

SUMMARY ANALYSIS OF SOUTH AFRICA’S TOURIST ARRIVALS FOR NOVEMBER 2024

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

TREND ANALYSIS: NOVEMBER 2019 – NOVEMBER 2024

A total of 767 927 tourist arrivals was recorded in November 2024 which was an increase of 5,0% (+36 250) compared to the same month in 2023. Figure 1 below indicates tourist arrivals for the period November 2019 to November 2024. In November 2020, tourist arrivals recorded were 101 096 which was a decrease of -88,1% (-749 441) when compared to the same month in 2019. However, in November 2021, there were 275 647 tourist arrivals recorded which was an increase of +172,7% (+174 551) compared to November 2020. Tourist arrivals then further increased from 275 647 in 2021 to 565 758 in 2022 which was an increase of +105,2% (+290 111). Tourist arrivals increased by +29,3% (+165 919) in 2023 compared to 2022. The tourist arrivals in November 2024 were at a level of -9,7% compared to November 2019, before the COVID-19 pandemic.

Figure 1: Total Tourist Arrivals November 2019 to November 2024



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

NOVEMBER 2024 COMPARED TO NOVEMBER 2023 BY REGION

Table 1 below indicates tourist arrivals by region for November 2024 compared to the same month in 2023. With regards to percentage growth, Australasia recorded the highest increase of +17,7% (+1 449) followed by Middle East (+13,3%; +369), Central and South America (+10,9%; +596), Europe (+10,4%; +13 398), Asia (+4,0%; +676) and North America (+0,9%; +298) during this month compared to the same month of the previous year. Africa also recorded a growth of +3,6% (+19 247) and this region remains the main source of tourist arrivals to the country accounting for 72,2% (+554 216) of total tourist arrivals recorded during November 2024.

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

	November 2023	November 2024	Diff	% Diff
EUROPE	129 036	142 434	13 398	10,4%
NORTH AMERICA	33 022	33 320	298	0,9%
CENTRAL & SOUTH AMERICA	5 450	6 046	596	10,9%
AUSTRALASIA	8 199	9 648	1 449	17,7%
MIDDLE EAST	2 769	3 138	369	13,3%
ASIA	17 073	17 749	676	4,0%
TOTAL OVERSEAS	195 549	212 335	16 786	8,6%
TOTAL AFRICA	534 969	554 216	19 247	3,6%
Unspecified	1 159	1 376	217	18,7%
GRAND TOTAL	731 677	767 927	36 250	5,0%

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

JANUARY-NOVEMBER BY REGION FOR THE PERIOD 2019 TO 2024

Tourist arrivals for the period January-November 2019-2024 are indicated in figure 2 below. Total tourist arrivals went up by +5,0% (+378 350) for the period January-November 2024 compared to the same period in 2023. However, the tourist arrivals during January to November 2024 were at a level of -13,5% compared to the tourist arrivals recorded in the pre-COVID period of 2019 (Jan-November).

Figure 2: Total Tourist Arrivals January-November 2019 to January-November 2024



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

Table 2 further indicates that total tourist arrivals from overseas markets increased by +3,2% (+59 849). Central & South America (+66,5%) recorded the highest increase followed by Australasia (+9,5%), North America and Asia with +4,6% respectively and Europe with +0,6%. Middle East recorded a decline of -16,1% for the same period under review.

In Central and South America, Brazil recorded the highest increase in volume (+23 223; +108,4%) for the same period under review. In Asia, Japan recorded the highest increase in volume (+4 058; +34,1%). In North America, United States of America has recorded the highest increase in volume (+15 053; +4,7%).

In the Middle East region, Israel recorded the largest drop in tourist numbers during January-November 2024, experiencing a decline of -12 525 (-64,9%) compared to the same period in 2023 and this could be related to the ongoing conflict between Israel and Palestine as indicated above. Germany had recorded the highest increase in volume (8 318; 3,8%) in the Europe region.

Tourist arrivals from Africa increased by +5,5% (+319 173) during the same period under review and this region remains the main source of tourist arrivals to the country accounting for 75,9% (+6 073 798) of total tourist arrivals during January-November 2024.

In terms of volume, the increase recorded from the African continent was driven by an increase of (+234 368; +19,3%) from Mozambique followed by Eswatini (+103 764; +15,8%) and Zimbabwe

(+92 345; 4,9%) as indicated in Table 3 below.

Table 2: January-November 2024 compared to January-November 2023/2019

	January- November 2023	January- November 2024	Diff: 2024 compared to 2023	% Diff: 2024 compared to 2023	January- November 2019	Diff: 2024 compared to 2019	% Diff: 2024 compared to 2019
EUROPE	1 114 293	1 120 985	6 692	0,6%	1 393 117	-272 132	-19,5%
NORTH AMERICA	370 514	387 514	17 000	4,6%	400 837	-13 323	-3,3%
CENTRAL & SOUTH AMERICA	40 740	67 828	27 088	66,5%	107 674	-39 846	-37,0%
AUSTRALASIA	94 806	103 856	9 050	9,5%	113 911	-10 055	-8,8%
MIDDLE EAST	51 779	43 435	-8 344	-16,1%	51 710	-8 275	-16,0%
ASIA	182 497	190 860	8 363	4,6%	288 114	-97 254	-33,8%
TOTAL OVERSEAS	1 854 629	1 914 478	59 849	3,2%	2 355 363	-440 885	-18,7%
TOTAL AFRICA	5 754 625	6 073 798	319 173	5,5%	6 877 898	-804 100	-11,7%
Unspecified	11 619	10 947	-672	-5,8%	14 294	-3 347	-23,4%
GRAND TOTAL	7 620 873	7 999 223	378 350	5,0%	9 247 555	-1 248 332	-13,5%

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

Table 3 below gives the rankings of the top ten African source markets for the period January-November 2024 compared to January-November 2023. Most of the top ten African source markets remained in the same position. Malawi moved up from 8th position in 2023 to 6th position in 2024. Namibia and Zambia dropped from 6th and 7th positions in 2023 to 7th and 8th positions in 2024 respectively. Mozambique recorded the highest increase of +19,3% followed by Malawi (+16,0%) and Eswatini (+15,8%). Lesotho and Angola recorded a negative growth rate of -20,5% and -4,7% respectively for the period under review.

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

Country	Rank: January- November 2024	Tourist Arrivals January- November 2024	Rank: January- November 2023	Tourist Arrivals January- November 2023	% Change
Zimbabwe	1	1 990 481	1	1 898 136	4,9%
Mozambique	2	1 446 927	2	1 212 559	19,3%
Lesotho	3	840 253	3	1 057 040	-20,5%
Eswatini	4	760 246	4	656 482	15,8%
Botswana	5	343 665	5	308 376	11,4%
Malawi	6	145 310	8	125 236	16,0%
Namibia	7	143 749	6	140 323	2,4%
Zambia	8	137 420	7	129 429	6,2%
Kenya	9	42 226	9	37 414	12,9%
Angola	10	34 121	10	35 811	-4,7%

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

Table 4 shows the rankings of the top ten overseas source markets. Comparing January-November 2024 with January-November 2023, most of the top 10 overseas markets recorded an increase in

tourist arrivals. Most of the top ten overseas source markets remained in the same position for the period January-November 2024 compared to January-November 2023 except Brazil which replaced Belgium out of the top 10 for the period under review. As indicated in table 2, the number of tourists coming from Brazil increased by 108,4%, leading the country to climb from the 16th position in 2023 to the 10th position in 2024. 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 recording a growth of +4,7%.

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

Country	Rank: January-November 2024	Tourist Arrivals January-November 2024	Rank: January-November 2023	Tourist Arrivals January-November 2023	% Change
USA	1	336 001	1	320 948	4,7%
UK	2	306 865	2	315 054	-2,6%
Germany	3	228 289	3	219 971	3,8%
The Netherlands	4	118 796	4	117 948	0,7%
France	5	115 629	5	109 659	5,4%
Australia	6	86 354	6	77 623	11,2%
India	7	70 044	7	73 037	-4,1%
Canada	8	51 513	8	49 566	3,9%
Italy	9	45 378	9	47 452	-4,4%
Brazil	10	44 637	16	21 414	108,4%

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

REFERENCES

1. Statistics South Africa 26 November 2024, November 2024 International Tourism report.