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Occupancy Rate

October 2026

Executive summary

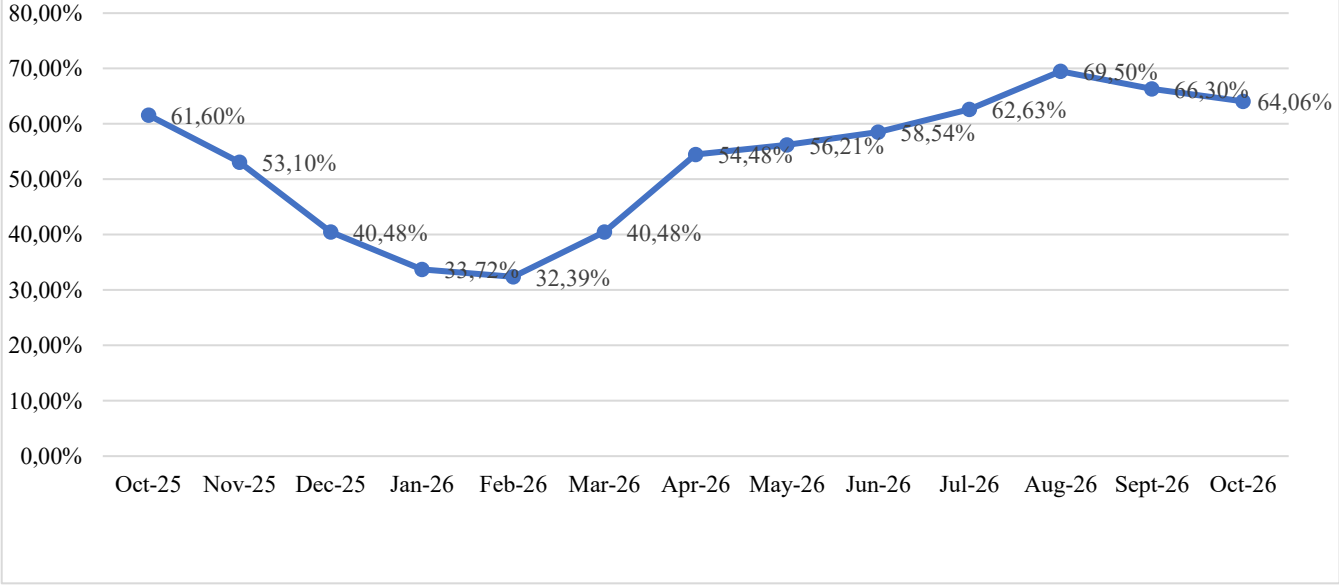
Namibia's hospitality sector sustained a strong performance in October 2026, with the national room occupancy rate reaching 64.06%, up from 60.28% in October 2025. This represents a year-on-year increase of 3.78 percentage points, reflecting improved accommodation demand and continued resilience in the hospitality sector.

Regional performance was led by the Coastal region, which recorded a room occupancy rate of 70.79%, followed by the Northern region at 67.41% and the Southern region at 52.44%. International visitors continued to play an important role in driving accommodation demand, with German-speaking European markets (Germany, Switzerland, and Austria) accounting for the largest share of visitors at 40.56%. The domestic market contributed 19.18%, followed by France (6.09%), Benelux (5.92%), the UK & Ireland (4.66%), the USA & Canada (4.27%), South Africa (4.13%), and Italy (3.81%).

By accommodation type, B&B recorded the highest occupancy rate at 77.99%, followed by Tented Lodge at 71.35% and Tented Camp at 70.02%. The strong performance of tented accommodation establishments highlights continued demand for nature-based and outdoor tourism experiences across Namibia.

Analysis

Figure 1: National Occupancy Rates, October 2025 - October 2026



Source: HANS, HEI Research

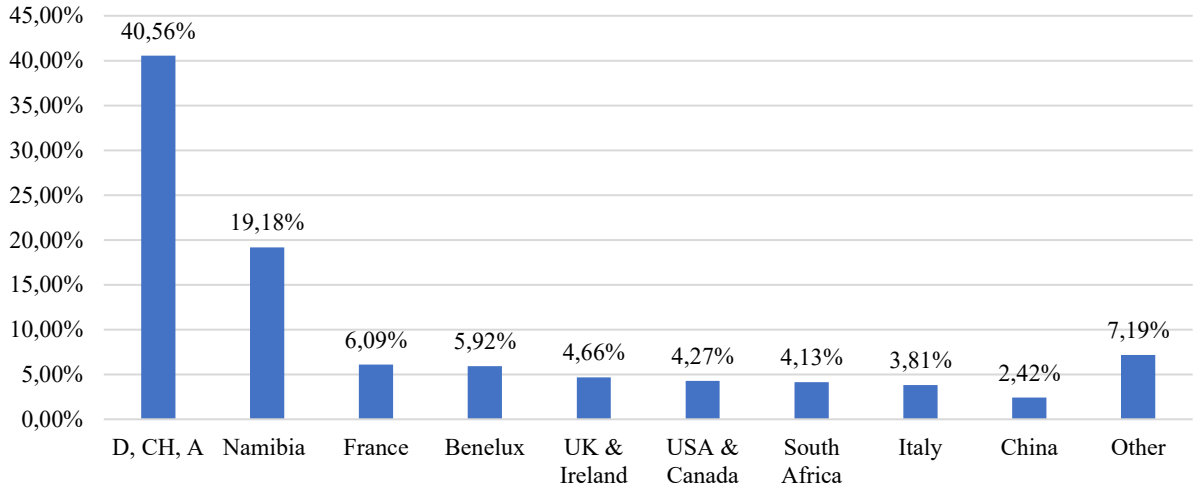
Regionally, the Coastal region recorded the highest room occupancy rate at 70.79%, with 8,032 rooms sold out of 11,346 available. The region's occupancy rate was 6.73 percentage points above the national average of 64.06%, while accounting for 25.88% of total rooms sold nationally. This performance highlights the Coastal region's continued attractiveness as a tourism destination.

The Northern region recorded a room occupancy rate of 67.41%, with 12,789 rooms sold out of 18,972 available. The region accounted for the largest share of total rooms sold nationally at 41.20%, reflecting its significant contribution to overall accommodation demand. Its occupancy rate was 3.35 percentage points above the national average, reinforcing the region's importance to Namibia's tourism industry.

The Central region achieved a room occupancy rate of 59.25%, with 6,171 rooms sold out of 10,416 available. This represented 19.88% of total rooms sold nationally, although its occupancy rate remained 4.81 percentage points below the national average. Despite recording a lower occupancy rate than the Coastal and Northern regions, the Central region continued to contribute meaningfully to national accommodation activity.

The Southern region recorded the lowest room occupancy rate at 52.44%, with 4,047 rooms sold out of 7,718 available. The region accounted for 13.04% of total rooms sold nationally, with its occupancy rate falling 11.62 percentage points below the national average. This indicates comparatively weaker accommodation demand in the region relative to the other regions during the reporting period.

Figure 2: Occupancy Rate by Country of Origin October 2026



Source: HANS, HEI Research

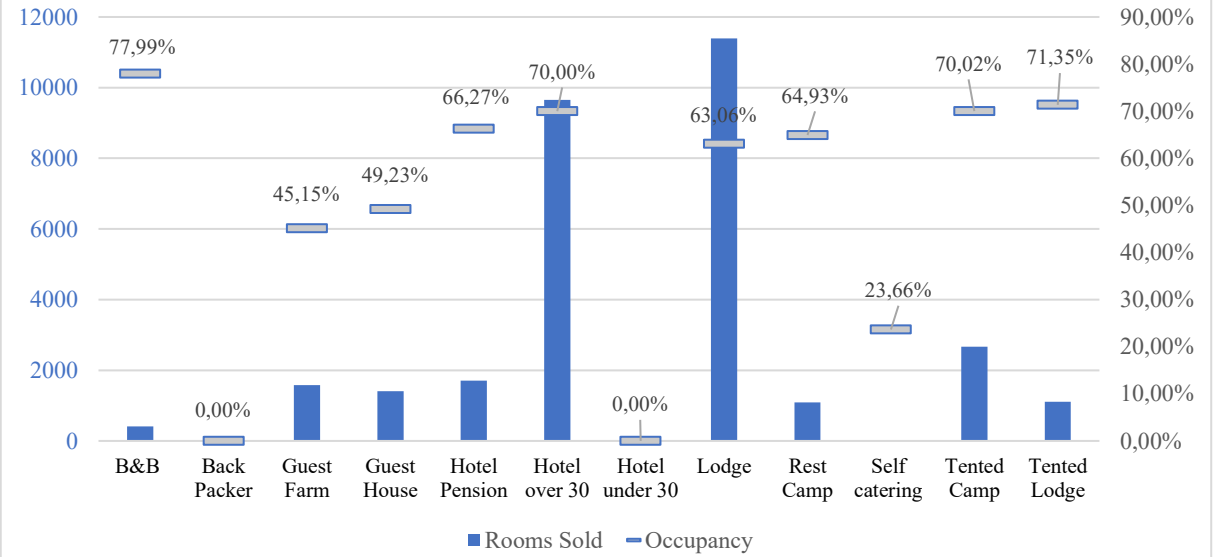
The composition of occupancy rates in October 2026 highlights the continued dominance of international tourism in Namibia's hospitality sector, with visitors from Germany, Switzerland, and Austria (D, CH, A) accounting for the largest share of total visitors at 40.56%. This represents a substantial contribution from the German-speaking European market, which accounted for approximately two-fifths of total visitor volume, reaffirming Namibia's strong appeal among these key source markets.

The domestic market (Namibia) was the second-largest contributor, accounting for 19.18% of total visitors. This reflects a notable domestic tourism presence and underscores the important role of local travellers in supporting accommodation establishments and sustaining tourism activity. Among other international markets, France accounted for 6.09% of visitors, followed closely by the Benelux countries at 5.92%, the UK & Ireland at 4.66%, and the USA & Canada at 4.27%. South Africa contributed 4.13% of total visitors, while Italy accounted for 3.81%, reflecting continued demand from key European and regional tourism markets.

Additionally, China contributed 2.42% of total visitors, highlighting the presence of emerging international source markets in Namibia's tourism sector. The Other category accounted for a further 7.19%, indicating contributions from a range of smaller source markets. Overall, the October figures demonstrate the continued importance of the

European market, particularly German-speaking countries, alongside a strengthening domestic market in supporting occupancy across Namibia's hospitality industry.

Figure 3: Occupancy Rate of Type of Accomodation, October 2026



Source: HANS, HEI Research

Bed & Breakfast establishments recorded the highest room occupancy rate in October 2026 at 77.99%, selling 411 rooms out of 527 available. Tented Lodges followed with an occupancy rate of 71.35% (1,106 rooms sold out of 1,550 available), while Tented Camps achieved 70.02% (2,670 rooms sold out of 3,813 available).

Other accommodation categories recorded varying levels of performance. Rest Camps achieved an occupancy rate of 64.93% (1,087 rooms sold out of 1,674 available), followed by Hotel Pensions at 66.27% (1,705 rooms sold out of 2,573 available). Guest Houses recorded an occupancy rate of 49.23% (1,404 rooms sold out of 2,852 available), while Guest Farms achieved 45.15% (1,581 rooms sold out of 3,502 available). Self-Catering establishments recorded a comparatively low occupancy rate of 23.66%, with 22 rooms sold out of 93 available. No occupancy rates were recorded for Backpackers and Hotels with under 30 rooms, as these categories reported no participating establishments or available rooms during the reporting period.

Outlook/Sentiment

Strong international demand, particularly from German-speaking European markets (Germany, Switzerland, and Austria), continues to underpin Namibia's tourism and hospitality sector, with the DACH region accounting for 40.56% of total visitors in October 2026. The domestic market also demonstrated a notable contribution at 19.18%, highlighting the continued importance of local tourism in supporting accommodation demand. As Namibia transitions further into the summer season, favourable weather conditions and the country's diverse tourism offerings are expected to sustain leisure travel activity.

Looking ahead, the onset of the summer rainy season is expected to gradually influence tourism patterns across the country. While increasing vegetation and the availability of water may make wildlife sightings less predictable in some areas, Namibia's diverse tourism attractions, including wildlife experiences, scenic landscapes and outdoor activities, are likely to continue attracting international visitors. Continued demand from key European source markets, alongside domestic and regional tourism, should support hospitality sector activity towards the end of 2026 and into the festive season.