

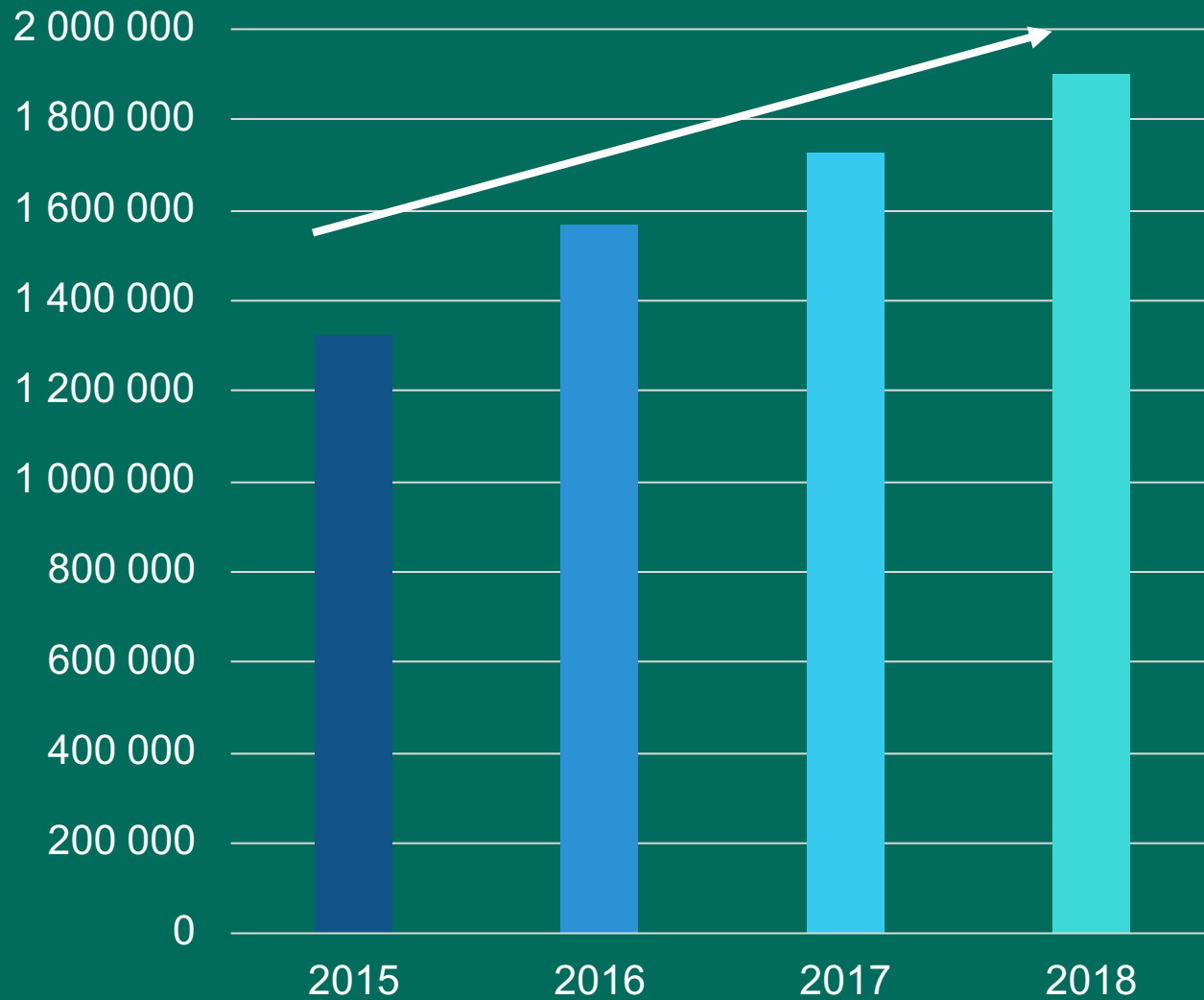


#nowherebetter

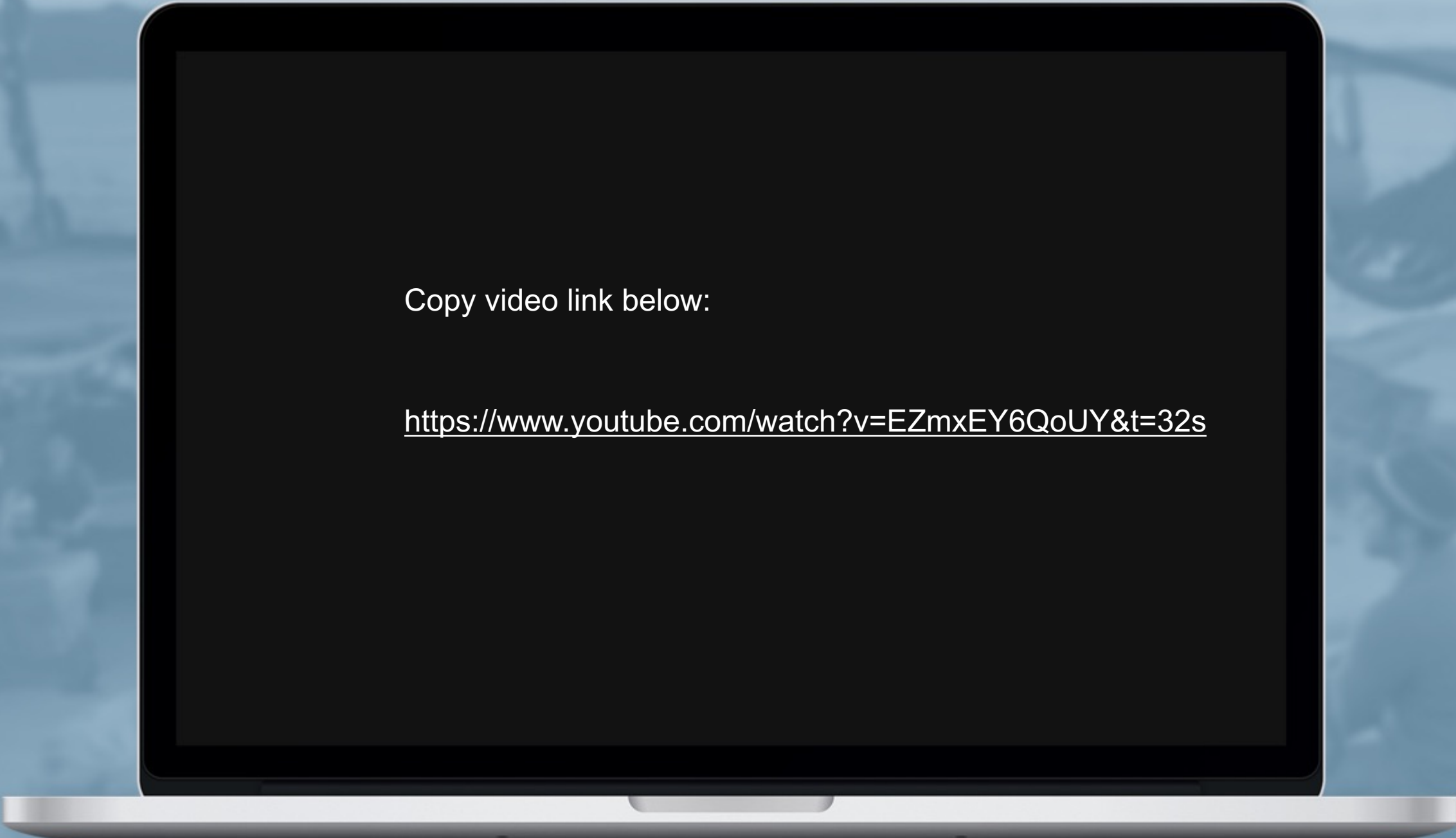


Come in WE'RE
OPEN

International Arrivals



- Double digit growth
2016 | 18.5%
2017 | 10.1%
- Forecast
2018 | 10%
1.9m international arrivals

A laptop screen is shown against a blue background. The screen is black and displays white text. The text consists of two lines: 'Copy video link below:' followed by a URL. The laptop is silver and is open, showing the screen and the keyboard area.

Copy video link below:

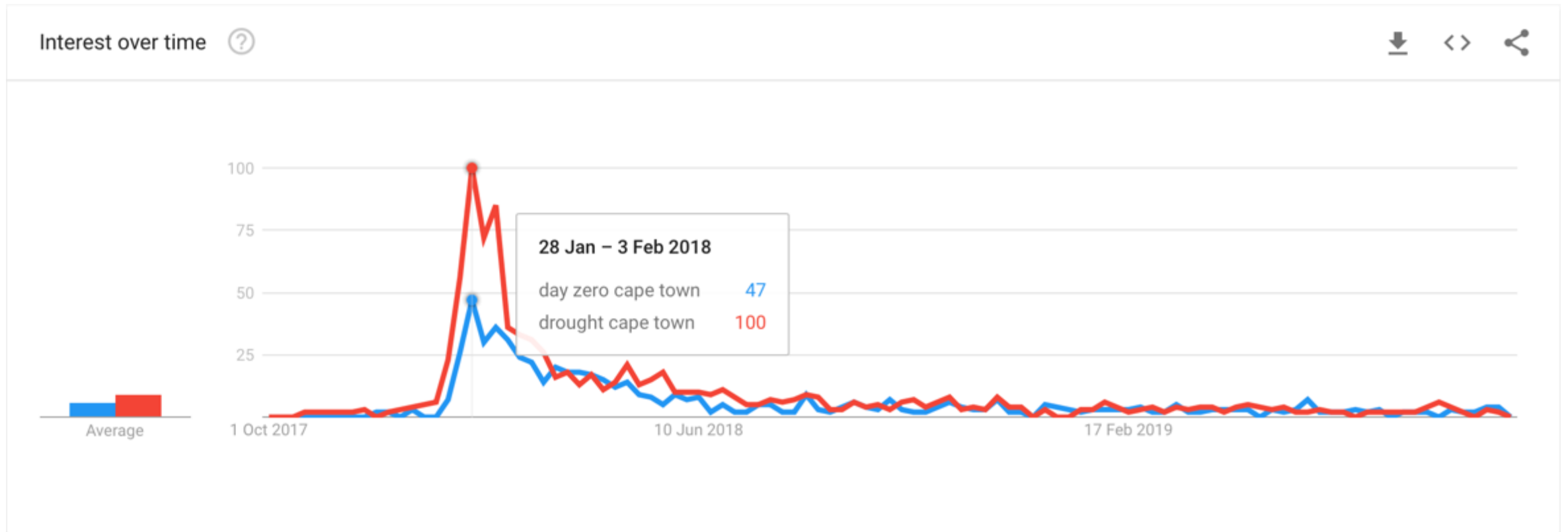
<https://www.youtube.com/watch?v=EZmxEY6QoUY&t=32s>

Top search queries

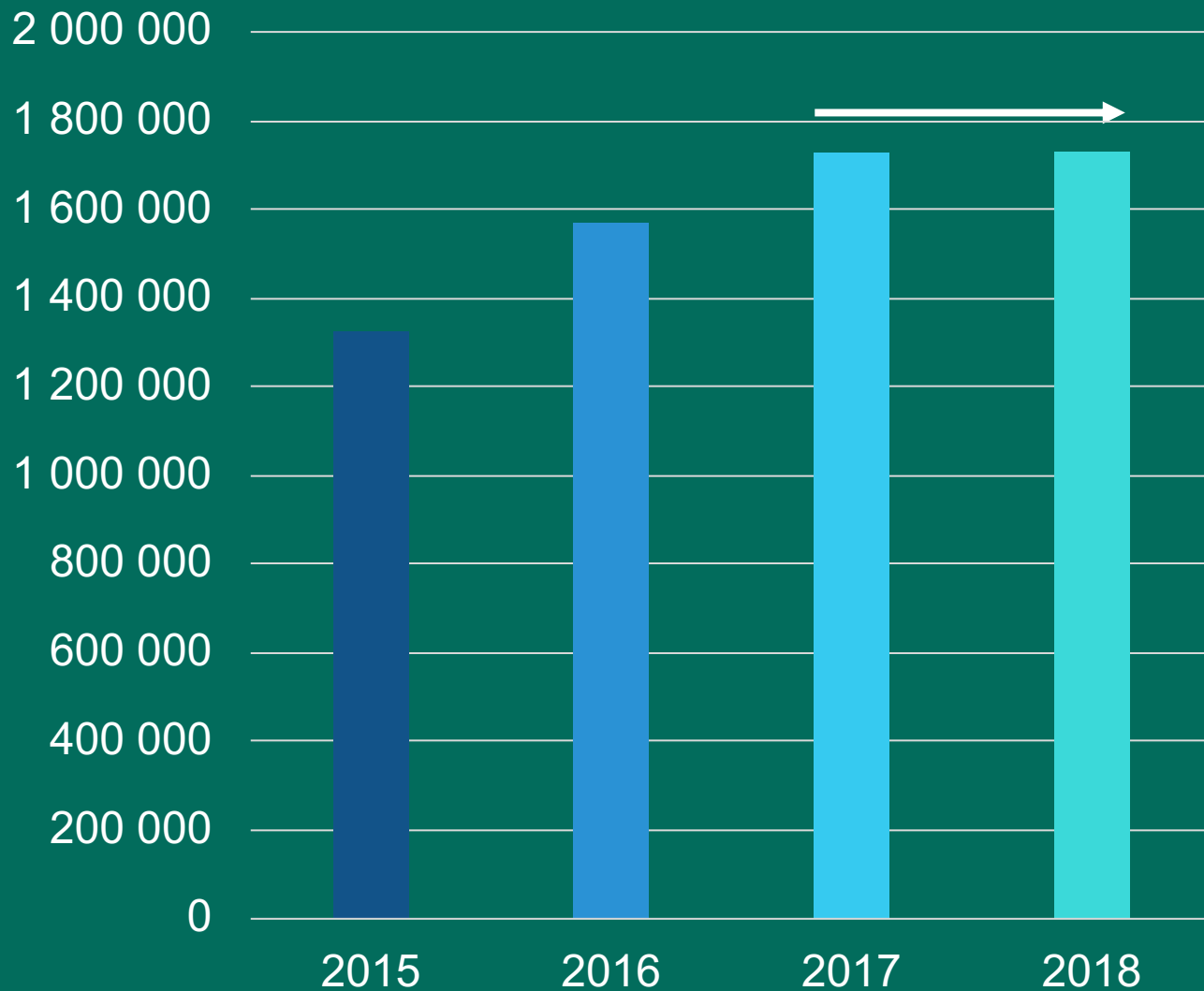
United States

October 2017 – October 2019

Search terms: Day Zero Cape Town & Drought Cape Town



International Arrivals



0.2% Growth
2017 | 1.727 m
2018 | 1.729 m



BETTER TOGETHER.

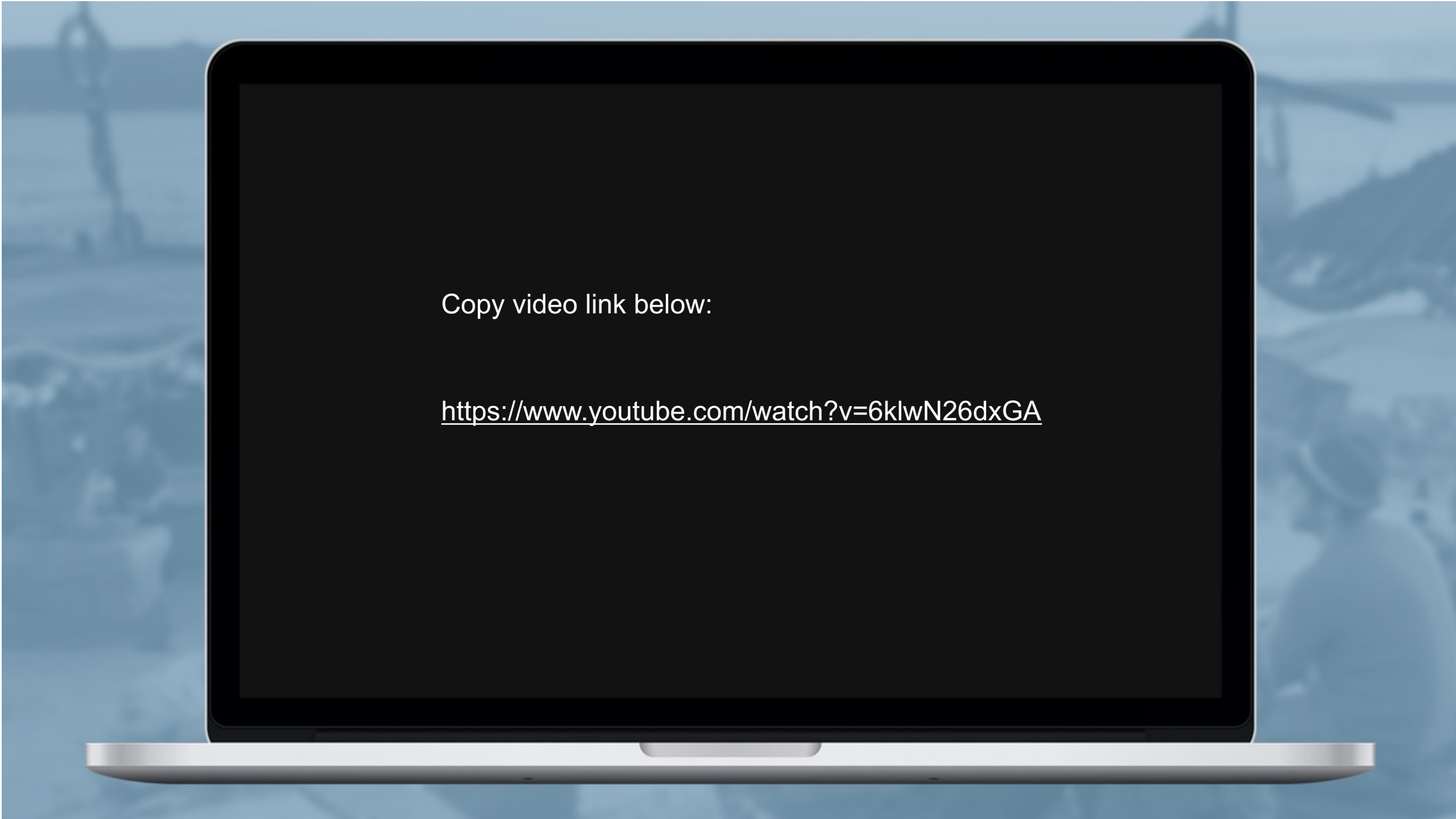


SOUTH AFRICAN TOURISM



Making progress possible. Together.



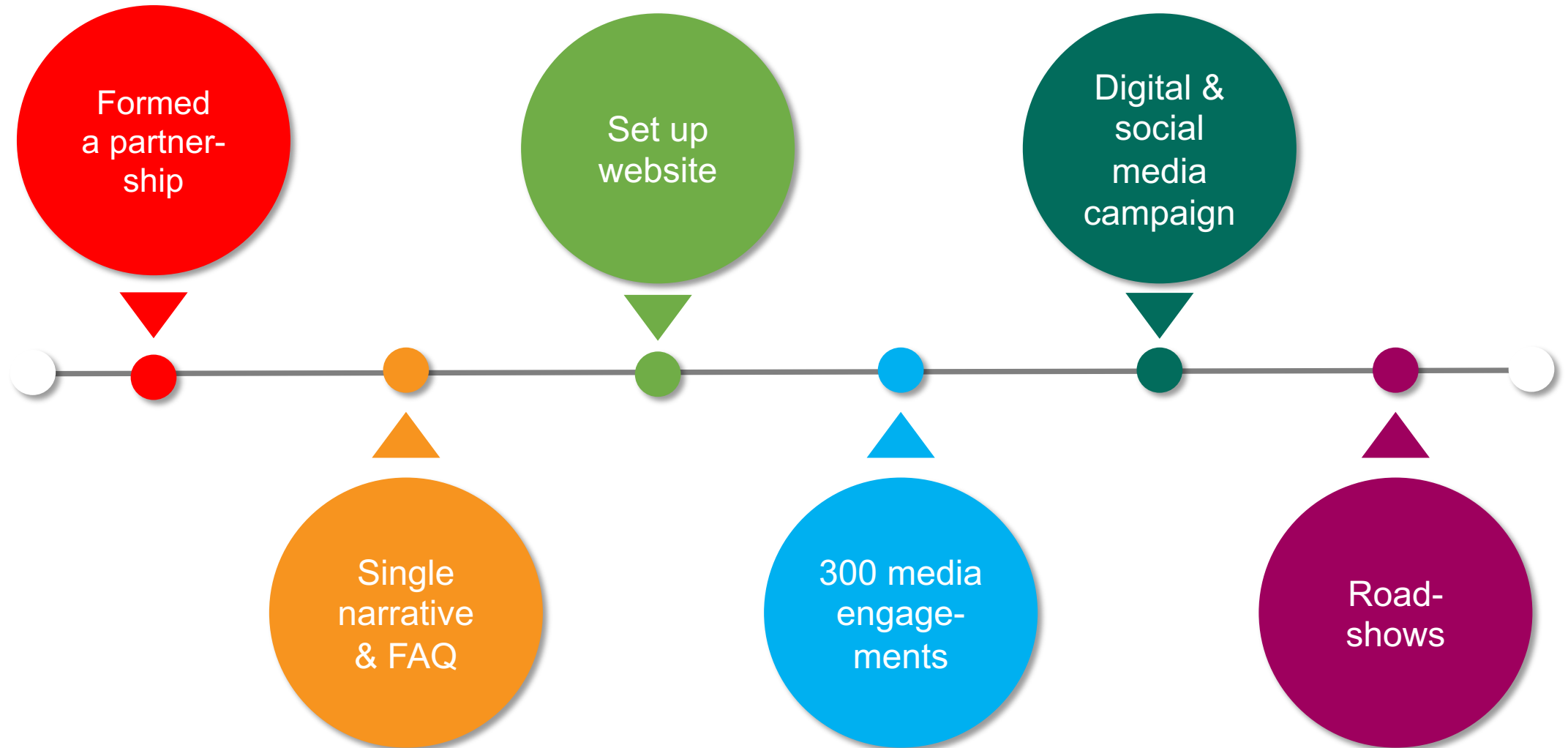
A laptop screen is shown against a blue background with a faint world map. The screen is black and displays white text. The text consists of a prompt to copy a video link and the link itself, which is underlined.

Copy video link below:

<https://www.youtube.com/watch?v=6klwN26dxGA>

Water Western Cape

Action timeline



Campaign results

Burst one and two

Reach: 16.8m

Video views: 7.1m

Engagements: 5.4m

Bookings: \$5m

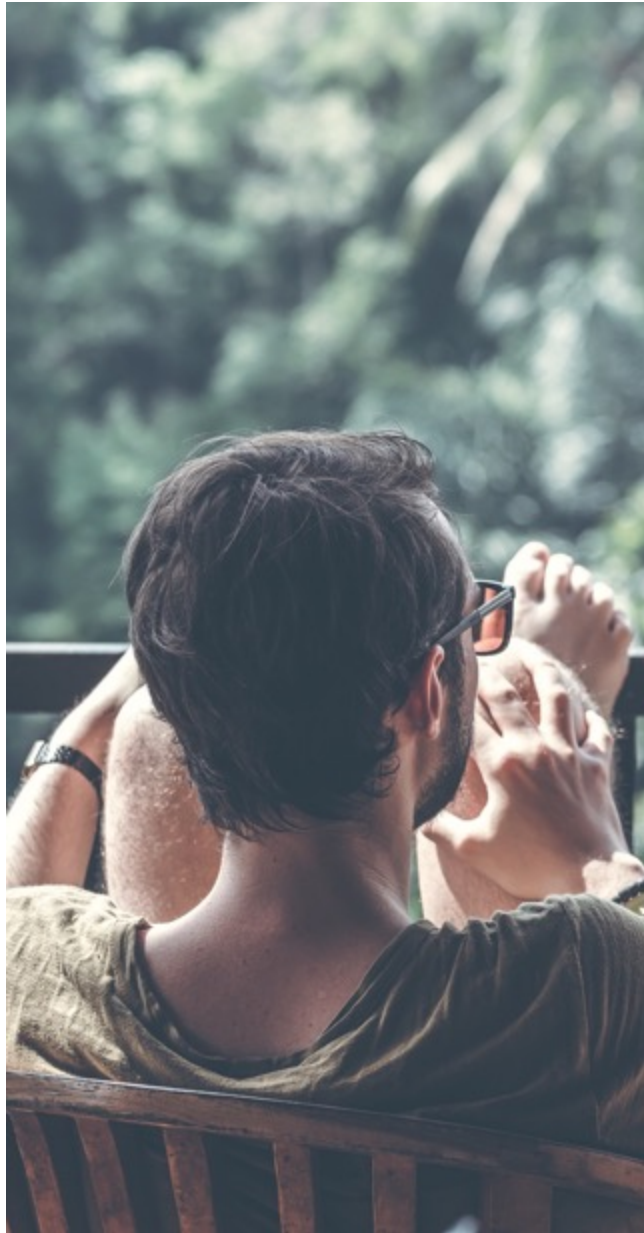
DISCOVER

Cape Town

AND THE WESTERN CAPE, SOUTH AFRICA.

NOWHERE DOES IT BETTER

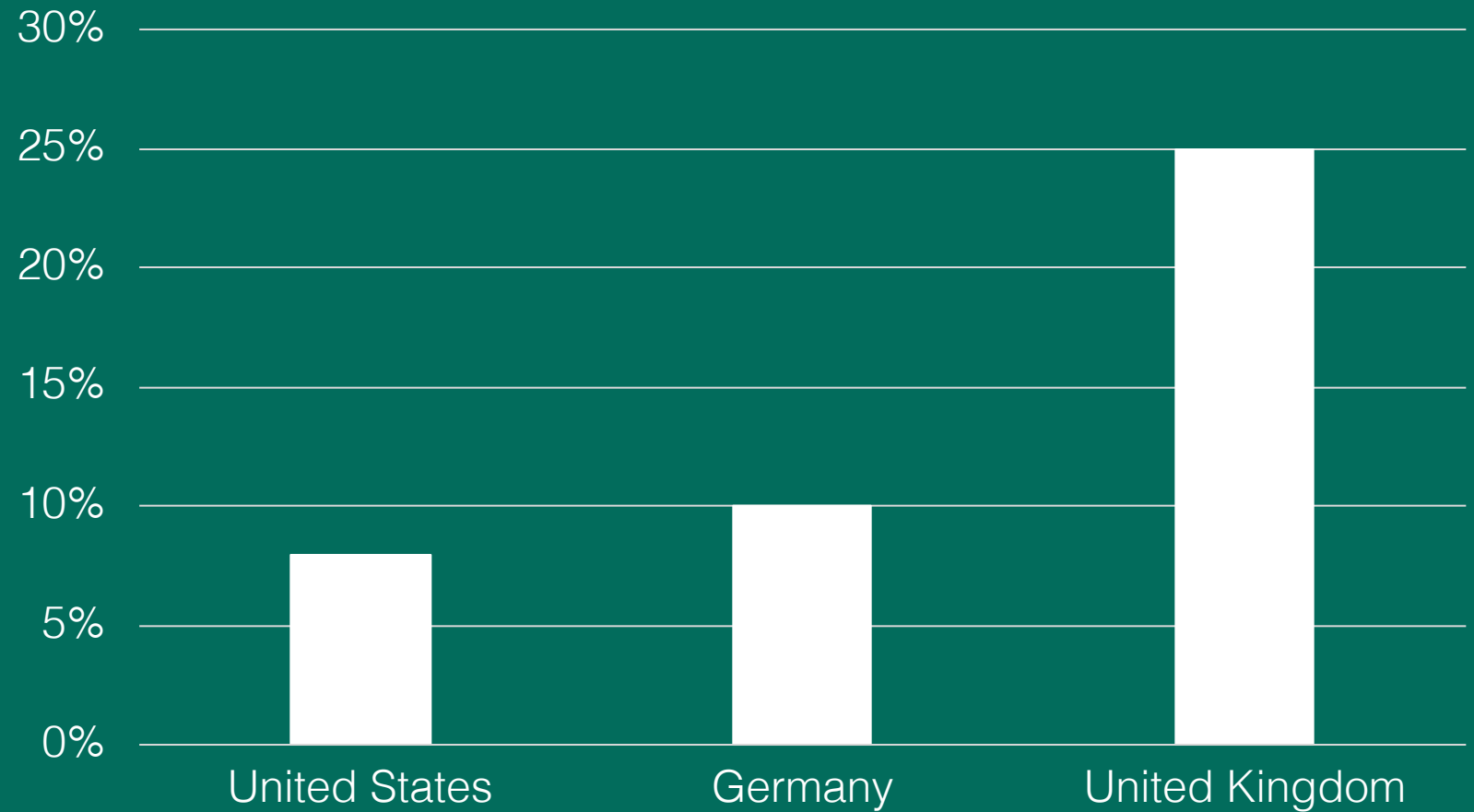
www.nowherebetter.co.za

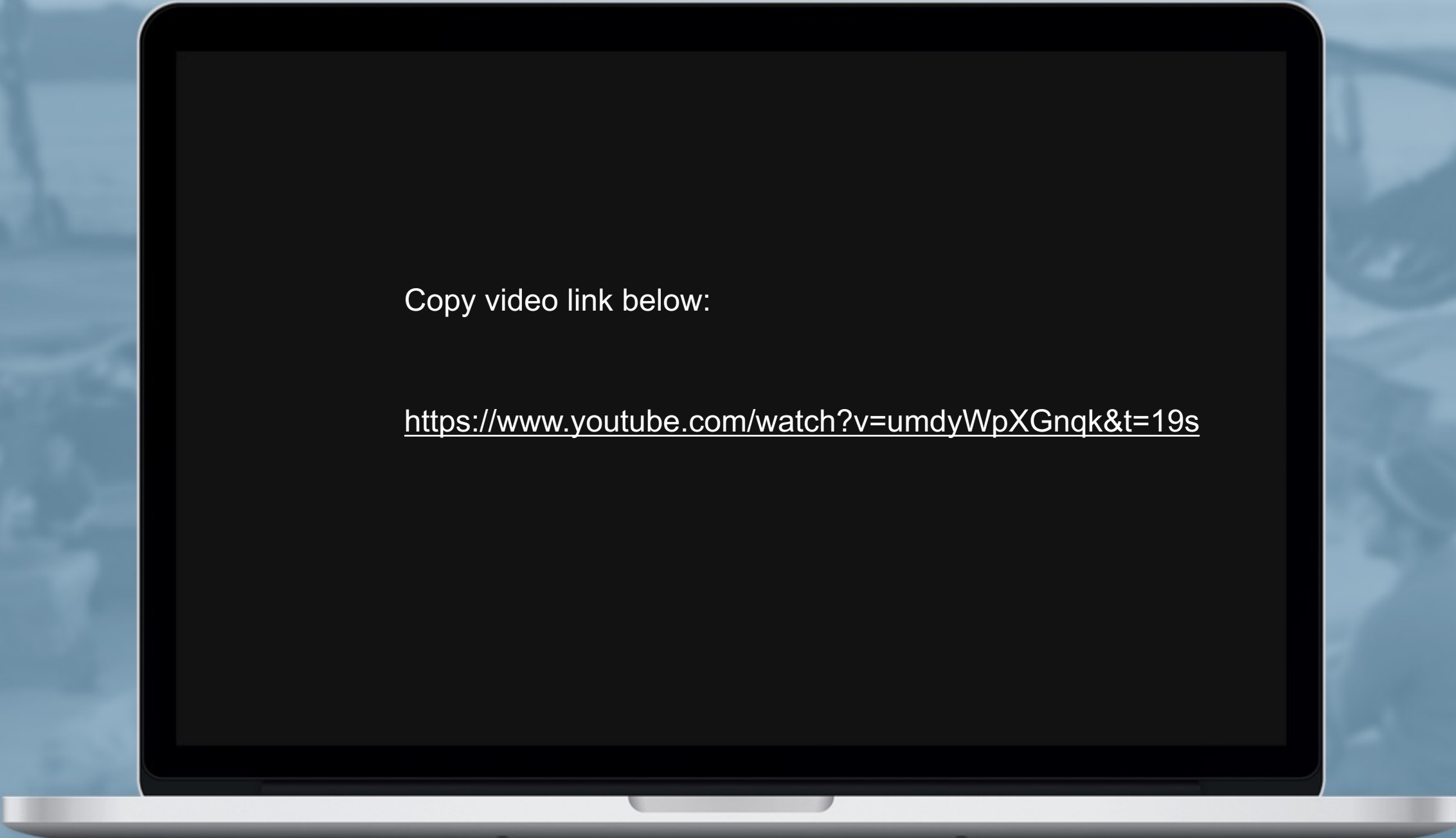


AIRLINE FORWARD BOOKINGS

Oct 17 – Mar 19

Oct 18 – Mar 19



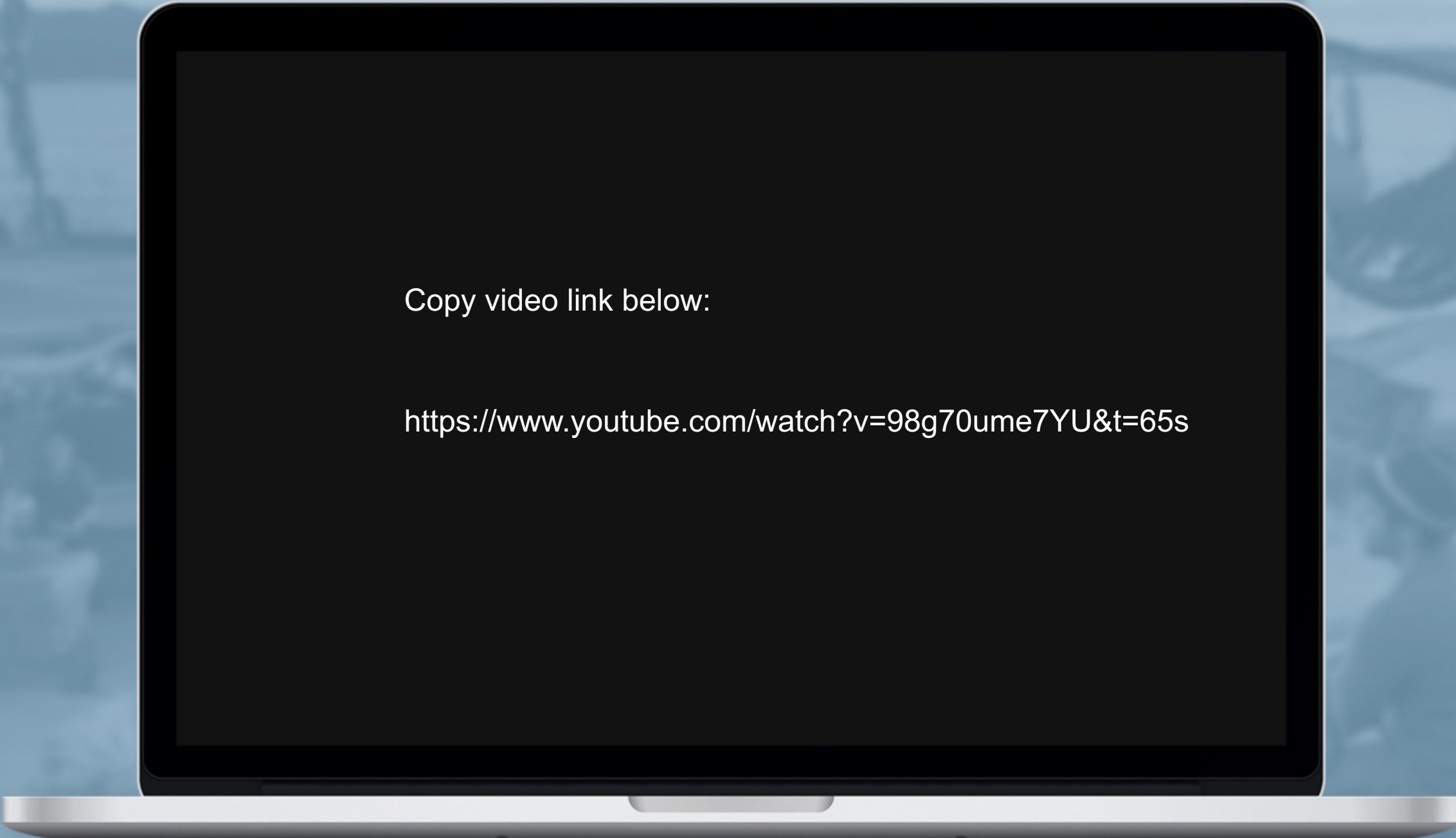
A laptop screen is shown against a blue background. The screen is black and displays white text. The text consists of two lines: 'Copy video link below:' followed by a URL. The laptop is silver and is open, showing the screen and the keyboard area.

Copy video link below:

<https://www.youtube.com/watch?v=umdyWpXGnqk&t=19s>



#nowwhat

A laptop is shown from a front-facing perspective, slightly angled. The screen is black and displays white text. The background of the entire image is a light blue, semi-transparent pattern of a crowd of people.

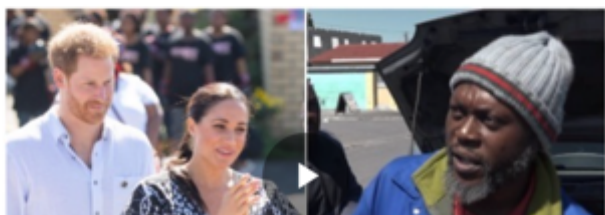
Copy video link below:

<https://www.youtube.com/watch?v=98g70ume7YU&t=65s>

23 September 2019 at 3:23pm

Harry and Meghan in a township with South Africa's highest murder rate

CHRIS SHIP ROYAL EDITOR



Home > News > Royal



Baby Archie pictures: How baby Archie is the spitting image of...

Meghan Markle generously donates Archie's baby clothes to South...

Prince Philip fury: How Philip raged over 'worst mistake' of...

Baby Archie in pictures: Most adorable snaps of Meghan Markle and Harry's baby in Africa



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Meghan Markle and Prince Harry dance with well-wishers in township dubbed South Africa's 'murder capital' on first day of epic tour - while baby Archie recovers from overnight flight from Britain



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WORLD NEWS SEPTEMBER 23, 2019 / 11:42 AM / 6 DAYS AGO

UK's Harry and Meghan start South African tour in Nyanga township

Wendell Roelf

5 MIN READ



CAPE TOWN (Reuters) - Britain's Prince Harry and his wife Meghan started their tour of South Africa on Monday in a township known as the country's "murder capital".

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VIDEO

Prince Harry and Meghan start tour in South Africa's 'murder capital' Nyanga

Valentine Low, Cape Town

September 23 2019, 12:00pm,
The Times

Africa



BBC

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UK England N. Ireland Scotland Wales Politics

Meghan 'shows solidarity' at memorial of murdered South African student

© 28 September 2019

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Top search queries

England

Past 30 days

Search terms: Nyanga; Crime Cape Town; Holiday Cape Town

Interest over time ?



Water vs Safety & Security

● Narrative	Day Zero	Murder Capital
● Timeframe	Limited	Indefinite
● Operational response	Technology & behaviour change	Technology & community engagement
● Communication pushback	Tourists using all our water	Only protecting areas tourists go to
● Communication response	Tourists only make up 1% of population	Safer space for all
● Collaboration	Bricks & Mortar comms room	Bricks & Mortar comms room & virtual

Lessons from the **water crisis**



Team

Dedicated team with support from virtual industry resources.



Communication

Always on. Strong focus on international mass media. Constant information.



Contacts

Ability to reach the market quickly through industry databases.

PARTNERSHIP

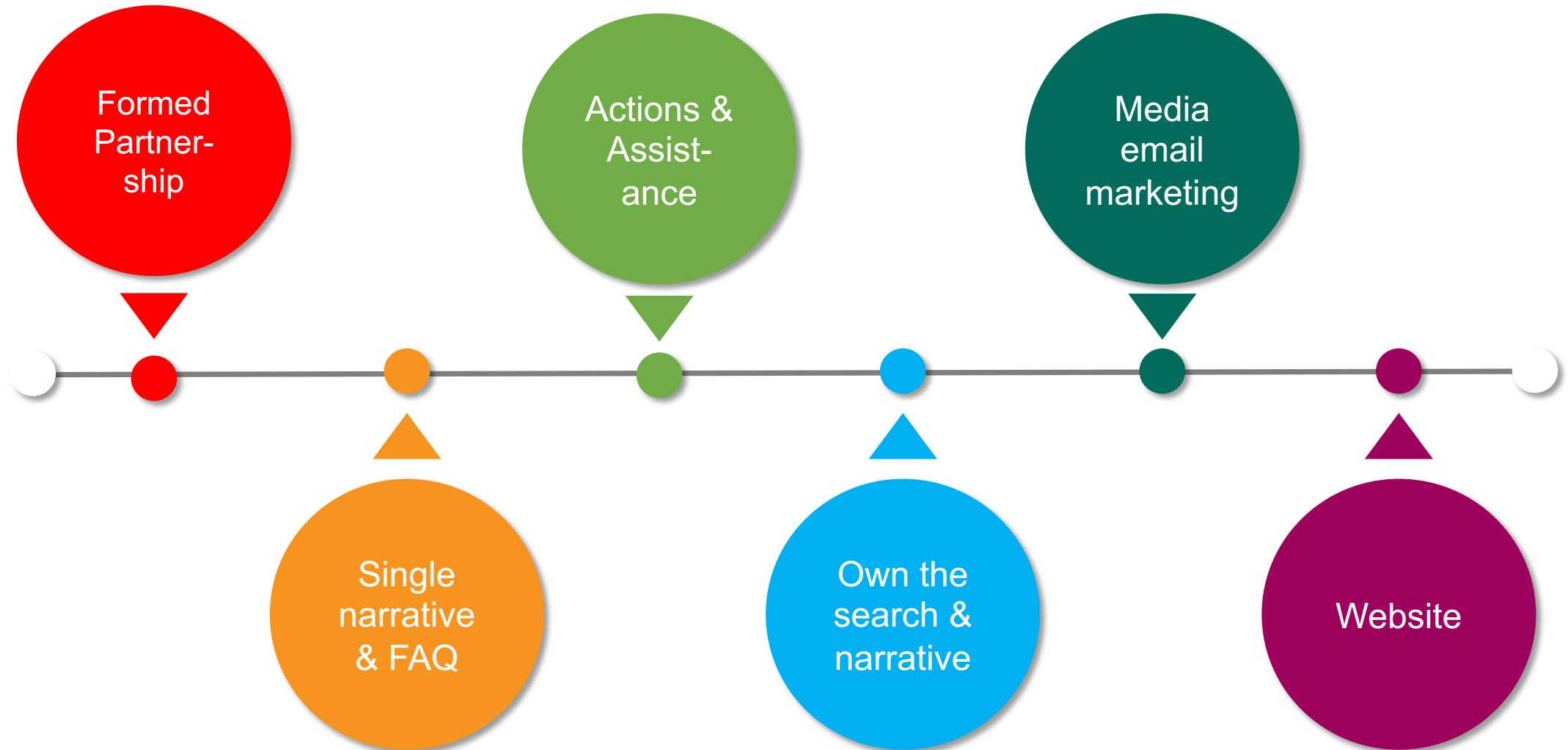
Communication implementation
team

Your
Logo
here

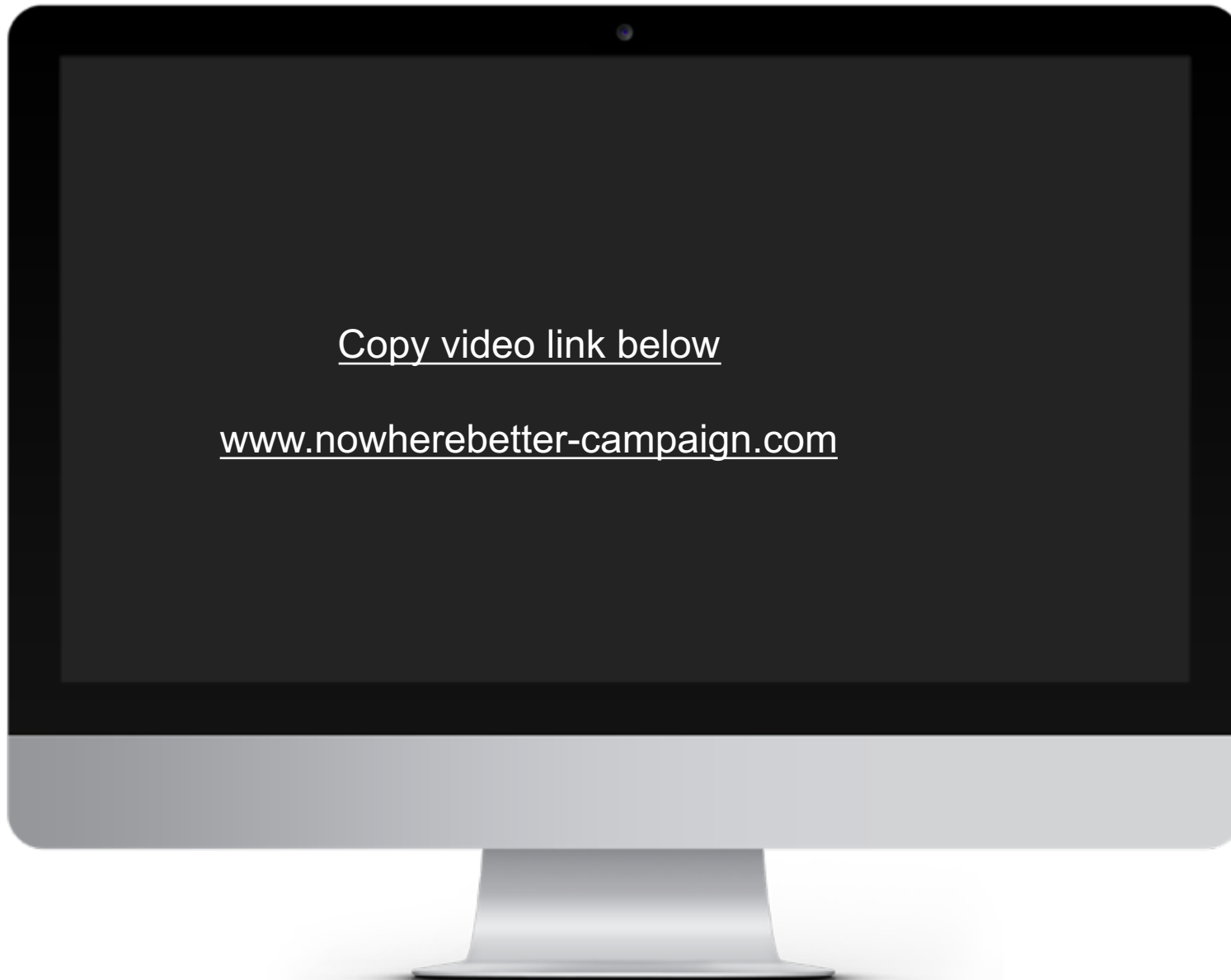


Safety and Security

Action timeline

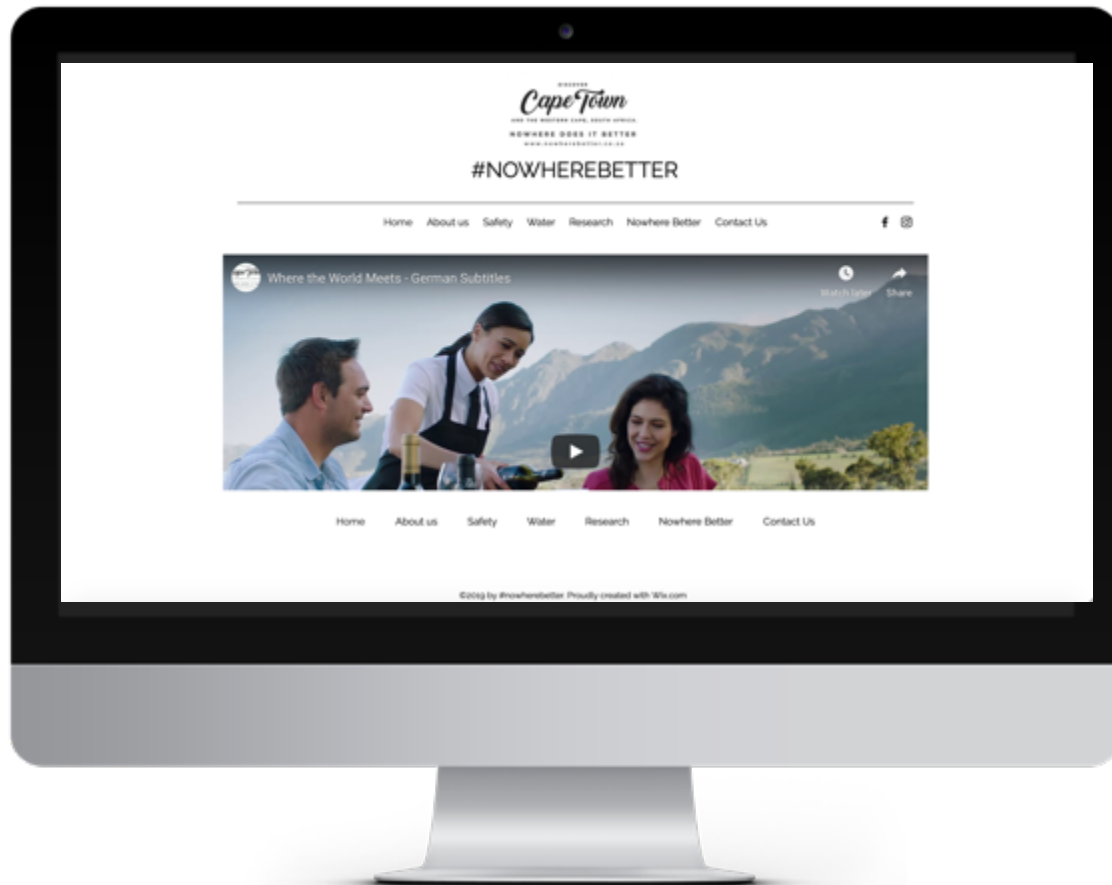


Tourism trade & **media** website

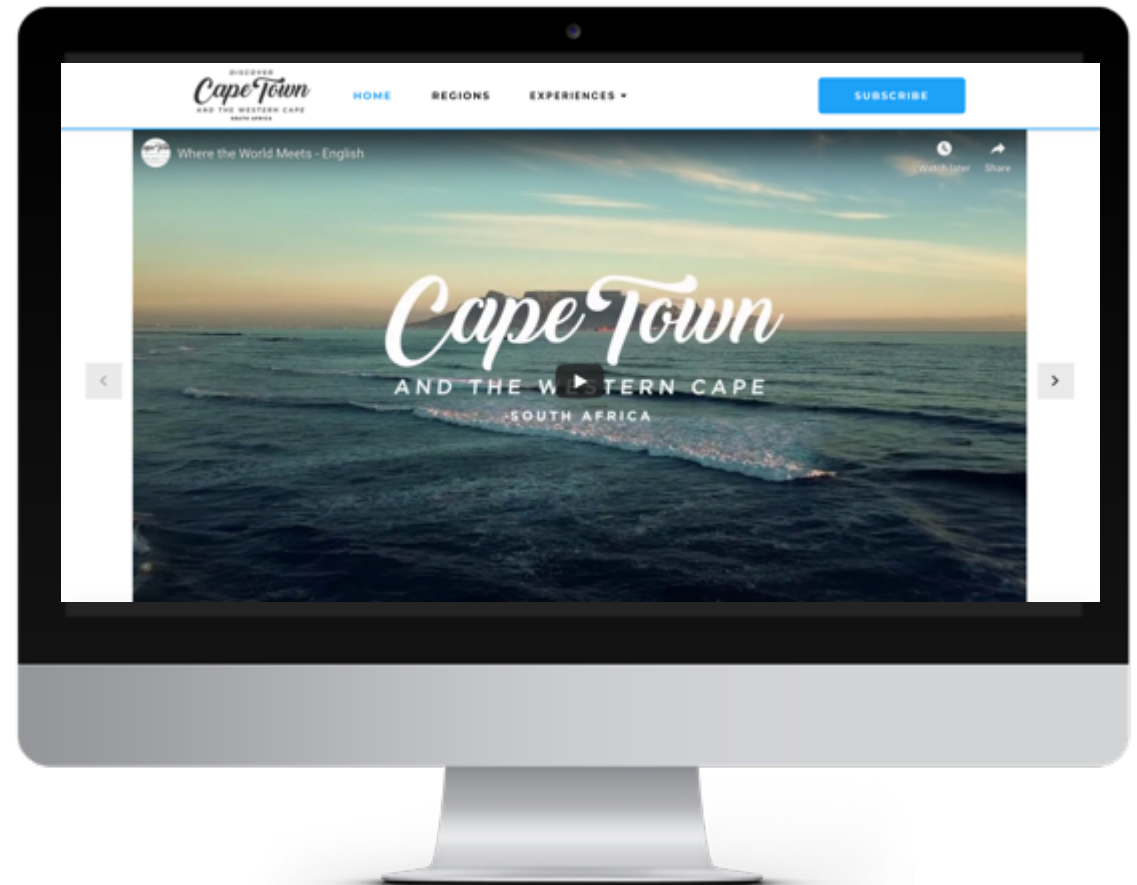


Trade and consumer website

www.nowherebetter-campaign.com



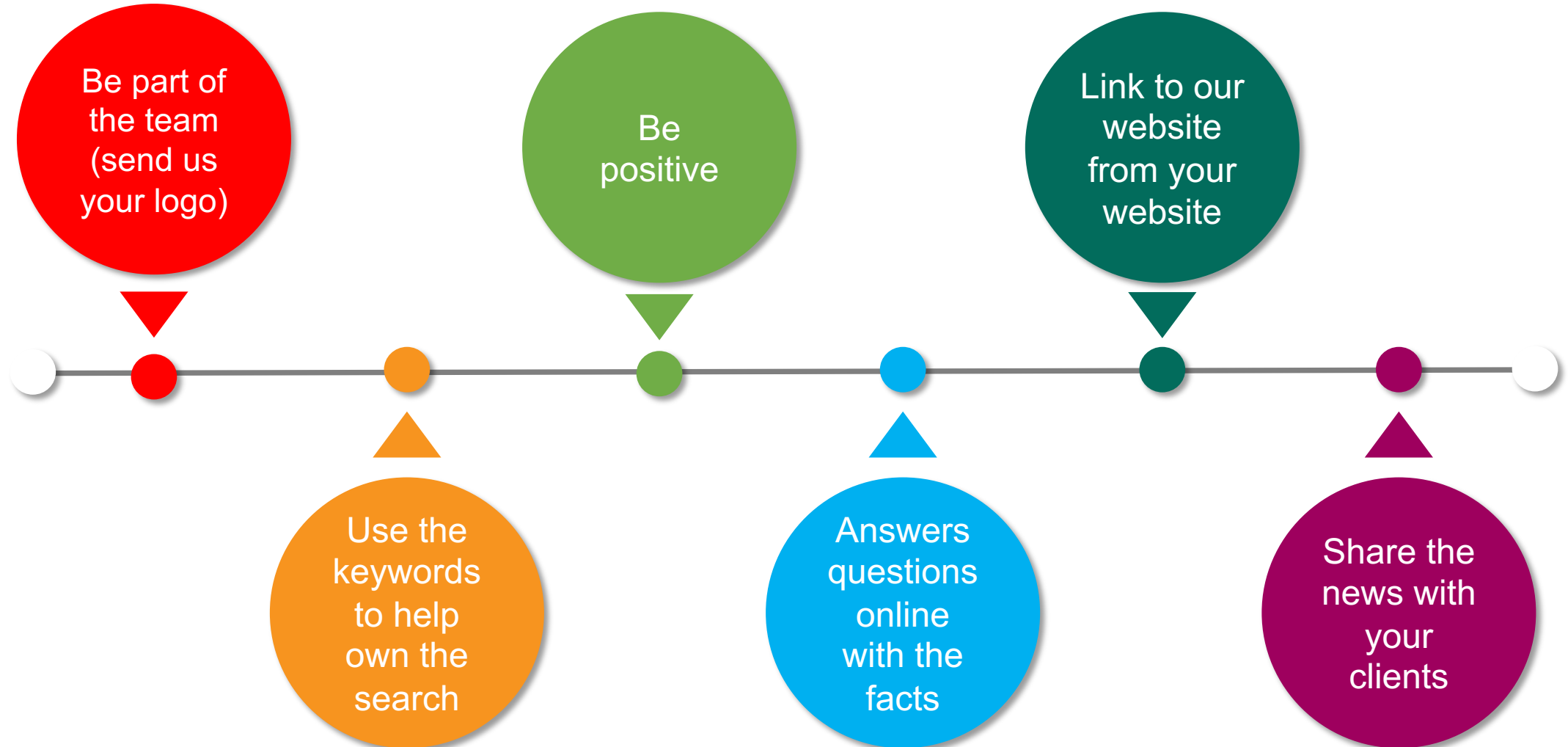
www.nowherebetter.co.za



How can you help?

Actions

www.nowherebetter-campaign.com





Thank you

e: nowherebetter@wesgro.co.za