

Republic of Namibia

Ministry of Environment and Tourism







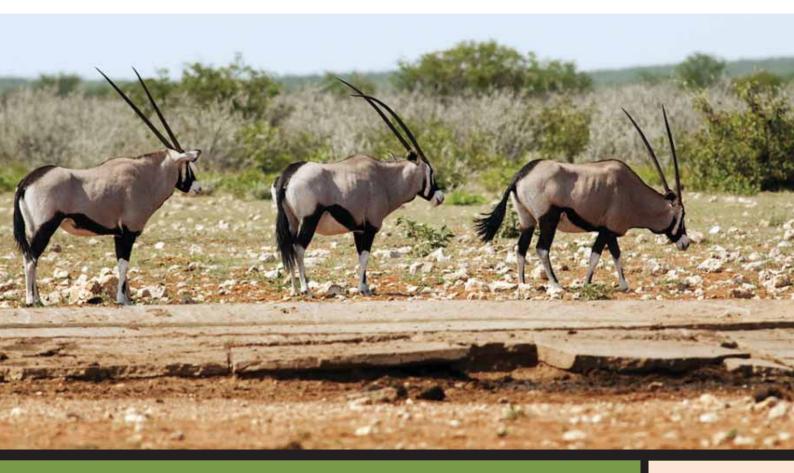




Tourist Statistical Report 2014

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Tourism in Namibia is one of the fastest growing sectors and the Government of the Republic of Namibia (GRN) fully recognizes the importance of tourism as one of the pillars of the economy. The Ministry of Environment and Tourism Strategic Plan sets out six overarching goals for the Ministry for the period 2012/13 – 2016/17. Amongst the goals: tourism sector to be ranked the first in Sub-Saharan Africa; Community-Based Natural Resources Management is a mainstream conservation and socioeconomic development tool for rural communities; and an efficient and high quality service-provider relationship with client stakeholders.

The Fourth National Development Plan (NDP4) has highlighted the tourism sector with enormous potentials such as; em-

ployment creation, social cohesion, foreign exchange, and generates tax revenue for Government. Tourism touches every aspect of our society with its impact felt even in rural areas of our country through poverty reduction. Tourism sector is significant and has the potential to grow should be that every tourist visiting Namibia is given the best experience possible so that he/she becoming a returning friend.

Namibia has positioned itself on the international market as a preferred tourism destination and host of international conferences. The period under review has been a remarkable year for the tourism sector and foreign arrival figures speak for themselves. Namibia needs to keep up the momentum for further development of tourism, to move away from seasonal destination into an all-year destination. Therefore, the tourism industry need to diversify its tourism products, address seasonality and manage growth strategically

Through collaborative approach we can eradicate the escalating poaching of endangered species and destruction of landscapes, and protected areas which have negative impact on our tourism sector. The Ministry together with stakeholders shall continue placing concerted efforts to ensure that growth and development in the tourism sector is recorded and noticed throughtout the country and in Africa.

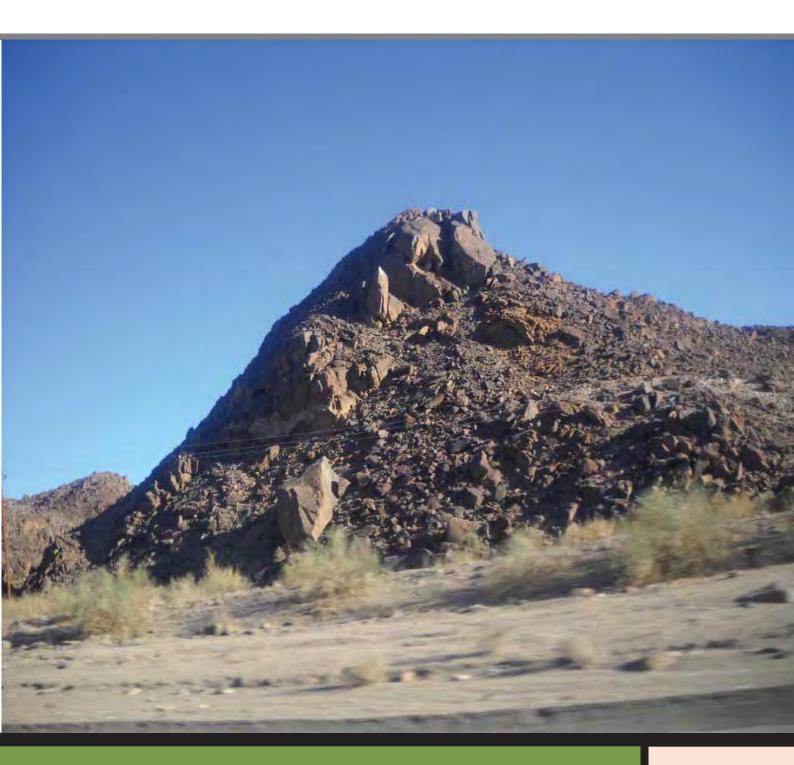
Tourism has no future if we do not maintain a focus on sustainability.

Hon. Pohamba Shifeta

Minister of Environment and Tourism

Acknowledgement

The Ministry of Environment and Tourism would like congratulate Hon. Pohamba Shifeta for being appointed as the new Minister for the Ministry of Environment and Tourism as well as Hon. Tommy Nambahu as the Deputy Minister. The Ministry would like to thank the Ministry of Home Affairs and Immigration and Namibia Tourism Board for their contribution toward the publication of this report.



EXECUTIVE SUMMARY



Tourist arrivals to Namibia



12.0% increase from 2013 to 2014 9.0% increase from 2012 to 2013



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

Gender of Tourists



63.2% Male 36.8% Female

Most Popular Tourists Age Group



(30-39) years 26.2% (40-49) years 21.3% 18.9% (20-29) years

Purpose of visit overseas only Tourists



8.6% Visiting Friends 41.4% Holiday 12.8% Business 30.4% Other

Top Ten Overseas holiday Tourists



Germany, United Kingdom, France, United State, Swaziland, Other Countries, Netherland, Portugal, Other Europe,

Average intended Length of Stay



47.9 % Visiting Friends and Purpose of Visit, All Tourist Relative 38.7% Holiday 12.7% Business 0.7% Other

Mode of travel for Tourists to Namibia



72.6% use Road 25.8% use Air

23 days for Visiting Friends and Relative

21 days for Holiday

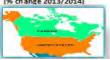
13 days Business

Popular Posts of Entry of Tourist in Namibia



31.2% Northern Border Posts 24.0% Hosea Kutako International Airport 20.3% North Eastern Border Post 13.7% Southern Border Post

Tourist Arrivals to Namibia from North America (% change 2013/2014)



10.2% increase of Tourists from North America from 2013 to 2014 7.7%% increase from 2012 to 2013



42.3% came between May-Sept 29.9% come between Jan-Apr 27.8% come between Oct-Dec



16.9% increase from 2013 to 70.0% increase from 2012 to 2013

Objectives

The objective of this Annual Report on Tourism Arrivals for year 2014 is to provide timely quality data on tourism arrivals to tourism stakeholders including the Government of the Republic of Namibia, Namibia Tourism Board, Bank of Namibia, National Planning Commission, Namibia Statistics agency, Federation of Namibia Tourism Association (FENATA) and all its members, Research Institutions, NGOs, donors, Tertiary Institutions and the general public. The statistics provided in this publication are needed for policy making, planning, budgeting, and monitoring and evaluation of the impact of different interventions in the tourism industry, as well as for public use purposes.

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

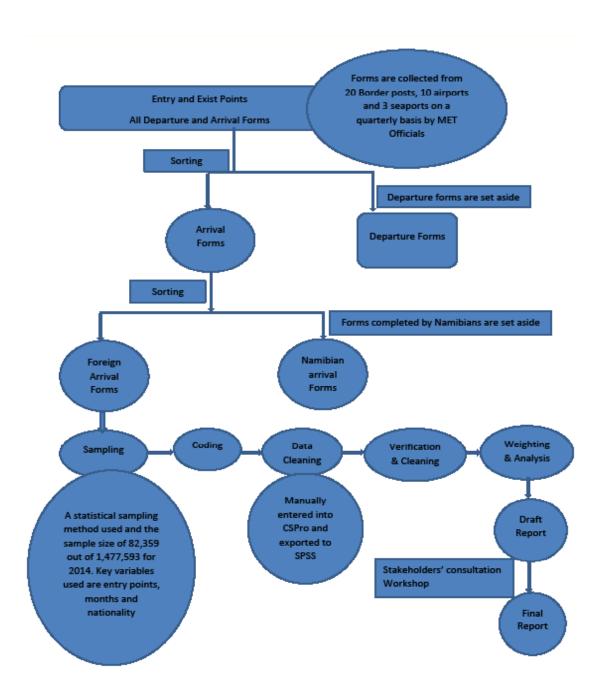
The country of residence is one of the key criteria for determining whether a person arriving in a country is a "visitor" or "other traveller", and if a "visitor" whether he/she is a national or overseas resident. The underlying concept in the classification of international visitors by place of origin 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.

The total foreign arrivals refers to every individual entering Namibia through one of the country's immigration posts whether as returining residents, same day visitors, tourists or any other category such as students, diplomats etc. It is very important to understand that not all the foreign arrivals are tourists.



Foreign Arrivals Profile

Foreign arrivals category to Namibia, 2014

In 2014 Namibia recorded a total of 1,477,593 foreign visitors which represent an increase of % up from 1,374,602 foreign arrivals in 2013. Of the total foreign arrivals, 1,320,062 were tourist, while 32,506 were returning residents and 15,542 came for other or non-stated purposes as shown in Table 1(a) below.-

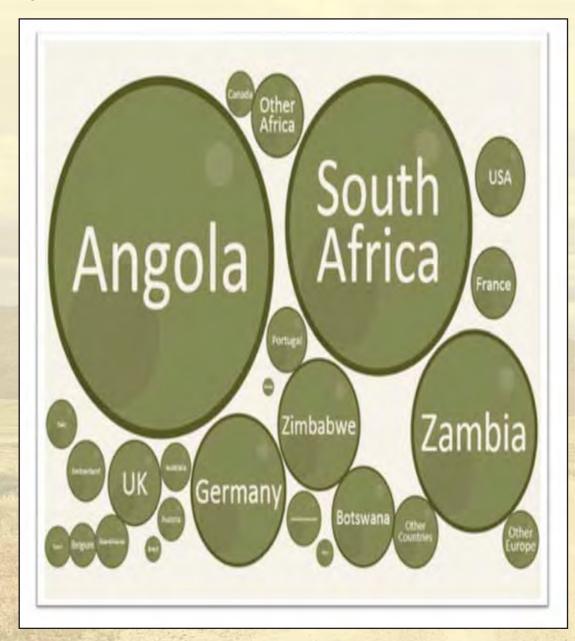
Year	Returning residents	Tourists	Same-day visitors	Others	TOTAL
2014	32,506	1 ,320, 062	109, 483	15, 542	1 ,477,593
Percentage (%)	2.2%	89.3%	7.4%	1.1%	100.0%

Table 1(b): Breakdown of foreign arrivals to Namibia from 2010-2014

Year	Returning residents	Tourists	Same-day visitors	Others	TOTAL
2010	17 087	984 099	130 323	46 978	1 178 487
2011	15 702	1 027 229	136 164	39 139	1 218 234
2012	31 367	1 078 937	166 307	23 828	1 300 439
2013	24 734	1 176 042	151 100	20 727	1 372 603
2014	32 506	1 320 062	109 483	15 542	1 477 593
% change 2010/2014	90.2%	34.1%	-16.0%	-66.9%	25.4%



Figure 1: Who Visited Namibia in 2014?



Tourist Arrivals Profile

This section only focuses on the profile and travel information as per UNWTO definition of tourists.

Trend of Tourist Arrivals over Time, 2010-2014

Tourist arrivals to Namibia have generally increased from 1,176,042 in 2013 to a total of 1,320,062 in 2014 which represent a 12% increase.

Figure 2(a): Trend of Tourist Arrivals over the past 5 years

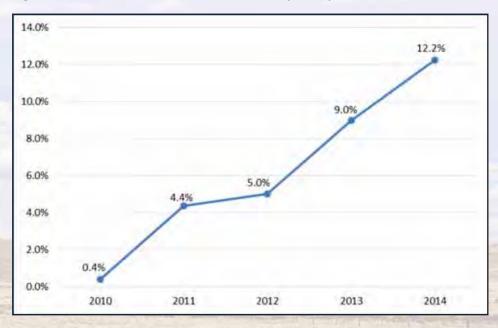


Table 2: Number of Tourist Arrivals by Region, 2010 - 2014

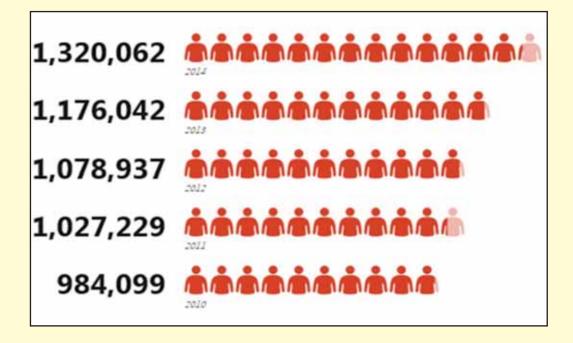
Years	AFRICA	EUROPE	NORTH AMERICA	OTHER	TOTAL
2010	714,287	219,070	22,793	27,948	984,099
2011	784,580	194,430	22,790	25,430	1,027,229
2012	826,688	198,219	24,243	29,785	1,078,937
2013	912,861	199,655	26,116	37,409	1,176,042
2014	1,029,473	221,811	28,787	39,991	1,320,062



Trend of tourist Arrivals over time, 2010 – 2014

It is evident that there has been an increase in tourist arrivals to Namibia over a period of five years.

Figure 2(b): Tourist Arrivals over time



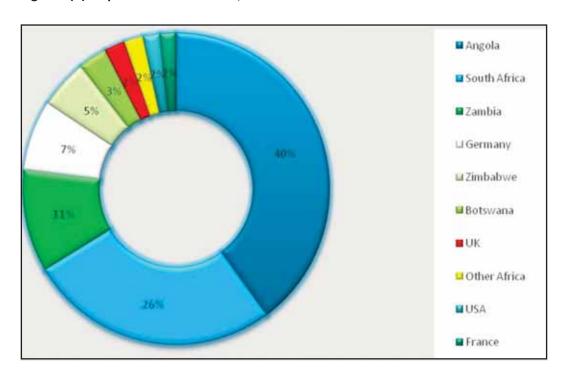
Top Ten Tourist Markets, 2014

The nationality of the tourists is ranked against the highest valid percentage score. Results presented in figure (3a-3b) reveal that Angola accounted for the great majority of tourist arrivals followed by South Africa, Zambia, Germany, United Kingdom, and United States of America. These are countries that patronized Namibia as a favoured tourist destination.

Figure 3(a): Top Ten Tourist Markets



Figure 3(b): Top Ten Tourist Markets, 2014



Foreign Arrivals Profile

Foreign arrivals category to Namibia, 2014

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% change 2010/2014	90.2%	34.1%	-16.0%	-66.9%	25.4%



Table 5. Tourists Arrivals by Regions, 2010 – 2014

Years	AFRICA	EUROPE	NORTH AMERICA	OTHER	TOTAL
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2013	912,861	199,655	26,116	37,409	1,176,042
2014	1,029,473	221,811	28,787	39,991	1,320,062

Figure 5(a): Tourists Arrivals by Regions, 2010 – 2014

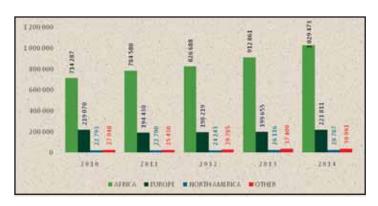


Figure 5(b): Tourists Arrivals from Africa, 2010-2014

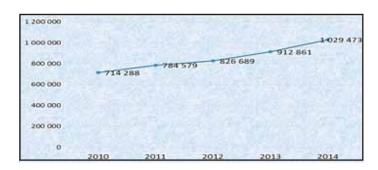
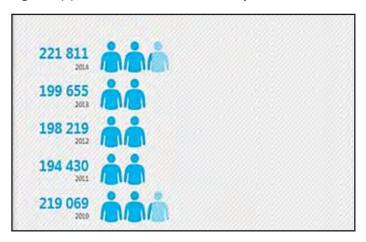


Figure 5(c): Tourists Arrivals from Europe, 2010-2014



Tourist Arrivals by Purpose of Visit

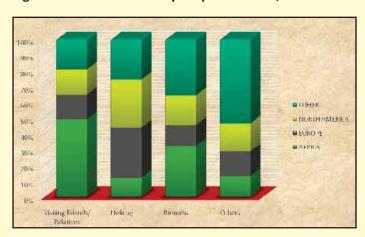
This section reports on the information of tourists visiting Namibia according to whether they are for business, holiday or visiting friends and relatives and others which comprises people in transit, and diplomats.

Tourists from African countries were found to be more likely visiting their friends and relatives as compared to tourists from other regions. Tourists from overseas were more likely to be holiday makers as compared to tourists from African countries.

Table 6: Tourist Arrivals by Purpose of Visit

	Visiting Friends/ Relatives	Holiday	Business	Others	TOTAL
AFRICA	56.2%	29.1%	14.2%	0.6%	100.0%
EUROPE	18.3%	75.2%	5.8%	0.7%	100.0%
NORTH AMERICA	18.1%	72.7%	8.4%	0.8%	100.0%
OTHER	21.8%	60.3%	15.5%	2.4%	100.0%

Figure 6: Tourist Arrivals by Purpose of Visit, 2014





Tourist Arrivals by Purpose of Visit

Figure 6(a): Africa Tourist Arrivals by Purpose of Visit, 2014

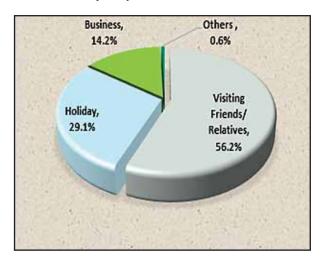


Figure 6(c): North American Tourist Arrivals by Purpose of Visit, 2014

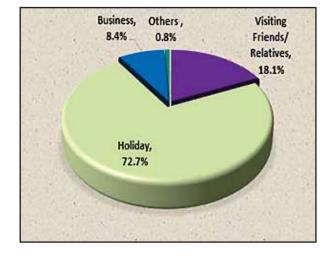


Figure 6(b): European Tourist Arrivals by Purpose of Visit, 2014

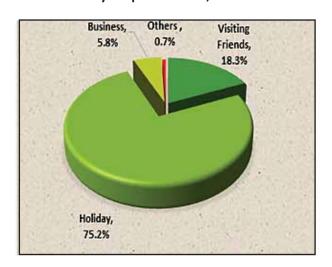


Figure 6(): \ Tourist Arrivals by Purpose of Visit, 2014

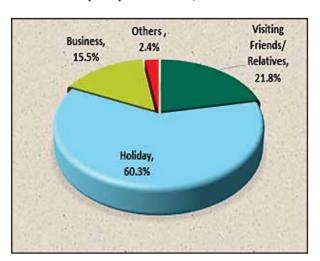




Table 5(a): Top Ten Overseas Holiday Tourist Arrival

Nationality	Frequency	Percentage (%)
Germany	66,751	13.1%
UK	18,264	3.6%
France	16,161	3.2%
USA	15,912	3.1%
Other Countries	10,224	2.0%
Switzerland	9,972	2.0%
Netherlands	8,721	1.7%
Other Europe	7,666	1.5%
Portugal	7,626	1.5%
Scandinavia	7,131	1.4%

Figure 7(a): Top Ten Overseas Holiday Tourist Arrivals

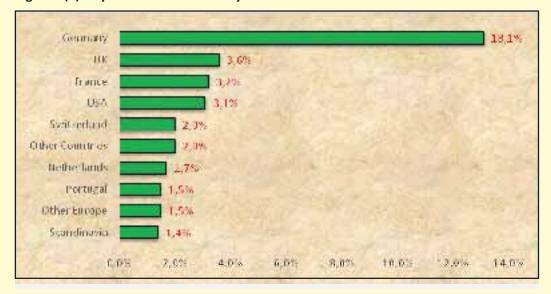


Table 5(b): Top Ten Overseas Business Tourist Arrivals

Nationality	Frequency	Percentage (%)
UK	2951	1.8%
China	2913	1.7%
Germany	2464	1.5%
Other Countries	2299	1.4%
USA	1855	1.1%
Other Europe	1530	0.9%
France	967	0.6%
Scandinavia	906	0.5%
Portugal	840	0.5%
Australia	707	0.4%

Figure 7(b): Top Ten Overseas Business Tourist Arrivals

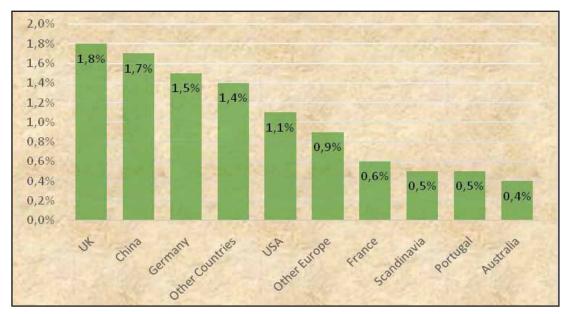


Figure 7(c): Top Ten Overseas Other Purpose Tourist Arrivals

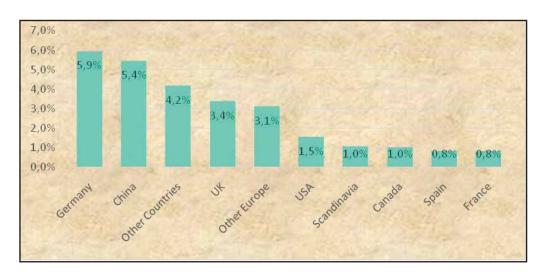


Table 6: Interest Tourist Markets by Purpose of Visit

Interest Tour- ist Market	Visiting Friends/ Rela- tives	Holiday	Business	Others	TOTAL
South Africa	118,854	110,793	80,146	2,361	312,153
Angola	301,750	143,930	23,898	1,169	470,747
Zambia	92,448	19,799	12,612	1,030	125,889
Zimbabwe	32,958	10,551	16,500	1,178	61,187
China	1,784	6,400	2,913	486	11,583
		Percent	ages (%)		
South Africa	38.1%	35.5%	25.7%	0.8%	100.0%
Angola	64.1%	30.6%	5.1%	0.2%	100.0%
Zambia	73.4%	15.7%	10.0%	0.8%	100.0%
Zimbabwe	53.9%	17.2%	27.0%	1.9%	100.0%
China	15.4%	55.3%	25.1%	4.2%	100.0%

Intended Length of Stay

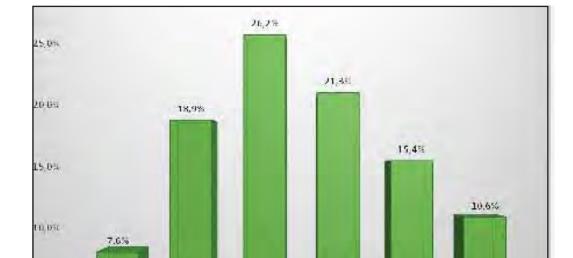
The 2014 statistics shows that majority of tourists stayed for at least a week in Namibia, and the 2014 pattern of length of stay is similar to 2013. Tourists coming from Africa stayed longer than tourists coming from Europe and North America. Obviously, the intended length of stay may vary to some extend from the actual length of stay as tourists may either shorten or extend their stated intended length of stay. The tourists coming from Angola, South Africa, Zambia and Germany stayed longer in Namibia compared than other tourists.

Figure 8: Average Intended Length of Stay of Top Ten Tourist Markets, 2014



Age Profile of Tourist

The distribution of age has remained the same since 2011. The most travelling age into Namibia is in the range of 30-39 years, while the lowest age category is 0-19 years, representing 26% and 8% respectively. The dominant age groups from African countries are 30-39 years and 40-49 years who can mainly be young adventures who travel for visiting friends or relatives.



30 39

40 49

50 59

60+

Figure 9: Age of Tourists, 2014

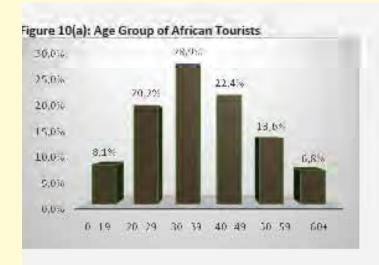
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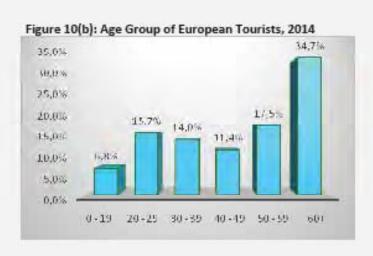
0.0%

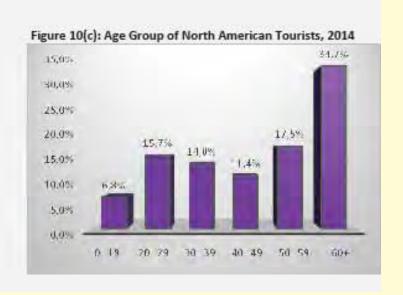
0 19

20 29









In terms of gender distribution, the 2014 data indicates that there were 834,576 males and 485,486 females which represents 63% and 37% respectively. The gender imbalance has been the same for past three years.

Figure 10(a): Gender distribution of Tourist, 2014

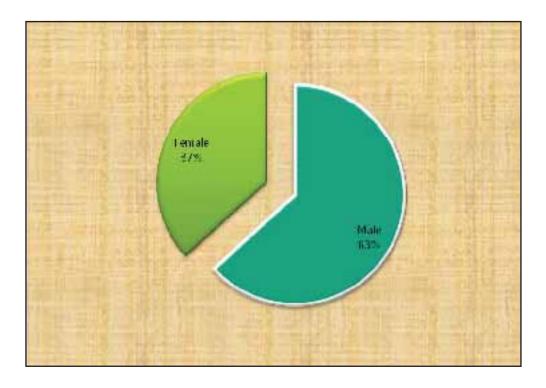
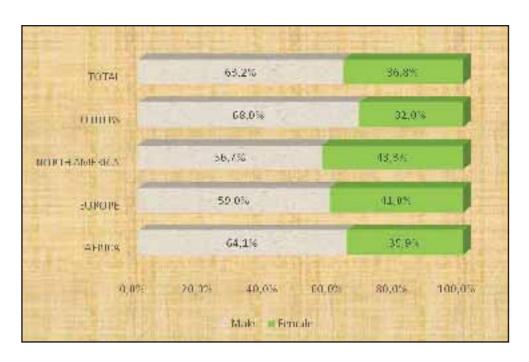


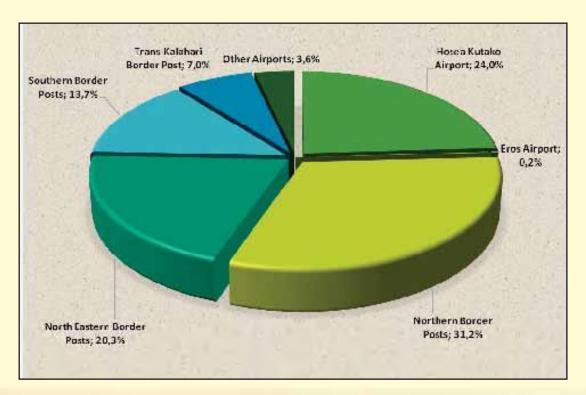
Figure 10(b): Gender of Tourists by regions, 2014



Points of Entry

The three most points of entry used in 2014 to enter Namibia were the Northern border posts (31.2%) and Hosea Kutako International Airport (24.0%) and Northern Eastern border posts (20.3%). The North-Eastern and Northern borders are mostly used by same-day visitors from Angola and Zambia. Most international tourists used airports as their point of entry. The Southern border posts were also significant with 13.7% which is likely to be used by tourists from South Africa which is second largest source of tourists in 2014.







Mode of Travel by Tourists

The majority of tourists entering Namibia used road as the mode of travel, this is due to a high number of tourist arriving from neighbouring countries. Air arrival increased from a total of 320,685 in 2013 to a total of 341,125 during 2014. The increase could be attributed to a myriad of factors among direct and regional flights and the opening up of new airlines.

Figure 12(a): Mode of Travel by Tourists, 2014

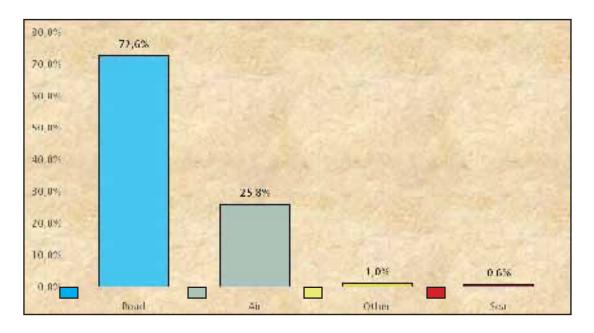
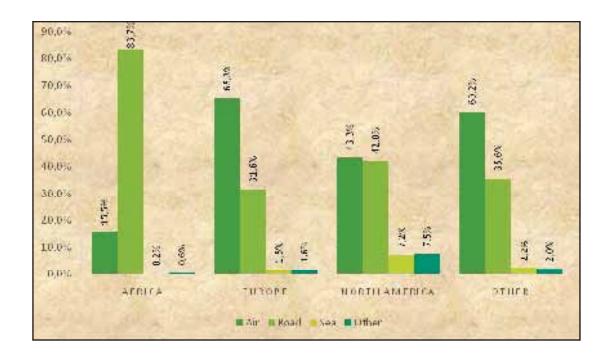


Figure 12(b): Mode of Travel of Tourist by region, 2014



Seasonality of Travel for Tourist

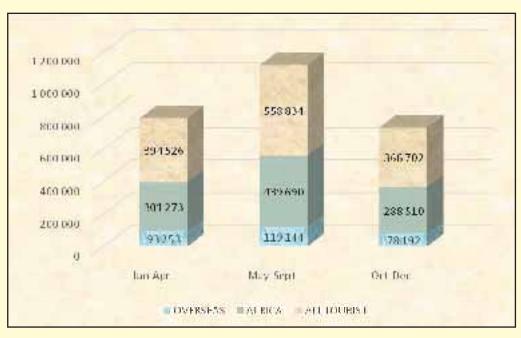
The number of all tourists that came to Namibia, though fluctuated between different months it increased from June up-to September and later decreased slightly. Most of African tourists start visiting during the December period. There is a high number of Angolans, South Africans and Zambians that significantly influences the overall trend in November and December.

The number of tourists from the regions arrived in different Seasonality of the year showed an increase throughout the year (Figure 13 (a)) representing the same structure as last year, 2013.



Figure 13(a): Tourist Arrival by Months, 2014





Conclusion and Recommendations

Conclusion

- 1. The Namibian tourism industry is performing well. This is also shown by the number of international award that the country as a destination has received.
- 2. Positive growth in the industry continues. The growth rate has moved from 9% to 12%.
- 3. It is noteworthy that the USA market have gone down as well as the Spanish market.
- 4. Tourist arrivals through various points of entry increased slightly compared to 2013.

Recommendations

- > NTB has to increase its market efforts in North American Markets. (Except Mexico)
- Air Namibia needs to consider implication of the results.
- Airports Company also needs to consider implications.
- Home Affairs has to deal with more total arrivals thus has implications on staff equipment and must consider Computerization of all points of entry into the country to allow for lower transaction costs and time.
- There must be an assessment of the total contribution of tourism to GDP to establish its current positions to take into account the sustained growth that has been observed over time.
- There is room for improvement and growth in the business sector and conferencing sector. The establishment of the International Convention Center will contribute greatly to this end.



Table 1. Number of Foreign arrivals by Nationality, 2007 – 2014

Nationality	2007	2008	2009	2010	2011	2012	2013	2014	% change 2014/2013
AFRICA	860 406	869 903	929 063	885 584	950 384	1 021 297	1087784	1 162 514	6.946
South Africa	300 117	289 801	333 195	316 250	313767	307 905	317 563	329 850	3.9%
Angola	374 966	347 389	369 332	338 280	403 487	421 528	477 828	519 191	8.7%
Botswena	35 679	33 370	34718	39315	34 956	29 401	36 556	40 311	10/3%
Zambia	106 041	145 691	134 860	131 119	127 645	181 244	167 044	167 407	0.2%
Zimbahwe	29 735	32 581	36827	41 153	49 453	60 084	62 778	67 909	8.0%
Other Africa	13 869	21 070	20 133	19466	21 076	21 236	26 014	37 946	45.9%
EUROPE	214 919	222 880	225 652	235 768	212 964	217 562	213 507	237 540	11.3%
Germany	87 552	88 337	88 909	93 011	85 977	86 011	84 121	91 900	9.2%
UK	32 612	32 289	31704	28 466	24 856	24 163	25 351	29 016	14.5%
Italy	10 883	12 550	12 416	10 985	11 819	9816	9 206	9 5 4 3	37%
France	15 891	15 159	15762	17 425	14 432	17.063	16 837	20 549	22,0%
Scandinavia	9 381	10 499	9816	11 467	11 181	12 084	9 163	11:365	24.0%
Austria	5 614	7 261	7929	7 649	6 264	6 664	6 163	7 594	23.1%
Holland/Netherlands	14 545	15 701	15 528	17 377	13 093	12 624	10 782	12 015	11.4%
Switzerland	10 539	11 222	11 365	12 932	11.910	10 786	12 321	14 912	21,0%
Spain	5 535	6 622	6001	8 433	6 651	5 610	6 195	6825	10.2%
Portugal	6446	7 325	10 476	12 153	10 775	14 963	15 574	16855	82%
Belgium	6.761	5 066	5904	7 231	6 360	6 062	7 935	7960	0.3%
Russia		2 342	2 5 3 8	2 126	2 785	3 032	2 452	2 660	8.5%
Other Europe	7 773	8 507	7304	6514	6 860	8 683	7 435	6356	-14.5%
NORTH AMERICA	ZZ 229	29 982	28611	26 139	25 241	27 092	29 532	33 639	13.9%
USA	22 229	24 036	23 253	20 797	20 070	21 087	21 884	25 291	15.6%
Canada		5 946	5 358	5 342	5171	6 005	7.648	8348	9.2%
OTHER	29 205	28 309	28598	30 997	29 646	34 488	41 779	43 900	5.1%
Australia	6 142	6 694	6790	7 482	8142	8 625	7516	8186	8.9%
Brazil		3 698	2311	3 821	2 271	2 554	3 032	3 154	4.0%
China		4 231	5964	4 958	4 970	6441	10 734	11 681	8.8%
Other Countries	23 062	13 687	13534	14735	14-263	16 868	20 498	20.878	1.9%
TOTAL	1 126 759	1151074	1 211 925	1 178 487	1218234	1 300 439	1372 602	1 477 593	7.6%
% change per year		2.2%	5.3%	-2.8%	3.4%	6.7%	5.5%	7.6%	

Table 2: Number of Tourist arrivals, 2007 – 2014

Nationality	2007	2008	2009	2010	2011	2012	2013	2014	(2013-2012)%	(2014-2013)%
AFRICA	690 148	676444	723 762	714287	784 580	826 688	912861	1029 473	10.4%	12.8%
South Africa	250 038	243 058	285 779	277 655	272 930	269 399	277 182	312153	29%	12.6%
Angela	336 045	310 395	389 127	296 825	361480	379942	426 025	470747	12.2%	10.5%
Boown	25649	36378	26.903	31503	28 658	25273	31829	36 274	2594	14.0%
Zambia	40709	50248	54 333	54 229	61 120	90515	98792	125,889	227%	27.4%
Timbaliwe	26764	29126	31.892	37 667	42.945	54 020	56566	61 187	47%	8.2%
Other Africa	10 943	17184	15.763	15 408	17 417	17 645	22467	23 224	273%	3.4%
EUROPE	194 605	204115	206 496	219 071	194 430	198 219	139 655	221 811	0.7%	11.1%
Germany	80 418	81543	81 974	87 072	79721	80 127	79551	86 121	4.7%	8.3%
II	28 214	28111	28 099	25717	21 584	21 085	2315	25 653	10.2%	10.6%
Italy	10102	11836	12.095	10767	11207	9335	8 780	8922	-59%	1/8
France	15009	14604	15 044	17 (03	11,729	15.997	15911	19577	4.2%	23.8%
Scalingia	8446	9 506	8681	10591	10:15	10 487	8418	10 251	-193%	213%
Austria	6 198	6 664	7.201	7.197	6016	6208	5875	7042	6.0%	19.9%
Holland/Nietherlands	13 202	14382	14 503	16 078	12 346	11 890	10276	11137	-13.6%	8.4%
Switzelani	10110	00845	11991	12605	11 433	10 333	11898	14 257	14.8%	20.4%
Spain	4968	6159	5.428	9 071	5669	47%	5757	6234	20.0%	9.0%
Faringal	5 027	5965	8653	9 124	8774	12 679	14048	13.720	10.8%	-23%
Régins	6400	4909	5647	7 024	6170	5739	7329	7389	27.7%	-0.3%
lassa		1935	1806	1762	1898	2293	2168	2216	5.5%	2.2%
Other Earnye	6421	7656	6334	6023	5768	7290	6509	9321	-107%	43.2%
HORTH AMERICA	19 342	26346	24 940	22 798	22 790	24248	26 116 -	28787	7.7%	10.2%
USA	19342	20.856	29 090	17826	17546	18704	19157	21425	24%	11.8%
Credi		5 490	4860	4967	4844	5 539	6969	7361	25.6%	5.8%
OTHER	24 819	24 205	24580	27 948	25 430	29.785	37 409	19 991	25.6%	6.9%
Anstrolia	5783	6107	6365	7066	7633	7978	6 981	8550	-124%	22.5%
Real		285	1717	3302	2438	2390	3981	2427	24.6%	-18.6%
0ma		1661	5119	4228	4035	5830	9910	11583	70.0%	16.5%
Dia Cramis	19 (96	11572	11779	13272	11724	13590	17537	17 431	26	-0.6%
TOTAL	928 912	91111	580 173	584 033	1 027 225	1878 937	1176042	1320 052	9.1%	172%
% change peryoar		0.2%	5.3%	0.4%	4.0%	5.0%	305	123%		



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