

# NAMIBIA

**Marta Awala**  
Namibia Tourism Board

**Paul Amweelo**  
**Abner Nambahu**

Ministry of Environment and Tourism



Namibia Tourism Board

## INBOUND TOURISM

- 1) Inbound visitors are measured based on IRTS 2008 standards
- 2) Length of Stay- still using Intended Length of Stay,

However:

- ❖ Ministry of Home Affairs is in the process of acquiring a computerized system
- ❖ Both arrivals and departures will be captured
- ❖ Our inbound tourism statistics based on Country of present Residence NOT Nationality



Namibia Tourism Board

## DOMESTIC TOURISM

- Exploratory survey on Domestic Tourism Expenditure was conducted in 2007/8
- Results are available
- Constraints: - Sampling and data collection methods  
- Very costly, low population, but large land mass to cover
- Future plans: To include Domestic Tourism part in National Household budget Survey by Central Bureau of Statistics



## VISITOR EXIT SURVEY

- Conducted by Directorate of Tourism at all border posts, harbors and the airports
- To determine the spend of international tourists and perception about the country



## ACCOMMODATION STATISTICS

- NTB functions: Marketing, Regulate & license the industry
- Grade accommodation establishments
- 13 accommodation categories
- 12 categories paying the tourism bed levy
- Mostly western style, and all are licensed



## BED OCCUPANCY RATES

- ❖ We have 13 accommodation categories
- ❖ Beds sold divided by beds available per month multiply by 100= Bed occupancy rates
- ❖ Number of establishments submitted the levy forms divided by Total number of registered per category = % of response rate per category e.g 35/51=69%



## UPDATING BUSINESS REGISTER

- Central Bureau of statistics survey Hotels & restaurant, and car rental businesses on an annual basis to get the value added of the tourism sectors



## MIRROR STATISTICS

- Botswana & Namibia – we share Trans Kalahari border post  
and use arrival/departure forms



# THANK YOU!!!!



Namibia Tourism Board