



SOUTH AFRICAN TOURISM

SAT Segmentation Study

USA 

Segment Personas

2026



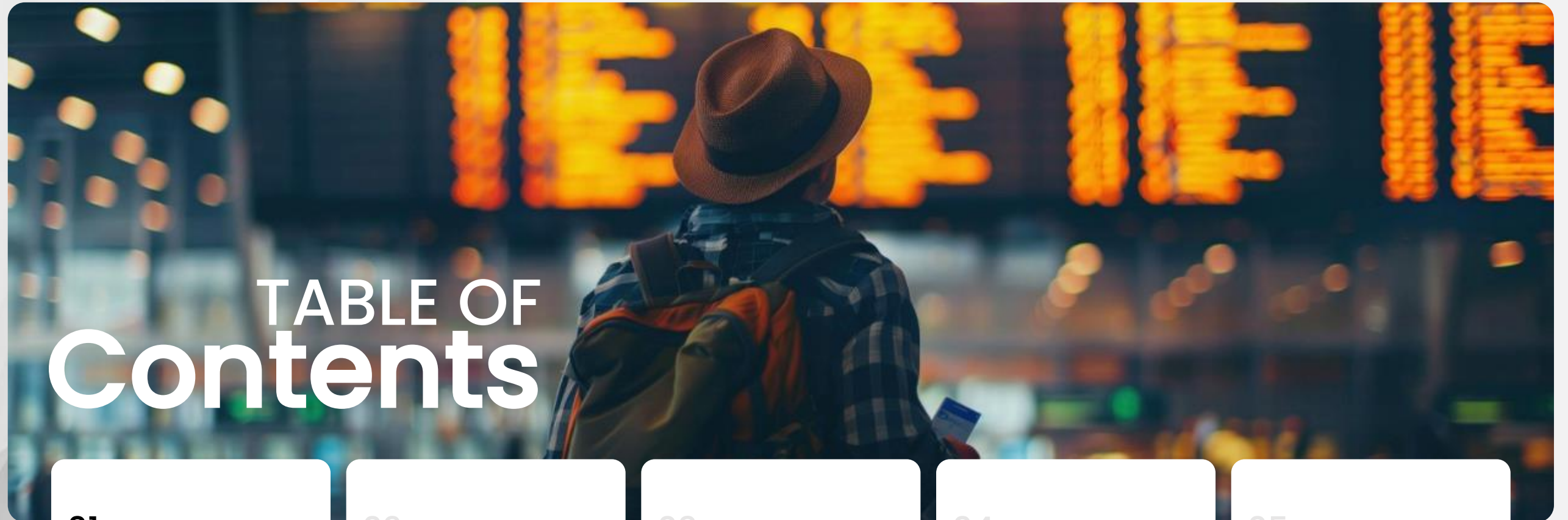


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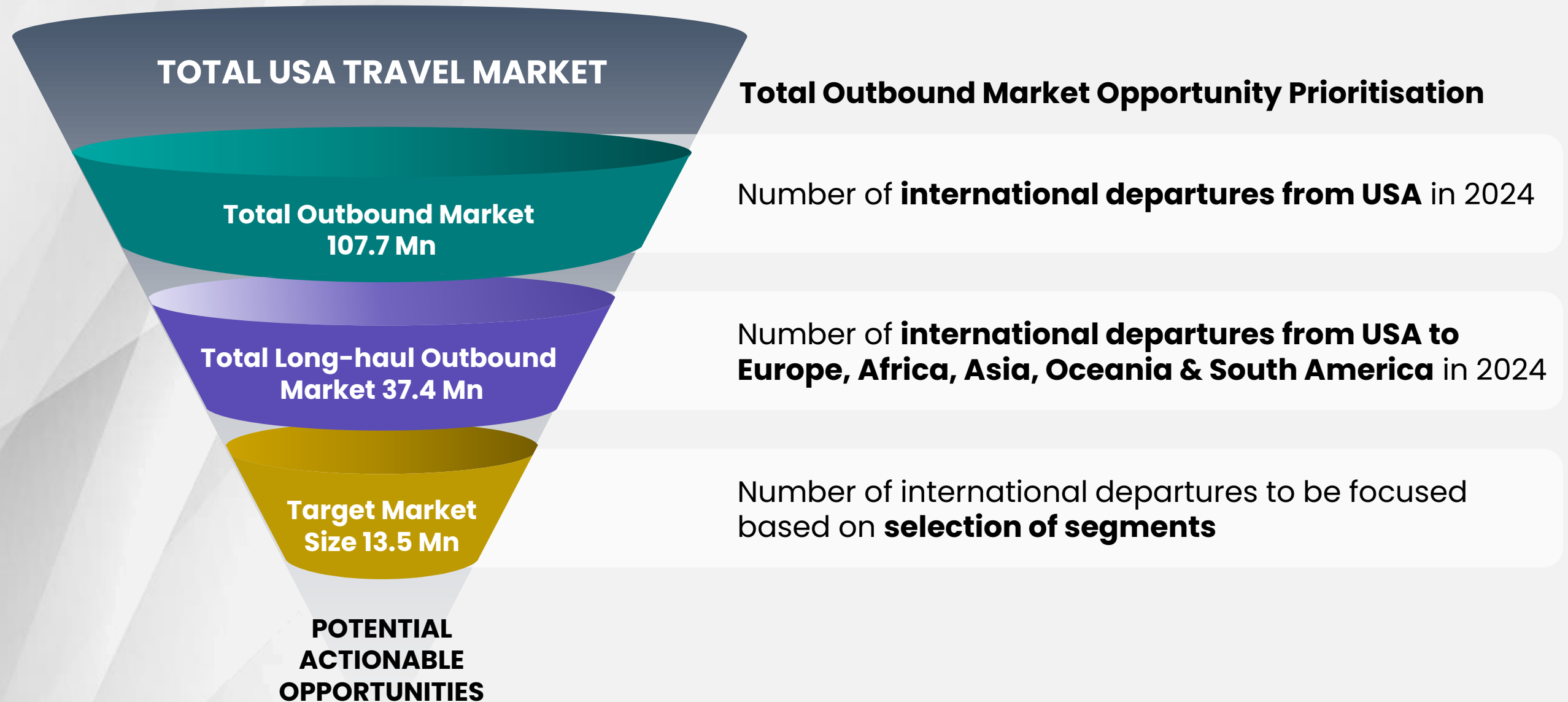
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Additional Persona Requested

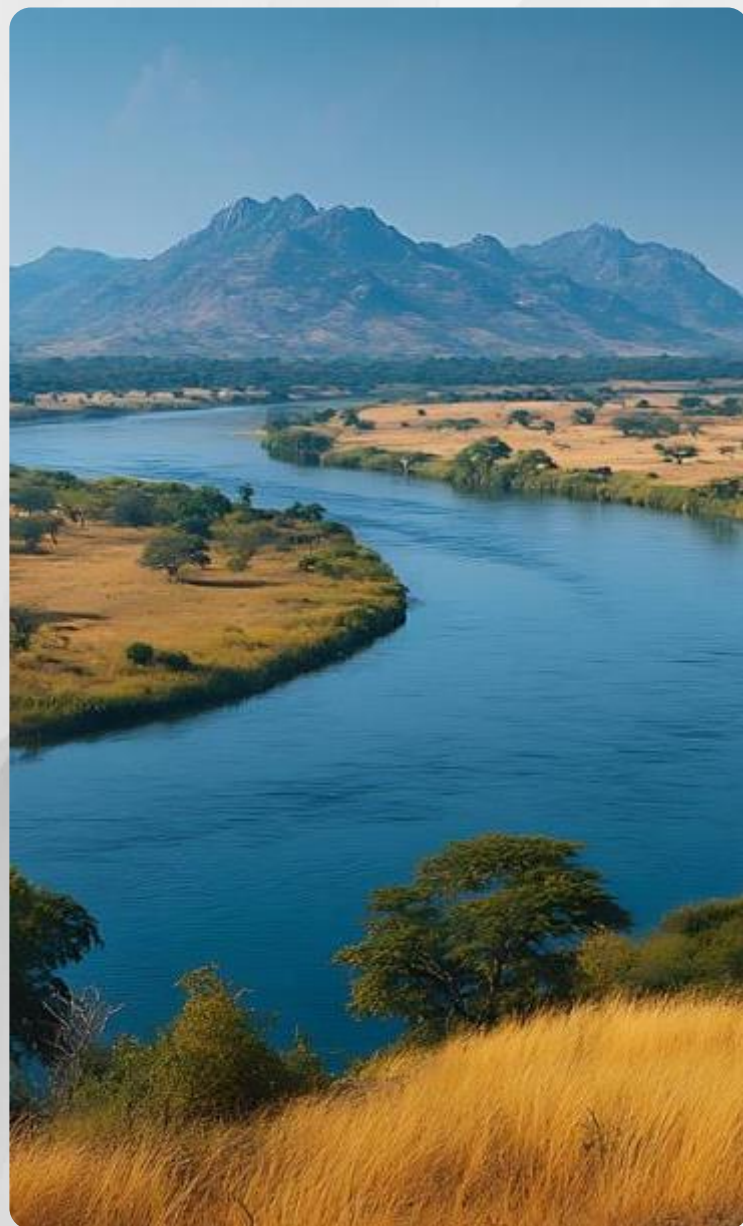
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Cross-segment Analysis

STUDY CONTEXT (1/2)



STUDY CONTEXT (2/2)



SA Tourism has commissioned this study to devise an approach to effectively target the US market by refreshing their understanding of the key traveller segments

Existing Segmentation

This study was conducted to **segment travellers from the US** into groups with similar needs and behaviours, in order to identify and prioritise key market segments

Segmentation Refresh (2025)

The objective of this study is to **refresh the segments**, to ensure their relevance in the current macro-economic scenario – enabling effective targeting of the travellers in the US market

OUTCOMES

As a result of the previous segmentation exercise, the **Wanderlusters and NSSAs were identified** as the key priority segments within the US's targetable market

Refreshed understanding of the segments – relevant to the current macro-economic environment – will be developed; refreshed messaging and communication platforms, underpinned by the needs and behaviour of the current environment, will be defined



WHY TRAVELLER SEGMENTATION IS IMPORTANT?

Traveller segmentation enables SAT to market the destination more effectively by focusing on prioritised traveller segments instead of the entire market. Segments are prioritised based on value and volume potential, the destination’s ability to win, and travellers’ likelihood to visit—maximising marketing impact and ensuring more efficient use of resources

SEGMENTATION HELPS IN CREATING:

1. Optimised Marketing and Communications Strategy

Enables **targeted messaging** and more **effective media planning**

Informs the **channel mix and content strategy**, ensuring the right messages reach the right audiences at the right time



2. Nuanced Product and Experience Strategy

Identifies **unmet needs and opportunity areas** (activities/experiences sought) to inform product or experience design

Enables **customisation or personalisation** of offerings to better meet the preferences of different traveller segments



4. Optimal ROI Strategy

Provides insights to guide **optimal allocation of marketing resource**

Helps **anticipate demand shifts** (seasonal or demographic) and **maximise shoulder and off-season visitor flows**



3. Curated Travel Trade Strategy

Supports **identification and prioritisation of trade partners** aligned with key traveller segments

Define **optimal targets for trade** based on priority traveller segments considering travel motivations, booking behaviour, spending patterns, and seasonality





BUSINESS AND RESEARCH OBJECTIVES

The study aims to **assess travellers' demographics, travel motivations, preferences, behaviours, and decision-making patterns** for the refreshed segments to inform targeted marketing and promotional strategies



Traveller Profiles

Detailed traveller profiles of the key traveller segments providing insights into their preferences, motivations, and behaviours



Travel Patterns

Analyse the travel patterns of American outbound travellers, including peak travel periods, preferred destinations, spending behaviour, and travel companions

Understand factors influencing travel decisions



Competitive Analysis

Evaluate the level of awareness and appeal of competitive destinations

Identify the key triggers and motivations that drive American travellers to choose competitive destinations



Purchase & Payment Behaviour

Insights into how travellers purchase travel services (online, offline, via agents, etc.)








Preferred travel payment methods

TARGET AUDIENCE



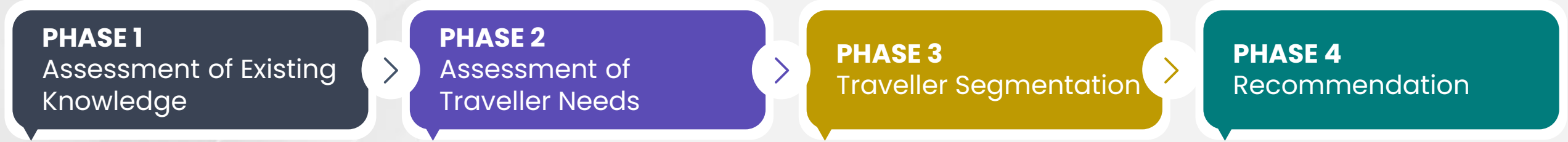

The respondents were selected basis their demographic profile, role in travel decision making and their travel history. The total sample size for this study was 800.

SAMPLE SIZE (N) = 800


SELECTION CRITERIA	SCREENING DETAILS
 Age	Long-haul International travellers aged between 18-65 years
 Gender	Males / Female / Any other
 Annual Household Income	Have income more than USD 69,000
 Residence	Residents of the US (residing for more than 9 months in a year in the US)
 Region of Residence	Reside in Northeast / Midwest / West / South
 Decision-maker	Have influence in travel decision making
 Travel History	Have travelled to a long-haul international destination for leisure or holiday outside of North/ Central America at their own expense in the past 2 years



PROJECT PHASES


Kick Off & Defining The Purpose



Qualitative Needs Assessment Via IDIs



Segmentation Via Quantitative Surveys



To Conclude: Recommendations

KEY AGENDA

Discussions with internal stakeholders and review of existing data to assess what we know and what we want to know

Identification of key themes
Assessment of customer needs and segment attributes
Identification of **insight platforms**

Segment identification
Development– deployment of **typing tool & logics** to identify segments
Identification of **priority segments**

Create **segment personas**
Share **insights to successfully tap** into these segments for growth



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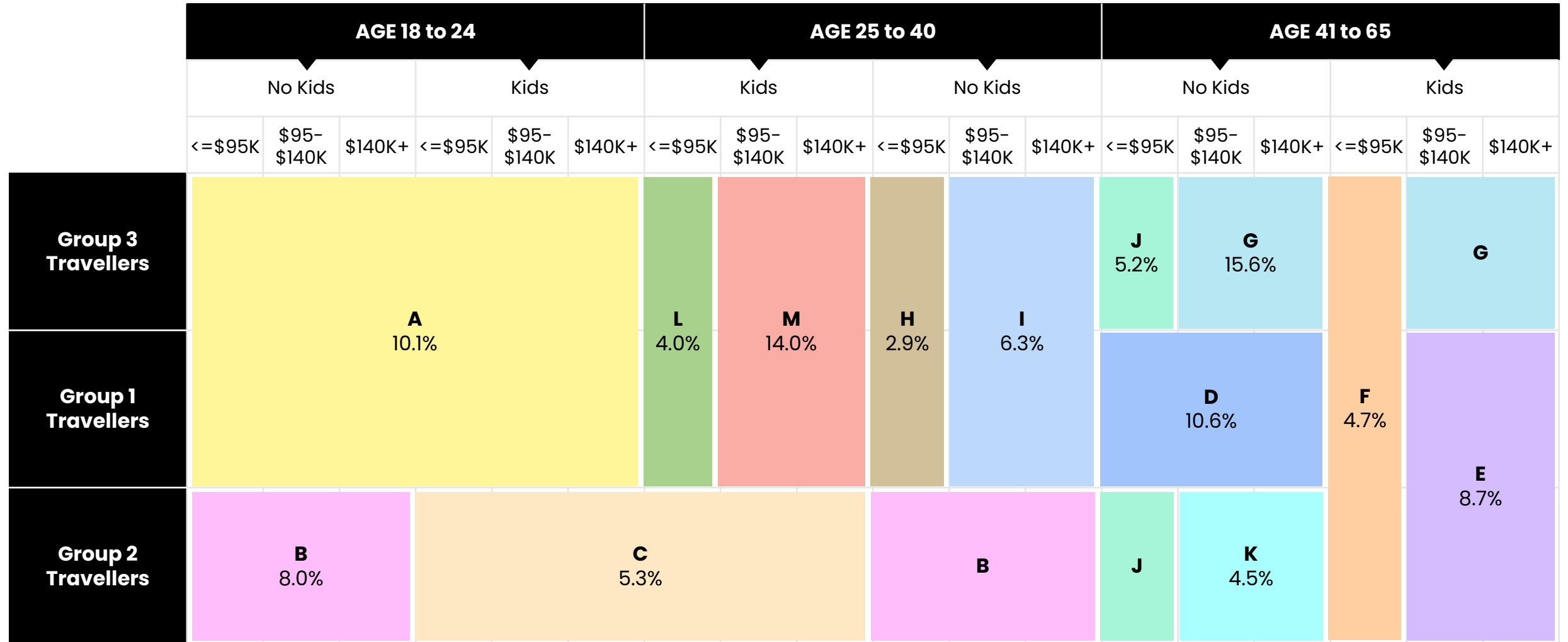
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Cross-segment Analysis



SEGMENTATION OUTCOME

The final segmentation frame consists of 13 long-haul traveller segments, derived from rigorous demographic modelling and predictive analysis

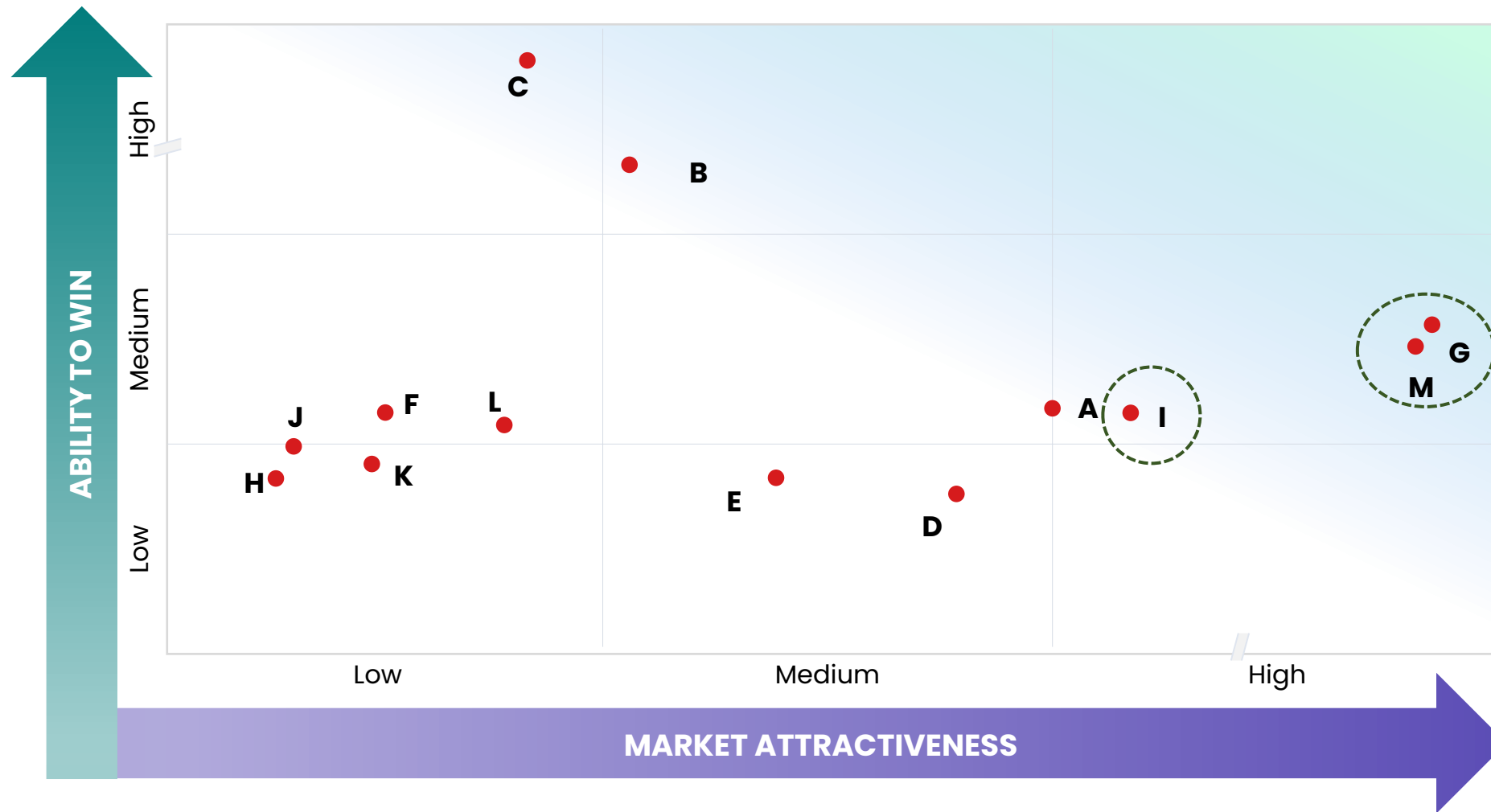


Note: Percentages represent the share of travellers in the segment as a proportion of the total market size | K refers annual household income in thousands



PRIORITISATION MATRIX

Segments were prioritised using scores for South Africa’s ability to win (the propensity of each segment to visit South Africa) and market attractiveness (the segment’s contribution to total revenue)

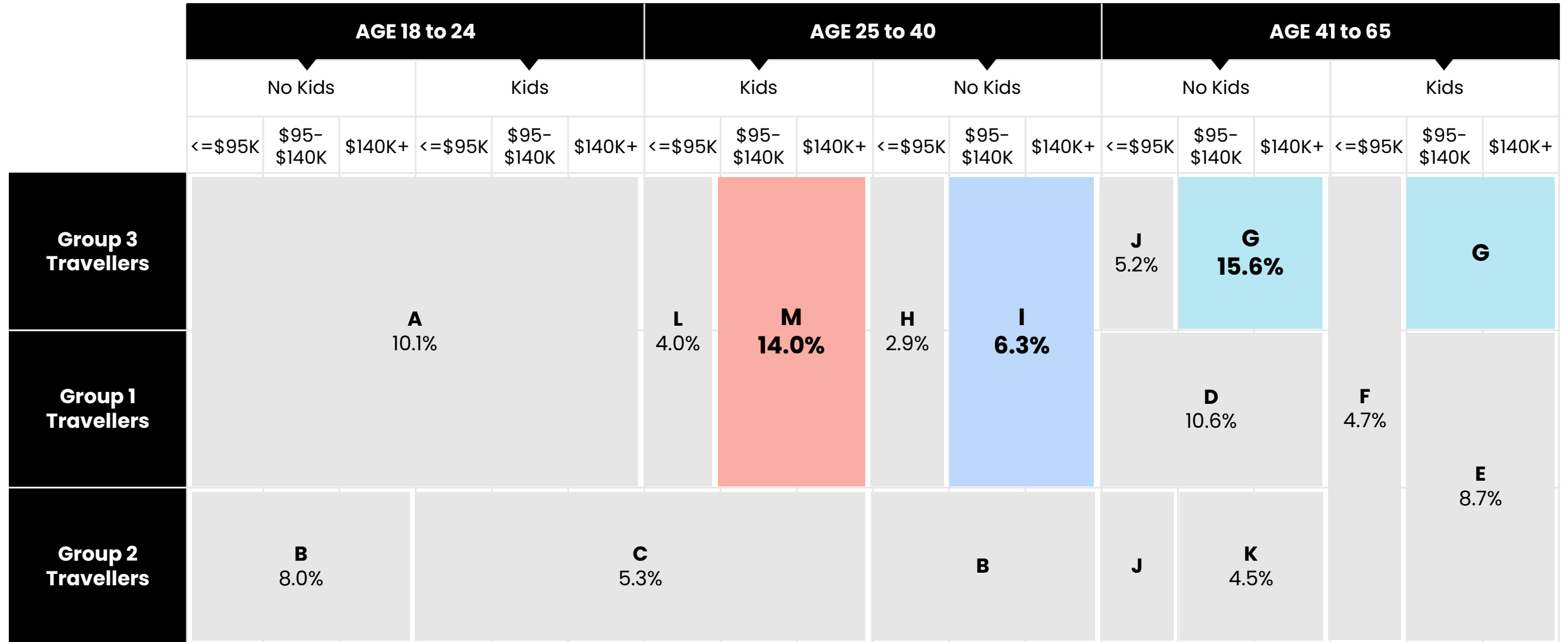


Segments	Share of Segments	Segment Volume (in Mn)
Segment A	10.1%	3.79
Segment B	8.0%	3.01
Segment C	5.3%	1.99
Segment D	10.6%	3.96
Segment E	8.7%	3.25
Segment F	4.7%	1.74
Segment G	15.6%	5.85
Segment H	2.9%	1.07
Segment I	6.3%	2.37
Segment J	5.2%	1.93
Segment K	4.5%	1.70
Segment L	4.0%	1.49
Segment M	14.0%	5.25



SEGMENTS PRIORITISED

Segments G, I, and M, were identified as priority segments, accounting for 36% of long-haul travellers and representing a target market size of 13.5 million



Note: Percentages represent the share of travellers in the segment as a proportion of the total market size | K refers annual household income in thousands



COMPARISON WITH EXISTING SEGMENTS

EXISTING SEGMENTATION FRAME

	AGE 18 to 24		AGE 25 to 40				AGE 41 to 65	
	No Kids	Kids	No Kids		No Kids		Kids	
			USD <=69K	USD >69K	USD <=85K	USD >85K		
	Global Explorer			WANDERLUSTERS			NSSA	
Conventional Traveller	OTHERS		OTHERS					
Off-beat Explorer								

NEW SEGMENTATION FRAME

	AGE 18 to 24						AGE 25 to 40						AGE 41 to 65						
	No Kids			Kids			Kids			No Kids			No Kids			Kids			
	<=\$95k	\$95-\$140k	\$140k+	<=\$95k	\$95-\$140k	\$140k+	<=\$95k	\$95-\$140k	\$140k+	<=\$95k	\$95-\$140k	\$140k+	<=\$95k	\$95-\$140k	\$140k+	<=\$95k	\$95-\$140k	\$140k+	
	Group 3 Travellers	A 10.1%						L 4.0%	M 14.0%			H 2.9%	I 6.3%			J 5.2%	G 15.6%		
Group 1 Travellers													D 10.6%			F 4.7%	E 8.7%		
Group 2 Travellers	B 8.0%			C 5.3%						B			J	K 4.5%					

WANDERLUSTERS

The **Wanderlusters** segment household income threshold has increased from over USD 69,000 to over USD 95,000 (New Segment I)

NSSA

The **NSSA** segment **now also includes** families with children. Furthermore, the household income threshold has increased from over USD 85,000 to over USD 95,000 (**New Segment G**)

SEGMENT DEFINITIONS



VARIABLES	SEGMENT G	SEGMENT I	SEGMENT M
SEGMENT NAME	CULTURAL CONNOISSEURS	EXPERIENTIAL TRAILBLAZERS	MODERN MEMORY MAKERS
Age	41-65 years	25-40 years	25-40 years
Family Situation	NA	No Dependent Kids	Have Dependent Kids
Annual Household Income	More than USD 95K	More than USD 95K	More than USD 95K
Destination(s) Travelled in the Last 2 Years	Group 3 Traveller	Group 1 Traveller OR Group 3 Traveller	Group 1 Traveller OR Group 3 Traveller

Group 1 Traveller

Recently visited Europe

Group 2 Traveller

Recently visited Asia OR Africa OR Australasia (Australia/New Zealand) OR Middle East Or South America

Group 3 Traveller

Recently visited both 'Group 1' and 'Group 2' destinations



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SEGMENT G: CULTURAL CONNOISSEURS
WHO ARE THEY?



MEET MARY
A **51-year-old female**,
residing in the US



MARRIED
and her annual
household income
is ~ **USD 143K**



WORKS FULL-TIME
as a **director**

SEGMENT G: CULTURAL CONNOISSEURS
WHY DO THEY TRAVEL?



She travels to **explore new places** and enjoys **natural scenic beauty**, diverse **cultures and traditions**, and seeks **fun activities**. This allows her to **create memorable moments**. She prefers destinations that offer **enriching and enjoyable experiences**

—
Travel Needs



**Natural/ Scenic
 Beauty**



**Explore New
 Places**



**Experience Different
 Cultures**



**Memorable
 Experience**



Fun

“ WHAT OTHER CULTURAL CONNOISSEURS HAVE TO SAY? ”

“I want to experience what’s authentic, even if it’s out of my comfort zone. I like to explore and see new things. Even when we go to a tropical place, like to go for hiking and explore different parts of the island”

“I loved meeting so many people and learning about different communities. The extraordinary beauty, rich history, and vibrant cultural heritage make it truly unforgettable—I can’t wait to go back!”

“xx” The information in this box reflects comments gathered from social media platforms and in-depth interviews conducted in the US market.

WHAT IS THEIR BEHAVIOUR?

TRAVEL MINDSET

She likes to **visit culturally significant landmarks** and **considers travel an essential part of her life**. It forms a key part of her yearly plans as **travel helps her escape everyday worries**. She is also **willing to pay more for rare and meaningful experiences**

“

I always check the list of heritage sites before I go anywhere, if there's something culturally significant, I'll definitely tick it off my list.



WHAT IS THEIR BEHAVIOUR?

TRAVEL MOTIVATION AND BOOKING PREFERENCES

She plans to ensure she doesn't miss key experiences and **prefers booking holidays herself** for clarity and control. She **travels to relax, have fun, and truly experience the essence of a place**

“

I love planning. I enjoy the puzzle of it. That curiosity and discovery from doing it yourself... I don't want someone else giving me ideas. I like the control.



WHAT IS THEIR BEHAVIOUR?

EXPERIENCES SOUGHT

Her trips **include a balance of activity and relaxation**. Unwinding during a holiday helps her feel refreshed upon returning home. She **enjoys researching and comparing options** to get the best out of her trips. She **seeks new experiences**, and **looks to experience local cuisine and culture**

“

When I travel, I spend my days walking, wandering every corner of a city, discovering viewpoints, and new places that pull me out of my everyday routine and into the moment.

”





—
Travel
Frequency,
Destinations
& Travel
Companions



Mary takes **one long-haul trip every year** and she has travelled to prominent destinations in Europe (Italy, UK) or Asia (Japan) recently



She typically **travels with her spouse**, occasionally including **her children**, and plans the trip in consultation with her spouse



Preferred Travel Months & Travel Motivators



She usually travels in **May** **due to weather conditions** in her own country, in **September to avoid crowds** and **enjoy a more peaceful experience**, or in **December during the holiday season**



For her, **favourable weather** at the destination and **less crowds** are the driving factors to travel outside of her preferred months of travel



—
 Travel
 Information
 Sources
 & Information
 Sought

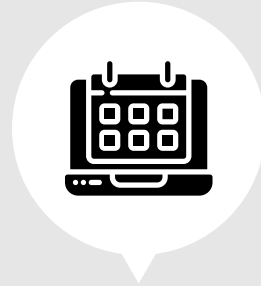
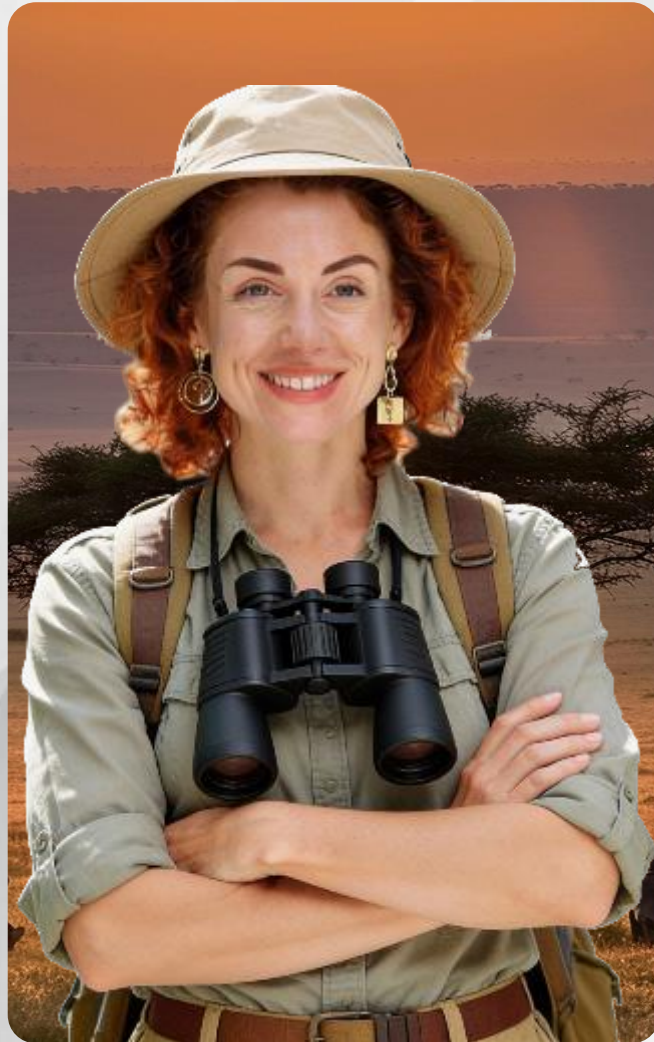


She gathers travel information from **traveller reviews**, and relies on **word-of-mouth from friends, search engines** and **expert recommendations**



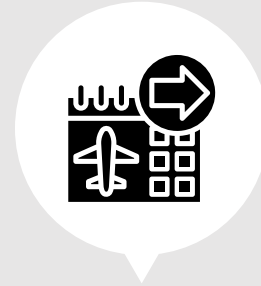
She primarily collects information on **accommodations** and **major tourist attractions** at the destinations

SEGMENT G: CULTURAL CONNOISSEURS
 HOW DO THEY TRAVEL?

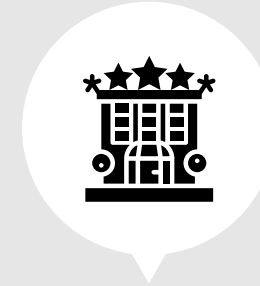


Mary **decides her destination 1-4 months in advance** and **books them at least 2 months before departure.**

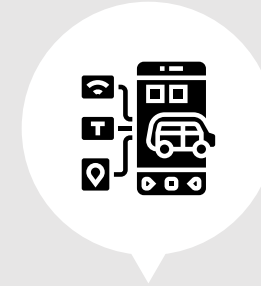
She typically stays **10 days** at the destination and spends **~USD 6,370*** per trip



For long-haul international leisure travel, she prefers to **book everything independently**



She usually stays in **3-5-star hotels**, selecting them based on **traveller reviews and ratings**



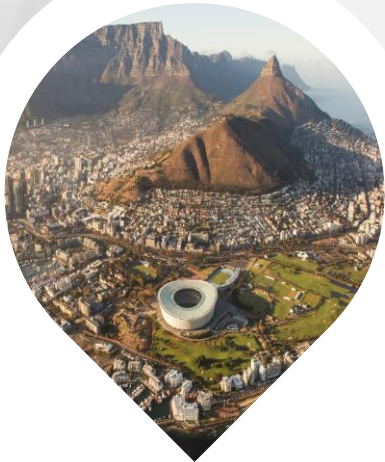
She typically relies on **local transportation** and **ride-sharing apps** to get around at his destination

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

WHAT DO THEY ASSOCIATE WITH SOUTH AFRICA?



She associates South Africa with **Cape Town, wildlife safaris, and nature reserves**, along with its **culture, diversity, history**, and **natural scenic landscapes**



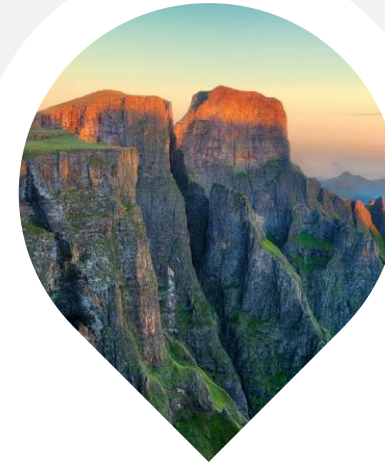
Cape Town



Wildlife Safaris/
Nature Reserves



Culture, Diversity,
History



Natural Scenic
Beauty



Home of Nelson
Mandela

WHAT MEDIA DO THEY ENGAGE WITH MOST?



Mary engages with **TV, social media, and music and video-streaming platforms** for daily entertainment



TV
(Broadcast TV, On-demand TV, Online subscription TV)



Social Networking & Other Websites



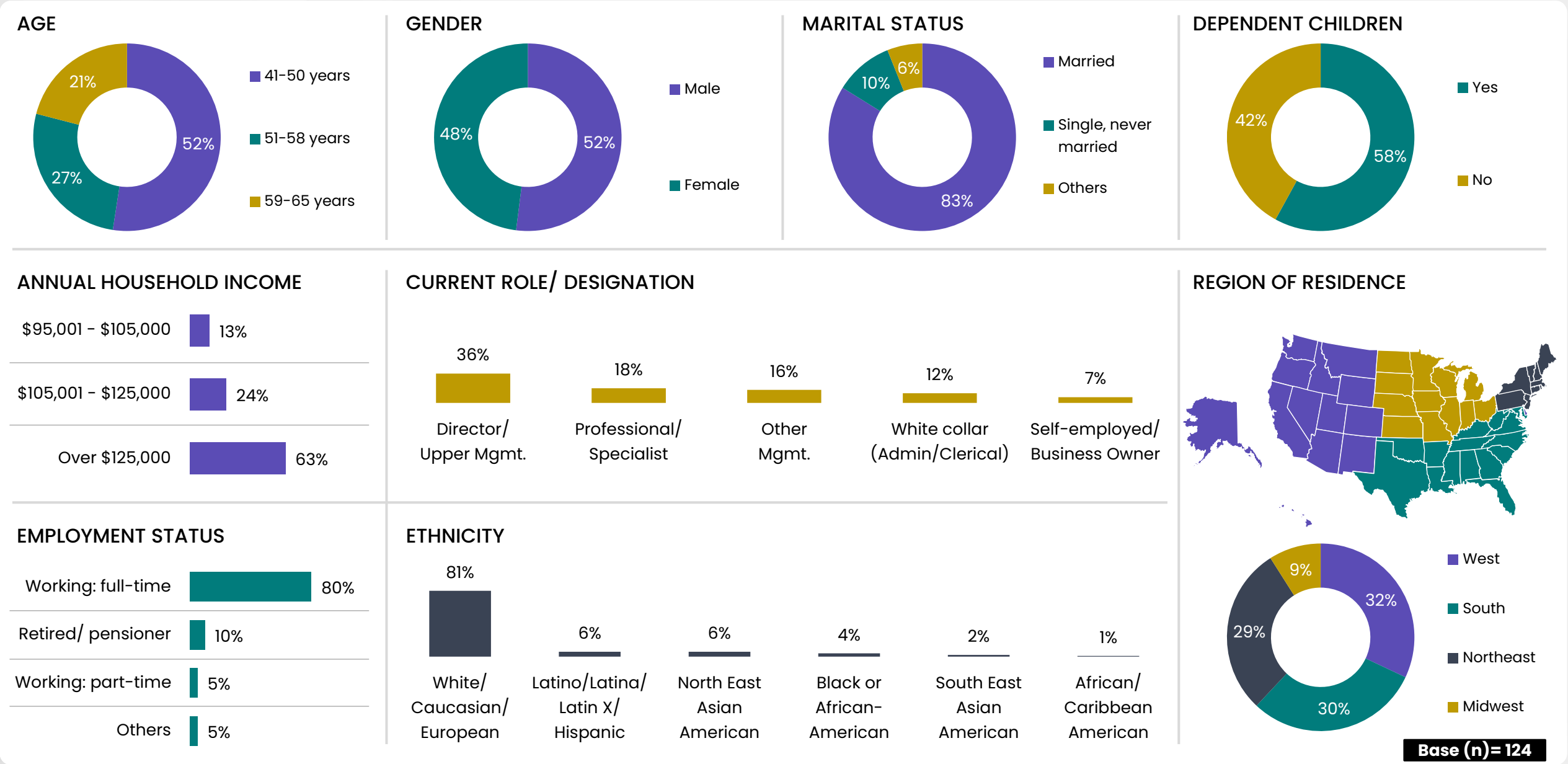
Subscription Music Services



Downloadable Paid TV/Film/ Music Content



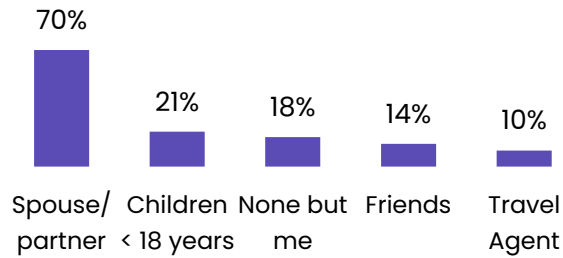
SEGMENT G: CULTURAL CONNOISSEURS
DETAILED PROFILE



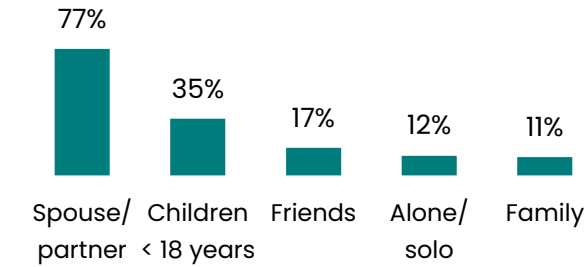
SEGMENT G: CULTURAL CONNOISSEURS TRAVEL SPECIFICS



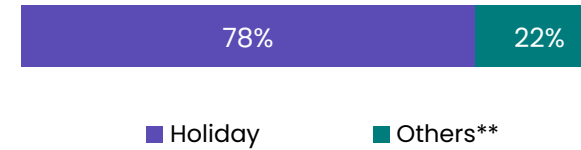
TRAVEL PLANNERS



TRAVEL COMPANION

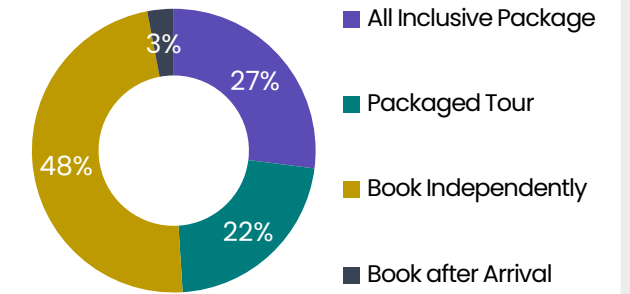


PRIMARY PURPOSE OF VISIT

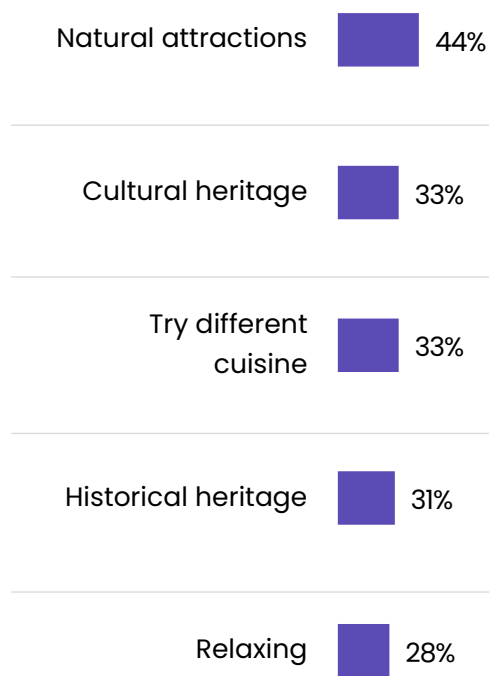


**Others include visiting friends or relatives, sports spectating, shopping, backpacking, major event, business event & special events

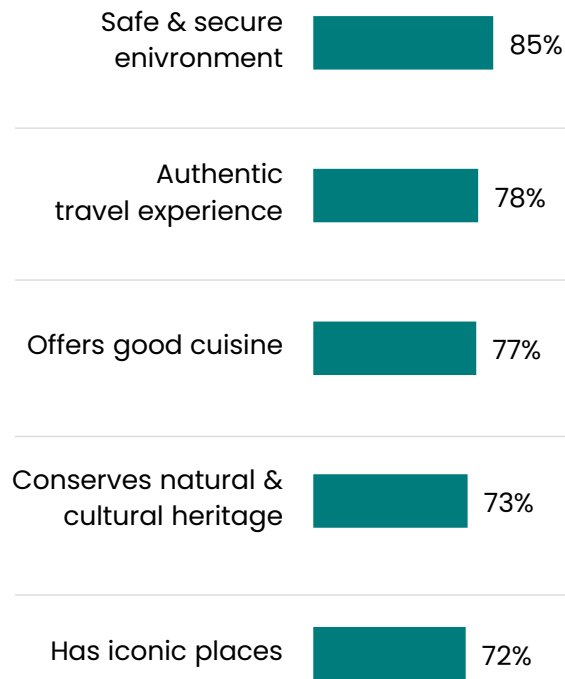
BOOKING PREFERENCE



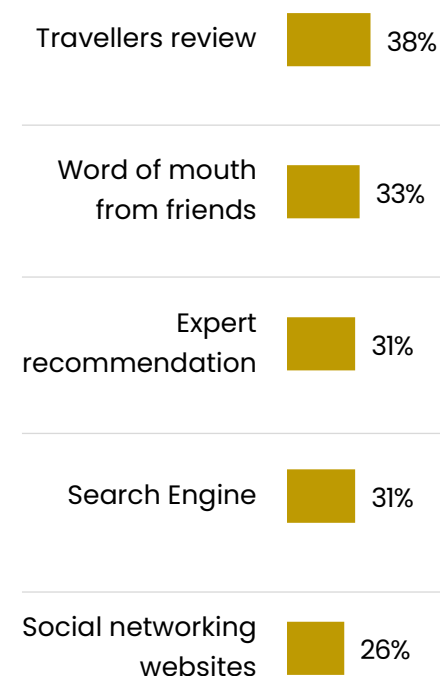
ACTIVITIES SOUGHT



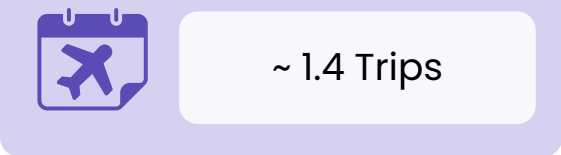
DESIRABLE FACTORS



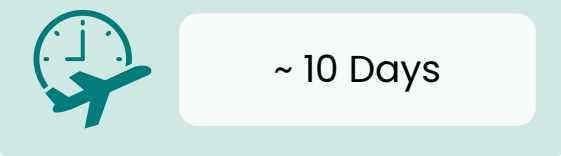
SOURCES OF INFORMATION#



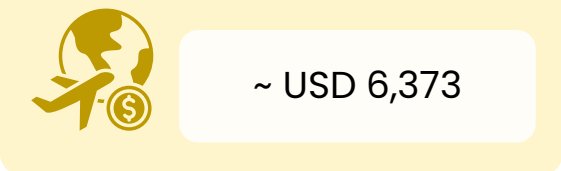
FREQUENCY OF ANNUAL TRAVEL



AVERAGE TRIP DURATION



AVERAGE SPEND



Base (n) = 124

Note: #Sources of Information includes primary and secondary sources

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

SEGMENT G: CULTURAL CONNOISSEURS
TRAVEL ATTITUDE & BEHAVIOUR



WHAT THEY LOOK FOR	SEGMENT G: CULTURAL CONNOISSEURS (Top 2 Box%)
Visiting culturally or historically significant landmarks is important to me	78%
I feel travel is a necessary part of my annual budget plan	77%
I see travel as a way to escape from everyday worries	73%
I'm willing to spend more for unique or rare travel experiences	71%
I plan holidays to include both activity and relaxation days	70%
Adventure and new experiences are a big reason I travel	69%
Experiencing local cuisine is a key reason I travel	69%
Having time to relax during a holiday helps me feel revived when I return home	69%
I enjoy researching and comparing travel options	69%
I don't like to miss out on key experiences because of poor planning	68%

WHAT THEY'RE LESS INTERESTED IN	SEGMENT G: CULTURAL CONNOISSEURS (Top 2 Box%)
I prefer to visit destinations that are LGBTQ-friendly	29%
I seek travel experiences that reflect and celebrate ancient and recent African culture	30%
I rely on AI tools to make travel planning easier	30%
I prefer to take one big trip rather than taking multiple short trips each year	31%
I follow people on social media who inspire my travel goals	34%
I won't let safety risks stop me from visiting my bucket list destinations	35%
I'm drawn to places that remind me of my childhood	35%
When making travel decisions, I actively choose eco-friendly options	37%
I enjoy staying in places that feel like a home rather than a hotel	39%
AI tools are a travel companion for me that help me stay in control of my trip	40%

Base (n) = 124



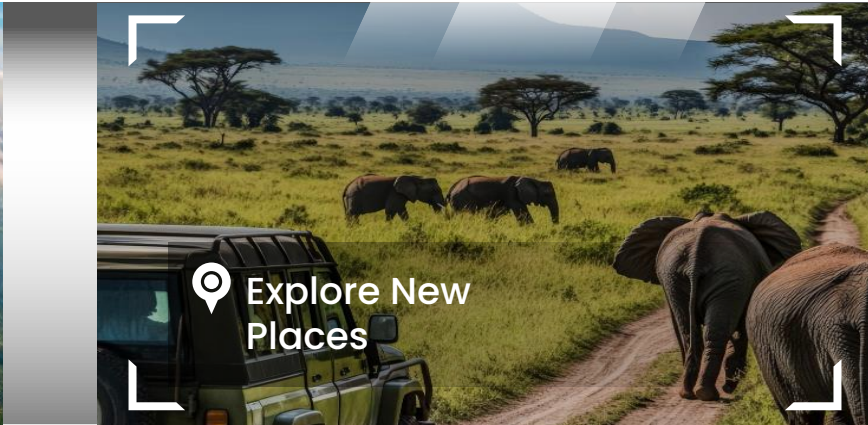
WHAT SHOULD BE THE FOCUS OF OUR MESSAGING?

SEGMENT G: CULTURAL CONNOISSEURS

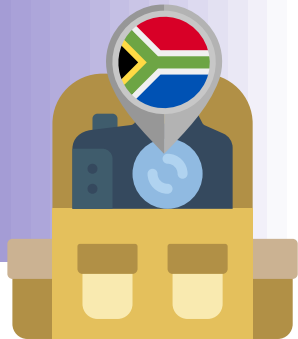
INSIGHT



Cultural Connoisseurs travel to experience **natural scenic beauty** and **discover new places**. They are strongly motivated by **cultural immersion** and seek memorable, feel-good experiences



ACTION



- ✔ Position South Africa as a destination rich in **breathtaking landscapes and cultural depth** by showcasing iconic experiences
- ✔ Highlight **heritage and cultural experiences** across different cities and local townships
- ✔ Frame journeys as **once-in-a-lifetime, memory-making experiences** that combine exploration, culture, and scenic beauty



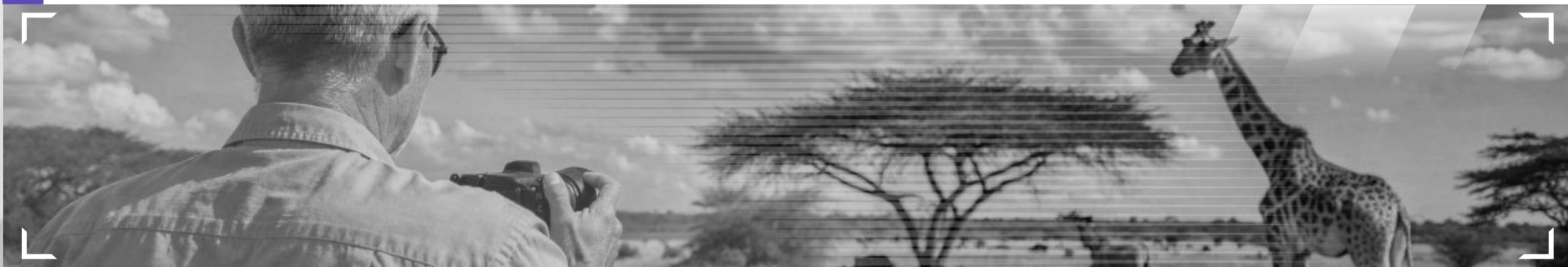
WHEN SHOULD WE BE ON-AIR?

SEGMENT G: CULTURAL CONNOISSEURS

INSIGHT



Travellers plan their trips 1-4 months in advance, with travel demand peaking in May, September, and December



ACTION



- ✔ Plan communication interventions from March to November using seasonal messaging and offers to drive early bookings

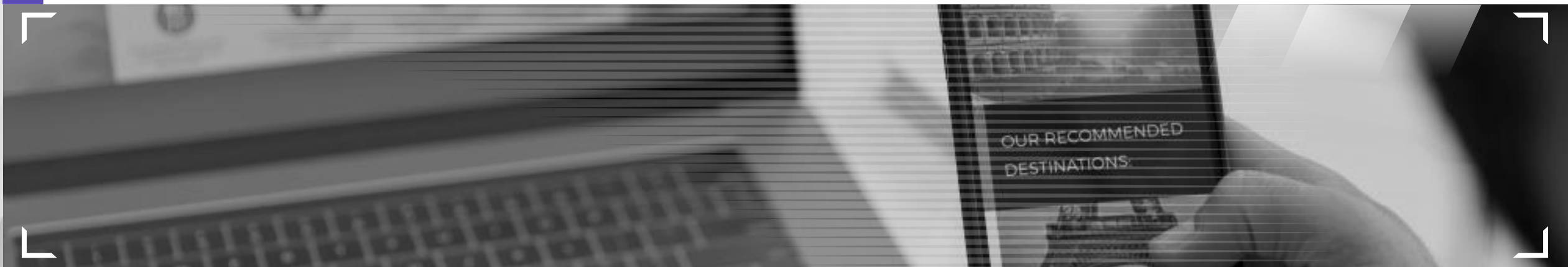


WHAT SHOULD BE OUR OPTIMAL MEDIA MIX?

SEGMENT G: CULTURAL CONNOISSEURS



Cultural Connoisseurs engage most with TV, social media platforms, websites, and subscription music services



✔ To maximise reach and engagement, prioritise advertising on

TV NETWORKS



SOCIAL & SEARCH PLATFORMS



SUBSCRIPTION MUSIC SERVICES





WHAT SHOULD OUR TRADE PARTNERS PROMOTE?

SEGMENT G: CULTURAL CONNOISSEURS

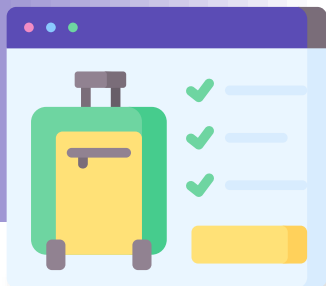
INSIGHT



These travellers prefer to book independently, valuing flexibility, control, and personalised planning



ACTION



- ✔ Support self-booking by providing intuitive planning tools and modular itineraries that make exploring South Africa easy and flexible across prominent booking platforms



WHAT PLATFORMS AND CONTENT AREAS MATTER MOST?

SEGMENT G: CULTURAL CONNOISSEURS

INSIGHT



Travellers rely heavily on peer-led information, particularly **reviews on travel booking and review websites**, as well as **word of mouth** from friends, family, and colleagues. They primarily seek information on **accommodation options** and key **tourist attractions**



ACTION



- ✔ Strengthen its **presence on Expedia, Tripadvisor, and Booking.com**
- ✔ Highlight **positive reviews and authentic traveller stories**
- ✔ Encourage **word-of-mouth through sharable experiences and testimonials** that build trust and credibility



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SEGMENT I: EXPERIENTIAL TRAILBLAZERS
WHO ARE THEY?



MEET MARTIN
A **32-year-old male**,
residing in the US



SINGLE
and his annual
household income
is ~ **USD 140K**



WORKS FULL-TIME
in the **upper**
management



SEGMENT I: EXPERIENTIAL TRAILBLAZERS
WHY DO THEY TRAVEL?

He travels to **explore new places**, engage in **fun activities** and **experience diverse cultures and traditions**. He enjoys **adventure activities** and **natural scenic beauty**, which leaves him feeling **enriched and inspired**

—
 Travel Needs



Explore New Places



Fun



Experience Different Cultures



Adventure



Natural/ Scenic Beauty

“ WHAT OTHER EXPERIENTIAL TRAILBLAZERS HAVE TO SAY? ”

“For me, traveling is exciting and joyful, and it also makes me more open-minded, giving me new perspectives on life and people. Experiences like these are truly invaluable”

“Climbing was one of my most unforgettable travel experiences, stunning scenery, challenging routes, and a sense of accomplishment I’ll never forget, even if I’ve never been so thirsty, hungry, and exhausted”

“xx” The information in this box reflects comments gathered from social media platforms and in-depth interviews conducted in the US market.

WHAT IS THEIR BEHAVIOUR?

TRAVEL INSPIRATION AND PRIORITIES

He **finds inspiration on social media**, and from **travel books, documentaries, and shows**. He **seeks adventure and new experiences**, values **cultural and historical landmarks**. He plans holidays with a **balance of activities and downtime to capture key experiences** while also allowing **time to rejuvenate**

“

All it takes is seeing a few beautiful photos and I start to research—whether it’s a magazine, something online, or even a National Geographic I flip through while waiting.



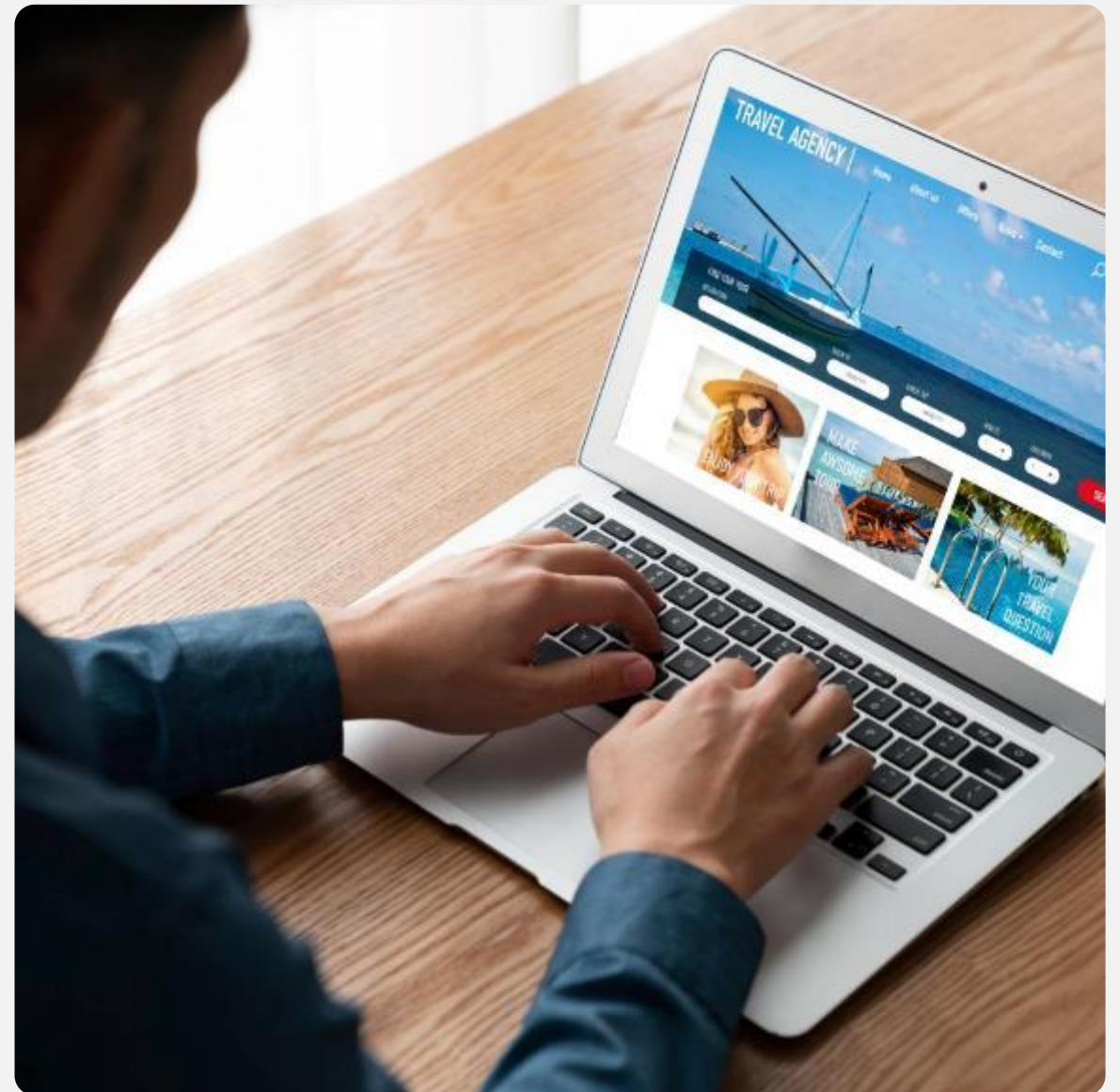
WHAT IS THEIR BEHAVIOUR?

TRAVEL PLANNING

He carefully **researches and compares travel options, planning his trips independently** to get the best value. **Travel is an essential part of his annual budget**, and he feels a strong urgency to visit bucket-list destinations before it's too late. He also **enjoys discussing his plans before departure**

“

I like to compare from a lot of different places—Google Flights, my Chase Travel profile, and Hopper alerts when I'm not ready to commit. I usually compare a bit for flights, and the same for hotels, using Hotels.com or Expedia depending on the location.



WHAT IS THEIR BEHAVIOUR?

EXPERIENCES SOUGHT

He enjoys seeing **how locals live**, looks for **unique experiences** not everyone has had, and **is willing to spend more for them**. He **prefers activities that support local communities** and **preserve culture**. He prefers trips that allow him to truly **feel the essence of a place- relaxing, having fun, and escaping everyday worries**

“

I just want to experience everyday life — local food, local stores, and the places people actually go. I don't need a long list of tourist spots.





—
**Travel
 Frequency,
 Destinations
 & Travel
 Companions**



Martin takes **two long-haul trips each year** and has recently travelled to prominent destinations in Europe (France or Italy) and Asia (Japan)



He usually **travels with his partner** and plans trips in consultation with her, though sometimes he handles the planning independently



SEGMENT I: EXPERIENTIAL TRAILBLAZERS
WHEN DO THEY TRAVEL?

—
Preferred
Travel Months
& Travel
Motivators



He typically **travels in May or June to enjoy favourable weather and avoid crowds**, and also plans trips in **December during the holiday season**



Favourable weather at the destination, special events and activities, and less crowd would motivate him to travel outside his preferred months



—
Travel
Information
Sources
& Information
Sought

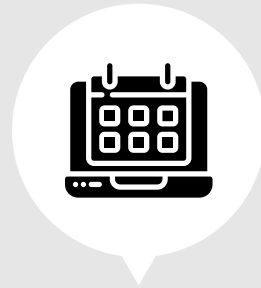


He primarily gathers travel information from **online news, articles, search engines, expert advice,** and **AI-based recommendations**



He gathers information on **accommodation, weather, activities, checks travel routes** and **transportation options**

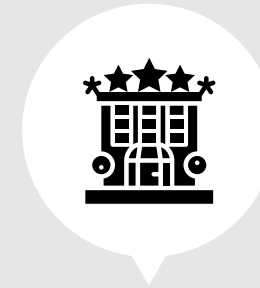
SEGMENT I: EXPERIENTIAL TRAILBLAZERS
 HOW DO THEY TRAVEL?



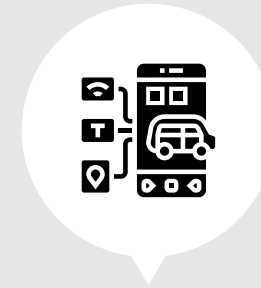
Martin decides his destinations **at least 2 months in advance and books his travel 1-4 weeks in advance**, stays about **12 days** at the destination, and spends **~USD 6,690*** per trip



He typically books **all-inclusive packages** that cover airfare, accommodation, meals, sightseeing, and local transport, though **occasionally he prefers to arrange everything independently**



At the destination, he typically stays in an **Airbnb** or **3-5-star hotel**, choosing accommodations based on **user ratings** and **traveller reviews**



He usually relies on **transport arranged by the tour operator or travel agent**, but when traveling independently, he uses local transport or ride-sharing apps

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

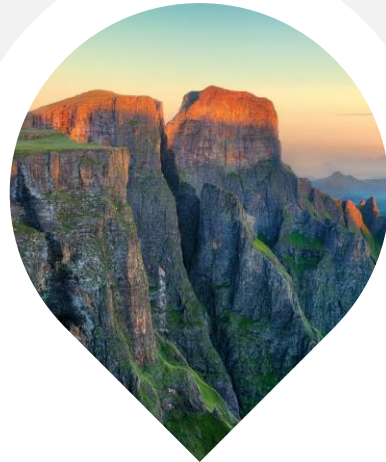
WHAT DO THEY ASSOCIATE WITH SOUTH AFRICA?



He associates South Africa with **wildlife safaris** and **nature reserves, rich culture, diversity, and history**, and its **natural scenic beauty**, strongly linking it to **Cape Town** as a key destination in Africa



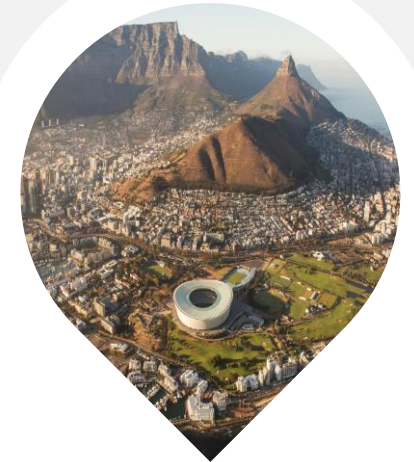
Wildlife Safaris/
Nature Reserves



Natural Scenic
Beauty



Culture, Diversity,
History



Cape Town

WHAT MEDIA DO THEY ENGAGE WITH MOST?



Martin primarily **engages** with **social networking websites, streaming platforms, and TV** for entertainment and content consumption. He is also fond of **subscription music services**



Social Networking & Other Websites



Google



ChatGPT



TikTok

facebook

Downloadable Paid
TV/Film/Music Content

NETFLIX

amazon

TV
(Broadcast TV, On-demand TV, Online subscription TV)

ESPN



Subscription Music Services



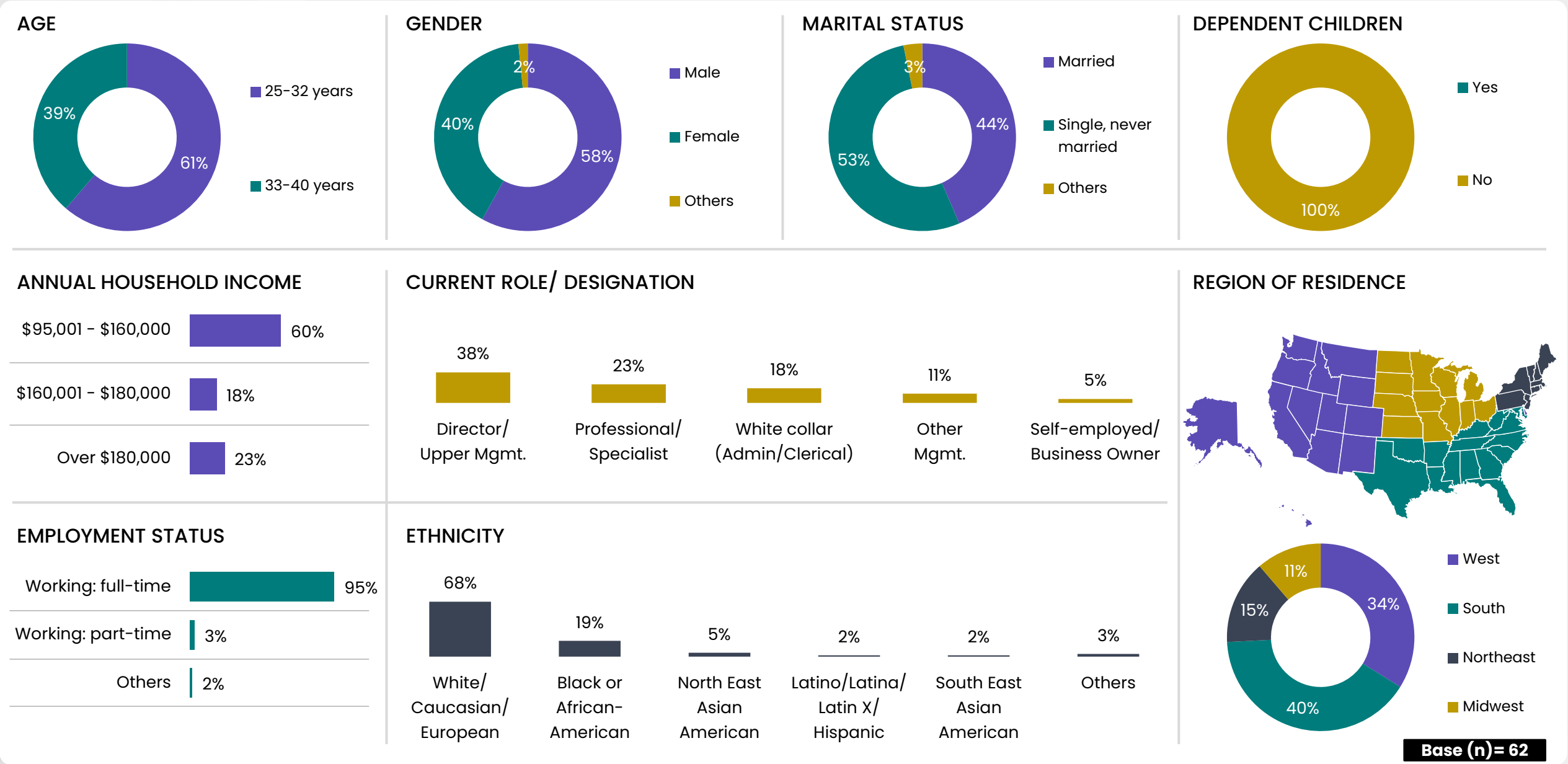
YouTube



Spotify



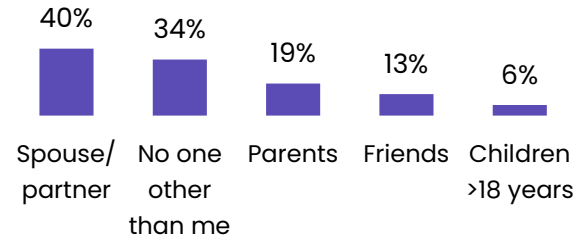
SEGMENT I: EXPERIENTIAL TRAILBLAZERS
DETAILED PROFILE



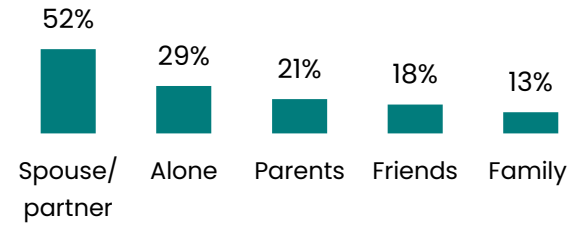
SEGMENT I: EXPERIENTIAL TRAILBLAZERS TRAVEL SPECIFICS



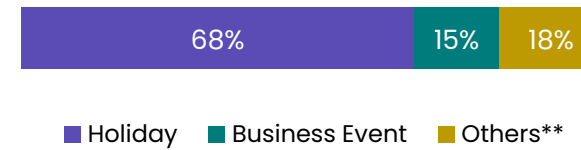
TRAVEL PLANNERS



TRAVEL COMPANION

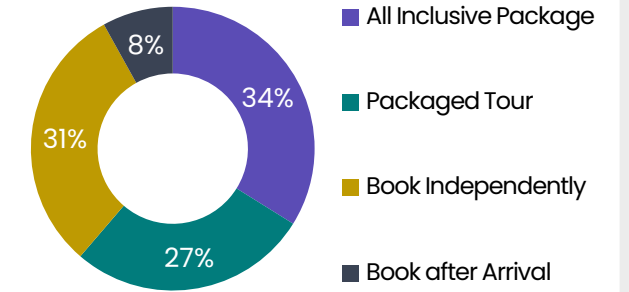


PRIMARY PURPOSE OF VISIT



**Others include visiting friends or relatives, sports spectating, shopping, backpacking, major event & special events

BOOKING PREFERENCE



ACTIVITIES SOUGHT

Natural attractions 40%

Adventure 34%

Cultural heritage 32%

Relaxing 24%

Try different cuisines 23%

DESIRABLE FACTORS

Historical and cultural experience 87%

Safe and secure environment 79%

Offers good cuisine 77%

Has welcoming people 77%

Offers excellent value for money 77%

SOURCES OF INFORMATION#

Online news, articles 39%

Search engine 37%

Expert recommendations 34%

Recommendation by AI 32%

Word of mouth from friends 29%

FREQUENCY OF ANNUAL TRAVEL



~ 2.1 Trips

AVERAGE TRIP DURATION



~ 12 Days

AVERAGE SPEND



~ USD 6,689

Base (n) = 62

Note: #Sources of Information includes primary and secondary sources

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

SEGMENT I: EXPERIENTIAL TRAILBLAZERS
TRAVEL ATTITUDE & BEHAVIOUR



WHAT THEY LOOK FOR	SEGMENT I: EXPERIENTIAL TRAILBLAZERS (Top 2 Box%)
Adventure and new experiences are a big reason I travel	77%
Visiting culturally or historically significant landmarks is important to me	76%
I travel to relax and have fun while truly experiencing the essence of a place	74%
Travel books, documentaries, TV shows or movies often inspire me to visit new places	74%
I like seeing how locals live in the places I visit	73%
I plan my trips myself to get the most value for my money	73%
I enjoy researching and comparing travel options	71%
I like to spend time relaxing so I can discover hidden gems at my own pace	71%
I'm willing to spend more for unique or rare travel experiences	71%
I look for unique experiences that not everyone has had	69%

WHAT THEY'RE LESS INTERESTED IN	SEGMENT I: EXPERIENTIAL TRAILBLAZERS (Top 2 Box%)
I prefer to visit destinations that are LGBTQ-friendly	35%
I won't let safety risks stop me from visiting my bucket list destinations	44%
I rely on AI tools to make travel planning easier	45%
I prefer to travel during off-peak seasons	47%
I prefer to take one big trip rather than taking multiple short trips each year	50%
Some destinations appeal to me because they are 'brag-worthy'	50%
I'm drawn to places that remind me of my childhood	52%
I prefer to book travel guides when I feel there's a safety risk	52%
Booking independently helps me stay within budget	53%
I'm willing to work remotely to make travel possible	55%

Base (n) = 62



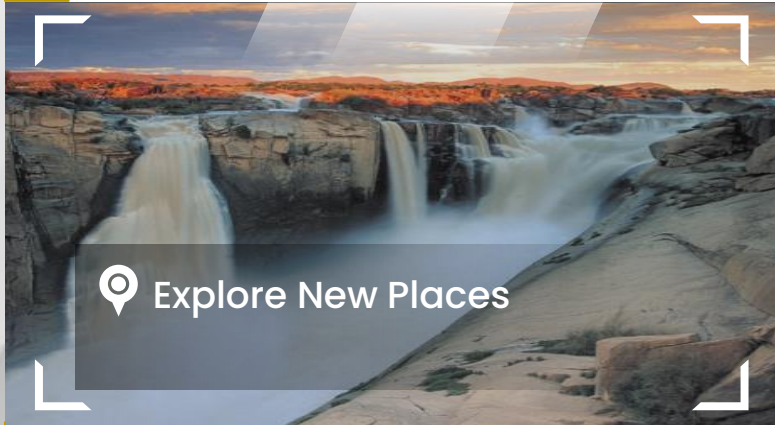
WHAT SHOULD BE THE FOCUS OF OUR MESSAGING?

SEGMENT I: EXPERIENTIAL TRAILBLAZERS

INSIGHT



Experiential Trailblazers seek to explore new destinations, enjoy fun and engaging experiences, and immerse themselves in different cultures and traditions, looking for journeys that are lively, enriching, and discovery-led



ACTION



- ✔ Position South Africa as a destination of endless discovery by showcasing its diverse regions, vibrant city life, and rich cultural heritage
- ✔ Promote experience-led activities, from urban exploration and beach activities to immersive cultural experiences and adventure-filled itineraries across the country



WHEN SHOULD WE BE ON-AIR?

SEGMENT I: EXPERIENTIAL TRAILBLAZERS

INSIGHT



Travellers typically plan their trips **at least two months in advance**, with peak travel months being **May–June and December**



ACTION



- ✔ Maintain an **active presence across platforms from February to April and September to November** to capture demand early and drive consideration



WHAT SHOULD BE OUR OPTIMAL MEDIA MIX?

SEGMENT I: EXPERIENTIAL TRAILBLAZERS

INSIGHT



Travellers consume content across **social networking websites, paid downloadable TV, film and music platforms**, as well as **traditional TV**, reflecting a mix of digital-first discovery and mass-reach media habits



ACTION



✔ To **maximise reach and engagement, prioritise advertising on**

SOCIAL & SEARCH PLATFORMS



PREMIUM VIDEO & AUDIO SERVICES



TV NETWORKS





WHAT SHOULD OUR TRADE PARTNERS PROMOTE?

SEGMENT I: EXPERIENTIAL TRAILBLAZERS

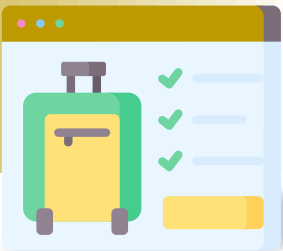
INSIGHT



Travellers prefer **all-inclusive** formats to simplify planning, yet selectively **book independently** when it enhances flexibility, choice, or cost efficiency



ACTION



- ✔ **Promote both easy booking and easy customisation** by showcasing all-inclusive itineraries alongside modular, mix-and-match experiences across official platforms, OTAs, and search engines



WHAT PLATFORMS AND CONTENT AREAS MATTER MOST?

SEGMENT I: EXPERIENTIAL TRAILBLAZERS

INSIGHT



Travellers research destinations through **online news, articles, blogs, and web pages**, with **search engine, expert recommendations, and AI platform recommendations** playing a key role in discovery and information gathering. Travellers primarily gather information on **weather** conditions and **accommodation** options



ACTION



- ✔ Strengthen its **digital presence** through **high-quality articles** and **blog partnerships**
- ✔ Optimise **visibility on search engines**
- ✔ Ensure accurate, **up-to-date content** across **AI platforms** such as ChatGPT and Gemini to influence intent-driven discovery during the research phase

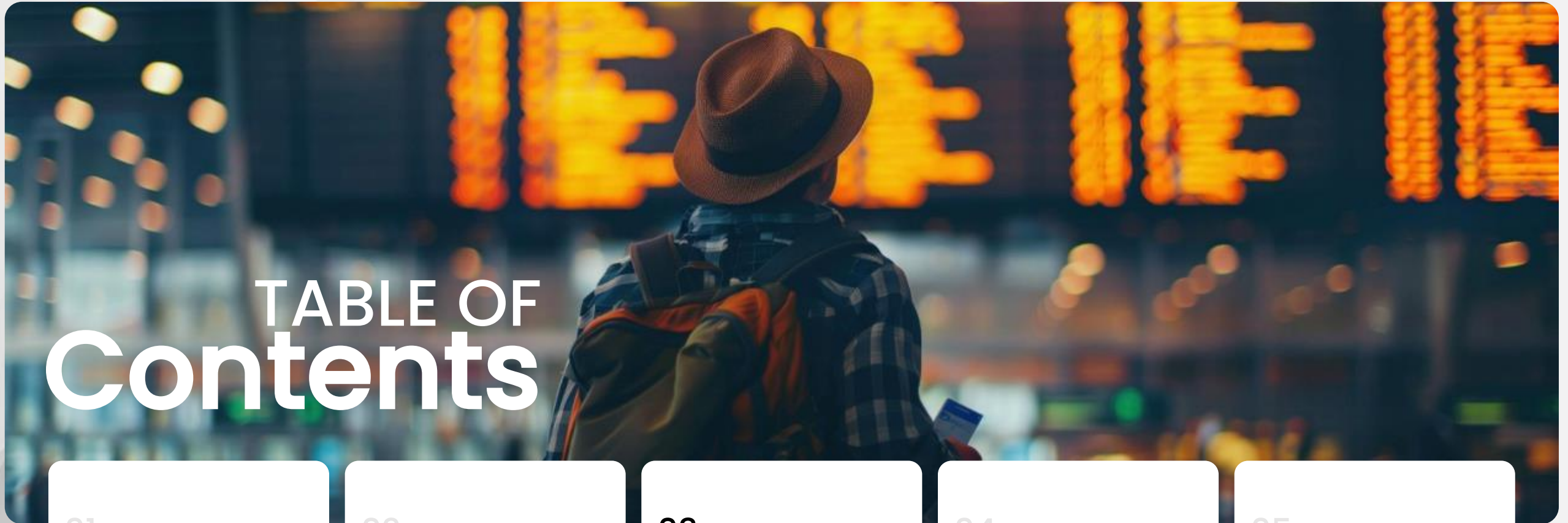


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Context & Objectives

02.

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03.

Segment Personas

SEGMENT M: MODERN MEMORY MAKERS

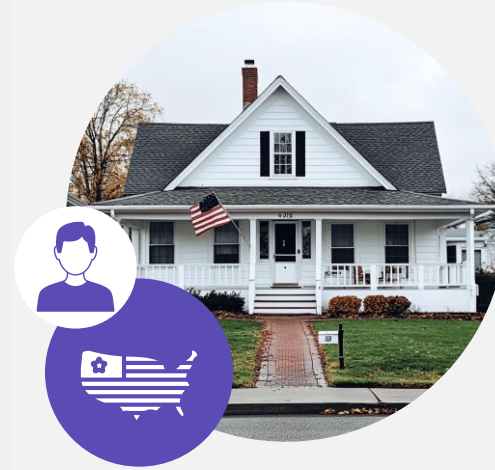
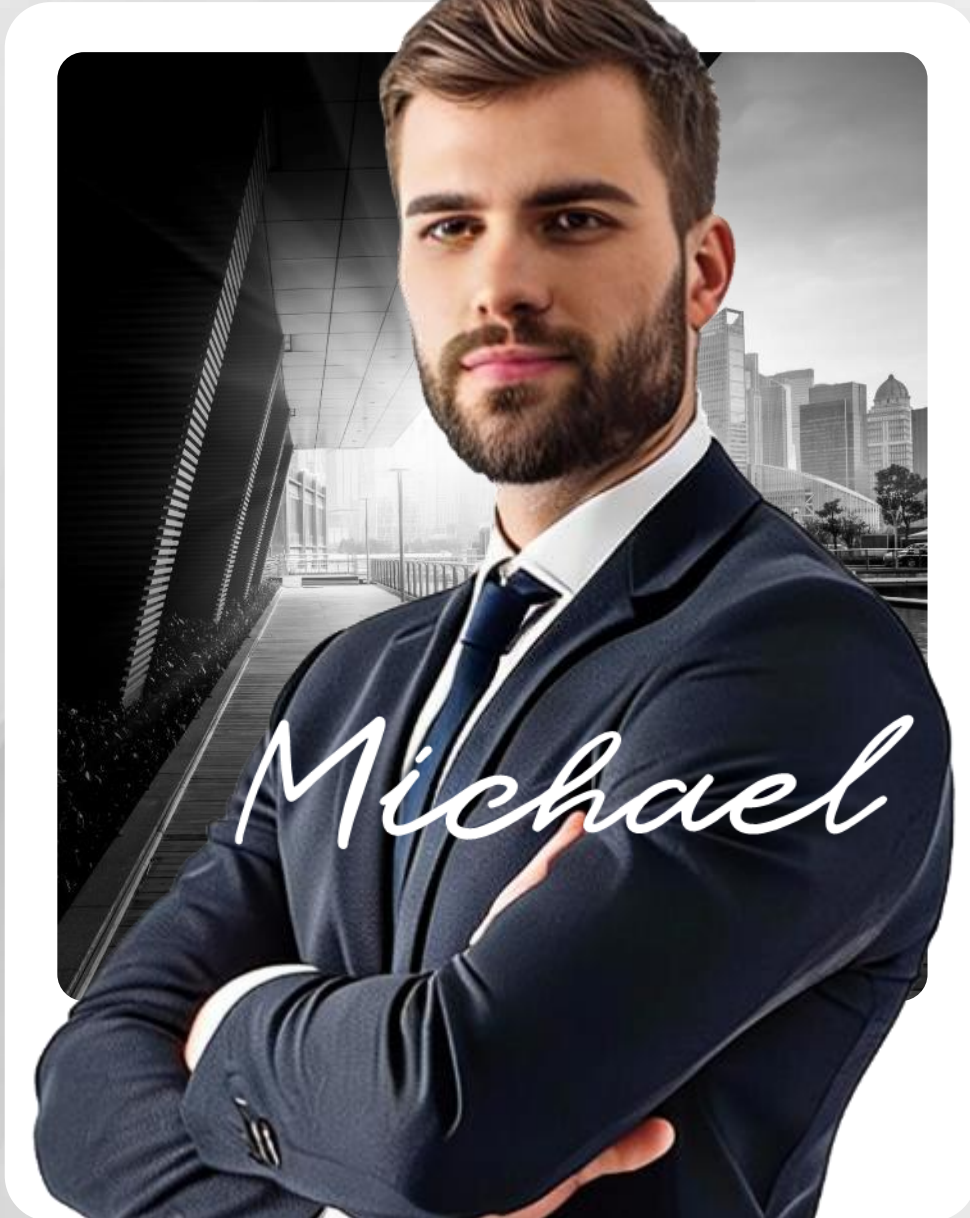
04.

Additional Persona Requested

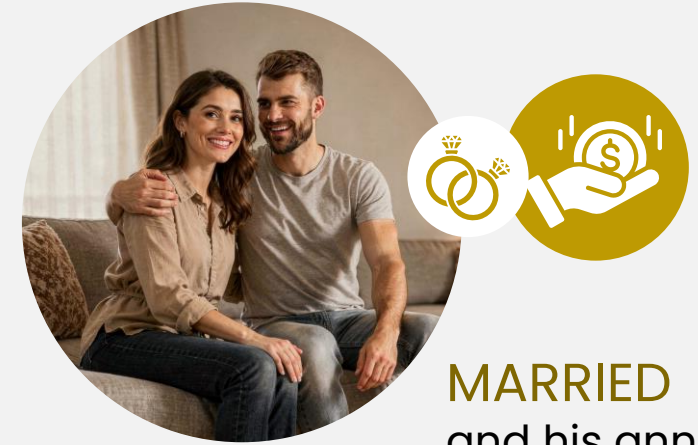
05.

Cross-segment Analysis

SEGMENT M: MODERN MEMORY MAKERS
WHO ARE THEY?



MEET Michael
A **35-year-old male**,
residing in the US



MARRIED
and his annual
household income
is ~ **USD 137K**



WORKS FULL-TIME
in the **upper**
management



SEGMENT M: MODERN MEMORY MAKERS
WHY DO THEY TRAVEL?

He travels to have **fun, spend time with family, explore new destinations, and experience different cultures**, preferring destinations where he can **create meaningful and memorable experiences**

Travel Needs



Fun



Family Time



Explore New Places



Experience Different Cultures



Memorable Experience

“ WHAT OTHER MODERN MEMORY MAKERS HAVE TO SAY? ”

“Traveling with my family has been so rewarding. We discover new foods, places, and experiences together, making memories that I’ll always cherish”

“My last trip was truly memorable, filled with warmth and the company of loved ones. The city left a lasting impression, and I’d love to go back someday”

“xx” The information in this box reflects comments gathered from social media platforms and in-depth interviews conducted in the US market.

WHAT IS THEIR BEHAVIOUR?

TRAVEL MINDSET

He travels to **relax, have fun, and escape everyday worries**. Holidays help him feel refreshed and revived. **Travel is a key part of his annual budget**, and he is **willing to work remotely** to make it possible

“

I love the simple joys of traveling, sitting at a cafe, tasting new foods, exploring streets with new sights, sharing small moments with my spouse, or even exchanging a few words in a foreign language. Every little experience makes the journey unforgettable.





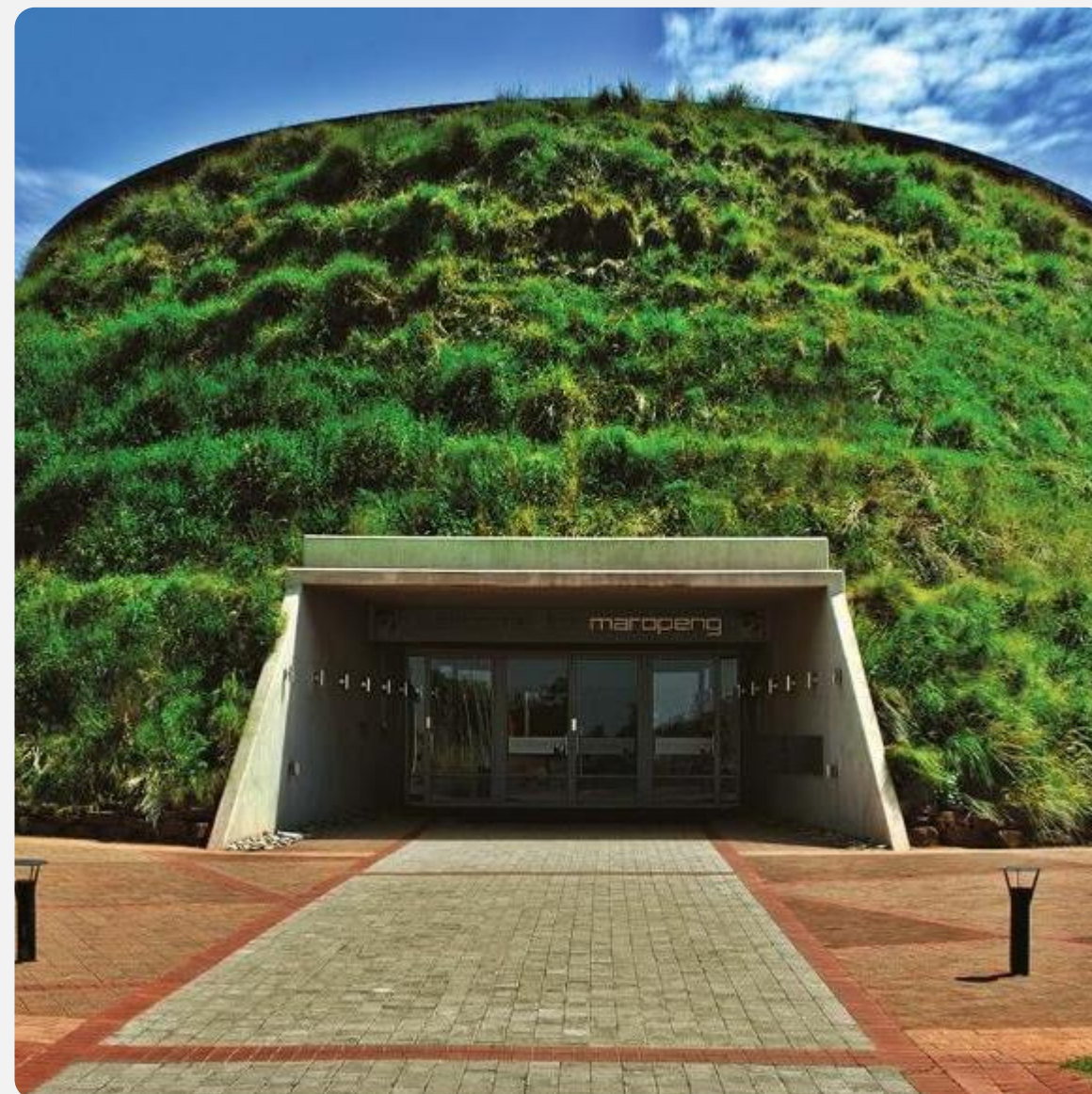
WHAT IS THEIR BEHAVIOUR?

EXPERIENCES SOUGHT

He seeks **adventure and new experiences**, often **willing to spend more for rare and unique experiences**. His travel plans are shaped by **cultural landmarks, local cuisine, and observing local life**. He looks for experiences that **support local culture** and enjoys **exploring hidden gems** at his own pace

“

Specific landmarks are very important to the culture of that destination or to the historical significance. Trying to really get an understanding of what that culture is all about and what life, to the average person is in that country.



“xx

The information in this box reflects comments gathered from social media platforms and in-depth interviews conducted in the US market.

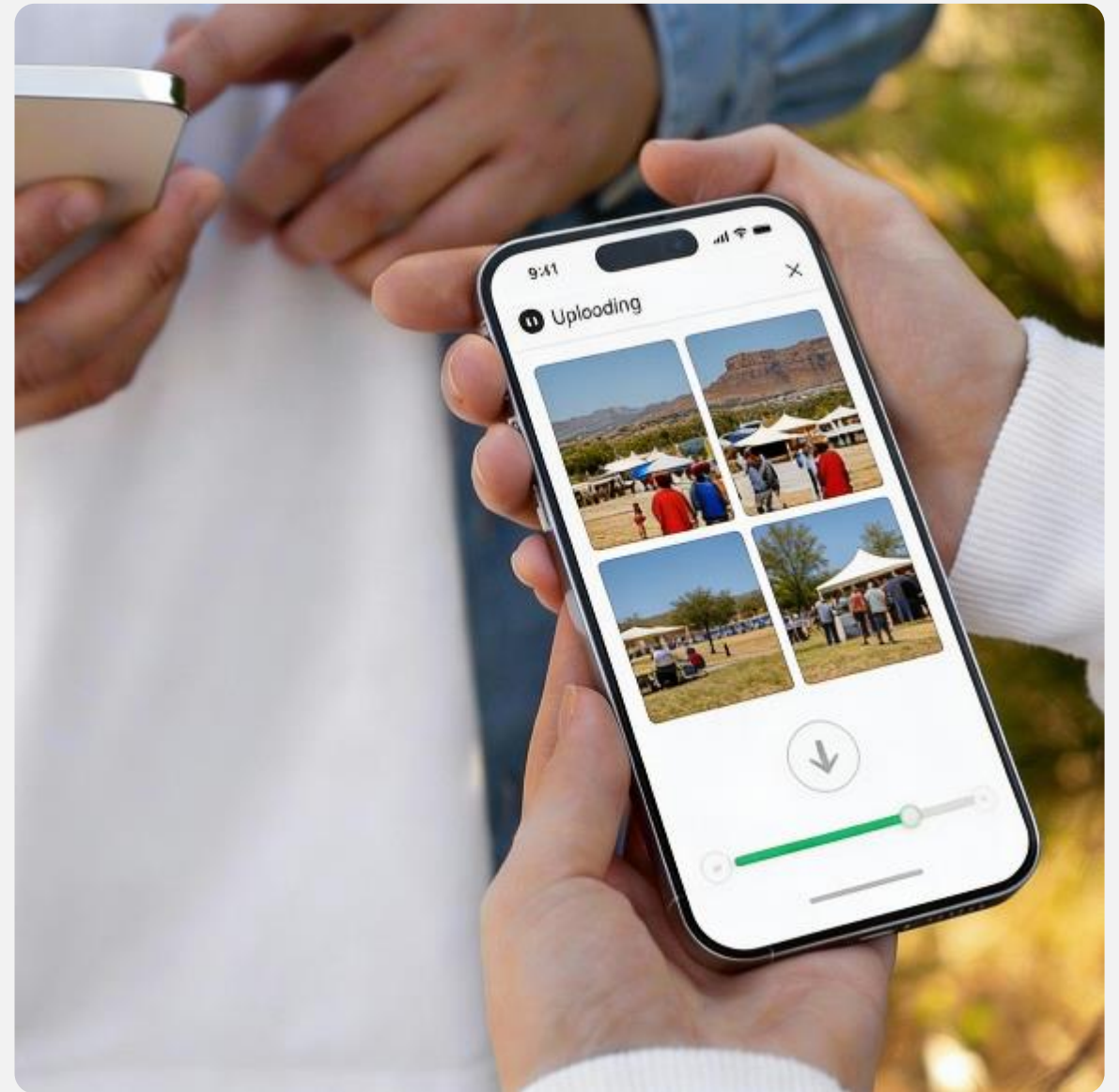
WHAT IS THEIR BEHAVIOUR?

INFORMATION SOURCES AND BOOKING PREFERENCES

He actively researches and compares options, drawing inspirations from **travel content**, **people he relates to**, and **social media**. He **enjoys discussing upcoming trips and sharing memories afterward**. He looks for **accommodation at trusted hotel brands**

“

Google home page, Instagram, TikTok — there's dedicated travel info influencers that have checked out sites and reviewed them. Travel magazines or National Geographic also help. Some TV shows or Hollywood movies with a foreign aspect inspire me.





—
Travel
Frequency,
Destinations
& Travel
Companions



Michael takes **two long-haul trips each year** and has recently visited prominent destinations in Europe (such as UK and France), and in Asia (such as Japan)



He usually **travels with his spouse**, occasionally including **his children**, and plans trips in consultation with his spouse



—
Preferred
Travel Months
& Travel
Motivators



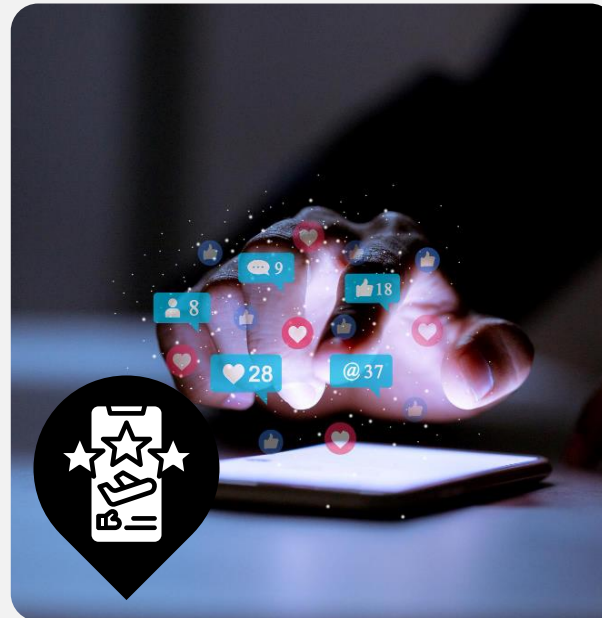
He prefers to travel in **December or July**, as these months **align with his holiday schedule** and **favourable weather** at the destination



Favourable weather at the destination, **special events and activities** could motivate him to travel outside his preferred months



—
Travel
Information
Sources
& Information
Sought

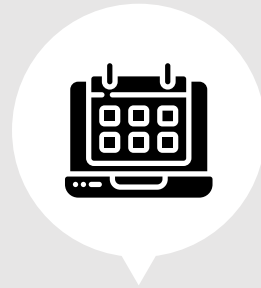


He gathers travel information through **social networking websites, reviews** and **recommendations from travel experts, AI platforms** and **search engines**

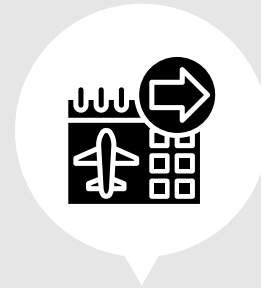


He gathers information on **activities, accommodation options, travel routes, weather,** and **major tourist attractions** at the destination

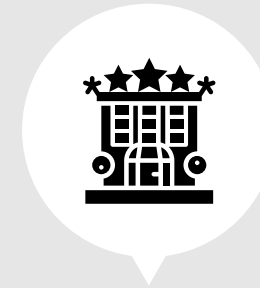
SEGMENT M: MODERN MEMORY MAKERS
 HOW DO THEY TRAVEL?



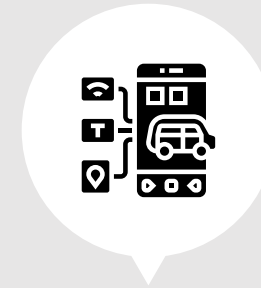
Michael **decides his destinations 1-4 months in advance** and **books 1-4 weeks before departure**. He typically stays for **9 days** at the destination and spends **~USD 6,040*** per trip



He typically books **all-inclusive packages** that include airfare, accommodation, meals, sightseeing, and local transport



At the destination, he typically stays in a **3 to 5-star hotel** or an **Airbnb**, selecting accommodations based on user ratings and traveller reviews



He generally uses **transport arranged by tour operators**

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

WHAT DO THEY ASSOCIATE WITH SOUTH AFRICA?



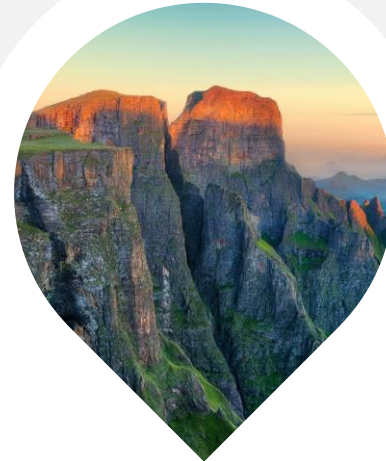
He associates South Africa with **rich culture, diversity, and history, wildlife safaris** and **nature reserves, natural scenic beauty**, and strongly linking it to **Cape Town**



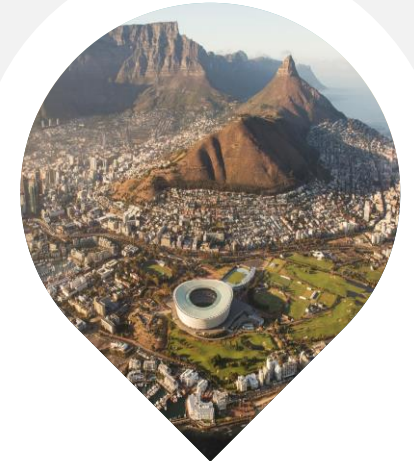
Culture, Diversity,
History



Wildlife Safaris/
Nature Reserves



Natural Scenic
Beauty



Cape Town

WHAT MEDIA DO THEY ENGAGE WITH MOST?



Michael primarily engages with **social networking websites, TV, and subscription music services**, and consumes **downloadable paid content** for entertainment



Social Networking & Other Websites



facebook

Google



ChatGPT



TikTok

TV

(Broadcast TV, On-demand TV, Online subscription TV)



ESPN

CNN

CBS

Subscription Music Services



YouTube

Spotify



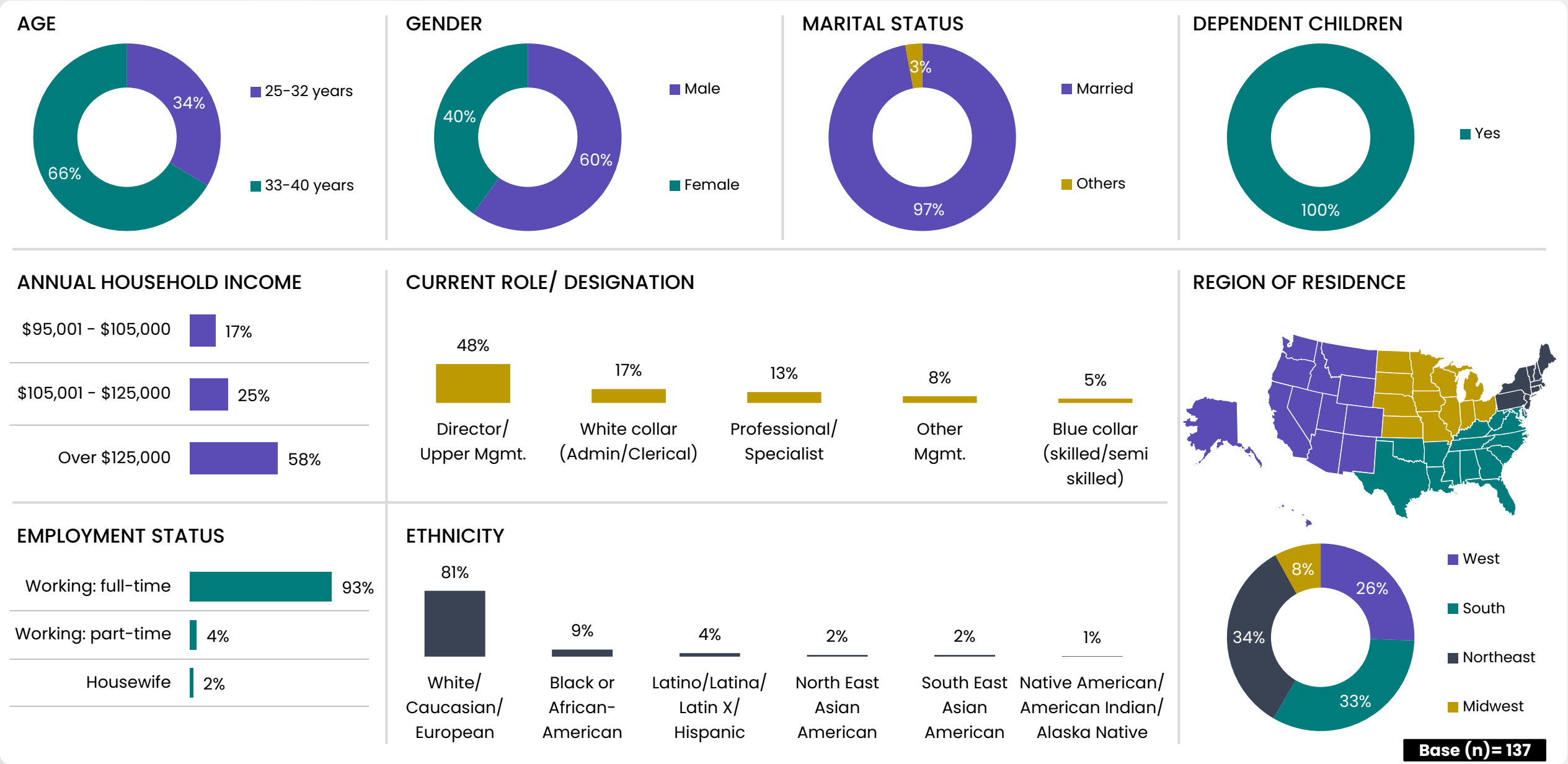
Downloadable Paid TV/Film/Music Content



NETFLIX

amazon

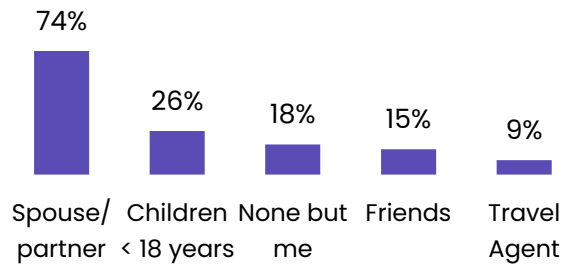
SEGMENT M: MODERN MEMORY MAKERS DETAILED PROFILE



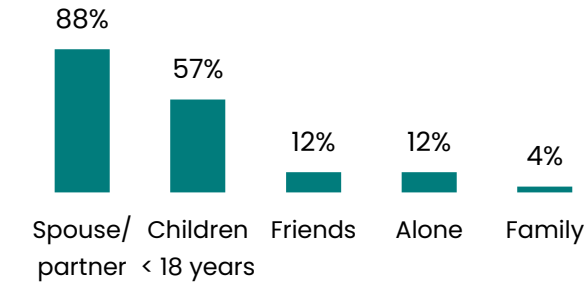
SEGMENT M: MODERN MEMORY MAKERS TRAVEL SPECIFICS



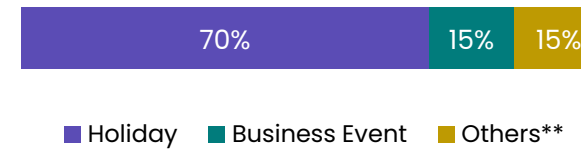
TRAVEL PLANNERS



TRAVEL COMPANION

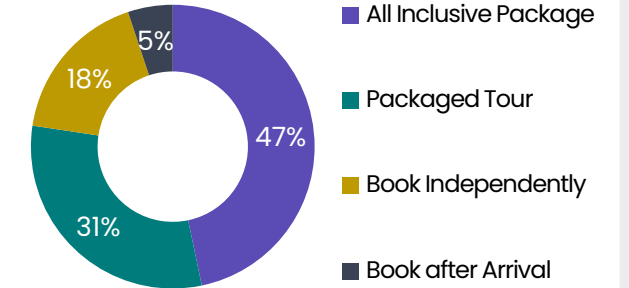


PRIMARY PURPOSE OF VISIT

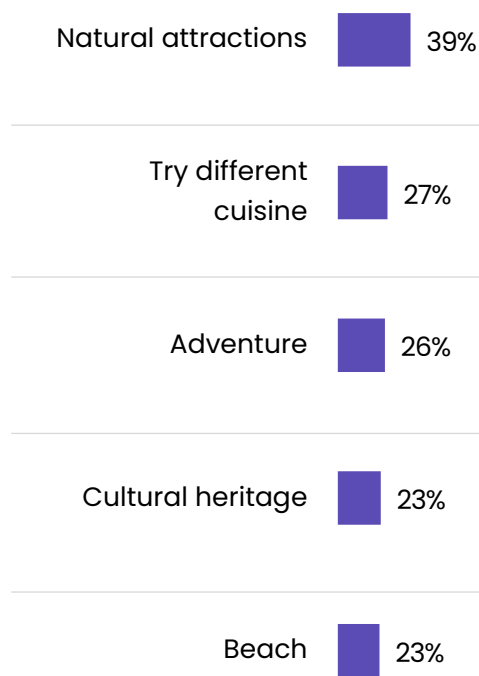


**Others include visiting friends or relatives, sports spectating, shopping, backpacking, major event, Religious & special events

BOOKING PREFERENCE



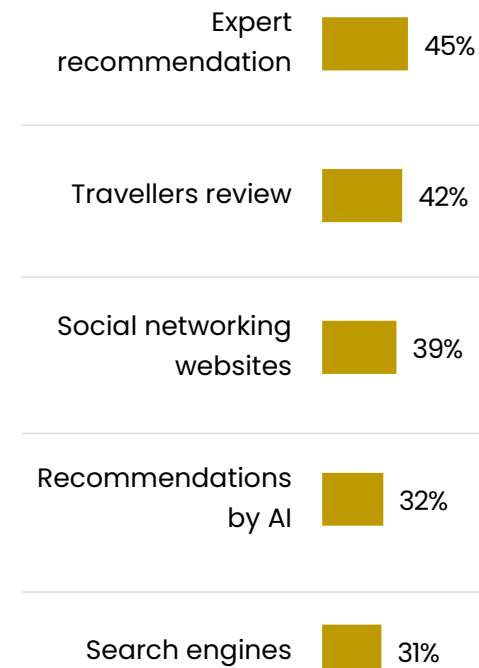
ACTIVITIES SOUGHT



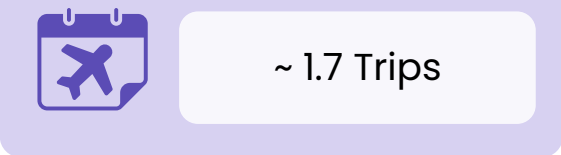
DESIRABLE FACTORS



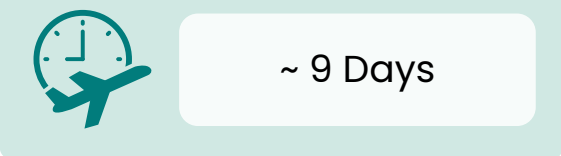
SOURCES OF INFORMATION#



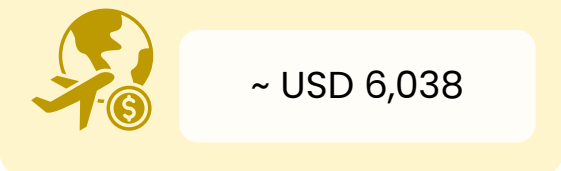
FREQUENCY OF ANNUAL TRAVEL



AVERAGE TRIP DURATION



AVERAGE SPEND



Base (n) = 137

Note: #Sources of Information includes primary and secondary sources

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

SEGMENT M: MODERN MEMORY MAKERS
TRAVEL ATTITUDE & BEHAVIOUR



WHAT THEY LOOK FOR	SEGMENT M: MODERN MEMORY MAKERS (Top 2 Box%)
Having time to relax during a holiday helps me feel revived when I return home	79%
I love posting photos and reliving my travels afterward	79%
I'm willing to spend more for unique or rare travel experiences	78%
I travel to relax and have fun while truly experiencing the essence of a place	77%
I feel travel is a necessary part of my annual budget plan	76%
Adventure and new experiences are a big reason I travel	75%
I enjoy researching and comparing travel options	75%
Visiting culturally or historically significant landmarks is important to me	74%
I plan holidays to include both activity and relaxation days	74%
I enjoy talking about my trip before I even go	73%

WHAT THEY'RE LESS INTERESTED IN	SEGMENT M: MODERN MEMORY MAKERS (Top 2 Box%)
I prefer to visit destinations that are LGBTQ-friendly	34%
I won't let safety risks stop me from visiting my bucket list destinations	40%
I seek travel experiences that reflect and celebrate ancient and recent African culture	48%
I rely on AI tools to make travel planning easier	50%
I am flexible with travel logistics to save money	53%
I prefer to travel during off-peak seasons	53%
I'm drawn to places that remind me of my childhood	54%
Loyalty discounts influence the booking platforms I choose	54%
Some destinations appeal to me because they are 'brag-worthy'	57%
I do not compromise on my travel experience when I travel internationally	57%

Base (n) = 137



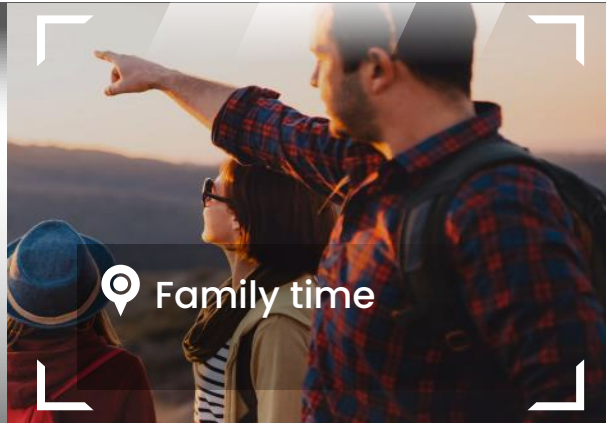
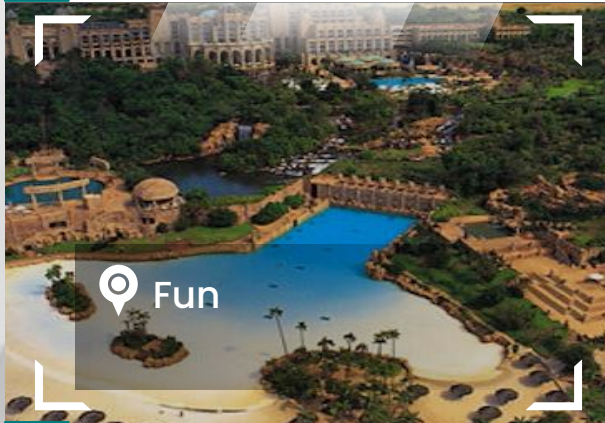
WHAT SHOULD BE THE FOCUS OF OUR MESSAGING?

SEGMENT M: MODERN MEMORY MAKERS

INSIGHT



Modern Memory Makers seek **fun and family time**. They also look to **explore new places** and **experience different cultures** and traditions, favouring destinations that offer both enjoyment and meaningful discovery



ACTION



- ✔ Position South Africa as a **family-friendly destination** that combines **fun and cultural exploration**
- ✔ Highlight experiences across cities and regions to showcase **variety, enjoyment, and cultural richness**



WHEN SHOULD WE BE ON-AIR?

SEGMENT M: MODERN MEMORY MAKERS

INSIGHT



Travellers typically plan their trips 1–4 months in advance, with peak travel period in July and December



ACTION



- Run campaigns from March to June and August to November, using inspiration- and planning-led messaging to influence bookings



WHAT SHOULD BE OUR OPTIMAL MEDIA MIX?

SEGMENT M: MODERN MEMORY MAKERS

INSIGHT



Travellers engage with **social networking websites, TV, and subscription music services**, reflecting a digital inclination and high-impact broadcast media consumption



ACTION



✔ To **maximise reach and engagement**, prioritise advertising on

SOCIAL & SEARCH PLATFORMS



PREMIUM VIDEO & AUDIO SERVICES



TV NETWORKS





WHAT SHOULD OUR TRADE PARTNERS PROMOTE?

SEGMENT M: MODERN MEMORY MAKERS

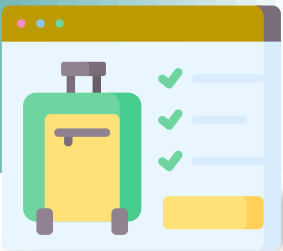
INSIGHT



Travellers show a strong preference for **all-inclusive packages** that combine airfare, accommodation, meals, and sightseeing for a hassle-free travel experience



ACTION



- ✔ Promote curated all-inclusive packages that **showcase key destinations and experiences**, highlighting **ease, value, and end-to-end convenience** to drive bookings



WHAT PLATFORMS AND CONTENT AREAS MATTER MOST?

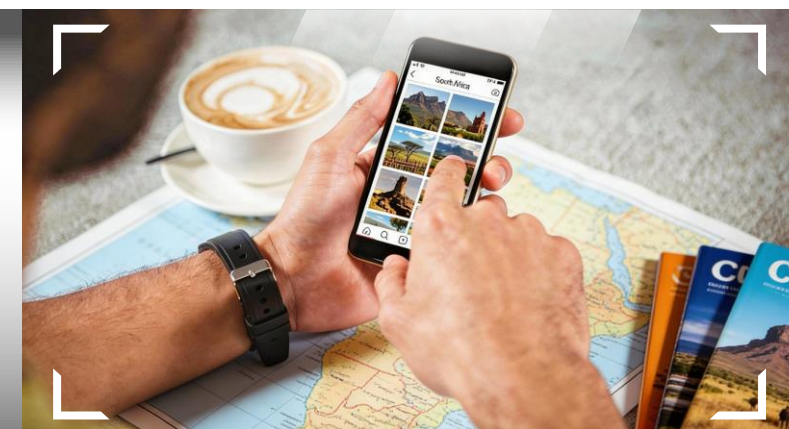
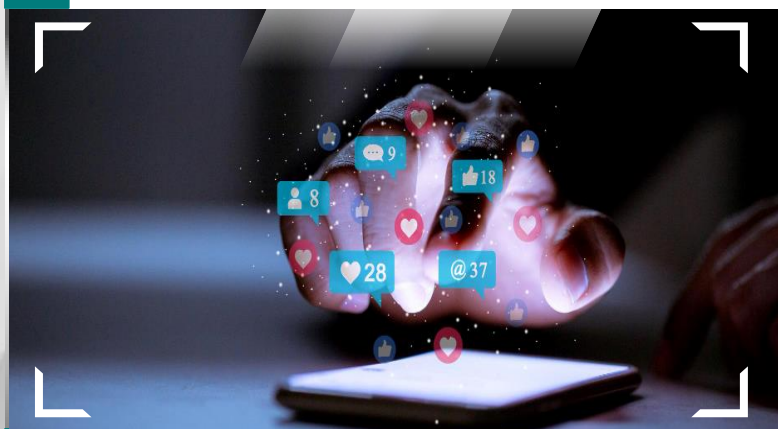
SEGMENT M: MODERN MEMORY MAKERS

activationstrategy

INSIGHT



Travellers place strong trust in **expert recommendations on travel booking and review websites**, while also relying on fellow **travellers' reviews, social networking websites and AI driven recommendations** when making destination and booking decision; they primarily seek information on **things to do and accommodation options**



ACTION



- ✔ Amplify expert recommendations on **travel booking and review platforms** such as Expedia
- ✔ Manage **traveller reviews** on Tripadvisor and Booking.com
- ✔ Ensure credible, up-to-date destination information is available on **AI platforms** to build trust and confidence in the destination



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SEGMENT A
WHO ARE THEY?



MEET TIM
A **22-year-old male**,
residing in the US



SINGLE
and his annual
household income
is ~ **USD 126K**



WORKS FULL-TIME
in a **professional/
specialist** role



SEGMENT A
WHY DO THEY TRAVEL?

He travels to enjoy **natural scenic beauty**, engage in **fun activities**, indulge in **shopping**, **explores new places**, and pursue **adventure activities**. He prefers destinations that offer **diverse and exciting experiences**

—
 Travel Needs



Natural/ Scenic
 Beauty



Fun



Shopping
 Experience



Explore New
 Places



Adventure

“ WHAT OTHER SEGMENT A
 HAVE TO SAY? ”

“The trail ends with a breathtaking view as the sun rises over the mountain peaks, illuminating ancient ruins. Honestly, it should be on everyone’s bucket list”

“Rather than come up with silly lists, I spend more time in fewer places and really explore in-depth”



“xx” The information in this box reflects comments gathered from social media platforms and in-depth interviews conducted in the US market.

WHAT IS THEIR BEHAVIOUR?

EXPERIENCE SHARING AND DISCOVERY

He enjoys capturing and sharing his travel experiences and finds inspiration from fellow travellers. He actively **seeks unique, one-of-a-kind travel experience**

“

I go through my own photos from the best recent trips and it is a great feeling remembering all the good moments.

Whenever I see someone living the same kind of travel life, it motivates me to keep doing what I do.

”



WHAT IS THEIR BEHAVIOUR?

EXPERIENCES SOUGHT

Relaxation while travelling is essential for him. It helps him feel revived. **Adventure and new experiences** are actively sought by Tim during his trips. Travel also helps him **cope during difficult phases in life**

“

I travel as a way of relaxing and resting from a busy job and find that it helps recharge my batteries.



WHAT IS THEIR BEHAVIOUR?

TRAVEL PLANNING AND PRIORITIES

He prefers **experiences that support local communities** and **preserve cultural heritage**. He enjoys researching and comparing options, and **travel plays a significant role in his annual budget planning**

“

Often find myself reflecting on how travel changes me, and I love picking up meaningful local items that remind me of those experiences.

”





—
Travel
Frequency,
Destinations
& Travel
Companions



Tim takes **one long-haul trip every year** and has visited prominent destinations in Europe (such as France and Italy) or Asia (such as Japan)



He usually **travels with his parents** and plans his trip in consultation with them



Preferred Travel Months & Travel Motivators



He typically travels in **May**, when destinations are **peaceful and less crowded**. He also considers **June for the holiday season** or **August, as it is cost-effective, peaceful, and less crowded** at the destination



Favourable weather at the destination and **attractive deals** could motivate him to travel outside his preferred months



—
Travel
Information
Sources
& Information
Sought

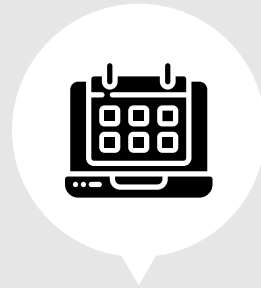


He gathers travel information through **social networking websites**, looks for **opinions** and **suggestions** from **travel experts**, and uses **search engines** to learn more about a destination

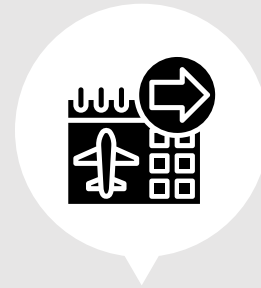


He seeks information on **accommodation, local culture, and special or seasonal events**, while also checking the **costs of activities** in the destination

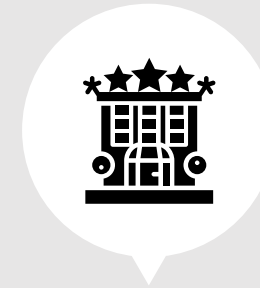
SEGMENT A
HOW DO THEY TRAVEL?



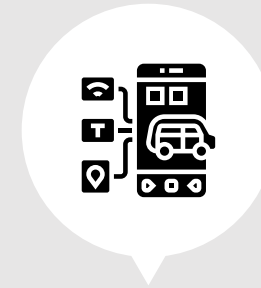
Tim **decides his destination 1-4 months in advance** and **books 1-4 weeks before travel**. He typically stays for **11 days** at the destination and spends **~USD 5,460*** per trip



He books **packaged tours** for long-haul international leisure trips, which include airfare, accommodation, sightseeing, and local transportation



At the destination, he typically stays in an **Airbnb** or **3-5-star hotel**, selecting accommodations based on **user ratings and traveller reviews**



He generally uses **transport arranged by tour operators**

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

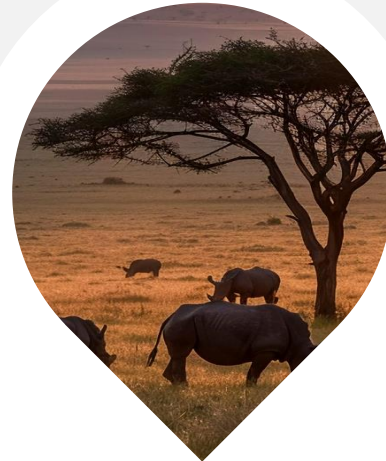
WHAT DO THEY ASSOCIATE WITH SOUTH AFRICA?



He primarily associates South Africa with **good cuisine** and **wildlife safaris**. He also links South Africa with **Sun City, adventure activities, beaches, good wine, modern lifestyle, and its culture, diversity, and history**



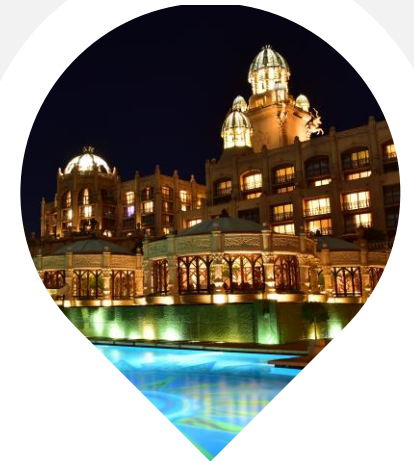
Good Cuisine



Wildlife Safaris/
Nature Reserves



Adventure
Activities



Sun City

WHAT MEDIA DO THEY ENGAGE WITH MOST?



He primarily engages with **social networking websites** and **subscription music services**, while also consuming **TV** and **downloadable paid content** for entertainment and information



Social Networking & Other Websites



facebook



Google

Subscription Music Services



YouTube

Spotify

TV
(Broadcast TV, On-demand TV, Online subscription TV)

CNN

abc

ESPN

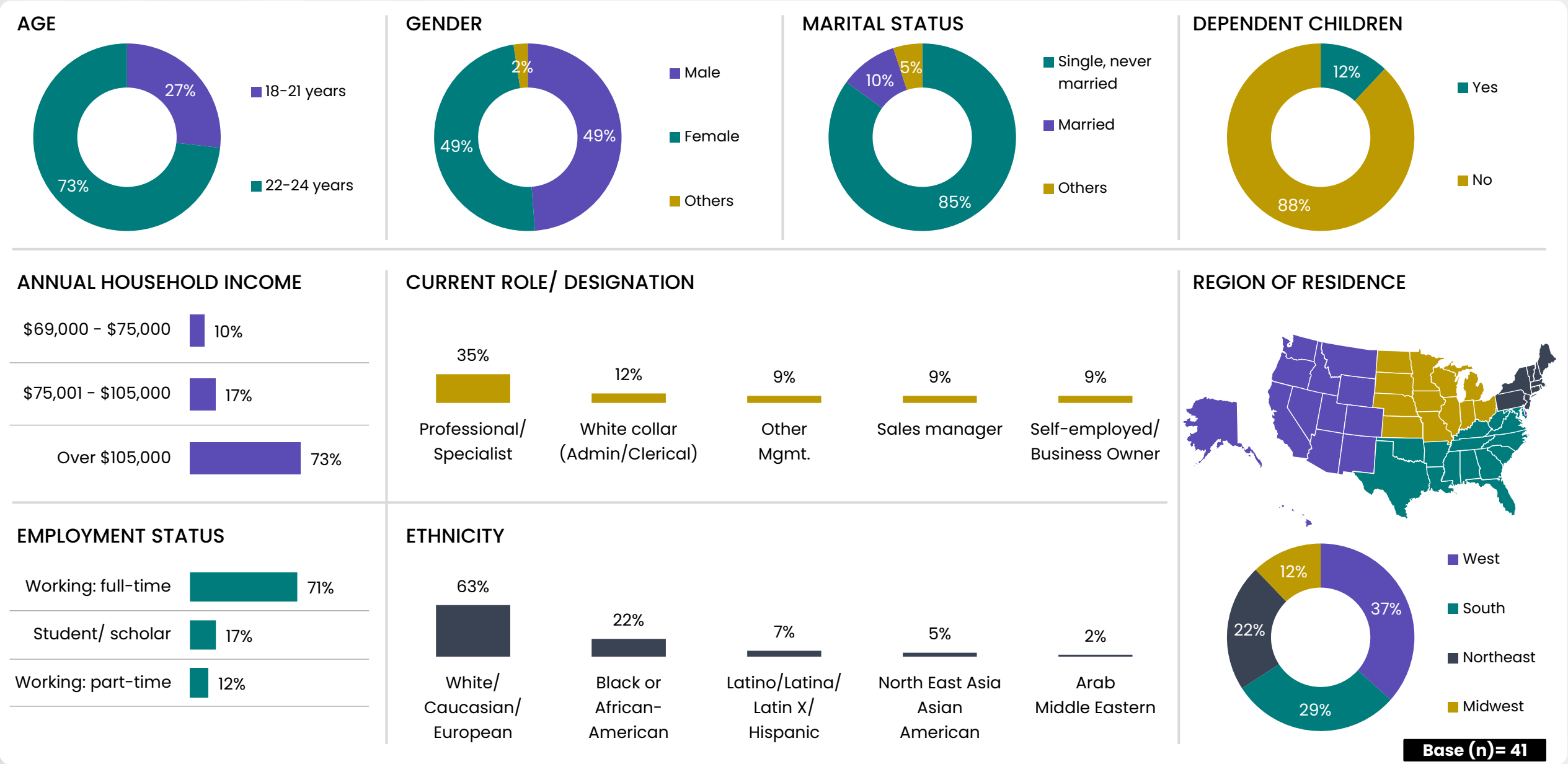
Downloadable Paid TV/Film/Music Content



amazon

NETFLIX

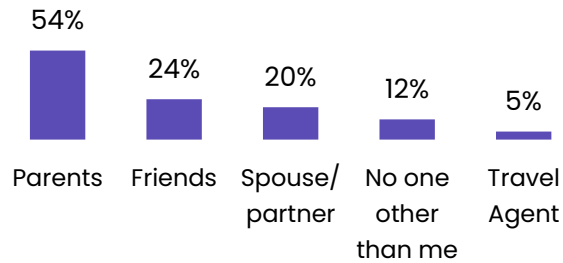
SEGMENT A
DETAILED PROFILE



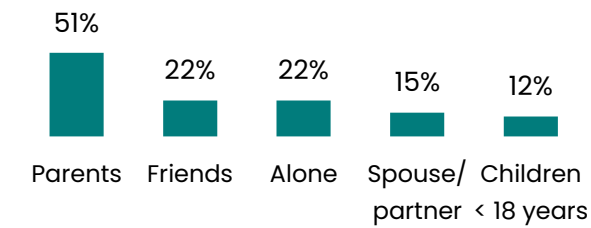
SEGMENT A TRAVEL SPECIFICS



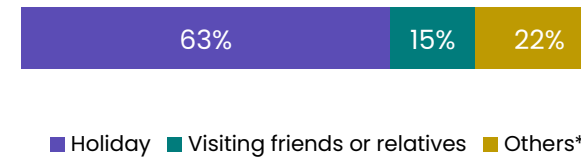
TRAVEL PLANNERS



TRAVEL COMPANION

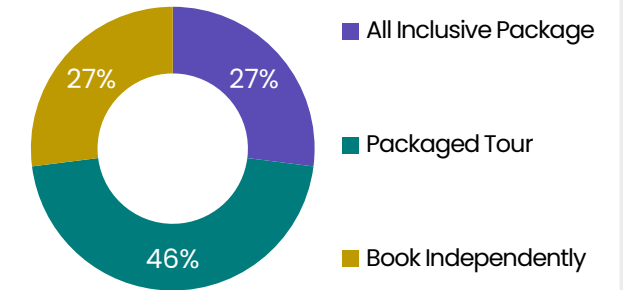


PRIMARY PURPOSE OF VISIT



**Others include Sports spectating, shopping, backpacking, major event, business event & special events

BOOKING PREFERENCE



ACTIVITIES SOUGHT

Adventure 34%

Relaxing 32%

Shopping 29%

Beach 27%

Nightlife 22%

DESIRABLE FACTORS

Provides a natural wildlife experience 76%

Offers a wide variety of experiences 76%

Has warm and sunny climate 73%

Offers natural scenic beauty 73%

Is easy to get around 73%

SOURCES OF INFORMATION#

Social networking websites 51%

Expert recommendation 34%

Search Engine 34%

Recommendations by AI 32%

Word of mouth from friends 29%

FREQUENCY OF ANNUAL TRAVEL



~ 1.5 Trips

AVERAGE TRIP DURATION



~ 11 Days

AVERAGE SPEND



~ USD 5,463

Base (n)= 41

Note: #Sources of Information includes primary and secondary sources

*Average spend includes overall expenses on airfare, hotel/accommodation, local transport, shopping, food, sightseeing, outdoor activities, and any other expenses incurred

SEGMENT A
TRAVEL ATTITUDE & BEHAVIOUR



WHAT THEY LOOK FOR	SEGMENT A (Top 2 Box%)
I love posting photos and reliving my travels afterward	78%
Having time to relax during a holiday helps me feel revived when I return home	73%
I draw inspiration from travel experiences of people like me	73%
I prefer experiences that benefit locals and keep their local culture alive	73%
I enjoy researching and comparing travel options	71%
I look for unique experiences that not everyone has had	71%
Adventure and new experiences are a big reason I travel	68%
Going on a holiday helps me cope with difficult periods in my life	68%
I feel travel is a necessary part of my annual budget plan	68%
I prefer to book a holiday myself, so I know exactly what I'm getting	68%

WHAT THEY'RE LESS INTERESTED IN	SEGMENT A (Top 2 Box%)
I won't let safety risks stop me from visiting my bucket list destinations	39%
I rely on AI tools to make travel planning easier	44%
I do not compromise on my travel experience when I travel internationally	46%
Holidays are important to me, even when safety is a concern	46%
I prefer to visit destinations that are LGBTQ-friendly	46%
I enjoy talking about my trip before I even go	49%
I prefer to travel during off-peak seasons	49%
AI tools are a travel companion for me that help me stay in control of my trip	49%
Some destinations appeal to me because they are 'brag-worthy'	49%
Loyalty discounts influence the booking platforms I choose	51%

Base (n)= 41



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WHAT IS COMMON/UNIQUE ACROSS SEGMENTS? (1/3)

COMMONALITIES

WHY DO THEY TRAVEL?

Travellers seek fun, new experiences and value opportunities to experience diverse cultures and traditions across destinations



UNIQUE



Segment G

Inspired by beautiful **natural landscape**



Segment I

Strong pull towards **adventure activities** and **natural scenic beauty**



Segment M

Higher focus on **family time**



WHAT IS COMMON/UNIQUE ACROSS SEGMENTS? (2/3)

COMMONALITIES

WHEN DO THEY TRAVEL?
DECEMBER
 is the peak travel month across segments, with **destinations typically finalised 2-3 months in advance**

UNIQUE

WHEN DO THEY TRAVEL?

Segment G	MAY SEPTEMBER
Segment I	MAY JUNE
Segment M	JULY AUGUST

COMMONALITIES

HOW DO THEY TRAVEL?
 Travellers prefer to book **all-inclusive and packaged tours**

UNIQUE

HOW DO THEY TRAVEL?
 Slightly **under half** of Segment G travellers prefer to **book their trips independently**

Note: Segment G - Cultural Connoisseurs, Segment I - Experiential Trailblazers, Segment M - Modern Memory Makers



WHAT IS COMMON/UNIQUE ACROSS SEGMENTS? (3/3)

COMMONALITIES

WHAT MEDIA DO THEY ENGAGE WITH MOST?

Travel inspiration is driven by **downloadable paid platforms**, complemented by **social networking websites** for discovery and influence; **subscription music services** enable passive engagement, while **TV channels** provide mass reach and destination familiarity

KEY TOUCHPOINTS:

CNN

ESPN

Spotify

Google

NETFLIX

YouTube

UNIQUE

N/A

COMMONALITIES

WHERE AND WHAT INFORMATION DO THEY SEEK?

Traveller reviews and expert recommendations on booking/review platforms such as **Expedia, Tripadvisor, and Booking.com**, **search engines** like **Google** and **AI platforms** like **ChatGPT** particularly among younger travellers

Accommodation, attractions, activities, and weather are the top information needs

UNIQUE

Segment G

Word of mouth from friends, family, and colleagues

Segment I

Online news, articles, blogs, and web pages

Segment M

Social networking platforms such as Facebook, Instagram, and TikTok

Note: Segment G - Cultural Connoisseurs, Segment I - Experiential Trailblazers, Segment M - Modern Memory Makers



This segmentation booklet was developed by the Analytics and Insights Unit of SAT. It reflects SAT's commitment to evidence-based decision-making and to advancing a shared understanding of the tourism market.

The insights presented are grounded in robust, credible research methodologies.

This publication is shared with industry partners in the spirit of collaboration, with the aim of supporting informed strategies and contributing to the collective growth and sustainability of the tourism sector.

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