



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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MEDIA STATEMENT

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SOUTH AFRICA WELCOMES MORE THAN ONE MILLION

INTERNATIONAL TOURISTS IN AUGUST

South Africa welcomed 1 005 286 international tourists in August 2026, once again surpassing the one-million mark in a single month. This represents growth of 7.4% compared with August 2025.

The total international tourist arrivals between January and August 2026 now stands at 7 581 455 representing an increase of 11.7% compared with the same period last year.

Minister of Tourism Patricia de Lille said the August figures demonstrate strong demand for South Africa and reinforce the importance of translating growing arrivals into greater economic value.

“Welcoming more than one million international tourists in August demonstrates the demand that exists for South Africa. Our focus must now be on converting that demand into investment, jobs and economic opportunities. We must give visitors more places to go, more experiences to enjoy and more reasons to stay longer, while ensuring that the benefits of tourism reach more communities across our country,” says Minister de Lille

The United States remained South Africa’s largest overseas source market with 37 134 tourists in August, followed by the United Kingdom with 25 749 and Germany with 14 731.

The latest figures build on South Africa's resilient performance during the first half of the year. According to UN Tourism, South Africa emerged as the strongest-performing African destination in the first half of 2026, recording 12% growth in international tourist arrivals compared with the same period in 2025. UN Tourism also places South Africa among the top 20 best-performing destinations globally among destinations reporting data for the first half of 2026.

The growth in demand strengthens the case for expanding and diversifying South Africa's tourism offering. Through this week's South African Tourism Infrastructure Investment Summit (SATIS), government is bringing together investors and tourism stakeholders to help translate tourism demand into new and expanded tourism products, experiences and infrastructure.

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