



TOURISM RESEARCH

Annual Report

2023

OVERVIEW

INBOUND PERFORMANCE

International visitor arrivals

2023 842,441

2022 502,541

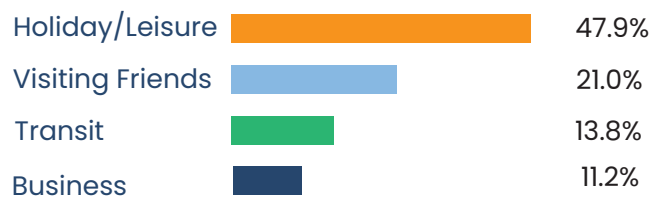
Average length of stay

2023 2.14

2022 2.63

INTERNATIONAL TOURISM BEHAVIOR

Purpose of visit



Average spend

per trip £3,048.99

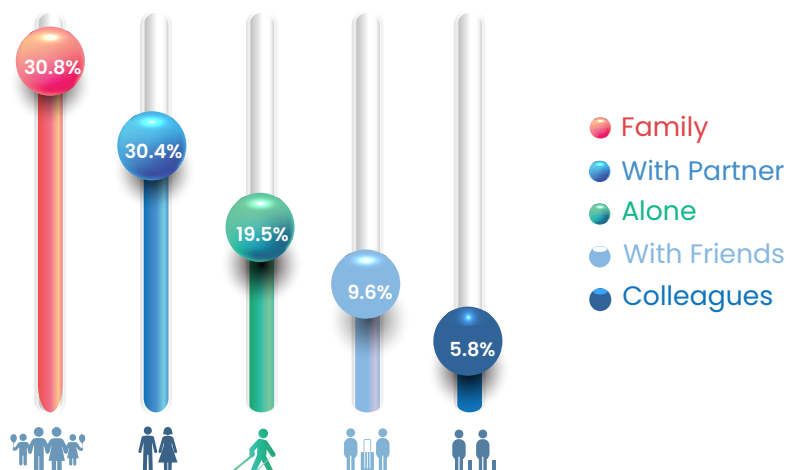
per day £1,424.76

Room occupancy rate

2023 35.24%

2022 29.90%

Group make-up



THE ECONOMIC IMPACT OF TOURISM

Tourism GDP

2022 £623 million (23,9%)

2021 £502 million

2022

Jobs supported by tourism (9 048)

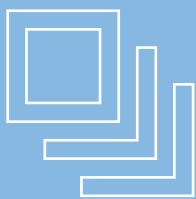
8 274 (Accommodation + Restaurants)

774 (Arts, Entertainment and Recreation)



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02

Background



BACKGROUND

The Tourism Research Annual Report is a product of Eswatini Tourism Authority (ETA), and offers insights on the performance of inbound tourism in 2023 with instances of comparisons with preceding years. In its 17th edition, this report provides information on global tourism performance, an analysis of the character, behaviour and experiences of international visitors placing emphasis on the country's top visitor-generating markets.

Information in this report is based on studies carried out by the ETA Research Department which include data from the Exit Survey, Day Visitor Survey and periodic surveys. To compile a comprehensive report, ETA further utilizes data gathered from various sources, including the Central Statistics Office—which compiles the Monthly Accommodation Survey and Tourism GDP, the Department of Immigration for Monthly Visitor Arrival Statistics, Department of Labour which produces data on employment in the sector, and the Central Bank of Eswatini. Global sources for data include World Tourism Organization (UNWTO), World Tourism and Travel Council (WTTC), Eurostats and other relevant tourism

studies.

This report is designed to provide policymakers, the tourism industry, investors, researchers and the general public with market insight, and to ensure that supply of tourism characteristic products and services are aligned to market demand. For this reason, the report provides the following information:

- ◆ Inbound arrivals, with focus on Eswatini's main international markets
- ◆ Characteristics of the traveler and the visit
- ◆ Key tourism indicators
- ◆ Outbound travel by Eswatini

The report is structured into 1 chapters. Chapter 3 outlines the Global Tourism Performance in 2023, while chapter 4 presents data on Key Indicators over a 7-year period. Chapter 5 highlights performance of the country's main Source Markets. Chapter 6 presents a comprehensive Analysis on Eswatini's Top 7 Markets while Seasonality profile is discussed in Chapter 7. Chapter 8 focuses on Travel Behaviour. Chapter 9 gives an overview of overnight Stays of

both domestic and international travelers. Places Visited and Activities are presented in Chapter 10, while the Travel Mode is outlined in Chapter 11. Chapter 12 summarizes the pattern of Day Visits. Travelers Ratings on the main touch points within the value chain are presented in Chapter 14. Chapter 15 explores the Outlook of the global tourism economy and international domestic landscape. The annexes provide additional details in the form of tables.

The Tourism Annual Research Report and previous annual reports including monthly visitor arrival data are accessible on the ETA website <http://www.thekingdomofeswatini.com> under 'Statistics' on the homepage. ETA welcomes your input and suggestions for additions in future issues of this publication, and is pleased to grant permission to use excerpts from this material when credit is given to ETA. For more information on Eswatini tourism statistics, please contact statistics@tourismauthority.org.sz / data@tourismauthority.org.sz / resource@tourismauthority.org.sz or contact our offices (see back cover).



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GLOBAL PERFORMANCE

INTERNATIONAL TOURISM TO REACH PRE-PANDEMIC LEVELS IN 2024

An estimated 1 286 million international tourists (overnight visitors) were recorded around the world in 2023, an increase of 34% over 2022. International tourism recovered 88% of pre pandemic levels, supported by strong pent-up demand. The Middle East led the recovery by regions in relative terms, being the only region to overcome pre-pandemic levels with arrivals 22% above 2019.

Europe reached 94% of pre-pandemic levels in 2023, while Africa recovered 96% and the Americas 90%. Asia and the Pacific reached 65% of pre-pandemic levels, with a gradual recovery since the start of 2023. Four subregions: North Africa, Central America (both +5%), Southern Mediterranean Europe and the Caribbean

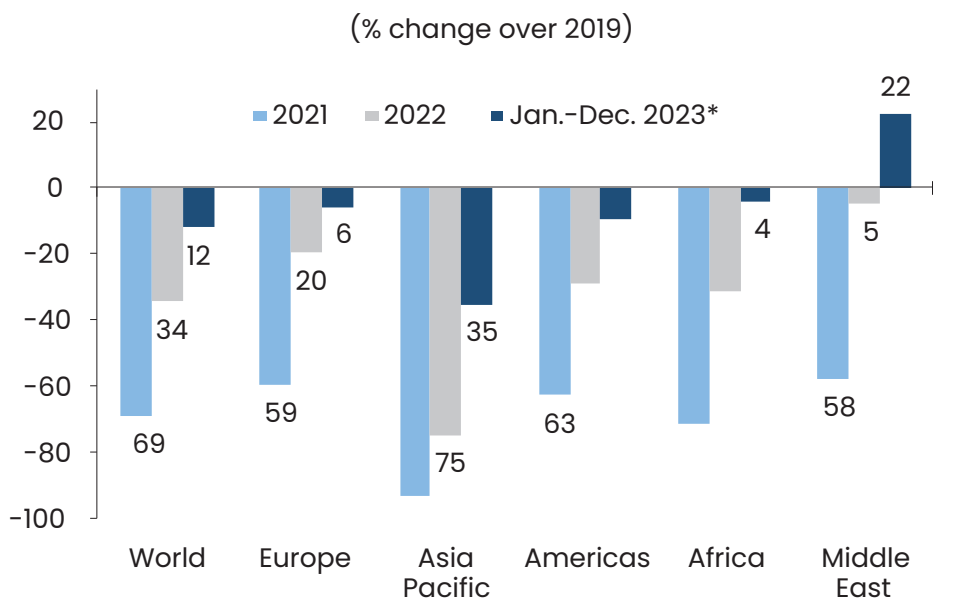
(both +1%) exceeded pre-pandemic levels in 2023. Total export revenues from tourism (including passenger transport) are estimated at USD 1.6 trillion in 2023, almost 95% of the USD 1.7 trillion recorded in 2019. Preliminary estimates of tourism direct gross domestic product (TDGDP) point to USD 3.3 trillion in 2023, or 3% of global GDP, the same level as in 2019, driven by both domestic and international travel.

Following a strong rebound in 2023, international tourism is expected to fully recover pre-pandemic levels in 2024, with initial estimates pointing to 2% growth above 2019 levels in international tourist arrivals. The positive outlook for the sector is reflected in the latest UNWTO Tourism Confidence Index

survey, with 67% of tourism professionals indicating better or much better prospects for 2024 compared to 2023.

The unleashing of remaining pent-up demand, increased air connectivity, and a stronger recovery of Asian markets and destinations are expected to underpin a full recovery by the end of 2024. Economic and geopolitical challenges continue to pose significant risks to the sustained recovery of international tourism and confidence levels.

INTERNATIONAL TOURIST ARRIVALS



Source: UNWTO

* Provisional data

INTERNATIONAL TOURISM RECEIPTS HIT US\$1.4 TRILLION IN 2023 AND TOURISM DIRECT GDP US\$ 3.3 TRILLION

International tourism receipts reached USD 1.4 trillion in 2023 according to preliminary estimates, about 93% of the USD 1.5 trillion earned by destinations in 2019.

Total export revenues from tourism (including passenger transport) are estimated at USD

1.6 trillion in 2023, almost 95% of the USD 1.7 trillion recorded in 2019. Preliminary estimates on the economic contribution of tourism, measured in tourism direct gross domestic product (TDGDP) point to USD 3.3 trillion

in 2023, or 3% of global GDP. This indicates a recovery of pre-pandemic TDGDP driven by strong domestic and international tourism.



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KEY FACTS

ARRIVALS BY COUNTRY

Region/ Country	2017	2018	2019	2020	2021	2022	2023
AFRICA	1 156 336	1 116 187	1 087 705	315 233	196 753	447 706	738 493
Botswana	5 837	5 450	5 428	1 451	1 055	2 266	3 349
Kenya	1 766	1 540	1 682	459	549	1 056	1 718
Lesotho	6 859	7 061	5 662	1 258	1 323	2 563	3 820
Malawi	5 257	4 800	5 336	1 674	885	1 699	3 462
Mozambique	213 920	195 644	146 421	51 273	28 468	59 126	125 176
Nigeria	3 483	3 371	2 987	739	872	1 562	1 704
RSA	850 221	832 276	856 095	238 324	147 737	348 628	547 025
Tanzania	5 694	5 483	6 039	1 679	1 076	2 847	4 582
Zambia	5 447	4 936	4 437	1 193	1 178	2 337	2 885
Zimbabwe	46 179	44 231	42 956	14 089	10 486	19 726	35 641
Other Africa	11 673	11 395	10 660	3 093	3 124	5 894	9 131
NORTH & SOUTH AMERICA	25 636	22 809	21 093	4 225	2 184	8 312	15 090
Brazil	1 329	1 259	840	175	83	252	442
Canada	4 412	4 055	3 815	988	215	1 088	3 034
USA	18 595	16 243	15 048	1 788	1 702	6 589	11 076
Other America	1 300	1 252	1 389	274	184	384	538
ASIA	25 790	22 172	22 376	6 666	6 145	13 919	19 708
China	2 650	2 293	2 260	555	705	1 475	2 557
India	7 580	6 070	6 364	2 022	1 753	4 444	6 648
Pakistan	7 517	6 166	5 892	2 063	2 119	4 088	4 813
Philippines	409	465	486	133	90	281	385
South Korea	1 904	2 032	1 922	391	303	811	1 154
Taiwan	1 248	1 331	1 688	340	344	691	1 160
Other Asia	4 481	3 814	3 765	1 163	831	2 130	2 991
EUROPE	129 955	111 569	90 460	18 464	5 289	31 612	67 162
Belgium	6 529	6 491	5 646	721	235	2 085	4 846
France	32 802	26 162	21 091	4 371	692	5 938	15 090
Germany	23 981	22 622	16 400	3 261	585	3 992	9 874
Italy	3 682	3 303	2 976	466	230	1 554	2 020
Netherlands	24 150	19 299	16 389	2 526	298	6 687	16 254
Norway	624	495	498	113	47	225	338
Portugal	5 657	4 264	3 142	895	619	1 619	2 272
Sweden	2 008	1 622	1 164	486	94	270	573
Switzerland	3 516	3 344	2 735	543	82	939	1 690
UK	16 069	13 885	11 285	2 772	1 473	4 695	7 519
Other Europe	10 938	10 083	9 134	2 311	934	3 609	6 686
AUSTRALASIA	3 329	3 043	2 501	412	62	394	1 106
Australia	3 329	3 043	2 501	412	62	394	1 106
MIDDLE EAST	1 594	1 473	1 386	348	272	598	882
Kuwait	40	59	24	6	1	3	4
Iran	84	68	52	13	33	47	67
Israel	1 089	1 011	1 029	232	119	403	472
Saudi Arabia	25	7	5	3	0	11	32
UAE	13	11	10	5	1	4	32
Other Middle East	342	317	265	89	118	130	275
Total	1 342 641	1 277 253	1 225 520	345 348	210 705	502 541	842 441

Source: ETA in collaboration with the Department of Immigration (Entry/Exit cards)

Note: Data for visitors are compiled from Entry/ Exit Forms completed by all visitors arriving in Eswatini through entry points. Data excludes arrivals of Emaswati

ARRIVALS BY REGION

ARRIVALS AND VISITOR NIGHTS								
YEAR	REGION OF RESIDENCE	AMERICAS	ASIA	EUROPE	AFRICA	TOTAL	FORMAL ¹ NIGHTS	OVERALL ² NIGHTS
2017		25 636	29 119	129 955	1 156 336	1 342 641	308 203	3 550 197
2018		22 809	25 215	111 569	1 116 187	1 277 253	279 884	2 895 584
2019		21 093	24 877	90 460	1 087 705	1 225 520	372 563	2 778 302
2020		4 225	7 079	18 464	315 233	345 233	159 927	694 557
2021		2184	6 479	5 289	196 753	210 705	140 385	685 524
2022		8312	14 911	31 612	447 706	502 541	218 177	1 322 191
2023		15 090	21 696	67 162	738 493	842 441	295 058	1 804 872

¹ indicates formal accommodation only

² indicates private and formal accommodation

ARRIVALS BY BORDER POST

ARRIVALS BY BORDER POST							
Border post	2017	2018	2019	2020	2021	2022	2023
Matsapha International Airport	495	331	372	34	56	7	0
Bulembu	7 823	6 383	6 768	1 683	1	1 605	3 434
KMIII International Airport	19 600	19 188	18 658	3 619	5 266	11 066	21 352
Gege	10 433	9 334	12 209	2 359	0	1 518	6 348
Lavumisa	238 526	208 910	164 390	47 958	30 448	56 549	114 003
Lomahasha	83 627	84 201	74 310	40 234	28 861	39 718	79 659
Lundzi	5 134	3 475	3 058	403	0	576	1 733
Mahamba	113 225	113 983	117 037	35 618	25 806	53 008	68 117
Mananga	88 901	103 665	116 002	29 404	14 292	34 758	62 028
Matsamo	138 421	134 639	152 918	33 564	11 741	50 578	90 497
Mhlumeni	129 814	114 977	81 211	15 584	2 612	34 058	59 213
Ngwenya	423 918	394 787	395 619	121 345	91 622	207 277	291 656
Nsalitje	16 524	15 093	13 109	1 784	0	2 758	10 442
Sandlane	20 244	21 214	19 435	2 455	0	2 063	8 652
Sicunusa	45 956	47 073	50 424	9 303	0	7 001	25 307
Total	1 342 641	1 277 254	1 225 520	345 348	210 705	502 541	842 441

0 indicates that border posts were closed from March 2021 to August 2022

ARRIVALS BY LENGTH OF STAY

ARRIVALS BY LENGTH OF STAY							
Length of Stay (Nights)	2017	2018	2019	2020	2021	2022	2023
Less than 1	422 450	495 574	546 162	151 608	40 377	109 554	184 778
1	358 912	289 936	187 361	81 468	34 948	117 595	226 140
2	273 059	256 728	237 187	50 179	55 532	143 224	254 239
3	129 120	114 953	128 358	25 556	32 516	65 833	97 035
4	56 213	40 872	43 494	10 602	18 548	25 127	28 174
5	27 596	19 159	19 553	4 938	6 390	11 558	14 911
6	16 523	15 327	14 280	4 938	4 072	7 538	8 317
7	12 691	8 941	9 435	3 695	3 676	4 523	6 294
8-10	14 309	11 495	8 679	3 557	4 581	5 528	7 568
11-14	9 454	8 941	11 750	414	3 563	4 523	5 919
15-29	10 817	7 664	8 390	345	3 393	4 020	6 147
30-59	4 003	2 555	4 175	414	1 074	2 010	1 425
60 and over	7 495	5 109	6 621	898	2 036	1 508	1 495
Total	1 342 641	1 277 253	1 225 520	345 348	210 705	502 541	842 441
Average Length of Stay (Nights)							
Formal and Private Accommodation	2,64	2,27	1,81	2,01	4,03	2,63	2,14
Formal Accommodation	0,96	1,09	1,09	1,37	2,01	1,48	1,54

ARRIVALS BY PROFESSION							
Profession	2017	2018	2019	2020	2021	2022	2023
Professional	453 813	434 266	485 112	133 650	81 754	214 082	421 221
Technical	134 264	106 012	79 662	19 685	19 174	30 655	36 225
Administration	98 013	89 408	88 437	17 958	10 114	18 091	21 903
Managerial	118 152	112 398	117 287	32 117	29 288	58 295	99 408
Clerical	20 140	15 327	26 521	7 252	4 003	6 533	7 582
Skilled	92 642	84 299	85 413	32 117	22 545	43 219	58 128
Semi-skilled	42 965	74 081	92 948	26 592	7 796	7 538	5 897
Unskilled	12 084	16 604	14 277	4 144	3 793	2 513	5 897
Retired	127 551	104 735	71 582	25 901	6 321	25 127	55 601
Unemployed	57 734	53 645	32 866	11 051	2 528	15 076	22 746
Self-employed	136 949	151 993	107 026	30 045	17 699	66 838	85 087
Student	46 992	34 486	24 389	4 835	5 268	14 574	22 746
Other	1 343				421		
Total	1 342 641	1 277 253	1 225 520	345 348	210 705	502 541	842 441

ARRIVALS BY AGE GROUP							
Age Group (Years)	2017	2018	2019	2020	2021	2022	2023
18-24	93 985	39 595	26 150	5 526	7 375	33 758	47 177
25-34	308 807	282 273	275 068	75 286	50 569	108 961	140 688
35-44	295 381	397 226	462 459	129 506	75 011	137 844	215 665
45-54	402 792	325 700	326 747	89 100	53 519	105 479	203 028
55-64	174 543	173 706	111 391	34 189	20 228	56 844	119 627
65+	67 132	58 754	23 628	11 742	4 003	17 812	36 225
<18						41 843	80 032
Total	1 342 641	1 277 253	1 225 520	345 348	210 705	502 541	842 441

HOTEL STATISTICS

HOTEL STATISTICS							
Accommodation facilities	2017	2018	2019	2020	2021	2022	2023
Number of facilities	157	157	164	176	176	189	186
Rooms Available	601 343	690 677	714 293	620 380	728 451	764 401	856 636
Room Nights Sold	308 203	279 884	265 345	147 613	172 286	228 549	301 903
Domestic Tourists	113 651	118 196	128 190	88 801	106 265	129 624	143 588
International Tourists	323 195	276 513	244 373	71 126	34 119	88 553	151 470
Total Tourists	436 846	394 709	372 563	159 927	140 385	218 177	295 058
Average Nights Spent	1,07	0,96	1,09	1,37	1,66	1,48	1,54
Room Occupancy Rate (%)	51,25	40,52	37,00	23,79	23,65	29,90	35,24
Total Bill (€)	380 583 555	387 490 043	431 194 167	20 331 283	231 154 882	341 937 734	445 145 817
Total Bill (\$)	28 615 304,89	29 222 476,87	29 840 426,78	1 235 193,38	15 629 133,33	20 875 319,55	24 114 075
Av spend per person per night (€)	813,45	1 024,88	1 058,63	924,85	990,89	1 058,93	941,12
Total arrivals	1 342 641	1 277 253	1 225 520	345 348	210 705	502 541	842 441

Source: Central Statistics Office (CSO)

Rooms Available - refers to room-nights available for occupancy. Excludes rooms closed for renovations and staff use as declared in the statutory forms.

Average Nights Spent- refers to total room nights sold by number of rooms available

Average Spend per person per night- refers to total bill over number of bed nights sold

OUTBOUND TRAVEL

OUTBOUND TRAVEL							
YEAR / MONTH		NUMBER OF DEPARTURES			PERCENTAGE CHANGE		
		AIR	ROAD	TOTAL	AIR	ROAD	TOTAL
	2017	8 261	1 742 576	1 750 837	8,0	-2,2	-2,1
	2018	8 076	1 708 920	1 716 997	-2,3	-2,0	-2,0
	2019	8 151	1 712 512	1 720 663	0,9	0,0	0,0
	2020	1 458	486 405	487 863	-4,6	-2,5	-2,5
	2021	2 042	293 313	295 355	40,1	-39,7	-39,5
	2022	6 228	705 171	711 399	204,9	140,4	140,9
	2023	13 154	1 174 948	1 188 102	111,2	66,6	65,7
2023	January	382	98 299	98 681	0	193,5	194,6
	February	473	74 258	74 731	57,1	128,8	128,1
	March	716	95 109	95 825	44,1	159,1	157,5
	April	824	107 226	108 050	188,1	145,4	145,7
	May	1 247	91 844	93 091	116,9	92,8	93,1
	June	1 205	86 933	88 138	76,4	69,8	69,9
	July	1 311	104 700	106 011	131,6	75,9	76,4
	August	1 434	106 734	108 168	97,2	52,4	52,9
	September	1 498	102 519	104 017	115,2	25,9	26,7
	October	1 469	104 208	105 677	64,3	24,0	24,4
	November	1 481	96 193	97 674	132,1	74,4	75,1
	December	1 114	106 925	108 039	205,2	-2,6	-1,9

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05

WHO VISITS ESWATINI

OUR MARKETS



RSA

2022

348 628

2023

547 025

Difference in %

56,9%



MOZAMBIQUE

2022

59 126

2023

125 176

Difference in %

111,7%



UK

2022

4 695

2023

7 519

Difference in %

60,2%



GERMANY

2022

3 992

2023

9 874

Difference in %

147,4%



NETHERLANDS

2022

6 687

2023

16 254

Difference in %

143,1%



INDIA

2022

1 753

2023

6 648

Difference in %

49,6%



USA

2022

6 589

2023

11 076

Difference in %

68,1%



TANZANIA

2022

2 847

2023

4 582

Difference in %

60,9%



FRANCE

2022

5 938

2023

15 090

Difference in %

154,1%



BELGIUM

2022

2 085

2023

4 846

Difference in %

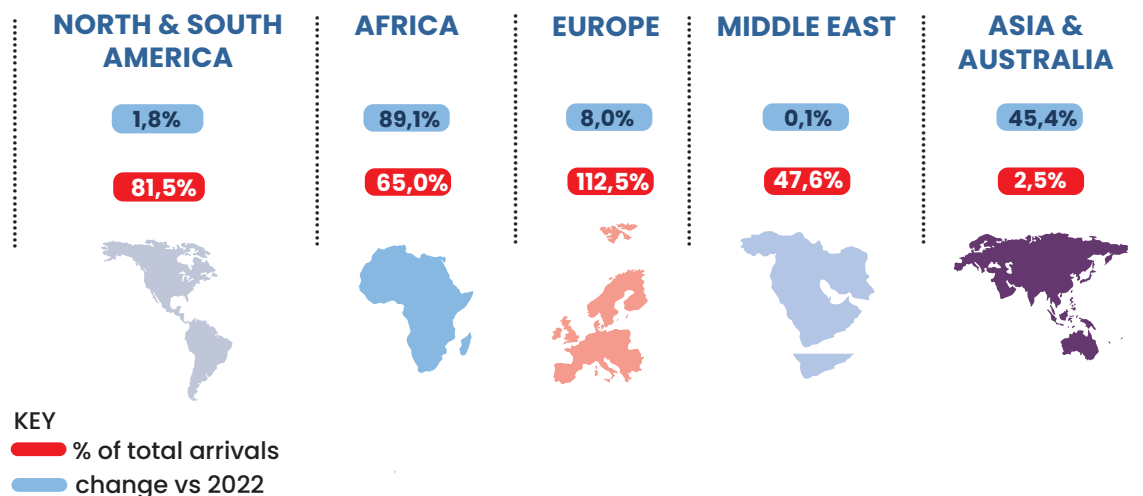
132,4%

VISITORS BY COUNTRY OF RESIDENCE

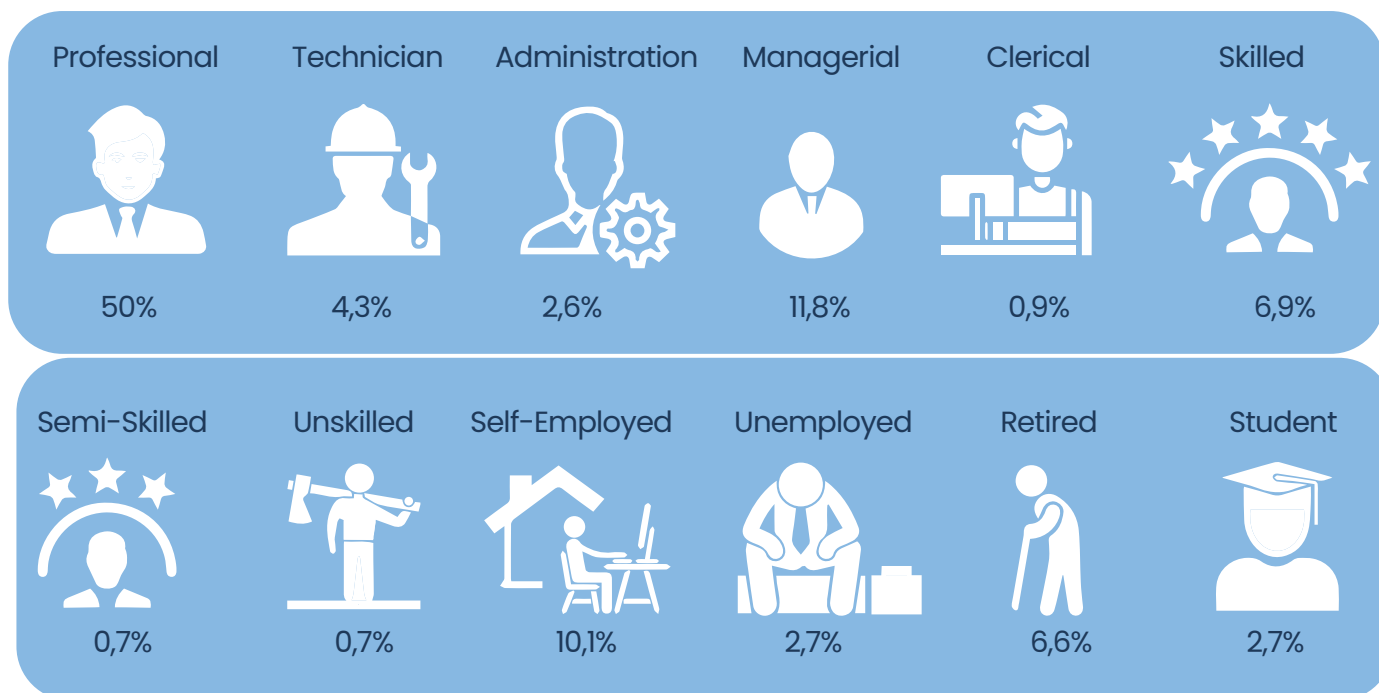
The African (87.7%) region remained the primary source of visitations for Eswatini wherein SADC residents (97.7%) constituted a majority of the visitors from the region.

Europe (8.0%) was the second largest visitor generating region for Eswatini with the Netherlands, France and Germany being the key markets in the region for the year under review.

VISITORS BY WORLD REGION



VISITORS TO ESWATINI BY PROFESSION



VISITORS BY PROFESSION

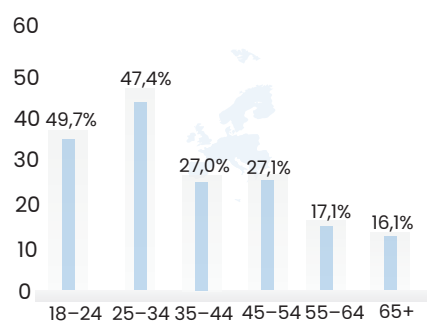
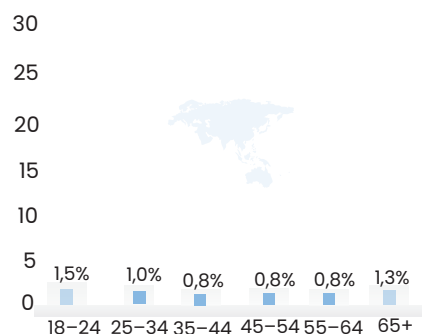
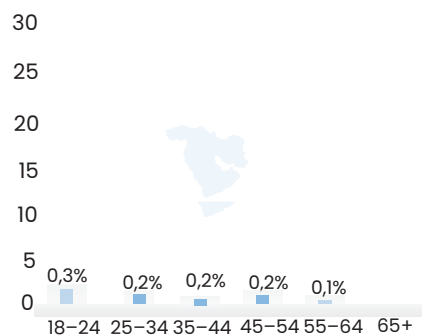
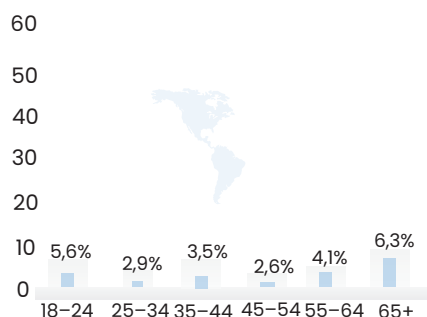
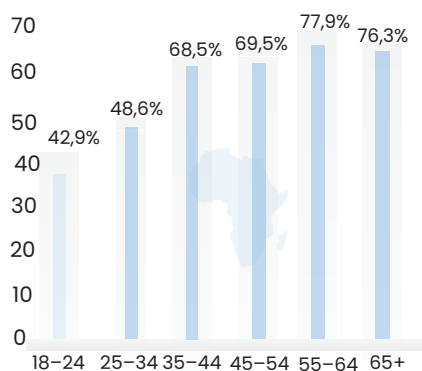
In 2023, professionals were the primary visitors to Eswatini accounting for 50.0 percent of total visitations reflecting a substantial increase from the 38.7 percent recorded in 2022.

Visitors in managerial positions accounted for 11.8 percent while those self-employed accounted for 10.1 percent of total visitations for the year.

AGE BY REGION OF RESIDENCE

Visitors aged 18-24 years were mainly European (49.7%) and African (42.9%). Similarly, those in the subsequent age groups were dominated by Africans and Europeans.

AGE BY REGION OF RESIDENCE





06

COUNTRY PROFILES

UNITED KINGDOM





67 736 802
Total Population



13 283 187
Pensioners



55 891 100
Facebook users



28 800 000
Instagram users

Official Language
English



\$48 912,78
Per Capita GDP



Pound Sterling
Currency



65 045 228
Internet users

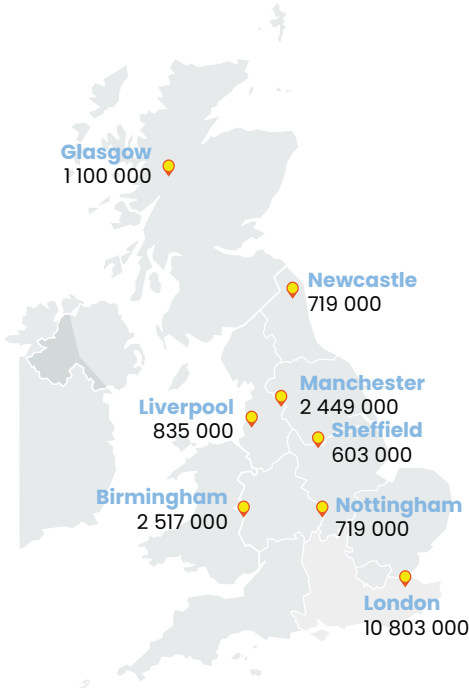


4,2%
Unemployment



28 days
Annual leave days

UK Average Annual expenditure (£)	
Food & non-alcoholic drinks	4 928,30
Alcoholic drink, tobacco & narcotics	1 625,77
Clothing & footwear	2 643,64
Housing, fuel & power	13 492,61
Health	1 108,22
Transport	7 457,84
Communication	851,07
Recreation & culture	5 933,25
Education	1 374,37
Restaurants & hotels	5 904,72
Miscellaneous goods and services	6 386,81



Arrivals in Eswatini



7 519

Av. Nights Spent Per Trip



4,2

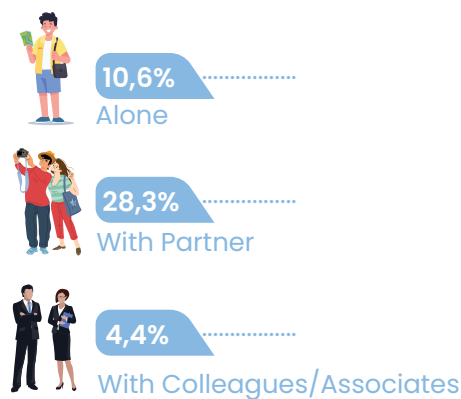
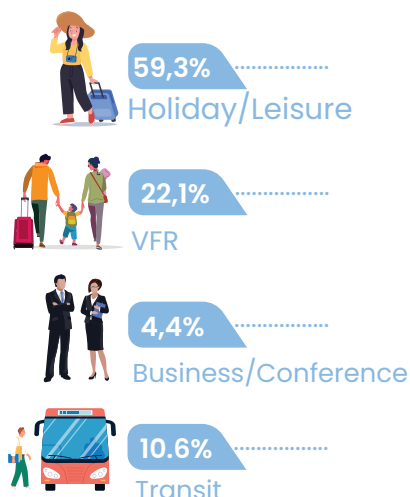
Av. Spend



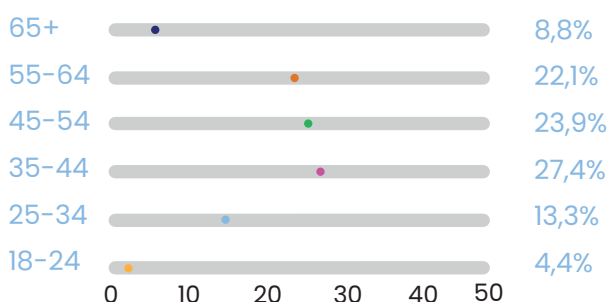
Per Trip E 5275,00

Per Day E 1318,75

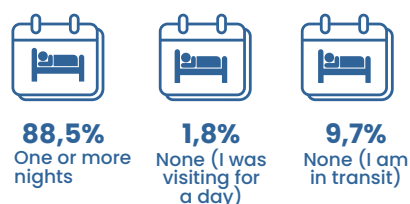
WHAT IS THE MAIN REASON FOR YOUR VISIT? WHO ARE YOU TRAVELLING WITH?



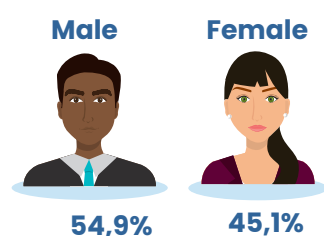
AGE GROUPS



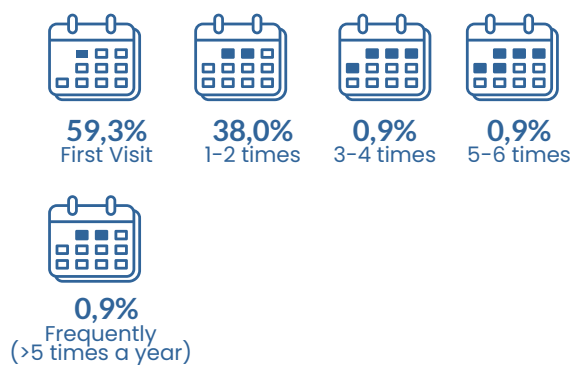
NUMBER OF NIGHTS



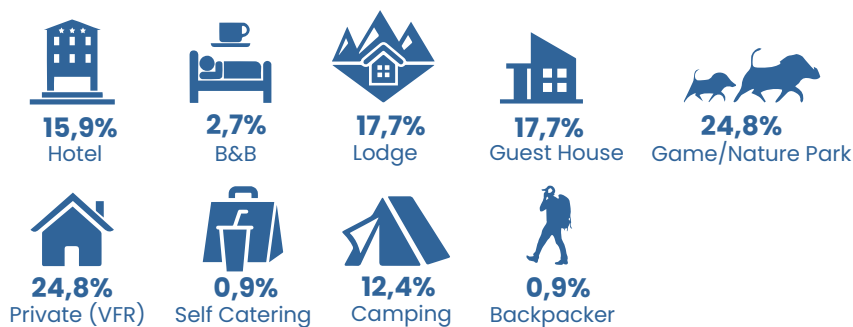
ENGLISH VISITORS



FREQUENCY OF VISIT



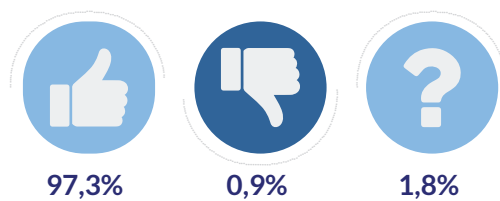
ACCOMMODATION



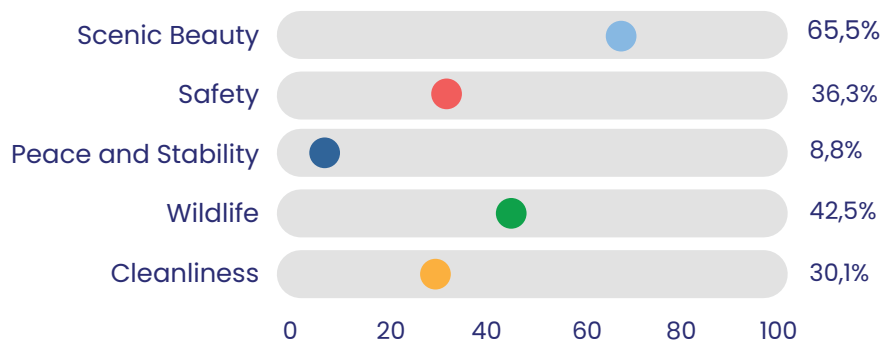
PERCEPTIONS PRIOR TO VISIT



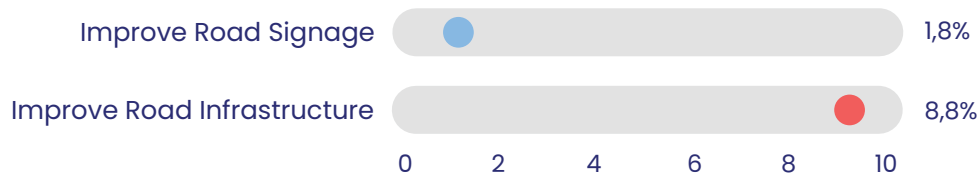
RECOMMENDATIONS



HIGHLIGHTS



COMPLAINTS



GERMAN

GERMANY



84 600 000
Total Population



16 920 000
Pensioners



46 045 100
Facebook users



27 400 000
Instagram users

Official Language
German



\$52 823,58
Per Capita GDP



Euro
Currency



79 127 551
Internet users



3,1%
Unemployment

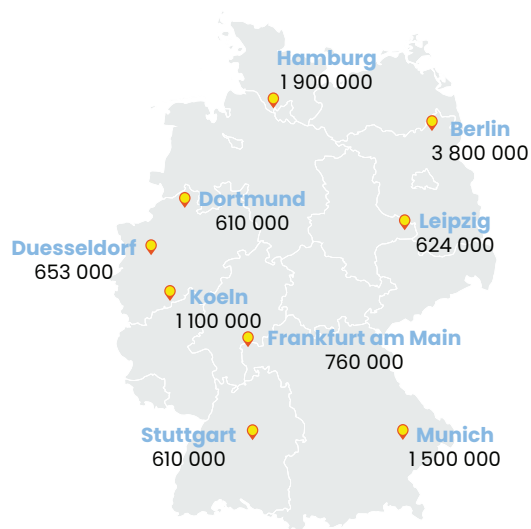


28-32 days
Annual leave days

21

Germany Average Annual expenditure (€)

Food & non-alcoholic drinks	5 277,00
Alcoholic drink, tobacco & narcotics	1 435,85
Clothing & footwear	1 864,41
Housing, fuel & power	11 260,41
Health	2 412,17
Transport	6 193,39
Communication	1 005,76
Recreation & culture	4 568,95
Education	365,56
Restaurants & hotels	2 464,10
Miscellaneous goods and services	5 755,63



Arrivals in Eswatini



9 874

Av. Nights Spent Per Trip



1,6

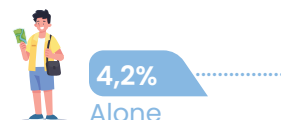
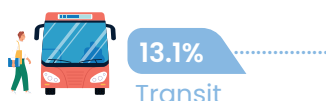
Av. Spend



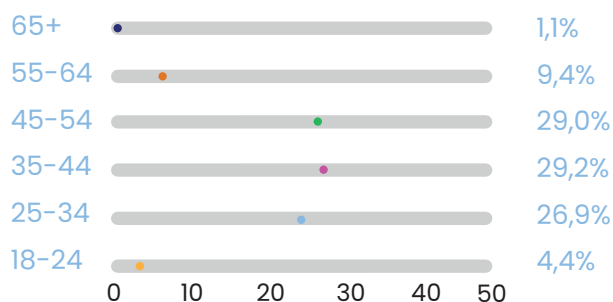
Per Trip E 2044,24

Per Day E 1022,12

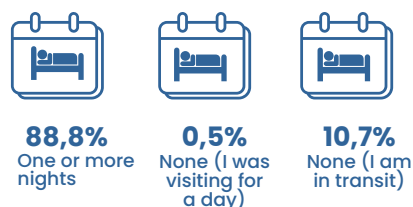
WHAT IS THE MAIN REASON FOR YOUR VISIT? WHO ARE YOU TRAVELLING WITH?



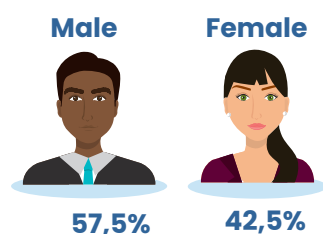
AGE GROUPS



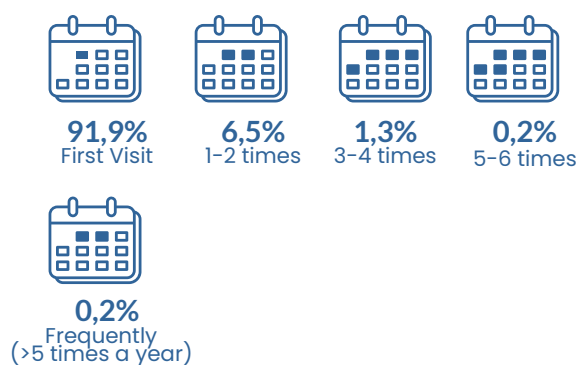
NUMBER OF NIGHTS



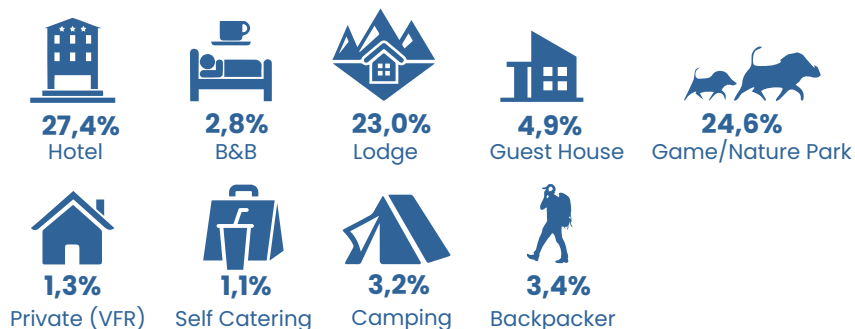
GERMAN VISITORS



FREQUENCY OF VISIT



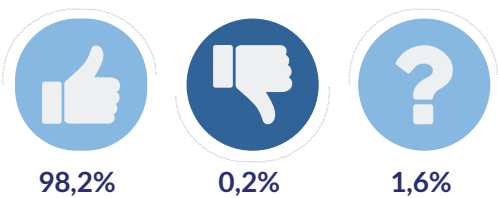
ACCOMMODATION



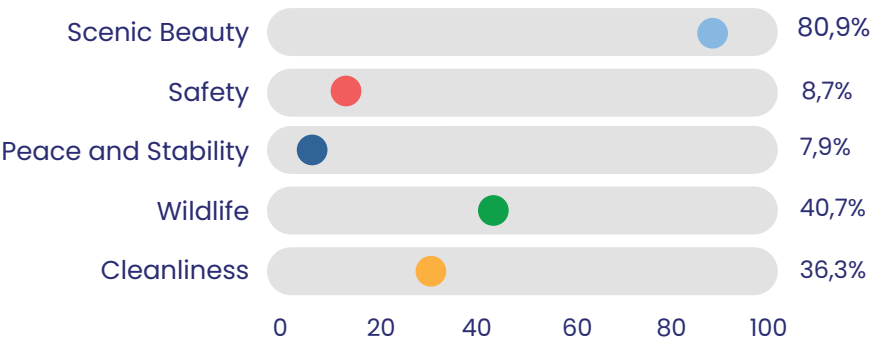
PERCEPTIONS PRIOR TO VISIT



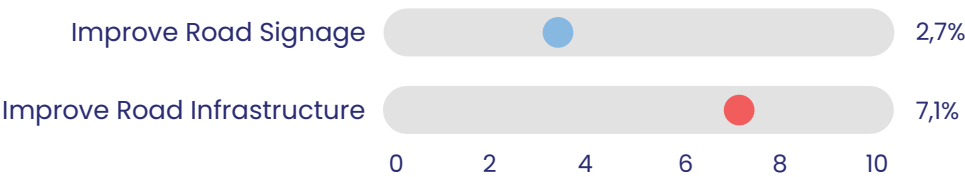
RECOMMENDATIONS



HIGHLIGHTS



COMPLAINTS



FRANCE

FRANCE



68 370 000
Total Population



15 041 400
Pensioners



47 452 700
Facebook users



23 800 000
Instagram users

Official Language
French



\$46 315,20
Per Capita GDP



Euro
Currency



60 421 689
Internet users



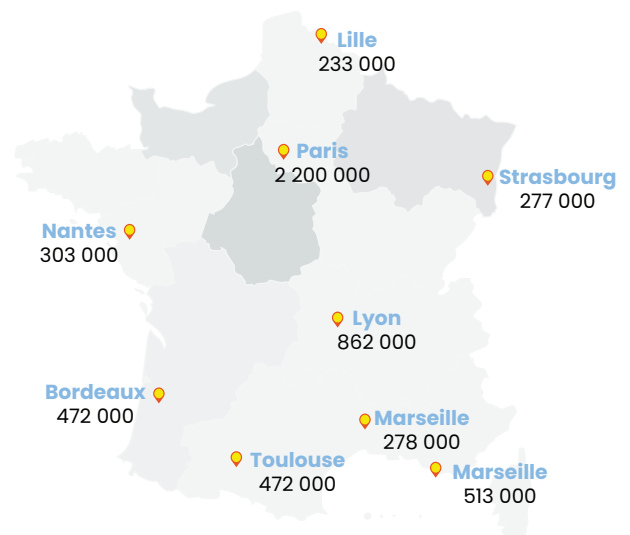
7,3%
Unemployment



37 days
Annual leave days

France Average Annual expenditure (€)

Food & non-alcoholic drinks	5 900,00
Alcoholic drink, tobacco & narcotics	1 657,68
Clothing & footwear	1 460,94
Housing, fuel & power	11 652,81
Health	1 777,10
Transport	6 039,00
Communication	1 043,58
Recreation & culture	3 539,19
Education	228,84
Restaurants & hotels	3 605,97
Miscellaneous goods and services	5 492,87



Arrivals in Eswatini



15 090

Av. Nights Spent Per Trip



1,0

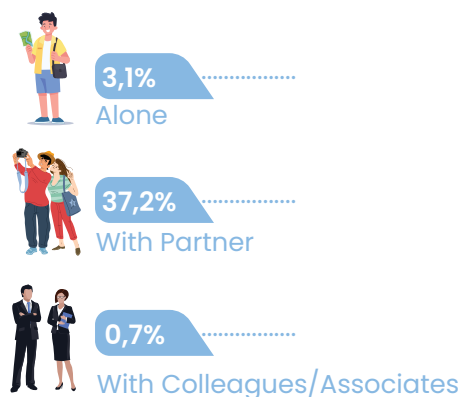
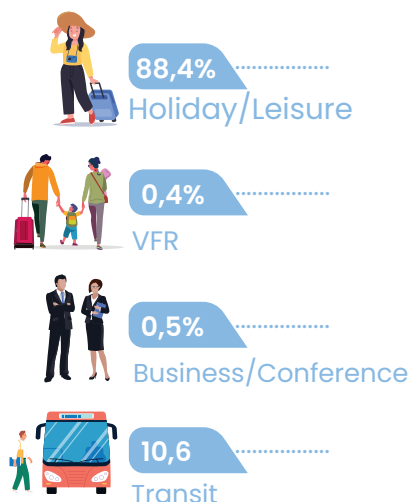
Av. Spend



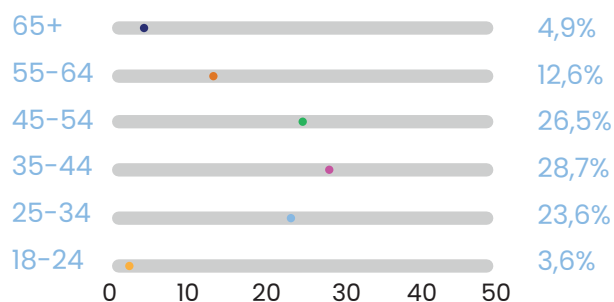
Per Trip E 2265,00

Per Day E 2265,00

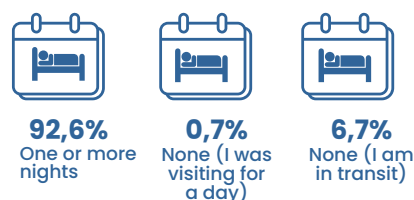
WHAT IS THE MAIN REASON FOR YOUR VISIT? WHO ARE YOU TRAVELLING WITH?



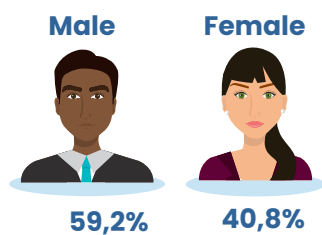
AGE GROUPS



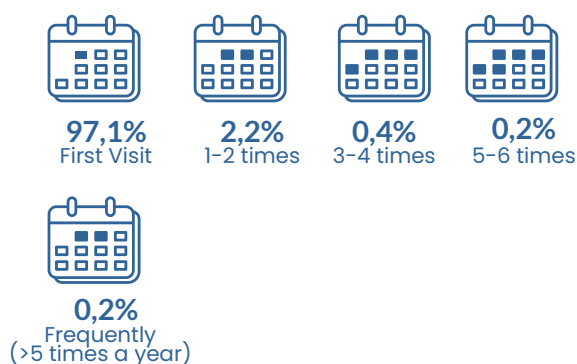
NUMBER OF NIGHTS



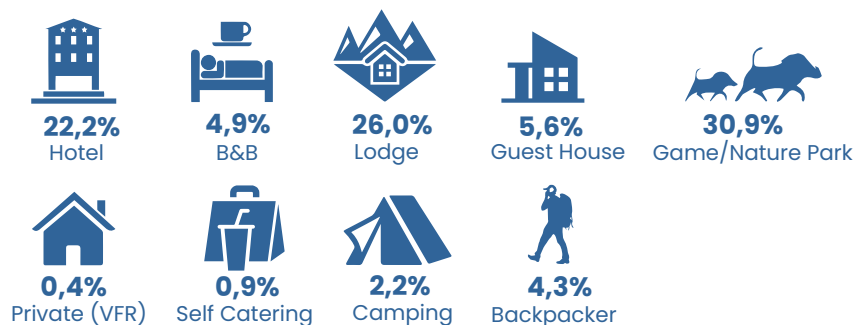
FRENCH VISITORS



FREQUENCY OF VISIT



ACCOMMODATION



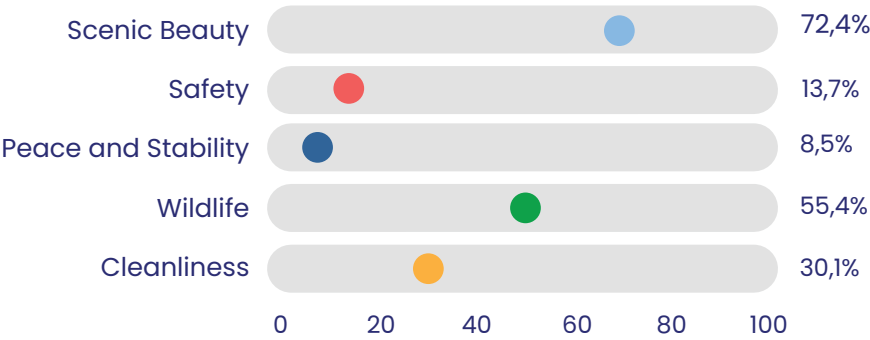
PERCEPTIONS PRIOR TO VISIT



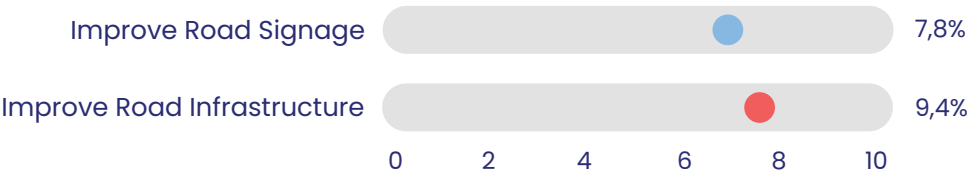
RECOMMENDATIONS



HIGHLIGHTS



COMPLAINTS



NETHERLANDS

NETHERLANDS



17,947,406
Total Population



3 643 323
Pensioners



13 370 800
Facebook users



7 700 000
Instagram users

Official Language
Dutch



\$61 769,70
Per Capita GDP



Euro
Currency



16 383 879
Internet users



3,5%
Unemployment



20-25 days
Annual leave days

27

France Average Annual expenditure (€)

Food & non-alcoholic drinks	5 683,01
Alcoholic drink, tobacco & narcotics	1 484,82
Clothing & footwear	2 503,98
Housing, fuel & power	11 422,41
Health	1 596,75
Transport	5 907,95
Communication	1 070,36
Recreation & culture	4 672,41
Education	286,02
Restaurants & hotels	4 478,31
Miscellaneous goods and services	6 511,57



Arrivals in Eswatini



16 254

Av.Night Spent Per Trip



2,1

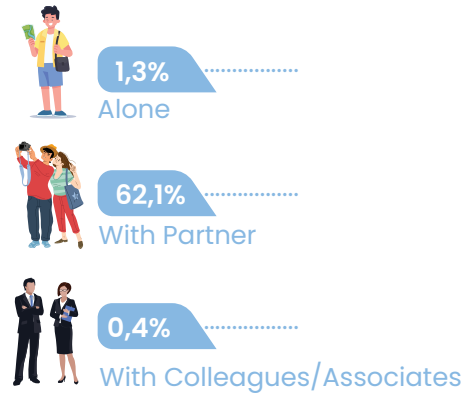
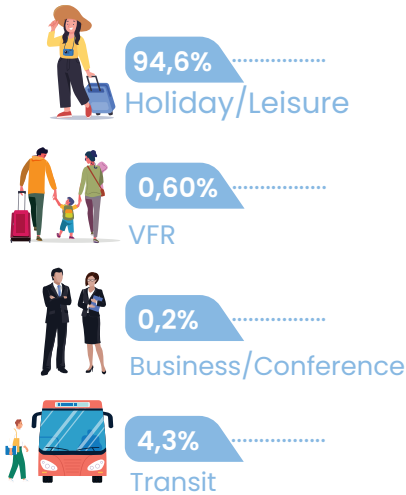
Av. Spend



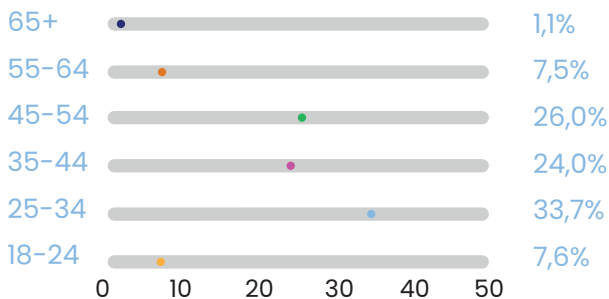
Per Trip E 1931,01

Per Day E 919,53

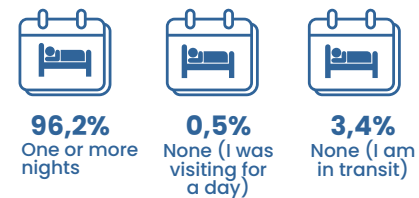
WHAT IS THE MAIN REASON FOR YOUR VISIT? WHO ARE YOU TRAVELLING WITH?



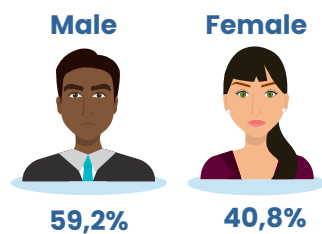
AGE GROUPS



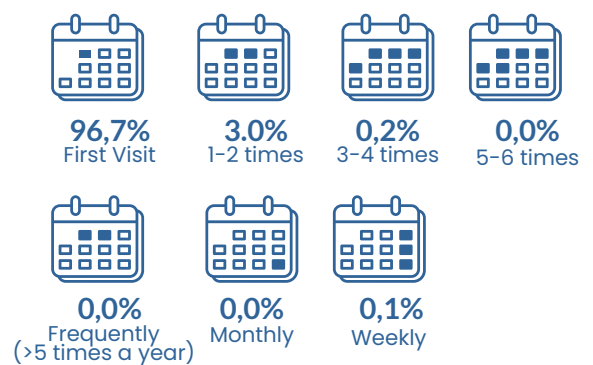
NUMBER OF NIGHTS



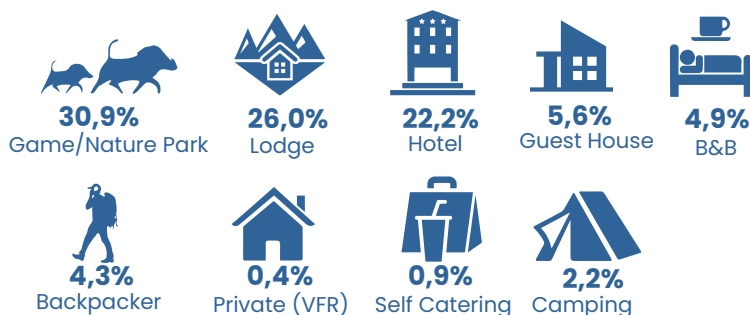
DUTCH VISITORS



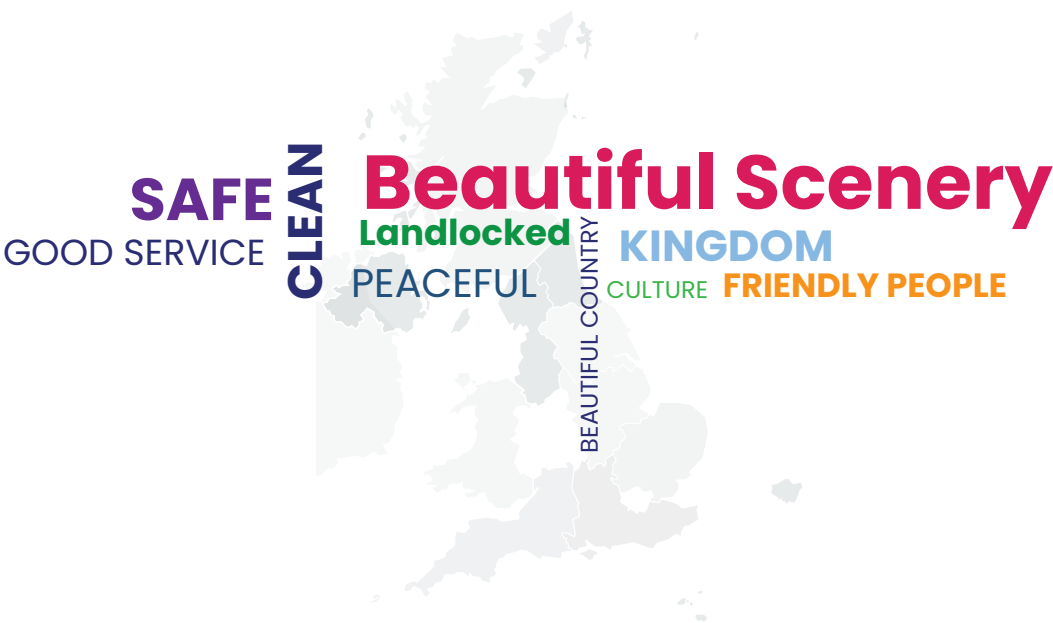
FREQUENCY OF VISIT



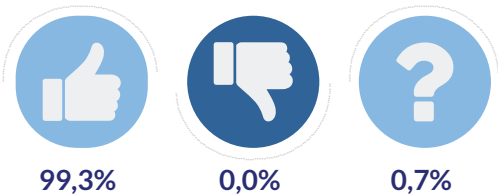
ACCOMMODATION



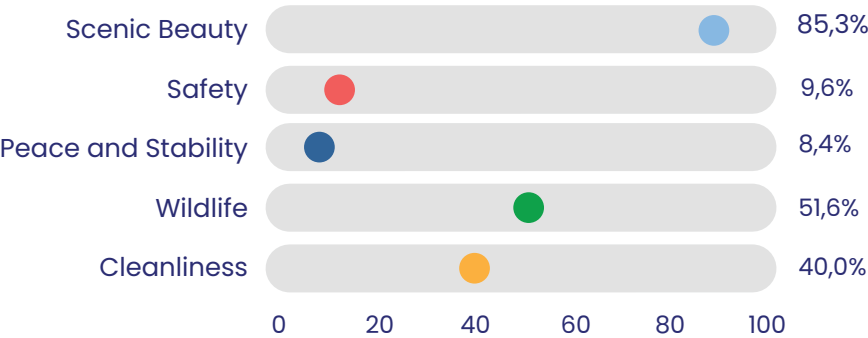
PERCEPTIONS PRIOR TO VISIT



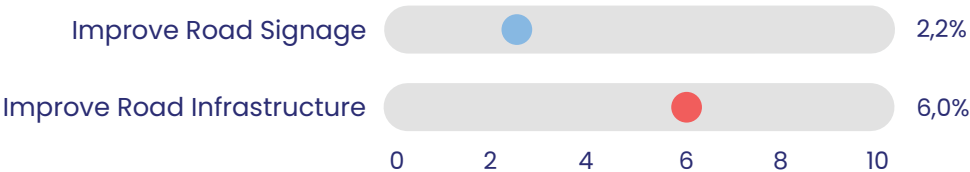
RECOMMENDATIONS



HIGHLIGHTS



COMPLAINTS



UNITED STATES



335 888 625
Total Population



58 108 732
Pensioners



276 600 000
Facebook users



143 400 000
Instagram users

Official Language
English



\$80 412,41
Per Capita GDP



US Dollar
Currency



312 320 000
Internet users



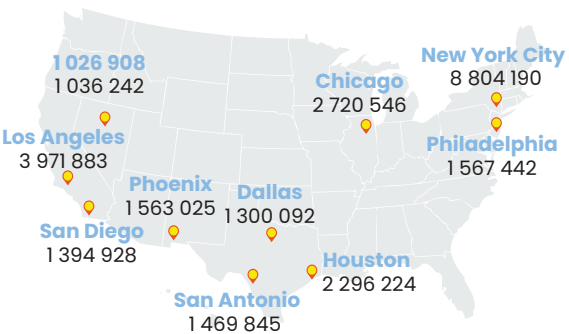
4,0%
Unemployment



30days
Annual leave days

USA Average Annual expenditure (\$)

Food & non-alcoholic drinks	9 343
Alcoholic drink, tobacco & narcotics	583
Clothing & footwear	886
Housing, fuel & power	24298
Health	5850
Transport	12295
Communication	
Recreation & culture	3458
Education	1335
Restaurants & hotels	
Miscellaneous goods and services	1009



Arrivals in Eswatini



11 076

Av.Night Spent Per Trip



4,0

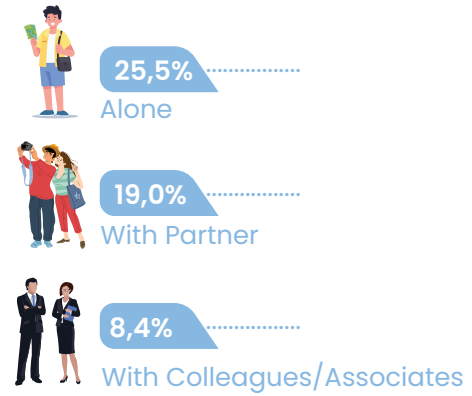
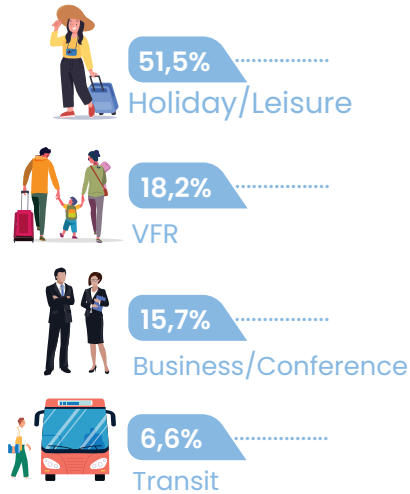
Av. Spend



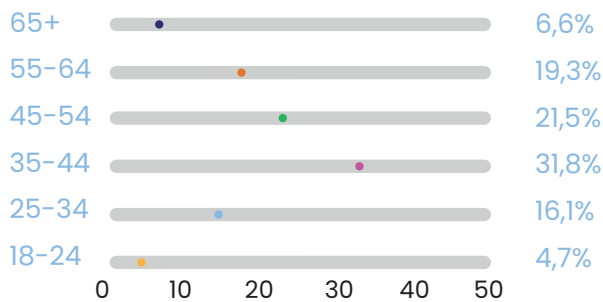
Per Trip E 3943,00

Per Day E 985,75

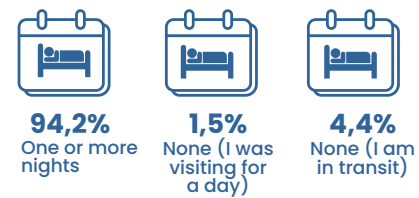
WHAT IS THE MAIN REASON FOR YOUR VISIT? WHO ARE YOU TRAVELLING WITH?



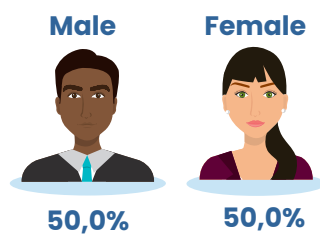
AGE GROUPS



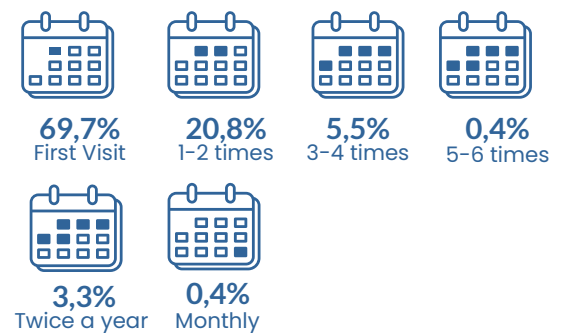
NUMBER OF NIGHTS



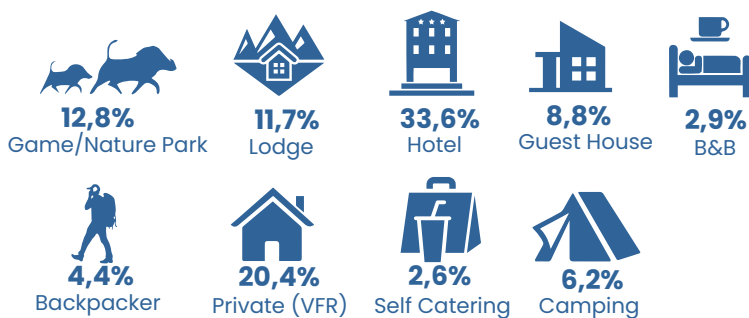
AMERICAN VISITORS



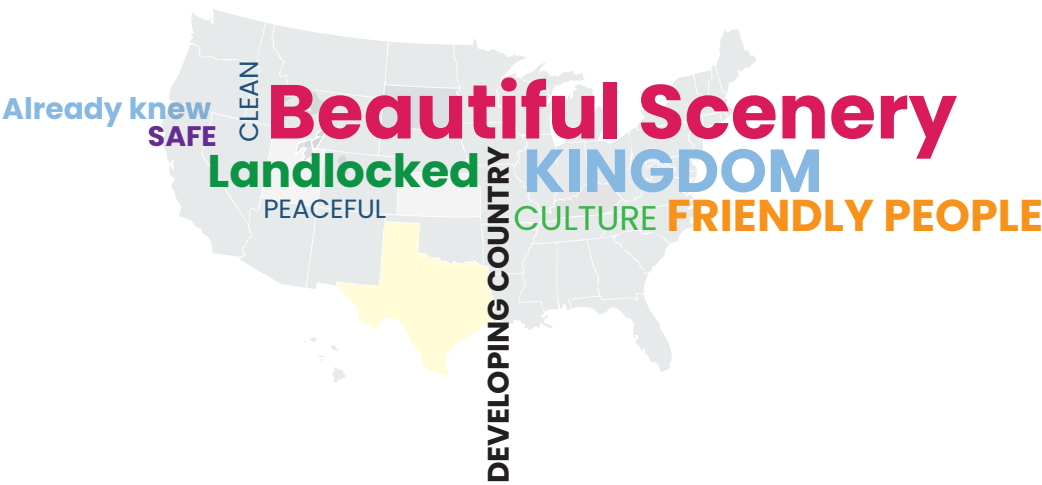
FREQUENCY OF VISIT



ACCOMMODATION



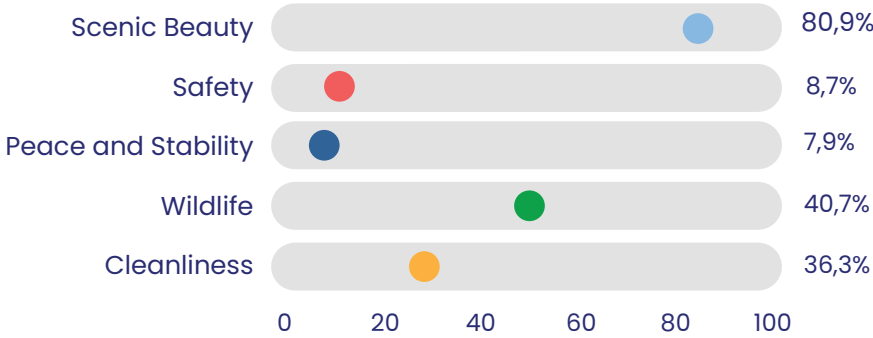
PERCEPTIONS PRIOR TO VISIT



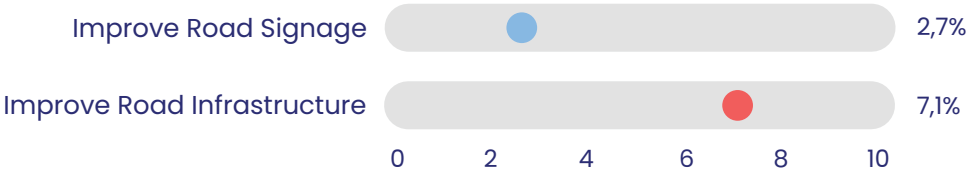
RECOMMENDATIONS



HIGHLIGHTS



COMPLAINTS



SOUTH AFRICA

SOUTH AFRICA



61 384 000
Total Population

5 647 328
Pensioners

29 375 100
Facebook users

5 700 000
Instagram users

Official Language

Afrikaans	Zulu
English	Venda
SiSwati	Sepedi
Tsonga	Xhosa
Tswana	Ndebele
Sesotho	

\$6 190,74
Per Capita GDP

ZAR
Currency

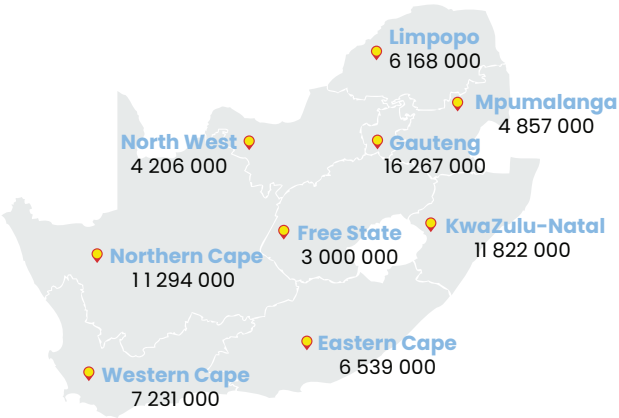
38 195 165
Internet users

33,90%
Unemployment

21 days
Annual leave days

33

USA Average Annual expenditure (€)	
Food & non-alcoholic drinks	
Alcoholic drink, tobacco & narcotics	8450,70
Clothing & footwear	2248,05
Housing, fuel & power	7804,74
Health	2660,46
Transport	3359,00
Communication	1036,67
Recreation & culture	433,47
Education	1036,84
Restaurants & hotels	1245,13
Miscellaneous goods and services	4916,79



Arrivals in Eswatini



547 025

Av.Night Spent Per Trip



2,0

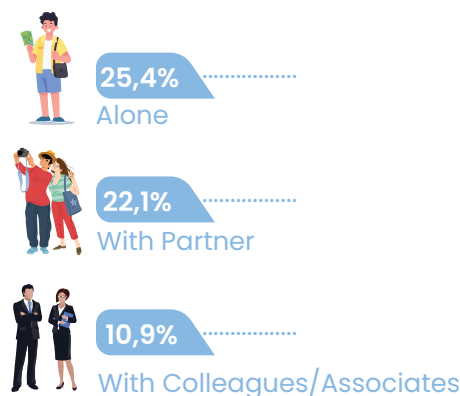
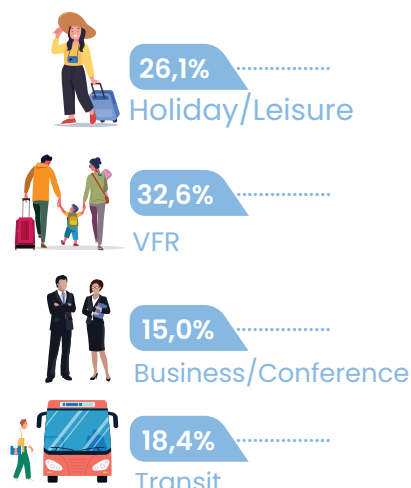
Av. Spend



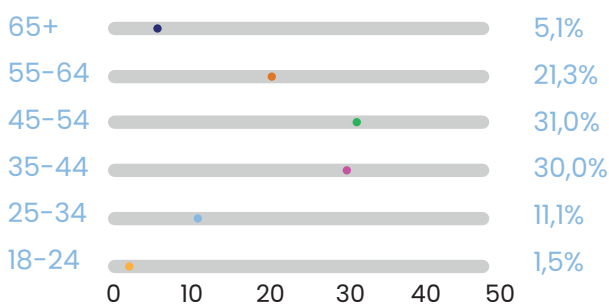
Per Trip E 3174,00

Per Day E 1587,00

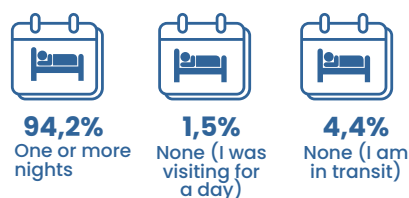
WHAT IS THE MAIN REASON FOR YOUR VISIT? WHO ARE YOU TRAVELLING WITH?



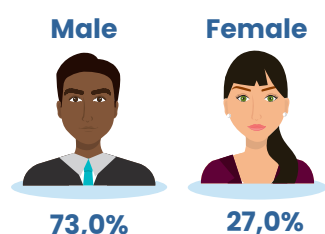
AGE GROUPS



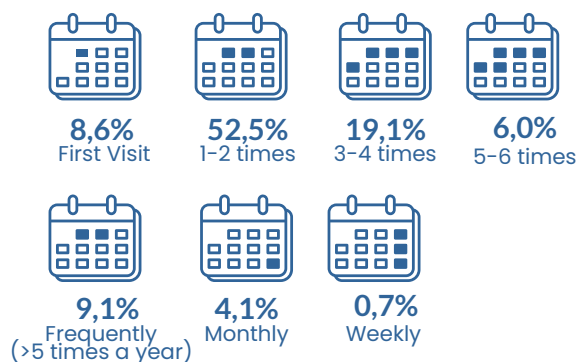
NUMBER OF NIGHTS



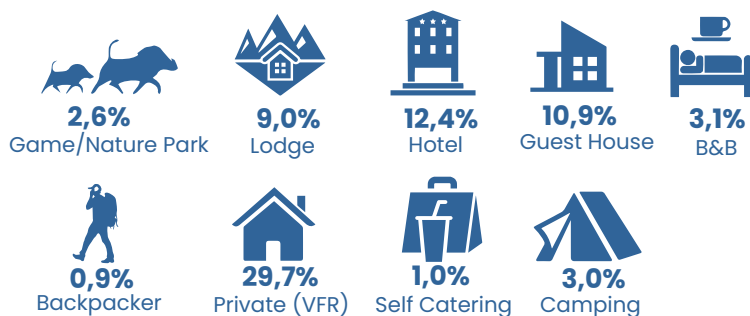
SOUTH AFRICAN VISITORS



FREQUENCY OF VISIT



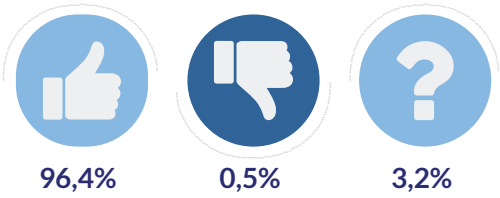
ACCOMMODATION



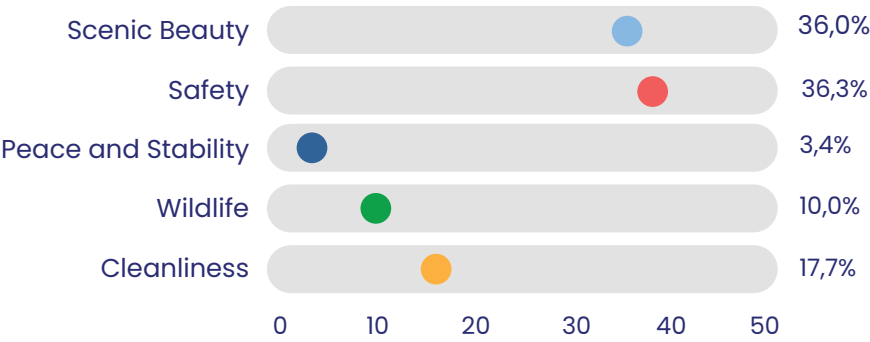
PERCEPTIONS PRIOR TO VISIT



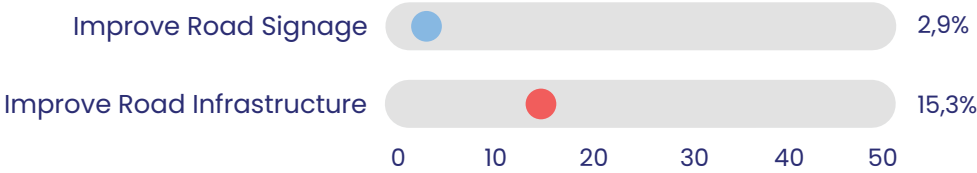
RECOMMENDATIONS



HIGHLIGHTS



COMPLAINTS



MOZAMBIQUE

MOZAMBIQUE



32 419 747
Total Population



1 407 676
Pensioners



2,918,700
Facebook users



394 000
Instagram users

Official Language
Portuguese



\$647,14
Per Capita GDP



Metical
Currency



6 523 613
Internet users



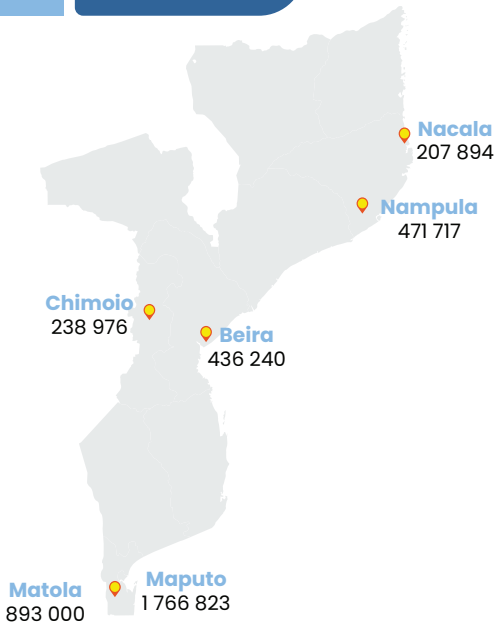
28,40%
Unemployment



25 days
Annual leave days

USA Average Annual expenditure (MT)

Broken rice	7740
Bread	5200
Gasoline	18000
Medicine	1410
Tuition fees	12800
Cornflour	60



Arrivals in Eswatini



125 176

Av.Night Spent Per Trip



1,0

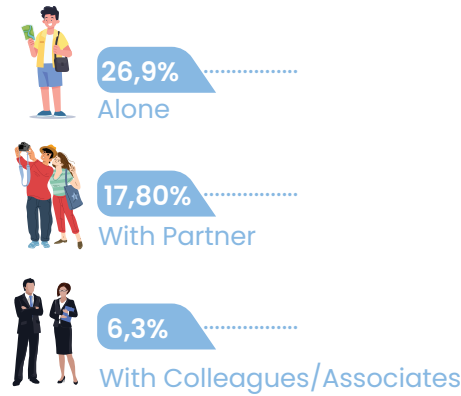
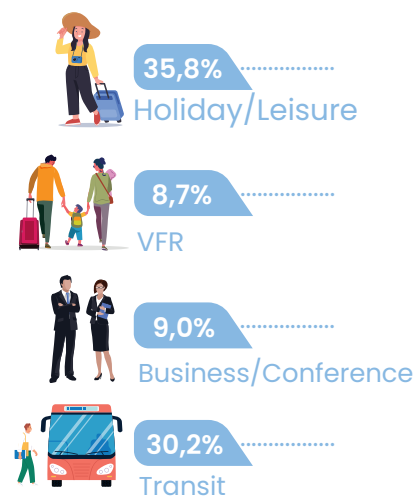
Av. Spend



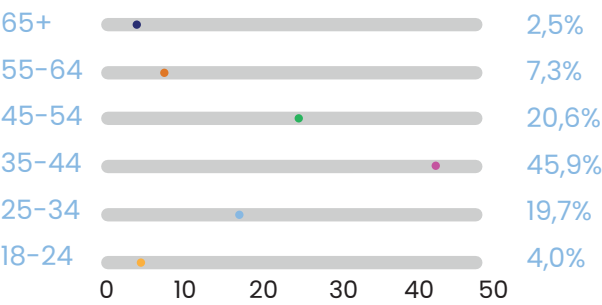
Per Trip E 3108,00

Per Day E 3108,00

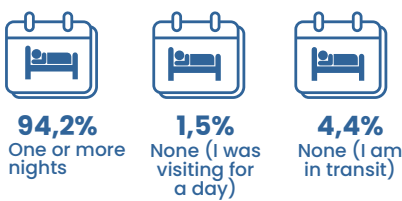
WHAT IS THE MAIN REASON FOR YOUR VISIT? WHO ARE YOU TRAVELLING WITH?



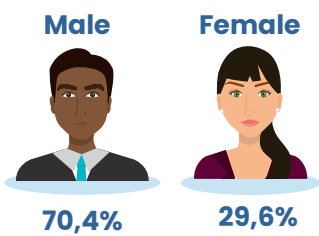
AGE GROUPS



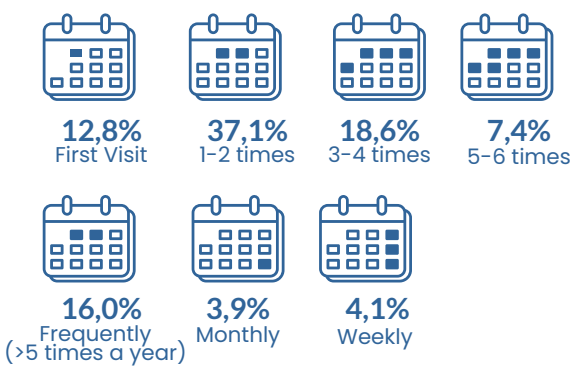
NUMBER OF NIGHTS



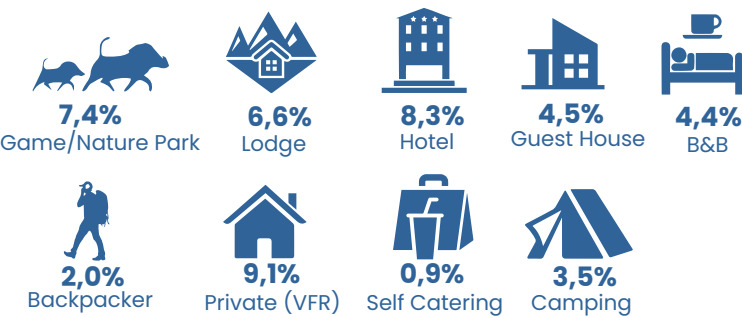
MOZAMBICAN VISITORS



FREQUENCY OF VISIT



ACCOMMODATION



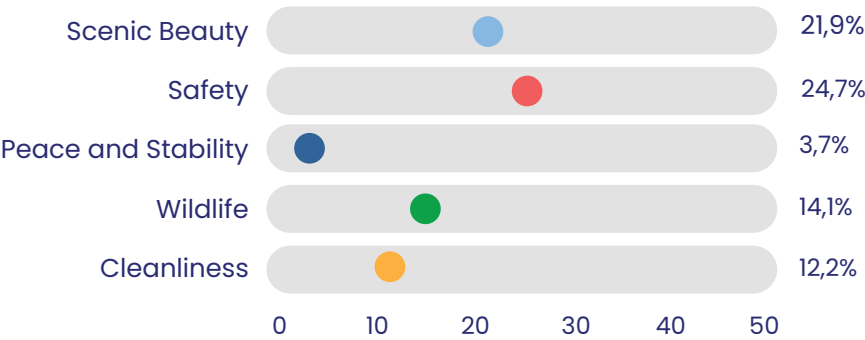
PERCEPTIONS PRIOR TO VISIT



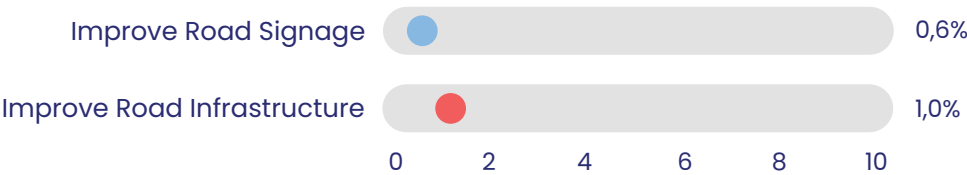
RECOMMENDATIONS



HIGHLIGHTS



COMPLAINTS





07



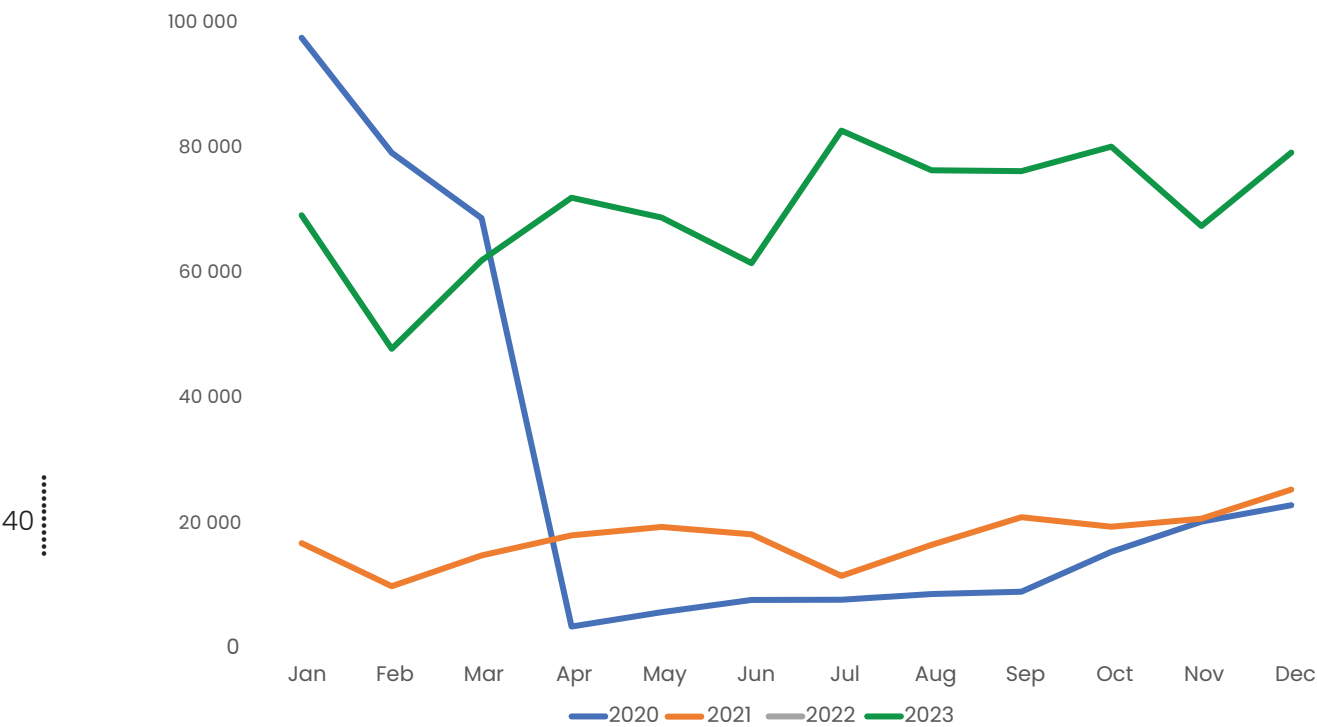
SEASONALITY

SEASONALITY

Overview:

Arrivals demonstrated distinct peaks across various regions and continents. Major puller events such as the Easter holidays (Mar-Apr), the MTN Bush Fire festival (May) the Umhlanga/Bikers weekend (Aug-Sept) and Incwala Ceremony (Dec-Jan). Summer (Southern Hemisphere) remained the peak arrival season with fewer arrivals registered during autumn.

ARRIVALS BY MONTH



SADC Arrivals

The top arrivals were primarily from the SADC region, with South Africa leading at 547 025, followed by Mozambique (125 176) and Zimbabwe (35 641). Lesotho and Botswana recorded 3 820 and 3 349 arrivals, respectively, with peak months in June and July. It's evident that the SADC region plays a significant role in driving visitor numbers.

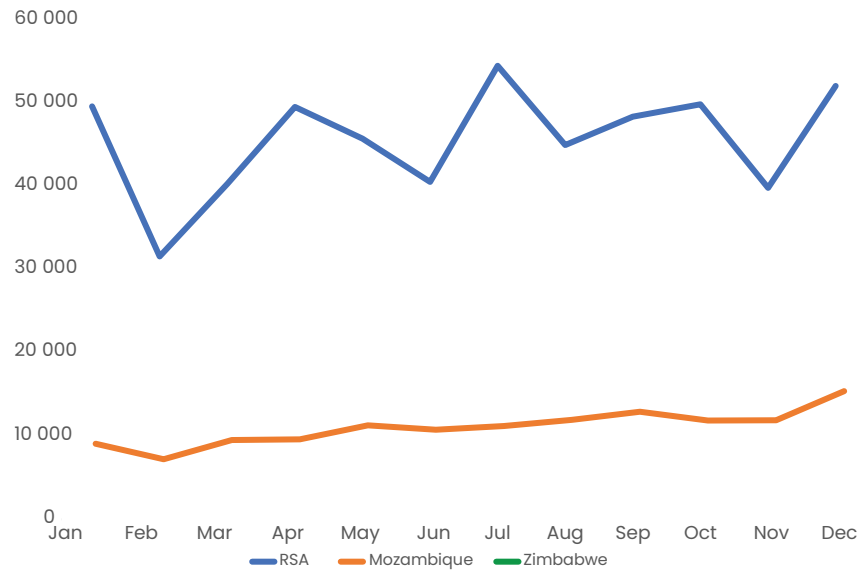
Sub-Saharan Africa Performance

Malawi, Kenya, and Tanzania emerged as significant contributors to arrivals from Sub-Saharan Africa. Their main purpose was attending conferences and trainings, demonstrated by peak travel months in June and September. Average nights spent ranged from 7 to 14 nights, reflecting extended stays for conference/ short course-related activities.

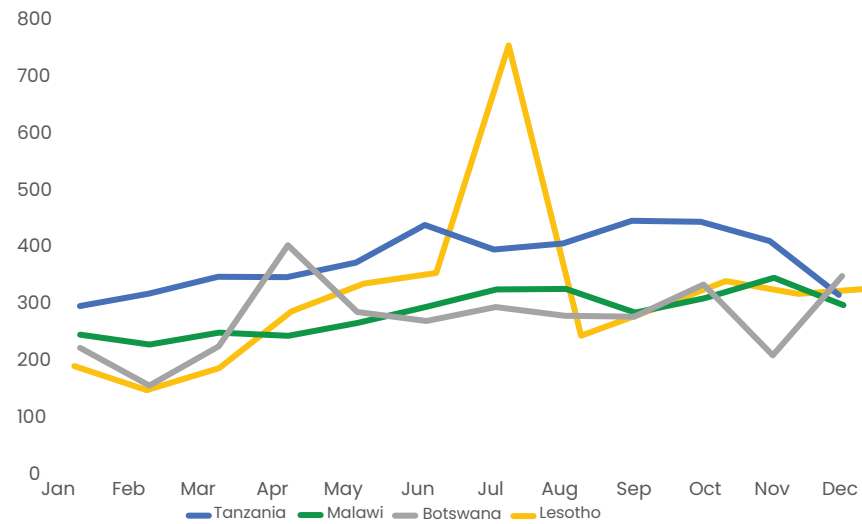
Overseas Arrivals

European traveller visitations were highest during the months of March, August and October. March is a winter month overseas and this turns to be a favourable time to travel to warmer climatic conditions of Eswatini. The Americas reached its peak in the month of March.

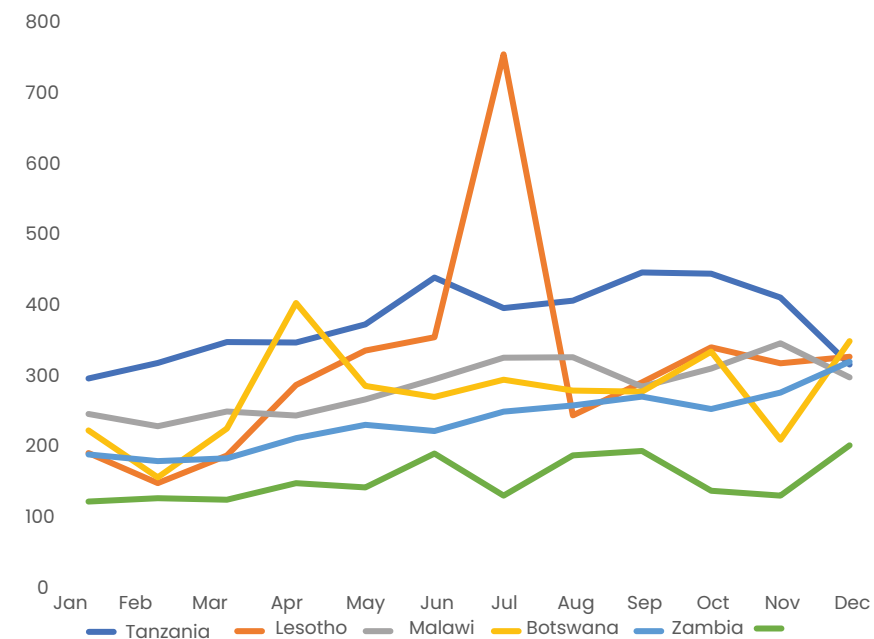
Top 7 SADC Countries RSA, Mozambique And Zimbabwe

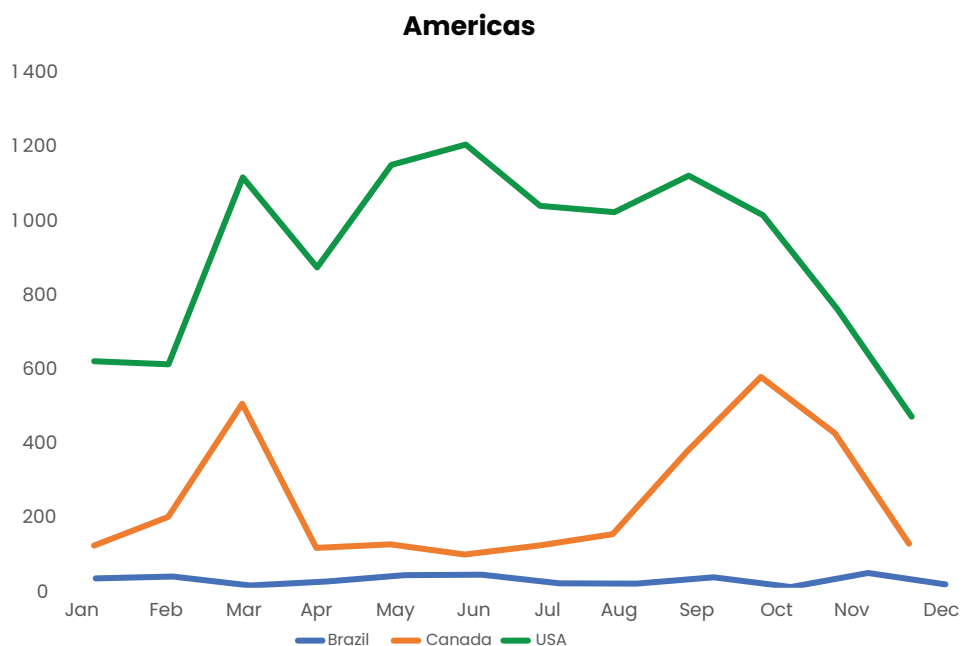
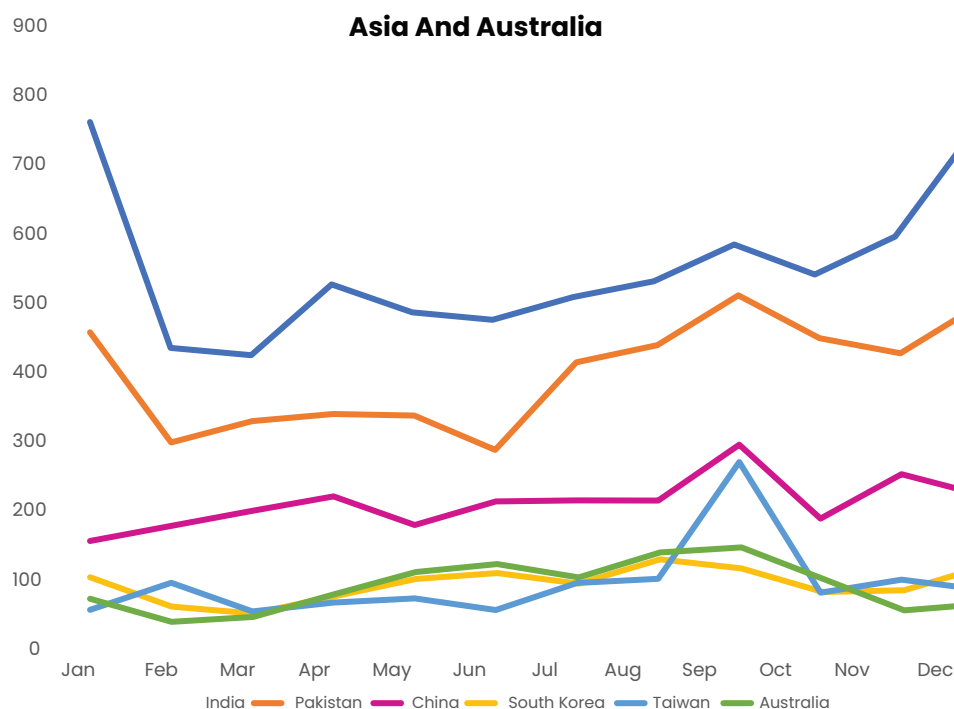
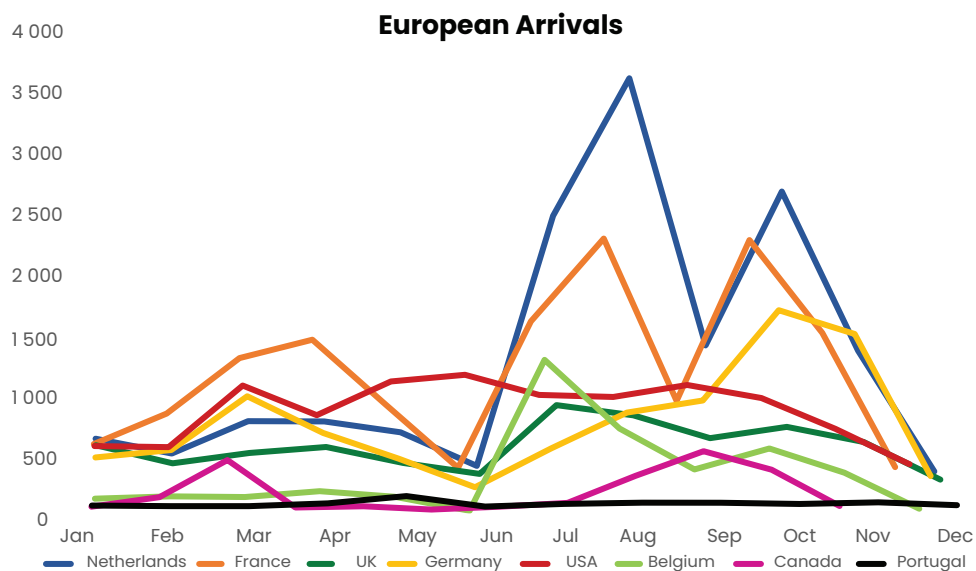


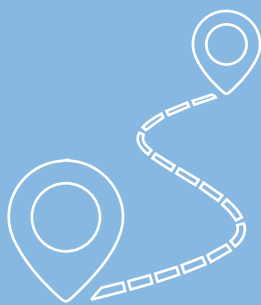
Top 7 Rest of SADC



Sub-Saharan Africa Arrivals



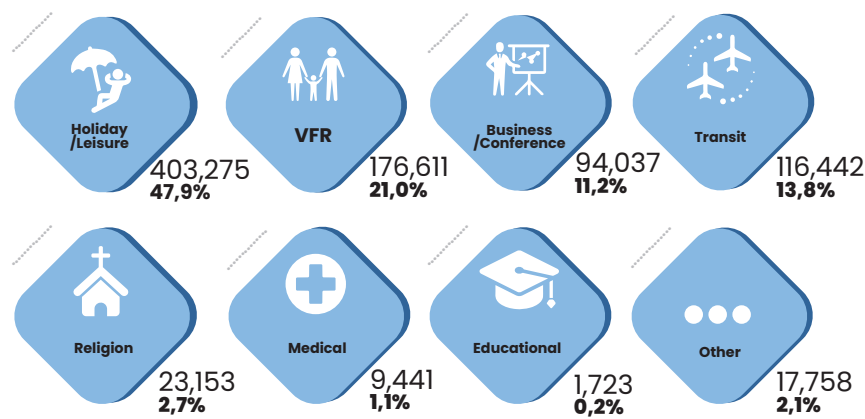




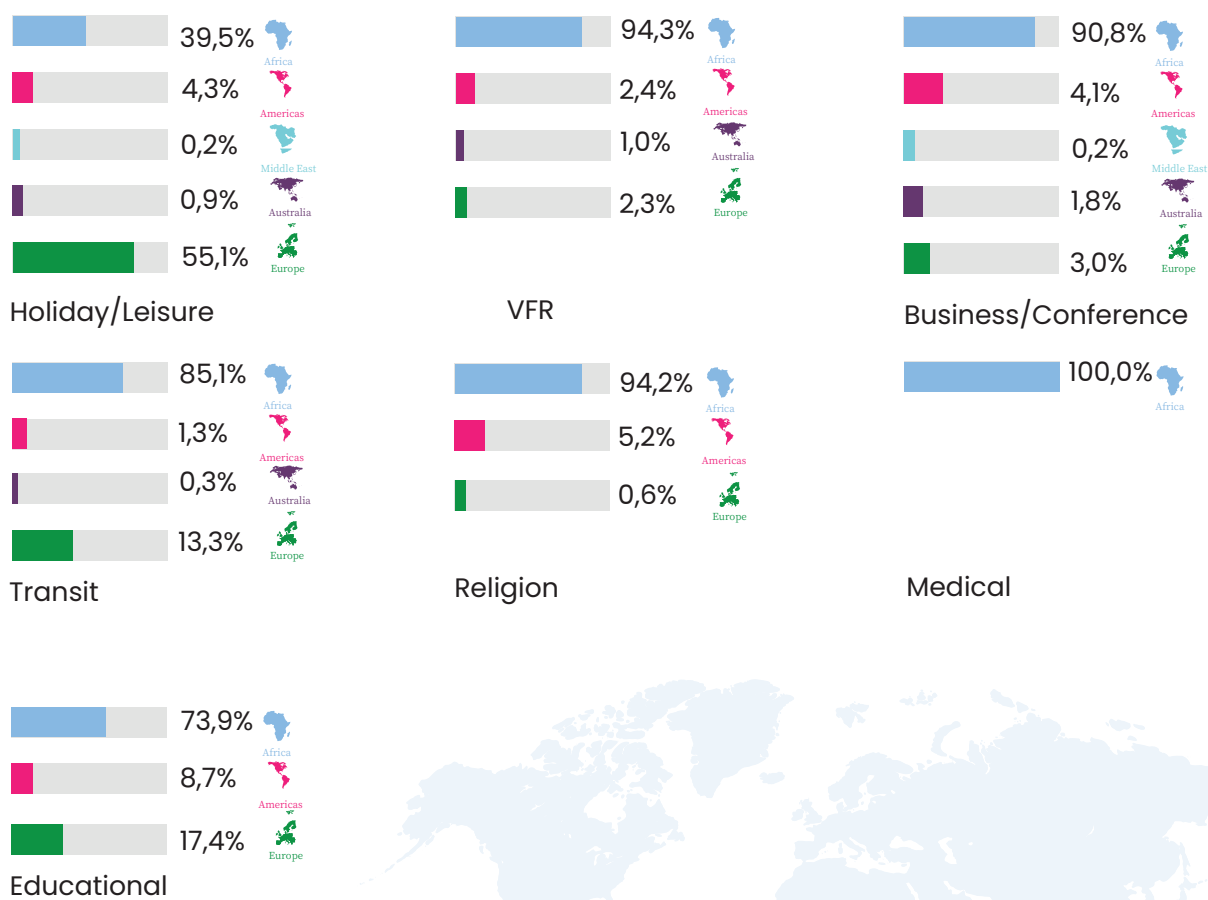
08

HOLIDAY PLANNING

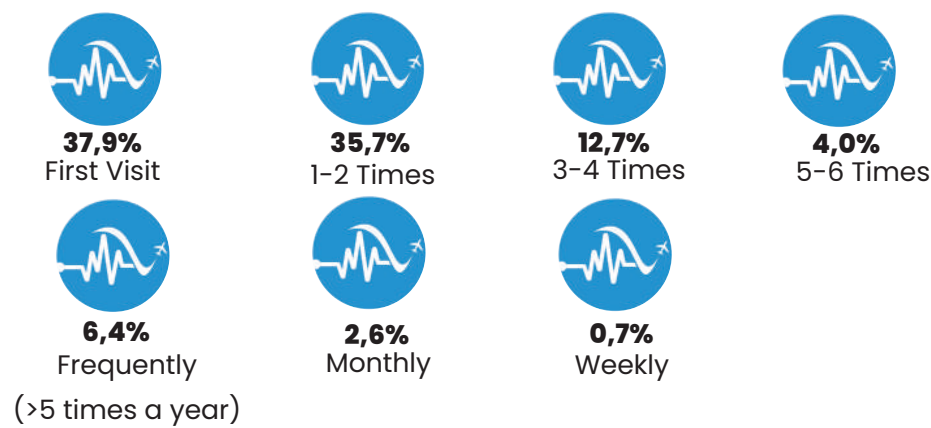
REASON FOR VISIT



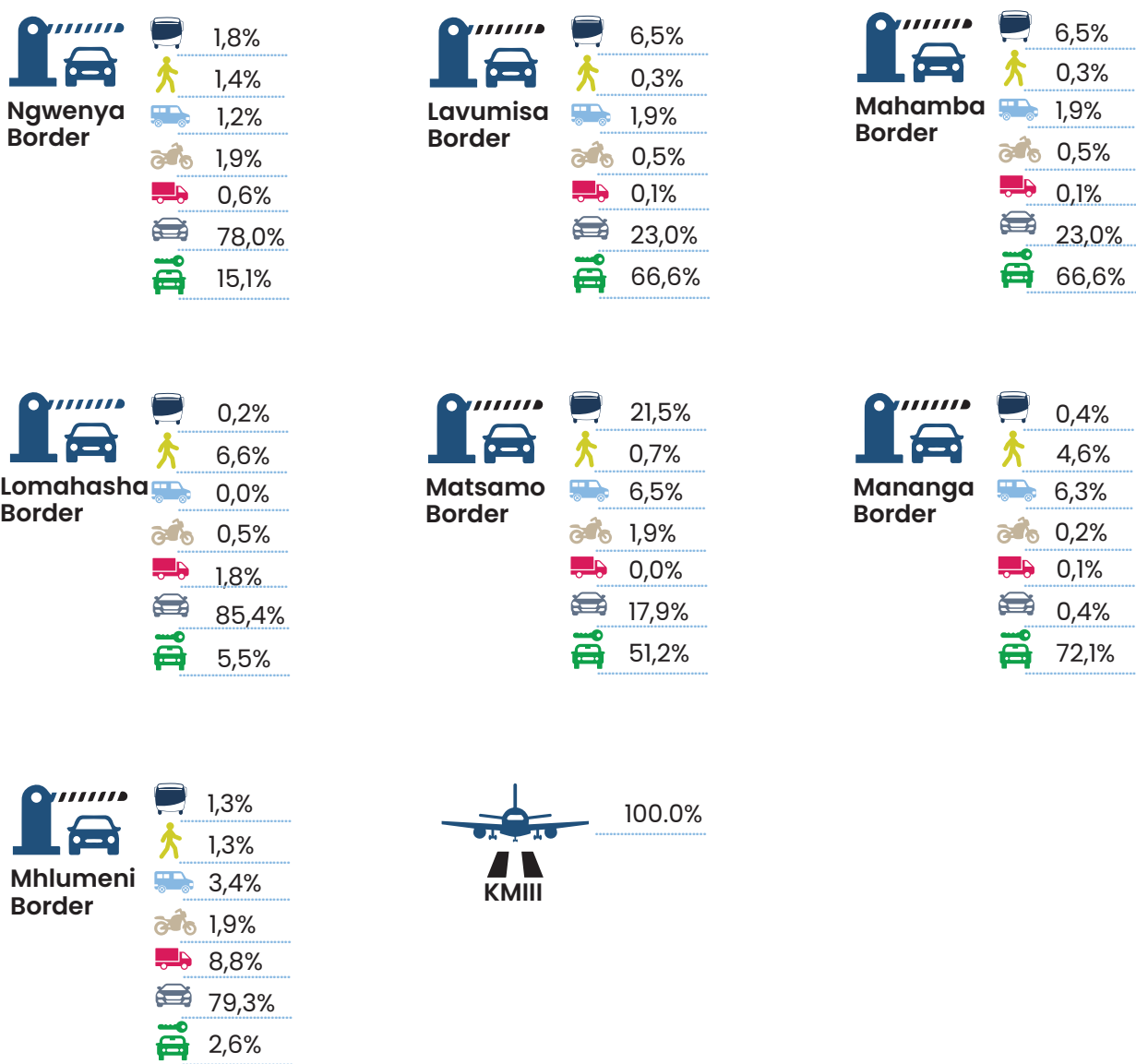
REASON FOR VISIT BY REGION



FREQUENCY OF VISIT

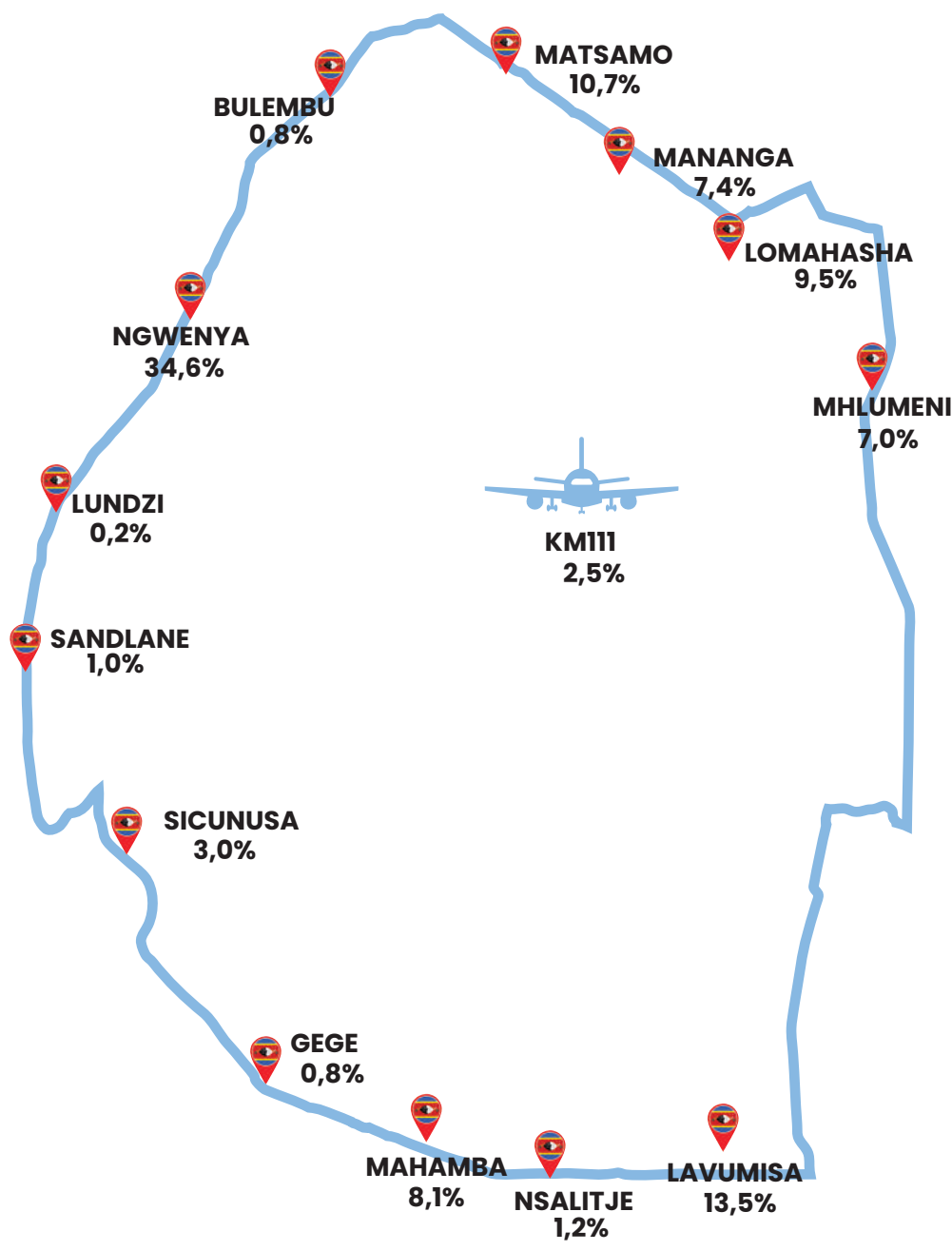


PORT OF ENTRY BY MODE OF TRANSPORT



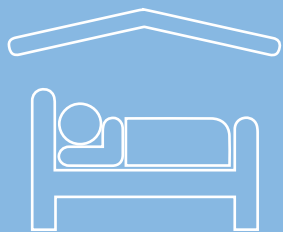
VISITORS BY PORT OF ENTRY

46



SOURCE OF INFORMATION

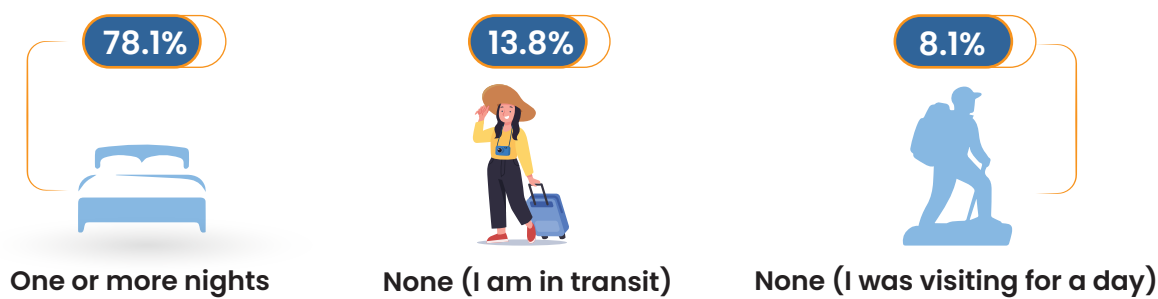




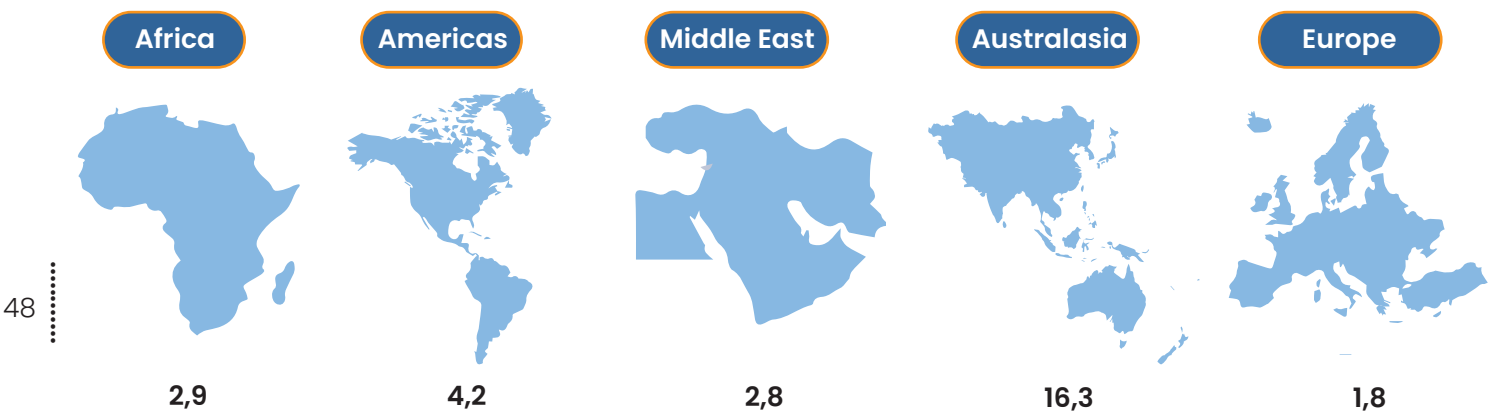
09

STAY IN ESWATINI

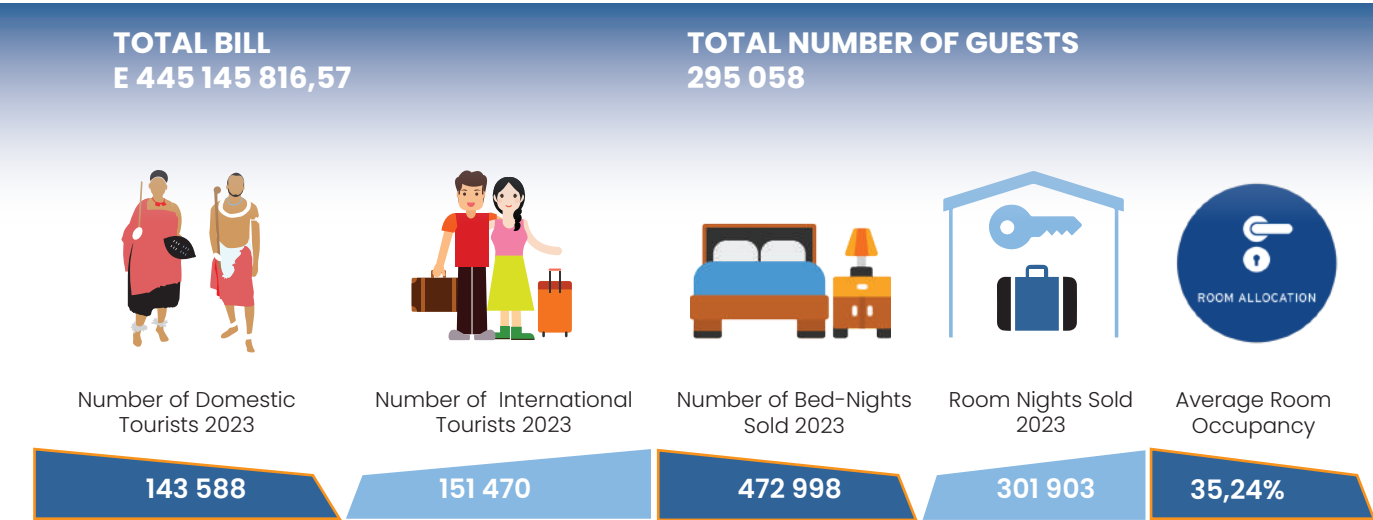
NUMBER OF NIGHTS SPENT IN ESWATINI



AVERAGE NUMBER OF NIGHTS BY REGION



SUMMARY OF THE FORMAL ACCOMMODATION SECTOR

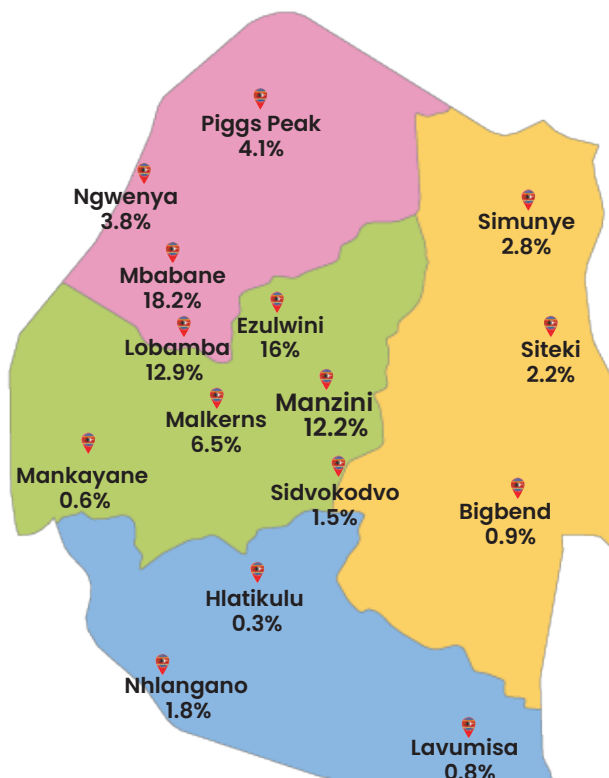




10

PLACES VISITED & ACTIVITIES

PLACES VISITED



50 Mbabane – the capital of Eswatini, recorded a notable boost in tourism, with 18.25% of Travellers in 2023, marking a clear rise from the 16% recorded in 2022.

Ezulwini retained its popularity attracting 16% in 2023, which was a slight increase from the 15% in 2022. This highlights its consistent appeal as a favoured destination.

The emergence of Lobamba as the third most visited destination in 2023, previously held by Manzini in 2022, with a notable increase from 8% to 12.9%, is largely attributed to the appeal of cultural and wildlife activities in the area.

ACTIVITIES ENGAGED IN

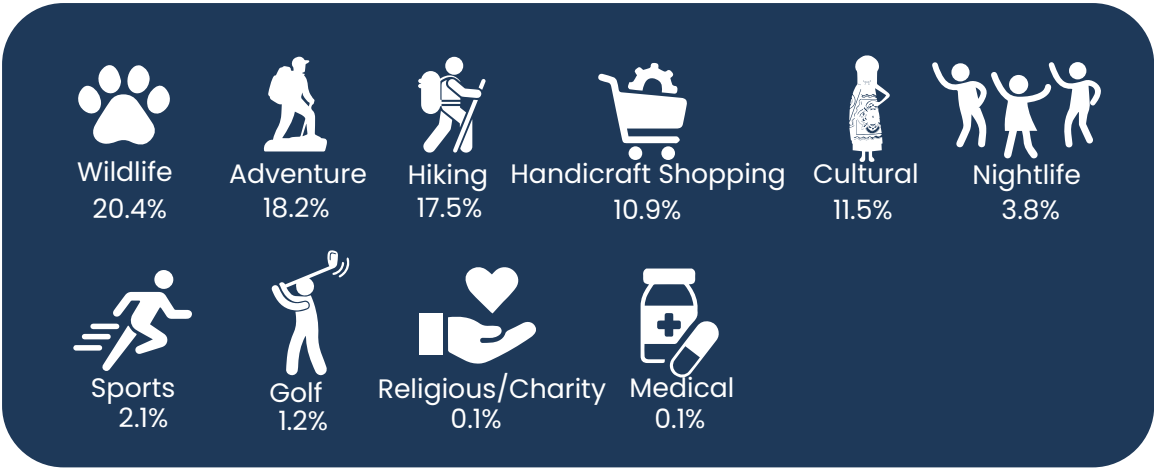


In 2023, handicraft shopping remained a prominent tourist activity maintaining its appeal at 15.8%, the same percentage as in 2022. This stability indicates a sustained interest in shopping experiences, emphasizing the significance of Eswatini as a retail destination.

The engagement with wildlife activities registered growth, increasing from 11.2% in 2022 to 14.5% in 2023. This notable rise highlights the strengthening allure of Eswatini's diverse ecosystems and conservation efforts, making it more attractive to wildlife enthusiasts.

Adventure tourism saw a slight decline, moving from 13.4% in 2022 to 12.6% in 2023. While still a significant portion, this shift suggests a nuanced trend in tourist preferences, possibly influenced by evolving adventure offerings or other factors impacting visitor choices.

ACTIVITIES BY HOLIDAY / LEISURE



In 2023, holiday visitors showed a slight decline in engagement in adventure activities, dropping to 18.2% from 20.2% in 2022. Conversely, wildlife-related activities experienced an increase, rising to 20.4% in 2023 from 17.3% in 2022. Hiking saw a modest uptick, reaching 17.5% in 2023 compared to 16.2% in 2022. Shopping, however, experienced a slight decrease, slipping from 11% in 2022 to 10.9% in 2023.

In 2023, African visitors predominantly South Africans (91%), showcased a strong inclination towards shopping activities, constituting 20.2% of their engagements. Private dealings accounted for 14.7%, while adventure and wildlife activities held an equal share of 6.3% among African visitors. European visitors in 2023 displayed varying preferences with 14.7% engaging in hiking, 14.8% in wildlife, and 12.2% in adventure

activities. Travellers visiting from Asia and The Pacific demonstrated a notable interest in wildlife with over 50% participation, followed by 14.3% in hiking and 38% in adventure activities.



11

MODE OF TRANSPORT

MODE OF TRANSPORT

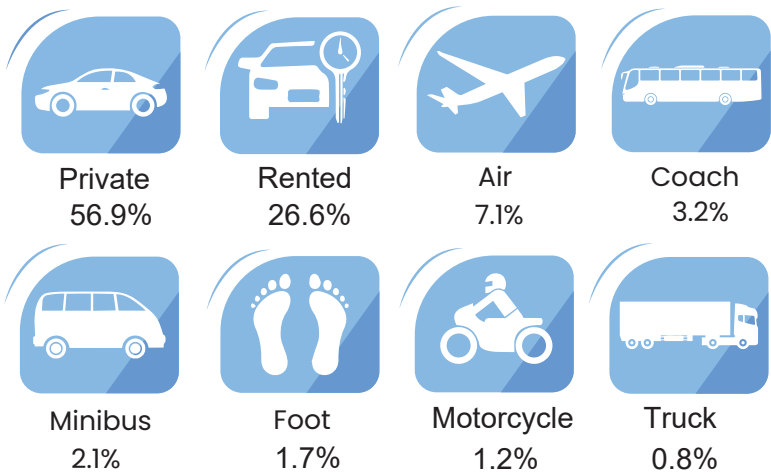
In 2023, the majority of travelers entering the country opted for use of private vehicles (56.9%), marking a 6.1% decrease from the preceding year 2022.

Concurrently, there was an 8.6% rise in rental vehicle usage, reaching 26.6% in 2023 compared to 2022. Notably, a significant number of travellers from The Netherlands (33%) rented vehicles

NEW AIR ROUTES

In the first six months of 2023, the average growth rate of air transport usage by tourists coming to Eswatini in 2023 was 25.1%. This indicates a strong positive trend in tourist numbers during this period, reflecting significant growth in tourism activity.

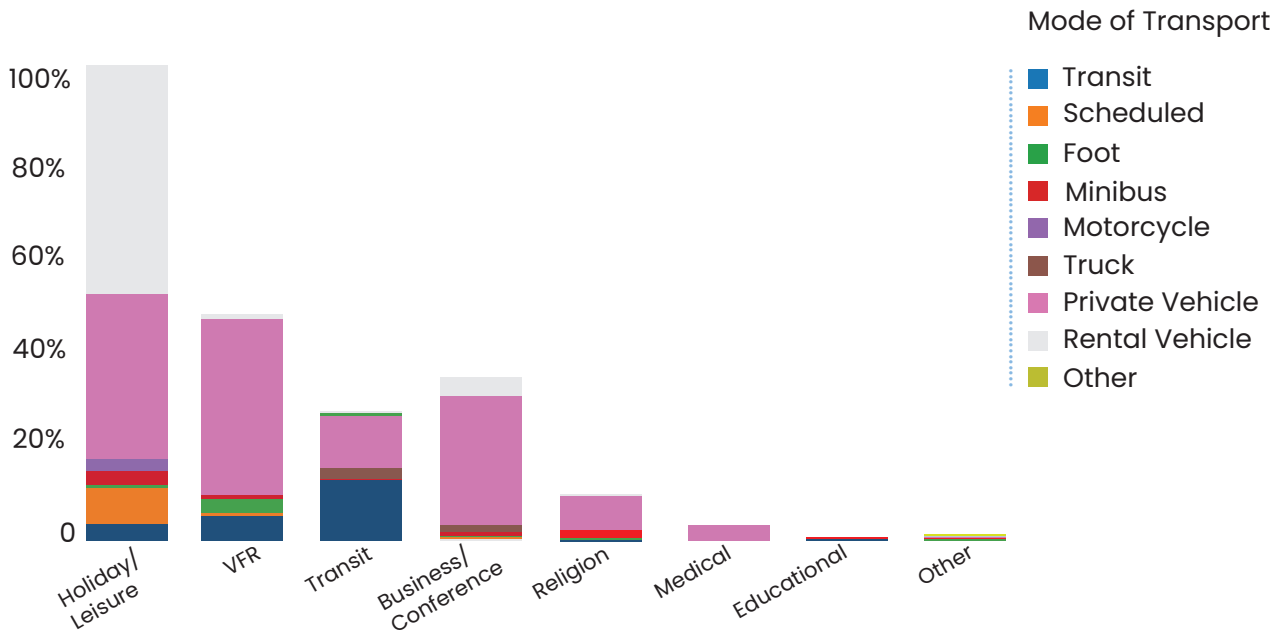
After June, when new routes were introduced, the average growth rate shifted to -3.82%. This negative growth rate suggests a decline in tourist numbers compared to the earlier months. It indicates a possible slowdown or decrease in tourism activity during this period.



The percentage of visitors who utilized air transport to enter Eswatini remained consistent at 7% in both 2023 and 2022. Of

these air travellers, 61% visited for business conference purposes.

REASON OF VISIT / MODE OF TRANSPORT



The majority of individuals who utilized rental vehicles employed them for holiday or leisure purposes, with a negligible number using them during transit. Private vehicles emerge

as the predominant mode of transportation, encompassing more than half of the overall usage. Notably, a substantial portion of visitors arriving in Eswatini via air travel were for

business conferences.



12

DAY VISITS IN ESWATINI

DAY VISITORS

In the year 2023, the tourism industry experienced a significant surge in day visitors, totaling an impressive 150 439 across 13 facilities. This marked a remarkable 39.4 percent increase from the previous year's 107 956 visits. The domestic market emerged as a major driver of this surge, recording the highest number of visits at 112 500. This showcased a robust year-on-year growth of 26.9 percent. Most domestic visitors undertook journeys within the range of 90km and above, from their usual place of residence.

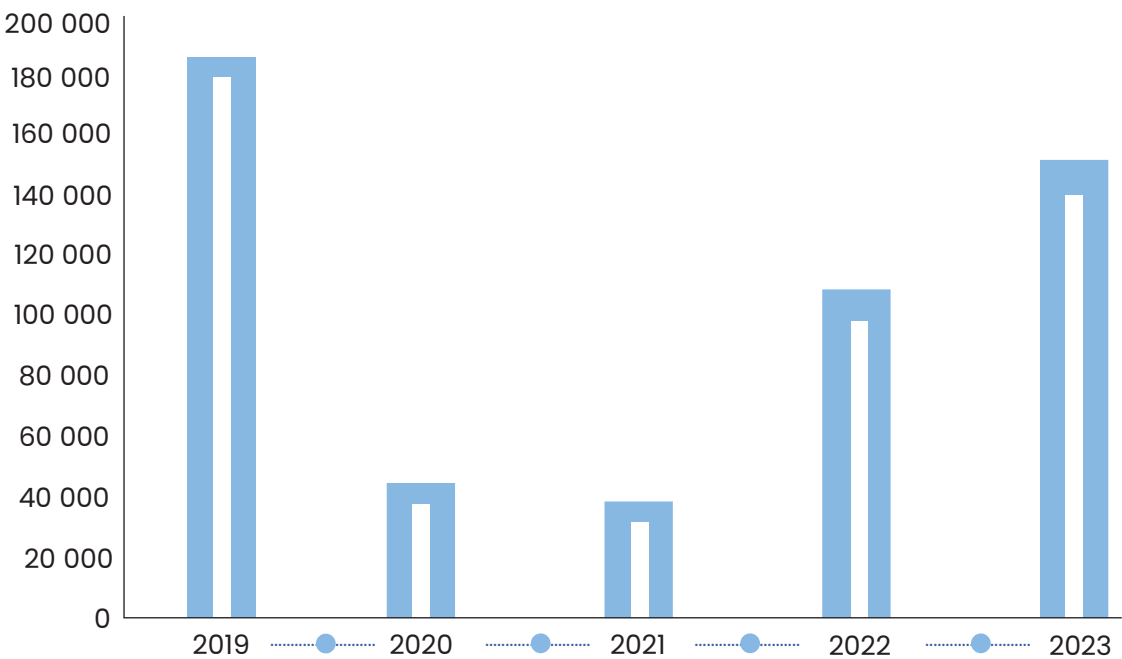
These were mostly school children who were engaging in educational tours accounting for 54.1 percent.

While the majority of visitors were domestic, the international tourism sector also demonstrated noteworthy figures. France (23.8%), South Africa (19.0%), and Netherlands (14.1%) emerged as the forerunners, leading the charts in international visits and securing spots in the top three contributing countries. The sterling performance showcased France taking a record-breaking

lead for the highest international visits surpassing the regional market.

European visitors accounted for 16.5 percent, and American visitors constituted 1.5 percent of the total day visits. Visitors from the Southern African Development Community (SADC) constituted 7.2 percent of day visits.

ANNUAL DAY VISITOR



55

ACTIVITIES ENGAGED IN

Eswatini attracted a substantial international visitor base, with over 70 percent actively participating in outdoor and nature-based activities. The majority of international visitors engaged in activities that allowed them to connect with Eswatini's rich natural and cultural tapestry.

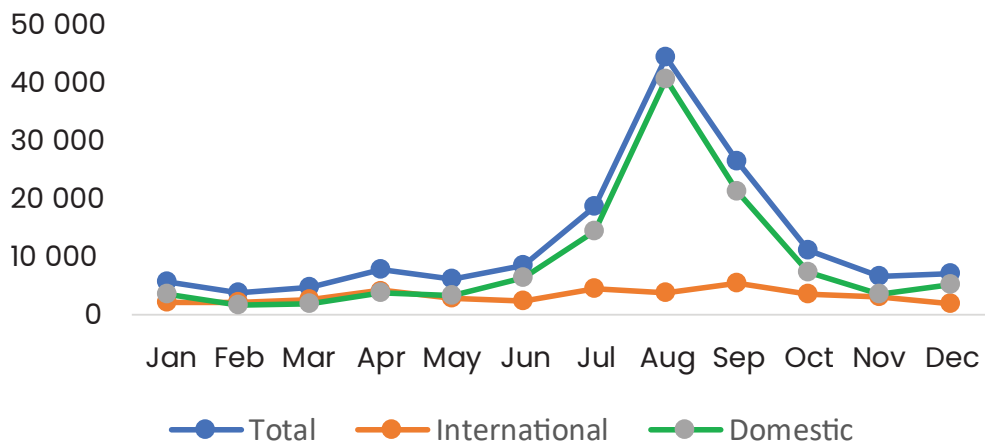
Overall visitors into day visitor facilities demonstrated a share on game viewing (62.4%) and cultural/ heritage sites (28.5%) accounting for the highest

number of visits year-on-year. Eswatini's diverse landscapes and rich biodiversity, including national parks and reserves, provided a captivating backdrop for wildlife enthusiasts.

Game Reserves accounted for the largest proportion of visitors, mainly by Emaswati, France (85.2%), Netherlands (70.4%) and Mozambique (63.8%) and Belgium (56.1%). Eswatini's deep-rooted cultural traditions, historical landmarks, and

vibrant heritage sites captivated the imagination of visitors, offering an immersive journey into the country's past and present. Germany (49.6%), Lesotho (73.5%) and UK (28.8%) mainly visited cultural heritage sites. Visitations to community based sites remained the least visited because of accessibility fueled by poor roads and low promotion of facilities.

DAY VISITOR ARRIVALS TREND

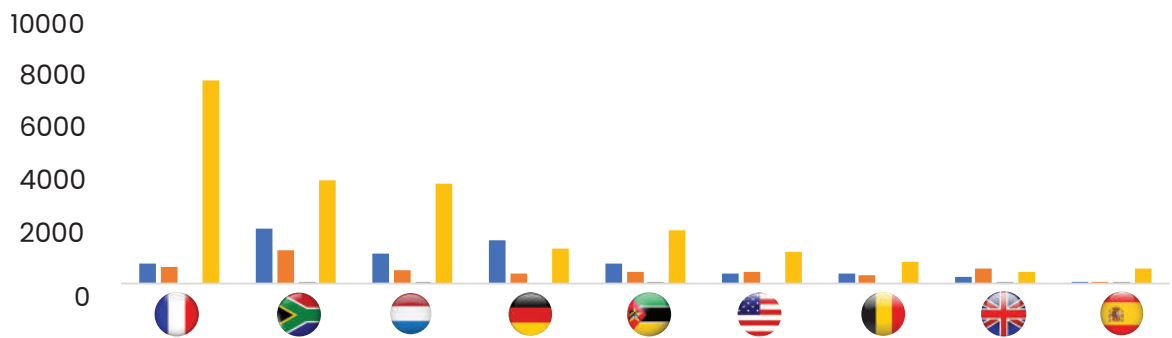


Domestic travel was high between April, August and December. August turns to be prime for school children on tour. April and December have been noted as favourable time out months with families, friends and relatives. International visits were high in the months of April, July and September.

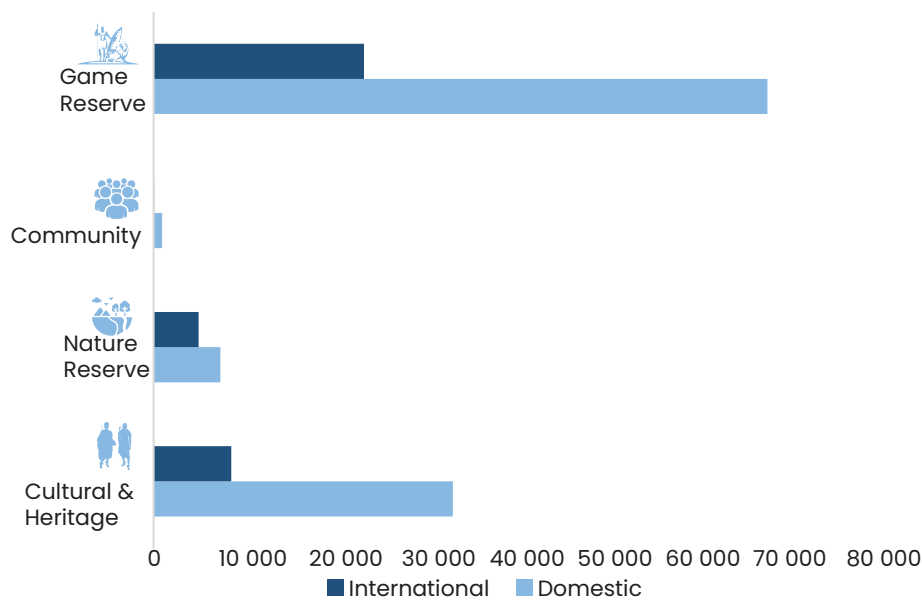
The synergy between game viewing, cultural sites, and community-based activities showcases the diverse appeal of Eswatini as a destination that caters to a wide range of interests throughout the year. There is need to formulate potential

strategies to convert some of the overnight outbound trips to domestic overnight stays.

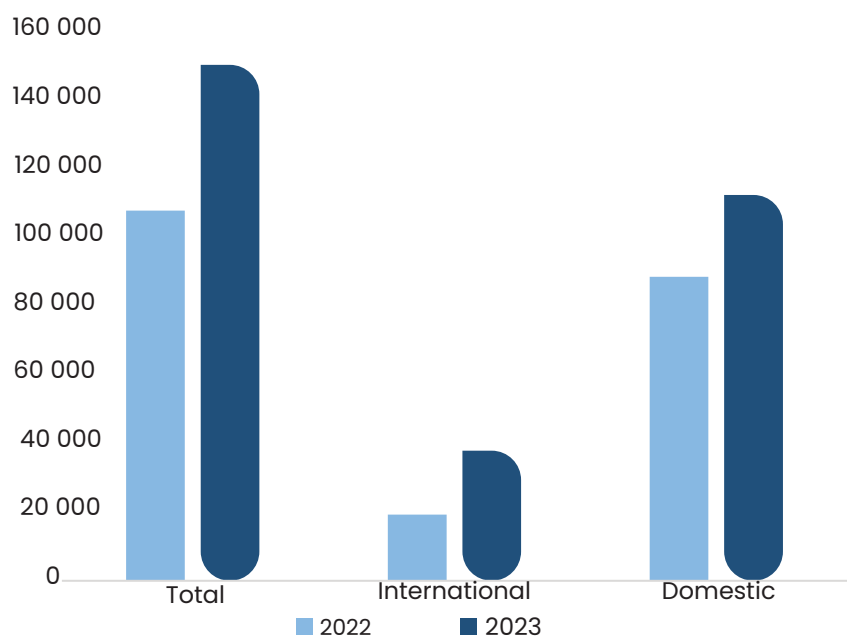
ANNUAL DAY VISITOR



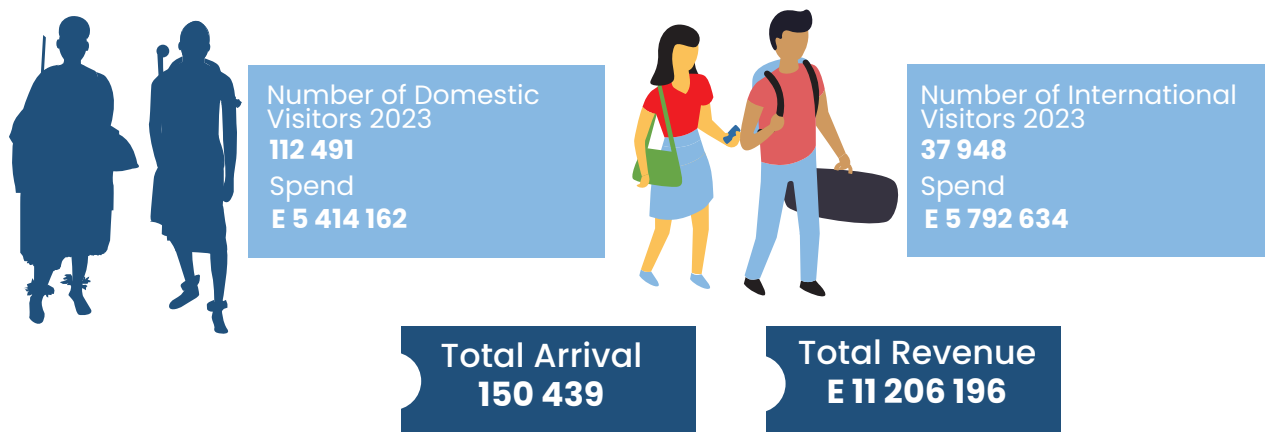
INTERNATIONAL & DOMESTIC VISITORS



ARRIVALS BY TYPE



DAY VISITORS SPEND





13

PACKAGED TOURS

PACKAGED TOURS

A Significant increase in Eswatini visitors using packaged tours was recorded: from 8% (2022) to 18.3% (2023), highlighting a growing preference for organized and convenient travel experiences. This signals a positive trend in line with evolving traveler expectations.

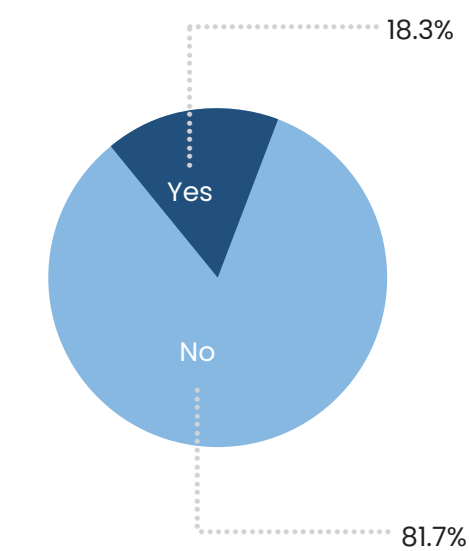
This surge underscores opportunities for the tourism industry to capitalize on demand by adapting offerings and fostering collaborations with tour opera-

tors, ensuring sustained growth in packaged tour utilization. Netherlands' visitors to Eswatini showed a notable increase in packaged tour usage, rising from 20.2% to 31.7% in 2023 and indicating a growing preference for organized travel experiences.

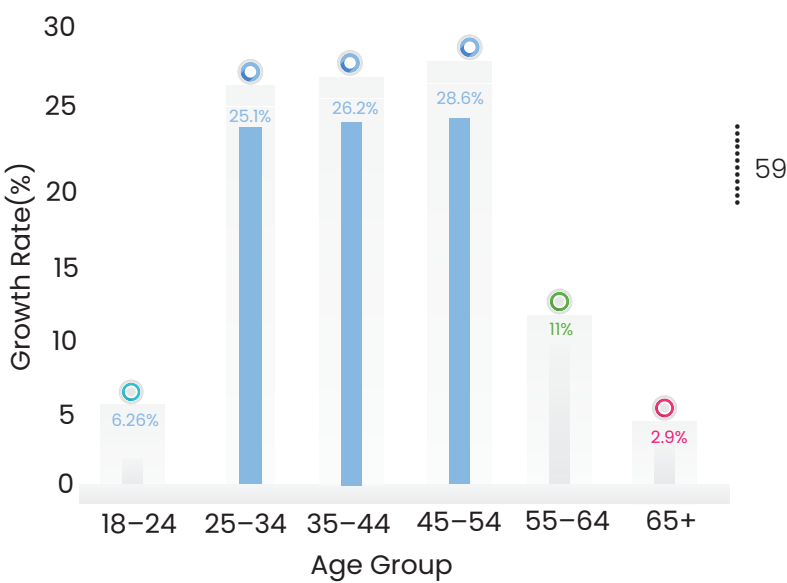
Belgium maintained a steady 9.7% utilization of packaged

tours in both 2022 and 2023. France experienced a decline in packaged tour utilization, dropping from 19.1% to 15.9% in 2023.

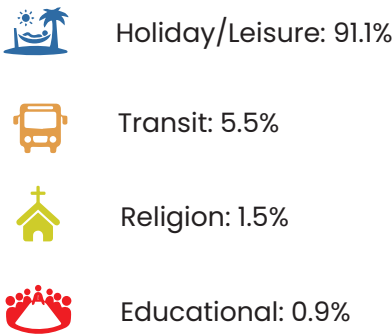
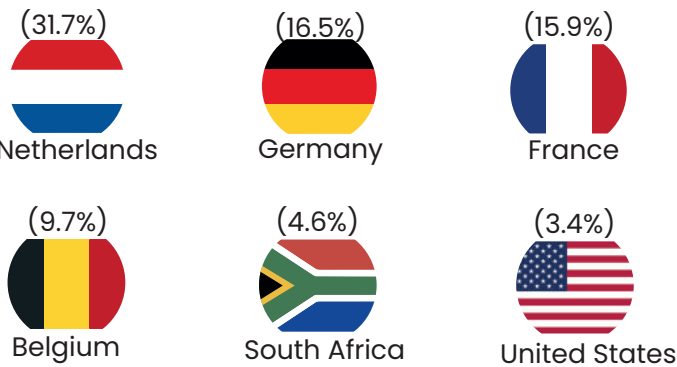
TRAVELLING ON A PACKAGE TOUR



AGE & TRAVELLING ON A PACKAGE TOUR



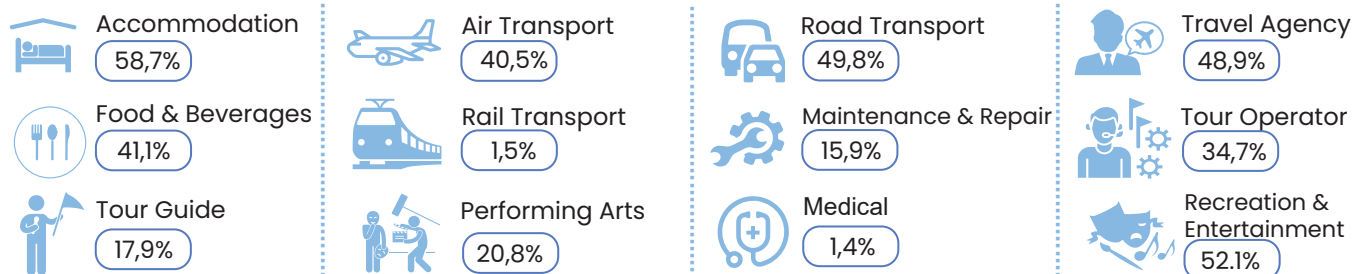
PACKAGED TOURS VISITORS BY COUNTRY OF RESIDENCE



SOURCE OF INFORMATION



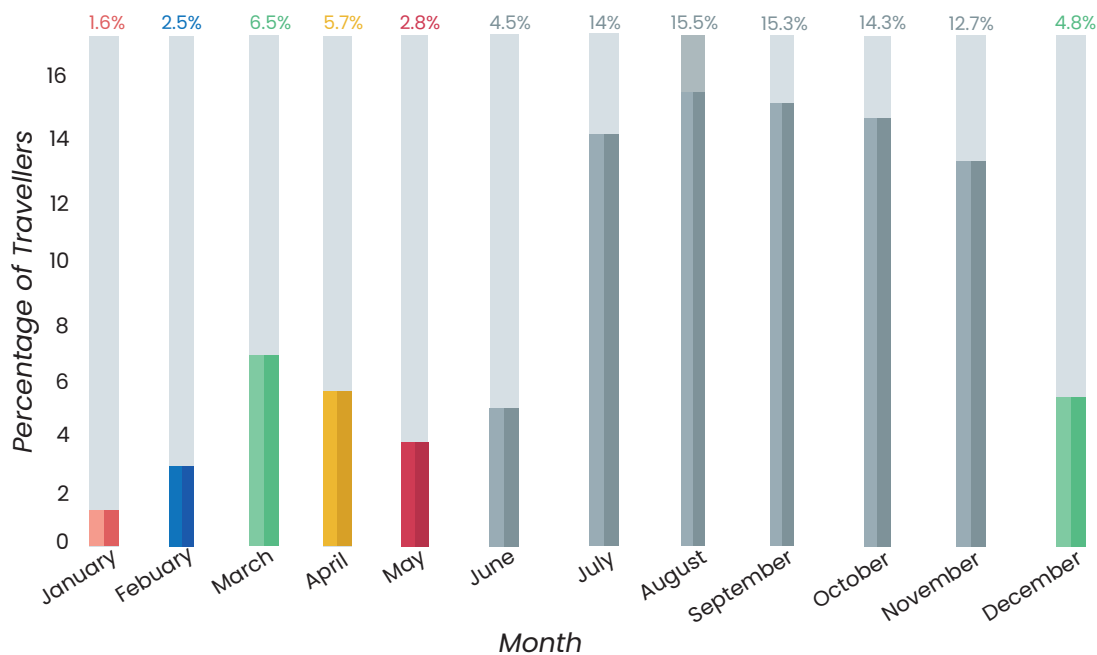
PACKAGE TOUR ATTRIBUTES



ACTIVITIES INCLUDED ON PACKAGE TOUR



PACKAGED TOURS BY MONTH



The middle-aged demographic, aged 25 years to 54 years, comprised of about 80% of the total tourists who travelled using packaged tours.

The package tours from June and November 2023 collectively constituted 76% of travelers

using packaged tours, indicating a substantial preference for this mode of travel during that period. This suggests a strong demand for structured and curated travel experiences among tourists during this timeframe.

The cooperative marketing of countries and markets in packaged tours plays a pivotal role in enhancing the appeal and accessibility of tourism offerings, fostering collaboration to attract diverse travelers and amplify destination visibility.



14



**RATING STAY IN
ESWATINI**

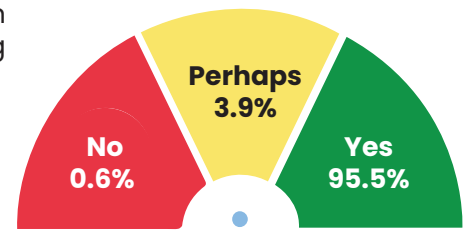
RATING STAY IN ESWATINI

The analysis highlights an impressive 95.5% of visitors expressing their intent to recommend Eswatini to others, underscoring the overwhelmingly positive experiences during their stay. A minimal 0.6% expressed reluctance to recommend, while 3.9% offered nuanced responses, indicating recommendations with reservations.

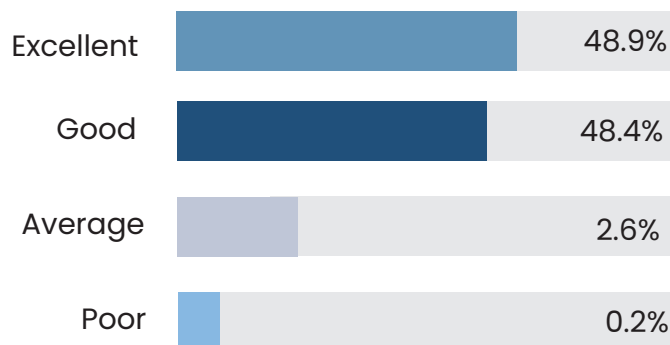
Visitor perceptions pre-visit: 14% envisioned Eswatini for its beautiful scenery, 7.6% identified it as a Kingdom, 6.6% deemed it a safe country, and 4.5% characterized it as small in size, reflecting a diverse range of expectations.

This positive feedback is a robust foundation for future marketing efforts, and addressing the concerns of the minority can guide strategic improvements for an even more universally satisfying tourism experience in Eswatini.

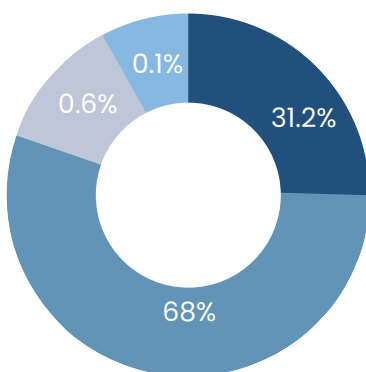
WOULD YOU RECOMMEND FOR A HOLIDAY VISIT



ACCOMMODATION



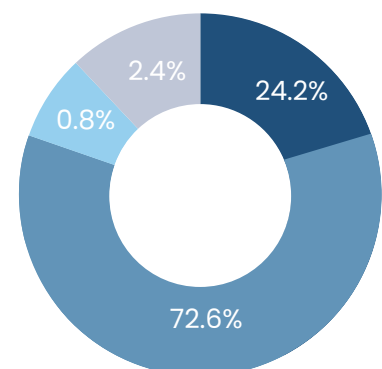
SECURITY & SAFETY



KEY

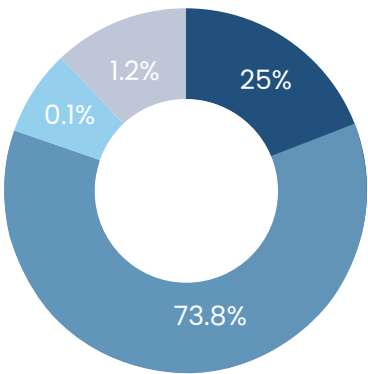


AVAILABILITY OF INFORMATION

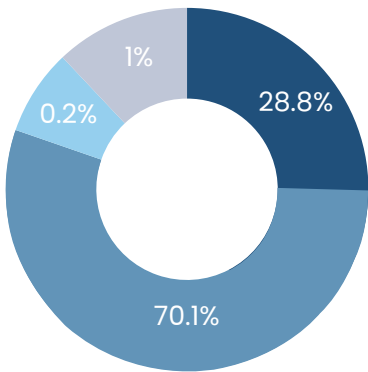


OVERALL CUSTOMER SERVICE

BORDER CONTROL SERVICES



KEY



POSITIVE PERCEPTIONS ABOUT ESWATINI



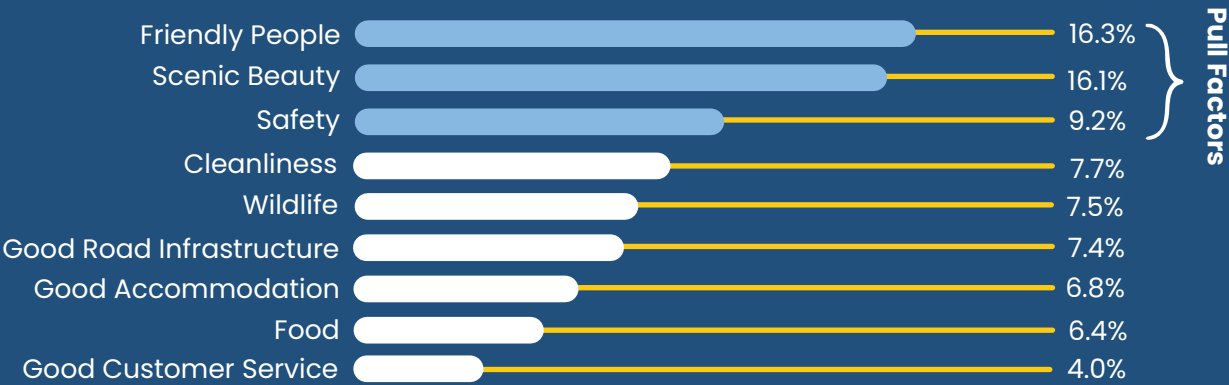
- 14% Beautiful Scenery
- 6.6% Safe
- 3.0% Beautiful Culture
- 2.6% Plenty of wildlife
- 2.1% Peaceful
- 1.0% Clean
- 1.0% Good Customer Service
- 0.9% Good Roads
- 0.7% Nice Weather

NEGATIVE PERCEPTIONS ABOUT ESWATINI

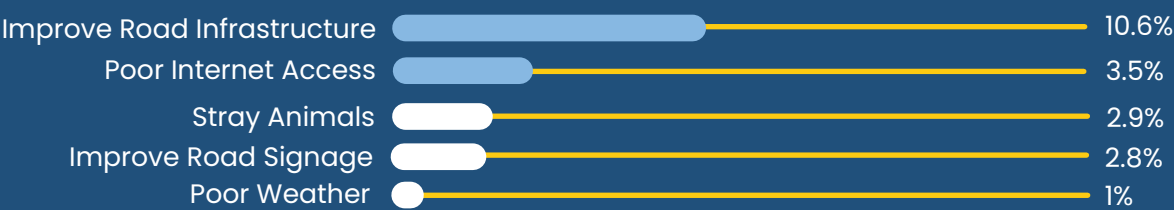


- 1.2% Poor Infrastructure
- 1.1% Poor Country
- 0.5% Unsafe Country
- 0.5% Poor Roads
- 0.3% High HIV Rate
- 0.2% Poor Internet

VISITOR HIGHLIGHTS



VISITOR COMPLAINS DURING STAY IN ESWATINI



Visitor responses highlight Eswatini's positive attributes: 16.3% emphasize friendly locals, 16.1% praise scenic beauty, 9.2% commend safety, and 7.7% appreciate cleanliness. These insights underscore the country's appeal for its welcoming atmosphere, stunning landscapes, safety measures, and cleanliness.

Visitor complaints highlight concerns with 10.6% citing poor road infrastructure, 3.5% noting inadequate internet access, and 2.9% expressing issues with stray animals, urging their removal. Additionally, 2.8% recommended improving road signage for a more seamless experience.



OUTLOOK

14

GLOBAL OUTLOOK

As technology continues to evolve, it will reshape how travelers plan, book and experience travel. Digital transformation, artificial intelligence, and data analytics will continue to reshape the sector. From this perspective, a widespread adoption of virtual reality and augmented reality for immersive travel experiences is expected which enable travelers to explore destinations from the comfort of their homes before making decisions. Travelers and stakeholders increas-

ingly prioritise sustainable and responsible tourism practices. It has therefore become imperative for sustainability to be viewed holistically, beyond travelers impact on the environment but ensuring that local people benefit from tourism and that those employed in the industry are paid a decent wage. This is evidenced by the increasing interest among consumers in sustainable accommodation, with travellers recognising the importance of select-

ing a responsible hotel brand or opting to stay in sustainable accommodation in order to help reduce their environmental impact. Eswatini therefore needs to be intentional in enacting policies and initiatives aimed at decarbonization of the travel and tourism sector.

THE YEAR AHEAD

Recovery of international tourism has been progressive from an extremely low base, and generally in line with earlier expectations.

• **High degree of vulnerability to system shocks:** Eswatini is highly susceptible to broad economic crisis or global events. Thus, the ongoing Ukraine-Russia conflict has had an adverse effect on global inflation and increased energy costs, amongst other disruptions. Market diversification should then be a long-term tourism strategy to reduce this vulnerability.

• **Inflationary Pressures:** Inflationary pressures lead to increased costs and reduce purchasing power, affecting consumer spending and business profitability.

• **Geopolitical tension:** Geopolitical tensions and conflicts in oil producing nations tends to significantly affect oil prices, which in turn increases production costs for businesses, leading to increased prices for goods and services. Consequently, consumers often face higher costs for fuel, which can reduce disposable income available for leisure travel.

• **Competitive Challenges:** In today's competitive tourism market where travelers seek destinations that offer a balance between cost and quality experiences, pricing tourism products and services too high without offering corresponding value brings the risk of losing tourists to other regional destinations. To thrive, Eswatini

has to swiftly adapt by enhancing services, innovating, and ensuring a compelling overall experience for visitors. Failing to meet these challenges could lead to a decline in the country's market share and financial performance within the competitive tourism landscape.



ON THE DOMESTIC FRONT

In contrast to the progressive recovery in international travel to Eswatini in 2024, growth in domestic travel is expected to be much more moderate. Domestic overnight leisure travel increased rapidly in 2022, but is now facing headwinds, including:

- increased competition from international outbound travel
- cost-of-living pressures leading to reduced discretionary

spending.

Meanwhile, domestic overnight business travel is expected to grow strongly in 2024, reflecting the continued recovery of the segment, which experienced a slower pick up in 2022 than leisure travel following the pandemic.

Across the regions, growth in domestic visitor nights will vary

in 2024. Regions that remained further below their pre-pandemic level in 2023 – and in particular including Mbabane and Manzini areas – are generally expected to continue to recover in 2024 and 2025. In contrast, those regions that experienced a surge in interregional holiday demand in 2023 are generally expected to see a pull-back in domestic leisure travel in the near-term.



15



ANNEX

ARRIVALS BY COUNTRY

Eswatini Tourism Statistics 2023 – Arrivals by country												
COUNTRY OF RESIDENCE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AFRICA	62 660	41 939	53 849	64 070	61 678	56 183	71 313	62 243	66 681	67 128	57 151	73 598
Botswana	226	160	229	407	289	274	298	283	281	338	213	353
Kenya	112	117	114	138	132	181	120	178	185	127	120	193
Lesotho	194	152	191	290	339	358	758	248	294	344	321	330
Malawi	249	232	253	247	270	299	329	330	288	314	350	301
Mozambique	8 424	6 534	8 870	8 966	10 663	10 128	10 582	11 329	12 314	11 250	11 285	14 829
Nigeria	99	96	127	134	168	130	155	171	168	172	121	162
RSA	49 617	31 598	40 315	49 564	45 750	40 540	54 501	44 974	48 387	49 877	39 825	52 077
Tanzania	300	322	351	351	376	442	399	410	450	448	414	319
Zambia	192	183	187	215	234	225	253	262	274	257	280	323
Zimbabwe	2 658	2 123	2 658	3 037	2 749	2 764	3 111	3 238	3 188	3 279	3 235	3 601
Other Africa	589	423	554	720	706	842	805	820	852	723	988	1 109
NORTH & SOUTH AMERICA	845	924	1 694	1 081	1 397	1 406	1 225	1 262	1 624	1 669	1 286	677
Brazil	41	46	22	33	50	51	28	27	44	18	56	25
Canada	130	207	512	123	133	106	129	160	383	584	432	135
USA	627	618	1 122	879	1 156	1 211	1 045	1 028	1 126	1 020	767	477
Other America	47	53	38	45	58	38	22	46	71	47	31	40
MIDDLE EAST	60	48	74	78	81	48	91	118	106	80	37	58
Kuwait	0	0	0	0	0	0	1	3	0	0	0	
Iran	2	4	1	11	5	3	11	3	8	5	5	
Israel	46	31	51	35	21	20	65	79	50	49	8	15
Saudi Arabia	0	0	0	3	15	3	4	2	3	2	0	
UAE	0	0	0	6	7	6	1	5	5	1	0	
Other Mid East	12	13	22	23	33	16	9	26	40	23	24	33
ASIA & AUSTRALIA	1 874	1 341	1 368	1 706	1 548	1 504	1 734	1 874	2 201	1 730	1 822	2 112
Australia	74	41	48	81	113	125	105	141	149	103	58	67
China	158	180	202	222	181	215	217	216	297	190	255	224
India	763	437	426	529	488	478	511	533	586	543	598	755
Pakistan	460	300	331	342	339	290	416	441	513	451	429	501
Philippines	18	25	32	60	16	38	25	40	21	24	11	74
South Korea	106	63	53	78	103	112	96	131	118	84	87	122
Taiwan	58	97	56	69	75	58	97	103	272	83	102	87
Other Asia	236	197	219	324	232	189	267	268	244	251	283	281
EUROPE	3 660	3 507	4 898	4 957	4 016	2 310	8 270	10 775	5 549	9 467	7 074	2 678
Belgium	195	214	209	256	211	97	1 333	770	435	606	408	112
France	643	892	1 347	1 497	970	448	1 648	2 326	996	2 315	1 554	454
Germany	533	594	1 034	733	521	289	606	900	1 000	1 740	1 545	381
Italy	105	46	80	132	149	99	167	776	168	84	116	98
Netherlands	687	565	830	828	739	464	2 513	3 640	1 451	2 713	1 407	418
Norway	21	35	48	33	19	22	24	16	16	41	46	16
Portugal	160	150	150	195	314	143	187	206	205	185	212	165
Sweden	62	48	34	46	84	21	28	24	32	29	88	76
Switzerland	108	110	107	183	146	55	186	105	90	267	241	91
UK	633	485	570	619	488	398	962	878	691	784	660	352
Other Europe	514	368	490	434	374	275	618	1 134	466	703	797	515
GRAND TOTAL	69 099	47 760	61 883	71 892	68 720	61 451	82 633	76 272	76 162	80 074	67 371	79 124

Source: ETA in collaboration with the Department of Immigration (Entry/Departure Cards)

ARRIVALS FROM SELECTED COUNTRIES

CHARACTERISTICS	AFRICA								
	Botswana			Kenya			Lesotho		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
TOTAL ARRIVALS	3 349	100,0%	47,8%	1 718	100,0%	62,7%	3 820	100,0%	49,0%
MODE OF TRAVEL	3 349		47,8%	1 718		62,7%	3 820		49,0%
Air	827	24,7%	-17,8%	1 718	100,0%	91,9%	535	14,0%	14,6%
Land	2 522	75,3%	100,2%			-100,0%	3 285	86,0%	56,7%
GENDER	3 349		47,8%	1 718		62,7%	3 820		49,0%
Male	1 812	54,1%	-10,1%	1 086	63,2%	79,1%	1 872	49,0%	86,3%
Female	1 537	45,9%	511,1%	632	36,8%	40,5%	1 948	51,0%	25,0%
AGE GROUP	3 349		47,8%	1 718		62,7%	3 820		49,0%
<18	77	2,3%	183,3%				42	1,1%	-58,0%
18-24			-100,0%	91	5,3%	-	122	3,2%	22,3%
25-34	529	15,8%	34,2%	271	15,8%	-18,1%	642	16,8%	-29,1%
35-44	1 212	36,2%	39,3%	632	36,8%	70,1%	1 085	28,4%	53,9%
45-54	1 229	36,7%	103,1%	362	21,1%	32,5%	1 127	29,5%	87,1%
55-64	301	9,0%	-11,9%	271	15,8%	359,0%	806	21,1%	433,0%
65+				91	5,3%	353,8%			-
LENGTH OF DAYS	3 349		47,8%	1 718	%	62,7%	3 820		49,0%
Under 1 day	130	3,9%	-						-100,0%
1 Day	261	7,8%	379,8%			-100,0%	88	2,3%	-74,8%
2 Days	1 566	46,8%	214,1%	132	7,7%	-17,6%	1 872	49,0%	100,1%
3 Days	870	26,0%	43,2%	397	23,1%	106,5%	1 066	27,9%	30,8%
4 Days	261	7,8%	57,8%	132	7,7%	37,7%	443	11,6%	90,0%
5 Days	43	1,3%	-84,3%	132	7,7%	3,5%	88	2,3%	-23,8%
6 Days	87	2,6%	-68,5%			-100,0%			
7 Days	43	1,3%	-60,8%	132	7,7%	105,4%			
8- 10 Days	44	1,3%	-60,8%	395	23,0%	1147,3%			
11 -14 Days	44	1,3%	-60,8%	265	15,4%	310,7%	88	2,3%	-
15 - 29 Days				132	7,7%	105,4%			
30- 59 Days							88	2,3%	-
60 Days & Over			-100,0%				88	2,3%	-
Av. Length of Stay (Days)	2,7		-60,9%	8,2		62,6%	5,05		109,5%
Visitor Nights	9 009		-42,2%	14 139		164,6%	19 291		212,3%

ARRIVALS FROM SELECTED COUNTRIES-Continued

CHARACTERISTICS	Malawi			AFRICA			Nigeria		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
TOTAL ARRIVALS	3 462	100,0%	103,8%	125 176	100,0%	111,7%	1 704		9,1%
MODE OF TRAVEL	3 462		103,8%	125 176			1 704		9,1%
Air	3 462	100,0%	231,3%	125	0,1%	-64,7%	1 278	75,0%	9,1%
Land	1 333	38,5%	103,8%	125 051	99,9%	112,8%	426	25,0%	9,1%
GENDER	3 462		103,8%	125 176			1 704		9,1%
Male	2 077	60,0%	76,7%	70 724	56,5%	99,7%	1 704	100,0%	21,2%
Female	1 385	40,0%	164,6%	54 452	43,5%	129,7%			-100,0%
AGE GROUP	3 462		103,8%	125 176			1 704		9,1%
<18				13 269	10,6%	122,2%			
18-24	132	3,8%	103,8%	9 513	7,6%	155,4%			-100,0%
25-34	495	14,3%	8,3%	24 159	19,3%	82,4%			
35-44	990	28,6%	68,4%	42 059	33,6%	128,7%			-100,0%
45-54	1 236	35,7%	170,4%	21 155	16,9%	92,4%	1 704	100,0%	118,2%
55-64	741	21,4%	466,3%	10 264	8,2%	128,4%			
65+	0		-	4 757	3,8%	106,3%			
LENGTH OF DAYS	3 462		103,8%	125 176			1 704		9,1%
Under 1 day			-100,0%	65 968	52,7%	198,3%			-100,0%
1 Day				22 532	18,0%	79,8%			-100,0%
2 Days	433	12,5%	-	29 166	23,3%	88,3%			
3 Days			-100,0%	5 758	4,6%	-2,6%			-100,0%
4 Days	433	12,5%	-	876	0,7%	-1,2%			-100,0%
5 Days	866	25,0%	561,6%	376	0,3%	-36,5%			
6 Days	433	12,5%	10,3%	376	0,3%	27,0%	852	50,0%	-
7 Days				125	0,1%	-69,8%			
8- 10 Days	433	12,5%	65,4%			-100,0%			
11 -14 Days			-100,0%			-100,0%	852	50,0%	-
15 - 29 Days	433	12,5%	-			-100,0%			
30- 59 Days	433	12,5%	-			-100,0%			-100,0%
60 Days & Over						-100,0%			-100,0%
Av. Length of Stay (Days)	12,9		204,5%	0,86		-61,3%	10		-63,1%
Visitor Nights	44 591		520,5%	107 651		-18,0%	17 040		-59,8%

ARRIVALS FROM SELECTED COUNTRIES-Continued

CHARACTERISTICS	RSA			AFRICA Tanzania			Zambia			Zimbabwe		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
TOTAL ARRIVALS	547 025	100,0%	56,9%	4 582	100,0%	60,9%	2 885	100,0%	23,4%	35 641	100,0%	80,7%
MODE OF TRAVEL	547 025			4 582		60,9%	2 885		23,4%	35 641		80,7%
Air	29 539	5,4%	56,9%	2 864	62,5%	60,9%	2 472	85,7%	23,4%	28 299	79,4%	80,7%
Land	517 486	94,6%	56,9%	1 718	37,5%	60,9%	413	14,3%	23,4%	7 342	20,6%	80,7%
GENDER	547 025			4 582		60,9%	2 885		23,4%	35 641		80,7%
Male	317 275	58,0%	53,2%	1 526	33,3%	-35,7%	1 846	64,0%	19,3%	17 535	49,2%	59,6%
Female	229 751	42,0%	62,3%	3 056	66,7%	542,8%	1 039	36,0%	31,5%	18 106	50,8%	107,2%
AGE GROUP	547 025			4 582		60,9%	2 885		23,4%	35 641		80,7%
<18	37 745	6,9%	77,5%	509	11,1%	-	118	4,1%	-	4 812	13,5%	639,1%
18-24	19 146	3,5%	5,6%			-100,0%			-100,0%	1 557	8,6%	263,6%
25-34	70 566	12,9%	6,5%	509	11,1%	-19,5%	531	18,4%	29,1%	4 918	13,8%	277,8%
35-44	143 321	26,2%	44,8%	1 017	22,2%	221,9%	883	30,6%	11,8%	7 734	21,7%	117,8%
45-54	144 962	26,5%	75,4%	2 039	44,5%	157,6%	1 001	34,7%	7,9%	8 233	23,1%	6,2%
55-64	102 294	18,7%	115,7%	509	11,1%	219,0%	352	12,2%	103,5%	5 560	15,6%	43,1%
65+	28 992	5,3%	107,9%			-			-	1 319	3,7%	-18,5%
LENGTH OF DAYS	547 025		56,9%	4 582		60,9%	2 885		23,4%	35 641		80,7%
Under 1 day	152 073	27,8%	67,8%						-100,0%	499	1,4%	-
1 Day	90 806	16,6%	62,8%			-100,0%			-100,0%	1 283	3,6%	124,3%
2 Days	172 313	31,5%	70,4%	3 437	75,0%	865,6%	640	22,2%	286,0%	4 883	13,7%	-6,9%
3 Days	85 336	15,6%	54,9%				320	11,1%	-36,0%	3 065	8,6%	5,7%
4 Days	20 240	3,7%	-6,4%				802	27,8%	60,4%	3 849	10,8%	65,4%
5 Days	8 752	1,6%	4,6%			-100,0%			-100,0%	4 883	13,7%	68,4%
6 Days	4 376	0,8%	-10,3%				320	11,1%	93,0%	2 317	6,5%	33,5%
7 Days	3 282	0,6%	34,5%				320	11,1%	-	2 067	5,8%	77,6%
8- 10 Days	4 376	0,8%	56,9%						-100,0%	1 533	4,3%	167,9%
11 -14 Days	2 188	0,4%	-10,3%	1 146	25,0%	-	482	16,7%	190,4%	3 600	10,1%	107,4%
15 - 29 Days	2 735	0,5%	12,1%							4 598	12,9%	703,7%
30- 59 Days	547	0,1%	-21,5%							1 283	3,6%	-
60 Days & Over			-100,0%			-100,0%			-100,0%	1 782	5,0%	-
Av. Length of Stay (Days)	1,85		-14,7%	4,25		-59,1%	5,4		-25,1%	13,19		162,2%
Visitor Nights	1 011 996		33,8%	19 474		-34,1%	15 579		-7,5%	470 105		373,8%

ARRIVALS FROM SELECTED COUNTRIES-Continued

CHARACTERISTICS	AMERICA								
	NO.	Brazil %	%CHG	NO.	Canada %	%CHG	NO.	USA %	%CHG
TOTAL ARRIVALS	442	100,0%	75,4%	3 034	100,0%	178,9%	11 076	100,0%	68,1%
MODE OF TRAVEL	442		75,4%	3 034		178,9%	11 076		68,1%
Air				507	16,7%	178,9%	3 345	30,2%	68,1%
Land	442	100,0%	75,4%	2 527	83,3%	178,9%	7 731	69,8%	68,1%
GENDER	442		75,4%	3 034		178,9%	11 076		68,1%
Male	214	48,5%	41,8%	1 526	50,3%	206,3%	5 316	48,0%	64,3%
Female	228	51,5%	125,8%	1 508	49,7%	155,7%	5 760	52,0%	71,7%
AGE GROUP	442		75,4%	3 034		178,9%	11 076		68,1%
<18	28	6,3%	93,9%	285	9,4%	285,5%	521	4,7%	-7,1%
18-24	42	9,4%	91,7%	267	8,8%	260,9%	797	7,2%	-10,3%
25-34	76	17,2%	-18,7%	249	8,2%	-29,0%	1 717	15,5%	57,9%
35-44	165	37,4%	76,8%	674	22,2%	304,6%	3 013	27,2%	120,9%
45-54	97	21,9%	236,9%	604	19,9%	152,2%	2 093	18,9%	77,5%
55-64	34	7,8%	-	655	21,6%	342,9%	1 850	16,7%	68,1%
65+				300	9,9%	712,0%	1 085	9,8%	165,7%
LENGTH OF DAYS	442		75,4%	3 034		178,9%	11 076		68,1%
Under 1 day	38	8,7%	-39,0%	206	6,8%	128,5%	642	5,8%	137,8%
1 Day	212	47,9%	68,0%	1 541	50,8%	209,3%	3 157	28,5%	106,5%
2 Days	173	39,1%	310,7%	249	8,2%	175,5%	1 783	16,1%	86,6%
3 Days	19	4,3%	-9,1%	334	11,0%	630,3%	1 617	14,6%	
4 Days				249	8,2%	444,4%	1 008	9,1%	
5 Days				124	4,1%	-8,5%	764	6,9%	43,2%
6 Days				82	2,7%	-	366	3,3%	-13,3%
7 Days							366	3,3%	18,0%
8- 10 Days				124	4,1%	172,2%	687	6,2%	48,9%
11 -14 Days				42	1,4%	-53,0%	399	3,6%	47,6%
15 - 29 Days				82	2,7%	79,3%	166	1,5%	-46,4%
30- 59 Days							44	0,4%	-60,4%
60 Days & Over							78	0,7%	-1,9%
Av. Length of Stay (Days)	1,39		28,7%	2,89		-20,4%	4,37		-38,3%
Visitor Nights	614		125,7%	8 768		122,0%	48 402		3,8%

ARRIVALS FROM SELECTED COUNTRIES-Continued

CHARACTERISTICS	MIDDLE EAST					
	NO.	Israel %	%CHG	NO.	UAE %	%CHG
TOTAL ARRIVALS	472	100,0%	17,4%	32	100,0%	700,0%
MODE OF TRAVEL	472		17,4%	32		700,0%
Air			-	32	100,0%	700,0%
Land	472	100,0%	17,4%			-
GENDER	472		17,4%	32		700,0%
Male	222	47,1%	16,4%	32	100,0%	-
Female	250	52,9%	18,3%			-100,0%
AGE GROUP	472		17,4%	32		700,0%
<18	114	24,2%	-12,6%			
18-24	43	9,1%	-28,8%			
25-34	29	6,1%	186,5%			-100,0%
35-44	171	36,3%	143,5%			
45-54	86	18,2%	-28,8%	32	100,0%	-
55-64	29	6,1%	-			
65+			-100,0%			
LENGTH OF DAYS	472		17,4%	32		700,0%
Under 1 day			-100,0%			
1 Day	257	54,5%	476,5%	32	100,0%	-
2 Days	172	36,4%	83,4%			
3 Days	43	9,1%	-			
4 Days			-100,0%			-100,0%
5 Days						
6 Days						
7 Days						
8- 10 Days			-100,0%			
11 -14 Days						
15 - 29 Days						
30- 59 Days						
60 Days & Over						
Av. Length of Stay (Days)	1,55		-39,5%	1,0		-75,0%
Visitor Nights	732		-28,9%	32		100,0%

ARRIVALS FROM SELECTED COUNTRIES-Continued

CHARACTERISTICS	ASIA & AUSTRALIA								
	NO.	Australia %	%CHG	NO.	China %	%CHG	NO.	India %	%CHG
TOTAL ARRIVALS	1 106	100,0%	180,7%	2 557	100,0%	73,4%	6 648	100,0%	49,6%
MODE OF TRAVEL	1 106		180,7%	2 557		73,4%	6 648		49,6%
Air	104	9,4%	67,0%	1 279	50,0%	-13,3%	5 983	90,0%	48,1%
Land	1 002	90,6%	202,0%	1 279	50,0%	-	665	10,0%	64,4%
GENDER	1 106		180,7%	2 557		73,4%	6 648		49,6%
Male	570	51,5%	235,4%	1 194	46,7%	-19,0%	5 086	76,5%	71,6%
Female	536	48,5%	139,3%	1 363	53,3%	-	1 562	23,5%	5,6%
AGE GROUP	1 106		180,7%	2 557		73,4%	6 648		49,6%
<18	112	10,1%	134,3%	511	20,0%	-	784	11,8%	-
18-24	33	3,0%	61,9%	171	6,7%	-	784	11,8%	23,4%
25-34	156	14,1%	64,2%	340	13,3%	-	1 562	23,5%	47,7%
35-44	324	29,3%	332,9%	171	6,7%	-82,6%	1 955	29,4%	53,8%
45-54	223	20,2%	450,5%	1 192	46,6%	142,6%	1 562	23,5%	5,6%
55-64	179	16,2%	341,5%	171	6,7%	-			
65+	79	7,1%	4,9%						
LENGTH OF DAYS	1 106		180,7%	2 557		73,4%	6 648		49,6%
Under 1 day	138	12,5%	64,0%				665	10,0%	-17,8%
1 Day	449	40,6%	333,3%						-100,0%
2 Days	242	21,9%	191,4%				665	10,0%	-
3 Days	34	3,1%	64,2%	427	16,7%	-			
4 Days	70	6,3%	233,7%	851	33,3%	-	665	10,0%	64,4%
5 Days	104	9,4%	397,9%						-100,0%
6 Days							665	10,0%	-
7 Days	34	3,1%	-				665	10,0%	-
8- 10 Days	34	3,1%	64,2%	427	16,7%	-			
11 -14 Days				427	16,7%	-	1 330	20,0%	64,4%
15 - 29 Days			-100,0%						-100,0%
30- 59 Days									-100,0%
60 Days & Over				424	16,6%	-71,2%	1 994	30,0%	393,2%
Av. Length of Stay (Days)	2,16		-39,7%	25,33		1,3%	28,9		14,8%
Visitor Nights	2 389		69,4%	64 769		75,6%	192 127		71,70%

ARRIVALS FROM SELECTED COUNTRIES-Continued

CHARACTERISTICS	ASIA & AUSTRALIA								
	Phillippines			South Korea			Taiwan		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
TOTAL ARRIVALS	385	100,0%		1 154	100,0%		1 160	100,0%	67,9%
MODE OF TRAVEL	385			1 154			1 160		67,9%
Air	193	50,0%	-	923	80,0%	-	580	50,0%	-16,1%
Land	193	50,0%	-	231	20,0%	-	580	50,0%	-
GENDER	385		-	1 154		-	1 160		67,9%
Male	193	50,0%	-	361	31,3%	-	600	51,7%	-13,2%
Female	193	50,0%	-	793	68,7%	-	560	48,3%	-
AGE GROUP	385		-	1 154		-	1 160		67,9%
<18				77	6,7%	-			
18-24				384	33,3%	-			-100,0%
25-34	193	50,0%	-	153	13,3%	-	240	20,7%	108,1%
35-44	193	50,0%	-				320	27,6%	-
45-54				77	6,7%	-	480	41,4%	39,0%
55-64				462	40,0%	-	80	6,9%	-
65+						-	39	3,4%	-
LENGTH OF DAYS	385		-	1 154			1 160		67,9%
Under 1 day									
1 Day				231	20,0%	-			
2 Days							82	7,1%	-
3 Days							82	7,1%	-
4 Days							251	21,6%	-
5 Days				462	40,0%	-	232	20,0%	-
6 Days	193	50,0%	-				166	14,3%	-
7 Days							166	14,3%	-
8- 10 Days	193	50,0%	-						
11 -14 Days							82	7,1%	-76,2%
15 - 29 Days				462	40,0%	-			-100,0%
30- 59 Days							82	7,1%	-
60 Days & Over							16	1,4%	-
Av. Length of Stay (Days)	6,5		-	9,0		-	20,07		29,5%
Visitor Nights	2 503		-	10 386		-	23 281		117,37%

ARRIVALS FROM SELECTED COUNTRIES—Continued

CHARACTERISTICS	EUROPE								
	NO.	Belgium %	%CHG	NO.	France %	%CHG	NO.	Germany %	%CHG
TOTAL ARRIVALS	4 846	100,0%	132,4%	15 090	100,0%	154,1%	9 874	100,0%	147,3%
MODE OF TRAVEL	4 846		132,4%	15 090		154,1%	9 874		147,3%
Air	29	0,6%	16,2%	136	0,9%	42,9%	178	1,8%	48,4%
Land	4 817	99,4%	133,8%	14 954	99,1%	155,9%	9 696	98,2%	150,4%
GENDER	4 846		132,4%	15 090		154,1%	9 874		147,3%
Male	2 312	47,7%	114,4%	7 047	46,7%	133,2%	4 996	50,6%	148,3%
Female	2 534	52,3%	151,7%	8 043	53,3%	175,9%	4 878	49,4%	146,3%
AGE GROUP	4 846		132,4%	15 090		154,1%	9 874		147,3%
<18	872	18,0%	171,7%	2 233	14,8%	101,1%	918	9,3%	127,8%
18-24	431	8,9%	155,4%	1 147	7,6%	77,2%	750	7,6%	141,0%
25-34	1 023	21,1%	63,5%	2 927	19,4%	139,3%	2 311	23,4%	108,2%
35-44	1 294	26,7%	138,7%	3 275	21,7%	151,8%	2 469	25,0%	124,0%
45-54	969	20,0%	205,8%	3 093	20,5%	231,8%	2 439	24,7%	270,3%
55-64	223	4,6%	181,4%	1 645	10,9%	177,0%	839	8,5%	162,8%
65+	34	0,7%	1,7%	770	5,1%	489,1%	148	1,5%	68,6%
LENGTH OF DAYS	4 846		132,4%	15 090		154,1%	9 874		147,3%
Under 1 day	184	3,8%	11,8%	1 117	7,4%	268,7%	1 106	11,2%	191,6%
1 Day	2 559	52,8%	118,0%	8 149	54,0%	164,9%	5 371	54,4%	139,8%
2 Days	1 759	36,3%	216,0%	4 799	31,8%	167,6%	2 419	24,5%	168,1%
3 Days	242	5,0%	73,4%	634	4,2%	27,1%	494	5,0%	187,6%
4 Days	44	0,9%	74,3%	136	0,9%	281,2%	178	1,8%	178,3%
5 Days	44	0,9%	-	106	0,7%	77,9%	79	0,8%	97,9%
6 Days	15	0,3%	-	30	0,2%	-	20	0,2%	-61,9%
7 Days						-100,0%	59	0,6%	394,7%
8- 10 Days			-100,0%	30	0,2%	-49,2%	79	0,8%	182,7%
11 -14 Days			-100,0%	30	0,2%	-15,3%	30	0,3%	-25,8%
15 - 29 Days				60	0,4%	-	20	0,2%	64,9%
30- 59 Days									
60 Days & Over							20	0,2%	-61,9%
Av. Length of Stay (Days)	1,5		1,35%	1,49		-12,35%	1,6		-56,2%
Visitor Nights	7 269		135,56%	22 484		122,73%	15 996		8,3%

ARRIVALS FROM SELECTED COUNTRIES-Continued

CHARACTERISTICS	EUROPE								
	Italy			Netherlands			Norway		
	NO.	%	%CHG	NO.	%	%CHG	NO.	%	%CHG
TOTAL ARRIVALS	2 020	100,0%	30,0%	16 254	100,0%	143,1%	338	100,0%	50,2%
MODE OF TRAVEL	2 020		30,0%	16 254		143,1%	338		50,2%
Air	36	1,8%	-38,4%	33	0,2%	143,1%			-100,0%
Land	1 984	98,2%	32,6%	16 221	99,8%	143,1%	338	100,0%	100,3%
GENDER	2 020		30,0%	16 254		143,1%	338		50,2%
Male	1 000	49,5%	17,6%	7 834	48,2%	139,6%	127	37,5%	-6,1%
Female	1 020	50,5%	44,9%	8 420	51,8%	146,4%	211	62,5%	134,7%
AGE GROUP	2 020		30,0%	16 254		143,1%	338		50,2%
<18	301	14,9%	265,4%	2 308	14,2%	127,1%	42	12,5%	87,8%
18-24	141	7,0%	-19,5%	1 642	10,1%	117,3%	42	12,5%	-6,1%
25-34	347	17,2%	-34,8%	4 567	28,1%	130,8%			-100,0%
35-44	549	27,2%	24,9%	2 942	18,1%	97,3%			-100,0%
45-54	533	26,4%	145,1%	3 608	22,2%	288,2%	169	50,0%	651,1%
55-64	127	6,3%	54,5%	975	6,0%	121,0%			-100,0%
65+	20	1,0%	-13,3%	211	1,3%	187,3%	85	25,0%	-
LENGTH OF DAYS	2 020		30,0%	16 254		143,1%	338		50,2%
Under 1 day	107	5,3%	9,4%	618	3,8%	-2,8%	169	50,0%	-
1 Day	1 131	56,0%	24,4%	8 225	50,6%	119,2%	85	25,0%	-24,9%
2 Days	602	29,8%	47,3%	6 323	38,9%	318,4%			-100,0%
3 Days	107	5,3%	175,6%	699	4,3%	143,1%			-
4 Days			-100,0%	211	1,3%	97,5%	85	25,0%	-
5 Days	18	0,9%	-	65	0,4%	-2,8%			
6 Days	18	0,9%	-	33	0,2%	-62,6%			
7 Days						-100,0%			
8- 10 Days				49	0,3%	4,2%			
11 -14 Days	18	0,9%	-10,0%	16	0,1%	-75,7%			
15 - 29 Days	18	0,9%	-10,0%	16	0,1%	-19,0%			
30- 59 Days						-			
60 Days & Over						-100,0%			
Av. Length of Stay (Days)	1,7		-5,7%	1,6		-8,3%	1,3		-70,6%
Visitor Nights	3 353		22,6%	25 194		122,9%	423		-55,8%

ARRIVALS FROM SELECTED COUNTRIES-Continued

EUROPE												
CHARACTERISTICS	NO.	Portugal %	%CHG	NO.	Sweden %	%CHG	NO.	Switzerland %	%CHG	NO.	UK %	%CHG
TOTAL ARRIVALS	2 272	100,0%	40,3%	573	100,0%	40,3%	1 690	100,0%	80,0%	7 519	100,0%	60,1%
MODE OF TRAVEL	2 272		40,3%	573		40,3%	1 690		80,0%	7 519		60,1%
Air			-100,0%	82	14,3%	-100,0%	86	5,1%	80,0%	1 782	23,7%	60,1%
Land	2 272	100,0%	54,4%	491	85,7%	54,4%	1 604	94,9%	80,0%	5 737	76,3%	60,1%
GENDER	2 272		40,3%	573		40,3%	1 690		80,0%	7 519		60,1%
Male	1 275	56,1%	47,7%	287	50,0%	47,7%	830	49,1%	98,1%	3 842	51,1%	57,1%
Female	997	43,9%	31,9%	287	50,0%	31,9%	860	50,9%	38,0%	3 677	48,9%	63,5%
AGE GROUP	2 272		40,3%	573		40,3%	1 690		80,0%	7 519		60,1%
<18	207	9,1%	90,6%	37	6,4%	90,6%	189	11,2%	50,4%	1 135	15,1%	104,9%
18-24	102	4,5%	-36,8%	159	27,7%	-36,8%	88	5,2%	44,0%	399	5,3%	-15,1%
25-34	309	13,6%	14,3%	134	23,4%	14,3%	461	27,3%	49,8%	759	10,1%	21,6%
35-44	759	33,4%	76,2%	183	31,9%	76,2%	323	19,1%	52,1%	1 534	20,4%	54,1%
45-54	448	19,7%	18,7%	0	0,0%	18,7%	450	26,6%	178,3%	1 752	23,3%	96,4%
55-64	345	15,2%	27,7%	0	0,0%	27,7%	139	8,2%	96,8%	1 158	15,4%	116,3%
65+	102	4,5%	-	61	10,6%	-	41	2,4%	-	782	10,4%	25,2%
LENGTH OF DAYS	2 272		40,3%	573		40,3%	1 690		80,0%	7 519		60,1%
Under 1 day	493	21,7%	234,6%	82	14,3%	234,6%	115	6,8%	140,0%	865	11,5%	75,4%
								6,8%	58,9%	1 128	15,0%	103,6%
4 Days				41	7,1%	-	14	0,8%	-44,6%	662	8,8%	442,0%
5 Days							14	0,8%	10,8%	466	6,2%	281,9%
6 Days							25	1,5%	-29,0%	534	7,1%	337,3%
7 Days										331	4,4%	80,7%
8- 10 Days				41	7,1%	-			-100,0%	263	3,5%	-39,1%
11 -14 Days									-100,0%	331	4,4%	80,7%
15 - 29 Days							25	1,5%	107,7%	331	4,4%	33,0%
30- 59 Days												-100,0%
60 Days & Over												-100,0%
Av. Length of Stay (Days)	1,2		-15,9%	1,7		-15,9%	1,8		-24,8%	4,17		-53,9%
Visitor Nights	2 772		18,1%	974		18,1%	3 076		35,4%	31 354		-26,2%

SPENT A NIGHT

AFRICA											
MAIN PURPOSE	TOTAL	Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
None(In transit)	14	3				29		17			1
None(Day visitor)	8	1				24		11			1
One or more nights	78	96	100	100	100	47	100	72	100	100	98

AMERICA				MIDDLE EAST				ASIA & AUSTRALIA				
MAIN PURPOSE	Brazil	Canada	USA	Israel	UAE	Australia	China	India	Pakistan	Phillippines	South Korea	Taiwan
None(In transit)	4	6	4			9		10				
None(Day visitor)	4	1	2			3						
One or more nights	92	93	94	100	100	88	100	90	100	100	100	100

EUROPE										
MAIN PURPOSE	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK
None(In transit)	4	7	11	5	3	50	22	7	6	10
None(Day visitor)		1	1		1			7	1	1
One or more nights	96	92	88	95	96	50	78	86	93	89

Source: Exit Survey, Eswatini Tourism Authority

ARRIVALS BY MAIN PURPOSE OF VISIT

AFRICA											
MAIN PURPOSE	TOTAL	Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Holiday	48	53		56	13	37		27	50	6	12
VFR	21	18	15	19	13	9		33		28	58
Business	11	20	77	14	63	9	100	15	50	67	21
Transit	14	3				29		17			1
Other	6	7	8	12	13	16		8			8

AMERICA			MIDDLE EAST			ASIA & AUSTRALIA						
MAIN PURPOSE	Brazil	Canada	USA	Israel	UAE	Australia	China	India	Pakistan	Phillippines	South Korea	Taiwan
Holiday	96	74	54	100		81					40	14
VFR		10	18			6	50	40	100	50	40	36
Business		10	16		100	3	50	50		50	20	50
Transit	4	6	4			9		10				
Other		1	8									

EUROPE											
MAIN PURPOSE	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK	
Holiday	95	92	87	93	96	50	78	71	90	61	
VFR	1		1		1				2	17	
Business		1	1	2	0,2			14	2	16	
Transit	4	7	11	5	3	50	22	7	6	7	
Other					0,4			7			

Source: Exit Survey, Eswatini Tourism Authority

ARRIVALS BY MODE OF TRANSPORT

AFRICA											
MODE OF TRANSPORT	TOTAL	Botswana	Kenya	Lesotho	Malawi	Mozambique	Nigeria	RSA	Tanzania	Zambia	Zimbabwe
Air	7	25	100	14	100		100	6	50	83	84
Road	93	75		86		100		94	50	17	16

AMERICA			MIDDLE EAST			ASIA & AUSTRALIA						
	Brazil	Canada	USA	Israel	UAE	Australia	China	India	Pakistan	Phillippines	South Korea	Taiwan
Air	4	15	25		100	9	50	90	100	50	80	50
Road	96	85	75	100		91	50	10		50	20	50

EUROPE											
	Belgium	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	UK	
Air	1	1	2	2				14	5	19	
Road	99	99	98	98	100	100	100	86	96	81	

Source: Exit Survey, Eswatini Tourism Authority

ACCOMMODATION STATISTICS

Region	ROOMS AVAILABLE												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	9 734	8 792	9 734	9 734	8 792	9 734	9 734	9 734	9 420	9 734	9 420	9 734	114 296
Ezulwini	28 923	26 286	28 761	29 171	26 534	29 009	28 706	28 706	27 685	28 024	27 550	28 470	337 825
Manzini	12 354	11 032	12 309	12 354	11 143	12 309	12 292	12 292	11 888	12 292	11 632	12 154	144 051
Rest of ESW	22 788	20 826	22 707	22 788	20 826	22 707	21 517	21 331	21 495	21 478	20 523	21 478	260 464
Total	73 799	66 936	73 511	74 047	67 295	73 759	72 249	72 063	70 488	71 528	69 125	71 836	856 636
Region	ROOM NIGHTS SOLD												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	3 939	4 163	4 830	4 797	5 476	4 832	5 075	5 984	6 007	5 931	6 239	4 933	62 206
Ezulwini	3 673	4 430	6 875	4 325	5 694	5 739	6 169	6 342	6 014	5 592	6 302	5 166	66 321
Manzini	3 247	3 522	4 565	3 762	3 988	3 545	4 701	5 237	5 038	5 031	5 555	4 210	52 401
Rest of ESW	6 066	10 078	14 036	8 018	7 477	8 699	10 653	11 625	10 665	11 286	11 952	10 420	120 975
Total	16 925	22 193	30 306	20 902	22 635	22 815	26 598	29 188	27 724	27 840	30 048	24 729	301 903
Region	NUMBER OF BEDS AVAILABLE												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	19 809	17 892	19 809	19 809	17 892	19 809	19 809	19 809	19 170	19 809	19 170	19 809	232 596
Ezulwini	51 615	46 684	51 243	52 080	47 179	51 708	51 057	51 057	49 200	49 817	49 022	50 716	601 378
Manzini	23 576	21 168	23 471	23 576	21 390	23 471	23 731	23 731	22 636	23 731	22 484	23 316	276 581
Rest of ESW	49 026	44 907	48 840	49 026	44 907	48 840	47 228	46 856	46 592	46 357	44 331	46 357	563 267
Total	144 026	130 651	143 363	144 491	131 368	143 828	141 825	141 453	137 898	139 714	135 007	140 198	1 673 822
Region	NUMBER OF BED-NIGHTS SOLD												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	5 421	5 087	5 873	6 145	6 909	6 134	6 736	7 763	8 034	7 311	7 934	6 894	80 241
Ezulwini	4 160	5 033	8 040	5 264	6 561	6 821	6 548	6 814	6 879	6 699	7 413	5 669	75 901
Manzini	3 991	4 142	5 580	4 474	4 742	5 766	6 511	7 340	7 126	7 160	7 561	5 782	84 395
Rest of ESW	10 276	15 455	25 907	14 216	16 943	16 214	24 121	22 761	18 058	21 256	23 327	23 927	232 461
Total	23 848	29 717	45 400	30 099	35 155	34 935	43 916	44 678	40 097	56 827	46 054	42 272	472 998
Region	NUMBER OF DOMESTIC TOURISTS												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	2 392	2 113	2 328	2 430	2 390	1 783	2 539	2 320	2 923	2 569	2 669	2 337	28 793
Ezulwini	2 441	2 371	3 757	2 314	2 944	3 478	3 326	3 134	3 279	3 007	2 961	3 062	36 074
Manzini	828	828	1 232	1 009	1 796	1 265	1 233	1 276	1 488	1 696	1 894	1 252	15 797
Rest of ESW	3 439	4 458	6 949	3 929	3 822	4 338	6 727	5 536	4 386	6 541	6 545	6 254	62 924
Total	9 100	9 770	14 266	9 682	10 952	10 864	13 825	12 266	12 076	13 813	14 069	12 905	143 588
Region	NUMBER OF INTERNATIONAL TOURISTS												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	2 864	2 752	3 326	3 570	4 333	4 151	4 114	5 214	5 072	4 710	5 212	4 401	49 719
Ezulwini	927	1 390	1 867	2 046	2 383	1 890	2 091	2 110	2 867	2 168	2 544	1 647	23 930
Manzini	2 391	1 681	2 532	2 517	2 713	3 360	3 835	3 257	3 480	3 040	3 163	2 579	34 548
Rest of ESW	2 578	2 617	3 673	3 080	2 351	2 765	5 496	4 612	3 944	4 747	3 698	3 712	43 273
Total	8 760	8 440	11 398	11 213	11 780	12 166	15 536	15 193	15 363	14 665	14 617	12 339	151 470
Region	TOTAL NUMBER OF TOURISTS												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	5 256	4 865	5 654	6 000	6 723	5 934	6 653	7 534	7 995	7 219	7 881	6 738	78 512
Ezulwini	3 368	3 761	5 624	4 360	5 327	5 368	5 417	5 244	6 146	5 175	5 505	4 709	60 004
Manzini	3 219	2 509	3 764	3 526	4 509	4 625	5 068	4 533	4 968	4 736	5 057	3 831	50 345
Rest of ESW	6 017	7 075	10 622	7 009	6 173	7 103	12 223	10 148	8 330	11 288	10 243	9 966	106 197
Total	17 860	18 210	25 664	20 895	22 732	23 030	27 361	27 459	27 439	28 478	28 686	25 244	295 058
Region	TOTAL BILL												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Mbabane	7 632 341,42	8 599 603,87	9 412 787,36	6 289 888,29	12 417 503,89	9 877 081,87	11 920 032,72	12 476 589,55	14 141 934,72	13 124 062,80	13 650 931,92	15 687 929,12	135 230 687,53
Ezulwini	4 378 059,49	5 338 497,35	10 616 337,30	6 113 945,88	8 755 488,87	7 364 652,04	8 617 876,89	8 879 164,06	9 117 171,85	7 543 644,14	9 020 105,41	8 059 918,42	93 804 861,70
Manzini	4 288 690,90	5 650 813,04	6 891 402,94	4 802 487,95	5 977 580,02	6 217 896,47	6 934 957,37	9 165 090,77	7 360 460,90	7 339 294,96	8 117 823,38	6 021 838,04	78 768 336,74
Rest of ESW	6 903 259,35	20 659 498,25	13 956 885,06	8 892 297,44	8 635 779,57	10 669 411,45	13 030 502,62	11 416 019,81	9 858 061,39	8 889 504,57	11 665 597,14	12 705 113,95	137 341 930,60
Total	23 262 351,16	40 248 412,51	40 877 412,66	26 098 619,56	35 786 352,35	34 129 041,83	40 503 369,60	41 936 864,19	40 477 628,86	36 896 506,47	42 454 457,85	42 474 799,53	445 145 816,57

TOURISM STATISTICS RATES

1. Expenditure per Person per Night = (Total Bill/ No. of Bed-Nights Sold)

Mbabane	=	1685,31
Ezulwini	=	1235,88
Manzini	=	933,33
Rest of S.D	=	590,82
Total	=	941,12

2. Average Length of Stay = (No. of Bed Nights Sold/ No. of Tourists)

Mbabane	1,022022111	=	1
Ezulwini	1,264932338	=	1
Manzini	1,6763333	=	2
Rest of S.D	2,18896014	=	2
Total	1,538061972	=	2

3. Bed Occupancy Rates = [(No. of Bed Nights Sold/ No. of Beds Available)*100%]

Mbabane	0,344980137	=	34,50%
Ezulwini	0,1262118	=	12,62%
Manzini	0,305136651	=	30,51%
Rest of S.D	0,412701259	=	41,27%
Total	0,282585603	=	28,26%

4. Room Occupancy Rates = [(No. of Room Nights Sold/ No. of rooms Available)*100%]

Mbabane	0,544253517	=	54,43%
Ezulwini	0,19631762	=	19,63%
Manzini	0,363766999	=	36,38%
Rest of S.D	0,46445958	=	46,45%
Total	0,352428569	=	35,24%

Source: Central Statistical Office

BREAKDOWN OF THE 2023 TOTAL BILL / RECEIPTS

Month	Bill / Receipts	Accommodation	Restaurant	Transport	Entertainment/other
January	23 262 351,16	12 971 312,98	9 243 596,04	19 563,70	1 027 878,44
February	40 248 412,51	27 224 970,77	11 121 846,22	1 683,48	1 899 912,04
March	40 877 412,66	22 918 094,18	15 719 028,53	6 099,82	2 234 190,13
April	26 098 619,56	14 487 171,39	10 446 858,69	8 882,52	1 155 706,96
May	35 786 352,35	20 249 049,53	13 082 188,35	3 840,70	2 451 273,77
June	34 129 041,83	19 186 916,52	13 126 796,69	6 274,43	1 809 054,19
July	40 503 369,60	26 019 602,02	12 390 024,80	24 380,09	2 069 362,69
August	41 936 864,19	26 751 755,92	13 273 057,77	271 387,84	1 640 662,66
September	40 477 628,86	26 076 513,49	12 125 811,55	191 380,79	2 083 923,03
October	36 896 506,47	22 257 704,73	12 165 763,20	211 821,32	2 261 217,22
November	42 454 457,85	25 862 762,03	13 534 971,54	231 574,91	2 825 149,37
December	42 474 799,53	21 723 723,35	13 565 595,65	172 022,80	7 013 457,73
Total	445 145 816,57	265 729 576,91	149 795 539,03	1 148 912,40	28 471 788,23



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