SOUTH COAST
EXPLORE

Explore the KZN South Coast

2025 COMPANY OVERVIEW

Executive Summary

SOUTH COAST EXPLORE

NORTH COAST EXPLORE

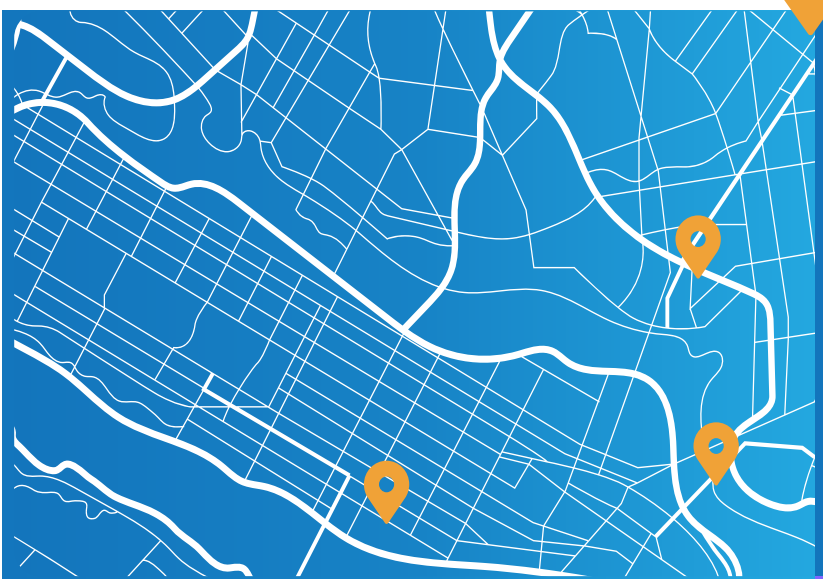
CAPE TOWN EXPLORE

EXPLORE THE WORLD

South Coast Explore, a division of The Explore Group, provides an online platform dedicated to enhancing the visibility of the KZN South Coast, raising awareness, and promoting local economic growth and sustainable tourism in the region.

Our aim is to increase tourism in each of the KZN South Coast towns by marketing extensively towards those booking holidays and tours throughout the year.

We are dedicated to enhancing the KZN South Coast's digital reach and influence, providing both local and international tourists with compelling reasons to consider it a premier vacation destination



Our Vision is to establish the South Coast as the premier holiday destination by providing comprehensive information on the KZN South Coast and all it has to offer .

South Coast Explore:

Bridging Community and Tourism for Sustainable Growth

South Coast Explore complements these efforts by providing local insights, eco-tourism promotion, and community engagement. Through curated guides, environmental education, and supporting local businesses, South Coast Explore enhances the visitor experience while reinforcing the importance of sustainable tourism.

Their work encourages holiday renters to appreciate and protect their temporary homes, reducing the environmental footprint and supporting property owners in maximising rental returns.
This synergy between Tidy Town's environmental efforts and South Coast Explore's tourism promotion strengthens the economic viability of holiday letting on the South Coast.

SOCIAL IMPACT

South Coast Explore: Online Views and Reach

Facebook/Meta

South Coast Explore continues to grow from strength to strength, having generated over 8.2 million views to date. Local businesses benefit significantly, receiving an average of 20,000 views per post, while the platform showcases the diverse attractions and experiences the KZN South Coast has to offer. This growth has elevated the region's profile, firmly establishing it as a must-visit tourist destination.

Google

Our state-of-the-art website provides comprehensive coverage of tourism, activities, and attractions throughout the South Coast region. It serves as a valuable and visually engaging resource for online users seeking an in-depth guide to the KZN South Coast.

- Interactive maps of the South Coast.
- Listings of attractions, including beaches, golf courses, and adventure activities.
- Beaches and town Information
- Local Businesses Directory , ranging from restaurants to shops.
- News and informative Blog
- The Beach Shop

Total Coverage

South Coast Explore, is active on all social media platforms, Posting regularly, Encouraging Collaboration with local business with our network of 12 000 followers.

How do we achieve this online?

South Coast Explore relies on advanced search engine optimization and social media marketing strategies to enhance the sites organic ranking online.

How do we market online?

We target our online marketing to locals and international travelers alike via SEO, TikTok, Instagram, Facebook and more. We expose more people to the scenery and beauty that is the South Coast.

How do we help Businesses?

By creating a business listing and becoming a South Coast Explore Verified Listing, businesses can boost their online authority and visibility. For those without a website, our platform offers an affordable mini-website solution, helping to build a strong online presence. Each listing showcases essential business information, making it easier for visitors to find and contact your business online.

Our platform is designed to drive online visibility by attracting users to visit and engage with the website. We actively promote your business to both local communities and travelers, ensuring a steady stream of targeted traffic to your profile. It functions like a localized search engine, with Google referencing your listing in relevant area-specific searches.