



Western Cape Tourism Readiness
Presentation to the SCFEOT
9 November 2022

Season readiness, sum of multiple efforts

November – March 2023

1. Domestic and International Market Attraction and Readiness

- Attracting our share of travellers into the Western Cape
- Engaging trade and industry: trade shows, hosting, events, tourism safety



2. Destination Innovation

- Attracting new audiences to the Western Cape
- Leading the way in tourism tech and new ways to market
- Using digital to drive geographic spread



3. International Access

- Air Access and Cruise Cape Town
- Ensuring we remain top of the consideration list in key source markets



An aerial photograph of a coastal road in South Africa. The road is a two-lane asphalt road that curves along the edge of a steep, rocky cliffside. The cliffside is covered in sparse, dry vegetation and has some small structures or ruins built into it. The ocean is a deep blue, with white waves crashing against the rocks at the base of the cliff. In the distance, there are several large, rugged mountains under a bright blue sky with scattered white clouds. The overall scene is scenic and picturesque.

Domestic and International Market Attraction and Readiness

Campaign insights and rationale

Showcasing the Western Cape as a world-class destination and one which is affordable and accessible

- **Reason for travel** (nationally & province) VFR and Holiday (WC having a higher share than national)
- **Average length of stay** in the WC is 3.8 days (again higher than national)
- **Day trips:** higher percentage in the WC than national
- **Source markets** in order of size: WC, GP, EC (mostly for Garden Route), KZN, NC
- **Age:** 25-44 age group is the largest market
- Research and bookings are done online in the majority
- Radio a big channel for domestic audience
- Demonstrate that the province has something for everyone, regardless of the traveler's price point
- Approach of showcasing all the regions through Faraway Feeling ensures regional spread

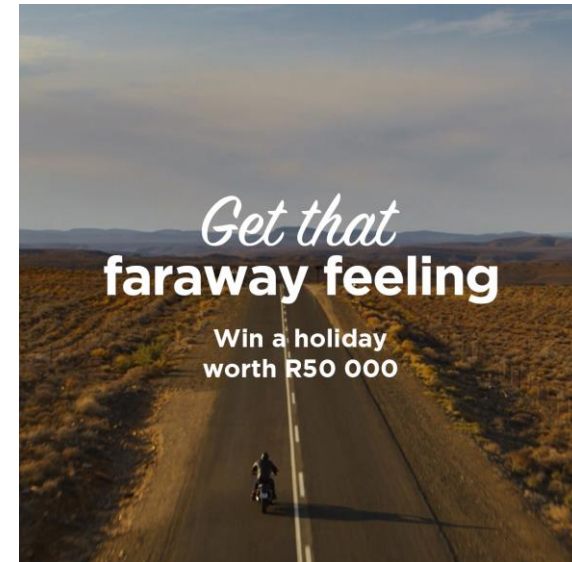
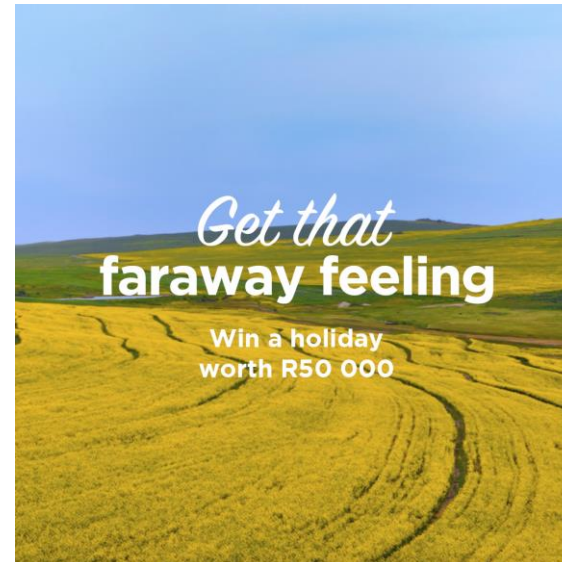
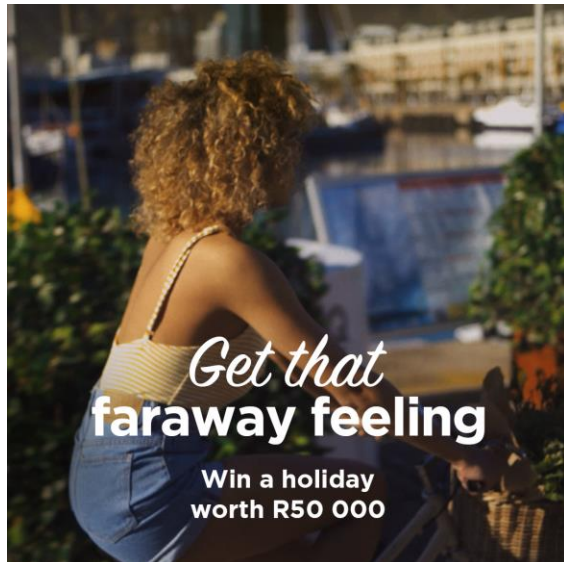
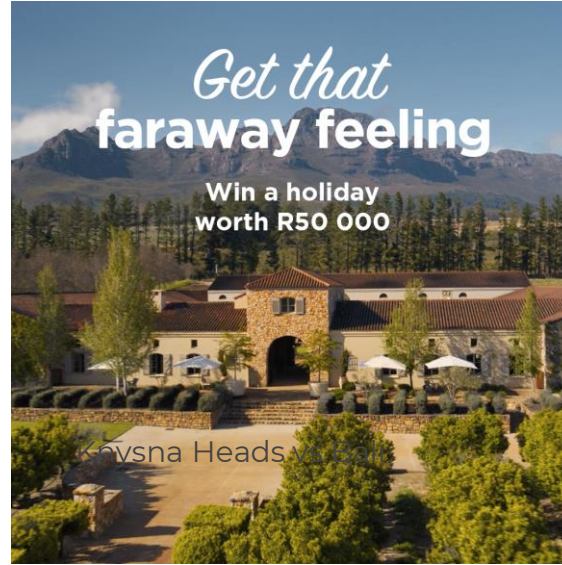
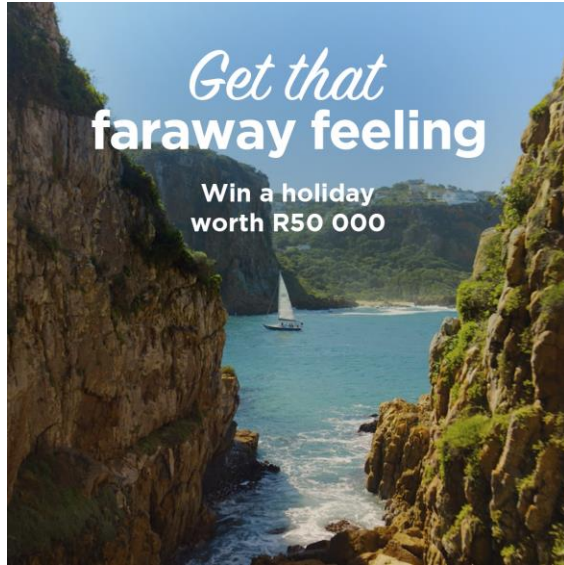


According to insights shared by SAT, radio is a big channel for the domestic traveler.

Meeting our target market on relevant channels, the quirky radio element of the campaign is being flighted on key domestic radio stations including: Cape Talk, Smile FM, Heart FM, Algoa FM, Jacaranda FM, Kaya FM, East Coast and Radio.

Get that faraway feeling

Traveler can experience a world-class travel experience much closer to home and pay for this experience in local currency



Engaging trade & industry

Cradle media hosting along the Weskus with targeted media that will explore !khwa ttu San Cultural Centre, Sevilla Rock Art Trail, Truitjieskraal, the new Elands Bay Museum and West Coast Fossil Park

SA Wine Birthday Celebration - month long campaign with industry promoting to domestic and international market.

Joint Cradle of Humankind and Cradle of Human Culture hosting – hosting with local travel trade and targeted media in selling the Cradle and SA narrative

SATSA hosting focusing on Adventure to position the Western Cape as a leading adventure destination

Wild Air TV explores the Cederberg Circuit promoting the region and the cycling route on their platforms. Possibility this port same as the Cross Cape episode.

November:

- Dutch Film Crew Hosting
- Australian Film Crew Hosting
- Hosting of German trade as part of prize won at a trade show

December:

- Media Hosting - National Geographic Traveler journalist

Tradeshows:

- Vakantiebeurs: 12-15 January 2023
- SAT India Roadshow: 09-17 February 2023
- Meetings Africa: 28 February - 1 March 2023
- ITB Berlin: 07-09 March 2023
- Seatrade Fort Lauderdale: 27-30 March 2023

Stakeholder engagements:

- RTO Forums: quarterly regional engagements with 6 districts.
- Q3: 05-06 December 2023
- Q4: 15 – 16 March 2023

Ongoing support of events in all six regions



- On-going support of events in all 6 regions.
- Regional jewel events serve a unique opportunity in targeting the domestic market and regional spread.
- The ongoing support jewel events such as the Cape Town Cycle Tour, Cape Town Jazz Festival, Cape Epic and Cape Town Carnival
- Targeting domestic and international audiences, this effort works to position Cape Town and the Western Cape as the Cape of Great Events.

International marketing | The Neverending Tourist Campaign Insight

Cape Town and the Western Cape has space. Lots of it. Our cities are less crowded than their counterparts in Europe. Our towns more open. And in between, there are beaches, mountains, vineyards, forests, and even deserts.

But we offer so much more than just wide open spaces. There's the experience of what it feels like to be here. The eating. The drinking. The people. The adventure. The sun.

All of which come together to offer the perfect antidote to a locked down Europe. And an antidote to the year that was 2020/2021 - a year of uncertainty, anxiety, stress and fear.

People need to feel good again.

International marketing | Neverending tourist

[Intro](#) [Meet Scott](#) [Scott's must-dos](#) [Meet Khobi-Jane](#) [Khobi-Jane's guide](#) **[Meet Adetola](#)** [Adetola's best-ever adventures](#)



The German & Dutch NET hero video has reached over **2.3 million views**



[Meet Khobi-Jane](#) [Khobi-Jane's guide](#) **[Meet Adetola](#)** [Adetola's best-ever adventures](#)



International marketing

THE STORYTELLER CYNDI MENDOZA

A bubbly, spontaneous and passionate 32 year old who was born in LA and raised in Southern California, USA. Cyndi loves to experience new things and loves all things sport (freediving, cold ocean dips, surfing, football, yoga, hiking). Cape Town gave her an opportunity to explore new sports like freediving which allow her to experience the Great African Ocean Forests (the kelp).

She also appreciates nature, art, food from local food spots to fine dining restaurants and travel both locally (the western cape has so many hidden gems) and internationally. Cyndi works with an NGO with a focus on sports upliftment for kids.



THE FAMILY KRISTOPHER & RACHEL

Kristopher and Rachel are an American couple with 2 children who have lived in Cape Town for approximately 4 years. Kristopher is in real estate and Rachel is a doctor.

Rachel introduced Kristopher to the beauty of Cape Town and on his first trip to Cape Town, he fell in love with it as she did, and they got engaged. On their second trip to Cape Town, they decided to buy a house and go all in with moving to Cape Town. Since then, they have had 2 children and are expecting their 3rd (she is 4.5 months pregnant currently).

While they're not working, Rachel takes art classes and Kristopher is an avid surfer. On the weekends they love visiting wine farms and the beach with their kids.



THE EXPERIENCE SEEKER TONY CAMME

Tony's roots are in New York and New Jersey and now lives in Cape Town, working as a conceptual copywriter, freelance graphic designer and overall creative. In 2016, he took a year off of his studies and bought a one-way flight to Cape Town. He hasn't looked back since.

He was enamoured most by the natural beauty around him—the mountain meets the ocean meets the city. It was a perfect storm of all that he had been looking for. He feels spoiled for choice—there are so many delicious food options to choose from, neighbourhoods to visit and interesting people to meet. The possibilities for exploration seem endless.

His interests include exploring culture, hiking, backpacking, seeking out experiences and learning new perspectives. He is also very active in the queer nightlife and music scene here in Cape Town.



International marketing

Local launch

Launched at FEDHASA AGM



18 August 2022

Phase 1 (Awareness) go-live

Video launch on YouTube, FB & IG



10 October 2022

Phase 2 (Consideration)

Native media partnership with Expedia



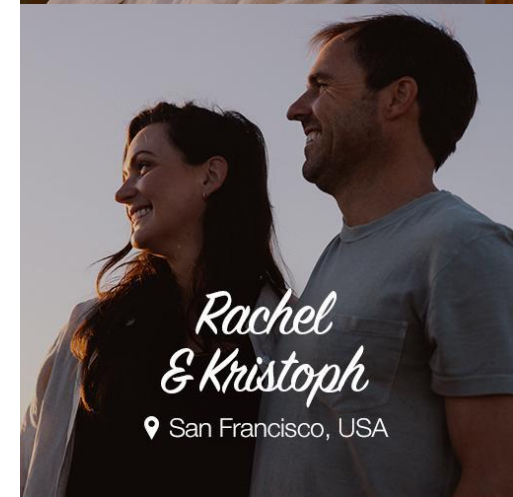
15 November 2022

Campaign PCA



March 2023

Too early in the campaign cycle to report results however, the YouTube video has already garnered 871 000 views to date.



An aerial photograph of a coastal road in the Western Cape, South Africa. The road is a two-lane asphalt road that curves along the edge of a steep, rocky hillside. The hillside is covered in sparse, dry vegetation and has a reddish-brown hue. The ocean is a deep blue, with white waves crashing against the shore. In the background, there are several large, rugged mountains under a bright blue sky with scattered white clouds. The overall scene is a beautiful coastal landscape.

Destination Innovation



WESGRO

cape town & western cape
tourism, trade & investment



Paid media

29 Jun

Wesgro launches eco-themed game and builds the Western Cape in the Metaverse

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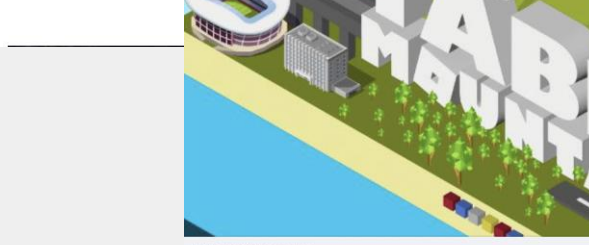


(Image: Supplied)

MyGaming
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Leveraging the proven influence of the youth when it comes to family holidays, Wesgro will become one of the first destination marketing organisations globally to launch a presence on Roblox.

Starting with a 'Climb Table Mountain' experience, the series will feature child-friendly destinations, while emphasising the unique diversity of the natural spaces of the Cape.



MYGAMING.CO.ZA
Wesgro launches eco-themed game and builds the Western Cape in the Metaverse

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Newsletters

mygaming

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Presented by Wesgro

Wesgro launches eco-themed game and builds the Western Cape in the Metaverse

June 23, 2022 [Tweet](#) [Share 20](#)



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Wesgro

Leveraging the proven influence of the youth when it comes to family holidays, Wesgro will become one of the first destination marketing organisations globally to launch a presence on Roblox.

The marketing effort sees a series of educational, nature-themed games starring some of the Western Cape's best loved destinations brought to life in a gamified way.

Starting with a 'Climb Table Mountain' experience, the series will feature child-friendly destinations, while emphasising the unique diversity of the natural spaces of the Cape.



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We partnered with News 24 – popular mainstream news channel - and MyGaming - a gamings news website catering to the needs of South African's.

OPINION	PHALA PHALA	INVESTIGATIONS	SPORT	TSHISALIVE	LIFESTYLE	BI
1986 BMW 3 Series	1999 Volkswagen Kombi	1979 Mercedes-Benz SL	1988 BMW Series			
R379900	R169900	R279000	R16990			

Organic coverage

SOUTH AFRICA

Cape tourism chiefs hope kids who play new online game will want to visit

23 June 2022 - 11:16
BY TIMESLIVE

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An image from the 'Climb Table Mountain' game launched by Wesgro on Roblox.

GET EVERYDAY VALUE ON EVERYDAY ITEMS

LEARN MORE W

Wesgro plans to take young minds up Table Mountain through Roblox



OCEANSIDE NEWS

WORK IS A SIDELINE, LIVE THE HOLIDAY

Kids Can Now Climb Table Mountain In This Video Game

23 Jun 2022 by Tayla in Cape Town, Gaming, Lifestyle, South Africa, Travel, Video



Cape Town launches into Metaverse via Roblox campaign



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E-commerce trends unpacked at Google's shopping summit

ROBLOX

The Mother City's tourism, trade and investment promotion agency, Wesgro, has become one of the first organisations of its kind in the world to launch a virtual presence on the Roblox platform.



Wesgro adds immersive experience to WCape tourism

By STAFF WRITER, iWeb
Johannesburg, 17 Jun 2022

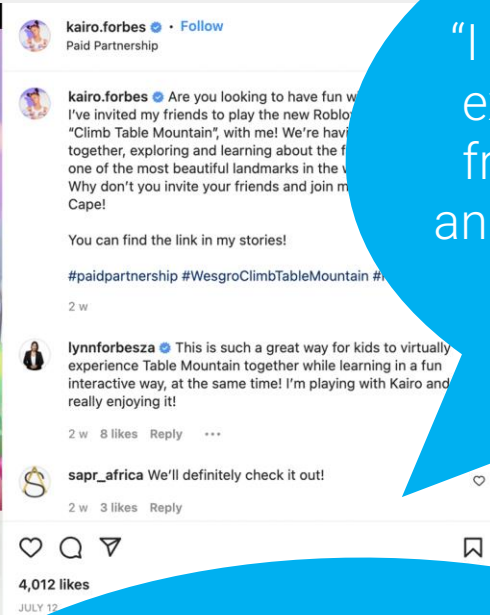
Read time: 3min 00sec



Wesgro is turning to the metaverse to further boost the Western Cape as the holiday destination of choice.

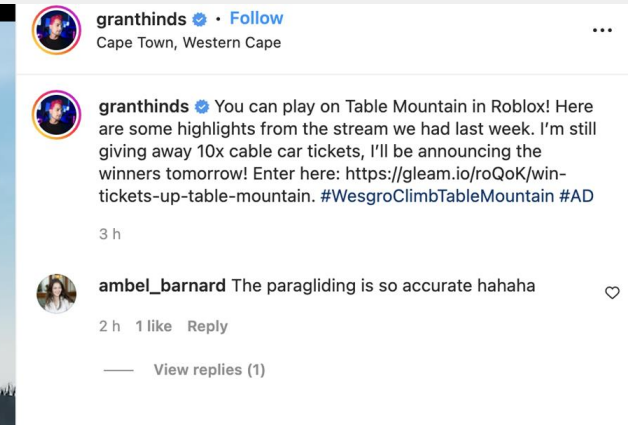
In a statement, the official tourism, trade and investment promotion agency for Cape T

Gaming Influencers



"I like getting into the cable car to explore Table Mountain with my friends. There is so much to see and learn about. It makes me want to go back in real life!"

"You can spend your time discovering the animals, exploring caves, jumping off cliffs...or just learning more about our amazing Table Mountain's fauna and flora...And it's totally free! "



Results

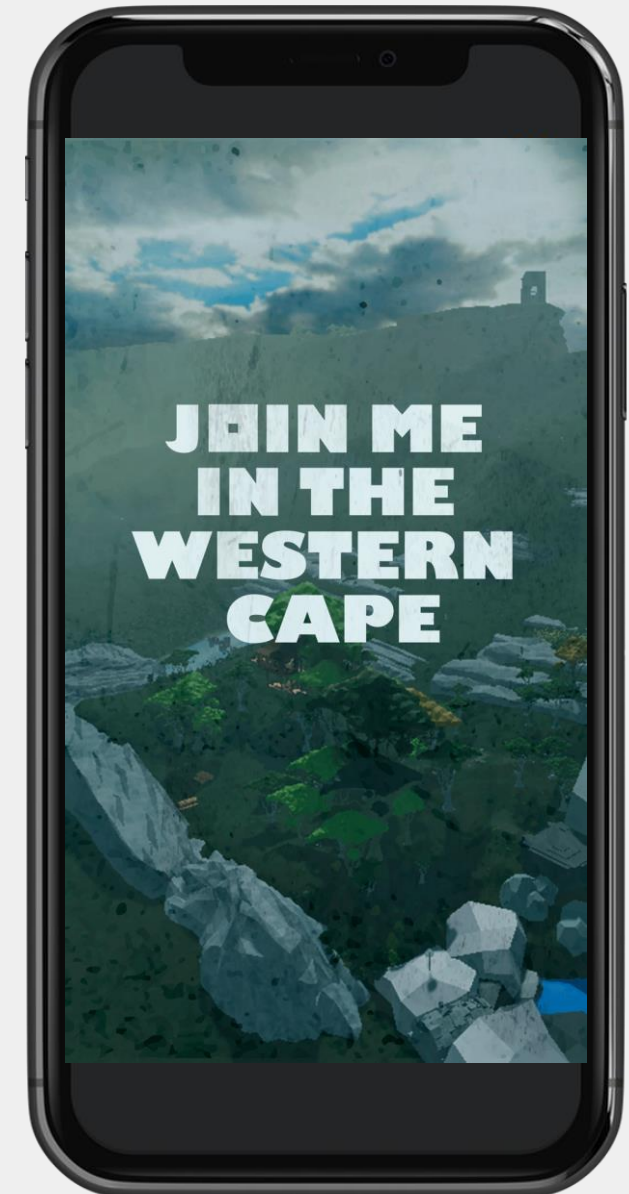
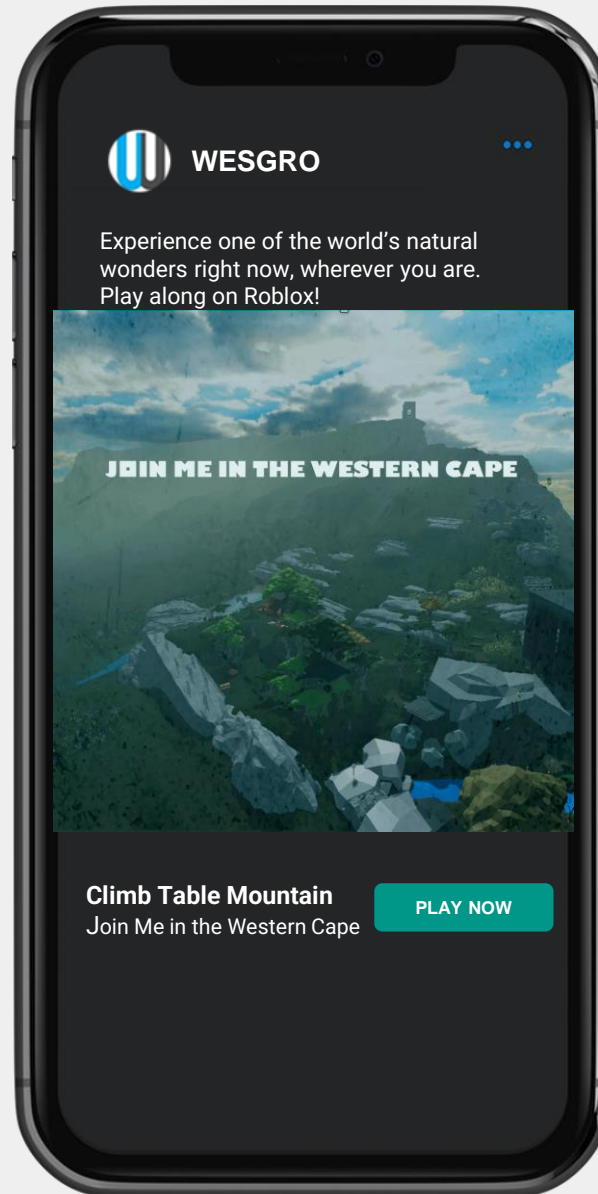
88 000 views

Close to **30 000** clicks

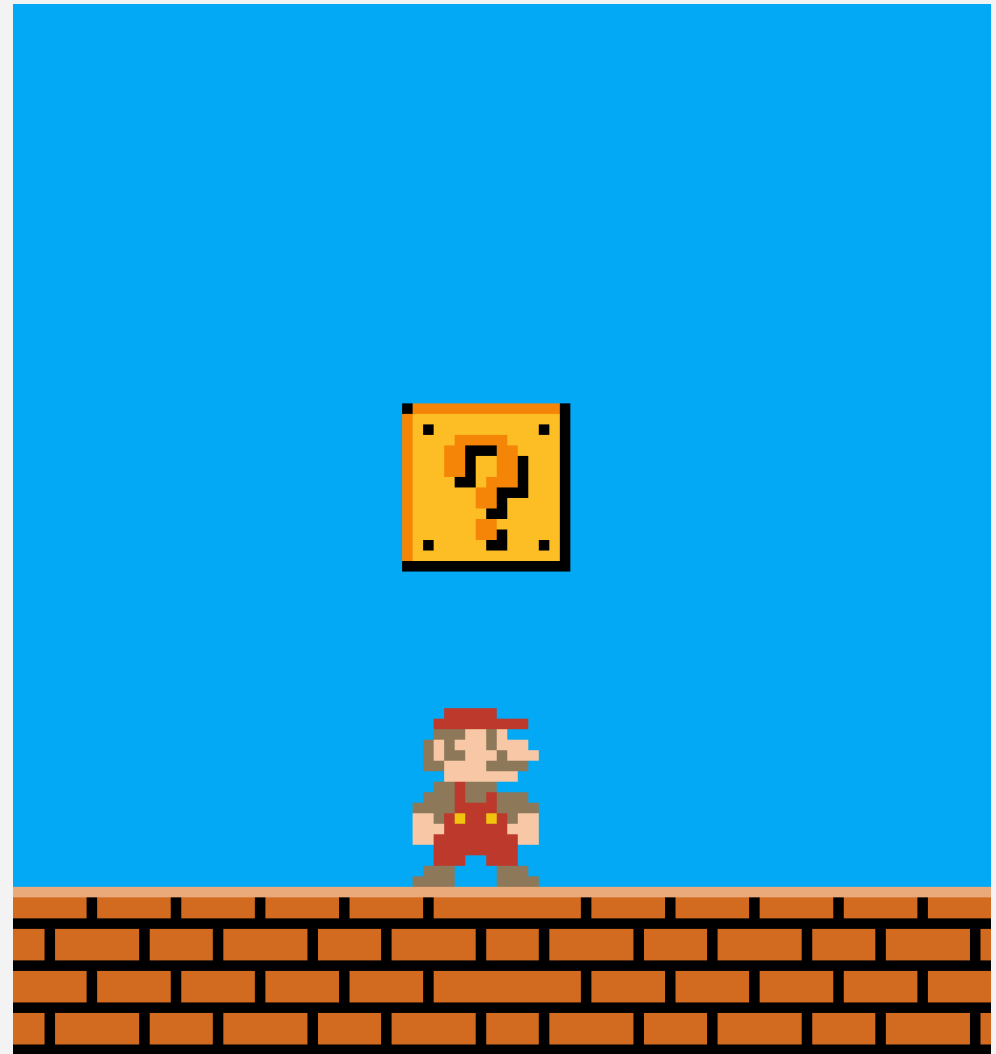
Game currently has an
84% approval rating
on Roblox

Game time on average
is 10 minute – **x10 the
Roblox average**

25 times higher click
through rate than an ad

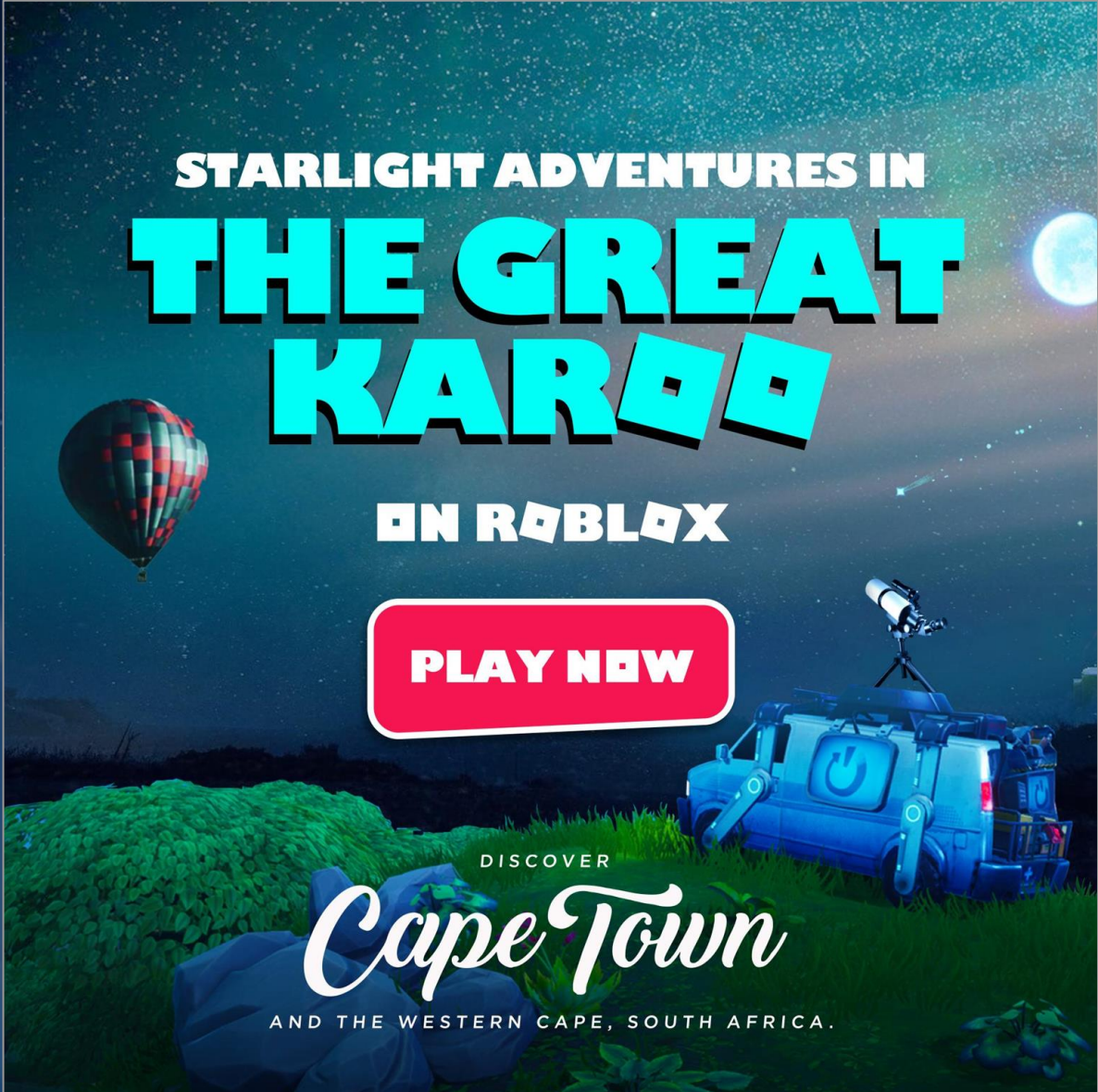


What's
next?



Starlight Adventures
in
**THE
GREAT
KAROO**

New game development



STARLIGHT ADVENTURES IN
**THE GREAT
KAROO**

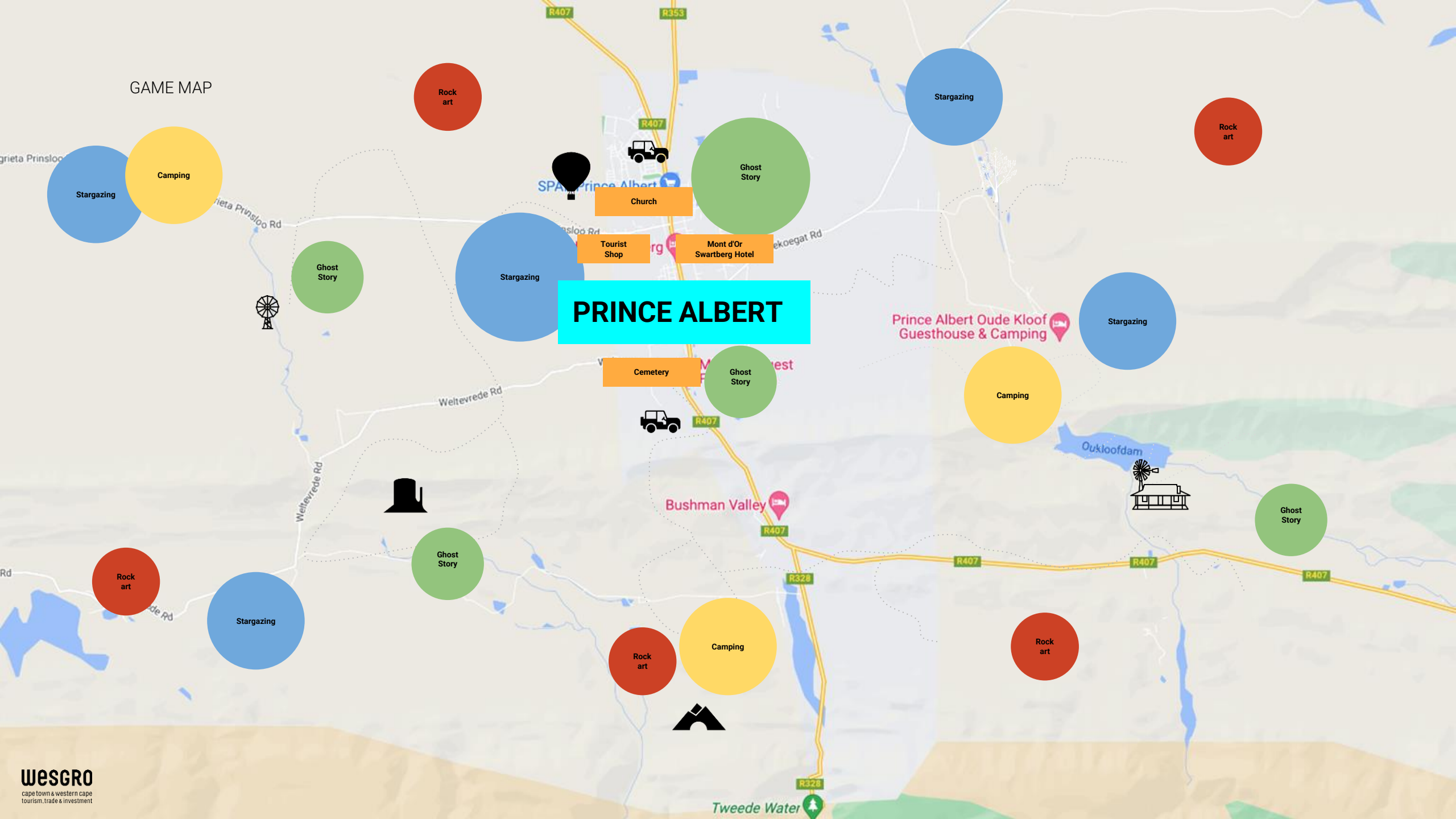
ON ROBLOX

PLAY NOW

DISCOVER
Cape Town
AND THE WESTERN CAPE, SOUTH AFRICA.

The graphic features a night sky with a full moon, a hot air balloon, and a blue van with a telescope on a grassy hill. The text is overlaid on this scene.

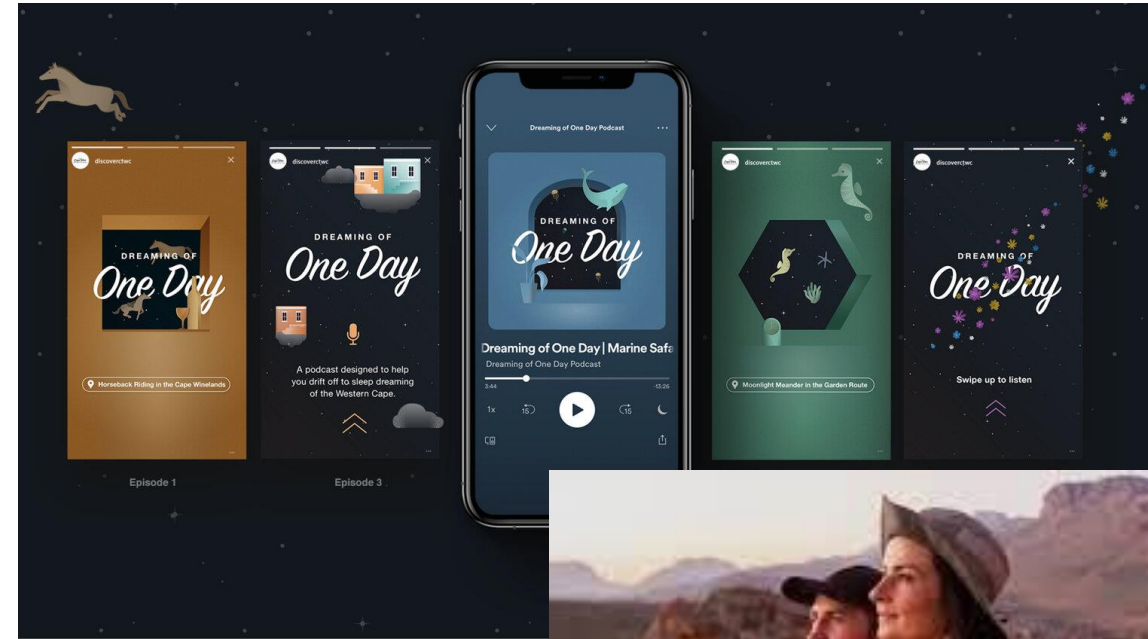
GAME MAP



PRINCE ALBERT

Awards for tourism, last 12 months

- Gold at City Nation Place: One Day Tourism Campaign
- Silver Loerie: Neverending Tourist Campaign
- Bronze Loerie: Metaverse Climb Table Mountain in Roblox
- Creative Circle Award – Radio & Audio: One Day Tourism Campaign
- Creative Circle Award – Integrated Strategy: One Day Tourism Campaign
- Silver Loerie Award: One Day Podcast Series
- Bronze Bookmark: One Day Campaign



An aerial photograph of a coastal road winding along a steep, rocky cliffside. The road curves from the bottom right towards the center. The ocean is a vibrant blue, with white waves crashing against the shore. In the background, several large, rugged mountains rise from the sea under a bright blue sky with scattered white clouds. The overall scene is scenic and picturesque.

International Access and Marketing Efforts

Upcoming IATA winter season route network Nov 2022 – March 2023



Source: OAG Analyser

IATA winter season 22/23 outlook



4 new routes

- 📍 Atlanta, USA
- 📍 Washington DC, USA
- 📍 Brussels, Belgium
- 📍 Maputo, Mozambique



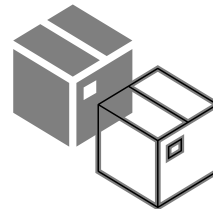
3 new airlines

- +  AIR BELGIUM
- +  virgin atlantic
- +  DELTA



Two-way international seat capacity for CPT

100% Compared to the same period in 2019, with
1.68 million seats available between
November 2022 and March 2023






International air cargo capacity for CPT

80% Compared to the same period in 2019, with
84 000 tonnes in two-way capacity available between
November 2022 and March 2023









International Access: Cape Town route and airline update

As at 4 November 2022








Asia and Middle East

-  **Emirates** • **Emirates** operates daily, DXB-CPT. Will operate double daily from 1 Feb. 2023
-  **Qatar Airways** • **Qatar Airways**, operates 10 times a week, DOH-CPT. Daily during WC soccer. Double daily from 6 Jan 2023
-  **Singapore Airlines** • **Singapore Airlines** operates daily service, SIN-JNB-CPT-JNB-SIN



Rest of Africa

-  **Air Botswana**, Gaborone, three times per week
-  **Ethiopian Airlines**, Addis Ababa, daily flight
-  **FlyNamibia**, Windhoek, six times per week
-  **Kenya Airways**, Nairobi direct, twice per week, Nairobi – Livingstone, twice per week and Nairobi - Victoria Falls, twice per week
-  **TAAG**, Luanda, six times per week
-  **RwandAir**, Kigali-Harare, three times per week. 6 times pw from 7 Nov.
-  **Airlink**, Windhoek, three times a day
Walvis Bay, daily
Harare, daily
Victoria Falls, six times per week
Maun, daily
Maputo, three times per week
-  **Air Mauritius**, Mauritius, twice per week, restarting 16 November



Europe

-  **Lufthansa** • **Lufthansa**, Frankfurt, five times a week, reducing to three times per week from end Oct
• Munich seasonal service returned 28 Oct with a daily flight
-  **British Airways** • **British Airways**, London Heathrow, daily service. Twice daily from 13 Nov plus adding a seasonal London Gatwick service three times per week from 13 Dec
-  **KLM** • **KLM**, Amsterdam, daily service increased to 10 times per week from 1 Nov.
-  **Turkish Airlines** • **Turkish Airlines**, Istanbul, four times per week, daily flight from 1 Dec.
-  **Edelweiss** • **Edelweiss**, Zurich, resumed 26 September, three times a week
-  **Air Belgium** • **Air Belgium**, Brussels, new service, twice per week, started 14 September
-  **Condor** • **Condor**, Frankfurt seasonal service restarted 8 October, three times a week.

North America

-  **United Airlines**, Newark, year-round service, three times per week.
• Washington D.C. direct service from 18 Nov 2022, three times per week
-  **Delta Air Lines**, Atlanta direct service from 19 Dec, three times a week.
• Triangular route between ATL-JNB-CPT-ATL starts 2 Dec, four times a week

Planned Routes

-  **Virgin Atlantic**, London Heathrow restarting 5 November, daily seasonal service
-  **Air France**, Paris, returned 30 Oct, three times per week

Cruise Cape Town

Future Performance Outlook

Based on the ship operator bookings we are expecting a strong recovery performance for the 2022_2023 Season.

- Based on the ship operator bookings we are expecting a strong recovery performance for the 2022/23 Season.
- We are expecting recovery of the number of ships calling in 2022/23 to be similar to the planned 2020/21 season (interrupted by COVID)
- Provisional bookings for the 2023/24 season indicate a further increase in performance.

Season	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	TOTAL PAX			SHIP CALLS		NO OF SHIPS	
										Total Pax Season Target	Total PAX actual YTD	Total PAX Forecast FY	Total Ships Calls Foreca st	Total Ships Calls Actual YTD	Total Ships Forecast	Total Ships Actual YTD
2020_2021	0	513	8 870	34 623	53 930	45 590	22 123	7 067	0	172 716	0	0	102	0	29	0
2021_2022	0	0	2 143	4 436	7 658	1 640	1 982	3 000	2 303	11 349	4112	23 162	32	13	12	6
2022_2023	0	1 583	14 073	34 802	55 990	42 676	23 300	17 656	777	93 520	0	190 857	104	0	28*	0
2023_2024	0	0	16 194	32 419	60 120	43 720	25 503	16 595	1 606	96 117	0	196 157***	105	0	26**	0

* 5 new ships

** 4 new ships & 5 return ships

*** 67% of V&A Waterfront Cruise Terminal Target of 300 000 passengers

**Thank
you**