

# Cape Town Tourism signs partnership with CoCT

Cape Town Tourism celebrated its first decade at its AGM, together with the announcement that the organisation has secured a three-year partnership with the City of Cape Town worth R120 million, enabling it to continue to be the official visitor services and tourism marketing provider for the destination. Previously the mandate had only been year to year.



Speaking about the three-year mandate, Cape Town Tourism's CEO, Enver Duminy, said: "This is a very positive moment for us - it acts as the foundation for the decade ahead. Whilst we have always held a long-term vision, the three-year cycle allows us to be more strategic about how we execute our plans."

Mayoral Committee Member for Tourism, Events and Economic Development at the City of Cape Town, Councillor Garreth Bloor, acknowledged the commitment of Cape Town's tourism sector in building an outstanding product: "Our challenges can be overcome by the everyday positivity and energy of the people in this sector."

Cape Town Tourism shared that one of its key focus areas continues to be seasonality. Cape Town Tourism's Winter Campaign for 2014 (in conjunction with Thompsons) had shown a 20% increase in weekend packages sold year on year. The organisation is planning an accelerated winter campaign for 2015.

Events are also central to spreading visitor numbers across the calendar. The Executive Director of Tourism, Events and Marketing at the City of Cape Town, Anton Groenewald, said that the city had delivered on its events strategy with a publicity value of R500 million being generated through events in just under a year.

## Fringe success

The recent Cape Town Fringe Festival has been invited to join a global affiliation of fringe festivals and Open Design attracted 10,000 visitors. Sporting events such as the Cape Town Marathon, ITU Triathlon and Lion of Africa Golf Tournament were also pulling in the numbers. Groenewald reaffirmed the city's commitment to design as a development sector, beyond this year's World Design Capital. He also looked forward to building on the success of the first World Travel Market Africa that was held in Cape Town earlier this year.

Cape Town Tourism reported back on a good financial year with an unqualified audit. It also shared the success story of its first (also first in Africa) mobile visitor information centre, Thando. It was revealed that more Thandos would be launched

before the end of the year, along with mobile visitor information motorbikes and bicycles.

Long-standing Cape Town Tourism board members Sabine Lehmann and Nils Heckscher stepped down and new board members Grant Newton (from Groot Constantia) and Alushca Ritchie of Cape Connection were voted in.

Get all the facts and figures for the Cape Town Tourism fiscal of 2013/14, as well as videos from the CEO and Chairman in Cape Town Tourism's digital annual report: [www.capetown.travel/annualreport14](http://www.capetown.travel/annualreport14).

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