

SUMMARY ANALYSIS OF SOUTH AFRICA'S TOURIST ARRIVALS FOR APRIL 2025

Statistics South Africa (Stats SA) has published data on the number of tourists for April 2025 and this report provides further analysis on tourists who travelled to South Africa during this period, and compared analysis with April 2024.

NB: Users are advised that some of the ports of entry/exit have missing data due to lack of network coverage at those ports; however, the Department of Home Affairs (DHA) is addressing this problem. Statistics South Africa (Stats SA) is constantly in communication with the department and more ports of entry/exit will have data and thus improve coverage. (Stats SA, 2025)

TREND ANALYSIS: APRIL 2019 – APRIL 2025

A total of 827 886 tourist arrivals was reported in April 2025 which was an increase of 17,9% (125 865) compared to the same month in 2024. Figure 1 below shows tourist arrivals for April 2019-April 2025 period. In April 2020, due to the closure of country borders and travel restrictions in place, there were no tourist arrivals recorded for the month. However, in April 2021, with the opening of country borders and travel permitted, there were 177,251 tourist arrivals recorded. Tourist arrivals then increased from 177 251 in April 2021 to 431 376, same month in 2022; and this was an increase of +143,4% (+254 125). Tourist arrivals grew by +65,4% (+282 094) in 2023 compared to 2022; and a slight decrease in arrivals of -1,6% (-11 449) in 2024 was seen compared to 2023. Tourist arrivals reported during April 2025 were at -8,3% level of tourist arrivals experienced in 2019, pre-COVID period Easter holidays occurred from April 18–21 in 2025, compared to March 29–April 1 in 2024. As a result, the figures for April 2025 may be positively influenced by the timing of the Easter holidays.

Figure 1: Total Tourist Arrivals April 2019 to April 2025



	Apr-19	Apr-20	Apr-21	Apr-22	Apr-23	Apr-24	Apr-25
Tourist Arrivals	903 059	0	177 251	431 376	713 470	702 021	827 886
Difference	36 165	(903 059)	177 251	254 125	282 094	(11 449)	125 865
% Difference	4,2%	-100,0%	*1/	143,4%	65,4%	-1,6%	17,9%

Source: Stats SA International Tourism report, April 2025 and tourist arrivals data cuts

APRIL 2025 COMPARED TO APRIL 2024: TOURIST ARRIVALS BY REGION

Table 1 below indicates tourist arrivals by region for April 2025 compared to the same month in 2024, and shows most regions with a growth in tourist arrivals except for Middle East and North America, which had a decline of -7,4% and -5,7% respectively. With regards to percentage growth, Australasia recorded the highest increase of 33,4% (3 289) followed by Central and South America (19,0%; 1 036), Europe (16,3%; 15 220) and Middle East (0,1%; 20). Africa reported an increase of 20,1% (108 386) and this region remained the main source of tourist arrivals to the country. Africa accounted for 78,4% (648 774) of total tourist arrivals reported during April 2025.

Table 1: Total Tourist Arrivals by Region: April 2025 vs. April 2024

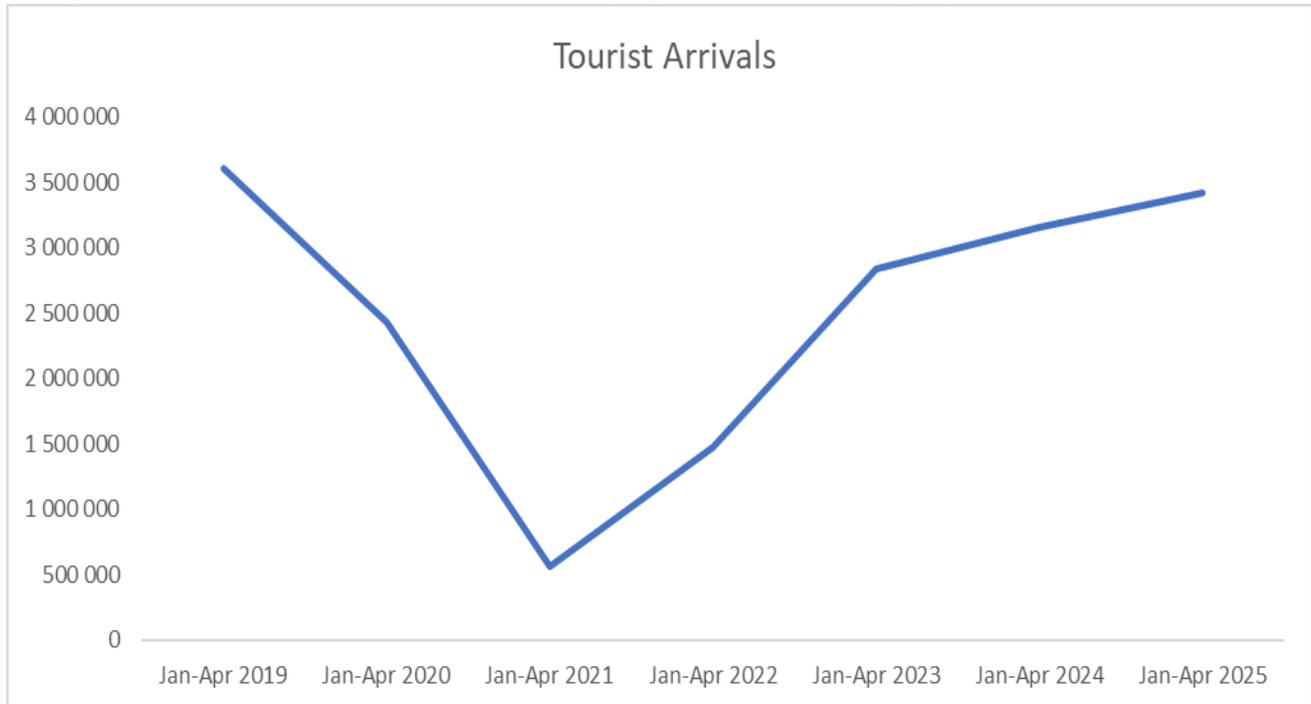
	April 2024	April 2025	Diff	% Diff
EUROPE	93 213	108 433	15 220	16,3%
NORTH AMERICA	32 649	30 800	-1 849	-5,7%
CENTRAL & SOUTH AMERICA	5 464	6 500	1 036	19,0%
AUSTRALASIA	9 841	13 130	3 289	33,4%
MIDDLE EAST	3 089	2 860	-229	-7,4%
ASIA	16 452	16 472	20	0,1%
TOTAL OVERSEAS	160 708	178 195	17 487	10,9%
TOTAL AFRICA	540 388	648 774	108 386	20,1%
Unspecified	925	917	-8	-0,9%
GRAND TOTAL	702 021	827 886	125 865	17,9%

Source: Stats SA International Tourism report, April 2025 and tourist arrivals data cuts

JANUARY-APRIL TOURIST ARRIVALS BY REGION FOR THE PERIOD 2019-2025

Tourist arrivals figures by region from Jan-Apr 2019 to Jan-Apr 2025 period are indicated in figure 2 below. Total tourist arrivals went up by 8,4% (265 914) during the period under review. Tourist arrivals reported during January-April 2025 were at -5,3% of tourist arrivals recorded in 2019, pre-COVID period.

Figure 2: Total Tourist Arrivals from January-April 2019 to January-April 2025



	Jan-Apr 2019	Jan-Apr 2020	Jan-Apr 2021	Jan-Apr 2022	Jan-Apr 2023	Jan-Apr 2024	Jan-Apr 2025	Jan-Apr 2025 compared to Jan-Apr 2019
Tourist Arrivals	3 607 126	2 429 177	564 188	1 478 934	2 835 281	3 150 509	3 416 423	
Difference	(48 709)	(1 177 949)	(1 864 989)	914 746	1 356 347	315 228	265 914	(190 703)
% Growth	-1,3%	-32,7%	-76,8%	162,1%	91,7%	11,1%	8,4%	-5,3%

Source: Stats SA International Tourism report, April 2025 and tourist arrivals data cuts

Table 2 further indicates that total tourist arrivals from overseas markets increased by 4,7% (37 041). Most overseas regions experienced an increase except for Middle East which had a slight decline of -0,3% during January-April 2025 compared to January-April 2024; and this could be attributed to the political conflict in the region. Australasia (17,0%) had the highest increase followed by Central and South America (16,5%), Europe (4,6%), Asia (1,9%) and North America (1,6%) during the period under review.

In Central and South America, Brazil had the highest increase in volume of +1 873 (11,7%) followed by Argentina (+1 298; 62,3%). From Australasia, Australia recorded the highest increase in volume of +5 245 (18,4%), followed by New Zealand (+552; 9,2%). In North America, Canada reported the highest increase in volume (+1 109; 5,2%). In Asia, Pakistan showed the highest rise in volume (+1 351; 32,0%). Israel experienced the highest increase in volume from the Middle East region, with an additional +190 tourists compared to January-April 2024. The UK had seen the highest upsurge in volume (+11 157; 7,4%) in the Europe region for the same period under review.

Tourist arrivals from Africa grew by +9,7% (+228 762) and this region remained the main source of tourist arrivals to the country, accounting for 75,9% (2 593 344) of total arrivals during January-April 2025 period.

In terms of volume, the increase reported from the African continent was driven by a rise of (+100 059; 18,6%) arrivals from Mozambique followed by Lesotho (+96 800; 24,9%) and Eswatini (+33 847; 13,0%) as indicated in Table 3 below.

TABLE 2: January-April 2025 compared to January-April 2024/2019

	January-April 2024	January-April 2025	2025 compared to 2024 Diff	2025 compared to 2024 %	January-February 2019	Diff: 2025 compared to 2019	% Diff: 2025 compared to 2019
EUROPE	513 940	537688	23 748	4,6%	602 064	-64 376	-10,7%
NORTH AMERICA	131 880	134052	2 172	1,6%	135 359	-1 307	-1,0%
CENTRAL & SOUTH AMERICA	24 427	28459	4 032	16,5%	40 740	-12 281	-30,1%
AUSTRALASIA	34 548	40415	5 867	17,0%	38 523	1 892	4,9%
MIDDLE EAST	11 251	11216	-35	-0,3%	16 021	-4 805	-30,0%
ASIA	66 193	67450	1 257	1,9%	100 337	-32 887	-32,8%
TOTAL OVERSEAS	782 239	819280	37 041	4,7%	933 044	-113 764	-12,2%
TOTAL AFRICA	2 364 582	2593344	228 762	9,7%	2 669 365	-76 021	-2,8%
Unspecified	3 688	3799	111	3,0%	4 717	-918	-19,5%
GRAND TOTAL	3 150 509	3416423	265 914	8,4%	3 607 126	-190 703	-5,3%

Source: Stats SA International Tourism report, April 2025 and tourist arrivals data cuts

Table 3 below gives the rankings of the top ten African source markets for January-April 2025 compared to January-April 2024. Most of the top ten African source markets remained in the same position during the period under review except for Malawi, Namibia and Zambia; which moved from 8th to 6th, 6th to 7th, 7th to 8th position respectively. Most top ten countries had a positive growth except for Zimbabwe (-5,9%) and Zambia (-0,8%). Malawi had seen the highest increase of 48,6% followed by Lesotho (24,9%) and Mozambique (18,6%).

Table 3: South Africa's Top 10 African Source Markets: January-April 2025 vs. January-April 2024

Country	Rank: January-April 2025	Tourist Arrivals January-April 2025	Rank: January-April 2024	Tourist Arrivals January-April 2024	% Change
Zimbabwe	1	766 068	1	813 928	-5,9%
Mozambique	2	636 955	2	536 896	18,6%
Lesotho	3	485 444	3	388 644	24,9%
Eswatini	4	294 095	4	260 248	13,0%
Botswana	5	125 043	5	119 396	4,7%
Malawi	6	71 901	8	48 383	48,6%
Namibia	7	54 665	6	51 726	5,7%

Country	Rank: January-April 2025	Tourist Arrivals January-April 2025	Rank: January-April 2024	Tourist Arrivals January-April 2024	% Change
Zambia	8	50 250	7	50 643	-0,8%
Kenya	9	16 834	9	14 273	17,9%
Angola	10	13 807	10	13 329	3,6%

Source: Stats SA International Tourism report, April 2025 and tourist arrivals data cuts

Table 4 shows rankings of the top ten overseas source markets. Comparing January-April 2025 with January-April 2024, all top 10 overseas markets experienced an increase in tourist arrivals. Australia recorded the highest increase of 18,4%. UK remained the main source market from overseas recording a growth of 7,4%. Most of the top ten overseas source markets remained in same position during January-April 2025 compared to January-April 2024 except for Canada and India, which exchanged positions, with Canada rising to 7th position and India falling to 8th position. Belgium was replaced by Brazil in the top ten list for the period under review.

Table 4: South Africa's Top 10 Overseas Source Markets: January-April 2025 vs. January-April 2024

Country	Rank: January-April 2025	Tourist Arrivals January-April 2025	Rank: January-April 2024	Tourist Arrivals January-April 2024	% Change
UK	1	161 568	1	150 411	7,4%
Germany	2	115 739	2	113 085	2,3%
USA	3	111 491	3	110 428	1,0%
The Netherlands	4	50 938	4	49 048	3,9%
France	5	47 471	5	47 166	0,6%
Australia	6	33 712	6	28 467	18,4%
Canada	7	22 561	8	21 452	5,2%
India	8	22 535	7	22 373	0,7%
Switzerland	9	18 414	9	17 385	5,9%
Brazil	10	17 936	11	16 063	11,7%

Source: Stats SA International Tourism report, April 2025 and tourist arrivals data cuts

REFERENCES

1. Statistics South Africa 27 May 2025, April 2025 International Tourism Report.