FROM THE CEO

**Dear Members, Partners, Colleagues and Friends**

It has been a period of immense pressure for the tourism sector; the drought has changed our landscape forever. We emerge from this period more alert and aware of our vulnerability regarding sustainable tourism challenges. We’ve learnt, innovated and adapted to go beyond survival to attaining a future for our industry. Through a mammoth communication effort, collaborating with multiple stakeholders and partnering with big business we’ve truly learned to Save Like a Local and to share that information with our visitors, while spreading the message that Cape Town is a world-class destination.

As we look to an archived past of 40 years from our inception as CapTour in 1978, we have been reshaping our organisation and industry in response to the evolution of our city to reflect the Cape Town Tourism you are a part of today. Together, we can seek to develop a future archive that’s rich and full.

In the midst of this, we have continued to market Cape Town as a leading, award-winning destination. We believe that as we forge ahead with future-based strategies to reach wider markets and to attract domestic, regional and international visitors, we will be contributing to a robust industry that fosters economic growth.

As Cape Town Tourism, we’d like to acknowledge and thank each and every one of you for standing firm during this time and acting swiftly to ensure that our industry has a future, a bright one that is a beacon on the global stage of sustainable tourism. Together, we are living the goal of being Future Forward.
FROM THE CHAIRPERSON

Dear Members, Partners, Colleagues and Friends

In the three years since I have been Chairperson of Cape Town Tourism, the industry has dealt with all kinds of hurdles; visa and birth certificate issues, the Ebola crisis fallout, natural disasters such as fires and droughts and a challenging economic environment. During all of these things, we’ve been working behind the scenes to leave a lasting legacy, a foundation for future development.

Highlights include working with neighbourhood businesses at our eKasi Sessions to hear what challenges are faced and to work towards addressing those, as well as providing networking opportunities between smaller neighbourhood businesses and large enterprises. This was authentic and personal, and I believe is creating a lasting impact that contributes to industry sustainability.

Another highlight has been participating in the rollout of the Board Development Fund and being able to take an active role in partnering with and mentoring some fantastic businesses. The great thing about mentoring is that the mentor is learning along the way, too.

Thank you for the privilege of working with you on paving the way forward for this dynamic organisation, I look forward to our continued collaboration, partnership and friendship.

ENVER MALLY
Chairperson, Cape Town Tourism

THE CAPE TOWN TOURISM BOARD (ALPHABETICAL):

Chantelle Cole
Julie-May Ellingson | Vice-Chairperson
Brett Hendricks
Jonathan Jacobs
Enver Mally | Chairperson
Grant Newton
Wahida Parker
Alushca Ritchie

EX OFFICIO:
Enver Duminy | CEO
Lance Greyling | City of Cape Town
Councillor Roxanne Moses | City of Cape Town
Dr. Theuns Vivian | City of Cape Town

CTT EXECUTIVE TEAM
Wayne De Wet | Finance and Corporate Services
Leigh Franks | Marketing Services
Lisa-Ann Hosking | Tourism Services
GLOBAL ACCOLADES FOR CAPE TOWN

Best City in the World
The Telegraph’s 2017 Travel Awards

Cape Town became the first African city to be named a UNESCO City of Design in 2017

Crowned #1 City in Africa for Business Tourism Events
International Congress and Convention Association (ICCA) - 2018 marks the fourth consecutive win

Best Art and Culture Destination
AFAR Travelers’ Choice Awards 2017

#1 City in Africa and the Middle East
Travel + Leisure World’s Best Awards 2018

Most Affordable Long-haul Destination in the World
Annual UK Post Office Report 2018

“From embracing where we’ve come from to understanding where we’re going, a Future Forward approach facilitates all that we do, from crisis management to marketing the destination and ensuring that a sustainable approach is applied at every turn.”
– Enver Duminy, CEO
Top International Source Market arrivals to Cape Town include Germany, United Kingdom and the U.S.A. The source markets that saw the greatest YOY growth include Turkey, Italy, Australia and Denmark.

"The increase in capacity and frequency of flights contributed to the positive growth recorded by CTIA including the likes of Airlink, Eurowings, RwandAir and Kenya Airways."

- Cape Town Air Access

Source: ForwardKeys: International Source Market Arrivals to Cape Town, July 17 – June 18
**ACCOMMODATION SECTOR**

An increase in monthly occupancy was recorded from September - October 2017. The Average Room Rate increased over the period of July 2017 – January 2018, however, a decrease in Average Room Rate was noted from February – June 2018 which the industry largely attributed to the impact of the water crisis.

“Cape Town has retained the highest share of hotel development in South Africa. This is according to a regional focus from the annual hotel pipeline survey conducted by W Hospitality Group. Cape Town has a quarter of the South African development pipeline with 1 063 rooms across six hotels planned.”

- Trevor Ward, W Hospitality Group’s Managing Director from the Tourism Update

**TOURIST ATTRACTIONS**

Cape Town Tourist Attractions showed a decline of 4% for the reporting period YOY. September was the peak month of performance for attractions, reporting growth of 3% YOY.
7% increase in visitor interaction:
The Visitor Services team interacted with 360,871 visitors through our network of VICs. Of the visitor interactions, the majority of interactions took place at the accredited VICs (Canal Walk and V&A Waterfront).

Visitors love Thando:
The Mobile’s team interactions have increased with 44% Year on Year to 75,947, due to the number of and quality of events attended. The team took part in 316 events/activations during the reporting period.

Service excellence:
During the 2017/2018 period our front line team continued to provide excellent service to our visitors by scoring 88% in an independent Mystery Shopper programme.

Engaged members:
CTT hosted 26 industry events covering relevant topics and saw a vast increase in the number of members participating and the new contacts made. Our total guests attending events rose from 1,210 in 2016/17 to 2,216 in 2017/18.

Revenue growth:
Membership revenue increased YOY by 73%
HALAL PROGRAMME

Cape Town Tourism has taken a proactive stance in getting the city ready for the growing Muslim-friendly travel segment. We have implemented a Muslim-friendly readiness programme in collaboration with CrescentRating, the world’s leading authority on Halal travel. So far, this programme has comprised of an audit of Cape Town’s city readiness, numerous industry training sessions, a Chef Exchange Programme and competition to Singapore, and the formulation and distribution of a Halal Tourism Basic Guidelines and Glossary.

The programme has been extremely well received by the national media, generating around R6 mil in AVEs.

NEW YORK AND CAPE TOWN CITY TWINNING AGREEMENT

NYC & Company and Cape Town Tourism signed a City-to-City Marketing Agreement, the first of its kind in Africa, in August 2017 with the aim of growing tourism numbers between the two destinations. The partnership places Cape Town on a global level and strategically targets the priority US market for inbound travel.

The two main deliverables of the agreement were a Signing Ceremony event in New York with trade and media, and a media swap where assets were traded to avoid a financial outlay, so each city could run a campaign in the partner city. The campaigns ran for a month from February to March 2018.

The Cape Town campaign elicited good results with a total of 21,2 million advertising media impressions for the Cape Town Package which featured on 75 bus stops and 1000 link kiosks across New York and 4,811,295 social media impressions. The announcement of the agreement attracted significant media coverage of R4,85 million in AVEs.
NEIGHBOURHOOD DESTINATION MANAGEMENT INITIATION

This fiscal we started developing and trialling the beginnings of a Local Programme, which focuses on Neighbourhoods Destination Management. We completed our 12 strong series of Neighbourhood Videos by adding the Simon’s Town to Cape Point video, receiving 121,830 views, and the Mitchells Plain video, receiving 85,013 views (but posted later). This video series won a Best Citizen Engagement Award at the City Nation Place Awards, held in London in November 2017.

CTT’s Chairman’s eKasi sessions with small tourism businesses in Langa, Khayelitsha and Mitchells Plain drove community engagement, as did the Tourism Month Schools campaign where 60 learners from Khayelitsha and Mitchells Plain explored our city’s top tourist attractions.

We successfully developed and trialled an SMME Marketing Incubator, that we are conducting once per quarter, to support sustainable SMME development through marketing training and mentorship. SMMEs get access to all the CTT Marketing Managers to advise directly on their businesses during a day’s workshop.

And most recently, we started conducting a Routes Incubator in Khayelitsha, where we assist product in packaging experiences effectively by creating themed routes that appeal to the different interests of visitors. 23 SMMEs are part of the pilot, and we will be including non-tourism retail outlets in the routes to stimulate further spend in the neighbourhood.

POSITIVE AND HONEST WATER CRISIS COMMUNICATION

Despite the sensationalist negative messaging of the drought by mainstream media, we continually drove a positive sustainability message forward, making sure that this was in-line with our strategic partners and other water crisis collaborators.

Well over R15 million in AVEs were obtained in 278 outlets between July 2017 and February 2018 alone. Amongst the plethora of marketing initiatives we undertook to ensure that it was known Cape Town was open for visitors, here are a few notable ones: We increased our trade and media hostings by 200-300%; developed inspiring and non-threatening content to urge water saving to both locals and visitors alike, such as the ‘Water Survivalists Guide’ with well-known Cape Town comedians Rob van Vuuren and Kurt Schoonraad, and survivalist Riaan Manser; created a video asking international visitors if the quality of their holiday was effected in any way using their first-hand experiences and recommendations; and ran a domestic campaign in partnership with Sanlam, the largest financial services group in South Africa.

We partnered with Sanlam on their 2 Minute Shower Songs campaign (2minuteshowersongs.com) during November and December 2017. Here, well-known South African musicians created two-minute cut downs of their popular songs, to not only highlight water restrictions to tourists, but more importantly to make water-saving a part of locals everyday lifestyle in a fun and inspiring way.

The campaign performed extremely well during its 1.5 months with 147 million impressions, 1.7 million video views and 7500 downloads and won a Silver Award at the One Show Creative Awards, held in New York in May 2018.
CORPORATE SERVICES HIGHLIGHTS (1 JULY 2017 - 30 JUNE 2018)

BUDGET:
The total expenditure incurred for the year amounts to R 50.50 million, which is R 2.2 million or 4% lower than the R 52.69 million budgeted.

B-BBEE:
We have remained compliant for a sixth consecutive year. We implemented BEE policy, procedure and guidelines during the 2018 fiscal for supplier scrutiny/registration prior to contracting.

TRAINING AND DEVELOPMENT:
During 2017/2018 fiscal 82 training interventions were held for our team members.

WORK-BASED LEARNING PROGRAMME:
We hosted 10 students from various training institutions.

LIQUIDITY:
We achieved a current liquidity ratio of 3,02:1.

TALENT MANAGEMENT:
The HR team reviewed employee benefits and workplace practices and policies, and introduced among others, a policy on providing more flexible working arrangements and defined and streamlined a rewards and recognition programme within CTT.

STAFF ENGAGEMENT:
CTT held a successful and memorable annual Achiever Awards and staff year-end function in December 2017. Colleagues were able to enjoy a relaxing time in a glamorous setting while celebrating those who excelled in 2017.

“A Future Forward approach is one based on servanthood, the board is there to serve the wider tourism community with all of the many facets of tourism considered – increasing the profile of the destination, enhancing opportunities for members, providing tools and guidance where possible.”

— Enver Mally, Chairperson
DMOs reside in a constantly changing landscape. Whether it’s keeping up with new marketing channels and trends, or balancing the promotion of tourism with the concerns of the local community, the role and priorities of DMOs is in a constant state of flux. Looking forward into the next year and beyond, we will endeavor to stay aligned with the ever changing demands placed on us, by transforming our role from a DMO to a DxO, where the ‘x’ will be defined by whatever the future demands of us.

SOME EXCITING THINGS TO LOOK OUT FOR:

- Revitalised domestic campaign
- Launch of neighbourhood routes
- Digital commercialisation
- Membership marketing programme
- Muslim-friendly tourism campaigns
- DxO Connect Africa
- And a bumper high-season!

TIPS FOR CREATING A FUTURE FORWARD CAPE TOWN WITH US

Advertise your business offering and product in the Official Visitors’ Guide.

Become a part of our media hosting programme which gives you the opportunity to gain international and domestic exposure for your product. Contact Yolande Botha at media@capetown.travel

Stay up to date with industry trends and all things Cape Town related by following us on Twitter @capetowntourism or become a part of our Facebook group by requesting access from Cape Town Tourism Members.

If you’re not a member of Cape Town Tourism yet, but would love to become one, please click here to download the membership benefits. Click here to get in contact with our team.