



Republic of Namibia

# Ministry of Environment and Tourism



**TOURIST STATISTICAL REPORT 2015**

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## FOREWORD



Namibia has come a long way in its tourism development since independence and is relatively a small tourism market in world terms. Namibia is much admired internationally for its efforts of growing a vigorous and dynamic tourism sector in a sustainable way.

Tourism is the most competitive economic sector globally. In line with the National Tourism Growth and Development Strategy, Namibia is among the most competitive tourist destination in Africa by 2017, as measured by the World Economic Forum Travel and Tourism Competitiveness Index. This growth has to come through an increase in tourism arrivals.

The opportunity is there for Namibia to grow its tourism arrivals and thus employment from tourism. To achieve the above, it requires recognition that tourism business is one of the world's most competitive industry, taking full account of changes in customer expectations, reduce seasonality and the ways that our products are sold in the market place. For Namibia to succeed, it has to enhance its competitiveness by offering an outstanding experience and value for money for travelers.

The National Sustainable Tourism Growth Strategy and the National Tourism Investment Promotion Profile and Strategy were passed by both Cabinet and Parliament. What now remains is for the whole of government and the private sector to embrace its implementation and work together in growing tourism arrivals, increasing length of stay, increase spending and the geographic spread of tourists across all of Namibia to ensure all Namibians get a share from the multiplier effect of tourism.

This report shows a positive growth in tourists' arrivals into Namibia, it is therefore of utmost importance that all sectors both public and private recognize this fact and work together in the interest of Namibia's competitiveness. The report may therefore be used as a handy decision-making tool in the tourism sector or as reference material for research purposes. I urge readers that data contained herein should be interpreted within the Namibian context.

Finally, on behalf of the Ministry, I would like to thank the Namibia Tourism Board for its tireless marketing efforts, Ministry of Home Affairs and Immigration for its continued support in the compilation process and tourism stakeholders for their advice and cooperation.

Last but not least I must also thank the Namibian Tourism Private sector for their collective efforts and in concert with government in ensuring that Destination Namibia remains competitive, the contribution to Gross Domestic Product continues to grow and the multiplier effect of tourism continues to make a positive difference in the livelihoods of especially rural Namibians.

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**Hon. Pohamba Shifeta (MP)**  
Minister of Environment and Tourism



## ACKNOWLEDGEMENT

The Ministry of Environment and Tourism (MET) would like to acknowledge the Ministry of Home Affairs and Immigration (MHAI) for its cooperation and unwavering support in the collection of tourists arrival data that led to the compilation and publication of this report. Our Sincere gratitude to Namibia Tourism Board (NTB) for marketing Namibia as a tourists destination.

Finally, MET would like to express its heartfelt appreciation to Mr. Ndasuunje Papa Shikongeni for some of the pictures depicted in this report.



# EXECUTIVE SUMMARY

**Tourists**  
1,387,773  
(91.8%)

**Same-day visitors**  
99,883  
(6.6%)

**Total Foreign Arrivals**  
1,519,618  
(2015)

**Returning Residents**  
13,590  
(0.9%)

**Others**  
18,373  
(1.2%)

## Tourist Arrivals in Namibia 2015

### Tourists Growth Rate



5.1% increase from 2014 to 2015  
12.0% increase from 2013 to 2014

### Popular Sources Point of Entry



25% North Eastern Border Posts.  
24% Northern Border Posts.  
23% Hosea Kutako International Airport  
17% Southern Border posts

### Top Ten Tourist Markets



Angola, South Africa, Zambia,  
Germany, Zimbabwe, Botswana,  
United Kingdom, United States,  
Other Africa, France

### Top Ten Overseas Tourist Markets



Germany, United Kingdom,  
United States, France, Swit-  
zerland, Holland, Other coun-  
tries, Italy, Portugal, Belgium

### Gender of Tourists



63.0% Male  
37.0% Female

### Popular Tourist Mode of Travel



70.8% Road users  
27.1% Air users

### Tourists Purpose of Visit



45.6% Visiting Friends & Relatives  
38.9% Holiday  
12.9% Business  
2.7% Others

### Average Length of Stay



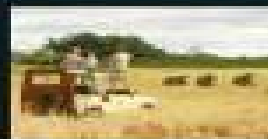
22 days for visiting Friends  
19 days for holiday  
15 days for Business

### Tourists from North America



12.4% increase of tourists from  
North America from 2014 to  
2015.  
10.2% increase of tourists from  
North America from 2013 to  
2014.

### Overseas Tourists Purpose of Visit



8.7% Visiting Friends  
41.8% Holiday  
10.7% Business

### Age of Overseas Tourists



65.7% are above 40 years from  
European Tourists.  
62.1% are above 40 years from  
North America.

### Tourist Arrivals from China



0.7% decrease from 2014 to  
2015  
16.9% Increase from 2013 to  
2014

### Seasonality of Travel



43.0% Came between May —September.  
28.7% Came between January—April.  
28.3% Came between October—December.

### Tourists Age Profile



50.8% under 40 years  
49.2% are 40 years and above

### Objectives

The Tourist Statistical Report for 2015 depicts the statistics on tourists arrivals in Namibia. The main objective of this report is to provide timely and quality statistics to all stakeholders of the tourism sector. These statistics can also be used for planning, budgeting and evaluation of tourism programmes and projects as well as for general purposes. The key users of tourism statistics include the Government of the Republic of Namibia (GRN), the Namibia Tourism Board (NTB), Namibia Statistics Agency (NSA), the Bank of Namibia (BoN), National Planning Commission (NPC), Federation of Namibia Tourism Association (FENATA) and all its members, research institutions, NGOs, donors, universities and the general public.

### Report sections

The first section of this report contains comprehensive statistics presented in graphic forms that include Foreign arrivals profile; tourists arrivals profile; tourists arrivals by region, purpose of visit, intended length of stay, gender, age group, point of entry, mode of travel and seasonality of travel.

The second part is an Annexure containing detailed statistical tables covering information on tourists as specified in the first section.

### Key Concepts and Definitions

#### Foreign Tourist

A foreign tourist is defined as “any visitor travelling to a country other than that of his/ her residence but outside his/her usual environment for more than 1 night but less than 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited”. This is the United Nation World Tourism Organisation (UNWTO) definition used to identify who is a foreign tourist visiting Namibia.

#### Country of Residence

The country of residence is one of the key criteria for determining whether a person arriving in a country is a “visitor” or “other traveller”, and if a “visitor” whether he/she is a national or overseas resident. The underlying concept in the classification of international visitors by place of origin is the country of residence, not their nationality. Foreign nationals residing in a country are assimilated with other resident for the purpose of domestic and outbound tourism statistics.

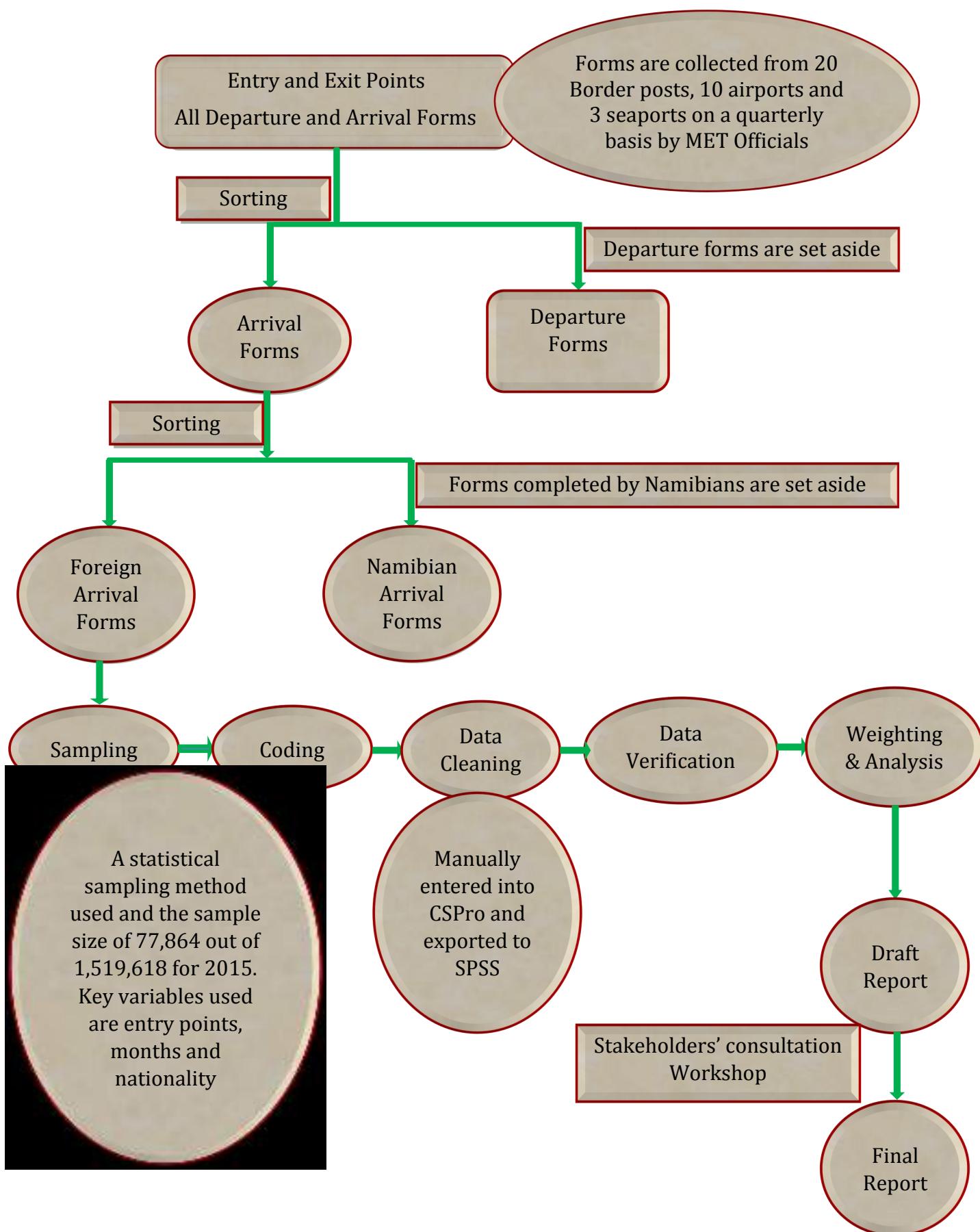
#### Purpose of Visit

The main purpose of a tourism trip to a country (or place) is defined as “the purpose in the absence of which the trip would not have taken place”. It is determined by the main activities in which the visitors has been or will be involved during the trip at destination. The main purpose of the visit for the tourists are classified into four categories which are: Visiting Friends/Relatives, Holiday, Business, and Other (those reason that did not fall under the other three categories).

*The above definitions and classifications were applied in this study and, being internationally accepted, will allow for global comparison of Namibia's tourism statistics.*



## METHODOLOGY



## FOREIGN ARRIVALS PROFILE

The total foreign arrivals in Namibia for 2015 were 1,519,618 revealing about 3% increase from 2014 where it was 1,477,593. As with the past years, the tourists category dominated with a share of about 91% followed by same-day visitors with about 7%. The returning residents and others categories contributed about 1% each to the total foreign arrivals.

Figure 1: Trends of foreign arrivals by category over the past 5 years

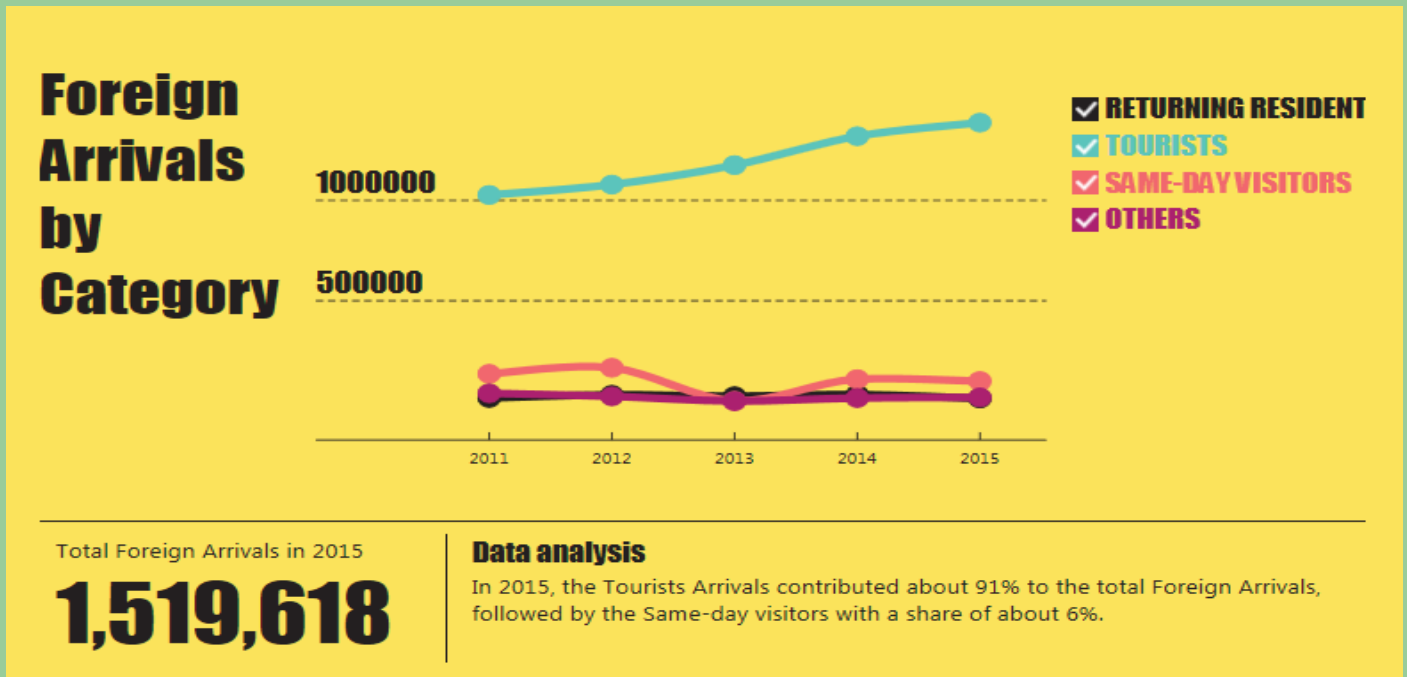
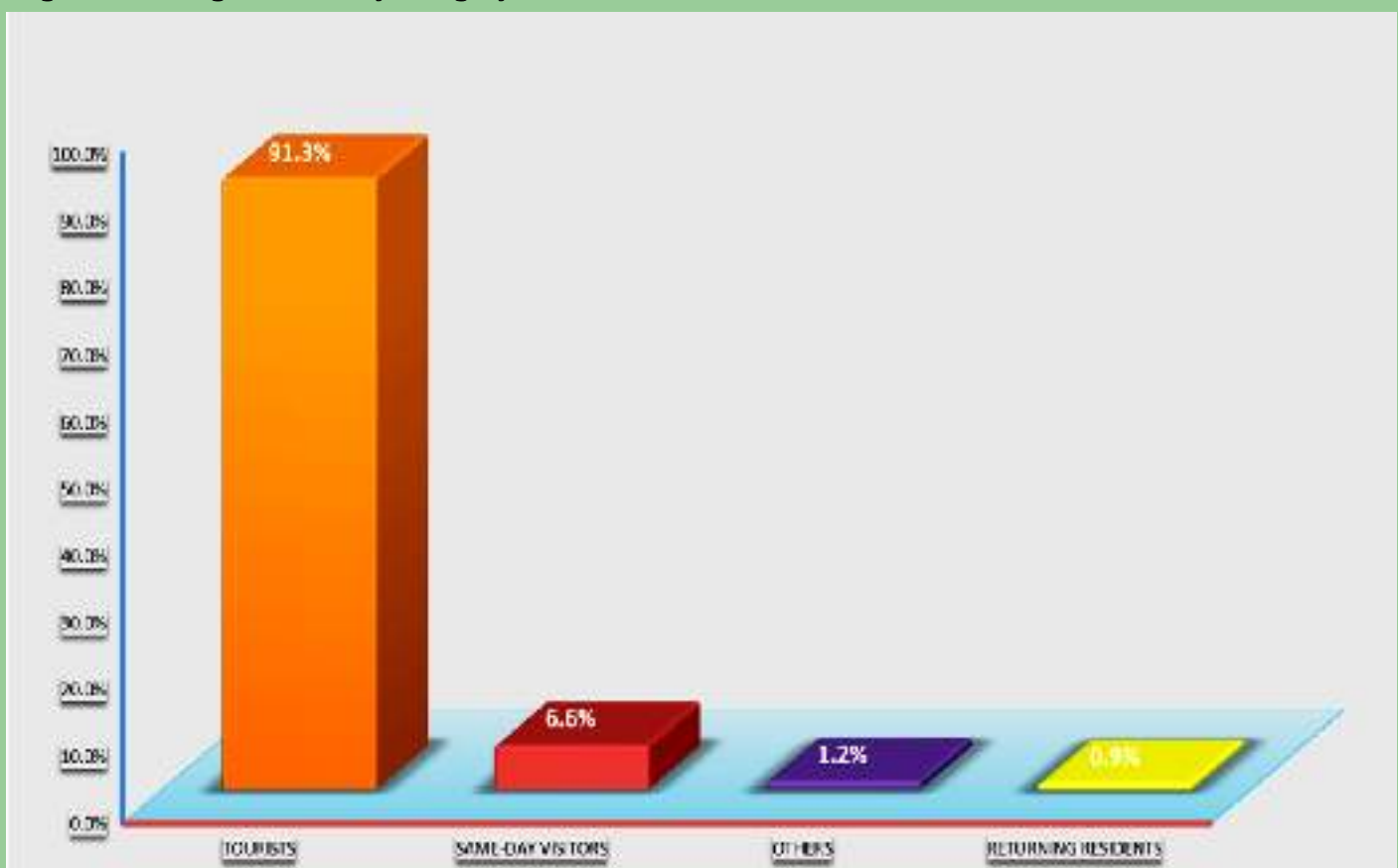
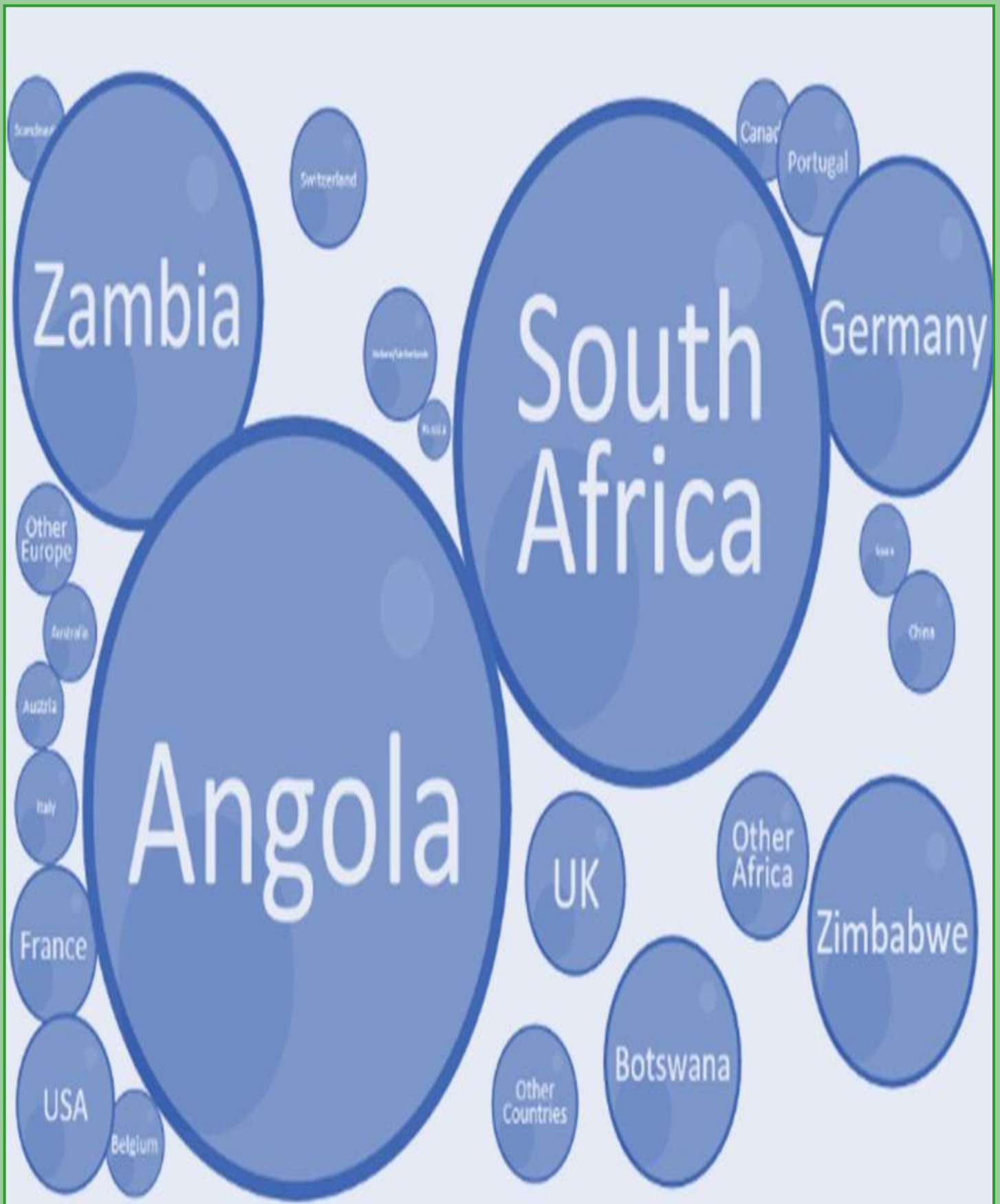


Figure 2: Foreign arrivals by category





## WHO VISITED NAMIBIA IN 2015?







## TOURIST ARRIVALS PROFILE

In 2015, a slight growth of 5.1% was observed in the tourist arrivals as compared to 2014. In contrast to the 12.2% increase in tourists arrivals of 2014 as compared to 2013, the 2015 growth was minimal.

Figure 3: Tourists Arrivals by Year: 2010 - 2015

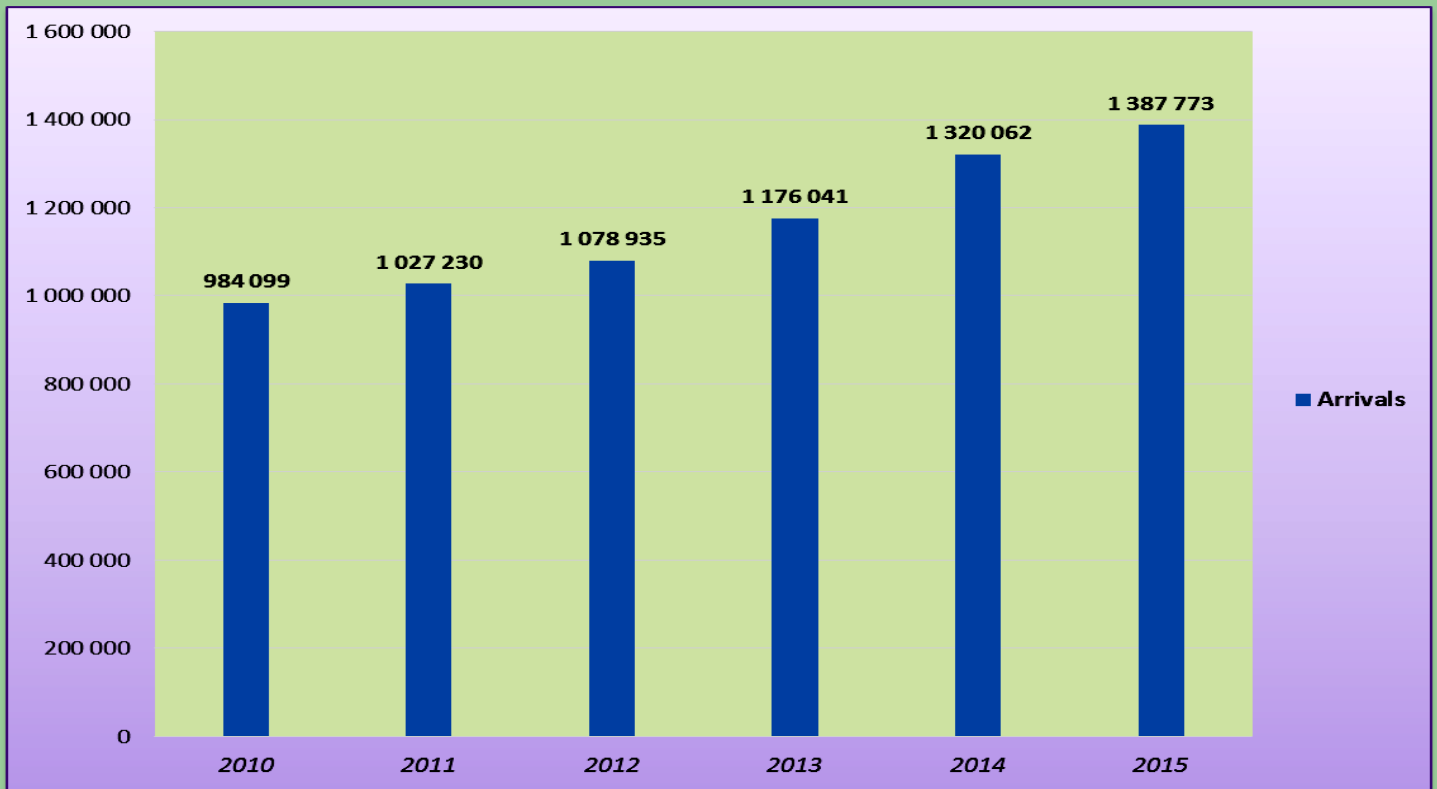
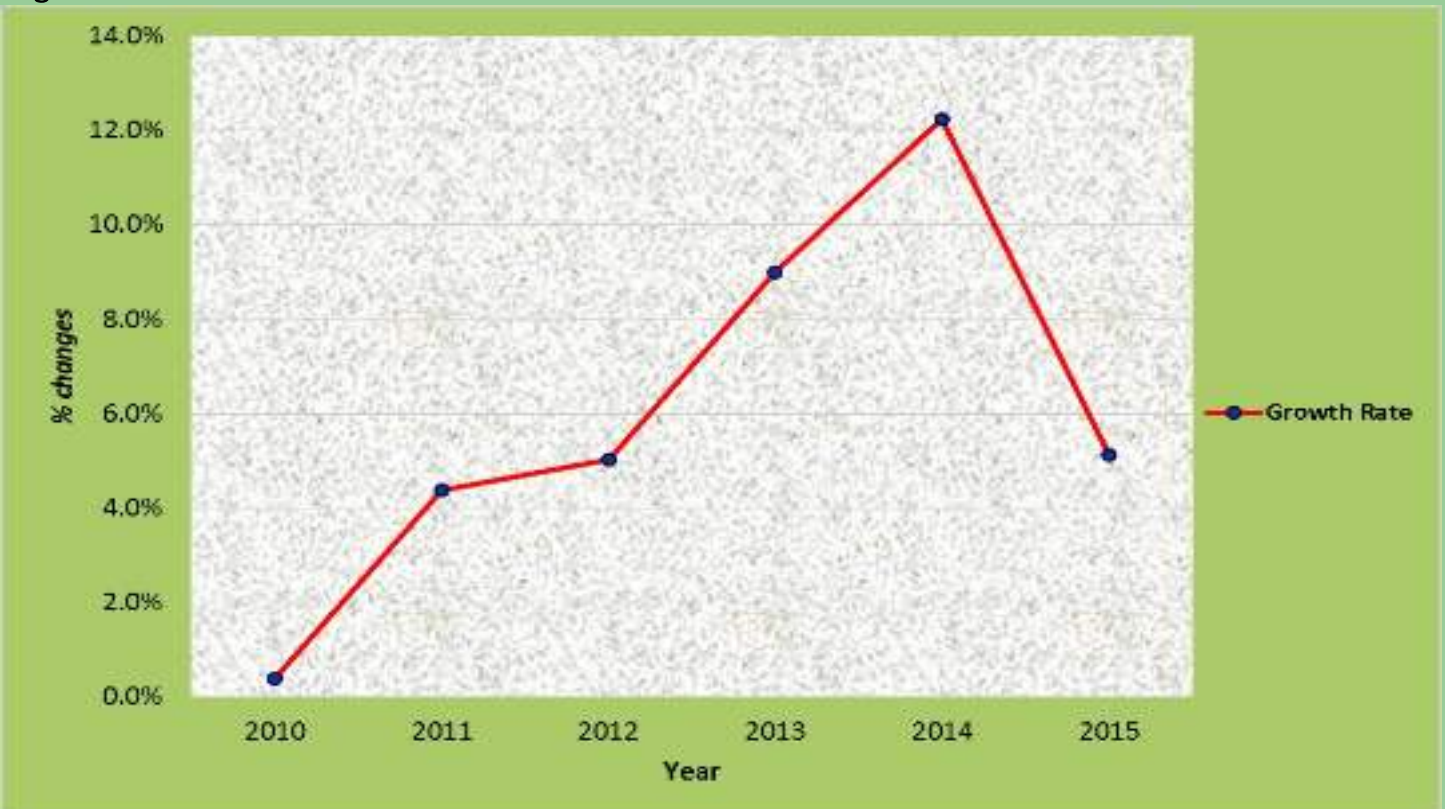


Figure 4: Tourists Arrivals Growth Rate: 2010 - 2015



## TOP TEN TOURISTS MARKETS

The figure below comprise top ten countries contributing to the Namibia tourist market. The three countries who brought in a highest percentage of tourists were Angola, South Africa and Zambia who constituted 68% of the total tourists arrivals. Other countries that ranked in the top ten were Germany, Zimbabwe, Botswana, UK, USA, Other Africa and France respectively.

Figure 5: Top ten tourists markets





## TOURIST ARRIVALS BY REGION

This analysis looked at countries categorised into four regions as follows: Africa, Europe, North America and China. A 5.2% increase was noticed in African tourists while the Europeans increased by 5.4%. The North Americans increased by 12.4% while a 0.7% decrease was observed in the tourist arrivals from China.

Figure 6: Tourist arrivals from Africa, 2011-2015

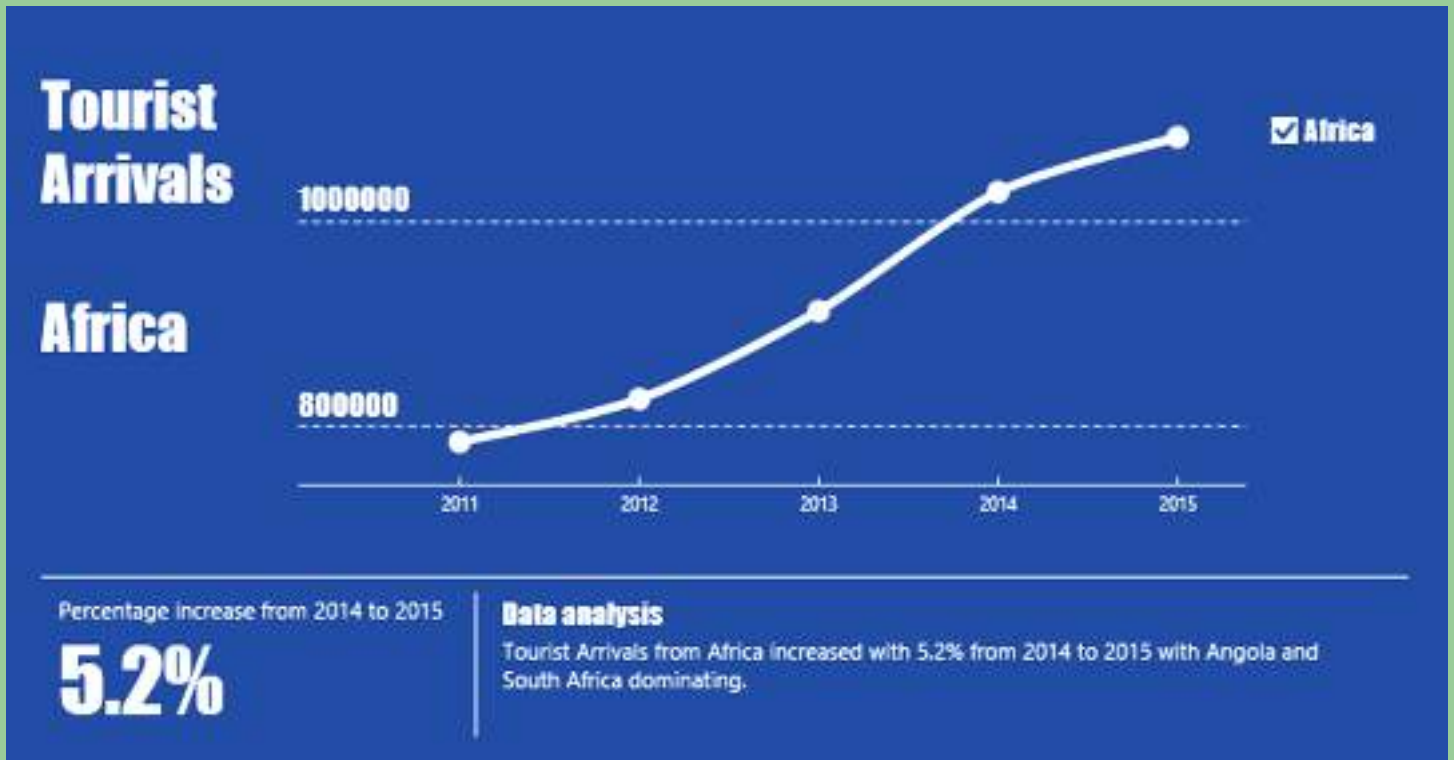


Figure 7: Tourist arrivals from Europe, 2011-2015

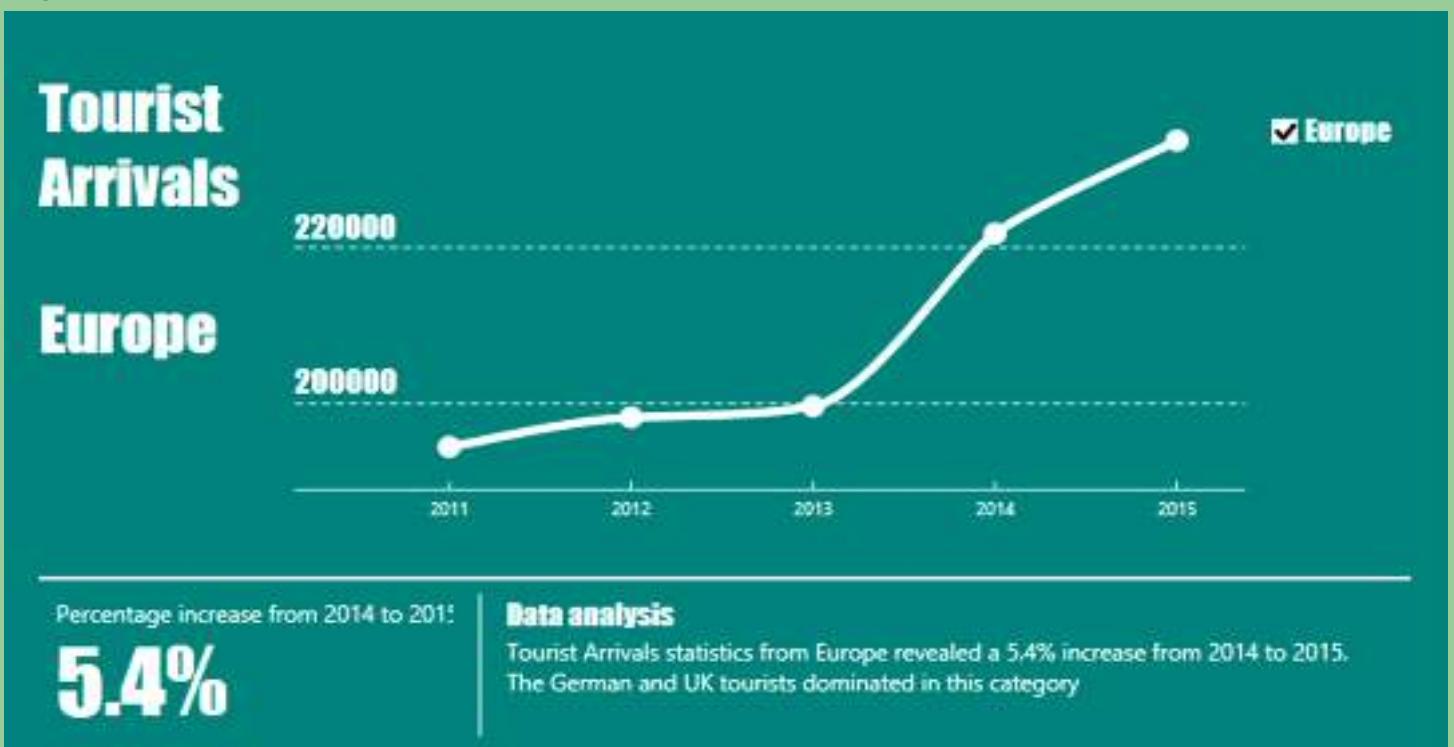


Figure 8: Tourist arrivals from North America, 2011-2015

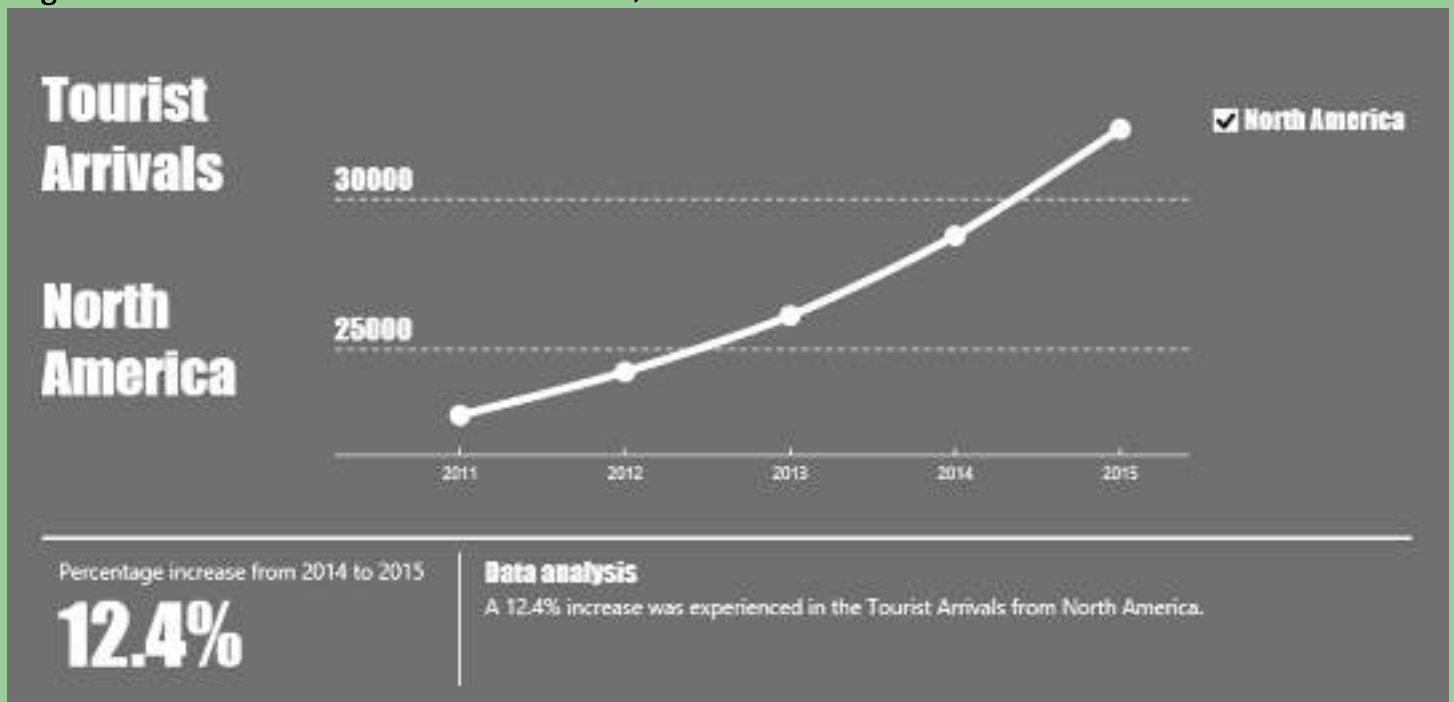
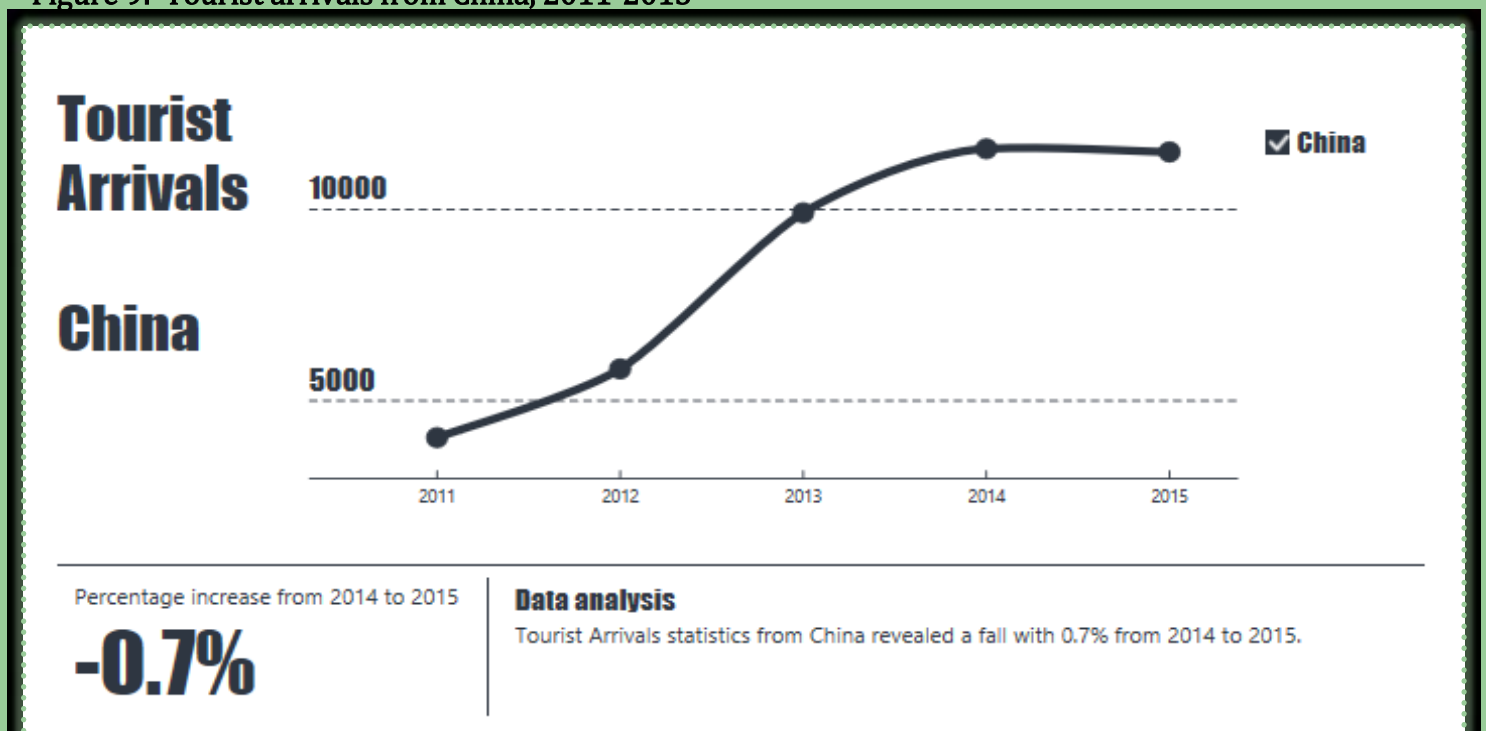


Figure 9: Tourist arrivals from China, 2011-2015

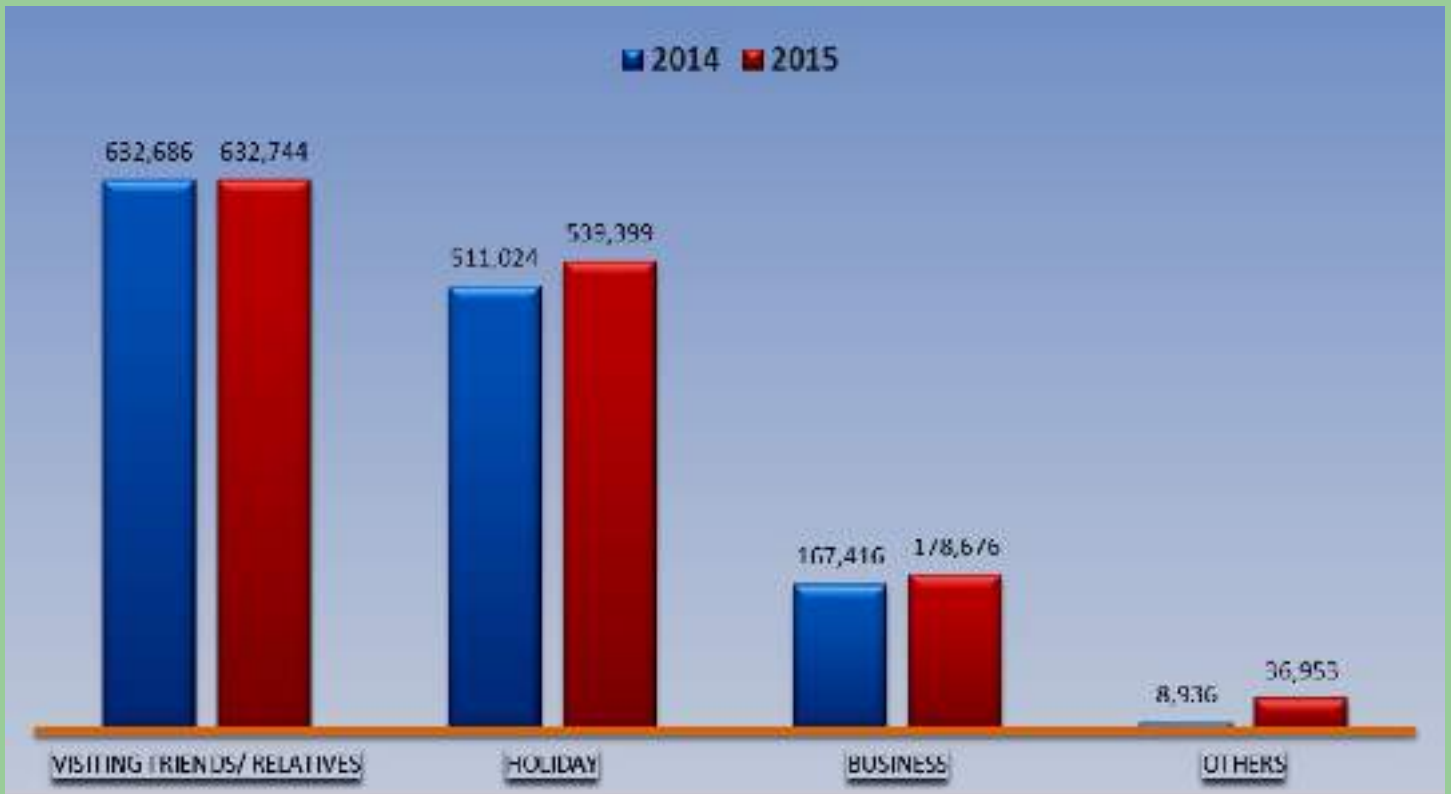




## TOURIST ARRIVALS BY PURPOSE OF VISIT

Looking at the Tourist Arrivals by region and purpose of visit, observations revealed that African Tourists travelled to Namibia with the aim of Visit Friends/Relatives as shown by the 53% share. Europeans, North Americans as well as Other tourists visited Namibia for Holiday purposes as proven by the 77%, 71% and 58% respectively.

**Figure 10: Tourist arrivals by purpose of visit, 2014-2015**



**Figure 11: Tourist arrivals by purpose of visit, 2015**

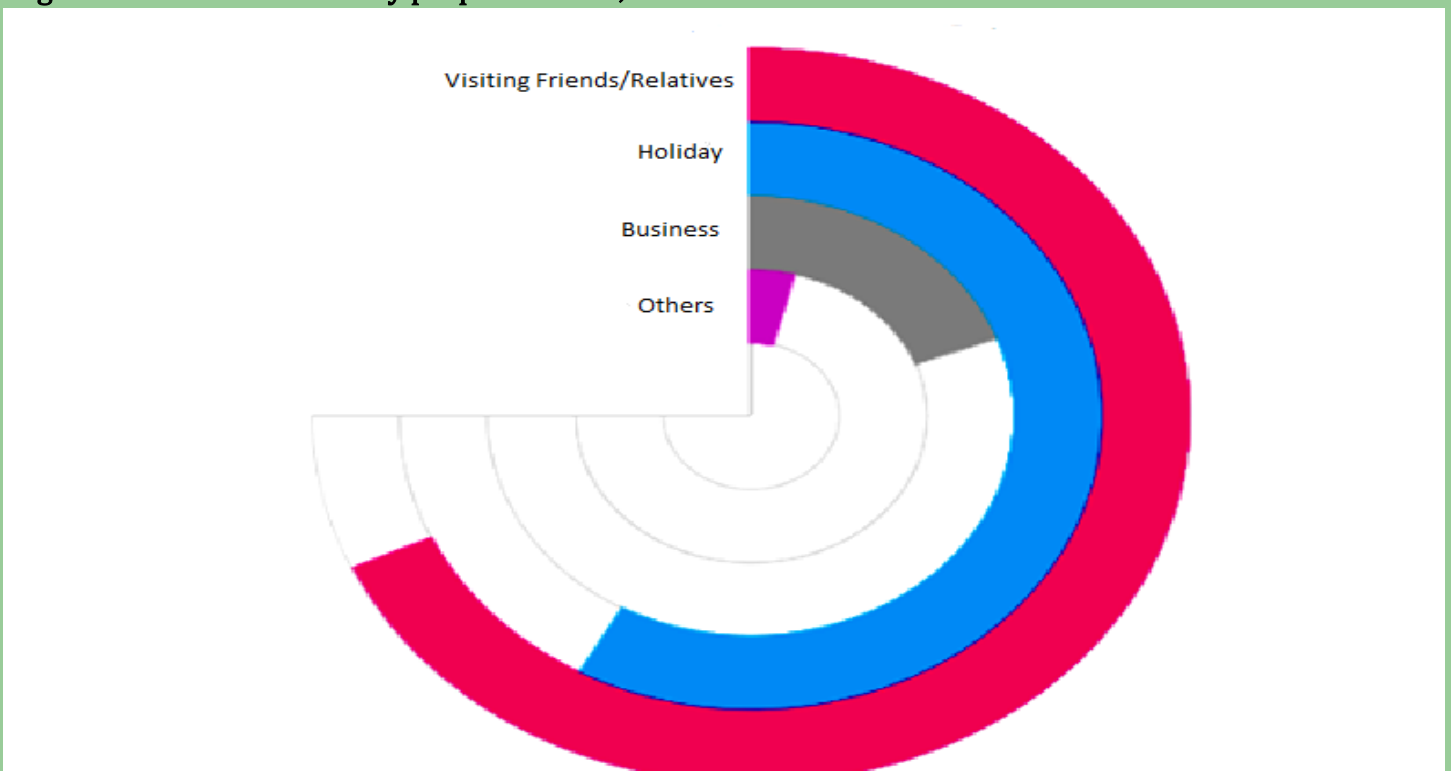




Figure 12: Tourist arrivals by region and purpose of visit

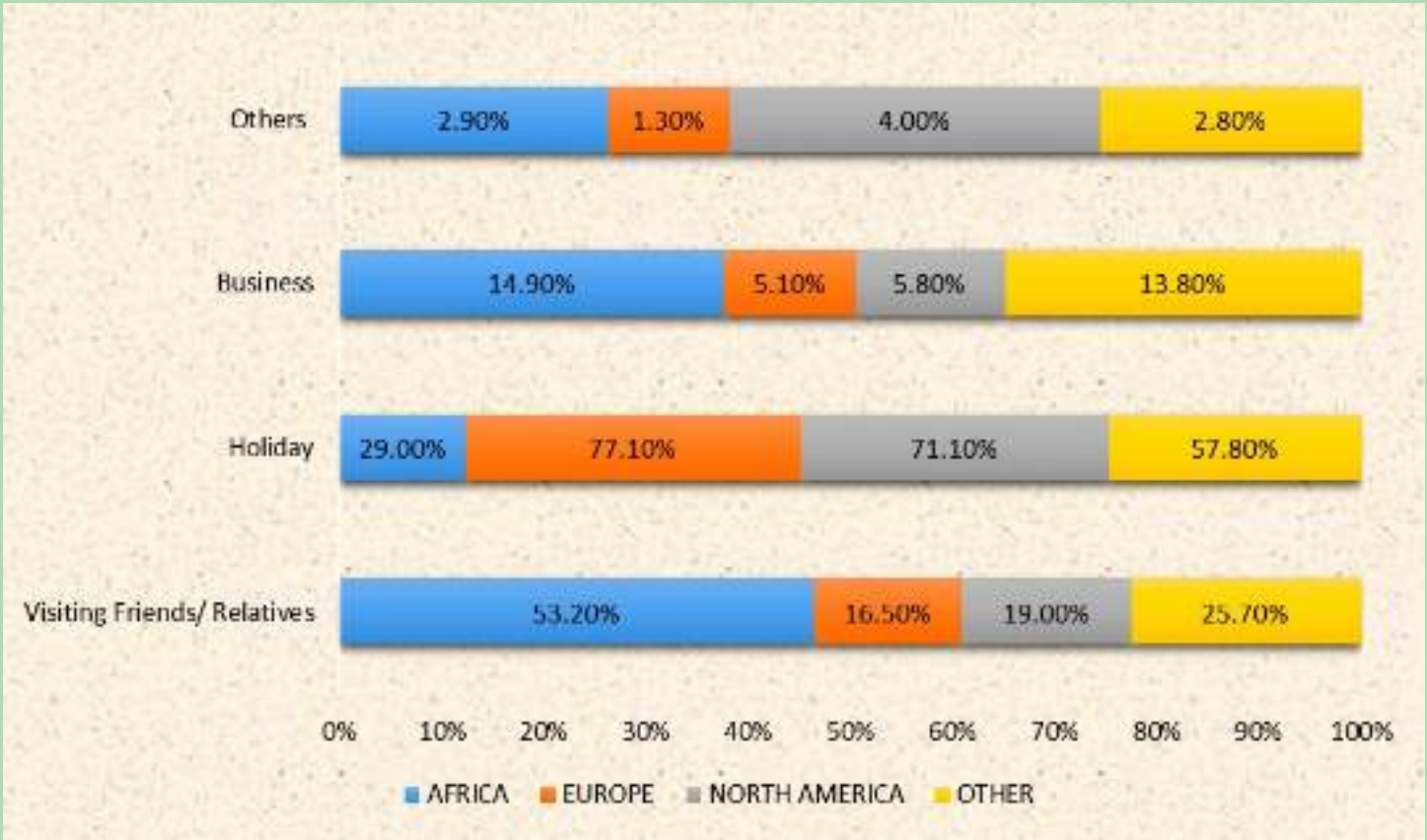


Figure 13: Top ten holiday tourists





## TOP TEN OVERSEAS TOURISTS BY PURPOSE OF VISIT

Figure 14: Top ten overseas holiday tourists

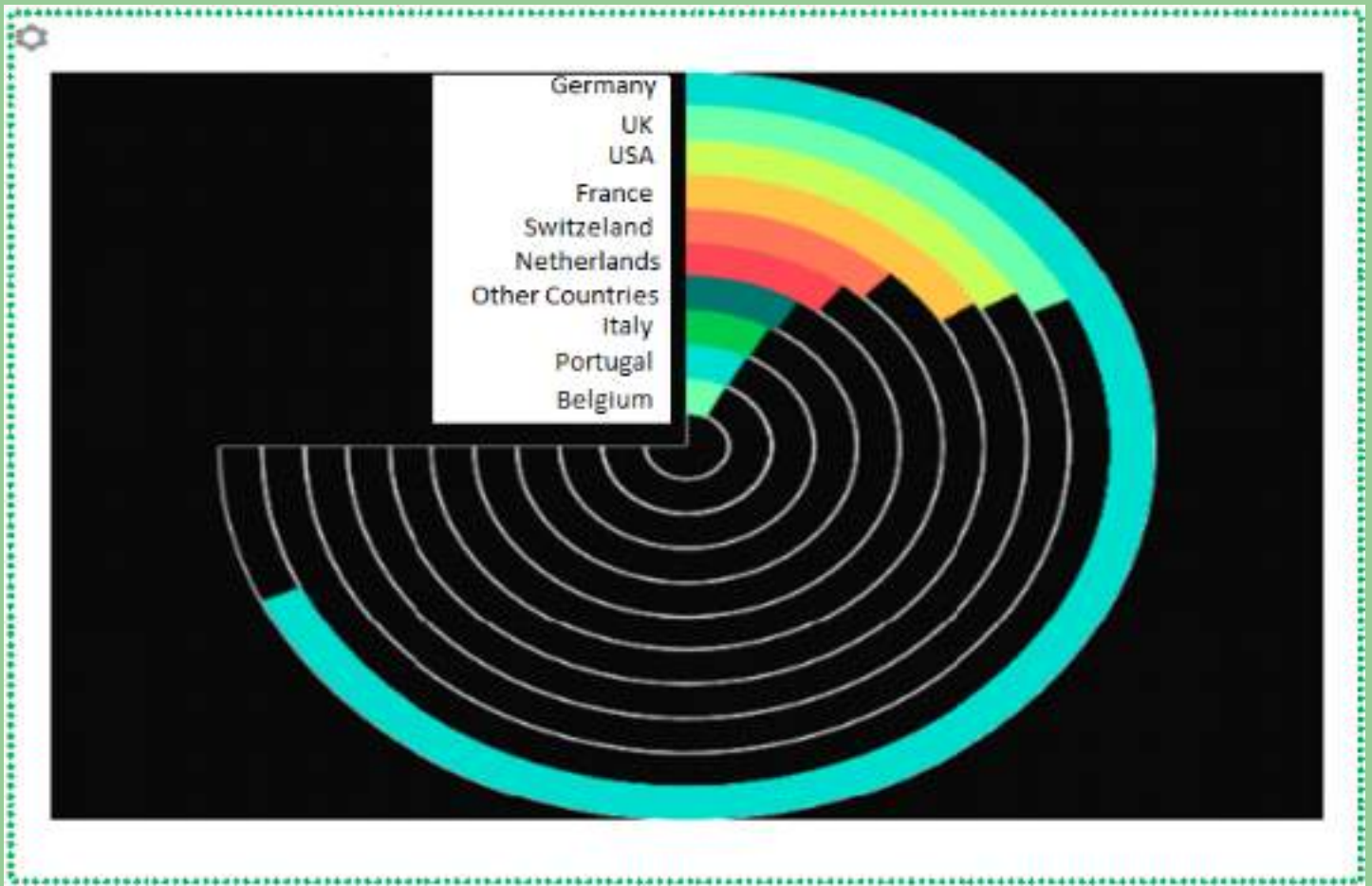
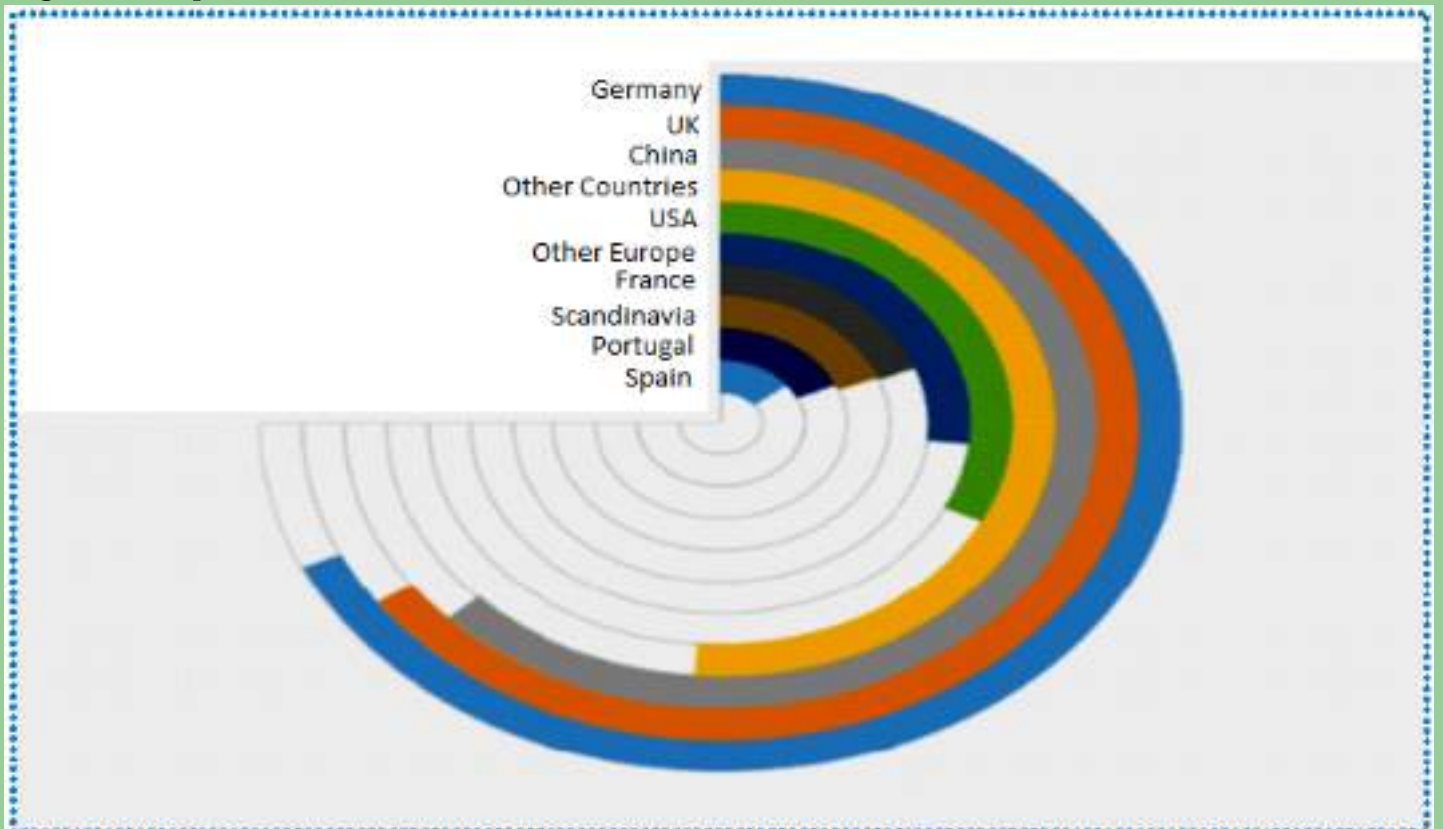


Figure 15: Top ten overseas business tourists



## INTEREST TOURIST MARKETS BY PURPOSE OF VISIT

**Table 1: Interest tourist markets by purpose of visit**

NATIONALITY	VISITING FRIENDS/ RELATIVES	HOLIDAY	BUSINESS	OTHERS	TOTAL
France	2,134	17,154	792	108	20,189
Spain	801	4,956	590	199	6,546
Portugal	5,908	8,271	747	657	15,583
China	3,173	5,668	2,587	72	11,500
USA	4,506	17,632	1,328	964	24,430
Percentage(%)					
NATIONALITY	VISITING FRIENDS/ RELATIVES	HOLIDAY	BUSINESS	OTHERS	TOTAL
France	10.6%	85.0%	3.9%	0.5%	100.0%
Spain	12.2%	75.7%	9.0%	3.0%	100.0%
Portugal	37.9%	53.1%	4.8%	4.2%	100.0%
China	27.6%	49.3%	22.5%	0.6%	100.0%
USA	18.4%	72.2%	5.4%	3.9%	100.0%





## INTENDED LENGTH OF STAY

Tourist arrivals statistics shows that tourists from Zimbabwe came with the intent to stay longer in Namibia as shown by an average of 31 days, followed by tourists from Other African countries and Germany with an average of 25 days and 19 days respectively. Botswana and France stayed less with an average of 14 days.

**Figure 16: Average intended length of stay of top ten tourist markets**



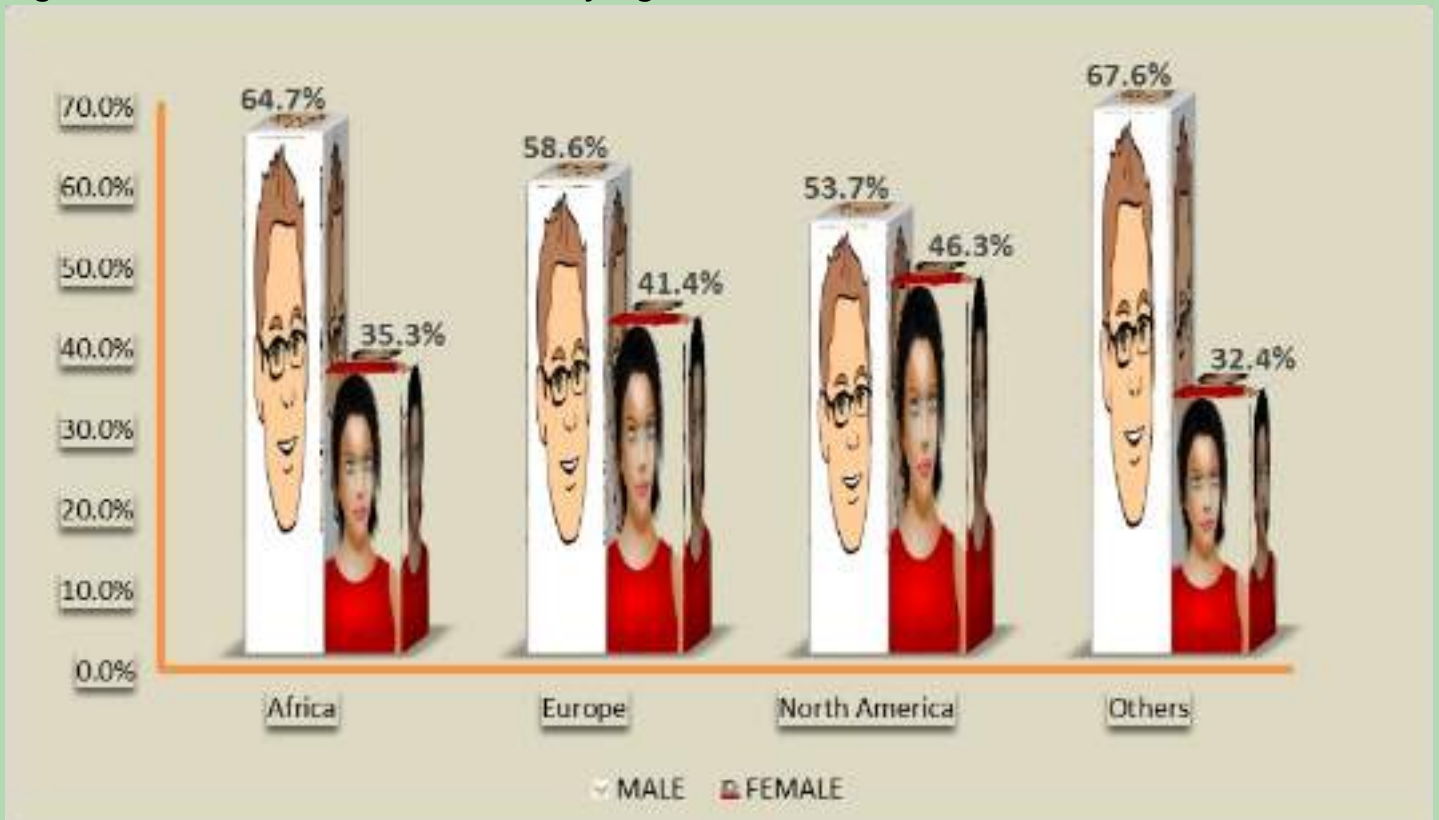
## TOURISTS GENDER PROFILE

When it comes to the gender distribution of tourists, males represented 63% with a total of 880,991 of the overall tourist arrivals while females represented 37% with a total of 506,782. The same pattern has been observed during the past three years.

Figure 17: Gender distribution of tourists



Figure 18: Gender distribution of tourists by regions

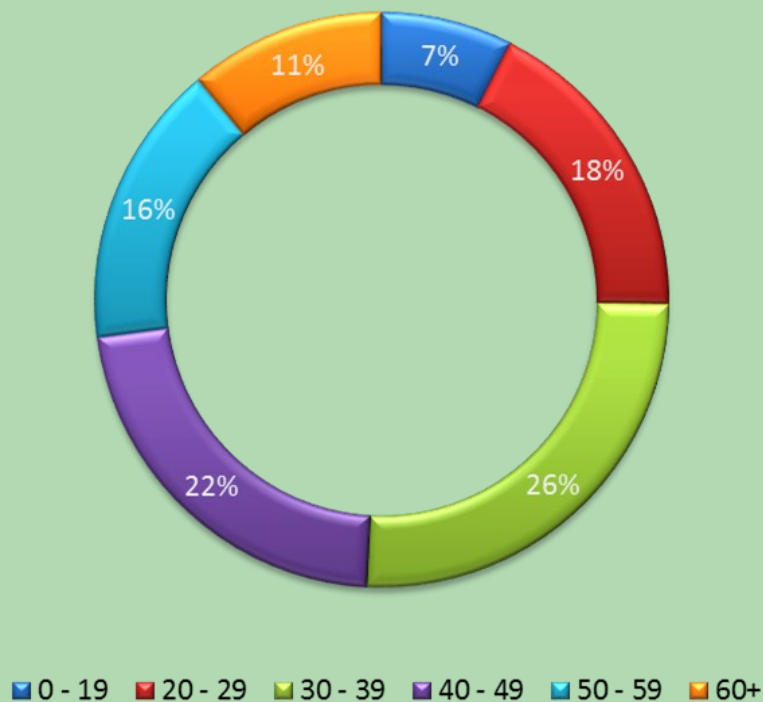


## TOURISTS AGE PROFILE

In 2015, the majority of tourists to Namibia were from the 30-39 age group which contributed the highest percentage of 26% followed by 40-49 age group representing 22% of the total tourists arrivals. The age group with the least contribution to tourist arrivals was 0-19 with 7%.

Looking at Age profile by region, the tourists from Africa to Namibia dominated in the 30-39 age group with 28%, Europe showed domination in the 60+ age group with 24% while the North America dominated in the 60+ age group with 31%.

**Figure 19: Tourists age distribution**





## TOURISTS AGE DISTRIBUTION BY REGIONS, 2015

Figure 20: Tourists age distribution from Africa

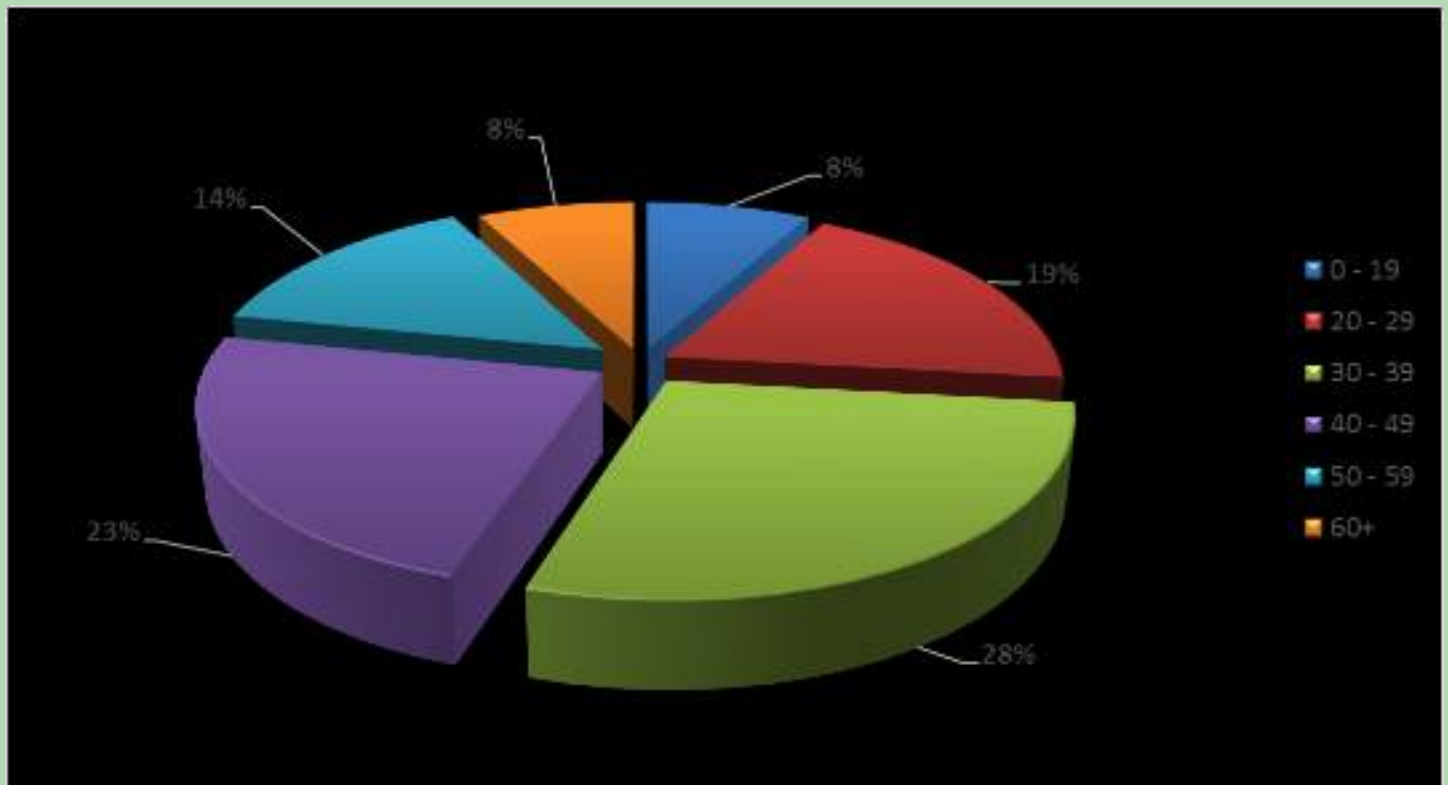


Figure 21: Tourists age distribution from Europe

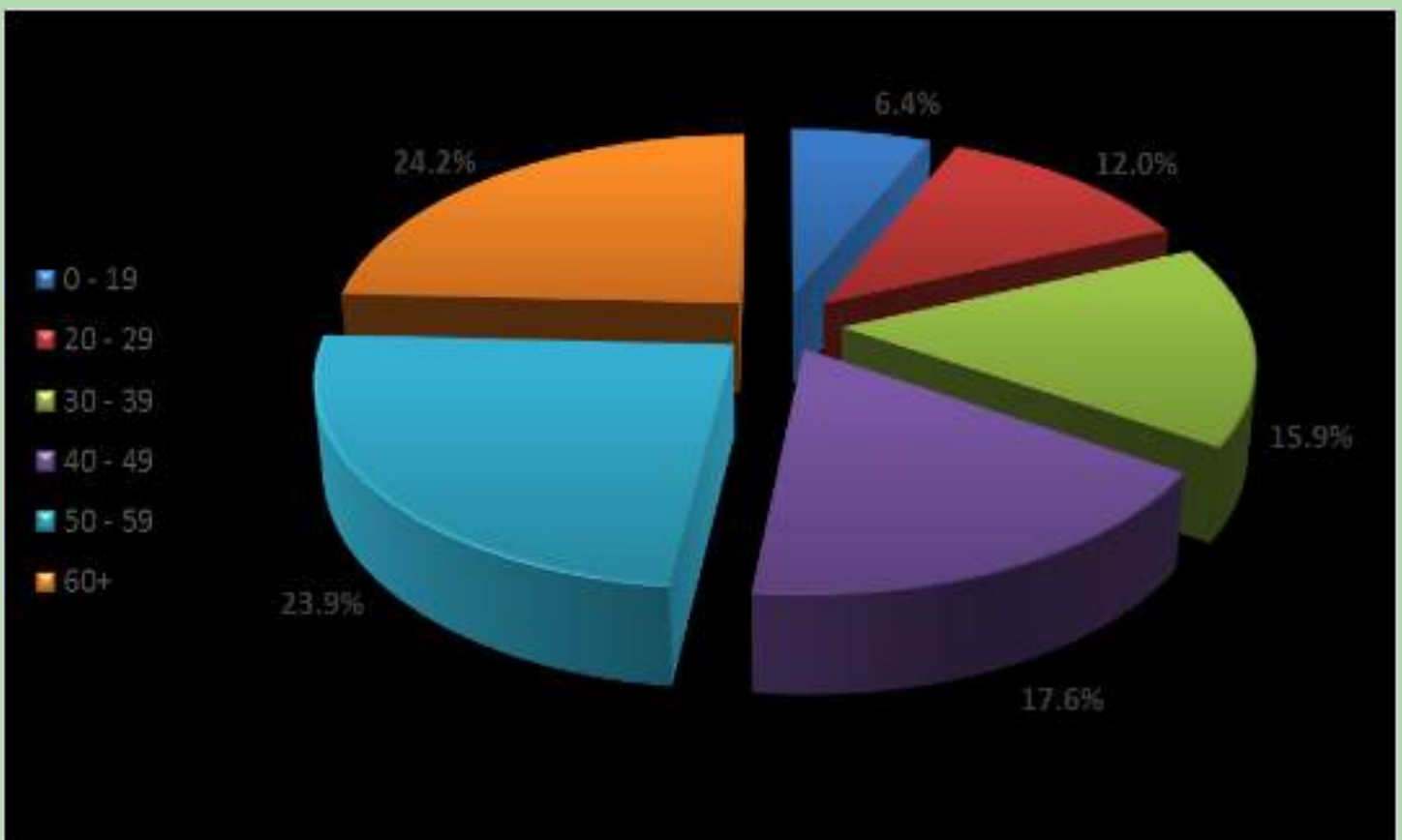
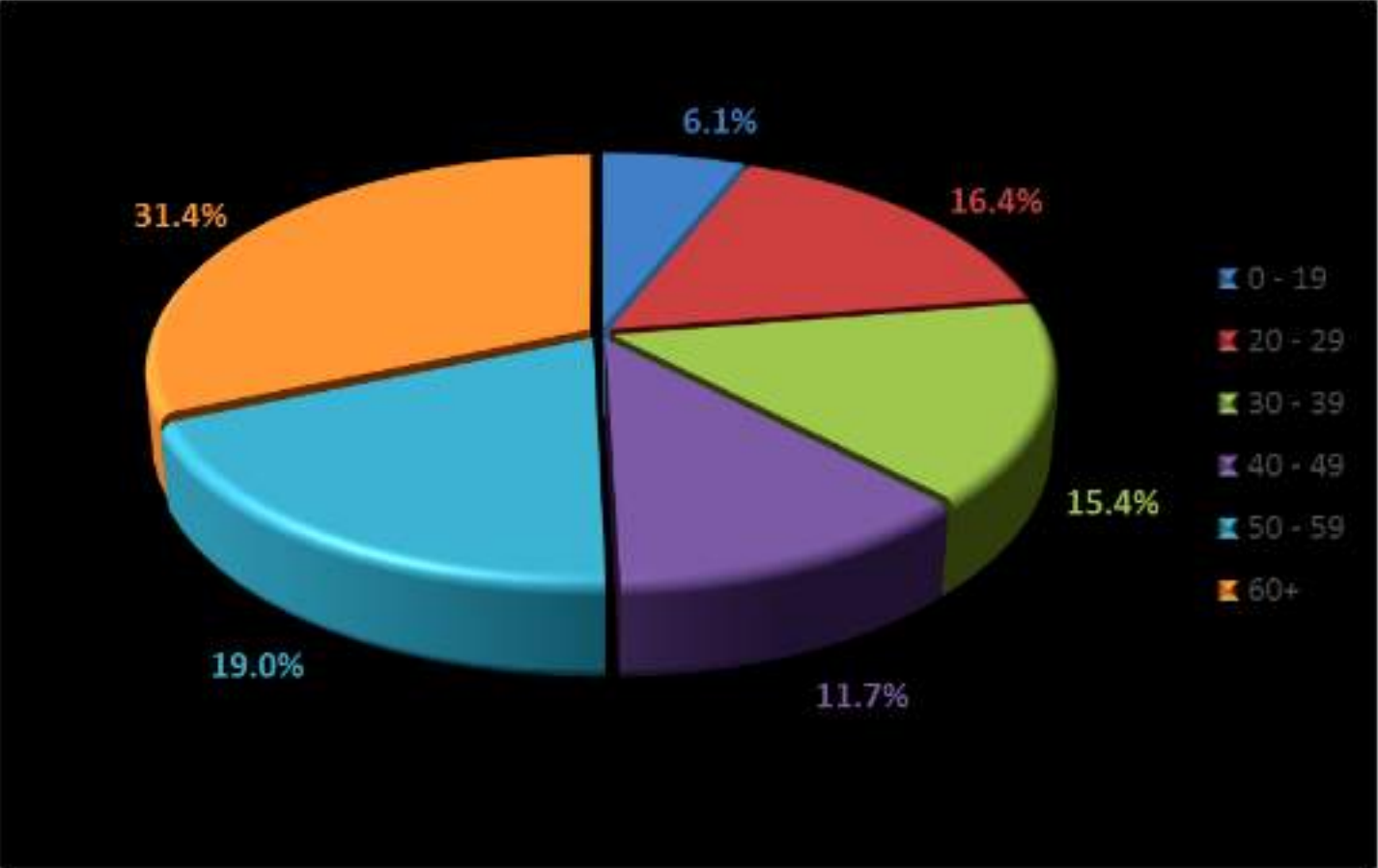




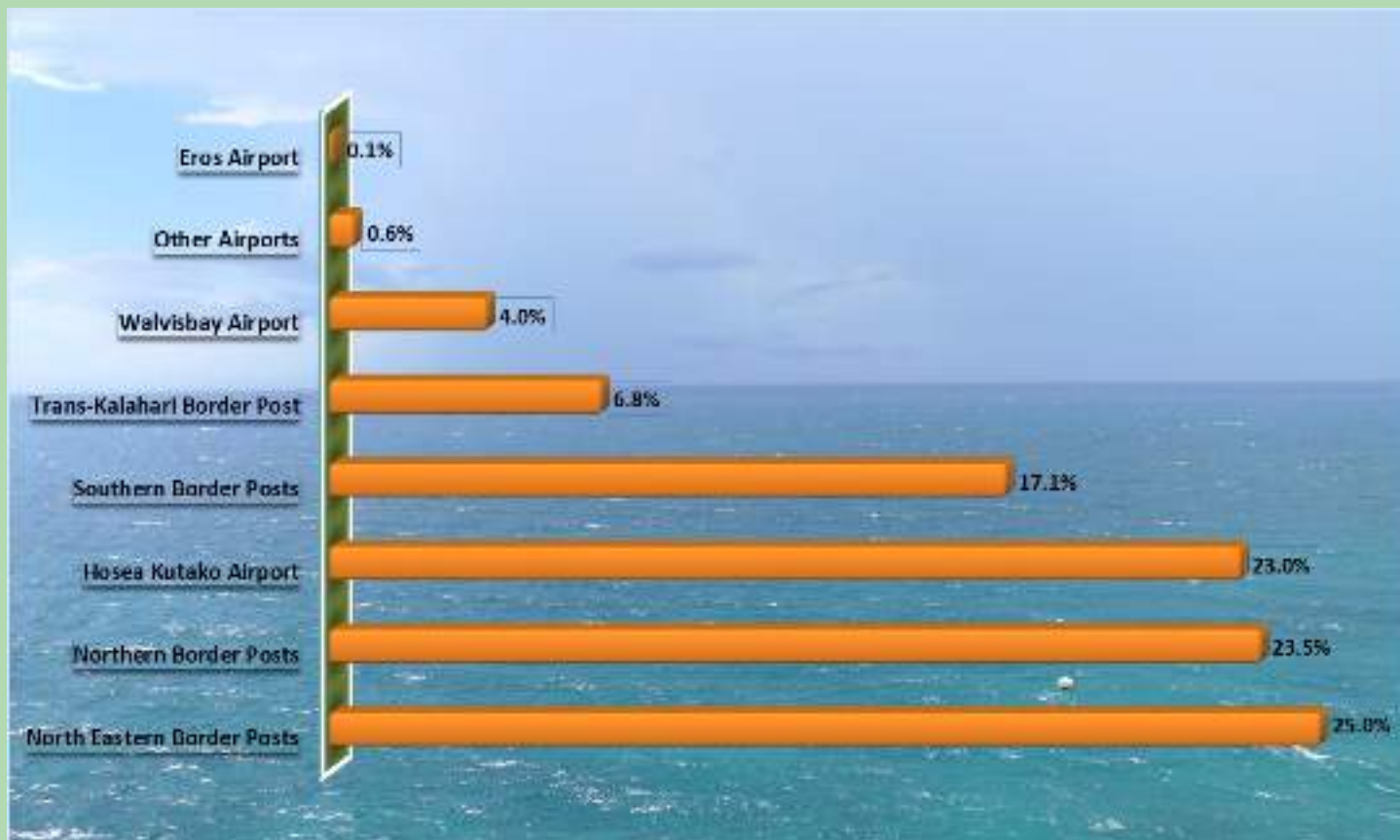
Figure 22: Tourists age distribution from North America



## TOURISTS POINTS OF ENTRY

The North-Eastern Border posts (25.0%), Northern Border posts (23.5%) and the Hosea Kutako International Airport (23%) were the main points of entry used by tourists entering Namibia.

Figure 23: Tourist arrivals by points of entry

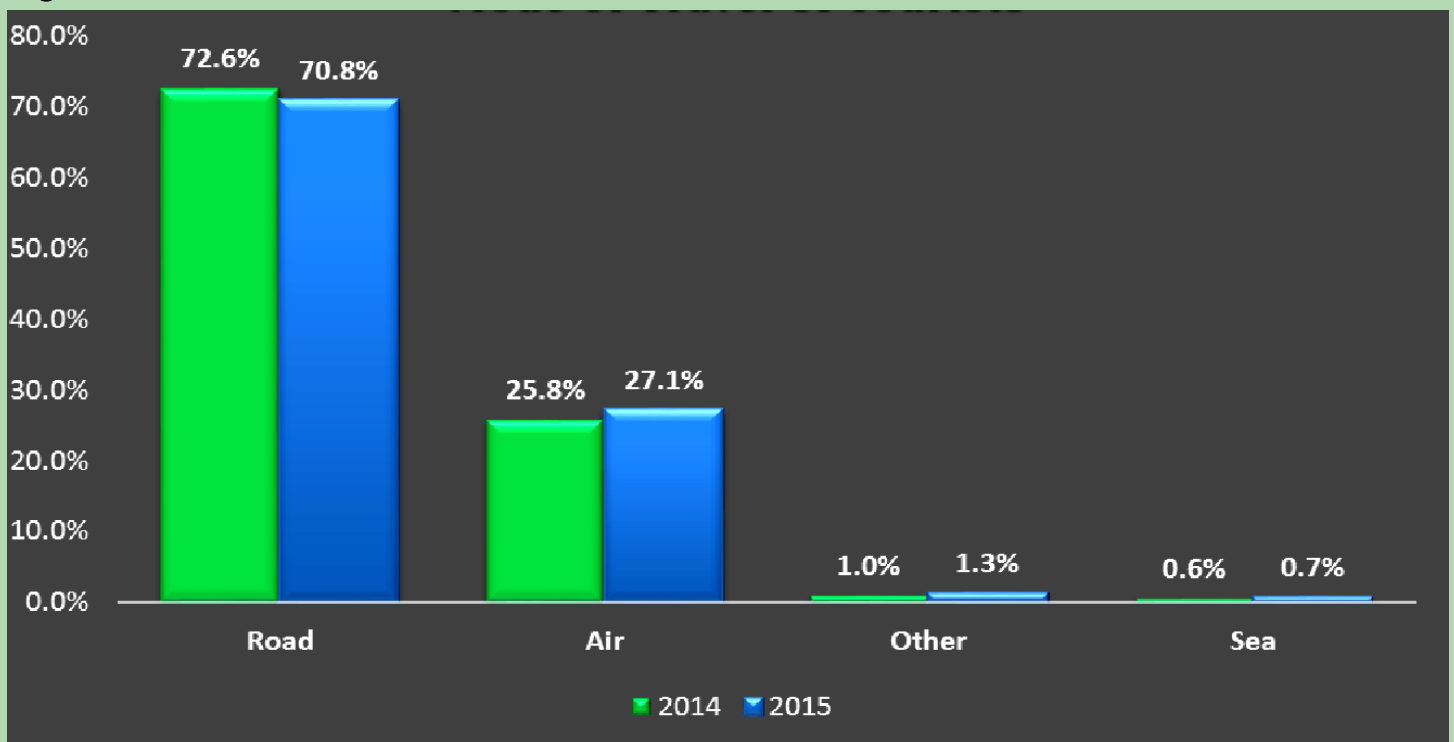


## TOURISTS MODE OF TRAVEL

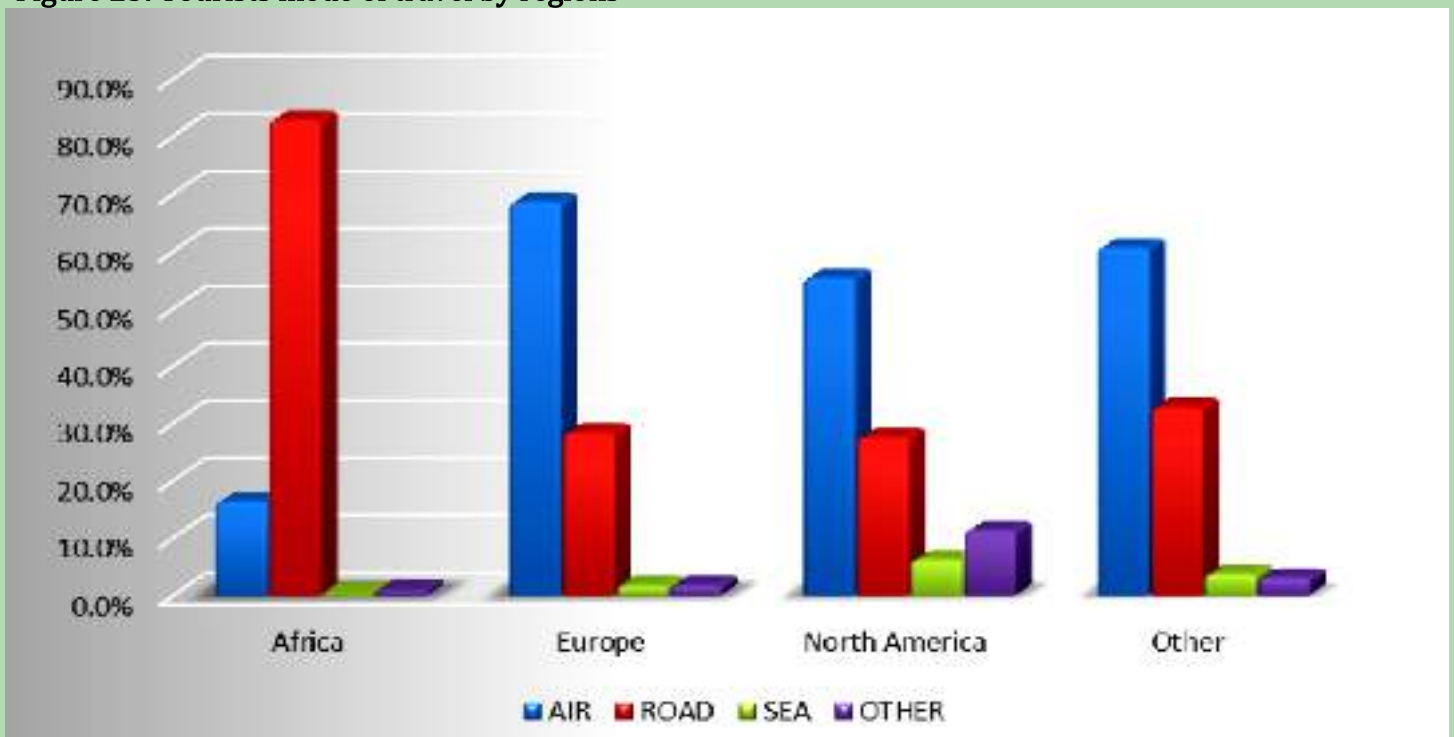
Majority of tourists entered Namibia using roads followed by air as shown in the graph below. Comparing 2014 with 2015, there was a fall observed in the use of roads with 72.6% in 2014 and 70.8% in 2015 while an increase was noticed in the use of air traveling as shown by 27.1% in 2015 as compared to 25.8% in 2014.

Looking at mode of travel by regions in 2015, tourists from Africa tend to use roads when visiting Namibia while air traveling dominated in the European, North American and Other regions.

**Figure 24: Tourists mode of travel, 2014 and 2015**



**Figure 25: Tourists mode of travel by regions**



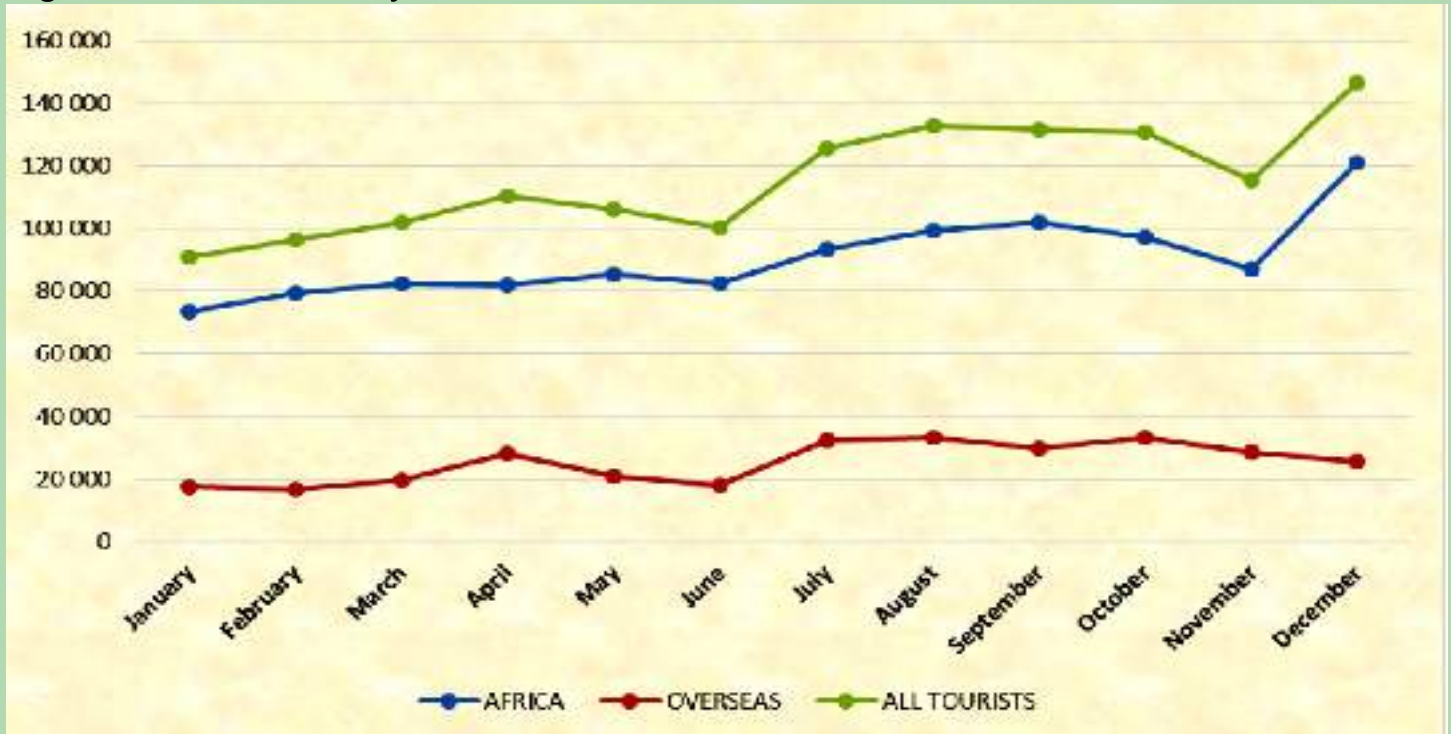




## TOURISTS' SEASONALITY OF TRAVEL

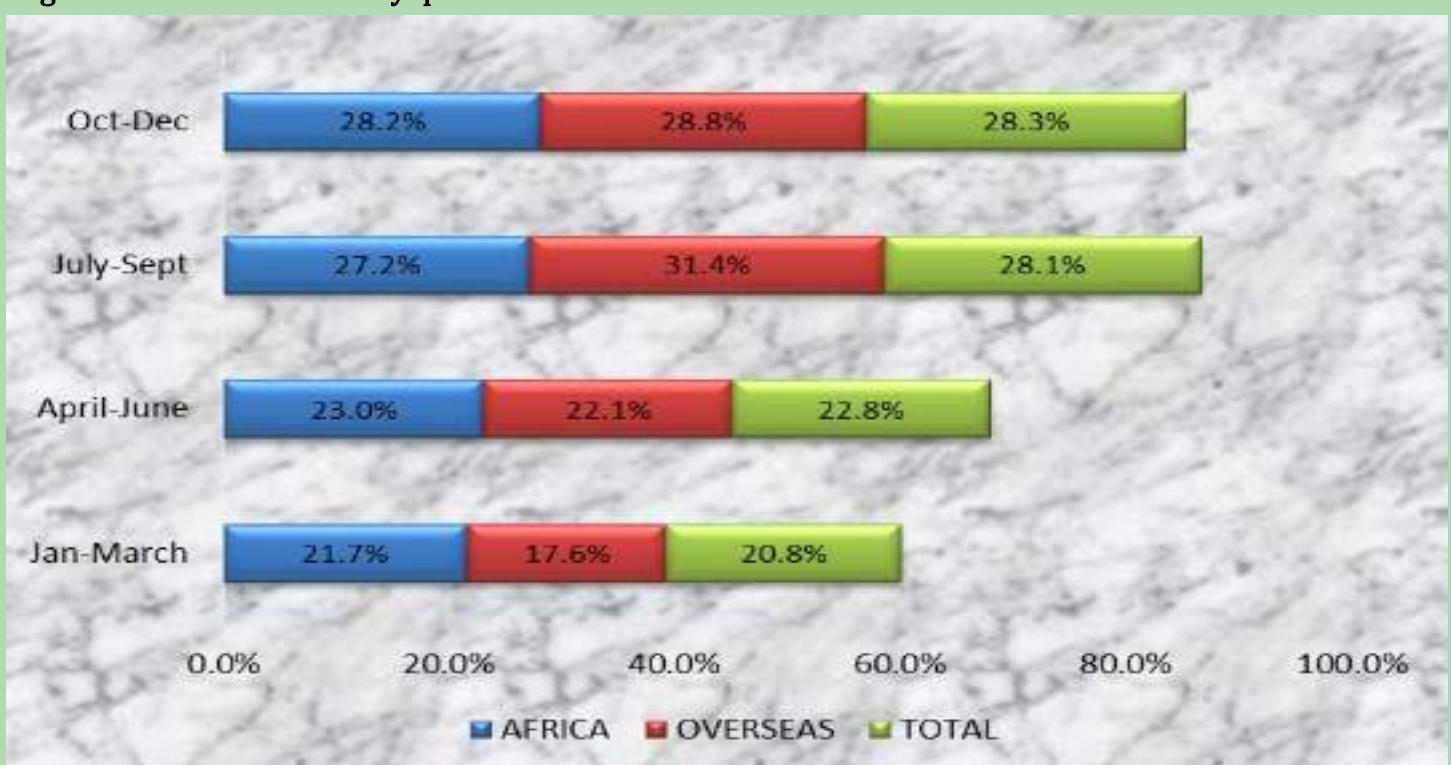
The overall tourist arrivals showed a high percentage of 10.6% recorded in December followed by August with 9.6% while the lowest was 6.5% recorded in January. In addition, the December month recorded the highest number of African tourists while the overseas tourists were at their peak in August.

**Figure 26: Tourist arrivals by month**



The highest number of tourists in 2015 was recorded in the last quarter (October-December) accounting for 28.3% of all tourist arrivals. However, overseas tourists came in numbers during the third quarter (July-September) with 31.4%.

**Figure 27: Tourist arrivals by quarters**



## CONCLUSION AND RECOMMENDATIONS

For the past years, the Namibian tourism sector has been experiencing a positive growth in terms of tourist arrivals. This is proven by the number of tourist arrivals recorded for 2015 which was 1,387, 773, 5.1% growth as compared to 2014. The top ten tourist markets were Angola, South Africa, Zambia, Germany, Zimbabwe, Botswana, UK, USA, Other Africa and France. Tourists from Africa grew with 5.2%, European tourists increased with 5.4% while the North American tourists had a significant increase of 12.4%. It is worth noting that there was a 0.7% decrease in China tourists as compared to 2014.

Although there is growth, it is clear that growth has significantly declined and this therefore may affect Namibia's reputation as one of the leading countries in tourism growth and development.

For the purpose of traveling to Namibia, 45.6% of tourists were visiting friends and relatives, 38.9% came for holiday, and 12.8% were business tourists while 2.7% visited for other different purposes. The air arrivals have increased with 1.3% while the arrivals via road have gone down by 1.8% from 2014 to 2015. With regard to the average intended length of stay, tourists visiting friends and relatives had an average of 22 days while holiday tourists and business tourists had an average of 19 and 15 days respectively.

Overall it is important for the sector to market itself aggressively and to offer competitive services and prices. It will be necessary to turn the visitors in the visiting friends and relatives category into holiday and leisure travellers. The recently launched Domestic Tourism Survey revealed that this category does not significantly spend in Namibia since there is no need as they are with friends and relatives. It is therefore important that in terms of tourism growth, that contributes to the Gross Domestic Product, that we aggressively market Destination Namibia for holiday and leisure travellers.

In order to maintain a positive growth and Namibia's competitiveness in the world tourism market, marketing strategies should be improved to promote Namibia as a quality and value-for-money destination. The stakeholders in the tourism sector should be encouraged to be innovative by coming up with new products and to provide excellent services in order to attract more tourists and to encourage the current and old tourists to return. In this regard it is imperative that the Namibia Tourism Board as a matter of priority starts to implement the relevant provisions and strategies outlined in the National Sustainable Tourism Growth and Development Strategy in partnership with relevant stakeholders.

The results shows that we are still heavily reliant on our traditional source market which is Europe and within that Germany and the United Kingdom. It is imperative that we aggressively develop and implement a demand driven, research based marketing strategy for Namibia in consultation with all relevant partners and in line with the aims and vision of the National Tourism Growth Strategy. Further to that we need to develop a strategic plan, business plan and operational plan that responds to the realities and peculiarities of the tourism sector and its market demand supply forces if we are to grow tourism and break into new and emerging markets.

A decline in the Angolan tourist arrivals was observed in 2015 which could be attributed to the financial crisis that was experienced due to the facing out of the USA dollar. This also led to the retrenchment of workers and closing down of some business establishments in Oshikango and other northern and north-eastern towns where Angolans used to pass.



## CONCLUSION AND RECOMMENDATIONS

These effects might spill over for the next few years to come hence the business owners should consider changing their business concepts and customer segments to include the Namibian clients and what can be affordable to the Angolan tourists.

The government and Namibia Airports Company should consider turning Hosea Kutako International Airport into a tourist hub or regional hub. This would contribute to an increase in tourist arrivals and their spending. With the current expansion of the Walvis bay harbour in progress, Namibia should consider introducing cruise-ship tourism as a tourism product.

Seasonality still remains a challenge, it is however pleasing to note that there is now an emergence of three peaks for overseas tourists notably April, August and October whereas for Africans it is in May, September and December.

These findings have implications for our product offering for intra-regional travel, overseas arrivals as well as domestic tourism. We need to also start implementing an aggressive inward looking domestic tourism marketing strategy as well as intra-regional tourism strategy.

Finally, in line with the National Tourism Growth Strategy we need to all embrace the slogan that tourism is everyone's business and collectively adopt the whole of government approach to tourism growth and development in concert with the private sector.



Table 1: Number of Foreign Arrivals in Namibia by Nationality , 2010-2015

NATIONALITY	2010	2011	2012	2013	2014	2015	% change 2014/2015
<b>AFRICA</b>	<b>885 584</b>	<b>950 384</b>	<b>1 021 297</b>	<b>1 087 784</b>	<b>1 162 514</b>	<b>1 195 608</b>	<b>2.8%</b>
South Africa	333 240	343 767	303 910	317 363	339 890	385 824	13.8%
Zimbabwe	330 284	400 487	452 328	457 828	515 191	493 896	-4.1%
Botswana	38 317	34 996	39 401	35 266	40 311	40 908	1.5%
Zambia	133 119	127 645	131 544	167 044	167 407	168 889	0.9%
Zimbabwe	41 157	43 823	60 884	62 738	67 880	78 235	15.3%
Other Africa	19 446	21 076	31 236	26 014	32 596	32 885	0.9%
<b>EUROPE</b>	<b>235 768</b>	<b>212 964</b>	<b>217 562</b>	<b>213 507</b>	<b>237 540</b>	<b>246 714</b>	<b>3.9%</b>
Germany	93 811	85 377	86 401	84 121	91 500	93 333	2.0%
UK	28 466	24 886	24 163	25 031	29 016	27 366	-5.7%
Italy	10 405	11 007	9 816	9 206	9 143	10 735	17.7%
France	27 421	14 482	17 073	15 837	20 549	20 538	0.0%
Switzerland	11 467	11 101	12 084	9 113	11 366	9 115	-19.3%
Austria	7 649	6 264	6 664	6 117	7 384	6 212	-15.9%
Belgium/Netherlands	17 377	13 057	13 674	10 742	12 415	14 533	17.0%
Sweden	12 972	11 910	10 786	12 321	14 512	15 326	5.6%
Spain	8 483	6 681	6 610	6 130	6 328	7 025	11.0%
Portugal	12 157	10 725	14 357	13 574	16 826	18 473	10.4%
Belgium	7 251	6 361	6 023	7 381	7 161	9 427	32.4%
Denmark	2 125	2 382	3 032	2 422	2 660	2 393	-9.3%
Other Europe	5 514	6 064	8 688	7 432	6 348	10 222	61.3%
<b>NORTH AMERICA</b>	<b>26 139</b>	<b>25 241</b>	<b>27 092</b>	<b>29 532</b>	<b>33 639</b>	<b>34 890</b>	<b>3.7%</b>
USA	20 272	20 020	21 087	21 884	25 291	26 333	4.0%
Canada	5 867	5 171	6 005	7 648	8 348	8 557	2.4%
<b>OTHER</b>	<b>30 997</b>	<b>29 646</b>	<b>34 488</b>	<b>41 779</b>	<b>43 900</b>	<b>42 406</b>	<b>-3.4%</b>
Central Asia	7 482	8 147	8 655	7 916	8 136	7 888	-3.0%
Israel	3 851	3 271	2 654	3 132	3 114	3 162	1.6%
China	4 913	4 970	6 441	10 734	11 681	12 130	4.7%
Other Countries	14 751	14 265	15 638	20 491	20 879	20 157	-3.5%
<b>TOTAL</b>	<b>1 170 487</b>	<b>1 210 234</b>	<b>1 300 439</b>	<b>1 372 602</b>	<b>1 477 593</b>	<b>1 519 618</b>	<b>2.8%</b>
% change per year	-2.9%	3.4%	6.7%	5.5%	7.6%	2.8%	



Table 2: Number of Tourist Arrivals in Namibia, 2010-2015

Nationality	2010	2011	2012	2013	2014	2015	(2014-2013)%	(2015-2014)%
<b>AFRICA</b>	<b>714 287</b>	<b>784 580</b>	<b>826 688</b>	<b>912 861</b>	<b>1 029 473</b>	<b>1 083 285</b>	<b>12.8%</b>	<b>5.2%</b>
South Africa	277 655	272 930	269 393	277 182	312 153	351 864	12.6%	12.7%
Angola	296 825	361 480	379 842	426 025	470 747	447 038	10.5%	-5.0%
Botswana	31 503	28 658	25 273	31 829	36 274	45 049	14.0%	24.2%
Zambia	54 229	61 120	80 515	98 792	125 889	147 754	27.4%	17.4%
Zimbabwe	37 667	42 945	54 020	56 566	61 187	70 940	8.2%	15.9%
Other Africa	16 408	17 447	17 645	22 467	23 224	20 639	3.4%	-11.1%
<b>EUROPE</b>	<b>219 070</b>	<b>194 430</b>	<b>198 219</b>	<b>199 655</b>	<b>221 811</b>	<b>233 717</b>	<b>11.1%</b>	<b>5.4%</b>
Germany	87 072	79 721	80 127	79 551	86 121	90 729	8.3%	5.4%
UK	25 717	21 584	21 035	23 185	25 653	25 412	10.6%	-0.9%
Italy	10 767	11 207	9 335	8 780	8 922	10 460	1.6%	17.2%
France	17 039	13 729	15 937	15 911	19 577	20 189	23.0%	3.1%
Scandinavia	10 591	10 115	10 487	8 418	10 251	8 530	21.8%	-16.8%
Austria	7 197	6 016	6 288	5 875	7 042	5 943	19.9%	-15.6%
Holland/Netherlands	16 078	12 346	11 890	10 276	11 137	13 967	8.4%	25.4%
Switzerland	12 605	11 433	10 323	11 848	14 267	15 523	20.4%	8.8%
Spain	8 071	5 669	4 796	5 757	6 274	6 546	9.0%	4.3%
Portugal	9 124	8 774	12 679	14 048	13 720	15 583	-2.3%	13.6%
Belgium	7 024	6 170	5 739	7 329	7 309	9 032	-0.3%	23.6%
Russia	1 762	1 898	2 293	2 168	2 216	2 490	2.2%	12.4%
Other Europe	6 023	5 768	7 290	6 509	9 321	9 313	43.2%	-0.1%
<b>NORTH AMERICA</b>	<b>22 793</b>	<b>22 790</b>	<b>24 243</b>	<b>26 116</b>	<b>28 787</b>	<b>32 344</b>	<b>10.2%</b>	<b>12.4%</b>
USA	17 826	17 946	18 704	19 157	21 425	24 430	11.8%	14.0%
Canada	4 967	4 844	5 539	6 959	7 361	7 915	5.8%	7.5%
<b>OTHER</b>	<b>27 948</b>	<b>25 430</b>	<b>29 785</b>	<b>37 409</b>	<b>39 991</b>	<b>38 427</b>	<b>6.9%</b>	<b>-3.9%</b>
Australia	7 066	7 633	7 973	6 981	8 550	7 509	22.5%	-12.2%
Brazil	3 382	2 038	2 392	2 981	2 427	1 949	-18.6%	-19.7%
China	4 228	4 035	5 830	9 910	11 583	11 500	16.9%	-0.7%
Other Countries	13 272	11 724	13 590	17 537	17 431	17 467	-0.6%	0.2%
<b>TOTAL</b>	<b>984 099</b>	<b>1 027 229</b>	<b>1 078 937</b>	<b>1 176 042</b>	<b>1 320 062</b>	<b>1 387 773</b>	<b>12.2%</b>	<b>5.1%</b>
% change per year	0.4%	4.4%	5.0%	9.0%	12.2%	5.1%		



Table 3: Total Foreign Arrivals by Nationality and Category of Traveller, 2015

Nationality	Returning residents	Tourists	Same-day visitors	Others	TOTAL
<b>AFRICA</b>	<b>9 545</b>	<b>1 083 285</b>	<b>87 182</b>	<b>15 596</b>	<b>1 195 608</b>
South Africa	5 421	351 864	19 942	4 627	381 854
Angola	874	447 038	41 282	3 672	492 866
Botswana	346	45 049	5 185	328	50 908
Zambia	1 296	147 754	15 652	4 187	168 889
Zimbabwe	966	70 940	4 331	1 968	78 205
Other Africa	641	20 639	790	814	22 885
<b>EUROPE</b>	<b>2 908</b>	<b>233 717</b>	<b>8 720</b>	<b>1 369</b>	<b>246 714</b>
Germany	1 183	90 729	1 609	417	93 939
UK	338	25 412	1 445	170	27 365
Italy	56	10 460	187	33	10 736
France	116	20 189	260	33	20 598
Scandinavia	121	8 530	393	71	9 115
Austria	56	5 943	160	53	6 212
Holland/Netherlands	105	13 967	433	34	14 539
Switzerland	46	15 523	272	35	15 876
Spain	62	6 546	402	63	7 073
Portugal	604	15 583	2 240	251	18 679
Belgium	35	9 032	339	21	9 427
Russia	83	2 490	251	118	2 943
Other Europe	102	9 313	727	70	10 212
<b>NORTH AMERICA</b>	<b>399</b>	<b>32 344</b>	<b>1 667</b>	<b>479</b>	<b>34 890</b>
USA	372	24 430	1 169	368	26 339
Canada	27	7 915	498	111	8 551
<b>OTHER</b>	<b>738</b>	<b>38 427</b>	<b>2 313</b>	<b>928</b>	<b>42 406</b>
Australia	134	7 509	205	39	7 888
Brazil	20	1 949	96	97	2 162
China	210	11 500	374	111	12 195
Other Countries	374	17 467	1 638	681	20 161
<b>TOTAL</b>	<b>13 590</b>	<b>1 387 773</b>	<b>99 883</b>	<b>18 373</b>	<b>1 519 618</b>

Row Percentage(%) Distribution

AFRICA	0.8%	90.6%	7.3%	1.3%	100.0%
South Africa	1.4%	92.1%	5.2%	1.2%	100.0%
Angola	0.2%	90.7%	8.4%	0.7%	100.0%
Botswana	0.7%	88.5%	10.2%	0.6%	100.0%
Zambia	0.8%	87.5%	9.3%	2.5%	100.0%
Zimbabwe	1.2%	90.7%	5.5%	2.5%	100.0%
Other Africa	2.8%	90.2%	3.5%	3.6%	100.0%
EUROPE	1.2%	94.7%	3.5%	0.6%	100.0%
Germany	1.3%	96.6%	1.7%	0.4%	100.0%
UK	1.2%	92.9%	5.3%	0.6%	100.0%
Italy	0.5%	97.4%	1.7%	0.3%	100.0%
France	0.6%	98.0%	1.3%	0.2%	100.0%
Scandinavia	1.3%	93.6%	4.3%	0.8%	100.0%
Austria	0.9%	95.7%	2.6%	0.9%	100.0%
Holland/Netherlands	0.7%	96.1%	3.0%	0.2%	100.0%
Switzerland	0.3%	97.8%	1.7%	0.2%	100.0%
Spain	0.9%	92.5%	5.7%	0.9%	100.0%
Portugal	3.2%	83.4%	12.0%	1.3%	100.0%
Belgium	0.4%	95.8%	3.6%	0.2%	100.0%
Russia	2.8%	84.6%	8.5%	4.0%	100.0%
Other Europe	1.0%	91.2%	7.1%	0.7%	100.0%
NORTH AMERICA	1.1%	92.7%	4.8%	1.4%	100.0%
USA	1.4%	92.8%	4.4%	1.4%	100.0%
Canada	0.3%	92.6%	5.8%	1.3%	100.0%
OTHER	1.7%	90.6%	5.5%	2.2%	100.0%
Australia	1.7%	95.2%	2.6%	0.5%	100.0%
Brazil	0.9%	90.1%	4.4%	4.5%	100.0%
China	1.7%	94.3%	3.1%	0.9%	100.0%
Other Countries	1.9%	86.6%	8.1%	3.4%	100.0%
TOTAL	0.9%	91.3%	6.6%	1.2%	100.0%

Column Percentage(%) Distribution					
AFRICA	70.2%	78.1%	87.3%	84.9%	78.7%
South Africa	39.9%	25.4%	20.0%	25.2%	25.1%
Angola	6.4%	32.2%	41.3%	20.0%	32.4%
Botswana	2.5%	3.2%	5.2%	1.8%	3.4%
Zambia	9.5%	10.6%	15.7%	22.8%	11.1%
Zimbabwe	7.1%	5.1%	4.3%	10.7%	5.1%
Other Africa	4.7%	1.5%	0.8%	4.4%	1.5%
EUROPE	21.4%	16.8%	8.7%	7.5%	16.2%
Germany	8.7%	6.5%	1.6%	2.3%	6.2%
UK	2.5%	1.8%	1.4%	0.9%	1.8%
Italy	0.4%	0.8%	0.2%	0.2%	0.7%
France	0.9%	1.5%	0.3%	0.2%	1.4%
Scandinavia	0.9%	0.6%	0.4%	0.4%	0.6%
Austria	0.4%	0.4%	0.2%	0.3%	0.4%
Holland/Netherlands	0.8%	1.0%	0.4%	0.2%	1.0%
Switzerland	0.3%	1.1%	0.3%	0.2%	1.0%
Spain	0.5%	0.5%	0.4%	0.3%	0.5%
Portugal	4.4%	1.1%	2.2%	1.4%	1.2%
Belgium	0.3%	0.7%	0.3%	0.1%	0.6%
Russia	0.6%	0.2%	0.3%	0.6%	0.2%
Other Europe	0.8%	0.7%	0.7%	0.4%	0.7%
NORTH AMERICA	2.9%	2.3%	1.7%	2.6%	2.3%
USA	2.7%	1.8%	1.2%	2.0%	1.7%
Canada	0.2%	0.6%	0.5%	0.6%	0.6%
OTHER	5.4%	2.8%	2.3%	5.1%	2.8%
Australia	1.0%	0.5%	0.2%	0.2%	0.5%
Brazil	0.1%	0.1%	0.1%	0.5%	0.1%
China	1.5%	0.8%	0.4%	0.6%	0.8%
Other Countries	2.8%	1.3%	1.6%	3.7%	1.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%



Table 4: Tourist Arrivals by Nationality and Purpose of Visit, 2015

Nationality	Visiting Friends/ Relatives	Holiday	Business	Others	TOTAL
<b>AFRICA</b>	<b>576 441</b>	<b>313 838</b>	<b>161 430</b>	<b>31 576</b>	<b>1 083 285</b>
South Africa	1 126 124	1 123 123	598 831	15 121	2 853 099
Angola	2 811 482	1 248 123	116 482	116 482	4 292 569
Botswana	293 232	15 232	15 232	232	413 728
Kenya	3 000 418	212 212	212 212	212	3 425 054
Mozambique	188 142	11 488	116 214	4 021	213 865
Other African	7 628	1 021	6 121	412	25 182
<b>EUROPE</b>	<b>38 660</b>	<b>180 202</b>	<b>11 851</b>	<b>3 005</b>	<b>233 717</b>
Germany	15 104	22 112	2 021	412	39 649
Italy	5 228	13 029	2 021	104	20 382
Italy	1 204	2 102	104	41	3 451
France	2 112	13 112	102	112	25 438
Netherlands	1 121	1 012	212	111	2 456
Sweden	1 021	4 121	412	11	6 565
Nationality/Noted/None	2 121	11 111	102	111	13 445
Switzerland	2 112	12 112	102	211	15 537
Spain	1 021	4 112	102	112	5 347
Portugal	1 112	2 111	102	112	3 437
Belgium	1 021	2 111	102	11	3 245
Brazil	1 021	1 112	102	112	2 347
Other Europe	1 112	1 021	1 111	111	3 355
<b>NORTH AMERICA</b>	<b>6 145</b>	<b>23 006</b>	<b>1 889</b>	<b>1 304</b>	<b>32 344</b>
USA	4 112	12 012	1 112	111	18 347
Canada	1 111	1 111	111	111	2 444
<b>OTHER</b>	<b>9 873</b>	<b>22 195</b>	<b>5 290</b>	<b>1 069</b>	<b>38 427</b>
Australia	1 021	1 012	412	112	2 557
Israel	1 112	1 112	112	111	3 447
Japan	1 112	1 012	1 012	11	3 147
Other/Unlabeled	1 112	1 112	1 112	1 069	4 405
<b>TOTAL</b>	<b>632 744</b>	<b>539 399</b>	<b>178 676</b>	<b>36 953</b>	<b>1 387 773</b>

Row Percentage(%) Distribution					
AFRICA	53.2%	29.0%	14.9%	2.9%	100.0%
South Africa	33.6%	37.9%	27.0%	1.5%	100.0%
Angola	63.0%	28.8%	3.8%	4.4%	100.0%
Botswana	66.1%	20.4%	12.6%	0.9%	100.0%
Zambia	68.1%	17.1%	14.2%	0.6%	100.0%
Zimbabwe	54.3%	16.2%	22.9%	6.6%	100.0%
Other Africa	37.0%	27.5%	33.3%	2.2%	100.0%
EUROPE	16.5%	77.1%	5.1%	1.3%	100.0%
Germany	16.7%	79.7%	3.1%	0.4%	100.0%
UK	12.7%	74.5%	10.6%	2.2%	100.0%
Italy	13.2%	81.5%	4.8%	0.4%	100.0%
France	10.6%	85.0%	3.9%	0.5%	100.0%
Scandinavia	18.4%	70.9%	9.2%	1.5%	100.0%
Austria	11.8%	80.9%	6.7%	0.5%	100.0%
Holland/Netherlands	15.6%	79.5%	3.6%	1.3%	100.0%
Switzerland	13.2%	82.1%	3.3%	1.3%	100.0%
Spain	12.2%	75.7%	9.0%	3.0%	100.0%
Portugal	37.9%	53.1%	4.8%	4.2%	100.0%
Belgium	8.9%	88.3%	2.3%	0.6%	100.0%
Russia	34.9%	52.1%	8.4%	4.6%	100.0%
Other Europe	20.1%	64.7%	11.8%	3.4%	100.0%
NORTH AMERICA	19.0%	71.1%	5.8%	4.0%	100.0%
USA	18.4%	72.2%	5.4%	3.9%	100.0%
Canada	20.7%	67.9%	7.1%	4.3%	100.0%
OTHER	25.7%	57.8%	13.8%	2.8%	100.0%
Australia	11.7%	81.2%	5.5%	1.6%	100.0%
Brazil	26.5%	58.9%	9.5%	5.1%	100.0%
China	27.6%	49.3%	22.5%	0.6%	100.0%
Other Countries	30.4%	53.1%	12.1%	4.5%	100.0%
TOTAL	45.6%	38.9%	12.9%	2.7%	100.0%

Column Percentage(%) Distribution					
AFRICA	91.1%	58.2%	90.3%	85.4%	78.1%
South Africa	18.7%	24.7%	53.1%	14.5%	25.4%
Angola	44.5%	23.9%	9.4%	53.7%	32.2%
Botswana	4.7%	1.7%	3.2%	1.1%	3.2%
Zambia	15.9%	4.7%	11.7%	2.3%	10.6%
Zimbabwe	6.1%	2.1%	9.1%	12.7%	5.1%
Other Africa	1.2%	1.1%	3.8%	1.2%	1.5%
EUROPE	6.1%	33.4%	6.6%	8.1%	16.8%
Germany	2.4%	13.4%	1.6%	1.1%	6.5%
UK	0.5%	3.5%	1.5%	1.5%	1.8%
Italy	0.2%	1.6%	0.3%	0.1%	0.8%
France	0.3%	3.2%	0.4%	0.3%	1.5%
Scandinavia	0.2%	1.1%	0.4%	0.4%	0.6%
Austria	0.1%	0.9%	0.2%	0.1%	0.4%
Holland/Netherlands	0.3%	2.1%	0.3%	0.5%	1.0%
Switzerland	0.3%	2.4%	0.3%	0.6%	1.1%
Spain	0.1%	0.9%	0.3%	0.5%	0.5%
Portugal	0.9%	1.5%	0.4%	1.8%	1.1%
Belgium	0.1%	1.5%	0.1%	0.1%	0.7%
Russia	0.1%	0.2%	0.1%	0.3%	0.2%
Other Europe	0.3%	1.1%	0.6%	0.8%	0.7%
NORTH AMERICA	1.0%	4.3%	1.1%	3.5%	2.3%
USA	0.7%	3.3%	0.7%	2.6%	1.8%
Canada	0.3%	1.0%	0.3%	0.9%	0.6%
OTHER	1.6%	4.1%	3.0%	2.9%	2.8%
Australia	0.1%	1.1%	0.2%	0.3%	0.5%
Brazil	0.1%	0.2%	0.1%	0.3%	0.1%
China	0.5%	1.1%	1.4%	0.2%	0.8%
Other Countries	0.8%	1.7%	1.2%	2.1%	1.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%



Table 5: Tourist Arrivals by Nationality and Sex, 2015

Nationality	Male	Female	TOTAL
<b>AFRICA</b>	<b>700 659</b>	<b>382 626</b>	<b>1 083 285</b>
South Africa	294 141	104 229	398 370
Egypt	271 408	171 080	442 488
India	211 827	21 787	233 614
Kenya	201 071	134 607	335 678
Guinea-Bissau	48 004	74 556	122 560
Other Africa	117 228	7 967	125 195
<b>EUROPE</b>	<b>136 990</b>	<b>96 727</b>	<b>233 717</b>
Germany	48 180	41 778	89 958
UK	112 671	5 741	118 412
Italy	11 071	4 671	15 742
France	11 111	5 741	16 852
Sweden/Norway	4 717	2 617	7 334
Denmark	3 251	2 187	5 438
Switzerland/Netherlands	2 151	6 781	8 932
Netherlands	10 251	7 471	17 722
Spain	4 071	2 471	6 542
Portugal	11 271	1 611	12 882
Belgium	3 741	4 211	7 952
Russia	1 171	671	1 842
Other Europe	16 441	2 511	18 952
<b>NORTH AMERICA</b>	<b>17 356</b>	<b>14 988</b>	<b>32 344</b>
USA	14 111	11 511	25 622
Canada	3 245	3 477	6 722
<b>OTHERS</b>	<b>25 986</b>	<b>12 440</b>	<b>38 427</b>
Australia	3 167	2 417	5 584
Israel	1 211	641	1 852
Others	11 608	7 382	18 990
Other Countries	11 109	2 000	13 109
<b>TOTAL</b>	<b>880 991</b>	<b>506 782</b>	<b>1 387 773</b>
<i>Raw Percentages(%) Distribution</i>			
<b>AFRICA</b>	<b>64.7 %</b>	<b>35.3%</b>	<b>100.0%</b>
South Africa	29.41%	10.42%	39.83%
Egypt	27.14%	17.10%	44.24%
India	21.18%	2.17%	23.36%
Kenya	20.10%	13.46%	33.56%
Guinea-Bissau	4.80%	7.45%	12.25%
Other Africa	11.72%	0.79%	12.51%
<b>EUROPE</b>	<b>58.6 %</b>	<b>41.4%</b>	<b>100.0%</b>
Germany	48.18%	41.77%	89.95%
UK	112.67%	5.74%	118.41%
Italy	11.07%	4.67%	15.74%
France	11.11%	5.74%	16.85%
Sweden/Norway	4.71%	2.61%	7.33%
Denmark	3.25%	2.18%	5.43%
Switzerland/Netherlands	2.15%	6.78%	8.93%
Netherlands	10.25%	7.47%	17.72%
Spain	4.07%	2.47%	6.54%
Portugal	11.27%	1.61%	12.88%
Belgium	3.74%	4.21%	7.95%
Russia	1.17%	0.67%	1.84%
Other Europe	16.44%	2.51%	18.95%
<b>NORTH AMERICA</b>	<b>17.356 %</b>	<b>14.988 %</b>	<b>32.344 %</b>
USA	14.11%	11.51%	25.62%
Canada	3.24%	3.47%	6.72%
<b>OTHERS</b>	<b>25.986 %</b>	<b>12.440 %</b>	<b>38.427 %</b>
Australia	3.16%	2.41%	5.58%
Israel	1.21%	0.64%	1.85%
Others	11.60%	7.38%	18.99%
Other Countries	11.10%	2.00%	13.10%

<b>NORTH AMERICA</b>	<b>53.7%</b>	<b>46.3%</b>	<b>100.0%</b>
USA	52.1%	45.4%	100.0%
Canada	1.6%	0.9%	100.0%
<b>OTHERS</b>	<b>67.6%</b>	<b>32.4%</b>	<b>100.0%</b>
Australia	56.1%	46.4%	100.0%
Israel	12.2%	14.0%	100.0%
China	788%	21.2%	100.0%
Other Countries	14.1%	18.5%	100.0%
<b>TOTAL</b>	<b>63.5%</b>	<b>36.5%</b>	<b>100.0%</b>
<i>Column Percentage(%) Distribution</i>			
<b>AFRICA</b>	<b>79.5%</b>	<b>75.5%</b>	<b>78.1%</b>
South Africa	236.2%	212.4%	212.4%
Angola	31.3%	33.4%	34.2%
Botswana	2.0%	4.2%	5.2%
Zambia	11.1%	11.5%	11.5%
Zimbabwe	11.0%	4.0%	1.0%
Other Africa	11.2%	1.1%	1.2%
<b>EUROPE</b>	<b>15.5%</b>	<b>19.1%</b>	<b>16.8%</b>
Germany	11.1%	6.2%	5.2%
UK	11.2%	1.4%	1.3%
Italy	0.7%	0.4%	0.3%
France	11.3%	1.2%	1.2%
Netherlands	11.7%	1.2%	1.2%
Austria	0.4%	0.4%	0.4%
Switzerland/Norway	11.2%	1.4%	1.3%
Switzerland	0.4%	1.4%	1.3%
Spain	11.5%	1.4%	1.2%
Belgium	11.2%	1.4%	1.3%
Sweden	11.2%	1.2%	1.2%
Denmark	0.2%	0.1%	0.2%
Other Europe	0.2%	0.0%	0.2%
<b>NORTH AMERICA</b>	<b>2.0%</b>	<b>3.0%</b>	<b>2.3%</b>
USA	1.5%	2.4%	1.3%
Canada	0.5%	0.6%	0.4%
<b>OTHERS</b>	<b>2.9%</b>	<b>2.5%</b>	<b>2.8%</b>
Australia	0.0%	0.4%	0.2%
Israel	0.0%	0.1%	0.1%
China	11.0%	0.1%	0.3%
Other Countries	11.0%	1.9%	1.2%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Table 6: Tourist Arrivals by Nationality and Age, 2015

NATIONALITY	0 - 19	20 - 29	30 - 39	40 - 49	50 - 59	60+	Total
AFRICA	84 828	205 891	304 135	253 105	154 238	81 088	1 083 285
South Africa	20 612	47 281	72 549	100 914	20 721	40 240	283 327
Egypt	40 512	94 325	120 951	102 732	51 284	22 221	447 121
Botswana	4 937	11 193	11 963	9 143	5 191	2 142	46 769
Zambia	2 345	20 021	64 085	10 940	11 273	4 522	147 758
Southwest Africa	4 487	14 624	27 889	16 383	1 552	1 291	76 949
Other Africa	951	3 249	5 243	5 623	2 711	1 291	25 129
EUROPE	14 992	27 990	37 078	41 095	55 918	56 615	233 717
Germany	5 125	10 094	11 425	15 243	26 112	21 120	89 129
UK	1 677	3 238	4 235	3 510	5 131	7 631	25 422
Italy	4 381	11 162	2 493	1 624	2 522	2 495	18 697
France	1 637	2 636	4 291	3 234	4 321	5 514	20 026
Netherlands	316	1 367	1 884	1 514	1 124	2 621	8 621
Austria	235	941	1 047	1 034	1 424	1 511	5 992
Belgium/Luxembourg	1 007	2 126	4 077	2 234	3 034	3 240	18 667
Norway	1 022	2 191	2 244	2 231	2 431	4 211	15 326
Spain	430	1 122	1 361	1 162	1 524	1 299	6 922
Portugal	231	822	4 390	2 633	2 124	2 802	15 183
Belgium	776	1 243	1 324	1 401	2 217	2 601	9 562
Denmark	301	1 124	1 431	1 257	1 467	1 021	7 597
Other Europe	211	1 124	1 299	2 254	2 292	1 624	9 313
NORTH AMERICA	1 958	5 302	4 978	3 796	6 158	10 152	32 344
USA	1 623	3 886	4 425	3 625	4 242	9 681	24 436
Canada	105	1 416	1 326	751	1 411	2 471	7 471
OTHER	1 525	7 518	9 588	7 759	6 304	5 732	38 427
Indonesia	624	3 182	1 182	804	1 425	2 618	9 239
Israel	111	337	221	262	323	182	1 528
China	299	2 621	1 525	2 232	1 167	416	11 589
Other Overseas	298	3 158	4 168	2 929	2 481	2 111	17 827
TOTAL	103 303	246 701	355 779	305 754	222 648	151 587	1 387 773



Row-Percentage (%) Distribution							
AFRICA	7.8%	19.0%	28.1%	23.4%	14.2%	7.5%	100.0%
South Africa	2.1%	11.1%	20.1%	21.1%	21.1%	11.1%	100.0%
Zambia	3.1%	21.1%	22.1%	21.1%	11.1%	1.1%	100.0%
Botswana	0.1%	11.1%	31.1%	21.1%	11.1%	6.1%	100.0%
Nigeria	4.1%	25.1%	31.1%	22.1%	1.0%	1.1%	100.0%
Zimbabwe	6.2%	25.1%	22.1%	21.1%	3.1%	2.1%	100.0%
Other Africa	4.1%	15.9%	22.1%	21.1%	11.1%	1.0%	100.0%
EUROPE	6.4%	12.0%	15.9%	17.6%	23.9%	24.2%	100.0%
Germany	6.2%	11.1%	12.1%	12.1%	25.1%	21.1%	100.0%
UK	6.1%	11.1%	14.1%	14.1%	21.1%	11.1%	100.0%
Italy	4.1%	11.1%	21.1%	12.1%	21.1%	21.1%	100.0%
France	5.1%	11.1%	16.1%	11.1%	21.1%	21.1%	100.0%
Spain	6.1%	22.1%	11.1%	12.1%	19.1%	21.1%	100.0%
Sweden	4.1%	11.1%	12.1%	11.1%	21.1%	21.1%	100.0%
Colombia/Venezuela	2.2%	15.1%	14.1%	12.1%	21.1%	21.1%	100.0%
Netherlands	6.1%	11.1%	16.1%	21.1%	21.1%	21.1%	100.0%
Spain	6.1%	11.1%	16.1%	21.1%	21.1%	21.1%	100.0%
Portugal	4.1%	11.1%	21.1%	21.1%	21.1%	11.1%	100.0%
Belgium	3.1%	14.1%	16.1%	11.1%	21.1%	21.1%	100.0%
Russia	2.1%	22.1%	21.1%	21.1%	21.1%	1.1%	100.0%
Other Europe	3.1%	14.1%	21.1%	21.1%	21.1%	11.1%	100.0%
NORTH AMERICA	6.1%	16.4%	15.4%	11.7%	19.0%	31.4%	100.0%
USA	6.1%	11.1%	14.1%	12.1%	11.1%	31.1%	100.0%
Canada	2.1%	11.1%	12.1%	11.1%	11.1%	11.1%	100.0%
OTHER	4.0%	19.6%	25.0%	20.2%	16.4%	14.9%	100.0%
Sweden	4.1%	11.1%	14.1%	11.1%	19.1%	11.1%	100.0%
Israel	1.1%	21.1%	21.1%	12.1%	11.1%	21.1%	100.0%
China	2.1%	22.1%	21.1%	21.1%	11.1%	1.1%	100.0%
Other Countries	4.4%	15.1%	21.1%	21.1%	11.1%	14.1%	100.0%
TOTAL	7.4%	17.8%	25.6%	22.0%	16.8%	11.1%	100.0%

Column Percentage (%) Distribution							
AFRICA	82.1%	83.5%	85.5%	82.8%	69.3%	52.8%	78.1%
South Africa	25.8%	19.4%	20.4%	26.5%	34.0%	31.4%	25.4%
Angola	39.2%	38.2%	36.2%	35.2%	23.9%	14.5%	32.2%
Botswana	4.8%	3.6%	3.9%	3.0%	2.3%	2.0%	3.2%
Zambia	7.1%	15.0%	15.2%	10.8%	5.3%	2.9%	10.6%
Zimbabwe	4.3%	5.9%	7.8%	5.5%	2.5%	1.2%	5.1%
Other Africa	0.9%	1.3%	1.9%	1.9%	1.2%	0.8%	1.5%
EUROPE	14.5%	11.3%	10.4%	13.4%	25.1%	36.9%	16.8%
Germany	5.9%	4.1%	3.2%	5.2%	10.8%	15.1%	6.5%
UK	1.6%	1.3%	1.0%	1.2%	2.5%	5.0%	1.8%
Italy	0.4%	0.5%	0.6%	0.5%	1.1%	1.6%	0.8%
France	1.6%	0.8%	0.9%	1.1%	1.9%	3.6%	1.5%
Scandinavia	0.5%	0.7%	0.3%	0.5%	0.7%	1.3%	0.6%
Austria	0.2%	0.3%	0.3%	0.3%	0.7%	1.0%	0.4%
Holland/Netherlands	1.0%	0.9%	0.6%	0.8%	1.4%	2.1%	1.0%
Switzerland	1.0%	0.9%	0.6%	0.8%	1.5%	2.8%	1.1%
Spain	0.4%	0.2%	0.5%	0.5%	0.7%	0.4%	0.5%
Portugal	0.7%	0.4%	1.2%	1.2%	1.4%	1.8%	1.1%
Belgium	0.7%	0.5%	0.4%	0.5%	1.0%	1.3%	0.7%
Russia	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
Other Europe	0.3%	0.5%	0.6%	0.8%	1.0%	0.7%	0.7%
NORTH AMERICA	1.9%	2.1%	1.4%	1.2%	2.8%	6.6%	2.3%
USA	1.6%	1.6%	1.0%	1.0%	2.1%	5.0%	1.8%
Canada	0.3%	0.6%	0.4%	0.2%	0.6%	1.6%	0.6%
OTHER	1.5%	3.0%	2.7%	2.5%	2.8%	3.7%	2.8%
Australia	0.3%	0.5%	0.3%	0.3%	0.7%	1.7%	0.5%
Brazil	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
China	0.3%	1.1%	1.0%	0.9%	0.8%	0.3%	0.8%
Other Countries	0.7%	1.4%	1.2%	1.3%	1.2%	1.7%	1.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 7: Tourist Arrival by Nationality and Mode of Travel, 2015

Nationality	Air	Road	Sea	Other	TOTAL
<b>AFRICA</b>	<b>175 625</b>	<b>895 712</b>	<b>3 077</b>	<b>8 872</b>	<b>1 083 285</b>
South Africa	104 884	2 254 822	2 417	4 522	3 271 645
Angola	46 421	300 344	48	47	347 100
Botswana	1 751	42 819	0	166	44 736
Kenya	2 750	141 544	18	2 277	147 091
Rwanda	1 845	10 344	78	112	22 580
Other Africa	8 541	11 781	277	314	20 913
<b>EUROPE</b>	<b>160 004</b>	<b>66 020</b>	<b>3 822</b>	<b>3 871</b>	<b>233 717</b>
Germany	44 726	19 542	367	1 785	66 420
UK	16 897	5 513	1 377	1 187	24 974
Italy	15 108	2 168	19	107	17 402
France	14 284	1 495	110	245	16 134
Sweden/Norway	11 884	2 784	314	107	15 089
Austria	4 511	1 391	18	0	5 920
Netherlands/Belgium	7 307	3 794	46	279	11 426
Switzerland	11 267	4 739	172	194	16 372
Spain	4 750	1 721	462	167	6 100
Finland	2 484	13 115	0	0	15 600
Netherlands	6 155	2 701	0	447	9 303
Russia	2 172	178	146	0	2 496
Other Europe	5 745	2 294	1 181	47	9 267
<b>NORTH AMERICA</b>	<b>17 852</b>	<b>8 895</b>	<b>1 983</b>	<b>3 615</b>	<b>32 344</b>
USA	14 001	6 754	1 401	2 737	24 893
Canada	3 851	2 141	582	878	7 452
<b>OTHER</b>	<b>23 259</b>	<b>12 563</b>	<b>1 423</b>	<b>1 181</b>	<b>38 427</b>
Australia	3 994	11 74	17	416	7 131
Japan	1 200	575	29	47	1 851
China	16 808	2 171	0	0	18 979
Other Countries	9 741	5 669	1 267	719	17 496
<b>TOTAL</b>	<b>376 739</b>	<b>983 190</b>	<b>10 305</b>	<b>17 538</b>	<b>1 387 773</b>
<i>Row Percentage(%) Distribution</i>					
<b>AFRICA</b>	<b>16.2%</b>	<b>82.7%</b>	<b>0.3%</b>	<b>0.8%</b>	<b>100.0%</b>
South Africa	40.9%	67.3%	0.2%	1.3%	100.0%
Angola	10.4%	88.3%	0.0%	0.3%	100.0%
Botswana	3.9%	94.2%	0.0%	1.9%	100.0%
Kenya	2.0%	91.9%	0.0%	1.1%	100.0%
Rwanda	0.5%	88.7%	0.4%	1.4%	100.0%
Other Africa	40.0%	12.0%	1.3%	1.7%	100.0%
<b>EUROPE</b>	<b>68.5%</b>	<b>28.2%</b>	<b>1.6%</b>	<b>1.7%</b>	<b>100.0%</b>
Germany	26.9%	20.0%	0.4%	1.4%	100.0%
UK	16.3%	6.1%	4.4%	4.9%	100.0%
Italy	7.3%	2.1%	0.2%	1.3%	100.0%
France	10.3%	1.7%	0.9%	1.4%	100.0%
Sweden/Norway	34.3%	3.7%	7.4%	1.3%	100.0%
Austria	7.2%	2.4%	0.2%	0.3%	100.0%
Netherlands/Belgium	17.0%	8.1%	0.2%	2.7%	100.0%
Switzerland	16.1%	11.0%	1.1%	2.4%	100.0%
Spain	7.3%	18.7%	7.4%	1.3%	100.0%
Finland	15.4%	84.2%	0.0%	0.3%	100.0%
Netherlands	24.6%	2.8%	0.0%	0.5%	100.0%
Russia	47.2%	1.1%	1.7%	0.3%	100.0%
Other Europe	3.9%	2.1%	11.9%	0.2%	100.0%



<b>NORTH AMERICA</b>	<b>55.2%</b>	<b>27.5%</b>	<b>6.1%</b>	<b>11.2%</b>	<b>100.0%</b>
USA	52.1%	26.0%	5.9%	11.0%	100.0%
Canada	48.2%	28.2%	7.1%	10.2%	100.0%
<b>OTHER</b>	<b>60.5%</b>	<b>32.7%</b>	<b>3.7%</b>	<b>3.1%</b>	<b>100.0%</b>
Australia	46.1%	41.0%	8.0%	10.9%	100.0%
Taiwan	61.6%	34.2%	1.1%	2.4%	100.0%
Japan	76.6%	26.2%	0.7%	0.8%	100.0%
Other Countries	52.7%	34.8%	7.7%	0.8%	100.0%
<b>TOTAL</b>	<b>27.1%</b>	<b>70.8%</b>	<b>0.7%</b>	<b>1.3%</b>	<b>100.0%</b>
<i>Column Percentage(%) Distribution</i>					
<b>AFRICA</b>	<b>46.6%</b>	<b>91.1%</b>	<b>29.9%</b>	<b>50.6%</b>	<b>78.1%</b>
South Africa	28.9%	28.0%	21.8%	28.0%	28.4%
Egypt	14.7%	40.7%	0.5%	0.7%	34.7%
Nigeria	16.2%	8.7%	0.7%	5.0%	1.4%
Zambia	1.0%	14.4%	0.7%	13.0%	10.6%
Guinea	1.2%	6.2%	0.4%	4.1%	6.1%
Other Africa	3.2%	1.7%	2.1%	0.8%	0.7%
<b>EUROPE</b>	<b>42.5%</b>	<b>6.7%</b>	<b>37.1%</b>	<b>22.1%</b>	<b>16.8%</b>
Germany	18.1%	2.0%	11.7%	6.2%	5.2%
UK	4.9%	0.5%	15.7%	6.2%	1.0%
Italy	4.2%	0.4%	0.7%	0.0%	1.0%
France	4.1%	0.4%	1.3%	1.4%	1.2%
Switzerland	1.7%	0.4%	1.0%	0.6%	0.3%
Austria	1.2%	0.1%	0.4%	0.0%	0.4%
Belgium/Netherlands	1.2%	0.3%	0.5%	1.1%	1.7%
Sweden/Finland	2.7%	0.2%	1.7%	2.0%	1.1%
Norway	1.2%	0.1%	4.7%	0.1%	0.2%
Denmark	1.2%	1.4%	0.1%	0.0%	1.1%
Poland	1.6%	0.2%	0.7%	2.1%	0.2%
Russia	1.6%	0.3%	1.7%	0.0%	1.4%
Other Europe	1.7%	0.4%	15.2%	0.2%	0.2%
<b>NORTH AMERICA</b>	<b>4.7%</b>	<b>0.9%</b>	<b>19.2%</b>	<b>20.6%</b>	<b>2.3%</b>
USA	1.2%	0.5%	1.5%	10.2%	1.2%
Canada	1.0%	0.4%	5.4%	2.0%	0.5%
<b>OTHER</b>	<b>6.2%</b>	<b>1.3%</b>	<b>13.8%</b>	<b>6.7%</b>	<b>2.8%</b>
Australia	0.2%	0.4%	0.1%	4.7%	0.2%
Taiwan	0.2%	0.1%	0.3%	0.3%	0.1%
Japan	4.5%	0.7%	0.7%	0.0%	0.0%
Other Countries	2.1%	0.5%	16.2%	0.8%	1.4%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Table 8: Tourist Arrival by Nationality and Regional Border Posts, 2015

Nationality	Hosea Kutako Airport	Eros Airport	Walvisbay Airport	Northern Border Posts	North Eastern Border Posts	Southern Border Posts	Trans-Kalahari Border Post	Other Airports	Total
<b>AFRICA</b>	<b>136 232</b>	<b>766</b>	<b>37 132</b>	<b>304 088</b>	<b>306 787</b>	<b>209 832</b>	<b>84 930</b>	<b>3 518</b>	<b>1 083 285</b>
South Africa	73 125	156	33 562	13 478	39 055	15 194	37 719	8 093	861 828
Angola	46 136	83	130	234 410	103 294	45 457	1525	140	647 030
Botswana	1 587	11	130	312	13 483	541	28 160	5	31 181
Kenya	2 701	7	1 024	12 810	1 28 779	1 439	809	29	147 254
Malawi	5 395	5	1 022	1 204	14 110	4 918	20 007	14	26 497
Mozambique	2 245	3	1 024	1 184	2 172	2 488	1 458	138	20 639
<b>EUROPE</b>	<b>147 512</b>	<b>208</b>	<b>12 080</b>	<b>16 005</b>	<b>26 730</b>	<b>20 626</b>	<b>8 268</b>	<b>2 287</b>	<b>233 717</b>
Germany	67 434	56	2 205	1 002	9 384	7 052	3 184	148	79 723
UK	13 673	17	13 524	434	4 420	3 427	830	239	21 414
Italy	2 694	5	415	905	824	651	121	5	10 417
Netherlands	6 119	12	1 026	23	1 940	1 024	123	73	20 181
Switzerland	3 488	11	300	377	1 194	1 028	349	96	6 176
Austria	3 946	11	543	142	112	671	172	31	5 945
Belgium/Netherlands	4 207	11	526	262	2 524	2 604	1 075	86	12 347
Norway	9 982	17	120	546	2 102	1 129	237	21	15 524
Sweden	3 666	5	1 023	90	124	514	111	262	5 546
Portugal	2 182	49	229	10 523	2 346	270	125	1	15 584
Belgium	5 070	5	130	51	1 564	471	281	21	9 102
Denmark	1 978	21	192	86	31	62	3	113	2 496
Other Europe	4 298	5	429	773	375	501	309	206	9 373
<b>NORTH AMERICA</b>	<b>15 867</b>	<b>72</b>	<b>1 853</b>	<b>2 114</b>	<b>7 413</b>	<b>2 880</b>	<b>618</b>	<b>1 526</b>	<b>32 344</b>
USA	12 656	61	1 392	1 338	5 637	1 741	947	1 392	24 851
Canada	1 291	11	511	776	1 536	3 129	271	344	7 975
<b>OTHER</b>	<b>19 387</b>	<b>50</b>	<b>3 772</b>	<b>3 850</b>	<b>5 977</b>	<b>3 412</b>	<b>1 079</b>	<b>900</b>	<b>38 427</b>
Australia	2 282	3	121	0	2 436	1 176	377	41	7 305
Russia	483	17	288	188	424	121	3	29	1 985
China	2 426	11	1 345	1 137	582	82	134	1	11 531
Other Countries	8 272	22	1 497	2 637	2 335	2 010	138	529	17 497
<b>TOTAL</b>	<b>319 000</b>	<b>1 096</b>	<b>54 838</b>	<b>326 058</b>	<b>346 906</b>	<b>236 749</b>	<b>91 895</b>	<b>6 232</b>	<b>1 387 773</b>

Row Percentage(%) Distribution									
AFRICA	12.6%	0.1%	3.4%	28.1%	28.3%	19.4%	7.8%	0.3%	100.0%
North Africa	40.0%	0.2%	9.0%	6.9%	11.3%	4.3%	10.0%	0.9%	100.3%
Europe	10.3%	0.0%	0.0%	61.9%	18.0%	10.0%	0.0%	0.0%	100.3%
Southwest	3.0%	0.0%	0.4%	3.0%	41.0%	0.2%	61.4%	0.0%	100.3%
South	1.0%	0.0%	0.2%	3.0%	80.2%	1.0%	0.0%	0.0%	100.3%
Southwest	2.0%	0.0%	1.4%	1.0%	97.0%	12.1%	80.0%	0.0%	100.3%
Other Africa	6.0%	0.0%	1.0%	2.0%	20.0%	14.0%	9.2%	0.0%	100.3%
EUROPE	63.1%	0.1%	5.2%	6.8%	11.4%	8.8%	3.5%	1.0%	100.0%
Germany	24.0%	0.1%	2.0%	1.0%	9.0%	7.0%	4.1%	0.2%	100.3%
UK	15.2%	0.1%	1.1%	1.0%	1.0%	1.0%	3.2%	4.0%	100.3%
Italy	7.0%	0.1%	4.0%	2.0%	4.0%	5.0%	1.2%	0.0%	100.3%
France	9.0%	0.1%	5.0%	1.0%	9.0%	5.0%	2.0%	0.2%	100.3%
Scandinavia	6.0%	0.1%	1.0%	1.0%	1.0%	13.0%	2.0%	1.0%	100.3%
Eastern	5.0%	0.2%	4.0%	1.0%	4.0%	9.0%	2.0%	0.1%	100.3%
Belgium/Netherlands	4.0%	0.1%	4.0%	1.0%	1.0%	19.0%	7.0%	0.2%	100.3%
Netherlands	3.0%	0.1%	2.0%	4.0%	1.0%	11.0%	4.0%	0.1%	100.3%
Austria	3.0%	0.1%	1.0%	5.0%	4.0%	7.0%	1.0%	0.0%	100.3%
Spain	1.0%	0.1%	1.0%	0.0%	0.0%	7.0%	1.0%	0.0%	100.3%
Portugal	1.0%	0.1%	1.0%	0.0%	1.0%	1.0%	0.0%	0.0%	100.3%
Belgium	5.0%	0.1%	1.0%	1.0%	1.0%	9.0%	0.1%	0.0%	100.3%
Sweden	9.0%	0.0%	7.0%	1.0%	2.0%	2.0%	0.0%	0.0%	100.3%
Other Europe	21.0%	0.1%	10.0%	4.0%	4.0%	10.0%	1.0%	2.0%	100.3%
NORTH AMERICA	49.1%	0.2%	5.7%	6.5%	22.0%	8.0%	1.9%	4.7%	100.0%
USA	61.0%	0.2%	5.0%	6.4%	3.0%	7.0%	1.4%	4.0%	100.3%
Canada	41.0%	0.1%	6.0%	10.0%	19.0%	14.0%	3.0%	4.1%	100.3%
OTHER	50.5%	0.1%	9.8%	10.0%	15.6%	8.0%	2.8%	2.3%	100.0%
Asia/India	37.0%	0.0%	4.0%	1.0%	32.0%	15.0%	5.0%	0.0%	100.3%
Russia	4.0%	0.0%	14.0%	9.0%	20.0%	6.0%	0.0%	0.0%	100.3%
China	5.0%	0.1%	11.0%	14.0%	5.0%	0.0%	1.0%	0.0%	100.3%
Other/Caribbean	27.0%	0.1%	4.0%	11.0%	1.0%	11.0%	3.0%	4.0%	100.3%
TOTAL	23.0%	0.1%	4.0%	23.5%	25.0%	17.1%	6.8%	0.6%	100.0%



Column Percentage(%) Distribution									
AFRICA	42.7%	69.9%	67.7%	93.3%	88.4%	88.6%	89.5%	42.7%	78.1%
Africa Africa	22.2%	60.0%	31.2%	6.2%	11.2%	33.0%	89.2%	37.8%	25.2%
	14.0%	7.5%	10.0%	48.2%	3.2%	45.1%	6.6%	2.2%	32.2%
	20.0%	1.0%	10.0%	1.0%	1.0%	0.0%	51.0%	0.0%	3.2%
	24.0%	0.0%	1.2%	4.0%	32.1%	6.6%	6.5%	0.0%	10.0%
	1.2%	0.2%	1.2%	1.4%	9.0%	1.0%	21.2%	0.2%	3.1%
	2.0%	0.0%	1.2%	1.4%	1.0%	1.2%	2.0%	2.0%	1.2%
EUROPE	46.2%	19.0%	22.0%	4.9%	7.7%	8.7%	8.7%	27.8%	16.8%
Europe Europe	21.0%	5.0%	4.0%	1.4%	2.0%	1.0%	3.9%	1.0%	0.2%
	4.2%	1.0%	6.0%	1.0%	1.0%	1.0%	0.0%	9.0%	1.0%
	2.4%	0.2%	0.0%	1.2%	0.2%	0.2%	0.1%	0.1%	0.0%
	3.0%	1.0%	2.0%	1.0%	0.0%	0.1%	0.0%	1.4%	1.0%
	1.4%	1.0%	3.0%	1.0%	0.0%	0.0%	0.0%	1.2%	0.0%
	1.2%	1.0%	1.0%	1.0%	0.1%	0.2%	0.2%	0.1%	0.0%
Russia/Asia/Other	2.0%	1.0%	1.0%	1.0%	0.2%	1.0%	1.0%	1.2%	1.0%
	1.0%	1.0%	0.0%	1.2%	0.0%	0.0%	0.2%	0.0%	1.1%
	1.0%	0.2%	2.0%	1.0%	0.2%	0.2%	0.1%	2.0%	0.0%
	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	1.9%	0.2%	0.0%	1.0%	0.2%	0.0%	0.2%	1.0%	0.2%
	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0%	0.2%
Other/Other	1.0%	0.0%	0.2%	1.2%	0.2%	0.0%	0.0%	0.0%	0.2%
	5.0%	6.6%	3.4%	0.6%	2.1%	1.2%	0.7%	18.5%	2.3%
USA	3.9%	5.0%	2.4%	1.4%	1.2%	0.2%	0.4%	14.0%	1.0%
Canada	1.0%	1.0%	0.0%	1.2%	0.1%	0.1%	0.2%	0.0%	0.0%
	6.1%	4.6%	6.9%	1.2%	1.7%	1.4%	1.1%	10.9%	2.8%
Australia	0.9%	0.0%	1.2%	1.0%	0.2%	0.0%	0.4%	0.0%	0.0%
	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	2.3%	1.0%	2.4%	1.2%	0.2%	0.0%	0.2%	0.0%	0.0%
	2.6%	2.0%	2.2%	1.0%	0.2%	0.0%	0.5%	10.0%	1.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 9: Tourist Arrivals by Nationality and Intended Length of Stay, 2015

Nationality	2-3 days	4-7 days	8-14 days	15-21 days	22 - 364 days	Total Tourist Arrivals	Average Duration of stay
<b>AFRICA</b>	<b>150 161</b>	<b>270 667</b>	<b>278 219</b>	<b>142 242</b>	<b>241 994</b>	<b>1 083 285</b>	<b>20</b>
Algeria, DRC	48 555	706 063	55 957	42 345	153 953	567 873	22
Angola	20 540	923 382	32 514	66 568	127 172	1 447 638	22
Egypt	14 554	14 952	9 510	2 746	6 836	45 598	14
Kenya	11 651	24 546	49 255	59 365	26 729	537 754	16
Mali	6 134	13 651	57 745	6 882	26 185	30 545	21
Other Africa	1 949	11 859	1 114	2 161	1 891	20 636	21
<b>EUROPE</b>	<b>24 547</b>	<b>37 445</b>	<b>81 403</b>	<b>55 781</b>	<b>34 541</b>	<b>233 717</b>	<b>17</b>
Austria	6 411	12 812	32 542	25 181	15 861	56 276	15
Belgium	2 177	5 456	22 54	4 367	9 166	29 372	16
France	74	1 121	10 29	2 431	238	16 465	15
Germany	1 614	2 888	8 538	4 836	1 957	28 189	14
Italy	1 817	2 116	2 130	1 472	1 491	8 038	16
Netherlands	548	988	2 238	1 456	838	5 061	15
Portugal/Switzerland	2 051	1 910	4 118	3 221	2 184	13 567	11
Spain	1 164	1 686	1 538	4 674	2 490	15 521	13
Sweden	741	1 222	3 613	1 439	517	6 546	14
United Kingdom	4 234	3 488	1 119	2 551	2 303	14 381	14
Other Europe	306	1 139	7 357	2 688	985	59 537	16
France	206	461	883	367	431	2 495	21
Other Europe	1 028	1 626	7 474	1 321	1 631	59 537	21
<b>NORTH AMERICA</b>	<b>5 237</b>	<b>8 609</b>	<b>9 519</b>	<b>4 368</b>	<b>4 612</b>	<b>32 344</b>	<b>16</b>
USA	1 919	6 846	7 040	3 211	1 170	24 435	15
Canada	1 318	1 762	2 478	1 153	1 287	7 931	16
<b>OTHER</b>	<b>5 251</b>	<b>9 315</b>	<b>9 542</b>	<b>4 411</b>	<b>9 908</b>	<b>38 427</b>	<b>24</b>
Antarctic	1 416	1 117	2 719	1 238	1 119	7 609	13
Brazil	417	121	429	145	367	1 690	20
China	598	2 729	2 009	362	4 280	15 485	33
Other Overseas	2 422	4 738	4 396	2 216	1 682	17 467	21
<b>TOTAL</b>	<b>185 196</b>	<b>326 036</b>	<b>378 684</b>	<b>206 802</b>	<b>291 055</b>	<b>1 387 773</b>	<b>18</b>

Row Percentage(%) Distribution									
AFRICA	13.9%	25.0%	25.7%	13.1%	22.3%	100.0%	20		
South Africa	13.9%	25.4%	31.0%	6.4%	15.3%	100.0%	22		
Zambia	13.8%	23.4%	28.6%	14.9%	24.3%	100.0%	23		
Lesotho	24.2%	32.2%	21.1%	6.3%	16.2%	100.0%	24		
Zambia	7.9%	21.3%	29.9%	25.9%	18.1%	100.0%	26		
Malawi	8.8%	25.0%	24.0%	5.2%	37.4%	100.0%	31		
Other Africa	9.4%	26.1%	26.3%	10.3%	28.7%	100.0%	26		
EUROPE	10.5%	16.0%	34.8%	23.9%	14.8%	100.0%	17		
Germany	7.1%	24.1%	33.1%	28.2%	17.5%	100.0%	27		
UK	12.8%	22.3%	34.8%	16.9%	17.1%	100.0%	26		
Italy	6.8%	23.3%	38.5%	20.3%	7.9%	100.0%	23		
France	8.8%	24.1%	34.3%	23.3%	9.6%	100.0%	24		
Switzerland	11.9%	24.8%	29.8%	16.2%	18.8%	100.0%	26		
Austria	9.2%	20.2%	37.4%	20.2%	14.8%	100.0%	25		
Netherlands/Belgium	14.8%	23.8%	32.3%	23.8%	15.6%	100.0%	24		
Sweden/Finland	10.8%	23.9%	33.8%	30.1%	11.9%	100.0%	27		
Austria	11.4%	18.2%	39.4%	29.1%	8.9%	100.0%	24		
Portugal	22.3%	22.2%	22.8%	22.3%	14.4%	100.0%	24		
Belgium	15.8%	24.9%	34.1%	25.8%	18.1%	100.0%	26		
France	14.2%	18.1%	31.2%	13.9%	17.4%	100.0%	21		
Other Europe	12.3%	27.2%	27.8%	14.3%	17.4%	100.0%	21		
NORTH AMERICA	16.2%	26.6%	29.4%	13.5%	14.3%	100.0%	16		
USA	16.8%	28.2%	28.8%	13.3%	13.8%	100.0%	23		
Canada	16.2%	23.2%	31.2%	14.1%	15.7%	100.0%	26		
OTHER	13.7%	24.2%	24.8%	11.5%	25.8%	100.0%	24		
Atlantic	18.9%	31.4%	36.2%	14.6%	14.9%	100.0%	27		
Asia	22.2%	30.2%	21.8%	7.2%	18.4%	100.0%	30		
Oceania	8.8%	28.1%	17.2%	8.4%	41.2%	100.0%	22		
Other Oceania	13.8%	24.2%	24.1%	12.2%	26.1%	100.0%	24		
TOTAL	13.3%	23.5%	27.3%	14.9%	21.0%	100.0%	18		



Column Percentage(%) Distribution							
AFRICA	81.1%	83.0%	73.5%	68.8%	83.1%	78.1%	20
South Africa	26.4%	32.8%	28.8%	15.9%	18.5%	25.4%	17
Angola	38.1%	29.3%	24.3%	32.2%	42.0%	32.2%	17
Botswana	5.9%	4.6%	2.5%	1.3%	2.4%	3.2%	14
Zambia	6.3%	10.5%	11.7%	14.9%	9.2%	10.6%	18
Zimbabwe	3.3%	4.2%	4.7%	3.3%	9.1%	5.1%	31
Other Africa	1.1%	1.6%	1.5%	1.0%	2.0%	1.5%	25
EUROPE	13.3%	11.5%	21.5%	27.0%	11.9%	16.8%	17
Germany	3.5%	3.9%	7.9%	12.4%	5.4%	6.5%	19
UK	1.7%	1.7%	2.4%	2.1%	1.1%	1.8%	16
Italy	0.4%	0.5%	1.3%	1.2%	0.3%	0.8%	16
France	0.9%	0.9%	2.4%	2.3%	0.7%	1.5%	14
Scandinavia	0.5%	0.6%	0.7%	0.7%	0.5%	0.6%	18
Austria	0.3%	0.3%	0.6%	0.7%	0.3%	0.4%	19
Holland/Netherlands	1.1%	0.6%	1.2%	1.6%	0.8%	1.0%	15
Switzerland	0.8%	0.5%	1.4%	2.3%	0.8%	1.1%	17
Spain	0.4%	0.4%	0.7%	0.7%	0.2%	0.5%	14
Portugal	2.3%	1.1%	0.9%	1.0%	0.8%	1.1%	14
Belgium	0.5%	0.3%	0.9%	1.3%	0.3%	0.7%	16
Russia	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	21
Other Europe	0.6%	0.5%	0.9%	0.7%	0.6%	0.7%	21
NORTH AMERICA	2.8%	2.6%	2.5%	2.1%	1.6%	2.3%	16
USA	2.1%	2.1%	1.9%	1.6%	1.2%	1.8%	16
Canada	0.7%	0.5%	0.7%	0.5%	0.4%	0.6%	16
OTHER	2.8%	2.9%	2.5%	2.1%	3.4%	2.8%	24
Australia	0.8%	0.4%	0.7%	0.5%	0.4%	0.5%	17
Brazil	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	20
China	0.5%	0.8%	0.5%	0.5%	1.6%	0.8%	37
Other Countries	1.3%	1.5%	1.2%	1.1%	1.3%	1.3%	23
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	18

Table 10: Tourist Arrivals by Nationality and Month, 2015

Nationality	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
<b>AFRICA</b>	<b>73 176</b>	<b>79 331</b>	<b>82 226</b>	<b>81 732</b>	<b>85 359</b>	<b>82 065</b>	<b>93 090</b>	<b>99 310</b>	<b>101 835</b>	<b>97 153</b>	<b>87 405</b>	<b>121 403</b>	<b>1 083 285</b>
South Africa	25 596	25 670	25 837	30 458	25 334	34 511	33 620	29 853	20 632	25 226	24 793	42 497	260 524
Angola	10 117	25 145	37 225	10 732	38 529	30 441	17 983	43 084	44 520	50 346	43 379	34 650	407 338
Malawi	2 824	3 125	1 438	3 438	1 122	2 623	3 093	4 002	2 140	3 136	2 343	8 179	25 094
Zambia	4 790	1 475	4 468	2 302	10 354	3 005	10 000	11 603	10 406	19 882	33 430	22 540	142 258
Swaziland	4 120	1 230	1 510	5 290	4 580	5 290	5 290	6 290	6 430	1 500	6 004	5 612	30 043
Other Africa	1 287	1 249	1 152	2 163	1 244	1 382	1 338	5 546	1 102	1 350	2 342	2 490	20 558
<b>EUROPE</b>	<b>13 552</b>	<b>13 342</b>	<b>14 949</b>	<b>20 988</b>	<b>14 716</b>	<b>12 096</b>	<b>24 919</b>	<b>27 115</b>	<b>22 127</b>	<b>27 016</b>	<b>23 131</b>	<b>19 806</b>	<b>233 717</b>
Australia	6 587	11 423	6 410	15 982	6 453	8 832	11 999	11 051	8 004	11 566	9 605	8 002	90 298
UK	1 514	1 166	1 150	2 124	1 422	1 254	2 393	3 410	2 982	2 104	2 100	2 432	25 812
Italy	365	307	451	430	506	360	1 094	1 510	1 202	266	1 223	1 149	10 466
France	161	1 166	1 096	2 105	1 295	1 001	3 370	2 100	1 658	2 105	1 402	1 730	20 038
Germany	290	303	212	338	330	438	487	1 338	334	903	307	433	85 300
Norway	307	685	304	436	295	279	511	364	211	303	632	331	3 943
Holland/Austria/Swiz	203	411	349	317	1 167	307	2 995	1 160	1 100	1 338	1 193	1 131	13 967
Switzerland	218	325	984	1 248	1 153	636	2 398	1 052	1 936	2 023	1 200	248	15 323
Spain	237	206	453	320	339	280	424	1 624	575	331	294	212	3 556
Portugal	403	1 172	1 674	1 187	825	538	1 114	1 225	1 136	1 200	2 009	1 031	15 341
Belgium	194	404	440	630	460	430	1 435	1 113	1 112	902	963	400	9 660
Canada	100	125	204	236	150	115	191	249	114	374	234	112	2 490
Other Europe	229	1 140	493	1 525	323	520	1 100	1 045	620	324	702	137	9 313
<b>NORTH AMERICA</b>	<b>1 654</b>	<b>1 161</b>	<b>2 050</b>	<b>3 175</b>	<b>3 620</b>	<b>3 025</b>	<b>3 274</b>	<b>2 633</b>	<b>3 132</b>	<b>2 911</b>	<b>2 497</b>	<b>2 913</b>	<b>32 344</b>
USA	1 118	510	1 500	2 131	1 324	2 414	2 550	2 004	2 435	2 254	1 530	2 025	20 437
Canada	536	530	550	543	316	611	523	629	696	656	967	887	7 906
<b>OTHER</b>	<b>3 226</b>	<b>1 940</b>	<b>2 591</b>	<b>4 206</b>	<b>2 514</b>	<b>3 067</b>	<b>4 125</b>	<b>3 786</b>	<b>4 557</b>	<b>3 578</b>	<b>2 928</b>	<b>2 910</b>	<b>38 437</b>
Australia	316	215	334	536	624	577	1 135	364	1 246	121	439	402	7 129
Israel	300	336	300	190	136	176	153	51	244	20	161	313	1 093
China	629	107	1 030	1 055	215	1 111	1 292	1 288	376	934	588	326	11 462
Other Countries	491	1 355	1 120	2 253	1 334	1 152	1 290	1 730	2 004	1 024	1 344	1 216	12 412
<b>TOTAL</b>	<b>90 609</b>	<b>96 075</b>	<b>101 775</b>	<b>110 101</b>	<b>106 208</b>	<b>100 253</b>	<b>125 408</b>	<b>132 843</b>	<b>131 651</b>	<b>130 658</b>	<b>115 561</b>	<b>146 631</b>	<b>1 387 773</b>

Row Percentage(%) Distribution													
AFRICA	6.8%	7.3%	7.6%	7.5%	7.9%	7.6%	8.6%	9.4%	9.0%	8.0%	11.2%	100.0%	
South Africa	6.4%	7.1%	6.4%	6.9%	7.1%	6.6%	9.0%	8.1%	7.3%	7.1%	12.1%	100.0%	
Angola	6.7%	6.1%	6.4%	7.1%	6.7%	6.6%	8.1%	10.1%	9.0%	9.7%	8.7%	100.0%	
Botswana	6.4%	6.1%	7.1%	7.7%	7.6%	6.6%	8.0%	10.9%	7.1%	6.3%	16.1%	100.0%	
Kenya	6.0%	6.9%	6.0%	6.9%	6.1%	6.6%	7.9%	11.0%	12.6%	7.9%	1.1%	100.0%	
Madagascar	6.4%	6.1%	7.6%	6.6%	6.1%	6.1%	6.6%	9.3%	7.1%	7.1%	6.1%	100.0%	
Mozambique	6.4%	7.1%	6.1%	11.1%	6.1%	6.7%	6.9%	7.7%	9.1%	1.6%	10.1%	100.0%	
EUROPE	5.8%	5.7%	6.4%	9.0%	6.3%	5.2%	10.7%	9.5%	11.6%	9.9%	6.5%	100.0%	
Germany	7.4%	6.1%	7.1%	6.6%	6.7%	6.6%	1.0%	6.9%	14.1%	10.1%	6.6%	100.0%	
U.K.	6.4%	6.7%	7.6%	11.3%	6.6%	6.9%	1.4%	11.1%	8.8%	6.8%	6.7%	100.0%	
Italy	7.4%	7.1%	6.4%	8.9%	6.6%	7.1%	11.4%	11.1%	7.8%	15.7%	16.1%	100.0%	
France	6.4%	6.3%	6.4%	11.3%	6.6%	6.7%	15.3%	11.1%	10.9%	7.2%	6.7%	100.0%	
Spain	6.0%	6.4%	6.9%	9.6%	6.8%	6.6%	6.9%	10.9%	16.6%	16.1%	11.1%	100.0%	
Sweden	6.3%	11.5%	6.6%	6.6%	6.6%	6.7%	16.3%	6.6%	16.1%	6.1%	13.6%	100.0%	
India/Netherlands	5.1%	4.7%	4.6%	5.6%	6.1%	6.7%	17.7%	6.7%	11.4%	13.1%	6.1%	100.0%	
Poland/Canada	9.1%	11.7%	6.7%	8.1%	7.1%	6.1%	16.9%	12.1%	15.3%	9.7%	6.1%	100.0%	
Japan	1.1%	4.7%	7.7%	8.1%	6.6%	6.4%	14.3%	16.6%	5.8%	4.7%	6.8%	100.0%	
Portugal	1.1%	6.1%	6.3%	7.13%	6.1%	6.6%	6.9%	6.6%	6.1%	12.5%	6.7%	100.0%	
Belgium	1.3%	4.2%	4.3%	5.9%	6.1%	6.1%	21.7%	17.9%	11.1%	16.1%	6.6%	100.0%	
China	15.1%	1.0%	6.3%	11.7%	6.4%	6.6%	7.9%	6.6%	15.1%	6.7%	6.1%	100.0%	
Other/Other	7.6%	11.7%	4.3%	17.9%	6.4%	6.7%	11.1%	6.6%	5.8%	7.5%	5.4%	100.0%	
NORTH AMERICA	5.1%	4.5%	6.3%	9.8%	11.2%	9.1%	10.1%	9.7%	9.0%	7.7%	9.0%	100.0%	
USA	9.9%	1.1%	6.3%	8.6%	12.6%	9.9%	16.1%	16.9%	9.4%	6.4%	6.4%	100.0%	
Canada	6.9%	6.3%	6.3%	11.3%	7.6%	7.7%	7.4%	6.6%	7.1%	11.6%	11.1%	100.0%	
OTHER	5.8%	5.0%	6.7%	10.9%	6.5%	6.0%	10.7%	11.9%	9.3%	7.6%	7.6%	100.0%	
Australia	7.6%	7.9%	6.5%	7.9%	7.4%	7.7%	15.1%	11.5%	4.4%	5.6%	6.1%	100.0%	
UK/Japan	5.1%	7.1%	6.4%	11.3%	8.6%	6.6%	6.7%	16.1%	7.9%	6.3%	16.3%	100.0%	
Other	6.1%	4.4%	6.7%	11.1%	6.6%	10.1%	9.1%	6.6%	6.7%	6.6%	6.1%	100.0%	
Other/Other	9.6%	6.7%	6.1%	12.5%	6.1%	6.6%	6.9%	11.5%	16.1%	7.5%	7.1%	100.0%	
TOTAL	6.5%	6.9%	7.3%	7.9%	7.7%	7.2%	9.0%	9.5%	9.4%	8.3%	10.6%	100.0%	



Column Percentage(%) Distribution												
AFRICA	80.8%	82.6%	80.8%	74.2%	80.4%	81.9%	74.2%	74.8%	77.4%	74.4%	75.3%	78.1%
South Africa	29.5%	25.1%	29.1%	29.2%	29.5%	34.5%	28.3%	21.1%	21.2%	26.1%	21.6%	25.4%
Angola	12.7%	30.9%	35.7%	29.2%	35.4%	20.2%	21.3%	21.9%	31.3%	32.9%	32.5%	27.5%
Zimbabwe	3.4%	7.1%	1.0%	5.1%	3.4%	2.7%	2.9%	2.0%	3.5%	2.9%	3.9%	1.2%
Zambia	10.1%	14.2%	4.4%	5.1%	11.1%	7.0%	3.5%	11.4%	12.9%	15.2%	7.3%	10.2%
Malawi	2.3%	2.0%	1.4%	5.8%	4.1%	12.3%	6.9%	4.3%	4.9%	4.3%	4.0%	5.1%
Other Africa	1.4%	1.1%	1.9%	1.9%	1.2%	1.2%	1.1%	1.1%	1.2%	1.9%	3.1%	1.3%
EUROPE	15.0%	13.9%	14.6%	19.1%	13.9%	12.1%	19.9%	20.4%	16.8%	20.7%	20.0%	13.5%
Germany	2.3%	4.2%	5.2%	5.4%	5.2%	4.4%	4.1%	3.3%	5.1%	10.1%	3.2%	5.2%
UK	1.4%	1.9%	1.9%	2.6%	1.3%	1.3%	2.9%	1.8%	2.3%	1.1%	1.9%	1.8%
Italy	1.4%	1.9%	1.9%	1.4%	1.4%	10.3%	1.9%	1.9%	10.3%	3.0%	1.1%	10.3%
France	1.0%	1.1%	1.1%	1.9%	1.2%	1.1%	4.0%	1.3%	1.4%	1.9%	1.3%	1.3%
Spain	0.8%	0.9%	0.7%	0.8%	0.3%	1.1%	1.3%	0.2%	1.7%	1.3%	0.8%	0.3%
Sweden	1.4%	1.9%	1.9%	1.4%	1.4%	1.4%	1.1%	0.3%	1.4%	1.0%	1.9%	0.4%
Netherlands	0.8%	0.8%	0.8%	1.7%	1.1%	10.3%	2.0%	0.9%	10.3%	1.3%	1.3%	1.3%
Belgium	0.8%	0.8%	0.8%	1.0%	1.8%	1.3%	7.2%	0.8%	1.4%	1.4%	1.3%	1.1%
Portugal	0.3%	0.2%	0.2%	0.3%	0.4%	0.3%	1.3%	1.3%	0.4%	1.3%	0.5%	0.2%
Poland	0.4%	1.1%	1.1%	2.9%	0.4%	1.1%	1.5%	1.3%	0.9%	1.9%	1.3%	1.1%
Other Europe	0.5%	0.5%	0.5%	0.5%	0.4%	0.4%	1.2%	0.9%	0.4%	1.3%	0.5%	0.5%
Other Europe	0.3%	1.1%	0.4%	1.3%	0.4%	0.3%	1.9%	0.9%	0.3%	1.2%	0.2%	0.2%
NORTH AMERICA	1.8%	1.5%	2.0%	2.9%	3.4%	3.0%	2.6%	2.0%	2.4%	2.2%	2.2%	2.3%
USA	1.3%	1.0%	1.5%	2.1%	2.4%	2.4%	2.0%	1.5%	1.9%	1.9%	1.9%	1.8%
Canada	0.3%	0.5%	0.5%	0.8%	0.9%	0.6%	0.6%	0.4%	0.5%	0.3%	0.3%	0.5%
OTHER	2.5%	2.0%	2.5%	3.8%	2.4%	3.1%	3.3%	2.8%	3.5%	2.7%	2.5%	2.0%
Australia	0.3%	0.7%	0.4%	0.3%	0.9%	0.6%	1.9%	0.3%	0.9%	1.3%	0.4%	0.3%
Japan	0.1%	0.1%	0.1%	0.3%	0.2%	0.2%	0.1%	0.3%	0.2%	0.1%	0.1%	0.1%
China	0.4%	0.2%	1.0%	1.4%	0.7%	1.4%	0.3%	1.3%	0.7%	1.3%	0.5%	0.4%
Other Countries	0.9%	1.1%	1.1%	2.1%	1.4%	1.4%	1.4%	1.4%	1.9%	1.9%	1.4%	1.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 11: Tourist Arrivals by Nationality and Seasonality, 2015

Nationality	QUARTER					SEASONALITY				
	Jan-March	April-June	July-Sept	Oct-Dec	TOTAL	Jan-Apr	May-Sept	Oct-Dec	TOTAL	
<b>AFRICA</b>	<b>234 733</b>	<b>249 156</b>	<b>294 235</b>	<b>305 161</b>	<b>1 083 285</b>	<b>316 465</b>	<b>461 659</b>	<b>305 161</b>	<b>1 083 285</b>	
Algeria	26 229	9 429	25 038	50 744	111 439	131 319	187 194	50 744	369 257	30 024
Angola	46 065	106 856	2 756 254	322 816	4 541 931	1 202 273	3 953 100	322 816	5 478 189	4 933 026
Botswana	4 422	5 003	15 360	14 444	41 129	12 394	16 708	14 444	43 546	4 000
Zambia	28 045	26 006	45 002	10 400	109 453	26 721	60 425	12 400	99 546	152 248
Zimbabwe	32 000	10 609	16 004	30 400	79 013	34 200	24 000	30 400	88 600	30 000
<b>Other Africa</b>	<b>4 000</b>	<b>5 000</b>	<b>4 000</b>	<b>4 000</b>	<b>18 000</b>	<b>4 000</b>	<b>7 200</b>	<b>4 000</b>	<b>15 200</b>	<b>20 000</b>
<b>EUROPE</b>	<b>41 803</b>	<b>47 800</b>	<b>74 161</b>	<b>69 953</b>	<b>233 717</b>	<b>62 791</b>	<b>100 973</b>	<b>69 953</b>	<b>233 717</b>	
Germany	32 500	35 400	49 704	30 700	158 304	34 200	54 000	30 700	118 900	30 000
FR	4 000	5 000	8 000	4 000	21 000	2 500	10 000	4 000	16 500	25 000
Italy	700	1 500	4 000	5 000	11 200	1 000	2 500	5 000	9 500	10 000
France	2 000	4 000	7 000	4 000	17 000	3 000	10 000	4 000	17 000	20 000
Spain	2 700	1 000	1 000	5 000	6 700	1 000	2 000	5 000	8 000	8 000
Other Europe	1 400	1 000	1 000	1 000	4 400	1 000	2 000	1 000	4 000	5 000
Netherlands	1 000	2 000	4 000	2 000	9 000	2 500	4 000	2 000	8 500	10 000
Switzerland	2 000	2 000	3 000	2 000	9 000	3 000	3 000	2 000	11 000	10 000
Spain	1 000	1 000	3 000	1 000	6 000	1 000	4 000	1 000	6 000	5 000
Portugal	2 000	4 000	3 000	2 000	11 000	3 000	4 000	2 000	13 000	10 000
Belgium	1 000	1 000	2 000	1 000	6 000	1 000	2 000	1 000	6 000	5 000
Other	200	200	1 000	300	1 700	1 000	400	300	1 700	2 000
<b>Other Europe</b>	<b>1 700</b>	<b>2 000</b>	<b>2 000</b>	<b>1 000</b>	<b>6 700</b>	<b>3 000</b>	<b>4 000</b>	<b>1 000</b>	<b>12 000</b>	<b>10 000</b>
<b>NORTH AMERICA</b>	<b>5 166</b>	<b>9 820</b>	<b>9 039</b>	<b>8 320</b>	<b>32 344</b>	<b>8 340</b>	<b>15 684</b>	<b>8 320</b>	<b>32 344</b>	
USA	3 000	4 000	4 000	4 000	15 000	1 000	12 000	4 000	27 000	25 000
Canada	1 000	2 000	1 000	2 000	6 000	2 000	3 000	2 000	7 000	5 000
<b>OTHER</b>	<b>6 757</b>	<b>9 786</b>	<b>12 468</b>	<b>9 415</b>	<b>38 427</b>	<b>10 963</b>	<b>18 048</b>	<b>9 415</b>	<b>38 427</b>	
Australia	1 000	1 000	4 000	1 000	7 000	1 000	4 000	1 000	6 000	5 000
New Zealand	200	200	200	200	800	200	200	200	800	1 000
China	2 000	2 000	4 000	2 000	10 000	3 000	5 000	2 000	10 000	10 000
Other Countries	3 000	4 000	5 000	2 000	14 000	3 000	4 000	2 000	9 000	10 000
<b>TOTAL</b>	<b>288 459</b>	<b>316 562</b>	<b>389 902</b>	<b>392 850</b>	<b>1 387 773</b>	<b>398 560</b>	<b>596 363</b>	<b>392 850</b>	<b>1 387 773</b>	

Row Percentages (%) Distribution

AFRICA	21.7%	23.0%	27.2%	28.2%	100.0%	29.2%	42.6%	28.2%	100.0%
North Africa	27.0%	26.1%	4.6%	25.2%	100.0%	33.9%	45.4%	20.7%	100.0%
Europe	31.3%	32.0%	21.2%	23.3%	100.0%	28.0%	31.3%	28.2%	100.0%
North America	19.0%	21.1%	23.2%	32.0%	100.0%	23.3%	30.0%	21.1%	100.0%
Asia	19.0%	14.0%	21.2%	24.2%	100.0%	21.0%	31.9%	24.8%	100.0%
South America	20.2%	22.2%	20.2%	24.2%	100.0%	24.0%	40.0%	28.0%	100.0%
Other Africa	22.2%	22.3%	2.2%	21.2%	100.0%	22.3%	31.3%	21.0%	100.0%
EUROPE	17.9%	20.5%	31.7%	29.9%	100.0%	26.9%	43.2%	29.9%	100.0%
Germany	20.2%	24.2%	20.2%	25.2%	100.0%	24.2%	32.3%	23.3%	100.0%
UK	18.0%	21.2%	25.2%	25.2%	100.0%	25.0%	45.0%	25.0%	100.0%
Italy	6.0%	16.0%	48.0%	25.0%	100.0%	16.0%	32.0%	28.0%	100.0%
France	16.0%	22.0%	32.0%	24.0%	100.0%	22.0%	40.0%	28.0%	100.0%
Spain	26.0%	18.0%	22.0%	24.0%	100.0%	22.0%	31.3%	22.0%	100.0%
Belgium	22.0%	18.0%	28.0%	28.0%	100.0%	22.0%	32.0%	28.0%	100.0%
Sweden	17.0%	30.1%	24.0%	23.0%	100.0%	21.0%	32.0%	21.0%	100.0%
Netherlands	16.0%	21.0%	20.0%	25.0%	100.0%	22.0%	32.0%	22.0%	100.0%
Denmark	22.0%	14.0%	28.0%	28.0%	100.0%	22.0%	32.0%	28.0%	100.0%
Poland	16.0%	20.0%	28.0%	28.0%	100.0%	24.0%	29.0%	24.0%	100.0%
Portugal	18.0%	22.0%	28.0%	28.0%	100.0%	22.0%	32.0%	28.0%	100.0%
Belgium	18.0%	22.0%	28.0%	28.0%	100.0%	22.0%	32.0%	28.0%	100.0%
Russia	24.1%	22.2%	22.0%	25.2%	100.0%	24.0%	31.3%	25.0%	100.0%
Other Europe	18.0%	21.0%	30.0%	20.0%	100.0%	22.0%	32.0%	28.0%	100.0%
NORTH AMERICA	16.0%	30.4%	27.9%	25.7%	100.0%	25.8%	48.5%	25.7%	100.0%
US	18.0%	31.0%	25.0%	24.0%	100.0%	24.0%	31.3%	24.0%	100.0%
Canada	19.0%	30.0%	25.0%	23.0%	100.0%	25.0%	34.0%	21.0%	100.0%
OTHER	17.6%	25.5%	32.4%	24.5%	100.0%	28.5%	47.0%	24.5%	100.0%
Australia	18.0%	24.0%	24.0%	15.0%	100.0%	24.0%	34.0%	15.0%	100.0%
New Zealand	18.0%	22.0%	23.0%	28.0%	100.0%	22.0%	34.0%	28.0%	100.0%
China	20.0%	30.0%	28.0%	22.0%	100.0%	22.0%	32.0%	22.0%	100.0%
Other Countries	14.0%	27.0%	17.0%	23.0%	100.0%	17.0%	31.0%	21.0%	100.0%
TOTAL	20.8%	22.8%	28.1%	28.3%	100.0%	28.7%	43.0%	28.3%	100.0%



Column Percentages(%) Distribution

AFRICA	81.4%	78.7%	75.5%	77.7%	78.1%	79.4%	77.4%	77.7%	78.1%
South Africa	36.3%	34.0%	33.2%	33.2%	33.4%	32.3%	32.1%	33.2%	32.2%
Kenya	13.3%	11.8%	12.4%	13.2%	12.2%	12.3%	13.3%	13.3%	13.3%
Botswana	5.1%	7.1%	7.1%	6.2%	4.2%	5.1%	5.1%	5.2%	5.2%
Zambia	4.5%	4.2%	4.1%	4.5%	4.5%	4.2%	4.4%	4.5%	4.6%
Zimbabwe	6.1%	5.0%	4.9%	4.4%	5.0%	6.2%	4.5%	4.4%	5.1%
Other Africa	1.2%	1.2%	1.2%	1.3%	1.2%	1.3%	1.2%	1.3%	1.2%
EUROPE	14.5%	15.1%	19.0%	17.8%	16.8%	15.8%	16.9%	17.8%	16.8%
Germany	6.3%	5.2%	6.2%	6.3%	6.1%	6.1%	5.6%	6.3%	6.1%
UK	1.5%	1.2%	2.2%	1.3%	1.2%	1.9%	1.9%	1.3%	1.9%
Italy	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
France	3.0%	1.8%	7.1%	1.3%	1.3%	3.3%	3.2%	3.2%	1.5%
Spain	0.2%	1.2%	1.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Australia	0.2%	0.2%	1.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Austria	0.1%	0.2%	1.4%	0.4%	0.4%	0.2%	0.2%	0.4%	0.4%
Belgium/Netherlands	0.5%	0.9%	0.7%	1.1%	1.2%	0.5%	1.2%	1.3%	1.2%
Switzerland	0.2%	0.2%	0.2%	0.1%	1.0%	0.9%	1.2%	1.2%	1.1%
Spain	0.4%	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%
Portugal	0.2%	1.2%	0.2%	1.2%	1.1%	0.2%	0.2%	1.2%	1.1%
Belgium	0.4%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Russia	0.2%	0.2%	0.4%	0.2%	0.4%	0.3%	0.1%	0.2%	0.2%
Other Europe	0.5%	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.2%	0.2%
NORTH AMERICA	1.8%	3.1%	2.3%	2.1%	2.3%	2.1%	2.6%	2.1%	2.3%
USA	1.3%	2.5%	1.3%	1.5%	1.3%	1.5%	2.1%	1.5%	1.9%
Canada	0.5%	0.6%	1.0%	0.6%	0.9%	0.6%	0.5%	0.6%	0.4%
OTHER	2.3%	3.1%	3.2%	2.4%	2.8%	2.8%	3.0%	2.4%	2.8%
Indonesia	0.4%	1.0%	1.0%	0.5%	0.3%	0.4%	0.4%	0.4%	0.4%
Israel	0.1%	0.2%	1.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
China	0.5%	1.0%	1.5%	0.5%	0.4%	0.2%	0.5%	0.2%	0.2%
Other Countries	1.1%	1.4%	0.4%	1.1%	1.2%	1.3%	1.2%	1.2%	1.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## NOTES

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