







SOUTH AFRICA AWAITS

— COME FIND YOUR JOY



About Brafrika

Brafrika is an award-winning Brazilian company, recognized among the 100 most powerful in tourism by PANROTAS (2021 and 2022) for its pioneering work in building cultural bridges between Brazil and the African continent, especially South Africa. Founded in 2019, the brand is a benchmark for Afro-centric, urban, and inclusive tourism experiences that value the identities and ancestries of Afro-Brazilian and LGBT+ audiences.

About Think Brafrika

Think Brafrika is Brafrika's consulting and research arm, specializing in understanding and translating behaviors, trends, and market opportunities between Brazil and the African continent. We operate at the intersection of culture, tourism, diversity, and the creative economy, offering strategic intelligence to brands, governments, and institutions that want to build real, sustainable, and positively impactful connections between the two territories.

ABOUT BraffRIKA





03

MENEED TO HAVE A CONVERSATION ABOUT DIVERSITY AND STRATEGIC POSITIONING

Here at Brafrika, we believe that all innovation stems from a discomfort—that topic that keeps coming up, whether in everyday conversations, when we notice the lack of travel options aligned with new interests, or in the strategic discussions of large companies, which still struggle with the lack of visual and narrative representation in their actions. And if there's one topic that's always on the agenda, it is DIVERSITY.

From time to time, we see the tourism market reinforce a limited vision: South Africa as a luxury destination, associated almost exclusively with safaris, distant, inaccessible, and disconnected from the culture that drives the travel desire of different audiences.

But upon closer attention, we realize something different: this very country, often framed by tourist stereotypes, is also a fertile ground for experiences of belonging, cultural dialogue, and inclusive innovation. A destination with the potential to become a pioneer in strategically positioning diversity within the Brazilian Afro-Brazilian and LGBT+ market.



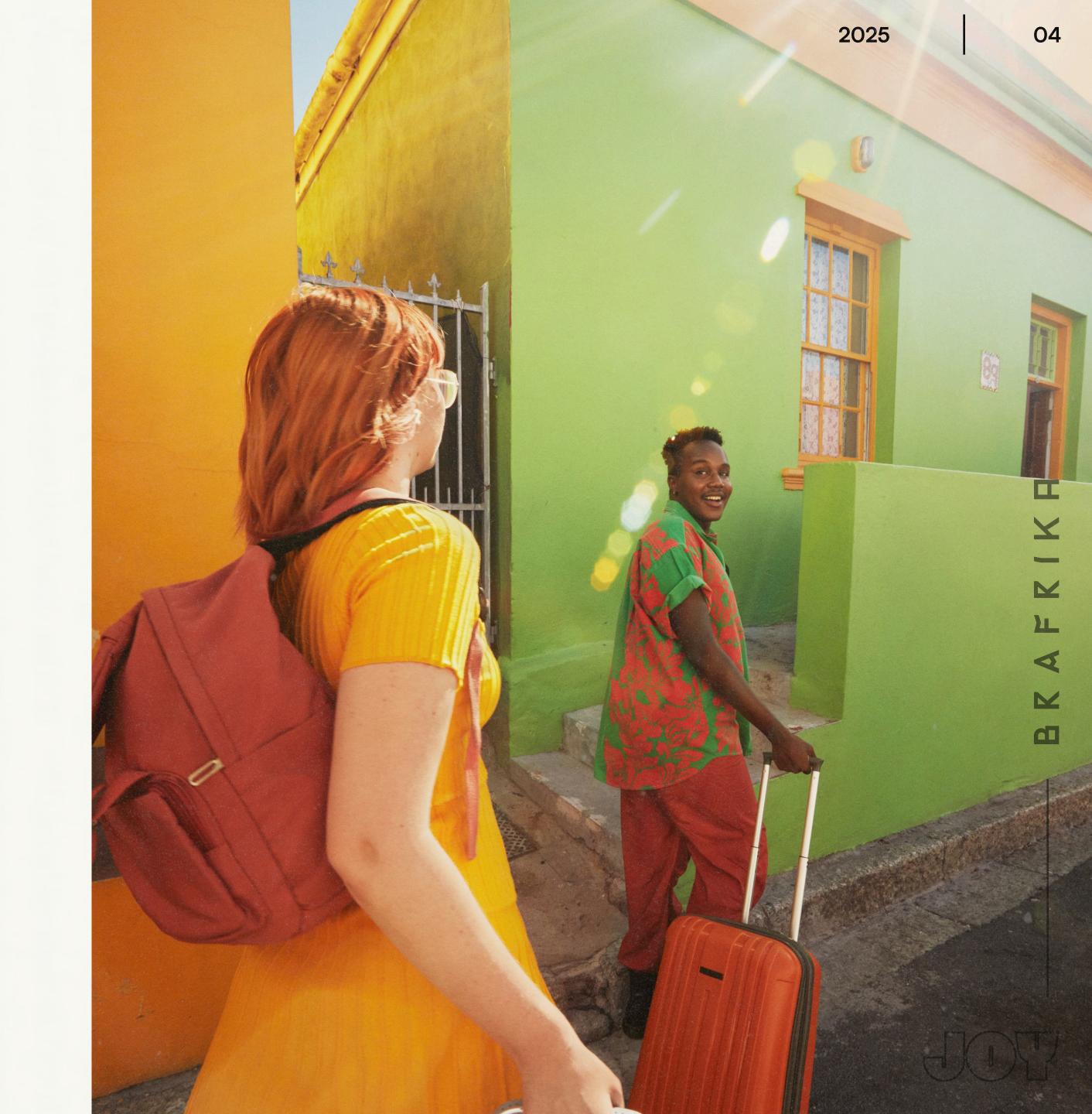
Bia Moremi CEO and Creative Director



SO, WHAT DOES IT MEAN TO TRAVEL TO SOUTH AFRICA TODAY?

It was by delving into this question that we came to a conclusion: the idea of the tourist experience in the country needs (and can) change. More than a luxury destination, South Africa can establish itself as a space for authentic connection, diversity, and transformation.

In this study, we invite you to explore this vision: diversity as a strategic driver of tourism and South Africa's pioneering role in Brazil's travel imagination.



WHAT YOU WILL FIND HERE.

1. LEARNING MORE ABOUT THE LGBT+ COMMUNITY IN BRAZIL AND ITS CONSUMPTION. 2. LEARNING MORE ABOUT THE BLACK COMMUNITY IN BRAZIL AND ITS CONSUMPTION. 3. LET'S TALK ABOUT JOY. 4. RESEARCH. 5. OUR INSIGHTS. 6. CONCLUSION. 7. INVITATION TO OFFICIAL REPORT



TDOESN'T FIURT TO REMEMBER

Lesbians

Women who feel emotional and/or sexual attraction to other women.



Gays

Men who feel emotional and/or sexual attraction to other men.
The term can also be used as an umbrella term for homosexuals in general



Bisexuals

People who feel emotional and/or sexual attraction to more than one gender (not necessarily at the same time or in the same way)



Transgender / Transvestites

People whose gender identity differs from the sex assigned at birth. Includes trans men, trans women, and transvestites.



Queer

A term originally used pejoratively, it has been redefined to designate people who reject fixed labels of gender identity or sexual orientation.



Intersex

People born with sexual characteristics (genitals, chromosomes, or hormones) that do not fit the binary norm of "male" or "female."



05

TDOESN'T HURT TO REMEMBER

Asexuals / Aromantic / Agender

Asexuals: People who do not feel (or feel little) sexual attraction.

Aromantic: People who do not feel (or feel little) romantic attraction.

Agender: People who do not identify with any gender.



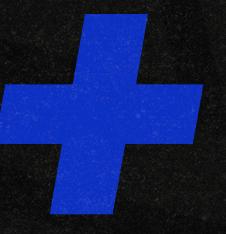
Pansexuals

People who feel emotional and/or sexual attraction to others regardless of gender or gender identity.



Non-binary

People who feel emotional and/or sexual attraction to more than one gender (not necessarily at the same time or in the same way)

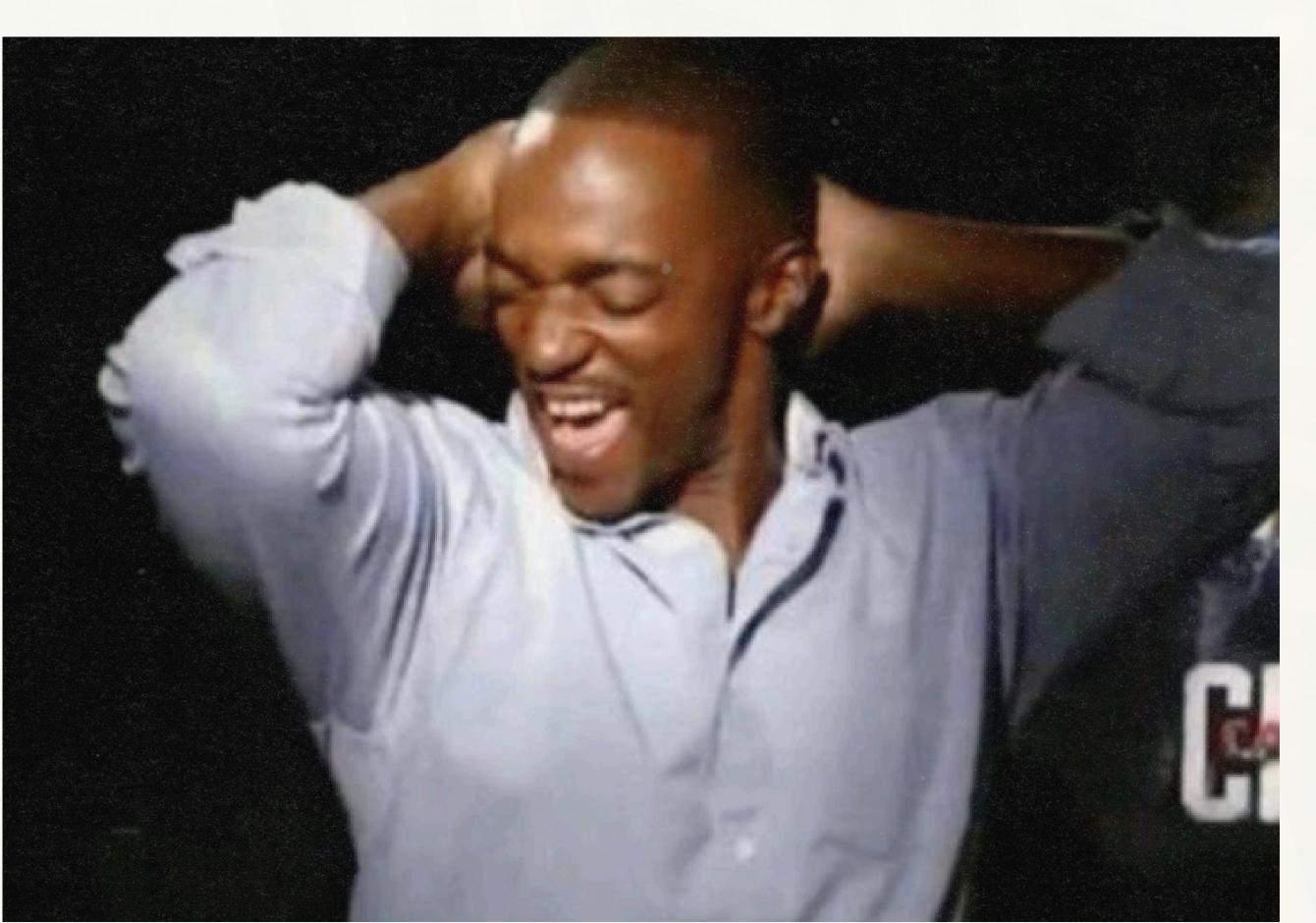


(More)

Represents other identities and orientations that are not explicitly included in the acronym, but are part of sexual and gender diversity (such as demisexual, bigender, polysexual, among others).

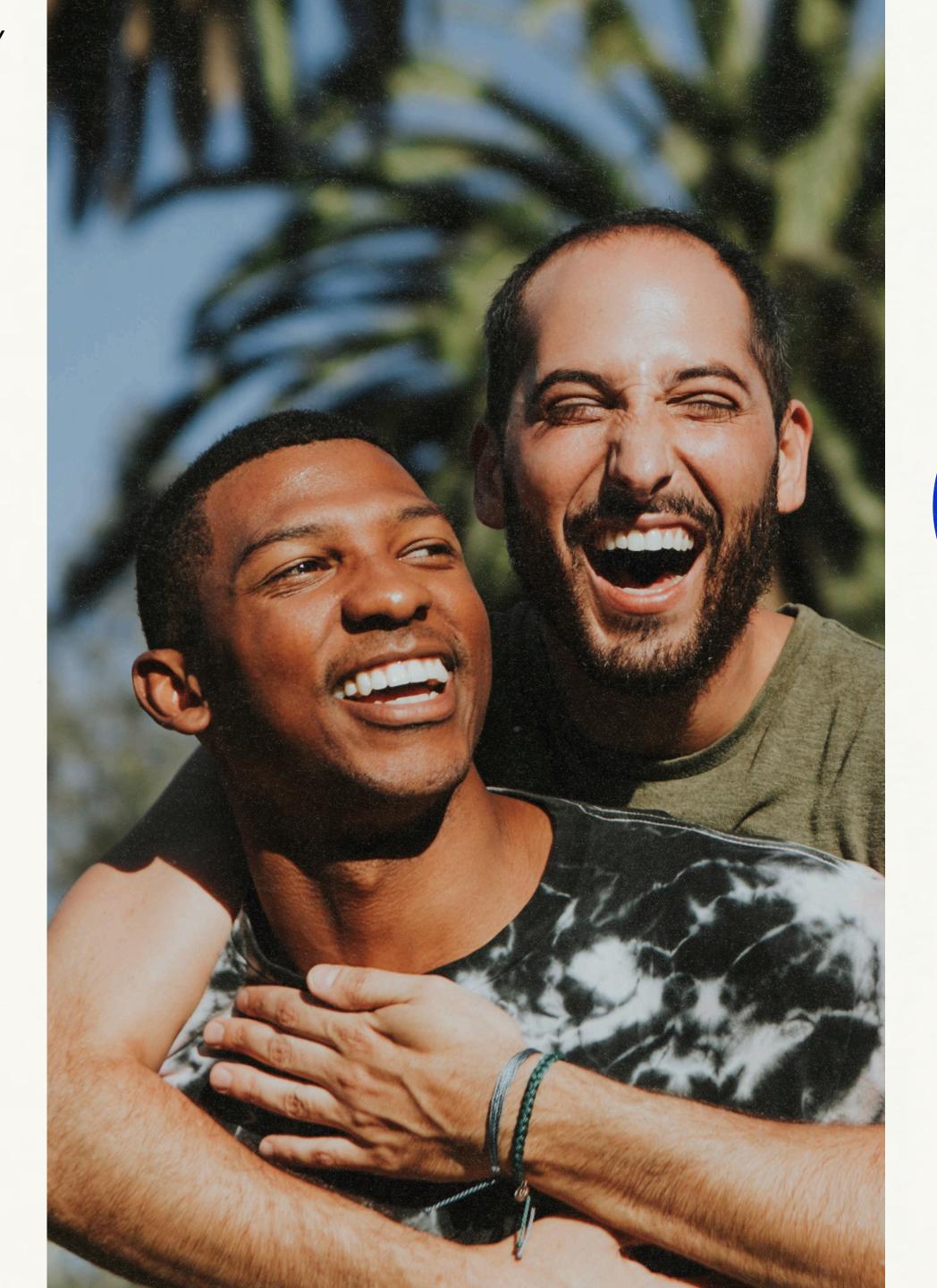








A 2022 Datafolha survey indicates that more than 15.5 million people in Brazil identify as LGBT+, which corresponds to approximately 9.3% of the adult population (16 and older).



62%

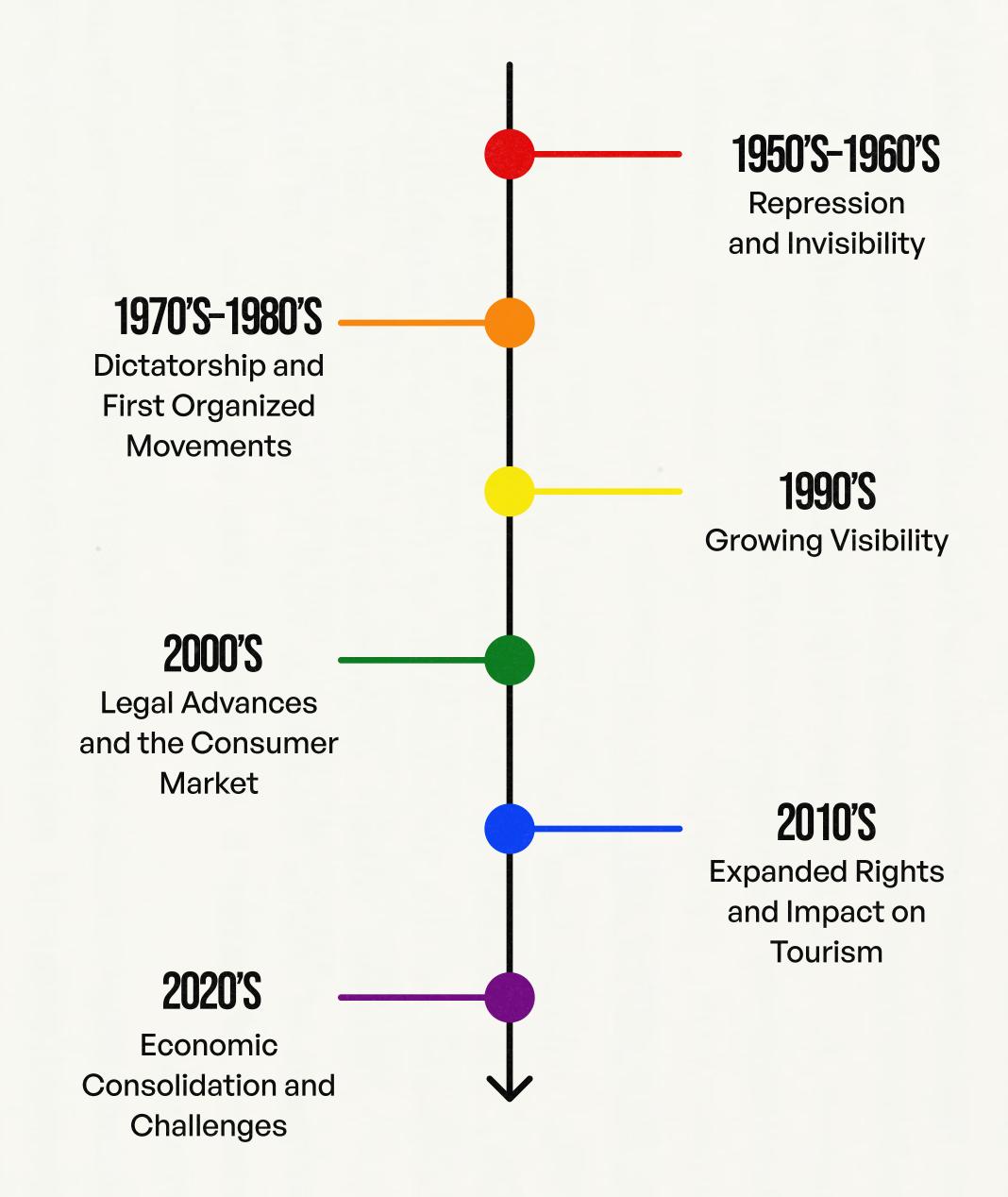
of Brazilian LGBT+
tourists say they prefer
to travel to inclusive
destinations, according
to a Booking.com survey.



But to understand...Before we delve deeper into the positioning strategy, let's learn a little more about...

CHRONOLOGY OF THE LGBT+ COMMUNITY AND ITS CONSUMPTION IN BRAZIL

The trajectory of the LGBT+ community in Brazil reflects a movement of resistance, visibility, and achievements that intertwines with social, cultural, and economic transformations over more than seven decades.





General Consumption:

Between April 2023 and March 2024, the community injected R\$18.7 billion into the market (NIQ). In 2022, this consumption was R\$12.6 billion, a 15.5% increase compared to the previous year.

Purchasing Power:

The average online shopping spend in LGBT+ households was R\$363, compared to R\$286 in non-LGBT+ households approximately 27% more.

Demographics:

Brazilians

adult population identifies as LGBT+ approximately 15.5 million people













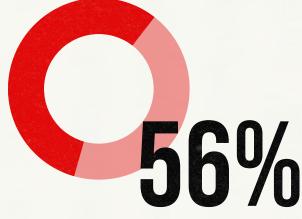




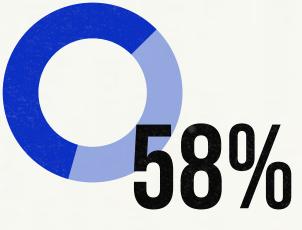


Tourism:

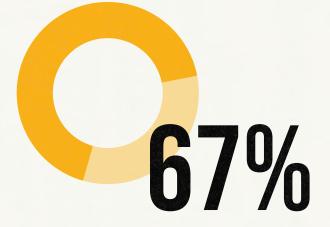
of Brazilian LGBT+ tourists say they prefer to travel to inclusive destinations, according to a Booking.com survey.



report having experienced discrimination while traveling.



have chosen destinations perceived as welcoming in the last 12 months.



of LGBTQ+ parents evaluate the level of welcoming before traveling with their children.

Global impact:

LGBTQ+ tourism generates US\$500 billion annually worldwide, with LGBTQ+ travelers spending, on average, 28% more than other tourists. Estimates place the community's financial potential in Brazil at US\$133 billion (≈R\$419 billion), approximately 10% of the country's GDP.







WE'LL NEED A LITTLE MORE THAN JUST A PRACTICAL GLOSSARY TO EXPLAIN Race Classifications IN Brazil, SHALL WE?



NEGRO (Brazil)

- Definition: An umbrella term that includes people who identify as Black or (Brown) Mixed Race, used in public policy, official statistics, and the Black movement.
- Historical context: It emerged in the 1970s and 1980s with the strengthening of the Movimento Negro Unificado (MNU) and was reinforced by the concept of "Afrodescendance" to encompass different African skin tones and origins in Brazil.

BLAG (Brazil)

- Definition: People of African descent with dark skin, a subgroup within "Negro"
- Historical context: The term gained traction in the 2000s with affirmative action policies and racial visibility campaigns, with a growing appreciation for dark-skinned people.



BROWN (Brazil)

- Definition: People of mixed ancestry, usually African, Indigenous, and European.
- Historical and cultural context: The "brown" category is numerically the largest in Brazil (approximately 43–44% of the population) and represents enormous phenotypic, cultural, and socioeconomic diversity.
- Miscegenation in Brazil was a state policy, resulting from colonialism, slavery, and the integration of African, Indigenous, and European peoples. The brown identity does not have rigid boundaries of skin tone, encompassing multiple forms of cultural expression.

WHIE (Brazil)

- Definition: People of European descent, usually lightskinned.
- Historical context: Historically privileged during the colonial and post-abolitionist periods, dominating politics, economics, and hegemonic culture.





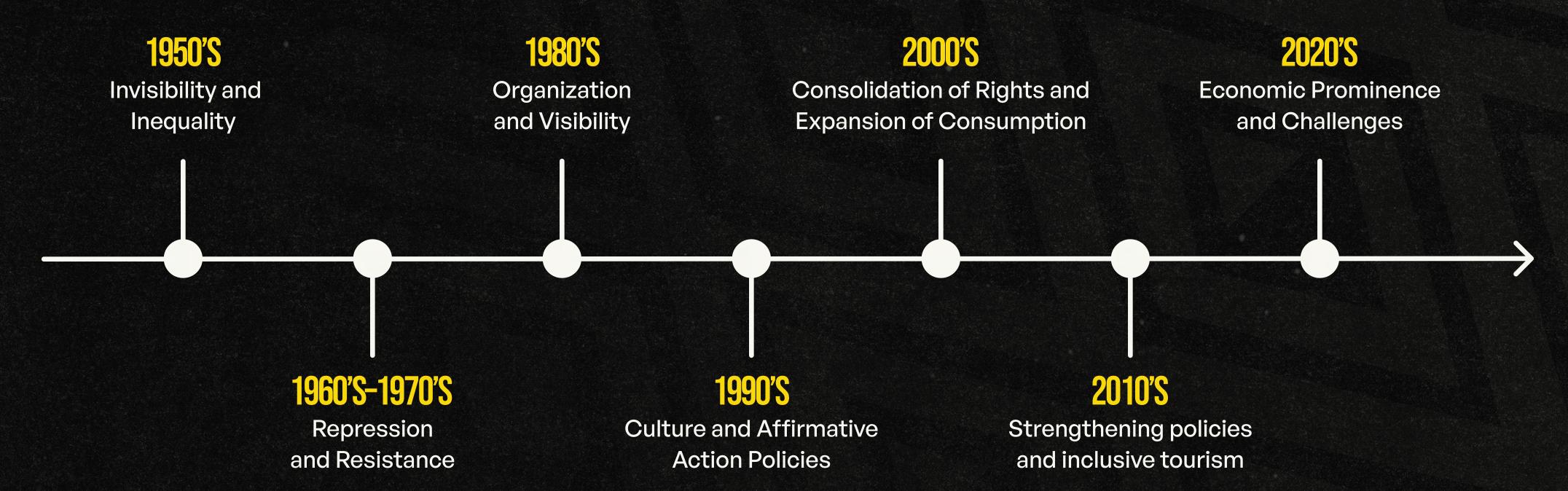
According to the Continuous National Household Sample Survey (PNAD Contínua/IBGE) (2nd quarter of 2024), Black and mixed-race individuals (the Black population) account for of the Brazilian population.

Consumer dreams/aspirations: In 2021, the Black population consumed an estimated R\$2 trillion in products and services in Brazil—if it were a country, it would be among the 20 largest consumer markets in the world.



CHRONOLOGY OF THE Black Population AND THEIR CONSUMPTION IN BRAZIL

The trajectory of the Black population in Brazil reflects a history of resistance, social, and economic achievements, ranging from invisibility and repression to growing visibility and cultural and consumer prominence.





DATA INFOgraphic

91%

of Black tourists would consume more tourist experiences if there were greater investment in Afrotourism. 82%

prefer tourism businesses managed by Black professionals.

70%

consider current Brazilian tourism to be insufficiently inclusive.

55%

have experienced or witnessed racism while traveling.



NOW THAT WE KNOW A LITTLE MORE ABOUT THESE TWO Super Powerful Communities In Brazil, LET'S TALK ABOUT JOY, THIS FEELING THAT UNITES, TRANSFORMS AND EMPOWERS.



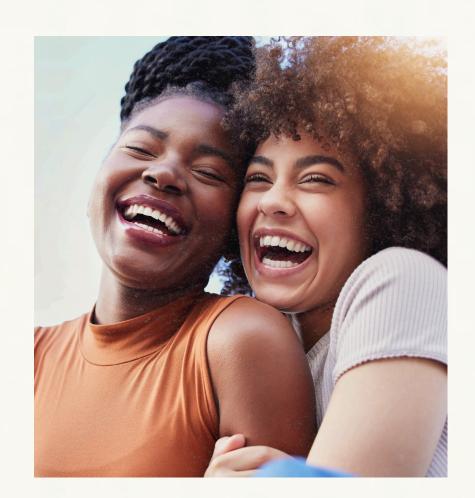
Joy in the Global South: AN ANTHROPOLOGICAL PERSPECTIVE

Joy in the Global South— Africa, Latin America, Southeast Asia, and the Caribbean—isn't just a fleeting feeling; it's something lived, shared, and deeply connected to community. In places shaped by histories of colonialism, racism, and inequality, joy becomes a way to celebrate life, resist oppression, and hold on to cultural identity. It shows up in music, dance, festivals, food, and rituals—think of Samba, Maracatu, or Candomblé in Brazil, or South African celebrations guided by ubuntu, the philosophy that "I am because we are." These joyful expressions turn past struggles into moments of connection and resilience.

Looking at joy through the lens of anthropology reminds us that it's never just personal. It lives at the crossroads of body, community, and place, bridging history and everyday life. Studying joy here isn't just about emotions or aesthetics; it's about understanding how people in marginalized communities find meaning, assert themselves, and nurture bonds of solidarity. Celebrating joy becomes a way of knowing, resisting, and transforming the world—proving that pleasure, celebration, and togetherness are powerful forms of life and culture.







In Brazil and South Africa, joy is much more than a fleeting emotion—it's a way of surviving, asserting identity, and celebrating life in the face of histories marked by colonialism, slavery, and racial segregation. For communities often marginalized, joy shows up through music, dance, festivals, and community rituals, transforming pain into resilience and creating spaces of belonging.

JOY AS A TOOL FOR RESILIENCE, RESISTANCE, AND EXISTENCE: BRAZIL AND SOUTH AFRICA

In Brazil, samba, maracatu, carnival, and street parties carry centuries of memory and resistance. These collective expressions allow people to turn suffering into celebration, asserting dignity and reaffirming identity despite structural inequalities. In South Africa, joy is equally shaped by history: gqom, kwaito, community gatherings, and the philosophy of ubuntu—"I am because we are"—show that joy thrives in connection, solidarity, and shared creation.

In both countries, joy is political and existential. It resists oppression, preserves collective memory, and strengthens bonds of belonging. More than entertainment, it is a language of resistance, a tool of collective care, and a testament that life can be celebrated even in the toughest circumstances. In this way, joy connects the past, present, and future, offering communities a powerful path to transformation, emancipation, and survival.

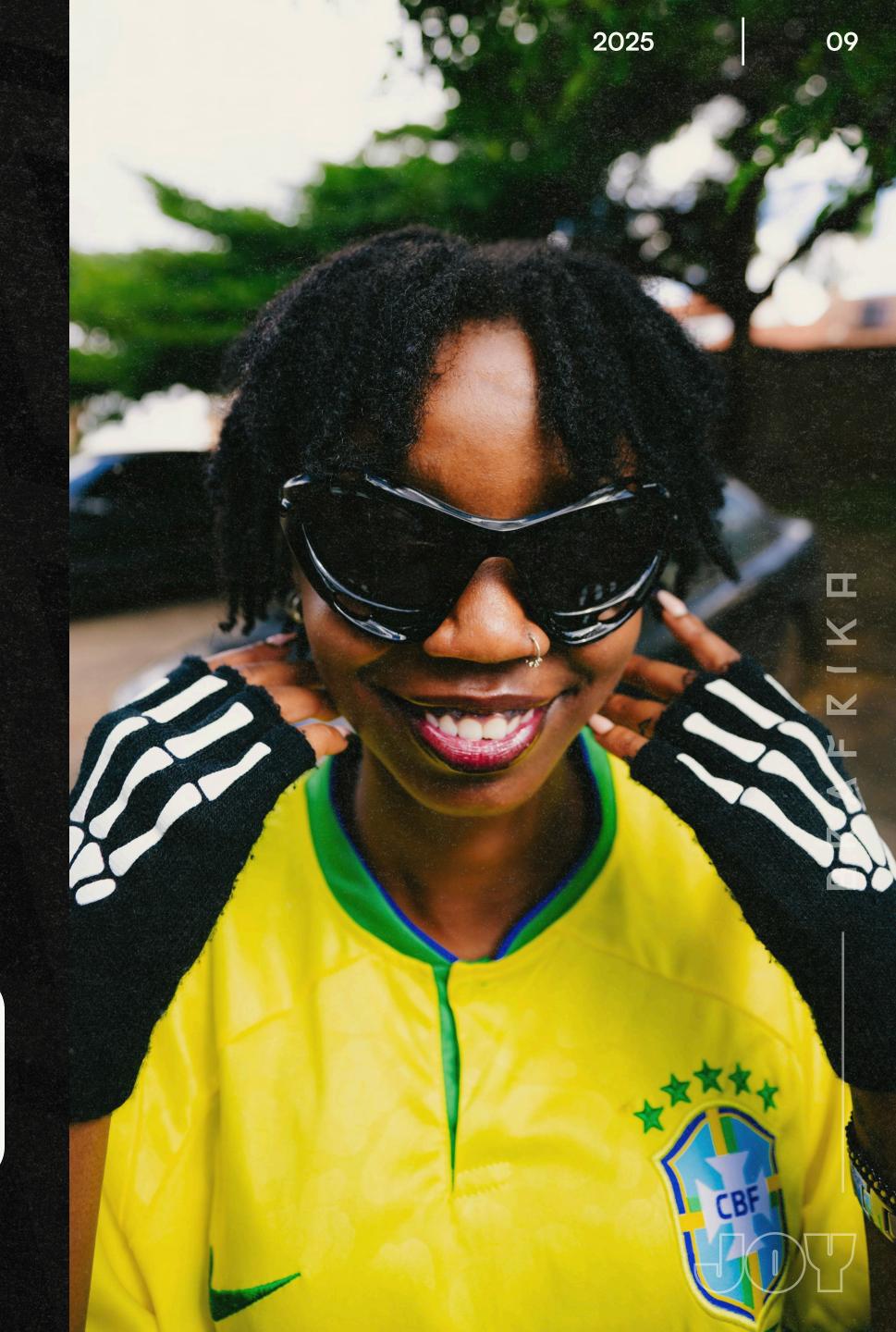


Joy as a Key TO UNDERSTANDING TOURISM CONSUMPTION IN Brazil

In Brazil, joy isn't just part of social life—it's at the heart of how people imagine and experience travel. Brazilians don't choose trips only based on price or convenience; they're drawn to experiences that spark pleasure, connection, and wonder. Travel becomes a way to awaken the inner child, celebrate achievements, and step out of routine into moments of enchantment and freedom.

Joy drives tourism decisions. It's less about technical details and more about experiences that make people laugh with friends, marvel at landscapes, dance in local celebrations, or feel a sense of belonging. Traveling is a symbolic investment in happiness, both personal and collective, where each journey becomes a story worth remembering.

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NOW IT IS TIME TO DIG DEEPER IN THE RESEARCH, let's go?



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We seek to understand how travellers and tourism professionals perceive South Africa and what elements can support a new positioning of the destination based on the JOY narrative thread.

The objective was to understand how travelers and tourism professionals perceive South Africa and deepen their understanding of:

BELONGING

how can you feel welcome and represented in a destination?

BARRIERS

what still deters potential travelers?

AUTHENTICITY

what makes an experience feel genuine and unique?

COMMUNICATIONS

how can you turn narratives and campaigns into real connections?



Since minorities are underrepresented in academic readings, our intention was to cross-reference existing data in the literature with the people interviewed during our data collection, focusing on the diversity of respondents:

83% self-identified as Black

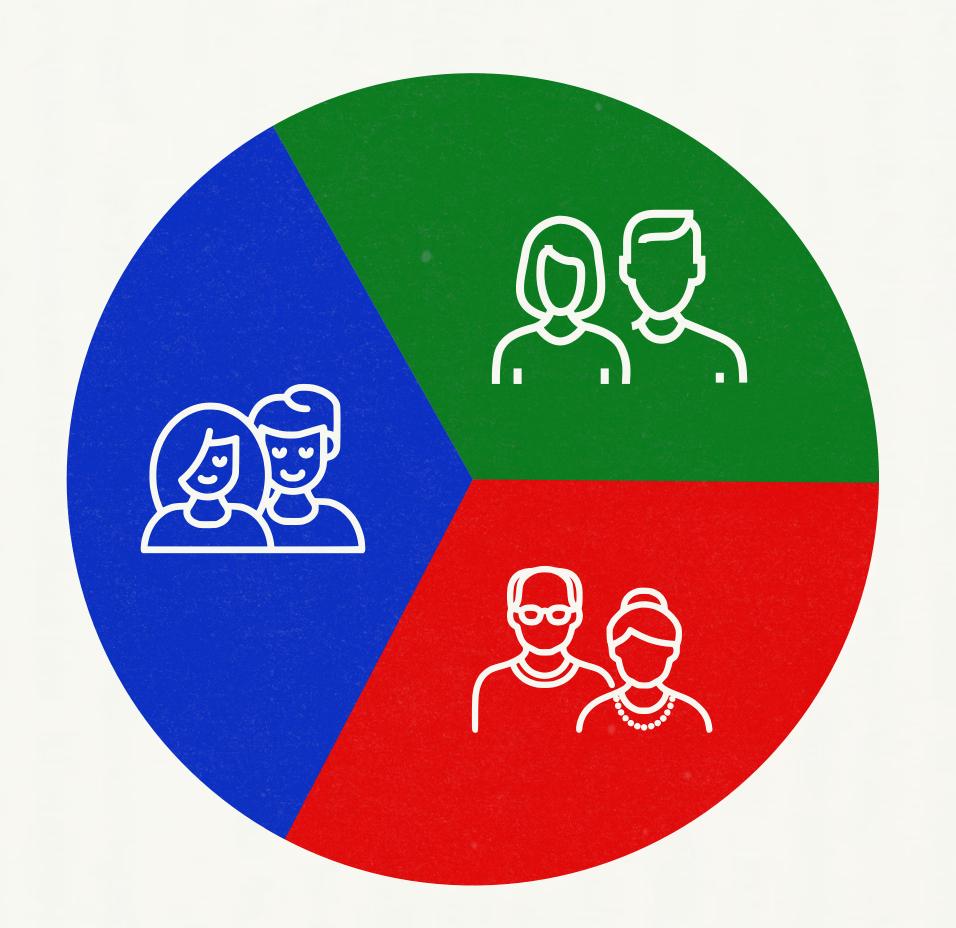
58% self-identified as LGBT+

67% were cisgender men



Age was also an important factor for us. There was a balance in representation, with one-third under the age of 30, another third in their 30s, and the rest over 50.

This mosaic allowed for a comparison of perspectives among young people, adults, and older adults, revealing differences in expectations and priorities.



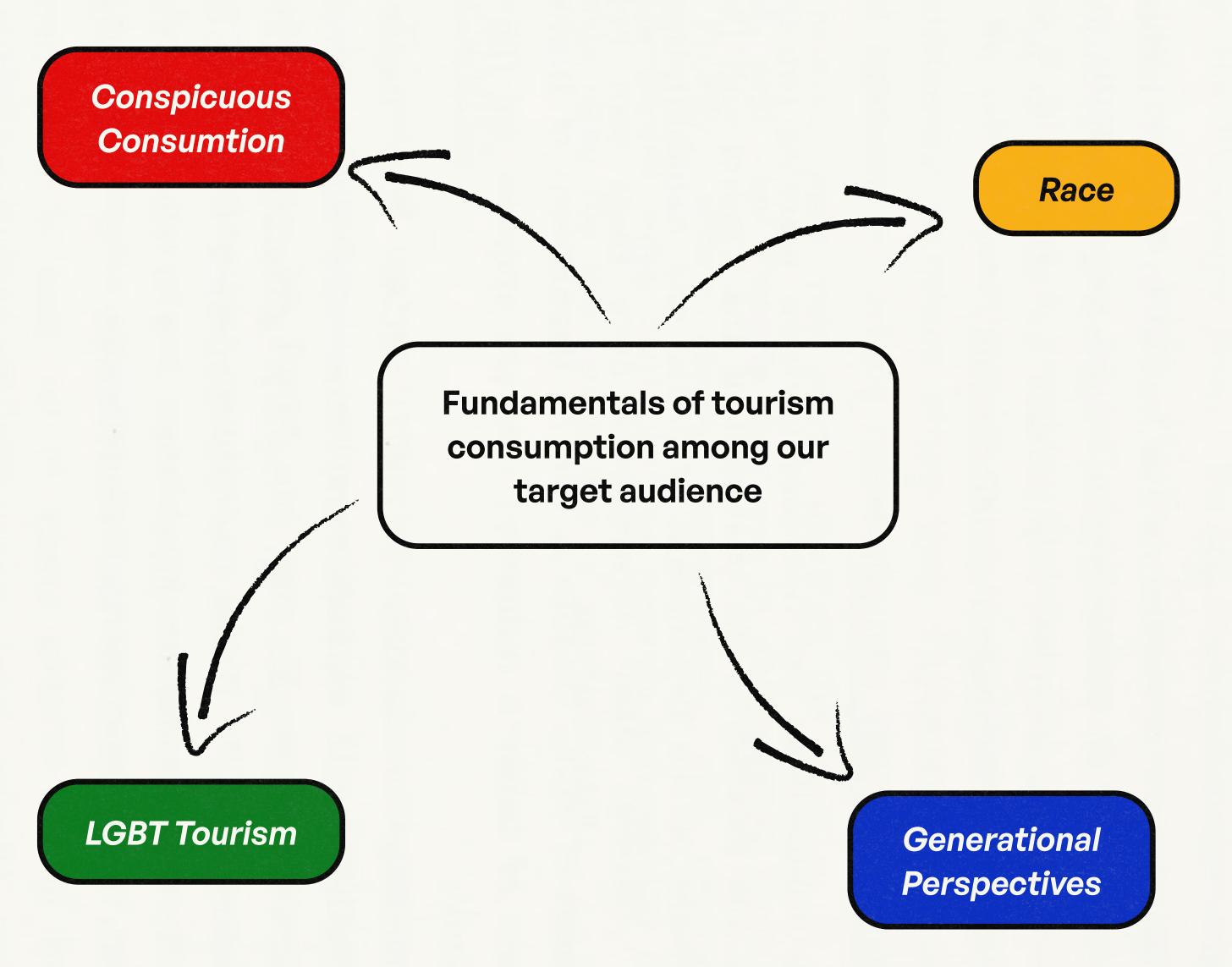


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To understand the behavior of Brazilian tourists, it is essential to recognize the layers that structure their choices and perceptions.

These social and symbolic dimensions permeate the act of traveling, even when they are not consciously named.

Below, we present the main axes that underpin Brazilian tourism consumption and help to interpret how the desire to travel manifests itself.





CONSPICUOS CONSUMPTION

Corneo and Jeanne (2001) show that conspicuous consumption influences choices, leading people to seek goods and experiences that signal status and social recognition, as occurs in world-renowned luxury destinations such as Dubai or Disney. For our target audience, however, this phenomenon takes on different contours: traveling is not just about showing off, but also a moment of leisure, distancing oneself from reality, and a feeling of acceptance and appreciation. Conspicuous consumption remains, but manifests itself in various ways: some travel discreetly, while others invest in resorts and luxury packages. The performative dimension of tourism appears in photos, posts, and shared itineraries, showing that being in certain places also means being socially recognized (Lin & Rasoolimanesh, 2022). Even seemingly simple decisions, such as choosing accommodation, carry symbolism: opting for a hotel with more stars can represent exclusivity, status, or snobbery, in addition to offering functional comfort.



TOURISM AND RACE: THE WEIGHT OF SYMBOLIC BARRIERS

For Black travelers, the act of traveling still involves navigating invisible tensions. Racism, stares, and a lack of representation generate insecurity and even influence the choice of destination.

Seeing Black people in campaigns, teams, and tourist experiences is what transforms a space into a welcoming place.

More than aesthetics, representation is a sign that the destination truly welcomes that traveler. It is what allows them to relax without having to justify their presence there.



GENERATIONAL PERSPECTIVES

Tourist behaviour varies according to generation.

For Generation Z, travelling is a rite of passage: they seek freedom, authenticity and real stories, with decisions based on convenience and values.

Millennials balance their desire for novelty with caution and planning, influenced by global experiences of instability.

Older generations prioritise trust, loyalty and predictability, valuing personalised service and direct communication.

Each group experiences tourism differently, and the feeling of 'joy' takes on its own meaning in each age group.

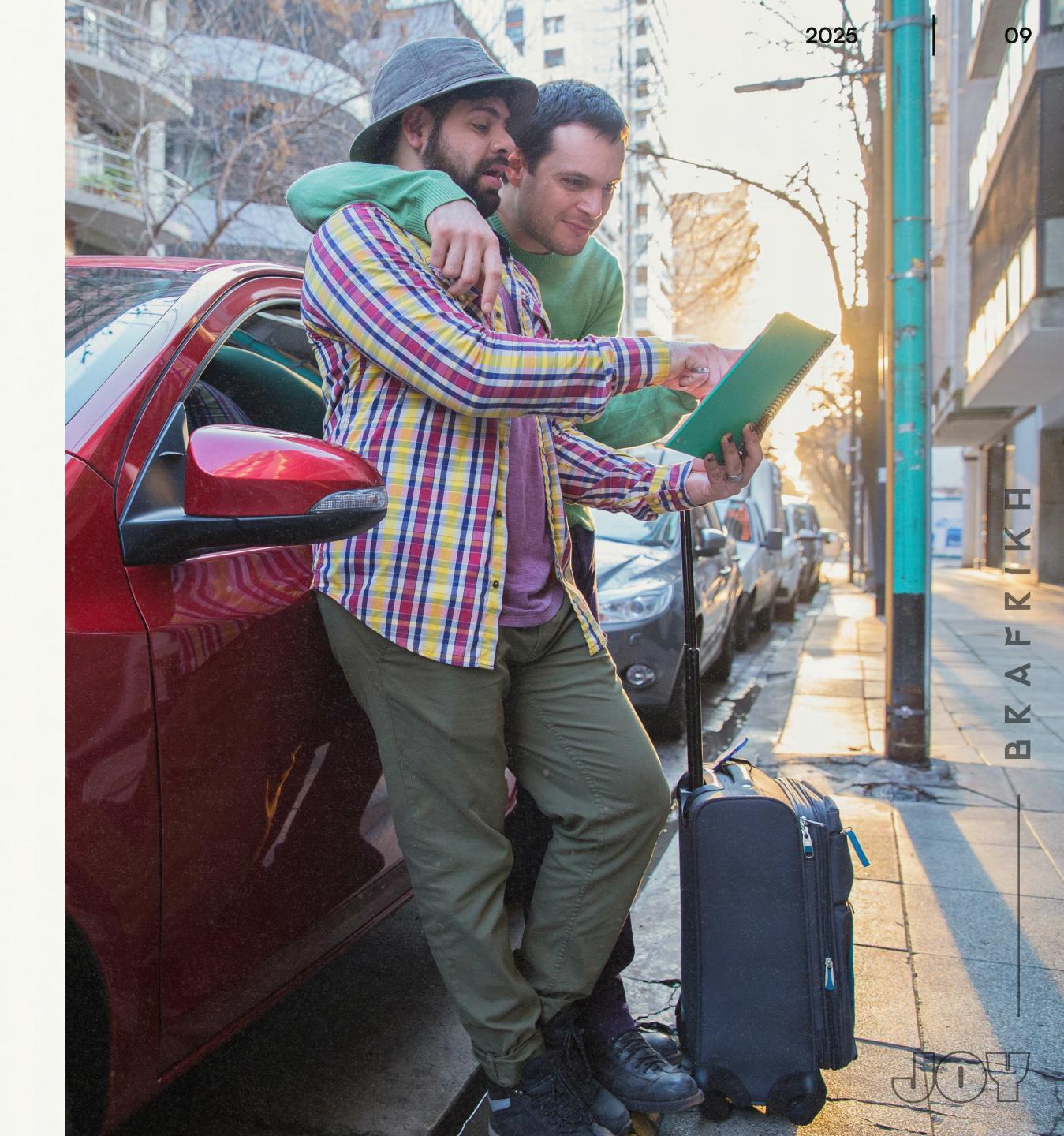


LGBT+ TOURISM

For the LGBT+ community, travelling is also an act of affirmation. Choosing a destination is not just about leisure, but also about seeking safety, freedom and respect. Even today, many travellers from this community face symbolic barriers, from fear of public displays of affection to the absence of inclusive policies.

In this context, welcoming is a stance. Destinations and businesses that truly value diversity build more authentic and transformative experiences, where each person can fully exist without censorship or embarrassment.

Research shows that being 'gay friendly' is not a marketing label, but a commitment to real inclusion practices, from customer service to communication and representation. Thus, LGBT+ tourism reinforces an essential idea: diversity is part of a destination's value, not a separate niche.



MHAT WE READ VS. WHAT ME HEAR

The literature pointed to belonging, authenticity, ancestry, and diversity as crucial for engaging tourists.

The interviews confirmed these themes and revealed new nuances: safety, recognition, and authentic experiences are decisive for Black and LGBT+ travellers.

Professionals different perceive challenges: transforming concepts into concrete practices.

Real tourism starts with real voices.

Travellers: almost 70% trust more in influencer content and UGC user-generated content. Reels, short videos, lives — even showing mishaps — have more credibility than institutional campaigns.



Based on what we heard, five major themes emerged from the discussions

authenticity is freedom and **Authenticity and trust** acceptance, not just "local culture" being in all spaces **Belonging and identity** without being questioned. **Narratives and communication** trust in real voices language, cost and safety **Barriers and challenges** still deter travellers. preference for co-created **Experiences and products** and live experiences.



WHAT CONNECTS ALL THE STATEMENTS IS THE DESIRE FOR safe, authentic, AND inclusive experiences.



CONVERGENCES AND DIVERGENCES

The interviews were analysed to identify points of convergence and divergence between travellers and professionals. This allows us to understand what is confirmed between theory and practice and where perceptions diverge, revealing gaps and opportunities for strategic action.

Theme	Travellers	Professionals
Authenticity	Freedom and hospitality	History and cultural diversity
Belonging	Representation in everyday life	Symbolic and aspirational feeling
Communication	Social proof, influencers	Institutional campaigns
Challenges	Practical barriers and insecurity	Lack of training and investment
Products	Co-created experiences	Diversity of offerings



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TOURIST EXPERIENCE: IDENTITY AND INTERSECTIONALITY

Travel experiences are not universal. Race, gender, and sexuality overlap, creating layers of vulnerability, resistance, and belonging.

As one traveller pointed out:

it is more difficult to be a black man than a gay man.

This reinforces that safety, hospitality and authenticity (themes already highlighted in previous slides) need to be analysed in an intersectional way.



WHEN PRACTICE MEETS THEORY

Belonging and ancestry align with studies of Afro-tourism.

The search for authenticity dialogues with performative consumption on social media.

Generational differences reflect changes in values and expectations.



EVERYTHING WE HEAR POINTS TO Joy





These pillars transform tourism into of resistance and celebration. They rise from the same ground where justice, freedom and dignity were once reclaimed, now echoing through each journey that honours difference and connection.

For Black and LGBT+ travellers, it means inhabiting a world where body, colour and affections are not watched, but welcomed - not questioned, but recognised.



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JOY BECOMES A BRIDGE

Belonging

because it is where the traveler recognizes themselves and feels recognized.

Authenticity

because genuine experiences matter more than the staging of the exotic.

Safety

because the body only relaxes where it is welcomed.

Social Validation

because the joy of living an experience also lies in being able to narrate it and inspire others.

Immersion

because one only truly belongs to what is lived with awakened closely, senses and an open heart.



TO DIG DEEPER IN OUR RESEARCH, INSIGHTS AND HOW TO PUT IT INTO PRACTICE, please read the entire report at our website





Thank you SO MUCH FOR BEING WITH US THIS FAR.

WE'D LOVE TO HEAR YOUR THOUGHTS ON THIS FIRST STAGE. THIS IS JUST THE BEGINNING OF A JOURNEY WE WANT TO BUILD Together.

