

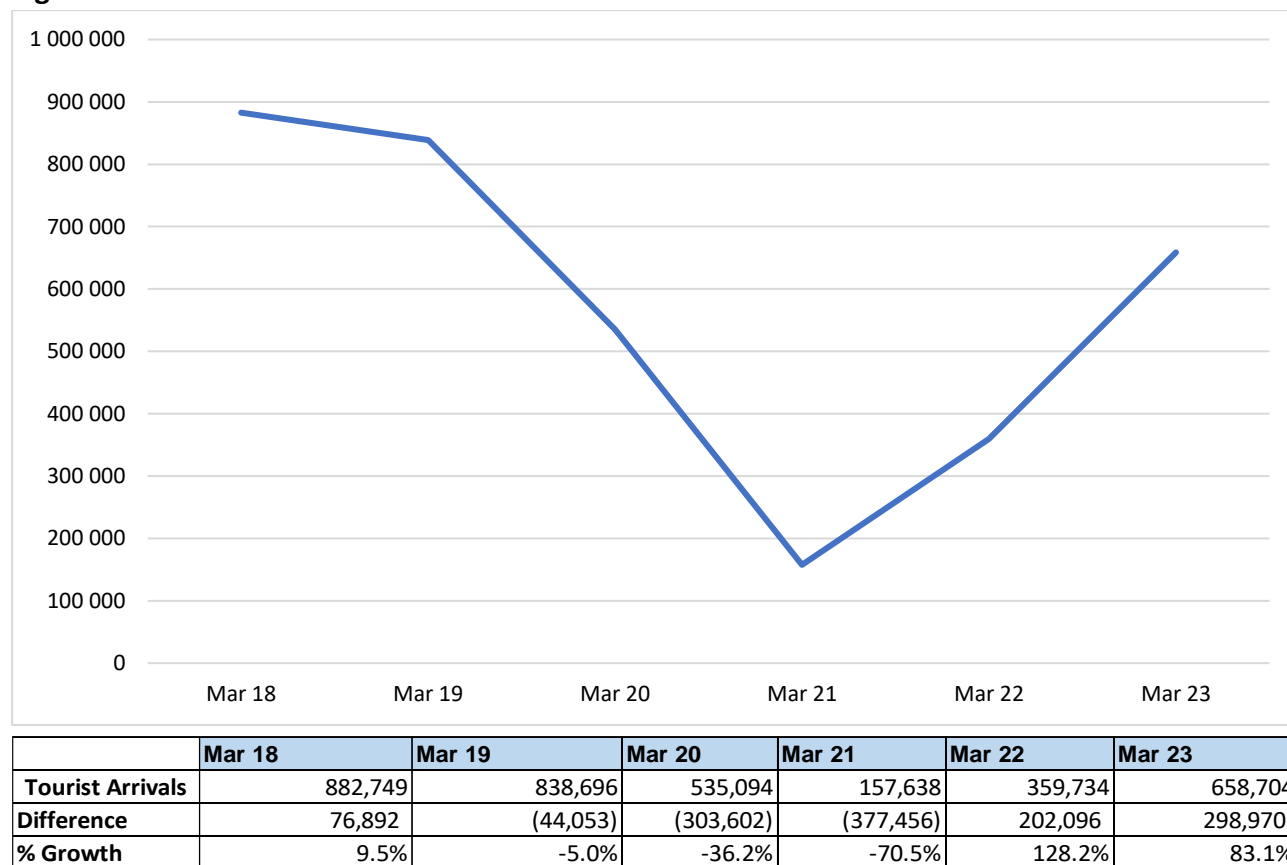
## SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR MARCH 2023

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

### TREND ANALYSIS: MARCH 2018 – MARCH 2023

A total of 658,704 tourist arrivals was recorded in March 2023, which was an increase of 83.1% (+298,970) compared to the same month in 2022. Figure 1 below indicates tourist arrivals for the period March 2018 to March 2023. Tourist arrivals decreased from 882,749 in 2018 to 838,696 in 2019, which was a decline of -5.0% (-44,053). Tourist arrivals further decreased from 838,696 in 2019 to 535,094 in 2020, which was a decline of -36.2% (-303,602). Tourist arrivals also decreased from 535,094 in 2020 to 157,638 in 2021, which was a decrease of -70.5% (-377,456). Tourist arrivals increased by 128.2% (+202,096) in 2022 compared to 2021. Tourist arrivals recorded during March 2023 was at 78,5% level of tourist arrivals recorded in 2019, pre-COVID period.

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



*Source: Stats SA Tourism and Migration report, March 2023 and tourist arrivals data cuts*

## MARCH 2023 COMPARED TO MARCH 2022 BY REGION

Table 1 below indicates tourist arrivals by region for March 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 185.8% (+6,476) followed by Asia (92.5%; +6,751) and North America (81.4%; +16,071) respectively. Africa recorded an increase of 87.9% (+219,828) and this region remains the main source of tourist arrivals to the country, accounting for 71.3% (469,941) of total tourist arrivals during March 2023.

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

Region	March 2023	March 2022	Diff	% Diff.
EUROPE	120,004	73,847	46,157	62.5%
NORTH AMERICA	35,804	19,733	16,071	81.4%
CENTRAL & SOUTH AMERICA	3,357	2,044	1,313	64.2%
AUSTRALASIA	9,961	3,485	6,476	185.8%
MIDDLE EAST	4,452	2,563	1,889	73.7%
ASIA	14,053	7302	6,751	92.5%
<b>TOTAL OVERSEAS</b>	<b>187,631</b>	<b>108,974</b>	<b>78,657</b>	<b>72.2%</b>
<b>AFRICA</b>	<b>469,941</b>	<b>250,113</b>	<b>219,828</b>	<b>87.9%</b>
UNSPECIFIED	1,132	647	485	75.0%
<b>GRAND TOTAL</b>	<b>658,704</b>	<b>359,734</b>	<b>298,970</b>	<b>83.1%</b>

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

## JANUARY-MARCH 2023 COMPARED TO JANUARY-MARCH 2022

Tourist arrivals figures by region for the period January-March 2023 compared to the same period in 2022 are indicated in table 2 below. Total tourist arrivals went up by 102.5% (+1,074,253) for the period January-March 2023 compared the same period in 2022. Total tourist arrivals from the overseas market increased by 112.1% (+300,068). Australasia (244.3%) recorded the highest increase followed by North America (135.5%), Central & South America (134.7%), Middle East (122.6%), Asia (121.5%) and Europe (100.7%).

In Australasia, Australia recorded the highest increase in volume having an increase of 14,089 (223.9%) followed by New Zealand (+3,363; 398.5%). The United Kingdom had recorded the highest increase in volume (+53,160; 80.6%) in the Europe region. In North America, USA has recorded the highest increase in volume (+44,168; 126.6%). Israel had recorded the highest increase in volume for the Middle East region with an addition 3,434 tourists compared to January-March 2022. In Central and South America, Brazil had recorded the highest increase in volume (+2,731: 123.5%) for the period under review.

Tourist arrivals from Africa increased by 102.5% (+1,074,253) during the same period under review. In terms of volume, the increase recorded from the continent was driven by an increase of (+334,989; 198.2%) from Zimbabwe, followed by Lesotho (+146,049; 84.4%) and Mozambique (+124,709; 56.7%), refer to table 2.1 below.

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

Region	Jan-Mar 2023	Jan-Mar 2022	Diff	% Diff
EUROPE	387,296	192,949	194,347	100.7%
NORTH AMERICA	94,795	40,256	54,539	135.5%
CENTRAL & SOUTH AMERICA	10,195	4,344	5,851	134.7%
AUSTRALASIA	24,623	7,152	17,471	244.3%
MIDDLE EAST	11,075	4,976	6,099	122.6%
ASIA	39,671	17,910	21,761	121.5%
<b>TOTAL OVERSEAS</b>	<b>567,655</b>	<b>267,587</b>	<b>300,068</b>	<b>112.1%</b>
<b>TOTAL AFRICA</b>	<b>1,551,123</b>	<b>778,313</b>	<b>772,810</b>	<b>99.3%</b>
Unspecified	3,033	1,658	1,375	82.9%
<b>GRAND TOTAL</b>	<b>2,121,811</b>	<b>1,047,558</b>	<b>1,074,253</b>	<b>102.5%</b>

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

Table 2.1 below gives the rankings of the top ten African source markets for the period January-March 2023 compared to January-March 2022. Six of the top ten African source markets remained in the same position namely; Eswatini, Botswana, Namibia, Zambia, Malawi and Angola which ranked 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>, and 9<sup>th</sup> position during both periods. Zimbabwe moved up from 3<sup>rd</sup> to 1<sup>st</sup> position in 2023 when compared to 2022. Kenya replaced Tanzania in the top 10 during this period. All top ten countries recorded a positive growth with Zimbabwe recording the highest increase of 198.2% followed by Kenya (150.2%) and Eswatini (128.0%).

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

Country	Rank: March 2023	Tourist Arrivals March 2023	Rank: March 2022	Tourist Arrivals March 2022	% Change from Mar 2022 to Mar 2023
Zimbabwe	1	504,020	3	169,031	198.2%
Mozambique	2	344,596	1	219,887	56.7%
Lesotho	3	319,009	2	172,960	84.4%
Eswatini	4	153,902	4	67,495	128.0%
Botswana	5	73,457	5	38,660	90.0%
Namibia	6	36,192	6	28,498	27.0%
Zambia	7	30,696	7	23,773	29.1%
Malawi	8	29,921	8	21,704	37.9%
Angola	9	10,653	9	5,690	87.2%
Kenya	10	9,628	12	3,848	150.2%

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

Table 2.2 shows the rankings of the top ten overseas source markets. Comparing January-March 2023 with January-March 2022, all top 10 overseas markets recorded an increase in tourist arrivals with Australia recording the highest increase of 223.9%. Half of the top ten overseas markets moved positions except for UK, Germany, USA, Netherlands, and France which remained 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> position respectively for the period under review. UK remained the main source market from overseas with regards to volume, recording a growth of 80.6%.

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

Country	Rank: March 2023	Tourist Arrivals March 2023	Rank: March 2022	Tourist Arrivals March 2022	% Change from Mar 2022 to Mar 2023
UK	1	119,118	1	65,958	80.6%
Germany	2	90,081	2	42,528	111.8%
USA	3	79,049	3	34,881	126.6%
The Netherlands	4	34,169	4	17,363	96.8%
France	5	31,423	5	13,492	132.9%
Australia	6	20,382	8	6,293	223.9%
India	7	16,355	6	7,761	110.7%
Canada	8	15,746	10	5,375	192.9%
Switzerland	9	12,907	7	7,732	66.9%
Belgium	10	11,747	9	5,898	99.2%

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

## REFERENCES

1. Statistics South Africa 25 April 2023, March 2023 Tourism and Migration report.