

#Stellenblog campaign gives world the Stellenbosch Experience

Withing one week the 2016 #Stellenblog campaign reached close to 4,7-million people worldwide, revealing an exceptional amount of publicity for the Stellenbosch region. Showcasing Stellenbosch beyond just its vines, the #Stellenblog campaign saw international and local bloggers explore as much of the area as they could fit into just a few days to get a feel for why Stellenbosch is the perfect hub from where to explore surrounding regions like Cape Town.



“We are extremely excited to have reached as many people as we did with this year’s campaign,” says Annemarie Ferns, CEO of Stellenbosch 360. “Between the bloggers’ own content posted during their time here, other local online influencers that joined in on the fun as well as the work of our team, we have generated just under R12-million worth of exposure in one week!”

Kiersten Rich, blogger at [The Blonde Abroad](#), believes that South Africa’s Stellenbosch region is an incredible place to visit and that her trip completely changed her perceptions about the country as a whole. Twiggy Moli, blogger at [Sleepless in Soweto](#), believes that Stellenbosch is the ideal place for people from Johannesburg to head to if they’re looking for a great foodie destination and to unwind.

The team of bloggers was selected by [Destinate](#) and campaign partner, [iAmbassador](#), the world's most representative blogger network, and includes some of the best-known travel, lifestyle and food bloggers in the world and South Africa. International bloggers included: Rob Lloyd of [Stop Having a Boring Life](#) from Canada; Luiz Hara of [The London Foodie](#) from the UK; Marvin Schönberg of [Niedblog](#) from Germany; and Kiersten Rich of The Blonde Abroad from the USA.



These international bloggers were joined by three local South African travel and lifestyle bloggers: Meruschka Govender of [MzansiGirl](#), Twigg Moli of Sleepless in Soweto and Natalie Roos of [Tails of a Mermaid](#) and Destinate.

"Travellers as we know them have changed, shifting their focus to experiential travel. It's now all about getting under the skin of destinations, connecting with locals and creating memories rather than checking off sightseeing attractions through a bus window. The #Stellenblog campaign is well aligned with global travel trends and speaks to the new traveller", says Stellenbosch Wine Routes manager, Elmarie Rabe. "We are thrilled with the results achieved so far."

To make sure you don't miss out on any of the action, follow the [#Stellenblog](#) hashtag on Twitter and Instagram or follow the action on our [social stream](#). For more information and reasons to visit the region for more than a wine tour visit [Stellenbosch Experience](#) and keep an eye on [#visitStellenbosch](#) on social media.



The Stellenbosch Experience, a joint marketing venture between Stellenbosch Wine Routes and Stellenbosch 360 was conceptualised by Destinate and is made possible through multiple partnerships, including: Kleine Zalze, Spier, First Car Rental, L'Avenir, Delaire Graff Estate and South African Airways.

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