



TSI RANKINGS REPORT

SOUTH AFRICA

Q3 2022



ABOUT THIS REPORT

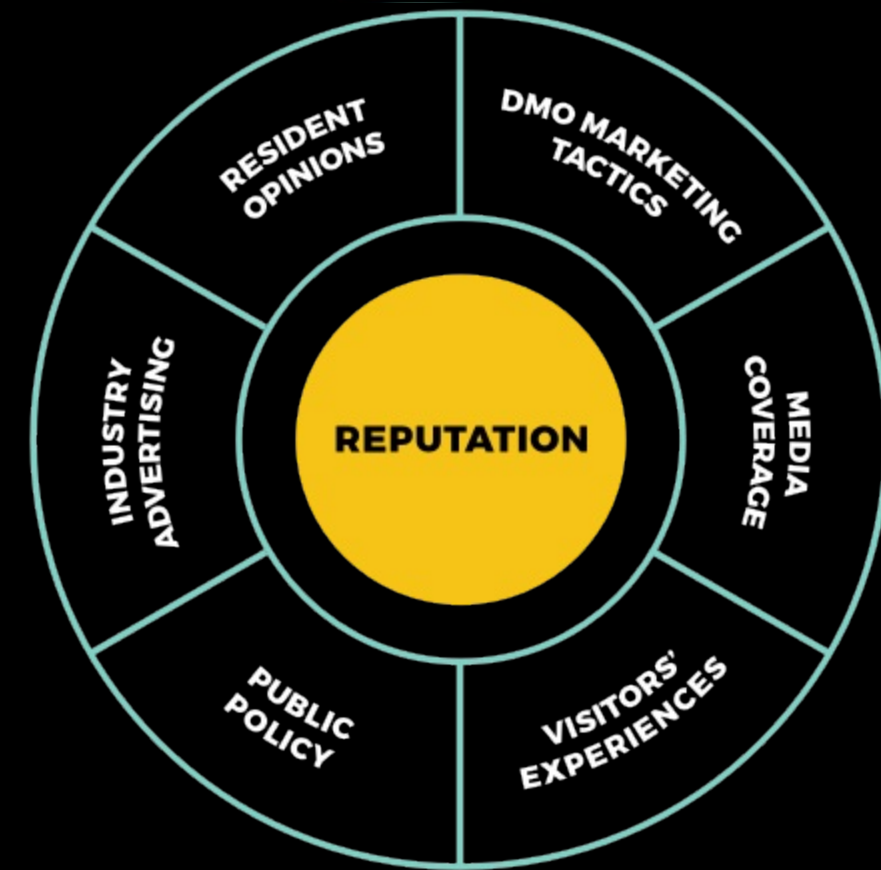
Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

Your organization exists to encourage people to visit. It is a vital force and a vital voice, but it is not alone. Operators, residents, visitors, media and associations are among the many who contribute to your complete brand and, ultimately, its success. Together, these are the voices that build your reputation.

Your organization has a special impact on the complete brand as it directly supports the tourism industry, plus it influences those who intersect and interact with tourism. Knowing the state of your destination's reputation – the results of your activities combined with all the others – is a new necessity for destination marketers.

Tracking reputation is how you measure your destination's success.

Tourism Sentiment Score® is how you measure your reputation.



USING THE QUARTERLY RANKINGS

This report is issued every quarter of the calendar year to:

Deliver the best headlines about your destination.

Track key changes in your destination's reputation, based on its Tourism Sentiment Score®.

Rank destinations around the world in overall performance and for each of the tourism assets monitored by Tourism Sentiment Index.

With this report, your organization can regularly:

Update the reputation KPI.

Share good news and positive developments about your destination with stakeholders and the wider community.

Track performance changes over time, including how specific industry sectors are contributing to success.

Understand how your destination compares to others in your area and around the world.

WHAT'S INSIDE

QUARTERLY HIGHLIGHTS

- Headlines
- Benchmarks
- Drivers

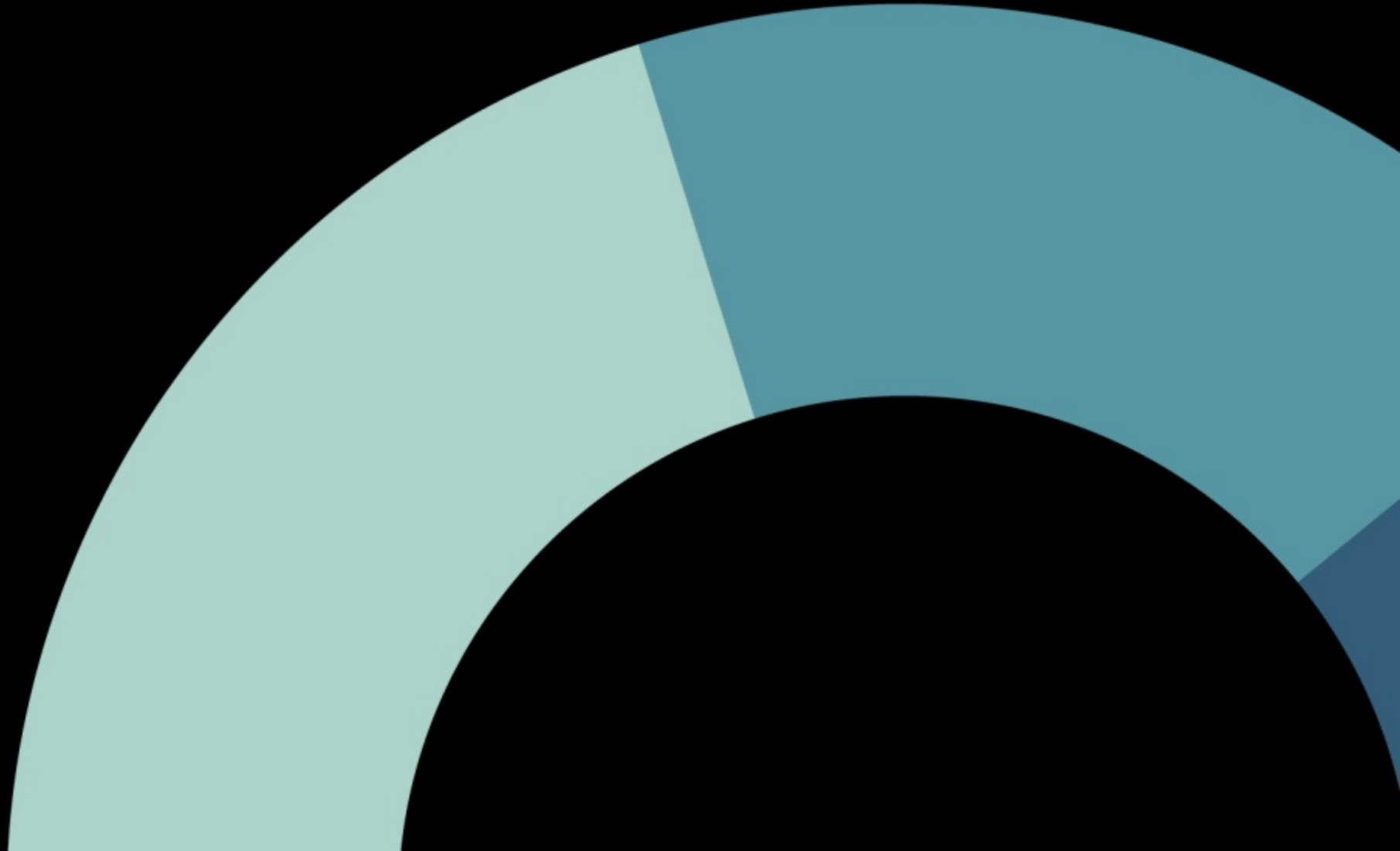
DESTINATION ANALYSIS

- Trends
- Comparisons
- Drivers in detail
- Summary of assets

GLOBAL RANKINGS

- By overall performance
- By tourism asset

SOUTH AFRICA
**QUARTERLY
RANKINGS**



SOUTH AFRICA HEADLINES FOR Q3 2022

These are the performance highlights for your destination. Share these with stakeholders and your wider community.

South Africa had a Tourism Sentiment Score® of 23.6.

South Africa's Tourism Sentiment Score® is up 3% compared to Q3 2021.

South Africa ranked #16 in the world this quarter.

The top contributors to South Africa's overall performance were: Wildlife Viewing (15%), Restaurants + Dining (12%), and Festival + Events + Concerts (10%).

Wildlife Viewing in South Africa generated 22% more positive sentiment than half of the destinations around the world, placing South Africa in the top 10% in the world for this tourism asset.

UNDERSTANDING THE TOURISM SENTIMENT SCORE®

The best way to power your destination's success is to foster a reliable, positive reputation.

The best way to track your destination's success is to measure its reputation through the Tourism Sentiment Score®

Your destination's Tourism Sentiment Score® is calculated by analyzing millions of pieces of online content that have been categorized into as many as 50 tourism assets. This captures the many voices of your complete brand and expresses through a score whether their impact is positive or negative.

SOUTH AFRICA BENCHMARKS

The Tourism Sentiment Score® at global, national or other levels provides benchmarks that your destination should aim to meet or exceed. When it does, your reputation is strong, and your destination is on the road to success. Track and report performance benchmarks throughout the year.

	MEET OR EXCEED THESE BENCHMARKS	YOUR DESTINATION'S SCORE	SUCCESS?
GLOBAL	21.2	23.6	✓

WHAT BENCHMARKS REVEAL

South Africa's Tourism Sentiment Score® of 24 in Q3 outperformed the global benchmark.

This places South Africa amongst the top countries in the world with a global rank of #16.

SOUTH AFRICA DRIVERS

The tourism assets named here appeared most often in the data analyzed to calculate your destination's Tourism Sentiment Score®. They are driving your overall performance and have the most impact on the destination's complete brand. Are they already important parts of your tourism offering? Is their appearance here something to publicize? Are they part of your promotions? If not, should they be? There could be opportunities to enhance the performance of the complete brand by focusing on these.

OVERALL PERFORMANCE



#1

LOVED ASSET

Wildlife Viewing



#2

LOVED ASSET

Restaurants + Dining

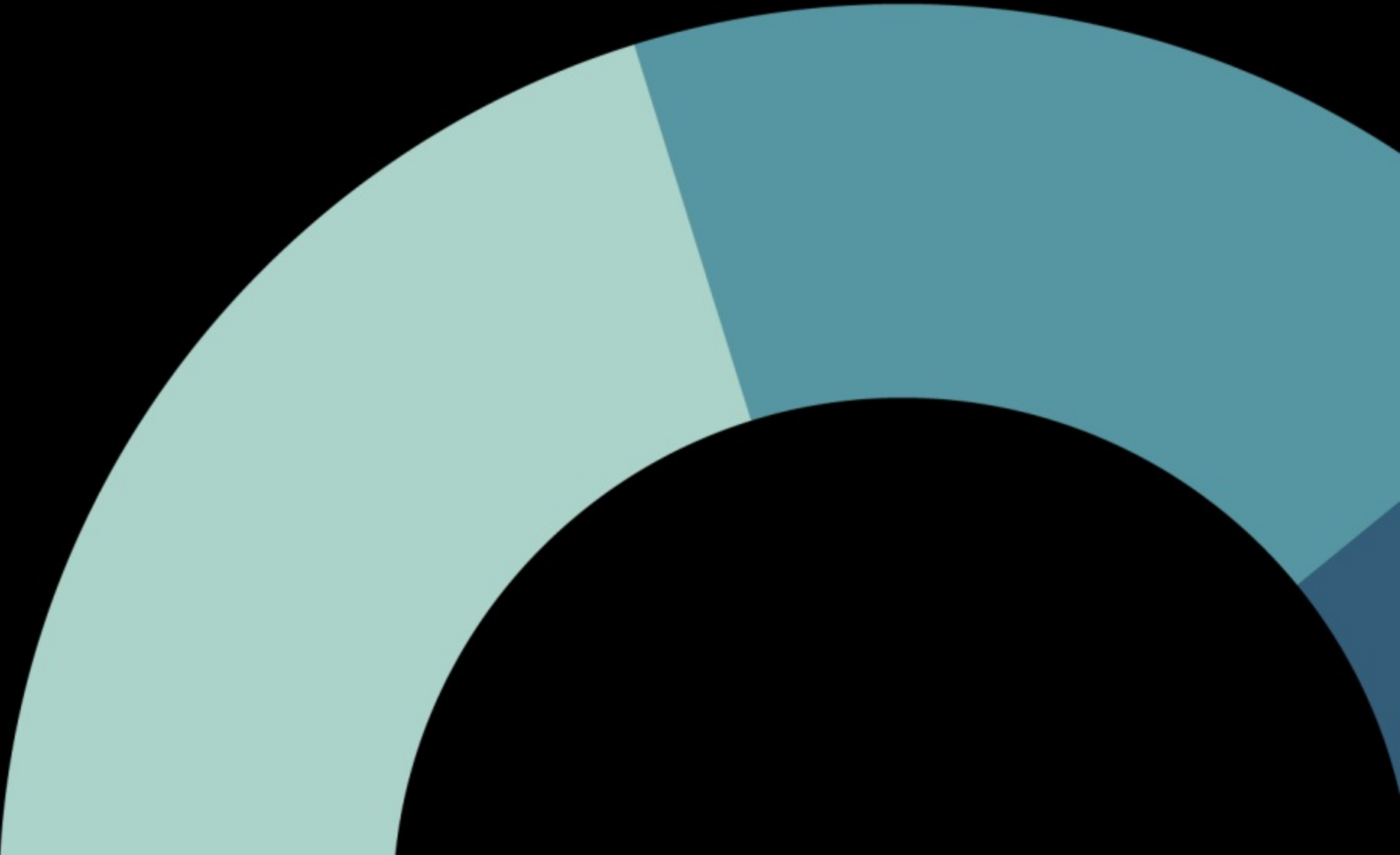


#3

LOVED ASSET

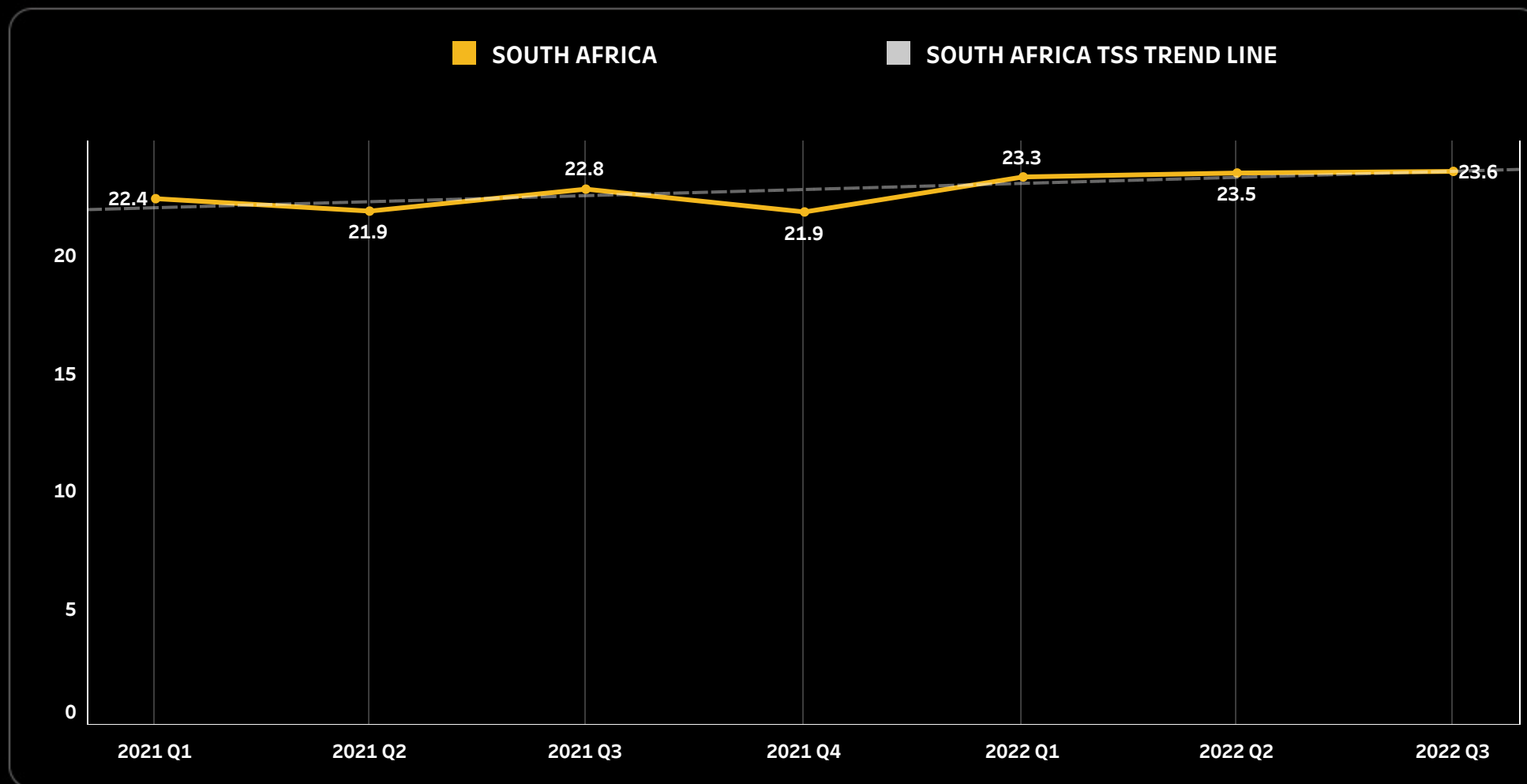
Festival + Events + Concerts

SOUTH AFRICA
**DESTINATION
ANALYSIS**



SOUTH AFRICA TRENDS

Following how your Tourism Sentiment Score® climbs over quarters, or goes through cycles rising and falling, identifies time periods that you can investigate to learn what was working well or what to improve. It could reveal the influence of new tourism experiences, campaigns coming and going, happy crowds during festival season and so on. The global average is included as a comparison and reflection of how the tourism industry is faring internationally. Think about elements that may be pushing your score throughout the year to plan how to improve your complete brand.



PERFORMANCE ANALYSIS

Over the past 21 months, South Africa's performance has been increasing at an average rate of 6.9%. This is behind of the global trend of 30.9%.

South Africa's Tourism Sentiment Score® is up 3% compared to Q3 2021.

SOUTH AFRICA COMPARISONS

Looking at five similar destinations, you can see how your destination ranks and understand how to think about your destination's performance. How much higher or lower is your Tourism Sentiment Score®? Consider researching what was happening in the other destinations that may have contributed to their scores, especially the tourism assets that were contributing most to their complete brands.

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	TOP TOURISM ASSET
13	Australia	24	Beaches
16	South Africa	24	Wildlife Viewing
23	Thailand	23	Beaches
27	Kenya	22	Wildlife Viewing
36	Brazil	20	Festival + Events + Concerts
48	Argentina	18	Accommodation

SOUTH AFRICA DRIVERS IN DETAIL

Taking a closer look at the tourism assets having the most impact on your complete brand, you can learn about their popularity based on how much of the analyzed data they represent, and how each one's performance is developing. You may also see one of them noted as particularly strong and worth greater consideration and attention in your own activities, including PR.



Wildlife Viewing

This asset represents **15%** of South Africa's Tourism Sentiment Score®.

Performance compared to last quarter: **-5.62%**

Performance compared to same quarter last year: **8.93%**

NOTABLE

Wildlife Viewing in South Africa generated 22% more positive sentiment than half of the destinations around the world, placing South Africa in the top 10% in the world for this tourism asset.



Restaurants + Dining

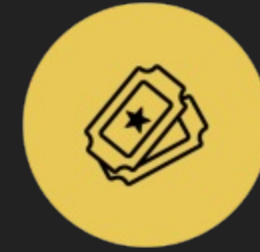
This asset represents **12%** of South Africa's Tourism Sentiment Score®.

Performance compared to last quarter: **-3.36%**

Performance compared to same quarter last year: **-3.25%**

NOTABLE

Restaurants + Dining in South Africa generated 12% more positive sentiment than half of the destinations around the world, placing South Africa in the top 10% in the world for this tourism asset.



Festival + Events + Concerts

This asset represents **10%** of South Africa's Tourism Sentiment Score®.

Performance compared to last quarter: **-1.50%**

Performance compared to same quarter last year: **9.89%**

SOUTH AFRICA SUMMARY OF TOURISM ASSETS

You have seen the top tourism assets, now see the rest. These are performance details about all tourism assets representing 1% or more of the data analyzed about your destination. Any asset outperforming a global or national score is an opportunity to enhance your complete brand through further development and promotion.

ASSET	CONTRIBUTION TO TSS	TOURISM SENTIMENT SCORE®	GLOBAL PERCENTILE
Wildlife Viewing	15%	18	95th
Restaurants + Dining	12%	32	95th
Festival + Events + Concerts	10%	29	50th
Beaches	9%	29	95th
Winery + Vineyards	7%	29	95th
Accommodation	6%	28	95th
Tours	5%	24	95th
Air Travel	4%	12	90th
Hiking + Rock Climbing	4%	26	95th
Nature Photography	4%	32	95th
Conference + Conventions	3%	16	95th
Biking + Cycling	3%	25	95th
Architecture	3%	17	95th
Attractions	2%	36	95th
Diving + Snorkeling	2%	35	95th

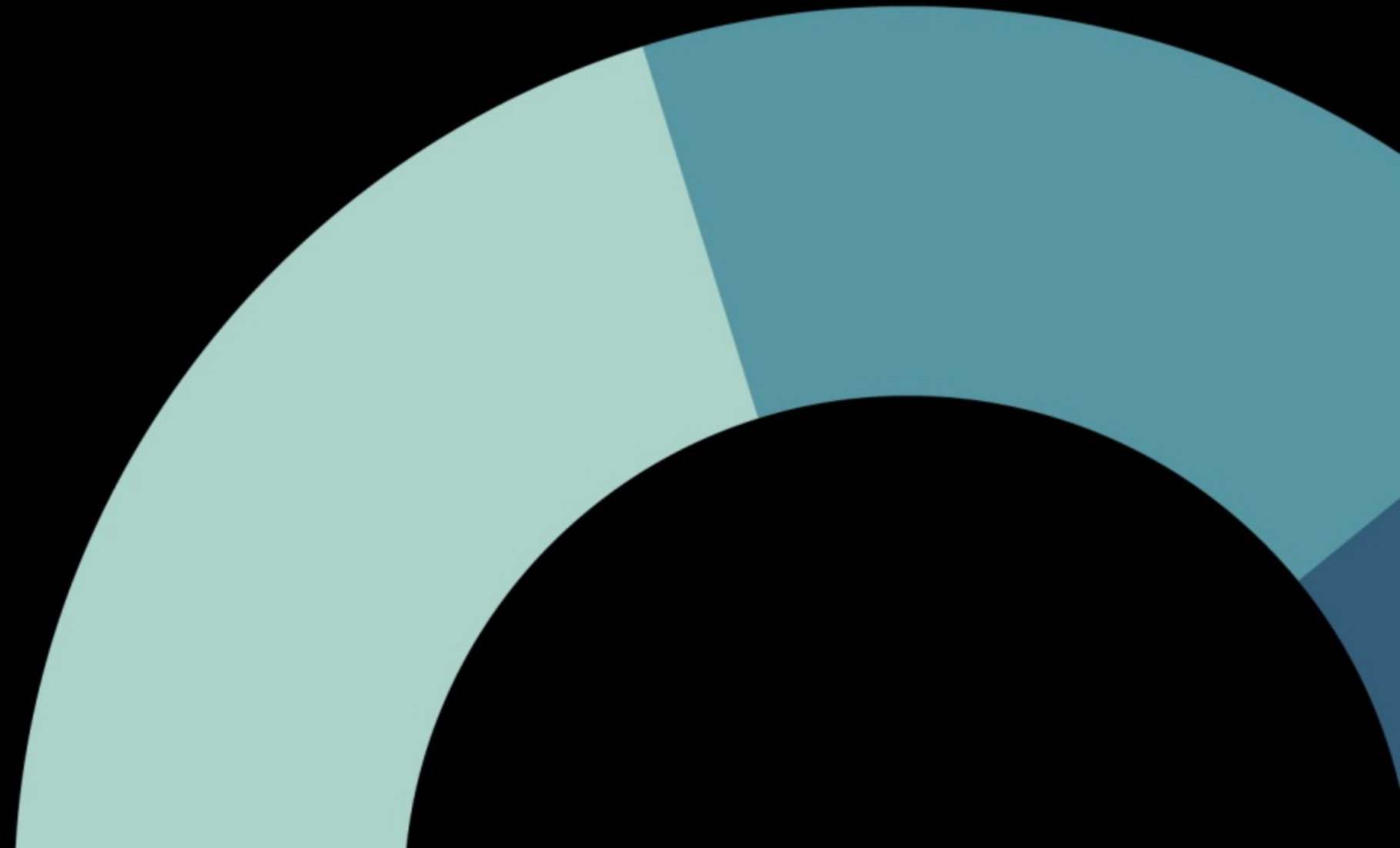
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ASSET	CONTRIBUTION TO TSS	TOURISM SENTIMENT SCORE®	GLOBAL PERCENTILE
Surfing	2%	29	95th
Weddings	2%	39	95th
Nightlife	2%	9	30th
Fishing	2%	22	95th
Breweries + Pubs	1%	19	50th

Q3 2022

GLOBAL RANKINGS



GLOBAL RANKINGS *OVERALL*

PERFORMANCE

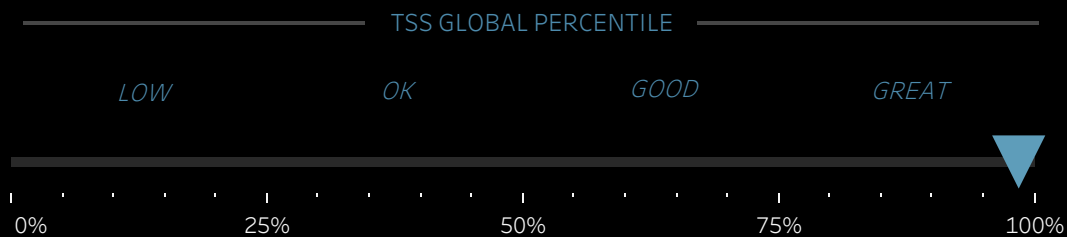
In January, we released the 100 most loved destinations around the world. They are the Leading Places for 2022. Applying the same methodology, we analyzed the data across all qualifying countries in the world to provide this global view to your organization in each report. They are the top 25 countries that have earned the highest Tourism Sentiment Score® this quarter.

SOUTH AFRICA

GLOBAL RANK: #16

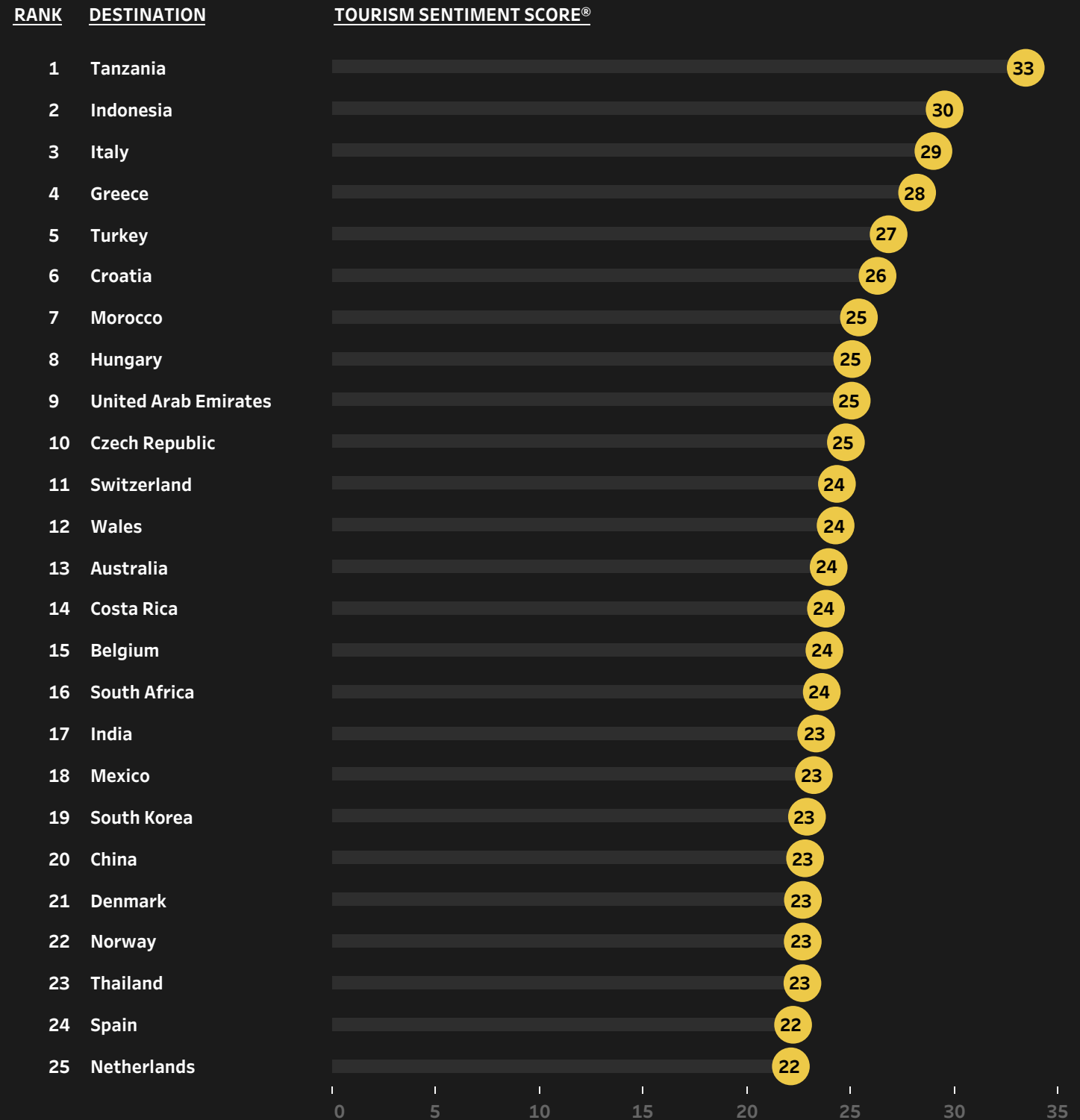
TOURISM
SENTIMENT SCORE®

24



SOUTH AFRICA Q3 2022

TOP 25 COUNTRIES



GLOBAL RANKINGS

BY TOURISM ASSET

Applying the same methodology as we used to rank the top countries for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These countries had the highest asset scores for this quarter.

SOUTH AFRICA

GLOBAL RANK: #4

TOURISM
SENTIMENT SCORE®

28

TSS GLOBAL PERCENTILE

LOW

OK

GOOD

GREAT

0% 25% 50% 75% 100%

SOUTH AFRICA Q3 2022



Accommodation TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Turkey	35
2	Greece	33
3	Kenya	32
4	South Africa	28
5	Brazil	28
6	Italy	27
7	South Korea	27
8	Indonesia	26
9	Scotland	26
10	Germany	25

GLOBAL RANKINGS

BY TOURISM ASSET

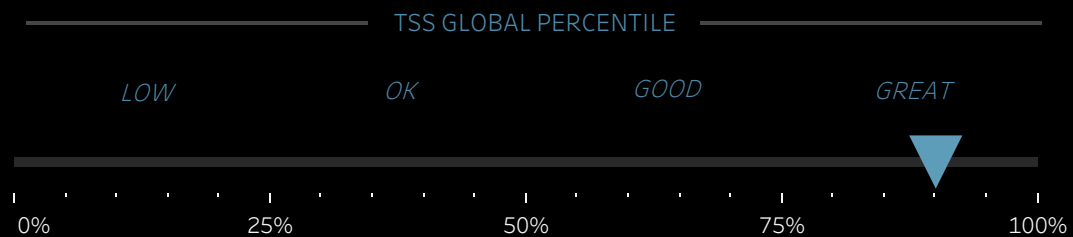
Applying the same methodology as we used to rank the top countries for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These countries had the highest asset scores for this quarter.

**Note:* to qualify for the global top 10, destinations must satisfy two criteria. #1) destinations must maintain the highest sentiment scores set by all destinations that quarter. #2) destinations must generate enough conversation volume within the category to be in the top 50% of destinations globally. If both criteria are met, then a destination qualifies for the top 10. In this quarter, sentiment driven by South Africa was amongst the top 10% in the world, however it fell below the volume threshold required to qualify for the global ranking.

SOUTH AFRICA

TOURISM
SENTIMENT SCORE®

12*



SOUTH AFRICA Q3 2022



Air Travel TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	United Arab Emirates	13
2	Turkey	13
3	Switzerland	12
4	Australia	11
5	Thailand	10
6	Denmark	10
7	Qatar	10
8	Mexico	9
9	United States	9
10	Belgium	9

GLOBAL RANKINGS

BY TOURISM ASSET

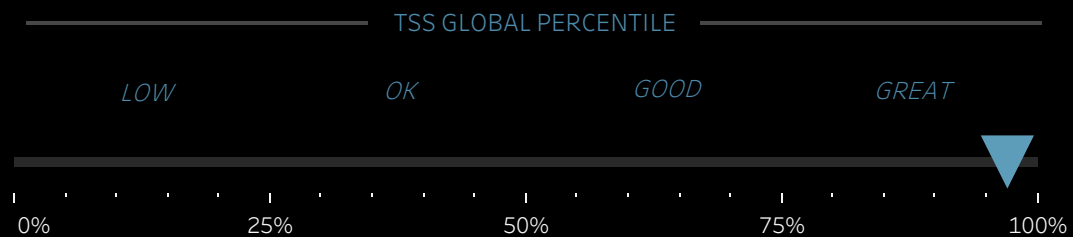
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SOUTH AFRICA

GLOBAL RANK: #15

TOURISM
SENTIMENT SCORE®

17



SOUTH AFRICA Q3 2022



Architecture TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Morocco	25
2	Hungary	24
3	Portugal	24
4	Italy	23
5	Thailand	22
6	India	20
7	Belgium	19
8	China	19
9	Indonesia	19
10	United Arab Emirates	18

GLOBAL RANKINGS

BY TOURISM ASSET

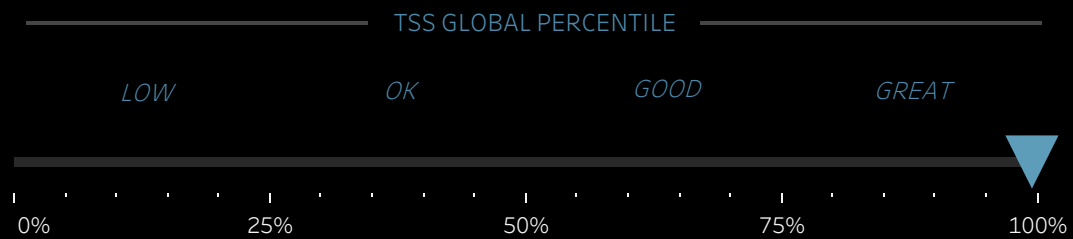
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SOUTH AFRICA

GLOBAL RANK: #3

TOURISM
SENTIMENT SCORE®

36



SOUTH AFRICA Q3 2022



Attractions TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Japan	39
2	Italy	37
3	South Africa	36
4	United Arab Emirates	36
5	Indonesia	34
6	Spain	32
7	Australia	30
8	Mexico	28
9	Canada	27
10	India	27

GLOBAL RANKINGS

BY TOURISM ASSET

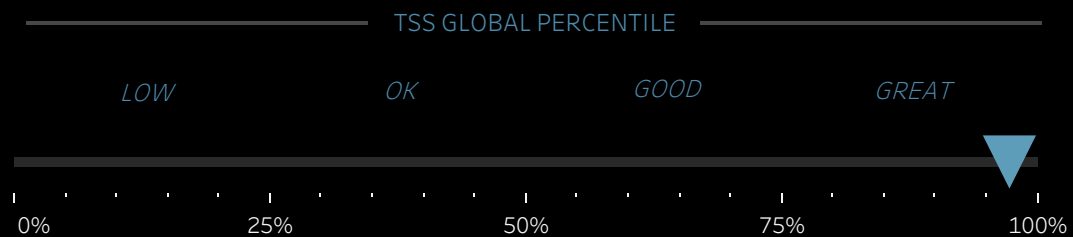
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SOUTH AFRICA

GLOBAL RANK: #14

TOURISM
SENTIMENT SCORE®

29



SOUTH AFRICA Q3 2022



Beaches TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Turkey	42
2	Italy	41
3	Indonesia	39
4	Tanzania	38
5	Malaysia	38
6	Mexico	36
7	Spain	35
8	Vietnam	35
9	Thailand	35
10	Croatia	34

GLOBAL RANKINGS

BY TOURISM ASSET

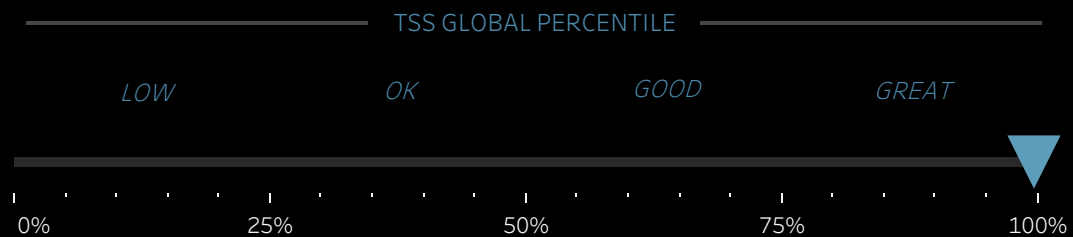
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SOUTH AFRICA

GLOBAL RANK: #2

TOURISM
SENTIMENT SCORE®

25



SOUTH AFRICA Q3 2022



Biking + Cycling TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Netherlands	25
2	South Africa	25
3	Denmark	23
4	Italy	22
5	New Zealand	20
6	Spain	20
7	Japan	19
8	Canada	19
9	Norway	19
10	France	18

GLOBAL RANKINGS

BY TOURISM ASSET

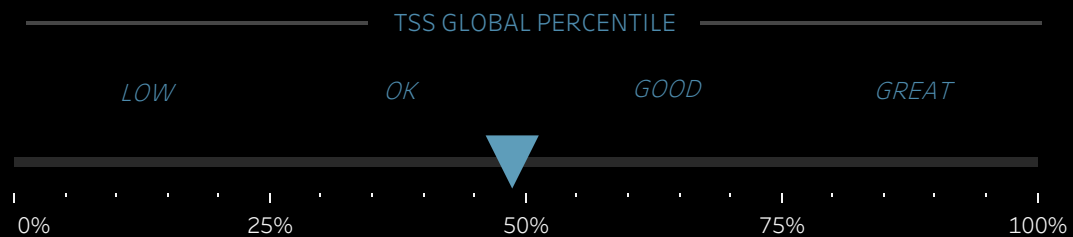
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SOUTH AFRICA

TOURISM
SENTIMENT SCORE®

19*



SOUTH AFRICA Q3 2022



Breweries + Pubs TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Belgium	28
2	Canada	27
3	Germany	26
4	Australia	23
5	Ireland	23
6	United States	22
7	England	21
8	Netherlands	20
9	Denmark	19
10	New Zealand	18

GLOBAL RANKINGS

BY TOURISM ASSET

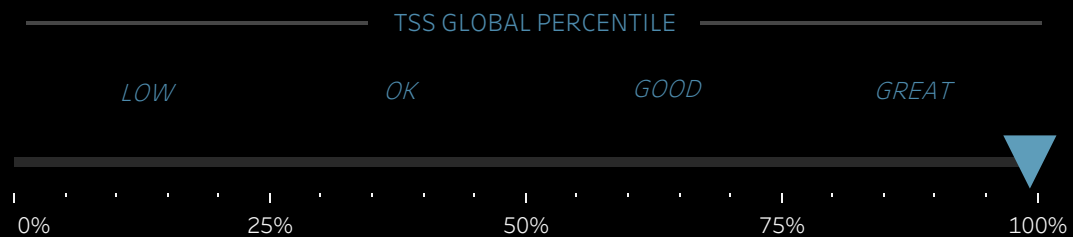
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SOUTH AFRICA

GLOBAL RANK: #4

TOURISM
SENTIMENT SCORE®

16



SOUTH AFRICA Q3 2022



Conference + Conventions TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Australia	22
2	Italy	19
3	Canada	17
4	South Africa	16
5	Spain	16
6	United States	15
7	Scotland	15
8	New Zealand	13
9	England	13
10	Germany	12

GLOBAL RANKINGS

BY TOURISM ASSET

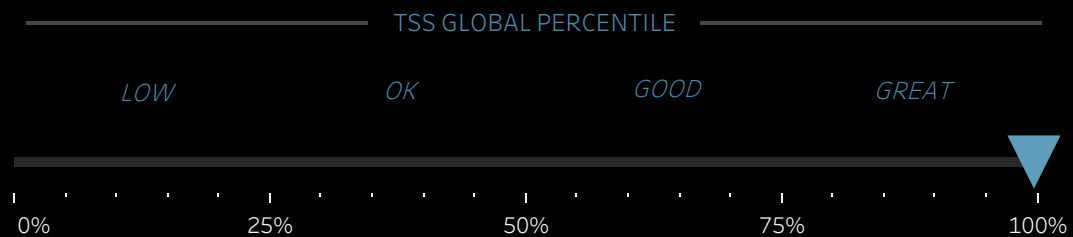
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SOUTH AFRICA

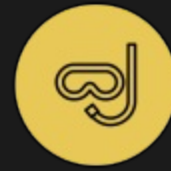
GLOBAL RANK: #2

TOURISM
SENTIMENT SCORE®

35



SOUTH AFRICA Q3 2022



Diving + Snorkeling TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Thailand	36
2	South Africa	35
3	Malaysia	33
4	Australia	32
5	Mexico	31
6	Egypt	28
7	Indonesia	25
8	United States	24
9	Tanzania	18
10	Japan	18

GLOBAL RANKINGS

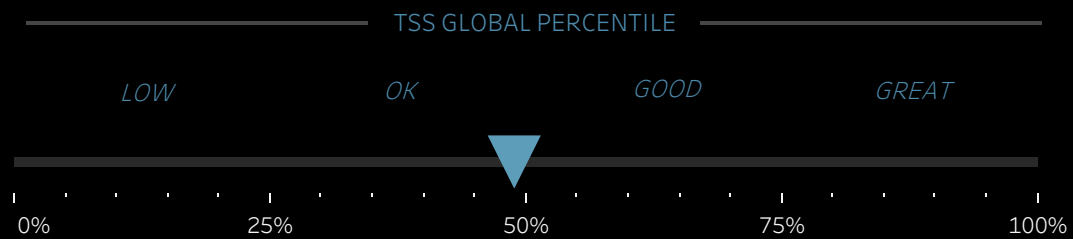
BY TOURISM ASSET

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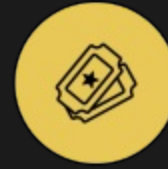
SOUTH AFRICA

TOURISM
SENTIMENT SCORE®

29



SOUTH AFRICA Q3 2022



Festival + Events + Concerts TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Belgium	43
2	India	41
3	Thailand	40
4	Vietnam	40
5	Denmark	39
6	Netherlands	38
7	Norway	36
8	Turkey	34
9	Italy	33
10	Canada	33

GLOBAL RANKINGS

BY TOURISM ASSET

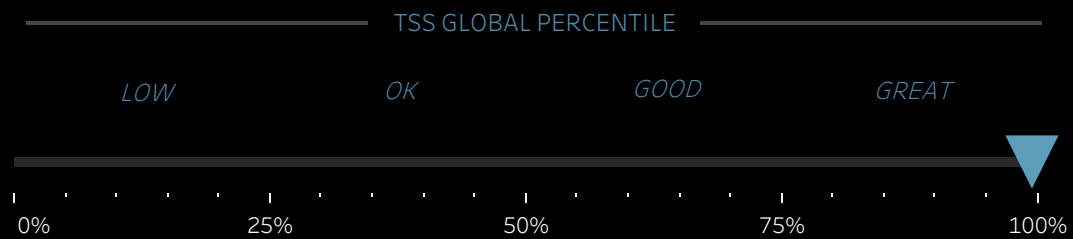
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SOUTH AFRICA

GLOBAL RANK: #3

TOURISM
SENTIMENT SCORE®

22



SOUTH AFRICA Q3 2022



Fishing TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Costa Rica	27
2	Indonesia	26
3	South Africa	22
4	Australia	22
5	Scotland	21
6	New Zealand	20
7	Canada	18
8	United States	17
9	Denmark	16
10	Iceland	15

GLOBAL RANKINGS

BY TOURISM ASSET

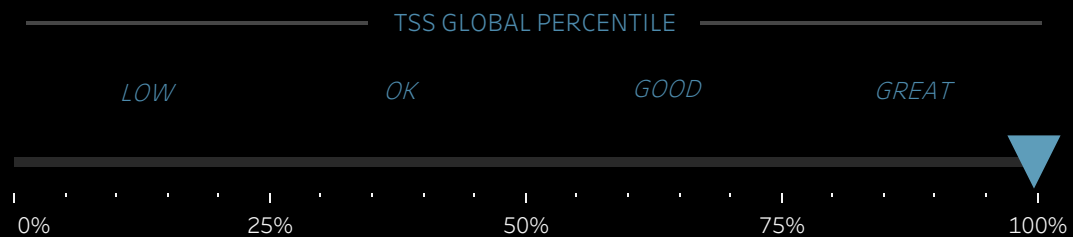
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SOUTH AFRICA

GLOBAL RANK: #2

TOURISM
SENTIMENT SCORE®

26



SOUTH AFRICA Q3 2022



Hiking + Rock Climbing TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Indonesia	32
2	South Africa	26
3	Italy	25
4	Norway	25
5	Costa Rica	25
6	New Zealand	24
7	England	23
8	Spain	22
9	United States	22
10	Canada	21

GLOBAL RANKINGS

BY TOURISM ASSET

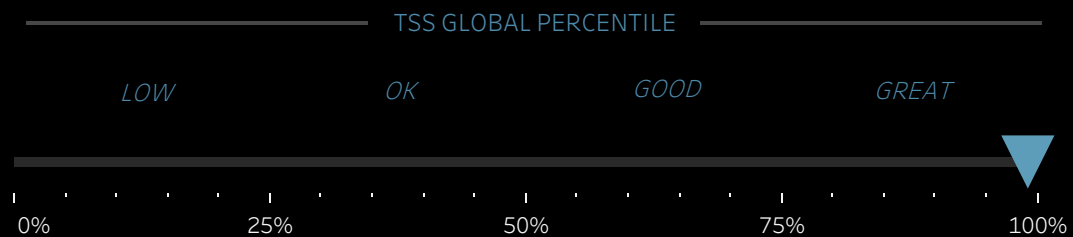
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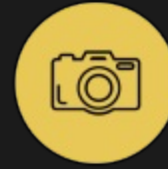
GLOBAL RANK: #5

TOURISM
SENTIMENT SCORE®

32



SOUTH AFRICA Q3 2022



Nature Photography TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Turkey	41
2	Indonesia	37
3	Thailand	35
4	Vietnam	33
5	South Africa	32
6	Mexico	30
7	China	30
8	Germany	29
9	Switzerland	29
10	New Zealand	29

GLOBAL RANKINGS

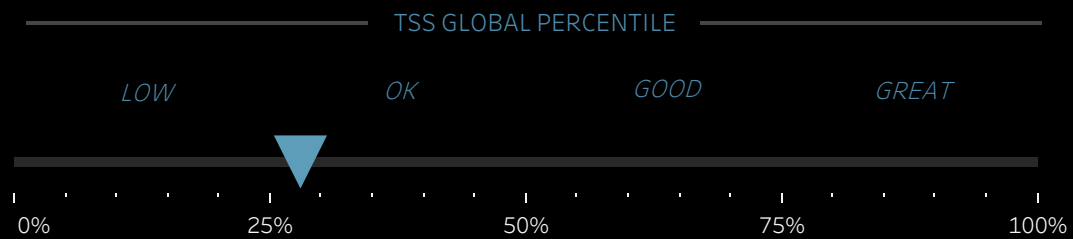
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SOUTH AFRICA

TOURISM
SENTIMENT SCORE®

9



SOUTH AFRICA Q3 2022



Nightlife TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Turkey	40
2	Indonesia	35
3	Belgium	32
4	Italy	31
5	Northern Ireland	31
6	Spain	30
7	South Korea	28
8	Australia	28
9	United Arab Emirates	28
10	Scotland	24

GLOBAL RANKINGS

BY TOURISM ASSET

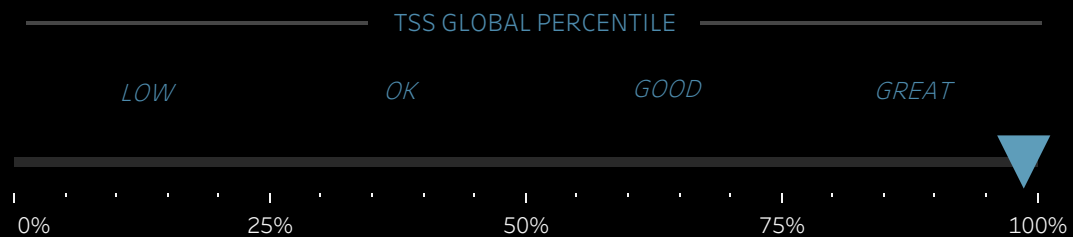
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SOUTH AFRICA

GLOBAL RANK: #7

TOURISM
SENTIMENT SCORE®

32



SOUTH AFRICA Q3 2022



Restaurants + Dining TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Czech Republic	40
2	Portugal	35
3	Denmark	34
4	Qatar	34
5	Austria	33
6	Sri Lanka	32
7	South Africa	32
8	Japan	31
9	United Arab Emirates	31
10	Indonesia	31

GLOBAL RANKINGS

BY TOURISM ASSET

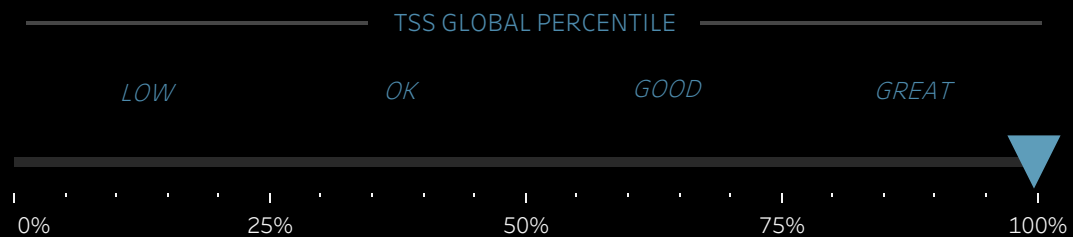
Applying the same methodology as we used to rank the top countries for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These countries had the highest asset scores for this quarter.

SOUTH AFRICA

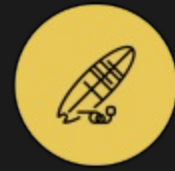
GLOBAL RANK: #2

TOURISM
SENTIMENT SCORE®

29



SOUTH AFRICA Q3 2022



Surfing TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Indonesia	31
2	South Africa	29
3	Costa Rica	28
4	Mexico	27
5	France	24
6	Australia	22
7	New Zealand	21
8	Japan	20
9	United States	20
10	Brazil	17

GLOBAL RANKINGS

BY TOURISM ASSET

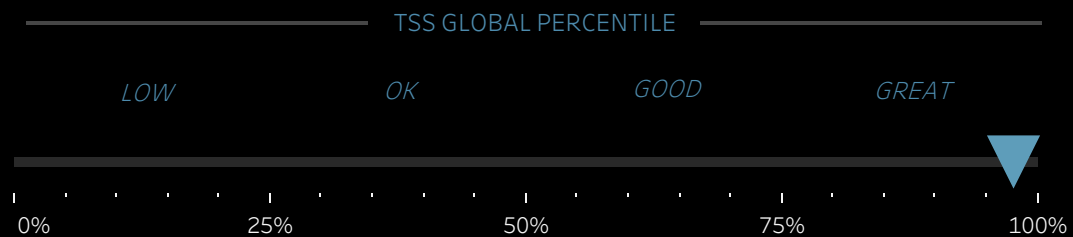
Applying the same methodology as we used to rank the top countries for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These countries had the highest asset scores for this quarter.

SOUTH AFRICA

GLOBAL RANK: #12

TOURISM
SENTIMENT SCORE®

24



SOUTH AFRICA Q3 2022



Tours TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Tanzania	39
2	Switzerland	35
3	Egypt	33
4	Costa Rica	30
5	India	28
6	Austria	28
7	Indonesia	27
8	Belgium	26
9	Germany	25
10	Australia	25

GLOBAL RANKINGS

BY TOURISM ASSET

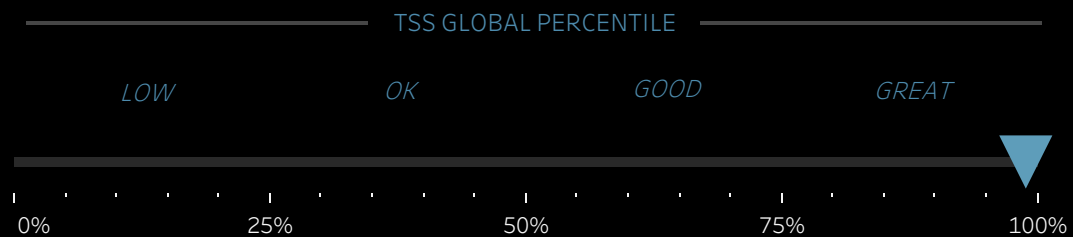
Applying the same methodology as we used to rank the top countries for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These countries had the highest asset scores for this quarter.

SOUTH AFRICA

GLOBAL RANK: #6

TOURISM
SENTIMENT SCORE®

39



SOUTH AFRICA Q3 2022



Weddings TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Indonesia	46
2	Spain	44
3	Australia	40
4	Mexico	39
5	England	39
6	South Africa	39
7	Italy	38
8	Canada	38
9	United States	37
10	France	34

GLOBAL RANKINGS

BY TOURISM ASSET

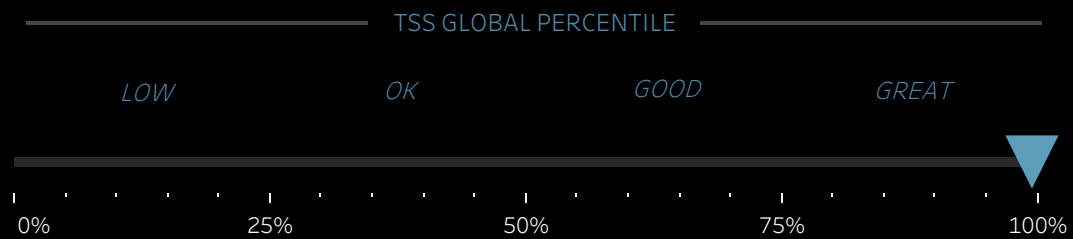
Applying the same methodology as we used to rank the top countries for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These countries had the highest asset scores for this quarter.

SOUTH AFRICA

GLOBAL RANK: #3

TOURISM
SENTIMENT SCORE®

18



SOUTH AFRICA Q3 2022



Wildlife Viewing TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Tanzania	24
2	Indonesia	20
3	South Africa	18
4	Australia	18
5	Mexico	17
6	Thailand	17
7	Brazil	16
8	Malaysia	16
9	Scotland	15
10	India	15

GLOBAL RANKINGS

BY TOURISM ASSET

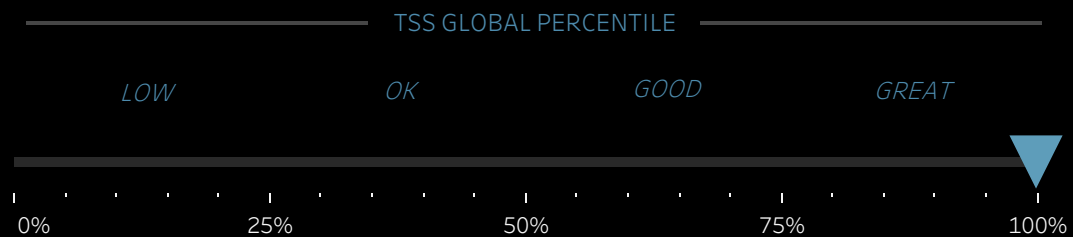
Applying the same methodology as we used to rank the top countries for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These countries had the highest asset scores for this quarter.

SOUTH AFRICA

GLOBAL RANK: #1

TOURISM
SENTIMENT SCORE®

29



SOUTH AFRICA Q3 2022



Winery + Vineyards TOP 10

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	South Africa	29
2	Australia	27
3	Argentina	26
4	France	25
5	Canada	25
6	New Zealand	24
7	Italy	23
8	United States	23
9	Portugal	23
10	Spain	22



TSI RANKINGS REPORT

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