

Knysna Oyster Festival 2019 celebrates 34th anniversary with new look

The 2019 Knysna Oyster Festival has introduced a new logo, which celebrates the key protagonist of the festival - the oyster. The logo, a multi-coloured oyster, has been developed around each experience on offer, identifiable by a designated colour.



Image Supplied.

"As Visit Knysna is tasked with event promotion on behalf of Knysna Municipality, we felt that the time was right to re-energise the Knysna Oyster Festival look and feel and share it with the local tourism industry. A new identity allows for everyone to feel a part of something new," commented Colleen Durant, general manager of Visit Knysna.

"A key driver for us will be to promote the many tourism experiences on offer in the greater Knysna area, creating awareness for festival goers on what is available to do in the five-day gap between the cycling and running races," added Durant.

To drive support and create pre-event hype, a traditional media, social media and digital campaign will be launched. A marketing campaign will also be created to support the overall awareness of the festival.

Festival repositioning

"The new creative direction will assist in re-positioning the festival in the hearts and minds of locals and potential visitors. We are pleased to see the work that Visit Knysna is already doing to move ownership of the festival back to the community, highlighting the variety of experiences on offer in the greater Knysna area. We look forward to seeing the roll-out of the marketing initiatives and hope to see renewed interest from a diverse range of visitors at the 2019 event," said Tim Harris, Wesgro CEO.

Minister of Economic Opportunities, Beverley Schäfer, commented: "The annual Knysna Oyster Festival is an important fixture on the Western Cape and the Garden Route's events calendar, providing a major boost to the economy and job creation in the area.

"A new look and feel for the event will not only make it easier for visitors to access information about the many activities on offer, but will also assist in marketing the festival to new visitors, boosting the tourism sector."

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