

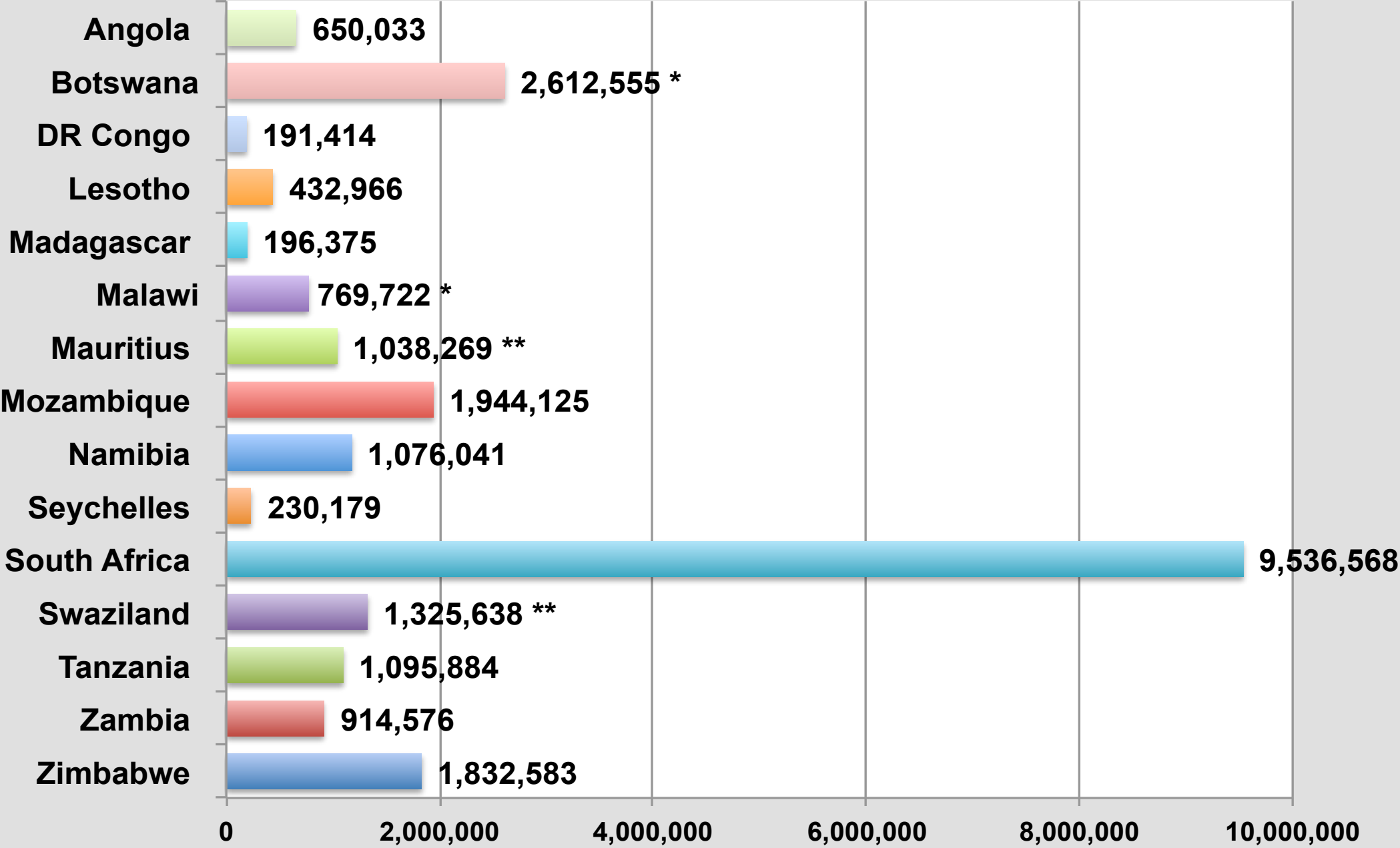
# International Tourist Arrivals in Southern Africa (SADC) 2013



Data from the UNWTO Yearbook of  
Tourism Statistics – 2015 Edition



# Tourist Arrivals in the SADC Countries



# Tourist Arrivals in the SADC Countries (SADC, Rest of Africa, Overseas Tourists)

Country	SADC Visitors	Rest of Africa	Overseas Tourists	Total Arrivals
Angola	200,603	23,742	425,688	650,033
Botswana	2,227,190	29,076	329,537	2,585,803
DR Congo	14,470	58,231	118,713	191,414
Lesotho	402,620	1,143	18,739	422,502
Madagascar	9,461	25,413	161,501	196,375
Malawi	524,321	106,786	138,615	769,722
Mauritius	114,820	159,336	764,812	1,038,968
Mozambique	1,352,232	59,096	532,797	1,944,125
Namibia	767,133	17,447	242,650	1,027,230
Seychelles	16,840	8,841	182,238	207,919
South Africa	6,669,966	243,817	2,703,181	9,616,964
Swaziland	1,164,047	15,712	145,879	1,325,638
Tanzania	179,345	344,293	572,246	1,095,884
Zambia	562,050	158,415	194,111	914,576
Zimbabwe	1,545,753	25,046	261,784	1,832,583
<b>Total SADC Region</b>	<b>15,750,851</b>	<b>1,276,394</b>	<b>6,792,491</b>	<b>23,819,736</b>

# Distribution of Visitor Arrivals between SADC Countries

In total, 23.8 million “tourist” arrivals recorded by the 15 SADC states:

- 15.8 million visitors from other SADC countries;
- 6.8 million tourists arriving from overseas markets;
- 1.3 million arrivals from other African countries.

**15.8 million SADC visitors in other SADC countries**

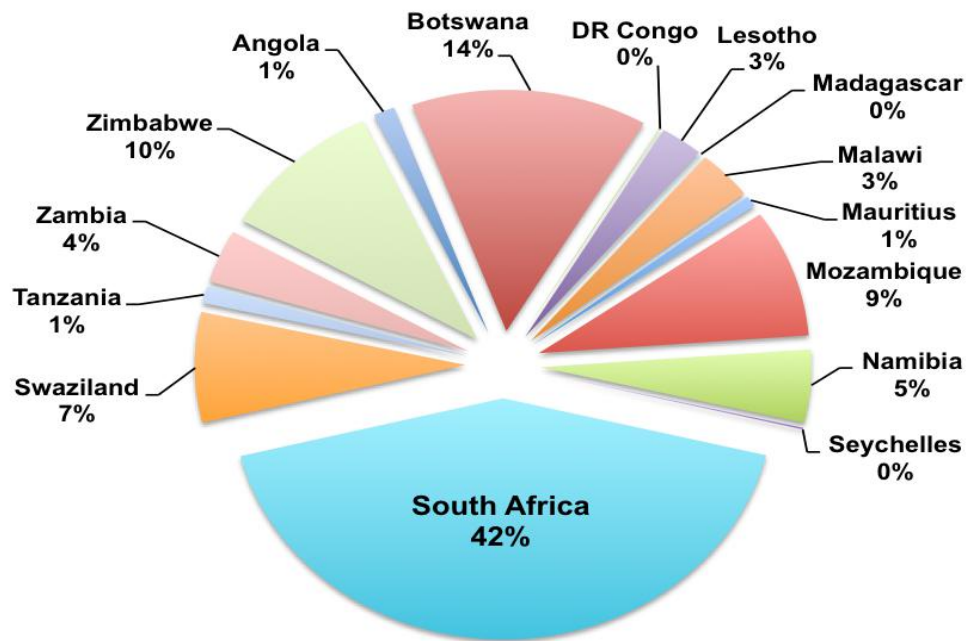


Figure 1: SADC visitor arrivals in SADC (2013)

**6.8 million Overseas tourists in SADC countries**

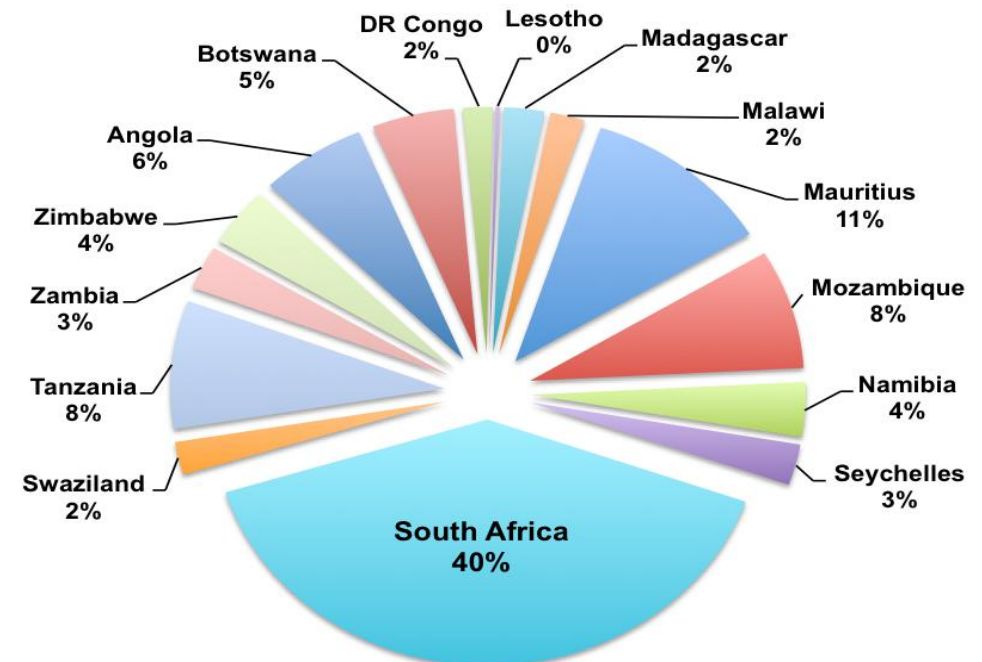
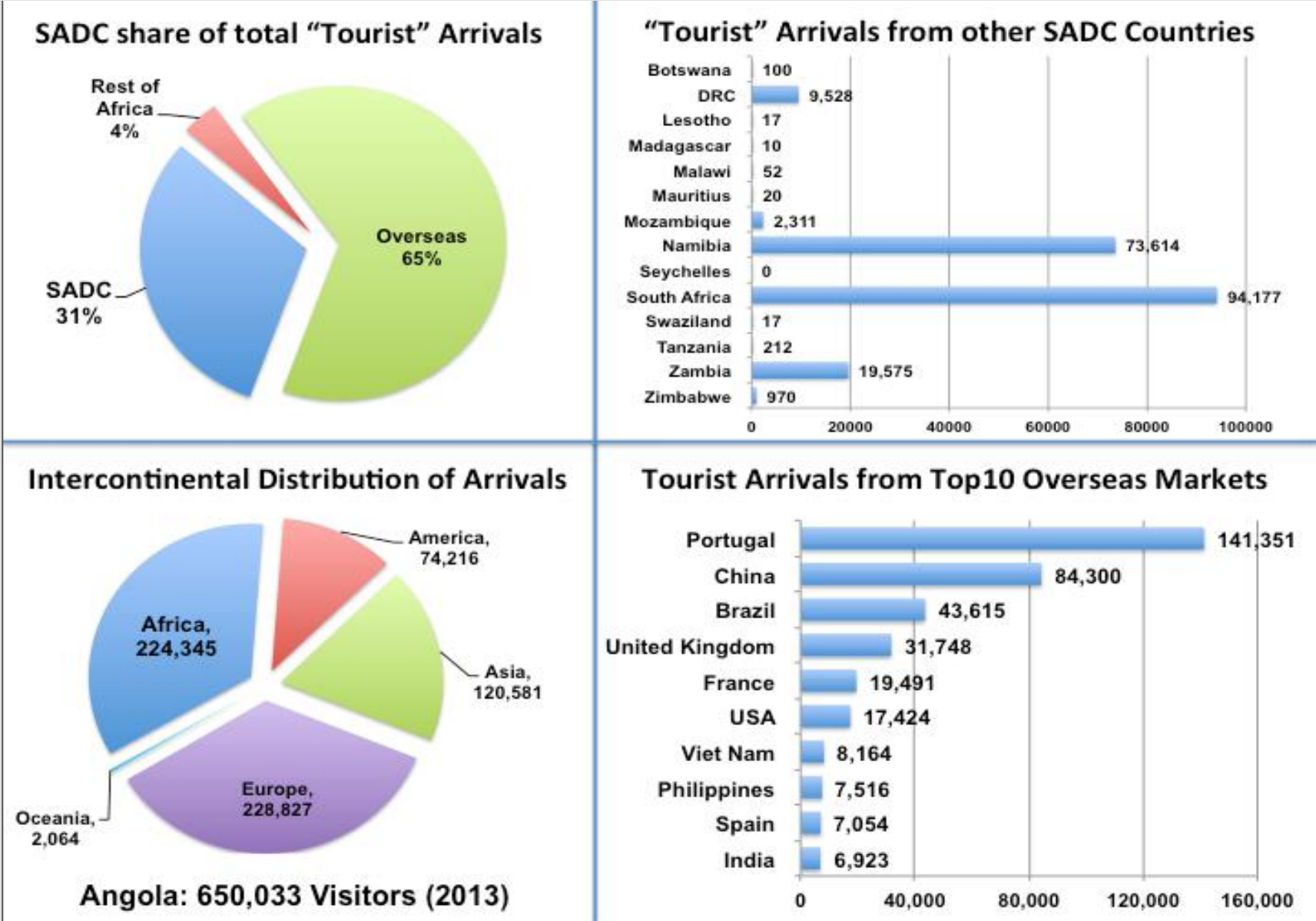


Figure 2: Overseas tourist arrivals in SADC (2013)

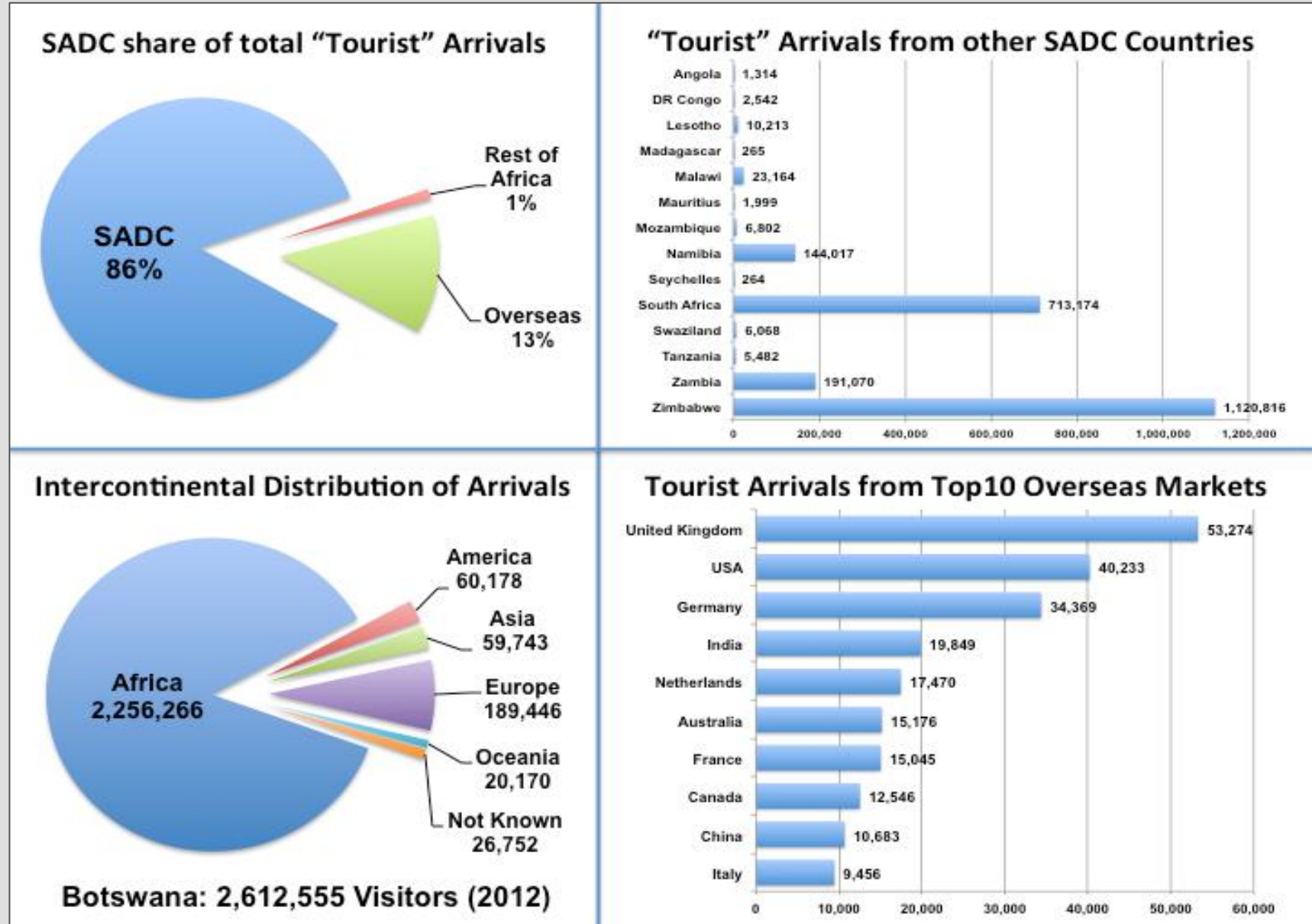
# Angola – International Tourist Arrivals 2013



Almost two thirds of Angola’s tourists come from overseas, particularly from Portugal, China and Brazil. Regional visitors come mainly from South Africa and neighbouring Namibia, otherwise there is very limited regional travel from other SADC states, also possibly for business reasons mainly.

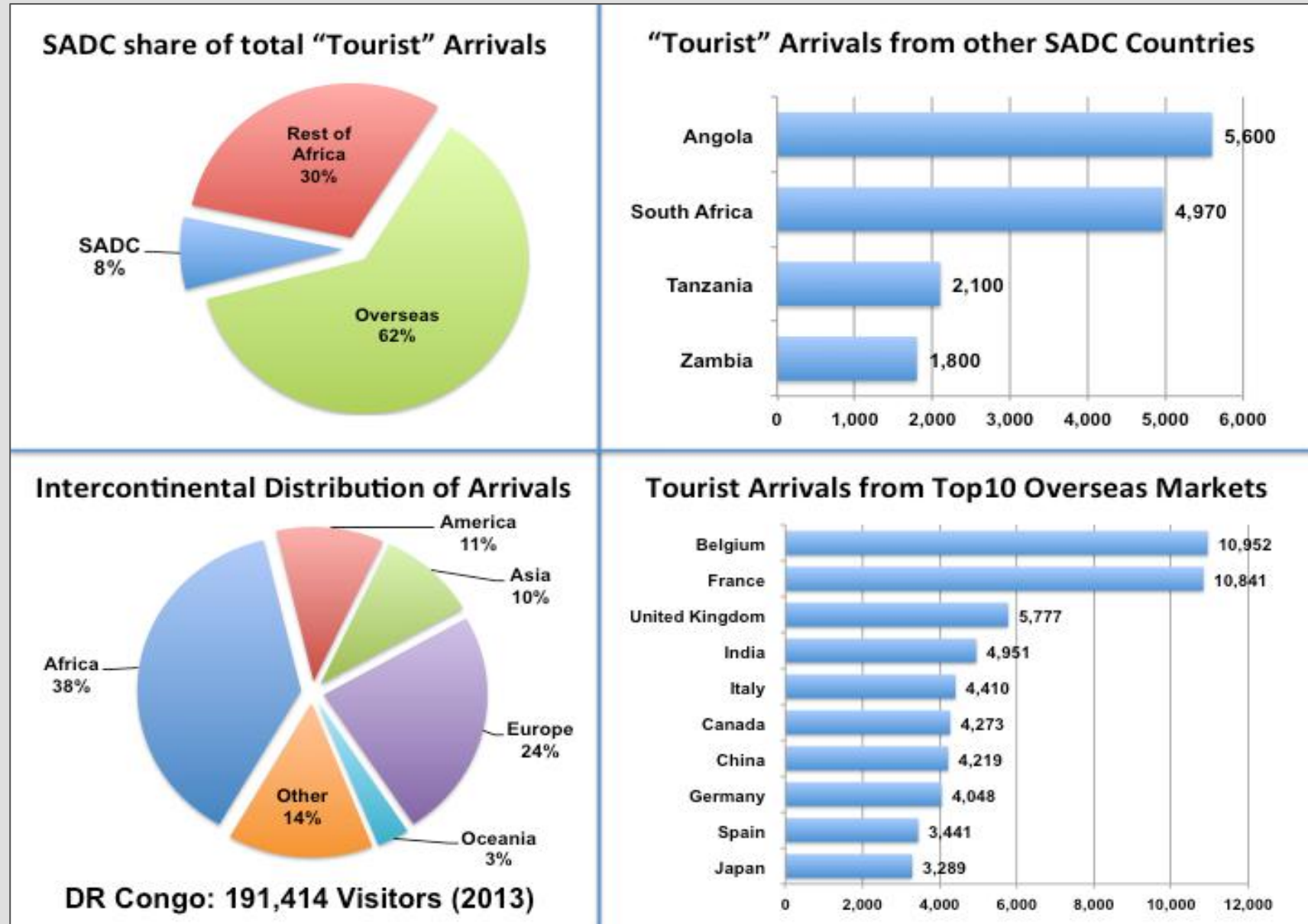


# Botswana– International Tourist Arrivals 2012



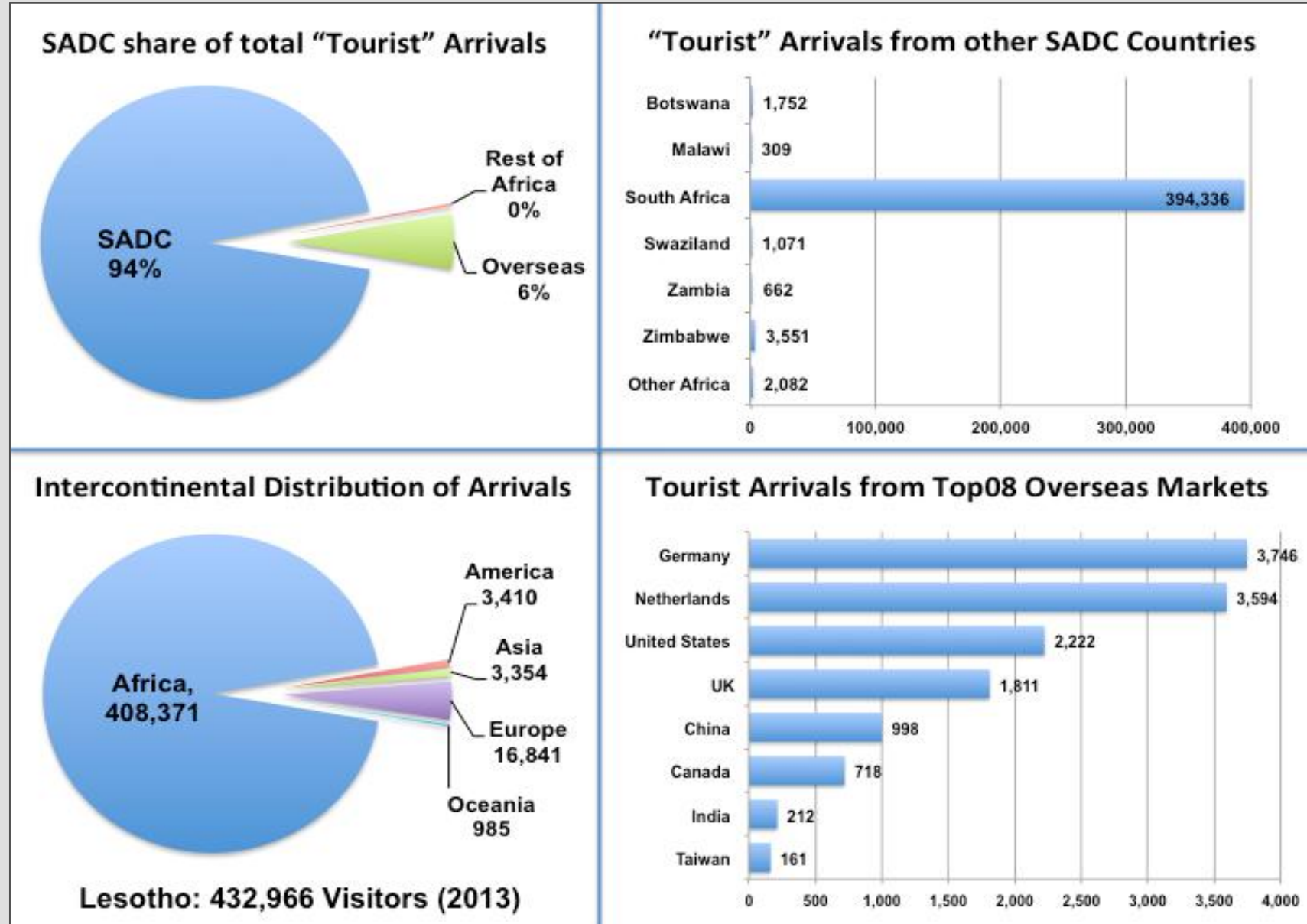
Botswana's large number of visitors are mainly from SADC neighbours Zimbabwe, Zambia and South Africa, the former two probably on transit to work in South Africa, not so much for tourism. Overseas tourists are mainly from United Kingdom, USA and Germany for wildlife viewing safaris.

# DR Congo – International Tourist Arrivals 2013



The DRC's tourism sector is small and oriented mainly to overseas markets (Belgium, France, etc) and other African countries, whose visitors come mainly for business reasons. Arrivals from SADC countries are very few and mainly from Angola and South Africa (also for business mainly).

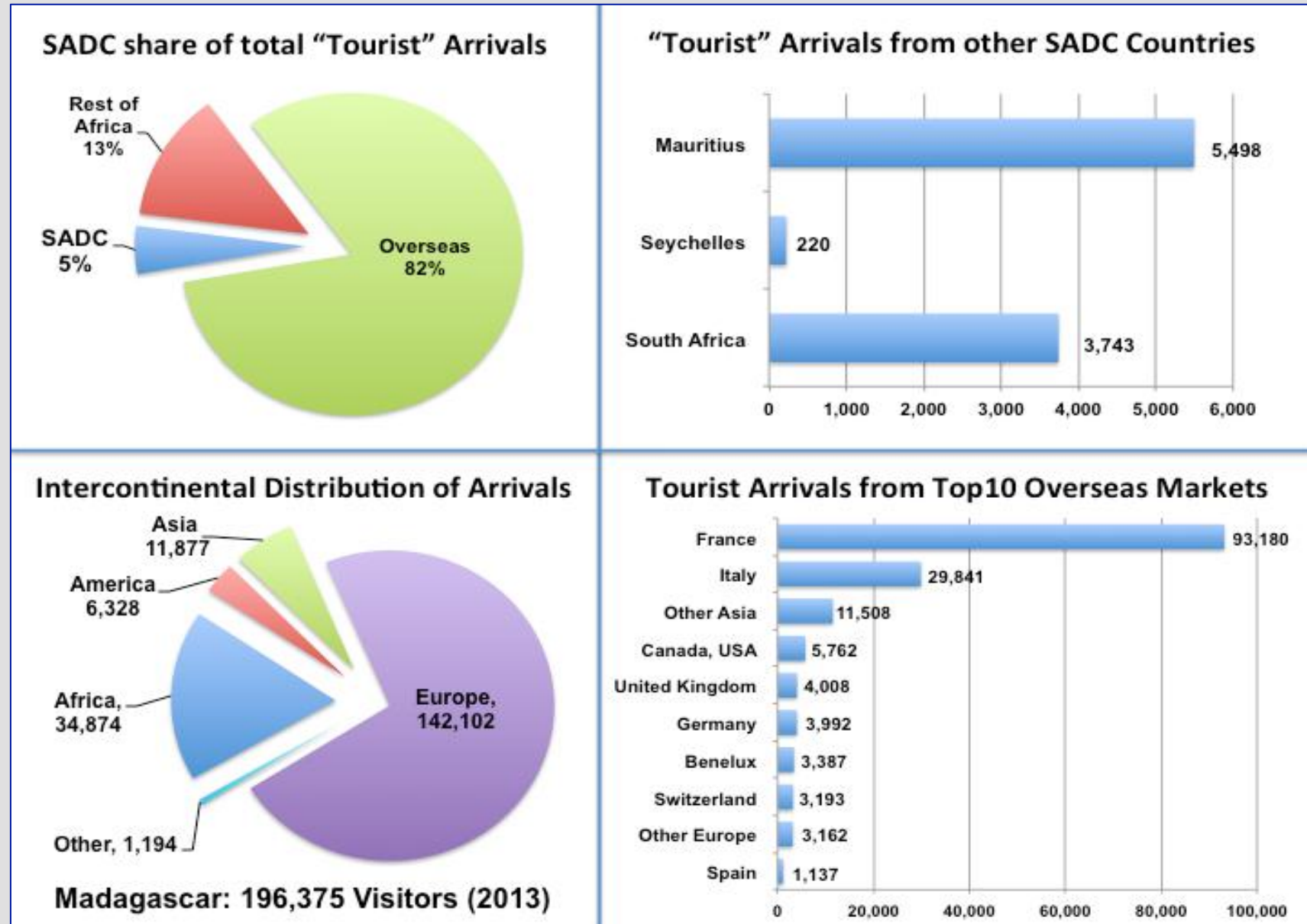
# Lesotho – International Tourist Arrivals 2013



Lesotho's visitors are almost entirely South Africans, coming mostly for business and employment. A large number of SA citizens cross the border into Lesotho daily, hence is counted many times a year. There are small numbers of overseas tourists from Germany, Netherlands, USA and UK.

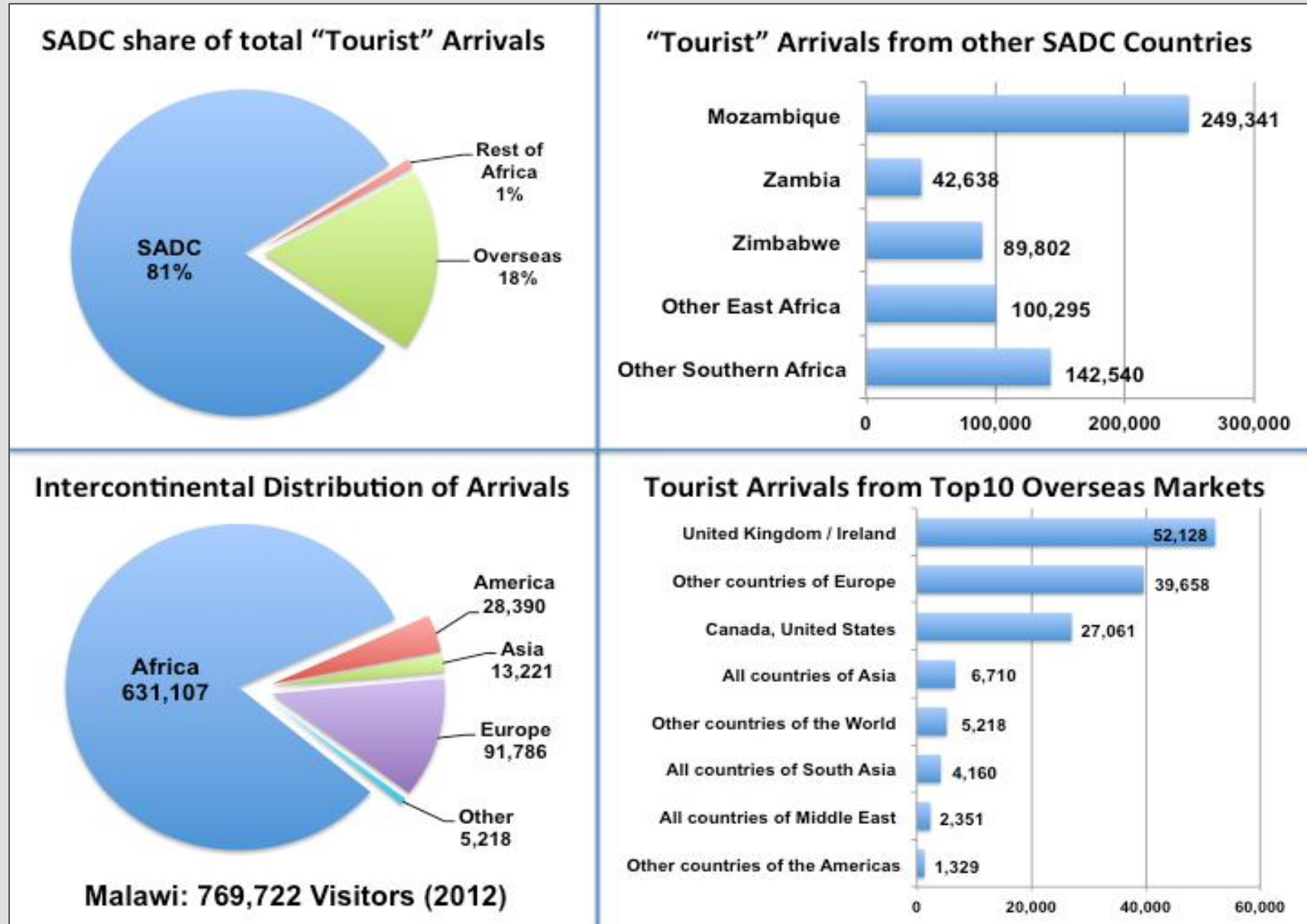


# Madagascar – International Tourist Arrivals 2013



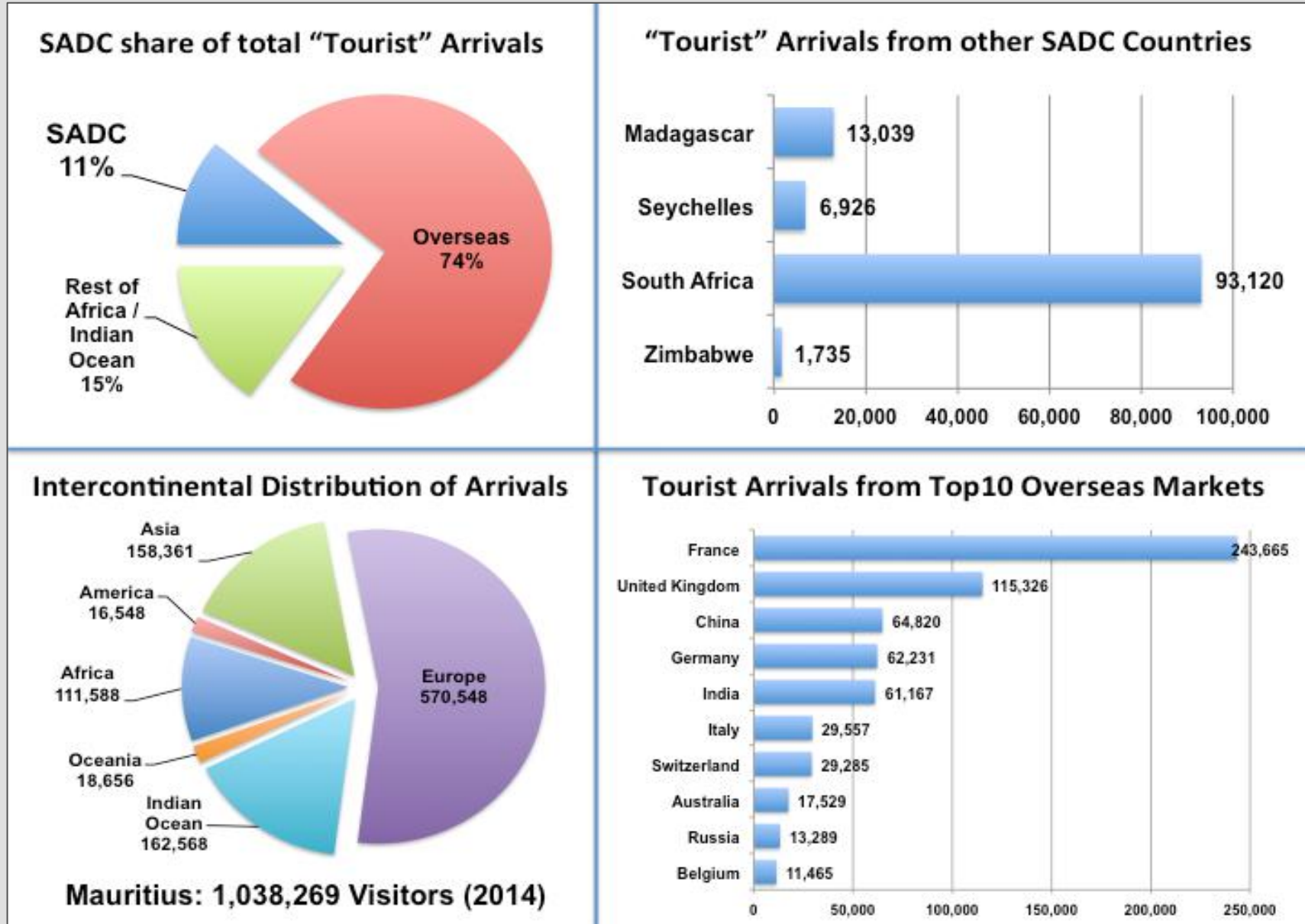
Madagascar's small tourism sector is largely oriented towards overseas tourists, mainly from France, Italy and other European and Asian countries. SADC visitors are mostly from Indian Ocean neighbours Mauritius and Seychelles, together with some South Africans for leisure and business.

# Malawi – International Tourist Arrivals 2012



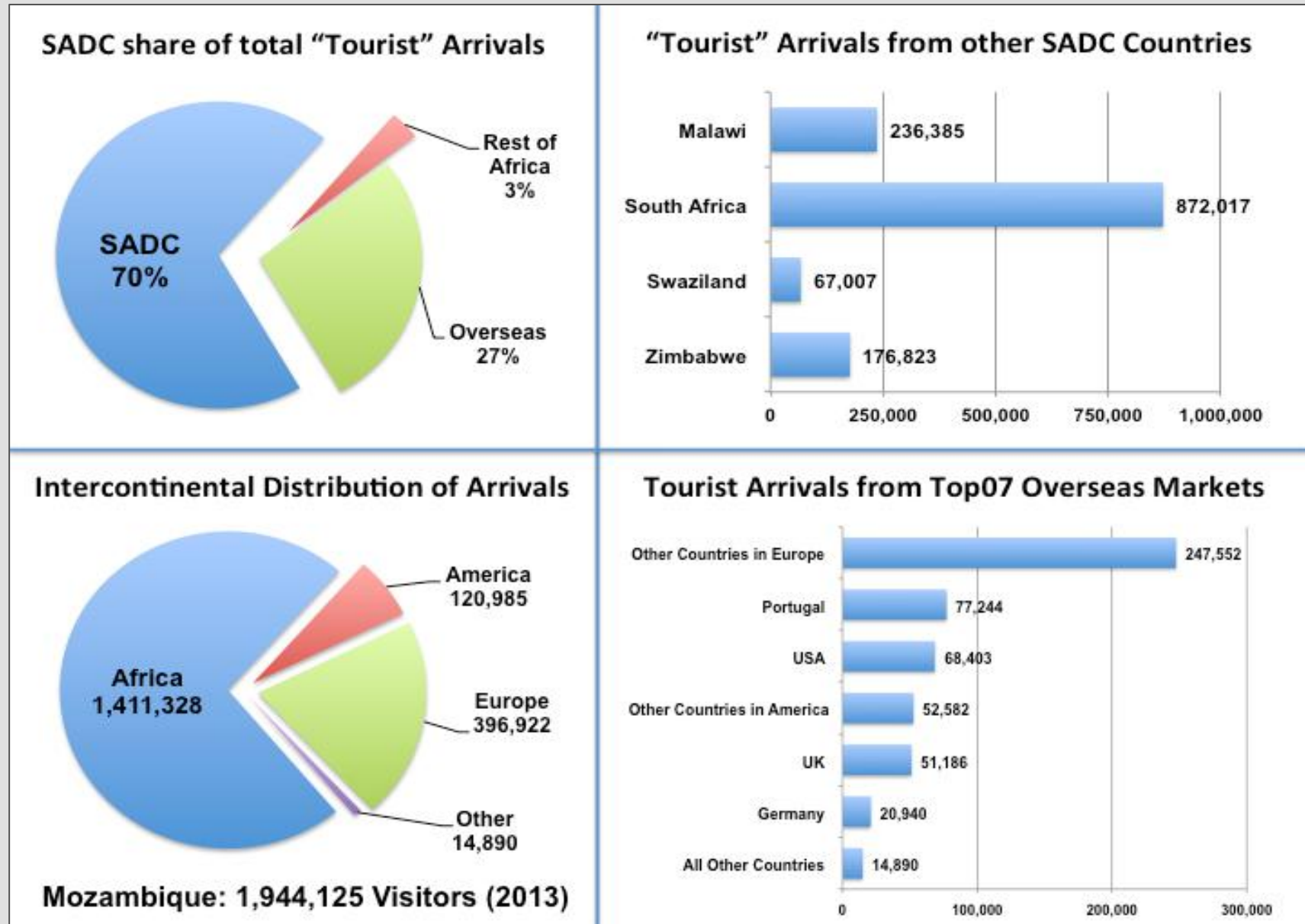
Malawi's visitors are mainly from its SADC neighbours Zimbabwe, Mozambique, Zambia, South Africa, and rest of Africa. Overseas visitors are arriving mostly from the USA, Canada, the UK and other European countries. However, the tourism statistics are not disaggregated enough.

# Mauritius – International Tourist Arrivals 2014



Mauritius attracts overwhelmingly overseas tourists, particularly from France, UK, China, Germany and India. SADC visitors play a minor role, with the notable exception of South Africans holiday-makers who tend to spend their vacation in this tropical destination somewhat close to home.

# Mozambique – International Tourist Arrivals 2013

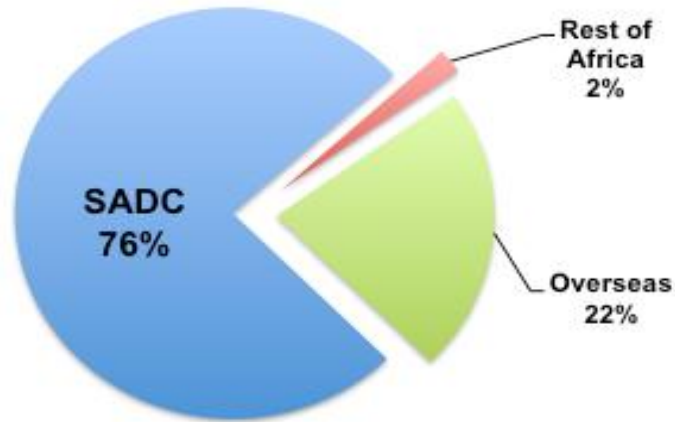


Mozambique is the holiday and business destination for South Africans. Almost half of all tourists come from SA to this warm-water destination just across the border. However, the country also attracts an increasing number of overseas tourists from Portugal, USA, UK and Germany.

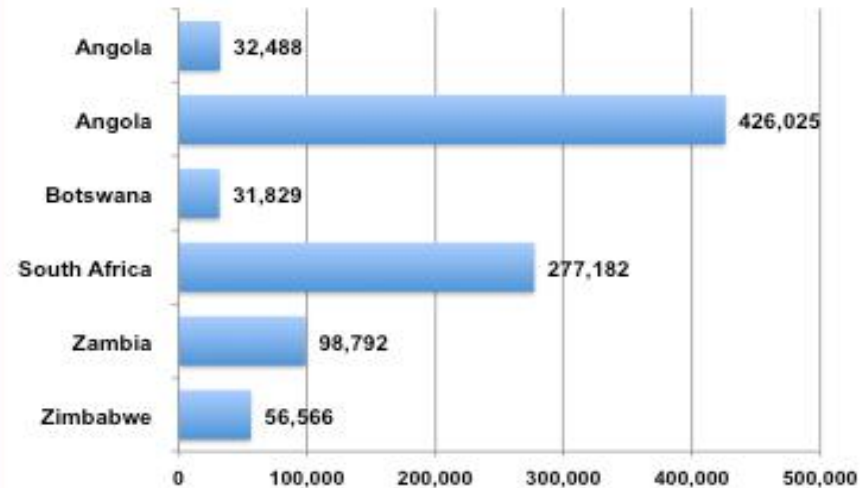


# Namibia – International Tourist Arrivals 2013

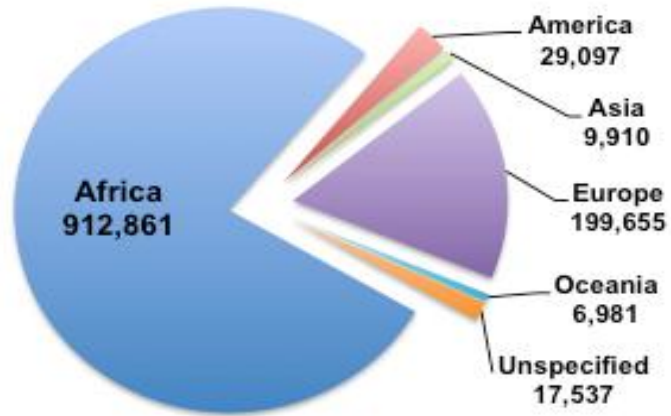
SADC share of total "Tourist" Arrivals



"Tourist" Arrivals from other SADC Countries

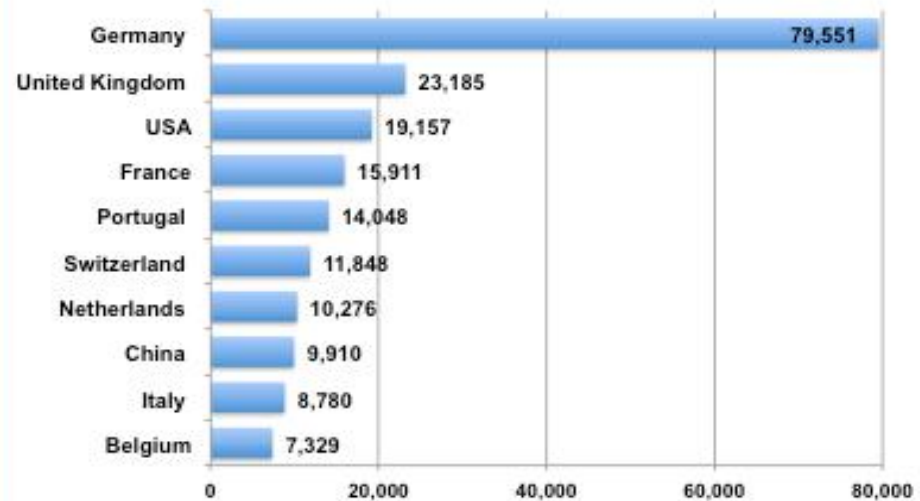


Intercontinental Distribution of Arrivals



Namibia: 1,176,041 Visitors (2013)

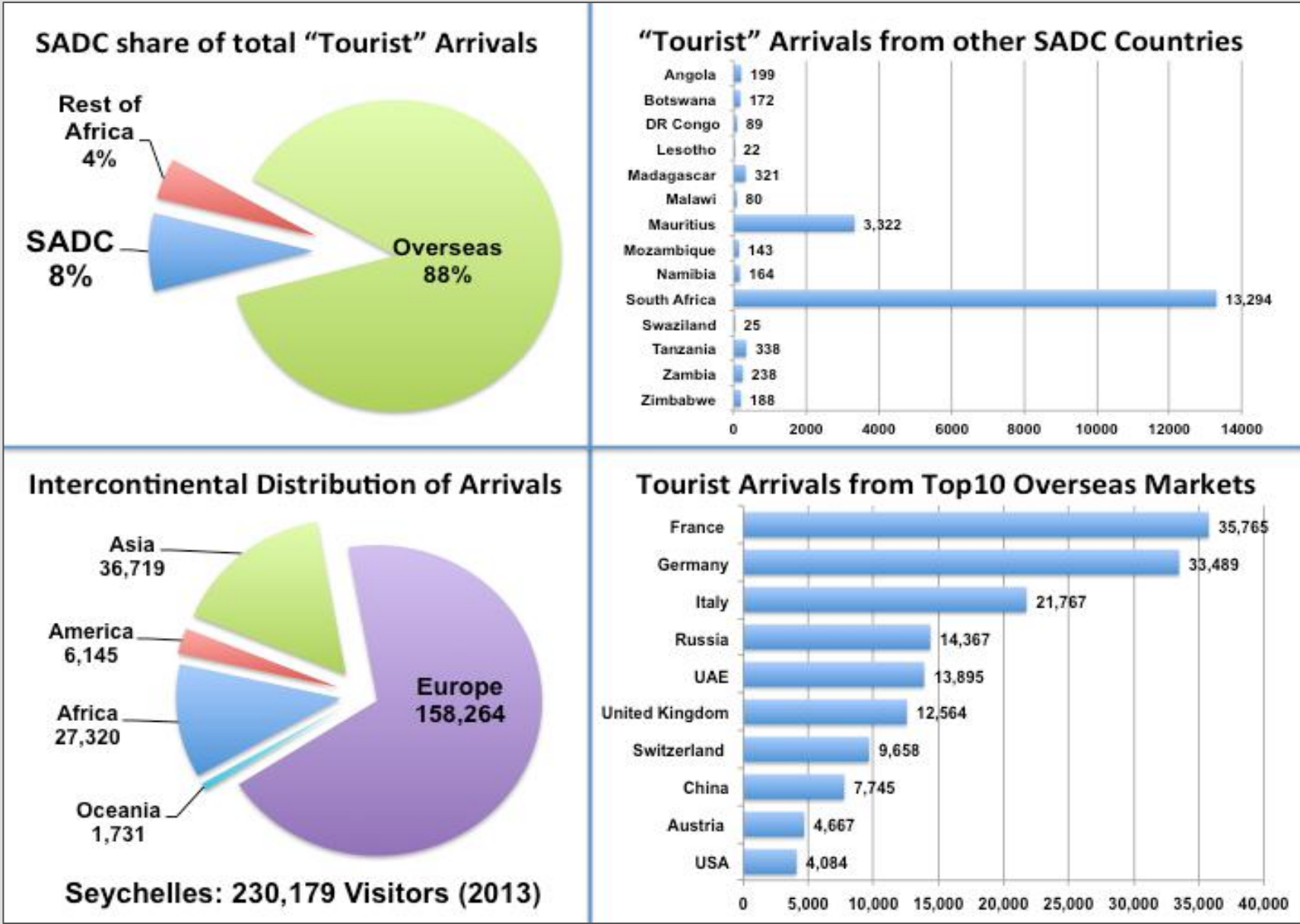
Tourist Arrivals from Top10 Overseas Markets



Namibia's largest number of visitors is from neighbouring Angola, who come for shopping, medical tourism, visiting relatives. Namibia attracts a large crowd of adventure tourists from South Africa. SADC visitors are from Zambia, Zimbabwe, Botswana. Overseas tourists are German, UK and USA

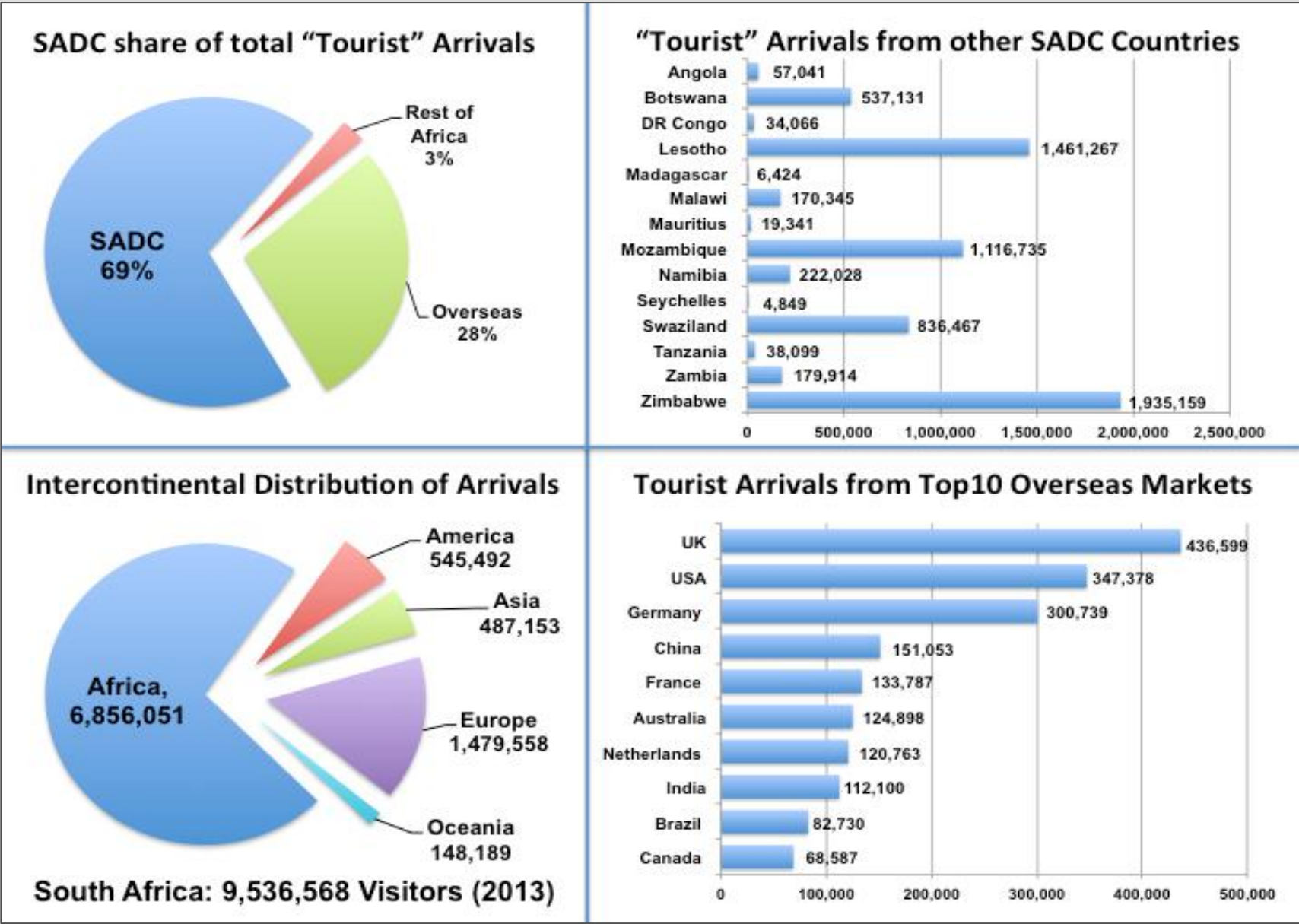


# Seychelles – International Tourist Arrivals 2013



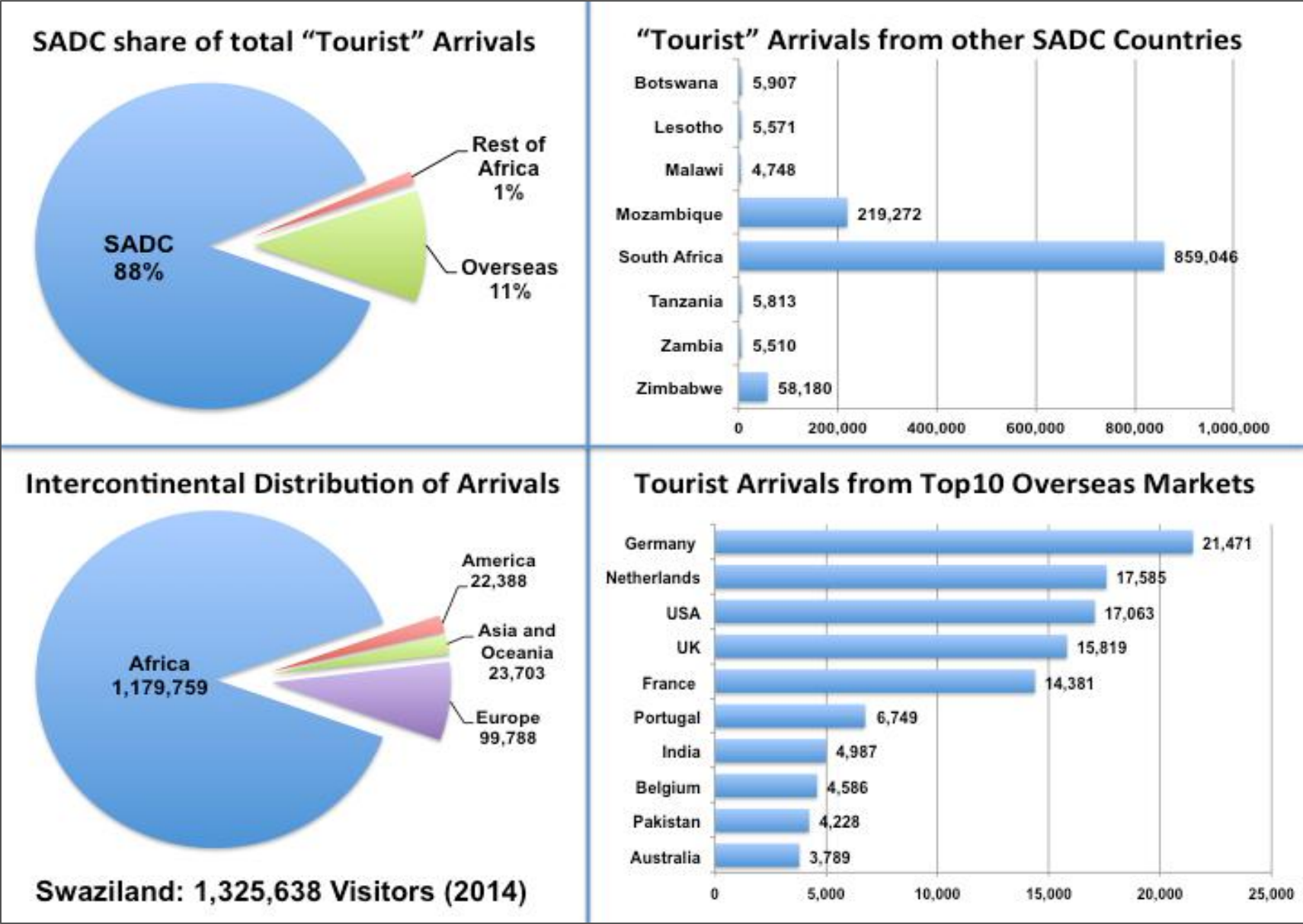
The Seychelles are hardly a tourist destination for SADC visitors, except for South African leisure tourists. Almost 90 % of tourists are from overseas, namely from France, Germany, Italy, Russia, UAE, and many other European markets of origin.

# South Africa – International Tourist Arrivals 2013



It appears that more than two thirds of SA's almost 10 million tourists come from the SADC region. Realistically, these numbers include mostly (illegal) job hunters and day visitors from Zimbabwe, Lesotho and Mozambique. Overseas tourists are from UK, USA, Germany and other countries.

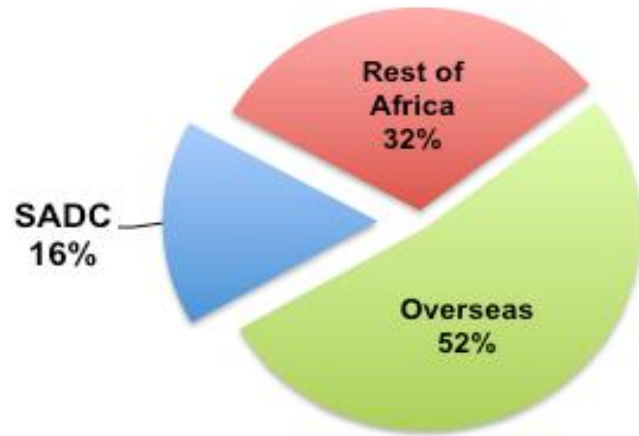
# Swaziland – International Tourist Arrivals 2014



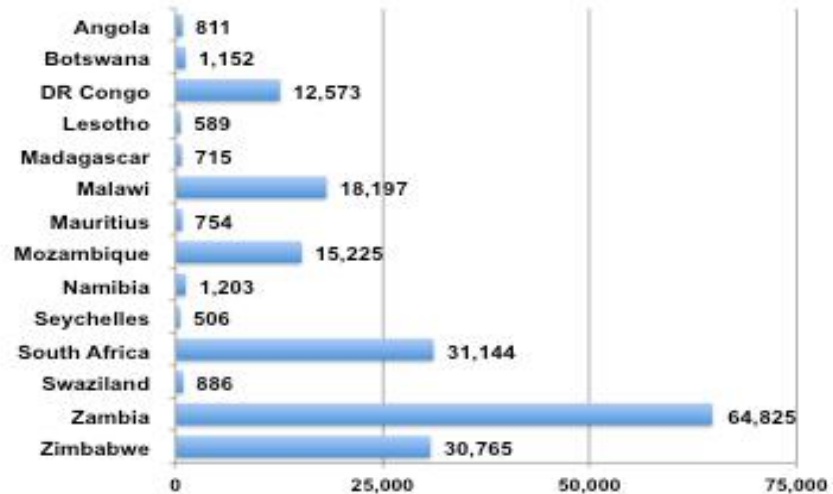
As a small landlocked country Swaziland receives more than 85% of its visitors from neighbouring South Africa and Mozambique. However, there are significant numbers of overseas visitors from Germany, Netherlands, USA, UK, France and other countries.

# Tanzania – International Tourist Arrivals 2013

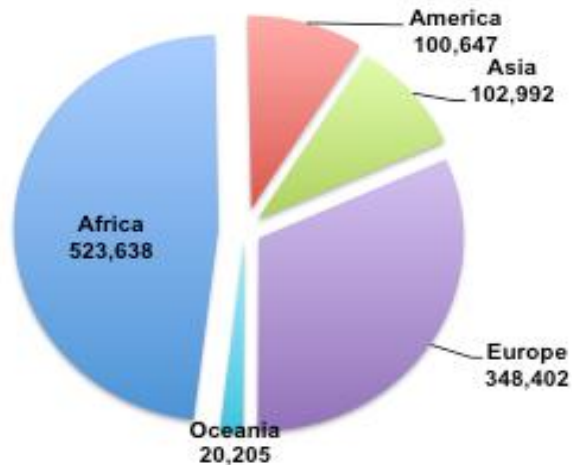
SADC share of total “Tourist” Arrivals



“Tourist” Arrivals from other SADC Countries

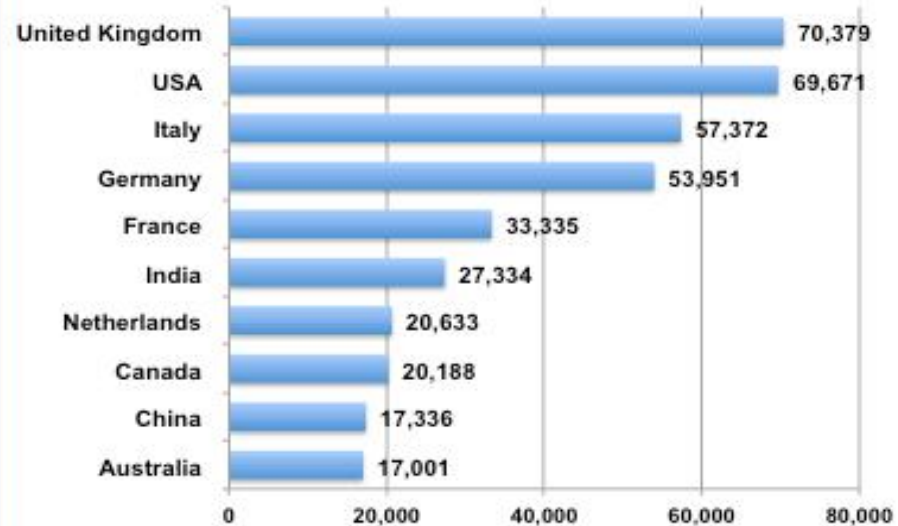


Intercontinental Distribution of Arrivals



Tanzania: 1,095,884 Visitors (2013)

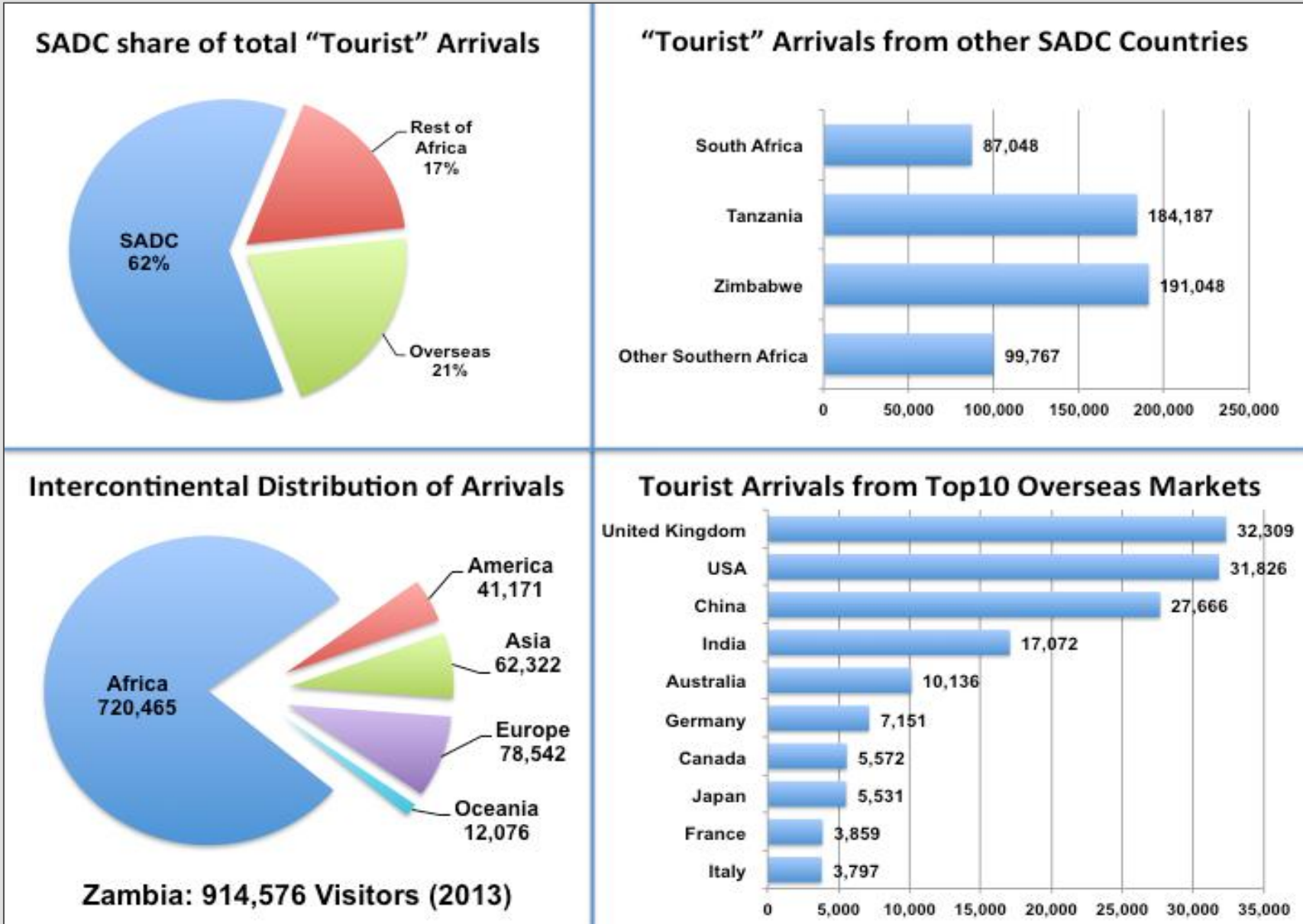
Tourist Arrivals from Top10 Overseas Markets



Tanzania is popular among overseas tourists for its game safaris and beach holidays (Zanzibar), particularly for UK, US, Italian and German tourists. There are more visitors from other African countries than from SADC. However, Zambians, South Africans and Zimbabweans visit the country.



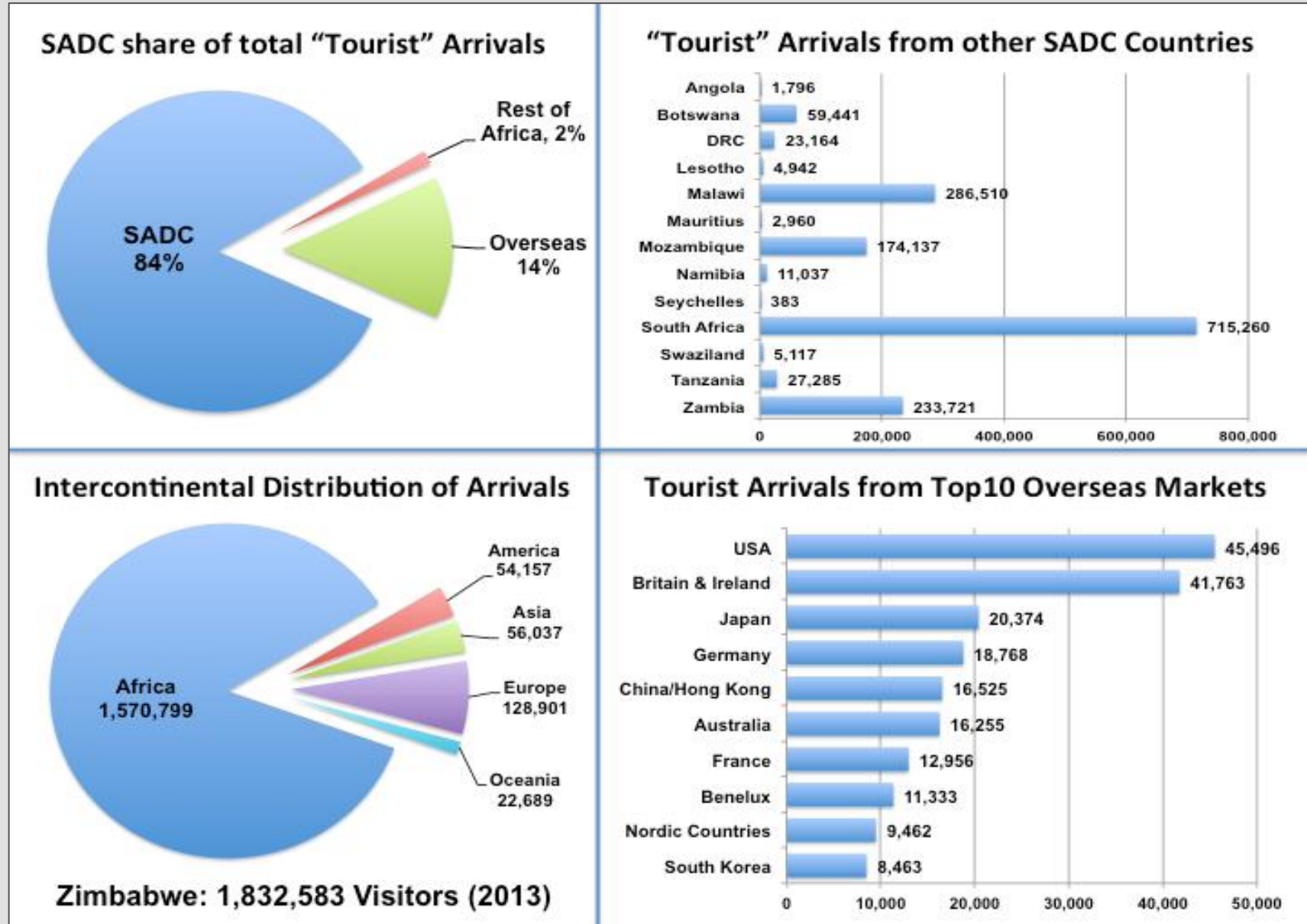
# Zambia – International Tourist Arrivals 2013



Zambia is an emerging tourist destination with an increasing share of SADC visitors. Most visitors are from Zimbabwe (Victoria Falls to Livingstone). Also, many South Africans and Tanzanians visit Zambia. Overseas tourist numbers are declining with exception of Asian markets China and India.



# Zimbabwe – International Tourist Arrivals 2013



Zimbabwe remains popular among SADC visitors (40% of all tourists are South African). Citizens of neighbouring Malawi, Zambia and Mozambique may be traveling mostly for business or work. Large number of overseas visitors are coming from the USA, UK, Japan, Germany, China and Australia.

Competitiveness and Sustainability



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