

FROM SCROLL TO SCROLL

How Lowveld Tourism Can Win on Social Media

KLCBT Annual Tourism Conference · 2026

Your audience is already scrolling. The only question is whether you're stopping them.

ACTIVITY

Take out your phone.



Kruger safari



things to do in
Nelspruit



Lowveld lodge



best restaurant
Hazyview

Every result that appears before yours is a booking someone else got.

We have world-class tourism product in this region.
Our social media doesn't always reflect that.
Today, we fix that.

THE LANDSCAPE HAS CHANGED

VIBE CHECK

Travellers check social media
before booking, not just Google

GEN Z + MILLENNIALS

Use Instagram & TikTok
as a search engine for travel

The old funnel was: Google → Booking.com → Reserve.

The new funnel is: Social media vibe check → Trust → Book.

If your business isn't showing up authentically on these platforms, you are invisible to an entire generation of guests.

THREE PLATFORMS. THREE PURPOSES.

INSTAGRAM

Vibe checks · Visual search · Millennials & Gen Z

Your guests are deciding if you're worth visiting based on your feed. Treat it like your digital front door.

TIKTOK

Raw · Authentic · Highest viral potential

Short, real content filmed on your phone. The Lowveld view with a caption that makes someone tag their partner.

FACEBOOK

Older demographics · Targeted paid ads

Run ads that reach tourists physically in your area right now. That level of targeting is extraordinary.

THE ALGORITHM IS NOT YOUR ENEMY.

It rewards two things:

CONSISTENCY

Show up regularly. 2–3 posts/week done consistently beats 7 posts/week that burn out.

ENGAGEMENT

Reply to comments. Ask questions. Build a community, not just a broadcast channel.



BATCH CONTENT CREATION

Set aside 1–2 hours once a month. Film your view. Plate a dish. Do a staff walk-through. Use Meta's scheduling tools so past-you handles the posting. Present-you runs the business.

STOP SELLING TO HUMANS.

We scroll past ads before we've consciously registered them. It's biological.

80%

ASPIRATIONAL CONTENT

Make people feel something.
Make them say 'babe, we need to go here.'
Make them save the post. Make them dream.

20%

PROMOTIONAL

Packages,
specials,
ameninities.
By now they
already love you.

ACTIVITY — 90 SECONDS

Open your notes app. Write these down.

3 WORDS

that describe your
establishment

3 WORDS

that describe your
ideal guest

3 WORDS

that describe the
experience you provide

*These 9 words are the foundation of your content strategy.
Every post you create should live inside this space.*

BUILD YOUR CONTENT PILLARS

Choose 4–5 themes that anchor every piece of content you create.

1

THE EXPERIENCE

2

ACCOMMODATION

3

DINING

4

LOCATION

5

GUEST STORIES

For each post, ask:

1. Which pillar does this belong to?
2. Who am I talking to?
3. What is the goal of this post?

DEFINE YOUR AUDIENCE. PRECISELY.

X VAGUE

"Families looking for a lodge."

✓ PRECISE

"I'm speaking to women aged 35–55 who want small-group curated experiences in the Lowveld."

Every piece of content should be written so that person sees themselves in it. Hashtags are fading. Your caption keywords are what algorithms read now.

CONTENT THAT ACTUALLY WORKS

ACTIVITY - Turn to the person next to you: What's the most beautiful thing about your business you've never posted about? 60 seconds. Go.

LODGE / ACCOMMODATION

POV welcome reel - your receptionist greeting a guest, ending with their favourite guest memory.

RESTAURANT

Chef talks about one dish - where the ingredient comes from, why they love it. No script. Just passion.

SAFARI / TOUR

'Day in the life' from your guide's perspective. What did they see on this morning's drive?

TOURIST ATTRACTION

Repost a guest photo with a story caption. Real people > polished ads, every time.

YOUR MOST POWERFUL (FREE) TOOLS

USER-GENERATED CONTENT

Encourage guests to tag you. Repost their photos. A recommendation from a friend beats any ad you'll ever run.

MICRO-INFLUENCER MARKETING

SA travel creators with 10K–100K followers are producing the most effective tourism content in 2026. One night. Real content. Real reach.

SOCIAL LISTENING

Search 'Kruger lodge' or 'things to do in Sabie' on Instagram and TikTok. See the conversation. Find where you're missing.

Make your content saveable and shareable. Ask yourself: would someone send this to their partner saying 'babe, we need to go here'?

DO THIS ON MONDAY MORNING.

1 Do the 9-word exercise: 3 words each for your establishment, your guest, your experience.

2 Choose 2–3 content pillars. Just start there - you can always add more.

3 Schedule ONE hour next week for batch content creation. Film 5 things.

4 Write one caption that starts with a keyword your ideal guest would actually search.

5 Search your business on Instagram and TikTok. See what's missing. That gap is your opportunity.

The Lowveld has a world-class story to tell.

Social media is the platform to tell it at scale.
It's free to start. It rewards consistency over budget.
Your audience is scrolling right now.

*The algorithm isn't your enemy.
Your audience is out there.
The only question is whether your content stops them.*

Ashleigh Pauls, The Hive Studio

Brand Strategy · Social Media Management · Content Creation