

Occupancy Rate Report

April 2025

1. Executive Summary

In April 2025, Namibia's national room occupancy rate was reported at 54.94%, marking a notable increase of 10.67% points from the 44.27% recorded in March 2025. This translated into an average of about 55 out of every 100 available rooms occupied during the month under review. The significant month-on-month improvement suggests a positive shift in traveling activity within the country, a welcome development for industry stakeholders, as it reflects improved demand and may signal a continued recovery in the tourism and accommodation industry.

2. Analysis

The Coastal region led the way in hotel occupancy, with nearly 61% of available rooms filled, making it the busiest area for accommodation. The Northern region followed with 55.5%, while the Southern and Central regions had slightly lower rates at 53.65% and 44.41% respectively.

Leisure travel was the predominant purpose across all regions. The Northern region led with nearly 98% of guests traveling for leisure, followed closely by the Southern region at approximately 97%. The Coastal region also showed a strong preference for leisure trips, with just under 88% of guests, while the Central region, though slightly lower, still reported a significant 86% leisure travel rate. Business travel was most prominent in the Coastal region, accounting for 11% of guest visits—significantly higher than in the Southern (2.9%), Central (2.6%), and Northern (2.0%) regions.

Conference-related stays were relatively uncommon overall. The Central region had the highest proportion at 11.7%, while other regions saw minimal activity in this category—particularly the Northern region, where it was negligible at just 0.01%.

Overall, that leisure tourism is the backbone of hotel occupancy in Namibia. While business and conference travel do contribute in places like the Coastal and Central regions, their impact remains limited. The Northern and Southern regions' heavy reliance on leisure travellers suggests they may be more vulnerable to changes in travel seasons or external shocks like economic downturns or global travel restrictions.

Figure 1: National Occupancy Rates, April 2024 - April 2025

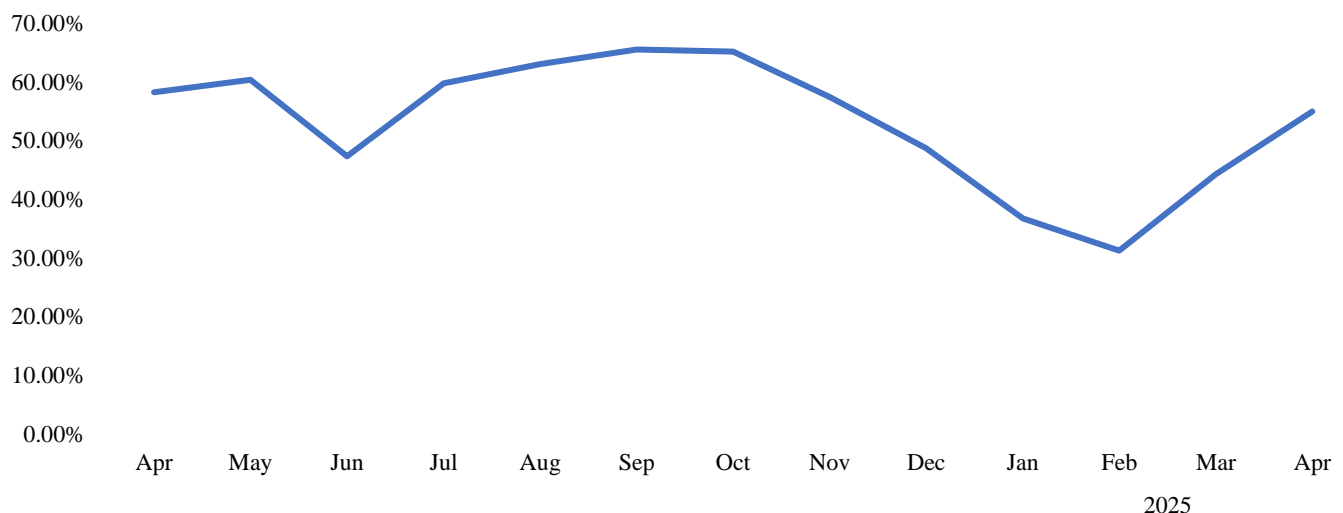
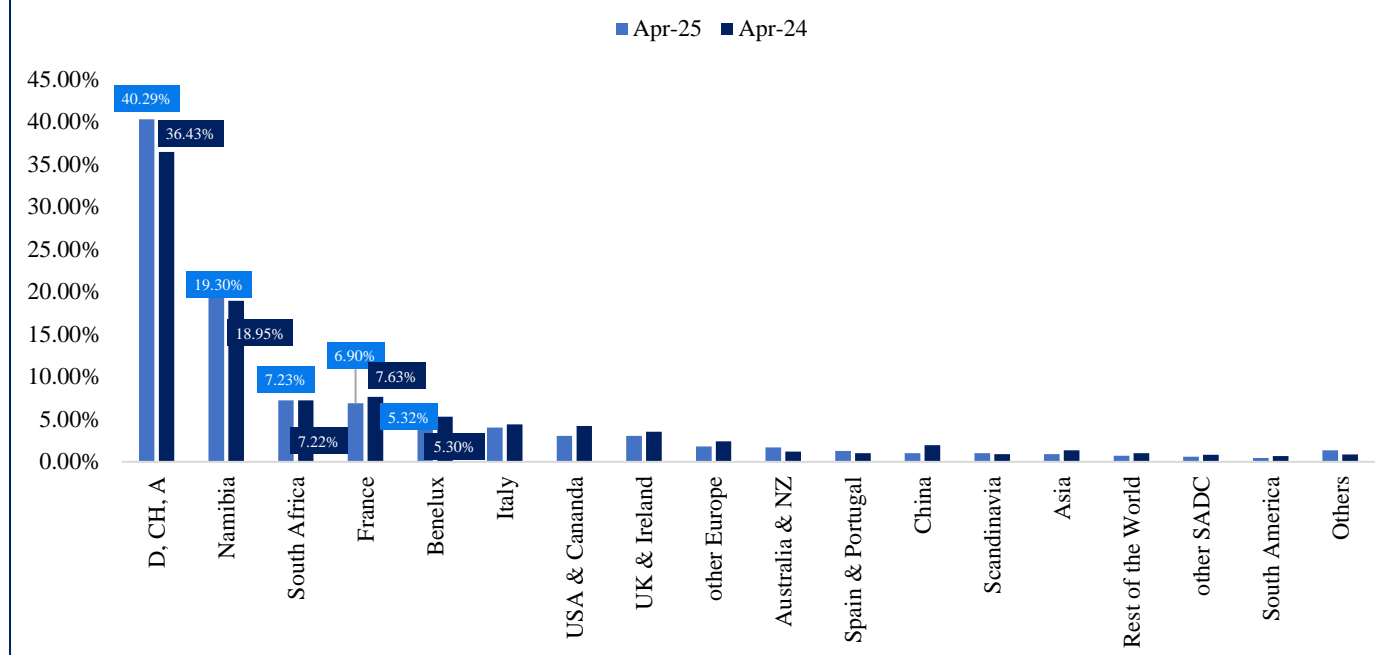


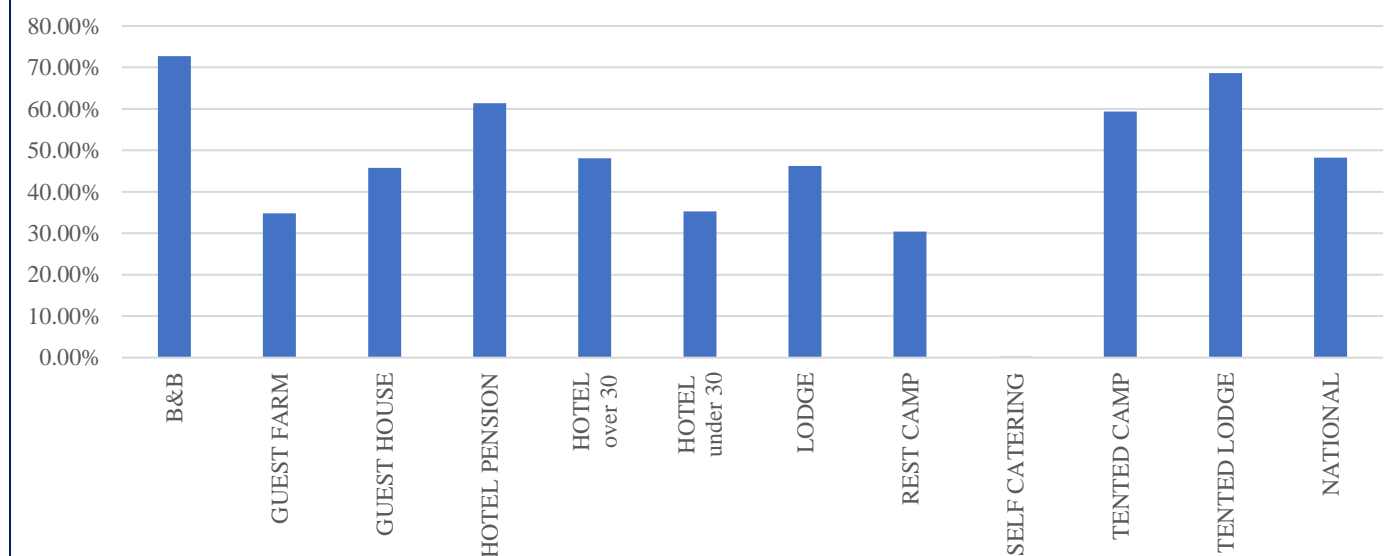
Figure 2: Occupancy Rate by Country of Origin, April-24 and April-25



Source: HANS, HEI Research

In April, tourists from Germany, Switzerland, and Austria remained the dominant group, accounting for over 40% of arrivals, up from 36% in 2024. Meanwhile, domestic travel saw a modest increase, rising from 18.95% to 19.30%, reflecting steady demand in the local tourism market. Arrivals from South Africa held firm at 7.23%, nearly unchanged from the previous year's 7.22%. In contrast, French visitors saw a slight decline, dropping from 7.63% to 6.90%, potentially due to shifting travel preferences or economic conditions in the region. Tourists from the Benelux countries (Belgium, the Netherlands, and Luxembourg) remained stable, with a marginal uptick from 5.30% to 5.32%, maintaining their consistent presence. (see Figure 2)

Figure 3: Occupancy Rate of Type of Accommodation, April 2025



Source: HANS, HEI Research

In April 2025, Bed & Breakfasts (B&Bs) recorded the highest occupancy rate among all accommodation types at 72.75%, followed by tented lodges at 68.63%. Hotels with more than 30 rooms had an occupancy rate of 61.39%, while hotels with fewer than 30 rooms recorded 35.30%. Guest houses and lodges reported occupancy rates of 45.79% and 46.25%, respectively.

Guest farms and rest camps recorded lower occupancy levels at 34.80% and 30.41%, respectively. Self-catering units had the lowest occupancy rate at 0.21%. Tented camps recorded an occupancy of 59.36%. (see Figure 3)

3. Outlook/Sentiment

Namibia's tourism sector is poised for sustained growth in 2025 and beyond, driven by rising occupancy rates, strong leisure travel demand, and the recent introduction of a streamlined e-visa system. The e-visa platform, could significantly reduce entry barriers and border congestion. This modernisation enhances Namibia's accessibility, particularly for key markets in Europe and North America, and complements ongoing improvements in infrastructure and connectivity.

The Coastal and Northern regions are experiencing notable increases in visitor numbers, supported by upgraded facilities and services. While leisure tourism continues to dominate highlighting the sector's sensitivity to seasonal fluctuations and external shocks efforts to diversify source markets and develop business and conference tourism, especially in the Coastal and Central regions, are strengthening the industry's resilience. Additionally, new direct flight routes, such as the anticipated Munich-Windhoek connection launching in April 2025, will further facilitate European arrivals and expand Namibia's reach in the global tourism market. Leveraging its unique natural attractions alongside enhanced visa processes and improved air connectivity, Namibia is well positioned to capitalize on growing global travel demand and strengthen its reputation as a premier African destination.