

## FOR IMMEDIATE RELEASE

### South African Tourism Launches New Global Brand Campaign in the U.S. 'South Africa Awaits — Come Find Your Joy!'

#### *Campaign Debuts at HSBC SVNS Los Angeles, Celebrating Joy, Culture, and Adventure*

**Los Angeles, 5 May 2025** — South African Tourism officially unveiled its new global brand campaign, **"South Africa Awaits — Come Find Your Joy!"**, this past weekend at the HSBC SVNS World Championship at Dignity Health Sports Park in Los Angeles, bringing South Africa's vibrant spirit to its top overseas market.

The *"South Africa Awaits — Come Find Your Joy!"* campaign is a celebration of the country's boundless energy, rich culture, and extraordinary experiences. It invites travelers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

The launch coincided with a triumphant moment on the pitch, as South Africa clinched their fifth men's Series title with a 19-5 victory over Spain, capping off the 2025 international rugby sevens season in style.

"In a world where life's simple joys often get lost in the rush of daily routines, our new global campaign is an invitation to reignite that child-like curiosity and embrace the thrill of exploration," said **Thembisile Sehloho**, Chief Marketing Officer of South African Tourism.

Through immersive visuals, from the vibrant streets of Johannesburg to the tranquil beauty of the Cape winelands, the campaign's creative content takes audiences on a captivating journey that reaffirms the country's reputation as a leading global destination for wildlife, culture, and adventure. It aligns seamlessly with South African Tourism's broader vision of driving economic growth and community upliftment through tourism.

"By spotlighting our people, our traditions, and our artistic spirit, we're offering the world a truly immersive and meaningful travel experience," explained Sehloho.

#### **A Campaign Backed by Growth and Opportunity**

North America continues to be a key market for South African Tourism. In 2024, the United States was South Africa's number one overseas source market, with a 5.2% increase in American arrivals compared to 2023. Canada also experienced growth of 5.5% year-over-year, underscoring the effectiveness of collaborative efforts between South African Tourism, the private sector, and the travel trade.

Momentum has carried into 2025, with North American arrivals up 4.1% year-over-year in the first quarter.

"American travelers are actively seeking destinations that offer meaningful, culturally enriching, and adventurous experiences, and South Africa delivers on all fronts," said **Darryl Erasmus**, Chief Operations Officer of South African Tourism.

"From breathtaking safaris and rich cultural explorations to vibrant city life, world-class gastronomy, and award-winning wine, South Africa offers unmatched diversity. We are incredibly grateful to the U.S. and Canadian travel trade for their continued support. Your passion and partnership have been instrumental in growing demand for our destination," Erasmus continued.

## **What's Next? The Joy-Fueled Rollout Continues**

As the “*South Africa Awaits — Come Find Your Joy!*” campaign continues its rollout in North America and other global markets, it aims to inspire a new wave of travelers to explore the country’s music, culture, landscapes, and cuisine.

For the travel trade, this campaign offers renewed storytelling tools and fresh energy to drive bookings — and to position South Africa not just as a destination, but as an experience that stays with travelers long after they return home.

View the new TVC here: <https://www.youtube.com/watch?v=koayO8Q1rMc>

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[#ComeFindYourJoy](#)

[#SouthAfricaAwaits](#)