

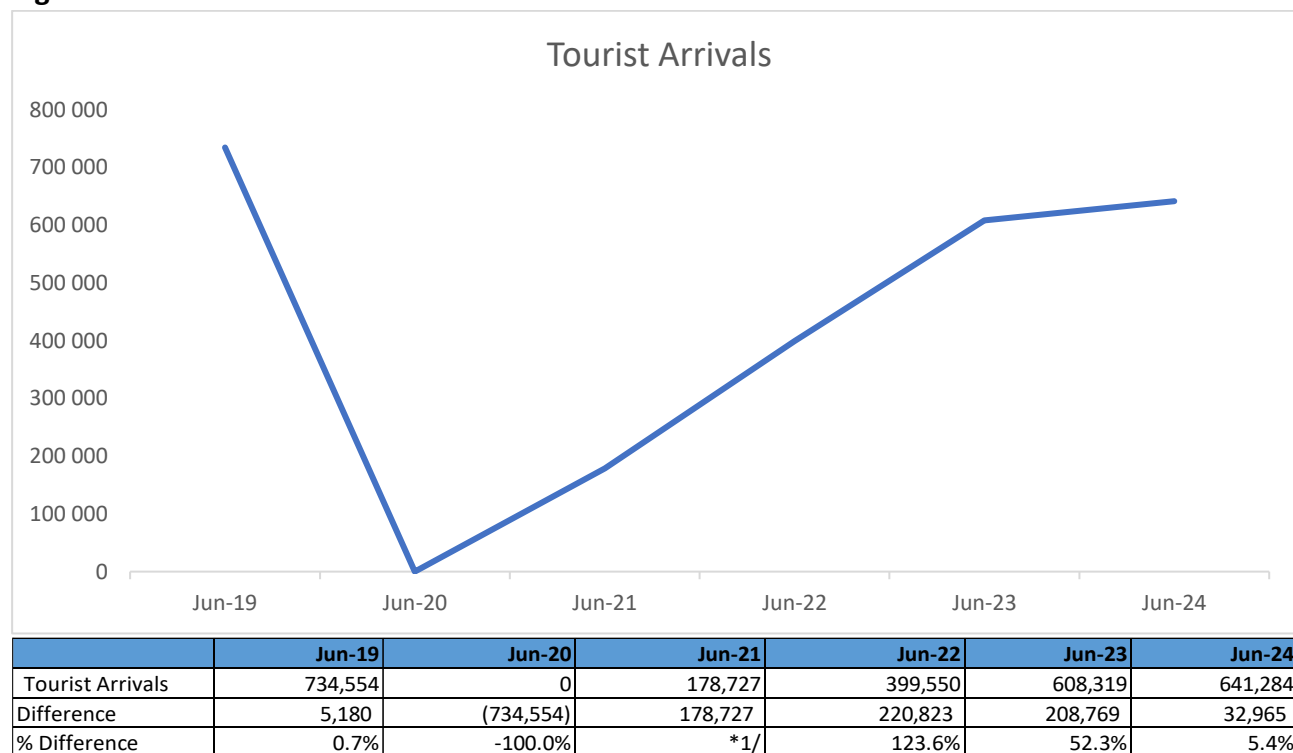
# SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR JUNE 2024

Statistics South Africa (Stats SA) has published data on the number of tourist arrivals for June 2024 and this report provides further analysis on tourists who travelled to South Africa during this period compared to June 2023. This report also includes the analysis of tourist arrivals for the first six months of 2024 compared to the same period in 2023.

## TREND ANALYSIS: JUNE 2019 – JUNE 2024

A total of 641 284 tourist arrivals was recorded in June 2024 which was an increase of 5,4% (32 965) compared to the same month in 2023. Figure 1 below indicates total tourist arrivals during June 2019 to June 2024 period. In June 2020, due to the closure of country borders and travel restrictions, there were no tourist arrivals recorded for this month. However, in June 2021, with the opening of country borders and travel permissions, there were 178 727 tourist arrivals that had been reported. Tourist arrivals then increased from 178 727 in 2021 to 399 550 in 2022, which was a growth of +123,6% (+220 823). Then, tourist arrivals increased by +52,3% (+208 769) in 2023 compared to 2022. Total tourist arrivals reported during June 2024 were below (-12,7%) June 2019 arrivals.

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



Source: Stats SA International Tourism Report. June 2024 and tourist arrivals data cuts

## TOTAL TOURIST ARRIVALS: JUNE 2024 COMPARED TO JUNE 2023 BY REGION

Table 1 below shows tourist arrivals by region for June 2024 compared to the same month in 2023. With regard to percentage growth, Central and South America had seen the highest increase of +121,9% (+3 476) followed by Middle East (+22,9%; +1 233), Australasia (+13,8%; +1 164), North America (+12,1%; +4 714), and Europe (+1,7%; +855). Asia recorded a slight decline of (-0,6%; -155), while Africa experienced an increase of +4,5% (+21 563). Africa continued to be the main source of tourist arrivals to the country, with a share of 78,9% (+505 869) of arrivals reported in June 2024.

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

	June 2023	June 2024	Diff	% Diff
EUROPE	48,894	49,749	855	1.7%
NORTH AMERICA	39,101	43,815	4,714	12.1%
CENTRAL & SOUTH AMERICA	2,852	6,328	3,476	121.9%
AUSTRALASIA	8,422	9,586	1,164	13.8%
MIDDLE EAST	5,388	6,621	1,233	22.9%
ASIA	18,412	18,297	-115	-0.6%
<b>TOTAL OVERSEAS</b>	<b>123,069</b>	<b>134,396</b>	<b>11,327</b>	<b>9.2%</b>
<b>TOTAL AFRICA</b>	<b>484,306</b>	<b>505,869</b>	<b>21,563</b>	<b>4.5%</b>
Unspecified	944	1,019	75	7.9%
<b>GRAND TOTAL</b>	<b>608,319</b>	<b>641,284</b>	<b>32,965</b>	<b>5.4%</b>

Source: Stats SA International Tourism Report. June 2024 and tourist arrivals data cuts

## JANUARY-JUNE TOURIST ARRIVAL FIGURES BY REGION FOR THE PERIOD 2019-2024

Tourist arrivals for January-June 2019-2024 period are indicated in figure 2 below. Total tourist arrivals went up by + 9,0% (+367 547) during January-June 2024 compared to the same period in 2023. However, tourist arrivals during January-June 2024 period were below (-12,8%) tourist arrivals seen during January-June 2019, which is pre-COVID period. The trend analysis below shows the biggest decline of -61.9% (-1,502,915) in total tourist arrivals was experienced during January-June 2021. Thereafter, there has been a continued positive growth in tourist arrivals, though January-June 2019 levels have not been reached yet. Figure 2 below shows that January-June 2024 tourist arrivals figures are -12,8% below January-June 2019 total arrivals.

**Figure 2: Total Tourist Arrivals from January-June 2019 to January-June 2024 Period**



Source: Stats SA International Tourism Report. June 2024 and tourist arrivals data cuts

Table 2 below shows total tourist arrivals during January-June 2024 compared to the same period in 2023 and 2019. Total tourist arrivals from overseas markets increased by +8,2% (+80 249). Central & South America (+92,5%) recorded the highest increase followed by Asia (+12,5%), Australasia (+7,8%), North America (+7,5%) and Europe (5,6%). Middle East experienced a decline of -8,0% and this could be attributed to the ongoing conflict between Israel and Palestine. And from Middle East region, Israel recorded the largest decline of -6 270 (-62,4%) in tourist numbers during January-June 2024, when compared to same period in 2023.

In Central and South America, Brazil had seen the highest increase in volume (+14 851; +162,9%). In Asia, China reported the highest increase in volume (+4 425; +27,3%). In North America, United States of America recorded the highest growth in volume (+13 288; +7,6%). And, France had the highest increase in volume (+6 425; +11,4%) in the Europe region.

Tourist arrivals from Africa increased by +9,3% (+287 796) and this region remained the main source of tourist arrivals to the country accounting for 75,9% (3 371 379) share. In terms of volume, the growth from the African continent was driven by an increase of (+141 535; +14,0%) arrivals from Zimbabwe followed by Mozambique (+128 595; +19,5%) and Eswatini (+56 517; +16,9%) as indicated in Table 3 below.

**TABLE 2: TOTAL TOURIST ARRIVALS: JANUARY-JUNE 2024 COMPARED TO JANUARY-JUNE 2023 & 2019**

	January-June 2023	January-June 2024	Diff: 2024 compared to 2023	% Diff: 2024 compared to 2023	January-June 2019	Diff: 2024 compared to 2019	% Diff: 2024 compared to 2019
EUROPE	594,388	627,734	33,346	5.6%	740,961	-113,227	-15.3%
NORTH AMERICA	201,386	216,555	15,169	7.5%	216,034	521	0.2%
CENTRAL & SOUTH AMERICA	19,065	36,699	17,634	92.5%	56,595	-19,896	-35.2%
AUSTRALASIA	50,882	54,831	3,949	7.8%	58,867	-4,036	-6.9%
MIDDLE EAST	22,497	20,687	-1,810	-8.0%	22,846	-2,159	-9.5%
ASIA	95,596	107,557	11,961	12.5%	158,329	-50,772	-32.1%
<b>TOTAL OVERSEAS</b>	<b>983,814</b>	<b>1,064,063</b>	<b>80,249</b>	<b>8.2%</b>	<b>1,253,632</b>	<b>-189,569</b>	<b>-15.1%</b>
<b>TOTAL AFRICA</b>	<b>3,083,583</b>	<b>3,371,379</b>	<b>287,796</b>	<b>9.3%</b>	<b>3,834,252</b>	<b>-462,873</b>	<b>-12.1%</b>
Unspecified	6,303	5,805	-498	-7.9%	7,313	-1,508	-20.6%
<b>GRAND TOTAL</b>	<b>4,073,700</b>	<b>4,441,247</b>	<b>367,547</b>	<b>9.0%</b>	<b>5,095,197</b>	<b>-653,950</b>	<b>-12.8%</b>

Source: Stats SA International Tourism Report. June 2024 and tourist arrivals data cuts

Table 3 below gives the rankings of the top ten African source markets for January-June 2024 compared to January-June 2023. Most of the top ten African source markets remained in the same position, with the exception of Kenya and Angola. Kenya improved its 2023 10<sup>th</sup> position by occupying the 9<sup>th</sup> position in 2024, and Angola dropped from 9<sup>th</sup> position in 2023 to 10<sup>th</sup> position in 2024. Mozambique had seen the highest increase of +19,5% followed by Malawi (+17,8%) and Eswatini (+16,9%). Lesotho and Angola reported a negative growth rate of -16,9% and -5,6% respectively.

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

Country	Rank: January-June 2024	Tourist Arrivals January-June 2024	Rank: January-June 2023	Tourist Arrivals January-June 2023	% Change
Zimbabwe	1	1,150,304	1	1,008,769	14.0%
Mozambique	2	786,425	2	657,830	19.5%
Lesotho	3	506,449	3	609,543	-16.9%
Eswatini	4	390,161	4	333,644	16.9%
Botswana	5	178,891	5	157,807	13.4%
Namibia	6	77,431	6	76,004	1.9%
Zambia	7	75,436	7	65,757	14.7%
Malawi	8	68,608	8	58,241	17.8%
Kenya	9	21,130	10	19,095	10.7%
Angola	10	18,507	9	19,600	-5.6%

Source: Stats SA International Tourism Report. June 2024 and tourist arrivals data cuts

Table 4 provides the rankings of the top ten overseas source markets. Comparing January-June 2024 with January-June 2023, all of top 10 overseas markets recorded an increase in tourist arrivals. Only four of the top ten overseas source markets remained in the same position during both periods namely; Germany, France, The Netherlands and Canada. As indicated in table 2 above, the number of tourists from Brazil increased by 162,9%; leading the country to climb from its 22<sup>nd</sup> position in 2023 to 9<sup>th</sup> position in 2024 as seen in Table 4 below. China moved up from 12<sup>th</sup> position in 2023 to 10<sup>th</sup> position in 2024. Both Brazil and China replaced Belgium and Switzerland out of the top 10 list during January-June 2024 period. The rise in Brazilian tourists since January 2024 might be linked to the resumption of direct flights between Brazil and South Africa. With regards to volume, USA was the main source market from overseas, experiencing a positive growth of +7,6%.

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

Country	Rank: January-June 2024	Tourist Arrivals January-June 2024	Rank: January-June 2023	Tourist Arrivals January-June 2023	% Change
USA	1	187,691	2	174,403	7.6%
UK	2	183,995	1	179,693	2.4%
Germany	3	128,987	3	122,797	5.0%
France	4	62,838	4	56,413	11.4%
The Netherlands	5	58,909	5	54,083	8.9%
Australia	6	45,562	7	41,620	9.5%
India	7	42,033	6	41,668	0.9%
Canada	8	28,864	8	26,983	7.0%
Brazil	9	23,969	22	9,118	162.9%
China	10	20,640	12	16,215	27.3%

*Source: Stats SA International Tourism Report. June 2024 and tourist arrivals data cuts*

## REFERENCES

1. Statistics South Africa 30 July 2024, June 2024 International Tourism report.