

Occupancy Rate

August 2025

1. Executive Summary

Namibia recorded a national room occupancy rate of 67.55% in August 2025, marking a significant improvement from July's 59.61% and surpassing the 63.02% in August 2024. This translates into nearly 68 of every 100 available rooms being occupied during the month under review, with 80,542 rooms available nationally and 54,404 sold. On the beds' side, 174,035 were available and 105,433 were sold, resulting in a bed occupancy rate of 60.58%.

Additionally, the Hotels and Restaurants sector contributed positively to GDP, recording a 3.4% growth in real value added during Quarter 2 of 2025, with hotels posting a modest 0.9% increase.

This improved performance reflects peak-season travel activity, with a combination of strong international arrivals and resilient domestic demand supporting the accommodation sector across most regions.

2. Analysis

2.1 OCCUPANCY Rates by Region

- The Northern region achieved the highest rate at 70.63%, underscoring its growing status as a key tourism hub
- Southern region followed at 69.61%, on the back of sustained leisure demand
- The Coastal region also performed strongly at 67.45%, benefiting from the holiday season
- The Central region lagged considerably at 42.61%, pointing to structural challenges and limited diversification of tourism offerings in this area

This pattern underscores the role of regional tourism attractions in sustaining demand across the Northern, Southern, and Coastal regions, while the Central region's weaker performance points to the need for targeted promotion and product diversification.

2.2 DOMINANCE of Leisure Travel

Leisure travel continued to dominate the market, accounting for 98.48% of all occupancy nationwide. Business travel made up just 1.35%, while conference-related stays contributed a negligible 0.16%.

Across regions, the Southern region reported the highest leisure share at 99.13%, followed by the Northern region at 98.97%. The Coastal region, while still predominantly leisure-driven at 95.28%, captured a slightly higher proportion of business travel at 4.11%. The Central region maintained its role as the primary conference hub, with conference-related stays accounting for 1.25% of occupancy.

2.3 SOURCE Markets

European visitors, particularly from Germany, Switzerland, and Austria, remained the backbone of Namibia's international arrivals, reaffirming the country's strong position in core European source markets.

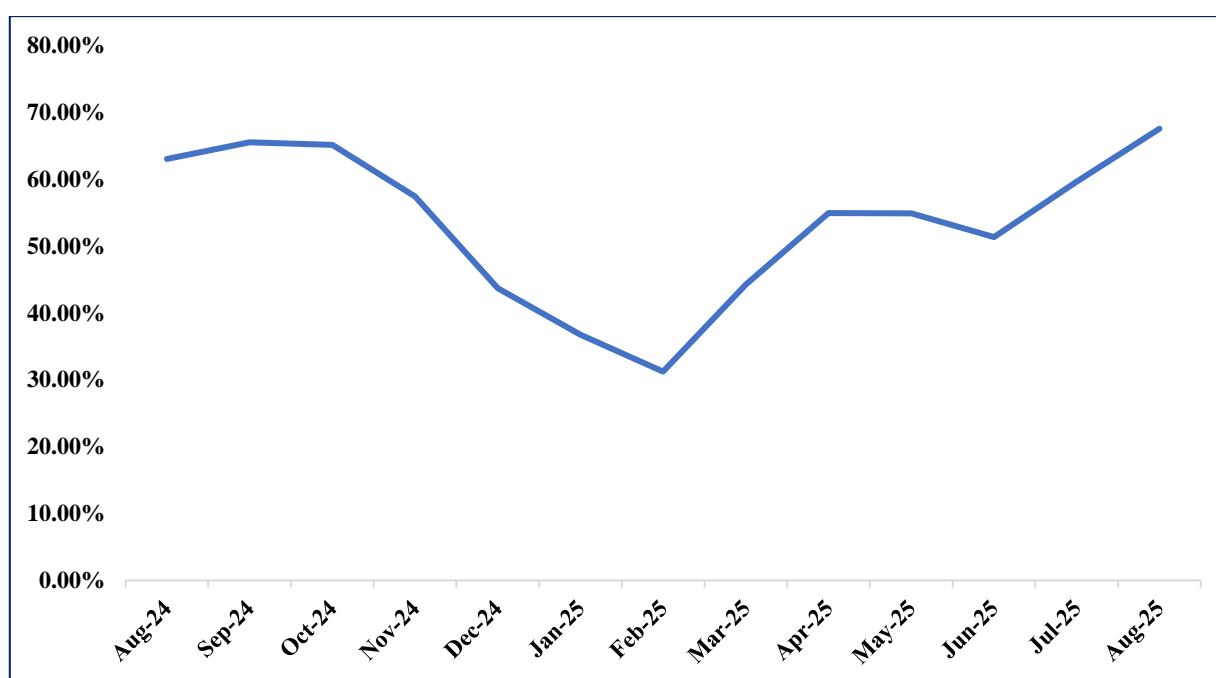
Visitors from South Africa and other SADC countries also made steady contributions, while domestic tourism demonstrated resilience.

2.4 ACCOMMODATION Types

The data highlights a clear trend: travellers continue to favour B&Bs, tented lodges, and larger, full-service hotels, while smaller-scale or self-service accommodation struggles to capture the same demand.

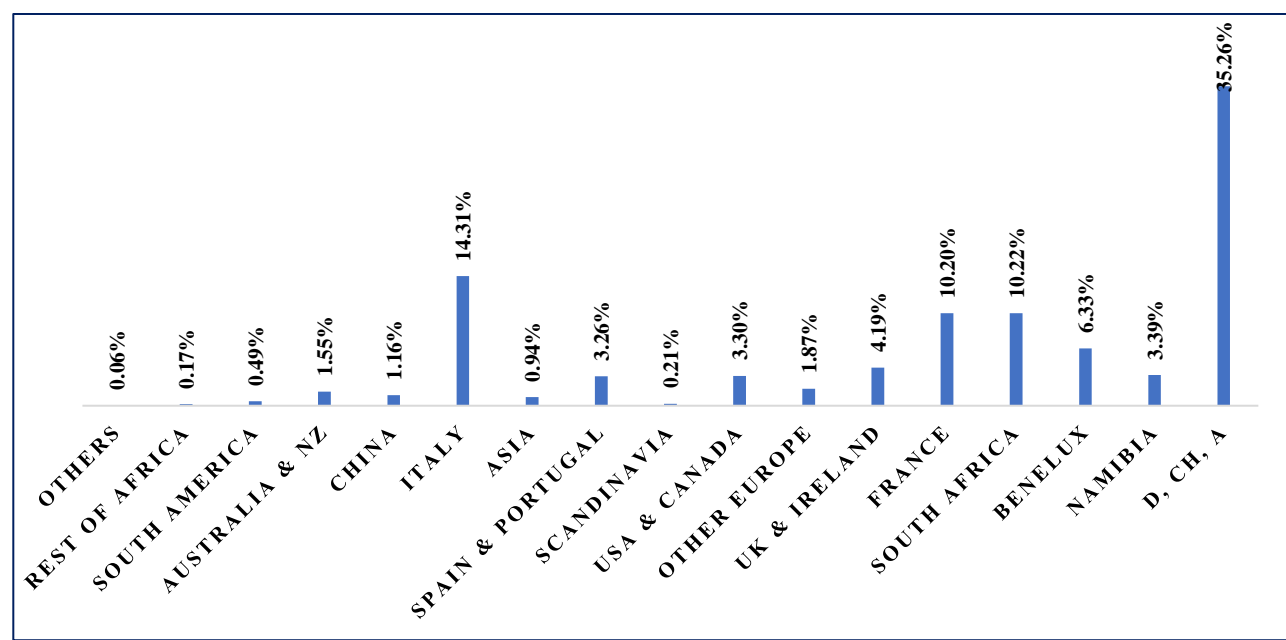
- Bed & Breakfast establishments (B&Bs) led the market with the highest occupancy at 82.80%, reflecting a clear preference for smaller, personalized stays among travellers
- Tented camps and larger, full-service hotels (more than 30 rooms) also performed strongly, recording occupancy rates in the high 60s to 70s
- By contrast, smaller hotels, guest farms, and self-catering units (less than 30 rooms) struggled to attract demand, with some categories reporting occupancy below 40%

Figure 1: National Occupancy Rates, August 2025



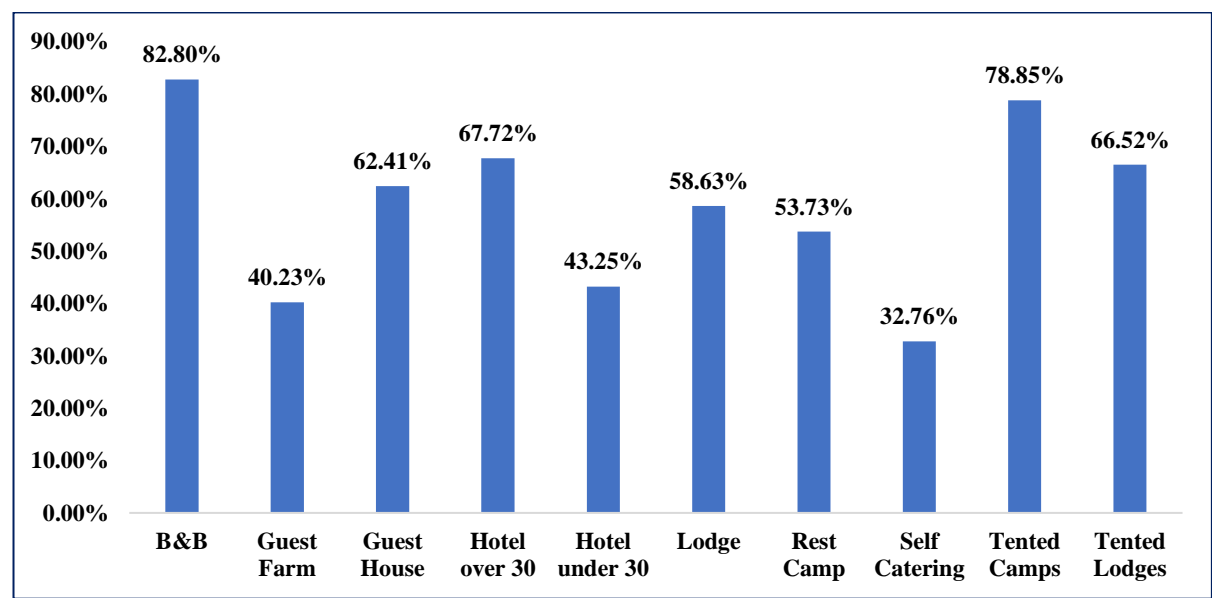
Source: HANS, HEI Research

Figure 2: Occupancy Rates by Country of Origin, August 2025



Source: HANS, HEI Research

Figure 3: Occupancy Rate by Type of Accommodation, August 2025



Source: HANS, HEI Research

3. Outlook/Sentiment

The August surge positions Namibia's accommodation sector on a positive growth trajectory heading into the final quarter of 2025. However, several structural considerations remain. Diversification of demand is critical, as the sector's heavy reliance on leisure necessitates stronger promotion of business and MICE (Meetings, Incentives, Conferences, Exhibitions) tourism, particularly in the Central and Coastal regions.

Regional rebalancing through targeted investment and event-based strategies could help raise occupancy in the Central region, while sustained growth also requires enhanced air access and effective utilization of Namibia's e-visa framework to deepen penetration in long-haul markets. Additionally, investment in accommodation quality and regional tourism products is essential to maintain competitiveness. If these interventions are implemented, Namibia is well positioned to consolidate its status as a leading African leisure destination while gradually mitigating seasonality and structural demand risks.