

Knysna Tourism shares the unique #SpiritofKnysna

Knysna Tourism has launched its new destination marketing campaign, #SpiritofKnysna, which features a two-minute video filmed in Knysna and Sedgefield, showcasing the lagoon, forest and beach.



Terence27 via [Wikimedia Commons](#)

Produced by local filmer Daron Chatz, the video was made possible with funds from Wesgro to market the town following the fires of June 2017.

Knysna Tourism chairperson, Elmay Bouwer says that the campaign is the next major step after the #KnysnaRises campaign, which was launched a week after the fires broke out last year. "For the purposes of marketing the Greater Knysna area, we need to begin to share the magic of Knysna again with the world.

"The message of our previous campaign was to show the world that we were still open for business, despite the fires of 7 June 2017. Now our message is, come and experience that unique spirit that Knysna has demonstrated in rising above the trauma of the past year; the unique spirit that you will find in our scenic beauty, our people, our sunrises and sunsets."

The #SpiritofKnysna campaign includes new billboards on the N2 at both entrances to Knysna, a new sign outside Knysna Tourism and new social media covers. It will be featured in all printed and online collateral, advertising and trade and consumer show exhibition stands.

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