

Statistical Trends and Projections

The next few slides will presents comprehensive statistics on total tourist arrivals, nationality, purpose of visit, airline used, seasonality, point of entry into Namibia, regular places visited in Namibia, sources of information about Namibia, type of transportation used in Namibia, type of attractions preferred, accommodation type used, money spent in Namibia and travel arrangements preferred.

Foreign Arrivals (Cont.)

NATIONALITY	2002	2003	% Change
AFRICA	591,612	525,885	-11.1
EUROPE	140,781	141,834	0.75
OTHER	24,808	27,502	10.86
TOTAL	757,201	695,221	-8.19

African Visitors

Nationality	2002	2003	% Change
AFRICA	591,612	525,885	-11.1
South Africa	243,894	222,009	-8.9
Angola	278,816	222,752	-20.1
Botswana	29,328	22,679	-22.7
Zambia	13,592	33,634	147.5
Zimbabwe	19,145	17,795	-7.1

The decline in the visitors from Africa had the largest impact on the total arrivals

Attainment of Peace in Angola might have influenced travel patterns for Angolans

Increase in the value of the South African Rand

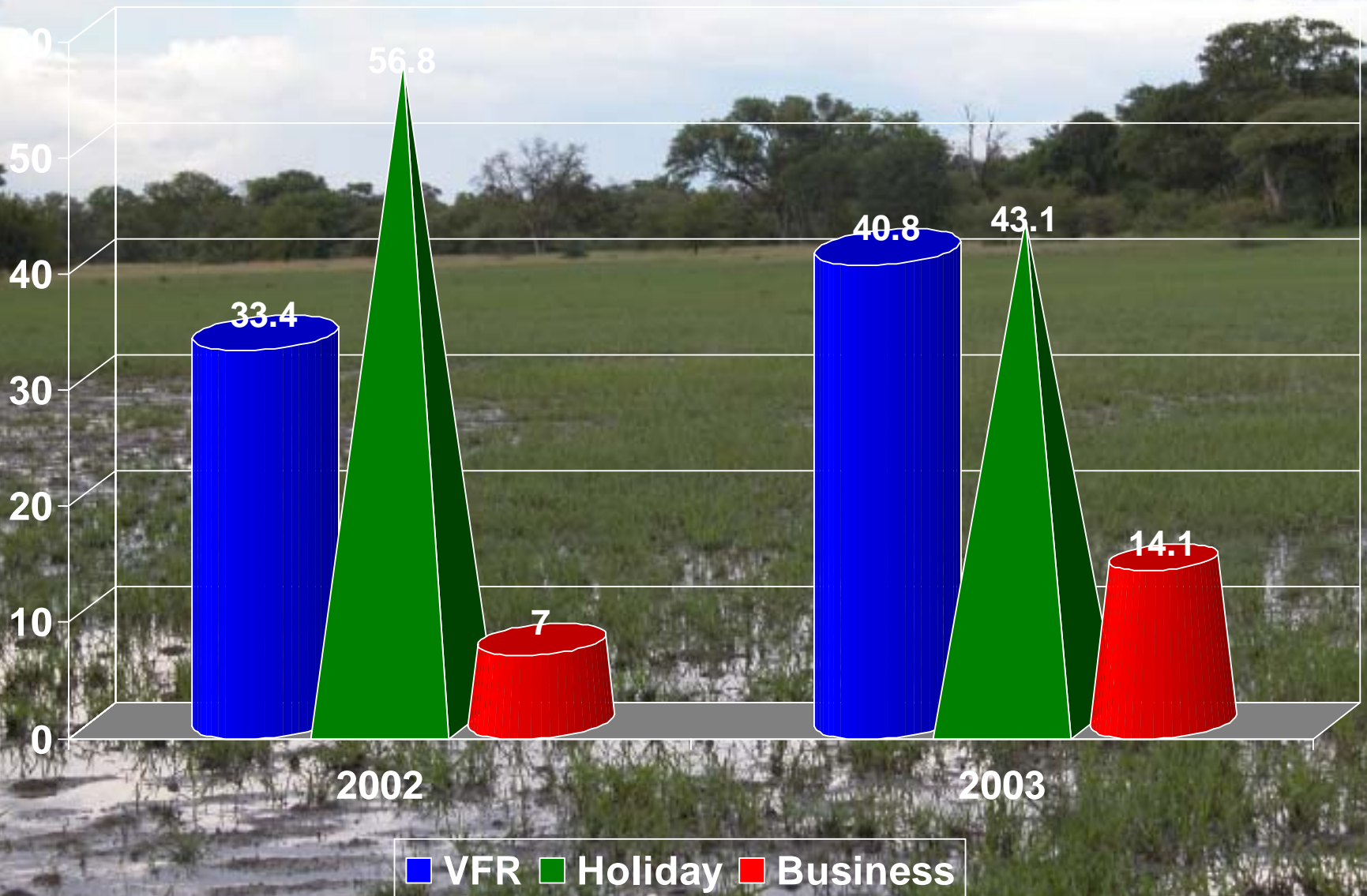
Compare overseas visitors between 2002 and 2003

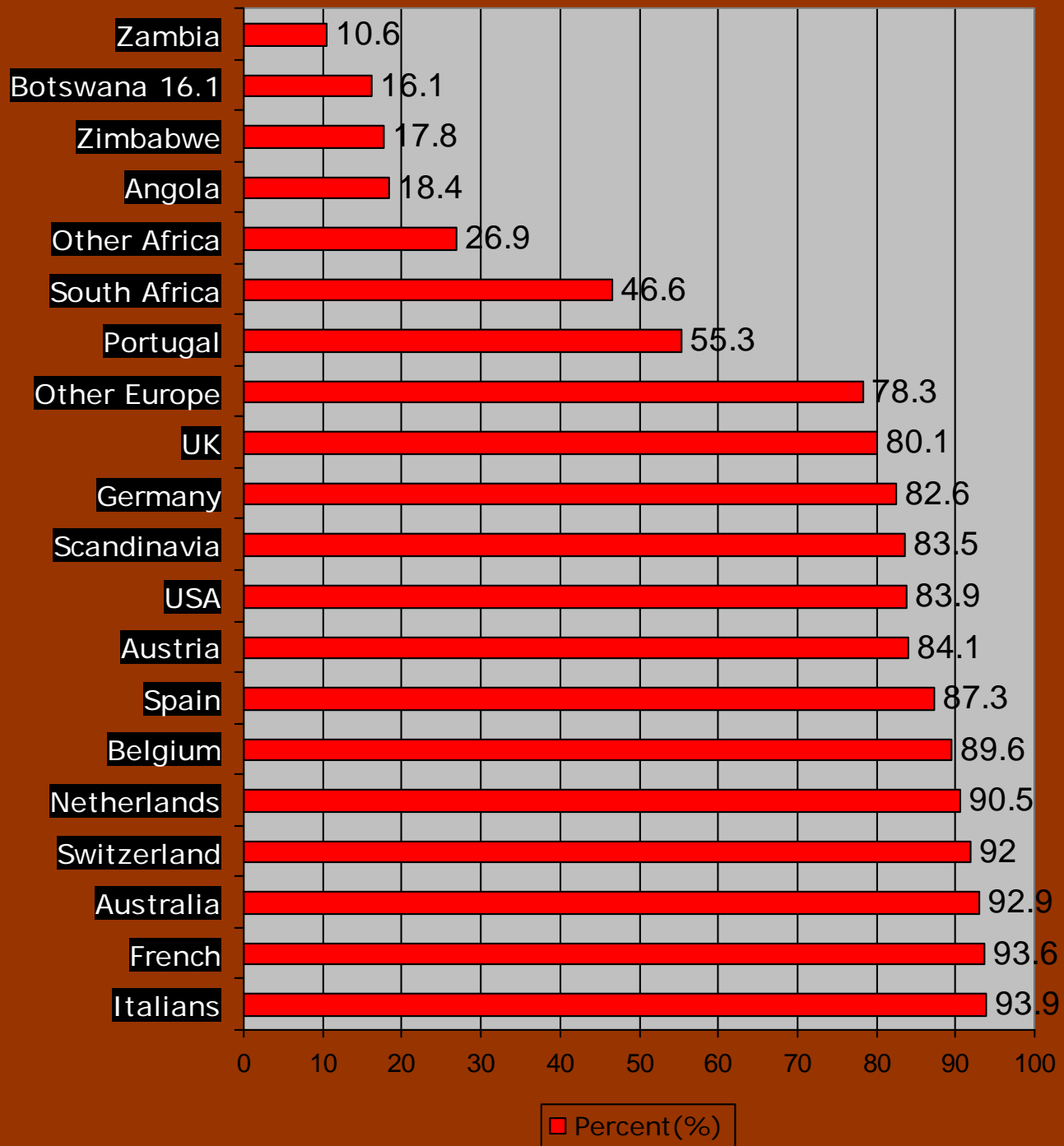
Nationality	2002	2003	%Change
EUROPE	140,781	141,834	0.75
Germany	61,236	58,036	-5.23
UK	19,560	19,291	-1.38
Italy	9,059	8,809	-2.6
France	9,194	9,364	-1.85
Scandinavia	5,712	5,316	-6.92
Austria	4,983	5,023	0.79
Netherlands	9,654	11,778	22.00
Switzerland	6,275	7,319	16.64
Spain	4,411	4,448	0.84
Portugal	3,244	3,535	8.97
Belgium	3,444	4,197	21.86
Other Europe	4,009	4,719	17.70
OTHER	24,808	27,502	10.86
USA	9,625	11,775	22.33
Australia	3,430	4,280	24.78
Other Countries	11,753	11,447	-2.60

TOURISTS BASED ON PURPOSE OF VISIT

Purpose	2002	2003	% Increase
VFR	252,740	283,577	
	33.4%	40.8%	12.2%
Holiday	430,167	299,437	
	56.8%	43.1%	-31.4%
Business	52,760	97,785	
	7.0%	14.1%	85.3%
Other	21,535	14,421	
	2.8%	2.1%	-33.0%
TOTAL	757,201	695,221	-8.2%

Tourists Based on Purpose of Visit





Travel Profile

- Tourists tended to stay across a number of accommodation types

Type of Accommodation Used in Namibia



Most Commonly Visited Locations

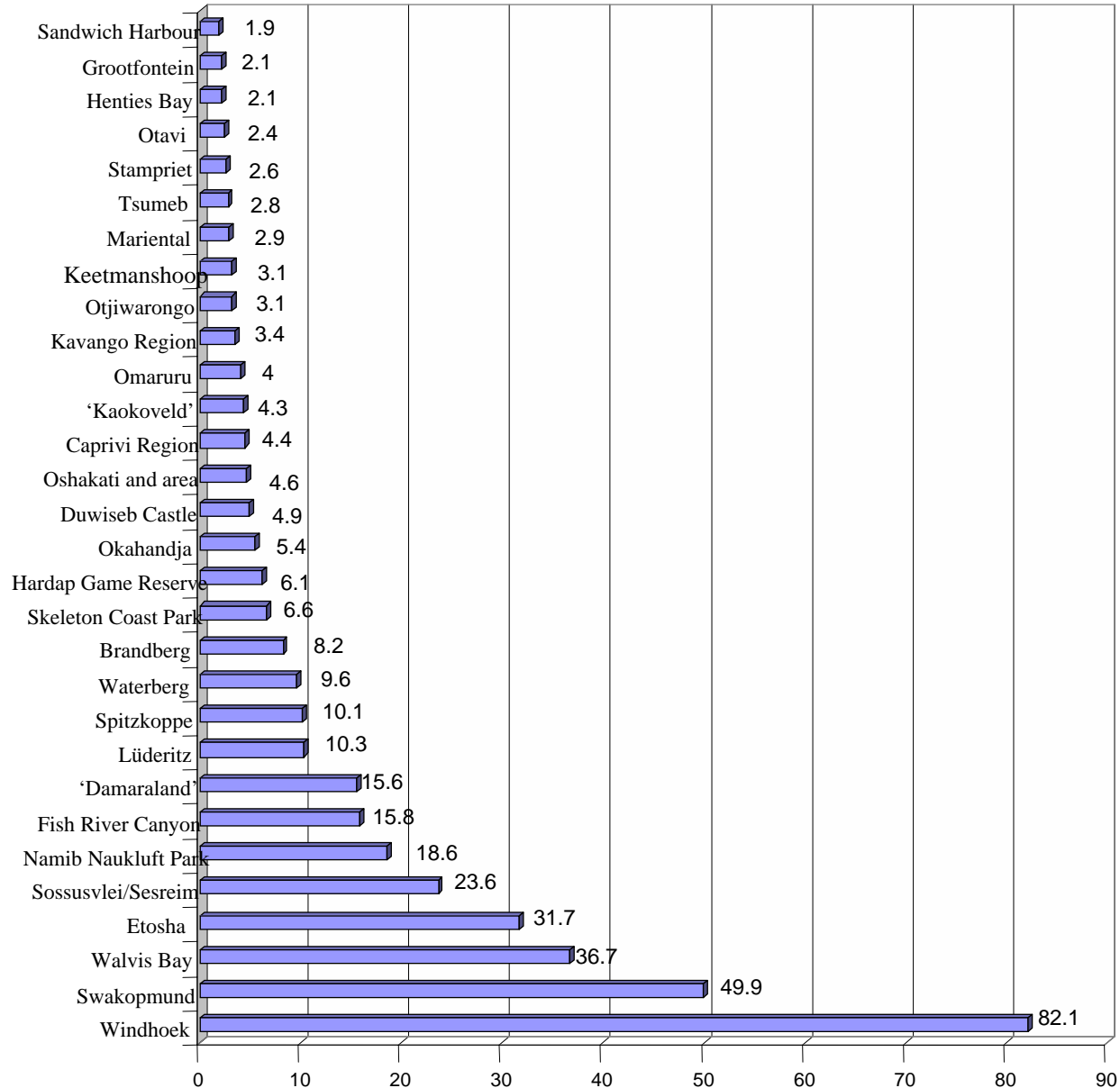
Windhoek

Swakopmund

Walvis Bay

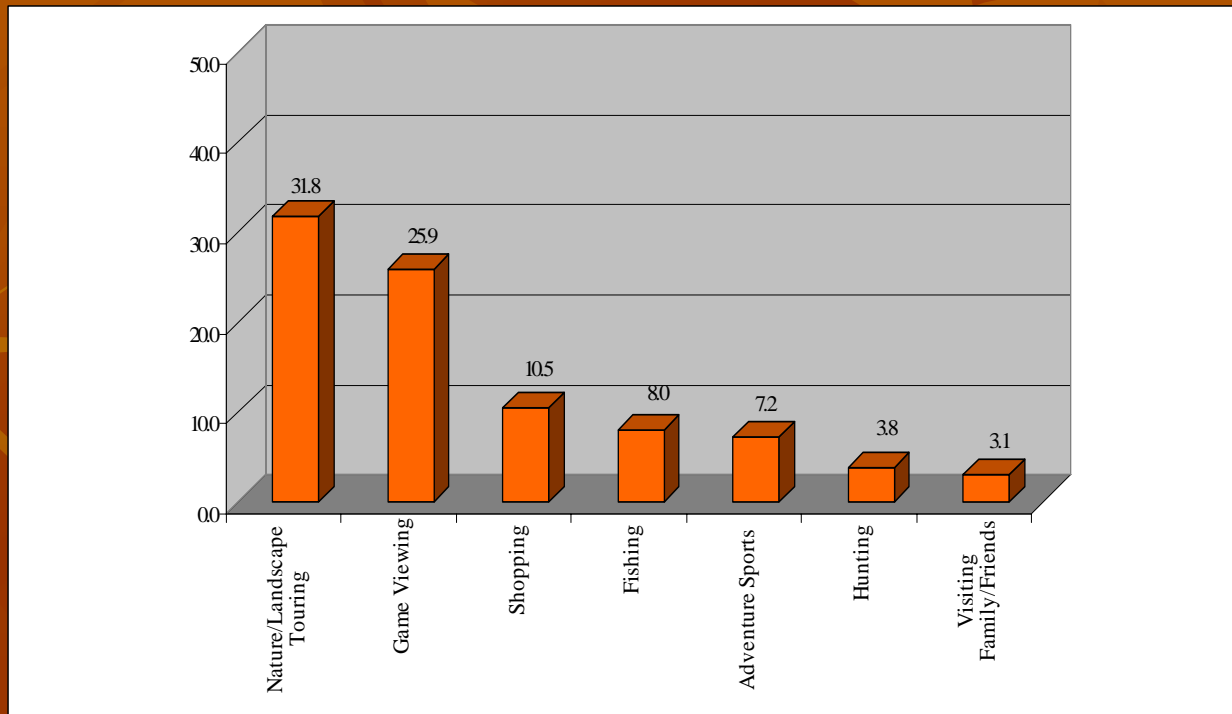
Etosha

Sossusvlei



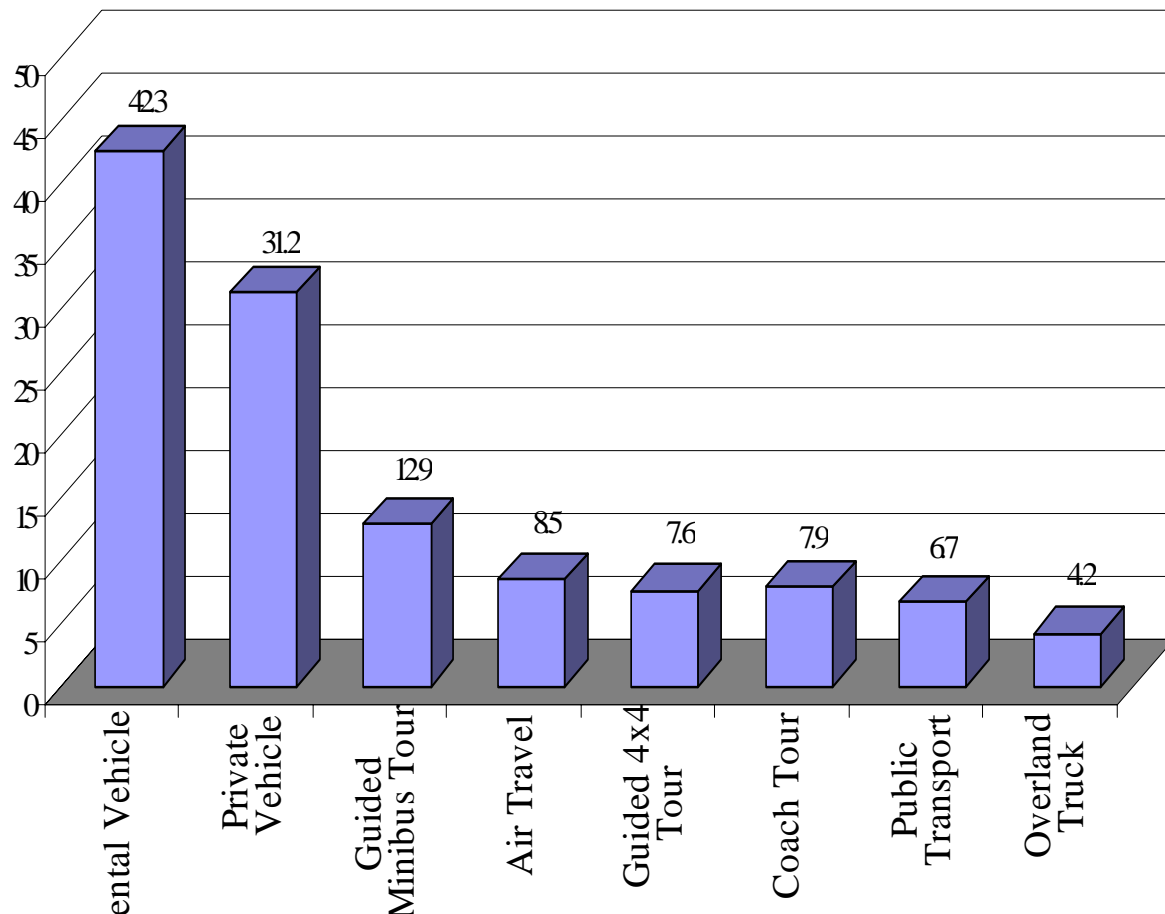
Most Important Leisure Activities (%)

- ‘Nature/landscape touring’ - most important
- South African - adventure sports
- ‘Other Africa’ visitors – shopping
- Overseas visitors - nature/landscape touring and game viewing.



Forms of Travel in Namibia (%)

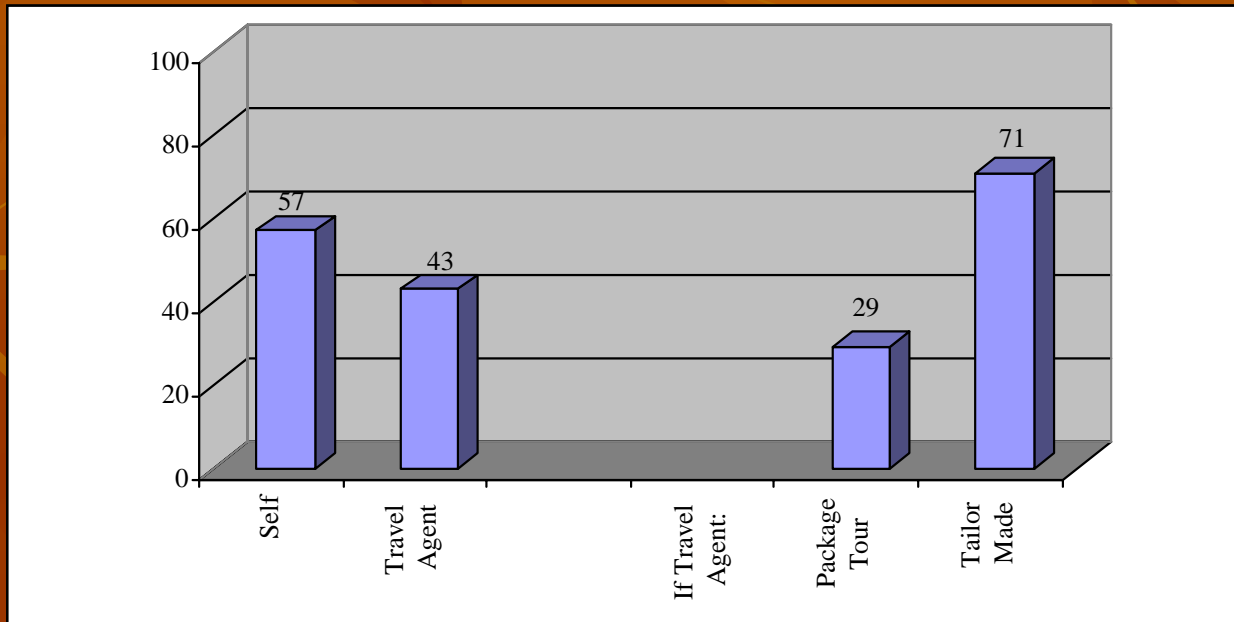
- Most visitors travelled in Namibia in a rental vehicle
- South Africans and 'Other Africa' use their own vehicles
- Overseas visitors used rental vehicles, guided minibus tours, guided 4x4 tours and coach tours.



Trip Planning

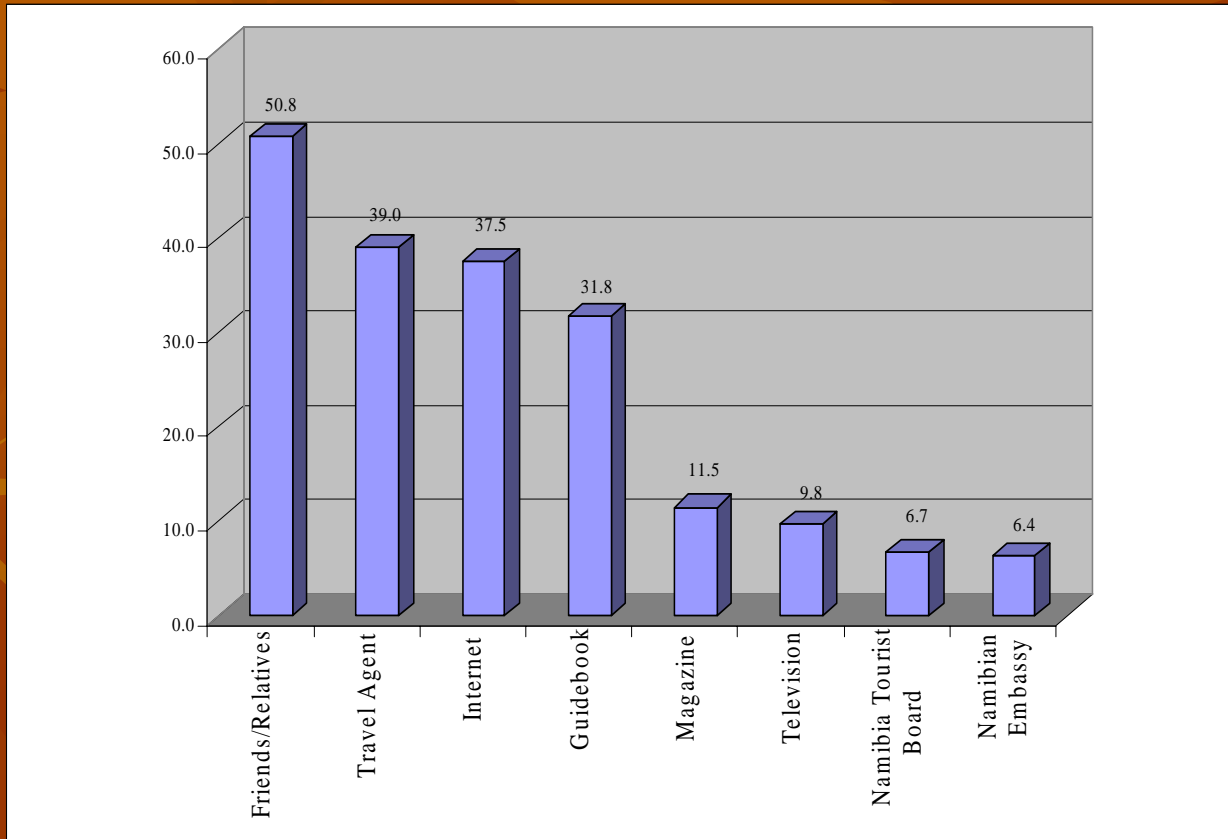
- About 57% of visitors to Namibia organised trip themselves
- Those who used travel agent (43%), two-thirds organised a tailor-made package.
- Travellers from 'Other Africa' were the most likely to organise their own trips.

Who Organised Trip (if travel agent, package tour or tailor made)



- ‘Word of Mouth’ from friends/relatives main source of information on Namibia

Main Sources of Information (%)



Visitor Expenditure

- **Daily average expenditures per capita , almost N\$600**
- **Travellers outside of Africa - per capita expenditure above the average**
- **Business tourists highest per capita per day, while holidaymakers highest per capita per trip.**