

SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR

OCTOBER 2024

Statistics South Africa (Stats SA) has published data on the number of tourists for October 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 ten months of 2024 compared to the same period in 2023.

TREND ANALYSIS: OCTOBER 2019 – OCTOBER 2024

A total of 705 257 tourist arrivals was recorded in October 2024 which was a decrease of -3,5% (-25 851) compared to the same month in 2023. Figure 1 below indicates tourist arrivals for the period October 2019 to October 2024. In October 2020, tourist arrivals recorded were 73 988 which was a decrease of -91,1% (-760 287) when compared to the same month in 2019. However, in October 2021, there were 247 833 tourist arrivals recorded which was an increase of +235,0% (+173 845) compared to October 2020. Tourist arrivals then further increased from 247 833 in 2021 to 565 862 in 2022 which was an increase of +128,3% (+318 029). Tourist arrivals increased by +29,2% (+165 246) in 2023 compared to 2022. The tourist arrivals in October 2024 were at a level of -15,5% compared to October 2019, before the COVID-19 pandemic.

Figure 1: Total Tourist Arrivals October 2019 to October 2024



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

OCTOBER 2024 COMPARED TO OCTOBER 2023 BY REGION

Table 1 below indicates tourist arrivals by region for October 2024 compared to the same month in 2023. With regards to percentage growth, Central and South America recorded the highest increase of +28,6% (+1 424) followed by Australasia (+16,4%; +1 382) and North America (+1,6%; +527) during this month compared to the same month of the previous year. For the same period under review, Middle East recorded the highest decline of (-22,6%; -640) followed by Asia (-3,9%; -682) and Europe (-1,8%; -2 214). The decline in Middle East could be related to the conflict in the region. Africa also recorded a decrease of -4,7% (-25 533) and this region remains the main source of tourist arrivals to the country accounting for 73,0% (+514 578) of total tourist arrivals recorded during October 2024.

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

	October 2023	October 2024	Diff	% Diff
EUROPE	122 599	120 385	-2 214	-1.8%
NORTH AMERICA	33 631	34 158	527	1.6%
CENTRAL & SOUTH AMERICA	4 980	6 404	1 424	28.6%
AUSTRALASIA	8 446	9 828	1 382	16.4%
MIDDLE EAST	2 835	2 195	-640	-22.6%
ASIA	17 287	16 605	-682	-3.9%
TOTAL OVERSEAS	189 778	189 575	-203	-0.1%
TOTAL AFRICA	540 111	514 578	-25 533	-4.7%
Unspecified	1 219	1 104	-115	-9.4%
GRAND TOTAL	731 108	705 257	-25 851	-3.5%

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

JANUARY-OCTOBER BY REGION FOR THE PERIOD 2019 TO 2024

Tourist arrivals for the period January-October 2019-2024 are indicated in figure 2 below. Total tourist arrivals went up by +5,0% (+342 100) for the period January-October 2024 compared to the same period in 2023. However, the tourist arrivals during January to October 2024 were at a level of -13,9% compared to the tourist arrivals recorded in the pre-COVID period of 2019 (Jan-October).

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



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

Table 2 further indicates that total tourist arrivals from overseas markets increased by +2,6% (+43 266). Central & South America (+75,1%) recorded the highest increase followed by Australasia (+8,8%), North America (+4,9%) and Asia with +4,6%. Middle East and Europe recorded a decline of -17,8% and -0,7% respectively for the same period under review. Middle East decline however could be related to the conflict between Israel and Palestine as indicated above.

In Central and South America, Brazil recorded the highest increase in volume (+22 694; + 126,0%) for the same period under review. In Asia, Japan recorded the highest increase in volume (+3 733; +34,2%). In North America, United States of America has recorded the highest increase in volume (+14 957; +5,1%).

In the Middle East region, Israel recorded the largest drop in tourist numbers during January-October 2024, experiencing a decline of -12 664 (-67,1%) compared to the same period in 2023 and this could be related to the ongoing conflict between Israel and Palestine. United Kingdom had recorded the highest decrease in volume (-9 760; -3,5%) in the Europe region. Further investigation should be conducted to understand the decline in the region.

Tourist arrivals from Africa increased by +5,7% (+299 926) during the same period under review and this region remains the main source of tourist arrivals to the country accounting for 76,3%

(+5 519 582) of total tourist arrivals during January-October 2024.

In terms of volume, the increase recorded from the African continent was driven by an increase of (+230 916; +21,1%) from Mozambique followed by Zimbabwe (+103 139; +6,0%) and Eswatini (+ 95384; 16,1%) (as indicated in Table 3 below.

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

	January- October 2023	January- October 2024	Diff: 2024 compared to 2023	% Diff: 2024 compared to 2023	January- October 2019	Diff: 2024 compared to 2019	% Diff: 2024 compared to 2019
EUROPE	985 257	978 551	-6 706	-0.7%	1 228 413	-249 862	-20.3%
NORTH AMERICA	337 492	354 194	16 702	4.9%	367 417	-13 223	-3.6%
CENTRAL & SOUTH AMERICA	35 290	61 782	26 492	75.1%	97 670	-35 888	-36.7%
AUSTRALASIA	86 607	94 208	7 601	8.8%	103 718	-9 510	-9.2%
MIDDLE EAST	49 010	40 297	-8 713	-17.8%	47 285	-6 988	-14.8%
ASIA	165 424	173 111	7 687	4.6%	263 724	-90 613	-34.4%
TOTAL OVERSEAS	1 659 080	1 702 143	43 063	2.6%	2 108 227	-406 084	-19.3%
TOTAL AFRICA	5 219 656	5 519 582	299 926	5.7%	6 276 243	-756 661	-12.1%
Unspecified	10 460	9 571	-889	-8.5%	12 548	-2 977	-23.7%
GRAND TOTAL	6 889 196	7 231 296	342 100	5.0%	8 397 018	-1 165 722	-13.9%

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

Table 3 below gives the rankings of the top ten African source markets for the period January-October 2024 compared to January-October 2023. Most of the top ten African source markets remained in the same position. Malawi moved up from 8th position in 2023 to 7th position in 2024, and Zambia dropped from 7th position in 2023 to 8th position in 2024. Mozambique recorded the highest increase of +21,1% followed by Eswatini (+16,1%) and Malawi (+14,5%). Lesotho and Angola recorded a negative growth rate of -22,9% and -5,8% respectively for the period under review.

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

Country	Rank: January- October 2024	Tourist Arrivals January-October 2024	Rank: January- October 2023	Tourist Arrivals January-October 2023	% Change
Zimbabwe	1	1 831 193	1	1 728 054	6.0%
Mozambique	2	1 324 147	2	1 093 231	21.1%
Lesotho	3	750 188	3	973 058	-22.9%
Eswatini	4	688 428	4	593 044	16.1%
Botswana	5	308 787	5	276 195	11.8%
Namibia	6	130 520	6	128 197	1.8%
Malawi	7	127 082	8	110 986	14.5%
Zambia	8	124 090	7	116 082	6.9%
Kenya	9	36 909	9	33 018	11.8%
Angola	10	30 791	10	32 686	-5.8%

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

Table 4 shows the rankings of the top ten Overseas source markets. Comparing January-October 2024 with January-October 2023, most of the top 10 overseas markets recorded an increase in tourist arrivals. All of the top ten overseas source markets remained in the same position for the period January-October 2024 compared to January-October 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 to Brazil increased by 126,0%, leading the country to climb from the 17th position in 2023 to the 10th position in 2024. Furthermore, Brazil recorded the highest increase of +126,0%. 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 +5,1%.

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

Country	Rank: January-October 2024	Tourist Arrivals January-October 2024	Rank: January-October 2023	Tourist Arrivals January-October 2023	% Change
USA	1	308 379	1	293 422	5.1%
UK	2	272 733	2	282 493	-3.5%
Germany	3	188 495	3	189 780	-0.7%
The Netherlands	4	105 785	4	105 056	0.7%
France	5	103 060	5	98 017	5.1%
Australia	6	78 224	6	70 828	10.4%
India	7	63 344	7	65 997	-4.0%
Canada	8	45 815	8	44 070	4.0%
Italy	9	41 657	9	43 762	-4.8%
Brazil	10	40 700	17	18 006	126.0%

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

REFERENCES

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