

CoCT, Table Mountain Cableway partner to promote affordable tourism for locals

The City of Cape Town and Table Mountain Cableway have partnered to ensure that Table Mountain is accessible to even more locals and domestic visitors.



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This announcement came off the back of a meeting that was held between the City's mayoral committee member for assets and facilities management, Alderman James Vos, and Wahida Parker, the Cableway's managing director.

The City is currently busy finalising a Draft Tourism Development Framework, which aims to boost domestic tourism by ensuring visitor comfort, improving and diversifying products and experiences, stimulating demand, as well as generating community involvement, benefits and support.

"We have committed to building an inclusive city and to make our tourism offerings accessible to residents from all communities. Through the framework, we hope to champion the further diversification of our tourism products to continue to drive local demand that makes business sense," said Alderman Vos.



TRAVEL

Table Mountain Cableway extends its student special

15 Mar 2019

The cableway offers year-round deals which are tailored to locals including the three-for-one kids season which will run until 30 September 2019; the half-price sunset special; birthday special; pensioner special; the student special as well as a year-round access cable card.

"The City fully endorses these promotions as it aligns with our objective of making local tourism attractions more accessible to locals, while showcasing the uniqueness of our tourism landscape. South Africa's major tourist attractions need to encourage domestic tourism through increased accessibility, affordability and local-orientated offerings," added Alderman Vos.

In partnership with the City, the Cableway aims to explore additional avenues to complement its promotional offers for locals.

"The Cableway is committed to ensuring that more South Africans get to experience the bucket-list beauty Table Mountain at least once in their lifetime.

"We aim to embed a desire to celebrate Table Mountain in the hearts of everyone by breaking barriers that may prevent some people from getting to the top of the mountain. We want to make a trip to the top of South Africa's New 7 Wonder of Nature more accessible for the elderly, the youth, the unsung local heroes and those who are marginalised by society," said Parker.

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