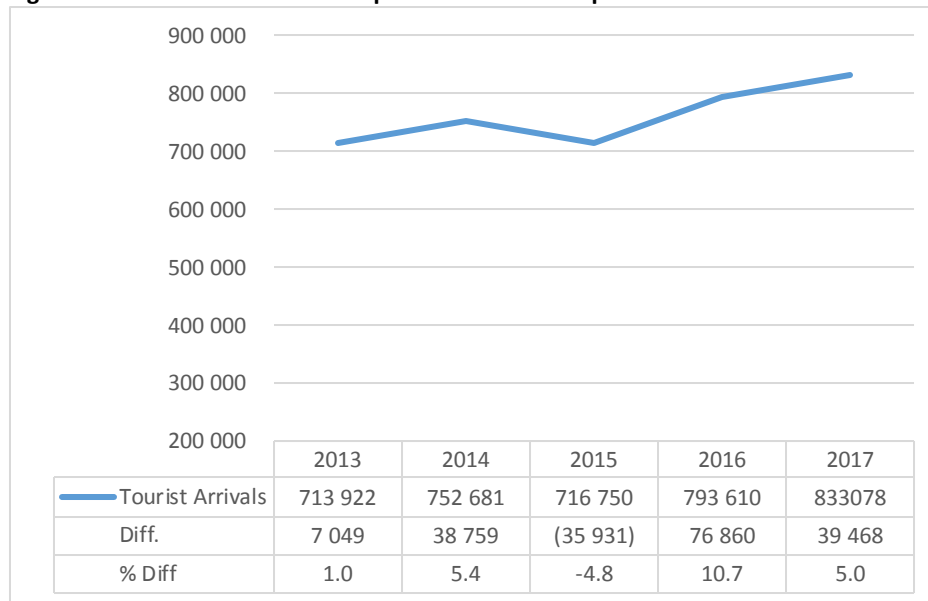


## SUMMARY ANALYSIS OF TOURIST ARRIVALS: SEPTEMBER 2017

### TREND ANALYSIS: SEPTEMBER 2013 - SEPTEMBER 2017

A total of 833 078 tourist arrivals were recorded in September 2017, which was an increase of 5.0% (39 468) compared to the same month in 2016. Figure 1 below indicates tourist arrivals for the period September 2013 to September 2017. Tourist arrivals increased from 713 922 in 2013 to 752 681 in 2014, which was an increase of about 5.4%. Tourist arrivals however decreased in September 2015 by -4.8% (-35 931) compared to September 2014. Comparing September 2016 with September 2015, there was a significant increase in tourist arrivals by 10.7% (76 860), while September 2017 also increased by 5.0% (39 468) when compared with the same month of previous year.

Figure 1: Total Tourist Arrivals September 2013 to September 2017



### SEPTEMBER 2017 COMPARED TO SEPTEMBER 2016 BY REGION

Table 1 below indicates tourist arrivals by region for September 2017 compared to the same month in 2016. Most overseas regions recorded a positive growth in tourist arrivals during the period under review except for Middle East and Asia. Africa had a growth of 4.4% and remains the main source of tourist arrivals to the country, accounting for about 74.8% (623 060) of total arrivals during this month.

Table 1: Total Tourist Arrivals by Region September 2017 vs. September 2016

Region	September 2017	September 2016	Difference	%Difference
EUROPE	115 148	107 125	8 023	7.5
NORTH AMERICA	38 535	34 827	3 708	10.6
CENTRAL & SOUTH AMERICA	8 565	5 906	2 659	45.0
AUSTRALASIA	15 031	14 860	171	1.2
MIDDLE EAST	4 358	4 852	-494	-10.2
ASIA	27 083	28 528	-1 445	-5.1
TOTAL OVERSEAS	208 720	196 098	12 622	6.4
AFRICA LAND	597 450	570 944	26 506	4.6
AFRICA AIR	25 610	25 604	6	0.0
TOTAL AFRICA	623 060	596 548	26 512	4.4
Unspecified	1 298	964	334	34.6
GRAND TOTAL	833 078	793 610	39 468	5.0

## JANUARY - SEPTEMBER 2017 COMPARED TO JANUARY - SEPTEMBER 2016

Arrivals for the period January-September 2017 compared to the same period in 2016 are indicated in Table 2 below. Tourist arrivals for the first nine months of 2017 (7 564 484) recorded an increase of 2.0% compared to arrivals during the same period in 2016 (7 418 751). Tourist arrivals from Africa decreased from 5 639 842 in 2016 to 5 630 726 in 2017, which was a decline of about -0.2% (-9 116). Total tourist arrivals from overseas grew by 8.7% (154 007) during the same period under review. Compared to other sub-regions, the Central and South America region had the highest growth of 79.9% (35 002) for the period under review.

**Table 2: Total Tourist Arrivals by Region Jan-Sept 2017 vs. Jan-Sept 2016**

Region	Jan-Sep 2017	Jan-Sep 2016	Difference	% Difference
EUROPE	1 135 745	1 039 506	96 239	9.3
NORTH AMERICA	327 990	302 320	25 670	8.5
CENTRAL & SOUTH AMERICA	78 828	43 826	35 002	79.9
AUSTRALASIA	99 646	96 635	3 011	3.1
MIDDLE EAST	43 828	40 705	3 123	7.7
ASIA	238 538	247 576	-9 038	-3.7
TOTAL OVERSEAS	1 924 575	1 770 568	154 007	8.7
AFRICA LAND	5 397 981	5 397 936	45	0.0
AFRICA AIR	232 745	241 906	-9 161	-3.8
TOTAL AFRICA	5 630 726	5 639 842	-9 116	-0.2
Unspecified	9 183	8 341	842	10.1
GRAND TOTAL	7 564 484	7 418 751	145 733	2.0

Table 3 gives rankings of top ten African source markets for the period January-September 2016 and January-September 2017. All of the top ten African markets remained at the same position for the period under review except for Malawi, moving from 8th position in 2016 to 7th position in 2017. Zambia dropped from the 7th position in 2016 to 8th position in 2017 with a declining growth of -0.7% (-877). Most of the top ten countries recorded a declining growth in tourist arrivals except for Mozambique, Malawi and Angola for the period under review.

**Table 3: South Africa's Top 10 African Source Markets: Jan-Sept 2017 vs. Jan-Sept 2016**

Country 2017	RANK-2017	Tourist Arrivals 2017	RANK-2016	TOURIST ARRIVALS 2016	% Change from 2016 to 2017
Zimbabwe	1	1 520 802	1	1 523 233	-0.2
Lesotho	2	1 339 879	2	1 352 361	-0.9
Mozambique	3	1 004 183	3	971 752	3.3
Swaziland	4	649 007	4	669 535	-3.1
Botswana	5	479 534	5	487 667	-1.7
Namibia	6	148 987	6	154 037	-3.3
Malawi	7	128 186	8	111 071	15.4
Zambia	8	127 403	7	128 280	-0.7
Nigeria	9	38 311	9	50 109	-23.5
Angola	10	34 932	10	31 592	10.6

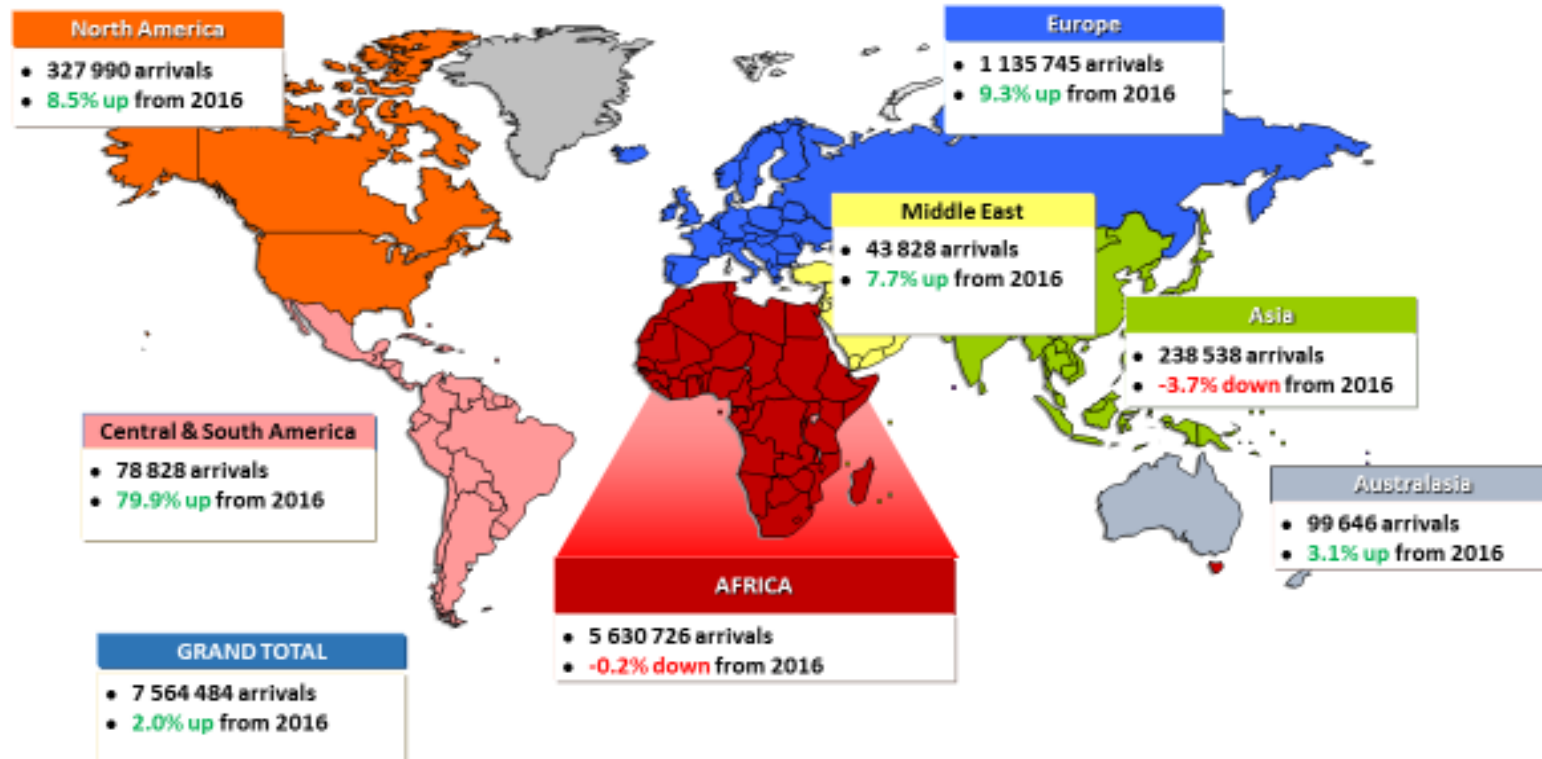
Table 4 below shows rankings of top ten overseas source markets for the same period under review. Comparing Jan-Sept 2017 with Jan-Sept 2016, Brazil recorded a significant growth of 105.5% (24 769) and moved from 16th position in 2016 to the 9th position in 2017. Australia moved from 7th position in 2016 to 6th position in 2017 recording a growth of 8.3% (6 681). China, however, dropped from the 6th position in 2016 to 8th position in 2017 with a declining growth of -17.2% (-15280).

**Table 4: South Africa's Top 10 Overseas Source Markets: Jan-Sept 2017 compared to Jan-Sept 2016**

Country 2017	RANK-2017	Tourist Arrivals 2017	RANK-2016	TOURIST ARRIVALS 2016	% Change from 2016 to 2017
UK	1	318 426	1	314 596	1.2
USA	2	281 130	2	259 274	8.4
Germany	3	224 803	3	197 248	14.0
France	4	134 226	4	101 734	31.9
The Netherlands	5	110 976	5	100 273	10.7
Australia	6	87 155	7	80 474	8.3
India	7	74 158	8	73 902	0.3
China	8	73 717	6	88 997	-17.2
Brazil	9	48 243	16	23 474	105.5
Canada	10	46 860	10	43 046	8.9

TOTAL TOURIST ARRIVALS TOP TEN OVERSEAS AND AFRICA MARKETS: JANANUARY-SEPTEMBER 2017 COMPARED TO JANANUARY-SEPTEMBER 2016.

Figure below indicates a snap view of tourist arrivals to South Africa by regions for the period January to September 2017.












TOTAL TOURIST ARRIVALS BY REGION JANUARY-SEPTEMBER 17 COMPARED TO JANUARY-SEPTEMBER 2016.

**TOP FIVE OVERSEAS  
SOURCE MARKETS**

Country	Jan –Sept 2017 Arrivals
UK 	318 426 1,2% up from 2016 
USA 	281 130 8,4% up from 2016 
Germany 	224 803 14,0% up from 2016 
France 	134 226 31,9% up from 2016 
Netherlands 	110 976 10,7% up from 2016 

**TOP FIVE AFRICA  
SOURCE MARKETS**

Country	Jan –Sept 2017 Arrivals
Zimbabwe 	1 520 802 0,2% down from 2016 
Lesotho 	1 339 879 0,9% down from 2016 
Mozambique 	1 004 183 3,3% up from 2016 
Swaziland 	649 007 3,1% down from 2016 
Botswana 	479 534 1,7% down from 2016 