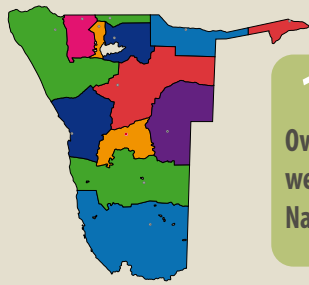


# NAMIBIA TOURISM



## Effects of COVID-19 Outbreak



**1.9+ Million**

Over 1.9 Million Tourists were forecast to visit Namibia in the year 2020.



**1600+**

Over 1600 Tour Agents and Tour Operators Registered with Namibia Tourism Board

**100+**

Over 100 Vehicle Rental companies that own thousands of vehicles.



**3000+**

Lodges, Campsites, BnBs, Guesthouses, Farmsteads, Self-Catering and others



**120,000+**

People indirectly employed by tourism industry. That is almost 10% of Namibian Employment.



**N\$26 Billion**

Forecast to be generated by the tourism industry. It is 11.7% of the overall GDP



**60,000+**

People directly employed by the tourism sector and related companies.



In what was supposed to be one of the best years for the Namibian Tourism Industry, has quickly turned into an unprecedented nightmare because of the COVID-19 Outbreak globally.

Look carefully at the numbers above, even though they are forecast figures, they are consistent with past 10 years of growth.

Now think hard about it, if you are under the impression that tourism industry coming to halt due to the current outbreak does not affect you and the economy, you'll be surprised.

This is why we are calling on everyone to support the tourism in Namibia, whichever way you can. Local travel is not prohibited, and if you can go out with your family to a campsite or a lodge for a weekend, then go for it. We are the 2nd least densely populated country in the world with 2.2 people/Sq.Km., if you need social distancing then its better to leave home and use this opportunity to explore our own country.

A lot of the establishments have great specials on now for Local Namibians and many are not even sure if they will still be operational if the Covid-19 Outbreak will continue for another month or two. They have all taken complete precautions to ensure the safety and wellbeing of the patrons.

This is not a time to think if "Now we are suddenly good enough for these places", this is the time to show up and support them, they are fellow Namibians and Local businesses. Going to a lodge for a weekend with your family might mean that they wont have to retrench a couple of employees for yet another week, which in turn feeds their families and kids.

If you want to put things in perspective, with forecasted revenue of N\$26 Billion that our tourism industry would have brought in 2020, Namibia is instead losing N\$70,000,000 (N\$70 Million ) EVERY SINGLE DAY.

**N\$70 Million**

Lost. Every. Single. Day.  
the tourism industry  
is at a standstill.

