



Cape Town ... offering a quality meetings experience

Cape Town retains its mantle as South Africa's most popular tourism brand with an impressive portfolio of attractions. The city has established credentials internationally as a sophisticated and competitive business and meetings destination, and has consistently been voted the Best City in Africa and the Middle East (US Travel & Leisure Best in the World Awards 2009).

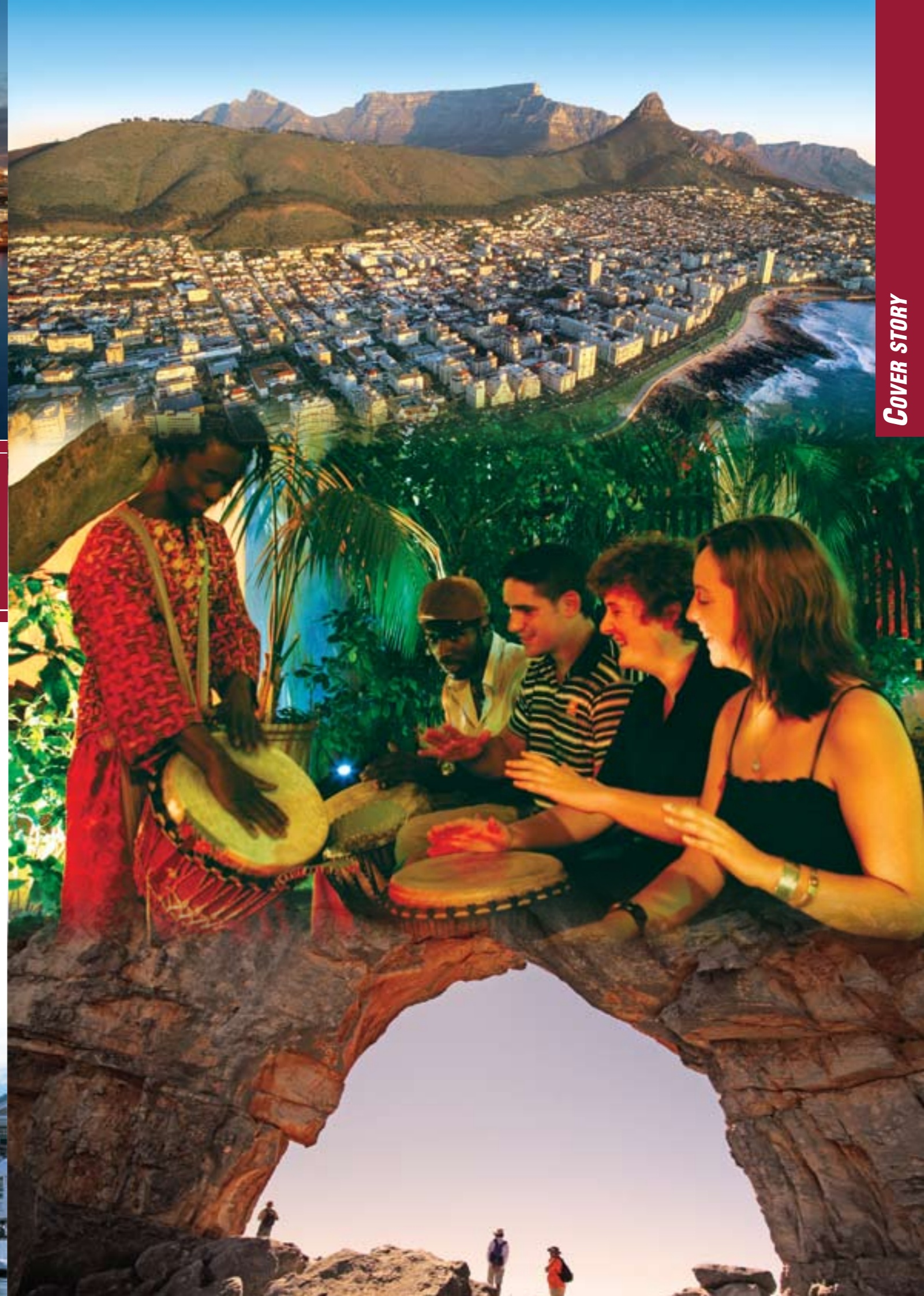
Accessibility, exceptional value for money and cutting-edge conference facilities, complemented by the expertise of the local business-tourism industry and an ever expanding portfolio of world-class hotels, are the perfect ingredients that conspire to make an ideal meetings destination. Cape Town is a destination that comfortably straddles the best of all worlds – the buzz and energy of a cosmopolitan African city with first world amenities and awe-inspiring natural and scenic surroundings. Situated within and around a national park and World Heritage Site, the city

offers unique views of Table Mountain and the dramatic coastline sweeping down a chain of rugged mountains to the majestic tip of the Cape peninsula at Cape Point.

The destination's flagship conferencing and meetings venue, the Cape Town International Convention Centre (CTICC, www.cticc.co.za) is Africa's most successful conference venue, conveniently located at the gateway to the city. In the last six years the CTICC's reputation has grown globally, with the venue hosting important medical and scientific conferences,

exhibitions, trade shows and events, among others. Supported by a committed team at the Cape Town & Western Cape Convention Bureau, the CTICC has secured an unprecedented number and variety of association conferences as far ahead as 2018. The Bureau has an excellent reputation of securing conferences through its bidding processes, securing almost 70% of the international conferences for the destination for which it submits bids. The Cape Town & Western Cape Convention Bureau is an active member of the BestCities Global Alliance, a grouping of eight

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top conference destinations around the world that includes Vancouver, San Juan, Edinburgh, Copenhagen, Dubai, Singapore and Melbourne. The BestCities Alliance demands the very best of its members, including high levels of service and responsiveness in terms of its rigorously enforced Quality Management System (QMS). A stringent external audit process ensures that the quality service standards specified in terms of the QMS are guaranteed across all member cities.

Despite a persistent recession, Cape Town has a growing reputation with high-calibre association buyers. It has always enjoyed a competitive position on the International Congress and Convention Association's (ICCA's) Global Ranking: the city is ranked 35th globally (2008 ranking) and as such is the highest-ranked meetings destination in Africa. At the time of going to print, a healthy portfolio of some 18 international conferences scheduled at the CTICC for 2010 alone confirms Cape Town and the Western Cape's position as a preferred meetings destination. Scheduled conferences at the CTICC for 2010 are expected to attract approximately 18 600 delegates to the destination while generating an estimated R268-million towards the economy of Cape Town and the Western Cape. With unprecedented media coverage before and after the 2010 FIFA World Cup™, the destination expects to attract many international conferences beyond 2010.

A WINNING INCENTIVES DESTINATION

Cape Town and the Western Cape – known for eye-catching attractions such as the iconic

Table Mountain, white-sandy beaches and sweeping views of the Cape coastline – is an area full of charisma and arguably Africa's most desirable tourism destination.

Here modern infrastructure, breathtaking scenic beauty, world-class shopping, international cuisine and fine Cape wines combine to create a truly indulgent experience for over-achievers. Indeed, Cape Town and the Western Cape was awarded gold in the category of Best Incentive Destination (2009 Hot List) by readers of the UK's top Conference and Incentive Travel Magazine.

Six scenic regions offer an array of individual experiences that will live on in your memory, from the tranquil nature paradise of the Cape Garden Route and Klein Karoo to the traditional, unhurried way of life in the Cape Overberg and Cape West Coast and the cosmopolitan tempo of Cape Town. While the Cape Winelands is famous for some of the world's most superior vineyards and sought-after wines, the Cape Karoo's unique rockart and rare wildlife is a sure recipe for special moments and enduring memories. The alluring province of the Western Cape offers many faces and moods.

VALUE FOR MONEY

In addition to its natural beauty, a key attraction for this destination is its attractive value-for-money proposition. Almost anywhere you go, competitive rates on local tourism products will not extend your budget. In order to achieve best value for money, corporate enterprises are reconfiguring their incentive activities to include

their annual conference programmes. Cape Town and the Western Cape is well positioned to cater for the entire experience at a wide variety of top-class venues across the province.

OFFERING STRONG CONNECTIVITY

Ease of access is vital in the positioning of an international incentives destination. With the opening of the vastly improved Cape Town International Airport and a wide variety of international, regional and domestic connections, Cape Town and the Western Cape have never been easier to reach. South African Airways, British Airways and Virgin continue to provide the direct link between Cape Town and London, while KLM connects Amsterdam directly to Cape Town. Emirates and Etihad Airways offer cost-effective options to connect the destination to Europe and Asia via the Gulf. Other direct international connections include Buenos Aires, Singapore, Kuala Lumpur and Frankfurt.

AN EYE FOR INNOVATION

Winners of a variety of international awards, the destination-management companies (DMCs) based in Cape Town and the Western Cape provide incentive buyers with access to an endless array of innovative and unique experiences sure to amaze and delight the top achievers in an incentive programme.

For a portfolio of DMCs well positioned to realise your expectations of a top quality and memorable incentive programme for your clients in one of the most beautiful and dynamic destinations in the world, visit www.tourismcapetown.co.za. ■



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