

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

Statistics South Africa (Stats SA) has published data on the number of tourists for January 2024 and this report provides further analysis of the tourists that travelled to South Africa during this period, and presents comparisons with January 2023 figures.

### TREND ANALYSIS: JANUARY 2019 – JANUARY 2024

A total of 971 846 tourist arrivals was recorded in January 2024 which was an increase of +14,4% (+122 171) compared to the same month in 2023. Figure 1 below shows tourist arrivals trend during January 2019-January 2024 period. Tourist arrivals increased from 1 068 190 in 2019 to 1 093 268 in 2020, which was a growth of +2,3% (+25 078 arrivals). Tourist arrivals decreased from 1 093 268 in 2020 to 139 134 in 2021 due to the impact of COVID-19 outbreak on the tourism sector. Tourist arrivals then grew from 139 134 in 2021 to 377 651 in 2022, and continued to increase by +125,0% (+472 024) in 2023 compared to 2022. Total tourist arrivals recorded during January 2024 were at -9,0% level of 2019 pre-COVID period total arrival figures.

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



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

## TOURIST ARRIVALS BY REGION: JANUARY 2019 TO JANUARY 2024

Tourist arrivals figures by region for January 2019- January 2024 period is indicated in table 1 below. All regions experienced a growth in tourist arrivals except for Middle East and North America, which declined by -25,2% and -13,3% respectively during January 2024 when compared to January last year. In terms of percentage growth, Central and South America had the highest increase of +93,8% (+3 460) followed by Asia (+22,1%; +2 754), Australasia (+7,3%; +542) and Europe (+5,0%; +6 470). Africa reported a growth of +17,2% (+114 045) and this region remained the main source of tourist arrivals to the country, accounting for 79,8% (+775 651) of total tourist arrivals in January 2024.

During January 2024, from Central and South America, Brazil showed the highest increase in volume (+3 150; + 170,5%), while from Australasia, Australia recorded the highest growth in volume of 507 arrivals (+8,3%). In Asia, China reported the highest increase in volume (+1 606; + 136,8%), and Germany experienced the highest increase in volume (+1 709; +5,8%) in the Europe region.

Tourist arrivals from Africa increased by +17,2% (+114 045) and this region remained the main source of tourist arrivals to the country, accounting for 79,8% (775 651) of total tourist arrivals during January 2024. In terms of volume, the increase seen from the African continent was driven by a growth of +55 335 arrivals (+24,2%) from Zimbabwe, followed by Mozambique (+22 624; +14,7%) and Eswatini (+14 913; +30,6%) as indicated in Table 3 below.

Comparing total tourist arrivals for January 2024 to January 2019, there was an overall decrease of -9,0% and all regions showed a decline in growth of tourist arrivals.

**TABLE 1: TOURIST ARRIVALS FIGURES: JANUARY 2024 COMPARED TO JANUARY 2023 AND JANUARY 2019**

	January 2023	January 2024	2024 compared to 2023 Diff	2024 compared to 2023 %	January 2019	2024 compared to 2019 Diff	2024 compared to 2019 %
EUROPE	128 898	135 368	6 470	5,0%	151 933	-16 565	-10,9%
NORTH AMERICA	31 421	27 250	-4 171	-13,3%	30 120	-2 870	-9,5%
CENTRAL & SOUTH AMERICA	3 689	7 149	3 460	93,8%	11 961	-4 812	-40,2%
AUSTRALASIA	7 452	7 994	542	7,3%	9 867	-1 873	-19,0%
MIDDLE EAST	3 262	2 441	-821	-25,2%	3 562	-1 121	-31,5%
ASIA	12 467	15 221	2 754	22,1%	25 429	-10 208	-40,1%
<b>TOTAL OVERSEAS</b>	<b>187 189</b>	<b>195 423</b>	<b>8 234</b>	<b>4,4%</b>	<b>232 872</b>	<b>-37 449</b>	<b>-16,1%</b>
<b>TOTAL AFRICA</b>	<b>661 606</b>	<b>775 651</b>	<b>114 045</b>	<b>17,2%</b>	<b>834 401</b>	<b>-58 750</b>	<b>-7,0%</b>
Unspecified	880	772	-108	-12,3%	917	-145	-15,8%
<b>GRAND TOTAL</b>	<b>849 675</b>	<b>971 846</b>	<b>122 171</b>	<b>14,4%</b>	<b>1 068 190</b>	<b>-96 344</b>	<b>-9,0%</b>

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

Table 2 below provides rankings of the top ten African source markets during January 2024 compared to January 2023. Overall, most of the top ten African source markets changed their positions during January 2024 compared to January 2023. Mozambique moved up from 3<sup>rd</sup> position to 2<sup>nd</sup> position; Zambia improved from 8<sup>th</sup> to 7<sup>th</sup> position; and Kenya occupied 9<sup>th</sup> position in January 2024. Namibia and Angola, however, dropped from their January 2023 positions of 7<sup>th</sup> and 9<sup>th</sup> positions to 8<sup>th</sup> and 10<sup>th</sup> positions respectively in January 2024. All top ten countries except Angola recorded a positive growth, with Malawi experiencing the highest increase of +37,4% followed by Eswatini (+30,6%) and Zimbabwe (+24,2%).

**Table 2: South Africa's Top 10 African Source Markets: January 2024 vs. January 2023**

Country	Rank: January 2024	Tourist Arrivals January 2024	Rank: January 2023	Tourist Arrivals - January 2023	% Change
Zimbabwe	1	283 969	1	228 634	24,2%
Mozambique	2	176 100	3	153 476	14,7%
Lesotho	3	165 235	2	155 187	6,5%
Eswatini	4	63 679	4	48 766	30,6%
Botswana	5	26 682	5	24 273	9,9%
Malawi	6	16 038	6	11 671	37,4%
Zambia	7	11 950	8	10 300	16,0%
Namibia	8	11 821	7	11 482	3,0%
Kenya	9	3 001	10	2 943	2,0%
Angola	10	2 847	9	3 151	-9,6%

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

Table 3 shows the rankings of the top ten overseas source markets. Comparing January 2024 with January 2023, most of the top 10 overseas markets reported an increase in tourist arrivals, with Brazil experiencing the highest increase of +170,5%. Most overseas source markets remained in the same position during both periods, with the exception of Italy being replaced by Brazil in the top 10 overseas sourced markets during January 2024.

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

Country	Rank: January 2024	Tourist Arrivals January 2024	Rank: January 2023	Tourist Arrivals January 2023	% Change
UK	1	40 517	1	40 044	1,2%
Germany	2	31 072	2	29 363	5,8%
USA	3	22 447	3	26 178	-14,3%
The Netherlands	4	14 564	4	12 930	12,6%
France	5	10 070	5	9 016	11,7%
Australia	6	6 652	6	5 243	26,9%
India	7	5 524	7	5 565	-0,7%
Brazil	8	4 997	18	1 847	170,5%
Canada	9	4 803	8	5 243	-8,4%
Switzerland	10	4 363	9	4 386	-0,5%

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

## REFERENCES

1. Statistics South Africa 27 February 2024, January 2024 Tourism and Migration report.