



SOUTH AFRICAN TOURISM

# Inclusive Tourism Trends Report

Q2, 2024 | Jul - Sep

# OUR RESEARCH APPROACH.

This report explores innovations in the travel and tourism sector focused on creating a more inclusive experience.

Desktop research was used to identify current digital trends in tourism. The process followed a three-fold matrix to identify recent trends. The matrix assesses the popularity, activity, and freshness of each trend. Freshness relates to the relative newness of an article; Activity – the number of people interacting with an article, including social media postings; and Popularity – the scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

The selection of key trends was based on a relative score of 4 and above, with a high relative freshness.

Source: Trend Hunter





# INCLUSIVITY.

“ Inclusive tourism is broadly understood as ensuring that everybody has access to and enjoys spaces, communities, land, hospitality, services, food, paths, and mobility. ”

~

Zygmunt Kruczek – Professor at University School of Physical Education in Wrocław



“ It’s not about us without us. ”

~

Keith Henry of the Indigenous Tourism Association of Canada



“ If you want to make your travel company more inclusive of people of color, you must provide visible representation across your sales and marketing plan. Not only does this mean showcasing black families traveling, solo Muslim travelers, groups of Asian and Latinx friends, and interracial couples on romantic trips, but this also includes hiring writers and editors of color to shape the messages in your ads, social media, branding copy, etc. ”

~

Alex Temblador – Travel writer at Travel Pulse



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# TOP INSIGHTS.



## Gen Z Travel

Social media has played a significant role in shaping Gen Z consumers, which is why they prioritize travel despite being early in their careers and in an uncertain economy. As more Gen Z enter the workforce, brands in the travel industry must adapt to cater to younger travelers. This includes experiences that align with their specific interests, low costs, and planning apps that cater to Gen Z's tech-focused and more impulsive approach to travel.

Gen Z is the name given to the generation of people born between 1997 and 2012.



## Accessible Travels

Accessibility is becoming a bigger focus for brands as consumers with different needs have more platforms to advocate for inclusion. The expectation for businesses and institutions to prioritize accessibility is growing as they recognize that they can be catering to a wider range of demographics, instead of a limited few.



# BENEFITS FOR TOURISM.



Emphasising accessibility and personalised travel experiences could enhance South Africa's appeal to a broader range of international travelers, from the tech-savvy and spontaneous Gen Z to multigenerational families seeking inclusive and memorable travel experiences. By integrating advanced technology such as AI-driven travel apps and ensuring inclusivity through accessible tourism initiatives, South African can differentiate itself as a forward-thinking destination that caters to all needs and preferences. Embracing these trends facilitates the creation of enriched travel experiences that not only attract diverse tourist demographics but also foster a more inclusive and sustainable tourism sector in South Africa.

# CONSUMER INSIGHTS.



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# GEN Z TRAVEL.

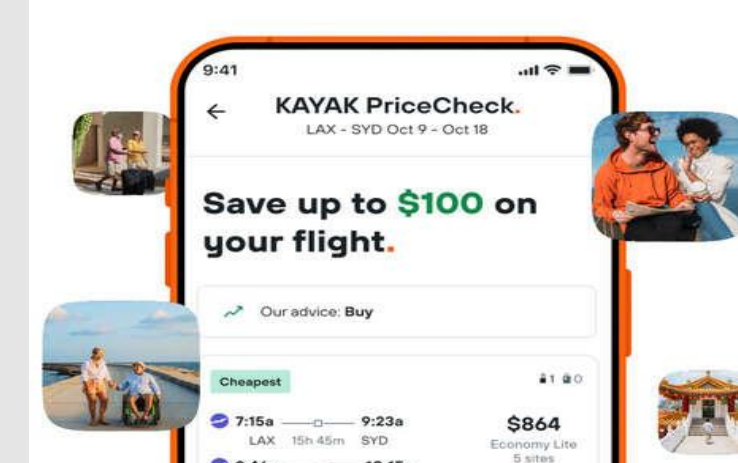
## TREND

Adult Gen Z are frequent travelers, having grown up with social media that normalized travel and escapism. Their travel preferences are shaped by cost and personalised experiences--and brands are responding by aligning themselves with Gen Z's interests and/or helping them finance trips.

## INSIGHT

Social media has played a significant role in shaping Gen Z consumers, which is why they prioritize travel despite being early in their careers and in an uncertain economy. As more Gen Z enter the workforce, brands in the travel industry must adapt to cater to younger travelers. This includes experiences that align with their specific interests, low costs, and planning apps that cater to Gen Z's tech-focused and more impulsive approach to travel.

Adult Gen Z's travel preferences are being noted by the industry



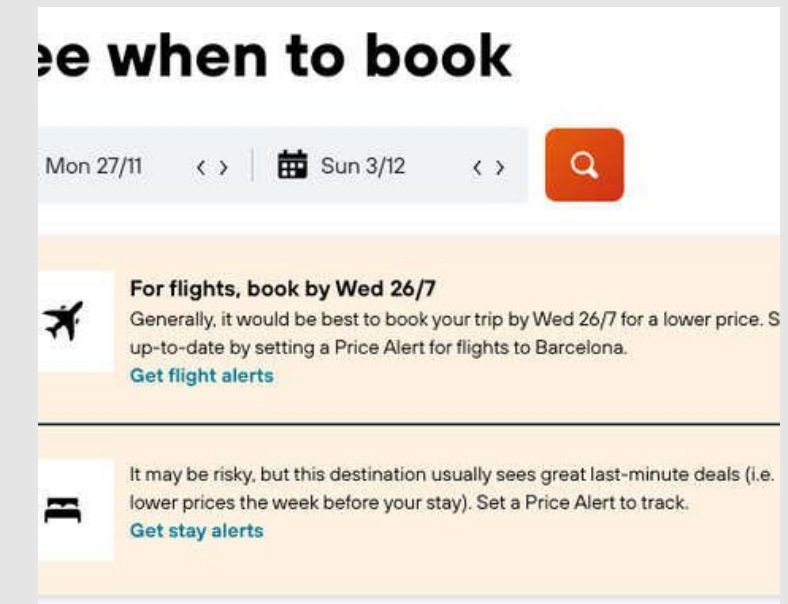
**AI-Powered Travel Services**  
'Kayak' Released a Suite of AI Features and an Intuitive Chatbot



**Cannabis-Friendly Hotels**  
The Lexi is a New Las Vegas Hotel with Cannabis-Friendly Hospitality



**eSports-Ready Hotel Suites**  
This Samsung Luxury Gaming Suite is Inside W London



**Best Time to Travel Tools**  
KAYAK Recommends the Best Days to Book Flights and Hotels



# ACCESSIBLE TRAVELS.

## TREND

For people with disabilities like mobility issues or visual and hearing impairments, traveling can be a difficult task. Whether for necessity or recreation, people with disabilities are increasingly pushing for more accessible travel options and some businesses are responding with everything from travel information apps to transport designs that prioritise accessibility

## INSIGHT

Accessibility is becoming a bigger focus for brands as consumers with different needs have more platforms to advocate for inclusion. The expectation for businesses and institutions to prioritise accessibility is growing as they recognise that they can be catering to a wider range of demographics, instead of a limited few.

People with disabilities now have more accessible travel options



### Accessible Travel Initiatives

Scotaround Launches a Campaign for Mobility Awareness Month



### Accessible Airline Seats

Delta is Incorporating Seats to Support Travelers with Mobility Issues



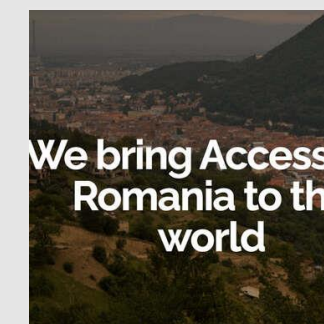
### Accessible Tourism Applications

Vacayit Incorporates Audio Experiences into Its Platform



### Accessible Stadium Shuttles

Wembley Stadium's Shuttle Service Offers an Added Support Concierge



### Accessible Travel Agencies

Accessible Romania by Sano Touring Revolutionizes Travel



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# SPECIFIC EXAMPLES.



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# PLANT-BASED LIFESTYLE GETAWAYS.

Calabash Cove Resort and Spa in Saint Lucia offers a unique opportunity to improve gut health and overall well-being through encouraging and catering to the plant-based lifestyle. Research suggests that plant-based diets can enhance sleep quality and alleviate insomnia due to their high fiber and isoflavone content, as well as their natural sources of tryptophan and melatonin. The resort embraces these findings, committing to diverse vegan menu, featuring sourced ingredients from organic farms and fishermen. Guests of the Calabash Cove Resort and Spa also indulge in holistic wellness experiences at Ti Spa, where aromatherapy massages incorporate essential oils renowned for their relaxation and sleep-promoting properties. Lavender, ylang-ylang, chamomile, and vetiver are among the oils used, each offering unique healing benefits. For travelers seeking a rejuvenating escape, Calabash Cove Resort and Spa presents an enticing offer with 35-40% savings on the All-Inclusive Package, including complimentary perks such as free nights and airport transfers for bookings made directly with the resort by March 31st, 2024.

Calabash Cove Resort & Spa in Saint Lucia Offers a Unique Service

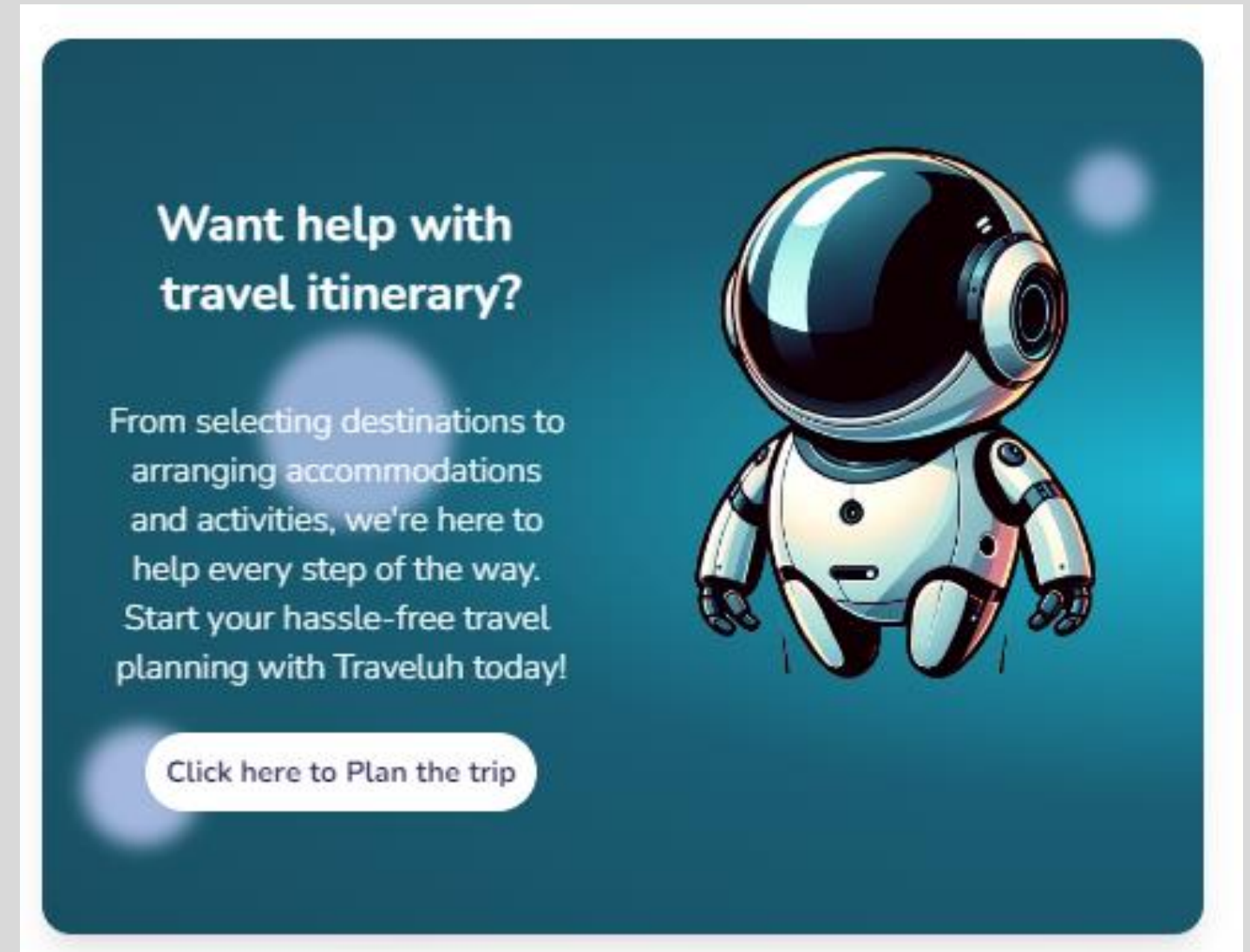




# MULTILINGUAL AI TRAVEL APP.

Traveluh's debut marks a significant stride in the evolving landscape of travel tech, underscoring the transformative power of AI in reshaping the industry. In an era inundated with digital travel platforms, Traveluh emerges as an all-encompassing solution that streamlines the travel experience. By leveraging cutting-edge AI, Traveluh not only simplifies itinerary planning but also provides personalized insights, transcending language barriers and unlocking cultural nuances. With this tool, users can plan itineraries, book their travels, and so much more. The launch of Traveluh signals a broader trend towards AI-driven travel solutions, representing a future where technology seamlessly enhances exploration. As travelers increasingly seek unique experiences and deeper cultural immersion, AI-powered tools like Traveluh pave the way for tailored adventures and effortless navigation across diverse landscapes.

Traveluh Accounts for Different Cultural Nuances  
When Planning



## AI-Powered Travel Itinerary Planner

Plan your dream vacation effortlessly with Traveluh's AI-Powered Itinerary Planner. Dive into our extensive database for personalized travel itineraries, complete with detailed descriptions, accurate duration and cost estimates, interactive maps, and family-friendly travel options. Make your travel planning seamless and enjoyable, whether for a quick getaway or an extended adventure.

No Cities selected, Please select cities to create an customizable travel itinerary.



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# ACCESSIBLE TRAVEL AGENCIES.

Accessible Romania by Sano Touring is an accessible travel agency focused on making adventure and discovery available to people with disabilities. As the name might suggest, the initiative aims to put Romania specifically on the map of tourism for this demographic. Accessible Romania by Sano Touring was founded with patience, perseverance, and confidence. The accessible travel agency has certainly captured the interest of partners and tourists alike and has developed an inclusive online presence that is easy to navigate with assistive devices. Accessible Romania by Sano Touring is led by a team of professionals who share and support the vision of accessible tourism. The agency offers various tours, including city breaks, wellness trips, transfers, and day trips. The blog section of the website provides information about wheelchair-accessible attractions in Bucharest, top accessible places to visit in Romania, reasons to visit Brasov, and the most beautiful roads in Romania.

Accessible Romania by Sano Touring Revolutionizes Travel



**We bring Accessible  
Romania to the  
world**



# ACCESSIBLE SUBWAY QR CODES.

Enhancing accessibility in New York subways, colorful QR codes are set to revolutionize navigation for users with diverse needs. Colorful QR codes will begin appearing in stations throughout the city, catering to individuals with varying mobility, linguistic, or sensory challenges, ensuring a more inclusive and user-friendly public transportation system. To read the QR codes, users can simply download the free NaviLens app, compatible with 34 languages, which reads these codes aloud, aiding visually impaired commuters in comprehending signs and obtaining real-time travel information. Beyond assisting with directions, NaviLens facilitates seamless subway experiences by guiding users to accessible exits, providing boarding details, and even indicating station crowd levels. These QR codes offer a crucial tool for navigating the subway efficiently, ensuring that all users, regardless of their specific needs, can navigate the bustling transit system with greater ease.

Colorful QR Codes in New York's Subways Will Help People Navigate



# DISCOMFORT-ADDRESSING TRAVEL-FRIENDLY PRODUCTS.

Eeze Natural Health's new product aims to address a common discomfort faced by individuals on vacation or on a business trip—constipation during travel. Dubbed 'Travel-eeze,' the product aims to provide an effective and gentle solution to digestive issues. Travel-eeze's formula incorporates natural ingredients like flaxseed, vitamin C, magnesium, and cascara, offering a gentle alternative to abrasive over-the-counter laxatives. The product's convenience, manifested in travel-ready stick packs, suits the needs of globetrotters and frequent flyers seeking a compact and reliable solution for constipation during travel. Travel-eeze's affordability, retailing for \$19.99 for a pack of five, contributes to its accessibility and value proposition. The alignment with dietary preferences like vegan, gluten-free, paleo, and keto enhances its versatility and potential user base.

## Travel-eeze Addresses Constipation During Travel





# MULTIGENERATIONAL DESTINATION TOURS.

Sita World Tours is a travel organization specializing in multigenerational packages to destinations such as Japan, Kenya, Egypt, Vietnam and Costa Rica. In today's fast-paced world, where lives are busier than ever before, the desire for quality time spent with family has never been stronger. After years of separation from loved ones due to the pandemic, the importance of multigenerational travel has significantly increased. Recognizing this need, Sita World Tours offers specially designed excursions catering families with members of all ages. The company's thoughtfully crafted journeys provide a diverse array of day-to-day activities that will excite every member of a mixed age group. They include visits to popular metropolitan spots as well as historical landmarks for the perfect mix of luxury and history.

Sita World Tours Crafts its Tours to Suit Multiple Age Groups





# ACCESSIBLE AIRLINE SEATS.

There is a growing need for more accessible travel solutions, and Delta is one airline that's addressing this pressing need by introducing innovative airline seat designs that prioritize the comfort and convenience of travelers with mobility issues, ensuring that everyone can enjoy a safe and inclusive travel experience. Last year, inclusive travel consortium Air 4 All announced seat designs so that those with mobility issues could safely remain in their wheelchairs while in flight. Now, Delta will be the first to incorporate this travel seating design after its subsidiary, Delta Flight Products, partnered with the company, design consultancy PriestmanGoode and Flying Disabled. As it stands, wheelchair-bound passengers have to make the switch to wheelchairs provided by their carrier when they are traveling, and these exhausting and uncomfortable experiences will be reduced by these accommodating new designs.

Delta is Incorporating Seats to Support Travelers with Mobility Issues





# ACCESSIBLE TRAVEL INITIATIVES.

Scotaround is launching a campaign this month to help Americans celebrate National Mobility Awareness Month. During the entire month of May, Scotaround will donate five percent of proceeds from every device sold on their website to the Disabled But Not Really Foundation. The foundation promotes inclusive training and athletics for people living with disabilities. The partnership aims to stop the stigmas associated with mobility devices. Scotaround is already found in roughly 40 major cruise ports throughout the U.S., Canada, and Europe. In addition, the company partnered with PURE to create Portal Delivery Vehicle Introduction, which sanitizes each mobility rental with enhanced hygiene procedures. PURE's latest technology eliminates germ and bacteria fear while increasing access to mobility.

## Scotaround Launches a Campaign for Mobility Awareness Month



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# FOOD FOR THOUGHT.

How can the South African tourism industry better align itself with the travel preferences of Gen Z, considering their interest in cost-effective, inclusive experiences influenced by social media trends?

How can the South African tourism industry better educate all role players on how to treat all travellers equally, and to understand that trade may have unconscious and conscious bias?

How could South African Tourism better prioritise accessibility for all tourists, particularly those with disabilities, to cater to a wider range of demographics?

## STABLESTAKES FOR ALL SOUTH AFRICANS IN THE TOURISM SPACE

ALWAYS BE MINDFUL!

MAKE ALL FEEL WELCOME!

ALLOW PEOPLE TO SPEAK FEELY!

BE AN ALLY!



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For more information contact:

Vongani Sambo

Regional Insights Specialist

[vongani@southafrica.net](mailto:vongani@southafrica.net)

Neesha Pillay

Head: Insights

[neesha@southafrica.net](mailto:neesha@southafrica.net)

**CONTACT DETAILS.**



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