

PRESS RELEASE:

Knysna Tourism Campaign: Reminding travellers why greater Knysna is simply world-class

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Building on the Western Cape domestic campaign, “We are Open” – “Get That Far-away Feeling”, Knysna Municipality and Visit Knysna hosted an event to officially launch an exciting domestic campaign for the greater Knysna area, aimed at showcasing the various hotspots in the region that can be on everyone’s bucket list.

The Knysna domestic campaign showcases the depth and breadth of experiences that the greater Knysna area has on offer. With the festive season around the corner, **whatever you are looking for, you will find it in Knysna**, with our Forests, Mountains, Sea and Markets. **That faraway feeling is closer than you think.** So our call to action is **VISIT KNYSNA**. The Greater Knysna area should absolutely be on every-ones bucket list.

The launch, which was also attended by local media and key influencers in the region was held on the 13th of November 2020, at the Project Bar, Thesen Harbour Town in Knysna where the Executive Mayor of Knysna, Elrick van Aswegen said, “Knysna is open and waiting. Our tourism partners and operators are ready to welcome our domestic visitors and to give them a holiday experience they will never forget. With adventures to be had throughout the greater Knysna area, we are proud of the quality and calibre of the offerings available to travellers. The municipality stands by our tourism industry and supports them in rebuilding this vital component of our local economy.”

The campaign, running initially for a period of four months, is digitally-led. It follows a smart, re-marketing approach by targeting audiences that have been built online previously for optimisation, and engages users that have shown interest in the region. Kicking off mid-November 2020, the collateral will be live on Instagram, Facebook and Google, accessible across all devices and built for mobile.

Visit Knysna General Manager, Colleen Durant said: "We are very excited that through this campaign we can promote the various locations within the greater Knysna area with each area having unique offerings. Rheenendal is different to that of Sedgfield, which varies to Knysna and these experiences have been captured here. We look forward to welcoming visitors to our beautiful, unique and diverse destination."

By building familiarity with audiences across the country, the Visit Knysna campaign reminds travellers why the destination is simply world-class, with all the variety one could dream of. With forests, beaches, mountains and lagoons, Knysna has long been favoured as a “must-see” for travellers around the world. The town’s tourism portal - visitknysna.co.za – has comprehensive information to showcase year-round events and activities to create even more interest.

“Many South Africans have not had the opportunity to experience the extraordinary set of experiences and accommodation options the greater Knysna area offers. This campaign will remind domestic travellers of how successfully Knysna competes on the world stage as a destination” said Wesgro CEO, Tim Harris.

To view the Knysna Tourism Campaign video, visit: <https://youtu.be/Mo4TpM4Xgh0>

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