



SOUTH AFRICAN TOURISM

Tourism Sentiment Analysis August 2022



The volume of conversation about South Africa increased in the month of August and this growth was driven by the categories of outdoor activities, food + culinary, and destination services. Wildlife viewing leads in the volume of online conversations about South Africa. Air travel, restaurant/dining/takeaway, and festivals + events + concerts are the next largest volume drivers topics.

The sentiment is led by the categories: food + culinary, relaxation + wellness, and destination services. Weddings, attractions, restaurants/dining/takeaway are the topics with the top sentiment scores.

SENTIMENT CATEGORIES

South Africa's online conversations are mostly:

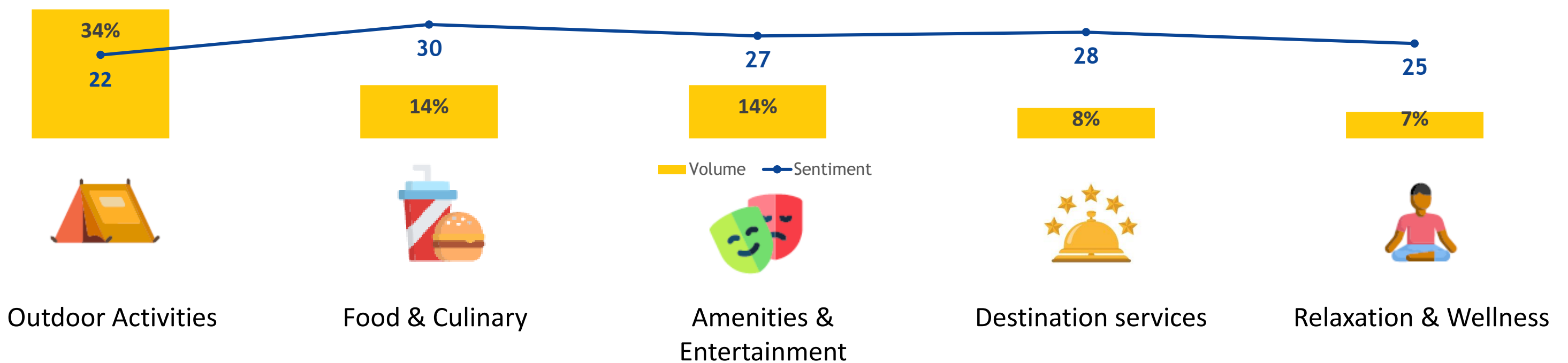


Instagram is the social platform leading in terms of volume of conversation

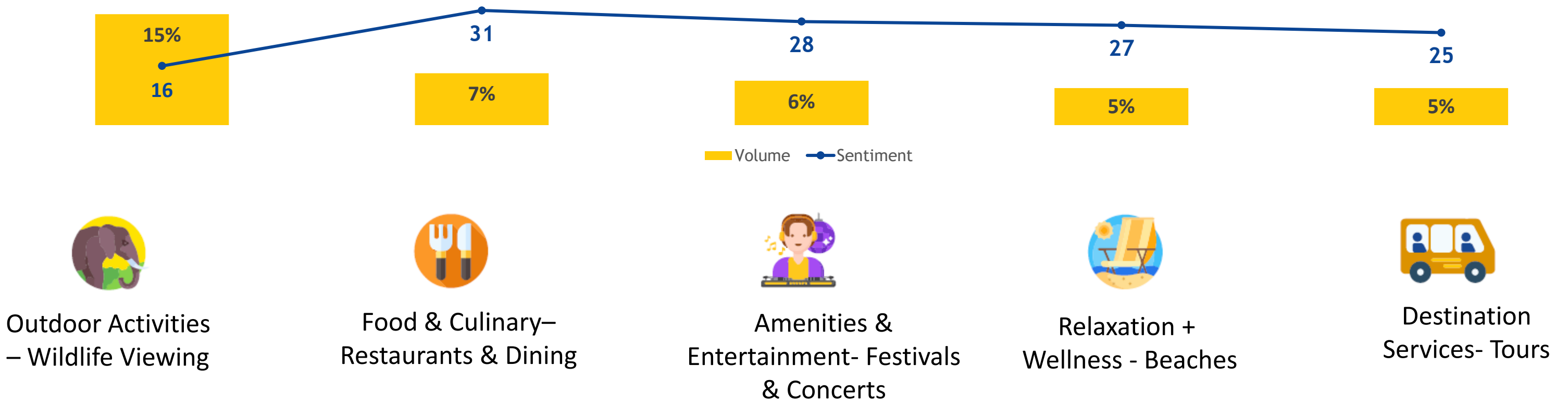


News, forums, and blogs lead in the volume of conversation

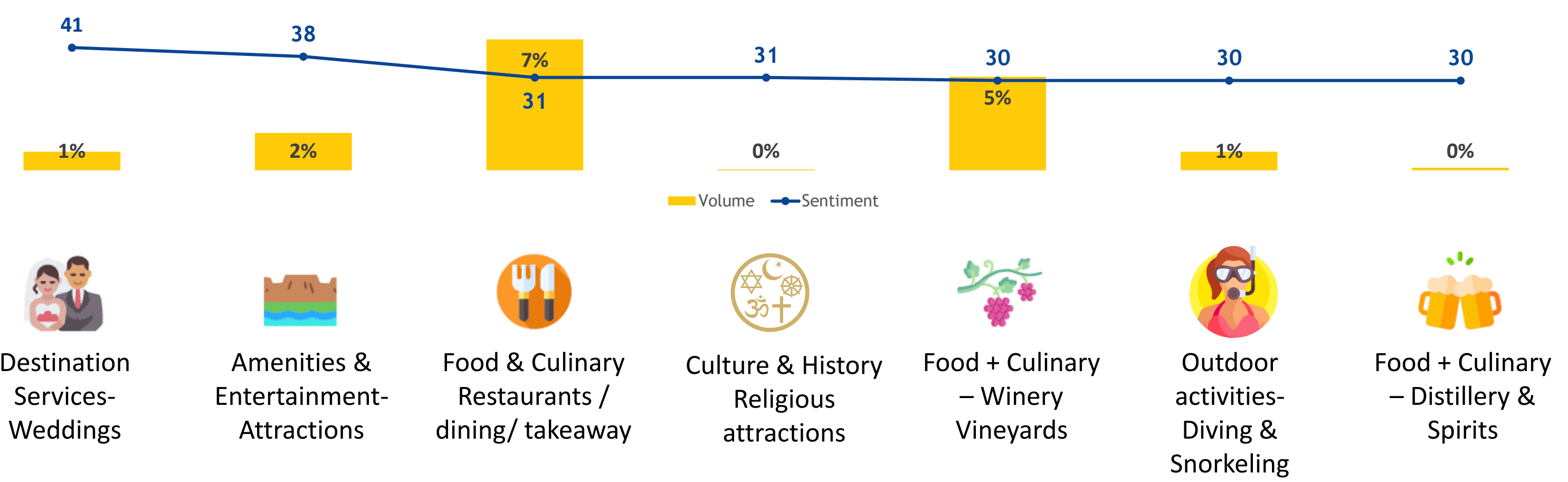
In the month of August 2022, the overall volume drivers and sentiment categories were:



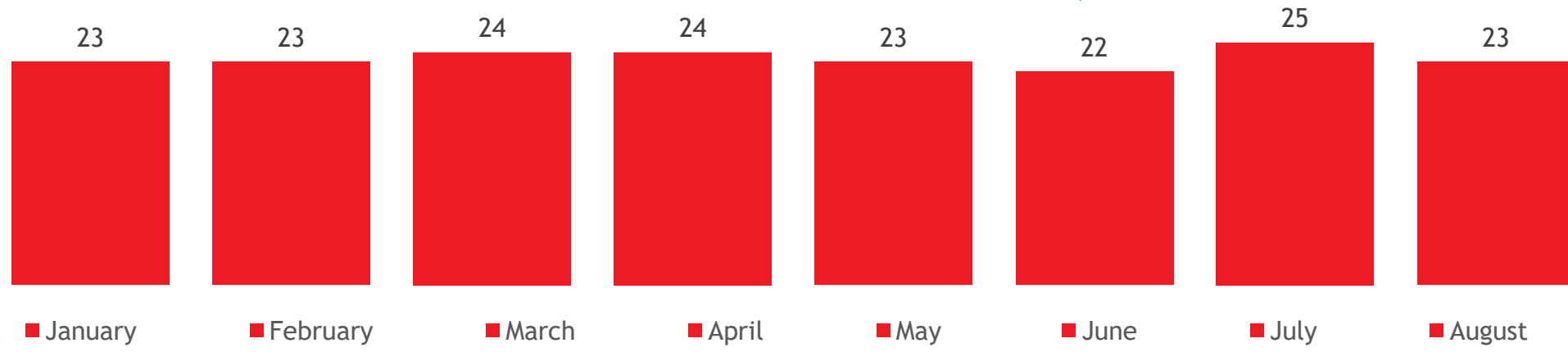
TOP 5 VOLUME DRIVERS



TOP 5 SENTIMENT DRIVERS

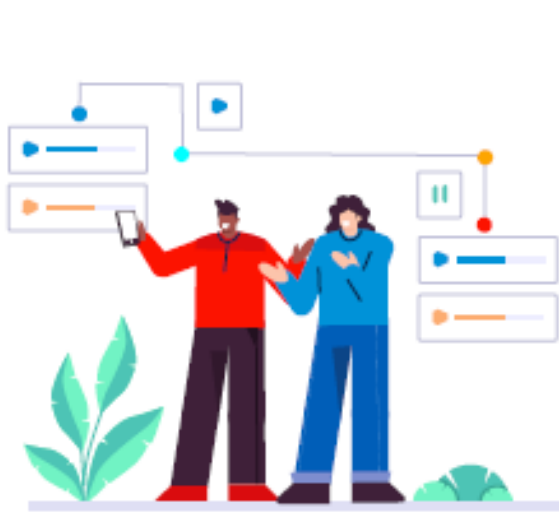


SENTIMENT TREND

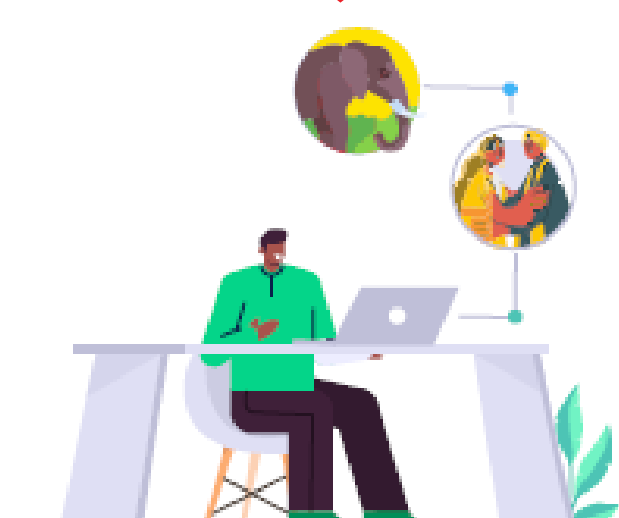


It is important to remain consistent in the posting and sharing of content on news platforms, social media (Instagram, Facebook, Tumblr, Reddit, and Twitter), YouTube, blogs, and reviews. A discipline of amplifying positive stories on these media types is needed to close gaps with our competitors and spread the positive sentiment into different spaces where the destination is discussed online

KEY TAKEAWAYS



The volume-driving topics of wildlife, restaurants, and festivals draw a broad audience and need to be consistent across different platforms

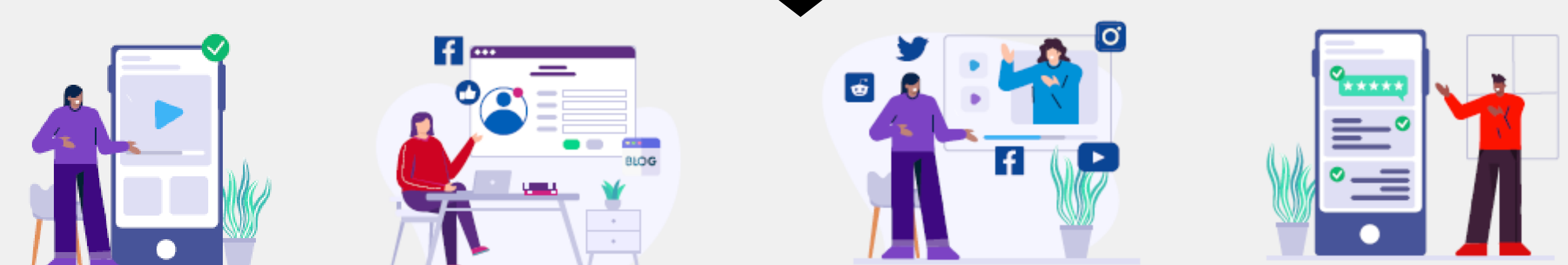


Weddings, attractions, food and drinks are the most impactful topics and drive positive sentiment. These topics need to be seeded into the higher volume topics with food and wine offerings at game lodges and at festivals and events



The volume-driving topics of wildlife, restaurants, and festivals draw a broad audience and need to be consistent across different platforms

CONCLUSION



The variety of content remains important to tap into different audiences and engage with them on the topics of interest to them. Instagram for example is the main driver of outdoor activities while air travel (access + transportation) is the main driver on forums. Reviews are unsurprisingly driven by destination services such as accommodation and tours. An easy intervention is to lift the content posted on Facebook. This is a neglected platform for South Africa; with much lower conversation than our key competitors