



TOURISM TEN POINT STRATEGY



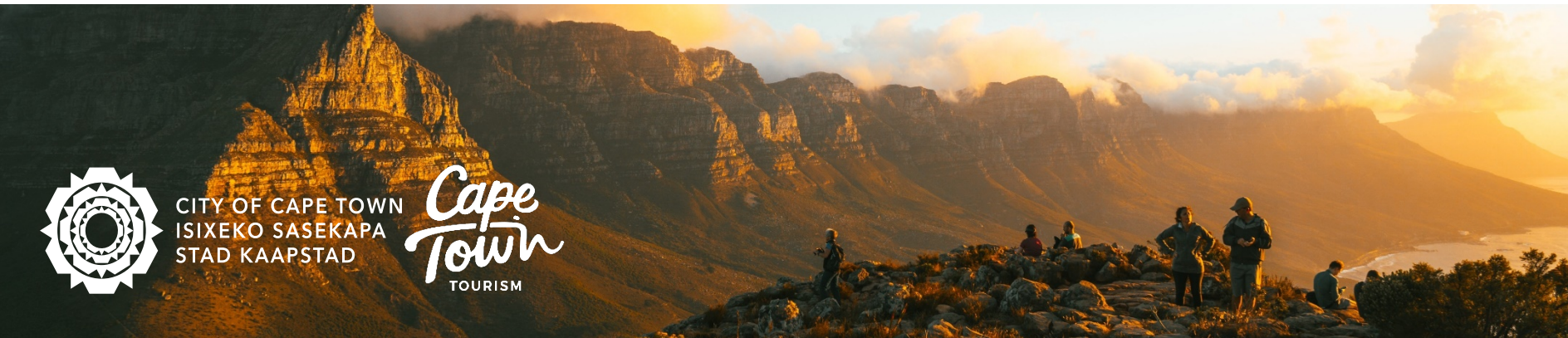
ALDERMAN JAMES VOS

MAYORAL COMMITTEE MEMBER FOR ECONOMIC OPPORTUNITIES & ASSET MANAGEMENT
CITY OF CAPE TOWN



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*Cape
Town*
TOURISM





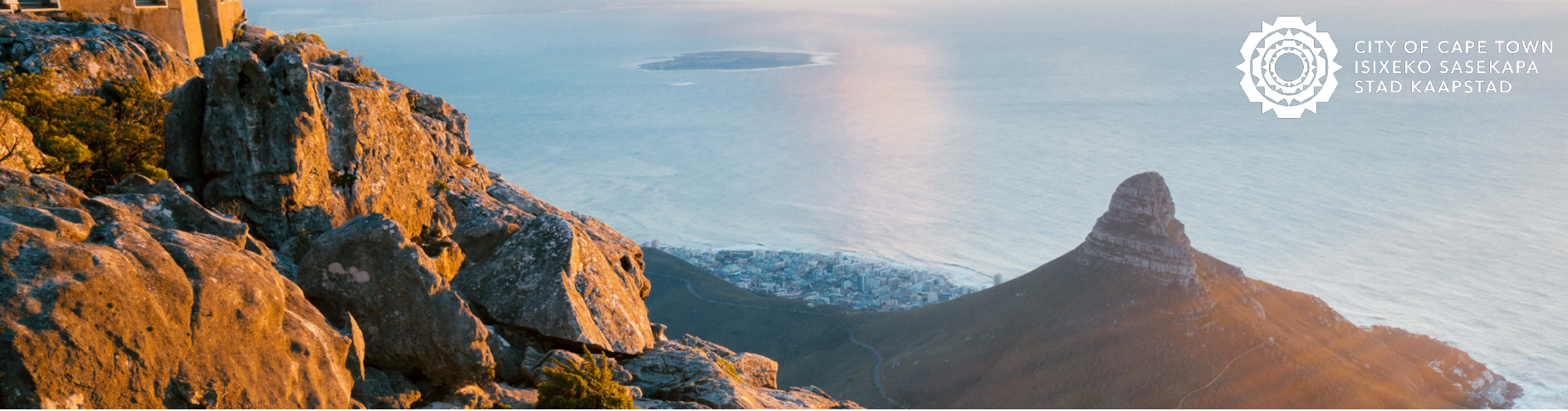
Summary of actions taken by the City of Cape Town together with Cape Town Tourism to address the challenges facing the tourism industry and stimulate supply and demand for future growth.





Adapt and implement the comprehensive Tourism Bounce Back Plan developed by between the City of Cape Town and Cape Town Tourism. This plan adopts the framework of containment, adjustment and recovery.





Assist the tourism industry by unlocking immediate relief measures to address the severe cash flow crisis many tourism businesses currently face, thereby ensuring as many of them survive until substantial demand finally returns. This includes rates reprieve and lease reductions.





Continue to lobby national government to responsibly ease the current COVID-19 restrictions that are making it difficult for tourism and hospitality establishments to operate in a financially sustainable manner.





Cape Town Tourism along with its industry partners will continue to drive successful domestic tourism campaigns to generate local demand for the tourism industry. These will run alongside the Destination Marketing campaign by the City of Cape Town.





Leverage all our strategic partnerships and agreements to ensure connectivity and demand flows to Cape Town. This includes continued funding for the Air Access Initiative and Cape Town Cruise Initiative, as well as city to city agreements.





Ensuring Cape Town is a safe tourism destination by communicating, informing and empowering tourism establishments to implement all COVID-19 regulations, as well as the promotion of the Travel Wise programme.





Ensure Cape Town stays top of mind in key source markets via targeted social media messaging and media monitoring to determine and respond to changing traveller demands.





The City of Cape Town along with Cape Town Tourism will continue to produce content for international marketing campaigns that will be rolled out when the international tourism environment proves conducive to the launching of such a campaigns.





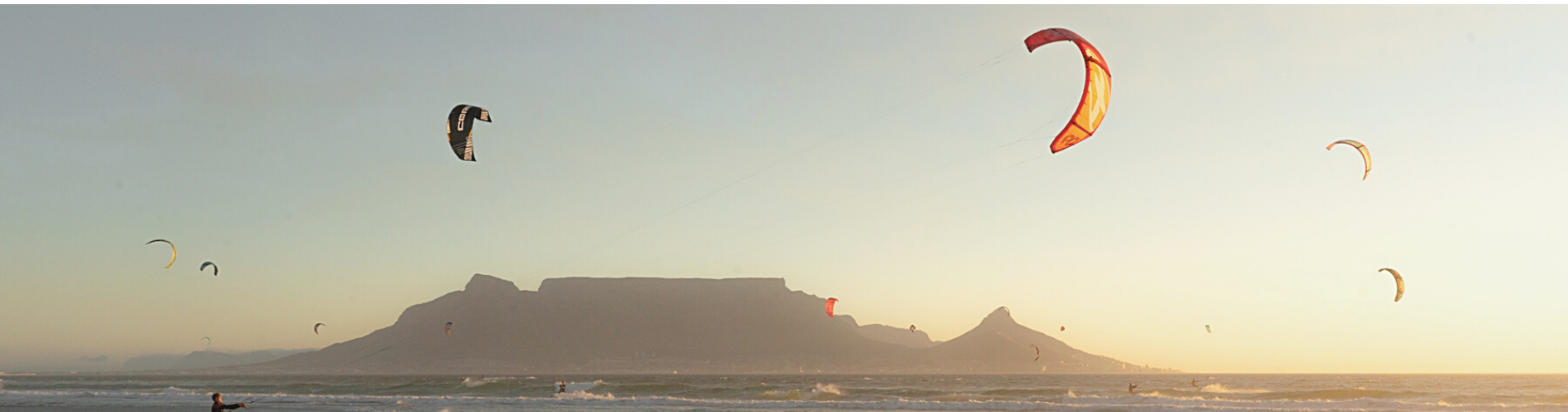
The City of Cape Town will work alongside Cape Town Tourism in identifying and developing new tourism products that can diversify our offering as a tourism destination.





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Promote Cape Town as a resilient and responsible tourism destination under the City of Cape Town's Responsible Tourism strategy.





The City of Cape Town will continue to find innovative ways to roll-out the schools tourism programme that is fostering a tourism mindset amongst our youth, both as a destination and as a potential career option.





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Thank you.

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