

REPORT TO 1000 HILLS TOURISM ON THE DURBAN TOURISM ACTIVATION CAMPAIGN HELD IN CAPE TOWN FROM 02 – 06 June 2021

RATIONALE FOR PARTICIPATION OF 1000 HILLS TOURISM IN THE DURBAN TOURISM ACTIVATION CAMPAIGN

The Durban Tourism Activation Campaign took place at a strategic time, just before the June-July School holidays. The relevance of this timing for the industry role players, stakeholders and holiday makers is that the campaign brought Durban as a destination to the proximity of holiday planning ahead of the winter holidays. Due to the pandemic, overseas travel has been barred and the available options are domestic travel destinations. In light of this reality, showcasing Durban tourism offerings was in order and it proved to be a perfect opportunity to target the South African locals, who also had the willingness to pay attention to the promotional content.

The activation roadshows form part of the City's interprovincial destination promotion. It is part of eThekweni's strategy to reignite the tourism industry and to ensure the City increases its stake in the domestic tourism market.

The campaign messages communicated in Cape Town were concerned with promoting Durban Tourism in general, as well as Winter Tourism in particular – which was backed by selling the Durban July and the Summer holidays, amongst other attractions.

Altogether, the activation focused on advertising Durban Tourism, while also pointing out attractions in the areas represented by the 9 CTO's.



In keeping with the destination marketing strategy, 1000 Hills Tourism took part in the campaign to increase visibility and sell tourism products available in the area.

The proposition for the 1000 Hills Tourism has their own stand-out quality and attractiveness that made this selling and engaging activity throughout the duration of the campaign.

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ACTIVATION PROGRAMME 2 – 6 JUNE 2021:

I. 2 – 3 June 2021: CANAL WALK MALL

Amongst the other CTO's, Sharks Board and uShaka Marine world, the 1000 Hills CTO was allocated a stand to which visitors came to ask questions about the area and also to have a face-to-face interaction with the representative. DT had 4 promoters who walked around nearby attracting visitors to the stand. They also carried i-pads used in the facilitation of a competition in which visitors answered questions to win prizes. Visitors who won were handed DT cooler box, a 1000 Hills t-shirt and a mask. 1000 Hills face masks made the stand to gain even more popularity amongst visitors.



Figure 1: DT 'Crowd Pullers' Drawing Visitors to the Stand



Figure 2: Winners Enjoying Receipt of their Prizes

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2. 3 JUNE 2021: STAKEHOLDER DINNER – BAY HOTEL

The stakeholder dinner highlighted the beauty of Durban and its warm climate throughout the year. The invitation was extended to Cape Town tour operators and local media. The dinner presented what Durban offers in terms of tourism in more detail. I, as a representative of 1000 Hills Tourism, was given a time slot on Smile FM to elaborate and market 1000 Hills tourism and its attractions.

The following program outlines the events for the day, amongst which was a fashion show, entertainment, etc.:

Time	Item	Presented by
18H00	• Guest Arrival & Registration	Nadine & Hlengiwe
18H30	• MC to Welcome Guests • Opening, Welcome and Destination Videos	Tracey Lange Winile Mntungwa
18H45	• Durban Products Presentation (5min each)	Vusi, CTO, Sharon & Nombuso
19H05	• Fashion Show & Starters Served • KZN Philharmonic String Quartets Performance • Starters are Served	
19H30	• Shekinah Performance	
20H00	• Dinner is Served	
20H30	• Vote of Thanks • MC to Run Competition Draw Assisted by Durban Tourism Rep & CTO • Dessert is Served	Mel Ntombela Ntombehle Dlamini
21H00	• DJ Close Out Set Photo Opportunities	

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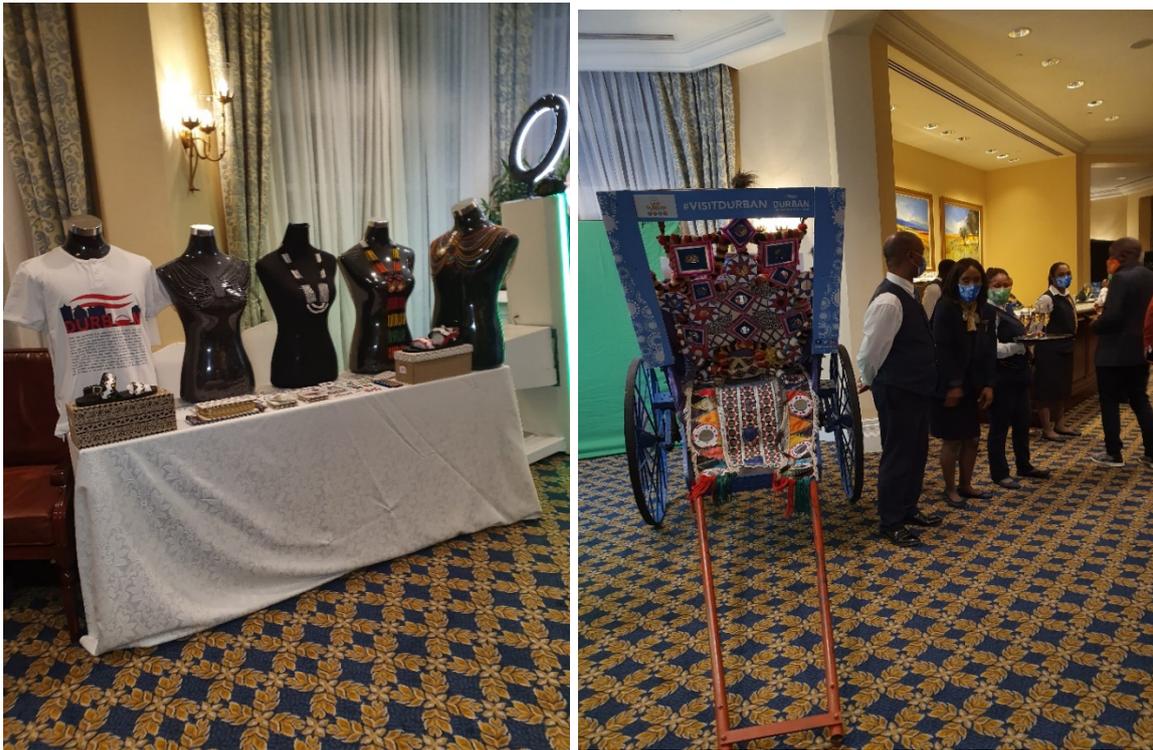


Figure 3: Exhibitions at The Bay Hotel

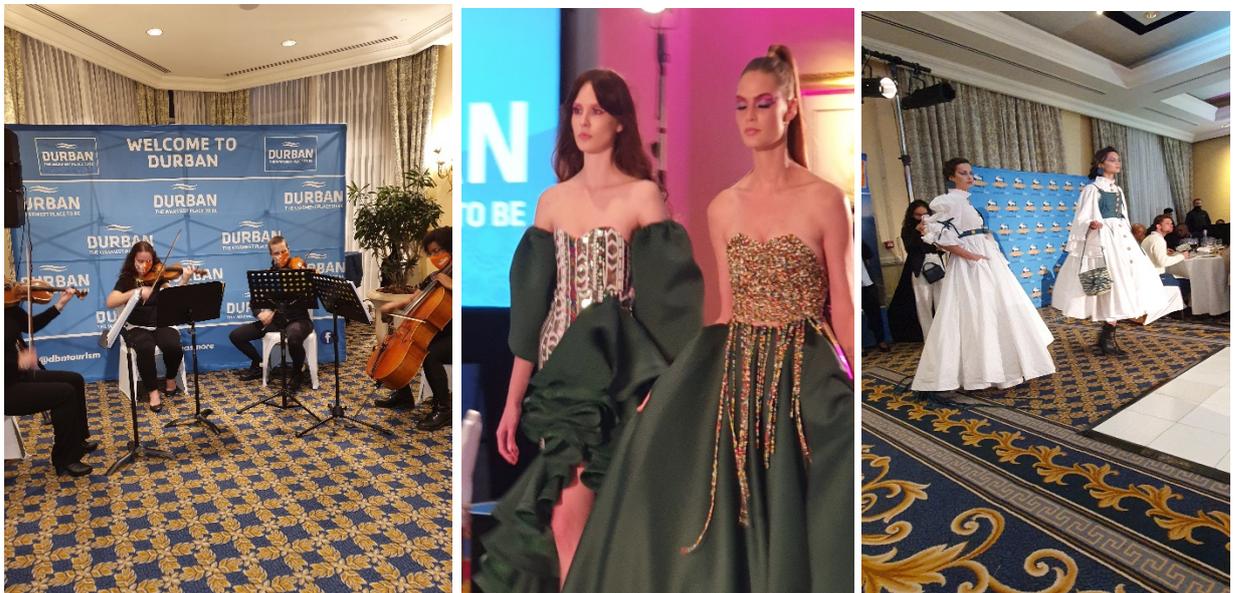


Figure 4: Showcasing the Durban Talent

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Figure 5: Smile FM Interview - Promoting 1000 Hills

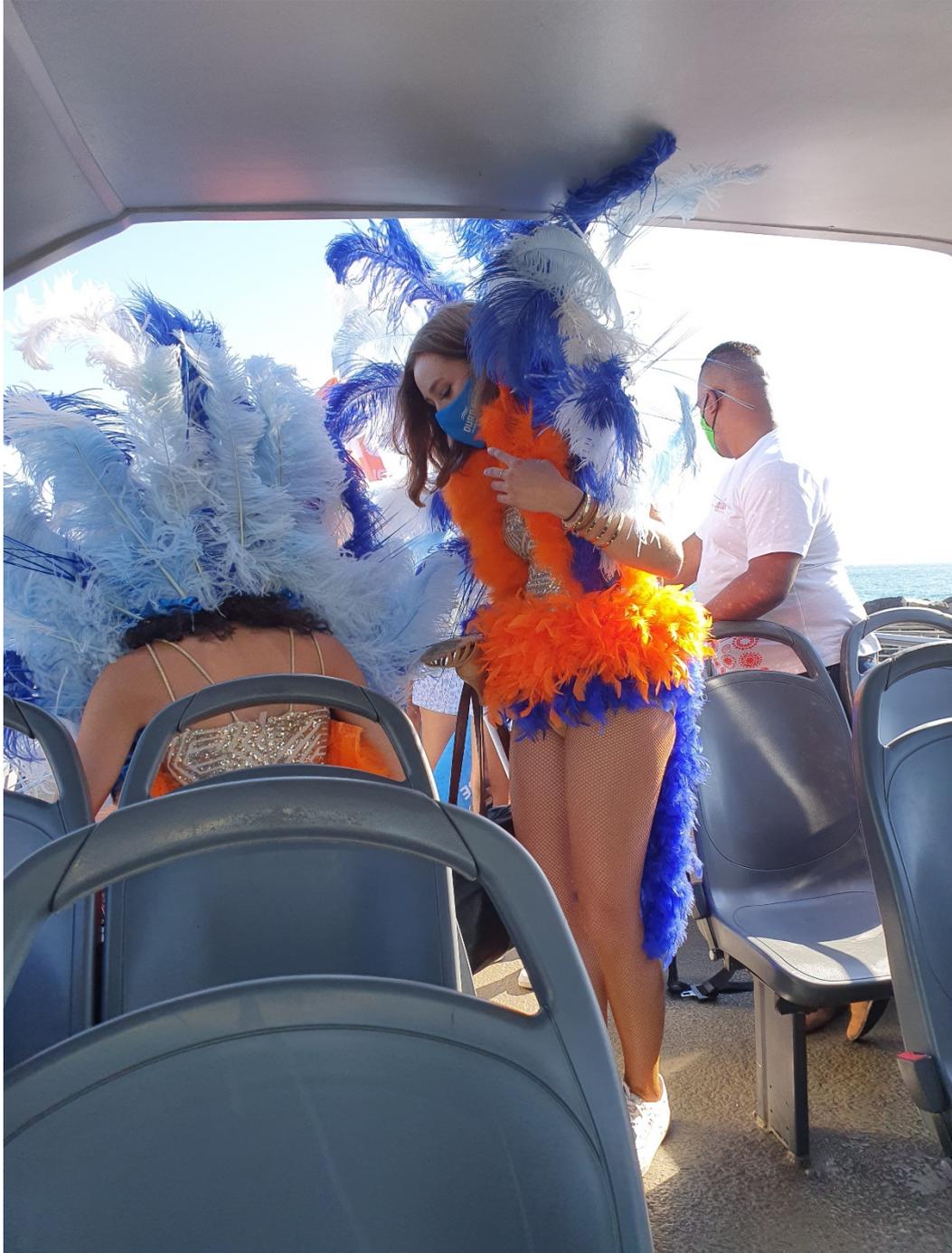


Figure 6: 'Smiles show through the 1000 Hills mask'

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3. 4 – 6 JUNE 2021: V & A WATERFRONT

Once more, the activation focused on showcasing Durban attractions and Waterfront V & A program was full of fun and entertainment. UShaka marine world and Sharks board had mascots that were dancing, music was playing and DJ's were performing, and more competitions and prizes were won. 1000 Hills face masks and t-shirts formed part of the giveaways and prizes. I was at the stand handing out brochures. The marketing and efforts given to the activation left a mark in Cape Town.



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POINTS DRAWN FROM THE ACTIVATION

- When doing marketing of whatever the platform it must be re-assuring to the customer.
- Give aways and competitions attract visitors to the stand.
- Advertising must be ongoing and consistent
- Marketing must go hand in hand with digital marketing, blogs, etc. Lack of access to 1000 Hills social media platforms prevented me from posting photos, videos, etc that I took with the visitors and the visitors were not afforded the opportunity to like our page. Cape Town was a missed opportunity for 1000 Hills to build its brand using social media, because the platform was set and the environment was favorable for us to do that. Covid 19 has forced everyone to be online. Social media platforms have become popular and 1000 Hills needs to be advanced when it comes to social media.
- Our stand at the Canal Walk mall was opposite Mr Price sport and they had a display for the Comrades marathon branded running gear and I felt that was a missed opportunity for 1000 Hills, if we could have posted on social media that we are on the Comrades route.

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