

# Hospitality Statistics

## National Occupancy Rates for Namibia May 2024

### 1. Executive Summary

National occupancy rate for Namibia for the month of May 2024 were reported at 60.34% marking an increase from the 58.19% occupancy rate recorded in April 2024. This increase in occupancy rates between April to May 2024 indicates a positive trend for the tourism sector. Additionally, the May 2024 occupancy rate of 60.34% also represents an increase of 4.51% compared to the occupancy rate in May 2019. Citizens from Germany, Austria, and Switzerland (D, CH, A) continue to dominate the market, accounting for 37.79% of the occupancy rate in May 2024. Indicating that tourists from these countries have a significant presence in Namibia's tourism sector.

### 2. Analysis

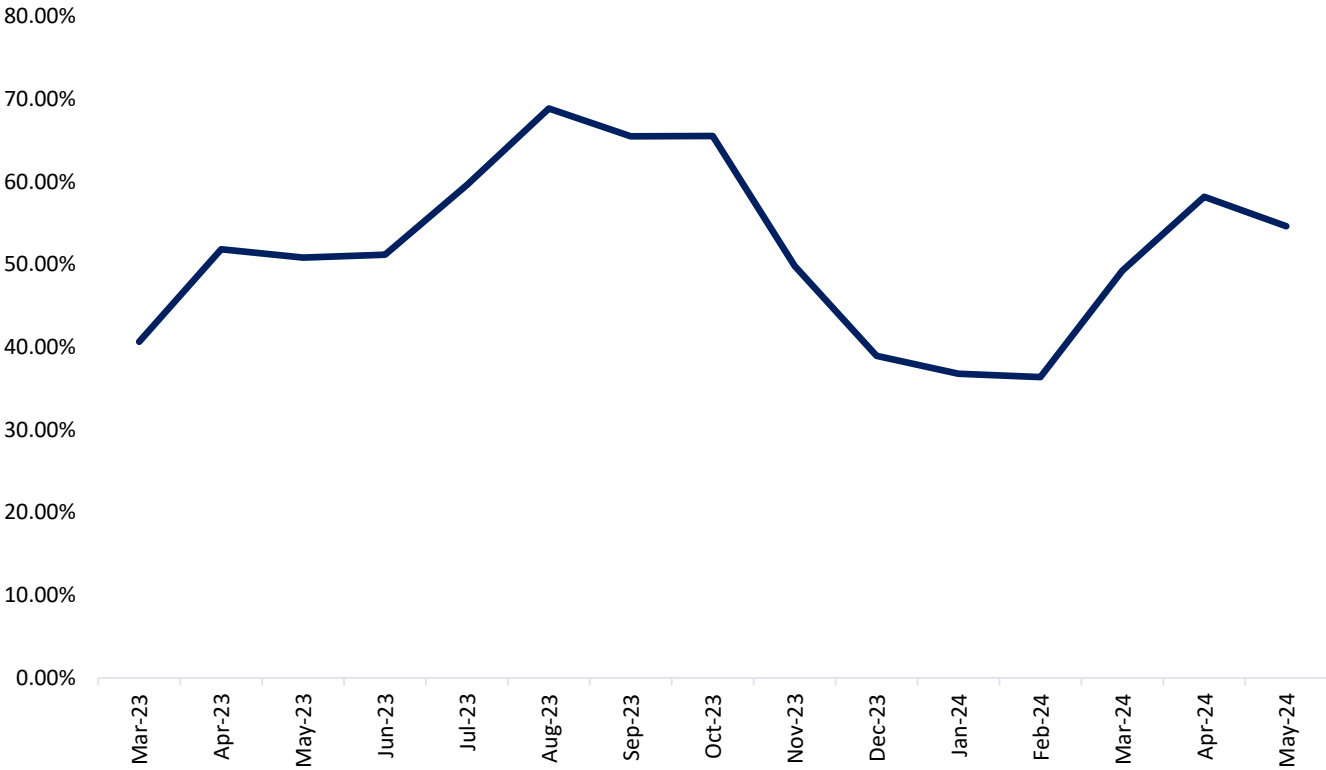
During the month under review Northern region recorded the highest occupancy rate, 60.18%, about 99.70% of the occupancy rate in the Northern region was leisure. The Southern region recorded the second highest occupancy rate of 54.32%. The Coastal region and Central region recorded occupancy rates of 53.18% and 35.88%, respectively. High occupancy rates in the Northern region could be as a result of the many public days in May.

German speaking countries accounted for the highest occupancy rate of 37.76% in the country. (See Figure 2). This was then followed by Namibian citizens with more than 10000 beds (at 17% occupancy) sold to Namibians. French passport holders recorded the third highest occupancy rate at 9.47%. South African citizens came up fourth with the occupancy rate at 6.16%.

Overall national occupancy rates were driven by Leisure activities recording 94.75% an increase from 83.15% recorded in May 2019, Business related tourist activities took up 5.13% and conferences was the least with 0.12%.

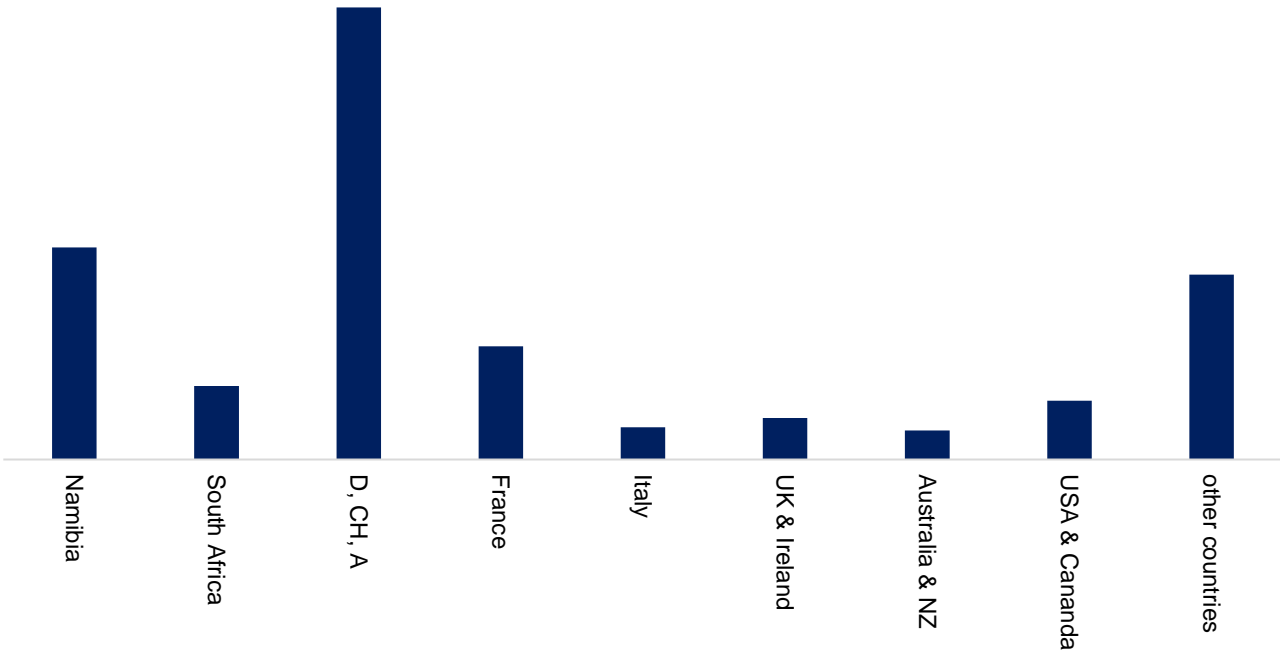
Best-selling category was Bread and Breakfast accommodation hotels with 72.90% occupancy rate of the available beds. People often pick a Bed and Breakfast (B&B) accommodation, a more affordable alternative. Apart from the affordability of the B&B's free healthy breakfast, personalized service, localized experienced and quieter stays. Tented Camps recorded the second highest occupancy rate of 68.82% of the available beds. (See Figure 3)

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



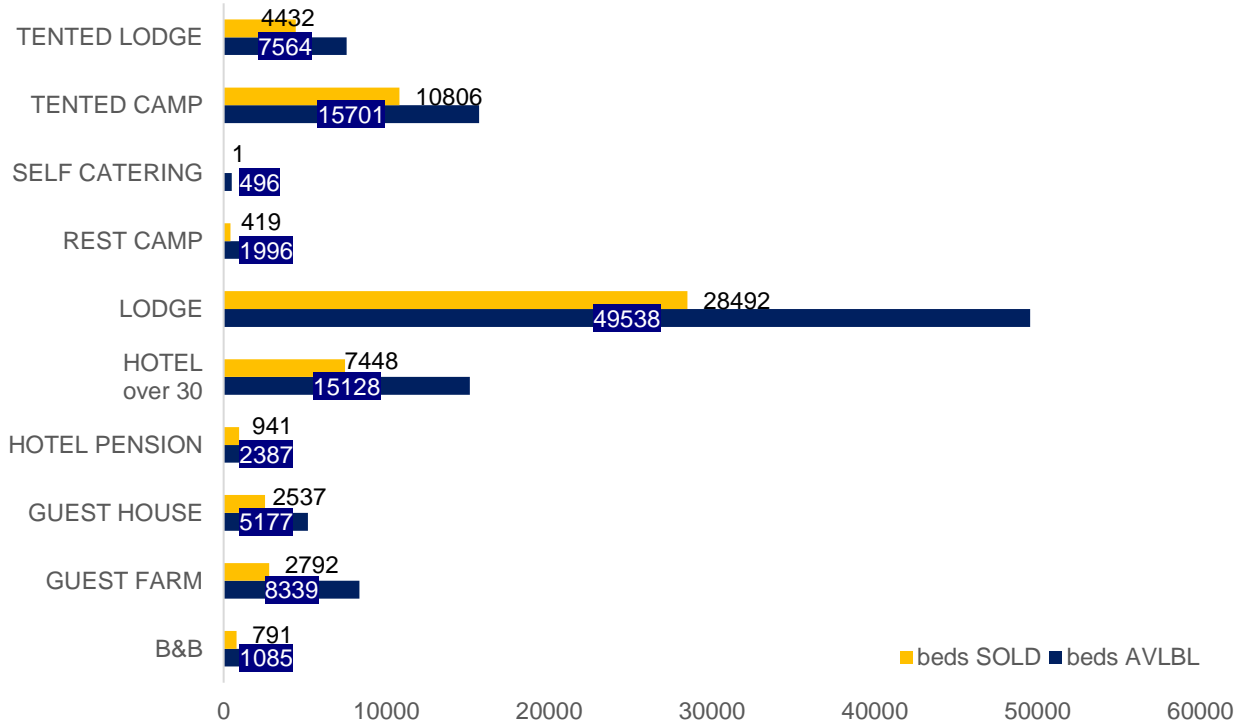
Source: H.A.N, HEI Research

**Figure 2: Occupancy rates by country of origin, Namibia (May 2024)**



Source: H.A.N, HEI Research

**Figure 3: Beds Available, Sold by Type of Accommodation**



Source: H.A.N, HEI Research

### Outlook

We anticipate national occupancy rates to maintain the positive trend for June 2024 specifically domestic tourism activities, this could be influenced by the school holiday as families tend to travel for leisure activities. In the medium-term tourism. The new route from Munich to Windhoek which is anticipated to commence in April 2025 as announced by the Namibia Tourism board could also attract more European visitors to Namibia with direct flights available, travelers from Europe will have easier access to Namibia. This is expected to increase tourism numbers and hence lead to an increase in national occupancy rates.