

Republic of Namibia

Ministry of Environment and Tourism

Statistical Report

2011

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List of Abbreviations

BON	Bank of Namibia
CSPro	Census and Survey Processing System
DOT	Directorate of Tourism
FENATA	Federation of Namibia Tourism Association
GRN	Government of the Republic of Namibia
HKIA	Hosea Kutako International Airport
MCA-N	Millennium Challenge Accounts Namibia
MET	Ministry of Environment and Tourism
MHAI	Ministry of Home Affairs and Immigration
NGO	Non-Governmental Organisation
NPC	National Planning Commission
NTB	Namibia Tourism Board
SPSS	Statistical Package for Social Sciences
UK	United Kingdom
UNWTO	United Nations World Tourism Organisation
USA	United States of America
VRF	Visiting Friends and Relatives

Foreword

The Ministry of Environment and Tourism is tasked with the responsibility to provide guidance on matters of environmental management and protection, and to promote biodiversity conservation in Namibia through the sustainable utilization of natural resources and tourism development, for the maximum social and economic benefit of its citizens.

The Government of the Republic of Namibia has prioritized the tourism sector as one of the sectors that has the capacity and potential to reduce poverty, advance rural development, create more jobs while at the same time conserving our natural and cultural heritage and preserving our biodiversity. In broad terms, the Ministry of Environment and Tourism is responsible for creating an enabling environment for the tourism industry to grow and flourish and to contribute towards the realization of Vision 2030.

Tourism is important to Namibia's economy, as it provides a means of improving livelihood in remote areas where there are few economic opportunities. In order for the Namibian tourism sector to continue to grow and develop and to be sustainable yet competitive, we need to have a thorough understanding of our tourism sector and know its true dimension. The government and all stakeholders need to have up-to-date, reliable, and comprehensive information on foreign visitors to Namibia. The industry needs to know how many tourists visited the country, from which countries they came, the purpose of their visits, the point of entry, and how long did they stay in the country. These statistics provide useful data for investment, planning tourism development and further research.

This report shows a positive growth in tourists coming from African countries into Namibia but a decrease in overseas tourist arrivals which may be attributed to the global economic and financial crisis affecting industrialised countries, especially the Euro zone. There is, no doubt that this report demonstrates the continuing healthy state of the Namibian tourism industry. There is however, a patriotic call for all stakeholders to increase their efforts towards making Namibia a competitive destination. The current economic climate dictates frugal financial austerity measures especially in our source markets. The implications are therefore that we need to look at different key areas in the industry that may include the demographics in our source markets, work towards excellent customer service delivery and invest in our tourism infrastructure and human resources to grow and maintain a competitive edge among others.

In conclusion, I would first like to thank the Ministry of Home Affairs and Immigration for the support it has rendered to the Ministry of Environment and Tourism. Secondly a special thanks to the dedication and hard work by the staff of the Directorate of Tourism and Gaming and last but not least my the gratitude goes to the Millennium Challenge Account- Namibia (MCA-N) for their valuable technical assistance, in the development of the Ministry's tourism arrival statistics unit over the past two years.

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Hon. Netumbo Nandi-Ndaitwah, MP
Minister of Environment and Tourism

Acknowledgements

The Ministry of Environment and Tourism would like to acknowledge the cooperation of the Ministry of Home Affairs and Immigration in the collection of tourism arrival data and express its gratitude to the Namibia Tourism Board (NTB) for marketing Namibia as a tourist destination and for their valuable contribution in collecting accommodation (bed and rooms) occupancy statistics. The Ministry of Environment and tourism would like to especially appreciate the service and effort of Mr. Philippe N. Gafishi, who assisted with data processing, extrapolation of data, analyzing data and report writing.

Once again, the Ministry of Environment and Tourism would like to recognize the support and commitment from the Millennium Challenge Account-Namibia (MCA-N), to the development of MET tourism arrival statistics unit and in the preparation of this report. The establishment of DTG data room, the technical assistance and the donation of hardware and softwares is well appreciated. The equipments will primarily be used to successfully fulfil our mission of the production and dissemination of the Tourism Arrival Statistics reports annually on time.



Executive Summary

This Annual Tourism Statistics Report includes analysis of the 2011 foreign arrivals to Namibia with detailed statistical tables in the annex. It presents the overview of foreign arrivals including tourists, same-day visitors and returning residents and their profiles, the travel information on tourist arrivals to Namibia and their hotel statistics, with special emphasis on the bed occupancy rates.

The total number of foreign arrivals to Namibia in 2011 was 1,218,234 a growth of 3.4% compared to 2010. The tourist arrivals to Namibia was1,027,229 in 2011 and grew by 4.4% compared to 2010. However, growth was positive only for the total number of tourists coming from African countries to Namibia with 9.8%, while it was negative for overseas tourist arrivals to Namibia (-10 %). A decrease of 11.2% for those coming from Europe, 0% growth for those coming from North America and a decrease of 9.0% for the tourist arrivals to Namibia from other non-African countries.

The decrease in overseas tourist arrivals may be attributed to the global economic and financial crisis affecting industrialised countries, especially these in the Euro zone.

In the 2011 rankings of top 10 tourism markets for Namibia, the structure remained the same as in 2010 which was as follows: Angola, South Africa, Germany, Zambia, Zimbabwe, Botswana, United Kingdom (UK), United States of America (USA), France and Netherlands.

Africa remained the big tourist market for Namibia in 2011 with 76.4% (784,579) arrivals, of which Angola accounted for 35.2% and South Africa accounted for 26.6%. African countries were followed by European countries with 18.9%, of which Germany accounted for the largest proportion (41.0%). North America and other overseas represented 2.2% and 2.5% of the total tourist arrivals to Namibia in 2011 respectively.

The distribution of tourist arrivals to Namibia in 2011 by gender was 60.5% male and 39.5% female, percentages that remained similar to 2010. While there was a significant gender unbalance structure for the tourist arrivals to Namibia from Africa (62% male and 38% female), the overseas tourists were more closer to a balanced gender breakdown (56% male and 44% female). However, Scandinavia (55%), Belgium (50%) and Switzerland (50%) had the most female travellers to Namibia in 2011.

In 2011, the majority of tourists (25.8%) were in the 30-39 years old age-group which was also the same for the majority of tourist arrivals to Namibia from Africa. However, the dominant age-group of tourists from North America and Europe was 60 years and above (30% and 24%, respectively), followed by the age-group of 50-59 years old with 20.2% and 22.5% respectively.

While the majority of all tourists entered Namibia for holiday and leisure (41.2%), the majority of tourists from Africa came to visit friends and relatives (48.3%). On the other hand, 76.9% of tourists from North America came for holiday and leisure as well as 75.3% from Europe and 65.3% from other overseas countries.

The majority of tourists entered Namibia through the Northern border posts (30.8%) due to high number of tourist arrivals from Angola. The second most used border post was Hosea Kutako International Airport (23.9%). Tourists arriving from overseas mainly used Hosea Kutako International Airport as the main point of entry to Namibia.

In 2011, the intended length of stay of tourist arrivals to Namibia was 17 days declining by 2 days compared to 2010. The majority of tourists from Africa stayed between 22 and 365 days while those from overseas stayed in Namibia between 8 and 14 days and between 4 and 7 days and were coming for holiday and leisure, which is usually the category of arrivals that spend the most time in the country.

The most commonly used mode of entry was by road (71%) due to the large number of tourists coming from Angola and South Africa who prefer to use ground transportation. However, the majority of tourists arriving from overseas used air travel as the main mode of travel to Namibia.

The peak tourist season remained July-September, accounting for 43.3% (444,769) of all tourist arrivals to Namibia in 2011. This structure remained similar to 2010.

Hotel statistics were collected by the Namibia Tourism Board (NTB). The peak of bed occupancy rate was in August (38%) and July (35%) in 2011, reflecting the average of the same tourist peak season of May-September. This structure too remained similar to 2010.



Research Framework

1. Background and Objectives

The Ministry of Environment and Tourism started publishing the Annual Report on Tourist Arrivals Statistics in 2001. From 1993 to 2000, the MET was producing tourists' statistical tables without further analysis and publication. The main objective to produce this report is to provide timely quality data on tourists arrivals to Namibia to all stakeholders of the tourism sector. This publication provides the 2011 tourist arrivals statistics which is used for planning, budgeting, and evaluation of tourism programmes and projects as well as for general use purposes. The key users of tourism statistics include the Government of the Republic of Namibia (GRN), the Namibia Tourist Board (NTB), 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.

2. Methodological Approach

The compilation of and reporting on statistics related to 2011 tourist arrivals to Namibia involved the collection of arrival forms, separating foreign arrivals forms from the national arrivals, sample selection, coding sample arrival forms, data processing of sample arrival forms, verification and cleaning of the dataset and report writing.

The arrival forms were collected from all the Namibian border posts by the Directorate of Tourism and Gaming (DTG) in the Ministry of Environment and Tourism (MET). In the previous years, the forms were stored in the Ministry of Home Affairs and Immigration (MHAI) for sorting, coding and selection of the sample. In the year 2011, the above activities took place at the Ministry of Environment and Tourism's (MET) head office where room spaces were availed for that purpose. The arrival forms were collected from the 33 border posts including 10 airports, 3 seaports and 20 other border posts.

A stratified sampling method was used to select a sample size of 50,763 arrival forms out of 1,218,234 for 2011. The population from which the sample was drawn included all foreign arrivals to Namibia from 1st January to 31st December 2011 as recorded by the border control posts operated by the Ministry of Home Affairs and Immigration (MHAI). For the 2011 foreign arrivals data entry, a new Census and Survey Processing System (CSPro) data entry interface was developed which is more user-friendly, faster to run and does not limit the size of the batches to process compared to the DOS-based system previously used since 2003[1]. With the new system, the control checks were also easily developed in the data dictionary to avoid data entry mistakes as much as possible. Data were easily exported to Statistical Package for Social Sciences (SPSS) for further tabulation and analysis.

Data were then weighted and extrapolated from the sample to estimate the total population of tourist arrivals.

[1]The data entry system used since 2003 was a DOS-based SPSS system with an application designed to support data capture for arrivals data. Since the application has to be accessed through a DOS window, it is less user-friendly, and is slow to run. This limits the size of the batches being processed. The entered information was then stored in an SPSS database and an editing programme was run manually to perform routine checks and cleaning on the completeness and consistency of the data. The editing programme was easy to run, but because it was long to run step by step, it would also be easy to miss some steps. Thus, the need for a new data entry module which was developed to process the 2011 arrival forms data entry.



The Millennium Challenge Account Namibia (MCA-N) funded a 10-day training workshop for tourist arrivals data processing and report writing. The first draft of the 2011 tourist arrivals report was produced during this workshop.

3. 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 Nations World Tourism Organisation (UNWTO) definition and it is used to produce foreign tourist arrival statistics in Namibia. The use of this broad concept makes it possible to identify both "tourists" (overnight visitors) and "same-day visitors".

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 visitor has been or will be involved during the trip at destination. The main purpose of visit for tourists is classified under 4 categories which are *Visiting Friends/Relatives, Holiday, Business, and Other* (those reasons that did not fall under the other three categories).

Duration of visit

The duration of a visit (stay or trip) is measured in the following units: "the number of hours for same-day visits, and nights for staying visits. For international tourism the duration is measured either in terms of time spent in the receiving country for inbound tourism, or time away from the usual residence for outbound tourism".

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 residents for the purpose of domestic and outbound tourism statistics.

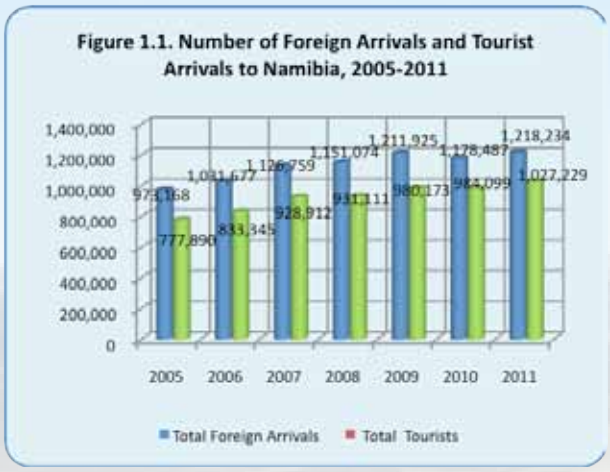
The above definitions and classifications were applied in this study and, being internationally accepted, will allow for global comparison of Namibia's tourism statistics.

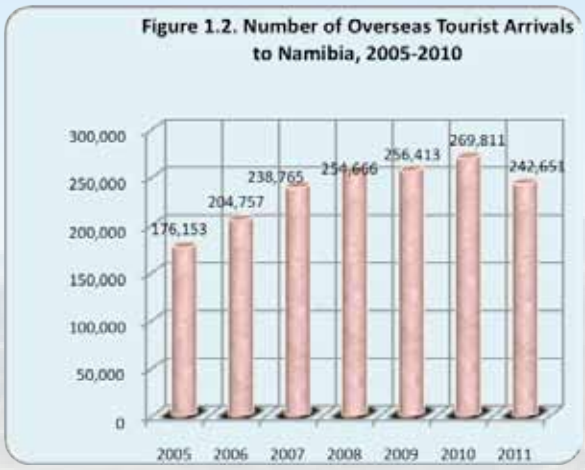
1. Overview

The total foreign arrivals to Namibia show an increase of 3.4% up from 1,178,482 foreign arrivals in 2010 to 1,218,234 total foreign arrivals in 2011. A total of 1,027,229 tourists arrived in 2011, compared to 984,099 in 2010 representing an increase of 4.4% as shown in Figure 1.1.

While there has been an overall increase in tourist arrivals, non-African tourist arrivals declined by 10% (242,651) in 2011 compared to 2010 (269,811) as shown in Figure 1.2. The number of tourists from Europe declined by 11.2%, those from North America were relatively constant with no increase and those from other overseas countries declined by 9% while tourists from Africa increased by 9.8%.

The decline in tourist arrivals from Europe should certainly ring many alarm bells as it affects overseas travellers that are regarded as the highest spenders. The global economic crisis from which the industry is still emerging has clearly affected Namibia's overseas tourist markets and it may negatively impact accommodation facilities' occupancy countrywide.





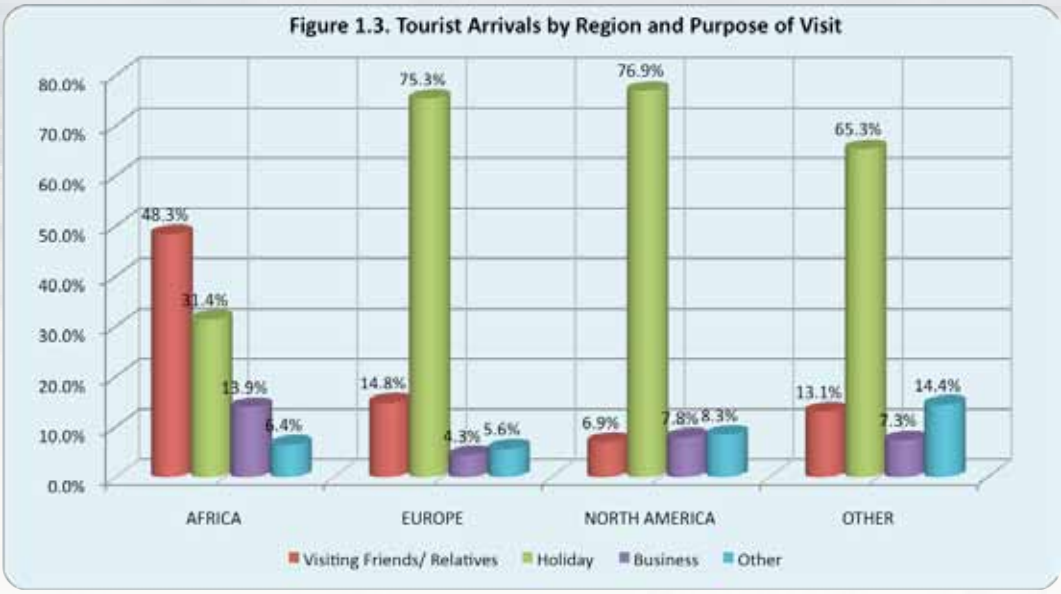
The top five tourism markets for Namibia in 2011 were Angola, South Africa, Germany, Zambia and Zimbabwe in that order. This structure has been the same from 2008 as shown in Table 1.1 below.

Table 1.1. Top Ten Tourist Source Markets, 2005-2011

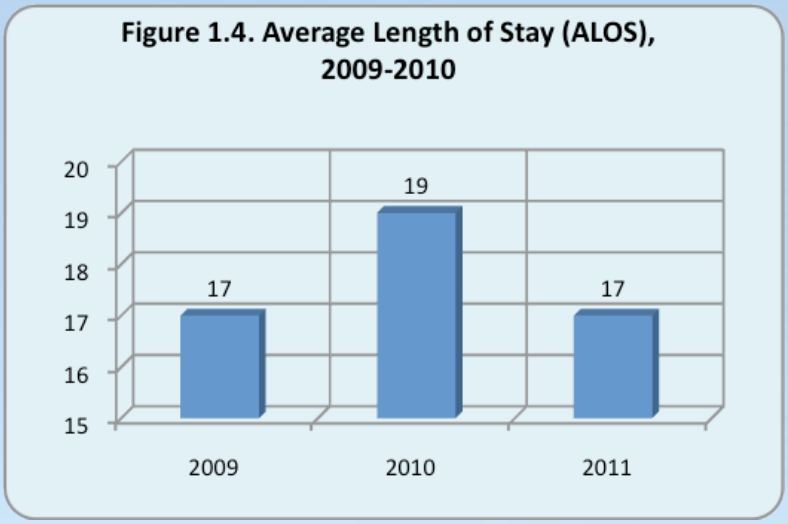
2006		2007		2008		2009		2010		2011	
Angola	278,058	Angola	336,045	Angola	310,395	Angola	309,127	Angola	296,825	Angola	361,480
South Africa	239,886	South Africa	250,038	South Africa	243,038	South Africa	285,779	South Africa	277,655	South Africa	272,930
Germany	68,214	Germany	80,418	Germany	81,543	Germany	81,974	Germany	87,072	Germany	79,721
Zambia	45,203	Zambia	40,709	Zambia	50,248	Zambia	54,333	Zambia	54,229	Zambia	61,120
Zimbabwe	30,623	UK	28,214	Zimbabwe	29,281	Zimbabwe	31,842	Zimbabwe	37,667	Zimbabwe	42,945
UK	24,736	Zimbabwe	26,764	UK	28,111	UK	28,039	Botswana	31,503	Botswana	28,658
Botswana	24,720	Botswana	25,649	Botswana	26,378	Botswana	26,918	UK	25,717	UK	21,584
USA	16,325	USA	19,342	USA	20,856	USA	20,080	USA	17,826	USA	17,946
Netherlands	12,196	France	15,019	France	14,604	France	15,044	France	17,039	France	13,729
France	12, 000	Netherlands	13,282	Netherlands	14,382	Netherlands	14,503	Netherlands	16,078	Netherlands	12,346

The next top five tourism markets were Botswana, United Kingdom (UK), United States of America (USA), France and the Netherlands.

Tourists have been classified into three categories, namely those Visiting Friends/Relatives (VFR), Holiday/Leisure tourists and Business/Conference/Professional tourists. For the tourism industry the holiday/leisure tourists are the focal point for investment and product development as the return on this type of tourist is higher. It is, therefore, pleasing to note that the majority of tourists coming from overseas to Namibia in 2011 came for holiday. Among the tourists arriving from North America, Europe and other overseas regions, 76.9%, 75.3% and 65.3% came for holiday. However, among tourists coming from African countries to Namibia, 48.3% come to visit friends and relatives while 31.4% come for holiday (Figure 1.3), an increase of 2.8% point compared to 2010.



Africa's share of VFR visitors out of the total of 411,584 classified as VFR tourist was about 376,714 and this represents 91.5% out of the total of the VFR visitors to Namibia in 2011. Out of these arrivals, 54.1%, were Angolans, 19.1% were South Africans, 8.8% were Zambians, 4.4% were Zimbabweans, 3.8% were from Botswana while other African countries accounted for 1.4% of all VFR arrivals.



In 2011, the average length of stay of tourists was 17 days, down 2 from 19 days in 2010 (Figure 1.4).

In 2011 the hotel accommodation and capacity statistics shows that the bed occupancy rate was 29%, sharing an increase of 1% from 28% in 2010.

2. Foreign Arrivals Profile

In this section the total foreign arrivals are distributed according to returning residents, tourists, same day visitors and others.

2.1. *Foreign Arrivals to Namibia, 2005-2011*

Foreign arrivals for 2011 amounted to 1,218,234 while it was 1,178,487 for 2010, this represents an increase of 3.4% between 2011 and 2010. The results contained in the Table 2.1 below indicates that the increase in foreign arrivals by 25% between 2005 (973,168) and 2011 (1,218,234) is characterized by the nearly proportional growth rate of 32% of tourists during the same period.

Table 2.1: Breakdown of foreign arrivals to Namibia by category of traveller from 2005 – 2011.

Year	Returning Residents	Others	Same-Day Visitors	Tourists	Total Foreign arrivals
2005	39,129	78,003	78,146	777,890	973,168
2006	42,531	28,502	127,299	833,345	1,031,677
2007	40,639	37,761	119,446	928,912	1,126,759
2008	36,435	35,905	147,623	931,111	1,151,074
2009	26,354	84,951	120,447	980,173	1,211,925
2010	17,087	46,978	130,323	984,099	1,178,487
2011	15,702	39,139	136,164	1,027,229	1,218,234
% change 011/2005	-59.9	-49.8	74 .2	32.1	25.2

Among the 2011 foreign arrivals, male tourists were more (734,652) than female tourists (483,582).

2.2 Foreign arrival category of traveller to Namibia, 2011

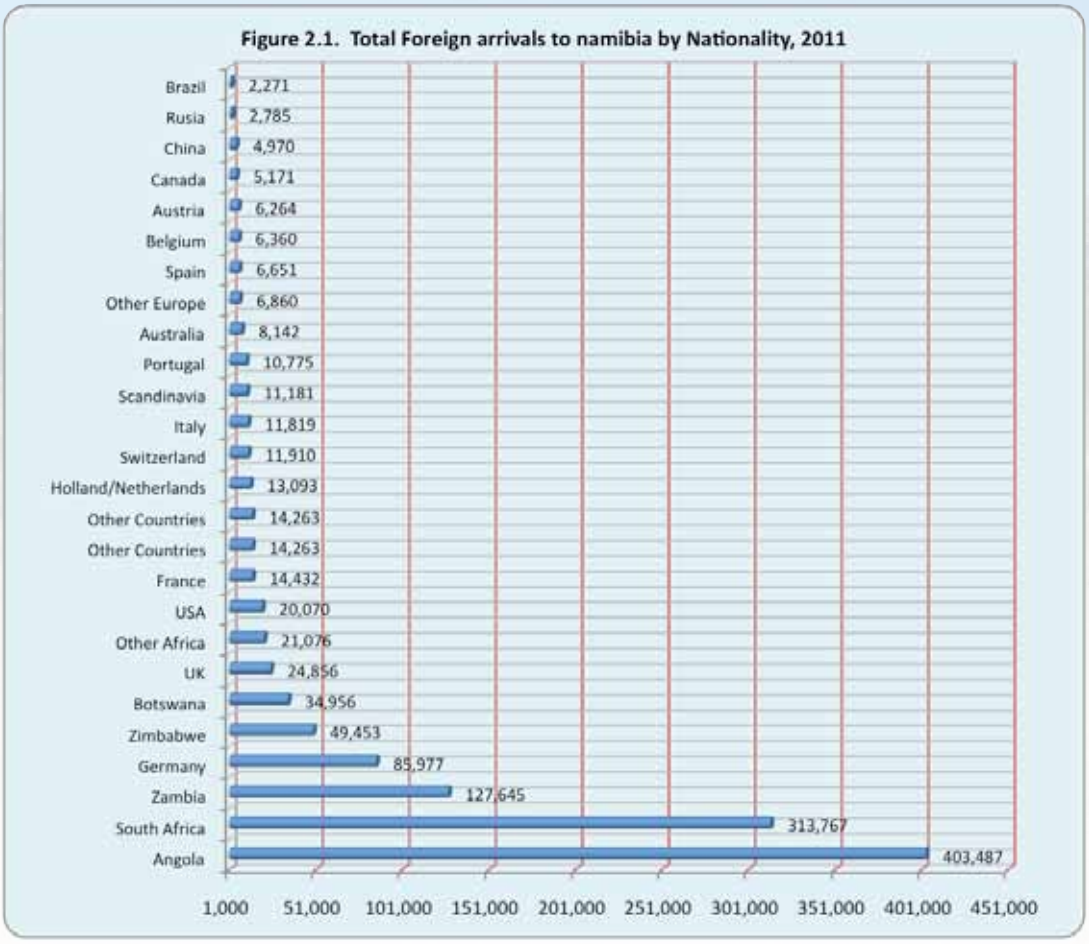
During 2011, about 1 218 234 foreigners visited Namibia of which 84% were tourists, 1% were returning residents, 11% were same-day visitors, while 3% indicated that they were visiting for reasons other than those stated on the arrival form.

Table 1.2. Foreign arrivals by category of traveller, 2011

	Tourists	Same day	Returning	Others	Total
Extrapolated results	1,027,229	136,164	15,702	39,139	1,218,234
Percentage sample	84%	11%	1%	3%	100%
Non weighted sample distribution	44,001	3,899	877	1,986	50,763

2.3 Nationality of foreign arrivals to Namibia, 2011

The nationality of tourists in Figure 2.1 is ranked against the highest potential market size to Namibia in 2011. It is clear that Namibia's five main sources of visitors remain Angola, South Africa, Germany, Zambia and Zimbabwe. It is further clear from the Figure 2.1 that within Africa, most visitors to Namibia in 2011 came from Angola (403,487), South Africa (313,767), Zambia (127,645) and Zimbabwe (49,453) respectively. It is notable that the Germans (85,977), British (24,856) and United States of America (20,070) tourists ranked first, second and third on the list of overseas visitors to Namibia in 2011.



3. Tourist Arrivals Profile

In this analysis the countries are grouped into 4 regions, which are categorized as follows: Africa, Europe, North America (only USA and Canada) and Other countries not classified elsewhere in the above specified categories.

3.1. Tourist Arrivals to Namibia by Region, 2011

The results in Table 3.1 below show that in 2011, the great majority of tourists to Namibia were African tourists (784,579), making up 76.3% of the total number of tourist arrivals. Africa was followed by Europe with 18.9% (194,430). North America contributed 2.2% (22,791) while other overseas countries contributed 2.5% (25,430) .

In 2011, tourist arrivals from the European and Other overseas countries decreased by 11.2% and 9.0%, respectively compared to 2010, while those arriving from Africa increased by 9.8% and North America stayed relatively unchanged compared to 2010.

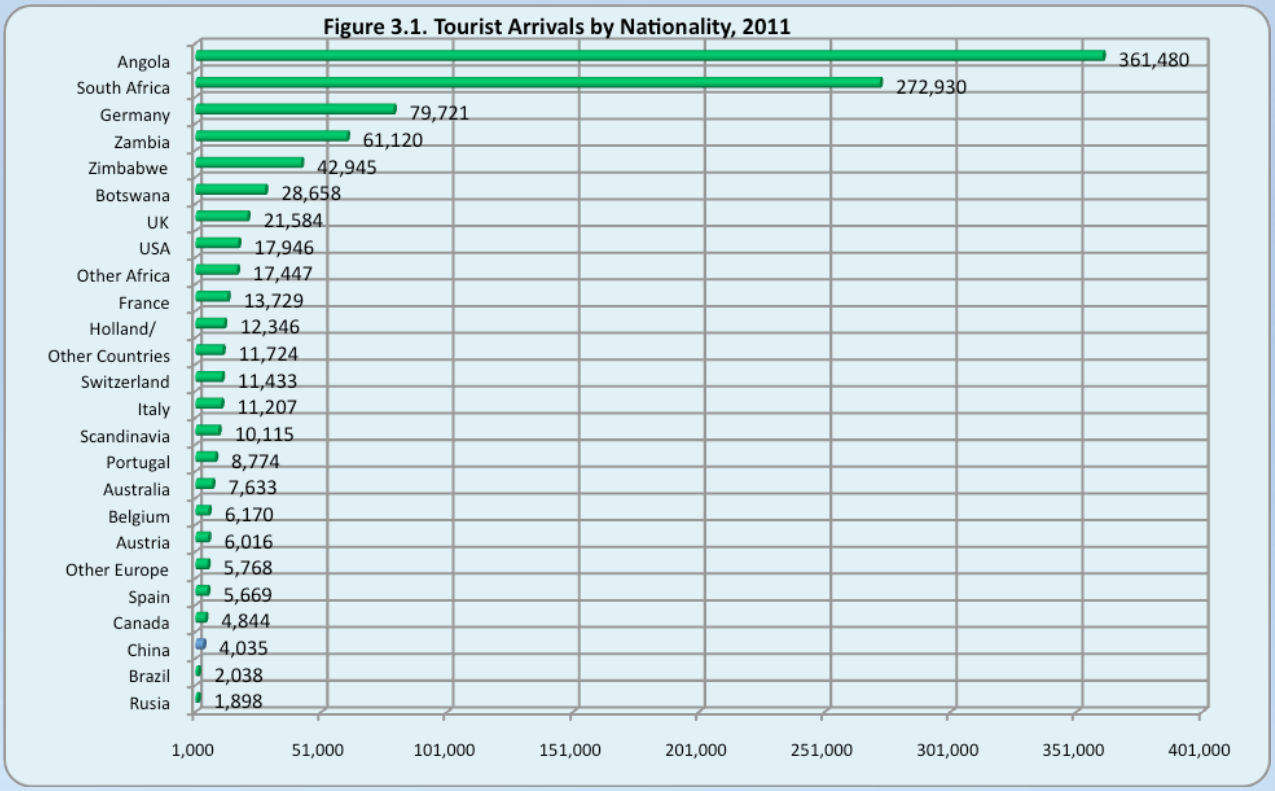
Table 3. 1. Number of Tourist Arrivals by Region, 2005-2011

Tourist Arrivals by Region, 2005-2011							% Change per year by Region				
Year	Africa	Europe	North America	Other	Total		Africa	Europe	North America	Other	Total
2005	601,738	146,362	11,979	17,812	**777,890**						
2006	628,588	166,974	16,325	21,459	**833,345**		4.5%	14.1%	36.3%	20.5%	**7.1%**
2007	690,148	194,603	19,342	24,819	**928,912**		9.8%	16.5%	18.5%	15.7%	**11.5%**
2008	676,445	204,116	26,346	24,204	**931,111**		-2.0%	4.9%	36.2%	-2.5%	**0.2%**
2009	723,760	206,494	24,940	24,979	**980,173**		7.0%	1.2%	-5.3%	3.2%	**5.3%**
2010	714,288	219,069	22,793	27,949	**984,099**		-1.3%	6.1%	-8.6%	11.9%	**0.4%**
2011	784,579	194,430	22,791	25,430	**1,027,229**		9.8%	-11.2%	0.0%	-9.0%	**4.4%**

3.2. Nationality of Tourists

In 2011, Angola, South Africa, Germany, Zambia, Zimbabwe, UK, Botswana, USA, France and the Netherlands were the top 10 countries supporting Namibia as a favoured tourist destination.

The highest 5 African countries that provided a tourism markets for Namibia were Angola, South Africa, Botswana, Zambia and Zimbabwe. Judging from the figures on the Figure 3.1, Angola had the highest rate of 35.2% of tourist arrivals to Namibia in 2011 followed by South Africa with 26.6%. The two highest African countries, Angola and South Africa jointly presented 61.8% of all tourist arrivals in Namibia in 2011.



The top 5 non-African markets for Namibia were Germany, UK, USA, France and the Netherlands. The tourist arrivals from these 5 countries represented 59.9% of all overseas tourist arrivals to Namibia and 14.1% of all tourist arrivals in 2011.

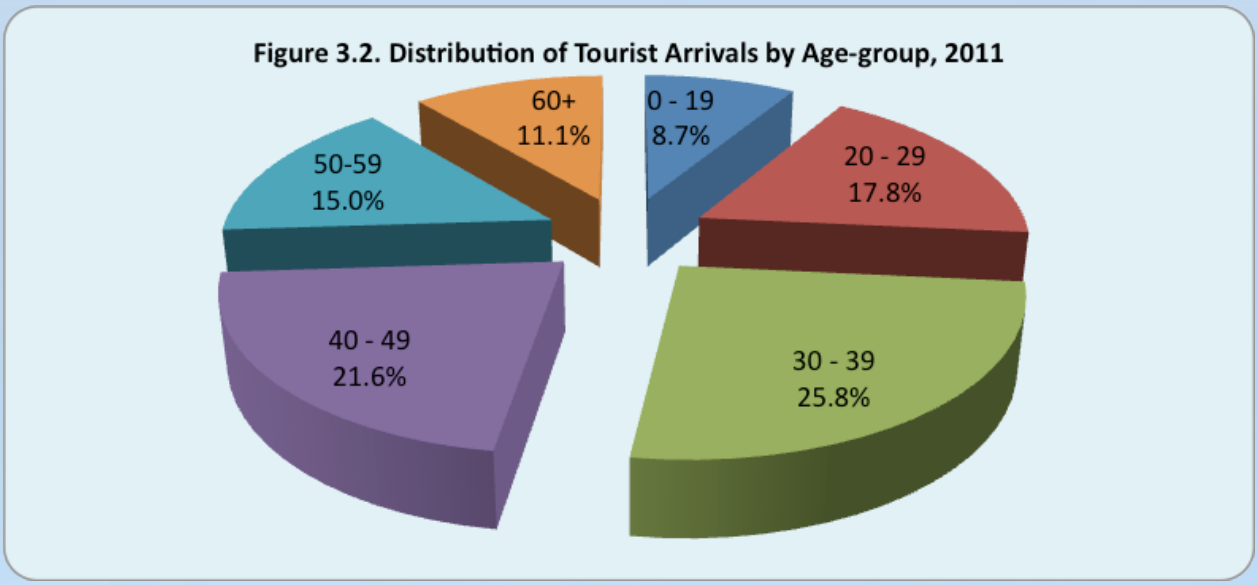
Tourist arrivals from Germany represented 41.0% of all tourists arriving from Europe in 2011 and 7.8% of all tourist arrivals to Namibia in the same year. The significant relations between Germany and Namibia contribute to high benefaction of Namibia by German tourists.

From the overall number of tourists arriving in Namibia in 2011, Africa had the highest number (784,579, representing 76.4%), followed by Europe with 194,430 arrivals (18.9%), Other overseas countries with 25,430 (2.5%) and, lastly, North America (USA and Canada) with 22,791 (2.2%) in the year 2011.

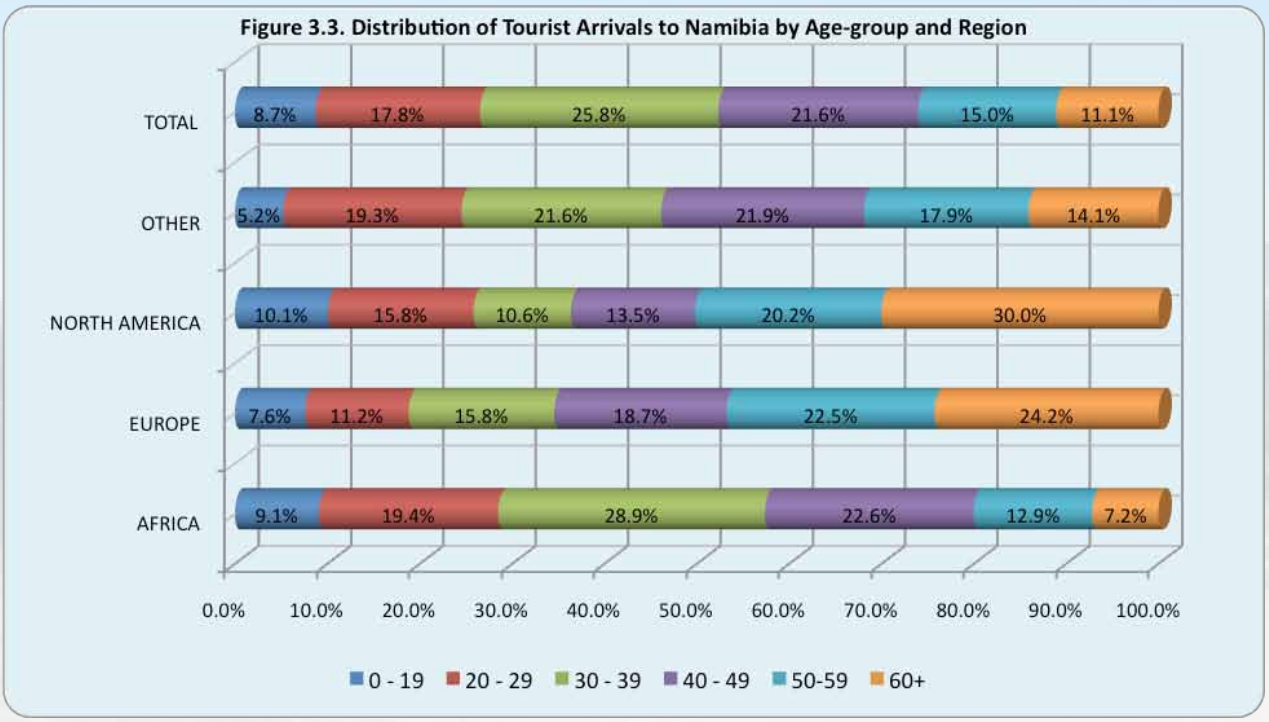
3.3. Age of Tourists

Compared to 2010, the majority of tourists that came to Namibia were still in the age category of 30-39 years and represented 25.8% of all tourists' arrivals, followed by two other dominant age groups, which were 40-49 and 20-29 years, which accounted for 21.6% and 17.8% respectively. The rest of the age groups represented the least tourist arrivals to Namibia, as shown in Figure 3.2.

This distribution of all tourist arrivals by age group has slightly increased by 1% compared to 2010, where the dominant age group 30-39 years was 25%.



The Figure 3.3 below indicates that the dominant age groups of tourists from North America and Europe were 60 years and above with 30% and 24% respectively, and 50-59 years with 20.2% and 22.5% respectively. The dominant age-group of tourist arrivals to Namibia from Africa was 30-39 years old (28.9%). They were young compare to overseas countries.



3.4. Gender of Tourist Arrivals

In 2011, a total of 627,792 male tourist arrivals representing 61% and 405,437 females representing 39% of the total tourists visited Namibia. This structure has remained similar to that of 2010 where male tourists represented 60.4% while female tourists were 39.6%. Figure 3.4 below shows that among the tourists travelling from Africa to Namibia, males represented 62% and those travelling from North

America were more female tourists 46% followed by Europe with 45% in 2011. Most of the overseas tourists came for the main types of tourism activities in Namibia such as desert adventure (climbing sand dunes in the desert and quad bikes) and game drives in different national parks.

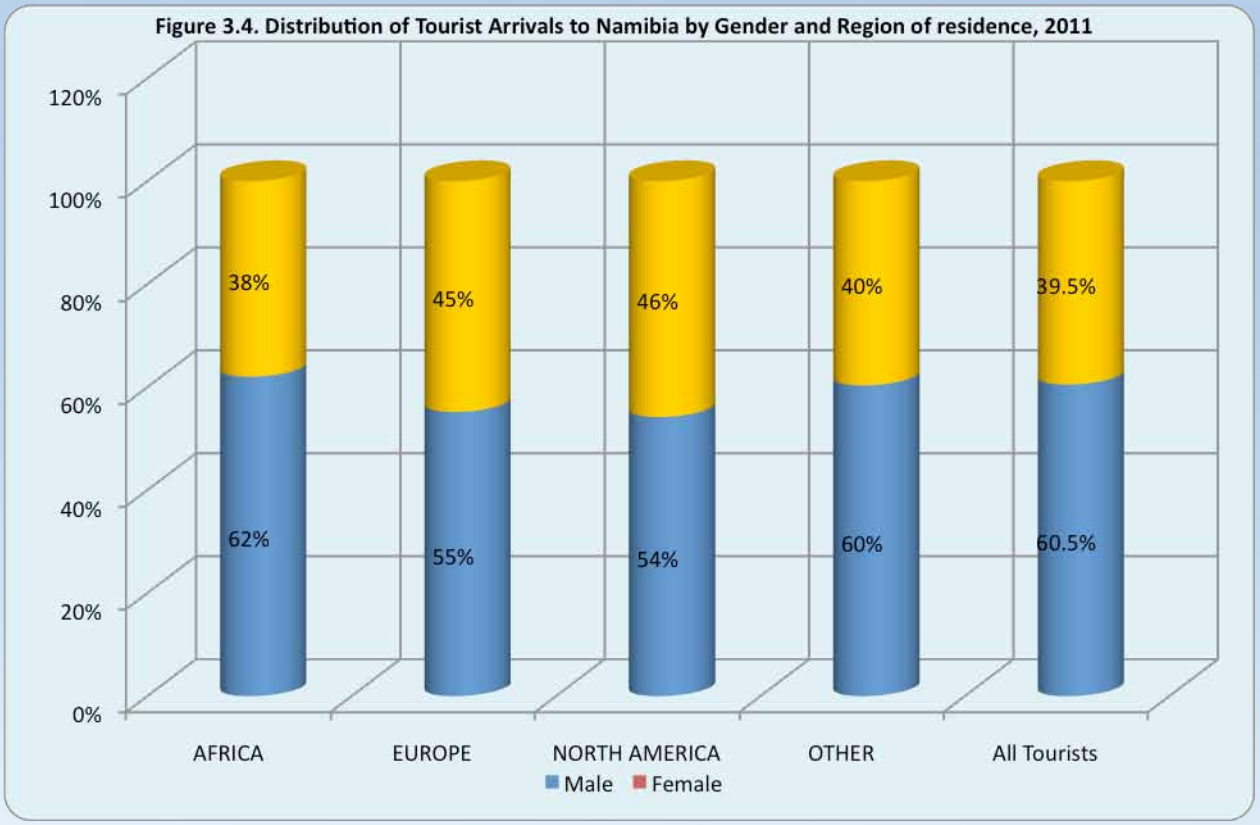
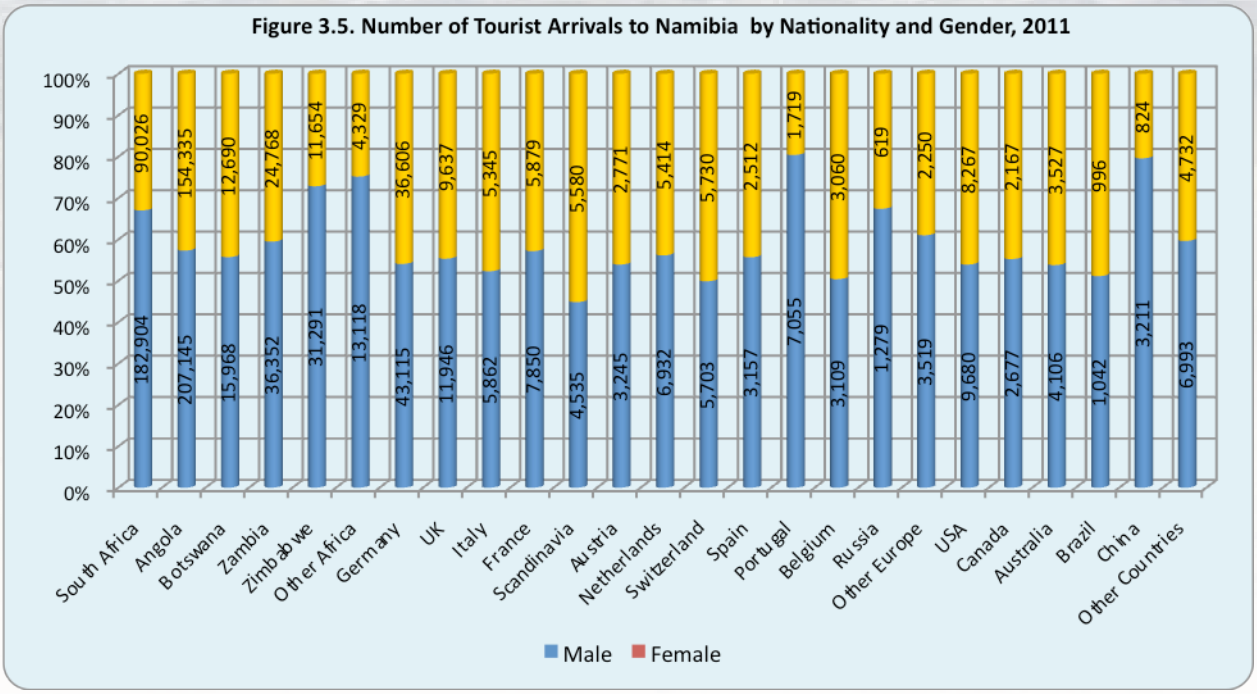


Figure 3.5 below shows that China (80%) and Portugal (80%) had the highest number of tourist arrivals of males in 2011 while Scandinavia (55%), Belgium (50%) and Switzerland (50%) had the most female travellers.



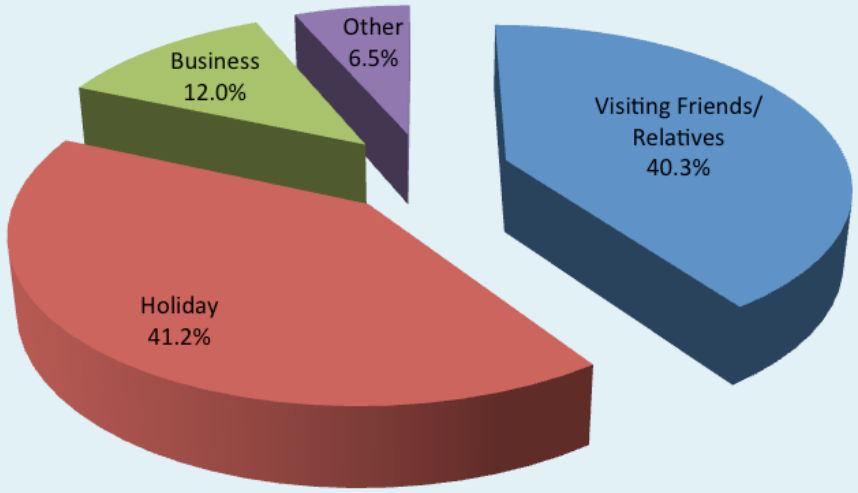
4. Travel Information on Tourist Arrivals to Namibia

This report is based on travel information on tourist arrivals to Namibia in 2011 with regard to the respective purpose of visit and point of entry. The purpose of visit is categorised into in five types namely: Visiting Friends/Relatives, Holiday/Leisure, Business/Professional and Conferences, and Other unspecified business.

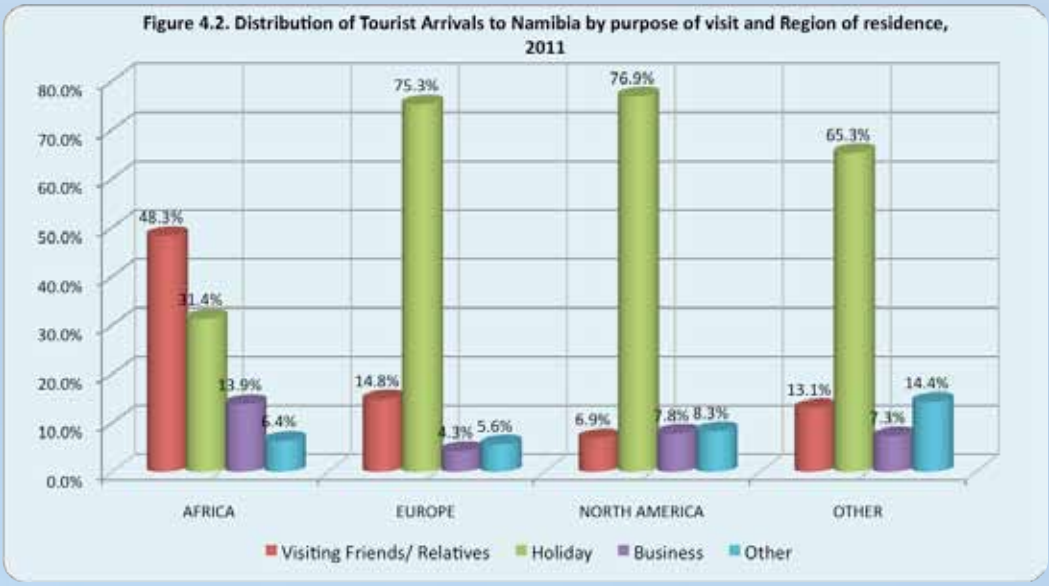
4.1. Purpose of Visit

The Figure 4.1 below shows that from the total number of tourists who visited Namibia in 2011, the majority were on holiday/tourism (41.2%), followed by visiting friends/relatives (40.3%), business (12.0%) and lastly 6.5% were on other unspecified business.

Figure 4.1. Purpose of Visit of Tourists, 2011



According to information on Figure 4.2 below, it is clear that Europe had the highest holiday/tourist accounting for 75.3% of all tourists travelling from Europe; North America had 76.9% and 65.3% for Other overseas countries. African countries had the highest percentage of tourists travelling to visit friends and relatives (48.3%) meaning that less came for holiday (31.4%) in comparison to overseas countries.



It should be noted that overseas markets contributed much more to the tourism industry in Namibia since tourists on holiday spend most of their money on leisure. Therefore, the Namibian government and the tourism private sector should promote and develop its infrastructure and tourism facilities in order to entice and increase the number of overseas tourists visiting Namibia as a tourism destination country. The tourism growth and development strategy should take the findings of this report in consideration since this has significant implications on the tourism marketing and promotion budget of the Ministry.

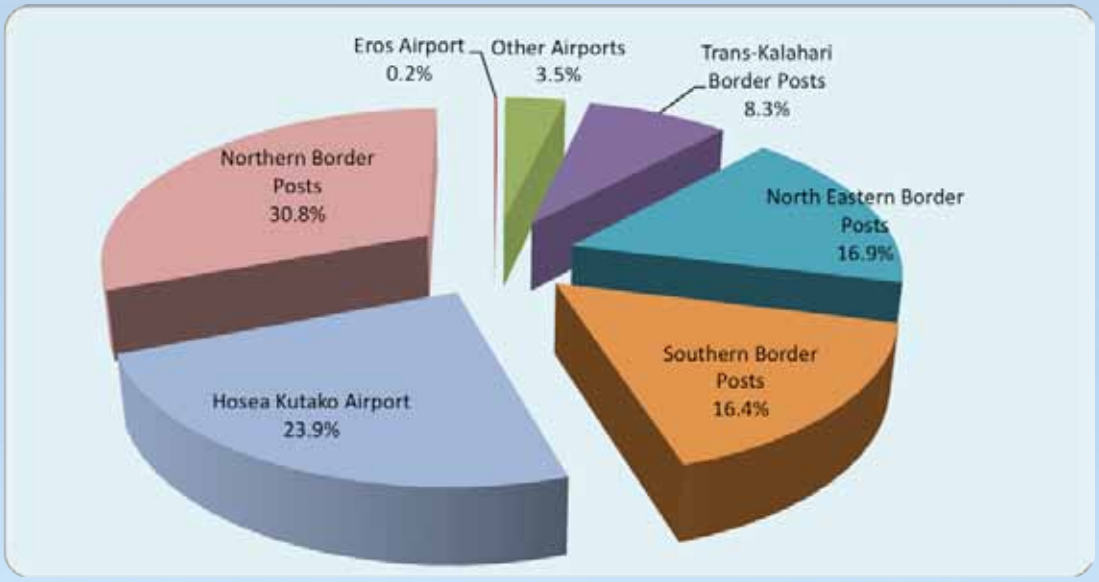
4.2. *Point of Entry*

The point of entry is classified by 7 regional border posts as follows: Hosea Kutako International Airport, Northern Border Posts, North Eastern Border Posts, Southern Border Posts, Trans-Kalahari Border Post, Eros Airport, and Other Airports[2].

The Northern border posts had the majority of tourist arrivals (30.8%) followed by Hosea Kutako International Airport (23.9%), Northern Eastern Border Posts (16.9%), Southern Border Posts (16.4%) and the rest had below 10% (Figure 4.3).

[2] Northern Border Posts include: Oshikango, omahene, Ruacana
North Eastern Border Posts include: Ngoma, Mohembo, Wenela, Kasika, Impalila Island, Dobe, Katwitwi, Lianshulu, Singalamwe, Schuckmansburg.
Southern Border posts include: Klein Manasse, Noordoewer, Ariamsvlei, Oranjemund border post, Velloorsdrift, Hohlweg, Luderitz Harbour, Mata-mata
Other Airports include: Oranjemung Airport, Luderitz Airport, Mpacha Airport, Keetmanshoop Airport, Rundu airport, Grootfontein Airport, Ondangwa & Oshakati Airport, Walvis Bay Airport.

Figure 4.3. Distribution of Tourist Arrivals to Namibia by Point of Entry, 2011



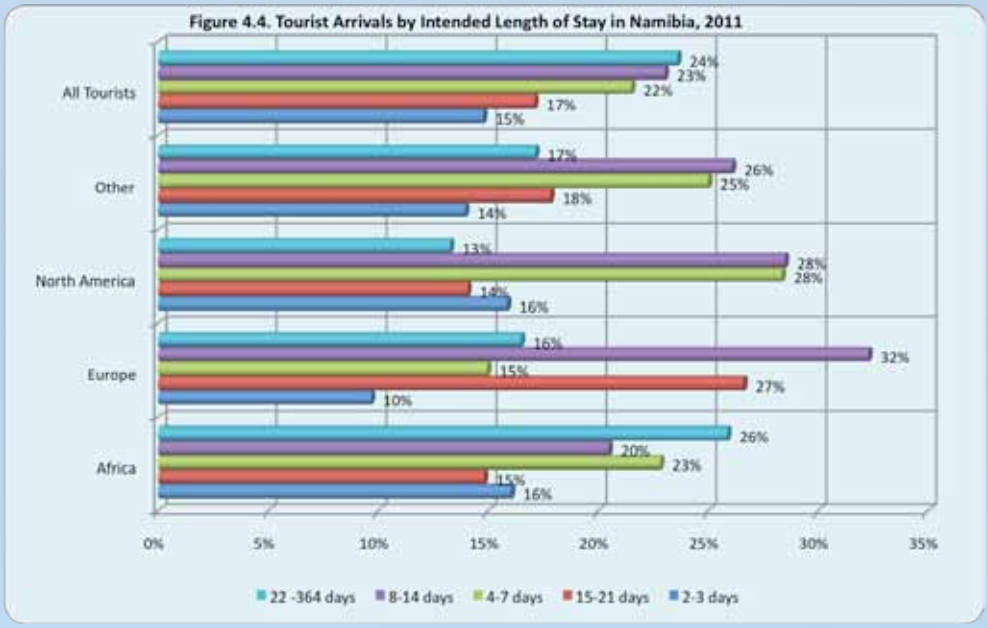
Out of a total of 784,579 African tourists that entered Namibia in 2011, 38% of them entered through the Northern border post, 18% used the Southern border posts and the North Eastern border posts each, 13% used Hosea Kutako International Airport while the Trans-Kalahari and other Airports were used by 9% and 3% of the tourists respectively. Africa had the highest total number of arrivals to Namibia in 2011 of 784,579 and Europe came second with 194,430.

Tourist arriving from Europe (63%), North America (54%) other regions (46%) mainly used Hosea Kutako International Airport as a point of entry.

4.3. Intended Length of Stay

In 2011, the distribution of all tourist arrivals to Namibia indicated that 24% stayed in the country for a duration between 22 and 365 days, 23% stayed between 8 to 14 days, 21% stayed between 4 and 7 days, 17% stayed between 15 and 21 days and 15% stayed between 2 and 3 days (Figure 4.4).

Apart from tourists arriving to Namibia from African countries of which the majority stayed between 22 and 365 days, the majority of overseas tourists stayed between 8 and 14 days and between 4 and 7 days. From the Figure 4.4, it is clear that 32% of tourists arriving from Europe stayed between 8 and 14 days and 27% stayed between 15 and 21 days. Those arriving from North America, 56% stayed in Namibia between 4 and 7 days and between 8 and 14 days combined, accounting for 28% each. The majority of tourists arriving from other overseas countries stayed between 8 and 14 days, and between 4 and 7 days accounting for 51% together. The described overseas tourists intended length of stay structure was consistent with their purpose of visit which was mainly holiday and leisure.



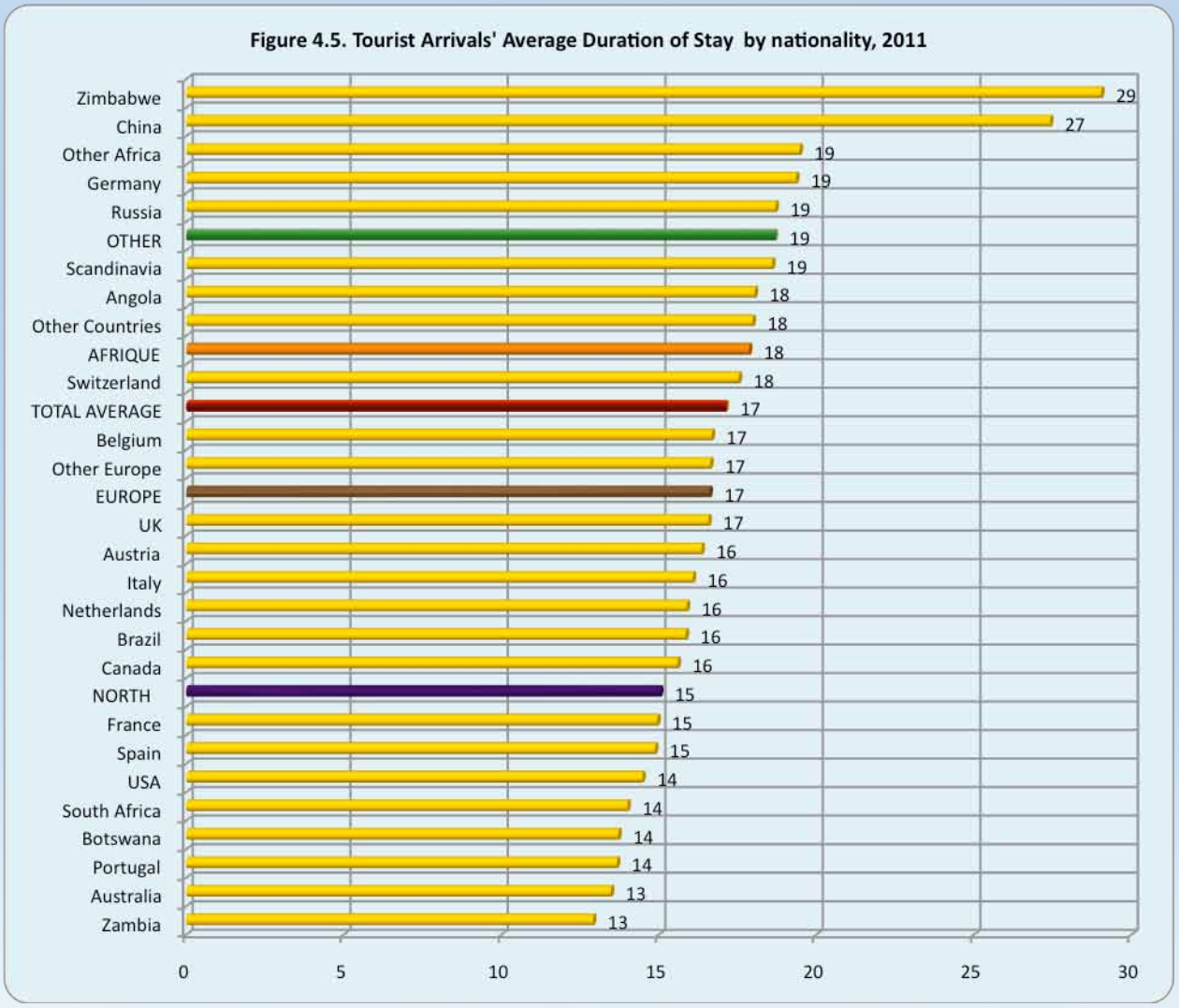
As shown in the Figure 4.5, the average intended length of stay in Namibia for all tourists was 17 days in 2011 while it was 19 days in 2010, declining by 2 days. Tourists coming from Africa stayed longer than tourists coming from Europe and North America and stayed 18 days in Namibia in average, while those coming from Europe stayed 17 days in average, same as the overall average, and those coming from North America stayed an average of 15 days which is below the overall average intended length of stay. The tourist coming from other overseas countries stayed longer with an average intended length of stay of 19 days.

The tourist coming from Zimbabwe and China stayed longer in Namibia than other tourists with an average of 29 and 27 days respectively. In 2010, Chinese tourist stayed an average of 47 days while Zimbabweans stayed the same average of days as in 2011.

Apart from Zimbabwe and China, the tourists who stayed above the overall average intended length of stay in Namibia came from Germany (19 days), Russia (19 days), Scandinavia (19 days), Angola (18 days) and Switzerland (18 days).

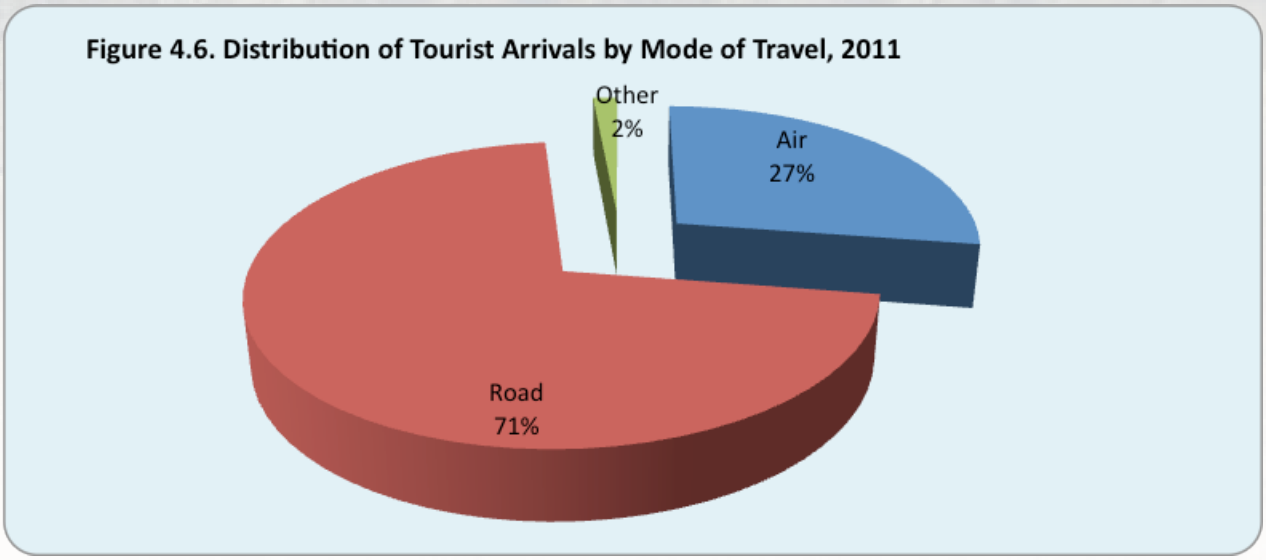
Zambians and Australians stayed the least number of days in Namibia in 2011 with an average of 13 days respectively. It is important to note that Zambians came mainly for shopping in the town of Katima Mulilo entering through the Wenela border post and therefore do not stay long.



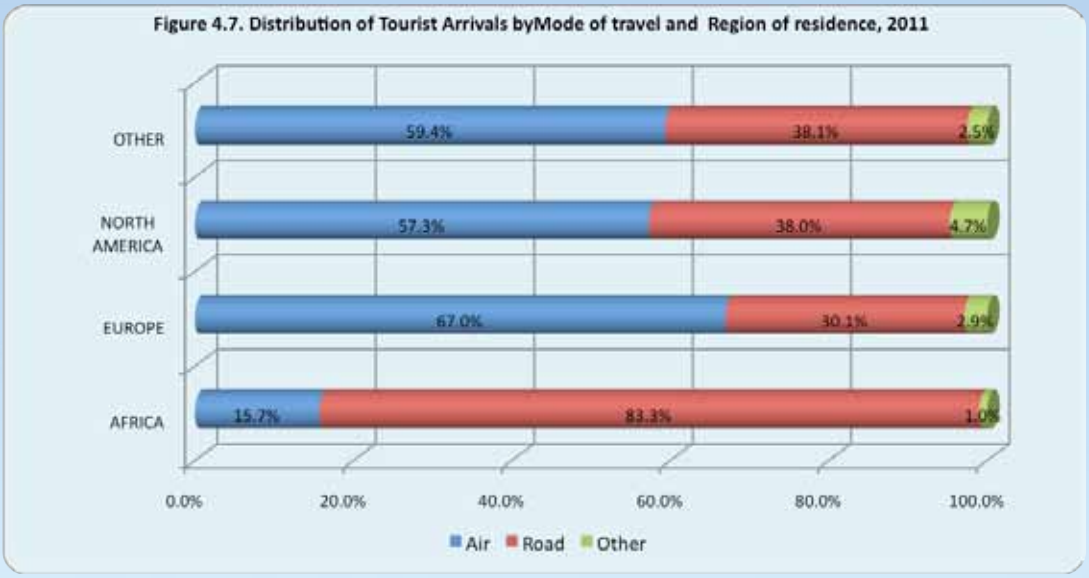


4.4. Mode of Travel

The majority of tourists entering Namibia used road as mode of travel (71%), followed by Air (27%) and the least was other mode of travel (2%) including railway and sea (Figure 4.6).



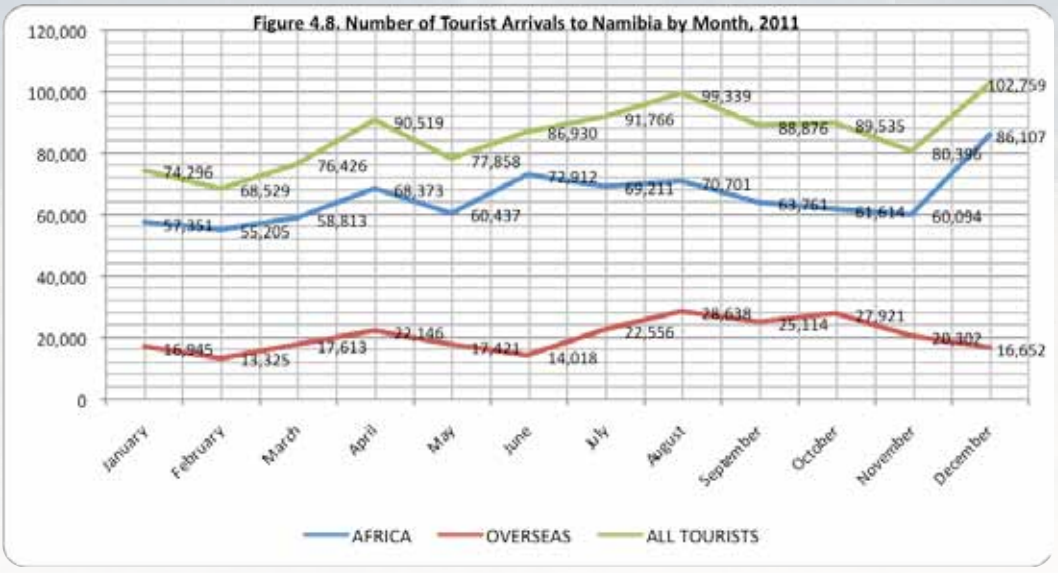
When analysed by group of regions, Figure 4.7 shows that the majority of tourists arriving from Europe, North America and Other overseas countries entered Namibia by Air with 67%, 57.3% and 59.4% respectively, while those coming from Africa used mainly road as mode of travel. The majority of tourists coming from Africa to Namibia came from Angola and South Africa (61.8%) and preferred to use the existing good road infrastructure in Namibia.



4.5. Seasonality of Travel

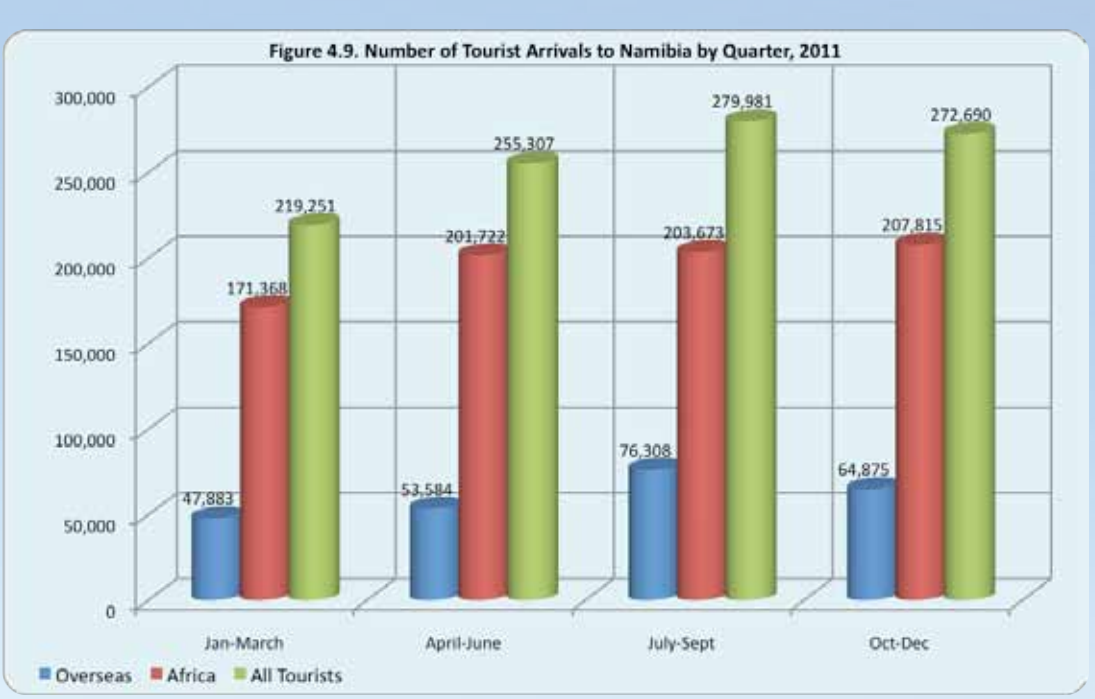
4.5.1. Tourist Arrivals per Month

The structure of tourist arrivals in Namibia per month is presented by Figure 4.8 below. Although with some changes between months there was a tendency showing a peak in December. The overseas tourist have grown from June and peaked in August, while tourists arrivals from Africa reached a peak in December. Furthermore, the results for the overseas tourists showed the tendency of July – September as Namibia's peak season for tourism.



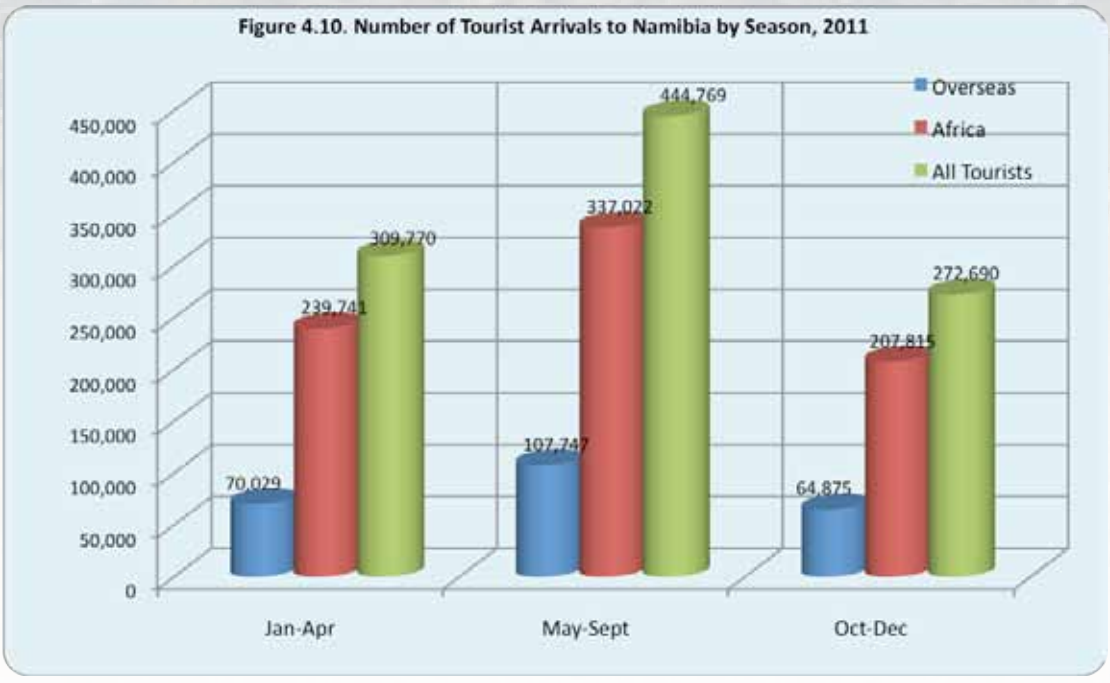
4.5.2. Tourist Arrivals per Quarter

The number of tourist arrivals to Namibia in 2011 by quarter is presented in Figure 4.9. It is clear that overseas tourists (Europe, North America and Other) showed a significant peak season in July – September which accounted for 91,690 of all overseas tourists coming to Namibia in 2011, while Africa showed a peak season in October – December accounting for 201,368 of all African tourists coming to Namibia in 2011. The overall peak quarter was July-September with a total of 272,216 tourists followed by the quarter October-December with 270,550 tourists.



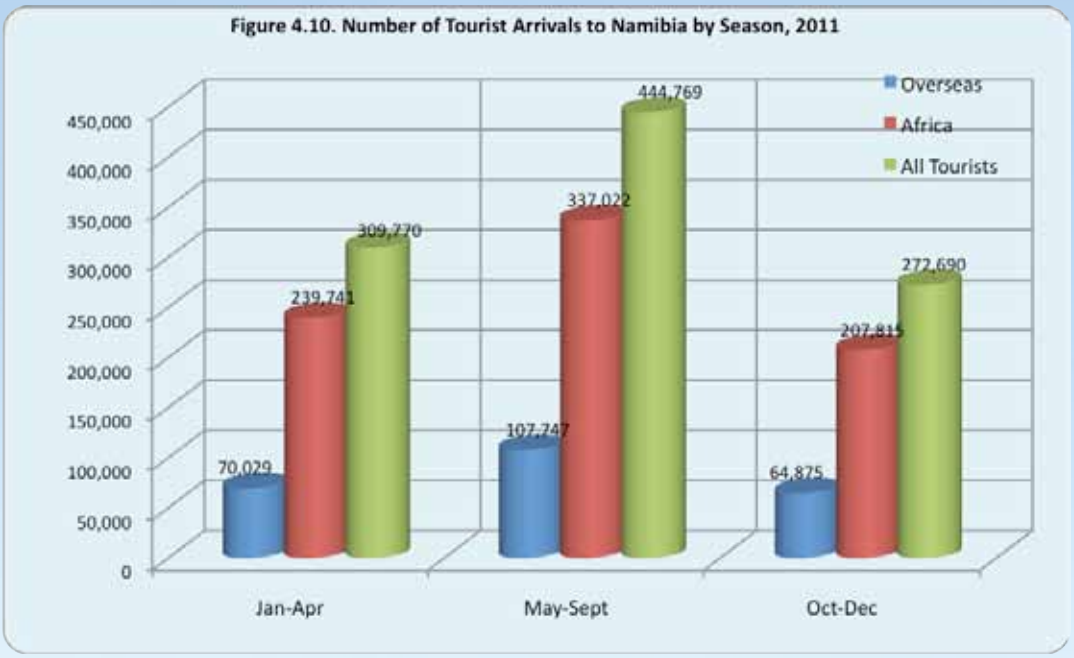
4.5.3. Tourist Arrivals per Tourism Season

The greatest number of tourists visited Namibia during the peak season of May – September as shown in Figure 4.10 below. This peak season accounted for 43.3% of all tourists arriving to Namibia in 2011 representing the same structure as last year. Among tourists arriving from Africa 44.4% came in this season, while those coming from overseas were 43.0%.

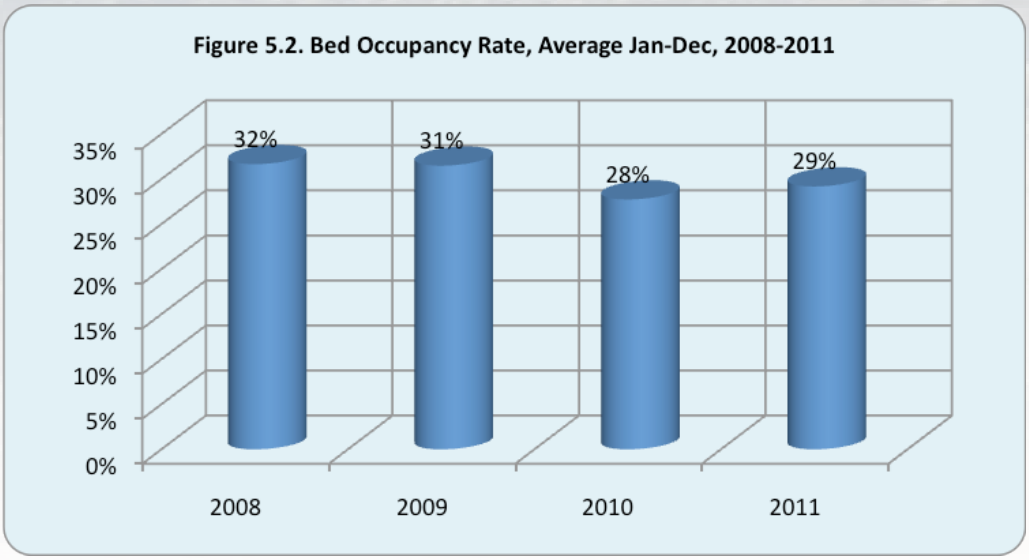


5. Hotel Statistics

Figure 5.1 below shows a peak in August of bed occupancy rate in 2011 which was the same structure in 2010. The trend shows an increase of bed occupancy rate from February and April 2011 and then between June and August 2011. The trend of bed occupancy rate was the same for 2011 and 2010 from June to December 2010. This structure confirms the seasonality peak of May-September of tourist visiting Namibia.



The average bed occupancy rate was 30% in 2011, increasing by 2% from 28% in 2010 (Figure 5.2). This slight increase may be due to the decrease of tourists arriving from overseas in 2011 and can be attributed to the number of tourists coming from Africa for holiday and leisure (31.4%). It should be noted that the significant number of tourists from Africa to Namibia in 2011 came for visiting friends and relatives (48.3%) and normally use friends and relative's accommodation facilities rather than hotels and guest houses.



Conclusion and Recommendations

While the total number of tourist arrivals to Namibia has increased by 4.4% in 2011 compared to 2010, it is important to note that the number of overseas tourists has declined by 10% in 2011 compared to 2010 and especially that tourists coming from Europe declined by 11.2% in the same period. This overall tourist arrivals' increase was made by the increase of tourists (9.8) coming to Namibia from Africa, especially from Angola, South Africa, Zambia and Zimbabwe.

The decline of overseas tourist arrivals to Namibia in 2011 may be attributed to the current global financial and economic crisis which negatively affects international and intercontinental tourisms given the financial distress being faced by the global aviation industry as well as other tourism sectors.

Most Western nations are seriously affected by the financial and economic crisis. It is known that tourism, especially leisure tourism, is a discretionary expense and therefore vulnerable to mood swings. Thus, if the public is fearful of not having enough money to pay basic necessities then for many people there is a tendency to pull back and seek less expensive options. This decline in foreign travel will be especially hurtful to those parts of the developing world, such as Africa, including Namibia, whose tourism sector has long depended on overseas foreign visitors.

Therefore, Namibia like other developing countries should improve their reputation by becoming competitive in terms of being less expensive, offering excellent customer service and continually reinventing Namibia's tourism product offering in a safe and secure environment. This means that Namibia must launch new products and become more innovative in order to attract the great proportion of the remaining number of foreign tourists in the future. Tourism is everyone's business and the call is to all in the tourism industry to do their part to ensure Namibia's competiveness in the interest of growing out tourism industry.

Annexure

Table 1. Number of Foreign Arrivals to Namibia by Nationality, 2005-2011

Nationality	2005	2006	2007	2008	2009	2010	2011	%Change 2010 - 2011
AFRICA	**601 738**	**628 588**	**690 148**	**676 445**	**723 760**	**714 288**	**784 579**	**9.8%**
South Africa	230 949	239 886	250 038	243 038	285 779	277 655	272 930	-1.7%
Angola	281 365	278 058	336 045	310 395	309 127	296 825	361 480	21.8%
Botswana	22 333	24 720	25 649	26 378	26 918	31 503	28 658	-9.0%
Zambia	35 782	45 203	40 709	50 248	54 333	54 229	61 120	12.7%
Zimbabwe	22 765	30 623	26 764	29 281	31 842	37 667	42 945	14.0%
Other Africa	8 543	10 098	10 943	17 104	15 763	16 408	17 447	6.3%
EUROPE	**146 362**	**166 974**	**194 603**	**204 116**	**206 494**	**219 069**	**194 430**	**-11.2%**
Germany	61 222	68 214	80 418	81 543	81 974	87 072	79 721	-8.4%
UK	20 978	24 736	28 214	28 111	28 039	25 717	21 584	-16.1%
Italy	8 557	9 406	10 102	11 836	12 095	10 767	11 207	4.1%
France	9 959	12 000	15 019	14 604	15 044	17 039	13 729	-19.4%
Scandinavia	6 327	7 305	8 446	9 506	8 681	10 591	10 115	-4.5%
Austria	5 160	5 278	6 198	6 664	7 201	7 197	6 016	-16.4%
Netherlands	11 569	12 196	13 282	14 382	14 503	16 078	12 346	-23.2%
Switzerland	8 363	8 921	10 110	10 845	11 091	12 605	11 433	-9.3%
Spain	3 492	4 467	4 968	6 159	5 428	8 071	5 669	-29.8%
Portugal	2 753	3 880	5 027	5 965	8 653	9 124	8 774	-3.8%
Belgium	3 240	3 753	6 400	4 909	5 647	7 024	6 170	-12.2%
Russia				1 935	1 806	1 762	1 898	7.8%
Other Europe	4 741	6 816	6 421	7 656	6 334	6 023	5 768	-4.2%
NORTH AMERICA	**11 979**	**16 325**	**19 342**	**26 346**	**24 940**	**22 793**	**22 791**	**0.0%**
USA	11 979	16 325	19 342	20 856	20 080	17 826	17 946	0.7%
Canada				5 490	4 860	4 967	4 844	-2.5%
OTHER	**17 812**	**21 459**	**24 819**	**24 204**	**24 979**	**27 949**	**25 430**	**-9%**
Australia	4 274	4 645	5 783	6 117	6 365	7 066	7 633	8.0%
Brazil				2 855	1 717	3 382	2 038	-39.7%
China				3 661	5 119	4 228	4 035	-4.6%
Other Countries	13 537	16 814	19 036	11 572	11 779	13 272	11 724	-11.7%
TOTAL	**777 890**	**833 345**	**928 912**	**931 111**	**980 173**	**984 099**	**1 027 229**	**4.4%**
% Change per year		**7.1%**	**11.5%**	**0.2%**	**5.3%**	**0.4%**	**4.4%**	

Table 2. Total Foreign Arrivals to Namibia by Nationality and Category of Traveller, 2011

Nationality	Returning Residents	Tourists	Same-day Visitors	Others	Total
AFRICA	**10 394**	**784 579**	**124 818**	**30 593**	**950 384**
South Africa	6 396	272 930	22 219	12 223	313 767
Angola	1 248	361 480	32 488	8 271	403 487
Botswana	47	28 658	4 350	1 900	34 956
Zambia	1 153	61 120	62 853	2 519	127 645
Zimbabwe	649	42 945	2 031	3 829	49 453
Other Africa	901	17 447	878	1 850	21 076
EUROPE	**4 762**	**194 430**	**8 265**	**5 507**	**212 964**
Germany	2 588	79 721	1 702	1 967	85 977
UK	556	21 584	1 784	932	24 856
Italy	50	11 207	359	203	11 819
France	89	13 729	386	227	14 432
Scandinavia	116	10 115	594	355	11 181
Austria	120	6 016	49	78	6 264
Netherlands	202	12 346	395	151	13 093
Switzerland	155	11 433	259	63	11 910
Spain	131	5 669	284	567	6 651
Portugal	483	8 774	1 265	254	10 775
Belgium	21	6 170	85	84	6 360
Russia	71	1 898	598	218	2 785
Other Europe	180	5 768	504	408	6 860
NORTH AMERICA	**161**	**22 791**	**1 435**	**855**	**25 241**
USA	130	17 946	1 227	766	20 070
Canada	30	4 844	208	89	5 171
OTHER	**385**	**25 430**	**1 647**	**2 184**	**29 646**
Australia	10	7 633	280	220	8 142
Brazil	0	2 038	164	69	2 271
China	100	4 035	50	785	4 970
Other Countries	275	11 724	1 153	1 111	14 263
Total	**15 702**	**1 027 229**	**136 164**	**39 139**	**1 218 234**
Row Percentage Distribution					
AFRICA	**1.1%**	**82.6%**	**13.1%**	**3.2%**	**100.0%**
South Africa	2.0%	87.0%	7.1%	3.9%	**100.0%**
Angola	0.3%	89.6%	8.1%	2.0%	**100.0%**
Botswana	0.1%	82.0%	12.4%	5.4%	**100.0%**
Zambia	0.9%	47.9%	49.2%	2.0%	**100.0%**
Zimbabwe	1.3%	86.8%	4.1%	7.7%	**100.0%**
Other Africa	4.3%	82.8%	4.2%	8.8%	**100.0%**
EUROPE	**2.2%**	**91.3%**	**3.9%**	**2.6%**	**100.0%**
Germany	3.0%	92.7%	2.0%	2.3%	**100.0%**
UK	2.2%	86.8%	7.2%	3.8%	**100.0%**
Italy	0.4%	94.8%	3.0%	1.7%	**100.0%**
France	0.6%	95.1%	2.7%	1.6%	**100.0%**
Scandinavia	1.0%	90.5%	5.3%	3.2%	**100.0%**
Austria	1.9%	96.0%	0.8%	1.2%	**100.0%**
Netherlands	1.5%	94.3%	3.0%	1.1%	**100.0%**
Switzerland	1.3%	96.0%	2.2%	0.5%	**100.0%**
Spain	2.0%	85.2%	4.3%	8.5%	**100.0%**
Portugal	4.5%	81.4%	11.7%	2.4%	**100.0%**
Belgium	0.3%	97.0%	1.3%	1.3%	**100.0%**
Russia	2.6%	68.2%	21.5%	7.8%	**100.0%**

Nationality	Returning Residents	Tourists	Same-day Visitors	Others	Total
Other Europe	2.6%	84.1%	7.3%	6.0%	**100.0%**
NORTH AMERICA	**0.6%**	**90.3%**	**5.7%**	**3.4%**	**100.0%**
USA	0.6%	89.4%	6.1%	3.8%	**100.0%**
Canada	0.6%	93.7%	4.0%	1.7%	**100.0%**
OTHER	**1.3%**	**85.8%**	**5.6%**	**7.4%**	**100.0%**
Australia	0.1%	93.7%	3.4%	2.7%	**100.0%**
Brazil	0.0%	89.7%	7.2%	3.0%	**100.0%**
China	2.0%	81.2%	1.0%	15.8%	**100.0%**
Other Countries	1.9%	82.2%	8.1%	7.8%	**100.0%**
Total	**1.3%**	**84.3%**	**11.2%**	**3.2%**	**100.0%**
Column Percentage Distribution					
AFRICA	**66.2%**	**76.4%**	**91.7%**	**78.2%**	**78.0%**
South Africa	40.7%	26.6%	16.3%	31.2%	**25.8%**
Angola	7.9%	35.2%	23.9%	21.1%	**33.1%**
Botswana	0.3%	2.8%	3.2%	4.9%	**2.9%**
Zambia	7.3%	5.9%	46.2%	6.4%	**10.5%**
Zimbabwe	4.1%	4.2%	1.5%	9.8%	**4.1%**
Other Africa	5.7%	1.7%	0.6%	4.7%	**1.7%**
EUROPE	**30.3%**	**18.9%**	**6.1%**	**14.1%**	**17.5%**
Germany	16.5%	7.8%	1.2%	5.0%	**7.1%**
UK	3.5%	2.1%	1.3%	2.4%	**2.0%**
Italy	0.3%	1.1%	0.3%	0.5%	**1.0%**
France	0.6%	1.3%	0.3%	0.6%	**1.2%**
Scandinavia	0.7%	1.0%	0.4%	0.9%	**0.9%**
Austria	0.8%	0.6%	0.0%	0.2%	**0.5%**
Netherlands	1.3%	1.2%	0.3%	0.4%	**1.1%**
Switzerland	1.0%	1.1%	0.2%	0.2%	**1.0%**
Spain	0.8%	0.6%	0.2%	1.4%	**0.5%**
Portugal	3.1%	0.9%	0.9%	0.6%	**0.9%**
Belgium	0.1%	0.6%	0.1%	0.2%	**0.5%**
Russia	0.5%	0.2%	0.4%	0.6%	**0.2%**
Other Europe	1.1%	0.6%	0.4%	1.0%	**0.6%**
NORTH AMERICA	**1.0%**	**2.2%**	**1.1%**	**2.2%**	**2.1%**
USA	0.8%	1.7%	0.9%	2.0%	**1.6%**
Canada	0.2%	0.5%	0.2%	0.2%	**0.4%**
OTHER	**2.5%**	**2.5%**	**1.2%**	**5.6%**	**2.4%**
Australia	0.1%	0.7%	0.2%	0.6%	**0.7%**
Brazil	0.0%	0.2%	0.1%	0.2%	**0.2%**
China	0.6%	0.4%	0.0%	2.0%	**0.4%**
Other Countries	1.8%	1.1%	0.8%	2.8%	**1.2%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 3. Number of Tourist Arrivals by Nationality, 2005-2011

Nationality	2005	2006	2007	2008	2009	2010	2011	% Change 2010 - 2011
AFRICA	**601 738**	**628 588**	**690 148**	**676 445**	**723 760**	**714 288**	**784 579**	**9.8%**
South Africa	230 949	239886	250038	243 038	285 779	277 655	272 930	-1.7%
Angola	281 365	278058	336045	310 395	309 127	296 825	361 480	21.8%
Botswana	22 333	24720	25649	26 378	26 918	31 503	28 658	-9.0%
Zambia	35 782	45203	40709	50 248	54 333	54 229	61 120	12.7%
Zimbabwe	22 765	30623	26764	29 281	31 842	37 667	42 945	14.0%
Other Africa	8 543	10098	10943	17 104	15 763	16 408	17 447	6.3%
EUROPE	**146 362**	**166 974**	**194 603**	**204 116**	**206 494**	**219 069**	**194 430**	**-11.2%**
Germany	61 222	68 214	80 418	81 543	81 974	87 072	79 721	-8.4%
UK	20 978	24 736	28 214	28 111	28 039	25 717	21 584	-16.1%
Italy	8 557	9 406	10 102	11 836	12 095	10 767	11 207	4.1%
France	9 959	12 000	15 019	14 604	15 044	17 039	13 729	-19.4%
Scandinavia	6 327	7 305	8 446	9 506	8 681	10 591	10 115	-4.5%
Austria	5 160	5 278	6 198	6 664	7 201	7 197	6 016	-16.4%
Netherlands	11 569	12 196	13 282	14 382	14 503	16 078	12 346	-23.2%
Switzerland	8 363	8 921	10 110	10 845	11 091	12 605	11 433	-9.3%
Spain	3 492	4 467	4 968	6 159	5 428	8 071	5 669	-29.8%
Portugal	2 753	3 880	5 027	5 965	8 653	9 124	8 774	-3.8%
Belgium	3 240	3 753	6 400	4 909	5 647	7 024	6 170	-12.2%
Russia				1 935	1 806	1 762	1 898	7.8%
Other Europe	4 741	6 816	6 421	7 656	6 334	6 023	5 768	-4.2%
NORTH AMERICA	**11 979**	**16 325**	**19 342**	**26 346**	**24 940**	**22 793**	**22 791**	**-0.01%**
USA	11 979	16 325	19 342	20 856	20 080	17 826	17 946	0.7%
Canada				5 490	4 860	4 967	4 844	-2.5%
OTHER	**17 812**	**21 459**	**24 819**	**24 204**	**24 979**	**27 949**	**25 430**	**-9.0%**
Australia	4 274	4 645	5 783	6 117	6 365	7 066	7 633	8.0%
Brazil				2 855	1 717	3 382	2 038	-39.7%
China				3 661	5 119	4 228	4 035	-4.6%
Other Countries	13 537	16 814	19 036	11 572	11 779	13 272	11 724	-11.7%
TOTAL	**777 890**	**833 345**	**928 912**	**931 111**	**980 173**	**984 099**	**1 027 229**	**4.4%**
% change per year		7.1%	11.5%	0.2%	5.3%	0.4%	4.4%	

Table 4. Number of Tourist Arrivals by Nationality and Gender, 2011

Nationality	Male	Female	Total
AFRICA	**486 777**	**297 802**	**784 579**
South Africa	182 904	90 026	272 930
Angola	207 145	154 335	361 480
Botswana	15 968	12 690	28 658
Zambia	36 352	24 768	61 120
Zimbabwe	31 291	11 654	42 945
Other Africa	13 118	4 329	17 447
EUROPE	**107 308**	**87 123**	**194 430**
Germany	43 115	36 606	79 721
UK	11 946	9 637	21 584
Italy	5 862	5 345	11 207
France	7 850	5 879	13 729
Scandinavia	4 535	5 580	10 115
Austria	3 245	2 771	6 016
Netherlands	6 932	5 414	12 346
Switzerland	5 703	5 730	11 433
Spain	3 157	2 512	5 669
Portugal	7 055	1 719	8 774
Belgium	3 109	3 060	6 170
Russia	1 279	619	1 898
Other Europe	3 519	2 250	5 768
NORTH AMERICA	**12 357**	**10 434**	**22 791**
USA	9 680	8 267	17 946
Canada	2 677	2 167	4 844
OTHER	**15 351**	**10 079**	**25 430**
Australia	4 106	3 527	7 633
Brazil	1 042	996	2 038
China	3 211	824	4 035
Other Countries	6 993	4 732	11 724
TOTAL	**621 792**	**405 437**	**1 027 229**
Row Percentage Distribution			
AFRICA	**62.0%**	**38.0%**	**100.0%**
South Africa	67.0%	33.0%	100.0%
Angola	57.3%	42.7%	100.0%
Botswana	55.7%	44.3%	100.0%
Zambia	59.5%	40.5%	100.0%
Zimbabwe	72.9%	27.1%	100.0%
Other Africa	75.2%	24.8%	100.0%
EUROPE	**55.2%**	**44.8%**	**100.0%**
Germany	54.1%	45.9%	100.0%
UK	55.3%	44.7%	100.0%
Italy	52.3%	47.7%	100.0%
France	57.2%	42.8%	100.0%
Scandinavia	44.8%	55.2%	100.0%
Austria	53.9%	46.1%	100.0%
Netherlands	56.1%	43.9%	100.0%
Switzerland	49.9%	50.1%	100.0%
Spain	55.7%	44.3%	100.0%
Portugal	80.4%	19.6%	100.0%
Belgium	50.4%	49.6%	100.0%
Russia	67.4%	32.6%	100.0%
Other Europe	61.0%	39.0%	100.0%

Nationality	Male	Female	Total
NORTH AMERICA	**54.2%**	**45.8%**	**100.0%**
USA	53.9%	46.1%	100.0%
Canada	55.3%	44.7%	100.0%
OTHER	**60.4%**	**39.6%**	**100.0%**
Australia	53.8%	46.2%	100.0%
Brazil	51.1%	48.9%	100.0%
China	79.6%	20.4%	100.0%
Other Countries	59.6%	40.4%	100.0%
Total	**60.5%**	**39.5%**	**100.0%**
Column Percentage Distribution			
AFRICA	**78.3%**	**73.5%**	**76.4%**
South Africa	29.4%	22.2%	26.6%
Angola	33.3%	38.1%	35.2%
Botswana	2.6%	3.1%	2.8%
Zambia	5.8%	6.1%	5.9%
Zimbabwe	5.0%	2.9%	4.2%
Other Africa	2.1%	1.1%	1.7%
EUROPE	**17.3%**	**21.5%**	**18.9%**
Germany	6.9%	9.0%	7.8%
UK	1.9%	2.4%	2.1%
Italy	0.9%	1.3%	1.1%
France	1.3%	1.4%	1.3%
Scandinavia	0.7%	1.4%	1.0%
Austria	0.5%	0.7%	0.6%
Netherlands	1.1%	1.3%	1.2%
Switzerland	0.9%	1.4%	1.1%
Spain	0.5%	0.6%	0.6%
Portugal	1.1%	0.4%	0.9%
Belgium	0.5%	0.8%	0.6%
Russia	0.2%	0.2%	0.2%
Other Europe	0.6%	0.6%	0.6%
NORTH AMERICA	**2.0%**	**2.6%**	**2.2%**
USA	1.6%	2.0%	1.7%
Canada	0.4%	0.5%	0.5%
OTHER	**2.5%**	**2.5%**	**2.5%**
Australia	0.7%	0.9%	0.7%
Brazil	0.2%	0.2%	0.2%
China	0.5%	0.2%	0.4%
Other Countries	1.1%	1.2%	1.1%
TOTAL	**100.0%**	**100.0%**	**100.0%**

Table 5. Number of Tourist Arrivals by Nationality and Age, 2011

Nationality	0 - 19	20 - 29	30 - 39	40 - 49	50-59	60+	Total
AFRICA	**71 340**	**152 332**	**226 699**	**177 188**	**100 864**	**56 156**	**784 579**
South Africa	32 087	39 175	51 701	61 868	51 732	36 367	272 930
Angola	29 117	75 599	121 790	87 271	34 651	13 051	361 480
Botswana	3 580	6 232	8 994	5 185	2 706	1 962	28 658
Zambia	2 795	17 259	22 050	10 429	5 403	3 184	61 120
Zimbabwe	2 898	10 890	16 895	7 502	3 911	848	42 945
Other Africa	862	3 177	5 268	4 933	2 461	745	17 447
EUROPE	**14 769**	**21 818**	**30 642**	**36 280**	**43 790**	**47 131**	**194 430**
Germany	5 647	7 632	10 496	15 828	17 990	22 130	79 721
UK	1 822	3 119	2 934	3 561	4 501	5 647	21 584
Italy	722	873	2 551	2 212	2 611	2 237	11 207
France	1 730	1 489	2 240	2 063	2 664	3 543	13 729
Scandinavia	747	2 657	1 309	1 308	2 132	1 962	10 115
Austria	392	603	715	1 198	1 481	1 627	6 016
Netherlands	1 000	1 488	1 835	1 989	3 038	2 996	12 346
Switzerland	756	1 311	1 699	1 844	2 663	3 160	11 433
Spain	337	354	1 533	1 570	1 284	592	5 669
Portugal	544	627	2 530	1 470	2 392	1 211	8 774
Belgium	641	758	762	1 413	1 404	1 192	6 170
Russia	111	271	437	505	336	238	1 898
Other Europe	320	636	1 601	1 319	1 294	597	5 768
NORTH AMERICA	**2 294**	**3 593**	**2 405**	**3 068**	**4 595**	**6 835**	**22 791**
USA	1 997	2 770	1 952	2 320	3 430	5 479	17 946
Canada	297	824	454	748	1 166	1 357	4 844
OTHER	**1 332**	**4 905**	**5 499**	**5 578**	**4 540**	**3 576**	**25 430**
Australia	353	1 542	1 374	979	1 387	1 997	7 633
Brazil	321	424	452	506	236	99	2 038
China	189	1 000	896	1 354	487	109	4 035
Other Countries	469	1 939	2 777	2 740	2 429	1 370	11 724
TOTAL	**89 735**	**182 648**	**265 245**	**222 114**	**153 789**	**113 699**	**1 027 229**
Row Percentage Distribution							
AFRICA	**9.1%**	**19.4%**	**28.9%**	**22.6%**	**12.9%**	**7.2%**	**100.0%**
South Africa	11.8%	14.4%	18.9%	22.7%	19.0%	13.3%	100.0%
Angola	8.1%	20.9%	33.7%	24.1%	9.6%	3.6%	100.0%
Botswana	12.5%	21.7%	31.4%	18.1%	9.4%	6.8%	100.0%
Zambia	4.6%	28.2%	36.1%	17.1%	8.8%	5.2%	100.0%
Zimbabwe	6.7%	25.4%	39.3%	17.5%	9.1%	2.0%	100.0%
Other Africa	4.9%	18.2%	30.2%	28.3%	14.1%	4.3%	100.0%
EUROPE	**7.6%**	**11.2%**	**15.8%**	**18.7%**	**22.5%**	**24.2%**	**100.0%**
Germany	7.1%	9.6%	13.2%	19.9%	22.6%	27.8%	100.0%
UK	8.4%	14.5%	13.6%	16.5%	20.9%	26.2%	100.0%
Italy	6.4%	7.8%	22.8%	19.7%	23.3%	20.0%	100.0%
France	12.6%	10.8%	16.3%	15.0%	19.4%	25.8%	100.0%
Scandinavia	7.4%	26.3%	12.9%	12.9%	21.1%	19.4%	100.0%
Austria	6.5%	10.0%	11.9%	19.9%	24.6%	27.0%	100.0%
Netherlands	8.1%	12.0%	14.9%	16.1%	24.6%	24.3%	100.0%
Switzerland	6.6%	11.5%	14.9%	16.1%	23.3%	27.6%	100.0%
Spain	5.9%	6.2%	27.0%	27.7%	22.6%	10.4%	100.0%
Portugal	6.2%	7.1%	28.8%	16.8%	27.3%	13.8%	100.0%
Belgium	10.4%	12.3%	12.3%	22.9%	22.8%	19.3%	100.0%
Russia	5.9%	14.3%	23.0%	26.6%	17.7%	12.6%	100.0%
Other Europe	5.6%	11.0%	27.8%	22.9%	22.4%	10.4%	100.0%

Nationality	0 - 19	20 - 29	30 - 39	40 - 49	50-59	60+	Total
NORTH AMERICA	**10.1%**	**15.8%**	**10.6%**	**13.5%**	**20.2%**	**30.0%**	**100.0%**
USA	11.1%	15.4%	10.9%	12.9%	19.1%	30.5%	100.0%
Canada	6.1%	17.0%	9.4%	15.4%	24.1%	28.0%	100.0%
OTHER	**5.2%**	**19.3%**	**21.6%**	**21.9%**	**17.9%**	**14.1%**	**100.0%**
Australia	4.6%	20.2%	18.0%	12.8%	18.2%	26.2%	100.0%
Brazil	15.8%	20.8%	22.2%	24.8%	11.6%	4.9%	100.0%
China	4.7%	24.8%	22.2%	33.6%	12.1%	2.7%	100.0%
Other Countries	4.0%	16.5%	23.7%	23.4%	20.7%	11.7%	100.0%
TOTAL	**8.7%**	**17.8%**	**25.8%**	**21.6%**	**15.0%**	**11.1%**	**100.0%**
Column Percentage Distribution							
AFRICA	**79.5%**	**83.4%**	**85.5%**	**79.8%**	**65.6%**	**49.4%**	**76.4%**
South Africa	35.8%	21.4%	19.5%	27.9%	33.6%	32.0%	26.6%
Angola	32.4%	41.4%	45.9%	39.3%	22.5%	11.5%	35.2%
Botswana	4.0%	3.4%	3.4%	2.3%	1.8%	1.7%	2.8%
Zambia	3.1%	9.4%	8.3%	4.7%	3.5%	2.8%	5.9%
Zimbabwe	3.2%	6.0%	6.4%	3.4%	2.5%	0.7%	4.2%
Other Africa	1.0%	1.7%	2.0%	2.2%	1.6%	0.7%	1.7%
EUROPE	**16.5%**	**11.9%**	**11.6%**	**16.3%**	**28.5%**	**41.5%**	**18.9%**
Germany	6.3%	4.2%	4.0%	7.1%	11.7%	19.5%	7.8%
UK	2.0%	1.7%	1.1%	1.6%	2.9%	5.0%	2.1%
Italy	0.8%	0.5%	1.0%	1.0%	1.7%	2.0%	1.1%
France	1.9%	0.8%	0.8%	0.9%	1.7%	3.1%	1.3%
Scandinavia	0.8%	1.5%	0.5%	0.6%	1.4%	1.7%	1.0%
Austria	0.4%	0.3%	0.3%	0.5%	1.0%	1.4%	0.6%
Netherlands	1.1%	0.8%	0.7%	0.9%	2.0%	2.6%	1.2%
Switzerland	0.8%	0.7%	0.6%	0.8%	1.7%	2.8%	1.1%
Spain	0.4%	0.2%	0.6%	0.7%	0.8%	0.5%	0.6%
Portugal	0.6%	0.3%	1.0%	0.7%	1.6%	1.1%	0.9%
Belgium	0.7%	0.4%	0.3%	0.6%	0.9%	1.0%	0.6%
Russia	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
Other Europe	0.4%	0.3%	0.6%	0.6%	0.8%	0.5%	0.6%
NORTH AMERICA	**2.6%**	**2.0%**	**0.9%**	**1.4%**	**3.0%**	**6.0%**	**2.2%**
USA	2.2%	1.5%	0.7%	1.0%	2.2%	4.8%	1.7%
Canada	0.3%	0.5%	0.2%	0.3%	0.8%	1.2%	0.5%
OTHER	**1.5%**	**2.7%**	**2.1%**	**2.5%**	**3.0%**	**3.1%**	**2.5%**
Australia	0.4%	0.8%	0.5%	0.4%	0.9%	1.8%	0.7%
Brazil	0.4%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
China	0.2%	0.5%	0.3%	0.6%	0.3%	0.1%	0.4%
Other Countries	0.5%	1.1%	1.0%	1.2%	1.6%	1.2%	1.1%
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 6. Number of Tourist Arrivals by Purpose of Visit, 2011

	Visiting Friends/ Relatives	Holiday	Business	Other	Total
AFRICA	**379 204**	**246 400**	**108 843**	**50 131**	**784 579**
South Africa	79 111	110 153	60 168	23 498	**272 930**
Angola	224 134	108 693	12 297	16 356	**361 480**
Botswana	15 811	7 752	3 824	1 272	**28 658**
Zambia	36 279	8 226	14 673	1 943	**61 120**
Zimbabwe	18 187	7 308	12 579	4 870	**42 945**
Other Africa	5 682	4 268	5 303	2 193	**17 447**
EUROPE	**28 795**	**146 391**	**8 343**	**10 902**	**194 430**
Germany	12 818	61 803	1 998	3 102	**79 721**
UK	2 412	15 139	2 269	1 763	**21 584**
Italy	912	9 134	309	852	**11 207**
France	985	11 586	619	540	**13 729**
Scandinavia	2 057	6 715	606	736	**10 115**
Austria	823	4 661	175	357	**6 016**
Netherlands	1 639	9 663	387	657	**12 346**
Switzerland	1 200	9 257	237	739	**11 433**
Spain	512	4 417	380	360	**5 669**
Portugal	3 616	3 951	298	909	**8 774**
Belgium	713	4 843	232	381	**6 170**
Russia	335	1 135	220	208	**1 898**
Other Europe	773	4 087	613	295	**5 768**
NORTH AMERICA	**2 974**	**14 883**	**1 655**	**3 278**	**22 791**
USA	2 258	11 626	1 272	2 790	**17 946**
Canada	716	3 257	383	488	**4 844**
OTHER	**3 316**	**15 577**	**4 396**	**2 140**	**25 430**
Australia	527	5 869	599	637	**7 633**
Brazil	296	1 278	232	232	**2 038**
China	386	1 463	1 737	450	**4 035**
Other Countries	2 107	6 968	1 829	821	**11 724**
Total	**414 290**	**423 251**	**123 237**	**66 451**	**1 027 229**
Row Percentage Distribution					
AFRICA	**48.3%**	**31.4%**	**13.9%**	**6.4%**	**100.0%**
South Africa	29.0%	40.4%	22.0%	8.6%	**100.0%**
Angola	62.0%	30.1%	3.4%	4.5%	**100.0%**
Botswana	55.2%	27.1%	13.3%	4.4%	**100.0%**
Zambia	59.4%	13.5%	24.0%	3.2%	**100.0%**
Zimbabwe	42.4%	17.0%	29.3%	11.3%	**100.0%**
Other Africa	32.6%	24.5%	30.4%	12.6%	**100.0%**
EUROPE	**14.8%**	**75.3%**	**4.3%**	**5.6%**	**100.0%**
Germany	16.1%	77.5%	2.5%	3.9%	**100.0%**
UK	11.2%	70.1%	10.5%	8.2%	**100.0%**
Italy	8.1%	81.5%	2.8%	7.6%	**100.0%**
France	7.2%	84.4%	4.5%	3.9%	**100.0%**
Scandinavia	20.3%	66.4%	6.0%	7.3%	**100.0%**
Austria	13.7%	77.5%	2.9%	5.9%	**100.0%**
Netherlands	13.3%	78.3%	3.1%	5.3%	**100.0%**
Switzerland	10.5%	81.0%	2.1%	6.5%	**100.0%**
Spain	9.0%	77.9%	6.7%	6.4%	**100.0%**
Portugal	41.2%	45.0%	3.4%	10.4%	**100.0%**
Belgium	11.5%	78.5%	3.8%	6.2%	**100.0%**
Russia	13.4%	70.8%	10.6%	5.1%	**100.0%**
Other Europe	6.9%	76.9%	7.8%	8.3%	**100.0%**

	Visiting Friends/ Relatives	Holiday	Business	Other	Total
NORTH AMERICA	**6.9%**	**76.9%**	**7.8%**	**8.3%**	**100.0%**
USA	14.5%	62.7%	11.4%	11.4%	**100.0%**
Canada	14.8%	67.2%	7.9%	10.1%	**100.0%**
OTHER	**13.1%**	**65.3%**	**7.3%**	**14.4%**	**100.0%**
Australia	12.6%	64.8%	7.1%	15.5%	**100.0%**
Brazil	14.5%	62.7%	11.4%	11.4%	**100.0%**
China	9.6%	36.3%	43.0%	11.1%	**100.0%**
Other Countries	18.0%	59.4%	15.6%	7.0%	**100.0%**
Total	**40.3%**	**41.2%**	**12.0%**	**6.5%**	**100.0%**
Column Percentage Distribution					
AFRICA	**91.5%**	**58.2%**	**88.3%**	**75.4%**	**76.4%**
South Africa	19.1%	26.0%	48.8%	35.4%	**26.6%**
Angola	54.1%	25.7%	10.0%	24.6%	**35.2%**
Botswana	3.8%	1.8%	3.1%	1.9%	**2.8%**
Zambia	8.8%	1.9%	11.9%	2.9%	**5.9%**
Zimbabwe	4.4%	1.7%	10.2%	7.3%	**4.2%**
Other Africa	1.4%	1.0%	4.3%	3.3%	**1.7%**
EUROPE	**7.0%**	**34.6%**	**6.8%**	**16.4%**	**18.9%**
Germany	3.1%	14.6%	1.6%	4.7%	**7.8%**
UK	0.6%	3.6%	1.8%	2.7%	**2.1%**
Italy	0.2%	2.2%	0.3%	1.3%	**1.1%**
France	0.2%	2.7%	0.5%	0.8%	**1.3%**
Scandinavia	0.5%	1.6%	0.5%	1.1%	**1.0%**
Austria	0.2%	1.1%	0.1%	0.5%	**0.6%**
Netherlands	0.4%	2.3%	0.3%	1.0%	**1.2%**
Switzerland	0.3%	2.2%	0.2%	1.1%	**1.1%**
Spain	0.1%	1.0%	0.3%	0.5%	**0.6%**
Portugal	0.9%	0.9%	0.2%	1.4%	**0.9%**
Belgium	0.2%	1.1%	0.2%	0.6%	**0.6%**
Russia	0.1%	0.3%	0.2%	0.3%	**0.2%**
Other Europe	0.2%	1.0%	0.5%	0.4%	**0.6%**
NORTH AMERICA	**0.7%**	**3.5%**	**1.3%**	**4.9%**	**2.2%**
USA	0.5%	2.7%	1.0%	4.2%	**1.7%**
Canada	0.2%	0.8%	0.3%	0.7%	**0.5%**
OTHER	**0.8%**	**3.7%**	**3.6%**	**3.2%**	**2.5%**
Australia	0.1%	1.4%	0.5%	1.0%	**0.7%**
Brazil	0.1%	0.3%	0.2%	0.3%	**0.2%**
China	0.1%	0.3%	1.4%	0.7%	**0.4%**
Other Countries	0.5%	1.6%	1.5%	1.2%	**1.1%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 7. Number of Tourist Arrivals by Nationality and Mode of Travel, 2011

Nationality	Air	Road	Other	Total
AFRICA	**123 114**	**653 481**	**7 984**	**784 579**
South Africa	78 522	189 784	4 624	272 930
Angola	30 389	330 935	156	361 480
Botswana	1 416	25 995	1 247	28 658
Zambia	2 110	57 468	1 541	61 120
Zimbabwe	3 032	39 527	385	42 945
Other Africa	7 645	9 771	31	17 447
EUROPE	**130 201**	**58 603**	**5 626**	**194 430**
Germany	58 767	19 341	1 613	79 721
UK	12 951	7 767	866	21 584
Italy	8 648	2 446	112	11 207
France	10 416	2 668	645	13 729
Scandinavia	5 559	3 760	797	10 115
Austria	4 323	1 581	112	6 016
Netherlands	5 782	6 439	124	12 346
Switzerland	7 360	3 786	287	11 433
Spain	4 058	1 180	431	5 669
Portugal	2 074	6 700	0	8 774
Belgium	4 570	1 448	152	6 170
Russia	1 525	156	218	1 898
Other Europe	4 169	1 331	268	5 768
NORTH AMERICA	**13 054**	**8 663**	**1 074**	**22 791**
USA	10 311	6 767	868	17 946
Canada	2 743	1 895	206	4 844
OTHER	**15 098**	**9 695**	**636**	**25 430**
Australia	3 377	3 980	275	7 633
Brazil	**998**	**1 040**	**0**	**2 038**
China	3 398	574	62	4 035
Other Countries	7 325	4 101	299	11 724
Total	**281 468**	**730 442**	**15 320**	**1 027 229**
Row Percentage Distribution				
AFRICA	**15.7%**	**83.3%**	**1.0%**	**100.0%**
South Africa	28.8%	69.5%	1.7%	100.0%
Angola	8.4%	91.6%	0.0%	100.0%
Botswana	4.9%	90.7%	4.4%	100.0%
Zambia	3.5%	94.0%	2.5%	100.0%
Zimbabwe	7.1%	92.0%	0.9%	100.0%
Other Africa	43.8%	56.0%	0.2%	100.0%
EUROPE	**67.0%**	**30.1%**	**2.9%**	**100.0%**
Germany	73.7%	24.3%	2.0%	100.0%
UK	60.0%	36.0%	4.0%	100.0%
Italy	77.2%	21.8%	1.0%	100.0%
France	75.9%	19.4%	4.7%	100.0%
Scandinavia	55.0%	37.2%	7.9%	100.0%
Austria	71.8%	26.3%	1.9%	100.0%
Netherlands	46.8%	52.2%	1.0%	100.0%
Switzerland	64.4%	33.1%	2.5%	100.0%
Spain	71.6%	20.8%	7.6%	100.0%
Portugal	23.6%	76.4%	0.0%	100.0%
Belgium	74.1%	23.5%	2.5%	100.0%
Russia	80.3%	8.2%	11.5%	100.0%
Other Europe	72.3%	23.1%	4.6%	100.0%

NORTH AMERICA	**57.3%**	**38.0%**	**4.7%**	**100.0%**
USA	57.5%	37.7%	4.8%	100.0%
Canada	56.6%	39.1%	4.2%	100.0%
OTHER	**59.4%**	**38.1%**	**2.5%**	**100.0%**
Australia	44.2%	52.1%	3.6%	100.0%
Brazil	49.0%	51.0%	0.0%	100.0%
China	84.2%	14.2%	1.5%	100.0%
Other Countries	62.5%	35.0%	2.6%	100.0%
Total	**27.4%**	71.1%	1.5%	**100.0%**
Column Percentage Distribution				
AFRICA	**43.7%**	**89.5%**	**52.1%**	**76.4%**
South Africa	27.9%	26.0%	30.2%	26.6%
Angola	10.8%	45.3%	1.0%	35.2%
Botswana	0.5%	3.6%	8.1%	2.8%
Zambia	0.7%	7.9%	10.1%	5.9%
Zimbabwe	1.1%	5.4%	2.5%	4.2%
Other Africa	2.7%	1.3%	0.2%	1.7%
EUROPE	**46.3%**	**8.0%**	**36.7%**	**18.9%**
Germany	20.9%	2.6%	10.5%	7.8%
UK	4.6%	1.1%	5.7%	2.1%
Italy	3.1%	0.3%	0.7%	1.1%
France	3.7%	0.4%	4.2%	1.3%
Scandinavia	2.0%	0.5%	5.2%	1.0%
Austria	1.5%	0.2%	0.7%	0.6%
Netherlands	2.1%	0.9%	0.8%	1.2%
Switzerland	2.6%	0.5%	1.9%	1.1%
Spain	1.4%	0.2%	2.8%	0.6%
Portugal	0.7%	0.9%	0.0%	0.9%
Belgium	1.6%	0.2%	1.0%	0.6%
Russia	0.5%	0.0%	1.4%	0.2%
Other Europe	1.5%	0.2%	1.7%	0.6%
NORTH AMERICA	**4.6%**	**1.2%**	**7.0%**	**2.2%**
USA	3.7%	0.9%	5.7%	1.7%
Canada	1.0%	0.3%	1.3%	0.5%
OTHER	**5.4%**	**1.3%**	**4.2%**	**2.5%**
Australia	1.2%	0.5%	1.8%	0.7%
Brazil	0.4%	0.1%	0.0%	0.2%
China	1.2%	0.1%	0.4%	0.4%
Other Countries	2.6%	0.6%	2.0%	1.1%
Total	**100.0%**	100.0%	100.0%	**100.0%**

Table 8. Number of Tourist Arrivals by Nationality and Regional Border Posts, 2011

Nationality	Hosea Kutako Airport	Eros Airport	Northern Border Posts	North Eastern Border Posts	Southern Border Posts	Trans-Kalahari Border Posts	Other Airports	Total
AFRICA	**98 968**	**1 138**	**300 701**	**143 376**	**142 648**	**74 149**	**23 598**	**784 579**
South Africa	56 355	993	7 238	18 072	132 789	35 873	21 609	272 930
Angola	30 132	108	290 621	38 345	1 883	116	273	361 480
Botswana	1 222	18	108	12 973	96	14 064	177	28 658
Zambia	1 963	0	0	57 575	817	619	146	61 120
Zimbabwe	2 494	0	1 021	12 161	5 190	21 540	538	42 945
Other Africa	6 802	18	1 712	4 251	1 872	1 936	856	17 447
EUROPE	**122 574**	**289**	**11 837**	**21 890**	**20 765**	**8 525**	**8 551**	**194 430**
Germany	56 891	126	1 375	8 189	6 802	4 185	2 153	79 721
UK	10 868	18	595	3 314	3 384	1 278	2 126	21 584
Italy	8 326	18	1 192	587	702	77	304	11 207
France	9 749	18	477	1 125	1 309	310	741	13 729
Scandinavia	4 968	0	1 018	1 516	1 595	271	747	10 115
Austria	4 199	0	154	725	396	387	155	6 016
Netherlands	5 520	0	454	2 391	2 872	814	294	12 346
Switzerland	7 156	36	1 082	1 064	1 308	620	169	11 433
Spain	3 449	18	0	910	562	77	653	5 669
Portugal	1 871	0	5 155	613	776	156	203	8 774
Belgium	4 351	18	335	549	522	194	202	6 170
Russia	1 470	0	0	52	64	39	273	1 898
Other Europe	3 757	36	0	856	472	116	532	5 768
NORTH AMERICA	**11 465**	**90**	**1 481**	**4 734**	**2 357**	**1 007**	**1 656**	**22 791**
USA	9 081	90	1 245	3 997	1 423	814	1 296	17 946
Canada	2 385	0	236	737	934	194	359	4 844
OTHER	**13 011**	**90**	**2 473**	**3 179**	**3 076**	**1 356**	**2 245**	**25 430**
Australia	2 695	18	372	1 730	1 464	658	695	7 633
Brazil	870	18	584	223	233	0	109	2 038
China	3 103	18	217	138	95	156	307	4 035
Other Countries	6 342	36	1 299	1 088	1 284	542	1 133	11 724
Total	**246 019**	**1 607**	**316 492**	**173 180**	**168 846**	**85 036**	**36 049**	**1 027 229**
Column Percentage Distribution								
AFRICA	**40.2%**	**70.8%**	**95.0%**	**82.8%**	**84.5%**	**87.2%**	**65.5%**	**76.4%**
South Africa	22.9%	61.8%	2.3%	10.4%	78.6%	42.2%	59.9%	26.6%
Angola	12.2%	6.7%	91.8%	22.1%	1.1%	0.1%	0.8%	35.2%
Botswana	0.5%	1.1%	0.0%	7.5%	0.1%	16.5%	0.5%	2.8%
Zambia	0.8%	0.0%	0.0%	33.2%	0.5%	0.7%	0.4%	5.9%
Zimbabwe	1.0%	0.0%	0.3%	7.0%	3.1%	25.3%	1.5%	4.2%
Other Africa	2.8%	1.1%	0.5%	2.5%	1.1%	2.3%	2.4%	1.7%
EUROPE	**49.8%**	**18.0%**	**3.7%**	**12.6%**	**12.3%**	**10.0%**	**23.7%**	**18.9%**
Germany	23.1%	7.9%	0.4%	4.7%	4.0%	4.9%	6.0%	7.8%
UK	4.4%	1.1%	0.2%	1.9%	2.0%	1.5%	5.9%	2.1%
Italy	3.4%	1.1%	0.4%	0.3%	0.4%	0.1%	0.8%	1.1%
France	4.0%	1.1%	0.2%	0.6%	0.8%	0.4%	2.1%	1.3%
Scandinavia	2.0%	0.0%	0.3%	0.9%	0.9%	0.3%	2.1%	1.0%
Austria	1.7%	0.0%	0.0%	0.4%	0.2%	0.5%	0.4%	0.6%
Netherlands	2.2%	0.0%	0.1%	1.4%	1.7%	1.0%	0.8%	1.2%
Switzerland	2.9%	2.2%	0.3%	0.6%	0.8%	0.7%	0.5%	1.1%
Spain	1.4%	1.1%	0.0%	0.5%	0.3%	0.1%	1.8%	0.6%
Portugal	0.8%	0.0%	1.6%	0.4%	0.5%	0.2%	0.6%	0.9%
Belgium	1.8%	1.1%	0.1%	0.3%	0.3%	0.2%	0.6%	0.6%
Russia	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%

Other Europe	1.5%	2.2%	0.0%	0.5%	0.3%	0.1%	1.5%	0.6%
NORTH AMERICA	**4.7%**	**5.6%**	**0.5%**	**2.7%**	**1.4%**	**1.2%**	**4.6%**	**2.2%**
USA	3.7%	5.6%	0.4%	2.3%	0.8%	1.0%	3.6%	1.7%
Canada	1.0%	0.0%	0.1%	0.4%	0.6%	0.2%	1.0%	0.5%
OTHER	**5.3%**	**5.6%**	**0.8%**	**1.8%**	**1.8%**	**1.6%**	**6.2%**	**2.5%**
Australia	1.1%	1.1%	0.1%	1.0%	0.9%	0.8%	1.9%	0.7%
Brazil	0.4%	1.1%	0.2%	0.1%	0.1%	0.0%	0.3%	0.2%
China	1.3%	1.1%	0.1%	0.1%	0.1%	0.2%	0.9%	0.4%
Other Countries	2.6%	2.2%	0.4%	0.6%	0.8%	0.6%	3.1%	1.1%
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
Row Percentage Distribution								
AFRICA	**12.6%**	**0.1%**	**38.3%**	**18.3%**	**18.2%**	**9.5%**	**3.0%**	**100.0%**
South Africa	20.6%	0.4%	2.7%	6.6%	48.7%	13.1%	7.9%	100.0%
Angola	8.3%	0.0%	80.4%	10.6%	0.5%	0.0%	0.1%	100.0%
Botswana	4.3%	0.1%	0.4%	45.3%	0.3%	49.1%	0.6%	100.0%
Zambia	3.2%	0.0%	0.0%	94.2%	1.3%	1.0%	0.2%	100.0%
Zimbabwe	5.8%	0.0%	2.4%	28.3%	12.1%	50.2%	1.3%	100.0%
Other Africa	39.0%	0.1%	9.8%	24.4%	10.7%	11.1%	4.9%	100.0%
EUROPE	**63.0%**	**0.1%**	**6.1%**	**11.3%**	**10.7%**	**4.4%**	**4.4%**	**100.0%**
Germany	71.4%	0.2%	1.7%	10.3%	8.5%	5.2%	2.7%	100.0%
UK	50.4%	0.1%	2.8%	15.4%	15.7%	5.9%	9.9%	100.0%
Italy	74.3%	0.2%	10.6%	5.2%	6.3%	0.7%	2.7%	100.0%
France	71.0%	0.1%	3.5%	8.2%	9.5%	2.3%	5.4%	100.0%
Scandinavia	49.1%	0.0%	10.1%	15.0%	15.8%	2.7%	7.4%	100.0%
Austria	69.8%	0.0%	2.6%	12.1%	6.6%	6.4%	2.6%	100.0%
Netherlands	44.7%	0.0%	3.7%	19.4%	23.3%	6.6%	2.4%	100.0%
Switzerland	62.6%	0.3%	9.5%	9.3%	11.4%	5.4%	1.5%	100.0%
Spain	60.8%	0.3%	0.0%	16.1%	9.9%	1.4%	11.5%	100.0%
Portugal	21.3%	0.0%	58.8%	7.0%	8.8%	1.8%	2.3%	100.0%
Belgium	70.5%	0.3%	5.4%	8.9%	8.5%	3.1%	3.3%	100.0%
Russia	77.4%	0.0%	0.0%	2.7%	3.4%	2.1%	14.4%	100.0%
Other Europe	65.1%	0.6%	0.0%	14.8%	8.2%	2.0%	9.2%	100.0%
NORTH AMERICA	**50.3%**	**0.4%**	**6.5%**	**20.8%**	**10.3%**	**4.4%**	**7.3%**	**100.0%**
USA	50.6%	0.5%	6.9%	22.3%	7.9%	4.5%	7.2%	100.0%
Canada	49.2%	0.0%	4.9%	15.2%	19.3%	4.0%	7.4%	100.0%
OTHER	**51.2%**	**0.4%**	**9.7%**	**12.5%**	**12.1%**	**5.3%**	**8.8%**	**100.0%**
Australia	35.3%	0.2%	4.9%	22.7%	19.2%	8.6%	9.1%	100.0%
Brazil	42.7%	0.9%	28.7%	10.9%	11.4%	0.0%	5.4%	100.0%
China	76.9%	0.4%	5.4%	3.4%	2.4%	3.9%	7.6%	100.0%
Other Countries	54.1%	0.3%	11.1%	9.3%	11.0%	4.6%	9.7%	100.0%
Total	**23.9%**	**0.2%**	**30.8%**	**16.9%**	**16.4%**	**8.3%**	**3.5%**	**100.0%**

Table 9. Number of Tourist Arrivals by Nationality and Intended Length of Stay in Namibia, 2011

Nationality	2-3 days	4-7 days	8-14 days	15-21 days	22 -364 days	Total Tourist Arrivals	Average Duration of Stay
AFRIQUE	**125 767**	**179 021**	**160 649**	**116 186**	**202 955**	**784 579**	**18**
South Africa	46 166	82 805	75 240	31 183	37 536	272 930	14
Angola	51 436	60 941	54 400	62 547	132 157	361 480	18
Botswana	7 880	8 189	4 733	2 075	5 781	28 659	14
Zambia	14 596	12 118	12 872	12 996	8 538	61 119	13
Zimbabwe	3 869	8 941	9 941	5 278	14 916	42 945	29
Other Africa	1 820	6 027	3 464	2 108	4 028	17 447	19
EUROPE	**18 793**	**29 078**	**62 766**	**51 728**	**32 065**	**194 429**	**17**
Germany	6 274	9 270	25 368	23 977	14 831	79 720	19
UK	3 390	3 999	6 987	4 001	3 208	21 584	17
Italy	1 093	1 091	5 059	2 832	1 131	11 206	16
France	940	1 800	5 198	4 334	1 455	13 728	15
Scandinavia	953	2 626	3 077	1 726	1 734	10 115	19
Austria	616	816	2 218	1 523	842	6 016	16
Netherlands	1 419	1 886	3 529	3 071	2 440	12 346	16
Switzerland	835	1 449	3 692	3 407	2 051	11 434	18
Spain	454	1 148	1 822	1 400	847	5 670	15
Portugal	1 660	2 450	914	1 969	1 780	8 774	14
Belgium	501	789	2 108	2 079	693	6 170	17
Russia	237	511	615	271	265	1 898	19
Other Europe	420	1 242	2 179	1 139	788	5 768	17
NORTH AMERICA	**3 614**	**6 460**	**6 492**	**3 202**	**3 023**	**22 792**	**15**
USA	3 071	5 201	5 172	2 159	2 345	17 947	14
Canada	543	1 259	1 320	1 043	678	4 844	16
OTHER	**3 547**	**6 357**	**6 634**	**4 533**	**4 359**	**25 430**	**19**
Australia	1 009	1 700	2 562	1 484	878	7 633	13
Brazil	427	474	406	321	409	2 038	16
China	363	1 174	748	645	1 104	4 035	27
Other Countries	1 748	3 009	2 917	2 083	1 968	11 724	18
Total	**151 721**	**220 915**	**236 541**	**175 650**	**242 402**	**1 027 229**	**17**
Row Percentage Distribution							
AFRICA	**16.0%**	**22.8%**	**20.5%**	**14.8%**	**25.9%**	**100.0%**	**18**
South Africa	16.9%	30.3%	27.6%	11.4%	13.8%	**100.0%**	14
Angola	14.2%	16.9%	15.0%	17.3%	36.6%	**100.0%**	18
Botswana	27.5%	28.6%	16.5%	7.2%	20.2%	**100.0%**	14
Zambia	23.9%	19.8%	21.1%	21.3%	14.0%	**100.0%**	13
Zimbabwe	9.0%	20.8%	23.1%	12.3%	34.7%	**100.0%**	29
Other Africa	10.4%	34.5%	19.9%	12.1%	23.1%	**100.0%**	19
EUROPE	**9.7%**	**15.0%**	**32.3%**	**26.6%**	**16.5%**	**100.0%**	**17**
Germany	7.9%	11.6%	31.8%	30.1%	18.6%	**100.0%**	19
UK	15.7%	18.5%	32.4%	18.5%	14.9%	**100.0%**	17
Italy	9.8%	9.7%	45.1%	25.3%	10.1%	**100.0%**	16
France	6.8%	13.1%	37.9%	31.6%	10.6%	**100.0%**	15
Scandinavia	9.4%	26.0%	30.4%	17.1%	17.1%	**100.0%**	19
Austria	10.2%	13.6%	36.9%	25.3%	14.0%	**100.0%**	16
Netherlands	11.5%	15.3%	28.6%	24.9%	19.8%	**100.0%**	16
Switzerland	7.3%	12.7%	32.3%	29.8%	17.9%	**100.0%**	18
Spain	8.0%	20.2%	32.1%	24.7%	14.9%	**100.0%**	15
Portugal	18.9%	27.9%	10.4%	22.4%	20.3%	**100.0%**	14
Belgium	8.1%	12.8%	34.2%	33.7%	11.2%	**100.0%**	17
Russia	12.5%	26.9%	32.4%	14.3%	13.9%	**100.0%**	19
Other Europe	7.3%	21.5%	37.8%	19.8%	13.7%	**100.0%**	17

NORTH AMERICA	**15.9%**	**28.3%**	**28.5%**	**14.1%**	**13.3%**	**100.0%**	**15**
USA	17.1%	29.0%	28.8%	12.0%	13.1%	**100.0%**	14
Canada	11.2%	26.0%	27.3%	21.5%	14.0%	**100.0%**	16
OTHER	**13.9%**	**25.0%**	**26.1%**	**17.8%**	**17.1%**	**100.0%**	**19**
Australia	13.2%	22.3%	33.6%	19.4%	11.5%	**100.0%**	13
Brazil	21.0%	23.3%	19.9%	15.8%	20.1%	**100.0%**	16
China	9.0%	29.1%	18.5%	16.0%	27.4%	**100.0%**	27
Other Countries	14.9%	25.7%	24.9%	17.8%	16.8%	**100.0%**	18
Total	**14.8%**	**21.5%**	**23.0%**	**17.1%**	**23.6%**	**100.0%**	**17**
Column Percentage Distribution							
AFRICA	**82.9%**	**81.0%**	**67.9%**	**66.1%**	**83.7%**	**76.4%**	**18**
South Africa	30.4%	37.5%	31.8%	17.8%	15.5%	**26.6%**	14
Angola	33.9%	27.6%	23.0%	35.6%	54.5%	**35.2%**	18
Botswana	5.2%	3.7%	2.0%	1.2%	2.4%	**2.8%**	14
Zambia	9.6%	5.5%	5.4%	7.4%	3.5%	**5.9%**	13
Zimbabwe	2.5%	4.0%	4.2%	3.0%	6.2%	**4.2%**	29
Other Africa	1.2%	2.7%	1.5%	1.2%	1.7%	**1.7%**	19
EUROPE	**12.4%**	**13.2%**	**26.5%**	**29.4%**	**13.2%**	**18.9%**	**17**
Germany	4.1%	4.2%	10.7%	13.7%	6.1%	**7.8%**	19
UK	2.2%	1.8%	3.0%	2.3%	1.3%	**2.1%**	17
Italy	0.7%	0.5%	2.1%	1.6%	0.5%	**1.1%**	16
France	0.6%	0.8%	2.2%	2.5%	0.6%	**1.3%**	15
Scandinavia	0.6%	1.2%	1.3%	1.0%	0.7%	**1.0%**	19
Austria	0.4%	0.4%	0.9%	0.9%	0.3%	**0.6%**	16
Netherlands	0.9%	0.9%	1.5%	1.7%	1.0%	**1.2%**	16
Switzerland	0.6%	0.7%	1.6%	1.9%	0.8%	**1.1%**	18
Spain	0.3%	0.5%	0.8%	0.8%	0.3%	**0.6%**	15
Portugal	1.1%	1.1%	0.4%	1.1%	0.7%	**0.9%**	14
Belgium	0.3%	0.4%	0.9%	1.2%	0.3%	**0.6%**	17
Russia	0.2%	0.2%	0.3%	0.2%	0.1%	**0.2%**	19
Other Europe	0.3%	0.6%	0.9%	0.6%	0.3%	**0.6%**	17
NORTH AMERICA	**2.4%**	**2.9%**	**2.7%**	**1.8%**	**1.2%**	**2.2%**	**15**
USA	2.0%	2.4%	2.2%	1.2%	1.0%	**1.7%**	14
Canada	0.4%	0.6%	0.6%	0.6%	0.3%	**0.5%**	16
OTHER	**2.3%**	**2.9%**	**2.8%**	**2.6%**	**1.8%**	**2.5%**	**19**
Australia	0.7%	0.8%	1.1%	0.8%	0.4%	**0.7%**	13
Brazil	0.3%	0.2%	0.2%	0.2%	0.2%	**0.2%**	16
China	0.2%	0.5%	0.3%	0.4%	0.5%	**0.4%**	27
Other Countries	1.2%	1.4%	1.2%	1.2%	0.8%	**1.1%**	18
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**17**

Table 10. Number of Tourist Arrivals by Nationality and Month of Arrival, 2011

	January	February	March	April	May	June	July	August	September	October	November	December	Total
AFRICA	**57 351**	**55 205**	**58 813**	**68 373**	**60 437**	**72 912**	**69 211**	**70 701**	**63 761**	**61 614**	**60 094**	**86 107**	**784 579**
South Africa	14 238	16 631	21 171	28 475	18 395	29 104	28 184	21 595	20 660	19 165	16 448	38 864	**272 930**
Angola	30 664	28 689	24 572	26 384	30 963	29 090	28 655	33 372	29 725	31 026	33 913	34 426	**361 480**
Botswana	2 204	1 835	2 311	2 873	1 786	1 923	2 647	2 386	2 318	2 372	2 001	4 003	**28 658**
Zambia	4 433	4 546	6 141	4 370	4 048	8 172	5 852	8 188	5 100	3 961	3 168	3 140	**61 120**
Zimbabwe	4 633	2 345	3 103	3 926	3 186	3 703	2 492	3 837	3 911	3 936	3 370	4 501	**42 945**
Other Africa	1 179	1 159	1 514	2 346	2 059	920	1 381	1 322	2 047	1 153	1 194	1 173	**17 447**
EUROPE	**13 792**	**10 363**	**13 146**	**17 035**	**13 463**	**11 021**	**17 499**	**24 538**	**19 319**	**23 695**	**17 202**	**13 358**	**194 430**
Germany	5 250	3 968	6 034	7 573	5 521	4 532	5 728	10 022	7 623	10 683	7 267	5 520	**79 721**
UK	1 926	1 321	1 660	1 908	1 497	1 532	2 319	2 157	2 479	2 092	1 311	1 380	**21 584**
Italy	679	470	252	474	607	836	1 158	3 762	648	1 267	448	607	**11 207**
France	752	523	902	1 329	1 173	606	1 416	2 052	1 612	1 811	979	574	**13 729**
Scandinavia	1 286	942	863	1 048	397	666	445	555	1 017	775	1 338	782	**10 115**
Austria	304	264	465	405	355	285	488	774	623	811	808	435	**6 016**
Netherlands	965	834	418	831	668	442	1 758	1 210	1 028	1 664	1 380	1 147	**12 346**
Switzerland	535	523	613	1 042	1 375	325	1 237	756	1 881	1 428	1 102	617	**11 433**
Spain	208	80	136	382	319	330	773	1 309	573	838	286	434	**5 669**
Portugal	1 213	868	763	796	585	335	608	698	762	851	518	777	**8 774**
Belgium	228	192	369	449	359	470	1 112	656	636	567	790	341	**6 170**
Russia	165	134	178	140	90	256	106	83	59	281	275	130	**1 898**
Other Europe	281	244	493	656	517	404	351	505	375	628	700	614	**5 768**
NORTH AMERICA	**1 325**	**1 709**	**2 491**	**2 386**	**2 189**	**1 434**	**2 651**	**1 879**	**2 280**	**2 101**	**1 461**	**885**	**22 791**
USA	937	1 172	1 907	1 877	1 880	1 307	2 146	1 606	1 875	1 512	1 041	688	**17 946**
Canada	387	537	584	510	309	127	505	273	405	589	421	197	**4 844**
OTHER	**1 828**	**1 253**	**1 977**	**2 724**	**1 769**	**1 563**	**2 405**	**2 221**	**3 516**	**2 124**	**1 639**	**2 409**	**25 430**
Australia	525	493	510	761	611	268	723	863	1 262	607	444	566	**7 633**
Brazil	235	55	308	276	50	92	203	114	95	322	176	110	**2 038**
China	277	171	241	381	422	291	280	191	633	346	337	465	**4 035**
Other Countries	792	535	918	1 305	686	912	1 199	1 054	1 525	849	681	1 268	**11 724**
Total	**74 296**	**68 529**	**76 426**	**90 519**	**77 858**	**86 930**	**91 766**	**99 339**	**88 876**	**89 535**	**80 396**	**102 759**	**1 027 229**
Row Percentage Distribution													
AFRICA	**7.3%**	**7.0%**	**7.5%**	**8.7%**	**7.7%**	**9.3%**	**8.8%**	**9.0%**	**8.1%**	**7.9%**	**7.7%**	**11.0%**	**100.0%**
South Africa	5.2%	6.1%	7.8%	10.4%	6.7%	10.7%	10.3%	7.9%	7.6%	7.0%	6.0%	14.2%	**100.0%**
Angola	8.5%	7.9%	6.8%	7.3%	8.6%	8.0%	7.9%	9.2%	8.2%	8.6%	9.4%	9.5%	**100.0%**
Botswana	7.7%	6.4%	8.1%	10.0%	6.2%	6.7%	9.2%	8.3%	8.1%	8.3%	7.0%	14.0%	**100.0%**
Zambia	7.3%	7.4%	10.0%	7.1%	6.6%	13.4%	9.6%	13.4%	8.3%	6.5%	5.2%	5.1%	**100.0%**
Zimbabwe	10.8%	5.5%	7.2%	9.1%	7.4%	8.6%	5.8%	8.9%	9.1%	9.2%	7.8%	10.5%	**100.0%**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Other Africa	6.8%	6.6%	8.7%	13.4%	11.8%	5.3%	7.9%	7.6%	11.7%	6.6%	6.8%	6.7%	**100.0%**
EUROPE	**7.1%**	**5.3%**	**6.8%**	**8.8%**	**6.9%**	**5.7%**	**9.0%**	**12.6%**	**9.9%**	**12.2%**	**8.8%**	**6.9%**	**100.0%**
Germany	6.6%	5.0%	7.6%	9.5%	6.9%	5.7%	7.2%	12.6%	9.6%	13.4%	9.1%	6.9%	**100.0%**
UK	8.9%	6.1%	7.7%	8.8%	6.9%	7.1%	10.7%	10.0%	11.5%	9.7%	6.1%	6.4%	**100.0%**
Italy	6.1%	4.2%	2.2%	4.2%	5.4%	7.5%	10.3%	33.6%	5.8%	11.3%	4.0%	5.4%	**100.0%**
France	5.5%	3.8%	6.6%	9.7%	8.5%	4.4%	10.3%	14.9%	11.7%	13.2%	7.1%	4.2%	**100.0%**
Scandinavia	12.7%	9.3%	8.5%	10.4%	3.9%	6.6%	4.4%	5.5%	10.1%	7.7%	13.2%	7.7%	**100.0%**
Austria	5.1%	4.4%	7.7%	6.7%	5.9%	4.7%	8.1%	12.9%	10.4%	13.5%	13.4%	7.2%	**100.0%**
Netherlands	7.8%	6.8%	3.4%	6.7%	5.4%	3.6%	14.2%	9.8%	8.3%	13.5%	11.2%	9.3%	**100.0%**
Switzerland	4.7%	4.6%	5.4%	9.1%	12.0%	2.8%	10.8%	6.6%	16.5%	12.5%	9.6%	5.4%	**100.0%**
Spain	3.7%	1.4%	2.4%	6.7%	5.6%	5.8%	13.6%	23.1%	10.1%	14.8%	5.0%	7.7%	**100.0%**
Portugal	13.8%	9.9%	8.7%	9.1%	6.7%	3.8%	6.9%	8.0%	8.7%	9.7%	5.9%	8.9%	**100.0%**
Belgium	3.7%	3.1%	6.0%	7.3%	5.8%	7.6%	18.0%	10.6%	10.3%	9.2%	12.8%	5.5%	**100.0%**
Russia	8.7%	7.1%	9.4%	7.4%	4.8%	13.5%	5.6%	4.4%	3.1%	14.8%	14.5%	6.9%	**100.0%**
Other Europe	4.9%	4.2%	8.5%	11.4%	9.0%	7.0%	6.1%	8.7%	6.5%	10.9%	12.1%	10.6%	**100.0%**
NORTH AMERICA	**5.8%**	**7.5%**	**10.9%**	**10.5%**	**9.6%**	**6.3%**	**11.6%**	**8.2%**	**10.0%**	**9.2%**	**6.4%**	**3.9%**	**100.0%**
USA	5.2%	6.5%	10.6%	10.5%	10.5%	7.3%	12.0%	8.9%	10.4%	8.4%	5.8%	3.8%	**100.0%**
Canada	8.0%	11.1%	12.1%	10.5%	6.4%	2.6%	10.4%	5.6%	8.4%	12.2%	8.7%	4.1%	**100.0%**
OTHER	**7.2%**	**4.9%**	**7.8%**	**10.7%**	**7.0%**	**6.1%**	**9.5%**	**8.7%**	**13.8%**	**8.4%**	**6.4%**	**9.5%**	**100.0%**
Australia	6.9%	6.5%	6.7%	10.0%	8.0%	3.5%	9.5%	11.3%	16.5%	8.0%	5.8%	7.4%	**100.0%**
Brazil	11.5%	2.7%	15.1%	13.5%	2.5%	4.5%	10.0%	5.6%	4.7%	15.8%	8.6%	5.4%	**100.0%**
China	6.9%	4.2%	6.0%	9.5%	10.4%	7.2%	6.9%	4.7%	15.7%	8.6%	8.4%	11.5%	**100.0%**
Other Countries	6.8%	4.6%	7.8%	11.1%	5.9%	7.8%	10.2%	9.0%	13.0%	7.2%	5.8%	10.8%	**100.0%**
Total	**7.2%**	**6.7%**	**7.4%**	**8.8%**	**7.6%**	**8.5%**	**8.9%**	**9.7%**	**8.7%**	**8.7%**	**7.8%**	**10.0%**	**100.0%**
Percentage Distribution													
AFRICA	**77.2%**	**80.6%**	**77.0%**	**75.5%**	**77.6%**	**83.9%**	**75.4%**	**71.2%**	**71.7%**	**68.8%**	**74.7%**	**83.8%**	**76.4%**
South Africa	19.2%	24.3%	27.7%	31.5%	23.6%	33.5%	30.7%	21.7%	23.2%	21.4%	20.5%	37.8%	**26.6%**
Angola	41.3%	41.9%	32.2%	29.1%	39.8%	33.5%	31.2%	33.6%	33.4%	34.7%	42.2%	33.5%	**35.2%**
Botswana	3.0%	2.7%	3.0%	3.2%	2.3%	2.2%	2.9%	2.4%	2.6%	2.6%	2.5%	3.9%	**2.8%**
Zambia	6.0%	6.6%	8.0%	4.8%	5.2%	9.4%	6.4%	8.2%	5.7%	4.4%	3.9%	3.1%	**5.9%**
Zimbabwe	6.2%	3.4%	4.1%	4.3%	4.1%	4.3%	2.7%	3.9%	4.4%	4.4%	4.2%	4.4%	**4.2%**
Other Africa	1.6%	1.7%	2.0%	2.6%	2.6%	1.1%	1.5%	1.3%	2.3%	1.3%	1.5%	1.1%	**1.7%**
EUROPE	**18.6%**	**15.1%**	**17.2%**	**18.8%**	**17.3%**	**12.7%**	**19.1%**	**24.7%**	**21.7%**	**26.5%**	**21.4%**	**13.0%**	**18.9%**
Germany	7.1%	5.8%	7.9%	8.4%	7.1%	5.2%	6.2%	10.1%	8.6%	11.9%	9.0%	5.4%	**7.8%**
UK	2.6%	1.9%	2.2%	2.1%	1.9%	1.8%	2.5%	2.2%	2.8%	2.3%	1.6%	1.3%	**2.1%**
Italy	0.9%	0.7%	0.3%	0.5%	0.8%	1.0%	1.3%	3.8%	0.7%	1.4%	0.6%	0.6%	**1.1%**
France	1.0%	0.8%	1.2%	1.5%	1.5%	0.7%	1.5%	2.1%	1.8%	2.0%	1.2%	0.6%	**1.3%**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Scandinavia	1.7%	1.4%	1.1%	1.2%	0.5%	0.8%	0.5%	0.6%	1.1%	0.9%	1.7%	0.8%	**1.0%**
Austria	0.4%	0.4%	0.6%	0.4%	0.5%	0.3%	0.5%	0.8%	0.7%	0.9%	1.0%	0.4%	**0.6%**
Netherlands	1.3%	1.2%	0.5%	0.9%	0.9%	0.5%	1.9%	1.2%	1.2%	1.9%	1.7%	1.1%	**1.2%**
Switzerland	0.7%	0.8%	0.8%	1.2%	1.8%	0.4%	1.3%	0.8%	2.1%	1.6%	1.4%	0.6%	**1.1%**
Spain	0.3%	0.1%	0.2%	0.4%	0.4%	0.4%	0.8%	1.3%	0.6%	0.9%	0.4%	0.4%	**0.6%**
Portugal	1.6%	1.3%	1.0%	0.9%	0.8%	0.4%	0.7%	0.7%	0.9%	1.0%	0.6%	0.8%	**0.9%**
Belgium	0.3%	0.3%	0.5%	0.5%	0.5%	0.5%	1.2%	0.7%	0.7%	0.6%	1.0%	0.3%	**0.6%**
Russia	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%	0.1%	0.1%	0.1%	0.3%	0.3%	0.1%	**0.2%**
Other Europe	0.4%	0.4%	0.6%	0.7%	0.7%	0.5%	0.4%	0.5%	0.4%	0.7%	0.9%	0.6%	**0.6%**
NORTH AMERICA	**1.8%**	**2.5%**	**3.3%**	**2.6%**	**2.8%**	**1.6%**	**2.9%**	**1.9%**	**2.6%**	**2.3%**	**1.8%**	**0.9%**	**2.2%**
USA	1.3%	1.7%	2.5%	2.1%	2.4%	1.5%	2.3%	1.6%	2.1%	1.7%	1.3%	0.7%	**1.7%**
Canada	0.5%	0.8%	0.8%	0.6%	0.4%	0.1%	0.6%	0.3%	0.5%	0.7%	0.5%	0.2%	**0.5%**
OTHER	**2.5%**	**1.8%**	**2.6%**	**3.0%**	**2.3%**	**1.8%**	**2.6%**	**2.2%**	**4.0%**	**2.4%**	**2.0%**	**2.3%**	**2.5%**
Australia	0.7%	0.7%	0.7%	0.8%	0.8%	0.3%	0.8%	0.9%	1.4%	0.7%	0.6%	0.6%	**0.7%**
Brazil	0.3%	0.1%	0.4%	0.3%	0.1%	0.1%	0.2%	0.1%	0.1%	0.4%	0.2%	0.1%	**0.2%**
China	0.4%	0.2%	0.3%	0.4%	0.5%	0.3%	0.3%	0.2%	0.7%	0.4%	0.4%	0.5%	**0.4%**
Other Countries	1.1%	0.8%	1.2%	1.4%	0.9%	1.0%	1.3%	1.1%	1.7%	0.9%	0.8%	1.2%	**1.1%**
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%**	**100.0%**

Table 11. Number of Tourist Arrivals by Nationality and Seasonality, 2011

	Quarter						Seasonality			
Nationality	Jan-March	April-June	July-Sept	Oct-Dec	Total		Jan-Apr	May-Sept	Oct-Dec	Total
AFRICA	**171 368**	**201 722**	**203 673**	**207 815**	**784 579**		**239 741**	**337 022**	**207 815**	**784 579**
South Africa	52 040	75 973	70 439	74 477	272 930		80 515	117 937	74 477	272 930
Angola	83 924	86 437	91 753	99 365	361 480		110 308	151 806	99 365	361 480
Botswana	6 350	6 582	7 351	8 376	28 658		9 223	11 060	8 376	28 658
Zambia	15 120	16 590	19 140	10 269	61 120		19 490	31 361	10 269	61 120
Zimbabwe	10 082	10 815	10 240	11 807	42 945		14 008	17 129	11 807	42 945
Other Africa	3 852	5 325	4 750	3 520	17 447		6 198	7 729	3 520	17 447
EUROPE	**37 300**	**41 519**	**61 356**	**54 255**	**194 430**		**54 335**	**85 840**	**54 255**	**194 430**
Germany	15 252	17 626	23 373	23 470	79 721		22 826	33 425	23 470	79 721
UK	4 908	4 938	6 955	4 783	21 584		6 816	9 985	4 783	21 584
Italy	1 401	1 916	5 568	2 322	11 207		1 874	7 011	2 322	11 207
France	2 177	3 108	5 080	3 364	13 729		3 507	6 859	3 364	13 729
Scandinavia	3 091	2 112	2 018	2 894	10 115		4 140	3 081	2 894	10 115
Austria	1 032	1 046	1 884	2 054	6 016		1 438	2 524	2 054	6 016
Netherlands	2 217	1 941	3 996	4 191	12 346		3 048	5 107	4 191	12 346
Switzerland	1 671	2 741	3 874	3 147	11 433		2 712	5 574	3 147	11 433
Spain	424	1 031	2 655	1 558	5 669		807	3 304	1 558	5 669
Portugal	2 844	1 716	2 069	2 145	8 774		3 640	2 989	2 145	8 774
Belgium	788	1 279	2 404	1 698	6 170		1 238	3 234	1 698	6 170
Russia	477	487	249	686	1 898		617	595	686	1 898
Other Europe	1 017	1 577	1 231	1 943	5 768		1 674	2 152	1 943	5 768
NORTH AMERICA	**5 524**	**6 009**	**6 810**	**4 448**	**22 791**		**7 911**	**10 432**	**4 448**	**22 791**
USA	4 016	5 063	5 627	3 241	17 946		5 892	8 813	3 241	17 946
Canada	1 508	946	1 183	1 206	4 844		2 018	1 620	1 206	4 844
OTHER	**5 058**	**6 057**	**8 143**	**6 172**	**25 430**		**7 783**	**11 475**	**6 172**	**25 430**
Australia	1 527	1 640	2 848	1 617	7 633		2 288	3 727	1 617	7 633
Brazil	598	419	413	608	2 038		874	555	608	2 038
China	688	1 094	1 104	1 148	4 035		1 070	1 817	1 148	4 035
Other Countries	2 245	2 904	3 778	2 798	11 724		3 550	5 376	2 798	11 724
Total	**219 251**	**255 307**	**279 981**	**272 690**	**1 027 229**		**309 770**	**444 769**	**272 690**	**1 027 229**

	Quarter						Seasonality			
Nationality	Jan-March	April-June	July-Sept	Oct-Dec	Total		Jan-Apr	May-Sept	Oct-Dec	Total
Row Percentage Distribution										
AFRICA	**21.8%**	**25.7%**	**26.0%**	**26.5%**	**100.0%**		**30.6%**	**43.0%**	**26.5%**	**100.0%**
South Africa	19.1%	27.8%	25.8%	27.3%	100.0%		29.5%	43.2%	27.3%	100.0%
Angola	23.2%	23.9%	25.4%	27.5%	100.0%		30.5%	42.0%	27.5%	100.0%
Botswana	22.2%	23.0%	25.7%	29.2%	100.0%		32.2%	38.6%	29.2%	100.0%
Zambia	24.7%	27.1%	31.3%	16.8%	100.0%		31.9%	51.3%	16.8%	100.0%
Zimbabwe	23.5%	25.2%	23.8%	27.5%	100.0%		32.6%	39.9%	27.5%	100.0%
Other Africa	22.1%	30.5%	27.2%	20.2%	100.0%		35.5%	44.3%	20.2%	100.0%
EUROPE	**19.2%**	**21.4%**	**31.6%**	**27.9%**	**100.0%**		**27.9%**	**44.1%**	**27.9%**	**100.0%**
Germany	19.1%	22.1%	29.3%	29.4%	100.0%		28.6%	41.9%	29.4%	100.0%
UK	22.7%	22.9%	32.2%	22.2%	100.0%		31.6%	46.3%	22.2%	100.0%
Italy	12.5%	17.1%	49.7%	20.7%	100.0%		16.7%	62.6%	20.7%	100.0%
France	15.9%	22.6%	37.0%	24.5%	100.0%		25.5%	50.0%	24.5%	100.0%
Scandinavia	30.6%	20.9%	19.9%	28.6%	100.0%		40.9%	30.5%	28.6%	100.0%
Austria	17.2%	17.4%	31.3%	34.1%	100.0%		23.9%	42.0%	34.1%	100.0%
Netherlands	18.0%	15.7%	32.4%	33.9%	100.0%		24.7%	41.4%	33.9%	100.0%
Switzerland	14.6%	24.0%	33.9%	27.5%	100.0%		23.7%	48.8%	27.5%	100.0%
Spain	7.5%	18.2%	46.8%	27.5%	100.0%		14.2%	58.3%	27.5%	100.0%
Portugal	32.4%	19.6%	23.6%	24.4%	100.0%		41.5%	34.1%	24.4%	100.0%
Belgium	12.8%	20.7%	39.0%	27.5%	100.0%		20.1%	52.4%	27.5%	100.0%
Russia	25.1%	25.6%	13.1%	36.2%	100.0%		32.5%	31.3%	36.2%	100.0%
Other Europe	17.6%	27.3%	21.3%	33.7%	100.0%		29.0%	37.3%	33.7%	100.0%
NORTH AMERICA	**24.2%**	**26.4%**	**29.9%**	**19.5%**	**100.0%**		**34.7%**	**45.8%**	**19.5%**	**100.0%**
USA	22.4%	28.2%	31.4%	18.1%	100.0%		32.8%	49.1%	18.1%	100.0%
Canada	31.1%	19.5%	24.4%	24.9%	100.0%		41.7%	33.4%	24.9%	100.0%
OTHER	**19.9%**	**23.8%**	**32.0%**	**24.3%**	**100.0%**		**30.6%**	**45.1%**	**24.3%**	**100.0%**
Australia	20.0%	21.5%	37.3%	21.2%	100.0%		30.0%	48.8%	21.2%	100.0%
Brazil	29.4%	20.5%	20.2%	29.9%	100.0%		42.9%	27.2%	29.9%	100.0%
China	17.1%	27.1%	27.4%	28.5%	100.0%		26.5%	45.0%	28.5%	100.0%
Other Countries	19.1%	24.8%	32.2%	23.9%	100.0%		30.3%	45.9%	23.9%	100.0%
Total	**21.3%**	**24.9%**	**27.3%**	**26.5%**	**100.0%**		**30.2%**	**43.3%**	**26.5%**	**100.0%**

	Quarter						Seasonality			
Nationality	Jan-March	April-June	July-Sept	Oct-Dec	Total		Jan-Apr	May-Sept	Oct-Dec	Total
Column Percentage Distribution										
AFRICA	**78.2%**	**79.0%**	**72.7%**	**76.2%**	**76.4%**		**77.4%**	**75.8%**	**76.2%**	**76.4%**
South Africa	23.7%	29.8%	25.2%	27.3%	26.6%		26.0%	26.5%	27.3%	26.6%
Angola	38.3%	33.9%	32.8%	36.4%	35.2%		35.6%	34.1%	36.4%	35.2%
Botswana	2.9%	2.6%	2.6%	3.1%	2.8%		3.0%	2.5%	3.1%	2.8%
Zambia	6.9%	6.5%	6.8%	3.8%	5.9%		6.3%	7.1%	3.8%	5.9%
Zimbabwe	4.6%	4.2%	3.7%	4.3%	4.2%		4.5%	3.9%	4.3%	4.2%
Other Africa	1.8%	2.1%	1.7%	1.3%	1.7%		2.0%	1.7%	1.3%	1.7%
EUROPE	**17.0%**	**16.3%**	**21.9%**	**19.9%**	**18.9%**		**17.5%**	**19.3%**	**19.9%**	**18.9%**
Germany	7.0%	6.9%	8.3%	8.6%	7.8%		7.4%	7.5%	8.6%	7.8%
UK	2.2%	1.9%	2.5%	1.8%	2.1%		2.2%	2.2%	1.8%	2.1%
Italy	0.6%	0.8%	2.0%	0.9%	1.1%		0.6%	1.6%	0.9%	1.1%
France	1.0%	1.2%	1.8%	1.2%	1.3%		1.1%	1.5%	1.2%	1.3%
Scandinavia	1.4%	0.8%	0.7%	1.1%	1.0%		1.3%	0.7%	1.1%	1.0%
Austria	0.5%	0.4%	0.7%	0.8%	0.6%		0.5%	0.6%	0.8%	0.6%
Netherlands	1.0%	0.8%	1.4%	1.5%	1.2%		1.0%	1.1%	1.5%	1.2%
Switzerland	0.8%	1.1%	1.4%	1.2%	1.1%		0.9%	1.3%	1.2%	1.1%
Spain	0.2%	0.4%	0.9%	0.6%	0.6%		0.3%	0.7%	0.6%	0.6%
Portugal	1.3%	0.7%	0.7%	0.8%	0.9%		1.2%	0.7%	0.8%	0.9%
Belgium	0.4%	0.5%	0.9%	0.6%	0.6%		0.4%	0.7%	0.6%	0.6%
Russia	0.2%	0.2%	0.1%	0.3%	0.2%		0.2%	0.1%	0.3%	0.2%
Other Europe	0.5%	0.6%	0.4%	0.7%	0.6%		0.5%	0.5%	0.7%	0.6%
NORTH AMERICA	**2.5%**	**2.4%**	**2.4%**	**1.6%**	**2.2%**		**2.6%**	**2.3%**	**1.6%**	**2.2%**
USA	1.8%	2.0%	2.0%	1.2%	1.7%		1.9%	2.0%	1.2%	1.7%
Canada	0.7%	0.4%	0.4%	0.4%	0.5%		0.7%	0.4%	0.4%	0.5%
OTHER	**2.3%**	**2.4%**	**2.9%**	**2.3%**	**2.5%**		**2.5%**	**2.6%**	**2.3%**	**2.5%**
Australia	0.7%	0.6%	1.0%	0.6%	0.7%		0.7%	0.8%	0.6%	0.7%
Brazil	0.3%	0.2%	0.1%	0.2%	0.2%		0.3%	0.1%	0.2%	0.2%
China	0.3%	0.4%	0.4%	0.4%	0.4%		0.3%	0.4%	0.4%	0.4%
Other Countries	1.0%	1.1%	1.3%	1.0%	1.1%		1.1%	1.2%	1.0%	1.1%
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 12. Hotel Accommodation Capacity by Month (All Categories), 2008-2011

Total Category	January	February	March	April	May	June	July	August	September	October	November	December	Average Jan-Dec
2008													
Establishments	1 004	997	987	994	963	963	958	948	913	908	869	855	947
Rooms	9 902	9 600	9 681	10 023	9 256	9 246	9 158	8 955	8 453	8 921	8 202	7 956	9 113
Beds	20 310	19 830	20 099	20 348	20 436	21 586	20 130	19 855	18 579	18 569	17 986	17 355	19 590
Beds AVLBL	609 300	594 900	602 970	610 440	613 080	617 580	603 900	595 650	557 370	557 060	539 580	520 650	585 207
Beds Sold	136 828	142 150	199 828	185 652	175 554	148 595	215 512	256 684	214 625	217 850	183 517	146 778	185 298
Beds Occ.	**22%**	**24%**	**33%**	**30%**	**29%**	**24%**	**36%**	**43%**	**39%**	**39%**	**34%**	**28%**	**32%**
2009													
Establishments	785	773	479	447	502	503	816	757	499	481	656	669	614
Rooms	7 020	6 832	5 436	4 939	5 540	5 519	8 529	7 864	5 449	5 093	7 219	6 536	6 331
Beds	14 970	13 673	11 877	10 950	12 229	12 105	17 017	15 722	10 934	10 155	14 734	13 500	13 156
Beds AVLBL	468 162	400 345	371 752	331 950	383 811	367 710	533 789	493 768	333 600	320 354	446 010	420 352	405 967
Beds Sold	106 641	102 061	102 558	101 535	111 865	107 341	197 464	200 861	119 521	123 258	141 185	119 642	127 828
Beds Occ.	**23%**	**25%**	**28%**	**31%**	**29%**	**29%**	**37%**	**41%**	**36%**	**38%**	**32%**	**28%**	**31%**
2010													
Establishments	703	690	522	488	615	596	683	651	315	278	569	538	554
Rooms	6 430	6 195	3 082	2 714	5 377	5 052	6 534	5 993	3 814	3 255	5 584	4 995	4 919
Beds	13 532	13 018	6 751	5 981	11 027	11 004	14 540	13 552	9 666	8 903	11 181	11 232	10 866
Beds AVLBL	419 493	377 522	209 281	179 430	341 837	330 120	450 740	420 112	289 980	275 993	335 430	348 192	331 511
Beds Sold	90 992	88 770	49 016	44 477	98 279	90 876	141 898	144 886	86 854	76 832	100 572	90 061	91 959
Beds Occ.	**22%**	**24%**	**23%**	**25%**	**29%**	**28%**	**31%**	**34%**	**30%**	**28%**	**30%**	**26%**	**28%**
2011													
Establishments	709	684	377	364	924	926	402	395	937	939	409	375	620
Rooms	7 919	8 002	4 798	4 651	9 461	9 519	5 423	4 860	10 398	10 331	5 311	4 713	7 116
Beds	17 132	16 631	9 092	8 941	21 052	19 855	9 782	9 166	24 413	24 842	11 340	9 546	15 149
Beds available	531 092	465 668	281 852	268 230	652 612	595 650	303 242	284 146	732 390	770 102	340 200	295 926	460 093
Beds Sold	110 580	95 826	77 922	87 443	184 351	166 584	106 863	106 559	239 938	250 530	105 839	78 718	134 263
Beds Occ.	**21%**	**21%**	**28%**	**33%**	**28%**	**28%**	**35%**	**38%**	**33%**	**33%**	**31%**	**27%**	**30v%**