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# Occupancy Rate

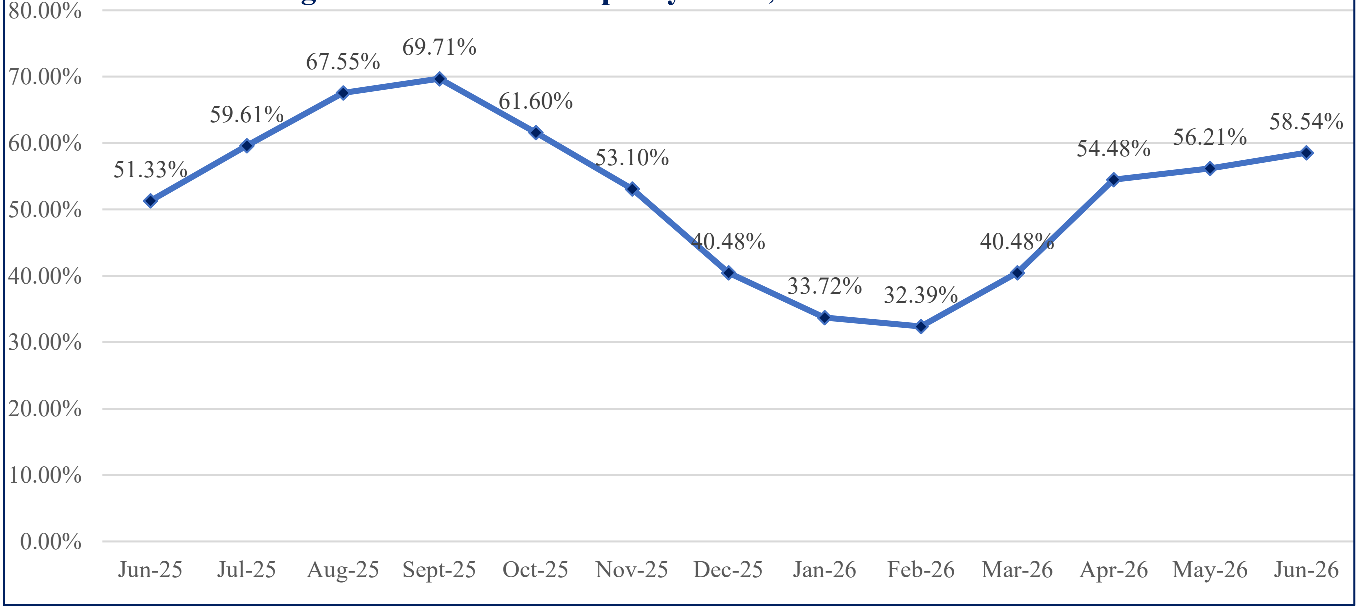
June 2026

## 1. Executive summary

Namibia's hospitality sector maintained solid performance momentum in June 2026, with the national room occupancy rate reaching 58.54% (up from 56.21% in May 2026), reflecting sustained travel activity as the country progressed into its peak winter season. Regionally, performance was anchored by the Northern region with a dominant room occupancy rate of 70.35% driven by strong demand for wildlife and nature-based tourism and the Coastal region at 55.99%. International visitors remained the primary driver of accommodation demand, with German-speaking European markets (Germany, Switzerland, and Austria) accounting for the largest share at 33.47% of total visitors. This was complemented by strong domestic travel (15.02%) and steady arrivals from South Africa (7.72%), France (7.33%), and North America (6.91%). Across accommodation categories, Bed & Breakfasts (71.81%) and Lodges (67.03%) recorded the highest room occupancy levels, underscoring strong demand across both primary travel setups and nature-based hospitality experiences.

## 2. Analysis

**Figure 1: National Occupancy Rates, June 2025 - June 2026**



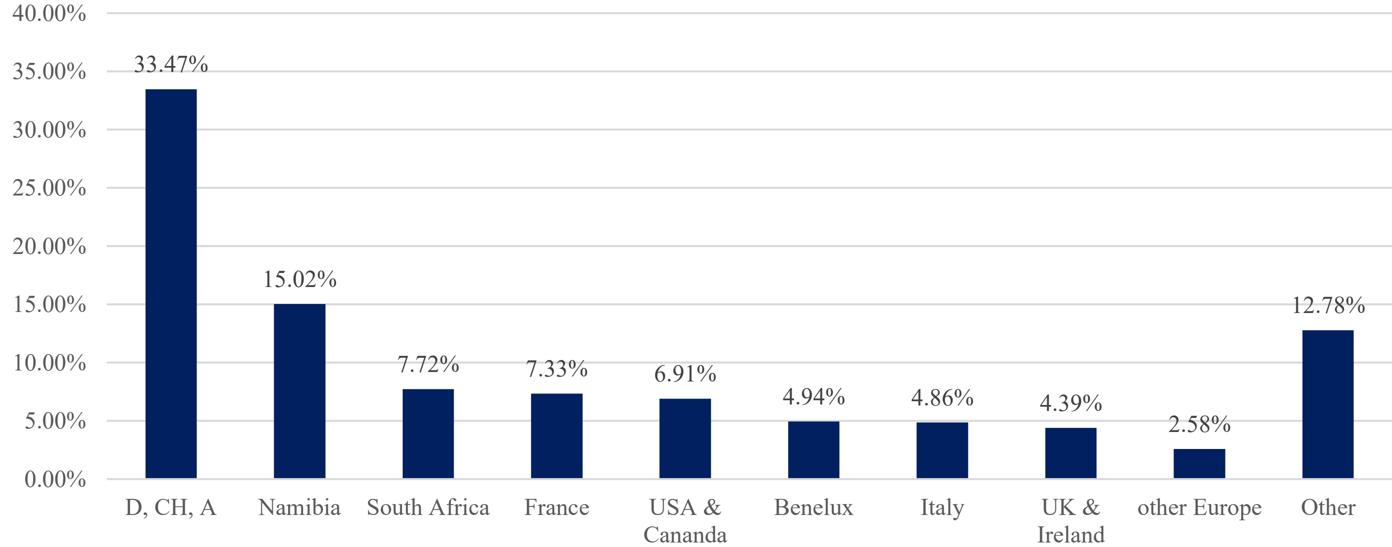

Source: HANS, HEI Research

Regionally, the Northern region recorded the highest occupancy rate at 70.35%, selling 24,140 rooms out of the 34,313 rooms available. Despite having the largest accommodation capacity in the country, the region maintained dominant demand and accounted for 56.97% of all rooms sold nationally (24,140 out of 42,369). The region's room occupancy rate exceeded the national average of 58.54% by 11.81 percentage points, highlighting the strength of the northern tourism circuit particularly wildlife and nature-based attractions in driving accommodation demand.

The Coastal region followed with a room occupancy rate of 55.99%, with 3,984 rooms sold out of 7,115 available stock. While its occupancy rate fell slightly below the national average, the coast continues to serve as a key destination for leisure tourism, which accounted for 95.42% of its bed-nights. The Southern region achieved a room occupancy rate of 46.21%, selling 11,416 rooms out of 24,707 available.

Despite room occupancy remaining below the national average, the region contributed significantly to overall volume, recording 21,183 beds sold driven almost entirely by leisure travellers (98.33%). Meanwhile, the Central region recorded the lowest occupancy rate at 45.34%, with 2,829 rooms sold out of 6,240 available rooms. The region recorded the highest share of business travel among all regions at 16.30%, though overall accommodation demand remained quieter during the month.

**Figure 2: Occupancy Rate by Country of Origin, June 2026**



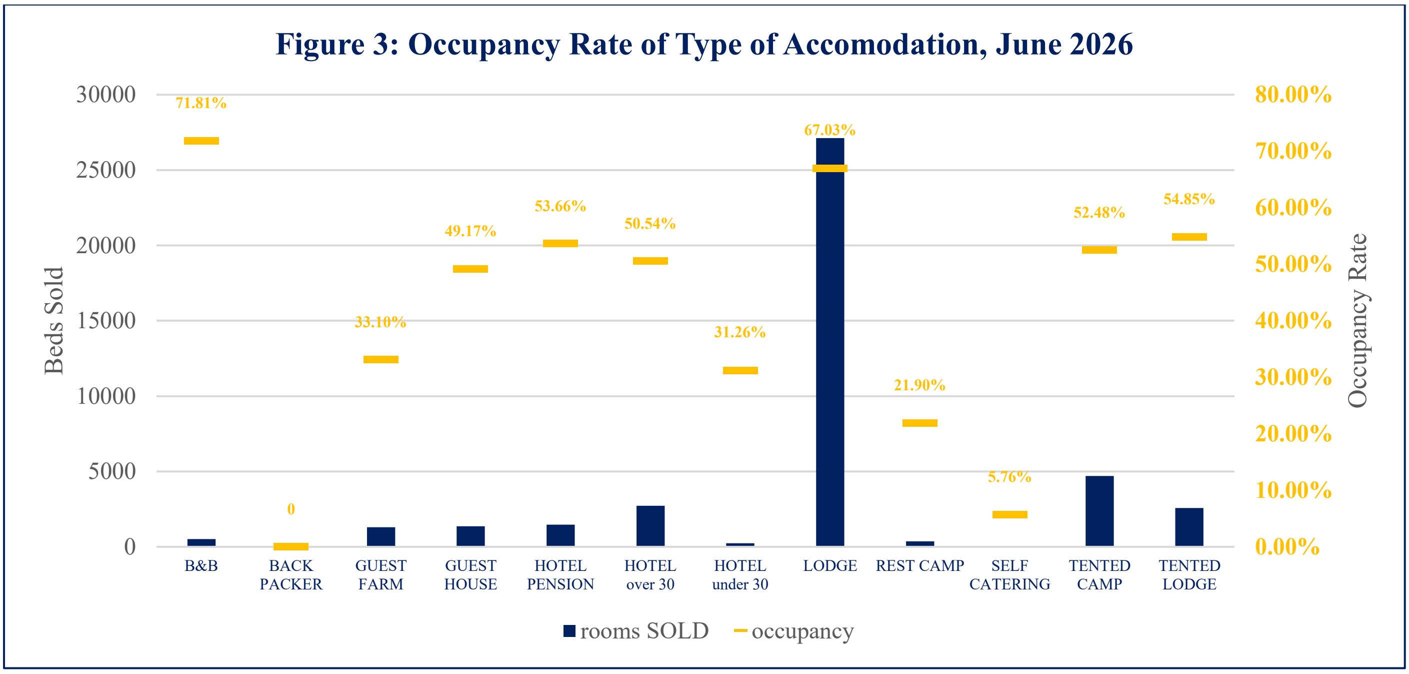

Source: HANS, HEI Research

The composition of occupancy rates in June 2026 highlights the continued importance of international tourism to Namibia's hospitality sector. Visitors from Germany, Switzerland, and Austria (D, CH, A) accounted for the largest share of overall visitors at 33.47%, reaffirming the country's strong appeal among German-speaking European markets. This segment alone contributed one-third of total visitor volume.

The domestic market (Namibia) was the second-largest contributor, accounting for 15.02% of total visitors. The strong domestic share demonstrates the essential role local travellers continue to play in supporting accommodation establishments and sustaining tourism activity throughout the year.

Regional tourism from South Africa accounted for 7.72% of visitors, followed closely by France at 7.33% and long-haul travellers from the USA & Canada at 6.91%. These figures reflect steady demand from neighbouring SADC regions as well as key long-haul transatlantic and European markets. Among other European source markets, the Benelux countries represented 4.94% of visitors, followed by Italy at 4.86%, the UK & Ireland at 4.39%, Spain & Portugal at 2.44%, and other European countries at 2.58%.

Collectively, the European market remained the overwhelming driver of occupancy across the country. Additionally, emerging and non-traditional international markets contributed noticeably, with Asia (excl. China) accounting for 2.33% and China representing 2.51% of visitors, supporting the ongoing diversification of Namibia's tourism base. see figure 2




Source: HANS, HEI Research

Bed & Breakfast (B&B) establishments recorded the highest room occupancy rate across all categories at 71.81%, selling 517 rooms out of 720 available. Lodges, which constitute the largest single accommodation category in Namibia with over 40,000 available rooms, achieved a strong occupancy rate of 67.03% by selling 27,124 rooms. Given their dominant market share in nationwide capacity, the robust performance of lodges continues to serve as the primary driver of overall hospitality sector output.

Nature-oriented and alternative safari setups also demonstrated solid demand during the month. Tented Lodges recorded a room occupancy rate of 54.85% (2,567 rooms sold out of 4,680 available), while Hotel Pensions achieved an occupancy rate of 53.66%. Tented Camps reached an occupancy rate of 52.48% (4,701 rooms sold out of 8,957 available), and Hotels with over 30 rooms performed steadily with a room occupancy rate of 50.54%.

Meanwhile, Guest Houses recorded an occupancy rate of 49.17%. At the lower end of the spectrum, Guest Farms achieved 33.10% occupancy, while Hotels with fewer than 30 rooms recorded 31.26%. Rest Camps achieved an occupancy rate of 21.90%, while Self-Catering establishments registered the lowest occupancy rate for the month at 5.76%.

## 3. Outlook/Sentiment

Namibia’s hospitality and tourism sector is well-positioned to sustain its positive momentum through the core winter peak travel season. Following the industry’s strongest May performance on record driven by an early surge in safari bookings occupancy levels across key wildlife corridors are projected to remain high through the third quarter of 2026. Long-haul demand from European source markets (particularly the DACH region and France) continues to anchor international arrivals.

Sector sentiment is further supported by national policy initiatives highlighted at Africa's Travel Indaba, focusing on sustainable conservancy-linked tourism and regional SADC travel integration. Simultaneously, ongoing industry discussions led by the Hospitality Association of Namibia aim to bolster urban and gateway tourism in Windhoek, encouraging longer visitor stays in the capital alongside traditional safari circuits. Driven by strong leisure demand and growing corporate travel linked to coastal energy developments, the hospitality sector remains a vital contributor to domestic economic growth in 2026.