Republic of Namibia

Ministry of Environment and Tourism



TOURIST STATISTICAL REPORT 2016

TABLE OF CONTENTS

FOREWORD I

ACKNOWLEDGEMENT II

EXECUTIVE SUMMARY III

INTRODUCTION 1

LIST OF ACRONYMS 2

METHODOLOGY 3

FOREIGN ARRIVALS PROFILE 4

WHO VISITED NAMIBIA IN 2016? 5

TOURIST ARRIVALS PROFILE 6

TOP TEN TOURIST MARKETS 8

TOURIST ARRIVALS BY REGION 9

TOURIST ARRIVALS BY PURPOSE OF VISIT 11

TOP TEN OVERSEAS TOURISTS BY PURPOSE OF VISIT 14

INTEREST TOURIST MARKETS BY PURPOSE OF VISIT 15

INTENDED LENGTH OF STAY 16

TOURISTS GENDER PROFILE 18

TOURISTS AGE PROFILE 19

TOURISTS AGE DISTRIBUTION BY REGIONS 20

TOURISTS POINTS OF ENTRY 21

TOURISTS MODE OF TRAVEL 22

TOURISTS SEASONALITY OF TRAVEL 25

ACCOMMODATION STATISTICS 26

CONCLUSION AND RECOMMENDATIONS 30

ANNEXURE 32-63

FOREWORD



It is my pleasure to present the 2016 Tourist Statistical Report. Tourism is amongst the fastest growing industries in the world and a vibrant sector with ample opportunities. Travelling has become a significant part of our lives and many of us travel for different purposes. For the past few years, the Namibian tourism industry has been experiencing a laudable growth as observed in the increase of tourist arrivals which is one of the indicators of tourism growth.

The tourism sector continues to grow from strength to strength. This growth can be attributed to both external and internal factors. As tourism stakeholders, we should not remain satisfied with the current growth but rather take stock of our position constantly and work hard to strengthen it.

One of the crucial issues affecting the sector and thus require emphasis is the safety and security of our travelers and tourists. As Namibians we need to develop a positive and more appreciative approach towards our travelers and tourists by changing our attitudes and mindsets. We should adopt right attitudes on our roads and develop a conducive environment for the safety and security of our travelers by combating crime. Tourists who can travel safely and freely tend to be happier and enjoy their stay and this will encourage return visits as well as convince others to visit our beautiful country through word of mouth.

If Namibia is to become a preferred tourism destination and haven for economic investment, I urge all tourism stakeholders and role players to strengthen the sector in order to improve its competitiveness and be mindful of new and uncertain competition from other destinations in the region.

The Ministry has put in place two national tourism bodies as part of the interventions of the National Sustainable Tourism Growth and Development Strategy. These bodies are: the National Tourism Competitiveness Advisory Council and the Inter-Ministerial Committee on Tourism Development which aim to create a conducive environment and remove barriers to tourism growth and development.

Finally, on behalf of the Ministry, I would like to extend my appreciation to Namibia Tourism Board for its vigorous marketing efforts, the Ministry of Home Affairs and Immigration for its unwavering support in the compilation process of this report as well as all the esteemed tourism stakeholders and private sector for their support and guidance.

It is my hope that this report will be a useful tool not only to the tourism sector but for the general public at large. Let us all keep in mind that "Tourism is everyone's business". I am confident that, together, we will realize our dreams of making Namibia a destination of choice.

_____

Hon. Pohamba Shifeta (MP)

Minister of Environment and Tourism

ACKNOWLEDGEMENT

The Ministry of Environment and Tourism would like to acknowledge the continuous support and cooperation with the Ministry of Home Affairs and Immigration in the collection of the foreign arrival/departure forms that led to the compilation and publication of this Tourist Statistical Report. In addition, we extend our sincere gratitude to the Namibia Tourism Board for its tireless efforts in marketing Namibia as a tourist destination of choice. Without your hard work, this report would never have materialized.

Furthermore, the Ministry would like to acknowledge all its public and private tourism stakeholders who play a vital role towards the compilation of the tourism related statistics such as statistics on accommodation from Hospitality Association of Namibia (HAN).



Source: Romeo Muyunda

EXECUTIVE SUMMARY

TOURISTS ARRIVALS
1,469,258 (93.3%)

SAME-DAY VISITORS
81,894 (5.2%)

TOTAL FOREIGN ARRIVALS
1,574,148 (2016)

RETURNING RESIDENTS
12,468 (0.8%)

OTHERS
10,528 (0.7%)

TOURISTS GROWTH RATE



5.9% increase from 2015 to 2016

5.1% increase from 2014 to 2015

POPULAR TOURISTS POINT OF ENTRY



27.9% North Eastern Borders.
24.6% HKIA
18.7% Northern Borders.
17.3% Southern Borders.

TOP TEN TOURIST MARKETS



Angola, South Africa, Zambia, Germany, Zimbabwe, Botswana, UK, USA, France, Netherland

TOP TEN OVERSEAS TOURIST MARKETS



Germany, UK, USA, France, Switzerland, Netherland, Other Countries, Italy, Portugal, Belgium.

TOURISTS GENDER



62.0% Male

38.0% Female

POPULAR TOURISTS MODE OF TRAVEL



69.0% Road users

29.0% Air Users

TOURISTS PURPOSE OF VISIT



43.9% Visiting Friends & Relatives
36.8% Holiday
15.2% Business
4.0% Other purpose

AVERAGE LENGTH OF STAY



19 days in 2016
18 days in 2015
20 days in 2014

TOURISTS FROM NORTH AMERICA



10.1% Increase of tourists from North America from 2015 to 2016.
12.4% Increase of tourists from North America from 2014 to 2015.

OVERSEAS TOURISTS PURPOSE OF VISITS



10.5% Visiting Friends
51.1% Holiday
8.9% Business

AGE OF OVERSEAS TOURISTS



62.4% Are above 40 years from European tourist markets.
56.4% Are above 40 years from North America tourist markets.

TOURIST ARRIVALS FROM CHINA



8.8% increase from 2015-2016.

-0.7% increase from 2014-2015.

SEASONALITY



29.2% arrive between January-April.
30.6% arrive between May-September.
40.2% arrive between October-December.

TOURISTS AGE PROFILE



51.4% age less than 40 years.
48.6% age 40 years and above.

INTRODUCTION

Objectives

The tourist statistical report depicts the flow of tourist arrivals in Namibia per annum.

The main objective of this report is to provide up to date statistics to all tourism stakeholders. These statistics are relevant for planning, budgeting and evaluation of tourism programmes and projects as well as for the general purposes. The key users of tourism statistics include the Government of the Republic of Namibia (GRN), the Namibia Tourism Board (NTB), Namibia Statistics Agency (NSA), the Bank of Namibia (BoN), National Planning Commission (NPC), Federation of Namibia Tourism Association (FENATA), research institutions, NGOs, donors, universities and the general public.

Report sections

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

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

KEY CONCEPTS AND DEFINITIONS

Foreign Tourist

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

Country of Residence

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

Purpose of Visit

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

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

LIST OF ACRONYMS

B&B……Bed and Breakfast

BoN……Bank of Namibia

FENATA……Federation of Namibia Tourism Association

GRN……Government of the Republic of Namibia

HAN……Hospitality Association of Namibia

HKIA……Hosea Kutako International Airport

MET……Ministry of Environment and Tourism

MHAI……Ministry of Home Affairs and Immigration

NGO……Non Governmental Organisation

NPC……National Planning Commission

NSA……Namibia Statistics Agency

NTB……Namibia Tourism Board

UK……United Kingdom

UNWTO……United Nations World Tourism Organisation

USA……United States of America



Source: Pinehas Kamati

METHODOLOGY



Entry and Exit Points

All Departure and Arrival Forms

Forms are collected from 32 points of entry, including: 18 Border posts, 10 airports , 2 sea-ports and 2 Islands on a quarterly basis by MET Officials

Sorting

Departure forms are set aside

Arrival Forms

Departure Forms

Sorting

Forms completed by Namibians are set aside

Foreign Arrival Forms

Namibian Arrival Forms

Sampling → **Coding** → **Entry**

A statistical sampling method used and the sample size of 104,274 out of 1,574,148 for 2016. Key variables used are entry points, months and nationality

Data Cleaning → **Data Verification** → **Weighting & Analysis**

Manually entered into CSPro and exported to SPSS

Draft Report

Stakeholders' consultation

Final Report

FOREIGN ARRIVALS PROFILE

Figure 1 below shows the trends of the total foreign arrivals into Namibia as from 2012-2016. The number of foreign arrivals reveals a growth from year to year, with the tourists category being the dominant category across years.

In 2016, the country receive a total of 1,574,148 foreign arrivals. This shows an increase of 3.6% (54,531) from the 2015 figure of 1,519,618. Tourist arrivals accounted for about 93% of the total foreign arrivals, followed by the same-day visitors with about 5% while returning residents and "others" categories contributed approximately 1% respectively.

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

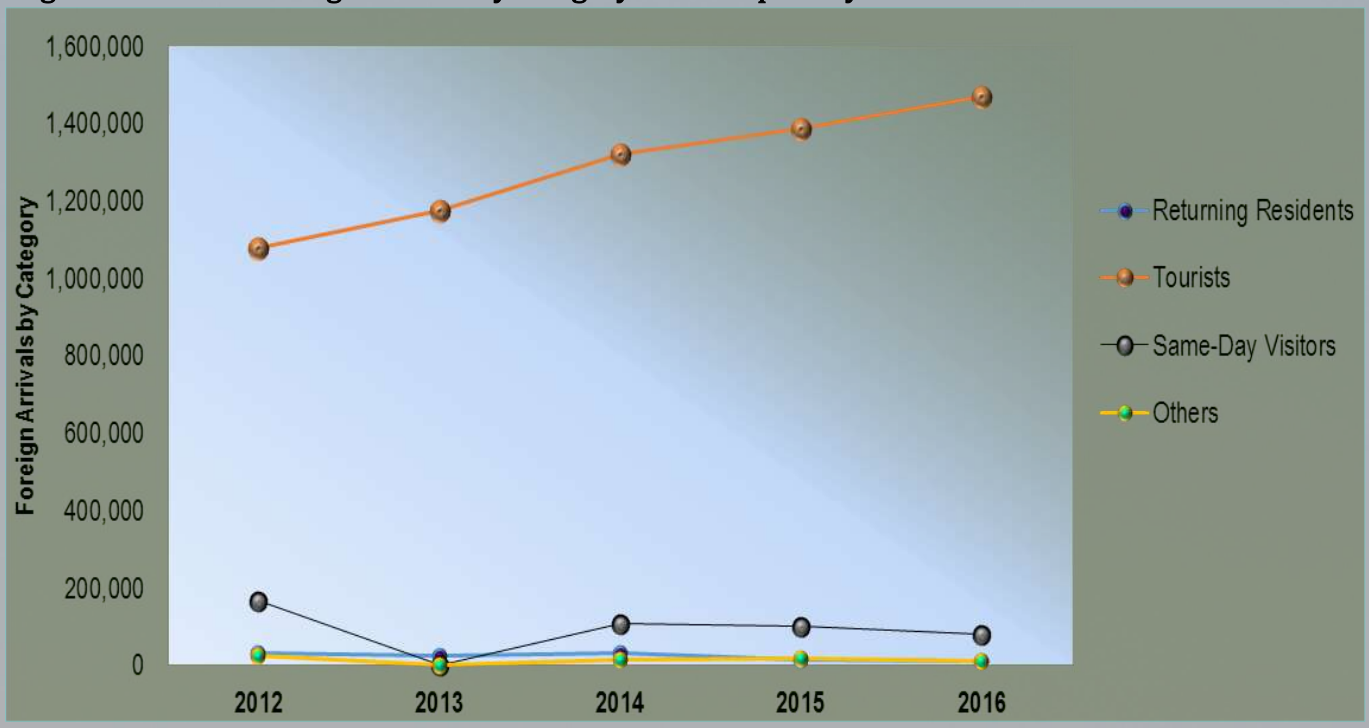
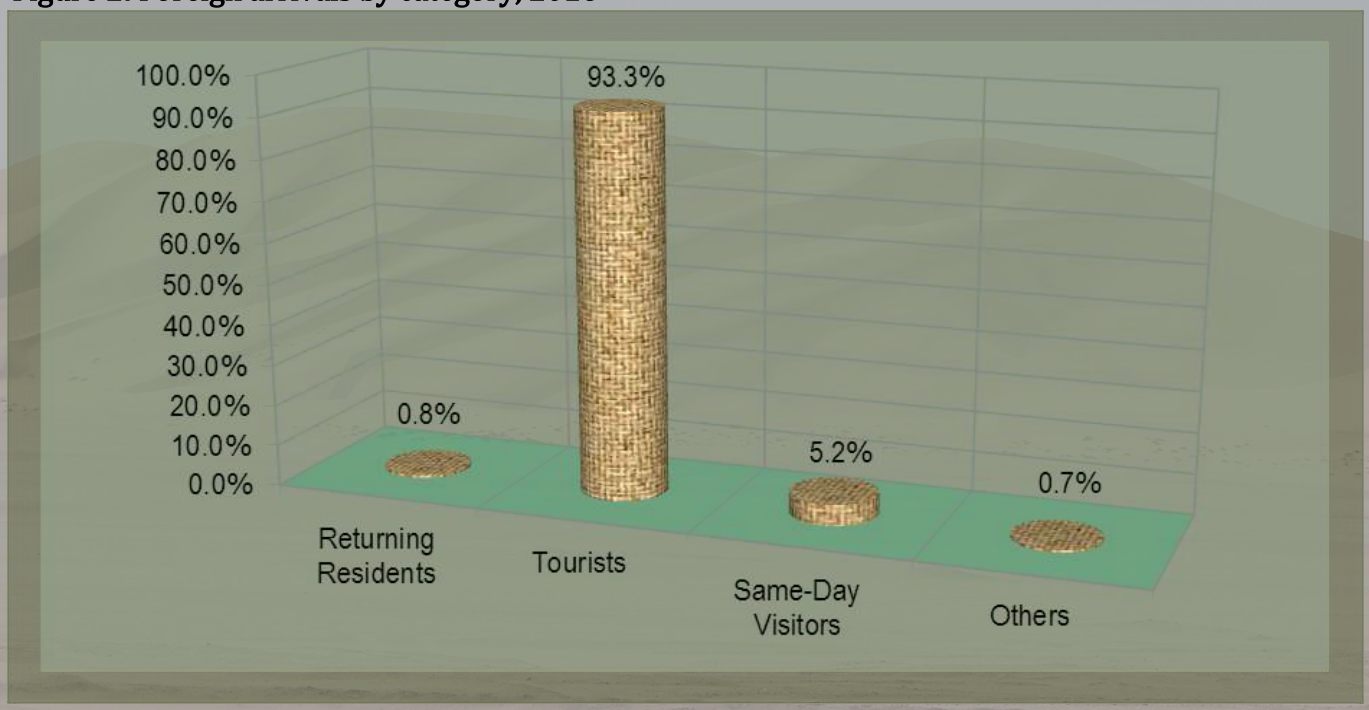


Figure 2: Foreign arrivals by category, 2016





AFRICA	EUROPE	NORTH AMERICA	OTHERS
Angola	Germany	USA	United Arab Emirates
South Africa	UK	Canada	Brazil
Zambia	France		China
Zimbabwe	Holland/Netherlands		Other Countries
Botswana	Other Europe		
Other Africa	Switzerland		

TOURIST ARRIVALS PROFILE

Tourist arrivals revealed a 5.9% increase from 1,387,773 in 2015 to 1,469,258 tourists in 2016. As portrayed in the figures below showing the number of tourist arrivals for the past five years 2012-2016, tourist arrivals have been experiencing a commendable growth.

Figure 3: Tourist Arrivals by Year: 2012 - 2016

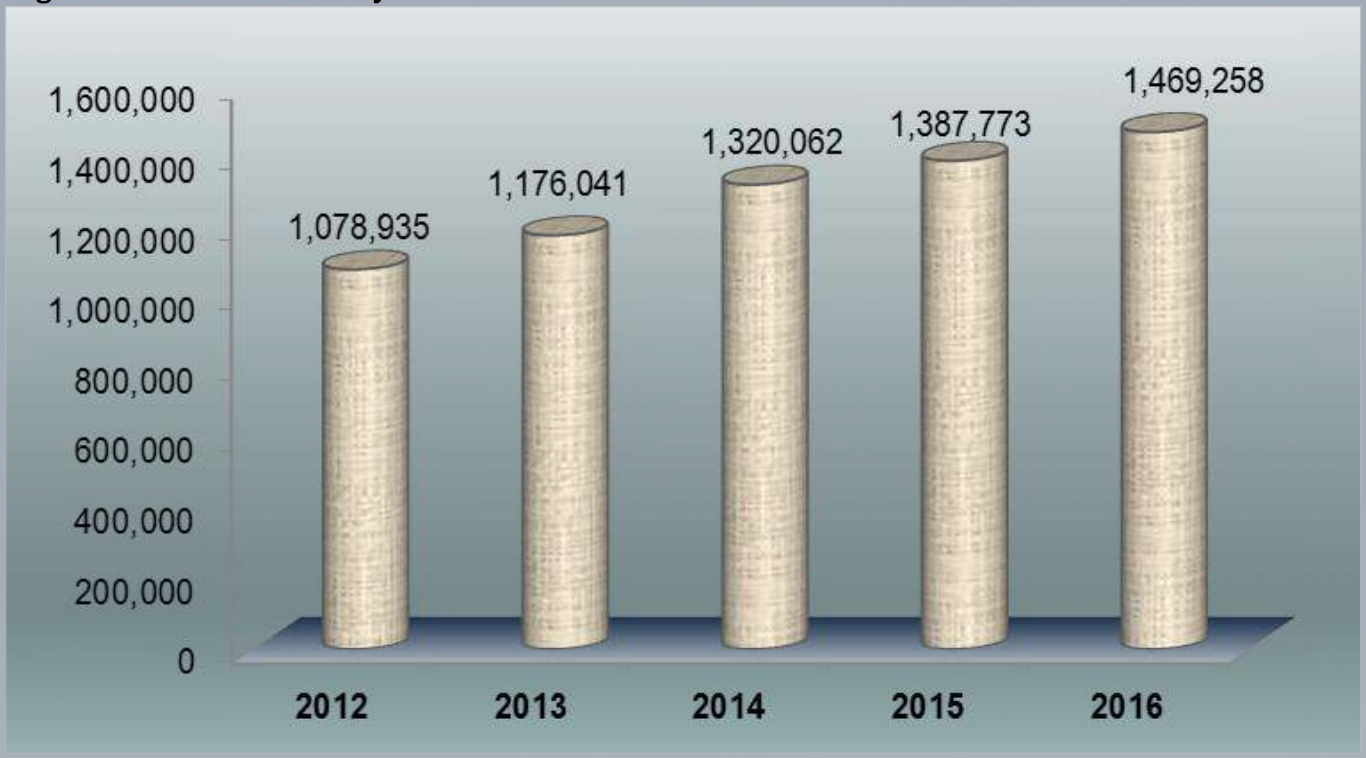


Figure 4: Tourist Arrivals - Growth Rate: 2012 - 2016

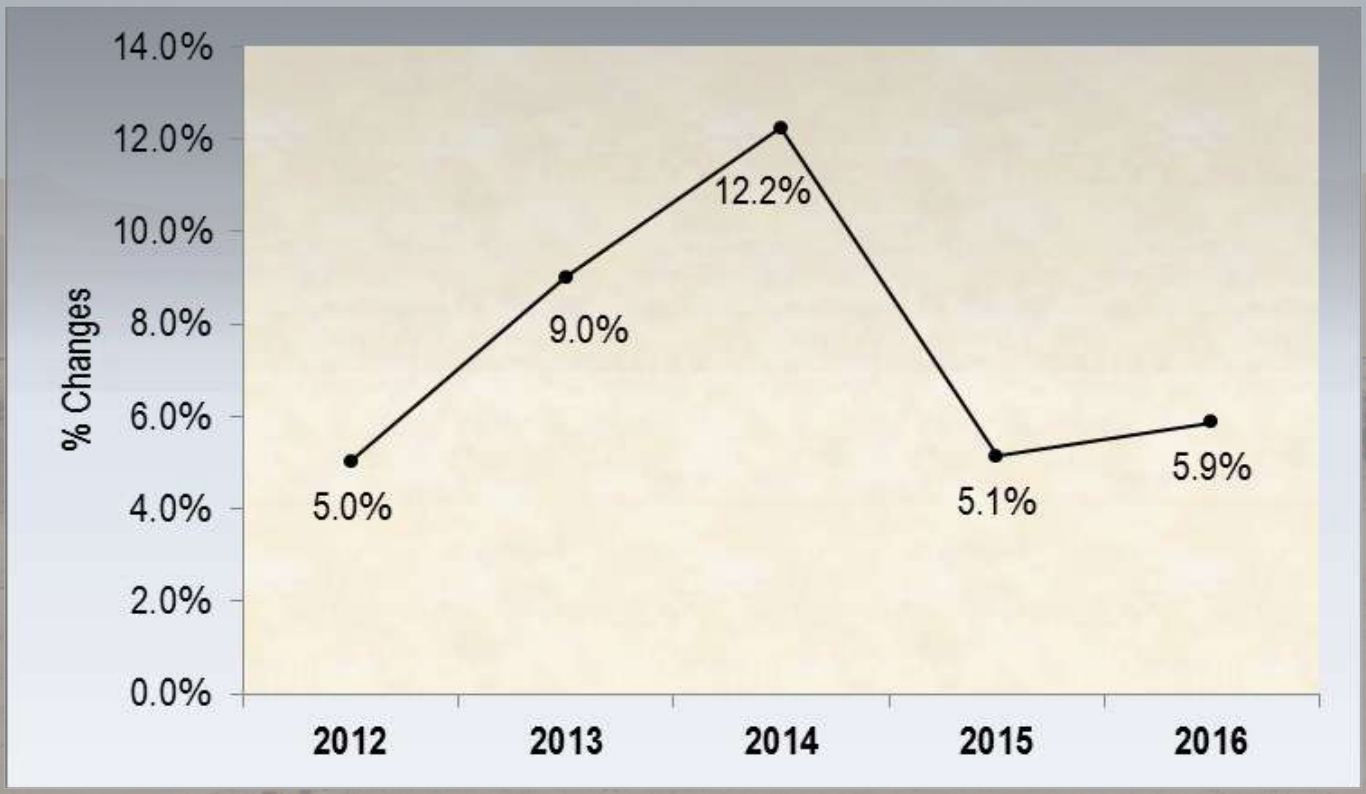
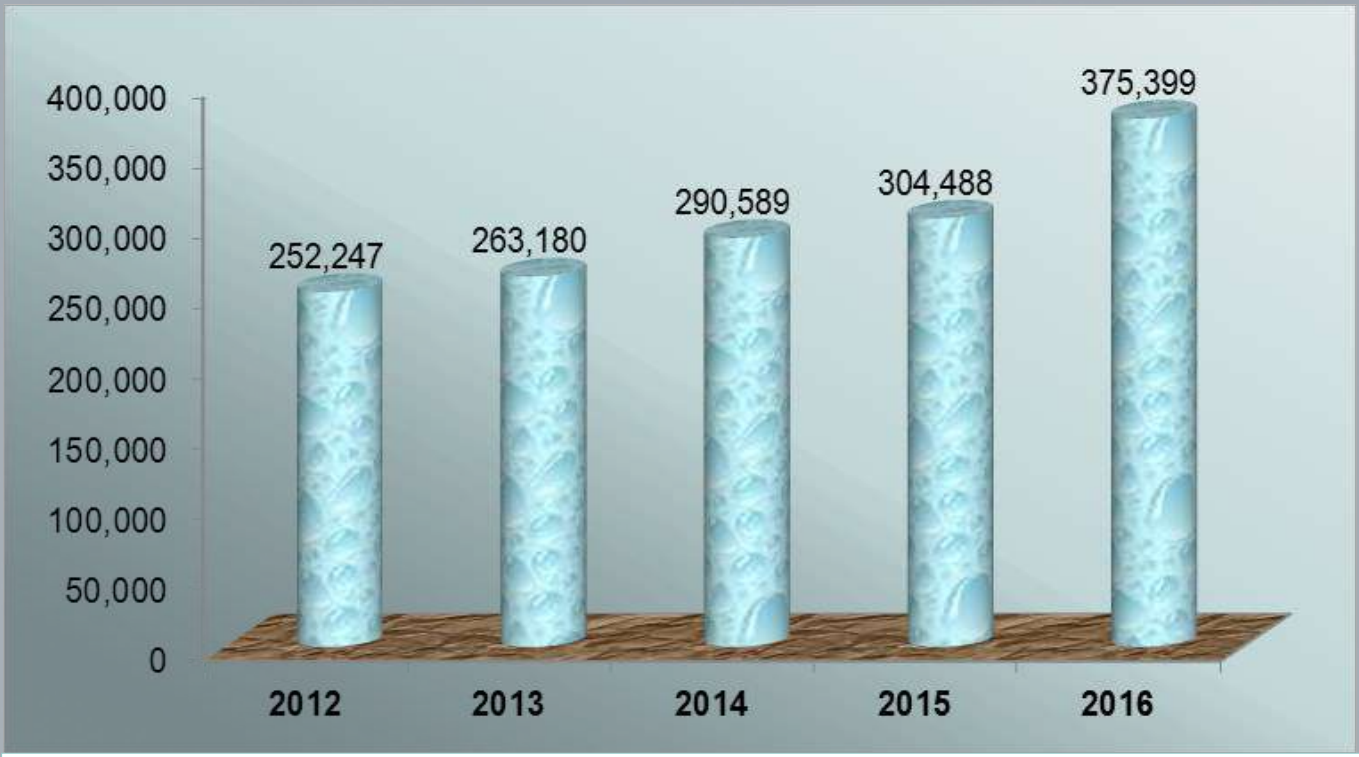


Figure 5: Overseas Tourist Arrivals : 2012 - 2016



The overseas market has been growing exponentially for the past years, making up about 26% of the total tourist arrivals to Namibia in 2016 as compared to about 22% in 2015. Considering that overseas tourists are generally high spenders as they mostly come for leisure and holiday as opposed to visiting friends and relatives, they are therefore the most critical bracket and thus contribute significantly to the foreign currency earnings into the sector.

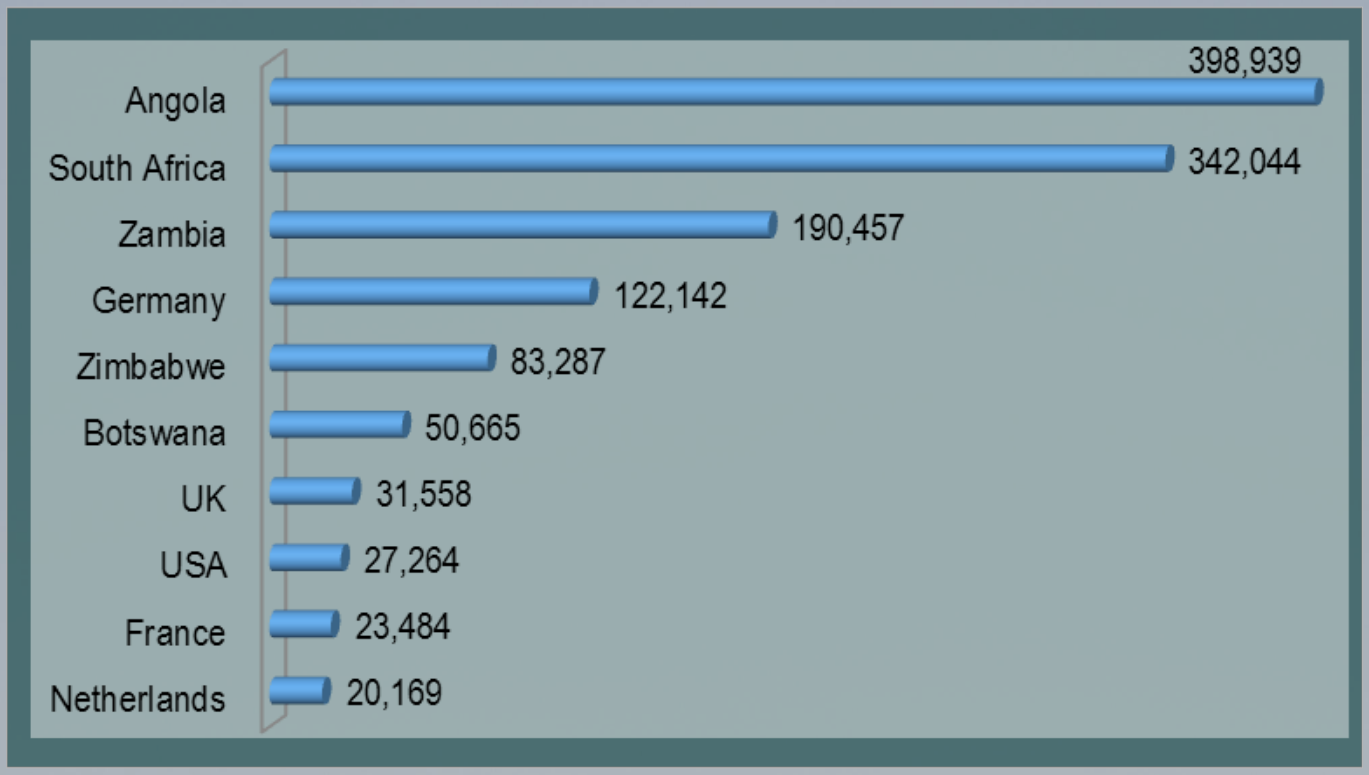


Source: Romeo Muyunda

TOP TEN TOURIST MARKETS

The Angolan tourists market remains the major African market although there is a fall of about 11% as compared to 2015. The South African and Zambian tourist markets maintained their second and third positions since 2015. On the other hand, the Germans showed dominance in the overseas tourist markets with a whooping 35% increase from 2015, while UK and USA took the second and third place respectively. Other countries tourist markets making part of the top ten were Zimbabwe, Botswana, France and the Netherlands.

Figure 6: Top Ten Tourist Markets, 2016





Source: Romeo Muyunda

TOURIST ARRIVALS BY REGION

Tourist arrivals from African tourist markets recorded a 1% increase from 2015 to 2016, this could mainly be attributed by the 11% falls in the tourists from the Angolan market. Additionally, tourists from Europe grew by 26% while North America grew by 10% in 2016 . It is noteworthy the 8% increase in the number of tourist arrivals from China in 2016.

Figure 7(a): Tourist Arrivals from African Markets, 2012 -2016

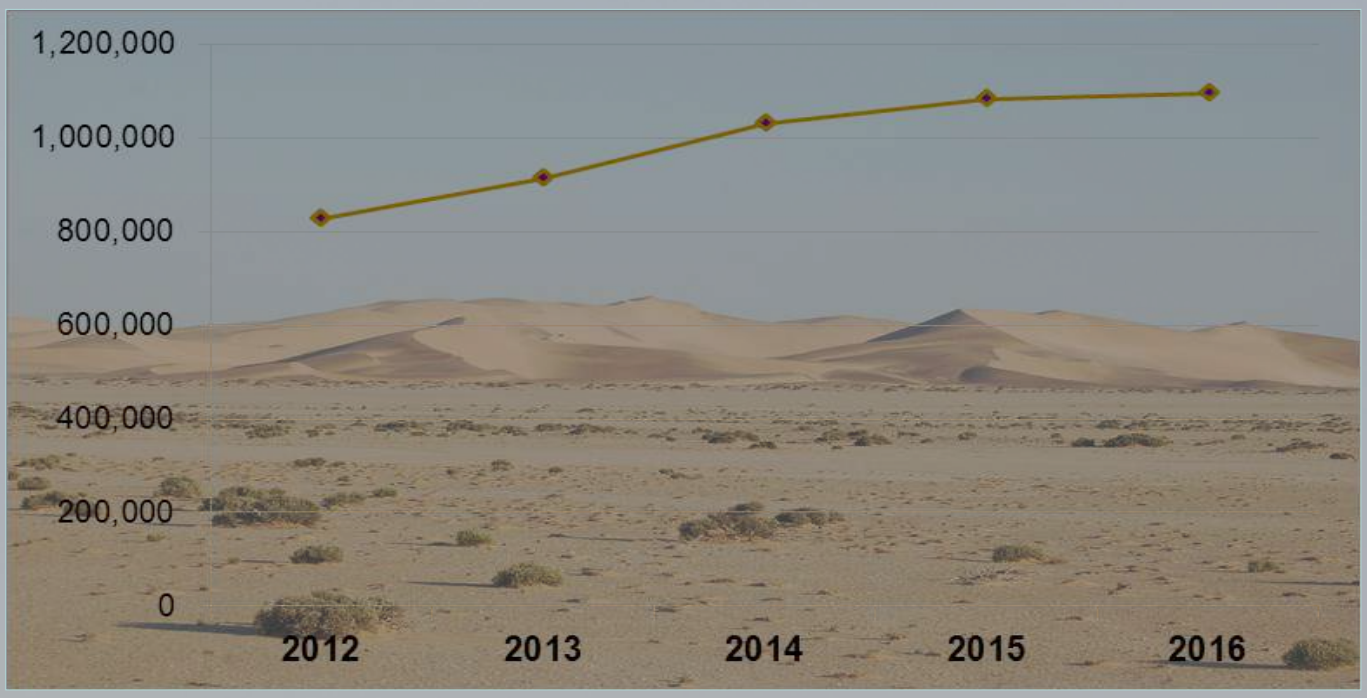


Figure 7(b): Tourist Arrivals from European Markets, 2012-2016

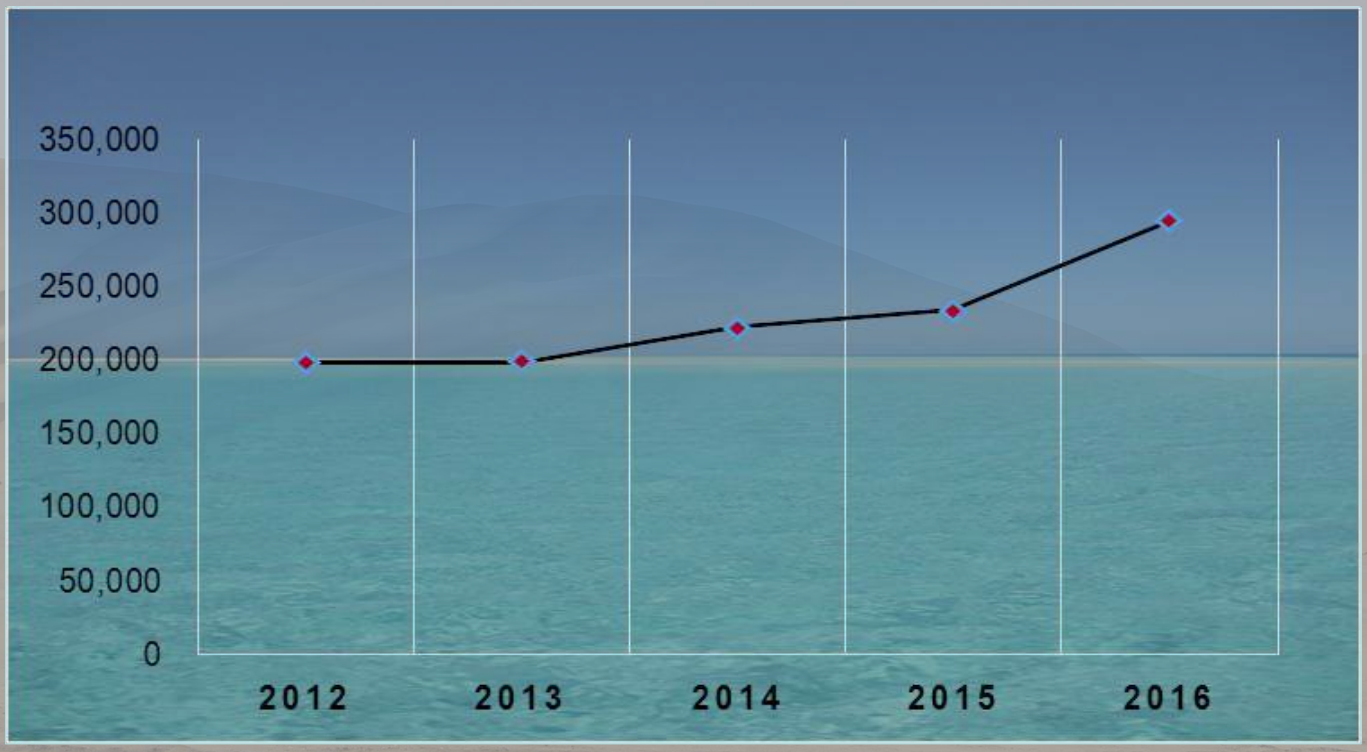


Figure 7(c): Tourist Arrivals from North America, 2012-2016

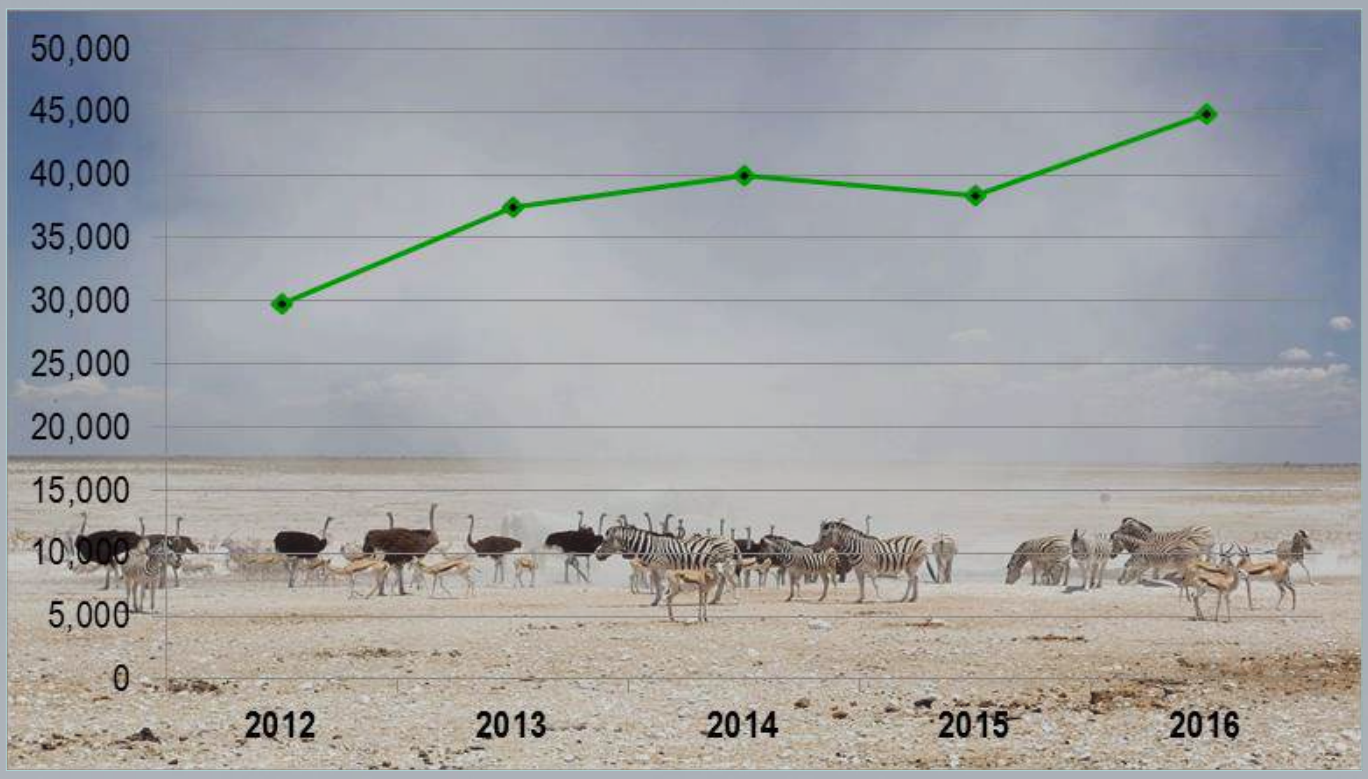
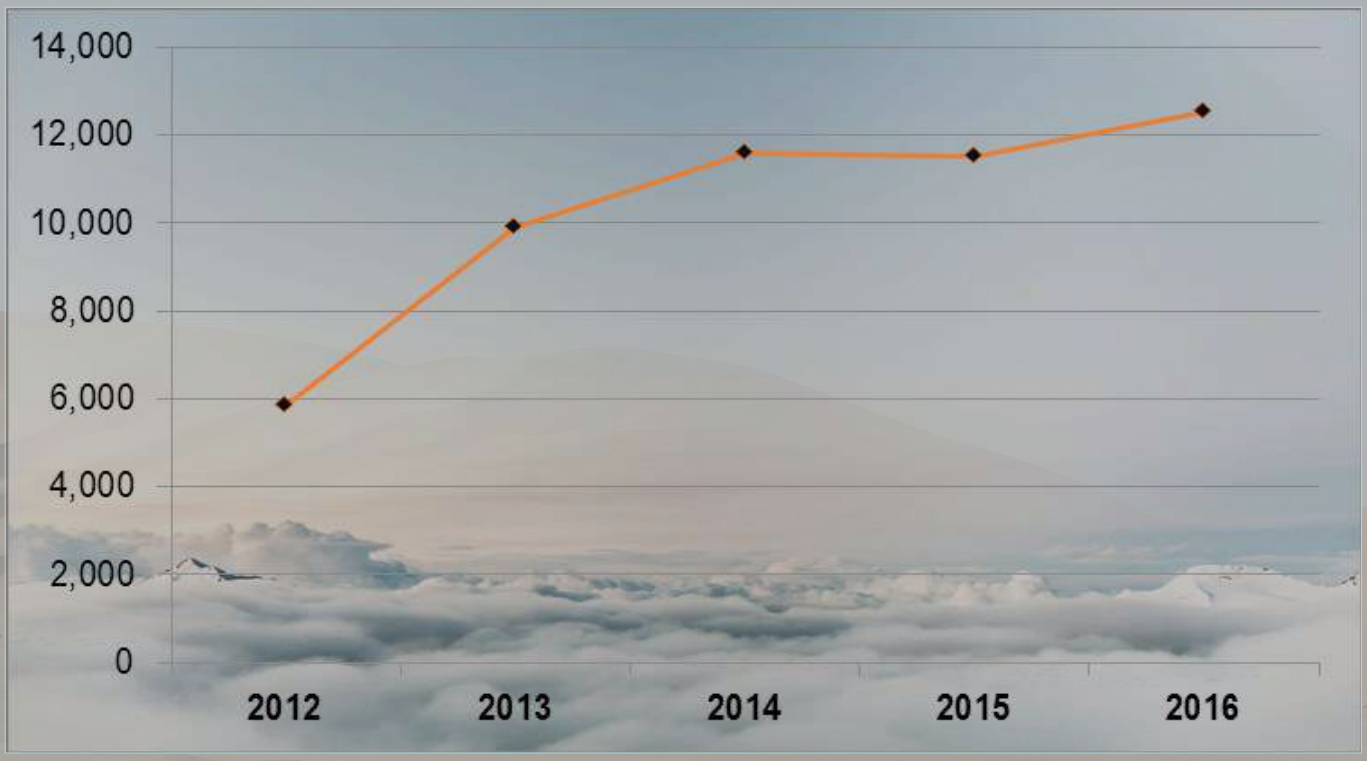


Figure 7(d): Tourist Arrivals from China, 2012-2016



TOURIST ARRIVALS BY PURPOSE OF VISIT

Tourist arrivals by purpose of visiting friends and relatives continued to lead by making up roughly 44% of the total tourist arrivals in 2016. Holiday tourists followed with about 37% showing a slight increase from 2015. For those who came as business tourists forms up a share of about 15% of the total tourist arrivals in 2016. While those who came for other purposes made up the remaining 4%.

Figure 8(a): Tourist Arrivals by Purpose of Visit, 2015-2016



Figure 8(b): Tourist Arrivals by Purpose of Visit, 2016

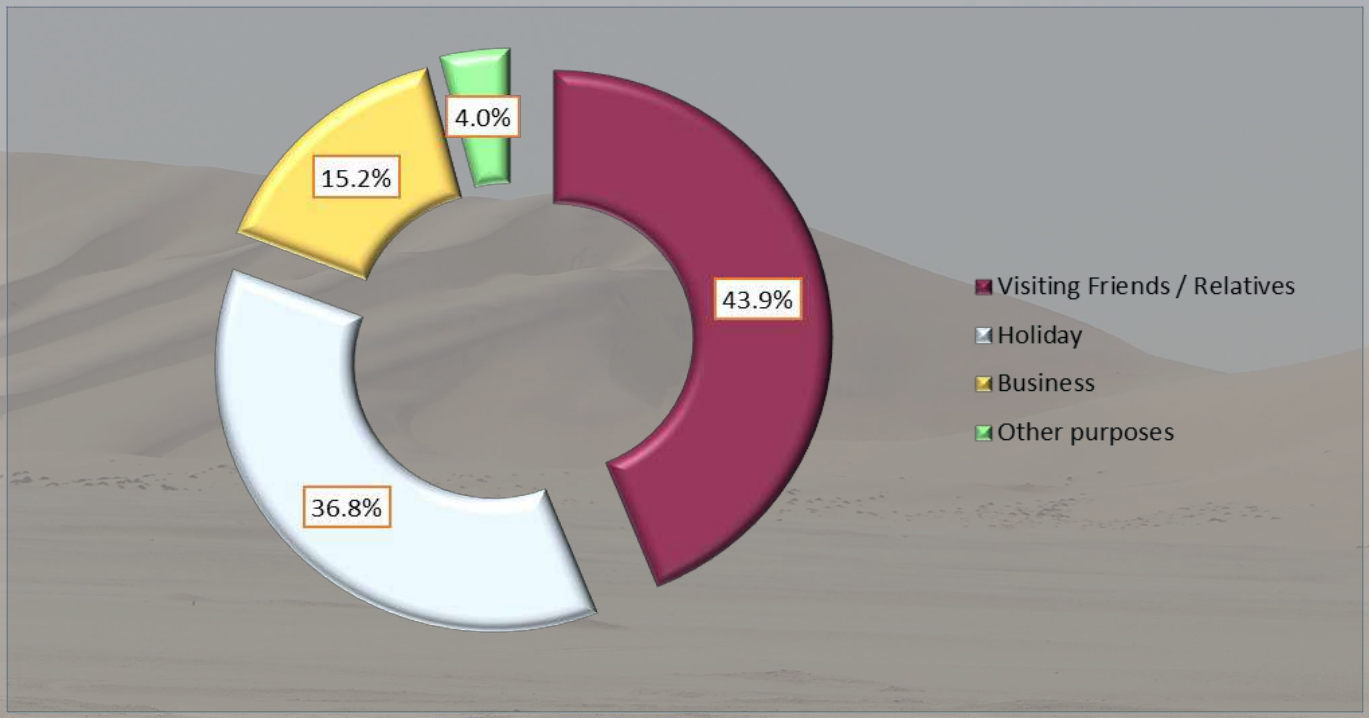
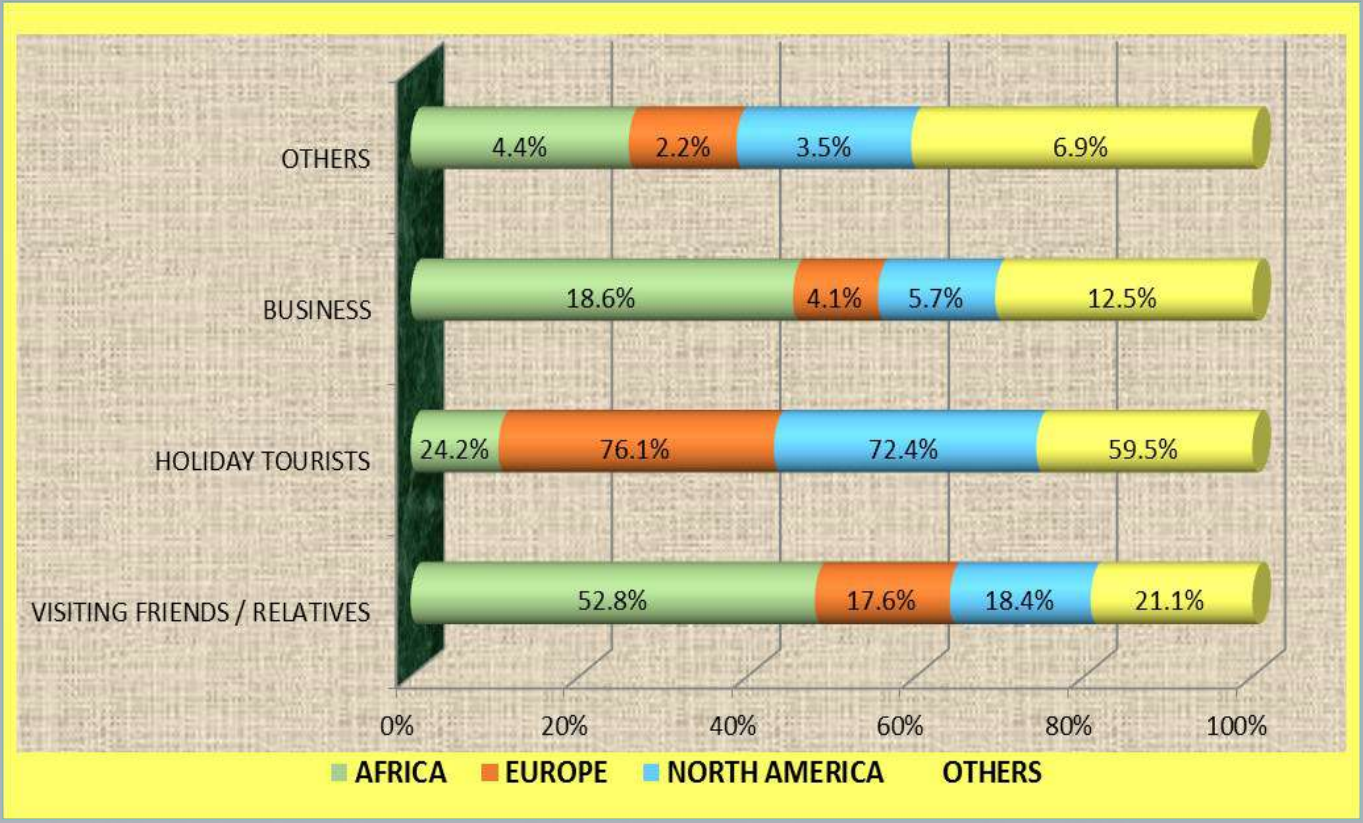


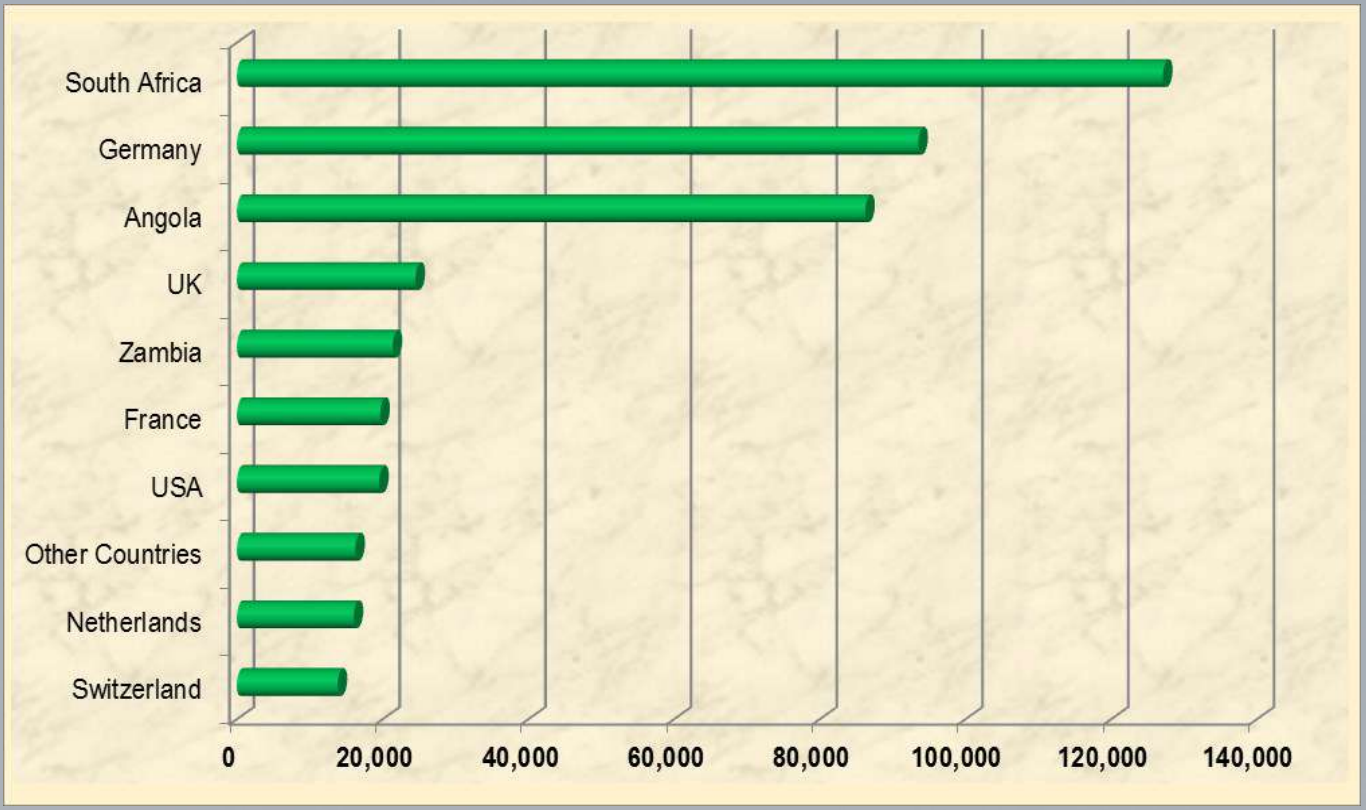
Figure 8(c): Tourist Arrivals by Region and Purpose of Visit, 2016

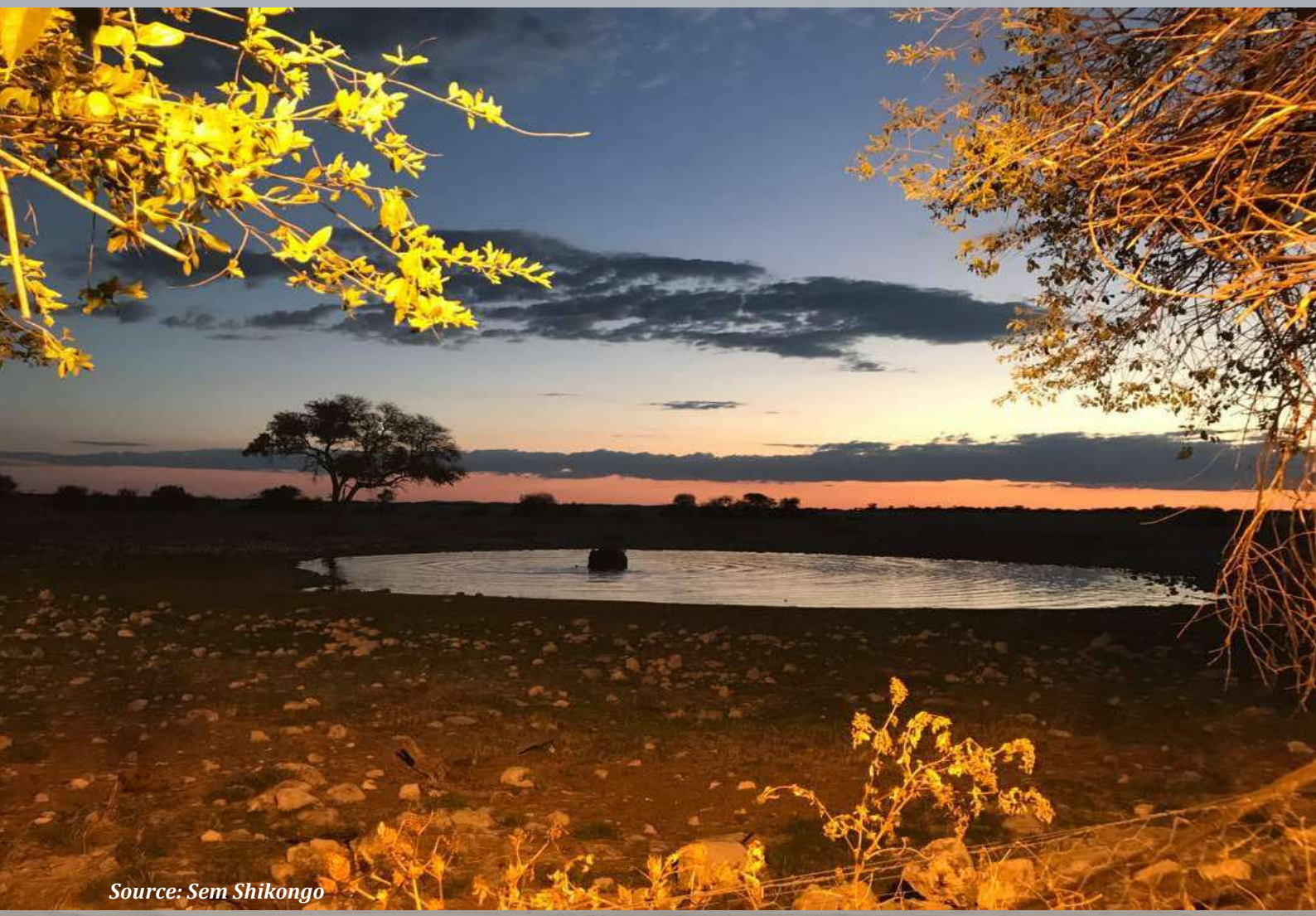




Source: Romeo Muyunda

Figure 9: Top Ten Holiday Tourists, 2016





Source: Sem Shikongo

TOP TEN OVERSEAS TOURIST BY PURPOSE OF VISIT

Figure 10(a): Top Ten Overseas Holiday Tourists

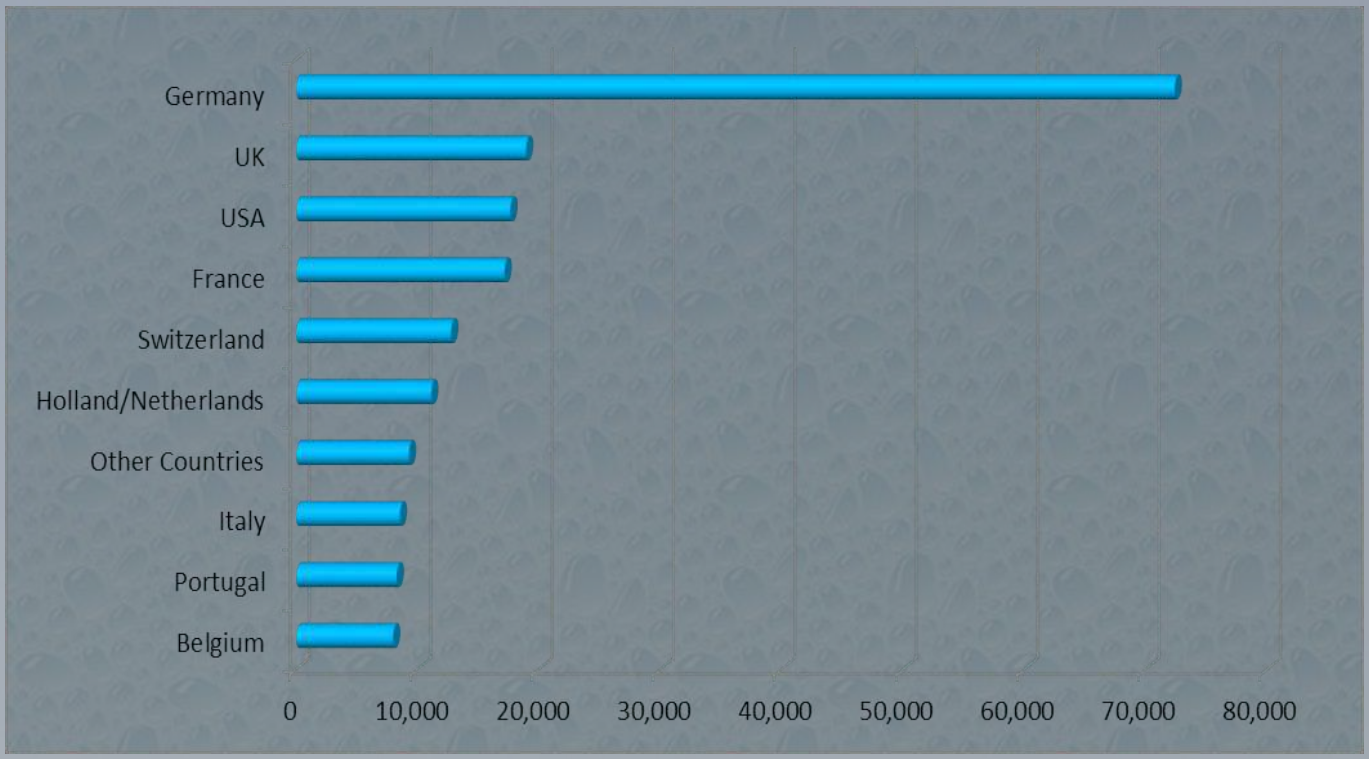
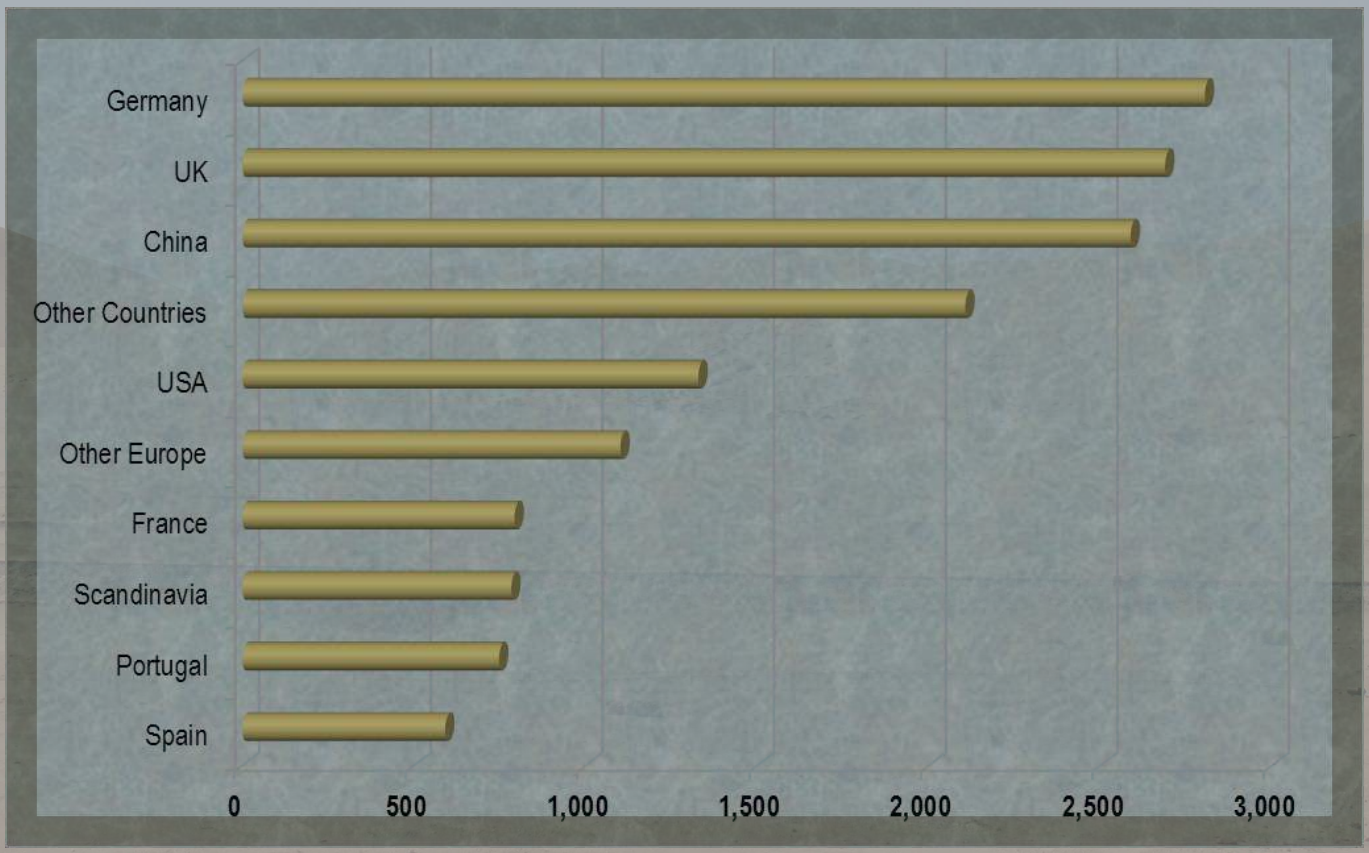


Figure 10(b): Top Ten Overseas Business Tourists



INTEREST TOURIST MARKETS BY PURPOSE OF VISIT

Table 1: Interest Tourist Markets by Purpose of Visit

Nationality	Visiting Friends / Relatives	Holiday	Business	Other Purposes	TOTAL
France	2,648	19,675	947	214	23,484
Spain	979	6,206	781	273	8,239
United State of America	5,123	19,512	1,613	1,016	27,264
United Arab Emirate	668	2,300	220	518	3,705
China	2,467	7,255	2,286	504	12,512

Percentage(%) Distribution

Nationality	Visiting Friends / Relatives	Holiday	Business	Other Purposes	TOTAL
France	11.3%	83.8%	4.0%	0.9%	100.0%
Spain	11.9%	75.3%	9.5%	3.3%	100.0%
United State of America	18.8%	71.6%	5.9%	3.7%	100.0%
United Arab Emirate	18.0%	62.1%	5.9%	14.0%	100.0%
China	19.7%	58.0%	18.3%	4.0%	100.0%



Source: Romeo Muyunda

INTENDED LENGTH OF STAY

The average intended length of stay for all tourists in 2016 was 19 days, a day more than recorded in 2015. Glancing at the top ten tourist markets, Zimbabweans had the highest average intended length of stay with 35 days, followed by the Germans with 20 days while South Africans, Angolans, UK and the Netherlands tourists intended to stay for 17 days on average.

Figure 11(a): Average Intended Tourists Length of Stay Over Years

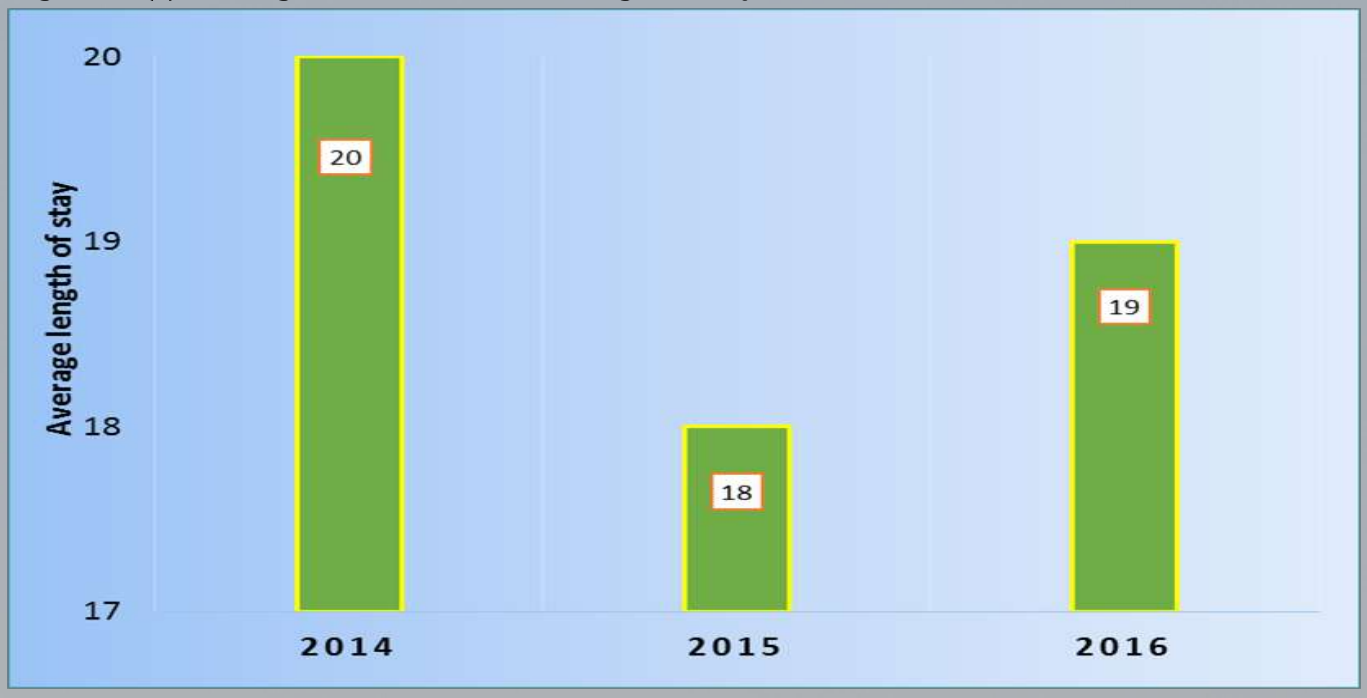
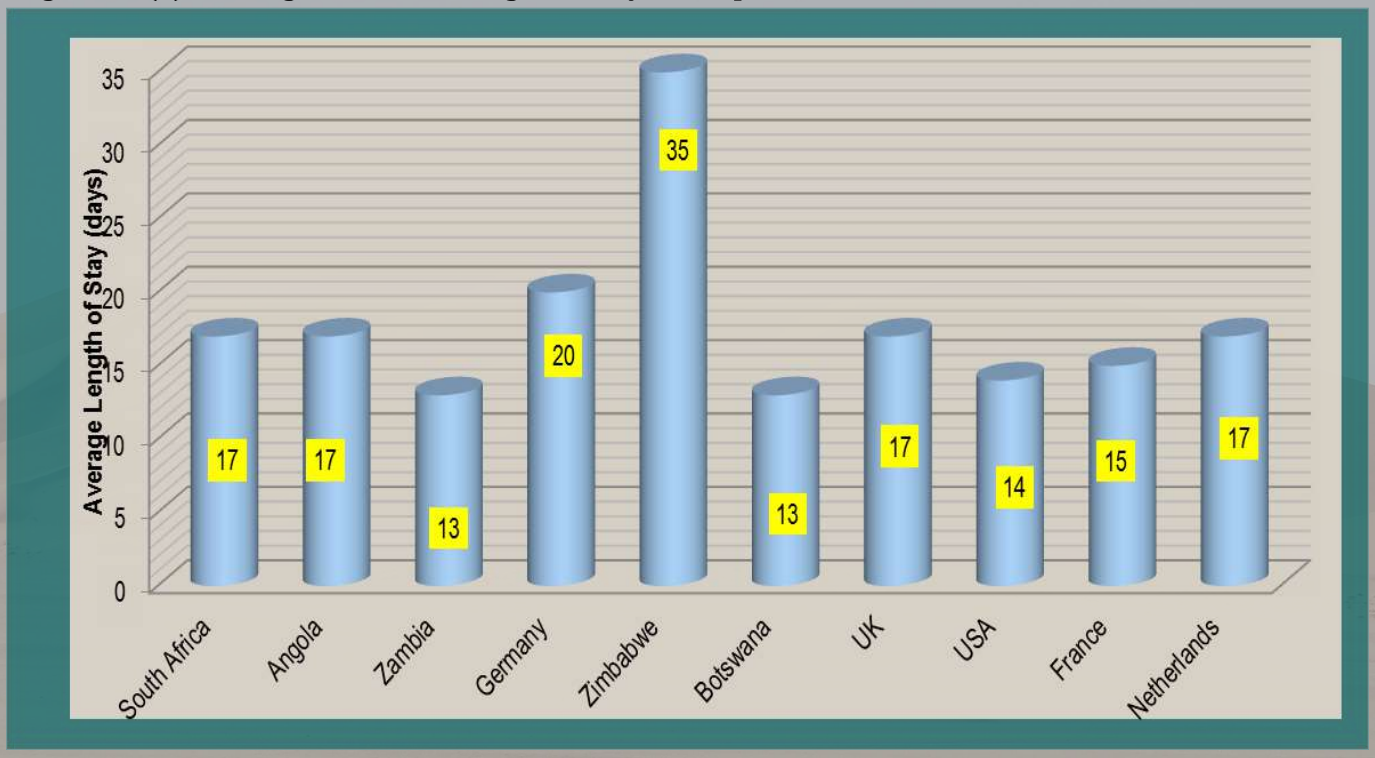


Figure 11(b): Average Intended Length of Stay for Top Ten Tourist Markets, 2016



SOUTHERN NAMIBIA











Source: Frans Helao

TOURISTS GENDER PROFILE

Namibia received more male tourists than female tourists in 2016 as observed in the charts below. Looking at the gender distribution by regions, there was a high percentage of male than female tourists from Africa with about 64% males and "Others" region with roughly 67%. Europe brought in about 56% male tourists as compared to 44% females while North America tourists consisted of 51% males and 49% females respectively.

Figure 12(a): Gender Distribution of Tourists, 2016

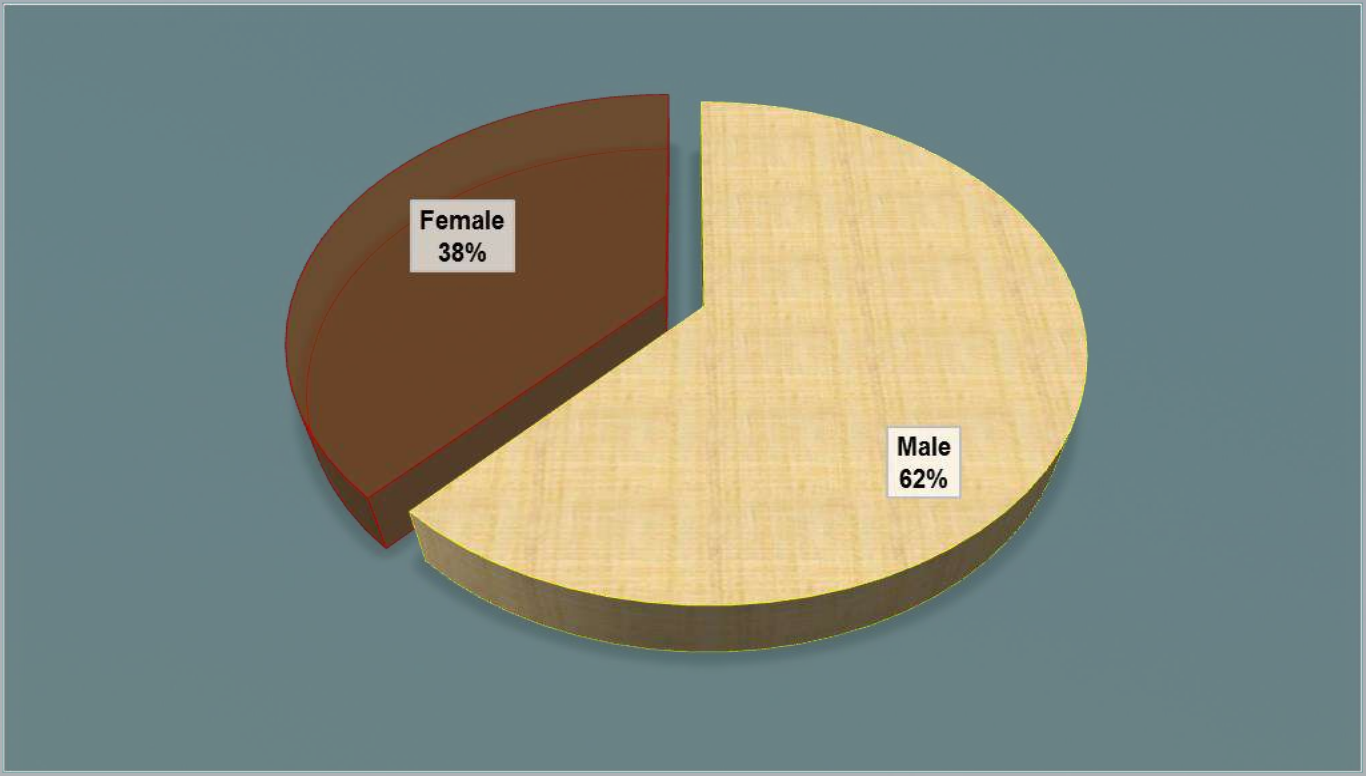
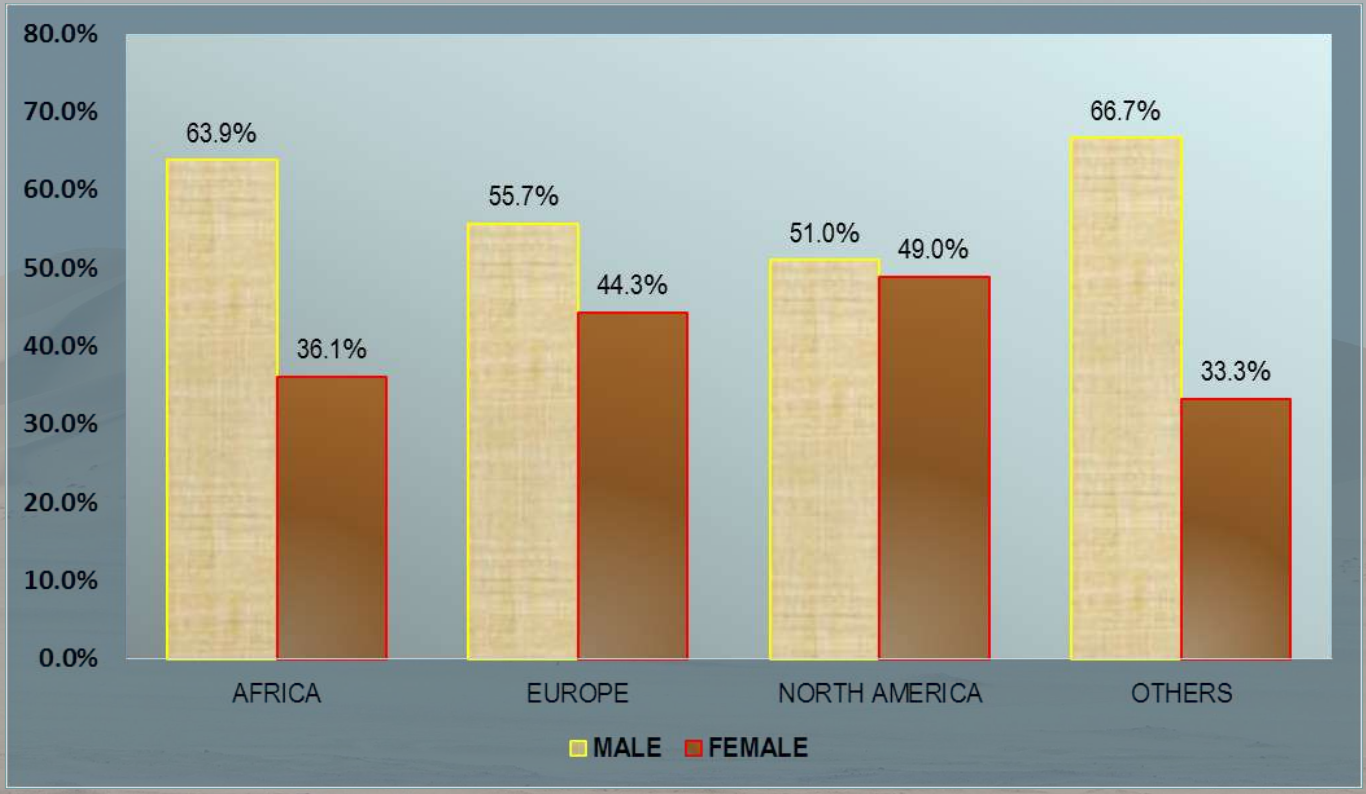


Figure 12(b): Gender Distribution of Tourists by Regions, 2016

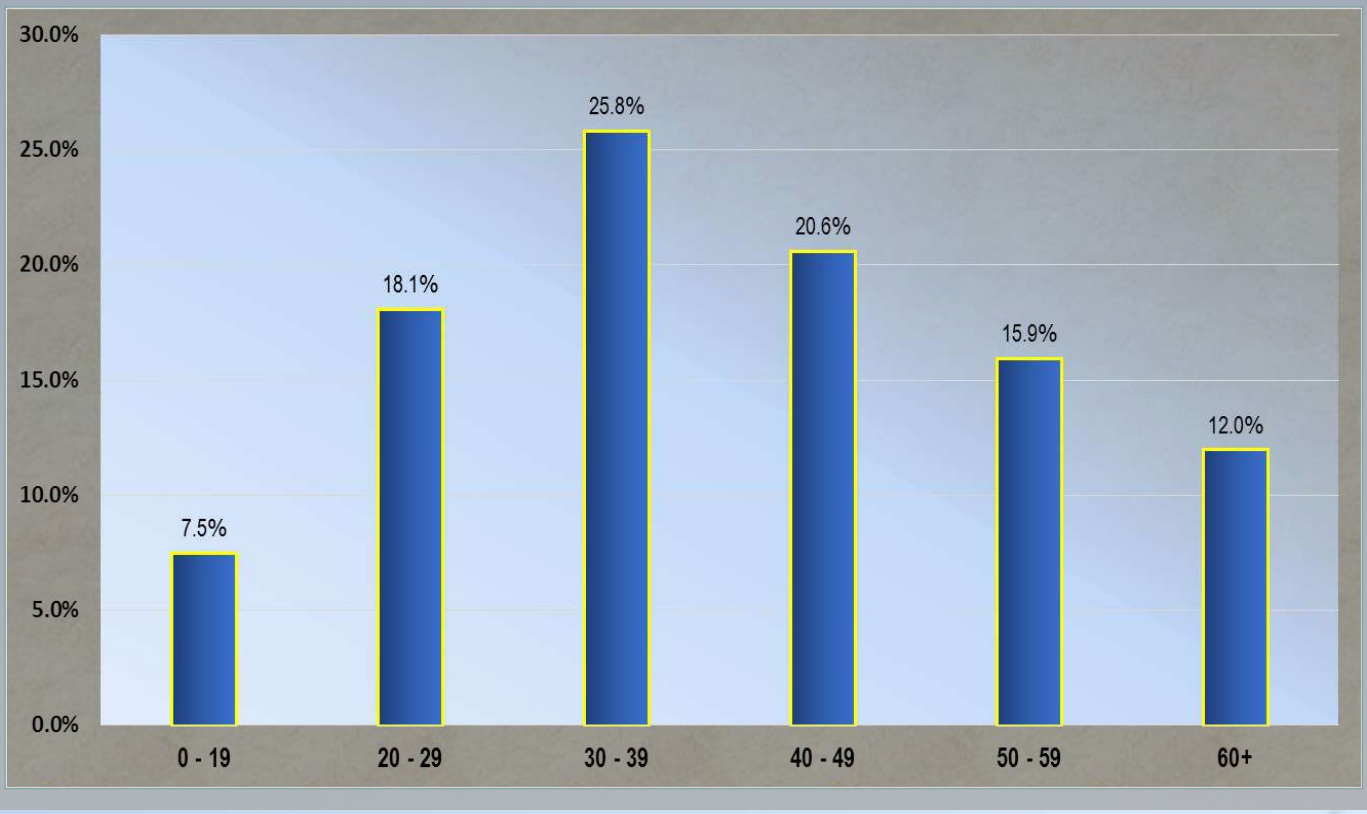


TOURISTS AGE PROFILE

The age distribution indicates that the 30-39 age group constituted the highest percentage of tourists (about 26%) as shown below followed by the 40-49 age group with about 21% of tourists. It is noteworthy that a percentage increase from 2015 was observed in the 60+ age group.

Taking regions into consideration, the age distribution shows that a high percentage of tourists from the African region fell into the 30-39 age group as revealed by the share of 28%. In addition, tourists from Europe were more concentrated in the 60+ age group with 24., which is the case with the North America as well with 27% in the same age group category.

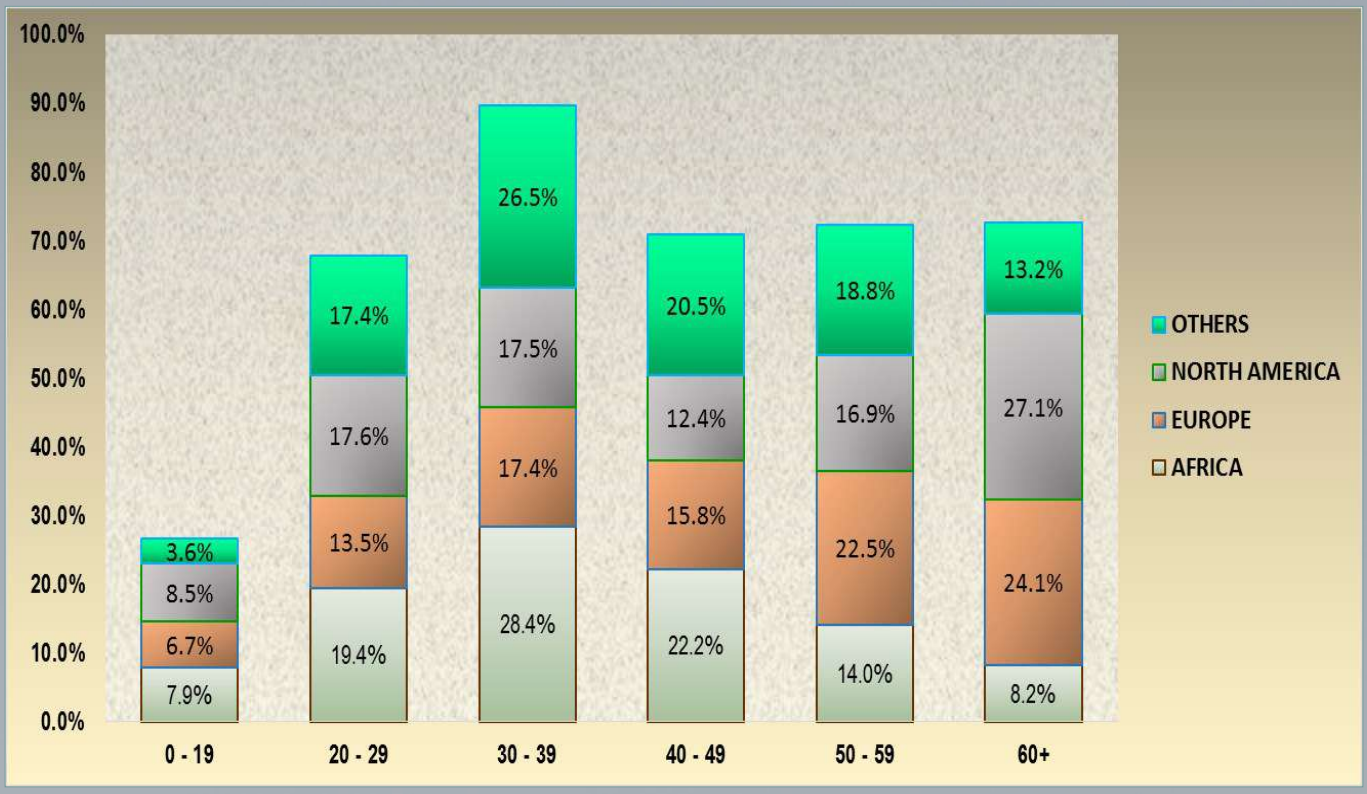
Figure 11(a): Tourists Age Distribution, 2016





Source: Romeo Muyunda

Figure 12(b): Tourists Age Distribution by Regions, 2016



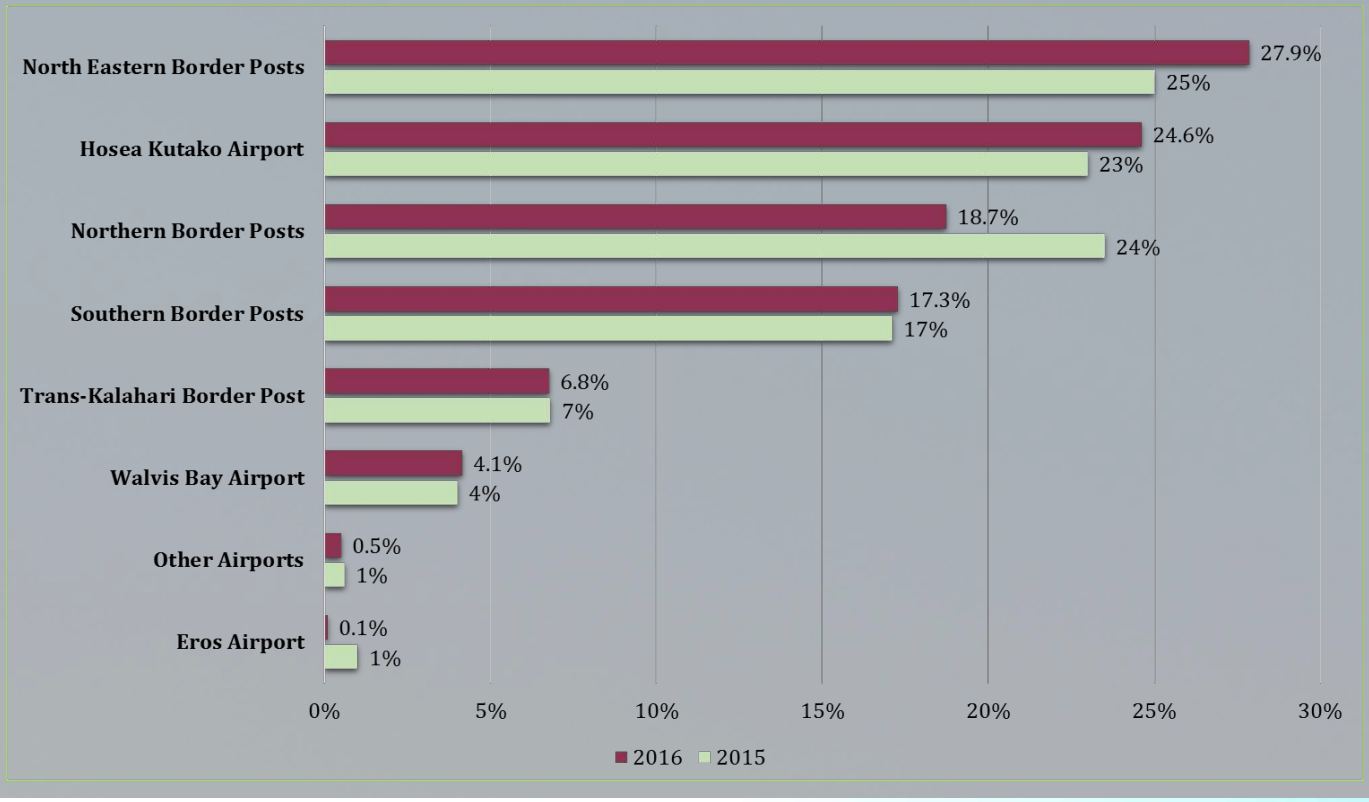


Source: Romeo Muyunda

TOURIST POINTS OF ENTRY

In view of the points of entry, North-Eastern border posts contributed the highest with about 28% in 2016 as compared to the 25% in 2015. Hosea Kutako International Airport revealed a significant increase from 23% in 2015 to 24.6% in 2016. The Northern border recorded a 5.3% fall in 2016 while other points of entry recorded a slight increase of not more than 2%.

Figure 13: Tourist Arrivals by Points of Entry





Source: Frans Helao

TOURISTS MODE OF TRAVEL

Although roads continue to dominate as a mode of travel in 2016 making up 69% of total tourist arrivals, a more significant increase was observed in tourist arrivals by air which recorded a share of 29% of the total tourist arrivals in comparison to the 27% observed in 2015, a growth of about 2%. This increase was triggered by the introduction of new airlines such as Qatar airways, Ethiopian airways and KLM airlines. Tourist arrivals by sea and other mode of travels experienced a fall with 5% and 10% respectively. Tourists from Africa tend to arrive by roads, while the rest of the regions showed more significance in arriving by air.

Figure 14(a): Tourists Mode of Travel, 2015 and 2016

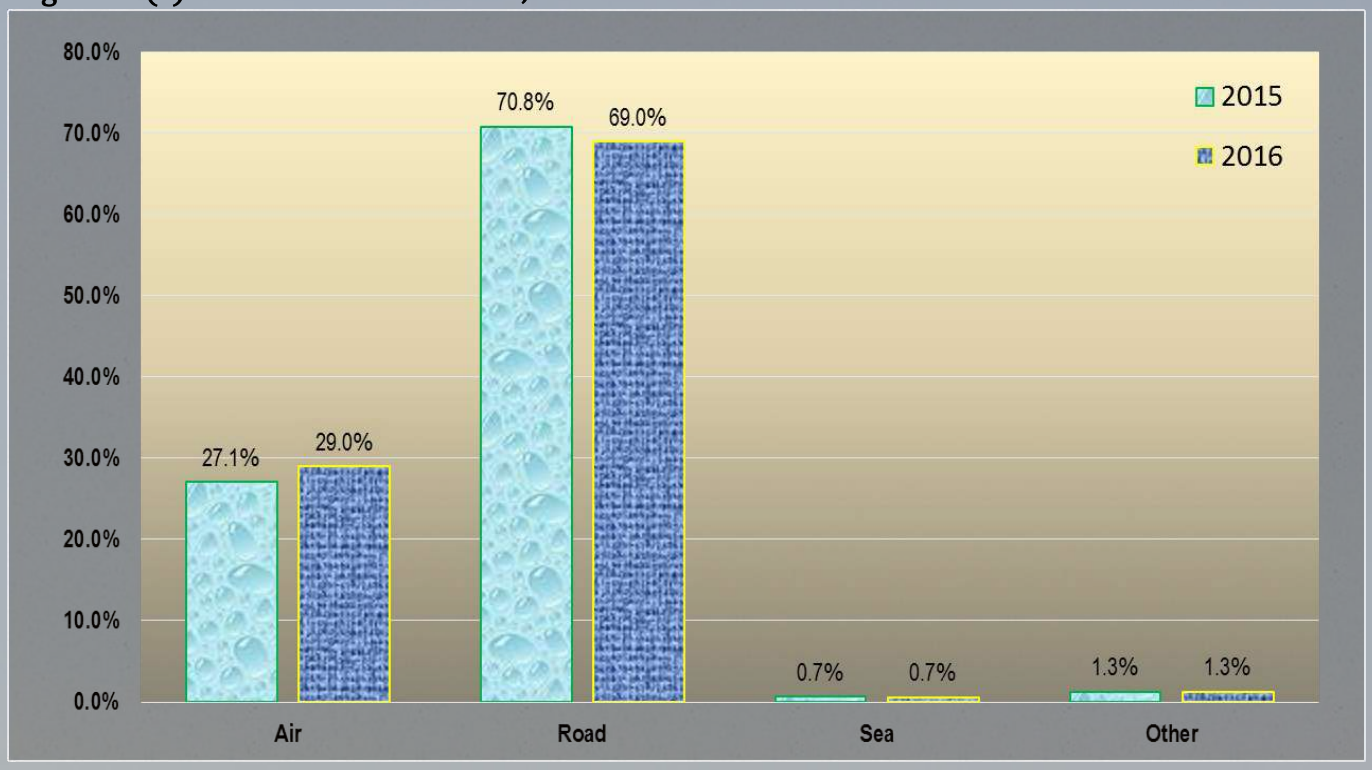
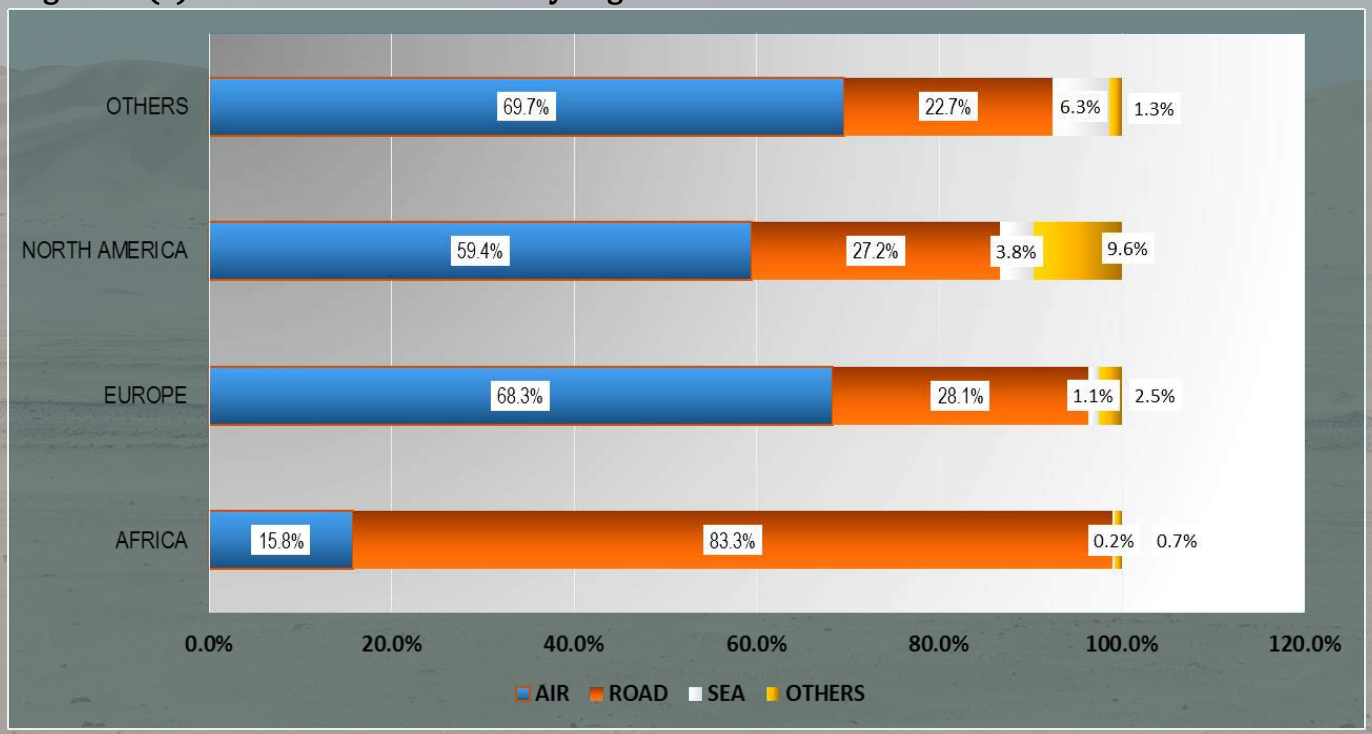


Figure 14(b): Tourists Mode of Travel by Regions



AIR



ROAD



SEA



Figure 15: Tourist Arrivals by Airlines, 2016

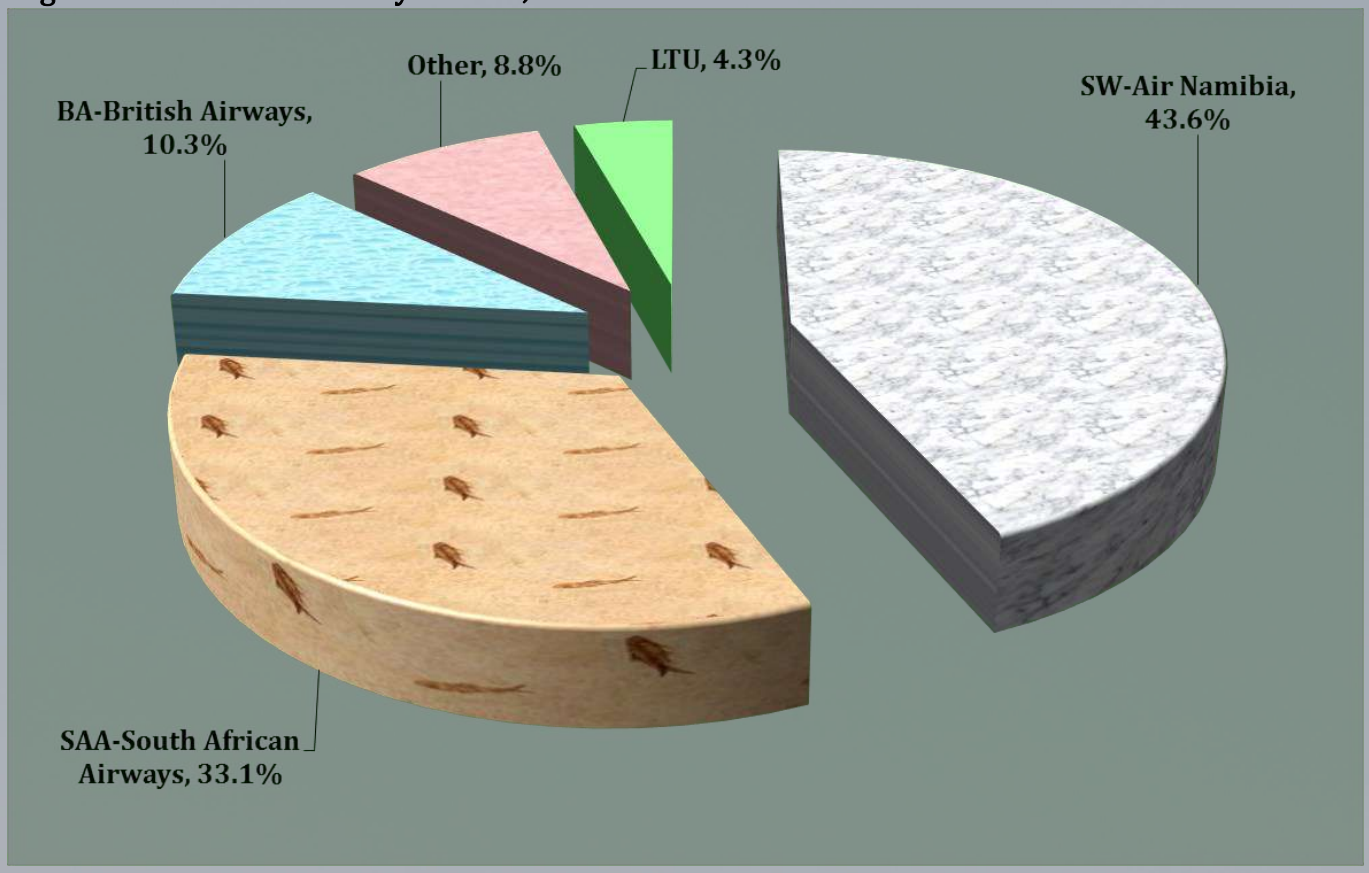


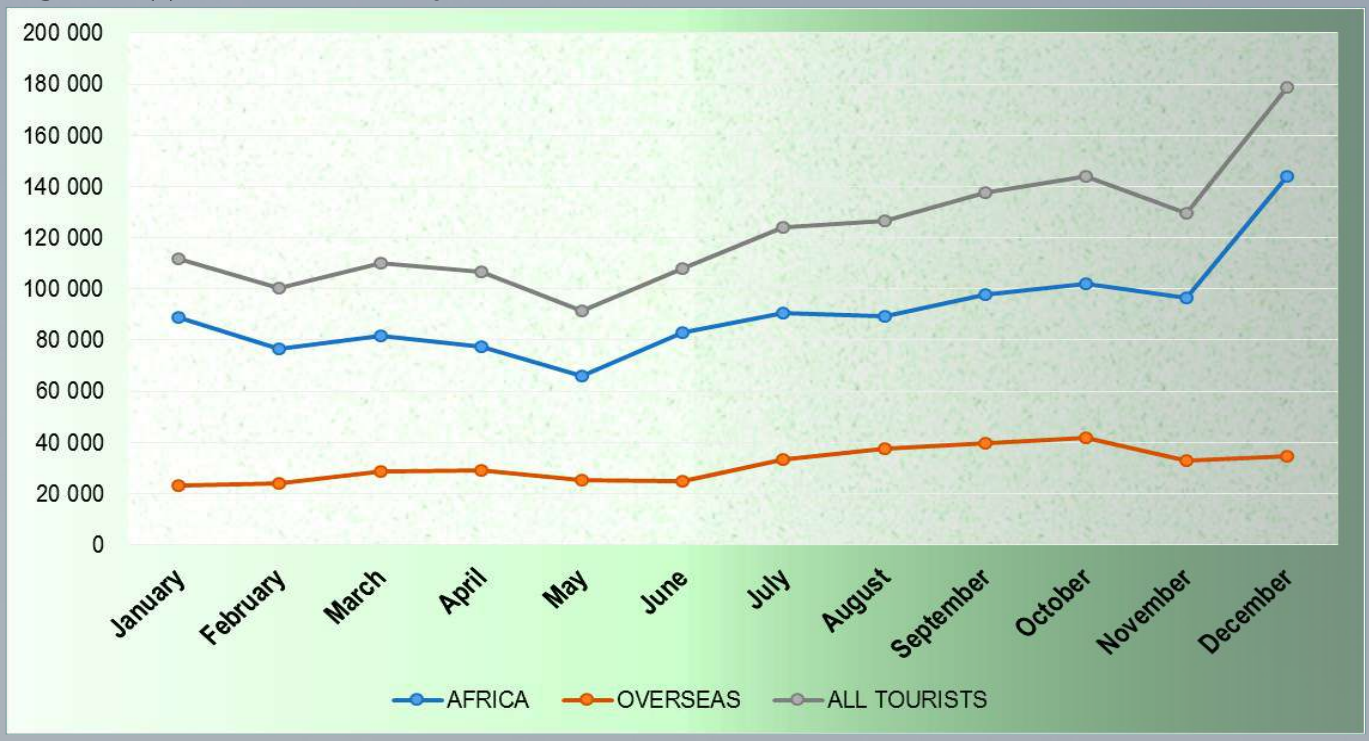
Figure 15 above illustrate that the national airline, Air Namibia revealed the highest market share of 43.6% in tourist arrivals by air in 2016, while South African airways came second place, proving to be the busiest foreign aviation operator for transporting our tourists, with a share of 33.1%. Tourist arrivals with British airways took the third place with 10.3% while the rest of airlines made up the remaining 13%.



TOURISTS SEASONALITY OF TRAVEL

Statistics uncovered that tourists preferred the month of December for traveling in 2016 as indicated by the share of 12.2% in the chart below. October and September also dominated with 9.8% and 9.4% respectively. The months with the lowest number of arrivals were February with 6.8% and May with 6.2% of the total tourist arrivals. Across all months the same traveling pattern of tourists was observed in both African and overseas tourists.

Figure 16(a): Tourist Arrivals by Month, 2016



A high number of tourists was recorded in the last quarter of the year (Oct-Dec) accounting for 30.8% of total tourist arrivals while April-June quarter took the smallest chunk with only 20.8% of tourists. Most tourists from African region arrived in October–December while the overseas tourists showed dominance in the July-September quarter.

Figure 16(b): Tourist Arrivals by Quarters, 2016

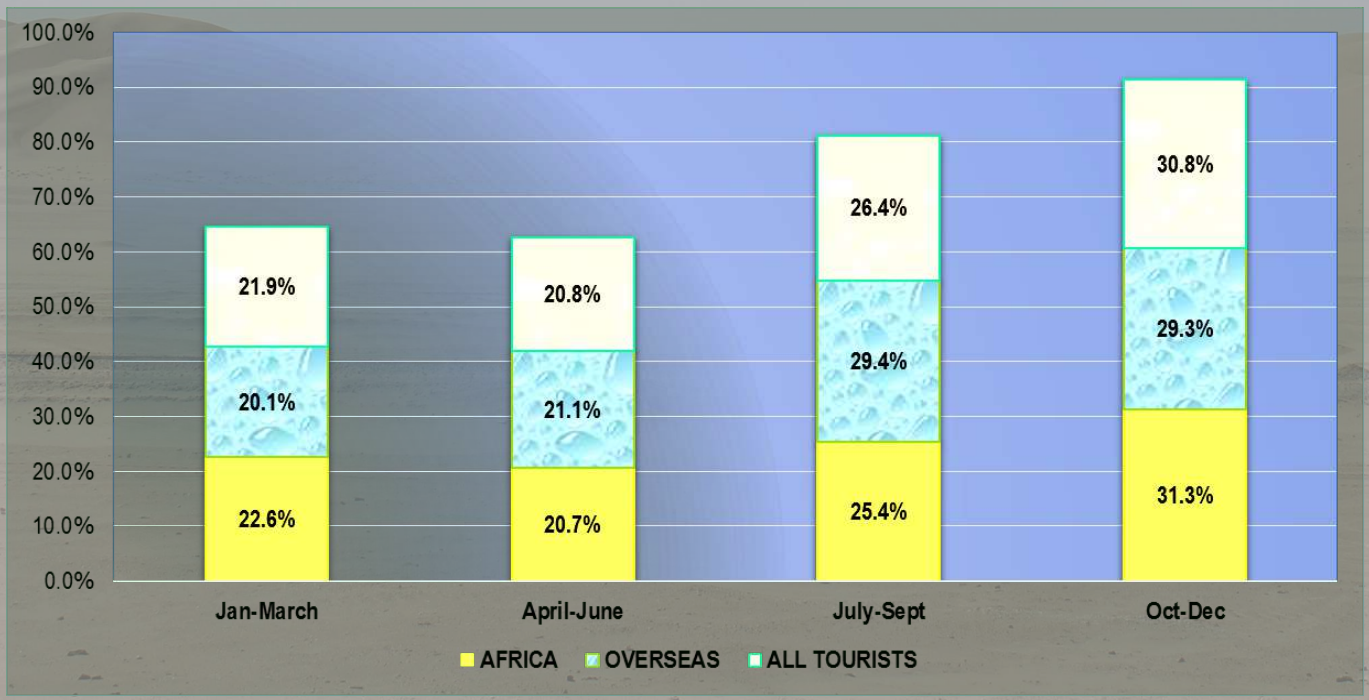
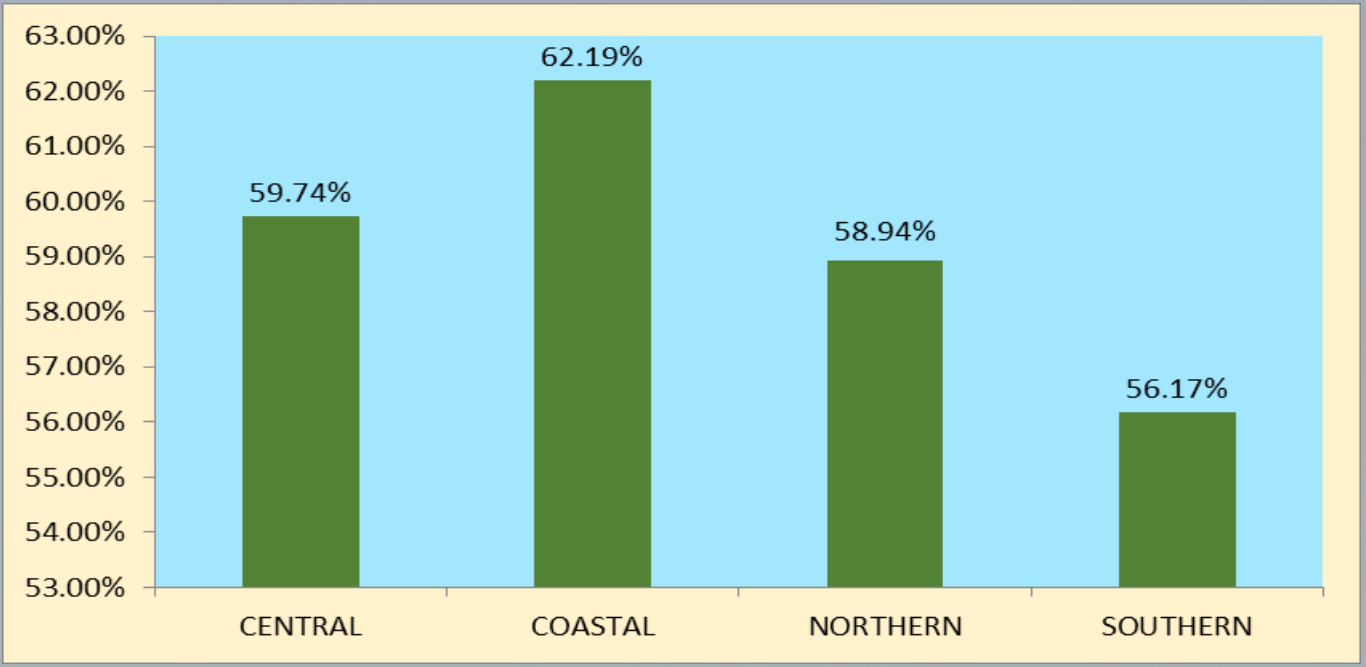
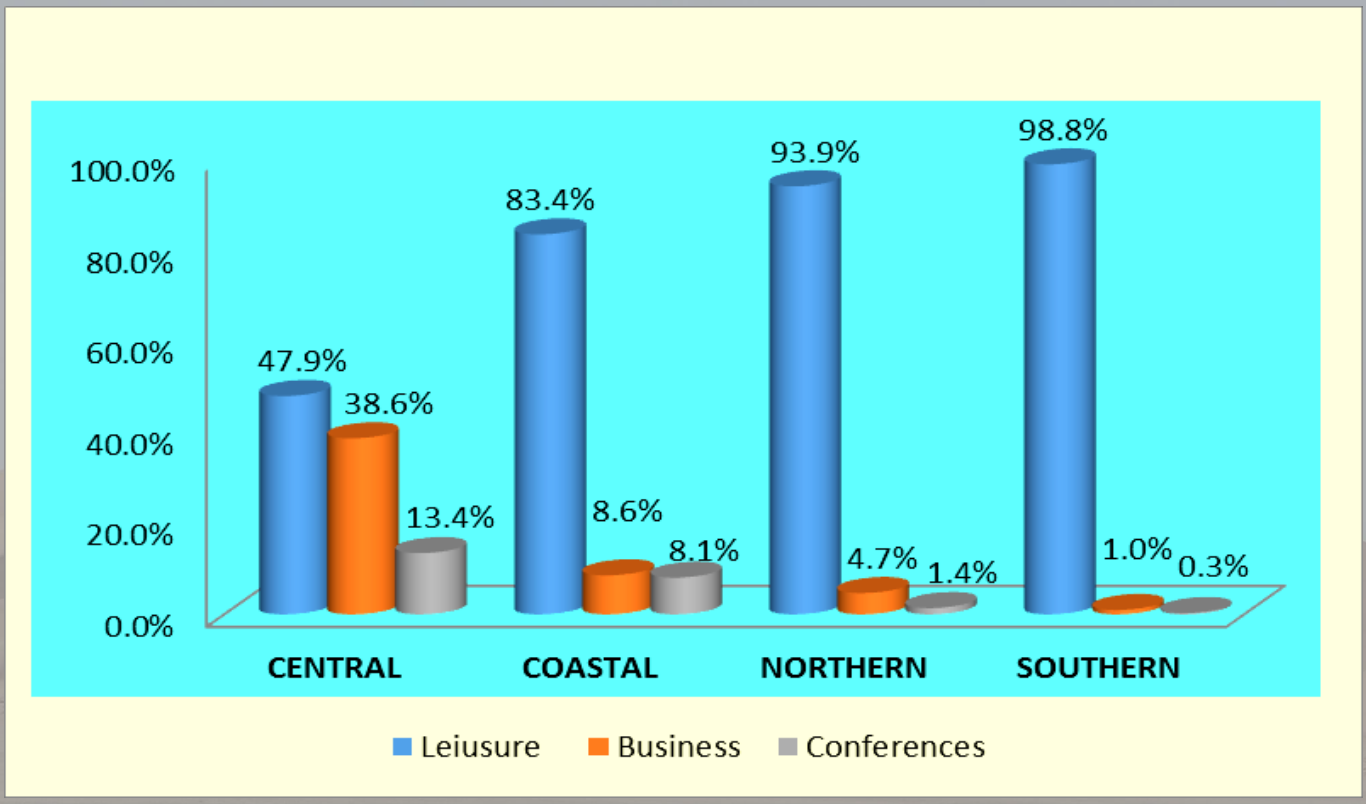


Figure 17(a): Percentage Rooms Occupancy per Region , 2016



The coastal region took the first place in terms of room occupancy in 2016, observing 62% in occupancy while the Southern region came last with only 56% of their rooms occupied. Nationally, the room occupancy in 2016 recorded approximately 60%, a remarkable growth in the industry.

Figure 17(b): Percentage Purpose of Visit per Regional Accommodations, 2016



Roughly, 98% of visitors accommodated in Southern regions came for leisure. The visitors with purpose of business showed dominance in the Central regions making up 38.6% of total share in the region, while more conferences visitors' presence was felt in the Central region as well.

Figure 17(c) : Percentage Room Occupancy by Type of Accommodation Establishment, 2016

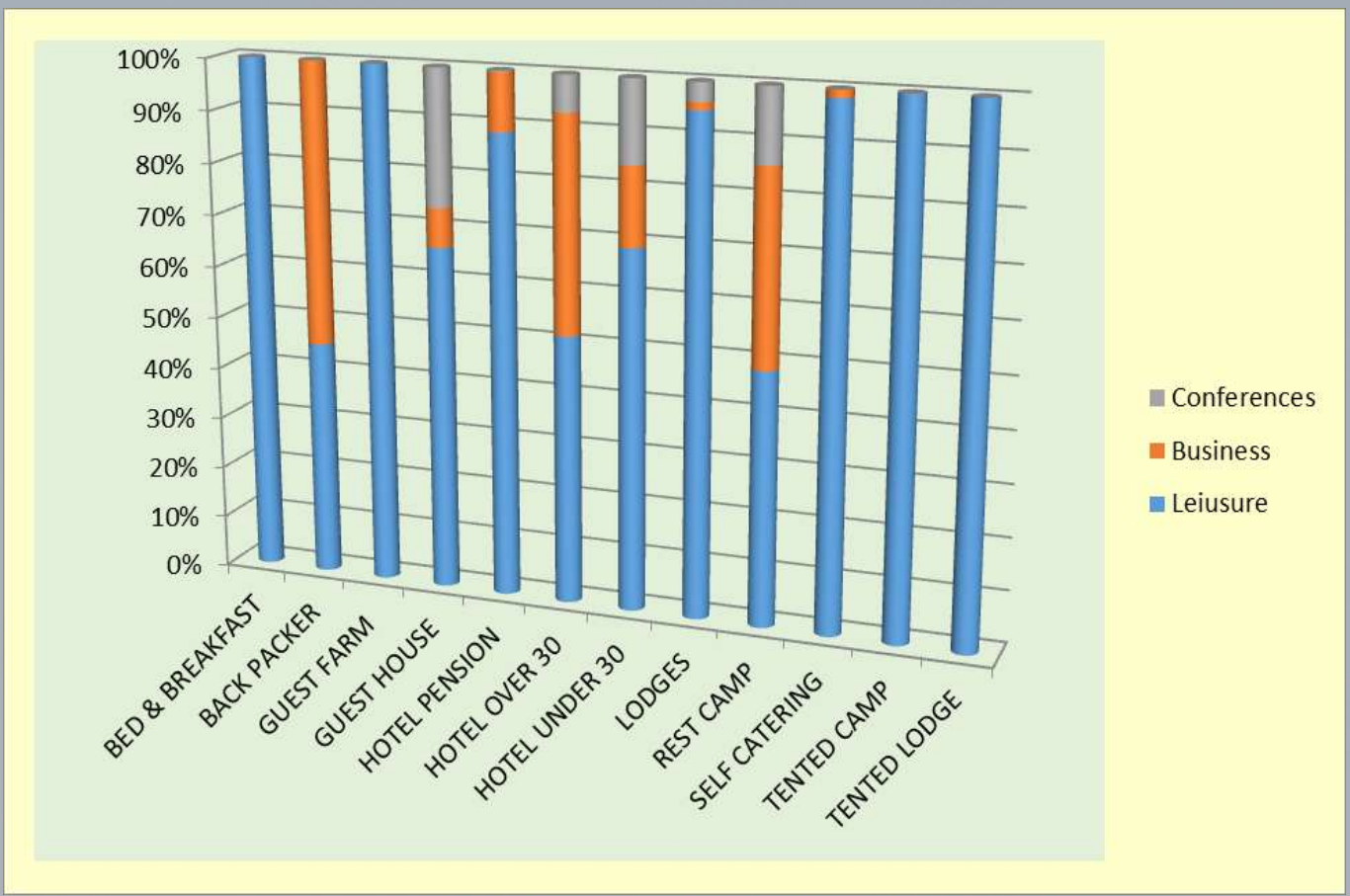


Bed & Breakfast accommodation, Rest camps and tented lodges proved to be the most popular accommodation type preferred by visitors while Self catering facilities, Guest farms and Backpackers appeared to be least popular in 2016.



Source: http://www.xwama.com

Figure 17(d): Percentage Purpose of Visit by Type of Accommodation Establishment ,2016

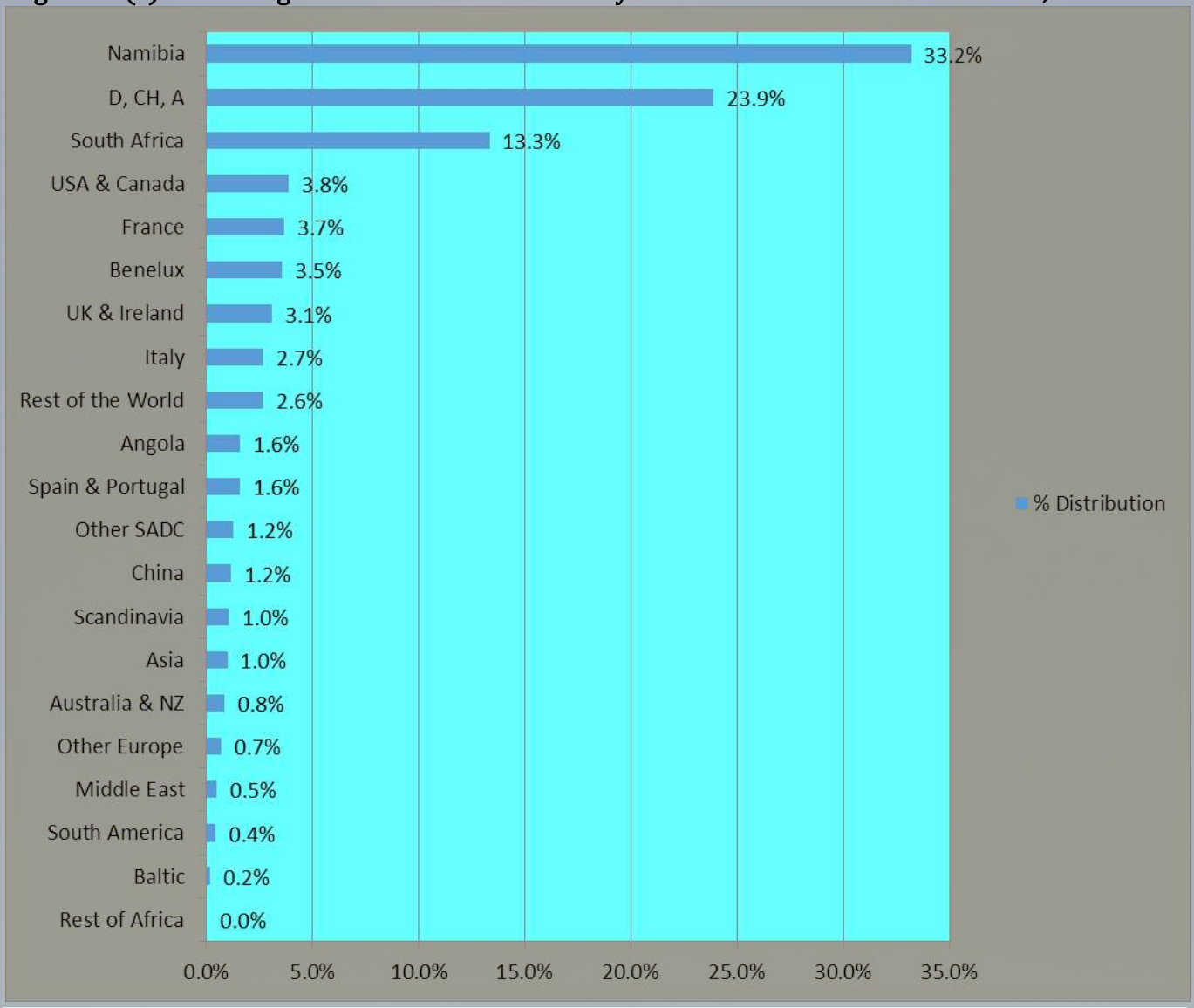


Most of the leisure visitors preferred to stay in B&Bs, Guest farms, tented camps and tented lodges. Conference visitors however showed preference in staying in Guesthouses while the business visitors preferred Backpackers, followed by Hotel over 30 as their top accommodation establishment of preference.



Source: http://www3.hilton.com

Figure 17(e): Percentage Distribution of Nationality on Accommodation Establishment ,2016



33% of the accommodation establishments in 2016 were occupied by the Namibians followed by D,CH,A (Germany, Switzerland and Austria) with 24% and South Africa with 13%. The countries with the least contribution to accommodation occupancy were South America and Baltic with 0.4% and 0.2% respectively.



Source: Romeo Muyunda

CONCLUSION AND RECOMMENDATIONS

Namibia received 1,574,148 foreign arrivals in year 2016. This constitutes a 3.6% growth from the 1, 519,618 foreign received in 2015. Of these arrivals, 1,469,258 were tourists accounting for about 93% of the total in 2016.

African countries led the top ten tourist markets in 2016 with three African countries taking the top three positions. These African countries that supplied most tourists to Namibia were Angola at the first position accounting for 31% of the total tourist arrivals, followed by South Africa and Zambia. The European countries also showed dominance in the overseas tourist market group, with Germany contributing about 8% towards total tourists.

With regard to the purpose of visiting Namibia, 53% of tourists from African countries came with a reason of visiting friends/relatives, while 76% of tourists from Europe and 72% of tourists from North America came for holiday/leisure. The national airline, Air Namibia brought in about 44% of the tourists arrivals followed by the South African Airways with 33%.

Although the tourist numbers continue to experience a significant growth as noticed in the past years arrival trends, there remains a need for Namibia to continue aggressively marketing itself as a destination of choice especially to the holiday/leisure travellers who revealed only a 0.4% growth from 2015 to 2016.

On accommodation statistics, most of the tourists preferred the B&B accommodation, Rest camps and tented lodges. About 33% of the accommodation establishments in 2016 were occupied by the Namibians followed by D,CH,A (Germany, Switzerland and Austria) with 24% and South Africa with 13%.

Taking the above into account and as we are receiving more international airlines, we might end up experiencing pressure on the current facilities that we have at the airports. There is therefore, a need to urgently upgrade the airport facilities across the country as well as ensure efficient and smooth customs and immigration procedures to relieve the pressure especially at Hosea Kutako International airport.

CONCLUSION AND RECOMMENDATIONS

Finally, there is a need for inter-sectoral communication and cooperation to ensure smooth operation both within the public and private sector to ensure that we are all pulling in the same direction. We should all be aware of the intended and especially unintended consequences as a result of actions and policies measures that are not communicated, neither consulted on with other key stakeholders. We also need a strong inter-sectoral cooperation to deal with the demands created by growth in tourism especially in terms of communication, coordination and cooperation amongst the key stakeholders. We need a coordinated effort to assure friendly, smooth and effective customer service delivery not only to overseas tourists but also the Namibians as they too are tourists.

As a sector and a country we need to all work together to ensure the safety and security of all our visitors both Namibians and foreign .We should grow Namibia as a tourism destination.



Source: Sem Shikongo

Table 1: Number of Foreign Arrivals by Nationality and Years, 2011-2016

Nationality	2011	2012	2013	2014	2015	2016	(%) change 2015/2016
AFRICA	**950,384**	**1,021,297**	**1,087,784**	**1,162,514**	**1,195,608**	**1,188,625**	**-0.6%**
South Africa	313,767	307,805	317,563	329,850	381,854	355,391	-6.9%
Angola	403,487	421,528	477,828	519,191	492,866	420,763	-14.6%
Botswana	34,956	29,401	36,556	40,311	50,908	54,960	8.0%
Zambia	127,645	181,244	167,044	167,407	168,889	240,117	42.2%
Zimbabwe	49,453	60,084	62,778	67,809	78,205	87,181	11.5%
Other Africa	21,076	21,236	26,014	37,946	22,885	30,214	32.0%
EUROPE	**212,964**	**217,562**	**213,507**	**237,540**	**246,714**	**301,617**	**22.3%**
Germany	85,977	86,011	84,121	91,900	93,939	124,152	32.2%
UK	24,856	24,163	25,351	29,016	27,365	32,712	19.5%
Italy	11,819	9,816	9,206	9,543	10,736	13,336	24.2%
France	14,432	17,063	16,837	20,549	20,598	23,794	15.5%
Scandinavia	11,181	12,084	9,163	11,365	9,115	11,155	22.4%
Austria	6,264	6,664	6,163	7,584	6,212	7,698	23.9%
Holland/Netherlands	13,093	12,624	10,782	12,015	14,539	20,596	41.7%
Switzerland	11,910	10,786	12,321	14,912	15,876	17,335	9.2%
Spain	6,651	5,610	6,195	6,825	7,073	8,537	20.7%
Portugal	10,775	14,963	15,574	16,855	18,679	12,098	-35.2%
Belgium	6,360	6,062	7,935	7,960	9,427	11,580	22.8%
Other Europe	6,860	8,683	7,435	6,356	10,212	18,624	82.4%
NORTH AMERICA	**25,241**	**27,092**	**29,532**	**33,639**	**34,890**	**37,161**	**6.5%**
USA	20,070	21,087	21,884	25,291	26,339	28,659	8.8%
Canada	5,171	6,005	7,648	8,348	8,551	8,502	-0.6%
OTHER	**29,646**	**34,488**	**41,779**	**43,900**	**42,406**	**46,746**	**10.2%**
United Arab Emirate	-	-	-	-	-	3,883	-
Brazil	2,271	2,554	3,032	3,154	2,162	2,000	-7.5%
China	4,970	6,441	10,734	11,681	12,195	12,107	-0.7%
Other Countries	14,263	16,868	20,498	20,878	20,161	28,056	39.2%
TOTAL	**1,218,234**	**1,300,439**	**1,372,602**	**1,477,593**	**1,519,618**	**1,574,148**	**3.6%**
(%) change per year	3.4%	6.7%	5.5%	7.6%	2.8%	3.6%	

Table 2: Number of Tourist Arrivals by Nationality and Years, 2011-2016

Nationality	2011	2012	2013	2014	2015	2016	(2015-2014)%	(2016-2015)%
AFRICA	**784,580**	**826,688**	**912,861**	**1,029,473**	**1,083,285**	**1,093,859**	**5.2%**	**1.0%**
South Africa	272,930	269,393	277,182	312,153	351,864	342,044	**12.7%**	**-2.8%**
Angola	361,480	379,842	426,025	470,747	447,038	398,939	**-5.0%**	**-10.8%**
Botswana	28,658	25,273	31,829	36,274	45,049	50,665	**24.2%**	**12.5%**
Zambia	61,120	80,515	98,792	125,889	147,754	190,457	**17.4%**	**28.9%**
Zimbabwe	42,945	54,020	56,566	61,187	70,940	83,287	**15.9%**	**17.4%**
Other Africa	17,447	17,645	22,467	23,224	20,639	28,467	**-11.1%**	**37.9%**
EUROPE	**194,430**	**198,219**	**199,655**	**221,811**	**233,717**	**294,889**	**5.4%**	**26.2%**
Germany	79,721	80,127	79,551	86,121	90,729	122,142	**5.4%**	**34.6%**
UK	21,584	21,035	23,185	25,653	25,412	31,558	**-0.9%**	**24.2%**
Italy	11,207	9,335	8,780	8,922	10,460	13,228	**17.2%**	**26.5%**
France	13,729	15,937	15,911	19,577	20,189	23,484	**3.1%**	**16.3%**
Scandinavia	10,115	10,487	8,418	10,251	8,530	10,774	**-16.8%**	**26.3%**
Austria	6,016	6,288	5,875	7,042	5,943	7,618	**-15.6%**	**28.2%**
Holland/Netherlands	12,346	11,890	10,276	11,137	13,967	20,169	**25.4%**	**44.4%**
Switzerland	11,433	10,323	11,848	14,267	15,523	17,185	**8.8%**	**10.7%**
Spain	5,669	4,796	5,757	6,274	6,546	8,239	**4.3%**	**25.9%**
Portugal	8,774	12,679	14,048	13,720	15,583	10,988	**13.6%**	**-29.5%**
Belgium	6,170	5,739	7,329	7,309	9,032	11,498	**23.6%**	**27.3%**
Other Europe	5,768	7,290	6,509	9,321	9,313	18,006	**-0.1%**	**93.3%**
NORTH AMERICA	**22,790**	**24,243**	**26,116**	**28,787**	**32,344**	**35,624**	**12.4%**	**10.1%**
USA	17,946	18,704	19,157	21,425	24,430	27,264	**14.0%**	**11.6%**
Canada	4,844	5,539	6,959	7,361	7,915	8,360	**7.5%**	**5.6%**
OTHER	**25,430**	**29,785**	**37,409**	**39,991**	**38,427**	**44,887**	**-3.9%**	**16.8%**
United Arab Emirate	-	-	-	-	-	3,705	-	-
Brazil	2,038	2,392	2,981	2,427	1,949	1,812	**-19.7%**	**-7.0%**
China	4,035	5,830	9,910	11,583	11,500	12,512	**-0.7%**	**8.8%**
Other Countries	11,724	13,590	17,537	17,431	17,467	26,858	**0.2%**	**53.8%**
TOTAL	**1,027,229**	**1,078,937**	**1,176,042**	**1,320,062**	**1,387,773**	**1,469,258**	**5.1%**	**5.9%**
% change per year	4.4%	5.0%	9.0%	12.2%	5.1%	5.9%		

Table 3: Total Foreign Arrivals by Nationality and Category of Traveller, 2016

Nationality	Returning Residents	Tourists	Same-day visitors	Others	TOTAL
AFRICA	**9,848**	**1,093,859**	**77,439**	**7,479**	**1,188,625**
South Africa	4,358	342,044	6,207	2,781	355,391
Angola	1,127	398,939	18,417	2,279	420,763
Botswana	139	50,665	3,826	329	54,960
Zambia	1,885	190,457	47,112	663	240,117
Zimbabwe	1,696	83,287	1,557	640	87,181
Other Africa	642	28,467	319	786	30,214
EUROPE	**2,168**	**294,889**	**2,968**	**1,593**	**301,617**
Germany	973	122,142	674	362	124,152
UK	369	31,558	528	257	32,712
Italy	20	13,228	28	60	13,336
France	231	23,484	37	42	23,794
Scandinavia	32	10,774	171	179	11,155
Austria	32	7,618	12	36	7,698
Holland/Netherlands	49	20,169	242	136	20,596
Switzerland	64	17,185	76	10	17,335
Spain	50	8,239	130	118	8,537
Portugal	147	10,988	920	43	12,098
Belgium	41	11,498	31	10	11,580
Other Europe	159	18,006	120	340	18,624
NORTH AMERICA	**141**	**35,624**	**927**	**470**	**37,161**
USA	103	27,264	853	439	28,659
Canada	38	8,360	74	31	8,502
OTHERS	**311**	**44,887**	**561**	**987**	**46,746**
United Arab Emirate	54	3,705	40	84	3,883
Brazil	0	1,812	64	124	2,000
China	0	12,512	146	148	12,107
Other Countries	257	26,858	310	631	28,056
TOTAL	**12,468**	**1,469,258**	**81,894**	**10,528**	**1,574,148**

Row Percentage (%) distribution					
AFRICA	**0.8%**	**92.0%**	**6.5%**	**0.6%**	**100.0%**
South Africa	1.2%	96.2%	1.7%	0.8%	100.0%
Angola	0.3%	94.8%	4.4%	0.5%	100.0%
Botswana	0.3%	92.2%	7.0%	0.6%	100.0%
Zambia	0.8%	79.3%	19.6%	0.3%	100.0%
Zimbabwe	1.9%	95.5%	1.8%	0.7%	100.0%
Other Africa	2.1%	94.2%	1.1%	2.6%	100.0%
EUROPE	**0.7%**	**97.8%**	**1.0%**	**0.5%**	**100.0%**
Germany	0.8%	98.4%	0.5%	0.3%	100.0%
UK	1.1%	96.5%	1.6%	0.8%	100.0%
Italy	0.2%	99.2%	0.2%	0.5%	100.0%
France	1.0%	98.7%	0.2%	0.2%	100.0%
Scandinavia	0.3%	96.6%	1.5%	1.6%	100.0%
Austria	0.4%	99.0%	0.2%	0.5%	100.0%
Holland/Netherlands	0.2%	97.9%	1.2%	0.7%	100.0%
Switzerland	0.4%	99.1%	0.4%	0.1%	100.0%
Spain	0.6%	96.5%	1.5%	1.4%	100.0%
Portugal	1.2%	90.8%	7.6%	0.4%	100.0%
Belgium	0.4%	99.3%	0.3%	0.1%	100.0%
Other Europe	0.9%	96.7%	0.6%	1.8%	100.0%
NORTH AMERICA	**0.4%**	**95.9%**	**2.5%**	**1.3%**	**100.0%**
USA	0.4%	95.1%	3.0%	1.5%	100.0%
Canada	0.4%	98.3%	0.9%	0.4%	100.0%
OTHERS	**0.7%**	**96.0%**	**1.2%**	**2.1%**	**100.0%**
United Arab Emirate	1.4%	95.4%	1.0%	2.2%	100.0%
China	0.0%	90.6%	3.2%	6.2%	100.0%
Brazil	0.0%	103.3%	1.2%	1.2%	100.0%
Other Countries	0.9%	95.7%	1.1%	2.2%	100.0%
TOTAL	**0.8%**	**93.3%**	**5.2%**	**0.7%**	**100.0%**

Column Percentage (%) distribution					
AFRICA	**79.0%**	**74.4%**	**94.6%**	**71.0%**	**75.5%**
South Africa	35.0%	23.3%	7.6%	26.4%	22.6%
Angola	9.0%	27.2%	22.5%	21.6%	26.7%
Botswana	1.1%	3.4%	4.7%	3.1%	3.5%
Zambia	15.1%	13.0%	57.5%	6.3%	15.3%
Zimbabwe	13.6%	5.7%	1.9%	6.1%	5.5%
Other Africa	5.2%	1.9%	0.4%	7.5%	1.9%
EUROPE	**17.4%**	**20.1%**	**3.6%**	**15.1%**	**19.2%**
Germany	7.8%	8.3%	0.8%	3.4%	7.9%
UK	3.0%	2.1%	0.6%	2.4%	2.1%
Italy	0.2%	0.9%	0.0%	0.6%	0.8%
France	1.9%	1.6%	0.0%	0.4%	1.5%
Scandinavia	0.3%	0.7%	0.2%	1.7%	0.7%
Austria	0.3%	0.5%	0.0%	0.3%	0.5%
Holland/Netherlands	0.4%	1.4%	0.3%	1.3%	1.3%
Switzerland	0.5%	1.2%	0.1%	0.1%	1.1%
Spain	0.4%	0.6%	0.2%	1.1%	0.5%
Portugal	1.2%	0.7%	1.1%	0.4%	0.8%
Belgium	0.3%	0.8%	0.0%	0.1%	0.7%
Other Europe	1.3%	1.2%	0.1%	3.2%	1.2%
NORTH AMERICA	**1.1%**	**2.4%**	**1.1%**	**4.5%**	**2.4%**
USA	0.8%	1.9%	1.0%	4.2%	1.8%
Canada	0.3%	0.6%	0.1%	0.3%	0.5%
OTHERS	**2.5%**	**3.1%**	**0.7%**	**9.4%**	**3.0%**
United Arab Emirate	0.4%	0.3%	0.0%	0.8%	0.2%
China	0.0%	0.1%	0.1%	1.2%	0.1%
Brazil	0.0%	0.9%	0.2%	1.4%	0.8%
Other Countries	2.1%	1.8%	0.4%	6.0%	1.8%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 4: Tourist Arrivals by Nationality and Purpose of Visit, 2016

Nationality	Visiting Friends / Relatives	Holiday	Business	Other purposes	TOTAL
AFRICA	**577,415**	**264,789**	**203,736**	**47,919**	**1,093,859**
South Africa	112,891	127,109	91,453	10,591	342,044
Angola	257,327	86,230	33,688	21,694	398,939
Botswana	32,325	8,684	7,098	2,558	50,665
Zambia	113,085	21,372	46,562	9,438	190,457
Zimbabwe	52,405	10,817	17,573	2,493	83,287
Other Africa	9,381	10,579	7,363	1,145	28,467
EUROPE	**52,000**	**224,290**	**12,203**	**6,396**	**294,889**
Germany	23,854	93,519	3,506	1,263	122,142
UK	4,185	24,507	2,021	846	31,558
Italy	1,718	10,444	875	190	13,228
France	2,648	19,675	947	214	23,484
Scandinavia	1,872	7,704	802	395	10,774
Austria	1,473	5,763	264	118	7,618
Holland/Netherlands	3,233	16,012	595	329	20,169
Switzerland	2,569	13,822	627	166	17,185
Spain	979	6,206	781	273	8,239
Portugal	5,219	3,960	582	1,227	10,988
Belgium	1,508	9,588	311	91	11,498
Other Europe	2,741	13,090	892	1,284	18,006
NORTH AMERICA	**6,557**	**25,781**	**2,035**	**1,251**	**35,624**
USA	5,123	19,512	1,613	1,016	27,264
Canada	1,434	6,268	422	235	8,360
OTHERS	**9,473**	**26,721**	**5,618**	**3,075**	**44,887**
United Arab Emirate	668	2,300	220	518	3,705
Brazil	622	926	156	108	1,812
China	2,467	7,255	2,286	504	12,512
Other Countries	5,717	16,241	2,956	1,945	26,858
TOTAL	**645,444**	**541,581**	**223,592**	**58,642**	**1,469,258**

Row Percentage (%) Distribution					
AFRICA	**52.8%**	**24.2%**	**18.6%**	**4.4%**	**100.0%**
South Africa	33.0%	37.2%	26.7%	3.1%	100.0%
Angola	64.5%	21.6%	8.4%	5.4%	100.0%
Botswana	63.8%	17.1%	14.0%	5.0%	100.0%
Zambia	59.4%	11.2%	24.4%	5.0%	100.0%
Zimbabwe	62.9%	13.0%	21.1%	3.0%	100.0%
Other Africa	33.0%	37.2%	25.9%	4.0%	100.0%
EUROPE	**17.6%**	**76.1%**	**4.1%**	**2.2%**	**100.0%**
Germany	19.5%	76.6%	2.9%	1.0%	100.0%
UK	13.3%	77.7%	6.4%	2.7%	100.0%
Italy	13.0%	79.0%	6.6%	1.4%	100.0%
France	11.3%	83.8%	4.0%	0.9%	100.0%
Scandinavia	17.4%	71.5%	7.4%	3.7%	100.0%
Austria	19.3%	75.6%	3.5%	1.5%	100.0%
Holland/Netherlands	16.0%	79.4%	2.9%	1.6%	100.0%
Switzerland	15.0%	80.4%	3.6%	1.0%	100.0%
Spain	11.9%	75.3%	9.5%	3.3%	100.0%
Portugal	47.5%	36.0%	5.3%	11.2%	100.0%
Belgium	13.1%	83.4%	2.7%	0.8%	100.0%
Other Europe	15.2%	72.7%	5.0%	7.1%	100.0%
NORTH AMERICA	**18.4%**	**72.4%**	**5.7%**	**3.5%**	**100.0%**
USA	18.8%	71.6%	5.9%	3.7%	100.0%
Canada	17.2%	75.0%	5.0%	2.8%	100.0%
OTHERS	**21.1%**	**59.5%**	**12.5%**	**6.9%**	**100.0%**
United Arab Emirate	18.0%	62.1%	5.9%	14.0%	100.0%
Brazil	34.3%	51.1%	8.6%	6.0%	100.0%
China	19.7%	58.0%	18.3%	4.0%	100.0%
Other Countries	21.3%	60.5%	11.0%	7.2%	100.0%
TOTAL	**43.9%**	**36.9%**	**15.2%**	**4.0%**	**100.0%**

Column Percentage (%) Distribution					
AFRICA	**89.5%**	**48.9%**	**91.1%**	**81.7%**	**74.4%**
South Africa	17.5%	23.5%	40.9%	18.1%	23.3%
Angola	39.9%	15.9%	15.1%	37.0%	27.2%
Botswana	5.0%	1.6%	3.2%	4.4%	3.4%
Zambia	17.5%	3.9%	20.8%	16.1%	13.0%
Zimbabwe	8.1%	2.0%	7.9%	4.3%	5.7%
Other Africa	1.5%	2.0%	3.3%	2.0%	1.9%
EUROPE	**8.1%**	**41.4%**	**5.5%**	**10.9%**	**20.1%**
Germany	3.7%	17.3%	1.6%	2.2%	8.3%
UK	0.6%	4.5%	0.9%	1.4%	2.1%
Italy	0.3%	1.9%	0.4%	0.3%	0.9%
France	0.4%	3.6%	0.4%	0.4%	1.6%
Scandinavia	0.3%	1.4%	0.4%	0.7%	0.7%
Austria	0.2%	1.1%	0.1%	0.2%	0.5%
Holland/Netherlands	0.5%	3.0%	0.3%	0.6%	1.4%
Switzerland	0.4%	2.6%	0.3%	0.3%	1.2%
Spain	0.2%	1.1%	0.3%	0.5%	0.6%
Portugal	0.8%	0.7%	0.3%	2.1%	0.7%
Belgium	0.2%	1.8%	0.1%	0.2%	0.8%
Other Europe	0.4%	2.4%	0.4%	2.2%	1.2%
NORTH AMERICA	**1.0%**	**4.8%**	**0.9%**	**2.1%**	**2.4%**
USA	0.8%	3.6%	0.7%	1.7%	1.9%
Canada	0.2%	1.2%	0.2%	0.4%	0.6%
OTHERS	**1.5%**	**4.9%**	**2.5%**	**5.2%**	**3.1%**
United Arab Emirate	0.1%	0.4%	0.1%	0.9%	0.3%
Brazil	0.1%	0.2%	0.1%	0.2%	0.1%
China	0.4%	1.3%	1.0%	0.9%	0.9%
Other Countries	0.9%	3.0%	1.3%	3.3%	1.8%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 5: Tourist Arrivals by Nationality and Sex, 2016

Nationality	Male	Female	TOTAL
AFRICA	**698,445**	**395,414**	**1,093,859**
South Africa	238,159	103,885	342,044
Angola	242,051	156,888	398,939
Botswana	26,320	24,345	50,665
Zambia	116,036	74,420	190,457
Zimbabwe	55,340	27,947	83,287
Other Africa	20,539	7,928	28,467
EUROPE	**164,255**	**130,633**	**294,889**
Germany	65,203	56,939	122,142
UK	18,606	12,952	31,558
Italy	7,255	5,973	13,228
France	12,241	11,243	23,484
Scandinavia	6,313	4,461	10,774
Austria	4,262	3,356	7,618
Holland/Netherlands	10,811	9,357	20,169
Switzerland	8,801	8,384	17,185
Spain	5,106	3,133	8,239
Portugal	8,774	2,214	10,988
Belgium	6,197	5,301	11,498
Other Europe	10,687	7,319	18,006
NORTH AMERICA	**18,186**	**17,438**	**35,624**
USA	13,749	13,515	27,264
Canada	4,437	3,923	8,360
OTHERS	**29,927**	**14,960**	**44,887**
United Arab Emirate	2,688	1,017	3,705
Brazil	1,211	601	1,812
China	8,685	3,827	12,512
Other Countries	17,342	9,516	26,858
TOTAL	**910,813**	**558,445**	**1,469,258**
Row Percentage (%) Distribution			
AFRICA	**63.9%**	**36.1%**	**100.0%**
South Africa	69.6%	30.4%	100.0%
Angola	60.7%	39.3%	100.0%
Botswana	51.9%	48.1%	100.0%
Zambia	60.9%	39.1%	100.0%
Zimbabwe	66.4%	33.6%	100.0%
Other Africa	72.2%	27.8%	100.0%
EUROPE	**55.7%**	**44.3%**	**100.0%**
Germany	53.4%	46.6%	100.0%
UK	59.0%	41.0%	100.0%
Italy	54.8%	45.2%	100.0%
France	52.1%	47.9%	100.0%
Scandinavia	58.6%	41.4%	100.0%
Austria	55.9%	44.1%	100.0%
Holland/Netherlands	53.6%	46.4%	100.0%
Switzerland	51.2%	48.8%	100.0%
Spain	62.0%	38.0%	100.0%
Portugal	79.9%	20.1%	100.0%
Belgium	53.9%	46.1%	100.0%
Other Europe	59.4%	40.6%	100.0%

AFRICA	**63.9%**	**36.1%**	**100.0%**
South Africa	69.6%	30.4%	100.0%
Angola	60.7%	39.3%	100.0%
Botswana	51.9%	48.1%	100.0%
Zambia	60.9%	39.1%	100.0%
Zimbabwe	66.4%	33.6%	100.0%
Other Africa	72.2%	27.8%	100.0%
EUROPE	**55.7%**	**44.3%**	**100.0%**
Germany	53.4%	46.6%	100.0%
UK	59.0%	41.0%	100.0%
Italy	54.8%	45.2%	100.0%
France	52.1%	47.9%	100.0%
Scandinavia	58.6%	41.4%	100.0%
Austria	55.9%	44.1%	100.0%
Holland/Netherlands	53.6%	46.4%	100.0%
Switzerland	51.2%	48.8%	100.0%
Spain	62.0%	38.0%	100.0%
Portugal	79.9%	20.1%	100.0%
Belgium	53.9%	46.1%	100.0%
Other Europe	59.4%	40.6%	100.0%
NORTH AMERICA	**51.0%**	**49.0%**	**100.0%**
USA	50.4%	49.6%	100.0%
Canada	53.1%	46.9%	100.0%
OTHERS	**66.7%**	**33.3%**	**100.0%**
United Arab Emirate	72.6%	27.4%	100.0%
Brazil	66.9%	33.1%	100.0%
China	69.4%	30.6%	100.0%
Other Countries	64.6%	35.4%	100.0%
TOTAL	**62.0%**	**38.0%**	**100.0%**
Column Percentage (%) Distribution			
AFRICA	**76.7%**	**70.8%**	**74.4%**
South Africa	26.1%	18.6%	23.3%
Angola	26.6%	28.1%	27.2%
Botswana	2.9%	4.4%	3.4%
Zambia	12.7%	13.3%	13.0%
Zimbabwe	6.1%	5.0%	5.7%
Other Africa	2.3%	1.4%	1.9%
EUROPE	**18.0%**	**23.4%**	**20.1%**
Germany	7.2%	10.2%	8.3%
UK	2.0%	2.3%	2.1%
Italy	0.8%	1.1%	0.9%
France	1.3%	2.0%	1.6%
Scandinavia	0.7%	0.8%	0.7%
Austria	0.5%	0.6%	0.5%
Holland/Netherlands	1.2%	1.7%	1.4%
Switzerland	1.0%	1.5%	1.2%
Spain	0.6%	0.6%	0.6%
Portugal	1.0%	0.4%	0.7%
Belgium	0.7%	0.9%	0.8%
Other Europe	1.2%	1.3%	1.2%
NORTH AMERICA	**2.0%**	**3.1%**	**2.4%**
USA	1.5%	2.4%	1.9%
Canada	0.5%	0.7%	0.6%
OTHERS	**3.3%**	**2.7%**	**3.1%**
Unite Arab Emirate	0.3%	0.2%	0.3%
Brazil	0.1%	0.1%	0.1%
China	1.0%	0.7%	0.9%
Other Countries	1.9%	1.7%	1.8%
TOTAL	**100.0%**	**100.0%**	**100.0%**

Table 6: Tourist Arrivals by Nationality and Age Group, 2016

	0 - 19	20 - 29	30 - 39	40 - 49	50 - 59	60+	TOTAL
AFRICA	**85,911**	**212,069**	**310,285**	**242,703**	**153,531**	**89,359**	**1,093,859**
South Africa	24,442	45,110	74,057	74,850	72,938	50,647	342,044
Angola	40,052	81,950	111,167	92,643	50,493	22,633	398,939
Botswana	4,710	10,345	16,679	9,854	5,381	3,696	50,665
Zambia	9,269	52,854	67,404	38,991	14,631	7,307	190,457
Zimbabwe	6,281	18,078	31,477	19,430	5,860	2,162	83,287
Other Africa	1,158	3,731	9,501	6,935	4,228	2,915	28,467
EUROPE	**19,787**	**39,834**	**51,174**	**46,601**	**66,329**	**71,163**	**294,889**
Germany	8,524	16,641	19,799	18,552	30,129	28,496	122,142
UK	2,199	4,000	4,863	3,787	6,332	10,377	31,558
Italy	876	1,195	2,993	2,838	2,624	2,703	13,228
France	1,770	3,122	3,894	3,488	4,491	6,719	23,484
Scandinavia	686	2,172	1,650	1,597	2,117	2,552	10,774
Austria	303	774	1,500	1,217	1,844	1,979	7,618
Holland/Netherlands	1,339	3,689	3,412	2,776	4,224	4,728	20,169
Switzerland	1,356	2,611	3,064	2,500	3,303	4,351	17,185
Spain	627	962	1,782	1,906	1,914	1,049	8,239
Portugal	403	530	2,537	2,609	3,152	1,757	10,988
Belgium	846	1,732	2,078	1,835	2,619	2,389	11,498
Other Europe	857	2,407	3,602	3,496	3,581	4,063	18,006
NORTH AMERICA	**3,026**	**6,270**	**6,247**	**4,420**	**6,017**	**9,644**	**35,624**
USA	2,205	4,998	4,537	3,300	4,625	7,599	27,264
Canada	820	1,272	1,710	1,120	1,392	2,045	8,360
OTHERS	**1,601**	**7,802**	**11,877**	**9,214**	**8,457**	**5,937**	**44,887**
United Arab Emirate	108	566	931	811	897	392	3,705
Brazil	131	271	584	192	465	169	1,812
China	309	2,151	3,540	3,018	2,599	895	12,512
Other Countries	1,053	4,814	6,821	5,193	4,496	4,481	26,858
TOTAL	**110,326**	**265,976**	**379,583**	**302,938**	**234,334**	**176,102**	**1,469,258**

Row Percentage (%) Distribution							
AFRICA	**7.9%**	**19.4%**	**28.4%**	**22.2%**	**14.0%**	**8.2%**	**100.0%**
South Africa	7.1%	13.2%	21.7%	21.9%	21.3%	14.8%	100.0%
Angola	10.0%	20.5%	27.9%	23.2%	12.7%	5.7%	100.0%
Botswana	9.3%	20.4%	32.9%	19.4%	10.6%	7.3%	100.0%
Zambia	4.9%	27.8%	35.4%	20.5%	7.7%	3.8%	100.0%
Zimbabwe	7.5%	21.7%	37.8%	23.3%	7.0%	2.6%	100.0%
Other Africa	4.1%	13.1%	33.4%	24.4%	14.9%	10.2%	100.0%
EUROPE	**6.7%**	**13.5%**	**17.4%**	**15.8%**	**22.5%**	**24.1%**	**100.0%**
Germany	7.0%	13.6%	16.2%	15.2%	24.7%	23.3%	100.0%
UK	7.0%	12.7%	15.4%	12.0%	20.1%	32.9%	100.0%
Italy	6.6%	9.0%	22.6%	21.5%	19.8%	20.4%	100.0%
France	7.5%	13.3%	16.6%	14.9%	19.1%	28.6%	100.0%
Scandinavia	6.4%	20.2%	15.3%	14.8%	19.6%	23.7%	100.0%
Austria	4.0%	10.2%	19.7%	16.0%	24.2%	26.0%	100.0%
Holland/Netherlands	6.6%	18.3%	16.9%	13.8%	20.9%	23.4%	100.0%
Switzerland	7.9%	15.2%	17.8%	14.5%	19.2%	25.3%	100.0%
Spain	7.6%	11.7%	21.6%	23.1%	23.2%	12.7%	100.0%
Portugal	3.7%	4.8%	23.1%	23.7%	28.7%	16.0%	100.0%
Belgium	7.4%	15.1%	18.1%	16.0%	22.8%	20.8%	100.0%
Other Europe	4.8%	13.4%	20.0%	19.4%	19.9%	22.6%	100.0%
NORTH AMERICA	**8.5%**	**17.6%**	**17.5%**	**12.4%**	**16.9%**	**27.1%**	**100.0%**
USA	8.1%	18.3%	16.6%	12.1%	17.0%	27.9%	100.0%
Canada	9.8%	15.2%	20.5%	13.4%	16.7%	24.5%	100.0%
OTHERS	**3.6%**	**17.4%**	**26.5%**	**20.5%**	**18.8%**	**13.2%**	**100.0%**
United Arab Emirate	2.9%	15.3%	25.1%	21.9%	24.2%	10.6%	100.0%
Brazil	7.2%	14.9%	32.2%	10.6%	25.7%	9.3%	100.0%
China	2.5%	17.2%	28.3%	24.1%	20.8%	7.2%	100.0%
Other Countries	3.9%	17.9%	25.4%	19.3%	16.7%	16.7%	100.0%
TOTAL	**7.5%**	**18.1%**	**25.8%**	**20.6%**	**15.9%**	**12.0%**	**100.0%**

Column Percentage (%) Distribution							
AFRICA	**77.9%**	**79.7%**	**81.7%**	**80.1%**	**65.5%**	**50.7%**	**74.4%**
South Africa	22.2%	17.0%	19.5%	24.7%	31.1%	28.8%	23.3%
Angola	36.3%	30.8%	29.3%	30.6%	21.5%	12.9%	27.2%
Botswana	4.3%	3.9%	4.4%	3.3%	2.3%	2.1%	3.4%
Zambia	8.4%	19.9%	17.8%	12.9%	6.2%	4.1%	13.0%
Zimbabwe	5.7%	6.8%	8.3%	6.4%	2.5%	1.2%	5.7%
Other Africa	1.0%	1.4%	2.5%	2.3%	1.8%	1.7%	1.9%
EUROPE	**17.9%**	**15.0%**	**13.5%**	**15.4%**	**28.3%**	**40.4%**	**20.1%**
Germany	7.7%	6.3%	5.2%	6.1%	12.9%	16.2%	8.3%
UK	2.0%	1.5%	1.3%	1.3%	2.7%	5.9%	2.1%
Italy	0.8%	0.4%	0.8%	0.9%	1.1%	1.5%	0.9%
France	1.6%	1.2%	1.0%	1.2%	1.9%	3.8%	1.6%
Scandinavia	0.6%	0.8%	0.4%	0.5%	0.9%	1.4%	0.7%
Austria	0.3%	0.3%	0.4%	0.4%	0.8%	1.1%	0.5%
Holland/Netherlands	1.2%	1.4%	0.9%	0.9%	1.8%	2.7%	1.4%
Switzerland	1.2%	1.0%	0.8%	0.8%	1.4%	2.5%	1.2%
Spain	0.6%	0.4%	0.5%	0.6%	0.8%	0.6%	0.6%
Portugal	0.4%	0.2%	0.7%	0.9%	1.3%	1.0%	0.7%
Belgium	0.8%	0.7%	0.5%	0.6%	1.1%	1.4%	0.8%
Other Europe	0.8%	0.9%	0.9%	1.2%	1.5%	2.3%	1.2%
NORTH AMERICA	**2.7%**	**2.4%**	**1.6%**	**1.5%**	**2.6%**	**5.5%**	**2.4%**
USA	2.0%	1.9%	1.2%	1.1%	2.0%	4.3%	1.9%
Canada	0.7%	0.5%	0.5%	0.4%	0.6%	1.2%	0.6%
OTHERS	**1.5%**	**2.9%**	**3.1%**	**3.0%**	**3.6%**	**3.4%**	**3.1%**
United Arab Emirate	0.1%	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%
Brazil	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
China	0.3%	0.8%	0.9%	1.0%	1.1%	0.5%	0.9%
Other Countries	1.0%	1.8%	1.8%	1.7%	1.9%	2.5%	1.8%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 7: Tourist Arrival by Nationality and Mode of Travel, 2016

Nationality	Air	Road	Sea	Other	TOTAL
AFRICA	**172,656**	**910,899**	**2,306**	**7,999**	**1,093,859**
South Africa	112,125	224,340	1,739	3,840	342,044
Angola	31,907	366,848	184	0	398,939
Botswana	1,567	48,397	0	701	50,665
Zambia	3,286	185,234	35	1,902	190,457
Zimbabwe	8,776	73,228	0	1,283	83,287
Other Africa	14,996	12,850	348	273	28,467
EUROPE	**201,410**	**82,797**	**3,307**	**7,375**	**294,889**
Germany	90,315	30,038	281	1,508	122,142
UK	19,336	9,324	638	2,260	31,558
Italy	10,905	2,202	121	0	13,228
France	18,458	3,811	203	1,013	23,484
Scandinavia	7,265	3,130	339	40	10,774
Austria	5,318	2,276	24	0	7,618
Holland/Netherlands	10,457	9,565	146	0	20,169
Switzerland	12,050	4,717	141	276	17,185
Spain	6,011	1,856	178	194	8,239
Portugal	2,366	8,584	38	0	10,988
Belgium	8,870	2,093	35	500	11,498
Other Europe	10,058	5,201	1,164	1,584	18,006
NORTH AMERICA	**21,176**	**9,690**	**1,339**	**3,419**	**35,624**
USA	16,732	5,956	1,198	3,379	27,264
Canada	4,444	3,734	141	40	8,360
OTHERS	**31,267**	**10,202**	**2,834**	**583**	**44,887**
United Arab Emirate	2,511	625	530	40	3,705
Brazil	972	840	0	0	1,812
China	11,362	787	363	0	12,512
Other Countries	16,423	7,950	1,942	543	26,858
TOTAL	**426,509**	**1,013,588**	**9,786**	**19,375**	**1,469,258**

Row Percentage (%) Distribution					
AFRICA	**15.8%**	**83.3%**	**0.2%**	**0.7%**	**100.0%**
South Africa	32.8%	65.6%	0.5%	1.1%	100.0%
Angola	8.0%	92.0%	0.0%	0.0%	100.0%
Botswana	3.1%	95.5%	0.0%	1.4%	100.0%
Zambia	1.7%	97.3%	0.0%	1.0%	100.0%
Zimbabwe	10.5%	87.9%	0.0%	1.5%	100.0%
Other Africa	52.7%	45.1%	1.2%	1.0%	100.0%
EUROPE	**68.3%**	**28.1%**	**1.1%**	**2.5%**	**100.0%**
Germany	73.9%	24.6%	0.2%	1.2%	100.0%
UK	61.3%	29.5%	2.0%	7.2%	100.0%
Italy	82.4%	16.6%	0.9%	0.0%	100.0%
France	78.6%	16.2%	0.9%	4.3%	100.0%
Scandinavia	67.4%	29.1%	3.1%	0.4%	100.0%
Austria	69.8%	29.9%	0.3%	0.0%	100.0%
Holland/Netherlands	51.8%	47.4%	0.7%	0.0%	100.0%
Switzerland	70.1%	27.4%	0.8%	1.6%	100.0%
Spain	73.0%	22.5%	2.2%	2.4%	100.0%
Portugal	21.5%	78.1%	0.3%	0.0%	100.0%
Belgium	77.1%	18.2%	0.3%	4.4%	100.0%
Other Europe	55.9%	28.9%	6.5%	8.8%	100.0%
NORTH AMERICA	**59.4%**	**27.2%**	**3.8%**	**9.6%**	**100.0%**
USA	61.4%	21.8%	4.4%	12.4%	100.0%
Canada	53.2%	44.7%	1.7%	0.5%	100.0%
OTHERS	**69.7%**	**22.7%**	**6.3%**	**1.3%**	**100.0%**
United Arab Emirate	67.8%	16.9%	14.3%	1.1%	100.0%
Brazil	53.6%	46.4%	0.0%	0.0%	100.0%
China	90.8%	6.3%	2.9%	0.0%	100.0%
Other Countries	61.1%	29.6%	7.2%	2.0%	100.0%
TOTAL	**29.0%**	**69.0%**	**0.7%**	**1.3%**	**100.0%**

Column Percentage (%) Distribution					
AFRICA	**40.5%**	**89.9%**	**23.6%**	**41.3%**	**74.4%**
South Africa	26.3%	22.1%	17.8%	19.8%	23.3%
Angola	7.5%	36.2%	1.9%	0.0%	27.2%
Botswana	0.4%	4.8%	0.0%	3.6%	3.4%
Zambia	0.8%	18.3%	0.4%	9.8%	13.0%
Zimbabwe	2.1%	7.2%	0.0%	6.6%	5.7%
Other Africa	3.5%	1.3%	3.6%	1.4%	1.9%
EUROPE	**47.2%**	**8.2%**	**33.8%**	**38.1%**	**20.1%**
Germany	21.2%	3.0%	2.9%	7.8%	8.3%
UK	4.5%	0.9%	6.5%	11.7%	2.1%
Italy	2.6%	0.2%	1.2%	0.0%	0.9%
France	4.3%	0.4%	2.1%	5.2%	1.6%
Scandinavia	1.7%	0.3%	3.5%	0.2%	0.7%
Austria	1.2%	0.2%	0.2%	0.0%	0.5%
Holland/Netherlands	2.5%	0.9%	1.5%	0.0%	1.4%
Switzerland	2.8%	0.5%	1.4%	1.4%	1.2%
Spain	1.4%	0.2%	1.8%	1.0%	0.6%
Portugal	0.6%	0.8%	0.4%	0.0%	0.7%
Belgium	2.1%	0.2%	0.4%	2.6%	0.8%
Other Europe	2.4%	0.5%	11.9%	8.2%	1.2%
NORTH AMERICA	**5.0%**	**1.0%**	**13.7%**	**17.6%**	**2.4%**
USA	3.9%	0.6%	12.2%	17.4%	1.9%
Canada	1.0%	0.4%	1.4%	0.2%	0.6%
OTHERS	**7.3%**	**1.0%**	**29.0%**	**3.0%**	**3.1%**
United Arab Emirate	0.6%	0.1%	5.4%	0.2%	0.3%
Brazil	0.2%	0.1%	0.0%	0.0%	0.1%
China	2.7%	0.1%	3.7%	0.0%	0.9%
Other Countries	3.9%	0.8%	19.8%	2.8%	1.8%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 8: Tourist Arrivals by Nationality and Airlines, 2016

Nationality	SW-Air Namibia	SAA-South African Airways	BA-British Airways	LTU	Other	TOTAL
AFRICA	**77,003**	**61,607**	**11,425**	**1,380**	**21,241**	**172,656**
South Africa	51,965	46,456	9,195	218	4,290	112,125
Angola	12,361	2,131	442	827	16,147	31,907
Botswana	408	911	163	20	64	1,567
Zambia	1,879	1,060	147	22	177	3,286
Zimbabwe	5,242	2,879	452	20	183	8,776
Other Africa	5,148	8,170	1,026	272	380	14,996
EUROPE	**89,906**	**54,113**	**27,757**	**16,467**	**13,168**	**201,410**
Germany	44,694	20,017	10,575	11,678	3,350	90,315
UK	6,710	7,668	3,831	151	976	19,336
Italy	4,543	3,654	903	593	1,212	10,905
France	5,865	6,089	4,941	604	960	18,458
Scandinavia	3,099	2,572	730	193	670	7,265
Austria	1,906	1,653	373	697	689	5,318
Holland/Netherlands	5,084	2,214	1,104	750	1,306	10,457
Switzerland	3,702	3,825	2,870	782	872	12,050
Spain	3,147	1,336	865	71	592	6,011
Portugal	915	579	235	0	637	2,366
Belgium	5,401	1,541	741	548	639	8,870
Other Europe	4,841	2,965	588	400	1,263	10,058
NORTH AMERICA	**7,772**	**9,627**	**2,603**	**164**	**1,010**	**21,176**
USA	6,039	7,766	2,084	102	741	16,732
Canada	1,733	1,862	520	61	269	4,444
OTHERS	**11,159**	**15,615**	**1,973**	**465**	**2,055**	**31,267**
United Arab Emirate	1,093	894	104	92	327	2,511
Brazil	322	578	27	7	37	972
China	3,514	6,225	820	86	717	11,362
Other Countries	6,229	7,918	1,021	280	974	16,423
TOTAL	**185,839**	**140,962**	**43,758**	**18,476**	**37,474**	**426,509**

Row(%) Distribution						
AFRICA	**44.6%**	**35.7%**	**6.6%**	**0.8%**	**12.3%**	**100.0%**
South Africa	46.3%	41.4%	8.2%	0.2%	3.8%	100.0%
Angola	38.7%	6.7%	1.4%	2.6%	50.6%	100.0%
Botswana	26.1%	58.1%	10.4%	1.3%	4.1%	100.0%
Zambia	57.2%	32.3%	4.5%	0.7%	5.4%	100.0%
Zimbabwe	59.7%	32.8%	5.2%	0.2%	2.1%	100.0%
Other Africa	34.3%	54.5%	6.8%	1.8%	2.5%	100.0%
EUROPE	**44.6%**	**26.9%**	**13.8%**	**8.2%**	**6.5%**	**100.0%**
Germany	49.5%	22.2%	11.7%	12.9%	3.7%	100.0%
UK	34.7%	39.7%	19.8%	0.8%	5.0%	100.0%
Italy	41.7%	33.5%	8.3%	5.4%	11.1%	100.0%
France	31.8%	33.0%	26.8%	3.3%	5.2%	100.0%
Scandinavia	42.7%	35.4%	10.1%	2.7%	9.2%	100.0%
Austria	35.8%	31.1%	7.0%	13.1%	13.0%	100.0%
Holland/Netherlands	48.6%	21.2%	10.6%	7.2%	12.5%	100.0%
Switzerland	30.7%	31.7%	23.8%	6.5%	7.2%	100.0%
Spain	52.4%	22.2%	14.4%	1.2%	9.9%	100.0%
Portugal	38.7%	24.5%	9.9%	0.0%	26.9%	100.0%
Belgium	60.9%	17.4%	8.3%	6.2%	7.2%	100.0%
Other Europe	48.1%	29.5%	5.8%	4.0%	12.6%	100.0%
NORTH AMERICA	**36.7%**	**45.5%**	**12.3%**	**0.8%**	**4.8%**	**100.0%**
USA	36.1%	46.4%	12.5%	0.6%	4.4%	100.0%
Canada	39.0%	41.9%	11.7%	1.4%	6.1%	100.0%
OTHERS	**35.7%**	**49.9%**	**6.3%**	**1.5%**	**6.6%**	**100.0%**
United Arab Emirate	43.5%	35.6%	4.2%	3.7%	13.0%	100.0%
Brazil	33.2%	59.5%	2.8%	0.7%	3.9%	100.0%
China	30.9%	54.8%	7.2%	0.8%	6.3%	100.0%
Other Countries	37.9%	48.2%	6.2%	1.7%	5.9%	100.0%
TOTAL	**43.6%**	**33.1%**	**10.3%**	**4.3%**	**8.8%**	**100.0%**

Column(%) Distribution						
AFRICA	**41.4%**	**43.7%**	**26.1%**	**7.5%**	**56.7%**	**40.5%**
South Africa	28.0%	33.0%	21.0%	1.2%	11.4%	26.3%
Angola	6.7%	1.5%	1.0%	4.5%	43.1%	7.5%
Botswana	0.2%	0.6%	0.4%	0.1%	0.2%	0.4%
Zambia	1.0%	0.8%	0.3%	0.1%	0.5%	0.8%
Zimbabwe	2.8%	2.0%	1.0%	0.1%	0.5%	2.1%
Other Africa	2.8%	5.8%	2.3%	1.5%	1.0%	3.5%
EUROPE	**48.4%**	**38.4%**	**63.4%**	**89.1%**	**35.1%**	**47.2%**
Germany	24.0%	14.2%	24.2%	63.2%	8.9%	21.2%
UK	3.6%	5.4%	8.8%	0.8%	2.6%	4.5%
Italy	2.4%	2.6%	2.1%	3.2%	3.2%	2.6%
France	3.2%	4.3%	11.3%	3.3%	2.6%	4.3%
Scandinavia	1.7%	1.8%	1.7%	1.0%	1.8%	1.7%
Austria	1.0%	1.2%	0.9%	3.8%	1.8%	1.2%
Holland/Netherlands	2.7%	1.6%	2.5%	4.1%	3.5%	2.5%
Switzerland	2.0%	2.7%	6.6%	4.2%	2.3%	2.8%
Spain	1.7%	0.9%	2.0%	0.4%	1.6%	1.4%
Portugal	0.5%	0.4%	0.5%	0.0%	1.7%	0.6%
Belgium	2.9%	1.1%	1.7%	3.0%	1.7%	2.1%
Other Europe	2.6%	2.1%	1.3%	2.2%	3.4%	2.4%
NORTH AMERICA	**4.2%**	**6.8%**	**5.9%**	**0.9%**	**2.7%**	**5.0%**
USA	3.2%	5.5%	4.8%	0.6%	2.0%	3.9%
Canada	0.9%	1.3%	1.2%	0.3%	0.7%	1.0%
OTHERS	**6.0%**	**11.1%**	**4.5%**	**2.5%**	**5.5%**	**7.3%**
United Arab Emirate	0.6%	0.6%	0.2%	0.5%	0.9%	0.6%
Brazil	0.2%	0.4%	0.1%	0.0%	0.1%	0.2%
China	1.9%	4.4%	1.9%	0.5%	1.9%	2.7%
Other Countries	3.4%	5.6%	2.3%	1.5%	2.6%	3.9%
TOTAL	100.0%	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 9: Tourist Arrivals by Nationality and Regional Border Posts, 2016

Nationality	Hosea Kutako Airport	Eros Airport	Walvis Bay Airport	Northern Border Posts	North Eastern Border Posts	Southern Border Posts	Trans-Kalahari Border Post	Other Airports	TOTAL
AFRICA	**130,409**	**1,025**	**39,136**	**257,392**	**359,818**	**217,261**	**85,916**	**2,902**	**1,093,859**
South Africa	75,040	712	34,460	15,036	25,834	149,711	38,996	2,255	342,044
Angola	31,386	280	158	236,619	77,419	52,290	522	266	398,939
Botswana	1,443	11	105	162	25,097	411	23,428	7	50,665
Zambia	2,728	5	526	4,227	180,805	1,374	764	28	190,457
Zimbabwe	7,655	11	1,077	497	43,527	10,078	20,408	34	83,287
Other Africa	12,156	5	2,810	851	7,136	3,397	1,797	313	28,467
EUROPE	**188,259**	**234**	**12,660**	**14,323**	**38,406**	**28,073**	**10,836**	**2,096**	**294,889**
Germany	87,114	90	3,073	3,667	13,694	9,486	4,874	144	122,142
UK	16,391	11	2,863	478	6,153	3,983	1,240	439	31,558
Italy	10,376	0	499	143	1,053	824	277	56	13,228
France	17,455	23	945	206	3,172	1,331	291	62	23,484
Scandinavia	6,449	0	814	762	733	1,484	214	317	10,774
Austria	5,139	5	158	211	1,123	647	318	17	7,618
Holland/Netherlands	9,965	16	473	429	2,929	4,733	1,569	55	20,169
Switzerland	11,402	39	578	321	2,210	1,906	698	32	17,185
Spain	4,975	11	1,024	195	1,014	550	337	132	8,239
Portugal	2,150	23	184	7,403	861	188	142	36	10,988
Belgium	8,522	5	342	177	1,486	761	205	0	11,498
Other Europe	8,322	11	1,707	331	3,976	2,180	672	805	18,006
NORTH AMERICA	**19,218**	**123**	**1,760**	**2,178**	**6,615**	**4,569**	**1,086**	**76**	**35,624**
USA	15,265	95	1,313	1,274	5,729	2,889	641	58	27,264
Canada	3,953	28	446	904	886	1,680	445	17	8,360
OTHERS	**23,780**	**97**	**7,278**	**1,230**	**4,516**	**3,815**	**1,766**	**2,405**	**44,887**
United Arab Emirate	1,762	5	736	174	162	404	113	351	3,705
Brazil	861	16	94	413	261	126	41	0	1,812
China	8,727	48	2,588	169	388	375	79	139	12,512
Other Countries	12,430	28	3,861	475	3,706	2,909	1,533	1,915	26,858
TOTAL	**361,666**	**1,479**	**60,835**	**275,123**	**409,354**	**253,718**	**99,605**	**7,479**	**1,469,258**

Row Percentage (%) Distribution									
AFRICA	**11.9%**	**0.1%**	**3.6%**	**23.5%**	**32.9%**	**19.9%**	**7.9%**	**0.3%**	**100.0%**
South Africa	21.9%	0.2%	10.1%	4.4%	7.6%	43.8%	11.4%	0.7%	100.0%
Angola	7.9%	0.1%	0.0%	59.3%	19.4%	13.1%	0.1%	0.1%	100.0%
Botswana	2.8%	0.0%	0.2%	0.3%	49.5%	0.8%	46.2%	0.0%	100.0%
Zambia	1.4%	0.0%	0.3%	2.2%	94.9%	0.7%	0.4%	0.0%	100.0%
Zimbabwe	9.2%	0.0%	1.3%	0.6%	52.3%	12.1%	24.5%	0.0%	100.0%
Other Africa	42.7%	0.0%	9.9%	3.0%	25.1%	11.9%	6.3%	1.1%	100.0%
EUROPE	**63.8%**	**0.1%**	**4.3%**	**4.9%**	**13.0%**	**9.5%**	**3.7%**	**0.7%**	**100.0%**
Germany	71.3%	0.1%	2.5%	3.0%	11.2%	7.8%	4.0%	0.1%	100.0%
UK	51.9%	0.0%	9.1%	1.5%	19.5%	12.6%	3.9%	1.4%	100.0%
Italy	78.4%	0.0%	3.8%	1.1%	8.0%	6.2%	2.1%	0.4%	100.0%
France	74.3%	0.1%	4.0%	0.9%	13.5%	5.7%	1.2%	0.3%	100.0%
Scandinavia	59.9%	0.0%	7.6%	7.1%	6.8%	13.8%	2.0%	2.9%	100.0%
Austria	67.5%	0.1%	2.1%	2.8%	14.7%	8.5%	4.2%	0.2%	100.0%
Holland/Netherlands	49.4%	0.1%	2.3%	2.1%	14.5%	23.5%	7.8%	0.3%	100.0%
Switzerland	66.3%	0.2%	3.4%	1.9%	12.9%	11.1%	4.1%	0.2%	100.0%
Spain	60.4%	0.1%	12.4%	2.4%	12.3%	6.7%	4.1%	1.6%	100.0%
Portugal	19.6%	0.2%	1.7%	67.4%	7.8%	1.7%	1.3%	0.3%	100.0%
Belgium	74.1%	0.0%	3.0%	1.5%	12.9%	6.6%	1.8%	0.0%	100.0%
Other Europe	46.2%	0.1%	9.5%	1.8%	22.1%	12.1%	3.7%	4.5%	100.0%
NORTH AMERICA	**53.9%**	**0.3%**	**4.9%**	**6.1%**	**18.6%**	**12.8%**	**3.0%**	**0.2%**	**100.0%**
USA	56.0%	0.3%	4.8%	4.7%	21.0%	10.6%	2.4%	0.2%	100.0%
Canada	47.3%	0.3%	5.3%	10.8%	10.6%	20.1%	5.3%	0.2%	100.0%
OTHERS	**53.0%**	**0.2%**	**16.2%**	**2.7%**	**10.1%**	**8.5%**	**3.9%**	**5.4%**	**100.0%**
United Arab Emirate	47.5%	0.1%	19.9%	4.7%	4.4%	10.9%	3.0%	9.5%	100.0%
Brazil	47.5%	0.9%	5.2%	22.8%	14.4%	7.0%	2.3%	0.0%	100.0%
China	69.7%	0.4%	20.7%	1.4%	3.1%	3.0%	0.6%	1.1%	100.0%
Other Countries	46.3%	0.1%	14.4%	1.8%	13.8%	10.8%	5.7%	7.1%	100.0%
TOTAL	**24.6%**	**0.1%**	**4.1%**	**18.7%**	**27.9%**	**17.3%**	**6.8%**	**0.5%**	**100.0%**

Column Percentage (%) Distribution									
AFRICA	**36.1%**	**69.3%**	**64.3%**	**93.6%**	**87.9%**	**85.6%**	**86.3%**	**38.8%**	**74.4%**
South Africa	20.7%	48.1%	56.6%	5.5%	6.3%	59.0%	39.2%	30.1%	23.3%
Angola	8.7%	19.0%	0.3%	86.0%	18.9%	20.6%	0.5%	3.6%	27.2%
Botswana	0.4%	0.8%	0.2%	0.1%	6.1%	0.2%	23.5%	0.1%	3.4%
Zambia	0.8%	0.3%	0.9%	1.5%	44.2%	0.5%	0.8%	0.4%	13.0%
Zimbabwe	2.1%	0.8%	1.8%	0.2%	10.6%	4.0%	20.5%	0.5%	5.7%
Other Africa	3.4%	0.3%	4.6%	0.3%	1.7%	1.3%	1.8%	4.2%	1.9%
EUROPE	**52.1%**	**15.8%**	**20.8%**	**5.2%**	**9.4%**	**11.1%**	**10.9%**	**28.0%**	**20.1%**
Germany	24.1%	6.1%	5.1%	1.3%	3.3%	3.7%	4.9%	1.9%	8.3%
UK	4.5%	0.8%	4.7%	0.2%	1.5%	1.6%	1.2%	5.9%	2.1%
Italy	2.9%	0.0%	0.8%	0.1%	0.3%	0.3%	0.3%	0.8%	0.9%
France	4.8%	1.5%	1.6%	0.1%	0.8%	0.5%	0.3%	0.8%	1.6%
Scandinavia	1.8%	0.0%	1.3%	0.3%	0.2%	0.6%	0.2%	4.2%	0.7%
Austria	1.4%	0.3%	0.3%	0.1%	0.3%	0.3%	0.3%	0.2%	0.5%
Holland/Netherlands	2.8%	1.1%	0.8%	0.2%	0.7%	1.9%	1.6%	0.7%	1.4%
Switzerland	3.2%	2.6%	1.0%	0.1%	0.5%	0.8%	0.7%	0.4%	1.2%
Spain	1.4%	0.8%	1.7%	0.1%	0.2%	0.2%	0.3%	1.8%	0.6%
Portugal	0.6%	1.5%	0.3%	2.7%	0.2%	0.1%	0.1%	0.5%	0.7%
Belgium	2.4%	0.3%	0.6%	0.1%	0.4%	0.3%	0.2%	0.0%	0.8%
Other Europe	2.3%	0.8%	2.8%	0.1%	1.0%	0.9%	0.7%	10.8%	1.2%
NORTH AMERICA	**5.3%**	**8.3%**	**2.9%**	**0.8%**	**1.6%**	**1.8%**	**1.1%**	**1.0%**	**2.4%**
USA	4.2%	6.4%	2.2%	0.5%	1.4%	1.1%	0.6%	0.8%	1.9%
Canada	1.1%	1.9%	0.7%	0.3%	0.2%	0.7%	0.4%	0.2%	0.6%
OTHERS	**6.6%**	**6.5%**	**12.0%**	**0.4%**	**1.1%**	**1.5%**	**1.8%**	**32.2%**	**3.1%**
United Arab Emirate	0.5%	0.3%	1.2%	0.1%	0.0%	0.2%	0.1%	4.7%	0.3%
Brazil	0.2%	1.1%	0.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%
China	2.4%	3.2%	4.3%	0.1%	0.1%	0.1%	0.1%	1.9%	0.9%
Other Countries	3.4%	1.9%	6.3%	0.2%	0.9%	1.1%	1.5%	25.6%	1.8%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 10: Tourist Arrivals by Nationality and Intended Length of Stay, 2016

Nationality	2-3 days	4-7 days	8-14 days	15-21 days	22 - 364 days	Total Tourist Arrivals	Average Duration Stay
AFRICA	**170,309**	**300,337**	**262,289**	**142,250**	**218,674**	**1,093,859**	**20**
South Africa	55,241	104,200	100,007	33,070	49,527	342,044	17
Angola	55,916	95,179	85,478	56,514	105,852	398,939	17
Botswana	14,116	18,357	8,624	3,032	6,537	50,665	13
Zambia	34,174	61,232	42,519	36,176	16,355	190,457	13
Zimbabwe	7,689	14,339	17,964	9,449	33,846	83,287	35
Other Africa	3,173	7,030	7,698	4,009	6,557	28,467	25
EUROPE	**34,816**	**52,186**	**100,514**	**68,218**	**39,155**	**294,889**	**17**
Germany	11,370	19,234	40,603	32,481	18,454	122,142	20
UK	4,429	7,553	10,734	5,014	3,829	31,558	17
Italy	1,136	1,399	6,835	2,704	1,153	13,228	15
France	2,687	3,444	9,634	5,472	2,247	23,484	15
Scandinavia	1,083	2,428	3,819	1,854	1,589	10,774	17
Austria	756	1,198	2,589	1,910	1,165	7,618	19
Holland/Netherlands	2,751	3,298	6,346	5,091	2,683	20,169	17
Switzerland	2,270	2,832	5,357	4,246	2,480	17,185	18
Spain	956	1,678	2,770	1,719	1,115	8,239	20
Portugal	2,796	3,437	2,510	1,172	1,072	10,988	14
Belgium	1,355	1,559	4,138	3,454	992	11,498	15
Other Europe	3,226	4,125	5,179	3,101	2,375	18,006	19
NORTH AMERICA	**5,502**	**10,453**	**10,824**	**4,626**	**4,219**	**35,624**	**15**
USA	4,565	8,444	8,258	3,061	2,936	27,264	14
Canada	937	2,010	2,565	1,565	1,283	8,360	16
OTHERS	**6,456**	**11,290**	**13,790**	**4,851**	**8,500**	**44,887**	**23**
United Arab Emirate	638	705	1,445	323	593	3,705	21
Brazil	168	453	583	235	374	1,812	20
China	1,756	2,648	3,435	1,286	3,386	12,512	32
Other Countries	3,894	7,484	8,327	3,006	4,146	26,858	20
TOTAL	**217,050**	**374,294**	**387,451**	**219,963**	**270,501**	**1,469,258**	**19**

Row Percentage (%) Distribution							
AFRICA	**15.6%**	**27.5%**	**24.0%**	**13.0%**	**20.0%**	**100.0%**	**20**
South Africa	16.2%	30.5%	29.2%	9.7%	14.5%	100.0%	17
Angola	14.0%	23.9%	21.4%	14.2%	26.5%	100.0%	17
Botswana	27.9%	36.2%	17.0%	6.0%	12.9%	100.0%	13
Zambia	17.9%	32.2%	22.3%	19.0%	8.6%	100.0%	13
Zimbabwe	9.2%	17.2%	21.6%	11.3%	40.6%	100.0%	35
Other Africa	11.1%	24.7%	27.0%	14.1%	23.0%	100.0%	25
EUROPE	**11.8%**	**17.7%**	**34.1%**	**23.1%**	**13.3%**	**100.0%**	**17**
Germany	9.3%	15.7%	33.2%	26.6%	15.1%	100.0%	20
UK	14.0%	23.9%	34.0%	15.9%	12.1%	100.0%	17
Italy	8.6%	10.6%	51.7%	20.4%	8.7%	100.0%	15
France	11.4%	14.7%	41.0%	23.3%	9.6%	100.0%	15
Scandinavia	10.1%	22.5%	35.5%	17.2%	14.7%	100.0%	17
Austria	9.9%	15.7%	34.0%	25.1%	15.3%	100.0%	19
Holland/Netherlands	13.6%	16.4%	31.5%	25.2%	13.3%	100.0%	17
Switzerland	13.2%	16.5%	31.2%	24.7%	14.4%	100.0%	18
Spain	11.6%	20.4%	33.6%	20.9%	13.5%	100.0%	20
Portugal	25.4%	31.3%	22.8%	10.7%	9.8%	100.0%	14
Belgium	11.8%	13.6%	36.0%	30.0%	8.6%	100.0%	15
Other Europe	17.9%	22.9%	28.8%	17.2%	13.2%	100.0%	19
NORTH AMERICA	**15.4%**	**29.3%**	**30.4%**	**13.0%**	**11.8%**	**100.0%**	**15**
USA	16.7%	31.0%	30.3%	11.2%	10.8%	100.0%	14
Canada	11.2%	24.0%	30.7%	18.7%	15.3%	100.0%	16
OTHERS	**14.4%**	**25.2%**	**30.7%**	**10.8%**	**18.9%**	**100.0%**	**23**
United Arab Emirate	17.2%	19.0%	39.0%	8.7%	16.0%	100.0%	21
Brazil	9.3%	25.0%	32.2%	12.9%	20.6%	100.0%	20
China	14.0%	21.2%	27.5%	10.3%	27.1%	100.0%	32
Other Countries	14.5%	27.9%	31.0%	11.2%	15.4%	100.0%	20
TOTAL	**14.8%**	**25.5%**	**26.4%**	**15.0%**	**18.4%**	**100.0%**	**19**

Column Percentage (%) Distribution							
AFRICA	**78.5%**	**80.2%**	**67.7%**	**64.7%**	**80.8%**	**74.4%**	**20**
South Africa	25.5%	27.8%	25.8%	15.0%	18.3%	23.3%	17
Angola	25.8%	25.4%	22.1%	25.7%	39.1%	27.2%	17
Botswana	6.5%	4.9%	2.2%	1.4%	2.4%	3.4%	13
Zambia	15.7%	16.4%	11.0%	16.4%	6.0%	13.0%	13
Zimbabwe	3.5%	3.8%	4.6%	4.3%	12.5%	5.7%	35
Other Africa	1.5%	1.9%	2.0%	1.8%	2.4%	1.9%	25
EUROPE	**16.0%**	**13.9%**	**25.9%**	**31.0%**	**14.5%**	**20.1%**	**17**
Germany	5.2%	5.1%	10.5%	14.8%	6.8%	8.3%	20
UK	2.0%	2.0%	2.8%	2.3%	1.4%	2.1%	17
Italy	0.5%	0.4%	1.8%	1.2%	0.4%	0.9%	15
France	1.2%	0.9%	2.5%	2.5%	0.8%	1.6%	15
Scandinavia	0.5%	0.6%	1.0%	0.8%	0.6%	0.7%	17
Austria	0.3%	0.3%	0.7%	0.9%	0.4%	0.5%	19
Holland/Netherlands	1.3%	0.9%	1.6%	2.3%	1.0%	1.4%	17
Switzerland	1.0%	0.8%	1.4%	1.9%	0.9%	1.2%	18
Spain	0.4%	0.4%	0.7%	0.8%	0.4%	0.6%	20
Portugal	1.3%	0.9%	0.6%	0.5%	0.4%	0.7%	14
Belgium	0.6%	0.4%	1.1%	1.6%	0.4%	0.8%	15
Other Europe	1.5%	1.1%	1.3%	1.4%	0.9%	1.2%	19
NORTH AMERICA	**2.5%**	**2.8%**	**2.8%**	**2.1%**	**1.6%**	**2.4%**	**15**
USA	2.1%	2.3%	2.1%	1.4%	1.1%	1.9%	14
Canada	0.4%	0.5%	0.7%	0.7%	0.5%	0.6%	16
OTHERS	**3.0%**	**3.0%**	**3.6%**	**2.2%**	**3.1%**	**3.1%**	**23**
United Arab Emirate	0.3%	0.2%	0.4%	0.1%	0.2%	0.3%	21
Brazil	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	20
China	0.8%	0.7%	0.9%	0.6%	1.3%	0.9%	32
Other Countries	1.8%	2.0%	2.1%	1.4%	1.5%	1.8%	20
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**19**

Table 11: Tourist Arrivals by Nationality and Month, 2016

Nationality	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
AFRICA	88 792	76 383	81 698	77 635	66 055	82 942	90 588	89 105	97 908	102 031	96 712	144 010	1 093 859
South Africa	23 548	19 007	30 871	25 510	20 914	28 595	35 039	27 881	29 324	28 490	25 231	47 633	342 044
Angola	42 534	25 777	34 305	24 681	28 425	25 758	25 857	28 038	33 937	40 817	42 039	46 772	398 939
Botswana	4 364	4 090	4 314	3 340	3 074	3 687	3 816	2 627	4 734	3 753	3 960	8 907	50 665
Zambia	8 957	16 178	5 235	15 214	7 635	18 222	17 380	19 205	20 764	17 965	17 206	26 495	190 457
Zimbabwe	7 191	9 226	5 227	5 826	4 027	4 416	6 149	9 360	6 728	8 217	6 115	10 804	83 287
Other Africa	2 197	2 106	1 746	3 064	1 979	2 265	2 347	1 994	2 421	2 788	2 161	3 399	28 467
EUROPE	17 784	17 759	21 291	21 599	18 723	18 598	25 781	31 659	32 098	36 482	27 056	26 058	294 889
Germany	6 350	8 255	9 211	7 122	8 008	7 206	7 331	14 277	14 195	17 321	12 566	10 300	122 142
UK	3 048	2 114	3 267	2 709	2 197	1 635	3 293	2 522	3 597	2 466	2 035	2 676	31 558
Italy	555	496	407	826	831	1 112	1 520	3 068	1 144	1 171	998	1 100	13 228
France	986	872	1 189	2 152	1 100	1 445	2 616	2 923	2 516	3 512	2 253	1 921	23 484
Scandinavia	1 547	862	1 156	1 095	718	837	325	525	549	1 108	803	1 248	10 774
Austria	537	586	676	881	470	362	686	223	917	884	880	516	7 618
Holland/Netherlands	1 076	767	976	1 243	972	1 132	3 164	2 269	2 381	2 460	1 732	1 996	20 169
Switzerland	964	568	762	1 937	1 356	1 031	2 454	597	1 622	3 307	1 495	1 093	17 185
Spain	274	194	476	470	227	420	1 279	1 512	1 019	690	737	941	8 239
Portugal	1 066	1 652	1 414	771	1 022	1 327	251	455	415	645	1 086	884	10 988
Belgium	424	456	575	775	532	703	1 711	1 364	1 282	1 271	1 338	1 068	11 498
Other Europe	958	935	1 183	1 618	1 290	1 387	1 152	1 925	2 461	1 647	1 134	2 316	18 006
NORTH AMERICA	2 200	2 118	3 515	2 992	3 494	2 374	3 714	2 777	4 148	2 441	2 148	3 701	35 624
USA	1 584	1 549	2 251	2 088	2 885	1 906	2 893	2 137	3 531	1 820	1 377	3 245	27 264
Canada	617	569	1 264	904	610	469	821	640	617	621	771	456	8 360
OTHERS	2 996	4 205	3 737	4 578	2 996	4 041	3 895	3 134	3 326	3 078	3 857	5 044	44 887
United Arab Emirate	353	392	317	315	230	356	191	110	198	196	503	542	3 705
Brazil	127	170	255	130	63	127	59	19	240	202	183	236	1 812
China	732	1 283	1 140	766	1 026	1 157	1 432	1 150	959	679	1 010	1 178	12 512
Other Countries	1 784	2 360	2 024	3 367	1 677	2 401	2 213	1 855	1 929	2 000	2 160	3 088	26 858
TOTAL	111 773	100 464	110 241	106 804	91 269	107 955	123 979	126 675	137 481	144 031	129 773	178 814	1 469 258

Row Percentage (%) Distribution													
AFRICA	8.1%	7.0%	7.5%	7.1%	6.0%	7.6%	8.3%	8.1%	9.0%	9.3%	8.8%	13.2%	100.0%
South Africa	6.9%	5.6%	9.0%	7.5%	6.1%	8.4%	10.2%	8.2%	8.6%	8.3%	7.4%	13.9%	100.0%
Angola	10.7%	6.5%	8.6%	6.2%	7.1%	6.5%	6.5%	7.0%	8.5%	10.2%	10.5%	11.7%	100.0%
Botswana	8.6%	8.1%	8.5%	6.6%	6.1%	7.3%	7.5%	5.2%	9.3%	7.4%	7.8%	17.6%	100.0%
Zambia	4.7%	8.5%	2.7%	8.0%	4.0%	9.6%	9.1%	10.1%	10.9%	9.4%	9.0%	13.9%	100.0%
Zimbabwe	8.6%	11.1%	6.3%	7.0%	4.8%	5.3%	7.4%	11.2%	8.1%	9.9%	7.3%	13.0%	100.0%
Other Africa	7.7%	7.4%	6.1%	10.8%	7.0%	8.0%	8.2%	7.0%	8.5%	9.8%	7.6%	11.9%	100.0%
EUROPE	6.0%	6.0%	7.2%	7.3%	6.3%	6.3%	8.7%	10.7%	10.9%	12.4%	9.2%	8.8%	100.0%
Germany	5.2%	6.8%	7.5%	5.8%	6.6%	5.9%	6.0%	11.7%	11.6%	14.2%	10.3%	8.4%	100.0%
UK	9.7%	6.7%	10.4%	8.6%	7.0%	5.2%	10.4%	8.0%	11.4%	7.8%	6.4%	8.5%	100.0%
Italy	4.2%	3.8%	3.1%	6.2%	6.3%	8.4%	11.5%	23.2%	8.6%	8.9%	7.5%	8.3%	100.0%
France	4.2%	3.7%	5.1%	9.2%	4.7%	6.2%	11.1%	12.4%	10.7%	15.0%	9.6%	8.2%	100.0%
Scandinavia	14.4%	8.0%	10.7%	10.2%	6.7%	7.8%	3.0%	4.9%	5.1%	10.3%	7.5%	11.6%	100.0%
Austria	7.0%	7.7%	8.9%	11.6%	6.2%	4.8%	9.0%	2.9%	12.0%	11.6%	11.5%	6.8%	100.0%
Holland/Netherlands	5.3%	3.8%	4.8%	6.2%	4.8%	5.6%	15.7%	11.3%	11.8%	12.2%	8.6%	9.9%	100.0%
Switzerland	5.6%	3.3%	4.4%	11.3%	7.9%	6.0%	14.3%	3.5%	9.4%	19.2%	8.7%	6.4%	100.0%
Spain	3.3%	2.4%	5.8%	5.7%	2.8%	5.1%	15.5%	18.4%	12.4%	8.4%	8.9%	11.4%	100.0%
Portugal	9.7%	15.0%	12.9%	7.0%	9.3%	12.1%	2.3%	4.1%	3.8%	5.9%	9.9%	8.0%	100.0%
Belgium	3.7%	4.0%	5.0%	6.7%	4.6%	6.1%	14.9%	11.9%	11.1%	11.1%	11.6%	9.3%	100.0%
Other Europe	5.3%	5.2%	6.6%	9.0%	7.2%	7.7%	6.4%	10.7%	13.7%	9.1%	6.3%	12.9%	100.0%
NORTH AMERICA	6.2%	5.9%	9.9%	8.4%	9.8%	6.7%	10.4%	7.8%	11.6%	6.9%	6.0%	10.4%	100.0%
USA	5.8%	5.7%	8.3%	7.7%	10.6%	7.0%	10.6%	7.8%	13.0%	6.7%	5.1%	11.9%	100.0%
Canada	7.4%	6.8%	15.1%	10.8%	7.3%	5.6%	9.8%	7.7%	7.4%	7.4%	9.2%	5.5%	100.0%
OTHERS	6.7%	9.4%	8.3%	10.2%	6.7%	9.0%	8.7%	7.0%	7.4%	6.9%	8.6%	11.2%	100.0%
United Arab Emirate	9.5%	10.6%	8.6%	8.5%	6.2%	9.6%	5.2%	3.0%	5.4%	5.3%	13.6%	14.6%	100.0%
Brazil	7.0%	9.4%	14.1%	7.2%	3.5%	7.0%	3.3%	1.1%	13.2%	11.2%	10.1%	13.0%	100.0%
China	5.9%	10.3%	9.1%	6.1%	8.2%	9.2%	11.4%	9.2%	7.7%	5.4%	8.1%	9.4%	100.0%
Other Countries	6.6%	8.8%	7.5%	12.5%	6.2%	8.9%	8.2%	6.9%	7.2%	7.4%	8.0%	11.5%	100.0%
TOTAL	7.6%	6.8%	7.5%	7.3%	6.2%	7.3%	8.4%	8.6%	9.4%	9.8%	8.8%	12.2%	100.0%

Column Percentage (%) Distribution													
AFRICA	79.4%	76.0%	74.1%	72.7%	72.4%	76.8%	73.1%	70.3%	71.2%	70.8%	74.5%	80.5%	74.4%
South Africa	21.1%	18.9%	28.0%	23.9%	22.9%	26.5%	28.3%	22.0%	21.3%	19.8%	19.4%	26.6%	23.3%
Angola	38.1%	25.7%	31.1%	23.1%	31.1%	23.9%	20.9%	22.1%	24.7%	28.3%	32.4%	26.2%	27.2%
Botswana	3.9%	4.1%	3.9%	3.1%	3.4%	3.4%	3.1%	2.1%	3.4%	2.6%	3.1%	5.0%	3.4%
Zambia	8.0%	16.1%	4.7%	14.2%	8.4%	16.9%	14.0%	15.2%	15.1%	12.5%	13.3%	14.8%	13.0%
Zimbabwe	6.4%	9.2%	4.7%	5.5%	4.4%	4.1%	5.0%	7.4%	4.9%	5.7%	4.7%	6.0%	5.7%
Other Africa	2.0%	2.1%	1.6%	2.9%	2.2%	2.1%	1.9%	1.6%	1.8%	1.9%	1.7%	1.9%	1.9%
EUROPE	15.9%	17.7%	19.3%	20.2%	20.5%	17.2%	20.8%	25.0%	23.3%	25.3%	20.8%	14.6%	20.1%
Germany	5.7%	8.2%	8.4%	6.7%	8.8%	6.7%	5.9%	11.3%	10.3%	12.0%	9.7%	5.8%	8.3%
UK	2.7%	2.1%	3.0%	2.5%	2.4%	1.5%	2.7%	2.0%	2.6%	1.7%	1.6%	1.5%	2.1%
Italy	0.5%	0.5%	0.4%	0.8%	0.9%	1.0%	1.2%	2.4%	0.8%	0.8%	0.8%	0.6%	0.9%
France	0.9%	0.9%	1.1%	2.0%	1.2%	1.3%	2.1%	2.3%	1.8%	2.4%	1.7%	1.1%	1.6%
Scandinavia	1.4%	0.9%	1.0%	1.0%	0.8%	0.8%	0.3%	0.4%	0.4%	0.8%	0.6%	0.7%	0.7%
Austria	0.5%	0.6%	0.6%	0.8%	0.5%	0.3%	0.6%	0.2%	0.7%	0.6%	0.7%	0.3%	0.5%
Holland/Netherlands	1.0%	0.8%	0.9%	1.2%	1.1%	1.0%	2.6%	1.8%	1.7%	1.7%	1.3%	1.1%	1.4%
Switzerland	0.9%	0.6%	0.7%	1.8%	1.5%	1.0%	2.0%	0.5%	1.2%	2.3%	1.2%	0.6%	1.2%
Spain	0.2%	0.2%	0.4%	0.4%	0.2%	0.4%	1.0%	1.2%	0.7%	0.5%	0.6%	0.5%	0.6%
Portugal	1.0%	1.6%	1.3%	0.7%	1.1%	1.2%	0.2%	0.4%	0.3%	0.4%	0.8%	0.5%	0.7%
Belgium	0.4%	0.5%	0.5%	0.7%	0.6%	0.7%	1.4%	1.1%	0.9%	0.9%	1.0%	0.6%	0.8%
Other Europe	0.9%	0.9%	1.1%	1.5%	1.4%	1.3%	0.9%	1.5%	1.8%	1.1%	0.9%	1.3%	1.2%
NORTH AMERICA	2.0%	2.1%	3.2%	2.8%	3.8%	2.2%	3.0%	2.2%	3.0%	1.7%	1.7%	2.1%	2.4%
USA	1.4%	1.5%	2.0%	2.0%	3.2%	1.8%	2.3%	1.7%	2.6%	1.3%	1.1%	1.8%	1.9%
Canada	0.6%	0.6%	1.1%	0.8%	0.7%	0.4%	0.7%	0.5%	0.4%	0.4%	0.6%	0.3%	0.6%
OTHERS	2.7%	4.2%	3.4%	4.3%	3.3%	3.7%	3.1%	2.5%	2.4%	2.1%	3.0%	2.8%	3.1%
United Arab Emirate	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.2%	0.1%	0.1%	0.1%	0.4%	0.3%	0.3%
Brazil	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.1%	0.1%
China	0.7%	1.3%	1.0%	0.7%	1.1%	1.1%	1.2%	0.9%	0.7%	0.5%	0.8%	0.7%	0.9%
Other Countries	1.6%	2.3%	1.8%	3.2%	1.8%	2.2%	1.8%	1.5%	1.4%	1.4%	1.7%	1.7%	1.8%
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 12: Tourist Arrivals by Nationality and Seasonality, 2016

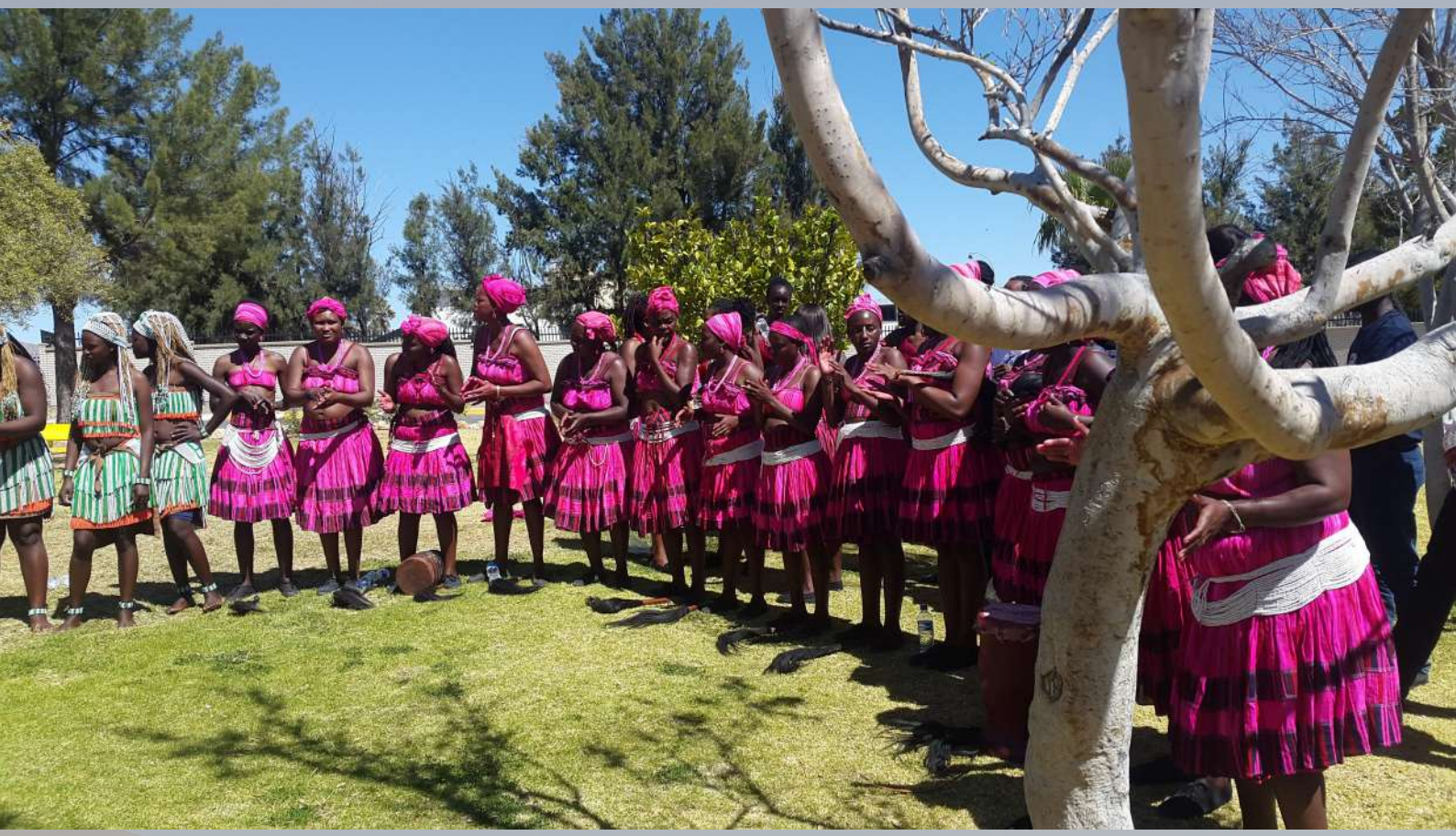
	QUARTER					SEASONALITY			
	Jan-March	April-June	July-Sept	Oct-Dec	TOTAL	Jan-April	May-Aug	Sept-Dec	TOTAL
AFRICA	**246,873**	**226,633**	**277,601**	**342,753**	**1,093,859**	**324,508**	**328,690**	**440,661**	**1,093,859**
South Africa	73,426	75,020	92,244	101,355	342,044	98,936	112,429	130,679	342,044
Angola	102,615	78,864	87,832	129,627	398,939	127,296	108,079	163,564	398,939
Botswana	12,768	10,101	11,177	16,620	50,665	16,108	13,203	21,354	50,665
Zambia	30,370	41,071	57,349	61,666	190,457	45,585	62,442	82,430	190,457
Zimbabwe	21,645	14,269	22,237	25,135	83,287	27,471	23,953	31,864	83,287
Other Africa	6,049	7,307	6,761	8,349	28,467	9,113	8,584	10,770	28,467
EUROPE	**56,834**	**58,920**	**89,539**	**89,596**	**294,889**	**78,434**	**94,761**	**121,694**	**294,889**
Germany	23,816	22,336	35,802	40,188	122,142	30,938	36,821	54,383	122,142
UK	8,430	6,541	9,411	7,177	31,558	11,139	9,646	10,773	31,558
Italy	1,459	2,769	5,731	3,269	13,228	2,285	6,530	4,413	13,228
France	3,046	4,697	8,055	7,685	23,484	5,199	8,083	10,202	23,484
Scandinavia	3,565	2,650	1,400	3,159	10,774	4,660	2,405	3,709	10,774
Austria	1,799	1,713	1,827	2,279	7,618	2,680	1,742	3,196	7,618
Holland/Netherlands	2,819	3,347	7,814	6,188	20,169	4,062	7,538	8,569	20,169
Switzerland	2,294	4,324	4,673	5,894	17,185	4,230	5,439	7,516	17,185
Spain	944	1,117	3,810	2,367	8,239	1,414	3,439	3,386	8,239
Portugal	4,131	3,120	1,121	2,615	10,988	4,903	3,054	3,031	10,988
Belgium	1,455	2,010	4,356	3,677	11,498	2,230	4,309	4,959	11,498
Other Europe	3,075	4,296	5,539	5,097	18,006	4,694	5,754	7,558	18,006
NORTH AMERICA	**7,833**	**8,861**	**10,640**	**8,290**	**35,624**	**10,825**	**12,360**	**12,438**	**35,624**
USA	5,383	6,878	8,561	6,442	27,264	7,471	9,820	9,973	27,264
Canada	2,450	1,982	2,079	1,848	8,360	3,354	2,540	2,465	8,360
OTHERS	**10,938**	**11,615**	**10,356**	**11,979**	**44,887**	**15,515**	**14,066**	**15,305**	**44,887**
United Arab Emirate	1,062	901	500	1,242	3,705	1,377	888	1,440	3,705
Brazil	553	320	318	621	1,812	682	269	861	1,812
China	3,155	2,949	3,541	2,867	12,512	3,921	4,765	3,826	12,512
Other Countries	6,168	7,444	5,997	7,249	26,858	9,535	8,145	9,178	26,858
TOTAL	**322,478**	**306,028**	**388,135**	**452,618**	**1,469,258**	**429,282**	**449,878**	**590,098**	**1,469,258**

Row Percentage (%) Distribution									
AFRICA	**22.6%**	**20.7%**	**25.4%**	**31.3%**	**100.0%**	**29.7%**	**30.0%**	**40.3%**	**100.0%**
South Africa	21.5%	21.9%	27.0%	29.6%	100.0%	28.9%	32.9%	38.2%	100.0%
Angola	25.7%	19.8%	22.0%	32.5%	100.0%	31.9%	27.1%	41.0%	100.0%
Botswana	25.2%	19.9%	22.1%	32.8%	100.0%	31.8%	26.1%	42.1%	100.0%
Zambia	15.9%	21.6%	30.1%	32.4%	100.0%	23.9%	32.8%	43.3%	100.0%
Zimbabwe	26.0%	17.1%	26.7%	30.2%	100.0%	33.0%	28.8%	38.3%	100.0%
Other Africa	21.3%	25.7%	23.8%	29.3%	100.0%	32.0%	30.2%	37.8%	100.0%
EUROPE	**19.3%**	**20.0%**	**30.4%**	**30.4%**	**100.0%**	**26.6%**	**32.1%**	**41.3%**	**100.0%**
Germany	19.5%	18.3%	29.3%	32.9%	100.0%	25.3%	30.1%	44.5%	100.0%
UK	26.7%	20.7%	29.8%	22.7%	100.0%	35.3%	30.6%	34.1%	100.0%
Italy	11.0%	20.9%	43.3%	24.7%	100.0%	17.3%	49.4%	33.4%	100.0%
France	13.0%	20.0%	34.3%	32.7%	100.0%	22.1%	34.4%	43.4%	100.0%
Scandinavia	33.1%	24.6%	13.0%	29.3%	100.0%	43.3%	22.3%	34.4%	100.0%
Austria	23.6%	22.5%	24.0%	29.9%	100.0%	35.2%	22.9%	42.0%	100.0%
Holland/Netherlands	14.0%	16.6%	38.7%	30.7%	100.0%	20.1%	37.4%	42.5%	100.0%
Switzerland	13.3%	25.2%	27.2%	34.3%	100.0%	24.6%	31.6%	43.7%	100.0%
Spain	11.5%	13.6%	46.2%	28.7%	100.0%	17.2%	41.7%	41.1%	100.0%
Portugal	37.6%	28.4%	10.2%	23.8%	100.0%	44.6%	27.8%	27.6%	100.0%
Belgium	12.7%	17.5%	37.9%	32.0%	100.0%	19.4%	37.5%	43.1%	100.0%
Other Europe	17.1%	23.9%	30.8%	28.3%	100.0%	26.1%	32.0%	42.0%	100.0%
NORTH AMERICA	**22.0%**	**24.9%**	**29.9%**	**23.3%**	**100.0%**	**30.4%**	**34.7%**	**34.9%**	**100.0%**
USA	19.7%	25.2%	31.4%	23.6%	100.0%	27.4%	36.0%	36.6%	100.0%
Canada	29.3%	23.7%	24.9%	22.1%	100.0%	40.1%	30.4%	29.5%	100.0%
OTHERS	**24.4%**	**25.9%**	**23.1%**	**26.7%**	**100.0%**	**34.6%**	**31.3%**	**34.1%**	**100.0%**
United Arab Emirate	28.7%	24.3%	13.5%	33.5%	100.0%	37.2%	24.0%	38.9%	100.0%
Brazil	30.5%	17.7%	17.5%	34.3%	100.0%	37.7%	14.8%	47.5%	100.0%
China	25.2%	23.6%	28.3%	22.9%	100.0%	31.3%	38.1%	30.6%	100.0%
Other Countries	23.0%	27.7%	22.3%	27.0%	100.0%	35.5%	30.3%	34.2%	100.0%
TOTAL	**21.9%**	**20.8%**	**26.4%**	**30.8%**	**100.0%**	**29.2%**	**30.6%**	**40.2%**	**100.0%**

Column Percentage (%) Distribution									
AFRICA	**76.6%**	**74.1%**	**71.5%**	**75.7%**	**74.4%**	**75.6%**	**73.1%**	**74.7%**	**74.4%**
South Africa	22.8%	24.5%	23.8%	22.4%	23.3%	23.0%	25.0%	22.1%	23.3%
Angola	31.8%	25.8%	22.6%	28.6%	27.2%	29.7%	24.0%	27.7%	27.2%
Botswana	4.0%	3.3%	2.9%	3.7%	3.4%	3.8%	2.9%	3.6%	3.4%
Zambia	9.4%	13.4%	14.8%	13.6%	13.0%	10.6%	13.9%	14.0%	13.0%
Zimbabwe	6.7%	4.7%	5.7%	5.6%	5.7%	6.4%	5.3%	5.4%	5.7%
Other Africa	1.9%	2.4%	1.7%	1.8%	1.9%	2.1%	1.9%	1.8%	1.9%
EUROPE	**17.6%**	**19.3%**	**23.1%**	**19.8%**	**20.1%**	**18.3%**	**21.1%**	**20.6%**	**20.1%**
Germany	7.4%	7.3%	9.2%	8.9%	8.3%	7.2%	8.2%	9.2%	8.3%
UK	2.6%	2.1%	2.4%	1.6%	2.1%	2.6%	2.1%	1.8%	2.1%
Italy	0.5%	0.9%	1.5%	0.7%	0.9%	0.5%	1.5%	0.7%	0.9%
France	0.9%	1.5%	2.1%	1.7%	1.6%	1.2%	1.8%	1.7%	1.6%
Scandinavia	1.1%	0.9%	0.4%	0.7%	0.7%	1.1%	0.5%	0.6%	0.7%
Austria	0.6%	0.6%	0.5%	0.5%	0.5%	0.6%	0.4%	0.5%	0.5%
Holland/Netherlands	0.9%	1.1%	2.0%	1.4%	1.4%	0.9%	1.7%	1.5%	1.4%
Switzerland	0.7%	1.4%	1.2%	1.3%	1.2%	1.0%	1.2%	1.3%	1.2%
Spain	0.3%	0.4%	1.0%	0.5%	0.6%	0.3%	0.8%	0.6%	0.6%
Portugal	1.3%	1.0%	0.3%	0.6%	0.7%	1.1%	0.7%	0.5%	0.7%
Belgium	0.5%	0.7%	1.1%	0.8%	0.8%	0.5%	1.0%	0.8%	0.8%
Other Europe	1.0%	1.4%	1.4%	1.1%	1.2%	1.1%	1.3%	1.3%	1.2%
NORTH AMERICA	**2.4%**	**2.9%**	**2.7%**	**1.8%**	**2.4%**	**2.5%**	**2.7%**	**2.1%**	**2.4%**
USA	1.7%	2.2%	2.2%	1.4%	1.9%	1.7%	2.2%	1.7%	1.9%
Canada	0.8%	0.6%	0.5%	0.4%	0.6%	0.8%	0.6%	0.4%	0.6%
OTHERS	**3.4%**	**3.8%**	**2.7%**	**2.6%**	**3.1%**	**3.6%**	**3.1%**	**2.6%**	**3.1%**
United Arab Emirate	0.3%	0.3%	0.1%	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%
Brazil	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
China	1.0%	1.0%	0.9%	0.6%	0.9%	0.9%	1.1%	0.6%	0.9%
Other Countries	1.9%	2.4%	1.5%	1.6%	1.8%	2.2%	1.8%	1.6%	1.8%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

#NAME?	CATEGORY												
	B&B	BACK PACKER	GUEST FARM	GUEST HOUSE	HOTEL PENSION	HOTEL OVER 30	HOTEL UNDER 30	LODGES	REST CAMP	SELF CATERING	TENTED CAMP	TENTED LODGE	NATIONAL
Participants	2	1	11	7	8	8	7	28	5	1	11	3	92
Rooms Available	3515	486	38701	36191	43163	203844	81945	165040	59606	310	40286	22242	695329
Rooms Sold	2566	156	13740	23734	25552	119145	49673	99960	41617	123	23798	15508	415572
Occupancy	73.0%	32.1%	35.5%	65.6%	59.2%	58.5%	60.6%	60.7%	69.8%	39.7%	59.1%	69.7%	59.8%
Beds Available	7214	1517	101630	76620	90621	386800	167071	346249	133870	868	78763	43992	1435188
Beds Sold	4725	292	29254	38251	43043	176822	79804	184853	66987	269	49515	33321	707136
Occupancy	65.5%	19.3%	28.8%	49.9%	47.5%	45.7%	47.8%	53.4%	50.0%	31.0%	62.9%	75.7%	49.3%
Leisure	4725	133	29251	25401	38200	91395	55258	175520	32652	265	49485	33321	535606
in %	100.0%	45.6%	100.0%	66.4%	88.8%	51.7%	69.2%	95.0%	48.7%	98.5%	99.9%	100.0%	75.7%
Business	0	159	3	2849	4731	73255	12061	2646	24923	4	30	0	120661
in %	0.0%	54.5%	0.0%	7.5%	11.0%	41.4%	15.1%	1.4%	37.2%	1.5%	0.1%	0.0%	17.1%
Conferences	0	0	0	10001	112	12172	12485	6687	9412	0	0	0	50869
In %	0.0%	0.0%	0.0%	26.2%	0.3%	6.9%	15.6%	3.6%	14.1%	0.0%	0.0%	0.0%	7.2%

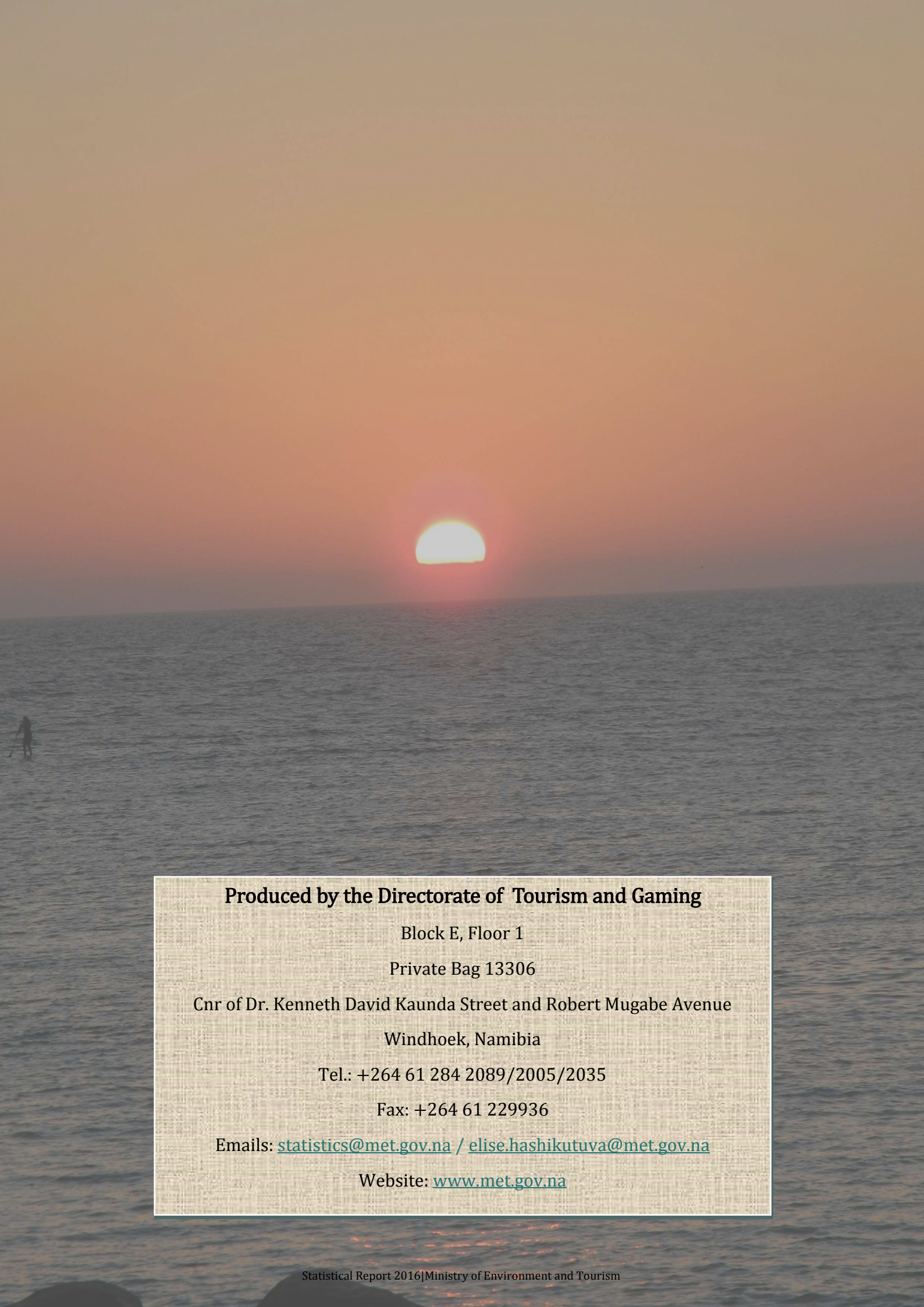
	Regions				
	CENTRAL	COASTAL	NORTHERN	SOUTHERN	TOTAL
Participants	23	22	27	20	92
Rooms Available	267518	182994	160616	84203	695329
Rooms Sold	159809	113803	94661	47299	415572
Occupancy	59.74%	62.19%	58.94%	56.17%	59.77%
Beds Available	549380	379616	328935	177257	1435188
Beds Sold	247257	183753	182437	94689	707136
Occupancy	45.0%	48.4%	55.5%	52.9%	49.3%
Leisure	118498	153216	171371	92521	535606
in %	47.92%	83.38%	93.93%	98.75%	75.74%
Business	95504	15729	8529	899	120661
in %	38.63%	8.56%	4.68%	0.96%	17.01%
Conferences	33255	14808	2537	269	50869
In %	13.45%	8.06%	1.39%	0.29%	7.19%





Source: Pinehas Kamati

NOTES



Produced by the Directorate of Tourism and Gaming

Block E, Floor 1

Private Bag 13306

Cnr of Dr. Kenneth David Kaunda Street and Robert Mugabe Avenue

Windhoek, Namibia

Tel.: +264 61 284 2089/2005/2035

Fax: +264 61 229936

Emails: statistics@met.gov.na / elise.hashikutuva@met.gov.na

Website: www.met.gov.na