

Cape Town's new 'Hello Weekend' campaign

The new Cape Town Tourism domestic marketing campaign, 'Hello Weekend', aims to position Cape Town as a city where there is always something on, 52 weekends a year. Launched at Indaba 2015 over the weekend, it was quickly picked as one of international travel trend watchers Skift.com's Best Travel Ads of the Week. It is centred on a micro-site www.helloweekend.capetown.



Tapping into the universal truth that everyone looks forward to the weekend, the campaign aims to profile the ideal weekend for potential visitors based on their weekend personality type. On entering the site, visitors will have the opportunity to take a mini-quiz to find out what sort of weekend person they are and then explore recommendations on what type of weekends they may like. A series of weekly themed weekends have been created to talk to the various weekend personalities.

These include Tastescape; a weekend of sampling Cape cuisine, and Bros and Brews; a perfect solution for a bachelor weekend or a guy's get together. Shoppers will love the Big Spender, a weekend of shopping delights - and adventurers will make a beeline for Adrenalin Rush. Collectors and Creatives can soak up the city's art and design scene, whilst Just the Two of Us makes for a romantic escape in the Mother City. More packages include Five Star, Ready, Set, Go, Bestie's Breakaway, Greens and Tees, Party it Up, Out in Cape Town and Making Memories.

Thompsons Holidays has created bespoke packages from R3,399 (that include flights, two nights' accommodation and car hire within South Africa) to match the weekends and to ensure that it is easy for people to get to Cape Town to experience the weekend itineraries. The campaign will initially run from 1 May to 31 July 2015.

Some of the weekends are linked to events but most weekends can be experienced whenever. Visitors can 'supersize' their weekend by adding activities and experiences to their bucket-list.

Find out what sort of weekend personality you are by visiting helloweekend.capetown/ and taking the quiz.

For more, visit: <https://www.bizcommunity.com>