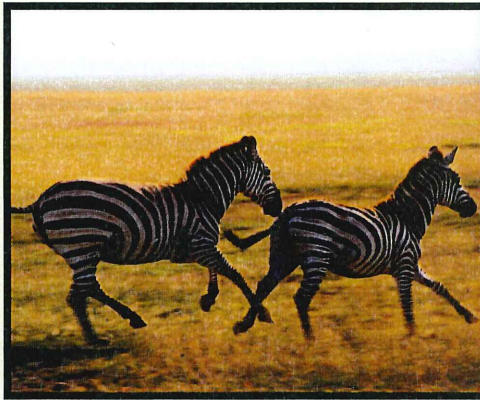


Republic of Namibia

Ministry of Environment and Tourism



Tourist Statistical Report 2014

Interest Overseas Tourist Markets by Purpose of Visit, 2014

Table 5(a): Top Ten Overseas Holiday Tourist Arrival

Nationality	Frequency	Percentage (%)
Germany	66,751	13.1%
UK	18,264	3.6%
France	16,161	3.2%
USA	15,912	3.1%
Other Countries	10,224	2.0%
Switzerland	9,972	2.0%
Netherlands	8,721	1.7%
Other Europe	7,666	1.5%
Portugal	7,626	1.5%
Scandinavia	7,131	1.4%

Figure 7(a): Top Ten Overseas Holiday Tourist Arrivals

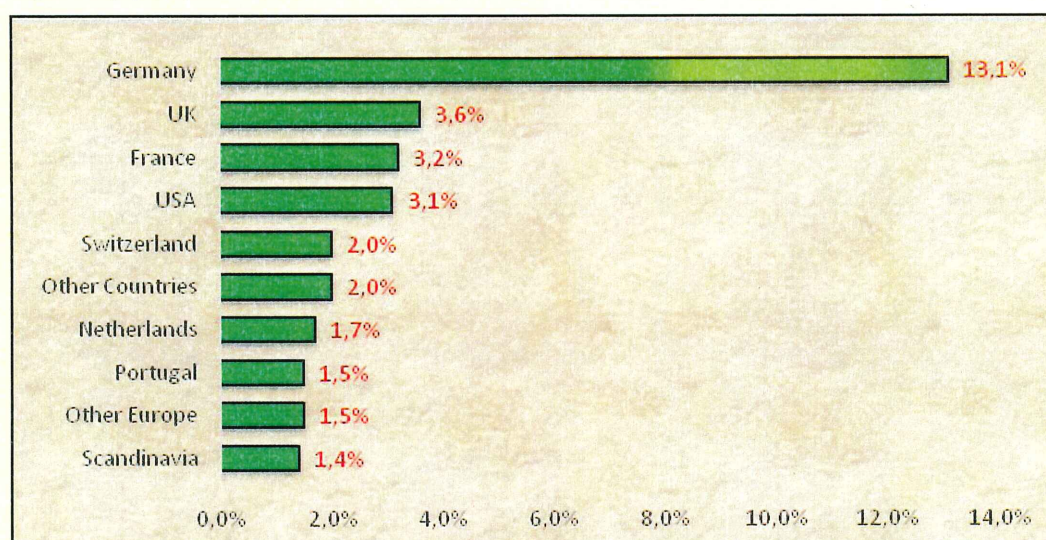


Table 5(b): Top Ten Overseas Business Tourist Arrivals

Nationality	Frequency	Percentage (%)
UK	2951	1.8%
China	2913	1.7%
Germany	2464	1.5%
Other Countries	2299	1.4%
USA	1855	1.1%
Other Europe	1530	0.9%
France	967	0.6%
Scandinavia	906	0.5%
Portugal	840	0.5%
Australia	707	0.4%

Figure 7(b): Top Ten Overseas Business Tourist Arrivals

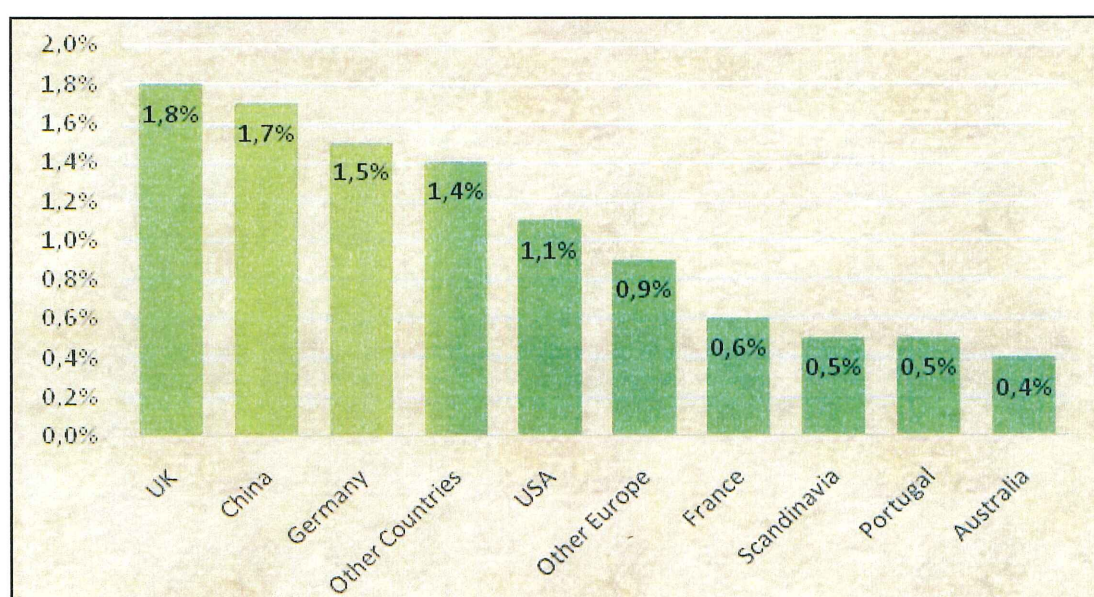
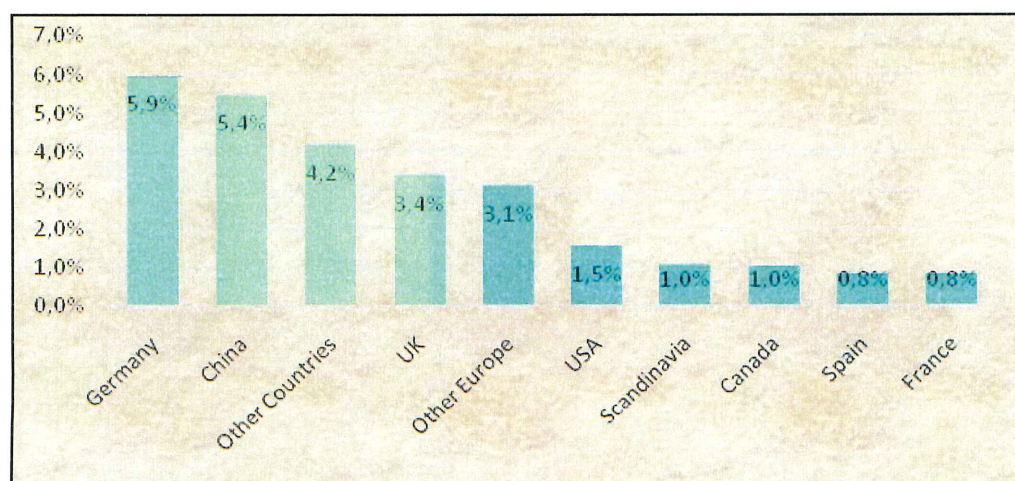


Figure 7(c): Top Ten Overseas Other Purpose Tourist Arrivals



Interest Tourist Markets by Purpose of Visit, 2014

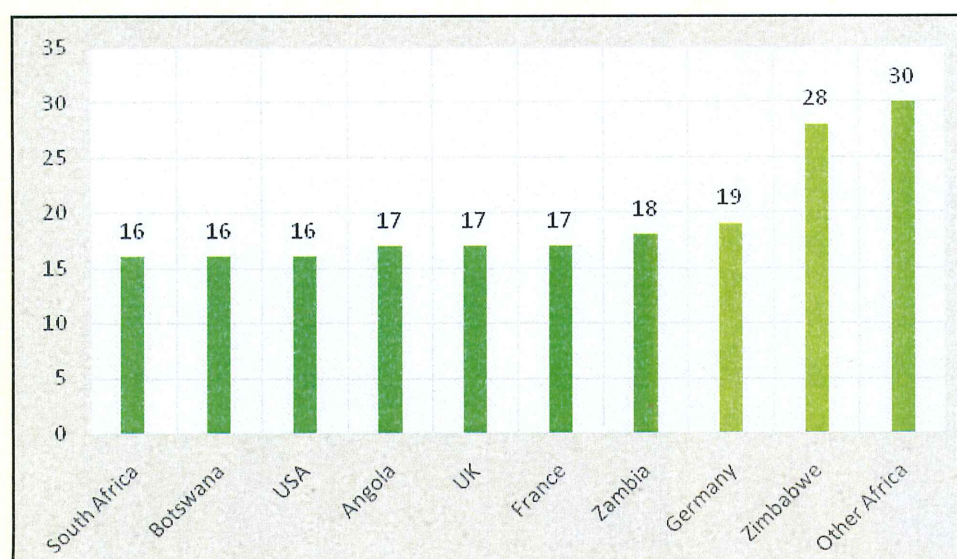
Table 6: Interest Tourist Markets by Purpose of Visit

Interest Tourist Market	Visiting Friends/ Relatives	Holiday	Business	Others	TOTAL
South Africa	118,854	110,793	80,146	2,361	312,153
Angola	301,750	143,930	23,898	1,169	470,747
Zambia	92,448	19,799	12,612	1,030	125,889
Zimbabwe	32,958	10,551	16,500	1,178	61,187
China	1,784	6,400	2,913	486	11,583
Percentages (%)					
South Africa	38.1%	35.5%	25.7%	0.8%	100.0%
Angola	64.1%	30.6%	5.1%	0.2%	100.0%
Zambia	73.4%	15.7%	10.0%	0.8%	100.0%
Zimbabwe	53.9%	17.2%	27.0%	1.9%	100.0%
China	15.4%	55.3%	25.1%	4.2%	100.0%

Intended Length of Stay

The 2014 statistics shows that majority of tourists stayed for at least a week in Namibia, and the 2014 pattern of length of stay is similar to 2013. Tourists coming from Africa stayed longer than tourists coming from Europe and North America. Obviously, the intended length of stay may vary to some extent from the actual length of stay as tourists may either shorten or extend their stated intended length of stay. The tourists coming from Angola, South Africa, Zambia and Germany stayed longer in Namibia compared than other tourists.

Figure 8: Average Intended Length of Stay of Top Ten Tourist Markets, 2014



Age Profile of Tourist

The distribution of age has remained the same since 2011. The most travelling age into Namibia is in the range of 30 – 39 years, while the lowest age category is 0 – 19 years, representing 26% and 8% respectively. The dominant age groups from African countries are 30 – 39 years and 40 – 49 years who can mainly be young adventures who travel for visiting friends or relatives.

Figure 9: Age of Tourists, 2014

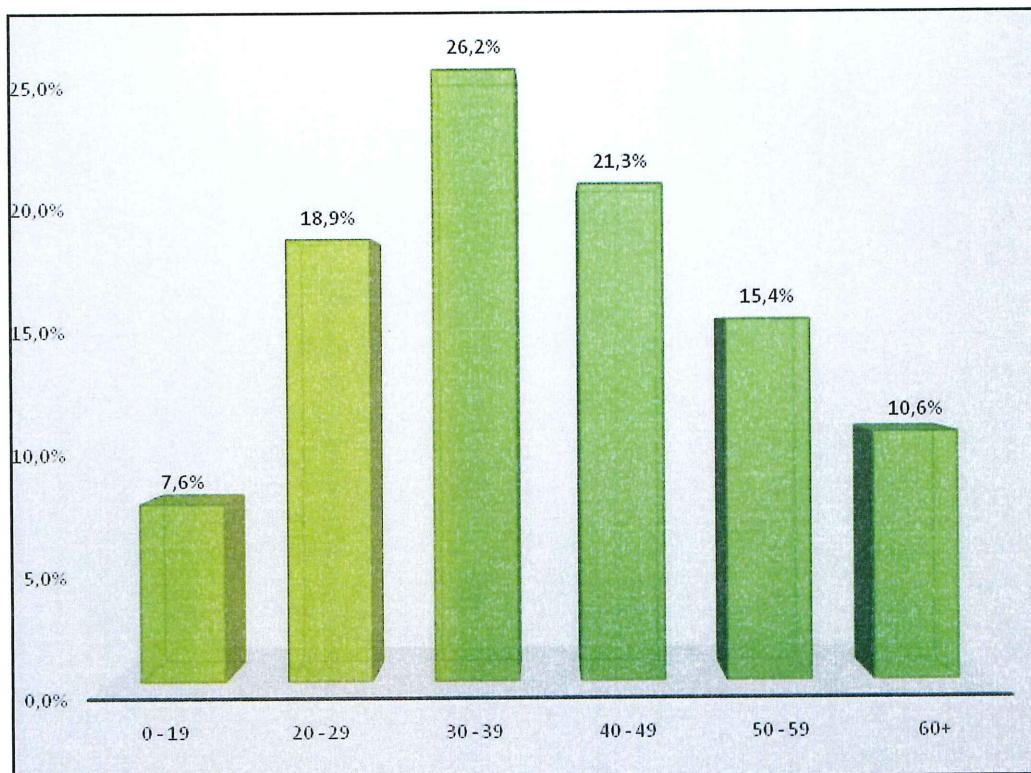


Table 1. Number of Foreign arrivals by Nationality, 2007 – 2014

Nationality	2007	2008	2009	2010	2011	2012	2013	2014	% change 2014/2013
AFRICA	860 406	869 903	929 063	885 584	950 384	1 021 297	1 087 784	1 162 514	6.9%
South Africa	300 117	289 801	333 195	316 250	313 767	307 805	317 563	329 850	3.9%
Angola	374 966	347 389	369 332	338 280	403 487	421 528	477 828	519 191	8.7%
Botswana	35 679	33 370	34 718	39 315	34 956	29 401	36 556	40 311	10.3%
Zambia	106 041	145 691	134 860	131 119	127 645	181 244	167 044	167 407	0.2%
Zimbabwe	29 735	32 581	36 827	41 153	49 453	60 084	62 778	67 809	8.0%
Other Africa	13 869	21 070	20 133	19 466	21 076	21 236	26 014	37 946	45.9%
EUROPE	214 919	222 880	225 652	235 768	212 964	217 562	213 507	237 540	11.3%
Germany	87 552	88 337	88 909	93 011	85 977	86 011	84 121	91 900	9.2%
UK	32 612	32 289	31 704	28 466	24 856	24 163	25 351	29 016	14.5%
Italy	10 883	12 550	12 416	10 985	11 819	9 816	9 206	9 543	3.7%
France	15 891	15 159	15 762	17 425	14 432	17 063	16 837	20 549	22.0%
Scandinavia	9 381	10 499	9 816	11 467	11 181	12 084	9 163	11 365	24.0%
Austria	6 614	7 261	7 929	7 649	6 264	6 664	6 163	7 584	23.1%
Holland/Netherlands	14 545	15 701	15 528	17 377	13 093	12 624	10 782	12 015	11.4%
Switzerland	10 539	11 222	11 365	12 932	11 910	10 786	12 321	14 912	21.0%
Spain	5 535	6 622	6 001	8 433	6 651	5 610	6 195	6 825	10.2%
Portugal	6 446	7 325	10 476	12 153	10 775	14 963	15 574	16 855	8.2%
Belgium	6 761	5 066	5 904	7 231	6 360	6 062	7 935	7 960	0.3%
Russia		2 342	2 538	2 126	2 785	3 032	2 452	2 660	8.5%
Other Europe	7 773	8 507	7 304	6 514	6 860	8 683	7 435	6 356	-14.5%
NORTH AMERICA	22 229	29 982	28 611	26 139	25 241	27 092	29 532	33 639	13.9%
USA	22 229	24 036	23 253	20 797	20 070	21 087	21 884	25 291	15.6%
Canada		5 946	5 358	5 342	5 171	6 005	7 648	8 348	9.2%
OTHER	29 205	28 309	28 598	30 997	29 646	34 488	41 779	43 900	5.1%
Australia	6 142	6 694	6 790	7 482	8 142	8 625	7 516	8 186	8.9%
Brazil		3 698	2 311	3 821	2 271	2 554	3 032	3 154	4.0%
China		4 231	5 964	4 958	4 970	6 441	10 734	11 681	8.8%
Other Countries	23 062	13 687	13 534	14 735	14 263	16 868	20 498	20 878	1.9%
TOTAL	1 126 759	1 151 074	1 211 925	1 178 487	1 218 234	1 300 439	1 372 602	1 477 593	7.6%
% change per year		2.2%	5.3%	-2.8%	3.4%	6.7%	5.5%	7.6%	

Table 2: Number of Tourist arrivals, 2007 – 2014

Nationality	2007	2008	2009	2010	2011	2012	2013	2014	(2013-2012)%	(2014-2013)%
AFRICA	690 148	676 444	723 762	714 287	784 580	826 688	912 861	1 029 473	10.4%	12.8%
South Africa	250 038	243 038	285 779	277 655	272 930	269 393	277 182	312 153	2.9%	12.6%
Angola	336 045	310 395	309 127	296 825	361 480	379 842	426 025	470 747	12.2%	10.5%
Botswana	25 649	26 378	26 918	31 503	28 658	25 273	31 829	36 274	25.9%	14.0%
Zambia	40 709	50 248	54 333	54 229	61 120	80 515	98 792	125 889	22.7%	27.4%
Zimbabwe	26 764	29 281	31 842	37 667	42 945	54 020	56 566	61 187	4.7%	8.2%
Other Africa	10 943	17 104	15 763	16 408	17 447	17 645	22 467	23 224	27.3%	3.4%
EUROPE	194 605	204 115	206 496	219 070	194 430	198 219	199 655	221 811	0.7%	11.1%
Germany	80 418	81 543	81 974	87 072	79 721	80 127	79 551	86 121	-0.7%	8.3%
UK	28 214	28 111	28 039	25 717	21 584	21 035	23 185	25 653	10.2%	10.6%
Italy	10 102	11 836	12 095	10 767	11 207	9 335	8 780	8 922	-5.9%	1.6%
France	15 019	14 604	15 044	17 039	13 729	15 937	15 911	19 577	-0.2%	23.0%
Scandinavia	8 446	9 506	8 681	10 591	10 115	10 487	8 418	10 251	-19.7%	21.8%
Austria	6 198	6 664	7 201	7 197	6 016	6 288	5 875	7 042	-6.6%	19.9%
Holland/Netherlands	13 282	14 382	14 503	16 078	12 346	11 890	10 276	11 137	-13.6%	8.4%
Switzerland	10 110	10 845	11 091	12 605	11 433	10 323	11 848	14 267	14.8%	20.4%
Spain	4 968	6 159	5 428	8 071	5 669	4 796	5 757	6 274	20.0%	9.0%
Portugal	5 027	5 965	8 653	9 124	8 774	12 679	14 048	13 720	10.8%	-2.3%
Belgium	6 400	4 909	5 647	7 024	6 170	5 739	7 329	7 309	27.7%	-0.3%
Russia		1 935	1 806	1 762	1 898	2 293	2 168	2 216	-5.5%	2.2%
Other Europe	6 421	7 656	6 334	6 023	5 768	7 290	6 509	9 321	-10.7%	43.2%
NORTH AMERICA	19 342	26 346	24 940	22 793	22 790	24 243	26 116	28 787	7.7%	10.2%
USA	19 342	20 856	20 080	17 826	17 946	18 704	19 157	21 425	2.4%	11.8%
Canada		5 490	4 860	4 967	4 844	5 539	6 959	7 361	25.6%	5.8%
OTHER	24 819	24 205	24 980	27 948	25 430	29 785	37 409	39 991	25.6%	6.9%
Australia	5 783	6 117	6 365	7 066	7 633	7 973	6 981	8 550	-12.4%	22.5%
Brazil		2 855	1 717	3 382	2 038	2 392	2 981	2 427	24.6%	-18.6%
China		3 661	5 119	4 228	4 035	5 830	9 910	11 583	70.0%	16.9%
Other Countries	19 036	11 572	11 779	13 272	11 724	13 590	17 537	17 431	29.0%	-0.6%
TOTAL	928 912	931 111	980 173	984 099	1 027 229	1 078 937	1 176 042	1 320 062	9.0%	12.2%
% change per year		0.2%	5.3%	0.4%	4.4%	5.0%	9.0%	12.2%		

Nationality	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
AFRICA	66 316	71 403	78 864	84 691	81 591	70 328	104 277	96 220	87 274	90 425	79 941	118 144	1 029 473
South Africa	19 188	17 207	19 326	26 651	22 407	27 013	38 524	24 788	23 301	24 946	25 581	43 220	312 153
Angola	28 883	39 141	41 589	42 367	45 344	33 788	42 804	42 318	37 658	37 917	39 431	39 505	470 747
Botswana	2 021	2 378	2 946	2 786	2 652	1 366	3 369	3 346	2 922	2 689	2 944	6 852	36 274
Zambia	8 530	5 785	7 684	4 578	5 890	4 293	11 402	15 809	16 360	16 950	6 566	22 044	125 889
Zimbabwe	5 770	5 453	4 824	5 331	3 404	2 819	5 854	7 889	5 751	5 371	3 738	4 984	61 187
Other Africa	1 923	1 438	2 494	2 977	1 894	1 048	2 324	2 070	1 282	2 551	1 680	1 539	23 224
EUROPE	12 898	15 277	18 666	24 327	18 104	10 935	15 272	22 006	21 952	24 719	21 601	16 054	221 811
Germany	5 008	5 671	6 665	8 001	7 024	3 325	4 217	8 952	9 162	10 639	9 327	6 991	84 982
UK	1 811	1 732	2 345	2 697	2 341	1 434	1 843	2 154	2 069	2 579	2 453	2 069	25 530
Italy	312	269	609	755	948	336	1 060	2 020	633	841	616	522	8 922
France	714	988	1 536	2 940	1 606	846	1 482	1 712	2 204	2 431	1 449	1 107	19 017
Scandinavia	1 042	890	1 478	1 226	468	735	619	656	318	1 113	806	686	10 039
Austria	292	582	729	658	653	324	507	696	592	895	775	339	7 042
Holland/Netherlands	622	605	960	1 022	766	528	1 403	1 249	1 137	941	1 161	563	10 959
Switzerland	721	709	967	1 411	1 363	656	1 215	1 131	2 072	1 701	1 150	1 170	14 267
Spain	307	182	454	688	332	693	568	973	830	554	283	409	6 274
Portugal	444	1 597	1 460	2 583	1 012	888	1 076	897	962	1 000	972	747	13 639
Belgium	251	418	339	652	552	308	697	689	796	731	1 264	611	7 309
Russia	400	211	243	105	124	314	178	187	120	80	201	131	2 294
Other Europe	973	1 422	879	1 588	914	547	406	689	1 055	1 213	1 142	708	11 537
NORTH AMERICA	1 744	2 062	2 075	3 272	3 918	3 087	1 855	2 423	2 199	2 441	1 465	2 244	28 787
USA	1 355	1 522	1 454	2 397	2 694	2 449	1 467	1 694	1 711	1 946	1 032	1 702	21 425
Canada	389	540	621	875	1 224	638	388	729	488	495	433	542	7 361
OTHER	2 301	3 228	3 756	3 647	4 462	3 711	2 243	2 909	4 068	3 559	3 123	2 987	39 991
Australia	493	391	537	1 034	1 234	616	606	604	1 118	651	453	813	8 550
Brazil	274	394	308	162	364	139	73	163	180	152	134	84	2 427
China	344	1 311	1 401	812	1 037	937	701	727	1 161	974	1 412	764	11 583
Other Countries	1 190	1 131	1 509	1 638	1 827	2 019	863	1 414	1 608	1 781	1 123	1 325	17 431
TOTAL	83 259	91 969	103 360	115 937	108 075	88 061	123 647	123 557	115 49				

Row Percentage(%) Distribution

AFRICA	6.4%	6.9%	7.7%	8.2%	7.9%	6.8%	10.1%	9.3%	8.5%	8.8%	7.8%	11.5%	100.0%
South Africa	6.1%	5.5%	6.2%	8.5%	7.2%	8.7%	12.3%	7.9%	7.5%	8.0%	8.2%	13.8%	100.0%
Angola	6.1%	8.3%	8.8%	9.0%	9.6%	7.2%	9.1%	9.0%	8.0%	8.1%	8.4%	8.4%	100.0%
Botswana	5.6%	6.6%	8.1%	7.7%	7.3%	3.8%	9.3%	9.2%	8.1%	7.4%	8.1%	18.9%	100.0%
Zambia	6.8%	4.6%	6.1%	3.6%	4.7%	3.4%	9.1%	12.6%	13.0%	13.5%	5.2%	17.5%	100.0%
Zimbabwe	9.4%	8.9%	7.9%	8.7%	5.6%	4.6%	9.6%	12.9%	9.4%	8.8%	6.1%	8.1%	100.0%
Other Africa	8.3%	6.2%	10.7%	12.8%	8.2%	4.5%	10.0%	8.9%	5.5%	11.0%	7.2%	6.6%	100.0%
EUROPE	5.8%	6.9%	8.4%	11.0%	8.2%	4.9%	6.9%	9.9%	9.9%	11.1%	9.7%	7.2%	100.0%
Germany	5.9%	6.7%	7.8%	9.4%	8.3%	3.9%	5.0%	10.5%	10.8%	12.5%	11.0%	8.2%	100.0%
UK	7.1%	6.8%	9.2%	10.6%	9.2%	5.6%	7.2%	8.4%	8.1%	10.1%	9.6%	8.1%	100.0%
Italy	3.5%	3.0%	6.8%	8.5%	10.6%	3.8%	11.9%	22.6%	7.1%	9.4%	6.9%	5.9%	100.0%
France	3.8%	5.2%	8.1%	15.5%	8.4%	4.4%	7.8%	9.0%	11.6%	12.8%	7.6%	5.8%	100.0%
Scandinavia	10.4%	8.9%	14.7%	12.2%	4.7%	7.3%	6.2%	6.5%	3.2%	11.1%	8.0%	6.8%	100.0%
Austria	4.1%	8.3%	10.4%	9.3%	9.3%	4.6%	7.2%	9.9%	8.4%	12.7%	11.0%	4.8%	100.0%
Holland/Netherlands	5.7%	5.5%	8.8%	9.3%	7.0%	4.8%	12.8%	11.4%	10.4%	8.6%	10.6%	5.1%	100.0%
Switzerland	5.1%	5.0%	6.8%	9.9%	9.6%	4.6%	8.5%	7.9%	14.5%	11.9%	8.1%	8.2%	100.0%
Spain	4.9%	2.9%	7.2%	11.0%	5.3%	11.0%	9.1%	15.5%	13.2%	8.8%	4.5%	6.5%	100.0%
Portugal	3.3%	11.7%	10.7%	18.9%	7.4%	6.5%	7.9%	6.6%	7.1%	7.3%	7.1%	5.5%	100.0%
Belgium	3.4%	5.7%	4.6%	8.9%	7.6%	4.2%	9.5%	9.4%	10.9%	10.0%	17.3%	8.4%	100.0%
Russia	17.4%	9.2%	10.6%	4.6%	5.4%	13.7%	7.8%	8.2%	5.2%	3.5%	8.8%	5.7%	100.0%
Other Europe	8.4%	12.3%	7.6%	13.8%	7.9%	4.7%	3.5%	6.0%	9.1%	10.5%	9.9%	6.1%	100.0%
NORTH AMERICA	6.1%	7.2%	7.2%	11.4%	13.6%	10.7%	6.4%	8.4%	7.6%	8.5%	5.1%	7.8%	100.0%
USA	6.3%	7.1%	6.8%	11.2%	12.6%	11.4%	6.8%	7.9%	8.0%	9.1%	4.8%	7.9%	100.0%
Canada	5.3%	7.3%	8.4%	11.9%	16.6%	8.7%	5.3%	9.9%	6.6%	6.7%	5.9%	7.4%	100.0%
OTHER	5.8%	8.1%	9.4%	9.1%	11.2%	9.3%	5.6%	7.3%	10.2%	8.9%	7.8%	7.5%	100.0%
Australia	5.8%	4.6%	6.3%	12.1%	14.4%	7.2%	7.1%	7.1%	13.1%	7.6%	5.3%	9.5%	100.0%
Brazil	11.3%	16.2%	12.7%	6.7%	15.0%	5.7%	3.0%	6.7%	7.4%	6.3%	5.5%	3.5%	100.0%
China	3.0%	11.3%	12.1%	7.0%	9.0%	8.1%	6.1%	6.3%	10.0%	8.4%	12.2%	6.6%	100.0%
Other Countries	6.8%	6.5%	8.7%	9.4%	10.5%	11.6%	5.0%	8.1%	9.2%	10.2%	6.4%	7.6%	100.0%
TOTAL	6.3%	7.0%	7.8%	8.8%	8.2%	6.7%	9.4%	9.4%	8.7%	9.2%	8.0%	10.6%	100.0%
Column Percentage(%) Distribution													