



Get in a good space

Discover Cape Town and the Western Cape

With the Covid-19 pandemic and lockdown levels affecting international travel, the tourism industry in Cape Town and the Western Cape has been negatively impacted. To keep the destination top of the travel bucket list, we've created a campaign that demonstrates how the region is the perfect antidote to lockdown life. Drawing on the abundance of natural wide open spaces, unique food, drink and adventure experiences – Cape Town and the Western Cape is the ideal location to 'Get in a good space'. The first phase of the campaign focuses on two of our key tourism markets, Germany and the Netherlands.

Get in a good space with the Neverending Tourists

Who better to make a connection with your market than their fellow countrymen? We found four Neverending Tourists, two from Germany and two from the Netherlands, who came to the Western Cape and stayed. The Neverending Tourists know just where to go and what to do to get into a good space. Offering a personal touch by sharing their personal favourites and 'secret' gems in and around Cape Town and the Western Cape.

Campaign overview

Use this campaign content to pursue the following objectives.

1. Introduce the Neverending Tourists to your audience.

Meet the Neverending Tourists, travellers who came to Cape Town and the Western Cape and never left. They're uniquely positioned to sell this destination, especially to Dutch and German travellers.

2. Keep Cape Town and the Western Cape top of mind as a destination.

On this site, you will find a main film that showcases the incredible landscapes and activities of Cape Town and the Western Cape. There are another eight shorter films showing how the Western Cape transforms you, and why you should visit – through a day in the life of our Neverending Tourists. Use these in your communications and promotions.

3. Show how the wide-open spaces and activities in Cape Town and the Western Cape have a transformative effect on people.

There are four categories, each linked to a Neverending Tourist. Pick the content that is most relevant to your offering or mix and match.



Wellbeing



Wide open,
'spaces

Communications

Here's a quick guide to the messaging you can use in your communications.

While our audience is in a dream state:

Use the Neverending Tourist content to keep the audience 'dreaming' of the destination.

When international travel resumes:

Use the beautiful imagery and video content provided along with hard-sell tactics to get them to book their trip.

Single-minded message

Get in a good space: the people, the nature and the abundance of activities in Cape Town and the Western Cape's wide-open spaces transform people into happier, more fulfilled people. To Get in a good space, visit Cape Town and the Western Cape.

Themes and topics

Here are some topics to use when communicating with your audience.

Wellbeing: it has been proven that nature has a physiological effect on people, making you happier, more relaxed, and healthier.

Wide open spaces: with the ongoing Covid-19 pandemic, the landscapes, the fresh air, and diversity of outdoor activities makes for a perfect holiday.

Neverending: there is so much to do here, that some people come for a holiday and end up staying just so that they can carry on enjoying the unique lifestyle Cape Town and the Western Cape has to offer.



The Neverending
Tourists

Safe
travels

by
WORLD
TRAVEL
TOURISM
COUNCIL

Please consult the microsite for comprehensive collateral on each platform.

WESGRO

cape town & western cape
tourism, trade, investment, film

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Get in a good space

The “Get in a good space” lockup can be featured as the call to action on your visual asset. This should be centred on the image.

The safe travels logo

The Safe travels logo and the Discover Cape Town and the Western Cape logo must appear at the bottom of the image. For narrow/square format posts, place the Safe travels logo bottom left and the Discover CPT & WC logo bottom right – centred to each other. For wide format posts, the Safe travels and the Discover CPT & WC logos should be stacked centred at the bottom of the image.

Scale 1:1



Scale 4:5

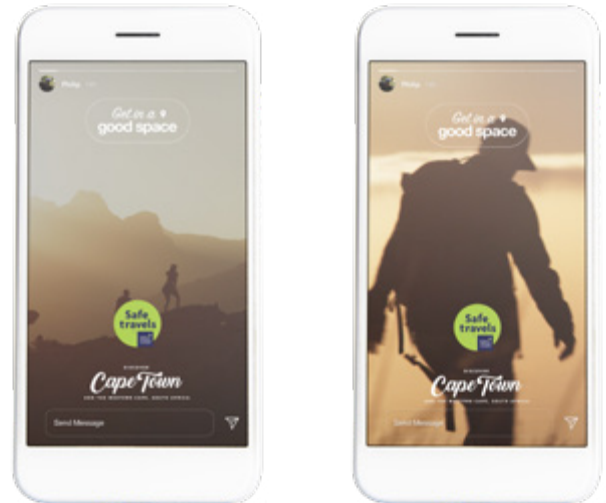


Facebook header and in-feed images



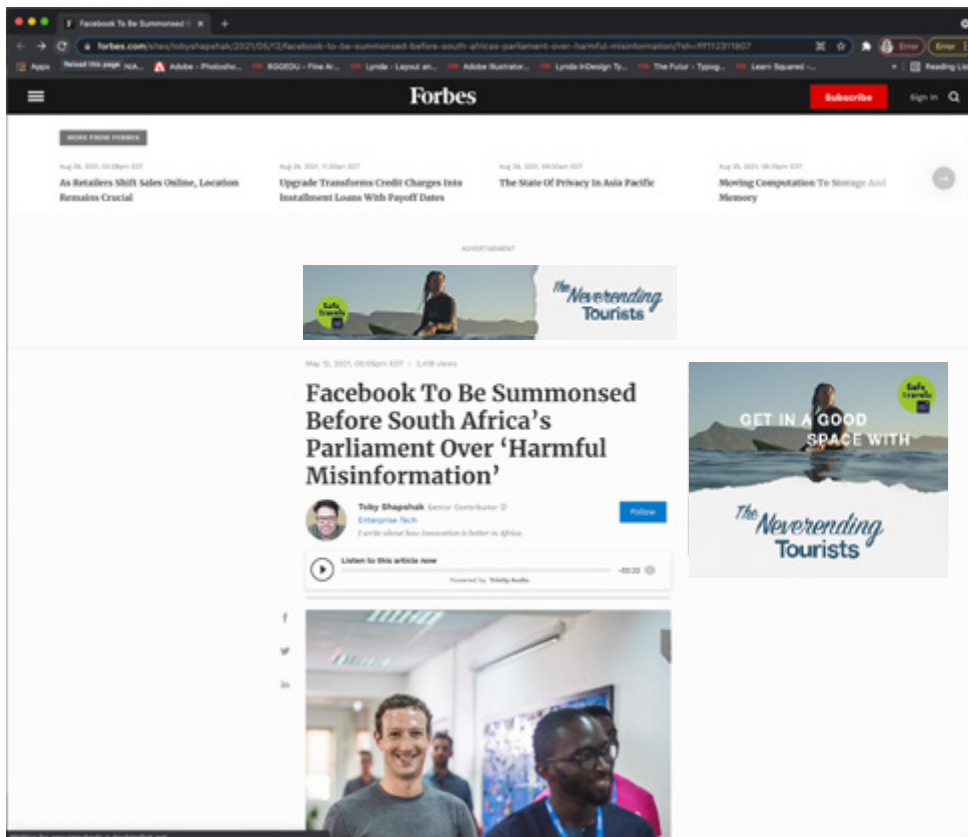
Please consult microsite to view Facebook header images for this section.

Instagram story ads



Please consult microsite to view social media story ads for this section.

Banner ads



Please consult microsite to view banner ads for this section.