Email: info@hei.com.na
Website: www.hei.com.na
Tell: +264-61-307-728
Address: 04 Stauch Street, Klein Windhoek, Windhoek, Namibia

Occupancy Rate

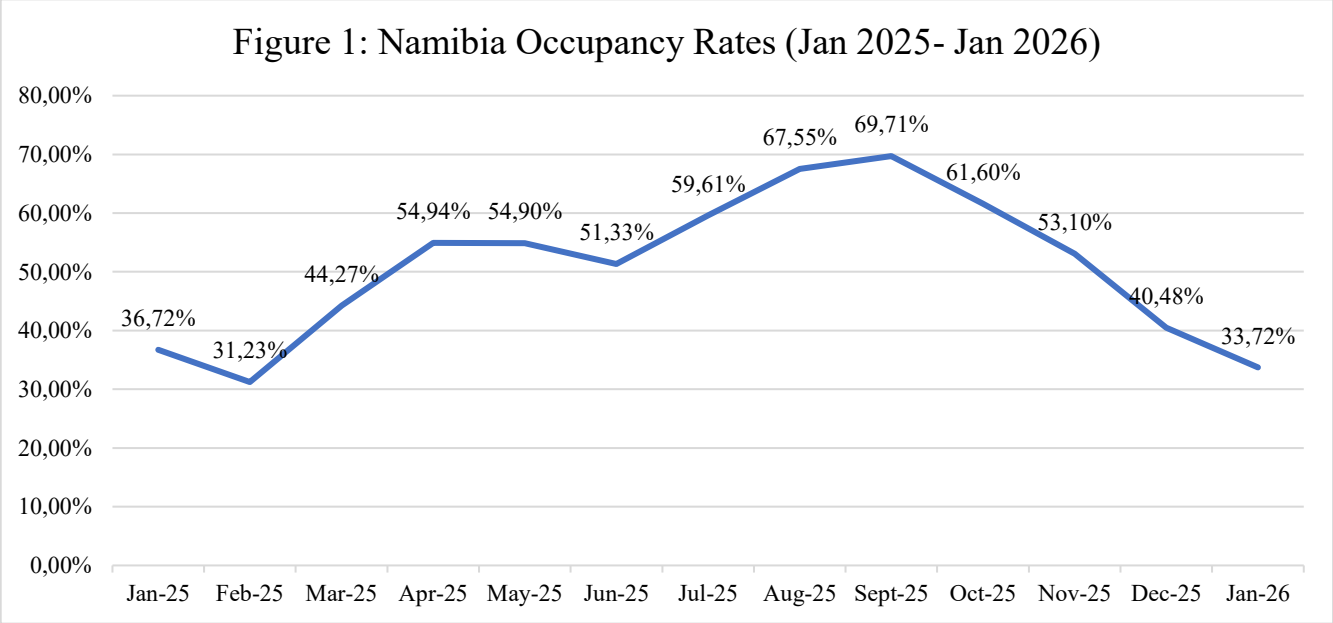
January 2026

1. Executive summary

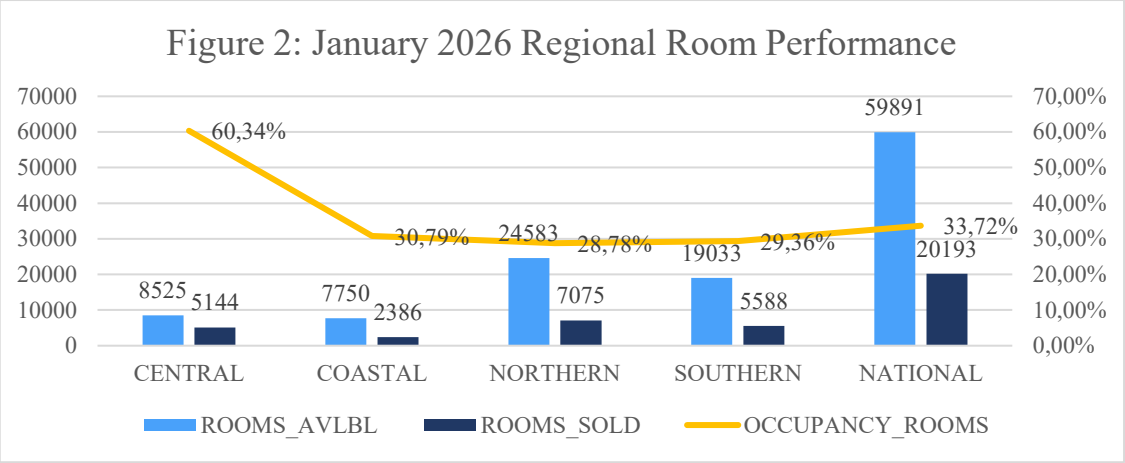
Namibia's accommodation sector recorded a national room occupancy rate of 33.72% in January 2026, based on data from 58 participating establishments. This represents a decline from 40.48% in December 2025, continuing the seasonal downturn observed in the post-holiday period. On a year-on-year basis, January 2026 occupancy fell by 3.0 percentage points compared to 36.72% in January 2025.

The Central region recorded the strongest occupancy at 60.34%, followed by the Coastal region at 30.79%, the Southern region at 29.36%, and the Northern region at 28.78%. Leisure travel dominated the market, accounting for 97.17% of total room sales, with business and conference travel representing just 1.49% and 1.35%, respectively.

2. Analysis



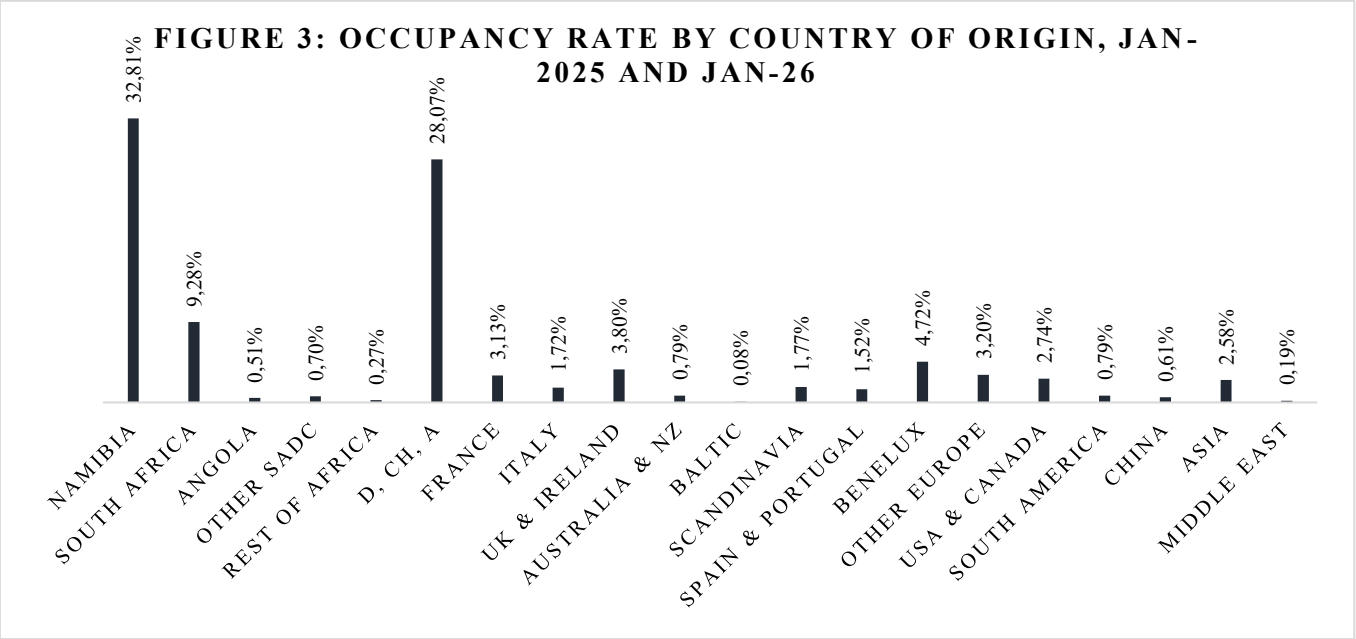
Source: HANS, HEI Research



Source: HANS, HEI Research

Based on the regional room performance, the Central region posted the highest occupancy rate at 60.34%, well above the national average of 33.72%. The Coastal region recorded 30.79%, while the Northern and Southern regions followed closely at 28.78% and 29.36%, respectively. Across the country, 20,193 out of 59,891 available rooms were sold, with the Central region achieving more than 60% uptake of its room inventory. Refer to figure 2.

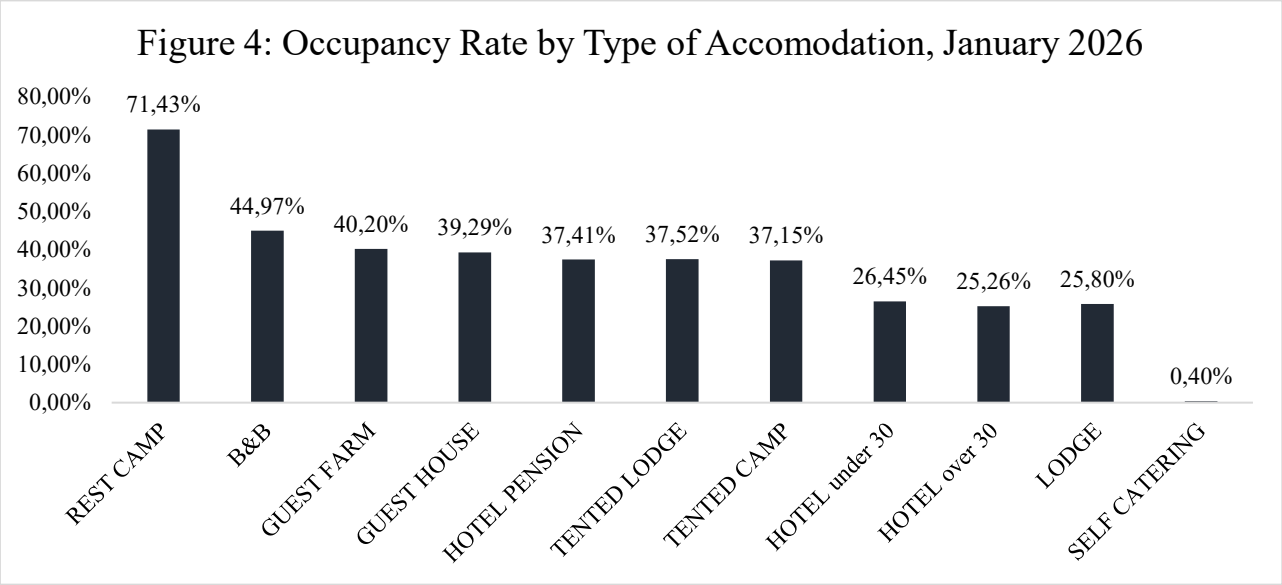
Leisure travel continued to drive the market, accounting for 97.17% of total room nights sold. This segment was especially dominant in the Southern region, where leisure bookings represented 99.07% of all rooms sold. Business travel made up a modest 1.49% of sales, with the Lodge and Rest Camp categories seeing the highest concentration. Conference-related stays accounted for 1.35% of occupancy, though the Central region showed a marginal increase in this segment.



Source: HANS, HEI Research

In the period under review, Namibia's tourism sector exhibited a notable shift toward domestic and regional travellers, with Namibian residents accounting for the largest share of visitors at 32.81%. European markets remained important, with visitors from Germany, Switzerland, and Austria (D, CH, A) contributing 28.07%, underscoring the country's continued reliance on this key segment. South African visitors made up 9.28%, while

the Benelux region accounted for 4.72%. Smaller contributions came from the UK and Ireland (3.80%), France (3.13%), other Europe (3.20%), and the United States and Canada (2.74%). Other regions, including Italy, Asia, Australia & New Zealand, Scandinavia, and South America, each represented less than 2% of total arrivals (see Figure 3).



Source: HANS, HEI Research

Rest Camps recorded the highest occupancy among accommodation types at 71.43%, followed by Bed and Breakfasts at 44.97% and Guest Farms at 40.20%. Guest Houses achieved an occupancy rate of 39.29%, while Hotel Pensions reached 37.41%. Tented Lodges and Tented Camps recorded 37.52% and 37.15%, respectively. Hotels with over 30 rooms posted 25.26%, while Hotels under 30 rooms achieved 26.45%. Lodges recorded 25.80% occupancy, whereas Self-Catering units saw minimal usage at just 0.40%. No occupancy rates were recorded for Backpacker accommodations during the period under review (see Figure 4).

3. Outlook/Sentiment

At 33.72%, Namibia's January 2026 accommodation occupancy fell nearly 4 percentage points below last year, with forward bookings "significantly reduced" due to limited airlift, the 2025 visa system, and perceptions of Namibia as high-cost. While airport arrivals are rising, registered establishments are losing ground to unregistered accommodations. Domestic travel strengthened, with Namibian guests up 3% to 32.81%, and the Central region's 60.34% occupancy likely boosted by Windhoek's international cricket event. Rest Camps led at 71.43%, followed by B&Bs at 44.97%, while self-catering languished at 0.40%. Positive signs include Namibia's recognition as Africa's most authentic destination, a new Proflight Zambia route from March 2026, and 79,000 expected cruise passengers. However, regional competition is intensifying and April 2026 Park fee increases may pressure costs. Despite subdued momentum, domestic engagement, regional connectivity, and 2027 Cricket World Cup preparations offer a path to stabilisation.