



Stay and Play *Winter*

# Campaign Overview

<b>Campaign</b>	<b>Stay &amp; Play Winter 2022</b>
<b>Key Objective</b>	<p>Persuade visitors to linger longer, enjoy Stellenbosch like a local and experience the destination's themed attractions and exclusive events during the winter period.</p> <p><b>Focus pillar events:</b></p> <p><b>Culture</b> – Blaauwklippen Music Events</p> <p><b>Outdoors</b> – Social justice and other outdoor</p> <p><b>Food</b> – Bespoke food &amp; Master Class cooking events, culinary festival</p> <p><b>Wine</b> – WineTown</p> <p><b>Art</b> – Dylan Lewis walking tours</p>
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>• Enjoy Stellenbosch like a local</li> <li>• There's lots more to do and see in Stellenbosch over the winter months so 'stay longer'.</li> <li>• Visitors can enjoy exclusive events and activities during their visit.</li> <li>• Stellenbosch's diverse attractions are suited to all types of travellers</li> </ul>
<b>Target Audiences</b>	Capetonians, Domestic Travellers, International Travellers
<b>Call-to-Action Offer</b>	Come to Stellenbosch for an exclusive insider experience and stay longer! Come for/to X and <b>stay longer</b>
<b>Timing</b>	For Travel May to September 2022

# Objective

Entice visitors to linger longer, enjoy Stellenbosch like a local and experience the destination's pillar attractions and exclusive events during the winter period.

# Audience

- ▶ Capetonians
- ▶ Domestic Travelers
- ▶ International Travelers

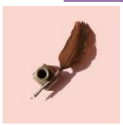


# Marketing



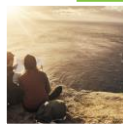
# Owned Marketing Tactics

## Social Media



- 2 Posts per week
- Engage with in groups and community
- Cover all pillars

## Newsletter



- Promote events and promotions
- Consistent information with members and trade

## Website



- Landing page for Winter
- Winter events

## Content



- Blogs
- itineraries

# Earned Marketing Tactics

## Pr & Content Marketing

- Media outreach
- Influencer and journalist hosting



## Events

- Source a full list of events from May to August from members.
- Weekly marketing of events via social media and on website



## Partners & Members

- Digital Magazines (Inside Guide and Cape Town etc)
- Engage with partners such as municipality ,Wesgro and Cape Town Tourism



## Trade

- Newsletter
- Marketing Toolkit



## Community

- Engage with locals on social media
- Blogs on how locals can have fun/food/wine etc in winter



# Campaign Preparation

- Prepare members comms – call for participation 05/05/2022
- Communicate with members re campaign plan and invitation to participate 12/05/2022
- Engage members for buy in and contribution 12/05/2022
- Create content calendar 10/05/2022
- Write content for creative 10/05/2022
- Develop itineraries 13/05/2022
- Set up Social Media calendar 10/05/2022
- Create landing page and populate with itineraries, events and other content 17/05/2022
- Create newsletter template 10/05/2022
- Identify influencers per pillar and schedule a hosted weekend 17/05/2022
- Create Trade Newsletter 24/05/2022
- Find touch-point for co-marketing with Stay Stellenbucks 24/05/2022