

Escape Route marketing strategy (Stutterheim, Eastern Cape)

WHAT ARE WE SELLING?

The members of the ATA defined four categories of experiences that are on offer. Each of these experiences consists of products and attractions. In addition we offer accommodation as well.

The following reflects the demographics of each of these categories.

The Adventure Experience

Extreme Adventurer

- Active and young (18-30)
- Live in predominantly urban areas and cities
- Both male and female
- Have access to disposable income – pleasure seeking
- At this point consist mainly of international backpackers
- Internet savvy – they have a web presence with a blog or Facebook profile
- Part of an outdoors activity club e.g. Climbing, Mountain Biking
- Enthusiastic supporters of their interests – they follow their own personal ambitions

Adventurer Seeker

- Adventurer Seeker
- Generally older than the Extreme Adventurer
- Travel in groups – either as couples or as families
- Typical activities that might interest them are horse

riding, abseiling

- They would describe “Getaway” magazine
- This would also include small groups
- Corporate Team building
- They would be loyal regional media supporters – Algoa FM
- Potentially spread across the nation, currently this group would be drawn from within the region

The Nature Experience

- Varying Target Market – from person looking to escape everyday city-life to those seeking specific experiences for their special interests
- Examples: Birders and Ornithologists, Botanists, Entomologists, photographers and hikers
- Age range from young adult to senior
- Classed as local as well as international tourist
- Reasonably fit, well educated, likely to travel in groups
- Likely to be drawn from local areas or special interest groups who may travel as a society or individual looking for a new experience
- Do extensive prior research on their prospective holiday destinations – gaining knowledge is an important part of their experience, what are they taking away at the end?
- Generally more established, with a higher net worth, seek opportunities to pursue their interest
- Some groups may have disabled members and this needs to be well thought out and included in advertising and ,marketing literature

The Art Experience

- Generally couples
- Ages 25 upwards
- South African based
- Connected to local arts

- Inspired by thoughts and observation
- They would probably be magazines like “Country Life”
- Travel extensively, exposed to airline magazines, social media, and other creative inputs such as specialist magazines or membership of arts orientated organisations
- This would be the kind of people who enjoy the finer things in life, for example Top Billing crowd An opportunity to create an Artist Hive
- An important group to cater for is children – future investment for future adult tourists

The Heritage Experience

- Area is rich with cultural influences
- German, British Colonial, Xhosa
- Opportunities to create specific foreign tours around historical events
- Needs specific information accumulated and presented via the Internet – possibility of catching the attention of potential foreign tourists
- Potential for German TV producers The Engine Museum which contains a number of engines
- The Thomas River Museum which has a collection of Mercedes Benz motor vehicles, historical buildings and a railway station
- Specialist marketing focus is needed to full exploit the potential of this group
- E.g. Military historians, military that served in this area, creating synergies between the two interests and helping retrace where they had a presence
- School and educational groups – High School as well as History Majors from universities

Accommodation

The Route has accommodation ranging from Hotels, Guest Houses and bed and breakfasts at different Tourism Grading Council levels. There are also hostelries to accommodate children's

groups, camping facilities for tents and backpackers are also in development. Essentially all bases are covered up to three star accommodation.

1. NATURE EXPERIENCES

- Bird watching
- Butterflies
- Flora and Fauna
- Forest walks
- Hiking the Amathole trail
- Waterfalls
- Wild Bulb Nursery
- Game Drives

2. ART EXPERIENCES

- Beadwork & Embroidery
- Candle Making
- Ceramics
- Handmade Silver Jewellery
- Painting (oil & water colour)
- Pottery
- Sculpture

3. ADVENTURE EXPERIENCES

- Abseiling
- Archery
- Boat Cruises on Wriggleswade Dam
- Bouldering
- Canoeing on Gubu Dam
- Fishing (Bass & Trout)
- Horse Trails
- 4 X 4 Trails
- Motorbike Trails
- Mountain Biking
- Rock Climbing
- Wake Boarding

- Water Skiing
- Parasailing

4. HERITAGE EXPERIENCES

- Amathola Mountain Lodge at Cata near Keiskammahoek
- Bushman Rock Art
- Engine Museum
- Mgwali Cultural Village
- Old Thomas River Historical Village
- Township Tours
- Sandile Route

5. CULINARY EXPERIENCES

- Eagles Ridge Country House
- Blue Plumbago
- Engine Museum
- Mgwali Cultural Village
- Old Thomas River Historical Village
- Impressions Coffee Shop

6. ACCOMMODATION

- Bed & Breakfast
- Hotel
- Self Catering
- Camping & Caravan Site
- Backpackers