



Republic of Namibia

# Ministry of Environment, Forestry and Tourism

## TOURISM REVIVAL INITIATIVE STATISTICAL REPORT

September 2020 - March 2021





## TABLE OF CONTENTS

FOREWORD.....	I
PREFACE.....	II
INTRODUCTION.....	1
TOURIST ARRIVALS PROFILE.....	2
TOP TEN TOURIST SOURCE MARKETS.....	3
DISTRIBUTION OF TOURISTS BY GENDER.....	5
DISTRIBUTION OF TOURISTS BY AGE GROUP.....	6
DISTRIBUTION OF TOURISTS BY PURPOSE OF VISIT.....	7
DISTRIBUTION OF TOURISTS BY POINT OF ENTRY.....	9
DISTRIBUTION OF TOURISTS BY MODE OF TRAVEL.....	10
DISTRIBUTION OF TOURISTS BY AIRLINE.....	11
CONCLUSION AND RECOMMENDATIONS.....	12
ANNEXURE.....	13-21



## FOREWORD



The tourism industry is recognized by the Government of the Republic of Namibia (GRN) as an important contributor to the growth of the country's economy, employment creation, investments, foreign exchange earnings and a catalyst for national development.

Namibia's tourism industry has shown an impressive performance in terms of annual growth of tourist arrivals since independence. However, the COVID-19 pandemic spreading across the world since 2019 has hit the tourism industry the hardest. The industry was unfortunately not spared from the negative effects of the pandemic as lockdown regulations, travel restrictions and other restrictive measures were introduced. Namibia's borders were officially closed for travelers with the announcement of state of emergency at the end of March 2020 and subsequent national lockdowns.

The country only opened up its borders for tourism and other business travels in September 2020, through the International Tourism Revival Initiatives (TRI) announced by H.E. Dr. H. Geingob, The President of the Republic of Namibia in June 2020. The national lockdown was from April to August 2020.

This Tourism Revival Initiative Statistical report assesses tourists arrivals between September 2020 and March 2021 and the overall impact and contribution of the International Tourist Revival Initiative spearheaded by the National Tourism Revival Task Force. A total of 61 663 foreign tourist arrivals were recorded for the said period revealing a decline of 89% in comparison to the same period the previous year.

It is the mandate of the Government to assess the performance of the sector and to determine which measures, programmes and relief packages would be applicable to rescue the industry in the times of crisis, given its unique role in creating and sustaining employment. It is therefore imperative to have statistical information on industry in such trying times to understand the travel trends to better improve the sector through proper planning and in close collaboration between government and the tourism industry.

Finally, the Ministry is in the process of formulating a tourism spatial master plan to map the tourism resources within the country. The main idea is to compile an Integrated Destination Management System with updated tourism contents, in terms of capacity, quality, distribution of tourism attractions and activities.

The report presents several recommendations for consideration by the industry to resuscitate the tourism sector in the shortest possible time to save employment, livelihoods and businesses.

A handwritten signature in black ink, consisting of a stylized 'P' followed by a horizontal line and a vertical stroke.

---

Hon. Pohamba Shifeta (MP)  
Minister of Environment, Forestry and Tourism

## **PREFACE**

This Tourism Revival Initiative (TRI) statistical release provides information on tourist travelers who visited Namibia during September 2020 to March 2021. The information from this source of data provides the national coverage of tourist movements through the operating points of entry. In addition, to assess the extent of the government initiative in reviving the tourism industry, details of tourist mode of travel; purpose of visit; age and sex distribution are also provided.



This report contains statistics derived from the Arrival/Departure forms completed at points of entry across the country. In this regard, the Ministry of Environment, Forestry and Tourism would like to recognize the custodian of these forms, the Ministry of Home Affairs, Immigration, Safety and Security (MHAISS) for its endless support and cooperation.

Sincere appreciation is extended to the Tourism Revival Initiative Task Force for facilitating the planning process of revitalizing the tourism industry to restore confidence in the tourism players and travelers.

A handwritten signature in black ink, appearing to read 'Tush'.

---

Mr. Teofilus Nghitila  
Executive Director

## INTRODUCTION

The TRI report depicts the flow of tourist arrivals into the country between September 2020 and March 2021 with the objective of providing statistics that reveals the movement of tourists into Namibia post 2020 lockdown that took place from mid-March until early September 2020. These statistics aimed to provide an assessment evaluation of tourism programmes and projects that will help revive the Namibian tourism sector amidst the COVID-19 pandemic which is observed to be causing undesirable effects on the sector worldwide.

### Report sections

The first section of this report contains comprehensive statistics presented in graphic formats that include tourist arrivals profile; tourist arrivals by source markets, purpose of visit, gender, age group, point of entry, mode of travel.

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

### Key Concepts and Definitions

#### Foreign Tourist

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

#### Country of Residence

The country of residence is one of the key criteria for determining whether a person arriving in a country is a “visitor” or “other traveller”, and if a “visitor” whether he/she is a national or overseas resident. The underlying concept in the classification of international visitors by place of origin is the country of residence, not their nationality.

#### Purpose of Visit

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

“**Other purposes**” category of Tourist Arrivals includes In-transit travellers

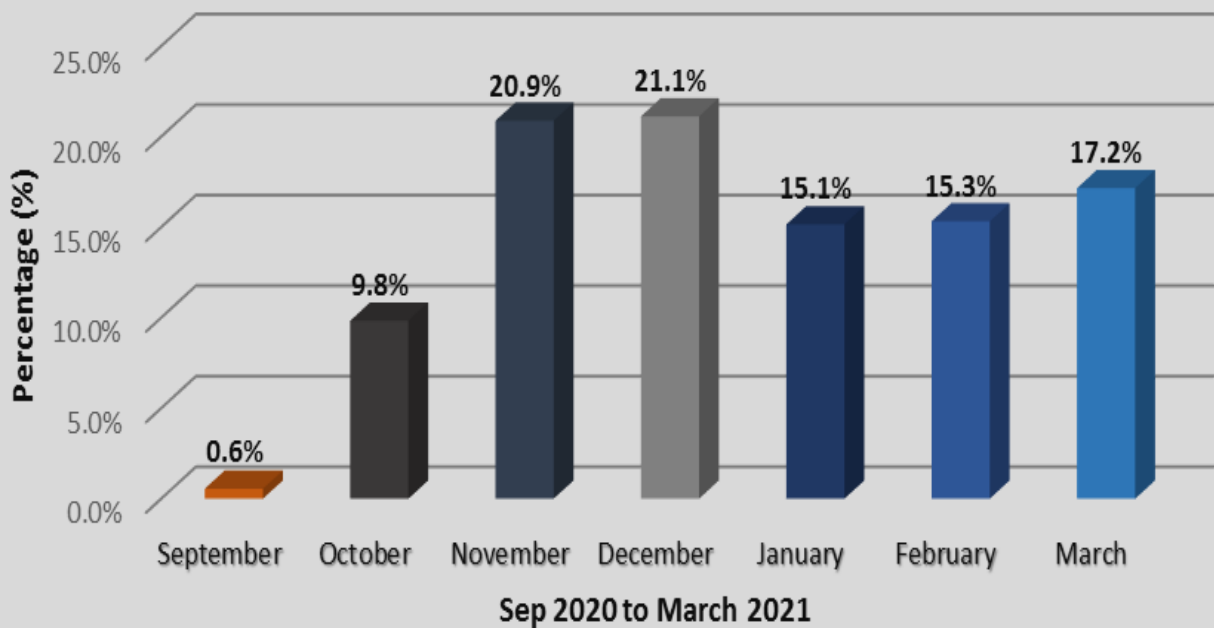
“**Scandinavia**” is made up of Denmark, Norway, Finland and Sweden countries

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

## TOURIST ARRIVALS PROFILE

A total of 61 663 tourist arrivals were received in Namibia between September 2020 and March 2021. The December month brought in 21.1 percent of these arrivals with September having brought in the lowest percentage of tourists in the specified period, only 0.6 percent. The statistics reveal a 91.0 percent decline in total tourist arrivals for the period under review in comparison to the same period (September 2019 - March 2020). The low percent contribution for September could be attributed to the points of entry that were not operational with the exception of Hosea Kutako International Airport that opened on the 11th September.

Figure 1: Distribution of Tourist Arrivals by Month



## TOP TEN TOURIST MARKETS

The top two countries who supplied more tourist arrivals to Namibia are from the African market. Of all the tourist arrivals between the specified period, 50.0 percent are from South Africa while Zimbabwe followed with the second highest percentage of 10.3 percent. Taking the third place is Germany from the overseas market with 7.9 percent. Angola who usually makes part of the top ten source markets did not make this list. This could be because the points of entry between Namibia and Angola remained closed during this period.

Figure 2: Tourists Source Markets

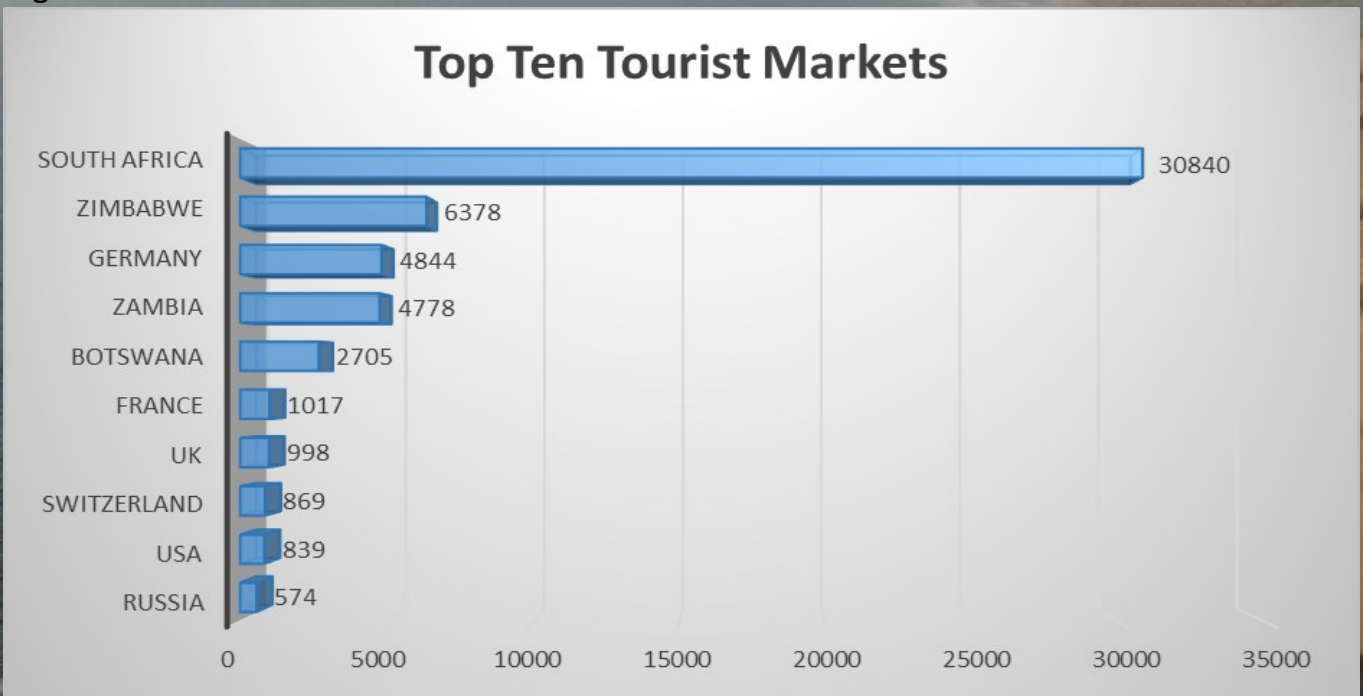


Figure 2(a): Top Ten Overseas Tourist Markets

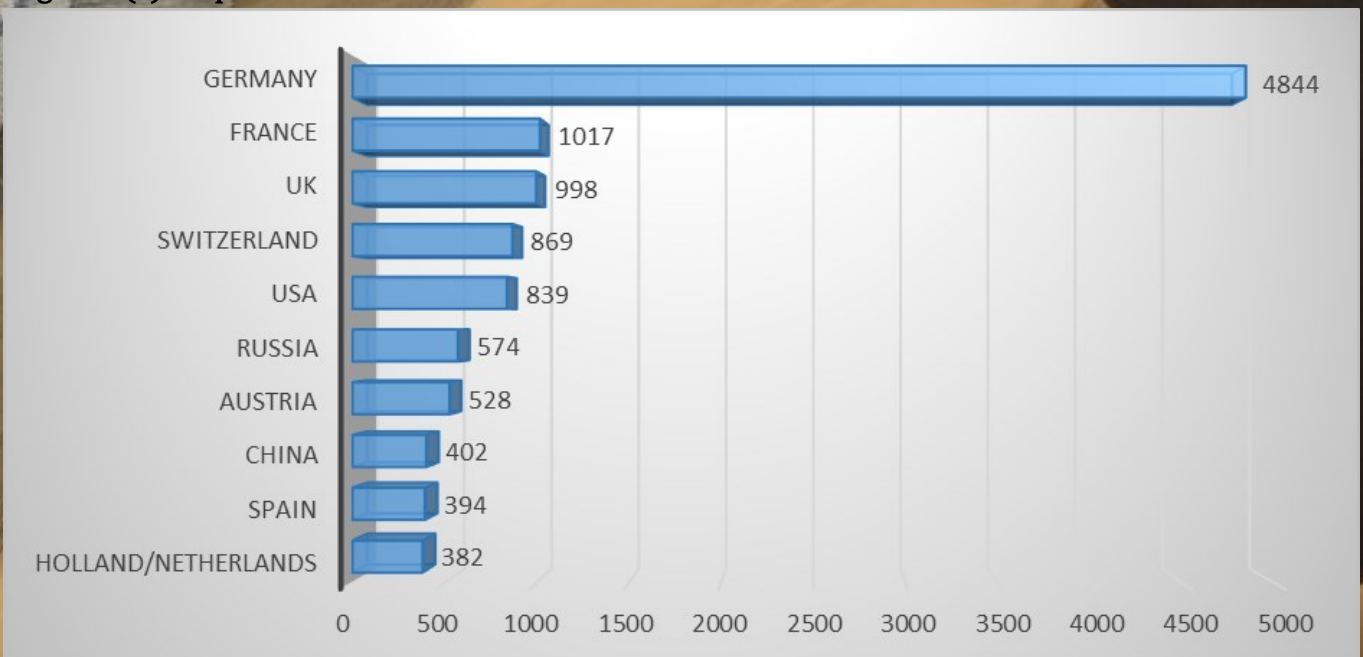
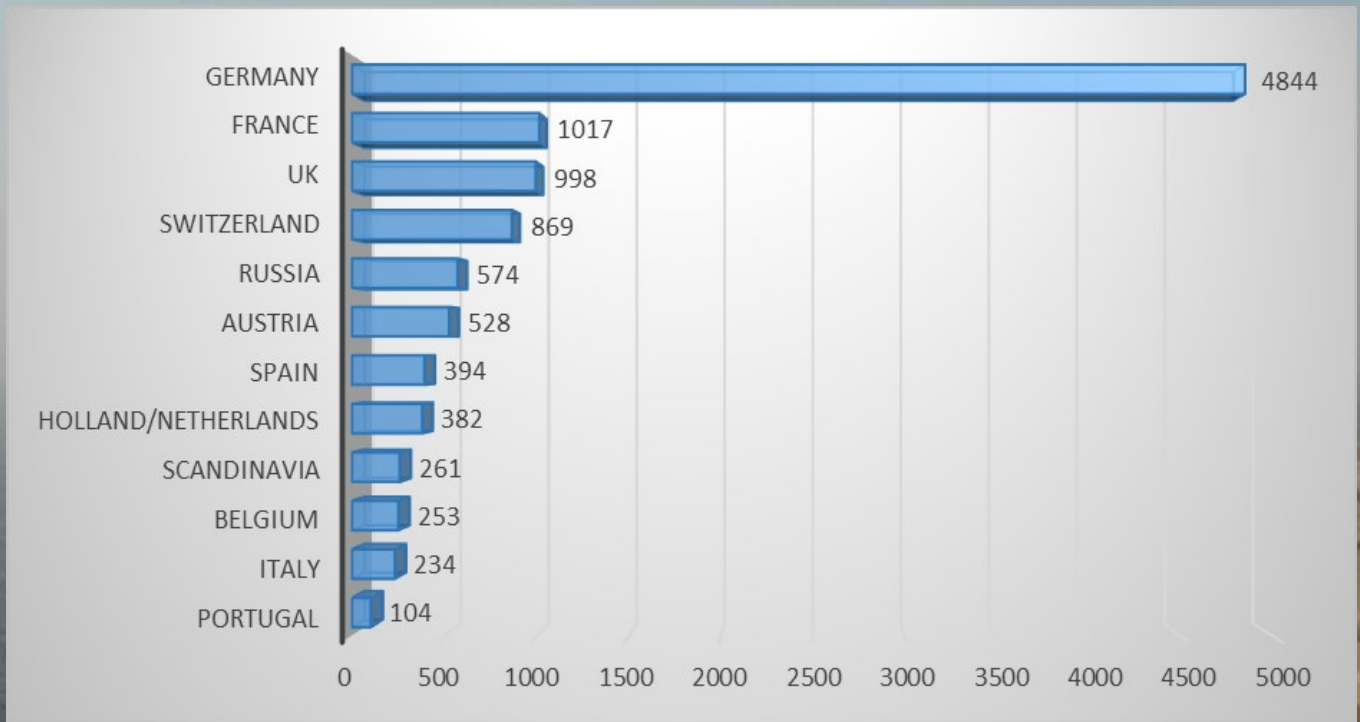




Figure 2(b): Top European Markets



## DISTRIBUTION OF TOURISTS BY GENDER

As it has been the norm when it comes to tourist arrivals by gender to Namibia, male tourists took the largest chunk of the pie contributing 75.2 percent to the total tourist arrivals. Female tourists contributed only 24.8 percent.

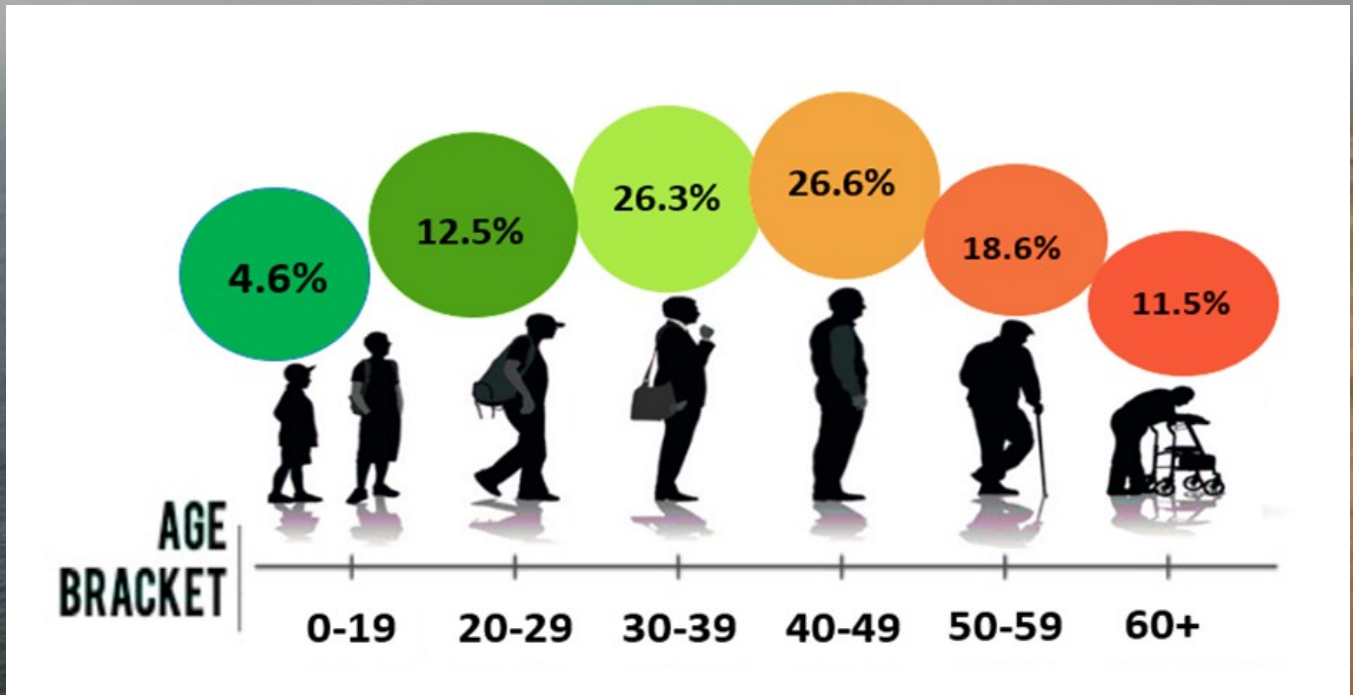
Figure 3: Tourist Arrivals by Gender



## DISTRIBUTION OF TOURISTS BY AGE GROUP

The age group of 40-49 years comprised 26.6 percent of tourists followed by the 30-39 age group with 26.3 percent. The 0-19 age group accounted for the least contribution with only 4.6 percent. Additionally, 11.5 percent of tourists constituted the 60+ age group.

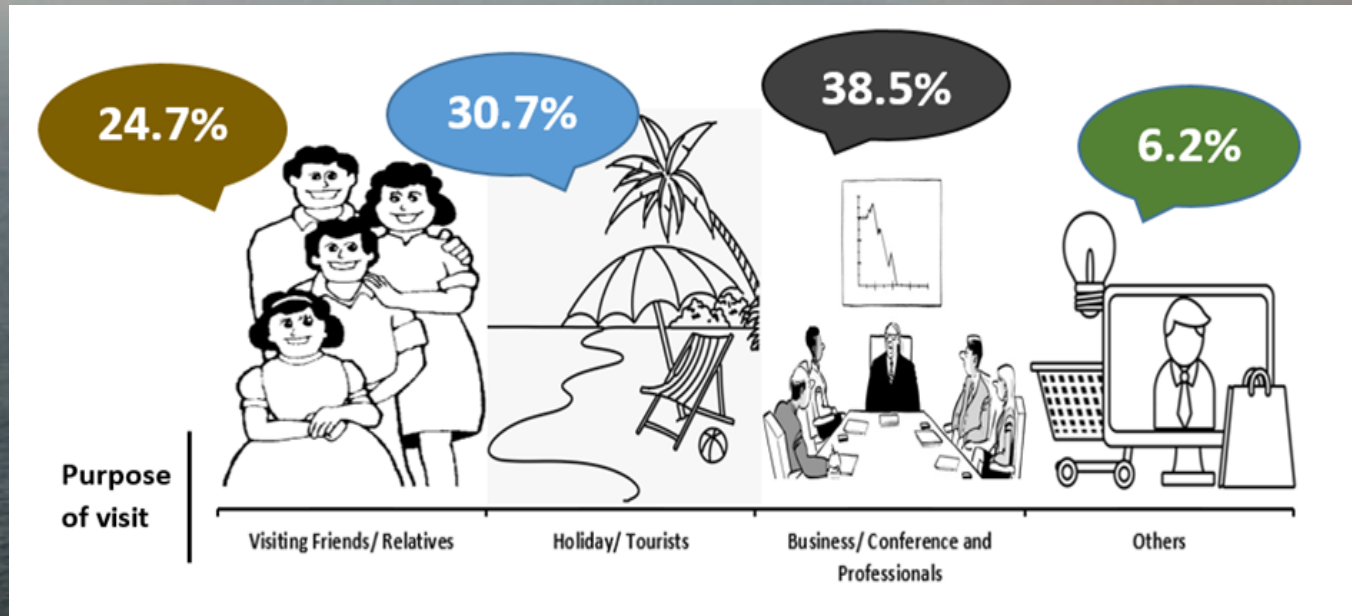
Figure 4: Tourist Arrivals by Age Group



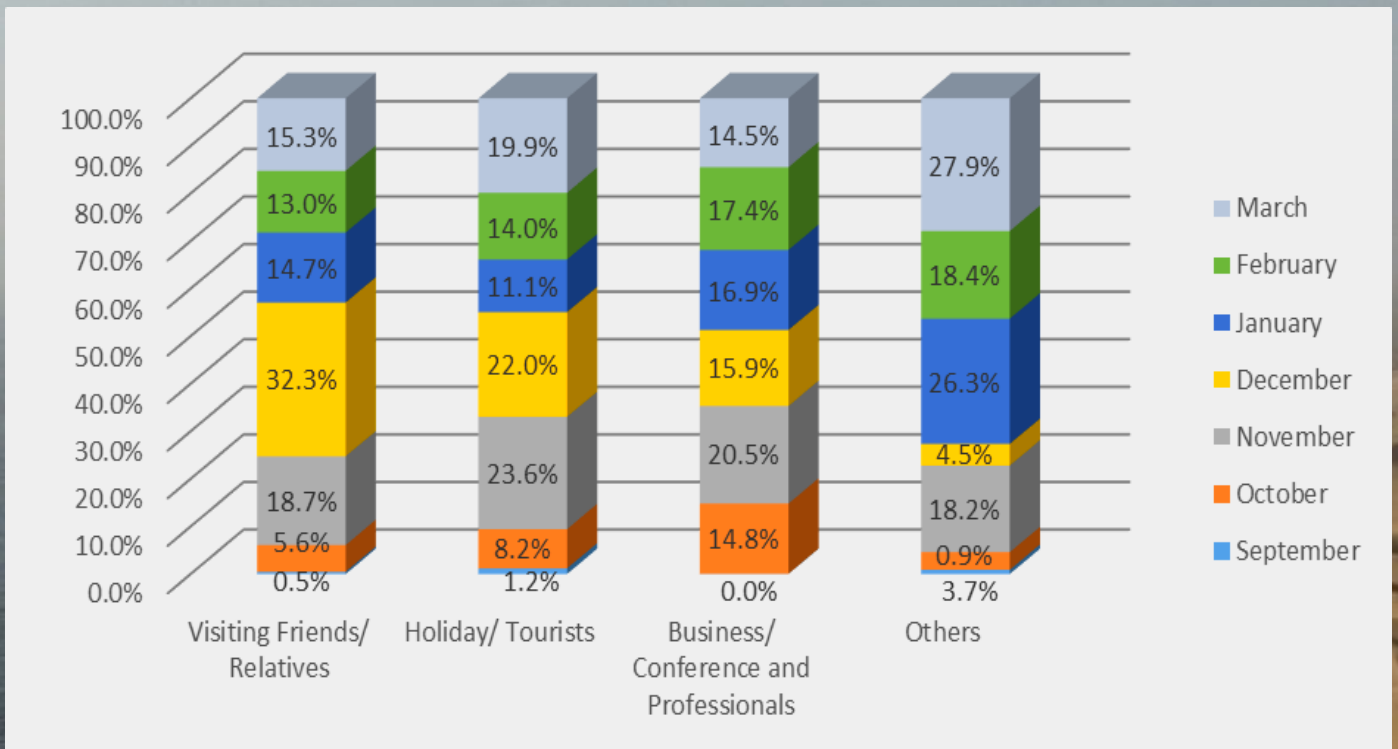
## DISTRIBUTION OF TOURISTS BY PURPOSE OF VISIT

Tourists who visited Namibia with the purpose of Business formed up 38.5 percent of total tourist arrivals. The holiday tourists came in second place with 30.7 percent while those who came to visit friends and relatives made up a portion of 24.7 percent and the remaining 6.2 percent went to those who visited for other purposes such as those in transit.

Figure 5: Tourist Arrivals by Purpose of Visit



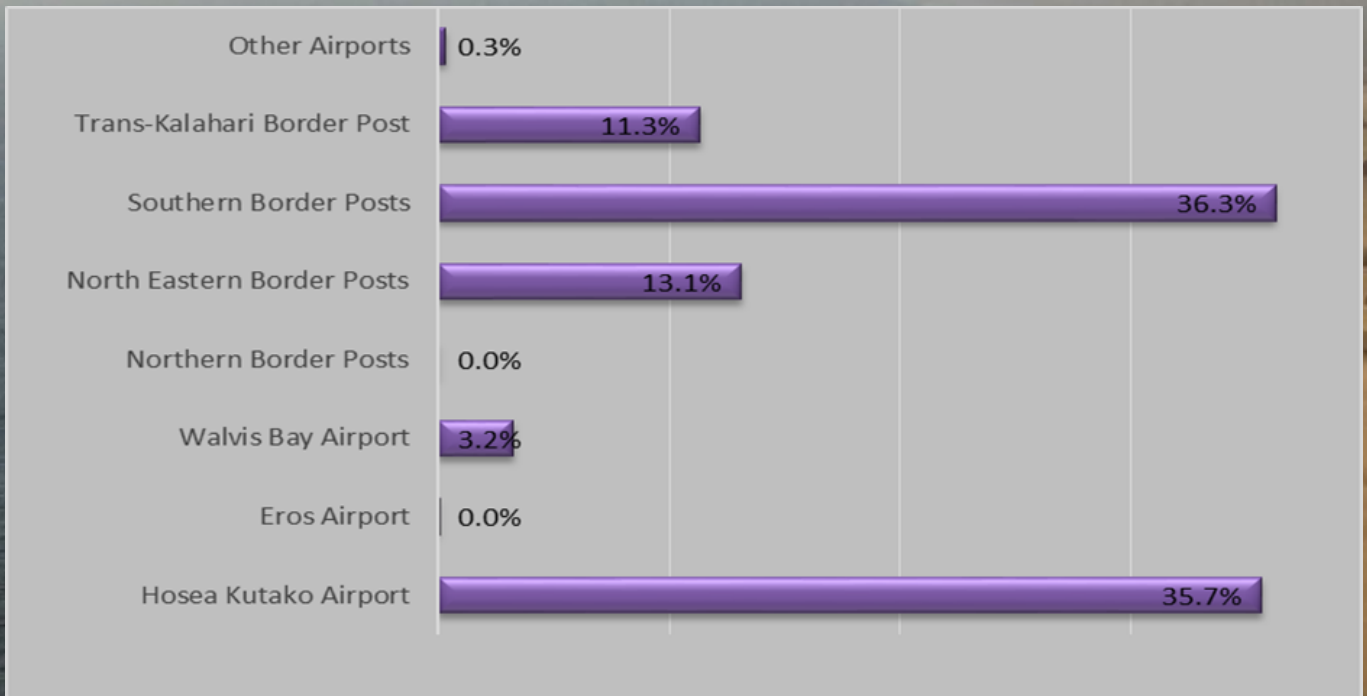
**Figure 5(a): Tourist Arrivals by Purpose of visit and Month**



## DISTRIBUTION OF TOURIST BY POINT OF ENTRY

36.3 percent of tourists entered the country through the Southern Border posts, followed by Hosea Kutako International Airport (HKIA) with 35.7 percent. Most of these arrivals through HKIA are from overseas markets as the tourists from African Markets tend to use land borders. The North-Eastern Border Posts brought in only 13.1 percent of tourists which can be attributed to the borders between Angola and Namibia that remained closed during the period under study. In addition, the Northern Border Posts which are bordering Angola as well were closed during the same period.

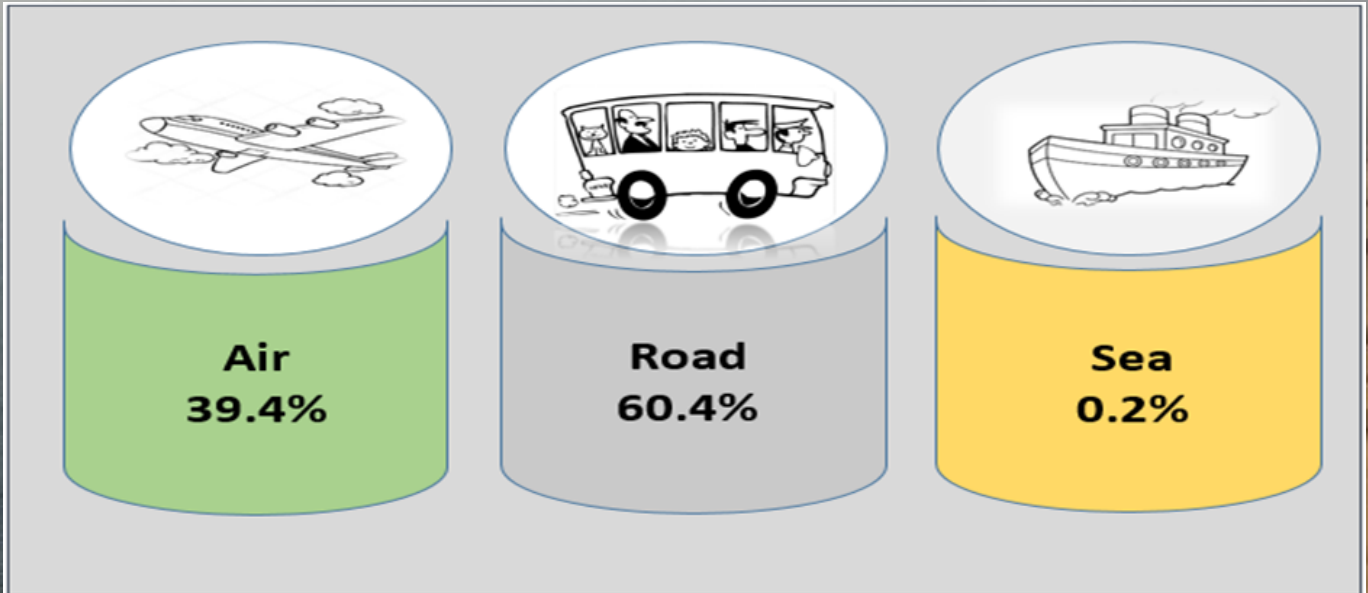
Figure 6: Tourist Arrivals by Point of Entry



## DISTRIBUTION OF TOURISTS BY MODE OF TRAVEL

Arrivals through road make up 60.4 percent of tourist arrivals between September 2020 and March 2021, followed by air arrivals with 39.4 percent. The arrivals through sea ports is only 0.2 percent.

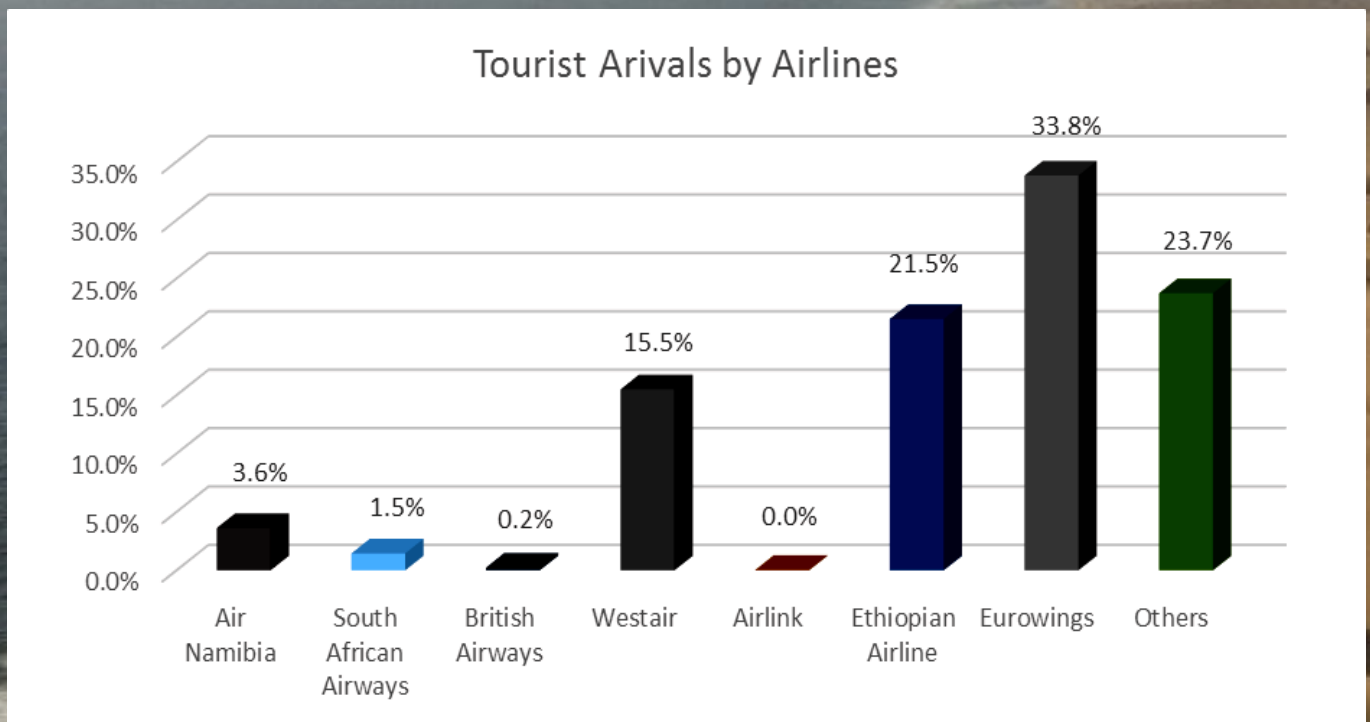
Figure 7: Tourist Arrivals by Mode of Travel



## DISTRIBUTION OF TOURISTS BY AIRLINE

Eurowings airline brought in the highest number of tourist arrivals amounting to 33.8 percent of the total with Ethiopian airlines bringing in 21.5 percent. WestAir also brought in a significant share of 15.5 percent of total tourist arrivals while the national airline, Air Namibia, brought in only 3.6 percent of the total arrivals during the period. The low contribution by Air Namibia could be attributed to the liquidation that took place formally in March 2021 however, all flight operations were halted in mid-February 2021.

Figure 8: Tourist Arrivals by Airline





## CONCLUSION AND RECOMMENDATIONS

The COVID-19 pandemic has caused massive economic damages that has affected the livelihoods, communities, and business operations especially at Micro and Macro level, much so for Small and Medium Enterprises (MSME's). The pandemic has put key industries such as tourism in an unprecedented crisis and is likely to continue throughout 2021.

Currently, the country is faced with economic and health challenges across the entire economic value chains that has never been experienced before. It therefore requires urgent and timely Government interventions to address the ongoing economic and health crisis.

It will never be business as usual for the tourism sector, especially with recovery only envisaged beyond 2021. It will be a significant loss for the sector, as majority of MSMEs might close down their businesses or divert to other industries. As it is, most MSMEs are not in a position to access loans to sustain their businesses during this phase.

Learning from the past, the industry must do some adjustments. The following recommendations might assist the Government, private sector and non-governmental organizations to swiftly revive the tourism sector:

- Prioritize and promote domestic tourism as the main driving force for the swift tourism recovery. Domestic tourism has the potential to mitigate the ongoing crisis, bridge the seasonality gap and create employment in the meantime.
- Consider developing, diversifying and re-packaging tourism products.
- Create and promote strategic partnership in the industry to increase synergy and accelerate tourism sector recovery process. Attention should be directed to national strategic roadmap to shape the sector's recovery as started:
  - ⇒ Opening for International tourism (started in September 2020)
  - ⇒ Opening for Domestic tourism (must follow soon from July 2021 onwards)
  - ⇒ Opening for Regional tourism (must follow soon from July 2021 onwards)

The above steps will require targeted effort by various Government Ministries and private sector.

The Government in collaboration with the financial institutions should continue to develop emergency support measures aimed to give relief to the tourism operators to cope during these hard times such as: tax break or review taxes, and financial stimulus packages.

Namibia Tourism Board (NTB) should consider re-launching the destination as COVID-19 Tourism Resilient Zone.

## ANNEXURE

**TABLE 1: TOURIST ARRIVALS BY MONTH AND POINT OF ENTRY**

Regional Border Post	ENTRY MONTH												Total	
	ENTRY MONTH											Total 2021		
	September	October	November	December	January	February	March	Total 2020						
Hosea Kutako Airport	340	1337	6498	3404	2662	3174	4583	11578	10420	21998				
Eros Airport	0	0	0	0	0	0	9	0	9	9				
Walvis Bay Airport	0	294	600	1105	0	0	0	1999	0	1999				
Northern Border Posts	0	0	0	0	0	0	0	0	0	0				
North Eastern Border Posts	0	966	602	538	2305	1711	1969	2105	5986	8091				
Southern Border Posts	0	2787	4155	7345	2787	3349	1953	14287	8089	22376				
Trans-Kalahari Border Post	0	597	904	631	1587	1213	2061	2132	4861	6993				
Other Airports	0	80	116	0	0	0	0	196	0	196				
<b>Total</b>	<b>340</b>	<b>6060</b>	<b>12875</b>	<b>13023</b>	<b>9341</b>	<b>9448</b>	<b>10576</b>	<b>32298</b>	<b>29365</b>	<b>61663</b>				

Regional Border Post	ENTRY MONTH												Total
	ENTRY MONTH											Total	
	September	October	November	December	January	February	March	Total					
Hosea Kutako Airport	1.5%	6.1%	29.5%	15.5%	12.1%	14.4%	20.8%	100.0%					
Eros Airport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%					
Walvis Bay Airport	0.0%	14.7%	30.0%	55.3%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%			
Northern Border Posts	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			
North Eastern Border Posts	0.0%	11.9%	7.4%	6.6%	28.5%	21.2%	24.3%	100.0%					
Southern Border Posts	0.0%	12.5%	18.6%	32.8%	12.5%	15.0%	8.7%	100.0%					
Trans-Kalahari Border Post	0.0%	8.5%	12.9%	9.0%	22.7%	17.3%	29.5%	100.0%					
Other Airports	0.0%	40.9%	59.1%	0.0%	0.0%	0.0%	0.0%	100.0%					
<b>Total</b>	<b>0.6%</b>	<b>9.8%</b>	<b>20.9%</b>	<b>21.1%</b>	<b>15.1%</b>	<b>15.3%</b>	<b>17.2%</b>	<b>100.0%</b>					

Column Percentage (%)												
Regional Border Post	ENTRY MONTH											Total
	September	October	November	December	Jan	Feb	March					
Hosea Kutako Airport	100.0%	22.1%	50.5%	26.1%	28.5%	33.6%	43.3%	35.7%				
Eros Airport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%				
Walvis Bay Airport	0.0%	4.8%	4.7%	8.5%	0.0%	0.0%	0.0%	3.2%				
Northern Border Posts	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
North Eastern Border Posts	0.0%	15.9%	4.7%	4.1%	24.7%	18.1%	18.6%	13.1%				
Southern Border Posts	0.0%	46.0%	32.3%	56.4%	29.8%	35.5%	18.5%	36.3%				
Trans-Kalahari Border Post	0.0%	9.8%	7.0%	4.8%	17.0%	12.8%	19.5%	11.3%				
Other Airports	0.0%	1.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.3%				
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>				

**TABLE 2: TOURIST ARRIVALS BY NATIONALITY AND MONTH**

Nationality	ENTRY MONTH												Total
	September	October	November	December	January	February	March						
<b>AFRICA</b>	<b>26</b>	<b>4907</b>	<b>8836</b>	<b>11194</b>	<b>7650</b>	<b>7404</b>	<b>7464</b>	<b>47481</b>					
South Africa	5	3110	6134	9284	3869	4368	4070	30840					
Angola	1	46	141	126	77	72	55	519					
Botswana	0	260	380	208	672	529	656	2705					
Zambia	0	836	381	307	754	1146	1354	4778					
Zimbabwe	3	492	1048	996	1982	994	863	6378					
Other Africa	17	163	752	272	293	295	467	2260					
<b>EUROPE</b>	<b>203</b>	<b>945</b>	<b>3144</b>	<b>1612</b>	<b>1369</b>	<b>1733</b>	<b>2661</b>	<b>11666</b>					
Germany	83	431	870	848	555	769	1287	4844					
UK	10	63	460	179	100	101	85	998					
Italy	1	13	114	45	14	14	33	234					
France	13	113	299	39	196	148	209	1017					
Scandinavia	0	25	96	5	23	52	60	261					
Austria	4	64	127	39	138	75	81	528					
Holland/Netherlands	9	33	165	54	50	33	38	382					
Switzerland	10	31	392	56	62	151	167	869					
Spain	8	64	107	24	63	45	84	394					
Portugal	2	2	40	20	9	5	25	104					
Belgium	4	40	65	49	21	20	54	253					
Russia	8	14	144	77	31	96	204	574					
Other Europe	51	52	265	177	106	222	335	1209					
<b>NORTH AMERICA</b>	<b>8</b>	<b>88</b>	<b>453</b>	<b>112</b>	<b>149</b>	<b>100</b>	<b>110</b>	<b>1020</b>					
USA	8	84	373	102	118	69	86	839					
Canada	0	4	80	10	31	31	24	181					
<b>OTHERS</b>	<b>103</b>	<b>120</b>	<b>442</b>	<b>106</b>	<b>176</b>	<b>208</b>	<b>340</b>	<b>1496</b>					
China	6	8	195	5	52	38	98	402					
Brazil	7	6	4	16	10	10	21	75					
Other Countries	90	106	244	85	114	160	221	1019					
<b>Total</b>	<b>340</b>	<b>6060</b>	<b>12875</b>	<b>13023</b>	<b>9342</b>	<b>9447</b>	<b>10576</b>	<b>61663</b>					

Nationality	ENTRY MONTH											Total
	September	October	November	December	January	February	March					
<b>AFRICA</b>	<b>0.1%</b>	<b>10.3%</b>	<b>18.6%</b>	<b>23.6%</b>	<b>16.1%</b>	<b>15.6%</b>	<b>15.7%</b>					<b>100.0%</b>
South Africa	0.0%	10.1%	19.9%	30.1%	12.5%	14.2%	13.2%					100.0%
Angola	0.2%	8.9%	27.1%	24.4%	14.9%	13.9%	10.7%					100.0%
Botswana	0.0%	9.6%	14.0%	7.7%	24.9%	19.6%	24.2%					100.0%
Zambia	0.0%	17.5%	8.0%	6.4%	15.8%	24.0%	28.3%					100.0%
Zimbabwe	0.0%	7.7%	16.4%	15.6%	31.1%	15.6%	13.5%					100.0%
Other Africa	0.8%	7.2%	33.3%	12.0%	13.0%	13.1%	20.6%					100.0%
<b>EUROPE</b>	<b>1.7%</b>	<b>8.1%</b>	<b>26.9%</b>	<b>13.8%</b>	<b>11.7%</b>	<b>14.9%</b>	<b>22.8%</b>					<b>100.0%</b>
Germany	1.7%	8.9%	18.0%	17.5%	11.5%	15.9%	26.6%					100.0%
UK	1.0%	6.3%	46.1%	17.9%	10.0%	10.1%	8.5%					100.0%
Italy	0.4%	5.6%	48.8%	19.3%	5.8%	5.8%	14.3%					100.0%
France	1.3%	11.1%	29.4%	3.8%	19.3%	14.6%	20.5%					100.0%
Scandinavia	0.0%	9.6%	36.8%	1.9%	8.8%	20.0%	22.8%					100.0%
Austria	0.8%	12.1%	24.0%	7.4%	26.1%	14.2%	15.4%					100.0%
Holland/Netherlands	2.4%	8.6%	43.2%	14.1%	13.1%	8.7%	9.8%					100.0%
Switzerland	1.2%	3.6%	45.1%	6.4%	7.1%	17.4%	19.2%					100.0%
Spain	2.0%	16.2%	27.1%	6.2%	15.9%	11.4%	21.2%					100.0%
Portugal	1.9%	1.9%	39.0%	18.9%	9.1%	5.0%	24.2%					100.0%
Belgium	1.6%	15.8%	25.8%	19.3%	8.2%	7.8%	21.4%					100.0%
Russia	1.4%	2.4%	25.0%	13.5%	5.5%	16.7%	35.5%					100.0%
Other Europe	4.2%	4.3%	21.9%	14.6%	8.8%	18.4%	27.7%					100.0%
<b>NORTH AMERICA</b>	<b>0.8%</b>	<b>8.6%</b>	<b>44.4%</b>	<b>11.0%</b>	<b>14.6%</b>	<b>9.8%</b>	<b>10.7%</b>					<b>100.0%</b>
USA	1.0%	10.0%	44.4%	12.2%	14.1%	8.2%	10.2%					100.0%
Canada	0.0%	2.2%	44.4%	5.5%	17.3%	17.3%	13.3%					100.0%
<b>OTHERS</b>	<b>6.9%</b>	<b>8.0%</b>	<b>29.6%</b>	<b>7.1%</b>	<b>11.8%</b>	<b>13.9%</b>	<b>22.8%</b>					<b>100.0%</b>
China	1.5%	2.0%	48.5%	1.3%	13.0%	9.4%	24.4%					100.0%
Brazil	9.4%	8.0%	5.4%	21.4%	14.0%	14.0%	27.9%					100.0%
Other Countries	8.8%	10.4%	23.9%	8.3%	11.2%	15.7%	21.7%					100.0%
<b>Total</b>	<b>0.6%</b>	<b>9.8%</b>	<b>20.9%</b>	<b>21.1%</b>	<b>15.2%</b>	<b>15.3%</b>	<b>17.2%</b>					<b>100.0%</b>

Nationality	ENTRY MONTH										Total	
	September	October	November	December	January	February	March					
<b>AFRICA</b>	<b>7.6%</b>	<b>81.0%</b>	<b>68.6%</b>	<b>86.0%</b>	<b>81.9%</b>	<b>78.4%</b>	<b>70.6%</b>	<b>77.0%</b>				
South Africa	1.5%	51.3%	47.6%	71.3%	41.4%	46.2%	38.5%	50.0%				
Angola	0.3%	0.8%	1.1%	1.0%	0.8%	0.8%	0.5%	0.8%				
Botswana	0.0%	4.3%	3.0%	1.6%	7.2%	5.6%	6.2%	4.4%				
Zambia	0.0%	13.8%	3.0%	2.4%	8.1%	12.1%	12.8%	7.7%				
Zimbabwe	0.9%	8.1%	8.1%	7.6%	21.2%	10.5%	8.2%	10.3%				
Other Africa	5.0%	2.7%	5.8%	2.1%	3.1%	3.1%	4.4%	3.7%				
<b>EUROPE</b>	<b>59.7%</b>	<b>15.6%</b>	<b>24.4%</b>	<b>12.4%</b>	<b>14.7%</b>	<b>18.3%</b>	<b>25.2%</b>	<b>18.9%</b>				
Germany	24.4%	7.1%	6.8%	6.5%	5.9%	8.1%	12.2%	7.9%				
UK	2.9%	1.0%	3.6%	1.4%	1.1%	1.1%	0.8%	1.6%				
Italy	0.3%	0.2%	0.9%	0.3%	0.1%	0.1%	0.3%	0.4%				
France	3.8%	1.9%	2.3%	0.3%	2.1%	1.6%	2.0%	1.6%				
Scandinavia	0.0%	0.4%	0.7%	0.0%	0.2%	0.6%	0.6%	0.4%				
Austria	1.2%	1.1%	1.0%	0.3%	1.5%	0.8%	0.8%	0.9%				
Holland/Netherlands	2.6%	0.5%	1.3%	0.4%	0.5%	0.4%	0.4%	0.6%				
Switzerland	2.9%	0.5%	3.0%	0.4%	0.7%	1.6%	1.6%	1.4%				
Spain	2.4%	1.1%	0.8%	0.2%	0.7%	0.5%	0.8%	0.6%				
Portugal	0.6%	0.0%	0.3%	0.2%	0.1%	0.1%	0.2%	0.2%				
Belgium	1.2%	0.7%	0.5%	0.4%	0.2%	0.2%	0.5%	0.4%				
Russia	2.4%	0.2%	1.1%	0.6%	0.3%	1.0%	1.9%	0.9%				
Other Europe	15.0%	0.9%	2.1%	1.4%	1.1%	2.4%	3.2%	2.0%				
<b>NORTH AMERICA</b>	<b>2.4%</b>	<b>1.5%</b>	<b>3.5%</b>	<b>0.9%</b>	<b>1.6%</b>	<b>1.1%</b>	<b>1.0%</b>	<b>1.7%</b>				
USA	2.4%	1.4%	2.9%	0.8%	1.3%	0.7%	0.8%	1.4%				
Canada	0.0%	0.1%	0.6%	0.1%	0.3%	0.3%	0.2%	0.3%				
<b>OTHERS</b>	<b>30.3%</b>	<b>2.0%</b>	<b>3.4%</b>	<b>0.8%</b>	<b>1.9%</b>	<b>2.2%</b>	<b>3.2%</b>	<b>2.4%</b>				
China	1.8%	0.1%	1.5%	0.0%	0.6%	0.4%	0.9%	0.7%				
Brazil	2.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%	0.1%				
Other Countries	26.5%	1.7%	1.9%	0.6%	1.2%	1.7%	2.1%	1.7%				
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>				

**TABLE 3: TOURIST ARRIVALS BY GENDER**

Sex of Tourists	ENTRY MONTH							Total
	September	October	November	December	January	February	March	
Male	220	5006	9907	8703	7219	7545	7753	46354
Female	120	1054	2968	4320	2122	1902	2823	15309
<b>Total</b>	<b>340</b>	<b>6060</b>	<b>12875</b>	<b>13023</b>	<b>9342</b>	<b>9447</b>	<b>10576</b>	<b>61663</b>

Row Percentage

Sex of Tourists	ENTRY MONTH							Total
	September	October	November	December	January	February	March	
Male	0.5%	10.8%	21.4%	18.8%	15.6%	16.3%	16.7%	100.0%
Female	0.8%	6.9%	19.4%	28.2%	13.9%	12.4%	18.4%	100.0%
<b>Total</b>	<b>0.6%</b>	<b>9.8%</b>	<b>20.9%</b>	<b>21.1%</b>	<b>15.1%</b>	<b>15.3%</b>	<b>17.2%</b>	<b>100.0%</b>

Column Percentage

Sex of Tourists	ENTRY MONTH							Total
	September	October	November	December	January	February	March	
Male	64.8%	82.6%	77.0%	66.8%	77.3%	79.9%	73.3%	75.2%
Female	35.2%	17.4%	23.0%	33.2%	22.7%	20.1%	26.7%	24.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 4: TOURIST ARRIVALS BY AGE GROUP**

Age group	Entry Month							Total
	September	October	November	December	January	February	March	
0 - 19	13	159	484	1049	372	295	435	2808
20 - 29	56	616	1486	2240	1089	1024	1178	7689
30 - 39	79	1791	3475	2966	2612	2517	2767	16207
40 - 49	74	1742	3386	2937	2839	2676	2729	16383
50 - 59	68	1063	2507	2364	1677	1804	2011	11494
60+	49	688	1537	1467	753	1131	1456	7082
<b>Total</b>	<b>340</b>	<b>6060</b>	<b>12875</b>	<b>13023</b>	<b>9341</b>	<b>9448</b>	<b>10576</b>	<b>61663</b>

Row Percentage (%)								
Age group of Tourists	Entry Month							Total
	September	October	November	December	January	February	March	
0 - 19	0.5%	5.7%	17.2%	37.3%	13.2%	10.5%	15.5%	100.0%
20 - 29	0.7%	8.0%	19.3%	29.1%	14.2%	13.3%	15.3%	100.0%
30 - 39	0.5%	11.0%	21.4%	18.3%	16.1%	15.5%	17.1%	100.0%
40 - 49	0.5%	10.6%	20.7%	17.9%	17.3%	16.3%	16.7%	100.0%
50 - 59	0.6%	9.3%	21.8%	20.6%	14.6%	15.7%	17.5%	100.0%
60+	0.7%	9.7%	21.7%	20.7%	10.6%	16.0%	20.6%	100.0%
<b>Total</b>	<b>0.6%</b>	<b>9.8%</b>	<b>20.9%</b>	<b>21.1%</b>	<b>15.1%</b>	<b>15.3%</b>	<b>17.2%</b>	<b>100.0%</b>

**TABLE 5: TOURIST ARRIVALS BY PURPOSE OF VISIT**

Purpose of Visit	Entry Month							Total
	September	October	November	December	January	February	March	
Visiting Friends/ Relatives	73	853	2840	4913	2240	1973	2320	15211
Holiday/ Tourists	224	1559	4465	4154	2097	2646	3757	18901
Business/ Conference and Professionals	10	3507	4879	3786	4006	4130	3441	23759
Others	34	141	692	171	999	699	1058	3793
<b>Total</b>	<b>340</b>	<b>6060</b>	<b>12875</b>	<b>13023</b>	<b>9342</b>	<b>9447</b>	<b>10576</b>	<b>61663</b>

Row Percentage (%)								
Purpose of Visit	Entry Month							Total
	September	October	November	December	January	February	March	
Visiting Friends/ Relatives	0.5%	5.6%	18.7%	32.3%	14.7%	13.0%	15.3%	100.0%
Holiday/ Tourists	1.2%	8.2%	23.6%	22.0%	11.1%	14.0%	19.9%	100.0%
Business/ Conference and Professionals	0.0%	14.8%	20.5%	15.9%	16.9%	17.4%	14.5%	100.0%
Others	0.9%	3.7%	18.2%	4.5%	26.3%	18.4%	27.9%	100.0%
<b>Total</b>	<b>0.6%</b>	<b>9.8%</b>	<b>20.9%</b>	<b>21.1%</b>	<b>15.1%</b>	<b>15.3%</b>	<b>17.2%</b>	<b>100.0%</b>

Column Percentage (%)								
Purpose of Visit	Entry Month							Total
	September	October	November	December	January	February	March	
Visiting Friends/ Relatives	21.4%	14.1%	22.1%	37.7%	24.0%	20.9%	21.9%	24.7%
Holiday/ Tourists	65.8%	25.7%	34.7%	31.9%	22.4%	28.0%	35.5%	30.7%
Business/ Conference and Professionals	3.0%	57.9%	37.9%	29.1%	42.9%	43.7%	32.5%	38.5%
Others	9.9%	2.3%	5.4%	1.3%	10.7%	7.4%	10.0%	6.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



**TABLE 6: TOURIST ARRIVALS BY MODE OF TRAVEL**

Mode of Travel	ENTRY MONTH							Total
	September	October	November	December	January	February	March	
Air	340	1610	7301	4560	2662	3174	4593	24318
Road	0	4426	5500	8463	6680	6273	5983	37247
Sea	0	24	74	0	0	0	0	98
<b>Total</b>	<b>340</b>	<b>6060</b>	<b>12875</b>	<b>13023</b>	<b>9342</b>	<b>9447</b>	<b>10576</b>	<b>61663</b>

Row Percentage (%)								
Mode of Travel	ENTRY MONTH							Total
	September	October	November	December	January	February	March	
Air	1.4%	6.6%	30.0%	18.8%	10.9%	13.1%	18.9%	100.0%
Road	0.0%	11.9%	14.8%	22.7%	17.9%	16.8%	16.1%	100.0%
Sea	0.0%	24.7%	75.3%	0.0%	0.0%	0.0%	0.0%	100.0%
<b>Total</b>	<b>0.6%</b>	<b>9.8%</b>	<b>20.9%</b>	<b>21.1%</b>	<b>15.1%</b>	<b>15.3%</b>	<b>17.2%</b>	<b>100.0%</b>

Column Percentage (%)								
Mode of Travel	ENTRY MONTH							Total
	September	October	November	December	January	February	March	
Air	100.0%	26.6%	56.7%	35.0%	28.5%	33.6%	43.4%	39.4%
Road	0.0%	73.0%	42.7%	65.0%	71.5%	66.4%	56.6%	60.4%
Sea	0.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 7: TOURIST ARRIVALS BY AIRLINE**

Airline	Entry Month							Total
	September	October	November	December	January	February	March	
Air Namibia	0	207	311	320	52	0	0	881
South African Airways	0	3	46	242	31	31	0	352
British Airways	0	0	26	13	0	21	0	60
Westair	0	566	2349	575	241	0	42	3761
Airlink	0	0	0	0	0	0	10	10
Ethiopian Airline	186	339	1922	1186	523	178	868	5222
Eurowings	154	488	2619	1687	785	544	1914	8199
Others	0	8	27	537	1036	2396	1756	5755
<b>Total</b>	<b>340</b>	<b>1610</b>	<b>7301</b>	<b>4560</b>	<b>2668</b>	<b>3170</b>	<b>4592</b>	<b>24241</b>

Row Percentage (%)								
Airline	Entry Month							Total
	September	October	November	December	January	February	March	
Air Namibia	0.0%	23.5%	35.3%	36.3%	5.9%	0.0%	0.0%	100.0%
South African Airways	0.0%	0.8%	13.2%	68.7%	8.9%	8.9%	0.0%	100.0%
British Airways	0.0%	0.0%	43.1%	21.9%	0.0%	34.9%	0.0%	100.0%
Westair	0.0%	15.0%	62.5%	15.3%	6.4%	0.0%	1.1%	100.0%
Airlink	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Ethiopian Airline	3.6%	6.5%	36.8%	22.7%	10.0%	3.4%	16.6%	100.0%
Eurowings	1.9%	5.9%	31.9%	20.6%	9.6%	6.6%	23.3%	100.0%
Others	0.0%	0.1%	0.5%	9.3%	18.0%	41.6%	30.5%	100.0%
<b>Total</b>	<b>1.4%</b>	<b>6.6%</b>	<b>30.1%</b>	<b>18.8%</b>	<b>11.0%</b>	<b>13.1%</b>	<b>18.9%</b>	<b>100.0%</b>

Column Percentage (%)								
Airline	Entry Month							Total
	September	October	November	December	January	February	March	
Air Namibia	0.0%	12.8%	4.3%	7.0%	2.0%	0.0%	0.0%	3.6%
South African Airways	0.0%	0.2%	0.6%	5.3%	1.2%	1.0%	0.0%	1.5%
British Airways	0.0%	0.0%	0.4%	0.3%	0.0%	0.7%	0.0%	0.2%
Westair	0.0%	35.2%	32.2%	12.6%	9.0%	0.0%	0.9%	15.5%
Airlink	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Ethiopian Airline	54.6%	21.1%	26.3%	26.0%	19.6%	5.6%	18.9%	21.5%
Eurowings	45.4%	30.3%	35.9%	37.0%	29.4%	17.2%	41.7%	33.8%
Others	0.0%	0.5%	0.4%	11.8%	38.8%	75.6%	38.3%	23.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>





**Produced by the Directorate of Tourism and Gaming**

Block E, Floor 1

Private Bag 13306

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

Windhoek, Namibia

Tel.: +264 61 284 2089/2005

Fax: +264 61 229936

Email: [Sebulon.Chicalu@mef.gov.na](mailto:Sebulon.Chicalu@mef.gov.na)

Website: [www.met.gov.na](http://www.met.gov.na)

