

# **APAC** Demand Signals for **Africa** Travel

Decoding Social Search & Platform Behaviour across social video platforms + Singapore, Malaysia, and Indonesia insights.

# The Search Interface Has Fragmented

## AI SEARCH

From Link Generation to Answer Generation



Travelers now receive instant, curated answers (Zero-Click) to planning queries.

Planning shifts from keywords to contextual prompts.

## VIDEO-FIRST SEARCH (SOCIAL SEARCH)

From Scroll to Search-Within-Feed



Discovery is driven by vertical video feeds (TikTok, Reels, Shorts).

Users explore, validate, and convert directly on these video platforms.

# The Visual-First Paradigm: Trust in Motion

Travelers search on social to visualize what inspires and relates to them.

The image illustrates the transition from text-based search results to visual social media content. On the left, a Google search for "south africa road trip itinerary" shows text-based listings, including a "Classic 14-Day Garden Route & Western Cape Itinerary" with details about the route and highlights. On the right, three social media search results are shown: Instagram for "halal family resort cape town" featuring a grid of resort photos; TikTok for "cape town vacation" showing video snippets of travel experiences; and YouTube for "where to visit in south africa" featuring a video titled "10 Must-Visit Places in South Africa". Three green arrows point from the Google search results to the social media results, indicating the flow of information from text to visual content.

**Text-based Listings**

**Instagram: halal family resort cape town**  
Looking for a halal family resort in Cape Town? Here are some top options to consider... more

**TikTok: cape town vacation**  
Planning a Cape Town trip? Here's your 9-day it...  
Our first day in Cape Town! #cliftonbeachcap...

**YouTube: where to visit in south africa...**  
10 Must-Visit Places in South Africa | Top ...  
POV: YOU ARE DRIVING IN CAPE TOWN

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**Stop selling a continent;  
Start building entry doors.**

# Africa demand from APAC is fragmented into a few clear entry routes.

There isn't a lack of interest, there is a lack of enterability.

**Familiarity**

**Romance**

**Marine  
Adventure**

**Heritage**

**Wildlife Icons**

**Culture/  
Shopping**

# Singapore, Malaysia, and Indonesia: Three Markets, Unique Entry Points

Market Factor	Singapore (SG) (Itinerary Logic)	Malaysia (MY) (Familiarity)	Indonesia (ID) (Confidence & Relevance)
Primary Format	Romance; scenic routes; premium stays; road trip logic.	Halal familiarity; cultural legibility; soft landing; family-comfort planning.	Halal confidence; recognizable icons; emotionally accessible bucket-list travel.
Content Style	Appetite for independent planning; "what next" sequences and destination chains.	Reassurance-led; content that makes Africa feel culturally readable and easy to enter.	Simpler and emotionally legible; big hooks paired with comfort and relatability.
Decision Driver	"What do I do next?"	"Can I see myself there comfortably?"	"Is this for people like me, and can I do it easily?"
Trust Factor	Momentum and bookability.	Familiar cues and Muslim-friendly proof.	Relatability, reassurance, and low-friction entry.

# THE ATTENTION SPLIT

68%

SG Attention in route-planning

Driven by active itinerary logic

45%

MY Attention in Wildlife + Reassurance

Driven by "pull" of nature and the "reassurance" of fit

62%

ID Attention in Animal Icons + Halal Proof

Driven by "big visual hooks":  
Animal icons and basic halal proof.

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# Platform Preferences

Each platform rewards a different version of the same destination.

# TikTok / Instagram



Visual anchors & practical reassurance  
(e.g. Boulders Beach Penguins, wine tour cape town).

# YouTube / YouTube Shorts



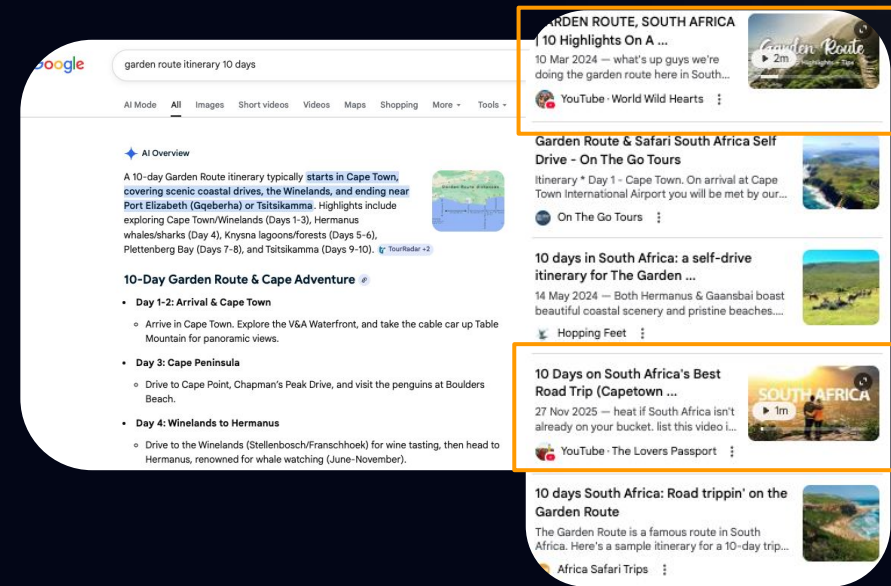
Itinerary validation & "Is it worth it?"  
(e.g. South Africa Road Trip).

# Xiaohongshu/Douyin



Place-coded luxury  
(e.g. Winelands Stays or Marrakech Riads).

# Google AI Search



Routes + Landmarks and video guides on YouTube and Instagram are more common video platforms cited.  
(e.g. garden route from cape town, garden route itinerary 10 days)

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# How to activate these 'doors'

Position your brand's videos for social search discoverability by the right audiences

# The Africa Demand Map: 6 'entry doors' for the APAC Traveller

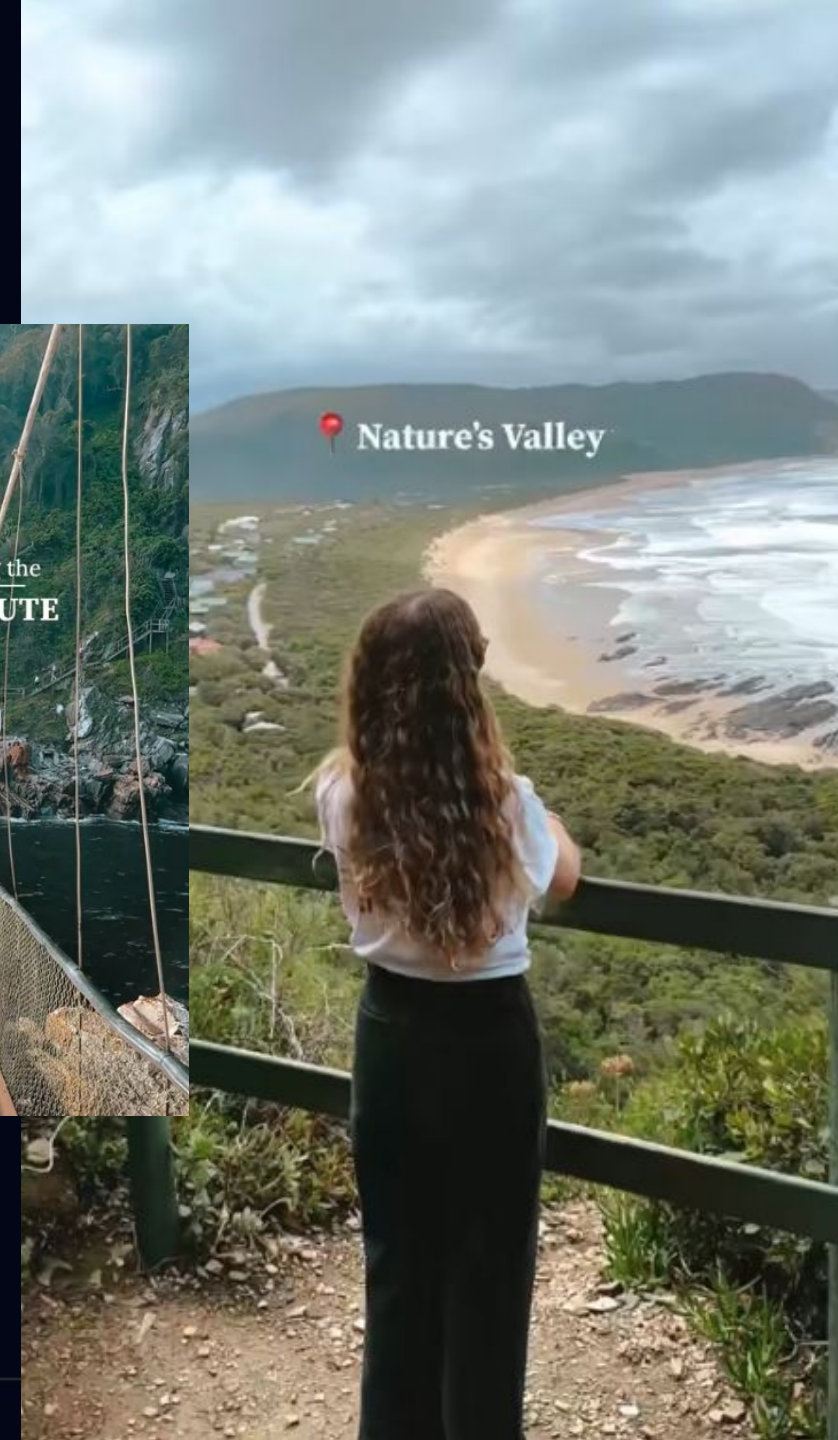
The Entry Door	Market Lead	What to convey	Search anchor	The Conversion Strategy
Soft Landing	MY / ID	Entry Confidence	Halal Food / Cape Malay	Use Bo-Kaap/halal cues to signal safety and familiarity.
Slow Luxury	SG	Route Prestige	Winelands / De Hoop / Paternoster road trip	Focus on the itinerary flow and premium stays.
Marine Adventure	Regional	Visceral Thrill	St. Lucia / Sodwana Bay (Hippos & Marine life)	Specific animal encounters beat generic "beach" views.
Heritage Depth	High-Intent	Cultural Meaning	Lalibela / Simien Mountains (Ethiopia)	Lead with history and "bucket-list" depth.
Wildlife Icons	First-Timers	The Checklist	Penguins / Gorillas	Penguins are the "soft" entry to safari.
Visual Fantasy	XHS / IG	Tactile Aesthetic	Marrakech Riads / Souks	Retail, design, and "stay" aesthetics convert.

# SG: "Here's the route."

South Africa isn't just a destination; it's a sequence. Singaporean travelers prioritize itinerary logic and use Social Search to validate the "flow" of a trip.

Their road-trip interest is driven by a focus on independent, non-family-led exploration

To convert, you must move past generic luxury and focus on the geographical narrative- linking Cape Town to the Winelands and the premium coast. They want to see how the "Slow Luxury" of a scenic drive connects to a marine adventure.



# MY: "This is easier and more familiar than it looks."

Malaysian travellers seek a "cultural anchor" to feel grounded. By lead-positioning the Bo-Kaap and Cape Malay heritage, you provide a bridge of familiarity (similar to Morocco's culture/shopping) that lowers the barrier to entry.

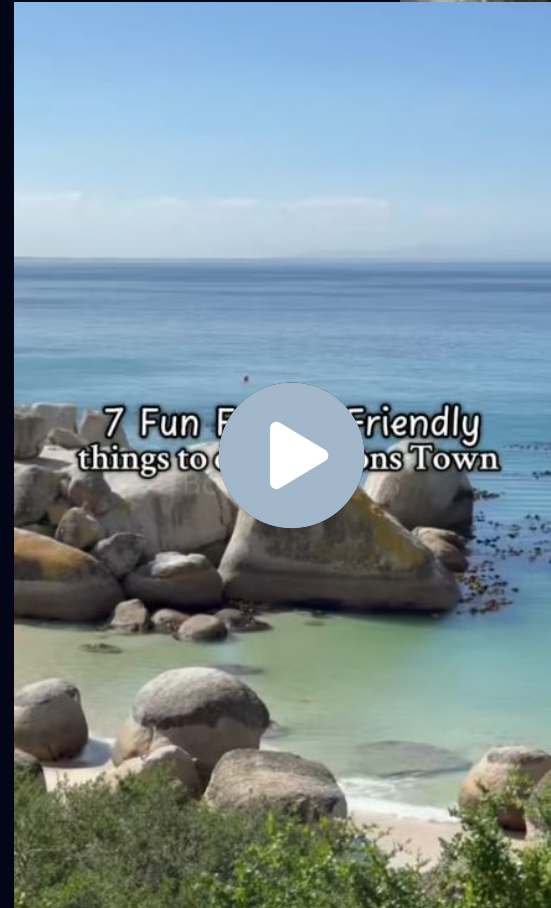
They rely on TikTok and Instagram for visual reassurance that the destination is halal-friendly and fits the family due to the prevalence of family travel. Success here depends on blending "iconic hooks" with practical, "safe" positioning.



# ID: "This is exciting, but comfortable and doable."

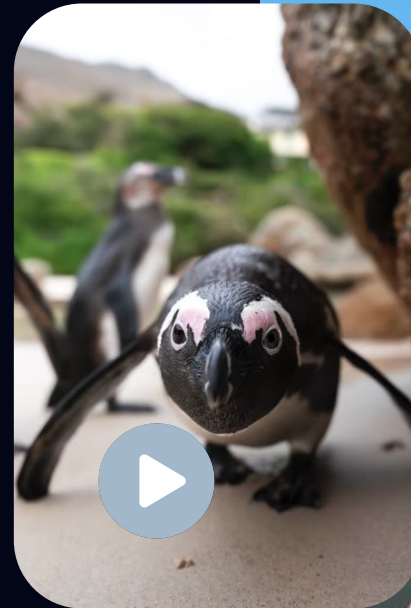
Indonesian travellers are driven by visual proof and iconic landmarks. They are often first-timers who need "confidence-building" content to overcome the perceived intensity of an African safari. They also tend to have family travel, which increases the priority for low-friction entry points.

By lead-positioning "safe" icons like the Boulders Beach penguins and Cape Town's halal-friendly infrastructure, you frame South Africa as a high-reward/low-stress entry point to the continent.



# APAC traveller's universal soft landing: Penguins

Outside of the safaris, the Boulders Beach penguins' serve as a lowered intensity entry point into an African itinerary. It makes the destination feel more family-safe and accessible before the travellers consider the higher-stakes environment of a traditional safari, gorilla trekking, etc.



**A BEACH WHERE YOU CAN SWIM  
WITH PENGUINS !**



# Actionable video strategy

## Answer different intents

SG faces a logistics problem.

MY and ID face a reassurance problem.

Position videos with visual proof points to answer these anxieties.



## Drive utility with proof

Curate mini-guides with different topics covered.

Highlight road infrastructure, pit stops, checklists (in sequence) for SG, and halal and family-friendly choices for MY/ID.



## Lead with the bridges

Show halal infrastructure *before* the resort, hotel, safari etc to lower the barrier to entry.

# Putting this into practice

- ✔ **Lead with the Blueprint (SG):** SG travelers want "Logistics Logic." Replace "cinematic postcards" with high-utility itinerary reels that show the car, the road conditions, and the sequence of the route.
- ✔ **The Penguin Gateway (All Markets):** Use Boulders Beach as the universal "soft landing." It is the most recognizable icon that makes the African continent feel accessible and family-safe for first-timers.
- ✔ **The Cultural Reassurance Bridge (MY/ID):** Anchor with Bo-Kaap and Cape Malay heritage. Use these to differentiate South Africa from generic "Wild Africa"- proving the infrastructure is Halal-friendly and culturally familiar.
- ✔ **Utility is Discoverability:** High-intent audiences aren't searching for vibes; they search for guides, checklists, and "Halal food in X." If your content doesn't answer a planning question, it isn't searchable.

# Thanks!

*Hi! >>*

