

CPT Tourism, Namola safety app partner to give visitors and locals peace of mind

As part of its TravelWise Initiative, Cape Town Tourism has partnered with safety response app, Namola to provide visitors with educational information on health and safety, with a particular focus on responsible travel. "Safety and security in Cape Town present a serious challenge when it comes to tourism in what is a popular destination for tourists and visitors. Now more than ever during these uncertain times, travellers and locals alike need to know that, while they are out and about in Cape Town, they have quick access to an emergency operator to get help should they need to.

"We have identified Namola as our preferred partner to help visitors and locals feel safe when in Cape Town. As regulations are eased and the tourism engine slowly restarts, we remain committed to ensuring our destination is safe and ready to welcome travellers again." says Enver Duminy, CEO Cape Town Tourism.



Image source: [Gallo/Getty](#)

Cape Town Tourism highlights that its main aim is to give visitors and locals peace of mind wherever you go. Namola is an app that pinpoints your location, immediately gives you an emergency operator to talk to, and gets you the help you need and does so speedily.

Namola is free to download and can be accessed easily from your smartphone. If you have safety concerns or need help immediately, just open the app and tap. It's that simple. The app then uses your phone's GPS location to tell nearby responders who you are and where you are. Trained operators will confirm details and dispatch help from near-by police, sentinels or other emergency officials.

"As we start to welcome visitors back again, the safety of guests and our citizens remains a top priority for us," says Alderman James Vos, MMC for Economic Opportunities and Tourism at the City of Cape Town.

"We are proud of the partnership our official Destination Marketing and Management Organisation is launching with Namola. We facilitate year-round programmes focusing on the prevention of tourist and visitor safety incidents through community, stakeholder and enforcement engagements, and implement the use of technology to ensure a safer Cape Town."

"We're delighted to be partnering with Cape Town Tourism and working together to ensure that everybody in Cape Town, local or visitor, has the reassurance that help is instantly available. Personal safety - be that emergency help or knowing your loved ones are safe and where they should be, impacts everybody's lives and our partnership will undoubtedly ensure that the Cape can be enjoyed as it should be," concludes James Bell from Namola.

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