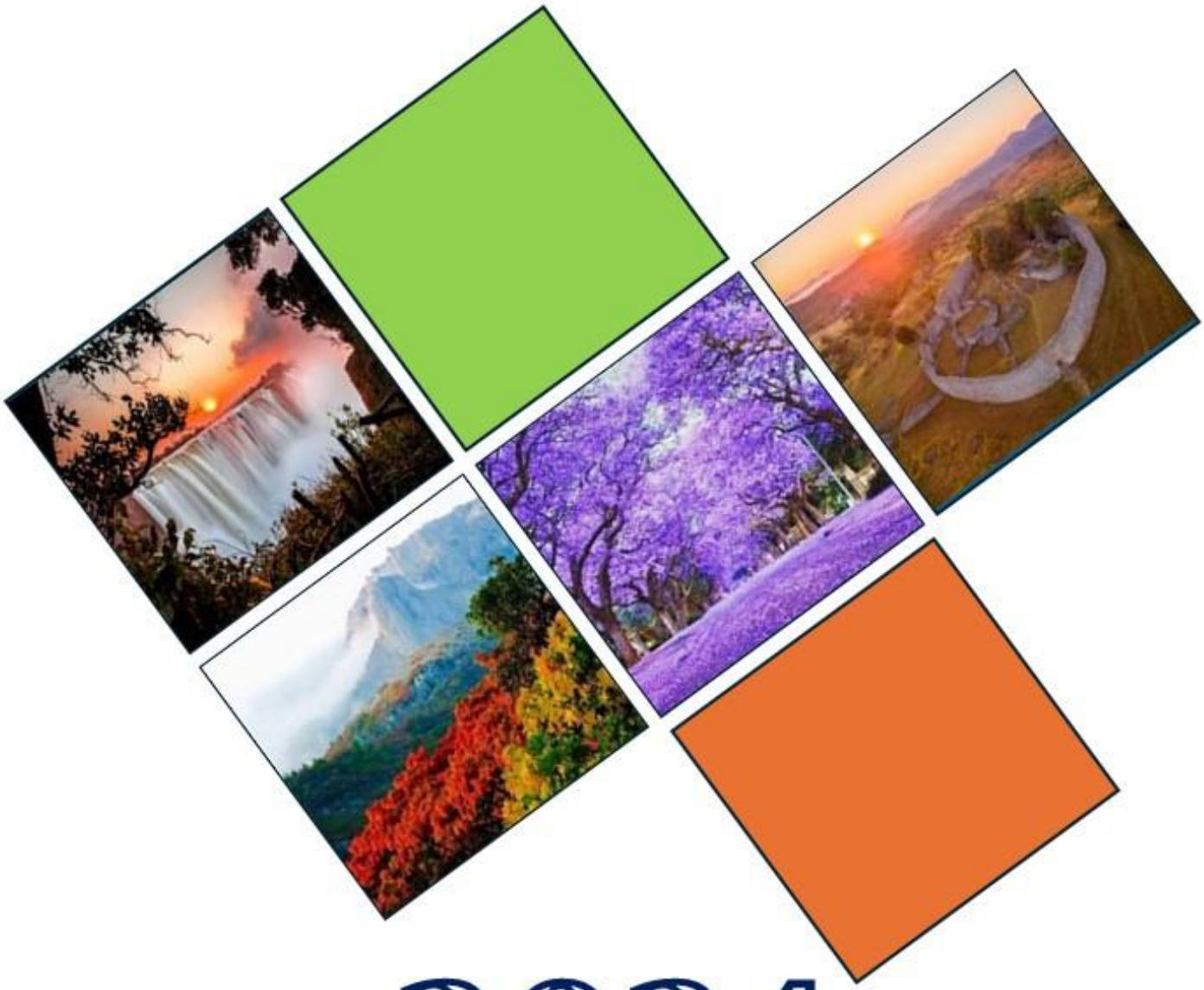


2024

Tourism Trends and Statistics Report

A product of the Domestic Tourism & Strategic Research Division
E-mail: dtsr@ztazim.co.zw Website: www.zimbabwetourism.net

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DEFINITIONS

For reasons of comparability and consistency the **Zimbabwe Tourism Authority** uses International definitions as given by the **United Nations World Tourism Organization (UNWTO).** Some of the definitions used are:

Tourist: is a traveler who takes an overnight trip outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

Same–day Visitor: A visitor who does not spend a night in a collective or private accommodation in the country visited.

Arrivals: All data refer to arrivals and not actual number of people traveling. One person visiting the same country several times during the year is counted each time as a new arrival. Likewise, the same person visiting several countries during the same trip is counted each time as a new arrival.

ABBREVIATIONS & ACRONYMS

ABBREVIATIONS & ACRONYMS USED

COVID-19 - 2019 Novel Corona Virus

DRC – Democratic Republic of Congo

DOTS – Domestic & Outbound Tourism Survey

FDI – Foreign Direct Investment

GDP – Gross Domestic Product

IMF - International Monetary Fund

MICE – Meetings, Incentives, Conventions and Exhibitions

RBZ - Reserve Bank of Zimbabwe

SADC - Southern African Development Community

TSA – Tourism Satellite Account

UAE – United Arab Emirates

UN Tourism – Untitled Nations World Tourism Organization

USA – United States of America

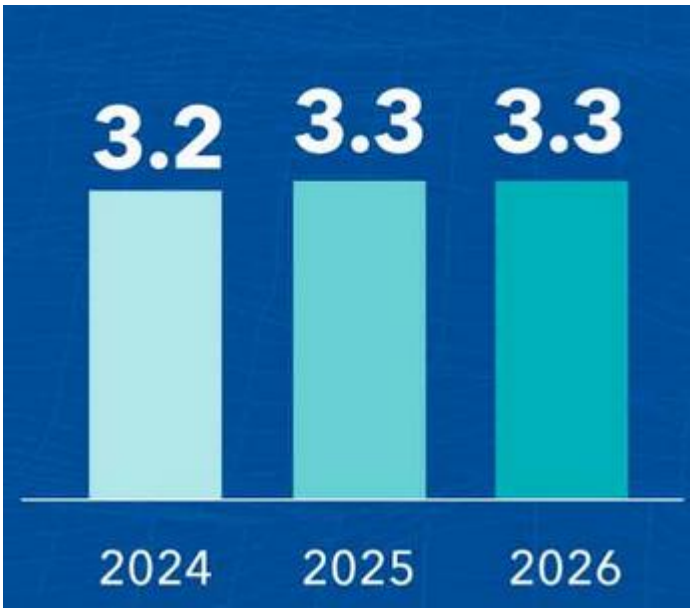
VES – Visitor Exit Survey

VFR – Visiting Friends and Relatives

ZTA – Zimbabwe Tourism Authority

GLOBAL ECONOMIC OVERVIEW

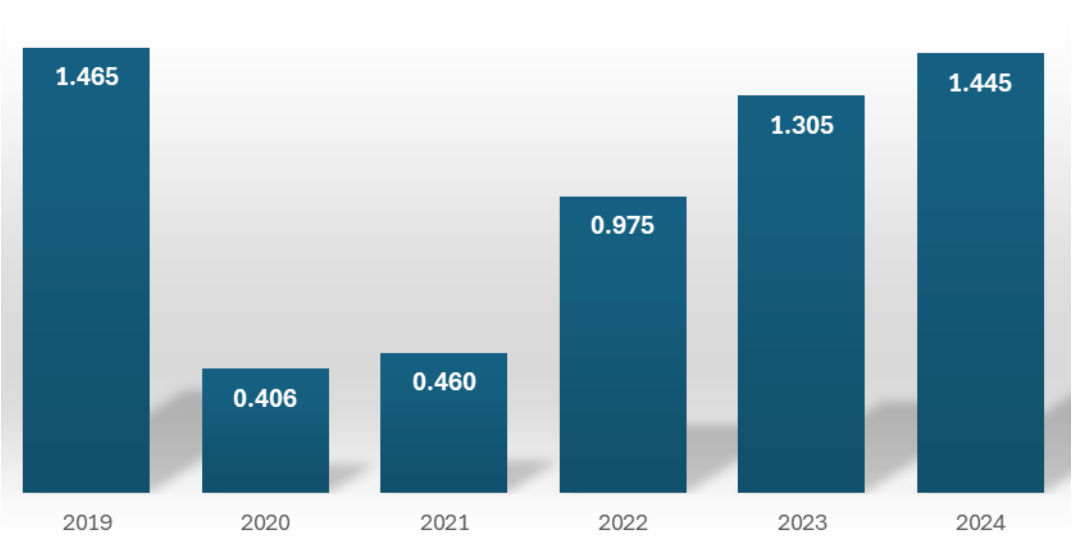
Global Economic Growth



Source: IMF

- **Travel propensity and the growth of the tourism sector often reflect the overall state of the economy.**
- **In 2024, the International Monetary Fund (IMF) recorded global economic growth at 3.2%, marking a slight increase of 0.2 percentage points compared to the 3% growth achieved in 2023.**
- **Looking ahead, the IMF projects further growth of 3.3% for the global economy in both 2025 and 2026.**

Global Tourist Arrivals – 2024/23

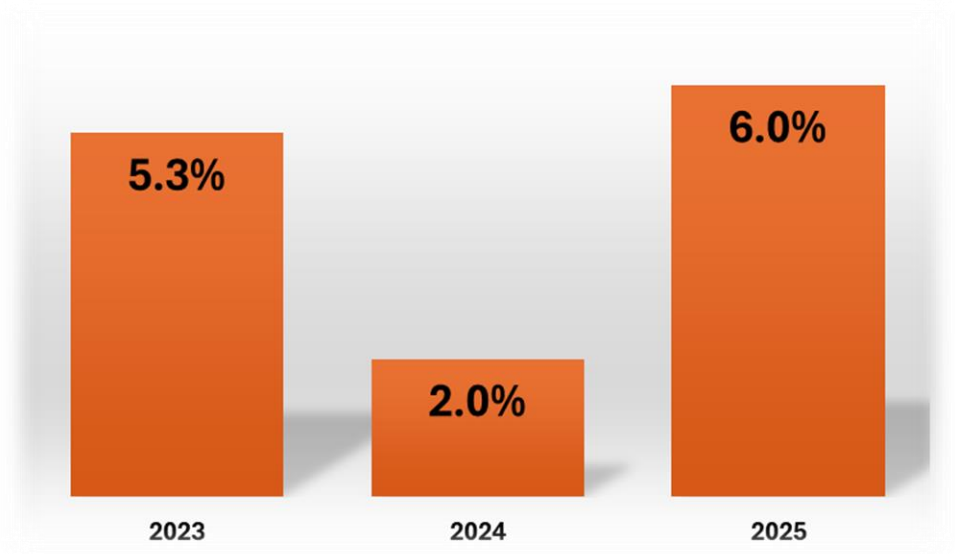


Source: UN Tourism

- **The latest World Tourism Barometer from UN Tourism reports that approximately 1.4 billion international tourists traveled in 2024,**
- **This reflects an 11% increase from 2023, with 140 million additional international arrivals.**
- **This also marks a near-complete recovery (99%) to pre-pandemic levels.**
- **Growth was fueled by strong post-pandemic demand, the resilience of major source markets, and the continued rebound of destinations in Asia and the Pacific.**
- **Regionally, Africa recorded 74 million tourist arrivals, surpassing 2019 levels by 7% and showing a 12% increase compared to 2023.**
- **Preliminary figure indicate that globally tourism receipts reached USD 1.6 trillion in 2024, about 3% more than in 2023 and 4% more than in 2019 (real terms), according to preliminary estimates.**

NATIONAL ECONOMIC OVERVIEW

National Economic Growth



Source: Treasury

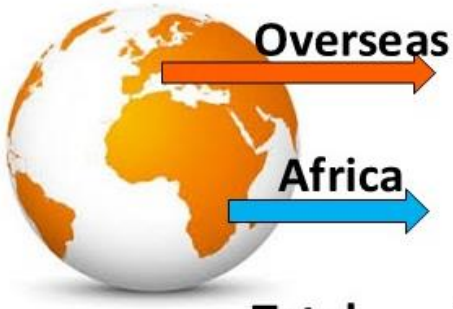
- **The growth of tourism, particularly domestic tourism, is closely linked to developments in the national economic environment.**

- **According to the Treasury, Zimbabwe's economy is estimated to have grown by 2% in 2024, despite being hindered by the El Niño-induced drought.**

- **Looking ahead, the national economy is projected to grow by an additional 6% in 2025.**

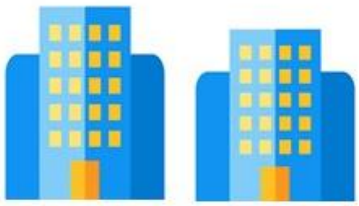
TOURISM OVERVIEW IN ZIMBABWE

International Tourist Arrivals



	2024	2023	% Change
Overseas	510,728	469,240	9%
Africa	1,103,173	1,133,541	-3%
Total	1,613,901	1,602,781	1%

Average Hotel Room Occupancy



2024	2023
48%	47%

Estimated Total Domestic Trips



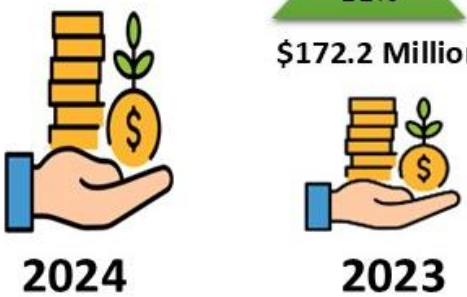
2024	2023	Change
13,710,396	13,166,252	4%

Estimated Tourism Receipts



2024	2023	Change
US$1.18 Billion	US$1.16 Billion	2%

Tourism Investments



2024	2023	Change
$190.5 Million	$172.2 Million	11%

Tourist Arrivals

Tourist Arrivals 2024/23

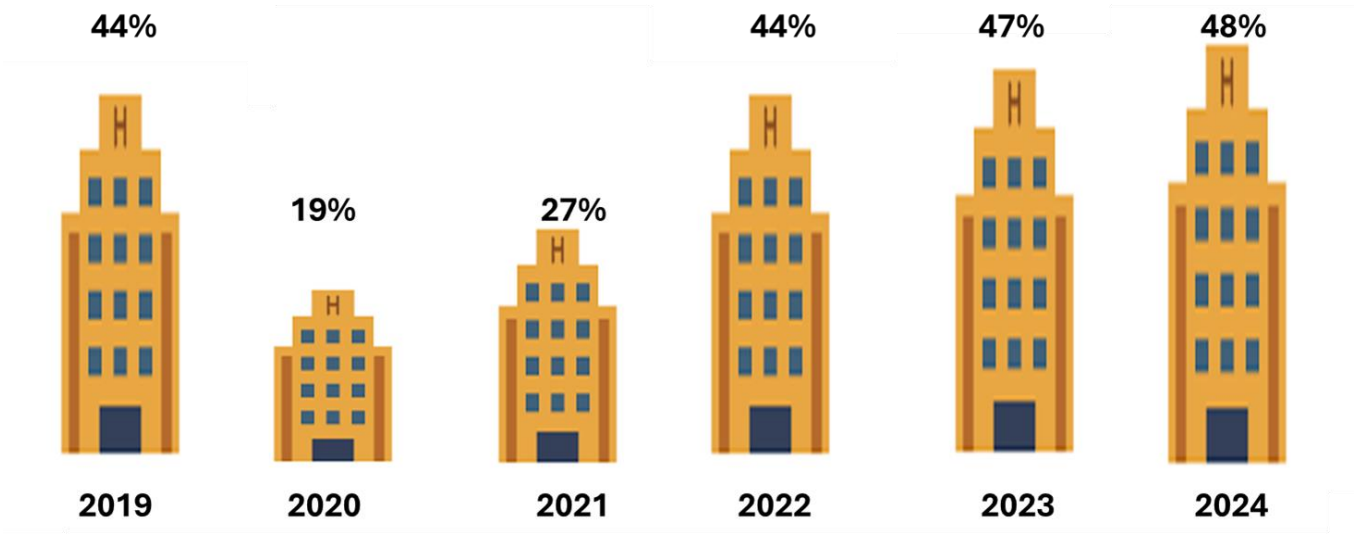
	2024	2023	% Change	
AFRICA	1,103,173	1,133,541	-3%	▲
AMERICAS	134,879	121,953	11%	▲
ASIA	100,637	99,638	1%	▲
EUROPE	217,017	208,710	4%	▲
MIDDLE EAST	7,042	8,960	-21%	▲
OCEANIA	51,153	29,979	71%	▲
TOTAL	**1,613,901**	**1,602,781**	**1%**	▲

Source: Immigration Data

- **Total tourist arrivals increased by 1% in 2024 compared to 2023, driven primarily by overseas markets which grew by 9%, particularly from the Americas, Oceania, Europe, and Asia.**
- **However, a decline in African markets had a dampening effect on overall arrival figures due to the region's significant share of the market of close to 70% of all arrivals.**
- **Despite the pulling down effect of the African arrivals, international tourism has reached 70% of the 2019 pre-COVID levels.**
- **Encouragingly, the current trajectory suggests sustained long-term growth in tourism performance as anticipated.**

Accommodation Utilization Statistics

National Average Hotel Room Occupancy Rates 2019 – 2024

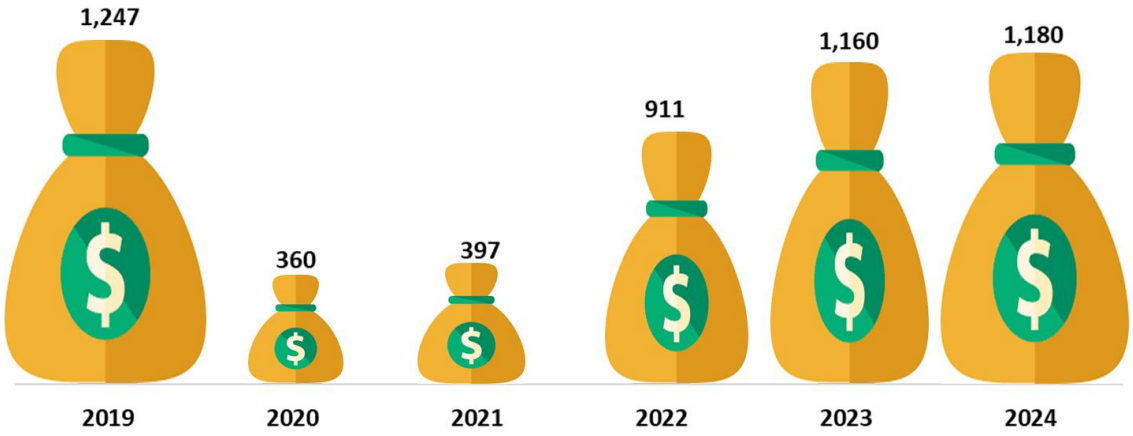


Source: Tourism Operators Returns

- **The national average room occupancy increased from 47% to 48%, surpassing pre-COVID levels by 4 percentage points.**
- **Throughout the review period, average room occupancies have shown a consistent upward trend, underscoring a clear growth trajectory in the hospitality sub-sector.**

Tourism Receipts (*USD Millions)*

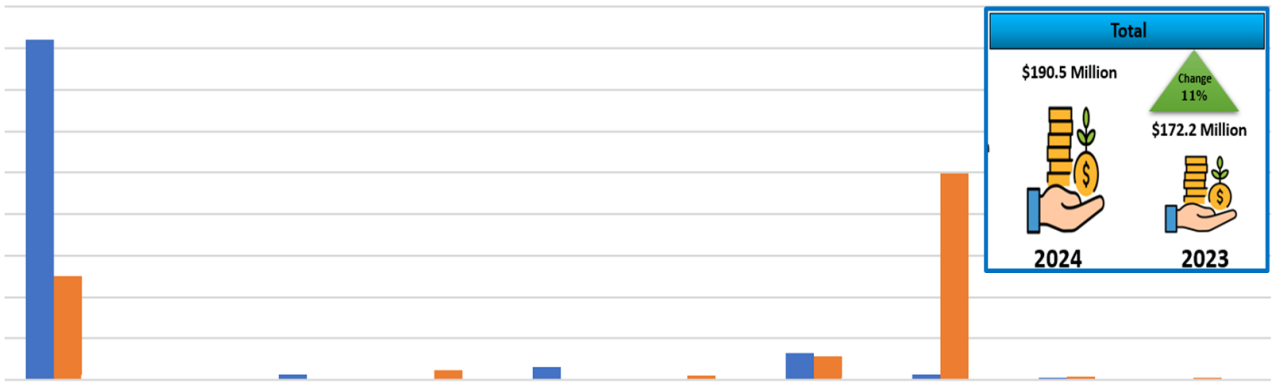
Tourism Receipts Trend 2019 - 2024



- **The sector is estimated to have generated approximately US$1.18 billion in 2024, reflecting a 2% increase from the US$1.16 billion recorded in 2023.**
- **Although current receipts remain at about 95% of the 2019 figure, the post-COVID recovery has been remarkable.**
- **During the review period, domestic tourism receipts drove the growth, rising by 4% to US$446 million from US$428 million in 2023.**
- **Meanwhile, international tourism receipts saw a marginal increase of 0.3%, reaching US$734 million compared to US$732 million in the previous year.**

Investments into the Tourism Sector

Tourism Investment Values by Category 2024/23 (million US$)

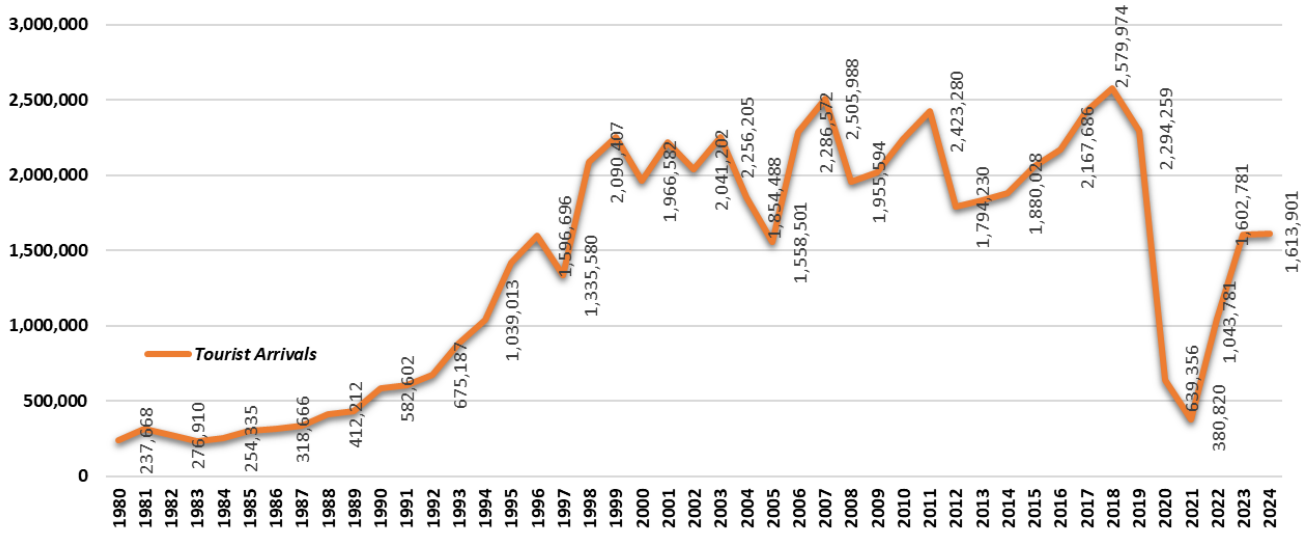


	Accommodation	Boats	Conference Organiser	Hunting Operator	Motor Vehicle Hire	Non Consuptive Safari Operator	Restaurant	Travel Agency & Tour Operator	Visitor Activity	Other
2024	164.34	0.04	2.89	0.09	6.50	0.17	12.75	2.74	1.02	
2023	50.40	0.80	0.50	4.50		2.10	11.40	99.90	1.70	0.90
%Change	226%	-95%	477%	-98%		-92%	12%	-97%	-40%	-100%

- **Investments in the tourism sector experienced significant growth in 2024, rising by 11% to a total of US$190.5 million, up from US$172.2 million in 2023.**
- **The accommodation subsector attracted the largest share of investments, amounting to US$164.34 million highlighting the sustained demand for quality lodging facilities.**
- **Restaurants followed as the second-largest recipient, with investments totaling US$12.75 million**

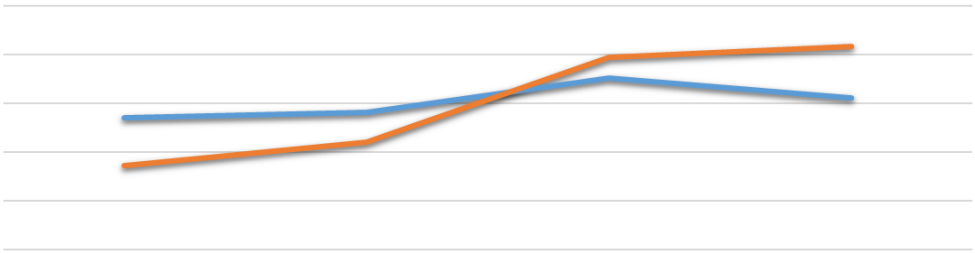
ANALYSIS OF TOURIST ARRIVALS

Trend in Tourist Arrivals 1980 – 2024



Source: ZTA Using Immigration Figures

Total Arrivals by Quarter 2024/23

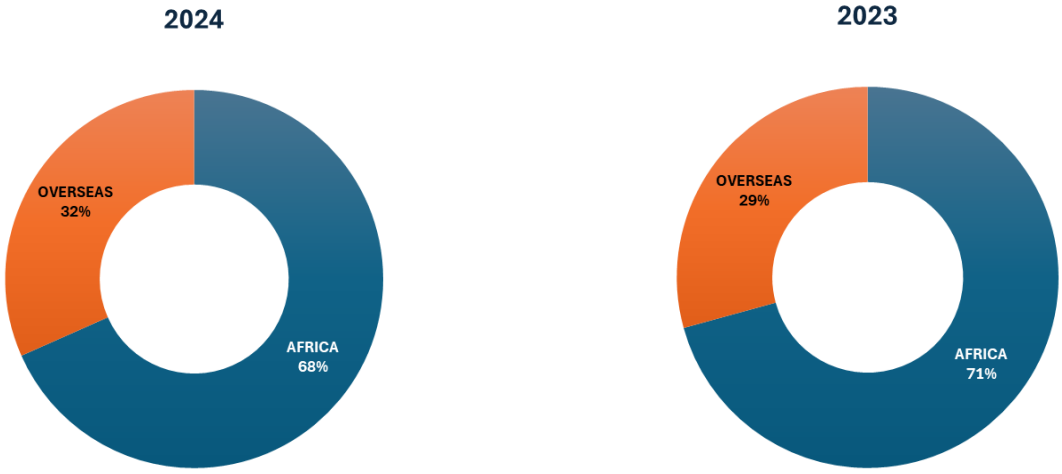


	Q1	Q2	Q3	Q4
2024	370,190	381,293	450,922	411,496
2023	271,975	320,592	494,878	515,336

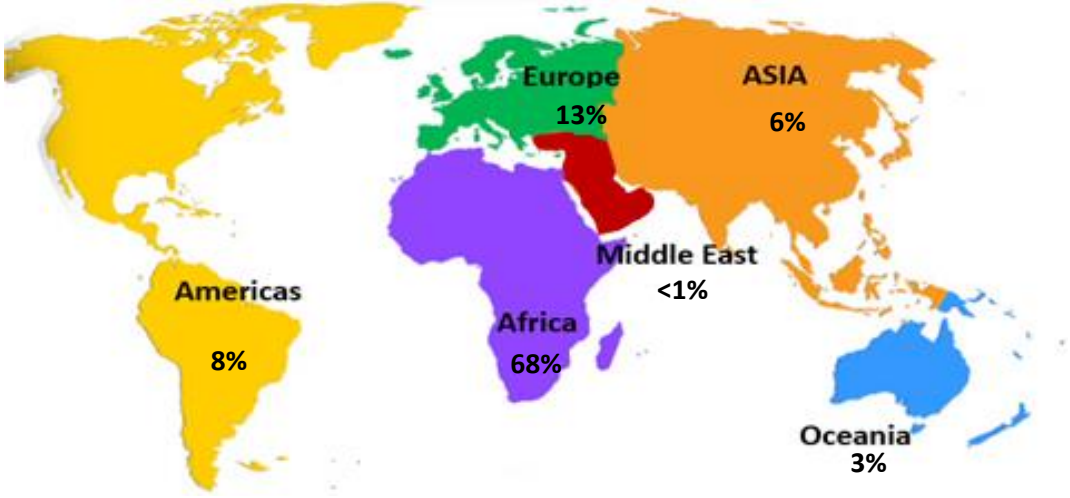
- **While the year started strong, outperforming the previous year during the first and second quarters, there was a notable slowdown in the third and fourth quarters.**

- **This decline was primarily attributed to a drop in arrivals from the regional market, which constitutes the largest share of the country's tourist inflow.**

Tourist Arrivals Market Share by Region: 2024/23



Tourist Arrivals Market Share by Source Region 2024



***For detailed arrivals by source region see Annexure 1*

- The overseas share rose by 3 percentage points on the back of the fall of African markets.
- Arrivals from Africa continue to dominate Zimbabwe's inbound tourism (despite falling this year) with a share of 68%.
- Europe (13%) and the Americas (8%) continue to be the biggest contributors of overseas tourist arrivals.

Analysis of Top Ten Overseas and African Markets

Top Overseas Markets

Rank	*2024*		*2023*	
1	USA	**105,274**	USA	**95,053**
2	Britain & Ireland	**47,734**	UK (Britain & Ireland)	**69,601**
3	China/Hongkong	**45,578**	China/Hongkong	**51,952**
4	Germany	**44,237**	Germany	**25,359**
5	Australia	**33,961**	France	**19,498**
6	France	**22,138**	Benelux	**18,658**
7	Spain	**21,994**	Australia	**17,888**
8	Nordic Countries	**18,266**	India	**17,125**
9	Italy	**16,400**	Spain	**15,016**
10	Benelux	**16,211**	Nordic Countries	**13,887**

- The United States maintained its lead in Zimbabwe's overseas tourism, securing the top position with a growth from 95,053 to 105,274 in 2024.
- The top 4 markets remain the same, being USA, UK, China and Germany.
- Australia rose from 7th to 5th place, with arrivals jumping from 17,888 to 33,961, an impressive 89.8% increase.
- Spain moved up from 9th to 7th place, with arrivals increasing from 15,016 to 21,994, a 46.5% growth.
- Nordic countries advanced from 10th to 8th place, with arrivals growing from 13,887 to 18,266, an increase of 31.6%.
- Italy entered the top ten in 2024 at 9th place, recording 16,400 arrivals.

Top African Markets

Rank	2024		2023	
1	South Africa	297,320	South Africa	319,959
2	Malawi	222,935	Zambia	244,625
3	Zambia	195,889	Malawi	197,047
4	Mozambique	173,245	Mozambique	162,411
5	Botswana	83,668	Botswana	60,038
6	Namibia	25,705	DRC	25,216
7	Tanzania	20,385	Tanzania	21,088
8	DRC	17,658	Namibia	16,785
9	Kenya	13,680	Kenya	13,272
10	Eswatini	8,460	Eswatini	11,983

- South Africa, despite maintaining its top position, dropped in arrivals to Zimbabwe from 319,959 in 2023 to 297,320 in 2024, a 7.1% decline.
- Malawi climbed from 3rd place in 2023 to 2nd in 2024, with arrivals increasing from 197,047 to 222,935, a growth of 13.1% mostly driven by increased Malawians transiting through the country mostly to and from South Africa.
- Zambia improved its position from 3rd to 2nd place with a slight decline in arrivals.
- Botswana advanced from 5th to 5th place but with arrivals surging from 60,038 to 83,668, a remarkable 39.4% increase.
- Namibia moved from 8th to 6th place, with arrivals increasing from 16,785 to 25,705, showing a significant 53.2% growth.
- DRC rose from 7th to 8th place despite its arrival figures increasing from 25,216 to 17,658 by this much.
- Tanzania fell from 7th to 7th place, as arrivals declined slightly from 21,088 to 20,385, a 3.3% decrease.
- Eswatini: Dropped from 10th place in 2023 to 10th in 2024, with arrivals decreasing significantly from 11,983 to 8,460, a sharp decline of 29.4% while DRC 6th to 8th place.
- South Africa, Mozambique and Kenya were non movers in 2024.

Tourist Arrivals by Purpose of Visit

Tourist Arrivals by Purpose of Visit 2024/23



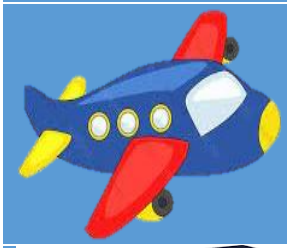
	Business Visitors	Education Purposes	Shopping	VFR	Leisure	Transit	Other (Unspecified)
2024	281,299	43,405	63,612	456,061	267,845	453,092	48,587
2023	282,681	33,059	42,350	650,109	114,725	445,573	34,284
% Change	-0.5%	31%	50%	-30%	133%	2%	42%

Source: Immigration Data

- Overall, the number of arrivals across most travel purposes (except VFR & business) increased during the review period.
- In 2024, leisure and VFR (visiting friends and relatives) accounted for nearly 45% of all visitors, highlighting their continued importance as key drivers of tourism.
- Visitors transiting through the country (excluding air transit) made up 28% of the total arrivals, underscoring the country's role as a regional transit hub.
- Leisure visitors recorded the most significant growth, surging by an impressive 133% compared to the previous year.

Tourist Arrivals by Mode of Transport

Tourist Arrivals by Mode of Transport 2024/23

		2024	2023	% Change
	Air	415,908	459,198	-9%
	Land	1,197,993	1,143,583	5%
	Total	1,613,901	1,602,781	1%

Source: Immigration Data-IF1 Form

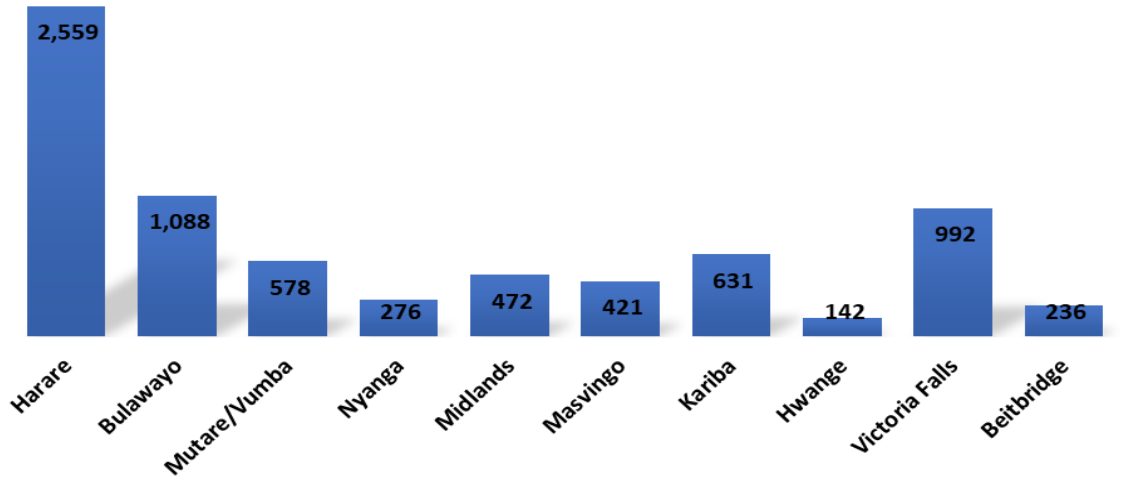
- **Arrivals by both land rose by 5% while those by air fell by 9% in the review period.**
- **This resulted in the share of arrivals by road increasing from 71% in 2023 to 74% in the review period.**
- **Hence the share of arrivals by air fell from 29% in 2023 to 26% in 2024.**

ACCOMMODATION UTILIZATION STATISTICS

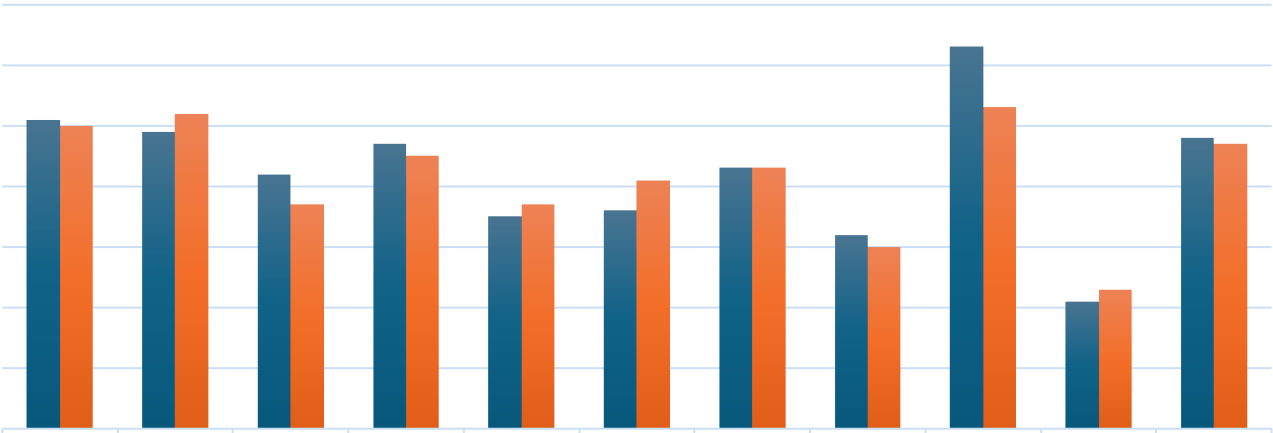


Hotel Accommodation Utilization

Hotel Room Capacities by Region 2024/23



Average Hotel Room Occupancy Rates by Region 2024/23



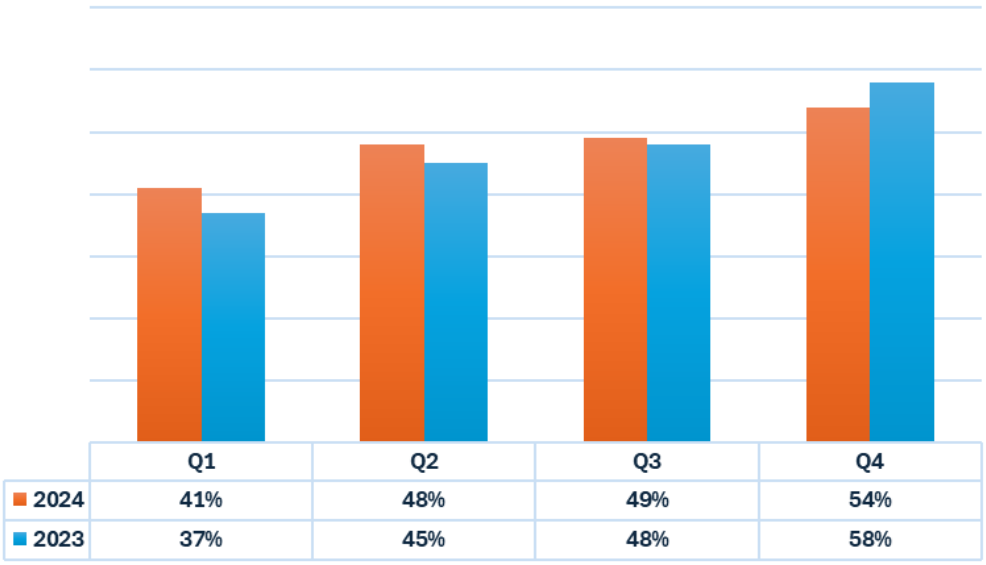
	Harare	Bulawayo	Mutare/Vumba	Nyanga	Midlands	Masvingo	Kariba	Hwange	Victoria Falls	Beitbridge	National
2024	51%	49%	42%	47%	35%	36%	43%	32%	63%	21%	48%
2023	50%	52%	37%	45%	37%	41%	43%	30%	53%	23%	47%

Source: ZTA using Operator Data

See Annexure 2 for Occupancy Statistics by Province

- **Victoria Falls continues to lead in growth, recording a 10-percentage point increase in room occupancy (63% in 2024 compared to 53% in 2023). This growth can be attributed to the growth of international travel to the destination.**
- **Harare showed modest growth, with room occupancy increasing by 1 percentage point (51% in 2024 versus 50% in 2023). The city's performance reflects stable demand from business travelers and government-related events.**
- **Bulawayo, however, experienced a 3-percentage point decline in occupancy rates (49% in 2024 versus 52% in 2023). Despite this drop, the city continues to draw clientele as a hub for trade and cultural events.**
- **Mutare/Vumba saw notable improvement, with a 5-percentage point increase (42% in 2024 compared to 37% in 2023). This growth is likely fueled by the appeal of the region's scenic beauty and a growing preference for leisure travel.**
- **Nyanga also recorded growth, with occupancy rising by 2 percentage points (47% in 2024 versus 45% in 2023). The region benefits from its reputation as a popular holiday destination for domestic tourists.**
- **Conversely, Masvingo experienced a 5-percentage point decline (36% in 2024 compared to 41% in 2023). This drop could reflect reduced tourist inflows to the region's heritage sites or a shift in domestic travel preferences.**
- **Overall, the national hotel occupancy levels improved slightly, rising to 48% in 2024 from 47% in 2023. This performance is encouraging as it surpasses pre-pandemic 2019 levels of 44%. It highlights a resilient growth in Zimbabwe's tourism sector despite regional disparities in occupancy trends.**

Quarterly Trend for Average Hotel Room Occupancy – 2024/23



	Q1	Q2	Q3	Q4
2024	41%	48%	49%	54%
2023	37%	45%	48%	58%

Source: ZTA using Operator Data

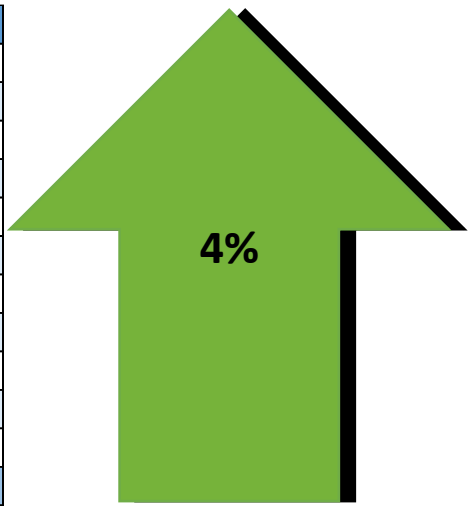
- **The analysis reflects a generally positive trend in hotel room occupancy levels throughout 2024, culminating in a notable year-end peak.**

- **The steady growth across various regions indicates a thriving hospitality sector, driven by the recovery of international travel, increased domestic tourism, and the successful hosting of key events.**

DOMESTIC TOURISM STATISTICS

2024/23 Domestic Trips by Purpose of Visit

PURPOSE OF VISIT	2024	2023
Business and Professional	1,645,247	1,579,950
Leisure	1,041,991	1,000,635
VFR	4,606,693	4,423,861
Funeral/wedding	1,110,542	1,066,466
Convention/conference/congress	54,842	52,665
Education and Training	246,787	236,993
Health and medical care	685,520	658,313
Shopping	1,809,772	1,737,945
Religious/Pilgrimage	863,755	829,474
Other	1,631,537	1,566,784
Not Stated Total	13,710	13,166
TOTAL	**13,710,396**	**13,166,252**



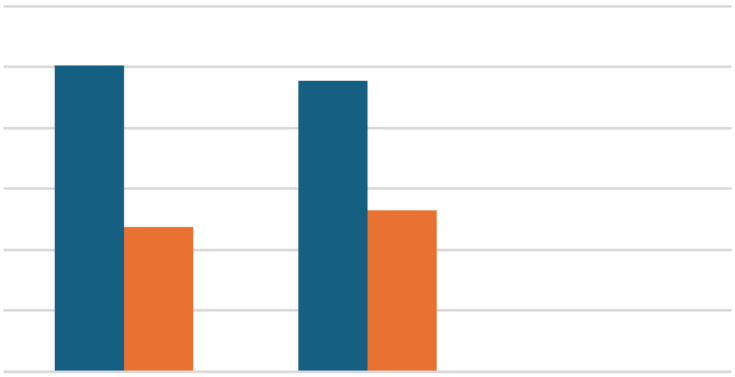
Source: ZTA: Based on DOTS weights and indicative change in domestic tourism demand

- **About 13.7 million domestic trips are estimated to have been made throughout the country by all purposes in 2024 up from about 13.2 million in 2023.**

- **All in all, domestic trips rose by 4% during the period under review.**

Domestic Visitations in National Parks & Museums 2024/23

	2024	2023
Total Entries	739,938	741,848



	2024	2023	Change
National Parks	501,728	476,642	5%
National Museums & Monuments	238,210	265,206	-10%

Source: Zimbabwe Parks and Wildlife Management (ZIMPARKS), National Museums & Monuments (NMMZ)

- **Domestic entries into national parks rose by 5% while those into national museums and monuments fell by 10%.**

- **All in all, domestic entries into the national parks and museums fell marginally by 0.3% from 741,848 to 739,938 in 2024.**

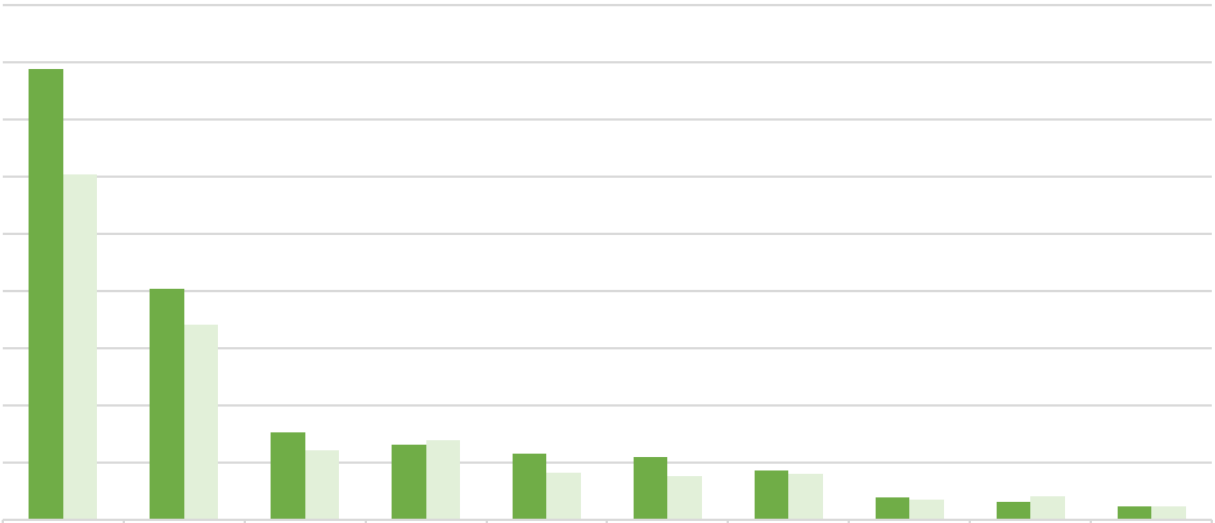
ARRIVALS INTO NATIONAL PARKS

National Park Entries– 2024/23

	2024			2023			Change		
Park	Domestic	Foreign	TOTAL	Domestic	Foreign	TOTAL	Domestic	Foreign	TOTAL
Rainforest	99,597	295,084	**394,681**	91,569	211,057	**302,626**	9%	40%	30%
Zambezi	62,511	140,107	**202,618**	68,465	102,140	**170,605**	-9%	37%	19%
Chinhoyi	74,868	1,582	**76,450**	59,385	1,313	**60,698**	26%	20%	26%
Matobo	53,759	12,418	**66,177**	59,478	9,888	**69,366**	-10%	26%	-5%
Nyanga	56,112	1,641	**57,753**	40,353	639	**40,992**	39%	157%	41%
Main Camp	26,110	29,359	**55,469**	22,807	15,470	**38,277**	14%	90%	45%
Nyanyana	41,567	1,975	**43,542**	38,999	1,243	**40,242**	7%	59%	8%
Kyle	19,196	421	**19,617**	17,914	136	**18,050**	7%	210%	9%
Chivero (S/B)	16,111	141	**16,252**	20,927	215	**21,142**	-23%	-34%	-23%
Darwendale	11,864	14	**11,878**	12,175	9	**12,184**	-3%	56%	-3%
Chipinda Pools/Mabalauta	7,037	2,164	**9,201**	9,952	6,709	**16,661**	-29%	-68%	-45%
Osborne	8,116	41	**8,157**	8,655	6	**8,661**	-6%	583%	-6%
Vumba	5,168	243	**5,411**	4,824	227	**5,051**	7%	7%	7%
Mana Pools	2,464	2,644	**5,108**	2,614	3,253	**5,867**	-6%	-19%	-13%
Sinamatella	1,459	3,540	**4,999**	1,798	3,752	**5,550**	-19%	-6%	-10%
Robins	963	3,557	**4,520**	1,376	4,154	**5,530**	-30%	-14%	-18%
Chimanimani	3,656	487	**4,143**	3,725	424	**4,149**	-2%	15%	-0.1%
Ewanrigg	3,794	40	**3,834**	3,121	8	**3,129**	22%	400%	23%
Matusadonha	1,213	1,081	**2,294**	590	277	**867**	106%	290%	165%
Marongora	2,050	173	**2,223**	3,442	181	**3,623**	-40%	-4%	-39%
Ngezi	1,861	-	**1,861**	2,610	-	**2,610**	-29%		-29%
Sebakwe	1,810	4	**1,814**	1,457	60	**1,517**	24%	-93%	20%
Chizarira	249	339	**588**	406	489	**895**	-39%	-31%	-34%
Kazuma Pan	193	94	**287**						
TOTAL	**501,728**	**497,149**	**998,877**	**476,642**	**361,650**	**838,292**	**5%**	**37%**	**19%**

- **The total entry figure was 998,877 which represents a 19% increase from 838,292 in 2023**
- **Domestic entries into national parks rose by 5% from 476,642 in 2023 to 501,728 in 2024 while entries by foreign visitors rose by 37% from 361,650 to 497,149 as international tourism continues to grow.**

Visitor Arrivals by Top 10 National Parks – 2024/23



	Rainforest	Zambezi	Chinhoyi	Matobo	Nyanga	Main Camp	Nyanyana	Kyle	Chivero (S/B)	Darwendale
2024	394,681	202,618	76,450	66,177	57,753	55,469	43,542	19,617	16,252	11,878
2023	302,626	170,605	60,698	69,366	40,992	38,277	40,242	18,050	21,142	12,184

Source: Zimbabwe Parks and Wildlife Management (ZIMPARKS)

- **The Rainforest and Zambezi parks in the Victoria Falls area are the most popular attractions for both domestic and foreign visitors.**
- **Unlike other national parks, these two parks receive more foreign than domestic visitors.**
- **Together, they account for the majority of national park entries, contributing approximately 60% of the total.**
- **In contrast, the remaining national parks are predominantly frequented by domestic visitors.**

ARRIVALS INTO NATIONAL MUSEUMS & MONUMENTS

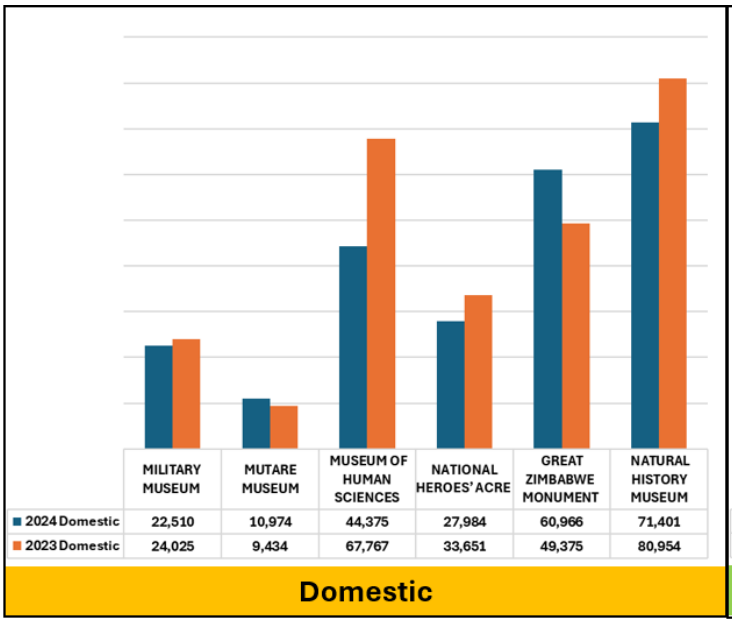
National Museums Entry Statistics 2024/23

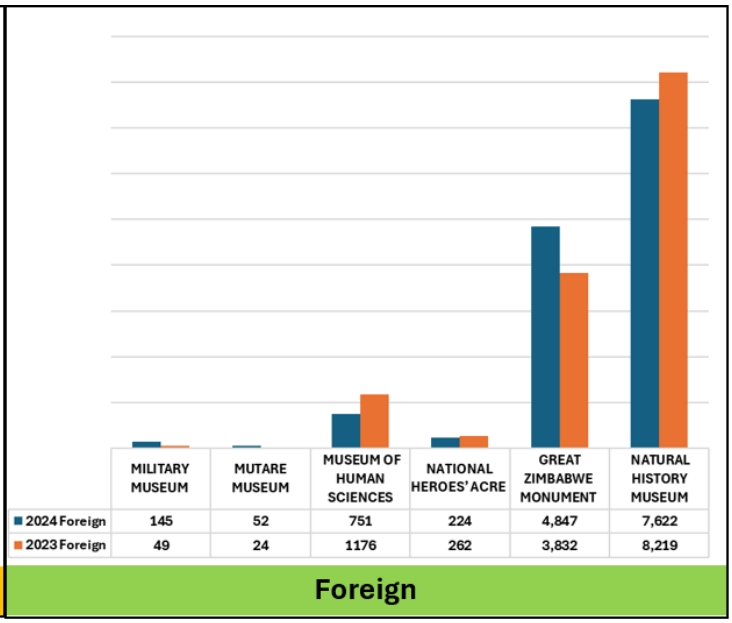
	2024			2023			Change		
	Domestic	*Foreign*	*Total*	*Domestic*	*Foreign*	*Total*	*Foreign*	*Domestic*	*Total*
MILITARY MUSEUM (sites include Dhlodhlo, Naletale & National Mining Museum)	22,510	145	22,655	24,025	49	24,074	-6%	196%	-6%
MUTARE MUSEUM (sites includes Ziwa, Diana's vow)	10,974	52	11,026	9,434	24	9,458	16%	117%	17%
MUSEUM OF HUMAN SCIENCES (sites include Domboshava, Ngomakurira, Chiremba)	44,375	751	45,126	67,767	1176	68,943	-35%	-36%	-35%
NATIONAL HEROES' ACRE	27,984	224	28,208	33,651	262	33,913	-17%	-15%	-17%
GREAT ZIMBABWE MONUMENT	60,966	4,847	65,813	49,375	3,832	53,207	23%	26%	24%
NATURAL HISTORY MUSEUM (sites includes Rhodes Grave, Khami, Pomongwe)	71,401	7,622	79,023	80,954	8,219	89,173	-12%	-7%	-11%
TOTAL	**238,210**	**13,641**	**251,851**	**265,206**	**13,562**	**278,768**	**-10%**	**1%**	**-10%**

Source: National Museums and Monuments of Zimbabwe

- Total entries into Museums and Monument increased by 71% in the review period.
- Domestic entries rose by 68% while foreign entries rose by 148%.

Museum entries in 2024 and 2023 – Foreign vs Domestic





CONCLUSION

Zimbabwe's tourism sector in 2024 continued its recovery, showing resilience and adaptability despite shifts in key market segments. The overall increase in international tourist arrivals, particularly from overseas markets, reflects growing global confidence in Zimbabwe as a destination. However, the decline in arrivals from African markets, particularly South Africa, underscores the need for targeted strategies to maintain regional competitiveness.

The positive growth in domestic tourism, increased hotel occupancy, and rising tourism investments signal a strengthening sector. The increase in estimated tourism receipts also points to a more robust economic contribution from the industry. Moving forward, strategic marketing initiatives, enhanced infrastructure, and improved visitor experiences will be crucial in sustaining this upward momentum.

With global tourism rebounding, Zimbabwe has a strong foundation for continued growth. The concerted efforts of the Zimbabwe Tourism Authority (ZTA) and industry stakeholders will be vital in capitalizing on emerging opportunities and ensuring long-term sustainability in the sector.

Annexure 1: Tourist Arrivals by Source Market

Overseas Tourist Arrivals by Source Market 2024/23

Source Country	2024	2023	% Change
AFRICA			
Angola	3,356	5,594	-40%
Botswana	83,668	60,038	39%
DRC	17,658	25,216	-30%
Egypt	585	1,324	-56%
Ghana	1,511	3,846	-61%
Kenya	13,680	13,272	3%
Lesotho	6,764	10,328	-35%
Malawi	222,935	197,047	13%
Mauritius	2,409	3,492	-31%
Mozambique	173,245	162,411	7%
Namibia	25,705	16,785	53%
Nigeria	3,814	4,379	-13%
Seychelles	614	3,907	-84%
S. Africa	297,320	319,959	-7%
Swaziland/Eswatini	8,460	11,983	-29%
Tanzania	20,385	21,088	-3%
Uganda	3,440	4,188	-18%
Zambia	195,889	244,625	-20%
Other Africa	21,735	24,059	-10%
Total	1,103,173	1,133,541	-3%
AMERICA			
Argentina	3,108	1,638	90%
Brazil	4,957	5,351	-7%
Canada	8,705	11,479	-24%
Mexico	8,681	3,002	189%
USA	105,274	95,053	11%
Other America	3,098	3,553	-13%
Total	133,823	120,076	11%
ASIA			
China/Hongkong	45,578	51,952	-12%
India	15,176	17,125	-11%
Japan	10,692	8,494	26%
Malaysia	5,300	5,593	-5%
Pakistan	1,291	1,181	9%
Singapore	8,505	5,534	54%
S. Korea	13,123	8,617	52%
Other Asia	972	1,142	-15%
Total	100,637	99,638	1%

Source Country	2024	2023	% Change
CARRIBEAN ISLANDS			
Cuba	138	200	-31%
Jamaica	450	722	-38%
Other Islands	468	955	-51%
Total	1,056	1,877	-44%
EUROPE			
Austria	8,694	10,257	-15%
Benelux	16,211	18,658	-13%
Britain & Ireland	47,734	69,601	-31%
France	22,138	19,498	14%
Germany	44,237	25,359	74%
Italy	16,400	11,690	40%
Nordic Countries	18,266	13,887	32%
Portugal	5,169	5,683	-9%
Spain	21,994	15,016	46%
Switzerland	11,675	10,748	9%
Other Europe	4,499	8,313	-46%
Total	217,017	208,710	4%
MIDDLE EAST			
Iran	311	190	64%
Israel	4,475	6,771	-34%
Kuwait	175	17	929%
S. Arabia	185	63	194%
UAE	410	282	45%
Other ME countries	1,486	1,637	-9%
Total	7,042	8,960	-21%
OCEANIA			
Australia	33,961	17,888	90%
N. Zealand	15,350	10,647	44%
Others	1,842	1,444	28%
Total	51,153	29,979	71%
GRAND TOT.	1,613,901	1,602,781	1%

Source: Immigration Data

Annexure 2: Hotel Accommodation Statistics

Average Hotel Room Occupancy Rates By Region: 2024/23

	No of Hotels	Room Capacity	Room Occupancy			Clientele Mix			
						2024		2023	
			2024	2023	% Point Change	Local	Foreign	Local	Foreign
Harare	35	2 452	51%	50%	1	62%	38%	82%	18%
Bulawayo	21	1 012	49%	52%	-3	90%	10%	88%	12%
Mutare/Vumba	15	550	42%	37%	5	100%	0%	99%	1%
Nyanga	7	276	47%	45%	2	90%	10%	98%	2%
Midlands	11	409	35%	37%	-2	89%	11%	98%	2%
Masvingo	11	421	36%	41%	-5	91%	9%	93%	7%
Kariba	11	529	43%	43%	0	96%	4%	96%	4%
Hwange	2	142	32%	30%	2	42%	58%	76%	24%
Victoria Falls	11	992	63%	53%	10	25%	75%	27%	73%
Beitbridge	8	236	21%	23%	-2	93%	7%	97%	3%
National	132	7 019	48%	47%	1	78%	22%	85%	15%

Average Hotel Room Occupancy Rates by Province: 2024/23

PROVINCE	2024	2023	% Point Change
Bulawayo Province	49%	52%	-3
Harare Province	51%	50%	1
Manicaland Province	41%	38%	3
Mashonaland Central Province	23%	22%	1
Mashonaland East Province	14%	24%	-7
Mashonaland West Province	43%	43%	0
Masvingo Province	36%	41%	-5
Matabeleland North Province	61%	49%	12
Matabeleland South Province	21%	23%	-2
Midlands Province	35%	37%	-2
National	48%	47%	1

Average Hotel Bed Occupancy Rates By Region: 2024/23

	No of Hotels	Bed Capacity	Bed Occupancy			Clientele Mix			
						2024		2023	
			2024	2023	% Point Change	Local	Foreign	Local	Foreign
Harare	35	4 981	33%	30%	3	62%	38%	82%	18%
Bulawayo	21	2 181	47%	42%	5	90%	10%	88%	12%
Mutare/Vumba	15	1 090	31%	19%	12	100%	0%	99%	1%
Nyanga	7	616	45%	31%	14	90%	10%	98%	2%
Midlands	11	918	32%	25%	7	89%	11%	98%	2%
Masvingo	11	861	32%	39%	-7	91%	9%	93%	7%
Kariba	11	1 294	30%	29%	1	96%	4%	96%	4%
Hwange	2	284	23%	19%	4	42%	58%	76%	24%
Victoria Falls	11	2 148	52%	41%	11	25%	75%	27%	73%
Beitbridge	8	493	18%	19%	-1	93%	7%	97%	3%
National	132	14 873	38%	32%	6	78%	22%	85%	15%

Source: Tourism Operators Returns

Average Hotel Bed Occupancy Rates by Province: 2024/23

PROVINCE	2024	2023	% Point Change
Bulawayo Province	47%	42%	5
Harare Province	33%	30%	3
Manicaland Province	31%	18%	13
Mashonaland Central Province	16%	14%	2
Mashonaland East Province	14%	16%	-2
Mashonaland West Province	30%	29%	1
Masvingo Province	32%	39%	-7
Matebeleland North Province	48%	35%	13
Matebeleland South Province	17%	19%	-2
Midlands Province	26%	25%	1
National	38%	32%	6