

# TOURISM SENTIMENT MONTHLY REPORT

MONTHLY INFOGRAPHIC – July 2022

The Tourism Sentiment Index provides a comprehensive look at how destinations are driving positive perceptions around their tourism offerings. The infographic below shows both volume and sentiment for topics most discussed on the internet about South Africa as a tourism destination.

**2%**   
48 554

**Volume** down from  
June (49 974) 2022

## TOP 5 VOLUME CATEGORIES

Outdoor activities



**30%** 

Amenities and Entertainment



**19%** 

Food and Culinary



**13%** 

Destination Services



**13%** 

Access + Transport



**8%** 

**25** 

**Sentiment** up from  
April (24), May (23),  
and June (22) 2022

## TOP 5 SENTIMENT CATEGORIES

Relaxation + Wellness



**30** 

Food and Culinary



**30** 

Destination Services



**28** 

Outdoor activities



**27** 

Culture + History



**17** 

## TOP SENTIMENT TOPICS – Where should our focus be?

Golfing



**38** 

Weddings



**36** 

Sky diving / Bungee / Ziplining



**34** 

Distillery + Spirits



**34** 

Restaurant / Dining / Takeaway  
Accommodation  
Surfing



**32** 



SOUTH AFRICAN TOURISM