



DESTINATE

AGENCY PROFILE





NOT JUST AN AGENCY

Destinate is a bespoke destination and tourism marketing agency. We develop and help implement strategy, build brands, market destinations and connect people with great brands and destinations (often over good food and wine).

#Stellenblog image by @mariettedth



MEET THE DESTINEERS

The Destinate team is a collective of passionate, highly specialised individuals with more than 40 years combined experience in tourism, strategic business management, marketing, public relations, television production, events management and tourism development.



Our team of #Destineers lives and breathes travel and storytelling. Our global network of bloggers and influencers, content developers, DMO's, tourism professionals and specialists is a powerful tool for any destination or brand trying to tell their unique story.

#72hrsSoweto image by @andycarrie_on
#Stellenblog image by @vuurtoring
#hoghhouse image by @vuurtoring





MARIËTTE DU TOIT-HELMBOLD

established Destinate in 2013 after ten years as the award-winning CEO of Cape Town Tourism. Mariëtte is in demand internationally as a tourism strategist, facilitator and speaker on tourism, destination marketing and innovation in marketing.

#72hrsSoweto image by @andycarrie_on
#joburgloveswine image by @kevinedson1

ANNARETH BOLTON,

the CEO of Stellenbosch Wine Routes for nine years, joined Destinate in December 2015. She has vast experience in wine and domestic tourism, PR, marketing and events.





Asanda Maku has a wealth of experience in television and production and is a seasoned television presenter, actress and model with several TV successes under her belt.



Thabo Malo specializes in travel management, tourism development and guest relations. He has worked for Cape Town Tourism, Tourvest, Kuoni Private Safaris, And Beyond as well as South African Tourism.



Our international PR representative, based in Germany, is **Beate Pechmann**, a well-connected PR expert with more than 15 years' work experience. She worked at various London PR agencies and is passionate about hospitality, with a first degree in hotel management from Germany.

A NETWORK OF SPECIALIST SERVICE PROVIDERS SUPPORT THE TEAM WITH
DIGITAL MARKETING, SOCIAL MEDIA MANAGEMENT, DESIGN, CONTENT AND
EVENT MANAGEMENT.

HOW WE WORK

We design solutions around the unique needs and environments of our clients; from strategy development to website design, to brand and content development, visual design and more. Solutions range from monthly retainers and set project fees to risk-sharing models.

#Stellenblog image by @2summers



WHAT WE DO

THOUGHT LEADERSHIP & PUBLIC SPEAKING

Destinate is known for thought leadership and innovation in marketing. Chief Destineer Mariëtte du Toit-Helmbold is in demand locally and internationally as a tourism and marketing strategist, speaker on tourism, trends in marketing and the role of digital and social media in destination and tourism marketing.



DESTINATION MARKETING CAMPAIGNS

The agency has gained recognition globally for digital marketing campaigns like **#Stellenblog**, **#72hrsSoweto**, **#WeOpenAfrica** and **#gotoReunion**.



#gotoReunion campaign



#WeOpenAfrica image by @mariettedth
#WeOpenAfrica image by @kylemijlof

TRADITIONAL AND DIGITAL PR & COMMUNICATIONS

Destinate has well established media relations globally and facilitates regular media hostings for clients.

Our clients are able to tap into our extensive network of media and bloggers.

The Stellenbosch Experience campaign, developed for Stellenbosch Wine Routes, gained international acclaim with a PR value of more than R94 million over three years.

#findyourxtreme image by @vuurtoring
#visitwestcoast image by @thelawry



ONLINE COMMUNITY REPUTATION MANAGEMENT

We are experts at creating thumb-stopping content, guiding conversations, growing communities, unpacking in-depth reporting and building relationships with the influencers who can take your message to millions of engaged followers.

#Stellenblog image by @iseadifferentyou



ORGANISATIONAL DESIGN & CHANGE MANAGEMENT

The team has vast experience in navigating the complexities around local and regional tourism development, management, organisational design and change management.

Mariette was responsible for restructuring Cape Town's tourism sector and the establishment of the first unified tourism organization for the city. She is capable of navigating the complexities around local and regional tourism development and management.



STRATEGY DEVELOPMENT & IMPLEMENTATION

The team believes in strategy led marketing. They work with clients to develop strategy informed by global trends and insights, but within a local context. Many strategies never get implemented and Destinate provides strategic implementation support and team mentorship to ensure that new strategies are implemented successfully.

Destinate has great insight in wine tourism. Mariette developed South Africa's first national wine tourism strategy and the team led the first phase of implementation thereof.

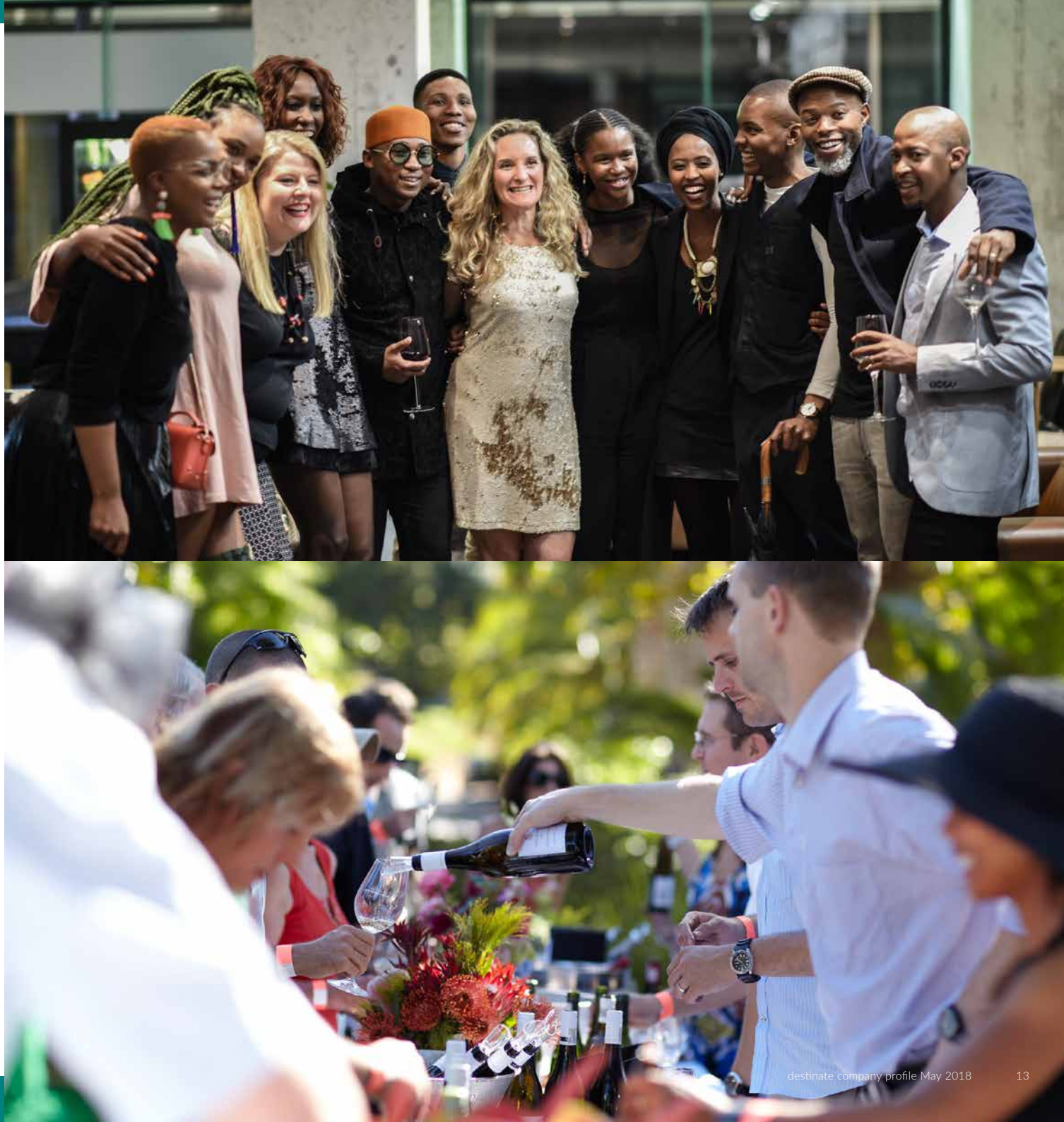


EVENTS MANAGEMENT

Destinate's approach to event management is strategic, using events as powerful marketing and brand platforms.

Annual events executed by Destinate include Constantia Fresh and Elgin Cool Wine and Country Food Festival. We also conceptualise and run bi-monthly events for Joburg Wine Club.

#joburgloveswine image by #iseeadifferentyou



BUSINESS AND BRAND DEVELOPMENT

A number of new business concepts and brands have been developed over the past five years. In November 2017 Destinate launched the Joburg Wine Club to grow the local wine market. The Club's unique, prestigious wine events are complemented by PR and media promotions, consumer competitions, wine tourism travel packages, interesting wine selections and sales.

Brand development work for Vergenoegd saw their Runner Ducks take centre stage in the marketing and digital storytelling of this historic wine estate, leading to a record increase in visitors.

Vergenoegd Wine Estate image by @mariettedth
#joburgloveswine image by @iseeadifferentyou



WHAT OTHERS SAY ABOUT MARIETTE DU TOIT-HELMBOLD AND DESTINATE

"The results of working with Destinate meant the launch of a new blog and digital strategy for Nelson Mandela Bay Tourism, and we feel that this has been very successful as a new tool in increasing our online and social media presence."

- Mandlakazi Skefile, CEO, NELSON MANDELA BAY TOURISM

"Mariette, Annareth and their team of Destineers were appointed in December 2015 to carefully and strategically steer the historic but "forgotten" Vergenoegd brand. Within three months visitor numbers increased from 189 to 2253 and more than 20 million people saw the duck parade video on social media platforms."

- Peter Stuart, MANAGING DIRECTOR, VERGENOEGD WINE ESTATE

"We are very pleased with the first ever national wine tourism strategy for South Africa. It was a privilege to be led by the team at Destinate. Their wealth of knowledge and professional input has been instrumental in this ground-breaking work for SA's wine tourism industry."

- Rico Basson, MANAGING DIRECTOR, VinPro

"Destinate has showed significant insight in our needs and co-designed a project with us that delivered amazing results. We have seen a marked increase in awareness of the new tourism products we developed and the influencer campaigns we implemented were very successful."

- Francois Viljoen, MANAGING DIRECTOR, Open Africa

Mariette has played an instrumental role in promoting Cape Town internationally. As a result of her leadership, our destination has secured widespread critical acclaim amongst travellers. As CEO of Cape Town Tourism, Mariette was integral in defining a brand for our destination, setting a vision for our tourism industry and taking our offering global."

- MEC Alan Winde, WESTERN CAPE MINISTER OF FINANCE, ECONOMIC DEVELOPMENT AND TOURISM

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