

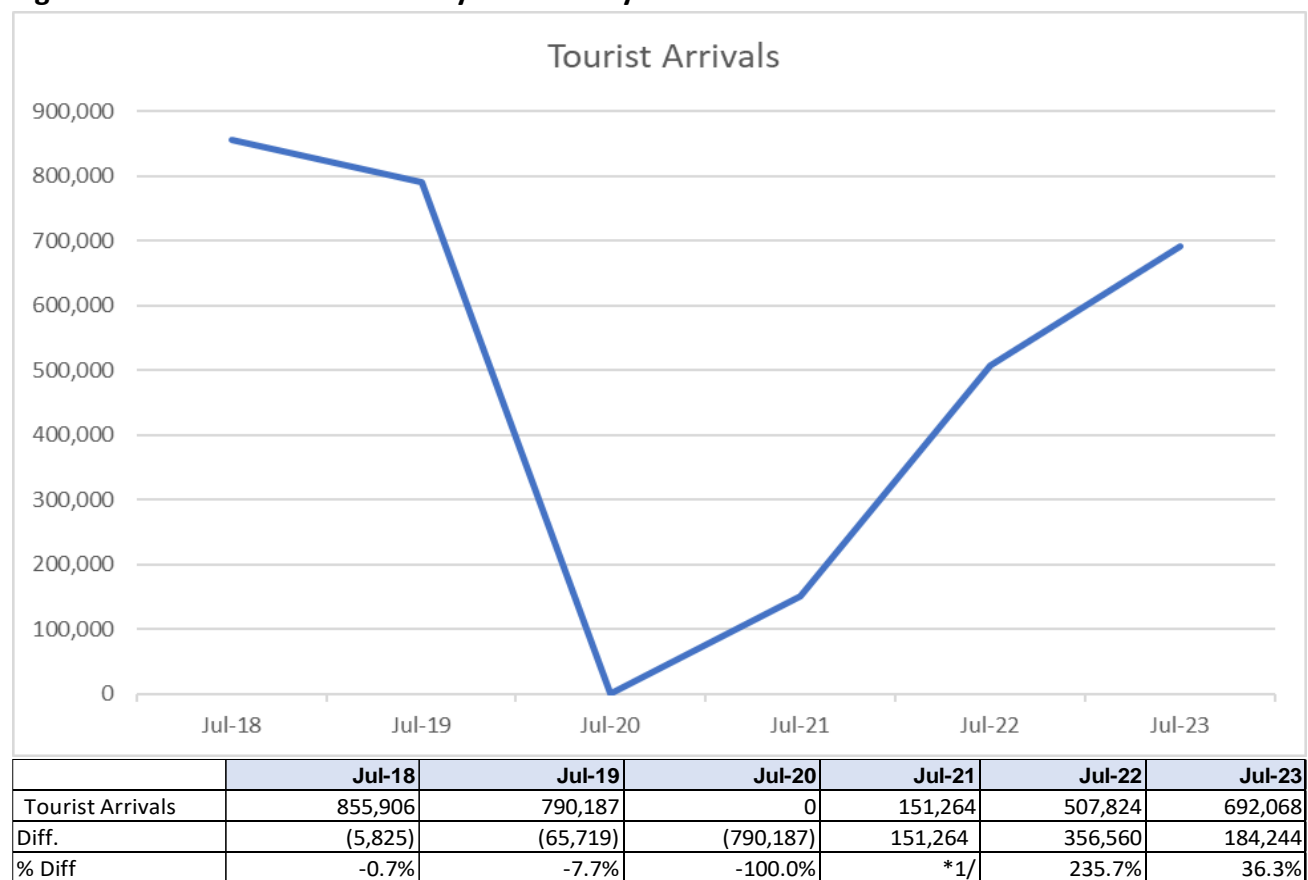
## SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR JULY 2023

Statistics South Africa (Stats SA) has published data on the number of tourists for July 2023 and this report provides further analysis of the tourists that travelled to South Africa during this period.

### TREND ANALYSIS: JULY 2018 – JULY 2023

A total of 692,068 tourist arrivals was recorded in July 2023, which was an increase of +36.3% (+184,244) compared to the same month in 2022. Figure 1 below indicates tourist arrivals for the period July 2018 to July 2023. Tourist arrivals decreased from 855,906 in 2018 to 790,187 in 2019, which was a decrease of -7.7% (-65,719). Tourist arrivals decreased from 790,187 in 2019 to 0 in 2020 due to the impact of COVID-19. Tourist arrivals then increased from 0 in 2020 to 151,264 in 2021. Tourist arrivals increased by +235.7% (+356,560) in 2022 compared to 2021. Tourist arrivals recorded during July 2023 was at -12.4% level of tourist arrivals recorded in 2019, pre-COVID period.

**Figure 1: Total Tourist Arrivals July 2018 to July 2023**



\*Changes from zero in the preceding period cannot be calculated as a percentage  
Source: Stats SA Tourism and Migration report, July 2023 and tourist arrivals data cuts

## JULY 2023 COMPARED TO JULY 2022 BY REGION

Table 1 below indicates tourist arrivals by region for July 2023 compared to the same month in 2022. All regions experienced a growth in tourist arrivals during this month compared to the same month of the previous year. With regards to percentage growth, Australasia recorded the highest increase of +65.6% (+3,226) followed by Asia (+54.1%; +5,844), Middle East (+40.4%; +2,740), Europe (+33.3%; +22,118), Central and South America (+16.3%; +506) and North America with (+13.7%; +4,222) respectively. Africa recorded an increase of +37.8% (+145,406) and this region remains the main source of tourist arrivals to the country, accounting for 76.5% (+529,712) of total tourist arrivals during July 2023.

**Table 1: Total Tourist Arrivals by Region: July 2023 vs. July 2022**

	JULY 2022	JULY 2023	Diff	% Diff
EUROPE	66,322	88,440	22,118	33.3%
NORTH AMERICA	30,807	35,029	4,222	13.7%
CENTRAL & SOUTH AMERICA	3,095	3,601	506	16.3%
AUSTRALASIA	4,914	8,140	3,226	65.6%
MIDDLE EAST	6,779	9,519	2,740	40.4%
ASIA	10,803	16,647	5,844	54.1%
<b>TOTAL OVERSEAS</b>	<b>122,720</b>	<b>161,376</b>	<b>38,656</b>	<b>31.5%</b>
<b>TOTAL AFRICA</b>	<b>384,306</b>	<b>529,712</b>	<b>145,406</b>	<b>37.8%</b>
Unspecified	798	980	182	22.8%
<b>GRAND TOTAL</b>	<b>507,824</b>	<b>692,068</b>	<b>184,244</b>	<b>36.3%</b>

*Source: Stats SA Tourism and Migration Report, July 2023 and tourist arrivals data cuts*

## JAN-JULY 2023 COMPARED TO JAN- JULY 2022 BY REGION

Tourist arrivals figures by region for the period January-July 2023 compared to the same period in 2022 are indicated in table 2 below. Total tourist arrivals went up by +70.6% (+1,972,198) for the period January-July 2023 compared the same period in 2022. Total tourist arrivals from the overseas market increased by +66.0% (+455,312). Australasia (+126.8%) recorded the highest increase followed by Asia (+91.2%), Middle East (+63.6%), Central & South America (+61.6%), Europe (61.5%) and North America (+58.8%).

In Australasia, Australia recorded the highest increase in volume having an increase of 26,070 (+117.6%) followed by New Zealand (+6,798; +177.7%). The United Kingdom had recorded the highest increase in volume (+64,245; +45.7%) in the Europe region. In North America, USA has recorded the highest increase in volume (+72,678; +54.5%). Israel recorded the highest increase in volume for the Middle East region with an additional 4,620 tourists compared to January-July 2022.

In Central and South America, Brazil recorded the highest increase in volume (+3,559; +48.6%) for the same period under review.

Tourist arrivals from Africa increased by +72.2% (+1,514,488) during the same period under review and this region remains the main source of tourist arrivals to the country, accounting for 75.8% (3,613,295) of total tourist arrivals during January-July 2023.

In terms of volume, the increase recorded from the African continent was driven by an increase of (+635,130; +115.6%) from Zimbabwe, followed by Mozambique (+271,576; +55.0%) and Lesotho (+262,381; +58.5%), refer to table 2.1 below.

**TABLE 2: JANUARY-JULY 2023 COMPARED TO JANUARY-JULY 2022**

	Jan-July 2022	Jan-July 2023	Diff	% Diff
EUROPE	422,674	682,828	260,154	61.5%
NORTH AMERICA	148,866	236,415	87,549	58.8%
CENTRAL & SOUTH AMERICA	14,027	22,666	8,639	61.6%
AUSTRALASIA	26,022	59,022	33,000	126.8%
MIDDLE EAST	19,574	32,016	12,442	63.6%
ASIA	58,715	112,243	53,528	91.2%
<b>TOTAL OVERSEAS</b>	<b>689,878</b>	<b>1,145,190</b>	<b>455,312</b>	<b>66.0%</b>
<b>TOTAL AFRICA</b>	<b>2,098,807</b>	<b>3,613,295</b>	<b>1,514,488</b>	<b>72.2%</b>
Unspecified	4,885	7,283	2,398	49.1%
<b>GRAND TOTAL</b>	<b>2,793,570</b>	<b>4,765,768</b>	<b>1,972,198</b>	<b>70.6%</b>

*Source: Stats SA Tourism and Migration Report, July 2023 and tourist arrivals data cuts*

Table 2.1 below gives the rankings of the top ten African source markets for the period January-July 2023 compared to January-July 2022. All of the top ten African source markets remained in the same position except for Kenya moving from 11<sup>th</sup> position in 2022 to 10<sup>th</sup> position in 2023 replacing Tanzania. All top ten countries recorded a positive growth with Zimbabwe recording the highest increase of +115.6% followed by Kenya (+110.2%) and Eswatini (+96.5%).

**Table 2.1: South Africa's Top 10 African Source Markets: January-July 2023 vs. January-July 2022**

Country	Rank: January-July 2023	Tourist Arrivals January-July 2023	Rank: January-July 2022	Tourist Arrivals January-July 2022	% Change
Zimbabwe	1	1,184,354	1	549,224	115.6%
Mozambique	2	765,148	2	493,572	55.0%
Lesotho	3	710,573	3	448,192	58.5%
Eswatini	4	395,120	4	201,042	96.5%
Botswana	5	184,458	5	121,079	52.3%
Namibia	6	89,118	6	72,895	22.3%
Zambia	7	77,590	7	61,379	26.4%

Malawi	8	70,876	8	55,682	27.3%
Angola	9	22,999	9	16,211	41.9%
Kenya	10	21,851	11	10,395	110.2%

Source: Stats SA Tourism and Migration Report, July 2023 and tourist arrivals data cuts

Table 2.2 shows the rankings of the top ten overseas source markets. Comparing January-July 2023 with January-July 2022, all top 10 overseas markets recorded an increase in tourist arrivals with Australia recording the highest increase of +117.6%. Most of the top ten overseas markets moved their position except for Germany which remained in the 3<sup>rd</sup> position, The Netherlands remained in 4<sup>th</sup> position and France remained in 5<sup>th</sup> position during the period under review. Australia, Canada and Italy moved up their position from 7<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> position in 2022 to 6<sup>th</sup>, 8<sup>th</sup> and 10<sup>th</sup> position respectively in 2023 and Italy replaced Switzerland in the top ten overseas markets when comparing January-July 2022 to January-July 2023. USA replaced UK as the main source market from overseas recording a growth of +54.5%.

**Table 2.2: South Africa's Top 10 Overseas Source Markets: January-July 2023 vs. January-July 2022**

Country	Rank: January-July 2023	Tourist Arrivals January-July 2023	Rank: January-July 2022	Tourist Arrivals January-July 2022	% Change
USA	1	206,015	2	133,337	54.5%
UK	2	204,885	1	140,640	45.7%
Germany	3	132,302	3	76,327	73.3%
The Netherlands	4	68,421	4	42,890	59.5%
France	5	67,000	5	36,109	85.5%
Australia	6	48,229	7	22,159	117.6%
India	7	47,905	6	28,084	70.6%
Canada	8	30,400	10	15,529	95.8%
Belgium	9	24,883	8	16,563	50.2%
Italy	10	23,595	11	12,159	94.1%

Source: Stats SA Tourism and Migration Report, July 2023 and tourist arrivals data cuts

## REFERENCES

1. Statistics South Africa 30 August 2023, July 2023 Tourism and Migration report.