



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

1,015:1

Public Relations ROI

992

Articles generating more than 506 million
impressions

75

New travel trade packages
including Durban



PHG CONSULTING WEBINAR
Wednesday, April 12 | 2PM ET

Attend for a chance to WIN!
A Canon Rebel T5 DSLR Camera
A selection of Zulu-themed handcrafts unique to Durban local craftsmen



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dylangraces travels
KwaZulu-Natal

dylangraces travels Touchdown South Africa: ☑️First stop? A visit to a Zulu village in the Valley of 1000 Hills where we had the chance to meet with a traditional healer known as a 'sangoma'. The yellow candle in my hand is an offering you bring to her which is believed to strengthen the connection with the ancestral spirits she calls upon for advice and guidance. ☑️#unforgettable ☑️guzumi Next time you should probably bring your chamomile came counselor to

186 likes
OCTOBER 27



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.

Why It's Wonderful: While most visitors to South Africa tend to use Cape Town or Johannesburg as a hub for exploring the country, Durban is the city to explore if you're looking for off-the-beaten-path adventures. From a ruggedly beautiful shark-infested shoreline to a gritty but charming downtown, Durban is a spectacular place to discover South African culture. For adventurous types, the wild coastline is a surfer's paradise. Snorkelers and scuba divers can face their fears in a shark dive, and adrenaline junkies can take the plunge at Moses Mabhida Stadium on the largest (and scariest) swing in the world. If you're interested in local history, museums like the KwaMuhle Museum and a newly-opened Gandhi 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 brewery, a distillery, and even a tattoo parlor—where you can get the ultimate souvenir of your adventure.



9 Reasons to Discover Durban, South Africa

Put this beachfront gem on your don't-miss list.

By Lynn Coulter

With its sunny beaches and fascinating Afro-Indian culture, Durban is becoming a don't-miss stop in South Africa. Take an hour flight from Johannesburg or a two-hour trip from Cape Town to explore this historic city in the KwaZulu-Natal province.



South Africa's Durban, South Africa. A beach in Durban, South Africa.



DAILY NEWS
TRAVEL
Sunday, January 7, 2018

ON ONE

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TRAVEL

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

DURBAN SOUTH AFRICA—Durban is designed for adventure, with miles of sandy beaches along its rugged coastline and mountains just a few hours' drive away. To the south is the gently named Sapphire Coast, with quiet stretches of beach and holiday towns. To the west is the Valley of a Thousand Hills, with nature reserves and cultural experiences, and further on is uKhahlamba Drakensberg Park, with the highest mountains in Africa on this side of Mount Kilimanjaro. And north, along the Elephant Coast, are game reserves populated by the Big Five (rhinoceros, Cape buffalo, African lion, African elephant and African leopard). Where to start? Here are six suggestions:



A downunder with a view: Even if you can't afford to stay at this boutique hotel (previous guests include Prince Harry and actress Charlize Theron), the Oyster Box is well worth a visit for its quirky, colonial charm. Filled with KwaZulu art, it's the best place in town for a sundowner: head to the rooftop Light-house Bar, with panoramic views of the Indian Ocean and the iconic red-and-white lighthouse, for a G&T. The Oyster Box is also known for its Indian buffet (Durban-style, of course) and afternoons tea service.

Details: oysterboxhotel.com

Swim with sharks: While it's possible to dive with sharks in the Indian Ocean, you don't need your scuba certification to have the same experience in the Xandu Shark Dive at uShaka Marine World. It feels unnatural to lower yourself into a giant tank of sharks—with nothing between you and them except a cage—but after a few moments of terror, I found the experience less fear and more Zen, as ragged tooth, sand and spinner sharks glided past me.

Details: ushakamarineworld.co.za

Ride a rickshaw: Sugar magnate Sir Marshall Campbell brought the rickshaw to Durban from London in 1893. Before the rise of the automobile, rickshaws were a common form of transportation around Durban, pulled by strong Zulu tribesmen. Though nowadays it's a tourist attraction, a ride in a rickshaw is a far more interesting way to see Durban than on a tour bus: the "rickshaw men" wear leopard-print head-dresses decorated with ox horns and their carts are painted with patterns symbolic of Zulu culture.

Chow down on bunny chow: One-third of Durban's population is of East Indian descent. So, along with South African wines and barbecues, Durban is where you come for curried Durbanites have put their own twist on Indian food, however, such as bunny chow—a hollowed-out loaf of bread filled with curried chicken or kidney beans, mutton, chicken or kidney beans, for a true Durbanite experience, try the award-winning spicy chicken and prawn bunny chow at Cane Cutters. Details: facebook.com/CaneCutters53

