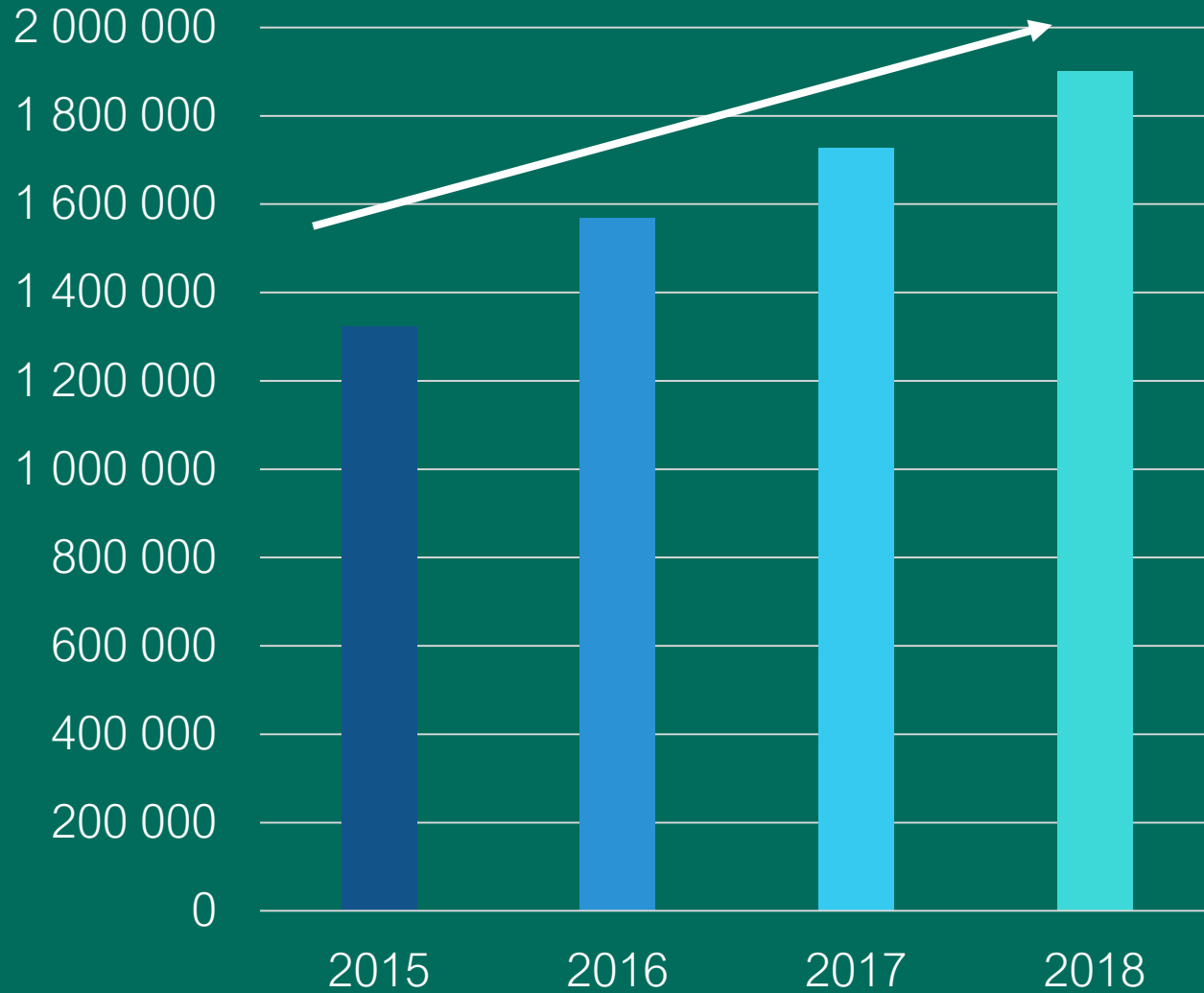


An aerial photograph of a coastline. The left side shows deep turquoise water with visible ripples. The right side shows a white sand beach. A white rectangular box is centered horizontally across the image, containing the text "#nowherebetter" in white, bold, lowercase letters.

#nowherebetter

Come in WE'RE
OPEN

International Arrivals



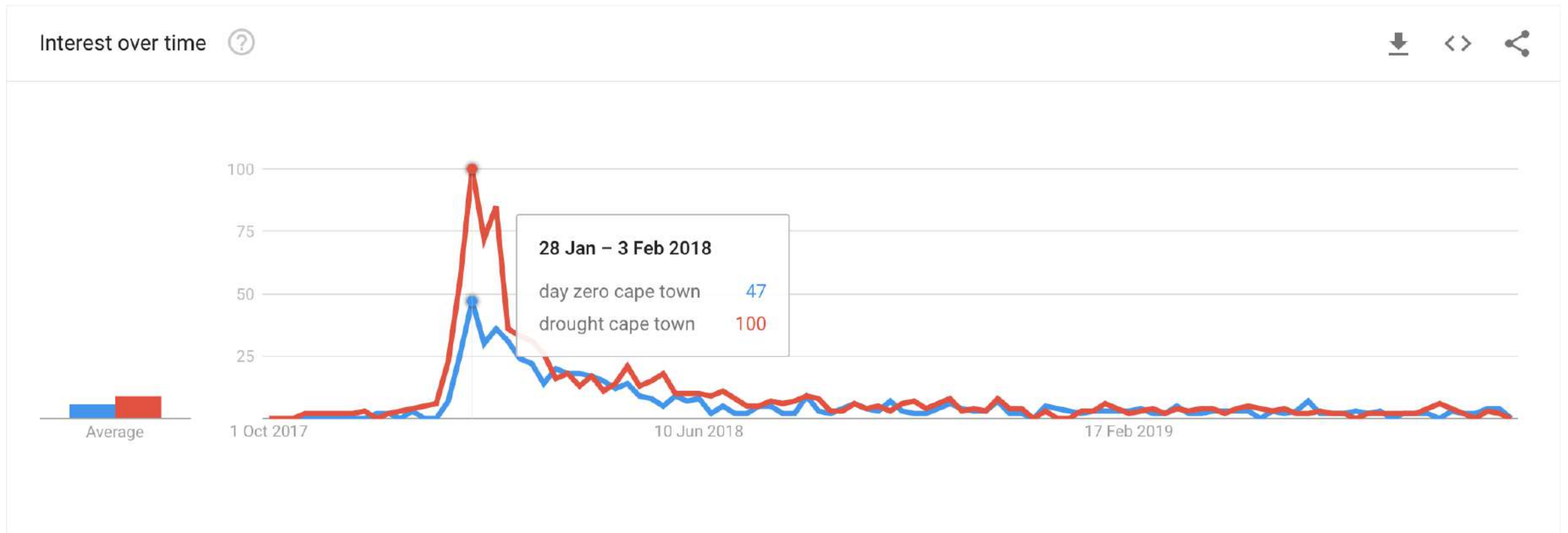
- Double digit growth
2016 | 18.5%
2017 | 10.1%
- Forecast
2018 | 10%
1.9m international arrivals

What trended?

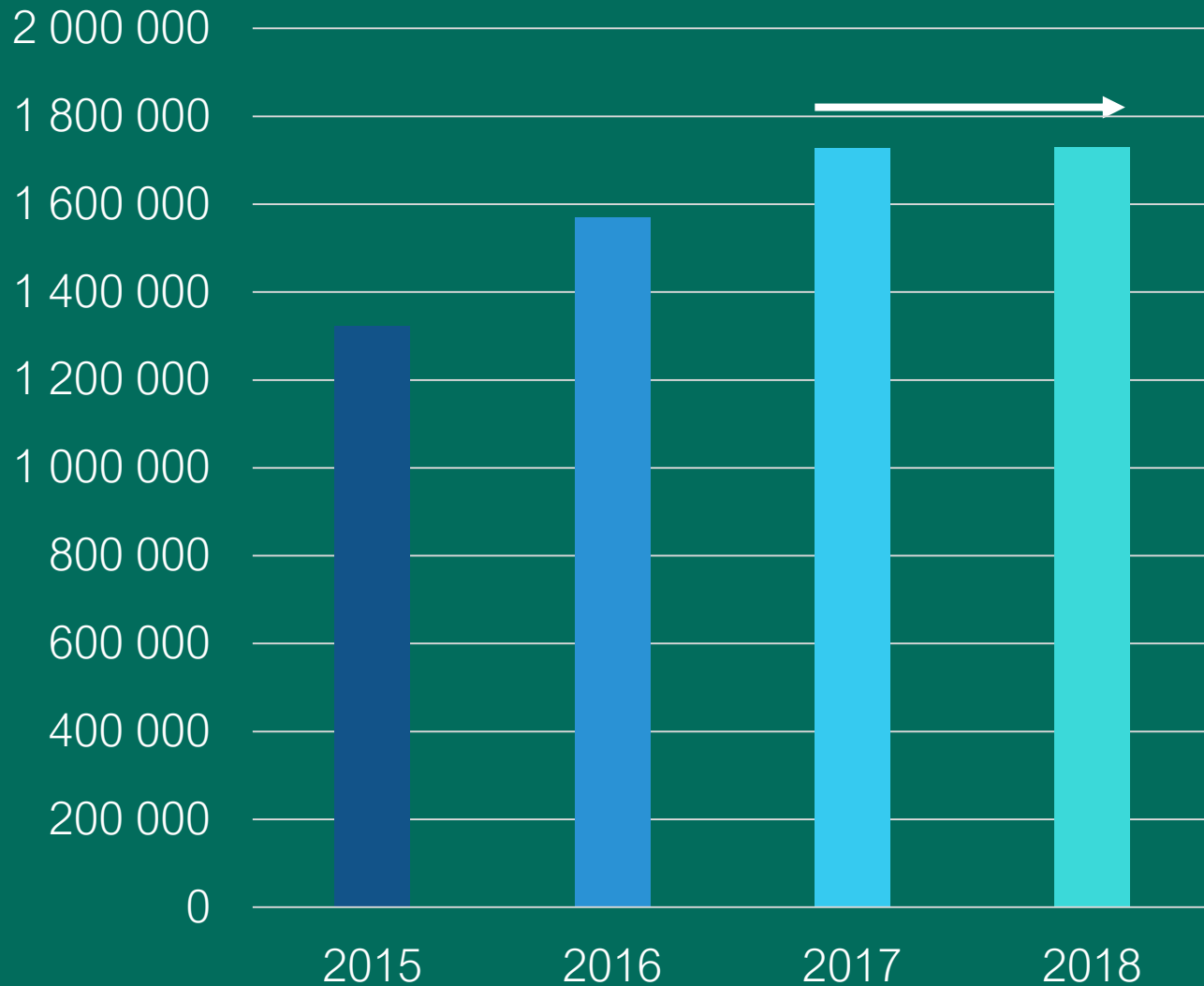
United States

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.



La Petite Ferme



The Voice of Inbound Tourism



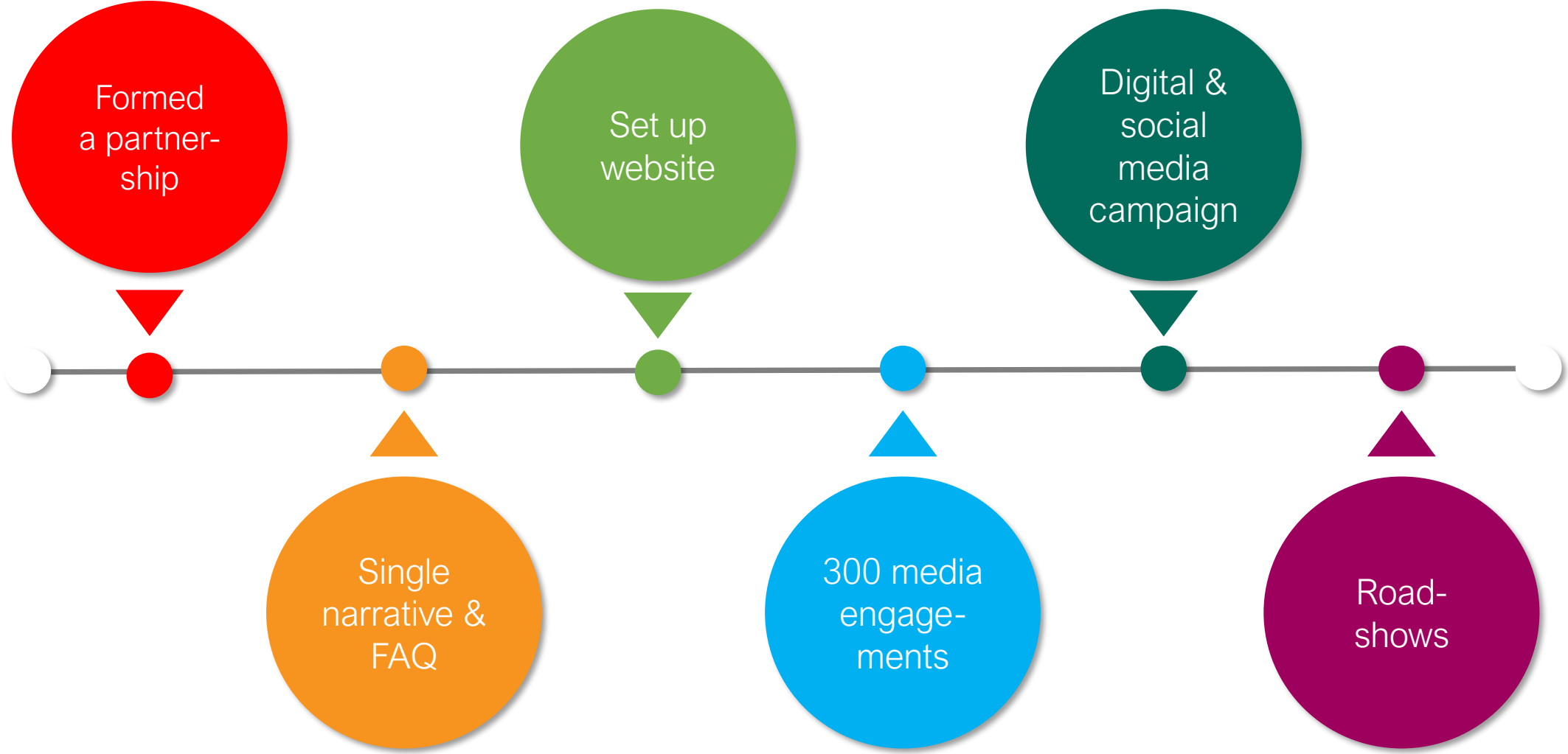
cape town & western cape
tourism, trade & investment





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

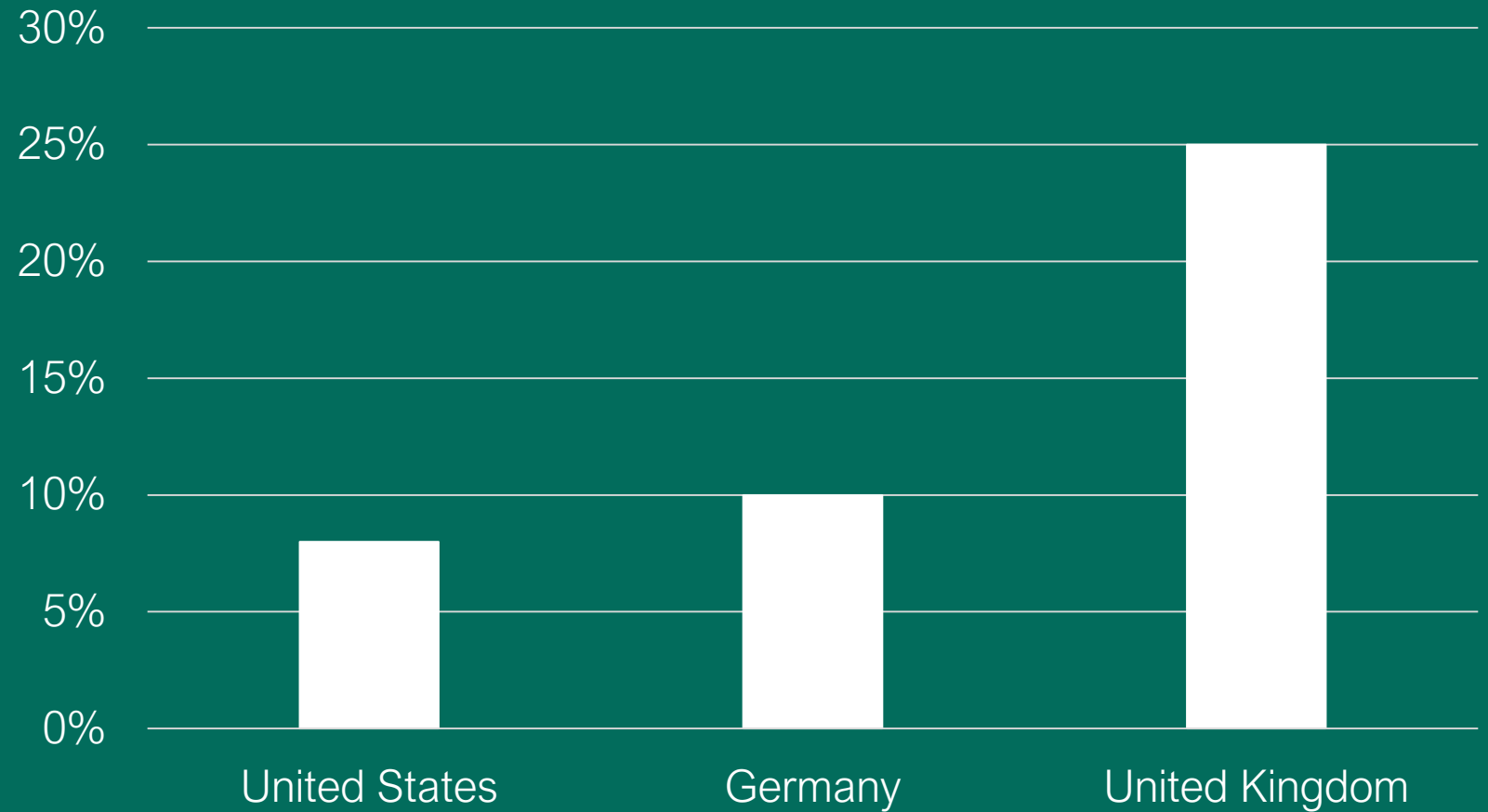
www.nowherebetter.co.za



AIRLINE FORWARD BOOKINGS

Oct 17 – Mar 18

Oct 18 – Mar 19







#nowwhat



23 September 2019 at 3:23pm

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

CHRIS SHEP ROYAL EDITOR



LEATHER GALLERY



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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



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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...

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

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

28 September 2019 [f](#) [t](#) [t](#) [e](#) [Share](#)

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

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".




What trended?

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

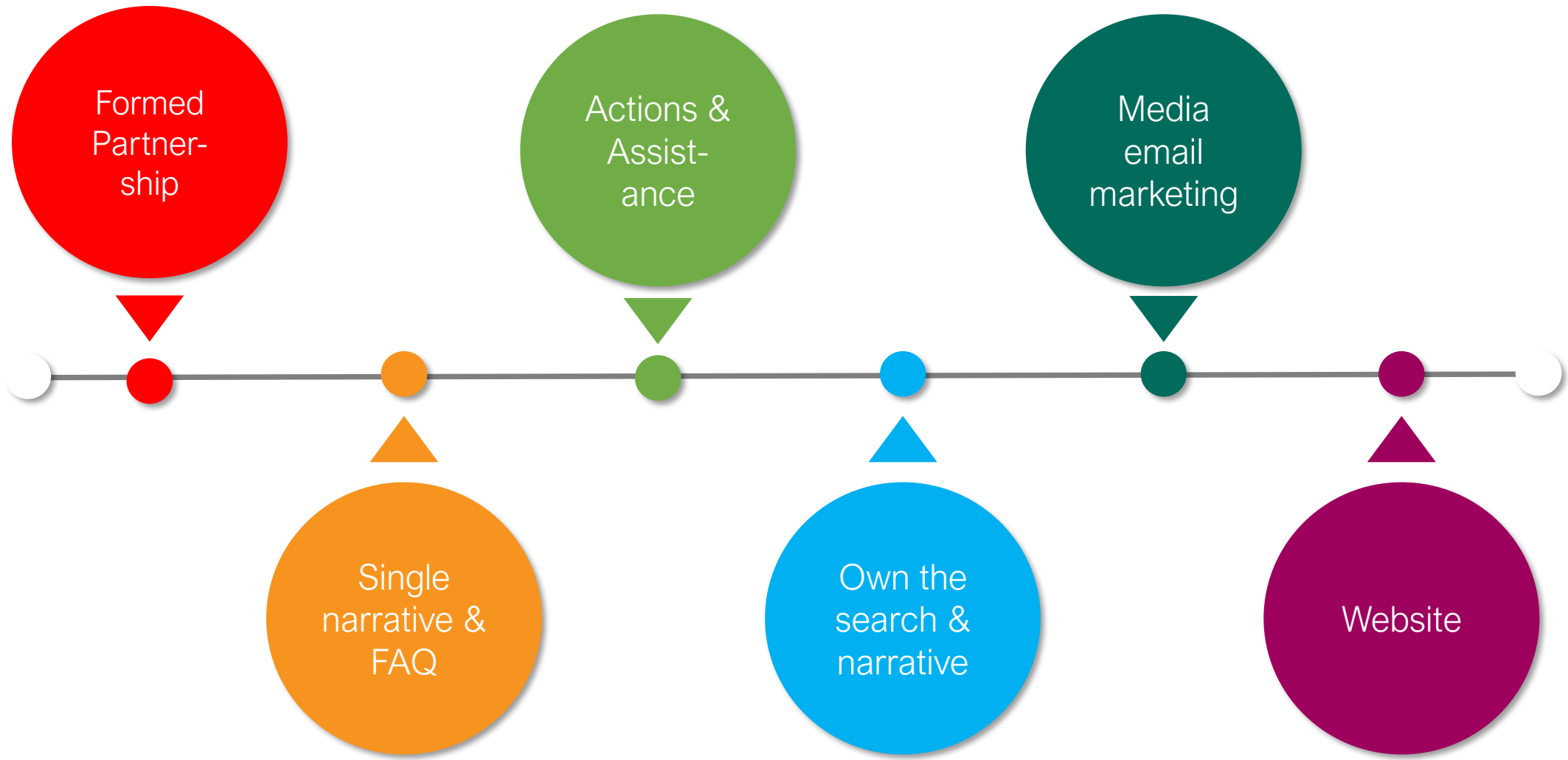


Your Logo here

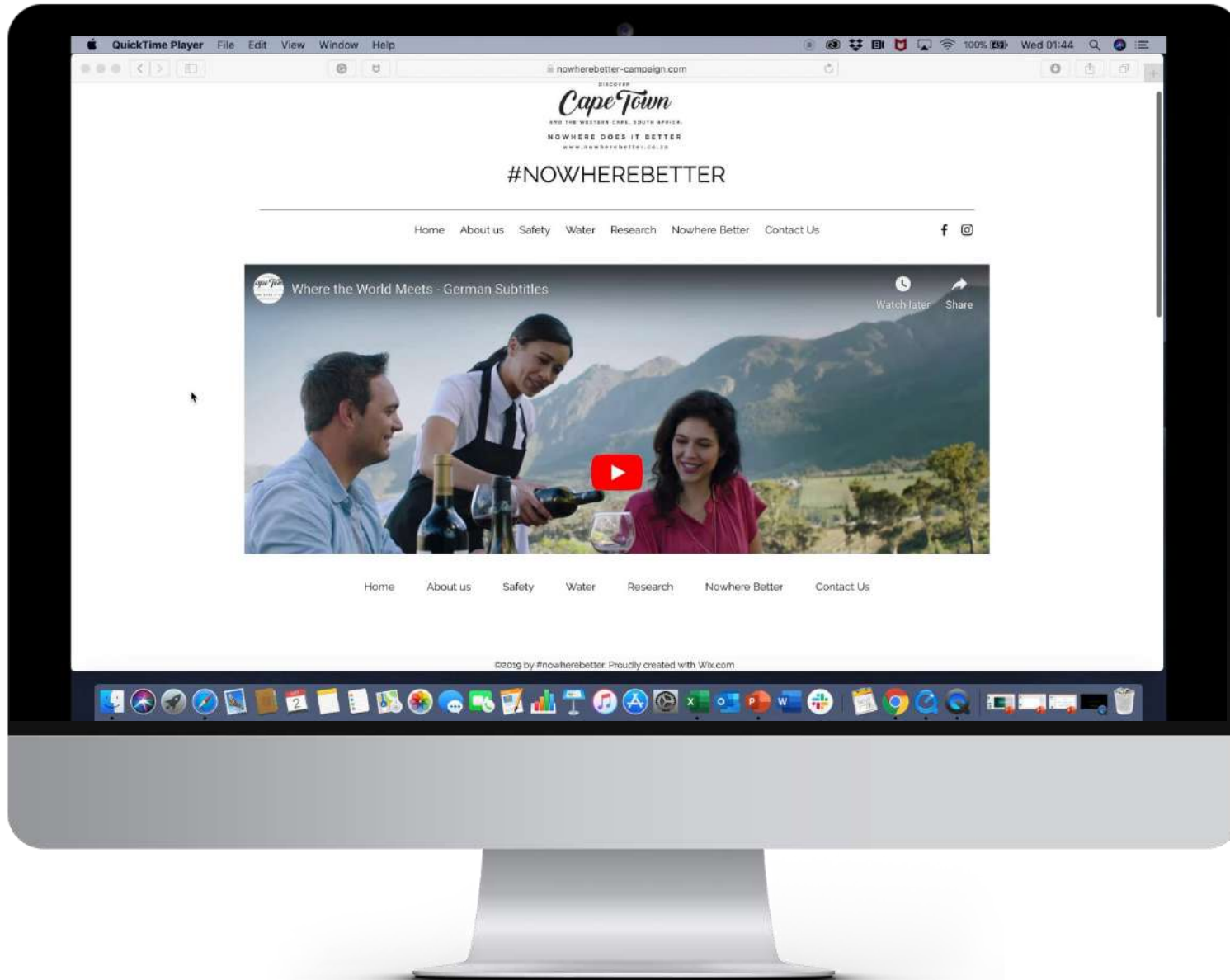


Safety and Security

Action timeline



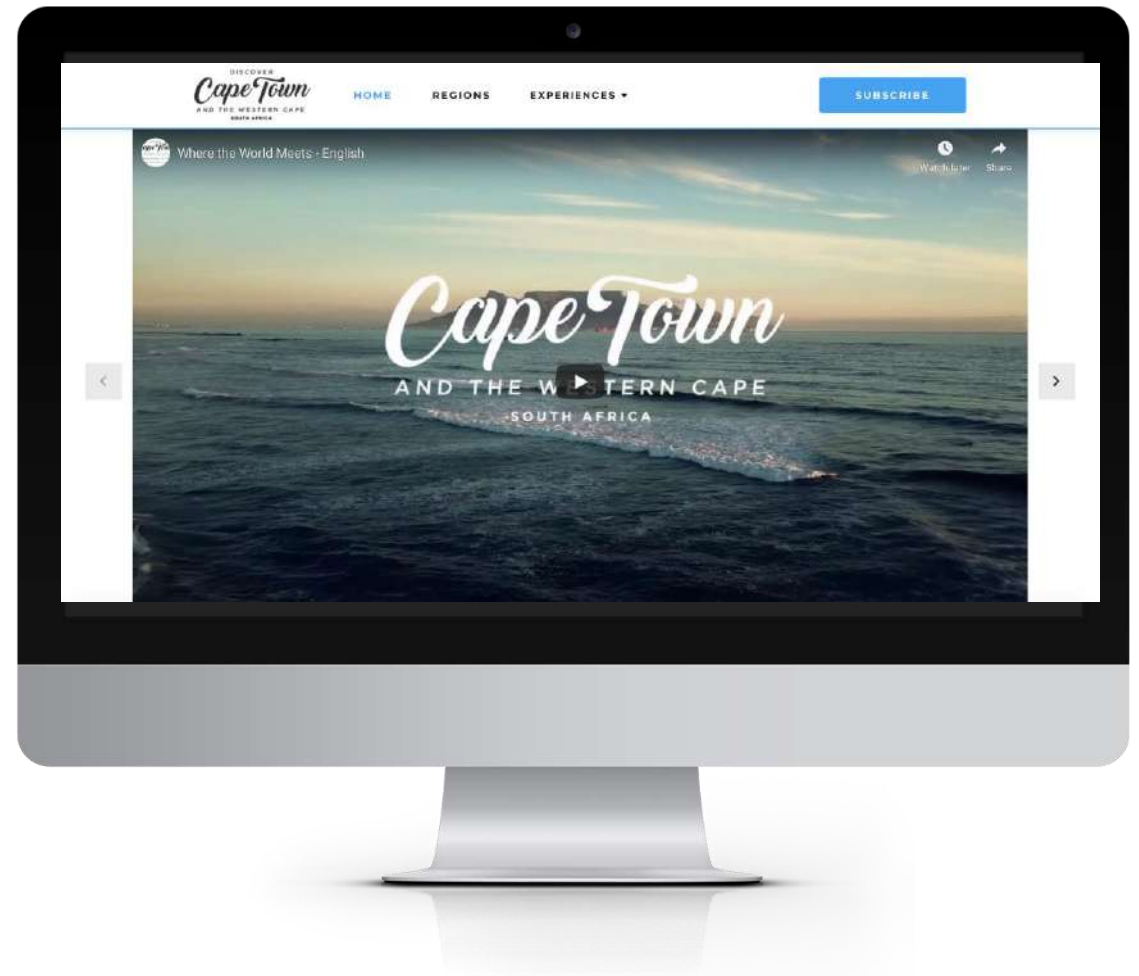
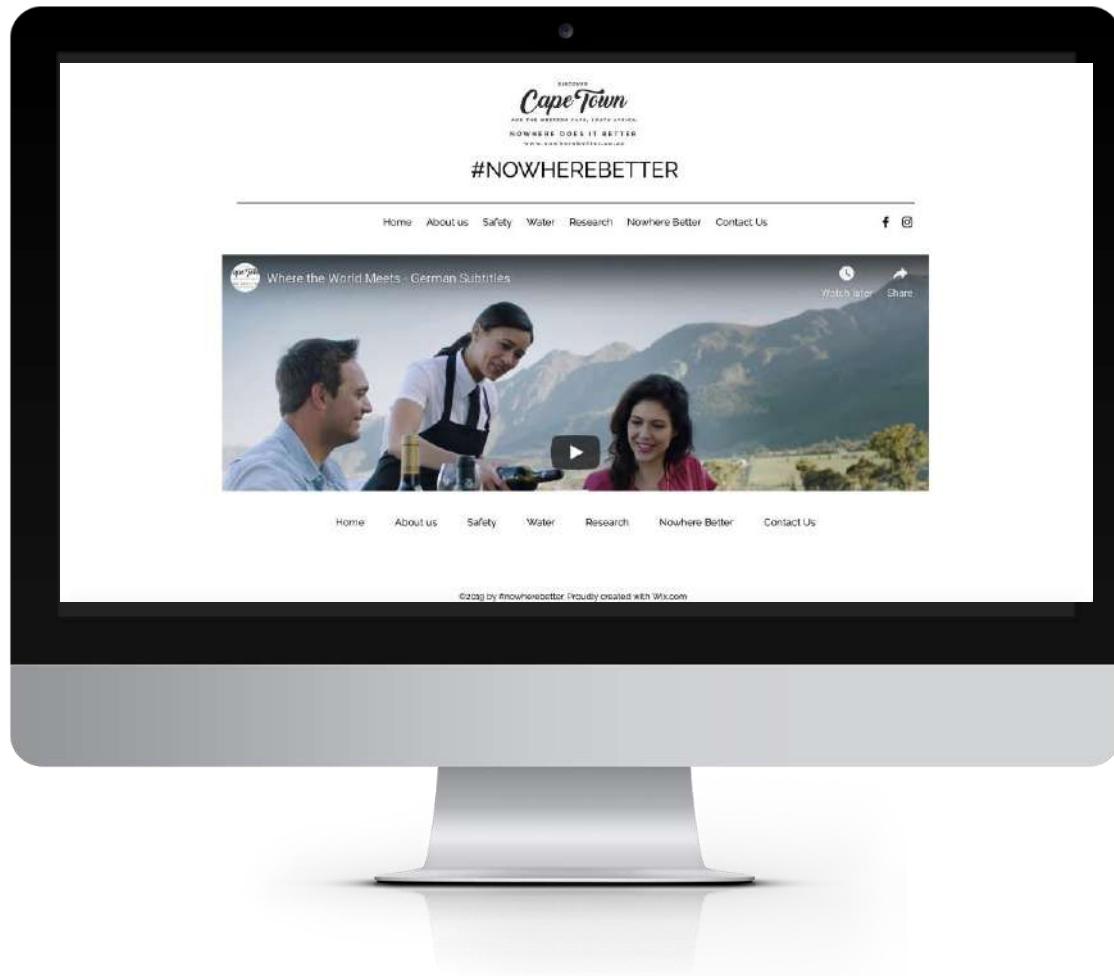
Tourism trade & media website



Trade and consumer website

www.nowherebetter-campaign.com

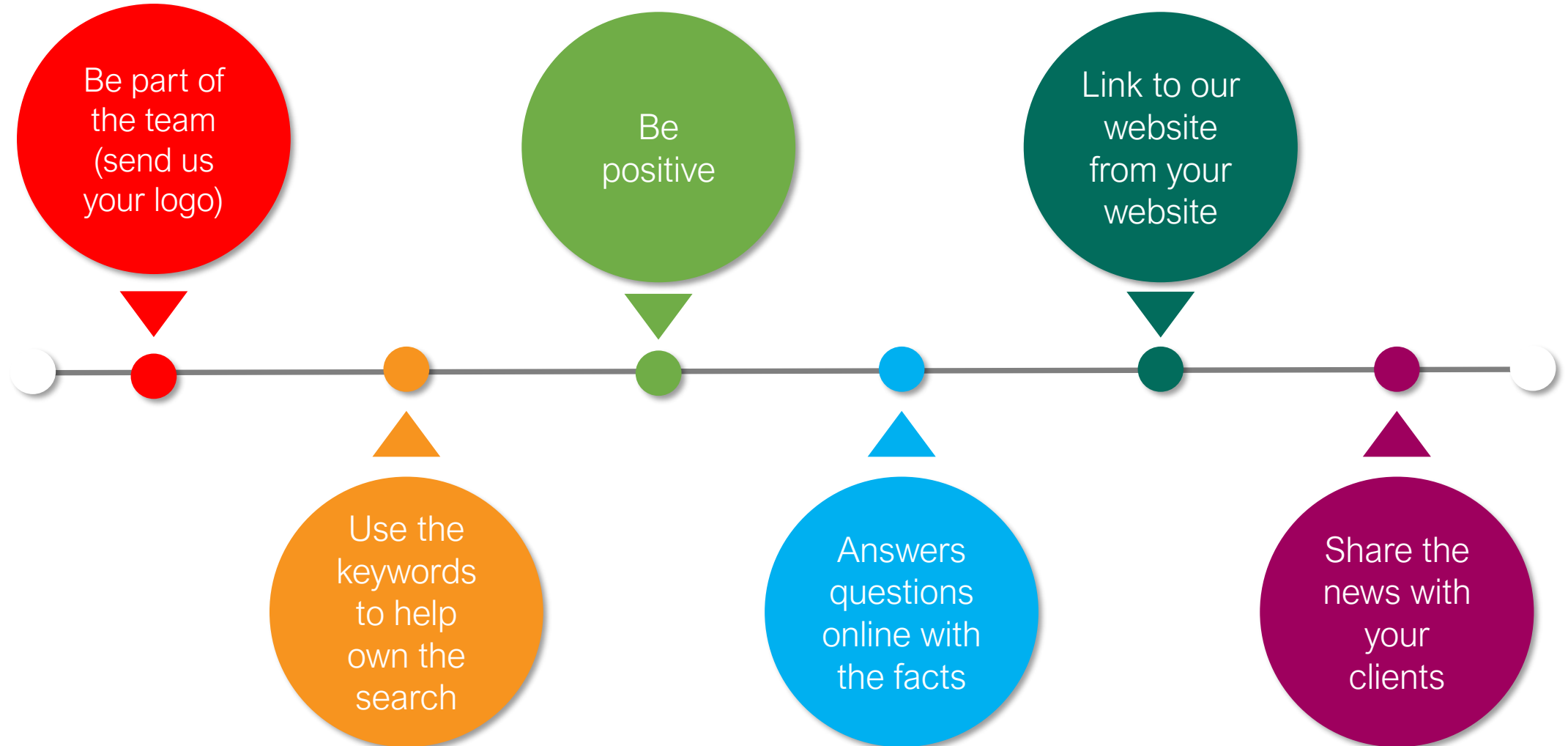
www.nowherebetter.co.za



How can you help?

Actions

www.nowherebetter-campaign.com



An aerial photograph of a coastline. The left side shows deep green water with visible ripples. The right side shows a wide, white sandy beach. The water and sand meet at a jagged, irregular line. The overall scene is bright and clear.

Thank you

e: nowherebetter@wesgro.co.za