

SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR SEPTEMBER 2023

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

TREND ANALYSIS: SEPTEMBER 2018 – SEPTEMBER 2023

A total of 684 161 tourist arrivals was recorded in September 2023 which was an increase of +26,9% (+144 959) compared to the same month in 2022. Figure 1 below indicates tourist arrivals for the period September 2018 to September 2023. Tourist arrivals decreased from 842 361 in 2018 to 780 381 in 2019 which was a decrease of -7,4% (-61 980). Tourist arrivals decreased from 780 381 in 2019 to 0 in 2020 due to the impact of COVID-19. Tourist arrivals then increased from 0 in 2020 to 205 948 in 2021. Tourist arrivals increased by +161,8% (+333 254) in 2022 compared to 2021. Tourist arrivals recorded during September 2023 was at -12.3% level of tourist arrivals recorded in 2019 pre-COVID period.

Figure 1: Total Tourist Arrivals SEPTEMBER 2018 to SEPTEMBER 2023



**Changes from zero in the preceding period cannot be calculated as a percentage*

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

SEPTEMBER 2023 COMPARED TO SEPTEMBER 2022 BY REGION

Table 1 below indicates tourist arrivals by region for September 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. Central and South America recorded the highest increase of +65,5% (+1 957) followed by Asia (+50,9%; +5 758), Australasia (+43,2%; +3 149), Europe (+21,7%; +15 354), North America (+17,6%; +5 160) and Middle East (+13,5%; +620) respectively. Africa recorded an increase of +27,4% (+112 959) and this region remains the main source of tourist arrivals to the country accounting for 76,7% (+524 683) of total tourist arrivals during September 2023.

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

	SEPTEMBER 2022	SEPTEMBER 2023	Diff	% Diff
EUROPE	70 874	86 228	15 354	21.7%
NORTH AMERICA	29 353	34 513	5 160	17.6%
CENTRAL & SOUTH AMERICA	2 990	4 947	1 957	65.5%
AUSTRALASIA	7 288	10 437	3 149	43.2%
MIDDLE EAST	4 598	5 218	620	13.5%
ASIA	11 306	17 064	5 758	50.9%
TOTAL OVERSEAS	126 409	158 407	31 998	25.3%
TOTAL AFRICA	411 724	524 683	112 959	27.4%
Unspecified	1 069	1 071	2	0.2%
GRAND TOTAL	539 202	684 161	144 959	26.9%

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

JANUARY-SEPTEMBER 2023 COMPARED TO JANUARY-SEPTEMBER 2022/19 AND BY REGION

Tourist arrivals figures by region for the period January-September 2019-2023 are indicated in the figure 2 below. Total tourist arrivals went up by +58,4% (+2 269 484) for the period January-September 2023 compared the same period in 2022. Tourist arrivals recorded during January-September 2023 was at -12,3% level of tourist arrivals recorded in 2019 pre-COVID period.

Figure 2: Total Tourist Arrivals SEPTEMBER 2018 to SEPTEMBER 2023

Table 2 further indicates total tourist arrivals from the overseas market increased by +54,8% (+520 258). Australasia (+99,4%) recorded the highest increase followed by Asia (+82,6%), Central & South America (+55,5%), Europe (+50,9%), Middle East (+48,3%) and North America (+47,1%).

In Australasia, Australia recorded the highest increase in volume having an increase of 31 217 (+95,4%) followed by New Zealand (+7 706; +122,1%). In Asia, India recorded the highest increase in volume (+21 977; +57,2%). The United Kingdom had recorded the highest increase in volume (+66 120; +35,6%) in the Europe region. In North America, USA has recorded the highest increase in volume (+81 081; +44,0%). Israel recorded the highest increase in volume for the Middle East region with an additional 5 081 tourists compared to January-September 2022. In Central and South America, Brazil recorded the highest increase in volume (+5 046; +50,0%) for the same period under review.

Tourist arrivals from Africa increased by +59,6% (+1 746 767) during the same period under review and this region remains the main source of tourist arrivals to the country accounting for 76,0% (4 679 545) of total tourist arrivals during January-September 2023.

In terms of volume the increase recorded from the African continent was driven by an increase of (+728 746; +89,3%) from Zimbabwe followed by Mozambique (+317 449; +47,5%) and Lesotho (+289 853; +48,8%) refer to table 2.1 below.

Comparing tourist arrivals for the period January-September 2023 to January-September 2019, the Middle East is the only region that showed a growth of 13,3% during January-September 2023 compared to January-September 2019.

TABLE 2: JANUARY-SEPTEMBER 2023 COMPARED TO JANUARY-SEPTEMBER 2022

	January- SEPTEMBER 2022	January- SEPTEMBER 2023	2023 compared to 2022 Diff	2023 compared to 2022 %	January- SEPTEMBER 2019	2023 compared to 2019 Diff	2023 compared to 2019 %
EUROPE	571 536	862 658	291 122	50.9%	1 070 081	-207 423	-19.4%
NORTH AMERICA	206 555	303 861	97 306	47.1%	333 024	-29 163	-8.8%
CENTRAL & SOUTH AMERICA	19 492	30 310	10 818	55.5%	87 247	-56 937	-65.3%
AUSTRALASIA	39 193	78 161	38 968	99.4%	9 3276	-15 115	-16.2%
MIDDLE EAST	31 130	46 175	15 045	48.3%	40 761	5 414	13.3%
ASIA	81 138	148 137	66 999	82.6%	235 165	-87 028	-37.0%
TOTAL OVERSEAS	949 044	1 469 302	520 258	54.8%	1 859 554	-390 252	-21.0%
TOTAL AFRICA	2 932 778	4 679 545	1 746 767	59.6%	5 692 016	-1 012 471	-17.8%
Unspecified	6 782	9 241	2 459	36.3%	1 1173	-1 932	-17.3%
GRAND TOTAL	3 888 604	6 158 088	2 269 484	58.4%	7 562 743	-1 404 655	-18.6%

Source: Stats SA Tourism and Migration Report. September 2023 and tourist arrivals data cuts

Table 2.1 below gives the rankings of the top ten African source markets for the period January-September 2023 compared to January-September 2022. All of the top ten African source markets remained in the same position except for Kenya moving from 11th position in 2022 to 10th position in 2023 replacing Tanzania. All top ten countries recorded a positive growth with Kenya recording the highest increase of +100,5% followed by Zimbabwe (+89,3%) and Eswatini (+78,5%).

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

Country	Rank: January- September 2023	Tourist Arrivals January- September 2023	Rank: January- September 2022	Tourist Arrivals January- September 2022	% Change
Zimbabwe	1	1,544,362	1	815,616	89.3%
Mozambique	2	985,805	2	668,356	47.5%
Lesotho	3	883,832	3	593,979	48.8%
Eswatini	4	527,730	4	295,642	78.5%
Botswana	5	245,515	5	172,753	42.1%
Namibia	6	114,621	6	95,763	19.7%
Zambia	7	102,604	7	82,608	24.2%
Malawi	8	97,842	8	77,043	27.0%

Country	Rank: January- September 2023	Tourist Arrivals January- September 2023	Rank: January- September 2022	Tourist Arrivals January- September 2022	% Change
Angola	9	29,562	9	22,715	30.1%
Kenya	10	28,554	11	14,243	100.5%

Source: Stats SA Tourism and Migration Report. September 2023 and tourist arrivals data cuts

Table 2.2 shows the rankings of the top ten overseas source markets. Comparing January-September 2023 with January-September 2022. All top 10 overseas markets recorded an increase in tourist arrivals with Australia recording the highest increase of +95,4%. Most of the top ten overseas markets moved their position except for Germany, The Netherlands and France which remained in the 3rd, 4th and 5th positions respectively during the period under review. USA replaced UK as the main source market from overseas recording a growth of +44,0%.

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

Country	Rank: January- September 2023	Tourist Arrivals January- September 2023	Rank: January- September 2022	Tourist Arrivals January- September 2022	% Change
USA	1	265 411	2	184 330	44.0%
UK	2	252 069	1	185 949	35.6%
Germany	3	162 268	3	99 986	62.3%
The Netherlands	4	90 639	4	59 314	52.8%
France	5	85 077	5	49 879	70.6%
Australia	6	63 949	7	32 732	95.4%
India	7	60 396	6	38 419	57.2%
Italy	8	39 516	9	22 476	75.8%
Canada	9	38 450	10	22 225	73.0%
Belgium	10	32 361	8	22 687	42.6%

Source: Stats SA Tourism and Migration Report. September 2023 and tourist arrivals data cuts

REFERENCES

1. Statistics South Africa 31 October 2023, September 2023 Tourism and Migration report.