

## TripAdvisor study finds that SA is a "wish list" dream destination

International traveller interest in South Africa is on the rise according to a recent TripAdvisor traffic study. Views South African destinations on the travel site grew by over 250% from 2012 to 2013 and travellers from China, Austria, Switzerland and Germany showed the largest increase in terms of interest in South African destinations over the past year.



The results confirm the recent findings of TripAdvisor's [TripBarometer](#) study, which showed South Africa appearing on the "wish list" of dream destinations for travellers from Germany, Switzerland, Austria and France.

### Increasing interest in South Africa from Chinese and German-speaking European markets

Germany, Austria, Switzerland and China represent four of the most significant markets in terms of TripAdvisor usage, and travellers from these markets are showing a significant increase over the past year in the share of their sessions on the site that include visits to South Africa pages. This means that Germans, Austrians, Swiss and Chinese make up a larger proportion of the overall number of visitors looking at South African destinations and businesses on TripAdvisor.

Top 10 fastest growing markets researching South African destinations on TripAdvisor<sup>1</sup>:

Markets for greatest year-on-year growth in share of sessions looking at South Africa destinations	Year-on-Year growth in share of sessions looking at South Africa destinations
1. China	109%
2. Austria	54%
3. Germany	51%
4. Switzerland	48%
5. South Africa	41%
6. France	35%
7. Belgium	34%
8. The Netherlands	29%
9. United Kingdom	28%
10. Australia	18%

### Top 10 nationalities looking at South Africa destinations on TripAdvisor<sup>\*</sup>:

With South Africa being a predominantly domestic market, it's no surprise that South Africans are the most likely to be looking at South African destinations on TripAdvisor. Locals make up more than one-third of all visits to South Africa page on the site. Travellers from the UK make up 13% of traffic to South Africa pages, and US travellers are responsible for 11% of all traffic to South Africa pages on TripAdvisor.

1. South Africa
2. United Kingdom

3. USA
4. Germany
5. Australia
6. The Netherlands
7. Canada
8. France
9. Italy
10. Switzerland

Competitor analysis: US, UK and the Caribbean top the list of alternative inbound markets for travellers researching South Africa on TripAdvisor



The study also showed which other destinations travellers who looked at South African pages on TripAdvisor viewed. This analysis highlights those international markets that may offer competition for South Africa as an inbound destination for international travellers. The country most viewed by users who also viewed South Africa was the US, followed by the UK, the Caribbean and Italy.

TripAdvisor revealed the recent findings during a keynote presentation at Indaba:

"Recent reports from the industry ahead of Indaba have shown that South Africa's tourism market is gaining in momentum with increasing interest in the destination from inbound travellers," said Helena Egan, head of destination marketing sales, EMEA of TripAdvisor.

"Domestic tourism is staying strong, with nine in 10 South Africans planning trips at home and South Africans representing one-third of all visits to South Africa destination pages on TripAdvisor. What's perhaps more interesting is the growth in interest we are seeing from Chinese and predominantly German-speaking European travellers who are looking at South Africa as a holiday destination in increasing numbers. These findings not only paint a positive picture for the South Africa tourism industry, they also provide the foundation for a strong marketing strategy for local hospitality businesses."

## Limpopo Province, Eastern Cape and Cape Town have best rated accommodation on TripAdvisor

As well as looking at TripAdvisor user traffic patterns, the study also reveals the destinations within South Africa that have best-rated accommodation, according to traveller review ratings. Overall, South African accommodation has an average review rating of 4.45 (out of a possible 5), which is a reflection of the great guest experience that South African hotels, resorts and B&Bs are delivering to TripAdvisor travellers. Globally, the average review rating on TripAdvisor is 4.12 (out of 5). Limpopo Province, the Eastern Cape and Cape Town top the rankings when it comes to average review ratings. Although Durban does not feature in the top-10 list for best-rated accommodations on TripAdvisor, the destination's hotels, resorts and B&Bs are still highly rated.

B&Bs are also highly rated, with an average review score of 4.03 (out of 5).

Top 10 South Africa destinations based on average review ratings for accommodations on TripAdvisor:

Destination	Average accommodation review rating
Limpopo Province	4.49
Eastern Cape	4.47
Cape Town Central	4.45
North-West Province	4.37
Mpumalanga	4.36
Johannesburg	4.28
KwaZulu-Natal	4.28
Free State	4.24
Northern Cape	4.19
Gauteng	4.15

*\* Measuring overall session counts to South Africa destinations on TripAdvisor from January to December 2013*

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