

An aerial photograph of Cape Town, South Africa, featuring Table Mountain in the background and the Cape Town Stadium in the foreground. The image is overlaid with a semi-transparent blue filter. The stadium is a large, circular, white structure with a dark interior. The city buildings are visible in the middle ground, and the ocean is in the foreground.

SCFEOT

September 2023

Wrenelle Stander: Wesgro CEO

Wesgro is the Official Tourism, Trade & Investment Promotion Agency for Cape Town and the Western Cape

First point of contact for foreign investors and local companies. Attracts and facilitates national and international investment, works to grow the exports of products and services, and markets the Western Cape as a competitive business and travel destination.

WESGRO

Investment Attraction & Facilitation
(incl Invest SA One Stop Shop)

Trade Promotion & Facilitation
(incl Film & Media)

Tourism Promotion & Facilitation
(incl Convention Bureau)

Marketing and Innovation
Central Knowledge Hub

Edu Access

Cape Town Air Access

Cruise Cape Town

Agenda

1

Destination Marketing

2

Destination Marketing Innovation

3

Tourism Promotion & Facilitation

4

Public Private Partnership: Cape Town Air Access

5

Public Private Partnership: Cruise Cape Town



Destination Marketing



The *Neverending* **Tourists**



There are people that come to Cape Town on holiday, fall in love with the Western Cape, and never leave. By being here for as long as they have, they get under the skin of the destination, uncovering the best of it, but more specifically the hidden gems to experience.

This makes them the best spokespeople to encourage and assist people from their home countries to discover Cape Town and the Western Cape.

Neverending Tourists UK SA Tourism x Wesgro match-funding campaign

Campaign overview

South African Tourism UK and Wesgro launched a matched funding campaign *in peak booking periods for the upcoming summer season 2023/24*. The campaign utilised a combination of Wesgro’s “Neverending Tourists UK” and “Get in a Good Space” assets, as well as South African Tourism assets to create an immersive, engaging content and tactical campaign. Funding was shared 50:50, delivering unprecedented return on investment.

Objectives

1. Drive awareness and consideration for Cape Town and the Western Cape (and South Africa as a whole).
2. Generate arrivals to the content hub which was hosted on The Times.
3. Retarget campaign engagers with TO tactical messaging and drive users down the funnel to conversion.

Results

All KPIs were exceeded beyond expectation, including:

- over double the targeted impressions
- double the targeted engagements
- 4 times the targeted reach and double the video views

Objective	Estimate	Achieved
Reach	1,153,838	4,510,336
Video Views	1,015,958	2,219,631
Engagements	1,039,006	2,272,189
Data Pool	1,549,240	

Domestic Campaign Inspiring local travellers to explore the province

Objective

GET South African domestic travellers, **TO** experience the Western Cape's **endless** sights, places and adventures **BY** showing them that it's **a place that has something for literally everyone.**

Target audience

South African Domestic Audience (B2C), including residents of the Western Cape, Gauteng, Eastern Cape, KZN, and Namibia.

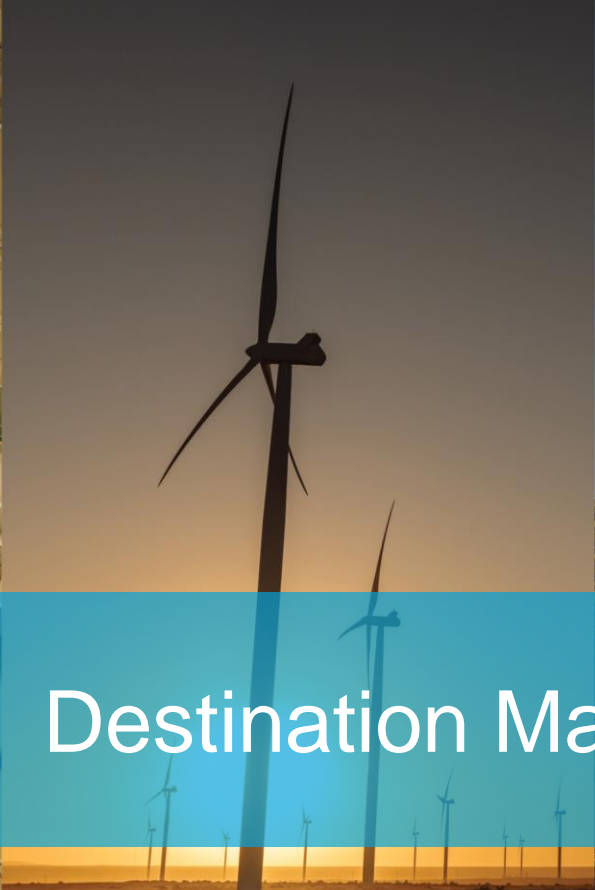
Approach

The best people to inspire you to visit a place are the people that already live there. Through a domestic take of the 'Neverending Tourists' series, we're identifying individuals in the five regions of the Province (and metro) to authentically tell their story of a diverse region with an abundance of world-class experiences for diverse travellers – making travellers who don't see themselves in traditional tourism ads feel seen.

Campaign dates

Launch end of September/ beginning of October until January





Destination Marketing Innovation



Taking the WC value proposition to the Metaverse Roblox Karoo Gaming effort reaches 3.3 million people

news24 Trusted News. First

Wesgro creates the Cape Karoo region in Roblox, partnering with BP & Shell to win the hearts of young road-trippers in South Africa

09 08 Jul

Wesgro, the tourism, trade and investment promotion agency for the Western Cape, has launched a new Roblox game set in the Karoo.

by Sundeka Mangoni 03-07-2023 16:17 In Cape Town

Starlight Adventures in the Cape Karoo

WESGRO

bizcommunity SOUTH AFRICA TOURISM, TRAVEL & HOSPITALITY FOOD SERVICES

Best Of Wine Tourism Awards 2024 now accepting submissions

21 JUN 2023 SAVE/DONAL/PRINT/POP

Wesgro invites wine producers, wineries, and wine aficionados across the Western Cape to participate in the Great Wine Capitals Best Of Wine Tourism Awards (BoWTA) 2024. This event recognises and celebrates the remarkable achievements in wine tourism across the world's most prominent wine regions.

Join the best platform to meet contacts and maximise your business.

THE SOUTH AFRICAN

Western Cape launches new Roblox game to promote Karoo tourism [VIDEO]

Wesgro, the tourism, trade and investment promotion agency for the Western Cape, has launched a new Roblox game set in the Karoo.

by Sundeka Mangoni 03-07-2023 16:17 In Cape Town

WELCOME TO THE WORLD OF BLUE SAFARI

cape{town}etc

New Roblox game inspires young people to explore Western Cape

Published by capetc on July 2, 2023

A new Roblox game has been launched by Wesgro – the official tourism, trade and investment promotion agency for the Western Cape – to inspire tweens, teens and their families to explore the Western Cape this winter.

TECHCENTRAL

Take a virtual trip to Prince Albert with Roblox

A new Roblox game inviting families to explore the Western Cape this winter has been launched by Wesgro.

By Sandra Laurence – 4 July 2023

Starlight Adventures in the Cape Karoo

MYBROADBAND TRUSTED IN TECH

Wesgro creates the Cape Karoo region in Roblox, partnering with BP & Shell to win the hearts of young road-trippers in South Africa

Partner 7 July 2023

Starlight Adventures in the Cape Karoo

Discovery Fill up and get R1,500 fuel cash back

FOLLOW US

Want a high-speed, affordable, and reliable fibre connection? VUMA

Global Recognition Marketing excellence in the last year

- 3 x Loeries awards: 'Climb Table Mountain' in Roblox won for 'use of technology' under digital crafts, as well as a bronze award under 'applications games and interactive tools'. For 'Digital Social Media' – 'Neverending Tourists' campaign won silver.
- 2 x Creative Circle awards: 'Climb Table Mountain' in Roblox won silver for 'Ad of the Year', and silver in the 'digital communication' category.
- CIFFT award in Japan: out of 1418 entries from over 100 countries, the international jury awarded 'Neverending Tourist' campaign gold in the 'Tourism Destination Region' category.
- New York film festival award: 'Neverending Tourist' campaign won silver.
- International Tourism Film Festival Africa 2023: selected out of 378 entries from 59 countries, NET US' won gold in the Tourism Destinations Regions Africa category.





Tourism Promotion & Facilitation



Tourism Promotion & Facilitation, Strategy, FY24

- a) Grow international travel market. Unlock potential new markets through travel trade activities (SA Tourism & trade partnering) in Brazil (requires airlift); Canada, India; Nordics, Ireland, Belgium
- b) Focus on high-value international travellers. Traditional core markets (US, UK, Germany, Netherlands, France) through international marketing campaigns. Growth of cruise tourism industry to beyond pre-pandemic levels
- c) Expand African market reach (SA Tourism & trade partnering). East Africa. West Africa (requires airlift)
- d) Retain domestic travel market: Increase domestic market within Western Cape citizenry (low season opportunity and regional spread). Attract South Africans from other provinces to travel to Cape Town and the Western Cape through local marketing campaigns.
- e) Focus on Western Cape Business Events growth. Ensure the Western Cape is recognised as a knowledge hub on the African Continent. Collaborate with the Wesgro Trade & Investment ecosystem to attract business events to the province. Collaborate with WCG to build a 10-year pipeline of bidding for major events.
- f) Play a facilitating role in growing the tourism economy into underprivileged areas of the province

OUTCOME INDICATOR: Total estimated economic value of tourism destination marketing initiatives

Leisure Tourism International Promotion & Facilitation

International Tourism Promotion

- Showcased Western Cape tourism experiences to 715 international buyers at 4 international trade shows, road shows and workshops in targeted markets (UK & Ireland)
- Hosted 4 travel trade and media delegations on destination familiarisation trips/experiences (North America / Europe). Hosted industry event with CEE travel trade in destination. (29 hosted buyers / 37 trade / 4 media / 4 SAT)
- Secured 4 jewel events joint marketing agreements, focused on an international audience
- Meet South Africa Garden Route webinar to European travel trade, in collaboration with SAT
- Hosted delegation from Qingdao Cultural Tourism Promotion Programme to discuss cultural tourism synergies between the destinations
- The Best Of Wine Tourism and Wine Tourism Ambassador Awards 2024 recognise excellence and innovation in global wine tourism. Call to action for entries on 21 June 2023 to the wine industry, with judging is now underway.
- Workshops attended for private / public partnership related to golf and gastronomy tourism pillars, aligned with NDT + SAT frameworks to be rolled out.
- On Show North America road show (Sep), On Show Latin America road show (Oct), IMEX Vegas (Oct), ICCA Conference Thailand (Nov), IBTM Barcelona and WTM London (Nov); Inaugural SAA flight GRU-CPT (partnering with CTAA and SAT Brazil) end Oct
- Adjudication and award ceremony for Best of Wine Tourism and Ambassador Awards (Sep/Oct) and attendance of Great Wine Capitals AGM in Lausanne (Oct)

Leisure Tourism Domestic Promotion & Facilitation

Domestic Tourism Promotion

- Partnered with Wine Tourism Conference; 135 attendees, Wesgro CEO opened the event. Hosted 2 wine journalists, resulting in 3 articles (News 24/Daily Maverick)
- Facilitated the exhibition platform for Western Cape public and private sector at WTM Africa (Cape Town) and Africa's Travel Indaba (Durban). Indaba delegation included Minister Wenger, HOD Dube and Wesgro CEO.
- Attended We Are Africa at DHL stadium, meeting with over 100 high-end international buyers who sell the African continent. Participated in the inaugural Domestic Africa Showcase with events in Johannesburg, Durban and Cape Town, meeting over 100 agents at each event
- Participated in and/or hosted an additional 9 domestic tourism promotion activities (e.g. travel trade training, 2 RTO forums, SATSA/SAWRF chapter meetings) and attended/arranged stakeholder meetings (JAMMS Chairs quarterly meeting, Garden Route JMO SteerCom, Great Wine Capitals SteerCom). Attended Tourism Month media launch by Minister de Lille in Rustenberg
- Partnered with 7 regional events with focused social media promotion and highlighting of the events via various channels (Discover, newsletter, dedicated events website)
- New domestic tourism marketing campaign briefed into King James; playbook content creation and facilitation ongoing (Golf, Gastronomy, Road Trips identified as first themes)

Leisure Tourism Promotion & Facilitation, Key highlights



Business Tourism (Events) Bid Pipeline Status FY24 YTD (July)

Of the 71 bids submitted,
26 were secured

2023

1. Africa Investment Indaba (300pax) - Manufacturing
2. EO Global Leadership Conference (1500pax) - Business
3. Concours de Mondial du Sauvignon (50pax) - Business
4. Conference of the International Special Tooling & Machining Association - ISTMA (250pax) - Manufacturing
5. InVoyage Cape Town (70pax) – Tourism
6. 1,5 Degrees Africa's Net Zero Conference (300pax) - Green Economy
7. Global Entrepreneurship Conference & Africa (1500pax) – Business
8. All Africa Exhibition (2000pax) - Manufacturing
9. International Food Chain Solutions Conference (300pax) - Agribusiness
10. E-Mobility Congress of South Africa (EMCSA) (250pax) - Green Economy
11. International Society of Blood Transfusion Regional Congress (1000pax) – Medical
12. IFFO (The Marine Ingredients) Annual Conference – October – Marine Sciences
13. Association for the Promotion of Tourism to Africa - Global Forum - September - Tourism

2024

1. International Conference on Tomography of Materials and Structures (300pax) – Science
2. World Congress on Infectious Diseases (2500pax) – Medical (2024)
3. World Congress of Chemical Engineering (2000pax) – Engineering (2024)
4. 8th World One Health Congress (1500pax) - Health (2024)
5. World Congress of Epidemiology (1000pax) – Medical
6. Liquid Petroleum Gas (LPG) Week- November - Energy

2025+

1. 18th International Symposium of Veterinary Epidemiology and Economics - ISVEE18 - (700pax) – Medical (2027)
2. International Symposium of Managed Aquifer (150pax) - Engineering (2025)
3. Annual Meeting for the International Society for Magnetic Resonance in Medicine - May 2026 – Medical Sciences
4. Annual Meeting of The International Society for the Study of the Lumbar Spine - May 2026 -Medical
5. World Association for Sport Management Congress – March 2026 – Sport
6. World Avocado Congress – September 2027 – Agriculture
7. 15th World Congress for Neurorehabilitation – October 2028 - Medical

8 new bids secured in Q1, FY24
Estimated economic impact R352m
12,000 delegates



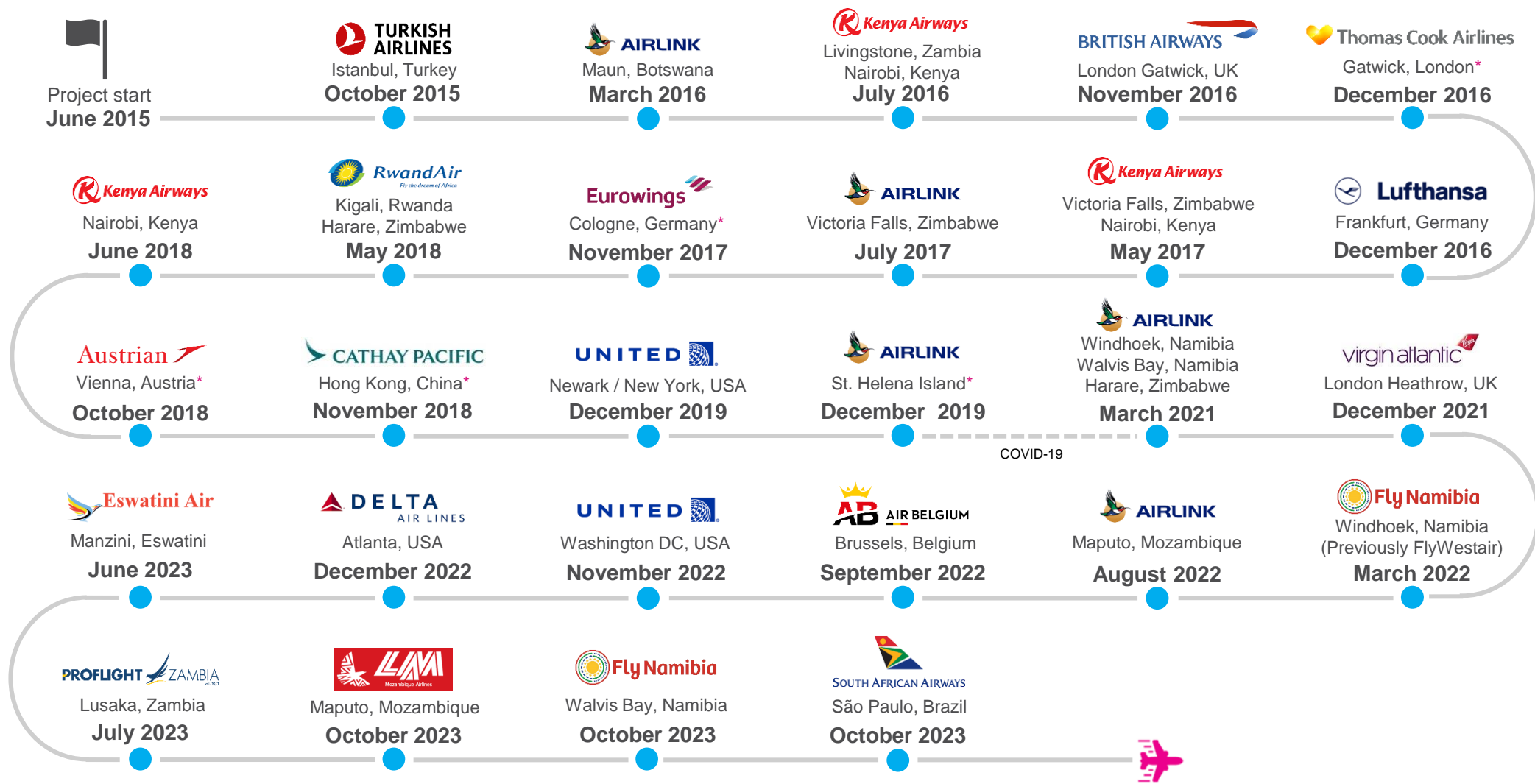
Public Private Partnership: Cape Town Air Access



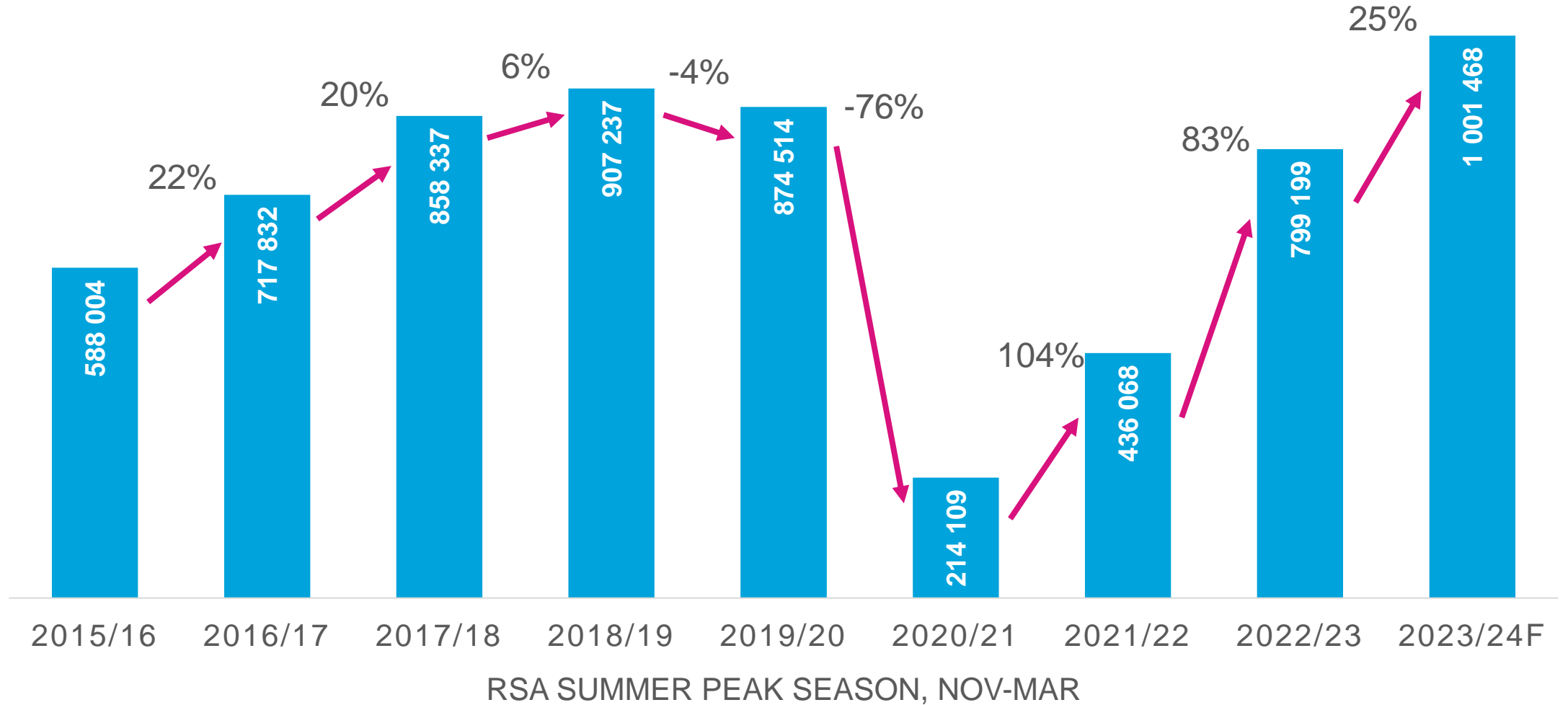
Cape Town Air Access A collaboration of public private partnership



Cape Town Air Access New routes



Cape Town Air Access Increase in CPT inbound seat capacity since inception of the project



Cape Town Air Access Post-Covid – CPT International pax. performance

Since September 2022, CTAA has added **7 new airlines and 7 new routes** to the CPT International Schedule.

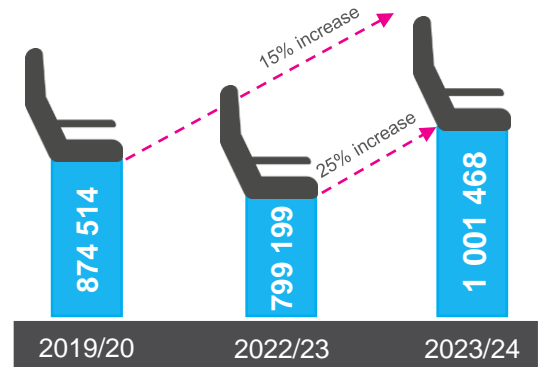
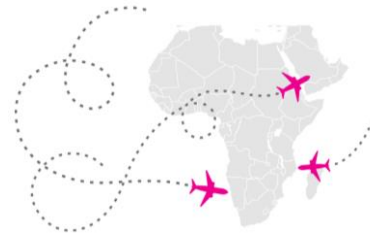
7 New Airlines

- +  AIR BELGIUM
- +  DELTA
- +  virgin atlantic
- +  Eswatini Air
- +  PROFLIGHT ZAMBIA
- +  SOUTH AFRICAN AIRWAYS
- +  LAMI Mozambique Airlines



7 New Destinations across 4 Continents

- 📍 Brussels, Belgium
- 📍 Atlanta, USA
- 📍 Washington DC, USA
- 📍 Maputo, Mozambique
- 📍 Lusaka, Zambia
- 📍 Manzini, Kingdom of Eswatini
- 📍 Sao Paulo, Brazil



CTIA's seat capacity for summer 2023/24 (Nov-Mar)

Estimated to increase by **25%** when compared to the same period in 2022/23, reaching over **1 000 000 international inbound seats**.

CPT International schedule



IATA Winter
2023/24
(Nov – Mar)

26 airlines
31 destinations
37 routes









Rest of Africa

	Air Botswana	Gaborone (GBE) 3x per week
	Air Mauritius	Mauritius (MRU) 3x week
	Airlink	Windhoek (WDH) 3x a day Walvis Bay (WVB) Daily Harare (HRE) Daily Victoria Falls (VFA) 6x week Maun (MUB) Daily Maputo (MPM) 4x week
	Eswatini Air	Manzini (SHO) 3x week
	Ethiopian Airlines	Addis Ababa (ADD) 11x per week
	FlyNamibia	Windhoek (WDH) 6x per week Walvis Bay (WVB) 4x per week <i>*Starting 27 Oct 2023</i>
	Kenya Airways	Nairobi (NBO) 3x week, NBO – Livingstone (LVI) 3x week NBO – Victoria Falls (VFA) 3x week
	Proflight Zambia	Lusaka (LUN) 2x week
	RwandAir	Kigali (KGL) - Harare (HRE) 6x week
	TAAG	Luanda (LAD) Daily
	LAM Mozambique	Maputo (MPM) 3x week <i>*Starting 8 Oct 2023</i>




Middle East & Asia

	Emirates	Dubai (DXB) 2x Daily
	Qatar Airways	Doha (DOH) 2x Daily
	Singapore Airlines	Singapore (SIN)* Daily <i>*SIN-JNB-CPT-JNB-SIN</i>

Europe

	Air Belgium	Belgium (BRU)* 2x per week <i>*BRU-JNB-CPT-JNB-BRU</i>
	Air France	Paris (CDG)* 3x per week <i>*Seasonal</i>
	British Airways	London Heathrow (LHR) 2x Daily London Gatwick (LGW)* 3x per week <i>*Seasonal</i>
	Condor	Frankfurt (FRA)* 5x per week <i>*Seasonal</i>
	Edelweiss	Zurich (ZRH)* 4x per week <i>*Seasonal</i>
	KLM	Amsterdam (AMS) Daily
	Lufthansa	Frankfurt (FRA) Daily Munich (MUC)* 5x per week <i>*Seasonal</i>
	Turkish Airlines	Istanbul (IST) Daily
	Virgin Atlantic	London Heathrow (LHR)* Daily <i>*Seasonal</i>

North & South America

	Delta Air Lines	Atlanta (ATL) 3x per week Triangular* 4x per week <i>*ATL-JNB-CPT-ATL</i>
	United Airlines	Newark (EWR) 3x per week Washington D.C (IAD) 3x per week
	South African Airways	São Paulo (GRU)* 2x per week <i>*Starting 31 Oct 2023</i>



Public Private Partnership: Cruise Cape Town





**Western Cape
Government**
FOR YOU
Economic Development
and Tourism



WESGRO
cape town & western cape
tourism, trade & investment

**CRUISE
CAPE TOWN**
powered by **WESGRO**



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



Cruise Cape Town Season Update

- 2016 – 2019 average of 35 - 40 cruise visits
- Cruise Terminal Estimated Capacity is 300 000 pax per annum
- **2022/23 Performance (Oct 2022 - May 2023)**
 - 70 Ship visits & 41 Turnaround calls in Cape Town during the season.
 - 17 World Cruises (Around the world); 27 International Coastal; 26 Domestic Coastal
 - Mossel Bay received 14 cruise ships this season.
 - 145 000 2-way pax and 42 000 crew arrived through the Cape Town Cruise Terminal from Oct 2022 until May 2023.
 - First season to welcome 3 ships into port simultaneously, all doing turnaround visits on the same day. This season had 5 of these occasions.
- **2023/24 Plans (Oct 2023 until May 2024)**
 - 59 Ship visits & 34 Turnaround calls in Cape Town during the season
 - 21 World Cruises (Around the world); 34 International Coastal Cruises; 4 Domestic Coastal Cruises
 - 8 new ships: Coral Geographer, Silver Spirit, Swan Hellenic Diana, Ambience, MSC Splendida, MSC Poesia, Norwegian Dawn, Vasco Da Gama
 - Estimated predicted 90 200 passengers & 38 000 crew for the season



Cruise Cape Town Cruise Lines for Season 2023/24

Domestic Coastal



International Coastal



World Cruises



Cruise Cape Town Global Trade Shows Seatrade USA Fort Lauderdale & Europe Hamburg



**Largest cruise industry trade show globally
Wesgro exhibits representing Cape Town and the
Western Cape for the first time.**

- 11 500 delegates
- 600 exhibitors



Cruise Cape Town Tourism Development, Port of Mossel Bay



Cruise Development progress in collaboration with Wesgro, TNPA and Mossel Bay Tourism.

- 2022/23 Season booked 22 ship visits and saw 14 ships visits (biggest season)
- 2023/24 Season forecast shows 14 cruise ship visits.
- Goal: to reduce ships missing port.
- 2 speedboats in port the same day.
- Improve & update cruise tour offerings.
- Improve current constraints.



home affairs

Department:
Home Affairs
REPUBLIC OF SOUTH AFRICA

Cruise Cape Town Industry familiarisation trip, Gansbaai, Hermanus, Struisbaai & Mossel Bay



Cruise Cape Town hosted a Cruise Educational visit with 12 agents to Gansbaai, Hermanus, Struisbaai and Mossel Bay. The primary objectives were to explore:

- Port Facilities
- Potential new excursions, products and offerings.
- Cruise Social Economic Sustainability
- Cruise Excursions Accessibility



A scenic landscape of a mountain range at sunset or sunrise. The sky is a mix of blue, orange, and yellow, with soft clouds. The mountains are rugged and layered, with some peaks shrouded in mist. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "Thank you" in white. The overall mood is peaceful and majestic.

Thank you