



CAPE TOWN TOURISM

MEDIA HOSTING APPLICATION

All media intending to visit Cape Town and be hosted by Cape Town Tourism must respond to the questions below before any assistance can be considered. The completed application must be received by the PR and Communications department of Cape Town Tourism at least 14 working days prior to arrival.

- Your name, address, email address and full contact details of the company/business you represent.
- What is the nature and purpose of the product you intend to create with this proposed visit?
- What kind of exposure can the participating members (products/services) of Cape Town Tourism expect in return as a result of the service provided?
- Describe the nature of the company that you work for, its function, etc.
- If media/journalist, please advise the size of readership, type of publication, circulation figure, frequency and markets. If film or TV crew, how many viewers, where will the programme be broadcasted and when will it be viewed?
- What is the projected return on investment/value of this project/article?
- Who is your target audience?
- What is the envisaged time-length or word and page-size of the article/film/television programme?
- The date/s and times, or approximate date/s, of the transmission or publication of the product.
- How many people from your company will be visiting the Western Cape and what are their roles? List their names and functions.
- The proposed date of your visit and the length of your stay. Please advise your confirmed flight details:
- Carefully list the requirements you have for your proposed visit, for example transport and accommodation, mentioning any special needs.

TERMS & CONDITIONS FOR MEDIA HOSTING

Please familiarize yourself with the terms and conditions listed below, before submitting your application.

- Cape Town Tourism endeavors to be of assistance to the best of their ability, but reserves the right to refuse assistance.
- Each request will be carefully reviewed in order to determine the level of assistance.
- Cape Town Tourism expects to receive feedback regarding the end product of the project in the destination (i.e. report/article, book, published material, film/video footage.)
- The cost of flights will be considered but under no circumstances guaranteed.
- Media hosted by Cape Town Tourism must have projects aimed at the target markets and segments in which Cape Town Tourism operates.
- Examples of current work/letter of endorsement from your company must accompany this application.
- The onus lies with the media company to ensure that they are adequately insured. Cape Town Tourism will not be held liable for any claims, accidents, injuries or loss, etc arising from the period that Cape Town Tourism will be hosting them.

Please submit your application to media@capetown.travel