



Ugu South Coast Tourism (Pty) Ltd  
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## PRESS RELEASE

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Exciting times in Germany –

### South African Tourism taking Film Tourism to the next level

Ugu South Coast Tourism met with the highly dynamic South African Tourism (SAT) team in Frankfurt, Germany today, ahead of their visit to Dusseldorf's Boot Show later this week.

Very kindly arranged by Stefan Eberle, Trade Relations Specialist, Nikki Tilley from Ugu South Coast Tourism (USCT) was met by the German team during their information sharing and networking session. The team included Stefan Eberle, Stephan Gotta, Manager, Trade Relations; Isabell Kendzia, Manager Communications and Marketing; Marketing Assistants Verena Pingel and Beatrix Stenitzer along with the very passionate Theresa Bay-Müller, Country Manager Germany.

The meeting proved to be invaluable and synchronistic in a multitude of ways. It was established that plans for 2016 included a shared marketing communication thread – value for money. This has always been one of KwaZulu-Natal South Coast's primary sells – a value add, affordable destination and it would appear, that now more than ever, South African Tourism in Germany will be focusing on this key selling point when promoting the country.

Internationally speaking, with consideration to exchange rates, and considering the fact that most countries compete against the US Dollar, it would seem that the South African Rand can certainly pull a punch now in its goal to increase market share and inbound tourism. As Country Manager, Theresa Bay-Müller says 'Most countries sell their product in US\$. This gives South Africa considerable leverage with the exchange rate. German's have traditionally viewed the SA market as expensive, whilst this is not an accurate reflection; it is due to the fact that it is a long haul destination. Value for Money is a key theme in our PR and marketing mix.



COAST COUNTRY CULTURE EVENTS EXTREME FAMILY FUNCTIONS GOLF SPORTS

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Added to this is very fortuitous timing, a full length, German, feature film that was shot throughout South Africa last year, is launching in February (A Beautiful Day/ Der Geilste Tag). What has transpired through our meeting with South Coast Tourism today is that they were very actively involved with supporting the filming of the production in their area. In fact, one of the primary images being used by Warner Brothers and Panteleon Films is of the key artists sitting on Uvongo Beach.

Since the imagery in the film is so dynamic, it offers South Africa a fantastic opportunity to market itself through a creative different platform, attracting the attention of a larger audience. We have therefore decided to capitalize on the medium of film to extend our marketing platforms. This is the biggest PR campaign we have ever implemented. We are rolling out a national campaign throughout train stations (over 274 digital screens) and cinemas (30 second fighting's before the film screens) and this also includes the training of thousands of trade operators throughout Germany, prize campaigns and raffles with the consumers. It is very exciting to hear that South Coast Tourism are so passionate about film tourism, and this, added to their value for money, diverse leisure and corporate offerings, we are very positive about the future'.

'The power of networking and information sharing just once again proves to be one of the most invaluable tools of the trade', comments Nikki Tilley. 'I would like to thank the team at SAT for making time in their hectic diaries and for their commitment to really making waves in the industry. We are extremely lucky to have such a passionate office selling our country'.

Useful links on South African Tourism's marketing campaigns:

<https://www.dein-suedafrika.de/der-geilste-tag/>

[http://www.t-online.de/reisen/specials/id\\_76366052/suedafrika-special-gewinnspiel.html](http://www.t-online.de/reisen/specials/id_76366052/suedafrika-special-gewinnspiel.html)

<https://www.facebook.com/suedafrikaerleben>

Ends.

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