



IT'S

PARADISE

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For immediate release

Ugu South Coast Tourism goes big this winter

2nd June 2015

Celebrating the splendid winter weather and the annual Sardine Festival, during June and July, Ugu South Coast Tourism (UGSCT) is going bigger and bolder than ever before.

Aiming at reaching over 15 million people, on a relative shoestring, here is how they are doing it.

With no less than 3 radio, 1 print and 1 online campaign – USCT is taking no prisoners.

Through the airwaves and cyberwaves, over 3.5 million KwaZulu-Natal listeners will be reached via 6 week on-air and on-line campaigns on both Gagasi and East Coast Radio, and with providing Metro FM prizes for the Romantic Rendezvous series, an additional 6 million listeners from around South Africa – all from different LSM's (living standard measures), will have the South Coast on top of mind.

In addition, USCT are partnering with the Mail&Guardian for their 30th Birthday celebrations. M&G reaches over 1.8 million online visitors per month. And not stopping there, gunning for the global audiences (and as a result of having attended Das Boot in Dusseldorf in Germany), the significant exposure that will be enjoyed via sponsoring of a lead prize for the biggest underwater photography competition in the world, World Shoot Out Competition, is near unquantifiable.

And why go to all this trouble? `Well – what better way to promote our destination when winning is easy, audiences are hungry and budgets are tight'? says USCT CEO Justin Mackrory. `Generating sponsorships and complimentary prizes takes effort and commitment from our members and lobbying together over 21 prizes to an approximate total value of R250 000, (including the cost of the campaigns) is no easy task. However as our members and stakeholders appreciate, the `wrap around spend' or induced spend that comes with hosted and complimentary holidays and prizes reap very positive rewards. We work on various formulas – with campaigns such as these, directed at different niche markets, we are looking at no less than an approximate R3m boost into our economy through take up of the prizes. This excludes the true exposure and marketing value of these campaigns.

I would like to mention that without our provincial body, Tourism KZN and the Sharks Board partnering with us – that the Sardine Festival would not enjoy the limelight that it deserves and nor would USCT be in a position to run these campaigns. The event calendar is action packed during June and July and includes, amongst many others, the annual Jazz Festival, the Portuguese



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Festival, tons of beach festivities and sporting events – so what better way to get word out there than through leveraging partnerships and using the power of packaging to get there. So that is how, we aim to reach over 15 million people, on a shoestring’.

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