



**CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD**

ANNEXURE 34

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

TARIFFS

2025/26 BUDGET (JUNE 2025)

Pricing Strategy 2025/26 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 as was the case before the pandemic and the funding required for the expansion and building of CTICC 2. The CTICC is therefore a going concern once more 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.

In order 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

Generally, Package rates are made available for the calendar year (Jan-Dec) with an anticipated CPI related increase.

Rates are determined taking the following factors into consideration:

- CPI rate at the time of finalising its pricing,
- Competitor rates including local, national and international markets,
- Foreign currency fluctuations,
- Food costs (inflationary and fuel costs),
- Labour legislation and in particular sectoral determinations.

Conference package rates will increase by 11%, influenced mainly by the increase in food cost.

Note: 2026 prices are currently not available.

The below rates are published on our website in the client manuals:

Day Conference Package Rates for 2025 Calendar Year

Package	2025	2025
	(January – June 2025) Excluding VAT	(July – December 2025) Excluding VAT
Full English Breakfast	R 534,78	R543,48
Half Day Conference	R 708,70	R726,09
Full Day Conference – Meeting rooms	R 808,69	R826,09
Full Day Conference – Ballroom and Auditoria	R 847,83	R865,22

Event Numbers

Our event number targets for the 2025/26 financial year are 390 total number of events, including 38 International Conferences.

The CTICC strives to reach the event numbers target by actively launching promotions and campaigns to increase business from the local corporate and association market as well as business from local communities and organisations.

These campaigns are designed to increase the venue rental budget, but more importantly, are aimed attracting events in key economic sectors and addressing occupancy levels in low seasons.

Optimal Yielding Policy

The CTICC has developed an Optimal Yielding Policy aimed at attracting and retaining clients in key economic sectors that support the CoCT's IDP. Discounts are offered in line with the delegated authorities approved by the Board.