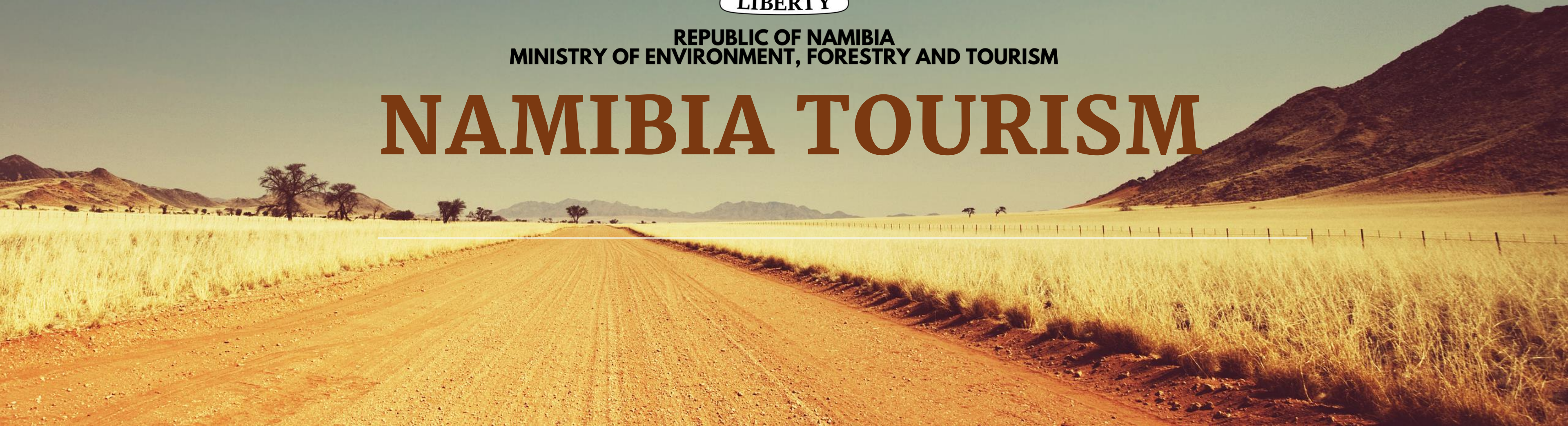




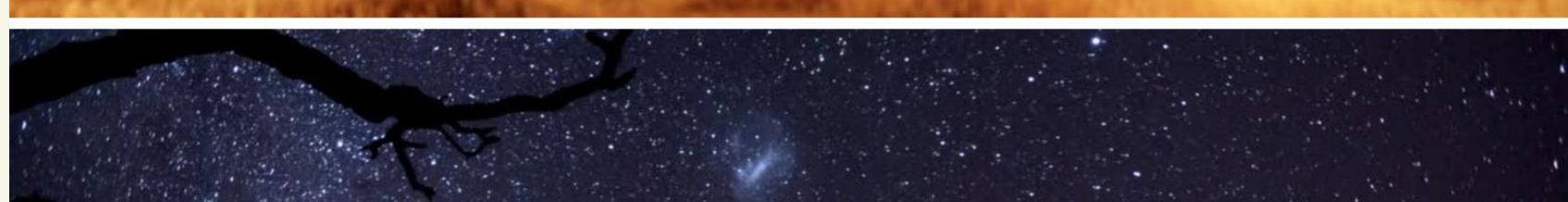
REPUBLIC OF NAMIBIA  
MINISTRY OF ENVIRONMENT, FORESTRY AND TOURISM

# NAMIBIA TOURISM





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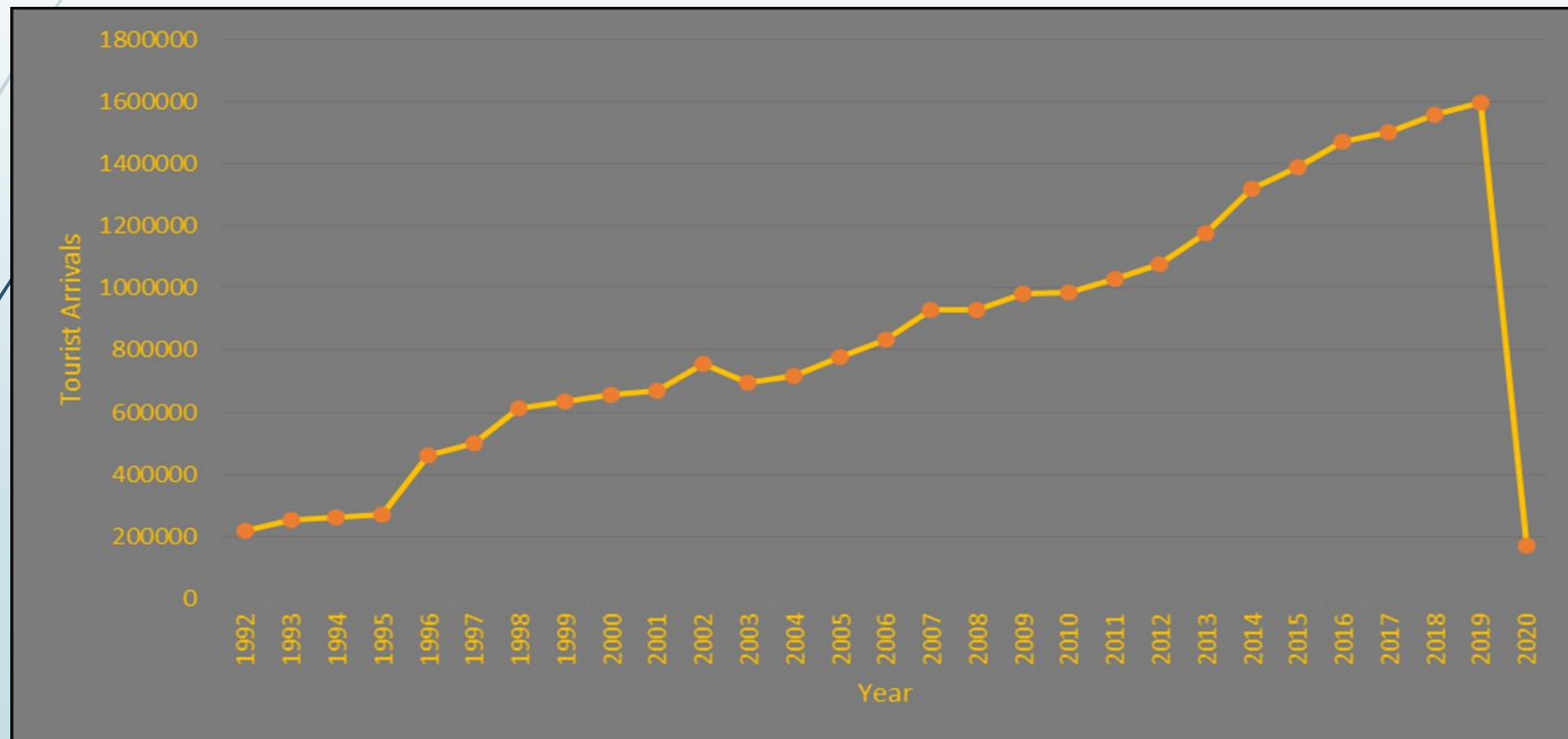


# **VISION OF TOURISM IN NAMIBIA**

**“A mature, sustainable and responsible tourism industry contributing significantly to the economic development of Namibia and the quality of life of all her people, primarily through job creation and economic growth.”**

# ANNUAL TOURIST ARRIVALS TREND

- ▶ Since independence, significant growth has been observed
- ▶ In 2020, a major decline was experienced with only 1 69,565 tourist arrivals recorded.





# INITIAL IMPACT OF COVID-19 ON TOURISM

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- Lockdown first implemented at the end of March 2020, with virtually all tourism related activities grinding to a halt
- International travel restrictions during this period were extremely damaging to the tourism sector for obvious reasons with virtually no big spending international tourists arriving during 2020 Q2 and Q3
- The impact of lifting some restrictions during 2020 Q4 was limited due to key markets around the world still enforcing travel restrictions and imposing strict quarantine periods of their own (it takes two to tango)
- Subsequent infection waves further damaged the tourism recovery effort

# IMPACT SURVEY RESULTS

## Three Surveys were Conducted:

- Tourism-related businesses - 485 respondents,
- Nature Based Enterprises (NBEs) - 36 respondents
- National Parks – 19 respondents
- Community Forests – 26 respondents
- Conservancies – 58 respondents

Establishments interviewed include Hotels, Lodges, Guest Houses, Restaurants, Backpacker Hostels, Tour Operators, Conservancies, Community-Run Businesses, Campsites, Community Forests, National Heritage Sites, Museums, National Parks and Shuttle Operators.



# THE IMPACT OF THE COVID-19 PANDEMIC AND SOCIO-ECONOMIC CRISIS ON TOURISM BUSINESSES

-Although the loss seems to have been larger for businesses dependent on foreign tourists, local tourism has not been strong enough to offset the losses incurred by almost the totality of businesses.

-More than 50% of surveyed entities have reported retrenchment & wage reductions since the COVID-19 pandemic.

-Concerning women employment, one in four women employed in the tourism sector have lost their jobs.

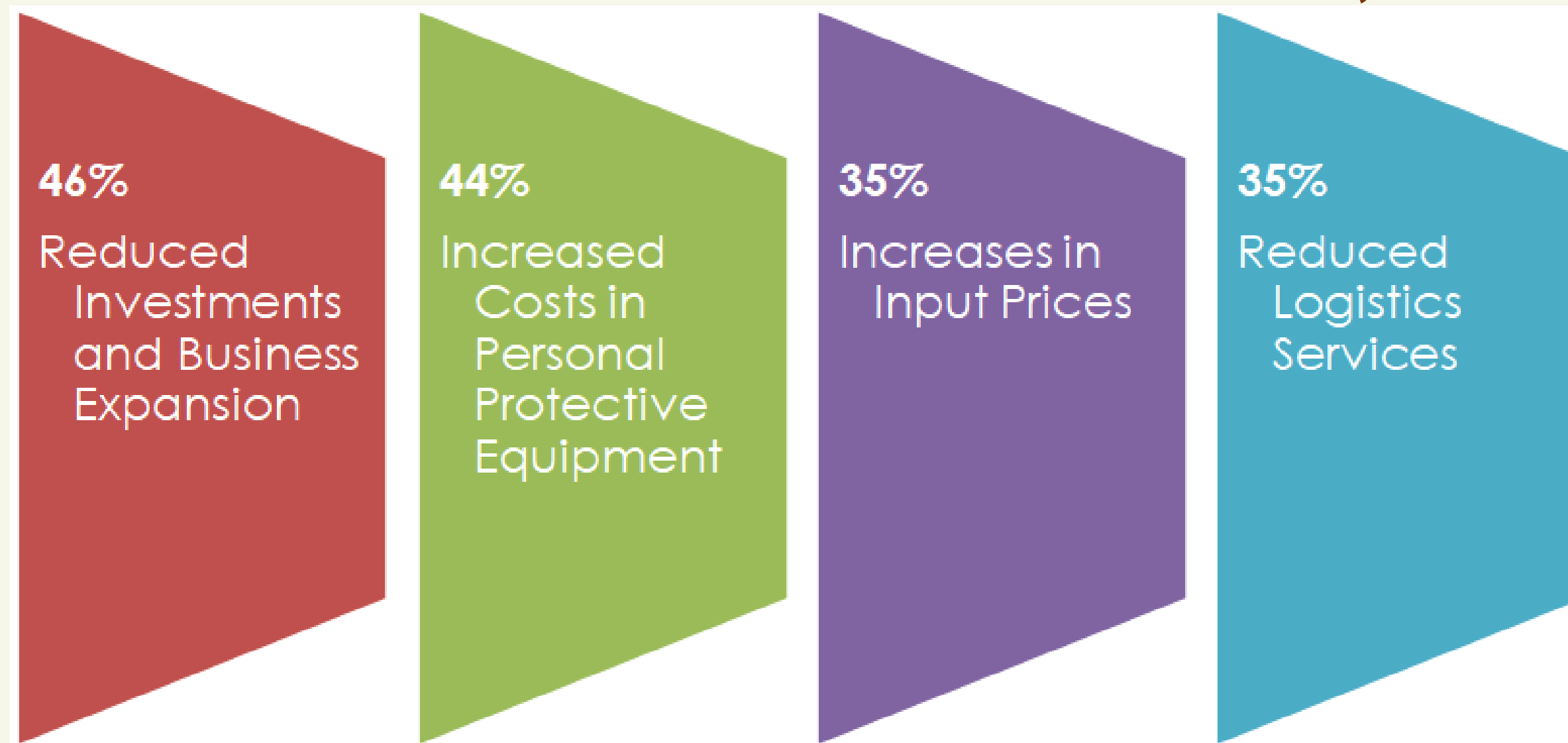
-Regarding working hours, 79% of businesses report having to reduce their staff's hours worked.



# HOW NAMIBIAN TOURISM INDUSTRY DEALT WITH THE COVID19 CRISIS

SUPPLY CHAINS IN THE TOURISM INDUSTRY HAVE BEEN SIGNIFICANTLY DISRUPTED, WITH 68% OF BUSINESSES REPORTING DROPS IN THE PROCUREMENT OF INPUTS TO BE RESOLD.

IN ORDER FOR BUSINESS TO SURVIVE THEY;





# TO DEAL WITH CASHFLOW SHORTAGES

**46%**

Business Owners have used Personal Savings or Family Contributions

**18%**

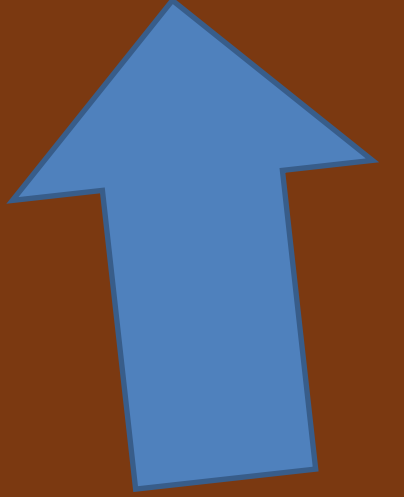
Delayed Payments to Suppliers and Service Providers

**17%**

Asked for Repayment Holidays from Banks

**60%**

Reduced Prices to Increase Product and Services Attractivity.



37, 8% from  
2020 (169 565)

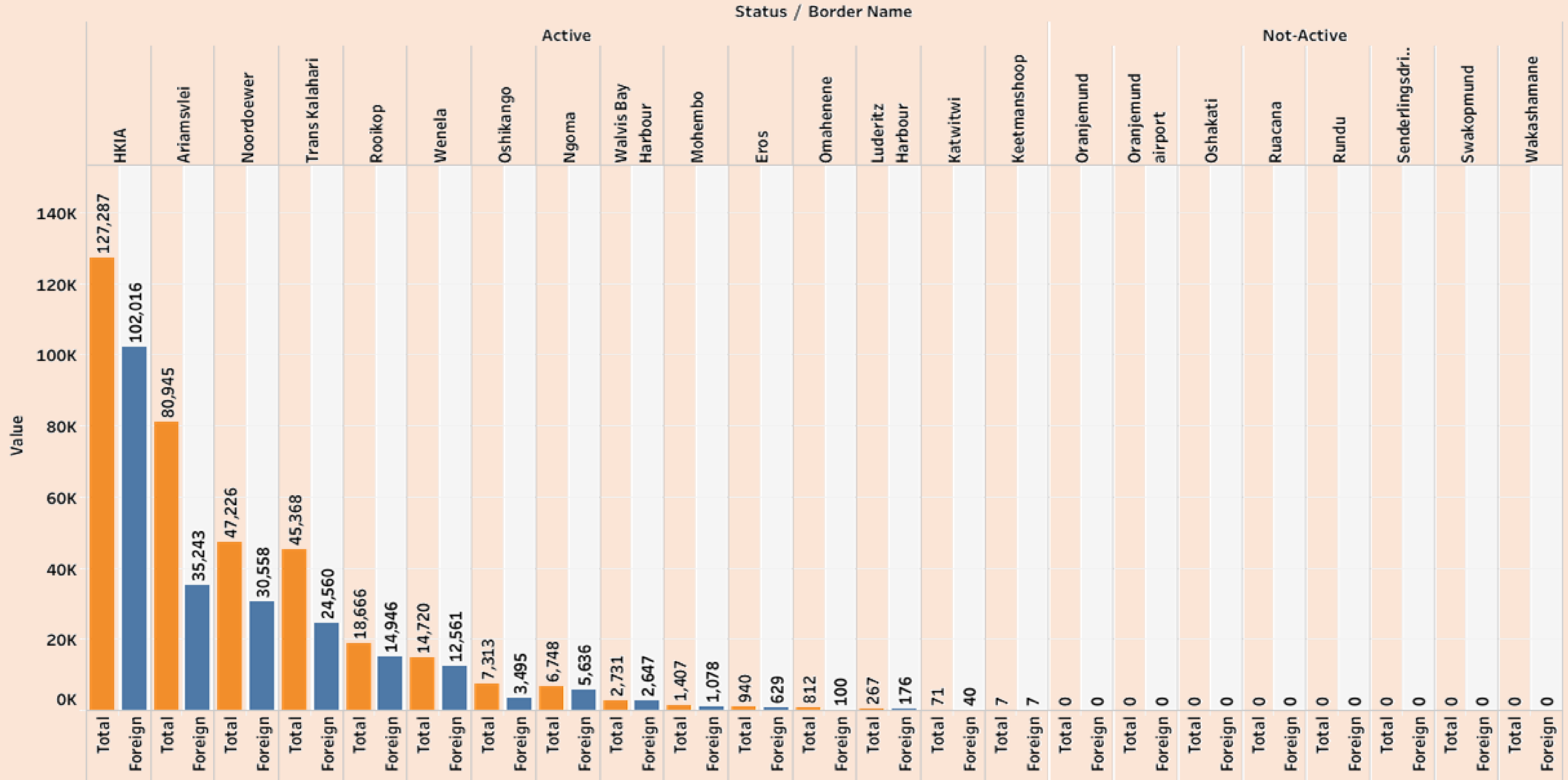
233 692 TOURISTS

Post Covid-19 Provisional stats 2021

# Namibia Foreign Arrivals - 2021

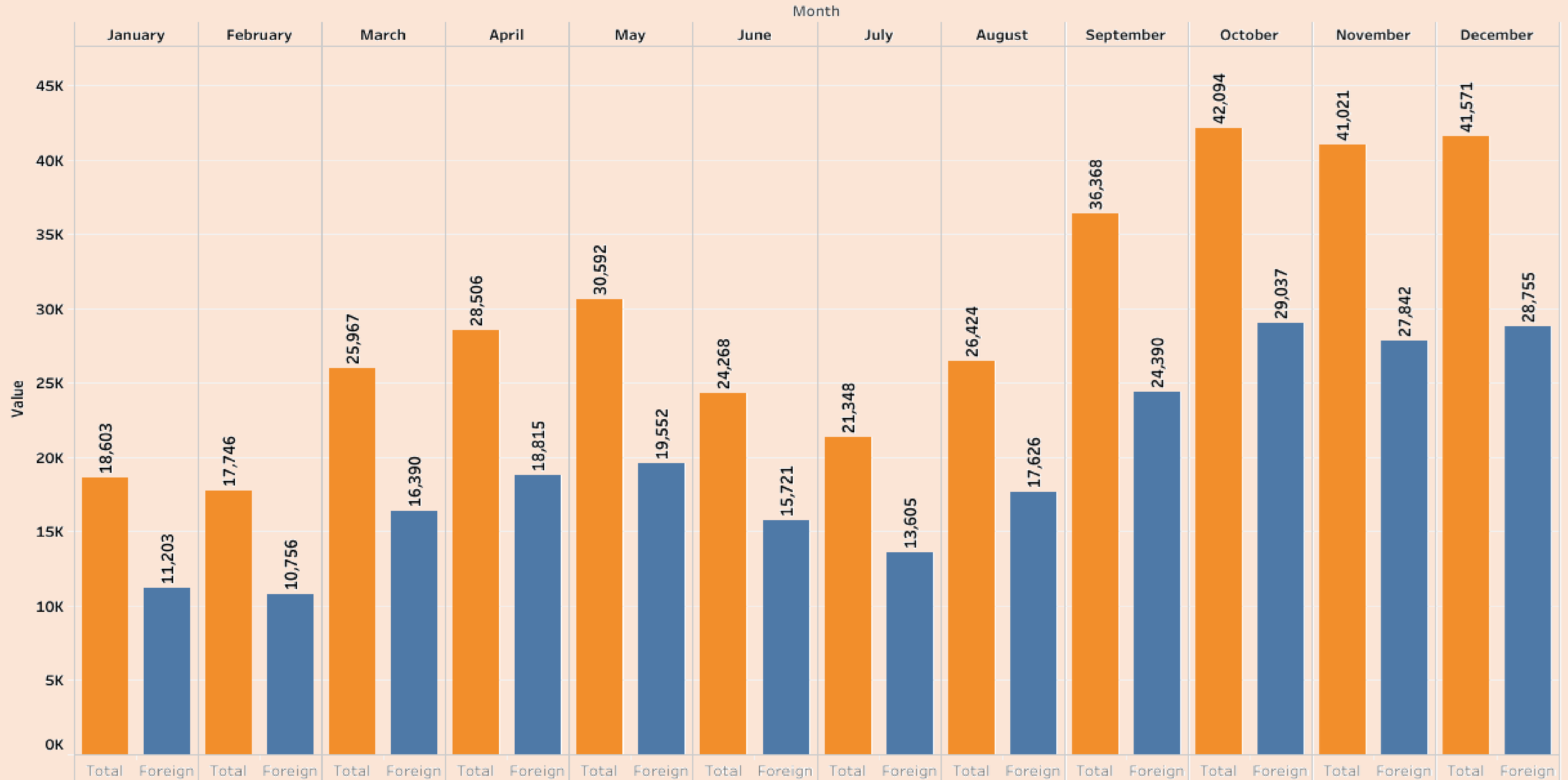
**Total Arrivals - 354 508**  
**Total Foreign Arrivals - 233 692**

## Total Arrivals To Namibia According To Borders - 2021

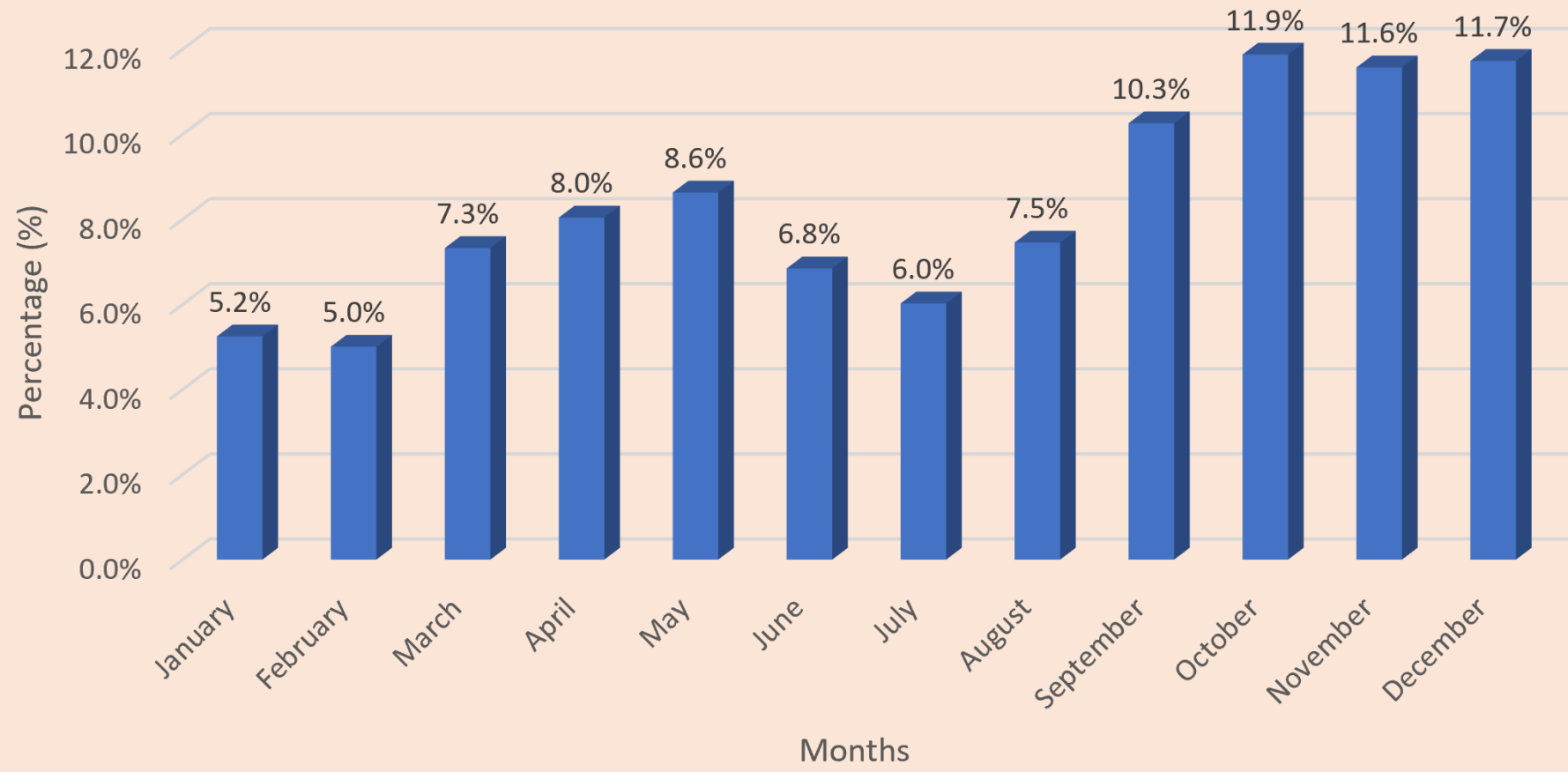


# Namibia Foreign Arrivals - 2021

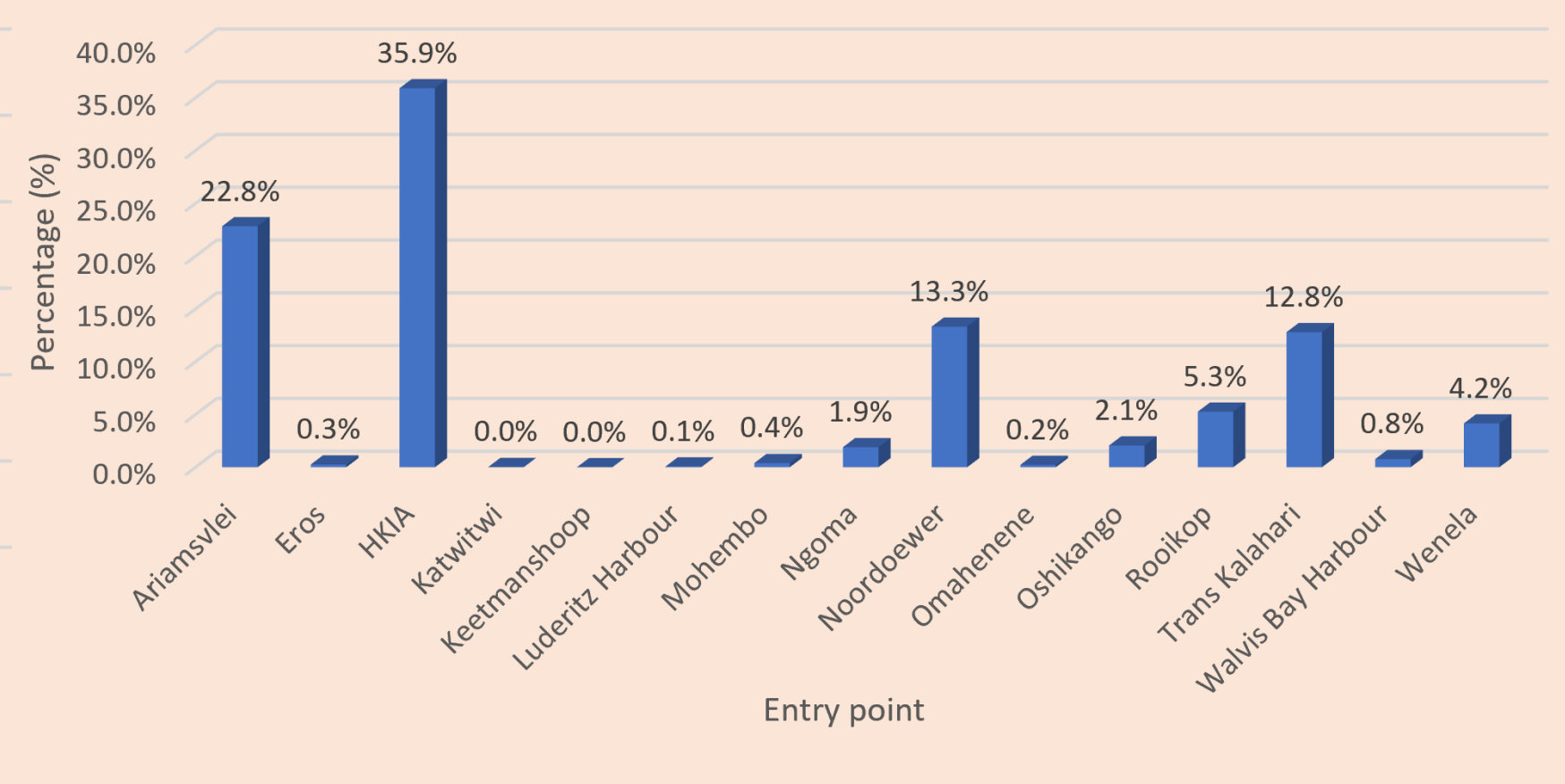
## Total Arrivals To Namibia According To Months - 2021



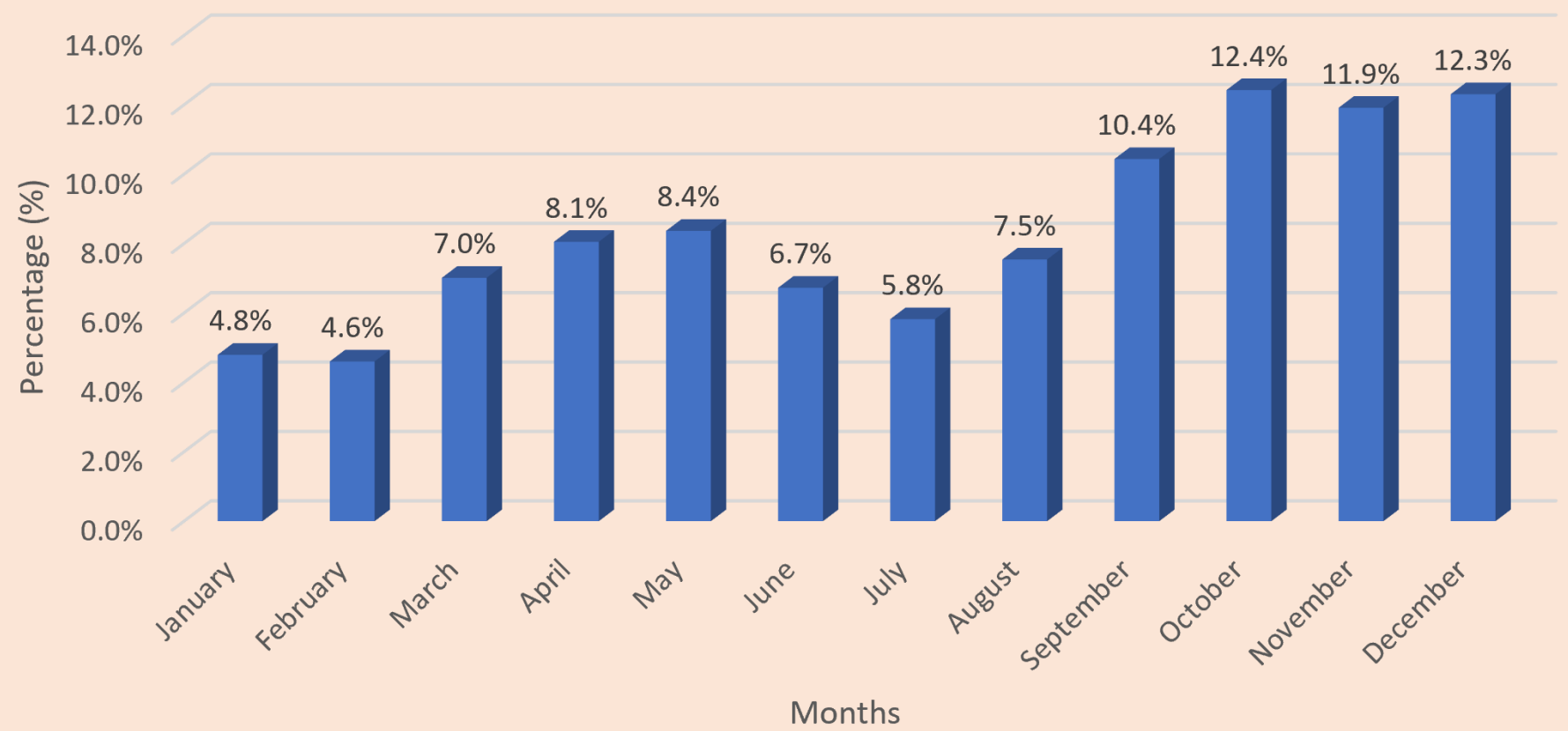
Total arrivals (%)



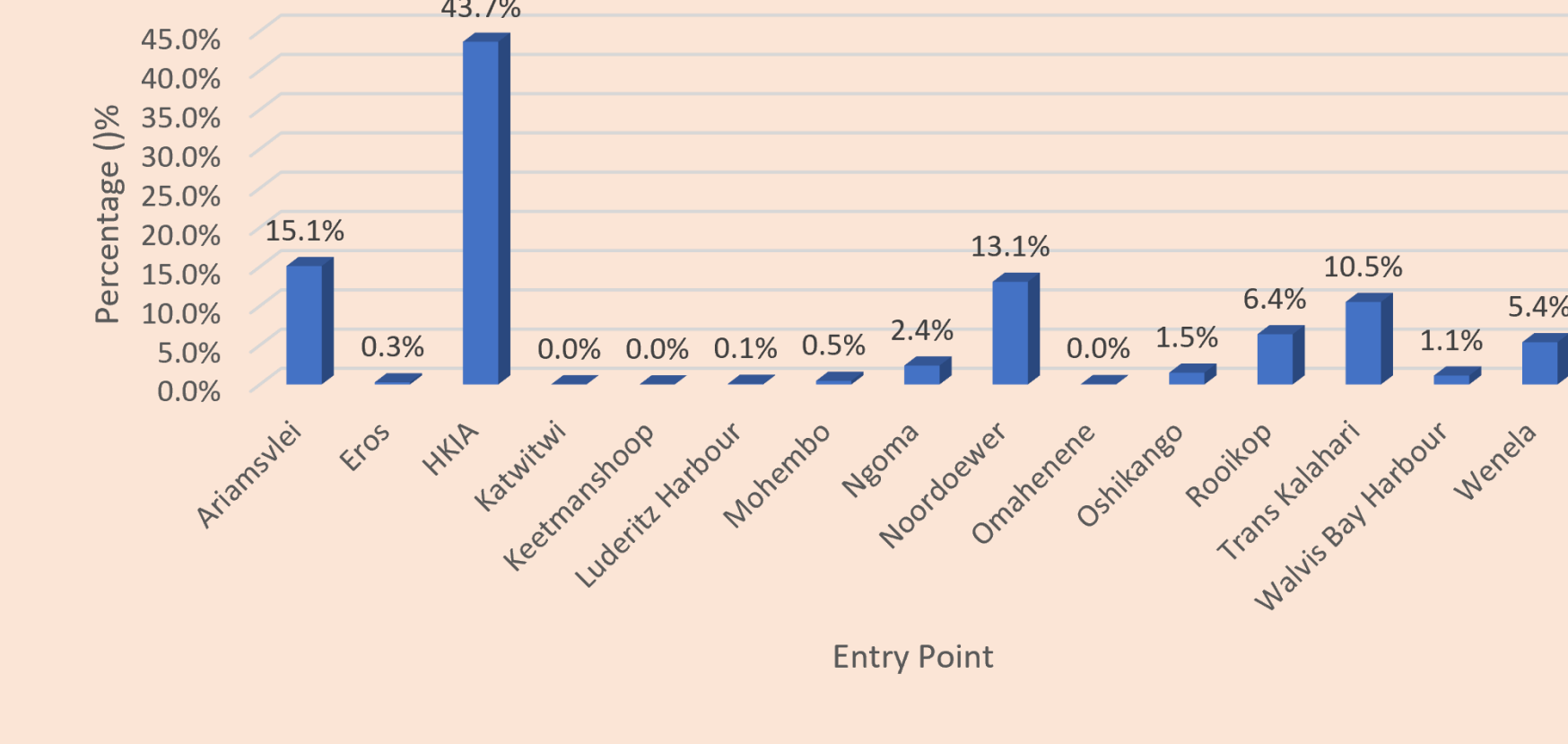
Total arrivals (%)



Foreign Arrivals (%)



Foreign arrivals (%)



# RECOVERY STRATEGY



# TOURISM RECOVERY PLAN IN A NUTSHELL

Strategic Intervention	Program
<u>SI 1:</u> Policy Matters & Covid-19 Tourism Regulations and Measures	P1: Restore International Traveler Confidence
	P2: Extend Financial Support to the Businesses in the Sector
<u>SI 2:</u> Aggressive Online Marketing and Promotion Campaigns	P3: Build a strong Namibian brand using multiple advertising platforms
	P4: Create Synergy with Key Stakeholders
	P5: Promote & Digitalize Tourism Investment Opportunities
	P6: Develop Domestic and African Market
	P7: Adopt aggressive marketing campaigns in international source markets.

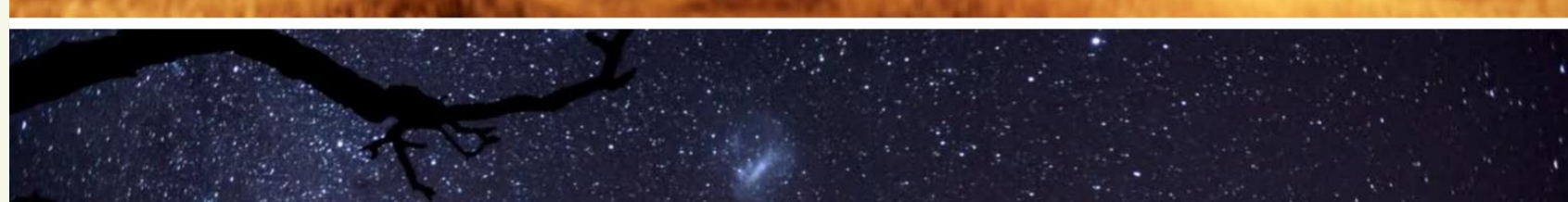
# TOURISM RECOVERY PLAN IN A NUTSHELL

Strategic Intervention	Program
<u>SI 3:</u> Attract New Geographical and special Segments of Global Travel Markets	P8: Create New Tourism Routes and Expand Tourism Product Offering.
<u>SI 4:</u> Increased Tourism Market Intelligence Through Statistics	P9: Develop a National Spatial Tourism Master Plan.
	P10: Collection of Domestic Traveler Statistics
	P11: Digitalize International Arrival and Exit Processes
	P12: Application of Big Data in Tourism
<u>SI 5:</u> Improve Accessibility and Connectivity	P13: Easing of Visa Requirements for Tourism and Business Travel





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