



Theresa Sipiho

Investment & Export Promotion Attache

Namibia's Tourism Sector

24 April 2025 | Maun, Botswana

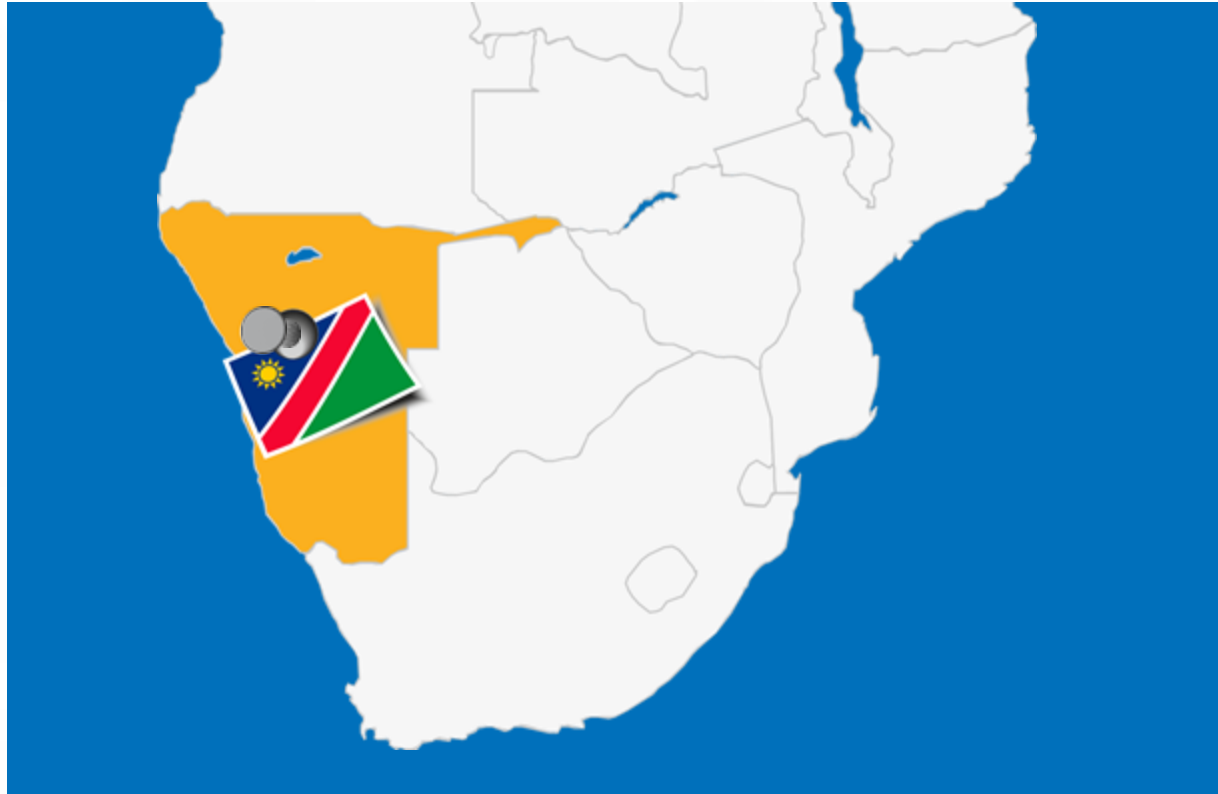


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Namibia Investment Promotion & Development Board

Office of the President

NAMIBIA AT A GLANCE



Located on the southwestern coast of Africa, borders **Angola, Botswana, South Africa, Zambia and Zimbabwe**

 Capital City: Windhoek	 Population 3.01 million	 824,292 km ²	 US\$ 5,031.10 Per Capita
 Multi-party Parliament	 Democratic Constitution	 Imports: US\$ 7.9 billion	 Exports: US\$ 6.3 billion
GDP US\$12.91 Billion	 US\$/ NAD 18.32 (12/08/2024)	 Climate: Arid and semi-arid	 English Business Language



ECONOMIC DRIVERS

PRIORITY SECTORS



Energy
(Renewable, GH2, O&G etc.)



Food Industry



Chemicals &
Basic Materials



Transport and Logistics



Services
(Digital and Global Business)



Metals, Mining & Adjacent
Industries



Machinery & Electronics



Communication &
Technology



Tourism



Culture and Creative
Industry



NAMIBIA'S TOURISM OFFERING

NAMIBIA: LAND OF DIVERSITY



NAMIBIA IS KNOWN FOR



Consistently ranked among the top 10 safest destinations in Africa



Namibia is home to Africa's largest canyon, the Fish River Canyon



The largest meteorite in the world was discovered in Namibia



Among the top 10 most peaceful countries in Africa



Namibia is home to Earth's largest underground lake



Nearly half of Namibia's land is under conservation management



The Namib desert is the world's oldest desert



Namibia has the world's largest black rhino population



Namibia was the first country in Africa to incorporate environmental protection into the national constitution



Namibia is home to Africa's largest canyon, the Fish River Canyon



Namibia is the world's leading source of marine diamonds

CULTURE & HERITAGE



NAMIBIA'S UNESCO WORLD HERITAGE



Namib Sea Sand



Twyfelfontein Heritage Site

NAMIBIA'S NATURAL WONDERS



Welwitschia Mirabilis



Fish River Canyon

REST & RELAXATION - TOP LODGES



NAMIBIA'S 7-TOURISM CLUSTER REGIONS



CENTRAL REGION

Windhoek is a mix of old and contemporary, modern and traditional elements. A walk along the main street of the capital city will leave you speechless at the variety of architectural styles, people, contemporary amenities, and world-class infrastructure.



EASTERN REGION

Bordering Botswana, Namibia's eastern area, also known as Omaheke region, continues to provide visitors with a range of attractions. Its natural beauty, rugged terrain, and indigenous people make it worthwhile to visit.



NORTH-WESTERN REGION

Namibia's west coast, which is secluded, comprised of dunes and salt pans, is bordered by the chilly Atlantic Ocean. The breathtaking scenery and everything that the region has to offer lead to visitors wanting to visit and experience it for themselves.



WESTERN/COASTAL REGION

Coastal region offers travelers a range of entertainment and tourist attractions. Aside from being Namibia's major port, Walvis Bay is well known for its remarkable wetlands and its large concentrations of water birds, including waders and flamingos, as well as the variety of shorebirds that frequent the area.



NORTHERN REGION

The northern region continues to be a popular tourist destination. Its wildly contrasting landscapes, ranging from the arid sandy plains and rocky hills of the country's Kaokoland region to the water-rich area in the east, offer visitors some of Namibia's best game viewings.



NORTH-EASTERN REGION

This region is water-rich, comprising a variety of woodlands, wetlands, riverine forests, swamps, and rivers. It provides a paradise for visitors searching for a holiday rich in fauna and flora, where an abundance of game and birdlife ensure good game viewing.



SOUTHERN REGION

Dominated by wide open spaces, solitude and silence, this region, offers an assortment of attractions unique to the area, including historical buildings, fossils, ghost towns and quiver tree forests.



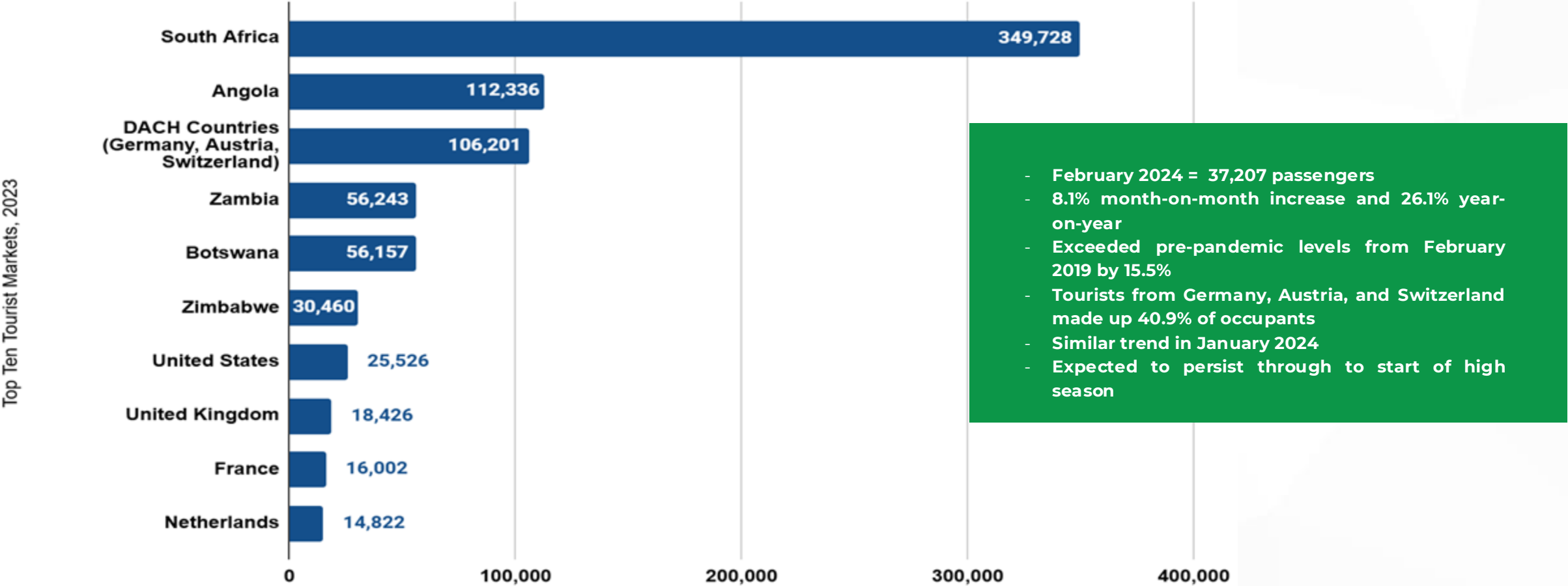
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NAMIBIA TOP 10 ARRIVALS 2023

Top Ten Tourist Markets in 2023



The top 10 tourism source markets accounted for a cumulative 80% of total arrivals to Namibia in 2023.

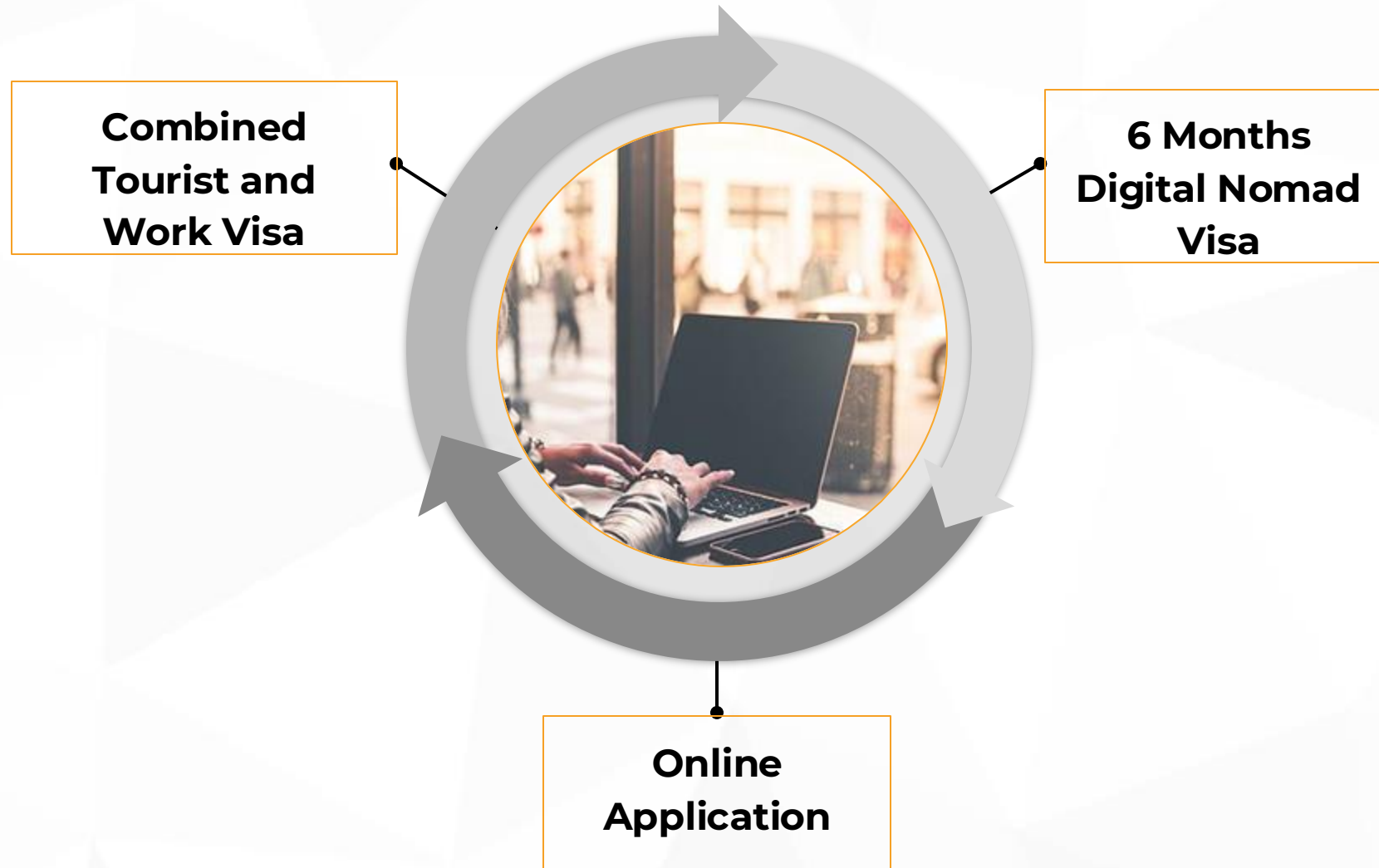
NEW VISA REGIME



E-visa and Visa-on-Arrival for countries without VISA Exemption Agreement effective 01 April 2025

- Hosea Kutako international Airport
- Walvis Bay International Airport
- Oshikango Border Post
- Trans Kalahari Border Post
- Oranjemund Border Post
- Noordoewer Border
- Katima Mulilo Border Post
- Impalila Island Border Post
- Ngoma Border Post
- Mohembo Border Post

NAMIBIA DIGITAL NOMAD VISA



NAMIBIA'S VISION FOR A VIBRANT MICE INDUSTRY

Namibia wins bid to host hospitality investment forum



T'S OFFICIAL . . . Executive director of strategy and branding at the Namibia Investment Promotion and Development Board, Margareth Gustavo receives the baton from Matthew Weihs, managing director of the Bench, the official organising partner for AHIF during the official announcement in Nairobi, Kenya on Tuesday, that Namibia will host the 2024 event.



25-27 June 2024
Mövenpick Hotel, Windhoek, Namibia

INSPIRING GROWTH POWERING INVESTMENT

25-27 June 2024
Mövenpick Hotel, Windhoek, Namibia

[Register Now](#)

AU SME Forum 2024

Namibia's application to host the African Union Micro, Small, and Medium Enterprises (MSME) summit in 2024 has been approved by the Cabinet and the international relations ministry has been directed to submit it.

The Namibia Investment Promotion and Development Board (NIPDB) has been authorised to develop and submit an expression of interest for Namibia to host the AU SME Forum 2024.

OPPORTUNITIES IN THE NAMIBIA TOURISM SECTOR



Infrastructure in Tourism

- Road Infrastructure
- Airport and Air Travel Infrastructure
- Hospitality Infrastructure (lodges, hotels, etc.)
- Digital Infrastructure (internet, telecommunications)
- Port Infrastructure



Sport Tourism

Namibia's diverse landscapes offer opportunities for various adventure sports especially in coastal areas like Swakopmund and Walvis Bay.



Aqua Tourism

Namibia's coastal environment presents a variety of aqua tourism opportunities, capitalizing on its unique marine ecosystems.



ECO - Tourism

Namibia presents exceptional opportunities for eco-tourism, built upon its commitment to conservation and its unique natural landscapes.



Creative and cultural Tourism

Namibia has beautiful landscapes and locations that have been featured on the big screen. It also has potential to grow its creative tourism where tourists would be able to learn traditional crafts, or art from local people.

SPORT TOURISM: NAMIBIA HOSTS INTERNATIONALLY RECOGNIZED ENDURANCE EVENTS

- **Desert Ultra Marathons:** Namib Race and Wildrun Namibia attract athletes from across the globe.
- **Mountain Biking:** Races like the Desert Dash, a grueling 369 km bike race
- **Adventure Racing:** Namibia's vast wilderness is ideal for multi-discipline endurance races, combining running, cycling, and kayaking.
- **Triathlons and Swim Challenges:** Coastal towns offer venues for triathlons and ocean endurance swims.



A DESTINATION FOR CELEBRITIES SEEKING TRANQUILITY AND SPACE



Lewis Hamilton
2022



Robert Lewandowski
2022



Jose Mourinho
2022



**Gabrielle Union
& Dwyane Wade**
2022



Roger Federer
2019



**Angelina Jolie &
Shiloh**
2006

NAMIBIA'S INVESTMENT ENVIRONMENT

Political Stability	Financial Sophistication	Established FDI Destination	Investor Protection
33 years of stable democracy & peace	Well developed financial & banking sectors & the 3rd largest pension fund industry in Africa	Multiple long established & successful foreign investments & companies	Freedom from nationalisation
Human Rights	Advanced Infrastructure	Logistics Hub	Investment Repatriation
Unamendable rights enshrined in the constitution, including right to private property	Stable telecoms, electricity & water supply & sanitation	High quality logistics infrastructure and competence (including regional & international land, air & sea connections)	Freedom to remit capital and profits
Liberty	Accessible workforce	Natural Resources	Currency Convertibility
Free Market Economy, Freedom of the Press	An educated, job seeking, English speaking population that can be upskilled using a national training fund	Local and regional abundance of solar, wind, oil, gas, metal, mineral and agricultural resources	Protected currency convertibility & Rand peg
Rule of Law	Quality of Life	Market Access	Dispute Protection
Established & functioning laws & regulations (including the Foreign Investment Act)	Comfortable weather, short commutes, quality schools, hospitals & entertainment	Several preferential trade agreements, including the AfCFTA, EPA, AGOA & Mercosur	Equitable dispute settlement mechanisms



Thank You



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