Don’t Say We Didn’t Tell You To Just Travel SA

Two campaigns, one goal: more travellers, more often.

TSHIFHIWA TSHIVHENGWA
CEO, TBCSA

TOURISM LEADERSHIP CONFERENCE 2026

30TH ANNIVERSARY
TBCSA
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

THE TWO CAMPAIGNS AT A GLANCE

One reaches the world. One reaches South Africans at home.

INTERNATIONAL

Trevor Noah: Don't Say We Didn't Tell You

12 markets

Spain | Canada | Brazil | USA | China | India | Singapore | Germany | UK | West Africa | East Africa | France

Goal: Grow International arrivals to 15 million by 2030

Live date: 22 July 26

DOMESTIC

Just Travel SA: inviting South Africans

9 provinces

Northern Cape | Western Cape | Gauteng | Mpumalanga | Eastern Cape | North West | Limpopo | Free State | KwaZulu-Natal

Goal: Get South Africans to Just Travel by showing experiences that are affordable across the country

Live date: 12 Oct 26

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INTERNATIONAL · TREVOR NOAH CAMPAIGN · 12 COUNTRIES

Trevor Noah put South Africa in front of 47 million people

47.2M

people reached

in 12 countries, across YouTube, TikTok, Meta, Google Display and X

106.9M

times our message appeared on screens

122.4M

video views, many watched more than once

4.6M

likes, comments and shares

1.16M

clicks to the SAT website

+72%

growth in times seen in the last month

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Full film
1:58 · Watch on YouTube

Landscapes
0:45 · Watch on YouTube

Safari
0:42 · Watch on YouTube

Multi-experience
0:40 · Watch on YouTube

Culture
0:40 · Watch on YouTube

Luxury
0:45 · Watch on YouTube

Trevor Noah invites travellers in 12 markets to see South Africa.

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Three markets, three different wins

GERMANY

5.12%

MOST ENGAGED

engagement rate, the highest of all 12 markets

UNITED KINGDOM

162K

MOST CLICKS

clicks, the most people wanting to learn more. China is second with 149K

SPAIN

11.1M

BIGGEST AUDIENCE

times our message was seen, with the most engagements of any market (494K)

We planned ahead for South Africa's new ETA, and it is already live in our China and India campaigns

Our social and Google copy in both markets now explains the Electronic Travel Authorisation. We are actively analysing the data to see how much it improves results, measured against our other ten markets.

TBCSA
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

DOMESTIC · JUST TRAVEL SA · SABC 1 MONDAYS 18:00 · 26 OCT – 21 DEC

SMART
R1,050
Making every rand work

FLEX
R1,250
More experience in the destination

LUX
R1,250+
Premium experiences

Trailer · Watch on Facebook

Why it matters: 53% of South African consumers are cutting discretionary spend, travel included. A real price tag on every trip makes travel feel possible.

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DOMESTIC · JUST TRAVEL SA · TEASER PHASE TO 23 OCTOBER

Before episode one, South Africans are already watching and talking

1.70M times our teasers were seen

1.26M video views

508K likes, comments and shares

People are interacting, not just scrolling past: on X and TikTok, nearly one engagement for every two times a teaser was seen.

#JustTravelSA is the number 1 travel trend on X in SA

Teaser phase only; the premiere is 26 October. Engagement is counted differently on each platform.

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So what?

Two campaigns. One goal: more travellers, more often.

106.9M	times our message was seen, reaching 47.2M people in 12 markets
1.16M	clicks to the SAT website, with daily clicks up 70% in the last month
12	markets, each winning on a different measure: Germany, the UK and Spain lead
ETA	Electronic Travel Authorisation messaging already in our social and Google copy for China and India. We planned ahead
1.7M	teaser impressions at home and 508K engagements, before episode one

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THANK YOU
FOR YOUR ATTENDANCE

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