

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

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

### TREND ANALYSIS: JUNE 2018 – JUNE 2023

A total of 608,319 tourist arrivals was recorded in June 2023, which was an increase of +52.3% (+208,769) compared to the same month in 2022. Figure 1 below indicates tourist arrivals for the period June 2018 to June 2023. Tourist arrivals increased from 729,374 in 2018 to 734,554 in 2019, which was an increase of +0.7% (+5,180). Tourist arrivals decreased from 734,554 in 2019 to 0 in 2020 due to the impact of COVID-19. Tourist arrivals then increased from 0 in 2020 to 178,727 in 2021. Tourist arrivals increased by +123.6% (+220,823) in 2022 compared to 2021. Tourist arrivals recorded during June 2023 was at -17.2% level of tourist arrivals recorded in 2019, pre-COVID period.

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



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

## JUNE 2023 COMPARED TO JUNE 2022 BY REGION

Table 1 below indicates tourist arrivals by region for June 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 +89.2% (+3,970) followed by Middle East (88.3%; +2,527), Asia (73.6%; +7,805), Central and South America (37.8%; +728), Europe (31.1%; +11,587) and North America with (28.7%; +8,713) respectively. Africa recorded an increase of +55.7% (+173,275) and this region remains the main source of tourist arrivals to the country, accounting for +79.6% (+484,306) of total tourist arrivals during June 2023.

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

	JUNE 2022	JUNE 2023	Diff	% Diff
EUROPE	37,307	48,894	11,587	31.1%
NORTH AMERICA	30,388	39,101	8,713	28.7%
CENTRAL & SOUTH AMERICA	2,070	2,852	782	37.8%
AUSTRALASIA	4,452	8,422	3,970	89.2%
MIDDLE EAST	2,861	5,388	2,527	88.3%
ASIA	10,607	18,412	7,805	73.6%
<b>TOTAL OVERSEAS</b>	<b>87,685</b>	<b>123,069</b>	<b>35,384</b>	<b>40.4%</b>
<b>TOTAL AFRICA</b>	<b>311,031</b>	<b>484,306</b>	<b>173,275</b>	<b>55.7%</b>
Unspecified	834	944	110	13.2%
<b>GRAND TOTAL</b>	<b>399,550</b>	<b>608,319</b>	<b>208,769</b>	<b>52.3%</b>

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

## JANUARY-JUNE 2023 COMPARED TO JANUARY-JUNE 2022

Tourist arrivals figures by region for the period January-June 2023 compared to the same period in 2022 are indicated in table 2 below. Total tourist arrivals went up by +78.2% (+1,787,954) for the period January-June 2023 compared the same period in 2022. Total tourist arrivals from the overseas market increased by +73.5% (+416,656). Australasia (141.1%) recorded the highest increase followed by Asia (99.5%), Middle East (75.8%), Central & South America (74.4%), North America (70.6%) and Europe (66,8%).

In Australasia, Australia recorded the highest increase in volume having an increase of 23,426 (+128.8%) followed by New Zealand (+6,236; 216.2%). The United Kingdom had recorded the highest increase in volume (+58,020; 47.7%) in the Europe region. In North America, USA has recorded the highest increase in volume (+69,202; 65.8%). Israel had recorded the highest increase in volume for the Middle East region with an addition 4,105 tourists compared to January-June 2022.

In Central and South America, Brazil had recorded the highest increase in volume (+3,430: 60.3%) for the period under review.

Tourist arrivals from Africa increased by 79.9% (+1,369,082) during the same period under review and this region remains the main source of tourist arrivals to the country, accounting for 75.7% (3, 083,583) of total tourist arrivals during January-June 2023.

In terms of volume, the increase recorded from the continent was driven by an increase of (+572,576; 131.3%) from Zimbabwe, followed by Lesotho (+245,979; 67.7%) and Mozambique (+242,531; 58.4%), refer to table 2.1 below.

**Table 2: Total Tourist Arrivals by Region: January-June 2023 vs. January-June 2022**

	Jan-June 2022	Jan-June 2023	Diff	% Diff
EUROPE	356,352	594,388	238,036	66.8%
NORTH AMERICA	118,059	201,386	83,327	70.6%
CENTRAL & SOUTH AMERICA	10,932	19,065	8,133	74.4%
AUSTRALASIA	21,108	50,882	29,774	141.1%
MIDDLE EAST	12,795	22,497	9,702	75.8%
ASIA	47,912	95,596	47,684	99.5%
<b>TOTAL OVERSEAS</b>	567,158	983,814	416,656	73.5%
<b>TOTAL AFRICA</b>	1,714,501	3,083,583	1,369,082	79.9%
Unspecified	4,087	6,303	2,216	54.2%
<b>GRAND TOTAL</b>	2,285,746	4,073,700	1,787,954	78.2%

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

Table 2.1 below gives the rankings of the top ten African source markets for the period January-June 2023 compared to January-June 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 131.3% followed by Kenya (118.1%) and Eswatini (106.5%).

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

Country	Rank: January-June 2023	Tourist Arrivals January-June 2023	Rank: January-June 2022	Tourist Arrivals January-June 2022	% Change
Zimbabwe	1	1,008,769	1	436,193	131.3%
Mozambique	2	657,830	2	415,299	58.4%
Lesotho	3	609,543	3	363,564	67.7%
Eswatini	4	333,644	4	161,561	106.5%
Botswana	5	157,807	5	99,070	59.3%
Namibia	6	76,004	6	61,173	24.2%
Zambia	7	65,757	7	51,359	28.0%
Malawi	8	58,241	8	46,025	26.5%
Angola	9	19,600	9	13,437	45.9%
Kenya	10	19,095	11	8,755	118.1%

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

Table 2.2 shows the rankings of the top ten overseas source markets. Comparing January-June 2023 with January-June 2022, all top 10 overseas markets recorded an increase in tourist arrivals with Australia recording the highest increase of 128.8%. Most of the top ten overseas markets remained in their same positions except for France which moved from 5<sup>th</sup> position in 2022 to 4<sup>th</sup> position in 2023 resulting in Netherlands moving from 4<sup>th</sup> position to 5<sup>th</sup> position during the period under review. Canada also moved up from 9<sup>th</sup> position to 8<sup>th</sup> position and Switzerland moved from 8<sup>th</sup> position to 9<sup>th</sup> position during the period under review. UK remained the main source market from overseas with regards to volume, recording a growth of 47.7%.

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

Country	Rank: January-June 2023	Tourist Arrivals January-June 2023	Rank: January-June 2022	Tourist Arrivals January-June 2022	% Change
UK	1	179,693	1	121,673	47.7%
USA	2	174,403	2	105,201	65.8%
Germany	3	122,797	3	68,433	79.4%
France	4	56,413	5	29,504	91.2%
Netherlands	5	54,083	4	31,779	70.2%
India	6	41,668	6	22,835	82.5%
Australia	7	41,620	7	18,194	128.8%
Canada	8	26,983	9	12,858	109.9%
Switzerland	9	19,832	8	13,617	45.6%
Belgium	10	19,087	10	11,896	60.4%

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

## REFERENCES

1. Statistics South Africa 25 July 2023, June 2023 Tourism and Migration report.