



IT'S

PARADISE

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PRESS RELEASE
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Ugu South Coast Tourism's familiarisation trips already showing results

Ugu South Coast Tourism's latest three media and trade familiarisation trips, proved to be not only great fun, but also great for business.

Fam trips saw a total of 25 participants hailing from the South Coast's core markets, media and trade partners and included an influencer trip held on 5-9 June; a post-INDABA tour on 19-20 May and a South Coast Bike Fest trip on 29 April.

With the vast majority of global travellers booking last minute, Ugu South Coast Tourism and its tourism members, were put to the test when five influencers decided to arrive in the region to showcase some favourite spots and activities to their followers. The influencers included the inimitable vlogger Alex Shapiro @someshap, travel blogger Cee @ceecestravel, Ibrahim Khan @i_khan_kapture and professional photographer Al Nicoll @alnicoll. Their channels of choice, YouTube and Instagram. Their #TourKZN2017 started in Durban and exploded onto social media with millennial radio interviews such as on Tuksfm and My African Pass Radio thrown in, fuelled by Cee's past life as a radio personality. Apart from South Africa, global reach included Britain and the US with an impressive 317.075 international impressions achieved so far.

The team of influencers was overwhelmed by the trip and thrilled at the service they received and both Alex Shapiro and Cee thanked the 'organisers' (make-things-happeners) for pulling it all together almost instantaneously. With such short notice there was no time for lengthy public procurement processes and as Kay Robertson, GM: Marketing and Events for Ugu South Coast Tourism explained "The true heroes in pulling this social media journey off are our valued tourism members who sponsored all aspects of this trip on a purely complimentary basis and showed such generosity of spirit for what turned out to be a great regional and individual product promotional boost." She especially wished to thank the following tourism product for their can-do attitude and reliability – Umthunzi Hotel and Conference; Oribi Gorge Hotel; Wild5Adventures; Lake Eland Game Reserve; Leopard Rock Coffee Shop, Beaver Creek Coffee Estate and Roastery, as well as Innovative Marketing. The influencers covered activities such as ziplining (one of the reasons they returned to



COAST COUNTRY CULTURE EVENTS EXTREME FAMILY FUNCTIONS GOLF SPORTS

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the South Coast), gorge swing and abseiling, suspension bridge walk, game viewing, gorge viewing, coffee tour and also visited the Red Desert and some of our Blue Flag beaches.

The post-INDABA tour was as successful. Apart from a profusion of social media posts, live interviews and broadcasts were the order of the day, with Nosipho Dlamini from Vibe FM conducting a radio interview with Zama Nkomo from Ugu South Coast Tourism, Phumzile Mkhungo from KZN News interviewing Ugu South Coast Tourism Board Member and owner of Wild5Adventures, Paul Jefferys, before 6 brave tour participants gained #braggingrights for life by plunging into the Oribi gorge from a tiny ledge.

Local media was represented by Andiswa from Ugu Eyethu, Linda Nongqotho from Ezasekuhlaleni News and Benice Burger, Claudia and Judd Sherrin from Innovative Marketing. The tour was led by Mandla Khawula from Thembela Tours. Highlights were horseback riding on the beach with Selsdon Park, enjoyed by all who participated, including Claudia Sherrin, who rode on a horse for the time and the Bushy Vales banana tour at The Outdoor Trading Post. Tour participants never guessed how fascinating a banana tour could be, with the history, agricultural insight and progressive packing processes explained with incredible facts and live interaction on a working farm, a delight.

The second day of the tour covered must-see and must-do Oribi Gorge. Apart from the exhilarating Gorge Swing, spectacular viewing and photo opportunities were the order of the day at Leopard Rock Coffee Shop, which never disappoints. Another iconic activity, the Lake Eland Game Reserve suspension bridge send shivers down spines, except for some, like Tourism lecturer and editor of Umzansi Youth Community Paper, Thandeka Yengwa, who walked across a few times to help others, including doing it in reverse. She is truly a great ambassador for Tourism.

Overall, the tour was incredibly enjoyable and informative, with inspiration leading to editorials, relationships and business for the owners who took part in the tour. As participants were posting on their social media profiles, their friends were immediately onto it to and before the tour was over, friends of a journalist requested the exact tour from Director of African Chapter, Megan Alves, another participant on the fam trip. As Robertson said "It's a great result showing how powerful such fam trips and social media can be for businesses." Post the tour, friends of another participant enquired about booking a holiday in Oribi Gorge, staying over and looking not only at the activities that were showcased on the tour, but also additional ones, which Ugu South Coast Tourism could recommend to them.

As part of the popular South Coast Bike Fest event over Easter, the hosted fam trip was attended by presenter Thenjiwe Stemela and film crew from Espresso TV who filmed inserts giving the South



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Coast free exposure on their lifestyle programme, Independent Newspapers, New Age and Isolezwe Newspapers. Local biker, Piwe Zulu came along for the ride and was interviewed for print and TV in full biker gear to promote the South Coast's pinnacle event.

A tried and trusted method to reach media audiences and trade customers, fam trips and tourism member partnerships will continue to be key in marketing and promoting the South Coast, even as we adapt to the digital environment and needs of millennials.

THANK YOU

For more information:

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