



# Unlocking Cape Town's Tourism Potential

STANDING COMMITTEE ON FINANCE, ECONOMIC OPPORTUNITIES AND TOURISM

*Cape  
Town*  
TOURISM



# AGENDA

---

1. INTRODUCTION
2. TOURISM STRATEGY OUTCOMES
3. CHALLENGES EXPERIENCED
4. WAY FORWARD
5. KEY TAKEOUTS



# 1. INTRODUCTION

---

- 2020: Contain, Adjust, Recover
- 2021: Tourism Recovery Expected By 2024
- 2022: Omicron – Recovery Adjusted To 2025
- 2023: What have we achieved?



## 2. OUTCOMES

---

- **POSITIVE RECOVERY:** 85% Arrivals, 88% Attractions & 85% Accommodation
- **DESTINATION ACCOLADE:** Best Value For Money Destination In The World
- **CTT GLOBAL PARTNERSHIPS:** Visit Berlin, AirBnB, Victoria Falls
- **TOP SOURCE MARKETS:** RSA, UK, Germany, USA, Europe
- **CTT INTERNATIONAL AWARD:** Travflix Festival Winner



# 3. CHALLENGES

- **SAFETY** : Missing German Tourist, Korean Tourist Mugging
- **LOADSHEDDING**: Opportunity Cost, Damaged Reputation, Tourist Service Disruption, Increased Cost, Lost Revenue
- **SKILLS GAPS**: Filling key vacancies to 2019 levels



# 4. NEXT

---

- **UNWTO FORECAST** : 80 to 95% of 2019 Recovery by end of 2023
- **VISITOR SAFETY**: TravelWise Amplification (Translation)
- **SME SUPPORT**: Ekasi Session
- **FUTURE LEADERS**: Teachers Think Tank & Youth Month Sessions
- **TITANS OF TOURISM**: New York, Berlin & Cape Town
- **UNIVERSAL ACCESS**: Limitless Cape Town (Braille Trail)



# 5. TAKEOUTS

---

- Cape Town's International **Recovery** outpacing **UNWTO Forecast**
- **Destination Brand Impacted** by Safety and Loadshedding
- Tourism and Events **job creators** but **skills gap** to be addressed
- We are **unlocking Cape Town's** tourism potential together



# THANYOU

---

ENVER DUMINY, CEO  
CAPE TOWN TOURISM



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



INVEST CAPE TOWN

*Cape  
Town*  
TOURISM