

Consumer Insights

Cultural Depth Matters

Growing interest in cultural and historical experiences

Popular activities include visiting UNESCO sites, traditional festivals, and local crafts

Flexibility is a Must

Travelers favor flexible booking options with low penalties for changes or cancellations

Digital-first behavior: strong reliance on platforms like Ctrip and Qunar for trip planning and booking

Social Media Drives Influence

Travel decisions heavily influenced by peer-generated content

Positive posts on Rednote, Weibo, and Douyin can rapidly boost destination appeal

Eco-Conscious Mindset

Increasing preference for sustainable travel and green accommodations

Travelers actively seek eco-tourism experiences that respect nature

Community-Focused Travel

Preference for destinations that support local economies and protect cultural heritage

Aligns with values-driven consumption trends

Value for Money is Key

Rising living costs make Chinese travelers more budget-sensitive

Demand for deals, discounts, and cost-effective packages is rising

"Set-Jetting" & Media Inspiration

68% inspired by TV, films, and social media

40% research or book destinations featured in media content

WeChat, Douyin, and Weibo are critical inspiration sources

Source: [Cultural and Historical Travel Trends](#), Euromonitor International

Source: [Digital Platforms for Travel](#), Ctrip Insights

Source: [User-Generated Content in Travel](#), Xiaohongshu Research

Source: [Eco-Friendly Practices in Travel](#), Greenpeace East Asia

Source: [Eco-Friendly Practices in Travel](#), Greenpeace East Asia

Source: [Budget-Conscious Travelers](#), NielsenIQ

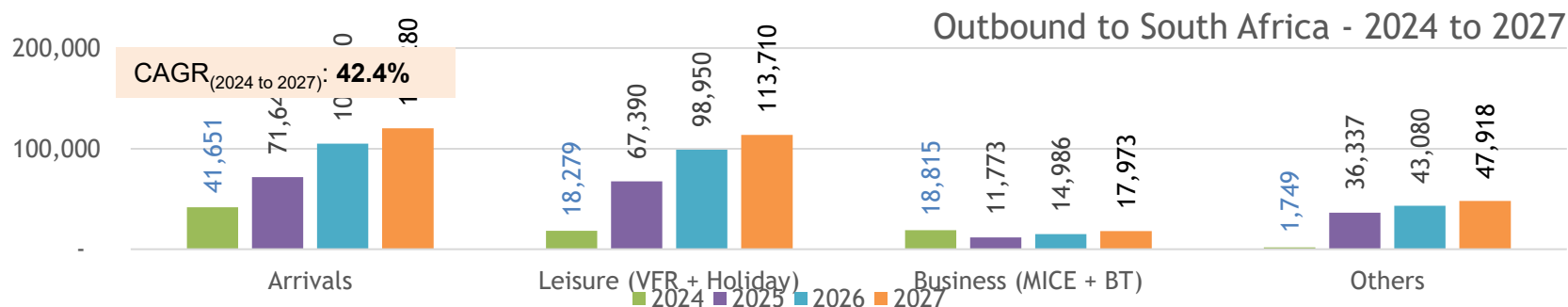
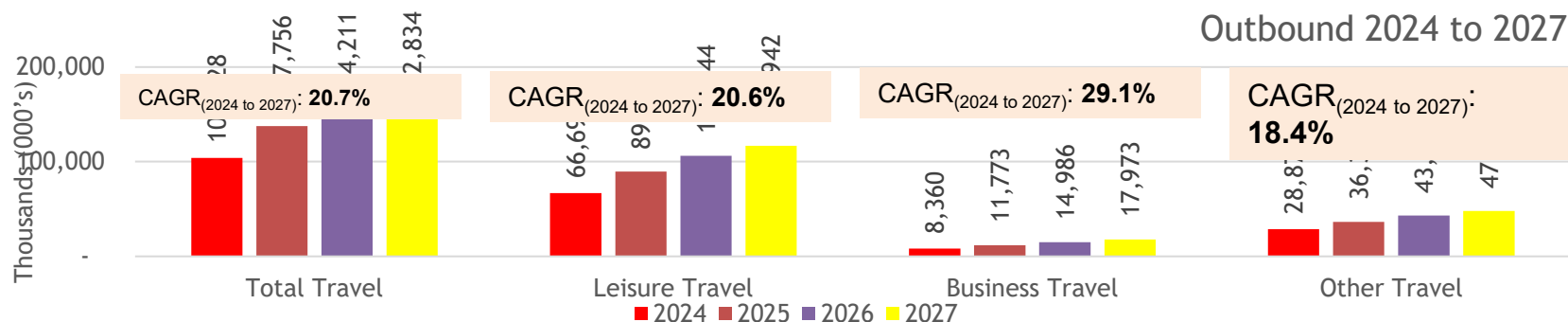
Source: [DT Caijing; China Social Media Statistics 2024](#), The Global Statistics



SOUTH AFRICAN TOURISM

• China Arrivals 2024/25: Increase but Behind the Curve

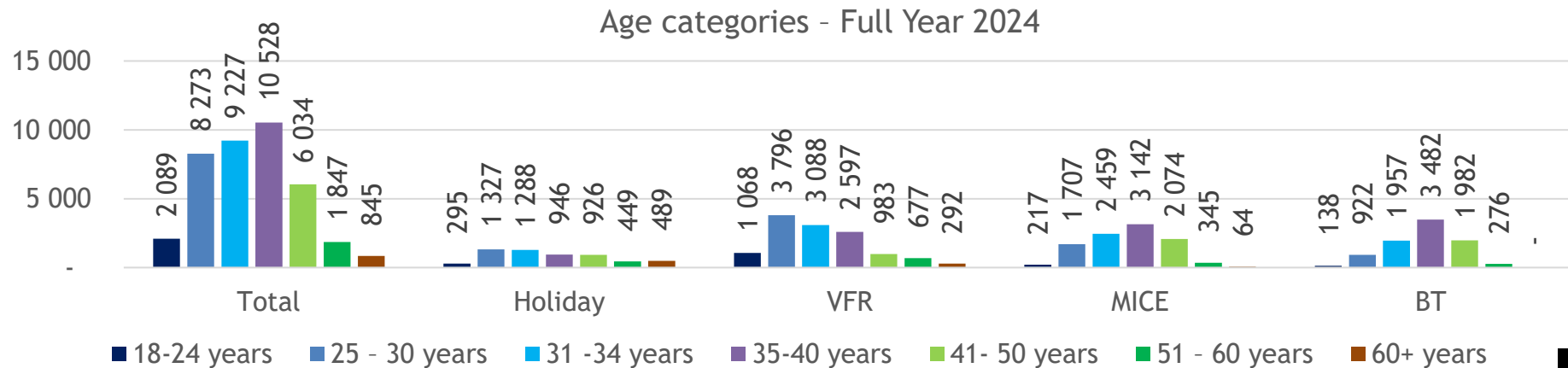
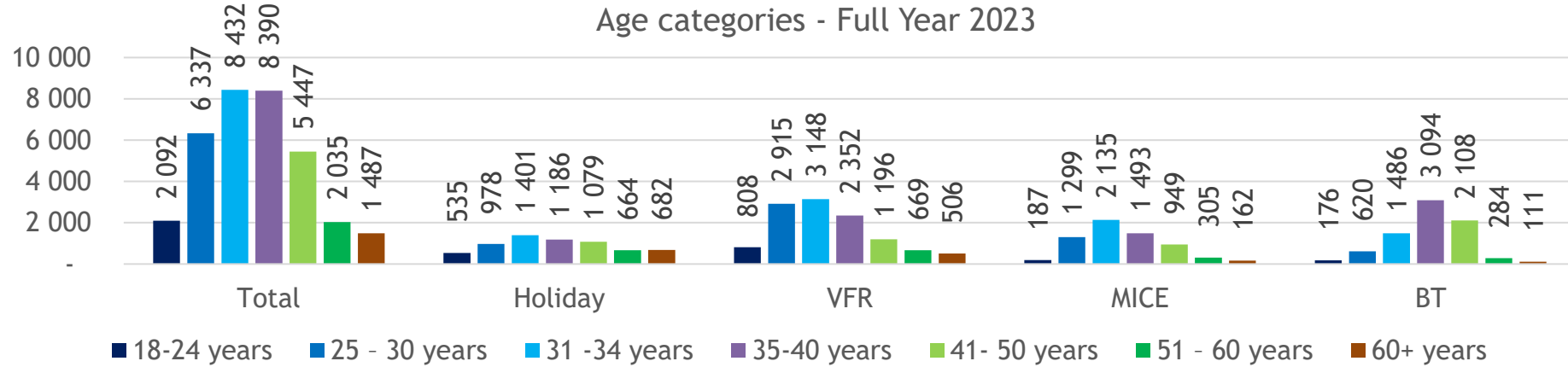
- Chinese outbound is among the fastest growing in the world with 21% growth expected over the next 3 years and leading growth are those traveling for Business up 29% in the same period. Travel to South Africa is expected to grow more than double the rate of outbound growth.



- Actual Arrivals
- Oxford Economics Projections

Source: Oxford Economics, Stats SA, SA Tourism Departure Survey

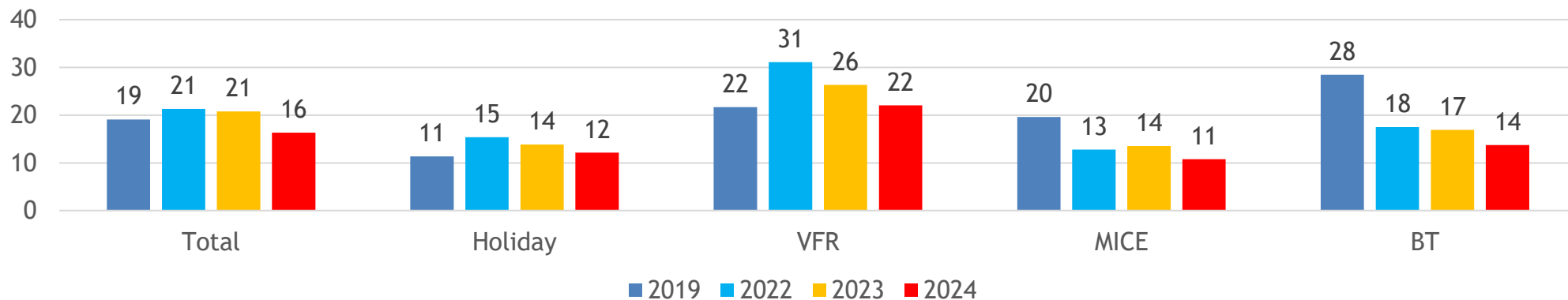
- From 2023 to 2024, the proportion of young Chinese tourists visiting South Africa showed steady growth



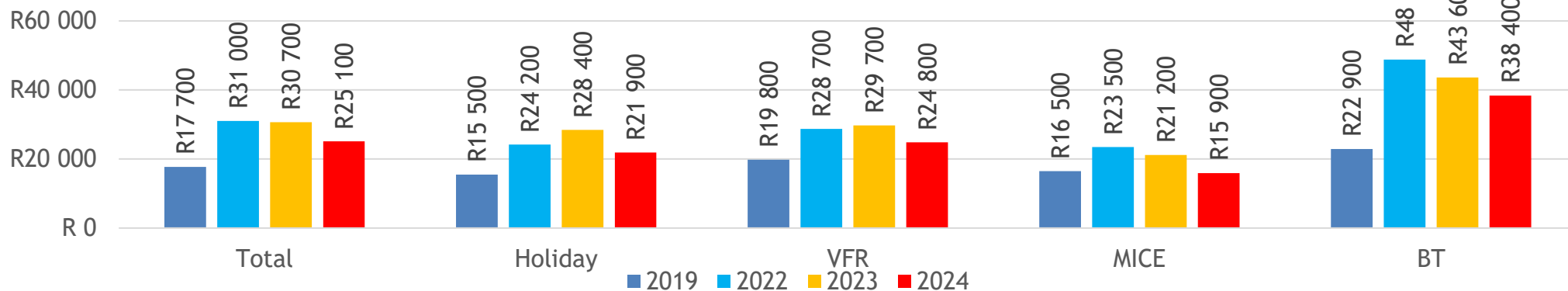
Source: SA Tourism Departure Survey

- VFR tourists stay the longest, while the Business Travelers spend the most on average

Average LOS



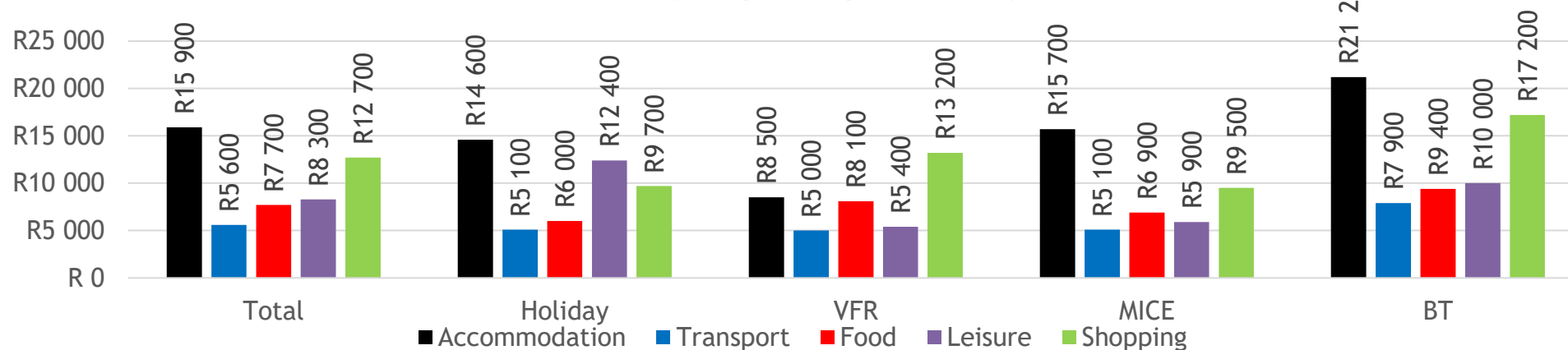
Average Spend



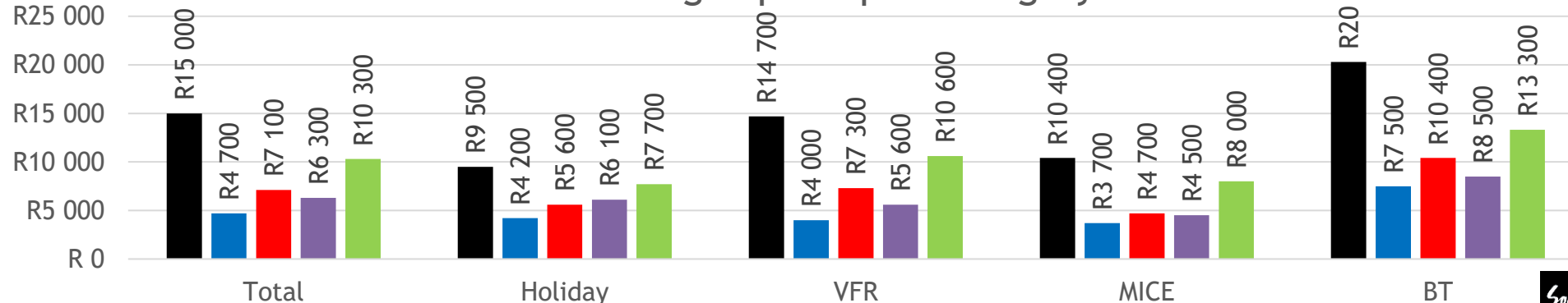
Source: SA Tourism Departure Survey

- Accommodation is the top spend area in 2024 across all the purpose types. Business Travelers spend the most on Accommodation as well as Shopping, Leisure, Food and Transport

Average Spend per Category - Full Year 2023



Average Spend per Category - Full Year 2024



Source: SA Tourism Departure Survey