

# Wesgro, Happy Snappy aim to inspire tourists this season

Wesgro and Happy Snappy have joined forces on a mobile campaign with the objective of inspiring visitors to the city of Cape Town to discover more of the Western Cape's unique activities and places.



Judy Lain, Chief Marketing Officer at Wesgro, is excited about this campaign which leverages mobile technology, images and video to enhance the visitor's experience.

"Following their unique experiences at the V&A Wheel of Excellence or Table Mountain Cableway, visitors have the opportunity to have their picture taken. This is when they receive their personalised postcard on which they will find a QR code on the back. After scanning this code, they will be directed to a beautiful overview video of the Western Cape which showcases many of our unique and beautiful attractions and activities. The idea is around promoting unexpected discovery of the province online while experiencing something unique as the V&A Wheel of Excellence or Table Mountain Cableway. The video is shareable, driving higher reach," says Lain.

The campaign runs from 16 December to 5th January and forms part of Wesgro's effort to drive geographic spread throughout the Western Cape.

James Cussen from Happy Snappy says they expect to reach a big number of tourists over peak season, "with the campaign running at key tourist attractions in Cape Town, we are expecting to reach around 570,000 visitors with our postcards," he says.