

REPORT TO: PORTFOLIO COMMITTEE OF ECONOMIC GROWTH

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**1. ITEM NUMBER: EG 06/05/23**

**2. SUBJECT**

**CAPE TOWN TOURISM QUARTERLY REPORT: JANUARY 2023 TO MARCH 2023**

**KWARTAALVERSLAG VAN KAAPSTAD TOERISME: JANUARIE 2023 TOT MAART 2023**

**INGXELO YARHOQO NGEKOTA ENGEZOKHENKETHO EKAPA: UKUSUSELA KWEYOMQUNGU UKUYA KWEYOKWINDLA 2023  
LSU: P3332**

**3. DELEGATED AUTHORITY**

In terms of delegation

This report is FOR NOTING BY

- Committee name** Economic Growth
- The Executive Mayor together with the Mayoral Committee (MAYCO)
- Council

**4. DISCUSSION**

The Service Level Agreement (SLA) entered into with Cape Town Tourism (CTT) is used to monitor performances. During the period January 2023 to March 2023 Cape Town Tourism delivered on Marketing and Tourism services as per agreement.

A summary version of Cape Town Tourism (CTT's) performance is discussed below:

This quarter known as the 'traditional high season' has seen positive strides towards pre-pandemic recovery. International airport arrivals exceeded that of 2019 in both January, February 2023 and pre-pandemic performance was achieved, much sooner

than anticipated. The domestic travel intent study conducted in January affirmed what the industry had reported; with 60% of interviewed South Africans indicating that, they had travelled over the December 2022 period. The increase in travel confidence is also evident in the increased flight frequencies, most recently Emirates increasing their daily Cape Town frequency to two flights per day

### Destination accolades

A number of accolades were won which included Cape Town being named 'The 10th Friendliest City in the World' by Conde Nast, and their campaign 'The Journey of Taste' was 'The Winner in the TavFlix International Short Travel Film Festival 2023'. At the World Travel Awards, CTT was nominated as 'Africa's Leading Beach Destination, Africa's Leading Business Travel Destination, Africa's Leading City Destination, Africa's Leading Festival & Event Destination and Africa's Leading Meeting & Conference Destination'. Winners will be announced in May 2023. In addition, Cape Town was also featured in the UK Post Office Holiday Money Report as 'The Best Value for Money Destination in the World for UK travellers'.

### Some media highlights:

- Media Hosting: CTT partnered with Virgin Atlantic on a group media hosting when they launched their first direct flight from the UK in 3 years. This group was made up of 15 top tier media from the UK. They also hosted an editor from National Geographic UK for 10 days, putting together a feature of the newest and trendiest places to stay, eat and experience in Cape Town. CTT also hosted 14 domestic media at their Powering On industry session, as well as other various media engagements
- Victoria Falls partnership: CTT launched their partnership with Vic Falls at a media and industry event in Vic Falls. In addition to this, they announced the partnership to local media with a media statement and broadcast interviews. The agreement is to jointly market travel on the continent aligned to international key source markets. CTT is excited that the Namibia Tourism Board has in principle agreed to join the Africa Routes as a third partner
- Cape Town Powering On: Together with the City of Cape Town and Green Cape, CTT hosted an interactive discussion with industry and partners. Media were also invited to attend and some media activity followed the event with coverage appearing in top tier publications
- Virtuoso Agent Training: CTT did a Destination Training webinar for approximately 30 Australian agents from Virtuoso, the travel industry's leading luxury network.
- Online Travel Training (OTT) Webinar: Their annual webinar for OTT members from the UK and USA was well attended by 55 travel agents in March. CTT invited 2 of their Executive Partners, V&A Waterfront and Aquila Private Game Reserve & Spa to share their diverse profiles.

- Visitors' Guide 2023/24 launch: Both printed and online, the guide consists of a good balance between interactive content such as QR codes, visuals and advertisements
- Employer Branding: The launch of this communications campaign is to position CTT as an employer of choice as well as nurture a positive and performance culture within their team.
- Brand X Handbook and Member Workshops: This is a translation of the Brand value and strength research that they conducted with Brand Finance last fiscal, so that actionable insights can be implemented within the industry to both improve their business and the destination brand collectively.

## Visitor Services

The Visitor Safety Coordinator assisted with 23 visitor safety incidents, robberies are significantly more than the same period last year and ATM Fraud also continues to increase.

Visitor Safety activations take place at all their Visitor Experience Centre (VECs) as well as hotspot areas. In addition, the Visitor Safety Coordinator did a presentation at the Sister Cities Africa Conference.

## A few highlights on industry services:

- Networking Events: Their team hosted six good networking events over the quarter
- Visitors Guide: The Cape Town Visitors Guide 2023/24 print run has been completed, and planning has commenced for the next edition
- Energy Event: A successful "Powering On" event was hosted to update members on what the City is currently doing about the energy crisis. The event was attended by 151 members
- Board Development Fund (BDF): The BDF engagements and mentorship has been going well, with the highlight of the quarter being their introduction to Alderman James Vos

## Responsible Tourism on social media

Focused on adaptive surfing: A reel was created for Instagram, Facebook and Tik Tok highlighting adaptive surfing and how travellers with disabilities can enjoy beautiful Cape Town's beautiful Ocean. A CTT member, Surf Emporium was collaborated with – they are the only official 'Surfing South Africa' accredited Adaptive Surf School in South Africa.

The organization has made great strides within this space through regular surf clinics and group or private adaptive surfing lessons.

Addition to this quarter, with regards to some content highlights they captured imagery and created reels at key City events including the Cape Town E-Prix, Cape

Town Pride, and Cape Town Carnival. CTT focused on a few neighborhoods and communities and these included Big Bay, Melkbosstrand, Khayelitsha, Woodstock and Salt River. All were well received on all social media platforms.

CTT also shared content on Tik Tok and IG and Facebook story showcasing the First Thursday event in Mitchell's Plain, which received great engagement.

CTT created delicious food content, which dominated across their channels, with some of their highest engagement coming from this theme. Among them include 'Sushi spots to try in Cape Town', 'Where to get your crepe fix in Cape Town', 'New Halal spots to try in Cape Town' and 'Where to grab a Gatsby in Cape Town'. Also as part of TravelWise, CTT created an infographic on hiking safety.

- 4.1. Financial implications  None  Opex  Capex
- Capex: New Projects
  - Capex: Existing projects requiring additional funding
  - Capex: Existing projects with no additional funding requirements

4.2. Policy and Strategy  Yes  No

4.3. Legislative Vetting  Yes  No

Legal Implications  Yes  No

This report complies with the Grants-In-Aid Policy 2022 (policy number 21144E) of the City of Cape Town. The grant to Cape Town Tourism is payable in accordance with Council decision SPC 17RR/09/21

4.4. Staff Implications  Yes  No

4.5. Risk Implications  Yes The risks for approving and/or not approving the recommendations are listed below:

- No Report is for decision and has no risk implications.
- No Report is for noting only and has no risk implications.

4.6. POPIA Compliance  Yes It is confirmed that this report has been checked and considered for POPIA compliance.

## 5. RECOMMENDATIONS

It is recommended that this quarterly progress report on Cape Town Tourism be noted as required by the Grant-In-Aid Policy 2022 (policy number 21144E), paragraph 8.2.13.

Daar word aanbeveel dat daar kennis geneem word van hierdie kwartaallikse vorderingsverslag oor Kaapstad Toerisme soos vereis deur die hulptoelaebeleid 2022 (beleidnommer 21144E), paragraaf 8.2.13.

Kundululwe ukuba makuqwalaselwe le ngxelo yarhoqo ngekota engenkqubela ngokumalunga nezokhenketho eKapa, njengoko kuyimfuneko ngokoMgaqonkqubo ongeZibonelelo zoncedo kowama2022 (inombolo yomgaqonkqubo engu 21144E), umhlathi 8.2.13.

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## ANNEXURES

THE FULL REPORT IS AVAILABLE ON REQUEST

## FOR FURTHER DETAILS CONTACT

NAME	Dr Theuns Vivian	CONTACT NUMBER	: 0848000748
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DIRECTORATE	Economic Growth	FILE REF No	: 5/11/1/2/2

**Approval Form**  
Supported for inclusion on the agenda



**CAPE TOWN TOURISM QUARTERLY REPORT: JANUARY 2023 TO MARCH 2023**

**Report Reference:** 522665  
**Meeting:** Section 79 Portfolio Committee - Economic Growth  
**Meeting Date:** 03.05.2023  
**Meeting Venue:** Meeting Room A 5TH Floor Podium

**Contact Person:** Dr Theuns Vivian  
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Item	Section	Approver	Approval	Approved Date	Approver Comments
01	Author	Theuns Vivian	Approved	13.04.2023 22:26:12	
02	Director/Directorate Support Manager	Lance Greyling	Approved	18.04.2023 06:59:46	
03	Executive Director	RUBY GELDERBLOEM	Approved	18.04.2023 17:04:46	
04	Legal Compliance	Joan Mari Holt	Approved with Comments	19.04.2023 08:00:21	For information.

**ECS Officer:**