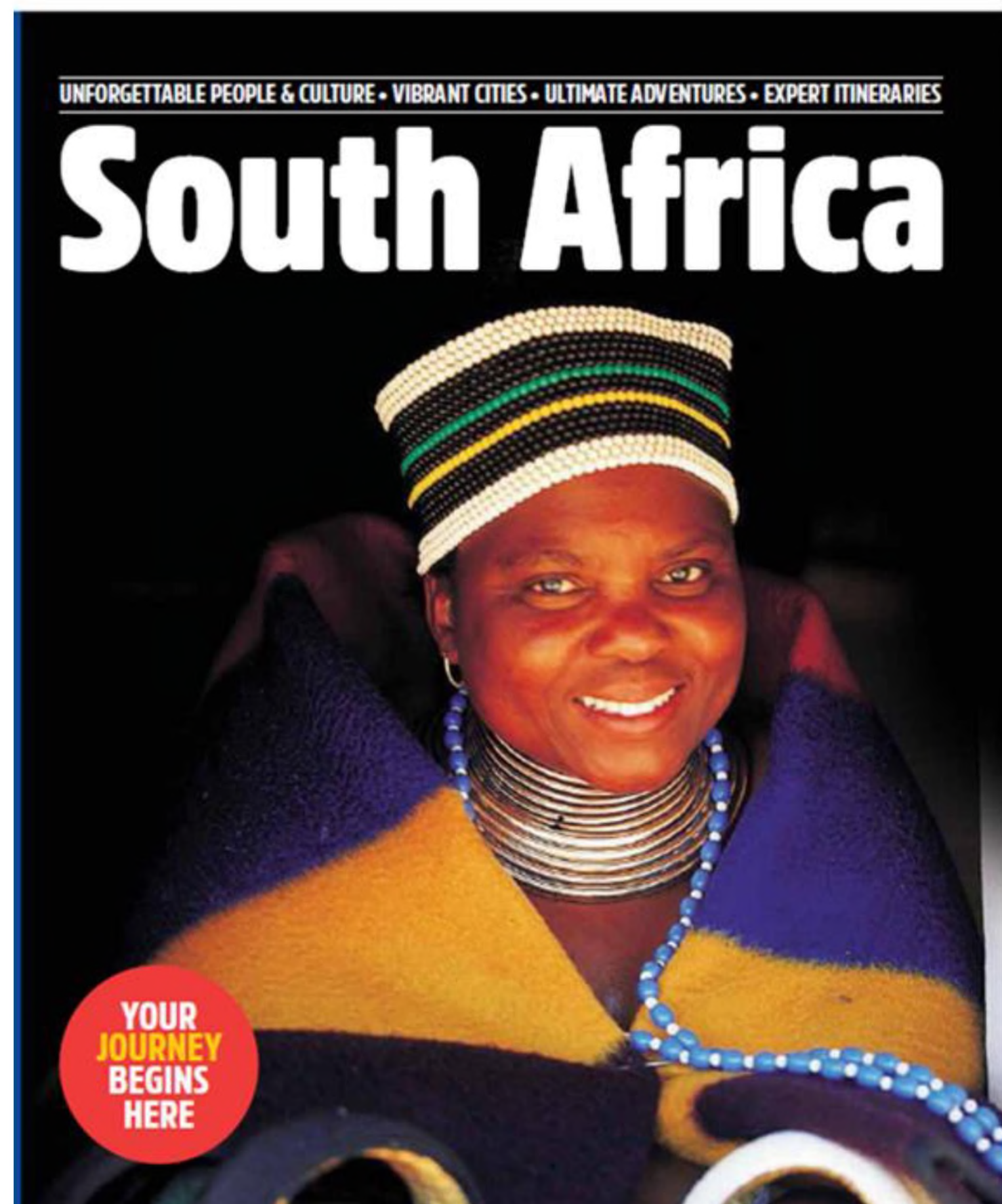




# Informational materials distributed to two or more persons by South African Tourism 2025



# 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 in the braai
- Breërie:** Barbecue
- Stew:** Slow-cooked stew
- Bobotie:** A Durban delicacy; hollowed-out bread filled with cury
- Bobotie:** Maize-meal porridge similar to polenta
- Bobotie:** Pickled sweet peppers, exclusively produced in South Africa
- Bobotie:** Spicy hot sauce originally brought by Portuguese traders
- Bobotie:** South Africa's signature wine. A blend of pinot noir and cinsault varieties
- Bobotie:** Kebab seasoned with Cape Malay spices
- Bobotie:** Made of maize, beans, chilies and potatoes like an African hash

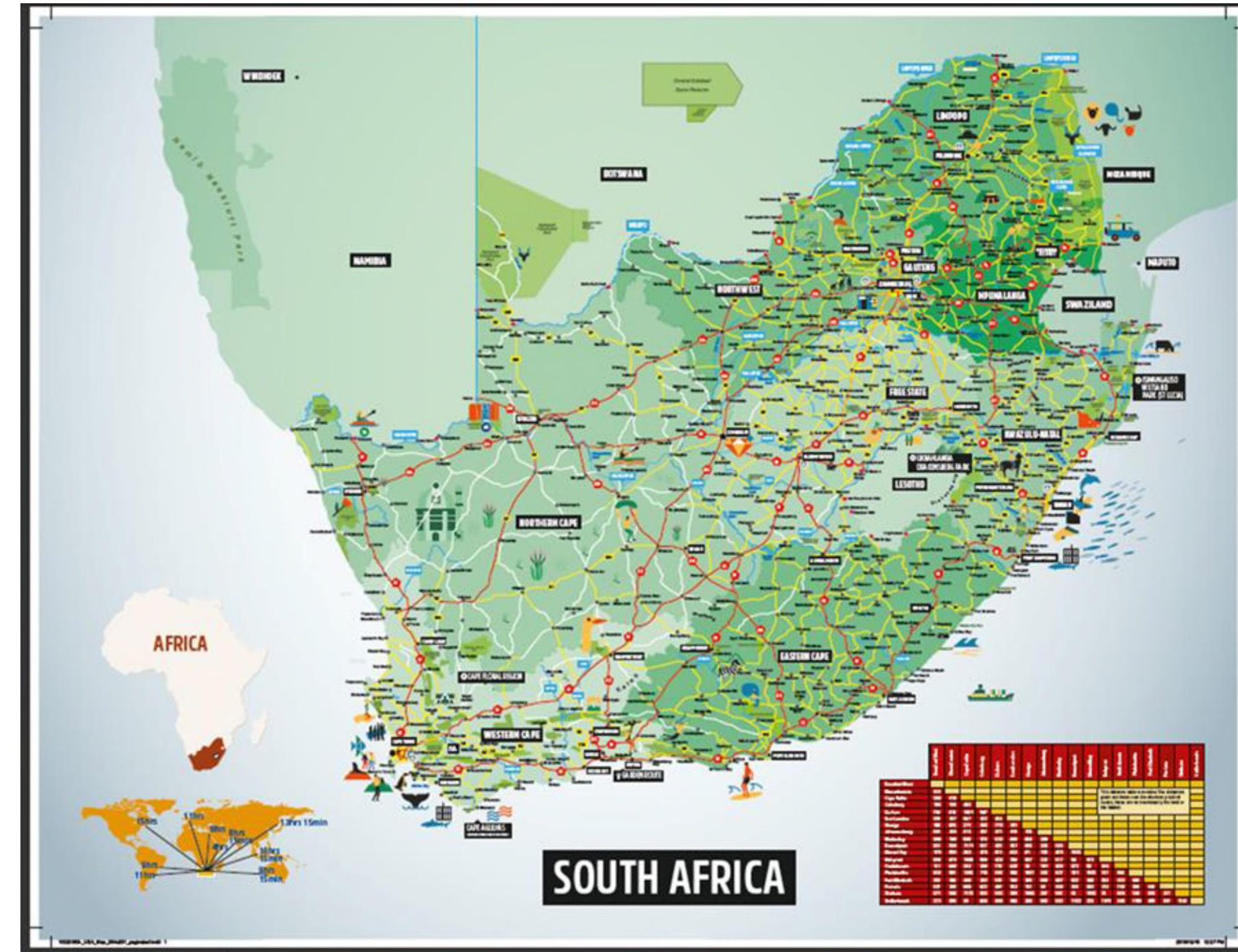
**FOLLOW THE WINE TRAIL**  
You can't go wrong with any of South Africa's 13 wine routes, but these five rank among the most popular:

- 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](http://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.wineofthecape.co.za](http://www.wineofthecape.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.paarlwine.co.za](http://www.paarlwine.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](http://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, Gerydwin, Ladismith, Calitzdorp and Oudshoorn. [www.route62.co.za](http://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.



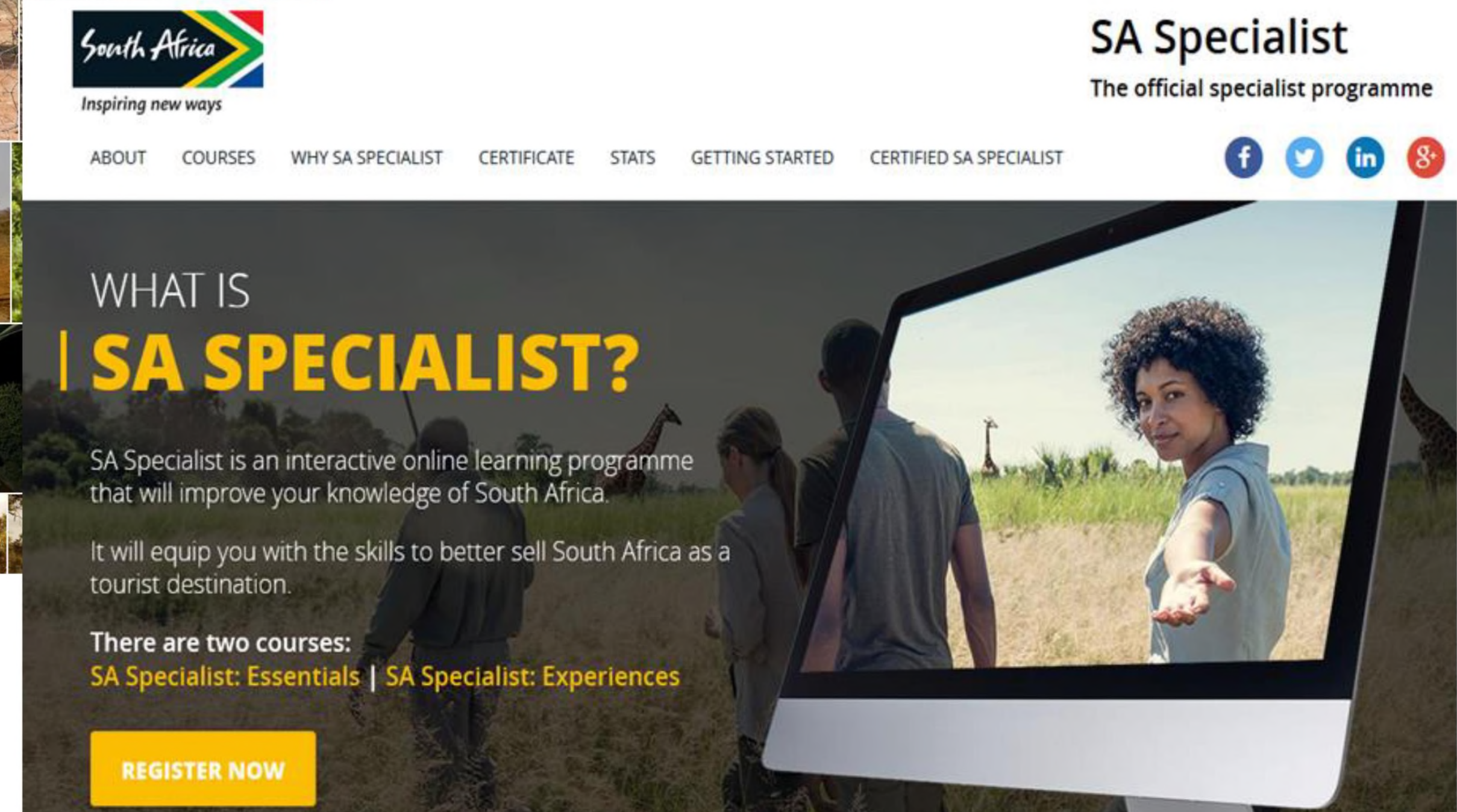
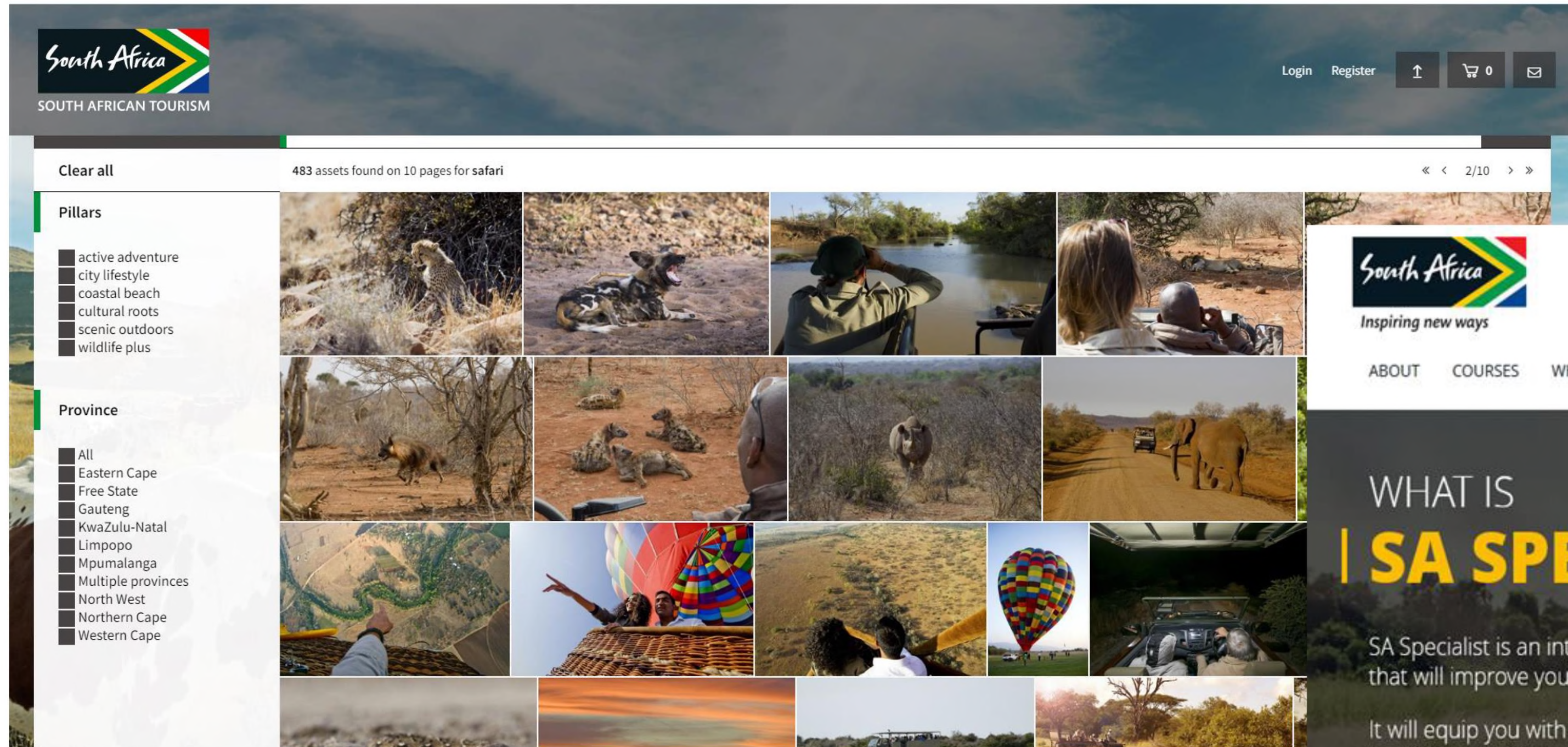
# Illustrated Experience Map 2025



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 increase demand

## Localized Marketing Campaigns Executed

### Trade Email Campaign, 2026 Dates for Meetings Africa and Africa's Travel Indaba – July 2025



South Africa continues to inspire travelers with new reasons to explore, connect, and rediscover joy. In this month's newsletter, you'll find exciting trade show updates, a pair of new attractions that spark wonder, and a new direct air route offering convenient access to a beloved safari destination. With Nelson Mandela International Day on 18 July, we're reminded that travel can be both joyful and meaningful — and South Africa continues to offer both in abundance.



South Africa Sets the Stage for 2026: Key Trade Show Dates Announced

Minister of Tourism, Patricia de Lille, together with the South African Tourism Board, has officially announced the 2026 dates for country's flagship tourism trade shows.

Meetings Africa will take place from 23-25 February 2026, while Africa's Travel Indaba will be held from 11-14 May 2026.

These events remain powerful platforms for global buyers to connect with African business events and leisure travel products, driving tourism growth across the continent.

South African Tourism is undertaking a competitive bidding process to appoint host cities for the next five-year cycle, creating opportunities for the events to evolve, innovate, and deliver maximum impact for all stakeholders.



New Dinosaur Centre Set to Elevate Free State Tourism

South Africa recently unveiled a new cultural and scientific attraction, the Kgodumodumo Dinosaur Interpretation Centre, located in Golden Gate Highlands National Park in the Free State.

This centre blends cutting-edge paleontology with rich BaSotho mythology, set against the dramatic natural landscape globally significant for its fossil record, including one of the world's oldest known dinosaur embryos.

With interactive exhibits, live cultural performances, and the graduation of newly trained local guides, the launch celebrates the power of tourism to educate, empower, and inspire.

Funded through the EU and supported by the Department of Tourism, SANParks, and DFFE, the centre is a key part of South Africa's mission to grow inclusive tourism, empower rural communities, and position the Free State as a destination for family travel, heritage tourism, and adventure seekers alike.



New South African Astronomical Observatory Visitor Centre Opens in Cape Town

South Africa has launched the new South African Astronomical Observatory (SAAO) Visitor Centre in Cape Town's historic Observatory district. The centre features interactive exhibits, historical telescopes, and multilingual storytelling, including indigenous celestial narratives in isiXhosa and Khoekhoegowab.

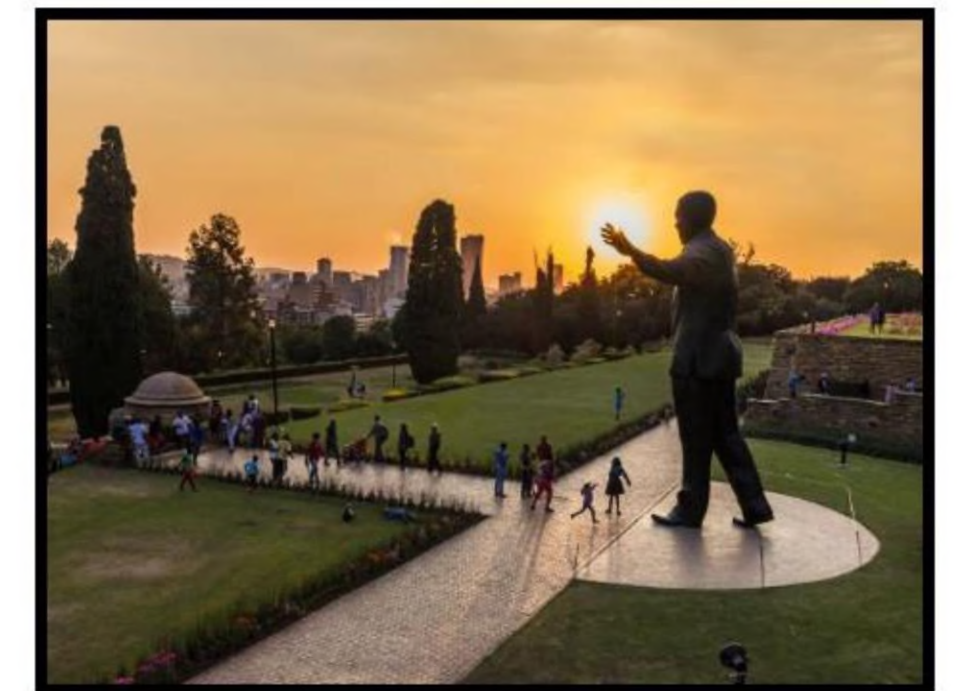
Expected to attract over 18,000 visitors annually, it marks a key milestone in South Africa's National Astro-Tourism Strategy. Supported by the Department of Tourism and other partners, the centre offers a unique blend of science, culture, and education, opening the night skies for travelers to explore and learn.



Shamwari Launches Direct Air Shuttle Starting December 2025

From mid-December 2025, Shamwari Private Game Reserve will launch the Shamwari Air Shuttle, offering direct flights from Cape Town and Johannesburg to the reserve.

Operated by National Airways Corporation, the service includes private lounge access and saves guests up to 5 hours in travel time. Flights will operate on Beechcraft 1900D aircraft (16 seats), with a 28kg luggage allowance per person.



Mandela Day 2025: It's Still in Our Hands

The Nelson Mandela Foundation has launched its 2025 Mandela Day campaign under the theme: "It's still in our hands to combat poverty and inequality." Celebrated each year on 18 July, Mandela Day is a global call to action encouraging individuals and organizations to honor Madiba's legacy through service, justice, and community impact.

Travel advisors can encourage clients to engage meaningfully — whether through local acts of service, cultural education, or supporting responsible tourism aligned with Mandela's values.

Explore ways to participate or support at [www.mandeladay.com](http://www.mandeladay.com) and [www.foundation.org/nelsonmandela](http://www.foundation.org/nelsonmandela)



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 July, we shared the recently announced 2026 dates for Meetings Africa and Africa's Travel Indaba, updates on the openings of the Kgodumodumo Dinosaur Interpretation Centre and South African Astronomical Observatory Visitor Centre, and confirmation of the December launch of the Shamwari Air Shuttle. We also included a mention of Nelson Mandela International Day with a call to action to engage meaningfully through local acts of service, cultural education, or supporting responsible tourism aligned with Madiba's values.

- High level KPI -> email distributed to 14,790 trade from our CRM database, including travel agents, tour operators & MICE recipients



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Insider Travel Portal Promotions – July 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 show your clients that #SouthAfricaAwaits — now's the time to #ComeFindYourJoy

**VISIT NOW**

**INSIDER TRAVEL REPORT** powered by taCONNECT  
Where your news comes first

**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.

**Resources for Travel Trade Partners**

South African Tourism offers a suite of tools to support your success:

Get certified: [SA Specialist Program](#)  
Browse: [South Africa e-Brochure](#)  
Explore: [South Africa Experience Map](#)  
Download: [Digital Asset Library- images & content](#)  
Watch: [Our YouTube Channel](#)  
Visit: [Our official website](#)  
Stay Informed: Travel trade updates [here](#) and follow [@SATraveltrade](#) on Twitter

**South Africa Awaits, ...**

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

Facebook, Twitter, YouTube, Instagram

**RESOURCE DIRECTORY**

**LATEST NEWS**

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- South Africa's Minister of ... [Read More](#)
- Africa's Travel Indaba 202... [Read More](#)
- South Africa's New Global ... [Read More](#)
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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 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 July, we promoted our Insider Travel Portal with an email campaign to travel advisors not in SAT's current database that specialize in selling long haul destinations to pique their interest and drive trade visits to our destination portal listing recent news, destination information, and travel advisor sales and marketing resources.

- **High level KPI -> email distributed to 53,164 advisors; 50.82% open rate, 37.49% unique open rate, 7.62% clicked rate**



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Trade Email Campaign, North American Tourist Arrivals to South Africa – Jan to Jun 2025 Update – August 2025



North American Arrivals Are Up, Let's Inspire Even More Travelers to Come Find Their Joy in South Africa

Dear colleagues,

We trust you are well and enjoying the summer. Our Insights & Analytics business unit in Johannesburg has released the latest tourist arrivals data for the first half of 2025. The consistent, steady growth from North America is a testament to your incredible work inspiring travelers to choose South Africa.

#### January – June 2025 Arrivals Update:

- Arrivals from the United States are up 1.5% compared to the same period last year, now reaching 104% of pre-COVID 2019 levels.
- Arrivals from Canada have increased 6.6% over the same period, recovering to 94% of 2019 levels.

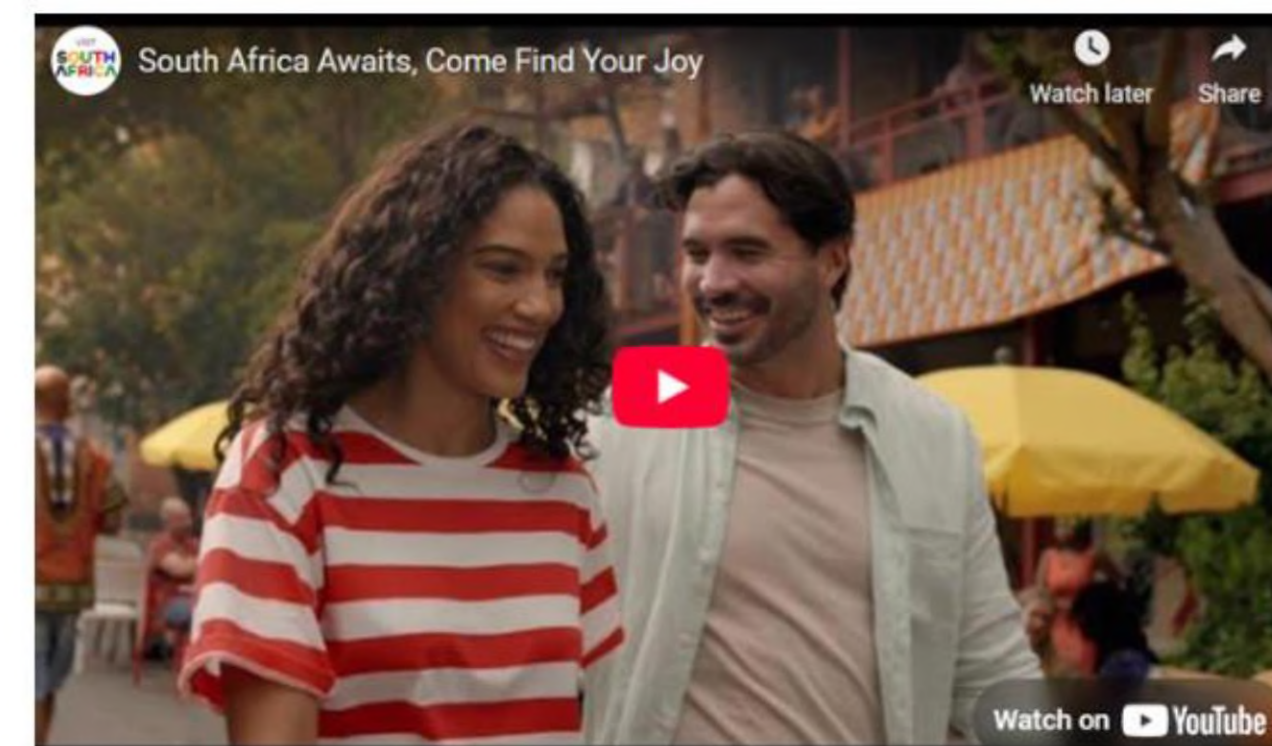
Download the full data – Table B – [here](#)

#### Let's Keep the Momentum Going – Share the Joy

To build on this growth, we invite you to share our latest brand campaign: South Africa Awaits – Come Find Your Joy.

This TVC celebrates the transformative experiences South Africa offers, from Big Five safaris and vibrant cityscapes to meaningful local encounters and striking natural beauty.

Watch & share the video with your clients



Let's continue motivating your clients to choose South Africa not just for a vacation, but for a journey that awakens the spirit, connects the soul, and creates stories they'll never forget.

Thank you for your continued support in promoting destination South Africa. Here's to a strong second half of 2025.



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 August, we shared an update on the January to June 2025 tourist arrivals from North America, thank the trade for their important contributions to this consistent, steady growth. We also encouraged them to keep the momentum going by sharing our “South Africa awaits – Come Find Your Joy!” TVC with clients to help drive a strong second half of 2025.

- **High level KPI -> email distributed to 14,798 trade from our CRM database, including travel agents, tour operators & MICE recipients**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Wellness Reimagined: Soulful South African Journeys – September 2025



SOUTH AFRICAN TOURISM



Wellness Reimagined: Soulful South African Journeys

In South Africa, wellness is not a trend. It is a way of life grounded in land, lineage, and community. From ancestral plant rituals to mineral springs flowing beneath ancient baobabs, every part of the country offers space for healing and renewal. This is a destination where wellness is shaped by people who carry centuries of healing knowledge. In villages where storytelling is medicine and retreats where silence becomes sanctuary, travelers are invited to return to themselves through the rhythms of the land.

South Africa offers extraordinary variety. From mountains and coastlines to remote villages and vibrant cities, each region presents its own path to restore the body and soothe the soul. In the early morning mist of the [Leshiba Wilderness](#), high in the Soutpansberg Mountains of Limpopo, something shifts. It's not just the clean air or the quiet hum of the bushveld. It's a deep knowing that you have arrived — not just in a place, but in a presence.

In a time of uncertainty, we seek stillness. A moment to fill our wells. South Africa is ready to offer exactly that. Here, wellness is not just self-care. It is soul-care. You can offer your clients a chance to find their joy again.



## Healing with Plants

In South Africa, plants are more than medicine. They are memory.

Buchu, once used by the KhoiSan for purification and inflammation, is still revered as a sacred cleansing herb. African wormwood (*Artemisia afra*) is burned in steaming rituals to clear the body and lift emotional heaviness. Imphepho, a golden-leaved plant from the daisy family, is among the most spiritually revered. When burned, it becomes more than scent. As heritage activist and herbalist Madoda Mditshwa explains, imphepho is central to rituals that cleanse negative energy and protect against harmful spirits and omens. It is a sacred call to the ancestors.

At [Ekhaya Lempilo Cultural Village](#) in Soweto, imphepho is central to healing. Guests are guided through ancestral cleansing, herbal steams, and dream interpretation — in a space where each plant has a spirit and a story.

This wisdom is honored at [Oppidum Health Retreat](#) in Plettenberg Bay, where detox and gut-health programs are paired with wild herb foraging in the fynbos-covered hills. At [Sterrekopje Healing Farm](#) in Franschhoek, herbs are transformed into teas, tinctures, and oils by hand. The land is a collaborator, not a commodity.

These are rituals of remembrance — herbal, ancestral, and embodied. Wellness travelers seeking authentic, soulful experiences will find these moments unforgettable.

## Healing with Water

Across South Africa, mineral springs have long been sacred sites of cleansing, prayer, and physical renewal. In the far north of Limpopo, [Tshipise A Forever Resort](#) rests beneath baobabs where thermal waters rise naturally at 58°C. Generations have come to these mineral-rich pools to heal and release.

In the Overberg, the [Caledon Hotel & Spa](#) offers an elegant take on water therapy. Built around natural iron-rich hot springs, the resort blends Victorian bathhouse heritage with contemporary hydrotherapy. Guests flow through cascading stone pools, steam rooms, and gardens, drawing on more than a million liters of water released daily from deep within the earth.

Each spring reminds us that healing is not something we chase. It is something we return to.



## Healing with Storytelling

In a small village in the [Amathole Mountains](#) of the Eastern Cape, Xhosa grandmothers gather guests by the fire to share stories not found in books. These are lineages, alive with land, womanhood, and wisdom.

Visitors are invited to share their own stories too, creating a circle of vulnerability, remembrance, and reverence. In this space, storytelling becomes medicine. It reminds us who we are and where we belong.

## Healing with Sisterhood

At [Earth and Ember Wellness Retreat](#), set in the Soutpansberg Mountains, daily rhythms include meditation, yoga beneath cliffs, and mindful walks among giraffes and zebras. The silence of the land becomes a space for remembering — of self, of sisterhood, of story.

In Namaqualand, [Naries Namakwa Retreat](#) offers another sanctuary. Perched on the Spektakelberg between Springbok and Kleinsee, Naries is known for its natural beauty and deep stillness. Guests stay in stone suites built into the mountainside, enjoy home-cooked meals in the manor house, and wander walking trails in quiet solitude. Here, wellness is slow, grounded, and personal.

These are not escapes. They are pilgrimages. Journeys of returning. Journeys of becoming.



## Travel Slowly

Picture a week moving gently between mountain, coast, and village.

Begin in Franschhoek, where you crush wild herbs between your fingers and steep healing teas at Sterrekopje. Continue through the Overberg, where the mineral springs of Caledon warm tired limbs and soothe the nervous system. Drift east to Plettenberg Bay for barefoot foraging in the fynbos at Oppidum. Head north through Soweto, then ascend to the Soutpansberg Mountains, where silence and sisterhood wait at Earth and Ember. End your journey under the endless skies of [Namaqualand](#), cradled by stone at Naries.

This is not a linear trip. It is a circular journey — one that moves through body, memory, story, and spirit. A winding way of wellness that echoes the rhythms of the land and the women who walk it.

Have your clients collect herbs at sunrise. Soak in sacred waters in the afternoon. Share silence and stories beneath the stars at night. In South Africa, every moment is a cleansing of spirit and a celebration of joy.

We invite you to explore how South Africa's soulful wellness experiences can enrich your clients' journeys.



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained proactive engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination SA top of mind among American and Canadian travel agents and tour operators. In September, we distributed a localized version of the global PR team's editorial feature, "Wellness Reimagined: Soulful South African Journeys." The piece highlighted South Africa's unique wellness offerings – from ancestral plant rituals and sacred waters to storytelling and sisterhood retreats – positioning the country as a soulful sanctuary where travelers can slow down, reconnect with themselves, and rediscover joy.

- **High level KPI -> email distributed to 15,153 trade from our CRM database, including travel agents, tour operators & MICE recipients, with an expanded reach send to an additional 3,295 US/ CAN travel advisors who specialize in wellness travel**



SOUTH AFRICAN TOURISM

# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Insider Travel Portal Promotions – September 2025



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 September, we promoted our Insider Travel Portal with an email campaign to travel advisors not in SAT’s current database that specialize in selling long haul destinations to pique their interest and drive trade visits to our destination portal listing recent news, destination information, and travel advisor sales and marketing resources.

- High level KPI -> email distributed to 53,367 advisors; 48.43% open rate, 35.92% unique open rate, 20.50% clicked rate

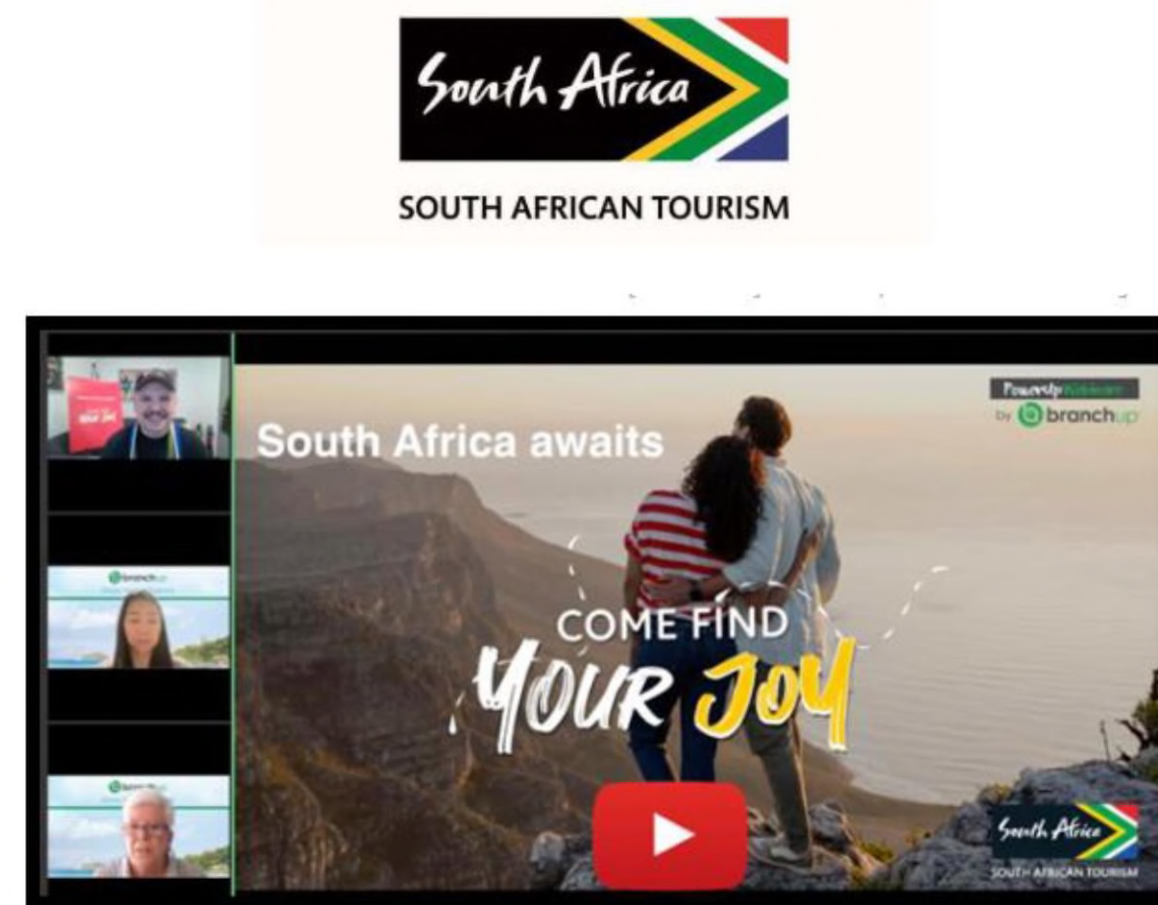


# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, BranchUp Collaboration – October 2025

COME FIND  
**YOUR JOY**



#### Discover the Joy of Selling South Africa | Webinar Replay & Free Marketing Tool

If you missed our recent PowerUp Webinar with BranchUp Technologies, now's your chance to watch the replay and get inspired.

Titled "Discover the Joy of Selling South Africa," this fast paced 55-minute session, part of BranchUp's popular advisor education series, was designed especially for travel advisors new to selling South Africa who want to grow their sales. Many attendees are already sharing South African Tourism content across their social media platforms, engaging followers and generating new client interest in our extraordinary destination.

During the session, we explored how to confidently package and promote South Africa by combining its world-renowned wildlife, breathtaking adventure, and rich cultural experiences into one seamless itinerary that converts. It's an energizing look at what makes South Africa such a joy to sell — and how you can turn that joy into bookings.

[Watch the Webinar Replay Now](#)

**South African Tourism**

South African Tourism is expanding our Social Media effort Through a collaboration with BranchUp®.

Introduce rich content automatically into your Facebook, LinkedIn, and Instagram feeds and create leads that go directly to you!

Go to [BranchUp.com](#) and Sign up for free follow the simple step-by-step instructions to connect your Social media pages

All South African Tourism content has a 'get more information' function to generate leads for you to commercialize your social media efforts.

Your account will preview the planned South African Tourism posts. You will be able to edit and customize the posts to suit your market before they land in your feeds!

#### Keep the Momentum Going

If you're feeling inspired, BranchUp and South African Tourism can help make it effortless to share that excitement with your clients.

With BranchUp, you can automatically post curated, professional South African Tourism content to your social media feeds, keeping your audience engaged and dreaming about their next big journey. There's no need to plan, design, or schedule, BranchUp does it all for you, so you can focus on selling and servicing your clients. It's quick, easy, and completely free to join.

[Sign Up for Free with BranchUp](#)

South Africa offers more than a vacation. It's a joyful, transformative journey your clients will never forget. With the webinar replay and your BranchUp tools, you'll be ready to sell it with confidence and ease.



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained proactive engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination SA top of mind among American and Canadian travel agents and tour operators. In October, we shared a replay of our PowerUp Webinar with BranchUp Technologies, which explored how to package and promote South Africa by combining wildlife, adventure, and cultural experiences into itineraries that convert. We also promoted our BranchUp collaboration, which enables advisors to share SA content effortlessly across their social channels, building visibility and demand, and included a link inviting them to enroll in the program free of charge.

- **High level KPI -> email distributed to 15,232 trade from our CRM database, including travel agents, tour operators & MICE recipients.**



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Trade Email Campaign, North American Tourist Arrivals to South Africa – Jan to Sep 2025 Update – November 2025



SOUTH AFRICAN TOURISM



Dear colleagues,

We trust you are well and are making the most of the busy fall travel season. Our Insights & Analytics business unit in Johannesburg has just released the latest tourist arrivals covering January - September 2025, and once again, North America shows strong, steady growth.

It's clear our collective efforts are paying off as the growth story continues across both the US and Canada.

January - September 2025 Arrivals Snapshot:

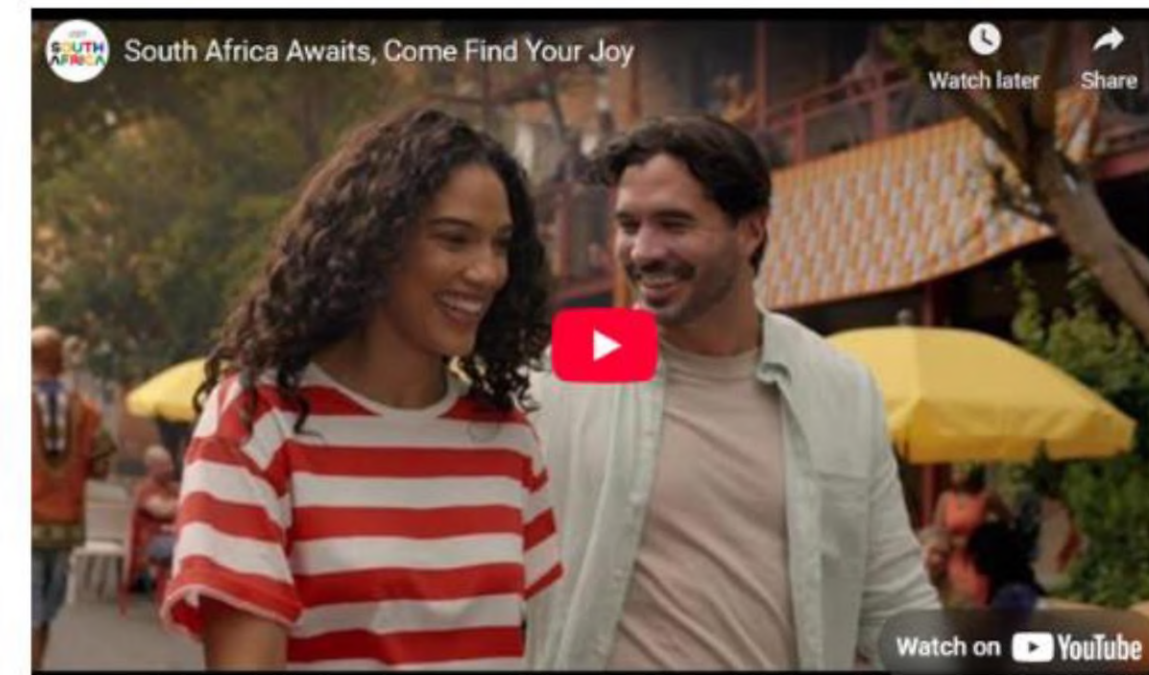
- Arrivals from the United States are up 6.5% compared to the same period last year.
- Arrivals from Canada have increased 13.8% over the same period.

The numbers tell a powerful story of resilience, teamwork and shared purpose. With just a few weeks left in 2025, let's keep the momentum going and finish the year on a high.

Download the full data – Table B – [here](#).

Let's Build on This Growth Together

To help you inspire even more clients, we encourage you to continue sharing our brand campaign: South Africa awaits – Come Find Your Joy.



Your storytelling, social posts, newsletters, and itineraries play a key role in turning curiosity into bookings. Together, let's keep shining a spotlight on the transformative power of a South African holiday to create memories that linger long after the trip ends.

Warm regards,  
South African Tourism North America



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained proactive engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination SA top of mind among American and Canadian travel agents and tour operators. In November, we shared an update on the January to September 2025 tourist arrivals from North America, thanked the trade for their important contributions to this strong, steady growth, and encouraged them to share our “South Africa awaits – Come Find Your Joy!” TVC with clients to help close out the year on a high note.

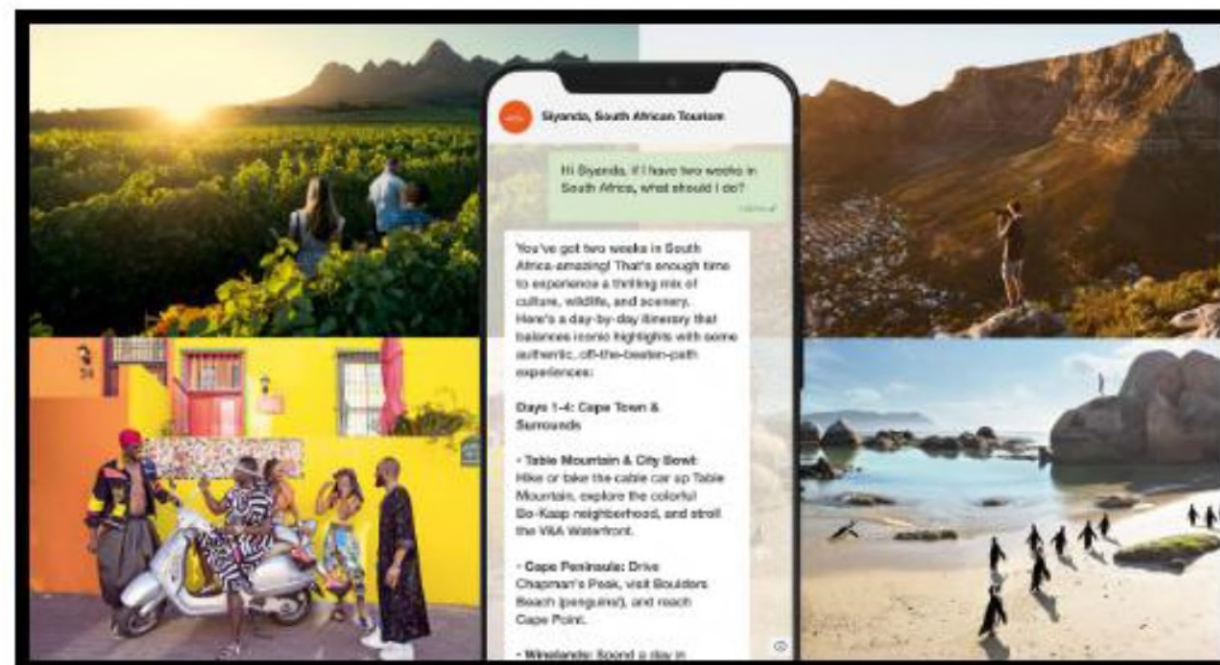
- **High level KPI -> email distributed to 15,243 trade from our CRM database, including travel agents, tour operators & MICE recipients**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Launch of AI travel assistant, Siyanda, with Matador Network – December 2025



"Siyanda" Helps North American Travelers Plan Dream Trips to South Africa

North American travelers considering a trip to South Africa can now get expert advice from "Siyanda," a cutting-edge AI travel assistant that provides instant answers to any travel or tourism related questions about the country. Siyanda is built on Matador Network's industry-leading [GuideGeek](#) chat platform and is tailored to support travelers seeking authentic, vibrant, and joy-filled journeys across South Africa.

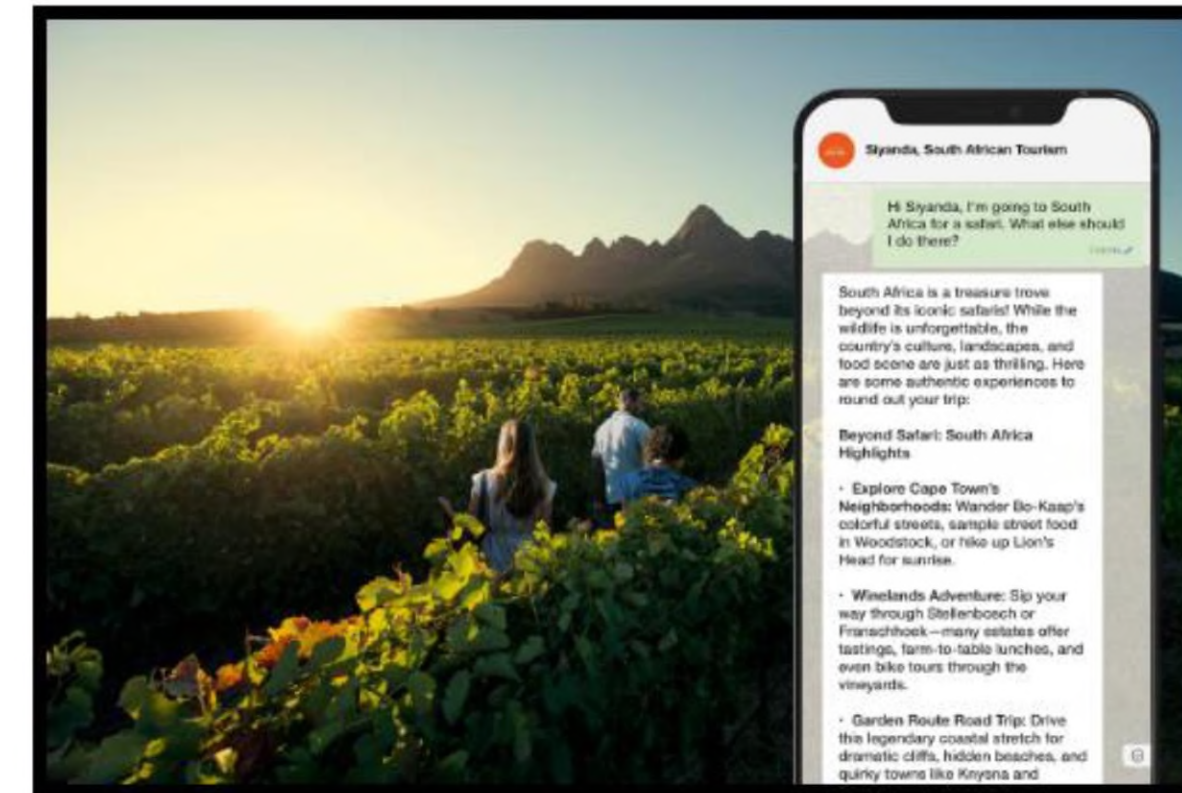
"South Africa has a ton of momentum as a destination," said Matador Network CEO Ross Borden. "With incredible wildlife experiences alongside world-class adventure travel and wine, as well as bustling, vibrant cities, it's no wonder it finds its way on to more 'best of' and bucket lists every year. Siyanda helps travelers quickly go from being curious about South Africa to planning and booking their ideal trip to a large country full of rich cultural experiences."



Travelers can prompt Siyanda to plan a full itinerary or answer specific questions about safaris, hiking trails, local restaurants, historical landmarks, and more. Responses are personalized and generated in real-time by AI trained on extensive data from South African Tourism ([southafrica.net](#)). This is combined with over 1,000 travel information integrations from GuideGeek's award-winning technology. GuideGeek was named "Best Use of AI" in Skift's 2025 IDEA awards and recognized as one of the Most Innovative Companies in travel by [Fast Company](#).

"The name Siyanda is from Xhosa, one of South Africa's 11 official languages, and means 'We are growing. We are increasing,'" explained Darryl Erasmus, Chief Operations Officer of South African Tourism. "The U.S. became South Africa's largest overseas market in 2024, and we've built a strong bond with American travelers. Siyanda enables us to grow that connection by reaching travelers who are now using AI alongside traditional channels to research and book trips. We are incredibly proud of our New York-based team's innovation and dedication to keeping South Africa top-of-mind for North American travelers seeking immersive, authentic experiences."

South Africa is the first African destination to launch a custom artificial intelligence trip planning tool with GuideGeek. It joins other nations around the world such as Greece and New Zealand in leveraging GuideGeek AI to help tech-savvy visitors plan trips and build a relationship with the destination before their plane takes off.



In addition to serving curious travelers, Siyanda is also a valuable tool for travel advisors looking to deepen their South Africa expertise and better serve their clients. Available 24/7, the AI assistant can instantly answer destination-specific questions, suggest tailored itineraries, and provide real-time insights on everything from wildlife experiences to local cuisine, empowering advisors to save time, personalize recommendations, and stay ahead of client expectations. Siyanda enhances, rather than replaces, traditional planning, giving advisors a smart, always-on partner to support their work and inspire their clients throughout the travel journey.

"South Africa is a very affordable destination for North American travelers," Erasmus added. "Through chatting with Siyanda, potential U.S. and Canadian visitors, and the travel advisors assisting them, can build a dream itinerary that fits their budget and discover just how far their dollar can stretch—whether they're diving with sharks, enjoying world-class wines in Cape Town, searching for lions on safari, or engaging with local communities. And with direct flights from major U.S. gateways like Atlanta, Washington D.C., and New York/Newark, the journey is easier than ever."

Ready to #ComeFindYourJoy? For more information or to enlist Siyanda to help plan your clients' next South African adventure, visit <https://www.southafrica.net/us/en/travel>



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America maintained proactive engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination SA top of mind among American and Canadian travel agents and tour operators. In December, we announced the launch of our AI travel assistant, Siyanda, built on Matador Network's award-winning GuideGeek platform. Siyanda provides instant expert answers, personalized itineraries, and real-time recommendations informed by [southafrica.net](#) and 1,000+ other integrations. The tool enhances trip planning for both travelers and travel advisors, supporting continued growth from the U.S. market and helping visitors discover South Africa's diverse, affordable, and adventure-rich experiences.

- High level KPI -> email distributed to 15,506 trade from our CRM database, including travel agents, tour operators & MICE recipients



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op B2B Spotlight Email Campaign with Signature Travel Network, South Africa 101 – July 2025



## South Africa 101:

### Fast Facts to Help You Sell Like a Pro

Your clients are dreaming of South Africa. With the launch of our "South Africa awaits - Come Find Your Joy" campaign, there has never been a better time to turn inspiration into bookings.

With visa-free entry, direct flights, and unforgettable experiences, your clients can explore everything from luxury safaris to world-class wine regions without the premium price tag.

#### Visa-Free & Hassle-Free Entry

- No visa required for U.S. or Canadian passport holders (for stays up to 90 days)
- Passports must be valid for at least 6 months beyond return date
- Two blank, facing pages required for entry/exit stamps
- No vaccines required when arriving from the U.S. or Canada



#### Direct Flights from Major North American Hubs

##### Delta Airlines

- Atlanta (ATL) ---> Johannesburg (JNB) & Cape Town (CPT)

##### United Airlines

- New York/Newark (EWR) ---> Johannesburg (JNB) & Cape Town (CPT)

- Washington Dulles (IAD) ---> Cape Town (CPT)

**Plus:** Seamless one-stop connections through Europe and the Middle East

#### Luxury for Less

- **Currency:** South African Rand (ZAR)
- **Exchange rate:** ~18 ZAR = 1 USD (subject to change)
- South Africa offers outstanding value. Clients enjoy world-class safaris, boutique hotels, wine tasting and fine dining at surprisingly accessible rates.



#### What Makes the Trip Unforgettable

As highlighted in our Come Find Your Joy campaign, it is not just the landscapes or the lodges that make South Africa special, it is the people.

- South Africans are known for their warmth, humor, and hospitality
- Visitors often say it's the people that make the experience truly unforgettable

#### Pro Tips for Advisors

**Ideal for:** Honeymooners, wildlife lovers, multigenerational families, food & wine travelers

##### Best time to visit:

- May-September: Dry season and ideal for safaris and wildlife viewing
- November-March: Warm summer months perfect for Cape Town, the Garden Route, and coastal adventures



#### Tools to Support Your Sales

##### Insider Travel Portal

Stay in the know with latest news, trade webinars and a searchable database of products, services, and experiences

[Visit Insider Travel Portal](#)

##### Trade Newsletter

Get updates straight to your inbox

[Sign Up for the Newsletter](#)

##### Become a South Africa Specialist

Boost your knowledge and stand out with our interactive e-learning program

[Get Certified](#)

##### Access the Digital Asset Library

Create polished, professional marketing materials in minutes with our high-res images and promo videos.

[Download Assets](#)



#### Need Help Planning or Promoting?

Our team is here to support you. Whether you need brochures, sample itineraries, or a strategy call, South Africa's many Signature Preferred Partners, from land suppliers to destination specialists to preferred hotel partners are ready to help you create journeys that deliver on your clients' dreams.

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](mailto:info@signaturetravelnetwork.com)  
[Signature Travel Network Website](#)

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America continued our marketing program with Signature Travel Network 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 South Africa 101: fast facts to help advisors sell the destination including, visa and passport requirements, info on direct flights from the US hubs, pro tips, and sales tools to support their growing business to the destination. It also featured the "Come Find Your Joy" TVC as well as links to the SA Specialist program and the Signature South Africa microsite.

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



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Connections Webinar training with Signature Travel Network – July 2025



South Africa awaits

COME FIND YOUR JOY

All right, well, thank you again, Jenny. Uh, it is great to be back here with Signature, following our recent meetup in Fort Lauderdale. If anybody is with us that was there in Fort Lauderdale, it was.

Signature Travel Network

SOUTH AFRICAN TOURISM

2025-07-29 10:25:21

Rich culture and heritage

We don't just showcase culture in South Africa. We want to share it with your clients.

South Africa

SOUTH AFRICAN TOURISM

2025-07-29 10:29:05

Signature Preferred Partners

Products & services offered across SA

<p><b>Custom/Independent/FIT</b></p> <ul style="list-style-type: none"> <li>Abercrombie &amp; Kent</li> <li>African Travel, Inc</li> <li>Alexander+Roberts</li> <li>Bedsonline</li> <li>Delta Vacations*</li> <li>Goway Travel</li> <li>Island Destinations</li> <li>Micato Safaris</li> <li>MT Sobek</li> <li>Pleasant Holidays / Journese</li> <li>Railbookers</li> <li>Swain Destinations</li> <li>TCS World Travel – Private Custom Travel</li> </ul> <p><b>Excursions/Activities</b></p> <ul style="list-style-type: none"> <li>Context Travel</li> <li>Project Expedition</li> <li>Traveling Spoon</li> </ul> <p><b>Private Homes/Villas</b></p> <ul style="list-style-type: none"> <li>HVN Travel Group</li> <li>Villas of Distinction</li> </ul>	<p><b>Escorted/Guided</b></p> <ul style="list-style-type: none"> <li>Abercrombie &amp; Kent</li> <li>Adventures by Disney®</li> <li>Alexander+Roberts</li> <li>Backroads</li> <li>Contiki (TTC Tour Brands)</li> <li>Cosmos / Globus</li> <li>Costsaver (TTC Tour Brands)</li> <li>G Adventures</li> <li>Luxury Gold (TTC Tour Brands)</li> <li>MT Sobek</li> <li>National Geographic Expeditions</li> <li>Natural Habitat Adventures</li> <li>Tauk</li> <li>TCS World Travel – Private Jet Expeditions</li> <li>Trafalgar (TTC Tour Brands)</li> <li>VBT Bicycling Vacations</li> </ul> <p><b>Specialty/Niche</b></p> <ul style="list-style-type: none"> <li>Premier Golf</li> </ul>	<p><b>Preferred Hotel Suppliers</b></p> <ul style="list-style-type: none"> <li>12 Apostles Hotel and Spa</li> <li>andBeyond Phinda Private Game Reserve</li> <li>Cape Cadogan</li> <li>Cape Grace</li> <li>Mont Rochelle Hotel &amp; Vineyard</li> <li>Mount Nelson, A Belmond Hotel, Cape Town</li> <li>One&amp;Only Cape Town</li> <li>Royal Malewane</li> <li>Savanna Private Game Reserve</li> <li>Saxon Hotel, Villas and Spa</li> <li>Singita Lebombo &amp; Sweni Lodges</li> <li>Taj Cape Town</li> <li>The Silo</li> <li>Ulusaba Private Game Reserve</li> </ul> <p><b>Preferred Destination Specialist</b></p> <ul style="list-style-type: none"> <li>Abercrombie &amp; Kent Southern Africa</li> <li>andBeyond Travel</li> <li>Micato Safaris</li> <li>Trans Africa Safaris</li> <li>Wilderness</li> </ul>
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South Africa

SOUTH AFRICAN TOURISM

Vibrant cities and welcoming people

Where they felt, uh, joy, where they felt awe. Of course, our big cities are pulsing with energy and creativity.

South Africa

SOUTH AFRICAN TOURISM

2025-07-29 10:27:45

Signature Travel Network

South Africa awaits

COME FIND YOUR JOY

And then, I just want to make another pitch for the cradle of humankind. That is sort of a day trip from Johannesburg, so it's about 45 minutes drive.

South Africa

SOUTH AFRICAN TOURISM

2025-07-29 10:46:09

As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America hosted an engaging connections webinar training for members of the Signature Travel Network. This followed our participation in their June Regional Travel Exchange. The session reinforced the “South Africa Awaits — Come Find Your Joy!” campaign messaging by positioning South Africa as a joyful, transformative destination and highlighted the country’s unforgettable experiences and cultural depth, while providing tools and tips to support advisor success. We closed with a call to action to connect with the many outstanding Signature Preferred Partners throughout South Africa for sample itineraries, custom quotes, and strategic planning support. This was followed by a lively Q&A session. The recording will be available on Signature Travel Network’s intranet for on-demand viewing by travel advisor members unable to attend the live session.

- High level KPI -> 88 travel advisors attended live, 87 registered to receive the recording; recording uploaded to STN intranet for on-demand viewing for one year



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op B2C Email Campaign with Signature Travel Network, The Adventure Continues, Are You Ready? – August 2025



**Signature**  
Travel Network

## THE ADVENTURE CONTINUES ARE YOU READY?

Just because the sun is setting on summer doesn't mean your travel dreams have to fade away. Let's keep that wanderlust alive and explore new places with deals that will keep the excitement alive long after summer's over.

♀ SOUTH AFRICA

South Africa awaits - Come Find Your Joy  
Imagine a place where wild beauty meets rich culture, where every sunrise feels like a fresh beginning and every moment opens the door to something unforgettable. That place is South Africa.

[LEARN MORE](#)

[FIND YOUR JOY](#)

**Signature**  
Travel Network

## South Africa awaits

COME FIND YOUR JOY

[PLAY VIDEO](#)

From soul-stirring safaris to vibrant cities and dramatic coastlines, South Africa is more than a destination. It is a journey back to joy, freedom, and meaning. Whether you are dreaming of adventure, looking to reconnect with nature, or craving a deeper connection to the world around you, South Africa offers an experience that moves you—heart and soul.

Get a glimpse of what's waiting for you in South Africa and start imagining what your own journey could look like.

[FIND YOUR JOY](#)

[START BOOKING](#)

### What Awaits You in South Africa

**Epic Landscapes**

Explore the legendary Kruger National Park, the lush Garden Route, and the majestic peaks of the Drakensberg Mountains.

**Award-Winning Wines & Winelands**

Indulge in tastings at world-renowned vineyards nestled among the rolling hills of the Cape Winelands, where every glass tells a story of place and passion.

**Vibrant Culture & Cuisine**

Meet warm, welcoming locals, experience traditions shaped by diverse communities, and savor dishes inspired by a blend of global influences.

**Purposeful Travel**

Support a destination that leads in conservation and community-based tourism. Your journey helps protect South Africa's natural and cultural heritage for future generations.

**Unforgettable Wildlife Encounters**

Stand in awe as you track rhinos, observe elephants in the wild, and spot elusive leopards in their natural habitat.

**Signature**  
Travel Network

## South Africa Awaits - Come Find Your Joy

South Africa is more than just a destination—it's an experience that awakens your spirit and fills your soul with joy. Whether you seek adventure, cultural connection, or pure relaxation, our country welcomes you with open arms and endless possibilities.

Here, every journey is a celebration. From breathtaking landscapes and vibrant cities to rich heritage and unforgettable encounters, South Africa offers something for every traveler. Feel the rhythm of our streets, taste the flavors of our diverse cultures, and embrace the warmth of a nation that thrives on authenticity and connection.

So... Come to South Africa.  
Discover. Explore. Immerse yourself. Find your joy—right here, where it's always been waiting for you.

**Hotels**

- [One&Only Cape Town](#)
- [Royal Malewane](#)
- [Saxon Hotel, Villas and Spa](#)
- [Singita Lebombo & Sweni Lodges](#)
- [andBeyond Phinda Private Game Reserve](#)

**Vacations**

Title	Destination	Rating	Nights	Travel Date	From Price	Offer ID
12 Nights Escape of South Africa with Victoria Falls	South Africa Victoria Falls	Deluxe	12	09/12/25 - 09/22/25 10/12/25 - 10/22/25	\$9,990	1336425
10 Nights Southern African Safari with Sweni	South Africa Victoria Falls	Luxury	10	09/12/25 - 09/22/25 09/23/25 - 09/27/25 09/28/25 - 09/30/25	\$8,286	1347775
10 Nights Sweni's Southern African Safari with Sweni	South Africa	Deluxe	10	09/12/25 - 09/21/25 09/12/25 - 09/22/25 11/01/25 - 11/05/25 09/12/25 - 10/16/25	\$11,490	1405685
10 Nights Escape of South Africa with Victoria Falls	Africa	Luxury	10	09/12/25 - 11/30/25 10/14/25 - 10/21/25	\$21,100	1386613

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America continued our marketing program with Signature Travel Network (STN) as the featured destination in a themed consumer email as part of their “The Adventure Continues, Are You Ready?” series. This feature highlighted our “South Africa awaits - Come Find Your Joy” messaging and TVC, positioning South Africa as a journey back to joy, freedom, and meaning. It showcased five STN-Preferred South African hotels and lodges, along with four affordable luxury packages curated by STN-member tour operators. The CTA encouraged consumers to connect with their STN-member travel advisor for more information and booking.

• High level KPI -> email distributed to 286,121 consumers; 31.76% open rate



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Signature Travel Network Annual Owners' Meeting – September 2025

COME FIND  
**YOUR JOY**



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America participated in the Signature Travel Network's (STN) Annual Owners' Meeting. Our presence built on the momentum of the 2024 Horizon Club incentive trip to South Africa, which brought STN's top 50 producing agency owners to experience SA firsthand. At this year's owners' meeting, the team engaged in one-on-one appointments and networking sessions to promote South Africa's alignment with STN's focus on meaningful, authentic, and sustainable travel experiences. As part of broader 2026 destination trend discussions, KwaZulu-Natal was featured in a mainstage presentation for its off-the-beaten-path appeal and transformational value, resonating strongly with the network's evolving priorities.

- **High level KPI -> 25 trade engaged through one-on-one appointments; additional 27 trade and 1 media engaged during networking sessions; 502 trade and industry leaders engaged during mainstage presentation**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op B2B Spotlight Email Campaign with Signature Travel Network, Top 5 Reasons Clients Love SA – September 2025



## The Top 5 Reasons Clients Fall in Love with South Africa

What Makes South Africa So Unforgettable? When travelers return from South Africa, they don't just talk about what they saw, they talk about how they felt. They talk about the people who made them feel welcome, the animals they'd only dreamed of seeing, and the deep, personal shift they weren't expecting. Here's what your clients will love most:

### 1. The People: Warm, Welcoming, and Unforgettable

South Africans are often the highlight of the trip. Known for their warmth, resilience, and humor, they turn every interaction, whether in a bustling city or rural village, into a moment of connection. Clients may come for the scenery, but they'll remember the people.



Conversations, shared laughter, and spontaneous moments with locals leave lasting impressions. "We came for the safari. We came home talking about the people we met."

### 2. The Wildlife: Awe-Inspiring and Intimate

South Africa offers one of the world's most accessible and thrilling wildlife experiences — including the iconic Big Five.

Whether your clients are dreaming of elephants at sunrise, lions at dusk, or rhinos grazing just beyond the lodge deck, South Africa delivers.

- Excellent guides and trackers offering deep education
- Unique encounters — from walking safaris to nighttime drives
- Options for every comfort level, from family-friendly lodges to private, immersive experiences



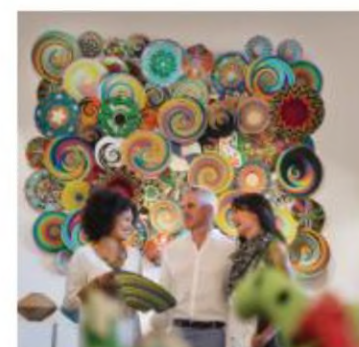
### 3. The Diversity of Experiences: One Destination, Endless Possibilities

South Africa is a country where no two days feel the same. In a single itinerary, clients can:

- Sip wine on a world-class vineyard
- Explore a vibrant township community on a guided tour
- Hike dramatic mountains or relax on an unspoiled beach
- Discover contemporary art
- Watch whales breach along the coast

It's this incredible variety, with seamless logistics, that makes South Africa ideal for:

- Honeymooners
- Multigenerational families
- Adventure seekers
- Culture lovers
- First-time visitors to Africa



### 4. The Culinary & Wine Scene: World-Class Taste, Remarkable Value

South Africa surprises even seasoned travelers with its food and wine offerings, from cutting-edge cuisine in Cape Town to traditional dishes enjoyed in warm, communal settings.

The country is home to more than 600 wineries and a dynamic food scene led by local chefs, farmers, and artisans. Clients can experience:

- Private wine tastings in scenic estates
- Elevated dining at award-winning restaurants
- Authentic meals that showcase South Africa's diverse cultures drawing on Cape Malay, African, Indian, and European traditions



And thanks to the favorable exchange rate, your clients enjoy unparalleled luxury and quality at incredible value — a major selling point for food & wine lovers.

### 5. The Feeling: A Journey That Transforms

There's something about South Africa that's hard to put into words — a shift that happens quietly, deeply.

It's the perspective that comes from standing on an open plain.

It's the joy sparked by a conversation with a local artisan.

It's the clarity found watching the sun rise over the savannah.

Clients leave feeling more connected, more open, more alive. South Africa offers not just adventure, but emotional renewal.

"It wasn't just a trip. It was a transformation."



### Why Sell South Africa Now?

- Visa-free for U.S. & Canadian travelers (up to 90 days)
- Direct flights from key North American gateways (EWR, ATL, IAD)
- Signature Preferred Partners to help plan and deliver seamless itineraries
- Exceptional value for luxury travelers

**Let's Turn Curiosity into Bookings!**

Your clients may be drawn in by wildlife or wine, but they'll fall in love with South Africa for so much more.

Help them discover joy, connection, and wonder in one extraordinary journey



## RESOURCES

[Signet Profile](#)

[Preferred Partners](#)

[Become a South Africa Specialist](#)

[South Africa Microsite](#)

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

Information and pricing is subject to change without notice, including changes in the currency exchange rate. All prices are per person, cruise or land only, based on double occupancy, unless otherwise noted. Prices may vary by day of travel, season, duration and are subject to availability at time of booking. Certain blackout dates may apply. Airfares are not included except where noted. Air, immigration and taxes are not included unless noted. All offers and upgrades are for select dates, and select room or cabin categories, subject to availability, and are capacity controlled. Cruise fares shown are the lowest available nationwide non-post-passenger fare. Other fares, which may be lower and/or include restrictions, may be available. Please view the full offer for complete details. All efforts have been made to ensure the accuracy of the information contained herein. Should an error occur, we reserve the right to correct it.

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America continued our marketing program with Signature Travel Network 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 Top 5 Reasons Clients Fall in Love with South Africa highlighting our people, the wildlife, the diversity of experiences, our wine & food scene, and the transformative feelings of wonder, connection, and joy. It also featured the "Come Find Your Joy" TVC as well as links to the SA Specialist program and the Signature South Africa microsite.

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



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op B2B Spotlight Email Campaign with Signature Travel Network, Insider Tips to Sell SA Like a Pro – November 2025



## Insider Tips to Sell South Africa Like a Pro

South Africa is a destination that inspires wonder, adventure, and connection. Advisors who know the insider angles can turn great trips into extraordinary ones. Here's how to elevate every itinerary, surprise seasoned travelers and deliver moments clients can't stop talking about.

### Go Beyond the Big Five

Safaris may be the draw, but how you design them is what sets you apart

Elevate the wildlife experience with:

- Private game drives or exclusive-use vehicles for ultimate flexibility and photography
- Walking safaris, night drives, and sleep-outs under the stars for a deeper connection to the bush
- Boutique lodges and small reserves that offer more personalized guiding, fewer vehicles per sighting, and immersive storytelling
- Conservation experiences where clients track animals or learn about community-led initiatives



These are the details that turn a bucket-list safari into a life-changing journey.

### Discover Hidden Gems Your Clients Will Love

For clients returning to South Africa for a second or third time, or those wanting to explore beyond the classic routes, these regions offer fresh discoveries, rich culture, and unforgettable landscapes.

**Eastern Cape:** A malaria-free safari region with intimate lodges, sweeping coastlines, and deep Xhosa heritage. Ideal for travelers who have experienced Kruger and want a quieter, more personal wildlife experience paired with untouched stretches of the Wild Coast.

**KwaZulu-Natal:** A seamless blend of Big Five reserves, warm Indian Ocean beaches, the dramatic Drakensberg Mountains, and powerful Zulu cultural history. Perfect for clients seeking variety in wildlife, culture, and coast within a single, easy-to-navigate region.



**Northern Cape:** South Africa's vast, untamed wilderness with red dunes, big skies, and the legendary predator sightings in Kgalagadi. The spectacular Namaqualand flower bloom adds to the appeal. A dream for photographers, stargazers, and repeat safari-goers craving something different.

**Mpumalanga:** Ideal for travelers who have already visited Kruger but have not yet explored the Panorama Route. God's Window, Blyde River Canyon, and the Three Rondavels deliver dramatic, high-impact scenery with effortless logistics.

These hidden gems help you craft richer, more dynamic itineraries, especially for travelers eager to return and see a new side of South Africa.



### Tailor Experiences for Every Traveler

South Africa suits nearly every travel style. Customize your recommendations to match your clients' interests:

#### Luxury travelers:

- Exclusive lodges, private villas, and helicopter flights over Table Mountain
- Behind the scenes wine tastings or chef-led culinary experiences.

#### Multigenerational families:

- Family-friendly safaris with specialist guides
- Interactive cultural and community tours, plus gentle adventure activities for all ages.

#### Food & wine enthusiasts:

- Boutique vineyards and private cellar tastings
- The Franschhoek Wine Tram
- Cooking classes exploring Cape Malay, Indian, and traditional African cuisine.



Personalized touches transform an itinerary into their South Africa.

### Seasonal Insights that Make You Look Like a Pro

**May–September** (Dry season): Ideal for safaris, with clear visibility, cooler temperatures, and exceptional wildlife photography.

**November–March** (Summer): Perfect for Cape Town, the Garden Route, coastal adventures, and outdoor festivals.

Sharing seasonal expertise builds trust and helps clients feel confident about booking.



### Your Signature Advantage

As a Signature Travel Network advisor, you have powerful tools available:

- Signature Preferred Partners delivering seamless logistics, vetted experiences, and on-the-ground support
- A digital asset library with high-res images, destination videos, and marketing-ready content to spark client interest
- The SA Specialist Program to elevate your expertise and help you stand out with deeper destination knowledge.



## RESOURCES

Signet Profile

Preferred Partners

Become a South Africa Specialist

South Africa Microsite

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

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America continued our marketing program with Signature Travel Network through a B2B Spotlight email campaign to their exclusive network of travel advisors who have opted in to receive destination emails. This email highlighted Insider Tips to Sell SA Like a Pro, encouraging advisors to go beyond the Big Five to explore hidden gems in the Eastern Cape, KwaZulu-Natal, Northern Cape and Mpumalanga. It also provided guidance on customizing experiences for diverse various traveler profiles, including luxury travelers, multigenerational families and food & wine enthusiasts, alongside seasonal planning insights. The email featured the TBCSA Trevor Noah TVC, with direct links to the SA Specialist program and the Signature South Africa microsite.



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




# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Co-Op Email & Social Campaign with IGLTA, Introducing the Meaningful Travel Map of South Africa – July 2025

If you're looking for more than just a beautiful destination—if you're craving travel that connects you to people, purpose, and place—**South Africa invites you to come find your joy.**



Whether you're connecting with artisans, exploring cultural heritage, or staying at accommodations that give back, **these experiences go beyond sightseeing**—they create connection.



Introducing the **Meaningful Travel Map of South Africa**, a dynamic new resource created by **South African Tourism** and **Tourism Cares**. This curated digital map highlights authentic, community-based travel experiences across the country that *celebrate culture, support local communities, and promote sustainability.*

Here are just a few meaningful stops to discover:



- Maboneng Township Arts Experience:** A dynamic community project that transforms homes into art galleries and celebrates grassroots creativity
- Witsieshoek Mountain Lodge:** A high-altitude escape owned by the Batlokwa community, nestled in the dramatic Drakensberg mountains
- Monkeybiz South Africa:** A women-led social enterprise bringing bold beadwork art to life while supporting economic empowerment

[Explore the Map here.](#)

Every experience on the Map has been handpicked for its social, cultural, and environmental impact—so you can **travel with purpose, pride, and joy.**

[#SouthAfricaAwaits](#) [#ComeFindYourJoy](#)



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IGLTA  
Published by Nicolò Manfredini · July 24 at 5:30 PM ·

Looking for travel experiences that go beyond the usual tourist path? The Meaningful Travel Map of South Africa, created by Visit South Africa and Tourism Cares, connects travelers with purpose-driven experiences that celebrate local culture, empower communities, and promote sustainability.

From indigenous-led cultural tours and township arts programs to community-owned eco-lodges, every stop on the map supports something bigger.



Start planning your journey: <https://shorturl.at/KdrHa>

**The Meaningful Travel Map of South Africa**


A map to purpose-driven experiences that uplift communities, celebrate local culture, and promote sustainability.

See insights and ads [Boost post](#)


Tourism Cares and 5 others · 1 comment · 1 share

Today's LGBTQ+ travelers are seeking more than just beautiful destinations—they're looking for *purpose-driven experiences* that foster genuine connections and support local communities. That's why we're excited to share the Meaningful Travel Map of South Africa, a dynamic new resource created by **South African Tourism** and **Tourism Cares**.



This curated digital map highlights vetted community-based tourism experiences, sustainable accommodations, conservation initiatives, and cultural heritage projects across South Africa. Each experience has been selected for its positive social, environmental, and cultural impact.



*Xaus Lodge*

From indigenous-led cultural tours and township arts programs to eco-lodges and wildlife rehabilitation centers, the Map is designed to help you **build thoughtful, inclusive itineraries that align with your clients' values and elevate the local communities they visit.**

A few featured experiences include:

- CURIOCITY:** Chic stays that celebrate local creativity and culture
- Xaus Lodge:** A community-owned lodge deep in the Kalahari
- Juma Art Tours:** Guided street art walks through creative districts
- Inlondlo Cultural Village:** Zulu traditions come alive through food, dance, and heritage



We invite you to **explore the Meaningful Travel Map of South Africa** and *connect directly* with the experiences that resonate most with your clients.

[Explore the Map here.](#)

Together, let's create journeys that not only inspire but also empower.



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 IGLTA, the International LGBTQ+ Travel Association, to distribute an email and social campaign to both their B2B and B2C audiences amplifying the launch of our Meaningful Travel Map of South Africa. Today's LGBTQ+ travelers are seeking more than just beautiful destinations; they're looking for purpose-driven experiences that foster genuine connections and support local communities. South Africa's commitment to community empowerment, environmental responsibility, and cultural preservation makes it well positioned to attract this valuable market.

- **High level KPI -> email distributed to 13,000 travel trade contacts in the IGLTA database and 47,000 LGBTQ+ consumer contacts in the IGLTA database; amplified on social via their platforms with a combined reach of 15,000**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Guest Blog Post with IGLTA, A Cinematic Adventure Through South Africa's Wildest Landscapes – July & August 2025

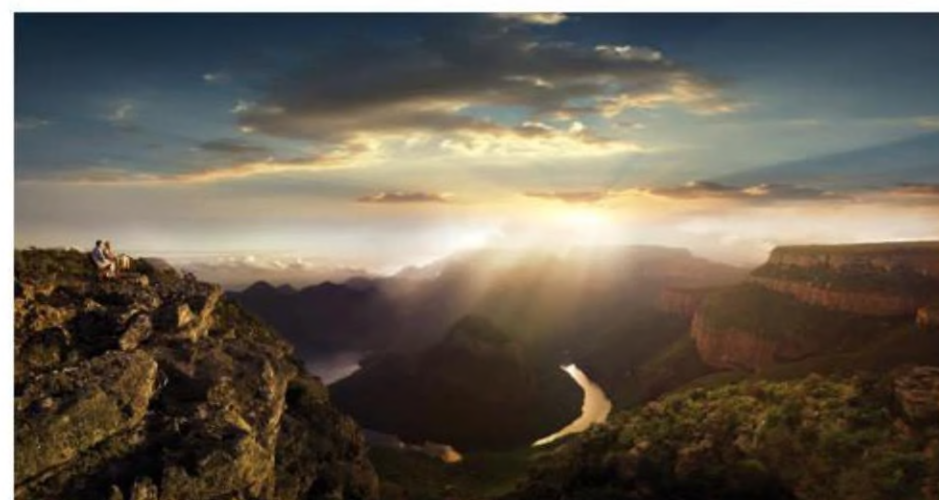


## In Ethan Hunt's Footsteps: A Cinematic Adventure Through South Africa's Wildest Landscapes

By IGLTA Contributor on Jul. 30, 2025

When "Mission: Impossible – The Final Reckoning" hit theaters, audiences around the world were treated to the franchise's most visually stunning installment yet. What many may not realize is that several of the film's most jaw-dropping scenes were filmed across South Africa. The country's dramatic landscapes are more than just a movie backdrop. They are real, accessible, and full of adventure for travelers of all kinds, including LGBTQ+ explorers looking for something truly unforgettable.

From deep canyons to mountain peaks and remote beaches, South Africa offers a rich mix of scenery, culture, and adrenaline. If you're ready to follow in Ethan Hunt's footsteps and create your own blockbuster memories, here are four filming locations from "The Final Reckoning" that deserve a place on your travel list.



### 1. Blyde River Canyon

One of the film's most thrilling moments features Tom Cruise flying a vintage biplane through the lush, green cliffs of Blyde River Canyon. This natural wonder is one of the largest green canyons in the world and a perfect destination for hikers, nature lovers, and photographers. Take a drive along the Panorama Route for unbeatable views or explore the surreal rock formations of Bourke's Luck Potholes. For even more jaw-dropping scenery, visit God's Window, where on clear days you can see all the way to



### 2. Drakensberg Mountains

The Drakensberg range, known for its sharp peaks and sweeping valleys, makes a striking appearance in the film. These mountains are not only visually stunning but also rich with history and outdoor adventure. Visitors can explore ancient San rock art, hike to dramatic cliffs, or simply relax in cozy mountain lodges. If you're looking for a peaceful retreat surrounded by nature, this is a great spot to unwind and recharge.

Don't Miss: The Amphitheatre hike in Royal Natal National Park is one of the most impressive landscapes in southern Africa.



### 3. The Wild Coast

After the biplane sequence, the story sweeps over the Wild Coast, a remote stretch of South Africa's Eastern Cape that feels like another world. This region is known for its rugged coastline, traditional Xhosa villages, and quiet, unspoiled beaches. It's ideal for LGBTQ+ travelers who want to unplug and connect with nature or local culture. One standout feature is the Hole in the Wall, a



### 4. Kruger National Park

South Africa's most famous safari destination also made it into the film. Kruger National Park is home to lions, leopards, elephants, rhinos, and more. It offers an incredible chance to see the Big Five in their natural habitat. Whether you're staying in a rustic campsite or a luxury lodge, the experience is unforgettable. Many private game reserves near the park also provide more intimate, inclusive stays for LGBTQ+ travelers, with excellent service and a strong focus on conservation.

Insider Note: For a more private experience, check out the exclusive lodges in nearby private reserves. You'll get the same wildlife, with fewer crowds.



22 AUGUST 2025

IGLTA
ADVANCING LGBTQ+ TRAVEL

**IN ETHAN HUNT'S FOOTSTEPS: A CINEMATIC ADVENTURE THROUGH SOUTH AFRICA'S WILDEST LANDSCAPES**

When "Mission: Impossible – The Final Reckoning" hit theaters, audiences around the world were treated to the franchise's most visually stunning installment yet. What many may not realize is that several of the film's most jaw-dropping scenes were filmed across South Africa. The country's dramatic landscapes are more than just a movie backdrop. They are real, accessible, and full of adventure for travelers of all kinds, including LGBTQ+ explorers looking for something truly unforgettable. From deep canyons to mountain peaks and remote beaches, South Africa offers a rich mix of scenery, culture, and adrenaline. If you're ready to follow in Ethan Hunt's footsteps and create your own blockbuster memories, here are four filming locations from "The Final Reckoning" that deserve a place on your travel list.

[LEARN MORE →](#)

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 IGLTA (the International LGBTQ+ Travel Association) to contribute a guest blog post to *Insider Out Travel*, a blog curated by welcoming and inclusive tourism professionals in the IGLTA network. The SAT guest post highlighted the scenic beauty, cultural richness, and cinematic appeal of South Africa by showcasing four filming locations from *Mission: Impossible – The Final Reckoning*. The post positioned the destination as both a world-class film location and a compelling holiday option for LGBTQ+ travelers, connecting pop culture relevance with accessible, immersive travel experiences.

- **High level KPI -> IGLTA (UVPM: 38,000); based on a standard industry estimate using 25-50% of a platform's UVPM, this coverage represents an estimated 9,500 to 19,000 impressions + was also included in their newsletter to 47,000 LGBTQ+ consumer contacts in the IGLTA database**



# Brand affinity to increase conversion

Localized Marketing Campaigns Executed

IGLTA Global Convention Media Engagements & LGBTQ+ Expo – October 2025

COME FIND  
**YOUR JOY**



As part of our localized marketing campaigns to increase demand, SAT North America leveraged our participation in the IGLTA Global Convention to participate in the LGBTQ+ Tourism Expo and media networking session to engage with content creators, journalists and ad sales executives from leading LGBTQ+ platforms including 27 Travels, QuirkyTravel, EveryQueer, Explore With Chase, Callum McSwiggan, OutThere, Pink Ticket Travel, Q.Digital, Ravi Round The World, Ready To Stare, TravelingIQ, Outside Safe Space, and Trans Family Travel among others. The team shared destination updates, pitched story ideas and built relationships to deepen awareness of South Africa among this network. SAT also joined the South African delegation at a City of Palm Springs/ Palm Springs Pride media event and community mixer where we promoted Cape Town as the host city for WorldPride 2028 and reinforced the Rainbow Nation's visibility as a premier LGBTQ+ travel destination.

- **High level KPI -> 27 LGBTQ+ media, content creators, ad sales execs engaged**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

IGLTA Global Convention Buyer/ Supplier Marketplace – October 2025

COME FIND  
**YOUR JOY**



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America returned to the IGLTA Global Convention learn about emerging trends shaping this market alongside 750+ attendees from 30 countries and territories. With the goal of keeping South Africa top of mind for travel advisors with LGBTQ+ clients, the team conducted one-on-one meetings with top tour operators, travel advisors, and event planners during the Buyer/ Supplier Marketplace and engaged additional travel trade professionals throughout the networking sessions. Joining a robust South African delegation of 16 representatives from Rhino Africa, Rovos Rail, Sense of Africa, Afrigay Travel, Aquila Collection, TravelHouse Africa, Africa Travel Co, and The Residence Collection, the team highlighted the power of visibility, connection, and community in promoting inclusive travel to South Africa.

- **High level KPI -> 32 one-on-one meetings with travel advisors; 18 additional trade engaged; 8 SA products supported**




# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed


Co-Op Email B2C Campaign with IGLTA, LGBTQ+ City Guide: Cape Town – November 2025



28 NOVEMBER 2025




ADVANCING LGBTQ+ TRAVEL



**WORLD AIDS DAY**

First observed in 1988 during the height of the AIDS crisis, World AIDS Day on 1 December stands as both a solemn and hopeful occasion. This global health day honors those living with HIV and remembers the countless lives lost to the pandemic. It also serves as a rallying call to continue the fight against HIV/AIDS through education, advocacy, and medical advancements. On this day, we unite to support those impacted, uplift our loved ones, and reaffirm our commitment to eradicating the virus while reducing stigma and discrimination surrounding HIV/AIDS.




**CAPE TOWN: FOR THE VIEWS. FOR THE VIBES**

Cape Town is that girl, the one with natural beauty, a cheeky wink, and a flair for the dramatic. Perched at Africa's tip like a perfectly contoured jawline, this city offers scenic splendour with Table Mountain in her crown and two oceans swirling around her heels. However, she's more than just a pretty face.

The Mother City is a glorious blend of cultures, cuisines, accents, and attitudes. From the kitchen magicians whose creations make you believe in love at first bite, to the sun-kissed surfers in Muizenberg, the locals are warm, diverse, and always ready to show visitors a lekker time. Creativity thrives everywhere, from edgy street art in Woodstock to drag brunches in the suburbs.

There's no need to beat around the bougainvillea: Cape Town is queer-friendly with a constitution that says "homophobia? Not in this house, honey." Whether it's voguing down Bree Street, living that best life in Camps Bay, or chasing a night out in De Waterkant, queer travellers can feel seen, safe, and spoiled.

[LEARN MORE →](#)



**PLANNING A TRIP IN 2026?**

Attending an LGBTQ+ festival or event is a great way to celebrate as a community even outside of pride season. Whether it's music, art, food, sports or dance, our voice and presence as an LGBTQ+ community are stronger when we come together. IGLTA has compiled a global calendar of festivals and events around the world that have an LGBTQ+ theme but are not specifically pride events. The events on this list include a variety of festivals or gatherings with different themes ranging from music, art, food, sports, dance, advocacy, comedy, and more. While each event may be different, the common thread that binds all these events together is the celebration within the LGBTQ+ community.

[VIEW CALENDAR →](#)



Love where you travel.

TRAVEL GUIDES, EVENTS, TOURS, SPECIALS & MORE!

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USA  
Email Us: [info@iglta.org](mailto:info@iglta.org)  
Call Us: +1 304 833 1837

As part of our localized marketing campaigns to increase demand, SAT North America leveraged our agreement with IGLTA, the International LGBTQ+ Travel Association, to distribute an email campaign to their B2C audience highlighting their LGBTQ+ City Guide: Cape Town. The email showcased the city's natural beauty, vibrant culture, and inclusive, queer-friendly experiences from scenic Table Mountain and Muizenberg's beaches to the creative energy of Woodstock and the nightlife of De Waterkant. The email positioned Cape Town as a destination where LGBTQ+ travelers can feel safe, seen, and celebrated as we continue to promote its hosting of WorldPride 2028.

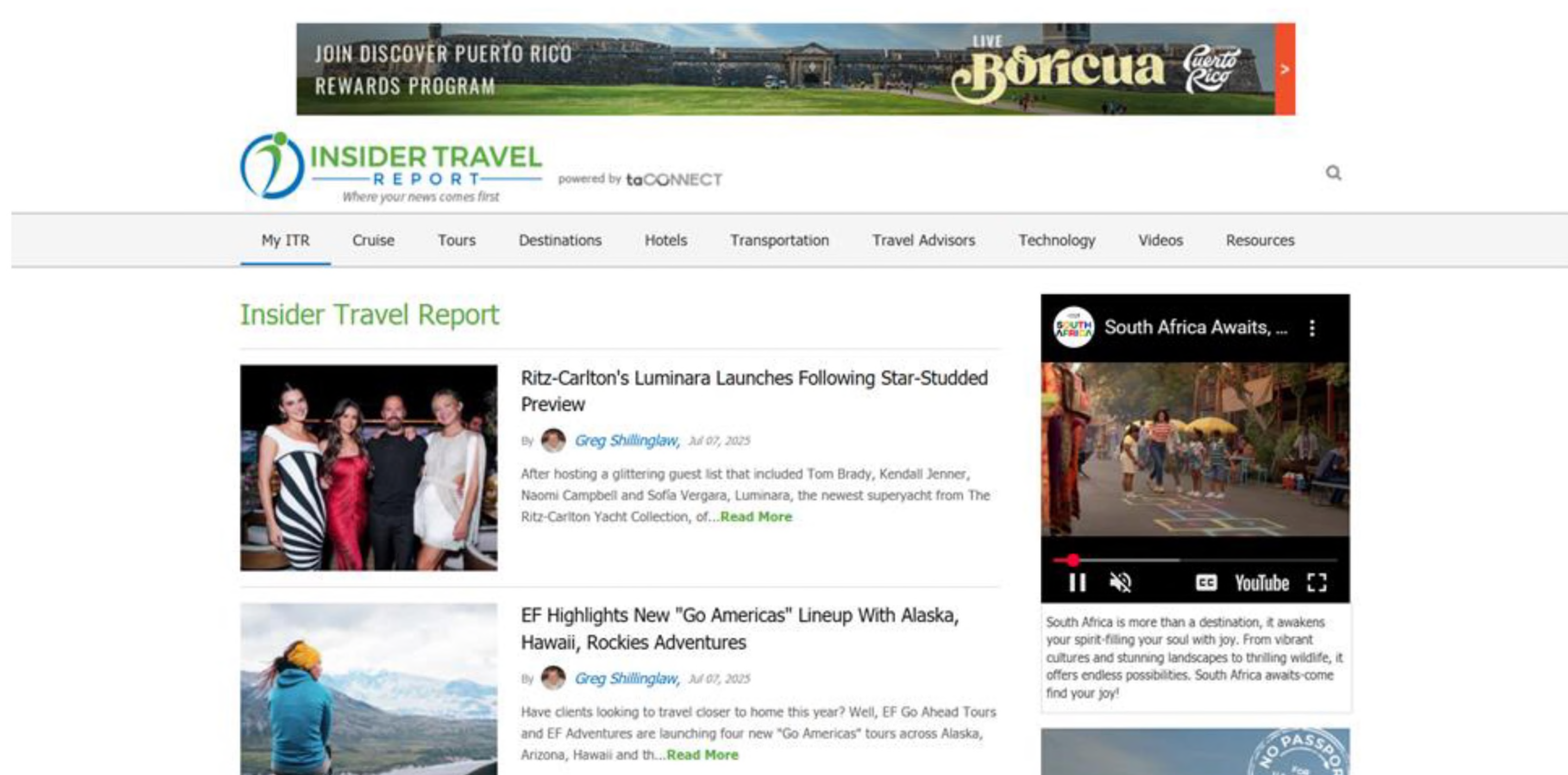
- High level KPI -> email distributed to 47,000 LGBTQ+ consumer contacts in the IGLTA database



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Homepage Video Placement, Insider Travel Report – July 2025



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 program with taCONNECT to feature the new “Come Find Your Joy” TVC on the homepage of Insider Travel Report. For one week in July, the video (linked to our YouTube channel) appeared in the top right rail of the homepage for maximum visibility delivering 40,547 impressions.

- **High level KPI -> 40,547 total impressions**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Resource Directory Promotions – July 2025



News of the Week - Jul 5

InsiderTravelReport <youmews@insidertravelreport.com>  
To: heather@travelrelations.com

## Resources



### #1 Weekly Readership

**U.S. Sees Drop in International Visits as Canada Declines and Mexico Grows in 2025**

Total international visits to the U.S. have declined nearly four percent year-to-date through May, new data from the U.S. ...[Read More](#)

### #2 Weekly Readership

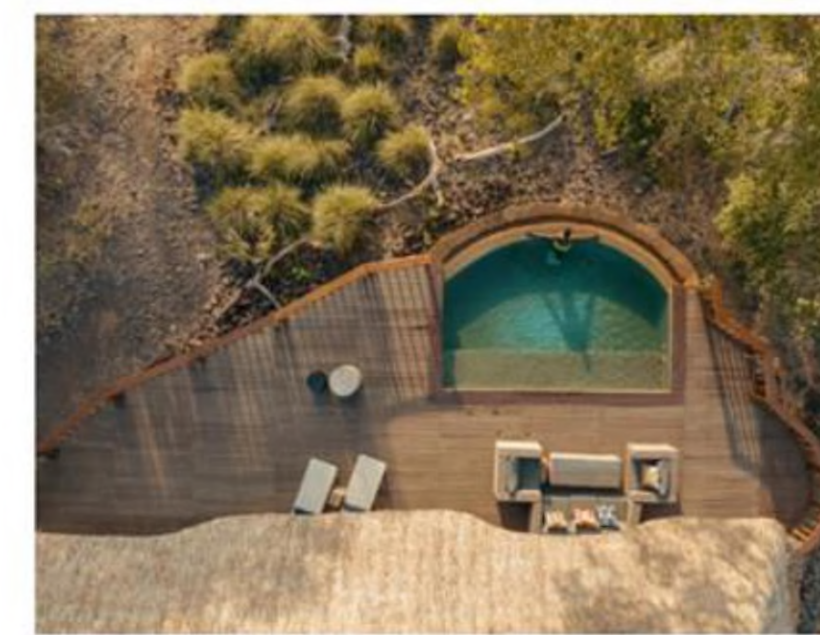
**Insider Agenda: Your Top Travel Trade Events for 2025 and Beyond**

Welcome to Insider Travel Report's weekly calendar of travel trade events, conferences and shows for 2025 and beyond. ...[Read More](#)

## Travel Advisors

#1 Weekly Readership

## Discover Virgin Limited Edition's Signature Walking Safaris Through Kenya



by Greg Shilling, Jul 17, 2025. (post a comment) (0 comments)



Key Points AI-assisted summary

- Finch Hattens, Virgin Limited Edition's luxury safari camp in Kenya, is offering a collection of immersive walking safaris and hikes inside the Tsavo national park. The park is known for its surreal landscapes and rich biodiversity, with the camp itself set within 35 acres of untouched wilderness.
- Guests can explore five unique walking routes, each showcasing a different aspect of the area's diverse surroundings. These slower, more immersive encounters offer a deeper connection to the landscape, revealing the relationship between flora and fauna, and providing an off-grid experience.
- The walks include the Chyulu Sunrise Hike, the Bush Walk which is an up-close encounter with wildlife, the Chyulu Rainforest Hike through an ancient forest, the Ol Doinyo Olokari Hike to the summit of a dormant volcano, and the Camp Safari Walk ideal for families. All walks are guided by Finch Hattens' expert guides.
- Rates start from \$1,980 per room per night, which includes accommodations, all meals and drinks, and all scheduled activities like game drives, an excursion to the Shetani lava flow, an Oldoinyo Larami volcano hike, yoga, nature walks and return airship transfers.

Finch Hattens, Virgin Limited Edition's luxury safari camp in Kenya, is highlighting its curated collection of immersive walking safaris and hikes inside the country's largest national park, Tsavo, which is home to surreal landscapes and rich biodiversity. From rainforest trails in the Chyulu Hills to volcanic summits, the camp provides a guided experience and a rare opportunity to slow down and see Africa from a new perspective, at nature's pace.

Set within 35 acres of untouched wilderness and featuring natural springs that attract resident hippos and crocodiles, Finch Hattens is home to 17 elegant, tented suites with front-row views of the Chyulu Hills and Mount Kilimanjaro. Guests can explore five unique walking routes, each showcasing a different landscape of the area's diverse surroundings. Virgin believes these slower, more immersive encounters in the African bush and beyond offer a deeper connection to the landscape—revealing the

Travel Experts celebrates 35 years helping independent advisors grow and earn more money. [Susan Read More](#)

### TRENDING NOW

- The New Entertainment Options Debuting on Princess Cruises' New Ship... [Read More](#)
- United Becomes Second Major U.S. Carrier to Post Encouraging Results... [Read More](#)
- How to Upgrade Your Windstar Experience During "Christmas in July"... [Read More](#)
- Tourism Cares Showcases Strong Growth in Annual Report... [Read More](#)

**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.

### Resources for Travel Trade Partners

South African Tourism offers a suite of tools to support your success:

- Get certified: SA Specialist Program
- Browse: South Africa e-Brochure
- Explore: South Africa Experience Map
- Download: Digital Asset Library- images & content
- Watch: Our YouTube Channel
- Visit: Our official website
- Stay Informed: Travel trade updates [here](#) and follow @SAtraveltrade on Twitter
- Access: Research, analytics and market insights

South Africa Awaits, Come Find Your Joy



### RESOURCE DIRECTORY

### LATEST NEWS

- What's New in South Africa... [Read More](#)
- Meaningful Travel Map of ... [Read More](#)
- South Africa's Minister of ... [Read More](#)
- Africa's Travel Indaba 202... [Read More](#)
- South Africa's New Global ... [Read More](#)
- 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 July, we conducted a B2B banner campaign through Insider Travel Report's newsletter and relevant editorial to promote brand awareness and drive traffic to our resource directory our searchable database of DMCs, tour operators, hotels, lodges, and unique experiences across South Africa, designed to make itinerary planning faster, easier, and more reliable for the trade.

- High level KPI -> 69,739 agent views; 27 agent clicks



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

## Sponsored Editorial, Resource Directory, Insider Travel Report – August 2025



### Sponsored Editorial: Your One-Stop Tool for Planning the Perfect South Africa Trip



By South African Tourism, Aug 12, 2025, (post a comment) (0 comments)  
See Dedicated Insider Travel Portal: South African Tourism



#### Key Points AI-assisted summary

- The new South Africa Resource Directory is live on Insider Travel Report, simplifying trip planning with access to trusted suppliers.
- Developed by South African Tourism-North America, the directory is a searchable database of over 100 South African companies.
- It provides contact details, profiles, and a search function to filter by category, region, or experience type for tourism-ready partners.
- The resource is free, constantly updated, and designed to help travel advisors offer personalized experiences to North American travelers.

Discover the new **South Africa Resource Directory** now live on Insider Travel Report. With traveler demand for authentic, immersive and tailor-made experiences on the rise, planning a dream trip to South Africa just got a whole lot easier. Whether you're working on a luxury safari escape, a wine country exploration, a cultural deep dive, or an off-the-beaten-path adventure, there's now a smarter way to build unforgettable South African itineraries faster and with more confidence.

Introducing the **South Africa Resource Directory**, a dynamic, searchable database developed by South African Tourism-North America in collaboration with Insider Travel Report. It's designed exclusively for travel advisors who want direct access to trusted, on-the-ground suppliers, hand-picked to help you deliver extraordinary client experiences.

### Your One-Stop Tool for Planning the Perfect South Africa Trip

South African Tourism <partner@taconnect.net>  
To: Luxury Shaun  
Sat 8/23/2025 11:35 AM

**INSIDER TRAVEL REPORT** powered by taCONNECT  
Where your news comes first

**Sponsored Editorial: Your One-Stop Tool for Planning the Perfect South Africa Trip**

With traveler demand for authentic, immersive and tailor-made experiences on the rise, planning a dream trip to South Africa just got a whole lot easier. Whether you're working on a luxury safari escape, a wine country exploration, a cultural deep dive, or an off-the-beaten-path adventure, there's now a smarter way to build unforgettable South African itineraries faster and with more confidence.

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**CHECK IT OUT**

TCS World Launches "Seven Continents By Private Jet" Expedition

InsiderTravelReport  
To: Justin Barnette  
Tue 8/12/2025 6:12 AM

**INSIDER TRAVEL REPORT** powered by taCONNECT  
Where your news comes first

**Your Insider Travel Report** August 12, 2025

Targeted Promotion based on your Specialty

**Manage your travel advisor distribution network with ONE revolutionary platform**

**TCS World Launches "Seven Continents By Private Jet" Expedition**  
Important since you specialize in: Escorted Vacations, Africa/Middle East  
TCS World Travel, the private jet expedition company, has unveiled its "most ambitious" itinerary to date. [Read More](#)

**Sponsored Editorial: Your One-Stop Tool for Planning the Perfect South Africa Trip**  
Important since you specialize in: Escorted Vacations, Independent Travel, Africa/Middle East  
Discover the new South Africa Resource Directory now live on Insider Travel Report. With traveler demand for authentic, im... [Read More](#)

### How Your Clients Can Contribute to Scientific Research on Exodus Adventure Travels

InsiderTravelReport <younews@insidetravelreport.com>  
To: Luxury Shaun  
Tue 8/12/2025 5:09 AM

**INSIDER TRAVEL REPORT** powered by taCONNECT  
Where your news comes first

**Your Insider Travel Report** August 12, 2025

Targeted Promotion based on your Specialty

**TAKE THE TIME** **GRASP THE MOMENT**

**How Your Clients Can Contribute to Scientific Research on Exodus Adventure Travels**  
Important since you specialize in: Luxury, Adventure/Soft Adv/Expedition, Europe, Central/South America/Antarctica, Africa/Middle East  
Award-winning small-group tour operator Exodus Adventure Travels revealed details for its Citizen Science departures for 2. [Read More](#)

**Sponsored Editorial: Your One-Stop Tool for Planning the Perfect South Africa Trip**  
Important since you specialize in: Luxury, Independent Travel, Cultural/Experiential Travel, Adventure/Soft Adv/Expedition, Europe, Central/South America/Antarctica, Africa/Middle East  
Discover the new South Africa Resource Directory now live on Insider Travel Report. With traveler demand for authentic, im... [Read More](#)

### News of the Week - Aug 23

InsiderTravelReport <younews@insidetravelreport.com>  
To: heather@travelrelations.com  
Sat 8/23/2025 6:35 AM

**Resources**

**#1 Weekly Readership**  
**YouGov Survey Measures American Concern About Overtourism**  
As top European destinations like Venice, Barcelona and Amsterdam implement bold new measures—including visito... [Read More](#)

**South Africa awaits**  
**VISIT OUR INSIDER TRAVEL RESOURCE DIRECTORY**  
A Searchable Database of Curated DMCS, Tour Operators, Hotels, Lodges and Unique Experiences [VISIT NOW](#)

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 Insider Travel Report to produce a sponsored editorial highlighting the renewal of our Resource Directory. This searchable database connects USA and Canadian travel advisors with South African products, services, and experiences - making itinerary planning faster, easier, and more reliable. This valuable tool empowers advisors to plan with confidence and connect directly with the right contacts on the ground, simplifying supplier discovery and saving hours of research. An email and weekend banner campaign were implemented to help drive additional traffic to the editorial.

- **High level KPI -> email distributed to 52,306 travel trade; opened 26,604 (50%); 2,505 clicks; weekend banner campaign: 46,403 agent views; 40 agent clicks; editorial: 4,567 agent views**

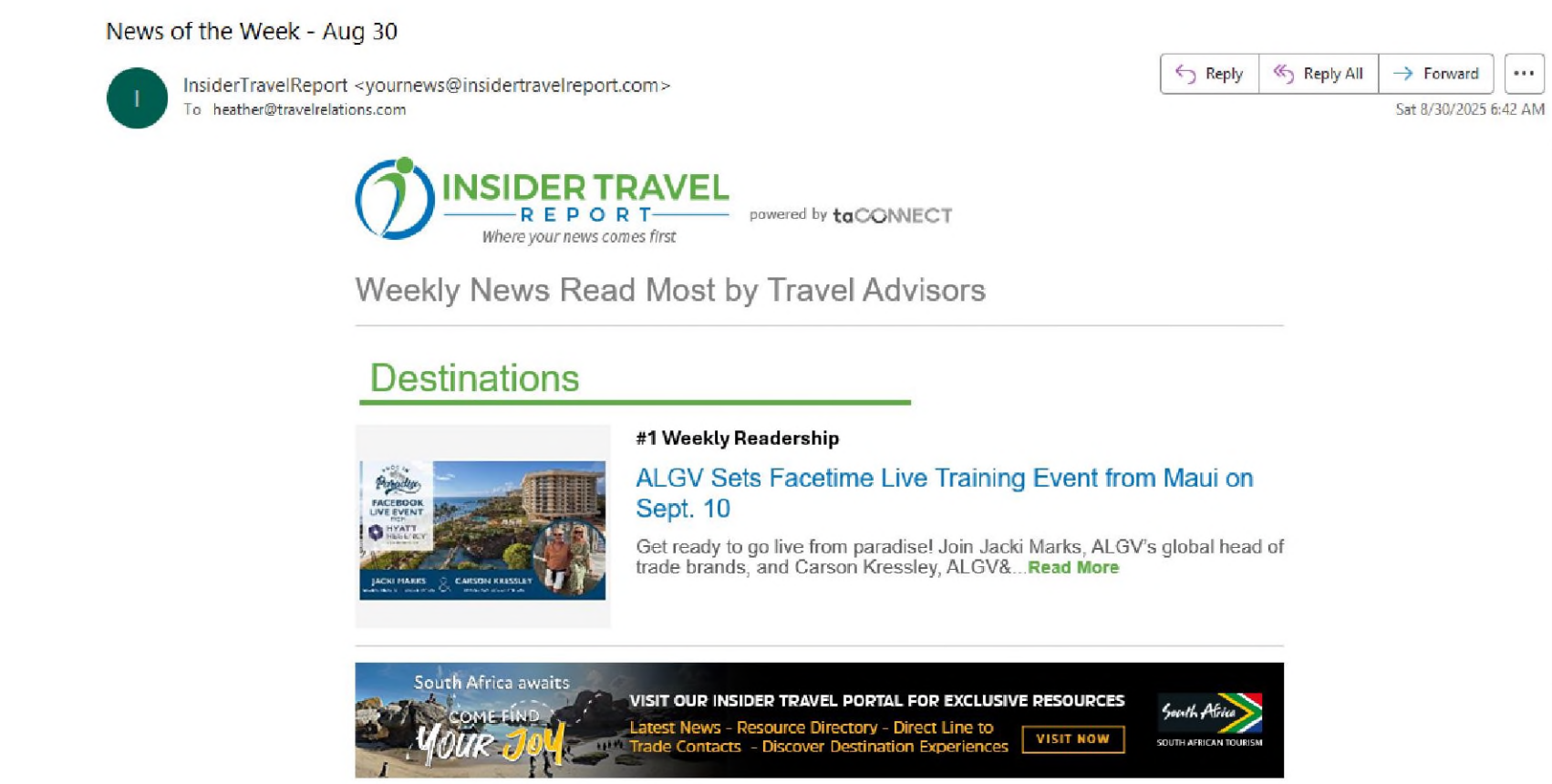
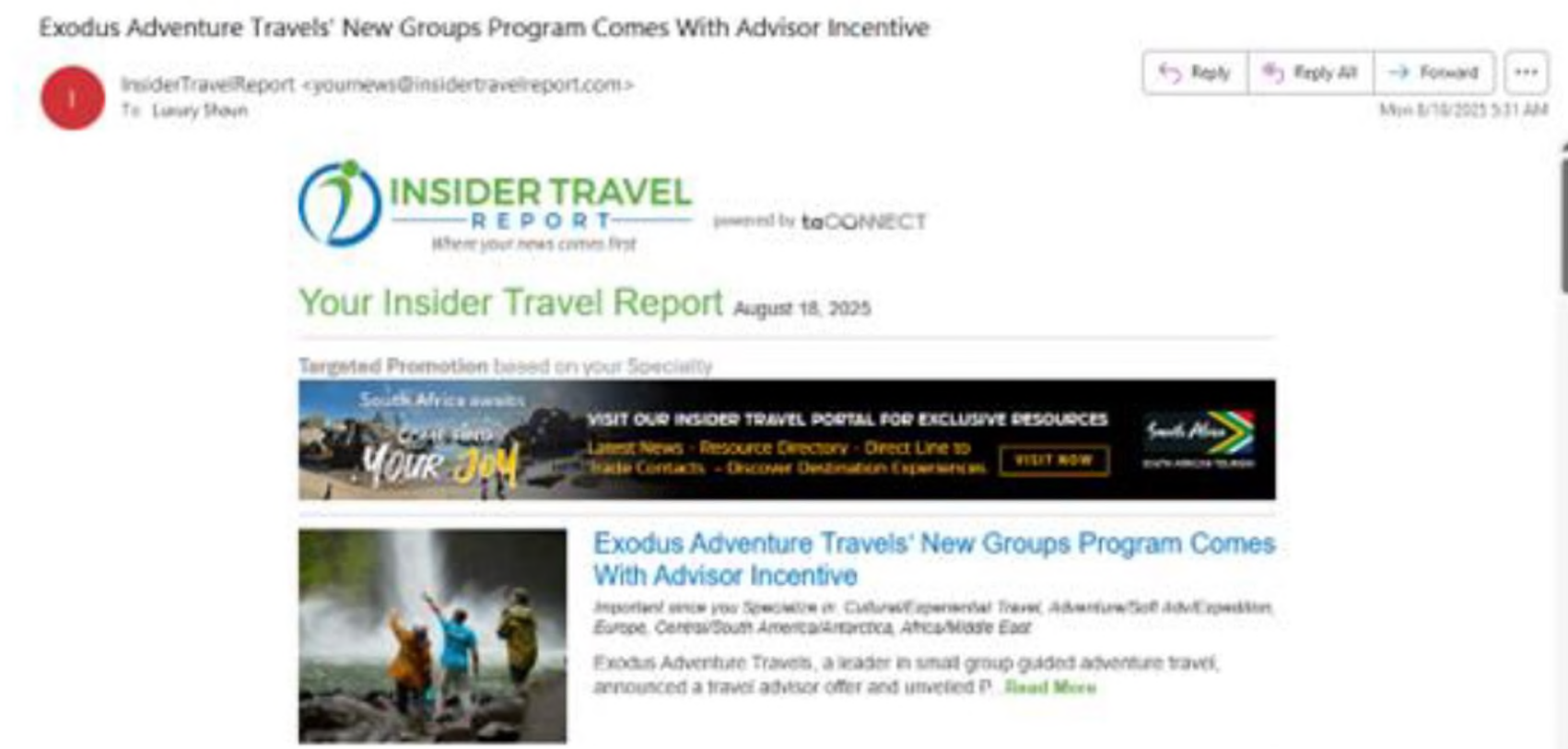
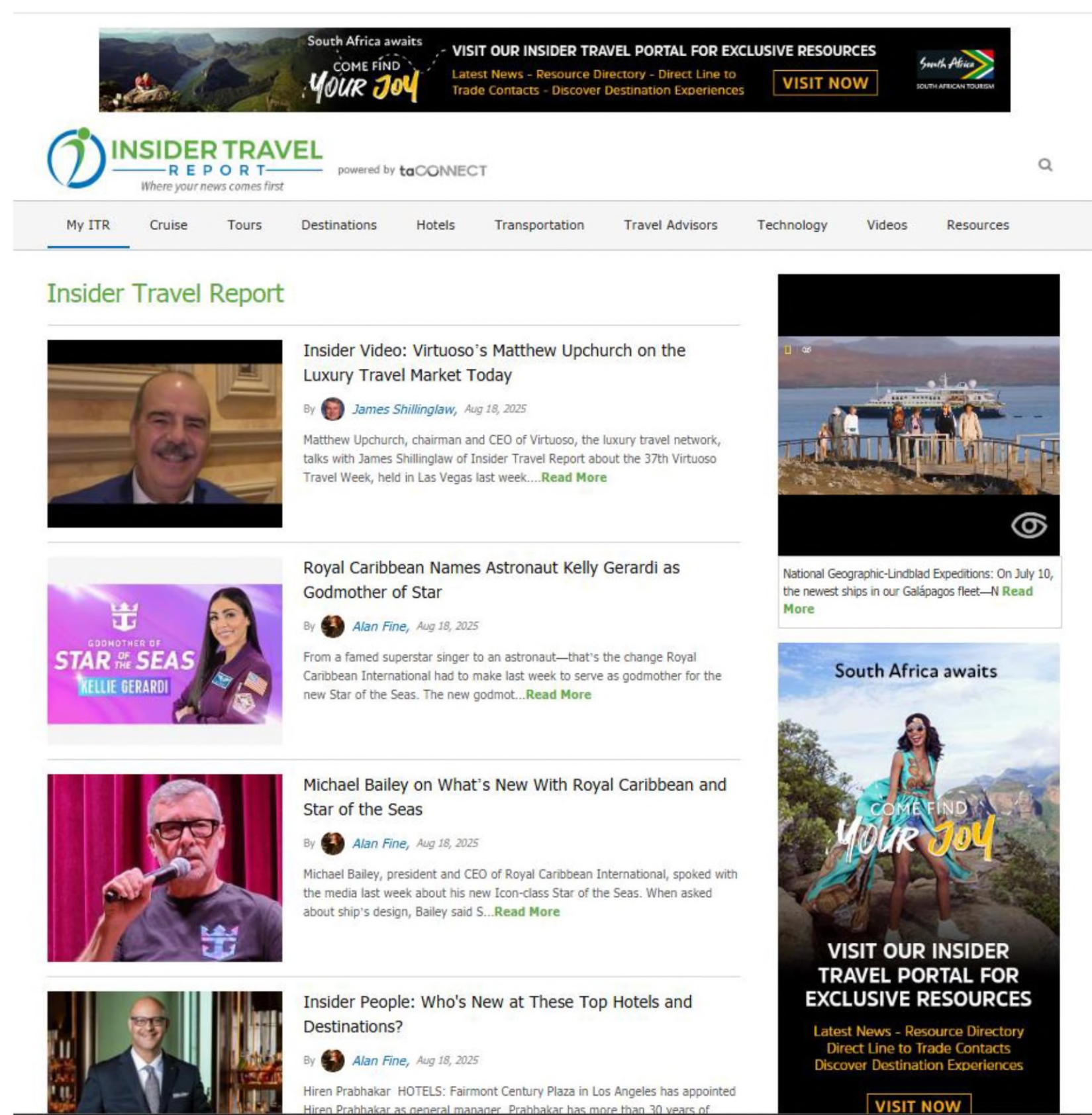


SOUTH AFRICAN TOURISM

# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Insider Travel Report Banner Campaign, Portal Promotions – August 2025



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 August, 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 -> 401,858 agent views; 2,145 agent clicks



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

## Insider Travel Report Banner Campaign, Portal Promotions & Resource Directory Promotions – October 2025



News of the Week - Oct 11

InsiderTravelReport <yournews@insidertravelreport.com>  
To heather@travelrelations.com  
Sat 10/11/2025 6:41 AM



Weekly News Read Most by Travel Advisors

### Destinations



#1 Weekly Readership

#### What Virtuoso Forecasts for the Future of Luxury Travel in 2026

Global travel network Virtuoso, renowned for creating luxury experiences, is uniquely positioned to identify the key trend... [Read More](#)

South Africa awaits  
VISIT OUR INSIDER TRAVEL RESOURCE DIRECTORY  
A Searchable Database of Curated DMCS, Tour Operators, Hotels, Lodges and Unique Experiences

#2 Weekly Readership



#### Abercrombie & Kent Reveals 10 Great Places to Go in 2026

After a period of shifting global priorities and renewed appreciation for meaningful travel, 2026 is emerging as a definin... [Read More](#)

Reply Reply All Forward

INSIDER TRAVEL REPORT powered by taCONNECT

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

Insider Travel Report

Viking Takes Delivery of New River Ships in Europe and Egypt  
The Travel Institute Offers Tuition Assistance for TRIPKIT Training  
Trafalgar Names Veteran Cruise Executive to Oversee River Cruises  
Silver Nova Departs on Grand Voyage Sailing Around Australia

South Africa awaits  
COME FIND YOUR JOY  
VISIT OUR INSIDER TRAVEL RESOURCE DIRECTORY

Rediscovering the Magic of Kenya at the Magical Kenya Tourism Expo

Key Points

- The Magical Kenya Tourism Expo (MKTE) 2025, held at Uhuru Gardens in Nairobi, saw over 6,500 delegates, a 62% increase from the previous year.
- The event, themed "Unlocking Africa's Potential Through Sustainable Tourism Growth", emphasized innovation, digital transformation and regional collaboration, with a record 400 exhibitors.
- Rebecca Miano, Kenya's cabinet secretary for tourism and wildlife, announced new goals including attracting investments, improving global marketing, and increasing air capacity.
- Kenya Tourism Board's CEO, Allan Ngoroge, emphasized the strategic importance of the American market, aiming to increase annual American visitors from 206,000 to 500,000.

The Magical Kenya Tourism Expo (MKTE) for 2025 wrapped up on Friday, Oct. 3, after three days of meetings, seminars and speakers at Uhuru Gardens in Nairobi, Kenya. Organized by the Kenya Tourism Board in partnership with the Ministry of Tourism and Wildlife, MKTE 2025 was the 15th edition of the event. According to Allan Ngoroge, acting CEO of Kenya Tourism Board, it was also the largest MKTE ever.

The official attendance was more than 6,500 delegates, compared to 4,000 the previous year, an increase of 62 percent. There were more than 400 exhibitors, sponsors and partners, and more than 200 international buyers from more than 40 countries, up from 39 in 2024.

The event was officially opened with an address by Professor Kibure Kindiki, deputy president of Kenya, who celebrated the fact that Kenya's tourism economy had grown by 15 percent over the previous year, with 2.4 million international arrivals.

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 October, we conducted a B2B banner campaign within Insider Travel Report's newsletter/ homepage to promote brand awareness and drive traffic to our resource directory our searchable database of DMCS, tour operators, hotels, lodges, and unique experiences across South Africa, designed to make itinerary planning faster, easier, and more reliable for the trade. We conducted a B2B banner campaign through Insider Travel Report's editorial 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.

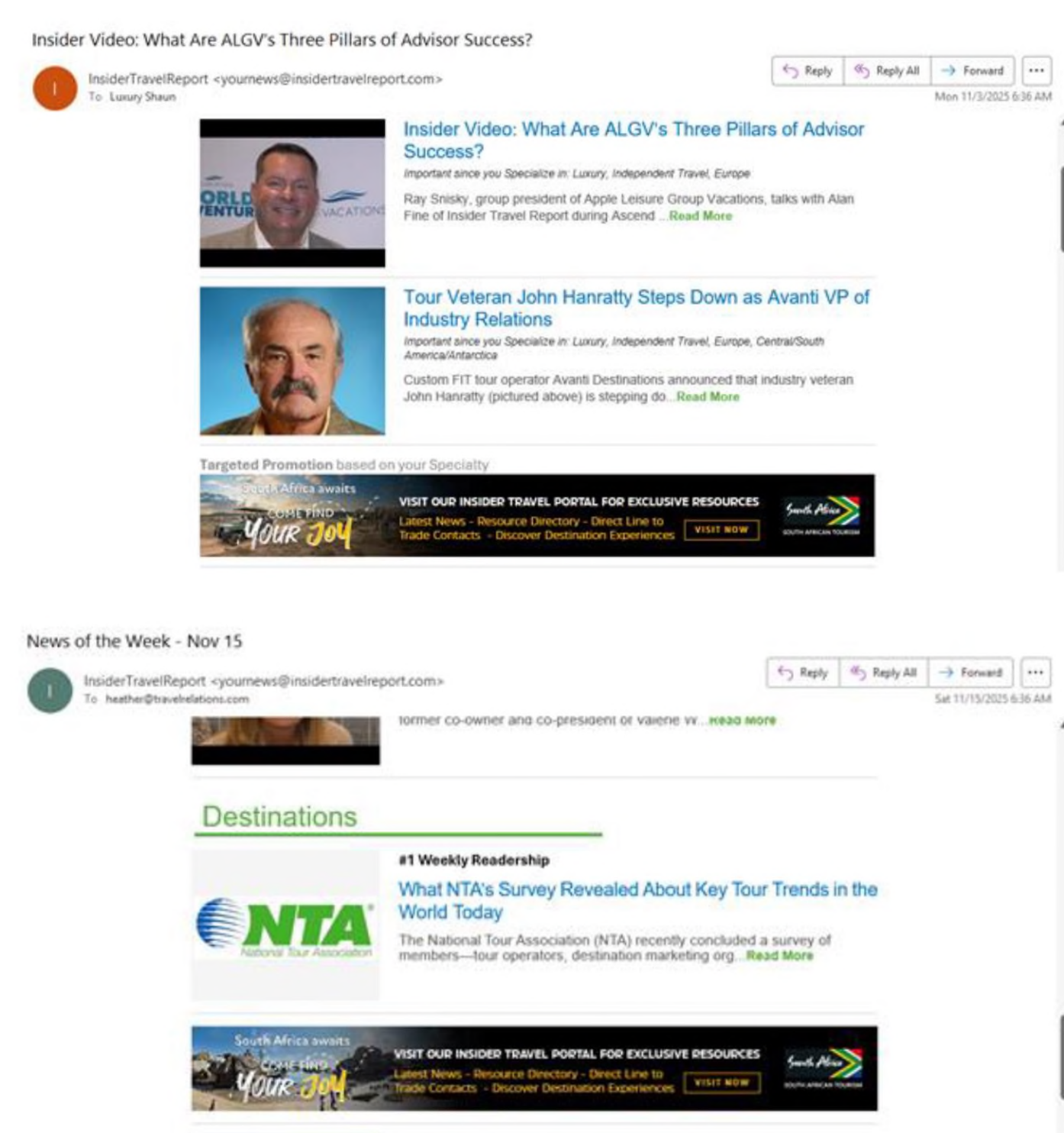
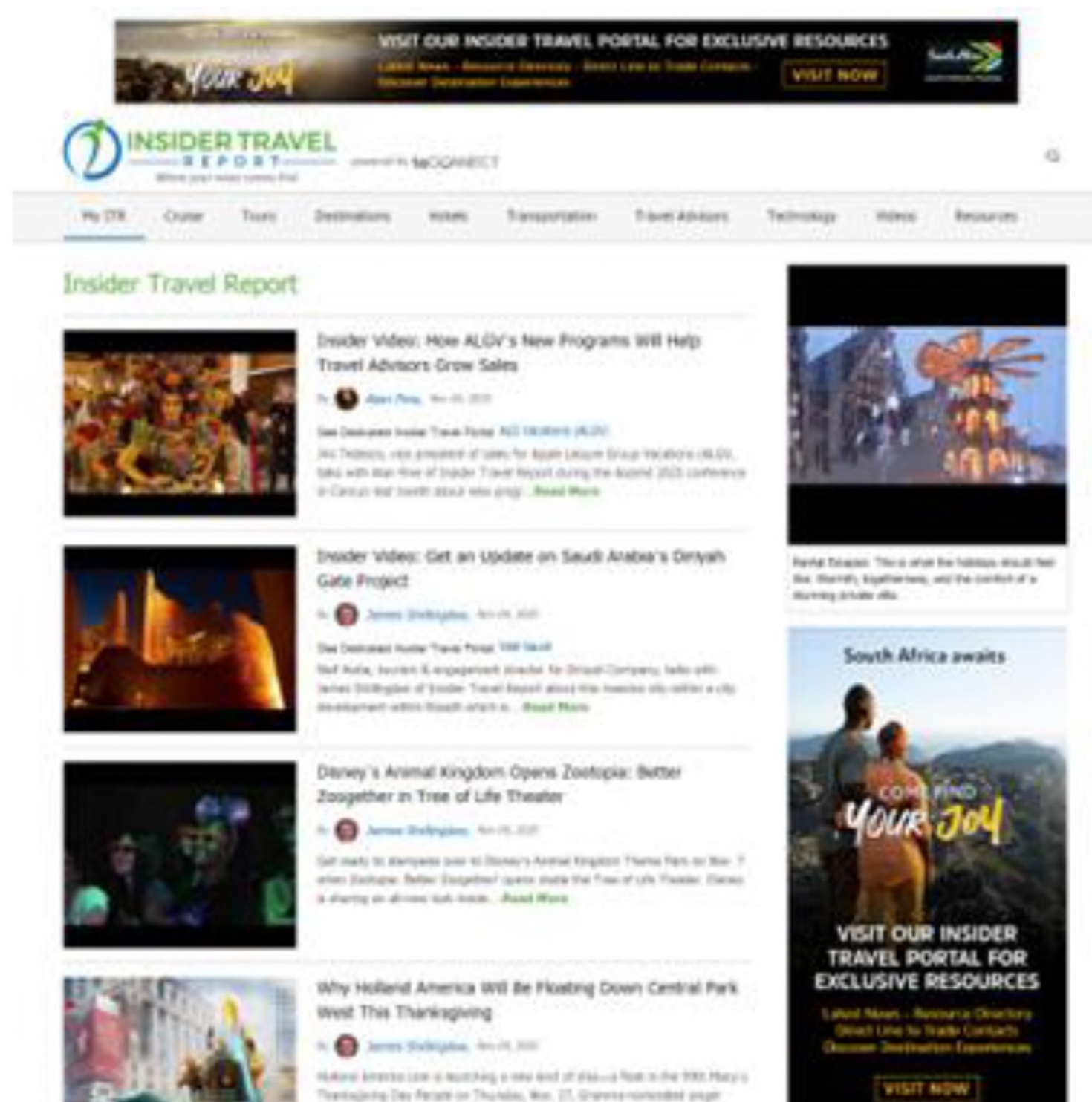
- High level KPI -> 286,215 agent views; 1,006 agent clicks



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Insider Travel Report Banner Campaign, Portal Promotions – November 2025



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 November, 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.

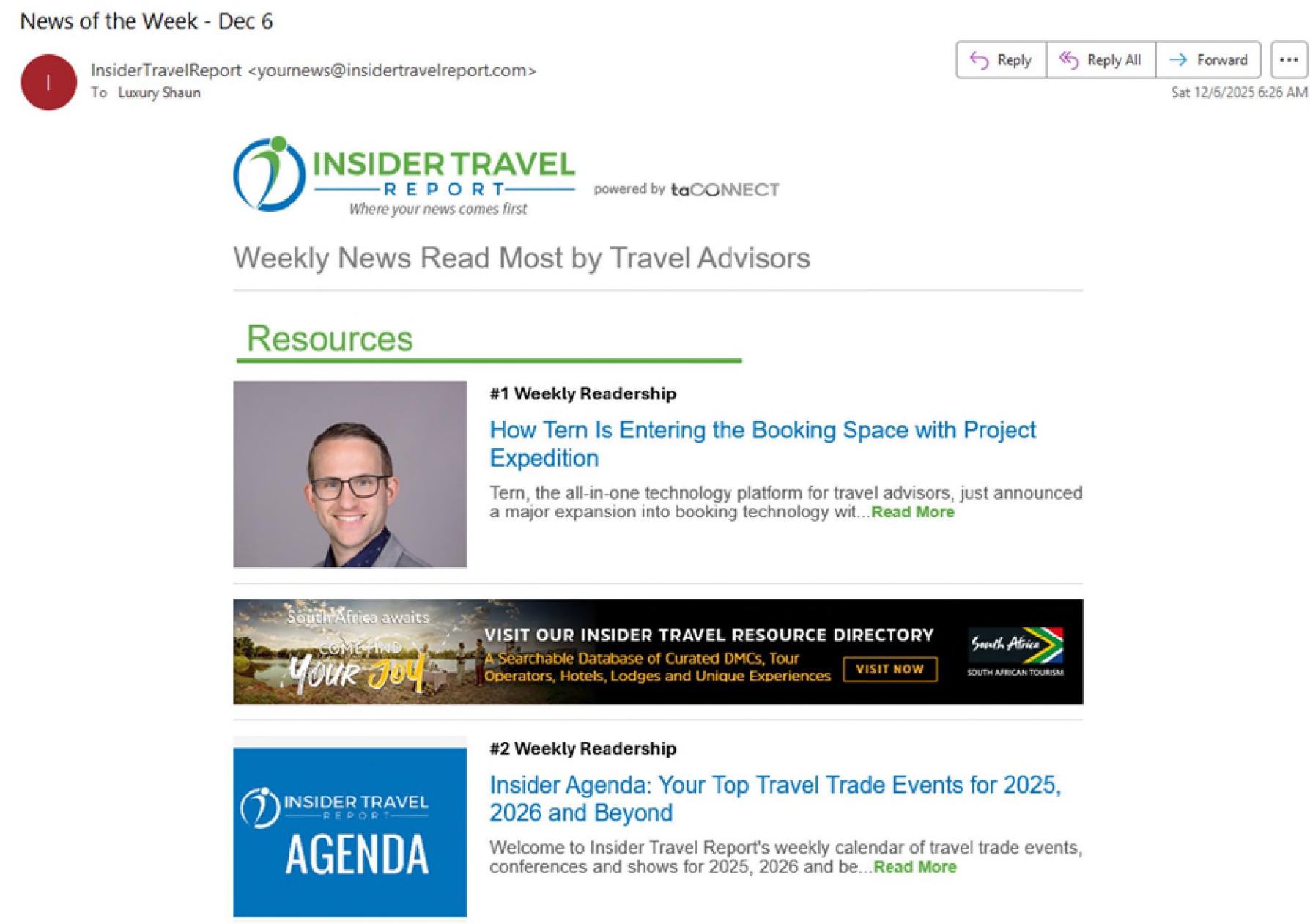
- **High level KPI -> 240,922 agent views; 139 agent clicks**



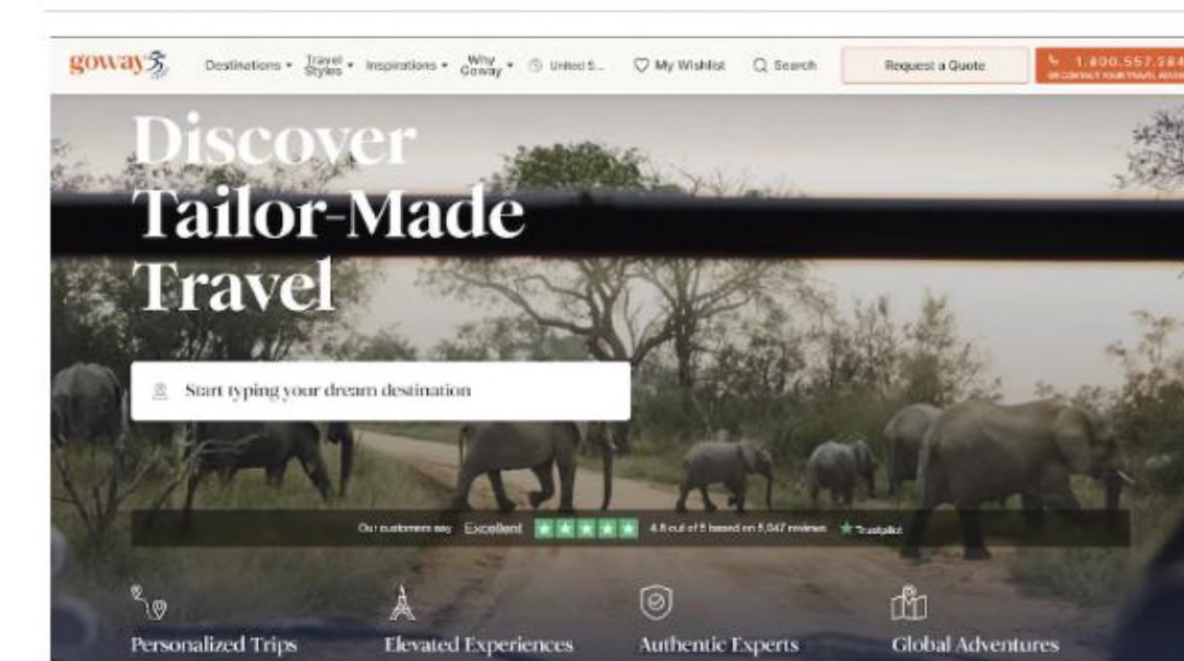
# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

## Insider Travel Report Banner Campaign, Resource Directory Promotions – December 2025



### Goway Overhauls Website in Response to Travel Advisor Feedback



By Sherman Dejon, Dec 04, 2025, (1 comments)

#### Key Points AI-assisted summary

- Goway revamped its website, [goway.com](http://goway.com), to improve user experience based on feedback from travel advisors.
- The updates include more detailed destination information, streamlined booking process, and enhanced search functionality.
- The site now features expanded travel information, expert advice, and an updated visual design with more videos and a new color scheme.
- To celebrate the launch, Goway is running a contest where travel advisors can win a Passport to a Free FAM.

Goway, a leader in tailor-made travel, has overhauled its website, [goway.com](http://goway.com), in response to travel advisor feedback. The improvements to Goway.com will make it easier for travel advisors to find the right trips for their clients, providing more detailed destination information and streamlining the booking process. Each update reflects industry best practices and usability improvements.



"We improved Goway.com with one thing in mind: to make it easier for travel advisors to find what they need to book unforgettable tailor-made vacations," said Renee Stanton-Defaria, director of sales at Goway.

Trip Pages have been streamlined with new bullet summaries, trip features, and at-a-glance itineraries. Visitors can also download PDFs of trip itineraries. Discoverability has been improved with clear destination and travel style filter options.

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 December, we conducted a B2B banner campaign within Insider Travel Report’s newsletter/ homepage to promote brand awareness and drive traffic to our resource directory our searchable database of DMCs, tour operators, hotels, lodges, and unique experiences across South Africa, designed to make itinerary planning faster, easier, and more reliable for the trade.

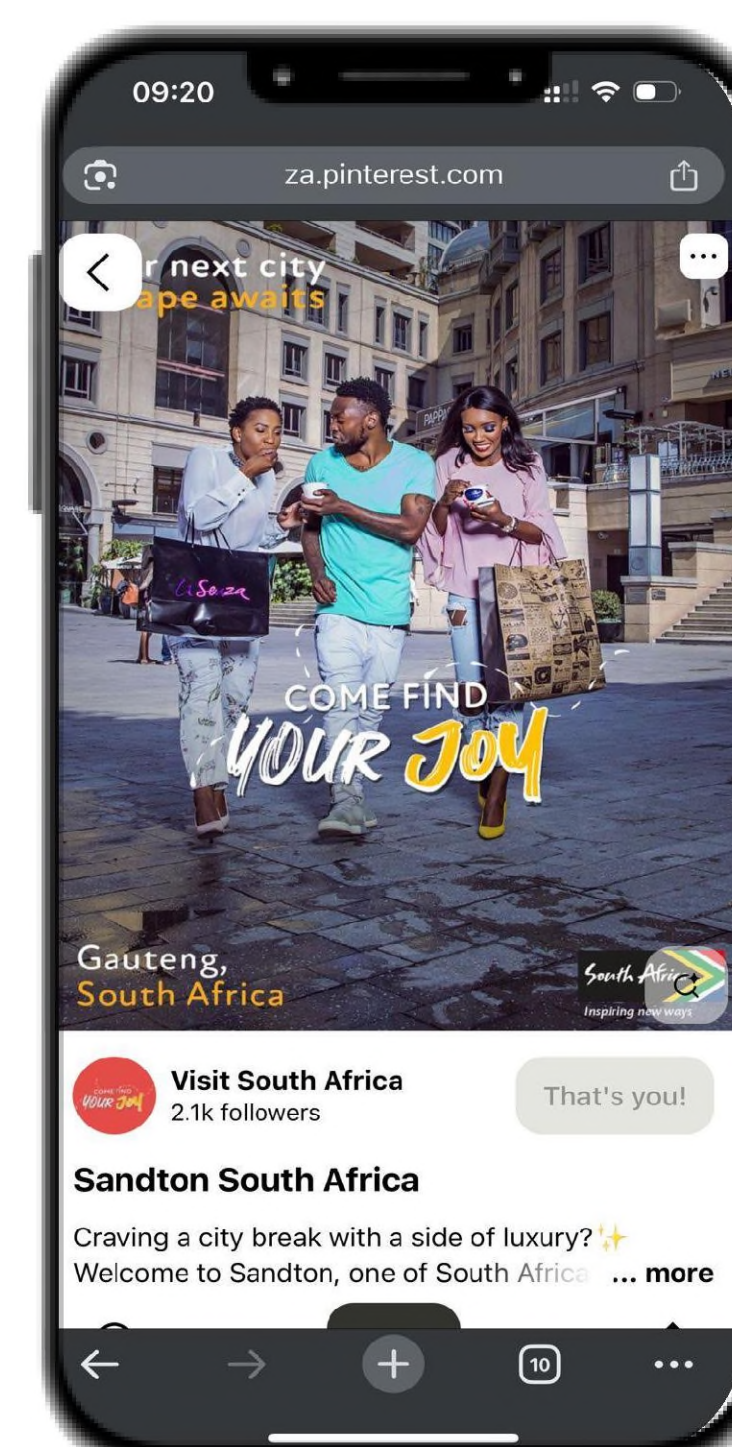
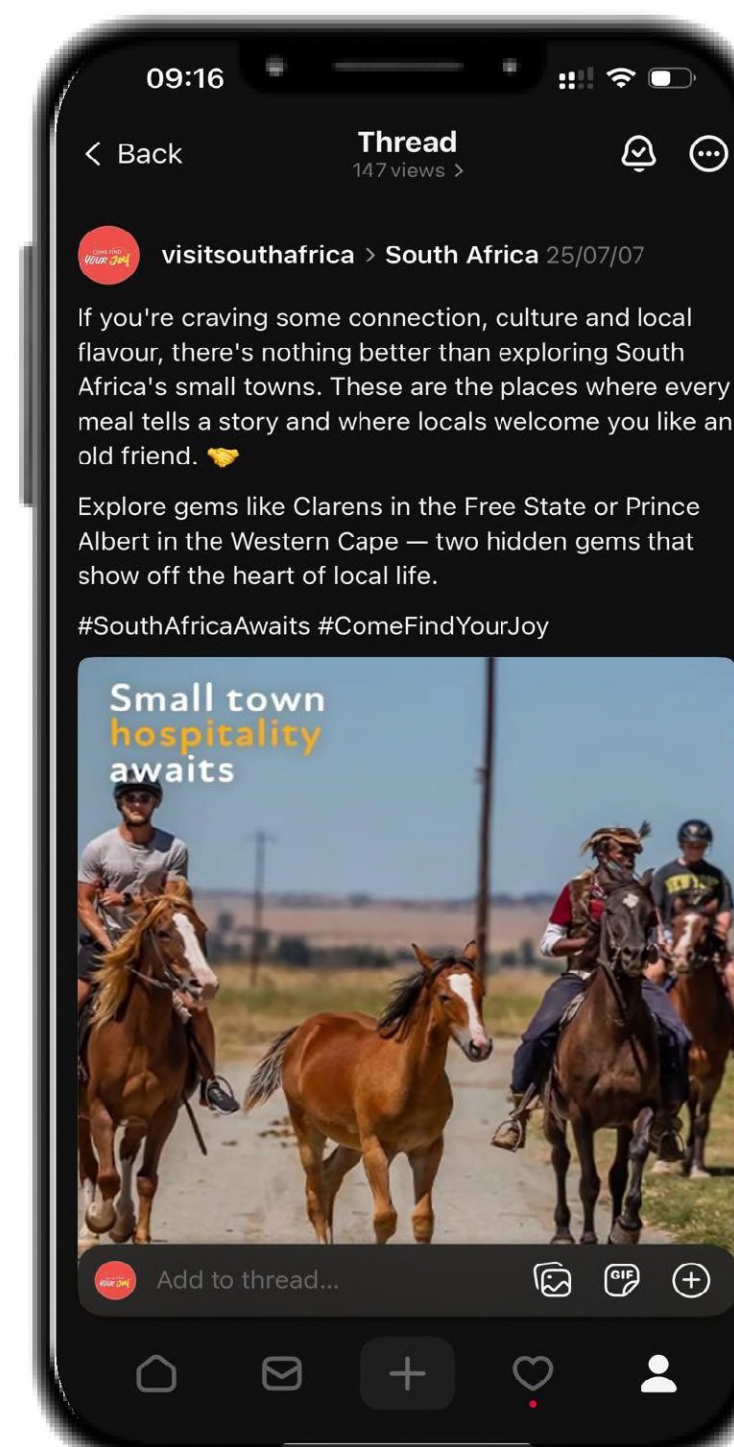
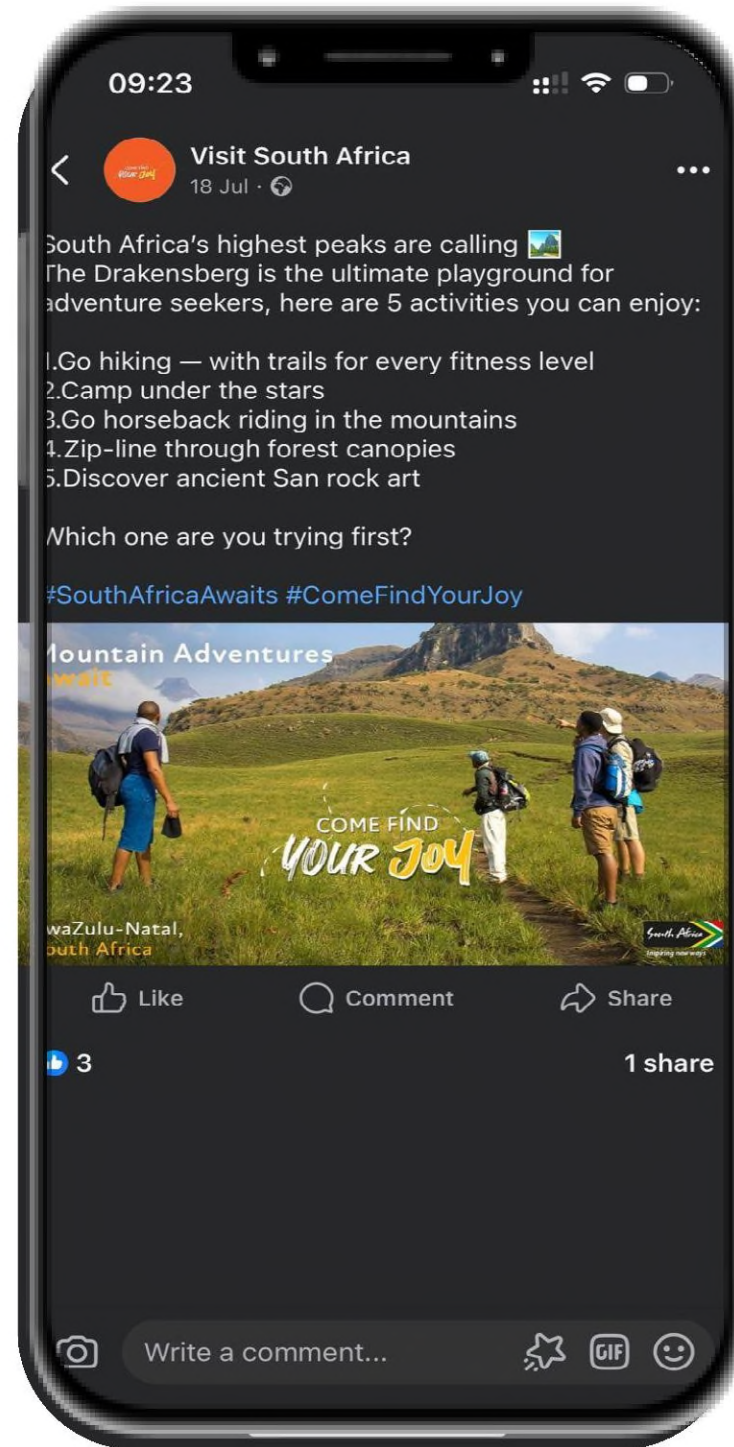
- High level KPI -> 64,150 agent views; 66 agent clicks



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

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



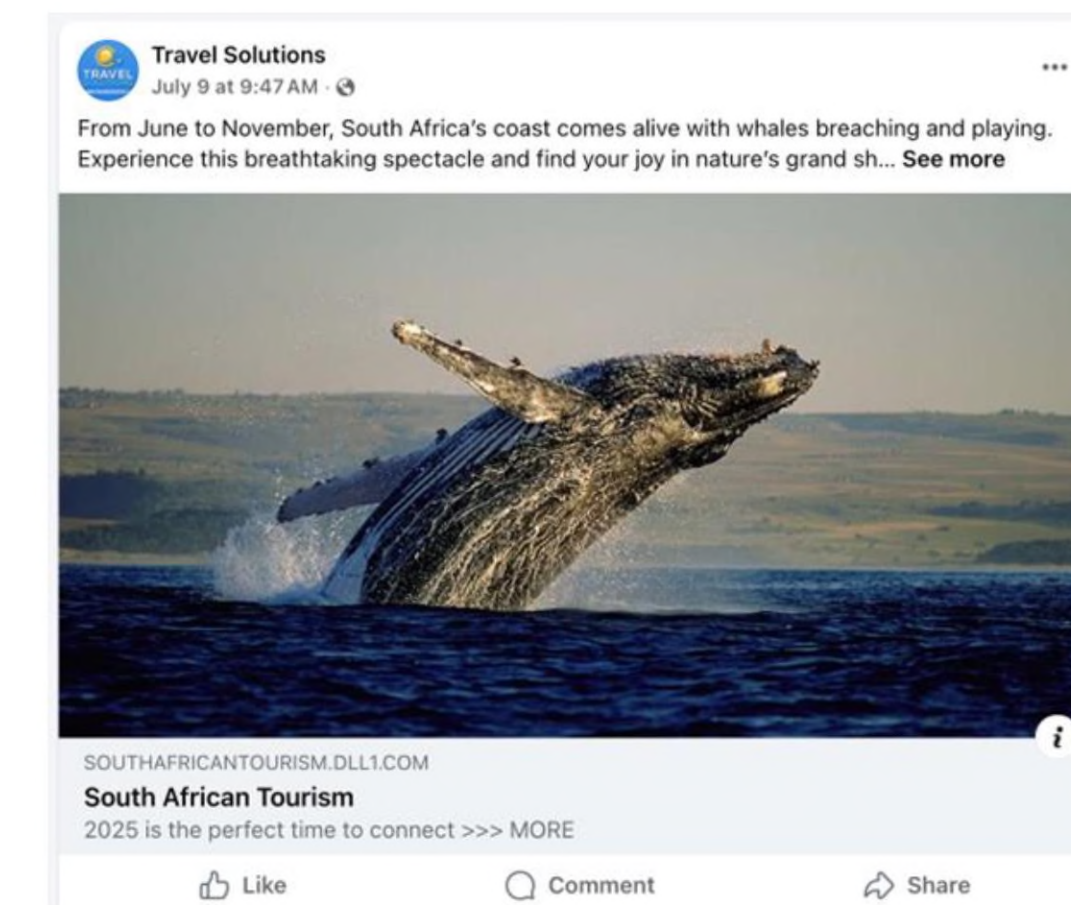
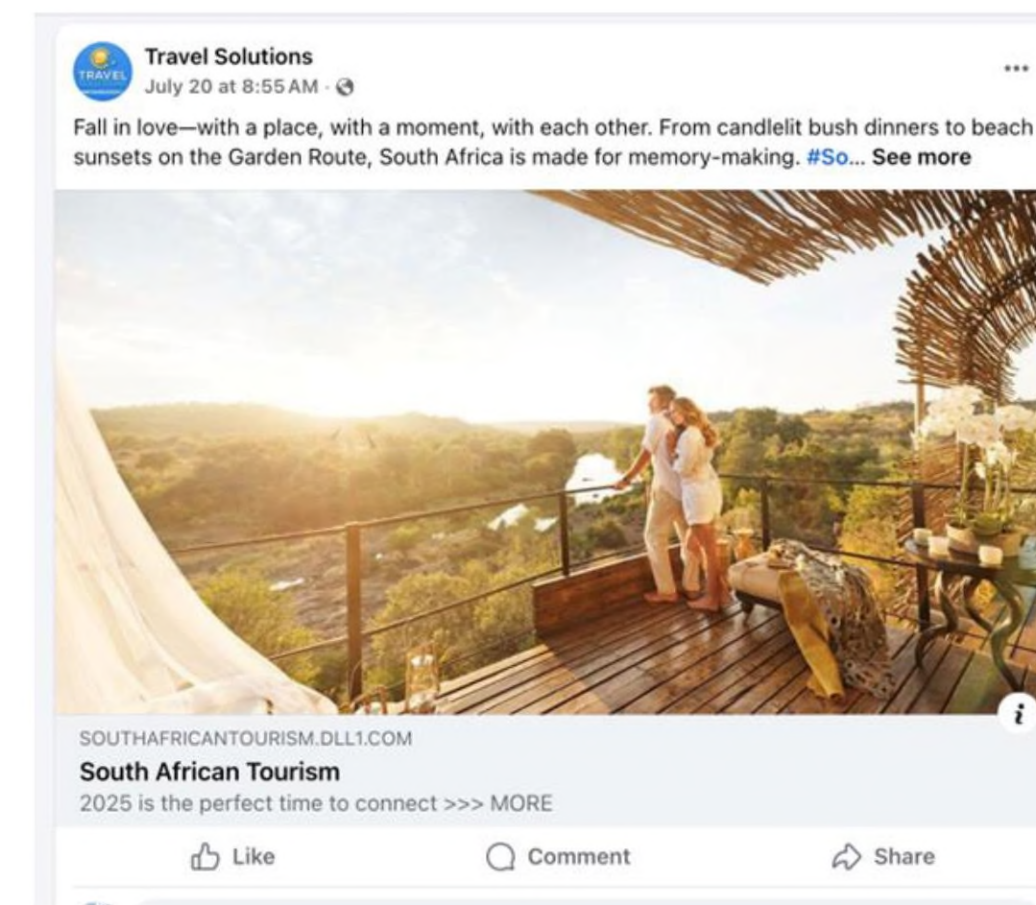
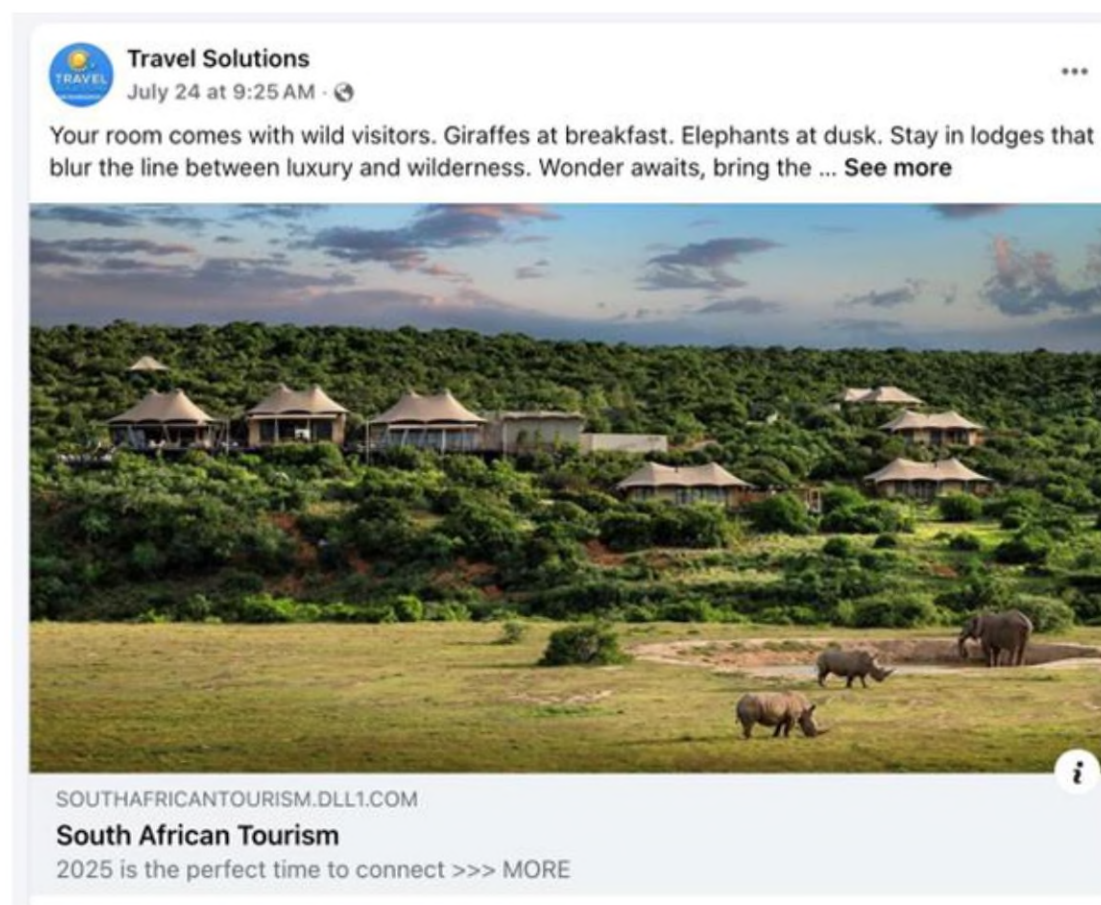
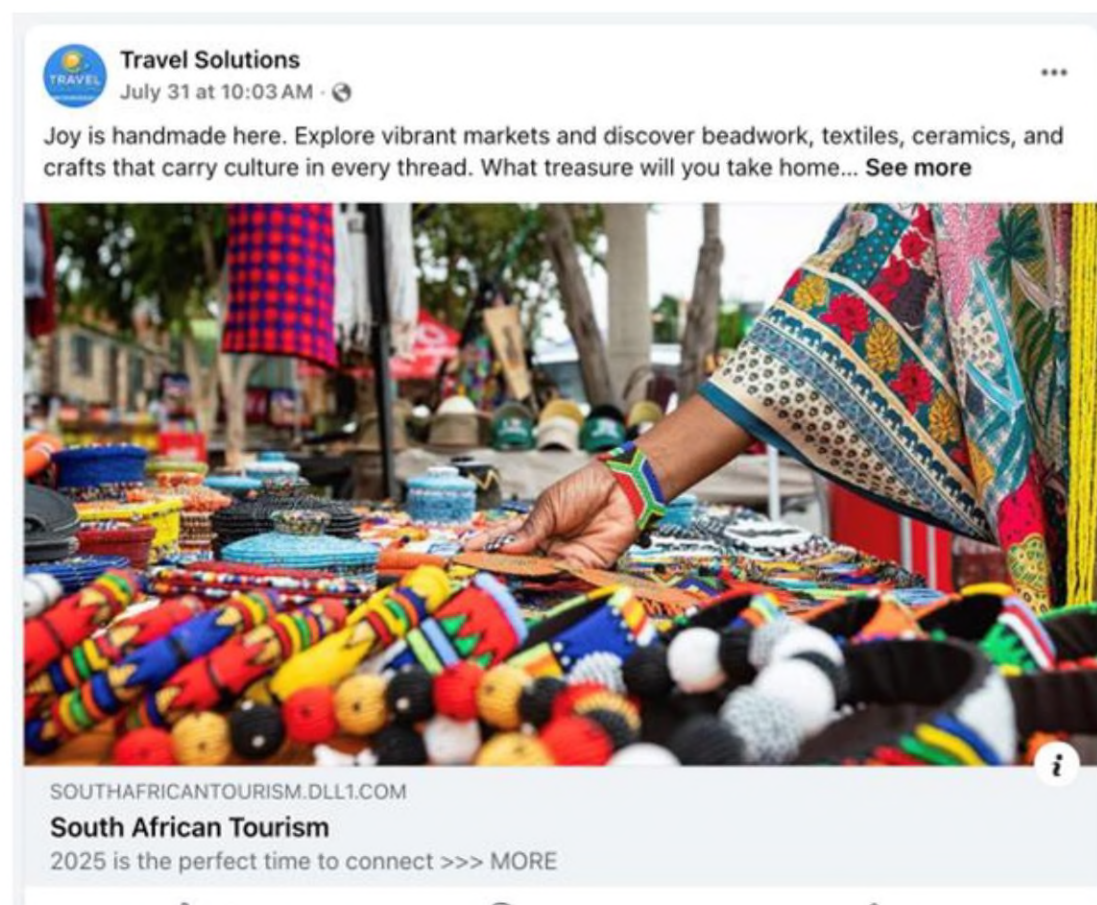
As part of our localized marketing campaigns to increase demand, SAT North America maintained an active organic social media presence to inspire and educate U.S. and Canadian consumers. Our July content continued amplifying the “South Africa Awaits — Come Find Your Joy!” campaign. Top-performing posts this month highlighted hiking, wide open spaces, small towns, and luxury.

- **High level KPI -> Impressions: 19,733; Reach: 7,138; Engagements: 233; Engagement Rate per Impression: 1,18%**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed  
BranchUp Social Media Campaign – July 2025



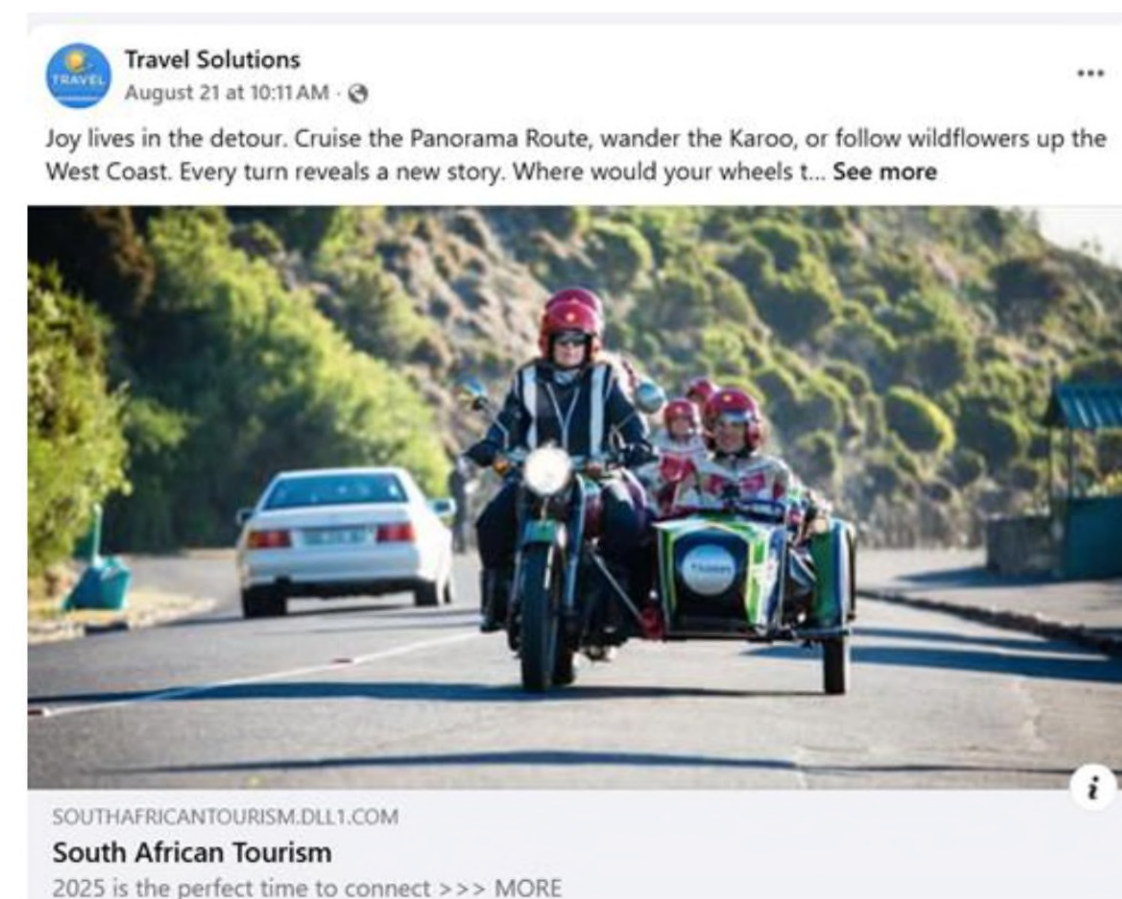
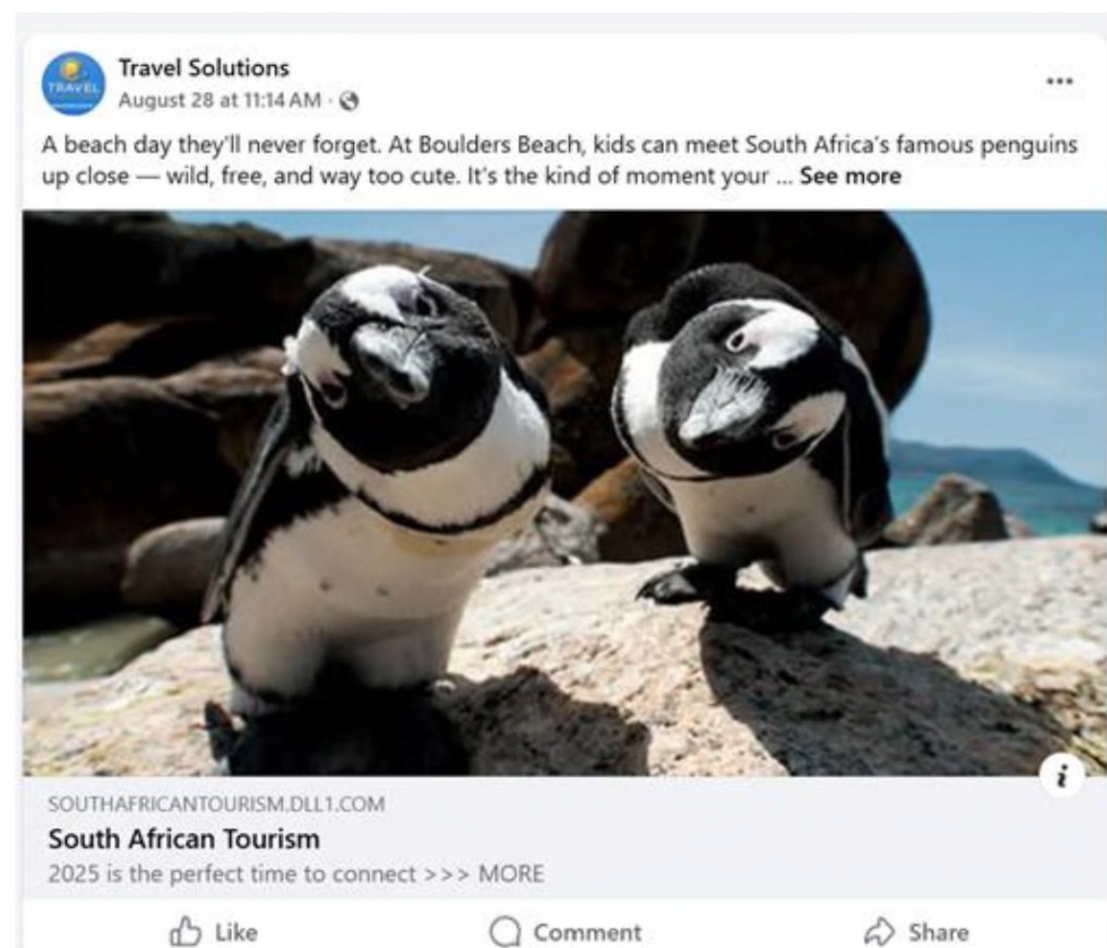
As part of our localized marketing campaigns to increase demand, SAT North America continued our campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer 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. In July, the rhino image captured the most attention from both US and Canadian audiences – unexpected guests always steal the show.

- **High level KPI → USA Impressions: 5.4 million; Reach: 162,026; Engagements: 7,475; Clicks: 1,544**
- **Canada Impressions: 543,697; Reach: 39,830; Engagements: 917; Clicks: 352**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed  
BranchUp Social Media Campaign – August 2025



As part of our localized marketing campaigns to increase 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. In August, the curious penguins post captured the most attention from both US and Canadian audiences – wild, free, and way too cute.

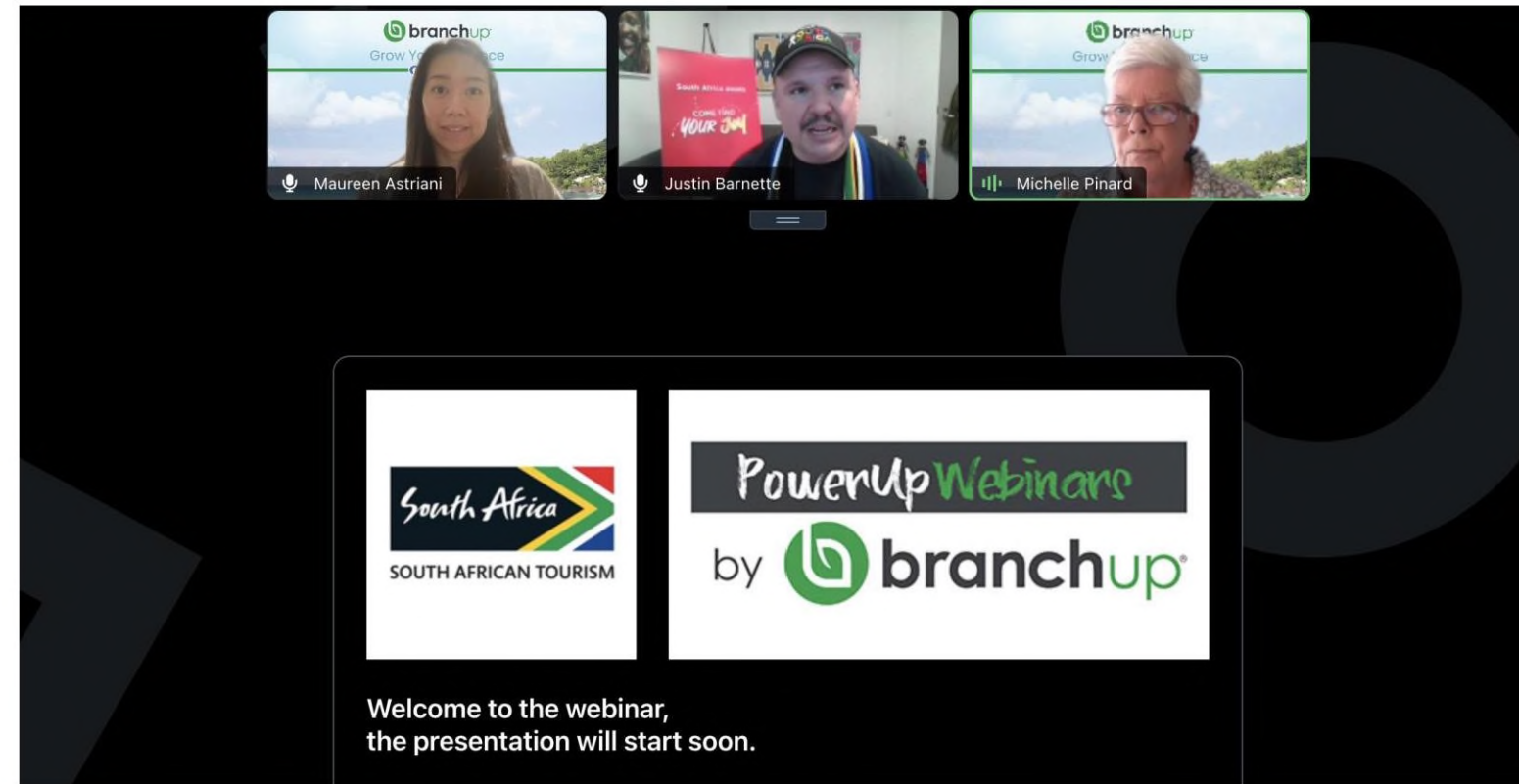
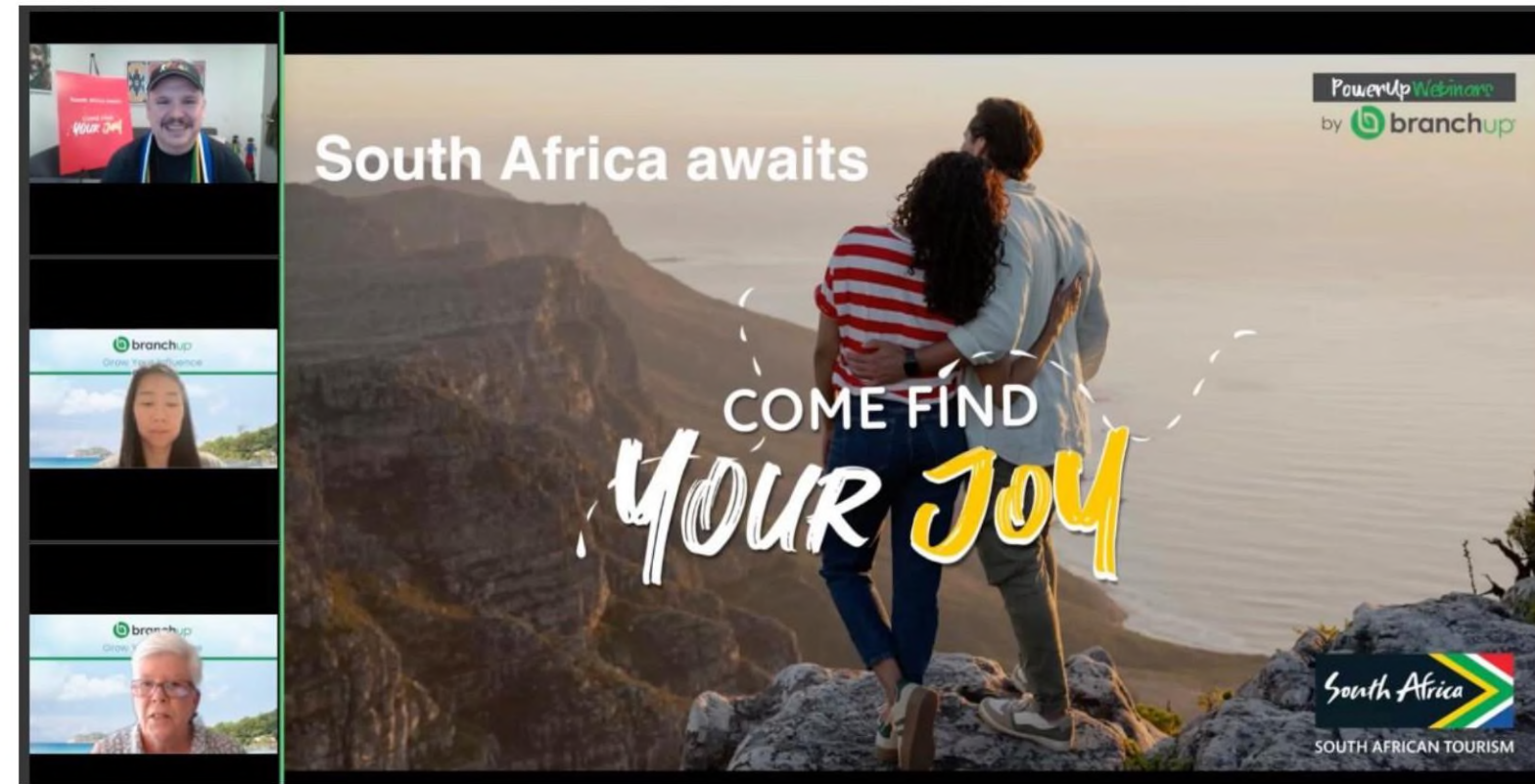
- **High level KPI → USA Impressions: 5.1 million; Reach: 120,766; Engagements: 5,915; Clicks: 961**
- **Canada Impressions: 537,196; Reach: 35,839; Engagements: 873; Clicks: 267**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

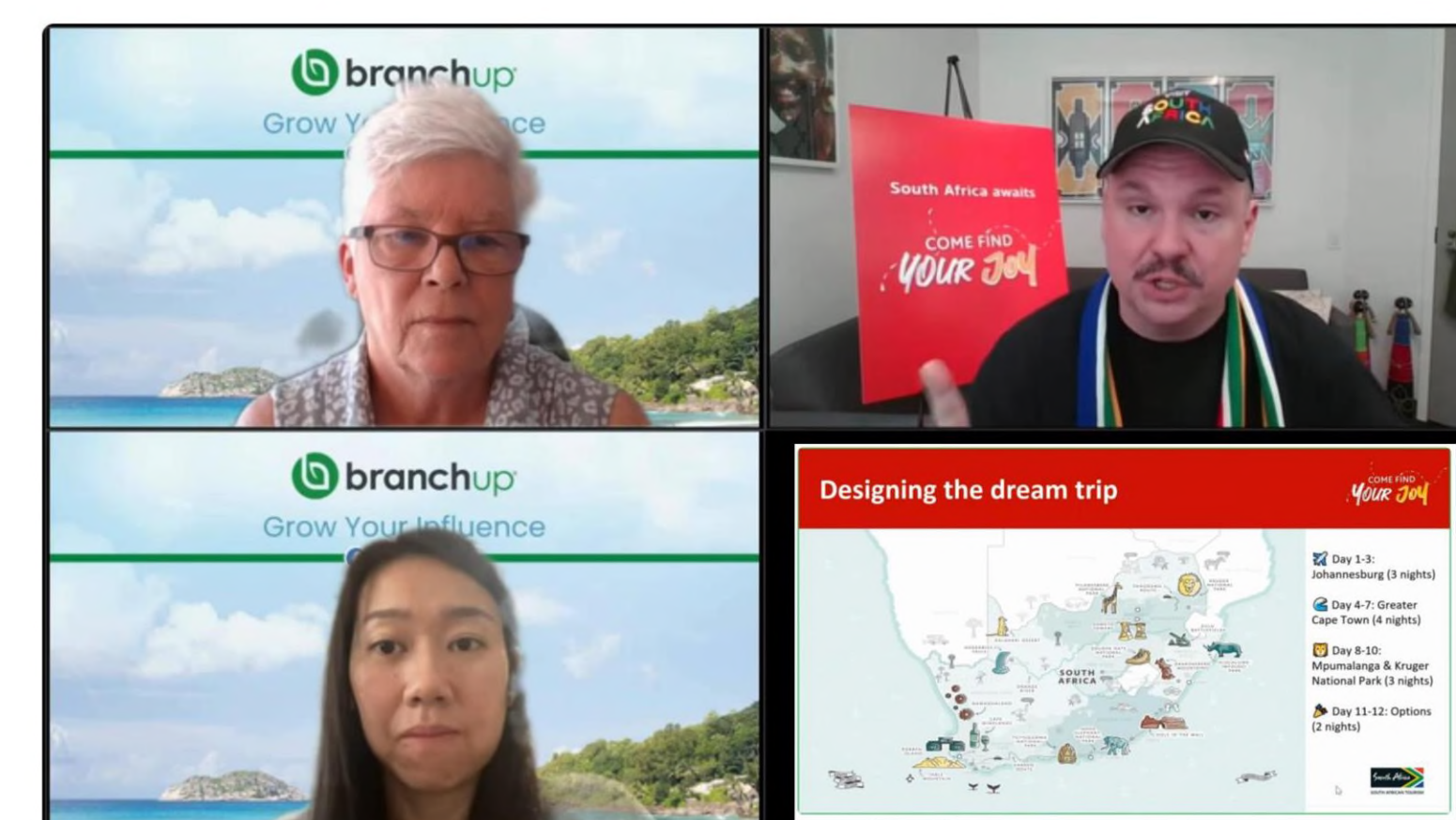
PowerUp by BranchUp Educational Webinar – August 2025



## South Africa resource directory

Explore our new searchable database of 100+ vetted South African suppliers, from boutique lodges and safari camps to DMCs, tour operators, transport providers, and more.

- **Curated Contacts** – Each listing includes direct contact details, at-a-glance product info, and visuals to help you identify the right fit for your clients.
- **Search with Ease** – Filter by region, category, or type of experience to streamline your planning process and discover new, authentic options.
- **Confidence in Every Booking** – Whether you're booking your first South Africa trip or your fiftieth, this free tool helps you save time and build better itineraries with trusted partners.



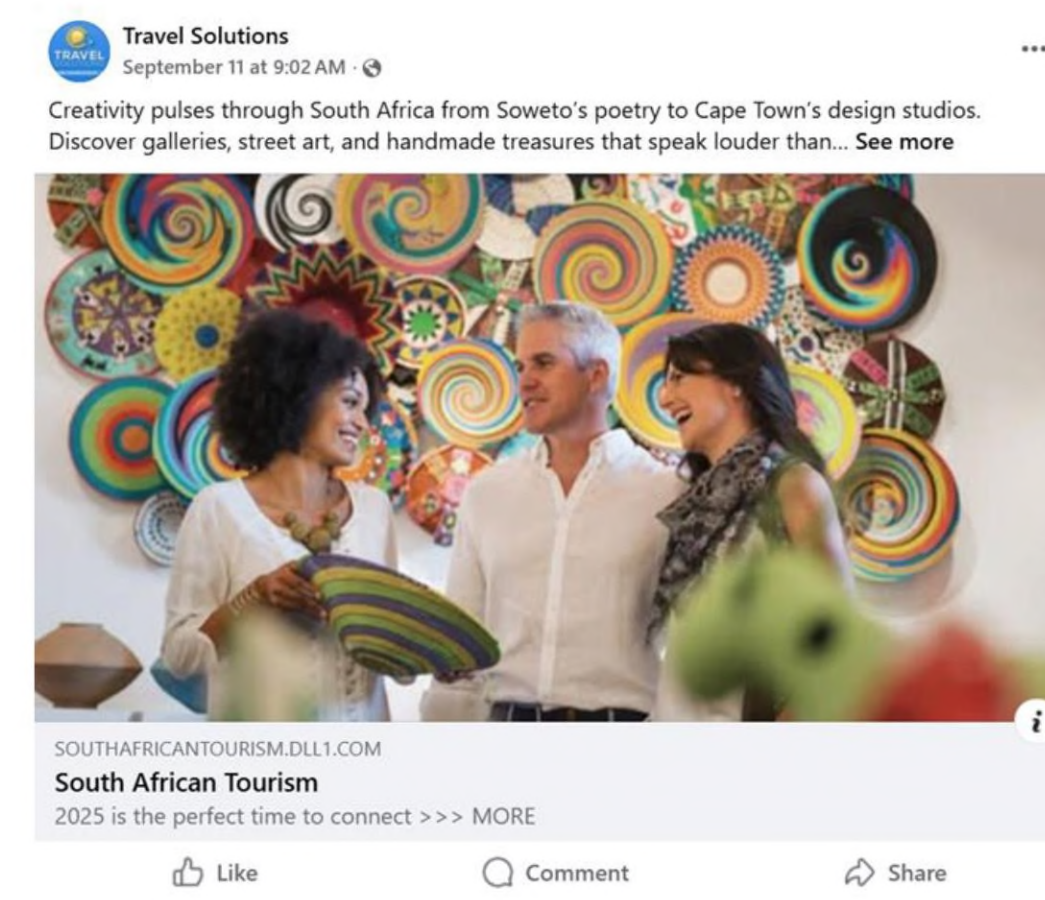
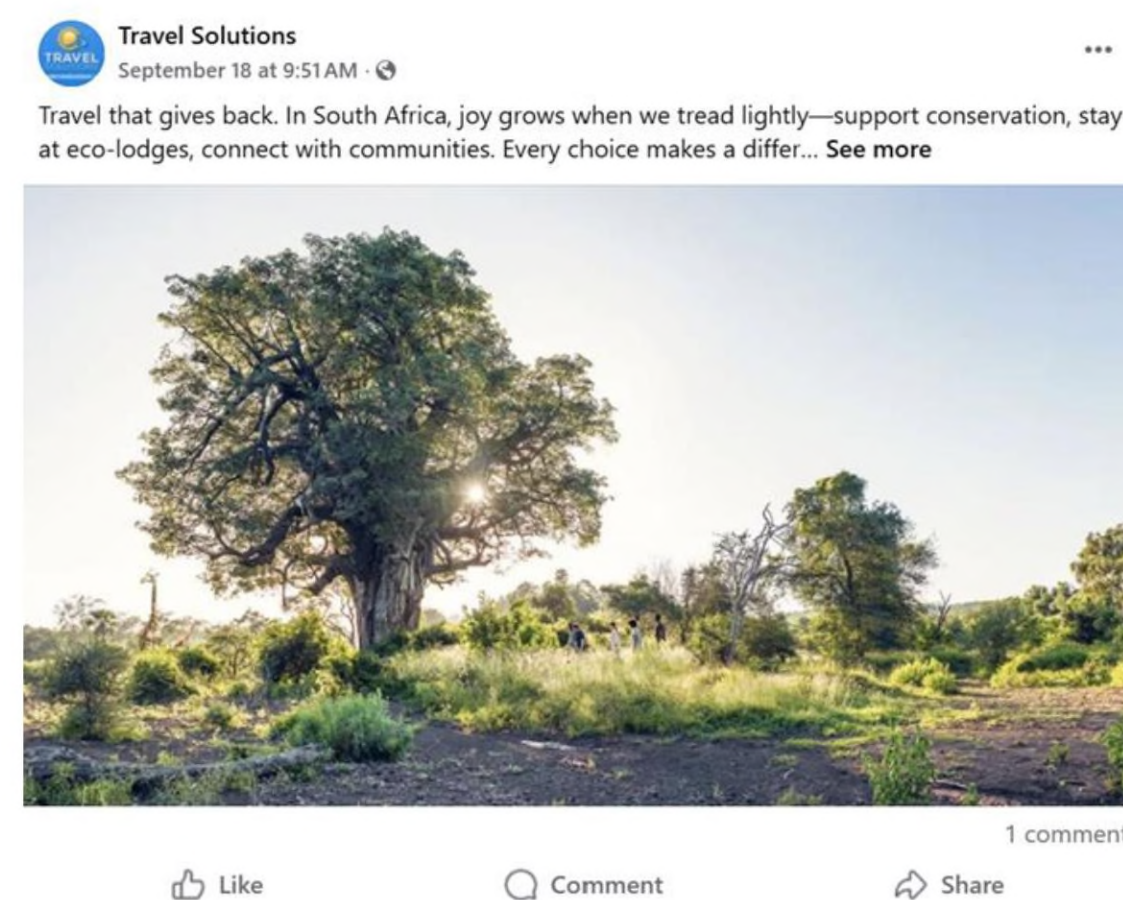
As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America leveraged our agreement with BranchUp to deliver a webinar training session as part of their popular PowerUp by BranchUp Educational Series. The one-hour session was promoted to BranchUp’s network of travel advisors, many of whom are already sharing destination SA content across their social media platforms to engage their consumer followers as part of our current campaign. Titled “Discover the Joy of Selling South Africa,” the fast-paced 45-minute presentation offered insights for travel advisors looking to grow their South Africa sales. The session provided guidance on how to confidently package and promote the destination by combining wildlife, adventure, and culture into one incredible itinerary that converts.



- **High level KPI -> 94 travel advisors attended live, 235 registered to receive the recording; recording uploaded to BranchUp’s YouTube page for on-demand viewing**

# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed  
BranchUp Social Media Campaign – September 2025



As part of our localized marketing campaigns to increase 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. In September, the jazz vibe post captured the most attention from both US and Canadian audiences – standing out from scenic shots and foodie posts.

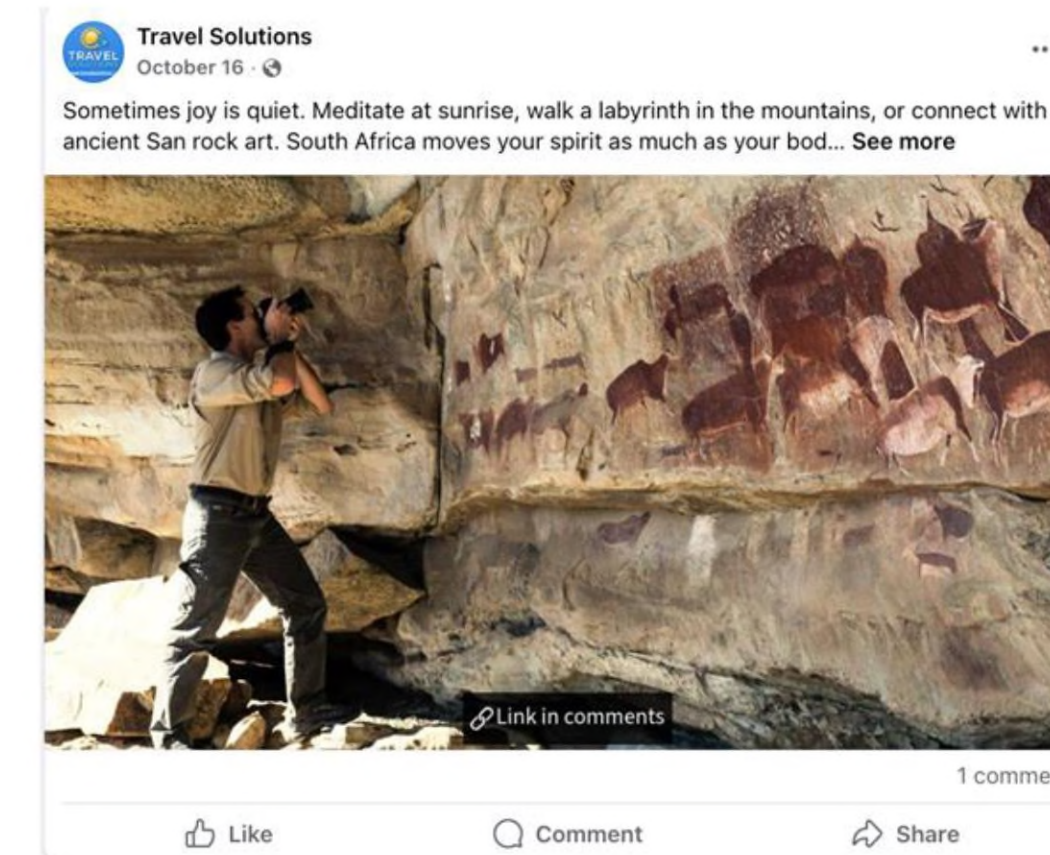
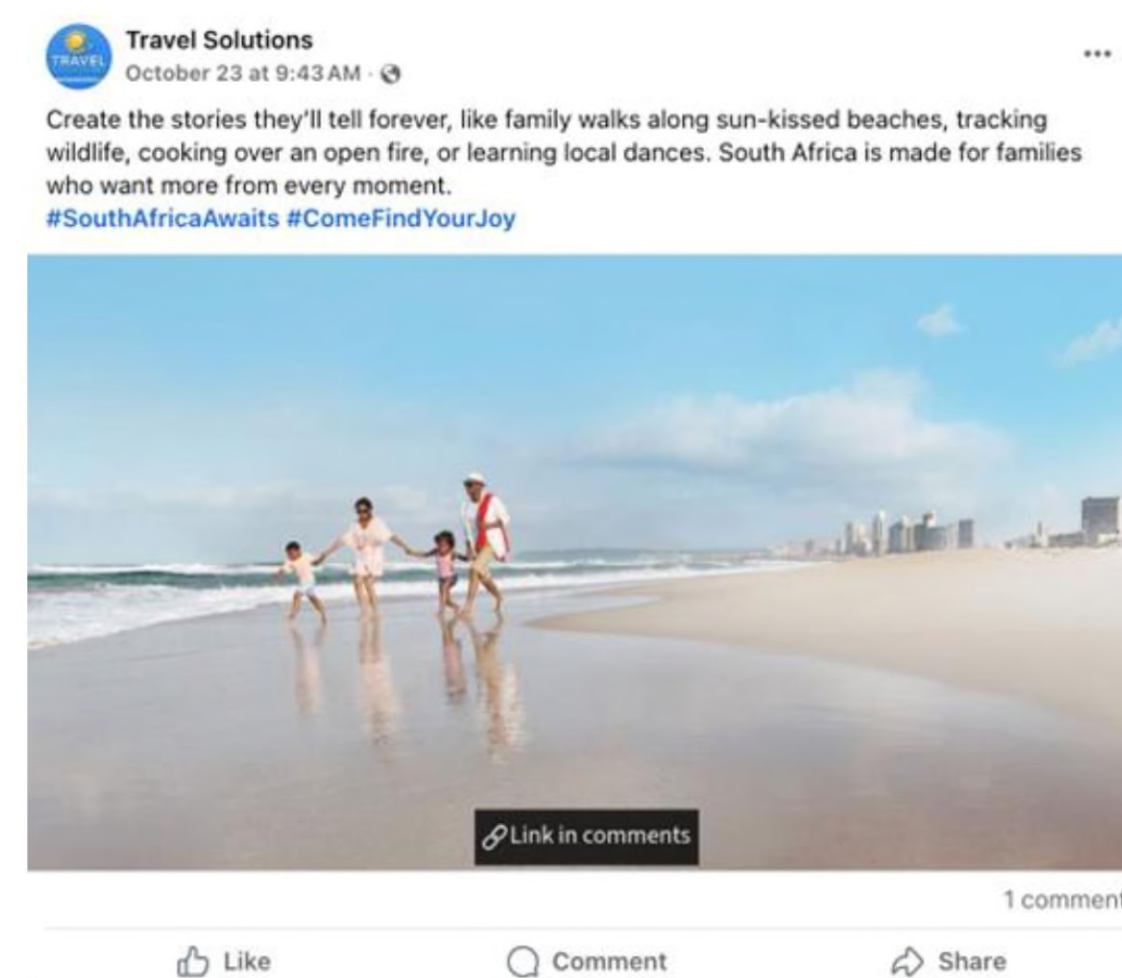
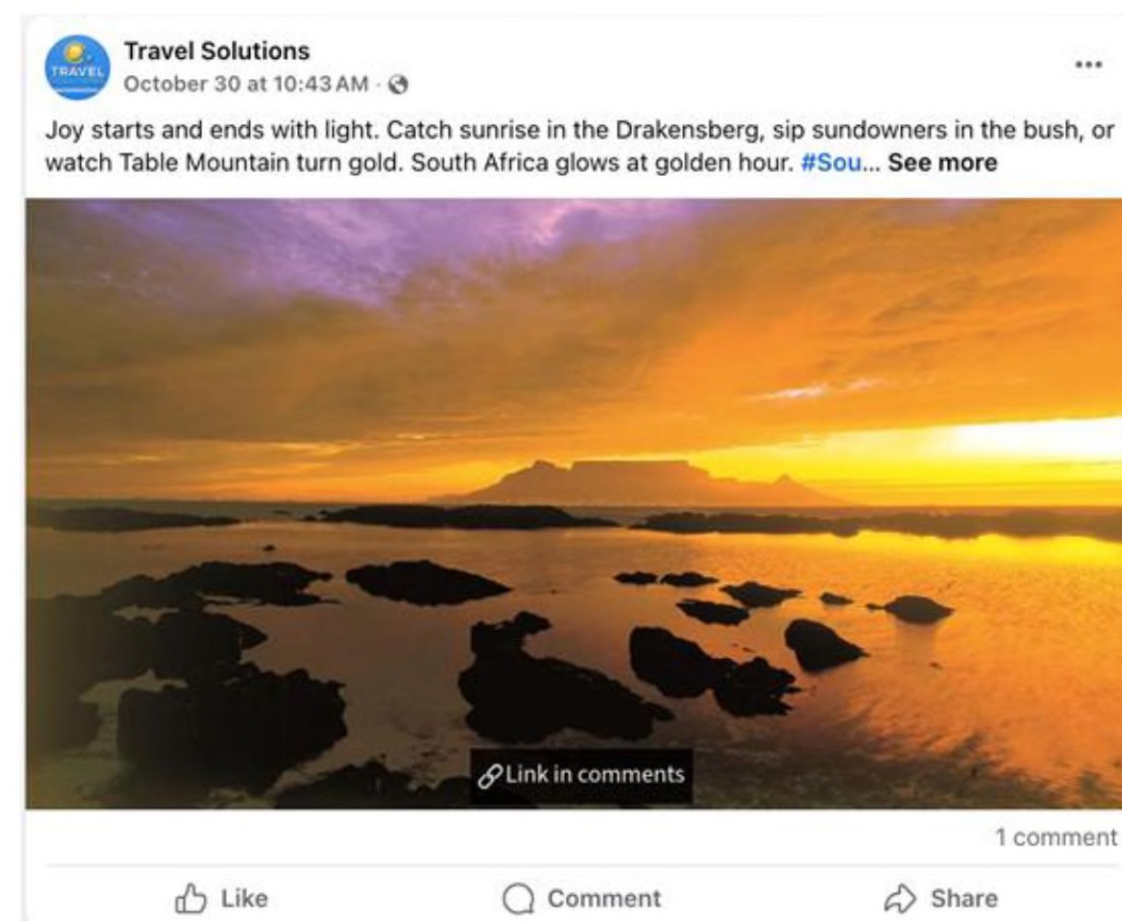
- **High level KPI → USA Impressions: 4.9 million; Reach: 112,393; Engagements: 5,401; Clicks: 809**
- **Canada Impressions: 530,377; Reach: 34,054; Engagements: 777; Clicks: 253**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed  
BranchUp Social Media Campaign – October 2025

COME FIND  
**YOUR JOY**



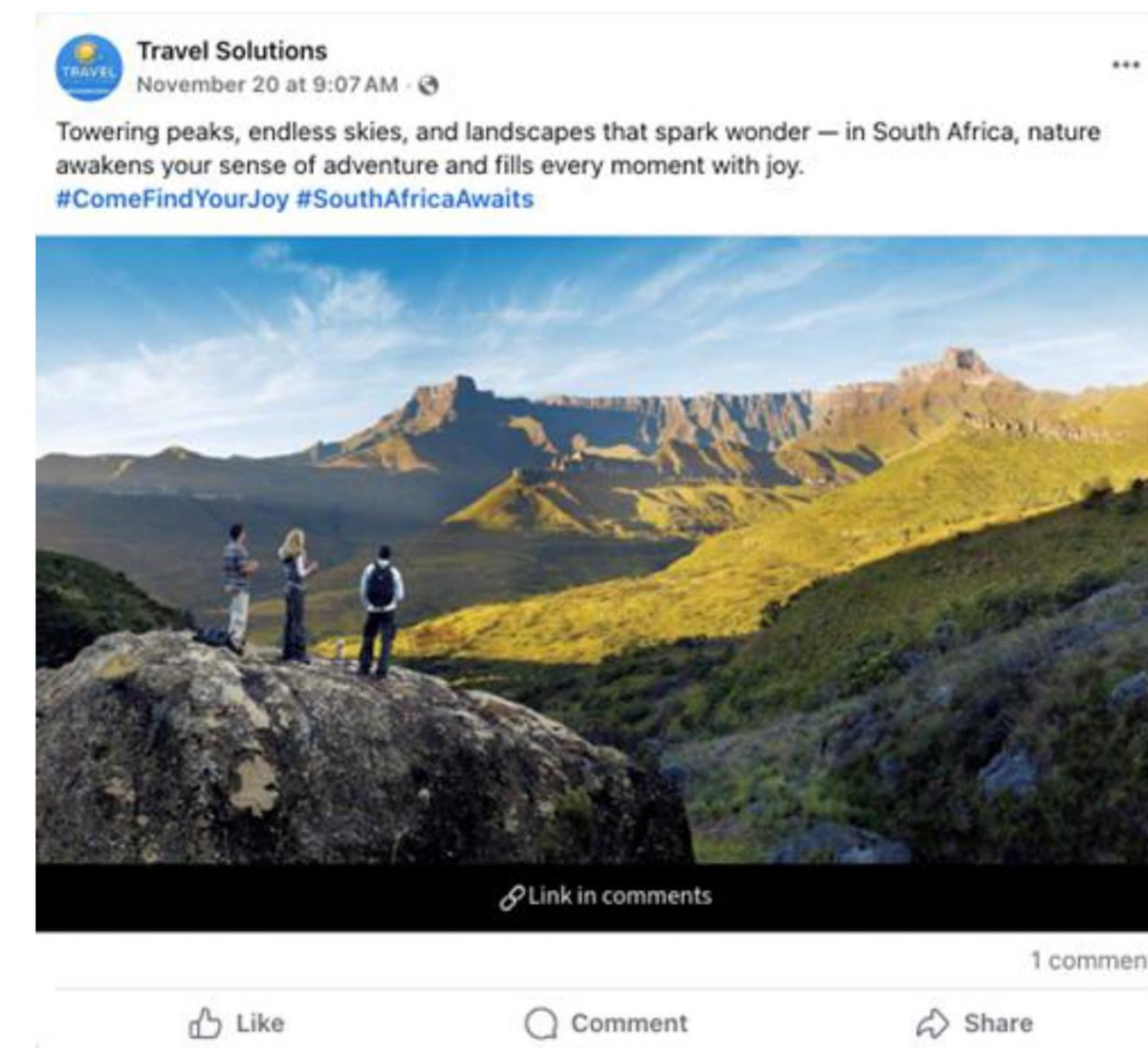
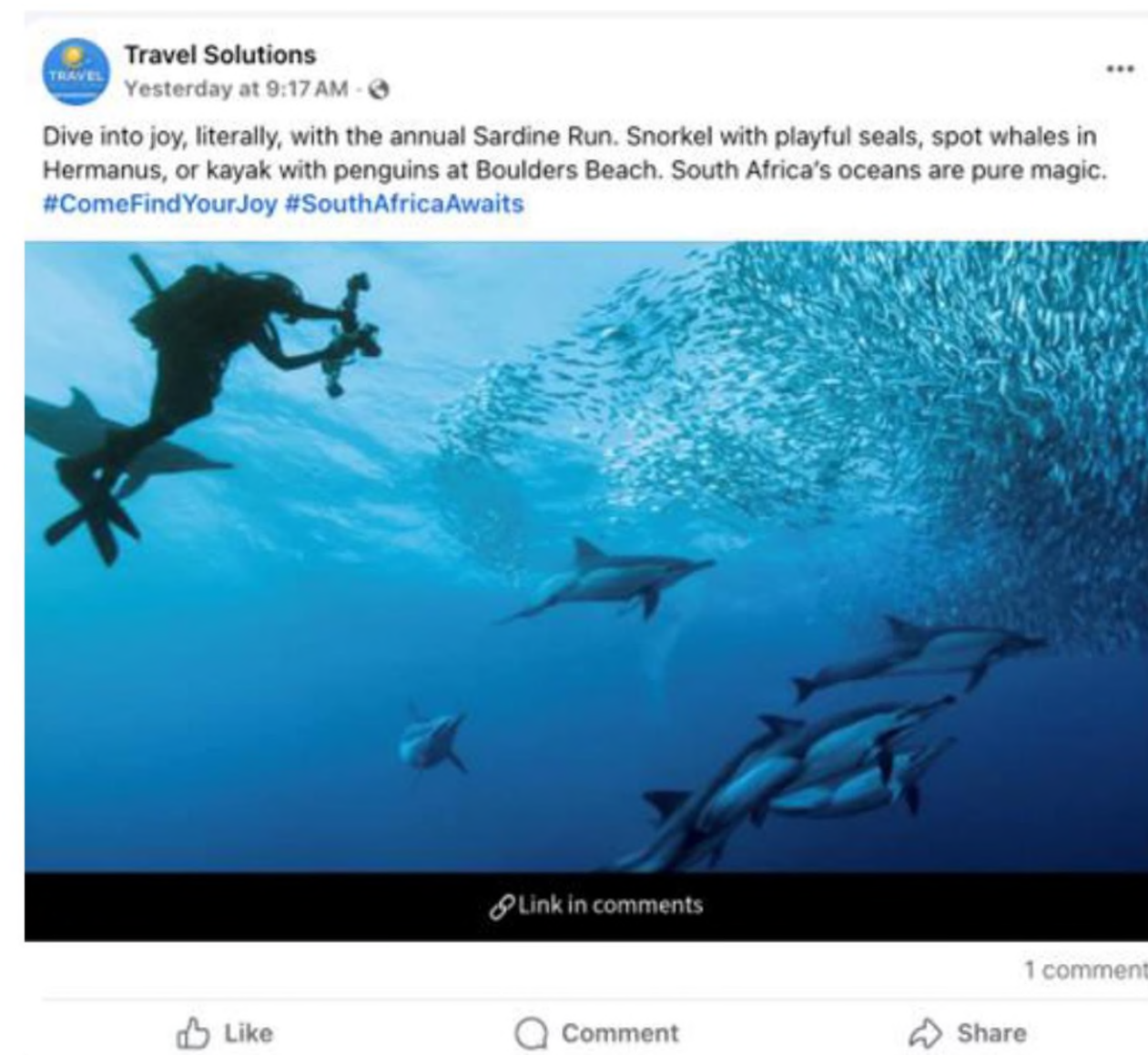
As part of our localized marketing campaigns to increase demand, SAT North America continued our campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer 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. In October, the golden hour post truly shined, resonating well with the audience and outperforming all other content.

- **High level KPI → USA Impressions: 4.8 million; Reach: 150,027; Engagements: 10,905; Clicks: 1,571**
- **Canada Impressions: 507,485; Reach: 45,601; Engagements: 1,487; Clicks: 430**

# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed  
BranchUp Social Media Campaign – November 2025

COME FIND  
**YOUR JOY**



As part of our localized marketing campaigns to increase 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. In November, the annual sardine run post delivered exceptional results driving remarkably high engagement (13.3% compared to other suppliers' average of 8.5%)

- **High level KPI → USA Impressions: 6.0 million; Reach: 49,906; Engagements: 5,480; Clicks: 511**
- **Canada Impressions: 572,406; Reach: 14,947; Engagements: 691; Clicks: 175**

# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed BranchUp Social Media Campaign – December 2025



The collage consists of five social media posts from 'Travel Solutions' (dated December 4, 11, 18, and 25, 2025, and January 1, 2026). Each post includes a text description and a corresponding image:

- Post 1 (Dec 4, 2025):** Text: "Beneath golden skies, South Africa's spirit shines — a reminder of courage, vision, and the joy of a nation that inspires the world. #ComeFindYourJoy #SouthAfricaAwaits". Image: A statue of Nelson Mandela in a park at sunset.
- Post 2 (Dec 11, 2025):** Text: "Hear the deep rumble of elephants, feel the stillness of vast landscapes, and watch the night sky brighten with thousands of stars. South Africa invites you into the heart of nature in its truest form. #SouthAfricaAwaits #ComeFindYourJoy". Image: A night safari in a savanna with a vehicle and spotlights.
- Post 3 (Dec 18, 2025):** Text: "If adventure calls your name, South Africa answers with powerful experiences. Hike iconic peaks, explore blue waters, fly through green forests, and feel the thrill of discovery with every new step you take. #SouthAfricaAwaits #ComeFindYourJoy". Image: A hiker on a rocky trail next to a waterfall.
- Post 4 (Jan 1, 2026):** Text: "Follow the coastline from wide open beaches to perfect surf spots and tranquil coves. Feel the sun, the breeze, and the rhythm of the ocean revive every part of you. Joy is found in every wave. #SouthAfricaAwaits #ComeFindYourJoy". Image: Silhouettes of people on a beach at sunset with palm trees.
- Post 5 (Dec 25, 2025):** Text: "Let the energy of South Africa's cities pull you in. Experience creative street art, rich flavors, stylish neighborhoods, and the spirit of celebration that fills every corner from morning to night. #SouthAfricaAwaits #ComeFindYourJoy". Image: A man standing next to a large, colorful street art mural of a person's face.

As part of our localized marketing campaigns to increase 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. In October, the US audience had the highest engagement with the adventure themed post, while the Canadians engaged most with the nighttime safari post.

- **High level KPI → USA Impressions: 5.8 million; Reach: 161,923; Engagements: 17,563; Clicks: 1,996**
- **Canada Impressions: 577,424; Reach: 50,152; Engagements: 2,063; Clicks: 510**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

South Africa dot net US landing page – July 2025

COME FIND  
**YOUR JOY**

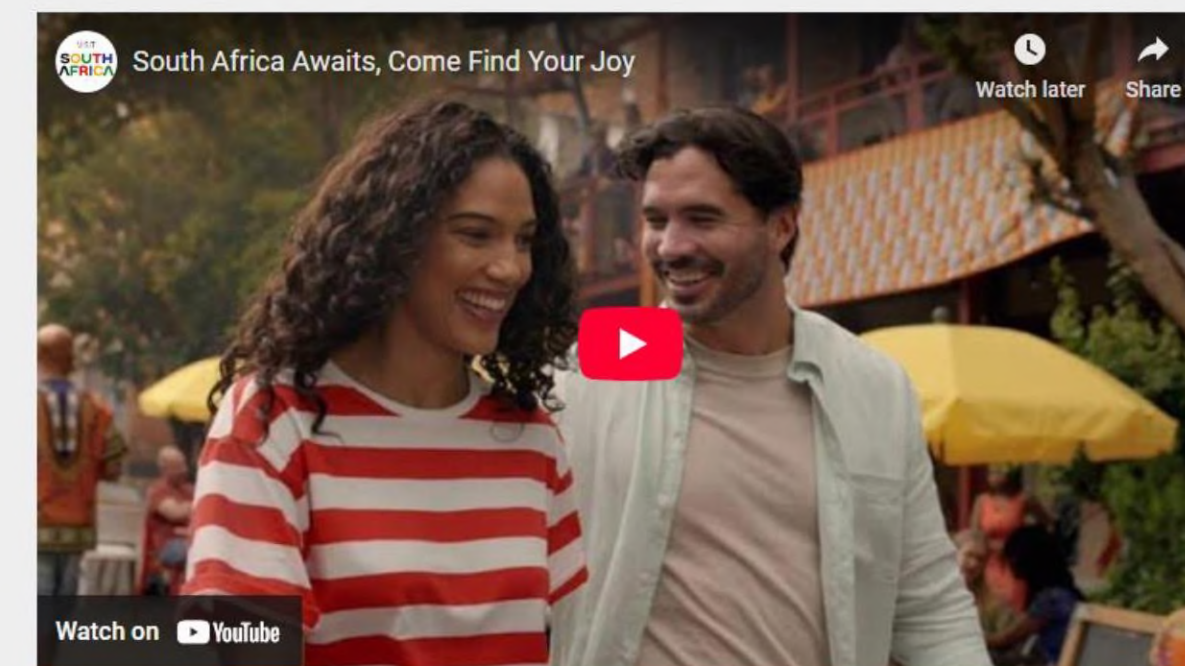
South Africa – A Journey Like No Other

From breathtaking landscapes and sun-drenched coastlines to up-close wildlife encounters and adrenaline-pumping adventures, South Africa is more than just a destination — it's an experience that stirs your soul and fills your heart with joy.

Whether you're exploring our national parks or private game reserves on safari, unwinding on one of our pristine Blue Flag beaches along 2,500 km of coastline, or soaking up the rhythm and energy of our vibrant cities — joy is never far away.

Embark on unforgettable cultural and heritage journeys, discover awe-inspiring outdoor scenery, or dive into thrilling, affordable adventures. Whatever your travel style or budget, South Africa offers unbeatable value and memories that last a lifetime.

South Africa Awaits – Come Find Your Joy!



As part of our localized marketing campaigns to increase demand, SAT North America continued promoting the US landing page on southafrica.net as a key digital touchpoint to drive traveler awareness and inspire consideration of South Africa as a premier leisure travel destination. The page features “South Africa Awaits — Come Find Your Joy!” campaign messaging and creative. In July, the US landing page achieved a reach of 8,312, with an engagement rate of 68.1%, indicating strong interest in destination content. A relatively low bounce rate of 31.93% suggests that most users explored beyond the landing page, reinforcing alignment between audience expectation and on-site storytelling.

- **High level KPI -> 4,290 sessions; 31.93% bounce rate, 68.1% engagement rate, with 4,022 total users during July 2025**
- **Sessions and Total Users = Reach**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

South Africa dot net US landing page – August 2025

COME FIND  
**YOUR JOY**

The screenshot shows the South Africa US landing page. The header includes the South Africa logo, a menu icon, a search bar labeled 'Find Experiences...', and language/location settings for 'USA | English'. The main content area features a large hero image of a couple embracing on a mountain peak, with the 'COME FIND YOUR JOY' logo overlaid. Below the hero image is a video player showing a couple smiling at an outdoor event. The page includes a search bar, navigation menu, and social media icons.

South Africa – A Journey Like No Other

As part of our localized marketing campaigns to increase demand, SAT North America continued promoting the US landing page on southafrica.net as a key digital touchpoint to drive traveler awareness and inspire consideration of South Africa as a premier leisure travel destination. The page features “South Africa Awaits — Come Find Your Joy!” campaign messaging and creative. In August, the US landing page achieved a reach of 10,436, with an engagement rate of 68.7%, indicating strong interest in destination content. A relatively low bounce rate of 31.31% suggests that most users explored beyond the landing page, reinforcing alignment between audience expectation and on-site storytelling.

- **High level KPI -> 5,375 sessions; 31.31% bounce rate, 68.7% engagement rate, with 5,061 total users during August 2025**
- **Sessions and Total Users = Reach**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

South Africa dot net US landing page – September 2025



South Africa – A Journey Like No Other

South Africa Awaits – Come Find Your Joy!

As part of our localized marketing campaigns to increase demand, SAT North America continued promoting the US landing page on southafrica.net as a key digital touchpoint to drive traveler awareness and inspire consideration of South Africa as a premier leisure travel destination. The page features “South Africa Awaits — Come Find Your Joy!” campaign messaging and creative. In September, the US landing page achieved a reach of 11,113, with an engagement rate of 71.6%, indicating strong interest in destination content. A relatively low bounce rate of 28.43% suggests that most users explored beyond the landing page, reinforcing alignment between audience expectation and on-site storytelling.

- **High level KPI -> 5,733 sessions; 28.43% bounce rate, 71.6% engagement rate, with 5,380 total users during September 2025**
- **Sessions and Total Users = Reach**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

South Africa dot net US landing page – October 2025



South Africa – A Journey Like No Other

From breathtaking landscapes and sun-drenched coastlines to up-close wildlife encounters and adrenaline-pumping adventures, South Africa is more than just a destination — it's an experience that stirs your soul and fills your heart with joy.

Whether you're exploring our national parks or private game reserves on safari, unwinding on one of our pristine Blue Flag beaches along 2,500 km of coastline, or soaking up the rhythm and energy of our vibrant cities — joy is never far away.

Embark on unforgettable cultural and heritage journeys, discover awe-inspiring outdoor scenery, or dive into thrilling, affordable adventures. Whatever your travel style or budget, South Africa offers unbeatable value and memories that last a lifetime.

South Africa Awaits – Come Find Your Joy!

As part of our localized marketing campaigns to increase demand, SAT North America continued promoting the US landing page on southafrica.net as a key digital touchpoint to drive traveler awareness and inspire consideration of South Africa as a premier leisure travel destination. The page features “South Africa Awaits — Come Find Your Joy!” campaign messaging and creative. In October, the US landing page achieved a reach of 9,730, with an engagement rate of 67.1%, indicating strong interest in destination content. A relatively low bounce rate of 32.87% suggests that most users explored beyond the landing page, reinforcing alignment between audience expectation and on-site storytelling.

- **High level KPI -> 5,060 sessions; 32.87% bounce rate, 67.1% engagement rate, with 4,670 total users during October 2025**
- **Sessions and Total Users = Reach**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

South Africa dot net US landing page – November 2025



South Africa – A Journey Like No Other

As part of our localized marketing campaigns to increase demand, SAT North America continued promoting the US landing page on southafrica.net as a key digital touchpoint to drive traveler awareness and inspire consideration of South Africa as a premier leisure travel destination. The page features “South Africa Awaits — Come Find Your Joy!” campaign messaging and creative. In November, the US landing page achieved a reach of 11,398 with an engagement rate of 66.6%, indicating strong interest in destination content. A relatively low bounce rate of 33.4% suggests that most users explored beyond the landing page, reinforcing alignment between audience expectation and on-site storytelling.

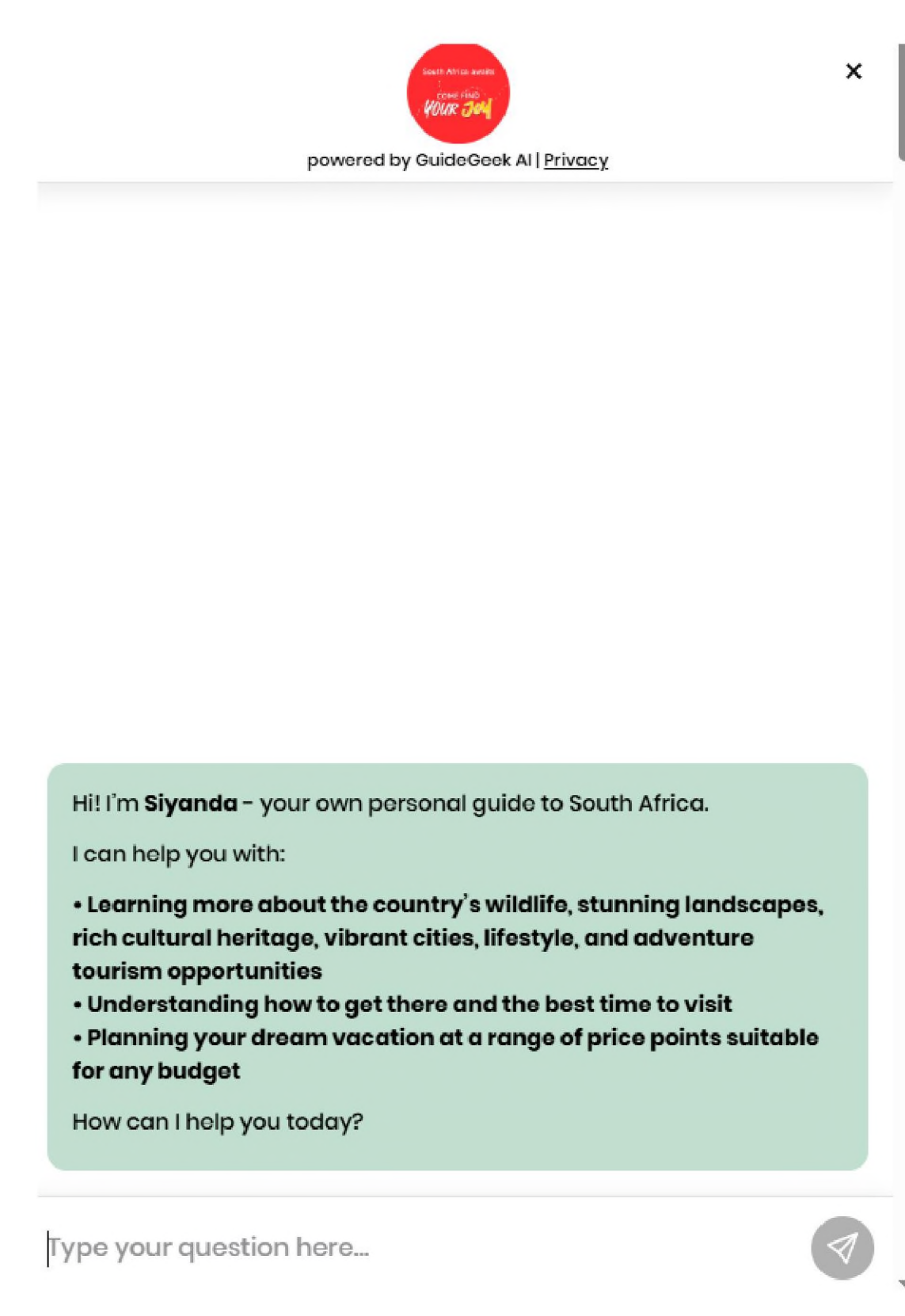
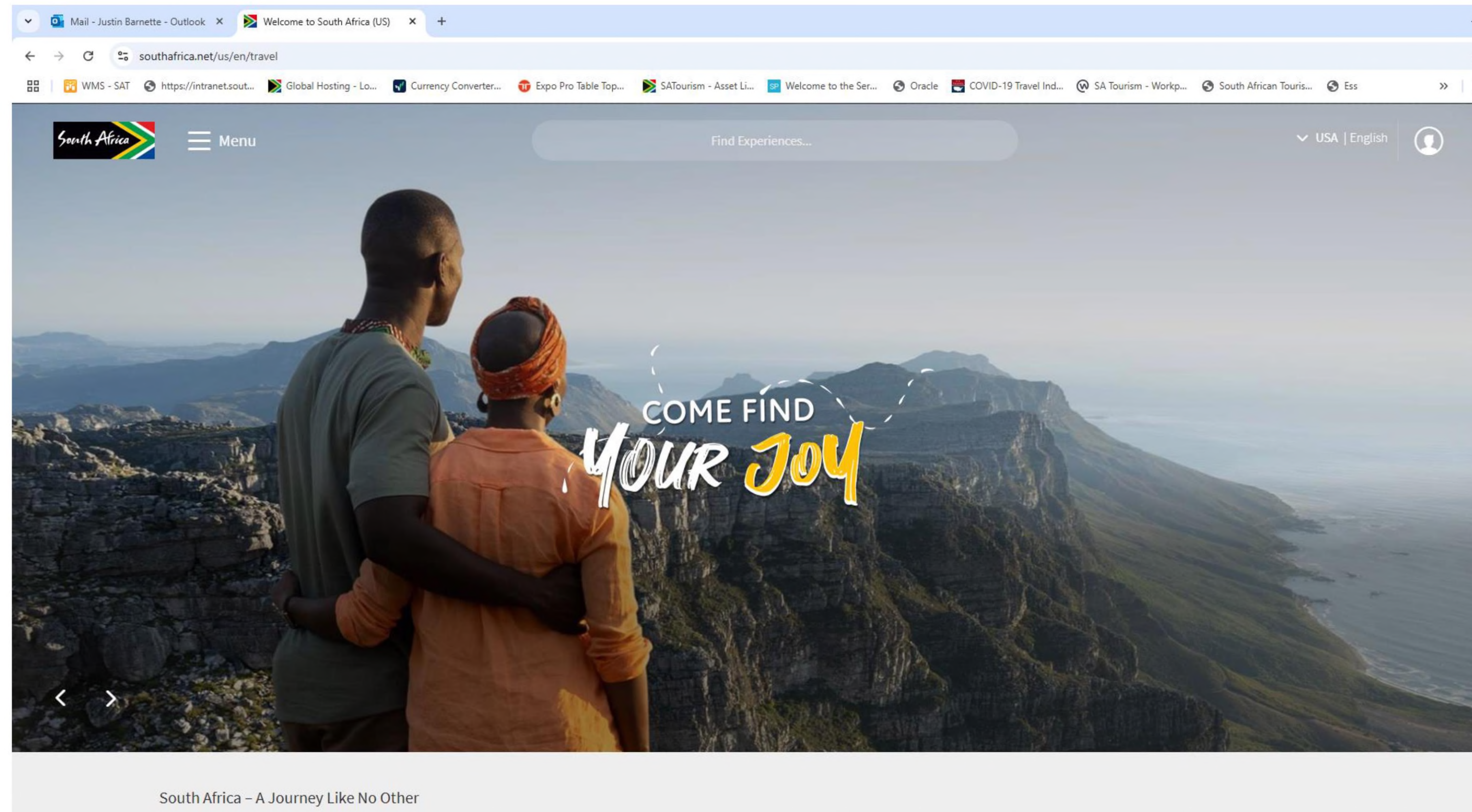
- **High level KPI -> 5,847 sessions; 33.4% bounce rate, 66.6% engagement rate, with 5,551 total users during November 2025**
- **Sessions and Total Users = Reach**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

South Africa dot net US landing page – December 2025



As part of our localized marketing campaigns to increase demand, SAT North America continued promoting the US landing page on southafrica.net as a key digital touchpoint to drive traveler awareness and inspire consideration of South Africa as a premier leisure travel destination. The page features “South Africa Awaits — Come Find Your Joy!” campaign messaging and creative. In December, the US landing page achieved a reach of 50,178 (up 340%+ over November), driven largely by the widely publicized launch of our new AI travel assistant, Siyanda, which increased top-of-funnel visibility and awareness. The engagement rate of 29.1% reflects a shift in user behavior toward direct interaction with Siyanda, while the bounce rate of 70.91% is indicative of users efficiently engaging with the AI assistant and campaign messaging on the landing page before exiting, a pattern consistent with high-volume, awareness-led traffic.

- **High level KPI -> 25,489 sessions; 70.91% bounce rate, 29.1% engagement rate, with 24,689 total users during December 2025**
- **Sessions and Total Users = Reach**



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Co-Op Email & Social Campaign with Association of Black Tourism Pros, Come Find Your Joy – July & August 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.

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

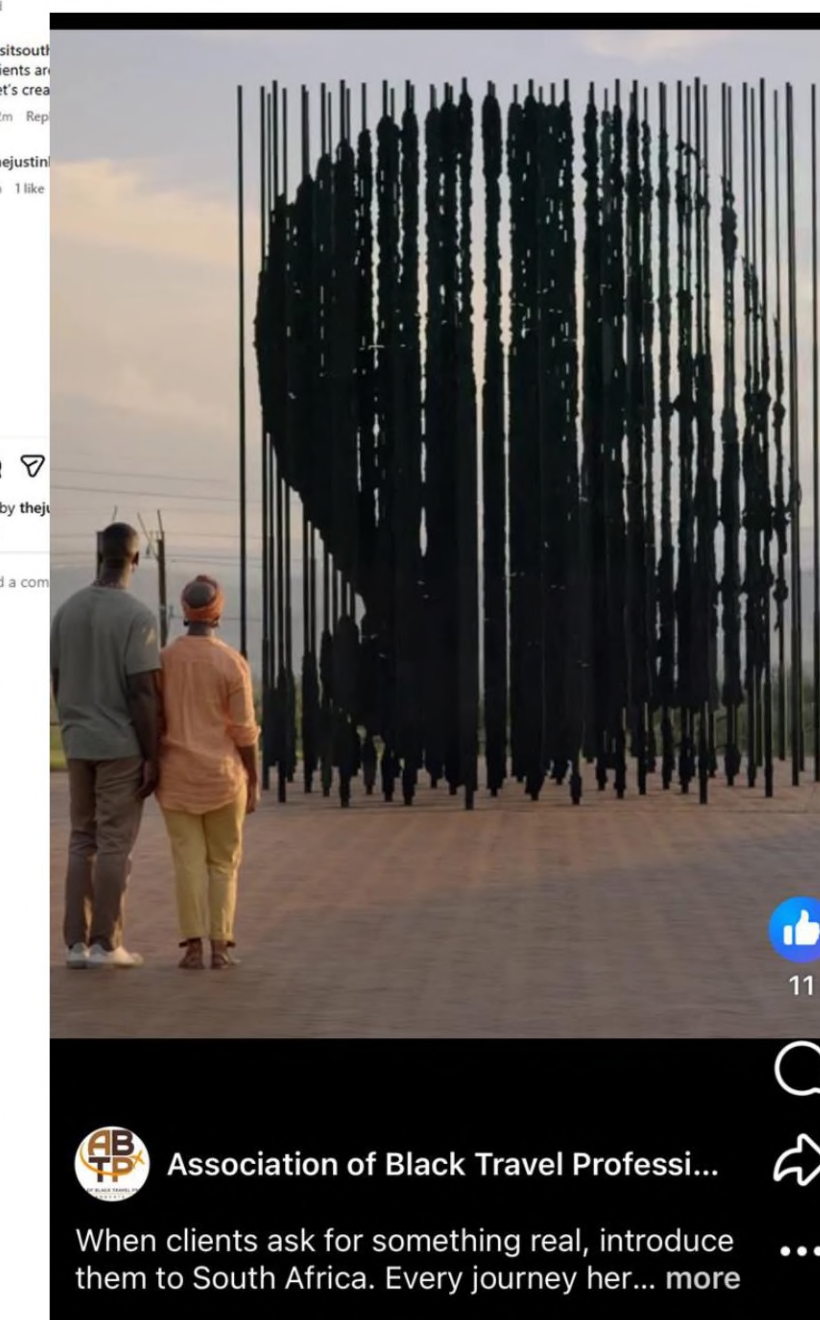


SOUTH AFRICAN TOURISM



blacktravelpros Original audio  
blacktravelpros When clients ask for something real, introduce them to South Africa. Every journey here is an opportunity to connect—with people, with stories, with history and heritage. From shared meals to community-led experiences, South Africa brings travelers closer to what truly matters. Watch the new @visitsouthafrica campaign and get inspired to sell with confidence.  
Contact a member of the leadership team for introductions to South Africa specialists  
#SouthAfricaAwaits #ComeFindYourJoy  
visitsouthafrica Let's create...  
thejustin 1h · 1 like

Association of Black Travel Professionals  
3d · 🌐  
When clients ask for something real, introduce them to South Africa. Every journey here is an opportunity to connect—with people, with stories, with history and heritage. From shared meals to community-led experiences, South Africa brings travelers closer to what truly matters. Watch the new @visitsouthafrica campaign and get inspired to sell with confidence.  
Contact a member of the leadership team for introductions to South Africa specialists  
#SouthAfricaAwaits #ComeFindYourJoy



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 the Association of Black Tourism Professionals (ABTP) to conduct an email and social campaign to their exclusive travel trade database. The campaign amplified our “South Africa Awaits — Come Find Your Joy!” campaign, with a focus on culture, heritage and meaningful connection. This initiative builds momentum ahead of our participation in the upcoming ABTP Summit, where we will continue to cultivate relationships that drive conversion and inspire travel to South Africa.

- **High level KPI -> email distributed to 1,423 subscribers to the ABTP database, amplified on social via their platforms with a combined reach of 4,000**



SOUTH AFRICAN TOURISM

# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Association of Black Travel Professionals (ABTP) Summit – August 2025



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America participated in the Association of Black Travel Professionals (ABTP) Summit, an annual event dedicated to advancing the success and visibility of Black travel advisors. The team delivered a mainstage presentation introducing the “South Africa awaits – Come Find Your Joy” campaign, while encouraging advisors to register for our upcoming “Crafting the Perfect South African Itinerary” webinar as a next step toward selling the destination. We also exhibited in the supplier tradeshow and took part in small group meetings that allowed for deeper engagement and relationship building with this important advisor segment.

- **High level KPI -> 115 trade and industry leaders engaged during mainstage presentation; 75 travel advisors engaged during the open tradeshow**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Training Tuesday Webinar with Association of Black Travel Pros – October 2025



South Africa awaits

COME FIND YOUR JOY

Crafting the Perfect South African Itinerary

ABTP ASSOCIATION OF BLACK TRAVEL PROFESSIONALS

SOUTH AFRICAN TOURISM

ABTP ASSOCIATION OF BLACK TRAVEL PROFESSIONALS

Three nights in Johannesburg

COME FIND YOUR JOY

Day 1: Arrival in Johannesburg – Rest & Recharge

Day 2: History, Street Art & Soweto

Day 3: Cradle of Humankind & Cultural Roots

Justin Barnette

Judy Pillay

Shawnta Harrison

Michael Connor

Lisa Wheeler

Sales tools and resources

COME FIND YOUR JOY

South African Tourism offers a range of tools to support your success:

- SA Specialist Program – Become a certified South Africa expert with our free online destination training.
- South Africa e-Brochure – Share our travel guide showcasing key experiences and travel tips with your clients.
- Digital Asset Library – Access high-quality images, videos, and marketing content to support your promotions.
- Official Website – Visit southafrica.net for comprehensive travel information on all our vibrant tourism offerings.
- Travel Trade Updates – Follow @SATraveltrade on Twitter/ X and subscribe to our newsletter.

South Africa

CERTIFIED SOUTH AFRICAN SPECIALIST

As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America expanded on our mainstage presentation at the recent Association of Black Travel Professionals (ABTP) Summit by participating in ABTP’s Training Tuesday webinar series. The one-hour session was designed to equip advisors with the tools to confidently package and sell South Africa by simplifying the itinerary-building process and highlighting the country’s rich mix of wildlife, culture, and vibrant city life. The training, driven by the “Come Find Your Joy” campaign, offered guidance on routing, pacing, and logistics, along with access to trusted supplier contacts and valuable sales tools and resources. The lively Q&A that followed the presentation indicated strong advisor engagement and enthusiasm for the destination.

- High level KPI -> 57 travel advisors attended live



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Outdoor Writers Association of America (OWAA) Annual Conference – August 2025

COME FIND  
**YOUR JOY**



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America participated in the Outdoor Writers Association of America (OWAA) annual conference. We engaged directly with a valuable audience of outdoor journalists, photographers, content creators and industry leaders. Our presenting destination designation included a mainstage presentation showcasing the “South Africa awaits – Come Find Your Joy” campaign, an exhibition table, one-on-one marketplace meetings, an insert in attendee welcome bags, and participation in networking events and workshops. These touchpoints enabled meaningful conversations and relationship building with key media, positioning SA as a leading destination in the outdoor adventure space.

- **High level KPI -> 225 journalists, photographers, content creators, and outdoor industry leaders engaged through mainstage presentation; 30 one-on-one meetings with journalists and content creators; 27 additional media engaged via the exhibition table and networking events**



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Co-Op Email Campaign with Outdoor Writers Association, Meaningful Travel Map of South Africa – October 2025



#### Explore South Africa Through Travel That Connects and Inspires

For writers, content creators, and photographers who seek stories rooted in people and purpose, South Africa offers a new lens through which to experience and share its rich diversity.

The Meaningful Travel Map of South Africa, developed by OWAA Supporting Group South African Tourism in collaboration with Tourism Cares, is a curated digital guide to purpose-driven experiences that foster genuine connections and support local communities.

This resource highlights vetted community-based tourism experiences, sustainable accommodations, conservation initiatives, and cultural heritage projects across South Africa. Each experience has been selected for its positive social, environmental, and cultural impact.

From indigenous-led cultural tours and township arts programs to eco-lodges and wildlife rehabilitation centers, the Map reflects a broad and inspiring range of initiatives that demonstrate how travel can be a force for good.



A few featured experiences include:

- Witsieshoek Mountain Lodge – A lodge owned by the Batlokwa community, located in the dramatic Drakensberg mountains
- Monkeybiz South Africa – A women-led beadwork collective empowering local artisans through bold creative expression
- Maboneng Township Arts Experience – A neighborhood art initiative that transforms homes into open galleries
- Inlondo Cultural Village: Zulu traditions come alive through food, dance, and heritage
- CURIOCITY: Chic stays that celebrate local creativity and culture

Whether you're researching conscious travel, community conservation, or cultural storytelling, the Meaningful Travel Map offers a thoughtful framework to support your exploration of South Africa's diverse regions and voices.

View the Meaningful Travel Map of South Africa [here](#).

South Africa is not just where the story happens. It is the story. Whether you're writing for a major outlet or creating something deeply personal, this place has the power to move both you and your readers. The Meaningful Travel Map offers a thoughtful way to engage with the people, places and experiences that make those stories possible.



SOUTH AFRICAN TOURISM



#### '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](mailto:info@owaa.org); [www.owaa.org](http://www.owaa.org)

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America expanded on our participation at the recent Outdoor Writers Association of America (OWAA) annual conference through an email campaign. The messaging focused on the Meaningful Travel Map of South Africa as a resource for writers, content creators, and photographers seeking stories rooted in people and purpose. Highlighting community-based tourism experiences, sustainable accommodations, conservation initiatives, and cultural heritage projects, each selected for its positive social, environmental, and cultural impact, the Map offers a thoughtful framework to guide outdoor storytellers in exploring South Africa's diverse regions and voices.

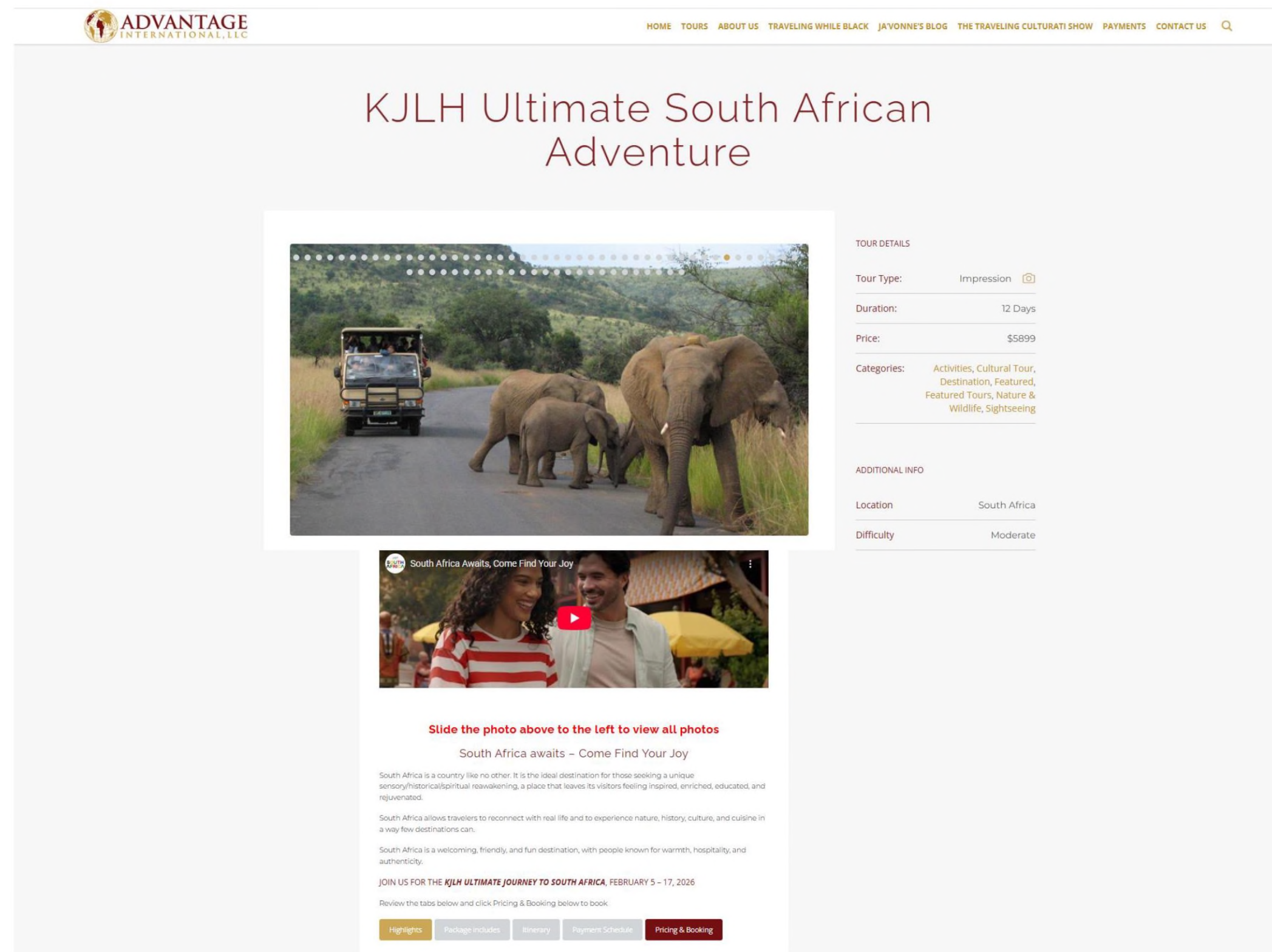
- **High level KPI -> email distributed to 756 OWAA member media contacts, 88.9% open rate (672 member opens)**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Radio Campaign with Advantage International and 102.3 KJLH, Los Angeles – August 2025



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America launched a radio campaign with Advantage International and 102.3 KJLH, Los Angeles. Aligned with our objective to increase short-term arrivals from the U.S. market, the campaign is designed to build top-of-mind awareness while prompting immediate consideration and conversion. The strong call to action promotes a value-for-money structured group scheduled for February 2026. The August segment of the campaign flight included a mix of live reads and recorded promos.

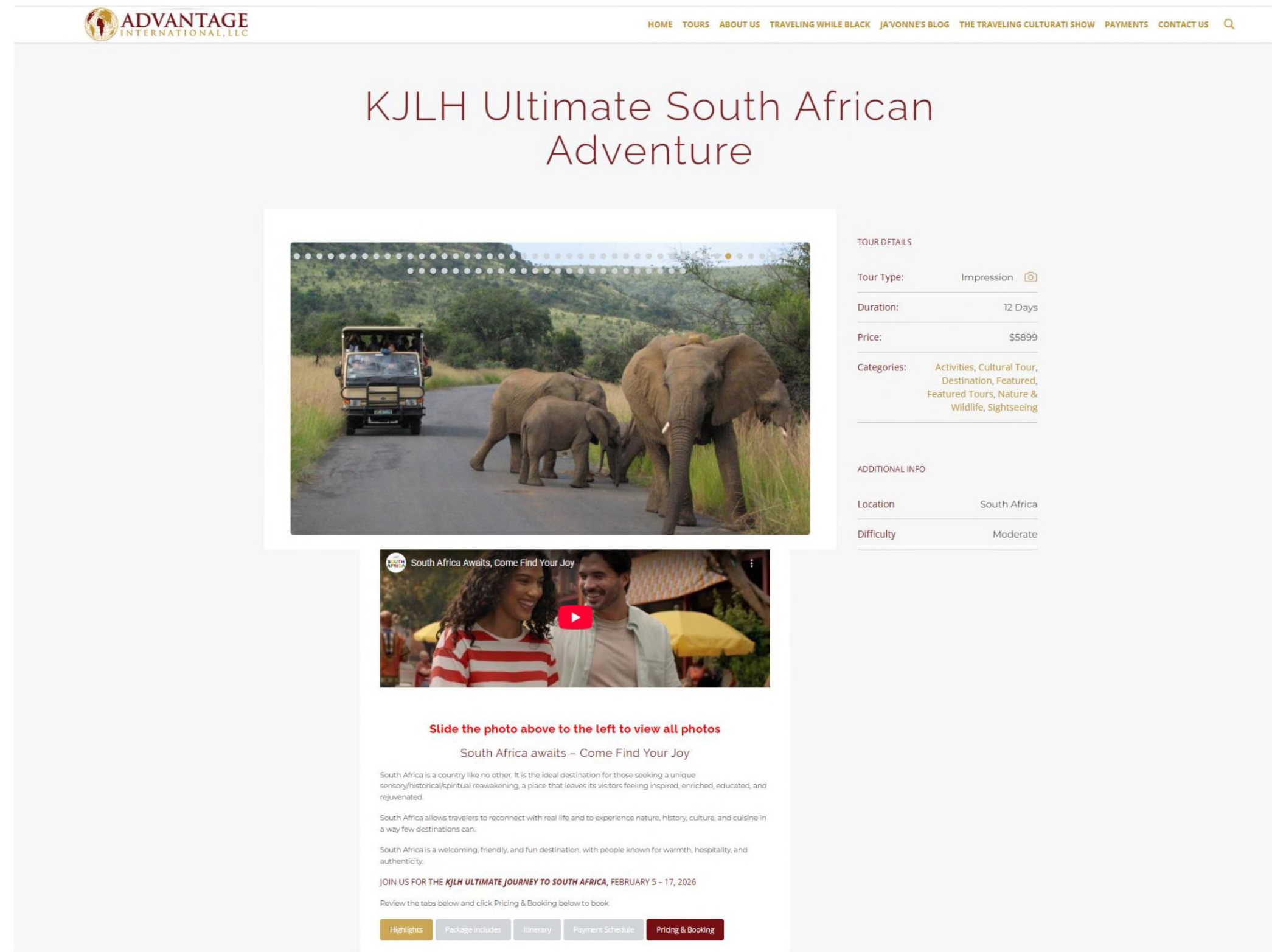
- High level KPI -> 102.3 KJLH- 28 :15sec live reads and 54 :60sec recorded promos



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Radio Campaign with Advantage International and 102.3 KJLH, Los Angeles – September/ October 2025



As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America continued our radio campaign with Advantage International and 102.3 KJLH, Los Angeles. Aligned with our objective to increase short-term arrivals from the U.S. market, the campaign is designed to build top-of-mind awareness while prompting immediate consideration and conversion. The strong call to action promotes a value-for-money structured group scheduled for February 2026. The August segment of the campaign flight included a mix of live reads and recorded promos. *Combined September/October reporting was only made available in October and is therefore included in this report.*

- **High level KPI -> 102.3 KJLH- 24 :15sec live reads and 44 :60sec recorded promos**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Goway Micro Film Festival Awards – September 2025

COME FIND  
**YOUR JOY**



As part of our localized marketing campaigns to increase demand, SAT North America leveraged our agreement with Goway to participate in their inaugural Micro Film Festival awards event, celebrating the creative power of short-form storytelling. The festival invited travelers, travel advisors, and professional creators to share their globetrotting journeys through compelling short films. The awards event recognized winners across three categories in front of an audience of travel enthusiasts, creators, and industry leaders. SAT took the opportunity to highlight how we position the country as a destination of cinematic beauty and emotionally resonant experiences through our “South Africa awaits – Come Find Your Joy!” campaign and TVC.

- **High level KPI -> 134 travel enthusiasts, content creators, and industry leaders engaged**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Goway 55<sup>th</sup> Roadshow (Chicago, Long Island, Fort Lauderdale, Los Angeles) – September 2025

COME FIND  
**YOUR JOY**



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America participated in Goway's 55th Anniversary Roadshow. The multi-city series included in-person events in Chicago, Long Island, Fort Lauderdale, and Los Angeles. As a GOLD destination, SAT delivered a mainstage presentation highlighting our "South Africa awaits – Come Find Your Joy" campaign to position the country as a premiere destination for customized, transformative travel and meaningful experiences. This was followed by roundtable meetings with advisors specifically interested in growing their South Africa sales. These engagements strengthened relationships with key retail trade and equipped frontline sellers with insights and tools to confidently promote value-for-money SA packages to their clients.

- **High level KPI -> 600 travel advisors engaged across the four cities**

# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented  
Goway 55<sup>th</sup> Roadshow (virtual) – October 2025




### Who's booking and when?

- **Year-Round Appeal** – Coastal summers (Nov-Mar), dry-season safaris (May-Sep); shoulder seasons with fewer crowds, better rates (Mar-Apr, Oct-Nov)
- **Luxury & Culture Seekers** – Private lodges, fine dining, art & history, connection & meaning
- **Millennials & Gen Z** – Adventure, wow-factor moments, "workations"
- **Families & Multi-Gen Groups** – Comfort, variety, malaria-free options
- **Niche Market Growth** – LGBTQ+, wellness, food & wine travelers
- **Plan Ahead** – Book safaris & peak dates 6-12 months in advance

### Arrivals from North America are strong

- For 2024, the USA was the #1 overseas market with 372,362 tourists, a 5.2% increase year-on-year.
- With 58,057 tourists in 2024, Canada was up by 5.5% year-on-year as the #8 overseas market.
- Momentum has carried into 2025, with North American arrivals (USA & CAN) up 4.0% year-on-year for the first seven months of the year (Jan-Jul).

These gains highlight South Africa's enduring appeal as a value-money, affordable luxury destination, despite economic fires that are causing some North American travelers to international trips in favor of staying closer to home.

As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America extended the reach of our recent participation in Goway's 55th Anniversary Roadshow by joining their Virtual Show. This digital engagement enabled us to connect with hundreds of travel advisors outside of the four cities visited in-person, sharing our "South Africa awaits – Come Find Your Joy" campaign and showcasing South Africa as a premier destination for transformative, meaningful travel experiences. The session provided advisors with tools, inspiration and resources to sell South Africa, reinforcing relationships with Goway as a trusted local trade partner.

- **High level KPI -> 249 travel advisors participated in the virtual show**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Goway Africa and Middle East Gathering (Vancouver, Calgary) – October 2025

COME FIND  
**YOUR JOY**



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America continued our program with Goway by participating in their Africa and Middle East Gathering in Vancouver and Calgary. SAT delivered a speed marketing-style mainstage presentation highlighting our “South Africa awaits – Come Find Your Joy” campaign positioning the country as a premiere destination for transformative travel and meaningful experiences at any price point. Following the presentations, we engaged advisors at the open trade show, strengthening relationships with key Canadian retail trade and equipping frontline sellers with insights to confidently promote SA packages to their clients. The Gathering also featured a number of South African products including Thompsons, Sense of Africa, Sabi Sabi, Rovos Rail, Southern Sun, Sun International, Kapama/ African Anthology, and the MORE Collection.

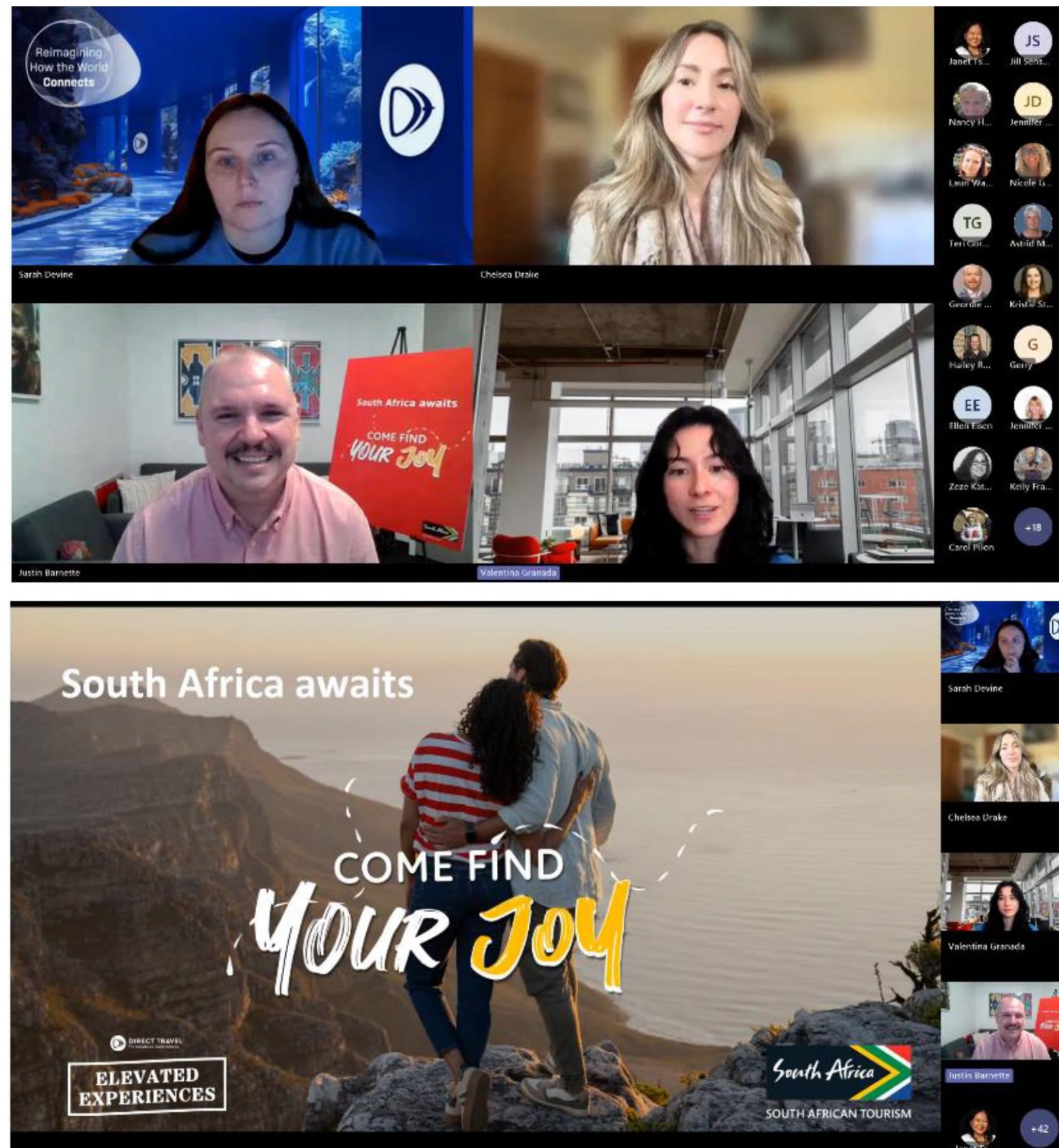
- **High level KPI -> 162 travel advisors engaged across the two cities; 8 SA products supported**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Elevated Experiences Webinar with Direct Travel – September 2025



### What's trending?

- **Experiential Travel** - Authentic safaris, cultural immersion, wine & culinary tours, scenic road trips
- **Noctourism** - Stargazing, night game drives, vibrant nightlife
- **Niche Market Growth** - Adventure, wine, eco-tourism, cultural heritage, LGBTQ+ travel
- **Repeat Travel** - Exploring beyond Cape Town & Kruger: KwaZulu-Natal, Eastern Cape, Limpopo
- **Digital Influence & Remote Work** - Social media inspiration + extended "workations" in scenic, connected locations
- **Great Value for Money** - Luxury experiences at affordable prices thanks to favorable exchange rates

As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America kicked off our campaign with Direct Travel by hosting a webinar training for their advisors as part of their Elevated Experiences series. The one-hour session was designed to equip advisors with the tools to confidently package and sell South Africa as a joyful, transformative journey – reinforcing our “South Africa awaits – Come Find Your Joy” messaging. The training highlighted itinerary-building tips, insider insights from DMC and Beyond, and a reaffirmation of South Africa as a bucket-list destination with year-round appeal. The session concluded with an engaging Q&A further deepening advisor understanding and enthusiasm for the destination.

- **High level KPI -> 64 travel advisors attended live, 78 registered to receive the recording; recording uploaded to Direct Travel’s hangar for on-demand viewing**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Digital Campaign with Direct Travel – September/ October 2025



A journey to **South Africa** is more than a vacation, it's an experience that stays with you long after you return. Imagine watching elephants roam at sunrise, exploring vibrant markets, or hearing the stories of a community with warmth that feels like family.

With a **Direct Travel** advisor by your side, the planning is effortless, leaving you free to discover the beauty of **South Africa** at your own pace.

**VISIT SOUTH AFRICA**



**Experience the Spirit of South Africa:**  
Adventure, Culture, and Connection Await

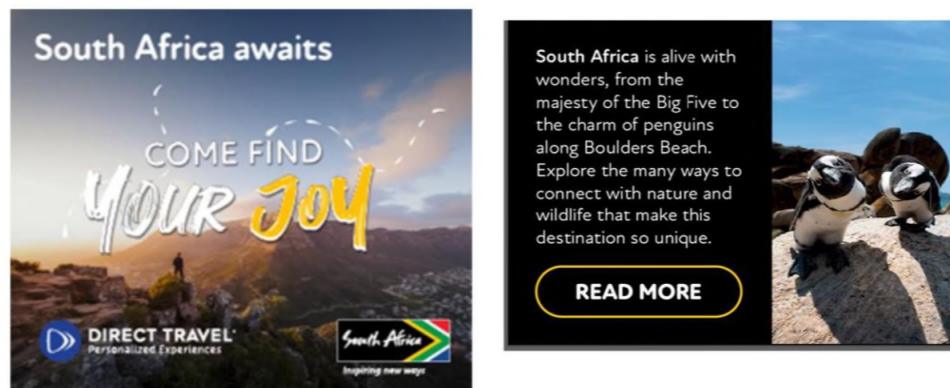
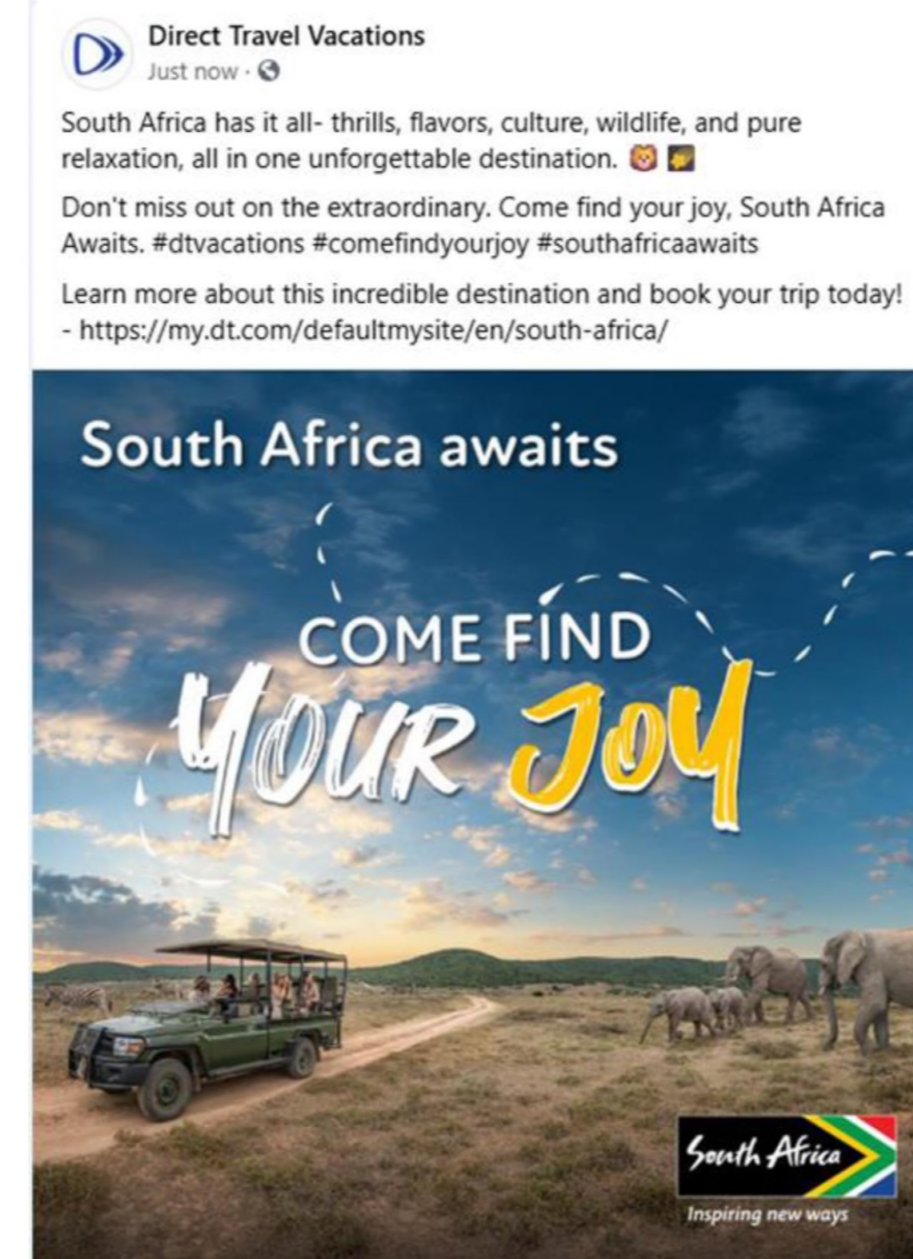
Imagine vibrant festivals, world-class wines, and safaris through golden savannas. Your Direct Travel advisor ensures your journey is seamless from start to finish.

[Visit South Africa](#)

**Feel the Spirit of South Africa**

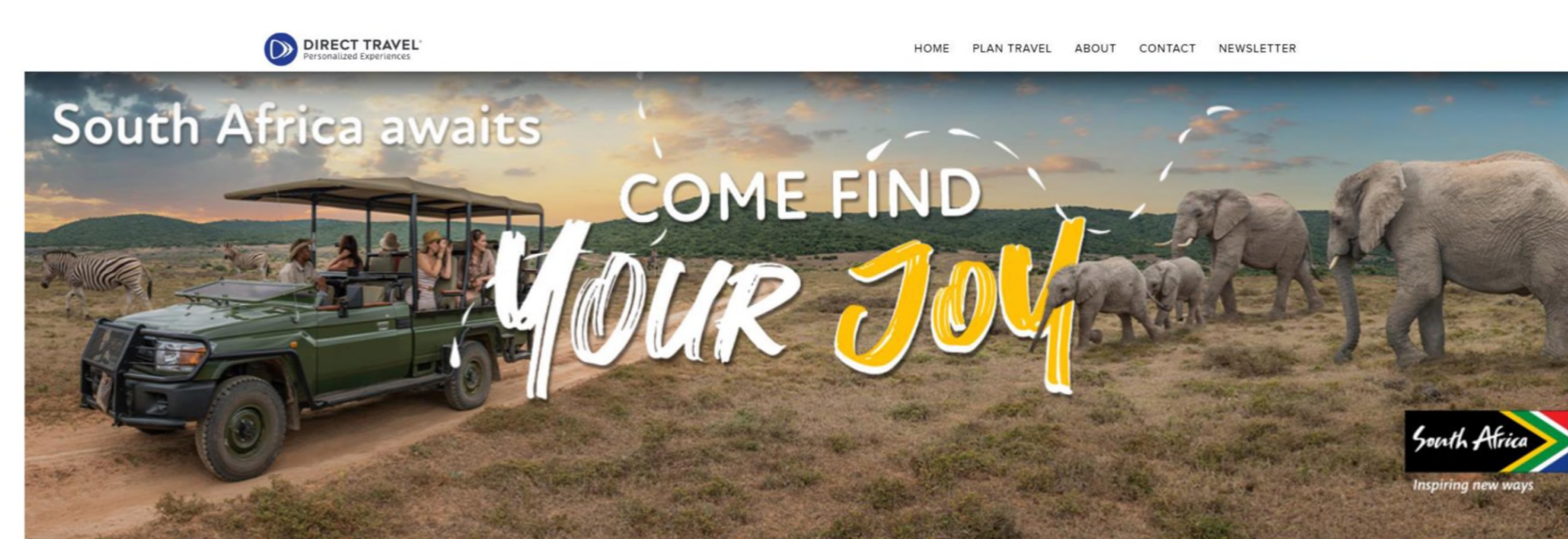
South Africa's beauty will take your breath away - its people will capture your heart.

[Discover South Africa](#)



South Africa is alive with wonders, from the majesty of the Big Five to the charm of penguins along Boulders Beach. Explore the many ways to connect with nature and wildlife that make this destination so unique.

[READ MORE](#)



South Africa Awaits – Come Find Your Joy

In South Africa, every journey is a joyful discovery—of breathtaking landscapes, unforgettable wildlife, rich cultures, and the extraordinary people who call this land home. From thrilling safaris under starlit skies to the laid-back charm of coastal villages and the vibrant energy of its cities, South Africa offers a rare blend of adventure, soul, and authenticity.

**EXPLORE SOUTH AFRICA FROM EVERY ANGLE**



**South Africa: A Place That Welcomes You With Open Arms**

South Africa's greatest treasure isn't something you can pack—it's the connection you'll carry home.

[Click for details](#)



**Wildlife Adventures in South Africa**

6 Unforgettable Animal Encounters to Add to Your Itinerary

[Click for details](#)



**Meaningful Journeys: Travel with Impact in South Africa**

Explore eco-friendly experiences, support local communities, and protect South Africa's natural wonders while you travel.

[Click for details](#)

As part of our localized marketing campaigns to increase demand and build brand affinity, SAT North America worked with host agency Direct Travel's 1,000 advisors, to deliver a campaign designed to drive short-term conversion through the retail channel. Targeting priority US and Canadian source markets, the campaign showcased South Africa's variety of experiences through editorial content and package offers across multiple price points. Tactics included a dedicated landing page, web banners, targeted e-blasts, and social posts served to qualified consumer leads identified by Direct Travel advisors. This integrated approach resulted in 237 passengers booked to South Africa, with revenue of \$897,527 USD generated. *Reporting was only made available in November and is therefore included in this report.*

- **High level KPI -> META ads reach: 2,051,202; CARP email reach: 56,982; Digital banners reach: 205,982; Zoomer email reach: 68,495; Conde Nast email reach: 58,572; Direct Travel email reach: 37,651; Direct Travel newsletter reach: 117,719; 12 social media posts reaching 624,000**



# Localized marketing campaigns to increase demand


Localized Marketing Campaigns Executed

Integrated Campaign with TourRadar (Phase 1), Come Find Your Joy + multi-day tours – September/ October 2025



**tourradar**

## South Africa awaits - Come Find Your Joy



What's better than living in the moment, laughing until your stomach hurts, and meeting people who become friends for life?

We'll wait.


Nothing.

Listen to yourself, and listen closely. Are your mind, body, and soul screaming for renewal, beauty, and joy?


Then come to South Africa, where you'll find joy in its unforgettable wildlife encounters, stunning landscapes, vibrant cities, and welcoming locals.

[Find joy in South Africa](#)


### Popular multi-day trips



Best of South Africa - 15 Days



Garden Route, Cape Point and Winelands - 7 Days



Kruger in Depth - 8 Days

### Moments full of joy await



**Wildlife Safari**

Find joy in the heart of the wild, from hearing a lion's echoing roar to watching elephants cross your path. Every moment will stay with you forever, whether it's a heart-stopping bush walk, spotting wildlife from a hot air balloon, or gazing up at the galaxy of stars.



**Scenic Outdoors**

From the towering Drakensberg Mountains and blooming deserts to Cape Town's iconic Table Mountain and the lush green Blyde River Canyon, South Africa's ever-changing landscapes will remind you just how magical our world can be. You'll find joy in every direction.



**Coastal Flair**

With more than 1,700 miles of coastline, South Africa boasts endless stretches of pristine beaches, charming fishing villages, and vibrant coastal towns. Discover untouched ecosystems and forested trails, and indulge in seafood as fresh as the ocean breeze.



**Active Adventures**

Cage diving with Great White sharks, bungee jumping from world-famous bridges, whitewater rafting, and hiking trails with views that belong on a postcard—South Africa draws thrill seekers to come find joy in its great outdoors. Even golfers and cyclists will love it!



**City Vibes**

It's the mix of culture, creativity, and community that brings joy to South Africa's cities. Feel the buzz of Johannesburg's markets and rooftop bars, explore Cape Town's colorful Bo-Kaap neighborhood and scenery, and soak up Durban's tropical vibes and cuisine.



**Cultural Roots**

Shaped by an extraordinary triumph over adversity, South Africa celebrates freedom, resilience, and joy. Discover the Cradle of Humankind, walk in the footsteps of Nelson Mandela, and listen to stories of hope shared by some of the kindest people you'll ever meet.



[Book your trip](#)


Excellent

**tourradar**

## Deals of the Week

Bestselling Destinations

[To the deals](#)




Let's face it, some destinations are so super-duper amazing, you just have to visit them.

We're talking iconic landmarks, postcard-perfect landscapes, and dishes that require you to wear comfortable pants (otherwise it's "bye-bye button").

Ready for an unforgettable trip? Well, don't forget to book first and save up to 80%!


[Book your dream destination](#)

### Adventures you'll love




Up to 10% off

Europe Tester  
by Excel Explore Travel



Up to 30% off


Iconic Japan: Futuristic Wonders & Timeless Traditions  
by Journeyway




Up to 30% off

Adventure Ancient Egypt - 7 Day  
by Rock Hobbies


### Most Loved Destinations



Portugal



Switzerland



South Africa

**tourradar**


## Deals for you

Exclusive deals up to 50% off

Dive into your next adventure with up to 50% off global getaways!


Act quickly - these deals won't last.

[Claim your deal](#)




Up to 28% off

Switzerland




Up to 63% off

Egypt




Up to 38% off

South Africa




Up to 60% off

Italy



Up to 70% off

Morocco



Up to 70% off

Vietnam

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America launched a B2C marketing program with adventure booking platform TourRadar. Phase 1 of the campaign included a destination-themed dedicated email highlighting “Come Find Your Joy!” messaging across our six user-centric pillars and showcasing a selection of multi-day tours with a clear call to action to book now. South Africa was also featured in TourRadar’s “Deals of the Week” and “Deals for You” emails, creating multiple touchpoints to increase visibility. Phase 1 activity generated \$77,800 USD in bookings, with 33 passengers confirmed for 200 bed nights. *Reporting was only made available in November and is therefore included in this report.*

- **High level KPI -> Dedicated South Africa email distributed to 210,000 qualified TourRadar consumer clients; (55% open rate; 95,000 clicks); Deals of the Week email placement distributed to 1.37M qualified TourRadar consumer clients (22% open rate; 360 clicks on SA feature); Deals For You email placement distributed to 12M qualified TourRadar consumer clients (23% open rate; 3,500 clicks on SA feature)**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Deal-Driven Campaign with Travelzoo (part 1), Come Find Your Joy + tour operator deals – November 2025



**TRAVELZOO**  
**South Africa safari vacations, up to \$2400 off**  
 By Andrew Young | Source: South African Tourism

**Why you should go:** The undisputed home of safari is also a country with stunning scenery, can't-miss cities and a vibrant culture. Seek out the Big Five in the bushveld. Soak in the soaring view of the Cape Town coastline from atop Table Mountain. And shop in Johannesburg's buzzing markets.

**What's the big deal?** We've curated several offers to make this unforgettable destination even more affordable. These packages include flights, safaris at Kruger National Park or private game reserves, multi-night stays in Cape Town and tours of the Cape Winelands. You'll save up to \$2400 compared to similar trips. There are exclusive promo codes and even a buy one, get one free offer.

[View Deals](#)

FEATURED DESTINATION  
**South Africa**

Top Deals Handpicked by Travelzoo

- \$1999 & up Safari: Cape Town & Kruger, 8 nights w/flights
- \$800 off 10 nights w/flights: Cape Town, coast & safaris
- 50% off Cape Town, Kruger & wine country: 7 nights w/air
- \$200 off 5-star Cape Town & private game reserve: 7 nights
- \$2499 & up 6-night safari vacation w/flights

Travelzoo, we are the club for travel enthusiasts

Latest Deals and Tips

- \$399 Luxe Southern California resort, \$597 off
- \$129-\$189 Manhattan hotel incl. \$135 in perks
- Airfare deals: Save on flights across the globe
- \$599 Luxurious Cancun all-inclusive w/flights
- St. Pete-Clearwater
- South Africa
- Travelzoo's Best Bets 2026
- Arizona: Celebrate 100 years of Route 66
- \$899 Canals, croissants & more: 6 nights w/flight

**TRAVELZOO**  
 THIS WEEK'S TOP 20®

Since 1999, our weekly Top 20 list presents the very best deals and ideas, rigorously vetted and negotiated for us travel enthusiasts.

As a Club Member, you're receiving the benefit of first access to the Top 20 on Wednesday.

**The Top 20®**

- \$899—Explore Peru: 7 nights, tours & flights

**Featured Destination**

**South Africa**  
 Stunning scenery, can't-miss cities & safari vacation deals

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America launched a B2C marketing program with Travelzoo, a curated travel deals publisher that connects its members to exclusive travel packages. We created a destination microsite that showcased the “Come Find Your Joy!” TVC and messaging across our six user-centric pillars, featuring a selection of value-for-money packages from local tour operators Great Value Vacations, Exoticca, Indus Travel, Lion World Travel and Platinum Holidays. Two standalone emails were distributed to Travelzoo members in the USA to drive traffic to the microsite, supported by custom placements on the Travelzoo.com homepage. As added value, South Africa was included as a featured destination (with link to the destination microsite) in Travelzoo’s “This Week’s Top 20 Deals” email.

- **High level KPI -> Two standalone emails distributed to a combined 3M Travelzoo members; 10.3M total impressions; 18,553 SA microsite page views; 3,525 clicks to sa.net; 7,221 clicks to tour operator packages; added value inclusion in Top 20 Deals email distributed to an additional 5.5M Travelzoo members**



# Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2C Email Campaign (US & CAN) with Virtuoso, Come Find Your Joy TVC + packages – November 2025



Spot gentle giants one minute, zebras the next.

SOUTH AFRICA AWAITS

## COME FIND YOUR JOY

Step away from the ordinary and rediscover what it's like to live in the moment. In South Africa, joy finds you in the landscapes, the wildlife, and the warmth of its people. Sip crisp wines as you share stories in sunlit Stellenbosch vineyards, feel your heart race as you track the "big five" on safari, or lose yourself in the vibrant colors and flavors of Cape Town's Bo-Kaap neighborhood. From the peaks of Table Mountain to the plains of Kruger National Park, happiness comes naturally.

Connect with your Virtuoso travel advisor to plan a soul-stirring escape that renews your spirit and fills your heart with lasting memories.

[Explore South Africa](#)



### FOUR WAYS TO EXPERIENCE SOUTH AFRICA BEYOND SAFARI DRIVES

Answer the call of the wild, then go further. From championship golf and scenic coastal drives to adrenaline-fueled thrills and indulgent dining, a world of adventure awaits beyond the bush.

### BLISS BEGINS HERE

Your Virtuoso travel advisor enhances your journey with personalized recommendations, expert insights, and immersive experiences that awaken your sense of wonder.



Presented by Abercrombie & Kent

### CULINARY SAFARI (10 DAYS)

Indulge in flame-grilled fare in Johannesburg, sample Constantia Valley vintages, and prepare Cape Malay cuisine during a cooking class. You'll want to savor every moment of this epicurean odyssey.



Presented by African Travel, Inc.

### IN THE FOOTSTEPS OF MANDELA (9 DAYS)

Trace South Africa's path to freedom in Soweto, explore the rugged Cape of Good Hope, visit Robben Island's historic prison, and conclude your culture-packed journey with a safari in Kruger National Park.



Presented by Swain Destinations

### HIGHLIGHTS OF SOUTH AFRICA (11 DAYS)

Visit the Hector Pieterse Museum and Mandela House, embark on exhilarating game drives, and encounter playful penguins at Boulders Beach. History, wildlife, and coastal charm collide in one epic itinerary.



Presented by Artisans of Leisure

### FAMILY PRIVATE LUXURY TOUR (12 DAYS)

Share unforgettable moments with those you cherish as you venture from Cape Town to the Kalahari and the Sabi Sand Game Reserve, enjoying luxurious stays and exciting safaris along the way.

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Virtuoso

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Connect



Presented in paid collaboration with Virtuoso's preferred partners. All prices are in U.S. dollars unless noted otherwise. All partners and products may not be available in all markets.

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America launched our latest marketing program with Virtuoso with a custom B2C video email campaign. The email highlighted "South Africa awaits – Come Find Your Joy!" messaging and TVC, alongside inspirational imagery and four themed itineraries – culinary safari, footsteps of Mandela, South Africa highlights, and family travel – developed by Virtuoso preferred tour operators (Abercrombie & Kent, African Travel, Swain Destinations, Artisans of Leisure). A strong call to action encouraged clients to book travel to SA for 2026. The campaign was distributed to US and Canadian Virtuoso consumer clients whose travel profiles, interests, and historical behavior align with South Africa's products and experiences.

- High level KPI -> email distributed to 84,152 qualified Virtuoso consumer clients in the USA and Canada



# Localized marketing campaigns to increase demand

## Localized Marketing Campaigns Executed

### Co-Op Advertorial, Virtuoso December Themed Travel Catalog – December 2025



**LAND OF WONDER**  
SOUTH AFRICAN TOURISM

**Cross paths with elephants.** Immerse yourself in diverse cultures, where every smile tells a story. Explore cosmopolitan cities and scenic winelands. Find adventure along more than 1,650 miles of coastline, whether cage diving with great white sharks or playing golf at an ocean-side course. Hike world-class trails and take in views from Table Mountain. Learn the history of a land known as the Cradle of Humankind and the home of Nelson Mandela. South Africa is a destination of wonder, where every journey inspires and every experience awakens joy.

**Wildlife Wonder**  
Travel available through 2026

**Sample Itinerary Includes:**

- Stays in Virtuoso preferred lodges like MalaMala Game Reserve
- Exciting game drives with expert guides
- Guided bush walks for up-close encounters with nature
- Scenic hot-air balloon ride over breathtaking landscapes
- Wildlife viewing, including lions, rhinos and elephants
- Tours of diverse landscapes, from the Drakensberg Mountains to desert
- Immersive excursions in the bushveld and Blyde River Canyon

*Please connect with your Virtuoso travel advisor for a customized itinerary and best available rates.*

**Adventure Awaits**  
Travel available through 2026

**Sample Itinerary Includes:**

- Stays in Virtuoso preferred hotels like Birkenhead House in Hermanus
- Cage diving with great white sharks in Gansbaai
- Surfing or kayaking along the scenic Garden Route
- Hikes on world-class trails, including Table Mountain and Tsitsikamma
- Four-wheel-drive safaris and wildlife tracking in private reserves
- Zip-lining and canopy tours through indigenous forests
- Wine tasting safaris and vineyard tours in the renowned winelands

*Please connect with your Virtuoso travel advisor for a customized itinerary and best available rates.*

**Cosmopolitan Culture**  
Travel available through 2026

**Sample Itinerary Includes:**

- Stays in Virtuoso preferred hotels like The Twelve Apostles Hotel & Spa in Cape Town
- Engaging township community tours
- Vibrant markets and rooftop bars in Johannesburg
- Cutting-edge art and design in Cape Town
- Interactive cooking classes highlighting regional flavors
- Guided tours exploring street art and local food scenes

*Please connect with your Virtuoso travel advisor for a customized itinerary and best available rates.*

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America continued our marketing program with Virtuoso by participating in their December themed travel catalog, "Inspirational Travel." Inspired by our "Come Find Your Joy" messaging, the full-page advertorial showcased three sample itineraries: "wildlife wonder," "cosmopolitan culture," and "adventure awaits," highlighting South Africa's diversity of experiences and affordable luxury. The catalog was distributed by mail to advisor-selected client households whose travel history and preferences align with South Africa, with a call to action to connect with their Virtuoso travel advisor to customize the itinerary and check rates.

- **High level KPI -> mailed to 120,000 US/CAN households; uploaded to advisor portal on Virtuoso.com available to 14,000 US/ CAN travel advisors**



# Brand affinity to increase conversion

Localized Marketing Campaigns Executed

Media Engagement with the New York Travel Writers Association – December 2025

COME FIND  
**YOUR JOY**



As part of our localized marketing campaigns to increase demand, SAT North America hosted a luncheon with members of the New York Travel Writers (NYTW) Association, a leading network of travel journalists and photographers contributing to consumer and trade magazines, newspapers, guidebooks, digital platforms, radio, and television. Working with Wines of South Africa and Cape Classics, the team began the engagement with a wine tasting and presentation on the destination's wine regions. We then shared key updates, including the launch of the Siyanda AI travel assistant with GuideGeek, the Meaningful Travel Map of South Africa, a preview of our Kruger National Park's 100th anniversary webinar, and the "Come Find Your Joy" campaign, supported by TVC. Members engaged with the content, asked questions about emerging experiences, and strengthened their understanding of South Africa as a diverse and compelling travel destination.

- **High level KPI -> 58 NYTW-member journalists, photographers, creators, and PR & Comms pros engaged**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Africa Showcase North America (Atlanta, New York City, San Diego, Vancouver) – November 2025

COME FIND  
**YOUR JOY**



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America returned to Africa Showcase North America, visiting four key markets: Atlanta, New York City, San Diego and Vancouver. As the lead destination, SAT took to the mainstage in each city to deliver welcome remarks, share destination updates and present a comprehensive destination training session, engaging all travel trade attendees. The team also conducted small group meetings with US and Canadian tour operators and travel advisors, while leveraging the platform to connect with other participating SA suppliers to share updates. SAT's participation supported market access for 21 South African DMCs, products, and experiences, including two provincial tourism authorities (KZN and WC).

- **High level KPI -> 301 travel trade engaged via welcome remarks and destination training session; 147 trade engaged via small group meetings with travel advisors and tour operators; market access support for 21 SA products, experiences, provinces, and DMCs**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

United States Tour Operators Association (USTOA) Annual Conference & Marketplace – December 2025

COME FIND  
**YOUR JOY**



As part of our distribution channel initiatives to build brand affinity and drive conversion, SAT North America returned to the United States Tour Operators Association (USTOA) Annual Conference and Marketplace. The team met with key travel trade, including tour operators, package wholesalers, OTAs, airlines, and trade media, and held additional engagements with the South African DMCs and properties in attendance. SAT also connected with attendees during networking functions and the Destination for Destinations Forum, an educational platform featuring panels, thought-leader presentations, and market research insights. USTOA's influential membership collectively books over 8 million US travelers annually, providing valuable market access for South Africa.

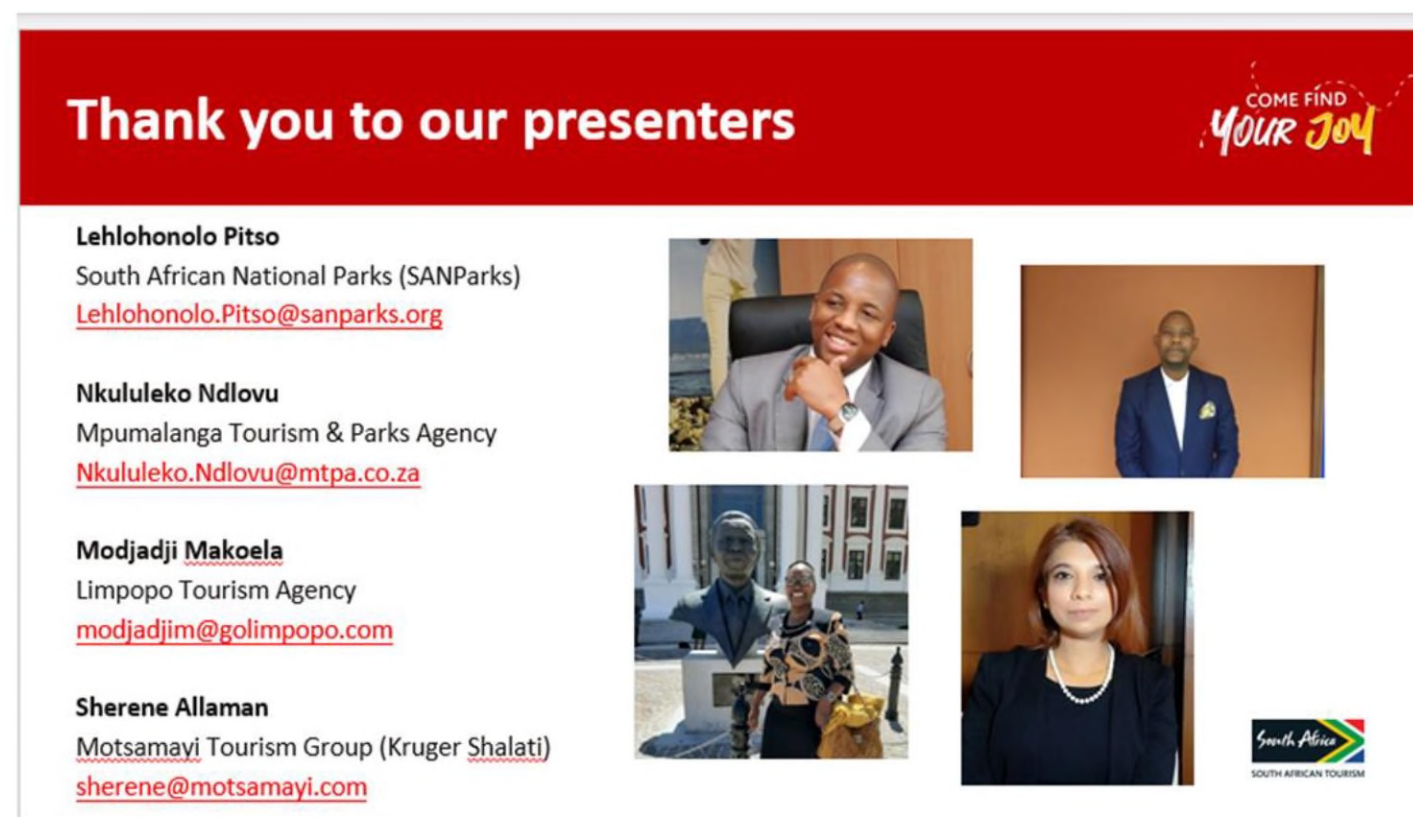
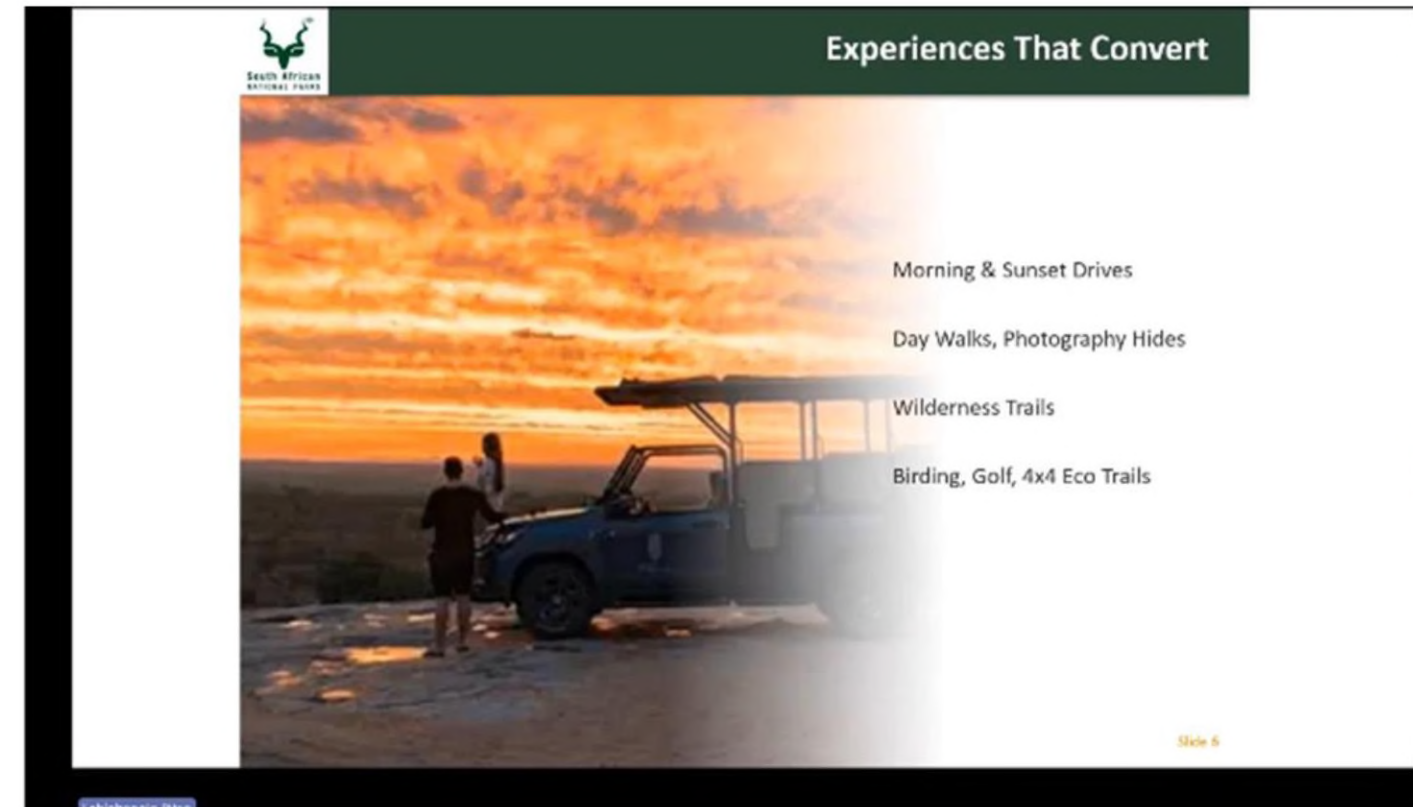
- **High level KPI -> 52 meetings conducted with tour operators, wholesalers, OTAs, airlines, trade media, and SA DMCs and properties**



# Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Kruger National Park's 2026 centenary webinar – December 2025



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America hosted a webinar celebrating Kruger National Park's 2026 centenary, as part of our program with taCONNECT. Amplifying recent recognition from Frommer's and Lonely Planet, the session featured presentations from SANParks, Mpumalanga Tourism & Parks Agency, Limpopo Tourism Agency, and Motsamayi Tourism Group. Advisors were guided through the landscapes, signature experiences, and stories that make Kruger truly unforgettable. Highlighting the Big 5, world-leading conservation, unique accommodations like Kruger Shalati, and diverse experiences in nearby Mpumalanga and Limpopo, advisors gained practical insights to inspire clients and reinforce South Africa's safari leadership. The SAT team also introduced Siyanda, South Africa's first AI travel assistant, to support North American travelers and advisors in planning their dream trips.

- **High level KPI -> 243 travel advisors attended live, 399 registered to receive the recording; recording uploaded to SAT's Insider Travel Portal for future viewing**

