





Industry

Travel & Tourism

Services

Digital Marketing & Social Media

PR & Media Relations

Date of Service

August - September 2020

Case Study

Influencers Act as Uganda's Travel Ambassadors

Situation

Located in East Africa, Uganda closed its borders during the height of the pandemic, effectively halting Uganda Tourism's international promotional messaging for travelers to "visit now." Uganda's economy suffered a steep downturn as tourism is one of the top sources of income, particularly surrounding the high-value bucket list activity of mountain gorilla trekking. Uganda Tourism tasked PTG Consulting with creating a new promotional strategy to keep the destination and this activity top-of-mind for future consideration once international travel resumed.

Solution

PTG Consulting shifted messaging from "travel now" to "plan now" in a social media brand awareness campaign titled "Uganda's Vast Horizons Await," designed to encourage travelers to begin planning a future trip. PTG Consulting chose three wide-reaching focused influencers who had previously visited Uganda to serve as brand ambassadors. These brand ambassadors were asked to post about their personal experiences in the destination on World Gorilla Day (September 24), linking to their own travel planning resources whenever possible. The influencers PTG Consulting selected for this campaign were Oneika Raymond (98,500 Instagram followers), Kristin Addis (124,000 Instagram followers and 54,000 Facebook followers), and Natasha Alden (98,000 Instagram followers, 94,000 Facebook followers, and 1.5 million monthly views on Pinterest). Influential North American journalists who had previously visited Uganda were also asked to participate.





Results

- Secured 50 Instagram stories, Instagram posts, Facebook posts and Pinterest pins
- Received additional social media support from nine top-tier journalists and media publications,
 which included 1,000 Places to See Before You Die and NUVO Magazine
- PTG Consulting received a prestigious Hospitality Sales and Marketing International (HSMAI) Gold Award for the campaign

86,234

10,240

3:1

Total impressions

Total engagements

ROI









oneikatraveller OThe Africa they don't want you to see... Uganda is truly a bucket list destination; from the rolling green landscape of Kabale to the majestic mountain gorillas in Bwindi National Park, it's no wonder it's nicknamed "The Pearl of Africa"!

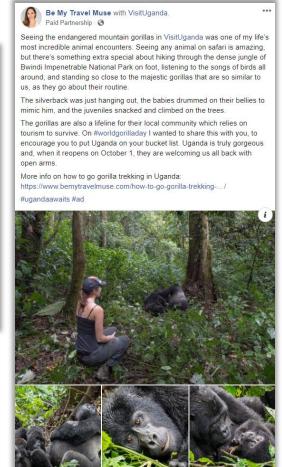
— Uganda also has something for every kind of traveler; animal buffs can see The Big 5 on safari, city slickers will love the vibrant capital of Kampala, and nature enthusiasts will delight in all the lakes, peaks, and valleys that are found across the country. And if all that isn't enough to entice you, the people are extremely welcoming: the African Economist even voted Uganda as one of Africa's friendliest countries.

O O A Liked by terrimccollin and others SEPTEMBER 24





@uganda tourisn







The World Pursuit shared a video from the playlist Safari Adventures — with VisitUganda. Paid Partnership · 3

Take a moment to travel back in time with us to Uganda. The Pearl of Africa is a country of exquisite beauty. Don't believe us? Just watch the video for yourself! #UgandaAwaits

