

Informational materials distributed to two or more persons by South African Tourism 2026



Consumer Brochure 2026

VISIT
SOUTH
AFRICA



THINGS TO KNOW SOUTH AFRICA'S WINE REGIONS

- OLIFANTS RIVER
- SWARTLAND
- DARLING
- TULBAGH
- TYGERBERG
- PAARL
- BREEDERSLOOF
- WORCESTER
- KLEIN KAROO
- GAUTENG
- FRANSCHHOEK VALLEY
- ELGIN
- OVERBERG
- SWELLENDEAM
- PLETTENBERGBAY
- CAPE POINT
- WALKER BAY
- CAPE AGULHAS
- CENTRAL ORANGE RIVER

The Cape Winelands, fringed with mountains.

WINE 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.
- Bosseswors:** Sausages to be cooked on the braai.
- Breë:** Barbecue.
- Breë:** Slow-cooked stew.
- Bunny Chas:** A Durban delicacy, hollowed-out bread filled with curry.
- Flapjacks:** Mince-meat porridge, similar to polenta.
- Frappant:** Pickled sweet peppers, exclusively produced in South Africa.
- Hot Sauce:** Spicy hot sauce originally brought by Portuguese traders.
- Marinade:** South Africa's signature wine. A blend of pinot noir and cinsault varietal.
- Shisa:** Kabobs seasoned with Cape Malay spices.
- Umagwagwani:** Made of maize, beans, chilies and potatoes - like an African risotto.

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 of Cape Town, scenic Franschhoek has some 20 wineries and is considered the gourmet capital of the Winelands. www.franschhoek.co.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.wineroute.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
- 4. Wellington:** This wine route is small but popular because its cellars are easy driving distances from one another. www.wellington.co.za
- 5. Route 62:** This is the world's longest wine route, with wine cellars and estates in Paarl, Wellington, Tulbagh, Worcester, Robertson, Montagu, Gerydine, Ladismith, Calitzdorp and Oudshoorn. www.route62.co.za

compared to the best-known wines of the world. The country's varieties include whites, such as sauvignon blanc and chenin blanc, and reds, including cabernet sauvignon and shiraz. Unlike to South Africa is pinotage, a cross between pinot noir and cinsault (also known as hermitage). More than a fifth of all South African vineyards are devoted to it. Many of the larger estates also have excellent restaurants, and enjoying a multi-course meal is a great way to learn about pairing foods and wines.

In recent years, South Africa has been cited as home to the world's "most beautiful wine country" in Food & Wine, Condé Nast Traveler and Occasions magazines, as well as by the American Institute for Foreign Study, among others. You can judge for yourself by totting one of 13 wine routes in the Western Cape, where you'll find hundreds of estates that produce thousands of wines. Some visitors make a quick half-day trip from Cape Town, while others spend a week writing tasting notes at the scores of vineyards and fine-dining establishments in the region (make sure to ask for a table with a view of the vineyard, and bedding down in memorable inns.

WINE DICTIONARY

In 1925, a professor at the University of Stellenbosch created Pinot Noir with Hermitage (Cinsault) and Pinotage was born. This variety is unique to South Africa and is celebrated worldwide for its distinctively rich and spicy wines. More than a fifth of our wine vineyards are dedicated to Pinotage.

38 | SOUTH AFRICA.NET

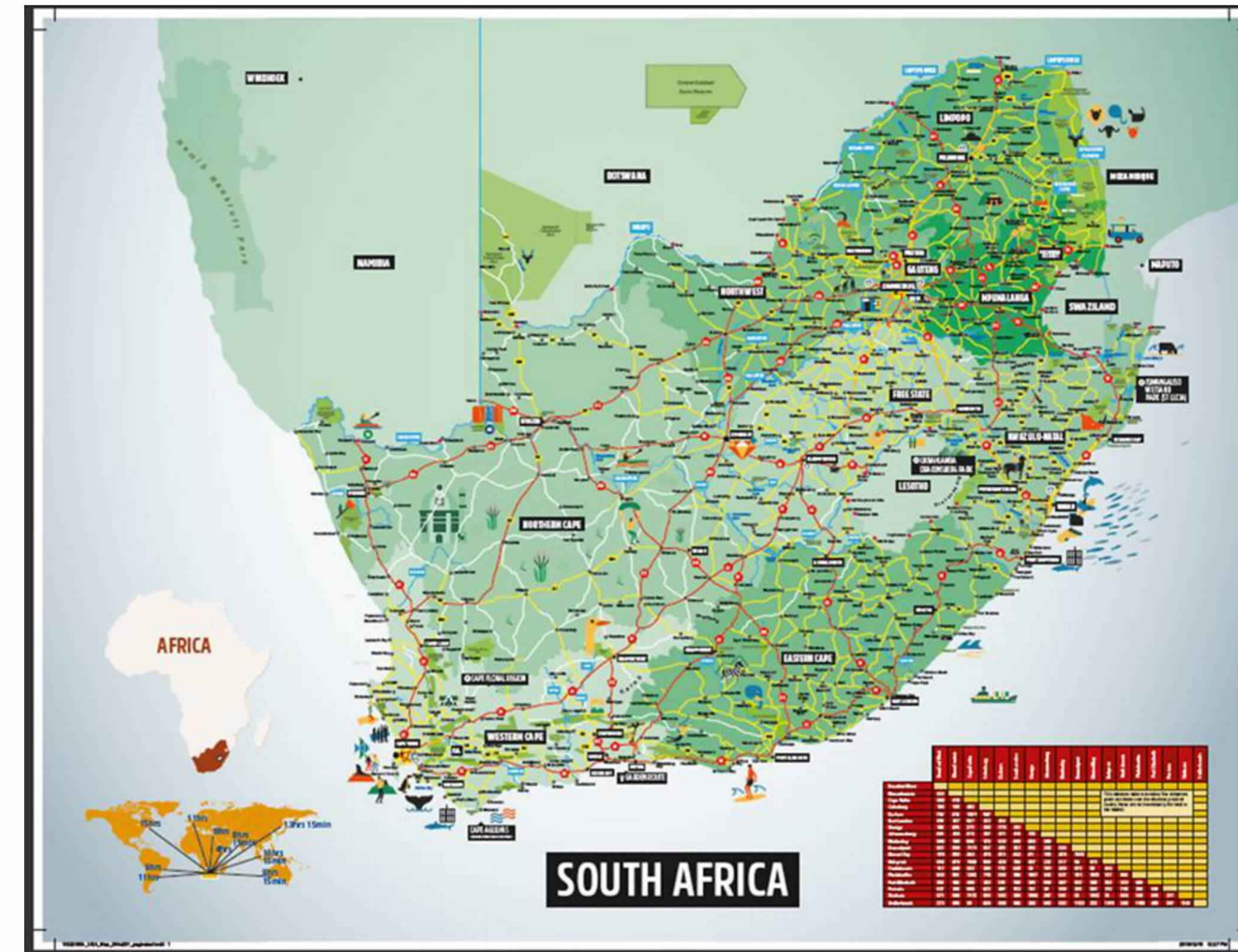
This 62-page magazine style brochure introduce consumers to the multitude of vibrant tourism offerings found in South Africa. Highlighting our 6 user-centric pillars: wildlife safari, active adventure, scenic outdoors, city lifestyle, coastal beach, cultural roots; this is an informative guide to all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



SOUTH AFRICAN TOURISM

Geographic Map 2026

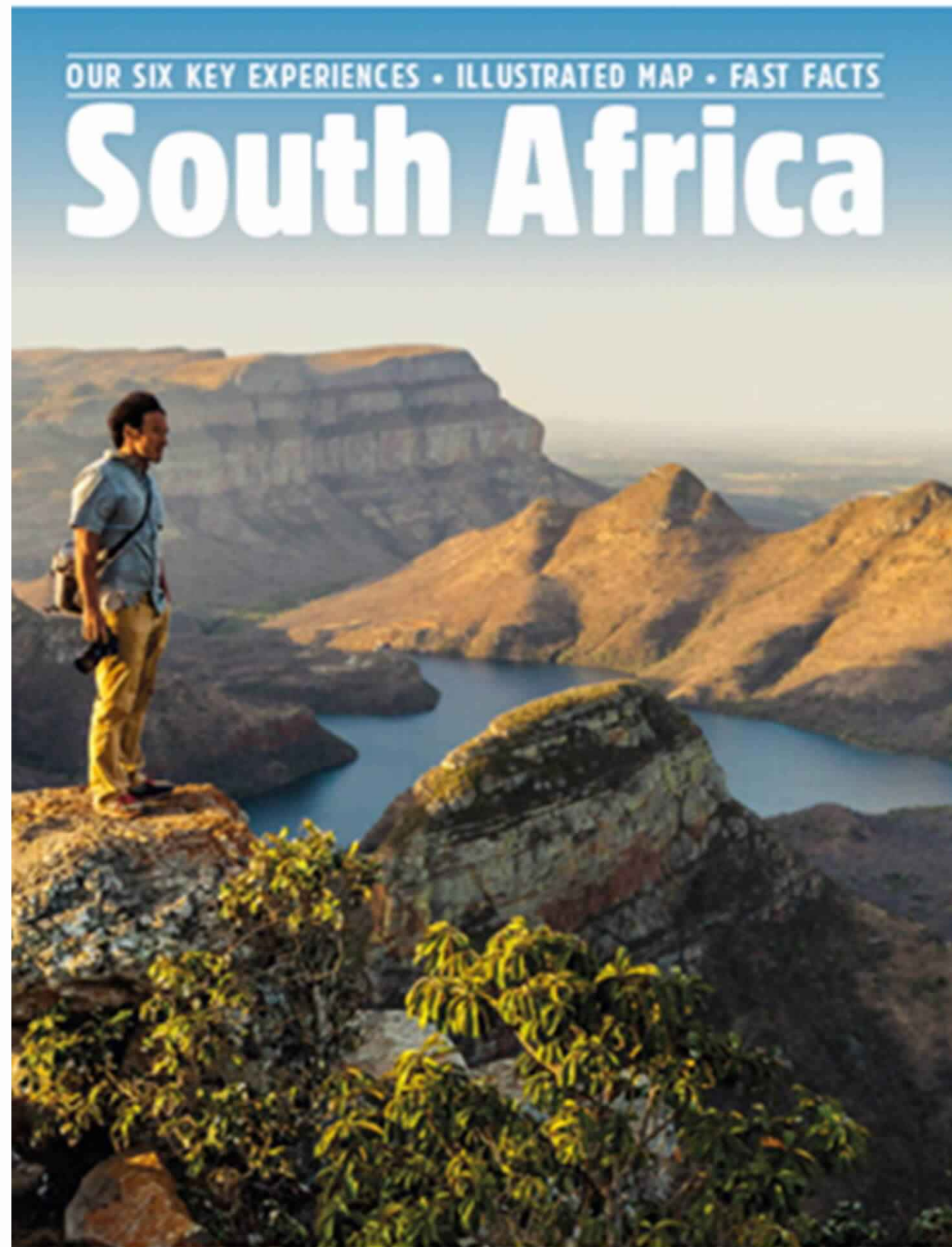
Visit
SOUTH
AFRICA



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 2026



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 2026

VISIT
SOUTH
AFRICA

The screenshot displays the South African Tourism website. The top navigation bar includes the South Africa logo, 'SOUTH AFRICAN TOURISM', and links for 'Login', 'Register', and a shopping cart icon showing '0' items. Below the navigation bar, a search bar shows '483 assets found on 10 pages for safari'. The left sidebar contains filters for 'Pillars' (active adventure, city lifestyle, coastal beach, cultural roots, scenic outdoors, wildlife plus) and 'Province' (All, Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, Multiple provinces, North West, Northern Cape, Western Cape). The main content area features a grid of 16 images related to South African tourism, including wildlife, landscapes, and people. To the right, the 'SA Specialist' section is highlighted, titled 'The official specialist programme'. It includes a navigation menu with links: ABOUT, COURSES, WHY SA SPECIALIST, CERTIFICATE, STATS, GETTING STARTED, and CERTIFIED SA SPECIALIST. Social media icons for Facebook, Twitter, LinkedIn, and Google+ are also present. The main content of the SA Specialist section asks 'WHAT IS SA SPECIALIST?' and describes it as an interactive online learning programme that will improve knowledge of South Africa. It states: 'SA Specialist is an interactive online learning programme that will improve your knowledge of South Africa. It will equip you with the skills to better sell South Africa as a tourist destination. There are two courses: SA Specialist: Essentials | SA Specialist: Experiences'. A prominent yellow button labeled 'REGISTER NOW' is at the bottom.

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/>

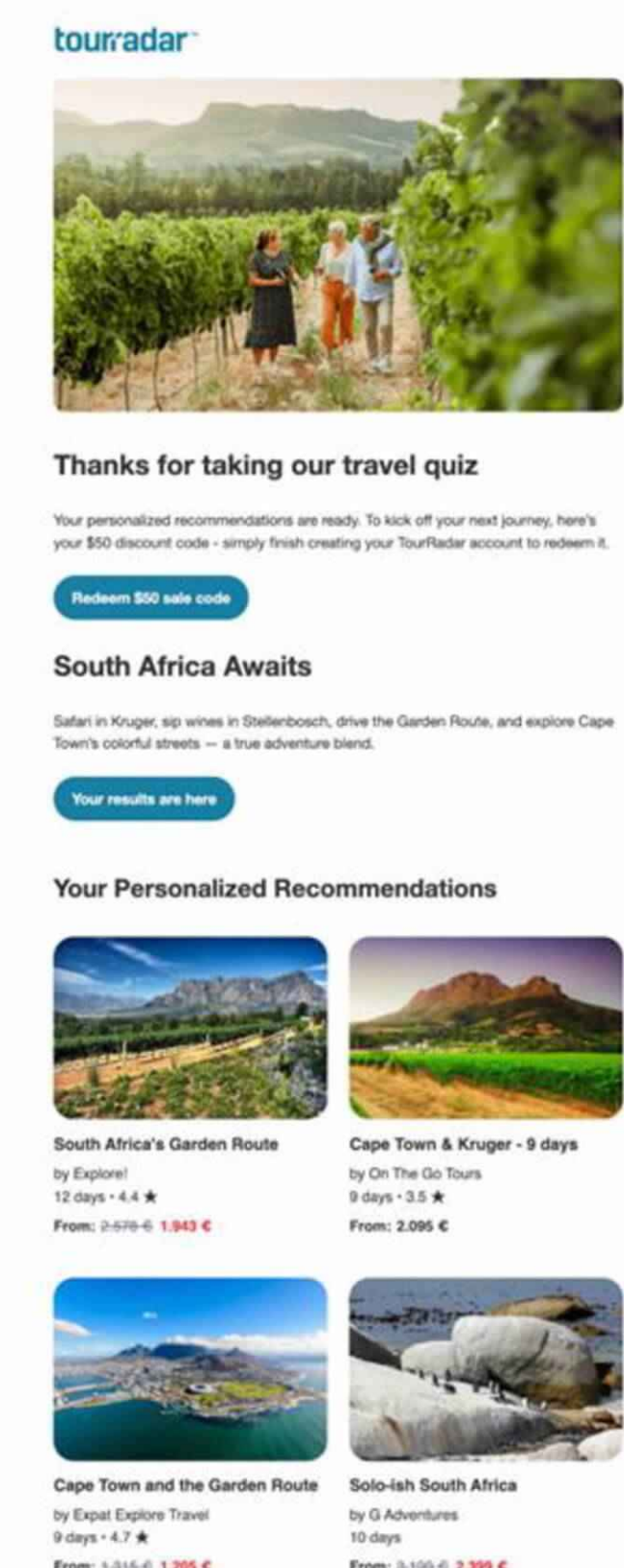
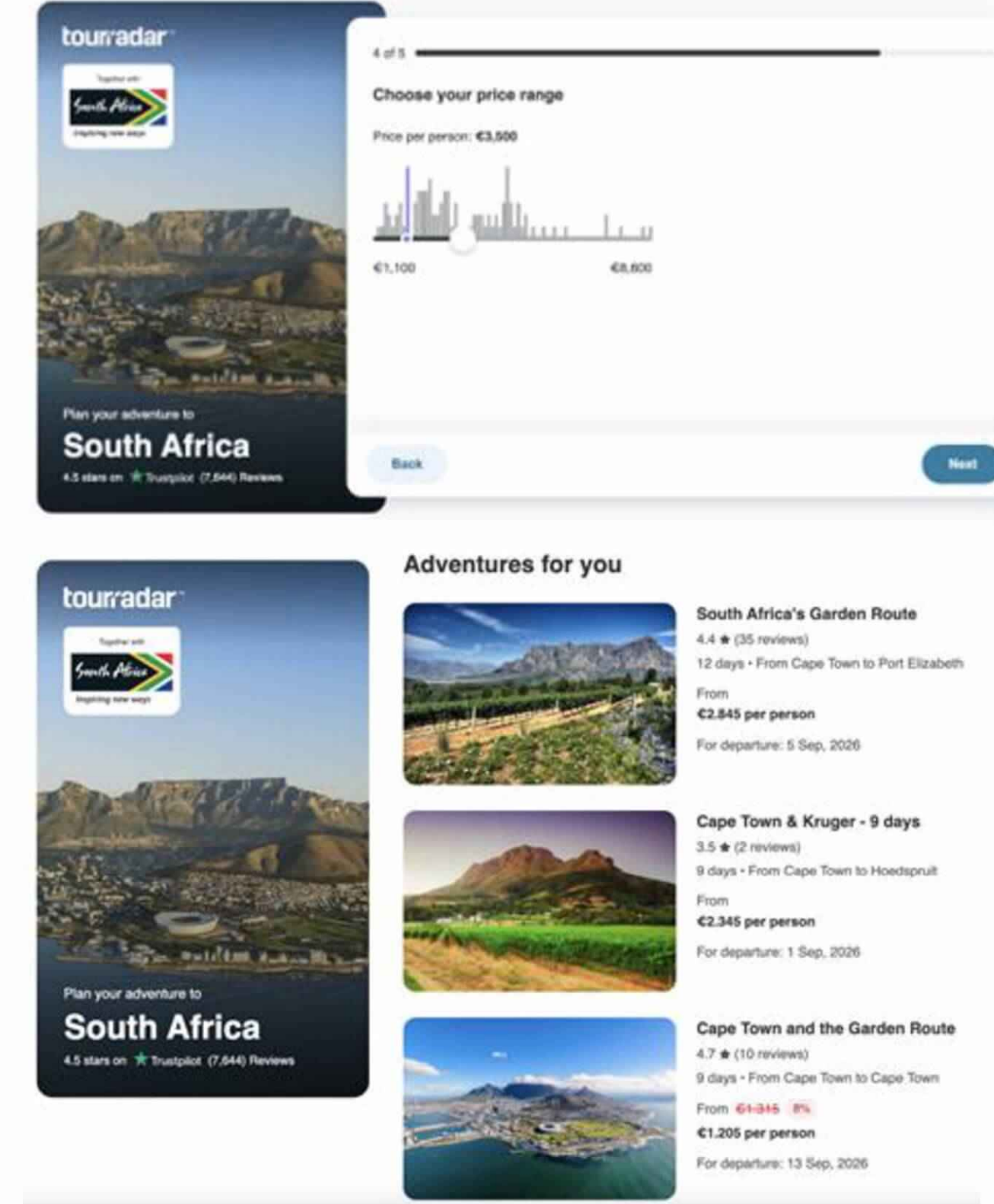
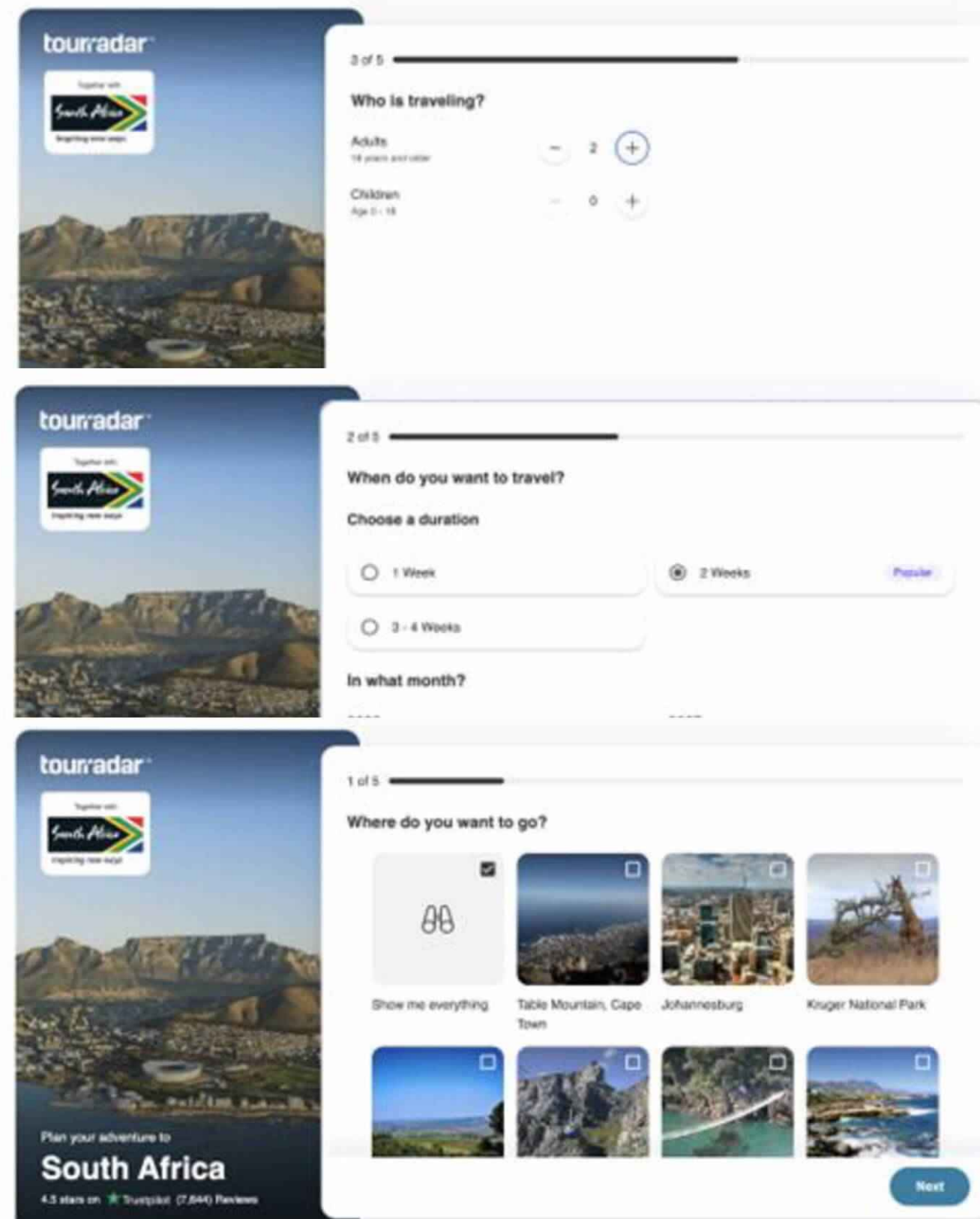
SA Specialist is an interactive online learning program that helps those travel professionals interested in South Africa improve their knowledge of South Africa as a tourist destination. <https://saspecialist.southafrica.net/us/en>



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Campaign with TourRadar (Phase 3), Come Find Your Joy Travel planner Quiz – December 2025 - January 2026



As part of our localized marketing campaigns to increase demand, and build brand affinity to increase conversion, SAT North America continued our B2C marketing program with adventure booking platform TourRadar. Phase 3 of the campaign launched with a custom Travel Planner Quiz tailored to South Africa's destination and tour offerings. This interactive experience guides users to curated search results based on their responses, creating a more personalized path to purchase from the initial point of engagement. Launched in December ahead of the peak Q1 (Jan-Mar) 2026 booking window, the quiz was designed to build a pool of highly engaged and qualified users. These users were strategically retargeted during the January MEGA Sale period with deal-driven messaging, maximizing conversion opportunities during a key booking window.

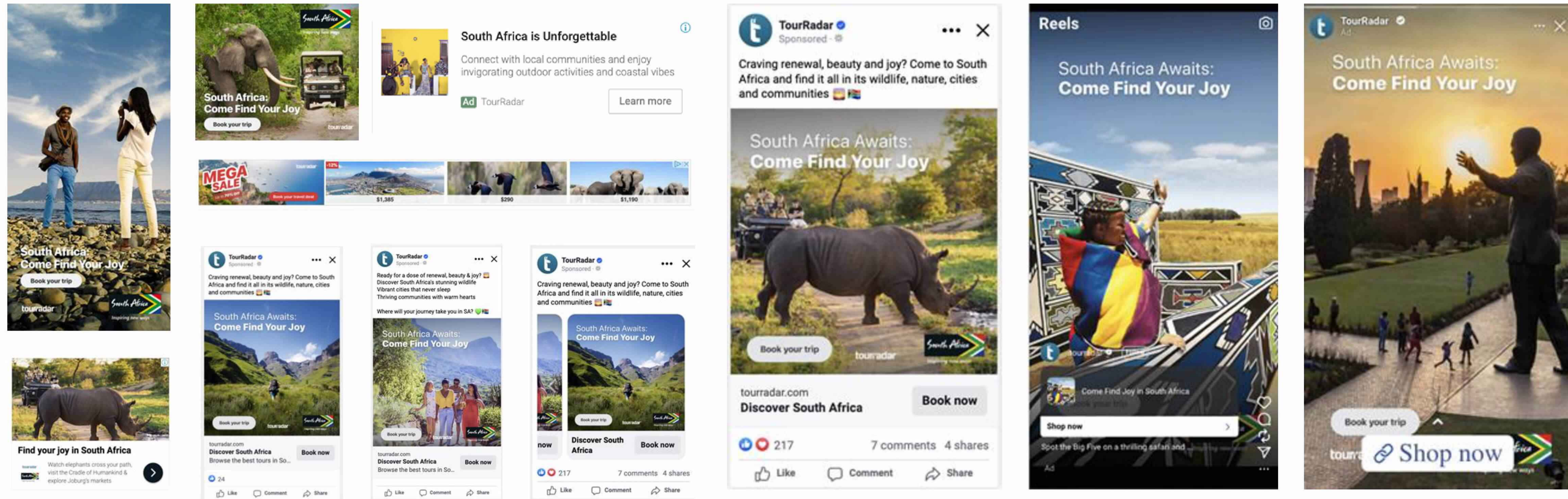
- High level KPI -> Paid Media delivered 92,300 impressions, 2,310 clicks, 61 quiz entries, and a 2.03% CTR (benchmark: 1%)



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Campaign with TourRadar (Phase 3), Come Find Your Joy, Paid Social & Display Ads – December 2025 – March 2026



As part of our localized marketing campaigns to increase demand, and build brand affinity to increase conversion, SAT North America continued our B2C marketing program with adventure booking platform TourRadar. Phase 3 audience activation activity was delivered in three waves Dec – Jan (paid social ads), Jan – Feb (paid display ads) and Feb – Mar (paid social ads), designed to extend reach beyond TourRadar's existing databases and engage high-intent travelers actively researching and planning South Africa travel. Across all three waves, paid social and/ or paid display channels were used to build awareness, drive consideration, and reinforce messaging through retargeting, supporting progression further along the conversion funnel

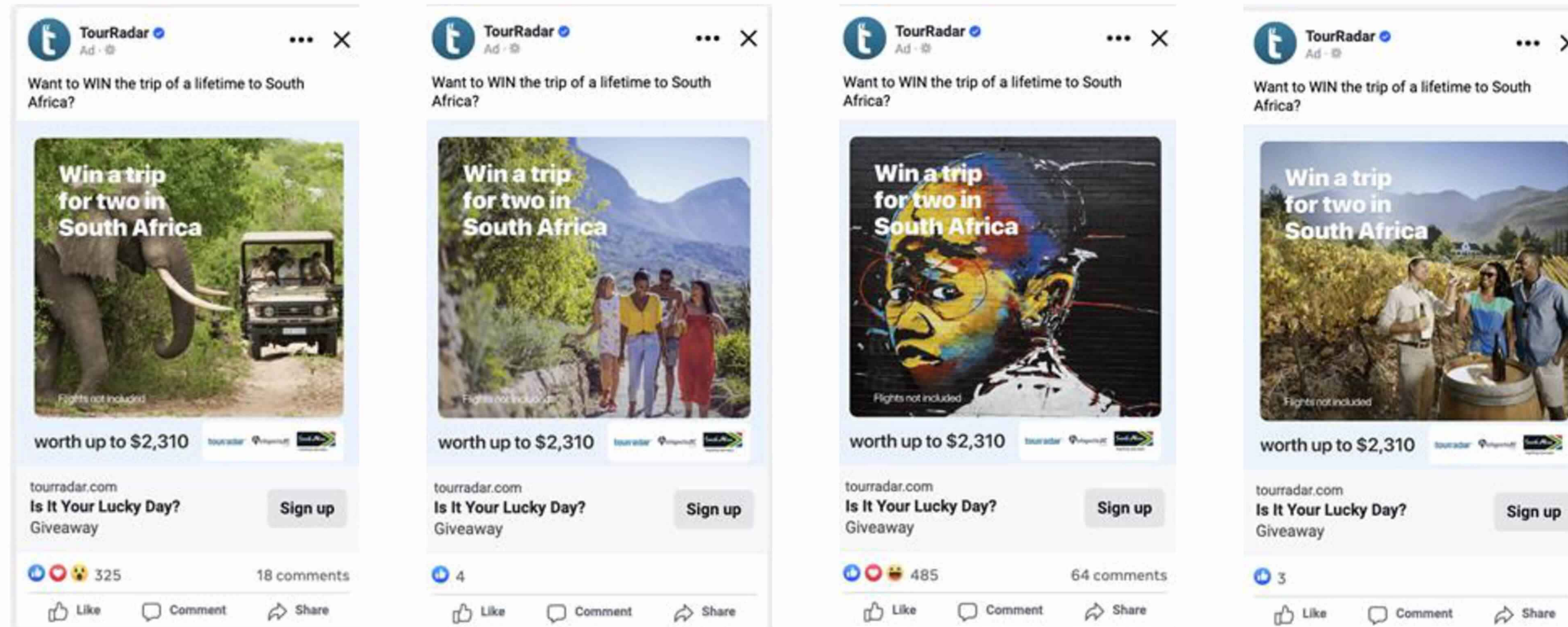
- **High level KPI -> Dec – Jan Paid Social Ads (Meta) delivered 464,500 impressions, 271,800 reach, 20,100 clicks, and a 3.7% CTR (benchmark: 1%); Paid Display Ads (Google) delivered 462,100 impressions, 11,300 clicks, and a 2.45% CTR (benchmark: 1%)**
- **Jan – Feb Paid Display Ads (Audience Activation) delivered 5.74M impressions, 3,390 clicks, and a 0.06% CTR (benchmark: 0.2–0.5%)**
- **Feb – Mar Paid Social Ads (Meta) delivered 1.25M impressions, 289,500 reach, 9,810 clicks, and a 0.72% CTR (benchmark: 1%); Paid Display Ads (Criteo) delivered 589,500 impressions, 1,630 clicks, and a 0.28% CTR (benchmark: 0.2–0.5%)**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Campaign with TourRadar (Phase 3), Come Find Your Joy Contest/ Trip Giveaway – January 2026



As part of our localized marketing campaigns to increase demand, and build brand affinity to increase conversion, SAT North America continued our B2C marketing program with adventure booking platform TourRadar. Phase 3 of the campaign continued with a high-impact contest giveaway offering travelers the chance to win a multi-day tour to South Africa for two. This activation generated strong engagement, built destination consideration, and attracted a highly qualified audience. Contest participants were strategically retargeted during the critical Q4 booking window, maximizing conversion opportunities during a peak planning and booking period for long-haul travel.

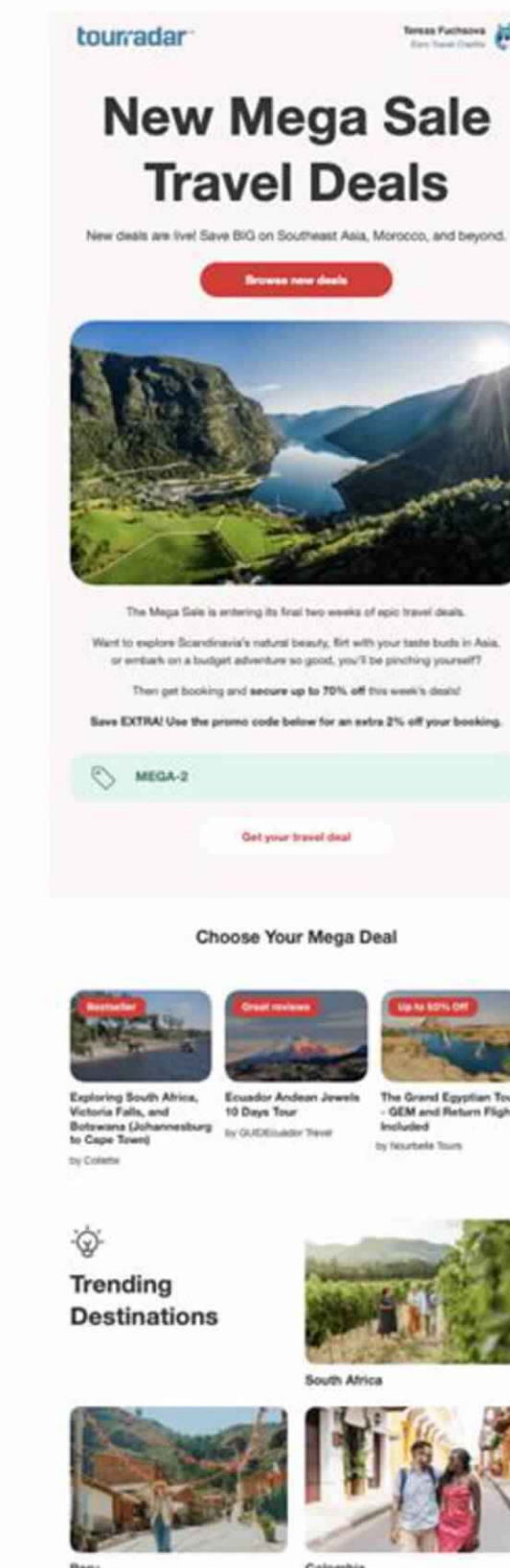
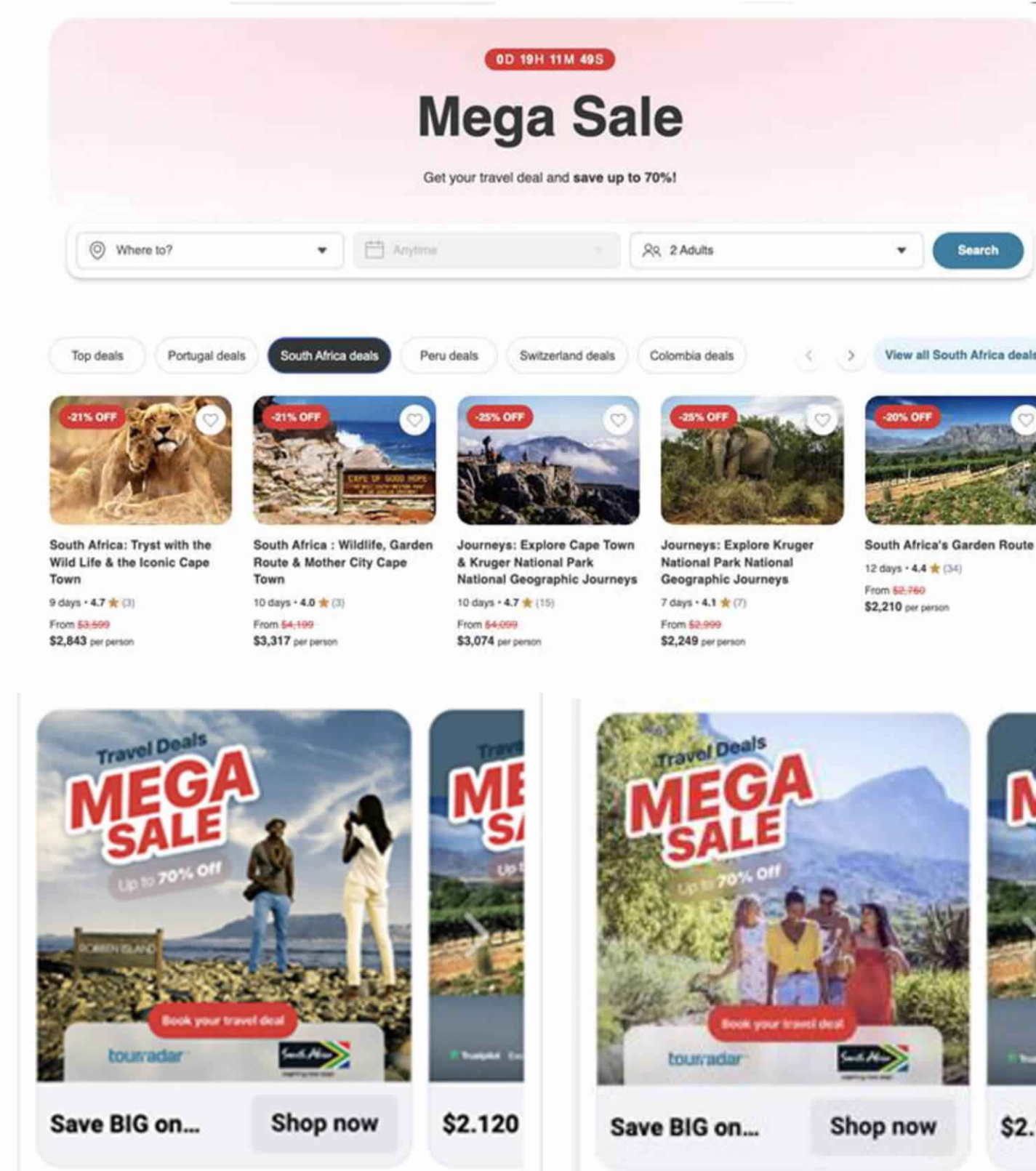
- **High level KPI -> Contest generated 34,700 sign ups; Paid Media delivered 895,800 impressions, 31,800 clicks, and a 2.8% average CTR**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Campaign with TourRadar (Phase 3), Come Find Your Joy, January MEGA Sale – January 2026



As part of our localized marketing campaigns to increase demand, and build brand affinity to increase conversion, SAT North America continued our B2C marketing program with adventure booking platform TourRadar. Phase 3 of the campaign progressed into the January MEGA Sale, leveraging the previously built pool of engaged and qualified users from the Travel Planner Quiz. This sales tactic featured South Africa across multiple high-impact channels, including TourRadar's sale landing page, dedicated email placements, and paid social advertising. The integrated approach combined strong visibility with targeted conversion messaging, driving traffic to curated adventure offerings and maximizing performance during a peak booking period

- **High level KPIs -> Sale Landing Page delivered 178,000 views (107,600 unique users) and 3,530 clicks; Paid Social Ads (Meta) generated 254,000 impressions, 79,300 reach, 4,590 clicks, and a 1.6% CTR; Email campaign delivered 3.22M sends, 40% open rate, and 811+ clicks on South Africa features (0.26% CTR)**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Campaign with TourRadar (Phase 3), Come Find Your Joy, Emails – February - March 2026



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 dares 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.

South Africa: Come Find Your Joy

[Book your trip](#)

Excellent ★ Trustpilot

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.

[See your curated deals](#)

Destinations you will love

Peru

[View →](#)

Vietnam

[View →](#)

South Africa

[View →](#)

Colombia

[View →](#)

Japan

[View →](#)

Italy

[View →](#)

Adventure is better together

Share your stories, ask your questions, and fuel your wanderlust with a community of explorers.

[Ask the Community](#)

Excellent ★ Trustpilot

As part of our localized marketing campaigns to increase demand, and build brand affinity to increase conversion, SAT North America continued Phase 3 our B2C marketing program with adventure booking platform TourRadar. February activity included distribution of our 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 to a new set of consumers. In March, South Africa was featured in TourRadar’s “Deals for You” email, creating another touchpoint to increase destination visibility.

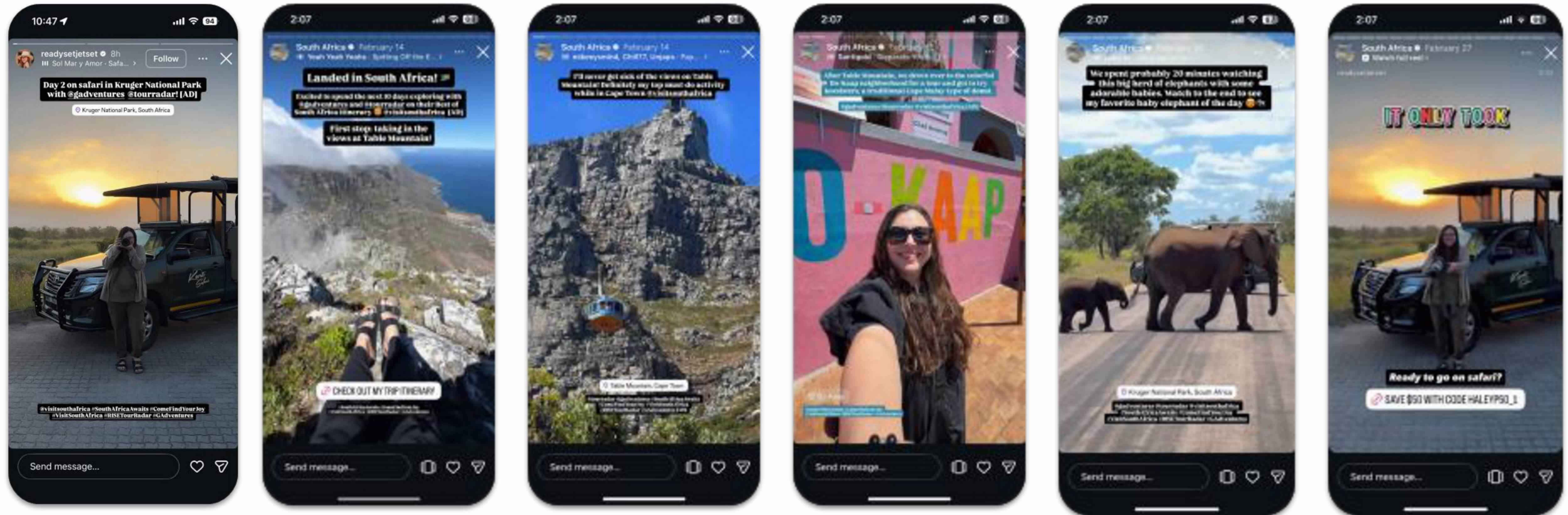
- **High level KPI -> February Dedicated South Africa email distributed to 194,800 qualified TourRadar consumer clients; (23% open rate; 170 clicks); March Deals For You email placement distributed to 9.2M qualified TourRadar consumer clients (35% open rate; 2,050 clicks on SA feature)**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Campaign with TourRadar (Phase 3), Come Find Your Joy Influencer Activation with G Adventures – March 2026



As part of our localized marketing campaigns to increase demand, and build brand affinity to increase conversion, SAT North America continued Phase 3 our B2C marketing program with adventure booking platform TourRadar. An influencer-led activation designed to drive authentic destination storytelling and content showcasing our immersive travel experiences brought a US based travel creator to experience G Adventures' 10-day "Best of South Africa" itinerary featuring Table Mountain, Big Five safari experiences in Kruger National Park, along with other cultural and nature-based experiences. Content was distributed across the influencer's Instagram, TikTok, and Facebook, with TourRadar, G Adventures, and SAT integrated throughout. Conversion support included link-in-bio placement and a comment-to-DM automation driving direct traffic to the TourRadar product page.

- **High level KPI -> 21 content pieces generated 43,464 total views, 28,940 reach, and 362 engagements**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Deal-Driven Campaign with Travelzoo (part 2), Come Find Your Joy + tour operator deals – January 2026



TRAVELZOO

Save up to \$3900 on South Africa safari vacations
By Andrew Young | Source: South African Tourism



Why you should go: Stunning scenery is just one of the reasons to visit South Africa. Seek out the Big Five on safari in the bushveld. Soak in the soaring view of the Cape Town coastline from atop Table Mountain. Shop in Johannesburg's buzzing markets.

What's the big deal? We've curated several offers to make this unforgettable destination an affordable reality in 2026. You'll save up to \$3900 compared to similar trips. There are exclusive promo codes and even a buy one, get one free offer. All packages include safari game drives at Kruger National Park or private game reserves. Many also include flights, Cape Town stays and additional tours.

[View Deals](#)

TRAVELZOO

FEATURED DESTINATION: South Africa

COME FIND YOUR JOY | WILDLIFE SAFARI | STUNNING SCENERY | CAN'T MISS CITIES | VIBRANT CULTURE



A vacation should allow you to fully immerse yourself in a new place, putting everyday concerns to the side. Get away to a land of diverse and of course experiences that will surely bring a smile to your face. South Africa awaits. Come find your joy.

[LEARN MORE](#)

ACTIVE ADVENTURE | CAPTIVATING COUNTRIES | SAFARI 101 | TREKING EXPERIENCE | WHAT YOU NEED TO KNOW

Top Deals Handpicked by Travelzoo

Save \$750: 10-night safari vacation w/tours & flights
SAFARI 101: CAPE TOWN, CAPE OF GOOD HOPE, DURBAN, ET. LION SPURRIER, INJALA...
EXPERIENCES THROUGHOUT 2026

\$1799: Epic South Africa safari tour w/8 game drives
PLATINUM HOLIDAYS - SAFARI, WILDLIFE AND...
JANUARY - MARCH 2026 & 2027 - 100% REFUND, DECEMBER 2026 & 2027

\$2349 & up: 8-night guided adventure w/safari & flights
EXOTICA - CAPE TOWN, JOHANNESBURG, PRETORIA...
EXPERIENCES THROUGHOUT 2026

\$600 off: 10 nights w/flight: Cape Town, coast & safari
GREAT VALUE VACATIONS - CAPE TOWN, JOHANNESBURG, ET. LION SPURRIER, INJALA...
MARCH THROUGHOUT 2026

\$200 off: 5-star Cape Town & private game reserve, 7 nights
LION WORLD TRAVEL - CAPE TOWN & JOHANNESBURG...
MARCH THROUGHOUT 2026

\$8599 & up: Tour South Africa & Victoria Falls: 10 mts. w/air
INDUS TRAVEL - CAPE TOWN, JOHANNESBURG, KRUGER, VICTORIA FALLS...
OFFERED THROUGHOUT 2026

TRAVELZOO

We are the club for travel enthusiasts

Show me:

[Top 20](#) [Deals Ending Soon](#) [Sunny Escapes](#) [Vacations](#) [Trending Deals](#) [Cruises](#)

LATEST DEALS AND TIPS

\$399 Ends today: Waikiki Hilton, reg. \$635
CLUB OFFER FOR HAWAII

Save 40% Vermont stays incl. ski season
CLUB OFFER FOR VERMONT

\$899 Costa Rica 6-night guided adventure
CLUB OFFER FOR COSTA RICA

\$1199 Spain 6-city guided trip w/flight
MADRID, CORDOBA, SEVILLE, GRANADA, VALENCIA, BARCELONA
This comprehensive tour covers 6 cities across Spain, while saving 55%.

Featured Destination: Kissimmee

Featured Destination: South Africa

FROM THE BLOG: China: Meeting the old and new

FROM THE BLOG: Travelzoo's Best Bets 2026

\$350 California 4-diamond resort, save \$160
NEWPORT BEACH

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.

Want first access to Top 20 on Wednesdays? Become a Club Member and earn this and other benefits.

The Top 20®



\$629—Upgraded Cancun all-inclusive; fly from New York
Source: All Inclusive Outlet

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 continued our B2C marketing program with Travelzoo, a curated travel deals publisher that connects its members to exclusive travel packages. The destination microsite showcasing the “Come Find Your Joy!” TVC and messaging across our six user-centric pillars, featured a selection of six value-for-money packages from local tour operators Great Value Vacations, Exoticca, Indus Travel, Lion World Travel, Platinum Holidays, and Gate 1. 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 2.9M Travelzoo members; 13.6M total impressions; 21,795 SA microsite page views; 3,589 clicks to sa.net; 7,345 clicks to tour operator packages; 7,388 CPC clicks; added value Top 20 Deals email distributed to an additional 5.5M Travelzoo members**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Deal-Driven Campaign with Travelzoo (part 3), Come Find Your Joy + tour operator deals – February 2026



TRAVELZOO®

\$1799 & up—South Africa safari vacations, up to \$3600 off

By Andrew Young | Source: South African Tourism

A man and a woman are seen from behind, standing on a rocky ledge and embracing each other. They are looking out over a dramatic landscape featuring steep cliffs, a winding road through a valley, and a body of water under a hazy sky.

Why you should go: Stunning scenery is just one of the reasons to visit South Africa. Seek out the Big Five on safari in the bushveld. Soak in the soaring view of the Cape Town coastline from atop Table Mountain. Shop in Johannesburg's buzzing markets.

What's the big deal? We've curated several offers to make this destination an affordable reality in 2026. Tours start at \$1799 per person. You'll save up to \$3600 compared to similar trips. All packages include safari game drives at Kruger National Park or private game reserves. Many also include flights, Cape Town stays and additional tours.

[View Deals](#)

WILDLIFE SAFARI

STUNNING SCENERY

CANYON VIEWS

UNIQUE CULTURE

A vacation should allow you to fully immerse yourself in a new place, putting everyday concerns to the side. Get away to a land of diverse and a kind experiences that will surely bring a smile to your face. South Africa awaits. Come find your JOY.

[LEARN MORE](#)

ACTIVE ADVENTURE

CAPITULATING TO COSTUMES

SAVANNAH

12 MONTH EXPERIENCES

WHAT YOU NEED TO KNOW

Partnering with South African Tourism

Top Deals Handpicked by Travelzoo

*Please review. New travel options don't exist yet, prices based on flexible itineraries. Some may wait.

Save \$750 10-night safari vacation w/outside & flights
SAFARI TRAVEL - CAPE TOWN, COAST & FLYTOUR, DURBAN, ST. LUKE'S, VICTORIA FALLS, ZIMBABWE
DEPARTURES THROUGHOUT 2024

\$1799 Epic South Africa safari tour w/ game drives
PANTHER HOLIDAYS - LARGEST KUDU HERD
JANUARY - MARCH 2024 & 2025 - \$1000 APRIL - DECEMBER 2024 & 2025

\$2349 & up 8-night guided adventure w/safari & flights
AFRICANA - CAPE TOWN, DUNDEE, KILIMANJARO, ZIMBABWE
DEPARTURES THROUGHOUT 2024

\$600 off 10 nights w/flight: Cape Town, coast & safaris
GRAND HILLS HOLIDAYS - CAPE TOWN, DUNDEE, KILIMANJARO, ZIMBABWE, ST. LUKE'S
MARCH - DECEMBER 2024

\$200 off 5-star Cape Town & private game reserve, 7 nights
LUXE WORLD TRAVEL - CAPE TOWN & HIDEOUTS
MARCH THROUGHOUT 2024

\$6599 & up Tour South Africa & Victoria Falls: 10 res. w/air
HILLS HOLIDAYS - CAPE TOWN, DUNDEE, KILIMANJARO, ZIMBABWE, VICTORIA FALLS
DEPARTURES THROUGHOUT 2024

U.S.
Hi, Andrew

We are the club for travel enthusiasts

Show me:

20 Top 20

Deals Ending Soon

Sunny Escapes

Vacations

Trending Deals

Cruises

LATEST DEALS AND TIPS

\$299 Ends Monday; upgraded Napa package
NAPA

\$999 Member-loved Cabo escape, reg. \$1918
MEXICO

Save \$260 Stay at America's first resort
VIRGINIA

\$399 Terranea last-minute stays incl. \$210 in perks
SOUTHERN CALIFORNIA
Book by March 31

FEATURED
DESTINATION
Thailand

FEATURED
DESTINATION
South Africa

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America completed our B2C marketing program with Travelzoo, a curated travel deals publisher that connects its members to exclusive travel packages. The destination microsite showcasing the “Come Find Your Joy!” TVC and messaging across our six user-centric pillars, featured a selection of six value-for-money packages from local tour operators Great Value Vacations, Exoticca, Indus Travel, Lion World Travel, Platinum Holidays, and Gate 1. A standalone email was distributed to Travelzoo members in the USA to drive traffic to the microsite, supported by custom placements on the Travelzoo.com homepage.

- **High level KPI -> One standalone email distributed to 99,008 Travelzoo members; 1.5M total impressions; 4,598 SA microsite page views; 746 clicks to sa.net; 3,639 clicks to tour operator packages; 4,163 CPC clicks (CPC clicks delivered as added value)**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Booking-Driven Campaign with Expedia (Part 1), Come Find Your Joy + Flights & Hotels – January 2026



Expedia Shop travel

Open app USD List your property Support Trips Sign in

South Africa awaits

Come find your joy

South Africa is more than a place: it's a journey that stirs your soul. With breathtaking landscapes, world-renowned wildlife, a rich tapestry of cultures, and unforgettable experiences, South Africa invites every visitor to come find your joy. Add the warmth of its people and it's easy to see why travelers fall in love with this extraordinary country.

Whether you're an adventure seeker chasing nature's thrills, a culture enthusiast, or a family looking for delightful experiences, South Africa has something for you. Across 9 unique provinces, embark on awe-inspiring safaris, uncover hidden gems, soak up city life, or dive into outdoor adventures. In South Africa, joy is never far away.

Wildlife and safari

Come find your joy in the heart of the wild. South Africa's safari experiences are deeply personal and unforgettable. From the roar of a lion echoing in the distance to the ground trembling beneath a herd of elephants to the bright eyes of a leopard watching from a tree at sunset, every moment immerses travelers in nature at its most awe-inspiring.

Safaris are as diverse as the landscapes themselves—bushveld, deserts, forests, wetlands, and even beaches—with options including game drives, guided bush walks, and hot air balloon adventures. Days end in luxury lodges or around a crackling campfire under a million stars, creating connections to the wild that linger long after your journey ends.

Explore with any kind of safari through bushveld, deserts, forests, wetlands, rivers and even beaches. And, with perfect days ending in the comfort of luxury lodges or campfire stories under a million stars, you can't help feeling like you never want to leave.

South Africa
Inspiring new ways

Nature Active adventure Cultural roots Breathtaking scenery Sun-soaked coasts and beaches Vibrant city lifestyle

Sleeps 6 · 3 bedrooms · 1 bathroom
6.82 mi from Lubumbashi Intl. (FBM)

Kitchen

Mar 15 - Mar 21

We are sold out

Big five hotel
7.41 mi from Lubumbashi Intl. (FBM)

Breakfast included Pool

Mar 15 - Mar 21

6.0 2 reviews

We are sold out

Luxueux Appart Golf
Entire apartment
Sleeps 6 · 3 bedrooms · 3 bathrooms
7.52 mi from Lubumbashi Intl. (FBM)

Mar 15 - Mar 21

Exceptional 10 3 external reviews

We are sold out

South Africa awaits

COME FIND YOUR JOY

South Africa
Inspiring new ways

South Africa
Inspiring new ways

From rushed days to relaxed stays

Connect with South Africa's vibrant people and unique experiences.

Nature

Adventure

Culture

Terms and conditions apply

See all flights

South Africa
Inspiring new ways

From rushed days to relaxed stays

Connect with South Africa's vibrant people and unique experiences.

Expedia Shop travel

Open app USD List your property Support Trips Sign in

Roundtrip One-way Multi-city

Leaving from Atlanta, GA (ATL) · Hartfield-Jackson Atlanta International Airport

Going to Harare (HRE) · Harare International Airport

Dates: Fri, Jan 10 - Sun, Jan 18

Travelers: 1 traveler · Economy

Price Tracking
Current lowest price: \$1,338

Watch prices
Get email notifications if prices go up or down

Choose departing flight · Choose returning flight · Review your trip

Filter by

Stops: 1 stop (5)

Airlines: AirAsia (3), Kenya Airways (3), Delta (3), Virgin Atlantic (3), Air France (4), Ethiopian Airlines (3), KLM (3), American Airlines (2), Air Canada (7), JetBlue Airways (2), Emirates (3), British Airways (2), Qatar Airways (2), South African Airways (3), Turkish Airlines (2)

Preferred class

Economy (5), Premium economy (4), Business class (3)

Travel and baggage

Seat choice included, Carry-on bag included, Refundable fare

Recommended departing flights

From	To	Airline	Class	Price
Atlanta (ATL)	Harare (HRE)	AirAsia	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Kenya Airways	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Delta	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Virgin Atlantic	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Air France	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Ethiopian Airlines	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	KLM	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	American Airlines	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Air Canada	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	JetBlue Airways	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Emirates	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	British Airways	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Qatar Airways	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	South African Airways	Economy	\$1,338
Atlanta (ATL)	Harare (HRE)	Turkish Airlines	Economy	\$1,338

COME FOR Soccer STAY FOR More

Visit South Africa

From rushed days to relaxed stays

Connect with South Africa's vibrant people and unique experiences.

[Plan now](#)

As part of its localized marketing efforts to drive demand and build brand affinity, SAT North America launched a B2C marketing program with Expedia to reach high-intent travelers at or near the point of purchase across Expedia's platform. By bundling Expedia, Portfolio, and Hotels, advertisers gain access to larger, high-intent audiences that are more likely to engage and convert. The coordinated campaign runs across Expedia, Hotels.com, Orbitz, Travelocity, and CheapTickets, delivering high-visibility placements including homepage marquee units, search and results pages, infosite placements, and mobile app units across flights, hotels, and vacation packages in the United States and Canada. The campaign continues through March 2026.

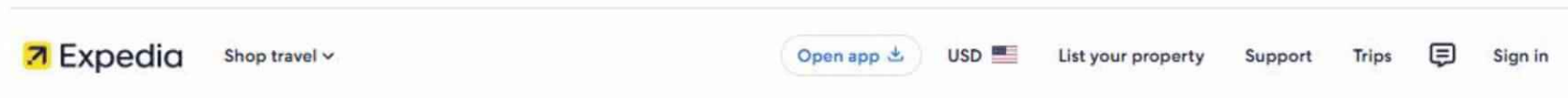
- **High level KPI -> January: 2.4M impressions, 2.4K clicks, 0.10% CTR, \$1.7M revenue, ROAS 26, 1,851 room nights, 1,110 air tickets, 2,278 travelers**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Booking-Driven Campaign with Expedia (Part 2), Come Find Your Joy + Flights & Hotels – February 2026



South Africa awaits

Come find your joy

South Africa is more than a place: it's a journey that stirs your soul. With breathtaking landscapes, world-renowned wildlife, a rich tapestry of cultures, and unforgettable experiences, South Africa invites every visitor to come find your joy. Add the warmth of its people and it's easy to see why travelers fall in love with this extraordinary country.

Whether you're an adventure seeker chasing nature's thrills, a culture enthusiast, or a family looking for delightful experiences, South Africa has something for you. Across 9 unique provinces, embark on awe-inspiring safaris, uncover hidden gems, soak up city life, or dive into outdoor adventures. In South Africa, joy is never far away.



Nature Active adventure Cultural roots Breathtaking scenery Sun-soaked coasts and beaches Vibrant city lifestyle

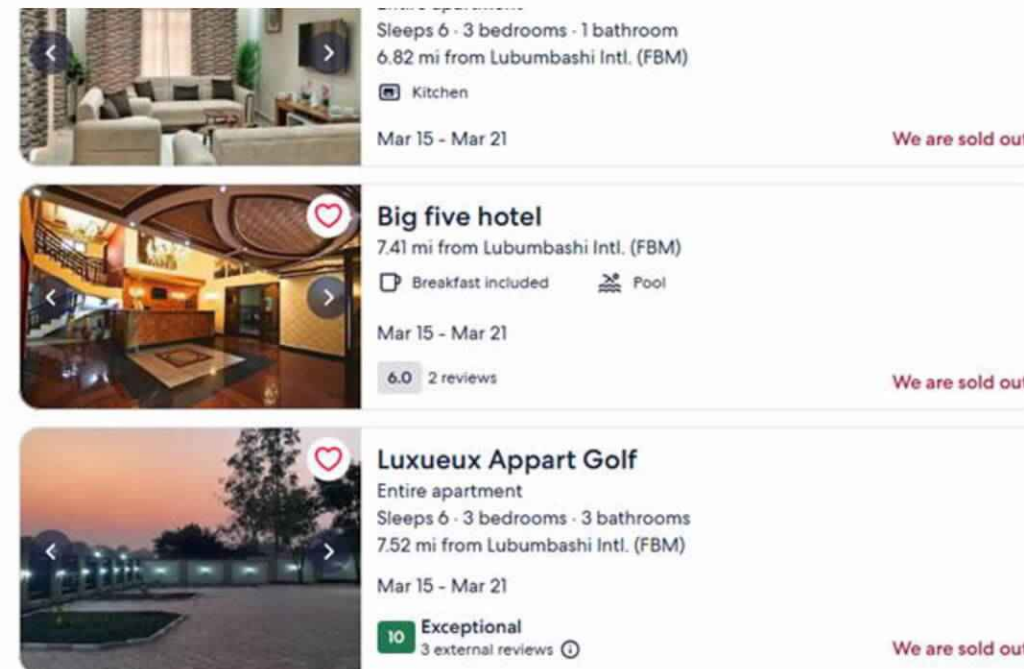


Wildlife and safari

Come find your joy in the heart of the wild. South Africa's safari experiences are deeply personal and unforgettable. From the roar of a lion echoing in the distance to the ground trembling beneath a herd of elephants to the bright eyes of a leopard watching from a tree at sunset, every moment immerses travelers in nature at its most awe-inspiring.

Safaris are as diverse as the landscapes themselves—bushveld, deserts, forests, wetlands, and even beaches—with options including game drives, guided bush walks, and hot air balloon adventures. Days end in luxury lodges or around a crackling campfire under a million stars, creating connections to the wild that linger long after your journey ends.

Explore with any kind of safari through bushveld, deserts, forests, wetlands, rivers and even beaches. And, with perfect days ending in the comfort of luxury lodges or campfire stories under a million stars, you can't help feeling like you never want to leave.



From rushed days to relaxed stays

Connect with South Africa's vibrant people and unique experiences.



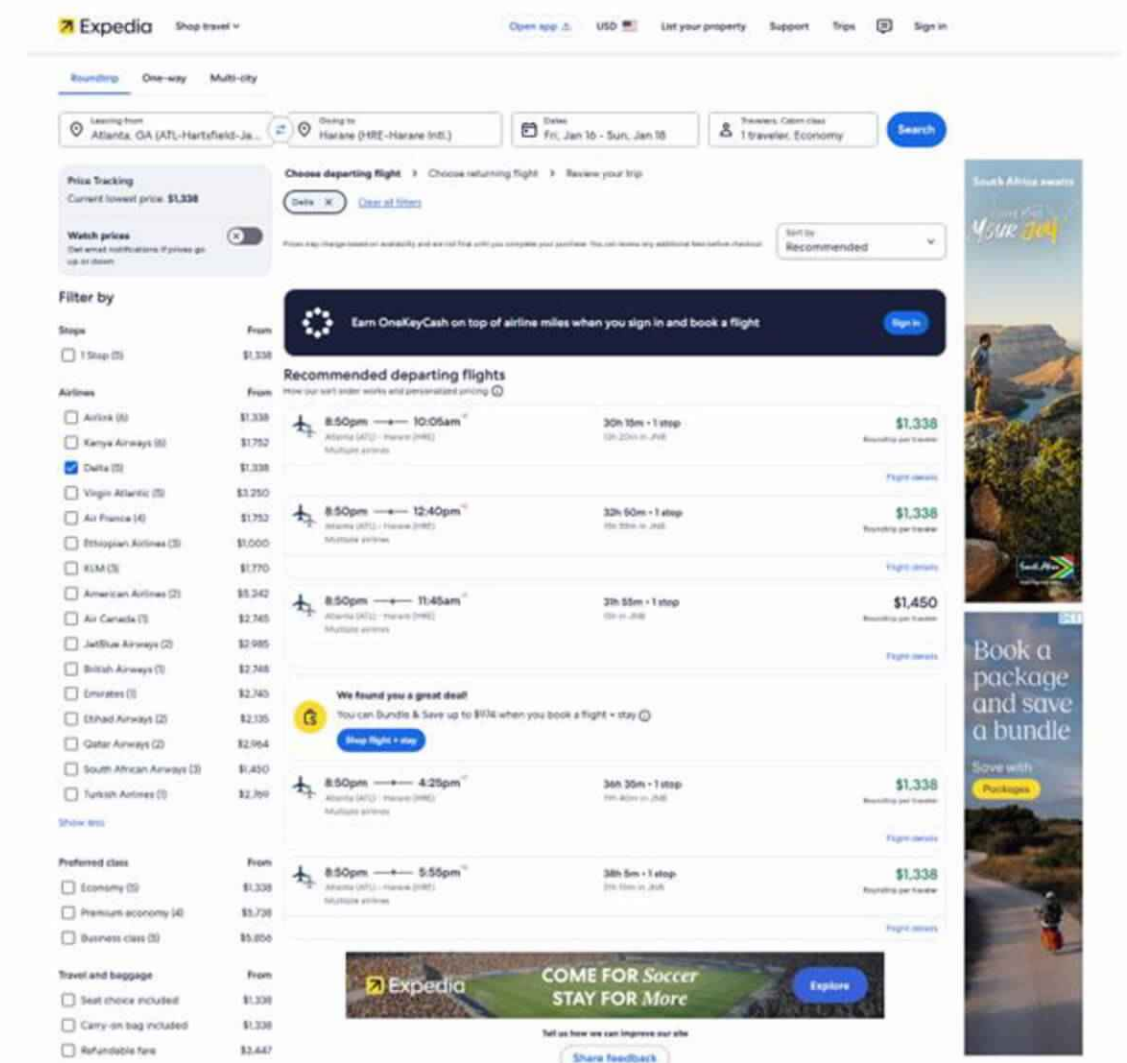
Terms and conditions apply

See all flights



From rushed days to relaxed stays

Connect with South Africa's vibrant people and unique experiences.



As part of its localized marketing efforts to drive demand and build brand affinity, SAT North America continued our B2C marketing program with Expedia to reach high-intent travelers at or near the point of purchase across Expedia's platform. By bundling Expedia, Portfolio, and Hotels, advertisers gain access to larger, high-intent audiences that are more likely to engage and convert. The coordinated campaign runs across Expedia, Hotels.com, Orbitz, Travelocity, and CheapTickets, delivering high-visibility placements including homepage marquee units, search and results pages, infosite placements, and mobile app units across flights, hotels, and vacation packages and activities in the United States and Canada. The campaign continues through March 2026.

• High level KPI -> February: 2.8M impressions, 2.9K clicks, 0.10% CTR, \$3.1M revenue, ROAS 39, 2,793 room nights, 1,983 air tickets, 3,915 travelers



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, 5 Things to Look Forward to in South Africa in 2026 – January 2026



5 Things to Look Forward to in South Africa in 2026

As clients begin planning future travel, 2026 is shaping up to be a standout year for South Africa — with landmark anniversaries, exciting new product openings, and high-profile experiences that give you, our travel advisors, strong hooks for selling the destination now.

Below are just a few headline developments to look forward to in South Africa in 2026 for reference and inspiration.



Kruger National Park Turns 100

In 2026, Kruger National Park celebrates its centenary, marking 100 years since it was formally proclaimed a national park. This milestone adds powerful narrative value to safari experiences — from conservation-focused journeys to legacy-style wildlife itineraries.

Kruger National Park — Official SANParks page: <https://www.sanparks.org/parks/kruger>



Ultra South Africa Returns (April 2026)

Ultra South Africa — one of the continent's largest electronic music festivals — returns for its 11th edition in April 2026, staged over two days with events in both Johannesburg and Cape Town. This event offers a culturally charged, date-specific hook for younger travelers, incentive groups, and lifestyle-focused itineraries.

Ultra South Africa — Official festival site: <https://ultrasouthafrica.com/>



South Africa's First Club Med Opens (July 2026)

Club Med South Africa Beach & Safari is confirmed to open in July 2026 on KwaZulu-Natal's Dolphin Coast — the first Club Med resort in South Africa and the country's only all-inclusive beach and safari concept.

Club Med South Africa Beach & Safari — Official property page: <https://www.clubmed.co.za/clubmed-southafrica>



The Glitter Trail (Multiple Departures in 2026)

Afrigay Travel International's The Glitter Trail is a hosted LGBTQ+ group journey through South Africa, combining Garden Route highlights and Cape Town with curated cultural, culinary, and adventure experiences. With five scheduled departures across 2026, it offers travel advisors a distinctive, values-driven product for LGBTQ+ clients and affinity groups planning ahead.

The Glitter Trail — Official tour page: <https://afrigay.co.za/product/the-glitter-trail-south-africa/>



The Debut of Cape Town EDITION (2026)

In late 2026, The Cape Town EDITION will make its African debut at the V&A Waterfront — a highly anticipated luxury lifestyle hotel opening under the globally recognized EDITION brand, a collaboration between Marriott International and Ian Schrager.

EDITION Hotels — Official brand page: <https://www.editionhotels.com>

Why This Matters for 2026 Travel

From a once-in-a-century national park anniversary to new resort openings, global festivals, and inclusive group travel experiences, South Africa offers compelling reasons for clients to plan ahead — and for advisors to start the conversation now.



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 US and Canadian travel advisors and tour operators. In January, we shared a list of 5 Things to Look Forward to in South Africa in 2026, highlighting the 100th anniversary of the Kruger National Park, the return of Ultra South Africa (one of the continent's largest electronic music festivals), the launch of Afrigay Travel's Glitter Trail (an LGBTQ+ group journey through the Garden Route and Cape Town), as well as high profile planned openings of Club Med South Africa Beach & Safari and The Cape Town EDITION. These developments offer timely talking points for advisors, encouraging early client conversions and forward bookings.

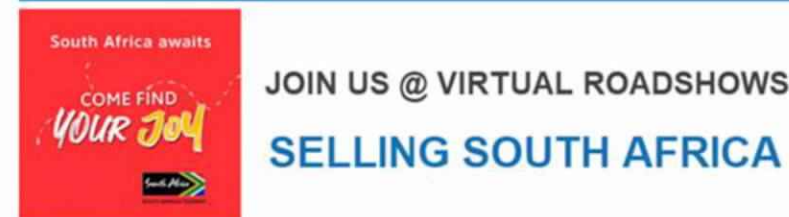
- **High level KPI -> email distributed to 15,375 trade from our CRM database, including travel agents, tour operators & MICE recipients.**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Virtual Road Show Promotion – January 2026



PICK 1 DAY THAT WORKS FOR YOU!

RSVP February 24th from 11am - 2pm PT
RSVP February 25th from 11am - 2pm CT
RSVP February 26th from 11am - 2pm ET

- **Attend this 1-day Virtual Show in YOUR Preferred Time Zone**
Live access is scheduled to accommodate West Coast, Central and East Coast travel advisors, making it easy to participate without disrupting your workday.
- **Meet the Right South African Suppliers**
Engage in pre-scheduled one to one appointments with top South African DMCs, tour operators, hotels, lodges, unique experiences and city and provincial representatives, actively working with the North American travel trade.
- **Discover What Is New and Trending**
Stay informed on the latest South African travel trends, product updates, itineraries and selling opportunities through on-demand educational sessions available for 30 days.
- **Explore the Virtual Exhibit Hall**
Visit custom exhibitor booths featuring destination and product videos, downloadable brochures and fact sheets, current updates, and direct links to websites and social media.
- **Strengthen Your Selling Confidence**
Build deeper product knowledge, connect directly with South African suppliers, and position yourself as a trusted South Africa expert for your clients.
- **Win While You Learn**
All registered attendees are eligible to win multiple prizes throughout the event.

HOPE WE SEE YOU THERE!



VIRTUAL ROADSHOWS
SELLING SOUTH AFRICA

Virtual RoadShows - Selling South Africa are three consecutive daily events, Tuesday - Thursday, for three hours per day.

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

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

REGISTER TO ATTEND

PLEASE REGISTER IN YOUR PREFERRED TIME ZONE

PACIFIC / MOUNTAIN

Tuesday, February 24, 2026

11am - 2pm
Pacific Time
(PST)

RSVP for PST

CENTRAL

Wednesday, February 25, 2026

11am - 2pm
Central Time
(CST)

RSVP for CST

EASTERN

Thursday, February 26, 2026

11am - 2pm
Eastern Time
(EST)

RSVP for EST

Virtual RoadShow - Selling South Africa is a product of

TRAVEL RELATIONS

[About Us](#)

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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 proactive engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination SA top of mind among US and Canadian travel advisors and tour operators. In January, we promoted our virtual road show taking place in February with an emailer to travel agents and tour operators within our CRM, as well as new agents not currently in the SAT database to pique their interest and the drive traffic to the registration landing page.

- **High level KPI -> email distributed to 66,695 travel agents and tour operators from our CRM database, as well as new agents not in our CRM database**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, 2025 Year-End Arrivals Update – February 2026



SOUTH AFRICAN TOURISM



Dear colleagues,

We hope you are keeping well as the first quarter of 2026 is already whizzing by. Our Insights & Analytics business unit in Johannesburg has released the final tourist arrival figures for January - December 2025, and North America continues to demonstrate steady, encouraging growth.

Results from both the United States and Canada highlight the ongoing demand for travel to South Africa and the collective progress made throughout the year.

January - December 2025 Arrivals Snapshot:

- Arrivals from the **United States** (391,939) increased 5.3% compared to the same period (Jan – Dec) last year.
- Arrivals from **Canada** (65,744) rose 13.2% year over year (Jan – Dec).

These results reflect consistent momentum and a positive close to the year. As we look ahead, this performance provides a strong foundation to build on as we continue working to drive travel from the region in 2026.

As noted in Minister of Tourism Patricia de Lille's recent address, tourism remains a key driver of economic growth, investment, and job creation in South Africa. Between January and December 2025, the country welcomed **10.48 million international arrivals** [from all regions], representing a 17.6% increase over 2024 and the highest annual arrival figure on record. This performance reinforces tourism's growing contribution to the national economy.

Tourism currently sustains an estimated **1.8 million direct and indirect jobs**, with approximately **one job supported for every 13 international arrivals**, underscoring the meaningful impact of continued growth across our source markets.



You can download the full data set – Table B – [here](#).

Thank you for your continued efforts and support in keeping South Africa top of mind for your clients.

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 US and Canadian travel advisors and tour operators supporting downstream conversion. In February, we distributed an update on the final January to December 2025 tourist arrivals from North America, acknowledged the trade's important contributions, and reinforced positive sentiment through highlights from Minister Patricia de Lille's recent media address on tourism's role in economic growth and job creation.

- **High level KPI -> email distributed to 15,470 trade from our CRM database, including travel agents, tour operators & MICE recipients**

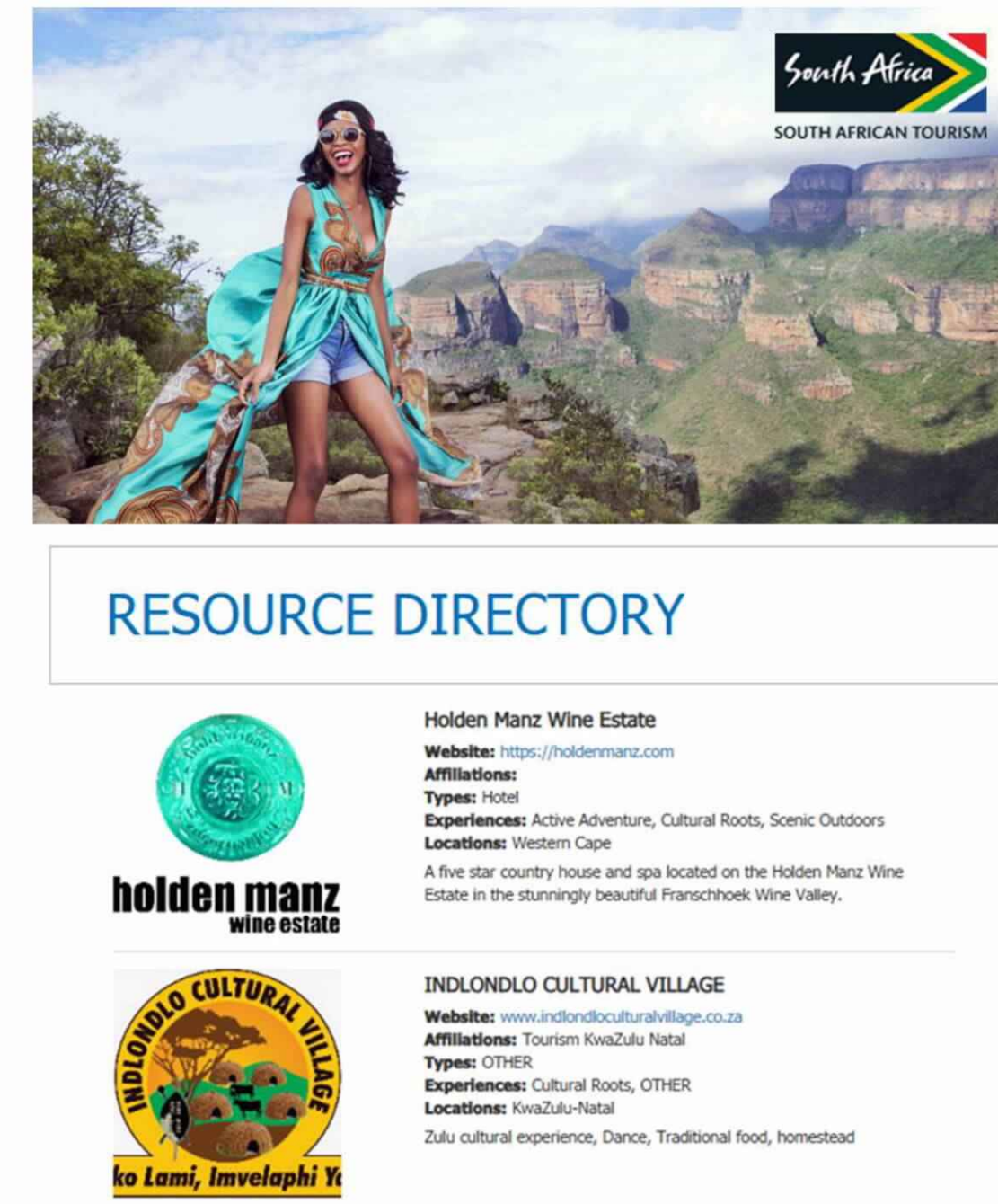
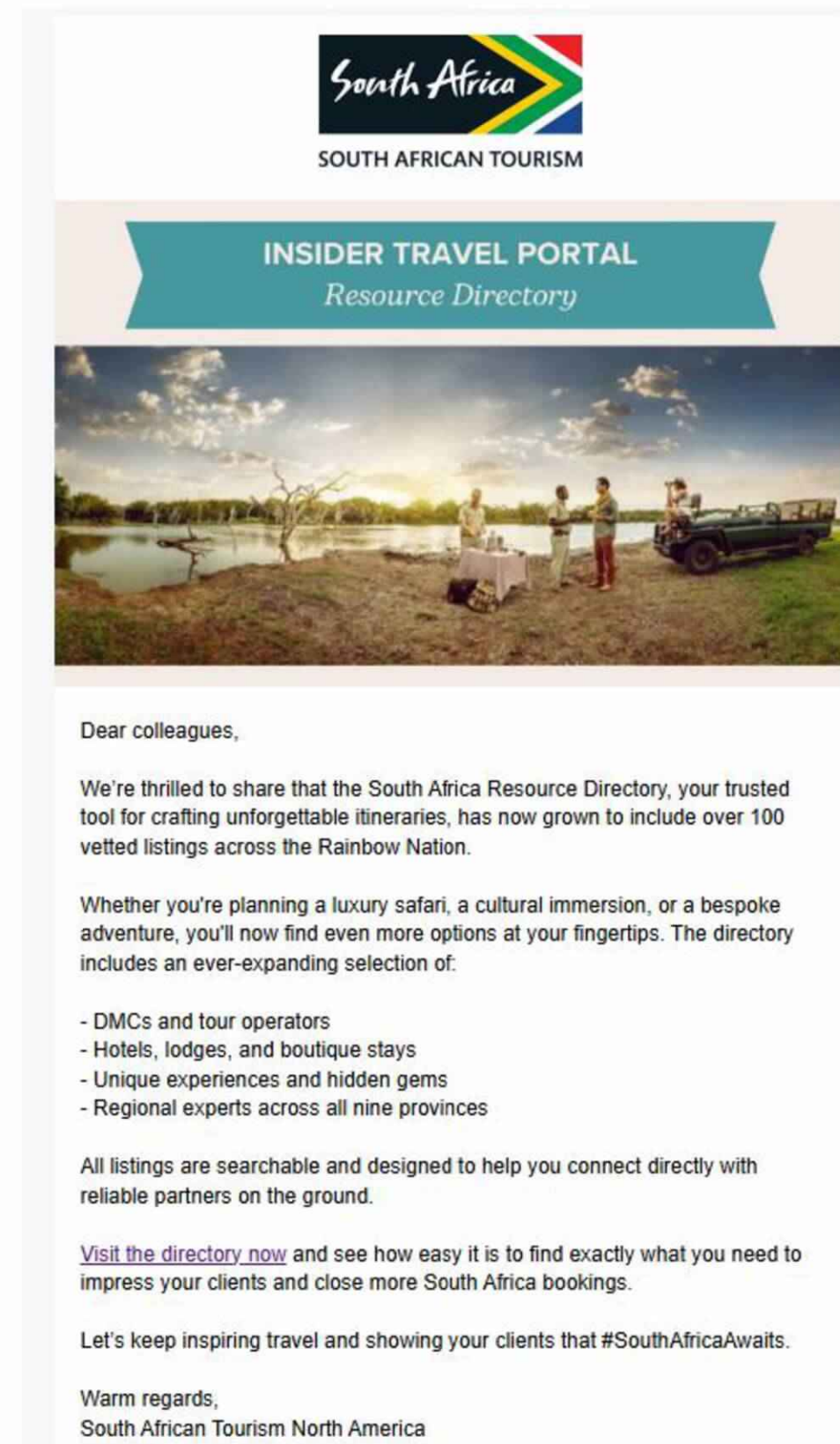


SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Resource Directory Promotions – February 2026



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. In February, we used taCONNECT's expanded reach feature to distribute *New Additions! Discover More South African Partners in Our Directory* to trade contacts not currently in the SAT CRM database. The email highlighted that the Resource Directory has now grown to include over 100 vetted listings across South Africa. Advisors were directed to visit the directory to see how easy it is to find exactly what they need to impress their clients and close more South Africa bookings by engaging directly with SA suppliers.

- **High level KPI -> via the expanded reach feature the email was distributed to 51,843 agents, tour operators & MICE recipients outside of our CRM database**



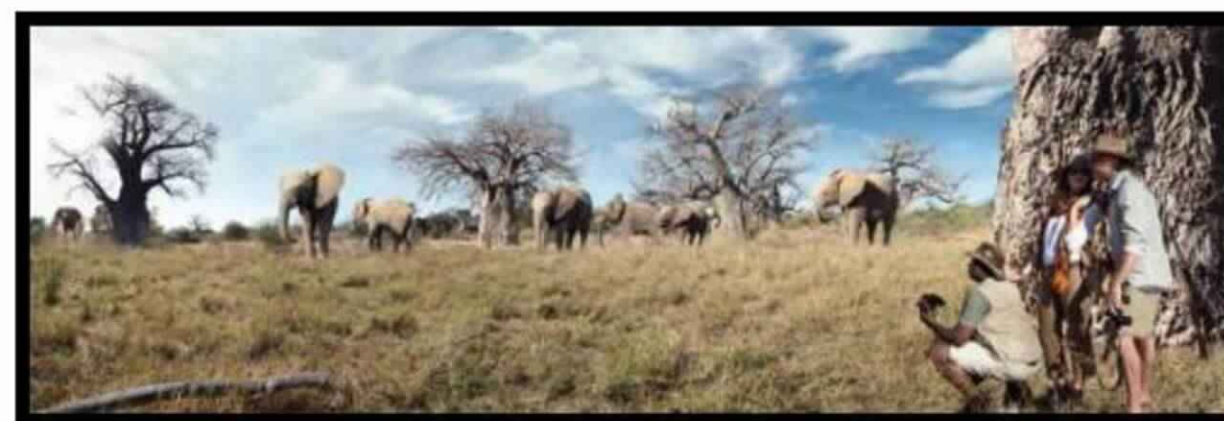
Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, SATSA Adventure 3.0 White Paper Release – March 2026



SOUTH AFRICAN TOURISM



If adventure travel is one of your fastest-growing segments, South Africa deserves a fresh look.

According to the February 2026 *Adventure 3.0 White Paper* released by our colleagues at the South African Tourism Services Association (SATSA), South Africa's adventure tourism sector generated R12 billion in direct revenue in 2024, supporting more than 91,000 jobs — with total economic impact reaching R25 billion when indirect effects are included.

Meanwhile, the global adventure tourism market is projected to reach USD 1.68 trillion by 2032. South Africa has world-class landscapes, wildlife, culture, and infrastructure but still captures only a fraction of the global adventure market.

For US and Canadian travel advisors, this signals opportunity: strong upside, competitive pricing power, and the ability to combine multiple adventure styles into one high-impact itinerary.



What You Can Sell in One Seamless Itinerary:

- Big Five safaris and private reserves near Kruger National Park
- Guided hiking in the Drakensberg Mountains
- Wild Coast trekking and cultural encounters
- Shark cage diving in Gansbaai
- Surfing, kayaking, and more along the Garden Route
- Bungee jumping at Bloukrans Bridge
- Whale watching in Hermanus
- Mountain biking in the Western Cape winelands
- Conservation-based safaris with wildlife monitoring

And the real differentiator? These layer seamlessly with:

- Luxury lodges and boutique stays
- Culinary travel and wine immersion
- Private guiding and conservation storytelling
- Meaningful community-based tourism initiatives

Why it's smart business

- High perceived value at competitive pricing
- Itinerary density – wildlife, culture, marine, wine and soft adventure in one country
- Extended length of stay driven by multi-region routing
- Professional standards through SATSA's "101 Adventures" safety and compliance framework aligned with global expectations



The White Paper makes it clear: South Africa is investing in professional credibility, safety frameworks, and sustainable growth to strengthen global trade confidence.

For you and your clients, that means, vetted operators, strong safety protocols, meaningful community impact stories, and customizable itineraries that convert.

Adventure travelers are seeking immersive, purpose-driven journeys. South Africa delivers iconic wildlife, dramatic landscapes, and cultural depth — while offering strong commercial viability and itinerary flexibility for advisors.

Explore the full SATSA Adventure 3.0 White Paper [here](#).

Let's turn inspiration into bookings.

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 US and Canadian travel advisors and tour operators supporting downstream conversion. In March, we distributed an update on the Adventure 3.0 White Paper released by our colleagues at SATSA, highlighting the strong growth potential of South Africa's adventure tourism sector, its significant economic contribution, and the country's ability to deliver diverse, high-value adventure experiences supported by professional standards, safety frameworks, and sustainable tourism practices that strengthen trade confidence and drive future bookings.

- **High level KPI -> email distributed to 17,708 trade from our CRM database, including travel agents, tour operators & MICE recipients; via the expanded reach feature the email was distributed to an additional 10,132 adventure coded advisors outside of our CRM database**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Portal Promotions – March 2026





SOUTH AFRICAN TOURISM

INSIDER TRAVEL PORTAL



VISIT OUR INSIDER TRAVEL PORTAL FOR EXCLUSIVE RESOURCES

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

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

Explore South African Tourism's travel trade resources and show your clients that #SouthAfricaAwaits — now's the time to #ComeFindYourJoy

[VISIT NOW](#)



South Africa awaits

COME FIND YOUR JOY





INSIDER TRAVEL REPORT

Where your news comes first

powered by taCONNECT

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, ...

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

[f](#) [t](#) [y](#) [i](#)

RESOURCE DIRECTORY

LATEST NEWS

-  [Read More](#)
-  [Read More](#)
-  [Read More](#)
-  [Read More](#)
-  [Read More](#)
-  [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 proactive engagement with the travel trade via our program with taCONNECT. In March, we used taCONNECT’s expanded reach feature to distribute *Inspire Your Clients: Explore South Africa’s Trade-Only Resources* to trade contacts not currently in the SAT CRM database. The email highlighted our Insider Travel Portal that houses 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. Advisors were encouraged to access our travel advisor toolkit, engage with our local tourism execution team, and explore our searchable database of South African products, services and experiences.

- **High level KPI -> via the expanded reach feature the email was distributed to 51,501 agents, tour operators & MICE recipients outside of our CRM database**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Expanded Reach, South Africa 101: Sell with Confidence – March 2026



SOUTH AFRICAN TOURISM



South Africa 101: Sell with Confidence

Interest in South Africa continues to grow, fueled by our latest global brand campaign "[South Africa awaits - Come Find Your Joy](#)." Now is the perfect time to convert inspiration into bookings.

For advisors, South Africa checks the boxes that matter: 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.



Here's what makes it an easy, high-confidence sell:

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 US Hubs

- Delta Air Lines
 - 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: Plus, one-stop options throughout Europe and the Middle East expand flexibility for clients nationwide
- Reliable lift supports premium, mid-range, and custom itineraries alike

Luxury for Less

- Currency: South African Rand (ZAR)
- Favorable exchange rate: ~16 ZAR = 1 USD (subject to change)
- For clients, South Africa offers outstanding value. This translates into elevated experiences, private game reserves, boutique hotels, wine tasting and fine dining at surprisingly accessible rates.
- For you, it creates room to upsell and enhance.

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

Client Segments That Perform Well

- South Africa aligns with multiple high-value audiences:
- Honeymooners seeking once-in-a-lifetime moments
- Wildlife enthusiasts and safari first-timers
- familiesMultigenerational
- Food & wine travelers
- LGBTQ+ travelers seeking inclusive, welcoming destinations

Seasonal positioning can further refine your pitch:

- 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

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](#)

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](#)

[Search the Directory](#)

With strong access, diverse itinerary options, compelling value, and cross-segment appeal, South Africa remains one of the most dynamic long-haul destinations in the market.

Now is the time to turn interest into bookings and inspire your clients to Come Find Their Joy in South Africa.

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. In March, we used taCONNECT's expanded reach feature to distribute *South Africa 101: Sell with Confidence* to trade contacts not currently in the SAT CRM database. The email highlighted visa-free entry, direct flights from major US hubs, favorable exchange rates, and diverse range of unique experiences, strengthening advisor confidence and enhancing destination knowledge. It also provided guidance on top-performing client segments and seasonal positioning. Advisors were directed to trade resources and tools, including the SA Specialist program and the Insider Travel Portal with its searchable Resource Directory, enabling them to plan itineraries and engage directly with SA suppliers.

- **High level KPI -> via the expanded reach feature the email was distributed to 86,882 agents, tour operators & MICE recipients outside of our CRM database**

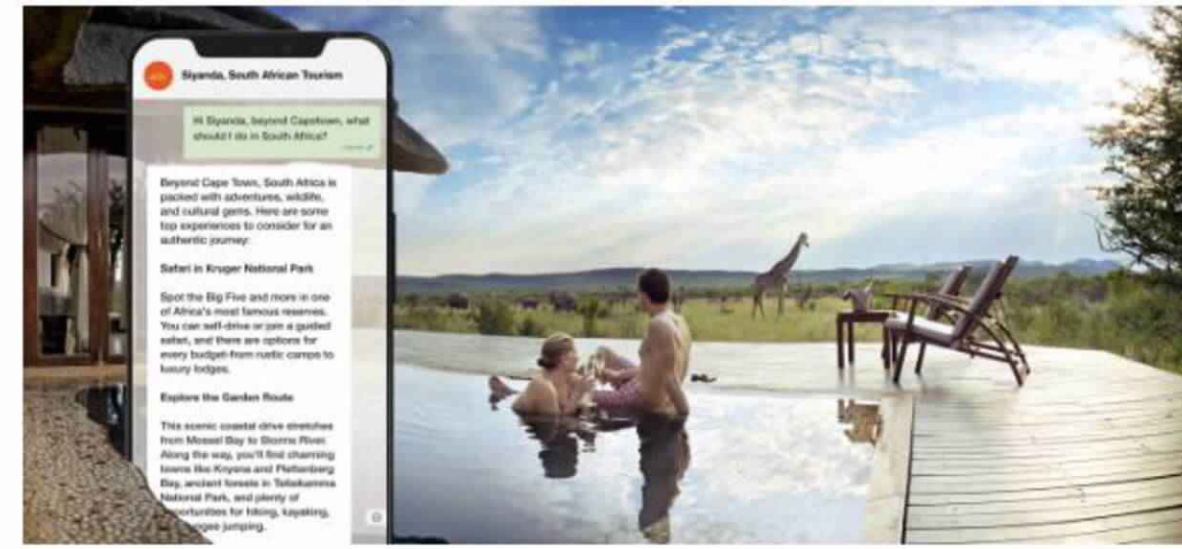


SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Expanded Reach, What If You Had a 24/7 South Africa Expert? Meet Siyanda – March 2026



Importantly, Siyanda enhances your expertise. It does not replace it. Think of it as a smart, always-on partner that supports your workflow, deepens your destination knowledge, and helps you stay ahead of client expectations. Its name comes from Xhosa, one of South Africa's 11 official languages, and means "We are growing. We are increasing." This reflects the expanding opportunity to connect clients with this vibrant destination.

South Africa is an exceptionally affordable destination for North American travelers. With Siyanda, you and your clients can design dream itineraries across a range of budgets and discover just how far their dollar can stretch, from shark diving and Big Five safaris to world-class wines and meaningful cultural experiences.

With convenient direct flights from major U.S. gateways, including Atlanta, Washington, D.C., and New York/Newark, getting there is easier than ever.

For more information, or to start using Siyanda to plan your clients' next South African adventure, visit: <https://www.southafrica.net/us/en/travel>

Other Tools to Support Your South Africa Sales

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](#)

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](#)
[Search the Directory](#)

With strong access, diverse itinerary options, compelling value, and cross-segment appeal, South Africa remains one of the most dynamic long-haul destinations in the market.

Now is the time to turn interest into bookings and inspire your clients to Come Find Their Joy in South Africa.

South African Tourism North America



As part of our localized marketing campaigns to increase demand and build brand affinity to drive conversion, SAT North America maintained proactive engagement with the travel trade through our program with taCONNECT. In March, we used taCONNECT's expanded reach feature to distribute *What If You Had a 24/7 South Africa Expert? Meet Siyanda* to trade contacts not currently in the SAT CRM database. The email introduced Siyanda, SAT's AI-powered travel assistant, as a tool to support advisors in planning and personalizing SA itineraries. It highlighted Siyanda's ability to deliver real-time, reliable insights across key planning areas, strengthening advisor efficiency and enhancing destination knowledge. Advisors were encouraged to engage with Siyanda via the SAT website and to utilize trade resources and tools, including the SA Specialist program and the Insider Travel Portal with its searchable Resource Directory, enabling them to better serve their clients and support conversion.

- **High level KPI -> via the expanded reach feature the email was distributed to 86,646 agents, tour operators & MICE recipients outside of our CRM database**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Packaging South Africa's Cape Winlands for Your Clients webinar with WoSA – 19 March 2026



Welcome our presenter



Jim Clarke is the U.S. Country Manager for Wines of South Africa (WOSA), the generic, inclusive marketing body for South African wine exports. Jim is a former sommelier, having run the wine programs at New York's Megu Restaurant and Armani Ristorante. In addition, he has been writing about wine, sake, and related subjects for almost twenty years. In 2020 Jim received the International Louis Roederer Wine Writer Award for Feature Writing, and in August of that year Wine Business Monthly named him a Wine Industry Leader of the Year. Jim is the author of The Wines of South Africa, published by Académie du Vin.



JIM CLARKE
Country Manager
Wines of South Africa USA
jim@wosa.us



DISCOVER SOUTH AFRICA

South Africa is a destination of remarkable landscapes, vibrant cultures and unforgettable experiences.

From iconic wildlife and dramatic coastlines to award-winning cuisine and world-class wines, travellers discover extraordinary diversity in every journey.

Today we invite you to explore one of the most exciting wine tourism destinations in the world.

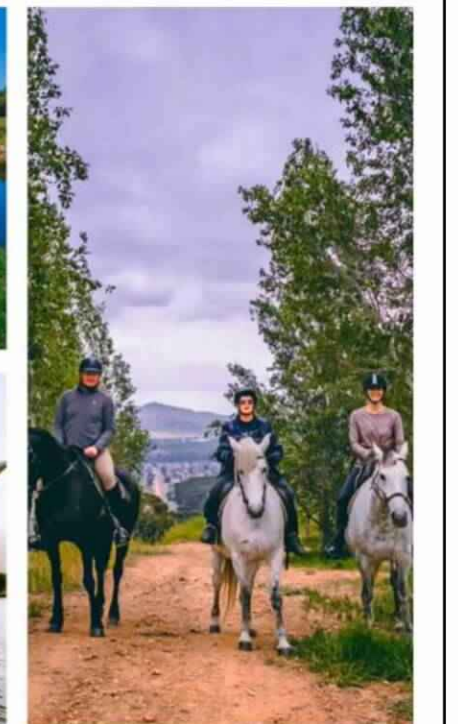


BEYOND THE VINEYARD

Wine tourism in South Africa is about far more than tasting.

Visitors enjoy vineyard walks, cellar tours, farm gardens, art collections and immersive food-and-wine experiences, often paired with some of the country's most celebrated restaurants.

Many estates combine wine, gastronomy, accommodation and nature, creating rich experiences within a short distance of each other.



A WELL-ESTABLISHED WINE NETWORK

South Africa is home to 23 diverse wine routes across three provinces, shaped by varied soils, climates and landscapes.

More than 360 years of winemaking heritage meet a new generation of innovative winemakers, welcoming visitors to experiences rooted in place, culture and hospitality.



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America hosted a webinar focused on the Cape Winlands as part of our program with taCONNECT. Guest presenter Jim Clarke, US Country Manager for Wines of South Africa (WoSA), introduced advisors to the landscapes, wine culture, and culinary excellence that define the Cape Winlands, from award-winning wines and Cape Dutch architecture to immersive food and wine experiences set in some of the world's most beautiful surroundings. The session highlighted the region's blend of heritage and innovation, including historic estates in Stellenbosch, Paarl, and Franschhoek as well as forward-thinking producers championing sustainability, regenerative farming, and unique visitor experiences. Advisors gained practical insights to help package and sell the Cape Winlands confidently, reinforcing SA's appeal as a diverse, high-value destination for their clients.

- **High level KPI -> 167 travel advisors attended live, 288 registered to receive the recording; recording uploaded to SAT's Insider Travel Portal for future viewing**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Agulhas Lighthouse Precinct & Indaba 2026 Preview – 24 April 2026



SOUTH AFRICAN TOURISM

Dear colleagues,

Trust you are well. As we move further into 2026, South Africa continues to build momentum across both tourism development and global trade engagement, creating new opportunities for you to inspire and sell the destination.

Below are two recent updates to support your conversations with clients.



New Visitor Experience at the Southernmost Tip of Africa

South Africa has officially unveiled new tourism infrastructure at the Agulhas National Park Lighthouse Precinct, located at the southernmost tip of the African continent.

This R81.7 million investment introduces a range of enhancements, including a 60-seater restaurant, an interpretation center, improved accessibility features, and upgraded facilities. The development also creates space for local SMMEs to offer crafts, food, and cultural experiences, enriching the visitor journey while directly supporting surrounding communities.

For clients, this adds a compelling new stop along the Western Cape's scenic routes, particularly for those interested in coastal landscapes, maritime history, and immersive cultural experiences beyond traditional safari and city itineraries.

Visit SANParks to learn more about the [Cape Agulhas Lighthouse](#).



Africa's Travel Indaba 2026 Preview

South Africa continues to reinforce tourism's role as a key economic driver ahead of Africa's Travel Indaba 2026, one of the continent's leading trade events.

Speaking during a recent stakeholder webinar, Minister of Tourism Patricia de Lille emphasized tourism's impact in driving job creation, supporting local enterprises, and contributing to GDP growth, while also highlighting the importance of stronger regional collaboration across Africa.

This year's Indaba, set to be opened by President Cyril Ramaphosa, further positions South Africa and the continent as a competitive, experience-rich destination for global travelers.

For the trade, this signals continued investment in product development, infrastructure, and market access, supporting your ability to confidently sell South Africa across a wide range of client segments.

You can see a replay of the webinar [here](#).

Thank you for your continued efforts and support in keeping South Africa top of mind for your clients.

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 active engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination South Africa top of mind among US and Canadian trade, supporting downstream conversion. In April, we distributed an update highlighting the opening of new tourism infrastructure at the Agulhas Lighthouse Precinct, reinforcing South Africa's continued investment in product development and community-based tourism experiences. The communication also previewed Africa's Travel Indaba 2026 and included a replay link to Minister Patricia de Lille's recent stakeholder webinar, emphasizing tourism's role as a key economic driver while underscoring continued momentum in trade engagement and destination positioning ahead of the event.

- **High level KPI -> email distributed to 17,846 trade from our CRM database, including travel agents, tour operators & MICE recipients**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, Africa's Travel Indaba 2026 Drives Trade and Tourism Growth – 27 May 2026



SOUTH AFRICAN TOURISM

Dear colleagues,

Earlier this month, Africa's Travel Indaba 2026 concluded on a high note in Durban, reaffirming its position as one of the continent's leading tourism trade platforms and a key driver of tourism growth, market access, investment, and industry collaboration across Africa.

Held under the theme "Unlimited Africa: Growing Africa's Tourism Economy," this year's event brought together tourism ministers, global buyers, exhibitors, airlines, media, and tourism stakeholders from across the continent and beyond. The show welcomed participation from 22 African countries, with 16 African tourism boards represented, 1,225 exhibitors confirmed, and an expanded Airline Pavilion featuring 18 airlines.



The event and related activities are estimated to have attracted approximately 9,810 delegates, including 274 hosted buyers, 637 non-hosted buyers, and 404 registered media, generating around R240 million in direct spending and an estimated R835 million in total tourism expenditure, while supporting more than 1,122 jobs. Early projections also indicate hotel occupancy in Durban reached 97%, underscoring the event's significant economic impact.

Opening the event, President Cyril Ramaphosa positioned tourism as one of Africa's most powerful development tools, highlighting South Africa's record 10.5 million international arrivals in 2025 and tourism's role in supporting nearly one million direct jobs nationally. He emphasized that at its heart, tourism is about people, from the young entrepreneur in Soweto building a digital platform for township experiences, to rural cooperatives in Limpopo offering authentic cultural encounters, and young innovators developing apps, safety tools, and high-tech solutions that are reshaping the visitor experience. He noted that these examples reflect a new generation that is not waiting for the future but actively creating it, underscoring that tourism is not only about destinations but about innovation, creativity, and opportunity.



Tourism Minister Patricia de Lille reinforced that South Africa has moved firmly from tourism recovery into a growth phase, underpinned by significant tourism infrastructure and hospitality investment across the country. She highlighted major developments currently reshaping the sector, including the continued expansion of the V&A Waterfront, the development of a Winelands Airport, and the upcoming July opening of the Club Med Beach and Safari Resort in KwaZulu-Natal. These investments were positioned as clear demonstrations of investor confidence in South Africa's long-term tourism growth prospects.

Beyond business networking and trade opportunities, Africa's Travel Indaba 2026 also highlighted tourism's broader role in driving enterprise development, innovation, youth empowerment, SMME growth, and community upliftment across the continent. Across all discussions, tourism was consistently framed as a sector capable of extending opportunity beyond traditional destinations into townships, rural communities, and emerging tourism economies.

As part of a forward-looking "African Ministers Panel Discussion: A Digital Future Driving Tourism Growth in Africa," tourism leaders explored how digital transformation is reshaping how Africa competes and connects in global tourism markets. Minister Patricia de Lille noted that the future traveler is mobile-first, digitally connected, and increasingly seeking personalized experiences, calling for a tourism strategy built on digital intelligence and personalization at its core.



She also highlighted South Africa's growing use of artificial intelligence in tourism, including Siyanda, an AI-powered travel assistant developed by the South African Tourism North America team. Designed to support both travelers and the travel trade, Siyanda provides real-time, personalized itinerary planning focused on South Africa, spanning safaris, heritage, hiking, gastronomy, wine regions, and cultural experiences. It reflects a broader shift toward using digital tools to enhance, rather than replace, the role of travel advisors by strengthening destination knowledge and early-stage inspiration. To chat with Siyanda, visit www.southafrica.net/us/en/travel

As the industry looks ahead, Africa's Travel Indaba continues to serve as a strategic platform connecting Africa to the world while shaping the future of African tourism through meaningful partnerships, investment, innovation, and collaboration.

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 active engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination South Africa top of mind among US and Canadian trade, supporting downstream conversion. In May, we distributed an update recapping Africa's Travel Indaba 2026, reinforcing the event's role as a leading platform for tourism growth and industry collaboration. The communication highlighted global participation and the event's significant economic impact. It also included key messaging from President Ramaphosa and Minister de Lille, including tourism's role in job creation and community empowerment, while positioning South Africa in a growth phase supported by ongoing infrastructure investment. Lastly, we spotlighted our focus on digital innovation, including a link to the AI-powered travel assistant, Siyanda, developed to support personalized trip planning and strengthen engagement with North American travelers and the travel trade.

- **High level KPI -> email distributed to 17,816 trade from our CRM database, including travel agents, tour operators & MICE recipients**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Trade Email Campaign, New Research: Understanding the Modern American Traveler to South Africa – 15 June 2026



SOUTH AFRICAN TOURISM



Dear colleagues,

South African Tourism's Insights & Analytics team has just released a new USA Market Segmentation Study that explores the evolving preferences, motivations, and booking behaviors of American travelers.

The United States remains one of South Africa's most valuable overseas source markets, recognized for its high visitor volumes, strong spending power, and longer lengths of stay. However, American travelers are evolving, and so are their expectations.

One message emerges clearly from the research: today's American traveler is looking for more than just safari.

The study identified three emerging traveler segments:

- Cultural Connoisseurs – travelers seeking cultural immersion, scenic beauty, local cuisine, heritage, and authentic storytelling experiences.
- Experiential Trailblazers – affluent travelers motivated by adventure, discovery, cultural engagement, and meaningful local experiences.
- Modern Memory Makers – travelers seeking family-friendly, shared experiences that combine fun, culture, convenience, and discovery.

Key findings from the research include:

- American travelers are willing to spend significantly on travel.
- They are looking for diverse itineraries that combine multiple experiences.
- Authenticity and storytelling are increasingly important.
- Ease of planning and trusted information sources influence conversion.
- Reviews and digital presence directly affect purchasing decisions.
- Different traveler segments require different messaging and product strategies.

The findings also highlight the growing role of digital discovery, reviews, AI-enabled tools, and personalized trip planning in shaping travel decisions.

For those of you packaging and selling South Africa, the opportunity is clear, American travelers continue to view South Africa as a desirable long-haul destination, but they are increasingly seeking richer, more diverse experiences that go beyond traditional wildlife offerings.

The full research study is available [here](#).

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 active engagement with the travel trade via our program with taCONNECT. This ongoing communication keeps destination South Africa top of mind among US and Canadian trade, supporting downstream conversion. In June, we distributed an update highlighting new research from the Insights & Analytics team focused on understanding the evolving preferences, motivations, and booking behaviors of American travelers. The communication reinforced the importance of the US as a key overseas source market while introducing three emerging traveler segments: Cultural Connoisseurs, Experiential Trailblazers, and Modern Memory Makers. It highlighted growing demand for authentic cultural experiences, diverse itineraries, and meaningful travel beyond traditional wildlife offerings, while emphasizing the importance of tailored messaging and product strategies to support conversion. Lastly, we reinforced the growing influence of digital discovery, online reviews, AI-enabled tools, and personalized trip planning in shaping travel decisions and driving demand for South Africa.

- High level KPI -> email distributed to 17,820 trade from our CRM database, including travel agents, tour operators & MICE recipients



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Portal Promotions & Resource Directory Promotions – January 2026



News of the Week - Jan 3



InsiderTravelReport <yournews@insidertravelreport.com>
To: Luxury Shaun

Reply Reply All Forward Set 1/3/2026 6:25 AM



THE TOP 10 MOST TRAVEL TRENDS ON INSIDER TRAVEL REPORT in 2025

Insider Travel Report regularly features at least two video interviews five days a week, every week of the year, but which... [Read More](#)

Resources



#1 Weekly Readership

1) What Luxury Travel Trends Does Kensington See for the Rest of the Year?

#1 Top Story Published 08/07/2025: This story was ranked number #1 for what you read in 2025. Please note these stories a... [Read More](#)



VISIT OUR INSIDER TRAVEL RESOURCE DIRECTORY

A Searchable Database of Curated DMCs, Tour Operators, Hotels, Lodges and Unique Experiences. [VISIT NOW](#)



#2 Weekly Readership

Insider Agenda: Your Top Travel Trade Events for 2026

Welcome to Insider Travel Report's weekly calendar of travel trade events, conferences and shows for 2026 and beyond. ... [Read More](#)

PERILLO TOURS Authentic, engaging journeys! **SPAIN** 80

INSIDER TRAVEL powered by taCONNECT

Polar Star spends 50th birthday rescuing a Cruise Ship in Ant...

by James Shalaghe, Jan 26, 2026, (0 comments)

Key Points: At a recent summit...

- The Scenic Eclipse II, a Polar expedition ship, was temporarily stuck in pack ice in the Ross Sea, Antarctica on Jan. 17.
- The USCGC Polar Star, a nearly 40-year-old vessel, provided assistance, and the natural movement of ice opened passages for the following day.
- The Scenic Eclipse II, which holds up to 228 passengers and 176 crew members, was escorted to open water by the Polar Star.
- The USCGC Polar Star, celebrating its 50th year of service, began retooling operations in the Southern Ocean for Operation Deep Freeze 2026.

A Polar expedition ship stuck in the ice? It's something many people worry about though it happens so infrequently it's not high on the list of concerns. But that's exactly what happened a few days ago on Jan. 17 when Scenic Eclipse II was on a voyage in the Ross Sea near McMurdo Sound in Antarctica.

Due to changes in the pack ice, progress was slower than planned, and Scenic Eclipse was seeing some slow going as it navigated through the sound. The ship's captain requested assistance from the nearby vessel USCGC Polar Star to clear the area together and avoid a longer waiting period at reduced speed.

The following day, the natural movement of the ice had opened the passageway again, and conditions had normalized. For Scenic guests, the operation became a memorable highlight with champagne being served on the Observation Deck as they

TRENDING NOW

- How National Geographic Limited Expeditions Is Celebrating 50 Years... [Read More](#)
- How Petaluma Hotel Group Is Driving International Growth... [Read More](#)
- What Are Soft's Megatrends for Travel in 2026?... [Read More](#)
- See the Designer Suite Explore Journeys Is Putting on Two New Ships... [Read More](#)
- How Delta Prepares to Grow in a Year After the Hunk Alliance... [Read More](#)

INSIDER TRAVEL PORTALS

- Overseas Hotels & Resorts
- Anderson Vacations
- ALG Vacations
- South Tourism Authority
- Tourism Carers
- South African Tourism
- Flig Airways

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 January, we conducted a B2B banner campaign within Insider Travel Report's newsletter 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 also 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 -> 75,260 agent views; 54 agent clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Virtual Roadshow Promotions – January 2026



New Wave Host Agency For Travel Honors Top Selling Advisors

InsiderTravelReport <younews@insidertravelreport.com>
To: Luxury Shaun

Mon 1/26/2026 6:21 AM

INSIDER TRAVEL REPORT powered by taCONNECT
Where your news comes first

Your Insider Travel Report January 26, 2026

Targeted Promotion based on your Specialty

South Africa awaits
COME FIND YOUR JOY

JOIN US @ VIRTUAL ROADSHOWS SELLING SOUTH AFRICA
ATTEND 1 DAY - FEBRUARY 24TH, 25TH, OR 26TH 2026
VIRTUAL ROADSHOWS JOIN US

Centum TOP 100 FORA ADVISORS 2026

New Wave Host Agency For Travel Honors Top Selling Advisors
Important since you Specialize in: *Luxury*
Fora Travel, a next generation host agency that says it is powering a new generation of travel entrepreneurs, honored its [Read More](#)

How National Geographic-Lindblad Expeditions Is Celebrating 60 Years
Important since you Specialize in: *Adventure/Soft Adv/Expedition, Europe, Central/South America/Antarctica, Africa/Middle East*
Last Friday (Jan. 23) marks the 60th anniversary of a defining moment in expedition travel. Sixty years ago, Lars-Eric Lin [Read More](#)

Targeted Promotion based on your Specialty

INSIDER TRAVEL REPORT powered by taCONNECT

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

Insider Travel Report

Insider Video: How Jamaica Used Hurricane Melissa to Rebuild Tourism
Mon 1/26/2026
Edward Bartlett, Jamaica's Minister of Tourism, talks with Alan Price of Insider Travel Report about how the country used Hurricane Melissa as an opportunity to rebuild a safer, [Read More](#)

Insider Video: A Moving Visit to Ypres and In Flanders Fields Museum
Mon 1/26/2026
Peter Steink, head of Visit Ypres and the team marketing representative for the In Flanders Fields Museum and the IFFM, [Read More](#)

What Are SKi's Megatrends for Travel in 2026?
Mon 1/26/2026
Both need to break SKi's Megatrends NYC in Manhattan this week, where major travel trends were revealed and discussed. The insights below reflect insights from SKi's Global Travel [Read More](#)

Watch the U.S. Coast Guard Help Free Some Eclipse II From Antarctic Ice
Mon 1/26/2026
A huge expedition ship stuck in the ice? It's something many people worry about though it happens so infrequently it's not high on the list of concerns, but [Read More](#)

South Africa awaits
COME FIND YOUR JOY

JOIN US @ VIRTUAL ROADSHOWS SELLING SOUTH AFRICA
ATTEND 1 DAY - FEBRUARY 24TH, 25TH, OR 26TH 2026
VIRTUAL ROADSHOWS JOIN US

News of the Week - Jan 17

InsiderTravelReport <younews@insidertravelreport.com>
To: Luxury Shaun

Sat 1/17/2026 6:28 AM

Travel Advisors

#1 Weekly Readership
Join Our Selling Adventure & Expedition Travel Virtual RoadShows Feb. 2-5
Insider Travel Report is hosting a free Virtual RoadShows-Selling Adventure & Expedition Travel on Feb. 2-5. This virt...[Read More](#)

South Africa awaits
COME FIND YOUR JOY

JOIN US @ VIRTUAL ROADSHOWS SELLING SOUTH AFRICA
ATTEND 1 DAY - FEBRUARY 24TH, 25TH, OR 26TH 2026
VIRTUAL ROADSHOWS JOIN US

#2 Weekly Readership
Luxury Travel Insider: How Smart Advisors Win in River and Yacht Cruising
Last week I spent several hours speaking with and training Scenic Group's executive leadership team, working across ...[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 January, we conducted a B2B banner campaign on Insider Travel Report's homepage and newsletter to promote our virtual road show taking place in February and drive traffic to the registration landing page.

- **High level KPI -> 992,194 agent views; 596 agent clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Portal Promotions – February 2026



News of the Week - Feb 28

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



Abercrombie & Kent Travel Group (AKT) has strengthened its trade sales leadership in the Americas with expanded roles...[Read More](#)

Destinations



#1 Weekly Readership

Sandals Set to Host NBC's "TODAY with Jenna & Sheinelle" in March

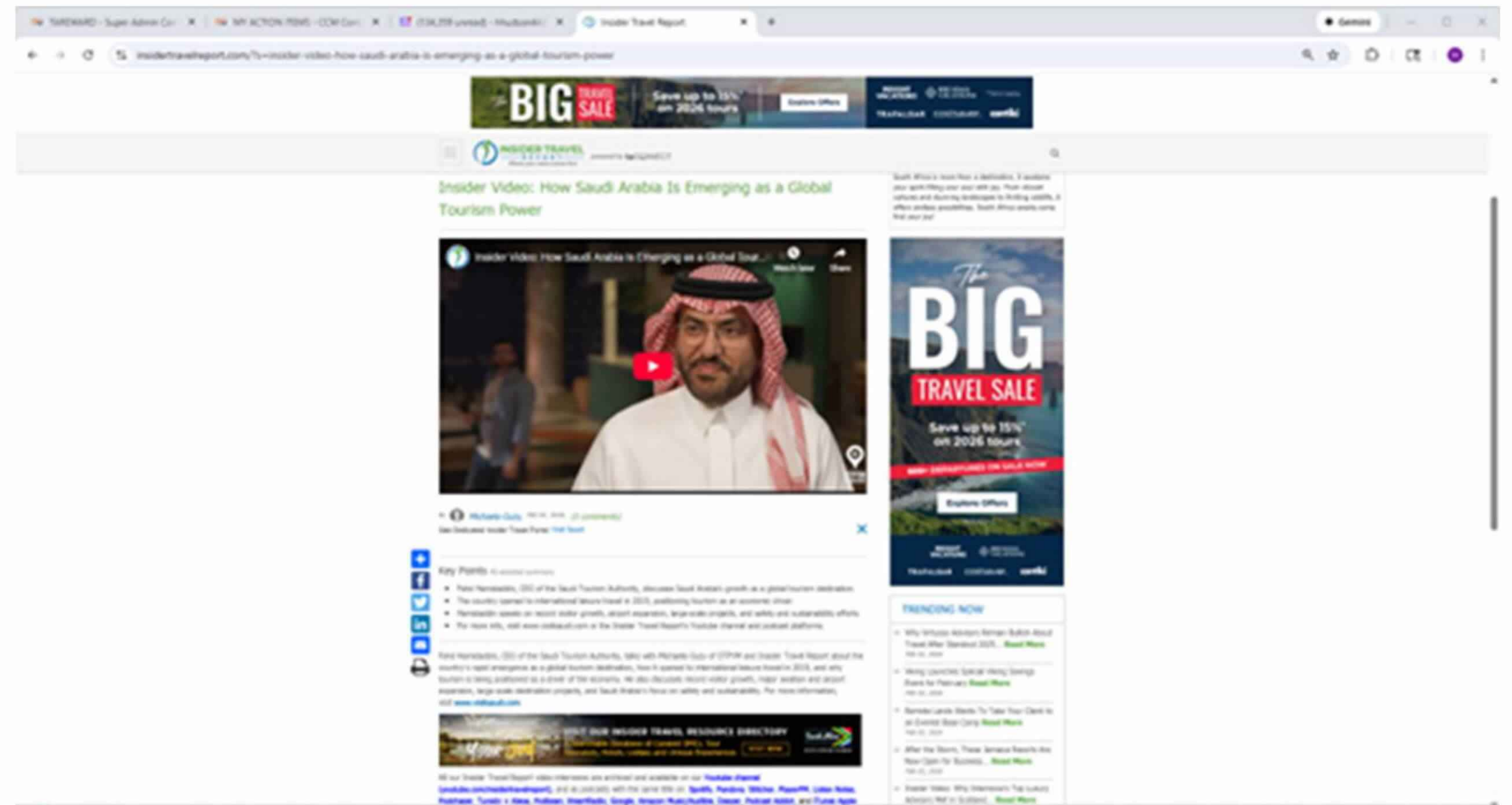
Jamaica and Sandals Resorts will get a big boost next month when the national morning show, NBC's "TODAY with Jenna & Sheinelle" will be filmed at Sandals Resorts. [Read More](#)



#2 Weekly Readership

DHS Shuts Down Global Entry and TSA PreCheck (Almost) in Budget Fight

Perhaps to no one's surprise the fight over the federal budget between Democrats and Republicans is now hitting travel. [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 February, 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 -> 42,722 agent views; 24 agent clicks**

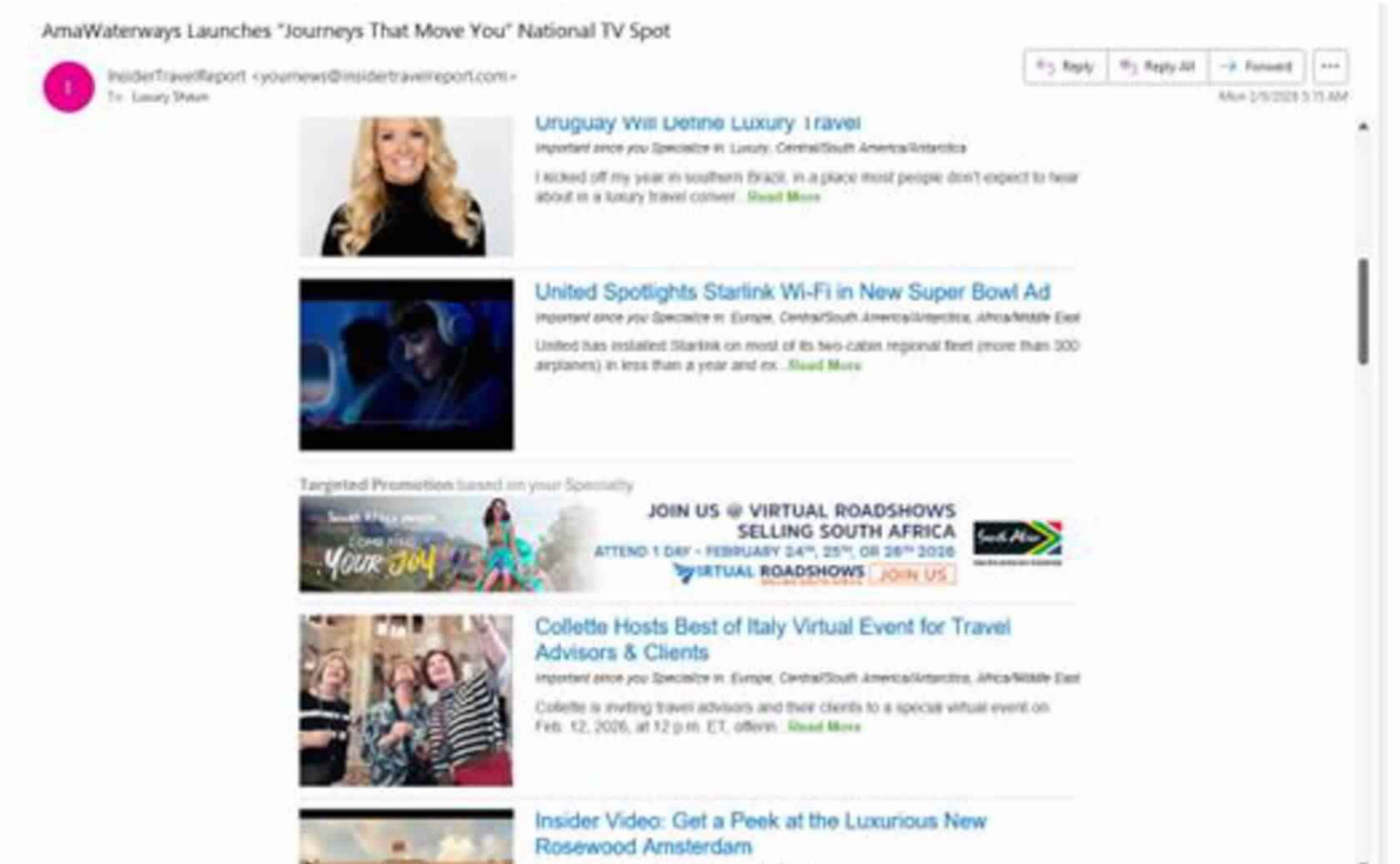
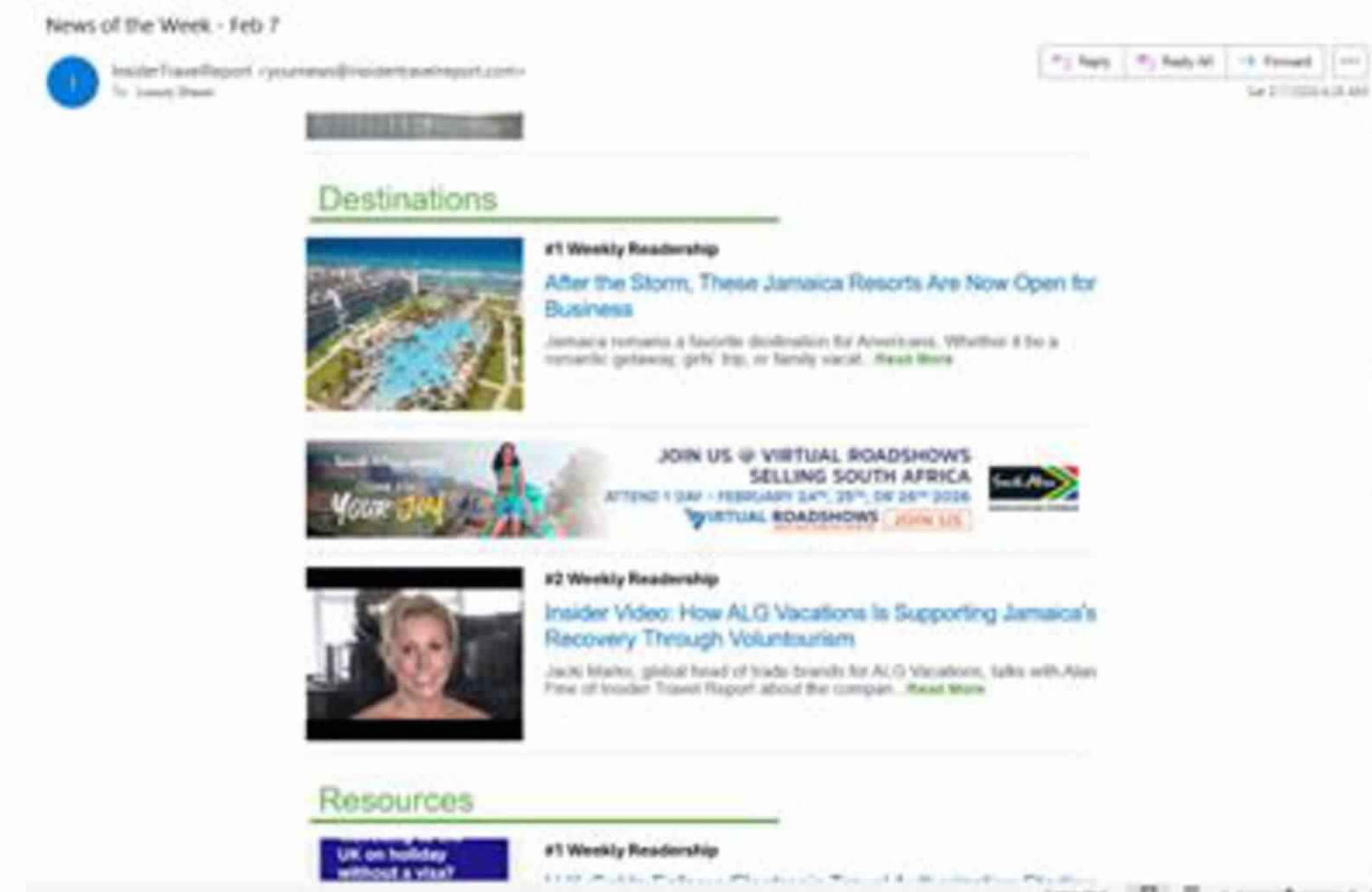
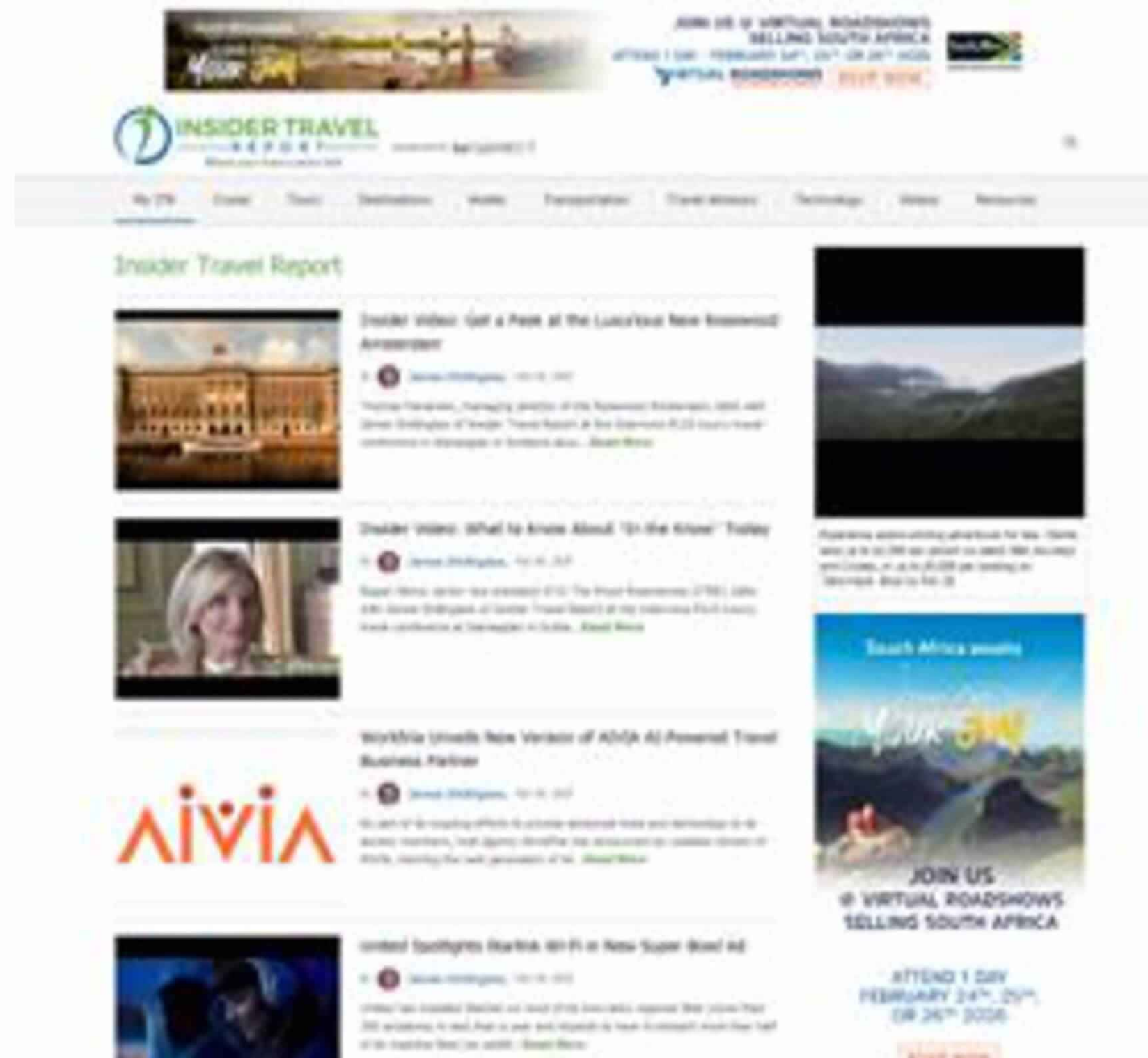


SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Virtual Roadshow Promotions – February 2026



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 February, we conducted a B2B banner campaign on Insider Travel Report's homepage and newsletter to promote our virtual road show taking place later this month and drive traffic to the registration landing page.

- **High level KPI -> 1,386,233 agent views; 547 agent clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Homepage Video Placement, Insider Travel Report – February 2026



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 “Come Find Your Joy” TVC on the homepage of Insider Travel Report. For one week in February, the video (linked to our YouTube channel) appeared in the top right rail of the homepage for maximum visibility delivering 75,979 impressions.

- **High level KPI -> 75,979 total impressions**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Insider Travel Report Banner Campaign, Portal Promotions & Resource Directory Promotions – March 2026



Scenic Group Launches "March of Momentum" Trade Incentives

InsiderTravelReport <yournews@insidertravelreport.com>
To: Luxury Shaun

Mon 3/2/2026 6:14 AM

[Reply](#) [Reply All](#) [Forward](#) [...](#)

About Travel
Important since you Specialize in: Luxury, Cultural/Experiential Travel
On Tuesday, March 10, 2026, the Kingdom of Bhutan's Ministry of Tourism will be launching a series of educational we...[Read More](#)

Lindblad Expeditions Delivers Strongest Ever Financial Results in 2025
Important since you Specialize in: Adventure/Soft Adv/Expedition, Europe, Central/South America/Antarctica
Lindblad Expeditions Holdings, Inc., a global provider of expedition cruises and adventure travel experiences, today repor...[Read More](#)

Targeted Promotion based on your Specialty

South Africa awaits
COME FIND YOUR JOY
VISIT OUR INSIDER TRAVEL PORTAL FOR EXCLUSIVE RESOURCES
A Searchable Database of Curated DMCs, Tour Operators, Hotels, Lodges and Unique Experiences
[VISIT NOW](#)

How the Sudden Iran War Is Disrupting Global Travel
Important since you Specialize in: Luxury, Africa/Middle East
We have never seen a conflict in the Middle East quite like the one that erupted over the weekend. After Israel and the Un...[Read More](#)

Discover an Old Alternative to a Luxury Nile River Cruise
Important since you Specialize in: Luxury, Africa/Middle East

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Insider Travel Report

Insider Video: How InsiderTravel's Ambassador Program Helps Advisors Succeed
By [Alan Rowe](#), Apr 16, 2022
Oliver Rowe, an InsiderTravel ambassador advisor, talks with Alan Rowe of Insider Travel Report at QandQ, the InsiderTravel national conference at the Ritz-Carlton in Ponte Vedra, about how she...[Read More](#)

Insider Hotels: What's New in Luxury Hotels in the U.K., Portugal, Italy and Croatia
By [Alan Rowe](#), Apr 16, 2022
Rosa Maly Panchukova, CEO for KIMBLE, Rosa Panchukova has broken ground as a travel vet at Kimble in Portsmouth, England, that will make Rosa Panchukova, Rosa Panchukova...[Read More](#)

How "Las Vegas" ADPATS New Has An Underground Night Club
By [James DeNaples](#), Apr 16, 2022
There have been several other Las Vegas ADPATS since it opened during the pandemic as it has added multiple members, many, shopping and entertainment...[Read More](#)

Southern Africa's Lodges Seek to Answer Luxury Travel's Sustainability Shift
By [James DeNaples](#), Apr 16, 2022
South Africa is changing, but not in the way people once predicted. Big game is no longer hunted, and water is no longer the major of...[Read More](#)

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

News of the Week - Mar 14

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

Sat 3/14/2026 6:23 AM

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#2 Weekly Readership
How the Iran War Hits Traveler Security Fears and Demand
The escalation of the Middle East conflict has triggered diverse and sharp drops in travel security perception across Gulf...[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 March, we conducted a B2B banner campaign within Insider Travel Report's newsletter 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 also 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 -> 537,387 agent views; 412 agent clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Destination of the Month B2B Email & Banner Campaign, Signature Travel Network – January 2026



Become a South Africa Specialist - Build your South Africa expertise and stand out with clients. Explore the SA Specialist Program, access insider tools, and confidently plan immersive itineraries that help travelers experience joy, connection, and unforgettable moments across this extraordinary destination. [South Africa is your Destination of the Month for January!](#)

Join South African Tourism for a fast-paced, inspiring 20-minute session that showcases why South Africa continues to captivate travelers. [Register for this January 14th webinar!](#)



South Africa Safari Moments That Stay With You - Bring clients closer to the Big Five, luxury bush lodges, and immersive wildlife experiences. Learn how to create safari journeys that go beyond game drives and leave lasting memories long after the trip ends. [South Africa is your Destination of the Month for January!](#)

Join South African Tourism for a fast-paced, inspiring 20-minute session that showcases why South Africa continues to captivate travelers. [Register for this January 14th webinar!](#)



South Africa's Culture, Cities & Connections - Connect travelers with South Africa's heartbeat. From vibrant townships and buzzing markets to historic sites like Robben Island, craft urban and rural experiences that reveal stories, traditions, and people clients will carry with them forever. [South Africa is your Destination of the Month for January!](#)



Adventure, Scenery & Coastlines of South Africa - Inspire clients with South Africa's epic landscapes and adventures. From whale watching and hikes to coastal drives and adrenaline-filled thrills, every view, wave, and moment invites joy, wonder, and lifelong memories. [South Africa is your Destination of the Month for January!](#)



South Africa Awaits

Destination of the Month for Signature Travel Network Advisors

Come Find Your Joy — and help your clients do the same.

South Africa is a destination that delivers emotionally rich experiences, logistical ease, and exceptional value. For clients seeking meaningful travel that blends wildlife, culture, cuisine, scenery, and human connection, South Africa consistently exceeds expectations — often at surprising price points.



Here, journeys unfold at an unhurried pace. Moments feel personal, and travelers are invited to be fully present. From the warmth of its people to the depth of its landscapes and stories, South Africa offers clients something increasingly rare: space to reconnect, play, and rediscover joy.

For Signature advisors, this is a place where expertise transforms good trips into unforgettable ones.

Signature advisors can confidently sell:

- Big Five sightings on expertly guided game drives
- Luxury lodges in the heart of the bush, blending comfort with immersive nature
- Bush dining and local wines in unforgettable settings
- Wellness moments in the wild, such as open-air massages or quiet reflection under the stars
- Experiences for families, couples, or ultra-private romantic escapes



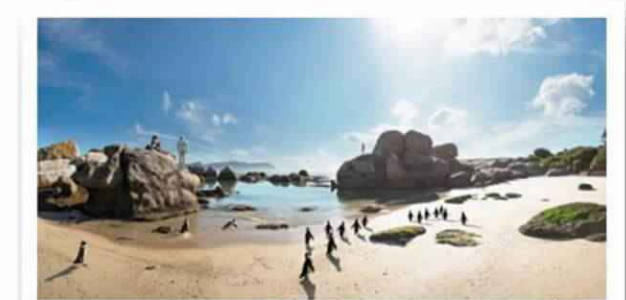
South African safaris are not about ticking boxes, they are about being fully present in the wild.

Culture and Cities That Connect Us

South Africa's people are its heartbeat, warm, vibrant, and full of stories that linger long after a trip ends. As a country rich in both ancient and contemporary history, travelers experience a culture shaped by resilience, creativity, and joy, from rural villages to bustling urban centers.

Signature advisors can confidently sell:

- Iconic historical and cultural sites from the Cradle of Humankind to Robben Island and the Apartheid Museum
- Community-led township tours that create meaningful connections
- Markets, galleries, theatres, jazz festivals, and vibrant showcasing local creativity and spirit



- Blue Flag beaches, forested coastal trails, and opportunities for swimming, hiking, or cycling
- Marine encounters, from whale watching and snorkeling to seal colonies and ocean adventures
- Off-the-beaten-path destinations that reveal hidden gems

Experiencing South Africa's scenery is about more than sightseeing. It's about feeling the vastness and diversity of nature at every turn.

A Natural Outdoor Playground

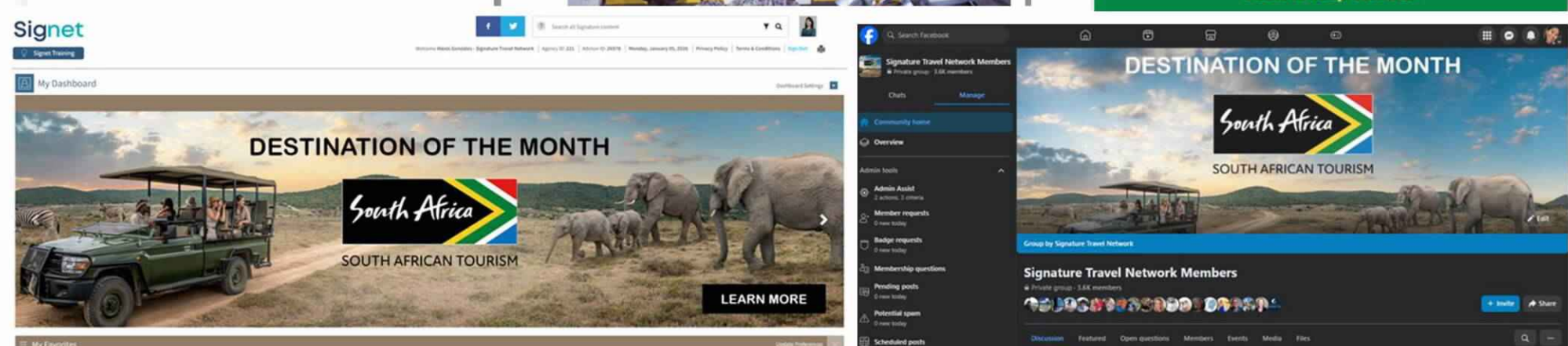
South Africa is an adventure-lover's paradise, offering experiences that range from thrilling to serene. Every activity allows travelers to explore, move, and feel fully alive.

Signature advisors can confidently sell:

- Cage diving with great white sharks, bungee jumping, and white-water rafting
- Hiking and mountain biking through iconic and remote landscapes
- Golf, cycling, and outdoor leisure activities set against dramatic backdrops
- Family-friendly, multi-generational, and eco-conscious adventures
- Guided wildlife encounters, nature walks, and immersive outdoor experiences

South Africa's outdoors is about more than activity, it's about freedom, energy, and wonder at every turn.

Tools to Help You Sell



As part of our localized marketing campaigns to increase demand and build brand affinity to increase conversion, SAT North America continued our marketing program with Signature Travel Network as the Destination of the Month for January 2026. Throughout the month, weekly B2B email headlines promoted SA to STN travel advisors, directing them to a custom destination training landing page featuring resources, product information, STN-member properties and offers from STN-member tour operators. Banner campaigns also ran across SigNet, STN website, and the STN Facebook page to amplify visibility. *Reporting was only made available in February and is therefore included in this report.*

- **High level KPI -> 6 Jan email distributed to 10,977 STN advisors + 6,000 from Cruise Planners; 13 Jan email distributed to 10,980 STN advisors + 6,000 from Cruise Planners; 20 Jan email distributed to 10,996 STN advisors + 6,000 from Cruise Planners; 27 Jan email distributed to 11,099 STN advisors + 6,000 from Cruise Planners; SignNet banner impressions: 7,121; Facebook banner impressions: 3,600; STN website banner impressions: 3,000**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Destination of the Month B2C Email Campaign, Signature Travel Network – January 2026



Signature
Travel Network

South Africa awaits

COME FIND
YOUR JOY

TAP TO PLAY ▶

Imagine a place where every sunrise sparks wonder, every coastline invites exploration, and every encounter leaves a lasting mark on your heart. That place is South Africa.

Your Adventure Begins Here →



South Africa is for...

Adventurers

- Journey from Big Five safaris to rugged coastlines, soaring peaks, and untamed natural beauty.

Thrill Seekers

- Stand at the edge—bungee over deep gorges, encounter sharks up close, surf wild oceans.

Culture Lovers

- Walk through living history, where powerful stories, traditions, music, and art shape every city.

Foodies & Wine Enthusiasts

- Taste the soul of the Cape, from vineyard-lined valleys to bold, globally acclaimed cuisine.

Luxury Travelers

- Experience understated elegance in private safari lodges, iconic wine estates, and design-forward retreats.



Explore curated offers designed to match every travel style and start planning a journey that blends wonder, connection, and unforgettable memories.

Plan Your Joy →



Inspiring new ways

Signature
Travel Network

SAFARI THRILLS, COASTAL BEAUTY,
VIBRANT CULTURE

Adventure Lives in the Wild

Track the Big Five on safari, dine beneath the stars, and feel the thrill of adventure—on land, in the water, or even from the sky.



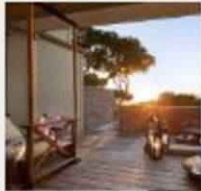
Culture That Welcomes You In

South Africa's people bring your journey to life. Warm, vibrant, and full of stories, they welcome you into bustling cities, townships, and villages.



Nature That Takes Your Breath Away

Towering mountains, dramatic canyons, lush valleys, and sparkling beaches—every turn reveals a new moment of awe.



Savor Life's Finer Pleasures

Award-winning wines, flavorful local dishes, and intimate culinary experiences invite you to taste the country's rich heritage.



South Africa | Come Find Your Joy

Imagine a place where every sunrise sparks wonder, every coastline invites exploration, and every encounter leaves a lasting mark on your heart. That place is South Africa.

Vacations

Title	Destination	Rating	Nights	Travel Date	Price From	Offer ID
6-Nights Icons of Southern Africa	South Africa	Superior	6	05/15/2026 - 05/21/2026 05/29/2026 - 06/04/2026 06/12/2026 -	\$1,685	1607183
9-Nights South African Splendor	South Africa	Luxury	9	10/15/2025 - 12/31/2026	Call for pricing	1387931
8-Nights South Africa & Victoria Falls - Small Group Journeys	South Africa/Victoria Falls	Luxury	8	01/16/2026 - 12/11/2026	Call for pricing	1544640

Offer ID: M29678

Reference this number when contacting our agency so we may better serve you.

LEARN MORE ABOUT SOUTH AFRICA →

CONTACT YOUR SOUTH AFRICA SPECIALIST →

As part of our localized marketing campaigns to increase demand and build brand affinity to increase conversion, SAT North America continued our marketing program with Signature Travel Network as the Destination of the Month for January 2026, distributing a consumer emailer showcasing South Africa’s safari thrills, coastal beauty, and vibrant culture. The feature-style email highlighted that South Africa is more than a holiday destination, it is a place to reconnect with nature, with people, and with the joy of truly experiencing the world. A clear call-to-action directed readers to value-for-money packages offered by STN-member travel advisors and tour operators. *Reporting was only made available in February and is therefore included in this report.*

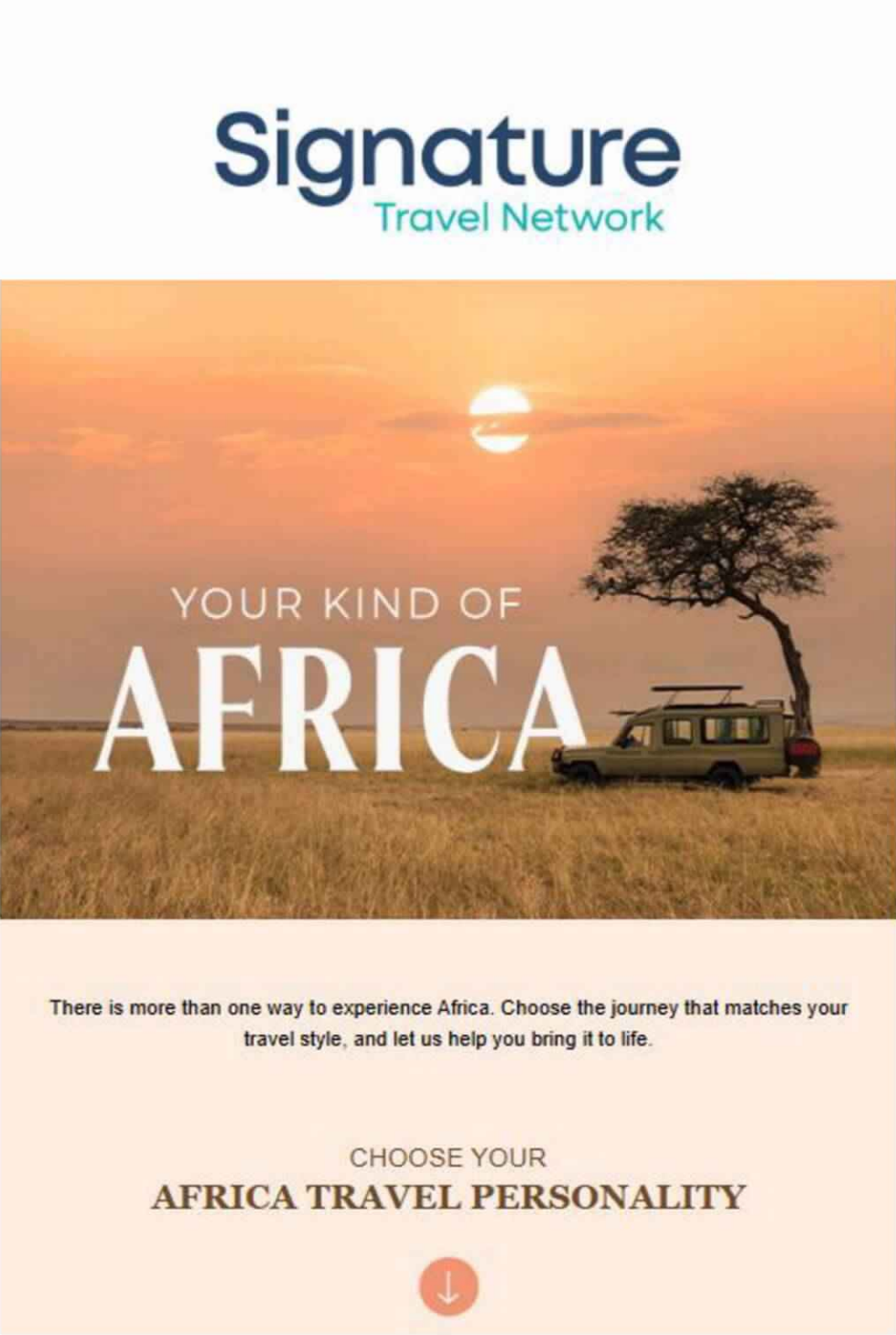
- **High level KPI -> email distributed to 450,297 consumers with CTA to contact their STN-member travel advisor; 39% open rate**

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Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op B2C Email Campaign with Signature Travel Network, Africa Newsletter – 12 May 2026



The One-Country Maximizer
One trip, wildly different days: city energy, coast, food & wine, wildlife and adrenaline.



SOUTH AFRICA
If you want a trip with range, South Africa delivers. Start here with a quick snapshot of what you can do, see and dive into across the country.

Explore South Africa →

The Cultural Connoisseur
Create a tailor-made Morocco journey focused on culture, from imperial cities and ancient medinas to hands-on local experiences.



GOWAY TRAVEL
Whether you're craving adventure, culture or a touch of luxury, Morocco delivers it all in a perfectly-tailored itinerary that elevates your experience from memorable to unforgettable.

Build Your Morocco Itinerary →

Come Find Your Joy
in South Africa



BREATHTAKING SCENERY
Every day in scenic South Africa ends with a horizon to look out on. No matter which province you're in, you're always right around corner from something breathtaking... something that will leave you incapable of saying anything other than "wow".

YOUR ADVENTURE BEGINS



BUSTLING CITY LIFE
Every South African city has its own unique story to tell, and the best people to tell those stories are the locals themselves. So, let them be your guide to all the hot spots, from the best museums and...

VIBRANT CULTURE
To be in South Africa is to be part of a story that goes back to the start of all humanity. Today, South Africa has evolved into an amazing mix of modern cultures, inspiring...

SIGNATURE TRAVEL NETWORK | Emily Perry | 310-574-0883 | Email



Come Find Your Joy in South Africa

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, South Africa 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 the streets, taste the flavors of diverse cultures and embrace the warmth of a nation that thrives on authenticity and connection.

Vacations

Title	Destination	Rating	Nights	Travel Date	Price From	Offer ID
9-Nights Explore Cape Town & Kruger National Park - National Geographic Journeys	South Africa	Moderate	9	04/29/2026 - 05/08/2026 05/02/2026 - 05/11/2026 05/04/2026 -	\$4,199	1532863
10- Nights Swain's Southern Africa Highlights	South Africa	Deluxe	10	05/01/2026 - 08/31/2026 09/01/2026 - 10/31/2026 11/01/2026 -	\$10,925	1405485
10- Nights Cape and Safari In-Style	South Africa	Deluxe	10	05/01/2026 - 05/31/2026 06/01/2026 - 06/07/2026 06/08/2026 -	\$17,020	1406912
9-Nights Wild Kingdoms of Southern Africa	Africa	Luxury	9	04/01/2026 - 12/31/2026	Call for pricing	1288510

Offer ID: M30292
Reference this number when contacting our agency so we may better serve you.

LEARN MORE ABOUT SOUTH AFRICA

CONTACT YOUR SOUTH AFRICA SPECIALIST

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 relationship with Signature Travel Network (STN) to secure added-value inclusion in their Africa-focused consumer e-newsletter. The campaign encouraged consumers to identify their “Africa travel personality” through curated destination profiles, with South Africa positioned as the “One-Country Maximizer,” highlighting our diverse offerings across city experiences, coast, food & wine, wildlife, and adventure. Click-through traffic directed travelers to our SA microsite within the STN platform, featuring 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 350,181 US and Canadian consumers



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Signature Travel Network Regional Travel Exchange – 17-18 June 2026

COME FIND
YOUR JOY



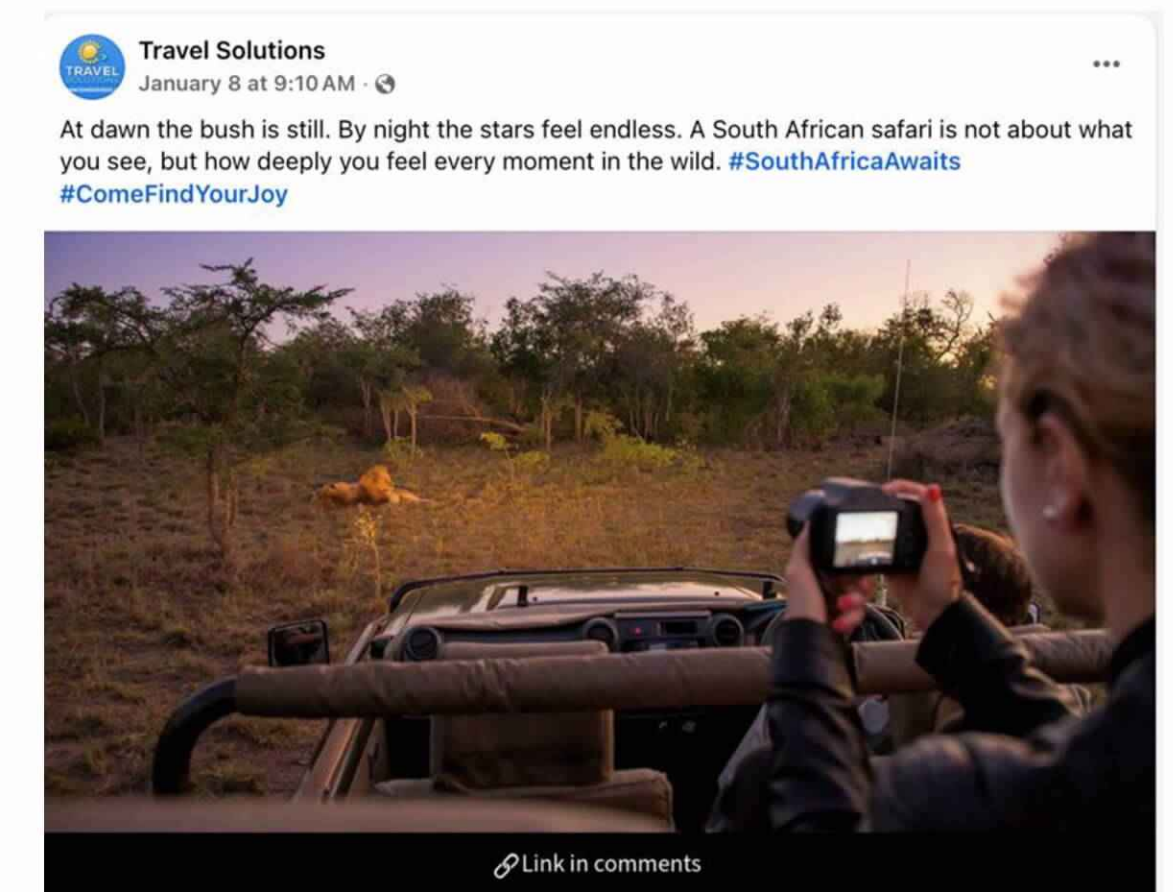
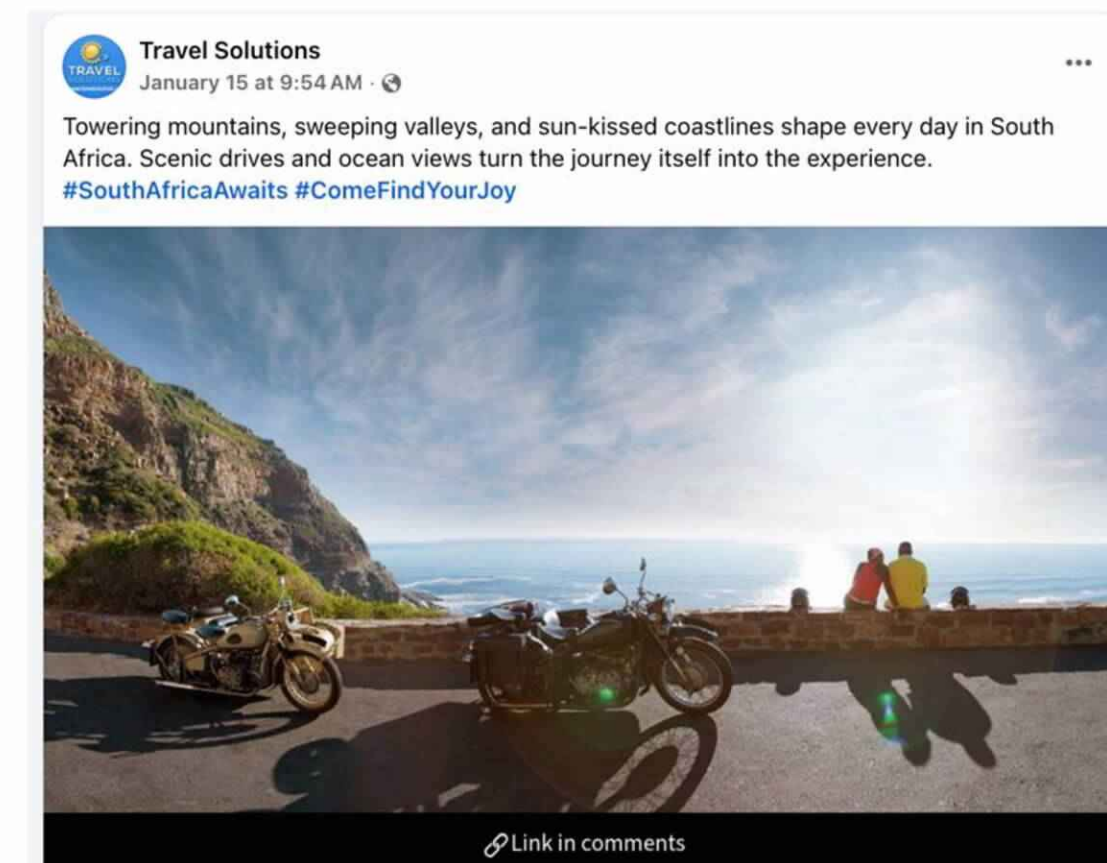
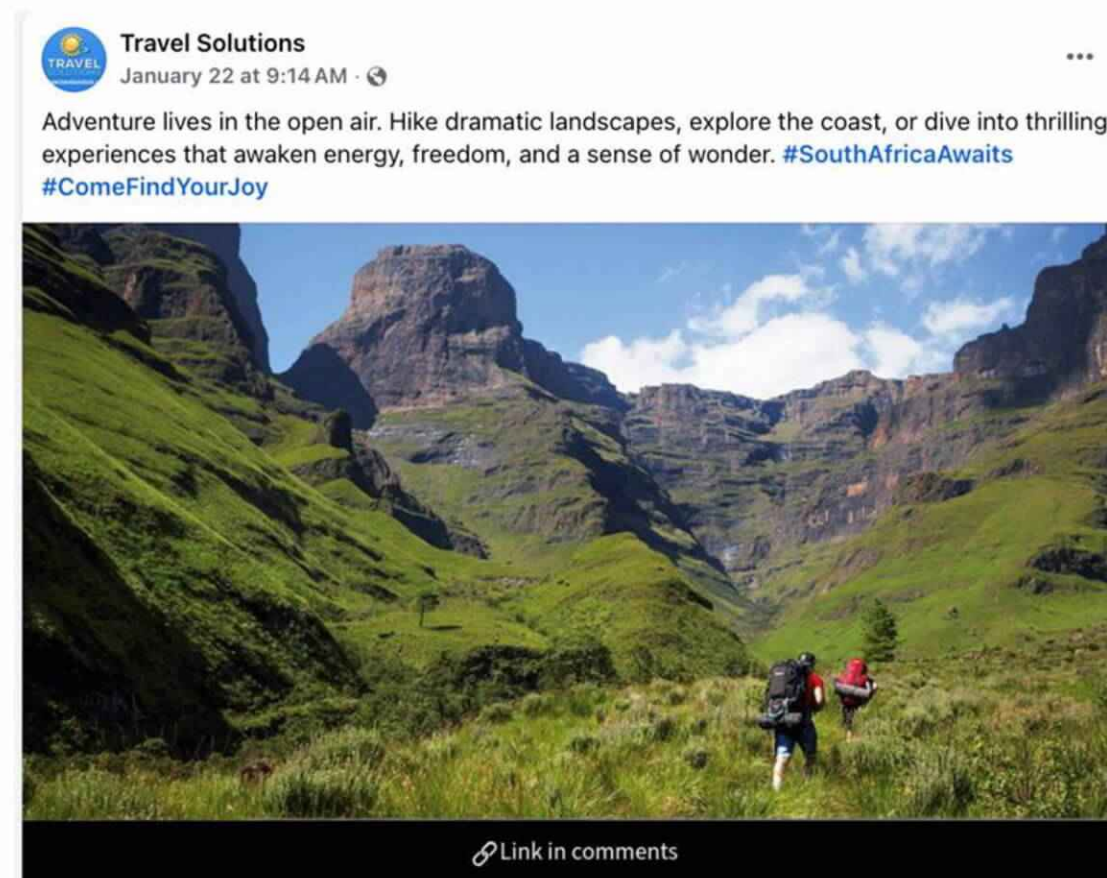
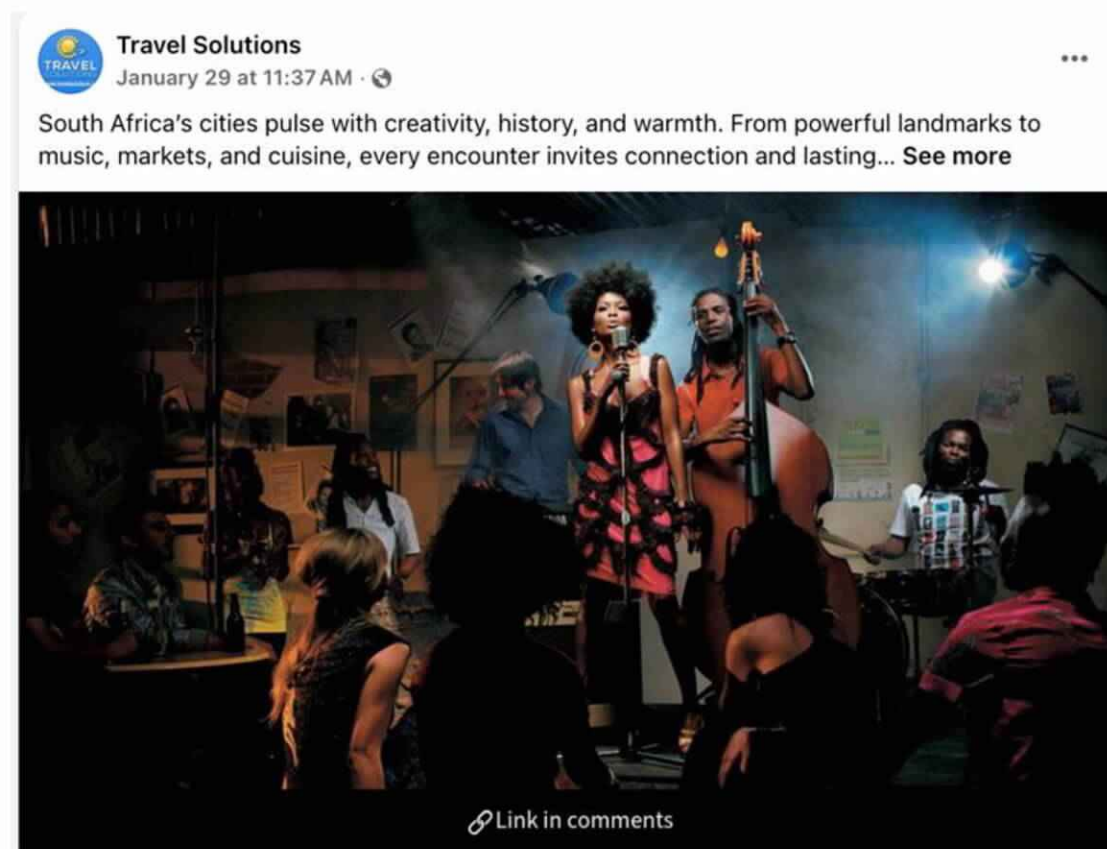
As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America participated in the Signature Travel Network's Regional Travel Exchange in Chicago. SAT kicked off the event with a general session mainstage presentation to all delegates, introducing South Africa's global brand message, "Come Find Your Joy," while highlighting the destination's diverse experiences, strong value proposition, ease of access for North American travelers, as well as growing demand from the US and Canadian markets. This was followed by one-on-one appointments and networking sessions where the team showcased South Africa's diverse tourism offerings and strengthened relationships with advisors looking to expand their South Africa expertise.

- **High level KPI -> 226 advisors engaged through mainstage presentation, 73 one-on-one meetings with travel advisors on the exploration & expedition track**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed
BranchUp Social Media Campaign – January 2026



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 January, the hiking post performed strongly across both USA and Canadian audiences, capturing the spirit of exploration and freedom that resonates with adventure seekers.

- **High level KPI → USA Impressions: 5.9 million; Reach: 160,001; Engagements: 16,362; Clicks: 2,272**
- **Canada Impressions: 580,865; Reach: 54,706; Engagements: 1,917; Clicks: 722**

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Advisor Inspirations Email Campaign with BranchUp – January 2026



Hi Maureen,

AI is always on. Travel Advisors are **Always There**.

To me, this captures the heart of the conversation happening across our industry. More travelers are experimenting with AI tools to research destinations, collect ideas, and explore options at any hour of the day. And that's perfectly fine—AI is a powerful starting point.

But when people want clarity, reassurance, or help when the unexpected happens, they don't turn to a chatbot. They turn to you. Your experience, judgment, and genuine care transform information into lifelong memories.

That's why it's even more important that Advisors take the lead in building relationships. That begins with staying visible. Consistent marketing keeps you top of mind as the expert your clients can rely on, especially when they're overwhelmed by too much information.

BranchUp was designed to make that visibility effortless. Every post, reel, and email is a reminder that the world is full of choices—and that you are the professional who can help them navigate it all. As you grow your audience across social and email, your value expands right alongside it.

Make it a habit to take five minutes a day or twenty minutes each week to personalize your BranchUp Marketing Calendar. Add a local hashtag. Add a question. Add a short story. Small touches create meaningful connections.

AI is always on. Travel Advisors are *always there*.

Best wishes,

Mike

Michael Drever
Founder & CEO, BranchUp

Top 5 Reasons Your Clients Will Fall in Love with South Africa in 2026



SOUTH AFRICAN TOURISM

From breathtaking landscapes to unforgettable encounters with locals, South Africa offers experiences that stay with travelers long after they return home. Your clients can explore vibrant cities, charming towns, and unspoiled wilderness, all in a single destination.

1. The People: South Africans are warm, welcoming, and full of stories to share. From bustling city streets to rural villages, meaningful interactions create memories clients will cherish forever.

2. The Wildlife: Imagine your clients spotting the iconic Big Five, observing elephants in their natural, or watching lions at sunset. With excellent guides and immersive safari experiences, South Africa delivers adventure at every turn.



3. The Diverse Experiences: Wine tastings in world-class vineyards, township cultural tours, coastal escapes, hiking rugged mountains, and contemporary art – South Africa offers something for every type of traveler. Families, honeymooners, adventure seekers, and culture lovers will all find unforgettable experiences.

4. The Culinary & Wine Scene: From traditional dishes to cutting-edge cuisine, South Africa's food and wine scene delights every palate. Private tastings, award-winning restaurants, and local flavors combine with great value thanks to affordable exchange rates.



5. The Feeling of Transformation: Beyond the sights and tastes, South Africa inspires perspective and connection. Travelers leave feeling renewed, enriched, and eager to return.

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 this year on one extraordinary journey.

[Get Certified](#) with the South Africa Specialist Program



Need Help?

Email [\[email protected\]](#) or visit the [Help Center](#) for video tutorials and answers to Frequently Asked Questions.

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638 Millbank Vancouver BC Canada V5Z 4B7

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. As added value, SAT was featured in BranchUp's January Advisor Inspirations Newsletter with a feature titled, "Top 5 Reasons Your Clients Will Fall in Love with South Africa in 2026" that highlighted our People, Wildlife, Variety of Experiences, Food & Wine Scene, and Feeling of Transformation. Advisors were encouraged to help their clients discover joy, connection, and wonder in South Africa by getting certified with the SA Specialist Program.

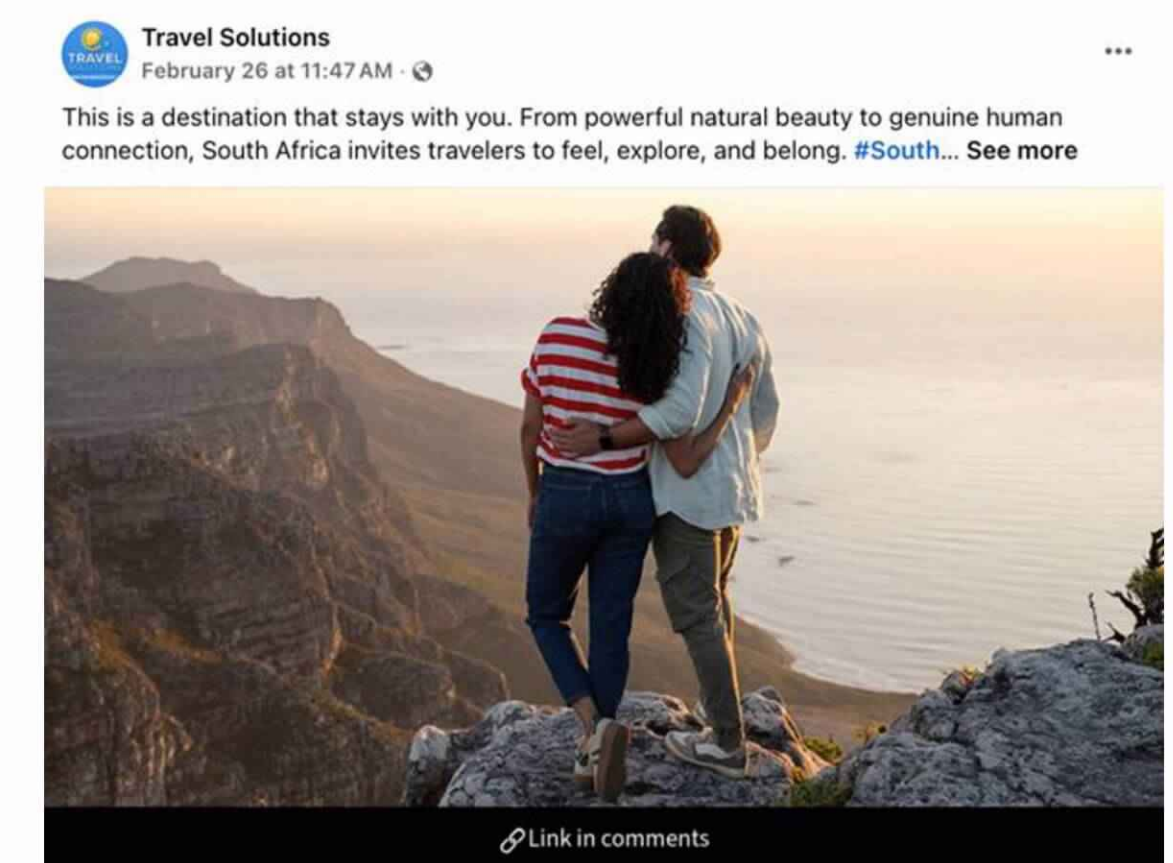
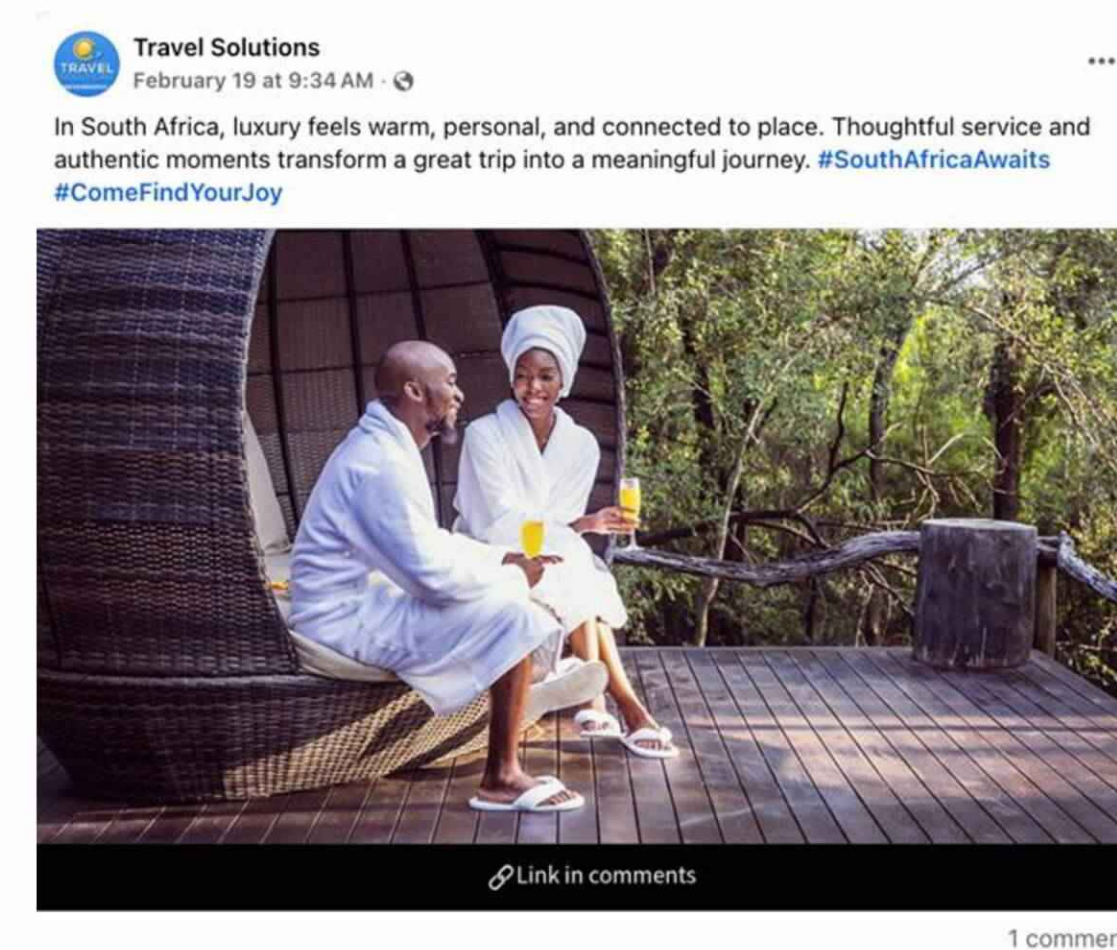
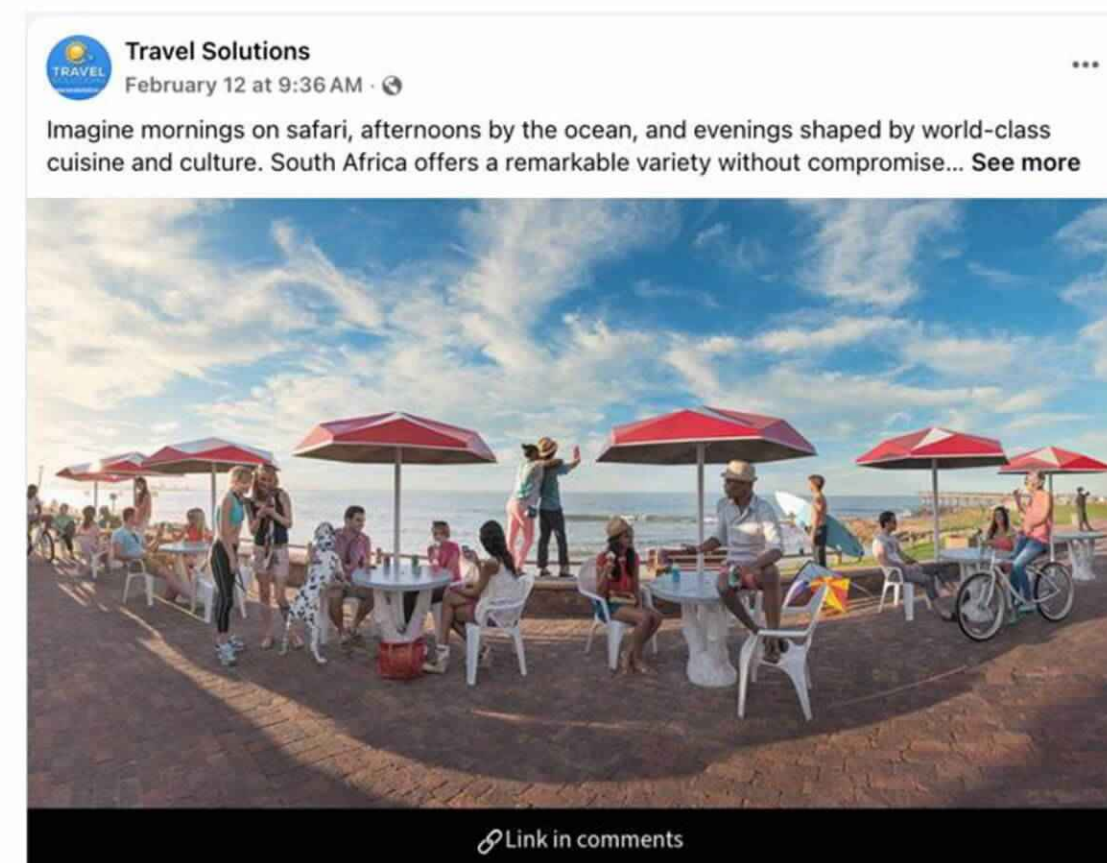
- **High level KPI → email sent to 39,000 travel advisors; open rate 21%**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed
BranchUp Social Media Campaign – February 2026



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 February, the thoughtful mountaintop post ("This is a destination that stays with you...") delivered the strongest engagement rates of the campaign, 16.52% in the US and 6.06% in Canada, resonating with the audience.

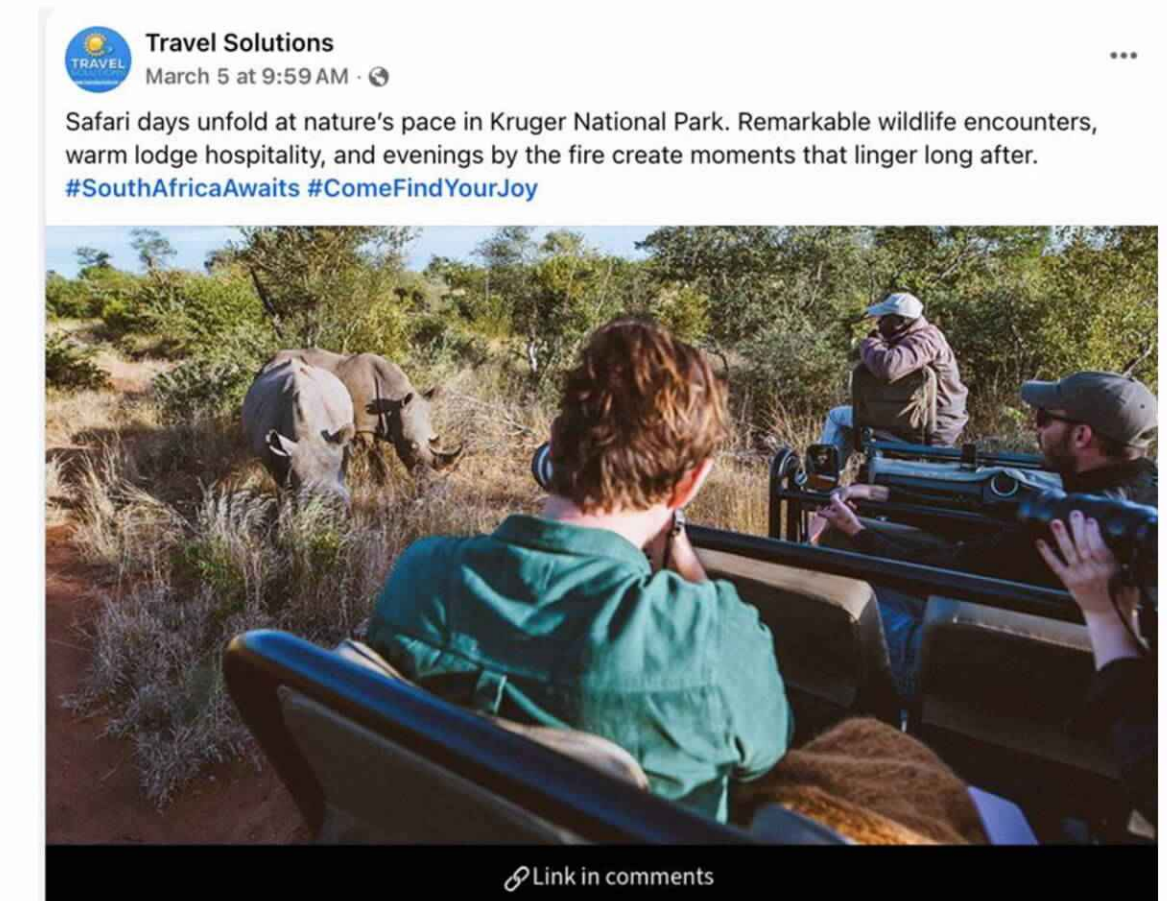
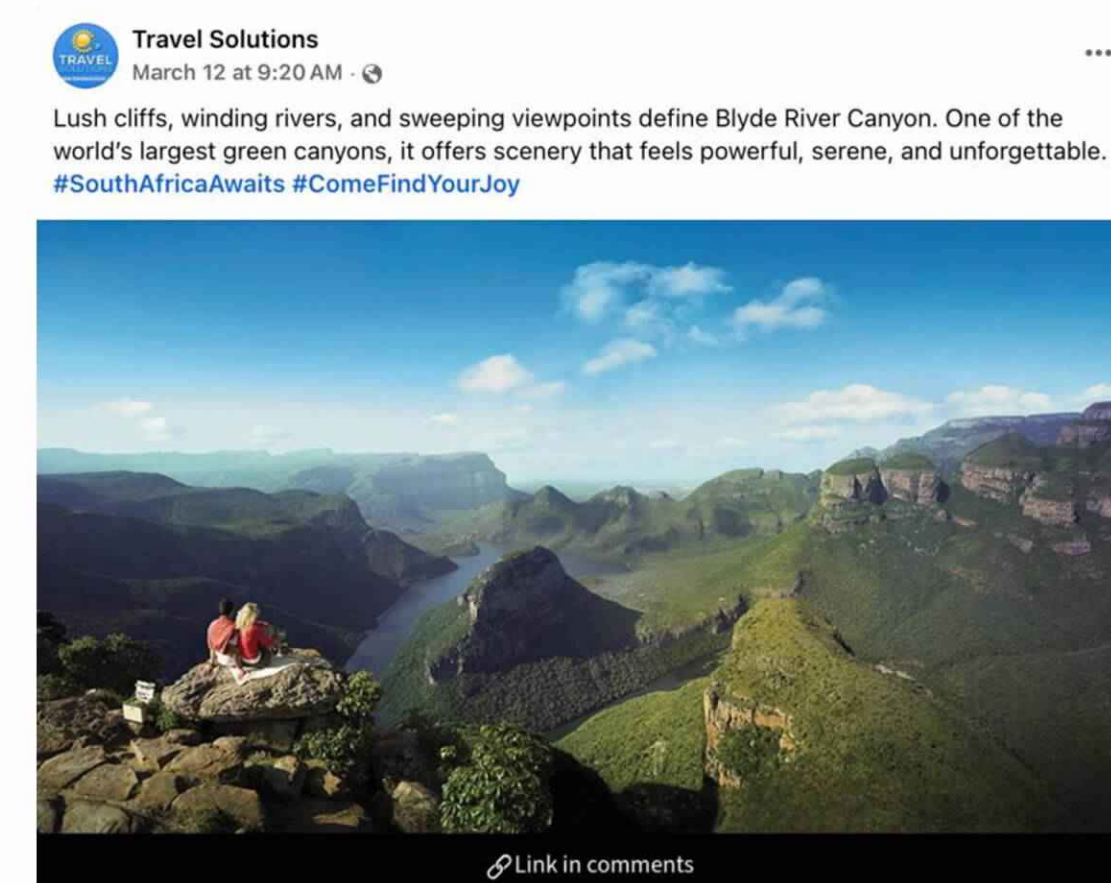
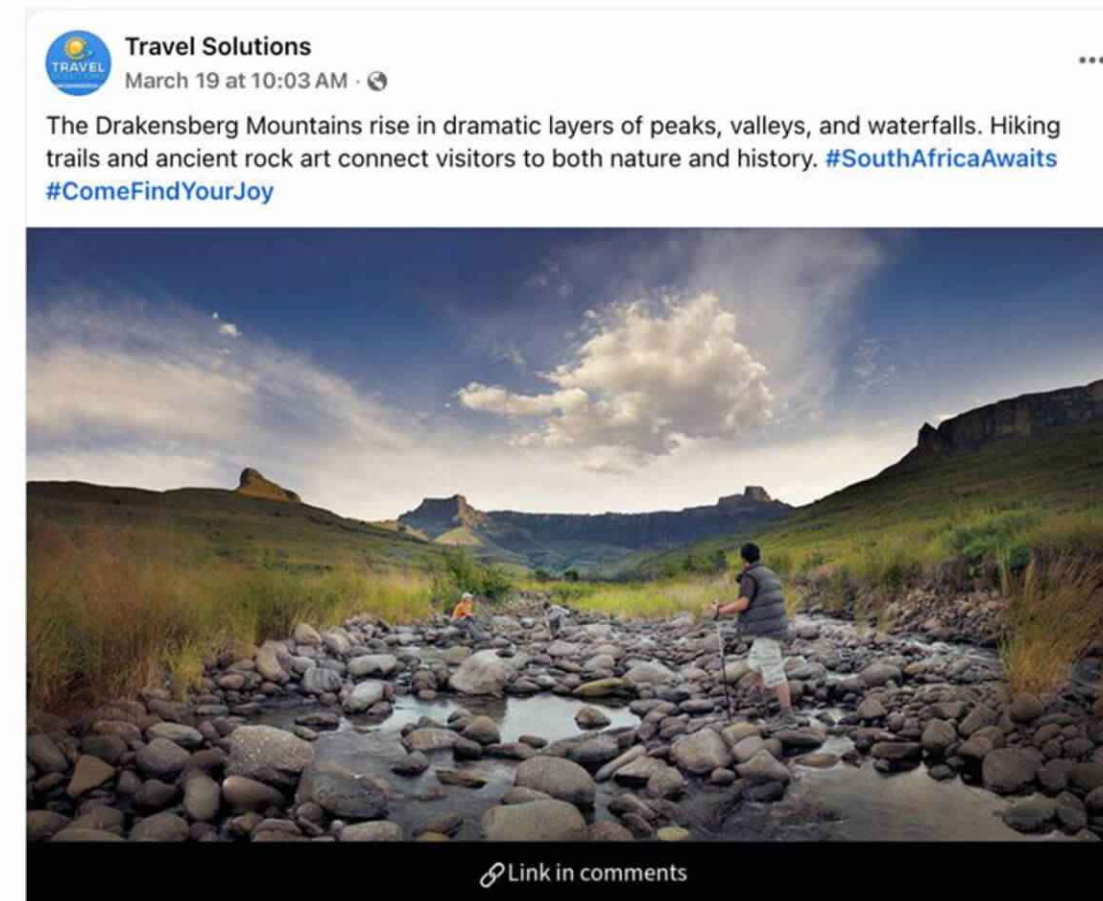
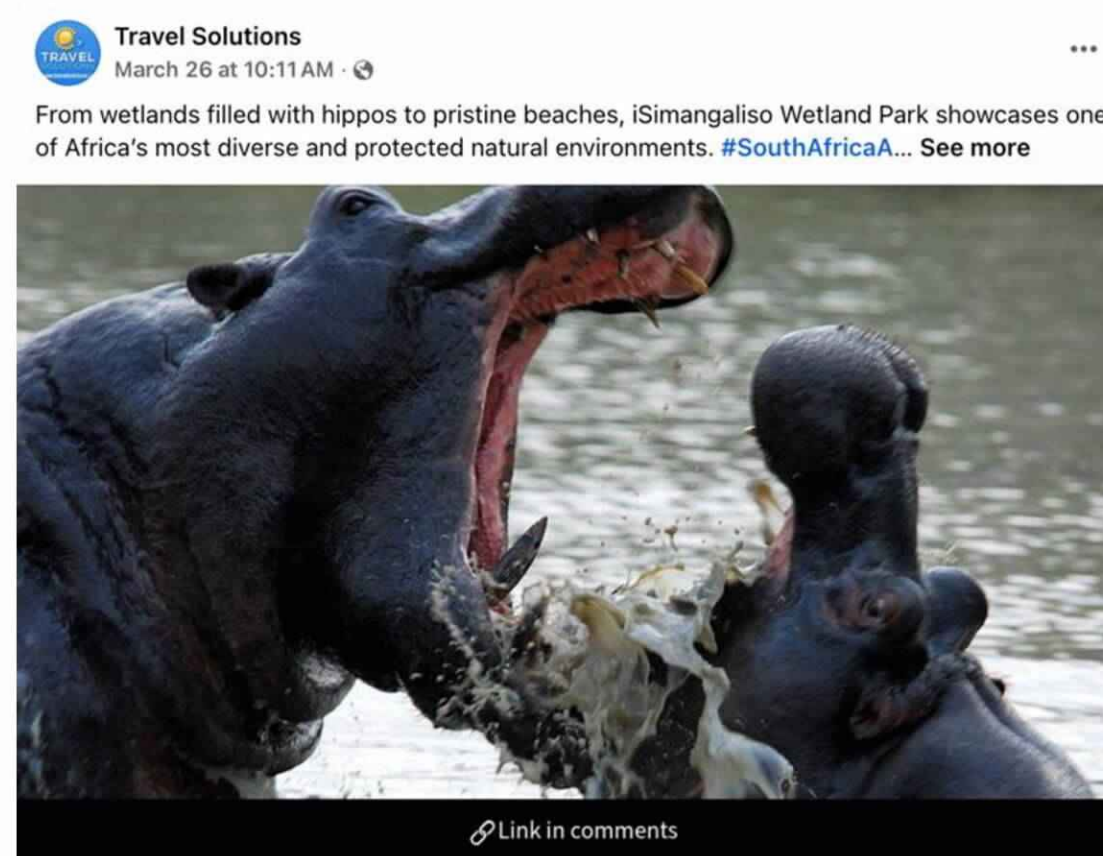
- **High level KPI → USA Impressions: 5.6 million; Reach: 130,673; Engagements: 16,590; Clicks: 2,012**
- **Canada Impressions: 576,549; Reach: 41,090; Engagements: 1,830; Clicks: 549**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed
BranchUp Social Media Campaign – March 2026

COME FIND
YOUR JOY



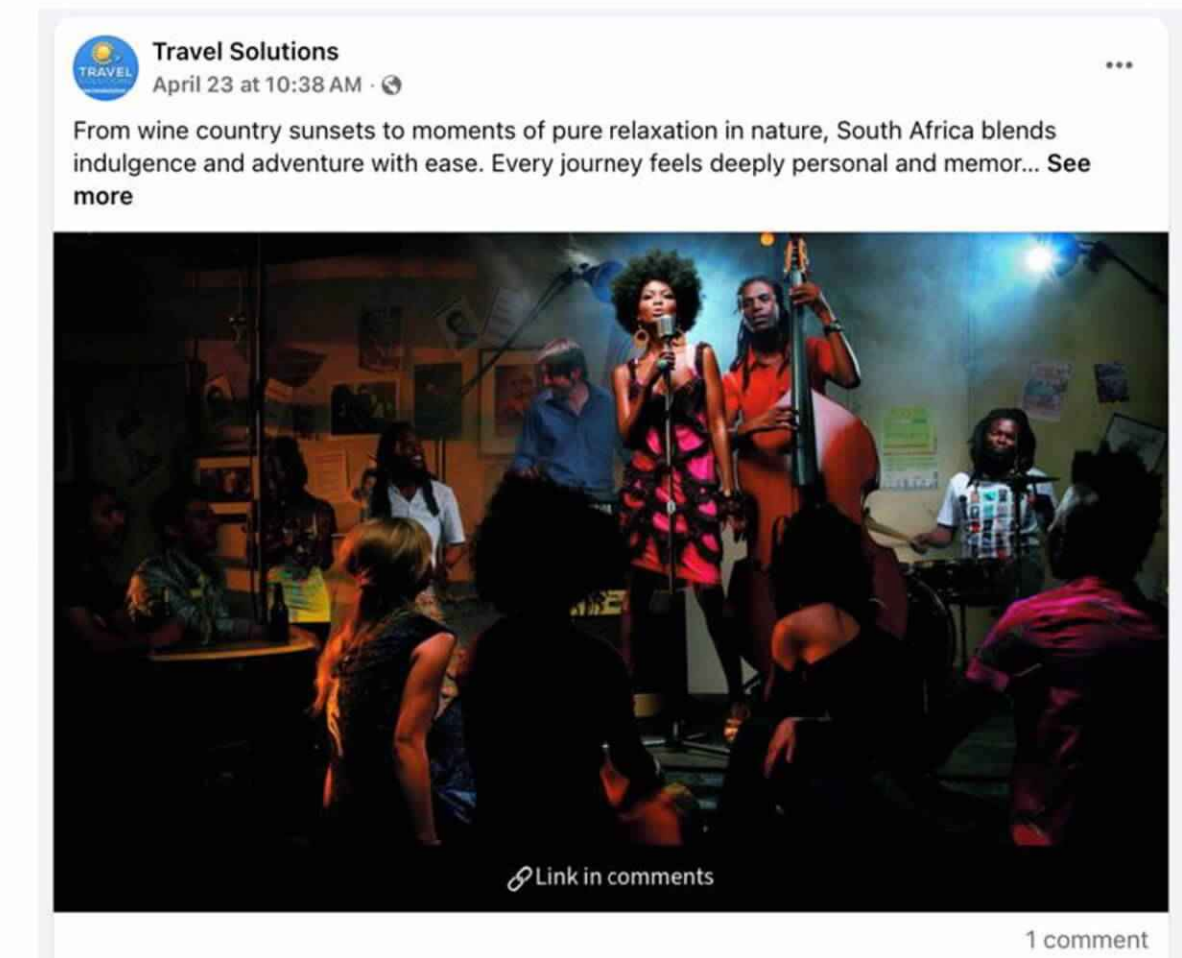
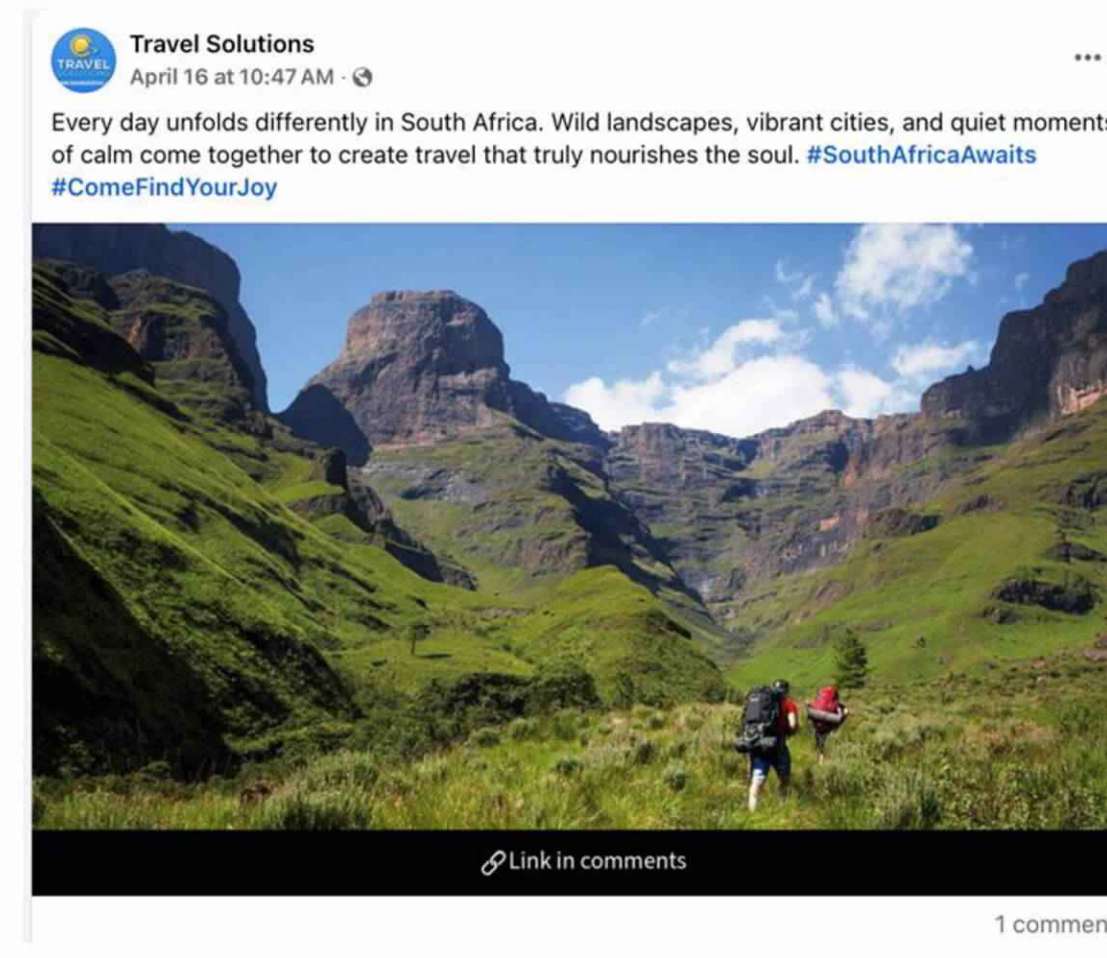
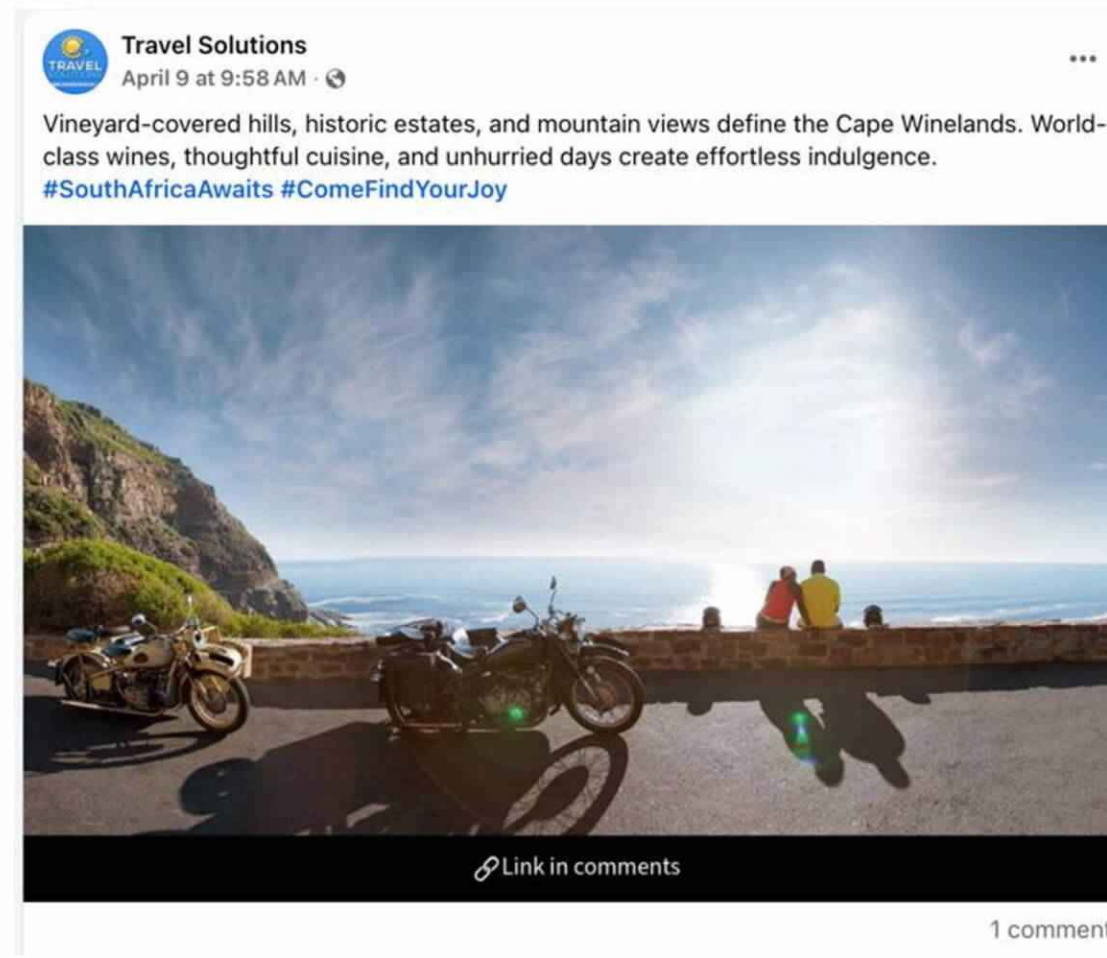
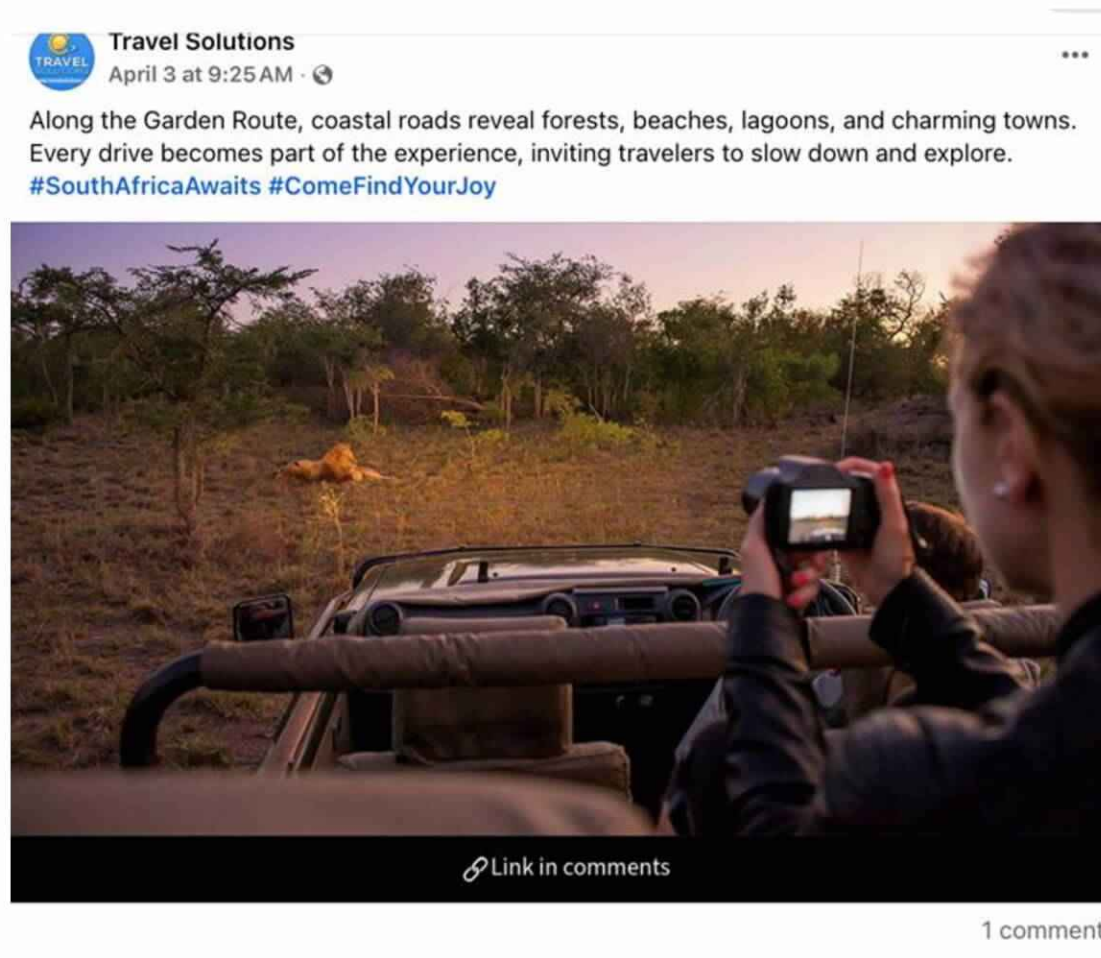
As part of our localized marketing campaigns to increase demand, SAT North America continued our campaign with BranchUp to seed destination content within the social media feeds of up their network of travel advisor subscribers wherein the content shared via their social platforms will reach their consumer 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 March, the top-performing posts featured our dramatic natural landscapes and wildlife experiences, driving the highest engagement rate of the campaign.

- **High level KPI → USA Impressions: 5.6 million; Reach: 145,502; Engagements: 18,158; Clicks: 1,589**
- **Canada Impressions: 576,902; Reach: 42,467; Engagements: 1,990; Clicks: 412**

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

BranchUp Social Media Campaign (added value) – 3-23 April 2026



As part of our localized marketing campaigns to increase demand, SAT North America leveraged our relationship with BranchUp to redistribute previously high-performing content as added value while the contract for the new May 2026 – March 2027 campaign was finalized. Through BranchUp's network of travel advisor subscribers, SAT content was shared across advisors' social platforms to reach consumer followers in a consistent and engaging way. The campaign is designed to create actionable inspiration that can drive consideration and conversion through the travel advisor channel. All leads are directed to participating travel advisors, who then follow up with consumers regarding trip planning and potential bookings. In April, lion/ safari and hiking content performed particularly well across both US and Canadian audiences, tapping into their desire for natural beauty and adventure experiences.

- **High level KPI → USA Impressions: 5.5 million; Reach: 147,192; Engagements: 18,504; Clicks: 1,962**
- **Canada Impressions: 559,360; Reach: 41,599; Engagements: 1,896; Clicks: 450**

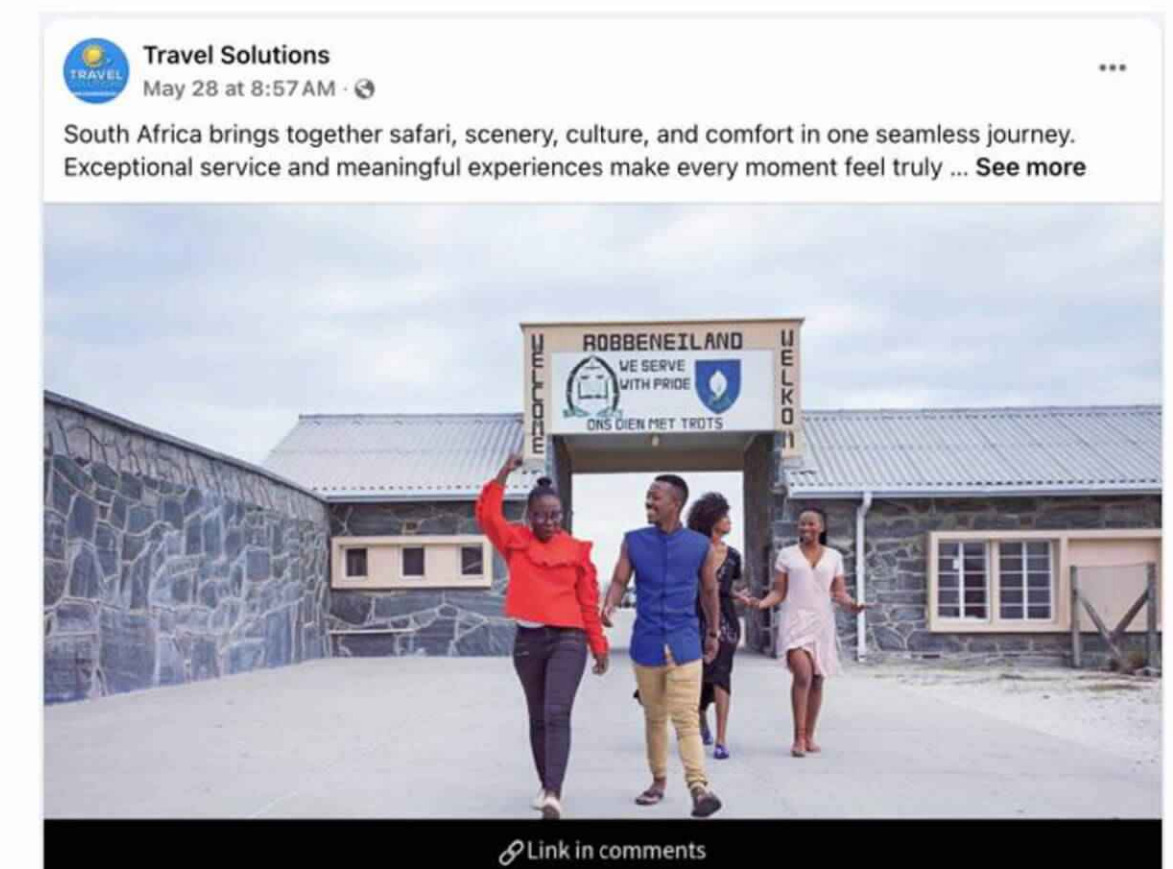
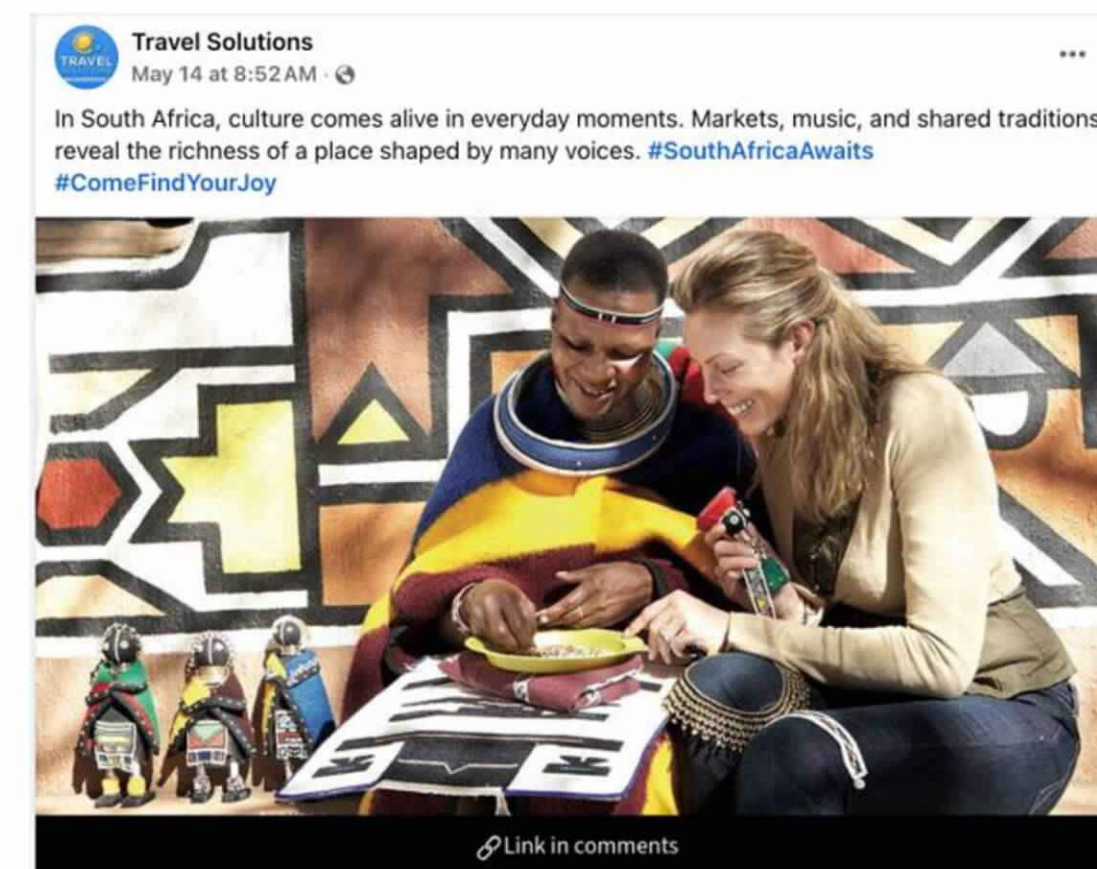
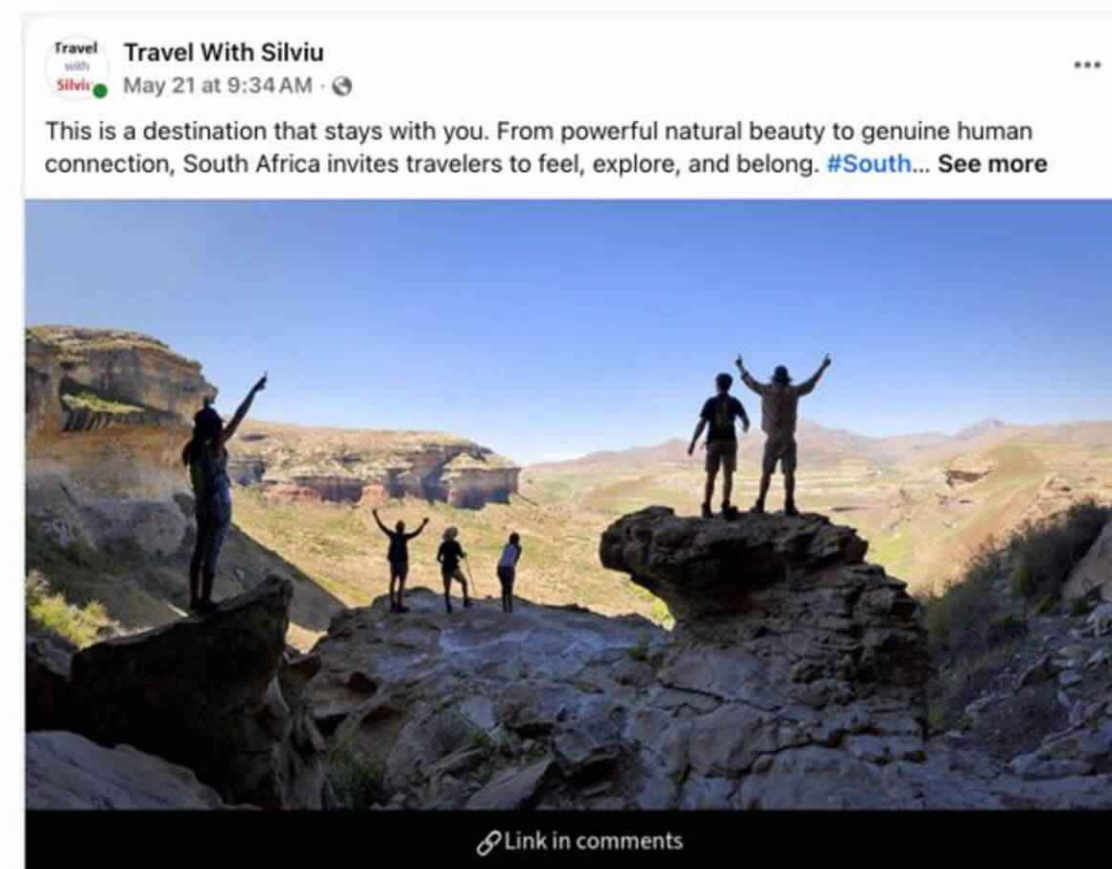
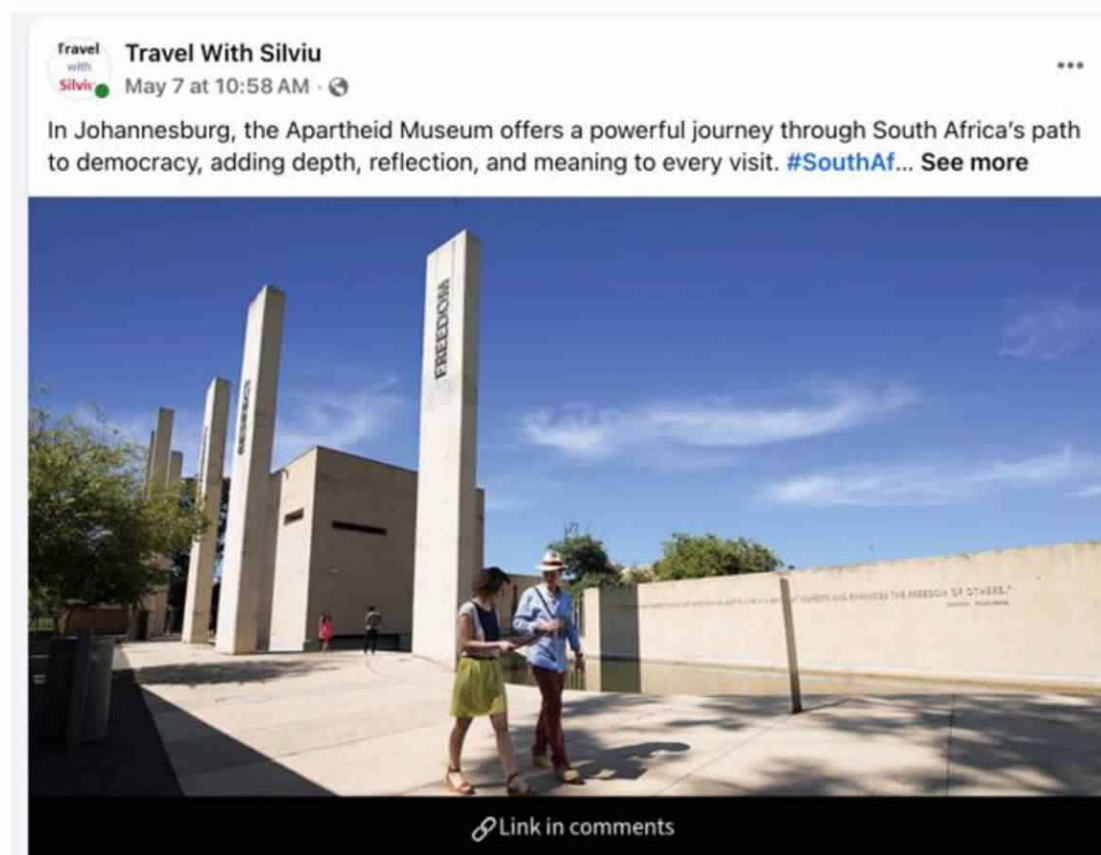


Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

BranchUp Social Media Campaign – 7-28 May 2026

COME FIND
YOUR JOY



As part of our localized marketing campaigns to increase demand, SAT North America launched our new campaign with BranchUp. Through BranchUp's network of travel advisor subscribers, SAT content was shared across advisors' social platforms to reach consumer followers in a consistent and engaging way. The campaign is designed to create actionable inspiration that can drive consideration and conversion through the travel advisor channel. All leads are directed to participating travel advisors, who then follow up with consumers regarding trip planning and potential bookings. In May, the silhouetted hiking image had the highest engagement across both the USA and Canada audiences. The caption "this is a destination that stays with you ..." successfully stole people's hearts and resonated well.

- **High level KPI → USA Impressions: 5.5 million; Reach: 182,130; Engagements: 23,173; Clicks: 2,175**
- **Canada Impressions: 556,771; Reach: 50,545; Engagements: 2,300; Clicks: 417**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Consumer Travel Inspiration Email Campaign with BranchUp – 18 May 2026



Dear Maureen,

If Alaska has been sitting quietly on your “one day” list, this might be the nudge you didn’t know you needed.

I’ve pulled together a few inspiring ideas that go beyond the usual highlights—and trust me, Alaska isn’t just a trip, it’s a completely different way of experiencing the world.

What makes it so special? It’s the connection. In many communities, Alaska Native culture isn’t something you visit—it’s something you feel woven into everyday life, from storytelling and art to the rhythm of the land and sea. It adds a depth to your travels that’s hard to find anywhere else.

And then there’s the wildlife... not in a distant, once-in-a-lifetime glimpse kind of way, but in a “you can’t believe how close this feels” way. Think whales surfacing beside your boat, bears fishing along the shoreline, and eagles soaring overhead—all in landscapes that feel truly untouched.

What I love most about Alaska is that no two trips look the same. Whether you’re drawn to small coastal towns, dramatic national parks, or off-the-grid experiences, there’s a version of Alaska that fits you perfectly.

I’ve gathered a few ideas to help you start picturing what your trip could look like—take a quick peek and see what catches your eye.

If something sparks your interest, I’d love to help you bring it to life. For Alaska travel inspiration [Read More >](#)

Sincerely,

Maya Cruz
novembercall911@gmail.com
+1 (416) 888-8888
<https://ABCtravel.macruz.com>



South African Tourism

2026 is the year to find your joy in South Africa

If you are dreaming of a vacation that offers more than just a getaway, something that inspires, excites, and creates lasting memories, South Africa is calling. Now is the time to start planning. South Africa awaits. Come Find Your Joy.

[Read More >](#)

2026 IS THE YEAR TO FIND YOUR JOY IN SOUTH AFRICA

If you are dreaming of a vacation that offers more than just a getaway, something that inspires, excites, and creates lasting memories, South Africa is calling.

From breathtaking coastlines and iconic wildlife experiences to vibrant cities and rich cultural traditions, South Africa is a destination filled with variety and depth. It is a place where each day brings new opportunities to explore, connect, and feel the joy of true discovery.

Whether you are seeking outdoor adventure, cultural immersion, exceptional food and wine, or a family holiday with something for everyone, South Africa delivers with authenticity and heart. All of this is made even more special by the warmth and hospitality of the South African people, among the friendliest you will ever meet.

With nine diverse provinces offering stunning landscapes and meaningful travel experiences, there is always something new to uncover. And with exceptional value for money, South Africa offers a world-class vacation that is both enriching and accessible.

Now is the time to start planning.

South Africa awaits. Come Find Your Joy.



+1 (416) 888-8888 OR

[TELL ME MORE](#)

Maya Cruz

ABC TRAVEL

+1 (416) 888-8888



[SUBSCRIBE TO MY EMAIL NEWSLETTER](#)

[SCHEDULE A CALL WITH ME](#)

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. As added value, SAT was featured in BranchUp’s May Consumer Travel Inspiration Newsletter, which is distributed to each advisor’s client database. The newsletter spotlighted key destinations including SA, encouraging consumers to explore further via a dedicated BranchUp landing page or to connect directly with their advisor for tailored itineraries and package options.

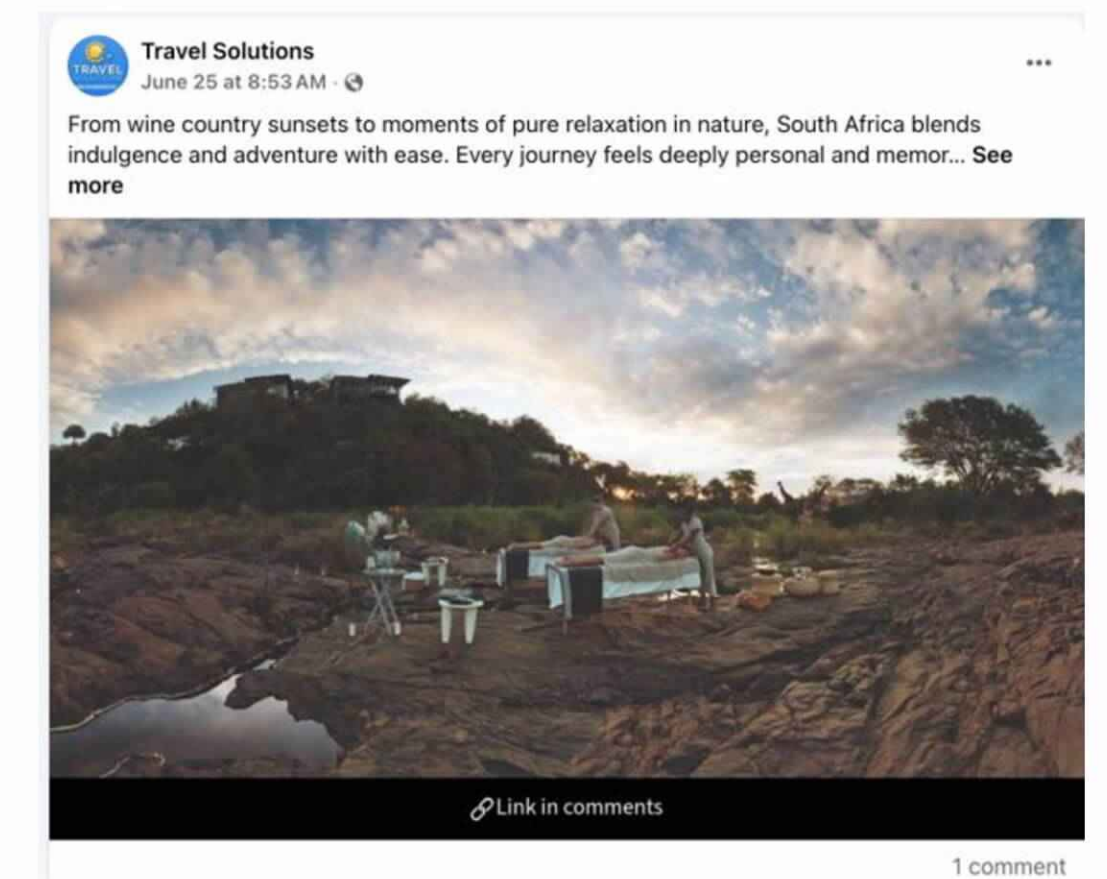
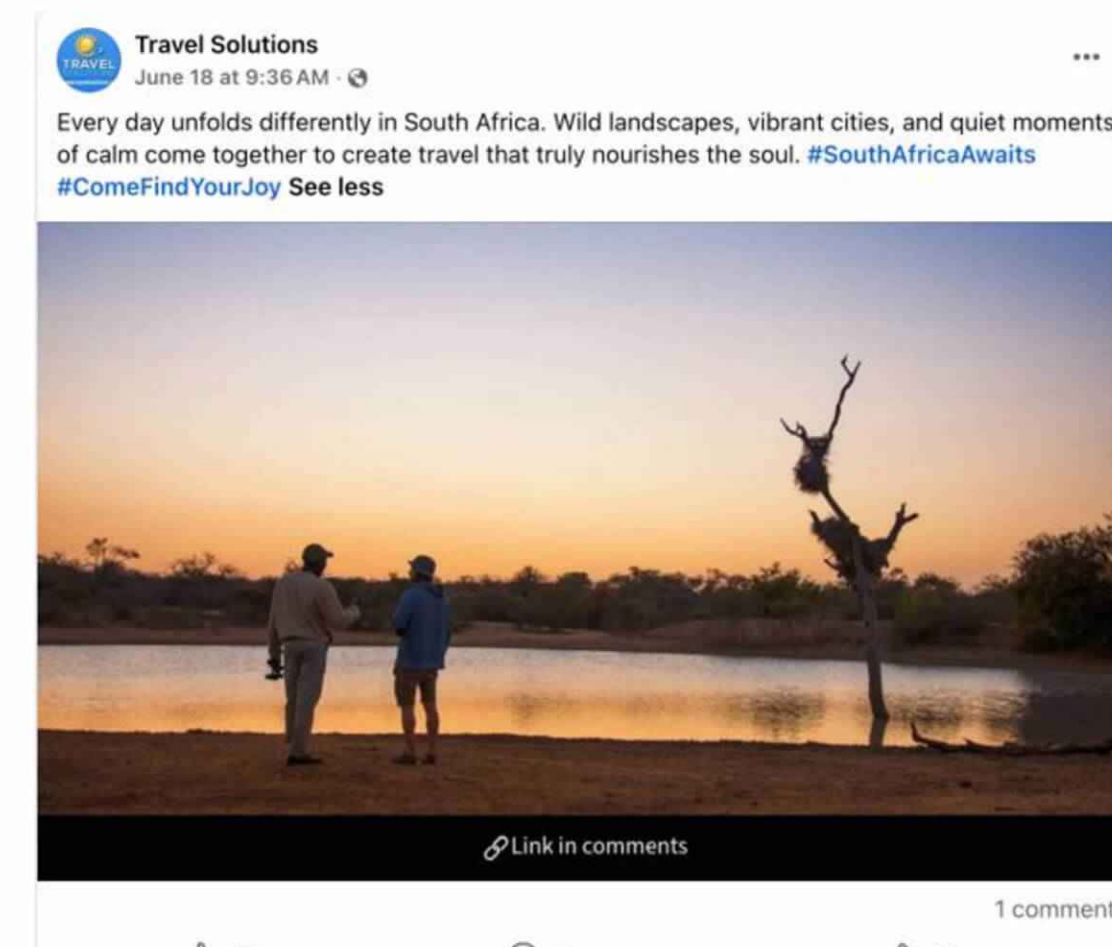
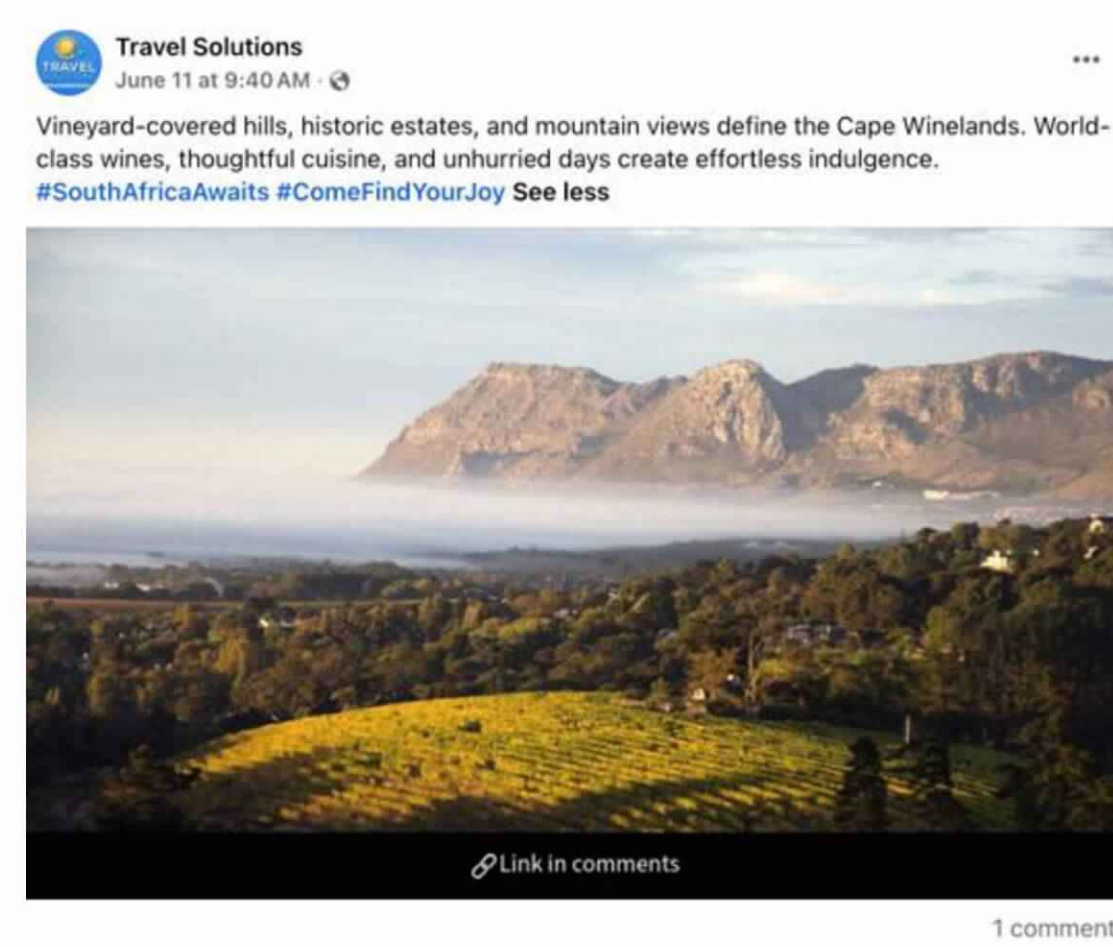
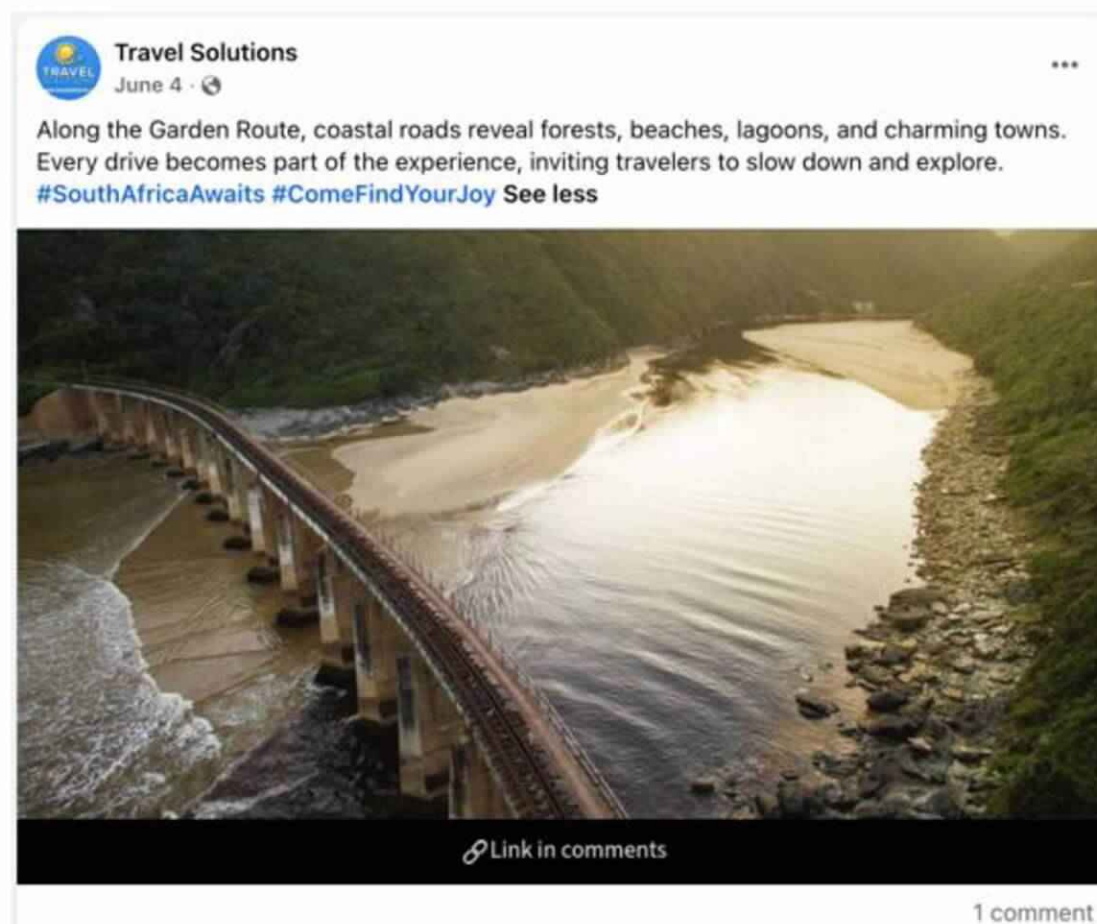
- **High level KPI → email sent to 375,000 consumers from databases of 700 travel advisors with PRO membership subscriptions; open rate 14%**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

BranchUp Social Media Campaign – 4-25 June 2026



As part of our localized marketing campaigns to increase demand, SAT North America launched our new campaign with BranchUp. Through BranchUp's network of travel advisor subscribers, SAT content was shared across advisors' social platforms to reach consumer followers in a consistent and engaging way. The campaign is designed to create actionable inspiration that can drive consideration and conversion through the travel advisor channel. All leads are directed to participating travel advisors, who then follow up with consumers regarding trip planning and potential bookings. In June, the sunset safari image had the highest engagement across both the USA and Canada audiences. The wild landscapes truly resonated with audiences.

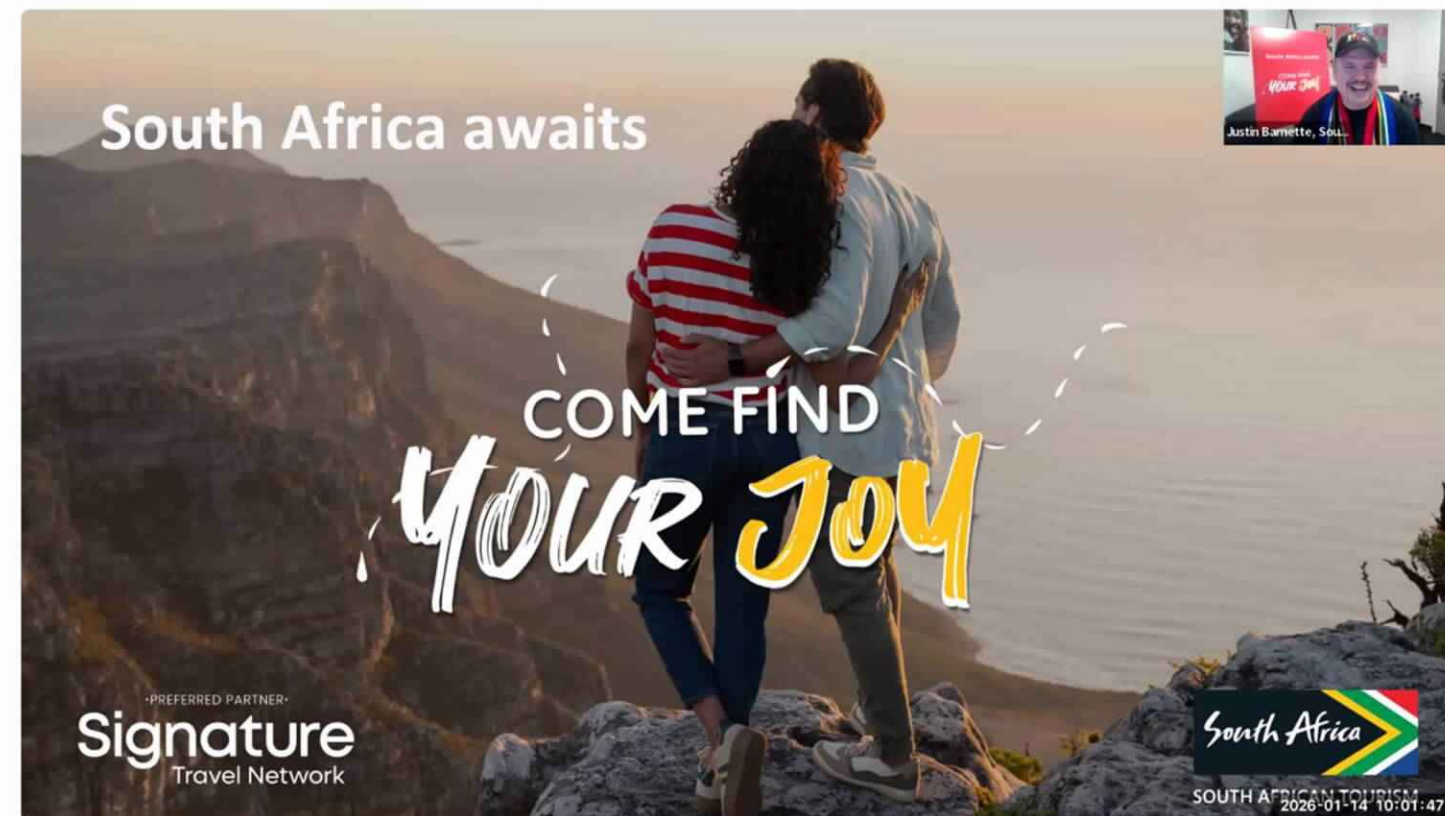
- **High level KPI → USA Impressions: 5.4 million; Reach: 117,319; Engagements: 22,339,173; Clicks: 1,424**
- **Canada Impressions: 540,332; Reach: 30,043; Engagements: 2,185; Clicks: 269**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Destination of the Month Webinar training with Signature Travel Network – 14 January 2026

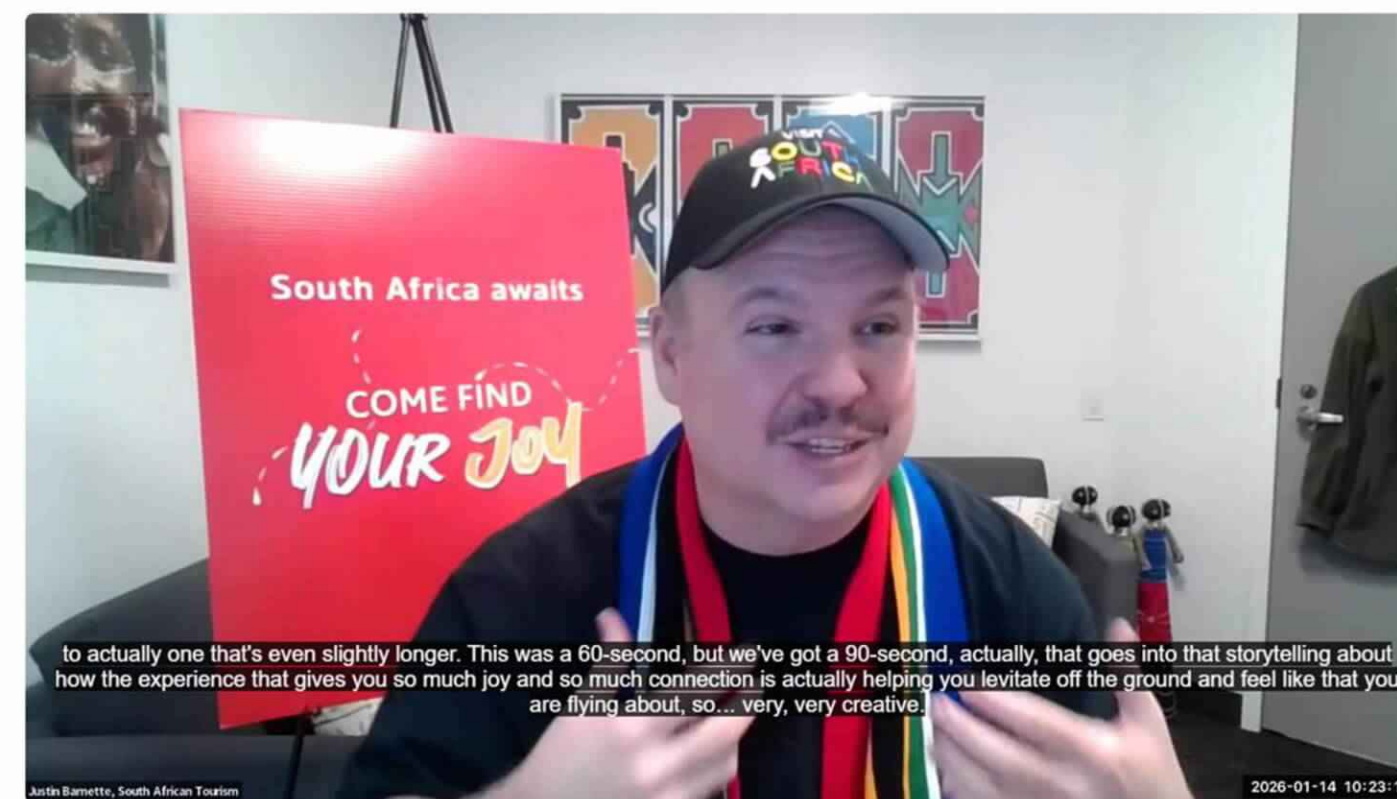
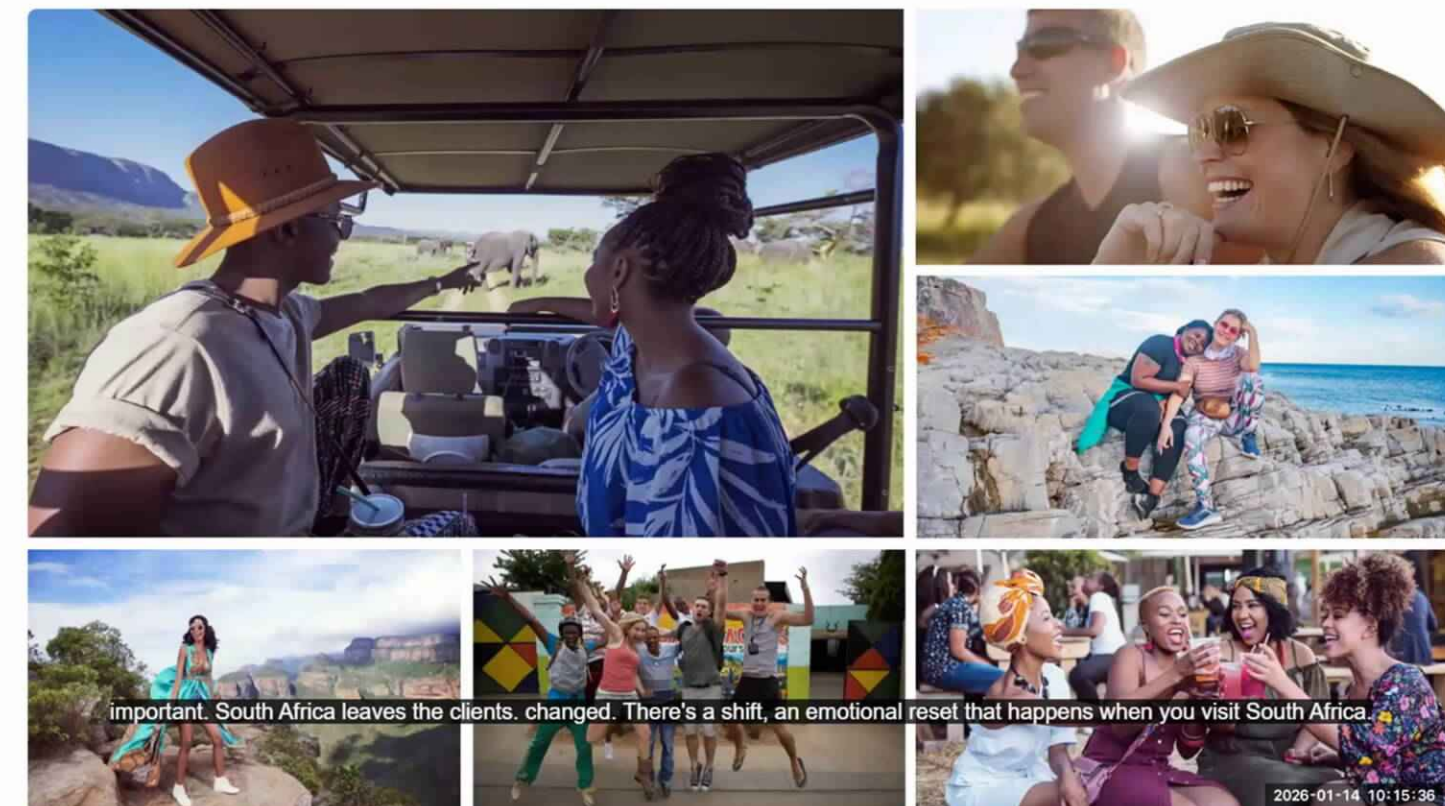
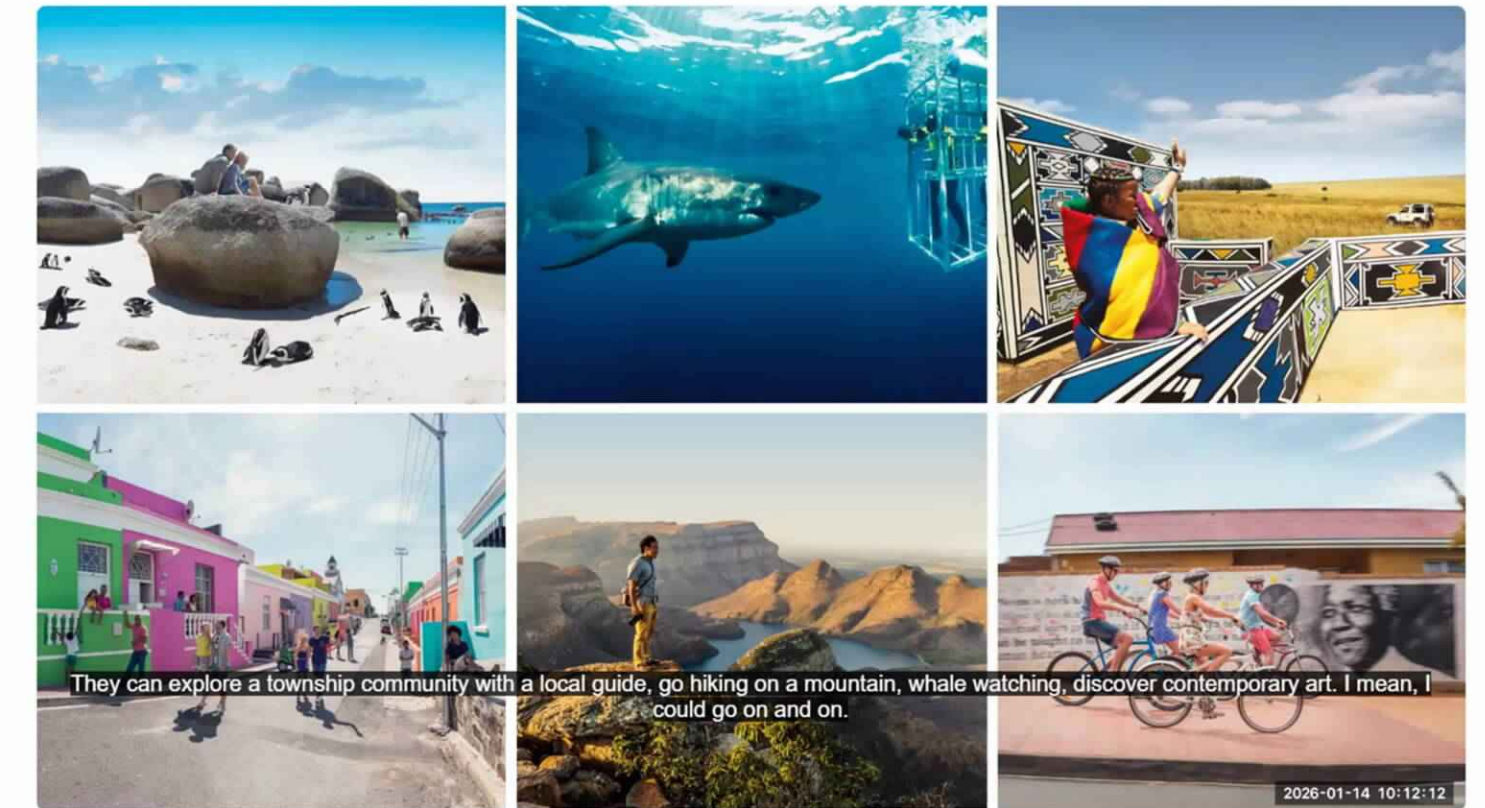


Top 5 Reasons Your Clients Will Fall in Love with South Africa in 2026

From breathtaking landscapes to unforgettable encounters with locals, South Africa offers experiences that stay with travelers long after they return home.

1. The People
2. The Wildlife
3. The Diverse Experiences
4. The Culinary & Wine Scene
5. The Feeling of Transformation

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 this year on one extraordinary journey.



Signature Preferred Partners Products & services offered across SA

Custom/Independent/FIT

- Abercrombie & Kent
- African Travel, Inc
- Alexander+Roberts
- Bedsonline
- Delta Vacations®
- Goway Travel
- Island Destinations
- Micato Safaris
- MT Sobek
- Pleasant Holidays / Journese
- Railbookers
- Swain Destinations
- TCS World Travel – Private Custom Travel

Excursions/Activities

- Context Travel
- Project Expedition
- Traveling Spoon

Private Homes/Villas

- HVN Travel Group
- Villas of Distinction

Escorted/Guided

- Abercrombie & Kent
- Adventures by Disney®
- Alexander+Roberts
- Backroads
- Contiki (TTC Tour Brands)
- Cosmos / Globus
- Costsaver (TTC Tour Brands)
- G Adventures
- Luxury Gold (TTC Tour Brands)
- MT Sobek
- National Geographic Expeditions
- Natural Habitat Adventures
- Tauck
- TCS World Travel – Private Jet Expeditions
- Trafalgar (TTC Tour Brands)
- VBT Bicycling Vacations

Specialty/Niche

- Wilderness

Preferred Hotel Suppliers

- 12 Apostles Hotel and Spa
- andBeyond Phinda Private Game Reserve
- Cape Cadogan
- Cape Grace
- Mont Rochelle Hotel & Vineyard
- Mount Nelson, A Belmond Hotel, Cape Town
- One&Only Cape Town
- Royal Malewane
- Savanna Private Game Reserve
- Saxon Hotel, Villas and Spa
- Singita Lebombo & Sweni Lodges
- Taj Cape Town
- The Silo
- Ulusaba Private Game Reserve

Preferred Destination Specialist

- Abercrombie & Kent Southern Africa
- andBeyond Travel
- Micato Safaris
- Wilderness



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America hosted an engaging Destination of the Month webinar training for members of the Signature Travel Network. The session highlighted the Top 5 Reasons Clients Will Fall in Love with South Africa in 2026, including 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. The session closed with a call to action for advisors 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. A recording of the webinar 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 -> 86 travel advisors attended live, 98 registered to receive the recording; recording uploaded to STN intranet for on-demand viewing for one year**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Training Tuesday Webinar with Association of Black Travel Pros – 20 January 2026



Join our Virtual Roadshow in February

- **3-day online event** exclusively for travel advisors looking to grow their business to South Africa business.
- **Pre-scheduled 1:1 appointments** with DMCs, tour operators, hotels, lodges, unique experiences and city & provincial reps.
- **Attend just 1-day in your preferred time zone**
- **On-demand educational sessions** covering trends, product updates, itineraries and selling opportunities.
- Visit **custom virtual exhibitor booths** with videos, brochures, fact sheets, and direct links to websites and social media.
- Deepen product knowledge, connect directly with suppliers, and **position yourself as a South Africa expert** for your clients.
- All registered attendees are eligible to win multiple prizes.



Connect with today's presenters and stay in touch

LUMKA DLOMO
Manager: Tourism Marketing
Joburg Tourism
LumkaD@joburgtourism.com

JUDY PILLAY
Head: Stakeholder Relations North America
South African Tourism
Judy@SouthAfrica.net

JUSTIN BARNETTE
Head: Marketing & Comms North America
South African Tourism
Justin@SouthAfrica.net



Explore Joburg

A trip to Joburg is not complete if you haven't ticked off your bucket list.

History & Heritage:

- Day1: City sightseeing red bus
- Day 2: Soweto guided tour
- Day 3: Joburg complimentary

2 day Mandela footsteps tour

- Day 1: Draw inspiration from and take time reflecting on the life of a beloved international icon, by visiting some of the places that formed a significant part of his life in Johannesburg.
- Day 2: consecutetuer adipiscing elit, sed diam nonummy nibh euismod

Soweto adventure & heritage tour

- Enjoy two-hour guided ride is a fun and energetic way to explore
- Soweto beyond the car window. Pedal through significant historical landmarks, including a former migrant workers' hostel, the vibrant
- community of Meadowlands, the Hector Pieterse Memorial



Explore Joburg

A trip to Joburg is not complete if you haven't ticked off your bucket list.

History & Heritage:

- Apartheid Museum
- Nelson Mandela Centre of Memory
- Constitution Hill

Culture:

- Braamfontein & Maboneng
- The Playground
- Soweto (Vilakazi Street, Lebo's Cycling Tours etc.)
- Alexandra

Gastronomy: Traditional SA cuisine:

- The Braai Room in Sandton
- Sakhumzi in Soweto.
- Neh' in Alexandra
- Lebo Soweto Backpackers
- 1947 on Vilakazi in Soweto



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America continued our marketing program with the Association of Black Travel Professionals (ABTP) Summit by participating in ABTP's Training Tuesday webinar series. The January session was dedicated to a deep dive on Johannesburg. Joined by Joburg Tourism, the team showcased the City of Gold's rich history, vibrant culture, luxury shopping, and thriving arts scene, while equipping advisors with practical tips and itinerary ideas to confidently position Johannesburg as more than a stopover. The hour-long session concluded with an interactive Q&A, reflecting strong advisor interest and engagement.

- **High level KPI -> 58 travel advisors attended live**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Email & Social Campaign with Association of Black Travel Pros – February 2026



SOUTH AFRICAN TOURISM

Top 5 Reasons Your Clients Will Fall in Love with South Africa

From breathtaking landscapes to unforgettable encounters with locals, South Africa offers experiences that stay with travelers long after they return home. Your clients can explore vibrant cities, charming towns, and unspoiled wilderness, all in a single destination.

1. The People: South Africans are warm, welcoming, and full of stories to share. From bustling city streets to rural villages, meaningful interactions create memories clients will cherish forever.

2. The Wildlife: Imagine your clients spotting the iconic Big Five, observing elephants in their natural, or watching lions at sunset. With excellent guides and immersive safari experiences, South Africa delivers adventure at every turn.

3. The Diverse Experiences: Wine tastings in world-class vineyards, township cultural tours, coastal escapes, hiking rugged mountains, and contemporary art – South Africa offers something for every type of traveler. Families, honeymooners, adventure seekers, and culture lovers will all find unforgettable experiences.

4. The Culinary & Wine Scene: From traditional dishes to cutting-edge cuisine, South Africa's food and wine scene delights every palate. Private tastings, award-winning restaurants, and local flavors combine with great value thanks to affordable exchange rates.

5. The Feeling of Transformation: Beyond the sights and tastes, South Africa inspires perspective and connection. Travelers leave feeling renewed, enriched, and eager to return.

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 this year on one extraordinary journey.

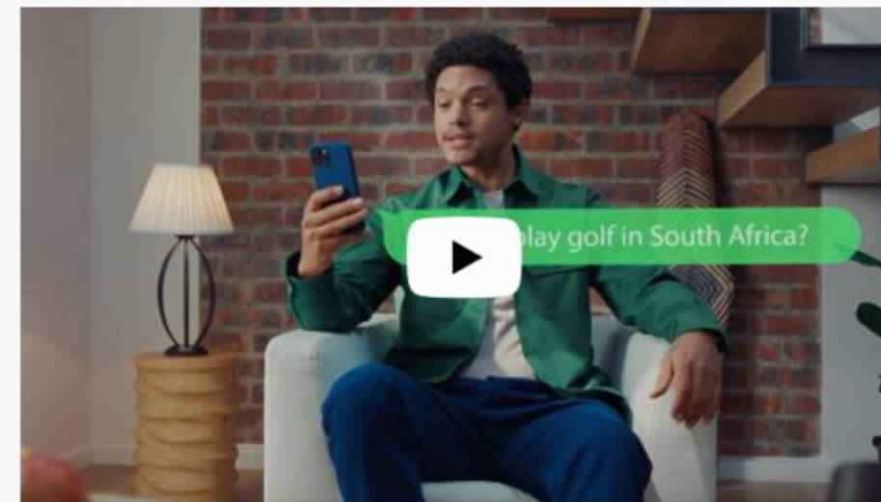


[Get Certified](#) with the South Africa Specialist Program.

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

Watch the [video](#) below where Trevor Noah highlights the range of experiences your clients will discover when they visit South Africa.

Share it with your clients to showcase South Africa's variety, excitement, and exceptional value.
Ad brought to you by TBCSA and TOMSA

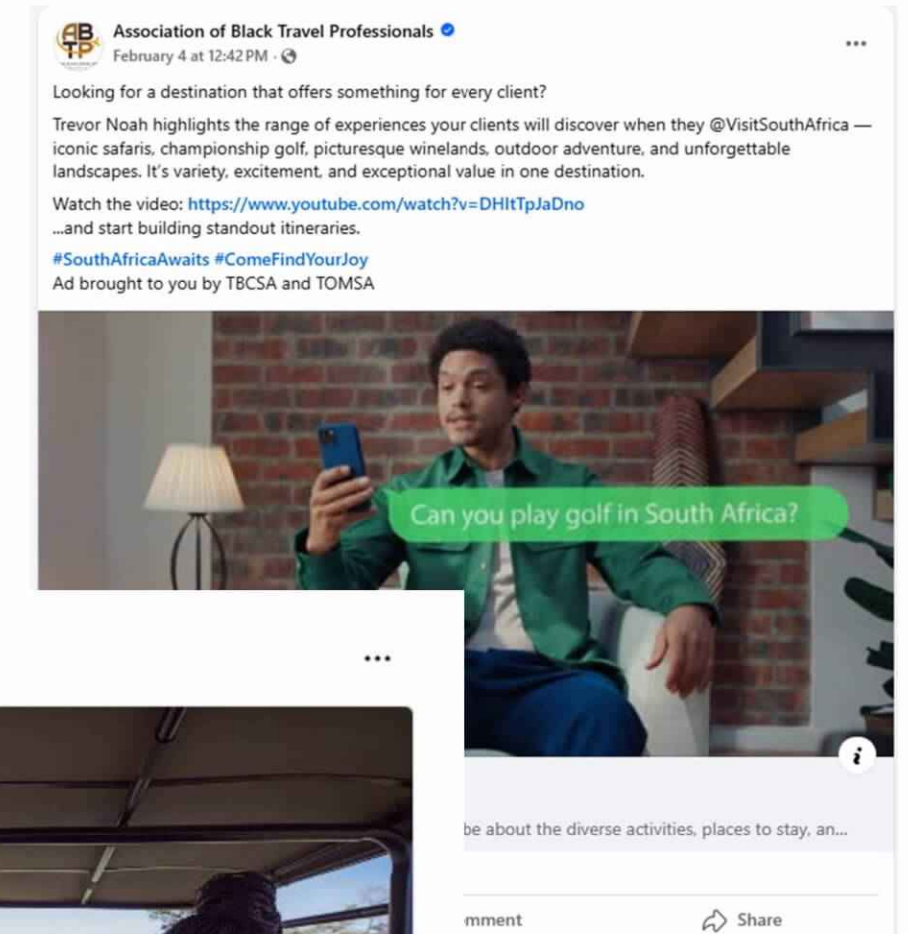


This email was sent to justin@SouthAfrica.net by info@abtpprofessionals.org

Association of Black Travel Professionals - 1260 Highway 72, Suite 812, Athens, Alabama 35611, United States - (833)322-8776

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blacktravelpros From the golden savanna of Kruger National Park to Cape Town's iconic Table Mountain, the Cape Winelands' world-class wines, and Johannesburg's rich history, South Africa delivers adventure, culture, and luxury all in one journey. Whether it's wildlife, culinary discoveries, city life, or heart-pounding adventure, there's a story waiting for each of your clients.

[#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 Travel Professionals (ABTP) to conduct an email and social campaign to their exclusive travel trade database. The campaign continued amplifying our “South Africa Awaits — Come Find Your Joy!” campaign, with a feature 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 TBCSA/ TOMSA Trevor Noah TVC as well as a link to the SA Specialist program.

- **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

New York Travel & Adventure Show – 24 – 25 January 2026



As part of its distribution channel initiatives to build brand affinity and drive conversion, SAT North America returned to the New York Travel & Adventure Show. Despite severe winter weather, SAT successfully showcased SA's key experiences and direct air access via United Airlines. Consumer engagement included activity at the SAT stand and a 30-minute Destination Theatre presentation, with leads directed to exhibiting tour operators Go Touch Down Travel & Tours, Discover Africa Travel, and Africa Tour to support conversion through value-for-money packages. Travel advisors participated in the show's Passport Program, earning stamps at the SAT stand by learning a destination fact and the team also connected with media and content creators in attendance.

- **High level KPI -> total show attendance: 15,700; 207 leads generated; 71 consumers engaged during the destination presentation; 102 travel advisors engaged via Passport Program; 13 media and content creators engaged**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

South Florida Travel & Adventure Show – 28 February – 1 March 2026



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America participated in the inaugural South Florida Travel & Adventure Show. SAT showcased the destination's key experiences and convenient one-stop air access via Atlanta on Delta Air Lines, positioning the destination as both accessible and high value for travelers from this region. Consumer engagement was driven through activity at the SAT stand and a 30-minute Destination Theatre presentation highlighting signature experiences and itinerary inspiration. Leads were directed to exhibiting tour operator partners Audley Travel, FROSCH by Chase Travel, G Adventures, and Go Touch Down Travel & Tours to support conversion through bookable, value-for-money packages.

- **High level KPI -> total show attendance: 5,895; 236 leads generated; 61 consumers engaged during the destination presentation**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

FAM-TAS at the South Florida Travel & Adventure Show – 28 February – 1 March 2026

COME FIND
YOUR JOY



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America leveraged our exhibition at the South Florida Travel & Adventure Show to participate in their FAM-TAS program, which brought travel advisors out to the show for a dedicated day of training and networking with top destinations. SAT delivered an hour-long educational session, “Discover the Joy of Selling South Africa,” 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 experiences. The training also provided guidance on routing, pacing, and logistics, along with access to trusted supplier contacts and sales resources. SAT further engaged advisors through the show’s Passport Program, which encouraged them to visit the SAT stand, learn a destination fact, and receive a passport stamp to enter a prize drawing.

- **High level KPI -> 56 travel advisors engaged through the FAM-TAS educational workshop; with an additional 68 advisors engaged through the Passport Program**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Los Angeles Travel & Adventure Show – 7 – 8 March 2026



As part of our distribution channel initiatives to build brand affinity and drive conversion, SAT North America participated in the Los Angeles Travel & Adventure Show. SAT showcased the destination's key experiences and convenient one-stop air access on Delta Air Lines and United Airlines, positioning the destination as both accessible and high value for travelers from this region. Consumer engagement was driven through activity at the SAT stand, including a face painter, and a 30-minute Destination Theatre presentation highlighting signature experiences and itinerary inspiration. Leads were directed to exhibiting tour operator partners Africa Tour, Collette, Exoticca, Travel, and Go Touch Down Travel & Tours to support conversion through bookable, value-for-money packages.

- **High level KPI -> total show attendance: 17,107; 232 leads generated; 88 consumers engaged during the destination presentation**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

FAM-TAS at the Los Angeles Travel & Adventure Show – 7 – 8 March 2026



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America leveraged our exhibition at the Los Angeles Travel & Adventure Show to participate in their FAM-TAS program, which brought travel advisors out to the show for a dedicated day of training and networking with top destinations. SAT delivered an hour-long educational session, “Discover the Joy of Selling South Africa,” 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 experiences. The training also provided guidance on routing, pacing, and logistics, along with access to trusted supplier contacts and sales resources. SAT further engaged advisors through the show’s Passport Program, which encouraged them to visit the SAT stand, learn a destination fact, and receive a passport stamp to enter a prize drawing.

- **High level KPI -> 89 travel advisors engaged through the FAM-TAS educational workshop; with an additional 109 advisors engaged through the Passport Program**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented
Dallas Travel & Adventure Show – March 2026

COME FIND
YOUR JOY



As part of our distribution channel initiatives to build brand affinity and drive conversion, SAT North America participated in the Dallas Travel & Adventure Show. SAT showcased the destination's key experiences and convenient one-stop air access on Delta Air Lines and United Airlines, positioning the destination as both accessible and high value for travelers from this region. Consumer engagement was driven through activity at the SAT stand and a 30-minute Destination Theatre presentation highlighting signature experiences and itinerary inspiration. Leads were directed to exhibiting tour operator partners Jeep Tours Cape Town, Lewis & Luyt Travel, Next Stop Africa, and Out & About Travel to support conversion through bookable, value-for-money packages.

- **High level KPI -> total show attendance: 6,184; 121 leads generated; 59 consumers engaged during the destination presentation**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

FAM-TAS at the Dallas Travel & Adventure Show – March 2026



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America leveraged our exhibition at the Dallas Travel & Adventure Show to participate in their FAM-TAS program, which brought travel advisors out to the show for a dedicated day of training and networking with top destinations. SAT delivered an hour-long educational session, “Discover the Joy of Selling South Africa,” 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 experiences. The training also provided guidance on routing, pacing, and logistics, along with access to trusted supplier contacts and sales resources. SAT further engaged advisors through the show’s Passport Program, which encouraged them to visit the SAT stand, learn a destination fact, and receive a passport stamp to enter a prize drawing.

- **High level KPI -> 75 travel advisors engaged through the FAM-TAS educational workshop; with an additional 125 advisors engaged through the Passport Program**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

B2B Training & Resources with Travel Market Report, Selling South Africa Destination Guide – February - March 2026



Inside South Africa: A TMR Destination Guide

by Sarah Milner March 05, 2026

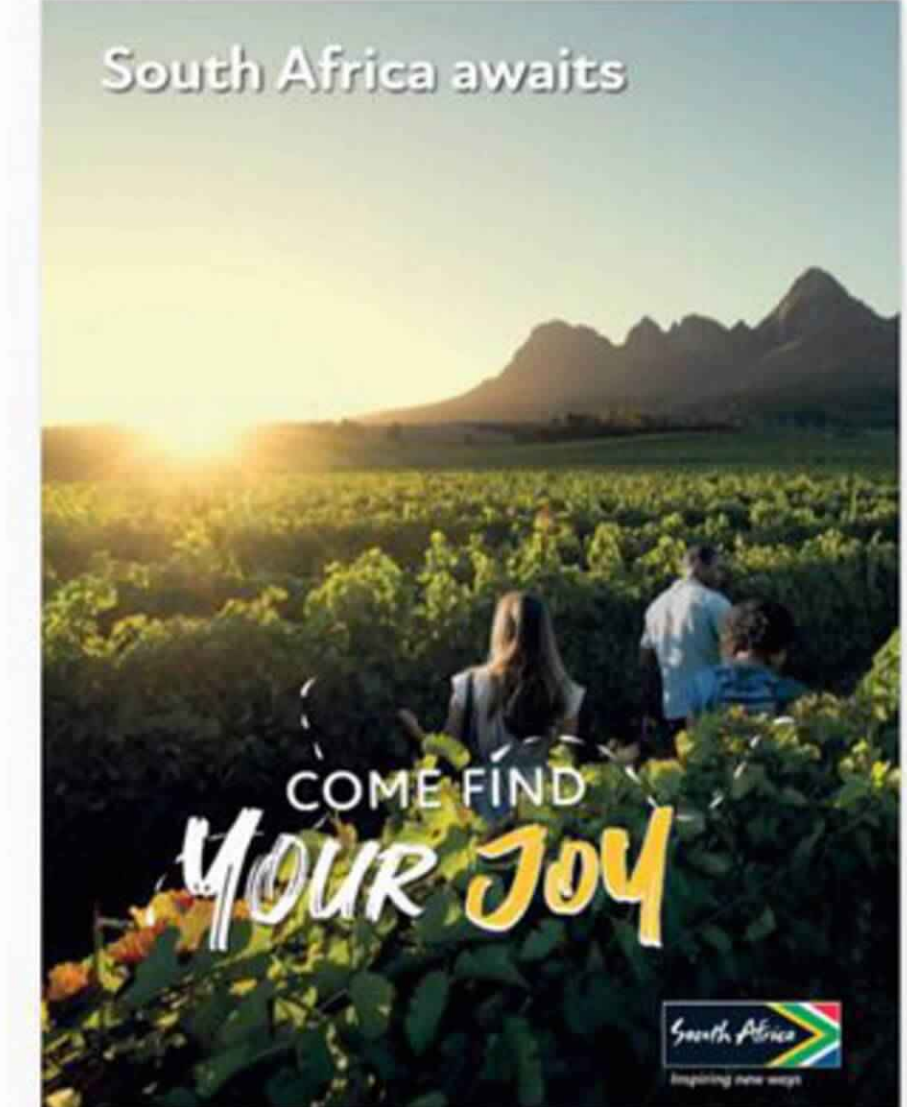


Photo: South African Tourism



From adventurous safaris that invite travelers to view awe-inspiring wildlife and nature, to delving deep into the vibrant history, culture, and cuisine of the "Rainbow Nation," South Africa is a truly diverse and inclusive destination.

Travel Market Report is proud to announce its inaugural destination guide, *Selling South Africa: A Travel Advisor's Guide to Designing Transformative Safari, Culture & Urban Adventures*.



"South Africa is ideal for travelers who are curious, thoughtful, and ready to engage with the world beyond a resort gate. It works beautifully for first-time 'big adventure' travelers who want something meaningful but not roughing it, as well as seasoned luxury travelers who think they've seen it all. It's also exceptional for milestone trips—anniversaries, birthdays, multi-generational journeys—because it truly offers something for everyone."

— Jimmy "Chip" Barker, Luxury & Expedition Travel Expert, Oceans & Lands

SECTION 3



Pro Tip for Advisors

Travel advisors should frame these experiences not only as high-octane activities, but as opportunities for deep engagement with South Africa's natural splendor. Many outfitters operate with a strong commitment to sustainability and safety, and the range of activity levels means there is something for nearly every client—from seasoned adrenaline junkies to active families or couples seeking a unique honeymoon thrill.

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 B2B marketing program with Travel Market Report through the development of a "Selling South Africa" Destination Guide for travel advisors. The guide showcased South Africa's safari, culture, urban, and adventure experiences, positioning the destination as diverse, immersive, and accessible. It equipped advisors with practical tools and inspiration, including expert insights, sample itineraries and planning insights, to support confident packaging and selling of the destination. The guide was promoted through email campaigns, an editorial article, and featured within TMR's digital training and resources platform.

- High level KPI -> 625,653 impressions; 7,746 downloads; hosted on TMR training & resources tab for 12 months for additional reach



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Fast Track Training Program with Travel Market Report, SA is a perfect fit for all types of travelers – February – March 2026

COME FIND
YOUR JOY



South Africa continues to rise as a top-tier destination, captivating discerning travelers with a rare blend of epic wildlife encounters, cosmopolitan cities, and rich cultural experiences. The unique combination makes it one of the world's most rewarding long-haul destinations, particularly in this era of immersive and purposeful travel.

Introducing our exclusive 3-part training series, presented by South African Tourism, designed specifically for travel advisors. Over the course of 3 emails, learn how South Africa is a perfect fit for all types of travelers. Be one of the first to receive these exclusive tips.

Sign Up Now



editor@travelmarketreport.com www.travelmarketreport.com

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Our address is 71 Audrey Avenue, Oyster Bay, NY 11771, United States



Why Africa Now?

South Africa is truly a bucket-list worthy destination that takes experiential travel to an unmatched height of transformative experiences for travelers who seek meaningful adventures.

"South Africa delivers one of the most complete travel experiences on the planet," says Jimmy "Chip" Bari. Africa has a level of diverse class food and wine that feels adventurous, changed, and the



Stafford Mugo

As the heart of South Africa, it's a must-visit for the discerning traveler. The type of trip requests to be answered with a bucket-list worthy destination, offering a unique combination of wildlife, culture, and adventure.

South Africa's rich history and culture are a must-visit for the discerning traveler. The type of trip requests to be answered with a bucket-list worthy destination, offering a unique combination of wildlife, culture, and adventure.

For advisors, the critical question is how to guide travelers to the right safari experience, especially when traveling with a group or a family.

Barber offers these tips: "South Africa is not a one-size-fits-all experience, and that's where the magic lies. It's about understanding the traveler's interests and needs, and then tailoring the experience to match. Whether it's a luxury safari or a budget-friendly adventure, South Africa has something for everyone."

Barber adds a final thought: "To truly understand the traveler's needs, it's important to listen. South Africa is a country of contrasts, and it's the unique combination of these contrasts that makes it a must-visit for the discerning traveler."



Getting There & Travel Essentials

South Africa is more accessible than ever, with connections from major U.S. and Canadian cities through hubs like Johannesburg and Cape Town. Once on the ground, internal flights, scenic drives, and charter options make it straightforward to build multi-destination circuits.

U.S. and Canadian passport holders: there are no mandatory immunizations for those countries. English is widely spoken and comfortable.

Advisors should encourage clients to mind that South Africa offers year-round travel (May-Sept.); and the best for travel advisors to logistics, insider access, and guides, lodges, and destinations and travel styles. Whether present—and that's all



History & Heritage: From Ancient Art to Modern Struggles

South Africa's cultural story stretches back thousands of years, beginning with Indigenous peoples such as the San, whose rock art sites illustrate a profound connection to the land and early human expression. Seeing these ancient artworks, some dating back millennia, allows travelers to appreciate the earliest chapters of human creativity and spiritual life in southern Africa.

Just a 45-minute drive from Johannesburg is the Cradle of Humankind, a UNESCO World Heritage site that many people believe to be the birthplace of the human race. In the Sterkfontein Caves, archaeologists discovered a fossil skull known as "Mrs. Ples," dating back nearly three million years. She is considered to be the first hard evidence of the connection between humans and apes.

More recent history in the region is equally compelling. Cities like Johannesburg offer deeply moving historical experiences centered on the country's 20th-century struggles and triumphs. The Apartheid Museum tells a powerful story of systemic segregation and resistance, while tours of Soweto (including visits to Nelson Mandela's former home) help contextualize the resilience and leadership that shaped today's South Africa.

These experiences, often led by knowledgeable local guides, give travelers a personal perspective on history that reaches beyond guidebooks and leaves lasting impressions.



A Nation Defined by People & Diversity

Archbishop Desmond Tutu's diversity of ethnic groups. Today, the region is a blend of cultures.

Diversity when learning about Zulu artisans or the Xhosa language called isiXhosa. It's a tapestry of cultures and languages, which is a vibrant and good news for travelers looking for smooth and easy travel.



Johannesburg: Culture, Creativity & Urban Renewal

Affectionately known as "Joburg," Johannesburg offers an entirely different, but equally engaging, urban experience. As one of Africa's most dynamic cities, it blends rich history, burgeoning culinary culture, and creative reinvention.

Advisors can emphasize experiences that go beyond standard sightseeing: cultural walks through historic neighborhoods; touring vibrant arts districts like Maboneng; and exploring museums such as the Apartheid Museum or Constitution Hill that frame South Africa's modern journey.

Joburg's creative scene—including galleries, street art, and cultural venues like the Nkomo Sculpture Park near the Cradle of Humankind—provides cultural texture that enriches a broader South African itinerary.

Foodies will find Johannesburg's gastronomy especially appealing. The city's culinary landscape is undergoing a transformation, with innovative chefs and pop-up supper clubs emerging alongside classic South African fare. From jazz-infused eateries in restored industrial spaces to chef-driven kitchens reimaging global flavors, clients can experience the city through adventurous dining.

"Johannesburg is really where South Africa's history comes alive, (with the Apartheid Museum, Constitution Hill, and Soweto), a great restaurant and art scene, and the best gateway to all the various safari regions," relays Barber.

Barber recommends: "When positioned thoughtfully, Johannesburg offers profound historical context and an unexpectedly vibrant arts and culinary scene. When clients understand why they're there, it becomes one of the most impactful parts of the journey."



Selling Cultural Experiences to Travelers

South Africa's cultural offerings, from interactive community visits to powerful historical narratives, resonate with clients who want to travel with a purpose and make sense of the places they visit.

For advisors, elaborating on the cultural story enriches every tour package. Whether combined with safari and city stays or featured as the central theme of a trip, these experiences add depth and meaning that travelers value.



For LGBTQ Travelers

Vivian Perez, owner & group travel specialist, Ladies Touch Events & Travel, has a unique perspective on South Africa's cities as her agency specializes in LGBTQ travel. She reports that "South Africa is a LGBTQ-friendly country with beautiful landscapes and its own vibrant LGBTQ community that we love to connect with."

As for city recommendations, she says, "We mostly suggest and travel to Cape Town, Johannesburg, and Durban. Cape Town is a diverse city with beautiful beaches, mountains, and gardens. For our LGBTQ travelers, it's heaven on earth. Joburg is a favorite, as it's very authentic with more POC (persons of color) and history. Lastly, Durban is unique with its more Indian and Zulu influence. Beaches, and of course, bunny chow! All three cities are different from one another, but that's what makes up the incredibly diverse South Africa."

Why South Africa's Urban Experiences Matter Now

For North American travelers—especially those who have already dipped a toe into safari travel—South Africa's cities offer fresh, immersive layers that complement a broad range of interests: food and wine, art and history, beaches, and design. Advisors who can weave together urban sophistication with natural and cultural highlights are positioned to create truly memorable journeys that feel both authentic and luxurious.

South Africa's cities are not just complementary to safari or coastal stays. They are destinations in their own right. And in a competitive luxury travel market, that is an advantage worth selling.

For more resources and specialist training, travel advisors can visit [South African Tourism](#).

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 B2B marketing program with Travel Market Report through the Fast Track Training Program. The program educated travel advisors on selling South Africa through three consecutive daily emails, engaging participants with the theme "Learn How South Africa is a Perfect Fit For All Types of Travelers." Topics included: bucket-list safari experiences, cultural immersion beyond wildlife, and city lifestyle/urban adventures. Advisors who opted in received comprehensive training, with the brand prominently featured in all promotional materials and within each email. The program was promoted to TMR's 75,000+ North American advisor audience and will remain live on TravelMarketReport.com for six months.

• High level KPI -> 302 advisors participated, completing all three sections; 792,377 impressions throughout February and March



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Travel Market Report, Come Find Your Joy – February 2026



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 pleased to share our latest global brand campaign, **South Africa Awaits - Come Find Your Joy**. This campaign highlights the Rainbow Nation as an ideal destination for travelers seeking more than just a vacation, offering personal transformation, authentic connections, and unforgettable moments.

All these experiences and more are waiting in South Africa, a place where your clients can reconnect with freedom, meaning, and awe.

From iconic Big Five safaris to the rich cultural tapestry of vibrant cities, from spectacular coastlines to 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.

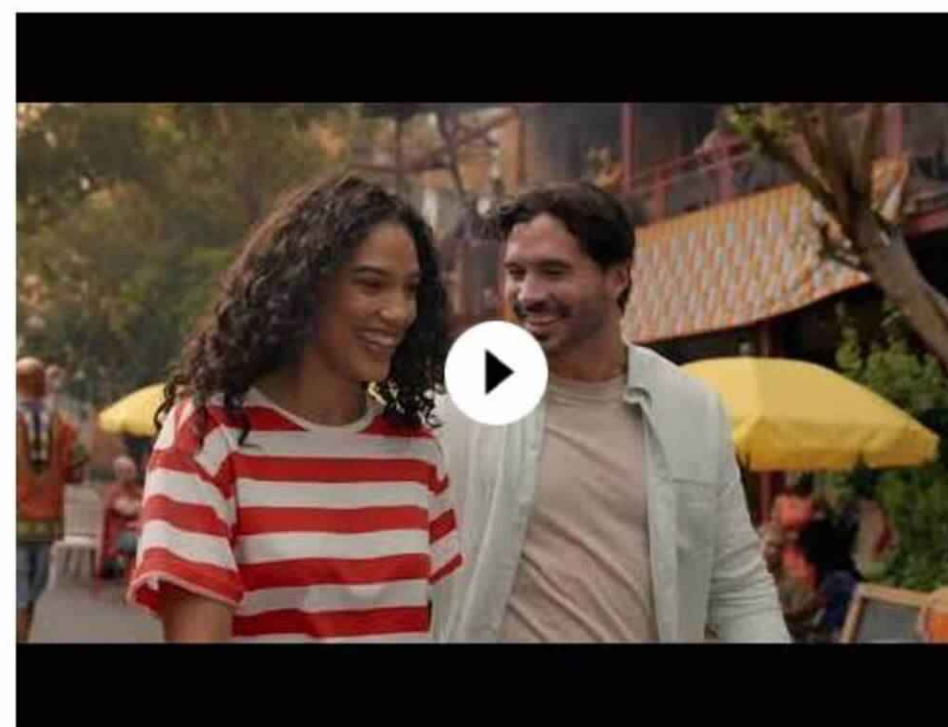
Authentic Local Encounters: Engage with warm, welcoming communities, experience rich traditions, and savor cuisine inspired by South Africa's diverse cultures.

Emotionally Resonant Wildlife Experiences: Witness wildlife up close, from tracking rhinos and spotting elusive leopards to birdwatching across diverse habitats.

Sustainability and Diversity: South Africa is a recognized leader in responsible tourism, supporting conservation and community initiatives that preserve both natural and cultural heritage.

Watch our latest video below and share it with your clients as a powerful sales tool 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.

Watch our latest video below and share it with your clients as a powerful sales tool 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.



With its range of experiences and travel styles, South Africa gives you the tools to create journeys that deliver on your clients' dreams, from adventure and relaxation to cultural enrichment and meaningful connections with nature.

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

[Learn 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 launched our marketing program with Travel Market Report with a custom B2B email highlighting the “South Africa Awaits — Come Find Your Joy!” campaign. The content showcased South Africa’s unique mix of culture, wildlife, and scenery, while emphasizing meaningful, authentic, and sustainable travel experiences. It encouraged advisors to promote the destination as both inspiring and accessible. It included the TVC as well as link to the SA Specialist program for destination training.

• **High level KPI -> email distributed to 67,289 US and Canadian travel advisors; 23% open rate, 108 clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Travel Market Report, Destination Spotlight Johannesburg – February 2026



Why Johannesburg Belongs in Every South Africa Itinerary

Presented By South African Tourism

Johannesburg, often called the "City of Gold," is a vibrant, cosmopolitan gateway and one of Africa's premier business and lifestyle destinations. Founded during the 1886 gold rush, the city blends a fast-paced, modern metropolis with a rich mining heritage, offering clients a mix of history, culture, and urban sophistication.

As the economic powerhouse of sub-Saharan Africa, Johannesburg provides top-tier business and convention opportunities. For leisure travelers, it's a hub of arts, nightlife, dining, and shopping. Neighborhoods like Sandton and Rosebank feature luxury hotels, boutiques, and world-class restaurants, while Soweto offers immersive cultural experiences and historical insight through Vilakazi Street, the Apartheid Museum, and guided tours that highlight the city's role in South Africa's journey to democracy. [Learn More](#)

Despite its urban scale, Johannesburg is remarkably green, boasting the world's largest man-made urban forest with over 10 million trees and 2,000 public parks. This combination of modernity, history, and natural space creates diverse experiences that appeal to a wide range of travelers.

For travel advisors, Johannesburg is an ideal 2–3 night stop at the start of an itinerary, offering both convenience and enrichment. It pairs seamlessly with Cape Town for iconic scenery and unforgettable experiences and Kruger National Park for a classic safari, allowing clients to start their South African journey inspired and engaged. [Learn 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 continued our marketing program with Travel Market Report with part one of our Destination Spotlight series with Why Johannesburg Belongs In Every South African Itinerary. The email positioned Johannesburg as a dynamic gateway to South Africa, blending rich history, cultural significance, and modern urban energy. It highlighted key neighborhoods, cultural landmarks, and its role as both a business hub and an engaging starting point for broader itineraries. It included a link southafrica.net for relevant Johannesburg content.

- **High level KPI -> email distributed to 67,406 US and Canadian travel advisors; 24% open rate, 116 clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Travel Market Report, Destination Spotlight Cape Town – March 2026



DESTINATION SPOTLIGHT IN...

Cape Town

Cape Town: Why the Mother City Deserves 3–5 Nights in Every South Africa Itinerary

Presented By South African Tourism

Cape Town, known as the “Mother City,” is a modern, cosmopolitan destination nestled between the iconic Table Mountain and the Atlantic Ocean. Combining breathtaking natural beauty, vibrant culture, and diverse experiences that range from pristine beaches to world-class vineyards and historic neighborhoods.

Travel advisors can craft tailored itineraries to match every client’s interests. Table Mountain, a new 7 Wonder of Nature, provides stunning views and hiking adventures, while the Cape Peninsula offers scenic drives, marine life encounters, and each escapes. [Learn More](#)

The city’s cultural richness shines through in its art, cuisine, and historical sites, from the colorful Bo-Kaap neighborhood to Robben Island. Wine lovers can explore the nearby Cape Winelands for immersive tasting and vineyard experiences, blending relaxation with indulgence.

Cape Town delivers deeply personal and authentic experiences, balancing bustling city life with relaxed, go-with-the flow energy.

Its award-winning hospitality, excellent accommodations, and diverse attractions make it ideal for both leisure and business travelers. For advisors Cape Town is best experienced over 3-5 nights, pairing seamlessly with Johannesburg for a foundation of history and culture and Kruger National Park for a classic safari, allowing clients to enjoy iconic scenery, unique adventures, and unforgettable moments. [Learn 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 continued our marketing program with Travel Market Report with part two of our Destination Spotlight series with Cape Town: Why the Mother City Deserves 3–5 Nights in Every South Africa Itinerary. The email highlighted Cape Town as a premier destination offering a blend of natural beauty, cultural richness, and diverse experiences. It showcased iconic attractions, nearby winelands, and the city’s ability to deliver both vibrant urban energy and relaxed, immersive travel. It included a link southafrica.net for relevant Cape Town content.

- **High level KPI -> email distributed to 67,372 US and Canadian travel advisors; 25% open rate, 91 clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

This Week Article with Travel Market Report, Beyond the Big Five – March 2026



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 B2B marketing program with Travel Market Report through a This Week Article titled Beyond the Big Five: How Travel Advisors Can Sell the Full Spectrum of South Africa. The article highlighted the destination's diverse experiences, including safari, adventure, golf, culinary, urban, and cultural offerings, providing travel advisors with actionable insights and inspiration. It was promoted via a dedicated email to TMR's 75,000+ advisor database and featured on the Top Stories section of the site, digital training & resources tab, and full tab takeover banners for the week of 9 March.

- **High level KPI -> 177,165 impressions, 16,804 article reads over the week**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Travel Market Report, Destination Spotlight Cape Town – March 2026



DESTINATION SPOTLIGHT IN...

Cape Town

Cape Town: Why the Mother City Deserves 3–5 Nights in Every South Africa Itinerary

Presented By South African Tourism

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- **High level KPI -> email distributed to 67,372 US and Canadian travel advisors; 25% open rate, 91 clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Travel Market Report, Destination Spotlight Kruger National Park – March 2026



DESTINATION SPOTLIGHT IN...

Kruger National Park

Why Kruger National Park Is the Defining Moment of a South Africa Itinerary

Presented By South African Tourism

Kruger National Park is one of Africa's most iconic safari destinations and a cornerstone of South African itineraries. Renowned for its incredible wildlife density, the park offers clients the chance to see the Big Five and countless other species in their natural habitat.

Accommodation ranges from luxury private reserves and all-inclusive lodges to classic safari camps, allowing advisors to match experiences to client preferences. Most stays included guided game drives, meals, and conservation-focused storytelling, providing seamless and immersive safari adventures. [Learn More](#)

Advisors can position Kruger as the highlight or finale of an itinerary, typically for a 2-3 night stay, while repeat visitors may opt for longer. The park is ideal for clients seeking emotional impact, wildlife encounters, and meaningful connections with nature.

Whether it's tracking lions at sunrise, enjoying sundowners in the bush, or learning about South Africa's conservation efforts, Kruger delivers unforgettable moments that resonate long after the trip ends.

For advisors, Kruger pairs naturally with Johannesburg for an urban-cultural start and Cape Town for a scenic, coastal experience, creating a complete South African journey that balances adventure, luxury and transformative experiences. [Learn 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 continued our marketing program with Travel Market Report with part three of our Destination Spotlight series with Why Kruger National Park Is the Defining Moment of a South Africa Itinerary. The email highlighted Kruger National Park as a cornerstone of South African itineraries, showcasing its iconic wildlife, luxury and classic safari accommodations, guided game drives, and immersive conservation storytelling. Advisors were provided with tools to position Kruger as the highlight or finale of a trip, paired naturally with Johannesburg and Cape Town to create a complete, balanced, and transformative South African journey. It included a link southafrica.net for relevant safari & wildlife content.

- **High level KPI -> email distributed to 67,399 US and Canadian travel advisors; 22% open rate, 82 clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Travel Market Report, SA 101: sell with Confidence – March 2026



South Africa 101: Sell with Confidence



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 Air Lines

- 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:** ~16 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

Become a South Africa Specialist
Boost your knowledge and stand out with our interactive e-learning program

[Get Certified](#)

Chat with Siyanda, Your AI Travel Assistant

Get instant answers, tailored itineraries, and real-time South Africa insights anytime you need them.

[Start Chatting](#)

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

[Learn 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 continued our marketing program with Travel Market Report with a custom B2B email. The email highlighted visa-free entry, direct flights from major US hubs, favorable exchange rates, and diverse range of unique experiences, strengthening advisor confidence and enhancing destination knowledge. It also provided guidance on top-performing client segments and seasonal positioning. It included the link to the SA Specialist program for destination training and the suthafrica.net website to engage with AI travel assistant, Siyanda.

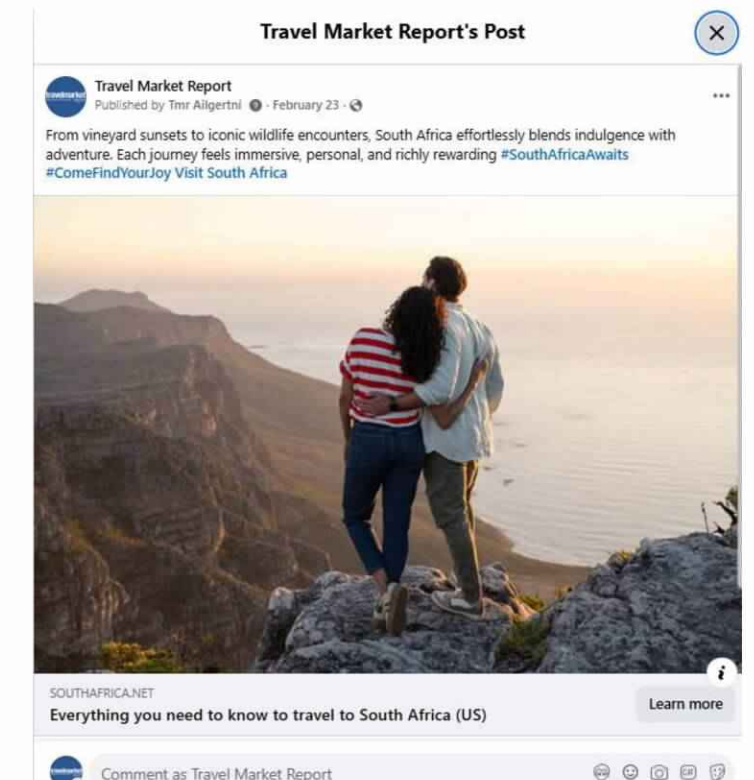
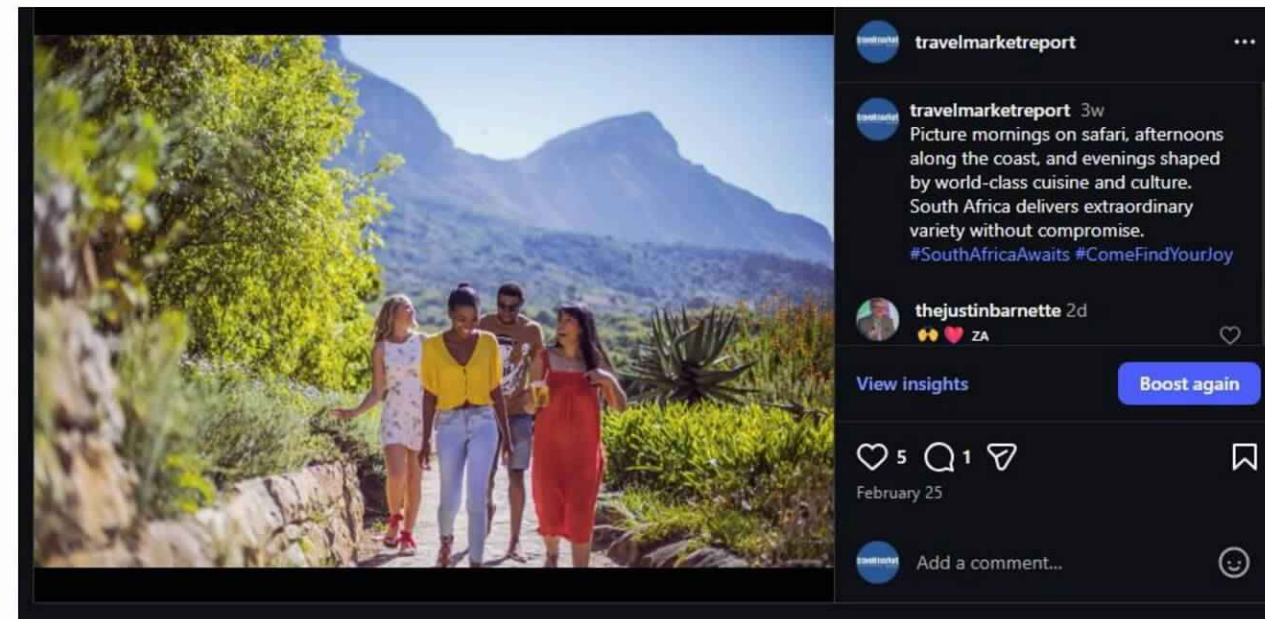
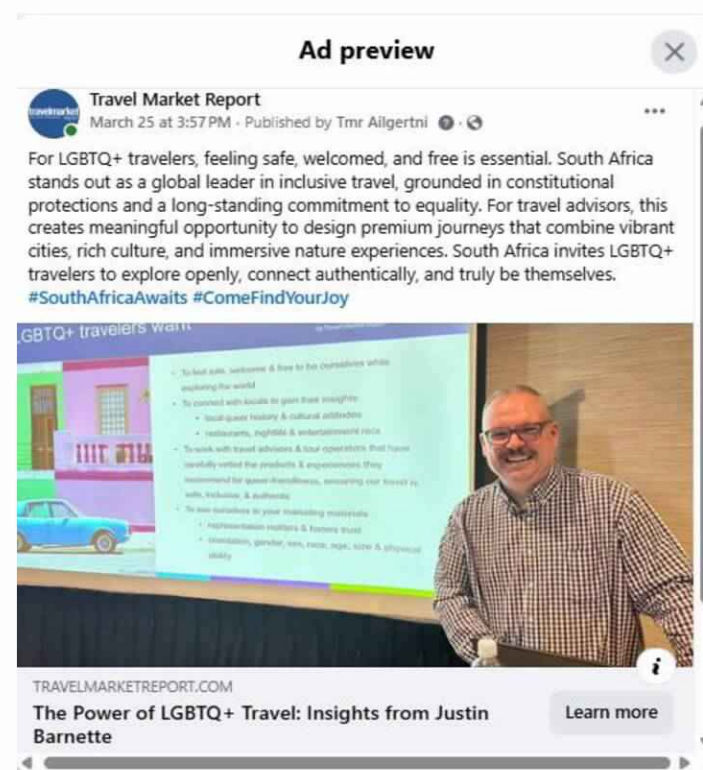
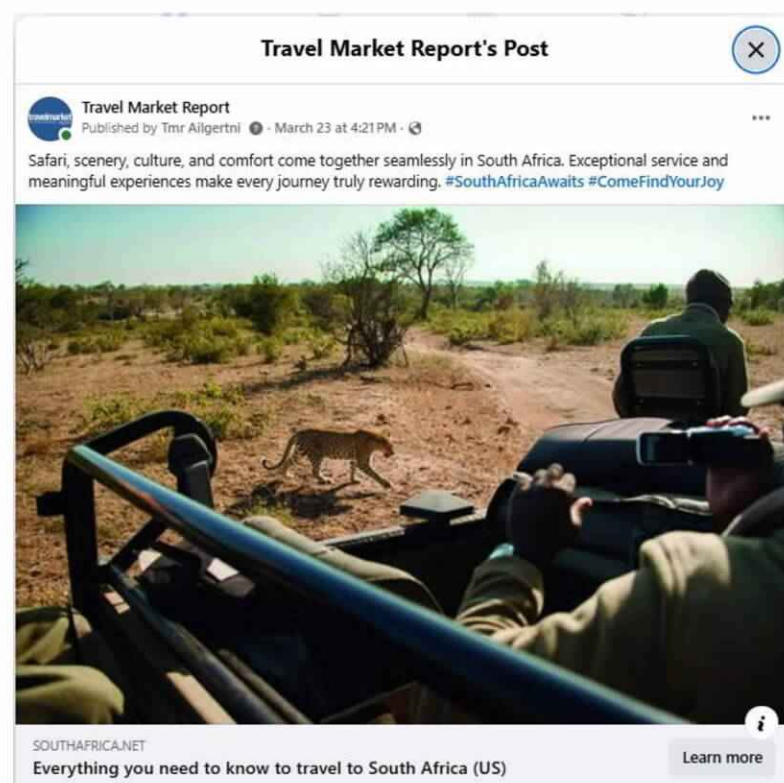
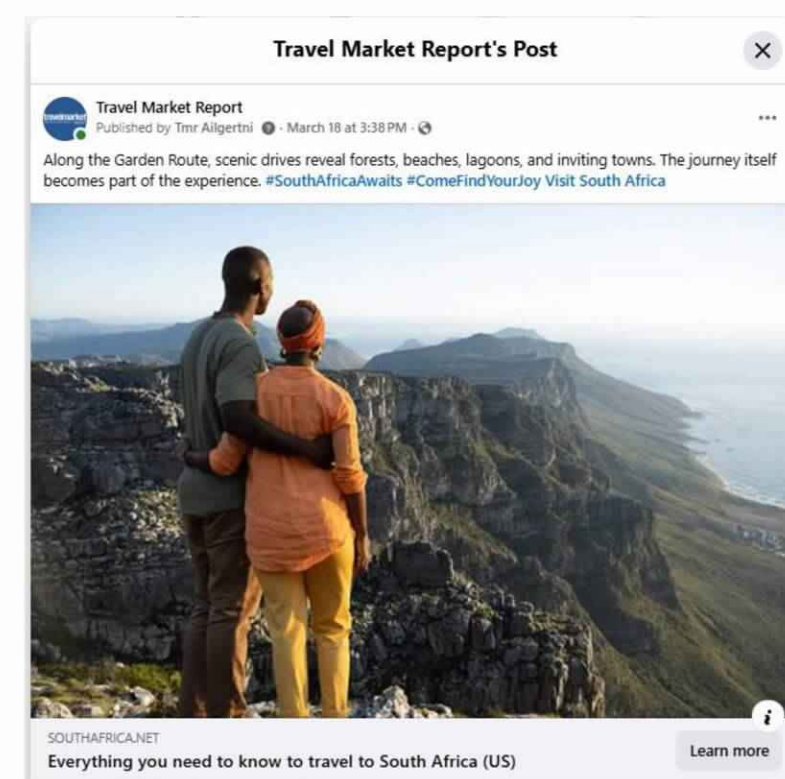
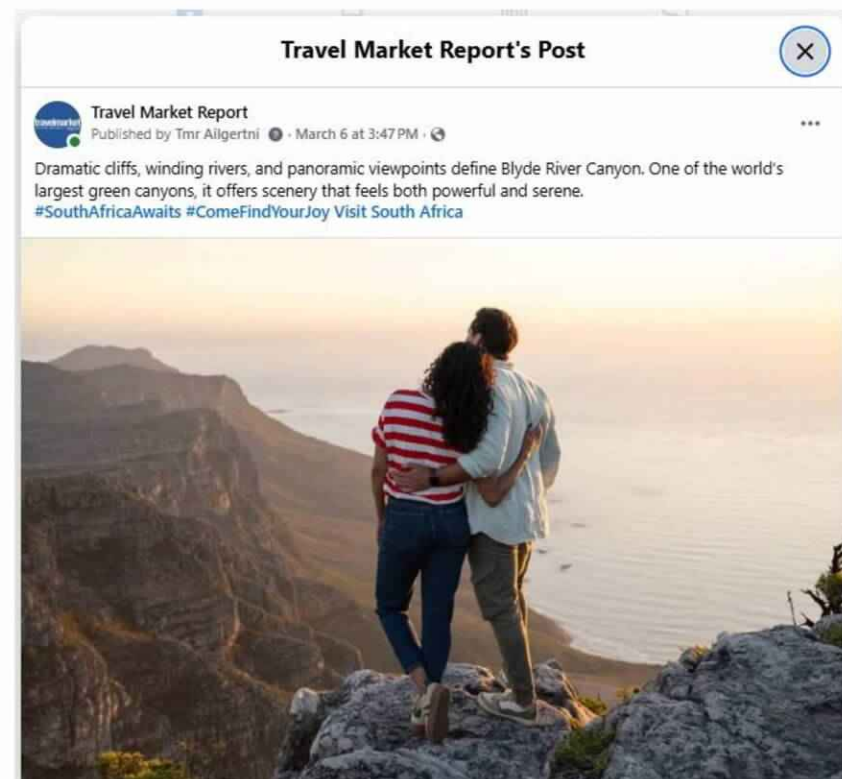
- **High level KPI -> email distributed to 67,135 US and Canadian travel advisors; 23% open rate, 109 clicks**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Added-value Social Media Posts with Travel Market Report – March 2026



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 Travel Market Report through added-value social media posts. Ten custom posts were created with TMR's social media team to support campaign messaging around South Africa's variety of experiences, including safari, adventure, culinary, cultural, and urban offerings. Posts ran across TMR's Facebook and Instagram platforms, with images, links, and content optimized for each channel, and were pinned to the TMR homepage where applicable for maximum visibility.

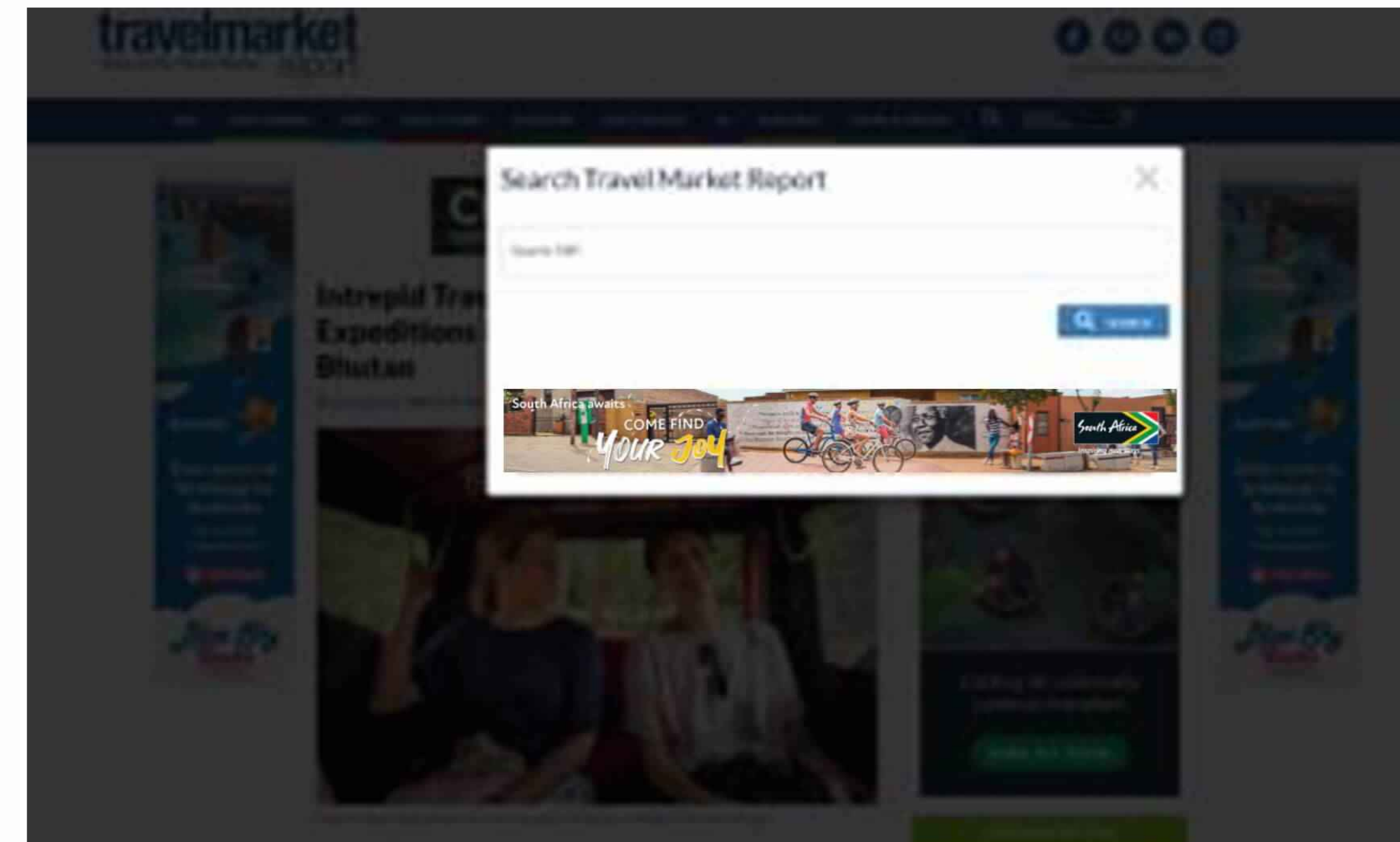
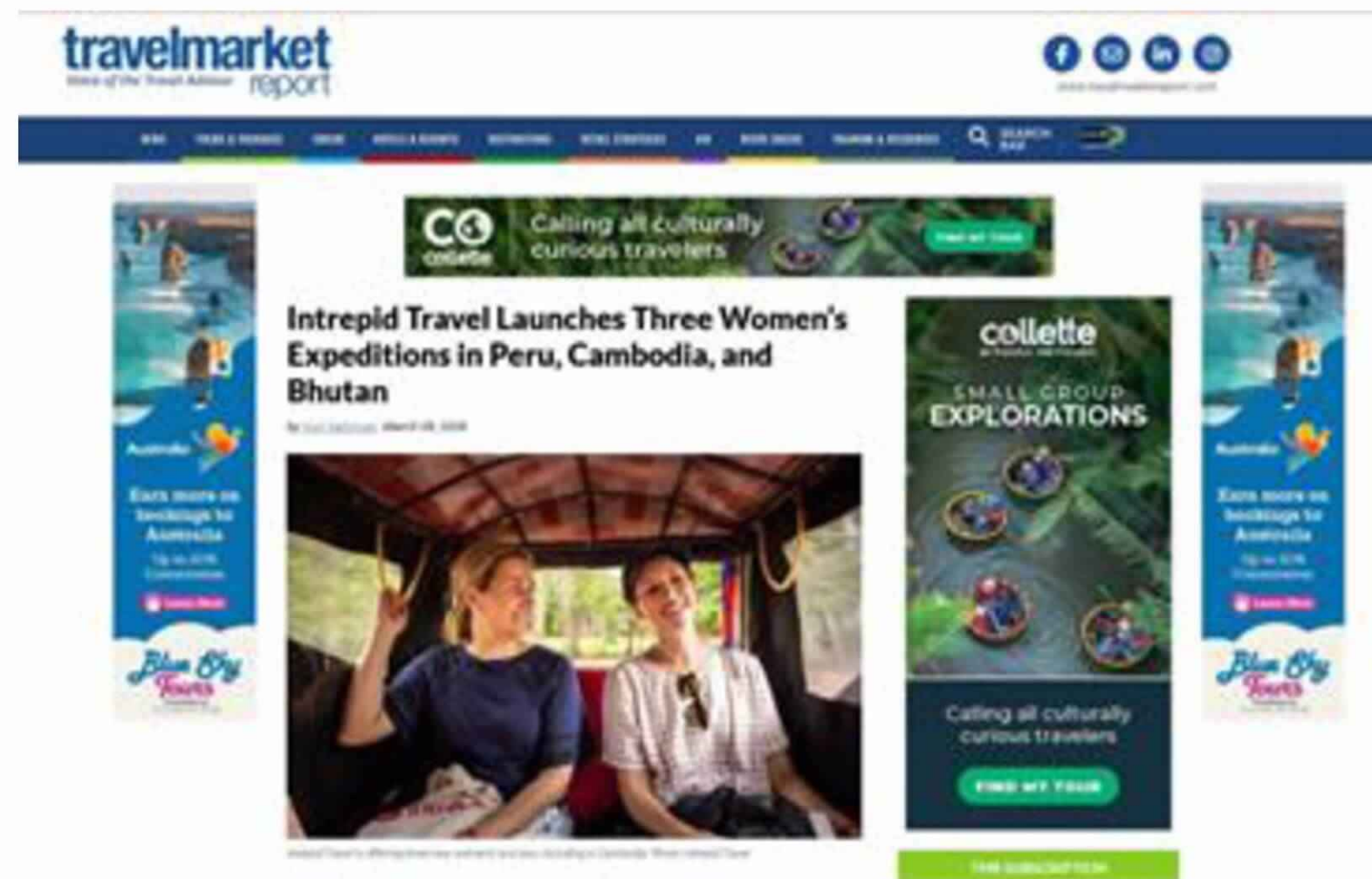
• **High level KPI -> 19,787 impressions; 644 engagements across Facebook and Instagram**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Added-value Search Bar Banner Placement with Travel Market Report – March 2026



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 Travel Market Report through a high-impact Search Bar banner ad placement. Presented as an added-value, no-cost opportunity by the supplier, SAT's banner ad appeared on all tabs of the TMR platform, with a 728x90 placement displayed when the search bar was expanded. The ad ran for three consecutive weeks, providing prominent visibility to travel advisors and reinforcing brand presence across the platform.

- **High level KPI -> 228,054 impressions; 18 clicks; 0.01% CTR**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Northstar Travel Group Banner Campaign, Come Find Your Joy – February - March 2026



TRAVEL WEEKLY
BY NORTHSTAR

News & Featured Destinations Our Voices Resources Hotel & Cruise Search Site Search

Travel impact from Iran crisis: 'This one is on a bigger scale'

The Middle East tourism disruptions from the U.S.-Iran war are unlikely to be short-lived, region specialists said.

U.S. airlines thrive despite higher jet fuel costs from Iran war

Jet fuel prices in the U.S. rose 57% during the first 18 days of the Iran war. It's a hefty increase,...

Updated: War in the Middle East affects tour operations

As the U.S. and Israel continue their attack on Iran, tour operators have paused some Middle East itineraries.

Dispatch, Morocco: Riding a camel lived up to the dream

The promise of riding a camel during her Abercrombie & Kent trip had been at the forefront of senior tours editor Brinley Hineman's mind since she

With ships still stuck in the Persian Gulf, Celestyal cancels two more Greece cruises

The Celestyal ships' repositioning to the Mediterranean continues to be delayed due

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South Africa awaits
COME FIND YOUR JOY
Inspiring new ways

TRAVEL WEEKLY
BY NORTHSTAR

AFRICA
February 18, 2026

South Africa awaits
COME FIND YOUR JOY
Inspiring new ways

INSIGHT BY DORINE REINSTEIN

Advertisement

TRAVEL WEEKLY WEBINARS
LEARN FROM THE INDUSTRY'S EXPERTS
Available On Demand

West Africa is enjoying a tourism boom

Operators say roots travel remains strong, but culinary experiences and even surfing are also drawing travelers to places like Ghana and Senegal.

FEATURED STORY

South Africa awaits
COME FIND YOUR JOY
Inspiring new ways

AFRICA Editor:
Dorine Reinstein
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TRAVEL WEEKLY
BY NORTHSTAR

All folders are up to date. Connected to: Microsoft Exchange

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 Northstar Travel Group with banner campaigns to keep destination SA top of mind for their American and Canadian travel agents and tour operators. Throughout February and March, we conducted a B2B run of site banner campaign on Travel weekly to promote brand awareness and drive traffic to our website where advisors can engage with the SA Specialist program and AI travel assistant, Siyanda. This was supported by a banner campaign in Travel Weekly's February and March Africa eNewsletters to promote brand awareness among Africa Specialist and drive traffic to our website to engage with AI travel assistant, Siyanda and other South Africa content.

- **High level KPI -> February ROS Banner: 118,582 impressions; 0.02% CTR; March ROS Banner: 143,895 impressions, 0.02% CTR**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Northstar Travel Group, Come Find Your Joy – February 2026



Travelers today are seeking journeys that feel personal, meaningful, and unforgettable. In South Africa, they can experience vast wilderness, vibrant cities, winding coastal roads, and lush winelands, all in one destination that encourages discovery at every turn.

Our latest global brand campaign, South Africa Awaits - Come Find Your Joy, showcases a country where adventure meets purpose. It invites travelers to embrace curiosity, engage with local communities, and encounter moments of joy that stay with them long after they return home.

From sunrise safaris to evenings exploring lively city neighborhoods, South Africa offers experiences that allow you to design journeys that are as expansive or as intimate as your clients desire.

For you, this translates into a destination that is remarkably versatile and compelling to sell.

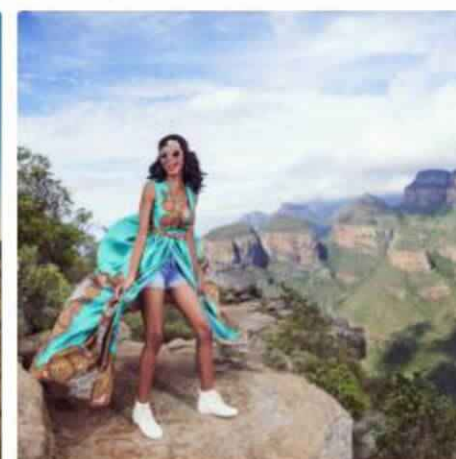
South Africa offers:



Wildlife That Inspires Awe

Clients can encounter rhinos, lions, elephants, and diverse birdlife in their natural habitats, creating moments that truly resonate.

[> Explore now](#)



Expansive Natural Beauty

From Kruger National Park to the dramatic coastline and mountain landscapes, every journey immerses travelers in scenery that stays with them.

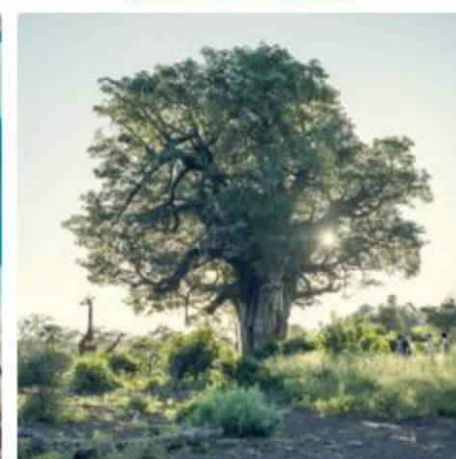
[> Explore now](#)



Cultural Depth and Urban Energy

Cities pulse with history, contemporary creativity, and local traditions, offering experiences that go beyond the safari.

[> Explore now](#)

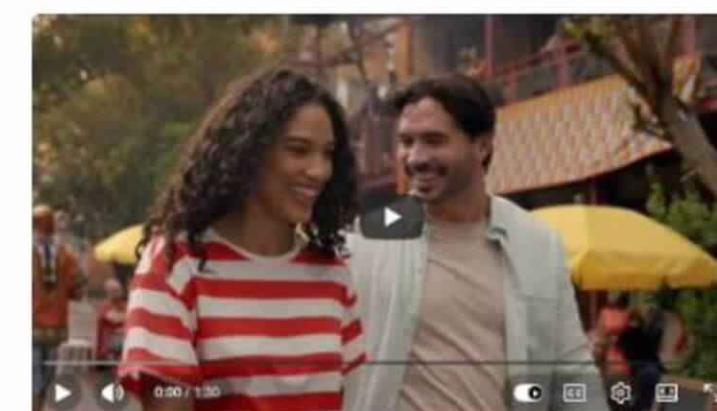


Responsible Tourism Leadership

Conservation practices and community-driven initiatives ensure that travel supports both natural and cultural heritage.

[> Explore now](#)

Watch and share the campaign video below as a sales tool to spark conversations and inspire new bookings.



With its accessibility, range of price points, and breadth of experiences, South Africa lets you design journeys for adventure seekers, luxury travelers, multigenerational families, and culturally curious explorers alike.

Now is the time to inspire your clients to Come Find Their Joy in South Africa.

[> Explore now](#)

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Northstar Travel Group - 301 Route 17 North, Suite 1150 - Rutherford, NJ 07070

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 marketing program with Northstar Travel Group with a custom B2B email highlighting the “South Africa Awaits — Come Find Your Joy!” campaign. The content showcased South Africa’s unique mix of culture, wildlife, and scenery, while emphasizing meaningful, authentic, and sustainable travel experiences. It encouraged advisors to promote the destination as both inspiring and accessible. It included the TVC as well as links southafrica.net for relevant key experiences content.

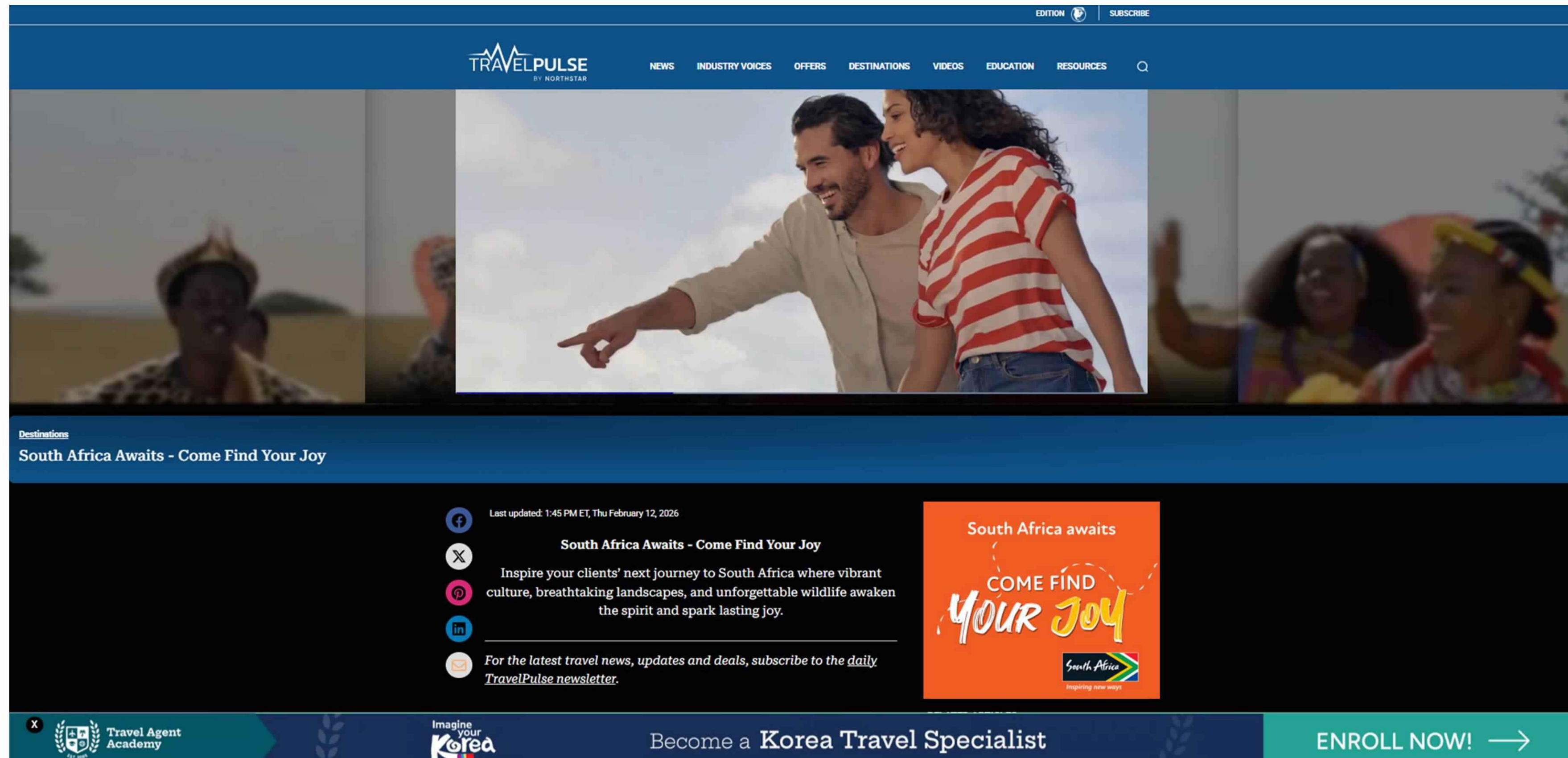
- **High level KPI -> email distributed to 1,167 TravelAge West advisor subscribers, 0.09% CTR; 24,648 Travel Weekly advisor subscribers, 0.20% CTR; 33,434 Travel Pulse advisor subscribers, 0.10% CTR**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Travel Pulse Featured Video of the Day, Northstar Travel Group – February 2026



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 Northstar Travel Group to feature the “Come Find Your Joy” TVC on the homepage Travel Pulse as the Featured Video of the Day. For one week in February, the video was prominently positioned on the homepage and video hub for maximum visibility delivering 66,409 impressions. This significantly exceeded their 40,000-view benchmark.

- **High level KPI -> 66,409 impressions, exceeding their 40,000-view benchmark**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Custom B2B Email Campaign with Northstar Travel Group, South Africa 101: Sell with Confidence – March 2026



South Africa
SOUTH AFRICAN TOURISM

South Africa 101: Sell with Confidence

Interest in South Africa continues to grow, fueled by our latest global brand campaign “South Africa awaits - Come Find Your Joy.” Now is the perfect time to convert inspiration into bookings.

For advisors, South Africa checks the boxes that matter: 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.

Here's what makes it an easy, high-confidence sell:

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 US Hubs

- Delta Air Lines**
 - 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:** Plus, one-stop options throughout Europe and the Middle East expand flexibility for clients nationwide
- Reliable lift supports premium, mid-range, and custom itineraries alike

Luxury for Less

What Makes the Trip Unforgettable

Client Segments That Perform Well

South Africa aligns with multiple high-value audiences:

- Honeymooners seeking once-in-a-lifetime moments
- Wildlife enthusiasts and safari first-timers
- Multigenerational families
- Food & wine travelers
- LGBTQ+ travelers seeking inclusive, welcoming destinations

Seasonal positioning can further refine your pitch:

- 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

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](#)

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](#)

With strong access, diverse itinerary options, compelling value, and cross-segment appeal, South Africa remains one of the most dynamic long-haul destinations in the market.

Now is the time to turn interest into bookings and inspire your clients to Come Find Their Joy in South Africa.

[Explore Now](#)

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Northstar
TRAVEL GROUP

[Privacy Policy](#) [Contact Us](#)

Northstar Travel Group - 301 Route 17 North, Suite 1150 - Rutherford, NJ 07070

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 Northstar Travel Group with a custom B2B email titled South Africa 101: Sell with Confidence. The email highlighted visa-free entry, direct flights from major US hubs, favorable exchange rates, and diverse range of unique experiences, strengthening advisor confidence and enhancing destination knowledge. It also provided guidance on top-performing client segments and seasonal positioning. Advisors were directed to trade resources and tools, including the SA Specialist program and the Insider Travel Portal with its searchable Resource Directory, enabling them to plan itineraries and engage directly with SA suppliers.

- High level KPI -> email distributed to 7,523 TravelAge West advisor subscribers, 0.28% CTR; 23,126 Travel Weekly advisor subscribers, 0.36% CTR; 30,873 Travel Pulse advisor subscribers, 0.19% CTR**



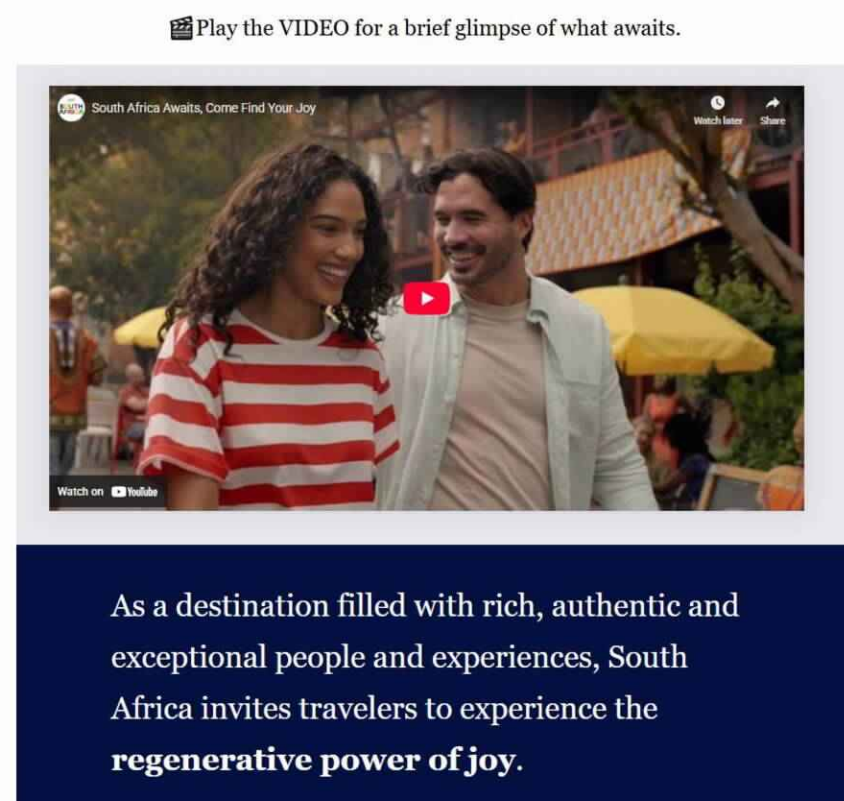
Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Virtuoso WEB15 training module – January - March 2026



- South Africa Essentials ☒
- Safari Moments That Stay With You ☒
- A Natural Outdoor Playground ☒
- Scenery That Takes Your Breath Away ☐
- Cities Full of Soul and Flavor ☒
- A Coastline That Invites You In ☐
- Culture That Connects Us All ☒
- Conclusion ☒

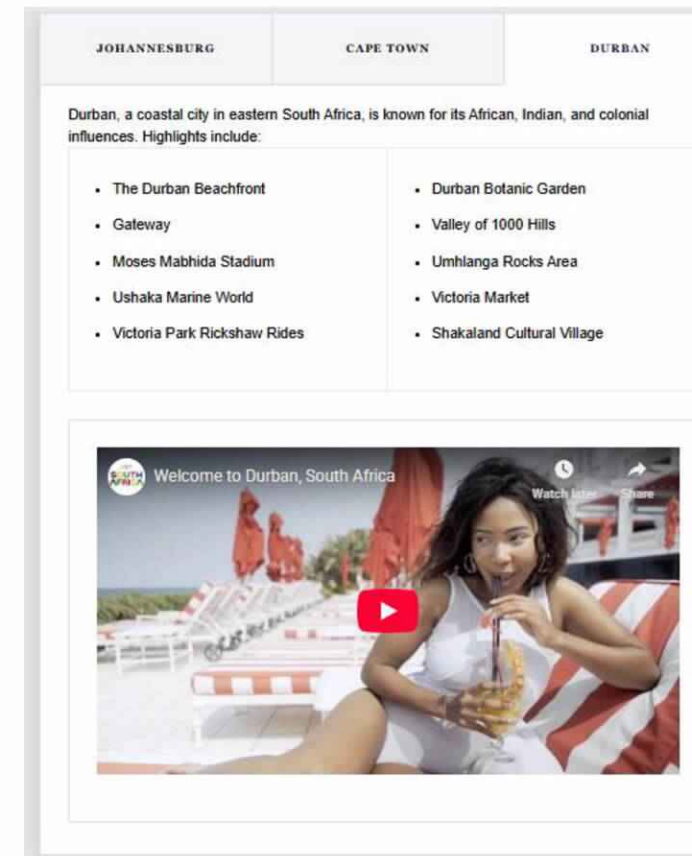


Select the **BUTTON** to get more info for planning a safari in South Africa.

LEARN MORE

Select the **BUTTON** to get more inspiration about South Africa's many National Parks.

LEARN MORE



The legacy of Nelson Mandela

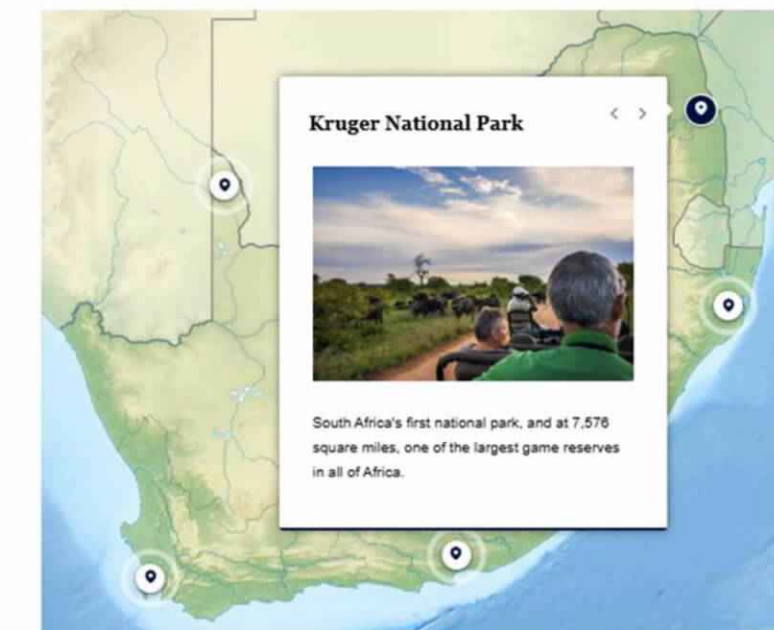
Nelson Rolihlahla Mandela, Nobel Peace Prize laureate and South Africa's first democratically elected president, is remembered with love, gratitude, and deep respect. His role in South Africa's triumph over adversity continues to inspire both South Africans and people around the world.

Your clients can follow in his footsteps from the rolling hills and villages of Qunu in the Eastern Cape to the prison cells of Robben Island and the historic Vilakazi Street in Soweto. Over 100 destinations across South Africa offer opportunities for reflection, celebration, and connection, bringing to life the enduring spirit of freedom, resilience, and unity that Mandela championed.

Welcomed into communities full of warmth and creativity, travelers experience a profound connection that goes beyond sightseeing, it is a journey of the heart and soul.



Select each **ICON** to learn more about the best safari experiences in South Africa.



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America continued our program with Virtuoso through the development of a new Web15 destination training module within the Virtuoso Travel Academy. The 15-minute, self-paced module was designed to support Virtuoso advisors by refreshing product knowledge and strengthening destination selling skills through interactive content and resources. Our “Come Find Your Joy” module provides an overview of South Africa's six tourism pillars, highlighting key experiences supported by images, short-form videos, and links to southafrica.net articles for deeper learning. The training helps advisors confidently position South Africa to their clients for future travel planning, including 2026 bookings.

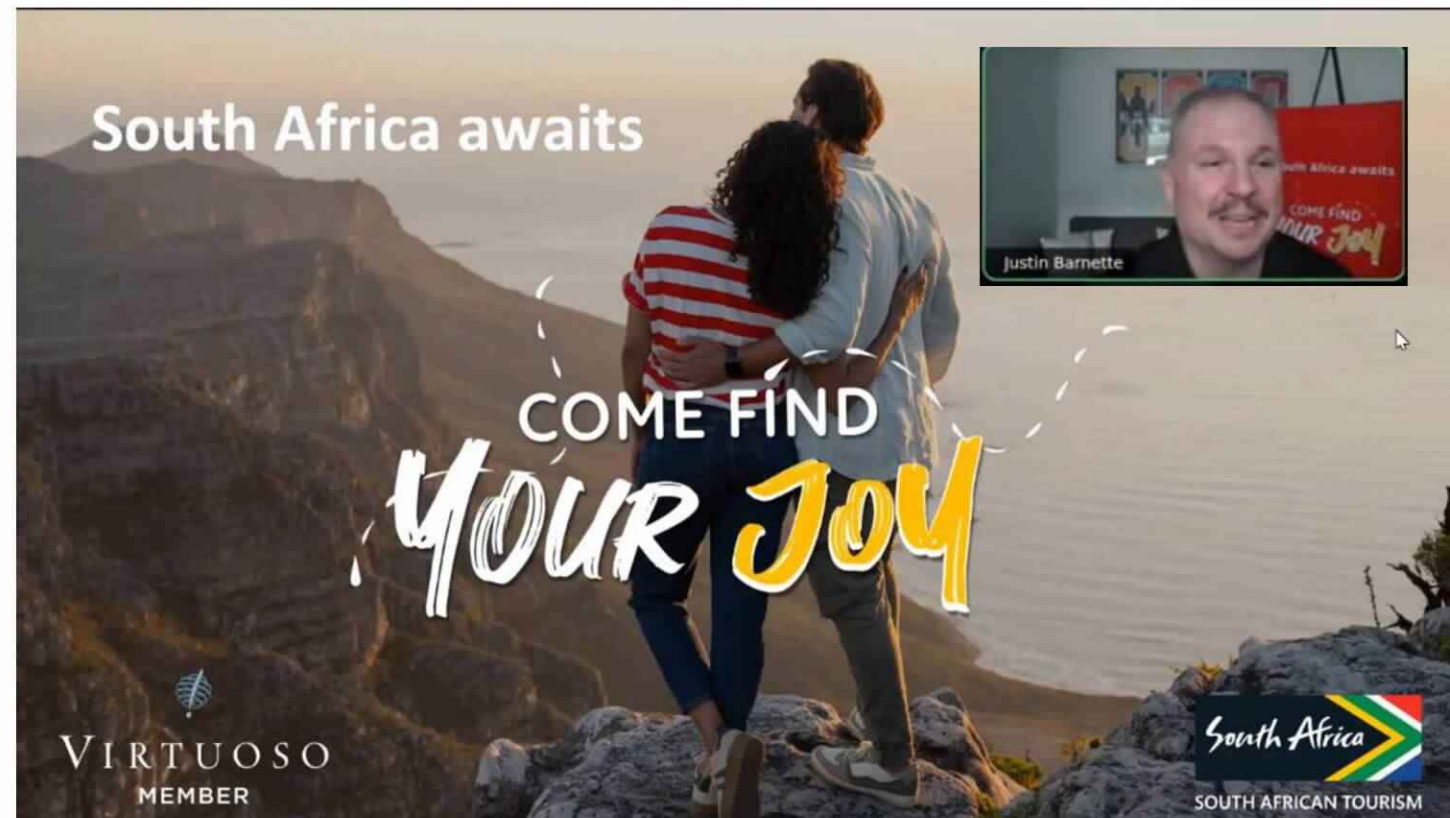
- High level KPI -> 98 advisors participated in the training during Q4; available in the Virtuoso Travel Academy through June 2026



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Webinar training with Virtuoso – 4 February 2026



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 carried into 2025, with **USA arrivals up 5.3%** year-on-year and **Canadian arrivals up 13.2%** for the same period.
- These gains highlight South Africa's enduring appeal as a value-for-money, affordable luxury destination, despite economic pressures that are causing some North American travelers to forego international trips in favor of staying closer to home.



Meet Siyanda, Your AI Travel Assistant



Siyanda, brings trusted insights directly from South African Tourism and GuideGeek's award-winning AI platform to help you create unforgettable South African journeys.

- Instant Expertise** – Get real-time answers on safaris, hikes, local dining, and cultural experiences
- Tailored Itineraries** – Create personalized trips that match your clients' interests, budgets, and travel style
- Save Time, Delight Clients** – Available 24/7, Siyanda helps you stay ahead of client questions while streamlining research
- Inspire Adventure** – From wildlife safaris to world-class wine tours and vibrant cities, Siyanda equips you to craft journeys that spark joy and lasting memories



Celebrating Kruger National Park @ 100



- Stretching across nearly two million hectares of protected wilderness, Kruger National Park stands as **one of Africa's most iconic safari destinations**.
- In 2026, it celebrates its 100th anniversary, a milestone drawing global attention, with **Frommer's naming Kruger a Best Place to Go in 2026** and **Lonely Planet spotlighting Kruger Shalati: The Train on the Bridge**.
- Kruger **blends luxury, heritage, wildlife, and conservation** like few destinations can.
- The landscapes, stories, and signature experiences make Kruger unforgettable for your clients and a **must-sell destination for 2026 and beyond**.



Sales tools and resources



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.



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America hosted a 30-minute webinar for Virtuoso travel advisors. The session highlighted the latest destination updates, including the recent launch of AI travel assistant Siyanda, the final 2025 North American arrivals figures, and the 2026 centenary of Kruger National Park. We then explored the Top 5 Reasons Clients Will Fall in Love with South Africa in 2026: our people, wildlife, diversity of experiences, wine & food, and the transformative feelings of wonder, connection, and joy. The "Come Find Your Joy" TVC was shown to reinforce current campaign messaging and was followed by a live Q&A session. The recording has been uploaded to Virtuoso Travel Academy for on-demand viewing through May.

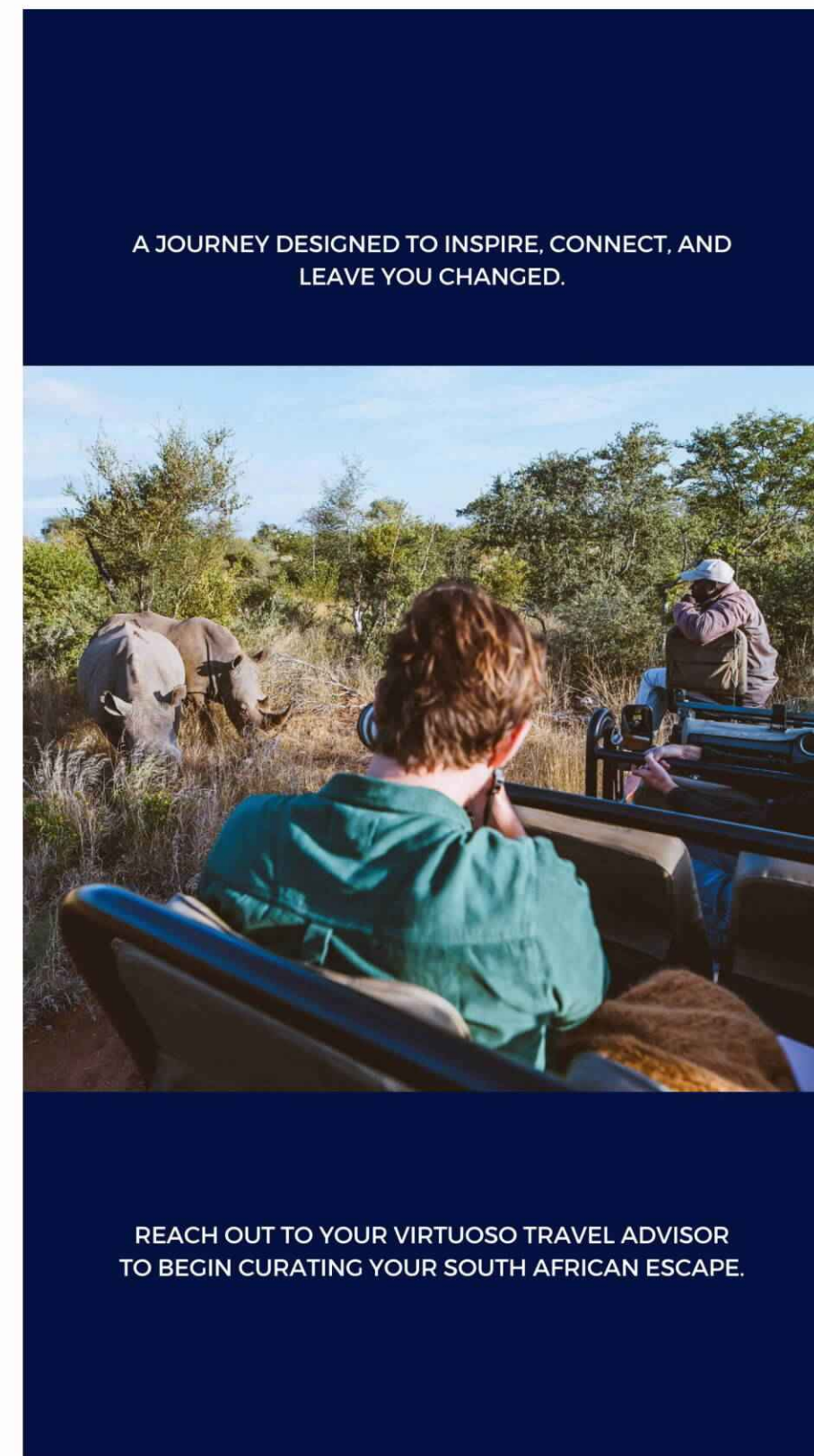
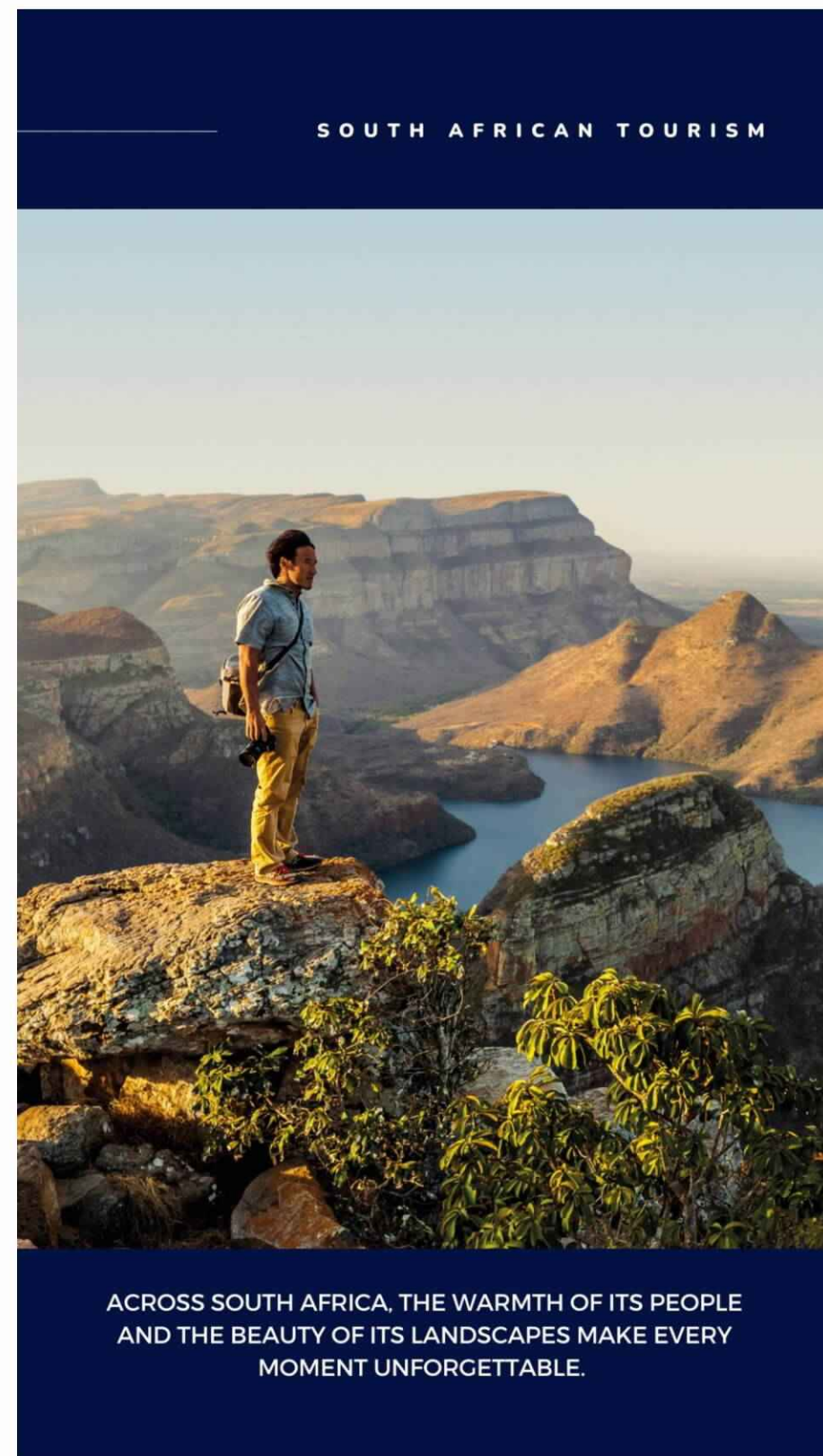
- High level KPI -> 62 travel advisors attended live, 121 registered to receive the recording; recording uploaded to VTA for on-demand viewing through May**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Co-Op Instagram Campaign with Virtuoso, South Africa: where adventure, luxury, & joy come together – February 2026



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 campaign with Virtuoso through a social media activation across the @virtuosoldtd Instagram platform, targeting both luxury travelers and their advisors. The campaign drove destination visibility and engagement among high-value audiences, positioning South Africa as a sun-soaked, high-impact luxury destination where adventure, culture, and joy converge. Content highlighted rich history, iconic landscapes and creative energy, reinforcing our value proposition as a diverse, multi-dimensional vacation option. The content included a strong call to action to connect with Virtuoso travel advisors to design a tailored journey.

- **High level KPI -> 2 Instagram Stories (3 slides each) and 1 Instagram Grid Post; Impressions: 9,823; Reach: 132,000; Engagements: 172; Engagement Rate: 3.26% (above industry average of 2.10%)**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

B2C Themed Email Campaign (US & CAN) with Virtuoso, Warm Weather Getaways + packages – March 2026



Search

Wanderlist

Sign In

EN

Travel Advisors

Destinations

Hotels

Cruises

Tours

Why Virtuoso

Inspiration

Spotlight: New to Virtuoso

Wildlife, Wine, Culture

Come Find Your Joy in South Africa

From up-close wildlife encounters to adrenaline-pumping adventures, **South Africa** excels at delivering thrills. But that’s not the only reason to visit. The Rainbow Nation offers breathtaking landscapes, amazing art, meaningful cultural journeys, world-renowned winelands, plus adorable penguins. Your Virtuoso advisor can create a rich itinerary based on your interests.

Expert Tip

Since South Africa is in the southern hemisphere, it’s summer there when it’s winter in North America. If you want to escape the cold weather at home, visit November through February.

POWERED BY SWAIN DESTINATIONS

Highlights of South Africa (11 Days)

Johannesburg, South Africa to Cape Town, South Africa

Available for travel through December 31, 2026

Explore South Africa’s highlights on a 10-night journey. Begin in Johannesburg, where history, creativity, and local culture shape the City of Gold. Continue to the wild landscapes of the Manyeleti Game Reserve for close-up "big five" encounters. End in Cape Town, the Mother City, blending ocean, mountains, cuisine, and culture into an unforgettable finale that lingers long after the journey ends.

EXPERIENCE INCLUDES:

- Two nights' accommodations in Johannesburg at Fairlawns Boutique Hotel & Spa
- Four nights' accommodations in Cape Town at Mount Nelson, A Belmond Hotel, Cape Town
- Four nights' accommodations in the Manyeleti Game Reserve at Tintswalo Safari
- Game viewing in the Manyeleti Game Reserve
- All private guided tours, excursions, and outdoor activities
- Meals: ten breakfasts, three lunches, and three dinners
- Round-trip airport transfers

VIRTUOSO EXCLUSIVE BENEFITS:

at Fairlawns Boutique Hotel & Spa, Tintswalo Safari, and Mount Nelson, A Belmond Hotel, Cape Town

- Upgrade upon arrival, if available
- Early check-in and late checkout, if available
- Two 30-minute massages at Fairlawns Boutique Hotel & Spa
- One spa experience per person, per stay at Tintswalo Safari
- Private dinner for two on the stargazing deck at Tintswalo Safari
- All premium brand drinks, except French Champagne at Tintswalo Safari
- Afternoon Tea for two, per stay at Mount Nelson, A Belmond Hotel, Cape Town

Connect with your Virtuoso travel advisor for best available rates

POWERED BY GILTEDGE - SOUTH AFRICA

Ultimate Highlights of South Africa (12 Days)

Cape Town, South Africa to Johannesburg, South Africa

Available for travel through December 31, 2026

South Africa is a land of contrasts, from its vibrant cities to vineyard-covered valleys and wild reserves. Experience the beautiful city of Cape Town, a gourmet escape in the Cape Winelands, a unique safari in the Kalahari and tracking the "big five" in a private Kruger Park reserve. Hand-picked hotels, luxury safari lodges, and private guided tours ensure you get the most out of your stay in this incredible country.

EXPERIENCE INCLUDES:

- Three nights' accommodations in Cape Town at the Silo Hotel
- Two nights' accommodations in Franschhoek at La Residence
- Three nights in the Tswalu Game Reserve at Tswalu Kalahari
- Three nights in the Thornybush Game Reserve at Royal Malewane
- All meals and beverages at Tswalu Kalahari
- Internal flights and all internal transportation
- VIP airside assistance
- All private guided tours, game drives and safaris

VIRTUOSO EXCLUSIVE BENEFITS:

at the Silo Hotel, La Residence, Tswalu Kalahari, Royal Malewane

- Upgrade upon arrival, if available
- Early check-in and late checkout, if available
- Breakfast daily for two per bedroom
- Private wine tasting at La Residence
- 50-minute massage for two, per stay at The Silo Hotel and Tswalu Kalahari
- 15% off spa treatments at La Residence and Royal Malewane

Connect with your Virtuoso travel advisor for 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 campaign with Virtuoso by participating in their March themed email campaign “Warm Weather Getaways.” The email positioned South Africa as a diverse, high-impact warm-weather escape, highlighting its counter-seasonal appeal as a summer destination during North America’s winter months (November–February), while encouraging travelers to work with a Virtuoso advisor to curate personalized itineraries. It featured two premium tour operator packages (Swain Destinations and Guiltedge) showcasing safari, city lifestyle, and winelands experiences, with a clear call to action to plan and book South Africa travel for 2026.

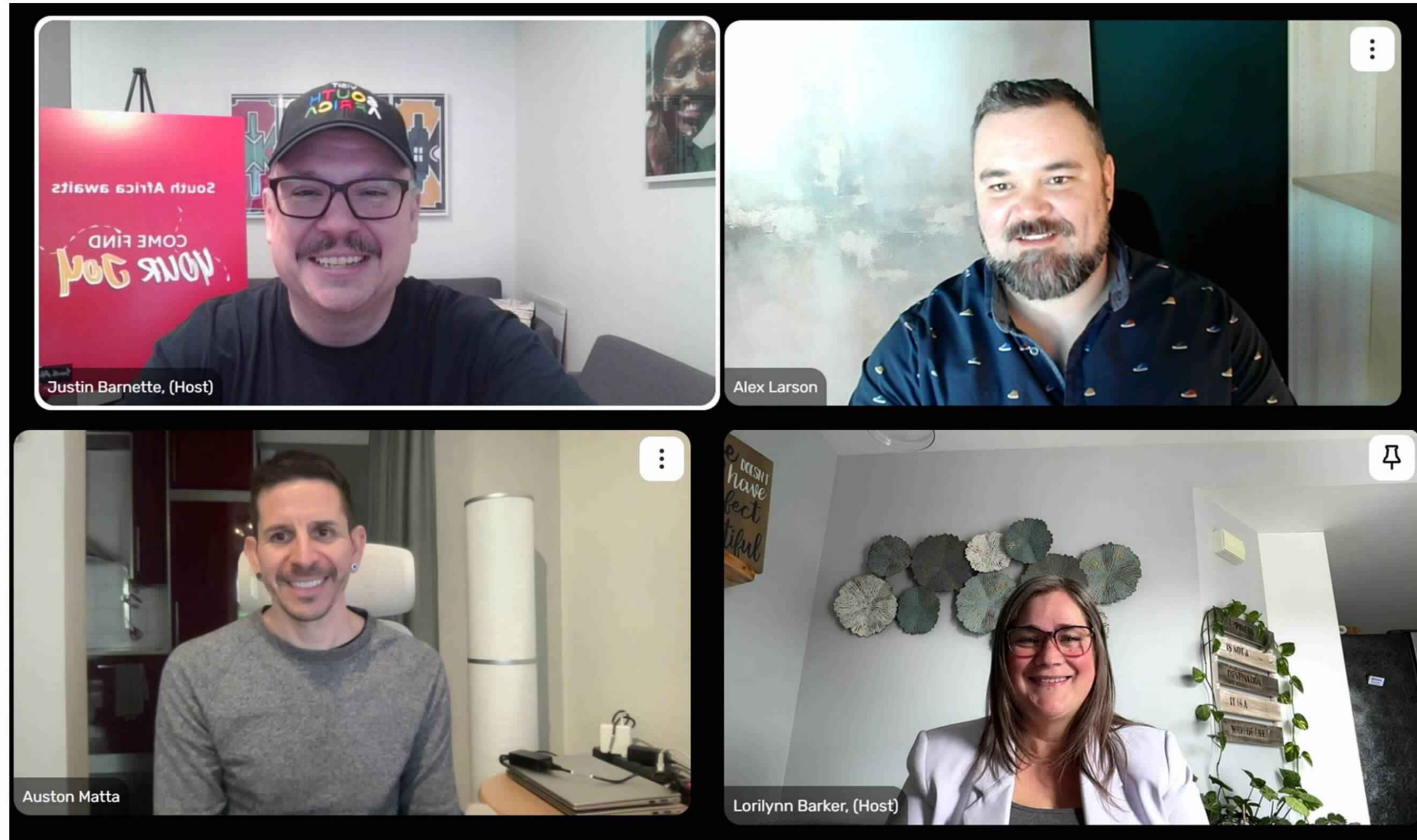
- **High level KPI -> email distributed to 70,028 qualified Virtuoso consumer clients in the USA and Canada**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

#IGLTAgo Virtual Marketplace – 18 – 19 February 2026



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



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America participated in #IGLTAgo, an appointment-based virtual marketplace that matched SAT with LGBTQ+ welcoming tourism buyers and media for 10-minute virtual meetings in service of expanding LGBTQ+ travel worldwide. During the meetings, SAT shared the destination's unique LGBTQ+ travel value proposition and presented destination and product updates (including the hosting of World Pride 2028) to continue building demand for travel from this valuable North American audience segment.

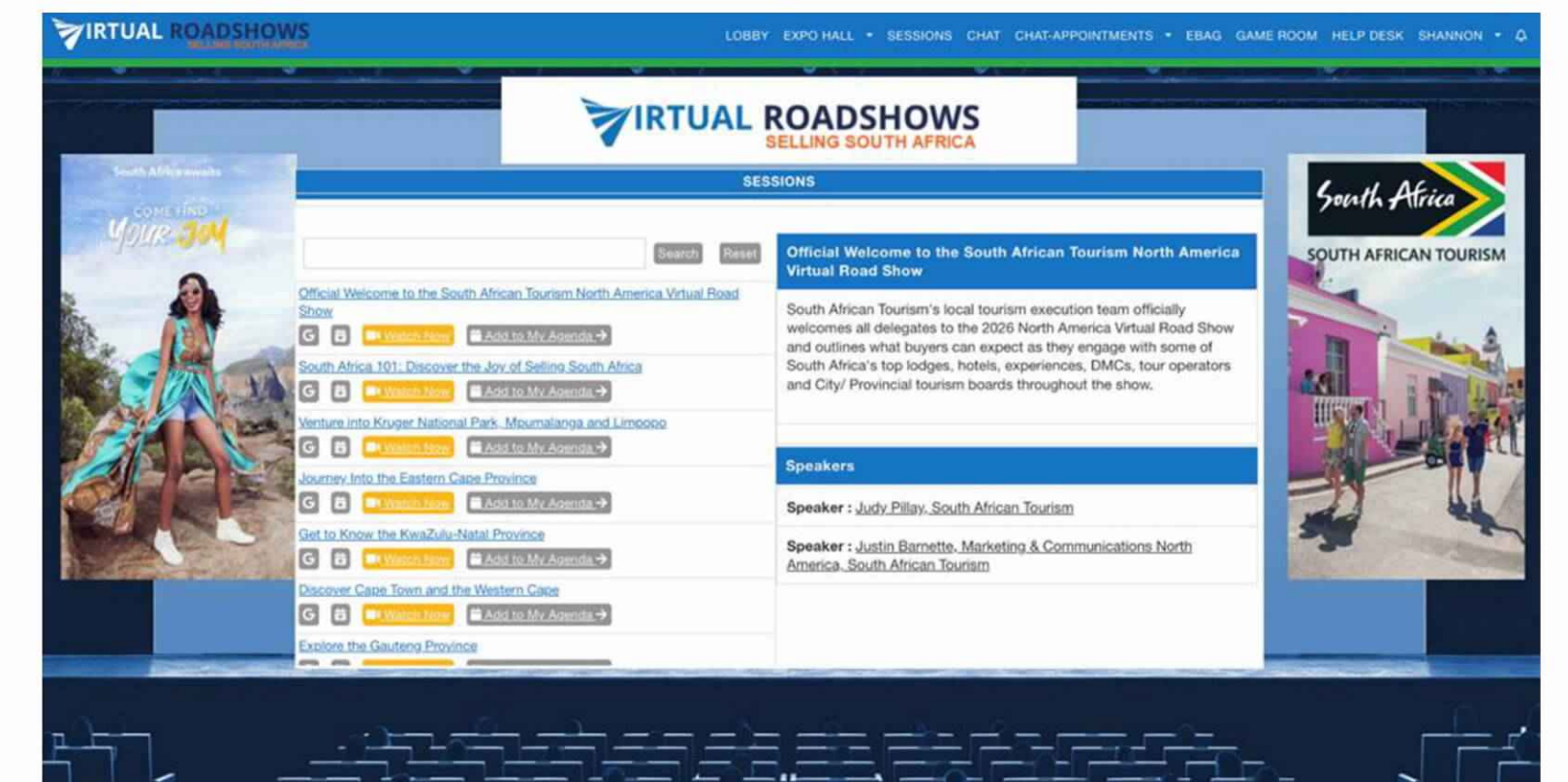
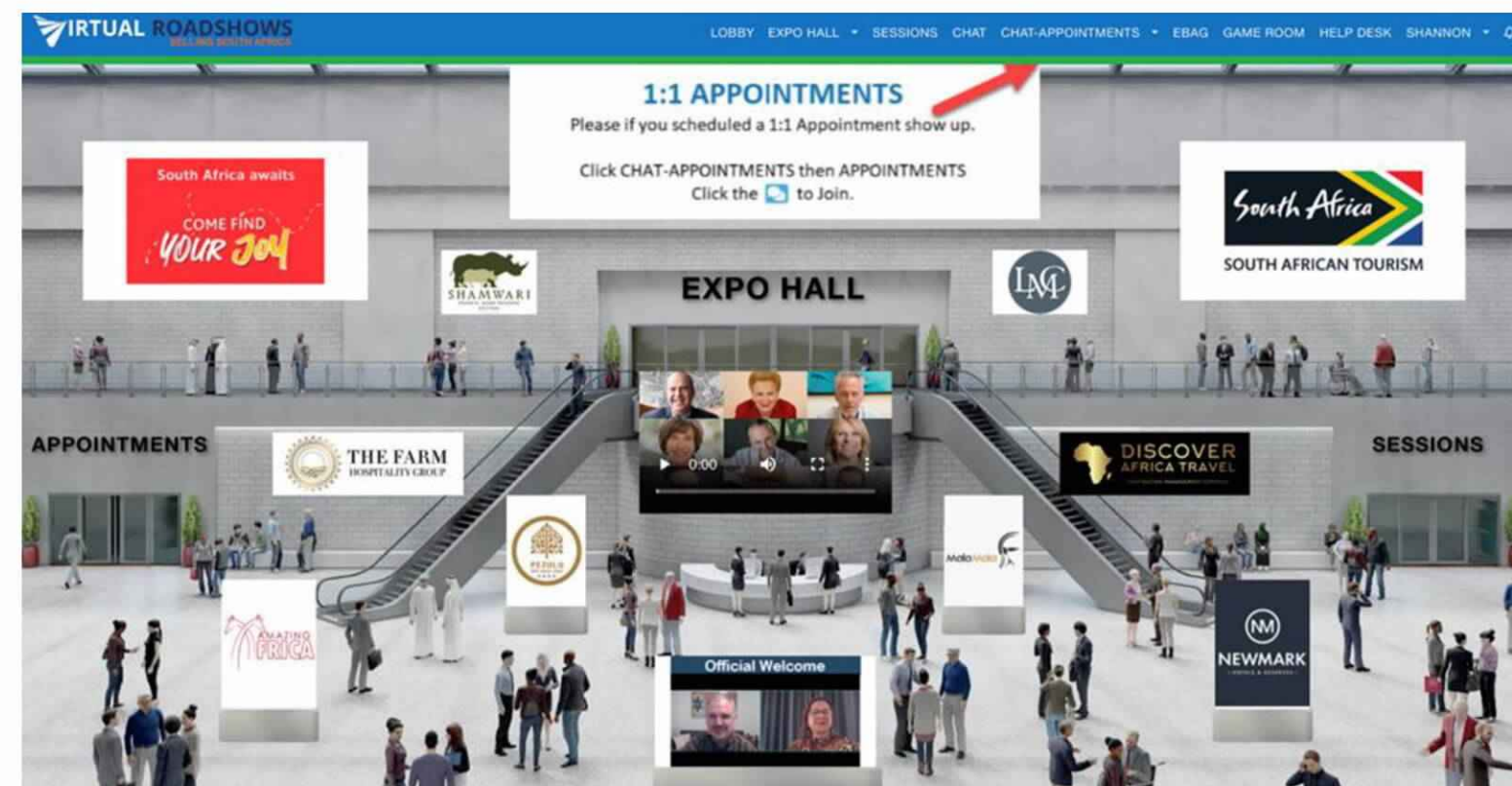
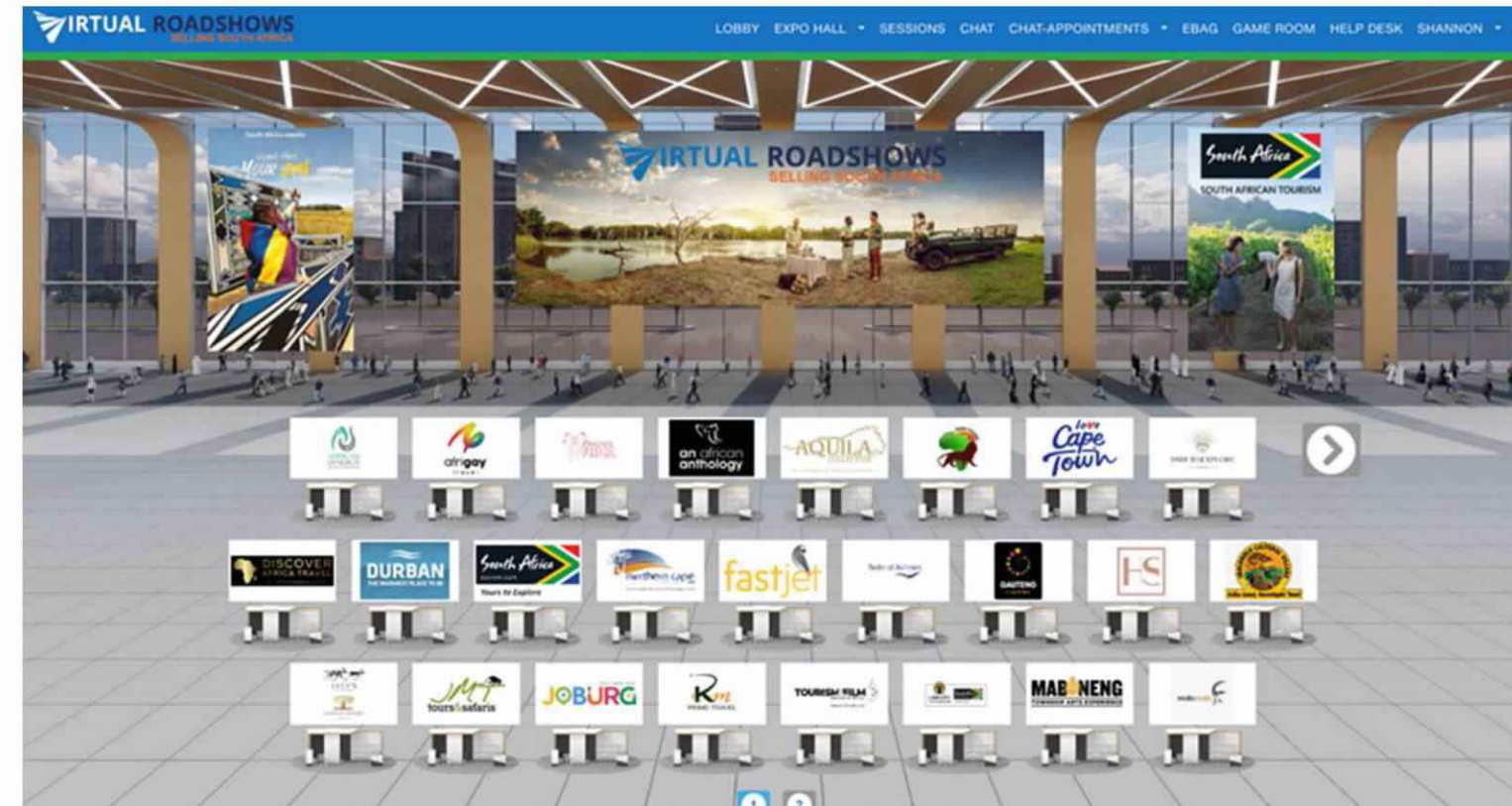
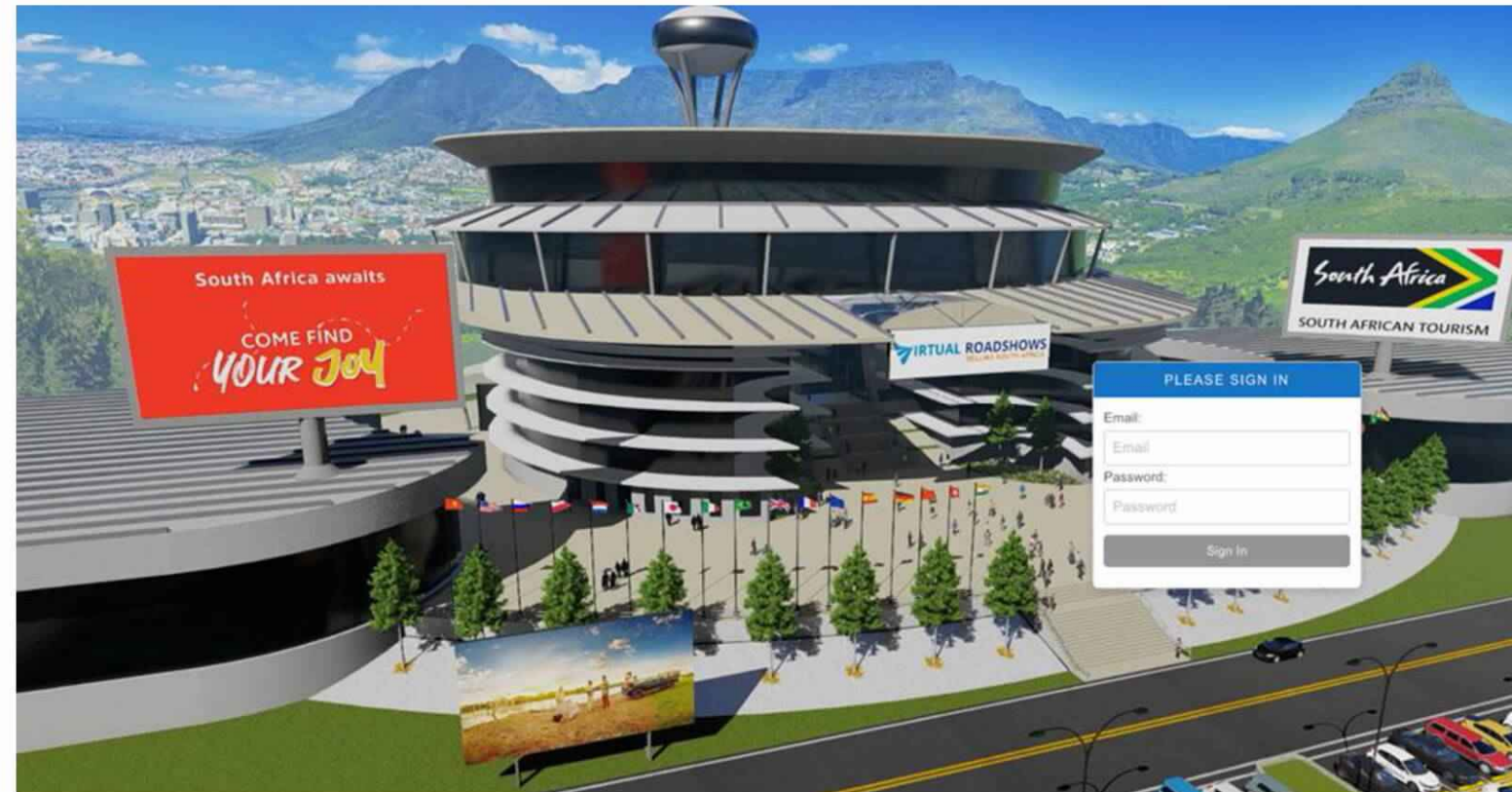
- **High level KPI -> 10 buyers/ trade engaged, 11 media/ content creators engaged**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

SAT North America Virtual Roadshow – 24 – 26 February 2026



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America hosted our second annual virtual roadshow to facilitate market access for SA DMCs, tour operators, hotels, lodges, experiences, and city & provincial tourism authorities. Exhibitors engaged directly with US and Canadian travel advisors through 1:1 meetings, real time chat, and video sessions. Custom virtual booths showcased banners, logos, videos, downloadable materials, and links to social media profiles and websites, creating an interactive experience. On-demand educational sessions, including provincial destination training and SA 101: Discover the Joy of Selling South Africa, provided advisors with additional learning opportunities. The three-day schedule maximized participation by advisors across North American time zones. Following the show, all exhibitors received a list of attending advisors with contact details to support follow-up engagement.

- **High level KPI -> 50 SA exhibitors (incl 11 SMMEs), 570 US & Canadian travel advisors, 883 1:1 meetings conducted, 2,519 chat engagements, 8,495 exhibitor profile views, 593 documents & 878 videos viewed, 3,637 resources saved, 1,354 direct website visits, 2,263 views of the on-demand educational sessions**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Integrated Booking-Driven Campaign with Out of Office/ TravelGay – January – February - March 2026

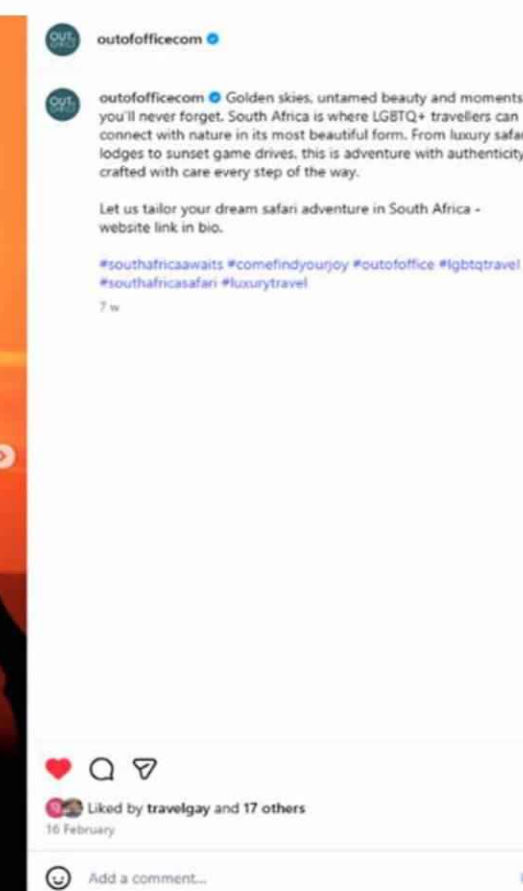
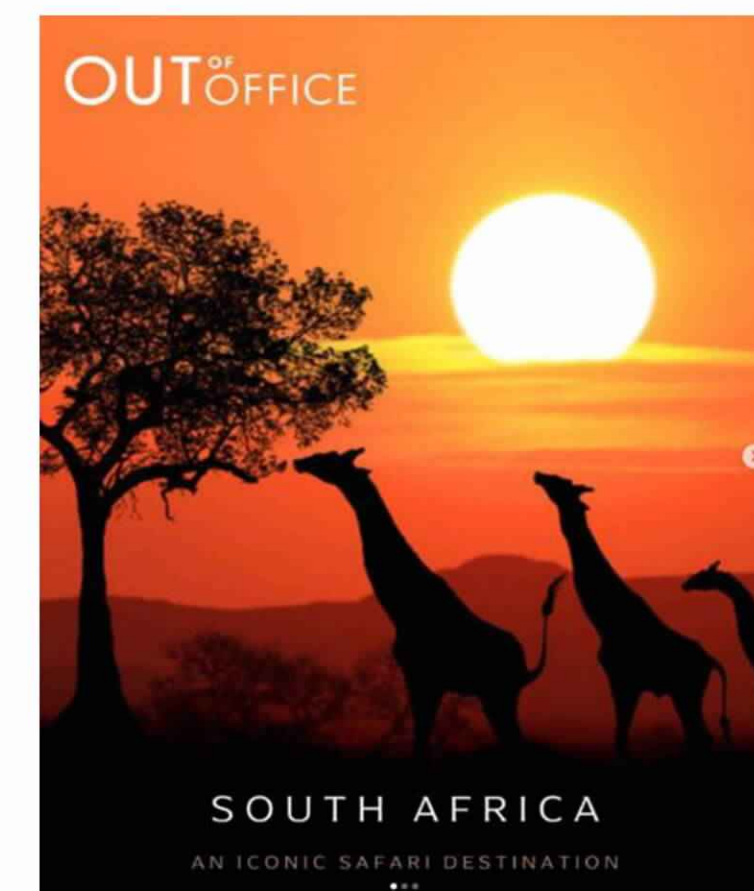


South Africa

South Africa offers the kind of journey that stays with you for a lifetime. It mesmerizes with the dramatic coastlines of the Garden Route, the breathtaking wildlife of Kruger and the Cape Winelands' world-renowned vineyards. In 2026, we are focusing on meaningful, thoughtfully designed travel in South Africa - everything from eco-conscious lodges that give back to the land, to safaris that support local conservation efforts. You might explore Cape Town's creative scene with local guides, or sip award-winning wine at family-run estates in the Winelands. South Africa is truly a destination that leaves a lasting impression.

Explore South Africa

FIND OUT MORE



A Different Kind of Safari: Kruger Wildlife and Kalahari

South Africa is one of the finest safari destinations in the world, and for LGBTQ+ travellers, it is also one of the most comfortable and rewarding. Strong legal protections, a sophisticated luxury lodge network, and long experience welcoming same-sex couples...

READ MORE



Our Special Edition Newsletter

In this special edition spotlight newsletter, we are taking a closer look at a world-leading LGBTQ+ destination - South Africa.

DISCOVER NOW



Discover KwaZulu-Natal: Bush, Beach & Culture

Tailor-made Vacation

Welcome to South Africa's KwaZulu-Natal – a region where golden beaches, wildlife-filled wetlands, and mountain kingdoms come together in one remarkable province. This curated 11-day itinerary invites you to slow down, reconnect, and experience the rich natural and cultural heritage...



South Africa is a country of unmatched variety, offering everything from wild safaris to beautiful coastal retreats. We highlight three curated itineraries that combine some of the country's most popular destinations with unique experiences, creating the ideal luxury escape.



Let us make your dream vacation come true

PLAN YOUR TRIP

DESTINATIONS

GROUP TRIPS

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America delivered a Q4 campaign with Out Of Office and its affiliate platform Travel Gay. The campaign included newsletter features, solus emails, dynamic display and newsletter banner placements, and evergreen editorial highlighting South Africa as a preferred LGBTQ+ destination. It drove clicks-through to a dedicated South Africa landing page on OutOfOffice.com, showcasing three new luxury itineraries featuring KwaZulu-Natal, Johannesburg, and safari. The content highlighted new destinations and product offerings while reinforcing South Africa's inclusive, culturally rich, and experience-led positioning across both awareness and conversion touchpoints.

• **High level KPI -> 1.2M impressions, impacting 155,784 LGBTQ+ travelers; 219 inquiries, 41 quotes requested, 11 luxury bookings, \$208,280 Revenue**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

South Africa Product Showcase (Los Angeles & New York City) – 10 March & 16 March 2026



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America followed up our recent virtual roadshow—which facilitated market access for South African DMCs, tour operators, hotels, lodges, experience providers, and city and provincial tourism authorities—with a pair of in-person product showcase events in Los Angeles and New York City. These events connected local travel advisors with US-based representatives of South African suppliers across luxury safari, experiential travel, hospitality, domestic airlift, and unique destination experiences.

- **High level KPI -> 74 travel advisors engaged; 18 SA products showcased**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

NYU Placemaking & Destination Branding Course Lecture – 7 April 2026



As part of our localized marketing campaigns to increase demand, SAT North America presented a guest lecture for students in New York University's Placemaking and Destination Branding course. The 90-minute session, titled "From Inspiration to Booking: How South Africa Works with Travel Trade, Media, and Local Products to Drive Tourism from North America," explored how destinations convert inspiration into bookings through strategic collaboration. It highlighted the critical role of the travel trade as the industry's conversion engine and a trusted channel in an increasingly crowded inspiration landscape, alongside the importance of integrated digital and in-person strategies to maximize impact. The session also underscored how working with media and local product partners helps bring campaigns to life and drive measurable engagement. It was a valuable opportunity to connect with the next generation of placemakers and tourism professionals.

- **High level KPI -> 19 students attended across in-person and virtual participation**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented
Seatrade Cruise Global – 13-16 April 2026

COME FIND
YOUR JOY



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America attended Seatrade Cruise Global in Miami, the world's largest B2B event for the cruise industry. The team supported our colleagues from Durban Tourism, KwaZulu-Natal Tourism, the KwaZulu Cruise Terminal, and Cruise Cape Town (Wesgro). Alongside this, we participated in conference workshops as well as on-the-floor discussions to better understand evolving industry trends and itinerary planning. Engagements with stakeholders focused on positioning Cape Town and Durban as compelling ports, while highlighting the diverse experiences near each. A consistent theme in these conversations was improving conversion of cruise passengers into longer-stay visitors. More broadly, discussions reinforced a shift toward performance-driven destination selection, where operational ease and the quality of shore experiences are now central to itinerary decisions.

- **High level KPI -> 13 meetings conducted by SAT; 2 SA provinces supported; industry insights and trends gathered & shared with CQAO**



Brand affinity to increase conversion

Distribution Channel Initiatives Implemented

Africa's Travel Indaba – 8-22 May 2026, incl. pre- and post-event itineraries



As part of our distribution channel initiatives to build brand affinity and increase conversion, SAT North America delivered a 114-member delegation to Africa's Travel Indaba 2026. The delegation included 34 hosted buyers and 65 non-hosted buyers representing a diverse range of business models, as well as 5 media representatives from consumer and travel trade platforms, and 10 additional visitors. The team worked closely with Durban Tourism to design an immersive pre-Indaba day tour and developed post-Indaba trade and media FAM itineraries in collaboration with Cape Town Tourism, Joburg Tourism, Gauteng Tourism, and Mpumalanga Tourism & Parks Agency. These tours helped diversify delegates' product knowledge and showcased SA's variety of offerings, including affordable luxury, vibrant local culture, emerging tourism products, and SMMEs.

- **High level KPI -> 114-member delegation including 34 hosted buyers, 65 non-hosted buyers, 4 hosted media, 1 non-hosted media, 10 visitors, and collaboration with 5 provinces/ cities utilizing SMMEs for pre/post tours**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Hosted Media Coverage, Africa's Travel Indaba 2026 – coverage published during May & June 2026



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How Africa's Travel Indaba 2026 Showcased Three Themes Shaping African Tourism

By Jeanie Feng, Jun 16, 2026 (post a comment) (0 comments)

See Unrelated Insider Travel Portal: South African Tourism

Insider Video: Discover the Leopard Sands Luxury Lodge in South Africa

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By Jeanie Feng, Jun 22, 2026 (post a comment) (0 comments)

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Africa's Travel Indaba 2026 : un cru historique sous le signe de la croissance



Africa's Travel Indaba 2026



L'édition 2026 de l'Africa's Travel Indaba, rendez-vous prescripteur du tourisme africain, s'est achevée à Durban sur un succès sans précédent. Placé sous le thème « Unlimited Africa: Growing Africa's Tourism Economy », le salon a confirmé son rôle de moteur stratégique.

Cette année, l'événement a été marqué par une visite de haut rang : celle du président sud-africain Cyril Ramaphosa. En venant à la rencontre des acteurs du secteur à Durban, dans la province du KwaZulu-Natal, le président a réaffirmé que le tourisme constitue un pilier central de la croissance, de l'investissement et de la création d'emplois sur le continent.



Le président sud-africain Cyril Ramaphosa



Indaba : le marché canadien cartonne et le Club Med rayonne en Afrique du Sud

Date de publication : 2026/05/09

Par: Profession Voyages

La semaine dernière, la plus récente édition d'Indaba avait lieu à Durban, en Afrique du Sud. Profession Voyages était de la partie, et notre collaborateur nous dresse un bref compte-rendu.

Durban, Afrique du Sud – Au salon Africa's Travel Indaba, à Durban, South African Tourism a affiché un optimisme marqué pour le marché canadien, avec une année 2026 qui annonce particulièrement prometteuse pour la destination.

Avec près de 66 000 arrivées enregistrées en 2025 et un taux de reprise remarquable de 94 % par rapport aux niveaux pré-pandémiques, le Canada s'impose désormais comme le troisième plus important marché international pour l'Afrique du Sud.

Ces résultats confirment que la nation an-cien-demi demeure une destination long-courrier de premier plan pour les voyageurs canadiens, et qu'elle est bien positionnée pour attirer de nouveaux visiteurs en 2026.

« Selon Oxford Economics, le nombre d'arrivées canadiennes en Afrique du Sud devrait continuer à croître, port par un fort intérêt pour les voyages immersifs et expérimentaux », vice-président Jason Barnabas, directeur marketing et communications de South African Tourism pour l'Amérique du Nord.

« Nos partenaires de l'industrie, surtout au Canada, constatent une demande soutenue de la part des voyageurs à la recherche d'expériences liées à la faune, à l'aventure, à la culture, à la gastronomie et au vin, ainsi qu'aux paysages diversifiés et spectaculaires de l'Afrique du Sud. »

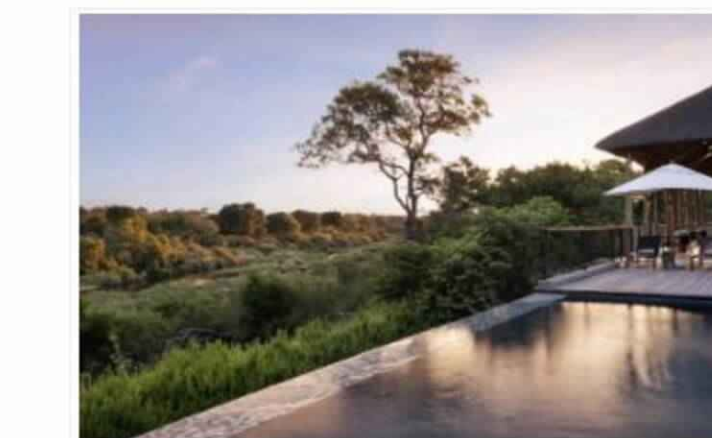


Leopard Sands Kruger Park on the Banks of the Sabie River Review



Getting to and from Leopard Sands Kruger Park on the Banks of the Sabie River in Kruger National Park is half the fun, as it is a short, scenic drive from tiny Skukuza Airport (possibly one of the most attractive and mellow in existence) and main entrance of Kruger National Park, which turns 100 in 2026. Having evolved into a well-oiled machine since its December 2023 opening, it presents its first "wow" moment 30 minutes before even setting foot on the property. As baggage is brought in from the plane, drivers from the lodge set out a selection of beer; soft drinks; and locally produced dried fruit, nut mixes and *biltong* (the South African cousin to jerky). It's a small sample of what's to come.

En route to the property, guests may encounter another sneak preview of the Leopard Sands experience, such as a sighting of hippos enjoying a midday swim in the Sabie River. The lodge goes big with the arrival, right after chilled refreshment towels and welcome drinks are passed out and luggage is transferred from the van to one of the 18 guest suites. A local troupe performs songs and dances, compelling guests to interact. Although it may strike some experienced travelers as a little touristy at first, general manager Van Heerden Haasbroek and his staff provide context that shifts the paradigm to reflect its mission to bridge luxury and community.



© Leopard Sands Kruger Park

SPA & BEAUTY

today

MANGWANANI AFRICAN SPA OFFERS RESTORATIVE TREATMENTS THAT HONOR HEALING AND WELLNESS PRACTICES ACROSS SOUTH AFRICA

BY ELYSE GUCKEN - JUNE 20, 2026



Mangwanani African Spa has 21 boutique spa locations across South Africa. Courtesy of Mangwanani African Spa

Vacations and spa retreats blissfully co-exist in the same multiverse. When you treat yourself to a vacation, the spa experience (don't call it a "visit") is part of the equation. However, spa experiences can be a healing part of a business trip, as I was reminded of at Africa's Travel Indaba, a four-decade old travel conference showcasing hotels, resorts, and safari retreats across South Africa and other places around the continent (many of them with spas, naturally).

Situated midway between the two massive exposition halls lay an island of tranquility overseen by the staff and management of the Mangwanani African Spa at the Southern Sun Elengani. While offering conference attendees "samples" is always a smart marketing move [who can resist a much-needed massage for the neck and shoulders or ankles and feet], the team showed their outpost of the national spa group was more than just a convenient hotel amenity.

As part of our localized marketing campaigns to increase demand, and in service of building brand affinity to increase conversion, SAT North America hosted a four-member media delegation to Africa's Travel Indaba 2026. The delegation attended the trade show, engaging with destination stakeholders and learning about new tourism products, experiences, and developments across South Africa. In collaboration with Durban Tourism and the Mpumalanga Tourism & Parks Agency, the pre and post-event program showcased South Africa's cultural, lifestyle, and nature-based tourism offerings through experiences in KwaZulu-Natal and Mpumalanga, including activities marking the centenary of the Kruger National Park. The coverage included in this report reflects results generated to date.

- **High level KPI -> Based on standard industry estimates using 25-50% of each outlet's UVPM, this coverage represents an estimated 432,061–864,123 impressions; four articles on Insider Travel Report (UVPM: 14,408), Profession Voyages (UVPM: 83,333), Travel Market Report Canada (UVPM: 88,980), Travel Week Canada (UVPM: 170,000), Global Traveler (UVPM: 817,000), Spa & Beauty Today (UVPM: 11,300), syndicated on MSN.com (UVPM: 500,000)**



Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

Media Release, New Research: Understanding the Modern American Traveler to SA – coverage picked up during June 2026



New Study Reveals What Americans Want From South African Travel



by Patricia Clarke
Last updated: 11:00 AM ET on June 12, 2026

American travelers with their sights set on South Africa are looking for far more than just a safari experience in 2026.

That's according to a new comprehensive USA Market Segmentation Study conducted by South African Tourism as part of its ongoing Insights and Analytics program.



EDITOR'S PICKS



Changing Reasons for Traveling to South Africa

Posted on June 18th, 2026 by David Capgemini in The Researcher's Frontier

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Evolving Visitor Profile

As travelers become more experienced and live through the changes of the 21st century, I think these aspects of South Africa are becoming more widely appreciated. Recently released market research from South African Tourism tends to bear this out. South African Tourism Insights & Analytics released a new USA Market Segmentation Study that provides some insights into the evolving preferences, motivations, and booking behaviors of American travelers.

The study showed that the American visitor market is evolving rapidly, along with the speed of international events. SAT summed up the study's overall purposes and conclusions in a statement.

"As travel advisors, tour operators, and tourism businesses continue to compete for high-value international travelers, understanding what drives destination choice has never been more important. The research reveals that today's American traveler is looking for far more than just safari, with growing demand for culture, cuisine, adventure, authentic local experiences, and meaningful connections."

The data was taken in late 2025, and while that's only a few months ago, it seems like ancient history now. I don't recall many people last year predicting a war and an oil crisis that is now disrupting the world economy. But even as volatile and unpredictable as world events currently are, some of the trends that showed up in the research look solid enough to continue, whichever way the wind blows. They shed light on not just South Africa's tourism, but also on the evolution of American travelers.



Understanding the New American Safari Traveler

by Don Saltzman June 11, 2026



Photo: Shutterstock.com



Today's American traveler is looking for more than "just a safari" according to a USA Market Segmentation Study conducted by South African Tourism. While wildlife remains a powerful draw, travelers increasingly want immersive experiences that combine culture, cuisine, adventure, nature, history, and authentic local connections.

The study identified three emerging traveler segments: Cultural Connoisseurs, Experiential Trailblazers, and Modern Memory Makers, each with distinct motivations, planning styles, and travel preferences.

Overall, the study found that all three segments are high-income earners, with annual incomes exceeding \$95,000. They possess varying levels of experience with long-haul travel, and tend to travel during the winter months, particularly in December.

All three segments engage in extensive planning, using a combination of online resources and destination-specific plans within three months before departure. They actively seek information on accommodations, attractions, activities, and local weather.

Their research methods include search engines, AI-enabled tools and applications, social media, and reviews on platforms such as Expedia, TripAdvisor, and Booking.com.



How to Understand the New American Traveler to South Africa



By James Shillinglaw, Jun 12, 2026 (post a comment) (0 comments)

See Dedicated Insider Travel Portal: South African Tourism

Key Points AI-assisted summary

- U.S. remains key market. Americans now want safari plus, blending wildlife with culture, cuisine, adventure, history and authentic connections.
- Study segments travelers: Experiential Trailblazers, Cultural Connoisseurs, Modern Memory Makers. All earn \$95,000-plus winter travelers planning extensively for immersive experiences.
- Mobile-first Americans research within three months using search, AI tools, social media and reviews on Expedia, TripAdvisor and Booking.com.
- South African Tourism urges multi-experience itineraries, authentic storytelling, strong digital presence, launches Syntia AI assistant to personalize planning and booking.

The United States remains one of South Africa's most valuable overseas source markets, recognized for its high visitor volumes, strong spending power and longer lengths of stay. But American travelers are evolving, and so are their expectations. As destinations around the world compete for high-value international visitors, understanding these changing expectations has become increasingly important for tourism businesses seeking growth.

To help the tourism sector better understand and attract this important market, South African Tourism has completed a comprehensive USA Market Segmentation Study as part of its ongoing Insights and Analytics program. The research delivers practical guidance for tour operators, destination management companies (DMCs), accommodations providers, attractions, airlines, experience creators and travel marketers looking to grow their share of the American market. One message emerges clearly from the research: today's American traveler is looking for more than just safari.

While South Africa's wildlife remains a powerful draw, travelers increasingly want immersive experiences that combine culture, cuisine, adventure, nature, history and authentic local connections. The study identified three emerging traveler segments: Cultural Connoisseurs, Experiential Trailblazers and Modern Memory Makers, each with distinct motivations, planning styles and travel preferences.

All three segments are high-income earners, with annual incomes exceeding \$95,000. They possess varying levels of experience with long-haul travel and tend to travel during the winter months, particularly in December. These travelers engage in extensive planning, using a combination of online resources and destination-specific plans within three months before departure. They actively seek information on accommodation, attractions, activities, and local weather. Their research methods include search engines, AI-enabled tools and applications, social media, and reviews on platforms such as Expedia, TripAdvisor and Booking.com. Here's look at the different American travelers to South Africa:

Experiential Trailblazers: The "Experiential Trailblazers" segment comprises younger, affluent travelers who prioritize adventure, cultural engagement, discovery, and authentic local experiences. This group, which includes singles and couples, is motivated to explore new destinations, participate in engaging activities, and immerse themselves in diverse cultures.

This segment is highly experience-driven, willing to invest in unique travel opportunities, and actively seeks destinations that offer distinctive experiences. The study finds that they value cultural landmarks, local lifestyles, lesser-known attractions and meaningful community interactions.



South African Tourism Reveals What U.S. Travelers Really Want

By Recommend Staff June 12, 2026

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U.S. travelers remain one of South Africa's most valuable visitor markets, but a new study suggests the country's famous wildlife alone is no longer enough to win their business.

According to **South African Tourism's** latest *USA Market Segmentation Study*, today's high-value American travelers are seeking richer, more immersive experiences that blend safari with culture, cuisine, adventure, history and authentic local connections.

Beyond the Safari

The research offers a roadmap for tourism stakeholders looking to capture a greater share of the U.S. market. The findings point to a common theme: travelers want to experience South Africa, not simply observe it.

The study identified three distinct traveler segments—*Cultural Connoisseurs*, *Experiential Trailblazers* and *Modern Memory Makers*—each with unique motivations and booking behaviors. Despite their differences, all three groups share several characteristics: annual household incomes above \$95,000, a willingness to spend on meaningful travel experiences and a preference for carefully planned itineraries.

Experiential Trailblazers are typically younger and affluent; these travelers prioritize adventure, cultural immersion and off-the-beaten-path discoveries, actively seeking authentic interactions with local communities.



Home » TRAVEL NEWS » South Africa's Official Research Unveils the Hidden Travel Preferences of U.S. Visitors and Offers Game-Changing Opportunities for Tourism Businesses

South Africa's Official Research Unveils the Hidden Travel Preferences of U.S. Visitors and Offers Game-Changing Opportunities for Tourism Businesses!

Published on June 12, 2026



South Africa's official tourism agencies have released a major research initiative analysing American **travel** behaviour, signalling a shift in how the country positions itself to U.S. travellers. Drawing on government-mandated statistics and state tourism strategy, this report redefines the priorities for long-haul travel from the United States to South Africa. The study reflects comprehensive data collected and published by South African Tourism under the authority of the Department of Tourism and supported by nationally compiled visitor statistics.



As part of our localized marketing campaigns to increase demand, SAT North America distributed a media release highlighting new USA market segmentation research from the Insights & Analytics team. The release introduced three emerging traveler segments: Cultural Connoisseurs, Experiential Trailblazers, and Modern Memory Makers, underscoring evolving preferences among American travelers and growing demand for authentic cultural experiences, diverse itineraries, and meaningful travel beyond traditional wildlife offerings. It also reinforced SA's positioning as a highly desirable long-haul destination for the US market, while emphasizing the importance of tailored messaging and product strategies to support conversion. To date, seven media outlets have picked up the story.

- High level KPI -> Based on standard industry estimates using 25-50% of each outlet's UVPM, this coverage represents an estimated 115,900 – 231,800 impressions; TravelPulse (UVPM: 14,000), Travel Market Report (UVPM: 150,000), Insider Travel Report (UVPM: 14,408), Recommend (UVPM: 72,307), Travel and Tour World (UVPM: 66,366), Travel Research Online (UVPM: 46,440), TravelMole (UVPM: 100,000)**



SOUTH AFRICAN TOURISM

Localized marketing campaigns to increase demand

Localized Marketing Campaigns Executed

FIFA World Cup 2026 Engagements with Brand South Africa and DSAC – 14-18 June 2026

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As part of our localized marketing campaigns to increase demand, SAT North America supported the Department of Sport, Arts and Culture (DSAC) and Brand South Africa with engagements related to their FIFA World Cup 2026 program in Atlanta. Our participation leveraged the FIFA World Cup platform to advance broader tourism, destination positioning, and investment objectives through a media networking mixer, business and investment forum, stakeholder dinner, and stadium activation. We also supported the South African Chamber of Commerce in the USA's commerce and culture breakfast. Collectively, these engagements enhanced South Africa's visibility in a key US gateway market and strengthened relationships across government, business, and media stakeholders.

- **High level KPI -> 206 stakeholders attended the media networking mixer, 51 stakeholders attended the business & investment forum, 90 stakeholders attended the stakeholder dinner, 154 stakeholders attended the breakfast, 25 stakeholders attended the stadium activation, with 67,442 fans attending the match**

