

Take a virtual journey to Reunion Island

A posse of top international and South African bloggers and online media are preparing to head Reunion Island from 26 June-3 July 2014 where they will absorb the island's extensive diversity, easy lifestyle and warm hospitality to share with the wanderlust-dusted eyes of the world through the storytelling hashtag #gotoreunion.

The blogger trip coincides with the launch of a new blog for Reunion blog.welcometoreunionisland.com [goes live 26 June 2014] which will cater specifically to the interests of the South African market.

Already famed for its adventure offering, Reunion is a creolised French department; a part of France situated in the Southern Hemisphere's Indian Ocean Islands.

Marketing partnership with Air Austral

South Africans no longer need a visa to visit, making Reunion Island a top go-to destination for families, couples and adventurers in search of a beach holiday that offers so much more, and all within an easy four hour flight with Air Austral from Johannesburg.

Not only do you not require a visa, spontaneous South Africans can take advantage of a special rate being offered by Air Austral for a limited time only. For R4,354 return you can fly direct from Johannesburg to Reunion Island.

Special Rates

For R4,354 return (ZAR 1870 per person + airport taxes of ZAR 2484 - TOTAL ZAR 4354) travelers can fly direct from Johannesburg to Reunion Island. Tickets are economy class and must be bought between 5 and 29 June 2014 for travel to Reunion Island between 15 June and 3 July and returning from Reunion Island between 22 June and 13 July 2014

OR

Travel to Reunion Island between 24 August and 2 October 2014, returning from Reunion Island between 31 August and 9 October 2014.

This is an approximate saving of R 1000 per ticket.

- Minimum stay: must include one Saturday (so no Sunday to Thursday flight)
- Maximum stay: one month
- Tickets are non refundable and non changeable
- Subject to the rate of exchange



Reunion Island is a fascinating blend of raw, exotic nature and French-Creole refinement; a must for the curious traveller, with 42% of the island declared as a UNESCO World Heritage Site. It is a hiking mecca with extraordinary routes circling live volcanoes and brushing through forests of ferns and flowers. Visitors can also relax, enjoy spa treatments and yoga and experience the interesting creole food and colourful culture.

Reunion Island Tourism mandated South African destination marketing company, Destinate, to conceptualise a digital marketing campaign for the island. The campaign has increased content sharing and story-telling via social media networks and will see a new interactive blog platform launch just before some of the world's top bloggers congregate in Reunion Island.

And the bloggers are...

The campaign will allow the bloggers the opportunity to explore the destination in a totally new way - living amongst and like locals-in-the-know for a few days.

#GoToReunion will be hosted in association with [iambassadors](#) who worked with Destinate on the recent and very successful blogger campaign for Stellenbosch, #Stellenblog.

[#Stellenblog](#), which ran from 2-9 May, reportedly generated more than 42 million online impressions worldwide, with a PR value exceeding more than R9 million to date.

National Geographic Channel Adventure Ambassador, Yann Macherez, will - in his capacity as a Reunion native - lead the bloggers through their trip to ensure they have access to insider knowledge and maximum adventure. He is a renowned photographer and has worked with South African Tourism on a recent [campaign](#).

Two South African travel influencer platforms - Getaway Magazine and News24Travel - will be coming along to take their online communities and readers on a journey of discovery. They will be joined by two travel and lifestyle bloggers from South Africa; Meruschka Govender of [Mzansigirl.com](#) and Natalie Roos will represent Destinate, also writing as [www.tailsofamermaid.com](#).

Three international bloggers from the USA, Brazil and Netherlands (covering both traditional and new markets) - will join the trip, along with a videographer based in the USA.

Follow their journey

- Keith Jenkins: Founder/Publisher of the Velvet Escape luxury travel blog. Inspired by travel, nature, people, music, sports, architecture, airplanes and photography.

www.velvetescape.com

Twitter: [@velvetescape](#)

- Matthew Karsten: Addicted to adventure travel and photography, he's been on a mission to inspire your next journey with entertaining stories, beautiful images, and useful travel tips from around the world.

www.expertvagabond.com

Twitter: [@ExpertVagabond](#)

Instagram: [expertvagabond](#)

- Priscila Reis Magalhaes: A Brazilian lawyer who fell in love with the world and decided to give up on the career of corporate law to become a professional blogger.

www.voali.com.br

Twitter: [@VOALI_](#)

Instagram: [voali](#)

- Matthew Ryan,Brown: A freelance director, cinematographer, and editor. Making emotional and imaginat pieces, whether it is films/docs, music videos, commercials, or museum installations.

vimeo.com/matthewbrown

Twitter: [@MattyBrownFilms](#)

- Yann Macherez: A freelance photographer now living in Paris, Yann grew up in Reunion.

nubuck.500px.com/home

www.yannmacherez.com

And South African bloggers:

- Kati Auld: Digital Journalist for Getaway Magazine based in Cape Town

www.getaway.co.za

Twitter: [@getawaymagazine/@katiauld](#)

Instagram: [katiseekatido](#)

- Selene Brophy: Editor for News24 Travel who will be reporting for:

News24 [Travel Island Guide](#) and [My Travels](#)

Twitter: [@news24travel/ @selenebrophy](#)

Instagram: [News24Travel / selenebrophy](#)

- Mzansi Girl: by Meruschka Govender, voted one of South Africa's top travel bloggers, based in Johannesburg when not exploring the world.

www.mzansigirl.com

Twitter: [@mzansigirl](#)

Instagram: [Mzansigirl](#)

- Natalie Roos: a well-known travel and lifestyle blogger based in Cape Town.

www.tailsofamermaid.com

Twitter: [@natalieroos](#)

Instagram: [tailsofamermaid](#)

By following the hashtag [#gotoreunion](#) armchair travellers can travel along and be inspired to book their own trip to Reunion Island.

For more, go to welcometoreunionisland.com

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