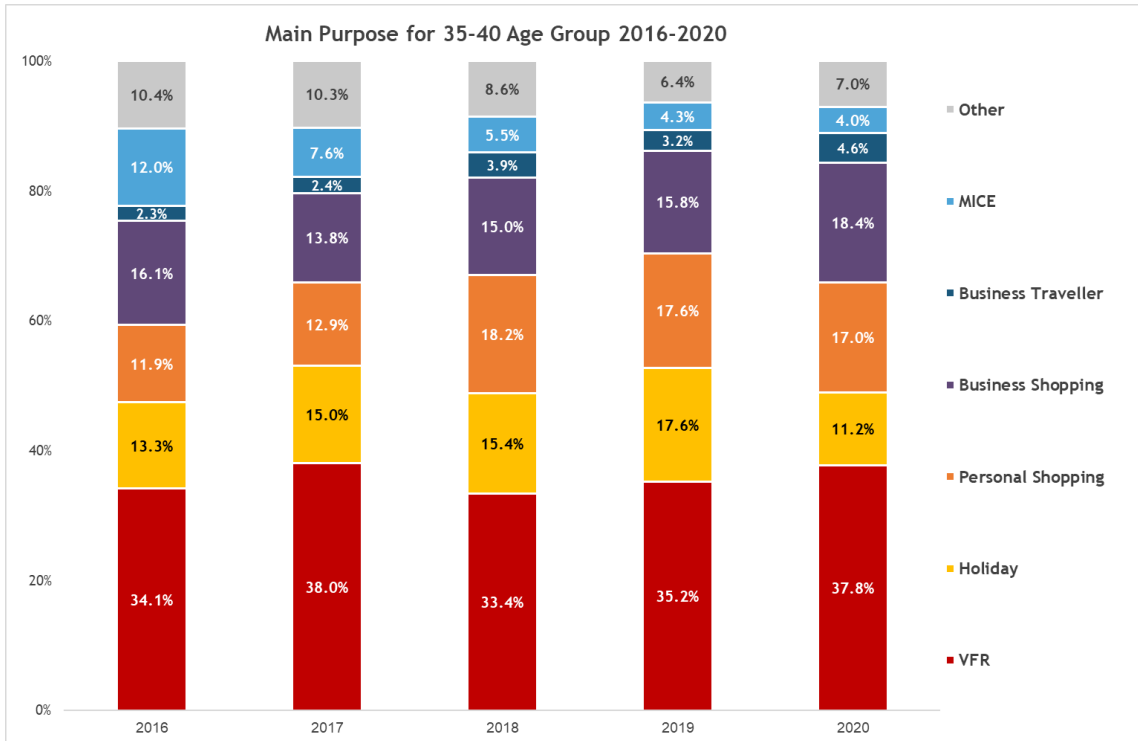
-72.4%

The 25-30 and 31-34 age groups is where shopping for personal and business purposes becomes more evident and VFR begins to go down. Also on the rise in these two groups is holiday incidence. Over the years there have been no dramatic shifts in terms of purpose for these two groups except for the rise of VFR almost completely back to 2016 levels as is evidenced amongst the youngest group (18-24), as well as the decline of MICE as the purpose of travel amongst 31-34 year old's.





Patterns evidenced in younger age groups become more pronounced amongst 35-40 and especially 41-50 year old's where business travel is much more prominent either in the form of business shopping, general business or MICE. The decline in MICE is most evident in the 41-50 group where a dramatic shift from 17.6% accounting for MICE to 4.8% in 2020. The reduced importance of VFR is present in both groups although it still amounts to 37.8% and 28.7% of travel amongst 35-40 and 41-50 year old's in 2020.



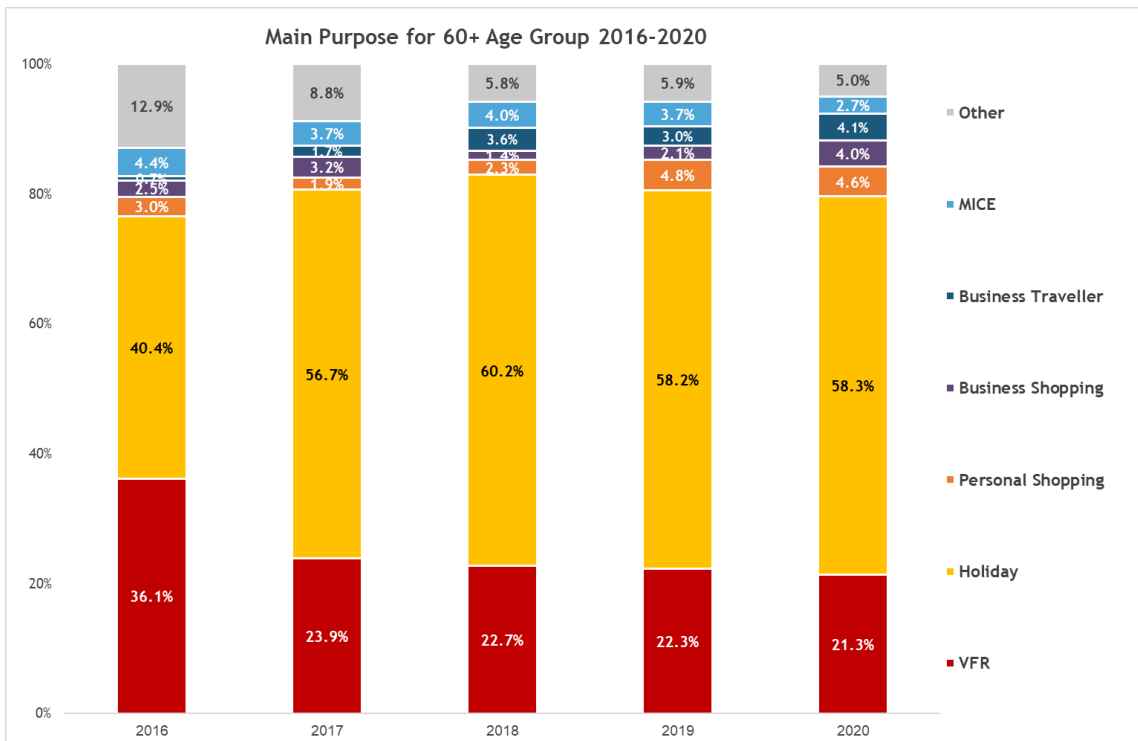
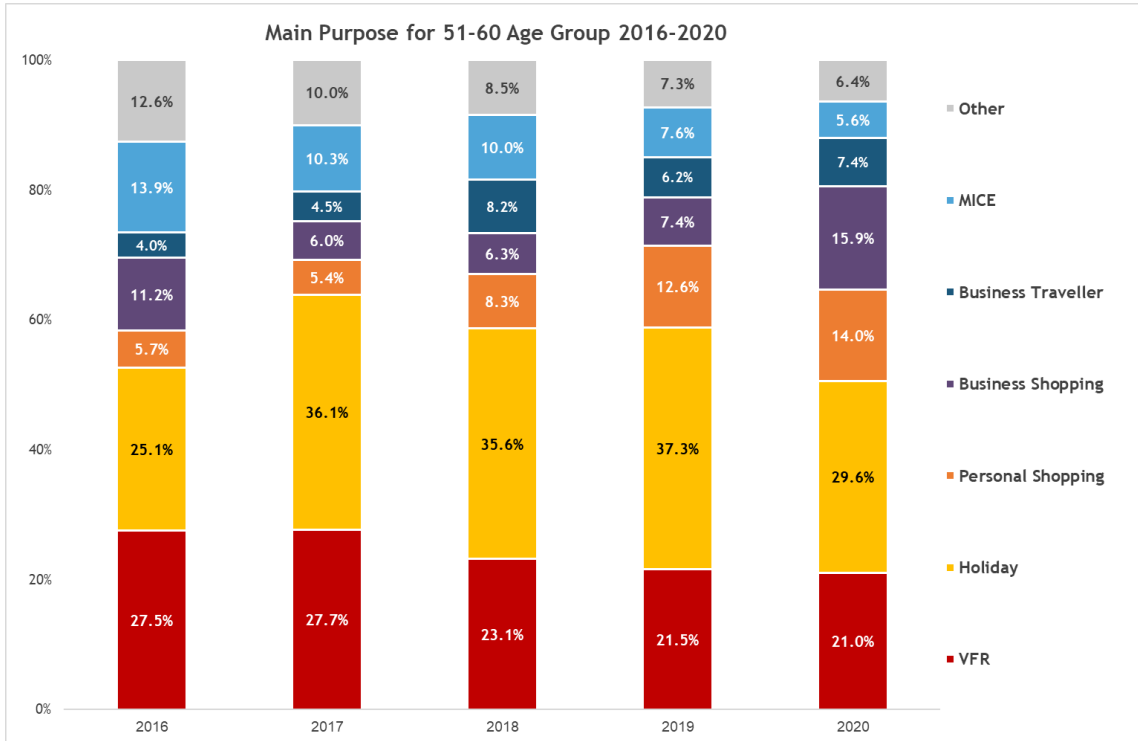
INTERNATIONAL TOURIST ARRIVALS



2.8 MILLION

-72.4%

The oldest age groups are where differences from the young are extremely evident with holiday accounting for 58.3% of 60+ travel and 29.6% of 51-60 year old's. Whereas business travel of all kinds is present amongst 51-60 year old's, it is almost non-existent amongst those over the age of 60 as can be expected. The decline of MICE is also present amongst 51-60 year old's. Interesting to note the increased presence of business shopping in this group as well over the years.



INTERNATIONAL TOURIST ARRIVALS



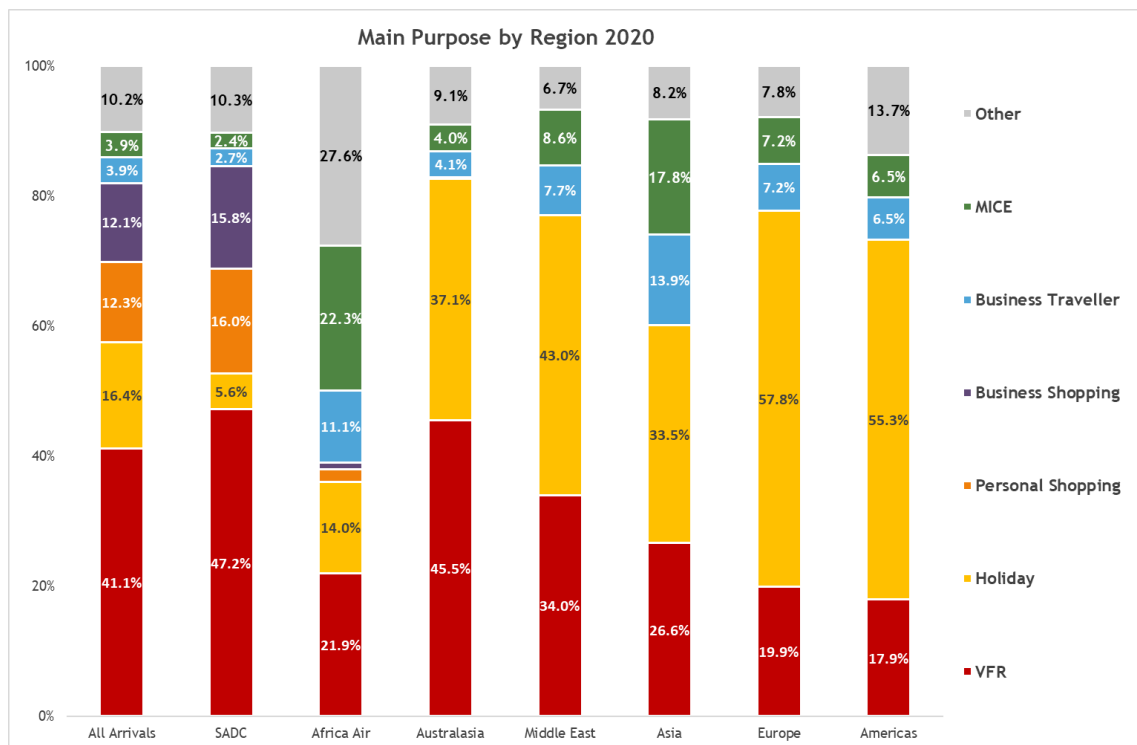
2.8 MILLION

-72.4%

Main purpose, when pivoted with region (visitor's origin), reveals the starkest differences and outlines four main segments for South Africa's international tourism. First and foremost is that of SADC visitors (73.4% of tourist arrivals) mostly entering for VFR purposes (47.2%) but also for personal shopping (16.0%) and business shopping (15.8%). The second segment includes Europeans and Americans arriving in SA mainly for holiday purposes -57.8% and 55.3% respectively, their business interests being very small (14.4% and 13.0% respectively).

The third segment is that of African Air and Asian visitors (5.4% of tourist arrivals) with these two regions having much more varied travel purposes with business motivations being at their highest levels here. Business travellers makes up 11.1% and 13.9% of African Air and Asian visitors. Another 22.3% of African Air and 17.8% of Asian visitors arrive in SA for MICE.

The fourth and smallest segment is that Australasian and Middle Eastern travellers (1.3% of tourist arrivals). Answers to main purpose indicate clearly that these are South Africans living abroad coming to visit their friends and family. The second highest share of VFR (45.5%) is amongst Australasian visitors and for Middle Eastern visitors it's the third highest (34.0%). However, these two source regions are more of a 'mixed-bag' having a sizeable share of holiday makers (37.1% and 43.0%) respectively.



Repeat rate analysis on the next page shows that an overwhelming share of SA's international tourists were repeat visitors in 2020 (84.8%) as was also the case in 2016 (15.2%). First timers constituted 15.2% in 2020 and 14.7% in 2016.

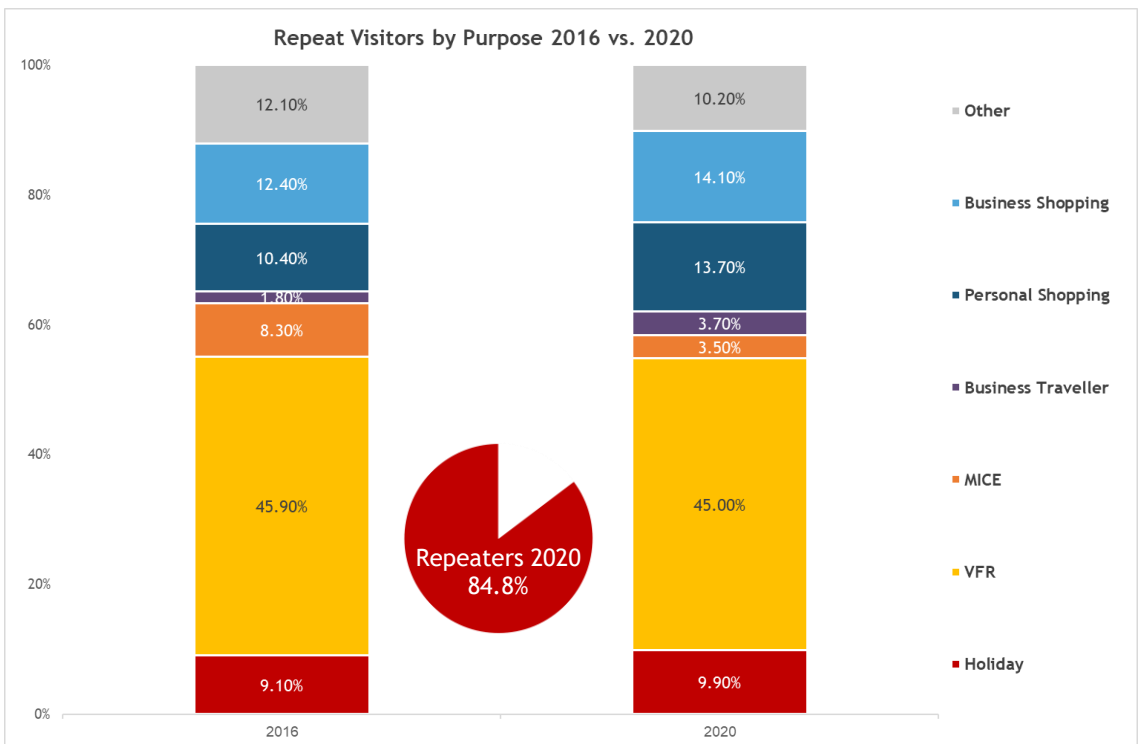
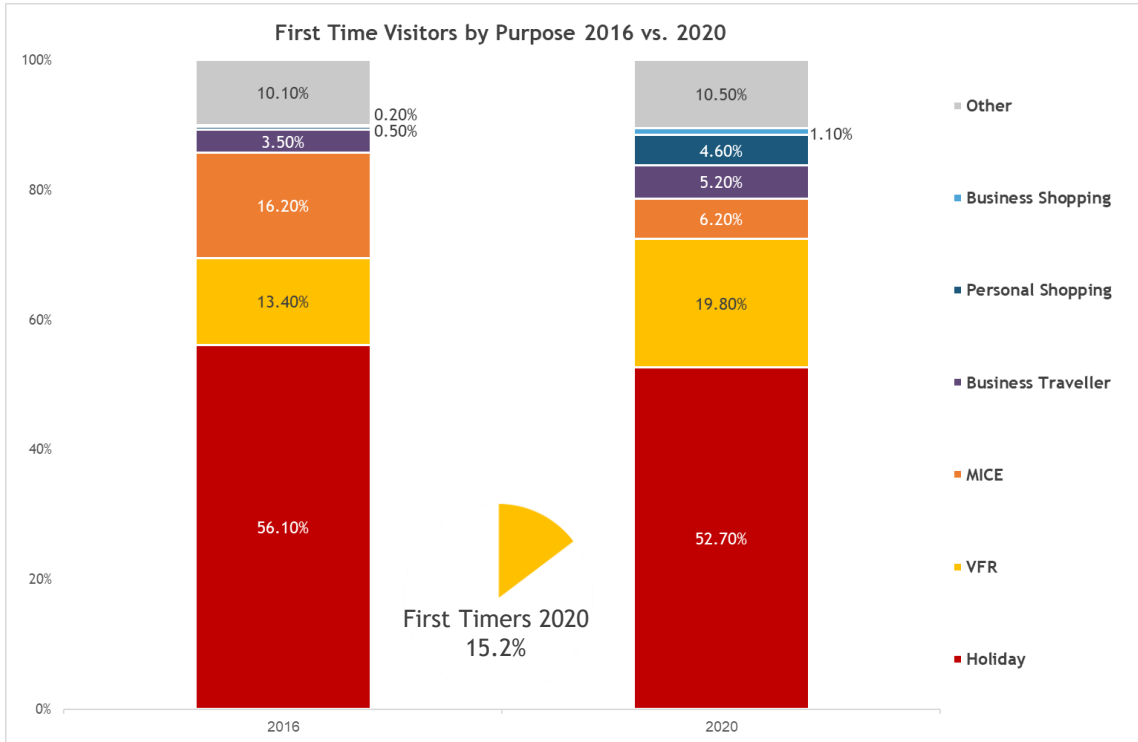
INTERNATIONAL TOURIST ARRIVALS



2.8 MILLION

-72.4%

First timers are mainly holiday makers (52.7%) as well as VFR tourists (19.8%) whereas the situation is reversed for repeaters with 45.0% for VFR and a minority (9.9%) on holiday. Visiting for shopping purposes whether business or personal, also constitute a large chunk of repeat visitors. Hence, the higher the share of holiday makers, the lower the repeat rate. Or conversely, the higher VFR's share, the higher the repeat rate.



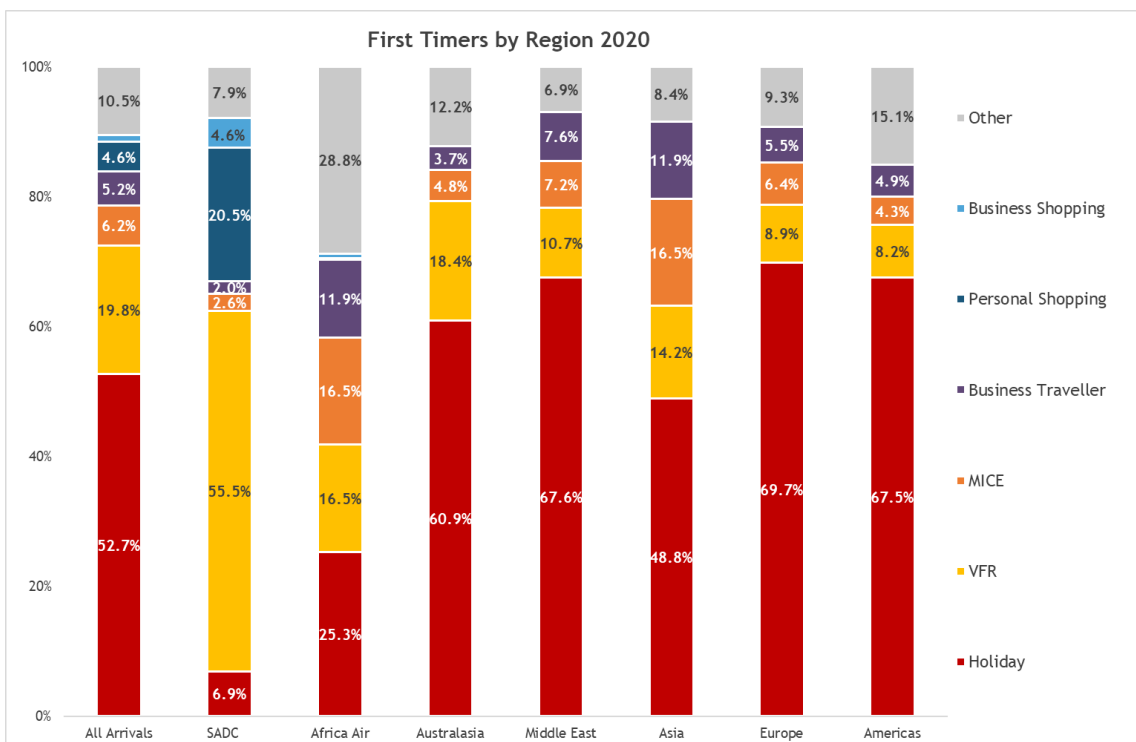
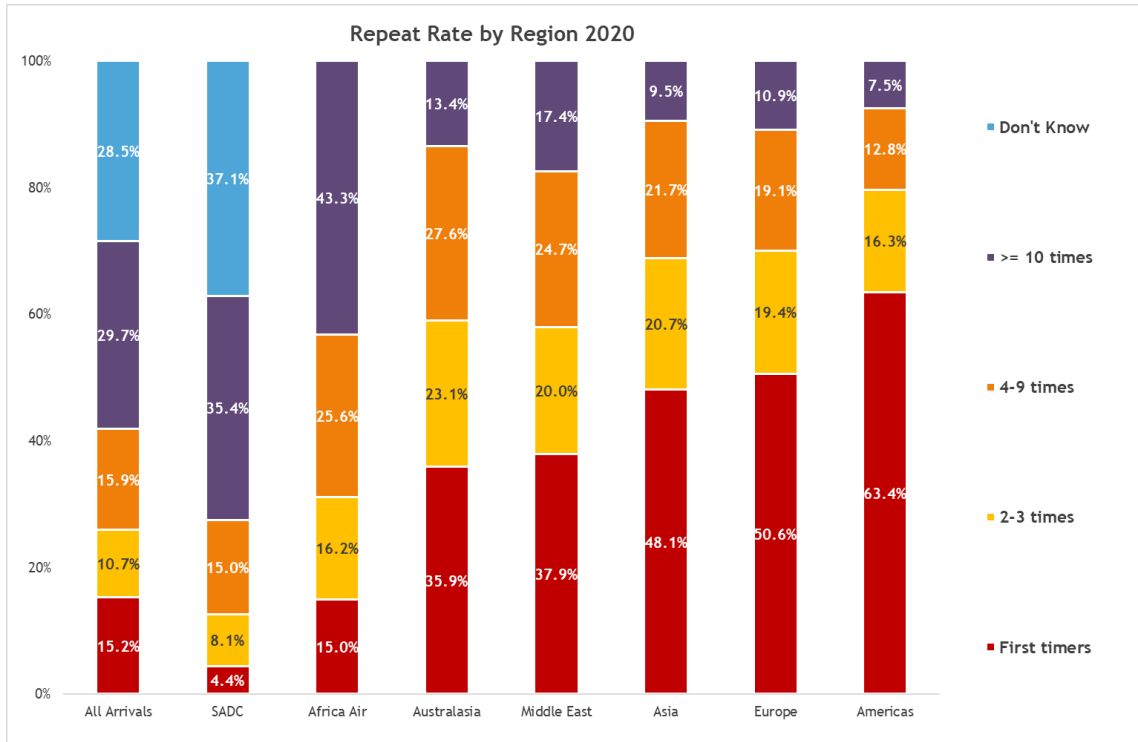
INTERNATIONAL TOURIST ARRIVALS



2.8 MILLION

-72.4%

Repeat rates crossed with regions show that 35.4% of SADC visitors entered SA ten times or more with another 37.1% stating they cannot recollect how many times. African Air travellers are also frequent visitors with 43.3% having been 10 or more times. First timers from Europe, America, Australasia and the Middle East arrive in SA mainly for holiday. Asian and African Air first time visitors arrive for many other reasons other than holiday.



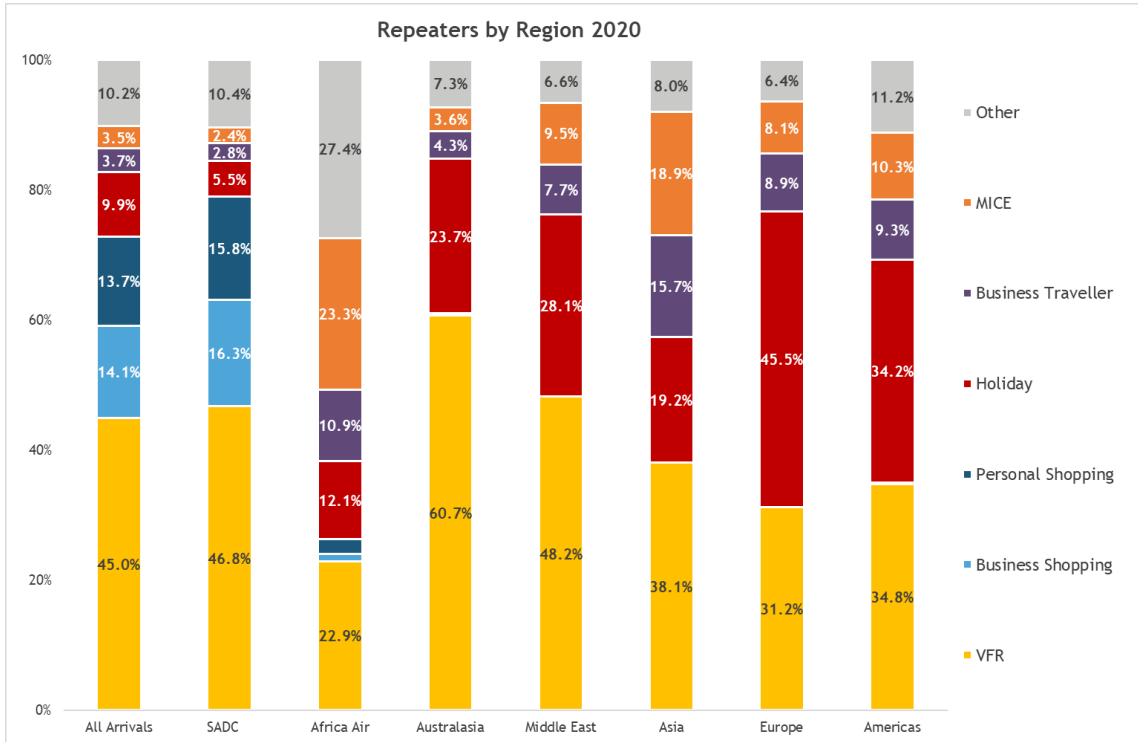
INTERNATIONAL TOURIST ARRIVALS



2.8 MILLION

-72.4%

Repeaters are clearly coming to South Africa to visit friends and family and are drawn mainly from SADC, Australasia, the Middle East and Asia. These are regions are known for either having their citizens living in SA or having SA expat's living abroad. Repeat holiday makers from Europe indicate high satisfaction levels with SA as a destination and serve as a compliment to its tourism industry.



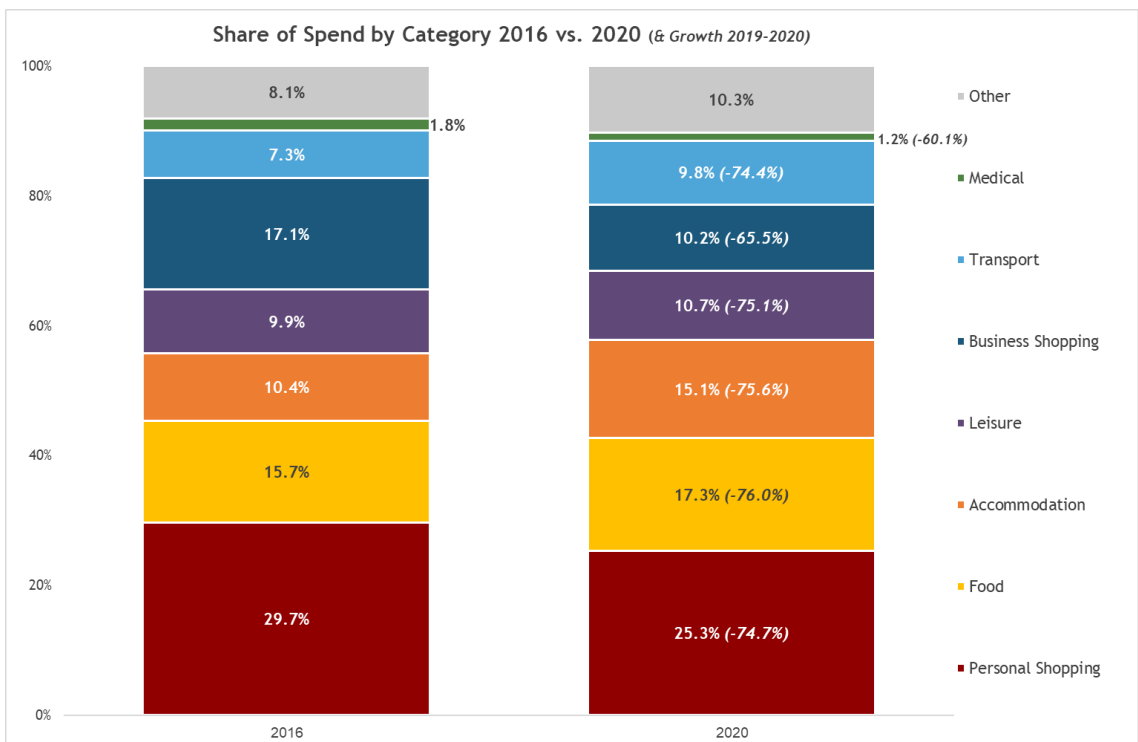
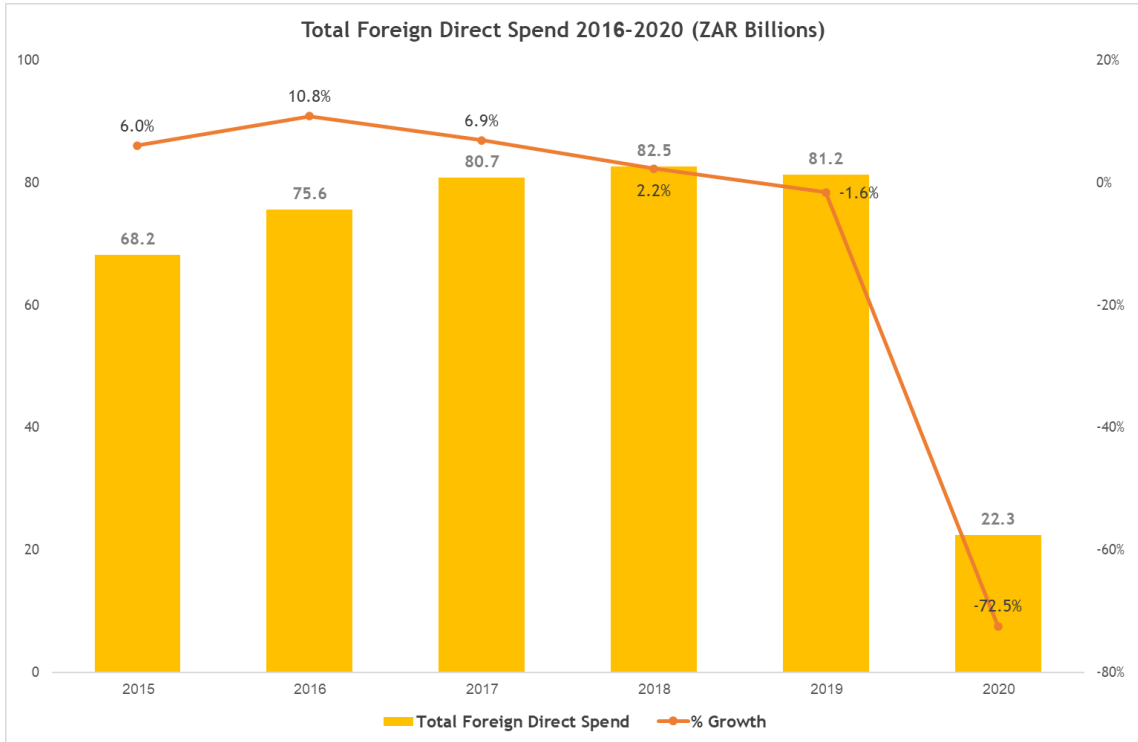
TOTAL FOREIGN DIRECT SPEND



ZAR 22.3 BILLION

-72.5%

The lockdown and the dramatic fall in tourist arrivals have left their mark on total spend as well. Overall, total foreign direct spend fell by -72.5% bringing the total amount spent by foreigners to ZAR 22.3 billion. All categories of expenditure decreased with similar decline levels of around 75%. Transport and medical expenditure suffered the least with respective drops of -65.5% and -60.1%.



TOTAL FOREIGN DIRECT SPEND

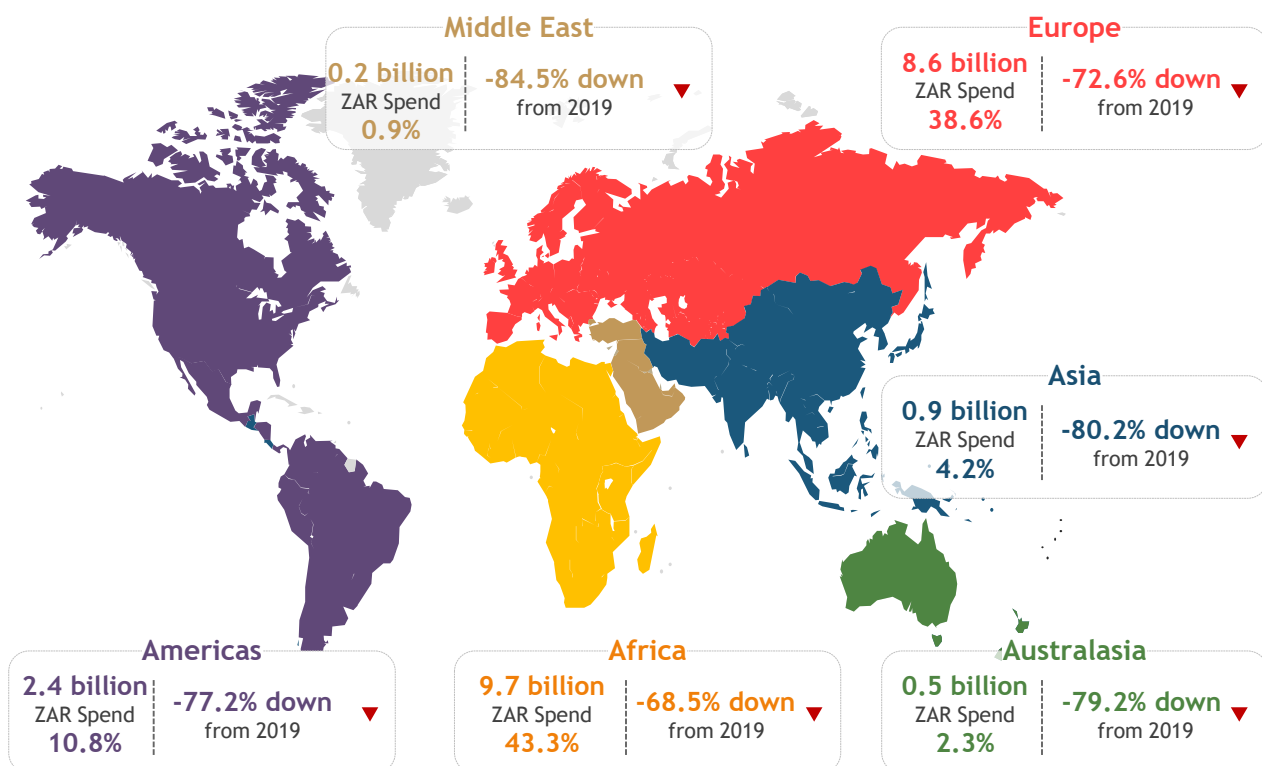


ZAR 22.3 BILLION

-72.5% ▼

Travellers from two regions account for the largest share of spend in SA, the first being Africa with 43.3% of spend and the second being Europe with 38.6% of spend. Of course all regions show dramatic declines due to Covid-19 with Asia's deteriorating the most (-80.2%) and Africa's the least (-68.5%).

Total Foreign Direct Spend by Region 2020
(ZAR Value, Share & Growth)



Total Foreign Direct Spend by Region 2020
(ZAR Value, Share & Growth)

Region	Share of Spend 2020	Spend ZAR billion	% Growth	
			2019-2020	
Africa	43.3%	9.7		-68.5%
SADC	40.3%	9.0		-68.5%
Europe	38.6%	8.6		-72.6%
Americas	10.8%	2.4		-77.2%
Asia	4.2%	0.9		-80.2%
Africa Air	3.0%	0.7		-69.1%
Australasia	2.3%	0.5		-79.2%
Middle East	0.9%	0.2		-84.5%
All Arrivals	100.0%	22.3		-72.5%



As was evidenced on the previous page, contribution to total spend is dramatically different by region. SADC visitors, although they account for 73.4% of tourist arrivals, are responsible for less than half of the spend (40.3%). Previously, in 2016, Africans visiting SA from neighboring SADC countries' expenditure amounted to 46.0% of total spend, but this has been declining since.

This year, in 2020, due to the steeper fall in international tourist arrivals from other regions especially from the Americas and Asia (-78.5%, -81.4%), SADC's share of 40.3% marks an improvement of 5.1% basis points. SADC's improved share is also due to the rise in average spend (below). In sharp contrast, European and American visitors which together make up 20.2% of tourist arrivals, account for 49.4% of the spend. European shares are rising since 2016.

These differences in expenditure emanate mainly from Africa's more limited resources when compared to Europe and the Americas but is also due to the very different nature of travel from Africa. When looking at average spend per person analysis (on the right), the differences between the regions are dramatic. Whereas a SADC visitor spends on average ZAR 4,435, the American spends ZAR 22,182. Another consequence of Covid-19 is sharply reduced average spend by tourists from the Middle East. This is likely to be due to reduced business, holiday and VFR travel especially since the variant 501Y.V2 was discovered in SA.

Total Foreign Direct Spend by Region 2016 vs. 2020
(Share & Change)

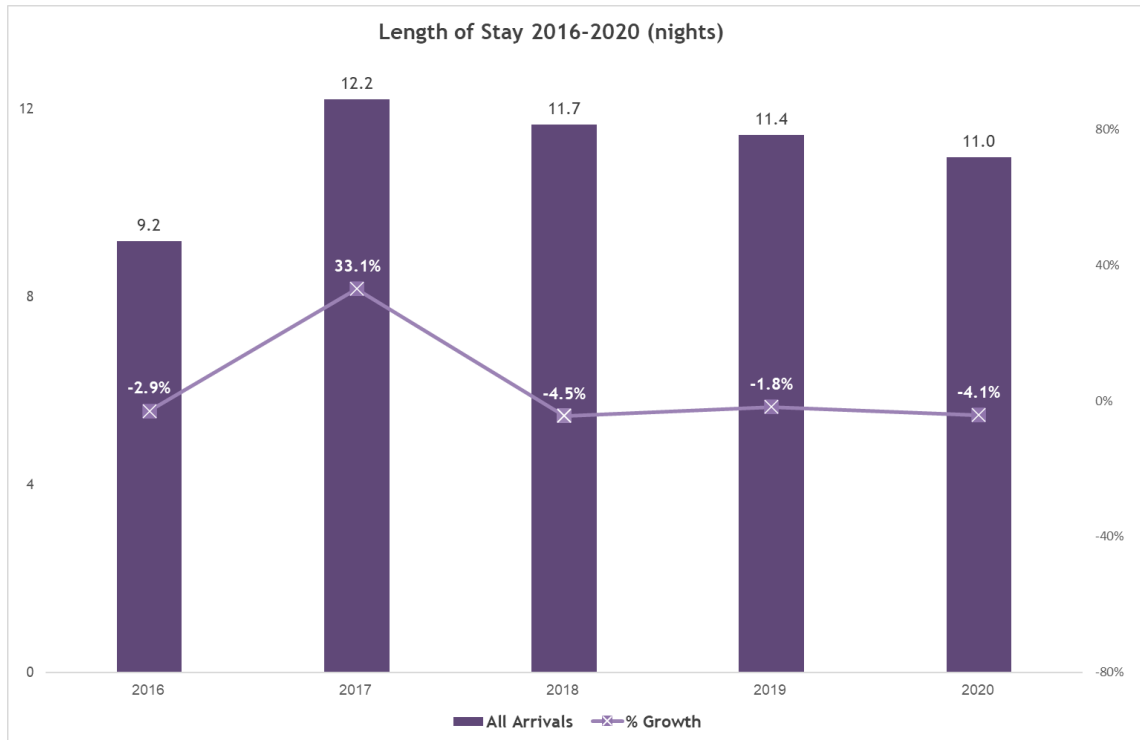
Region	Share of Spend		% Change (basis points)	
	2016	2020	2019-2020	
SADC	46.0%	40.3%	5.1%	
Europe	31.0%	38.6%	-0.1%	
Americas	10.7%	10.8%	-2.2%	
Asia	4.7%	4.2%	-1.6%	
Africa Air	3.4%	3.0%	0.3%	
Australasia	3.1%	2.3%	-0.7%	
Middle East	1.2%	0.9%	-0.7%	

Share of Spend vs. Share of Arrivals by Region 2020

Region	Share of Spend	Share of Arrivals
	2020	2020
SADC	40.3%	73.4%
Europe	38.6%	15.9%
Americas	10.8%	4.3%
Asia	4.2%	2.0%
Africa Air	3.0%	3.4%
Australasia	2.3%	0.9%
Middle East	0.9%	0.4%

Average Spend by Region 2019 vs. 2020

Region	Average Spend pp (ZAR)		% Growth	
	2019	2020	2019-2020	
SADC	3,920	4,435	13.1%	
Europe	22,919	21,343	-6.9%	
Americas	21,719	22,182	2.1%	
Asia	17,590	19,700	12.0%	
Africa Air	16,682	17,632	5.7%	
Australasia	20,385	22,034	8.1%	
Middle East	27,088	19,713	-27.2%	
All Arrivals	8,373	8,415	0.5%	



The average length of stay in South Africa is 11.0 nights - slightly lower than in 2019. Length of stay reached its maximum of 12 in 2017 and has been declining since. This varies by region, and shows close correlation with main purpose. Asian travellers top the table (below) with a mean of 21.8 nights spent in South Africa. This suggests that the distance travelled and costs involved predispose these business travellers for longer but less frequent trips. This is echoed by African Air travellers amongst whom business travel is much more frequent but the mean stay in SA much shorter - only 14.8 nights.

Length of Stay by Region 2020 & Growth

Length of Stay	2020	% Growth 2019-2020
Asia	21.8	1.5%
Australasia	18.9	28.1%
Europe	18.0	5.7%
Americas	17.6	7.0%
Middle East	16.8	1.0%
Africa Air	14.8	-13.7%
SADC	8.8	-7.2%
All Arrivals	11.0	-3.5%

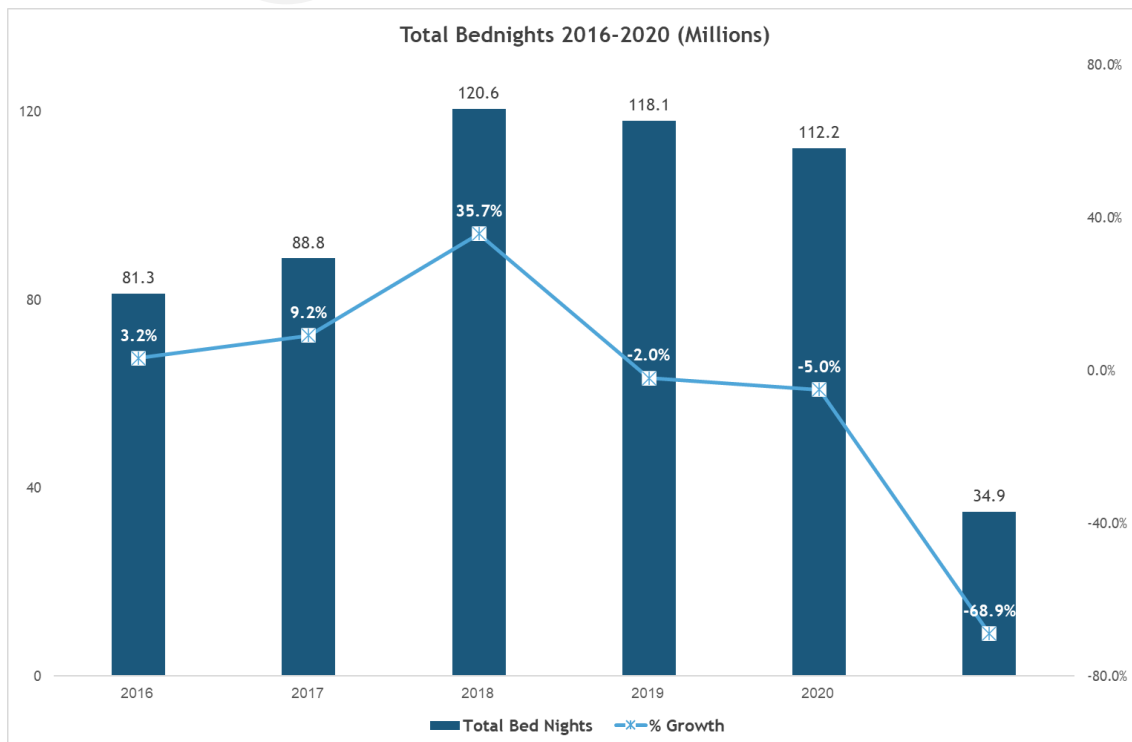
The Holiday and VFR segments emanating from Australasia, Europe, the Americas as well as the Middle East have the 2nd highest mean length of around 18.2 nights. SADC visitors spend 11 nights in South Africa. The proximity of SADC countries leading to more frequent shorter stays as can also be seen in their high frequency and high repeat rates. Important to note that in most likelihood, due to Covid-19's travel restrictions, average length for Australasians has gone up while decreasing for African Air and SADC visitors.

**TOTAL
BEDNIGHTS**



34.9 MILLION

-68.9%



Whereas in 2019, there were 112.2 million bednights, in 2020 due to Covid-19, this decreased to 34.9 million. Total bednights had been declining since 2017 when it reached a high of 120.6 million. Regional decreases over 2019-2020 vary. Asia's harsher blow is mirrored in a higher decrease than the average (-80.3%) whereas Europe's numbers shrank considerably less (-60.1%). Since most of SA's travel is for VFR, Staying with Friends and Family is still first and foremost on the accommodation list. This year's average drop of -68.9%, is observed across all accommodation types without much variation (next page).

Total Bednights by Region 2020 (Share & Growth)

Total Bed Nights	2020	% Share	% Growth 2019-2020
SADC	19.1	54.8%	-70.7%
Europe	9.3	26.8%	-60.1%
Americas	2.6	7.4%	-67.8%
Africa Air	2.0	5.7%	-72.4%
Asia	1.1	3.3%	-80.3%
Australasia	0.5	1.4%	-72.1%
Middle East	0.2	0.7%	-71.2%
All Arrivals	34.9	100.0%	-68.9%

Bednights analysis by region, shows once more that SADC's share is not proportionate to its share of tourist arrivals. However, in the case of bednights the situation is less dire with SADC accounting for 54.8% of all bednights (rather than 75% as per tourist arrivals). European and American travel demonstrate their importance here as well, accounting for 26.8% and 7.4% of bednights versus 16.0% and 4.2% of tourist arrivals respectively.

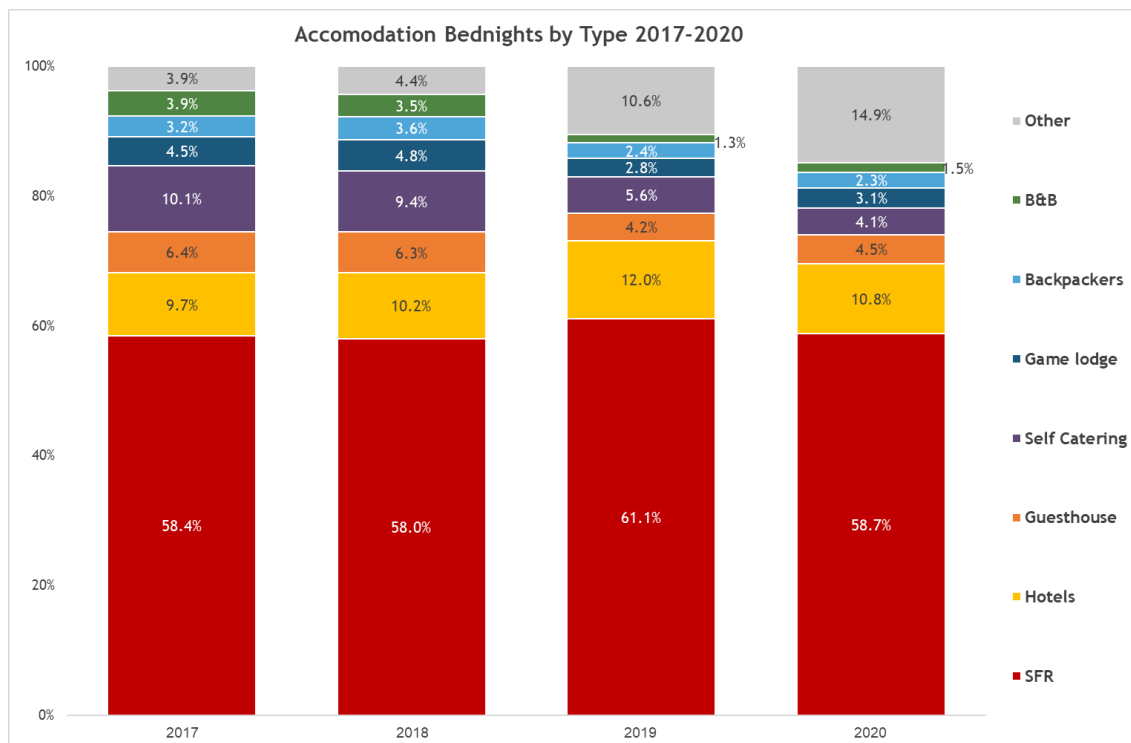
TOTAL
BEDNIGHTS










34.9 MILLION

-68.9% ▼

Whilst international tourism continued to be heavily reliant on staying with friends and family, its share was slightly diluted going down from 61.1% in 2019 to 58.7% in 2020. Another apparent change is the increase in other solutions' share. This is due to the increase in 'Other' responses.



Total Bednights by Accommodation Type 2017-2020, Share & Growth

Accommodation Bednights (Millions)	2017	2018	2019	2020	% Share	% Growth
 SFR	70.4	68.5	68.6	17.5	58.7%	-74.4% ▼
 Hotels	11.7	12.0	13.4	3.2	10.8%	-76.0% ▼
 Guesthouse	7.7	7.4	4.7	1.4	4.5%	-71.5% ▼
 Self Catering	12.2	11.1	6.3	1.2	4.1%	-80.9% ▼
 Game lodge	5.4	5.7	3.2	0.9	3.1%	-70.6% ▼
 Backpackers	3.8	4.2	2.7	0.7	2.3%	-73.9% ▼
 B&B	4.7	4.1	1.9	0.4	1.5%	-68.5% ▼

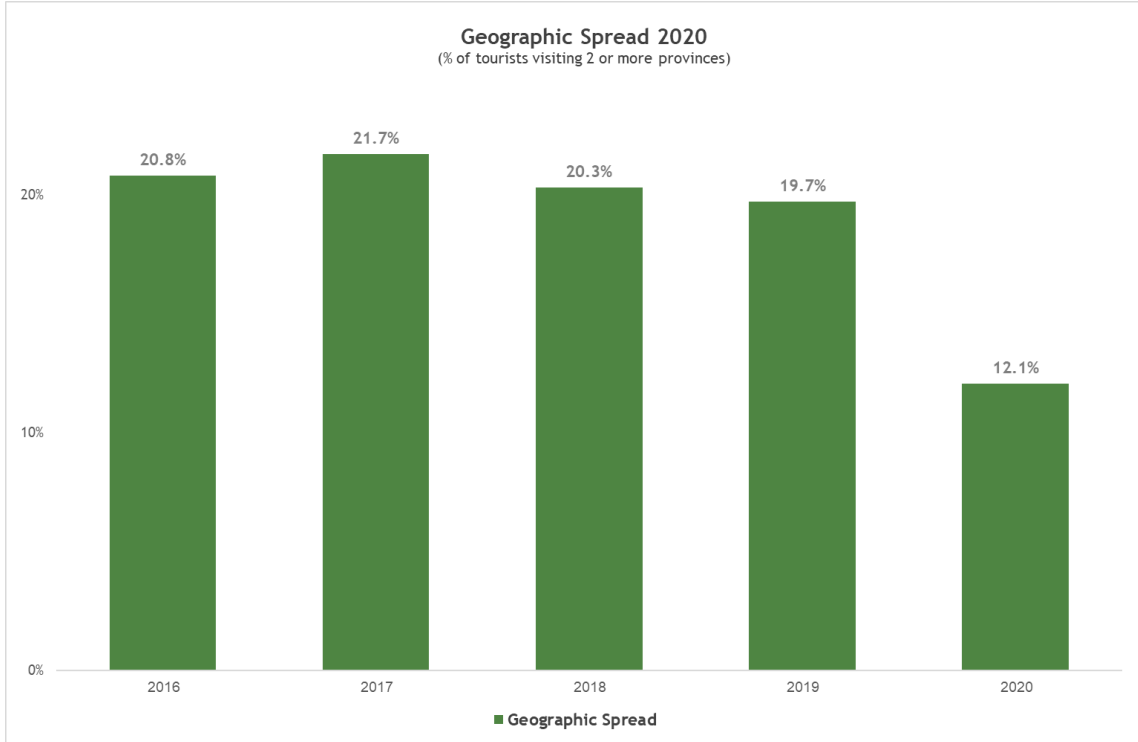
GEOGRAPHIC SPREAD



12.1%

-7.6% ▼

Due to SA's large size, SA's geographic spread index (the share of tourists that travel to two or more provinces) has been fairly stable over the years with levels of around 20%. This year, the index has gone down by -7.6% due to travel restrictions imposed by the epidemic.



Tourist Arrivals, Spend, Bednights & Length of Stay 2020

Province	International Tourist Arrivals (Millions)	Spend (ZAR Billions)	Bednights (Millions)	Length of Stay (nights)
Gauteng	0.9	9.4	9.4	10.5
Limpopo	0.6	3.3	1.7	2.9
Mpumalanga	0.5	3.1	4.4	9.8
Western Cape	0.4	9.1	6.2	14.5
Free State	0.3	0.7	3.5	11.6
KwaZulu-Natal	0.2	2.7	2.0	9.4
North West	0.1	0.9	1.0	7.0
Eastern Cape	0.1	2.6	1.3	12.3
Northern Cape	0.046	0.4	0.2	5.0

*Geographic spread being the share of tourists visiting two provinces or more.



As could be seen on the previous page, Gauteng being SA's business capital and its largest gateway to the world, is South Africa's most visited province. Limpopo is the second most visited province and this is largely due to SADC visitors entering at Messina. Mpumalanga and the Western Cape come in third and fourth places. Cape Town is also the third most visited city. The Free State is placed 5th, surprisingly more than KwaZulu-Natal. Very few travellers arrive at the North West, Eastern Cape and the Northern Cape. The average for all tourists is slightly more than one province (1.2). However, as can be seen below, whilst at least 40% of Americans, Australians and Europeans visit more than one province, only 3.9% of SADC and 9.1% of African Air tourists, do so.

Geographic Spread & Number of Provinces Visited 2020

Region	Geographic Spread	Number Provinces Visited (mean)
Americas	45.7%	1.7
Australasia	40.2%	1.6
Europe	39.9%	1.6
Asia	34.9%	1.5
Middle East	35.8%	1.5
Africa Air	9.1%	1.1
SADC	3.9%	1.0
All Arrivals	12.1%	1.2

Top 16 SA Cities Visited & Share 2020

Top 16 Cities			
Johannesburg	22%	Bloemfontein	4%
Messina	18%	Kruger NP	3%
Cape Town	15%	Sandton	3%
Stellenbosch	6%	Port Elizabeth	3%
Durban	6%	Simon's town	3%
Pretoria	6%	Knysna	3%
Nelspruit	5%	Hermanus	2%
Malalane	4%	Soweto	2%

*Geographic spread being the share of tourists visiting two provinces or more.

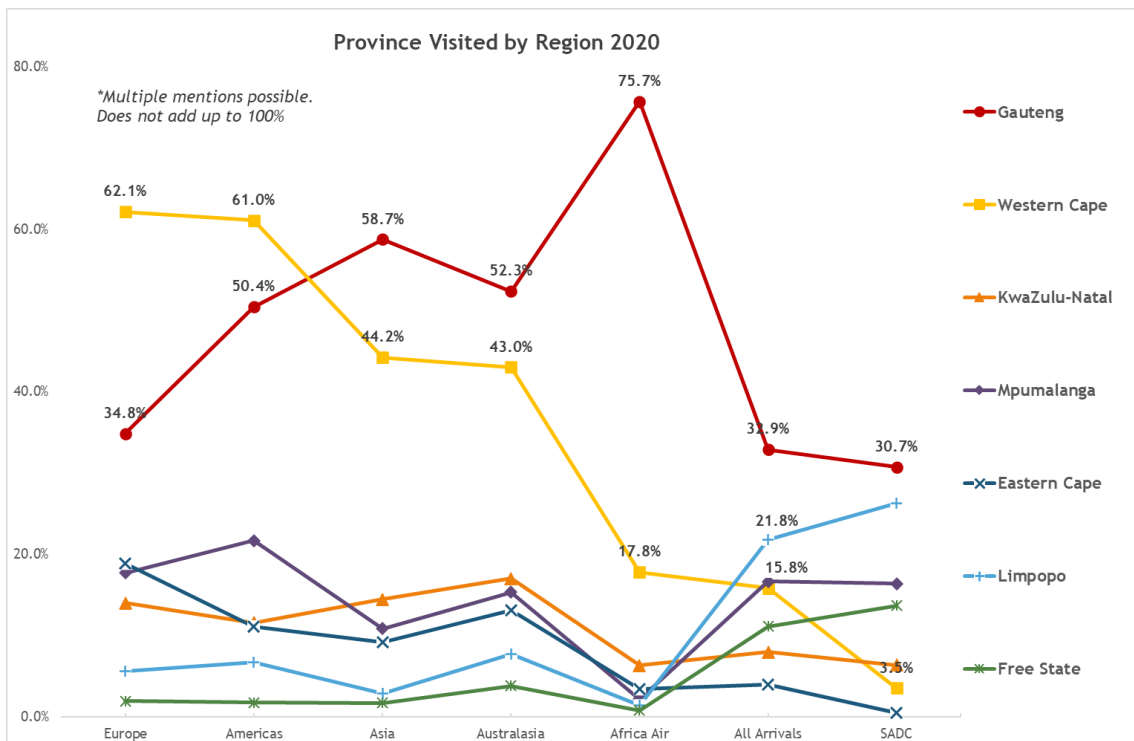
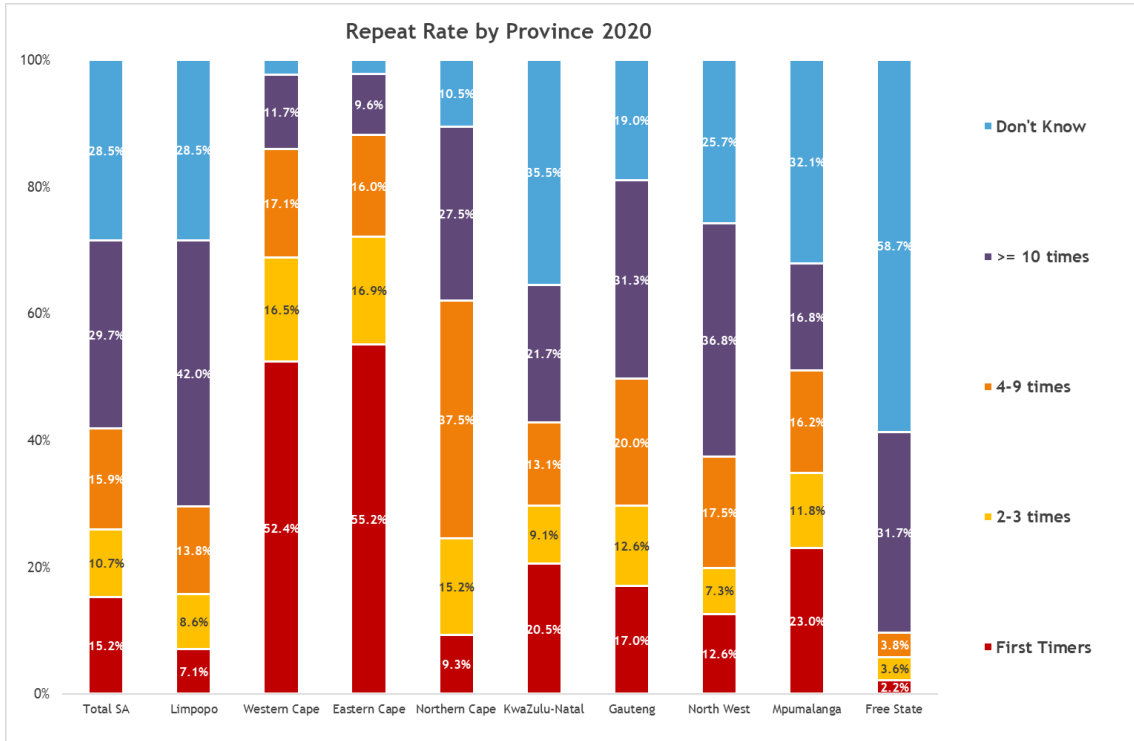
GEOGRAPHIC SPREAD



12.1%

-7.6%

The various and distinct travel segments that exist in SA are also clear from repeat rates by province. The Western and Eastern Cape, being mainly holiday destinations have a very high rate of first timers (52.4%, 55.2%). Limpopo, the North West, Free State and Gauteng, have extremely high repeat rates, with Kwa-Zulu Natal and Mpumalanga being a middle ground between the two extremes. Europeans, Americans, Asian and Australasians mainly visit the Western Cape. African Air travellers visit almost solely Gauteng.



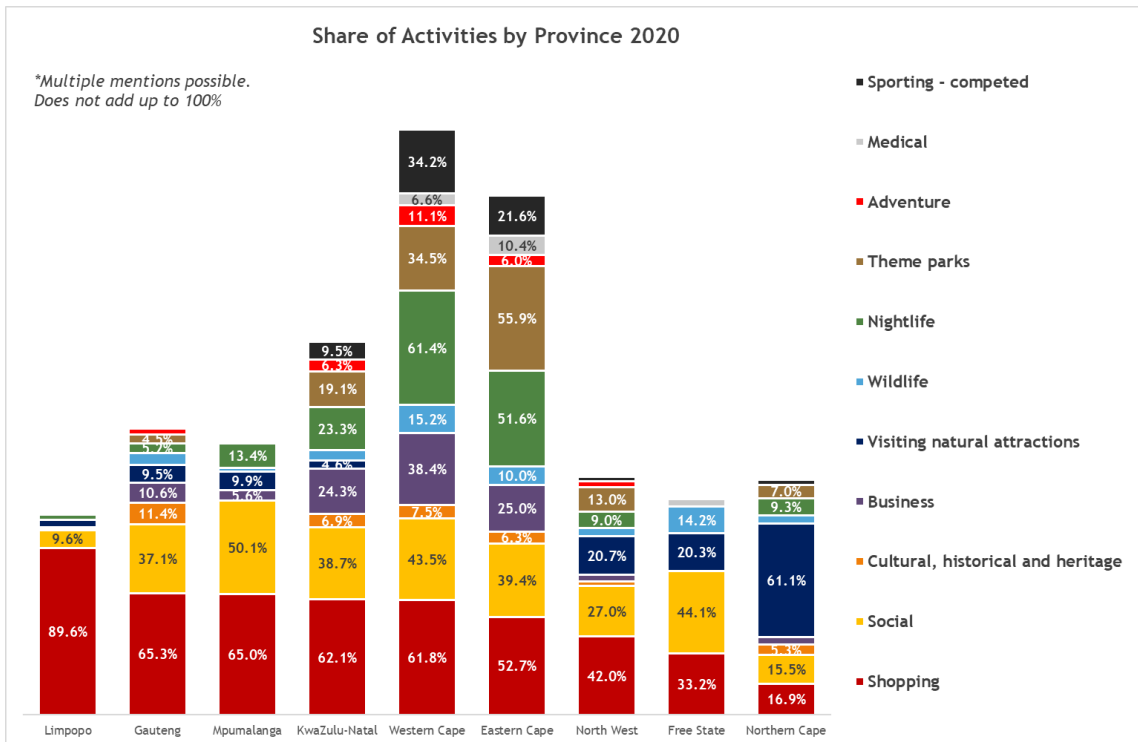
GEOGRAPHIC SPREAD



12.1%

7.6%

South Africa offers its visitors a myriad of activities. Clearly, shopping dominates all provinces with the exception of the Free State and Northern Cape, but its role is even most pronounced amongst Limpopo visitors (89.6%). Other provinces where tourism is key namely, Gauteng, Mpumalanga, Western and Eastern Cape, also offer tourists plenty of social interaction. The largely holiday provinces of Western and Eastern Cape as well as KwaZulu-Natal offer the best of all worlds – nightlife, theme parks, and sporting activities and are also the focal points of business activity. Medical tourism is also provided in these but absent from the rest. These three, the Western and Eastern Cape as well as KwaZulu-Natal, offer the largest number of activities and keep their visitors are the most entertained and occupied.



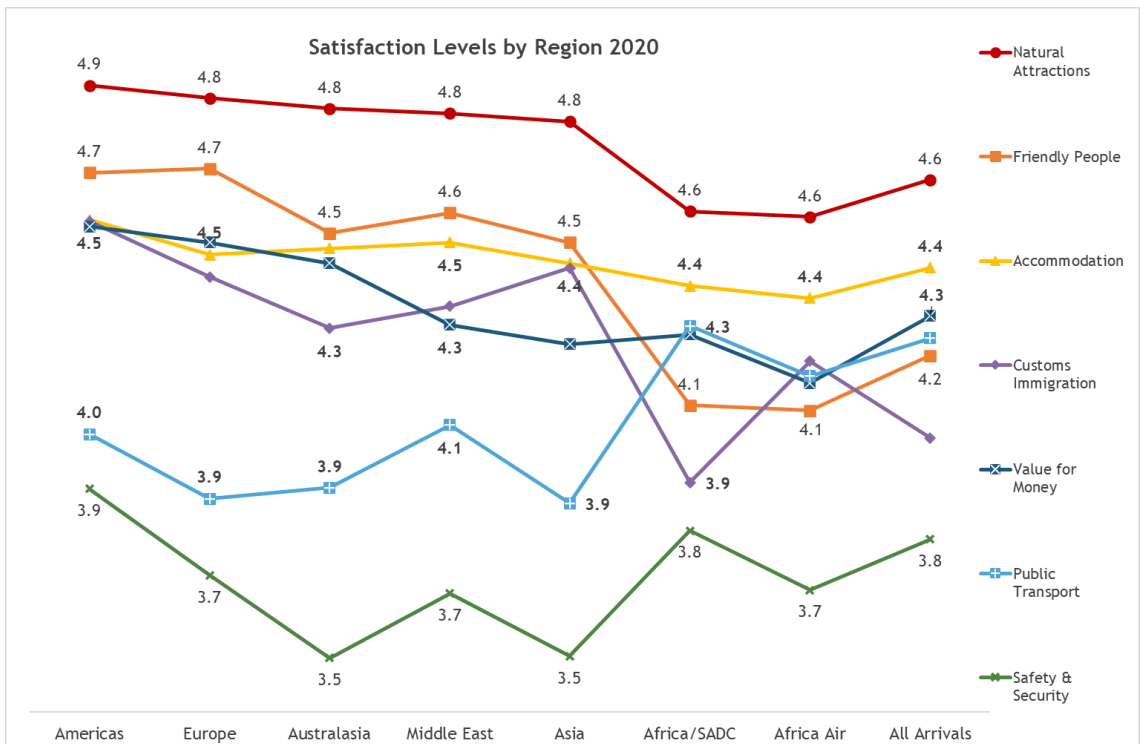
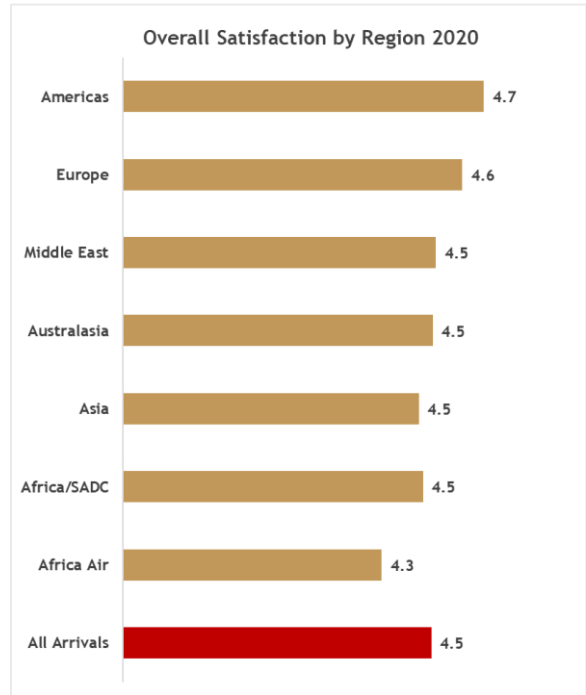
SATISFACTION RATING



4.5

0.0

International tourists' satisfaction rating is 4.5 out of a maximum of 5. Americans give the highest score for their time in SA (4.7). Satisfaction levels show a clear pattern of African visitors being the least satisfied. Africans arriving by air score SA the lowest with a 4.3. This is likely to be due to the very different circumstances and experiences these travellers have being given that the average spend by American traveller is ZAR 22,034 whereas it is ZAR 4,435 for the African visitor. However, not only cost and associated service levels are at play here as can be seen by parameter analysis below. African visitors report SA's people to be less hospitable to a significant degree and this is likely to do with the xenophobic attacks SA has known. On the positive side, African visitors feel SA provides good public transport much more than others except for Americas. Visitors from other regions rather than Africa, commend SA highly for its friendly people and beautiful natural attractions.





INTERNATIONAL TOURISM: KEY REGIONS PERFORMANCE

RICCA






PIAZZA
SETTEMBRE

MARINA

ITALY

INTERNATIONAL TOURISM – AFRICAN ARRIVALS

African visitors account for 75.6% of tourist arrivals in SA. Zimbabwe (31.8%), Lesotho (20.8%) and Mozambique (19.6%) alone stand for 72.3% of all African tourists. eSwatini and Botswana provide an additional 16% of African tourist arrivals in SA. In 2020, African tourist arrivals dropped drastically to 2.1 million. Africa's young age profile and African visitors' key interests of personal and business shopping, as well as SA's proximity to its neighbours, come to mean African visitors stay on average only 9 nights and come to SA very often whether they are visiting friends and family or shopping. As can be expected, this is evident in their very high repeat rate.

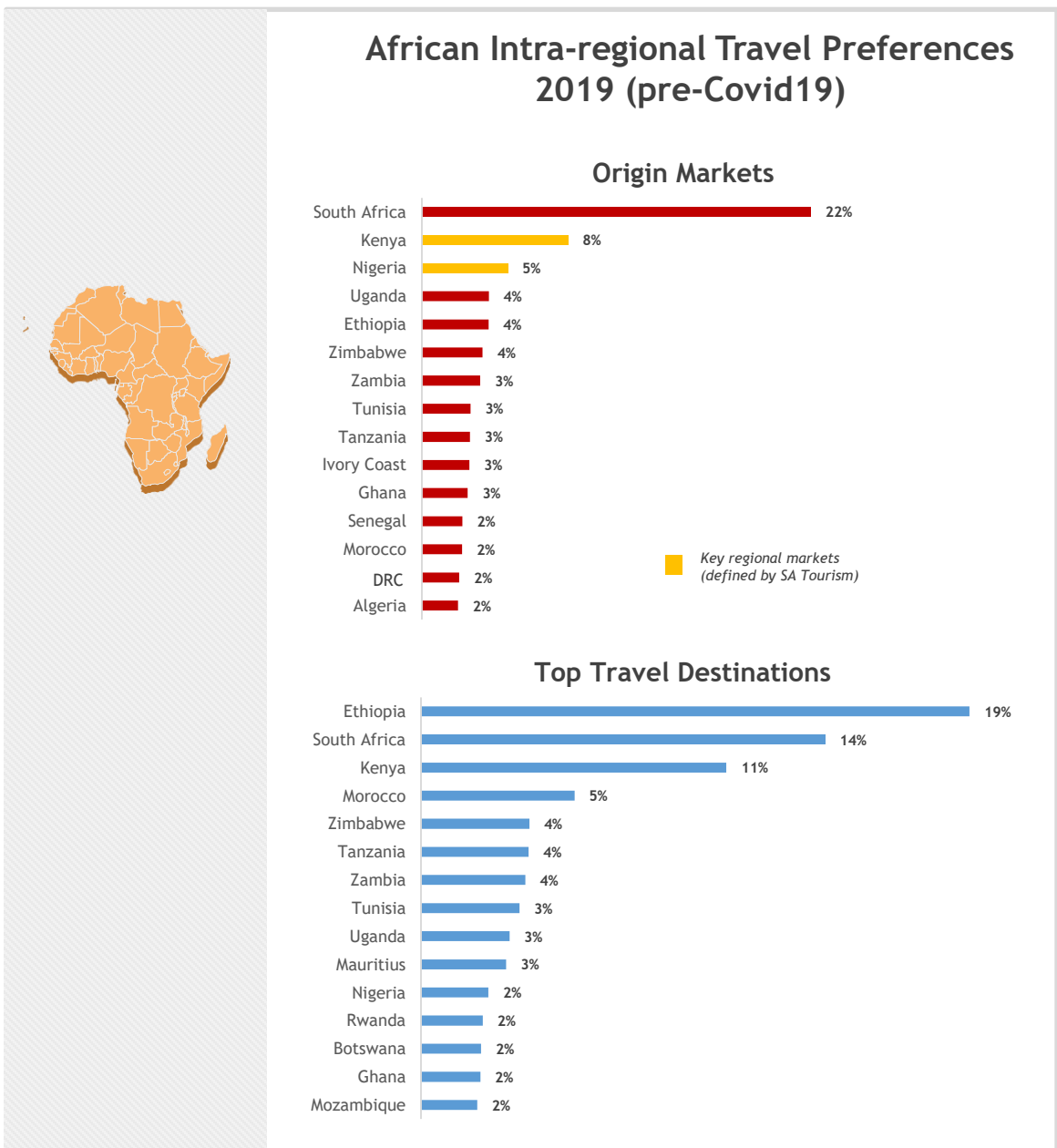
African Visitors KPI's			Growth / Basis point change		
	Arrivals		2.1 million	-71.7%	
	Share of Arrivals		75.6%	1.2%	
	Top 2 Age Groups	25-30		22.0%	-4.1%
		35-40		18.5%	-1.4%
	Top 2 Main Purpose	VFR		46.7%	-1.5%
		Personal Shopping		15.8%	-1.9%
	Repeat Rate	First Timers		4.9%	-0.2%
		>=10 Times		35.1%	-8.7%
	Spend		ZAR 9.7 billion	-68.5%	
	Share of Spend		43.3%	5.40%	
	Average Spend pp		ZAR 4,690	13.0%	
	Length of Stay		8.9 nights	-7.4%	
	Top 2 Accommodation	SFR		74.9%	-5.4%
		Hotel		4.1%	-0.2%
	Geographic Spread		4.1%	-0.5%	
	No. Provinces		1.0	0.0	
	Top 2 Provinces	Gauteng		30.7%	0.1%
		Limpopo		26.3%	-0.5%
	Satisfaction		4.5	0.0	

*Geographic spread being the share of tourists visiting two provinces or more.

INTERNATIONAL TOURISM – AFRICA

Africa accounted for 76% of all international tourism into SA in 2020 and is South Africa’s largest tourism market. In turn, South Africa constitutes 22% of all intra-regional travel with Kenya contributing 8% and Nigeria a further 5%. SA Tourism has rightly and identified these two African countries as key markets for South Africa. Other African countries each contributed less than 4% to Africa’s intra-regional travel.

South Africa ranks 2nd on the African destinations list, with 14% of African travellers arriving. The top destination for Africans remains Ethiopia (19%). Ethiopia’s top destination status comes in sharp contrast to Ethiopians’ contribution of a mere 5% towards intra-regional travel. Other key African destinations for regional travellers are Kenya (11%) and Morocco (5%). Other African countries each receive less than 4% of regional travellers. South Africans travel more to the rest of Africa than other Africans come to SA (22% vs. 14%).



Intra-regional travel refers to trips with at least one stay outside of the region. Departures between Jan-Dec 2019. Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

INTERNATIONAL TOURISM – KENYA & NIGERIA

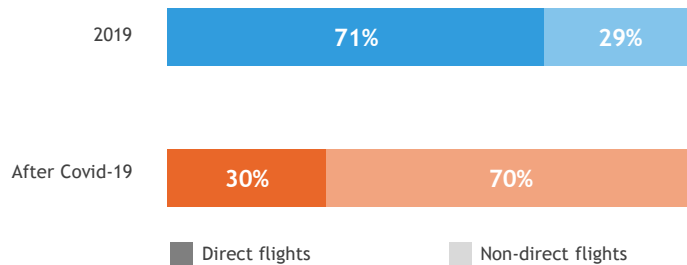
In 2019, before Covid-19, 71% of travellers from Kenya and Nigeria flew directly to South Africa, but ever since Covid-19 erupted regular SAA service was interrupted in favour of low-cost operators such as SAFAIR, Airlink, Kulula and Mango, only 30% of Kenyan and Nigerian tourists arrived directly.

Since the interruption of regular direct routes due to Covid-19, Addis Ababa has increased its dominance as top hub (55%) from August 2020, with no big changes in other hub ranking from 2019 except for Lomé Togo (5%) becoming the 4th most used hub (not shown).

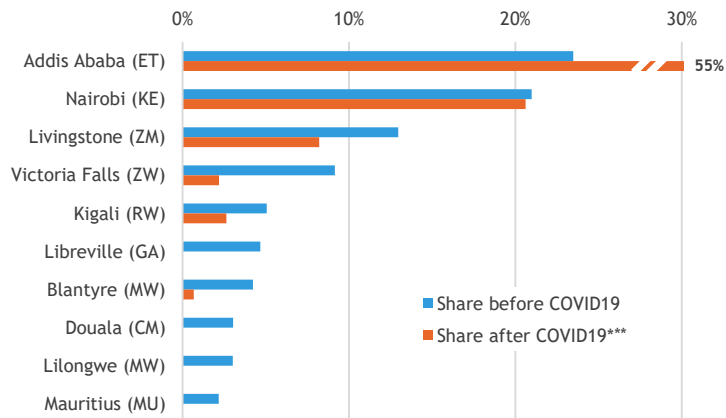
The most apparent trend post-Covid-19 are longer lengths of stays, to which Kenya and Nigeria are no exception. Stays of 22 nights or more went up from 9% in 2019, to 24% of tickets issued from August 2020.

Kenya & Nigeria Travel Profile Before & After Covid-19

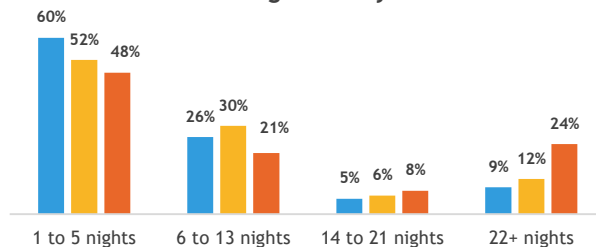
No. Steps before Arriving in SA



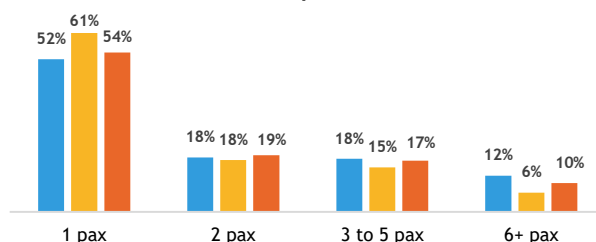
Last Step before Arriving in SA



Length of Stay



Group Size



- Long-haul* Destinations 2019
- South Africa 2019**
- In long-haul destinations, after Covid-19 between Aug 2020 and Feb 2021.

*Long-haul travel refers to trips with at least one stay outside the continent.






**Insufficient data for SA after Covid-19 analysis due to lockdown (6 months).

***Share displayed only for hubs qualifying as Top15 by volume after Covid-19 between August 2019 and February 2021.

Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

INTERNATIONAL TOURISM – EUROPEAN ARRIVALS

Tourist arrivals from Europe were mainly from the UK (29.6%), Germany (23.7%) and France (9.2%). European travel accounts for 15.9% of tourist arrivals in SA. An overwhelming majority of Europeans visiting SA (57.8%) do so for holiday purposes and for the first time (50.6%). Their share of spend by international tourists in SA (38.6%) is starkly disproportionate to their share of tourist arrivals (15.9%). A European traveller will spend an average of 18.0 nights, will visit 1.6 provinces (Western Cape and Gauteng) and will stay much less with friends and relatives than other travellers from other regions. Overall, a European traveller will spend an average of ZAR 21,343 for the entire trip.

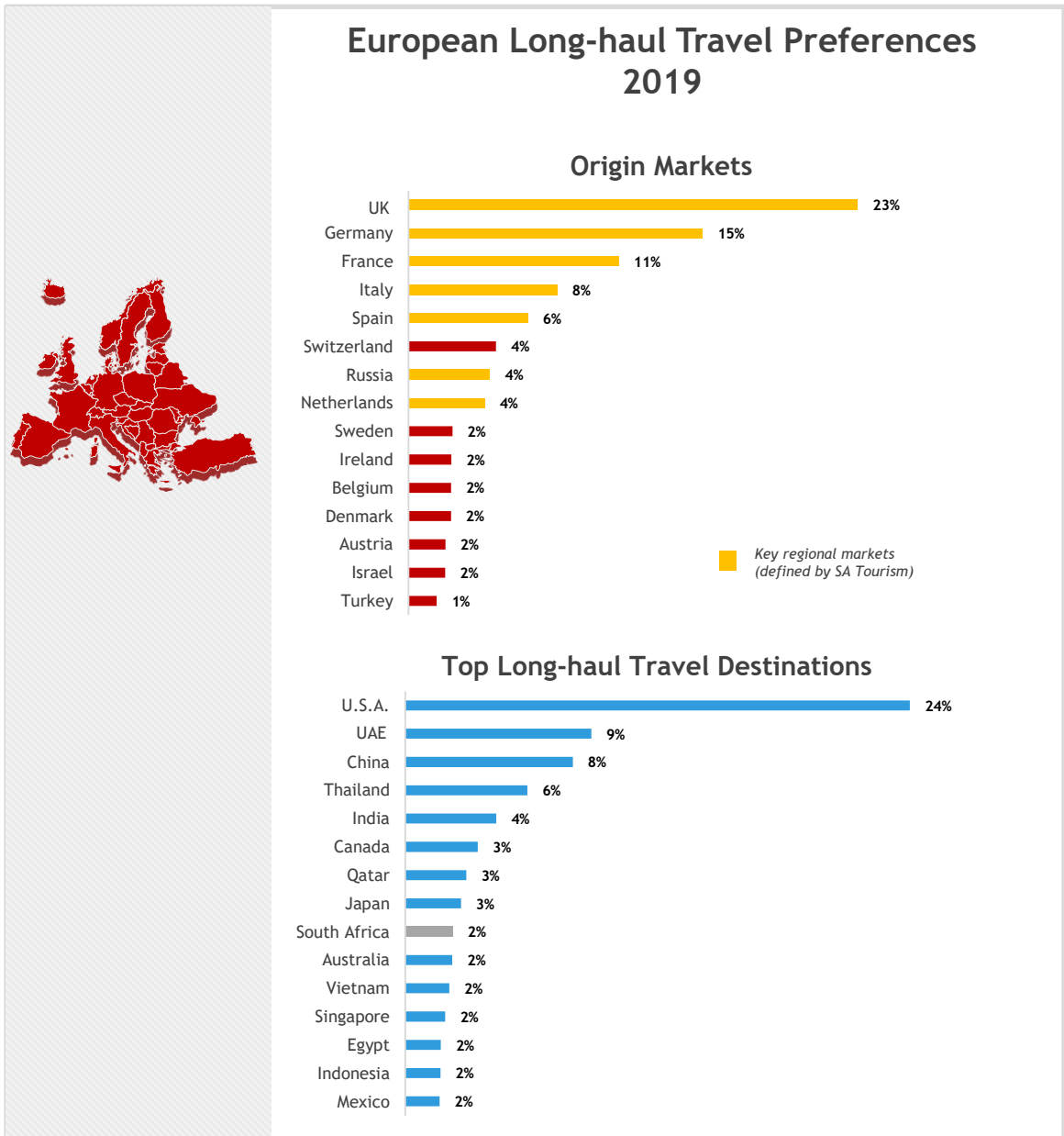
European Visitors KPI's			Growth / Basis point change		
	Arrivals		0.4 million	-71.2%	
	Share of Arrivals		15.9%	0.7%	
	Top 2 Age Groups	25-30		16.7%	-4.1%
		51-60		15.0%	-0.3%
	Top 2 Main Purpose	Holiday		57.8%	-2.4%
		VFR		19.9%	1.6%
	Repeat Rate	First Timers		50.6%	-6.1%
>=10 Times			10.9%	1.4%	
	Spend		ZAR 8.6 billion	-72.6%	
	Share of Spend		38.6%	-0.1%	
	Average Spend pp		ZAR 21,343	-6.9%	
	Length of Stay		18.0	5.7%	
	Top 2 Accommodation	SFR		27.2%	4.1%
		Hotel		23.0%	-2.8%
	Geographic Spread		39.9%	-1.7%	
	No. Provinces		1.6	-0.1	
	Top 2 Provinces	Western Cape		62.1%	-10.7%
		Gauteng		34.8%	3.0%
	Satisfaction		4.6	0.0	

*Geographic spread being the share of tourists visiting two provinces or more.

INTERNATIONAL TOURISM – EUROPE

Europe is SA’s second largest market constituting 16% of tourist arrivals in SA. Out of all European countries, the UK (23%), Germany (15%) and France (11%) boast the largest shares of long-haul travel and were the biggest European long-haul markets in 2019. The rest of European travellers visiting destinations beyond Europe and North Africa came either from the most populated countries (Russia, Italy, Spain) or those with the highest GDP (Switzerland, Ireland, Sweden, Denmark, Netherlands). South African Tourism has strategically identified most of these as key markets excluding Switzerland.

The USA is Europeans’ top long-haul destination, followed by the UAE and China. Other popular destinations amongst Europeans are Canada as well as Asian destination namely Thailand, India and Japan. South Africa ranks as the top Sub-Saharan African destination for Europeans, and ranks 9th overall.



Long-haul travel refers to trips with at least one stay outside the region. North Africa not considered long-haul travel for Europeans. Departures between Jan-Dec 2019.

Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

INTERNATIONAL TOURISM – EUROPE KEY MARKETS

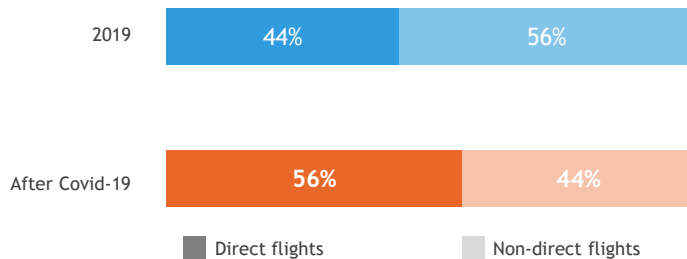
In 2019, 44% of travellers from 7 key European markets had arrived directly in SA. Tickets issued after September 2020 show a shift towards direct tourist arrivals (56%) motivated by health concerns and global air network deterioration.

Although Dubai played a key role as hub in 2019, ever since Emirates interrupted flights during May-October 2020, it has been replaced by European hubs, firstly by Frankfurt, but also by Amsterdam, Zurich, London and Munich.

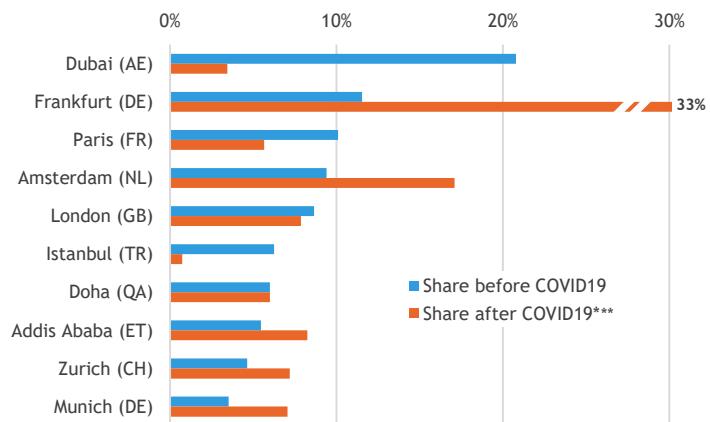
Long-haul travellers from these markets had shorter stays and were slightly more inclined to travel in groups when visiting South Africa when compared to other long haul destinations. Since Covid-19, almost 40% of stays are longer than 22 nights and for the individual traveller, mainly booked directly with the airline.

European Key Markets' Travel Profile Before & After Covid-19

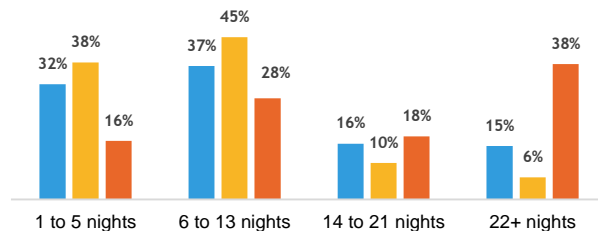
No. Steps before Arriving in SA



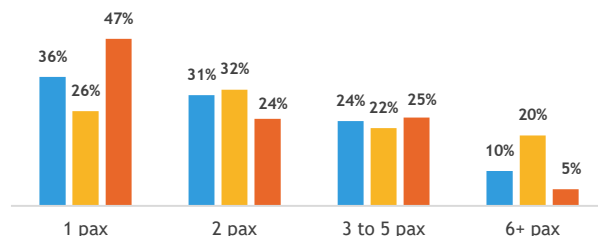
Last Step before Arriving in SA



Length of Stay



Group Size



- Long-haul* Destinations 2019
- South Africa 2019**
- In long-haul destinations, after Covid-19 between Aug 2020 and Feb 2021.

*Key European Markets for South Africa include: Spain, France, UK, Italy, Germany, Netherlands, Russia.

**Long-haul travel refers to trips with at least one stay outside the continent.






***Insufficient data for SA after Covid-19 analysis due to lockdown (6 months).

***Share displayed only for hubs qualifying as Top15 by volume after Covid-19 between August 2019 and February 2021.

Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

INTERNATIONAL TOURISM – AMERICAN ARRIVALS

American tourists amount to 4.3% of international tourists visiting SA. American travel is dominated by the USA (60.0%). American tourists were the highest spenders in 2020, with the average expenditure of ZAR 22,182. They are mainly first timers staying an average 17.6 nights. Their main motivation being holiday, they spend only 30.3% of their nights with friends and relatives and visit the highest number of provinces (1.7), primarily Western Cape and Gauteng. Americans score SA the highest (4.7) and appreciate SA for its friendly people and beautiful natural scenery.

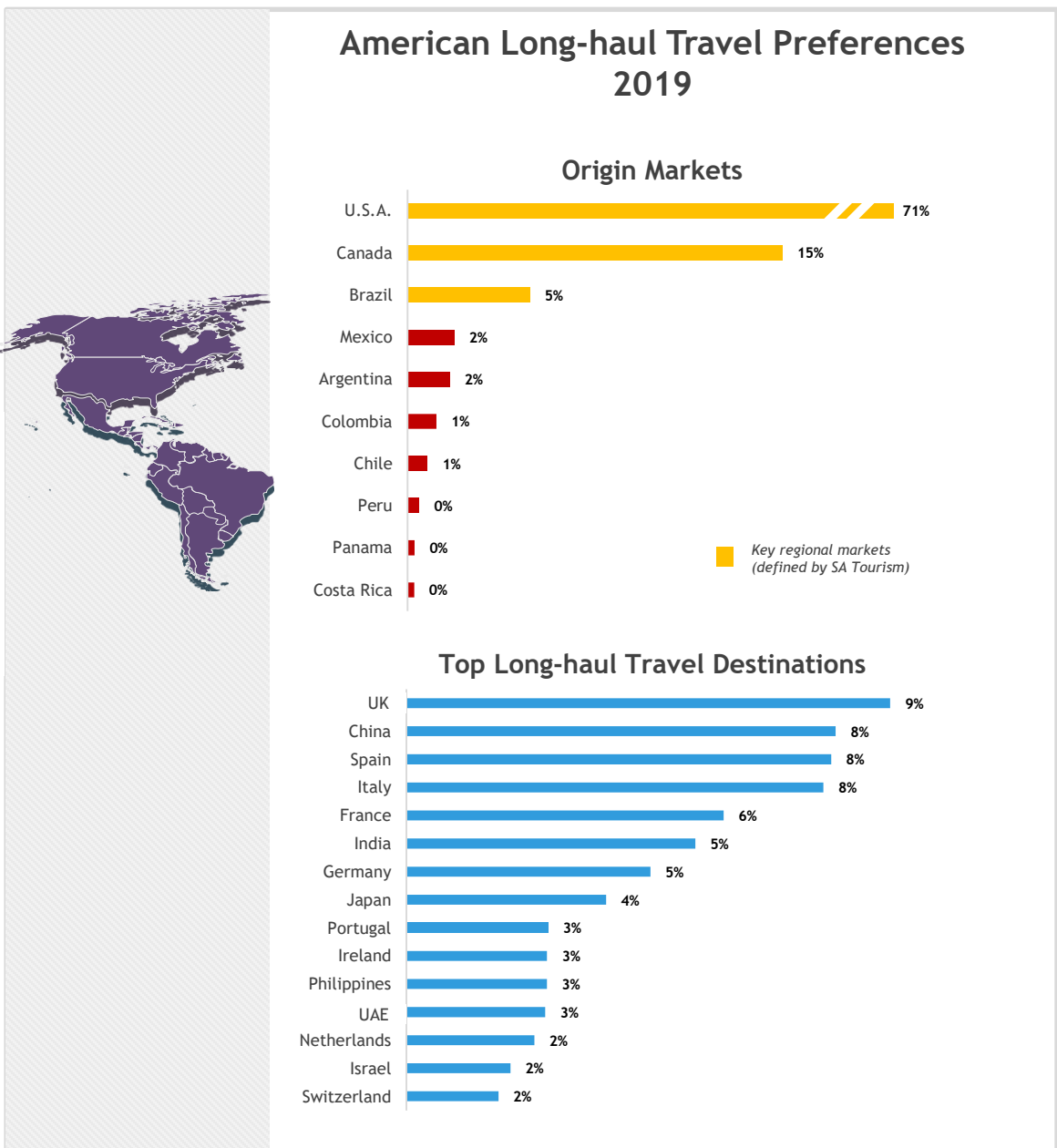
American Visitors KPI's			Growth / Basis point change	
	Arrivals	0.120 million	-78.5%	
	Share of Arrivals	4.3%	-1.2%	
	Top 2 Age Groups	25-30	17.0%	-3.0%
		60+	15.1%	0.7%
	Top 2 Main Purpose	Holiday	55.3%	-2.5%
		VFR	17.9%	3.2%
	Repeat Rate	First Timers	63.4%	-5.9%
>=10 Times		7.5%	1.2%	
	Spend	ZAR 2.4 billion	-77.2%	
	Share of Spend	10.8%	-2.2%	
	Average Spend pp	ZAR 22,182	2.1%	
	Length of Stay	17.6	7.0%	
	Top 2 Accommodation	SFR	30.3%	4.6%
		Hotel	23.7%	-3.3%
	Geographic Spread	45.7%	-0.4%	
	No. Provinces	1.7	0.0	
	Top 2 Provinces	Western Cape	61.0%	-5.5%
		Gauteng	50.4%	5.7%
	Satisfaction	4.7	0.1	

*Geographic spread being the share of tourists visiting two provinces or more.

INTERNATIONAL TOURISM – AMERICAS

The Americas are the third largest international market for SA with 4% of tourist arrivals in 2020. Tourists from the US, Canada and Brazil constituted 91% of long-haul travel from the Americas in 2019. Outbound American travel was dominated by the US (71%), followed by Canada (15%) and Brazil (5%). SA Tourism has identified these three as key markets. Other South American countries contribute very little to long-haul travel (9%).

Americans' arrival shares for long-haul travel are quite evenly spread across leading global destinations, with the UK in the first position (9%) followed by China, Spain and Italy (8% each). 10 out of the top 15 long-haul destinations for Americans were in Europe. The rest in Asia (China, India, Japan and Philippines) and the Middle East (UAE). South Africa ranked 23rd, the first African destination of choice for Americans.



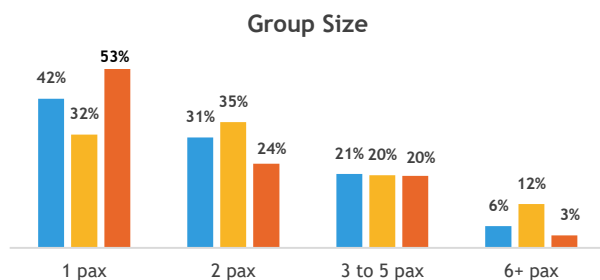
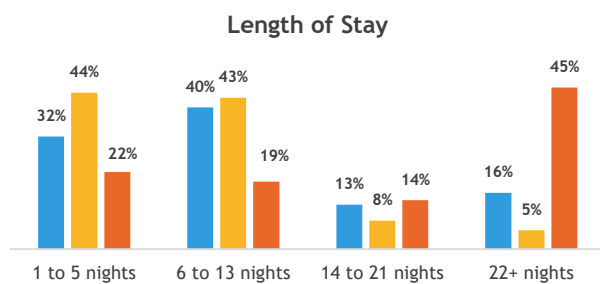
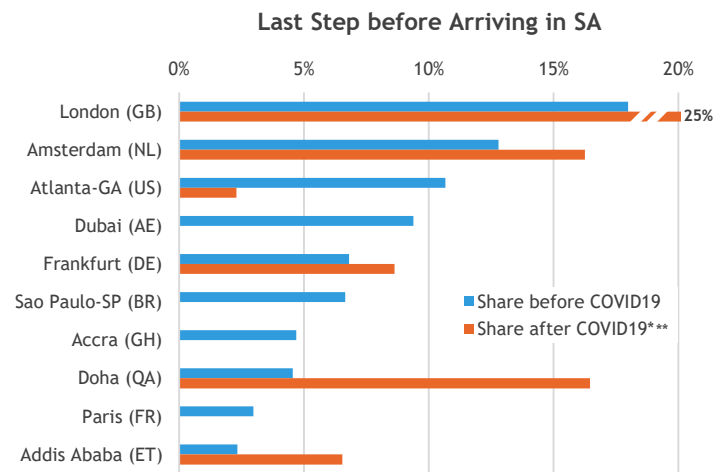
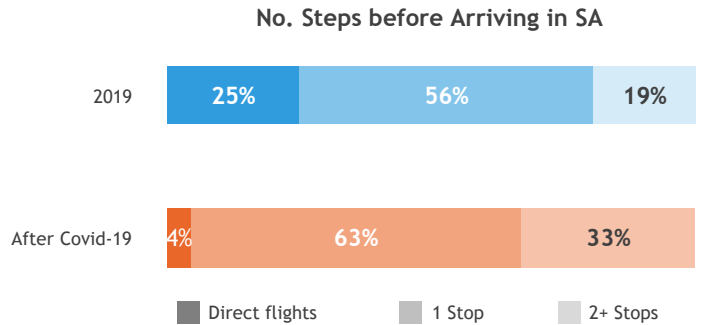
Intra-regional travel refers to trips with at least one stay outside of the region. Departures between Jan-Dec 2019. Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

INTERNATIONAL TOURISM – AMERICA KEY MARKETS

Before Covid-19, SA's connectivity with the Americas was limited, as 75% of the travellers arrived in non-direct flights, and 19% had to make at least 2 transfers. Since Covid-19, the situation has worsened with 63% transferring at least once or more (33%).

Heathrow remains the dominant hub for travel from Americas to and due to Covid-19, it has gained further share, together with Doha and Addis Ababa. Atlanta, Dubai, Accra and Paris have dropped from the top 15 hub list for reaching SA. American visitors travel slightly more in couples and bigger groups, in comparison to other long-haul destinations. Individual travel from Americas has significantly increased since Covid-19 (53%). They are also staying longer, as those staying +22 nights accounted for 45% of tourist arrivals.

American Key Markets' Travel Profile Before & After Covid-19








■ Long-haul* Destinations 2019
■ South Africa 2019**
■ In long-haul destinations, after Covid-19 between Aug 2020 and Feb 2021.

^Key American Markets for South Africa include: Canada, USA, Brazil *Long-haul travel refers to trips with at least one stay outside the continent.
 **Insufficient data for SA after Covid-19 analysis due to lockdown (6 months).
 ***Share displayed only for hubs qualifying as Top15 by volume after Covid-19 between August 2019 and February 2021.

Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

INTERNATIONAL TOURISM – ASIAN ARRIVALS

Asian travel to SA is almost evenly split between travellers coming from India (32.7%) and those coming from China and Japan amounting to a further 31.0% of tourist arrivals. Asian tourists arrive in SA to holiday 33.5%, visit friends and family 26.6% as well as do business. Many of them are first timers (48.1%) with a relatively high average spend of ZAR 19,700 for a 21.8 nights' trip. Asian tourists are more constrained to Gauteng (58.7%) and tend to visit 1.5 provinces. They rate SA 4.5 overall.

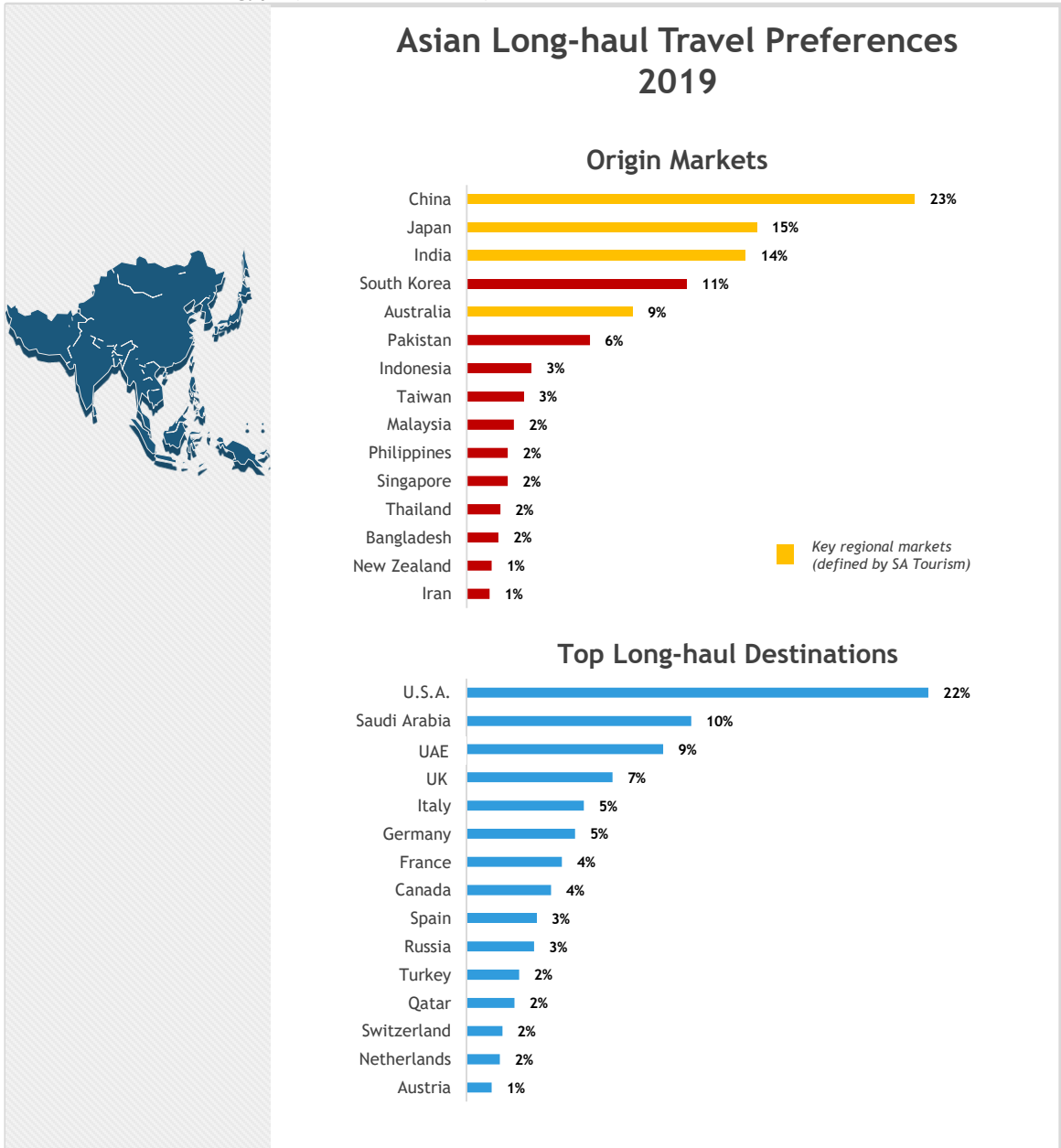
Asian Visitors KPI's			Growth / Basis point change	
	Arrivals	0.058 million	-81.4%	
	Share of Arrivals	2.0%	-1.0%	
	Top 2 Age Groups	25-30	23.5%	-3.0%
		35-40	16.7%	-1.0%
	Top 2 Main Purpose	Holiday	33.5%	0.2%
		VFR	26.6%	4.7%
	Repeat Rate	First Timers	48.1%	-5.8%
>=10 Times		9.5%	-1.0%	
	Spend	ZAR 0.9 billion	-80.2%	
	Share of Spend	4.2%	-1.6%	
	Average Spend pp	ZAR 19,700	12.0%	
	Length of Stay	21.8	1.5%	
	Top 2 Accommodation	SFR	39.7%	7.9%
		Hotel	20.7%	-4.7%
	Geographic Spread	34.9%	2.7%	
	No. Provinces	1.5	0.0	
	Top 2 Provinces	Gauteng	58.7%	10.4%
		Western Cape	44.2%	-15.0%
	Satisfaction	4.5	0.0	

*Geographic spread being the share of tourists visiting two provinces or more.

INTERNATIONAL TOURISM – ASIA

Asia is SA’s 4th largest international tourism market (2% tourist arrivals). China (23%), Japan (15%) and India (14%) were the biggest long-haul markets in the region in 2019. South Korea (11%) and Australia (9%) ranked 4th and 5th respectively, despite their smaller population size. SA Tourism has identified these top Asian markets (excluding South Korea) as key markets.

Similarly to China dominating the Asian market list with 23%, the USA dominates the top long-haul destinations for APAC travellers with 22%. Saudi Arabia and the United Arab Emirates follow almost with the same share - 10% and 9% respectively. European markets accounted for over a half of the Top 15 long-haul destinations, representing around 30% of tourist arrivals. South Africa ranked 21st long-haul destination for Asia-Pacific travellers, the 2nd in Africa After Egypt (not shown below).



Intra-regional travel refers to trips with at least one stay outside of the region. Departures between Jan-Dec 2019. Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

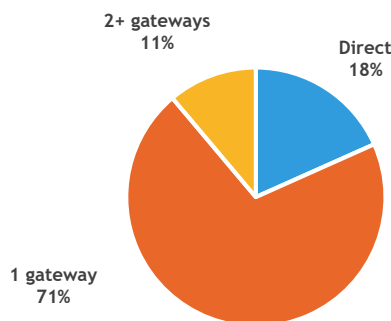
INTERNATIONAL TOURISM – ASIA KEY MARKETS

In 2019, over 70% of travellers from the 4 top APAC markets had to transfer to arrive in South Africa. Only 18% of them flew into SA, and 11% had to transfer at least twice before arriving. Dubai and Addis Ababa were the top hubs for connecting passengers, accounting for 38% of all transfers, followed by regional hubs (HK, Perth, Singapore, Shenzhen and others).

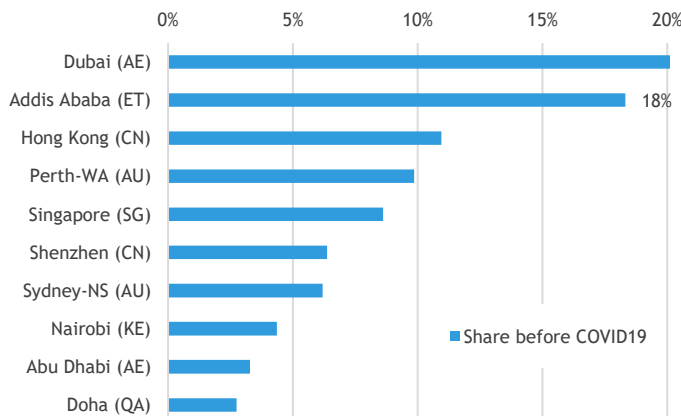
Trips from the key regional markets to South Africa before Covid-19 had similar patterns with trips to other long-haul destinations: short stays - predominantly (80%) and at least a quarter of large groups (6+ pax). These 4 markets didn't recover any significant ticketing activity for long haul-travel as of February 2021. Recent tickets show similar patterns as in other regions: a shift towards long stays (22+ nights), solo travellers and direct bookings.

Asian Key Markets' Travel Profile Before & After Covid-19

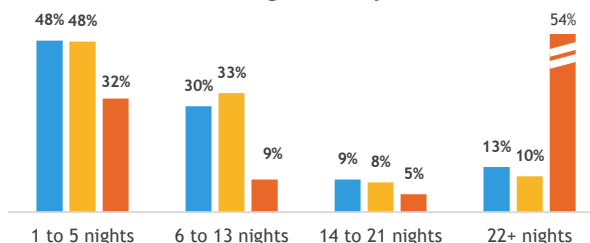
No. Steps before Arriving in SA



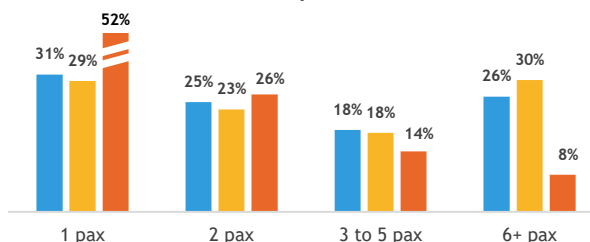
Last Step before Arriving in SA



Length of Stay



Group Size








- Long-haul* Destinations 2019
- South Africa 2019**
- In long-haul destinations, after Covid-19 between Aug 2020 and Feb 2021.

[^]Key Asian Markets for South Africa include: China (incl. Hong Kong and Macao), India, Japan, Australia.
^{*}Long-haul travel refers to trips with at least one stay outside the continent.
^{**}Insufficient data for SA after Covid-19 analysis due to lockdown (6 months).
^{***}Share displayed only for hubs qualifying as Top15 by volume after Covid-19 between August 2019 and February 2021.

Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

INTERNATIONAL TOURISM – AUSTRALASIA ARRIVALS

Australasian visitors constitute a further 0.9% of tourist arrivals and are the segment most dominated by visiting friends and relatives (45.5%). Australia stands for 83.9% of this segment with New Zealanders making up the remaining 15.7%. Australasians stay on average for 18.9 nights in SA and spend large amounts whilst visiting the country (ZAR 22,034). Hence they spend most of their time with friends and relatives (58.2%) and travel mainly to Gauteng (52.3%) or Western Cape (43.0%), this clearly depending on their airport of arrival. They rate South Africa 4.5 in terms of overall satisfaction.

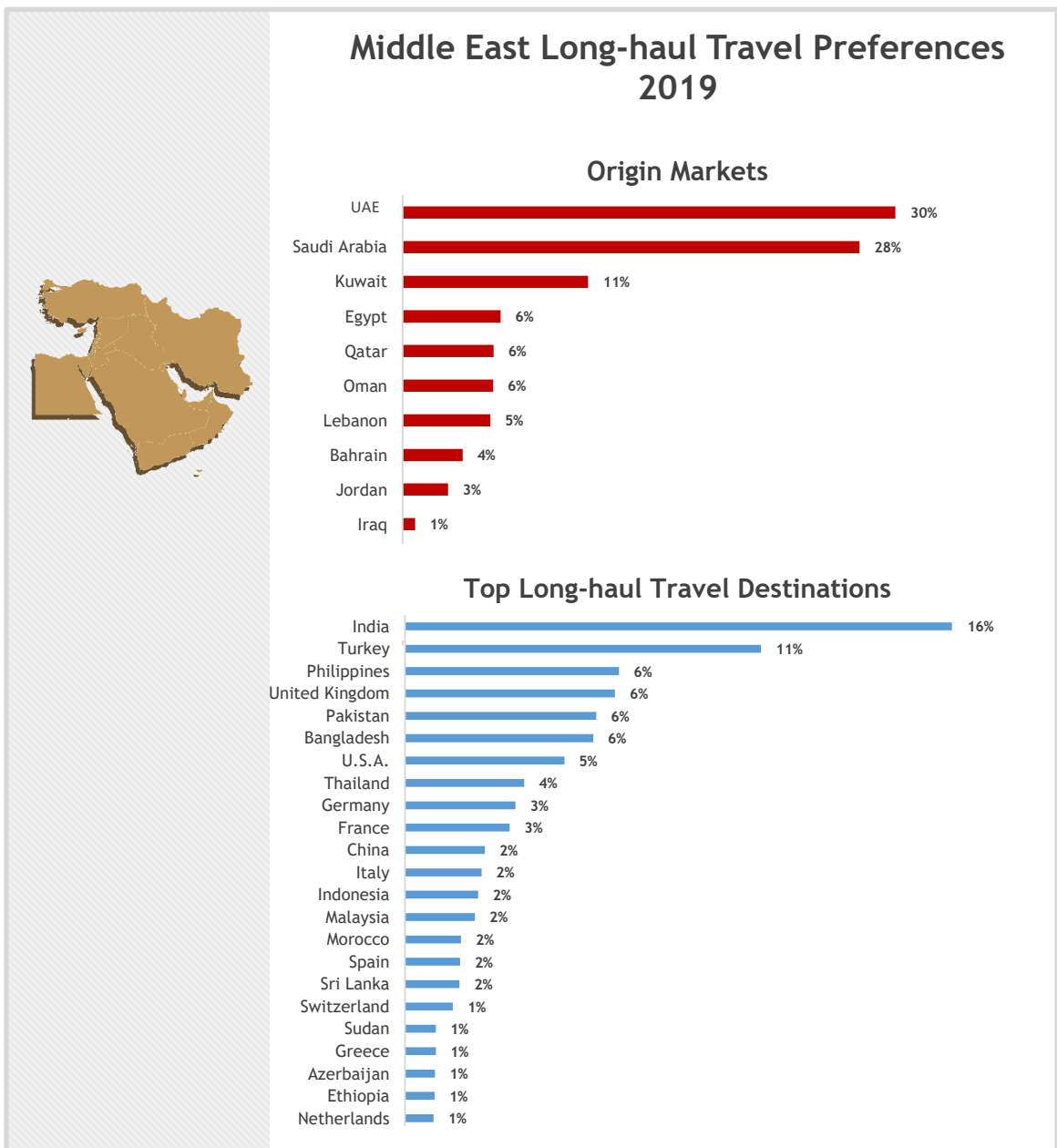
Australasian Visitors KPI's			Growth / Basis point change		
	Arrivals		0.025 million	-80.7%	
	Share of Arrivals		0.9%	-0.4%	
	Top 2 Age Groups	51-60		15.9%	-0.9%
		41-50		15.8%	-1.1%
	Top 2 Main Purpose	VFR		45.5%	8.6%
		Holiday		37.1%	-10.3%
	Repeat Rate	First Timers		35.9%	-11.4%
>=10 Times			13.4%	0.8%	
	Spend		ZAR 0.5 billion	-79.2%	
	Share of Spend		2.3%	-0.7%	
	Average Spend pp		ZAR 22,034	8.1%	
	Length of Stay		18.9	28.1%	
	Top 2 Accommodation	SFR		58.2%	14.0%
		Hotel		12.5%	-10.2%
	Geographic Spread		40.2%	2.0%	
	No. Provinces		1.6	0.0	
	Top 2 Provinces	Gauteng		52.3%	16.2%
		Western Cape		43.0%	-19.1%
	Satisfaction		-0.1	-0.1	

*Geographic spread being the share of tourists visiting two provinces or more.

INTERNATIONAL TOURISM – MIDDLE EAST

The Middle East does not constitute a key market for South Africa. In 2020, it contributed 12K tourist arrivals and in 2019 55K. This is less than 1% in both years. Most of Middle Eastern long-haul travellers come from two sole countries - the UAE and Saudi Arabia, each with around 30% of departures. Kuwait constitutes a further 10% of long-haul travel, and the remaining 30% is split amongst all other Middle Eastern countries.

Top destinations for Middle Eastern tourists are India which is in 1st place with 16% of tourist arrivals; Turkey in 2nd place with 11%, and the UK, the Philippines, Pakistan and Bangladesh all in 3rd place with 6%. The USA is 4th with 5%. Thereafter the destination list is distributed quite evenly across other Asian and European locations each contributing between 1% and 4% of tourist arrivals from the Middle East. South Africa constitutes 1% of tourist arrivals and ranks 26th (not shown).



Intra-regional travel refers to trips with at least one stay outside of the region. Departures between Jan-Dec 2019. Source: Covid-19 Impact on Strategic Tourism Markets, ForwardKeys, March 2021.

Middle Eastern Visitors KPI's



Arrivals		0.012 million	<u>-77.6%</u>
Share of Arrivals		0.4%	-0.1%
Top 2 Age Groups	41-50	20.2%	4.8%
	25-30	15.1%	-6.4%
Top 2 Main Purpose	Holiday	43.0%	-12.4%
	VFR	34.0%	7.7%
Repeat Rate	First Timers	37.9%	-21.0%
	>=10 Times	17.4%	5.1%



Spend		ZAR 0.2 billion	<u>-84.5%</u>
Share of Spend		0.9%	-0.7%
Average Spend pp		ZAR 19,713	<u>-27.2%</u>



Length of Stay		16.8	<u>1.0%</u>
Top 2 Accommodation	SFR	44.8%	8.0%
	Hotel	19.1%	-9.4%

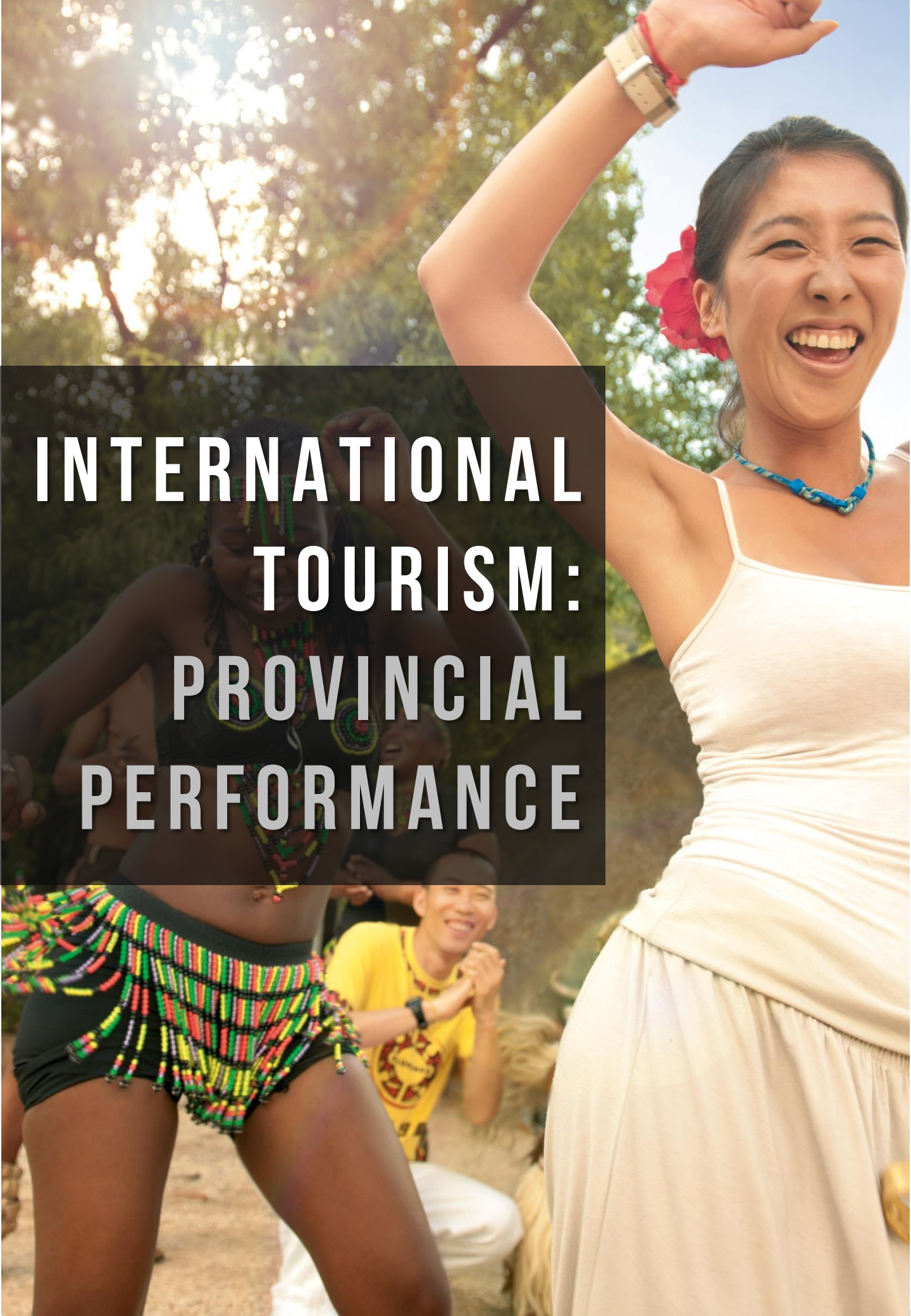


Geographic Spread		35.8%	-3.7%
No. Provinces		1.5	-0.1
Top 2 Provinces	Western Cape	50.7%	-18.2%
	Gauteng	45.6%	2.2%



Satisfaction		4.5	0.0
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*Geographic spread being the share of tourists visiting two provinces or more.



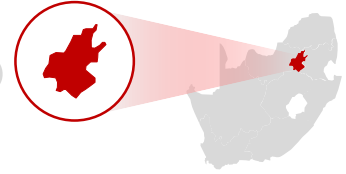
**INTERNATIONAL
TOURISM:
PROVINCIAL
PERFORMANCE**

INTERNATIONAL TOURIST ARRIVALS

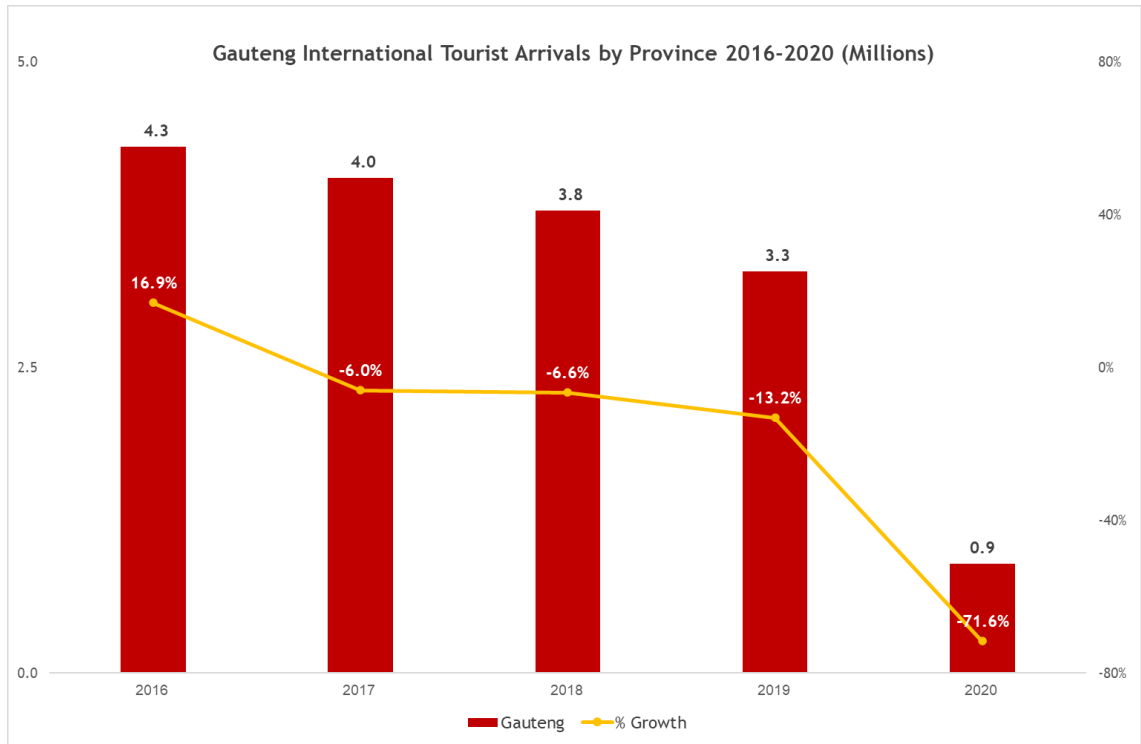


0.9 MILLION

-71.6%



GAUTENG



Gauteng 2020	Mozambique	Zimbabwe	Lesotho	Swaziland	Botswana
Intl. Tourist Arrivals	159,918	132,225	113,930	55,057	46,213
% Share	17.9%	14.8%	12.8%	6.2%	5.2%
% Growth	-72.6%	-68.5%	-68.8%	-79.6%	-75.9%

Gauteng 2020	UK	Malawi	Zambia	USA	Germany
Intl. Tourist Arrivals	44,373	43,685	37,848	32,075	28,278
% Share	5.0%	4.9%	4.2%	3.6%	3.2%
% Growth	-70.0%	-69.4%	-69.1%	-73.7%	-65.1%

Gauteng Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Sandton City / Mandela Square	493,828	124,881	40.1%	34.0%	-74.7%
Apartheid Museum	292,201	67,679	23.8%	18.4%	-76.8%
None	229,795	84,465	18.7%	23.0%	-63.2%
Mandela house (Soweto)	184,032	44,651	15.0%	12.2%	-75.7%
Tour of Soweto	173,651	42,023	14.1%	11.5%	-75.8%
Eastgate Mall	140,531	35,874	11.4%	9.8%	-74.5%
Rhino and Lion Nature Reserve	133,441	33,597	10.8%	9.2%	-74.8%
Braamfontein Goods Market	103,127	17,916	8.4%	4.9%	-82.6%
Constitution Hill	95,937	23,467	7.8%	6.4%	-75.5%
Maboneng Precinct	82,014	19,336	6.7%	5.3%	-76.4%

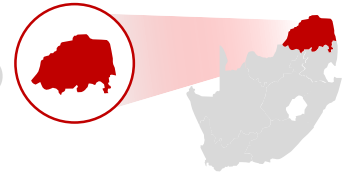
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**INTERNATIONAL
TOURIST ARRIVALS**

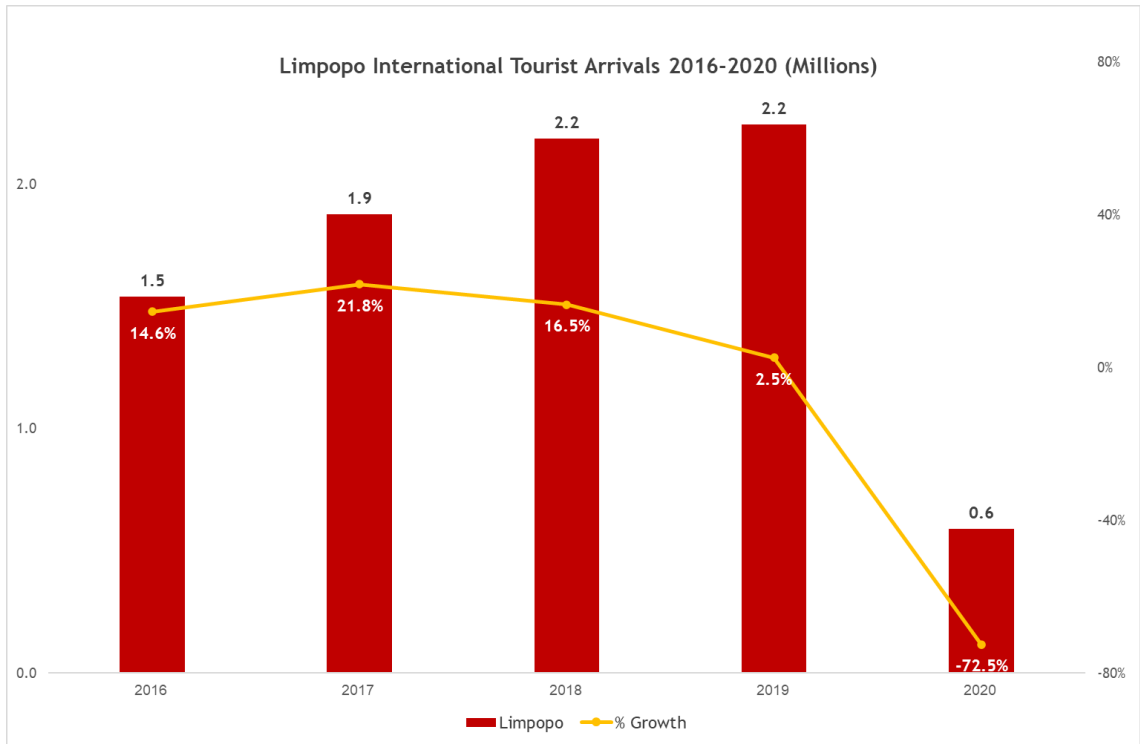


0.6 MILLION

-72.5%



LIMPOPO



Limpopo 2020	Zimbabwe	Botswana	Mozambique	UK	Germany
Intl. Tourist Arrivals	515,463	25,953	6,434	5,338	4,824
% Share	87.2%	4.4%	1.1%	0.9%	0.8%
% Growth	-71.4%	-83.5%	-80.5%	-73.8%	-72.3%

Limpopo 2020	USA	Lesotho	Swaziland	France	Netherlands
Intl. Tourist Arrivals	4,944	4,283	2,522	2,470	2,455
% Share	0.8%	0.7%	0.4%	0.4%	0.4%
% Growth	-72.3%	-68.6%	-75.1%	-72.6%	-62.7%

Limpopo Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Kruger National Park via Orpen	88,558	21,096	61.4%	58.9%	-4.0%
Maphugubwe National Park	23,258	5,194	16.1%	14.5%	-10.0%
Bela Bela Conservatory	15,214	2,658	10.5%	7.4%	-29.6%
Mapungubwe Cultural Landscape	10,313	1,954	7.1%	5.5%	-23.7%
Nature or Game Reserves	9,197	1,522	6.4%	4.2%	-33.3%
Southpansberg Mountains	5,821	689	4.0%	1.9%	-52.3%
Nandoni Dam	3,969	607	2.8%	1.7%	-38.4%
Ga (modjadji) / Motjaji	2,629	216	1.8%	0.6%	-66.9%
Mall of the North	2,603	659	1.8%	1.8%	2.0%
Kapama Game Reserve	2,418	189	1.7%	0.5%	-68.6%

*Multiple mentions possible. Does not add up to 100%.

INTERNATIONAL
TOURIST ARRIVALS

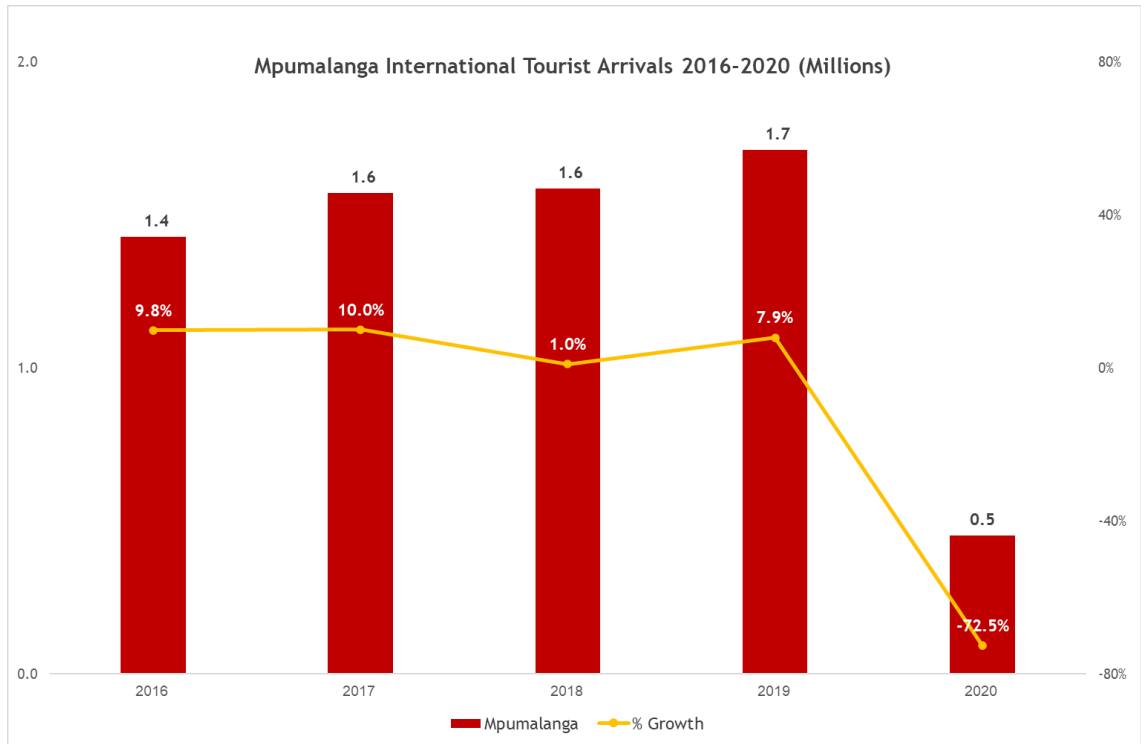


0.5 MILLION

-72.5%



MPUMALANGA



Mpumalanga 2020	Mozambique	Swaziland	Germany	UK	USA
Intl. Tourist Arrivals	242,428	85,228	18,557	13,402	12,165
% Share	53.7%	18.9%	4.1%	3.0%	2.7%
% Growth	-66.2%	-79.2%	-71.9%	-78.3%	-73.4%

Mpumalanga 2020	France	Zimbabwe	Netherlands	Lesotho	Brazil
Intl. Tourist Arrivals	11,242	9,075	7,461	5,488	4,970
% Share	2.5%	2.0%	1.7%	1.2%	1.1%
% Growth	-72.1%	-77.9%	-77.1%	-80.0%	-75.9%

Mpumalanga Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Kruger Park via Skukuza	377,033	92,262	86.6%	85.1%	-1.7%
Bourke's Luck Potholes	100,874	26,777	23.2%	24.7%	6.6%
Panorama	96,592	22,479	22.2%	20.7%	-6.6%
Hazyview	64,124	15,311	14.7%	14.1%	-4.1%
Pilgrim's Rest	49,227	14,106	11.3%	13.0%	15.1%
Hazyview Mall	43,070	10,757	9.9%	9.9%	0.3%
Sabie	37,060	7,428	8.5%	6.8%	-19.5%
White river	36,710	7,284	8.4%	6.7%	-20.3%
The Pinnacle	28,691	5,869	6.6%	5.4%	-17.9%
Sabi Sands Game Reserve	25,094	4,514	5.8%	4.2%	-27.8%

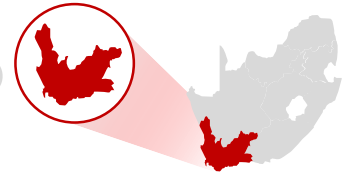
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INTERNATIONAL TOURIST ARRIVALS

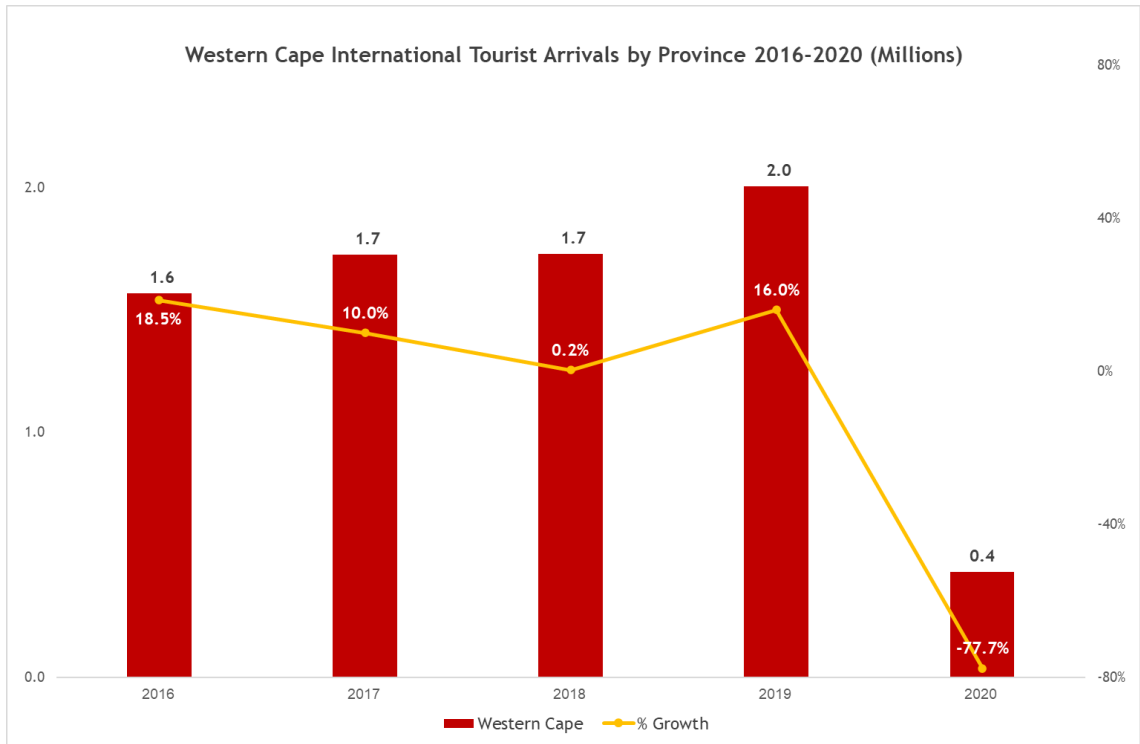


0.4 MILLION

-77.7%



WESTERN CAPE



Western Cape 2020	UK	Germany	USA	Namibia	France
Intl. Tourist Arrivals	76,646	64,438	37,460	27,709	23,429
% Share	17.9%	15.0%	8.7%	6.5%	5.5%
% Growth	-73.5%	-72.0%	-83.2%	-73.4%	-74.8%

Western Cape 2020	Netherlands	Brazil	Lesotho	Switzerland	Canada
Intl. Tourist Arrivals	18,440	12,872	12,006	10,061	10,074
% Share	4.3%	3.0%	2.8%	2.3%	2.3%
% Growth	-78.7%	-80.1%	-75.0%	-78.8%	-79.0%

Western Cape Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
V&A Waterfront	1,260,097	255,096	70.7%	66.4%	-80%
Cape Town Central City	1,100,932	230,894	61.8%	60.1%	-79%
Cape Point	1,051,500	212,562	59.0%	55.3%	-80%
Camp's Bay	1,030,248	206,277	57.8%	53.7%	-80%
Table Mountain Cableway	849,135	185,615	47.6%	48.3%	-78%
Boulder National Park	742,011	140,238	41.6%	36.5%	-81%
The Winelands	739,332	176,220	41.5%	45.9%	-76%
Table Mountain (not cableway)	541,820	109,044	30.4%	28.4%	-80%
Clifton Beach	520,384	122,790	29.2%	32.0%	-76%
Kirstenbosch Botanical Gardens	516,194	106,648	29.0%	27.8%	-79%

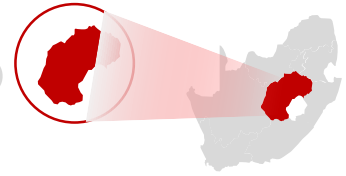
*Multiple mentions possible. Does not add up to 100%.

**INTERNATIONAL
TOURIST ARRIVALS**



0.3 MILLION

-69.6%



FREE STATE



Free State 2020	Lesotho	Botswana	Germany	UK	Swaziland
Intl. Tourist Arrivals	280,830	4,604	2,464	1,968	1,737
% Share	93.1%	1.5%	0.8%	0.7%	0.6%
% Growth	-69.1%	-79.4%	-66.9%	-68.6%	-63.7%

Free State 2020	Namibia	USA	Zimbabwe	Australia	Netherlands
Intl. Tourist Arrivals	1,386	1,272	698	681	561
% Share	0.5%	0.4%	0.2%	0.2%	0.2%
% Growth	-74.0%	-69.7%	-82.3%	-81.2%	-79.8%

Free State Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Golden Gate National Park	11,960	3,468	23.7%	26.9%	-71.0%
Waterfront	8,751	1,480	17.3%	11.5%	-83.1%
Mimosa Mall	8,607	2,022	17.1%	15.7%	-76.5%
Cheetah Experience	5,375	1,770	10.6%	13.7%	-67.1%
Welkom Mall	3,997	883	7.9%	6.8%	-77.9%
Basotho cultural village	3,505	945	6.9%	7.3%	-73.1%
Clarens Ash River Outfall	3,483	1,011	6.9%	7.8%	-71.0%
University of Free State	3,464	661	6.9%	5.1%	-80.9%
Free State stadium/Vodacom Park	3,163	470	6.3%	3.6%	-85.2%
Sterkfontein dam Nature Reserve	2,898	1,059	5.7%	8.2%	-63.4%

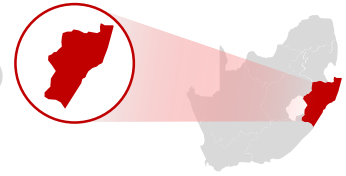
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**INTERNATIONAL
TOURIST ARRIVALS**

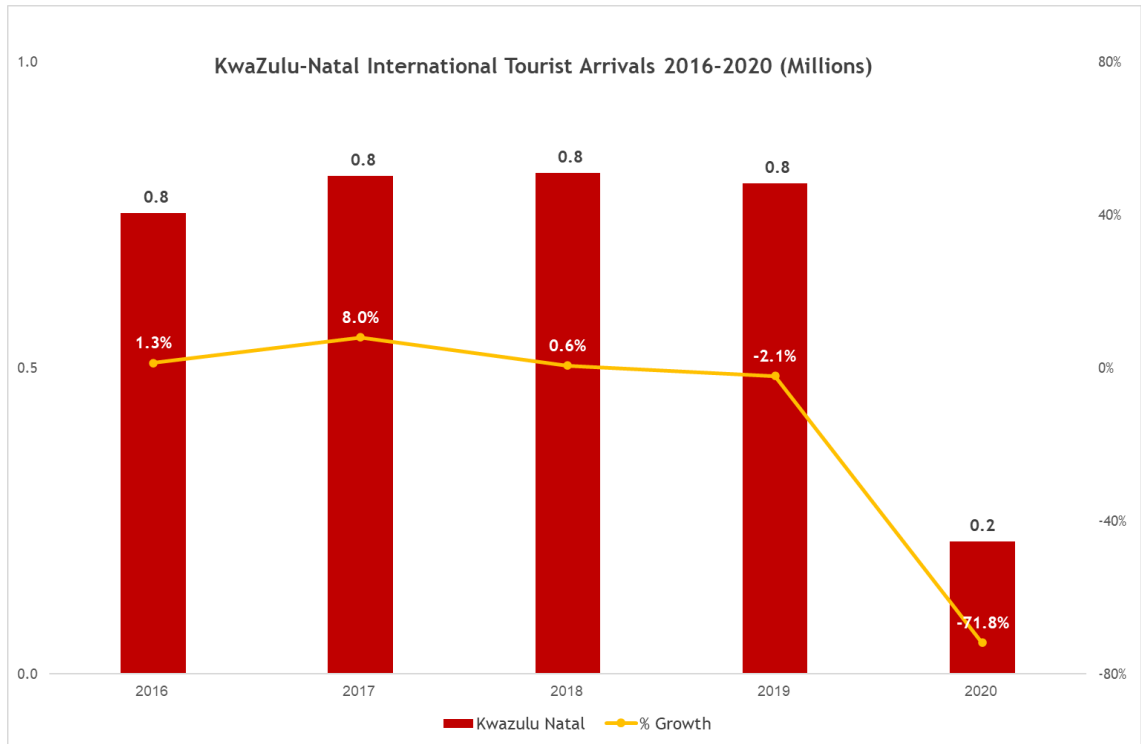


0.2 MILLION

-71.8%



KWAZULU-NATAL



KwaZulu-Natal 2020	Swaziland	Zimbabwe	UK	Lesotho	Germany
Intl. Tourist Arrivals	71,340	18,114	16,442	14,952	14,202
% Share	33.0%	8.4%	7.6%	6.9%	6.6%
% Growth	-76.6%	-66.1%	-61.0%	-62.7%	-63.9%

KwaZulu-Natal 2020	Botswana	Zambia	USA	France	Netherlands
Intl. Tourist Arrivals	11,087	8,135	7,962	6,819	4,368
% Share	5.1%	3.8%	3.7%	3.2%	2.0%
% Growth	-68.1%	-71.5%	-69.4%	-72.9%	-71.6%

KwaZulu-Natal Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Drakensberg Mountains	103,268	25,022	31.7%	27.1%	-75.8%
Gateway Mall	89,187	24,192	27.4%	26.2%	-72.9%
Durban South Beach	87,573	21,545	26.9%	23.4%	-75.4%
Durban North Beach	83,690	22,778	25.7%	24.7%	-72.8%
Durban North Coast	74,550	20,390	22.9%	22.1%	-72.6%
Elephant Coast	74,304	20,206	22.8%	21.9%	-72.8%
Drakensberg Gardens/Pass/Amphi.	64,913	13,384	19.9%	14.5%	-79.4%
La Lucia	58,366	18,410	17.9%	20.0%	-68.5%
uShaka Marine World	53,914	13,130	16.6%	14.2%	-75.6%

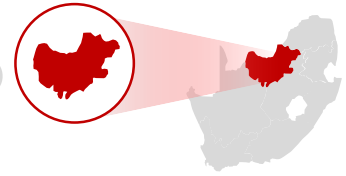
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INTERNATIONAL TOURIST ARRIVALS

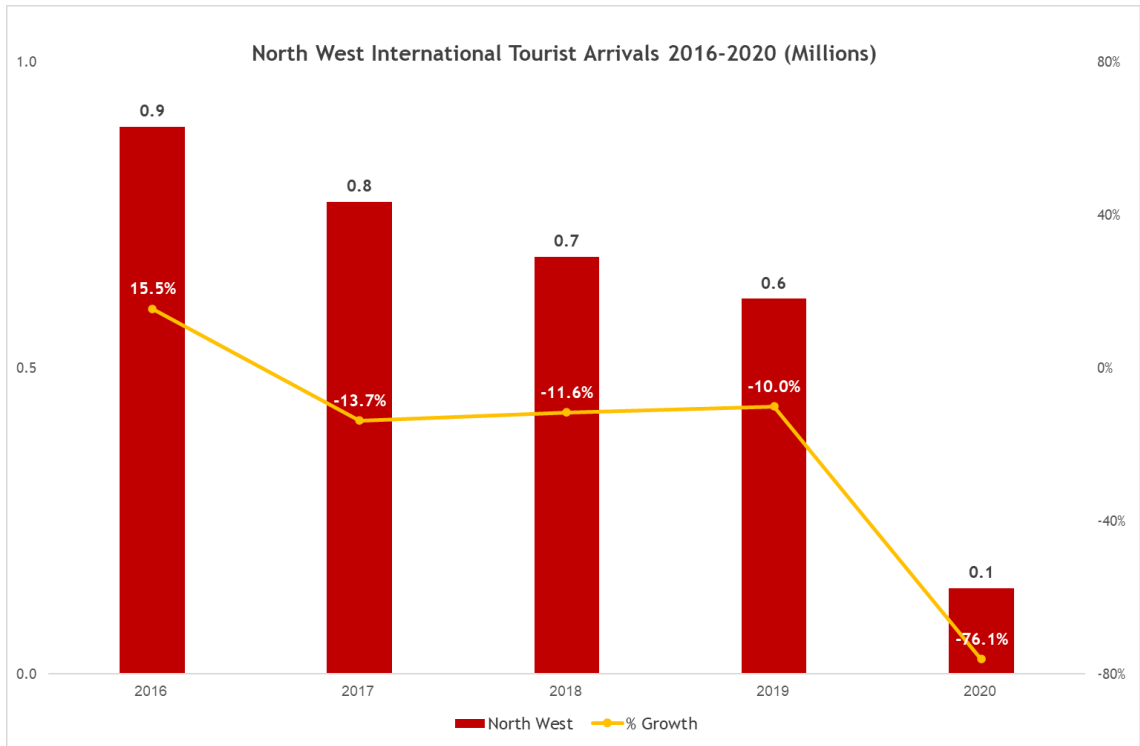


0.1 MILLION

-76.1%



NORTH WEST



North West 2020	Botswana	Lesotho	Mozambique	Zimbabwe	UK
Intl. Tourist Arrivals	55,407	27,551	13,608	8,938	4,883
% Share	39.4%	19.6%	9.7%	6.4%	3.5%
% Growth	-81.9%	-71.8%	-56.8%	-51.4%	-70.8%

North West 2020	Namibia	Germany	USA	France	Malawi
Intl. Tourist Arrivals	3,655	3,487	3,213	1,639	1,499
% Share	2.6%	2.5%	2.3%	1.2%	1.1%
% Growth	-76.5%	-67.8%	-69.0%	-84.0%	-79.3%

North West Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Pilansberg National Park	57,790	15,609	49.1%	49.5%	-73.0%
Sun City / Lost City	42,532	10,129	36.2%	32.1%	-76.2%
Haartebeespoort dam	15,422	3,237	13.1%	10.3%	-79.0%
Madikwe Game reserve	10,345	2,454	8.8%	7.8%	-76.3%
Potchefstroom University	6,179	1,868	5.3%	5.9%	-69.8%
Hartbeespoort dam & Snake Park	5,432	1,111	4.6%	3.5%	-79.5%
Waterfall Mall (Rustenburg)	5,383	1,330	4.6%	4.2%	-75.3%
The cradle of humankind	5,163	1,046	4.4%	3.3%	-79.7%
Klerksdorp Mall	3,549	785	3.0%	2.5%	-77.9%
Brits Mall	2,698	1,251	2.3%	4.0%	-53.6%

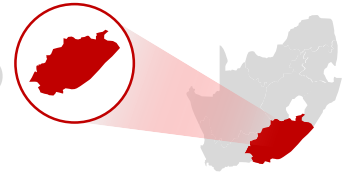
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**INTERNATIONAL
TOURIST ARRIVALS**

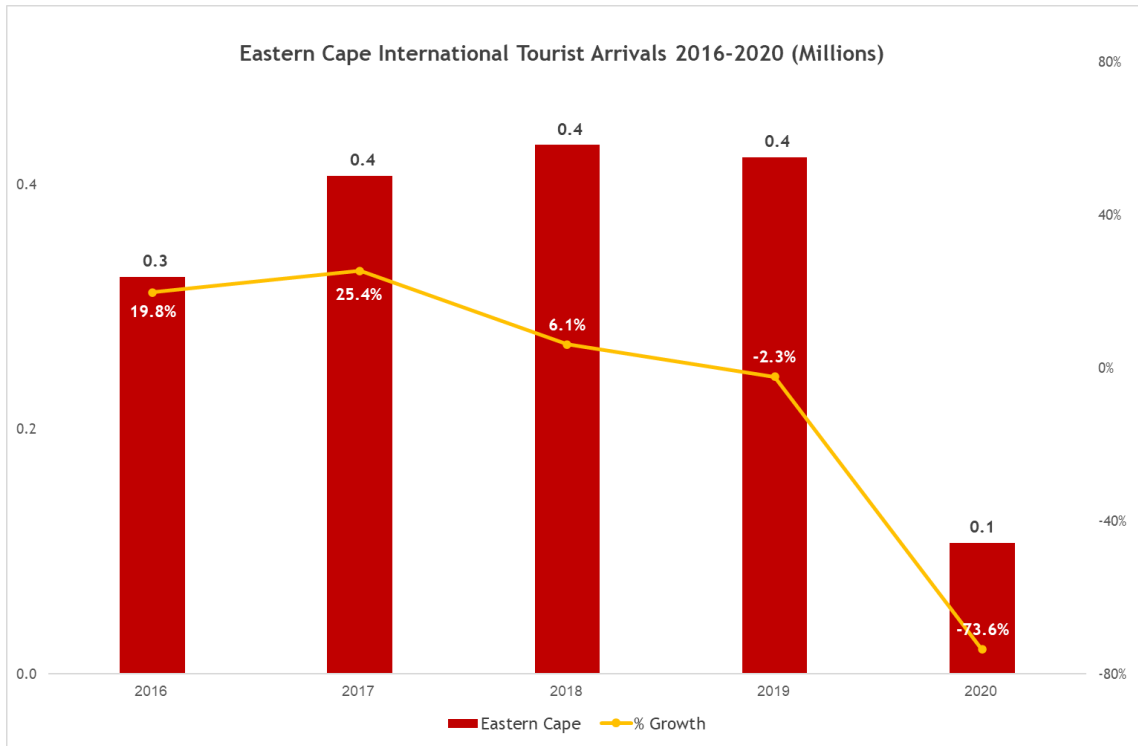


0.1 MILLION

-73.6%



EASTERN CAPE



Eastern Cape 2020	UK	Germany	USA	Netherlands	France
Intl. Tourist Arrivals	25,165	24,160	6,597	4,947	4,181
% Share	23.5%	22.6%	6.2%	4.6%	3.9%
% Growth	-67.8%	-52.9%	-77.3%	-82.5%	-85.1%

Eastern Cape 2020	Switzerland	Brazil	Australia	Lesotho	Zimbabwe
Intl. Tourist Arrivals	3,102	2,679	2,588	2,182	2,148
% Share	2.9%	2.5%	2.4%	2.0%	2.0%
% Growth	-83.2%	-77.6%	-78.3%	-77.5%	-76.7%

Eastern Cape Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Addo Elephant Park	192,875	56,935	53.6%	55.6%	-70.5%
Storms River	139,516	35,845	38.8%	35.0%	-74.3%
Bloukrans Bridge Bungy	63,804	14,954	17.7%	14.6%	-76.6%
None	44,672	13,063	12.4%	12.7%	-70.8%
Board Walk shopping Mall	44,035	13,187	12.2%	12.9%	-70.1%
Tree Top Canopy / Tstitsikamma	40,091	6,414	11.1%	6.3%	-84.0%
Greenacres Mall	34,568	10,455	9.6%	10.2%	-69.8%
Warmer Park	31,032	11,367	8.6%	11.1%	-63.4%
Tiffendel Ski Resort	28,762	9,753	8.0%	9.5%	-66.1%
Nelson Mandela Museum (Mthatha)	24,773	4,846	6.9%	4.7%	-80.4%

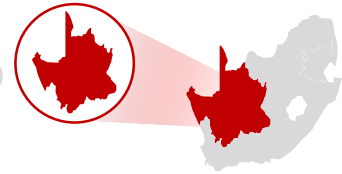
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INTERNATIONAL TOURIST ARRIVALS

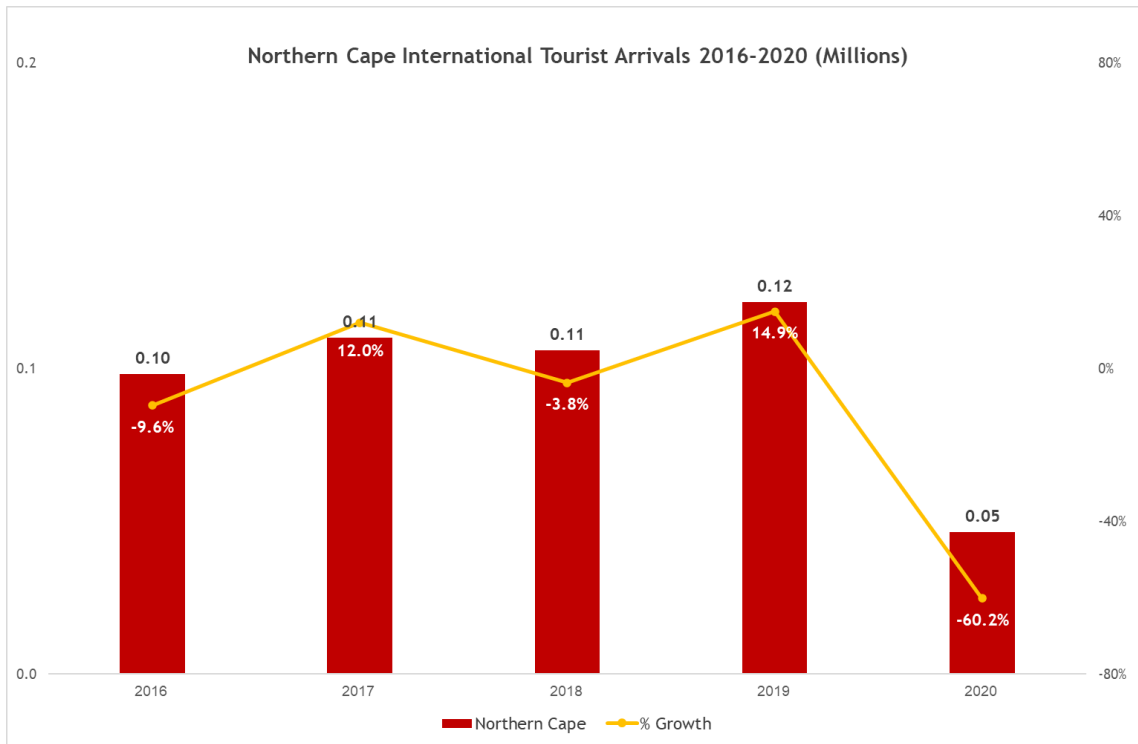


0.05 MILLION

-60.2%



NORTHERN CAPE



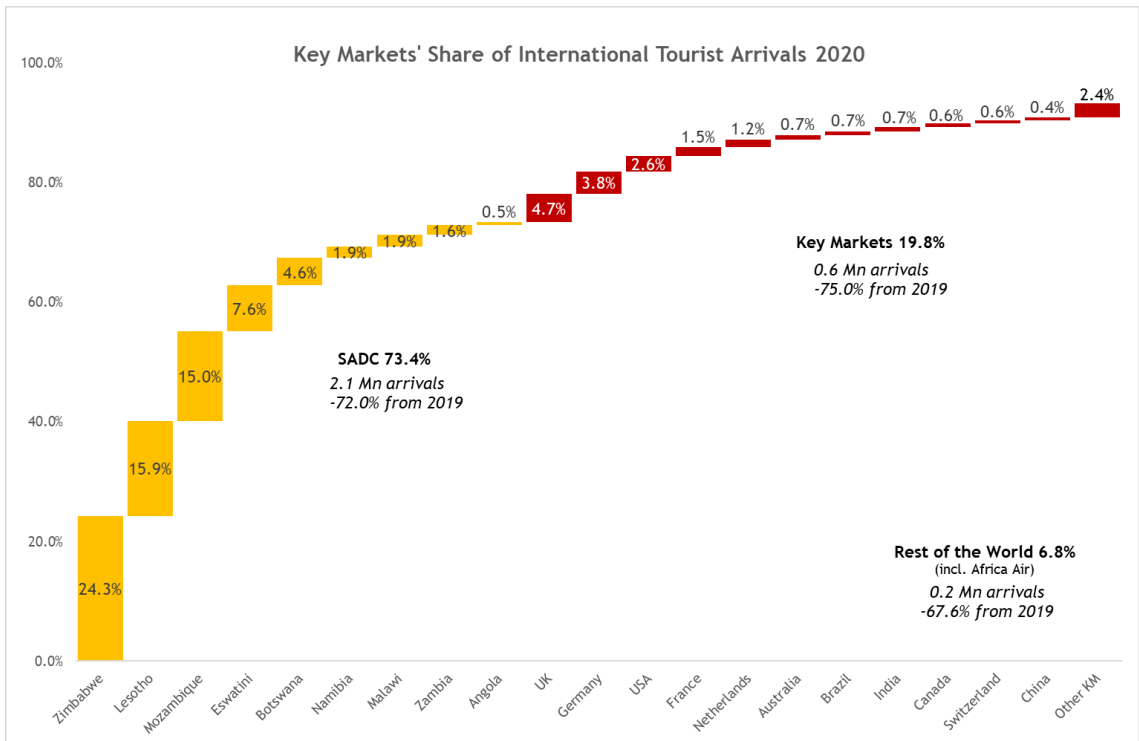
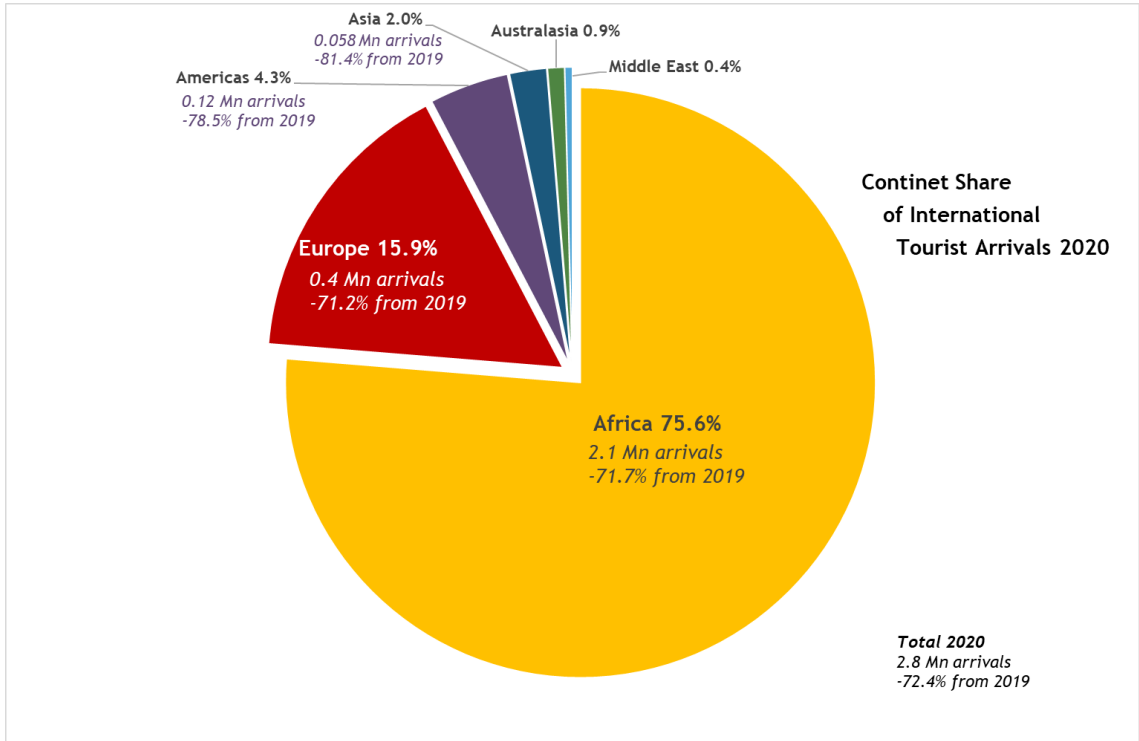
Northern Cape 2020	Namibia	Lesotho	Germany	UK	Netherlands
Intl. Tourist Arrivals	32,025	4,887	2,508	1,268	761
% Share	68.9%	10.5%	5.4%	2.7%	1.6%
% Growth	-39.1%	-74.8%	-61.6%	-76.5%	-83.4%

Northern Cape 2020	USA	Austria	Sweden	Italy	Switzerland
Intl. Tourist Arrivals	598	353	350	337	317
% Share	1.3%	0.8%	0.8%	0.7%	0.7%
% Growth	-80.7%	-85.7%	-81.6%	-82.3%	-80.2%

Northern Cape Top 10 Attractions*	2019	2020	Share 2019	Share 2020	% Growth
Kgalagadi Transfrontier Park	10,350	2,539	24.8%	26.5%	6.7%
Augrabies Falls	9,754	2,011	23.4%	21.0%	-10.3%
Kimberley Big Hole	9,182	1,872	22.0%	19.5%	-11.4%
Namaqualand Flowers	5,382	836	12.9%	8.7%	-32.5%
Kimberley Museum	5,115	1,773	12.3%	18.5%	50.8%
Diamond Mall	4,710	1,516	11.3%	15.8%	40.0%
Mokala National Park	4,584	875	11.0%	9.1%	-17.0%
Blue flag beach at Mcdougal Bay	2,063	356	5.0%	3.7%	-25.1%
San Cultural Villages (Khomani)	1,754	354	4.2%	3.7%	-12.2%
Flea or craft markets	1,011	280	2.4%	2.9%	20.5%

*Multiple mentions possible. Does not add up to 100%.

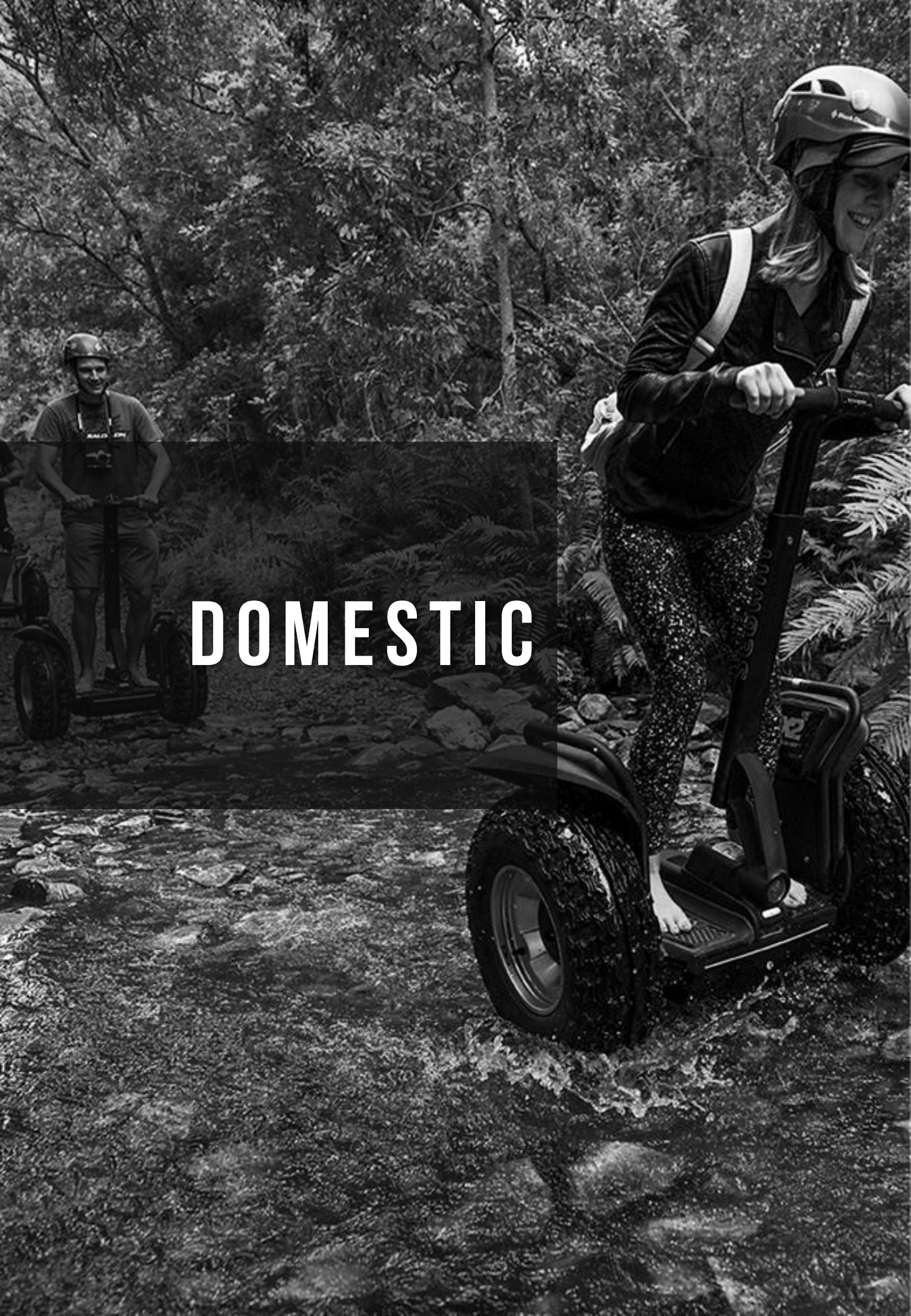
INTERNATIONAL TOURIST ARRIVALS



GEOGRAPHIC SPREAD



Activities	Gauteng	Western Cape	Eastern Cape	KwaZulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Shopping	65%	62%	53%	62%	65%	90%	42%	17%	33%
Social	37%	44%	39%	39%	50%	10%	27%	15%	44%
Cultural, historical and heritage	11%	8%	6%	7%	1%	0%	3%	5%	1%
Business	11%	38%	25%	24%	6%	1%	4%	4%	1%
Visiting natural attractions	9%	2%	2%	5%	10%	4%	21%	61%	20%
Wildlife	7%	15%	10%	5%	2%	1%	4%	4%	14%
Nightlife	5%	61%	52%	23%	13%	3%	9%	9%	2%
Theme parks	5%	34%	56%	19%			13%	7%	1%
Adventure	3%	11%	6%	6%	1%	0%	3%	1%	1%
Medical	2%	7%	10%	2%	1%	0%	1%	1%	4%
Sporting - spectator	2%	2%	1%	0%	1%	0%	1%	2%	2%
Sporting - competed	2%	34%	22%	10%			3%	3%	1%
Health	1%	0%	0%	1%	0%	0%	1%	1%	0%
Trading	1%	3%	2%	1%	0%	0%	0%	0%	1%
Visited a Casino	1%	3%	2%	1%	0%	0%	1%	0%	0%
None	1%	2%	1%	1%	0%	0%	1%		0%
Other	59%	83.9%	82%	77%	40%	41%	47%	25%	43%



DOMESTIC



DOMESTIC TOURISM PERFORMANCE

SUMMARY OF KEY FINDINGS



In 2020, **17.0 million (Overnight) Domestic Trips** were taken in South Africa, a -40.1% decrease from 2019.

The main reason for taking a trip was to visit friends and family with 50.8% share of total trips.

Most of domestic trips originated from Eastern Cape, Gauteng is second source province.



Total revenue generated by domestic tourism in 2020 was **ZAR 53.1 billion**, an increase of 21.0%.

Tourists individually spent more than in 2019, the average spend per tourist being ZAR 3,118 (102.2% vs. ZAR 1,542 in 2019)

Most money continues to be spent mostly on transport, accommodation and food.



The duration of the **domestic trips lasted 3.3 nights** and resulted in a total of 56.8 million bednights which fell by -39.6% than what was recorded in 2019.

VFR and Holiday each lasted about three nights, accounting for 29 million and 14 million bednights, respectively.

- Total domestic trips amounted to 17.0 million in 2020, -40.1% less than the previous year. Domestic tourists were estimated to be 15.6 million in 2020, a 15.1% increase.
- In contrast to 2019, when each tourist took 2.1 overnight trips on average, in 2020 the average was almost halved (-48.0%) and reached 1.1
- There were no domestic trips taken in March, April, and May because of the lockdown. The most popular months for travel (January, February, August, September, October) all exhibited similar levels of demand around 13%-14%.
- Domestic revenue for 2020 was ZAR 53.1 billion, an increase of 21.0% versus 2019. The average spend shows a very high increase of 102.2% compared to that of the previous year (R1,527). Significant expenditure was spent on transport 29.1%, accommodation 22.4%, food & beverages 25.7%, as well as Personal shopping 8.8% and business shopping 2.8% to make up the very bulk of the rest.
- The total number of bednights South Africans travellers spent away on overnight night trips decreased by -39.6% to 56.8 million. The average length of overnight trips taken was 3.3 nights.
- The main reason for domestic tourists to travel within South Africa in 2020 were mainly for VFR (50.8%) and holidays 27.3%. Both of these showed negative growth of -42.2% and -34.0% when compared to 2019 respectively.
- Travellers in 2020 tended to be slightly more self-employed, single, and without dependent children i.e. those more in a position to take risks not having children or immediate families, as well as being better grounded financially.
- The primary reason why most South Africans did not travel in 2020 was 'no reason to travel' (21.2%), followed by lockdown restrictions (17.9%). Social activities during travel fell by 12.2% to 3.7%, while the beach declined from 7.1% to 4.3%. Hence, the beach overtook social's first place.
- Total local day trips taken by SA residents within South Africa dropped by -54.8% to 106.9 million in 2020.

DOMESTIC TOURISM PERFORMANCE

DOMESTIC TRIPS



17.0 MILLION

-40.1% ▼

DOMESTIC SPEND



ZAR 53.1 BILLION

+21.0% ▲

BEDNIGHTS



56.8 MILLION

-39.6% ▼

LENGTH OF STAY



3.3 NIGHTS

+0.8% ▲

DAY TRIPS



108.0 MILLION

-54.3% ▼

GEO SPREAD



4.0%

-11.7% ▼ basis points

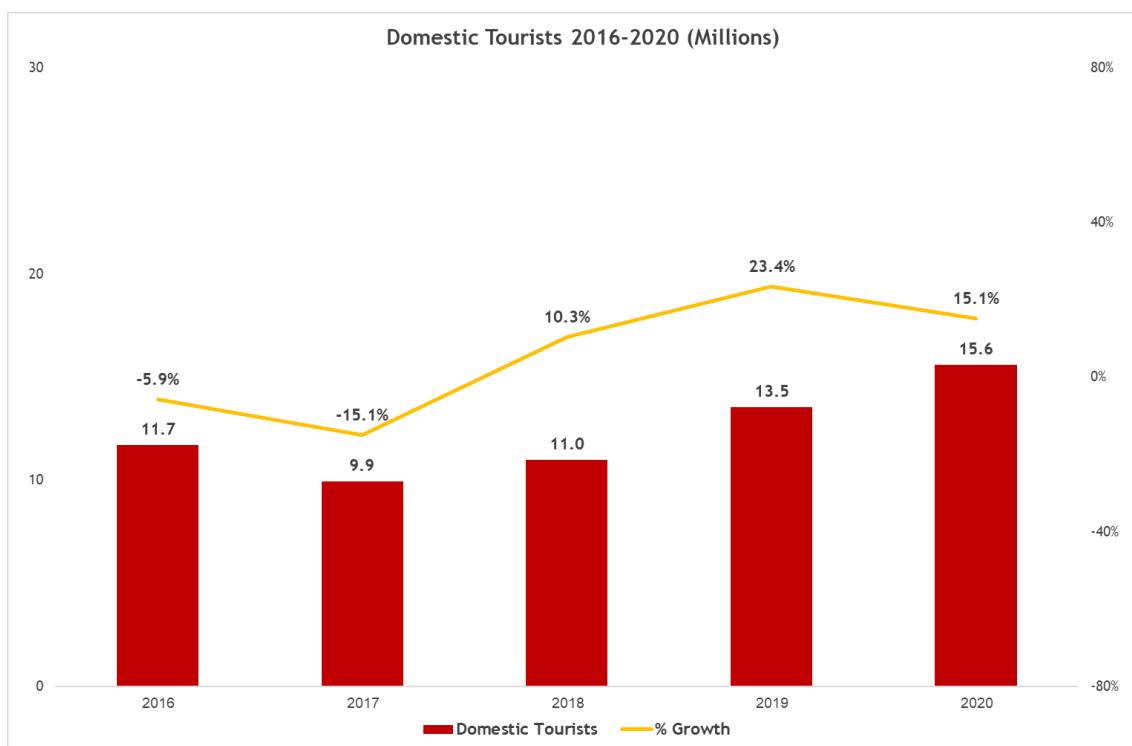
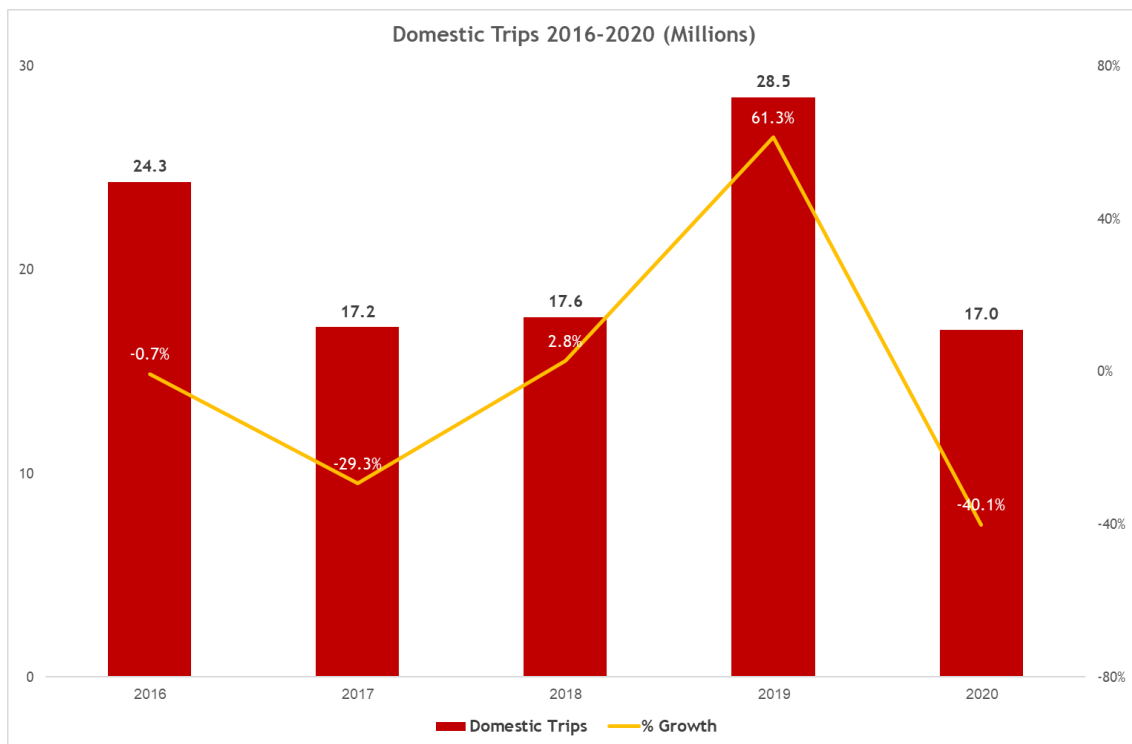
DOMESTIC TRIPS



17.0 MILLION

-40.1% ▼

Total domestic trips amounted to 17.0 million in 2020, -40.1% less than the previous year. This was of course due to Covid-19 and the travel restrictions imposed. Domestic tourists were estimated to be 15.6 million in 2020, a 15.1% increase. It is unsurprising that the number of domestic travellers increased, despite the level 5 lockdown throughout March-June. The increase was due to the maintenance of international restrictions whilst the inter-provincial travel ban was lifted and accommodation services re-opened locally in SA.



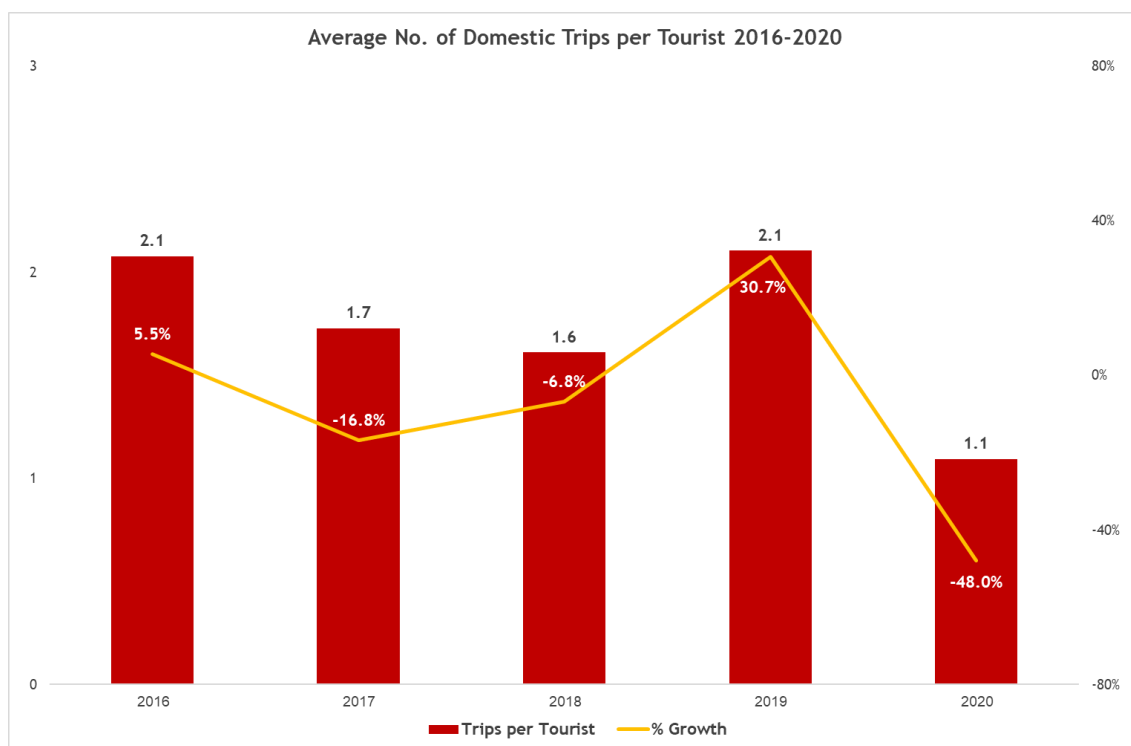
DOMESTIC TRIPS



17.0 MILLION

-40.1% ▼

In contrast to 2019, when each tourist took 2.1 overnight trips on average, in 2020 the average was almost halved (-48.0%) and reached 1.1, this being again a consequence of the pandemic and its travel restrictions. Whereas in previous years, the average South African was used to taking two local trips a year, this year, local trips were constrained to one.



A demographic comparison of 2020 travellers versus those travelling in 2019 highlights a few significant differences. Travellers in 2020 tended to be slightly more self-employed, single, and without dependent children. Phrased inversely, they tended to be less married and fewer of them having young dependent children. This comparison brings to light that during the epidemic, those that chose to and could travel were those more in a position to take risks not having children or immediate families, as well as being better grounded financially.

Demographic Comparison of Travellers 2019 vs. 2020

Question	Demographic	2019	2020	% Change (basis points)
Work Status	Working part-time	11.0%	9.8%	↔ -1.1%
	Self-employed	3.6%	9.8%	↑ 6.1%
Marital Status	Single, never married	59.0%	63.6%	↑ 4.5%
	Married or living together	31.6%	27.4%	↓ -4.1%
Family Situation	Have dependent children	56.2%	52.3%	↓ -3.9%
	Have independent children	11.8%	14.5%	↑ 2.8%
Occupation	Self-employed (formal sector)	4.5%	7.2%	↑ 2.7%
	Self-employed (informal sector)	2.1%	3.7%	↔ 1.6%
	No occupation	63.2%	57.2%	↓ -6.1%

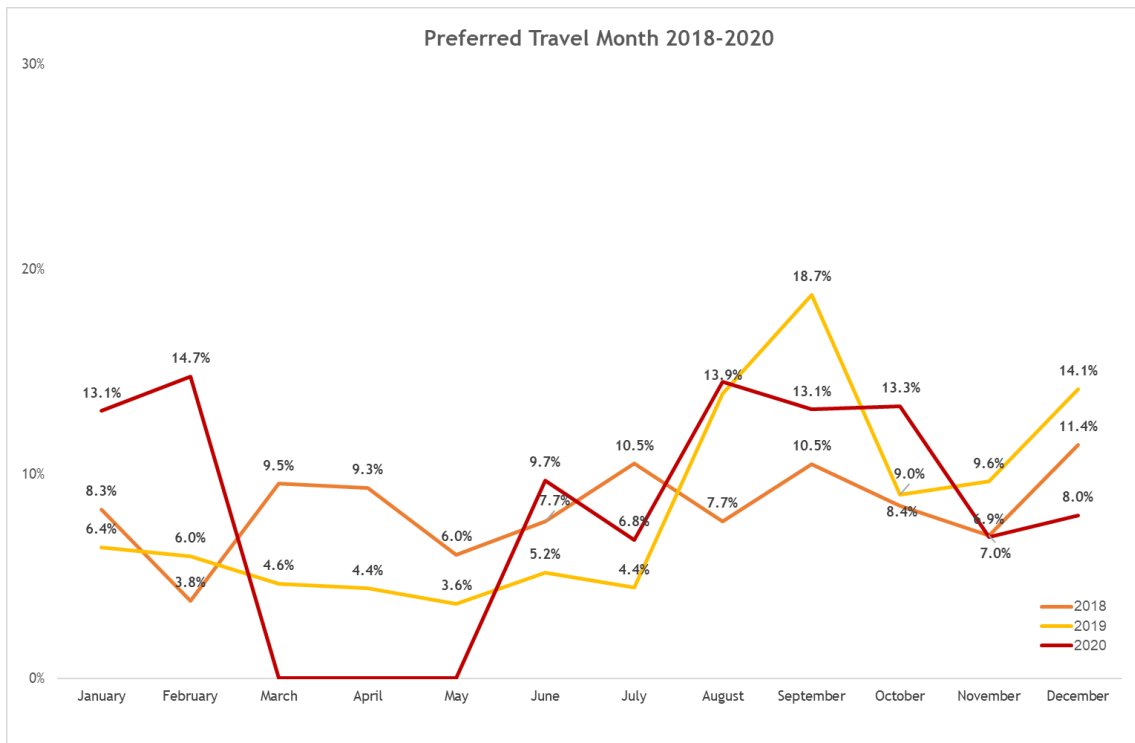
DOMESTIC TRIPS



17.0 MILLION

-40.1% ▼

Looking at travel over the months, it is clear that there were no domestic trips taken in March, April, and May because of the lockdown. Hence, the most popular travel months during 2020 were August through to October consequent to lockdown's further relaxation (end of August), as well as the months prior to the pandemic (January and February). These five months (January, February, August, September, October) all exhibited similar levels of demand around 13%-14%. Since no travel was possible from March through to May, their share seems very high when compared to previous 'normal' years but this is due to the redistribution of travel in line with restrictions and not in line with the holidays and seasons. Analysis by share of travellers rather than share of trips, follows similar patterns. |



Share of Travellers & Travel Incidence by Month 2020

Month of Travel	Share of Travellers	Travel Incidence
January	11.6%	4.6%
February	14.8%	5.9%
March	0.0%	0.0%
April	0.0%	0.0%
May	0.0%	0.0%
June	9.6%	3.8%
July	6.9%	2.8%
August	15.2%	6.1%
September	13.0%	5.2%
October	12.6%	5.0%
November	7.5%	3.0%
December	8.7%	3.5%

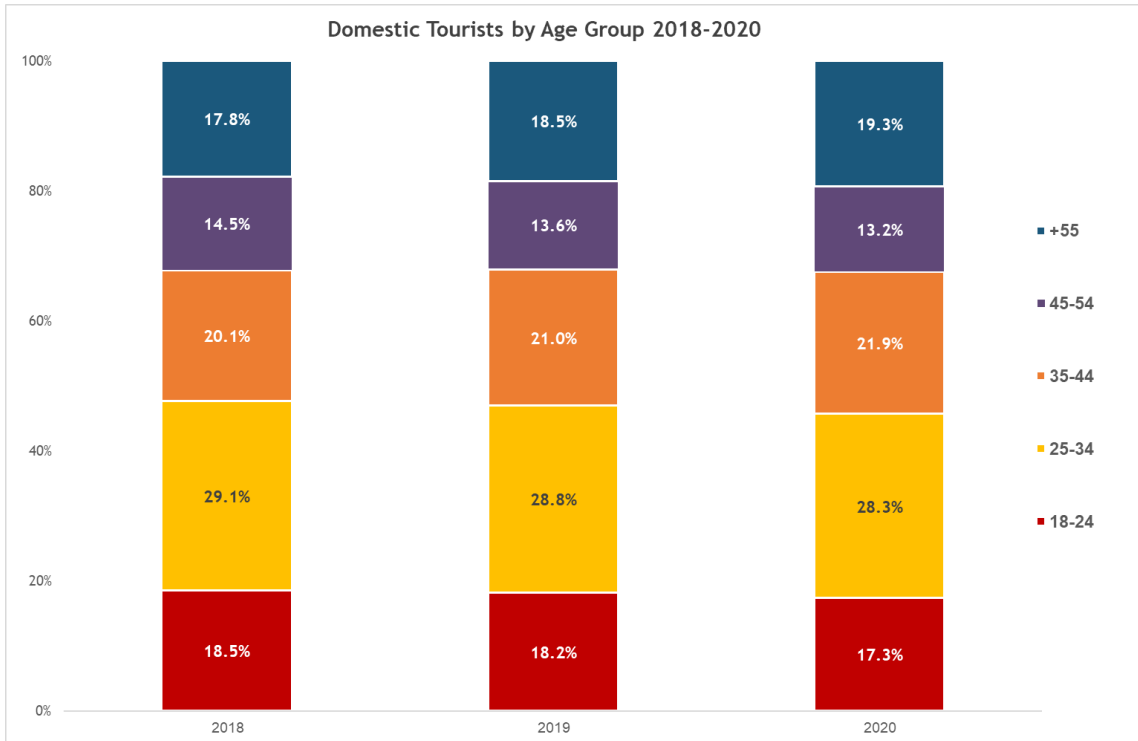
DOMESTIC TRIPS



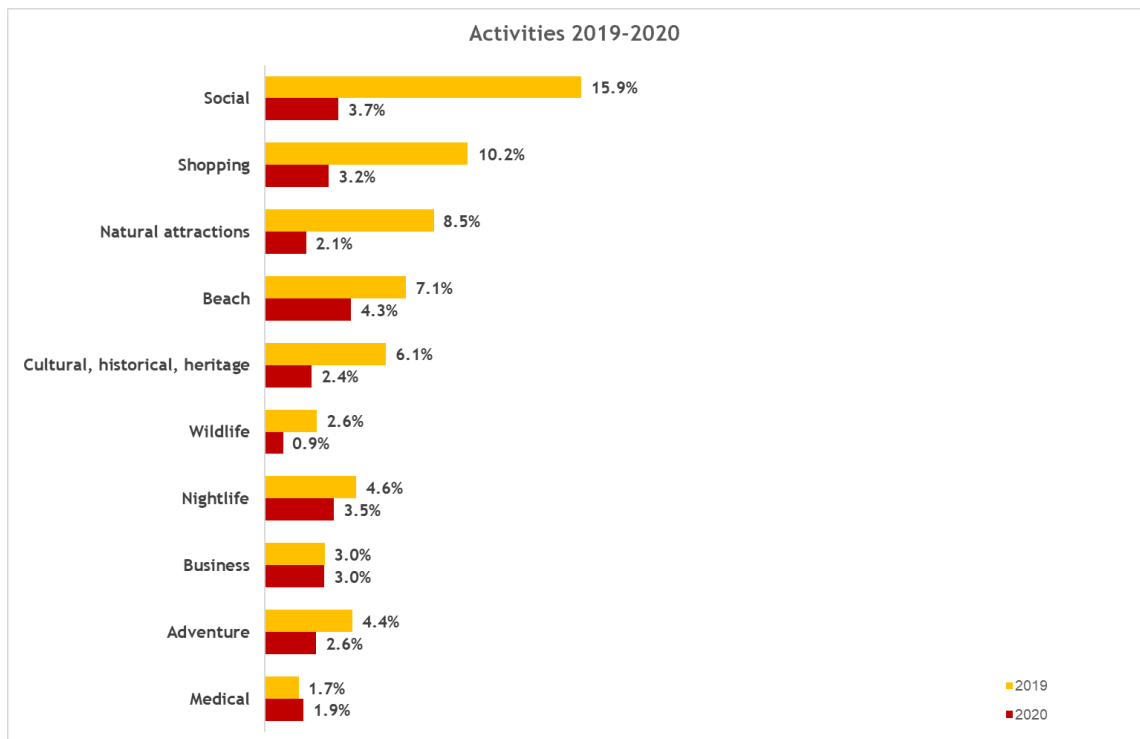
17.0 MILLION

-40.1% ▼

Approximately 28.3% of respondents are between the ages of 25 and 34 years, which is slightly lower than the previous year. The lowest number of domestic tourists travelling in 2020 were 45-54 years old (13.2%).



Social activities during travel fell by 12.2% to 3.7%, while beach declined from 7.1% to 4.3%. Hence, the beach overtook social's first place. Medical activities received the second lowest rating, accounting for only 1.9% of the total. Wildlife came in last with 0.9%



DOMESTIC TRIPS



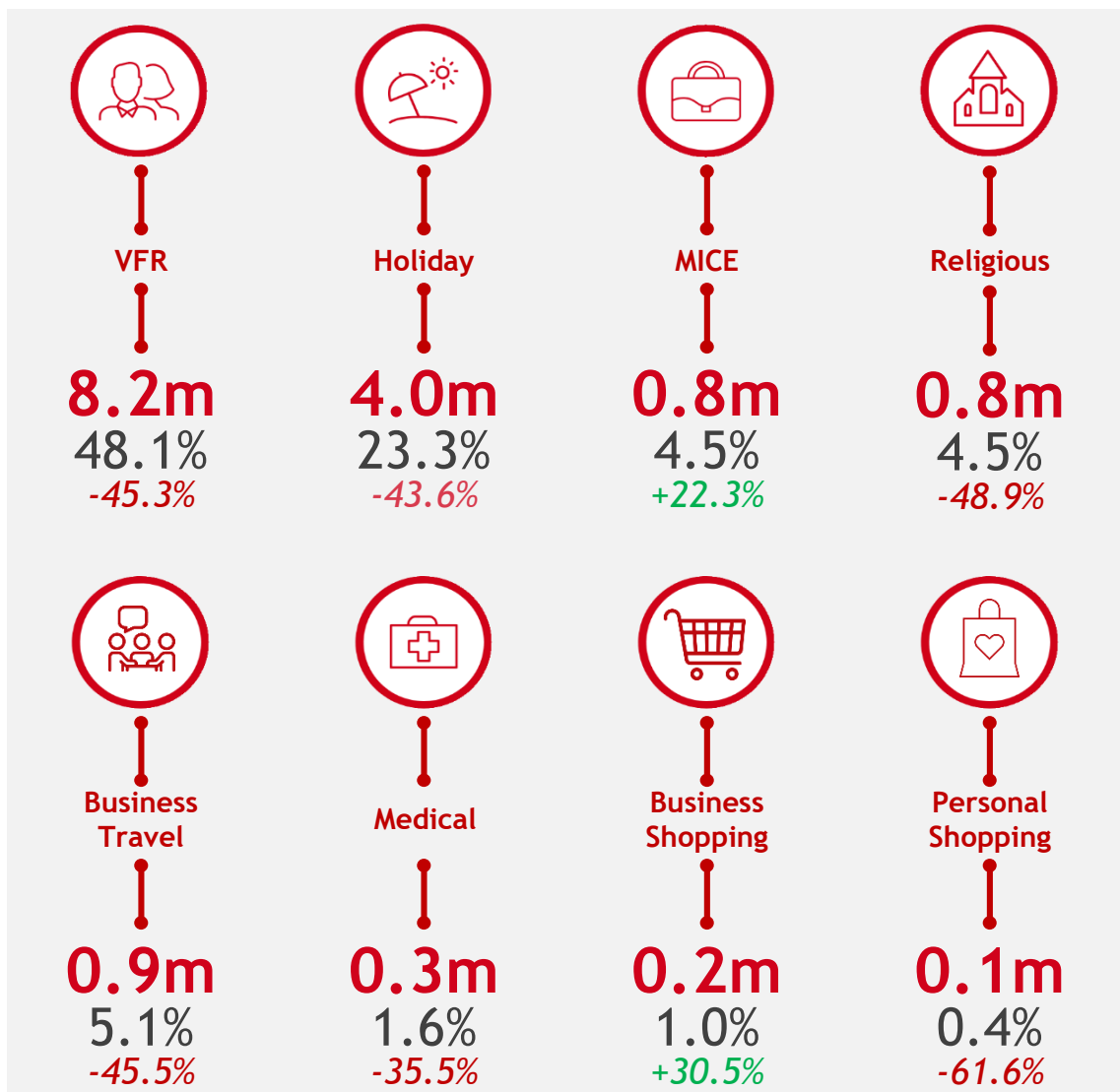
17.0 MILLION

-40.1% ▼

TOTAL TRIPS BY PURPOSE (MILLIONS)

Purposes for domestic travel vary and include travelling to visit friends and family, holiday, MICE, religious, business, medical and shopping purposes. The diagram below depicts the change in trips based on the various reasons for travel. The main reason for domestic tourists to travel within South Africa in 2020 were mainly for VFR (48.1%) and holidays 23.3% as indicated in the figure below. Both of these travel purposes showed negative growth of -45.3% and -43.6% when compared to 2019 respectively. MICE increased by 22.3%, accounting for 4.5% of domestic trips. Although VFR still dominates, the proportion of travel for this purpose has decreased from 52.7% in 2019 to 48.1% in 2020. Holiday travel decreased from 24.8% to 23.3% in 2020. Once more, this change in travel behaviour was due to Covid-19 travel restrictions domestically whereas only essential travel became possible. Business travel's share went down by -1.2%

Domestic Trips by Purpose (Millions, Share, % Growth)





Further significant differences by purpose can be seen when further split by age, marital status, education, number of dependents and income. Approximately more than two third of VFR travellers are single and never married (74.2%), whereas 27.1% of holiday makers are married or living together with partners.

Additionally, 66.7% of VFR tourists completed high school or less and 31.7% of those who travel for holiday purposes have a diploma, degree, or even a post-graduate degree.

More than half of the VFR and holiday tourists have dependent children. Analysis also reveals that 40.5% of holiday tourists are between the ages of 25 and 34 years. This explains why they have children who rely on them, since families typically begin during this age bracket. Others could be fresh graduates who have landed their first job, and are enjoying the fruits of their educational investment.

It is clear that 43.9% of persons travelling for VFR purposes, earn less than ZAR 3,000 per month, whilst 33.4% of those who go on vacation earn more than ZAR 10,000.

Consequently, another significant difference to mention is that holiday travellers spend on average much more than VFR tourists do. The average spend per holiday traveller is ZAR 3,544 - slightly more than VFR tourists' earnings per month.

Demographic Profile of Domestic Tourists 2020 (Status, Education, Children, Age, Income)

Marital Status	Holiday	VFR
Single, never married	66.3	74.2%
Married / living together	27.1%	20.7%
Divorced / widowed / separated	6.6%	5.1%

Education	Holiday	VFR
Primary School or less	6.6%	4.8%
High School or less	46.7%	66.7%
College or less	15.0%	17.7%
Diploma/Degree/Post-graduate	31.7%	10.8%

Children	Holiday	VFR
No Children	22.4%	26.6%
Dependent Children	58.3%	58.1%
Independent Children	15.3%	11.3%
Both Dependent & Independent	4.0%	4.0%

Age Bracket	Holiday	VFR
18 to 24	11.5%	17.0%
25 to 34	40.5%	34.2%
35 to 44	24.8%	27.3%
45 to 54	13.2%	10.5%
55+	10.1%	11.1%

Income	Holiday	VFR
< R 3,000	27.5%	43.9%
R 3,001 - R 10,000	25.2%	19.1%
R 10,001 and above	33.4%	10.9%

DOMESTIC SPEND

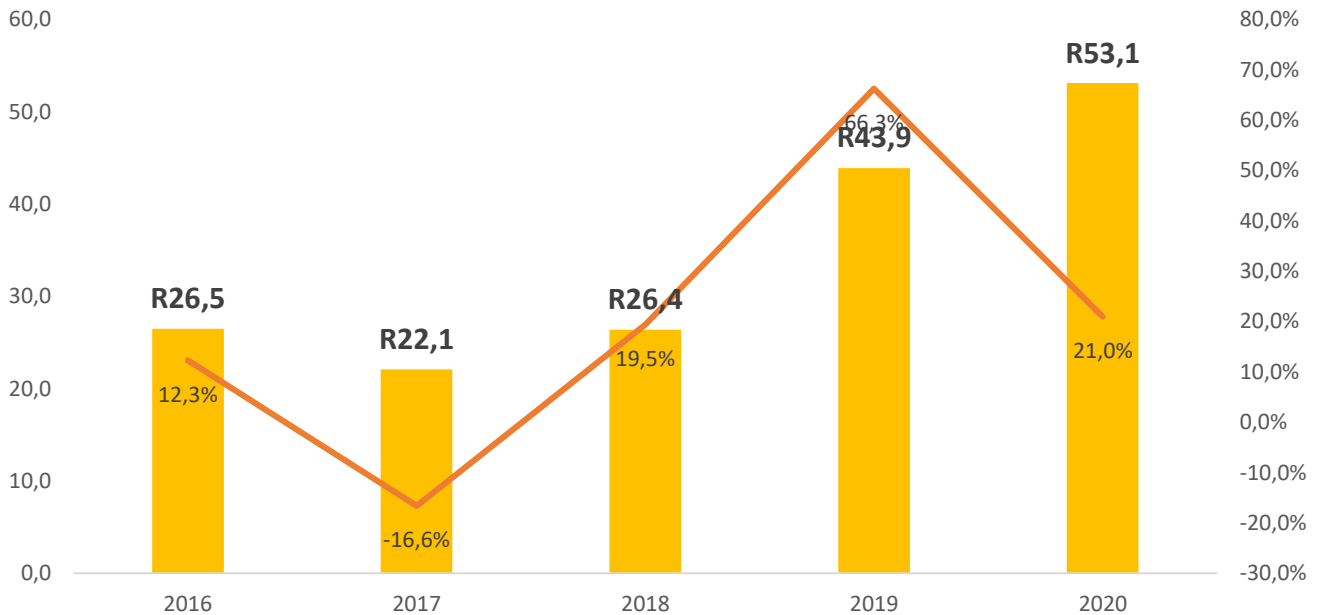


ZAR 53.1 BILLION

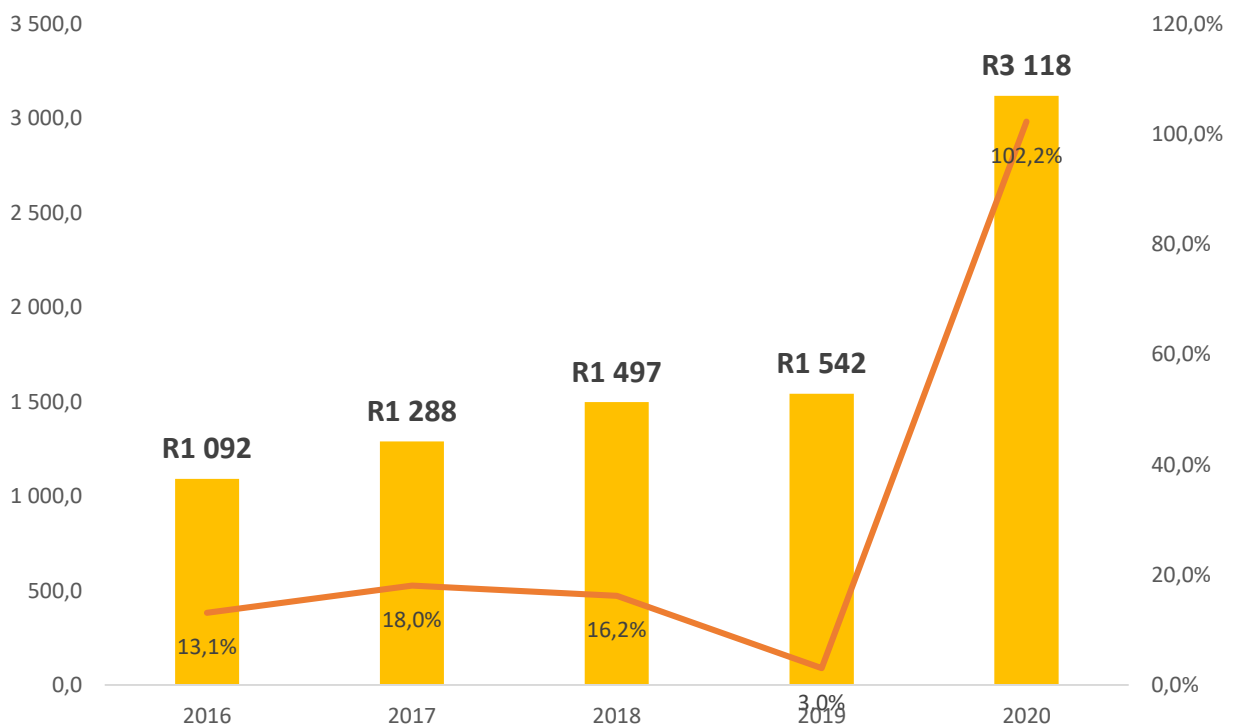
21.0% ▲

Domestic revenue for 2020 was ZAR 53.1 billion, an increase of 21.0% versus 2019. The average spend shows a very apparent increase of +102.2% and may thus be considered to be a huge jump to that of 2019 (ZAR 1,527).

Domestic Revenue



Average Domestic Spend



DOMESTIC SPEND



ZAR 53.1BILLION

21.0% ▲

A significant share of expenditure was spent on transport 29.1%, food & beverages 21.3%, as well as accommodation 22.4%. Personal shopping at 8.8% and shopping for reselling at 2.8% made up the very bulk of the rest. In 2020, there were some revenue losses in some of the domestic spend categories amounting to losses of billions of Rands. Transport generated ZAR 15.4 billion in revenue reflecting a 2.2% increase, food & beverages (ZAR 11.3 billion) which showed the highest increase in revenue with 37.0%, and accommodation expenditure gaining 27.4% resulting in a total of ZAR 11.9 billion. Personal shopping was hit losing -16.8% of revenue whilst leisure lost -27.2%.

Category	2018	2019	2020	% Growth
	(Bn)	(Bn)	(Bn)	
Transport	11,1	15,1	15,4	2,2%
Accommodation	4,7	9,3	11,9	27,4%
Shopping	3,0	5,6	4,7	-16,8%
Food	4,1	8,3	11,3	37,0%
Leisure	1,6	1,7	1,4	-21,2%
Reselling	1,8	0,8	1,5	77,5%



Breakdown of transport used for travel shows the prevalence of minibus taxi's (38.0%) as well as of cars either one's own, someone else's or a rental (34.5%, 12.4%, and 2.1% respectively). Other means of transport are very scarce and make up an additional 10.4%.

Share of Transport by Type 2020

Transport Type	% Share
Minibus taxi	38.0%
My own car	34.5%
Someone else's car	12.4%
Commercial bus	4.4%
Metered taxi	3.8%
Aeroplane	2.2%
Rental car	2.1%

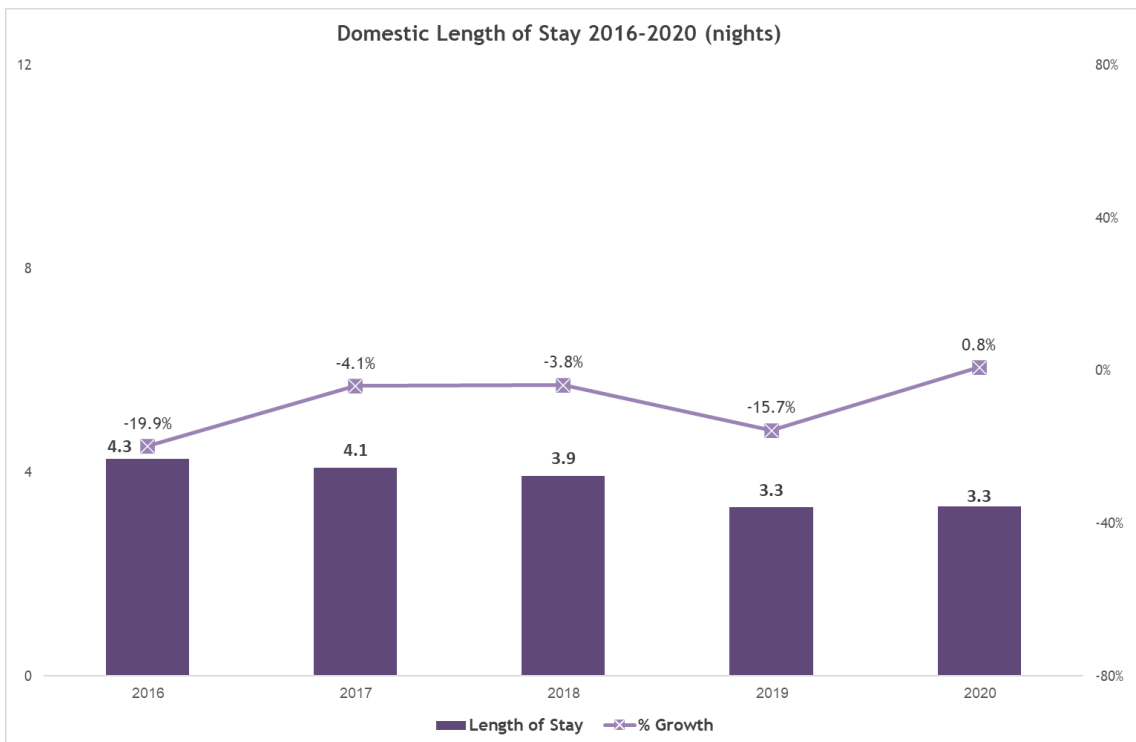
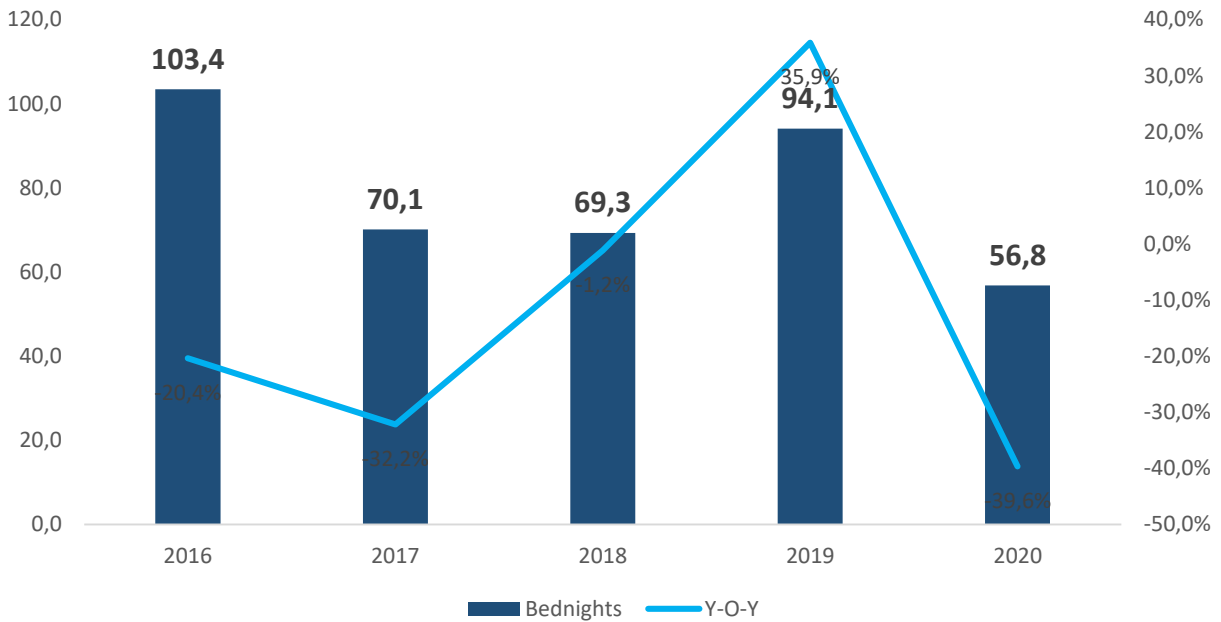
Breakdown of accommodation shows the importance of friends and relatives for domestic travel in SA with this amounting to a staggering 67.8%. Guest houses, hotels, self-catering establishments, B&B's make up a further 18.2%. All other forms come to a total of 12.2%

Share of Accommodation by Type 2020

Accommodation Type	% Share
Friends or Relatives	67.8%
Guest House	7.2%
Hotel	7.0%
Self-catering	4.9%
Bed & Breakfast	4.3%
Other	12.2%

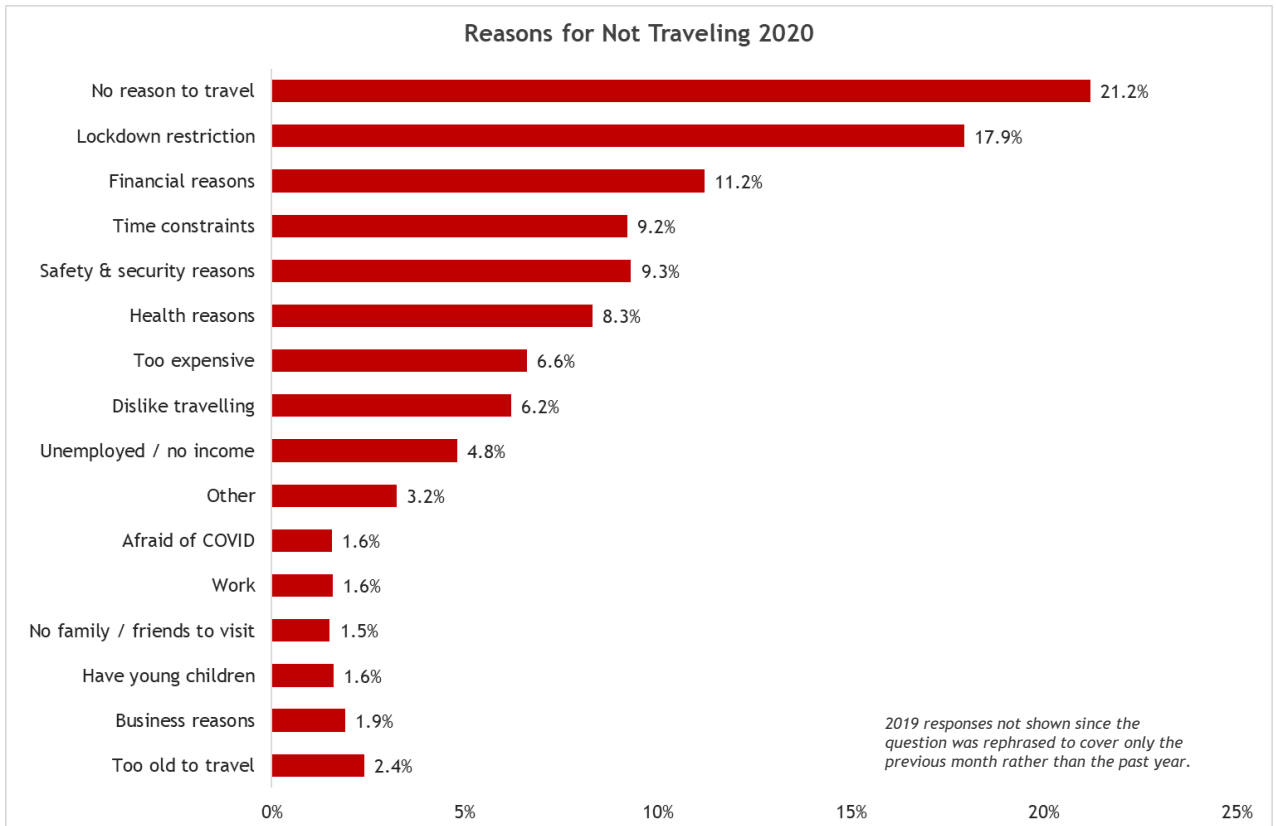
BEDNIGHTS**56.8 MILLION****-39.6%** ▼

In 2020, the total number of bednights South African travellers spent away on overnight night trips decreased by -39.6% to 56.8 million. The average length of overnight trips taken was 3.3 nights. This was a slight increase of +0.8% compared to the previous year. Despite the challenges posed by Covid-19, domestic tourists remained the same number nights to visit. The slight increase in length of stay is likely to have been caused by the greater desire to relax and unwind due to Covid-19.

Bednights

REASONS FOR NOT TRAVELLING

The primary reason why most South Africans did not take part in domestic overnight trips in 2020 was no reason to travel (21.2%), followed by lockdown restrictions (17.9%). Financial reasons amount to 22.6% this being composed by general financial reasons 11.2%, travel being too expensive a further 6.6%, as well as having no income or being unemployed, an additional 4.8%. Explicit fear of Covid-19 was rarely reported (1.6%), but general health reasons contributes a significant 8.3%.



GEOGRAPHIC SPREAD

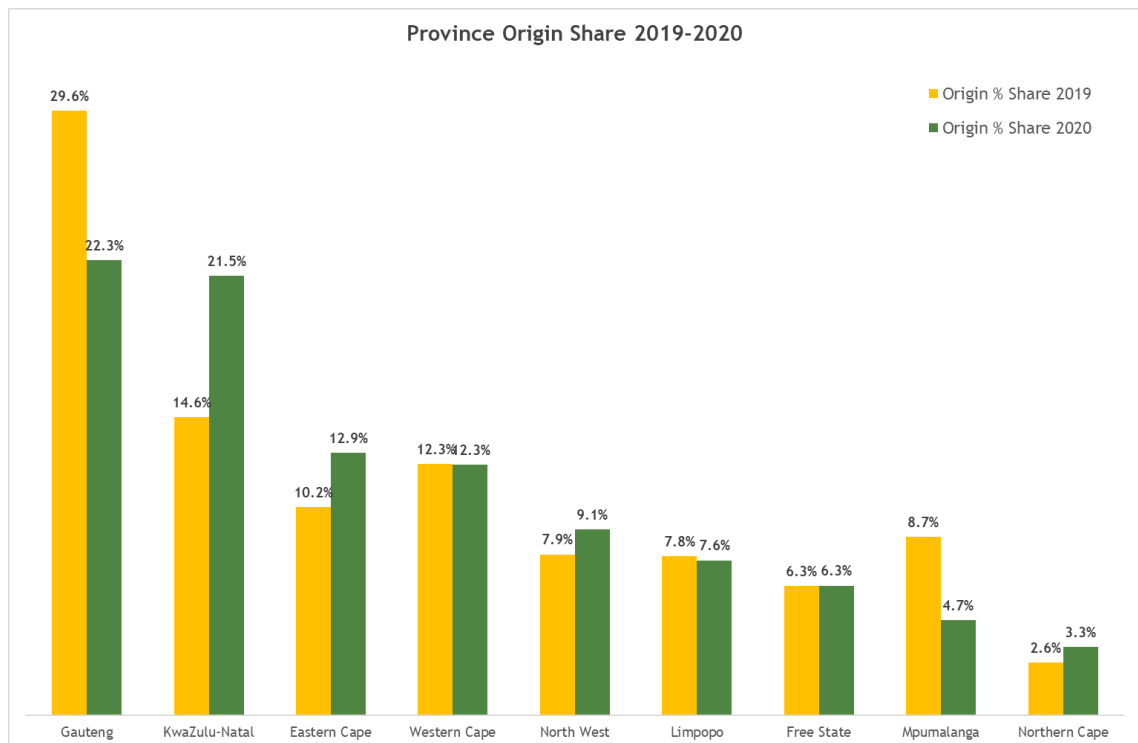


4.0%

-11.7% ▼ basis points

ORIGIN PROVINCE

Covid-19 clearly disrupted domestic travel patterns. Gauteng which is typically the largest origin province, lost 7.3% basis points and amounted to 22.3% of trip origins rather than 29.6%. KwaZulu-Natal and the Eastern Cape saw increases in their share of origin as a result of the lockdown and travel restrictions and the strength in which they were enforced locally. Another factor at play in all coastal provinces, is the higher propensity of holiday homes within the province boundaries encouraging residents to leave the metro areas and stay in their holiday homes during the height of the Covid-19 epidemic. This can be seen on the cross-tabulation of province origin and destination which highlights this travel behaviour pattern in coastal provinces (see page 82).



No. Trips by Origin Province 2016-2020

Total Trip Origin	2016	2017	2018	2019	2020	Origin % Growth 2020
Gauteng	6,635,365	6,244,425	7,229,697	8,434,927	3,557,867	-58.0%
KwaZulu Natal	3,219,911	1,813,975	1,511,468	4,152,182	3,433,726	-17.0%
Eastern Cape	2,403,697	1,118,487	1,458,000	2,903,800	2,051,786	-29.0%
Western Cape	3,452,341	1,462,931	1,069,750	3,497,635	1,957,082	-44.0%
North West	737,921	1,000,852	1,020,274	2,241,408	1,453,574	-35.0%
Limpopo	6,310,124	3,523,716	2,257,714	2,212,685	1,209,694	-45.0%
Free State	504,501	411,056	688,718	1,800,876	1,012,406	-44.0%
Mpumalanga	810,380	1,340,275	2,199,903	2,485,326	742,237	-70.0%
Northern Cape	216,502	253,532	209,818	727,194	533,741	-27.0%

GEOGRAPHIC SPREAD

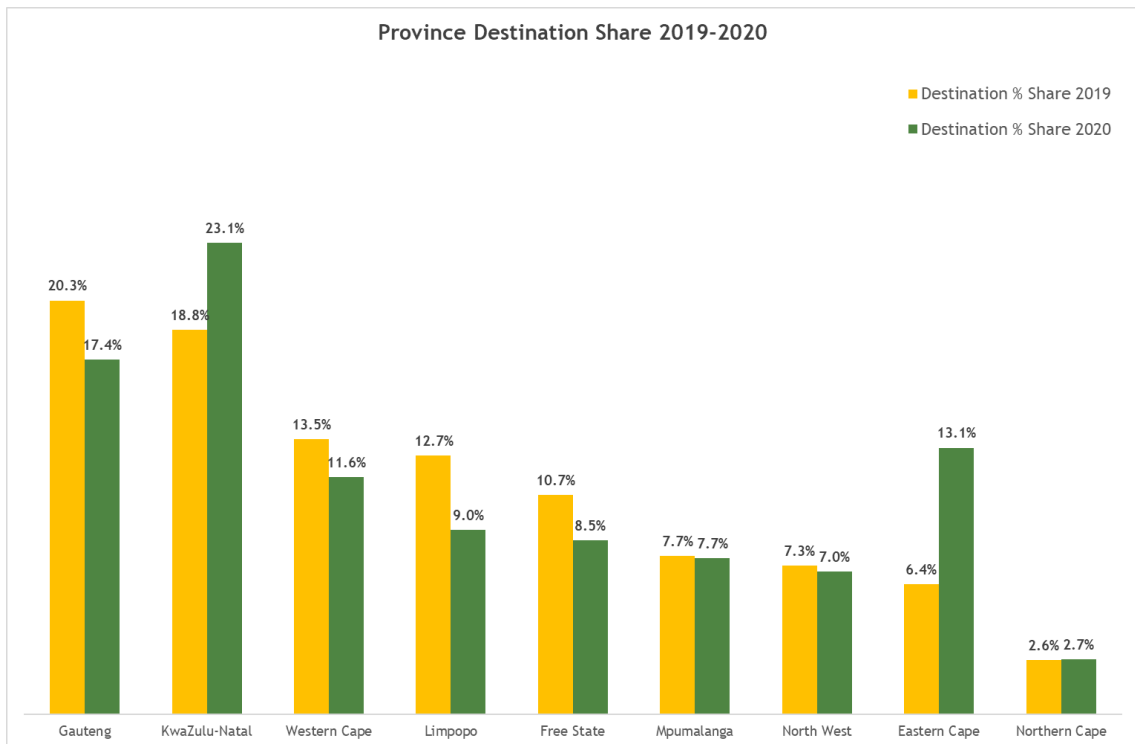


4.0%

-11.7% ▼ basis points

DESTINATION PROVINCE

All provinces recorded decreases in the number of destination trips with the exception of the Eastern Cape. The Eastern Cape and KwaZulu-Natal saw growth in share (+6.7% and 4.3% basis points) and the former also in the actual number of trips (Eastern Cape, 2.8%). It's likely that KwaZulu-Natal and the Eastern Cape were more favourably considered by travellers due to their proximity to Gauteng and the ability to reach them by car more easily than the Western Cape since flights were considered dangerous for health reasons as well as unavailable. The provinces with the biggest losses as destinations in terms of number of trips are the Limpopo, Free State, Western Cape as well as Gauteng. These large losses show in their basis point loss in their share of destinations as can be seen in the graph below.



No. Trips by Destination Province 2016-2020

Total Trip Destination	2016	2017	2018	2019	2020	Destination % Growth 2020
Gauteng	4,447,000	3,451,000	3,185,247	6,674,593	2,869,942	-57.0%
KwaZulu Natal	4,193,000	2,796,000	2,923,944	6,198,264	3,813,197	-38.5%
Eastern Cape	2,900,000	1,638,000	2,322,639	2,096,776	2,155,270	2.8%
Western Cape	2,139,000	1,587,000	1,288,026	4,431,140	1,919,341	-56.7%
North West	1,296,000	1,150,000	1,598,676	2,395,704	1,151,977	-51.9%
Limpopo	8,343,000	5,125,000	3,295,246	4,170,850	1,488,766	-64.3%
Free State	1,140,000	754,000	1,168,014	3,537,526	1,406,478	-60.2%
Mpumalanga	1,658,000	2,278,000	2,911,407	2,546,151	1,263,293	-50.4%
Northern Cape	521,000	393,000	441,472	868,736	441,549	-49.2%

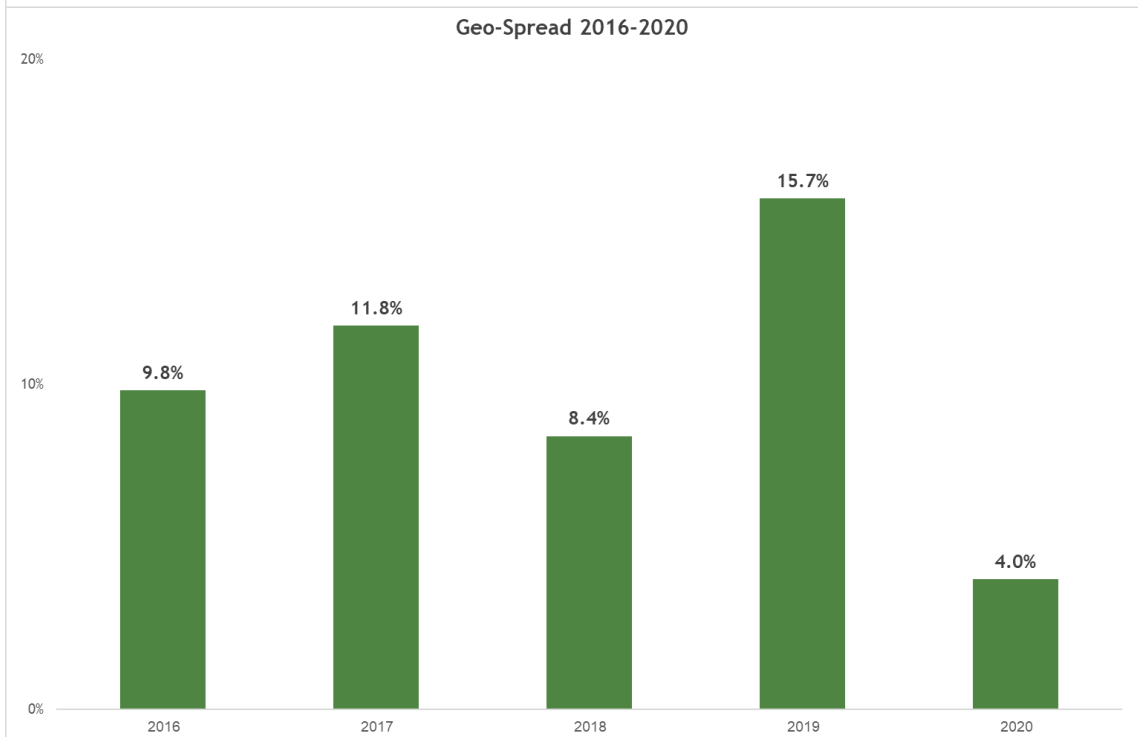
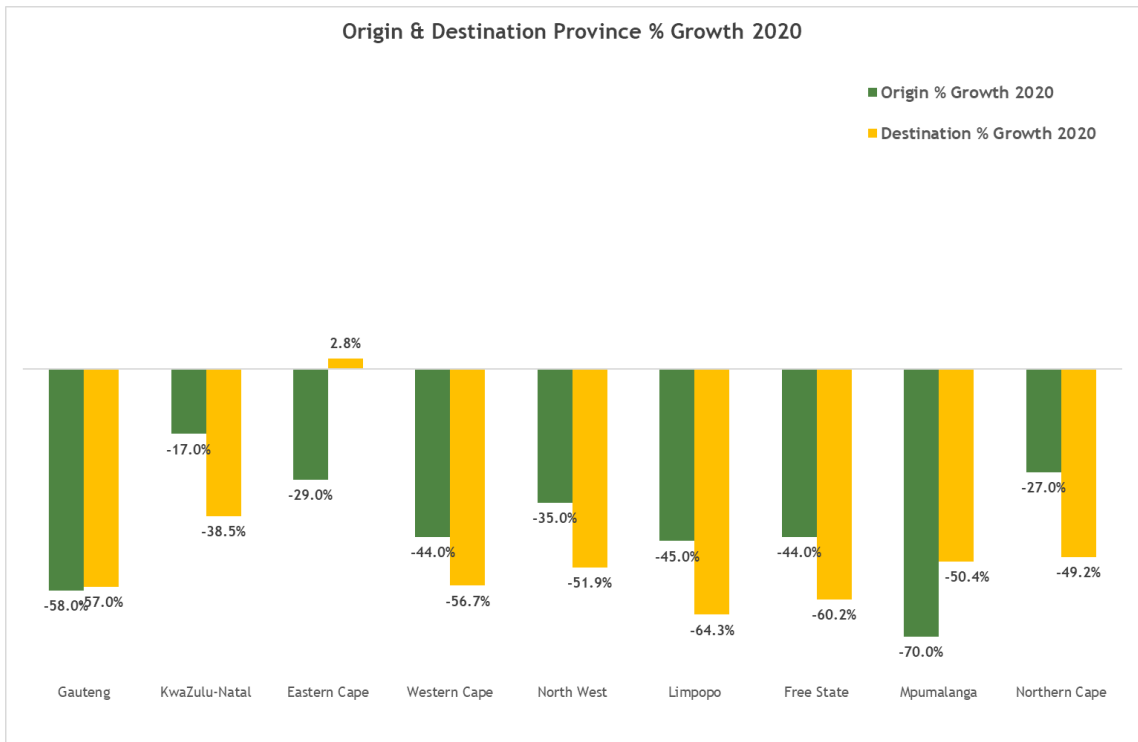
GEOGRAPHIC SPREAD



4.0%

-11.7% basis points

The growth rates at play for provinces both as origins and destinations explain the behaviour patterns evidenced. Gauteng residents left their homes much less, their province also being the one with the largest absolute loss of tourists. The propensity of coastal province residents to holiday in their own province versus landlocked provinces where this is not the case, can be seen on the next page. Due to Covid-19 restrictions, there were only 4.0% of domestic tourists who visited more than one province. This is an -11.7% basis point decrement and clearly mirrors the impact of Covid-19’s travel restrictions imposed locally.



GEOGRAPHIC SPREAD

4.0%
-11.7% basis points

Pivoting the province origin with the province’s destination highlights the extent to which intra-provincial travel is key in coastal regions. Eastern Cape has the highest propensity of intra-provincial travel whereby residents leave their metropolitan homes and travel to rural areas. The same is true for the Western Cape (76.5%) as well as for KwaZulu-Natal (70.1%). Landlocked provinces show much lower intra-provincial travel as can be expected due to the reduced availability of natural attractions. Gauteng’s rates is one of the lowest amongst the landlocked provinces (32.2%), whilst Mpumalanga and the Limpopo are the lowest with 25.6% and 24.0% respectively.

Share of Destination by Origin 2016-2020
(Destination across, Origin going down)

Origin/Destination	Gauteng	KwaZulu Natal	Eastern Cape	Western Cape	North West	Limpopo	Free State	Mpumalanga	Northern Cape
Gauteng	32.2%	14.2%	1.9%	6.9%	34.2%	47.1%	13.7%	41.9%	3.9%
KwaZulu-Natal	11.3%	70.1%	3.2%	2.7%	0.0%	2.1%	9.0%	8.6%	0.0%
Eastern Cape	9.7%	11.6%	85.4%	10.5%	0.0%	0.0%	3.3%	2.4%	0.0%
Western Cape	4.4%	0.0%	9.0%	76.5%	4.2%	0.0%	1.0%	0.0%	28.4%
North West	17.2%	0.8%	0.0%	1.0%	48.3%	15.2%	9.5%	0.7%	7.4%
Limpopo	10.4%	1.4%	0.0%	0.0%	0.0%	24.0%	0.0%	20.7%	0.0%
Free State	5.2%	0.8%	0.6%	0.2%	2.8%	3.2%	51.0%	0.0%	6.8%
Mpumalanga	7.9%	0.0%	0.0%	0.0%	0.0%	6.9%	4.7%	25.6%	0.0%
Northern Cape	1.7%	1.0%	0.0%	2.3%	10.5%	1.6%	7.9%	0.0%	53.5%

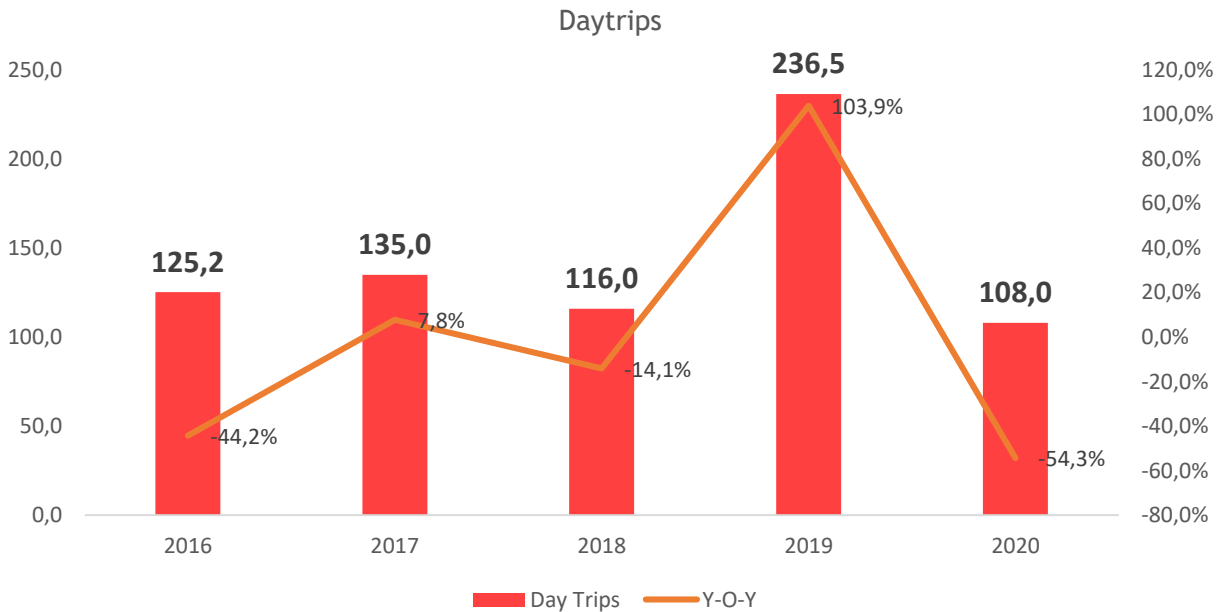
DAY TRIPS



108.0MILLION

-54.3% ▼

Total local day trips taken by SA residents within South Africa dropped by -54.3% to 108.0 million in 2020.



Domestic Day Trips by Purpose 2019 vs. 2020
(Millions, Share & Growth)

Purpose	2019	2020	2019	2020	% Growth
VFR	71,1	35,3	30,1%	32,7%	-50,4%
Personal Shopping	53,5	25,1	22,6%	23,2%	-53,1%
Holiday	40,2	21,7	17,0%	19,9%	-46,0%
Business Travel	10,9	5,6	4,6%	5,2%	-48,8%
Medical	5,3	3,0	2,2%	2,8%	-42,9%
Religious	9,9	2,0	4,2%	1,8%	-80,0%
MICE	11,5	6,3	4,9%	5,8%	-45,1%
Education/Training	9,2	1,5	3,9%	1,4%	-83,9%
Business Shopping	4,4	0,6	1,9%	0,6%	-85,4%
Sport Participant	3,7	0,6	1,6%	0,6%	-80,0%
Other	16,8	10,2	7,1%	9,3%	-39,6%
All Day Trips	236,5	108,8	100,0%	100,0%	-54,3%

A woman wearing a black leather jacket, patterned leggings, and a black helmet is riding a Segway through a shallow, rocky stream. She is smiling and looking down at the water. The background is a lush green forest with many trees and ferns. Another person is visible in the background, also riding a Segway on a path. The word "APPENDIX" is overlaid in white text on a dark rectangular background in the center of the image.

APPENDIX

INTERNATIONAL TOURIST ARRIVALS



INTERNATIONAL ARRIVALS				
ANNUAL	2018	2019	2020	% Growth
TOTAL	10 472 105	10 228 593	2 802 320	-72,4%
Africa	7 786 357	7 600 843	2 137 524	-71,9%
Botswana	688 566	668 315	129 467	-80,6%
Lesotho	1 739 188	1 563 448	448 745	-71,3%
Malawi	197 317	199 079	53 365	-73,2%
Mozambique	1 360 896	1 333 195	422 537	-68,3%
Namibia	200 367	184 431	54 511	-70,4%
Swaziland	883 735	917 631	214 947	-76,6%
Zambia	165 968	152 064	46 486	-69,4%
Zimbabwe	2 208 930	2 258 794	684 546	-69,7%
Angola	64 859	61 995	15 443	-75,1%
Democratic Republic of Congo	35 356	33 105	9 062	-72,6%
Ethiopia	9 031	6 705	2 076	-69,0%
Ghana	20 999	18 381	5 257	-71,4%
Kenya	29 193	30 329	6 899	-77,3%
Nigeria	53 769	39 041	10 191	-73,9%
Tanzania	36 473	38 277	10 977	-71,3%
Uganda	13 686	14 795	3 510	-76,3%
Other Africa	78 024	81 258	19 505	-76,0%
Asia	310 982	311 371	57 455	-81,5%
China including Hong Kong	97 136	93 370	12 637	-86,5%
India	93 428	95 621	18 892	-80,2%
Japan	27 541	28 388	5 236	-81,6%
Malaysia	7 460	9 295	1 398	-85,0%
Singapore	9 093	10 052	1 353	-86,5%
South Korea	21 868	19 947	4 222	-78,8%
Other Asia	54 456	54 698	13 717	-74,9%
Australasia	131 348	128 153	24 651	-80,8%
Australia	115 846	111 439	20 720	-81,4%
New Zealand	15 213	16 410	3 890	-76,3%
Other Australasia	289	304	41	-86,5%
South America	116 516	120 380	30 368	-74,8%
Argentina	19 439	15 553	4 891	-68,6%
Brazil	70 539	77 261	19 388	-74,9%
Chile	6 631	5 944	1 532	-74,2%
Other Central & South America	19 907	21 622	4 557	-78,9%
Europe	1 618 762	1 556 452	446 653	-71,3%
Austria	30 119	30 376	9 463	-68,8%
Belgium	57 232	54 233	12 726	-76,5%
Denmark	27 649	24 837	8 764	-64,7%
Finland	10 430	9 918	3 246	-67,3%
France	186 251	165 038	41 023	-75,1%
Germany	343 229	322 720	106 092	-67,1%
Ireland	31 597	30 282	8 755	-71,1%
Italy	63 870	64 764	11 447	-82,3%
Netherlands	146 925	144 071	35 026	-75,7%
Portugal	31 754	29 737	7 233	-75,7%
Russian Fed	16 783	16 276	6 494	-60,1%
Spain	41 766	41 524	6399	-84,6%
Sweden	48 740	41 787	14 082	-66,3%
Switzerland	58 320	55 432	15 697	-71,7%
Turkey	14 586	14 072	4 689	-66,7%
UK	430 708	436 559	132 384	-69,7%
Other Europe	59 521	57 418	23 133	-59,7%
Middle East	63 469	71 123	12 399	-82,6%
UAE	16 033	18 668	463	-97,5%
Other Middle East	47 436	52 455	11 936	-77,2%
North America	444 671	440 271	89 504	-79,7%
Canada	67 779	66 577	17 545	-73,6%
USA	376 892	373 694	71 959	-80,7%

APPENDIX

TFDS BY COUNTRY				
ANNUAL	2018	2019	2020	% Growth
AFRICA	R35 424 473 536	R30 725 408 594	R9 667 917 579	-68,5%
Botswana	R2 432 088 704	R1 794 692 361	R502 012 769	-72,0%
Lesotho	R2 923 226 893	R2 661 393 409	R728 731 007	-72,6%
Malawi	R2 887 019 478	R2 245 501 962	R626 957 683	-72,1%
Mozambique	R3 618 520 675	R3 081 877 238	R1 180 902 948	-61,7%
Namibia	R1 073 802 936	R939 346 295	R281 567 104	-70,0%
Swaziland	R1 840 478 683	R1 616 406 249	R423 701 851	-73,8%
Zambia	R2 666 235 802	R2 047 820 855	R714 433 623	-65,1%
Zimbabwe	R12 295 567 710	R11 620 335 773	R3 818 355 456	-67,1%
Angola	R1 283 035 453	R1 069 089 883	R283 833 009	-73,5%
Democratic Republic of Congo	R727 802 297	R685 695 244	R213 108 696	-68,9%
Ethiopia	R125 042 590	R102 287 199	R33 537 196	-67,2%
Ghana	R324 657 603	R332 919 368	R107 034 074	-67,8%
Kenya	R396 927 136	R388 345 630	R84 895 234	-78,1%
Nigeria	R1 112 494 735	R638 434 704	R223 947 277	-64,9%
Tanzania	R305 926 247	R329 794 443	R111 955 042	-66,1%
Uganda	R238 732 564	R150 722 673	R76 955 116	-48,9%
Other Africa	R1 172 914 029	R1 020 745 308	R255 989 493	-74,9%
ASIA	R5 338 586 804	R4 739 510 598	R936 304 813	-80,2%
China including Hong Kong	R1 766 328 050	R1 577 866 389	R229 539 432	-85,5%
India	R1 299 727 386	R1 465 531 757	R322 246 836	-78,0%
Japan	R390 087 262	R387 651 656	R104 103 046	-73,1%
Malaysia	R120 927 328	R125 632 503	R18 890 395	-85,0%
Singapore	R144 615 552	R264 313 247	R32 659 421	-87,6%
South Korea	R291 084 240	R284 342 727	R75 839 042	-73,3%
Other Asia	R720 478 269	R632 210 499	R153 026 640	-75,8%
AUSTRALASIA	R2 307 862 394	R2 430 780 180	R505 642 896	-79,2%
Australia	R2 006 368 325	R2 151 381 568	R425 624 795	-80,2%
New Zealand	R301 117 518	R279 318 212	R79 475 549	-71,5%
Other Australasia	R376 550	R80 400	542552,06	574,8%
CENTRAL & SOUTH AMERICA	R1 870 865 799	R1 453 584 118	R519 116 108	-64,3%
Argentina	R260 525 500	R176 030 495	R72 866 065	-58,6%
Brazil	R1 232 009 223	R1 022 747 860	R345 584 878	-66,2%
Chile	R106 557 144	R77 080 163	R32 999 345	-57,2%
Other Central & South America	R271 773 932	R177 725 600	R67 665 820	-61,9%
EUROPE	R27 445 854 945	R31 405 697 854	R8 610 930 267	-72,6%
Austria	R460 051 305	R738 599 556	R142 632 700	-80,7%
Belgium	R917 283 797	R923 349 732	R256 051 453	-72,3%
Denmark	R459 704 053	R494 442 884	R162 609 469	-67,1%
Finland	R204 334 673	R184 589 876	R75 909 631	-58,9%
France	R2 713 954 655	R2 701 349 834	R660 861 484	-75,5%
Germany	R5 864 414 900	R6 592 862 916	R1 968 532 048	-70,1%
Ireland	R587 686 343	R637 204 273	R167 942 099	-73,6%
Italy	R1 141 737 693	R1 114 063 652	R161 952 972	-85,5%
Netherlands	R2 516 677 077	R3 087 468 621	R782 406 499	-74,7%
Norway	R319 424 181	R450 078 850	R87 437 999	-80,6%
Portugal	R385 860 760	R352 291 471	R79 247 449	-77,5%
Russian Fed	R304 993 963	R306 740 271	R114 380 735	-62,7%
Spain	R706 012 947	R708 554 155	R100 508 041	-85,8%
Sweden	R878 812 158	R871 937 538	R250 748 940	-71,2%
Switzerland	R1 161 066 817	R1 329 095 937	R387 379 193	-70,9%
Turkey	R246 933 592	R277 938 388	R53 573 393	-80,7%
UK	R7 808 956 698	R9 846 462 014	R2 837 077 088	-71,2%
Other Europe	R767 949 335	R790 629 706	R321 679 074	-59,3%
MIDDLE EAST	R1 032 393 717	R1 290 219 864	R202 489 296	-84,3%
UAE	R46 836 656	R58 595 958	R6 425 419	-89,0%
Other Middle East	R985 557 061	R1 231 623 906	R196 063 876	-84,1%
NORTH AMERICA	R9 108 591 068	R9 141 305 111	R1 893 277 721	-79,3%
Canada	R1 169 237 275	R1 245 162 050	R362 413 817	-70,9%
USA	R7 939 353 793	R7 896 143 061	R1 530 863 904	-80,6%
TOTAL	R82 528 628 263	R81 186 506 318	R22 335 678 679	-72,5%

APPENDIX

Average TTFDS By (Category)				
	2017	2019	2019	% GROWTH
Holiday	R30 489 074 382	R33 969 629 199	R7 864 369 687	-76,85%
Shopping personal	R4 362 010 888	R4 838 232 582	R1 638 476 223	-66,13%
Shopping business	R9 675 526 240	R7 702 072 130	R3 348 773 925	-56,52%
Business traveller	R4 417 146 558	R5 535 324 955	R1 670 222 470	-69,83%
MICE	R6 141 507 632	R4 386 405 375	R1 296 053 290	-70,45%
Medical	R1 253 597 716	R745 249 285	R510 307 335	-31,53%
VFR	R14 475 625 953	R16 219 746 836	R4 820 260 159	-70,28%
Religion	R454 503 821	R447 692 299	R153 549 710	-65,70%
Other	R9 456 021 321	R7 244 468 120	R1 033 665 880	-85,73%

APPENDIX

AVERAGE TFDS BY COUNTRY				
ANNUAL	2018	2019	2020	% Growth
AFRICA	R4 600	R4 100	R4 600	12,2%
Botswana	R3 600	R2 700	R4 000	48,1%
Lesotho	R1 700	R1 700	R1 700	0,0%
Malawi	R14 600	R11 600	R11 700	0,9%
Mozambique	R2 700	R2 300	R2 900	26,1%
Namibia	R5 500	R5 200	R5 200	0,0%
Swaziland	R2 100	R1 700	R1 900	11,8%
Zambia	R16 000	R14 100	R15 400	9,2%
Zimbabwe	R5 600	R5 100	R5 500	7,8%
Angola	R21 300	R19 000	R20 900	10,0%
Democratic Republic of Congo	R25 700	R29 400	R28 700	-2,4%
Ethiopia	R15 400	R17 200	R19 400	12,8%
Ghana	R16 400	R19 200	R21 700	13,0%
Kenya	R14 800	R14 100	R13 500	-4,3%
Nigeria	R22 600	R18 700	R24 300	29,9%
Tanzania	R13 800	R18 200	R19 000	4,4%
Uganda	R19 500	R13 900	R24 400	75,5%
Other Africa	R18 900	R18 500	R16 900	-8,6%
ASIA	R17 300	R17 500	R19 600	12,0%
China including Hong Kong	R18 800	R17 700	R19 800	11,9%
India	R15 700	R17 400	R20 200	16,1%
Japan	R15 300	R14 800	R21 100	42,6%
Malaysia	R17 400	R14 200	R14 400	1,4%
Singapore	R16 300	R27 100	R24 600	-9,2%
South Korea	R15 600	R16 200	R20 600	27,2%
Other Asia	R18 500	R18 000	R17 300	-3,9%
AUSTRALASIA	R19 200	R20 300	R22 000	8,4%
Australia	R18 900	R20 600	R22 000	6,8%
New Zealand	R21 800	R18 200	R22 000	20,9%
Other Australasia	R7 600	R16 000	R28 500	78,1%
CENTRAL & SOUTH AMERICA	R18 100	R17 200	R18 900	9,9%
Argentina	R14 200	R13 500	R15 600	15,6%
Brazil	R18 600	R17 300	R19 000	9,8%
Chile	R17 000	R18 000	R22 300	23,9%
Other Central & South America	R21 000	R22 100	R21 700	-1,8%
EUROPE	R19 800	R22 900	R21 300	-7,0%
Austria	R17 400	R26 700	R16 200	-39,3%
Belgium	R19 400	R20 100	R22 200	10,4%
Denmark	R18 300	R21 300	R19 700	-7,5%
Finland	R22 000	R20 300	R25 100	23,6%
France	R18 900	R19 800	R18 600	-6,1%
Germany	R19 700	R22 900	R21 100	-7,9%
Ireland	R20 100	R22 400	R20 300	-9,4%
Italy	R19 800	R18 800	R15 500	-17,6%
Netherlands	R21 300	R25 900	R24 900	-3,9%
Norway	R18 600	R28 000	R17 400	-37,9%
Portugal	R19 400	R19 000	R18 000	-5,3%
Russian Fed	R20 600	R20 500	R19 100	-6,8%
Spain	R19 200	R19 100	R17 600	-7,9%
Sweden	R20 000	R22 200	R18 900	-14,9%
Switzerland	R22 600	R26 800	R26 600	-0,7%
Turkey	R19 200	R21 700	R12 400	-42,9%
UK	R19 700	R24 200	R22 400	-7,4%
Other Europe	R17 900	R19 600	R23 100	17,9%
MIDDLE EAST	R25 100	R27 000	R19 400	-28,1%
UAE	R19 300	R19 200	R14 600	-24,0%
Other Middle East	R25 500	R27 500	R19 600	-28,7%
NORTH AMERICA	R22 900	R22 600	R23 200	2,7%
Canada	R19 700	R21 000	R22 800	8,6%
USA	R23 400	R22 900	R23 300	1,7%
TOTAL	R8 300	R8 300	R8 400	1,2%

APPENDIX

TOTAL BED NIGHTS BY COUNTRY				
ANNUAL	2018	2019	2020	% Growth
AFRICA	75 844 009	72 441 038	18 963 153	-73,8%
Botswana	2 947 129	3 115 899	563 445	-81,9%
Lesotho	22 709 671	21 936 544	6 124 268	-72,1%
Malawi	2 754 095	2 871 020	717 382	-75,0%
Mozambique	18 795 685	17 226 059	4 655 139	-73,0%
Namibia	1 869 692	1 814 413	556 087	-69,4%
Swaziland	8 112 924	8 409 121	2 018 498	-76,0%
Zambia	1 519 129	1 294 780	422 511	-67,4%
Zimbabwe	10 826 985	10 895 062	2 737 507	-74,9%
Angola	1 154 298	833 055	178 340	-78,6%
Democratic Republic of Congo	815 546	728 614	193 592	-73,4%
Ethiopia	155 983	107 637	28 430	-73,6%
Ghana	333 525	326 917	87 141	-73,3%
Kenya	460 025	434 695	97 475	-77,6%
Nigeria	1 151 510	705 406	159 344	-77,4%
Tanzania	423 471	405 664	113 868	-71,9%
Uganda	342 533	212 197	56 572	-73,3%
Other Africa	1 471 810	1 123 956	253 555	-77,4%
ASIA	6 596 967	5 811 388	1 043 935	-82,0%
China including Hong Kong	2 331 258	1 701 354	214 152	-87,4%
India	2 308 648	2 225 070	454 757	-79,6%
Japan	423 794	357 948	89 071	-75,1%
Malaysia	133 533	219 429	16 769	-92,4%
Singapore	81 810	149 995	17 090	-88,6%
South Korea	351 313	249 428	91 028	-63,5%
Other Asia	966 611	908 164	161 068	-82,3%
AUSTRALASIA	1 907 671	1 762 164	433 714	-75,4%
Australia	1 624 283	1 524 120	356 431	-76,6%
New Zealand	283 092	237 859	76 811	-67,7%
Other Australasia	296	185	472	155,1%
CENTRAL & SOUTH AMERICA	1 738 817	1 383 312	487 195	-64,8%
Argentina	251 380	183 129	82 894	-54,7%
Brazil	1 114 422	1 004 825	304 144	-69,7%
Chile	106 872	61 024	27 291	-55,3%
Other Central & South America	266 143	134 335	72 866	-45,8%
EUROPE	24 800 240	23 420 982	7 300 018	-68,8%
Austria	432 411	498 677	143 328	-71,3%
Belgium	916 580	987 126	256 149	-74,1%
Denmark	422 924	346 615	150 798	-56,5%
Finland	149 264	119 144	48 935	-58,9%
France	2 767 299	2 403 382	698 200	-70,9%
Germany	5 726 850	5 485 719	1 931 169	-64,8%
Ireland	517 112	458 265	141 633	-69,1%
Italy	986 098	895 034	163 824	-81,7%
Netherlands	2 352 175	2 171 930	604 737	-72,2%
Norway	327 141	293 303	76 387	-74,0%
Portugal	362 964	346 585	76 781	-77,8%
Russian Fed	234 399	312 617	112 205	-64,1%
Spain	715 662	504 457	88 894	-82,4%
Sweden	727 340	777 707	210 433	-72,9%
Switzerland	938 724	866 392	264 384	-69,5%
Turkey	224 439	164 250	53 941	-67,2%
UK	6 346 022	6 201 509	2 049 213	-67,0%
Other Europe	652 836	588 270	229 008	-61,1%
MIDDLE EAST	872 322	796 417	174 893	-78,0%
UAE	40 488	45 176	5 181	-88,5%
Other Middle East	831 834	751 241	169 712	-77,4%
NORTH AMERICA	6 385 381	6 638 373	1 430 618	-78,4%
Canada	959 675	1 066 556	298 074	-72,1%
USA	5 425 705	5 571 817	1 132 543	-79,7%
TOTAL	118 145 408	112 253 674	29 833 525	-73,4%

APPENDIX

AVERAGE NIGHTS BY COUNTRY				
ANNUAL	2018	2019	2020	% Growth
AFRICA	9,8	9,7	8,9	-7,4%
Botswana	4,3	4,7	4,4	-6,6%
Lesotho	13,1	14	13,6	-2,8%
Malawi	14	14,9	13,4	-9,7%
Mozambique	13,8	13	11,0	-15,1%
Namibia	9,3	9,9	10,2	3,7%
Swaziland	9,2	9,2	9,4	2,3%
Zambia	9,2	8,9	9,1	2,4%
Zimbabwe	4,9	4,8	4,0	-17,1%
Angola	19,1	14,8	13,0	-11,7%
Democratic Republic of Congo	28,7	31,2	25,5	-18,3%
Ethiopia	19,1	18,2	16,1	-11,6%
Ghana	16,7	18,8	17,3	-7,8%
Kenya	17,1	15,7	15,6	-1,0%
Nigeria	23,3	20,1	17,1	-15,0%
Tanzania	19	22,5	18,9	-16,0%
Uganda	27,9	19,6	18,0	-8,1%
Other Africa	23,3	20,2	16,5	-18,6%
ASIA	21,1	21,4	21,8	1,5%
China including Hong Kong	18,2	19,1	18,5	-3,1%
India	27,6	26,3	28,2	7,2%
Japan	16,3	13,8	18,1	31,6%
Malaysia	18,9	24,9	12,8	-48,6%
Singapore	9,3	15,3	12,9	-15,8%
South Korea	18,4	14,3	24,5	71,3%
Other Asia	24,6	25,8	17,9	-30,5%
AUSTRALASIA	15,8	14,7	18,9	28,1%
Australia	15,2	14,6	18,4	26,1%
New Zealand	20,1	15,6	21,3	36,8%
Other Australasia	6	37	24,8	-32,9%
CENTRAL & SOUTH AMERICA	16,8	16,4	17,7	7,8%
Argentina	13,6	14,1	17,8	26,2%
Brazil	16,9	17	16,6	-2,3%
Chile	17	14,3	18,5	29,4%
Other Central & South America	20,6	16,7	23,4	40,0%
EUROPE	17,5	17	18,0	5,7%
Austria	16	18	16,2	-10,4%
Belgium	19	21,5	22,1	2,7%
Denmark	16,5	15	18,3	22,1%
Finland	15,6	13	16,2	24,5%
France	18,7	17,6	19,5	10,8%
Germany	18,9	19	20,7	8,7%
Ireland	17,4	16,1	17,1	5,9%
Italy	16,8	15,1	15,7	3,9%
Netherlands	19,6	18,2	19,2	5,4%
Norway	18,7	18,2	15,3	-16,1%
Portugal	18	18,7	17,3	-7,5%
Russian Fed	15,2	20,9	18,6	-11,0%
Spain	19,2	13,6	15,5	14,3%
Sweden	15,9	19,8	15,9	-19,8%
Switzerland	18,1	17,5	18,1	3,7%
Turkey	17,2	12,8	12,4	-2,9%
UK	15,8	15,2	16,2	6,5%
Other Europe	14,8	14,6	16,3	11,7%
MIDDLE EAST	20,9	16,7	16,7	0,3%
UAE	16,7	14,8	11,6	-21,7%
Other Middle East	21,2	16,8	17,0	0,9%
NORTH AMERICA	15,8	16,4	17,5	6,7%
Canada	16	18	18,7	4,2%
USA	15,7	16,1	17,2	6,7%
TOTAL	11,7	11,4	11,0	-4,1%

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
2020									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	5,8%	15,8%	15,5%	2,9%	2,8%	1,3%	46,7%	0,8%	8,4%
Botswana	11,9%	4,6%	17,4%	3,5%	3,8%	1,1%	35,7%	5,6%	16,6%
Lesotho	0,9%	0,4%	1,8%	2,2%	1,5%	0,6%	72,9%	0,6%	19,1%
Malawi	8,4%	0,4%	44,7%	2,5%	5,1%	0,5%	28,3%	2,3%	7,9%
Mozambique	6,9%	4,8%	2,6%	0,5%	0,6%	3,1%	78,8%	0,1%	2,6%
Namibia	16,4%	0,5%	12,3%	3,3%	7,2%	5,1%	26,4%	1,1%	27,7%
Swaziland	11,7%	1,0%	4,1%	0,4%	2,7%	1,0%	72,8%	1,4%	4,9%
Zambia	4,2%	2,7%	55,1%	7,3%	6,1%	1,2%	15,9%	1,9%	5,4%
Zimbabwe	2,9%	44,2%	32,5%	4,5%	2,3%	0,4%	11,3%	0,1%	2,0%
Angola	25,6%	1,2%	0,4%	10,4%	10,5%	10,6%	21,3%	0,5%	19,6%
Democratic Republic of Congo	18,3%	0,7%	0,3%	7,5%	11,6%	8,0%	34,1%	2,9%	16,6%
Ethiopia	12,3%	0,5%	0,7%	8,7%	36,5%	4,1%	19,8%	1,9%	15,5%
Ghana	21,9%	0,4%	1,3%	5,4%	25,0%	1,2%	19,0%	2,3%	23,6%
Kenya	9,5%	1,3%	0,0%	15,4%	32,2%	1,0%	10,1%	4,3%	26,1%
Nigeria	18,5%	0,2%	0,0%	17,8%	25,4%	0,8%	16,7%	2,3%	18,2%
Tanzania	12,4%	0,6%	1,3%	9,2%	22,3%	1,7%	23,2%	2,2%	27,1%
Uganda	10,9%	0,0%	0,4%	11,2%	29,4%	1,7%	22,3%	2,9%	21,3%
Other Africa	25,2%	0,8%	0,1%	11,5%	20,9%	1,4%	18,6%	1,3%	20,0%
ASIA	33,5%	0,0%	0,1%	13,9%	17,8%	0,2%	26,6%	0,7%	7,3%
China including Hong Kong	36,6%	0,0%	0,0%	12,0%	11,9%	0,9%	33,5%	0,5%	4,6%
India	26,8%	0,0%	0,0%	23,3%	24,7%	0,0%	17,1%	0,7%	7,4%
Japan	49,9%	0,0%	1,0%	10,0%	11,8%	0,0%	20,1%	0,0%	7,2%
Malaysia	59,9%	0,0%	0,0%	4,2%	1,6%	0,0%	16,6%	4,0%	13,8%
Singapore	20,7%	0,0%	0,0%	11,4%	38,0%	0,0%	18,2%	3,5%	8,2%
South Korea	37,6%	0,0%	0,0%	1,0%	4,9%	0,0%	49,9%	0,6%	5,9%
Other Asia	28,9%	0,0%	0,0%	8,6%	20,7%	0,0%	31,4%	0,2%	10,2%
AUSTRALASIA	37,1%	0,2%	0,0%	4,1%	4,0%	0,3%	45,5%	0,5%	8,2%
Australia	39,1%	0,2%	0,0%	4,4%	3,4%	0,3%	43,2%	0,6%	8,8%
New Zealand	26,5%	0,2%	0,0%	2,5%	7,3%	0,7%	57,7%	0,0%	5,1%
Other Australasia	10,5%	0,0%	0,0%	0,0%	0,0%	0,0%	89,5%	0,0%	0,0%
CENTRAL & SOUTH AMERICA	61,3%	0,0%	0,3%	4,8%	9,0%	0,0%	8,0%	0,2%	16,4%
Argentina	56,9%	0,0%	0,0%	6,4%	11,0%	0,0%	10,1%	1,2%	14,5%
Brazil	64,3%	0,0%	0,5%	3,1%	8,5%	0,0%	6,0%	0,0%	17,5%
Chile	59,2%	0,0%	0,0%	9,1%	5,0%	0,0%	11,6%	0,0%	15,0%
Other Central & South America	50,9%	0,0%	0,0%	10,1%	10,2%	0,0%	15,1%	0,0%	13,7%
EUROPE	57,8%	0,0%	0,1%	7,1%	7,2%	0,3%	19,9%	0,3%	7,2%
Austria	59,1%	0,0%	0,0%	7,2%	5,8%	0,9%	20,2%	0,0%	6,8%
Belgium	58,3%	0,0%	0,0%	9,3%	7,3%	0,2%	12,0%	0,0%	12,8%
Denmark	65,0%	0,0%	0,0%	2,4%	4,9%	0,0%	15,6%	0,0%	12,1%
Finland	57,0%	0,0%	0,0%	12,9%	15,0%	0,0%	7,4%	0,0%	7,7%
France	69,1%	0,0%	0,1%	5,0%	7,5%	0,5%	10,6%	0,0%	7,2%
Germany	64,1%	0,1%	0,0%	8,3%	6,1%	0,1%	13,2%	0,4%	7,8%
Ireland	50,2%	0,0%	0,0%	4,9%	7,4%	0,3%	31,8%	0,1%	5,3%
Italy	53,0%	0,0%	0,0%	15,3%	14,5%	0,1%	10,5%	0,1%	6,4%
Netherlands	59,1%	0,0%	0,0%	6,9%	5,1%	0,7%	19,8%	0,6%	7,8%
Norway	61,8%	0,1%	1,2%	5,4%	4,5%	0,0%	16,4%	2,5%	8,0%
Portugal	40,0%	0,0%	0,1%	6,5%	14,8%	0,1%	26,2%	0,1%	12,1%
Russian Fed	49,1%	0,0%	0,0%	16,0%	15,2%	0,0%	15,8%	0,0%	4,0%
Spain	46,3%	0,0%	0,0%	14,7%	16,4%	0,0%	9,9%	0,0%	12,7%
Sweden	60,4%	0,0%	0,0%	4,5%	8,1%	0,6%	15,5%	1,1%	9,8%
Switzerland	58,6%	0,0%	0,0%	6,9%	6,0%	0,0%	17,5%	0,5%	10,5%
Turkey	42,8%	0,0%	0,0%	6,9%	22,7%	0,3%	17,6%	0,0%	9,7%
UK	52,5%	0,0%	0,1%	4,9%	6,1%	0,2%	30,8%	0,3%	5,2%
Other Europe	47,9%	0,0%	0,0%	17,8%	11,7%	0,5%	15,2%	0,4%	6,5%
MIDDLE EAST	43,0%	0,0%	0,0%	8,4%	8,6%	0,0%	33,3%	0,0%	6,7%
UAE	37,4%	0,0%	0,0%	1,0%	23,3%	0,0%	32,4%	0,0%	5,9%
Other Middle East	43,3%	0,0%	0,0%	8,7%	7,9%	0,0%	33,3%	0,0%	6,8%
NORTH AMERICA	53,3%	0,0%	0,0%	7,1%	5,7%	0,1%	21,2%	1,7%	10,9%
Canada	56,6%	0,0%	0,0%	4,4%	4,2%	0,0%	26,9%	1,2%	6,8%
USA	52,5%	0,0%	0,0%	7,8%	6,0%	0,2%	19,9%	1,8%	11,9%
Total	16,4%	12,3%	12,1%	3,9%	3,9%	1,1%	41,1%	0,8%	8,3%

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
2019									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	10,2%	17,7%	12,2%	1,1%	2,1%	0,9%	48,3%	1,8%	5,7%
Botswana	10,3%	5,5%	23,9%	2,1%	3,8%	1,2%	34,9%	7,1%	11,3%
Lesotho	2,1%	8,2%	1,3%	0,0%	0,9%	0,4%	75,9%	0,9%	10,2%
Malawi	12,4%	4,3%	41,7%	1,5%	2,1%	0,1%	29,7%	2,0%	6,1%
Mozambique	16,3%	2,3%	1,8%	0,4%	0,4%	1,1%	76,1%	0,6%	1,1%
Namibia	15,6%	2,3%	23,7%	2,7%	7,5%	3,2%	27,6%	1,2%	16,2%
Swaziland	11,8%	0,9%	2,2%	0,2%	1,6%	0,9%	75,7%	2,8%	4,0%
Zambia	10,9%	2,8%	49,8%	4,0%	6,1%	0,6%	16,1%	3,3%	6,4%
Zimbabwe	9,0%	48,9%	22,0%	0,9%	1,5%	0,5%	14,1%	1,2%	2,1%
Angola	39,2%	1,9%	0,7%	4,6%	8,7%	21,4%	0,5%	15,1%	15,1%
Democratic Republic of Congo	16,4%	0,5%	1,2%	9,1%	4,1%	8,4%	35,4%	1,0%	23,8%
Ethiopia	17,2%	0,0%	1,5%	10,0%	24,4%	6,5%	22,8%	0,9%	16,8%
Ghana	25,1%	0,0%	0,0%	7,9%	26,1%	1,2%	18,3%	2,7%	18,7%
Kenya	13,6%	0,0%	0,4%	10,9%	30,3%	2,7%	15,7%	2,1%	24,3%
Nigeria	30,6%	0,1%	0,0%	16,1%	17,7%	1,0%	17,1%	2,2%	15,2%
Tanzania	13,9%	0,0%	3,0%	15,2%	16,6%	3,2%	20,4%	2,5%	25,2%
Uganda	14,1%	0,0%	0,0%	7,8%	14,5%	2,3%	30,2%	4,1%	27,0%
Other Africa	31,9%	1,1%	0,1%	10,9%	18,7%	0,8%	18,9%	1,9%	15,6%
ASIA	33,4%	0,0%	0,1%	14,8%	19,7%	0,3%	21,9%	0,3%	9,5%
China including Hong Kong	28,0%	0,0%	0,3%	15,1%	14,1%	0,5%	31,6%	0,2%	10,2%
India	33,9%	0,0%	0,0%	18,3%	28,1%	0,2%	7,7%	0,5%	11,3%
Japan	40,2%	0,0%	0,0%	17,4%	18,4%	0,5%	20,5%	0,3%	2,7%
Malaysia	36,5%	0,0%	0,0%	6,9%	12,4%	0,0%	27,4%	0,0%	16,9%
Singapore	44,7%	0,0%	0,0%	5,3%	20,0%	0,0%	23,9%	0,0%	6,1%
South Korea	42,0%	0,0%	0,0%	8,6%	16,2%	0,0%	27,5%	0,2%	5,4%
Other Asia	32,7%	0,0%	0,0%	11,4%	17,8%	0,0%	28,1%	0,3%	9,8%
AUSTRALASIA	47,5%	0,2%	0,0%	5,1%	4,9%	0,1%	37,0%	0,6%	4,6%
Australia	47,8%	0,0%	0,0%	5,2%	5,2%	0,1%	36,7%	0,7%	4,3%
New Zealand	45,4%	1,4%	0,0%	4,8%	2,9%	0,0%	38,8%	0,0%	6,8%
Other Australasia	0,0%	0,0%	0,0%	20,0%	0,0%	0,0%	80,0%	0,0%	0,0%
CENTRAL & SOUTH AMERICA	56,4%	0,0%	0,0%	9,1%	7,6%	0,0%	9,1%	0,0%	17,7%
Argentina	75,4%	0,0%	0,0%	9,4%	4,0%	0,0%	4,5%	0,0%	6,8%
Brazil	53,6%	0,0%	0,0%	9,6%	7,8%	0,0%	7,7%	0,0%	21,3%
Chile	68,1%	0,0%	0,0%	4,5%	11,6%	0,0%	5,8%	0,0%	10,0%
Other Central & South America	40,4%	0,0%	0,0%	7,2%	9,6%	0,5%	28,7%	0,5%	13,1%
EUROPE	60,2%	0,0%	0,1%	7,3%	7,5%	0,2%	18,3%	0,2%	6,1%
Austria	70,8%	0,0%	0,1%	5,2%	8,1%	0,0%	11,7%	0,0%	4,0%
Belgium	64,7%	0,0%	0,1%	6,1%	6,4%	0,1%	11,5%	0,5%	10,6%
Denmark	66,4%	0,0%	0,0%	6,5%	5,7%	0,3%	16,0%	0,4%	4,7%
Finland	61,1%	0,0%	0,3%	5,6%	8,1%	0,0%	15,6%	1,9%	7,4%
France	68,7%	0,0%	0,1%	6,5%	7,6%	0,4%	11,1%	0,1%	5,6%
Germany	68,4%	0,0%	0,0%	7,1%	5,2%	0,2%	12,3%	0,2%	6,6%
Ireland	55,7%	0,0%	0,0%	6,7%	8,3%	0,0%	26,5%	0,8%	1,9%
Italy	62,1%	0,0%	0,1%	11,5%	9,2%	0,5%	9,7%	0,2%	6,7%
Netherlands	64,1%	0,0%	0,4%	7,0%	6,4%	0,2%	15,9%	0,0%	6,0%
Norway	56,1%	0,7%	0,0%	7,9%	5,1%	0,0%	17,8%	1,3%	11,1%
Portugal	51,6%	0,0%	0,1%	7,5%	9,1%	1,2%	21,7%	0,3%	8,4%
Russian Fed	39,6%	0,0%	0,0%	17,7%	17,2%	0,0%	18,7%	0,0%	6,9%
Spain	60,8%	0,0%	0,0%	12,5%	10,7%	0,0%	8,8%	0,0%	7,2%
Sweden	59,2%	0,0%	0,0%	7,1%	5,7%	0,0%	14,3%	1,0%	12,6%
Switzerland	60,4%	0,0%	0,0%	8,5%	8,5%	0,0%	16,2%	0,3%	6,1%
Turkey	48,0%	0,0%	0,0%	13,8%	17,6%	0,0%	11,5%	0,0%	9,0%
UK	51,8%	0,1%	0,1%	5,7%	7,6%	0,3%	29,8%	0,2%	4,5%
Other Europe	47,8%	0,3%	0,0%	15,7%	15,8%	0,1%	12,7%	0,4%	7,2%
MIDDLE EAST	55,1%	0,4%	0,1%	5,9%	6,5%	0,1%	26,6%	0,6%	4,8%
UAE	39,6%	0,0%	0,0%	5,0%	15,7%	0,0%	35,3%	0,0%	4,5%
Other Middle East	56,2%	0,4%	0,1%	5,9%	5,9%	0,1%	26,0%	0,7%	4,8%
NORTH AMERICA	58,2%	0,0%	0,0%	6,7%	8,3%	0,2%	16,0%	1,4%	9,2%
Canada	57,7%	0,0%	0,0%	4,7%	10,8%	0,0%	19,5%	0,9%	6,5%
USA	58,3%	0,0%	0,0%	7,1%	7,8%	0,2%	15,4%	1,5%	9,6%
Total	20,9%	13,5%	9,4%	2,7%	3,7%	0,7%	41,4%	1,5%	6,1%

APPENDIX

PURPOSE OF VISIT (CATEGORIES)									
2018									
	Holiday	Shopping personal	Shopping business	Business traveller	MICE	Medical	VFR	Religion	Other
AFRICA	12,4%	16,1%	12,1%	1,2%	3,1%	0,9%	45,3%	1,9%	7,0%
Botswana	11,7%	5,7%	20,4%	1,9%	4,4%	1,6%	36,2%	7,1%	11,0%
Lesotho	4,2%	6,8%	1,2%	0,0%	1,5%	0,2%	73,6%	0,9%	11,6%
Malawi	7,5%	5,5%	38,6%	1,3%	7,3%	0,0%	30,7%	5,7%	3,3%
Mozambique	36,8%	3,8%	2,9%	0,6%	0,3%	0,7%	52,6%	1,1%	1,2%
Namibia	11,1%	1,5%	38,5%	3,1%	7,1%	0,8%	19,7%	1,9%	16,2%
Swaziland	10,9%	1,5%	4,6%	0,1%	1,5%	1,5%	70,9%	2,7%	6,3%
Zambia	7,6%	3,9%	39,6%	3,3%	6,7%	0,9%	27,5%	4,8%	5,7%
Zimbabwe	4,0%	46,3%	21,2%	0,9%	3,0%	1,0%	18,9%	0,8%	3,8%
Angola	27,2%	2,4%	1,0%	14,0%	8,7%	7,1%	21,1%	1,4%	17,1%
Democratic Republic of Congo	21,3%	0,0%	3,2%	8,6%	7,9%	5,1%	39,7%	0,0%	14,2%
Ethiopia	7,2%	0,0%	0,0%	7,7%	26,0%	2,9%	36,8%	1,6%	17,7%
Ghana	21,2%	0,0%	0,0%	13,7%	29,6%	0,0%	21,0%	1,2%	13,3%
Kenya	7,0%	0,0%	0,0%	11,7%	42,8%	1,6%	8,0%	2,4%	26,5%
Nigeria	30,2%	0,0%	0,0%	10,2%	17,3%	3,1%	17,5%	2,7%	19,1%
Tanzania	11,4%	0,0%	1,7%	13,5%	22,1%	2,7%	23,5%	2,4%	22,8%
Uganda	8,6%	0,0%	1,5%	19,6%	16,2%	1,5%	14,3%	3,5%	34,8%
Other Africa	22,2%	0,2%	1,0%	14,5%	21,6%	1,9%	18,8%	0,3%	19,5%
ASIA	27,7%	0,0%	0,2%	15,0%	21,1%	0,1%	27,7%	0,3%	7,9%
China including Hong Kong	29,8%	0,0%	0,6%	12,8%	20,0%	0,0%	31,1%	0,0%	5,7%
India	22,9%	0,0%	0,0%	25,4%	26,4%	0,0%	11,4%	0,6%	13,3%
Japan	34,0%	0,0%	0,0%	13,4%	21,1%	0,0%	23,4%	0,0%	8,1%
Malaysia	34,0%	0,0%	0,0%	7,5%	35,4%	0,0%	15,5%	0,0%	7,5%
Singapore	42,6%	0,0%	0,0%	8,8%	23,6%	0,0%	16,7%	0,0%	8,3%
South Korea	27,5%	0,0%	0,0%	6,4%	13,0%	1,7%	46,2%	0,0%	5,2%
Other Asia	21,0%	0,0%	0,0%	10,6%	15,3%	0,0%	47,0%	1,1%	5,1%
AUSTRALASIA	52,7%	0,0%	0,0%	6,9%	4,1%	0,2%	28,3%	1,0%	6,8%
Australia	53,2%	0,0%	0,0%	7,3%	3,6%	0,2%	27,4%	1,2%	7,1%
New Zealand	48,6%	0,0%	0,0%	3,3%	7,4%	0,0%	36,0%	0,0%	4,7%
Other Australasia	50,0%	0,0%	0,0%	0,0%	45,0%	0,0%	0,0%	5,0%	0,0%
CENTRAL & SOUTH AMERICA	55,7%	0,0%	0,0%	9,7%	8,3%	0,0%	7,2%	0,7%	18,3%
Argentina	71,8%	0,0%	0,0%	4,9%	3,2%	0,0%	8,4%	0,0%	11,7%
Brazil	56,8%	0,0%	0,0%	9,6%	6,9%	0,0%	4,9%	1,1%	20,7%
Chile	43,5%	0,0%	0,0%	14,3%	15,1%	0,0%	15,8%	0,0%	11,3%
Other Central & South America	42,2%	0,0%	0,0%	12,3%	16,0%	0,0%	12,3%	0,0%	17,2%
EUROPE	58,3%	0,0%	0,0%	8,6%	8,8%	0,4%	15,2%	0,4%	8,3%
Austria	46,3%	0,0%	0,0%	13,8%	13,5%	0,0%	12,4%	0,0%	14,0%
Belgium	76,7%	0,0%	0,0%	3,5%	5,2%	0,5%	7,9%	0,5%	5,7%
Denmark	61,8%	0,0%	0,0%	10,6%	6,1%	1,8%	11,8%	2,3%	5,5%
Finland	55,5%	0,0%	0,0%	12,5%	14,6%	3,5%	7,5%	0,0%	6,4%
France	68,5%	0,0%	0,2%	7,9%	6,5%	1,0%	5,1%	0,0%	10,8%
Germany	66,0%	0,1%	0,0%	8,2%	8,0%	0,1%	9,8%	0,2%	7,7%
Ireland	46,7%	0,0%	0,0%	3,4%	11,2%	2,2%	23,2%	0,0%	13,3%
Italy	68,0%	0,0%	0,0%	8,7%	10,7%	0,3%	5,1%	1,4%	5,8%
Netherlands	62,2%	0,0%	0,0%	10,1%	6,2%	0,6%	13,1%	0,2%	7,6%
Norway	57,4%	0,0%	0,0%	9,4%	6,9%	0,9%	17,7%	0,0%	7,7%
Portugal	48,5%	0,8%	0,0%	13,5%	12,5%	0,0%	9,9%	0,0%	14,8%
Russian Fed	34,6%	0,0%	0,0%	25,2%	18,9%	0,0%	16,5%	0,0%	4,8%
Spain	60,6%	0,0%	0,0%	12,1%	8,1%	0,0%	14,7%	0,0%	4,5%
Sweden	58,8%	0,0%	0,0%	5,1%	9,7%	0,0%	17,7%	0,0%	8,6%
Switzerland	67,0%	0,0%	0,0%	7,2%	4,2%	0,0%	10,0%	0,3%	11,3%
Turkey	30,6%	0,0%	0,0%	13,1%	21,9%	0,0%	21,8%	0,0%	12,7%
UK	45,5%	0,1%	0,0%	7,1%	9,3%	0,1%	28,3%	0,5%	9,0%
Other Europe	49,6%	0,0%	0,0%	14,2%	21,3%	0,0%	10,1%	0,0%	4,8%
MIDDLE EAST	41,9%	0,0%	0,0%	13,4%	3,3%	0,1%	34,1%	0,0%	7,2%
UAE	38,3%	0,0%	0,0%	6,1%	2,2%	0,0%	53,3%	0,0%	0,0%
Other Middle East	42,3%	0,0%	0,0%	14,2%	3,4%	0,1%	32,1%	0,0%	8,0%
NORTH AMERICA	56,6%	0,1%	0,0%	7,0%	7,3%	0,2%	16,4%	1,4%	11,0%
Canada	47,6%	0,0%	0,0%	5,1%	9,7%	0,4%	26,0%	0,5%	10,6%
USA	57,9%	0,1%	0,0%	7,3%	7,0%	0,2%	15,1%	1,5%	11,1%
Other	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

APPENDIX

Age -Categories						
2020						
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Africa	19,9%	40,3%	26,5%	9,9%	2,7%	0,7%
Botswana	11,3%	38,2%	30,8%	14,4%	4,2%	1,1%
Lesotho	36,0%	45,3%	15,4%	3,0%	0,2%	0,0%
Malawi	4,6%	30,6%	37,3%	15,3%	8,8%	3,4%
Mozambique	20,6%	44,1%	27,9%	6,3%	0,7%	0,3%
Namibia	22,1%	32,6%	25,7%	11,3%	5,8%	2,5%
Swaziland	31,9%	44,5%	18,4%	3,8%	1,4%	0,0%
Zambia	11,1%	26,9%	45,5%	10,1%	6,0%	0,4%
Zimbabwe	7,9%	36,1%	33,4%	16,8%	4,6%	1,2%
Angola	11,3%	35,8%	30,7%	12,7%	8,2%	1,3%
Democratic Republic of Congo	7,5%	21,2%	20,4%	39,5%	4,0%	7,5%
Ethiopia	5,0%	27,5%	41,8%	17,2%	7,2%	1,4%
Ghana	7,9%	36,8%	29,5%	19,2%	5,7%	0,9%
Kenya	2,2%	33,7%	31,5%	22,9%	7,5%	2,2%
Nigeria	3,3%	21,1%	41,0%	27,0%	5,6%	1,9%
Tanzania	10,2%	33,9%	35,0%	19,3%	1,4%	0,0%
Uganda	0,0%	31,6%	36,5%	26,7%	5,2%	0,0%
Other Africa	9,2%	30,2%	28,1%	19,9%	8,1%	4,5%
Asia	9,5%	38,5%	25,8%	14,4%	7,0%	4,9%
China including Hong Kong	12,6%	34,1%	26,6%	16,2%	5,2%	5,3%
India	6,8%	42,8%	25,2%	15,7%	5,4%	4,0%
Japan	7,8%	37,8%	18,6%	17,1%	12,1%	6,5%
Malaysia	20,2%	25,5%	18,1%	7,4%	10,7%	18,1%
Singapore	9,5%	18,9%	14,4%	14,1%	33,5%	9,5%
South Korea	13,9%	41,1%	30,2%	7,1%	3,9%	3,9%
Other Asia	6,5%	41,9%	32,0%	11,5%	6,2%	1,9%
Australasia	18,7%	21,5%	16,1%	18,5%	13,5%	11,6%
Australia	19,3%	21,5%	16,3%	17,2%	13,6%	12,1%
New Zealand	15,4%	21,4%	14,8%	26,0%	13,4%	9,0%
Other Australasia						
South America	24,2%	35,8%	21,1%	13,2%	3,7%	1,9%
Argentina	26,0%	29,4%	25,5%	14,1%	3,1%	1,9%
Brazil	22,6%	36,3%	21,9%	12,8%	4,0%	2,4%
Chile	15,4%	43,0%	19,1%	20,2%	2,3%	0,0%
Other Central & South America	39,7%	40,8%	6,8%	8,5%	4,2%	0,0%
Europe	11,5%	26,9%	15,7%	18,6%	15,1%	12,1%
Austria	21,6%	29,6%	14,3%	11,6%	15,3%	7,6%
Belgium	16,1%	29,2%	19,5%	14,5%	10,2%	10,5%
Denmark	10,3%	22,4%	7,5%	14,9%	23,4%	21,5%
Finland	12,6%	12,9%	23,2%	32,2%	9,5%	9,5%
France	13,8%	28,6%	15,1%	18,5%	14,2%	9,9%
Germany	14,8%	31,8%	14,8%	18,4%	12,1%	8,1%
Ireland	10,8%	27,2%	13,7%	14,8%	17,8%	15,7%
Italy	7,9%	34,1%	20,0%	17,9%	10,6%	9,5%
Netherlands	14,7%	25,9%	17,1%	14,4%	16,8%	11,2%
Norway	12,0%	31,3%	11,9%	15,0%	16,5%	13,4%
Portugal	8,0%	37,9%	25,3%	13,4%	9,8%	5,5%
Russian Fed	9,2%	32,9%	20,1%	25,0%	12,8%	0,0%
Spain	7,7%	33,3%	29,0%	20,1%	8,7%	1,2%
Sweden	7,3%	23,8%	17,4%	22,0%	13,2%	16,3%
Switzerland	13,8%	31,0%	15,4%	21,0%	9,5%	9,3%
Turkey	13,7%	31,0%	25,2%	20,8%	7,1%	2,2%
UK	7,5%	21,4%	13,7%	20,5%	19,2%	17,6%
Other Europe	12,6%	28,1%	24,9%	15,8%	12,9%	5,6%
Middle East	9,1%	29,7%	21,6%	19,7%	10,7%	9,3%
UAE	2,0%	28,5%	38,8%	21,5%	9,2%	0,0%
Other Middle East	9,3%	29,7%	21,1%	19,6%	10,7%	9,5%
North America	11,4%	25,3%	15,4%	15,0%	16,7%	16,1%
Canada	9,7%	27,7%	12,3%	12,3%	23,8%	14,2%
USA	11,8%	24,7%	16,2%	15,7%	15,0%	16,6%
Total	18,4%	37,9%	24,6%	11,4%	4,9%	2,8%

APPENDIX

Age -Categories						
2019						
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Africa	19,1%	39,6%	28,1%	9,4%	2,6%	0,6%
Botswana	9,8%	36,8%	37,1%	12,3%	3,3%	0,7%
Lesotho	42,6%	44,0%	11,7%	1,3%	0,4%	0,0%
Malawi	5,5%	38,0%	38,0%	12,3%	4,5%	1,6%
Mozambique	21,0%	45,9%	27,7%	4,5%	0,8%	0,1%
Namibia	16,5%	30,8%	24,2%	15,4%	8,7%	4,5%
Swaziland	23,2%	49,2%	20,6%	5,6%	1,3%	0,1%
Zambia	5,7%	30,1%	40,5%	17,6%	5,0%	1,0%
Zimbabwe	7,3%	36,7%	36,6%	14,8%	3,6%	0,9%
Angola	12,7%	34,4%	32,2%	13,4%	5,0%	2,4%
Democratic Republic of Congo	13,5%	28,8%	26,0%	17,6%	11,4%	2,6%
Ethiopia	5,9%	31,2%	31,0%	10,4%	16,1%	5,4%
Ghana	16,1%	42,7%	24,6%	9,6%	6,0%	0,9%
Kenya	8,8%	32,6%	36,8%	16,5%	4,5%	0,8%
Nigeria	4,1%	31,6%	39,9%	18,2%	5,0%	1,2%
Tanzania	14,8%	39,5%	30,0%	8,8%	4,6%	2,4%
Uganda	10,8%	41,0%	21,9%	19,8%	5,3%	1,1%
Other Africa	12,0%	36,2%	20,7%	17,6%	10,5%	3,1%
Asia	19,5%	41,1%	27,5%	8,9%	2,4%	0,6%
China including Hong Kong	15,5%	42,6%	22,0%	11,9%	5,7%	2,3%
India	7,1%	43,7%	25,1%	15,1%	5,9%	3,1%
Japan	24,6%	33,2%	18,4%	16,0%	7,2%	0,7%
Malaysia	17,4%	24,7%	22,9%	18,9%	12,4%	3,7%
Singapore	12,0%	31,0%	15,3%	17,2%	17,5%	7,0%
South Korea	11,8%	44,4%	18,6%	18,0%	4,1%	3,1%
Other Asia	16,9%	35,1%	24,6%	13,7%	8,1%	1,5%
Australasia	16,0%	25,4%	15,2%	18,5%	15,3%	9,6%
Australia	15,9%	25,5%	14,7%	17,3%	16,3%	10,3%
New Zealand	16,9%	24,6%	18,7%	26,1%	9,1%	4,6%
Other Australasia	0,0%	40,0%	0,0%	60,0%	0,0%	0,0%
South America	18,9%	47,8%	23,5%	6,2%	3,2%	0,2%
Argentina	15,1%	52,6%	22,8%	4,1%	4,5%	1,0%
Brazil	20,8%	47,3%	23,3%	6,2%	2,5%	0,0%
Chile	15,1%	35,4%	34,3%	9,0%	5,0%	1,3%
Other Central & South America	13,1%	50,7%	21,0%	8,6%	6,2%	0,4%
Europe	14,9%	31,2%	15,8%	16,4%	13,1%	8,5%
Austria	18,2%	32,8%	16,1%	15,7%	13,3%	3,9%
Belgium	19,4%	29,9%	11,6%	21,2%	11,9%	6,1%
Denmark	15,5%	32,9%	14,9%	16,4%	9,3%	11,1%
Finland	9,2%	32,8%	18,5%	13,6%	12,5%	13,4%
France	13,7%	33,7%	14,8%	16,7%	12,2%	9,0%
Germany	17,9%	34,0%	12,8%	16,4%	12,9%	6,1%
Ireland	11,8%	29,2%	18,4%	16,8%	12,5%	11,4%
Italy	14,1%	33,6%	22,9%	14,8%	11,1%	3,4%
Netherlands	16,7%	31,9%	12,7%	15,8%	14,6%	8,2%
Norway	21,6%	28,5%	16,8%	13,7%	11,6%	7,7%
Portugal	17,5%	40,7%	20,2%	9,4%	8,8%	3,4%
Russian Fed	9,9%	44,3%	21,1%	12,9%	8,0%	3,8%
Spain	12,6%	37,0%	24,0%	15,7%	7,1%	3,5%
Sweden	14,6%	26,6%	16,1%	16,5%	13,4%	12,9%
Switzerland	15,5%	31,5%	15,4%	19,7%	11,2%	6,7%
Turkey	13,3%	31,5%	18,2%	20,7%	10,7%	5,7%
UK	12,6%	26,5%	16,4%	16,8%	15,4%	12,3%
Other Europe	13,5%	36,8%	24,4%	12,7%	9,0%	3,4%
Middle East	19,2%	34,5%	17,9%	12,7%	10,4%	5,4%
UAE	5,9%	26,9%	50,6%	14,4%	2,3%	0,0%
Other Middle East	20,1%	35,0%	15,6%	12,6%	11,0%	5,7%
North America	16,0%	26,8%	15,2%	15,3%	13,9%	12,9%
Canada	14,6%	26,2%	14,6%	14,5%	13,6%	16,6%
USA	16,2%	26,8%	15,3%	15,4%	13,9%	12,3%
Total	18,5%	38,9%	25,0%	10,4%	4,7%	2,4%

APPENDIX

	2020				
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	4,6%	10,9%	11,5%	13,8%	53,7%
Botswana	3,5%	7,0%	6,1%	8,6%	74,9%
Lesotho	5,2%	11,1%	8,3%	8,1%	42,2%
Malawi	9,0%	15,5%	15,1%	19,4%	34,4%
Mozambique	3,9%	13,0%	14,8%	11,2%	57,1%
Namibia	3,1%	17,1%	14,2%	16,3%	49,3%
Swaziland	0,8%	4,8%	4,4%	7,1%	82,9%
Zambia	6,1%	8,8%	15,9%	18,6%	42,6%
Zimbabwe	2,9%	10,8%	15,2%	23,6%	43,2%
Angola	25,8%	19,6%	11,7%	13,7%	29,3%
Democratic Republic of Congo	20,4%	18,0%	13,9%	19,4%	28,3%
Ethiopia	32,3%	29,7%	14,5%	9,5%	14,0%
Ghana	33,1%	26,3%	13,2%	13,0%	14,4%
Kenya	27,7%	24,6%	17,4%	14,3%	16,1%
Nigeria	32,1%	26,3%	16,5%	11,1%	13,9%
Tanzania	24,8%	21,8%	16,4%	19,1%	18,0%
Uganda	29,9%	22,2%	23,0%	10,7%	14,2%
Other Africa	33,3%	25,0%	15,2%	11,3%	15,2%
Asia	54,3%	26,0%	9,1%	5,5%	5,1%
China including Hong Kong	52,4%	30,3%	7,8%	4,8%	4,6%
India	54,4%	22,3%	11,3%	6,7%	5,3%
Japan	59,2%	26,2%	8,3%	2,1%	4,2%
Malaysia	59,8%	23,5%	4,2%	4,8%	7,7%
Singapore	61,3%	20,7%	5,1%	5,5%	7,4%
South Korea	51,5%	29,8%	6,7%	6,0%	5,9%
Other Asia	53,3%	24,2%	11,5%	6,3%	4,6%
Australasia	49,1%	20,0%	13,9%	9,0%	8,0%
Australia	49,5%	19,7%	13,9%	8,8%	8,0%
New Zealand	45,8%	22,1%	14,1%	10,6%	7,5%
Other Australasia	78,3%	0,0%	0,0%	0,0%	21,7%
South America	78,2%	12,2%	2,6%	3,0%	4,0%
Argentina	68,0%	21,3%	4,1%	3,3%	3,3%
Brazil	82,1%	9,6%	1,5%	2,7%	4,0%
Chile	77,2%	12,0%	4,6%	2,0%	4,2%
Other Central & South America	71,7%	14,1%	5,0%	4,7%	4,5%
Europe	57,8%	20,1%	9,7%	6,6%	5,9%
Austria	58,8%	23,5%	8,8%	4,9%	4,0%
Belgium	61,7%	19,1%	10,7%	5,1%	3,3%
Denmark	64,3%	17,6%	8,5%	4,0%	5,6%
Finland	61,9%	24,3%	4,1%	5,5%	4,2%
France	68,1%	18,0%	7,2%	3,6%	3,1%
Germany	62,0%	18,7%	10,0%	5,2%	4,2%
Ireland	52,4%	20,4%	8,6%	9,5%	9,1%
Italy	72,0%	17,6%	4,7%	3,0%	2,7%
Netherlands	60,4%	19,5%	8,6%	6,6%	4,9%
Norway	69,2%	17,6%	8,8%	2,3%	2,1%
Portugal	49,9%	22,6%	12,2%	10,2%	5,1%
Russian Fed	57,9%	19,0%	12,9%	5,2%	5,0%
Spain	61,9%	21,5%	8,2%	4,8%	3,6%
Sweden	67,4%	17,4%	4,1%	4,4%	6,8%
Switzerland	66,0%	19,0%	6,4%	5,5%	3,0%
Turkey	61,0%	23,2%	7,0%	4,5%	4,4%
UK	45,1%	22,2%	12,8%	9,9%	10,0%
Other Europe	62,7%	21,3%	6,7%	4,9%	4,3%
Middle East	42,6%	17,7%	14,8%	15,0%	9,9%
UAE	30,6%	11,4%	12,9%	22,8%	22,3%
Other Middle East	43,4%	18,2%	15,0%	14,5%	9,0%
North America	66,3%	16,1%	7,8%	5,4%	4,3%
Canada	67,1%	16,3%	6,5%	5,3%	4,8%
USA	66,2%	16,1%	8,0%	5,4%	4,3%
Total	14,8%	10,0%	6,6%	8,9%	29,3%

APPENDIX

Annual	2019				
	First timers	2 - 3 times	4 - 5 times	6 - 9 times	10 times or more
Africa	7,1%	11,4%	10,1%	12,2%	59,2%
Botswana	4,7%	9,3%	10,2%	9,8%	66,1%
Lesotho	1,1%	2,9%	3,2%	3,0%	89,7%
Malawi	11,4%	20,1%	9,3%	16,5%	42,7%
Mozambique	15,6%	21,3%	14,1%	15,7%	33,3%
Namibia	4,3%	12,8%	12,2%	11,6%	59,1%
Swaziland	1,7%	6,1%	8,9%	17,6%	65,9%
Zambia	9,5%	11,9%	11,4%	14,0%	53,2%
Zimbabwe	5,4%	12,4%	12,3%	14,3%	55,7%
Angola	25,8%	19,4%	13,8%	11,3%	29,7%
Democratic Republic of Congo	15,2%	28,1%	8,8%	12,6%	35,4%
Ethiopia	31,7%	24,3%	17,9%	6,0%	20,0%
Ghana	49,9%	22,9%	6,9%	9,5%	10,9%
Kenya	33,7%	15,0%	14,2%	7,0%	30,0%
Nigeria	42,1%	17,5%	14,6%	9,8%	16,0%
Tanzania	27,7%	22,7%	21,4%	12,3%	15,8%
Uganda	40,6%	23,6%	13,7%	9,1%	12,9%
Other Africa	38,9%	19,0%	10,4%	13,6%	18,2%
Asia	55,1%	17,7%	9,4%	7,5%	10,3%
China including Hong Kong	45,0%	19,6%	12,2%	10,2%	13,1%
India	64,6%	15,2%	8,8%	4,6%	6,9%
Japan	62,3%	18,4%	4,9%	5,2%	9,2%
Malaysia	51,9%	12,2%	11,6%	9,4%	14,8%
Singapore	57,7%	15,9%	4,6%	9,6%	12,3%
South Korea	50,4%	17,6%	10,7%	10,8%	10,5%
Other Asia	55,4%	20,6%	7,2%	6,4%	10,4%
Australasia	48,1%	16,6%	10,2%	12,5%	12,6%
Australia	48,9%	15,7%	10,3%	11,9%	13,2%
New Zealand	42,9%	22,9%	9,7%	16,4%	8,0%
Other Australasia	40,0%	20,0%	0,0%	0,0%	40,0%
South America	75,0%	13,8%	3,0%	4,8%	3,4%
Argentina	83,7%	14,2%	0,4%	0,0%	1,7%
Brazil	73,9%	13,2%	3,0%	6,4%	3,5%
Chile	76,6%	13,3%	8,0%	0,5%	1,7%
Other Central & South America	67,9%	18,3%	4,5%	3,1%	6,1%
Europe	57,9%	17,9%	7,1%	7,7%	9,4%
Austria	66,1%	15,1%	5,3%	6,2%	7,4%
Belgium	65,4%	16,6%	6,9%	4,2%	6,9%
Denmark	67,1%	15,4%	5,4%	5,9%	6,2%
Finland	70,3%	12,7%	8,3%	4,0%	4,6%
France	68,7%	17,6%	3,6%	4,2%	6,0%
Germany	62,5%	19,0%	5,8%	6,9%	5,9%
Ireland	57,8%	15,1%	7,0%	9,1%	11,0%
Italy	66,5%	15,5%	7,0%	4,3%	6,8%
Netherlands	59,1%	18,1%	7,0%	6,5%	9,3%
Norway	62,0%	15,8%	6,1%	5,9%	10,2%
Portugal	57,0%	15,3%	6,3%	9,8%	11,5%
Russian Fed	61,4%	19,8%	7,3%	6,2%	5,4%
Spain	67,6%	14,9%	6,6%	4,5%	6,5%
Sweden	62,3%	16,8%	5,7%	6,6%	8,6%
Switzerland	54,1%	18,4%	7,5%	6,4%	13,6%
Turkey	61,5%	14,9%	5,2%	8,6%	9,8%
UK	46,2%	18,8%	9,4%	11,4%	14,3%
Other Europe	58,2%	18,3%	11,5%	7,9%	4,2%
Middle East	59,7%	12,6%	7,9%	7,2%	12,6%
UAE	27,8%	12,0%	17,9%	9,8%	32,6%
Other Middle East	61,9%	12,7%	7,2%	7,0%	11,2%
North America	68,6%	14,4%	5,1%	5,0%	7,0%
Canada	67,9%	12,2%	5,0%	5,6%	9,2%
USA	68,7%	14,7%	5,1%	4,9%	6,6%
Total	22,6%	13,1%	9,2%	10,8%	44,4%

APPENDIX

	2018					
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Africa	19,3%	42,1%	26,9%	8,5%	2,1%	0,5%
Botswana	8,2%	38,1%	37,0%	12,2%	3,3%	0,8%
Lesotho	39,3%	41,7%	14,8%	3,1%	0,5%	0,0%
Malawi	8,4%	33,7%	41,1%	14,0%	2,1%	0,2%
Mozambique	19,1%	44,6%	28,6%	6,1%	1,0%	0,2%
Namibia	8,5%	28,6%	25,2%	17,8%	13,3%	5,6%
Swaziland	21,2%	49,4%	22,4%	5,2%	0,9%	0,1%
Zambia	8,8%	33,5%	39,3%	13,0%	3,8%	0,3%
Zimbabwe	9,4%	42,9%	32,3%	12,2%	2,5%	0,5%
Angola	12,2%	37,1%	29,5%	14,5%	4,9%	0,7%
Democratic Republic of Congo	7,1%	23,7%	24,7%	21,2%	13,8%	4,3%
Ethiopia	9,6%	34,0%	26,9%	16,4%	7,6%	0,5%
Ghana	10,1%	34,1%	31,7%	9,7%	5,3%	1,5%
Kenya	6,8%	32,2%	31,0%	15,5%	4,1%	1,9%
Nigeria	6,9%	30,9%	33,5%	17,2%	5,2%	1,2%
Tanzania	10,2%	32,0%	28,7%	15,0%	8,1%	0,9%
Uganda	6,8%	35,2%	32,1%	14,9%	4,7%	1,0%
Other Africa	12,6%	32,0%	25,0%	17,6%	6,8%	2,5%
Asia	13,4%	42,1%	21,8%	12,1%	4,9%	3,1%
China including Hong Kong	15,1%	45,0%	18,3%	12,1%	5,1%	3,5%
India	11,1%	41,0%	24,8%	11,3%	4,5%	2,3%
Japan	12,7%	40,4%	20,3%	12,6%	5,3%	5,6%
Malaysia	15,6%	40,6%	15,9%	19,9%	3,6%	0,0%
Singapore	14,6%	44,1%	15,0%	10,4%	4,9%	7,4%
South Korea	14,6%	39,3%	22,0%	13,4%	6,7%	2,0%
Other Asia	11,9%	36,2%	32,2%	12,2%	3,9%	1,9%
Australasia	12,4%	23,0%	13,4%	18,4%	17,0%	14,4%
Australia	12,5%	23,2%	13,0%	18,0%	17,3%	14,6%
New Zealand	11,8%	21,4%	16,2%	21,7%	14,6%	13,0%
Other Australasia	12,5%	0,0%	0,0%	37,5%	37,5%	12,5%
South America	17,4%	43,5%	21,9%	8,8%	5,1%	1,6%
Argentina	22,1%	44,3%	16,8%	9,9%	2,5%	3,1%
Brazil	16,6%	43,4%	24,0%	7,1%	5,9%	1,1%
Chile	16,1%	46,2%	19,2%	8,0%	5,2%	3,3%
Other Central & South America	15,0%	41,4%	20,1%	15,9%	5,6%	1,5%
Europe	16,1%	28,9%	16,1%	16,0%	12,4%	9,2%
Austria	16,3%	30,2%	19,9%	15,8%	8,3%	8,5%
Belgium	22,1%	29,4%	12,6%	17,9%	10,3%	6,5%
Denmark	19,4%	19,7%	13,0%	17,2%	16,4%	13,6%
Finland	7,9%	36,0%	15,8%	17,9%	11,7%	10,6%
France	16,0%	32,9%	14,8%	15,0%	12,1%	8,1%
Germany	18,8%	31,9%	15,8%	15,9%	10,9%	5,5%
Ireland	13,6%	32,8%	16,1%	13,1%	13,5%	8,9%
Italy	11,0%	31,4%	19,6%	17,6%	12,4%	6,1%
Netherlands	19,1%	29,9%	14,0%	16,3%	12,1%	7,6%
Norway	21,4%	24,8%	14,2%	11,7%	15,5%	12,4%
Portugal	14,7%	38,3%	20,4%	14,2%	6,7%	5,5%
Russian Fed	12,8%	36,5%	20,2%	14,4%	10,2%	3,9%
Spain	18,0%	34,1%	21,0%	15,6%	6,8%	3,3%
Sweden	11,6%	20,5%	11,5%	22,0%	18,0%	15,6%
Switzerland	17,9%	30,1%	13,8%	18,0%	11,8%	7,3%
Turkey	19,0%	26,9%	25,3%	11,5%	7,3%	8,7%
UK	13,7%	24,0%	15,9%	15,8%	14,6%	14,1%
Other Europe	13,6%	31,1%	25,3%	13,6%	10,3%	5,8%
Middle East	14,2%	26,3%	19,3%	18,5%	11,5%	7,3%
UAE	9,5%	46,4%	20,0%	13,2%	1,5%	5,8%
Other Middle East	14,6%	24,9%	19,2%	18,9%	12,2%	7,4%
North America	15,5%	23,6%	13,1%	15,2%	16,3%	14,3%
Canada	12,6%	22,4%	14,2%	18,4%	17,9%	12,5%
USA	16,0%	23,8%	13,0%	14,7%	16,1%	14,6%
Total	18,0%	7,0%	13,2%	4,3%	6,1%	5,1%

APPENDIX

INTERNATIONAL TOURIST ARRIVALS - PROVICINAL DISTRIBUTION									
ANNUAL	2020								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	282 944	15 512	528	14 166	76 032	160 175	7 764	843	42 496
Botswana	328 878	7 951	543	19 118	5 129	122 245	62 066	22	11 064
Lesotho	233 834	11 839	536	7 436	5 694	5 819	8 901	522	194 637
Malawi	753 838	51 844	372	15 357	2 545	4 049	4 072	0	309
Mozambique	348 640	2 783	45	649	267 171	9 284	4 670	4	124
Namibia	207 626	225 326	1 969	6 019	5 387	3 960	9 737	28 187	7 923
Swaziland	235 885	983	150	74 058	184 584	7 151	387	0	2 514
Zambia	749 910	12 971	2 333	39 053	5 413	20 911	2 163	41	835
Zimbabwe	177 899	4 993	346	5 905	6 172	459 032	1 893	3	317
Angola	678 063	114 526	2 839	9 073	5 529	2 656	1 556	0	350
Democratic Republic of Congo	780 740	50 814	2 724	17 929	1 868	8 208	5 350	114	0
Ethiopia	731 644	58 735	2 807	22 890	16 344	9 490	3 373	243	0
Ghana	708 064	65 859	5 990	21 945	14 936	6 597	6 178	378	1 683
Kenya	696 599	65 698	5 329	22 495	2 549	12 265	1 762	262	445
Nigeria	654 355	112 122	3 674	13 227	9 560	4 149	1 921	80	3 003
Tanzania	749 192	45 845	6 040	13 098	3 892	3 892	2 298	117	1 518
Uganda	708 788	43 495	6 616	33 691	13 248	10 799	8 778	0	0
Other Africa	626 373	122 637	4 419	12 882	20 142	9 970	5 585	383	5 365
Asia	540 535	195 478	10 066	32 236	50 409	17 180	8 111	537	5 305
China including Hong Kong	526 529	229 532	11 999	24 549	55 195	15 104	9 301	1 237	6 473
India	602 565	161 902	5 712	33 577	43 115	15 648	9 066	376	2 290
Japan	527 269	230 213	14 340	28 111	81 686	32 706	5 179	494	3 347
Malaysia	407 608	272 116	6 370	27 130	41 661	24 876	10 536	42	219
Singapore	551 003	192 968	11 883	24 946	18 592	26 223	491	72	11 309
South Korea	431 687	266 691	17 304	31 128	58 256	16 319	4 209	603	14 205
Other Asia	517 197	152 724	10 336	44 255	42 958	12 012	8 851	65	6 465
Australasia	481 904	190 177	14 409	37 946	71 165	47 110	10 379	866	11 827
Australia	486 250	193 937	14 751	37 963	70 049	49 484	9 947	629	10 957
New Zealand	459 101	169 785	12 652	37 625	76 365	33 107	12 750	2 141	16 560
Other Australasia	387 737	232 862	0	82 205	220 504	288 718	0	0	0
South America	522 616	307 388	13 973	13 919	127 470	32 500	9 635	157	1464
Argentina	605 364	300 928	12 500	23 790	149 583	53 272	7 281	0	3 085
Brazil	500 096	311 554	16 152	10 589	126 567	28 675	11 484	10	1 027
Chile	448 918	317 097	6 711	24 204	122 905	29 858	10 764	1 280	0
Other Central & South America	565 969	287 977	6 835	13 804	101 813	25 109	1 761	717	2 298
Europe	320 387	274 945	20 810	31 155	82 366	34 015	5 646	844	5 956
Austria	310 752	291 533	23 954	31 217	62 208	38 340	3 083	1 906	15 094
Belgium	373 407	264 121	16 113	34 172	125 395	50 356	4 243	393	3 131
Denmark	260 211	190 622	9 198	24 959	66 255	118 433	12 433	1 139	7 372
Finland	317 130	285 802	14 990	15 657	65 968	16 004	4 047	105	5 537
France	346 459	289 838	12 887	42 541	146 333	42 102	6 641	298	2 624
Germany	278 698	305 129	28 503	33 915	92 453	31 472	5 409	1 285	8 200
Ireland	348 149	270 276	22 342	35 014	73 238	22 628	2 939	0	8 815
Italy	329 728	255 711	14 798	20 142	107 602	33 954	5 907	1 546	5 050
Netherlands	289 329	259 195	17 324	30 959	110 344	47 537	5 024	1 158	5 546
Norway	316 071	261 245	16 981	47 066	80 334	21 926	9 408	0	8 140
Portugal	383 819	246 648	13 875	23 000	51 236	27 708	7 405	95	2 483
Russian Fed	418 703	242 121	15 192	17 222	43 456	31 866	3 470	990	10 590
Spain	410 291	251 514	12 749	16 077	68 727	23 671	6 379	816	2 988
Sweden	362 842	267 180	15 162	31 711	116 617	43 701	3 973	1 265	6 223
Switzerland	316 787	305 274	23 448	30 883	87 218	34 290	1 543	1 041	6 183
Turkey	458 007	201 059	16 857	21 382	18 991	7 340	12 154	1 641	599
UK	322 510	267 648	21 894	28 955	49 242	25 677	5 587	479	4 830
Other Europe	380 385	236 192	14 415	26 269	80 447	30 442	9 737	1 174	6 115
Middle East	432 349	218 690	7 516	35 185	36 495	25669,877	15 514	828	7 744
UAE	494 682	189 156	4 720	13 603	21 925	20 730	8 946	961	8 954
Other Middle East	429 565	220 009	7 640	36 149	37 146	25 891	15 807	822	7 690
North America	444 475	257 524	11 682	29 772	91 889	43 557	6 829	431	6 659
Canada	424 849	280 073	14 255	41 147	115 710	34 183	5 783	412	9 315
USA	449 225	252 067	11 059	27 019	86 123	45 826	7 082	436	6 017
Total	3 025 211	1 459 714	78 984	194 379	535 825	360 207	63 878	4505	81 452

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INTERNATIONAL TOURIST ARRIVALS - PROVINCIAL DISTRIBUTION

ANNUAL	2019								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	2 271 776	280 489	61 112	455 812	1 146 706	1 931 275	464 484	79 769	910 621
Botswana	219 958	11 059	4 432	42 762	7 021	123 660	239 151	2 558	17 714
Lesotho	429 317	32 077	20 465	35 990	36 077	16 315	96 624	18 132	878 450
Malawi	145 249	23 289	3 877	10 011	2 709	4 527	4 783	882	3 751
Mozambique	580 665	13 942	1 402	8 784	692 167	14 498	19 575	137	2 024
Namibia	37 110	74 734	5 048	4 413	2 003	946	7 187	49 228	3 762
Swaziland	191 901	5 480	3 421	299 118	402 518	3 211	8 814	863	2 305
Zambia	118 634	5 991	2 404	14 610	4 648	3 087	1 696	394	601
Zimbabwe	362 480	39 166	9 005	26 579	26 178	1 763 062	29 155	129	3 041
Angola	37 593	19 755	455	2 307	626	0	691	148	420
Democratic Republic of Congo	25 633	3 521	517	1 539	450	204	910	0	330
Ethiopia	4 029	1 481	126	378	284	75	158	59	114
Ghana	11 576	4 298	435	746	304	124	515	58	324
Kenya	17 779	6 455	2 123	1 735	407	511	806	66	448
Nigeria	23 621	9 588	1 933	2 090	636	49	716	87	320
Tanzania	26 321	3 532	1 841	3 036	751	1 013	1 225	81	475
Uganda	10 026	745	640	1 588	237	133	1 056	147	225
Other Africa	12 248	14 316	1 411	126	4 226	27 970	4 879	2 106	14 622
Asia	116 495	101 738	18 229	25 977	18 389	5 557	17 134	2 952	4 900
China including Hong Kong	22 360	43 778	5 647	4 278	2 398	2 433	10 153	0	2 323
India	39 099	27 566	4 258	8 552	5 941	710	7 827	1 041	628
Japan	11 007	8 788	3 593	1 522	2 061	308	758	0	351
Malaysia	3 094	3 551	603	831	618	51	347	0	200
Singapore	3 445	3 802	431	380	1 450	92	360	92	0
South Korea	6 934	7 115	944	1 673	1 799	474	547	179	283
Other Asia	33 136	4 401	2 792	9 769	4 454	1 631	-4 584	1 909	1 190
Australasia	32 125	41 974	11 649	14 523	14 876	4 967	4 495	1 423	2 121
Australia	27 835	36 490	9 958	12 373	13 439	4 186	3 992	1 324	1 841
New Zealand	4 215	5 386	1 665	2 114	1 400	770	492	95	274
Other Australasia	77	98	30	41	27	14	9	3	6
South America	38 830	39 487	9 324	5 289	19 530	2 799	3 829	485	806
Argentina	4 032	5 083	1 484	907	3 283	190	491	25	58
Brazil	26 100	25 843	5 757	2 589	10 967	2 088	2 875	412	631
Chile	1 867	1 950	585	286	979	144	109	0	25
Other Central & South America	7 017	6 635	1 445	1 442	4 131	413	376	58	105
Europe	316 107	629 229	164 848	128 699	182 697	59 382	40 009	16 237	19 244
Austria	4 667	11 935	3 454	3 065	3 756	835	1 518	991	155
Belgium	10 444	19 506	5 572	4 971	7 737	3 554	1 368	477	604
Denmark	4 654	8 532	2 409	1 391	3 384	3 106	761	48	552
Finland	2 302	3 475	568	366	1 570	568	544	525	0
France	36 589	62 404	11 193	16 973	28 119	5 235	2 236	1 136	1 152
Germany	51 808	129 248	48 078	26 768	39 050	11 686	7 386	3 849	4 848
Ireland	5 813	13 189	3 967	2 683	2 480	643	1 028	259	220
Italy	15 168	24 194	5 949	4 625	9 109	2 840	1 516	228	1 135
Netherlands	26 591	51 480	16 514	14 028	20 767	7 232	3 253	1 580	2 625
Norway	3 480	6 968	1 622	1 579	1 563	846	788	249	312
Portugal	7 157	13 025	2 133	1 814	3 330	1 008	548	377	345
Russian Fed	5 856	6 065	1 114	762	1 360	276	428	55	360
Spain	9 169	15 611	3 965	2 749	6 340	1 672	1 183	530	306
Sweden	8 634	16 858	3 581	3 725	5 466	2 076	731	369	345
Switzerland	10 380	24 869	6 212	4 092	5 115	1 419	1 904	633	810
Turkey	4 568	5 472	757	820	914	526	479	186	349
UK	100 130	194 900	38 789	32 667	35 575	13 939	12 499	3 674	4 385
Other Europe	12 092	26 030	7 454	4 165	2 154	1 287	2 606	1 039	591
Middle East	25 408	27 927	4 697	5 074	4 424	997	1 220	360	1 016
UAE	1 146	897	107	305	139	152	168	33	129
Other Middle East	16 480	19 218	4 578	4 770	4 276	852	1 060	328	893
North America	114 347	158 996	26 524	31 927	59 185	26 606	13 701	3 738	5 247
Canada	15 382	24 368	5 218	6 702	9 667	2 630	1 753	266	591
USA	99 360	134 561	21 055	24 836	49 369	24 265	12 014	3 534	4 699
Total	2 915 088	1 279 840	296 383	667 301	1 445 807	2 031 583	544 872	104 964	943 955

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INTERNATIONAL TOURIST ARRIVALS - PROVICINAL DISTRIBUTION									
ANNUAL	2018								
	Gauteng	Western Cape	Eastern Cape	Kwazulu Natal	Mpumalanga	Limpopo	North West	Northern Cape	Free State
Africa	2 740 820	286 547	57 888	483 759	1 076 811	2 008 166	558 348	66 477	1 223 902
Botswana	291 667	8 399	5 260	48 159	8 973	155 250	348 976	5 575	12 897
Lesotho	474 546	31 547	9 906	44 796	18 721	15 409	101 028	8 854	1 188 010
Malawi	170 159	17 229	2 910	8 559	206	7 996	5 600	0	1 407
Mozambique	676 530	10 892	3 775	8 309	724 129	16 694	27 717	1 604	5 842
Namibia	51 439	105 817	3 797	6 201	1 793	2 286	11 693	48 033	4 340
Swaziland	292 564	4 943	7 472	297 163	303 119	7 242	19 521	0	2 817
Zambia	151 732	4 768	2 993	10 256	1 690	3 364	2 237	119	962
Zimbabwe	408 054	35 714	11 577	36 879	11 958	1 796 473	33 683	1 309	4 890
Angola	43 435	17 348	1 622	2 345	449	209	441	252	518
Democratic Republic of Congo	26 024	4 402	498	2 898	800	303	942	266	296
Ethiopia	6 428	1 417	103	1 017	169	130	157	70	95
Ghana	15 083	3 929	755	1 662	200	417	969	117	332
Kenya	22 011	3 532	1 311	2 319	558	298	897	54	248
Nigeria	39 830	10 599	1 901	4 678	540	502	1 820	96	406
Tanzania	18 512	3 310	938	1 877	421	374	430	0	188
Uganda	10 279	1 625	624	935	252	319	421	53	251
Other Africa	42 530	21 076	2 446	5 705	2 835	901	1 816	75	403
Asia	197 695	136 891	25 873	36 961	28 338	10 153	25 644	4 615	7 264
China including Hong Kong	76 883	57 868	14 179	13 707	12 781	4 478	8 655	2 335	2 420
India	61 589	32 460	3 881	10 549	6 731	1 990	10 365	852	1 578
Japan	15 766	12 054	1 720	2 839	2 608	1 117	1 708	676	635
Malaysia	4 069	3 611	381	743	297	294	145	0	178
Singapore	5 089	5 164	433	868	788	493	394	234	163
South Korea	11 156	7 941	1 782	2 253	2 537	957	1 005	383	1 166
Other Asia	23 143	17 793	3 496	6 001	2 597	824	3 372	134	1 125
Australasia	60 334	61 337	15 578	18 733	24 655	10 258	9 354	2 286	2 825
Australia	54 083	53 843	13 841	16 594	22 199	8 974	8 068	1 983	2 624
New Zealand	6 203	7 494	1 736	2 136	2 456	1 283	1 286	303	200
Other Australasia	49	1	1	3	0	1	0	0	0
South America	65 812	66 923	15 613	9 432	28 747	7 997	7 328	901	1 426
Argentina	11 508	11 947	3 320	1 996	5 482	1 213	1 574	312	499
Brazil	41 669	45 446	9 649	4 920	18 102	5 831	4 380	398	750
Chile	4 148	3 339	553	506	2 050	257	351	0	0
Other Central & South America	8 488	6 191	2 091	2 011	3 113	697	1 023	191	177
Europe	508 035	926 318	267 641	208 183	322 486	101 407	56 933	24 401	32 149
Austria	8 679	17 563	5 003	3 385	6 633	1 542	811	615	646
Belgium	17 084	29 380	10 159	10 961	15 815	4 701	1 727	1 054	1 194
Denmark	8 838	13 106	3 083	2 581	5 512	4 583	1 658	355	448
Finland	3 297	6 343	1 333	817	1 944	554	436	78	180
France	61 487	102 007	23 622	32 210	51 943	14 102	4 411	2 389	3 494
Germany	95 959	213 054	81 699	48 385	78 346	21 295	11 756	5 268	8 354
Ireland	10 087	20 458	6 661	3 023	4 424	2 267	1 263	398	470
Italy	22 701	38 662	9 203	5 953	15 092	4 789	1 670	1 201	1 193
Netherlands	43 045	79 045	26 980	24 407	34 854	9 894	5 638	2 461	4 102
Norway	5 530	12 401	2 597	1 312	3 565	1 558	825	151	314
Portugal	8 867	11 887	2 646	1 612	3 119	1 030	847	455	127
Russian Fed	6 318	7 532	1 693	1 967	3 030	669	1 029	270	378
Spain	15 165	23 400	5 335	3 653	9 015	1 802	1 150	2 716	836
Sweden	15 686	31 624	7 397	4 399	8 788	2 214	2 533	609	431
Switzerland	14 978	36 493	10 726	6 646	10 577	4 382	2 818	716	1 197
Turkey	5 207	7 534	1 107	933	1 679	1 363	392	85	60
UK	148 418	250 429	61 749	50 464	58 958	22 161	15 425	4 684	8 154
Other Europe	16 690	25 399	6 646	5 476	9 192	2 503	2 543	899	572
Middle East	22 063	20 668	5 449	6 552	6 985	2 428	2 379	790	434
UAE	1 538	1 270	194	313	248	172	198	16	23
Other Middle East	20 525	19 398	5 256	6 239	6 737	2 255	2 181	774	411
North America	188 373	230 403	44 014	55 331	98 756	46 354	21 298	6 409	10 760
Canada	27 787	37 774	7 386	11 150	14 212	5 450	3 180	960	1 523
USA	160 585	192 629	36 628	44 181	84 544	40 903	18 118	5 448	9 238
Total	3 783 132	1 729 087	432 056	818 951	1 586 778	2 186 763	681 284	105 879	1 278 760

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	2019								
	Hotels	Guest House	B&B	Self-catering	Game Lodge	Backpacker	Camping	Friends family	Air B&B
AFRICA	3 095 642	1 260 607	243 872	2 469 493	296 020	815 135	220 266	58 172 533	173 377
Botswana	232 360	134 323	30 448	77 739	42 987	38 302	23 182	1 862 681	2 273
Lesotho	163 490	106 704	99 161	33 089	34 769	26 157	1 182	20 131 338	2 077
Malawi	391 232	42 341	707	101 812	12 342	60 918	343,8	2 095 845	571
Mozambique	161 755	63 694	1 376	163 088	11 833	27 813	737	16 617 285	16 906
Namibia	175 100	102 879	18 378	267 116	7 047	61 572	2 132	795 846	15 021
Swaziland	195 881	138 018	14 340	20 525	71 393	10 700	3 216	7 564 435	2 152
Zambia	366 216	45 766	6 021	109 367	13 603	24 579	107 931	464 159	9 527
Zimbabwe	536 133	330 225	22 482	949 437	68 836	106 203	69 828	6 982 670	23 952
Angola	143 219	70 192	13 010	148 188	1 042	59 429	266,2857143	332 034	21 414
Democratic Republic of Congo	60 208	28 766	3 558	50 569	1 583	138 798		433 167	4 736
Ethiopia	23 689	3 377	730	3 624	288,2727273	7 814		40 970	609,4109091
Ghana	61 316	22 040	292	58 279		5 178		67 781	12 357
Kenya	89 832	32 453	4 540	62 062	2 747	83 030		91 268	12 730
Nigeria	178 800	20 991	1 901	190 386	1 943	73 705		185 820	6 004
Tanzania	47 923	14 754	2 298	77 056	749	31 700		143 478	15 078
Uganda	29 549	29 988	1 886	8 450	2 377	8 198	423,9	115 794	882
Other Africa	238 939	74 095	22 742	148 706	22 480	51 038	11 024	247 960	27 087
ASIA	1 474 919	478 954	44 227	944 048	92 496	297 303	35 027	1 846 364	102 811
China including Hong Kong	421 504	97 621	28 184	206 882	33 085	15 081	3 847	694 202	37 183
India	651 696	242 998	6 686	474 213	18 794	242 987	24 938	339 436	29 650
Japan	100 506	69 238	1 986	40 510	7 614	8 745	762	106 886	11 609
Malaysia	37 576	13 580	1 471	3 504	6 189	944		83 974	1 381
Singapore	53 160	2 095	507	20 110	11 848	17 825	581	30 828	2 043
South Korea	61 456	14 988	203,3478261	32 323	8 028	8 082	360	105 664	14 198
Other Asia	148 822	38 434	5 102	166 504	6 792	3 639	4 539	484 504	6 746
AUSTRALASIA	400 996	78 991	43 033	120 162	124 858	74 198	54 082	778 656	51 764
Australia	349 364	63 884	34 911	110 948	108 314	69 520	46 828	665 697	44 931
New Zealand	51 628	15 104	8 116	9 214	16 538	4 678	7 254	112 793	6 834
Other Australasia	4	3	6		6			166	
CENTRAL & SOUTH AMERICA	358 237	83 904	8 376	221 490	66 454	196 830	10 943	294 293	86 455
Argentina	62 223	10 778	875	7 525	10 511	30 104	7 852	25 438	19 557
Brazil	233 816	59 064	6 680	200 142	47 364	135 572	2 177	220 781	58 175
Chile	25 995	6 270	25,66666667	5 801	3 483	11 355	493,5	5 619	1 983
Other Central & South America	36 203	7 794	796	8 022	5 097	19 799	420	42 456	6 739
EUROPE	6 044 046	2 409 794	888 302	2 026 803	1 924 190	1 059 352	461 800	5 417 860	1 644 875
Austria	96 071	64 550	33 447	19 387	42 851	21 428	4 288	137 899	53 169
Belgium	245 517	152 065	31 735	120 340	61 699	29 752	9 087	118 552	47 027
Denmark	76 950	32 060	6 124	18 030	54 169	18 453	8 216	67 642	32 354
Finland	29 528	17 621	4 432	1 338	20 849	4 794	2 170	18 809	8 943
France	674 779	220 284	84 174	175 077	254 632	107 478	39 893	407 013	182 527
Germany	1 334 695	664 439	272 125	515 860	434 718	386 415	152 870	876 214	457 333
Ireland	107 887	36 398	15 057	54 841	37 661	17 176	6 976	153 554	26 235
Italy	305 576	84 197	33 986	45 602	84 403	39 747	17 156	156 247	62 574
Netherlands	570 943	272 941	85 138	199 995	220 029	127 103	42 215	412 017	127 682
Norway	84 949	19 678	3 378	42 712	23 028	25 070	1 506	53 599	29 931
Portugal	62 622	17 241	6 787	76 983	26 158	22 198	1 524	76 630	27 557
Russian Fed	66 573	126 106	2 608	22 449	8 955	3 179	2 801	61 242	10 991
Spain	159 523	84 978	17 894	16 355	42 658	24 519	6 650	74 468	28 941
Sweden	164 149	89 410	18 965	154 428	38 165	18 448	10 807	165 462	47 316
Switzerland	222 615	79 550	33 882	56 692	71 629	63 724	19 822	212 782	59 939
Turkey	52 116	11 701	5 302	21 676	10 981	7 265	331,3333334	32 507	3 241
UK	1 639 971	368 997	215 108	425 306	446 563	129 956	124 057	2 239 971	391 377
Other Europe	149 583	67 578	18 160	59 732	45 042	12 647	11 430	153 254	47 738
MIDDLE EAST	226 828	68 552	6 418	27 164	28 590	24 115	7 072	292 568	58 660
UAE	6 987	255	2696,726496	90	209,3333333	316,6153847	457,4725275	32 000	552,3333334
Other Middle East	219 842	68 297	3 721	27 074	28 380	23 799	6 615	260 568	58 108
NORTH AMERICA	1 812 487	357 286	175 740	519 611	634 425	204 069	82 188	1 765 145	424 022
Canada	268 834	122 902	34 503	46 588	106 654	56 469	14 572	229 185	105 206
USA	1 543 653	234 384	141 237	473 023	527 771	147 600	67 615	1 535 960	318 816

APPENDIX

ANNUAL	2018								
	hotels	Guest House	BB	Self_caterin g	Game_Lodge	Backpacker	Camping	Friends_family	Air B&B
Africa	3 467 868	1 454 863	320 867	3 725 381	322 298	1 722 643	170 239	57 480 832	89 942
Botswana	222 423	114 114	25 242	53 894	48 157	56 768	14 948	1 868 737	1 839
Lesotho	463 503	293 827	80 064	261 760	17 320	316 626	72 883	19 040 918	230
Malawi	336 079	64 580	4 633	11 411	2 069	63 930		1 963 993	1 006
Mozambique	184 366	114 499	53 282	994 708	19 940	117 112	17 742	17 251 850	1 183
Namibia	155 151	90 869	45 507	232 169	5 965	117 114	12 912	923 046	9 158
Swaziland	192 865	89 760	11 590	12 986	72 907	9 105	19 424	7 112 546	
Zambia	423 861	40 720	11 251	69 899	8 429	89 115		558 510	4 604
Zimbabwe	620 699	286 206	40 646	744 699	114 554	362 993	4 958	6 779 064	17 238
Angola	113 094	84 600	3 031	359 498	2 569	60 826	176	381 673	13 459
Democratic Republic of Congo	67 899	32 845	3 786	125 113	1 253	55 449	213	499 639	
Ethiopia	21 960	12 730	4 283	36 872	670	11 783	200	36 604	824
Ghana	75 607	24 514	2 984	36 241	1 596	27 525		99 498	1 673
Kenya	96 332	19 661	4 859	71 484	5 555	22 383	20 544	86 904	16 174
Nigeria	194 578	62 096	15 859	224 333	2 010	149 774	2 217	293 485	1 686
Tanzania	68 499	24 921	3 359	62 332	849	98 723		108 755	1 118
Uganda	36 582	28 561	3 550	40 952	374	36 702		92 165	858
Other Africa	194 370	70 362	6 939	387 031	18 081	126 715	4 022	383 444	18 893
Asia	1 472 369	606 919	140 628	783 088	130 838	210 920	27 342	2 235 619	106 928
China including Hong Kong	581 560	205 795	25 074	201 458	67 344	67 205	8 686	914 818	27 069
India	495 707	255 514	24 097	447 267	15 987	73 380	2 100	511 625	38 925
Japan	108 358	47 916	1 742	18 254	16 873	22 416	4 265	134 553	9 496
Malaysia	26 900	8 401	4 363	36 158	733	1 950	676	26 492	2 736
Singapore	33 687	4 561	248	1 869	3 476	1 171		27 043	5 318
South Korea	49 387	34 852	1 340	23 285	9 687	19 562	2 921	170 863	11 733
Other Asia	176 075	49 880	83 764	54 798	16 738	25 237	8 694	450 225	11 651
Australasia	346 492	97 734	38 030	118 634	211 506	60 466	25 301	805 241	90 123
Australia	309 230	85 775	34 125	86 928	185 751	48 484	23 823	674 768	75 429
New Zealand	36 982	11 959	3 905	31 707	25 739	11 982	1 478	130 473	14 694
Other Australasia	280				16				
South America	486 888	208 153	35 090	162 191	114 199	180 904	11 398	277 061	73 882
Argentina	88 633	15 903	2 579	10 076	14 477	30 785	6 910	59 046	14 568
Brazil	315 365	168 444	31 150	129 762	75 449	96 784	3 338	101 534	48 953
Chile	26 967	2 454	440	15 752	7 956	15 100	202	16 828	2 519
Other Central & South America	55 924	21 351	921	6 601	16 318	38 234	948	99 653	7 843
Europe	4 713 382	2 825 693	838 606	2 011 857	2 529 301	1 568 229	467 305	5 683 950	1 851 172
Austria	84 478	57 838	17 025	50 156	44 970	20 937	11 373	94 167	43 385
Belgium	190 720	136 761	39 005	38 898	112 276	42 835	22 214	130 974	73 406
Denmark	73 774	45 523	6 954	24 385	82 553	32 715	8 042	80 768	15 342
Finland	39 410	18 630	4 473		18 553	7 973	352	22 147	19 375
France	522 201	270 324	87 199	274 850	299 161	260 919	49 921	374 007	239 256
Germany	975 027	853 135	268 914	498 096	574 347	451 083	131 671	1 004 728	465 905
Ireland	98 078	63 502	11 385	25 203	45 611	36 472	4 204	169 564	28 416
Italy	229 631	92 106	28 493	69 567	152 469	42 396	26 740	144 364	52 374
Netherlands	408 204	298 282	94 164	200 744	302 495	156 626	49 062	387 822	215 447
Norway	49 203	34 681	8 483	42 738	23 862	42 996	3 528	52 166	39 183
Portugal	68 618	27 070	5 902	73 991	28 913	17 780	1 798	84 563	24 974
Russian Fed	53 654	22 473	5 053	12 571	21 763	10 004	1 773	81 460	12 368
Spain	167 076	80 870	8 034	46 642	76 612	45 010	11 883	135 262	23 596
Sweden	177 486	69 846	37 948	61 687	61 082	40 687	11 561	148 868	53 806
Switzerland	172 726	92 706	29 816	71 623	108 635	66 362	33 416	173 148	90 994
Turkey	38 703	26 847	9 783	21 282	18 175	18 970	4 435	72 582	4 610
UK	1 191 217	538 200	157 776	460 439	487 873	245 927	72 228	2 404 605	416 584
Other Europe	173 871	96 897	18 200	38 985	69 953	28 537	23 104	122 755	32 151
Middle East	141 059	60 346	34 460	85 020	43 759	29 378	2 060	344 248	24 667
UAE	6 308	1 663	301	1 907	1 156		15	28 694	444
Other Middle East	134 751	58 682	34 159	83 113	42 603	29 378	2 045	315 554	24 222
North America	1 364 752	445 309	157 487	562 963	819 268	286 015	147 737	1 659 138	370 914
Canada	198 176	105 834	22 938	44 831	102 866	47 813	24 390	314 855	66 195
USA	1 166 577	339 475	134 549	518 132	716 402	238 202	123 347	1 344 283	304 719



ACTIVITIES

2020

	Shoppin g	Nightlif e	Them e parks	Tradin g	Visite d a Casino	Adventu re	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural , historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	75.6%	49.2%	23.0%	80.8%	100.0%	7.7%	66.0%	57.6%	36.5%	70.0%	32.6%	5.1%	13.4%	12.9%	24.9%
Botswana	4.7%	7.1%	1.3%	11.3%	3.0%	0.7%	2.9%	4.2%	3.2%	3.6%	0.4%	0.2%	2.7%	0.5%	3.9%
Lesotho	10.8%	14.3%	2.3%	2.6%	22.5%	1.3%	31.3%	8.0%	2.4%	33.5%	0.4%	0.2%	0.0%	1.5%	2.6%
Malawi	2.3%	0.5%	0.6%	4.2%	3.9%	0.1%	0.1%	1.9%	1.8%	1.3%	0.2%	0.1%	0.0%	0.2%	0.6%
Mozambique	16.6%	8.2%	7.1%	24.0%	14.4%	0.6%	14.8%	21.7%	3.2%	4.6%	23.4%	0.6%	4.3%	3.6%	0.8%
Namibia	1.0%	1.9%	1.0%	0.5%	2.2%	0.9%	1.7%	1.4%	3.0%	2.7%	0.7%	0.4%	1.6%	1.2%	1.9%
Swaziland	8.1%	7.3%	1.5%	1.2%	21.4%	0.6%	5.3%	8.6%	1.8%	5.1%	2.0%	0.5%	2.3%	0.6%	7.3%
Zambia	2.1%	0.6%	0.6%	6.8%	2.2%	0.2%	1.1%	0.8%	2.7%	2.0%	0.4%	0.1%	0.1%	0.2%	0.6%
Zimbabwe	26.7%	5.6%	4.3%	29.0%	30.5%	1.4%	6.3%	9.0%	7.5%	7.6%	1.9%	1.4%	0.8%	1.8%	4.3%
Angola	0.6%	1.0%	0.6%	0.3%	0.0%	0.5%	0.5%	0.3%	0.9%	1.0%	0.5%	0.3%	0.2%	0.6%	0.6%
Democratic Republic of Congo	0.3%	0.2%	0.2%	0.1%	0.0%	0.0%	0.2%	0.2%	0.7%	0.8%	0.2%	0.1%	0.5%	0.2%	0.2%
Ethiopia	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.1%	0.0%	0.0%	0.1%	0.1%
Ghana	0.2%	0.2%	0.2%	0.0%	0.0%	0.1%	0.1%	0.1%	0.8%	0.7%	0.2%	0.1%	0.0%	0.1%	0.2%
Kenya	0.3%	0.4%	0.4%	0.0%	0.0%	0.2%	0.4%	0.3%	1.5%	1.7%	0.3%	0.1%	0.3%	0.3%	0.2%
Nigeria	0.6%	0.5%	0.7%	0.1%	0.0%	0.2%	0.4%	0.4%	2.0%	1.5%	0.5%	0.2%	0.3%	0.5%	0.4%
Tanzania	0.3%	0.3%	0.4%	0.2%	0.0%	0.1%	0.2%	0.2%	1.0%	0.9%	0.3%	0.0%	0.2%	0.2%	0.2%
Uganda	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.7%	0.7%	0.2%	0.0%	0.0%	0.1%	0.1%
Other Africa	0.8%	0.9%	1.3%	0.4%	0.0%	0.7%	0.7%	0.5%	2.9%	2.1%	0.9%	0.6%	0.2%	1.0%	0.8%
ASIA	3.3%	3.3%	9.5%	1.0%	0.0%	5.5%	3.0%	4.5%	13.4%	2.9%	4.9%	6.2%	5.8%	7.2%	5.2%
China including Hong Kong	1.1%	0.9%	3.1%	0.3%	0.0%	1.3%	0.8%	0.9%	3.7%	0.7%	1.2%	1.5%	2.6%	2.2%	1.2%
India	1.0%	1.2%	3.2%	0.2%	0.0%	2.1%	1.4%	1.2%	5.5%	0.9%	1.6%	2.1%	0.4%	2.2%	1.9%
Japan	0.3%	0.2%	0.9%	0.0%	0.0%	0.4%	0.2%	0.5%	1.2%	0.2%	0.5%	0.6%	0.2%	0.7%	0.5%
Malaysia	0.1%	0.2%	0.3%	0.1%	0.0%	0.3%	0.0%	0.1%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%
Singapore	0.1%	0.1%	0.3%	0.1%	0.0%	0.4%	0.1%	0.2%	0.2%	0.1%	0.2%	0.4%	0.7%	0.4%	0.3%
South Korea	0.3%	0.2%	0.7%	0.2%	0.0%	0.3%	0.3%	0.4%	0.7%	0.2%	0.3%	0.3%	0.7%	0.5%	0.4%
Other Asia	0.4%	0.5%	1.0%	0.2%	0.0%	0.6%	0.3%	1.2%	1.8%	0.8%	0.7%	0.9%	0.9%	1.0%	0.7%
AUSTRALASIA	1.2%	2.3%	2.4%	0.7%	0.0%	3.5%	2.0%	2.0%	1.8%	1.0%	3.1%	4.2%	3.3%	3.8%	3.0%
Australia	1.0%	2.1%	2.0%	0.6%	0.0%	3.1%	1.5%	1.9%	1.5%	0.9%	2.8%	3.7%	2.7%	3.3%	2.6%
New Zealand	0.2%	0.3%	0.4%	0.0%	0.0%	0.4%	0.5%	0.1%	0.3%	0.1%	0.3%	0.6%	0.6%	0.5%	0.4%
Other Australasia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SOUTH AMERICA	1.1%	2.7%	4.1%	0.3%	0.0%	3.2%	1.2%	1.7%	2.4%	1.9%	3.4%	4.1%	1.1%	3.6%	3.4%
Argentina	0.2%	0.3%	0.5%	0.1%	0.0%	0.5%	0.3%	0.2%	0.4%	0.3%	0.5%	0.6%	0.0%	0.5%	0.5%
Brazil	0.7%	1.9%	2.8%	0.2%	0.0%	2.2%	0.5%	1.2%	1.4%	1.5%	2.4%	2.8%	0.7%	2.4%	2.4%
Chile	0.1%	0.1%	0.3%	0.0%	0.0%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.0%	0.2%	0.2%
Other Central & South America	0.1%	0.3%	0.5%	0.0%	0.0%	0.3%	0.2%	0.1%	0.4%	0.1%	0.4%	0.5%	0.5%	0.4%	0.3%
EUROPE	14.5%	33.5%	48.3%	12.8%	0.0%	62.7%	23.6%	27.3%	36.6%	16.6%	43.0%	62.2%	28.6%	56.2%	50.8%
Austria	0.3%	0.7%	1.0%	0.1%	0.0%	1.2%	0.5%	0.5%	0.9%	0.4%	0.8%	1.2%	0.8%	1.0%	1.0%
Belgium	0.5%	1.1%	1.4%	0.6%	0.0%	2.3%	0.7%	1.0%	1.3%	0.6%	1.5%	2.0%	0.5%	1.8%	1.5%
Denmark	0.3%	0.5%	0.8%	0.3%	0.0%	0.9%	0.6%	0.3%	0.7%	0.2%	0.8%	1.2%	3.2%	0.9%	0.8%
Finland	0.1%	0.2%	0.4%	0.2%	0.0%	0.4%	0.1%	0.2%	0.3%	0.1%	0.2%	0.4%	0.3%	0.4%	0.3%
France	1.4%	2.8%	5.1%	0.8%	0.0%	7.0%	1.4%	2.6%	3.9%	1.7%	5.1%	7.5%	2.9%	6.5%	4.9%
Germany	3.1%	7.9%	11.9%	2.9%	0.0%	15.1%	5.8%	6.2%	7.3%	3.7%	9.9%	14.8%	7.0%	12.8%	12.3%
Ireland	0.3%	0.6%	0.8%	0.3%	0.0%	1.2%	0.4%	0.6%	0.7%	0.2%	0.8%	1.2%	0.3%	1.1%	1.1%
Italy	0.4%	0.7%	1.5%	0.3%	0.0%	1.8%	0.6%	0.4%	1.3%	0.6%	1.6%	2.5%	0.5%	2.1%	1.6%
Netherlands	1.3%	3.8%	4.9%	1.4%	0.0%	7.1%	2.3%	3.2%	2.6%	1.9%	4.2%	6.0%	2.5%	5.2%	5.0%
Norway	0.2%	0.5%	0.6%	0.1%	0.0%	0.9%	0.2%	0.3%	0.5%	0.4%	0.5%	0.7%	0.4%	0.7%	0.6%
Portugal	0.3%	0.7%	0.8%	0.2%	0.0%	0.8%	0.6%	0.3%	0.9%	0.2%	0.7%	0.9%	0.5%	0.7%	0.6%
Russian Fed	0.1%	0.2%	0.4%	0.1%	0.0%	0.3%	0.2%	0.2%	0.6%	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%
Spain	0.3%	0.8%	1.0%	0.4%	0.0%	1.4%	0.4%	0.5%	1.3%	0.3%	1.0%	1.3%	0.4%	1.2%	1.0%
Sweden	0.5%	0.9%	1.7%	0.2%	0.0%	2.0%	0.7%	0.8%	1.4%	0.8%	1.4%	2.1%	0.8%	1.9%	1.6%
Switzerland	0.6%	1.6%	2.7%	0.5%	0.0%	2.7%	0.9%	1.2%	1.1%	0.7%	1.6%	2.4%	1.0%	2.4%	2.1%
Turkey	0.1%	0.2%	0.5%	0.0%	0.0%	0.3%	0.1%	0.4%	0.7%	0.1%	0.3%	0.4%	0.0%	0.4%	0.3%
UK	4.3%	9.4%	11.6%	4.1%	0.0%	15.8%	7.4%	7.7%	8.7%	3.8%	11.2%	15.6%	6.4%	15.1%	14.6%
Other Europe	0.5%	0.9%	1.3%	0.2%	0.0%	1.6%	0.7%	0.9%	2.4%	0.7%	1.1%	1.6%	0.7%	1.5%	1.2%
MIDDLE EAST	0.5%	0.8%	1.1%	0.3%	0.0%	1.1%	0.7%	1.1%	1.5%	0.9%	0.8%	1.2%	1.1%	1.4%	1.2%
UAE	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
Other Middle East	0.5%	0.7%	1.1%	0.3%	0.0%	1.0%	0.6%	1.1%	1.5%	0.8%	0.8%	1.1%	1.1%	1.3%	1.1%
NORTH AMERICA	3.8%	8.2%	11.6%	4.1%	0.0%	16.2%	3.6%	5.7%	7.9%	6.6%	12.2%	17.1%	46.7%	14.9%	11.5%
Canada	0.6%	1.2%	2.1%	0.4%	0.0%	2.6%	0.6%	1.1%	1.1%	0.6%	2.0%	2.6%	3.7%	2.5%	2.2%
USA	3.2%	7.0%	9.5%	3.6%	0.0%	13.6%	3.0%	4.6%	6.8%	6.0%	10.2%	14.4%	43.1%	12.4%	9.4%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

	Shopping	Nightlife	Theme parks	Trading	Visited a Casino	Adventure	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural, historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	67.32%	4.09%	1.00%	0.46%	0.41%	0.90%	0.84%	1.16%	2.60%	3.43%	3.70%	1.19%	0.06%	1.98%	4.88%
Botswana	3.16%	0.43%	0.07%	0.12%	0.01%	0.06%	0.06%	0.09%	0.23%	0.13%	0.07%	0.06%	0.04%	0.15%	0.62%
Lesotho	11.09%	1.61%	0.07%	0.05%	0.14%	0.24%	0.48%	0.40%	0.15%	1.66%	0.34%	0.12%	0.00%	0.20%	0.29%
Malawi	2.10%	0.02%	0.03%	0.02%	0.04%	0.03%	0.04%	0.05%	0.12%	0.10%	0.08%	0.05%	0.00%	0.05%	0.29%
Mozambique	13.78%	0.50%	0.07%	0.11%	0.05%	0.02%	0.04%	0.17%	0.13%	0.07%	0.67%	0.10%	0.00%	0.12%	0.13%
Namibia	0.54%	0.17%	0.04%	0.01%	0.00%	0.08%	0.04%	0.03%	0.21%	0.24%	0.09%	0.04%	0.01%	0.15%	0.33%
Swaziland	6.82%	0.69%	0.24%	0.03%	0.04%	0.01%	0.06%	0.13%	0.10%	0.23%	1.48%	0.11%	0.00%	0.11%	1.94%
Zambia	1.40%	0.05%	0.04%	0.01%	0.04%	0.03%	0.00%	0.03%	0.18%	0.09%	0.05%	0.04%	0.00%	0.05%	0.14%
Zimbabwe	25.94%	0.33%	0.19%	0.08%	0.09%	0.23%	0.08%	0.21%	0.64%	0.37%	0.30%	0.32%	0.01%	0.37%	0.60%
Angola	0.52%	0.08%	0.04%	0.01%	0.00%	0.06%	0.01%	0.01%	0.11%	0.09%	0.11%	0.05%	0.00%	0.17%	0.12%
Democratic Republic of Congo	0.24%	0.02%	0.01%	0.00%	0.00%	0.00%	0.01%	0.00%	0.05%	0.04%	0.05%	0.02%	0.00%	0.04%	0.03%
Ethiopia	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.04%	0.02%	0.01%	0.00%	0.02%	0.01%
Ghana	0.16%	0.02%	0.02%	0.00%	0.00%	0.02%	0.01%	0.00%	0.06%	0.01%	0.05%	0.03%	0.00%	0.05%	0.02%
Kenya	0.27%	0.04%	0.03%	0.00%	0.00%	0.01%	0.00%	0.00%	0.12%	0.09%	0.07%	0.04%	0.00%	0.08%	0.08%
Nigeria	0.38%	0.05%	0.04%	0.00%	0.00%	0.01%	0.00%	0.01%	0.13%	0.08%	0.10%	0.03%	0.00%	0.11%	0.06%
Tanzania	0.19%	0.03%	0.02%	0.01%	0.00%	0.01%	0.00%	0.01%	0.08%	0.05%	0.05%	0.02%	0.00%	0.03%	0.03%
Uganda	0.12%	0.01%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.03%	0.03%	0.01%	0.00%	0.03%	0.02%
Other Africa	0.56%	0.04%	0.06%	0.01%	0.00%	0.08%	0.01%	0.02%	0.23%	0.10%	0.16%	0.16%	0.00%	0.25%	0.18%
ASIA	2.42%	0.33%	0.36%	0.03%	0.00%	0.64%	0.08%	0.10%	1.23%	0.22%	0.99%	1.16%	0.01%	1.45%	1.08%
China including Hong Kong	0.04%	0.00%	0.00%	0.01%	0.00%	0.01%	0.01%	0.00%	0.01%	0.00%	0.03%	0.02%	0.00%	0.03%	0.03%
India	0.73%	0.10%	0.13%	0.00%	0.00%	0.25%	0.03%	0.03%	0.49%	0.10%	0.36%	0.43%	0.00%	0.45%	0.34%
Japan	0.22%	0.01%	0.04%	0.00%	0.00%	0.05%	0.00%	0.01%	0.15%	0.01%	0.08%	0.12%	0.00%	0.12%	0.10%
Malaysia	0.09%	0.00%	0.02%	0.00%	0.00%	0.02%	0.00%	0.00%	0.03%	0.01%	0.03%	0.04%	0.00%	0.05%	0.03%
Singapore	0.08%	0.02%	0.01%	0.00%	0.00%	0.04%	0.00%	0.01%	0.03%	0.01%	0.05%	0.05%	0.00%	0.06%	0.04%
South Korea	0.16%	0.01%	0.02%	0.00%	0.00%	0.05%	0.01%	0.00%	0.06%	0.01%	0.06%	0.06%	0.00%	0.13%	0.09%
Other Asia	1.10%	0.17%	0.14%	0.02%	0.00%	0.21%	0.03%	0.06%	0.47%	0.09%	0.38%	0.44%	0.01%	0.62%	0.46%
AUSTRALASIA	0.96%	0.18%	0.19%	0.02%	0.00%	0.29%	0.02%	0.05%	0.13%	0.05%	0.44%	0.65%	0.01%	0.74%	0.47%
Australia	0.84%	0.15%	0.16%	0.02%	0.00%	0.25%	0.02%	0.04%	0.11%	0.05%	0.38%	0.58%	0.01%	0.65%	0.40%
New Zealand	0.13%	0.02%	0.03%	0.00%	0.00%	0.03%	0.00%	0.01%	0.02%	0.01%	0.06%	0.07%	0.00%	0.09%	0.07%
Other Australasia	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SOUTH AMERICA	0.82%	0.15%	0.21%	0.01%	0.00%	0.25%	0.03%	0.02%	0.18%	0.12%	0.66%	0.71%	0.00%	0.77%	0.52%
Argentina	0.14%	0.02%	0.05%	0.00%	0.00%	0.06%	0.00%	0.00%	0.01%	0.01%	0.13%	0.14%	0.00%	0.14%	0.10%
Brazil	0.55%	0.13%	0.13%	0.00%	0.00%	0.16%	0.02%	0.01%	0.14%	0.10%	0.44%	0.46%	0.00%	0.51%	0.34%
Chile	0.04%	0.00%	0.01%	0.00%	0.00%	0.01%	0.00%	0.00%	0.01%	0.00%	0.04%	0.04%	0.00%	0.04%	0.02%
Other Central & South America	0.09%	0.00%	0.02%	0.00%	0.00%	0.02%	0.00%	0.00%	0.02%	0.01%	0.05%	0.07%	0.00%	0.08%	0.06%
EUROPE	12.24%	2.33%	2.36%	0.19%	0.00%	6.19%	0.49%	0.58%	2.77%	0.82%	6.97%	10.00%	0.14%	11.20%	8.52%
Austria	0.26%	0.06%	0.06%	0.02%	0.00%	0.15%	0.02%	0.01%	0.06%	0.02%	0.16%	0.25%	0.00%	0.27%	0.18%
Belgium	0.36%	0.08%	0.08%	0.00%	0.00%	0.23%	0.01%	0.01%	0.08%	0.04%	0.24%	0.36%	0.00%	0.38%	0.25%
Denmark	0.22%	0.03%	0.03%	0.00%	0.00%	0.10%	0.01%	0.00%	0.03%	0.01%	0.12%	0.20%	0.01%	0.19%	0.12%
Finland	0.10%	0.01%	0.02%	0.00%	0.00%	0.03%	0.00%	0.00%	0.01%	0.00%	0.05%	0.09%	0.00%	0.08%	0.05%
France	1.04%	0.18%	0.16%	0.02%	0.00%	0.70%	0.04%	0.05%	0.26%	0.07%	0.84%	1.11%	0.02%	1.19%	0.77%
Germany	2.71%	0.56%	0.59%	0.04%	0.00%	1.68%	0.11%	0.16%	0.52%	0.18%	1.67%	2.52%	0.02%	2.71%	2.16%
Ireland	0.27%	0.08%	0.06%	0.00%	0.00%	0.11%	0.02%	0.01%	0.05%	0.02%	0.14%	0.18%	0.00%	0.23%	0.21%
Italy	0.44%	0.07%	0.08%	0.01%	0.00%	0.20%	0.01%	0.02%	0.18%	0.04%	0.23%	0.35%	0.00%	0.38%	0.25%
Netherlands	0.95%	0.22%	0.19%	0.02%	0.00%	0.54%	0.03%	0.05%	0.20%	0.08%	0.54%	0.84%	0.01%	0.88%	0.70%
Norway	0.17%	0.03%	0.04%	0.00%	0.00%	0.09%	0.00%	0.01%	0.03%	0.02%	0.10%	0.13%	0.00%	0.16%	0.11%
Portugal	0.17%	0.06%	0.02%	0.00%	0.00%	0.10%	0.00%	0.01%	0.05%	0.02%	0.11%	0.13%	0.00%	0.15%	0.11%
Russian Fed	0.16%	0.03%	0.03%	0.00%	0.00%	0.04%	0.01%	0.00%	0.08%	0.02%	0.07%	0.09%	0.00%	0.10%	0.08%
Spain	0.26%	0.05%	0.04%	0.01%	0.00%	0.12%	0.01%	0.01%	0.11%	0.01%	0.14%	0.23%	0.01%	0.23%	0.14%
Sweden	0.40%	0.07%	0.08%	0.01%	0.00%	0.20%	0.02%	0.02%	0.08%	0.05%	0.24%	0.33%	0.00%	0.37%	0.30%
Switzerland	0.49%	0.10%	0.09%	0.00%	0.00%	0.24%	0.02%	0.02%	0.10%	0.04%	0.25%	0.40%	0.00%	0.44%	0.34%
Turkey	0.11%	0.02%	0.02%	0.00%	0.00%	0.04%	0.01%	0.01%	0.05%	0.00%	0.05%	0.06%	0.01%	0.07%	0.07%
UK	3.72%	0.63%	0.71%	0.05%	0.00%	1.48%	0.14%	0.17%	0.72%	0.16%	1.81%	2.49%	0.03%	3.08%	2.47%
Other Europe	0.41%	0.06%	0.07%	0.00%	0.00%	0.15%	0.04%	0.03%	0.16%	0.03%	0.20%	0.26%	0.01%	0.31%	0.22%
MIDDLE EAST	0.40%	0.04%	0.07%	0.01%	0.00%	0.15%	0.01%	0.01%	0.08%	0.03%	0.18%	0.26%	0.00%	0.30%	0.17%
UAE	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%
Other Middle East	0.38%	0.04%	0.07%	0.01%	0.00%	0.15%	0.01%	0.01%	0.07%	0.03%	0.17%	0.25%	0.00%	0.30%	0.17%
NORTH AMERICA	3.38%	0.49%	0.61%	0.09%	0.00%	1.47%	0.06%	0.14%	0.64%	0.35%	2.16%	2.80%	0.15%	2.93%	1.89%
Canada	0.53%	0.06%	0.08%	0.01%	0.00%	0.28%	0.01%	0.02%	0.09%	0.03%	0.35%	0.47%	0.01%	0.51%	0.38%
USA	2.85%	0.43%	0.53%	0.07%	0.00%	1.19%	0.06%	0.13%	0.55%	0.32%	1.81%	2.34%	0.14%	2.42%	1.52%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

2018

	Shopping	Nightlife	Theme parks	Trading	Visited a Casino	Adventure	Sporting - competed	Sporting - spectator	Business	Education training study	Cultural, historical and heritage	Wildlife	Hunting	Visiting natural attractions	Beach
AFRICA	76.1%	60.3%	21.8%	65.3%	100.0%	9.0%	63.8%	61.8%	36.1%	72.2%	38.7%	5.6%	21.7%	12.3%	26.7%
Botswana	4.3%	5.6%	0.5%	12.1%	1.9%	0.5%	4.5%	2.9%	2.1%	2.1%	0.2%	0.2%	0.5%	0.4%	3.1%
Lesotho	10.9%	17.4%	4.7%	5.3%	15.9%	2.4%	29.1%	14.0%	3.3%	36.2%	1.6%	0.6%	7.9%	2.1%	2.8%
Malawi	2.6%	0.9%	0.3%	1.3%	0.0%	0.2%	1.8%	2.0%	1.5%	1.2%	0.2%	0.2%	0.0%	0.2%	1.1%
Mozambique	16.0%	16.1%	3.2%	33.3%	34.6%	0.1%	7.9%	23.4%	1.9%	2.4%	23.3%	0.8%	1.3%	2.5%	0.7%
Namibia	0.7%	1.0%	0.8%	1.2%	3.2%	0.6%	1.6%	1.3%	2.9%	3.2%	0.5%	0.3%	5.6%	0.6%	1.0%
Swaziland	7.4%	9.2%	2.9%	1.6%	19.8%	0.9%	8.8%	7.0%	1.6%	7.6%	8.0%	0.6%	2.8%	0.9%	10.3%
Zambia	1.9%	1.1%	0.8%	1.4%	5.1%	0.4%	0.8%	1.3%	2.4%	2.2%	0.3%	0.2%	0.3%	0.3%	0.5%
Zimbabwe	28.7%	5.4%	3.6%	6.1%	19.6%	1.9%	6.9%	7.1%	8.0%	6.5%	1.3%	0.5%	2.5%	1.7%	3.8%
Angola	0.7%	1.0%	0.7%	1.0%	0.0%	0.4%	0.5%	0.7%	1.5%	1.7%	0.5%	0.3%	0.0%	0.9%	0.7%
Democratic Republic of Congo	0.3%	0.3%	0.6%	0.3%	0.0%	0.1%	0.1%	0.2%	0.8%	0.7%	0.4%	0.2%	0.0%	0.2%	0.3%
Ethiopia	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.4%	0.3%	0.1%	0.1%	0.0%	0.1%	0.1%
Ghana	0.2%	0.2%	0.4%	0.1%	0.0%	0.1%	0.1%	0.2%	1.0%	0.7%	0.2%	0.1%	0.2%	0.2%	0.2%
Kenya	0.3%	0.3%	0.4%	0.1%	0.0%	0.1%	0.1%	0.2%	2.0%	1.3%	0.2%	0.1%	0.0%	0.3%	0.2%
Nigeria	0.6%	0.6%	1.0%	0.4%	0.0%	0.2%	0.3%	0.4%	2.2%	1.9%	0.6%	0.3%	0.2%	0.6%	0.5%
Tanzania	0.3%	0.2%	0.4%	0.2%	0.0%	0.1%	0.1%	0.3%	1.1%	1.2%	0.2%	0.1%	0.0%	0.2%	0.2%
Uganda	0.2%	0.1%	0.2%	0.1%	0.0%	0.0%	0.2%	0.1%	0.6%	0.8%	0.2%	0.1%	0.1%	0.1%	0.1%
Other Africa	0.7%	0.8%	1.2%	0.7%	0.0%	0.9%	0.8%	0.6%	2.8%	2.2%	0.9%	0.9%	0.4%	1.0%	1.0%
ASIA	3.3%	3.9%	8.5%	2.7%	0.0%	5.5%	3.9%	5.1%	16.0%	3.8%	5.1%	7.9%	5.3%	7.7%	7.0%
China including Hong Kong	1.3%	1.7%	3.4%	1.4%	0.0%	2.4%	1.4%	2.1%	6.0%	1.1%	2.1%	3.4%	3.3%	3.2%	3.2%
India	0.9%	1.1%	2.7%	0.5%	0.0%	1.6%	1.2%	1.9%	5.7%	1.4%	1.3%	2.1%	0.3%	1.9%	1.7%
Japan	0.3%	0.3%	0.6%	0.1%	0.0%	0.3%	0.2%	0.1%	1.2%	0.4%	0.5%	0.6%	0.3%	0.7%	0.5%
Malaysia	0.1%	0.1%	0.2%	0.0%	0.0%	0.2%	0.1%	0.2%	0.3%	0.1%	0.1%	0.2%	0.0%	0.2%	0.1%
Singapore	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.4%	0.0%	0.1%	0.2%	0.2%	0.2%	0.2%
South Korea	0.2%	0.2%	0.5%	0.1%	0.0%	0.3%	0.2%	0.2%	0.6%	0.2%	0.3%	0.5%	0.6%	0.5%	0.4%
Other Asia	0.4%	0.5%	1.0%	0.6%	0.0%	0.6%	0.7%	0.4%	1.9%	0.6%	0.7%	0.9%	0.7%	0.9%	0.8%
AUSTRALASIA	1.2%	1.4%	3.3%	1.9%	0.0%	3.3%	1.4%	2.0%	1.9%	0.8%	2.7%	4.3%	4.1%	3.9%	2.9%
Australia	1.0%	1.3%	2.9%	1.6%	0.0%	2.9%	1.2%	1.6%	1.7%	0.7%	2.4%	3.8%	3.5%	3.4%	2.5%
New Zealand	0.1%	0.2%	0.4%	0.3%	0.0%	0.4%	0.3%	0.4%	0.2%	0.1%	0.3%	0.5%	0.6%	0.5%	0.4%
Other Australasia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SOUTH AMERICA	1.1%	2.2%	4.2%	0.7%	0.0%	2.8%	1.7%	1.1%	2.3%	2.2%	3.4%	4.3%	0.9%	3.9%	3.5%
Argentina	0.2%	0.5%	0.9%	0.1%	0.0%	0.6%	0.6%	0.3%	0.3%	0.3%	0.6%	0.7%	0.0%	0.6%	0.7%
Brazil	0.7%	1.4%	2.5%	0.4%	0.0%	1.8%	0.8%	0.8%	1.5%	1.5%	2.2%	2.9%	0.0%	2.6%	2.3%
Chile	0.1%	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.2%	0.0%	0.2%	0.1%
Other Central & South America	0.1%	0.2%	0.6%	0.2%	0.0%	0.3%	0.1%	0.1%	0.4%	0.2%	0.4%	0.5%	0.9%	0.4%	0.4%
EUROPE	14.1%	25.0%	48.9%	19.6%	0.0%	62.6%	24.9%	24.0%	34.1%	14.8%	38.2%	59.9%	26.6%	56.0%	48.1%
Austria	0.2%	0.6%	0.8%	0.3%	0.0%	1.3%	0.6%	0.4%	0.9%	0.3%	0.7%	1.2%	0.4%	1.0%	0.9%
Belgium	0.4%	0.7%	1.8%	0.8%	0.0%	2.5%	0.7%	1.0%	0.9%	0.6%	1.4%	2.3%	0.5%	2.0%	1.6%
Denmark	0.2%	0.5%	0.9%	0.7%	0.0%	1.0%	0.2%	0.4%	0.6%	0.3%	0.7%	1.1%	2.1%	1.0%	0.6%
Finland	0.1%	0.1%	0.4%	0.0%	0.0%	0.4%	0.1%	0.3%	0.4%	0.1%	0.3%	0.4%	0.3%	0.4%	0.3%
France	1.4%	2.4%	3.4%	2.0%	0.0%	7.7%	1.9%	2.2%	3.5%	1.6%	4.7%	7.1%	2.3%	6.4%	4.5%
Germany	3.1%	6.0%	11.7%	3.5%	0.0%	16.2%	5.4%	5.6%	6.1%	2.7%	8.8%	14.4%	4.9%	12.9%	12.0%
Ireland	0.3%	0.6%	1.4%	0.5%	0.0%	1.1%	0.9%	0.3%	0.6%	0.3%	0.8%	1.2%	0.5%	1.2%	1.1%
Italy	0.5%	0.8%	2.0%	0.3%	0.0%	2.1%	0.6%	0.8%	2.0%	0.7%	1.6%	2.5%	0.7%	2.3%	1.8%
Netherlands	1.3%	2.4%	5.1%	1.8%	0.0%	6.3%	2.6%	2.3%	2.5%	1.6%	3.6%	5.5%	2.5%	5.0%	4.5%
Norway	0.2%	0.3%	0.6%	0.4%	0.0%	0.8%	0.1%	0.3%	0.4%	0.4%	0.5%	0.7%	0.6%	0.7%	0.6%
Portugal	0.2%	0.4%	0.6%	0.2%	0.0%	0.8%	0.2%	0.3%	0.8%	0.4%	0.5%	0.7%	0.0%	0.7%	0.6%
Russian Fed	0.2%	0.2%	0.6%	0.1%	0.0%	0.5%	0.2%	0.3%	0.7%	0.2%	0.3%	0.5%	1.1%	0.5%	0.4%
Spain	0.4%	0.6%	1.4%	0.5%	0.0%	1.5%	0.4%	0.4%	1.5%	0.4%	1.0%	1.6%	1.9%	1.4%	1.0%
Sweden	0.4%	0.7%	1.6%	0.4%	0.0%	1.8%	1.4%	0.8%	1.3%	0.5%	1.2%	1.9%	1.0%	1.8%	1.6%
Switzerland	0.5%	1.1%	2.0%	0.5%	0.0%	2.8%	1.0%	0.7%	0.9%	0.7%	1.5%	2.4%	0.7%	2.2%	1.9%
Turkey	0.1%	0.3%	0.6%	0.5%	0.0%	0.4%	0.2%	0.1%	0.6%	0.2%	0.3%	0.5%	0.5%	0.4%	0.3%
UK	4.0%	6.9%	12.2%	6.2%	0.0%	13.9%	7.8%	7.4%	8.4%	3.4%	9.3%	14.3%	5.6%	14.5%	13.3%
Other Europe	0.4%	0.6%	1.7%	0.7%	0.0%	1.5%	0.8%	0.5%	2.0%	0.4%	1.1%	1.7%	0.8%	1.5%	1.2%
MIDDLE EAST	0.4%	0.6%	1.5%	0.7%	0.0%	1.1%	0.7%	0.6%	1.5%	0.5%	0.7%	1.2%	1.1%	1.2%	1.0%
UAE	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other Middle East	0.4%	0.5%	1.4%	0.7%	0.0%	1.0%	0.7%	0.5%	1.5%	0.5%	0.7%	1.2%	1.1%	1.1%	0.9%
NORTH AMERICA	3.9%	6.6%	11.8%	9.1%	0.0%	15.6%	3.6%	5.4%	8.0%	5.8%	11.2%	16.7%	40.2%	15.0%	10.8%
Canada	0.6%	0.9%	1.7%	0.9%	0.0%	2.8%	0.4%	0.7%	1.1%	0.7%	1.8%	2.5%	2.9%	2.4%	1.9%
USA	3.3%	5.7%	10.1%	8.2%	0.0%	12.9%	3.2%	4.7%	6.9%	5.1%	9.4%	14.2%	37.3%	12.6%	8.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

COLLECTION OF TOURISM STATISTICS IN SOUTH AFRICA

Who is a Tourist?

According to global standards, a tourist is any visitor travelling to a place other than that of his/her usual environment for more than 1 night but less than 12 months, and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited. There are three types of tourists:

- **Inbound tourist** - A non-resident visitor who visits within the economic territory of the country of reference.
- **Domestic tourist** - A resident visitor who visits within the economic territory of the country of reference.
- **Outbound tourist** - A resident visitor who visits outside the economic territory of the country of reference.

In line with global definitions a domestic trip is defined as all those trips taken within the borders of South Africa by an adult resident in South Africa. For such a trip to be considered a domestic tourism trip, the trip must have:

- Been to a destination more than 40kms from the respondent's home (one way)
- Lasted one night but less than 365 nights
- Not been for relocation purposes
- Not been part of the respondent's regular commuting (unless it was for leisure or recreational purposes)
- Not result in the respondent receiving payment in the place visited for services rendered or goods delivered in the place visited.

As part of the project to develop a Tourism Satellite Account (TSA) for South Africa, the National Department of Tourism, Statistics South Africa and SA Tourism undertook an exercise to develop a set of tourism definitions that are aligned to the UNWTO's International Recommendations for Tourism Statistics (IRTS). This process involved user consultation and the approved definitions now form part of the official statistics framework for South Africa. For the complete list of concepts and definitions, please consult Statistics SA's publication "Concepts and Definitions for Statistics South Africa 2007" (www.statssa.gov.za).

COLLECTION OF TOURISM STATISTICS IN SOUTH AFRICA (CONT...)

How is inbound tourism measured in South Africa?

There are two primary sources of inbound tourism data in South Africa: the Department of Home Affairs (DHA) movement control system which is used at all borders in South Africa; and the South African Tourism's Departure Surveys.

SA Tourism's Departure Surveys

The Departure Survey was designed to provide SA Tourism with information to support its marketing strategies. However, over time, the need for this information spread beyond just SA Tourism and requests for information on the international tourism market in South Africa were received from other users. The Departure Survey is the only detailed source of data on the international tourist market in South Africa.

The Departure Survey measures the travel behaviour of foreign tourists as they leave SA from both land and air ports of entry (the number of people arriving by sea is statistically insignificant). As it is not possible to interview every tourist leaving the country, a stratified random sample is used and the results are subsequently weighted up to the arrivals population in a given time period. This allows us to continuously track more specifically expenditure patterns, accommodation usage, travel behaviour, experiences, buying-process and travel patterns.

Data is collected using computer-aided personal interviewing method where a structured questionnaire is completed by qualifying respondents. In the Departure Survey it is almost impossible to back check as the survey deals with foreign tourists who are departing the country. Conducting back checks on foreign tourists is costly. To reduce response errors, the field coordinator, field supervisor, and field manager check errors on the questionnaires before data processing. During the 2003 to 2005 period rejection of questionnaires was commonly used but

There are a large number of responses that fall below the mean while there are a few very large outliers. Scrutiny of the data revealed that the responses were indeed valid as those low spenders were mainly from SADC staying 1 or 2 nights, while the higher SADC spenders were purchasing items such as houses, motor cars, etc. As expected, people who stay longer do spend more.

Furthermore, spend is seasonal and varies from month-to-month. Therefore, what is an outlier in one month, is not an outlier in the next month. Therefore, the rules for normalizing data must be consistent and take into account these seasonal variations.

since the beginning of year 2006 imputation methods are being used. For most of the questions in the Departure Survey the item non response rate is zero. The total spend in South Africa has an item non response rate non response of 0.8% rate and justifies using face to face interviews rather than self-completion.

Two main reports are released based on this survey: SA Tourism's quarterly and annual tourism reports. These reports are posted on our website www.southafrica.net/research.

For more details on the methodology used in the survey, please consult our website. SA Tourism's Departure Survey is weighted using the data published by StatsSA. Should this data be incorrect, there would be a direct impact on the data released by SA Tourism.

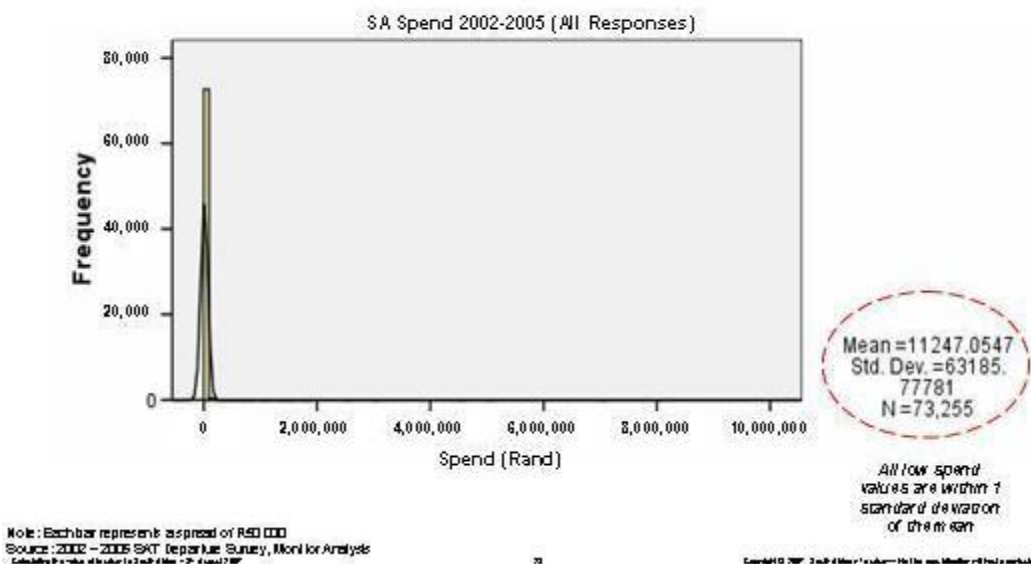


NORMALISING DEPARTURE SURVEY SPEND DATA

South African Tourism undertook a review to analyse its performance over the past four years. In those four years we have grown the survey of air arrivals from a summer and winter survey to a monthly survey at two airports and started surveying land arrivals at the 10 busiest land border posts on a monthly basis as well. The review was an opportunity to measure what has been achieved in the past four years in marketing, but also gave us the opportunity to review the Departure Survey methodology with the hindsight of trend data.

Of particular concern to us was the spend data which we have been cleaning on a quarterly basis by necessity. Analysis of spend data showed that the distribution of spend closely displays an exponential curve rather than a normal curve that we have been using in our cleaning rules.

SA Spend distribution is much closer to an exponential curve than a normal curve; the majority of responses are below the mean with a few very high outliers





NORMALISING DEPARTURE SURVEY SPEND DATA (CONT...)

Transform the log values back to spend values using the following formula:

Exclude all variables that fall outside the cut-off values.

The normalization process leads to the following results for 2006:

$$\text{Log_Low_cut_off} = \text{Mean} - 3 \times \text{Stdev}$$

$$\text{Log_Upper_cut_off} = \text{Mean} + 3 \times \text{Stdev}$$

$$\text{Lower-cut-off Value} = 10^{\text{Log_Low_cut_off}}$$

$$\text{Upper-cut-off Value} = 10^{\text{Log_Upper_cut_off}}$$

Based on this information, SA Tourism has revised the methodology for normalizing spend data. This chapter provides the details of how the data has been normalized. SA Tourism now normalizes the spend data by eliminating 3-standard deviations from the logarithmic mean.

$$y = \log_{10}(x)$$

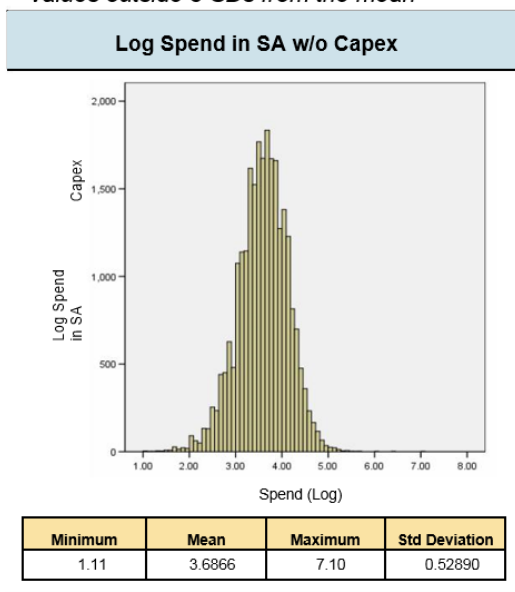
Compute log of spend variable using the formula above

Calculate the mean of the result obtained in (1) above.

Determine the cut-off criteria using the following formula:

SA Spend Logarithmic Values

Plotting the log of the SA Spend produces a normal distribution allowing us to eliminate values outside 3 SDs from the mean



Corresponding Spend Values after elimination

Min. Spend: R126

Mean Spend: R4,860

Max. Spend: R187,692

Count (No. of data points): 25,102

Eliminate values outside +/- 3 SDs

Note: Each bar represents a spread of 0.1
Source: 2006 SAT Departure Survey



Inspiring new ways

South African Tourism
Private Bag X10012,
Sandton, Johannesburg, 2146
+27 (0) 11 895 3000

info@southafrica.net

www.southafrica.net

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