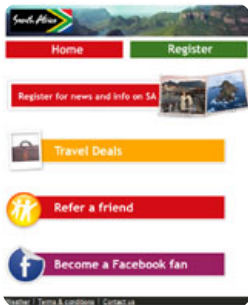


SAT hosts mobile site for Kenya travellers

South African Tourism (SAT) has turned its marketing sights on the Kenyan market with the launch of a mobile site. Visitors to the mobisite will be required to register which means that the only receive information they are interested in.

By Carole Kimutai 7 Dec 2010



"With Kenya being one of South African Tourism's core target markets it is vital for us to communicate to the market our value for money offerings - the variety of activities they can engage in while in South Africa on an easily accessible platform," said Phumi Dhlomo, South African Tourism's regional director for Africa.

Creating brand awareness

Kenya has a generally younger population but affordability is within the older yet smaller segments of the population. Majority of visitors to South Africa are between 35-45 years majority coming from Nairobi. The mobisite is part of SAT's integrated communication strategy aimed at maximising its brand awareness promotion.

According to research carried out by Acceleration Media, a strategic digital media company in South Africa, the Kenyan mobisite recorded an impressive 5,444 clicks during the time period between 27 October and 17 November 2010. During the same period, a total of 4,099 unique users with a response rate of 75% was also recorded.

The African market contributed over seven million out of the 9.9 million tourists who visited South Africa in 2009. "Our target for 2010 is 10 million arrivals, the bulk of which is expected to come from Africa."

View the mobisite at www.traveltoSA.mobi.

ABOUT CAROLE KIMUTAI

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