

HOSPITALITY STATISTICS: NATIONAL OCCUPANCY RATES FOR NAMIBIA

July 2024

1. Executive Summary

The occupancy rate for July was 59.74%, reflecting a significant increase from 47.32% in June. This rise can largely be attributed to the onset of summer in Namibia. The Northern region boasts the highest room occupancy rate at 70.42%, followed by the Coastal region at 66.22%. The Southern region shows a moderate occupancy rate of 56.38%, while the Central region has the lowest at 51.88%. Nationally, the overall room occupancy stands at a healthy 63.02%.

2. Analysis

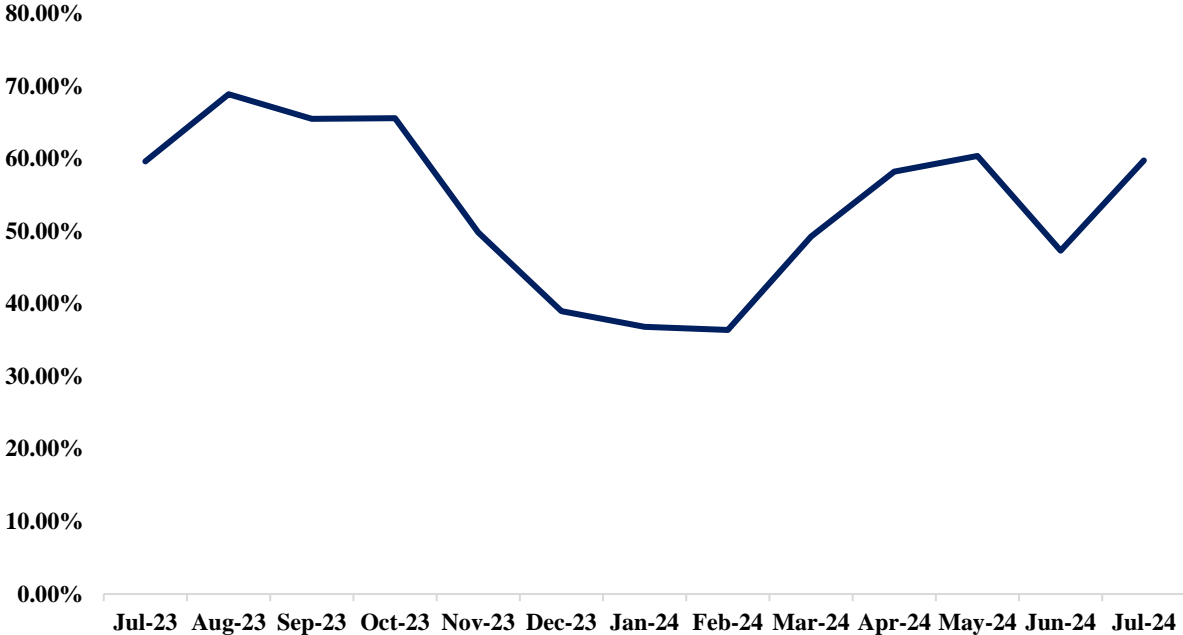
Leisure travel dominates across all regions, with the Northern region leading at 99.14%, closely followed by the Coastal region at 97.01% and the Southern region at 96.49%. The Central region has a leisure travel rate of 53.54%, while the national average is 92.91%. Business travel is most prevalent in the Central region, where 44.17% of stays are for business purposes. Other regions exhibit significantly lower business travel rates: the Coastal region at 1.72%, the Northern region at 0.86%, and the Southern region at 2.82%. Nationally, business stays account for only 6.48% of the total.

Conference stays are minimal across all regions, with the Central region recording the highest proportion at 2.29%, followed by the Coastal region at 1.28%. The Southern region shows 0.69%, while the Northern region has no conference activity (0.00%). Nationally, conferences represent just 0.61% of total stays.

The largest proportion of visitors originates from the D, CH, A region (Germany, Switzerland, Austria) at 32.20%, followed by Namibia at 16.39% and France at 8.02%. African countries outside Namibia and South Africa contribute smaller shares, while Benelux accounts for a significant 11.55% of visitors from Europe.

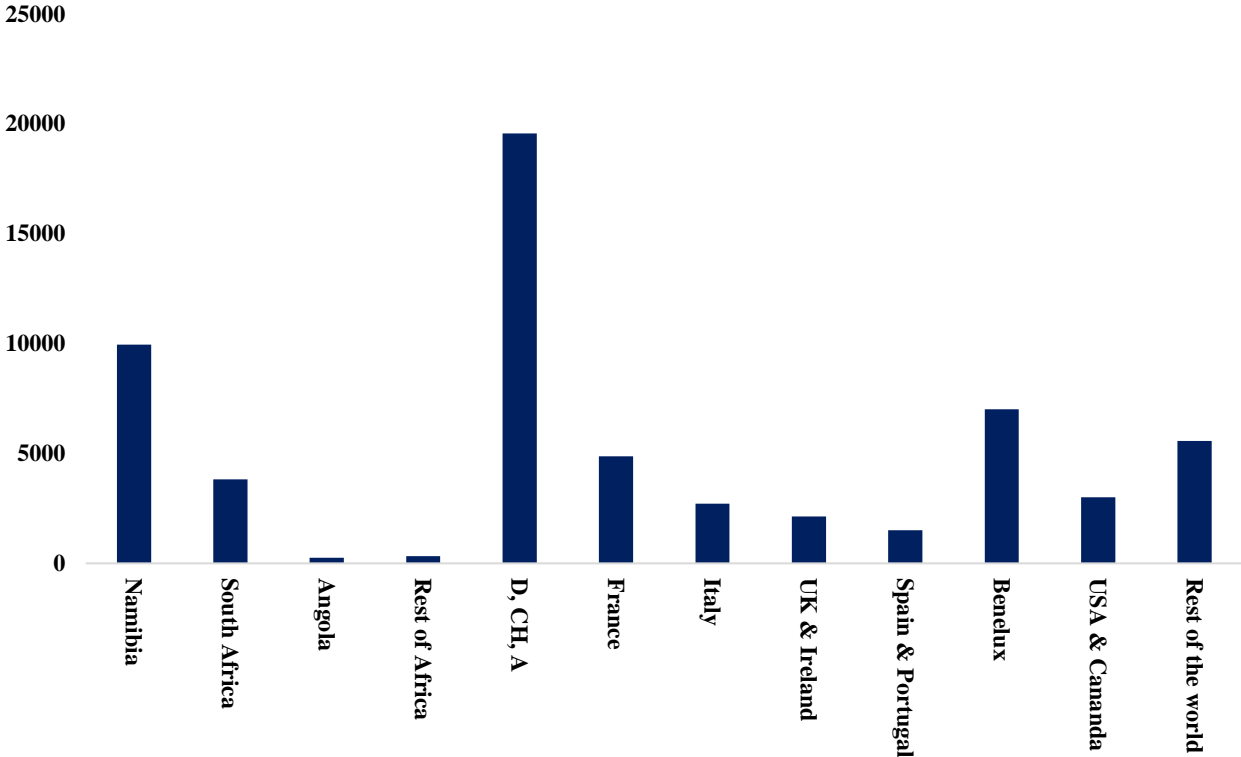
Tented Camps and Tented Lodges lead in occupancy rates at 72.42% and 71.59%, respectively. In contrast, self-catering accommodations show the lowest demand, with just 6.65% occupancy. Hotels with more than 30 rooms enjoy a 63.59% occupancy rate, compared to 36.61% for smaller establishments. Bed & Breakfasts and lodges also perform well, achieving occupancy rates of 71.54% and 59.68%, respectively.

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



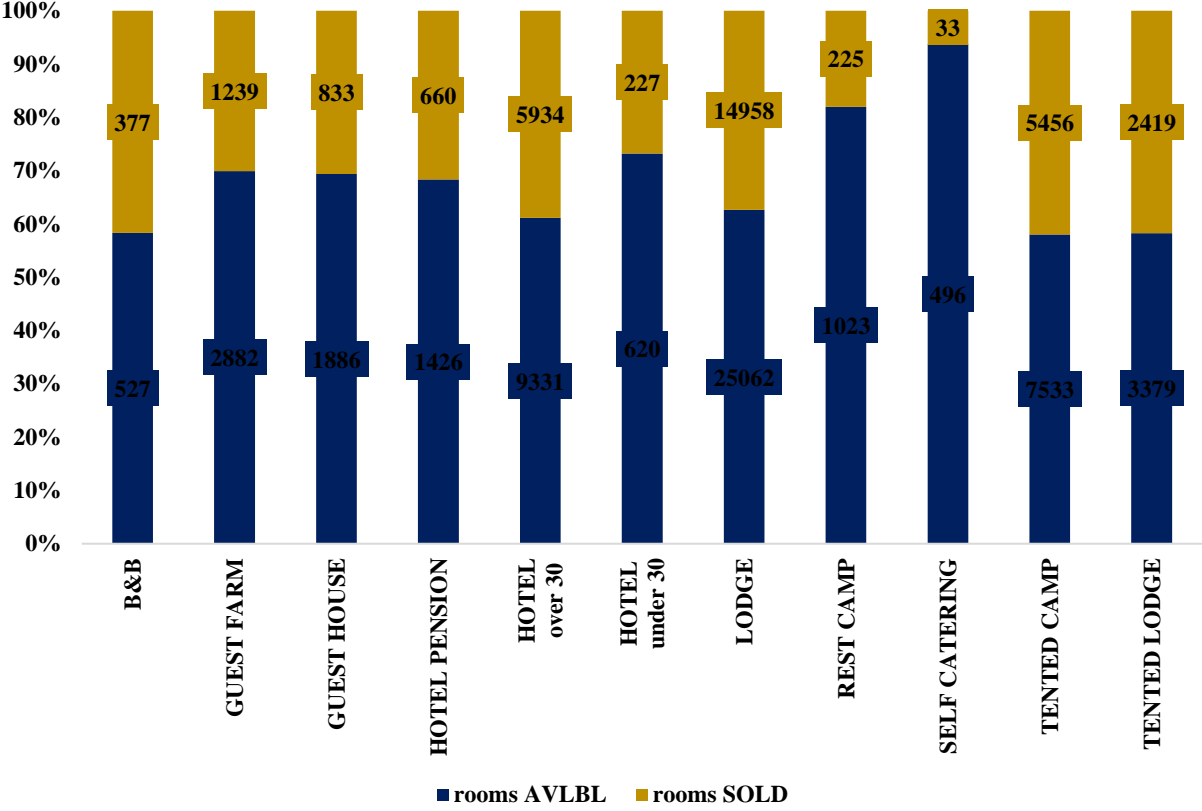
Source: HANS, HEI Research

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



Source: HANS, HEI Research

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



Source: HANS, HEI Research

3. Outlook

As the weather transitions to summer, a significant increase in tourist numbers is expected in the coming months. A comparison of this month's figures to last month's already indicates a noticeable rise in visitors, and this upward trend is anticipated to continue as the season progresses and travel conditions improve.