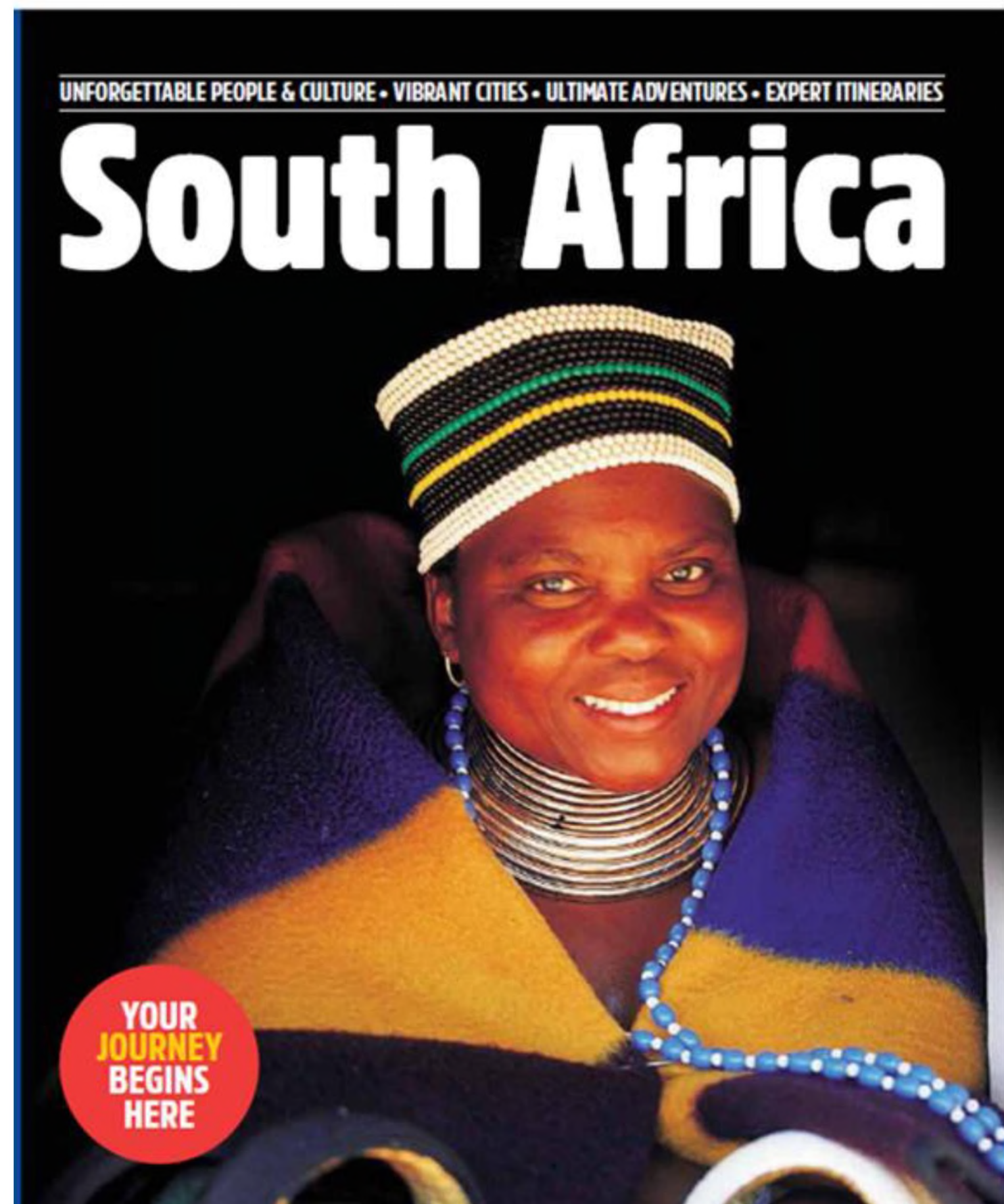




Informational materials distributed to two or more persons by South African Tourism 2025



Consumer Brochure 2025



THINGS TO KNOW SOUTH AFRICA'S WINE REGIONS

WINE'S DICTIONARY

Here is a list of some of the vocabulary essential to the South African dining experience:

- Biltong:** Dried, cured meat
- Bobotie:** A sweet curried ground meat dish of Cape Malay origin
- Breërie:** Sausages to be cooked on the braai
- Breërie:** Barbecue
- Stew:** Slow-cooked stew
- Bunny Chow:** A Durban delicacy; hollowed-out bread filled with curry
- Bobotie:** Maize-meat patties similar to polenta
- Peperkoorn:** Pickled sweet peppers, exclusively produced in South Africa
- Spyspek:** Spicy hot sauce originally brought by Portuguese traders
- Worcester:** South Africa's signature wine. A blend of pinot noir and cinsault varieties
- Bobotie:** Kebab seasoned with Cape Malay spices
- Umngqusho:** Made of maize, beans, chilies and potatoes like an African hash

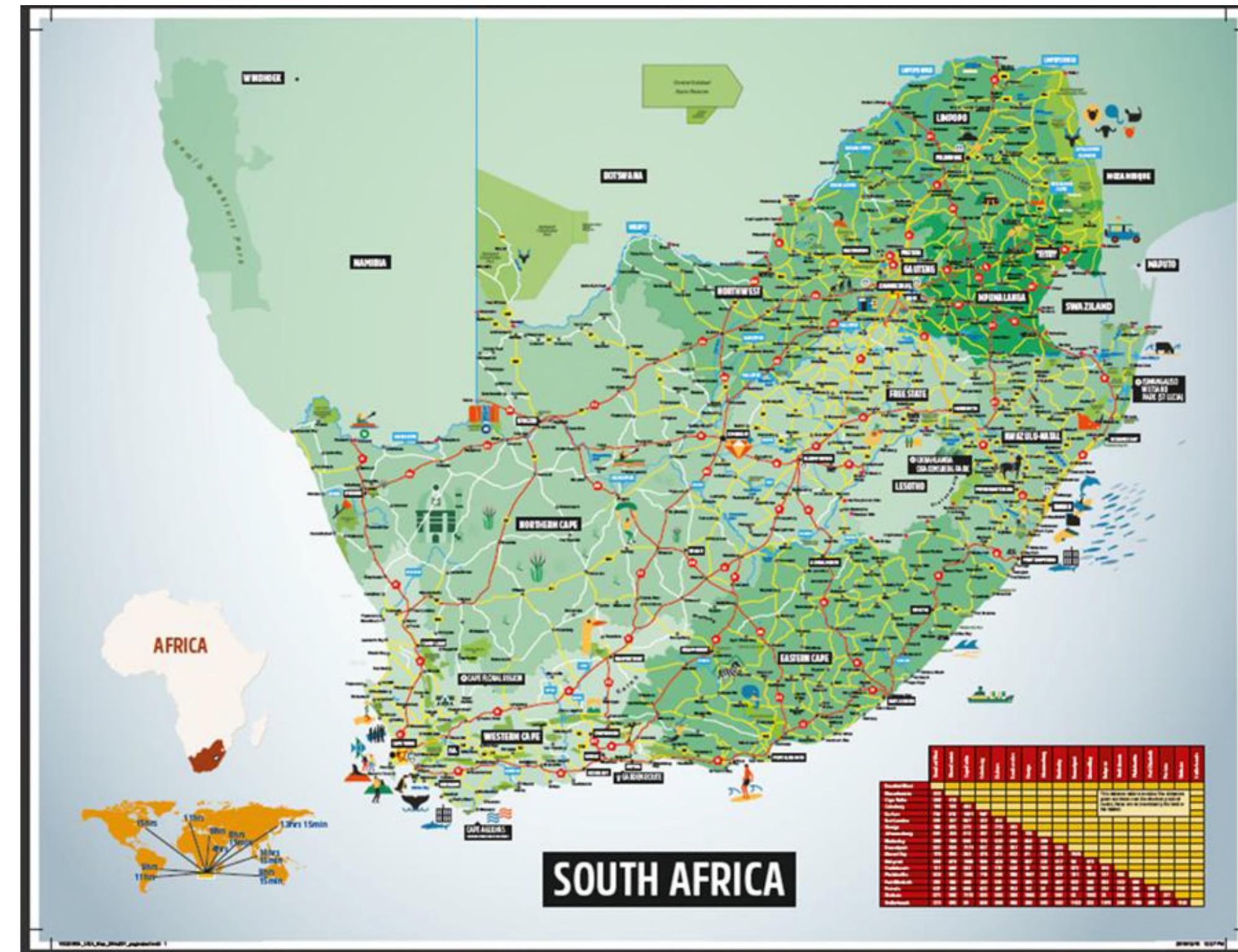
FOLLOW THE WINE TRAIL
You can't go wrong with any of South Africa's 13 wine routes, but these five rank among the most popular:

- 1. Franschhoek:** About an hour outside Cape Town, scenic Franschhoek has some 20 wineries and is considered the gourmet capital of the Winelands. www.franschhoek.org.za
- 2. Stellenbosch:** Only a 35-minute drive from Cape Town, this quaint, charming oak tree-lined town is known as the wine capital of South Africa, boasting nearly 100 wine estates. www.wineofsa.co.za
- 3. Paarl:** Home to Nederburg, one of the Cape's best known wineries, Paarl also offers one of the most popular cellar tours in the winelands at KWV, whose 55-acre cellar is the largest in the world. www.paarlwv.co.za
- 4. Wellington:** This wine route is small but popular because its cellars are easy driving distances from one another. www.wellington.co.za
- 5. Route 62:** This is the world's largest wine route with wine cellars and estates in Paarl, Wellington, Tulbagh, Worcester, Robertson, Montagu, Gerydsdal, Ladismith, Calitzdorp and Oudshoorn. www.route62.co.za

This 62-page magazine style brochure introduce consumers to the multitude of vibrant tourism offerings found in South Africa. Highlighting our 6 user-centric pillars: wildlife safari, active adventure, scenic outdoors, city lifestyle, coastal beach, cultural roots; this is an informative guide to all things South Africa.



Geographic Map 2025



Tipped inside the cover of the consumer brochure, but also available as a standalone piece, this fold out map highlights South Africa's nine provinces and major cities. Includes a distance table, as well as a guide to flying times to SA. The inside spread features FAQs including: visa requirements, time differences, currency, suggested packing lists and more.



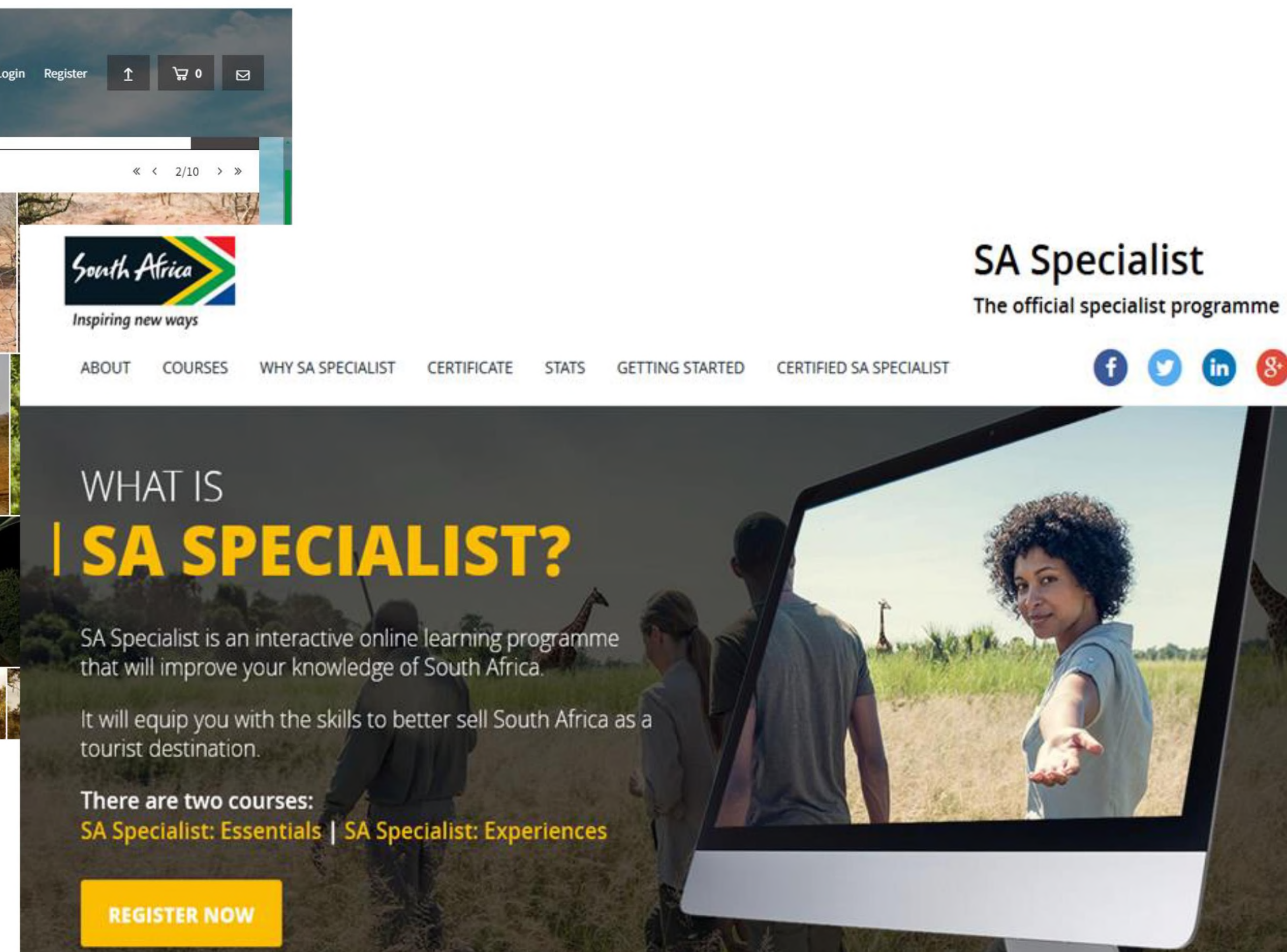
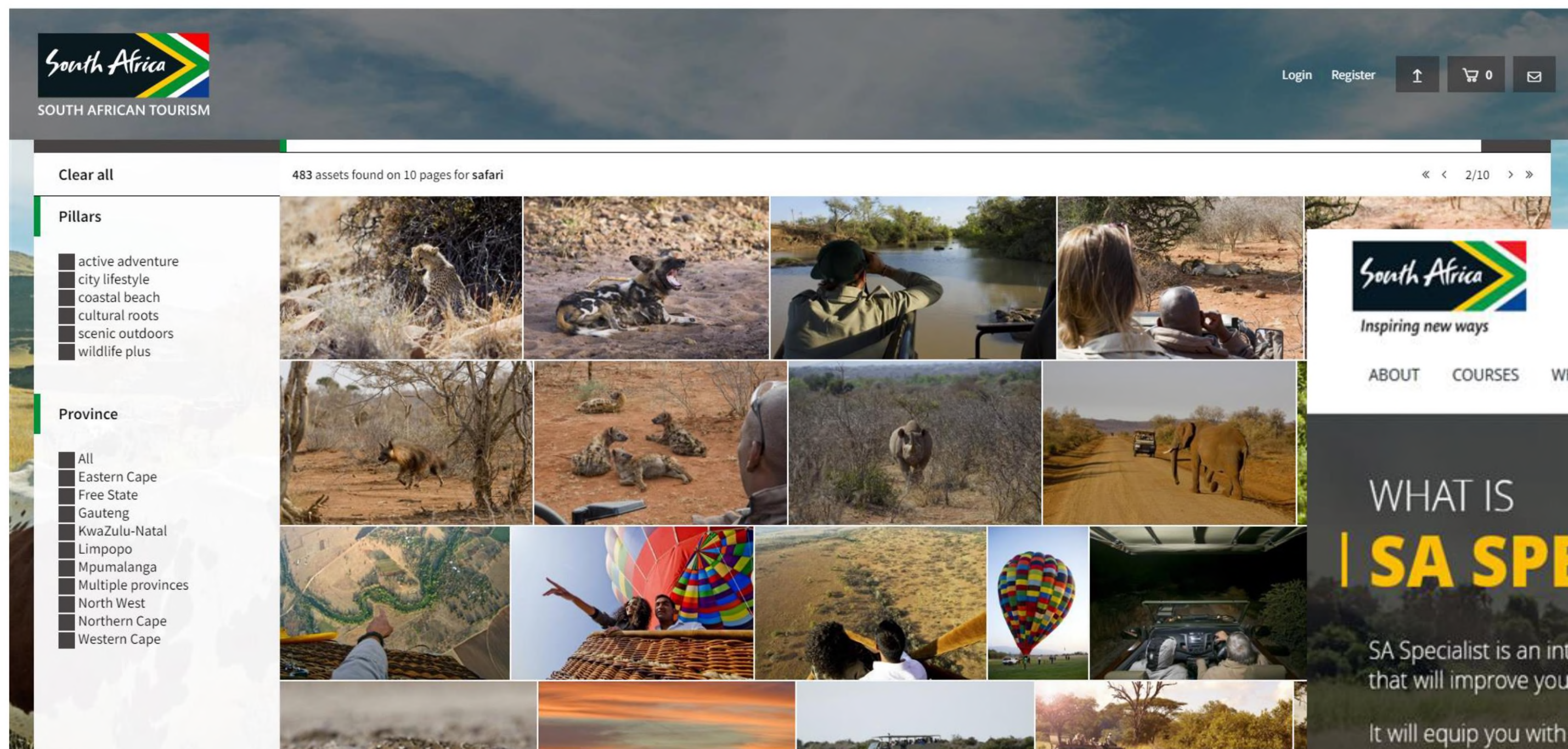
Illustrated Experience Map 2025



This map includes an artist's depiction of many of the 'must-see' places and 'can't miss' activities offered throughout South Africa. Also includes suggested activities/experiences (and locations) for each of our 6 user-centric traveler pillars: wildlife safari, active adventure, scenic outdoors, city lifestyle, coastal beach, cultural roots.



Digital Assets (Images & Videos) + SA Specialist Training Course 2025



The digital asset library provides access to free information, images, and video footage that aids in exciting people about travel to South Africa.

<http://digitalassets.southafrica.net/>

SA Specialist is an interactive online learning program that helps those travel professionals interested in South Africa improve their knowledge of South Africa as a tourist destination. <https://saspecialist.southafrica.net/us/en>

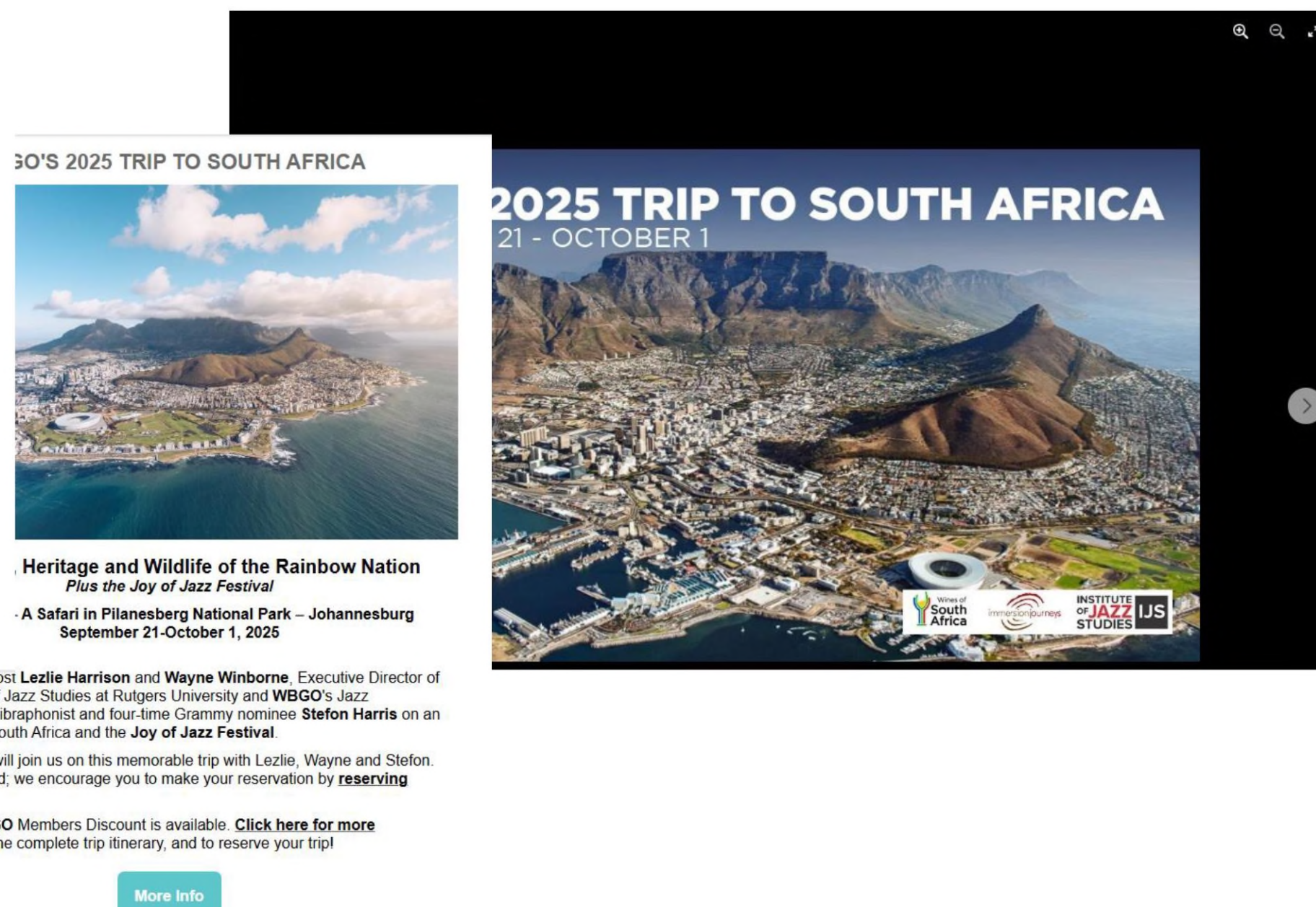


Localized marketing campaigns to drive demand

Audio/ radio campaigns with relevant partners continues
Media Buy with WBGO Radio - January 2025



Landing Page



E-Newsletter



Social Posts

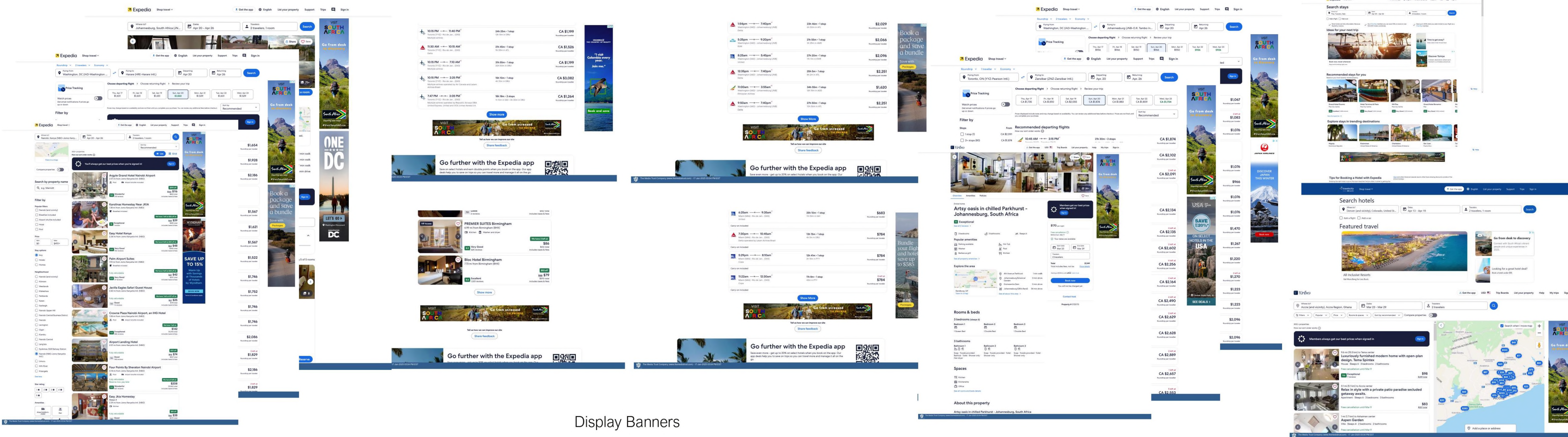
As part of our localized marketing campaigns to drive demand, SAT North America is working with WBGO Radio to inspire their audience to "travel now" by driving them to bespoke value-for-money packages offered by local tour operators. The campaign includes audio spots across WBGO 88.3 FM and streaming, features in the WBGO Jazz E-Newsletter, and display and social ads. The campaign was paused in December and resumed in January. *Reporting was only made available in February and, as such, is captured in this report.*

- High level KPI → WBGO - 257x :30 Radio Spots, SAT Landing Page: 24K, Streaming Impressions: 86K, Social Impressions: 2.1K, Email Impressions: 131K, Banner Impressions: 76K



Localized marketing campaigns to drive demand

Digital campaigns with relevant partners continues
Media Buy with Expedia – January 2025



Display Banners

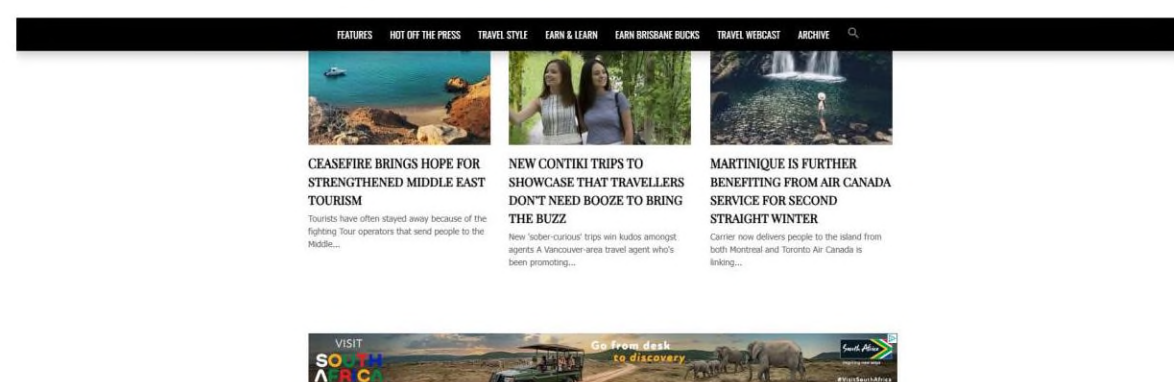
As part of our localized marketing campaigns to drive demand, SAT North America is working with Expedia to reach their expansive traveler audience as they are close to point of purchase and provide value-for-money options to drive direct booking. The campaign includes flight search results banners, vacation rental search banners, hotel search banners, ROS search results banners, ROS search results native marquee card and ROS search results partner gallery – mobile app. *Reporting was only made available in February and, as such, is captured in this report.*

- High level KPI → Expedia – Overall: 2.7M Impressions, 2.9K Clicks, 0.11% CTR, Revenue: \$6.8M, ROAS: 78.4; January: 857K Impressions, 968K Clicks, 0.11% CTR, 3.5K Room Nights, 156 Vacation Rental Nights, 1.9K Air Tickets, 4.2K Travelers, Revenue: \$2.9M, ROAS: 107.5; ExpediaPlus Canada: 207K Impressions, 111 Clicks, 0.05% CTR (vs. 0.10% BM), Revenue: \$309K, ROAS: 43.0; Expedia.Plus US: 561K Impressions, 731 Clicks, 0.13% CTR (vs. 0.11% BM), Revenue: \$2.6M, ROAS: 156.5; VRBO: 89K Impressions, 126 Clicks, 0.14% CTR (vs. 0.16% BM), Revenue: \$30K, ROAS: 8.7

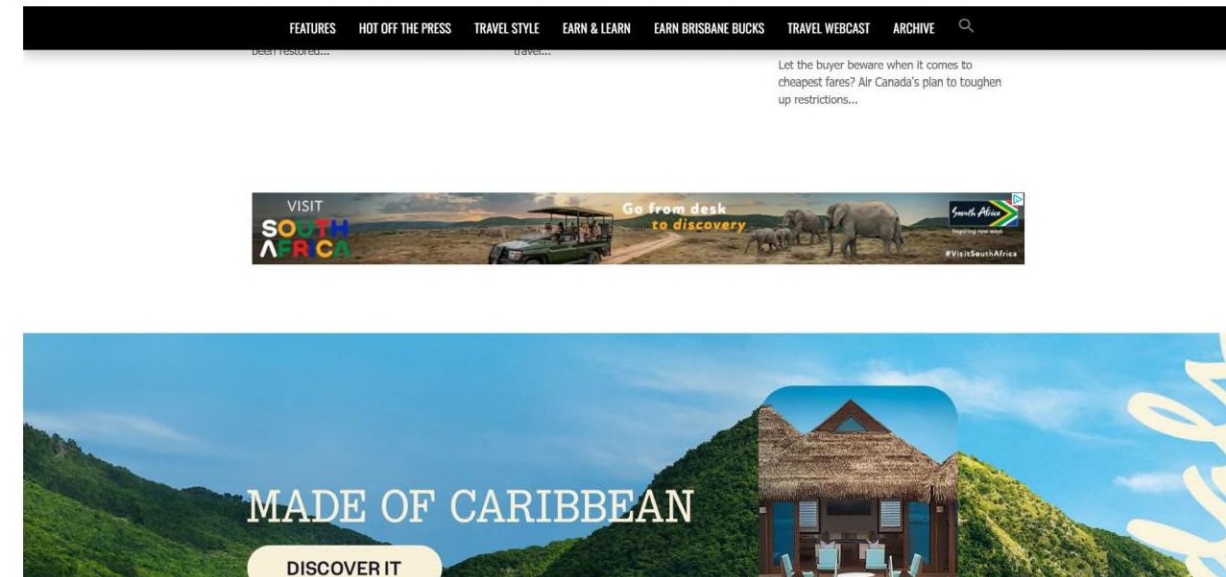


Localized marketing campaigns to drive demand

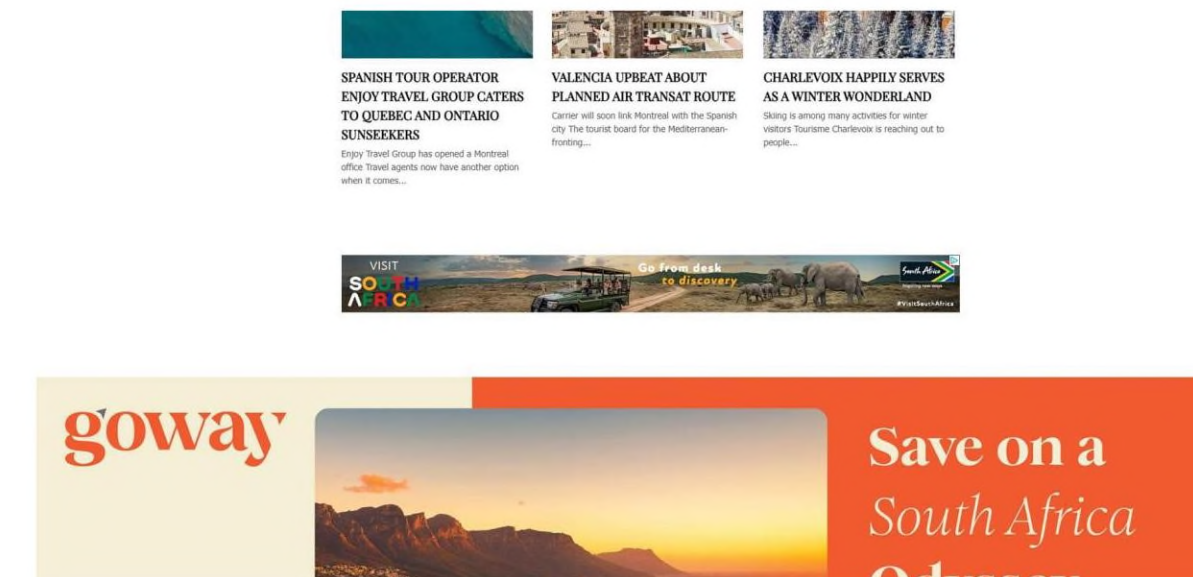
Digital campaigns with relevant partners continues
Media Buy with Baxter Media – January 2025



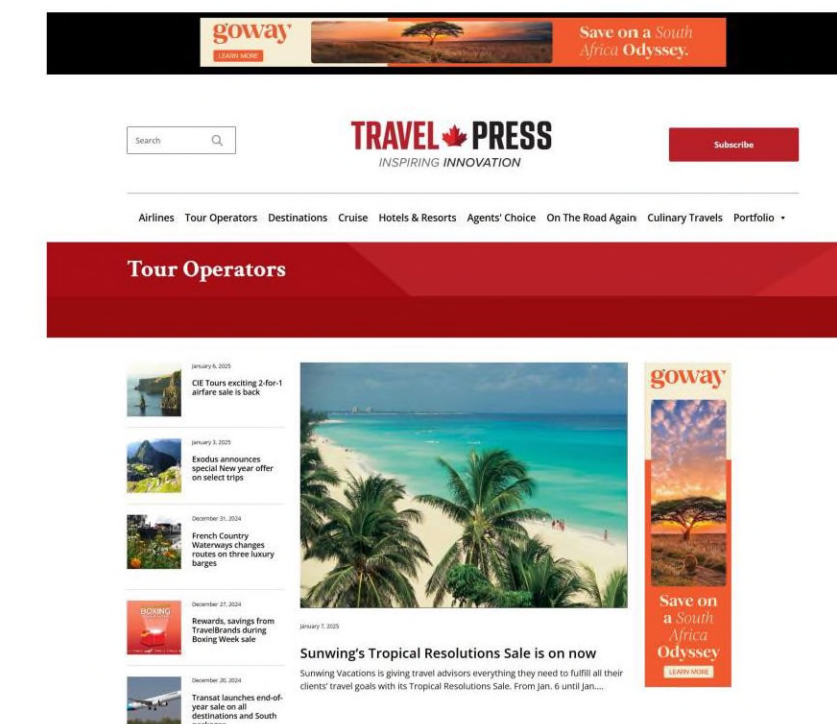
TC Leaderboard Banner



TC Leaderboard Banner



TC Leaderboard Banner



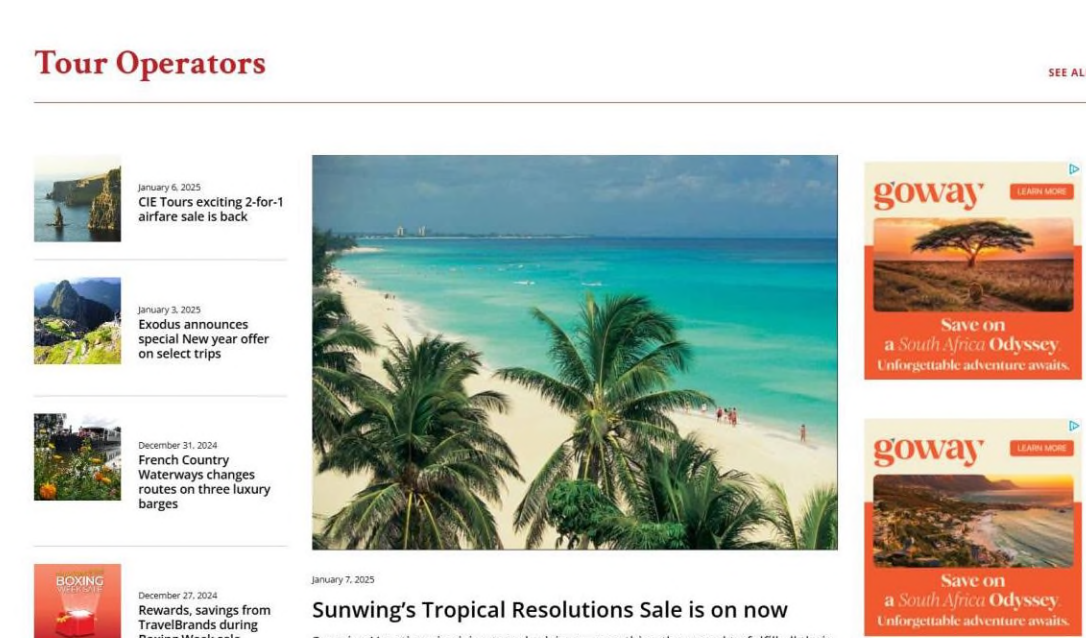
TP.com Tour Operator Section Takeover



TC Scrolling Banner



TP.com Skyscraper Banner



TP.com Square Banner

As part of our localized marketing campaigns to drive demand, SAT North America is working with Baxter Media, a trusted travel news and information source in Canada, to provide relevant and compelling SA content inspiring consumers to book a value-for-money package on offer from local Toronto based tour operator Goway . The campaign also impacts travel advisors and includes social, e-newsletters, special offer newsletters, display banners, and section takeovers.

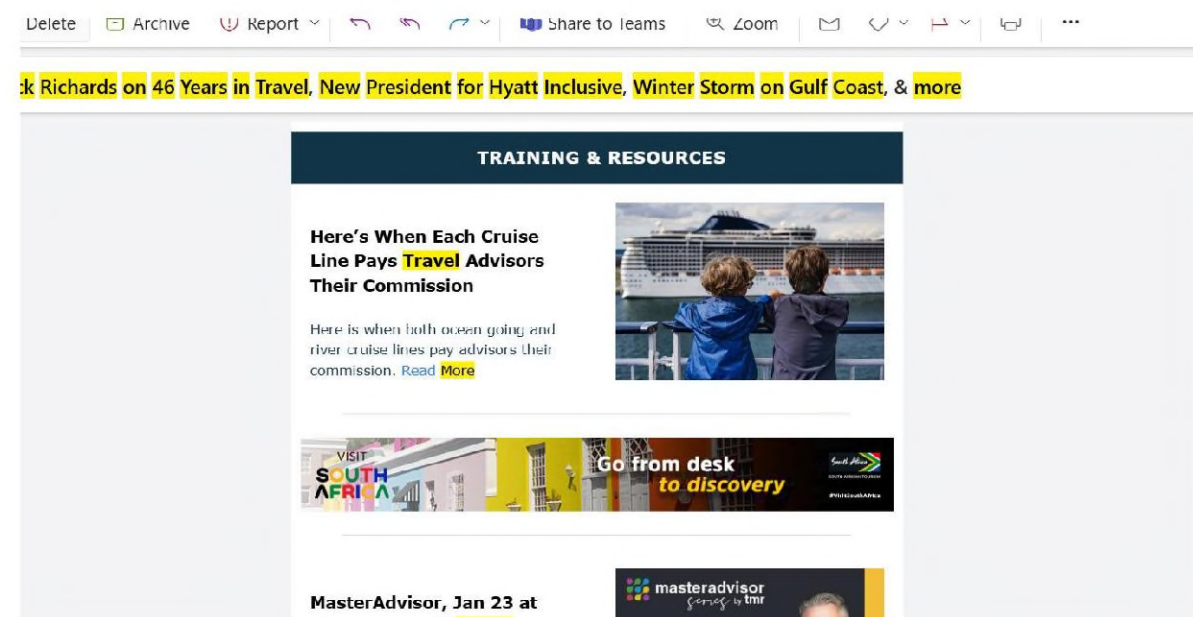
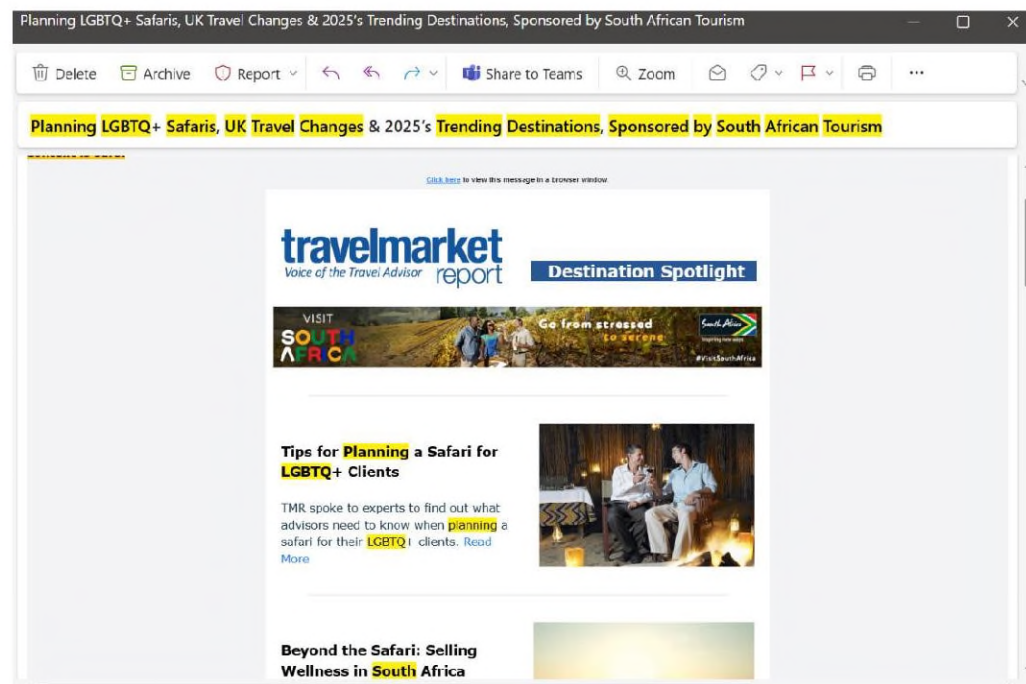
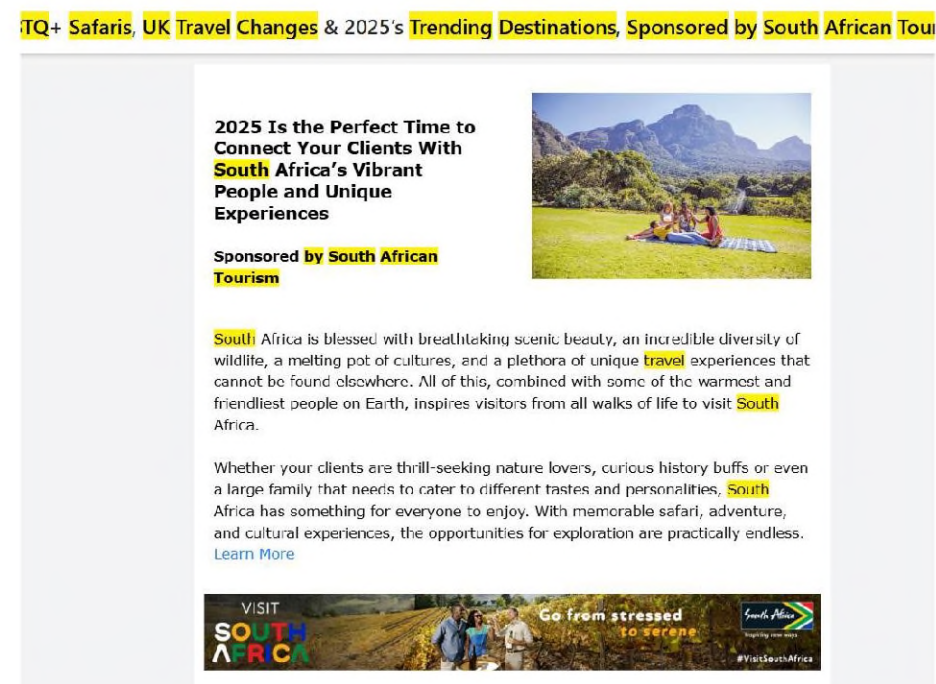
- High level KPI → Homepage Skyscraper Banner: 8.1K Impressions | 266 Clicks | 3.28% CTR (vs. 2.64% BM), Homepage Square Banner: 6K Impressions | 138 Clicks | 2.30% CTR (vs. 2.64% BM), Section Takeover: 31.9K Impressions | 706 Clicks | 2.21% CTR (vs. 2.67% BM), Middle Leaderboard: 187K Impressions | 8.7K Clicks | 4.67% CTR (vs. 1.37% BM) | 45.6% Opened, Large Scrolling Banner: 7.1K Impressions | 228 Clicks | 3.21% CTR (vs. 2.50% BM), Homepage Leaderboard Banner: 6.5K Impressions | 162 Clicks | 2.50% CTR (vs. 2.50% BM)



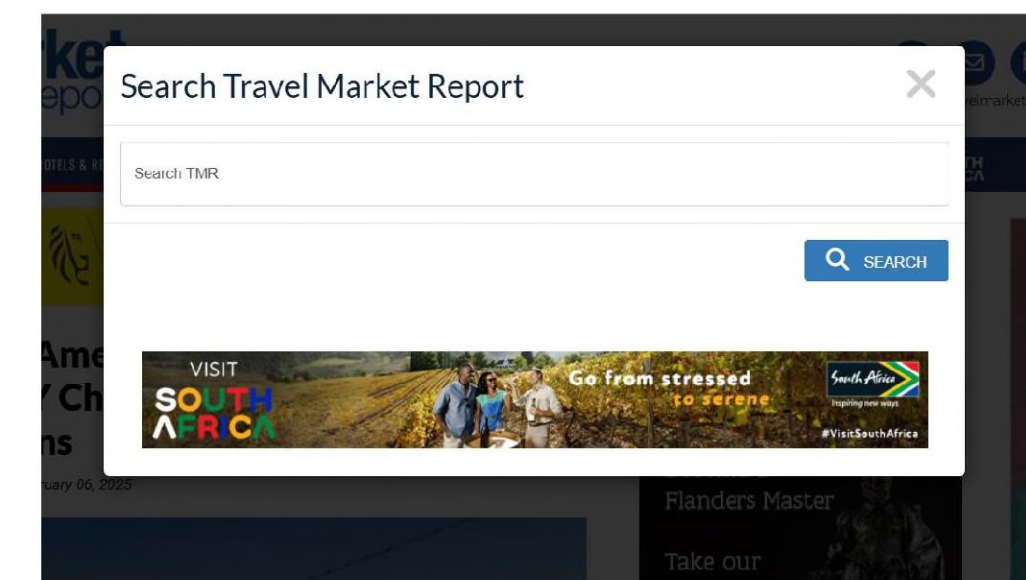
SOUTH AFRICAN TOURISM

Localized marketing campaigns to drive demand

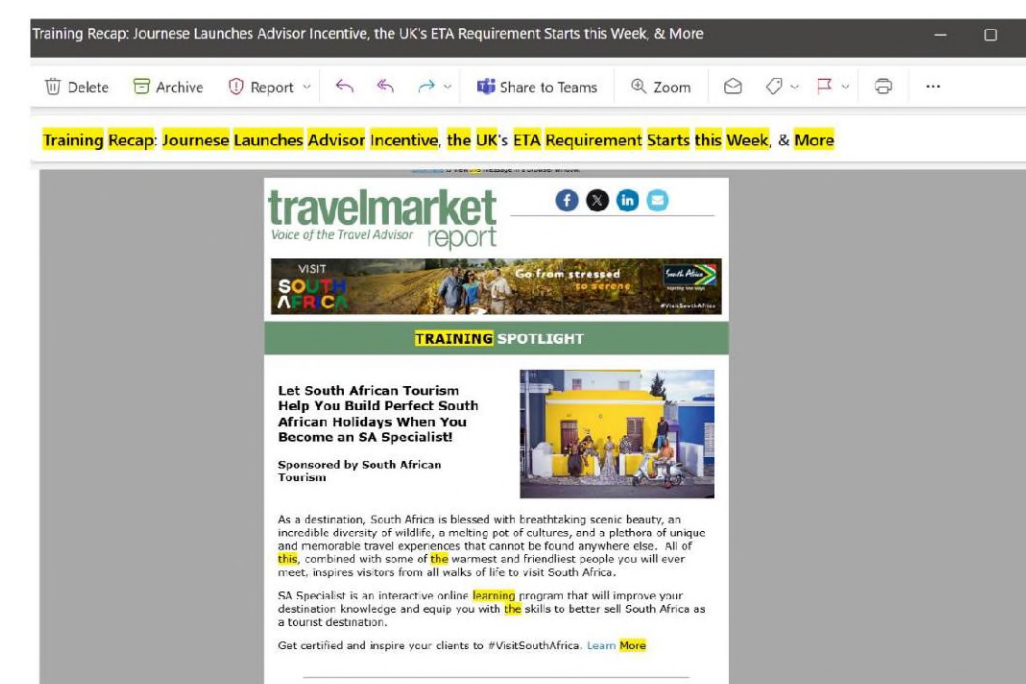
Digital campaigns with relevant partners continues
Media Buy with Travel Market Report – January 2025



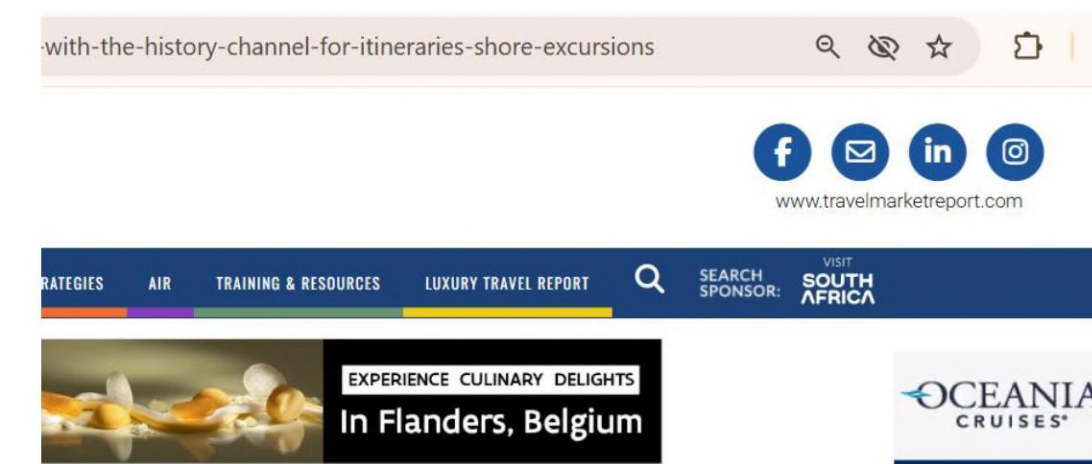
Newsletter Banner



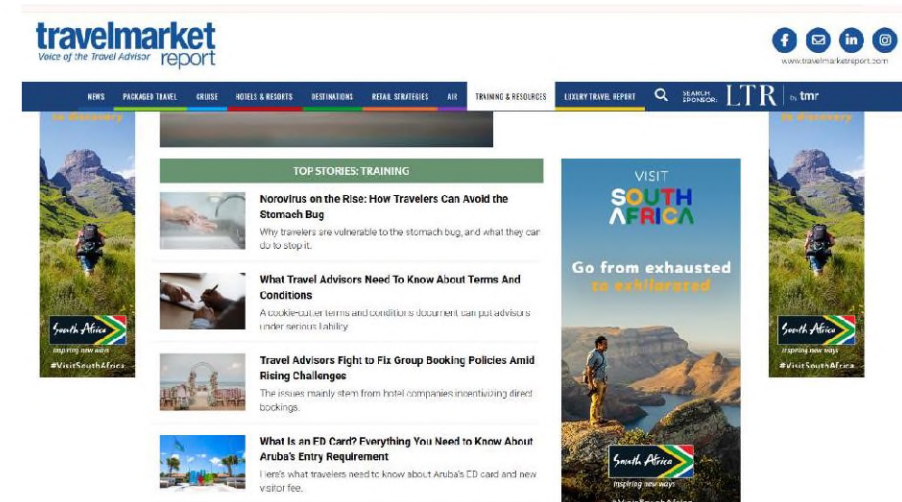
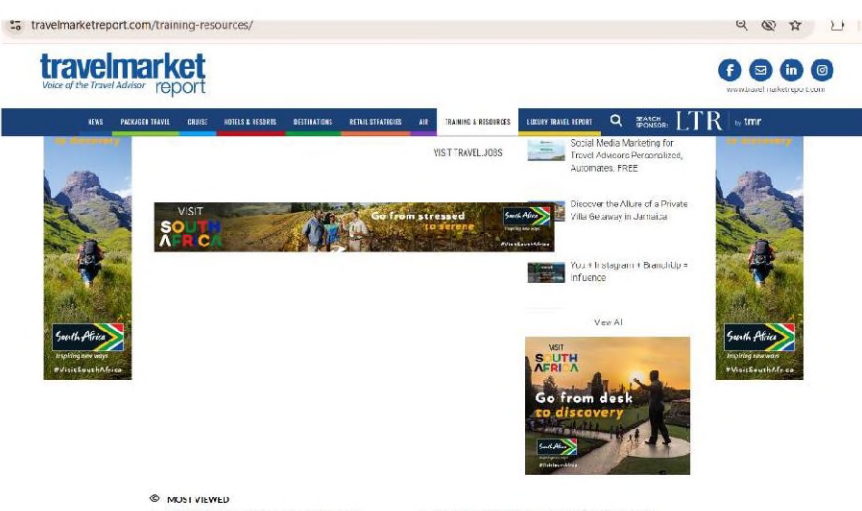
Destination Spotlights



Training Tuesday



Search Bar Sponsorship Banners



Website Banners



As part of our localized marketing campaigns to drive demand, SAT North America is working with Travel Market Report to gain exposure across their large audience of travel advisors that can influence their clients' decision making to further promote destination South Africa. The campaign includes social, e-newsletter banners and sponsorships, QuadPlay banners, This Week article, homepage tab takeovers, Training Tuesday inclusions and search bar sponsorship banners. *Reporting was only made available in February and, as such, is captured in this report.*

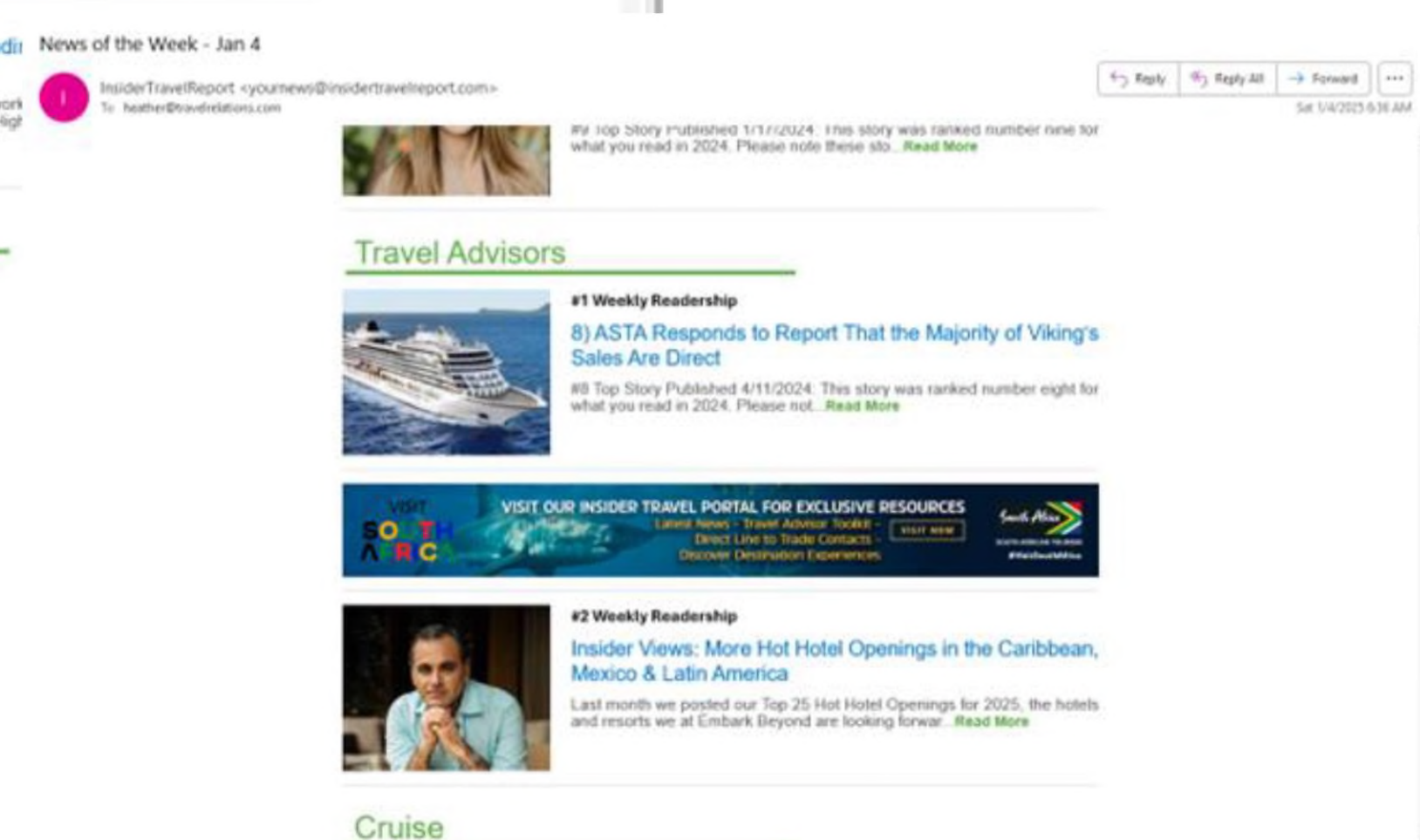
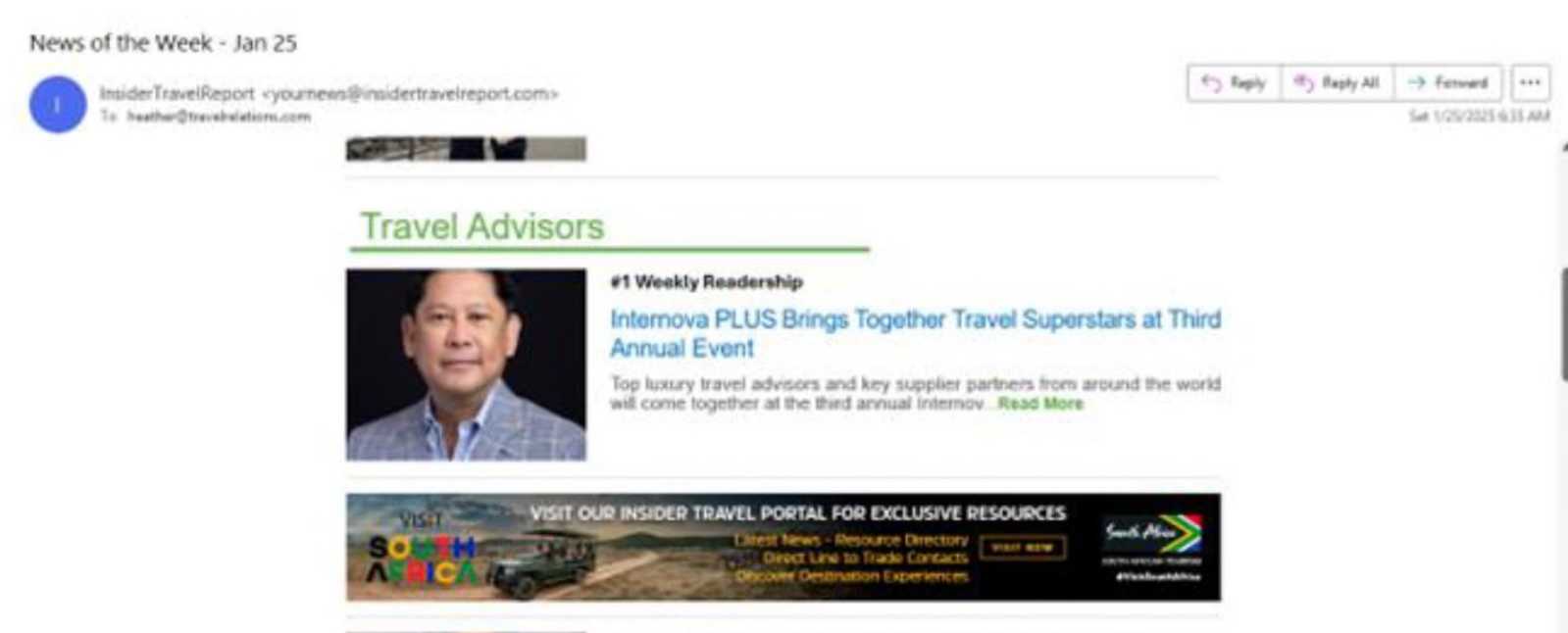
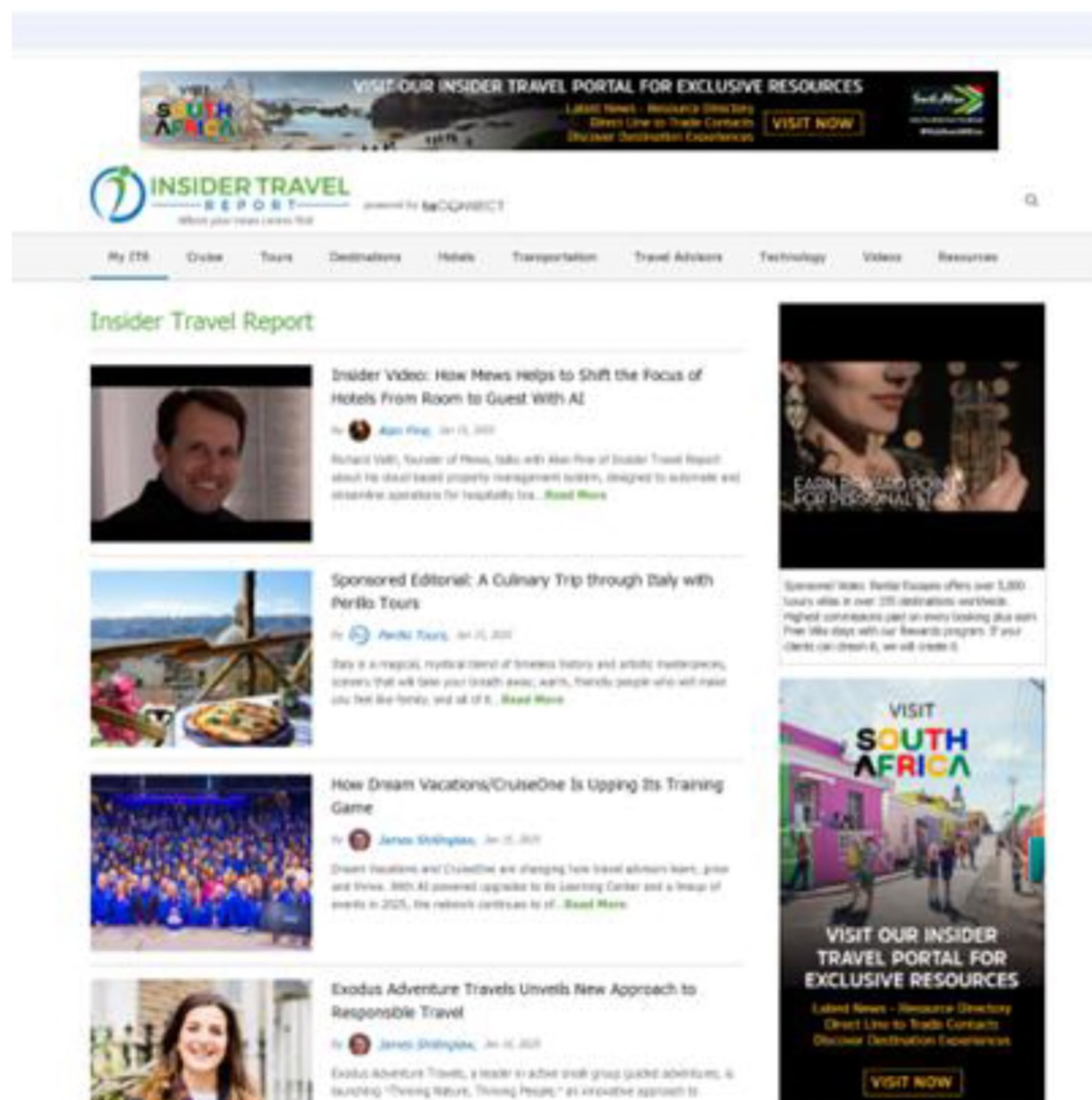
- High level KPI → TMR - 728x90 E-Newsletter Banners: 69K Impressions | 10 Clicks | 0.01% CTR (vs. 0.01% BM) | 728x90 Destination Spotlight Banner/Native Content: 13K Impressions | 23 Clicks | 0.03% CTR (vs. 0.03% BM), 728x90,300x50,300x600,320x50 Website Banners: 39K Impressions, 728x90 Search Banner/Logo: 84K Impressions | 3 Clicks | 0.02% CTR (vs. 0.03% BM) , 728x90,300x50,300x600,320x50 HPTO Banners: 23K Impressions, 728x90,300x50,300x600, 728x90 Training Tuesday Banner/Native Content: 8K Impressions | 9 Clicks | 0.04% CTR (vs. 0.1% BM) - Search Sponsorship Banners exceeded TMR benchmarks by 30K+ impressions



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Banner Campaign/ Portal Promotions – January 2025



As part of our localized marketing campaigns to drive demand, and in service of building global brand affinity, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In January, we conducted a B2B banner campaign on Insider Travel Report’s homepage and newsletter to promote brand awareness and drive traffic to our destination portal where trade can engage with recent news, destination information and travel advisor sales and marketing resources.

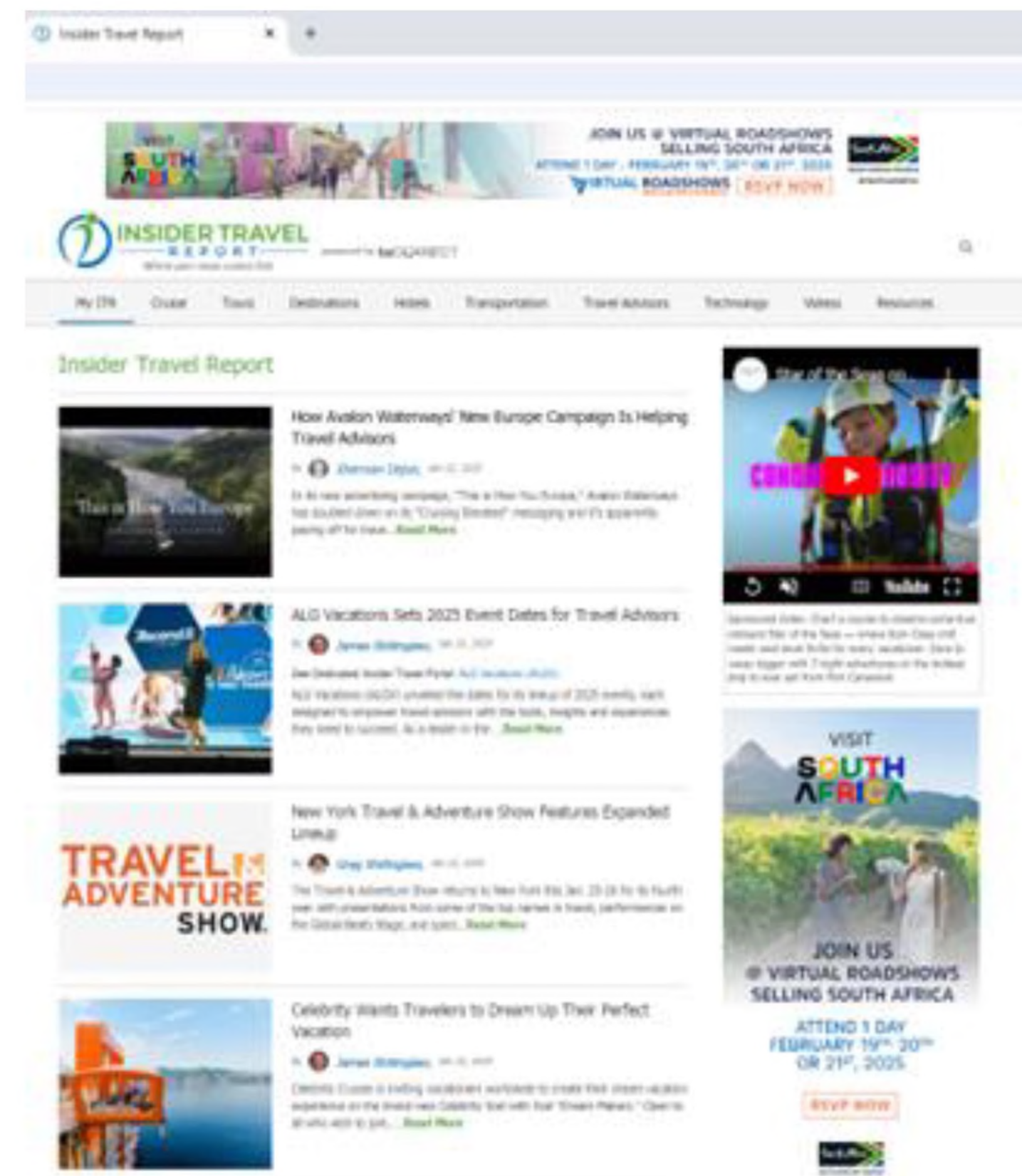
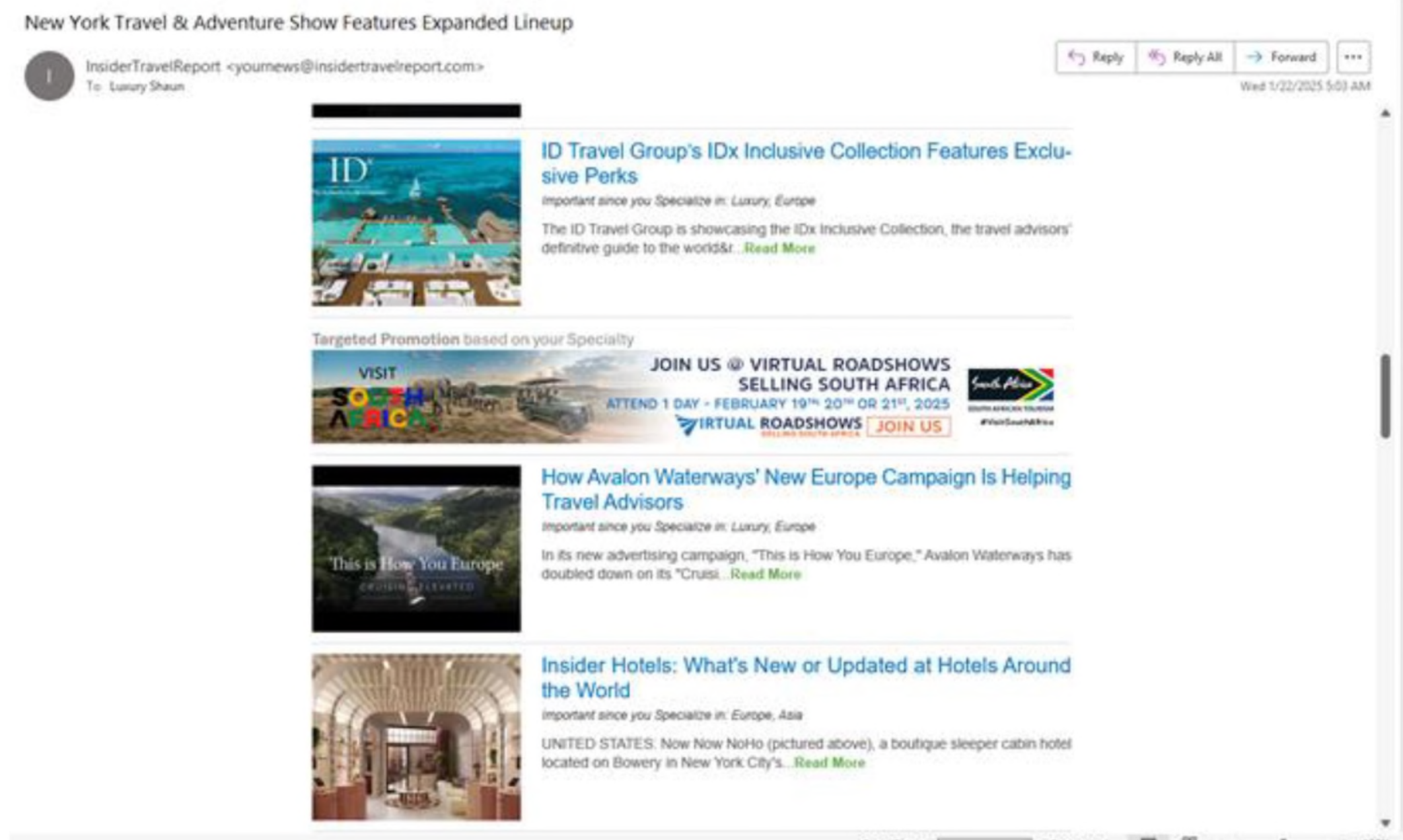
- High level KPI → 593,034 agent views; 176 agent clicks



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Banner Campaign/ Virtual Road Show Promotion – January 2025



As part of our localized marketing campaigns to drive demand, and in service of building global brand affinity, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In January, we conducted a B2B banner campaign on Insider Travel Report's homepage and newsletter to promote our virtual road show taking place in February and drive traffic to the registration landing page.

- High level KPI → 585,693 agent views; 1,763 agent clicks



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Banner Campaign/ Portal Promotions – February 2025



News of the Week - Feb 22

InsiderTravelReport <yournews@insidertravelreport.com>
To heather@travelrelations.com

Reply Reply All Forward Sat 2/22/2025 6:38 AM



Weekly News Read Most by Travel Advisors

Destinations



#1 Weekly Readership

Insider People: Who's Moving in Hotels, Destinations and Travel Advisors

HOTELS: Park Hyatt has appointed Suzanne Shalaby (pictured above) as director of business development for Park Hyatt-Ameri... [Read More](#)



#2 Weekly Readership

What Are AAA's Top Spring Break Destinations This March?

Spring Break season spans several weeks, starting in March and ending mid-April. AAA booking data shows most travelers are... [Read More](#)

My ITR Cruise Tours Destinations Hotels Transportation Travel Advisors Technology Videos Resources

Seabourn Extends "Sail of the Year" with Savings and Shipboard Credits



by James Shillinglaw, Feb 24, 2025. (post a comment) (0 comments)

Seabourn, a leader in ultra-luxury cruising and expedition travel, has announced an extension of its exclusive annual "Sail of the Year" event, offering guests more time to take advantage of exceptional savings and benefits on select 2025 and 2026 worldwide ocean and expedition voyages on the line's fleet of ultra-luxury ships.

Now extended through March 4, 2025, the "Sail of the Year" event offers the following exclusive benefits: Savings of up to 15 percent on select Seabourn ultra-luxury ocean and expedition voyages; 15 percent reduced deposits on Seabourn ultra-luxury ocean voyages; and... [Read More](#)



TRENDING NOW

- Insider People: Who's Moving in Cruises, Hotels and Tours... [Read More](#) Feb 24, 2025
- Seabourn Extends "Sail of the Year" with Savings and ... [Read More](#) Feb 24, 2025
- Insider River Ship Review: Discover the Ultimate Nile Cru... [Read More](#) Feb 24, 2025
- Sponsored Video: Experience More at Sea with Norwegian Cr... [Read More](#) Feb 24, 2025

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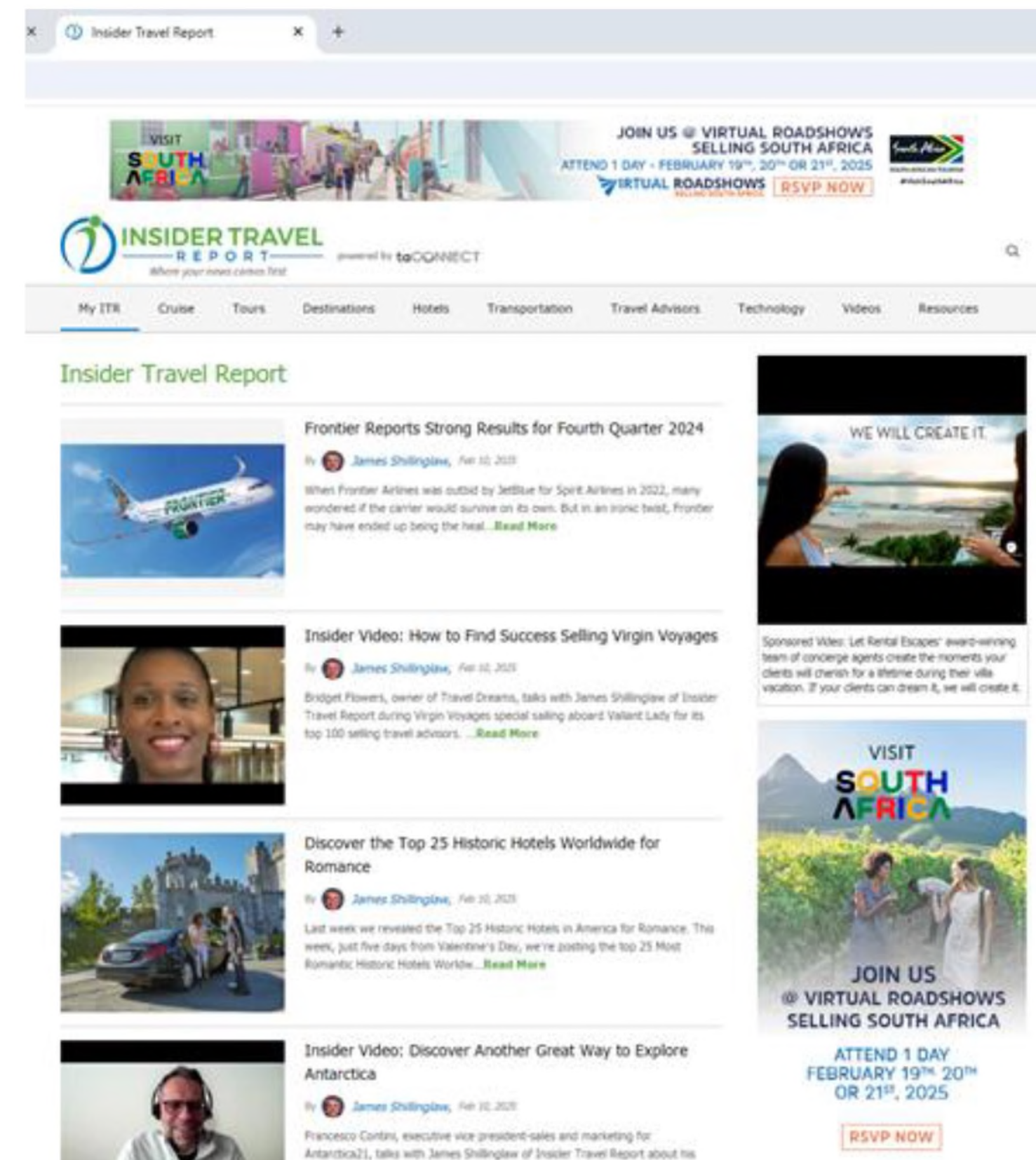
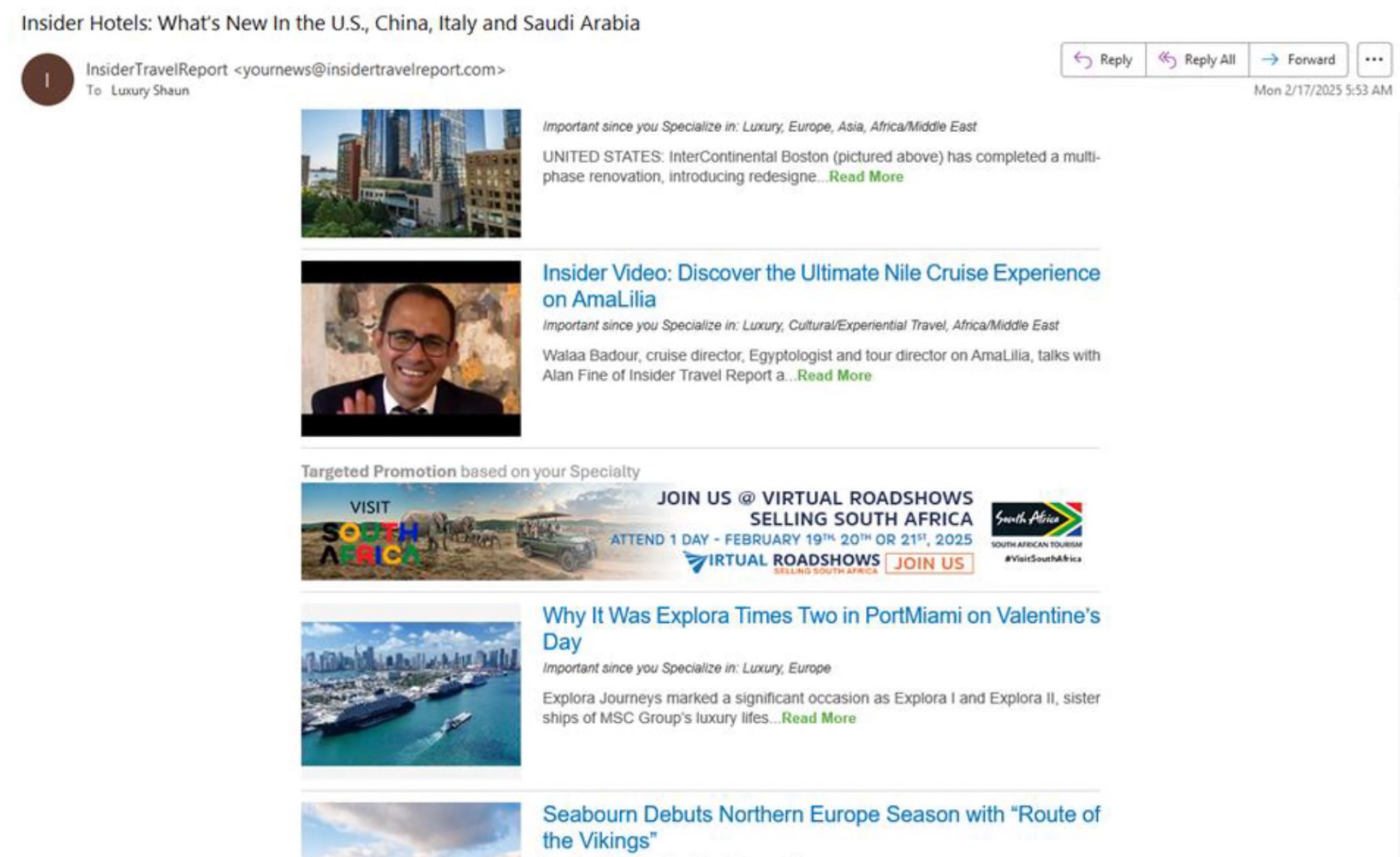
- High level KPI → 52,447 agent views; 656 agent clicks



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Banner Campaign/ Virtual Road Show Promotion – February 2025



As part of our localized marketing campaigns to drive demand, and in service of building global brand affinity, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In February, we conducted a B2B banner campaign on Insider Travel Report’s homepage and newsletter to promote our virtual road show taking place 19-21 February and drive traffic to the registration landing page.


- High level KPI → 913,112 agent views; 1,940 agent clicks



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Portal Promotions Emailer – January 2025

SOUTH AFRICAN TOURISM

INSIDER TRAVEL PORTAL



VISIT OUR INSIDER TRAVEL PORTAL FOR EXCLUSIVE RESOURCES

In partnership with **Insider Travel Report (ITR)**, we've developed a dedicated **South African Tourism** portal (microsite) to provide the latest news, inspirational content, and resources to equip travel advisors and tour operators to confidently package and sell South Africa as a preferred holiday destination.

Travel professionals can discover the destination's unique offerings, access our travel advisor toolkit, engage with our local tourism execution team, and explore our searchable database of South African products, services and experiences.

Explore South African Tourism's travel trade resources and inspire your clients to **#VisitSouthAfrica**

[VISIT NOW](#)



South African Tourism is the tourism marketing arm of the South African government responsible for promoting the country domestically and internationally for leisure, business and events tourism.

South Africa is a country like no other. It's a place with an unparalleled natural beauty and diversity of experiences where visitors can choose from a wide range of affordable luxury options.

Travelers to South Africa enjoy connecting with our warm, welcoming and authentic people and leave feeling inspired, enriched and rejuvenated.

Our destination offers travelers a wide variety of experiences in close proximity including exhilarating wildlife safaris, 19 vast national parks, nine UNESCO world heritage sites, breathtaking landscapes and scenery, vibrant metropolitan cities, nearly 2,000 miles of pristine coastline, inspiring heritage and cultural immersions, and active pursuits for adventurers.

Vacations in South Africa offer impressive value for time and money at any budget.

South African Tourism provides the following resources for travel trade partners:

- Get certified with [SA Specialist](#)
- [South Africa e-Brochure](#)
- [South Africa Experience Map](#)
- Find images: [Digital Asset Library](#)
- View our videos: [YouTube Channel](#)
- Visit our [website](#)
- Find travel trade updates [here](#) and follow [@SAtraveltrade](#) on Twitter
- Access [research, analytics and insights](#)



[Trevor Noah for South Africa](#)



[RESOURCE DIRECTORY](#)

[LATEST NEWS](#)
November Travel Trade U...
[Read More](#)

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- **High level KPI -> Sent to 51,920 advisors; 58.2% open rate, 39.7% unique open rate, 5.5% clicked rate**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Virtual Road Show Promotions Emailer – January 2025



**JOIN US @ VIRTUAL ROADSHOWS
SELLING SOUTH AFRICA**

PICK 1 DAY THAT WORKS FOR YOU!




RSVP February 19th from 11am - 2pm PT

RSVP February 20th from 11am - 2pm CT

RSVP February 21st from 11am - 2pm ET

- Attend this 1-day virtual show in **YOUR preferred time zone!**
- Connect virtually with **local** Business Development Managers!
- Watch sessions on South African Travel Trends & Opportunities!
- Enter to **WIN multiple PRIZES!!!**

**HOPE WE SEE YOU THERE!
GOOD LUCK ON WINNING!**

Virtual RoadShow - Selling South Africa are **three** consecutive daily events, Wednesday - Friday, for **three** hours per day.

Attend the Virtual RoadShow in your preferred time zone and connect directly with South African companies.

- **Exhibit Hall:** 11am - 2pm (local time)
- **1:1 Meetings:** 11am - 2pm (local time)
- **Educational Panel Sessions** on South African Travel Trends & Opportunities: On-Demand (30-Days)
- Enter to **WIN multiple PRIZES!!**

REGISTER TO ATTEND

PLEASE REGISTER IN YOUR PREFERRED TIME ZONE

<p>PACIFIC / MOUNTAIN</p> <p>February 19, 2025</p> <p>11am - 2pm Pacific Time (PST)</p> <p>RSVP for PST</p>	<p>CENTRAL</p> <p>February 20, 2025</p> <p>11am - 2pm Central Time (CST)</p> <p>RSVP for CST</p>	<p>EASTERN</p> <p>February 21, 2025</p> <p>11am - 2pm Eastern Time (EST)</p> <p>RSVP for EST</p>
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- **High level KPI → Within SAT database - Sent to 1,651 advisors; 37.7% open rate, 24.5% unique open rate, 28.7% clicked rate**
- **New agents not within SAT database - Sent to 98,946 advisors; 56.1% open rate, 39.2% unique open rate, 7.6% clicked rate**



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Portal Promotions Emailer – February 2025

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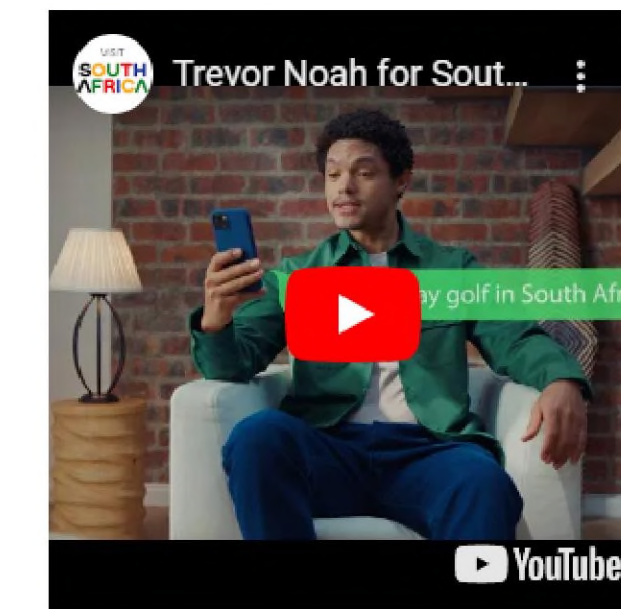
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- [South Africa Experience Map](#)
- Find images: [Digital Asset Library](#)
- View our videos: [YouTube Channel](#)
- Visit our [website](#)
- Find travel trade updates [here](#) and follow [@SAtraveltrade](#) on Twitter
- Access [research, analytics and insights](#)



→ [Trevor Noah for South Africa](#)



[RESOURCE DIRECTORY](#)

LATEST NEWS

November Travel Trade U...
[Read More](#)

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- **High level KPI -> Sent to 55,926 advisors; 45.3% open rate, 33.9% unique open rate, 2.7% clicked rate**



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Virtual Road Show Promotions Emailer – February 2025



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Virtual RoadShow - Selling South Africa are **three** consecutive daily events, Wednesday - Friday, for **three** hours per day.

Attend the Virtual RoadShow in your preferred time zone and connect directly with South African companies.

- **Exhibit Hall:** 11am - 2pm (local time)
- **1:1 Meetings:** 11am - 2pm (local time)
- **Educational Panel Sessions** on South African Travel Trends & Opportunities: On-Demand (30-Days)
- Enter to **WIN multiple PRIZES!!**

REGISTER TO ATTEND

PLEASE REGISTER IN YOUR PREFERRED TIME ZONE

<p>PACIFIC / MOUNTAIN</p> <p>February 19, 2025</p> <p>11am - 2pm Pacific Time (PST)</p> <p>RSVP for PST</p>	<p>CENTRAL</p> <p>February 20, 2025</p> <p>11am - 2pm Central Time (CST)</p> <p>RSVP for CST</p>	<p>EASTERN</p> <p>February 21, 2025</p> <p>11am - 2pm Eastern Time (EST)</p> <p>RSVP for EST</p>
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As part of our localized marketing campaigns to drive demand, and in service of building global brand affinity, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In February, we promoted our virtual road show taking place 19-21 February with an emailer to new agents not currently in the SAT database to pique their interest and the drive traffic to the registration landing page.

- **High level KPI → New agents not within SAT database - Sent to 249,176 advisors; 60% open rate, 35.5% unique open rate, 8.6% clicked rate**



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Portal Promotions Emailer – March 2025



INSIDER TRAVEL PORTAL

VISIT OUR INSIDER TRAVEL PORTAL FOR EXCLUSIVE RESOURCES

In partnership with Insider Travel Report (ITR), we've developed a dedicated South African Tourism portal (microsite) to provide the latest news, inspirational content, and resources to equip travel advisors and tour operators to confidently package and sell South Africa as a preferred holiday destination.

Travel professionals can discover the destination's unique offerings, access our travel advisor toolkit, engage with our local tourism execution team, and explore our searchable database of South African products, services and experiences.

Explore South African Tourism's travel trade resources and inspire your clients to #VisitSouthAfrica

[VISIT NOW](#)



South African Tourism is the tourism marketing arm of the South African government responsible for promoting the country domestically and internationally for leisure, business and events tourism.

South Africa is a country like no other. It's a place with an unparalleled natural beauty and diversity of experiences where visitors can choose from a wide range of affordable luxury options.

Travelers to South Africa enjoy connecting with our warm, welcoming and authentic people and leave feeling inspired, enriched and rejuvenated.

Our destination offers travelers a wide variety of experiences in close proximity including exhilarating wildlife safaris, 19 vast national parks, nine UNESCO world heritage sites, breathtaking landscapes and scenery, vibrant metropolitan cities, nearly 2,000 miles of pristine coastline, inspiring heritage and cultural immersions, and active pursuits for adventurers.

Vacations in South Africa offer impressive value for time and money at any budget.

South African Tourism provides the following resources for travel trade partners:

- Get certified with [SA Specialist](#)
- South Africa [e-Brochure](#)
- South Africa [Experience Map](#)
- Find images: [Digital Asset Library](#)
- View our videos: [YouTube Channel](#)
- Visit our [website](#)
- Find travel trade updates [here](#) and follow [@SAtraveltrade](#) on Twitter
- Access [research, analytics and insights](#)



→ Trevor Noah for South Africa



[RESOURCE DIRECTORY](#)

[LATEST NEWS](#)
November Travel Trade U...
[Read More](#)

As part of our localized marketing campaigns to drive demand, and in service of building global brand affinity, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In February, we promoted our destination portal with an emailer to new agents not in SAT's current database to pique their interest and drive trade visits to our page listing recent news, destination information and travel advisor sales and marketing resources.

- High level KPI -> Sent to 52,377 advisors; 46.7% open rate, 35.1% unique open rate, 9.2% clicked rate



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Insider Travel Report: Resource Directory Promotions Emailer – February 2025



Dear colleagues,

As a key partner in driving North American arrivals and spend for South African Tourism, your role is invaluable. We're excited to introduce a new tool that will help you connect with essential industry contacts and elevate your South Africa offerings: [The South Africa Resource Directory](#).

This searchable database, now available on the [South Africa portal](#) on InsiderTravelReport.com, features a curated selection of DMCs, tour operators, hotels, lodges, and unique experiences across South Africa. Whether you're crafting bespoke itineraries or looking to enrich your client's journey, the [Resource Directory](#) will be your go-to tool to easily find and connect with trusted suppliers.


We're confident this will streamline your planning process and help you offer even more exciting, tailor-made options for your clients.

Feel free to explore the [directory](#) today and start leveraging these valuable resources as you plan your clients' next South Africa trip.


Kind regards,
South African Tourism North America

INSIDER TRAVEL REPORT powered by taCONNECT
Where your news comes first


Town.



Glamping Adventures
Website: www.glamping-adventures.co.za
Affiliations: SATSA & ASATA
Types: DMC, Tour Operator
Experiences: Active Adventure, City Lifestyle, Coastal Beaches, Cultural Roots, Scenic Outdoors, Wildlife Safari, OTHER
Locations: Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, North West, Northern Cape, Western Cape, OTHER
 Glamping Adventures organises bespoke glamping experiences, retreats and unique stays around South Africa. This unique travel offering involves the management of itineraries, ground handling & transfers that expose guests to some of unique stays and experiences in South Africa and the region. Our team has extensive knowledge of glamping establishments and perfect retreats and adventure activities in South Africa.



Glen Carlou Vineyards
Website: www.glencarlou.com
Affiliations:
Types: OTHER
Experiences: OTHER
Locations: Western Cape
 Glen Carlou Wine Estate - Nestled amidst the rolling hills of Simonsberg-Paarl in South Africa's Western Cape lies our home, Glen Carlou. For years, our vineyards have flourished on these storied slopes, nurtured by a rich terroir unique to this region. Our estate, surrounded by views of delicate fynbos and mountain crags, has become a premier destination for wine, cuisine, and art. Since 1988, we have garnered a reputation as specialists in Chardonnay and Cabernet Sauvignon and were among the first producers of Chardonnay in the Cape.



Holden Manz Wine Estate
Website: <https://holdenmanz.com>
Affiliations:
Types: Hotel
Experiences: Active Adventure, Cultural Roots, Scenic Outdoors
Locations: Western Cape
 A five star country house and spa located on the Holden Manz Wine Estate in the stunningly beautiful Franschhoek Wine Valley.

As part of our localized marketing campaigns to drive demand, and in service of building global brand affinity and facilitating market access, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In February, we launched our new Resource Directory with an emailer to both agents within SAT's current database and new agents not in the database to pique their interest and the drive traffic to the searchable database that features a curated selection of DMCs, tour operators, hotels, lodges, and unique experiences across South Africa.

- High level KPI -> Within SAT database - Sent to 16,705 advisors; 45.9% open rate, 31.2% unique open rate, 25.6% clicked rate
- New agents not within SAT database - Sent to 55,926 advisors; 45.3% open rate, 33.9% unique open rate, 2.7% clicked rate



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms

Sponsored Editorial, Insider Travel Report – February 2025



INSIDER TRAVEL REPORT powered by toCONNECT

Sponsored Editorial: Why South Africa Is the Ultimate Adventure Travel Destination

By South African Tourism, Feb 06, 2025 (post a comment) (0 comments)

See Dedicated Insider Travel Portal: South African Tourism

South Africa is pure adventure—a land of endless thrills, varied landscapes, and unforgettable experiences. For American travelers, it offers an adventure at every turn, whether you want it relaxed or heart-pumping—South Africa has got you covered.

With its varied landscapes, South Africa is a panorama of staggering beauty, offering an unparalleled variety of adventure experiences that you won't find anywhere else on Earth. From rolling savannahs to towering mountains, South Africa brings it all together in one place, making it the ultimate destination for those looking to explore the wild side of travel.

While many come for a classic safari (which is certainly a top-tier adventure in itself), South Africa's adventure offerings stretch far beyond the Big Five. Whether your clients are adrenaline junkies or nature lovers, South Africa promises an adventure to suit every thrill-seeker.

World-Class Thrills Await

Bungee jumping: Height isn't everything, but South Africa has the world's highest commercial bungee jump bridge, at an exhilarating 709 feet above the river below, at Bloukrans Bridge on the Garden Route, near Nature's Valley.

Big Rush, Big Swing: At Moses Mabhida Stadium in Durban you can free your adventurous spirit on the Big Rush Big Swing, the world's tallest bungee swing, which lets you free-fall 262 feet into the stadium bowl before the bungee cords pull you gently back up for some aerial ballet.

Shark cage diving in Gansbaai: Few places offer the thrilling experience of coming face to face with great white sharks.

TRENDING NOW

- A New Quark Expeditions Cruise Will Visit Emperor Penguins [Read More](#)
- Insider People: Who's Moving in Cruise, Hotels and Trav... [Read More](#)
- ALG Vacations Offers Fun in the Sun Savings on Air, Land ... [Read More](#)
- Sponsored Editorial: Why South Africa Is the Ultimate Adv... [Read More](#)
- CEO Christine Duffy Marks 10 Years with Carnival Cruise Line [Read More](#)

INSIDER TRAVEL PORTALS

- Iberostar Hotels & Resorts
- Fiji Airways
- ALG Vacations
- South African Tourism
- Celestyal

A New Quark Expeditions Cruise Will Visit Emperor Penguins

InsiderTravelReport <yournews@insidertravelreport.com>
To Luxury Shaun

Reply Reply All Forward

Thu 2/6/2025 5:24 AM

A New Quark Expeditions Cruise Will Visit Emperor Penguins

Important since you Specialize in: Luxury, Adventure/Soft Adv/Expedition, Europe, Asia, Africa/Middle East

Quark Expeditions announced a new program "Snow Hill to the Peninsula: Shackleton's Emperors," an expedi...[Read More](#)

Sponsored Editorial: Why South Africa Is the Ultimate Adventure Travel Destination

Important since you Specialize in: Luxury, Independent Travel, Cultural/Experiential Travel, Adventure/Soft Adv/Expedition, Europe, Asia, Africa/Middle East

South Africa is pure adventure—a land of endless thrills, varied landscapes, and unforgettable experiences. For Amer...[Read More](#)

Targeted Promotion based on your Specialty

JOIN US @ VIRTUAL ROADSHOWS SELLING SOUTH AFRICA

ATTEND 1 DAY - FEBRUARY 19TH 20TH OR 21ST, 2025

VIRTUAL ROADSHOWS SELLING SOUTH AFRICA JOIN US

ALG Vacations Offers Fun in the Sun Savings on Air, Land and Hotel

Important since you Specialize in: Luxury, Independent Travel, Europe

Travel advisors can help their clients shake off the winter chill with ALG Vacations' newest Fun in the Sun pr...[Read More](#)

How Swan Hellenic Is Supporting Scientific Research of the

Send/Receive Connected 100%

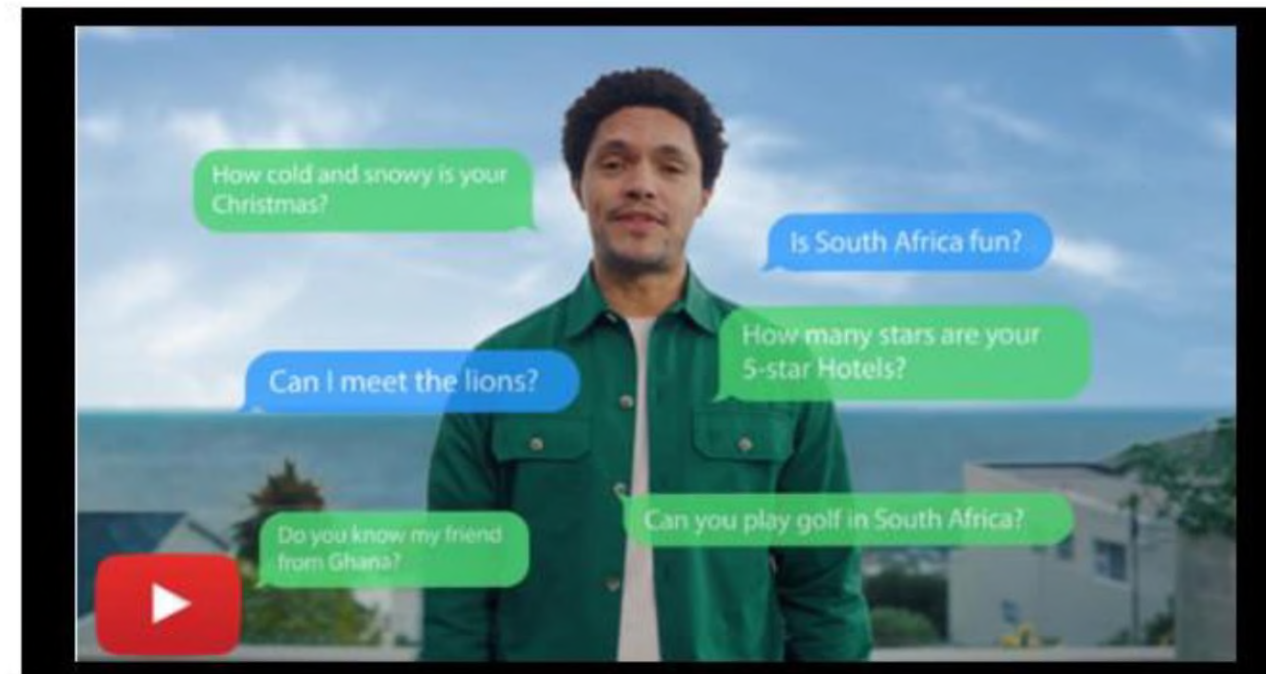
As part of amplifying localized marketing campaigns to drive demand, and in service of building global brand affinity, SAT North America co-created a sponsored editorial on Insider Travel Report that highlighted South Africa as the ultimate adventure destination with world-class thrills, hiking and trekking in spectacular landscapes, adventures on two wheels, water sports, high flying adventures, and scenic drives and trails supported by a diverse array of other leisure experiences that offer impressive value-for-money. adventure opportunities aren't confined to just the outdoors.

- High level KPI → Article distributed to 54,487 travel trade; opened 23,721 (43.5%); 1,628 clicks



Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms
Travel Agent Email Campaign – March 2025



Dear Scott,

From breath-taking beauty to sun-soaked coasts; from wildlife to active adventure; from vibrant urban energy to the incredible warmth and cultural diversity of our people – South Africa is a traveler's dream.

Invite your clients to come experience this country filled with rich, authentic, unfiltered experiences by sharing our latest brand video where Trevor Noah answers frequently asked questions about his homeland of South Africa. Brought to you by TBCSA with TOMSA.

[Watch Now](#)



Let South African Tourism equip you with the knowledge to plan customized South Africa itineraries by getting certified as an SA Specialist. SA Specialist is an interactive online learning program that will improve your knowledge of South Africa and deliver you the skills to better sell and market travel to South Africa to your clients. After getting certified, you will receive an SA Specialist logo to use on your website and email signature to let your clients know you are ready to start planning their dream trip to South Africa.

[Become a Specialist Today!](#)



SOUTH AFRICAN TOURISM

As part of our localized marketing campaigns to drive demand, and in service of building global brand affinity, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In March, we leveraged taCONNECT's Expanded Reach tool, to distribute an emailer encouraging travel agents with under 10 years experience, not in our current database, to enroll in our SA Specialist course to equip them to better create South African itineraries for their clients and issued a call to action to share the popular TBCSA/TOMSA produced Trevor Noah video with their clients to increase awareness of the destination's variety of experiences.




SOUTH AFRICAN TOURISM

- **High level KPI -> Sent to 30,154 advisors; 49.5% open rate, 37.3% unique open rate, 2.6% clicked rate**

Localized marketing campaigns to drive demand

Trade & stakeholder always-on comms
Trade Newsletter – March 2025

SOUTH AFRICAN TOURISM NORTH AMERICA'S FIRST-EVER VIRTUAL ROADSHOW RECAP & NEW RESOURCE TOOL!

South African Tourism North America recently hosted its inaugural virtual roadshow, connecting hundreds of American and Canadian travel advisors with some of South Africa's top DMCs, tour operators, hotels, lodges, and unique experiences. Over three dynamic days, advisors were able to engage in personalized, one-on-one meetings, as well as real-time interactions via chat and video, creating meaningful connections and new business opportunities.

If you missed the event, that's not a problem. We also introduced a new tool to keep the momentum going: The South Africa Resource Directory. This searchable database, now available on the South Africa portal at InsiderTravelReport.com, is your ultimate guide to finding trusted industry partners. From DMCs and tour operators to one-of-a-kind hotels and unique South African experiences, this resource will streamline your planning process and help you offer even more exciting, tailor-made options for your clients. Start exploring the directory today.

Our partners from the Provincial tourism authorities developed highly rated destination training sessions that were a hit with advisors at the virtual show. We wanted to share these sessions with you below, so you can enhance your destination knowledge and better serve your clients.

[LEARN MORE](#)



Official Welcome to the South African Tourism North America Virtual Road Show

South African Tourism's Chief Operations Officer Darryl Erasmus officially welcomes all delegates to this year's North America Virtual Road Show and outlines what buyers can expect as they engage with some of South Africa's top lodges, hotels, experiences, DMCs, tour operators and Provincial tourism boards throughout the show.

[LEARN MORE](#)



Discover Cape Town and the Western Cape

Nestled in the southeastern corner of South Africa, the Eastern Cape province beckons with a mesmerizing blend of natural splendour, rich history, and vibrant cultural heritage. As a region that encapsulates the nation's past, present, and future, the Eastern Cape stands as a testament to the diverse tapestry of South African identity. From the rugged coastline of the Wild Coast to the rolling landscapes of the Karoo, and from the storied history of Nelson Mandela to the traditions of the Xhosa people, this province encapsulates a captivating narrative that speaks to the heart of the nation's soul.

[LEARN MORE](#)



Explore the Gauteng Province

Welcome to the big city region, the place where the vibe doesn't stop, business never sleeps and neither does the party. It's the financial hub of South Africa with the Sandton city skyscraper buildings lighting up the sky by night and welcoming people from every corner to join in the hustle. It's where no matter what lifestyle you choose to lead, there's something for everyone. Where you can stand in the steps of giants who came before us and travel back into time at the homes of Nelson Mandela and Archbishop Desmond Tutu, while being surrounded by the colourful, vibrant and soul awakening township area of Soweto. It's a cosmopolitan home of fun, warm and unique people who come together to make all visitors feel welcome.

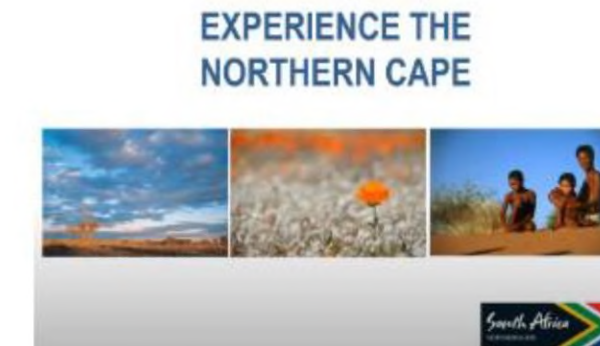
[LEARN MORE](#)



Get to Know the KwaZulu-Natal Province

Nowhere else in the world will you find such a unique fusion of raw natural beauty, modern sophistication, cultural diversity and pulsating energy – all in the most breathtaking natural setting. The Zulu Kingdom, or the Province of KwaZulu-Natal (KZN) is right up there on "must-see, must-do" lists of discerning travellers around the world. Learn just some of the reasons why KZN remains a firm leader in the South African tourism space.

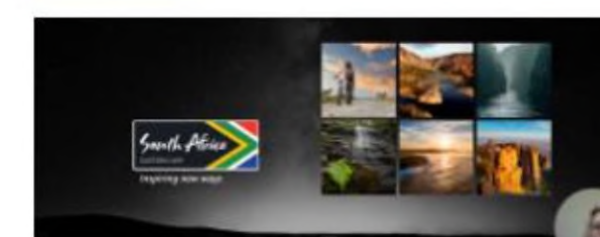
[LEARN MORE](#)



Experience the Northern Cape Province

From the rolling hills of the Karoo to the rugged coastline of the Atlantic Ocean, the Northern Cape offers a unique and unforgettable experience. Whether you prefer the bush, the desert, the ocean, or quaint towns rich in history and captivating cultures, the Northern Cape is a must-see destination. This truly remarkable province offers its visitors a range of exceptional activities; from seeing the exquisite Namaqualand wildflowers in bloom and hearing the thunderous roar of the Auwabias falls to white water rafting down the Orange River and tracking the impressive black-maned lions on a safari in the Kgalagadi Transfrontier Park.

[LEARN MORE](#)



Getting Out & About in the Eastern Cape: Explore the Eastern Cape

The Eastern Cape presents a diversity of experiences, offering an array of attractions that cater to every traveler's desire for adventure, safari, wide open natural spaces and cultural enrichment. From the rugged coastal landscapes to the heart of the Karoo, this destination beckons explorers to discover its gems and indulge in unforgettable activities. Buckle up for a journey through some of the Eastern Cape's most enticing adventures and let us show you how to "Fall in Love" with the Eastern Cape.

[LEARN MORE](#)



Official Welcome to the South African Tourism North America Virtual Road Show



As part of our localized marketing campaigns to drive demand, and in service of building brand affinity, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In March, we followed up our successful virtual roadshow by distributing a newsletter to both agents within SAT's current database and new agents not in the database (using taCONNECT's Expanded Reach tool) to share a recap of the show and promote the Resources Directory, with a selection of DMCs, tour operators, hotels, lodges, and unique experiences across South Africa. The newsletter also shared links to the Provincial destination training sessions (and SAT COO welcome video).

- High level KPI → Within SAT database - Sent to 14,362 advisors; 56.8% open rate, 37.1% unique open rate, 35.5% clicked rate
- New agents not within SAT database - Sent to 78,495 advisors; 37.4% open rate, 28.9% unique open rate, 3.4% clicked rate



SOUTH AFRICAN TOURISM

Localized marketing campaigns to drive demand

PR & Media Relations

Outdoor Writers Association Email Campaign – February 2025



South Africa: The Ultimate Playground for Outdoor Adventure

Looking for your next great adventure? South Africa is a world-class destination for outdoor enthusiasts, offering a rich tapestry of activities to fuel both extreme thrill-seekers and those simply looking to immerse themselves in nature.

Top Destinations for Outdoor Adventure

Garden Route: A Natural Wonderland with Heart-Stopping Thrills

The Garden Route is a must-visit for anyone seeking both beauty and adventure. Home to the world's highest commercial bungee jump at Bloukrans Bridge, this region offers everything from canopy tours in Tsitsikamma National Park to exhilarating hikes along the Otter and Dolphin Trails. Golfers will also find top-tier courses like Pezula Championship and Simola Golf & Country Estate. In addition, the town of Knysna, with its annual oyster festival and dramatic cliffs framing the lagoon, is a perfect base for outdoor enthusiasts.

KwaZulu-Natal: Adventure, Culture, and the Spirit of Challenge

In KwaZulu-Natal, outdoor adventure and cultural heritage blend seamlessly. Experience the Comrades Marathon, the world's most famous ultra-marathon, or tackle the Big Rush Big Swing at Moses Mabhida Stadium in Durban. Nearby, the Midlands offers charming villages and the Nelson Mandela Capture Site, while the coastal region promises epic surf breaks and warm beaches perfect for water sports.

Cape Town: Iconic Views, Extreme Adventures, and Scenic Escapes

Cape Town is an adventurer's dream. Whether it's cycling the Cape Town Cycle Tour's challenging 109km route or hiking to the top of Table Mountain, there's no shortage of outdoor activities. Shark cage diving in Gansbaai offers a close-up look at the great white shark, while a visit to the Cape winelands lets you combine outdoor exploration with some of the world's finest wines.

Limpopo: Extreme Golf Meets Safari Serenity

For golfers who crave a challenge, Limpopo's Legend Golf & Safari Resort offers the world's longest and highest par-3 hole, accessible only by helicopter. After your round, unwind on a safari in the Entabeni Game Reserve, home to the Big Five and a UNESCO World Heritage biosphere.

South Africa's A to Z of Adventure

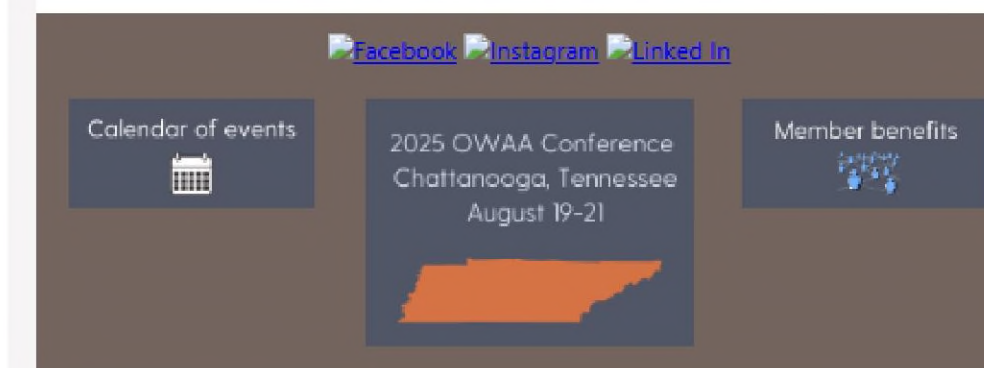
No matter your passion, South Africa has an adventure waiting. Explore the country's varied landscapes through:

Abseiling. Birdwatching. Boardsailing. Bungee jumping. Canoeing. Canopy tours. Caving. Clay pigeon shooting. Crocodile cave diving. Cycling. Deep-sea diving. Deep-sea fishing. Elephant-back safaris. Fly-fishing. Free diving. Game viewing. Golfing. Hang gliding. Helicopter flips. Hiking. Horse riding. Horse facing. Hot-air ballooning. Kite surfing. Kloofing. Meditation. Microlighting. Mountain biking. Mountain climbing. Ocean cruises. Ostrich riding. Photographic expeditions. Paragliding. Parasailing. Pony trekking. Power boating. Quad biking. Rapp jumping. Rhino tracking. River cruises. Rock climbing. Rowing. Running. Sand boarding. Scuba diving. Sea kayaking. Seal trips. Shark cage diving. 4x4ing. Skateboarding. Skydiving. Snorkelling. Snow skiing. Spear fishing. Steam train rides. Star gazing. Sunset cruises. Surfing. Trout fishing. Tubing. Turtle tours. Walking safaris. Water-skiing. Whale watching. Whitewater rafting. Wine blending. Yachting. Zip-lining.

Your Journey Begins Here

With such an extensive range of adventures to choose from, there's no better time to experience the wonders of South Africa. Whether you're seeking high-octane thrills or simply yearning for a scenic escape, this vast country has it all. The adventure of a lifetime awaits, grab your gear, and head to South Africa for an unforgettable experience.

For more about OWAA Supporting Group South African Tourism visit www.southafrica.net



'The Voice of the Outdoors'

Outdoor Writers Association of America® is the oldest and largest association of professional outdoor communicators in the United States. It was organized in 1927 by a group of mostly writers who were attending an Izaak Walton League of America conference and includes professional communicators dedicated to sharing the outdoor experience. OWAA's professionals include writers, photographers, outdoors radio- and television-show hosts, book authors, videographers, lecturers and artists. The association is headquartered in Missoula, Montana. For more information, contact Outdoor Writers Association of America, 2814 Brooks St., Box 442, Missoula, Montana 59801; 406-728-7434; info@owaa.org; www.owaa.org.

Do not want to receive email updates? [Unsubscribe here](#)

As part of amplifying localized marketing campaigns to drive demand, SAT North America followed up our recent participation in the Outdoor Writers Association of America Annual Conference with an email campaign to all association members. The emailer positioned SA as a world-class destination for outdoor enthusiasts, offering a rich tapestry of activities to fuel both extreme thrill-seekers and those simply looking to immerse themselves in nature. It highlighted the Garden Route, Cape Town, KwaZulu-Natal, and Limpopo as the perfect places to jumpstart a South African adventure trip.

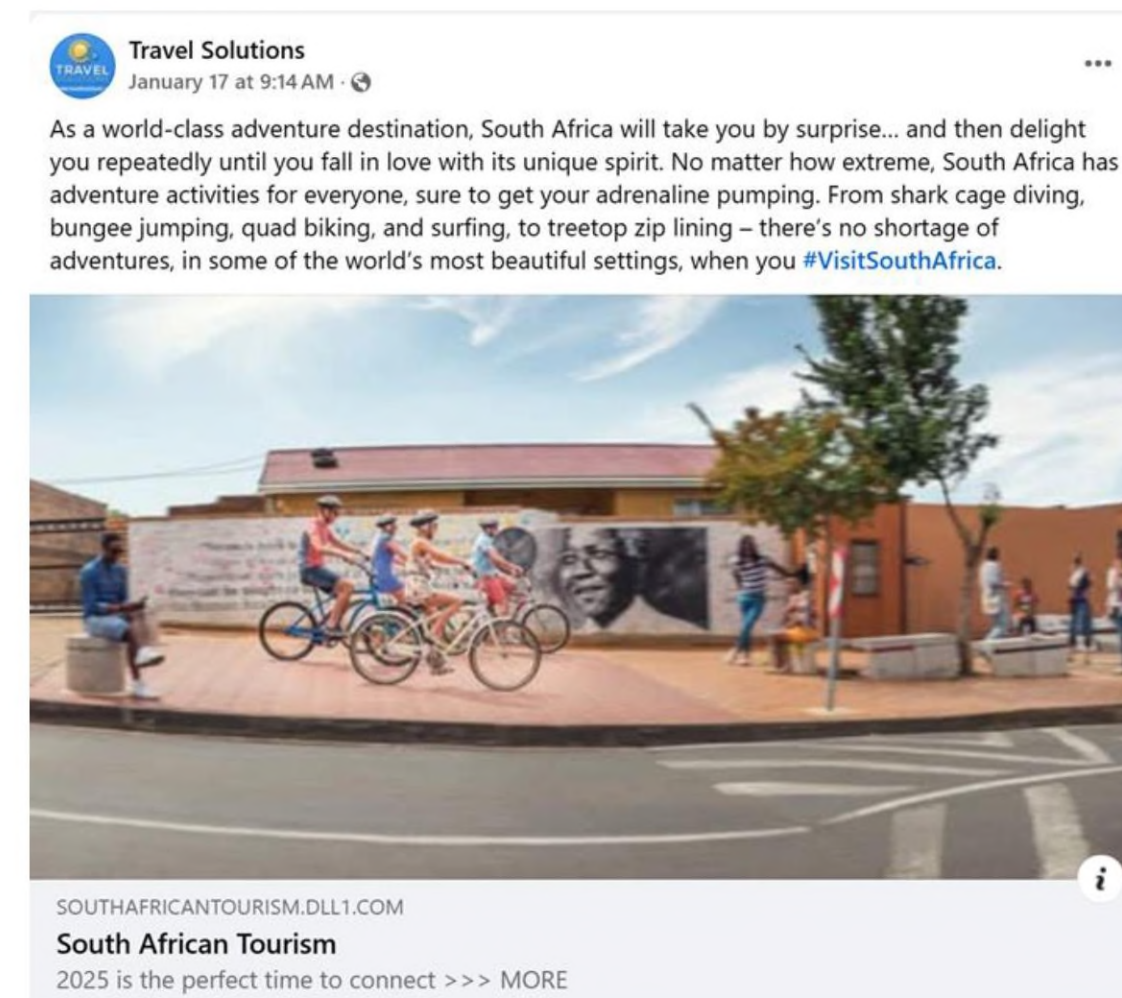
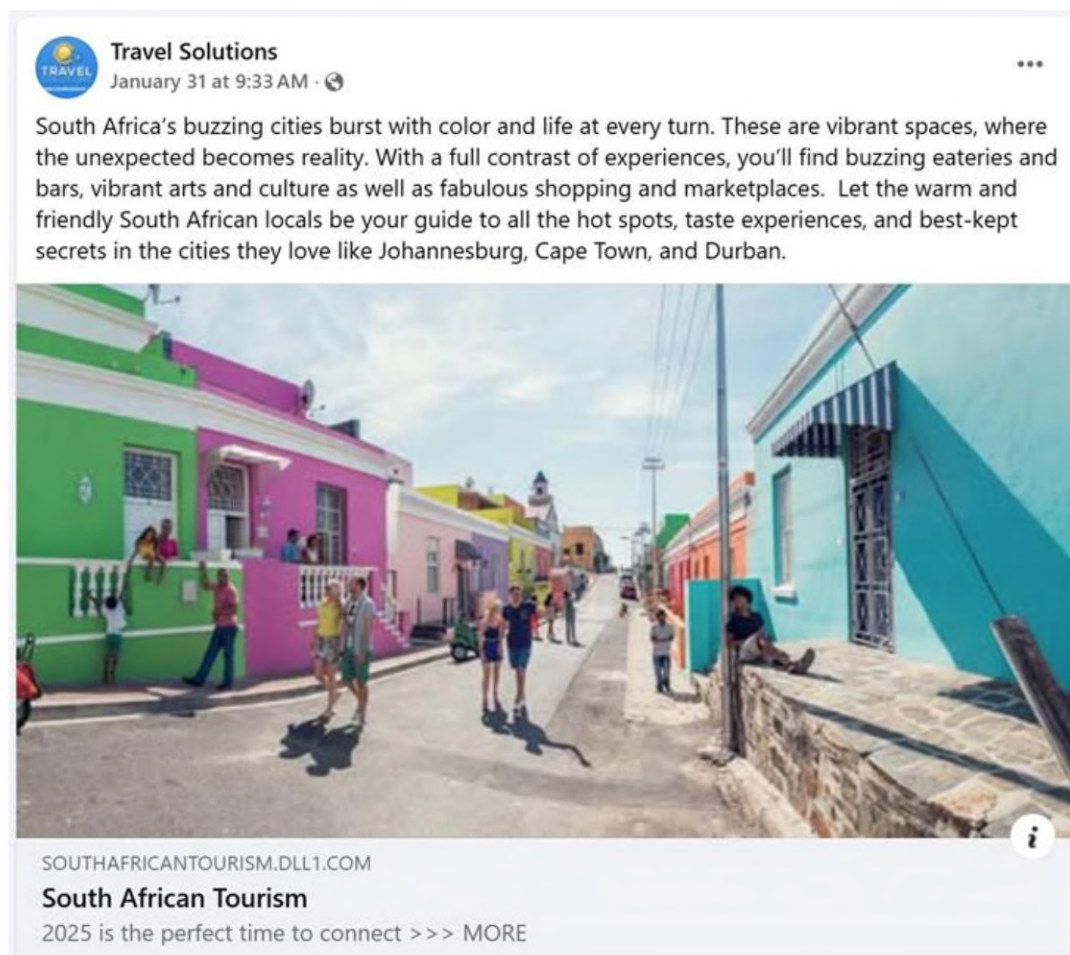
•High level KPI → email sent to 878 media, opened 464 (52%)



Localized marketing campaigns to drive demand

Always-on consumer comms

BranchUp Social Media Campaign – January 2025



As part of our localized marketing campaigns to drive demand, SAT North America launched our campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer followers consistently and engagingly, creating actionable inspiration that has the potential to trigger consideration/ conversion with the travel advisor. All leads go directly to the travel advisor who can follow up with the consumer to discuss trip planning and potential booking.

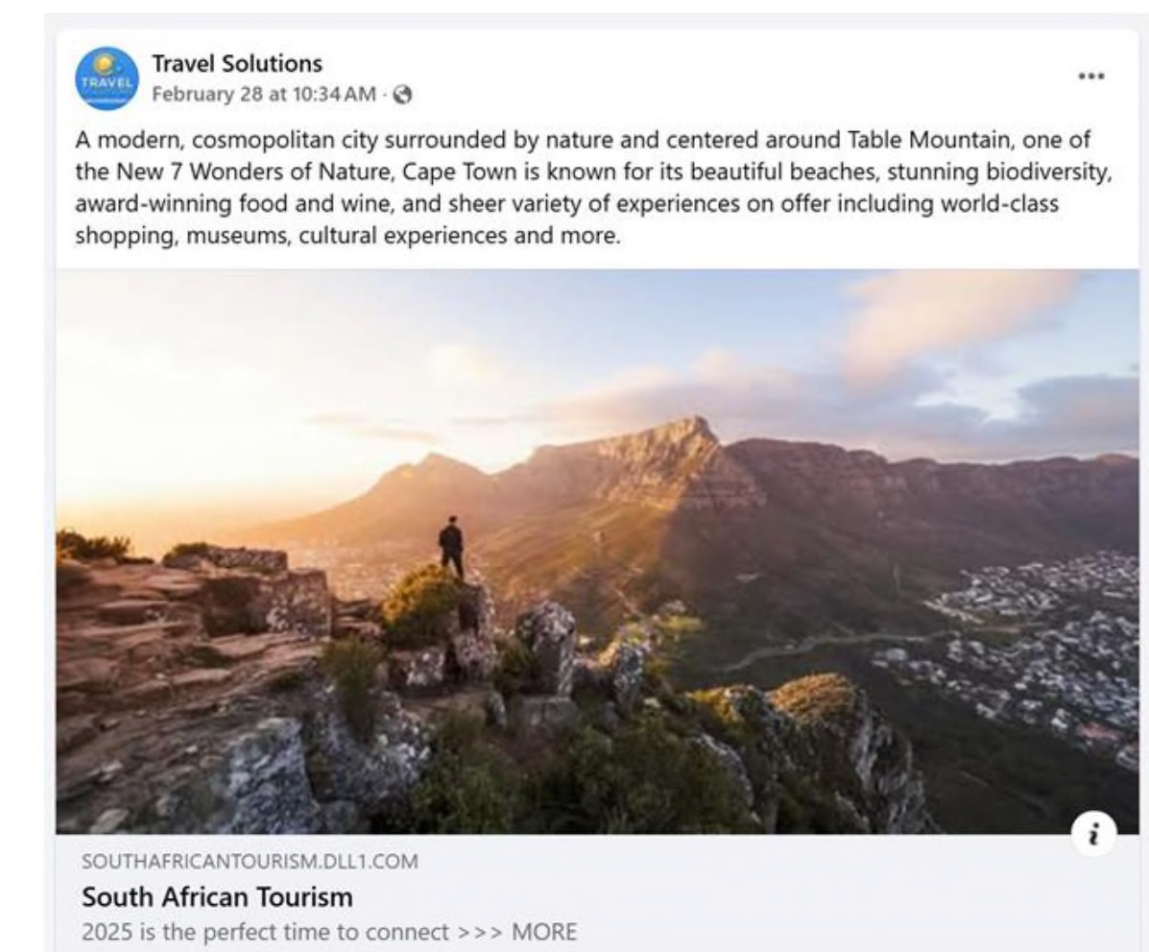
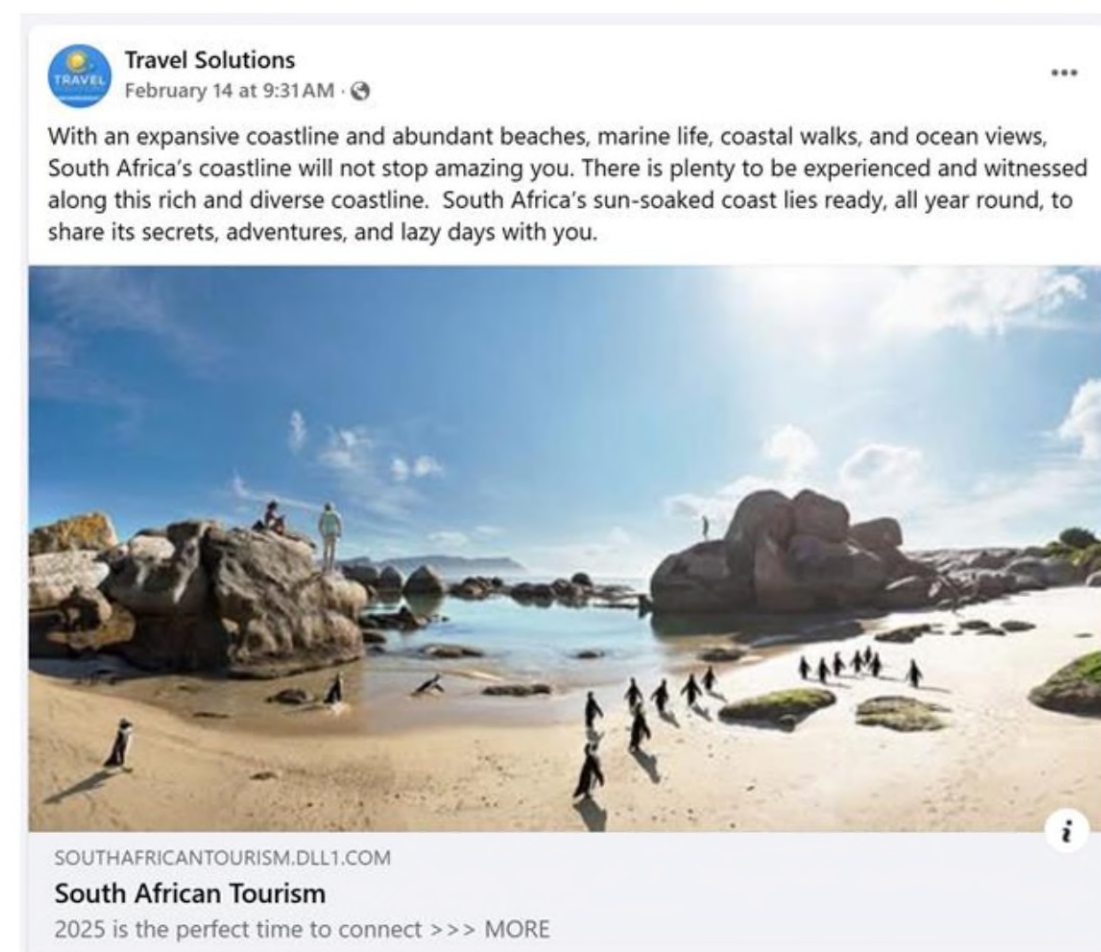
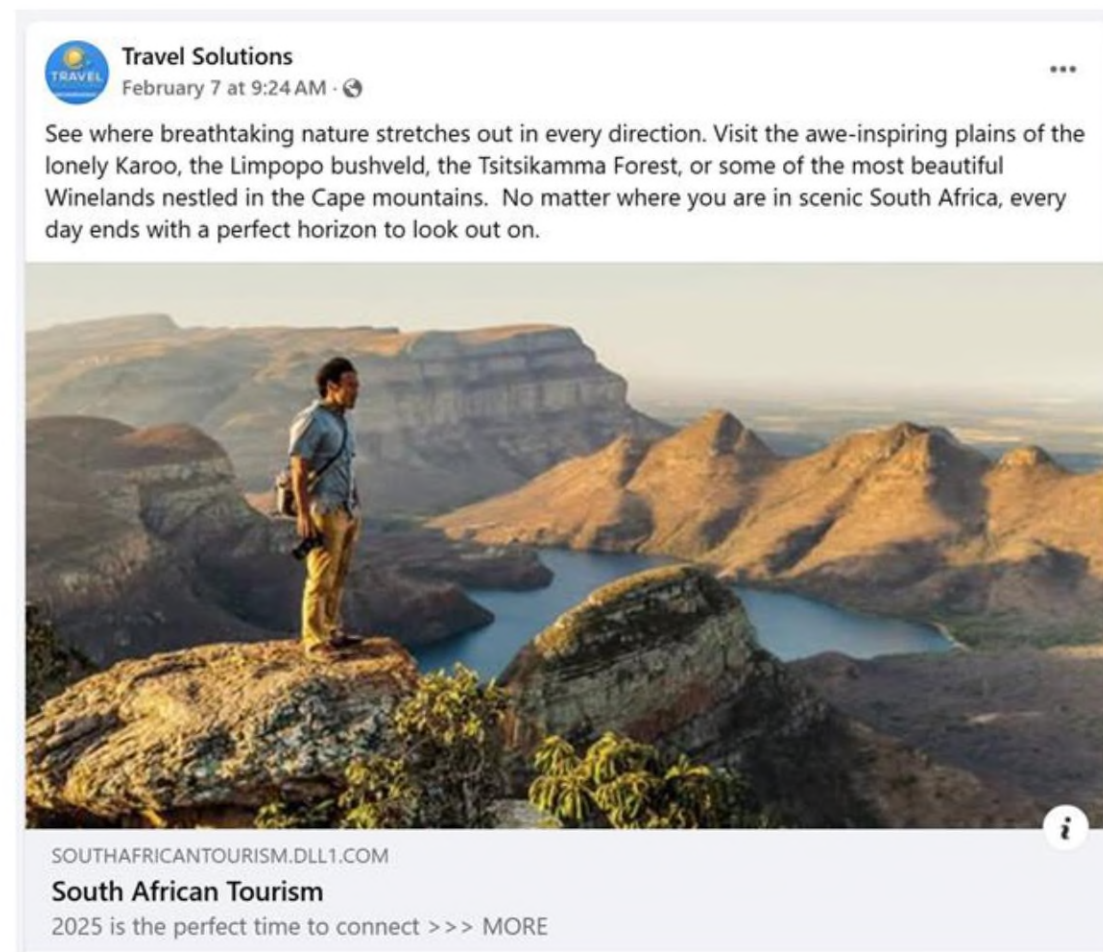
- High level KPI → USA Impressions: 5.6 million; Reach: 162,992; Engagements: 6,625; Clicks: 1,293
- Canada Impressions: 566,517; Reach: 39,888; Engagements: 941; Clicks: 385



Localized marketing campaigns to drive demand

Always-on consumer comms

BranchUp Social Media Campaign – February 2025



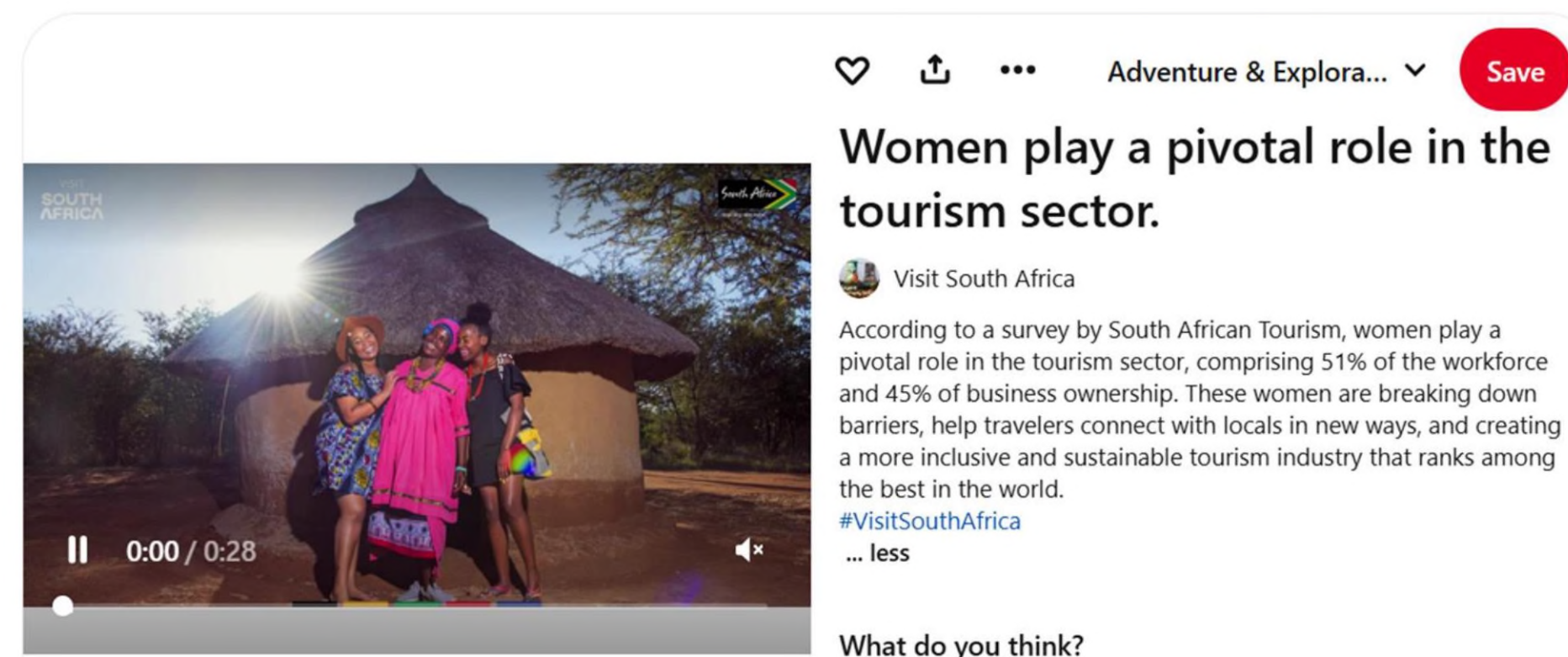
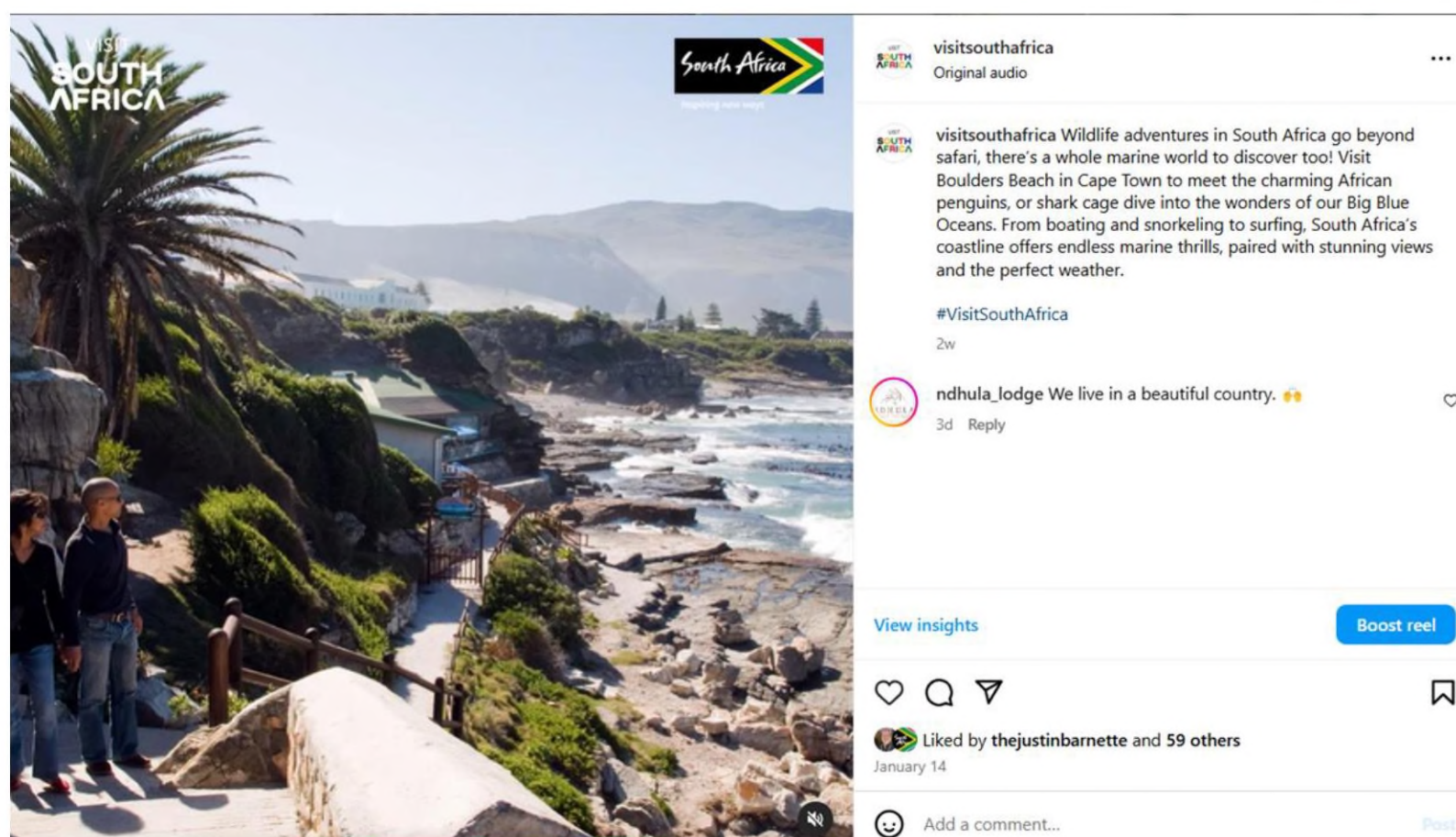
As part of our localized marketing campaigns to drive demand, SAT North America launched our campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer followers consistently and engagingly, creating actionable inspiration that has the potential to trigger consideration/ conversion with the travel advisor. All leads go directly to the travel advisor who can follow up with the consumer to discuss trip planning and potential booking.

- High level KPI → USA Impressions: 5.5 million; Reach: 151,143; Engagements: 6,146; Clicks: 1,209
- Canada Impressions: 598,169; Reach: 40,116; Engagements: 836; Clicks: 244



Localized marketing campaigns to drive demand

Always-on SAT owned platforms consumer comms
Organic Social Media – January 2025



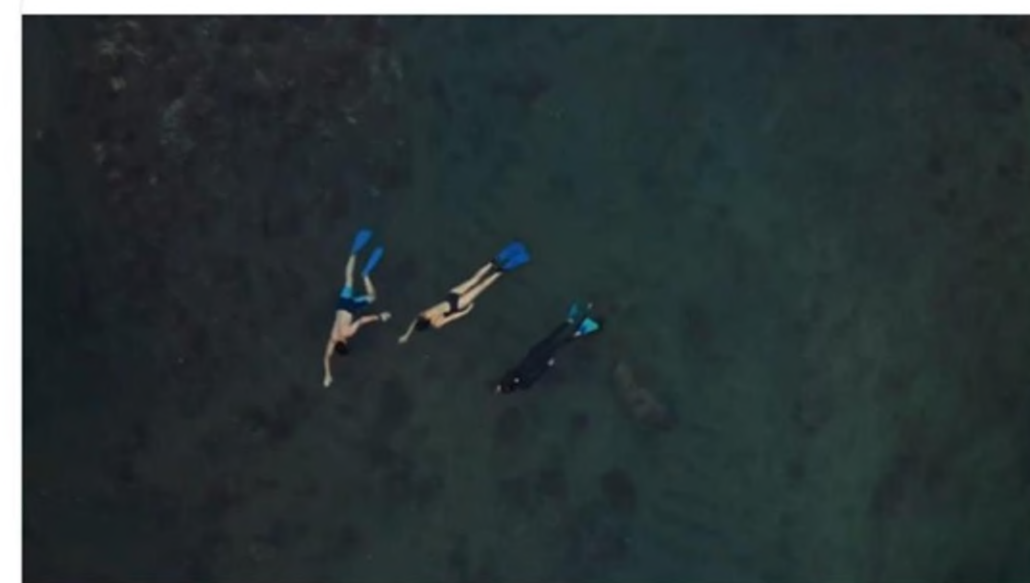
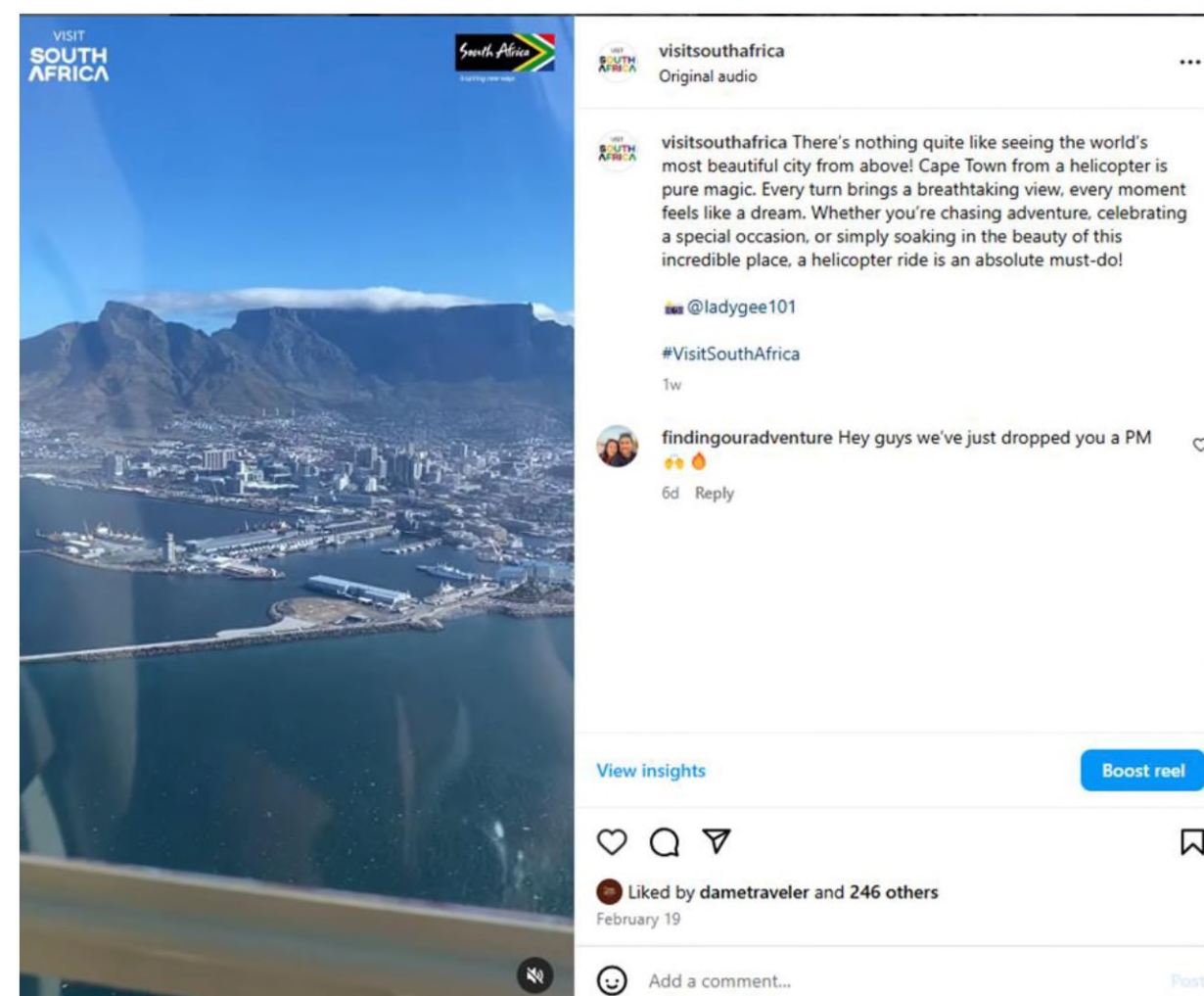
As part of our localized marketing campaigns to drive demand, SAT North America maintained an active organic social media presence spotlighting South Africa as a prime destination for travelers from the U.S. and Canada. This month's top-performing content highlighted South Africa's inland beauty, exploring themes such as nature and wildlife, active adventure, and urban exploration.

- High level KPI -> Impressions: 2,603; Reach: 2,106; Engagements: 88; Engagement Rate per Impression: 3.38%



Localized marketing campaigns to drive demand

Always-on SAT owned platforms consumer comms
Organic Social Media – February 2025



Experience the magic of KwaZulu-Natal's...
Visit South Africa
Experience the magic of KwaZulu-Natal's breathtaking coastline with WOWZulu. Discover sustainable tourism at its finest, supporting local communities while exploring authentic Zulu culture and scenery.
#VisitSouthAfrica
... less



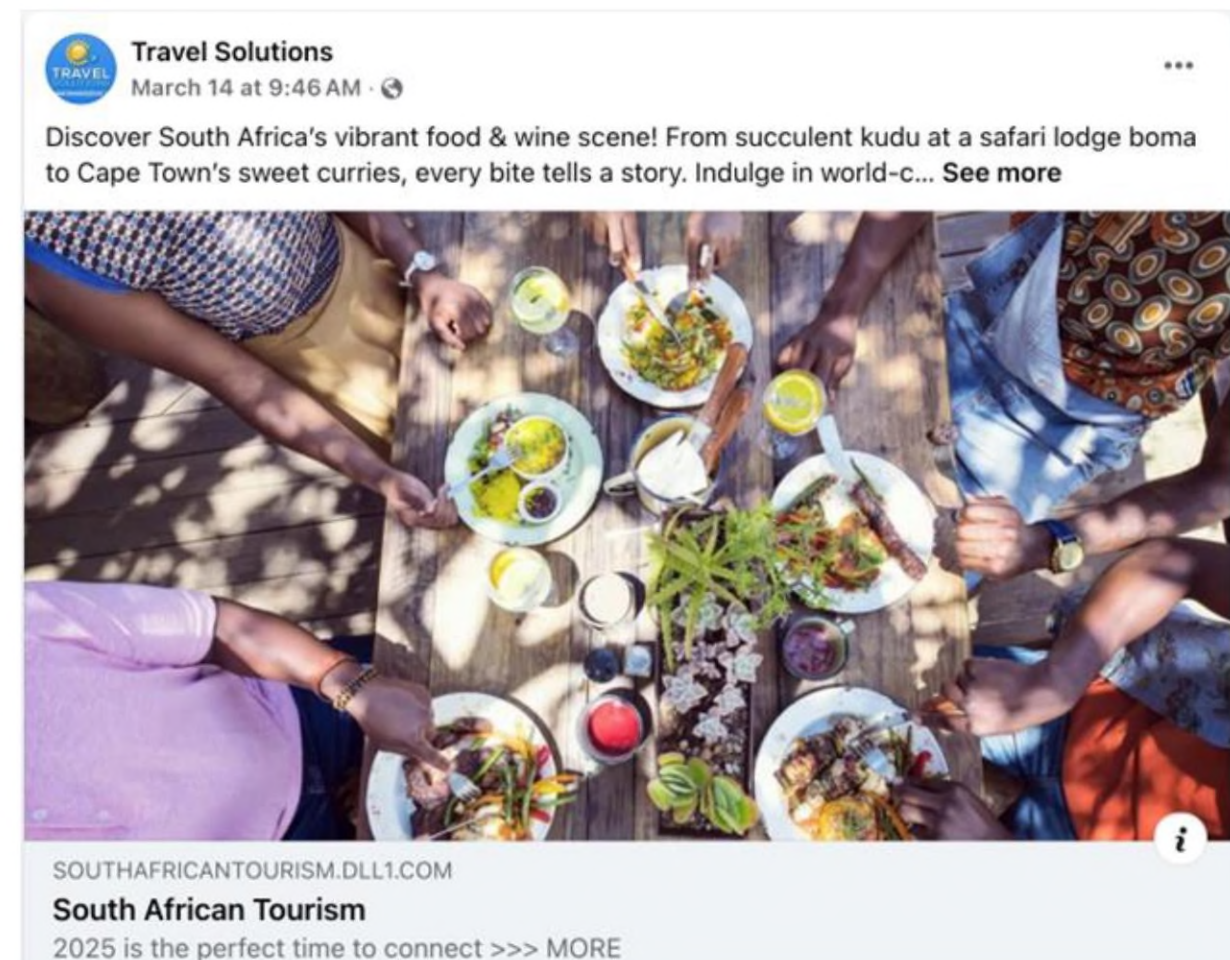
As part of our localized marketing campaigns to drive demand, SAT North America maintained an active organic social media presence spotlighting South Africa as a prime destination for travelers from the U.S. and Canada. This month's top-performing content highlighted highlighted South Africa's coastal & inland beauty, exploring themes such as nature and wildlife, active adventures, and urban exploration.

- High level KPI -> Impressions: 3,945; Reach: 3,136; Engagements: 298; Engagement Rate per Impression: 9.5%



Localized marketing campaigns to drive demand

Always-on consumer comms
BranchUp Social Media Campaign – March 2025



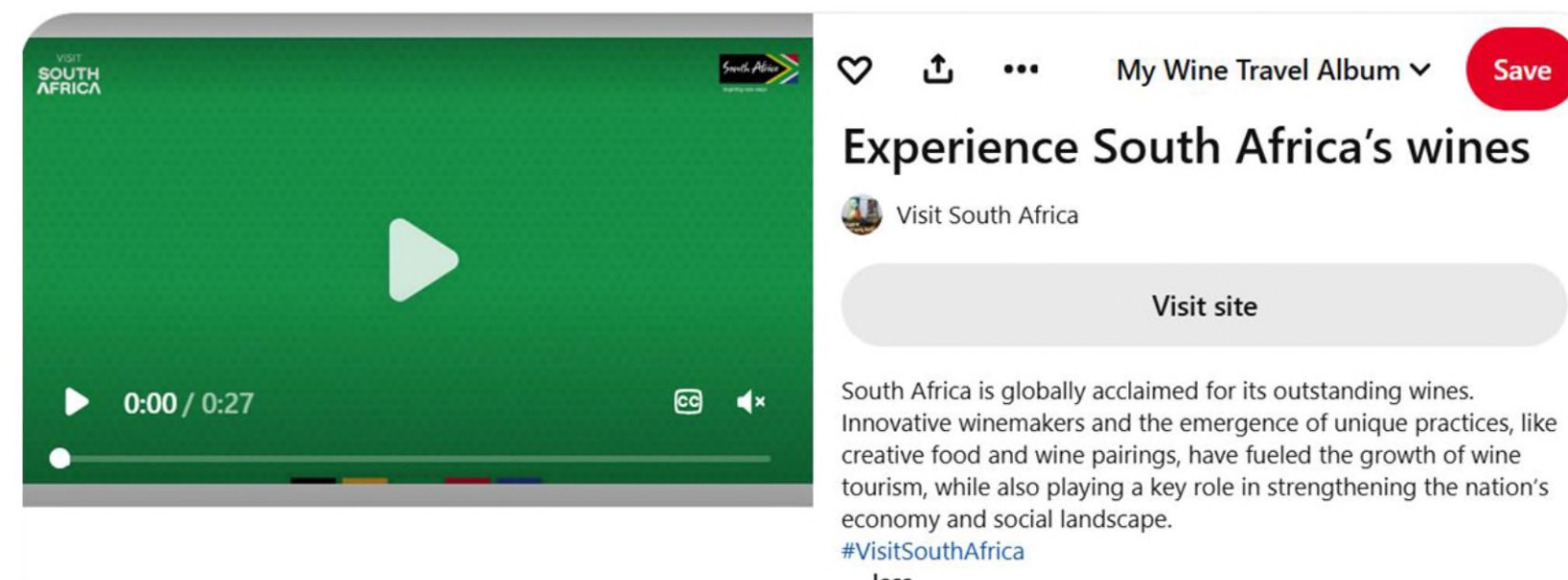
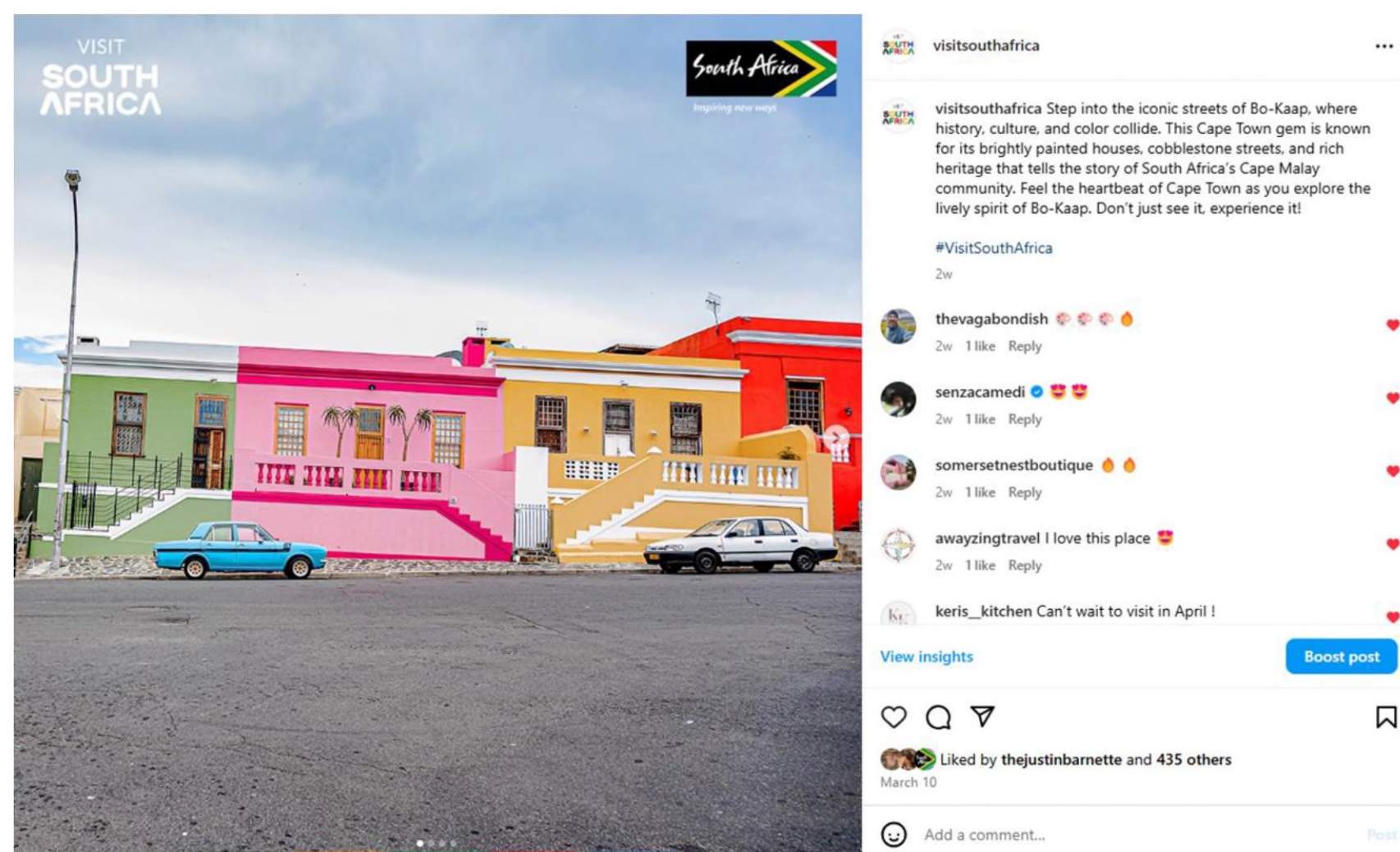
As part of our localized marketing campaigns to drive demand, SAT North America continued our campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer followers consistently and engagingly, creating actionable inspiration that has the potential to trigger consideration/ conversion with the travel advisor. All leads go directly to the travel advisor who can follow up with the consumer to discuss trip planning and potential booking.

- High level KPI → USA Impressions: 5.4 million; Reach: 157,032; Engagements: 6,513; Clicks: 1,295
- Canada Impressions: 595,494; Reach: 43,358; Engagements: 923; Clicks: 377



Localized marketing campaigns to drive demand

Always-on SAT owned platforms consumer comms
Organic Social Media – March 2025



As part of our localized marketing campaigns to drive demand, SAT North America maintained an active organic social media presence spotlighting South Africa as a prime destination for travelers from the U.S. and Canada. This month's top-performing content highlighted inland beauty, exploring themes such as nature and wildlife, active adventures, and urban exploration.

- High level KPI -> Impressions: 12 061; Reach: 10 164; Engagements: 898; Engagement Rate per Impression: 8,84%



Brand affinity initiatives

Distribution Channel Initiatives Implemented
Signature Travel Network Destination of the Month – January 2025



DESTINATION OF THE MONTH

VISIT SOUTH AFRICA




[South Africa is your January Destination of the Month](#)

Discover South Africa's extraordinary travel potential: a visa-free, year-round destination offering diverse experiences from luxurious wildlife safaris in private game reserves to cosmopolitan adventures in Cape Town, all backed by warm hospitality and incredible exchange rates. [Become a South Africa Specialist](#) to enhance your destination knowledge.

TOURISM BOARD PARTNER NEWS

DESTINATION OF THE MONTH

VISIT SOUTH AFRICA



Check out key selling points, review top experiences and access videos and training resources to help you sell and market South Africa. Learn more about the [Destination of the Month](#) for January: [South Africa](#).

VISIT SOUTH AFRICA




Key selling points include:

- Ease of Travel:**
 - No immunizations are required.
 - US/Canadian passport holders travel visa-free for up to 90 days on business or leisure.
- Value for Money:** Average exchange rate is approximately R12 to \$1
- Air Access:** It's never been easier to fly to South Africa from the USA
 - New direct routes on United and Delta from US east coast gateways Newark (EWR), Washington DC (IAD) and Atlanta (ATL) to Johannesburg (JNB) and Cape Town (CPT)
 - Complementing all the service available on multiple major carriers with connections in Europe, the Middle East and the African continent.
- Year-Round destination:**
 - Favorable climate year-round; no harsh winter
 - Southern Hemisphere: North American winter is the South African summer.
- Food & Wine:**
 - Fine dining to casual eats
 - Melting pot of flavors
 - Wine Region dating back more than 350 years.
- Warm & Welcoming People:**
 - Rainbow Nation
 - LGBTQ-friendly
- Vibrant Metropolitan Cities:**
 - Major Cities: Cape Town, Johannesburg, Durban
- Unparalleled Variety of Experiences:** Click on the link to view a short video per each category:
 - Coastal Beaches
 - Wildlife Safaris
 - Active Adventure
 - Scenic Outdoors
 - Cultural Experiences
 - City Life
 - Cape Town
 - Johannesburg
 - Durban

RESOURCES

Trevor Noah for South Africa



Watch on YouTube

play golf in South Africa?

Copy link

Become a South Africa Specialist

- SigNet Profile
- South Africa Microsite
- South Africa Preferred Suppliers
- South African Tourism Website
- South Africa e-Brochure
- Find travel trade updates

As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Signature Travel Network by participating in their Destination of the Month program. Throughout January, weekly B2B email headlines highlighted the destination and directed STN travel advisors to our custom destination training landing page featuring resources, product information, STN-member properties and offers from STN-member tour operators. *Reporting was only made available in February and, as such, is captured in this report.*

High level KPI → 3 Jan email distributed to 9,951 STN travel advisors + 6,000 from Cruise Planners main office; 45% open rate
 7 Jan email distributed to 9,887 STN travel advisors + 6,000 from Cruise Planners main office; 44% open rate
 14 Jan email distributed to 9,891 STN travel advisors + 6,000 from Cruise Planners main office; 44% open rate
 21 Jan email distributed to 10,087 STN travel advisors + 6,000 from Cruise Planners main office; 44% open rate
 28 Jan email distributed to 9,926 STN travel advisors + 6,000 from Cruise Planners main office; 42% open rate



Brand affinity initiatives

Distribution Channel Initiatives Implemented Signature Travel Network Email Campaign (Destination of the Month) – January 2025



The most universal way to enjoy South Africa's diverse culture is through its cuisine. Blending influences from all over the globe into a melting pot of culture and cuisine, South Africa offers something for every palate. Here, wine becomes an art form, and every sip is a celebration of the senses.


Taste the good life when you visit South Africa



● ● ● ● ●

Start Planning Your Next Getaway

Complementing this culinary adventure is the thrill of encountering majestic wildlife from lions to elephants on unforgettable safaris. When you've seen a pride of lions resting in the shade in summer or a herd of elephant crossing the road on their way to the watering hole, it's an incredible reminder of why the untouched wild has always been so inspiring.




[Discover More](#)



Travel like an INSIDER

Travel goes from ordinary to EXTRAORDINARY when you reserve with us. Our expert insight and access to exclusive privileges transform your vacation into something uniquely special.

[LEARN MORE →](#)



South Africa is a country like no other. Let us help you plan your next trip. →



Taste the Good Life When You Visit South Africa

[DISCOVER MORE](#)

From traditional African fare to the mild, sweet curries of Cape Town's Bokaap district, to the succulent seared kudu served at a braai (barbecue) in a safari lodge's boma (enclosed outside area), South Africa is brimming with culinary experiences.

Choose from an array of restaurants in a variety of settings, including alfresco waterfront bistros; bucolic hideaways tucked into vineyards; sophisticated city restaurants; and out-of-Africa-style safari dining, complete with pressed white tablecloths and candles. In Hermanus, you can even enjoy fine dining in a cave with a lovely view of the ocean!



TRAVELSTORE SPECIAL OFFER
WE'VE BEEN WHERE YOU WANT TO GO

South African Getaways

Welcome to South Africa, one of the most beautiful and diverse countries on earth, and a world-class destination for every type of traveler. It's a place with an unparalleled natural beauty and diversity of experiences. Travelers to South Africa enjoy connecting with warm, welcoming and authentic people and leave feeling inspired, enriched and rejuvenated. Vacations in South Africa offer impressive value for time and money at any budget.

Hotels

- 12 Apostles Hotel and Spa
- Mont Rochelle Hotel & Vineyard
- Saxon Hotel, Villas and Spa

Vacations

Title	Destination	Rating	Nights	Travel Date	From Price	Offer ID
12-Nights - Essence of - South Africa with Victoria Falls Land Only	South Africa/ Victoria Falls	Deluxe	12	04/08/25 - 04/18/25	\$7,095	1538426
				05/04/25 - 05/18/25		
				06/08/25 - 06/20/25		
				06/22/25 - 07/04/25		
				07/06/25 - 07/18/25		
More dates...						
10-Nights - Sweet's - Southern Africa Highlights Land Only	South Africa	Deluxe	10	01/08/25 - 02/28/25	\$10,345	1405485
				03/01/25 - 03/31/25		
				04/01/25 - 04/30/25		
				05/01/25 - 06/31/25		
				06/01/25 - 06/30/25		
More dates...						
10-Nights - Southern Explorer - Escorted - (Concierge Collection) Land Only	South Africa/ Victoria Falls	Luxury	10	09/29/25 - 10/09/25	\$14,795	1587828
				11/05/25 - 11/15/25		
				12/03/25 - 12/13/25		

Your Travel Advisor

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TSSacramento@TravelStore.com

As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Signature Travel Network by distributing a consumer emailer showcasing South Africa's culinary and wine experiences as part of their 'Reawaken Your Spirit' campaign showcasing food, wine and wellness offerings across preferred partner destinations. This feature article style emailer detailed our unique melting pot of cuisine and highlighted our award-winning wines and stunning winelands with a CTA to VFM packages on offer from STN-member travel advisors/ tour operators. *Reporting was only made available in February and, as such, is captured in this report.*

High level KPI → email distributed to 445,052 consumers with CTA to contact their STN-member travel advisor; 32.7% open rate



Brand affinity initiatives

Distribution Channel Initiatives Implemented
Signature Travel Network, The Travel Magazine – January 2025



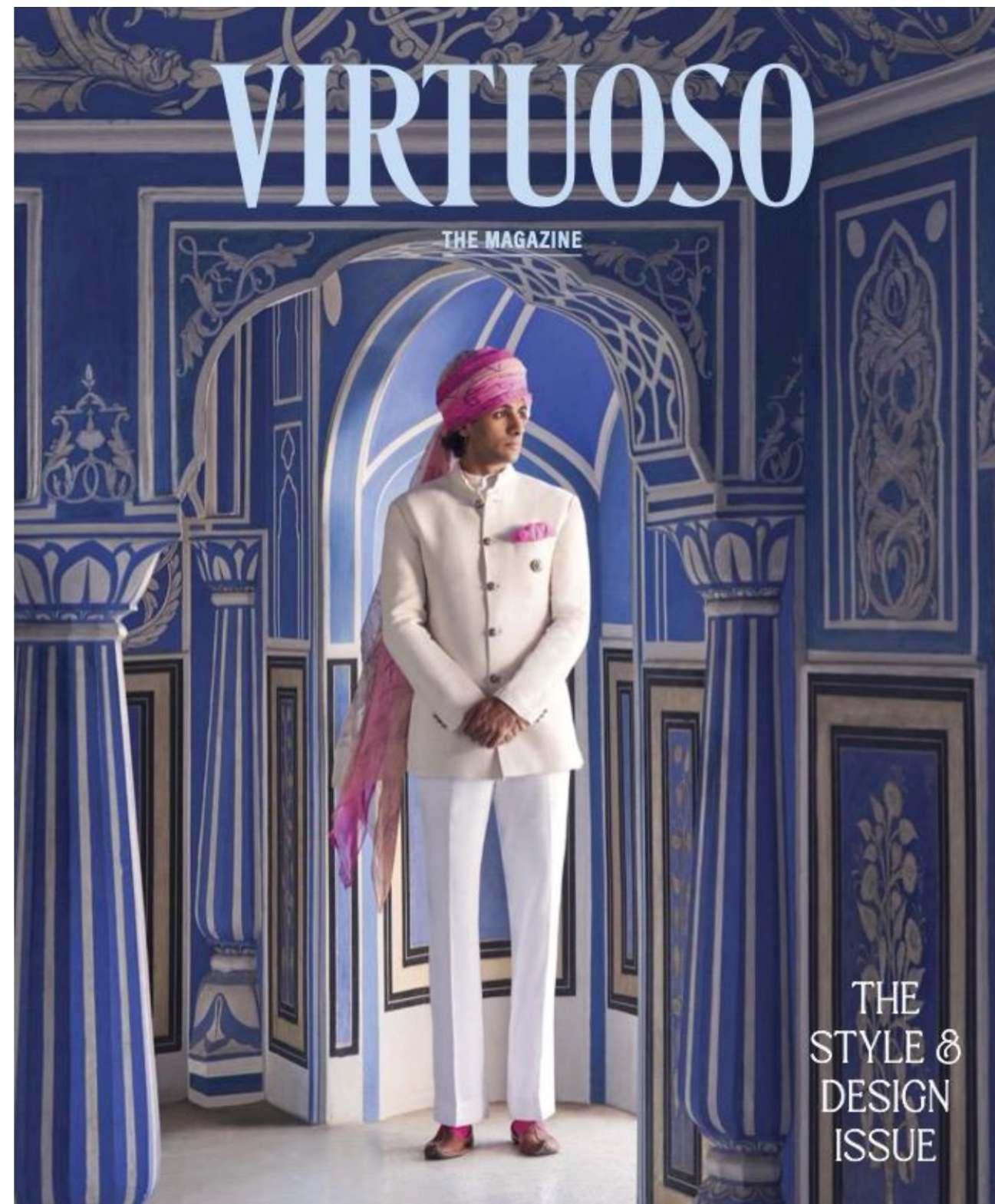
As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Signature Travel Network, receiving a full-page added value placement in their January issue of The Travel Magazine. The article highlights South Africa's LGBTQ+ value proposition and includes mention of the recent announcement of Cape Town's hosting of World Pride 2028. South Africa also received a call-out on the issue's cover. The customized print publication is value oriented and is used by Signature Travel Network advisors to share inspiring editorial content with their clients as a means of motivating them to book their next trip.

- High level KPI → magazine distributed to 350,000 travelers



Brand affinity initiatives

Distribution Channel Initiatives Implemented
Virtuoso, The Magazine Advertorial Feature Story – January 2025



SPECIAL ADVERTISING SECTION

SPOTLIGHT ON: SOUTH AFRICA

SAMPLING SOUTH AFRICA

Go beyond the "big five."

SOUTH AFRICA IS KNOWN for some of the world's best safaris, from the savannas of Kruger National Park to the Kalahari plains. But that's just the beginning: impressive mountains, lush valleys, lively cities, and dramatic coastlines are only part of what awaits visitors.

Thrilling Adventures
Beyond the excitement of wildlife-rich game drives, the country specializes in heart-pumping experiences of every kind. Set off on a hike amid the Drakensberg Mountains' soaring peaks or take a leap of faith and bungee jump off the Garden Route's Bloukrans Bridge (the world's highest commercial bridge bungee jump). On the coast, plunge deep beneath Gansbaai's waves and cage-dive among great white sharks.

Local Flavors
Famed for its vibrant blend of cultures, South Africa is nicknamed the "Rainbow Nation." This diverse tapestry shines in its cuisine: A tasting tour should include stops for boerevors sausage and chakalaka relish at Johannesburg's Pata Pata or haute Cape Malay dishes at Cape Town's innovative Happy Uncles. And when it comes to fine dining, the choices are endless – from chic vibes at Joburg's Marble, Gigi, and Marabi Club to refined tasting menus at Fyn in Cape Town, the Constantia Valley's La Colombe, and Wolfgat on the West Coast.

Sips and Swings
South Africa's greens have long been a draw for golfers from across the globe – Leopard Creek Country Club on the edge of Kruger National Park, Blair Atholl Golf Club and Equestrian Estate near Johannesburg, the Garden Route's idyllic Fancourt, and Zimballi Country Club outside Durban are among the country's most popular. To follow tee time with tasting tours, head to the Cape Winelands, where the 24-four-room Leeu Estates strikes the perfect balance that allows guests to experience some of the region's top courses and vintages. The historic hamlets of Franschhoek and Stellenbosch are home to wine estates such as Boschendal, DeLaire Graff, and Tokara, take the hop-on-hop-off Franschhoek Wine Tram to sample them all.

Mind, Body, and Soul
Sublime landscapes and immersive wellness experiences go hand in hand in South Africa. At the 11-room, cliff-top Birkenhead House in Hermanus, crashing waves make a soothing soundtrack to indulgent spa treatments. The Balinese-inspired spa at the 24-room Fairlawns Boutique Hotel is hidden in a bamboo forest, a world away from Johannesburg's frenetic pace. Don't leave without trying an Indian head massage and standing beneath the spa's waterfall.

From top: Bloukrans Bridge Bungee, Cape Winelands' vineyards, and the beach path in Hermanus.

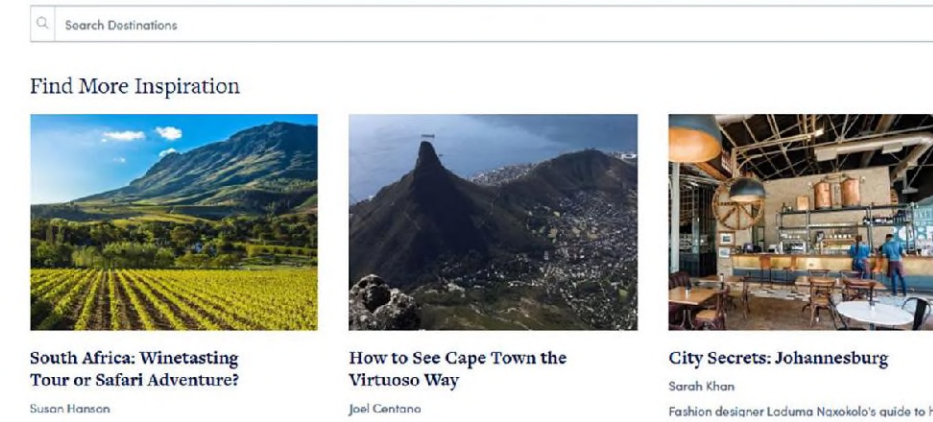
As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Virtuoso with the inclusion of a full-page advertorial in the January/ February issue of Virtuoso, The Magazine. The advertorial highlighted the destination's rich offering beyond safari, including adventure, food & wine, golf and wellness experiences. *Reporting was only made available in January and, as such, is captured in this report.*

- High level KPI → magazine distributed to 203,834 US and Canadian households



Brand affinity initiatives

Distribution Channel Initiatives Implemented Virtuoso Communities Campaign (Adventure) – January 2025



Between world-class golf, award-winning wines, culture-infused wellness rituals, and adrenaline-spiking adventures, there’s so much more to explore.

When travelers dream of safaris, [South Africa](#) inevitably tops their wish lists – from savannas to arid deserts, the country boasts varied landscapes brimming with wildlife. But there are plenty of other reasons Virtuoso advisors love planning South African trips for their clients.

“South Africa offers not only the transformative natural beauty of African landscapes and wildlife, but also the gorgeous beaches, world-class winelands, and sophistication of [Cape Town](#),” says Virtuoso travel advisor Kirsten Morrison.

Whether you’re road-tripping the scenic Garden Route, winetasting your way through Franschhoek, or whale-spotting in the Atlantic, there’s always more to discover in South Africa.



Explore the Nordic region with [50 Degrees North](#), glaciers and Galápagos with [Celebrity Cruises](#), and all the wild places with [Aurora Expeditions](#).

Say “Yes” to Adventure

Sleep beneath the northern lights in an enchanting glass igloo in Lapland. Cycle around Corsica, then refuel with Michelin-starred cuisine. Come face to face with the lions and rhinos in South Africa, then toast the day with a sundowner from your private deck overlooking the savannah. When you adventure the Virtuoso way, you’ll never sacrifice refinement for ruggedness. Connect with your Virtuoso travel advisor today for a world of off-the-beaten-path experiences.

Ready to go? Explore these offers and trip ideas.



South African Tourism *South Africa*

[This outdoor playground](#) frees the adventurous spirit within through wildlife-filled safaris, cage diving with sharks, gorgeous hikes, and more.



Intrepid Travel *Iceland*

Calling all nature lovers, thrill seekers, and fearless travelers. Book by Jan 31 for **20% off select Iceland adventure** departing now through Mar 31.



Natural Habitat Adventures *Homer, Alaska, United States*

Get exclusive proximity to Lake Clark National Park’s brown bears alongside expert naturalist guides. Watch them roam, fish, and forage from a scenic [Bear Camp](#).

As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Virtuoso by participating in the Communities B2C email campaign targeting adventure coded consumers. We highlighted the destination as an outdoor playground ready to help them free the adventurous spirit within. The click through to Virtuoso’s SA content library (including our recent advertorial feature story on adventure, food & wine, golf and wellness experiences) helped consumers learn more about SA’s unique offerings and the CTA was to connect with their Virtuoso advisor to start planning the ultimate adventure holiday. *Reporting was only made available in February and, as such, is captured in this report.*

- High level KPI → email distributed to 16,421 adventure coded consumers and 1,194 Virtuoso-member adventure travel advisors in the US & Canada



Brand affinity initiatives

Distribution Channel Initiatives Implemented Virtuoso Themed Travel Email Campaign (Family & Celebrations) – February 2025




VIRTUOSO. MEMBER

Search Wanderlist Sign In

Travel Advisors Destinations Hotels Cruises Tours Why Virtuoso Inspiration

Reignite Your Spark

Escape the mundane with family adventures in South Africa



Pristine coastlines, exotic wildlife, cosmopolitan cities, and scenic countryside: **South Africa** has it all as more and more families are discovering. The country offers a wealth of exciting experiences – including jaw-dropping game-viewing opportunities. Believe us: Encountering lions, leopards, elephants, rhinos, giraffes, and zebra in the wild is a sight you'll never forget.

Featured tours

PRESENTED BY INTREPID TRAVEL

South Africa Family Safari with Teenagers (12 Days)

Available for departures April 6, 2025, through December 31, 2026

Combine cultural and wildlife experiences on this 12-day family adventure through South Africa and Eswatini (Swaziland). Visit South Africa's most famous township, Soweto, before heading out into the wilderness. Search for the "big five" in Hluhluwe Game Reserve, kayak around Kosi Bay, and head into the vast expanses of Hlane National Park. Venture into Kruger National Park for more unbelievable wildlife watching, participate in village life at a community homestay, and see the stunning colors of Blyde River Canyon.

DESTINATIONS:
Johannesburg, South Africa • Hluhluwe Game Reserve • Hluhluwe-Imfolozi Park • Kosi Bay, South Africa • Hlane National Park • Kruger National Park, South Africa • Phiring Village, South Africa • Blyde River Canyon, South Africa

Connect with your Virtuoso travel advisor for best available rates

[VIEW TOUR](#)

PRESENTED BY KER & DOWNEY

A South Africa Family Safari (13 Days)

Available for departures through June 11, 2027

This eclectic family safari features something for everyone along the varied and unique landscapes exclusive to The Cape. Begin with "big five" game drives in the Eastern Cape and polo lessons in Plettenberg, then continue on to whale watching and horseback riding on Walker Bay and guided wanderings through Cape Town and its surrounding Wineands.

DESTINATIONS:
Kwandwe Private Game Reserve, South Africa • Plettenberg Bay, South Africa • Hermanus, South Africa • Cape Town, South Africa

Connect with your Virtuoso travel advisor for best available rates

[VIEW TOUR](#)

PRESENTED BY AFRICAN TRAVEL, INC.

Family Safari in South Africa (10 Days)

Available for departures through December 31, 2025

This family-friendly safari begins in Cape Town, where children can delight in African penguins and special activities at the Cape Grace, including gingerbread decorating and stargazing. Journey to Grootbos Nature Reserve to explore Milkwood forests, discover secret beach caves, and embark on guided 4x4 flower safaris, horseback riding, and cruises in search of the Marine Big Five. Conclude at Shamwari Game Reserve, a wildlife haven with conservation education at the Wildlife Rehabilitation Centre and thrilling game drives.

DESTINATIONS:
Cape Town, South Africa • Grootbos Private Nature Reserve, South Africa • Shamwari Private Reserve, South Africa

Connect with your Virtuoso travel advisor for best available rates

[VIEW TOUR](#)

Top Destinations for Families

- **Kruger National Park**, one of the world's largest wildlife reserves boasting an almost unparalleled array of indigenous species
- **Luxurious Sabi Sands Private Game Reserve, Timbavati Game Reserve, and Manyleli Game Reserve** where you can have adrenaline-charged safari experiences on private guided tours
- **Cape Town**, home to V&A Waterfront, Two Oceans Aquarium, Hout Bay, Boulders Beach, and one of the new 7 wonders of nature, Table Mountain
- **Kirstenbosch Gardens**, which forms part of the Table Mountain National Park
- **Cradle of Humankind**, a World Heritage site that is home to the largest known concentration of human ancestral remains anywhere in the world
- **Lesedi Cultural Village** where you can enjoy an encounter with people of Zulu, Xhosa, Pedi, and Basotho origin while learning about their cultures
- **Gold Reef City**, South Africa's coolest theme park with some of the country's fastest, biggest, most twisting and turning thrill rides
- **Durban's Golden Mile**, perfect for a beach holiday with a visit to uShaka Marine World, an aquarium that showcases the diversity of the Indian Ocean

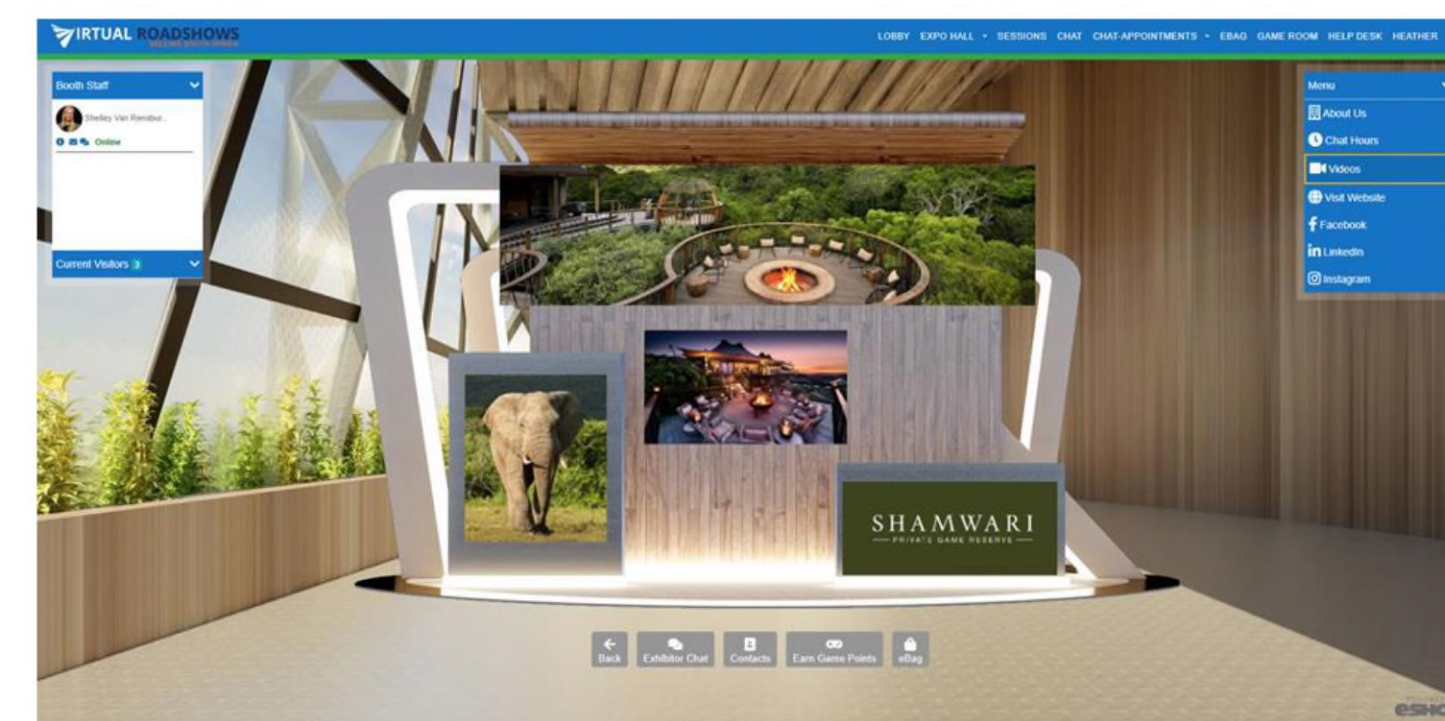
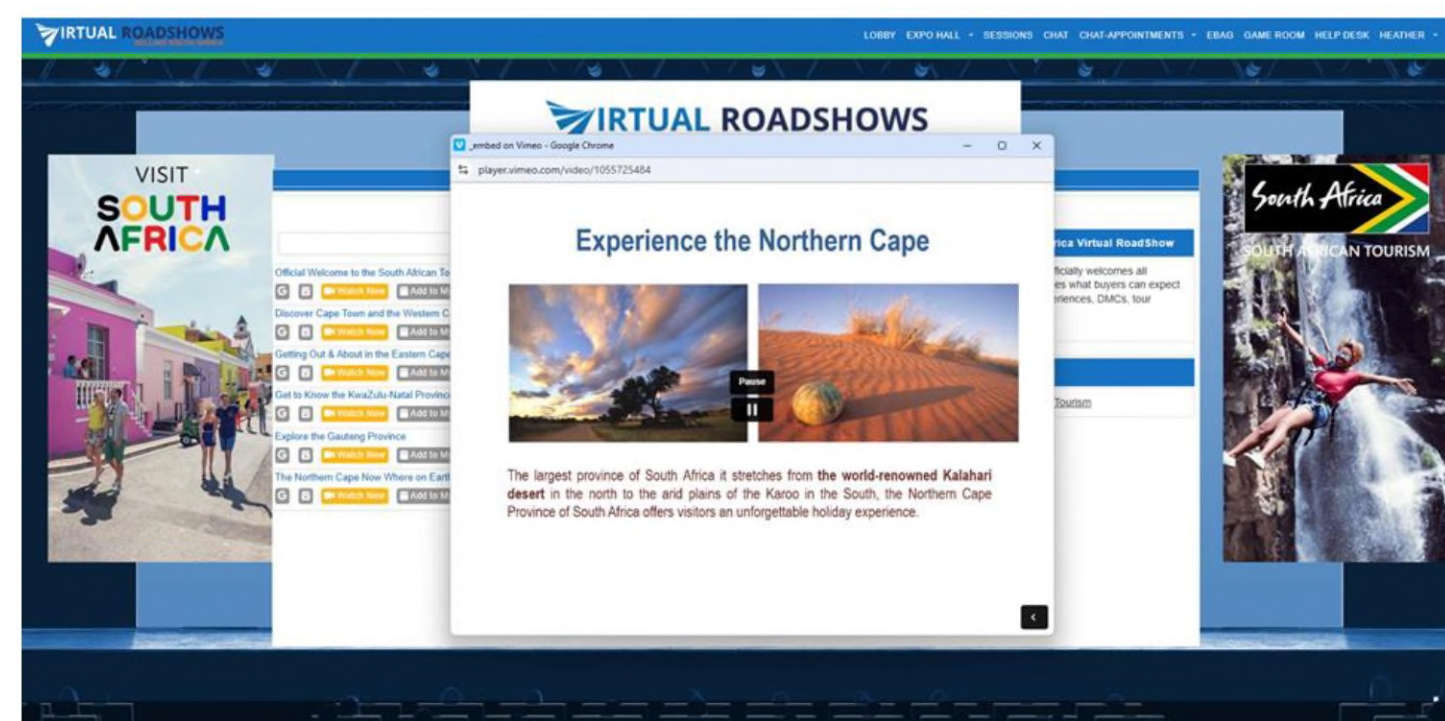
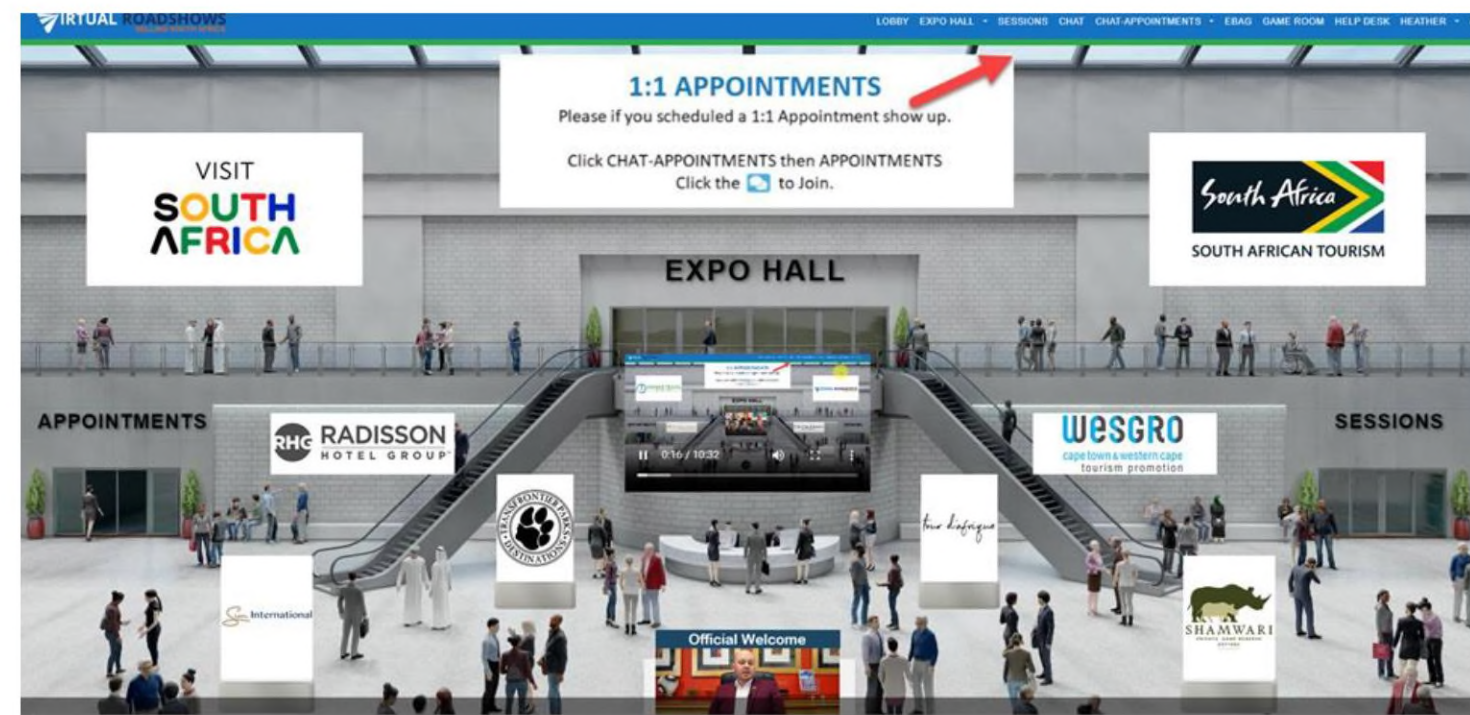
As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Virtuoso by participating in their February themed email campaign entitled "Family & Celebrations." Following an introduction on why South Africa is well suited to helping family travelers escape the mundane, SAT highlighted packages from three Virtuoso-member tour operators (Intrepid Travel, African Travel, Ker & Downey) showcasing our variety of family-friendly experiences and affordable luxury offerings with a call to action to book with the operators.

- **High level KPI → email distributed to 75,000 consumers and 10,000 Virtuoso-member travel advisors in the US & Canada**



Brand affinity initiatives

Distribution Channel Initiatives Implemented SAT North America Virtual Roadshow – February 2025



As part of our distribution channel initiatives to build brand affinity, and facilitate market access, SAT North America hosted its first-ever virtual roadshow to allow SA DMCs, tour operators, hotels, lodges, unique experiences and Provinces to engage directly with American and Canadian travel advisors through 1:1 pre-scheduled 15-minute meetings and real time engagements via chat or video. Custom booths for each exhibitor included opportunities to display banners & logos, videos, downloadable info sheets, e-brochures, and links to social media profiles. Each of the three days was timed to maximize the impact on the major US/ CAN time zones (West Coast, Central and East Coast). Following the show, all exhibitors received a list of all travel advisors that attended (with full contact details).

- High level KPI -> 47 SA exhibitors (including 13 SMMEs) participated; 592 USA/ CAN travel advisors attended in person, with 759 1:1 pre-scheduled, meetings held, and 3,831 engagements via chat and 1,114 engagements via video with "walk-ins." 7,213 documents were viewed/ downloaded from exhibitor booths and there were 2,199 views of the Provincial destination training sessions. The SAT COO welcome video was the most widely viewed of all sessions. An additional 1,150 travel advisors who could not attend in person, but opted in to be contacted were included in the leads report each exhibitor received.



Brand affinity initiatives

Distribution Channel Initiatives Implemented Travel Leaders Network Email Campaign (Re-Blast) – January 2025



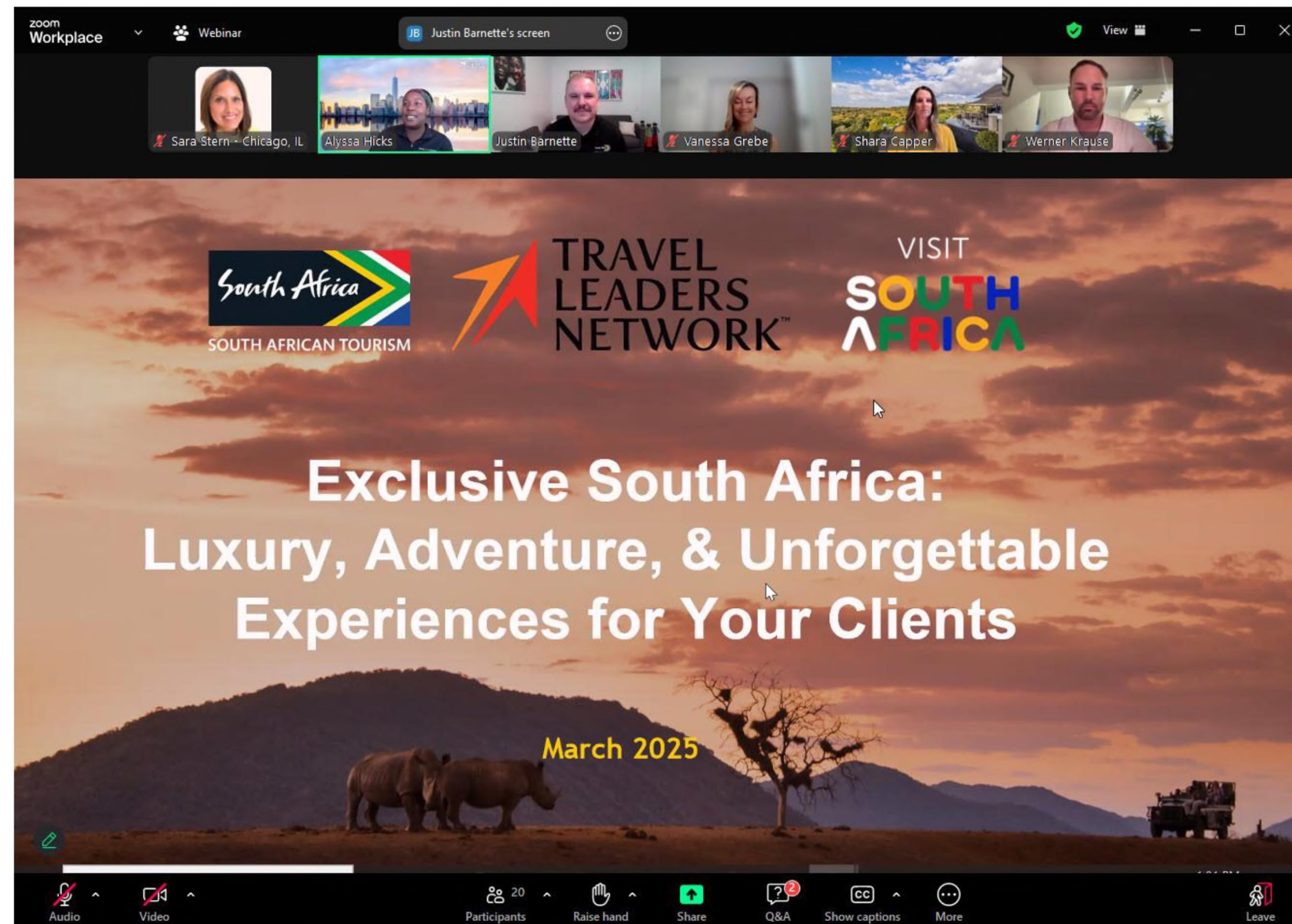
As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Travel Leaders Network by re-blasting our well received B2B Interactive Email Campaign detailing South Africa’s six user-centric pillars as 6 Reasons Your Clients Will Love South Africa. Each tab leads to detailed info on the individual pillar, including key experiences throughout the country, and featured a :15sec video on the pillar. *Reporting was only made available in February and, as such, is captured in this report.*

High level KPI → email distributed to 53,995 TLN member travel advisors



Brand affinity initiatives

Distribution Channel Initiatives Implemented
Travel Leaders Network Webinar – March 2025



As part of our distribution channel initiatives to build brand affinity, SAT North America continued our marketing program with Travel Leaders Network, presenting an engaging webinar training highlighting the destination's unforgettable luxury experiences and adventure offerings. The hour-long session included guest presentations by Internova SELECT Hotels & Resorts partners Shamwari Private Game Reserve in the Eastern Cape, the Four Seasons Hotel The Westcliff Johannesburg, and The Silo Hotel in Cape Town. The recording will be stored in the Travel Leaders' Online Training Library for future viewing by travel advisor members unable to attend the live session for one year.

- **High level KPI → 47 travel advisors attended live, with an additional 10 requesting the recording; recording uploaded to Travel Leaders intranet for on-demand viewing for one year**



SOUTH AFRICAN TOURISM

Brand affinity initiatives

Distribution Channel Initiatives Implemented Travel Leaders Network Email Campaign – March 2025



Become a South Africa Specialist

Let South African Tourism equip you with the knowledge to plan customized itineraries by getting certified as an SA Specialist. SA Specialist is an interactive online learning program that will improve your knowledge of South Africa and deliver you the skills to better sell and market travel to South Africa to your clients. After getting certified, you will receive an SA Specialist logo to use on your website and email signature to let your clients know you are ready to start planning their dream trip to South Africa.

[Become a South African Specialist today!](#)

Invite Your Clients to #VisitSouthAfrica

From breath-taking beauty to sun-soaked coasts, from wildlife to active adventure, from vibrant urban energy to the incredible warmth and cultural diversity of the people – South Africa is a traveler's dream.



Invite your clients to experience a country filled with rich, authentic, unfiltered experiences by [sharing our latest video](#) brought to you by TBCSA with TOMSA. In it, they'll find the always entertaining Trevor Noah answering frequently asked questions about his homeland of South Africa.

WATCH VIDEO



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SupportServices@TravelLeaders.com
800-940-2122

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If you wish to stop receiving all email communications from Travel Leaders Network, you may [unsubscribe](#).

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As part of our distribution channel initiatives to build brand affinity, SAT North America continued our program with valuable travel consortia Travel Leaders Network by distributing a follow-up emailer with a call to action to share the popular TBCSA/ TOMSA produced Trevor Noah video with their clients, and to enroll in the SA Specialist course to equip them to better create South African itineraries for their clients.

High level KPI → email distributed to 55,000 US member travel advisors and 3,000 Canadian member travel advisors



Brand affinity initiatives

Distribution Channel Initiatives Implemented
Travel Market Place Vancouver – February 2025



As part of our distribution channel initiatives to build brand affinity, SAT North America traveled to Canada to participate in Travel Market Place Vancouver where we engaged with Western Canada based travel advisors through a trade show format, networking events, a breakout session presentation, and a mainstage “hot seat” destination update. The event provided an opportunity to further engage travel advisors in Vancouver, one of Canada’s densest, most ethnically diverse cities, on South Africa’s range of tourism offerings and value-for-money proposition.

- **High level KPI → 68 travel advisors engaged during the trade show; 49 travel advisors engaged through breakout session presentation, full delegation in attendance of 356 advisors and 141 industry stakeholders engaged through mainstage “hot seat” destination update**



Brand affinity initiatives

Distribution Channel Initiatives Implemented International LGBTQ+ Travel Association (IGLTA) eBlast – January 2025



24 JANUARY 2025



ATTEND THE NEW YORK TRAVEL & ADVENTURE SHOW FOR FREE AS SOUTH AFRICA'S VIP GUEST!

With Cape Town recently announced as the host of World Pride 2028, IGLTA member South African Tourism invites you to attend the New York Travel & Adventure Show on 25-26 January happening at the Jacob Javits Convention Center — for FREE as their VIP guest! Stop by Booth 209 to learn all about the variety of fabulous experiences that await you when you #VisitSouthAfrica. Beyond the Rainbow Nation, LGBTQ+ travelers and their allies will find a warm welcome from other destination within the LGBTQ+ travel pavilion including I Love New York, Florida Keys and Key West, Variety Cruises World and World Heritage Cultural Center.

[REGISTER FOR FREE →](#)



Love where you travel.

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Fort Lauderdale, FL 33334
USA
Email Us : iglta@iglta.org
Call Us : [+1.954.630.1637](tel:+19546301637)

As part of our distribution channel initiatives to build brand affinity, SAT North America leveraged our program with the International LGBTQ+ Travel Association (IGLTA) to distribute an email blast highlighting the recent announcement that Cape Town will host World Pride 2028 and inviting IGLTA newsletter subscribers to visit the SAT stand at the New York Travel & Adventure Show as part of the LGBTQ+ pavilion showcasing destinations that are especially friendly to LGBTQ+ travelers.

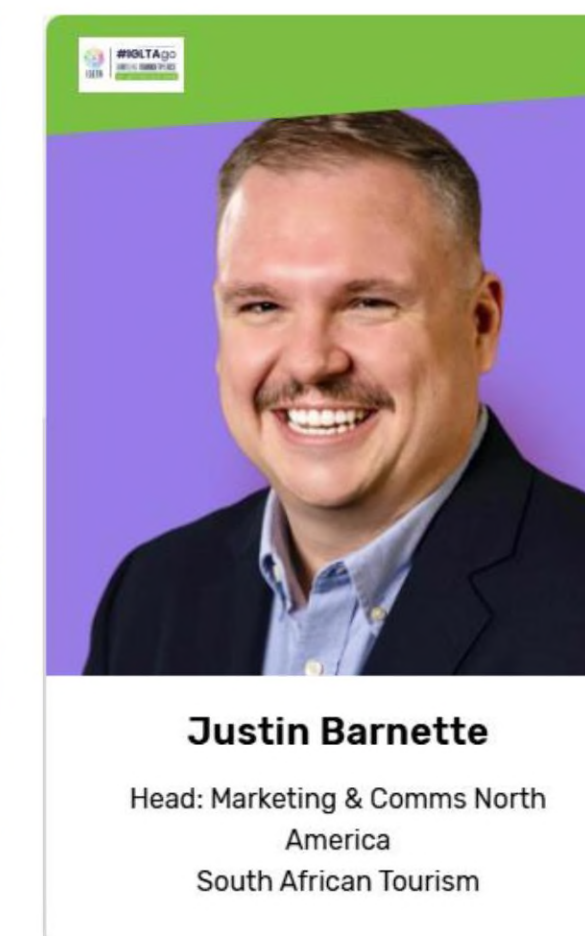
- High level KPI → email distributed to 43,000 LGBTQ+ consumers



SOUTH AFRICAN TOURISM

Brand affinity initiatives

Distribution Channel Initiatives Implemented #IGLTAgo Virtual Marketplace – February 2025



Justin Barnette

Head: Marketing & Comms North America
South African Tourism

“South Africa is the LGBTQ+ capital of Africa with thrilling safaris, picturesque winelands and welcoming communities that will have your clients falling in love with the Rainbow Nation.



As part of our distribution channel initiatives to build brand affinity, SAT North America participated in #IGLTAgo, an appointment-based virtual marketplace that matched SAT with LGBTQ+ welcoming tourism buyers and media for 15-minute virtual meetings in service of expanding LGBTQ+ travel worldwide. During the meetings, SAT shared the destination’s unique LGBTQ+ travel value proposition and presented destination and product updates (including the hosting of World Pride 2028) to continue building demand for travel from this valuable North American audience segment. SA IGLTA member operators and products Afrigay Travel, Travel Republic Africa, The Liz McGrath Collection, and Steenberg Hotel & Spa also participated.

- High level KPI -> 6 buyers/ trade engaged, 10 media/ content creators engaged; 4 SA products supported



Brand affinity initiatives

Distribution Channel Initiatives Implemented (Consumer Activation)
Atlanta Travel & Adventure Show – January 2025



As part of our distribution channel initiatives to build brand affinity, SAT North America exhibited at the Atlanta Travel & Adventure Show as part of the Africa Pavilion. Despite an unexpected winter storm (the first in the area since 2018), SAT showcased the destination's key experiences and direct air access via Delta Air Lines throughout the weekend. Consumers were engaged at the SAT stand, as well as through a 45-minute destination workshop presentation on the Savvy Traveler stage. Contact details were gathered, and leads were directed to tour operators Gate 1 Travel and Go Touch Down Travel & Tours who were also exhibiting at the show with value-for-money SA packages.



- High level KPI -> 4,011 consumers attended the show with 185 leads generated; 49 consumers engaged during the destination workshop presentation

Brand affinity initiatives

Distribution Channel Initiatives Implemented (Consumer Activation)
New York Travel & Adventure Show – January 2025



As part of our distribution channel initiatives to build brand affinity, SAT North America exhibited at the New York Travel & Adventure Show as part of the LGBTQ+ Pavilion. SAT showcased the destination's LGBTQ+ value proposition (including the recent announcement that Cape Town will host World Pride 2028), as well as key experiences suitable for all travelers, and direct air access via United Airlines throughout the weekend. Consumers were engaged at the SAT stand, as well as through a pair of destination presentations on the Global Beats stage. Contact details were gathered, and leads were directed to tour operators Adventure to Africa, Goway Travel, Collette, Gate 1 Travel and Go Touch Down Travel & Tours who were also exhibiting at the show with value-for-money SA packages.



- High level KPI -> 23,453 consumers attended the show with 209 leads generated; 97 consumers engaged during the destination presentations

Brand affinity initiatives

Distribution Channel Initiatives Implemented (Consumer Activation)
Washington DC Travel & Adventure Show – March 2025



As part of our distribution channel initiatives to build brand affinity, SAT North America exhibited at the Washington DC Travel & Adventure Show as part of the LGBTQ+ Pavilion. SAT showcased the destination's LGBTQ+ value proposition (including the recent announcement that Cape Town will host World Pride 2028), as well as key experiences suitable for all travelers, and direct air access via United Airlines throughout the weekend. Consumers were engaged at the SAT stand, as well as through a pair of destination presentations on the Global Beats stage. Contact details were gathered, and hot leads were directed to tour operators Gate 1 Travel and Go Touch Down Travel & Tours who were also exhibiting at the show with value-for-money SA packages.



High level KPI -> 11,692 consumers attended the show with 212 leads generated; 94 consumers engaged during the destination workshop presentation

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

NYU Placemaking & Destination Branding Course Lecture – April 2025

COME FIND
YOUR JOY



As part of our localized marketing campaigns to increase demand, SAT North America presented a guest lecture for students in New York University's Placemaking and Destination Branding course. The 90-minute session explored the powerful role storytelling plays in destination marketing to help places feel more relatable, memorable, and true to their authentic spirit while crafting narratives that resonate with travelers' aspirations and sense of adventure. It also included a robust discussion around the importance of working with the travel trade and media to extend a DMO's reach and impact. The team leveraged the opportunity to discuss the upcoming local launch of the new global brand campaign and showed the TVC. It was a great opportunity to connect with the next generation of placemakers and tourism professionals.

- **High level KPI -> 29 students attended**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed
HSBC SVNS World Championship – May 2025



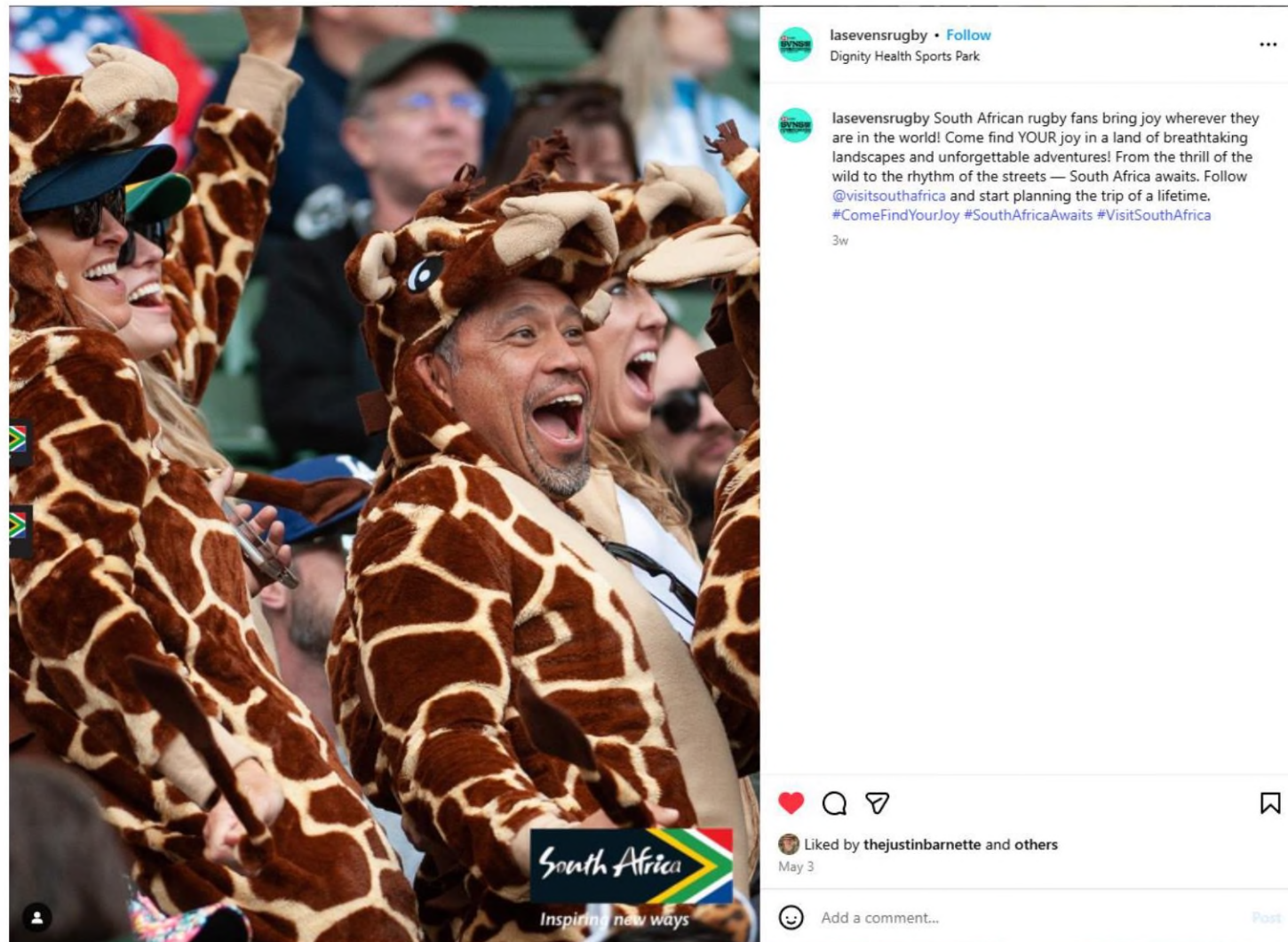
As part of our localized marketing campaigns to increase demand, SAT North America unveiled the new global brand campaign, “South Africa Awaits — Come Find Your Joy!”, at the HSBC SVNS World Championship in Los Angeles. The in-venue messaging included videoboard TVC spots, LED and static field board signage, and campaign-themed PA announcements. There was also social media brand integration with the @LAsevensrugby accounts. The team supported the SACG Los Angeles with their pop up at the Fan Festival that took place around the venue and local travel advisors from ALTOUR and Cadence Travel were on hand to chat with fans about value-for-money packages to South Africa. The Blitzboks capped off the event by claiming their fifth Series title with a 19-5 win over Spain.


- High level KPI -> 30,000 consumers attended throughout the weekend; 786,000 in-venue media impressions; 7,938 social impressions; SACG LA supported



Localized marketing campaigns to increase demand


Localized Marketing Campaigns Executed HSBC SVNS World Championship – May 2025 (2)



COME FIND YOUR JOY southafrica.net 

:10sec PA Announcement Text

From the thrill of the wild to the rhythm of the streets — South Africa awaits. Come find your joy in a land of breathtaking landscapes and unforgettable adventures. Visit South Africa dot net and start planning the trip of a lifetime today! South Africa awaits – Come Find Your Joy!




Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Campaign Launch – May 2025



South African Tourism officially unveiled its new global brand campaign, "South Africa Awaits — Come Find Your Joy!", this past weekend at the HSBC SVNS World Championship at Dignity Health Sports Park in Los Angeles, bringing South Africa's vibrant spirit to its top overseas market.

The "South Africa Awaits — Come Find Your Joy!" campaign is a celebration of the country's boundless energy, rich culture, and extraordinary experiences. It invites travelers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

The launch coincided with a triumphant moment on the pitch, as South Africa clinched their fifth men's Series title with a 19-5 victory over Spain, capping off the 2025 international rugby sevens season in style.

"In a world where life's simple joys often get lost in the rush of daily routines, our new global campaign is an invitation to reignite that child-like curiosity and embrace the thrill of exploration," said Thembisile Sehloho, Chief Marketing Officer of South African Tourism.

Through immersive visuals, from the vibrant streets of Johannesburg to the tranquil beauty of the Cape winelands, the campaign's creative content takes audiences on a captivating journey that reaffirms the country's reputation as a leading global destination for wildlife, culture, and adventure. It aligns seamlessly with South African Tourism's broader vision of driving economic growth and community upliftment through tourism. "By spotlighting our people, our traditions, and our artistic spirit, we're offering the world a truly immersive and meaningful travel experience," explained Sehloho.

A Campaign Backed by Growth and Opportunity

North America continues to be a key market for South African Tourism. In 2024, the United States was South Africa's number one overseas source market, with a 5.2% increase in American arrivals compared to 2023. Canada also experienced growth of 5.5% year-over-year, underscoring the effectiveness of collaborative efforts between South African Tourism, the private sector, and the travel trade.

Momentum has carried into 2025, with North American arrivals up 4.1% year-over-year in the first quarter.

"American travelers are actively seeking destinations that offer meaningful, culturally enriching, and adventurous experiences, and South Africa delivers on all fronts," said Darryl Erasmus, Chief Operations Officer of South African Tourism.

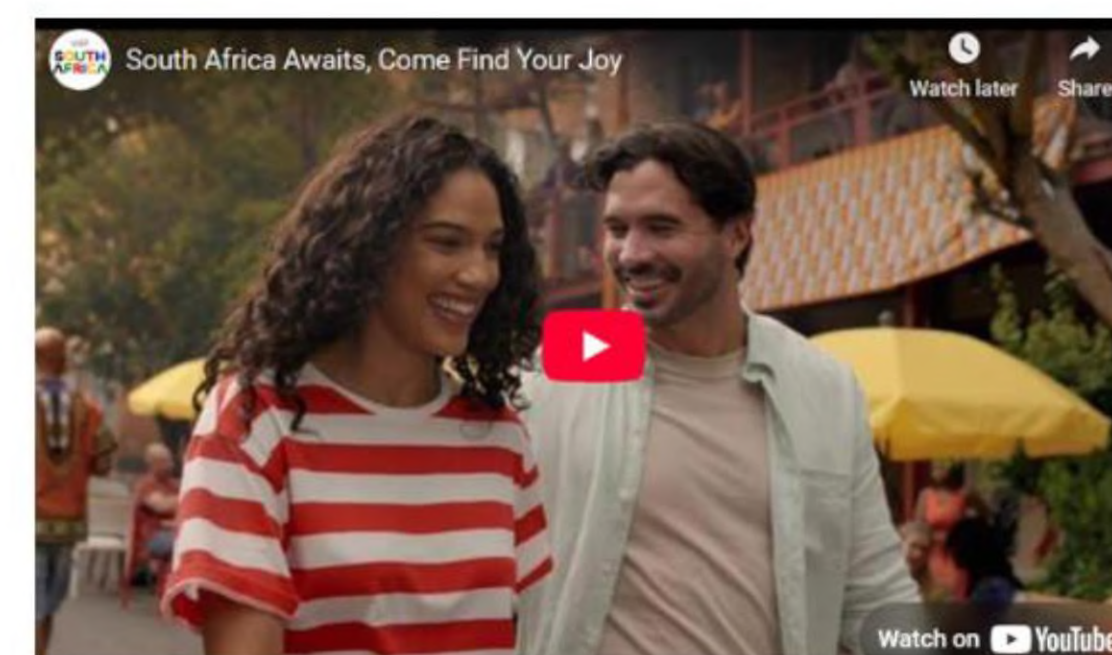


"From breathtaking safaris and rich cultural explorations to vibrant city life, world-class gastronomy, and award-winning wine, South Africa offers unmatched diversity. We are incredibly grateful to the U.S. and Canadian travel trade for their continued support. Your passion and partnership have been instrumental in growing demand for our destination," Erasmus continued.

What's Next? The Joy-Fueled Rollout Continues

As the "South Africa Awaits — Come Find Your Joy!" campaign continues its rollout in North America and other global markets, it aims to inspire a new wave of travelers to explore the country's music, culture, landscapes, and cuisine.

For the travel trade, this campaign offers renewed storytelling tools and fresh energy to drive bookings — and to position South Africa not just as a destination, but as an experience that stays with travelers long after they return home.



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In May, we shared an arrivals update, as well as details of the local launch of the new global brand campaign, "South Africa Awaits — Come Find Your Joy!" along with the TVC creative via YouTube link.

- **High level KPI -> email distributed to 14,847 trade from our CRM database, including travel agents, tour operators & MICE recipients, plus an additional 5,360 USA/CAN advisors selling Africa as top 3 destination that are not part of our CRM database (as expanded reach with taCONNECT)**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Indaba Recap – May 2025



The projected economic benefits spurred by Africa's Travel Indaba 2025, from event infrastructure and logistics to accommodation, restaurants, and local transport services, have been significant. The direct economic impact of Africa's Travel Indaba on Durban's GDP is estimated at R574-million, with direct spending totalling more than R232-million, highlighting the substantial economic benefits. Additionally, the event created over 2,000 jobs, particularly for the youth and local communities, with an anticipated household income contribution exceeding R140 million.

Current figures (still to be audited) indicate that Africa's Travel Indaba 2025, themed 'Unlimited Africa', hosted more than 9,990 attendees, marking an impressive 7.7% increase compared to 9,280 delegates that attended in 2024 with over 24 500 quality meetings held. The event attracted 1,348 exhibitors and 1037 buyers, with both exhibitor and international buyer numbers being the highest recorded in the past four years. A total of 27 African countries participated, including new entrants from Chad, St Helena, and Burkina Faso.

Africa's Travel Indaba 2025 was officially opened by His Excellency Paul Mashatile, South Africa's Deputy President, and Honourable Patricia de Lille, South Africa's Minister of Tourism.



Thembisile Sehloho, Chief Marketing Officer of South African Tourism, together with Sibusiso Gumbi, Acting Chief Executive Officer of KwaZulu-Natal Tourism & Film Authority; Winile Mntungwa, Deputy Head of Durban Tourism and Sandile Makhanya, Acting Marketing & Communications Executive of Inkosi Albert Luthuli International Convention Centre (Durban ICC), addressed the media at the wrap-up of Africa's Travel Indaba 2025 on 15 May.

"We are exceptionally proud to have once again delivered the premier showcase of the African continent's diverse tourism products and experiences," said Sehloho. "This year, we cemented Africa's Travel Indaba's position as a proudly Pan African event with a notable increase in the number of African countries participating. This success is a direct result of powerful collaboration with all our partners. The significant enthusiasm and business conducted reflect the robust growth and immense potential of the African tourism sector under the banner of 'Unlimited Africa,' added Sehloho."

Mntungwa said: "The economic ripple effect was felt far beyond the city centre, benefitting township and rural tourism enterprises- both formal & informal, including hospitality businesses in areas that hosted or serviced delegates through pre- and post-tours and local services. This highlights how large events can stimulate broader economic activity, empowering local communities and promoting sustainable development across diverse regions."

Gumbi expressed his deep confidence in the enduring partnership between South African Tourism, KwaZulu-Natal Tourism & Film Authority, the City of Durban, and the Durban ICC. "I am pleased to say that KwaZulu-Natal has hosted another very successful Africa's Travel Indaba with a record number of delegates, international buyers and airlines attending this year. As Tourism KwaZulu-Natal and Film Authority, we supported 26 emerging tourism businesses who exhibited at our stand and had the opportunity to network with buyers from across Africa."

He added that his organisation signed key Memorandum Of Understandings (MOUs) with eSwatini Tourism and Maloti-Drakensberg Transfrontier conservation Area Joint Marketing Agreement. This is part of the organisation's programmes to grow the Africa market for Kwa Zulu-Natal. They also had key engagements with several strategic partners such as Club Med and some airlines that will help grow their footprint globally.



Makhanya at the Inkosi Albert Luthuli International Convention Centre said: "Africa's Travel Indaba is undeniably our premier event. As the ICC, we are deeply committed to ensuring that this trade event showcases Africa to the world and contributes significantly and sustainably to our local economy. This year, we continued our initiatives to involve students from Durban University of Technology and local culinary talents, providing them with invaluable experience and opportunities within the event."

Nationally, the Department of Tourism, together with various provincial tourism authorities demonstrated their commitment to fostering an inclusive sector by supporting about 400 Small, Medium and Micro Enterprises (SMMEs) to participate at Africa's Travel Indaba 2025 granting them crucial access to the diverse array of international and local buyers attending the trade show. South African Tourism also hosted a sustainability village, providing free exhibition space to small businesses promoting arts and crafts.

During Africa's Travel Indaba 2025, Minister of Tourism, Patricia de Lille, reiterated the ambitious targets of the Department's five-year Tourism Growth Partnership Plan. These include growing total tourism employment from approximately 1.84 million jobs in 2024 to 2.5 million jobs, increasing domestic spend by 25%, growing tourism's GDP contribution from 8.8% in 2024 to 10%, and welcoming an extra million international air arrivals annually. The Minister also spotlighted South African Tourism's new global brand campaign, "South Africa awaits – Come Find Your Joy!"

Deputy President Paul Mashatile, in his opening address, championed the 'Unlimited Africa' theme as a bold declaration of Africa's promise. He highlighted that travel and tourism contributed 6.8% to Africa's GDP in 2023, with projections indicating a rise to 10.4% by 2030, and for South Africa, tourism currently contributes 8.9% to GDP, supporting 1.68 million jobs, with an ambitious target to grow this to 2.2 million jobs by 2030.



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In late May, we shared a recap on the success of Africa's Travel Indaba 2025, including the economic impact and highest recorded number of exhibitors and international buyers in the past four years.

- High level KPI -> email distributed to 14,766 trade from our CRM database, including travel agents, tour operators & MICE recipients

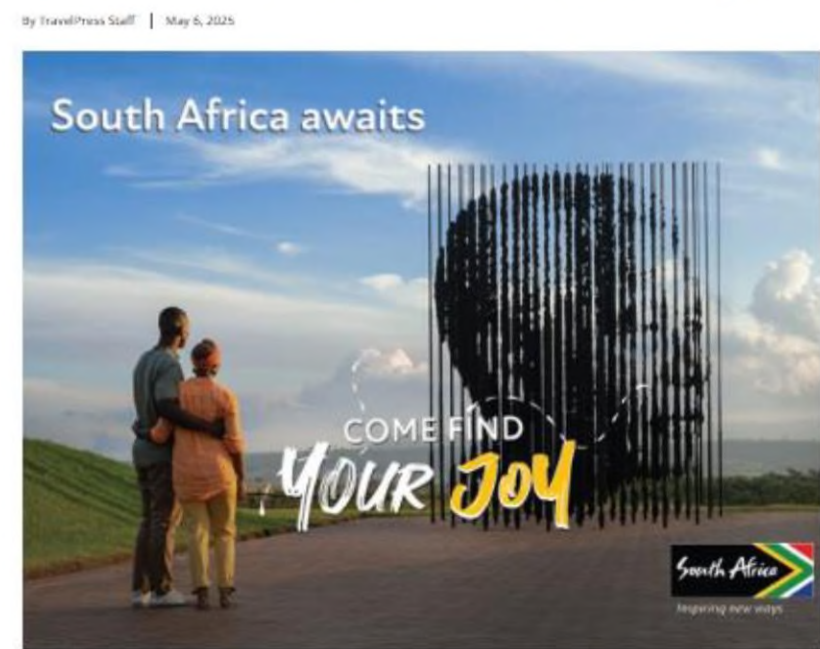


Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed Media Release, Campaign Launch – May 2025



South Africa Awaits – Come Find Your Joy



South African Tourism unveiled its new global brand campaign — “South Africa Awaits — Come Find Your Joy!” — during the HSBC SVNS World Championship held recently at Dignity Health Sports Park in Los Angeles.

The “South Africa Awaits — Come Find Your Joy!” campaign is a celebration of the country’s boundless energy, rich culture, and extraordinary experiences. It invites travellers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

The launch coincided with a triumphant moment on the pitch, as South Africa clinched its fifth men’s Series title with a 19-5 victory over Spain, capping off the 2025 international rugby sevens season in style.

Thembele Seloho, Chief Marketing Officer of South African Tourism, said: “In a world where life’s simple joys often get lost in the rush of daily routines, our new global campaign is an invitation to reignite that child-like curiosity and embrace the thrill of exploration.”

Through immersive visuals, from the vibrant streets of Johannesburg to the tranquil beauty of the Cape winelands, the campaign’s creative content takes audiences on a captivating journey that reaffirms the country’s reputation as a leading global destination for wildlife, culture, and adventure. It aligns seamlessly with South African Tourism’s broader vision of driving economic growth and community upliftment through tourism.

North America Tourism Numbers Rising

With the United States as South Africa’s top overseas source market in 2024, showing a 5.2% year-over-year increase in arrivals, the new campaign is designed to deepen the connection between travelers and the destination. Canada also saw a 5.5% uptick in visitor numbers, reinforcing the importance of the North American market.

With momentum already strong—North American arrivals rose 4.1% in Q1 2025—“Come Find Your Joy” serves as a rallying call for travel professionals to reignite interest in South Africa and leverage fresh storytelling to connect clients with one of the world’s most rewarding destinations.



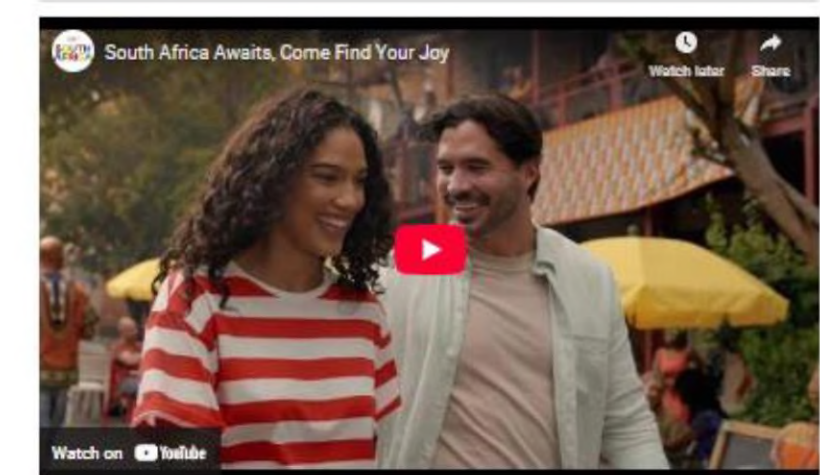
South Africa unveils global campaign at Rugby SVNS Championship victory.

“American travelers are looking for meaningful, culturally enriching and adventurous travel—and South Africa delivers on all fronts,” said Darryl Erasmus, Chief Operations Officer of South African Tourism, in a press statement. “We are incredibly grateful to the U.S. and Canadian travel trade for their continued support.”

The “Come Find Your Joy” campaign showcases South Africa’s diverse offerings—from safari adventures and vibrant city life to world-class wine and cuisine—through vivid storytelling and immersive visuals. It positions the country as a destination that offers not only exploration but also emotional renewal and authentic connection.

“In a world where life’s simple joys often get lost in the rush of daily routines, our new global campaign is an invitation to reignite that child-like curiosity and embrace the thrill of exploration,” said Thembele Seloho, Chief Marketing Officer of South African Tourism.

South Africa Launches a New Global Tourism Campaign in the U.S.



By James Shillinglaw, Apr 06, 2025 (post a comment) (0 comments)

South African Tourism officially unveiled its new global brand campaign, “South Africa Awaits — Come Find Your Joy!” this past weekend at the HSBC SVNS World Championship of Rugby at Dignity Health Sports Park in Los Angeles, bringing South Africa’s spirit to its top overseas market. (watch video above).



The “South Africa Awaits — Come Find Your Joy!” campaign is a celebration of the country’s boundless energy, rich culture, and extraordinary experiences. It invites travelers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

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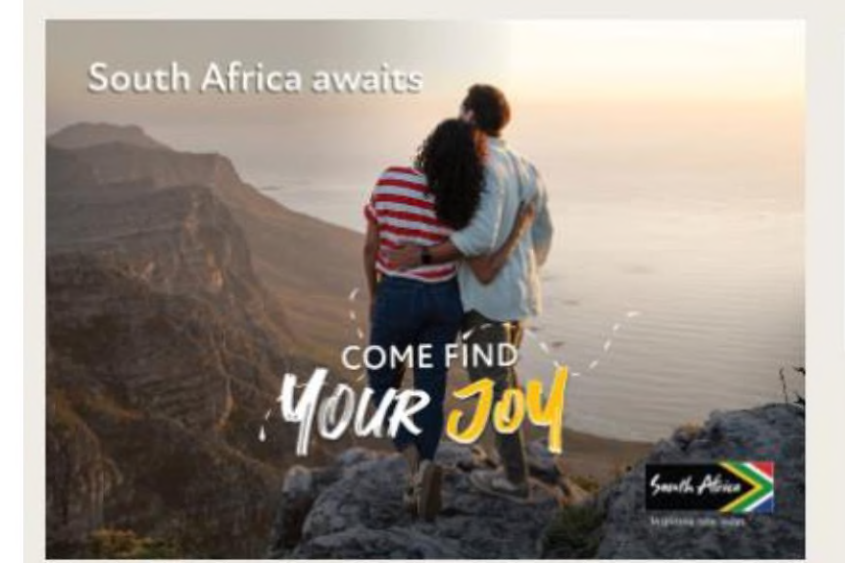
“By spotlighting our people, our traditions, and our artistic spirit, we’re offering the world a truly immersive and meaningful travel experience,” said Seloho.

North America continues to be a key market for South African Tourism. In 2024, the United States was South Africa’s number one overseas source market, with a 5.2 percent increase in American arrivals compared to 2023. Canada also experienced growth of 5.5% percent year-over-year, underscoring the effectiveness of collaborative efforts between South African Tourism, the private sector and the travel trade. Momentum has carried into 2025, with North American arrivals up 4.1 percent year-over-year in the first quarter.

“American travelers are actively seeking destinations that offer meaningful, culturally enriching, and adventurous experiences, and South Africa delivers on all fronts,” said Darryl Erasmus, chief operations officer of South African Tourism. “From breathtaking safaris and rich cultural explorations to vibrant city life, world-class gastronomy, and award-winning wine, South Africa offers unmatched diversity. We are incredibly grateful to the U.S. and Canadian travel trade for their continued support. Your passion and partnership have been instrumental in growing demand for our destination.”

South African Tourism Launches New Global Brand Campaign Celebrating Joy

By South African Tourism | 06-May-2025 | Article #132105



South African Tourism officially unveiled its new global brand campaign, “South Africa Awaits — Come Find Your Joy!”, this past weekend at the HSBC SVNS World Championship at Dignity Health Sports Park in Los Angeles, bringing South Africa’s vibrant spirit to its top overseas market.

The “South Africa Awaits — Come Find Your Joy!” campaign is a celebration of the country’s boundless energy, rich culture, and extraordinary experiences. It invites travelers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

The launch coincided with a triumphant moment on the pitch, as South Africa clinched their fifth men’s Series title with a 19-5 victory over Spain, capping off the 2025 international rugby sevens season in style.

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“By spotlighting our people, our traditions, and our artistic spirit, we’re offering the world a truly immersive and meaningful travel experience,” explained Seloho.

South African Tourism Launches New Global Brand Campaign



South African Tourism officially unveiled its new global brand campaign, “South Africa Awaits — Come Find Your Joy!”, bringing South Africa’s vibrant spirit to its top overseas market.

The “South Africa Awaits — Come Find Your Joy!” campaign is a celebration of the country’s boundless energy, rich culture, and extraordinary experiences. It invites travelers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

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A Campaign Backed by Growth and Opportunity
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Momentum has carried into 2025, with North American arrivals up 4.1% year-over-year in the first quarter.

“American travelers are actively seeking destinations that offer meaningful, culturally enriching, and adventurous experiences, and South Africa delivers on all fronts,” said Darryl Erasmus, Chief Operations Officer of South African Tourism.

“From breathtaking safaris and rich cultural explorations to vibrant city life, world-class gastronomy, and award-winning wine, South Africa offers unmatched diversity. We are incredibly grateful to the U.S. and Canadian travel trade for their continued support. Your passion and partnership have been instrumental in growing demand for our destination,” Erasmus continued.

What’s Next? The Joy-Fueled Rollout Continues
As the “South Africa Awaits — Come Find Your Joy!” campaign continues its rollout in North America and other global markets, it aims to inspire a new wave of travelers to explore the country’s music, culture, landscapes, and cuisine. ■

WWW.SOUTHAFRICA.NET

As part of our localized marketing campaigns to increase demand, SAT North America distributed a media release announcing the local launch of the new global brand campaign, “South Africa Awaits — Come Find Your Joy!”, to key travel trade media within the USA and Canada. The release included a YouTube link to the TVC creative to enhance visibility and engagement. Media outlets including Travel Press, Insider Travel Report, Recommend, Virtuoso, and World Traveler picked up the story, resulting in strong editorial coverage that amplified the campaign’s reach and impact.

- **High level KPI -> Based on standard industry estimates using 25-50% of each outlet’s UVPM, this coverage represents an estimated 41,554 to 82,760 impressions, not including Travel Press and World Traveler (UVPM data TBC). Insider Travel Report (UVPM: 14,408), Recommend (UVPM: 72,307), Virtuoso (UVPM: 77,500)**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Portal Promotions – May 2025



News of the Week - May 31

InsiderTravelReport <yournews@insidertravelreport.com>
To heather@travelrelations.com

Reply Reply All Forward Sat 5/31/2025 6:41 AM



Destinations



#1 Weekly Readership

What's Booking Well for Fora Travel This Summer?

Fora Travel, which bills itself as a modern host travel agency, released a new survey showing where travelers are booking ...[Read More](#)



#2 Weekly Readership

Kenya Stages West Coast Roadshow and Promotes Magical Kenya Travel Expo

The Kenya Tourism Board (KTB) has returned to the U.S. West Coast this week for the first time since the pandemic, hosting...[Read More](#)

Travel Advisors



#1 Weekly Readership

What Types Will Travel Offer in 2026 in North America?

South African Tourism is the national agency responsible for marketing South Africa as a premier destination for both leisure travel and business events.

From breathtaking landscapes and sun-soaked coastlines, to thrilling wildlife encounters and adrenaline-pumping adventures, from the dynamic energy of our cities to the warmth and cultural diversity of our people, South Africa is not just a destination, it's a soul-stirring experience that awakens your spirit and leaves lasting joy.

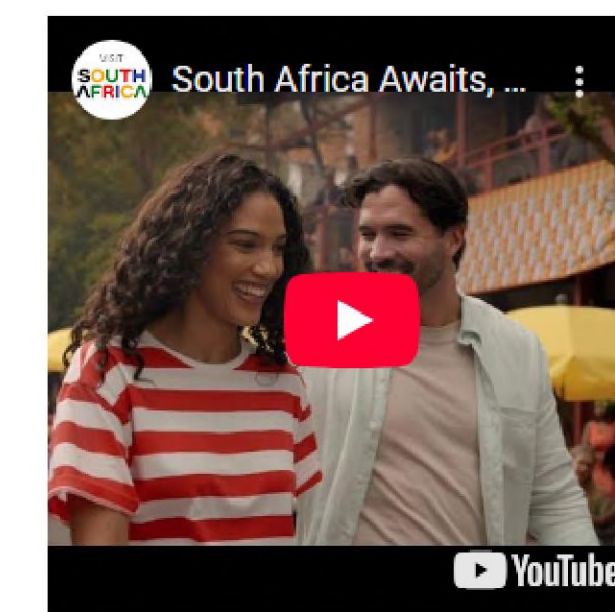
Our destination offers a wide variety of experiences in close proximity including wildlife safaris in 19 national parks, breathtaking diverse scenic outdoor spaces, vibrant modern designer cities, an amazing 2,500 km coastline with Blue Flag beaches, inspiring heritage and cultural journeys, as well as active adventure experiences and holidays offering impressive value for time and money at any budget.

South Africa Awaits – Come Find Your Joy!

Our country offers an extraordinary range of experiences, all within close proximity:

- Wildlife safaris across 19 national parks
- Stunning and diverse natural scenery
- Vibrant, cosmopolitan cities
- A spectacular 2,500 km coastline with numerous Blue Flag beaches
- Inspiring heritage and cultural journeys
- Exhilarating adventures and active holidays

All of this comes with exceptional value, whatever your clients' budget, you'll find South Africa delivers unforgettable moments worth every second and every penny.



→ [South Africa Awaits, Come Find Your Joy](#)



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[LATEST NEWS](#)

[Virtual Roadshow Recap &... Read More](#)

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In May, we conducted a B2B banner campaign on Insider Travel Report's newsletter to promote brand awareness and drive traffic to our destination portal where trade can engage with recent news, destination information and travel advisor sales and marketing resources.

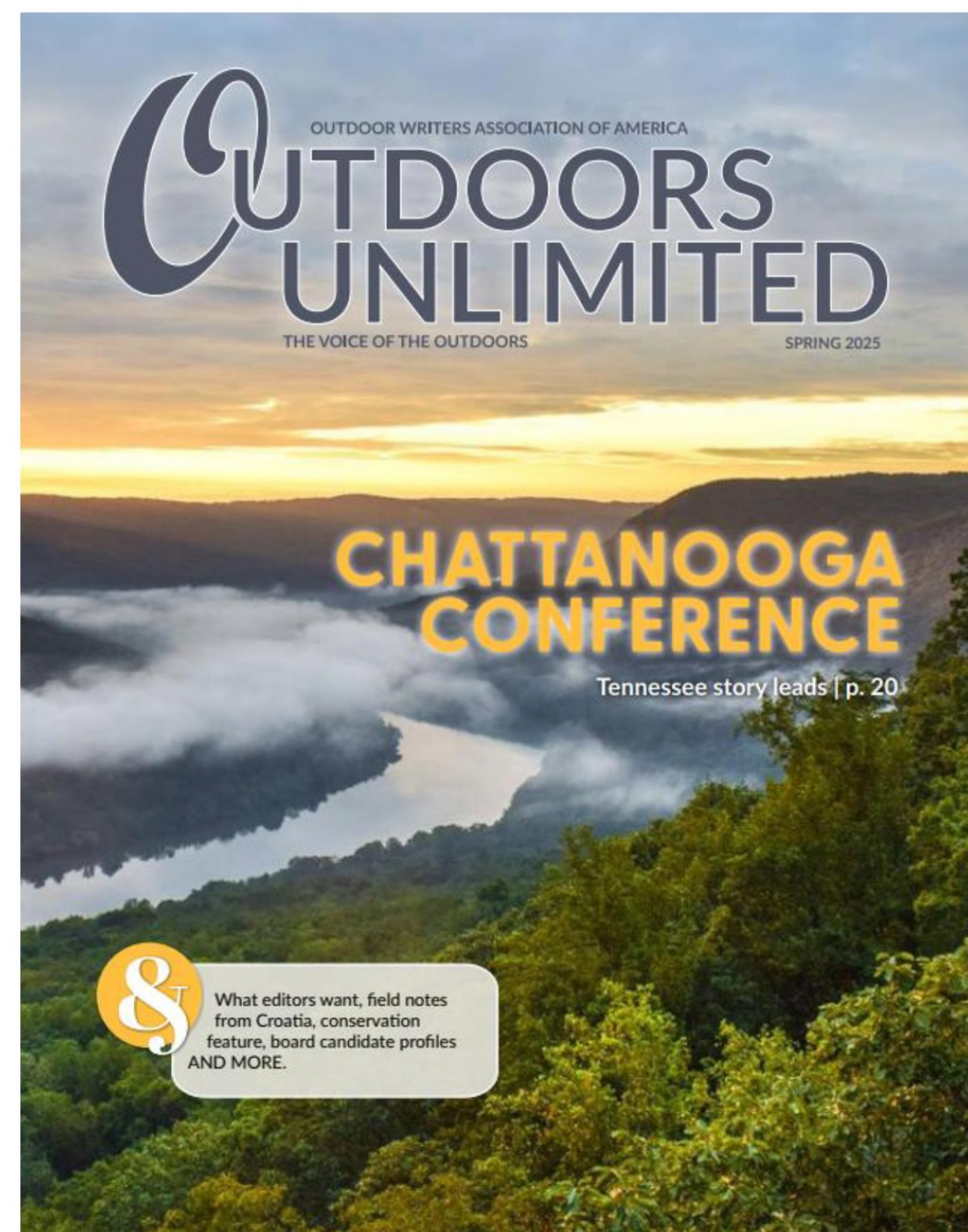
High level KPI -> 11,221 agent views; 36 agent clicks



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Outdoor Writers Association of America, Editorial – May 2025



SUPPORTING GROUP NEWS

SOUTH AFRICA

The ultimate playground for outdoor adventures

BY SOUTH AFRICAN TOURISM

Looking for your next great adventure? South Africa is a world-class destination for outdoor enthusiasts, offering a rich tapestry of activities to fuel both extreme thrill-seekers and those simply looking to immerse themselves in nature.



Garden Route: A natural wonderland with heart-stopping thrills

The Garden Route is a must-visit for anyone seeking both beauty and adventure. Home to the world's highest commercial bungee jump at Bloukrans Bridge, this region offers everything from canopy tours in Tsitsikamma National Park to exhilarating hikes along the Otter and Dolphin Trails. Golfers will also find top-tier courses like Pekaia Championship and Simola Golf & Country Estate. In addition, the town of Knysna, with its annual oyster festival and dramatic cliffs framing the lagoon, is a perfect base for outdoor enthusiasts.

KwaZulu-Natal: Adventure, culture and the spirit of challenge

In KwaZulu-Natal, outdoor adventure and cultural heritage blend seamlessly. Experience the Comrades Marathon, the world's most famous ultra-marathon, or tackle the Big Rush Big Swing at Moses Mabhida Stadium in Durban. Nearby, the Midlands offers charming villages and the Nelson Mandela Capture Site, while the coastal region promises epic surf breaks and warm beaches perfect for water sports.

Cape Town: Iconic views, extreme adventures and scenic escapes

Cape Town is an adventurer's dream. Whether it's cycling the Cape Town Cycle Tour's challenging 109-kilometer route or hiking to the top of Table Mountain, there's no shortage of outdoor activities. Shark-cage diving in Gansbaai offers a close-up look at the great white shark, while a visit to the Cape winelands lets you combine outdoor exploration with some of the world's finest wines.



Limpopo: Extreme golf meets safari serenity

For golfers who crave a challenge, Limpopo's Legend Golf & Safari Resort offers the world's longest and highest par-3 hole, accessible only by helicopter. After your round, unwind on a safari in the Entabeni Game Reserve, home to the Big Five and a UNESCO World Heritage biosphere.

South Africa's A to Z of adventure

No matter your passion, South Africa has an adventure waiting. Explore the country's varied landscapes through:
 Abseiling. Birdwatching. Boardsailing. Bungee jumping. Canoeing. Canopy tours. Caving. Clay-pigeon shooting. Crocodile cave diving. Cycling. Deep-sea diving. Deep-sea fishing. Elephant-back safaris. Fly-fishing. Free diving. Game viewing. Golfing. Hang gliding. Helicopter flips. Hiking. Horse riding. Horse racing. Hot-air ballooning. Kitesurfing. Kloofing. Meditation. Microlighting. Mountain biking. Mountain climbing. Ocean cruises. Photographic expeditions. Paragliding. Parasailing. Pony trekking. Power boating. Quad biking. Rapp jumping. Rhino tracking. River cruises. Rock climbing. Rowing. Running. Sand boarding. Scuba diving. Sea kayaking. Seal trips. Shark-cage diving. 4x4ing. Skateboarding. Skydiving. Snorkeling. Snow skiing. Spear fishing. Steam train rides. Star gazing. Sunset cruises. Surfing. Trout fishing. Tubing. Turtle tours. Walking safaris. Water-skiing. Whale watching. White-water rafting. Wine blending. Yachting. Zip-lining.

Your journey begins here

With such an extensive range of adventures to choose from, there's no better time to experience the wonders of South Africa. Whether you're seeking high-octane thrills or simply yearning for a scenic escape, this vast country has it all. The adventure of a lifetime awaits; grab your gear and head to South Africa for an unforgettable experience.

For more information about OWAA Supporting Group South African Tourism, visit southafrica.net.

As part of our localized marketing campaigns to increase demand, SAT North America worked with the Outdoor Writers Association of America to create an editorial feature that was included in their members only magazine (Outdoors Unlimited) as supporting group news. The editorial positioned South Africa as a world-class destination for outdoor enthusiasts, offering a rich tapestry of activities to fuel both extreme thrill-seekers and those simply looking to immerse themselves in nature. It highlighted the Garden Route, Cape Town, KwaZulu-Natal, and Limpopo as the perfect places to jumpstart a South African adventure trip.

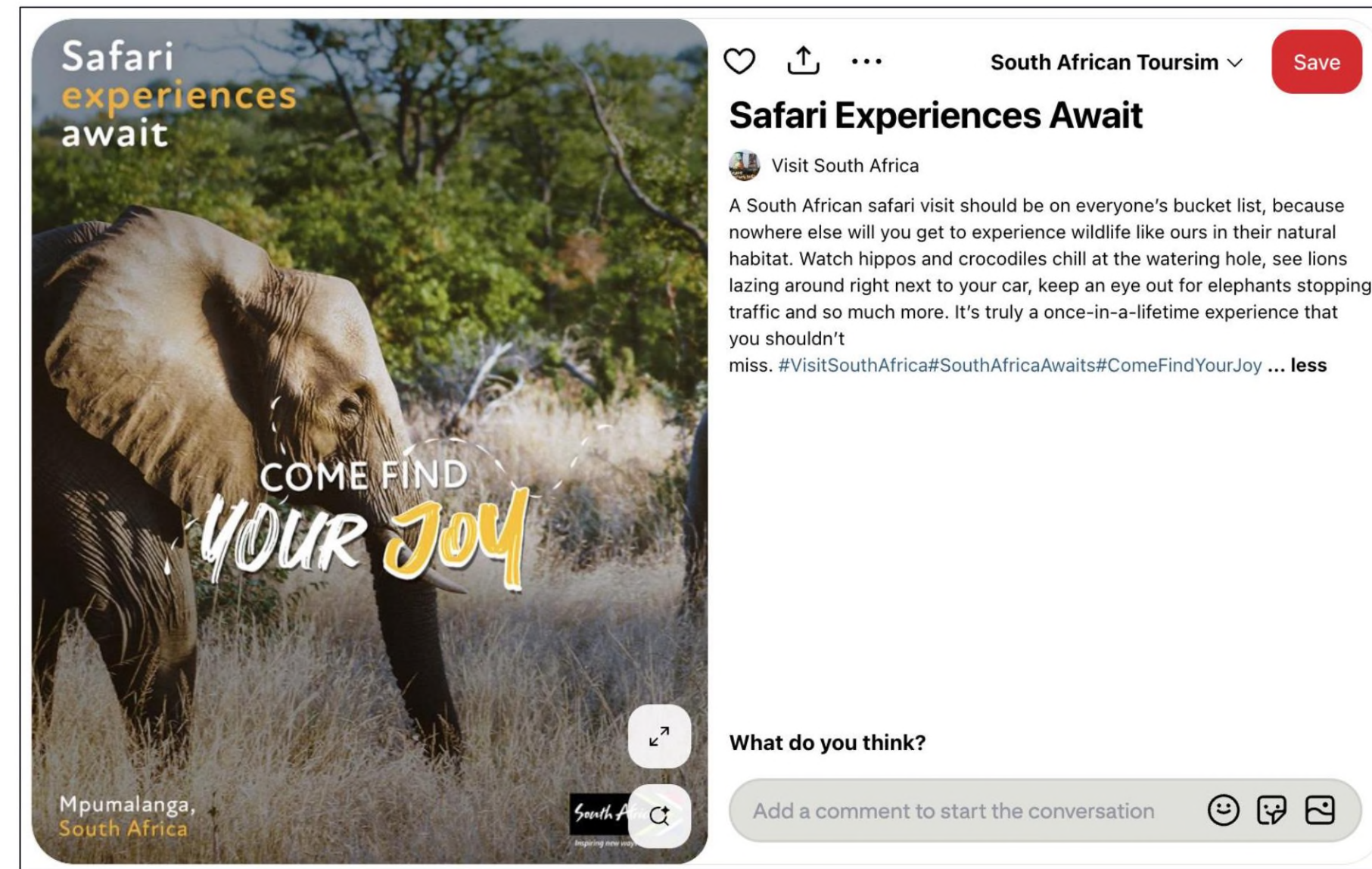
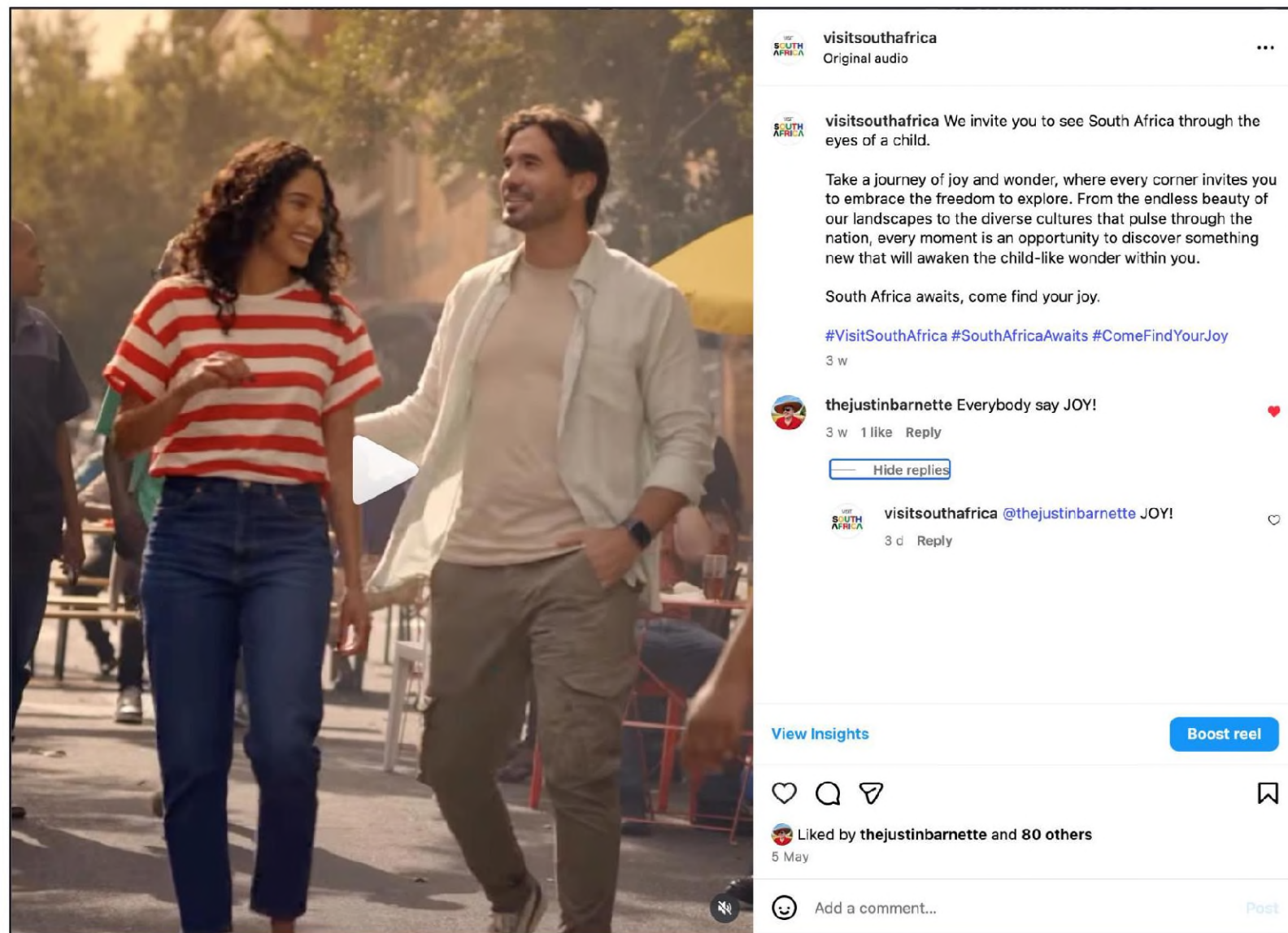
- **High level KPI -> print version distributed to 838 vetted outdoor media professionals; digital version emailed to 800+ members and supplier partners; estimated each of 500,000; based on standard industry estimates using 25-50% of the outlet's UVPM, this coverage represents an estimated 125,000 – 250,000 impressions**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Organic Social Media Campaign on SAT NA-owned Platforms – May 2025



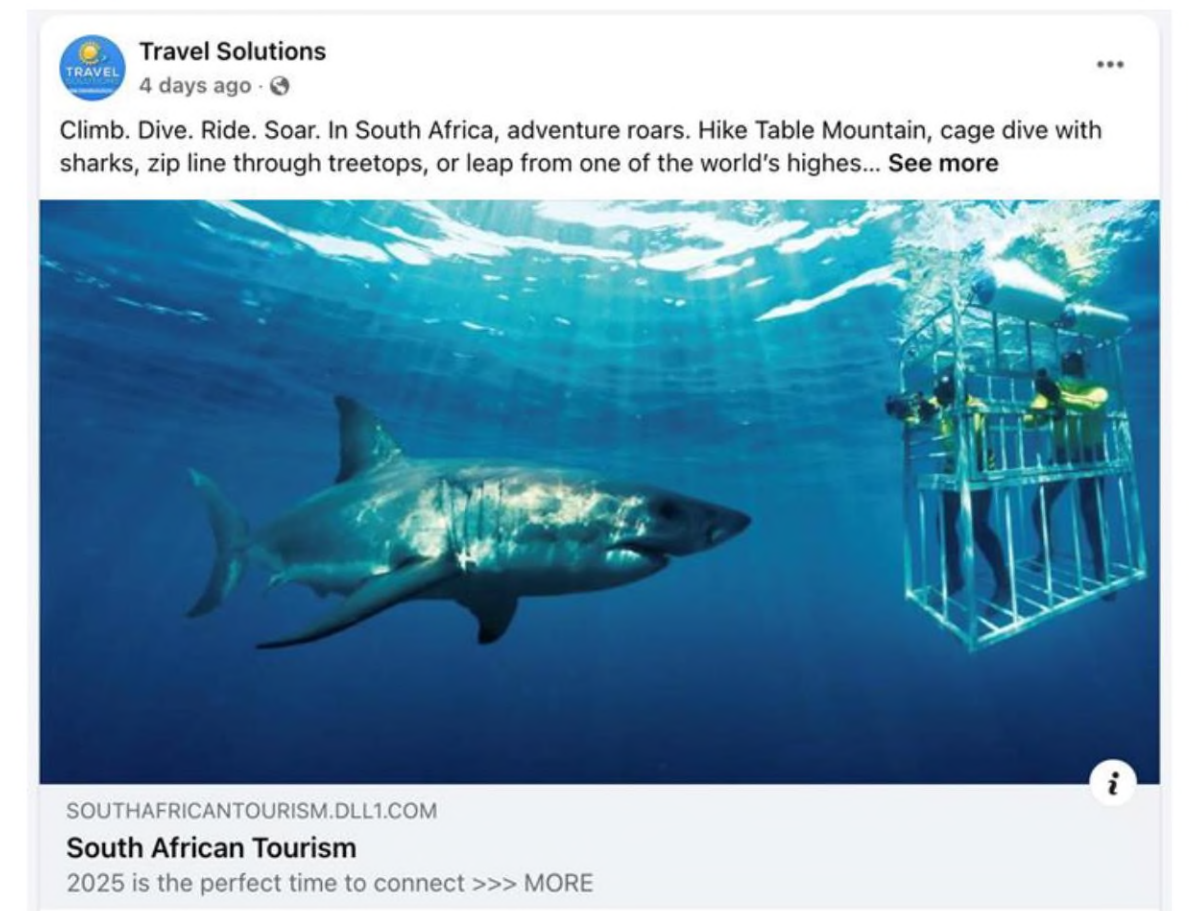
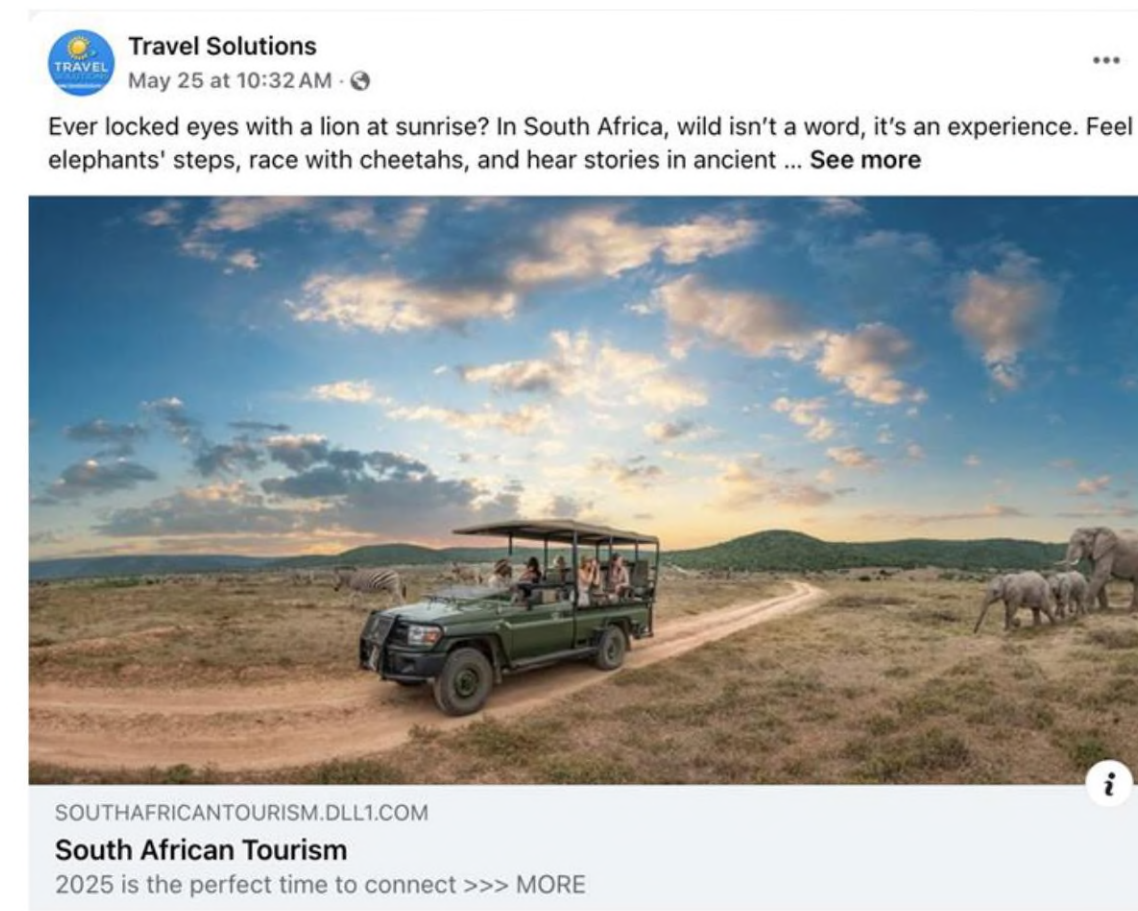
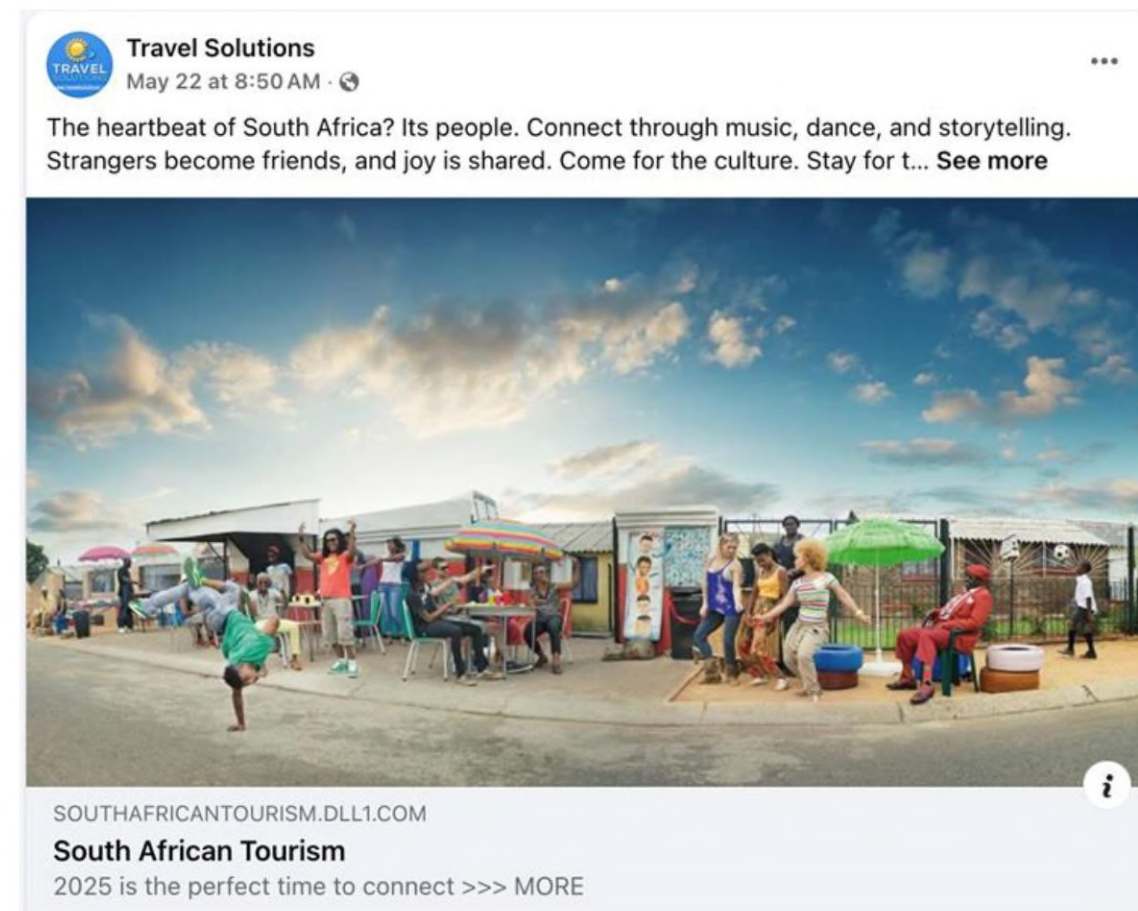
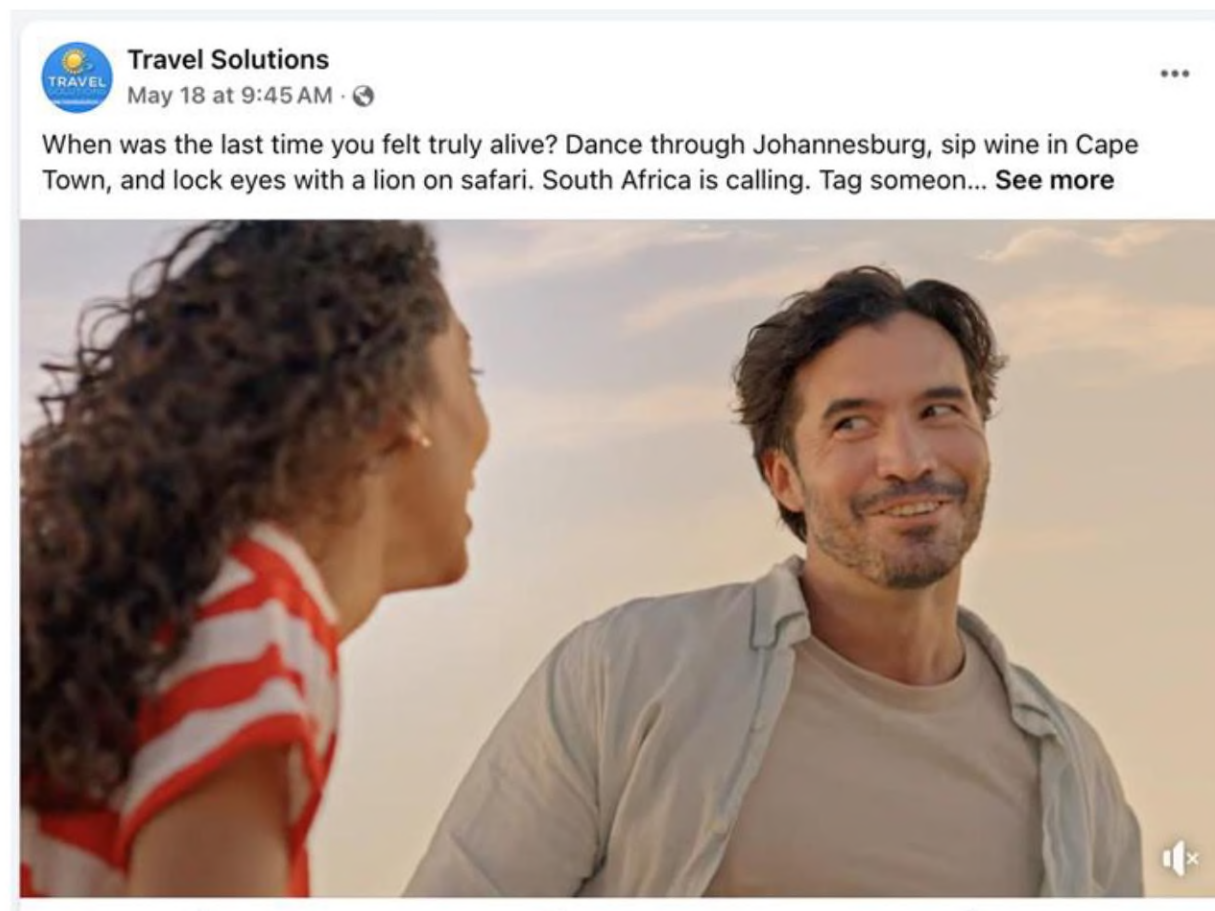
As part of our localized marketing campaigns to increase demand, SAT North America maintained an active organic social media presence to inspire and educate U.S. and Canadian consumers. Our May campaign content aligned with the “South Africa Awaits — Come Find Your Joy!” campaign, supporting its regional launch. Top-performing posts featured the newly released TVC and content themed around nature and wildlife, particularly creative spotlighting elephants, which generated strong engagement.

- **High level KPI -> Impressions: 6,212; Reach: 5,572; Engagements: 786; Engagement Rate per Impression: 12.65%**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed
BranchUp Social Media Campaign – May 2025



As part of our localized marketing campaigns to increase demand, SAT North America launched our new campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer followers consistently and engagingly, creating actionable inspiration that has the potential to trigger consideration/ conversion with the travel advisor. All leads go directly to the travel advisor who can follow up with the consumer to discuss trip planning and potential booking. In May we launched with the “South Africa Awaits — Come Find Your Joy!” TVC supported by image posts with campaign messaging and hashtags.

- **High level KPI → USA Impressions: 22.8 million; Reach: 173,524; Engagements: 35,129; Clicks: 3,231**
- **Canada Impressions: 2.3 million; Reach: 40,867; Engagements: 6,989; Clicks: 606**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Minister of Tourism Responds to Updated US Travel Advisory – June 2025



MEDIA STATEMENT
Minister of Tourism Responds to Updated U.S. Travel Advisory
Pretoria, 4 June 2025

The Minister of Tourism notes the recent update by the United States Department of State to its travel advisory for South Africa. We respect the sovereign right of all nations to provide guidance to their citizens travelling abroad. We also acknowledge the recent meeting between Presidents Ramaphosa and Trump and the subsequent media coverage that has followed.

However, it is important to offer broader context and reaffirm our unwavering commitment to ensuring the safety, comfort, and enjoyment of all visitors to our country.

South Africa remains one of the most sought-after and rewarding travel destinations in the world — known for its natural beauty, cultural diversity, and the warm hospitality of its people. While challenges such as crime exist, as they do in many countries globally, the overwhelming majority of international visitors travel safely and leave with positive, enriching experiences.

Visitor safety is, and continues to be, a national priority. It is actively addressed through a range of coordinated efforts between government, law enforcement, the tourism sector, and local communities. Our tourism infrastructure remains robust and resilient, with several established safety measures, including:

- Increased security presence in key tourism nodes, supported by trained Tourism Monitors stationed at popular attractions and visitor hotspots;
- Ongoing collaboration between government, law enforcement, and the private sector to ensure proactive safety monitoring and swift incident response.

It is worth highlighting that travel demand from the United States remains robust. In 2024, arrivals from the U.S. returned to pre-pandemic levels and the United States surpassed the United Kingdom as South Africa's largest source market. In the first four months of 2025 alone, South Africa welcomed 111,491 visitors from the USA — reaffirming the destination's enduring appeal and strong market confidence.

We understand that travellers may have concerns, and we encourage all visitors to exercise the same level of vigilance and awareness they would when visiting any international destination. We also call on media outlets and government agencies globally to report on South Africa with accuracy and balance, recognising the distinction between isolated incidents and the broader reality experienced by millions of safe and satisfied travellers.

We are engaging closely with the Minister of International Relations and Cooperation on this matter and wish to reassure all travellers that South Africa remains open, welcoming, and committed to ensuring a safe and pleasurable journey for all who visit.

We look forward to continuing to welcome travellers from the United States and across the globe, to share in the richness of our landscapes, the depth of our culture, and the warmth of our people.

Ms. Patricia de Lille, MP
Minister for Tourism



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In early June, we shared the media statement released by the Department of Tourism, in which Minister de Lille responded to the updated US travel advisory issued by the US Department of State. The Minister's statement provided important context following the recent meeting between Presidents Ramaphosa and Trump, and reaffirmed South Africa's unwavering commitment to ensuring the safety, comfort, and enjoyment of all visitors to our country.

- **High level KPI -> email distributed to 14,824 trade from our CRM database, including travel agents, tour operators & MICE recipients**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

FINN Partners Industry Panel, Insights on a Changing Media World – June 2025

COME FIND
YOUR JOY



As part of our localized marketing campaigns to increase demand, SAT North America was invited to join a panel of travel industry PR/ Marketing experts to discuss the evolution of PR/journalist/influencer relationships in a rapidly changing communications world and share our best practices for successful collaborations between PR professionals and travel writers. Presented by FINN Partners marketing and communications agency, the media in attendance included members of the New York Travel Writers Association and the Society of American Travel Writers who contribute to a broad range of media, including major consumer and trade magazines, newspapers, guidebooks, digital platforms, radio, and television. It was a great opportunity to connect with these valuable members of the media, build relationships for the future, and share a bit about how we are collaborating with media to amplify our latest campaign.

- **High level KPI -> 35 media attended, with an additional 15 PR/ marketing industry pros in attendance**

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Email & Social Campaign with Tourism Cares, Introducing the Meaningful Travel Map of South Africa – June 2025



Caption: Women create unique handcrafts at *Monkeybiz* in South Africa

Discover South Africa Through Meaningful Travel

Tourism Cares is proud to work with [South African Tourism](#) to launch the new [Meaningful Travel Map of South Africa](#)! This dynamic digital resource connects the global travel trade and mindful travelers to South African tourism experiences that are rooted in sustainability, cultural preservation, and community empowerment.

This launch highlights South African Tourism's long-standing dedication to a holistic approach to tourism – one that supports biodiversity conservation, respects cultural heritage, and uplifts local communities. With over 21 national parks, 12 UNESCO World Heritage Sites, nearly 2,000 miles of coastline, and a deeply ingrained tradition of warm hospitality, the country offers an extraordinary canvas for responsible travel.

The Meaningful Travel Map of South Africa showcases the country's commitment to sustainable tourism by featuring a curated selection of community-based tourism initiatives, social enterprises, conservation programs, cultural heritage experiences, and sustainable accommodations. Each listing has been thoughtfully evaluated for its positive impact, offering travelers an opportunity to engage more deeply and travel more meaningfully.

Check out South Africa's Meaningful Travel Map featured partners and connect with them directly to build your next itinerary.

Community-Based Tourism

- [Awelani Lodge](#)
- [Monkeybiz South Africa](#)
- [Township and Village \(Pty\) Ltd](#)
- [Witsieshoek Mountain Lodge](#)
- [IXaus Lodge](#)

Cultural Preservation

- [Indlondlo Cultural Village](#)
- [Juma Art Tours](#)
- [Maboneng Township Arts Experience](#)

Environmental Responsibility

- [Klein Goederust Boutique Winery](#)
- [Panthera Africa NPC](#)
- [Shamwari Private Game Reserve](#)

[View the Full Map](#)

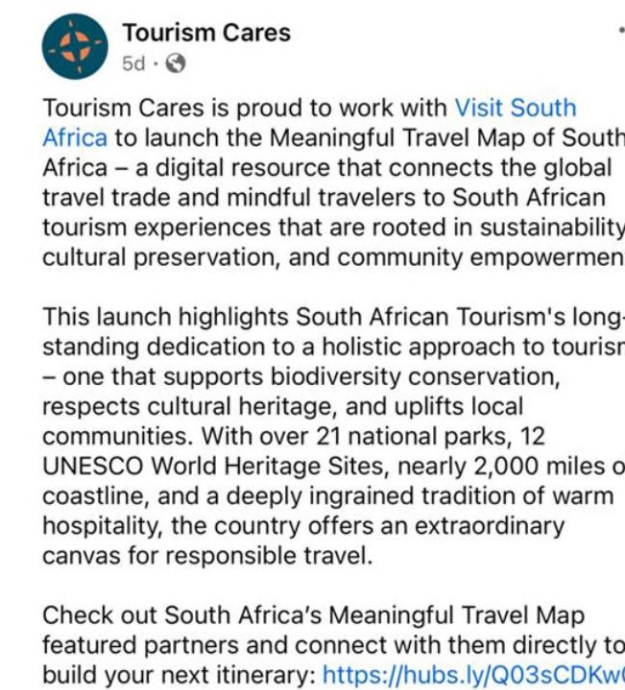
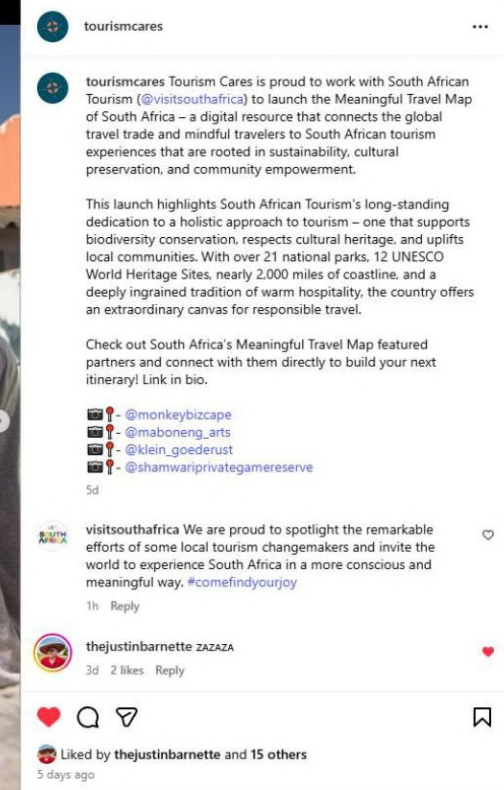
Thank You to Our Destination



SOUTH AFRICAN TOURISM



Tourism Cares is a 501(c)(3) U.S.-based non-profit dedicated to the travel industry's long-term survival by advancing its positive social, environmental, and economic impact to help people and places thrive. Learn more at www.tourismcares.org.



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America leveraged our agreement with Tourism Cares to distribute an email and social campaign to their exclusive database announcing the launch of our Meaningful Travel Map of South Africa. This new digital platform connects the travel trade and conscious travelers to sustainable tourism experiences across the country, reinforcing South Africa's commitment to community empowerment, environmental responsibility, and cultural preservation. The Map features a curated selection of impactful offerings across the country, including eco-lodges, indigenous cultural tours, conservation programs and social enterprises. It spotlights local changemakers and inviting visitors to experience South Africa in a more meaningful and responsible way.

- **High level KPI -> email distributed to 13,000 subscribers to the Tourism Cares database, amplified on social via their platforms with a combined reach of 27,000**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Introducing the Meaningful Travel Map of South Africa – June 2025



South African Tourism and U.S.-based global non-profit Tourism Cares are proud to announce the launch of the **Meaningful Travel Map of South Africa**, a dynamic digital resource that connects the global travel trade and mindful travelers to tourism experiences rooted in sustainability, cultural preservation, and community empowerment.

"South Africa's landscapes, wildlife, and cultures are among the richest and most diverse in the world, and we recognize the importance of safeguarding them for generations to come," said **Darryl Erasmus**, Chief Operations Officer at South African Tourism. "The launch of the Meaningful Travel Map of South Africa allows us to spotlight the remarkable efforts of local tourism changemakers and invite the world to experience South Africa in a more conscious and meaningful way."

Showcasing Impactful Travel Experiences

The Meaningful Travel Map of South Africa features a curated selection of community-based tourism initiatives, social enterprises, conservation programs, cultural heritage projects, and sustainable accommodations. Each experience has been carefully evaluated for its positive social, environmental, and cultural contributions.

Travelers can discover everything from wildlife rehabilitation centers and indigenous-led cultural tours to eco-lodges that reinvest in community development and organizations focused on preserving South Africa's pristine coastlines. The Map encourages travelers to move beyond traditional itineraries and form deeper, more impactful connections with the people and places of South Africa.



Check out South Africa's Meaningful Travel Map featured products and experiences and connect with them directly to build your next itinerary.

Community-Based Tourism

- [Awelani Lodge](#)
- [Monkeybiz South Africa](#)
- [Township and Village \(Pty\) Ltd](#)
- [Witsieshoek Mountain Lodge](#)
- [Xaus Lodge](#)

Cultural Preservation

- [Indlondo Cultural Village](#)
- [Juma Art Tours](#)
- [Maboneng Township Arts Experience](#)

Environmental Responsibility

- [Klein Goederust Boutique Winery](#)
- [Panthera Africa NPC](#)
- [Shamwari Private Game Reserve](#)

Advancing Responsible Travel

"Tourism Cares is proud to welcome South Africa to our global family of destination partners," said **Greg Takehara**, CEO of Tourism Cares. "South Africa's leadership in responsible tourism — from its early conservation initiatives to its continued focus on cultural preservation and community upliftment — aligns perfectly with the vision of our Meaningful Travel Program. We are thrilled to welcome the first Meaningful Travel Map in Africa and are committed to working with South African Tourism to build a future where travel leaves a positive, lasting impact."

The Meaningful Travel Program by Tourism Cares equips tourism professionals with tools, education, and real-world examples that demonstrate how sustainable travel practices can drive development, strengthen communities, and protect cultural and natural assets.

A Shared Commitment to a Sustainable Future

South African Tourism has long championed a holistic model of tourism that supports biodiversity conservation, respects cultural heritage, and uplifts local communities. With over 21 national parks, 12 UNESCO World Heritage Sites, nearly 2,000 miles of coastline, and a deeply ingrained tradition of warm hospitality, the country offers an extraordinary canvas for responsible travel.

To explore the full Meaningful Travel Map of South Africa, click [here](#).



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In late June, we announced the launch of our Meaningful Travel Map of South Africa in collaboration with Tourism Cares. This rollout encouraged the trade to incorporate featured sustainable experiences, such as eco-lodges, cultural tours, and conservation initiatives, into their South Africa itineraries, aligning with growing consumer demand for responsible travel.

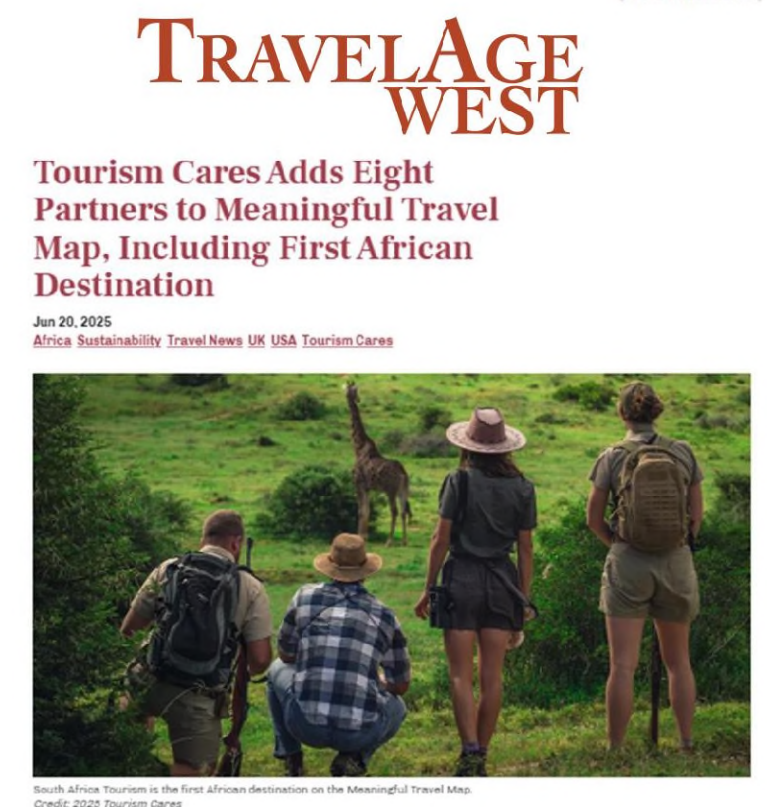
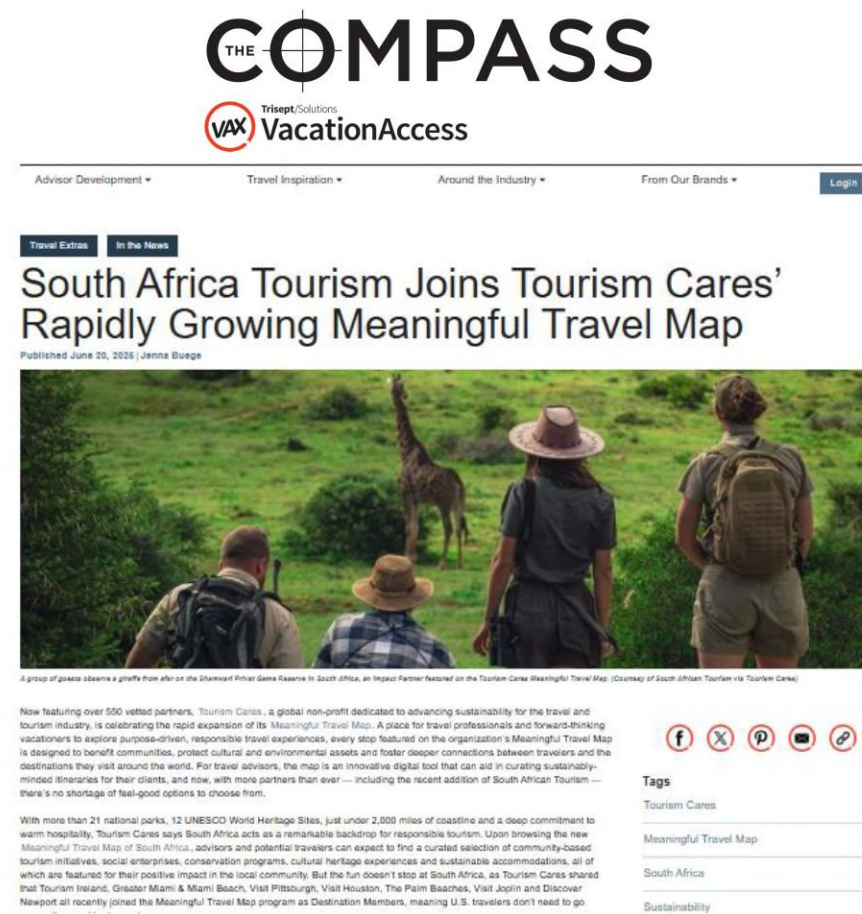
- **High level KPI -> email distributed to 14,765 trade from our CRM database, including travel agents, tour operators & MICE recipients**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Media Release, Meaningful Travel Map of South Africa Launch – June 2025



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America worked with Tourism Cares to distribute a media release announcing the launch of our Meaningful Travel Map of South Africa. The release included a quote from the COO, as well as links to the map profiles of each of the 11 sustainable, community-led organizations, products, and accommodations featured on the Map. Nine media outlets have picked up the story so far, amplifying the project's reach and impact.

- **High level KPI -> Based on standard industry estimates using 25-50% of each outlet's UVPM, this coverage represents an estimated 220,376 to 440,749 impressions; The Compass (UVPM: 320,910), Pride Journeys (UVPM: 10,000), Insider Travel Report (UVPM: 14,408), Travel Market Report Canada (UVPM: 88,980), Travel and Tour World (UVPM: 66,366), Virtuoso (UVPM: 77,500), Travel Daily News (UVPM: 38,024), TravelAge West (UVPM: 106,310) and TBO Academy (UVPM: 159,000).**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Portal Promotions – June 2025



How to Explore the World by Private Jet in 2026 with TCS World Travel



By Sherman Dejon, Jun 23, 2025, (post a comment) (0 comments)

TCS World Travel outlined details for its 2026 schedule of private jet expeditions and previewed select itineraries for 2027. The 2026 offerings include nine immersive, all-inclusive journeys visiting six continents, including the debut of "Grandeur of the Mediterranean," which features lesser-traveled destinations in Montenegro, Croatia, Tunisia and Egypt.

The new itinerary blends iconic landmarks with lesser-known coastal and historic sites. It reflects the company's focus on culturally rich trips defined by geographic diversity, rare access and in-depth discovery.

"For over three decades, TCS World Travel has created transformative journeys that combine the thrill of global exploration with the ease and comfort of traveling by private jet," said Shelley Cline, president of TCS World Travel. "Our 2026 schedule offers a fresh mix of exciting destinations, exclusive and flexible and exceptional cultural experiences. We'll see additional...

News of the Week - Jun 14

InsiderTravelReport - <younews@insidetravelreport.com>
To: heather@traveladvisors.com

Virtual Roadshow: How to Choose the Right Place to Stay for Your Luxury Clients

InsiderTravelReport - <younews@insidetravelreport.com>
To: Luxury Shaun

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained active comms with the travel trade via our program with taCONNECT to keep destination SA top of mind for American and Canadian travel agents and tour operators. In June, we conducted a B2B banner campaign on Insider Travel Report's homepage and newsletter to promote brand awareness and drive traffic to our destination portal where trade can engage with recent news, destination information and travel advisor sales and marketing resources.

- High level KPI -> 327,483 agent views; 248 agent clicks



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op B2B Spotlight Email Campaign with Signature Travel Network, Come Find Your Joy – June 2025



Inspire Your Clients to Come Find Their Joy in South Africa

The world's most inspiring travel experiences await your clients in South Africa, a land where vibrant culture, extraordinary wildlife, and breathtaking landscapes come together to spark joy and discovery.

We're thrilled to introduce our new global brand campaign, South Africa Awaits - Come Find Your Joy. This campaign highlights the Rainbow Nation as the perfect destination for travelers seeking more than just a vacation, offering personal transformation, authentic connections, and unforgettable moments.

All of those and more are waiting for them in South Africa, a place to reconnect with freedom, meaning, and awe.



From our iconic Big Five safaris to the rich cultural tapestry of our vibrant cities, from the spectacular coastlines to the lush winelands, South Africa offers an immersive experience that stirs the soul.

Your clients can expect:

Immersive Landscapes: Explore the vastness of the Kruger National Park, the dramatic beauty of the Garden Route, or the sweeping vistas of the Drakensberg Mountains.

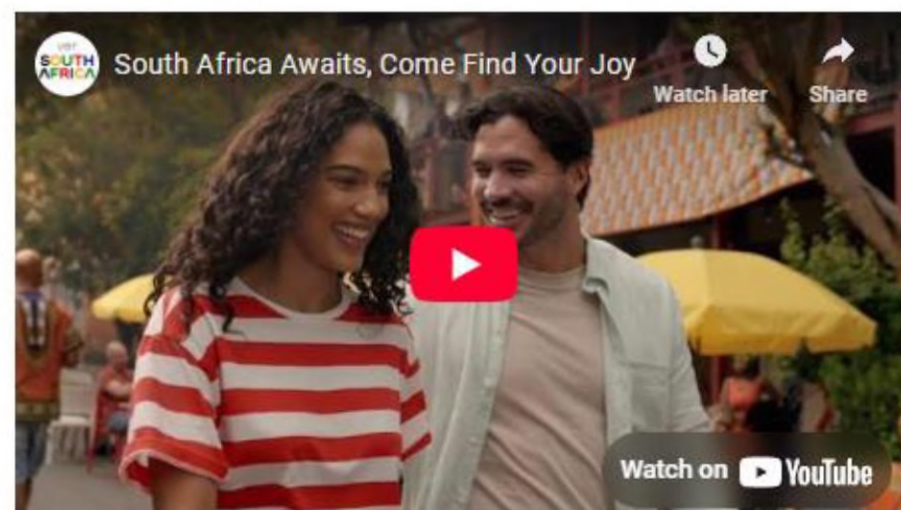
Authentic Local Encounters: Engage with warm, welcoming communities, experience rich traditions, and savor cuisine inspired by diverse cultures.



Emotionally Resonant Wildlife Experiences: Witness the magic of wildlife up close, whether it's tracking rhinos, spotting elusive leopards, or birdwatching in diverse habitats.

Sustainability and Diversity: South Africa leads in responsible tourism, supporting conservation and community initiatives that preserve both our natural and cultural heritage.

Watch our latest video below and share it with your clients to showcase how South offers a world of wonder, warmth, and accessibility, beyond stereotypes and barriers, into a space where joy is real and within reach.



South Africa's many Signature Preferred Partners, from land suppliers to destination specialist to preferred hotel partners are ready to help you create journeys that deliver on your clients' dreams, whether they seek adventure, relaxation, cultural enrichment, or a meaningful connection with nature.

Let's inspire your clients to Come Find Their Joy in South Africa.



RESOURCES

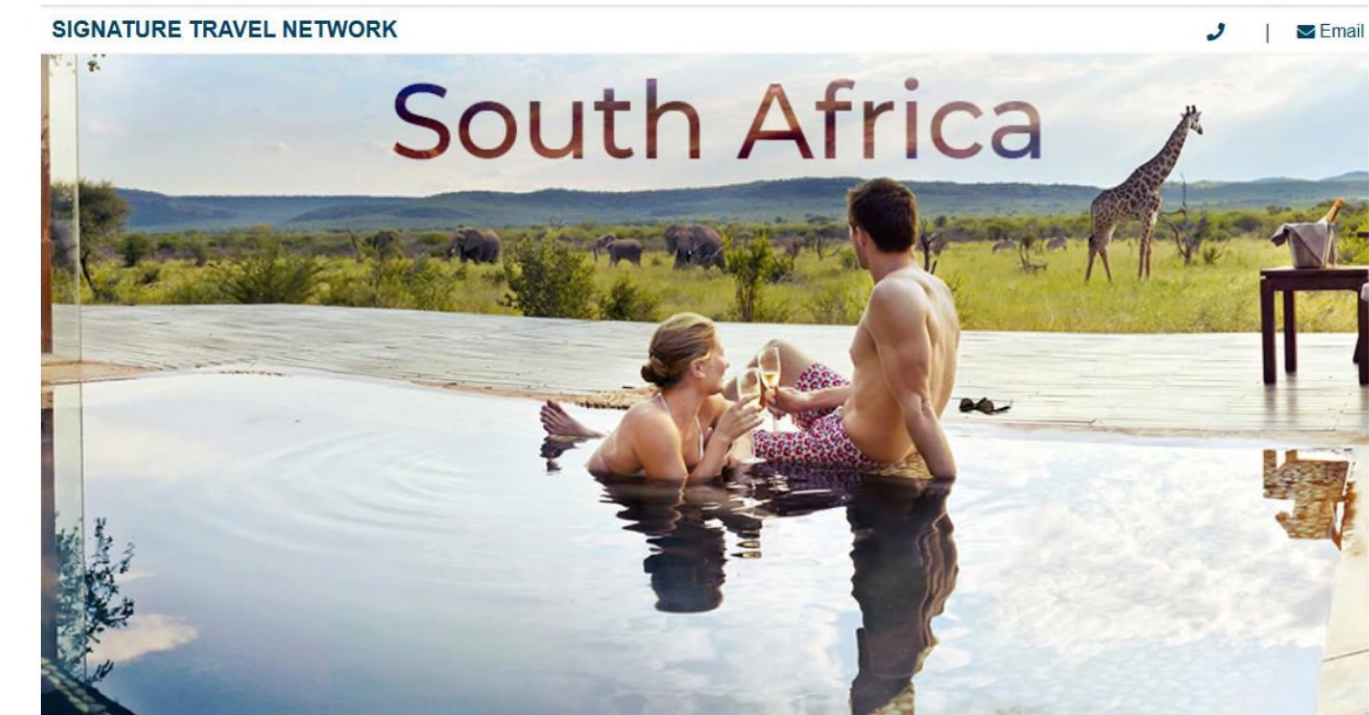
[Become a South Africa Specialist](#)

[South Africa Microsite](#)

[Signet Profile](#)

[Preferred Partners](#)

Signature Travel Network
390 North Pacific Coast Highway, Suite 3200
El Segundo, California 90245
Phone: 310-574-0883
Email: info@signaturetravelnetwork.com
[Signature Travel Network Website](#)

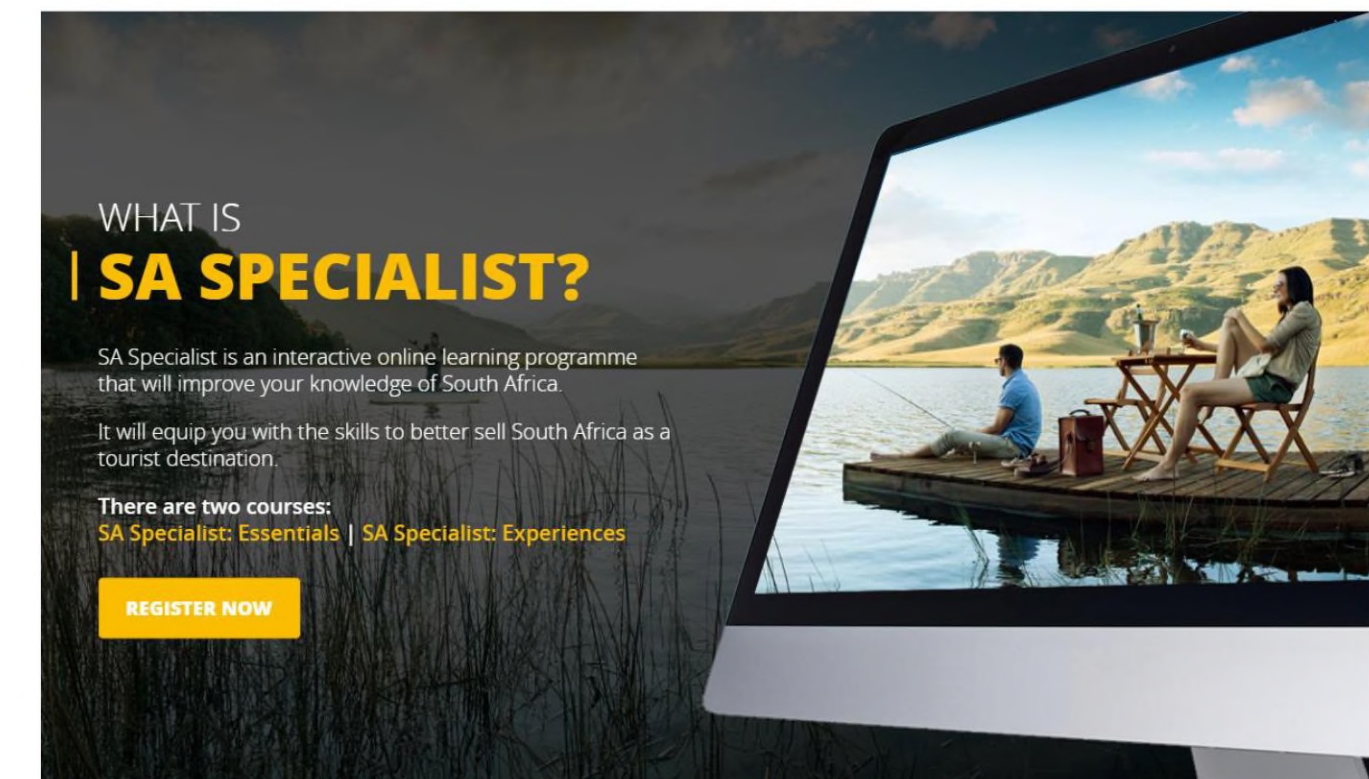


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As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America followed up our participation in the Signature Travel Network Regional Travel Exchange with a B2B Spotlight email campaign to their exclusive network of travel advisors who have opted in to receive destination emails. This emailer was focused on the "South Africa Awaits — Come Find Your Joy!" campaign and included the TVC as well as links to the SA Specialist program for destination training, as well as the Signature South Africa microsite.

- High level KPI -> email distributed to 15,000 Signature Travel Network travel advisors

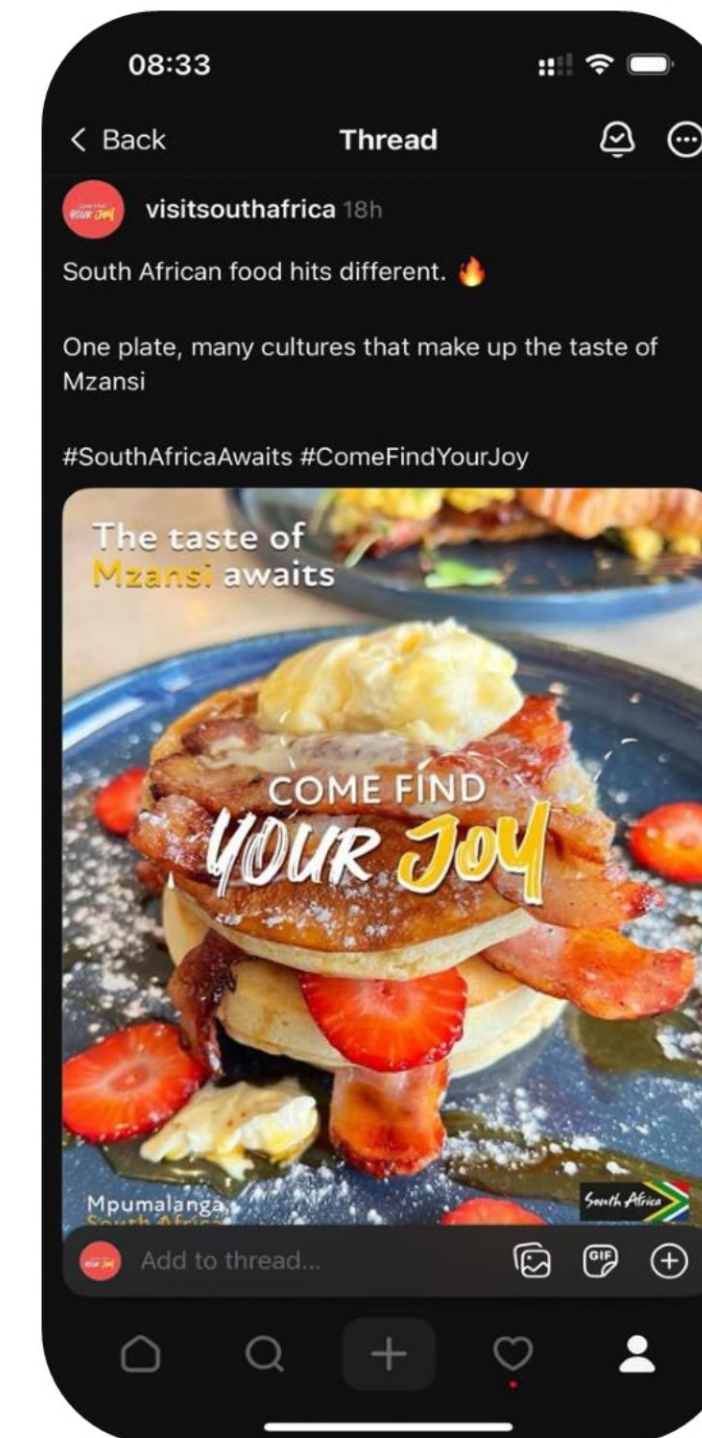
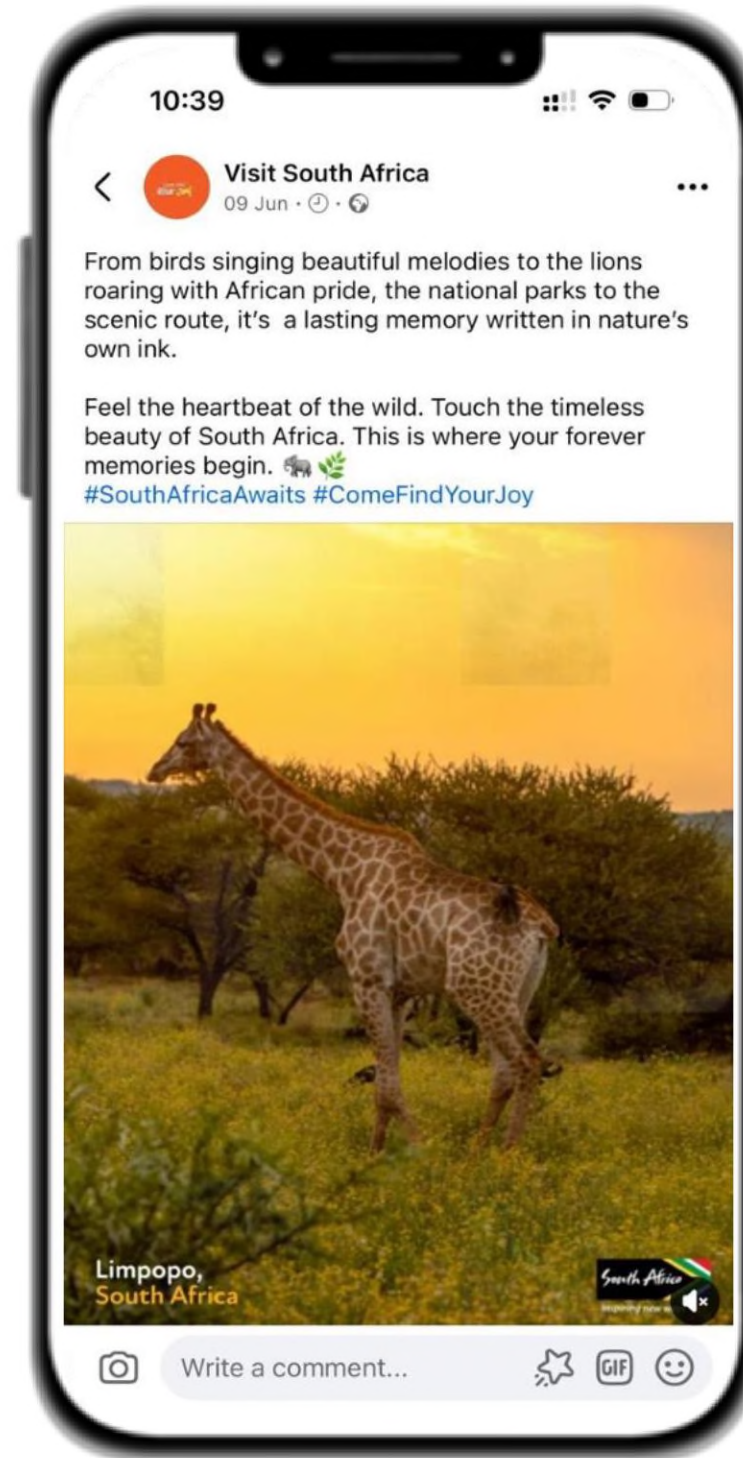


SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Organic Social Media Campaign on SAT NA-owned Platforms – June 2025



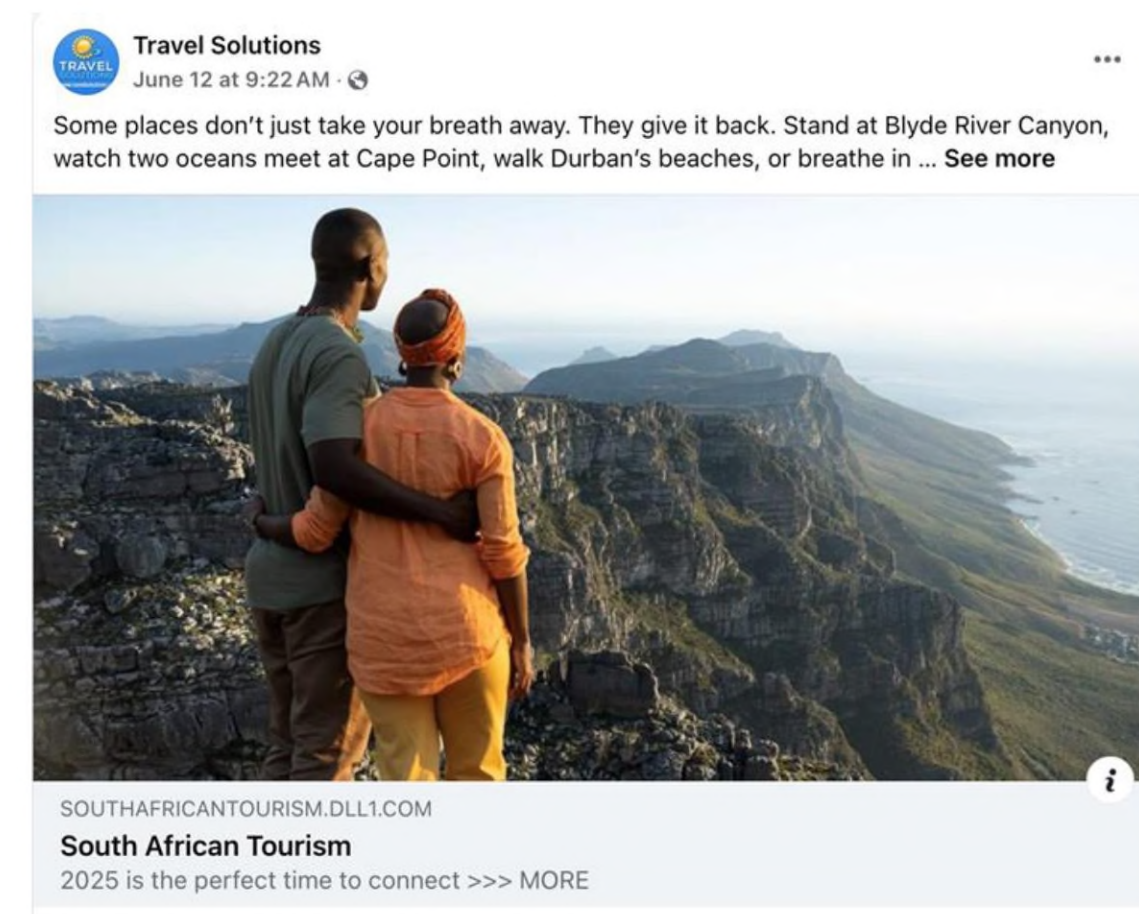
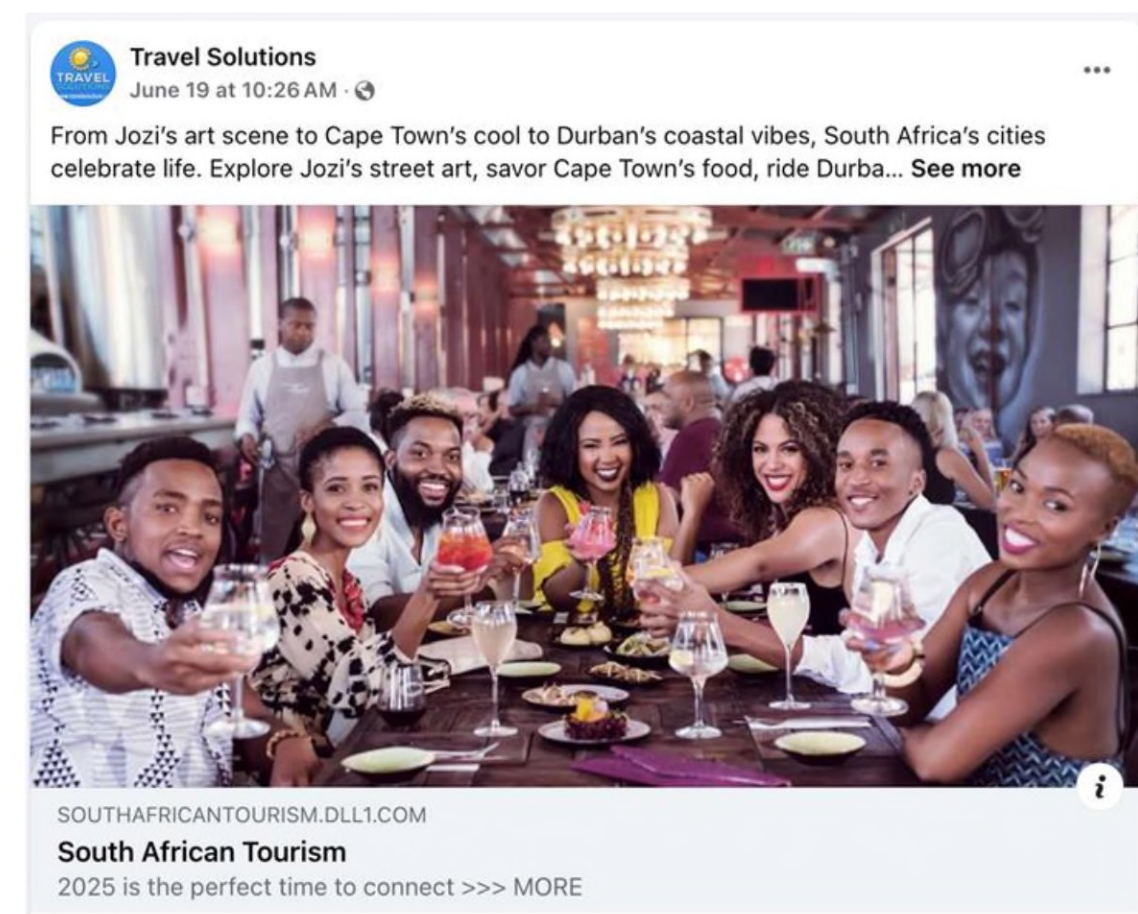
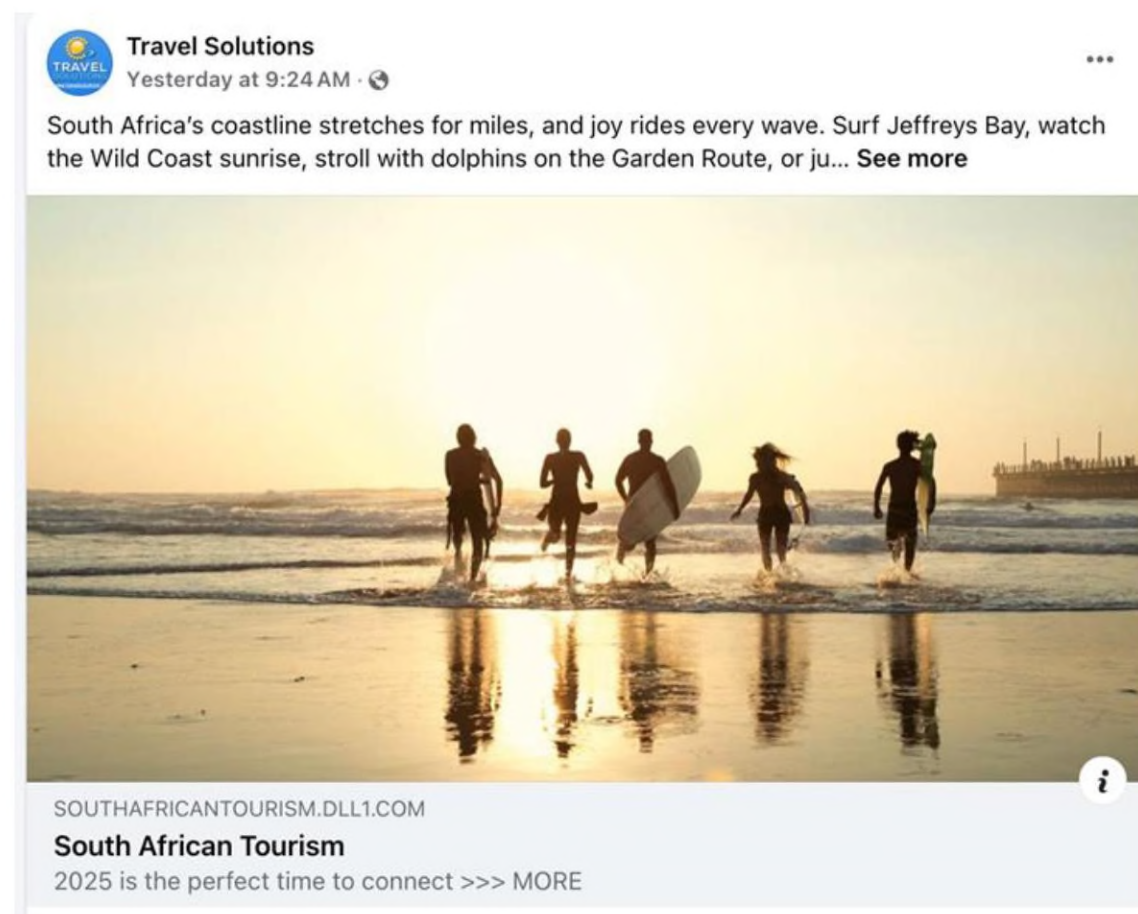
As part of our localized marketing campaigns to increase demand, SAT North America maintained an active organic social media presence to inspire and educate U.S. and Canadian consumers. Our June content continued amplifying the “South Africa Awaits — Come Find Your Joy!” campaign. Top-performing posts spotlighted a range of experiences, from culinary delights and safaris to immersive cultural encounters.

- **High level KPI -> Impressions: 11,537; Reach: 7,138; Engagements: 704; Engagement Rate per Impression: 5.47%**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed
BranchUp Social Media Campaign – June 2025



As part of our localized marketing campaigns to increase demand, SAT North America launched our new campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer followers consistently and engagingly, creating actionable inspiration that has the potential to trigger consideration/ conversion with the travel advisor. All leads go directly to the travel advisor who can follow up with the consumer to discuss trip planning and potential booking. In June, the the culture-focused post resonated most with the USA audience, while in Canada the beach adventures post had the highest engagement.

- **High level KPI → USA Impressions: 5.5 million; Reach: 148,273; Engagements: 6,568; Clicks: 1,167**
- **Canada Impressions: 551,489 million; Reach: 35,033; Engagements: 696; Clicks: 161**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented
Virtuoso On Tour Vancouver – April 2025

COME FIND
YOUR JOY



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America traveled to Canada to participate in Virtuoso On Tour Vancouver. The team engaged in one-on-one appointments and networking events with the goal of keeping South Africa top of mind among advisor members of this influential consortia. These sales and networking meetings provided an opportunity for the team to build new relationships and introduce the destination's diverse tourism offerings and affordable luxury value proposition to advisors who are new to selling South Africa. The team also strengthened existing connections and answered specific questions from advisors already familiar with the destination.

- **High level KPI -> 78 one-on-one meetings with travel advisors**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Virtuoso On Tour Toronto – April 2025

COME FIND
YOUR JOY



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America traveled to Canada to participate in Virtuoso On Tour Toronto. The team engaged in one-on-one appointments and networking events with the goal of keeping South Africa top of mind among advisor members of this influential consortia. These sales and networking meetings provided an opportunity for the team to build new relationships and introduce the destination's diverse tourism offerings and affordable luxury value proposition to advisors who are new to selling South Africa. The team also strengthened existing connections and answered specific questions from advisors already familiar with the destination.

- **High level KPI -> 104 one-on-one meetings with travel advisors**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Signature Travel Network Regional Travel Exchange – June 2025



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America participated in the Signature Travel Network’s Regional Travel Exchange in Fort Lauderdale. The team kicked off the event with a mainstage presentation to all delegates that introduced the “South Africa Awaits — Come Find Your Joy!” campaign and launched the Meaningful Travel Map of South Africa in collaboration with Tourism Cares. This was followed up with one-on-one appointments and networking sessions where the team highlighted South Africa’s diverse tourism offerings and its position as a meaningful and transformative travel destination. The team also strengthened existing relationships and inspired new interest among advisors looking to expand their South Africa expertise.

- **High level KPI -> 300 advisors engaged through mainstage presentation, 69 one-on-one meetings with travel advisors on the exploration & expedition track**

