

# Occupancy Rate

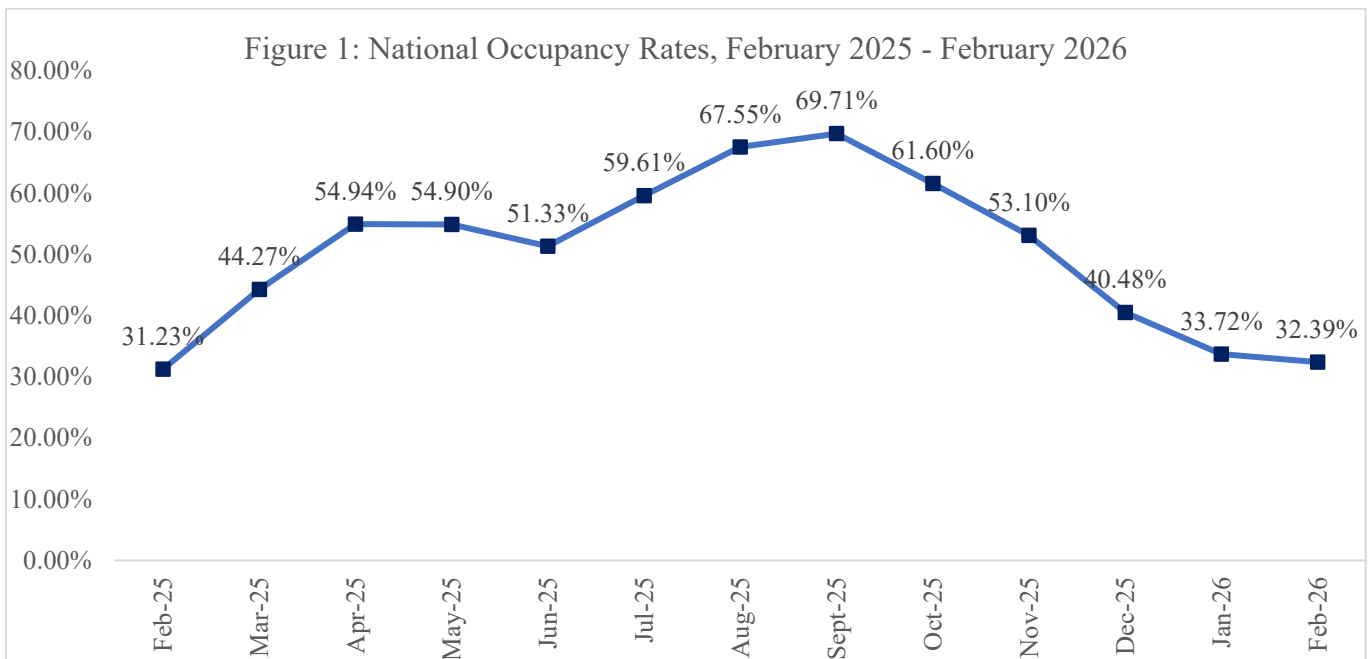
February 2026

## 1. Executive summary

Namibia recorded a national room occupancy rate of 32.29% in February 2026, reflecting an increase of 1.16% from the previous year. This performance is based on a total of 62,928 rooms available compared to 20,381 rooms sold, indicating a notable gap between supply and demand and suggesting that a large share of accommodation capacity remains unutilised across the country.

The Northern region had the highest number of rooms available at 29,176, with 8,512 rooms sold, highlighting a significant imbalance. The Coastal region recorded 9,044 rooms available and 3,818 sold. Central region reported 4,300 rooms available and 1,366 sold, while the Southern region had 20,408 rooms available with 6,685 sold.

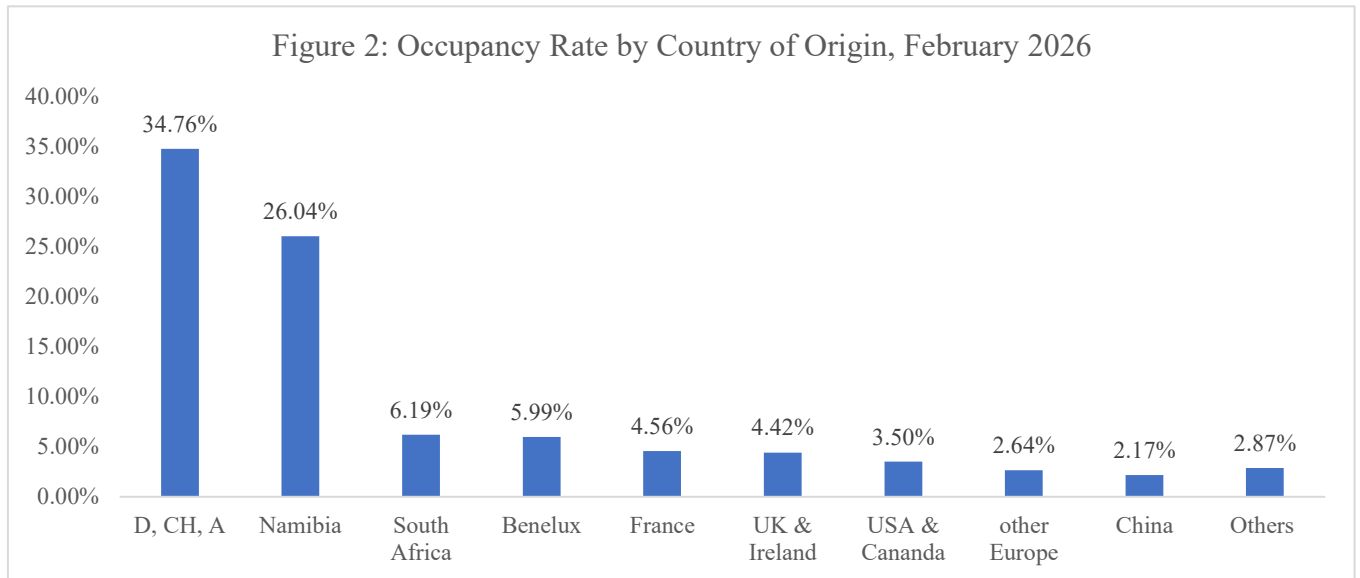
## 2. Analysis



Source: HANS, HEI Research

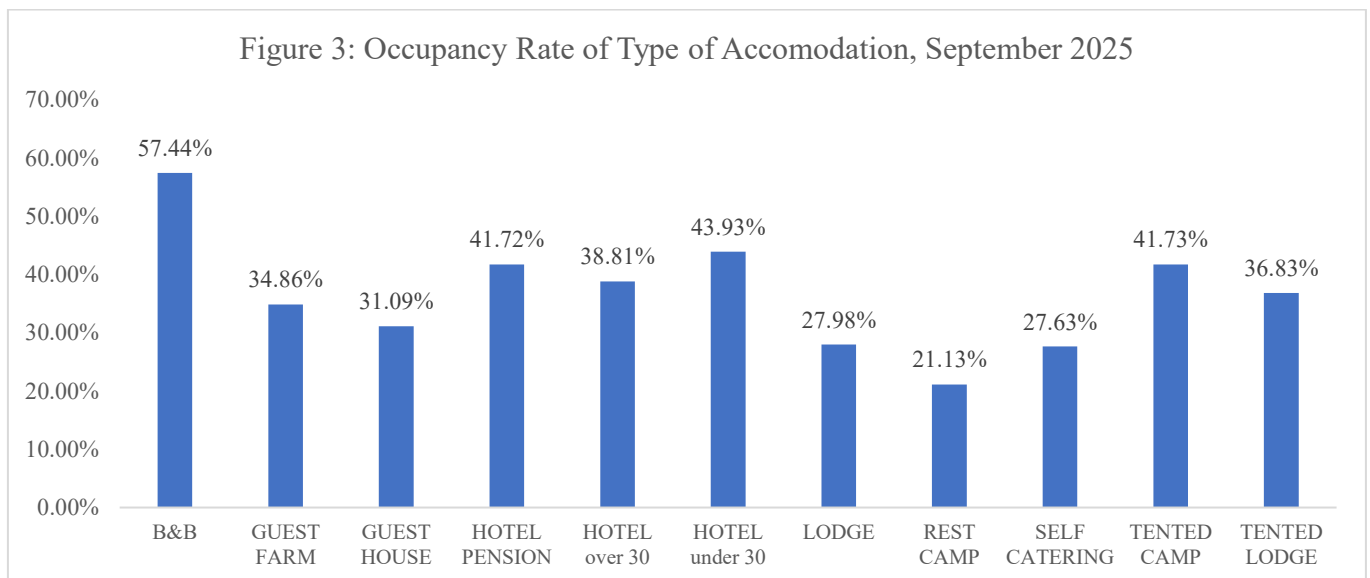
The Coastal region achieved the highest occupancy at 42.22%, followed by the Southern region at 32.75% and the Central region at 31.77%, while the Northern region records the lowest occupancy at 29.17%. The variation highlights the importance of regional market dynamics, including tourism infrastructure, accessibility, and the popularity of destinations within each region.

Although the Northern region has the largest number of rooms available (29,176) and rooms sold (8,512), its low occupancy highlights underutilization relative to its capacity, indicating that the supply may exceed current demand or that marketing and visitor distribution could be improved. In contrast, the Coastal region, with 9,044 rooms available and 3,818 rooms sold, demonstrates more efficient use of its accommodation stock, achieving the highest occupancy despite having fewer rooms. This suggests there was a demand per room in the Coastal region.



Source: HANS, HEI Research

Namibia’s tourism industry continues to rely on the European market, particularly German-speaking countries, as the primary source of tourist arrivals and accommodation demand in Namibia. Visitors from Germany, Switzerland, and Austria (D, CH, A) accounted for the highest share of occupancy at 34.76% or 12649 visitors or participants, highlighting their dominant contribution to Namibia’s tourism market. Domestic tourists followed with 26.04%, while the South Africa contributed 6.19%. see figure 2



Source: HANS, HEI Research

Namibia’s accommodation occupancy data shows that B&Bs record the highest rate at 57.44%, followed by Hotels under 30 rooms (43.93%), Tented Camps (41.73%) and Hotel Pensions (41.72%), while Hotels over 30 rooms reach 38.81%. Guest Farms (34.86%) and Guest Houses (31.09%) fall in the mid-range, whereas Lodges

(27.98%), Self-Catering (27.63%) and Rest Camps (21.13%) are the lowest, and Backpackers report 0%, indicating no recorded occupancy.

### 3. Outlook/Sentiment

As the environment transitions from the rainy season into the cooler, drier winter months, we can expect the number of tourists visiting Namibia to steadily increase. Weather conditions improve, outdoor activities become more enjoyable, and wildlife viewing becomes easier and more rewarding; all of which naturally draw more visitors. This period between March and May acts as a bridge between the quieter wet season and the peak dry season, making it an attractive time for travellers planning their trips.

At the same time, this upward trend in visitor numbers can also be influenced by global travel patterns and policy changes. Many tourists from the Northern Hemisphere choose this window to escape their own spring season and enjoy these conditions, while Namibia's evolving visa programme including visa-on-arrival options and streamlined e-visa processes designed to make entry easier for international holidaymakers plays a role in making the country more accessible and appealing to foreign visitors. The combination of better weather, increased interest from abroad, and more traveller-friendly visa arrangements can all contribute to a rise in tourism and thus driving the occupancy rate up, during this transitional season.

Recent events, such as the major wildfire that burned through a significant portion of Etosha National Park in late 2025 an area that normally draws large numbers of wildlife-focused tourists initially raised concerns about visitor expectations and plans. Now, five months later, we expect tourist numbers to start recovering as the park continues its restoration efforts, wildlife begins to return, and safe visiting conditions are maintained, although some areas may still be affected by the ecological impact of the fire.