Cape Town TOURISM

RESOURCE GUIDE 2022

FOR MORE INFORMATION CALL 0861 322 223
OR EMAIL info@capetown.travel

WHAT CAN WE DO FOR YOU?

Cape Town Tourism is the City of Cape Town's official Destination Marketing Organisation, with the purpose of improving the lives of Capetonians through tourism. We have developed this handy Resource Guide to provide you with the tools we have developed for destination information, business support, and marketing to enable the growth of both your business and visitors to Cape Town.

INTEL & INSIGHTS PORTAL

To guide you in making effective business decisions, our **online research portal** is where you'll find the latest data and research for travel and tourism in Cape Town.





Cape Town TOURISM MEMBERS ONLY

TRAINING PROGRAMMES

Take our **Online Travel Training (OTT) course** to learn about our award-winning city and get the right knowledge and certification to sell Cape Town as a world-class tourist destination.

Learn how to grow and promote your business step-by-step through our **Marketing Incubator's branding and marketing basics programme**.

Download the **Neighbourhood Experiences training manual** to learn about best-practise small business management, industry insights, visitors' needs and expectations, and how to differentiate your business within the tourism landscape.

DESTINATION INFORMATION



Cape Town's **Official Visitors' Guide** helps visitors navigate their way around the city, and gives them a taste of what Cape Town has to offer. Both a **downloadable** and **e-Book** version are available.'

Stay up to date with all the latest Cape Town activities and events on our **capetown.travel website**. Chat to us through our live chat and share your experiences with other Cape Town fans through our Love Cape Town **social media channels**.

Love Cape Town

@lovecapetown

@lovecapetown

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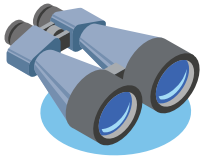


TRAVELWISE

Want to know all about safety, health, and other essential information when visiting Cape Town? Our **TravelWise portal** has all the information you need.

Download the **Namola safety app** and have peace of mind in your pocket when you are out-and-about in Cape Town, by giving you the security of immediate assistance if needed.

WATCH OUR NEW SAFETY VIDEO





CAPE TOWN CARES
In the unfortunate event that an incident occurs, our **Cape Town Cares team** is on call to help out – whether it's contacting your loved ones, sorting out your passport, organising accommodation, or changing your flights.



As a Cape Town Tourism Member, if one of your visitors are in need please call **+27 (0) 76 403 1027**

MARKETING

Our **Content Library** features photos, videos and other resources that you can use for your marketing activity or editorial for free. Simply register and you'll be granted access.



Check out our latest **destination video** and **Pocket-Friendly campaign** to see how we position Cape Town as a diverse, fulfilling holiday destination, that is affordable for any budget.

Want your event to be featured on our **events calendar**? Contact us for the requirements and other promotional opportunities.

MEMBERSHIP, ADVERTISING & SALES

Our Members enjoy benefits, such as accreditation, marketing opportunities, business-to-business support, discounted rates, and networking events. Our **Membership Programme** is designed to cater for all business sizes, and supports the success and sustainability of the Cape Town tourism industry as a whole. Contact **membership@capetown.travel**

If you are looking for access to market, we offer many exciting **advertising opportunities**, in our Visitors Guide, through our digital channels, and on our digital moving billboards. These are open to anyone, however, our members receive preferential rates. Contact us at **advertising@capetown.travel** for more info.

Want to get into the Cape Town culture and style? Our **Vannie Kaap range** of uniquely Cape Town apparel might be just what you need!

