CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

ANNEXURE 29

CAPE TOWN INTERNATIONAL CONVENTION CENTRE (CTICC) (MUNICIPAL ENTITY)

TARIFFS

2026/27 BUDGET (JUNE 2026)

Making progress possible. Together.

CTICC

Pricing Strategy 2026/27 Financial Year

The Cape Town International Convention Centre Company (RF) SOC Limited (CTICC) is a financially sustainable municipal entity that attracts and retains events.

The CTICC has returned to the position of being able to sustain and support its operating and capital expenditure requirements. The CTICC operates as a going concern and will always ensure that the costs of operating and maintaining both CTICC 1 and 2 are effectively managed, and that sufficient revenue is earned through the hosting of events to cover any, and all, operational and maintenance costs and ensure that the CTICC retains its 5-star grading status.

To do this and to remain competitive in an ever evolving and competitive market, the CTICC has a clear pricing strategy, which is reviewed on an annual basis.

In terms of this strategy, the CTICC's adopts two forms of pricing namely Premium Pricing as we believe our product offers value and memorable experiences to our clients, as well as Bundled Pricing, which is focused on package rates which are more suitable to the local and corporate market.

Validity of Rates

Package rates are made available for the calendar year (January to December) with an anticipated increase effective.

Rates are determined, taking the following factors into consideration:

- CPI rate at the time of finalising its pricing as well as the forecast period,
- Competitor rates including local, national and international markets,
- Foreign currency fluctuations impacting costs,
- Food costs (inflationary and logistics costs),
- Labour legislation and in particular sectoral determination agreements.

Conference package rates are forecast to increase by 10%, influenced mainly by the increase in food and administered pricing costs.

Please note 2027 rates are subject to an anticipated 7% to 8% year-on-year escalation, dependant on food inflation trends and final tendered supplier rates. These prices will only be approved in Quarter 2 of the financial year.

The below rates are published on our website and client manuals:

Day Conference Package Rates for the 2026 Calendar Year

Packages	(January – June 2026) Excluding VAT	(July – December 2026) Excluding VAT
Full English Breakfast	R 591.30	R 600.00
Half Day Conference	R 778.26	R 791.30
Full Day Conference – Meeting rooms	R 891.30	R 904.35
Full Day Conference – Ballroom and Auditoria	R 934.78	R 947.83

Occupancy and Event Numbers

Our occupancy target for the 2026/27 financial year is aimed at 42%, which includes 38 International Conferences.

The CTICC aims to achieve this occupancy target through the active rollout of targeted promotions and campaigns focused on stimulating business from the local corporate and association markets, as well as local communities and organisations. While these initiatives support achievement of the venue rental budget, they are more importantly designed to attract events in key economic sectors and to address occupancy levels during low seasons.

In addition, the CTICC works closely with the Convention Bureaus and international partners to secure international events and strengthen the forward book, in particular supporting delivery of the international conference pipeline.

Optimal Yielding Policy

The CTICC has uses its Optimal Yielding Policy, which is aimed at attracting and retaining clients in key economic sectors that support the CoCT's IDP and catalytic sectors. Discounts are offered in line with the delegated authorities approved by the Board of Directors.