



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**MEDIA STATEMENT**

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**SOUTH AFRICA WELCOMES NEARLY 1 MILLION  
INTERNATIONAL TOURISTS IN JULY 2026**

South Africa's tourism sector continues its strong growth trajectory, with 991 696 international tourists welcomed in July 2026. This marks an increase of 12.5% compared to July 2025.

Cumulatively, this growth brings total international tourist arrivals between January 2026 and July 2026 to 6 576 169, representing growth of 12.4% compared to the same period last year. During this period, arrivals from Africa increased by 14.3% year-on-year while overseas arrivals grew by 5.7%.

"The data reveals that the growth is becoming geographically diversified, which has been one of our strategic priorities. Together with the private sector and stakeholders we'll continue to build on this momentum through the recently launched digital visa, the Electronic Travel Authorisation system," says Minister de Lille.

President Cyril Ramaphosa recently announced that Tourism is part of 4 key sectors identified to drive inclusive economic growth, job creation and build confidence under Phase Three of the Government-Business Partnership, Operation Vulindlela. In 2024 tourism sustained 954 000 direct jobs and contributed 4.9% to GDP.

**THE END**

For streaming links, images, videos and further information please scan the QR Code and join the Tourism Department's National Multimedia WhatsApp Group.



**Media Queries:**

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