

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share

What is Ekhaya? Most black youth from townships, small towns and rural areas move to different South African cities to find professional work. Ekhaya is the term, which refers to where one was born and from where one comes. Many young black people are having more traveling experiences than ever before. At first, one travelled Ekhaya (home) during the public holidays and that was considered a vacation. However this has changed over the years, with more young black professionals exploring the country and the world as part of their holiday travels. Consequently, with increased income over the years and more exposure to the world; the black mass market no longer has the same holiday pattern of travelling Ekhaya.

- Travel packages have now become a popular choice for considering traveling destinations, as this is an easier and more affordable way to plan holidays, especially if it's new to a person. Black tax was also a major contribution for people going back home during December, Easter, Winter and Spring holidays because one had to ensure that they bought groceries and money back home. Now they are able to send money without traveling Ekhaya through options, such as mobile money transfer.
- When one refers to 'home' in the black market, it does not mean their own place but rather their parents home. This is an important nuance to understand, especially when communicating to this market, in order to prevent misunderstandings.

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share