

## SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR JANUARY 2025

Statistics South Africa (Stats SA) has published data on the number of tourists for January 2025 and this report provides further analysis of the tourists that travelled to South Africa during this period as compared to the same month in 2024.

NB: Users are advised that some of the ports of entry/exit have missing data due to lack of network coverage at those ports; however, the Department of Home Affairs (DHA) is addressing this problem. Statistics South Africa (Stats SA) is constantly in communication with the department and more ports of entry/exit will have data and thus improve coverage. (Stats SA, 2025)

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### TREND ANALYSIS: JANUARY 2019 – JANUARY 2025

A total of 1 013 984 tourist arrivals was recorded in January 2025 which was an increase of 4,3% (+42 138) compared to the same month in 2024. Figure 1 below indicates tourist arrivals for the period January 2019 to January 2025. In January 2020, tourist arrivals recorded were 1 093 268 which was an increase of +2,3% (+25 078) when compared to the same month in 2019. In January 2021, there were 139 134 tourist arrivals recorded which was a decrease of -87,3% (-954 134) compared to January 2020. Tourist arrivals then increased from 139 134 in 2021 to 377 651 in 2022 which was an increase of +174,1% (+238 517). Tourist arrivals increased by +125,0% (+472 024) in 2023 compared to 2022. The tourist arrivals in January 2024 were at a level of -5,1% compared to January 2019, before the COVID-19 pandemic.

**Figure 1: Total Tourist Arrivals January 2019 to January 2025**



	Jan-19	Jan-20	Jan-21	Jan-22	Jan-23	Jan-24	Jan-25
<b>Tourist Arrivals</b>	1 068 190	1 093 268	139 134	377 651	849 675	971 846	1 013 984
<b>Difference</b>	(35 750)	25 078	(954 134)	238 517	472 024	122 171	42 138
<b>% Growth</b>	-3,2%	2,3%	-87,3%	171,4%	125,0%	14,4%	4,3%

Source: Stats SA International Tourism Report. January 2025 and tourist arrivals data cuts

## TOURIST ARRIVALS BY REGION: JANUARY 2019 TO JANUARY 2025

Tourist arrivals figures by region for January 2019- January 2025 period is indicated in table 1 below. All regions experienced a growth in tourist arrivals during January 2025 when compared to January 2024. In terms of percentage growth, Central and South America had the highest increase of +16,9% (+1 209) followed by Middle East (+16,1%; +393), Australasia (+13,4%; +1 074), North America (+12,5%; +3 401), Asia (+11,8%; +1 791) and Europe (+5,5%; +7 418). Africa reported a growth of +3,5% (+26 830) and this region remained the main source of tourist arrivals to the country, accounting for 79,1% (+802 481) of total tourist arrivals in January 2025.

During January 2025, from Central and South America, Brazil showed the highest increase in volume (+457; + 9,1%), while from Australasia, Australia recorded the highest growth in volume of 964 arrivals (+14,5%). In Asia, China reported the highest increase in volume (+958; + 34,5%), and UK experienced the highest increase in volume (+4 846; +12,0%) in the Europe region.

Tourist arrivals from Africa increased by +3,5% (+26 830) and this region remained the main source of tourist arrivals to the country, accounting for 79,1% (802 481) of total tourist arrivals during January 2025. In terms of volume, the increase seen from the African continent was driven by a growth of +11 315 arrivals (+6,8%) from Lesotho, followed by Eswatini (+10 477; +16,5%) and Mozambique (+6 668; +3,8%) as indicated in Table 2 below.

Comparing total tourist arrivals for January 2025 to January 2019, there was an overall decrease of -5,1% and all regions showed a decline in growth of tourist arrivals except for North America which increased by +1,8%.

**TABLE 1: TOURIST ARRIVALS FIGURES: JANUARY 2025 COMPARED TO JANUARY 2024 AND JANUARY 2019**

	January 2024	January 2025	Diff	% Diff	January 2019	2025 compared 2019 Diff	2025 compared 2019 %
EUROPE	135 368	142 786	7 418	5,5%	151 933	-9 147	-6,0%
NORTH AMERICA	27 250	30 651	3 401	12,5%	30 120	531	1,8%
CENTRAL & SOUTH AMERICA	7 149	8 358	1 209	16,9%	11 961	-3 603	-30,1%
AUSTRALASIA	7 994	9 068	1 074	13,4%	9 867	-799	-8,1%
MIDDLE EAST	2 441	2 834	393	16,1%	3 562	-728	-20,4%
ASIA	15 221	17 012	1 791	11,8%	25 429	-8 417	-33,1%
<b>TOTAL OVERSEAS</b>	<b>195 423</b>	<b>210 709</b>	<b>15 286</b>	<b>7,8%</b>	<b>232 872</b>	<b>-22 163</b>	<b>-9,5%</b>
<b>TOTAL AFRICA</b>	<b>775 651</b>	<b>802 481</b>	<b>26 830</b>	<b>3,5%</b>	<b>834 401</b>	<b>-31 920</b>	<b>-3,8%</b>
Unspecified	772	794	22	2,8%	917	-123	-13,4%
<b>GRAND TOTAL</b>	<b>971 846</b>	<b>1 013 984</b>	<b>42 138</b>	<b>4,3%</b>	<b>1 068 190</b>	<b>-54 206</b>	<b>-5,1%</b>

Source: Stats SA International Tourism Report. January 2025 and tourist arrivals data cuts

Table 2 below provides rankings of the top ten African source markets during January 2025 compared to January 2024. Overall, most of the top ten African source markets remained in their positions during January 2025 compared to January 2024. Namibia moved up from 8<sup>th</sup> position to 7<sup>th</sup> position and Zambia went down from 7<sup>th</sup> to 8<sup>th</sup> position in January 2025. All top ten countries except Zimbabwe recorded a positive growth, with Kenya experiencing the highest increase of +28,2% followed by Angola (+20,4%) and Eswatini (+16,5%).

**Table 2: South Africa's Top 10 African Source Markets: January 2025 vs. January 2024**

Country	Rank: January-January 2025	Tourist Arrivals January-January 2025	Rank: January-January 2024	Tourist Arrivals January-January 2024	% Change
Zimbabwe	1	273 084	1	283 969	-3,8%
Mozambique	2	182 768	2	176 100	3,8%
Lesotho	3	176 550	3	165 235	6,8%
Eswatini	4	74 156	4	63 679	16,5%
Botswana	5	25 978	5	26 682	-2,6%
Malawi	6	18 145	6	16 038	13,1%
Namibia	7	13 102	8	11 821	10,8%
Zambia	8	12 461	7	11 950	4,3%
Kenya	9	3 846	9	3 001	28,2%
Angola	10	3 428	10	2 847	20,4%

Table 3 shows the rankings of the top ten overseas source markets. Comparing January 2025 with January 2024, most of the top 10 overseas markets reported an increase in tourist arrivals, with Australia experiencing the highest increase of +14,5%. All of the overseas source markets remained in the same position during both periods during January 2024.

**Table 3: South Africa's Top 10 Overseas Source Markets: January 2025 vs. January 2024**

Country	Rank: January-January 2025	Tourist Arrivals January-January 2025	Rank: January-January 2024	Tourist Arrivals January-January 2024	% Change
UK	1	45 363	1	40 517	12,0%
Germany	2	31 295	2	31 072	0,7%
USA	3	25 406	3	22 447	13,2%
The Netherlands	4	14 527	4	14 564	-0,3%
France	5	9 957	5	10 070	-1,1%
Australia	6	7 616	6	6 652	14,5%
India	7	5 902	7	5 524	6,8%
Brazil	8	5 454	8	4 997	9,1%
Canada	9	5 245	9	4 803	9,2%
Switzerland	10	4 944	10	4 363	13,3%

Source: Stats SA International Tourism Report. January 2025 and tourist arrivals data cuts

## REFERENCES

1. Statistics South Africa 25 February 2025, January 2025 International Tourism report.