

TOURIST STATISTICAL REPORT

2024



**MINISTRY OF ENVIRONMENT, FORESTRY
AND TOURISM**



FOREWORD



Tourism continues to be a strategic pillar of Namibia's economy supporting livelihoods, fostering cultural exchange, preserving natural heritage, and driving socio-economic growth across all regions of the country. As one of the leading sectors contributing to Gross Domestic Product (GDP), employment, and rural development, tourism is not only a vital economic driver but also a source of national pride and identity.

The 2024 Tourist Statistical Report is produced in line with the Ministry of Environment, Forestry and Tourism's (MEFT) commitment to promoting transparency, data-driven planning, and policy formulation in the tourism sector.

The report presents a detailed analysis of inbound tourism trends, visitor

EXECUTIVE SUMMARY

INTRODUCTION



