

## SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR FEBRUARY 2024

Statistics South Africa (Stats SA) has published data on the number of tourists for February 2024, and this report provides further analysis on tourists who travelled to South Africa during this period, as well as makes comparison to February 2023 tourist arrivals.

### TREND ANALYSIS: FEBRUARY 2019 – FEBRUARY 2024

A total of 725 674 tourist arrivals was recorded in February 2024, which was an increase of +18,3% (+112 242) compared to the same month in 2023. Figure 1 below indicates tourist arrivals during February 2019-February 2024 period. An increase in tourist arrivals from 797 181 in 2019 to 800 815 in 2020 was reported, which was an increase of +0,5% (+3 634) 2019. Then, tourist arrivals decreased from 800 815 in 2020 to 90 165 in 2021 due to the impact of COVID-19 outbreak on the tourism sector. Thereafter, an increase in tourist arrivals was recorded from 90 165 in 2021 to 310 173 in 2022, and a growth in arrival figures of +97,8% (+303 259) in 2023 when compared to 2022 was reported. February 2024 tourist arrivals' figures were at -9,0% level of arrivals seen in 2019, that is pre-COVID period.

**Figure 1: Total Tourist Arrivals February 2019 to February 2024**



*Source: Stats SA Tourism and Migration report, February 2024 and tourist arrivals data cuts*

## FEBRUARY 2024 COMPARED TO FEBRUARY 2023 BY REGION

Table 1 below shows tourist arrivals by region for February 2024 compared to the same month in 2023. Most regions experienced a growth in tourist arrivals except for Middle East and Australasia which declined by -11,6% and -2,0% respectively. With regard to percentage growth, Central and South America recorded the highest increase of +82,2% (+2 589) followed by Asia (+35,2%; +4 627), North America (+10,5%; +2 892) and Europe (+5,2%; +7 138). Africa had seen an increase of +22,8% (+95 669) and this region remained the main source of tourist arrivals to the country, accounting for 71,0% (+515 245) of total tourist arrivals reported during February 2024.

**Table 1: Total Tourist Arrivals by Region: February 2024 vs. February 2023**

	February 2023	February 2024	Diff	% Diff
EUROPE	138 394	145 532	7 138	5.2%
NORTH AMERICA	27 570	30 462	2 892	10.5%
CENTRAL & SOUTH AMERICA	3 149	5 738	2 589	82.2%
AUSTRALASIA	7 210	7 064	-146	-2.0%
MIDDLE EAST	3 361	2 971	-390	-11.6%
ASIA	13 151	17 778	4 627	35.2%
<b>TOTAL OVERSEAS</b>	<b>192 835</b>	<b>209 545</b>	<b>16 710</b>	<b>8.7%</b>
<b>TOTAL AFRICA</b>	<b>419 576</b>	<b>515 245</b>	<b>95 669</b>	<b>22.8%</b>
Unspecified	1 021	884	-137	-13.4%
<b>GRAND TOTAL</b>	<b>613 432</b>	<b>725 674</b>	<b>112 242</b>	<b>18.3%</b>

*Source: Stats SA Tourism and Migration Report. February 2024 and tourist arrivals data cuts*

## JANUARY-FEBRUARY BY REGION FOR THE PERIOD 2019 TO 2024

Tourist arrivals figures by region during January-February 2019-2024 period are indicated in figure 2 below. Total tourist arrivals went up by +16,0% (+234 413) during January-February 2024 compared to the same period in 2023. Tourist arrivals recorded during January-February 2024 were at -9,0% level of tourist arrivals recorded in 2019, pre-COVID period.

**Figure 2: Total Tourist Arrivals January-February 2019 to January-February 2024**



Source: Stats SA Tourism and Migration report, February 2023 and tourist arrivals data cuts

Table 2 further indicates that total tourist arrivals from overseas markets increased by +6,6% (+24 944). Central & South America (+88,5%) reported the highest increase followed by Asia (+28,8%), Europe (+5,1%) and Australasia (+2,7%), while Middle East and North America showed a decline of -18,3% and -2,2% respectively.

In Australasia, Australia had the highest increase in volume of 281 (+2,3%) followed by New Zealand (+102; +4,2%). In Asia, China recorded the highest growth in volume of (+3 318; +101,1%). The Netherlands reported the highest increase in volume (+3 035; +12,2%) in the Europe region. In North America, Canada experienced the highest growth in volume (+312; +3,1%). Saudi Arabia reported the highest increase in volume from the Middle East region, with an additional +967 tourists, while in Central and South America, Brazil had the highest growth in volume (+5 352; +159,2%).

Tourist arrivals from Africa increased by +19,4% (+209 714) and this region remained the main source of tourist arrivals to the country, accounting for 76,0% (1 290 896) of total tourist arrivals during January-February 2024.

In terms of volume, the increase recorded from the African continent was driven by an increase of (+84 436; +23,5%) from Zimbabwe followed by Mozambique (+51 589; +20,9%) and Eswatini (+24 881; +26,2%), as seen in Table 3 below.

**TABLE 2: JANUARY-FEBRUARY 2024 COMPARED TO JANUARY-FEBRUARY 2023/2019**

	January- February 2023	January- February 2024	2024 compared to 2023 Diff	2024 compared to 2023 %	January- February 2019	Diff: 2024 compared to 2019	% Diff: 2024 compared to 2019
EUROPE	267 292	280 900	13 608	5.1%	320 958	-40 058	-12.5%
NORTH AMERICA	58 991	57 712	-1 279	-2.2%	60 136	-2 424	-4.0%
CENTRAL & SOUTH AMERICA	6 838	12 887	6 049	88.5%	21 911	-9 024	-41.2%
AUSTRALASIA	14 662	15 058	396	2.7%	17 314	-2 256	-13.0%
MIDDLE EAST	6 623	5 412	-1 211	-18.3%	7 628	-2 216	-29.1%
ASIA	25 618	32 999	7 381	28.8%	51 319	-18 320	-35.7%
<b>TOTAL OVERSEAS</b>	<b>380 024</b>	<b>404 968</b>	<b>24 944</b>	<b>6.6%</b>	<b>479 266</b>	<b>-74 298</b>	<b>-15.5%</b>
<b>TOTAL AFRICA</b>	<b>1 081 182</b>	<b>1 290 896</b>	<b>209 714</b>	<b>19.4%</b>	<b>1 383 846</b>	<b>-92 950</b>	<b>-6.7%</b>
Unspecified	1 901	1 656	-245	-12.9%	2 259	-603	-26.7%
<b>GRAND TOTAL</b>	<b>1 463 107</b>	<b>1 697 520</b>	<b>234 413</b>	<b>16.0%</b>	<b>1 865 371</b>	<b>-167 851</b>	<b>-9.0%</b>

*Source: Stats SA Tourism and Migration Report. February 2023 and tourist arrivals data cuts*

Table 3 below gives the rankings of the top ten African source markets during January-February 2024 compared to January-February 2023. Half of the top ten African source markets remained in the same position except for Malawi, Zambia and Kenya, and these countries moved from 7<sup>th</sup>, 8<sup>th</sup> and 10<sup>th</sup> position in 2023 to 6<sup>th</sup>, 7<sup>th</sup> and 9<sup>th</sup> position in 2024 respectively. Namibia and Angola dropped from 6<sup>th</sup> to 8<sup>th</sup> position and 9<sup>th</sup> to 10<sup>th</sup> position respectively in February 2024. Most top ten countries experienced a positive growth except for Angola (-6,7%). Meanwhile, Malawi had seen the highest increase of +34,5% followed by Eswatini (+26,2%) and Zimbabwe (+23,5%).

**Table 3: South Africa's Top 10 African Source Markets: January-February 2024 vs. January-February 2023**

Country	Rank: January- February 2024	Tourist Arrivals January-February 2024	Rank: January- February 2023	Tourist Arrivals January- February 2023	% Change
Zimbabwe	1	443 096	1	358 660	23.5%
Mozambique	2	298 160	2	246 571	20.9%
Lesotho	3	256 077	3	232 318	10.2%
Eswatini	4	119 933	4	95 052	26.2%
Botswana	5	52 615	5	46 964	12.0%
Malawi	6	27 746	7	20 624	34.5%
Zambia	7	24 320	8	19 997	21.6%
Namibia	8	23 810	6	22 344	6.6%
Kenya	9	6 442	10	6 251	3.1%
Angola	10	6 304	9	6 755	-6.7%

*Source: Stats SA Tourism and Migration Report. February 2023 and tourist arrivals data cuts*

Table 4 provides the rankings of the top ten overseas source markets. Comparing January-February 2024 with January-February 2023, most top 10 overseas markets reported an increase in tourist arrivals except for USA (-3,3%). The Netherlands had the highest growth of +12,2%, and the UK remained as the main source market from overseas with a growth in tourist arrivals of +1,5%. Overall, all the top ten overseas source markets remained in the same position during both periods.

**Table 4: South Africa's Top 10 Overseas Source Markets: January-February 2024 vs. January-February 2023**

Country	Rank: January-February 2024	Tourist Arrivals January-February 2024	Rank: January-February 2023	Tourist Arrivals January-February 2023	% Change
UK	1	83 524	1	82 307	1.5%
Germany	2	63 240	2	61 699	2.5%
USA	3	47 262	3	48 853	-3.3%
The Netherlands	4	27 957	4	24 922	12.2%
France	5	22 873	5	20 561	11.2%
Australia	6	12 513	6	12 232	2.3%
India	7	11 006	7	11 053	-0.4%
Canada	8	10 450	8	10 138	3.1%
Switzerland	9	9 719	9	9 275	4.8%
Belgium	10	8 899	10	8 262	7.7%

*Source: Stats SA Tourism and Migration Report. February 2023 and tourist arrivals data cuts*

## REFERENCES

1. Statistics South Africa 26 March 2024, February 2024 Tourism and Migration report.