

Boomtown rolls out the Seven Wonders Summer Bucket List for Sarah Baartman District Municipality

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Building on the Seven Wonders campaign, Boomtown, for the Sarah Baartman area of the Eastern Cape, has rolled out the Seven Wonders Bucket List - the campaign for summer 2018/19.

Designed to inspire people to make memories and explore the Sarah Baartman District, the Seven Wonders Bucket List is a list of must-dos within the region.

“Every summer, we talk about the amazing things we want to do. And at the end of the holidays, most of us have hardly done a single thing on that list,” remarks Lisa Snyman, Boomtown account manager. “Our Seven Wonders Bucket List campaign taps into this and gets people off the couch and encourages locals to explore what’s on their doorstep, and those travelling from further afield get to experience what the region has to offer.”

To encourage participation, tourists are encouraged to share their Seven Wonders Bucket List experiences on social media. If participants tag and follow @worldof7wonders and use the hashtags #7WondersBucketList #SBDM in their holiday snap at one of the area’s Seven Wonders, they stand the chance to win a cash prize. “To encourage different visits to multiple attractions, two entries in two different attractions enters tourists into a grand prize draw,” adds Snyman.

Designed to drive online awareness through the creation of experiences, people’s desire to share their travels and the excitement of potentially winning a prize.

“Our Seven Wonders are Addo, Baviaanskloof and the Gamtoos Valley, Grahamstown, Jeffreys Bay and St Francis, the Karoo, the Sunshine Coast and the Tsitsikamma and Langkloof area,” remarks Sarah Baartman District Director of Planning And Economic Development, Unathi Daniels. “Each Wonder adds a different element to your travels and has something for every taste, from adrenalin junkies to foodies and even for those looking to travel back in time and unearth local history.”

Supporting activations and activities included giveaways and promotional handouts at fillings stations en route to the Sarah Baaartman District, flyers at popular restaurants and retail outlets and a beach dig to win with the chance to win numerous prizes on two key beaches: Hobie Beach in Port Elizabeth and Jefferey’s Bay.



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