

# Hospitality Statistics

## NATIONAL OCCUPANCY RATES FOR NAMIBIA

2024

### 1. Executive Summary

The national occupancy rate for Namibia in 2024 was reported at 54.48%, indicating an increase of 2.56% compared to the 51.92% recorded in 2023. This translated into an average of approximately 55 out of every 100 available rooms that were occupied during the year under review. The increase in occupancy rates is attributed to enhanced tourism activities, improved marketing of Namibia that have effectively positioned Namibia as a leading travel destination,

### 2. Analysis

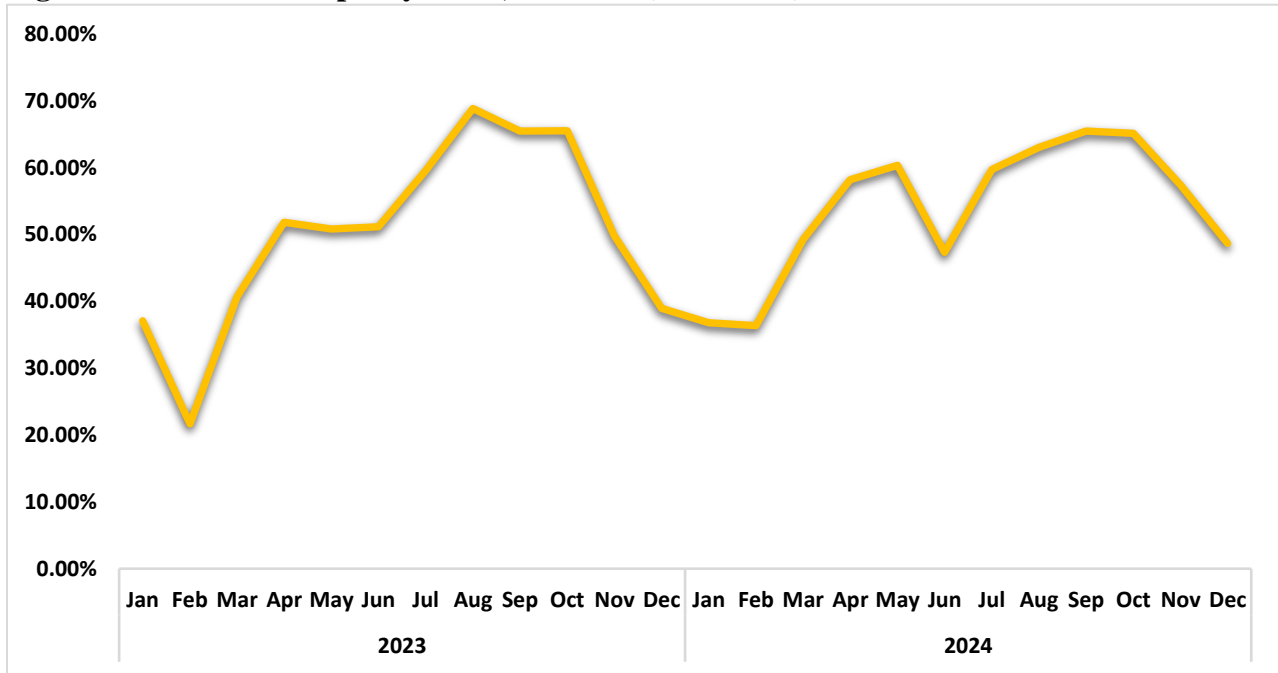
Visitors from Germany, Austria, and Switzerland (DACH countries) accounted for 35.63% of total occupancy in 2024, a 1.54% increase from the previous year. Meanwhile, domestic occupancy by Namibians dropped to 19.24, from 22.61% in 2023. Visitors from France made up 6.89% of total occupancy, an increase of 0.31% from the previous year. Central Europe remains Namibia's largest and most consistent source market, with steady growth over the last two years. The USA and UK markets have shown encouraging progress, while the African and Asian markets continue to recover gradually.

Nationally, the overall occupancy rate rose by 2.56% reaching 54.48%. Leisure dominated as the most popular category, achieving an impressive occupancy rate of 91.39%, followed by Business at 8.14%, and Conferences at 0.47%.

#### Regional Highlights:

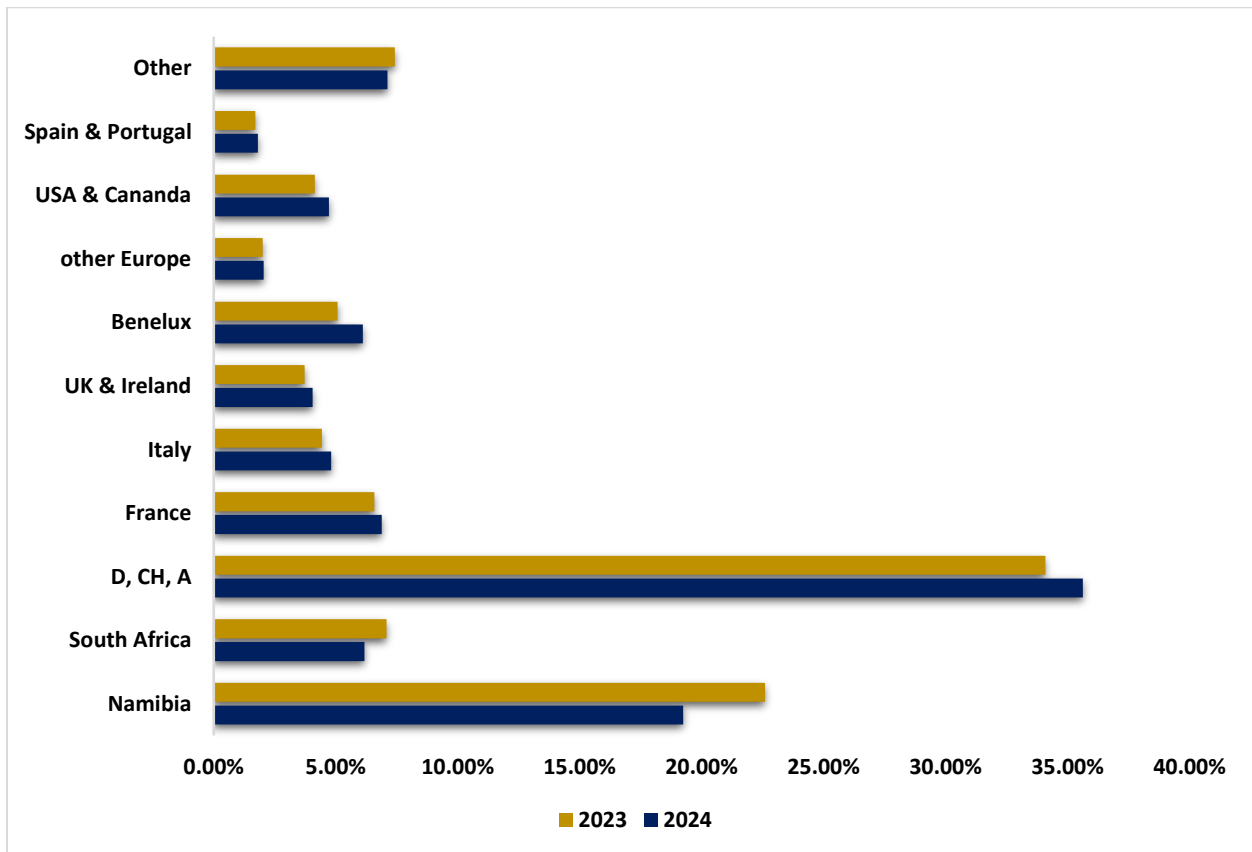
- Leisure occupancy was highest in the Northern region at 98.5%, followed by the Southern region at 96.21%. The Coastal and Central regions recorded rates of 89.89% and 64.22%, respectively.
- Business occupancy was most significant in the Central region at 34.12%, reflecting its role as Namibia's capital and business hub. The Coastal region followed with 9.24%, while the Southern and Northern regions recorded lower rates of 3.59% and 1.44%, respectively.
- Conference occupancy was led by the Central region at 1.67%, with other regions collectively at 1.14%.

**Figure 1: National Occupancy Rates, Namibia (2023-2024)**



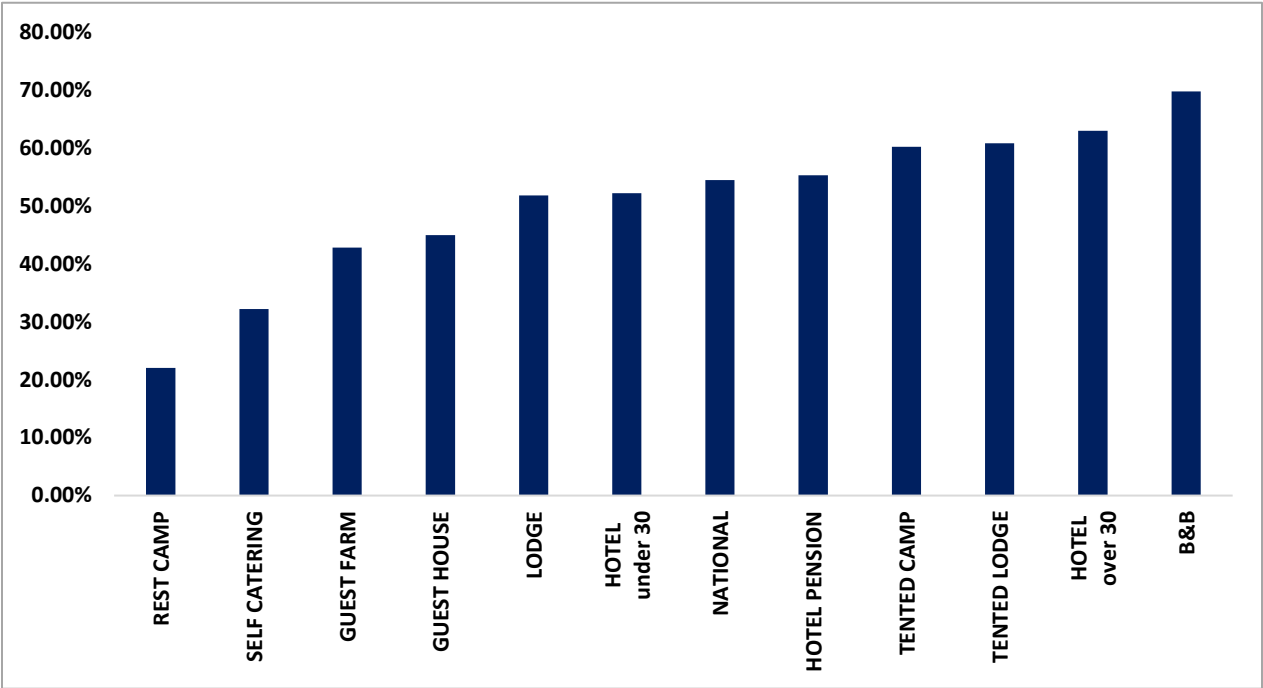
Source: HANS, HEI Research

**Figure 2: Occupancy by country of origin, Namibia (2023 and 2024)**



Source: HANS, HEI Research

**Figure 3: Occupancy rate of Type of Accommodation, 2024**



Source: HANS, HEI Research

### 3. Outlook

The growth in occupancy rates highlights the continued recovery of Namibia’s hospitality sector. This recovery is underpinned by investments in infrastructure, enhanced service delivery, and collaborations with international travel operators, all of which have boosted Namibia’s visibility as a preferred destination for both leisure and business travelers.

The 54.48% occupancy rate in 2024 is a positive indicator of the sector’s resilience and its potential for further growth. However, continued efforts are needed to address challenges such as seasonal fluctuations, regional competition, and the need for sustainable tourism practices to ensure long-term success.

Looking ahead to 2025, there is growing optimism for further increases in occupancy rates, signaling a robust recovery for Namibia's tourism sector. The anticipated implementation of a new visa regime in April 2025 is expected to significantly drive this growth by making it easier for international visitors to enter the country.

The introduction of direct flights between Windhoek and Frankfurt has already facilitated a steady influx of tourists from Central Europe, while the upcoming launch of a direct route to Munich in April 2025 is set to strengthen connections with southern Germany, Austria, and other regions in southern Europe Namibia’s largest market.

Additionally, the recent announcement of a new Angolan airline operating routes to Namibia is poised to further enhance regional connectivity. This development will likely increase the number of visitors from Angola, which has historically been a significant source of tourists for Namibia.

Together, these initiatives present a substantial opportunity to boost visitor numbers and enhance Namibia's tourism industry, contributing positively to the economy and supporting local businesses as the sector continues its recovery trajectory.