



Industry Travel & Tourism

Services PR & Media Relations

Travel Trade & Product Development

Date of Service November 2016 – November 2019 **Case Study**

Promotion of an Emerging City

Situation

North Americans traveling to Africa look forward to experiencing authentic culture and share once-in-a-lifetime activities. South Africa is a popular destination for American tourists, yet packaged itineraries typically included only Johannesburg, Cape Town, and Kruger National Park. When the South African city of Durban decided to expand its reach into North American markets, its leadership team sought a partner agency with global experience in marketing, public relations, and event planning, and trusted relationships with key North American travel agents and tour operators. PTG Consulting was contracted to build awareness of Durban among media, travel trade, and consumers in North America.

Solution

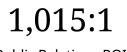
PTG Consulting created and implemented a strategic integrated marketing plan across travel trade and media channels to introduce Durban as a multi-faceted, must-visit destination that should be included on all South African travel itineraries. PTG Consulting capitalized on Durban's position as the gateway to the Zulu Kingdom and some of South Africa's most authentic cultural, wildlife, and adventure experiences, while showcasing the destination's upscale beach offerings as ideal options for post-safari relaxation before heading home.





Results

- Secured inclusion on "Fodor's Go List" of the top destinations to visit in 2018
- Secured 992 media placements that generated 506,163,317 impressions and an advertising value of \$85,479,229 for a public relations ROI of 1,015:1
- Assisted local receptive operators in creating new product tailor-made for the North American market, effectively resulting in the travel trade adding Durban to more than 75 travel packages targeting the North American market
- Hosted 29 top travel trade and media on dedicated group and individual FAM with itineraries that focused on Durban with several days of activities in the Zulu Kingdom
- Hosted a culinary media event with 13 travel writers, editors, influencers, and producers in the key market of New York City
- Educated more than 150 travel agents and tour operators on the destination by hosting three webinars and participating in roadshows, conferences, and one-on-one meetings
- Worked with three airline partners to implement a net rate program with Qatar Airways, Ethiopian Airlines, and Turkish Airways for tour operators selling Durban
- Organized, managed, and facilitated two stakeholder meetings to educate tourism board constituents
- Won silver in Travel Weekly's Magellan Awards in the destination marketing category for the 2016-2017 campaign introduction Durban to the North American market



Public Relations ROI

Articles generating more than 506 million impressions

992

75 Vel trade pa

New travel trade packages including Durban









52 places to remind you what a wonderful world this is.



29 OF 51 Durban, South Africa

Get a taste of local life in South Africa's creative capital.

Get a taste of local life in 500mt Africa's creative capital. Why fi's Wonderful: While most visitors to South Africa tend to use Cape Town or Jahamesbug as hals for exploring the country, Durban is the city to explore if you're looking for of the-beaten-path advertures. From a ruggedly beaufif distark-interlead ahoreline to a grity but chamming downtown, Duban is a spectocal pripate to discover 500mt African culture. For adventurous types, the wild coastline is a surfer's panalise. Snothelers and accuba divers can face there frees in a shark diver, and advensing invites can take the plurge at Moses Madba Stadium on the largest (and scaristic) awing in the work1. If you're intrerested in call history, musemi like the Kwaldhe Museum and a newly-opened Chandi museum will give visitors insight into Durban's turbulent and violent past.

Durban is the creative hub of South Africa, and Station Drive Precinct is the center of it all. The former factory neighborhood has transformed into a destination for hipsters with shops, cafes, a brevery, a distillery, and even a tattoo parlor—where you can get the ultimate souvenir of your adventue.



9 Reasons to Discover Durban, South Africa

Put this beachfront gem on your don't-miss list. By: Lynn Co

With its sunny beaches and fascinating Afro-Indian culture in South Africa. Take an hour flight from Johannesburg or r explore this historic city in the KwaZulu-Natal province. ur trip from Cape Town to



SIX THINGS TO DIG INTO IN DURBAN

For a dose of adventure, dive with sharks, bungee jump into a stadium and sample some bunny chow. By Vawn Himmelsbach

.

FRICA-Durban is designed for ad s rugged coastline and mountains just a rew must the apply named Sapphire Coast, with quiet stre-ns. To the west is the Valley of a Thousand Hills, tural experiences, and further on is utkhahlamba phest mountains in Africa on this side of Mount cult ural expe the Elephant Coast, are game re Cape buffalo, Africantion, Afric

ON ON2



w: Even if you can't afford to s include Prince Harry and actress C orth a visit for its quirig, colonial cha best place in townfor a sundowner; panoramic views of the Indian Ocea a, for a G&T. The Oyster Box is also k of course) and aftermontea envice



Swim with sharks: While it's possible r your-

gar magnate Sir Marshall Campbell L idon in 1893. Before the rise of the aut m of transportation around Durban, j nowadays it's a tourist attraction, a r he automobile, rickshaws rban, pulled by strong Zuli on, a ride in a rickshaw is a olic of Zulu culture



>TRAVEL

SATURDAY, SEPTEMBER 30, 2017 TORONTO STAR | TS

