

Fancourt goes viral with Fam Trip

Fancourt recently hosted a diverse group of clients for a weekend - ranging from representatives of South Africa's key inbound tourism industry, conference and event organisers, as well as three reputable bloggers and social media fundi's - at the estate in celebration of the recently refurbished Conference Centre. The weekend not only showcased the beautiful property but also gave insight into the mechanics of this impressionable organisation and the meaning behind 'true leadership' in the hospitality industry.

The Fancourt team designed an itinerary to suit each department and genre, including the influential Tweeters amongst the group.



Eco-Riding

Where the weekend got interesting...

With an objective to not only draw attention to the activities within the boundaries of Fancourt, but also to pinpoint varying interests appealing to different markets outside the Estate e.g. a visit to the Knysna Heads (only 60 Km from Fancourt's entrance) and a trip on board the John Ben boat to the Featherbed Nature Reserve, it was truly a picture perfect opportunity for all social media channels.

The unique hashtag [#FANfam2016](#) was seen 'trending' by Saturday evening (27 August) and ultimately reached 2.6 million viewers/fans over the entire weekend, creating a viral share not often seen in the travel industry.

“Regardless other industries might push higher numbers,” says Peter Dros, head of sales and marketing at Fancourt, “We are totally thrilled with the impact we were able to create over a mere 48 hours, increasing our following from as many as 37 different suburbs and cities both locally and internationally. Regardless of Fancourt’s golf fame, it is also management’s objective to promote the wide variety of activities ranging from game lodges and meerkats to horseback riding and wine tastings. It is all here on the Garden Route,” he concluded.

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