

INDUSTRY INVITATION



Dear Member

As we head out of high season, we are aware that our businesses tend to get quieter. To counter seasonality, we run a yearly winter campaign to get domestic visitors into Cape Town and experience what's on offer. This year we are highlighting affordability in Cape Town, with research showing that our domestic visitors currently perceive us as expensive and this is a major barrier to travel.

The campaign will promote affordable packages, flights, and deals to create a robust value offering, and will run from 1 May to 31 July 2019.

Please get involved by sending us your deals that you are running between 1 May – 31 October 2019 so we can promote them through our campaign channels. If you submit your deals by **Thursday 29 March**, you could be featured for the whole campaign. If you submit by **Thursday 18 April**, you could be featured for half of the campaign as we are doing a mid-campaign update.

Submit your deals [here](#).

Looking forward to your participation.

Cape Town Tourism Team