

CITY OF CAPE TOWN

TOURISM & PLACE MARKETING

2023 PERFORMANCE AND OUTLOOK

Alderman James Vos
Mayoral Committee Member for Economic Growth



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CONSTITUTIONAL MANDATE

According to the Constitution (Sections 152 and 153) and the White Paper on Tourism, municipalities are mandated to develop and market tourism products and services and to disseminate information that supports those activities.



**A WORLDWIDE STATE OF
RECOVERY**

**CONTAINMENT
ADJUSTMENT
RECOVERY**



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BOUNCE BACK PLAN: Breakout Growth

To achieve increased volumes and greater value:

The core strategic drivers underpinning Cape Town's Bounce Back Plan are to instil traveller confidence; embed an adaptive capability and ensure differentiation on the global stage. These responses are delivered in two-phases: Adjustment and Recovery.

- Create a tourism related job in every house.
- Implement TDF to grow the tourism economy.
- Position Cape Town as premier destination 6-Pillars.
- Drive affordability and accessibility.
- Carry out Responsible Tourism.



TOURISM DEVELOPMENT FRAMEWORK IMPLEMENTATION



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TOURISM DEVELOPMENT FRAMEWORK (TDF) 2024

PRIORITY AREAS

1

Ensuring visitor comfort

2

Improving & diversifying products/ experiences

3

Stimulating demand

4

Generating community involvement and support

5

Organising for growth



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SAFETY & SECURITY

- CBD Mayoral project
- Tourism Safety unit
- Travelwise and safety brochures (online)
- Tourism band-aid programme
- City Disaster Risk Management Unit



VISITOR COMMUNICATIONS

- Tourism information services network
- Social media campaigns
- Websites and partner campaigns
- Tourism Ambassadors programme (NDT)

ICONIC SITE IMPROVEMENTS

- Lookout Hill repairs and beautification
- Collaboration with sister departments (Environment, Transport, Arts and Culture)
- City nodal development inputs
- (Coastal Management programme; SDF; Aerotropolis inputs, etc)



DESTINATION MARKETING

- Collaborate with Wesgro R20 mil
- CTT 3 year contract R52 919 728 + R2,6 mil
- International targeted digital in London, Brussels, Paris, Rome, Munich, Frankfurt, Amsterdam, and
- 4 cities in the USA; Washington, New York, Atlanta and Miami resulting in over 23million impressions and over 8million reach surpassing targets by over 500%. (6 pillar campaign)
- Domestic campaigns (What to do in Cape Town, etc.)
- Award winning campaigns: Find Your Freedom (CTT)
- Gateway to Antarctica
- WTM Africa & WTM London
- Destination collateral and video material (6 pillars)
- Sister City agreements
- Immersive, informative and welcoming Airport branding



LEVERAGING TOURISM EVENTS

- DHL stadium, Athlone stadium, etc.
- Road races
- E Prix
- Ocean races
- SPEVCO support
- Cultural events
- Sister City International event
- World Travel Market exhibitions



STRATEGIC INTERVENTIONS

- Air Access support and funding
- Air Access strategy development and expansion
- Address fuel shortage issue at Cape Town International Airport (CTIA)
- Welcome message and activities at CTIA
- Tourist office at CTIA and activations
- Cruise Cape Town support and funding
- Gateway support linking air connectivity to Home Port options



DESTINATION ENHANCEMENT EVENTS

- Africa Energy week
- Sister Cities International (R700k)
- Ocean Innovation Event
- African Tech Festival (R400k)
- IEGS launch
- Business Expo
- Boatica (R450k)
- Night on the Square Market (Oct, Nov, Dec R1mil)



PRODUCT DEVELOPMENT

- Ikasi sessions and mentoring
- Local community and industry workshops
- World Travel Market Africa pre and post tours
- Tourism conversations series (gain inputs and insight) and platforms
- Tourism Readiness and Research
- Tourism Youth Development schools programme
- Responsible Tourism platform at WTM Africa to share Best Practise



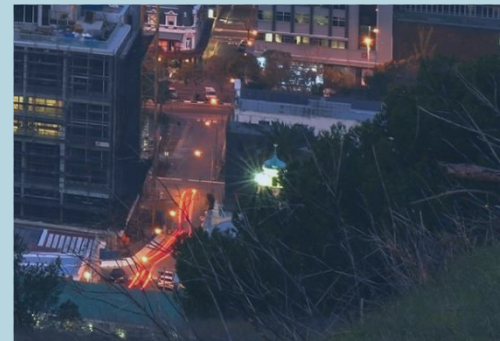
INTERNATIONAL AGREEMENTS & COOPERATION

- Air Access & Cruise Cape Town partnerships
- New York and Berlin partnerships
- Antarctica gateway
- Sister City agreements
- Catalytic sectors (RXXX)
- Lobbying:
 - Remote Working Visa
 - Vehicle Licensing improvement for Tour Operators
 - Airport expansion

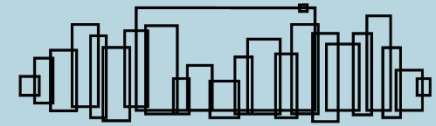




DEPARTMENT OF ENTERPRISE AND INVESTMENT



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ENTERPRISE AND INVESTMENT DEPARTMENT

ECONOMIC GROWTH OUTLOOK

Improving Cape Town's business climate and boosting its global profile as an attractive investment destination with positive economic growth.



PERFORMANCE SNAPSHOT 2023

1

TOURISM

Bumper tourism season in December 2022. Two-way passenger recovery at **96%** vs. 2019.

2

AIR ACCESS

4 new routes and **3** new airlines in 2022. **R430m** in direct tourism spend (Nov 22 – Mar 23). In total 21 airlines, 27 destinations and 199 flights per week.

3

INVESTMENTS

R3bn in new investments facilitated. Tech and green economy pipelines continue to show strong growth.

4

CRUISE CAPE TOWN

75 ships confirmed for the period Nov 22 – May 23. Approximately **500 000 passengers** forecast to embark/disembark during this season.

5

CONVENTIONS

29 conference bids secured for FY22/23 – FY 24/25. More than **20 000** delegates and an economic impact of **R393m**.

6

EXPORTS

R2.5bn export declarations reached. **Made in the Cape** reached **10m** unique users via UK campaign.

AIR ACCESS

Cape Town International Air Routes 2023



INVESTMENT FACILITATION

Since 2016, the City's Enterprise & Investment Department has engaged over **602 companies** and organisations that has supported investment projects valued at over **ZAR33bn**, and the creation of **1 500+ direct jobs**.



ENTERPRISE DEVELOPMENT

THE BUSINESS HUB.

- **7 020** business service requests resolved (cumulative)
- **98%** service requests resolved to within 2 working days
- **20** Mobile Hub Activations
- Online training - **973** entrepreneurs/businesses

**JOBS
CONNECT**

- Recruit and assessed **66 000** people
- Work readiness training to **8 000+** people
- **5 241** placements

EASE OF DOING BUSINESS



Making Cape Town the easiest place to do business in Africa

- Introduction of **Ease of Doing Business (EoDB) Index**, a thorough self-assessment of our business-focused conduct.
- Will include **indicators linked to turnaround times** such as construction permits, business licencing, building plans, land release, electricity connections.
- We will also launch an **online dashboard** to allow businesses, investors and others to view and track our progress.
- Other **platforms and initiatives that speak to our EoDB** mind-set. For example, Air Access, the Cape Trade Portal, Productivity Efficiency Programme, and Investment Facilitation Branch.

GROWTH COALITIONS

Programmes implemented through strategic business partners:

SBP	INTERVENTION
WESGRO	Investment promotion/ Trade promotion/ Energy & sustainability/ Digitization & innovation/ Catalytic projects (Cape Town Air Access and Cruise Cape Town)/ Business Events/ Convention Bureau
BLUECAPE	Promotion of superyachts/ocean sports and marine manufacturing
CCTC	Clothing, textiles, footwear and leather growth coalition forum/ Enabling growth-Manufacturing Leadership/ Building a strong talent pipeline to support growth/ Transformative Growth – informal CTFL businesses accelerator/ Growth Coalition Strategy Development
UVU Africa (CITI)	Focus on informal economy and Ecosystem development/ Micro Enterprise Development & Acceleration/ Accelerating opportunities for communities & youth
GREENCAPE	Smart energy/ Smart water/ Circular economy/ Green agro-processing/ Global relevance
CTFC	Fashion Entrepreneurship
CAPEBPO	Investor facilitation/ Industry & ecosystem development and Cape skills and employment accelerator project
CDI	Capacity building for SMMEs/ Market access programme/ Sector marketing & promotion/ Cape skills and employment accelerator project
EDP	Food and Beverage Growth Coalition/ Property Development Growth Coalition





CAPE TOWN OPEN FOR BUSINESS

Business Services Sector

- Cape Town is a fast-growing business process outsourcing (BPO) destination.
- Cape Town is a top location in Africa for global business services, with many private investment and asset management companies, law firms, and insurance brokers based here.
- Major international film productions are drawn to Cape Town by the wide range of locations, exemplary services and studios, and professional and expert cast and crew

Tech and Innovation

- Cape Town is Africa's leading tech capital.
- A world-class digital ecosystem.
- Home to Africa's top tech incubators, UVU Africa and Silicon Cape.
- One of the best performing cities for technology startups on the continent.

Manufacturing

- We place a strong focus on developing our manufacturing sector to stimulate the economy and create new jobs.
- Activities range from heavy industry (the oil and gas sector, and the ship and boat building and repairs industry), to niche manufacturing, clothing, food and beverages.

Green Economy

- Cape Town is ripe with green investment opportunities.
- South Africa's evolving energy landscape is creating opportunities for investors, financiers, project developers, component manufacturers and suppliers wanting to invest in the energy services market.
- Establish in the Atlantis Special Economic Zone.

JOURNEY AHEAD



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- Launch of the Growth Centre at City Hall + programme of events.
- A refreshed Invest Cape Town digital presence.
- Launch of a new immersive branding installation at Cape Town Airport including positioning as a Gateway to Antarctica coming soon.
- CEO and business leader engagements.
- New TDF beyond 2024.
- Launch of 'This is Cape Town' magazine coming soon. Visit <https://thisis.capetown/>
- Renewed Responsible tourism drive with international event planned.
- Tourism employee ambassador programme. Acknowledge the tourism industry players and their contribution to service excellence, job creation and furthering responsible tourism practises in the industry and communities.



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ACHIEVE BREAKOUT ECONOMIC GROWTH

Creating a tourism related job in every household

- Landing more flights, city-to-city connections, place marketing linked with conversion, destination management

Increasing productivity for tradeable sectors

- Access to markets, increasing exports, expand supply and demand, driving efficiencies

Support for small businesses and entrepreneurs

- Smart procurement, supplier development, training

Job readiness and workforce development

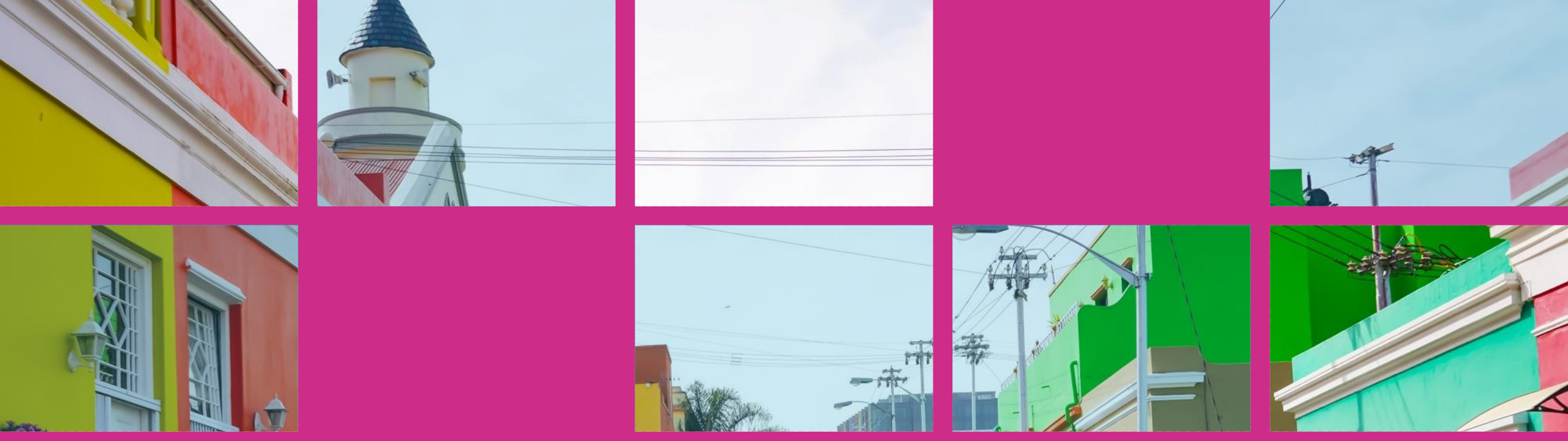
- Connecting job seekers with employment opportunities, developing talent for high growth industries

Property transactions to unlock economic value

- Disposals and leases of immovable property portfolio for commercial and housing opportunities

Driving reform for external influences

- Expand airport, improve harbour, implement remote worker visa



THANK YOU

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