



tourism market insights
Namibia

WESGRO
cape town & western cape
research
an inspiring place to know

Contents

1. Overview of Namibia
2. The Namibian traveller to South Africa
 - 2.1 Visitor Arrivals to South Africa
 - 2.2 Purpose of visit to South Africa
 - 2.3 Activities in South Africa
3. The Namibian traveller to the Western Cape
4. Key Findings
5. List of sources

1. Overview of Namibia

About Namibia

Where is Namibia?	Southern Africa, bordering the South Atlantic Ocean, between South Africa and Angola.
Population (millions)	2,7 million (July 2021 estimate)
Time Difference	There is no time difference.
Languages	Oshiwambo languages 49.7%, Nama/Damara 11%, Kavango languages 10.4%, Afrikaans 9.4% (also a common language), Herero languages 9.2%, Zambezi languages 4.9% and English (official) 2.3%. (2016 estimate)
Economy	<p>Namibia's economy is greatly reliant on the mining and processing of minerals for export. Mining accounts for around 12.5% of GDP, however offers over 50% of foreign exchange earnings. Rich alluvial diamond deposits make Namibia a key source for gem-quality diamonds.</p> <p>Namibian authorities underlined the need to add value to raw materials, do more in-country manufacturing, and exploit the services market, especially in the logistics and transportation sectors.</p> <p>In addition, Namibia is also one of the world's largest producers of uranium.</p>
Formal Greeting	Wa lalapo (good morning)
Namibian Etiquette	<p>For Namibians, keeping up appearances extends to behaving modestly and respectfully to one's elders and superiors, performing religious and social duties and fulfilling all essential family obligations.</p> <p>Greetings are specifically important to Namibians, before any further dealings.</p> <p>Traditional Namibian culture frowns on excessive public displays of affection between couples, married or not.</p> <p>Your clothing is an area that can easily give offence, skimpy revealing clothing is frowned upon by most Namibians.</p>

2. The Namibia traveller to South Africa

Namibia Travel Market

Number of Arrivals	2015: 212 514
	2016: 214 664
	2017: 208 747
	2018: 200 367
	2019: 184 431

Purpose of visit to South Africa (2019)	VFR: 27.6%
	Shopping-business: 23.7%
	Holiday: 15.6%

Average length of stay in South Africa (Number of nights)	2017: 11,3
	2018: 9,3
	2019: 9,9

Age profile (2019)	18 – 24 years: 16,5%
	25 – 34 years: 30,8%
	35 – 44 years: 24,2%
	45 – 54 years: 15,4%
	55 – 64 years: 8,7%
	65+ years: 4,5%

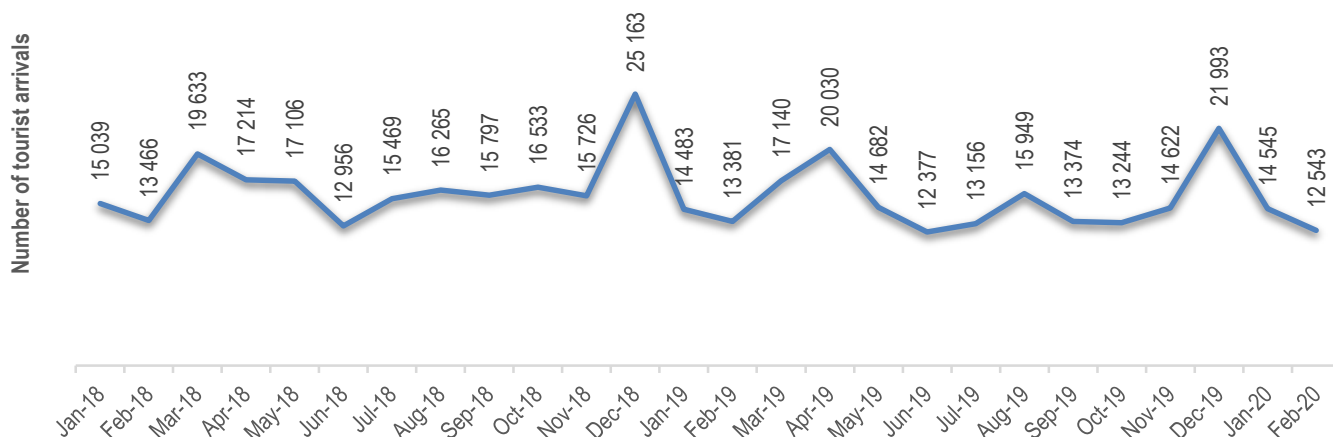
Repeater Rate of Namibia Travellers (2019)	1. 1 st time: 4,3%
	2. 2 – 3 times: 12,8%
	3. 4 – 5 times: 12,2%
	4. 6 – 9 times: 11,6%
	5. 10 or more times: 59,1%

Accommodation Usage (2019)	1. Friends & Family: 795,846
	2. Self Catering: 267,116
	3. Hotels: 175,100

Total Foreign Direct Spend in South Africa (R in millions)	2017: R1 610
	2018: R1 074
	2019: R939

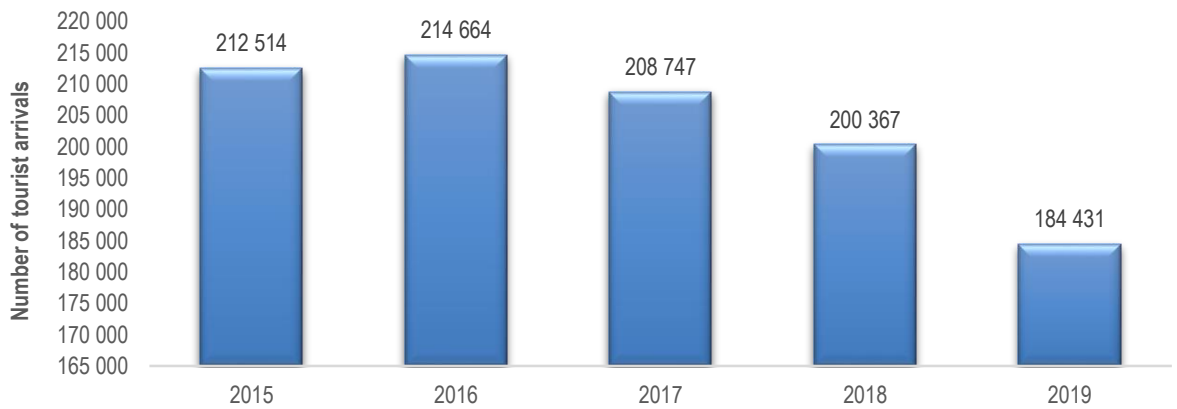
Average Spend in South Africa	2017: R7 900
	2018: R5 500
	2019: R5 200

NAMIBIAN TOURIST ARRIVALS TO SOUTH AFRICA BY MONTH, JAN 2018-FEB 2020



2. The Namibia traveller to South Africa

2.1. Namibian Tourist Arrivals to South Africa



2.2. Purpose of visit to South Africa

Namibian visitors to South Africa are predominantly travelling to visit friends and relatives and for the purpose of business shopping and holiday.

Travelers are typically between the ages of 25 and 44 years, with 30,8% in the 25 – 34 category and 24,2% in the 35 – 44 age bracket. The highest share of Namibian visitors were repeat visitors, with close to 60% of tourists confirming they have visited South Africa 10 or more times before.

Top reasons for travel to SA

VFR (27,6%)

Shopping - business (23,7%)

Holiday (15,6%)

Average length of stay (2019)

9,9 nights

2.3. Activities in South Africa

Top activities undertaken in SA

Shopping

Beaches

Education/training/study

Business

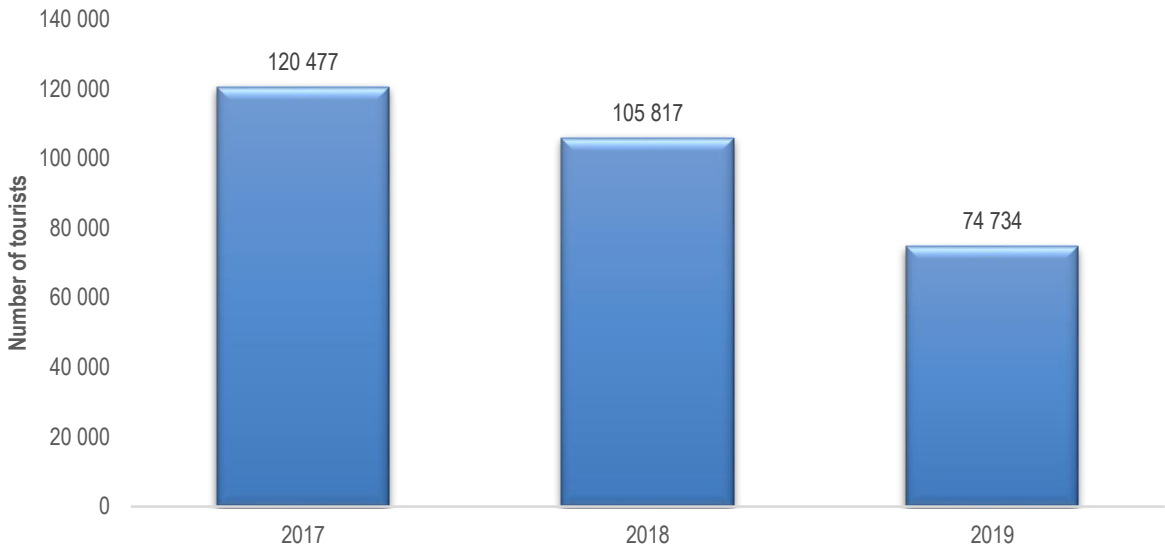
Nightlife

Top activities enjoyed by Namibian travellers included shopping, beaches, education/training/study, business and nightlife.

In 2019, Namibians to South Africa stayed for an average of 9,9 nights in South Africa. Tourist arrivals from this market translated into a foreign direct spend of R939 million in 2019, an average spend of R5,200 during the same period and staying with friends and relatives ranked as their preferred accommodation choice.

3. The Namibian traveller to the Western Cape

3.1. Namibian Tourist Arrivals to the Western Cape

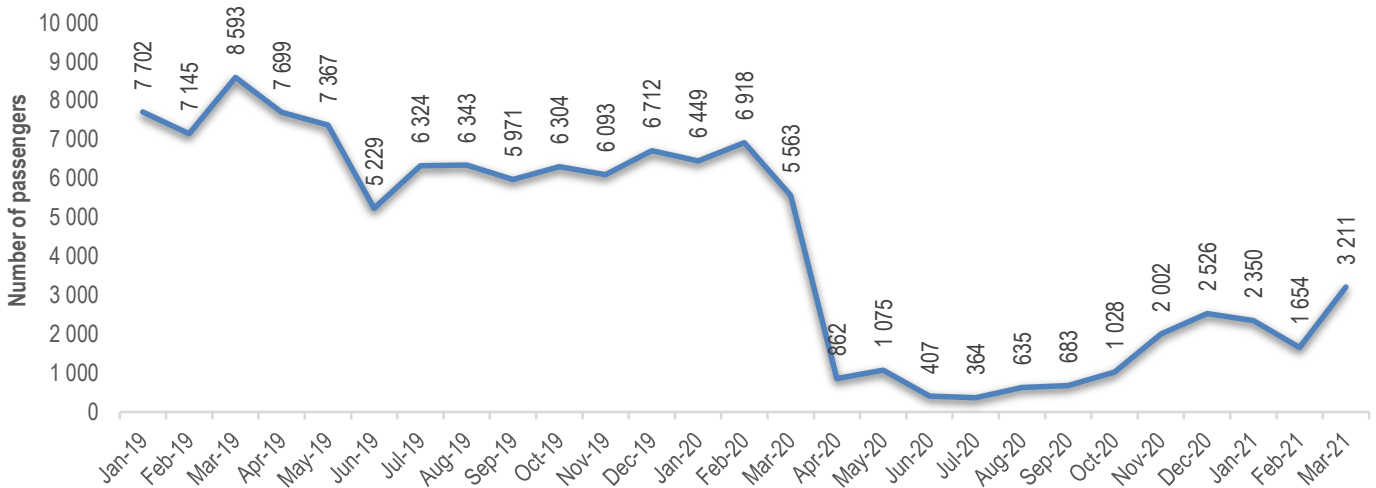


3.2. Namibian passengers through the Cape Town International Airport

During the challenging nationwide lockdown which commenced on the 27th March 2020, the tourism and hospitality sectors have been the hardest hit throughout Africa. However, the announcement of business continuity and ease in travel restrictions brought much hope for the Western Cape economy.

Namibian passengers suffered a severe drop in movement since April 2020 and only started picking up in November 2020 with 2,002 passengers. Another dip in air travel occurred during February 2021 (1,654 passengers), followed by over 3,000 passengers from Namibia in March 2021, reflecting a positive shift for this market.

NAMIBIAN PASSENGERS THROUGH THE CAPE TOWN INTERNATIONAL AIRPORT, JAN 2019-MAR 2021



5. Key Findings

South Africa welcomed close to 185,000 Namibian travellers to its shores in 2019 which translated into a total foreign direct spend of R939 million and an average expenditure of R5,200 per tourist.

Namibians to South Africa primarily visited friends and relatives (27,6%) followed by 23,7% who visited the country for business shopping and 15,6% travelled for holiday.

In 2019, the Namibians stayed in South Africa for an average of 9,9 nights and are typically between the ages of 25 - 34 (30,8%) and 35 – 44 (24,2%) years.

During the same year, close to 60% of Namibians confirmed that they travelled to the country 10 times or more and 4,3% visited South Africa for the first time.

Shopping, beaches, education/training/study, business and nightlife ranked as the top five activities undertaken by these tourists.

Namibian travelers to South Africa are more likely to stay with family and friends, book a self-catering establishment or hotel.

The Western Cape recorded 74,734 Namibian tourists in 2019, registering a 29,4% decrease when compared to 2018 (105,817). Tourist numbers to the province were severely affected by the global COVID-19 pandemic with airport movement dropping from 5,563 passengers in March 2020 to only 862 in April 2020,

Nonetheless, Namibian passenger movement picked up in November 2020 (2,002 passengers) and remained at the 2,000 mark during December 2020 and January 2021. The month of March 2021 reached the highest level of Namibian passengers since the commencement of the nationwide lockdown, accounting for 3,200 passengers.

When observing 2019 passenger movement trends, March 2019 marked the highest (8,593) level of movement and are likely the more popular month for travel to Cape Town.

5. List of sources

1. South African Tourism
2. Euromonitor International
3. OAG Airline Passenger Traffic Analyser
4. <https://www.cia.gov/the-world-factbook/countries/namibia/#economy>

Wesgro has taken every effort to ensure that the information in this publication is accurate. We provide said information without representation or guarantee whatsoever, whether expressed or implied. It is the responsibility of users of this publication to satisfy themselves of the accuracy of information contained herein. Wesgro cannot be held responsible for the contents of the publication in any way.

© Wesgro, 2021.

WESGRO

cape town & western cape
research