



Republic of Namibia



Produced by the Directorate of Tourism
Private Bag 13306
Levinson Arcade
Capital Centre Building, 4th floor
Windhoek, Namibia

Tel.: +264 61 284 2330/2259
Fax: +264 61 23 6692/221 930

Website: www.met.gov.na
E-mail: sts@met.na/anambahu@met.na



Ministry of Environment and Tourism

Tourist Statistical Report

2010



Republic of Namibia

Ministry of Environment and Tourism

Tourist Statistical Report

2010

Table of Contents

Foreword	4
Acknowledgements	5
Executive Summary	6
Research Framework	8
1. Objectives	8
2. Methods	8
Results and Analysis, 2010	9
1. Overview	9
2. Foreign Arrivals' Profile	11
2.1. Foreign Arrivals to Namibia, 1993-2010	11
2.2. Foreign Arrivals' Category of Traveller to Namibia, 2010	11
2.3. Nationality of Foreign Arrivals to Namibia, 2010	13
3. Tourist Arrivals Profile	13
3.1. Tourist Arrivals by Region, 2005 – 2010	14
3.2. Nationality of Tourists	14
3.3. Age of Tourists	15
3.4. Gender of Tourists	16
4. Travel Information on Tourist Arrivals to Namibia	18
4.1. Purpose of Visit	18
4.2. Point of Entry	19
4.3. Intended Length of Stay	20
4.4. Mode of Travel	21
4.5. Seasonality Travel	22
4.5.1. Tourists Arrival per Month	22
4.5.2. Tourists Arrival per Quarter	23
4.5.3. Tourists Arrival per Seasonality Travel	23
5. Hotel Statistics	24
Conclusion	27
Annexure	29
Table 1. Number of Foreign Arrivals to Namibia by Nationality, 2005-2010	29
Table 2. Total Foreign Arrivals to Namibia by Nationality and Category of Traveler, 2010	30

Table 3. Number of Tourist Arrivals by Nationality, 2005-2010	32
Table 4. Number of Tourist Arrivals by Nationality and Sex, 2010	33
Table 5. Number of Tourist Arrivals by Nationality and Age, 2010	35
Table 6. Number of Tourist Arrivals by Nationality and Mode of Travel, 2010	37
Table 7. Number of Tourist Arrivals by Nationality and Regional Border Posts, 2010	39
Table 8. Number of Tourist Arrivals by Nationality and Intended Length of Stay, 2010	41
Table 9. Number of Tourist Arrivals by Nationality and Month, 2010	43
Table 10. Number of Tourist Arrivals by Nationality and Purpose of Visit, 2010	46
Table 11. Number of Tourist Arrivals by Seasonality and Nationality, 2010	48
Table 12. Hotel Accommodation Capacity by Month (All Categories)	50

Foreword

Tourism has become an important economic sector in Namibia, especially due to its potential to contribute in the battle to alleviate poverty, by creating jobs and generating much needed foreign currency and earnings.

As the number one foreign exchange earner in the country, tourism has become one of the top national contributing sectors to the national treasury. The Tourist Arrival Statistics are therefore important for assessing the market for investment, planning and research amongst others. The Tourist arrivals for the year 2010 is 984,099 is indicates recorded a slight increase of 0.4% as compared to 980,173 arrivals recorded in 2009.

This can be attributed to about the impact of the global economic crisis of which the industry is busy emerging from. Thus the slight decline of 2.8 % in the number of total foreign arrivals to Namibia in 2010 (**1,178,487**) as compared to 2009 (**1,211,925**) and an even lower increase in the number of tourists recorded in 2010 as compared to the previous years. Obviously, this is a cause for serious concern. We will need to face this challenge together, because its impacts will be felt by all of us, albeit in different forms and intensity.

Tourism makes it economical and profitable to protect natural, cultural and historical attractions, for without these attractions, tourism cannot prosper. Although tourism is experiencing a remarkable growth and is today the fastest growing sector, there are still areas for improvement. Namibia needs to minimize the leakages within the industry by improving its services and the quality of products that are on offer for our tourists. I hope the use of these tourist arrival statistics will help the industry to plan and thus contribute to the sector to continue growing from strength to strength.

I would like to thank the Ministry of Home Affairs and Immigration, the Directorate of Tourism, staff, as well as other stakeholders, for the production of these statistics. Much appreciation also goes to the Millennium Challenge Account - Namibia, for the service it has rendered to the Directorate of Tourism towards the publication of this report.

Hon. Minister: Netumbo Nandi-Ndaitwah
Ministry of Environment and Tourism

Acknowledgements

The Directorate of Tourism in the Ministry of Environment and Tourism acknowledges with thanks the Ministry of Home Affairs and Immigration and the Namibia Tourism Board (NTB) in the collection of the tourist arrival and hotel occupancy statistics. The technical assistance rendered by Mr. Philippe N. Gafishi, Commissioned by the Millennium Challenge Account - Namibia with funding from the Millennium Challenge Corporation, and Dr J.K. Mfunne from the University of Namibia during the preparation of this report is also acknowledged onwards.

Executive Summary

The publication on the Tourist Arrival Statistics aims to provide all Namibian partners involved, directly or indirectly, in the tourism sector with adequate up-to-date statistics and analysis in a timely fashion on an annual basis. This publication is prepared by the Directorate of Tourism and contains four major sections: an overview, foreign arrivals profile, tourist arrivals profile and hotel accommodation utilisation. Statistics and analysis presented below are related to the year 2010 and were derived from the arrival forms obtained from the Ministry of Home Affairs and Immigration.

A stratified sampling method was used to select a sample size of 288,981 arrival forms out of 1,178,487 for 2010. The population from which the sample was drawn included all foreign arrivals (non-Namibian nationals) to Namibia from 1st January to 31st December 2010 as recorded by the border control posts operated by the Ministry of Home Affairs and Immigration.

The findings show that there was a decrease of 2.8% of foreign arrivals in 2010 compared to 2009, following an increase of 5.3% in 2009 compared to foreign arrivals in 2008. However, despite this decrease in foreign arrivals, tourist arrivals have increased by 0.4% in the same period. This represented 84% of all foreign arrivals to Namibia. The trend of foreign arrivals to Namibia shows that in 2010 the number of foreign arrivals was almost four times bigger than their number in 1993, rising from 316,104 to 1,178,487 in 18 years. The increase over the 18 years amounted to a total of 862,383 foreign arrivals.

The majority of tourists to Namibia came from the Africa region with 714,288 tourists, making 72.6% of the total number of tourist arrivals, followed by Europe with 22.3% (219,069), North America (only USA and Canada) and "Other regions" contributed 2.3% (22,793) and 2.8% (27,949) respectively. In 2010, tourist arrivals from the Africa region and North America decreased by 1.3% and 8.6% respectively compared to 2009, while those arriving from Europe and "Other regions" increased by 6.1% and 11.9% respectively.

Results reveal that Angola, South Africa, Germany, Zambia, Zimbabwe, Botswana, United Kingdom, United States of America, France and Netherlands are the top ten countries that patronised Namibia as a favoured tourist destination in 2010. Tourist arrivals from Angola and South Africa together made up 58.4% of all tourist arrivals in Namibia in 2010 and 80.4% of tourist arrivals from Africa.

The overseas top five tourism markets for Namibia are Germany, UK, USA, France and the Netherlands. The tourist arrivals from these 5 countries represented 60.7% of all overseas tourist arrivals to Namibia and 16.6% of all tourist arrivals in 2010. Tourist arrivals from Germany account for 39.7% of all tourists arriving from Europe in 2010 and 8.8% of all tourist arrivals to Namibia in the same year.

In 2010, the majority of tourists that came to Namibia were in the age category of 30-39 years and this represented 25% of all tourist arrivals. The other two dominant age groups were 40-49 years accounting for 22% and 20-29 years accounting for 20%. The dominant age groups of tourists from Europe were 60+ years (22.2%) and 50-59 years (22.2%) respectively. This distribution is similar to the one of tourist arrivals from North America which accounted for 24.4% and 19.5% for the same age groups. Contrary to the dominant overseas age groups of tourist arrivals to Namibia in 2010, tourist arrivals from Africa were younger than

those arriving from overseas and were dominantly in age groups 30-39 with 28.4%, 40-49 with 22.4% and 20-29 with 21.4%. However, the distribution of tourist arrivals from South Africa by age group was different from the trend observed from other African countries. Most tourists from South Africa were in the age group 50-59 with 18.4% and 60+ years with 10.7%.

A total of 594,381 males compared to 389,718 female tourists visited Namibia in 2010 representing 60% and 40% of the total respectively. This gender imbalance was more pronounced in the Africa Region and "Other Regions" than in Europe and North America. It is however pleasing to observe that 4 source markets contributed more female than male tourist to Namibia in 2010. These included Scandinavia (58%), Brazil (51.5%), USA (51.5%) and Australia (50.7%).

Out of a total of 984,099 tourists that visited Namibia, 42% were on holiday, 40% were visiting friends or relatives, 14% were on business and 4% were on any other business not specified elsewhere. It is pleasing to note that of the 219,069 tourists from Europe and 22,793 tourists from North America, that visited Namibia, 81.2% and 75.7 % came for holiday while only 28.6% of tourists from the Africa Region came for holiday to Namibia. From a total of 277,655 tourists that came from the Africa Region, the majority (50.3%) came to visit friends or relatives. It is evident from the foregoing therefore that overseas markets contribute significantly to the tourism industry in Namibia since tourists on holiday spend most of their money on leisure.

In 2010, the two major points of entry for tourists in Namibia were the Northern border posts and Hosea Kutako International Airport each allowing 28.5% and 27.7% entry respectively. Together, these two received 54.2% of the total tourists arriving to Namibia.

Further analysis of the data on intended length of stay revealed that in 2010, the average intended length of stay of tourist arrivals to Namibia was 19 days. This represents an increase of 11.8% compared to 2009 when the average length of stay was 17 days.

In 2010, entry into Namibia by road was the most commonly used mode of travel for tourist arrivals accounting for 67.9% of all tourists. This is due to tourists arriving from neighbouring countries using the very well-established road network in Namibia. Air is the second mode of tourists representing 30.4% of all tourists and 61.4% of overseas tourist arrivals to Namibia.

The number of tourists that arrived in Namibia in different quarters of the year showed an increase throughout the year. However, the pattern for overseas tourists showed a significant peak season in July-September which accounted for 34.0% of all overseas tourists coming to Namibia in 2010. A total of 427,606 tourists representing 43.5% of all tourist arrivals in Namibia in 2010 came during the peak tourist season from May-September.

In 2010, the bed occupancy rate was 28%, declining from 31% in 2009 and 32% in 2008. This decline in bed occupancy may be due to many factors. The decrease may either imply that tourists do not patronize established accommodation facilities or may reflect the fact that some available accommodation are not registered, or not all data from established accommodation facilities have been captured.

Research Framework

1. Objectives

The objective of this Annual Report on Tourism Arrival Statistics for the year 2010 is to provide timely quality data on tourism arrivals to Namibia to all stakeholders including the Government of the Republic of Namibia, Namibia Tourist Board (NTB), Bank of Namibia, Namibia Planning Commission, Federation of Namibia Tourism Association (FENATA) and all its members, research institutions, NGOs, donors, universities and the general public for planning and general use purposes.

2. Methods

The production of this annual report involved collection of arrival forms from different border posts of Namibia by the Directorate of Tourism (DoT) of the Ministry of Environment and Tourism (MET) and stored in the Ministry of Home Affairs and Immigration (MNAI) for sorting, coding and selection of the sample. There were 33 border posts including 10 airports, 3 seaports and 20 other border posts. The total stratified sampling method was used to select a sample size of 288,981 arrival forms out of 1,178,487 for 2010. The population from which the sample was drawn included all foreign arrivals (Non-Namibian nationals) to Namibia from the 1st January to the 31st December 2010 as recorded by the border control posts operated by the MNAI. Data entry, verification, cleaning, tabulation and analysis were done using SPSS software. Data was then weighted and extrapolated from the sample to estimate the population of tourist arrivals.

Key Concepts and Definitions

Foreign Tourist: is defined as “any visitor travelling to a place other than 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”.

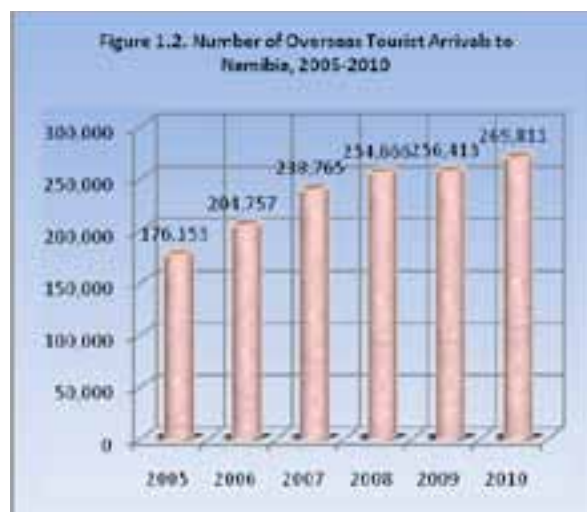
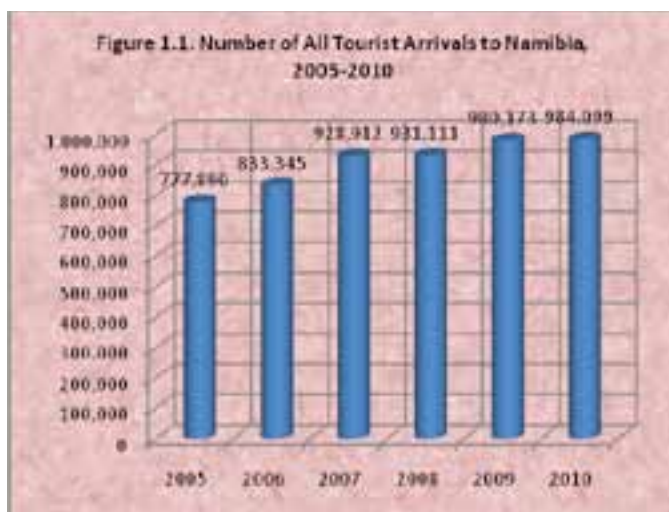
Purpose of Visit of Tourist: the main purpose of visit of tourist is classified under 4 categories which are – Visiting Friends/Relatives, Holiday, Business, and Other (those reasons that did not fall under the three categories).

The above definitions and classifications allow international comparison of Namibia is tourism statistics and are designed to measure the key segments of tourism demand for planning, marketing and promotion purposes.

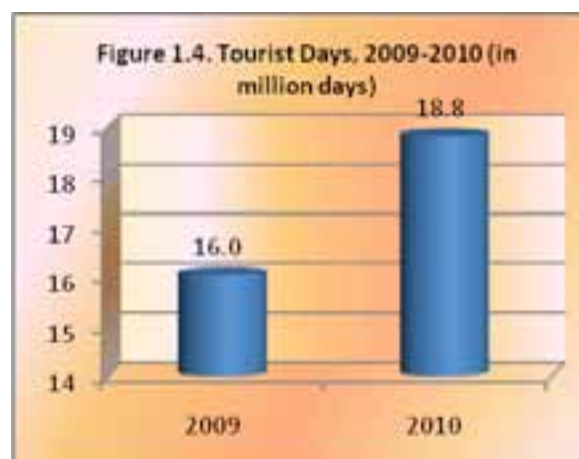
Results and Analysis, 2010

1. Overview

In 2010, Namibia received 1,178,487 foreign arrivals compared to 1,211,925 in 2009. This represents a 2.8% decline. However, a total of 984,099 tourists arrived in 2010, compared to 980,173 in 2009, representing a slight increase of 0.4%. Tourist arrivals from Europe increased by 6.1% and those from other overseas regions by 1.6%, while tourist from Africa decreased by 1.3%.



The average length of stay of tourists was 19 days in 2010 up from 17 days in 2009 (Figure 1.1), representing an increase of 11.8% and Tourist arrivals' days increased as well by 17.4% to 18.8 million days in 2010 (Figure 1.3 – Figure 1.4).



The top 10 tourism markets for Namibia from 2005 to 2010 are presented in the Table 1.1 below. The top 5 tourism markets for Namibia in 2010 were Angola, South Africa, Germany, Zambia and Zimbabwe. The next top 5 tourist markets were Botswana, United Kingdom, United States of America, France and the Netherlands. These countries have almost kept their positions during the last 6 years from 2005 to 2010, except France which took the lead over Netherlands from 2007 to 2010. UK and Botswana also interchanged their positions (9th or 10th) during this period. It is interesting to note that Germany and USA have kept respectively the 3rd and 8th position throughout the 6 year period from 2005 to 2010.

Table 1.1. Top Ten Tourism Markets, 2005-2010

2005		2006		2007		2008		2009		2010	
Angola	281,365	Angola	278,058	Angola	336,045	Angola	310,395	Angola	309,127	Angola	296,825
South Africa	230,949	South Africa	239,886	South Africa	250,038	South Africa	243,038	South Africa	285,779	South Africa	277,655
Germany	61,222	Germany	68,214	Germany	80,418	Germany	81,543	Germany	81,974	Germany	87,072
Zambia	35,782	Zambia	45,203	Zambia	40,709	Zambia	50,248	Zambia	54,333	Zambia	54,229
Zimbabwe	22,765	Zimbabwe	30,623	UK	28,214	Zimbabwe	29,281	Zimbabwe	31,842	Zimbabwe	37,667
Botswana	22,333	UK	24,736	Zimbabwe	26,764	UK	28,111	UK	28,039	Botswana	31,503
UK	20,978	Botswana	24,720	Botswana	25,649	Botswana	26,378	Botswana	26,918	UK	25,717
USA	11,979	USA	16,325	USA	19,342	USA	20,856	USA	20,080	USA	17,826
Netherlands	11,569	Netherlands	12,196	France	15,019	France	14,604	France	15,044	France	17,039
France	9,959	France	12,000	Netherlands	13,282	Netherlands	14,382	Netherlands	14,503	Netherlands	16,078

The trend shows that most of the tourist arrivals from overseas came for holiday in Namibia. It is pleasing to note that of the 219,069 tourists from Europe and 22,793 tourists from North America, that visited Namibia, 81.2% and 75.7 % came for holiday, while only 28.6% of tourists from the Africa Region came for holiday in Namibia. From a total of 277,655 tourists that came from the Africa region, the majority (50.3%) came to visit friends or relatives.

Figure 1.5. Number of All Tourist Arrivals in Namibia by Purpose of Visit, 2007-2010

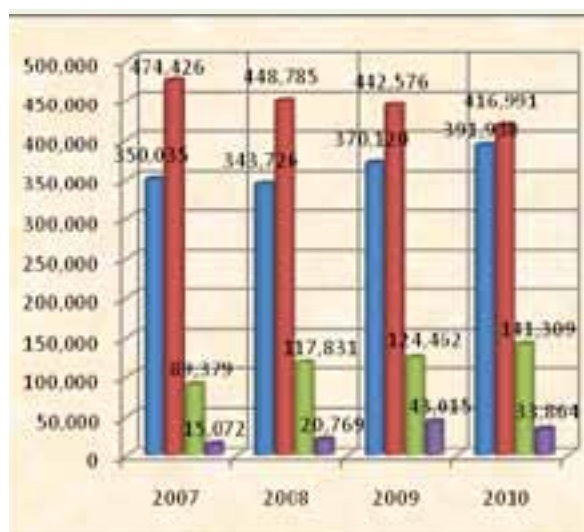


Figure 1.6. Number of Overseas Tourist Arrivals in Namibia by Purpose of Visit, 2007-2010

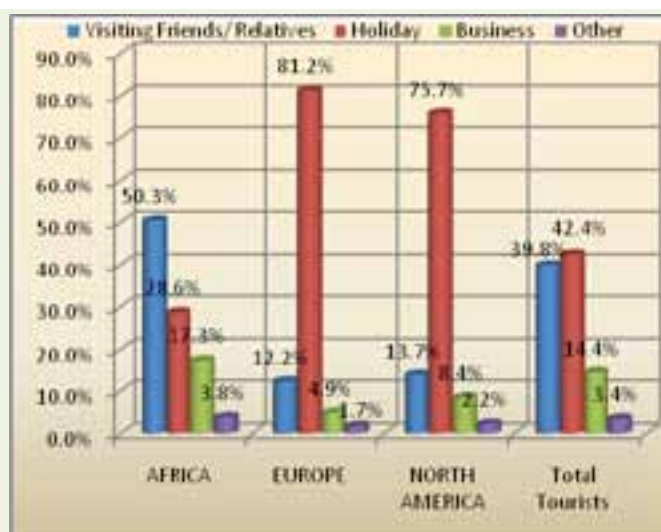


Figure 1.8. Bed Occupancy Rate, Average Jan-Dec



In 2010, the bed occupancy rate was 28%, declining from 31% in 2009 and 32% in 2008 (Figure 1.8).

2. Foreign Arrivals Profile

The total foreign arrivals comprise every individual coming into Namibia and are classified according to the following categories: Returning Residents, Tourists, Same-day Visitors and Others (such as students, diplomats, PRP holder, ORP, EP&SP Holders, etc.). It is important to understand that not all foreign arrivals are tourists.

2.1. Foreign Arrivals to Namibia, 1993-2010

The trend of foreign arrivals to Namibia shows that in 2010 the number of foreign arrivals was almost 4 times bigger than their number in 1993, rising from 316,104 to 1,178,487 during the last 18 years (Figure 2.1). The increase over the 18 years amounted to a total of 862,383 foreign arrivals. There was a decrease of 2.8% of foreign arrivals in 2010 compared to 2009, following an increase of 5.3% in 2009 compared to foreign arrivals in 2008. It is important to indicate the consecutive increase of foreign arrivals, from 2006 to 2009 of 6.0%, 9.2%, 2.2% and 5.3% respectively (Figure 2.1). A part from a decrease of 8.2% in 2003, tourist arrivals have increased from 1993 to 2010. Notwithstanding, the decrease of foreign arrivals of 2.8% in 2010 compare to 2009, tourist arrivals have increased by 0.4% in the same period.

Figure 2.1. Number of Total Foreign Arrivals to Namibia, 1993-2010

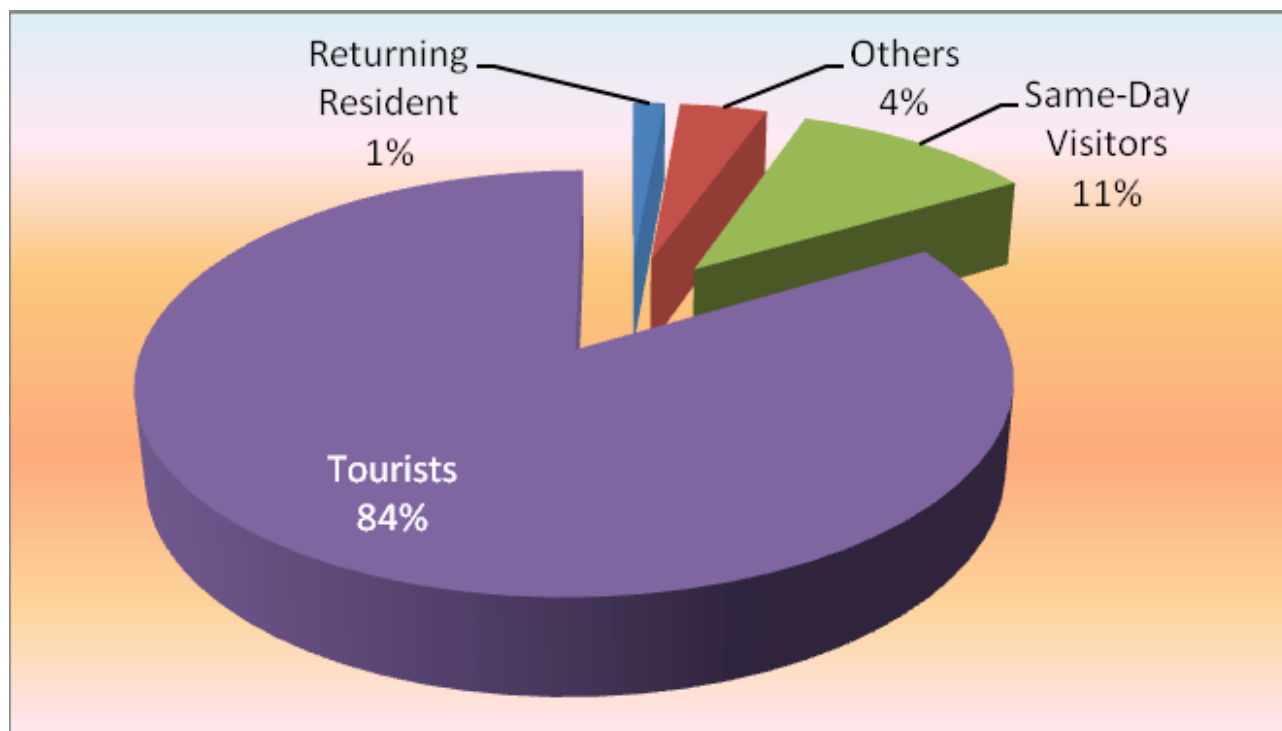


2.2. Foreign Arrivals' Category of Traveller to Namibia, 2010

In 2010, tourists represented 84% of the total foreign arrivals to Namibia, while Same-day Visitors, "Others" and "Returning Residents" made up 11%, 4% and 1% of foreign arrivals respectively (Figure 2.2). This trend

was similar to the one in 2009 where the proportions were 81% for tourists, 10% for Same-day visitors, 7% for “Others”, and 2% for Returning Residents.

Figure 2.2. Proportion of Foreign Arrivals by Category of Traveller, 2010



The results contained in Table 2.1 indicate a continuous decrease in the number of Returning Residents from 2007 to 2010 while the number of Tourists to Namibia reveals a continuous increase during the same period. The sharp increase in the number of tourists may be attributed to concerted efforts by the Namibia Tourism Boars (NTB) and the Ministry of Environment and Tourism and other beneficiaries of tourism such as tour operators to advertise and popularize Namibia as a tourist destination.

It is also evident in Table 2.1 that there was a significant decrease in the number of Returning Residents (35.2%) and “Others” (44.7%) while Same-Day Visitors and Tourists increased by 8.2% and 0.2% respectively. The economic hardships of recent years may be a contributing factor to the continuing trend the decrease of the number of Returning Residents.

Table 2.1. Number of Foreign Arrivals by Category of traveler, 2001-2010

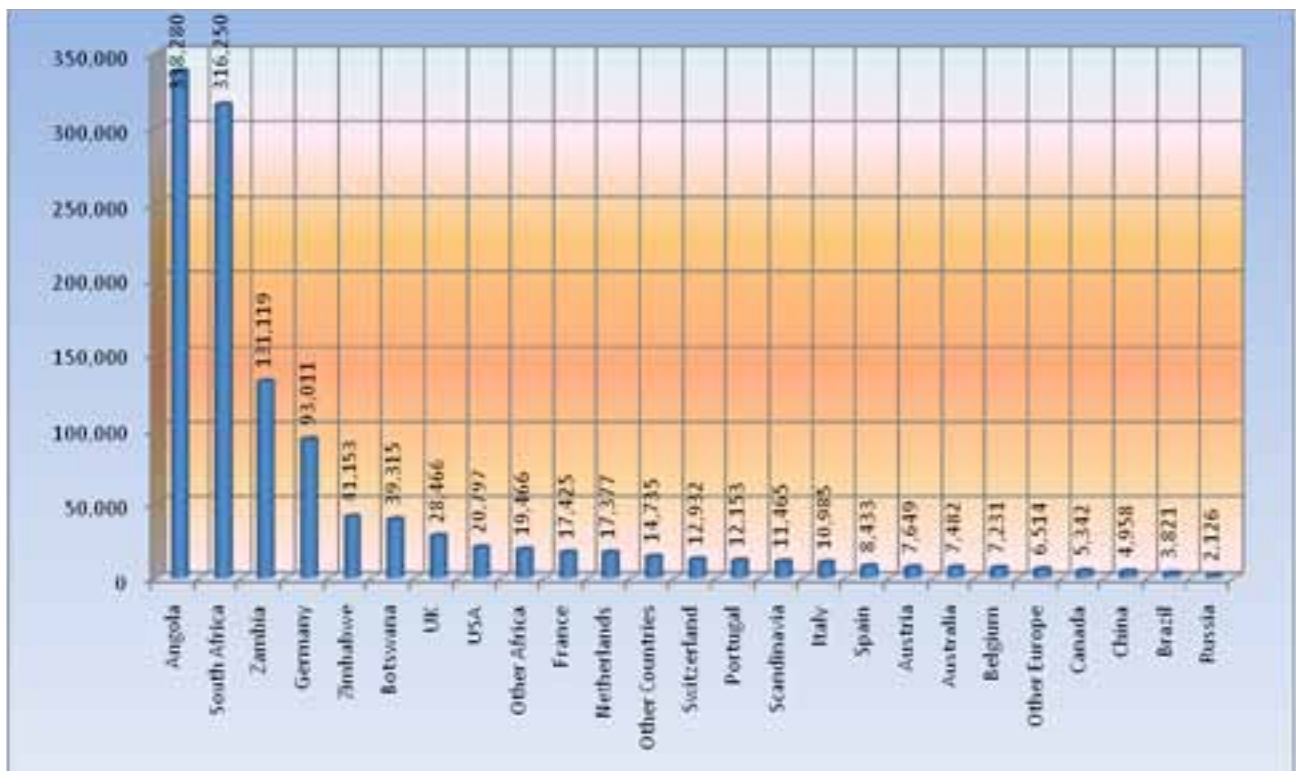
	Returning Resident	Others	Same-Day Visitors	Tourists	Total Foreign Arrivals
2001	36,006	124,418	30,263	670,497	861,184
2002	48,751	99,443	42,374	757,201	947,769
2003	58,112	118,957	44,417	695,221	916,707
2004	-	-	-	716,078	986,148
2005	39,129	78,003	78,146	777,890	973,168
2006	42,531	28,502	127,299	833,345	1,031,677
2007	40,639	37,762	119,446	928,912	1,126,759
2008	36,435	35,905	147,623	931,111	1,151,074
2009	26,354	84,948	120,445	980,178	1,211,925
2010	17,087	46,978	130,323	984,099	1,178,487

% Change per year by purpose of visit					
2001					
2002	35.4%	-20.1%	40.0%	12.9%	10.1%
2003	19.2%	19.6%	4.8%	-8.2%	-3.3%
2004	-	-	-	3.0%	7.6%
2005				8.6%	-1.3%
2006	8.7%	-63.5%	62.9%	7.1%	6.0%
2007	-4.4%	32.5%	-6.2%	11.5%	9.2%
2008	-10.3%	-4.9%	23.6%	0.2%	2.2%
2009	-27.7%	136.6%	-18.4%	5.3%	5.3%
2010	-35.2%	-44.7%	8.2%	0.4%	-2.8%

2.3. Nationality of Foreign Arrivals to Namibia, 2010

In 2010, the first 10 largest source markets of foreign arrivals in Namibia came from Angola, South Africa, Zambia, Germany, Zimbabwe, Botswana, UK, USA, France and the Netherlands. Russia, Brazil, China, Canada and Belgium contributed the least number of foreign arrivals to Namibia in 2010 (Figure 2.3). Availability of flights between Namibia and Angola, South Africa and Germany may contribute to the large number of foreign arrivals. For Angola and Zambia, many tourists also entered by road due to proximity to Namibia.

Figure 2.3. Foreign Arrivals by Nationality, 2010



3. Tourist Arrivals Profile

This section only focuses on the profile and travel information of tourist arrivals in 2010 that are categorized in the previous section as 984,099 out of 1,178,487 total foreign arrivals in Namibia.

3.1. Tourist Arrivals by Region, 2005 – 2010

Regions are categorized in 4 parts, namely Africa, Europe, North America (only USA and Canada) and “Other (other countries not classified elsewhere in the above specified categories)”.

The results in Table 3.1 below show that in 2010, the majority of tourists to Namibia came from the Africa Region (714,288 tourists, making 72.6% of the total number of tourist arrivals). The Africa Region was followed by Europe with 22.3% (219,069). North America and Other regions contributed 2.3% (22,793) and 2.8% (27,949) respectively. In 2010, tourist arrivals from the Africa region and North America decreased by 1.3% and 8.6%, respectively compared to 2009, while those arriving from Europe and Other regions increased by 6.1% and 11.9% respectively.

During the period 2005–2010, tourist arrivals from Europe continuously increased within a range of 1.2% and 16.5%, while those arriving from North America have decreased in 2009 and 2010 after a significant increase between 2006 and 2008.

Table 3. 1. Number of Tourist Arrivals by Region, 2005-2010

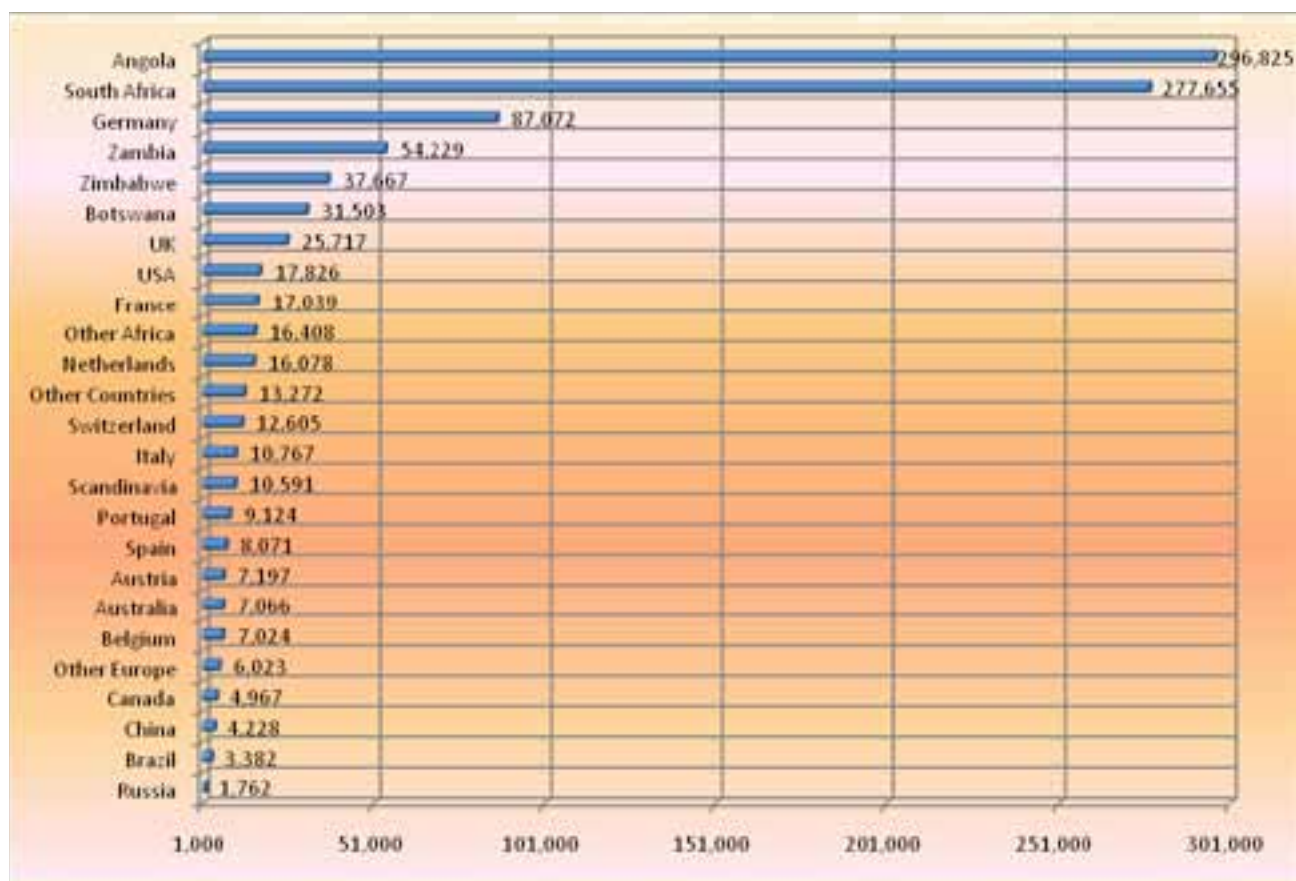
Tourist Arrivals by Region, 2005-2010						% Change per year by Region				
Year	Africa	Europe	North America	Other	Total	Africa	Europe	North America	Other	Total
2005	601,738	146,362	11,979	17,812	777,890					
2006	628,588	166,974	16,325	21,459	833,345	4.5%	14.1%	36.3%	20.5%	7.1%
2007	690,148	194,603	19,342	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%

3.2. Nationality of Tourists

Results presented in Figure 3.1 reveal that Angola, South Africa, Germany, Zambia, Zimbabwe, Botswana, United Kingdom, United States of America, France and the Netherlands are the top ten countries that patronised Namibia as a favoured tourist destination in 2010. Angola and South Africa together represent 58.4% of all tourist arrivals in Namibia in 2010 and 80.4% of tourist arrivals from Africa. Proximity of Angola and South Africa may contribute to the high numbers of tourists from these two countries, thus making it cheaper for the tourists but this may also reflect the fact that Namibia offers attractive tourist sites and services which the tourists like.

The overseas top five tourism markets for Namibia are Germany, UK, USA, France and the Netherlands. The tourist arrivals from these 5 countries represent 60.7% of all overseas tourist arrivals to Namibia and 16.6% of all tourist arrivals in 2010. Tourist arrivals from Germany account for 39.7% of all tourists arriving from Europe in 2010 and 8.8% of all tourist arrivals to Namibia in the same year. The historic connections between Germany and Namibia may in part contribute to the high patronage of Namibia by German tourists.

Figure 3.1. Number of Tourist Arrivals by Nationality, 2010



3.3. Age of Tourists

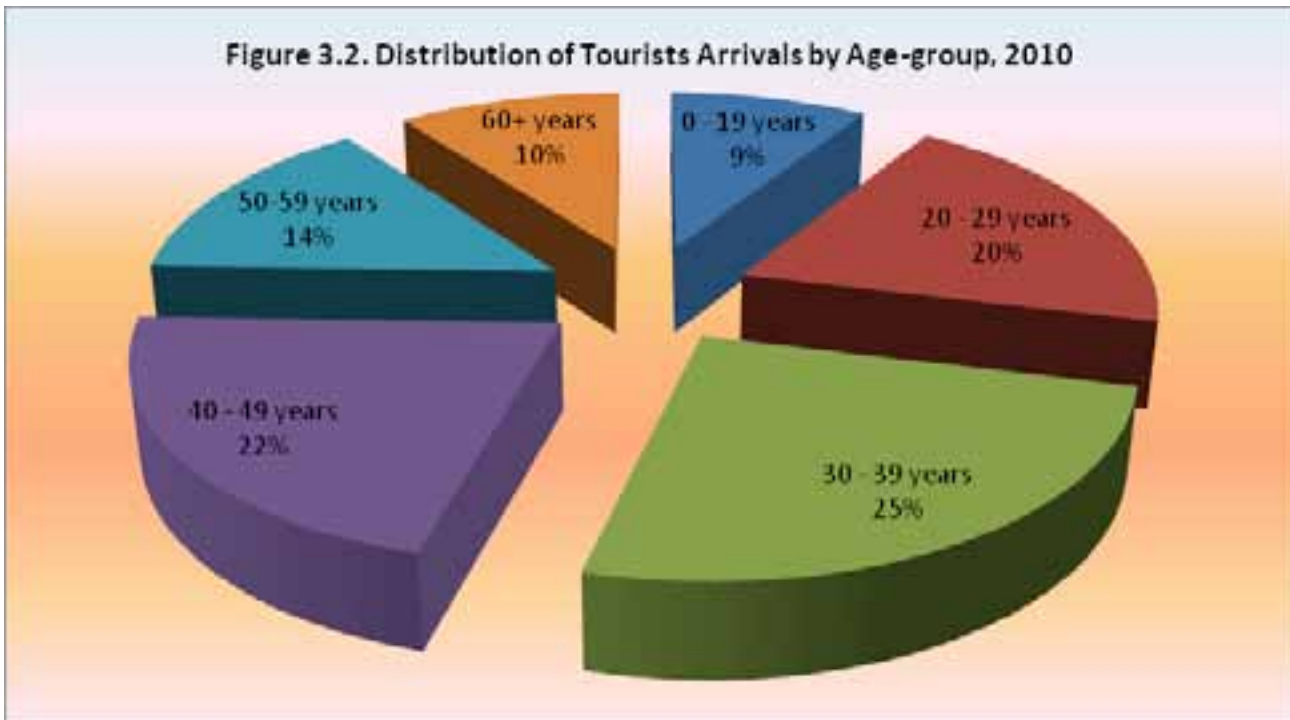
In 2010, the majority of tourists that came to Namibia were in the age category of 30-39 years and this represented 25% of all tourist arrivals (Figure 3.2). The other two dominant age groups were 40-49 years accounting for 22% and 20-29 years accounting for 20%.

The age groups which were the least as tourist arrivals to Namibia in 2010 were 0-19 year, 60+ years and 50-59 years which represented 9%, 10% and 14% respectively. This distribution of all tourist arrivals by age group has slightly remained the same compared to the situation in 2009, where the dominant age group 30-39 years accounted for 24.2%.

The dominant age groups of tourists from Europe were 60+ years (22.2%) and 50-59 years (22.2%) respectively, of which tourists from Germany accounted for 26.9% for age group 60+ years and 21.9% for age group 50-59 years.

This distribution is similar to the one of tourist arrivals from North America which accounts for 24.4% and 19.5% for the same age groups. This shows the quality improvement of overseas tourist arrivals in Namibia. Contrary to the dominant overseas age groups of tourist arrivals to Namibia in 2010, tourist arrivals from Africa are younger than those arriving from overseas and are dominantly in age groups 30-39 with 28.4%, 40-49 with 22.4% and 20-29 with 21.4%. However, the distribution of tourist arrivals from South Africa, by age group, is difference to other African countries with a significant representation in age group 50-59 with 18.4% and 60+ years with 10.7%.

Figure 3.3. Distribution of Tourist Arrivals in Namibia by age group by Region of residence



3.4. **Gender of Tourist**

A total of 594,381 males compared to 389,718 female tourists visited Namibia in 2010 representing 60% and 40% of the total respectively (Figure 3.4). This gender imbalance was more pronounced in the Africa Region and “Other Regions” than in Europe and North America. This may suggest that the nature of most tourism products such as trophy hunting, desert adventures and the rugged nature of Namibia’s terrain appeal more to males than females.

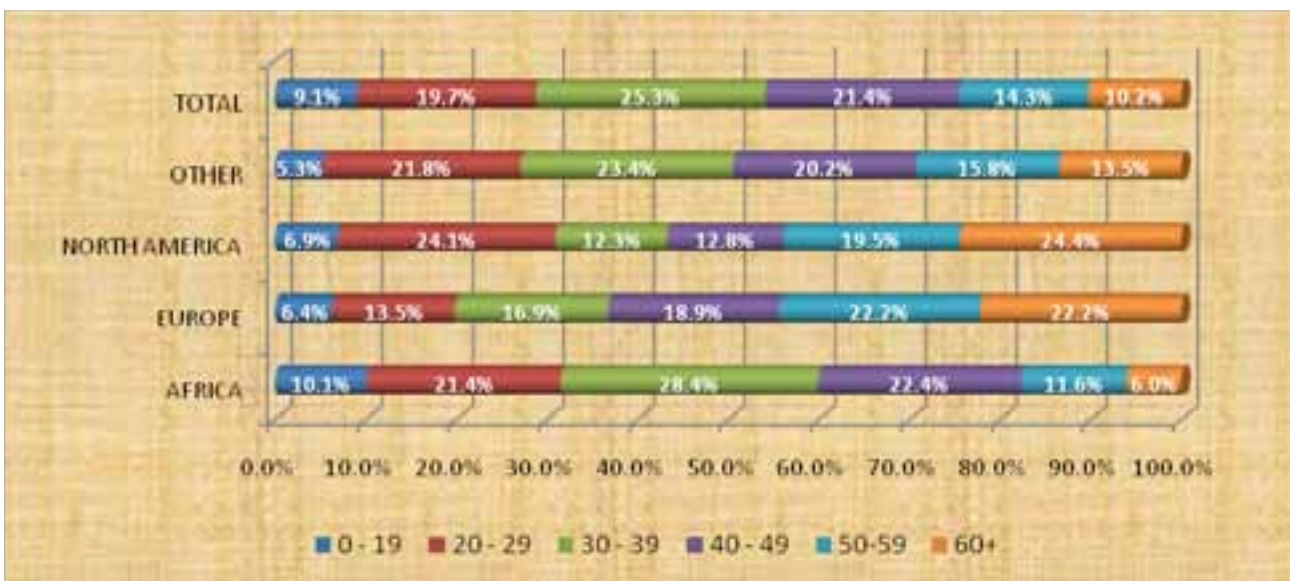
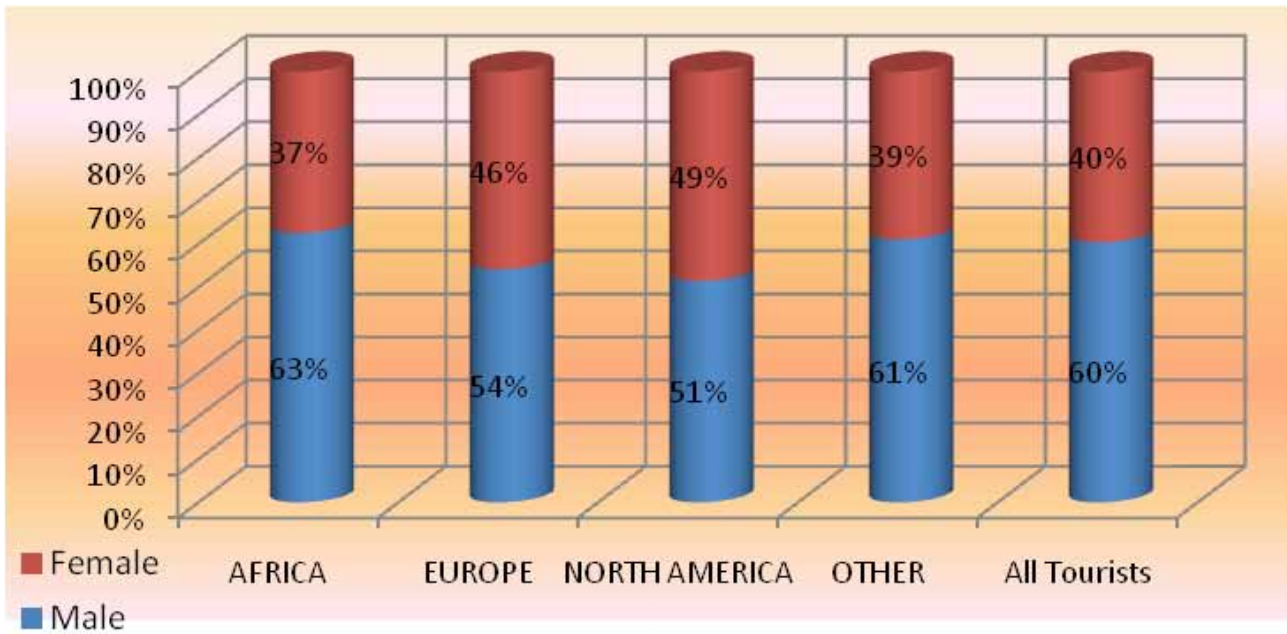
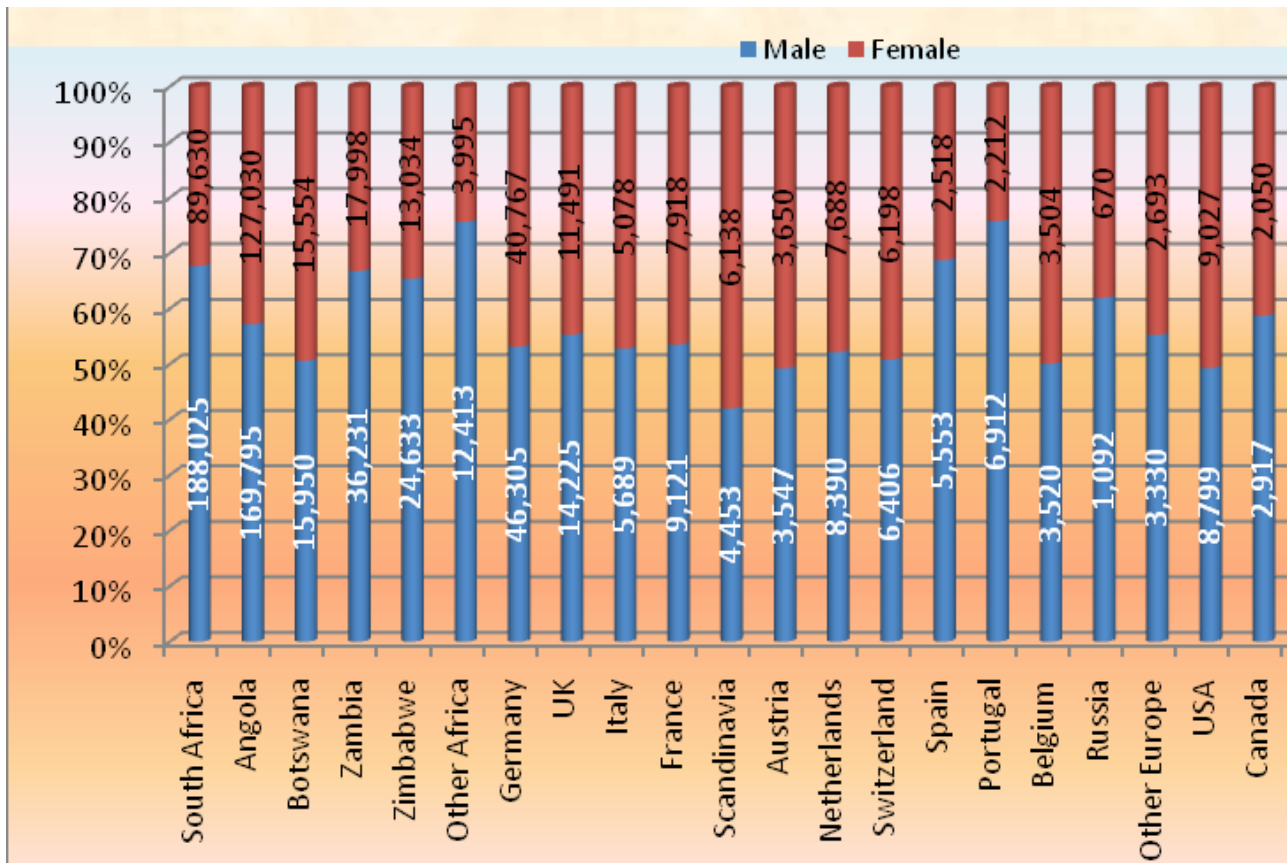


Figure 3.4. Distribution of Tourist Arrivals to Namibia by Gender and Region of residence



It is however pleasing to observe that 4 source markets contributed more female than male tourist to Namibia in 2010 (Figure 3.5). These included Scandinavia (58%), Brazil (51.5%), USA (51.5%) and Australia (50.7%). This suggests that the observed male-dominated gender imbalance can be reversed once the needs of female tourists are determined and addressed or met. The NTB and the Ministry of Environment and Tourism should develop and advertise products that are attractive to females as well.

Figure 3.5. Number of Tourist Arrivals to Namibia by Country of Residence, 2010



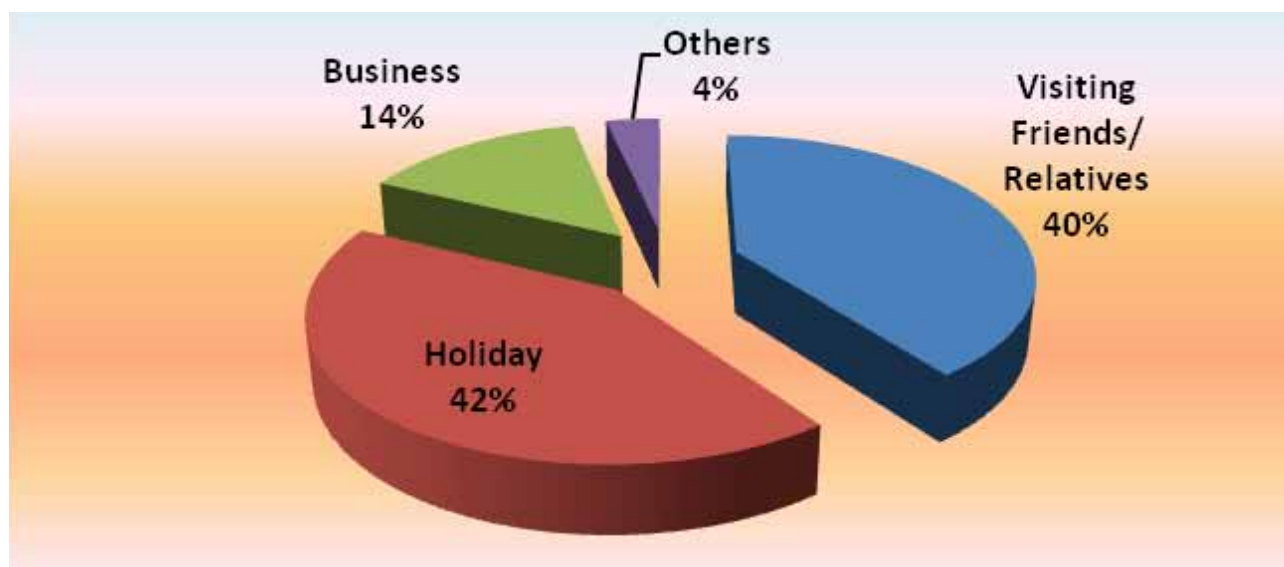
4. Travel Information on Tourist Arrivals to Namibia

This section presents results on travel information on tourist arrivals to Namibia in 2010 with respect to purpose of visit, point of entry, intended length of stay, mode of travel and seasonality travel. The results are compared according to key region of residence tourism markets.

4.1. Purpose of Visit

The purpose of visit of tourist arrivals in Namibia is classified in 4 categories namely “*Visiting Friends/Relatives, Holiday/Leisure, Business* and “*Others*”. In 2010, out of a total of 984,099 tourists that visited Namibia, 42% were on holiday, 40% were visiting friends or relatives, 14% were on business and 4% were on any other business not specified elsewhere (Figure 4.1).

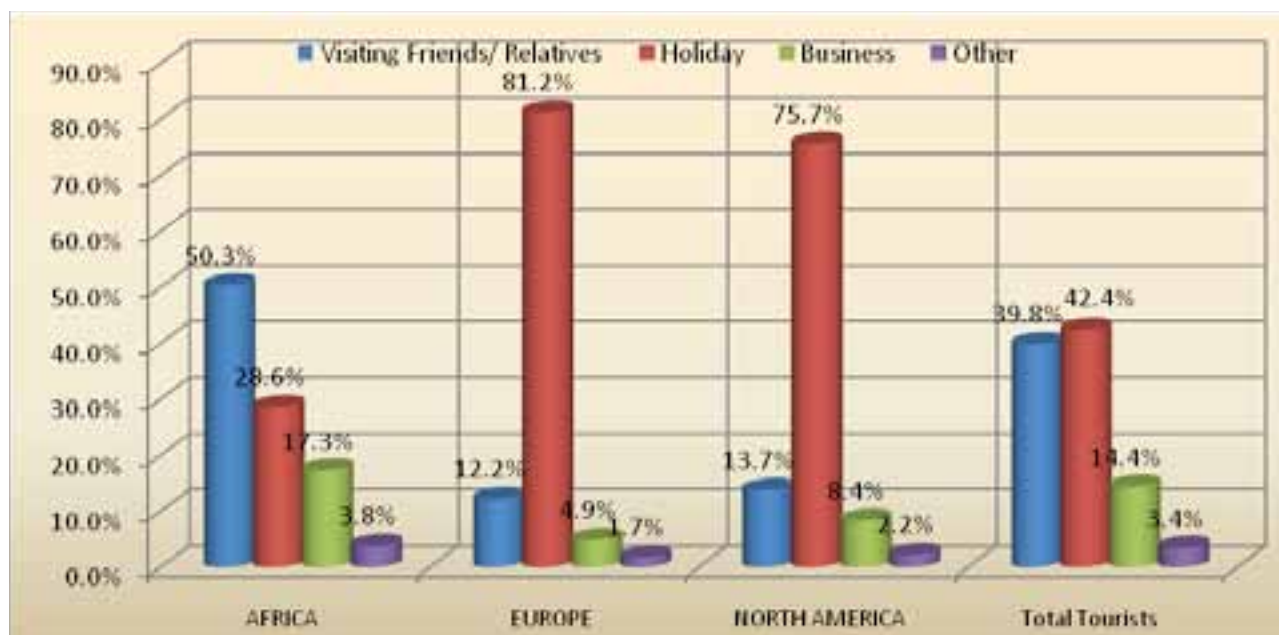
Figure 4.1. Distribution of Tourist Arrivals to Namibia by Purpose of Visit, 2010



This trend amongst purpose of visit to Namibia by tourists, is similar to the one of 2009 where 45.2% of tourist arrivals to Namibia were on holiday, 37.8% were visiting friends or relatives, 12.7% were on business and 4.4% were on other unspecified business.

It is pleasing to note that of the 219,069 tourists from Europe and 22,793 tourists from North America, that visited Namibia, 81.2% and 75.7 % came for holiday (Figure 4.2) while only 28.6% of tourists from the Africa Region came for holiday in Namibia. From a total of 277,655 tourists that came from the Africa Region, the majority (50.3%) came to visit friends or relatives. It is evident from the foregoing therefore that overseas markets contribute significantly to the tourism industry in Namibia since tourists on holiday spend most of their money on leisure. Namibia should therefore put more effort to attract even more overseas tourists in order to maximise and sustain benefits that accrue from this lucrative overseas market source. At the same time, more efforts should be made to develop tourism markets that will attract more tourists from the Africa Region.

Figure 4.2. Distribution of Tourist Arrivals to Namibia by purpose of Visit by Region of Residence



4.2. Point of Entry

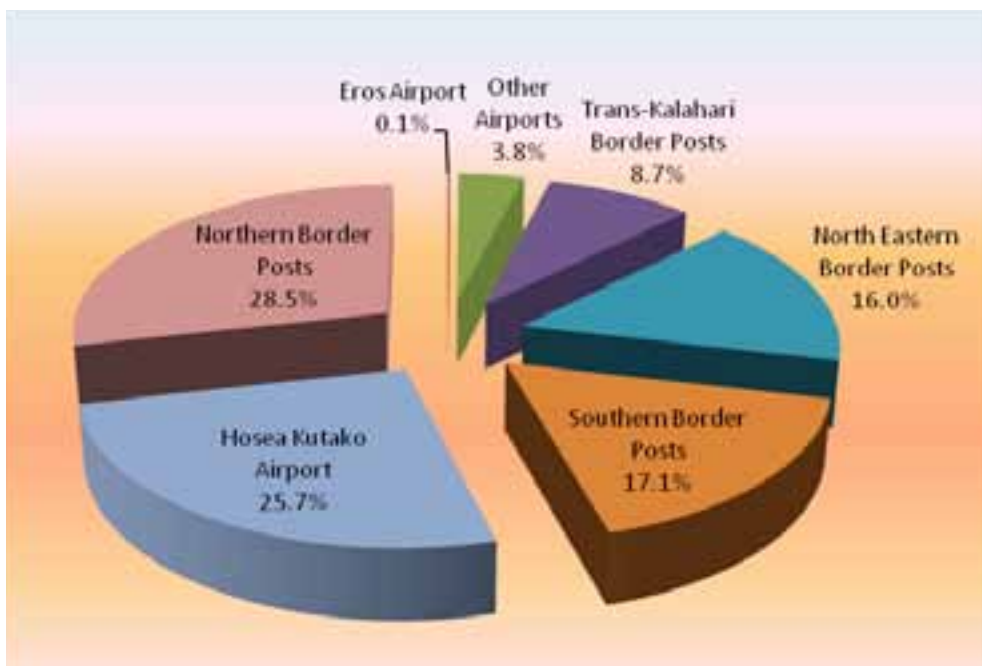
The point of entry is classified by regional border posts as follows: Hosea Kutako International Airport, Northern Border Posts, North Eastern Border Posts, Southern Border Posts, Trans-Kalahari Border Post, Eros Airport and Other Airports.

In 2010, the two major points of entry for tourists in Namibia were the Northern border posts and Hosea Kutako International Airport each allowing 28.5% and 27.7% entry respectively (Figure 4.3). Together, these two received 54.2% of the total tourists arriving to Namibia.

From a total of 714,288 African tourists that entered Namibia in 2010, 40% used the northern borders while 20% used the southern borders. Among all the tourists who used the Northern border posts (280,835), Angolans made up 86.7% while South Africans took a lion's share (79.4%) of the 168,384) tourists that entered through the Southern border post.

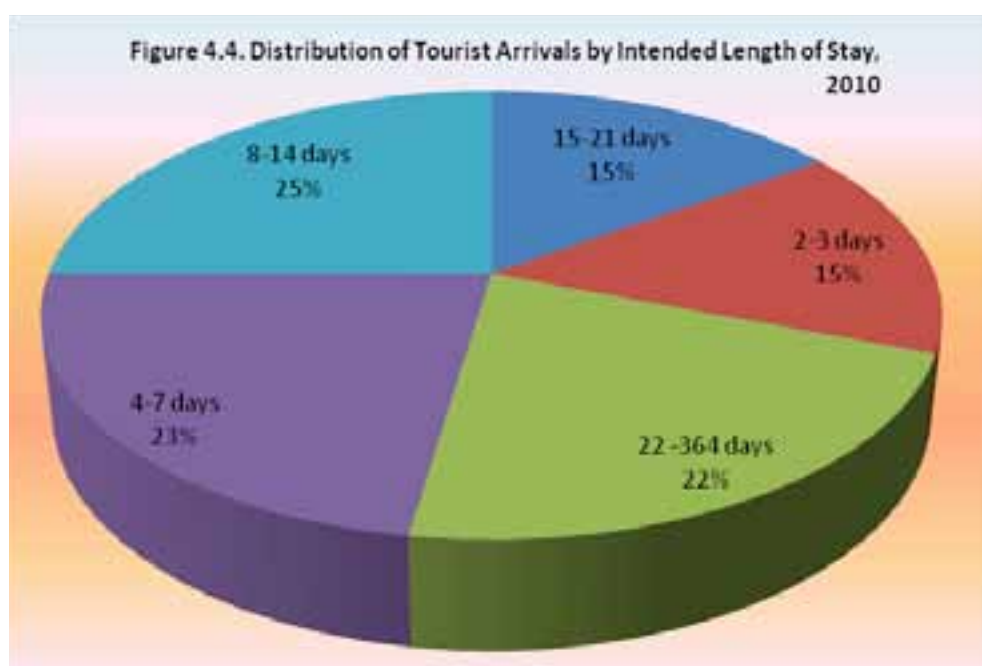
Tourists arriving from Europe (59.2%), North America (49.5%) and "Other regions" (50%), other than Africa, mainly used Hosea Kutako International Airport as point of entry. Among the tourist arriving from Europe who used Hosea Kutako International Airport, Germans comprised 47.2% (61,200 out of 129,600) followed by France (9.0%) and UK (8.9%). The increase in number and frequency of direct flights to and from Namibia by different airlines makes an important contribution to bringing tourists to Namibia.

Figure 4.3. Distribution of Tourist Arrivals by Point of Entry, 2010



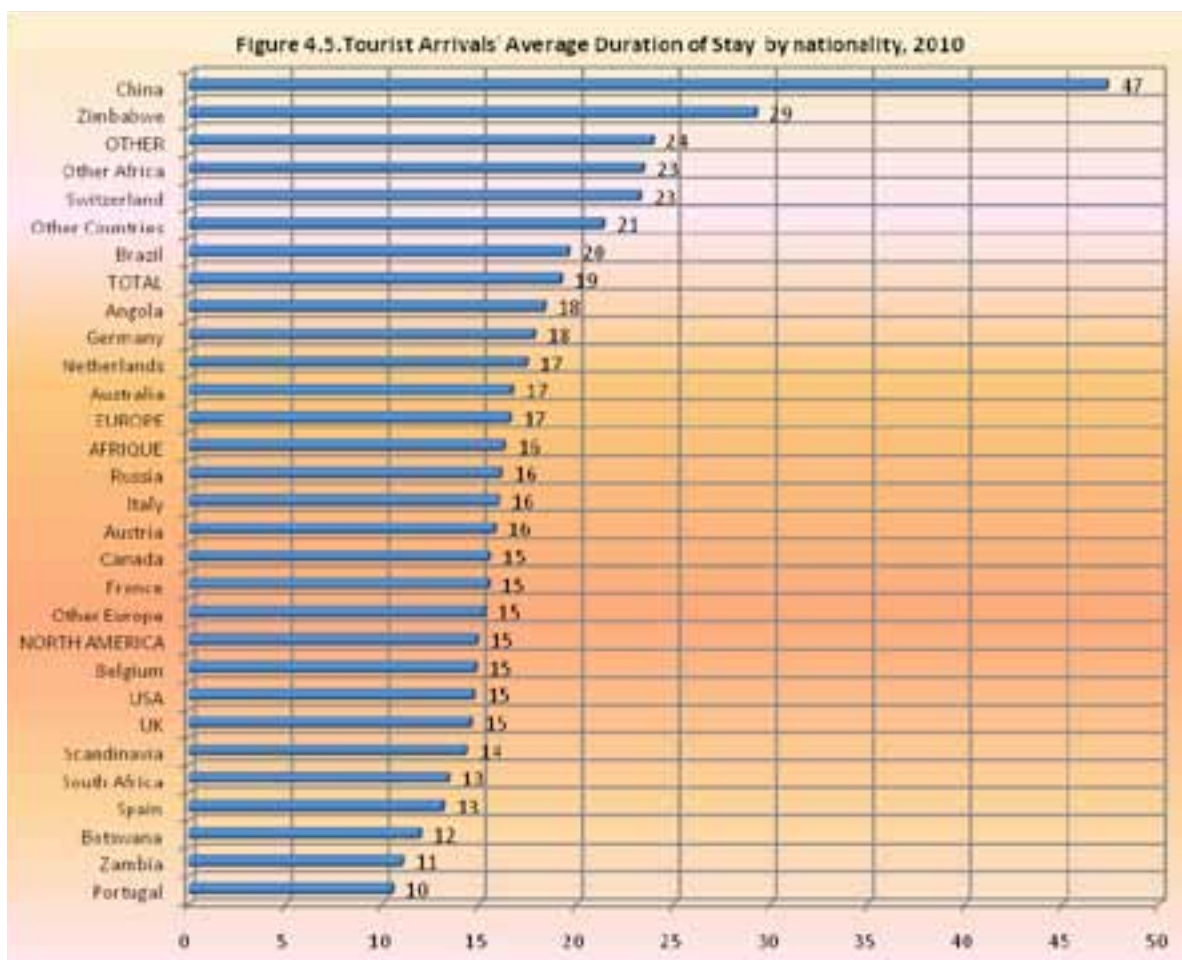
4.3. Intended Length of Stay

The intended length of stay by tourists is categorised into 5 classes, namely 2-3 days, 4-7 days, 8-14 days, 15-21 days and 22-264 days. The distribution shown in Figure 4.4 below indicates that the majority of tourists stayed from 8-14 days (25%), 4-7 days (23%) and 22-364 days (22%). Further analysis of the data on intended length of stay revealed that in 2010, the average intended length of stay of tourist arrivals to Namibia was 19 days (Figure 4.5). This represents an increase of 11.8% compared to 2009 when the average length of stay was 17 days. When the intended days of all tourists are taken together, they cloaked 18.8 million days in 2010 while this figure was 16.0 million, representing a 17.4% increase.



Tourists from Africa stayed an average of 16 days, those from Europe stayed 17 days, those from North America stayed 15 days and those coming from “Other regions” stayed 24 days, in Namibia. Chinese stayed the longest in Namibia with an average duration of stay of 47 days, followed by Zimbabwe, Switzerland and Brazil whose average duration of stay are above the overall average (Figure 4.5).

The least to stay in Namibia were tourists arriving from Portugal, Zambia, Botswana, Spain and South Africa (Figure 4.5). It is important to note that the majority of Zambian arrivals to Namibia were “Same-day visitors” (52%) crossing the border post, most likely for shopping.



4.4. Mode of Travel

In 2010, entry into Namibia by road was the most commonly used mode of travel for tourist arrivals to Namibia accounting for 67.9% of all tourists. This is due to tourists arriving from neighbouring countries using the very well-established road network in Namibia. Air is the second mode of travel for tourists representing 30.4% of all tourists and 61.4% of overseas tourist arrivals to Namibia.

This mode of travel structure has remain the same since 2008 with just a slight difference of 1.2 point increase on Air mode of travel in 2010 and 1.1 point decrease on Road mode of travel compared to 2009, as shown in the Figure 4.6 below.

The category “Other” which comprised mainly Sea and River mode of travel recorded the lowest number of tourists who make use of it. There is need for the Namibian tourism industry to explore means to make these modes of entry attractive.

Figure 4.6. Distribution of Tourist Arrivals by Mode of Travel, 2010



4.5. *Seasonality Travel*

4.5.1. **Tourists Arrival per Month**

The number of tourists that arrived in Namibia in different months in 2010 are presented in Figure 4.7. The number of all tourists that came to Namibia, though fluctuating between different months, revealed an increasing trend reaching a peak in December. However, overseas tourists increased from July and peaked in September after which the numbers decreased. The peak for tourists from Africa was in December. Most overseas tourists travel back to be in time for the Christmas festivities while there is a lot of African tourists coming to visit Namibia during the December period. There is a high number of Angolans and South Africans that significantly influences the overall trend in November and December.

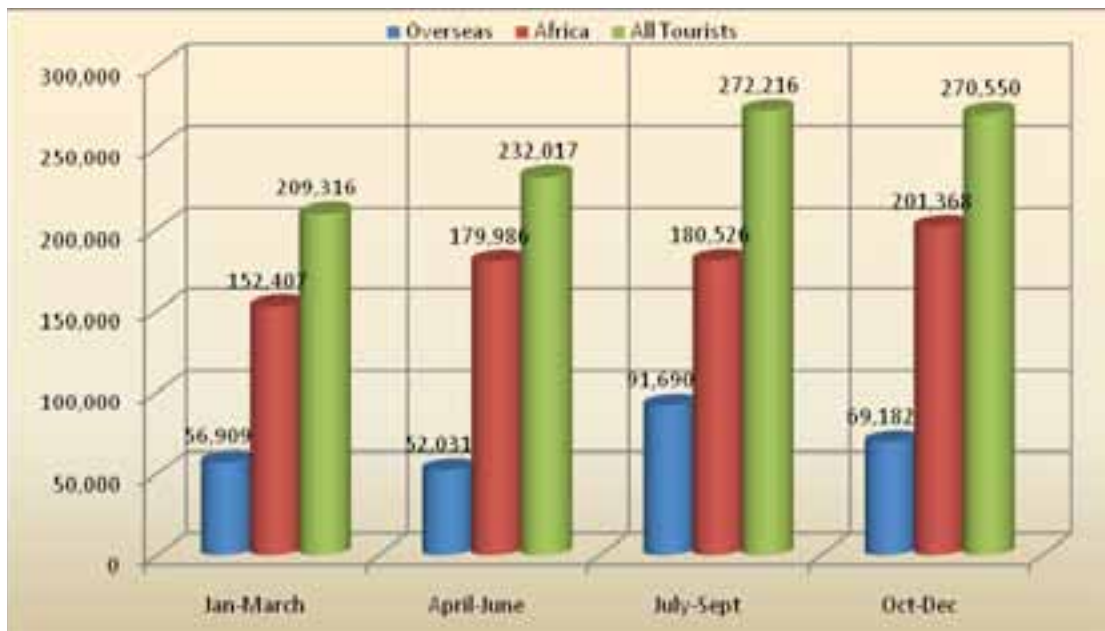
Figure 4.7. Number of Tourist Arrivals to Namibia by Month, 2010



4.5.2. Tourists Arrival per Quarter

The number of tourists that arrived in Namibia in different quarters of the year showed an increase throughout the year (Figure 4.8). However, the pattern for overseas tourists showed a significant peak season in July-September which accounted for 34.0% of all overseas tourists coming to Namibia in 2010.

Figure 4.8. Number of Tourist Arrivals by Quarter, 2010



4.5.3. Tourists Arrival per Seasonality Travel

The Ministry of Environment and Tourism defines the real tourism season differently from the normal annual quarters. The tourist season categories are *January-April*, *May-September* and *October-December*.

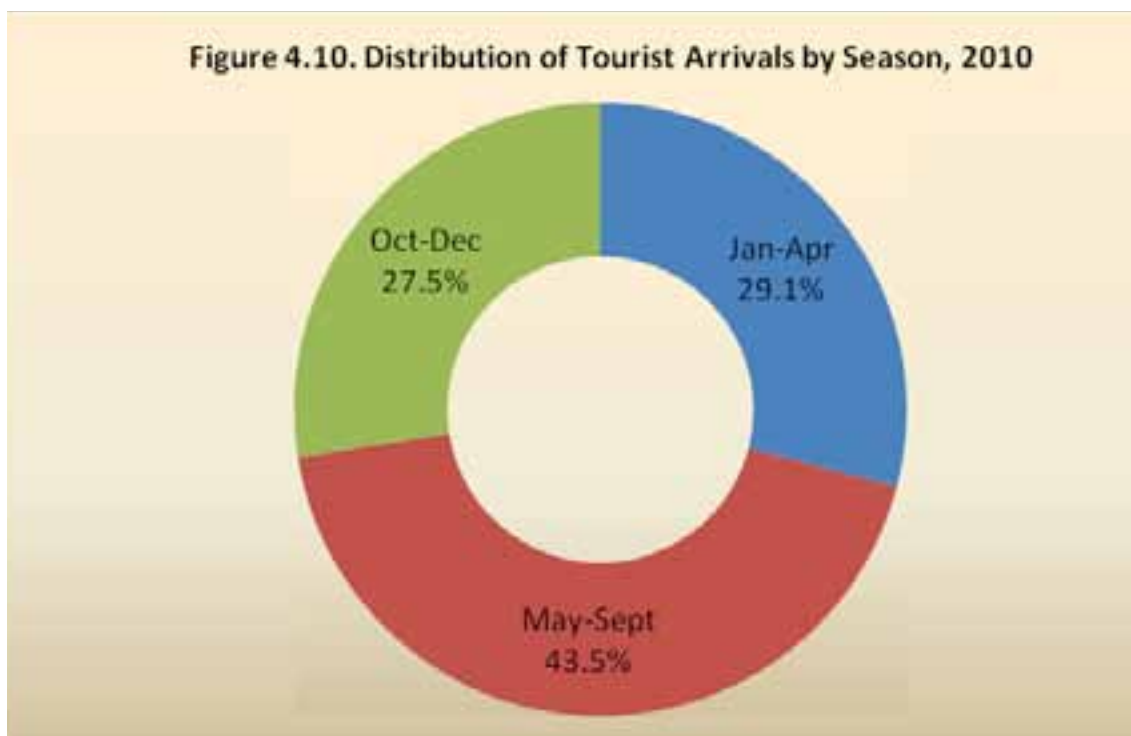
The majority of tourists from Overseas and Africa came during the May-September season (Figure 4.9). This is referred to as the “peak tourist season” in Namibia. A total of 427,606 tourists representing 43.5% of all tourist arrivals in Namibia in 2010 came during this peak tourist season (Figure 4.10 below).

Figure 4.9. Number of Tourist Arrivals by Season, 2010



The tourism industry should capitalise to advertise and attract more tourists during this observed season. However, efforts should also be made to attract more tourists during other seasons such as January and April each year.

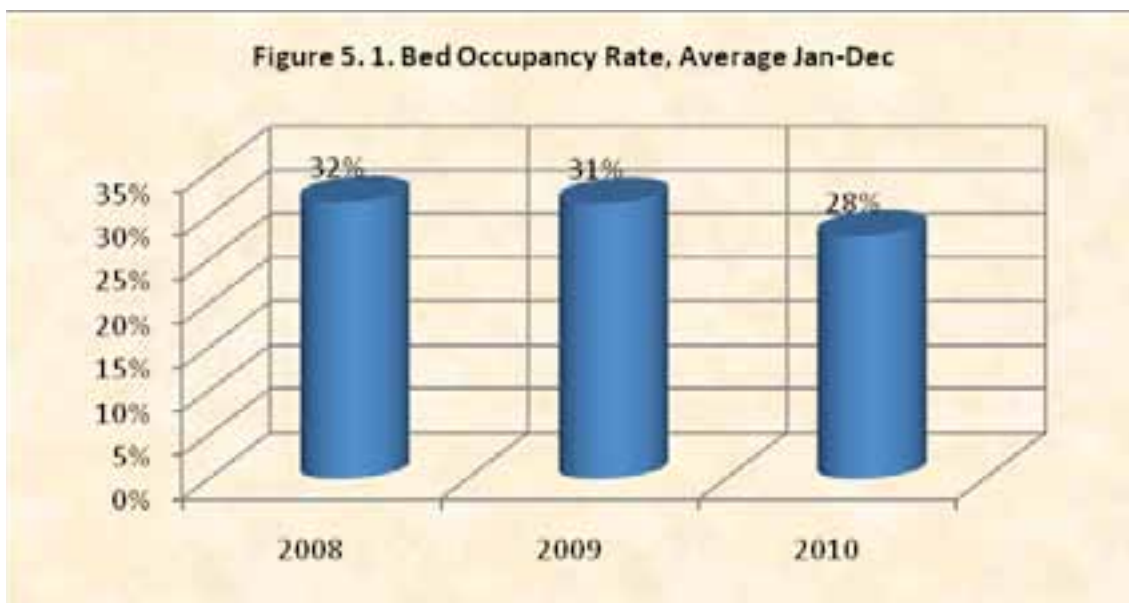
Figure 4.10. Distribution of Tourist Arrivals by Season, 2010



5. Hotel Statistics

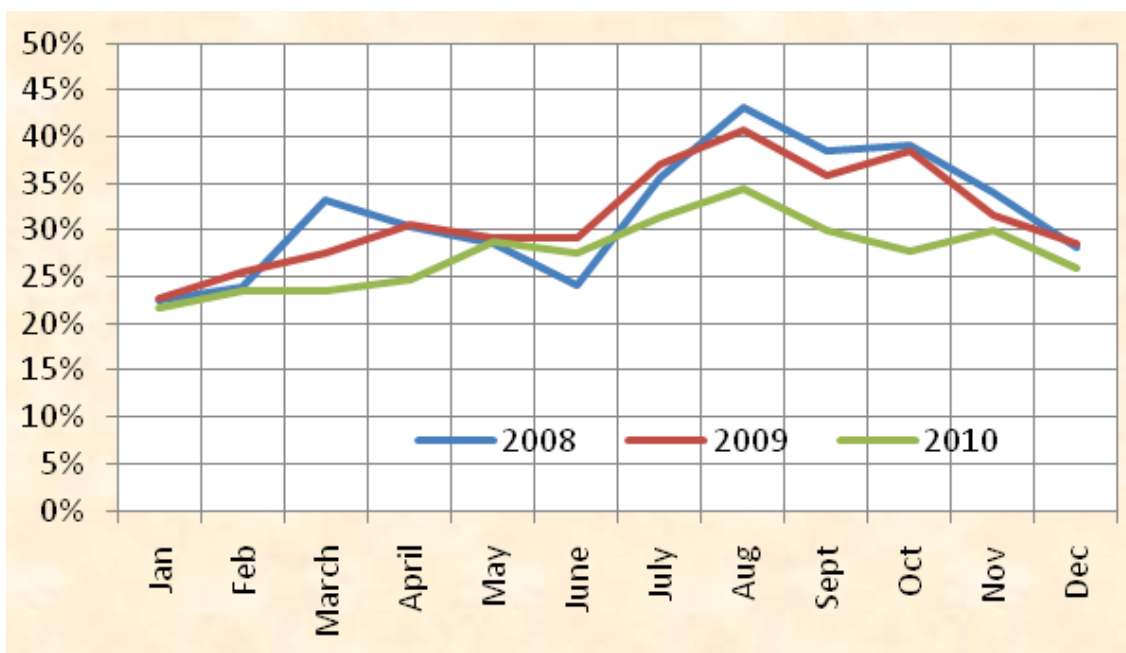
This section presents the available statistics on hotel occupancy as gathered by the Namibia Tourist Board (NTB). The data presented are related to the number of hotel establishments, rooms, beds including availability of beds and beds sold. Bed Occupancy Rate (BOR) is derived from the beds sold and beds available.

In 2010, the bed occupancy rate was 28%, declining from 31% in 2009 and 32% in 2008 (Figure 5.1). This decline in bed occupancy may be due to a myriad of factors. The decrease may either imply that tourists do not patronize established accommodation facilities or may reflect the fact that some available accommodation are not registered, or not all data from established accommodation facilities have not been captured.



In general, the bed occupancy rates were low across all months in 2010 when compare to 2008 and 2009 (Figure 5.2). High bed occupancy rates were observed from July to October over the three years with a peak period in August as shown in the Figure 5.2. This is no surprise because it coincided with the peak tourist season (Figure 4.9)

Figure 5.2. Bed Occupancy Rate by Month, 2008-2010



The Tourism sector, and hospitality industry in particular have been keen to find out whether the 2010 FIFA World Cup held in South Africa in June/July 2010 had any impact on the sector in terms of the number of arrivals during the months of June-August 2010. The number of tourist arrivals in June, July and August 2010

were 83,466, 85,970 and 91,842, respectively; representing a 3% increase between June and July 2010 and 6.8% increase between July and August 2010. When the proportion of arrivals for June, July and August are compared between years (Table 5.1), it is apparent that there is no clear pattern that is observed. However, comparisons for 2009/2010 reveal that although there was a 5.1% increase in tourists in 2010 compared to 2009, in June, there was a 7% decrease in the number of tourists in July between 2009 and 2010, followed by an increase of 8.9% in August for these two years. This suggests that in July 2010, we received 7% fewer tourists than in the previous year. Here caution needs to be exercised. One can speculate that this decrease occurred because May would-be tourists went to watch soccer in South Africa at this time. The increase in tourists in August may be attributed to tourists that came to Namibia after the World Cup or those that came because in August more flights were available following cancellations of flights to Namibia because most people opted to fly directly to South Africa during the world cup. In order to ascertain whether the FIFA World Cup affected tourism in Namibia, there is need to carry out an exit survey. The exit survey would reveal where tourists spent their time in June and July 2010.



Conclusion

In 2010, tourist arrival trend showed an overall slight increase due to a decrease of tourists arriving from Africa and North America. This slow overall increase may be due to slow recovery of most source markets due to the recent global economic crisis evident in the 8.6% decrease in tourist arrivals from North America and 1.3% decrease from Africa Region. However Namibia continues to attract tourists arriving from Europe, whose number grew significantly (6.1%) between 2009 and 2010, rising up to about the same level increase of the worldwide international tourist arrivals rate of 6.7%. The tourists arriving from “Other Regions” posted a positive double-digit growth rate of 11.9% during the same period. It is interesting to note that Namibia attracts more “senior tourists”, 40-60 years and above, coming from overseas who represent more than 63% and the majority of whom come for holiday and spend money on real tourism activities. This reflects a quality based tourism strategy. In contrast, tourist data for 2010 revealed that the majority of tourists from Africa are young (20-49 years old) representing more than 70% of African tourists to Namibia. These young tourists have less spending power and prefer to enter into Namibia as “Visiting friends or relatives” travelers. The tourism sector should strategize and attract more senior tourists, perhaps with their families who will use more market accommodation facilities and increase economic investment within the country but also encourage young tourist to discover Namibia tourist sites.

The 2010 tourist arrival statistics revealed a pronounced gender imbalance in the Africa Region and “Other Regions” than in Europe and North America. Despite this gender imbalance, however, it is pleasing to observe that 4 source markets contributed more female than male tourists to Namibia in 2010. These included Scandinavia, Brazil, USA and Australia. This suggests that the observed male-dominated gender imbalance can be reversed once the needs of female tourists are determined and addressed or met. The NTB and the Ministry of Environment and Tourism should develop and advertise products that are attractive to females as well.

It has been observed that the two major points of entry for tourists in Namibia were the Northern border posts and Hosea Kutako International Airport. Entry into Namibia by road was the most commonly used mode of travel for tourist arrivals to Namibia, followed by Air mode of travel which is used by the majority of overseas travellers. This mode of travel structure has remained almost the same since 2008. The frequent use of roads is due to tourists arriving from neighbouring countries using the very well-established road network in Namibia.

The pattern for overseas tourists showed a significant peak season from July-September. The majority of tourists from Overseas and Africa came to Namibia during the May-September tourist season. Efforts should be made to advertise and popularise tourism during seasons other the ‘peak’, through incentives such as discounts, or affordable packages, etc. in order to increase benefits that accrue from the tourism industry.

It has been noted that there has been a decrease in bed occupancy rate during the last two consecutive years of 2009 and 2010. The decrease may either imply that tourists do not patronize established accommodation facilities or may reflect the fact that some available accommodation are not registered, or not all data from established accommodation facilities have not been captured. Considerable efforts should be made by NTB to register all establishments and set up a mechanism of data collection which should cover all the

accommodation establishments. In addition, efforts should be made to undertake an Exit Survey in order to determine what tourists do while in Namibia, where tourists spend their money, what they like or dislike are and even their attitude and general experiences in Namibia.

Tourism is considered to be the world's fastest growing sector. In Namibia, tourism remains a strategic sector as revealed in Travel News Namibia, June /July 2011 (Vol.19, No.5), that states that the direct contribution of travel and tourism to Gross Domestic Product is expected to be N\$3.8 billion in 2011 (4.7% of GDP) while the total contribution of Travel and Tourism is expected to be N\$16.2 billion in 2011 (19.9% of GDP). Therefore, Namibia, through efforts by NTB, MET and other stakeholders should position itself to be a major beneficiary of this growing global tourism industry by capitalizing on its diverse wildlife and unique landscapes and culture all set within majestic and unspoilt wilderness. The increasing popularity of community-based tourism and its potential, both to contribute towards tourism development in communal areas and to generate income for rural communities should also be promoted, enhanced and supported through sustainable investments.

We conclude that the tourism industry in Namibia has a bright future and no effort should be spared to help harness this potential, in order to sustainably reap the benefits that accrue.



Table 1. Number of Foreign Arrivals to Namibia by Nationality, 2005-2010

Nationality	2005	2006	2007	2008	2009	2010	% Change 2009-2010
AFRICA	770,866	801,745	860,406	869,903	929,063	885,584	-4.7%
South Africa	282,300	295,371	300,117	289,801	333,195	316,250	-5.1%
Angola	337,317	311,323	374,966	347,389	369,332	338,280	-8.4%
Botswana	30,075	32,541	35,679	33,370	34,718	39,315	13.2%
Zambia	81,934	115,568	106,041	145,691	134,860	131,119	-2.8%
Zimbabwe	26,979	33,310	29,735	32,581	36,827	41,153	11.7%
Other Africa	12,261	13,632	13,869	21,070	20,133	19,466	-3.3%
EUROPE	165,391	185,727	214,919	222,880	225,652	235,768	4.5%
Germany	68,390	74,552	87,940	88,337	88,909	93,011	4.6%
UK	24,990	29,491	32,612	32,289	31,704	28,466	-10.2%
Italy	9,107	9,969	10,883	12,550	12,416	10,985	-11.5%
France	10,683	13,054	15,891	15,159	15,762	17,425	10.6%
Scandinavia	7,200	8,033	9,381	10,499	9,816	11,465	16.8%
Austria	5,628	5,645	6,614	7,261	7,929	7,649	-3.5%
Holland/Netherlands	12,830	13,490	14,545	15,701	15,528	17,377	11.9%
Switzerland	8,763	9,492	10,539	11,222	11,365	12,932	13.8%
Spain	4,227	5,018	5,535	6,622	6,001	8,433	40.5%
Portugal	4,094	4,978	6,446	7,325	10,476	12,153	16.0%
Belgium	3,583	4,106	6,761	5,066	5,904	7,231	22.5%
Russia				2,342	2,538	2,126	-16.2%
Other Europe	5,896	7,899	7,773	8,507	7,304	6,514	-10.8%
NORTH AMERICA	14,685	18,823	22,229	29,982	28,611	26,139	-8.6%
USA	14,685	18,823	22,229	24,036	23,253	20,797	65.3%
Canada				5,946	5,358	5,342	8.9%
OTHER	22,226	25,382	29,205	28,309	28,598	30,997	
Australia	4,607	5,264	6,142	6,694	6,790	7,482	-10.6%
Brazil				3,698	2,311	3,821	-16.9%
China				4,231	5,964	4,958	-0.3%
Other Countries	17,619	20,118	23,062	13,687	13,534	14,735	-2.8%
Total	973,168	1,031,677	1,126,759	1,151,074	1,211,925	1,178,487	-2.8%
% Change per year		6.0%	9.2%	2.2%	5.3%	-2.8%	

Table 2. Total Foreign Arrivals to Namibia by Nationality and Category of Traveler, 2010

Nationality	Returning Residents	Tourists	Same-day Visitors	Others	Total
AFRICA	11,399	714,288	119,029	40,868	885,584
South Africa	5,550	277,655	21,820	11,225	316,250
Angola	3,186	296,825	23,162	15,108	338,280
Botswana	50	31,503	4,529	3,233	39,315
Zambia	1,269	54,229	68,154	7,467	131,119
Zimbabwe	568	37,667	931	1,986	41,153
Other Africa	776	16,408	433	1,849	19,466
EUROPE	4,855	219,069	8,448	3,396	235,768
Germany	2,807	87,072	1,878	1,253	93,011
UK	711	25,717	1,743	296	28,466
Italy	75	10,767	99	43	10,985
France	119	17,039	148	120	17,425
Scandinavia	130	10,591	366	379	11,465
Austria	225	7,197	163	64	7,649
Netherlands	165	16,078	876	258	17,377
Switzerland	117	12,605	190	21	12,932
Spain	22	8,071	194	146	8,433
Portugal	362	9,124	2,452	215	12,153
Belgium	34	7,024	152	21	7,231
Russia	35	1,762	0	330	2,126
Other Europe	54	6,023	188	249	6,514
NORTH AMERICA	172	22,793	2,018	1,156	26,139
USA	161	17,826	1,752	1,057	20,797
Canada	10	4,967	266	99	5,342
OTHER	662	27,949	828	1,558	30,997
Australia	79	7,066	215	122	7,482
Brazil	50	3,382	277	112	3,821
China	203	4,229	71	455	4,958
Other Countries	330	13,272	265	869	14,735
TOTAL	17,087	984,099	130,323	46,978	1,178,487
<i>Row Percentage Distribution</i>					
AFRICA	1.29%	80.66%	13.44%	4.61%	100.00%
South Africa	1.75%	87.80%	6.90%	3.55%	100.00%
Angola	0.94%	87.75%	6.85%	4.47%	100.00%
Botswana	0.13%	80.13%	11.52%	8.22%	100.00%
Zambia	0.97%	41.36%	51.98%	5.70%	100.00%
Zimbabwe	1.38%	91.53%	2.26%	4.83%	100.00%
Other Africa	3.99%	84.29%	2.22%	9.50%	100.00%
EUROPE	2.06%	92.92%	3.58%	1.44%	100.00%
Germany	3.02%	93.62%	2.02%	1.35%	100.00%
UK	2.50%	90.34%	6.12%	1.04%	100.00%
Italy	0.69%	98.02%	0.90%	0.40%	100.00%
France	0.68%	97.78%	0.85%	0.69%	100.00%
Scandinavia	1.13%	92.38%	3.19%	3.30%	100.00%
Austria	2.94%	94.09%	2.13%	0.84%	100.00%
Netherlands	0.95%	92.52%	5.04%	1.49%	100.00%
Switzerland	0.91%	97.46%	1.47%	0.16%	100.00%
Spain	0.26%	95.70%	2.30%	1.73%	100.00%
Portugal	2.98%	75.08%	20.18%	1.77%	100.00%
Belgium	0.47%	97.14%	2.10%	0.29%	100.00%
Russia	1.65%	82.85%	0.00%	15.51%	100.00%
Other Europe	0.83%	92.46%	2.88%	3.83%	100.00%
NORTH AMERICA	0.66%	87.20%	7.72%	4.42%	100.00%
USA	0.77%	85.72%	8.43%	5.08%	100.00%
Canada	0.20%	92.98%	4.97%	1.85%	100.00%

Nationality	Returning Residents	Tourists	Same-day Visitors	Others	Total
OTHER	2.14%	90.17%	2.67%	5.03%	100.00%
Australia	1.05%	94.44%	2.88%	1.63%	100.00%
Brazil	1.31%	88.51%	7.25%	2.92%	100.00%
China	4.10%	85.29%	1.43%	9.18%	100.00%
Other Countries	2.24%	90.07%	1.80%	5.90%	100.00%
TOTAL	1.45%	83.51%	11.06%	3.99%	100.00%
<i>Column Percentage Distribution</i>					
AFRICA	66.71%	72.58%	91.33%	86.99%	75.15%
South Africa	32.48%	28.21%	16.74%	23.89%	26.84%
Angola	18.64%	30.16%	17.77%	32.16%	28.70%
Botswana	0.29%	3.20%	3.48%	6.88%	3.34%
Zambia	7.43%	5.51%	52.30%	15.90%	11.13%
Zimbabwe	3.33%	3.83%	0.71%	4.23%	3.49%
Other Africa	4.54%	1.67%	0.33%	3.94%	1.65%
EUROPE	28.41%	22.26%	6.48%	7.23%	20.01%
Germany	16.43%	8.85%	1.44%	2.67%	7.89%
UK	4.16%	2.61%	1.34%	0.63%	2.42%
Italy	0.44%	1.09%	0.08%	0.09%	0.93%
France	0.69%	1.73%	0.11%	0.25%	1.48%
Scandinavia	0.76%	1.08%	0.28%	0.81%	0.97%
Austria	1.32%	0.73%	0.12%	0.14%	0.65%
Netherlands	0.96%	1.63%	0.67%	0.55%	1.47%
Switzerland	0.68%	1.28%	0.15%	0.04%	1.10%
Spain	0.13%	0.82%	0.15%	0.31%	0.72%
Portugal	2.12%	0.93%	1.88%	0.46%	1.03%
Belgium	0.20%	0.71%	0.12%	0.04%	0.61%
Russia	0.20%	0.18%	0.00%	0.70%	0.18%
Other Europe	0.32%	0.61%	0.14%	0.53%	0.55%
NORTH AMERICA	1.00%	2.32%	1.55%	2.46%	2.22%
USA	0.94%	1.81%	1.34%	2.25%	1.76%
Canada	0.06%	0.50%	0.20%	0.21%	0.45%
OTHER	3.87%	2.84%	0.63%	3.32%	2.63%
Australia	0.46%	0.72%	0.17%	0.26%	0.63%
Brazil	0.29%	0.34%	0.21%	0.24%	0.32%
China	1.19%	0.43%	0.05%	0.97%	0.42%
Other Countries	1.93%	1.35%	0.20%	1.85%	1.25%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

Table 3. Number of Tourists Arrivals by Nationality, 2005-2010

Nationality	2005	2006	2007	2008	2009	2010	%Change 2009 - 2010
AFRICA	601,738	628,588	690,148	676,445	723,760	714,288	-1%
South Africa	230,949	239,886	250,038	243,038	285,779	277,655	-3%
Angola	281,365	278,058	336,045	310,395	309,127	296,825	-4%
Botswana	22,333	24,720	25,649	26,378	26,918	31,503	17%
Zambia	35,782	45,203	40,709	50,248	54,333	54,229	0%
Zimbabwe	22,765	30,623	26,764	29,281	31,842	37,667	18%
Other Africa	8,543	10,098	10,943	17,104	15,763	16,408	4%
EUROPE	146,362	166,974	194,603	204,116	206,494	219,069	6%
Germany	61,222	68,214	80,418	81,543	81,974	87,072	6%
UK	20,978	24,736	28,214	28,111	28,039	25,717	-8%
Italy	8,557	9,406	10,102	11,836	12,095	10,767	-11%
France	9,959	12,000	15,019	14,604	15,044	17,039	13%
Scandinavia	6,327	7,305	8,446	9,506	8,681	10,591	22%
Austria	5,160	5,278	6,198	6,664	7,201	7,197	0%
Netherlands	11,569	12,196	13,282	14,382	14,503	16,078	11%
Switzerland	8,363	8,921	10,110	10,845	11,091	12,605	14%
Spain	3,492	4,467	4,968	6,159	5,428	8,071	49%
Portugal	2,753	3,880	5,027	5,965	8,653	9,124	5%
Belgium	3,240	3,753	6,400	4,909	5,647	7,024	24%
Russia				1,935	1,806	1,762	-2%
Other Europe	4,741	6,816	6,421	7,656	6,334	6,023	-5%
NORTH AMERICA	11,979	16,325	19,342	26,346	24,940	22,793	-9%
USA	11,979	16,325	19,342	20,856	20,080	17,826	-11%
Canada				5,490	4,860	4,967	2%
OTHER	17,812	21,459	24,819	24,204	24,979	27,949	12%
Australia	4,274	4,645	5,783	6,117	6,365	7,066	11%
Brazil				2,855	1,717	3,382	97%
China				3,661	5,119	4,228	-17%
Other Countries	13,537	16,814	19,036	11,572	11,779	13,272	13%
TOTAL	777,890	833,345	928,912	931,111	980,173	984,099	0.4%
% Change per year		7.1%	11.5%	0.2%	5.3%	0.4%	

Table 4. Number of Tourist Arrivals by Nationality and Sex, 2010

Nationality	Male	Female	Total
AFRICA	447,047	267,241	714,288
South Africa	188,025	89,630	277,655
Angola	169,795	127,030	296,825
Botswana	15,950	15,554	31,503
Zambia	36,231	17,998	54,229
Zimbabwe	24,633	13,034	37,667
Other Africa	12,413	3,995	16,408
EUROPE	118,544	100,525	219,069
Germany	46,305	40,767	87,072
UK	14,225	11,491	25,717
Italy	5,689	5,078	10,767
France	9,121	7,918	17,039
Scandinavia	4,453	6,138	10,591
Austria	3,547	3,650	7,197
Netherlands	8,390	7,688	16,078
Switzerland	6,406	6,198	12,605
Spain	5,553	2,518	8,071
Portugal	6,912	2,212	9,124
Belgium	3,520	3,504	7,024
Russia	1,092	670	1,762
Other Europe	3,330	2,693	6,023
NORTH AMERICA	11,716	11,077	22,793
USA	8,799	9,027	17,826
Canada	2,917	2,050	4,967
OTHER	17,074	10,875	27,949
Australia	3,694	3,373	7,066
Brazil	1,641	1,741	3,382
China	3,214	1,014	4,229
Other Countries	8,525	4,747	13,272
TOTAL	594,381	389,718	984,099
<i>Row Percentage Distribution</i>			
AFRICA	62.59%	37.41%	100.00%
South Africa	67.72%	32.28%	100.00%
Angola	57.20%	42.80%	100.00%
Botswana	50.63%	49.37%	100.00%
Zambia	66.81%	33.19%	100.00%
Zimbabwe	65.40%	34.60%	100.00%
Other Africa	75.65%	24.35%	100.00%
EUROPE	54.11%	45.89%	100.00%
Germany	53.18%	46.82%	100.00%
UK	55.32%	44.68%	100.00%
Italy	52.84%	47.16%	100.00%
France	53.53%	46.47%	100.00%
Scandinavia	42.05%	57.95%	100.00%
Austria	49.28%	50.72%	100.00%
Netherlands	52.18%	47.82%	100.00%
Switzerland	50.82%	49.18%	100.00%
Spain	68.80%	31.20%	100.00%
Portugal	75.76%	24.24%	100.00%
Belgium	50.12%	49.88%	100.00%
Russia	61.97%	38.03%	100.00%
Other Europe	55.29%	44.71%	100.00%

Nationality	Male	Female	Total
NORTH AMERICA	51.40%	48.60%	100.00%
USA	49.36%	50.64%	100.00%
Canada	58.73%	41.27%	100.00%
OTHER	61.09%	38.91%	100.00%
Australia	52.27%	47.73%	100.00%
Brazil	48.52%	51.48%	100.00%
China	76.01%	23.99%	100.00%
Other Countries	64.23%	35.77%	100.00%
TOTAL	60.40%	39.60%	100.00%
<i>Column Percentage Distribution</i>			
AFRICA	75.21%	68.57%	72.58%
South Africa	31.63%	23.00%	28.21%
Angola	28.57%	32.60%	30.16%
Botswana	2.68%	3.99%	3.20%
Zambia	6.10%	4.62%	5.51%
Zimbabwe	4.14%	3.34%	3.83%
Other Africa	2.09%	1.03%	1.67%
EUROPE	19.94%	25.79%	22.26%
Germany	7.79%	10.46%	8.85%
UK	2.39%	2.95%	2.61%
Italy	0.96%	1.30%	1.09%
France	1.53%	2.03%	1.73%
Scandinavia	0.75%	1.57%	1.08%
Austria	0.60%	0.94%	0.73%
Netherlands	1.41%	1.97%	1.63%
Switzerland	1.08%	1.59%	1.28%
Spain	0.93%	0.65%	0.82%
Portugal	1.16%	0.57%	0.93%
Belgium	0.59%	0.90%	0.71%
Russia	0.18%	0.17%	0.18%
Other Europe	0.56%	0.69%	0.61%
NORTH AMERICA	1.97%	2.84%	2.32%
USA	1.48%	2.32%	1.81%
Canada	0.49%	0.53%	0.50%
OTHER	2.87%	2.79%	2.84%
Australia	0.62%	0.87%	0.72%
Brazil	0.28%	0.45%	0.34%
China	0.54%	0.26%	0.43%
Other Countries	1.43%	1.22%	1.35%
TOTAL	100.00%	100.00%	100.00%

Table 5. Number of Tourist Arrivals by Nationality and Age, 2010

Nationality	0 - 19	20 - 29	30 - 39	40 - 49	50-59	60+	Total
AFRICA	72,183	153,129	202,730	160,193	83,167	42,885	714,288
South Africa	36,786	41,161	53,424	65,446	51,090	29,748	277,655
Angola	23,809	71,144	102,285	70,880	20,824	7,883	296,825
Botswana	4,771	7,587	8,991	5,293	2,924	1,938	31,503
Zambia	3,800	17,299	18,506	8,481	4,212	1,931	54,229
Zimbabwe	2,435	12,260	13,966	5,790	2,316	899	37,667
Other Africa	582	3,677	5,558	4,303	1,800	487	16,408
EUROPE	13,922	29,544	37,099	41,372	48,531	48,601	219,069
Germany	4,768	9,189	13,337	17,313	19,070	23,397	87,072
UK	2,409	3,939	3,932	4,430	5,597	5,410	25,717
Italy	610	883	2,429	1,963	2,557	2,325	10,767
France	1,407	2,254	2,924	2,857	3,767	3,829	17,039
Scandinavia	860	2,141	1,413	2,908	1,731	1,537	10,591
Austria	356	764	851	1,935	1,310	1,981	7,197
Netherlands	1,206	3,000	2,283	2,749	3,120	3,720	16,078
Switzerland	745	1,640	2,804	1,771	2,267	3,378	12,605
Spain	323	1,715	2,832	1,197	1,786	218	8,071
Portugal	357	1,543	1,225	1,248	4,094	656	9,124
Belgium	583	1,052	1,066	1,205	1,669	1,449	7,024
Russia	82	295	477	466	346	94	1,762
Other Europe	213	1,128	1,525	1,332	1,217	608	6,023
NORTH AMERICA	1,573	5,485	2,807	2,921	4,443	5,566	22,793
USA	1,341	4,014	2,196	2,368	3,242	4,665	17,826
Canada	232	1,471	610	553	1,200	900	4,967
OTHER	1,480	6,102	6,547	5,645	4,415	3,762	27,949
Australia	411	1,665	1,273	779	1,256	1,682	7,066
Brazil	401	488	939	780	585	189	3,382
China	196	864	1,281	1,266	413	210	4,229
Other Countries	472	3,085	3,054	2,819	2,161	1,681	13,272
TOTAL	89,157	194,259	249,182	210,131	140,555	100,814	984,099
<i>Row Percentage Distribution</i>							
AFRICA	10.11%	21.44%	28.38%	22.43%	11.64%	6.00%	100.00%
South Africa	13.25%	14.82%	19.24%	23.57%	18.40%	10.71%	100.00%
Angola	8.02%	23.97%	34.46%	23.88%	7.02%	2.66%	100.00%
Botswana	15.15%	24.08%	28.54%	16.80%	9.28%	6.15%	100.00%
Zambia	7.01%	31.90%	34.13%	15.64%	7.77%	3.56%	100.00%
Zimbabwe	6.47%	32.55%	37.08%	15.37%	6.15%	2.39%	100.00%
Other Africa	3.55%	22.41%	33.87%	26.23%	10.97%	2.97%	100.00%
EUROPE	6.36%	13.49%	16.93%	18.89%	22.15%	22.19%	100.00%
Germany	5.48%	10.55%	15.32%	19.88%	21.90%	26.87%	100.00%
UK	9.37%	15.32%	15.29%	17.22%	21.76%	21.04%	100.00%
Italy	5.67%	8.20%	22.56%	18.23%	23.75%	21.59%	100.00%
France	8.26%	13.23%	17.16%	16.77%	22.11%	22.47%	100.00%
Scandinavia	8.12%	20.22%	13.34%	27.46%	16.34%	14.51%	100.00%
Austria	4.95%	10.62%	11.82%	26.89%	18.20%	27.52%	100.00%
Netherlands	7.50%	18.66%	14.20%	17.10%	19.40%	23.14%	100.00%
Switzerland	5.91%	13.01%	22.24%	14.05%	17.98%	26.80%	100.00%
Spain	4.01%	21.25%	35.09%	14.83%	22.13%	2.70%	100.00%
Portugal	3.91%	16.92%	13.43%	13.67%	44.87%	7.19%	100.00%
Belgium	8.30%	14.98%	15.17%	17.16%	23.77%	20.62%	100.00%
Russia	4.68%	16.77%	27.10%	26.45%	19.65%	5.35%	100.00%
Other Europe	3.54%	18.73%	25.32%	22.11%	20.20%	10.10%	100.00%

NORTH AMERICA	6.90%	24.06%	12.31%	12.81%	19.49%	24.42%	100.00%
USA	7.52%	22.51%	12.32%	13.28%	18.19%	26.17%	100.00%
Canada	4.67%	29.62%	12.29%	11.13%	24.17%	18.12%	100.00%
OTHER	5.29%	21.83%	23.42%	20.20%	15.80%	13.46%	100.00%
Australia	5.81%	23.57%	18.01%	11.03%	17.78%	23.80%	100.00%
Brazil	11.86%	14.44%	27.76%	23.07%	17.29%	5.59%	100.00%
China	4.62%	20.42%	30.30%	29.94%	9.76%	4.96%	100.00%
Other Countries	3.56%	23.24%	23.01%	21.24%	16.28%	12.67%	100.00%
TOTAL	9.06%	19.74%	25.32%	21.35%	14.28%	10.24%	100.00%
<i>Column Percentage Distribution</i>							
AFRICA	80.96%	78.83%	81.36%	76.23%	59.17%	42.54%	72.58%
South Africa	41.26%	21.19%	21.44%	31.15%	36.35%	29.51%	28.21%
Angola	26.70%	36.62%	41.05%	33.73%	14.82%	7.82%	30.16%
Botswana	5.35%	3.91%	3.61%	2.52%	2.08%	1.92%	3.20%
Zambia	4.26%	8.91%	7.43%	4.04%	3.00%	1.92%	5.51%
Zimbabwe	2.73%	6.31%	5.60%	2.76%	1.65%	0.89%	3.83%
Other Africa	0.65%	1.89%	2.23%	2.05%	1.28%	0.48%	1.67%
EUROPE	15.62%	15.21%	14.89%	19.69%	34.53%	48.21%	22.26%
Germany	5.35%	4.73%	5.35%	8.24%	13.57%	23.21%	8.85%
UK	2.70%	2.03%	1.58%	2.11%	3.98%	5.37%	2.61%
Italy	0.68%	0.45%	0.97%	0.93%	1.82%	2.31%	1.09%
France	1.58%	1.16%	1.17%	1.36%	2.68%	3.80%	1.73%
Scandinavia	0.97%	1.10%	0.57%	1.38%	1.23%	1.52%	1.08%
Austria	0.40%	0.39%	0.34%	0.92%	0.93%	1.96%	0.73%
Netherlands	1.35%	1.54%	0.92%	1.31%	2.22%	3.69%	1.63%
Switzerland	0.84%	0.84%	1.13%	0.84%	1.61%	3.35%	1.28%
Spain	0.36%	0.88%	1.14%	0.57%	1.27%	0.22%	0.82%
Portugal	0.40%	0.79%	0.49%	0.59%	2.91%	0.65%	0.93%
Belgium	0.65%	0.54%	0.43%	0.57%	1.19%	1.44%	0.71%
Russia	0.09%	0.15%	0.19%	0.22%	0.25%	0.09%	0.18%
Other Europe	0.24%	0.58%	0.61%	0.63%	0.87%	0.60%	0.61%
NORTH AMERICA	1.76%	2.82%	1.13%	1.39%	3.16%	5.52%	2.32%
USA	1.50%	2.07%	0.88%	1.13%	2.31%	4.63%	1.81%
Canada	0.26%	0.76%	0.24%	0.26%	0.85%	0.89%	0.50%
OTHER	1.66%	3.14%	2.63%	2.69%	3.14%	3.73%	2.84%
Australia	0.46%	0.86%	0.51%	0.37%	0.89%	1.67%	0.72%
Brazil	0.45%	0.25%	0.38%	0.37%	0.42%	0.19%	0.34%
China	0.22%	0.44%	0.51%	0.60%	0.29%	0.21%	0.43%
Other Countries	0.53%	1.59%	1.23%	1.34%	1.54%	1.67%	1.35%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 6. Number of Tourist Arrivals by Nationality and Mode of Travel, 2010

Nationality	Air	Road	Other	Total
AFRICA	119,239	588,515	6,534	714,288
South Africa	70,845	202,865	3,945	277,655
Angola	35,218	261,518	88	296,825
Botswana	1,144	29,558	802	31,503
Zambia	1,920	51,182	1,127	54,229
Zimbabwe	2,672	34,487	508	37,667
Other Africa	7,440	8,905	63	16,408
EUROPE	136,498	76,553	6,018	219,069
Germany	62,582	22,636	1,855	87,072
UK	13,469	11,194	1,054	25,717
Italy	8,144	2,502	121	10,767
France	12,480	3,684	876	17,039
Scandinavia	4,887	4,974	729	10,591
Austria	5,485	1,535	177	7,197
Netherlands	6,495	9,213	371	16,078
Switzerland	7,466	4,636	503	12,605
Spain	3,381	4,591	98	8,071
Portugal	2,232	6,786	106	9,124
Belgium	4,855	2,119	50	7,024
Russia	1,251	510	0	1,762
Other Europe	3,770	2,174	78	6,023
NORTH AMERICA	6,232	5,036	765	12,033
USA	4,226	2,091	749	7,066
Canada	2,006	2,946	16	4,967
OTHER	20,386	16,379	1,943	38,709
Australia	7,122	9,915	789	17,826
Brazil	2,301	910	171	3,382
China	3,715	514	0	4,228
Other Countries	7,249	5,039	983	13,272
Total	282,355	686,483	15,260	984,099
<i>Row Percentage Distribution</i>				
AFRICA	16.69%	82.39%	0.91%	100.00%
South Africa	25.52%	73.06%	1.42%	100.00%
Angola	11.86%	88.11%	0.03%	100.00%
Botswana	3.63%	93.82%	2.54%	100.00%
Zambia	3.54%	94.38%	2.08%	100.00%
Zimbabwe	7.09%	91.56%	1.35%	100.00%
Other Africa	45.34%	54.27%	0.39%	100.00%
EUROPE	62.31%	34.94%	2.75%	100.00%
Germany	71.87%	26.00%	2.13%	100.00%
UK	52.37%	43.53%	4.10%	100.00%
Italy	75.64%	23.24%	1.12%	100.00%
France	73.24%	21.62%	5.14%	100.00%
Scandinavia	46.15%	46.97%	6.89%	100.00%
Austria	76.21%	21.33%	2.45%	100.00%
Netherlands	40.39%	57.30%	2.31%	100.00%
Switzerland	59.23%	36.78%	3.99%	100.00%
Spain	41.90%	56.88%	1.22%	100.00%
Portugal	24.46%	74.38%	1.16%	100.00%
Belgium	69.12%	30.17%	0.71%	100.00%
Russia	71.02%	28.98%	0.00%	100.00%
Other Europe	62.60%	36.10%	1.30%	100.00%

Nationality	Air	Road	Other	Total
NORTH AMERICA	51.79%	41.85%	6.36%	100.00%
USA	59.81%	29.58%	10.60%	100.00%
Canada	40.38%	59.30%	0.32%	100.00%
OTHER	52.67%	42.31%	5.02%	100.00%
Australia	39.95%	55.62%	4.42%	100.00%
Brazil	68.02%	26.91%	5.06%	100.00%
China	87.85%	12.15%	0.00%	100.00%
Other Countries	54.62%	37.97%	7.41%	100.00%
Total	28.69%	69.76%	1.55%	100.00%
<i>Column Percentage Distribution</i>				
AFRICA	42.23%	85.73%	42.82%	72.58%
South Africa	25.09%	29.55%	25.85%	28.21%
Angola	12.47%	38.10%	0.58%	30.16%
Botswana	0.41%	4.31%	5.25%	3.20%
Zambia	0.68%	7.46%	7.39%	5.51%
Zimbabwe	0.95%	5.02%	3.33%	3.83%
Other Africa	2.63%	1.30%	0.42%	1.67%
EUROPE	48.34%	11.15%	39.44%	22.26%
Germany	22.16%	3.30%	12.16%	8.85%
UK	4.77%	1.63%	6.91%	2.61%
Italy	2.88%	0.36%	0.79%	1.09%
France	4.42%	0.54%	5.74%	1.73%
Scandinavia	1.73%	0.72%	4.78%	1.08%
Austria	1.94%	0.22%	1.16%	0.73%
Netherlands	2.30%	1.34%	2.43%	1.63%
Switzerland	2.64%	0.68%	3.29%	1.28%
Spain	1.20%	0.67%	0.65%	0.82%
Portugal	0.79%	0.99%	0.70%	0.93%
Belgium	1.72%	0.31%	0.33%	0.71%
Russia	0.44%	0.07%	0.00%	0.18%
Other Europe	1.34%	0.32%	0.51%	0.61%
NORTH AMERICA	2.21%	0.73%	5.01%	1.22%
USA	1.50%	0.30%	4.91%	0.72%
Canada	0.71%	0.43%	0.10%	0.50%
OTHER	7.22%	2.39%	12.73%	3.93%
Australia	2.52%	1.44%	5.17%	1.81%
Brazil	0.81%	0.13%	1.12%	0.34%
China	1.32%	0.07%	0.00%	0.43%
Other Countries	2.57%	0.73%	6.44%	1.35%
Total	100.00%	100.00%	100.00%	100.00%

Table 7. Number of Tourist Arrivals by Nationality and Regional Border Posts, 2010

Nationality	Hosea Kutako Int. Airport	Eros Airport	Northern Border Posts	North Eastern Border Posts	Southern Border Posts	Trans-Kalahari Border Posts	Other Airports	Total
AFRICA	98,007	762	256,837	123,420	142,907	69,174	23,181	714,288
South Africa	51,469	580	11,488	24,929	133,752	33,972	21,465	277,655
Angola	34,719	163	242,482	17,162	2,105	0	194	296,825
Botswana	1,010	0	112	14,449	166	15,537	229	31,503
Zambia	1,791	0	365	50,289	596	1,054	134	54,229
Zimbabwe	2,200	20	1,645	12,465	3,902	16,971	465	37,667
Other Africa	6,818	0	744	4,126	2,387	1,640	693	16,408
EUROPE	129,600	330	21,150	25,615	19,543	13,190	9,640	219,069
Germany	61,200	54	4,747	8,295	5,427	4,885	2,464	87,072
UK	11,495	18	1,882	4,253	3,309	2,324	2,436	25,717
Italy	7,991	0	1,117	763	638	108	150	10,767
France	11,690	37	304	1,449	1,223	898	1,438	17,039
Scandinavia	4,378	36	2,521	1,692	1,124	370	470	10,591
Austria	5,388	18	134	737	374	289	257	7,197
Netherlands	6,233	36	705	3,238	3,559	1,847	459	16,078
Switzerland	7,192	35	1,099	1,742	819	1,213	505	12,605
Spain	2,807	37	2,745	1,042	620	258	561	8,071
Portugal	2,039	22	5,461	833	369	235	165	9,124
Belgium	4,613	0	325	584	956	304	242	7,024
Russia	1,193	0	110	135	147	119	59	1,762
Other Europe	3,380	37	0	852	980	340	434	6,023
NORTH AMERICA	11,278	143	1,458	4,235	2,770	1,165	1,744	22,793
USA	9,587	126	366	3,755	1,878	669	1,446	17,826
Canada	1,690	18	1,092	480	893	497	298	4,967
OTHER	13,962	64	1,390	4,582	3,164	1,667	3,120	27,949
Australia	2,234	0	0	2,200	1,366	496	770	7,066
Brazil	2,014	43	394	567	63	0	301	3,382
China	3,455	0	147	16	145	205	261	4,229
Other Countries	6,258	22	849	1,799	1,589	966	1,788	13,272
TOTAL	252,847	1,300	280,835	157,852	168,384	85,196	37,685	984,099
Column Percentage Distribution								
AFRICA	38.76%	58.63%	91.45%	78.19%	84.87%	81.19%	61.51%	72.58%
South Africa	20.36%	44.58%	4.09%	15.79%	79.43%	39.88%	56.96%	28.21%
Angola	13.73%	12.53%	86.34%	10.87%	1.25%	0.00%	0.51%	30.16%
Botswana	0.40%	0.00%	0.04%	9.15%	0.10%	18.24%	0.61%	3.20%
Zambia	0.71%	0.00%	0.13%	31.86%	0.35%	1.24%	0.36%	5.51%
Zimbabwe	0.87%	1.52%	0.59%	7.90%	2.32%	19.92%	1.23%	3.83%
Other Africa	2.70%	0.00%	0.26%	2.61%	1.42%	1.92%	1.84%	1.67%
EUROPE	51.26%	25.38%	7.53%	16.23%	11.61%	15.48%	25.58%	22.26%
Germany	24.20%	4.14%	1.69%	5.25%	3.22%	5.73%	6.54%	8.85%
UK	4.55%	1.39%	0.67%	2.69%	1.96%	2.73%	6.46%	2.61%
Italy	3.16%	0.00%	0.40%	0.48%	0.38%	0.13%	0.40%	1.09%
France	4.62%	2.81%	0.11%	0.92%	0.73%	1.05%	3.82%	1.73%
Scandinavia	1.73%	2.74%	0.90%	1.07%	0.67%	0.43%	1.25%	1.08%
Austria	2.13%	1.38%	0.05%	0.47%	0.22%	0.34%	0.68%	0.73%

Nationality	Hosea Kutako Int. Airport	Eros Airport	Northern Border Posts	North Eastern Border Posts	Southern Border Posts	Trans-Kalahari Border Posts	Other Airports	Total
Netherlands	2.47%	2.79%	0.25%	2.05%	2.11%	2.17%	1.22%	1.63%
Switzerland	2.84%	2.73%	0.39%	1.10%	0.49%	1.42%	1.34%	1.28%
Spain	1.11%	2.88%	0.98%	0.66%	0.37%	0.30%	1.49%	0.82%
Portugal	0.81%	1.68%	1.94%	0.53%	0.22%	0.28%	0.44%	0.93%
Belgium	1.82%	0.00%	0.12%	0.37%	0.57%	0.36%	0.64%	0.71%
Russia	0.47%	0.00%	0.04%	0.09%	0.09%	0.14%	0.16%	0.18%
Other Europe	1.34%	2.84%	0.00%	0.54%	0.58%	0.40%	1.15%	0.61%
NORTH AMERICA	4.46%	11.03%	0.52%	2.68%	1.65%	1.37%	4.63%	2.32%
USA	3.79%	9.68%	0.13%	2.38%	1.12%	0.79%	3.84%	1.81%
Canada	0.67%	1.36%	0.39%	0.30%	0.53%	0.58%	0.79%	0.50%
OTHER	5.52%	4.96%	0.50%	2.90%	1.88%	1.96%	8.28%	2.84%
Australia	0.88%	0.00%	0.00%	1.39%	0.81%	0.58%	2.04%	0.72%
Brazil	0.80%	3.27%	0.14%	0.36%	0.04%	0.00%	0.80%	0.34%
China	1.37%	0.00%	0.05%	0.01%	0.09%	0.24%	0.69%	0.43%
Other Countries	2.47%	1.68%	0.30%	1.14%	0.94%	1.13%	4.75%	1.35%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Row Percentage Distribution								
AFRICA	13.72%	0.11%	35.96%	17.28%	20.01%	9.68%	3.25%	100.00%
South Africa	18.54%	0.21%	4.14%	8.98%	48.17%	12.24%	7.73%	100.00%
Angola	11.70%	0.05%	81.69%	5.78%	0.71%	0.00%	0.07%	100.00%
Botswana	3.21%	0.00%	0.35%	45.87%	0.53%	49.32%	0.73%	100.00%
Zambia	3.30%	0.00%	0.67%	92.73%	1.10%	1.94%	0.25%	100.00%
Zimbabwe	5.84%	0.05%	4.37%	33.09%	10.36%	45.06%	1.23%	100.00%
Other Africa	41.55%	0.00%	4.53%	25.15%	14.55%	9.99%	4.23%	100.00%
EUROPE	59.16%	0.15%	9.65%	11.69%	8.92%	6.02%	4.40%	100.00%
Germany	70.29%	0.06%	5.45%	9.53%	6.23%	5.61%	2.83%	100.00%
UK	44.70%	0.07%	7.32%	16.54%	12.87%	9.04%	9.47%	100.00%
Italy	74.22%	0.00%	10.37%	7.09%	5.92%	1.01%	1.39%	100.00%
France	68.61%	0.21%	1.79%	8.50%	7.18%	5.27%	8.44%	100.00%
Scandinavia	41.34%	0.34%	23.80%	15.98%	10.62%	3.49%	4.44%	100.00%
Austria	74.87%	0.25%	1.87%	10.24%	5.19%	4.02%	3.57%	100.00%
Netherlands	38.77%	0.23%	4.39%	20.14%	22.13%	11.49%	2.86%	100.00%
Switzerland	57.05%	0.28%	8.72%	13.82%	6.50%	9.62%	4.01%	100.00%
Spain	34.79%	0.46%	34.01%	12.92%	7.68%	3.19%	6.95%	100.00%
Portugal	22.35%	0.24%	59.85%	9.14%	4.04%	2.58%	1.81%	100.00%
Belgium	65.68%	0.00%	4.63%	8.31%	13.61%	4.33%	3.45%	100.00%
Russia	67.71%	0.00%	6.23%	7.64%	8.34%	6.74%	3.34%	100.00%
Other Europe	56.12%	0.61%	0.00%	14.14%	16.27%	5.64%	7.21%	100.00%
NORTH AMERICA	49.48%	0.63%	6.40%	18.58%	12.15%	5.11%	7.65%	100.00%
USA	53.78%	0.71%	2.05%	21.07%	10.53%	3.75%	8.11%	100.00%
Canada	34.03%	0.36%	21.99%	9.65%	17.97%	10.00%	6.00%	100.00%
OTHER	49.95%	0.23%	4.97%	16.39%	11.32%	5.96%	11.16%	100.00%
Australia	31.62%	0.00%	0.00%	31.13%	19.33%	7.02%	10.90%	100.00%
Brazil	59.56%	1.26%	11.64%	16.77%	1.87%	0.00%	8.91%	100.00%
China	81.70%	0.00%	3.48%	0.37%	3.44%	4.84%	6.16%	100.00%
Other Countries	47.15%	0.17%	6.40%	13.56%	11.97%	7.28%	13.47%	100.00%
TOTAL	25.69%	0.13%	28.54%	16.04%	17.11%	8.66%	3.83%	100.00%

Table 8. Number of Tourist Arrivals by Nationality and Intended Length of Stay, 2010

Nationality	2-3 days	4-7 days	8-14 days	15-21 days	22 -364 days	Total Tourist Arrivals	Total Intended Days	Average Duration of Stay
AFRIQUE	118,153	173,155	155,451	94,129	173,399	714,288	11,594,441	16
South Africa	47,956	89,088	76,616	29,336	34,660	277,655	3,704,234	13
Angola	37,410	48,926	49,065	49,351	112,074	296,825	5,435,713	18
Botswana	9,826	10,138	5,445	1,324	4,770	31,503	374,494	12
Zambia	17,393	12,129	12,901	7,959	3,847	54,229	596,287	11
Zimbabwe	3,946	6,827	8,147	4,955	13,793	37,667	1,099,769	29
Other Africa	1,623	6,046	3,278	1,204	4,256	16,408	383,946	23
EUROPE	25,414	35,125	75,374	50,779	32,376	219,069	3,619,399	17
Germany	7,934	9,332	30,850	24,351	14,605	87,072	1,550,364	18
UK	3,812	5,808	9,168	3,877	3,051	25,717	373,784	15
Italy	778	1,000	5,327	2,707	955	10,767	171,577	16
France	1,551	2,670	6,315	4,463	2,039	17,039	262,614	15
Scandinavia	2,380	1,895	3,727	1,343	1,247	10,591	151,272	14
Austria	688	711	2,895	1,945	958	7,197	113,176	16
Netherlands	2,192	2,609	5,108	3,300	2,869	16,078	279,078	17
Switzerland	1,217	1,416	3,200	3,595	3,176	12,605	293,001	23
Spain	671	3,616	1,545	1,485	755	8,071	105,633	13
Portugal	3,281	3,060	1,116	419	1,248	9,124	95,312	10
Belgium	389	1,235	2,802	2,021	576	7,024	103,727	15
Russia	136	421	872	168	165	1,762	28,288	16
Other Europe	385	1,353	2,449	1,104	732	6,023	91,573	15
NORTH AMERICA	3,689	6,439	7,223	2,517	2,925	22,793	338,093	15
USA	3,316	4,886	5,816	1,881	1,927	17,826	261,420	15
Canada	374	1,554	1,406	636	997	4,967	76,673	15
OTHER	3,774	7,452	7,744	3,541	5,438	27,949	667,330	24
Australia	835	1,272	3,102	736	1,121	7,066	117,578	17
Brazil	1,012	935	441	333	661	3,382	66,146	20
China	272	786	864	807	1,500	4,229	200,047	47
Other Countries	1,655	4,459	3,337	1,665	2,156	13,272	283,558	21
TOTAL	151,030	222,172	245,793	150,966	214,138	984,099	18,831,141	19
<i>Row Percentage Distribution</i>								
AFRICA	16.54%	24.24%	21.76%	13.18%	24.28%	100.00%	11,594,441	16
South Africa	17.27%	32.09%	27.59%	10.57%	12.48%	100.00%	3,704,234	13
Angola	12.60%	16.48%	16.53%	16.63%	37.76%	100.00%	5,435,713	18
Botswana	31.19%	32.18%	17.28%	4.20%	15.14%	100.00%	374,494	12
Zambia	32.07%	22.37%	23.79%	14.68%	7.09%	100.00%	596,287	11
Zimbabwe	10.48%	18.13%	21.63%	13.15%	36.62%	100.00%	1,099,769	29
Other Africa	9.89%	36.85%	19.98%	7.34%	25.94%	100.00%	383,946	23
EUROPE	11.60%	16.03%	34.41%	23.18%	14.78%	100.00%	3,619,399	17
Germany	9.11%	10.72%	35.43%	27.97%	16.77%	100.00%	1,550,364	18
UK	14.82%	22.58%	35.65%	15.08%	11.87%	100.00%	373,784	15
Italy	7.23%	9.29%	49.47%	25.15%	8.87%	100.00%	171,577	16
France	9.10%	15.67%	37.06%	26.19%	11.97%	100.00%	262,614	15
Scandinavia	22.47%	17.89%	35.19%	12.68%	11.77%	100.00%	151,272	14
Austria	9.56%	9.87%	40.22%	27.03%	13.32%	100.00%	113,176	16
Netherlands	13.63%	16.23%	31.77%	20.53%	17.84%	100.00%	279,078	17

Nationality	2-3 days	4-7 days	8-14 days	15-21 days	22 -364 days	Total Tourist Arrivals	Total Intended Days	Average Duration of Stay
Switzerland	9.66%	11.24%	25.39%	28.52%	25.19%	100.00%	293,001	23
Spain	8.31%	44.80%	19.14%	18.39%	9.35%	100.00%	105,633	13
Portugal	35.96%	33.53%	12.23%	4.59%	13.68%	100.00%	95,312	10
Belgium	5.54%	17.59%	39.89%	28.77%	8.21%	100.00%	103,727	15
Russia	7.72%	23.92%	49.51%	9.51%	9.34%	100.00%	28,288	16
Other Europe	6.39%	22.47%	40.66%	18.33%	12.15%	100.00%	91,573	15
NORTH AMERICA	16.19%	28.25%	31.69%	11.04%	12.83%	100.00%	338,093	15
USA	18.60%	27.41%	32.63%	10.55%	10.81%	100.00%	261,420	15
Canada	7.52%	31.28%	28.31%	12.81%	20.08%	100.00%	76,673	15
OTHER	13.50%	26.66%	27.71%	12.67%	19.46%	100.00%	667,330	24
Australia	11.82%	18.00%	43.91%	10.41%	15.87%	100.00%	117,578	17
Brazil	29.93%	27.66%	13.03%	9.85%	19.54%	100.00%	66,146	20
China	6.43%	18.59%	20.42%	19.09%	35.47%	100.00%	200,047	47
Other Countries	12.47%	33.60%	25.15%	12.55%	16.24%	100.00%	283,558	21
TOTAL	15.35%	22.58%	24.98%	15.34%	21.76%	100.00%	18,831,141	19
<i>Column Percentage Distribution</i>								
AFRICA	78.23%	77.94%	63.24%	62.35%	80.98%	72.58%	11,594,441	16
South Africa	31.75%	40.10%	31.17%	19.43%	16.19%	28.21%	3,704,234	13
Angola	24.77%	22.02%	19.96%	32.69%	52.34%	30.16%	5,435,713	18
Botswana	6.51%	4.56%	2.22%	0.88%	2.23%	3.20%	374,494	12
Zambia	11.52%	5.46%	5.25%	5.27%	1.80%	5.51%	596,287	11
Zimbabwe	2.61%	3.07%	3.31%	3.28%	6.44%	3.83%	1,099,769	29
Other Africa	1.07%	2.72%	1.33%	0.80%	1.99%	1.67%	383,946	23
EUROPE	16.83%	15.81%	30.67%	33.64%	15.12%	22.26%	3,619,399	17
Germany	5.25%	4.20%	12.55%	16.13%	6.82%	8.85%	1,550,364	18
UK	2.52%	2.61%	3.73%	2.57%	1.42%	2.61%	373,784	15
Italy	0.52%	0.45%	2.17%	1.79%	0.45%	1.09%	171,577	16
France	1.03%	1.20%	2.57%	2.96%	0.95%	1.73%	262,614	15
Scandinavia	1.58%	0.85%	1.52%	0.89%	0.58%	1.08%	151,272	14
Austria	0.46%	0.32%	1.18%	1.29%	0.45%	0.73%	113,176	16
Netherlands	1.45%	1.17%	2.08%	2.19%	1.34%	1.63%	279,078	17
Switzerland	0.81%	0.64%	1.30%	2.38%	1.48%	1.28%	293,001	23
Spain	0.44%	1.63%	0.63%	0.98%	0.35%	0.82%	105,633	13
Portugal	2.17%	1.38%	0.45%	0.28%	0.58%	0.93%	95,312	10
Belgium	0.26%	0.56%	1.14%	1.34%	0.27%	0.71%	103,727	15
Russia	0.09%	0.19%	0.35%	0.11%	0.08%	0.18%	28,288	16
Other Europe	0.25%	0.61%	1.00%	0.73%	0.34%	0.61%	91,573	15
NORTH AMERICA	2.44%	2.90%	2.94%	1.67%	1.37%	2.32%	338,093	15
USA	2.20%	2.20%	2.37%	1.25%	0.90%	1.81%	261,420	15
Canada	0.25%	0.70%	0.57%	0.42%	0.47%	0.50%	76,673	15
OTHER	2.50%	3.35%	3.15%	2.35%	2.54%	2.84%	667,330	24
Australia	0.55%	0.57%	1.26%	0.49%	0.52%	0.72%	117,578	17
Brazil	0.67%	0.42%	0.18%	0.22%	0.31%	0.34%	66,146	20
China	0.18%	0.35%	0.35%	0.53%	0.70%	0.43%	200,047	47
Other Countries	1.10%	2.01%	1.36%	1.10%	1.01%	1.35%	283,558	21
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	18,831,141	19

Table 9. Number of Tourist Arrivals by Nationality and Month, 2010

Nationality	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
AFRICA	51,575	44,643	56,189	58,891	50,888	70,207	60,475	60,620	59,432	63,550	57,290	80,527	714,288
South Africa	13,800	13,018	22,133	20,092	18,922	45,637	27,341	21,549	23,209	21,971	16,066	33,917	277,655
Angola	28,553	22,457	23,427	27,244	21,132	14,237	22,632	25,216	24,442	26,454	30,537	30,496	296,825
Botswana	1,626	1,615	1,903	2,140	2,188	2,781	2,649	2,548	3,358	3,367	2,390	4,938	31,503
Zambia	3,236	3,723	4,358	5,664	4,903	4,085	2,364	4,668	4,121	5,885	4,823	6,399	54,229
Zimbabwe	3,645	2,595	3,284	2,880	2,338	2,572	2,865	4,606	2,424	4,326	2,544	3,588	37,667
Other Africa	716	1,235	1,085	872	1,405	894	2,624	2,033	1,877	1,547	931	1,189	16,408
EUROPE	16,054	13,033	17,146	14,358	15,826	8,757	20,234	25,591	29,109	24,072	19,513	15,376	219,069
Germany	8,482	5,071	7,834	5,397	6,627	3,064	6,832	8,707	12,269	10,043	8,160	4,587	87,072
UK	2,059	2,122	1,563	1,695	1,742	1,815	3,161	2,651	3,718	2,083	1,975	1,134	25,717
Italy	503	205	679	684	688	488	1,006	3,973	601	980	541	419	10,767
France	951	960	874	1,371	1,573	435	1,861	2,176	2,316	2,056	1,555	911	17,039
Scandinavia	662	644	1,210	626	530	358	681	1,043	923	1,975	1,506	431	10,591
Austria	318	488	822	486	365	243	767	714	718	977	781	518	7,197
Netherlands	953	712	811	845	1,454	605	2,183	1,379	3,227	1,504	1,234	1,172	16,078
Switzerland	427	482	767	1,076	947	521	1,183	1,636	2,062	1,585	1,264	656	12,605
Spain	128	142	418	190	207	304	712	1,828	678	384	475	2,604	8,071
Portugal	517	1,435	1,175	409	632	188	359	360	735	1,005	512	1,799	9,124
Belgium	302	378	251	698	502	214	863	611	1,148	763	729	564	7,024
Russia	269	120	236	201	70	70	71	71	144	105	165	239	1,762
Other Europe	484	275	506	680	490	453	555	440	569	612	618	341	6,023
NORTH AMERICA	1,148	1,470	2,341	1,810	2,112	2,562	2,563	2,297	2,309	2,242	1,123	816	22,793
USA	943	1,304	1,814	1,497	1,894	1,597	1,979	1,907	1,887	1,527	842	635	17,826
Canada	205	166	527	313	218	965	584	390	422	715	281	181	4,967
OTHER	2,102	1,421	2,194	1,568	3,097	1,940	2,697	3,335	3,555	2,054	1,948	2,038	27,949
Australia	489	264	748	374	674	337	675	1,072	1,069	632	384	348	7,066
Brazil	324	101	190	125	736	164	263	472	274	256	325	152	3,382
China	297	320	534	265	469	165	189	301	469	254	385	581	4,229
Other Countries	993	736	721	803	1,218	1,275	1,569	1,489	1,744	912	854	958	13,272
TOTAL	70,879	60,567	77,870	76,628	71,924	83,466	85,970	91,842	94,405	91,919	79,874	98,757	984,099

Nationality	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
<i>Percentage Distribution</i>													
AFRICA	7.22%	6.25%	7.87%	8.24%	7.12%	9.83%	8.47%	8.49%	8.32%	8.90%	8.02%	11.27%	100.00%
South Africa	4.97%	4.69%	7.97%	7.24%	6.81%	16.44%	9.85%	7.76%	8.36%	7.91%	5.79%	12.22%	100.00%
Angola	9.62%	7.57%	7.89%	9.18%	7.12%	4.80%	7.62%	8.50%	8.23%	8.91%	10.29%	10.27%	100.00%
Botswana	5.16%	5.13%	6.04%	6.79%	6.95%	8.83%	8.41%	8.09%	10.66%	10.69%	7.59%	15.67%	100.00%
Zambia	5.97%	6.86%	8.04%	10.44%	9.04%	7.53%	4.36%	8.61%	7.60%	10.85%	8.89%	11.80%	100.00%
Zimbabwe	9.68%	6.89%	8.72%	7.65%	6.21%	6.83%	7.61%	12.23%	6.44%	11.49%	6.75%	9.53%	100.00%
Other Africa	4.36%	7.53%	6.61%	5.32%	8.56%	5.45%	15.99%	12.39%	11.44%	9.43%	5.67%	7.25%	100.00%
EUROPE	7.33%	5.95%	7.83%	6.55%	7.22%	4.00%	9.24%	11.68%	13.29%	10.99%	8.91%	7.02%	100.00%
Germany	9.74%	5.82%	9.00%	6.20%	7.61%	3.52%	7.85%	10.00%	14.09%	11.53%	9.37%	5.27%	100.00%
UK	8.01%	8.25%	6.08%	6.59%	6.77%	7.06%	12.29%	10.31%	14.46%	8.10%	7.68%	4.41%	100.00%
Italy	4.67%	1.91%	6.31%	6.35%	6.39%	4.53%	9.34%	36.90%	5.58%	9.10%	5.02%	3.89%	100.00%
France	5.58%	5.63%	5.13%	8.04%	9.23%	2.55%	10.92%	12.77%	13.59%	12.06%	9.12%	5.35%	100.00%
Scandinavia	6.25%	6.08%	11.43%	5.91%	5.01%	3.38%	6.43%	9.85%	8.72%	18.65%	14.22%	4.07%	100.00%
Austria	4.42%	6.77%	11.43%	6.75%	5.07%	3.38%	10.66%	9.93%	9.98%	13.58%	10.85%	7.19%	100.00%
Netherlands	5.92%	4.43%	5.04%	5.26%	9.04%	3.76%	13.58%	8.58%	20.07%	9.35%	7.68%	7.29%	100.00%
Switzerland	3.39%	3.82%	6.08%	8.53%	7.51%	4.13%	9.38%	12.98%	16.36%	12.58%	10.03%	5.20%	100.00%
Spain	1.58%	1.76%	5.17%	2.35%	2.57%	3.77%	8.82%	22.65%	8.40%	4.76%	5.88%	32.27%	100.00%
Portugal	5.66%	15.72%	12.88%	4.48%	6.93%	2.06%	3.93%	3.94%	8.05%	11.01%	5.61%	19.72%	100.00%
Belgium	4.30%	5.39%	3.57%	9.94%	7.15%	3.04%	12.29%	8.70%	16.35%	10.86%	10.38%	8.02%	100.00%
Russia	15.29%	6.83%	13.42%	11.43%	3.98%	3.98%	4.01%	4.02%	8.16%	5.96%	9.36%	13.56%	100.00%
Other Europe	8.03%	4.56%	8.40%	11.30%	8.13%	7.53%	9.22%	7.31%	9.45%	10.15%	10.27%	5.67%	100.00%
NORTH AMERICA	5.04%	6.45%	10.27%	7.94%	9.26%	11.24%	11.25%	10.08%	10.13%	9.84%	4.93%	3.58%	100.00%
USA	5.29%	7.31%	10.18%	8.40%	10.62%	8.96%	11.10%	10.70%	10.58%	8.57%	4.72%	3.56%	100.00%
Canada	4.13%	3.34%	10.60%	6.30%	4.39%	19.43%	11.75%	7.85%	8.50%	14.40%	5.66%	3.64%	100.00%
OTHER	7.52%	5.08%	7.85%	5.61%	11.08%	6.94%	9.65%	11.93%	12.72%	7.35%	6.97%	7.29%	100.00%
Australia	6.91%	3.74%	10.59%	5.30%	9.53%	4.77%	9.55%	15.18%	15.12%	8.95%	5.44%	4.92%	100.00%
Brazil	9.57%	2.98%	5.63%	3.70%	21.76%	4.84%	7.79%	13.97%	8.10%	7.58%	9.60%	4.49%	100.00%
China	7.02%	7.56%	12.63%	6.27%	11.10%	3.89%	4.48%	7.11%	11.09%	6.00%	9.11%	13.73%	100.00%
Other Countries	7.48%	5.55%	5.43%	6.05%	9.18%	9.60%	11.82%	11.22%	13.14%	6.87%	6.44%	7.22%	100.00%
TOTAL	7.20%	6.15%	7.91%	7.79%	7.31%	8.48%	8.74%	9.33%	9.59%	9.34%	8.12%	10.04%	100.00%

Nationality	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
<i>Percentage Distribution</i>													
AFRICA	72.77%	73.71%	72.16%	76.85%	70.75%	84.11%	70.34%	66.00%	62.95%	69.14%	71.73%	81.54%	72.58%
South Africa	19.47%	21.49%	28.42%	26.22%	26.31%	54.68%	31.80%	23.46%	24.59%	23.90%	20.11%	34.34%	28.21%
Angola	40.28%	37.08%	30.08%	35.55%	29.38%	17.06%	26.33%	27.46%	25.89%	28.78%	38.23%	30.88%	30.16%
Botswana	2.29%	2.67%	2.44%	2.79%	3.04%	3.33%	3.08%	2.77%	3.56%	3.66%	2.99%	5.00%	3.20%
Zambia	4.57%	6.15%	5.60%	7.39%	6.82%	4.89%	2.75%	5.08%	4.37%	6.40%	6.04%	6.48%	5.51%
Zimbabwe	5.14%	4.28%	4.22%	3.76%	3.25%	3.08%	3.33%	5.02%	2.57%	4.71%	3.18%	3.63%	3.83%
Other Africa	1.01%	2.04%	1.39%	1.14%	1.95%	1.07%	3.05%	2.21%	1.99%	1.68%	1.17%	1.20%	1.67%
EUROPE	22.65%	21.52%	22.02%	18.74%	22.00%	10.49%	23.54%	27.86%	30.83%	26.19%	24.43%	15.57%	22.26%
Germany	11.97%	8.37%	10.06%	7.04%	9.21%	3.67%	7.95%	9.48%	13.00%	10.93%	10.22%	4.65%	8.85%
UK	2.90%	3.50%	2.01%	2.21%	2.42%	2.17%	3.68%	2.89%	3.94%	2.27%	2.47%	1.15%	2.61%
Italy	0.71%	0.34%	0.87%	0.89%	0.96%	0.58%	1.17%	4.33%	0.64%	1.07%	0.68%	0.42%	1.09%
France	1.34%	1.59%	1.12%	1.79%	2.19%	0.52%	2.16%	2.37%	2.45%	2.24%	1.95%	0.92%	1.73%
Scandinavia	0.93%	1.06%	1.55%	0.82%	0.74%	0.43%	0.79%	1.14%	0.98%	2.15%	1.89%	0.44%	1.08%
Austria	0.45%	0.81%	1.06%	0.63%	0.51%	0.29%	0.89%	0.78%	0.76%	1.06%	0.98%	0.52%	0.73%
Netherlands	1.34%	1.18%	1.04%	1.10%	2.02%	0.72%	2.54%	1.50%	3.42%	1.64%	1.55%	1.19%	1.63%
Switzerland	0.60%	0.80%	0.98%	1.40%	1.32%	0.62%	1.38%	1.78%	2.18%	1.72%	1.58%	0.66%	1.28%
Spain	0.18%	0.23%	0.54%	0.25%	0.29%	0.36%	0.83%	1.99%	0.72%	0.42%	0.59%	2.64%	0.82%
Portugal	0.73%	2.37%	1.51%	0.53%	0.88%	0.22%	0.42%	0.39%	0.78%	1.09%	0.64%	1.82%	0.93%
Belgium	0.43%	0.62%	0.32%	0.91%	0.70%	0.26%	1.00%	0.67%	1.22%	0.83%	0.91%	0.57%	0.71%
Russia	0.38%	0.20%	0.30%	0.26%	0.10%	0.08%	0.08%	0.08%	0.15%	0.11%	0.21%	0.24%	0.18%
Other Europe	0.68%	0.45%	0.65%	0.89%	0.68%	0.54%	0.65%	0.48%	0.60%	0.67%	0.77%	0.35%	0.61%
NORTH AMERICA	1.62%	2.43%	3.01%	2.36%	2.94%	3.07%	2.98%	2.50%	2.45%	2.44%	1.41%	0.83%	2.32%
USA	1.33%	2.15%	2.33%	1.95%	2.63%	1.91%	2.30%	2.08%	2.00%	1.66%	1.05%	0.64%	1.81%
Canada	0.29%	0.27%	0.68%	0.41%	0.30%	1.16%	0.68%	0.42%	0.45%	0.78%	0.35%	0.18%	0.50%
OTHER	2.97%	2.35%	2.82%	2.05%	4.31%	2.32%	3.14%	3.63%	3.77%	2.23%	2.44%	2.06%	2.84%
Australia	0.69%	0.44%	0.96%	0.49%	0.94%	0.40%	0.79%	1.17%	1.13%	0.69%	0.48%	0.35%	0.72%
Brazil	0.46%	0.17%	0.24%	0.16%	1.02%	0.20%	0.31%	0.51%	0.29%	0.28%	0.41%	0.15%	0.34%
China	0.42%	0.53%	0.69%	0.35%	0.65%	0.20%	0.22%	0.33%	0.50%	0.28%	0.48%	0.59%	0.43%
Other Countries	1.40%	1.22%	0.93%	1.05%	1.69%	1.53%	1.83%	1.62%	1.85%	0.99%	1.07%	0.97%	1.35%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 10. Number of Tourist Arrivals by Nationality and Purpose of Visit, 2010

Nationality	Visiting Friends/ Relatives	Holiday	Business	Other	Total
AFRICA	359,539	204,169	123,438	27,137	714,288
South Africa	84,443	106,831	74,664	11,713	277,655
Angola	192,228	79,673	15,686	9,239	296,825
Botswana	21,137	5,455	4,158	753	31,503
Zambia	36,270	4,225	12,341	1,392	54,229
Zimbabwe	20,777	4,575	9,598	2,717	37,667
Other Africa	4,684	3,410	6,991	1,322	16,408
EUROPE	26,697	177,913	10,637	3,821	219,069
Germany	11,443	72,990	1,856	783	87,072
UK	2,230	20,798	2,301	387	25,717
Italy	1,012	9,244	256	255	10,767
France	1,014	15,162	743	121	17,039
Scandinavia	1,819	6,121	1,713	938	10,591
Austria	932	5,917	316	32	7,197
Netherlands	1,922	13,267	587	302	16,078
Switzerland	1,746	10,381	249	229	12,605
Spain	648	6,915	408	101	8,071
Portugal	2,673	4,750	1,258	443	9,124
Belgium	526	6,151	337	10	7,024
Russia	275	1,323	140	23	1,762
Other Europe	456	4,894	474	198	6,023
NORTH AMERICA	3,132	17,246	1,905	510	22,793
USA	2,289	13,567	1,512	458	17,826
Canada	843	3,679	393	52	4,967
OTHER	2,561	17,663	5,328	2,396	27,949
Australia	604	5,638	589	236	7,066
Brazil	317	1,753	640	671	3,382
China	243	1,255	1,803	928	4,229
Other Countries	1,397	9,017	2,296	561	13,272
TOTAL	391,930	416,991	141,309	33,864	984,099
<i>Row Percentage Distribution</i>					
AFRICA	50.34%	28.58%	17.28%	3.80%	100.00%
South Africa	30.41%	38.48%	26.89%	4.22%	100.00%
Angola	64.76%	26.84%	5.28%	3.11%	100.00%
Botswana	67.10%	17.32%	13.20%	2.39%	100.00%
Zambia	66.88%	7.79%	22.76%	2.57%	100.00%
Zimbabwe	55.16%	12.15%	25.48%	7.21%	100.00%
Other Africa	28.55%	20.78%	42.61%	8.06%	100.00%
EUROPE	12.19%	81.21%	4.86%	1.74%	100.00%
Germany	13.14%	83.83%	2.13%	0.90%	100.00%
UK	8.67%	80.87%	8.95%	1.51%	100.00%
Italy	9.40%	85.86%	2.37%	2.37%	100.00%
France	5.95%	88.98%	4.36%	0.71%	100.00%
Scandinavia	17.18%	57.79%	16.17%	8.85%	100.00%
Austria	12.95%	82.21%	4.39%	0.44%	100.00%
Netherlands	11.96%	82.52%	3.65%	1.88%	100.00%
Switzerland	13.85%	82.36%	1.98%	1.82%	100.00%
Spain	8.02%	85.68%	5.05%	1.25%	100.00%
Portugal	29.30%	52.06%	13.78%	4.86%	100.00%
Belgium	7.48%	87.58%	4.79%	0.15%	100.00%
Russia	7.58%	81.26%	7.88%	3.29%	100.00%
Other Europe	8.55%	79.78%	8.33%	3.34%	100.00%
NORTH AMERICA	8.55%	79.78%	8.33%	3.34%	100.00%
USA	9.37%	51.84%	18.93%	19.85%	100.00%

Nationality	Visiting Friends/ Relatives	Holiday	Business	Other	Total
Canada	16.97%	74.07%	7.91%	1.05%	100.00%
OTHER	13.74%	75.66%	8.36%	2.24%	100.00%
Australia	12.84%	76.11%	8.48%	2.57%	100.00%
Brazil	9.37%	51.84%	18.93%	19.85%	100.00%
China	5.76%	29.68%	42.62%	21.94%	100.00%
Other Countries	10.53%	67.94%	17.30%	4.23%	100.00%
TOTAL	39.83%	42.37%	14.36%	3.44%	100.00%
<i>Column Percentage Distribution</i>					
AFRICA	91.74%	48.96%	87.35%	80.13%	72.58%
South Africa	21.55%	25.62%	52.84%	34.59%	28.21%
Angola	49.05%	19.11%	11.10%	27.28%	30.16%
Botswana	5.39%	1.31%	2.94%	2.22%	3.20%
Zambia	9.25%	1.01%	8.73%	4.11%	5.51%
Zimbabwe	5.30%	1.10%	6.79%	8.02%	3.83%
Other Africa	1.20%	0.82%	4.95%	3.90%	1.67%
EUROPE	6.81%	42.67%	7.53%	11.28%	22.26%
Germany	2.92%	17.50%	1.31%	2.31%	8.85%
UK	0.57%	4.99%	1.63%	1.14%	2.61%
Italy	0.26%	2.22%	0.18%	0.75%	1.09%
France	0.26%	3.64%	0.53%	0.36%	1.73%
Scandinavia	0.46%	1.47%	1.21%	2.77%	1.08%
Austria	0.24%	1.42%	0.22%	0.09%	0.73%
Netherlands	0.49%	3.18%	0.42%	0.89%	1.63%
Switzerland	0.45%	2.49%	0.18%	0.68%	1.28%
Spain	0.17%	1.66%	0.29%	0.30%	0.82%
Portugal	0.68%	1.14%	0.89%	1.31%	0.93%
Belgium	0.13%	1.48%	0.24%	0.03%	0.71%
Russia	0.07%	0.32%	0.10%	0.07%	0.18%
Other Europe	0.12%	1.17%	0.34%	0.58%	0.61%
NORTH AMERICA	0.80%	4.14%	1.35%	1.51%	2.32%
USA	0.58%	3.25%	1.07%	1.35%	1.81%
Canada	0.22%	0.88%	0.28%	0.15%	0.50%
OTHER	0.65%	4.24%	3.77%	7.08%	2.84%
Australia	0.15%	1.35%	0.42%	0.70%	0.72%
Brazil	0.08%	0.42%	0.45%	1.98%	0.34%
China	0.06%	0.30%	1.28%	2.74%	0.43%
Other Countries	0.36%	2.16%	1.63%	1.66%	1.35%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

Table 11. Number of Tourist Arrivals by Seasonality and Nationality, 2010

Nationality	Quarter					Seasonality			
	Jan-March	April-June	July-Sept	Oct-Dec	Total	Jan-Apr	May-Sept	Oct-Dec	Total
AFRICA	152,407	179,986	180,526	201,368	714,288	211,299	301,621	201,368	714,288
South Africa	48,951	84,651	72,099	71,954	277,655	69,043	136,658	71,954	277,655
Angola	74,437	62,612	72,290	87,486	296,825	101,680	107,658	87,486	296,825
Botswana	5,144	7,110	8,555	10,694	31,503	7,284	13,525	10,694	31,503
Zambia	11,316	14,652	11,153	17,107	54,229	16,980	20,142	17,107	54,229
Zimbabwe	9,524	7,791	9,895	10,458	37,667	12,404	14,805	10,458	37,667
Other Africa	3,035	3,171	6,534	3,667	16,408	3,907	8,833	3,667	16,408
EUROPE	46,233	38,942	74,934	58,960	219,069	60,592	99,517	58,960	219,069
Germany	21,386	15,088	27,808	22,790	87,072	26,783	37,499	22,790	87,072
UK	5,743	5,252	9,530	5,192	25,717	7,439	13,086	5,192	25,717
Italy	1,387	1,860	5,580	1,940	10,767	2,071	6,756	1,940	10,767
France	2,785	3,378	6,353	4,522	17,039	4,156	8,361	4,522	17,039
Scandinavia	2,516	1,514	2,648	3,913	10,591	3,143	3,536	3,913	10,591
Austria	1,628	1,094	2,200	2,275	7,197	2,114	2,808	2,275	7,197
Netherlands	2,475	2,904	6,789	3,910	16,078	3,320	8,848	3,910	16,078
Switzerland	1,676	2,544	4,881	3,505	12,605	2,751	6,349	3,505	12,605
Spain	688	702	3,219	3,463	8,071	878	3,730	3,463	8,071
Portugal	3,127	1,229	1,453	3,315	9,124	3,535	2,273	3,315	9,124
Belgium	931	1,414	2,623	2,056	7,024	1,629	3,339	2,056	7,024
Russia	626	342	285	509	1,762	828	425	509	1,762
Other Europe	1,264	1,623	1,564	1,571	6,023	1,945	2,507	1,571	6,023
NORTH AMERICA	4,959	6,484	7,169	4,181	22,793	6,769	11,843	4,181	22,793
USA	4,061	4,988	5,773	3,004	17,826	5,558	9,264	3,004	17,826
Canada	898	1,496	1,396	1,177	4,967	1,211	2,579	1,177	4,967
OTHER	5,717	6,605	9,587	6,041	27,949	7,284	14,624	6,041	27,949
Australia	1,501	1,385	2,816	1,364	7,066	1,876	3,826	1,364	7,066
Brazil	615	1,025	1,010	733	3,382	740	1,909	733	3,382
China	1,151	899	959	1,220	4,229	1,416	1,593	1,220	4,229
Other Countries	2,450	3,296	4,802	2,724	13,272	3,252	7,295	2,724	13,272
Total	209,316	232,017	272,216	270,550	984,099	285,944	427,606	270,550	984,099
<i>Percentage Distribution</i>									
AFRICA	21.34%	25.20%	25.27%	28.19%	100.00%	29.58%	42.23%	28.19%	100.00%
South Africa	17.63%	30.49%	25.97%	25.91%	100.00%	24.87%	49.22%	25.91%	100.00%
Angola	25.08%	21.09%	24.35%	29.47%	100.00%	34.26%	36.27%	29.47%	100.00%
Botswana	16.33%	22.57%	27.16%	33.95%	100.00%	23.12%	42.93%	33.95%	100.00%
Zambia	20.87%	27.02%	20.57%	31.55%	100.00%	31.31%	37.14%	31.55%	100.00%
Zimbabwe	25.28%	20.68%	26.27%	27.76%	100.00%	32.93%	39.31%	27.76%	100.00%
Other Africa	18.50%	19.33%	39.82%	22.35%	100.00%	23.81%	53.83%	22.35%	100.00%
EUROPE	21.10%	17.78%	34.21%	26.91%	100.00%	27.66%	45.43%	26.91%	100.00%
Germany	24.56%	17.33%	31.94%	26.17%	100.00%	30.76%	43.07%	26.17%	100.00%
UK	22.33%	20.42%	37.06%	20.19%	100.00%	28.93%	50.89%	20.19%	100.00%
Italy	12.88%	17.28%	51.83%	18.01%	100.00%	19.24%	62.75%	18.01%	100.00%
France	16.35%	19.83%	37.29%	26.54%	100.00%	24.39%	49.07%	26.54%	100.00%
Scandinavia	23.76%	14.30%	25.00%	36.94%	100.00%	29.67%	33.38%	36.94%	100.00%
Austria	22.62%	15.20%	30.57%	31.61%	100.00%	29.37%	39.02%	31.61%	100.00%
Netherlands	15.39%	18.06%	42.23%	24.32%	100.00%	20.65%	55.03%	24.32%	100.00%
Switzerland	13.29%	20.18%	38.72%	27.81%	100.00%	21.83%	50.37%	27.81%	100.00%
Spain	8.52%	8.69%	39.88%	42.91%	100.00%	10.87%	46.22%	42.91%	100.00%
Portugal	34.27%	13.47%	15.92%	36.34%	100.00%	38.75%	24.91%	36.34%	100.00%
Belgium	13.26%	20.12%	37.34%	29.27%	100.00%	23.20%	47.53%	29.27%	100.00%
Russia	35.54%	19.39%	16.19%	28.88%	100.00%	46.97%	24.14%	28.88%	100.00%
Other Europe	20.99%	26.95%	25.97%	26.08%	100.00%	32.29%	41.63%	26.08%	100.00%
NORTH AMERICA	21.76%	28.45%	31.45%	18.34%	100.00%	29.70%	51.96%	18.34%	100.00%

Nationality	Quarter					Seasonality			
	Jan-March	April-June	July-Sept	Oct-Dec	Total	Jan-Apr	May-Sept	Oct-Dec	Total
USA	22.78%	27.98%	32.39%	16.85%	100.00%	31.18%	51.97%	16.85%	100.00%
Canada	18.08%	30.12%	28.10%	23.70%	100.00%	24.38%	51.92%	23.70%	100.00%
OTHER	20.45%	23.63%	34.30%	21.61%	100.00%	26.06%	52.32%	21.61%	100.00%
Australia	21.25%	19.60%	39.85%	19.31%	100.00%	26.55%	54.15%	19.31%	100.00%
Brazil	18.18%	30.30%	29.85%	21.66%	100.00%	21.88%	56.45%	21.66%	100.00%
China	27.21%	21.27%	22.68%	28.84%	100.00%	33.49%	37.67%	28.84%	100.00%
Other Countries	18.46%	24.83%	36.18%	20.53%	100.00%	24.51%	54.97%	20.53%	100.00%
TOTAL	21.3%	23.6%	27.7%	27.5%	100%	29.1%	43.5%	27.5%	100%
<i>Percentage Distribution</i>									
AFRICA	72.81%	77.57%	66.32%	74.43%	72.58%	73.90%	70.54%	74.43%	72.58%
South Africa	23.39%	36.48%	26.49%	26.60%	28.21%	24.15%	31.96%	26.60%	28.21%
Angola	35.56%	26.99%	26.56%	32.34%	30.16%	35.56%	25.18%	32.34%	30.16%
Botswana	2.46%	3.06%	3.14%	3.95%	3.20%	2.55%	3.16%	3.95%	3.20%
Zambia	5.41%	6.32%	4.10%	6.32%	5.51%	5.94%	4.71%	6.32%	5.51%
Zimbabwe	4.55%	3.36%	3.63%	3.87%	3.83%	4.34%	3.46%	3.87%	3.83%
Other Africa	1.45%	1.37%	2.40%	1.36%	1.67%	1.37%	2.07%	1.36%	1.67%
EUROPE	22.09%	16.78%	27.53%	21.79%	22.26%	21.19%	23.27%	21.79%	22.26%
Germany	10.22%	6.50%	10.22%	8.42%	8.85%	9.37%	8.77%	8.42%	8.85%
UK	2.74%	2.26%	3.50%	1.92%	2.61%	2.60%	3.06%	1.92%	2.61%
Italy	0.66%	0.80%	2.05%	0.72%	1.09%	0.72%	1.58%	0.72%	1.09%
France	1.33%	1.46%	2.33%	1.67%	1.73%	1.45%	1.96%	1.67%	1.73%
Scandinavia	1.20%	0.65%	0.97%	1.45%	1.08%	1.10%	0.83%	1.45%	1.08%
Austria	0.78%	0.47%	0.81%	0.84%	0.73%	0.74%	0.66%	0.84%	0.73%
Netherlands	1.18%	1.25%	2.49%	1.45%	1.63%	1.16%	2.07%	1.45%	1.63%
Switzerland	0.80%	1.10%	1.79%	1.30%	1.28%	0.96%	1.48%	1.30%	1.28%
Spain	0.33%	0.30%	1.18%	1.28%	0.82%	0.31%	0.87%	1.28%	0.82%
Portugal	1.49%	0.53%	0.53%	1.23%	0.93%	1.24%	0.53%	1.23%	0.93%
Belgium	0.44%	0.61%	0.96%	0.76%	0.71%	0.57%	0.78%	0.76%	0.71%
Russia	0.30%	0.15%	0.10%	0.19%	0.18%	0.29%	0.10%	0.19%	0.18%
Other Europe	0.60%	0.70%	0.57%	0.58%	0.61%	0.68%	0.59%	0.58%	0.61%
NORTH AMERICA	2.37%	2.79%	2.63%	1.55%	2.32%	2.37%	2.77%	1.55%	2.32%
USA	1.94%	2.15%	2.12%	1.11%	1.81%	1.94%	2.17%	1.11%	1.81%
Canada	0.43%	0.64%	0.51%	0.44%	0.50%	0.42%	0.60%	0.44%	0.50%
OTHER	2.73%	2.85%	3.52%	2.23%	2.84%	2.55%	3.42%	2.23%	2.84%
Australia	0.72%	0.60%	1.03%	0.50%	0.72%	0.66%	0.89%	0.50%	0.72%
Brazil	0.29%	0.44%	0.37%	0.27%	0.34%	0.26%	0.45%	0.27%	0.34%
China	0.55%	0.39%	0.35%	0.45%	0.43%	0.50%	0.37%	0.45%	0.43%
Other Countries	1.17%	1.42%	1.76%	1.01%	1.35%	1.14%	1.71%	1.01%	1.35%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 12. Hotel Accommodation Capacity by Month (All Categories)

2008	January	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Average Jan-Dec
Total Category													
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
Bed Occ. Rate	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
Bed Occ. Rate	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
Bed Occ. Rate	22%	24%	23%	25%	29%	28%	31%	34%	30%	28%	30%	26%	28%

Source: Namibia Tourist Board (NTB)



