

Visit Stellenbosch launches new brand and logo

Destination Marketing Organisation (DMO of Stellenbosch, Visit Stellenbosch has launched a new brand identity reflecting the youthful and innovative spirit of the destination.



Image source: [Gallo/Getty](#)

The new brand is the final step in a journey which began just over a year ago to unify all Stellenbosch tourism stakeholders under one umbrella with the objective of growing the town's tourism and experience economy for the benefit of all communities.



Stellenbosch awarded global safety stamp

7 Jul 2020



"As a strong community of tourism stakeholders, we have been able to roll out the first World Travel and Tourism Council (WTTC)-endorsed health and hygiene safety programme, as well as a highly successful Support Stellenbosch campaign to reignite our town's economy. The innovation that this tourism community has shown and its incredible spirit are both reflected in our new brand identity which we are proud to unveil today," says Jeanneret Momberg, CEO Visit Stellenbosch.

Brand ethos

The new brand transcends food and wine, embodying the destination's strong, multi-faced appeal, pioneering spirit and warm, generous and whole-hearted culture. "Stellenbosch is a destination brand that is approachable and a tad decadent, but there's nothing we love more than sharing our lovely town and its treasures with others," says Momberg.

The new brand identity captures this warmth and generosity, providing a fresh vibrant palette and visual elements that reflect our youthful charm which inspires guests to stay longer, do more and visit Stellenbosch again – something that is at the heart of the Support Stellenbosch campaign, rewarding guests for visiting the town by inviting visitors to play, and stay, with a range of incredible overnight stays and exciting tourism experiences at discounted rates.



Visit Stellenbosch new initiative to stimulate town's tourism economy

4 Sep 2020



The initiative is endorsed by the Stellenbosch Municipality, Stellenbosch University, Cape Winelands District municipality, and Wesgro and calls on residents to support local business, experience Stellenbosch as tourists, and inspire their networks to discover what Stellenbosch has to offer, in times of Covid-19 and beyond, explains Momberg.

"Participating accommodation has been discounted at 50% and can be enjoyed by visitors separately, but also in conjunction with holiday packages offered during the promotion period. In addition, visitors can enjoy discounts on a range of experiences such as pairings, guided wine tours, spa treatments and e-bike rides, among others," she says.

Stellenbosch has also linked reward with readiness to ensure that residents and visitors are comfortable that all participating establishments and businesses are committed to their safety and wellbeing.

"It's very logical that we cannot invite people to Stellenbosch unless we can assure that we are a safe and responsible destination so the linkage between the two is very close. This campaign was also a way to get businesses that had yet to implement their protocols to get 'Stellenbosch Ready' because only establishments that have pledged to implement our stringent WTTC-endorsed health and hygiene safety protocols are allowed to participate in the Support Stellenbosch campaign," concludes Momberg.

[View all participating accommodation establishments, experiences and restaurants.](#)

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