



Yours to Explore

20
23

ANNUAL TOURISM PERFORMANCE REPORT



Report compiled by EDTA Tourism Research Unit
Mr Erenei Louw - elouw@mandelametro.gov.za

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1. DEFINITIONS AND ABBREVIATIONS

- **ADR** – Average Daily Rate
- **Bednight** – A bednight refers to a single bed available for occupation by a paying guest for one night at an establishment.
- **Bednights Sold** – Number of bednights sold or occupied at an accommodation establishment. Bednights sold provide a clear and measurable metric that directly impacts the revenue and profitability of the hospitality industry and is a more accurate indicator on the impact or performance of tourism in a destination.
- **Day visitor** – Any person who visits a place without staying the night.
- **Domestic Tourist** – A resident of the country of reference who spends at least one night in the place visited outside of his/her usual environment.
- **Domestic Visitor** – A visitor whose country of residence is the country visited. They may be nationals of this country or foreign nationals.
- **ECPTA** – Eastern Cape Parks and Tourism Agency
- **EDTA** – Economic Development, Tourism and Agriculture Directorate within the Nelson Mandela Bay Municipality
- **International Tourist** – An international visitor who stays at least one night in collective or private accommodation in the country visited.
- **MICE** – Meetings, Incentives, Conferencing and Events
- **NDT** – National Department of Tourism
- **NMB** – Nelson Mandela Bay (Municipal area consisting of Gqeberha (Port Elizabeth), Kariega (Uitenhage), Despatch, Colchester)
- **NMBM** – Nelson Mandela Bay Municipality
- **NMBT** – Nelson Mandela Bay Tourism. Destination marketing brand currently managed by EDTA in partnership with private sector associations.
- **Overnight Trip** – A journey undertaken by one or more members of the household for at least one night away from home, where the persons travelling did not receive any remuneration (did not make any profit) at the destination. For a trip to be complete, the person must return to his/her place of residence.
- **SAT** – South African Tourism
- **STATSA** – Statistics South Africa
- **STR** – Short Terms Rentals
- **Tourist** – A visitor who stays at least one night in the place visited.
- **Unit** – Refers to the entire accommodation facility as a whole or stay unit such as an entire apartment, caravan stand or camp site.

- **Usual Environment** - To be outside the usual environment the person should travel more than 40 kilometers from his/her place of residence (one-way) AND the place should NOT be visited more than once a week. This includes their place of work and place of study. Leisure and recreational trips are included irrespective of frequency.
- **VFR** – Visiting Friends and Relatives.
- **Visitor** – Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited.

2. BACKGROUND

The Economic Development, Tourism & Agriculture Directorate (EDTA), previously Nelson Mandela Bay Tourism (NMBT), conducts research on a monthly basis to assess the impact of tourism on the economy of Nelson Mandela Bay. Occupancy surveys are conducted with accommodation facilities within the metro and applied to the total available accommodation. The Economic Impact is worked out from the latest available indicators sourced from various sources such as South African Tourism, StatsSA and locally collected data. The baseline methodology has been established during 2010 and has since been refined in order to ensure that the assessment is accurate as can be bearing in mind the difficulty of collecting data on a local level.

The Annual Results for Nelson Mandela Bay is released annually in October due to the final indicators only being released by StatsSA at the end of September each year.

There are several challenges when collecting and reporting on tourism numbers on a local municipal level. In South Africa there are no official published tourism statistics for cities and towns. Cities and towns therefore have to capture their own data and develop their own research instruments to measure the true economic impact of tourism to their respective cities and towns. Unless cities and towns can measure the economic impact they will be unable to express tourism as a percentage contribution to local GGP. The methodology and system for capturing data may also not be the same in each city and town.

Nelson Mandela Bay Tourism (NMBT) introduced a new baseline methodology to monitor the impact and performance of tourism and started collecting data monthly from June 2010 to measure the impact of the 2010 FIFA World Cup. The data collection has since continued, and improvements made on the methodology. There has been minor changes in the methodology so the trends are reliable and in line with what the industry is experiencing.

The reliability of national statistics is still of some concern as it requires constant analysis and the availability and lack of data do not always meet the research requirements on a local municipal level. EDTA has however been engaging the relevant stakeholders and the National Department of Tourism is currently working on improving the collection and reporting of tourism indicators on a local level in partnership with the provincial and local government departments.

The data that EDTA Tourism Research Unit collects consists of:

- Tourism Infrastructure and Supply Side Data (Databases)
- Visitor Numbers/Bednights

- Visitor Profiles and Demographics
- Accommodation Occupancies
- Economic Impact of Tourism on GDP
- Job creation/sustaining figures
- Bookings and Enquiries
- Marketing platform trends and performance
- Event/Conference Impact Assessments (basic assessments)

The data collected is used for:

- Monitoring the performance of tourism in terms of visitor numbers, bednights, and impact on the economy.
- Providing valuable data for planning purposes and new developments.
- Identifying trends and seasons – when is action required i.e events etc.
- Building Visitor Profiles and Demographics for marketing and strategic purposes in order to attract more visitors.
- Monitoring performance – VIC Enquiries, Bookings etc

3. 2023 ANNUAL RESULTS

The NMB Tourism Baseline summary below details the tourism performance in Nelson Mandela Bay from 2019 to 2023. The 2024 data is only available towards the end of 2025.

NELSON MANDELA BAY TOURISM BASELINE	UNITS	2019	2020	2021	2022	2023
Foreign Visitors (EC)	Pax	421,947	110,231	62,401	189,163	298,088
Foreign Visitors (NMB)	Pax	307,733	87,366	44,401	145,656	226,532
Increase %	%	-7.9%	-71.6%	-49.2%	228.0%	55.5%
Foreign Bednights / Visitor Days	Bednights	761,596	257,612	142,353	308,020	643,960
- Foreign Bednights Paid	Bednights	372,470	123,947	80,161	265,441	406,780
- Foreign Bednights VFR	Bednights	389,126	133,665	62,192	42,579	237,180
- Foreign Bednights VFR Share	%	51.1%	51.9%	43.7%	13.8%	36.8%
- Average Bednights per Visitor (All)	Bednights	2.5	2.9	3.2	2.1	2.8
- Average Bednights per Visitor (Paid)	Bednights	1.2	1.4	1.8	1.8	1.8
Foreign Direct spend	Rand	634,102,668	215,182,320	111,435,308	316,260,161	750,430,515
- Average Spend per Visitor per day	Rand	833	835	783	1,027	1,165
Domestic Visitor Profile	Pax	4,266,384	1,122,158	1,360,920	1,914,459	2,375,435
Increase %		76.3%	-73.7%	21.3%	40.7%	24.1%
Staying in Formal Accommodation	Pax	847,829	338,138	459,844	551,315	587,566
VFR Overnight Visitors	Pax	1,954,911	371,924	470,619	646,303	1,085,168
Day Visitors to NMB	Pax	1,463,644	412,096	430,456	716,840	702,702
Domestic Bednights	Bednights	9,308,135	2,367,561	3,209,957	4,191,666	5,854,567
- Domestic Bednights Paid	Bednights	2,815,711	1,127,452	1,586,392	1,929,603	2,056,480
- Domestic Bednights VFR	Bednights	6,492,424	1,240,108	1,623,565	2,262,062	3,798,087
- Domestic VFR Bednight Share	%	69.7%	52.4%	50.6%	54.0%	64.9%
- Average Bednights per Visitor (SA)	Bednights	3.32	3.33	3.45	3.50	3.50
- Average Bednights per Visitor (EC)	Bednights	3.17	3.28	2.71	3.13	3.74
Domestic Visitor Days	Days	10,771,779	2,779,656	3,640,413	4,908,505	6,557,269
Domestic Direct spend Overnight Visitors	Rand	5,161,529,056	2,092,368,524	3,087,321,283	3,400,205,835	4,784,539,892
- Average Spend per Overnight Visitor	Rand	1,842	2,947	3,318	2,839	2,860
- Average Spend per Overnight Visitor Per Day	Rand	555	884	962	811	817
Avg spend per domestic paid Overnight	Rand	3,425	4,185	4,525	3,965	5,243
Avg spend per domestic VFR Overnight	Rand	1,155	1,821	2,139	1,879	1,570
Avg Spend per day visitor	Rand	1,809	802	1,484	870	867
Day Visitor Spend	Rand	2,647,862,842	330,394,694	638,683,611	623,842,407	609,289,761
Average Spend per Visitor / Per Day	Rand	725	872	1,024	820	823
Domestic Direct spend Overall	Rand	7,809,391,898	2,422,763,217	3,726,004,894	4,024,048,242	5,393,829,653
Overall Direct Spend	Rand	8,443,494,566	2,637,945,537	3,837,440,202	4,340,308,404	6,144,260,168
Growth	%	65.0%	-68.8%	45.5%	13.1%	41.6%
Average Bednight Occupancy %	%	54.16%	22.00%	32.86%	47.32%	53.11%

Table 3.1 Tourism Baseline Performance – Source Nelson Mandela Bay Tourism (EDTA)

4. TOURIST ARRIVALS INTO NELSON MANDELA BAY

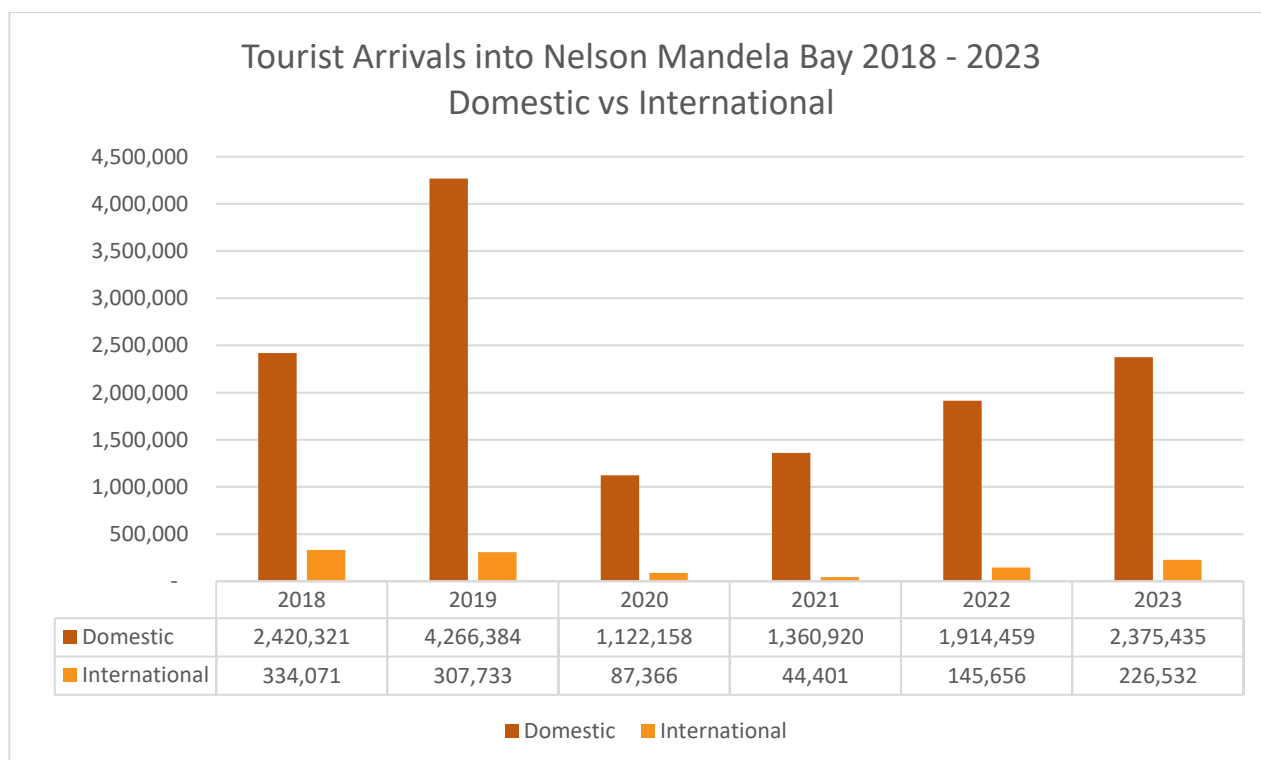
The tourist arrivals data reveals a significant impact of the COVID-19 pandemic on tourism in Nelson Mandela Bay and a relatively slow recovery since. The total number of tourists (excluding day visitors) were up 41.39% to 1,899,266 compared to 1,343,274 in 2022 but still down almost 38.94% compared to 2019.

A notable recovery was evident in 2022, particularly for domestic tourism, which surged by 40.7% to 1,914,459 visitors and again by 24.1% in 2023 to 2,375,435. The increase for 2023 is mostly attributed to the Visiting Friends and Relative Domestic overnight tourists that was up by 67.90%.

International tourism, while showing signs of recovery, has yet to reach its pre-pandemic peak. Though foreign tourism visitor numbers increased by 55.5% compared 2022, the recovery rate at 73.6% of 2019 levels.

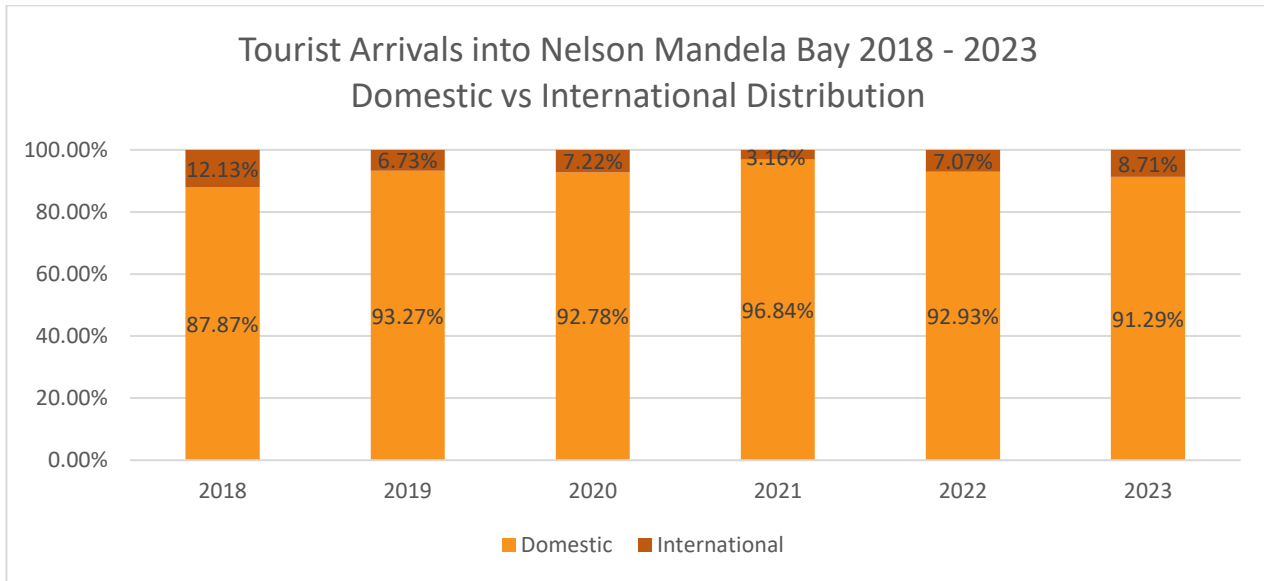
To fully understand this trend, it's essential to delve deeper into the factors influencing domestic and international tourism, such as economic conditions, travel restrictions, and marketing strategies. Thus it is very important to address the actions identified in the Tourism Master Plan if we want to improve tourism within Nelson Mandela Bay.

4.1. TOURIST ARRIVALS INTO NELSON MANDELA BAY DOMESTIC VS INTERNATIONAL



Graph 4.1 Tourist Arrivals to NMB – Source Nelson Mandela Bay Tourism (EDTA)

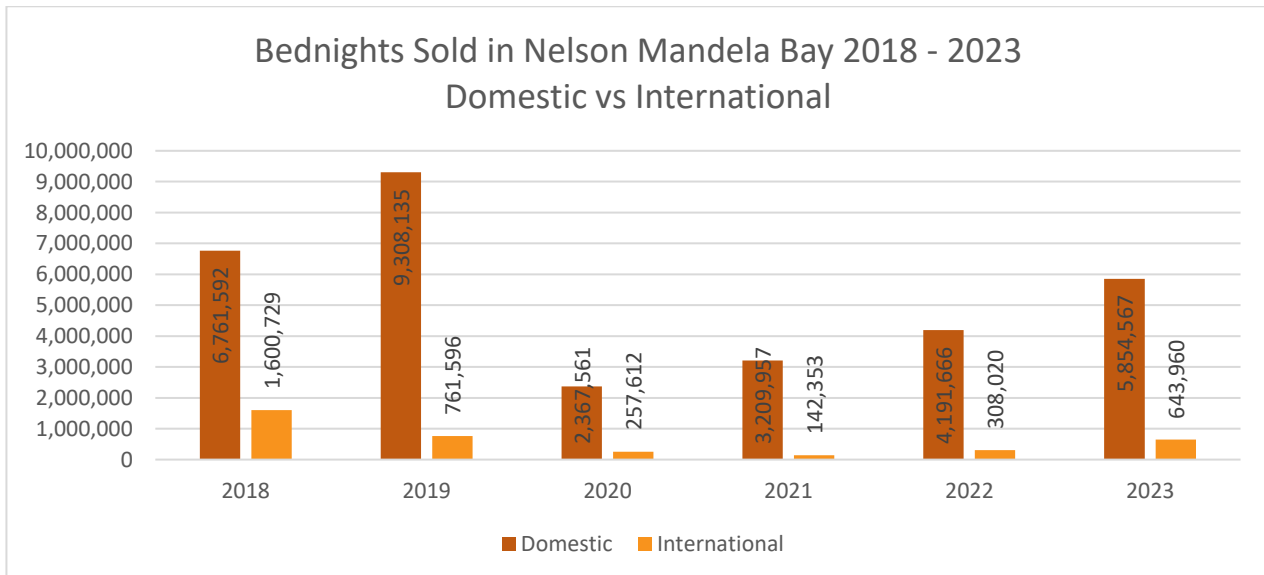
4.2. TOURIST ARRIVALS INTO NELSON MANDELA BAY – DOMESTIC VS INTERNATIONAL DISTRIBUTION



Graph 4.2 Tourist Arrivals Distribution – Source Nelson Mandela Bay Tourism (EDTA)

During 2023 International tourist constituted a share of 8.71% of tourists compared to 91.29% being domestic tourists.

4.3. BEDNIGHTS SOLD IN NELSON MANDELA BAY



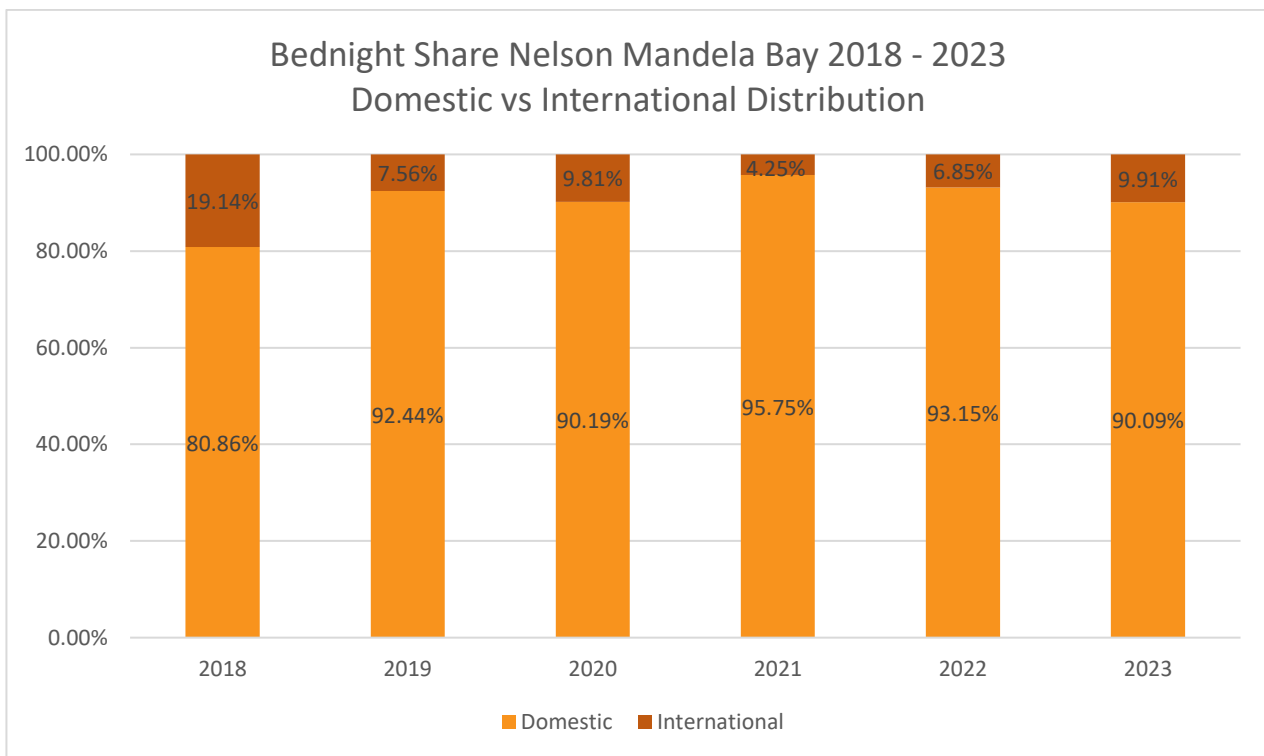
Graph 4.3 Bednights Sold Distribution Domestic vs Foreign – Source Nelson Mandela Bay Tourism (EDTA)

The international bednights indicate that visitors from abroad stayed for a total of 643 960 nights in Nelson Mandela Bay during 2023, up 109%. This was mainly due to the increase in visitors and an 0.7 increase in average length of stay from 2.1 to 2.8 nights per foreign visitor.

On the domestic front, there were 5,854,567 bednights sold, showcasing a significant contribution from local tourists up 39.67% from 2022 which totalled 4,191,666 bednights. The total bednights, which sum up both international and domestic figures, amounted to 6,498,527 up 44.42% from 2022 but still down 35.46% from 2019.

Bednights are considered a better indicator for tourism performance compared to simple arrival numbers because they provide a more nuanced and detailed picture of visitor engagement. Bednights refer to the total number of nights spent by tourists in accommodation facilities within a specific destination. This metric takes into account not only the number of visitors but also the duration of their stay, reflecting the intensity of their engagement with the destination.

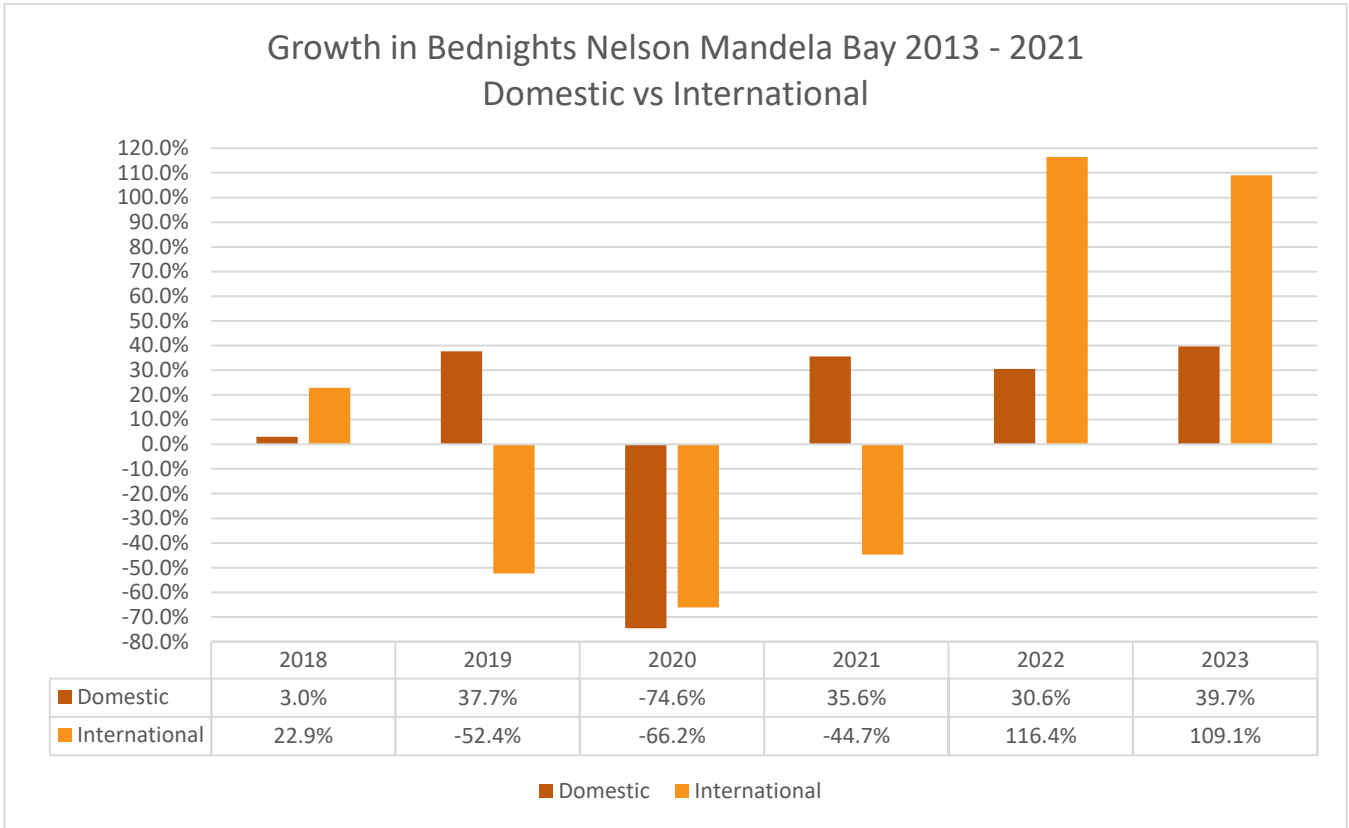
4.4. BEDNIGHTS SOLD SHARE DOMESTIC VS INTERNATIONAL NELSON MANDELA BAY



Graph 4.4 Tourist Arrivals Distribution – Source Nelson Mandela Bay Tourism (EDTA)

During 2023 International tourists constituted a share of 9.91% of bednights sold compared to 90.09% being domestic tourists. This is the biggest international share since 2018 when Nelson Mandela Bay hosted the Ironman World Championships which contributed to the big share of 19.14% international tourists during that year, showcasing the importance of international events in the city.

4.5. GROWTH IN BEDNIGHTS SOLD NELSON MANDELA BAY



Graph 4.5 Growth in Bednights – Source Nelson Mandela Bay Tourism (EDTA)



During 2023 International bednights sold increased by 109.1% and domestic bednights sold by 39.7% showing good recovery since 2020.



FOREIGN TOURISM



5. FOREIGN TOURISM

TOURISM HIGHLIGHTS 2023		
FOREIGN		
National	Eastern Cape	Nelson Mandela Bay
International Tourist Arrivals 		
8,483,333	298,088 (3.5% share of SA arrivals)	226,532 (76.0% share of EC arrivals)
(48.9% increase compared to 2022)	(57.6% increase compared to 2022)	(55.5% increase compared to 2022)
Total Foreign Direct Spend 		
R94,756,230,670	R4,894,326,030	R750,430,515
(58.9% increase compared to 2022)	(57.1% increase compared to 2022)	(137.3% increase compared to 2022)

In 2023, South Africa's tourism sector showed significant growth compared to 2022. This recovery is marked by increases in both international tourist arrivals and foreign spend, as well as regional variations across the country.

Below is a detailed summary comparing the 2022 and 2023 data for South Africa (SA), the Eastern Cape (EC), and Nelson Mandela Bay (NMB).

5.1. INTERNATIONAL TOURIST ARRIVALS

International tourist arrivals to South Africa reached 8.48 million in 2023, a notable increase of 48.9% compared to 5.7 million in 2022. This represents a solid recovery after the sharp declines in 2020 and 2021 due to the pandemic, although it is still below pre-pandemic levels. The 2023 growth is more moderate compared to the explosive rebound of 1391.3% seen in 2022, reflecting a more stabilized but positive trend.

The **Eastern Cape** experienced a significant increase in international tourist arrivals, which rose by 57.6% from 189,163 in 2022 to 9. This growth follows a strong recovery trajectory, although the increase is lower than the 203.1% spike seen in 2022, which was primarily a rebound from the pandemic's worst impacts.

Nelson Mandela Bay mirrored the growth seen in the Eastern Cape, with a 55.5% increase in international arrivals, from 145,656 in 2022 to 226,532 in 2023. This follows a substantial 228.0% rise in

2022, meaning 2023 saw a somewhat slower but still healthy increase in foreign visitation. The share of total arrivals in the Eastern Cape from NMB dropped slightly from 77% in 2022 to 76% in 2023, indicating a small shift in visitor distribution within the province.

The top 10 cities visited in the Eastern Cape by international visitors were:

CITY	VISITOR COUNT	SHARE
Port Elizabeth / NMB	226885	76.0%
Jeffrey's bay	61849	20.7%
East London	60371	20.2%
Grahamstown	19151	6.4%
Port Alfred	16531	5.5%
Queenstown	11570	3.9%
Umtata	10316	3.5%
King Williams Town	7181	2.4%
Mthatha	6317	2.1%
Addo	5203	1.7%

Table 5.1 Tourist Arrivals by City 2023 – Source SA Tourism Datacut 2023

(Note: based on departure surveys)

5.2. REGIONAL SHARES OF TOTAL ARRIVALS

The **Eastern Cape** increased its share of total South African arrivals from 3.3% in 2022 to 3.5% in 2023. While this represents a modest gain, it shows that the province is gradually capturing a higher proportion of international tourism to South Africa.

Nelson Mandela Bay's share of the Eastern Cape's total international arrivals decreased slightly from 77.0% in 2022 to 76.0% in 2023, though it remains the dominant destination within the province.

5.3. FOREIGN SPEND

The foreign spend in **South Africa** saw a significant increase in 2023, rising by 58.9% to R94.76 billion, compared to R59.64 billion in 2022. This follows a remarkable 186.6% increase in 2022, which reflects a recovery from the pandemic's deep impact on tourism. The foreign spend growth in 2023 is more moderate, signalling a more stable growth phase in the tourism recovery.

Foreign spend in the **Eastern Cape** rose by 57.1%, from R3.12 billion in 2022 to R4.89 billion in 2023. This is a strong increase, although it is slower than the 269.7% growth seen in 2022, which was driven by the post-pandemic rebound. The growth in 2023 is reflective of the continued recovery but at a more sustainable pace. The top 7 countries in terms of foreign spend to the Eastern Cape was: United Kingdom (R747,824,087), USA (R671,379,132), Germany (R571,272,816), Zimbabwe (R360,724,122), The Netherlands (R309,584,988), France (R242,986,532) and Australia (R207,415,124). From our target markets the top 5 highest average spenders are from USA, China including Hong Kong, Australia, Sweden and the United Kingdom.

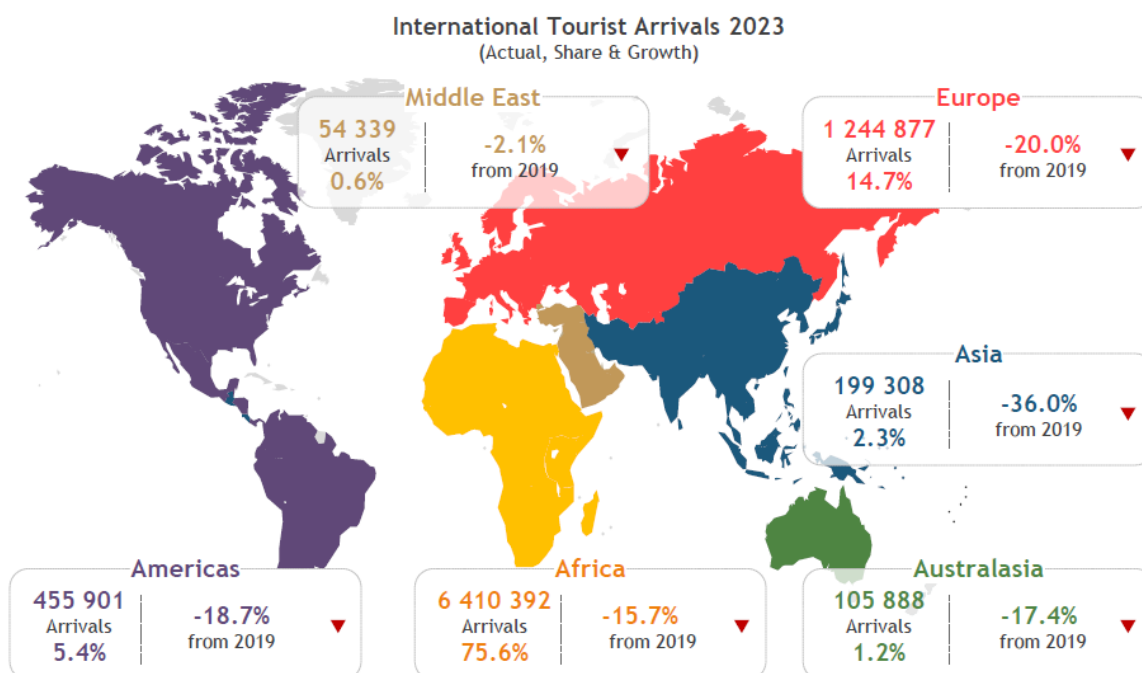
Foreign spend in **Nelson Mandela Bay** experienced a dramatic increase of 137.3%, reaching R750.43 million in 2023, compared to R316.26 million in 2022. This represents a substantial rebound, although less pronounced than the 183.8% increase in 2022. The growth in foreign spend highlights the city's importance as a key destination in the Eastern Cape, although the growth rate is tapering as the tourism sector stabilizes.

5.4. VISITOR AND SPEND GROWTH COMPARISONS

Visitor Growth: The percentage increase in visitors for each region is substantial, but it is important to note that the growth rates in 2023, while still impressive, are lower than in 2022, reflecting a natural deceleration as the market stabilizes. South Africa, the Eastern Cape, and Nelson Mandela Bay all saw significant visitor increases in 2023 (48.9%, 57.6%, and 55.5%, respectively), though these figures were lower than the dramatic rebounds of 2022 (1391.3%, 203.1%, and 228.0%).

Foreign Spend Growth: Similarly, foreign spend growth in 2023 (58.9% for South Africa, 57.1% for the Eastern Cape, and 137.3% for Nelson Mandela Bay) was robust but more moderate compared to 2022, when the increases were much higher (186.6%, 269.7%, and 183.8%, respectively). This is a natural result of the initial post-pandemic boom tapering off as the recovery continues.

5.5. INTERNATIONAL TOURIST ARRIVALS TO SOUTH AFRICA BY REGION



Graph 5.5 Tourist Arrivals by region to SA – Source South African Tourism Annual Report 2023

Graph 5.5 details South Africa’s performance for 2023 compared to 2019. In 2023, Africa Land maintained its leading position with 72.5% of arrivals, though this is down from nearly 80% in 2021. Europe followed with a 14.7% share, still below pre-pandemic levels.

The Americas accounted for 5.4% of arrivals, with 0.5 million visitors, holding steady from previous years. Asia saw a decline of -36.0% in visitor numbers compared to 2019, while Australasia's recovery (-17.4%) aligned with the overall global growth rate.

The Middle East, though the smallest market, showed the strongest recovery with just a -2.1% decline in visitors. Africa and Europe maintain their dominance in terms of overall share of visitors to South Africa.

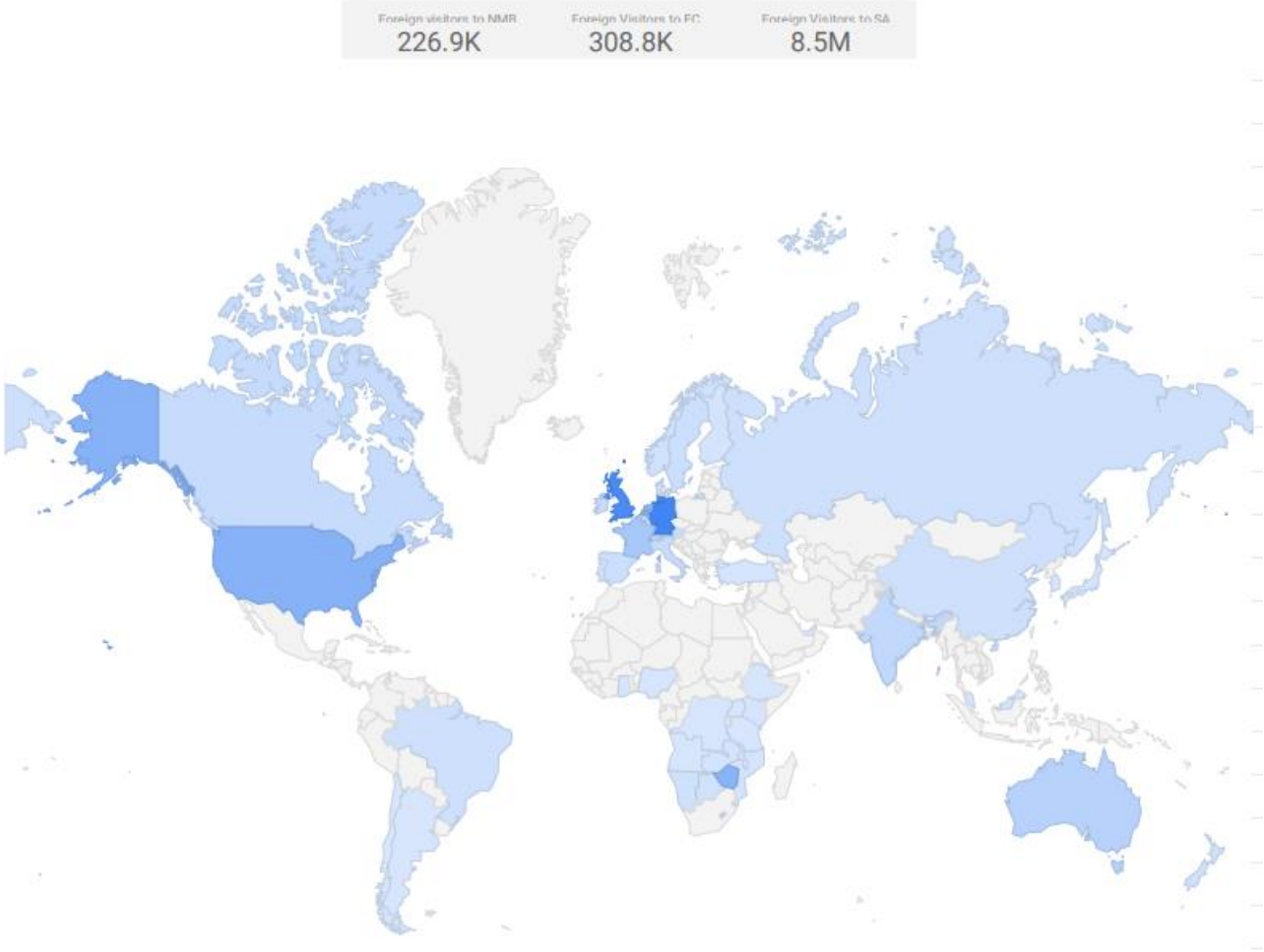
5.6. INTERNATIONAL TOURIST ARRIVALS TO EASTERN CAPE TOP 10 COUNTRIES

Eastern Cape Top 10 Source Markets 2023					
	Germany	UK	Zimbabwe	USA	Netherlands
Arrivals	42 718	40 116	38 567	26 004	20 355
% Share 2023	13.8%	13.0%	12.5%	8.4%	6.6%
% Growth 2019-2023	49.2%	42.5%	214.7%	13.5%	74.1%
	Lesotho	France	Australia	Switzerland	India
Arrivals	14 320	13 392	10 483	7 398	6 505
% Share 2023	4.6%	4.3%	3.4%	2.4%	2.1%
% Growth 2019-2023	16.3%	51.4%	147.6%	59.4%	99.3%

Table 5.6 Tourist Arrivals by region to SA – Source South African Tourism Annual Report 2023

The Eastern Cape’s Top 10 Source Markets are Germany, UK, Zimbabwe, USA, Netherlands, Lesotho, France, Australia, Switzerland and India. The top 10 represents a share of 71.2% from the total number of 298,088 foreign tourists to the Eastern Cape in 2023. There is a slight difference in the Top 10 order when comparing the Eastern Cape with Nelson Mandela Bay mostly due to the location of NMB in the province.

5.7. INTERNATIONAL TOURIST ARRIVALS TO NELSON MANDELA BAY



Graph 5.7 Tourist Arrivals 2023 – Source SAT Annual Tourism Report 2023 (Data cut)

Graph 5.7 map above details the foreign countries to Nelson Mandela Bay as per breakdown received from SA Tourism.

5.8. TOP 25 COUNTRIES OF ORIGIN - INTERNATIONAL VISITORS TO NELSON MANDELA BAY

Country	2018	2019	2020	2021	2022	2023
Germany	70,285	65,885	20,961	8,324	23,195	35,251
United Kingdom	50,487	43,640	21,853	6,067	21,874	32,828
USA	29,411	21,853	5,635	4,256	18,161	19,178
Zimbabwe	7,017	2,366	608	1,536	6,833	18,326
Netherlands	21,978	22,518	4,460	2,648	9,097	17,009
France	19,427	15,773	3,575	2,121	7,423	11,326
Lesotho	2,265	6,934	696	1,240	6,600	8,725
Australia	11,221	10,211	2,126	876	3,087	7,689
Switzerland	8,955	8,473	2,763	1,705	3,793	6,439
India	2,855	5,214	669	766	2,638	5,156
Belgium	8,482	10,779	1,513	906	3,864	4,842
Canada	6,059	6,712	1,701	835	2,628	4,135
Austria	3,966	5,131	1,801	571	1,702	1,845
Italy	8,049	7,604	1,074	782	2,841	3,817
Ireland	5,686	5,183	1,459	498	2,249	3,790
Spain	4,248	4,291	645	401	1,802	2,991
Sweden	6,639	4,053	1,518	635	1,388	2,984
Brazil	8,562	6,684	2,237	706	964	2,639
Russia	1,510	1,187	622	959	997	2,565
China	11,340	5,992	1,078	431	693	2,385
Namibia	1,937	3,397	595	778	1,735	2,134
New Zealand	1,409	1,631	354	182	1,107	2,037
Denmark	2,475	3,012	617	389	1,146	1,976
Botswana	2,544	3,014	268	618	1,563	1,776
Norway	1,985	2,140	584	245	994	1,768

Table 5.8 Top 20 Tourist Arrivals by country to NMB – Source South African Tourism Data Cut 2023

KEY FINDINGS FOR 2023:

2023 marked a significant recovery for international tourism to Nelson Mandela Bay, with visitor numbers substantially increasing compared to the pandemic years of 2020 and 2021. Germany, the United Kingdom, and the USA remain the top three source markets, demonstrating their resilience and continued importance. European countries, particularly Germany, the UK, France, and the Netherlands, have experienced substantial growth in visitor numbers to Nelson Mandela Bay in 2023.

Emerging African markets, Zimbabwe, Lesotho, and Namibia have shown significant growth, indicating potential for further development in these markets. Direct airlift is a possibility with smaller aircraft that can already land at the Chief Dawid Stuurman International Airport.

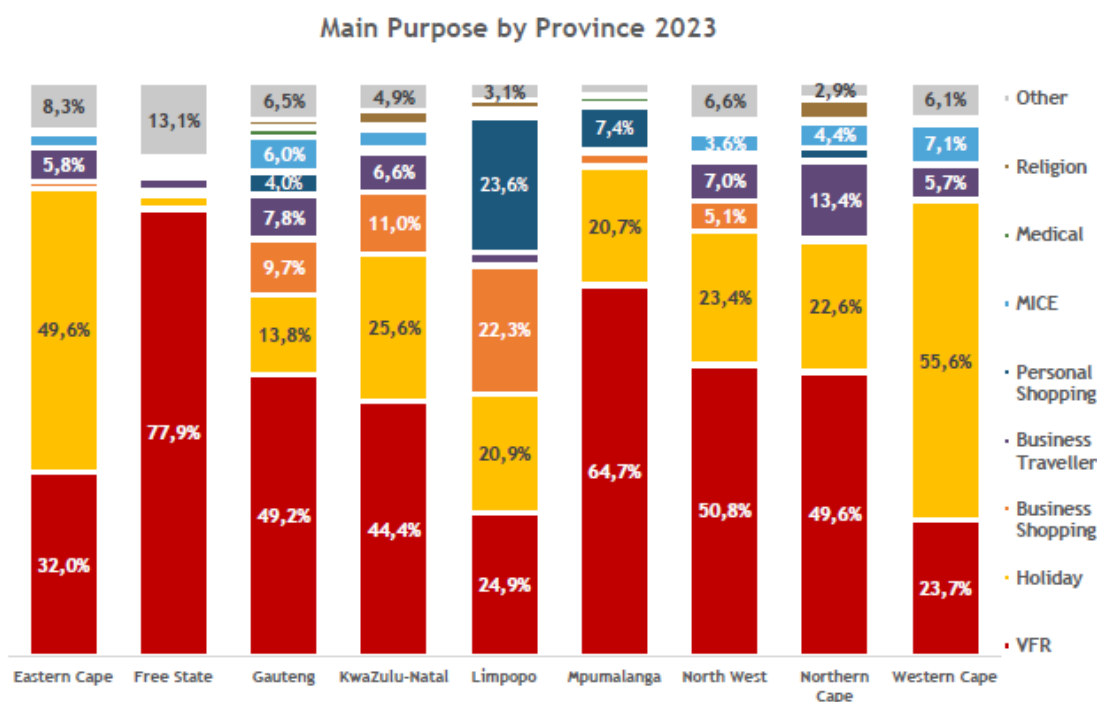
While India have shown good recovery to almost post covid numbers, China's recovery is still slow, and efforts need to be made in increasing the numbers from the Asian markets.

KEY MARKETS FOR EDTA TO FOCUS ON:

Based on market size and growth potential, EDTA should prioritize the following markets:

- Germany: As the largest source market, Germany offers significant potential for further growth.
- United Kingdom: A strong and consistent market, the UK remains a key focus.
- USA: While recovering, the US market offers opportunities for increased visitor numbers.
- Zimbabwe, Lesotho, and Namibia: These emerging markets have shown significant growth and should be targeted for further development.
- European Markets: Countries like France, the Netherlands, and Italy, along with emerging markets like Sweden and Norway, offer potential for growth.
- Asian Markets: India and China offer great potential in terms of the number of possible travellers and also off peak travel during the winter months in South Africa.
- By focusing on these key markets, EDTA can effectively allocate resources and implement targeted marketing strategies to maximize visitor numbers and revenue for Nelson Mandela Bay.
- From our target markets the top 5 highest average spenders are from USA, China including Hong Kong, Australia, Sweden and the United Kingdom.

5.9. MAIN PURPOSE OF VISIT - INTERNATIONAL VISITORS TO SOUTH AFRICA BY PROVINCE



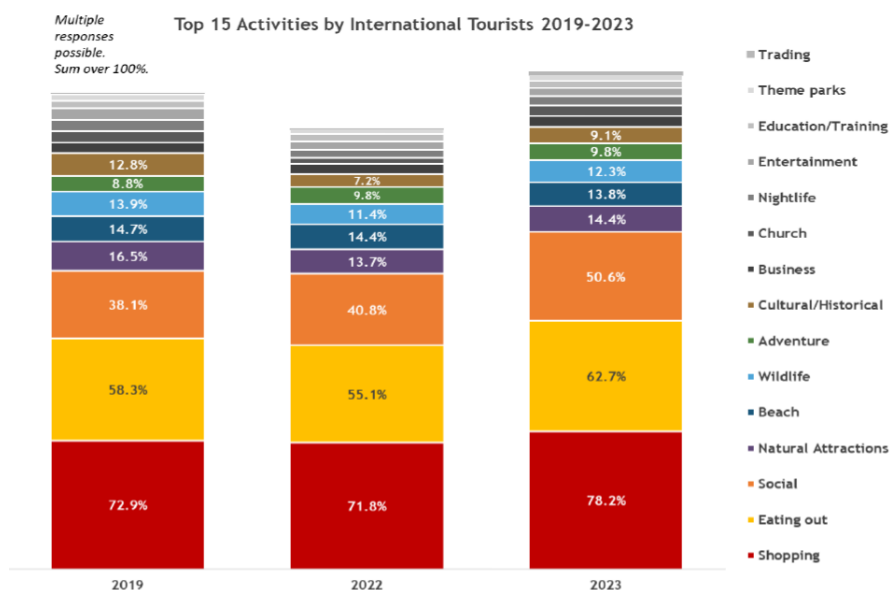
Graph 5.9 Main Purpose of Visit by Province – Source South African Tourism Annual Report

The main purpose of visit to the Eastern Cape during 2023 for foreign visitors were for Holiday (49.6%) and VFR (32.0%). Leveraging locals to attract the VFR market can be a powerful strategy in attracting more foreign visitors to the Eastern Cape. While business and MICE together had just over 6%, there is more potential to be unlocked by bidding for more international conferences.

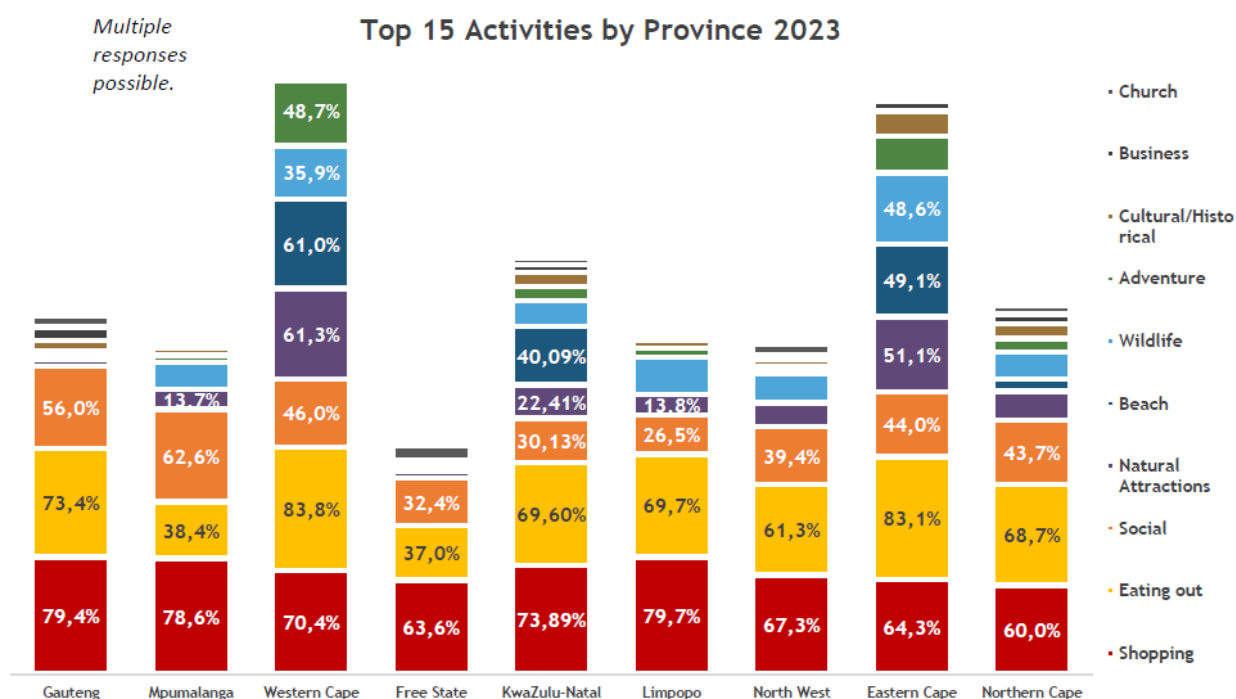
The breakdown could be different for Nelson Mandela Bay but due to a lack of localised data this is not available at present. From data collected previously Holiday had a share of 70.35% for foreign visitors followed by Event (16.09%), VFR (6.62%) and Business (5.68%).

EDTA is to improve the data collection and reporting in partnership with the National Department of Tourism and SA Tourism for this data on a local municipal level.

5.10. TOP 15 ACTIVITIES - INTERNATIONAL VISITORS TO SOUTH AFRICA BY PROVINCE



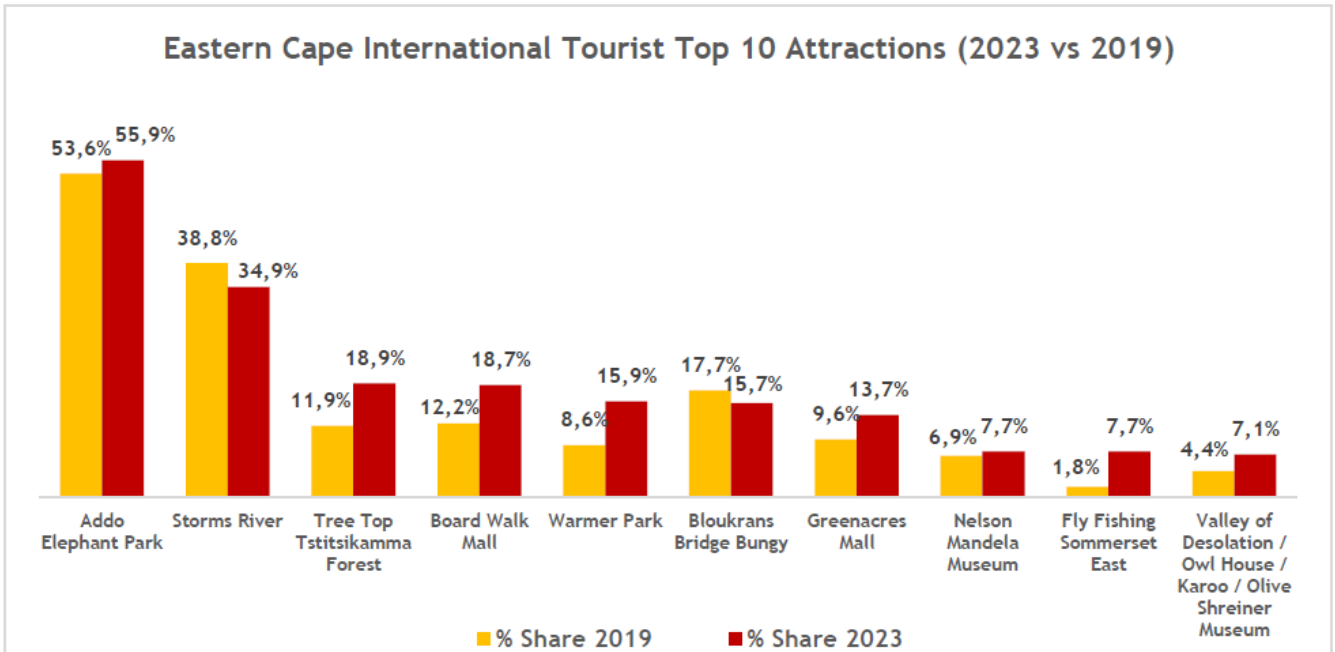
Graph 5.10.1 Top 15 Activities undertaken in SA – Source South African Tourism Annual Report



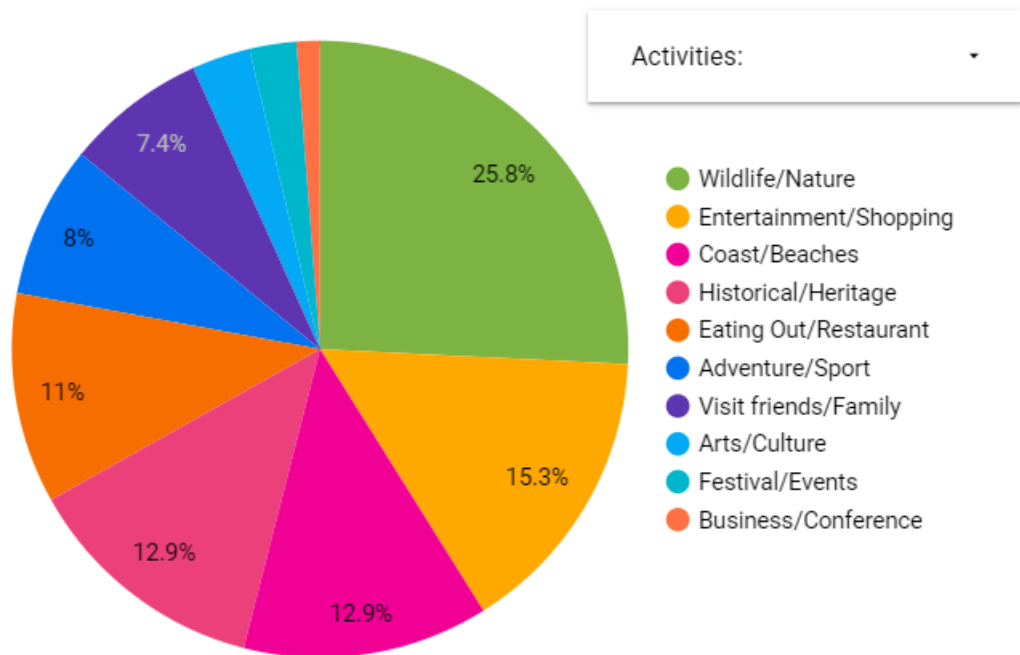
Graph 5.10.2 Top 15 Activities by Province – Source South African Tourism Annual Report

The top 5 Activities undertaken by foreign tourists in the Eastern Cape during 2023 were Eating Out (83.1%), Shopping (64.3%), Natural Attractions (51.1%), Beach (49.1%), and Wildlife (48.6%). Apart from Social (44.0%), the Top 5 Activities undertaken by foreign visitors resemble that of SA as a whole. When promoting or developing tourism products for the international markets, focus should be given on products that offer these activities while also looking at Adventure and Cultural/Historical products.

Business or MICE tourism is also an easy way to increase foreign visitor numbers to the destination. Addo Elephant National Park being the most visited attraction in the Eastern Cape.



Graph 5.10.3 Top 15 Activities by Province (as supplied) – Source South African Tourism Annual Report

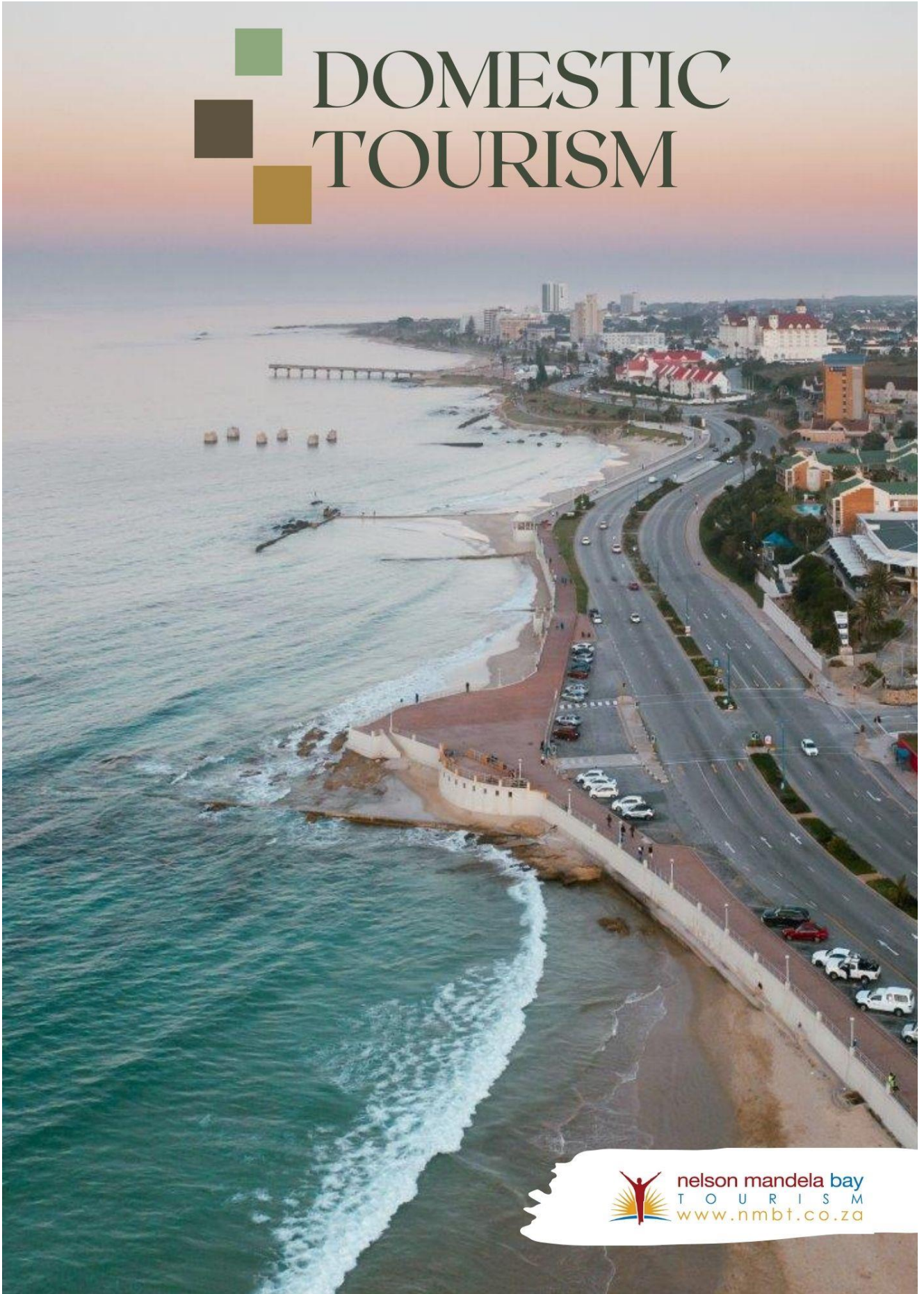


Graph 5.10.4 Top 15 Activities in Nelson Mandela Bay Source: NMBT Visitor Surveys 2023

From EDTA’s visitor surveys conducted in 2023, the majority of foreign visitors undertook Wildlife and Nature activities.



DOMESTIC TOURISM



6. DOMESTIC TOURISM

KEY DOMESTIC TOURISM INDICATORS

Domestic		
National	Eastern Cape	Nelson Mandela Bay
Domestic Trips		
37,886,187 (11.3% increase compared to 2022)	6,780,928 To EC (17.9% share of Domestic trips) (17.5% increase compared to 2022)	1,672,733 (24.7% share of EC arrivals) (39.7% increase compared to 2022)
Domestic Spend		
R121,356,397,162 (22.4% increase compared to 2022)	R19,013,751,014 (119.7% increase compared to 2022)	R5,393,829,653 (34.0% increase compared to 2022)

Table 6.1 Tourism Snapshot 2023 – Source Nelson Mandela Bay Tourism Compilation (EDTA)

Domestic tourism in South Africa experienced significant growth in 2023, reaching record levels. Overnight trips surged by 11.3% to 37.9 million, with holiday trips and VFR travel as the primary drivers. Business and MICE segments also showed substantial growth. The average spend per overnight trip increased to ZAR 3,203, contributing to a total domestic tourism spend of R121.4 billion.

6.1. DOMESTIC TOURISM – EASTERN CAPE:

The Eastern Cape saw a 17.9% increase in domestic trips to the EC totalling 6,780,928 while 5,904,208 domestic trips originated from the EC to other provinces. The EC showed a significant 119.7% increase in spending with a total domestic tourism spend of R19.0 Billion at an average spend of R3,220 and an average length of stay of 4.3 nights accounting for 25.4 Million bednights. While day trips declined, the overall domestic tourism landscape in 2023 presented a positive outlook for the industry.

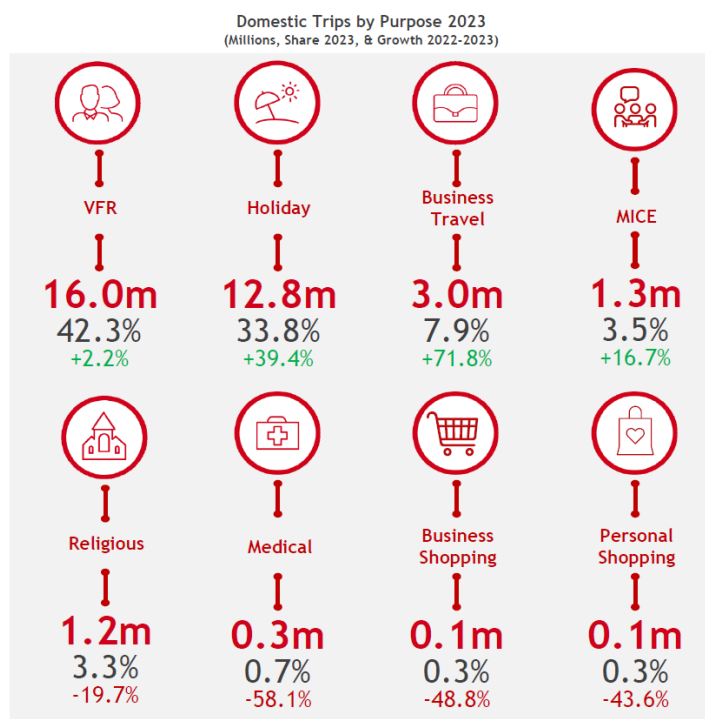
6.2. DOMESTIC TOURISM – NELSON MANDELA BAY:

2023 saw a significant increase in domestic tourism to Nelson Mandela Bay. The number of visitors increased by 24.1%, reaching **2,375,435**. This growth was driven by a 39.7% increase in overnight visitors (1,672,733 tourists), with VFR travel being a major contributor, increasing by 67.9%.

Domestic visitors stayed longer in 2023, with the average length of stay increasing from 3.13 nights to 3.74 nights resulting in the total number of visitor bednights sold/occupied going from 4,191,666 to 5,854,567 in 2023.

The average spend per overnight visitor increased slightly to R2,860 per trip or R817 per day. Despite a slight decrease in day visitors of 1.97%, their average spend of R867, resulted in a total day visitor spend of R609 million. Overall there was a 34.04% increase in the overall domestic direct spend to R5.39 billion up from R4.02 Billion in 2022.

6.3. MAIN PURPOSE OF VISIT – DOMESTIC VISITORS



Graph 6.3 Main Purpose of Domestic Trip – Source South African Tourism Annual Report

The top 4 purpose of visit for domestic tourists in South Africa where VFR (42.3%), Holiday (33.8%), Business (7.9%) and MICE (3.5%).

The Eastern Cape Main Purpose for domestic trips were slightly different to that of the overall data with VFR (64.87%) being the main purpose of travel in 2023. This was followed by Holiday (25.15%), Religious (7.87%), MICE (1.51%) and Education/training (0.60%).

In terms of Nelson Mandela Bay 33.3% of domestic visitors Main Purpose of Visit was Vacation/Holiday followed by Event (MICE) (29.63%), VFR (23.7%), and Business (8.15%).

6.4. DOMESTIC MARKETS TO EASTERN CAPE

Share of Domestic Destination by Origin 2023
(Destination across, Origin going down)

		Destination								
2023		Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Origin	Eastern Cape	59.9%	0.3%	2.2%	3.0%	0.0%	0.0%	0.0%	0.0%	6.8%
	Free State	5.6%	55.7%	6.2%	0.7%	0.1%	0.3%	10.4%	7.0%	4.5%
	Gauteng	14.7%	22.7%	42.5%	25.7%	20.8%	38.5%	8.1%	32.7%	16.4%
	KwaZulu Natal	4.6%	0.3%	7.8%	57.9%	0.2%	2.2%	0.0%	0.0%	4.8%
	Limpopo	0.6%	0.9%	20.9%	6.7%	74.3%	21.2%	2.3%	6.3%	2.2%
	Mpumalanga	1.2%	0.0%	7.5%	2.7%	2.3%	33.1%	0.0%	1.3%	0.3%
	Northern Cape	0.8%	4.8%	3.0%	0.0%	0.0%	0.8%	70.9%	4.9%	5.8%
	North West	0.8%	15.0%	7.7%	0.1%	2.1%	3.7%	5.2%	47.9%	0.0%
	Western Cape	11.7%	0.4%	2.2%	3.1%	0.2%	0.2%	3.1%	0.0%	59.1%

Graph 6.4 Main Purpose of Domestic Trip – Source South African Tourism Annual Report

According to the South African Tourism Annual Report, the domestic trips to Eastern Cape were mainly from the Eastern Cape (59.9% internal trips), followed by Gauteng (14.7%), Western Cape (11.7%), Free State (5.6%), KZN (4.6%), Mpumalanga (1.2%), North West (0.8%), Northern Cape (0.8%) and Limpopo (0.6%).

The provincial markets for Nelson Mandela Bay is primarily decided upon by the provincial numbers although it is expected that the metro get a larger share of the Western Cape and a smaller share of KZN due to the location of the metro from these borders. The city however also has one of the two major airports and thus this could reduce the impact of the geographical location. EDTA is looking at improving this indicator going forward.

7. 2023 ANNUAL ACCOMMODATION PERFORMANCE

EDTA conducts monthly occupancy surveys amongst accommodation establishments located within and around Nelson Mandela Bay. Occupancy is the most reliable indicator in terms of destination performance when there is no borders from where visitor numbers can be captured.

7.1. FORMAL ACCOMMODATION PERFORMANCE:

2023						
Accommodation Type	Facilities in NMB	Beds Available	Beds sold p.a	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	851161	58.81%	R 1,026.42	R 873,646,390.71
Self-Catering	91	3293	642221	53.43%	R 562.86	R 361,483,544.44
B&B	81	1202	226485	51.62%	R 706.17	R 159,936,702.67
Guest House	160	2466	410575	45.61%	R 897.86	R 368,640,752.20
Budget	17	1782	332819	51.17%	R 241.12	R 80,250,749.69
TOTAL	376	12708	2463260	53.11%	R 748.58	R 1,843,958,139.70
Difference Previous Year	0	0	268216	5.78%	R 95.25	R 409,865,508
AirBnB	Booked Properties	Nights Booked		Avg Occupancy	ADR	Market Revenue
AirBnB	1265	135379		44.44%	R 1,241.83	R 167,999,640

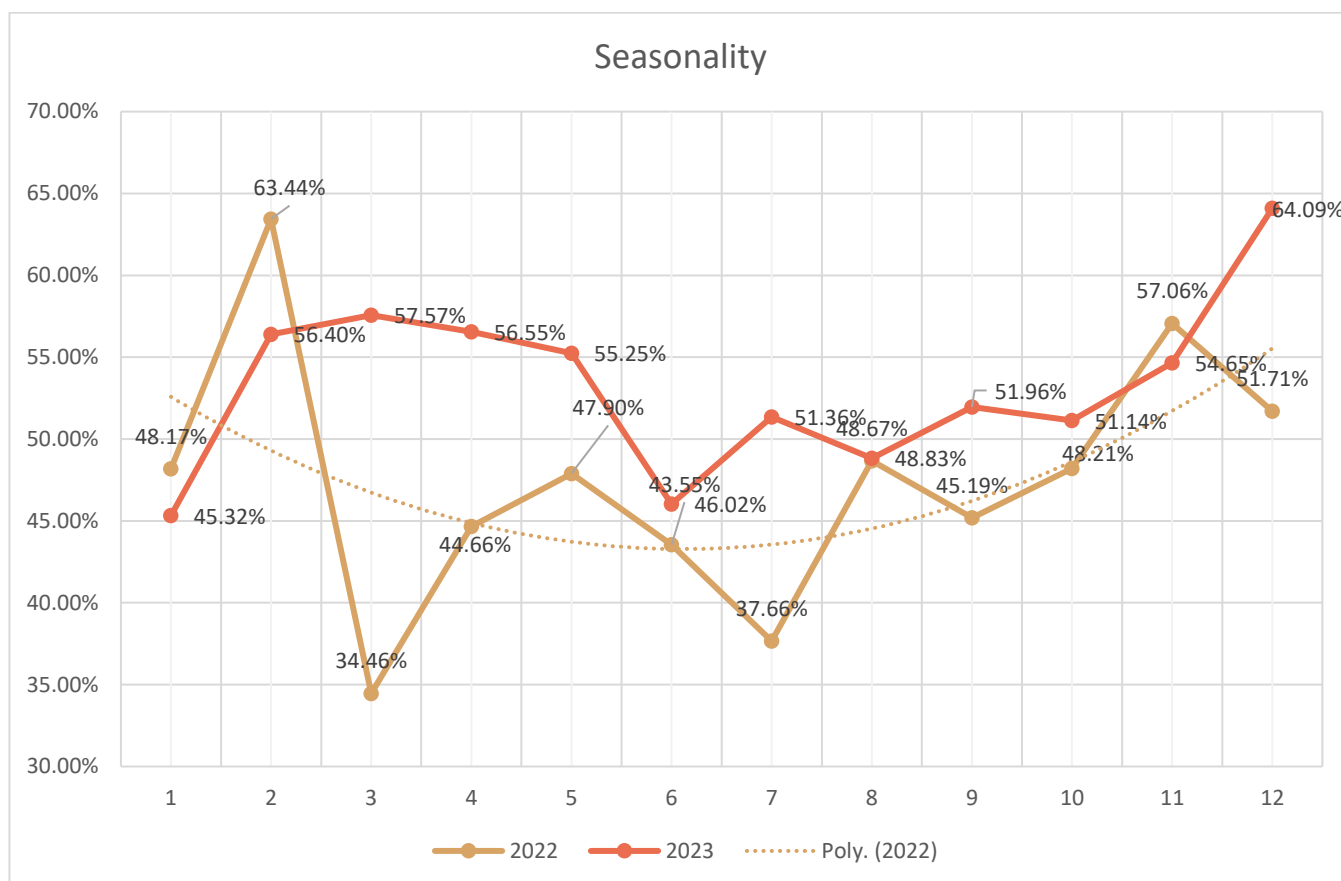
Table 7.1 Occupancy Data as submitted by participating accommodation facilities Source: NMBT Occupancy Survey 2023

Compared to 2022, there were 268 216 more bednights sold in 2023 due to the increase in Average Occupancy by 5.78%. The average bed rate also increased by R95.25 which saw the income generated from the accommodation sector increase by R409,865,508 to reach an estimated R1.8 Billion Rand income generated by the accommodation sector alone. The STR South Africa Hotel Review Report also reported an increase of 5.7% in hotel room occupancies to 60.8% for Port Elizabeth during 2023 with an increase in Average Daily Rates (ADR) from R934.72 to R1049.81 for the year. From a supplied side, NMB had a total of 376 formal accommodation establishments listed totalling 12 708 beds that are available per night.

7.2. INFORMAL ACCOMMODATION PERFORMANCE:

In comparison there were 1 265 AirBnB listings listed on the platform but some of these are also listed as formal accommodation thus the separate reporting. AirBnB properties accounted for 135 379 unit nights booked (around 218 391 room nights) at an average unit occupancy of 44.44% generating R168 Million in revenue. South Africa had in the region of 60 053 listings that received bookings and the Eastern Cape 4 920. Highest occupancy month was December 2023 with 65% for both Eastern Cape and Nelson Mandela Bay. Lowest occupancy month was May for Eastern Cape with 27% and January for Nelson Mandela Bay with 32% occupancy.

7.3. FORMAL ACCOMMODATION SEASONALITY:



Graph 7.3 Occupancy Data Per Month Source: NMBT Occupancy Survey 2023

Overall the busiest period for formal accommodation facilities are during December holidays and February and lowest during January and June/July. The January low is normally when most leisure visitors return home and business travel has not resumed in full. Depending on when school holidays are there also seems to be an increase in occupancies where leisure is boosting the continuing business travel. The spike in February 2022 was due to the T20 Cricket Series and Herald Cycle Tour taking place in Nelson Mandela Bay.

See Appendix A for monthly and quarterly breakdown of occupancies for Nelson Mandela Bay.

8. OVERALL TOURISM PERFORMANCE

Nelson Mandela Bay experienced a significant boost in its tourism sector in 2023, with a notable increase in both domestic and international visitor numbers when compared to 2022. A total of 1,899,266 tourists visited the region, with 226,532 foreign tourists (11.9% of the total) and 1,672,733 domestic tourists (88.1% of the total). Domestic tourism remains the dominant market for the city, with domestic visitors accounting for the vast majority of tourist arrivals. While foreign tourists represent a smaller segment, their contribution remains significant in terms of spending and bednights.

Accommodation and visitor stay durations also showed strong performance in 2023. Foreign visitors spent a total of 643,960 bednights, while domestic tourists contributed 5,854,567 bednights. The total number of bednights generated by all visitors amounted to 6,498,527.

Overnight tourists spent R5,534,970,407, marking an impressive 48.93% year-on-year growth in tourism-related spending. Additionally, domestic day visitors contributed R609,289,761 to the local economy, highlighting the importance of day trips in the overall tourism ecosystem.

The direct economic contribution of tourism to Nelson Mandela Bay was substantial, totalling an estimated R6,1 Billion. This represents a 41.6% year-on-year increase in overnight tourist spending, emphasizing the growing significance of the tourism sector in driving local economic growth. When accounting for the indirect contributions through the Quantec multiplier, the total economic impact of tourism reached an estimated R11,3 Billion, further underscoring the extensive reach of tourism's contribution to the broader regional economy.

Tourism also played a crucial role in job creation, with the sector directly supporting around 19,202 direct jobs in 2023 and further stimulating around another 23 043 indirect jobs, creating employment opportunities beyond just those directly involved in tourism services. This reflects the sustainability of tourism as a key driver of employment in Nelson Mandela Bay, demonstrating how the sector continues to provide livelihoods for local residents while fostering long-term economic resilience.

For Nelson Mandela Bay to continue its upward trajectory in tourism growth, it is essential that the EDTA and the private sector collaborate closely. By working together to implement the action items outlined in the Tourism Master Plan, all stakeholders can address key opportunities and challenges, ultimately driving further growth in the sector. This partnership will ensure that the city remains a competitive and attractive destination for both domestic and international visitors, enhancing the region's tourism infrastructure, promoting sustainable practices, and fostering innovation. With a unified approach and focused efforts, Nelson Mandela Bay can unlock its full tourism potential, creating more economic opportunities and jobs for the local community.

9. APPENDIX A: MONTHLY NMB ACCOMMODATION OCCUPANCY

January 2023						
	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	53738	43.72%	R 1,026.07	R 55,139,611
Self-Catering	91	3293	46785	45.83%	R 542.10	R 25,361,836
B&B	81	1202	14778	39.66%	R 618.88	R 9,145,842
Guest House	160	2466	41136	53.81%	R 1,027.12	R 42,251,044
Budget	17	1782	22119	40.04%	R 220.00	R 4,866,157
TOTAL	376	12708	178556	45.32%	R 765.95	R 136,764,490
Difference Previous Year	0	0	-11227	-2.85%	R 29.24	R -3,050,078
AirBnB	1248 Booked Properties		11503 nights booked	37% Avg Property Occupancy	1322 ADR	R 15,051,263 Market Revenue

February 2023						
	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	63870	57.53%	R 998.89	R 63,798,827
Self-Catering	91	3293	49716	53.92%	R 568.00	R 28,238,673
B&B	81	1202	18305	54.39%	R 692.97	R 12,685,144
Guest House	160	2466	33916	49.12%	R 654.89	R 22,211,411
Budget	17	1782	34877	69.90%	R 220.00	R 7,673,007
TOTAL	376	12708	200685	56.40%	R 670.74	R 134,607,062
Difference Previous Year	0	0	-25054	-7.04%	-R 65.97	R -31,697,727
AirBnB	1105 Booked Properties		10748 nights booked	48% Avg Property Occupancy	1271 ADR	R 13,462,199 Market Revenue

March 2023						
	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	76871	62.54%	R 980.42	R 75,366,042
Self-Catering	91	3293	58555	57.36%	R 643.40	R 37,674,077
B&B	81	1202	22544	60.50%	R 720.55	R 16,243,766
Guest House	160	2466	31389	41.06%	R 775.53	R 24,342,944
Budget	17	1782	37421	67.74%	R 120.00	R 4,490,512
TOTAL	376	12708	226779	57.57%	R 697.23	R 158,117,341
Difference Previous Year	0	0	91013	23.10%	R 4.09	R 64,011,743
AirBnB	1056 Booked Properties		12707 nights booked	42% Avg Property Occupancy	1311 ADR	R 16,463,915 Market Revenue

April 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	65030	54.67%	R 953.17	R 61,984,505
Self-Catering	91	3293	63423	64.20%	R 563.79	R 35,757,280
B&B	81	1202	19252	53.39%	R 774.11	R 14,903,521
Guest House	160	2466	36517	49.36%	R 849.49	R 31,020,338
Budget	17	1782	31365	58.67%	R 326.85	R 10,251,488
TOTAL	376	12708	215587	56.55%	R 713.94	R 153,917,130
Difference Previous Year	0	0	45333	11.89%	R29.41	R 37,373,525
AirBnB	1050 Booked Properties		14285 nights booked	55% Avg Property Occupancy	1236 ADR	R 17,455,483 Market Revenue

May 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	70172	57.09%	R 1,002.88	R 70,374,380
Self-Catering	91	3293	65731	64.39%	R 508.04	R 33,393,989
B&B	81	1202	18262	49.01%	R 818.67	R 14,950,594
Guest House	160	2466	31419	41.10%	R 831.87	R 26,136,848
Budget	17	1782	32054	58.03%	R 263.07	R 8,432,491
TOTAL	376	12708	217639	55.25%	R 704.32	R 153,288,302
Difference Previous Year	0	0	28941	7.35%	R 20.07	R 24,170,798
AirBnB	917 Booked Properties		9340 nights booked	34% Avg Property Occupancy	1195 ADR	R 11,034,677 Market Revenue

June 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	69265	58.23%	R 987.64	R 68,408,138
Self-Catering	91	3293	42460	42.98%	R 611.76	R 25,975,133
B&B	81	1202	12733	35.31%	R 693.50	R 8,830,225
Guest House	160	2466	26951	36.43%	R 651.56	R 17,560,263
Budget	17	1782	24057	45.00%	R 150.00	R 3,608,550
TOTAL	376	12708	175465	46.02%	R 708.87	R 124,382,309
Difference Previous Year	0	0	9422	2.47%	R157.00	R 32,748,201
AirBnB	886 Booked Properties		8192 nights booked	36% Avg Property Occupancy	1149 ADR	R 9,285,277 Market Revenue

July 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	73404	61.71%	R 998.95	R 73,326,817
Self-Catering	91	3293	44268	44.81%	R 685.92	R 30,364,155
B&B	81	1202	18329	50.83%	R 720.25	R 13,201,752
Guest House	160	2466	33069	44.70%	R 829.20	R 27,420,798
Budget	17	1782	26730	50.00%	R 150.00	R 4,009,500
TOTAL	376	12708	195800	51.36%	R 757.52	R 148,323,022
Difference Previous Year	0	0	52230	13.70%	R22.70	R 42,824,791
AirBnB	881 Booked Properties		9887 nights booked	43%	1146 ADR	R 11,092,562.70 Market Revenue

August 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	77928	63.40%	R 1,027.78	R 80,092,961
Self-Catering	91	3293	49582	48.57%	R 600.50	R 29,773,645
B&B	81	1202	18728	50.26%	R 738.10	R 13,823,096
Guest House	160	2466	32298	42.25%	R 792.26	R 25,588,710
Budget	17	1782	13811	25.00%	R 150.00	R 2,071,575
TOTAL	376	12708	192347	48.83%	R 786.86	R 151,349,986
Difference Previous Year	0	0	608	0.15%	R249.08	R 48,237,044
AirBnB	819 Booked Properties		8771 nights booked	39%	1204 ADR	R 10,400,147.02 Market Revenue

September 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	80910	68.02%	R 1,071.85	R 86,722,972
Self-Catering	91	3293	53307	53.96%	R 537.96	R 28,676,823
B&B	81	1202	18546	51.43%	R 702.39	R 13,026,242
Guest House	160	2466	31974	43.22%	R 856.18	R 27,375,633
Budget	17	1782	13365	25.00%	R 190.00	R 2,539,350
TOTAL	376	12708	198102	51.96%	R 799.29	R 158,341,020
Difference Previous Year	0	0	25810	6.77%	R191.71	R 53,660,474
AirBnB	919 Booked Properties		10679 nights booked	47%	1234 ADR	R 13,021,842.73 Market Revenue

October 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	70983	57.75%	R 1,040.55	R 73,861,946
Self-Catering	91	3293	52818	51.74%	R 598.24	R 31,597,513
B&B	81	1202	17968	48.22%	R 690.28	R 12,402,694
Guest House	160	2466	32115	42.01%	R 870.19	R 27,946,217
Budget	17	1782	27582	49.93%	R 399.91	R 11,030,373
TOTAL	376	12708	201466	51.14%	R 778.49	R 156,838,743
Difference Previous Year	0	0	11557	2.93%	R152.05	R 37,872,116
AirBnB	900 Booked Properties		10596 nights booked	43%	1224 ADR	R 12,762,849.43 Market Revenue

November 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	68468	57.56%	R 1,112.07	R 76,140,677
Self-Catering	91	3293	52122	52.76%	R 540.75	R 28,184,554
B&B	81	1202	21575	59.83%	R 624.35	R 13,470,184
Guest House	160	2466	36790	49.73%	R 789.54	R 29,047,281
Budget	17	1782	29387	54.97%	R 383.34	R 11,265,135
TOTAL	376	12708	208341	54.65%	R 758.89	R 158,107,832
Difference Previous Year	0	0	-9194	-2.41%	R 135.29	R 22,452,917
AirBnB	887 Booked Properties		10008 nights booked	43%	1167 ADR	R11,514,193.10 Market Revenue

December 2023

	Facilities in NMB	Beds available	Beds sold p.m	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	80522	65.51%	R 1,098.21	R 88,429,516
Self-Catering	91	3293	63455	62.16%	R 417.40	R 26,485,866
B&B	81	1202	25465	68.34%	R 677.55	R 17,253,643
Guest House	160	2466	43001	56.25%	R 1,575.30	R 67,739,265
Budget	17	1782	40050	72.50%	R 250.00	R 10,012,613
TOTAL	376	12708	252493	64.09%	R 831.39	R 209,920,903
Difference Previous Year	0	0	48775	12.38%	R 199.84	R 81,261,704
AirBnB	1265 Booked Properties		18663 nights booked	66%	1443 ADR	R 26,455,231 Market Revenue

	Total	Quarter 1	2023			
	Facilities in NMB	Beds available	Beds Sold in Quarter	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	194479	54.50%	R 999.10	R 194,304,480
Self-Catering	91	3293	155056	52.32%	R 588.66	R 91,274,587
B&B	81	1202	55627	51.42%	R 684.46	R 38,074,752
Guest House	160	2466	106441	47.96%	R 834.32	R 88,805,398
Budget	17	1782	94417	58.87%	R 180.37	R 17,029,676
TOTAL	376	12708	606020	52.99%	R 708.70	R 429,488,892
Difference Previous Year	0	0	54731	4.79%	-R 17.28	R 29,263,938
AirBnB	1136		34958	42.43%	R 1,301.33	R 44,977,377
	Booked Properties		nights booked		ADR	Market Revenue

	Total	Quarter 2	2023			
	Facilities in NMB	Beds available	Beds Sold in Quarter	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	204467	56.67%	R 981.91	R 200,767,023
Self-Catering	91	3293	171614	57.27%	R 554.30	R 95,126,402
B&B	81	1202	50247	45.94%	R 769.88	R 38,684,340
Guest House	160	2466	94887	42.28%	R 787.44	R 74,717,449
Budget	17	1782	87476	53.94%	R 254.84	R 22,292,528
TOTAL	376	12708	608691	52.64%	R 709.04	R 431,587,741
Difference Previous Year	0	0	83697	7.24%	R 66.57	R 94,292,524
AirBnB	951		31817	41.65%	R 1,193.33	R 37,775,436
	Booked Properties		nights booked		ADR	Market Revenue

	Total	Quarter 3	2023			
	Facilities in NMB	Beds available	Beds Sold in Quarter	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	232242	63.67%	R 1,034.02	R 240,142,750
Self-Catering	91	3293	147157	48.57%	R 603.54	R 88,814,624
B&B	81	1202	55603	50.28%	R 720.31	R 40,051,090
Guest House	160	2466	97342	42.91%	R 825.80	R 80,385,141
Budget	17	1782	53906	32.88%	R 159.92	R 8,620,425
TOTAL	376	12708	586249	50.14%	R 781.26	R 458,014,029
Difference Previous Year	0	0	78649	6.73%	R 164.06	R 144,722,309
AirBnB	873		29337	43.05%	R 1,194.67	R 34,514,552
	Booked Properties		nights booked		ADR	Market Revenue

Total Quarter 4 2023

	Facilities in NMB	Beds available	Beds Sold in Quarter	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	219973	60.30%	1083.917202	R 238,432,138
Self-Catering	91	3293	168394	55.58%	512.2977088	R 86,267,933
B&B	81	1202	65007	58.79%	663.4105886	R 43,126,521
Guest House	160	2466	111906	49.33%	1114.619949	R 124,732,764
Budget	17	1782	97020	59.18%	333.0056314	R 32,308,121
TOTAL	376	12708	662300	56.65%	R 792.49	R 524,867,477
Difference Previous Year	0	0	51139	4.37%	R 165.36	R 141,586,737
AirBnB	1017		39267	42.43%	R 1,278.00	R 50,732,274
	Booked Properties		nights booked		ADR	Market Revenue

Annual Occupancy

2023

	Facilities in NMB	Beds Available	Beds sold p.a	Average Occupancy	Average bed Rate	Total Income generated
Hotel	27	3965	851161	58.81%	R 1,026.42	R 873,646,390.71
Self-Catering	91	3293	642221	53.43%	R 562.86	R 361,483,544.44
B&B	81	1202	226485	51.62%	R 706.17	R 159,936,702.67
Guest House	160	2466	410575	45.61%	R 897.86	R 368,640,752.20
Budget	17	1782	332819	51.17%	R 241.12	R 80,250,749.69
TOTAL	376	12708	2463260	53.11%	R 748.58	R 1,843,958,139.70
Difference Previous Year	0	0	268216	5.78%	R 95.25	R 409,865,508

	Booked Properties	nights booked
AirBnB	1265	135379

	Avg Occupancy	ADR	Market Revenue
AirBnB	44.44%	R 1,241.83	R 167,999,640