

HOSPITALITY STATISTICS: NATIONAL OCCUPANCY RATES FOR NAMIBIA

August 2024

1. Executive Summary

In August 2024, Namibia's national occupancy rate reached 63.02%, reflecting a 3.3% increase from July's rate of 59.74%. This indicates that, on average, 63 out of every 100 available rooms were occupied during the month. The rise in occupancy rates from July to August 2024 highlights a positive trend for the tourism sector. Notably, the occupancy rate for Namibian citizens was 17.55%, indicating an increasing engagement of locals in the tourism industry.

2. Analysis

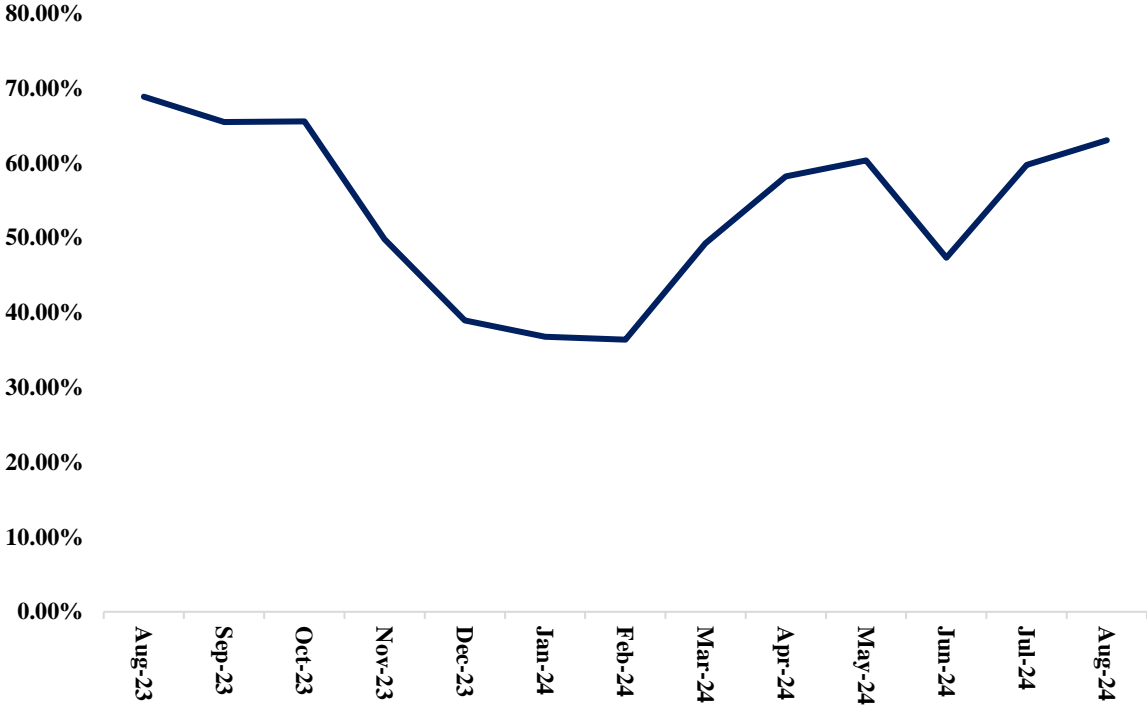
Occupancy rates varied significantly across regions. The Central region reported the highest rate at 70.42%, followed by the Southern region at 66.22%, and the Coastal region at 51.88%. However, the August 2024 occupancy rate of 60.78% represents a decrease of 6.22% compared to the same month in 2019.

Visitors from Germany, Austria, and Switzerland (D, CH, A) continued to dominate the market, accounting for 31.68% of total occupancy in August 2024. Among accommodation types, hotels with over 30 rooms recorded the highest occupancy rate at 64.80%, followed closely by lodges at 66.63%, and tented camps at 69.70%. In contrast, backpacker accommodations and guest farms showed significantly lower occupancy rates.

Leisure travel was the primary driver of overnight stays, accounting for 92.91% nationally, suggesting a strong focus on tourism in this segment. The Northern region had the highest occupancy rate at 70.42%, while the Coastal region, with 66.22%, also performed well. In contrast, the Central region had the lowest rate at 51.88%.

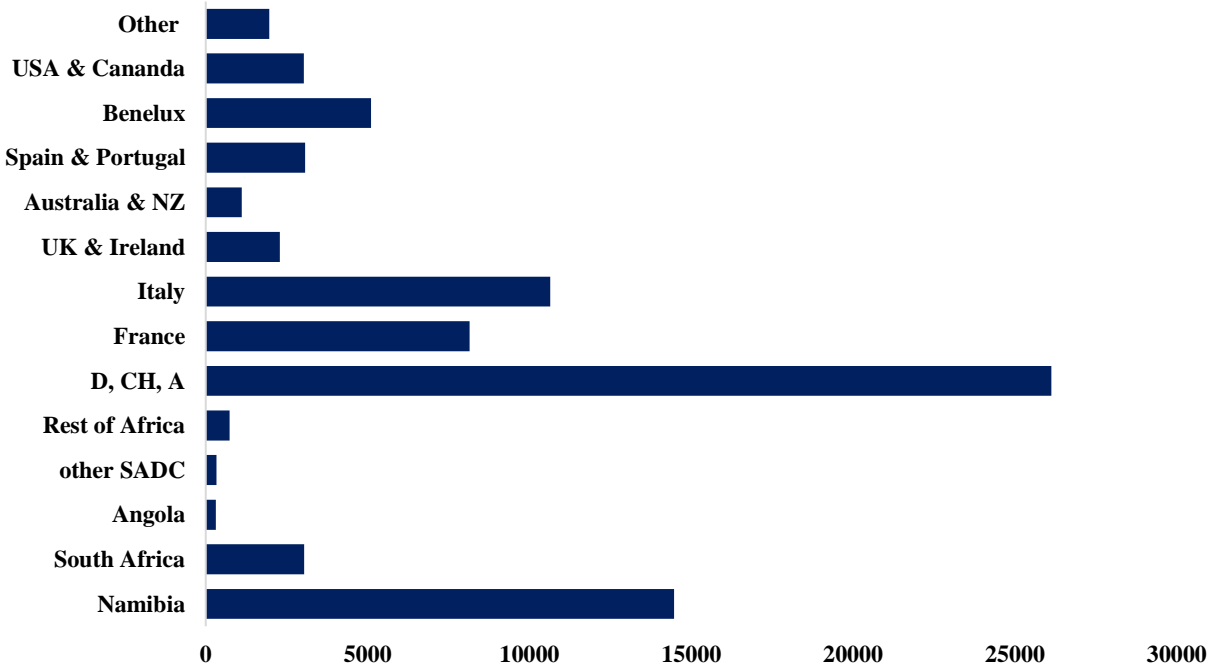
Leisure travel dominated occupancy rates in all regions, particularly in the Northern and Coastal areas, where rates exceeded 90%. Business travel accounted for only a small fraction of occupancy, with the Coastal region at 1.72% and the Northern region at 0.86%. Nationally, business-related stays constituted just 6.48%, and conference usage was minimal at 0.61%.

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



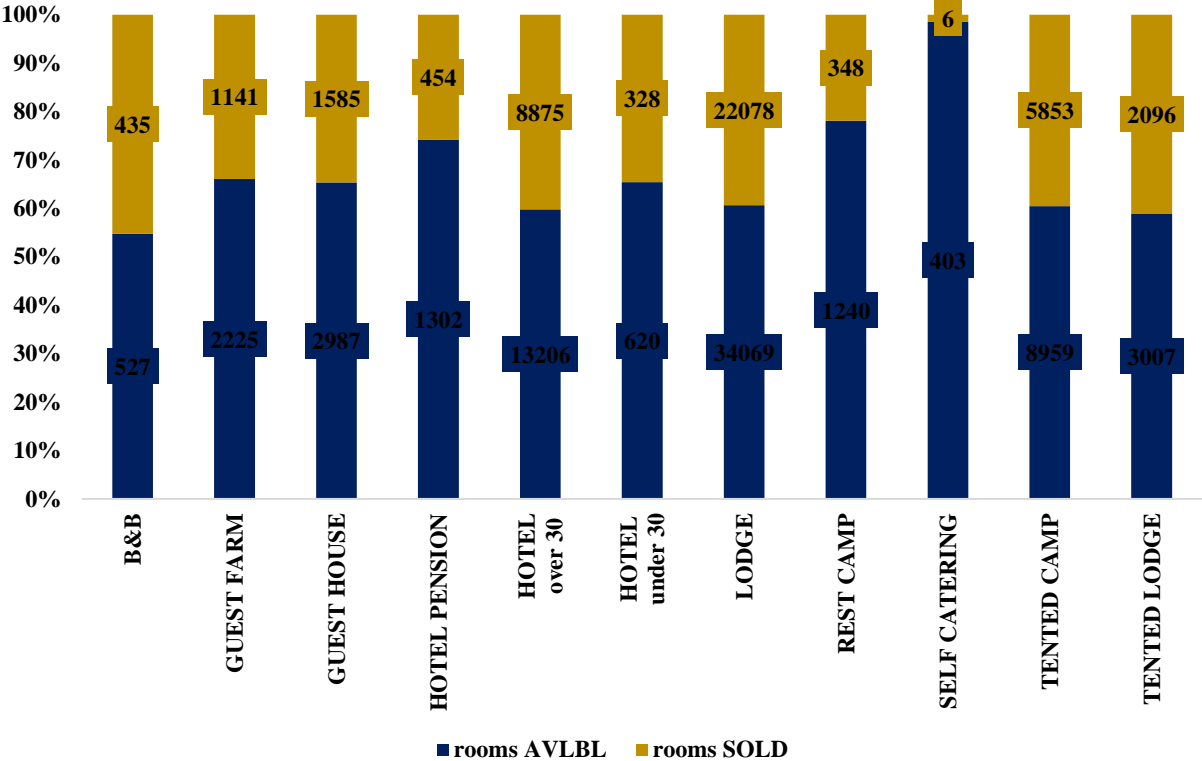
Source: HANS, HEI Research

Figure 2: Number of visitors by country of origin, Namibia (August 2024)



Source: HANS, HEI Research

Figure 3: Beds Available, Sold by Type of Accommodation (August 2024)



Source: HANS, HEI Research

3. Outlook

The positive trend in occupancy rates from July to August 2024 is encouraging for the tourism sector. Continued growth in domestic tourism and the return of international travelers from key markets like Germany, Austria, and Switzerland are crucial for sustained recovery. Efforts to promote Namibia as a leisure destination, along with initiatives to attract more business and conference travel, will be essential for the sector's long-term stability and growth.