

# How South African content inspires global tourism and greater cultural connection

We found that South African content is a powerful vehicle for bringing people closer to South Africa. It creates deeper cultural affinity and has significant potential to drive tourism.



## People who have watched South African content are more interested in South Africa...

◇ People who have not seen South African content    ◆ People who have seen South African content



## Globally, people who have watched South African content are...



**3.1x**

more likely to say  
the country is their  
**#1 travel destination**



**5.6x**

more likely to want  
to **learn Afrikaans**

“

Watching South African content has encouraged me to travel the country and explore nature

Female, 28, Germany

”

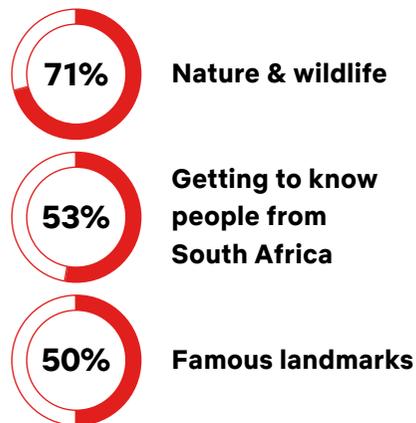
# Netflix helps people fall in love with South Africa

Netflix brings compelling South African content – documentaries, TV shows and movies – to highly engaged audiences in over 190 different countries. Our research found that Netflix content made in South Africa has a huge effect on cultural affinity by revealing the authentic side of South Africa, immersing viewers in the local culture and showcasing faraway locations.



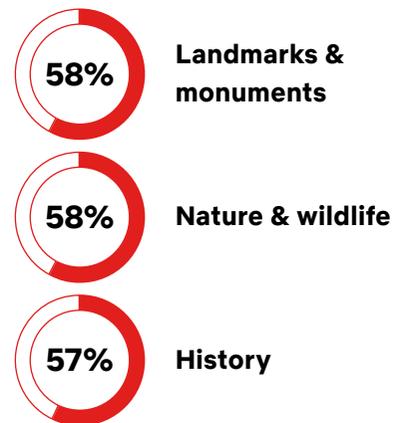
## My Octopus Teacher

Viewers of this **nature documentary** are **more interested** in South Africa's...



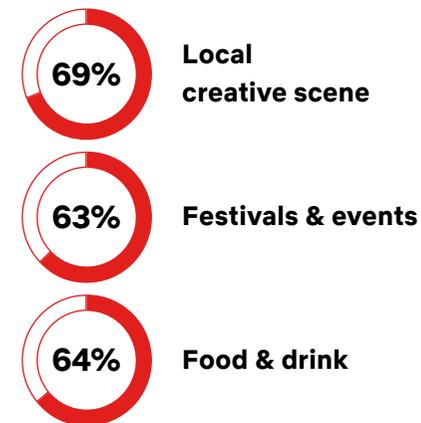
## Blood & Water

Viewers of this **drama series** are **more interested** in...



## Seriously Single

Viewers of this **romantic comedy** are **more interested** in...



People who watch Netflix are...



**1.9x**

**more likely to watch content from South Africa** than those who don't watch Netflix