



SEE & DO ▾

EAT & DRINK ▾

STAY ▾

WHAT'S ON

PLAN ▾

CONTACT US ▾



# love Cape Town

Select Category ▾

Select Type ▾

Select City Area ▾

Or type a keyword



**DIGITAL RATE CARD** 2018/2019



# WHAT CAN WE DO **FOR YOU?**

CAPE TOWN TOURISM  
IS THE OFFICIAL MARKETING  
DESTINATION & TOURISM  
AGENCY FOR THE CITY OF CAPE  
TOWN, SINCE 2005.

**“CHOSEN AS ONE OF SKIFT’S 25  
TOP TOURISM BOARD WEBSITES IN  
THE WORLD LIST OF 2017**

(Skift Features, August 2017)

**“GLOBAL AWARD FOR BEST CITIZEN  
ENGAGEMENT, NEIGHBOURHOOD  
VIDEO SERIES”**

(City Nation Place, London,  
November 2017)

[www.capetown.travel](http://www.capetown.travel) is the Official Online Guide for the City of Cape Town, used predominantly by travellers during the planning stage of their journey.

Our digital platforms are voted amongst the best in the Global arena.

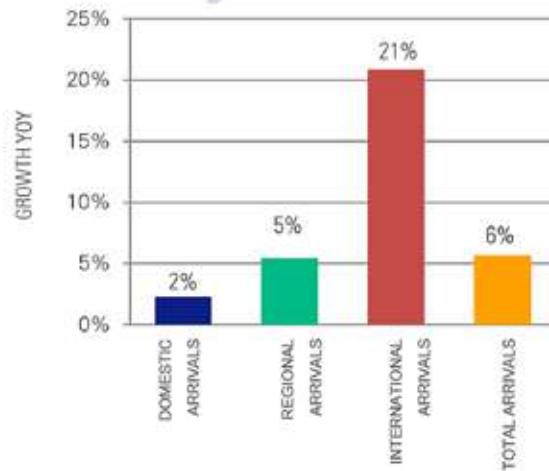
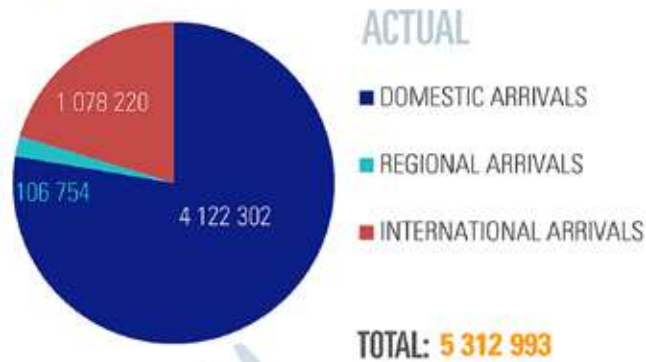
## WHY PARTNER WITH US?

- We are a **RECOGNISED** and Trusted source of Information for Visitors - Be it Local; Domestic and International
- We are the **TOURISM AUTHORITY** in Cape Town
- We publish the **OFFICIAL VISITOR INFORMATION GUIDE**, packed to the brim with information on the destination
- We have a **NETWORK OF LEADING VISITOR CENTRES** through-out Cape Town
- We have a **GLOBAL NETWORK OF TRADE & PRESS RELATIONS**
- We are **1 OF THE BIGGEST TOURISM INDUSTRY NETWORKS** in South Africa
- We **HOUSE AND MANAGE** Cape Town’s **TOP PERFORMING DESTINATION CONTENT CHANNELS**
- We are **A RECOGNISED DEDICATED RESOURCE OF INFORMATION AND IMAGERY** for the destination, servicing Local, National and International Trade & Media

# CAPE TOWN'S KEY SOURCE MARKETS

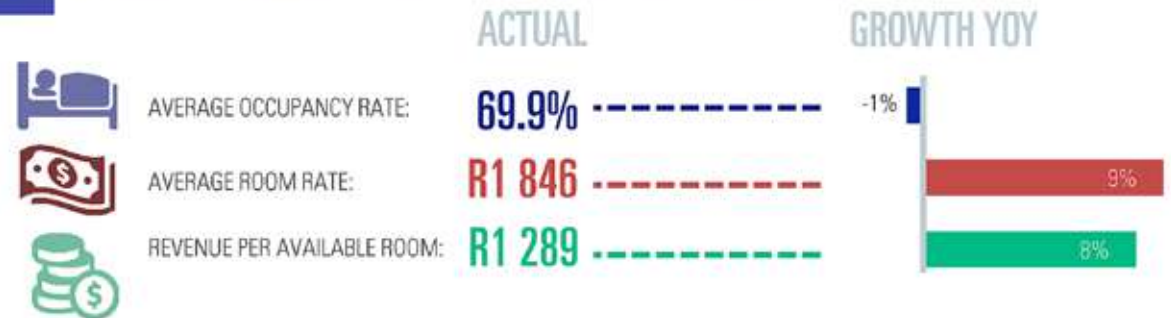
01

## CAPE TOWN INTERNATIONAL AIRPORT ARRIVAL FIGURES: <sup>1</sup>



02

## CAPE TOWN ACCOMMODATION SECTOR PERFORMANCE: <sup>2</sup>



03

## TOP TOURISM ATTRACTIONS' PERFORMANCE: <sup>3</sup>



### REFERENCE:

<sup>1</sup> ACSA, Cape Town International Airport Arrival Figures, Jan - Dec 2017

<sup>2</sup> Horwath HTL, Accommodation Performance Review & Forecast Report, Jan - Dec 2017

<sup>3</sup> Cape Town Tourism, Tourism Attraction Performance Survey, Jan - Dec 2017

NOTE: As of November 2017, Kirstenbosch Gardens has included concert attendance in reported visitor figures

### GLOSSARY

ACSA: Airports Company South Africa

YOY: Year On Year

# CAPE TOWN TOURISM'S **DIGITAL CHANNELS**

## WWW.CAPETOWN.TRAVEL

In August 2016, we launched our responsive mobile-first site, built in acknowledgement of the huge growth in mobile traffic over the past few years.

**Mobile and tablet traffic now make up more than 60% of all our traffic.**

**REACH**  
**+1.4M**  
VISITORS P/A

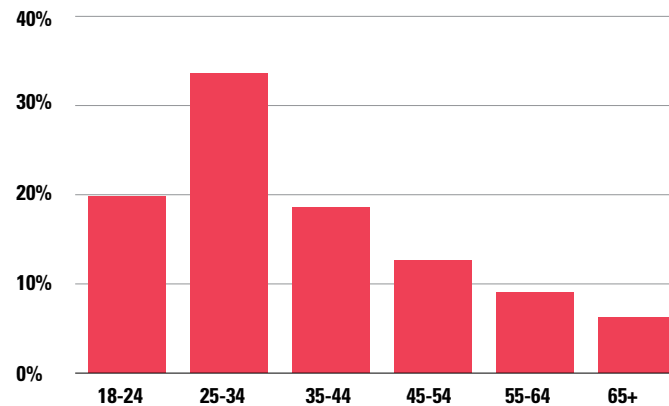
### TOP COUNTRIES

- SA – 69%
- UNITED STATES – 8%
- UNITED KINGDOM – 6%
- GERMANY – 2%

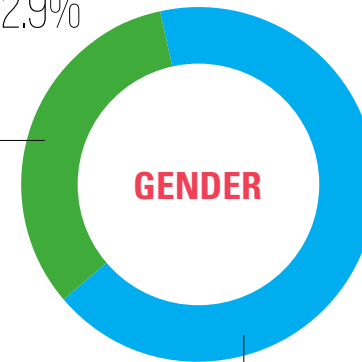


### AGE

59.92% of total sessions



**Male**  
32.9%



**Female**  
67.1%

### KEY AUDIENCE INTERESTS






1. TRAVEL (HOTELS & ACCOMMODATION)
2. MEDIA & ENTERTAINMENT
3. NEWS & POLITICS
4. LIFESTYLE & HOBBIES
5. SHOPPERS

# CAPE TOWN TOURISM'S **CONTENT PLATFORMS**

Travellers are increasingly demanding authentic content, found through digital sources such as Google and through trusted brands, as Cape Town Tourism.

Our Digital team are both experienced and knowledgeable, and work with our partners in producing high quality content, written with our audience in mind.

Take a look at our different platforms and audience size.

PLATFORM	AUDIENCE SIZE		
	VISITOR INTERFACING AUDIENCE <b>@lovecapetown</b>	INDUSTRY INTERFACING AUDIENCE <b>@capetowntourism</b>	TRADE INTERFACING AUDIENCE
	+500K Fans	Closed Group	
	+62K Followers		
	+150K Followers	+12K Followers	
	+2.2K Subscribers		
	+35K Subscribers	+1.2K Subscribers	+2 900 Subscribers

\*figures as at 1 September 2018



# WEBSITE ADVERTISING OPTIONS & RATES

## ACROSS WEBSITE & MOBILE

MEMBER  
DISCOUNTS  
APPLY

### BASIC LISTING

**INCLUDES: 500 words (including contact details) and up to 3 x images.**

Includes Classic Membership Tier  
(speak to a sales consultant, as other benefits apply)

Advertising Period: 1 Year

**R3 500**

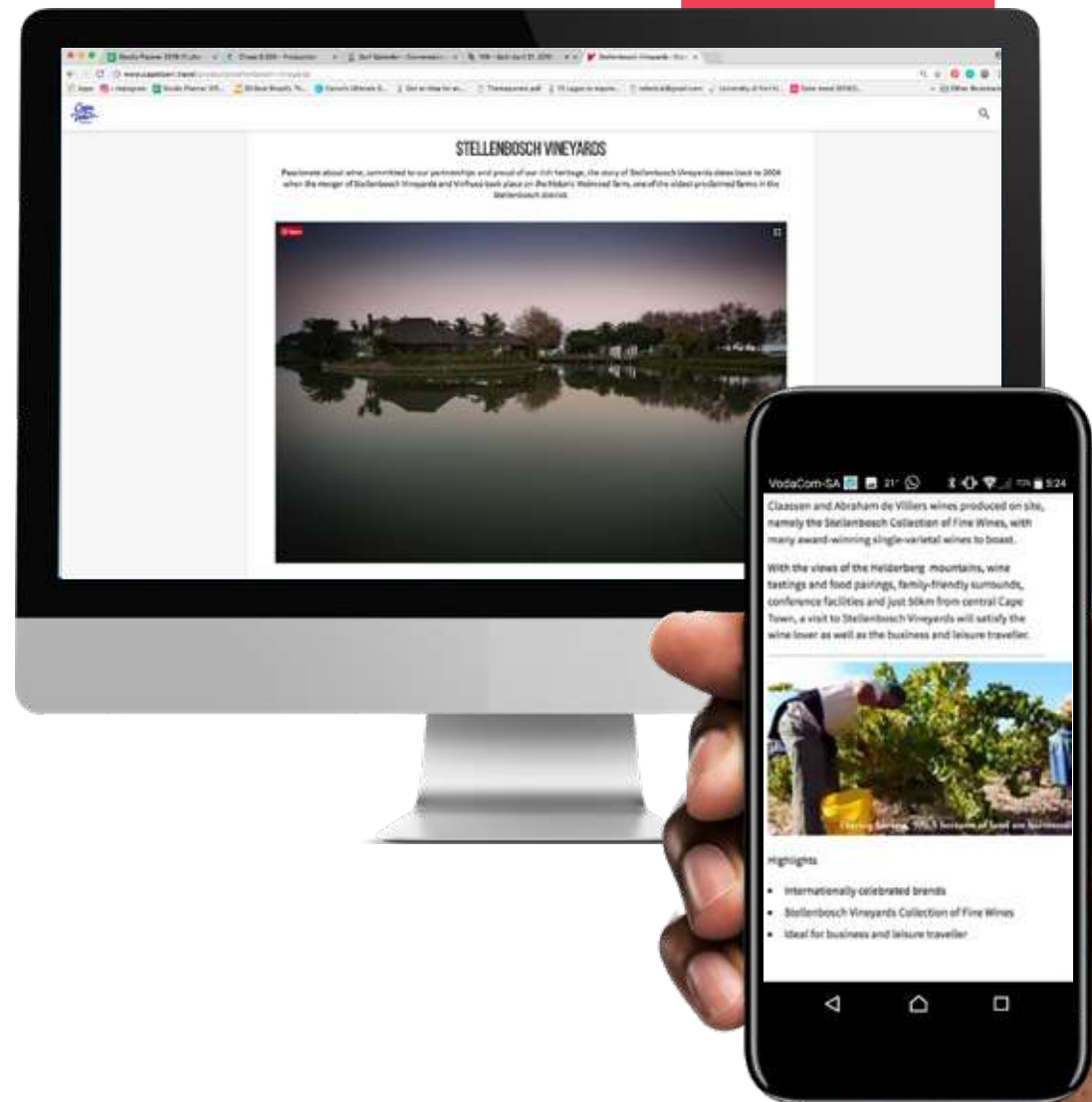
### + VIDEO INCLUSION IN BASIC LISTING

**Available with any website listing**

Advertising Period: 1 Year

**R500**

Note: The video link must be supplied by the Advertiser, and uploaded onto your Business YouTube Channel



## BUY A PACKAGE & SAVE!

### VISITOR INTERFACING PLATFORMS

#### BASIC-V SOCIAL PACKAGE

*Menu Launch, Existing & Upgraded Product/s*

**INCLUDES:**

- + 1 X Basic Web Listing
- + 1 X Tweet
- + 1 X Facebook Post

**R8 000**

#### EVENTS-V SOCIAL PACKAGE

*Events*

**INCLUDES:**

- + 1 X Event Listing (Complimentary) with video inclusion\*
- + 1 X Facebook Event Listing
- + 1 X Listing inclusion in the Weekly Events Article
- + 2 X Tweets

**R7 500**

\*The video link must be supplied by the Advertiser, and uploaded onto your Business YouTube Channel

#### BOOSTER-V SOCIAL PACKAGE

*New Products, New Campaign*

**INCLUDES:**

- + 1 X Basic Web Listing (Complimentary)
- + 1 X Sponsored Article
- + 1 X Tweet
- + 1 X Facebook Post

**R15 000**

#### FACEBOOK AD

*Ideal for competitions, to highlight a new product or reminder of an existing product*

**INCLUDES:**

- + 1 X Basic Web Listing (Complimentary)
- + 1 X Facebook Ad (includes entry mechanism)

**R8 000**

The Advertiser is responsible for the prize. A minimum prize value of R5 000 applies.

#### SOCIAL-V SAVER PACKAGE

*Boost your marketing activities through-out the year & SAVE!*

**Validity Period: 8 months. Speak to our Digital Representative on how best to package for maximum exposure**

**INCLUDES:**

- + 4 X Tweets
- + 3 X Facebook Posts
- + 1 X Instagram Post
- + 1 X Facebook Sponsored Post
- + 1 X Banner inclusion in the Visitor Newsletter
- + 2 X Article Inclusions

**R45 000**



BUY A PACKAGE & SAVE!

MEMBER DISCOUNTS APPLY

## \*\*TOURISM INDUSTRY INTERFACING PLATFORMS

### BOOSTER-T SOCIAL PACKAGE

*New product, upgraded product, re-introduce your product to Key Industry Stakeholders*

+ 1 X Sponsored Article (Promoted under the Members section on [www.capetown.travel](http://www.capetown.travel))

+ 1 X Industry Newsletter inclusion

+ 1 X Tweet

**R4 000**





# GLOSSARY

- Please view this rate card in conjunction with our Advertising Guidelines, Member and Booking Forms.
- Advertising Period: All Social packages are available for 3 months, from date of booking, unless otherwise stipulated. Space availability on a "first come, first served" basis.
- Rates exclude VAT and include agency commission
- \*\*This offer is only open to Cape Town Tourism Members.



## SPONSORED ARTICLE INCLUDES:

*Our digital writer will liaise with your marketing team, visit your property if required, take up to X 4 high quality images, and compile a 500 worded article on key highlights as per your recommendation. All sponsored articles will be marked as "paid-for editorial"; hosted on the home page of [www.capetown.travel](http://www.capetown.travel), under the "Editorial Picks" section as well as under the relevant section (eg Adventure, Stay, Eat & Drink)*

**Advertising Period:** 5 days on homepage, and 12 months on our website.

**Includes:** Travel (within a 50km radius from CBD) to your property.

## ARTICLE INCLUSION:

*Our digital writer will include your product in a relevant listicle which includes highlights as per your recommendation.*

## \*BASIC WEB LISTING INCLUDES:

*500 X words (including contact details), 3 X Images*

**Advertising Period:** 1 Year

\*Editorial discretion applies

## \*EVENT LISTING INCLUDES:

*200 word content listing with 1 image, hosted under the "What's On" section on [www.capetown.travel](http://www.capetown.travel)*

**Advertising Period:** 6 Months prior to the Last Event Day

## \*FACEBOOK AD INCLUDES:

*200 character content (including competition prize & entry mechanism) with 1 X Hero Image. Prize minimum value: R5 000\**

**Advertising Period:** 1 Facebook advertisement, promoted over a period of one week.

\*Prize subject to CTT's Competition Terms & Conditions. Ask your sales representative for more info.



# GLOSSARY



**\*TWEET INCLUDES:**

200 character content with 1 X Hero Image and hashtag, with a link to [www.capetown.travel](http://www.capetown.travel) (Category Product Listing or Sponsored Article)

**Advertising Period:** 1 Post on Twitter



737 likes

lovecapetown Warning: Do not look at our story if you do not want to be tempted by delicious ice cream in Cape Town 🍦 Besides penguins, wine and good times, Cape Town is seriously obsessed with good food. Click the link in our bio for ten of our favourite ice cream spots and reply with your favourite using #lovecapetown 🍦🍦 Love: @celestinekampire's pic of @thecreamerysa ice cream at the @earthfairmarket - which is on tomorrow in the CBD 🍦🍦

**\*INSTAGRAM INCLUDES:**

200 character content with a series of 4 - 6 Images (only 1 may be used)

**Advertising Period:** 1 Post on Instagram for a period of 3 months



**\*FACEBOOK POST INCLUDES:**

200 characters with 1 X Hero Image, and link to a Page on [www.capetown.travel](http://www.capetown.travel)

**Advertising Period:** 1 Post on Facebook

**\*FACEBOOK EVENT LISTING INCLUDES:**

Send your Facebook event listing to us and we will add it to our Facebook page, where it will show under our events section.



**\*FACEBOOK SPONSORED POST INCLUDES:**

200 character content with 1 X Hero Image, and link to a Page on [www.capetown.travel](http://www.capetown.travel)

Dedicated spend of R2 000 towards social media amplification.

**Advertising Period:** 1 Post on Facebook promoted for up to 2 weeks.

**\*Subject to:** Content and imagery to be provided by the Advertiser. Images must be of a high quality and correct size specifications. Editorial discretion applies.



## SIGN UP NOW!

Give us a call on +27 (0) 21 487 6800  
or contact one of our consultants.

**We look forward to welcoming you  
to the Cape Town Tourism family.**

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