

**REPORT TO: THE EXECUTIVE MAYOR AND MEMBERS OF THE MAYORAL COMMITTEE [MAYCO]  
AND ECONOMIC GROWTH SECTION 79 COMMITTEE**

**1. ITEM NUMBER EG: 09/06/2023**

**2. SUBJECT**

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE  
RSA TRIP UNDERTAKEN FROM 1 APRIL TO 6 APRIL 2023 TO  
PARTICIPATE IN A TOURISM AND TRADE MISSION AND TO ATTEND  
THE WORLD TRAVEL MARKET LATIN AMERICA IN BRAZIL**

**ONDERWERP**

**TERUGVOERING OOR DIE REIS NA DIE BUITELAND/BUITE DIE GRENSE  
VAN DIE RSA ONDERNEEM VAN 1 TOT 6 APRIL 2023 OM DEEL TE  
NEEM AAN 'N AFVAARDIGING VAN TOERISME EN HANDEL EN OM  
"WORLD TRAVEL MARKET LATIN AMERICA" SE UITSTALLING IN  
BRASILIE BY TE WOON**

**ISIHLOKO**

**INGXELO ENGOHAMBO OLUYA PHESHEYA/ NGAPHAYA KWEEBHODA  
ZOMZANTSI AFRIKA UKUSUSELA NGOWO1 KUTSHAZIIMPUZI UKUYA  
NGOWE6 KUCANZIBE 2023 LOKUTHATHA INXAXHEBA KUMSEBENZI  
WEZOKHENKETHO NORHWEBO KUN E NOKUZIMASA IMARIKE  
YEHLABATHI YEZOKHENKETHO ELATIN AMERICA EBRAZIL**

## 3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	World Travel Market Latin America
OTHER	<ul style="list-style-type: none"> <li>Engage with key players in the South American tourism industry and airline representatives, to demonstrate the value of a direct flight between the two regions and work towards making it a reality.</li> <li>Trade &amp; Media meetings &amp; interviews for City &amp; CTT at WTM Latin America</li> <li>Key dialogues: Remote Work, Market Cities, increased Airlift, investment promotion and facilitation, trade and export promotion, tourism campaign</li> <li>Promote Find Your Freedom Campaign</li> <li>Amplify Accolades and 6 Pillar Narrative through media and presentations</li> <li>Establish more Cape Town business connections in Latin America.</li> </ul>
DATE	1 TO 6 APRIL 2023
VENUE	EXPO CENTER NORTE, SAO PAULO & RIO DE JANEIRO (VARIOUS)
TOTAL COST TO THE CITY	R 12 008.33
CITY	SAO PAULO & RIO DE JANEIRO
COUNTRY	BRAZIL
ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
ALDERMAN JAMES VOS	MAYORAL COMMITTEE MEMBER - ECONOMIC GROWTH

**PROVIDE SUMMARY OF HOST ORGANISATION / CITY****WORLD TRAVEL MARKET:**

WTM Latin America is a three day must-attend business-to-business (B2B) event, which brings the world to Latin America and promotes Latin America to the world. This is where the travel industry meets to negotiate and conclude business deals aiding the region to become one of the most important areas in the global travel and tourism industry.

Taking place in São Paulo, Brazil, over three days, 20,000 influential travel professionals and 565 exhibiting companies attend to network, negotiate and discover the latest industry news.

**SAO PAULO:**

São Paulo is the largest and most populous city in Brazil and the Americas, with a population of approximately 21.3 million people. Squares and parks, all within walking distance of one another, mark São Paulo's centre. The commercial centre of the City is vibrant and revolves around the famous "Triangle", the city's original centre. The city is diverse, comprising a wide variety of extremely wealthy, upmarket areas, as well as industrial suburbs. The City is also home to the Port of Santos, which is the busiest container port in Latin America. It is therefore no surprise that the city is Latin America's economic powerhouse accounting for approximately 32% of Brazil's overall Gross Domestic Product (GDP). Key economic sectors and industry in the City include telecommunications, Information Technology, Commerce and Finance, Automotive, Food processing and Pharmaceuticals. In addition, other economic sectors of importance include oil and natural gas, green economy, and aeronautics.

**RIO DE JANEIRO:**

Cape Town and Rio are sister cities. The City of Rio de Janeiro is Brazil's third most populous City with 6.7 million people. The City is known for its large coastline and world famous Copacabana and Ipanema beaches, as well as Carnival festival and hosting of large events. The City is therefore a leading tourist and resort centre that is well known for its scenic views, wide streets, public buildings, public parks and gardens, and beaches. Perhaps less known is that Rio de Janeiro is the second largest manufacturing centre and has the second largest GDP in the country behind São Paulo. The City's economy is robust and diversified enabling large-scale employment in heavy and light industry, manufacturing, commerce, finance, trade and other service sectors. Major industries in the city include metallurgy, electronics, and food processing.



#### 4. OBJECTIVE

The objective was threefold, namely to:

- Attend the WTM Latin America to showcase Cape Town, initiate new relations, and exchange/ learn from best practices.
- Meet with relevant stakeholders in Sao Paulo.
- Meet with relevant stakeholders in Rio de Janeiro.

#### 5. OUTCOMES

- Participated at the World Travel Market Latin America held at the Norte Exhibition Center in the City of São Paulo; Conducted meetings with tourism operators and marketing companies to showcase Cape Town's tourism offerings;
- Took part in a panel discussion around transformation and technology advantages. Presented the City of Cape Town's six pillar strategy and destination marketing positions.
- Met with the City of Rio de Janeiro municipal secretary of International Relations. Discussion focussed on the enactment of the Sister Cities Agreement with emphasis on trade, tourism, innovation and events.
- Met with the official destination marketing organisation of Rio de Janeiro. The purpose was to provide destination content and tourism connections that will highlight travel prospects to Cape Town.
- Appointments with several tourism operators and travel companies focusing on outbound flights. Presented marketing material and descriptions on Cape Town's tourism offering, products and experiences, conferencing and events, and destination readiness.
- Met with City of São Paulo municipal government Alderman responsible for investment, tourism and economy. Discussed cooperation and linkages between respective cities, direct flight benefits for travel and trade.
- Met with the City of São Paulo municipal secretary of International Relations. Spoke of municipal exchanges and interactions on matters of mutual benefit, information sharing, and supporting companies with their investments when it relates to municipal processes.

#### 6. ACTIONS REQUIRED

- The Mayco Member to convene further discussions with Air Access and relevant airlines to motivate for direct flight route between Sao Paula and Cape Town.
- The Mayco Member to write to National Department of Transport to motivate for direct flight route agreement from Brazil to Cape Town.
- The Tourism and Place Marketing Branch within Economic Growth Directorate to launch digital destination marketing campaigns on various social media platforms in Brazil to attract visitors.
- The Mayco Member to brief Invest Cape Town for targeted investment promotions and publicities to give content on sector support and facilitation services.
- The City of Cape Town official Destination Marketing Organisation, Cape Town Tourism to implement several initiatives and plans to advance tourism as per the annexure.



## 7. IMPLICATIONS

- |     |  |  |                              |
|-----|--|--|------------------------------|
| 7.1 | Constitutional and Policy Implications | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.2 | Environmental implications             | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.3 | Financial Implications                 | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.4 | Legal Implications                     | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.5 | Staff Implications                     | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.6 | Risk Implications                      | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.7 | <u>POPIA Compliance</u>                |  |                              |

- ☒ It is confirmed that this report has been checked and considered for POPIA Compliance.

*NOTE: POPIA Section MUST be completed otherwise the report will be returned to the author for revision.*

*Contact your Directorate POPIA Stewards should you require assistance.*

**The City has a contract in place with XL Embassy Travel for the safe-keeping of Traveller's personal information as required by the POPI Act.**

## 8. RECOMMENDATIONS

It is recommended that the feedback report on the trip to Brazil undertaken by Ald. James Vos from 1 to 6 April **2023 be considered and noted.**

### AANBEVELINGS

Daar word aanbeveel dat die terugvoeringsverslag oor die reis na Brasilië onderneem deur rdh. James Vos van 1 tot 6 April 2023 **oorweeg word en daarvan kennis geneem word.**

### IZINDULULO

Kundululwe ukuba **makuthathelwe ingqalelo kwaye kuqwalaselwe** ingxelo engohambo oluya eBrazil oluthatyathwe nguCebakhulu James Vos ukususela ngowo1 ukuya kowe6 kuTshaziimpuzi 2023.

## 9. GENERAL DISCUSSION

The assignment was to explore new South American markets for economic benefits, particularly Brazil, and seek opportunities to further grow the volumes of visitors and trade between this region and Cape Town. The goal is to establish a South to South travel and trade corridor between Cape Town and Brazil.

At present, there is still no direct flight between any cities in South America and Cape Town. As such, one of the highlights of this trip was the meetings with airlines in Brazil to make a case for them to fly directly to Cape Town. Establishing a direct flight between the Mother City and key source markets in Brazil and surrounding countries will have a noticeable effect on travel between our regions and imports and exports.

Building meaningful relationships with destination marketing bodies in Brazil is a critical means of creating collaborative, knowledge-sharing ecosystems.

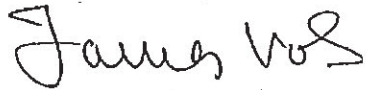
Tourism marketing bodies play such a pivotal part in understanding and marketing a destination. The mission provided the opportunity to deepen friendships with our peers in Latin America, share innovative ways of working, and investigate new means to market Cape Town as the destination of choice for Brazilian travellers. South Africa and Brazil share so many similarities and goals. There is a lot of understanding and empathy between our respective nations, which presents significant opportunity.

In order to boost jobs, trade, inbound tourism, and ultimately grow Cape Town's economy, we must seek out opportunity in markets that are in some respects, still untapped. This successful mission was all about strengthening partnerships to drive supply and demand for the benefit of Cape Town's businesses, industries, and economy.

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## 10. ANNEXURES

## FOR FURTHER DETAILS, CONTACT:

DATE	25/04/2023		
NAME	Ald James Vos	CONTACT NUMBER	076 277 3351
E-MAIL ADDRESS	James.Vos@capetown.gov.za		
DIRECTORATE	FILE REF No		
SIGNATURE :			

MANAGER: INTERNATIONAL RELATIONS

COMMENT:

ACTIONS NOTED

DR. DENVER VAN SCHALKWYK

SIGNATURE:



DATE

02/05/2023



☐ REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.

☐ NON-COMPLIANT

#### LEGAL COMPLIANCE

#### COMMENT:

Certified as legally compliant based on the contents of the report.

NAME

Joan-  
Mari Holt

Digitally signed  
by Joan-Mari Holt  
Date: 2023.05.03  
11:07:03 +02'00'

TEL

DATE

13 April 2023

## Report for Enver Duminy, CEO of Cape Town Tourism on the Recent Tourism Trade Mission to Brazil

### A. INTRODUCTION

As per the invitation to join Cape Town Tourism at WTM Latin America, a trade mission was conducted from 01 April to 06 April 2023 in Rio de Janeiro and Sao Paulo, Brazil. The mission aimed to explore new South American markets, particularly Brazil, and seek opportunities to further grow the volumes of visitors and trade to Cape Town over the next few years. The purpose of this report is to provide a brief account of the trip, including the outcomes and next steps for Cape Town Tourism.

### B. RIO DE JANEIRO (01-03 April 2023)

We met with major Destination Management Companies (DMC), Travel Agents (TA), Tour Operators (TO), Destination Marketing Organisations (DMO) and Local Government Officials, as follows:

- Akilanga South America
- Milessis Tour Operator, Latin America
- Nomundo Tours and Travel, South America
- TransEuropa Tours, Americas
- Rio Tourism Board
- International Relations, Rio Municipality

Discussions centred around the reintroduction of Cape Town as a globally competitive destination for tourism, trade and investment. Providing up-to-date information about opportunities for collaboration between Rio and Cape Town, especially under the auspices of an existing Sister-City Agreement between the destinations.

We also explored what the barriers and opportunities existed to activate and grow tourism in between the cities, especially with the imminent LATAM flight from Sao Paulo to Johannesburg from September 2023.

We also explored accessing more information about the Rio consumer, that would inform communications and packaging of tours, experiences, accommodation, flights, affordability and pricing.

Overall, the response was positive with extensive interest in collaborating to maximise this opportunity to connect and build a South-South Corridor for travel, trade, tourism and investment.

### C. SAO PAULO (04-06 April 2023)

We met with major Destination Management Companies (DMC), Travel Agents (TA), Tour Operators (TO), Destination Marketing Organisations (DMO), Local Government Officials, Investment Promotion Agencies and Airlines, as follows:

- South African Tourism, South America Office
- Embratur (Brazilian Tourism Board)
- South African Consul-General, Sao Paulo
- Invest Sao Paulo
- Orinter Travel DMC and TO, Americas
- LATAM Airlines
- Azul Airlines
- Azul Vacations (OTA)
- International Relations, Sao Paulo Municipality
- Apex Brasil, Head Office
- Political Trade and Investment Head, Sao Paulo Chamber

Similar to Rio de Janeiro objectives and discussions, we approached the Sao Paulo engagements in the same way, while ensuring that since there is no sister-city agreement, it is not something that will be an outcome of this mission. Instead we focussed on the opportunity for the upcoming LATAM flight and opportunities to leverage through possible MOU.

We also focussed on providing added business case and support for a possible triangular route from Sao Paulo for LATAM to Johannesburg including Cape Town in the short term, with an option for a direct flight to Cape Town in the medium term. Solid business cases were presented which was welcomed by LATAM representatives. We also discussed opportunities for direct flight to Cape Town with LATAM competitor, Azul Airlines. Aircraft availability could be a challenge, however there is recognition of possible opportunities in the medium to long term.

We also managed to engage with South African Airways, online, to setup meeting with their new CEO, after the recent announcement of a possible direct flight between SA and Brazil before the end of this calendar year.

As our main aim was to participate and leverage WTM Latin America, herewith a summary of this trade show:

#### I. WTM LATIN AMERICA

World Travel Market is a global leading event for the travel industry. The Latin American edition of the event brings together influential visitors and exhibiting companies from all over the world. The three-day event saw over 9,000 visitors and 600 exhibiting companies attending, providing a platform for networking, negotiations, and discovering the latest



industry news. Cape Town did not exhibit as we are exploring the market, and used this show to meet with exhibitors in a single location to reduce travel time between meetings.

## II. PURPOSE OF CAPE TOWN TOURISM'S PARTICIPATION

As part of the current Memorandum of Agreement, the City of Cape Town is entitled to join Cape Town Tourism at agreed international tourism platforms for the mutual benefit of the city and the tourism industry. Cape Town Tourism recognized the continued growth in tourism numbers from South America in recent years and identified Brazil as a watchlist market that needs further investigation for future growth prospects. With special reference to the Service Delivery Agreement (SDA) Clause, Trade/Roadshows CTT is to attend trade shows in various regions including South America. Therefore, the mission aimed to meet specific outbound travel agents interested in selling Cape Town and other Destination Marketing Organizations (DMOs) from South America.

## D. OUTCOMES

The mission was fruitful, and the following outcomes were achieved:

1. **Networking:** Cape Town Tourism successfully networked with South African Tourism, Embratur, OTAs, Airlines and the biggest outbound tour operators in Brazil, to discuss and understand their challenges in selling Cape Town to their clients. This will help Cape Town Tourism to create tailor-made packages to suit the Brazilian market's needs, thereby attracting more visitors to the city.
2. **Speaking Opportunities:** Cape Town Tourism secured a speaking opportunity at WTM Latin America, enabling them to share tourism insights about Cape Town as part of our Destination Brand Program. These opportunities were negotiated via the current partnership between CTT and Reeds Exhibitions. Alderman Vos also spoke at the show, addressing the opportunities and positioning Cape Town via its six pillars and redefining the South-South corridor opportunity to #ChooseCapeTown.
3. **Free Seminars:** CEO and Ald. Vos attended free seminars delivered by top experts that analysed the latest Latin American outbound market data and trends, provoked debate, and discussed real-life case studies to give better decision-making information for developing our tourism offering to this watchlist market.
4. **Market Overview:** Brazil has been identified as an exciting international tourism market for Cape Town, and with the forecasted growth, it is expected to increase significantly in the coming years, especially with the reintroduction of a direct flight between the countries. This growth has not been seen since the FIFA World Cup in 2010. Cape Town Tourism aims to leverage this

growth by tailoring packages to suit the Brazilian market's needs and offering new experiences to attract more visitors to the city.

5. **Strategic Partnership:** The mission helped to strengthen the long-standing friendship between Brazil and South Africa and consolidate the social and cultural ties between the two countries. Tourism has already demonstrated its strength as an instrumental channel for people-to-people exchange.

## E. NEXT STEPS

The mission has opened new avenues for Cape Town Tourism to explore and grow the Brazilian market further. The following steps will be taken:

1. **Tailor-made Packages:** Cape Town Tourism will create tailor-made packages to suit the Brazilian market's needs to attract more visitors to the city.
2. **New Experiences:** The team will explore new experiences to offer to the Brazilian market, thereby enhancing the overall tourism offering.
3. **Collaboration:** Cape Town Tourism will continue to collaborate with South African Tourism, outbound tour operators, and other DMOs from South America to further strengthen the market's growth potential

A handwritten signature in black ink, appearing to read "Enver Duminy".

Enver Duminy  
CEO  
Cape Town Tourism  
13 April 2023



**Alderman James Vos**  
Mayoral Committee Member  
Economic Growth

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**TRIP REPORT WRITTEN BY JAMES VOS, MAYORAL COMMITTEE FOR ECONOMIC GROWTH, ON VISIT TO BRAZIL TO EXPLORE TOURISM AND TRADE POSSIBILITIES TO BENEFIT CAPE TOWN'S ECONOMY.**

Cities visited: Sao Paulo and Rio de Janeiro  
Dates: 1 to 6 April 2023  
Delegation: James Vos and Enver Duminy, Chief Executive Officer of Cape Town Tourism

**Mission:**

The assignment was to explore new South American markets for economic benefits, particularly Brazil, and seek opportunities to further grow the volumes of visitors and trade between this region and Cape Town. The goal is to establish a South to South travel and trade corridor between Cape Town and Brazil.

**Objectives and Outcomes:**

- [1] Participate at the World Travel Market Latin America held at the Norte Exhibition Center in the City of São Paulo; Conduct meetings with tourism operators and marketing companies to showcase Cape Town's tourism offerings; Took part in a panel discussion around transformation and technology advantages. Presented the City of Cape Town's six pillar strategy and destination marketing positions.
- [2] Meeting with the City of Rio de Janeiro municipal secretary of International Relations. Discussion focussed on the enactment of the Sister Cities Agreement with emphasis on trade, tourism, innovation and events.
- [3] Meeting with the official destination marketing organisation of Rio de Janeiro. The purpose was to provide destination content and tourism connections that will highlight travel prospects to Cape Town.
- [4] Appointments with several tourism operators and travel companies focusing on outbound flights. We presented marketing material and descriptions on Cape Town's tourism offering, products and experiences, conferencing and events, and destination readiness with the goal to include in their packages and promotions.
- [5] Meeting with City of São Paulo municipal government Alderman responsible for investment, tourism and economy. We discussed cooperation and linkages between our cities, direct flight benefits for travel and trade.
- [6] Meeting with the City of São Paulo municipal secretary of International Relations. We spoke of municipal exchanges and interactions on matters of mutual benefit, information sharing, and supporting companies with their investments when it relates to municipal processes.



- [7] Meetings with airlines, LATAM and Azul. The importance was to make a case on the benefits to fly directly to Cape Town and give the airlines the data and facts on exports and tourism that will contribute towards route stimulation and load factors.
- [8] Engagements with Trade Promotion Agencies, APEX-BRAZIL and Invest São Paulo. We did presentations on the Invest Cape Town value proposition and connections, the Cape Trade Portal, the Atlantis Special Economic Zone, and the Investment Facilitation service offering. We agreed to share information and data on our sectors and incentives for publication on their platforms.

### **Conclusions:**

The trip included meetings with destination marketing organisations, airline executives, and local government counterparts in São Paulo and Rio de Janeiro.

Brazil is South Africa's biggest trading partner in Latin America and in terms of tourism, we received approximately 77 000 Brazilian tourist arrivals in 2019, a 9,5% rise over the previous year. There is scope to firm up our relations to boost trade and bring more South American tourists to the Cape.

The Cities of Cape Town and Rio signed a sister city agreement in 2011 focusing on economic and social growth. Our meetings in Rio gave us the chance to take stock and analyse how our City governments can realise the full potential of our agreement.

We then headed to São Paulo to attend the World Travel Market Latin America where we engaged with airline executives, tourism operators, and investment promotion agencies to position Cape Town as a city of choice for visiting, working, and investing.

At the moment, there is still no direct flight between any cities in South America and Cape Town. As such, one of the highlights of this trip was our meetings with airlines in Brazil to make a case for them to fly directly to Cape Town. Establishing a direct flight between the Mother City and key source markets in Brazil and surrounding countries will have a noticeable effect on travel between our regions and imports and exports.

Building meaningful relationships with destination marketing bodies in Brazil is a critical means of creating collaborative, knowledge-sharing ecosystems.

Tourism marketing bodies play such a pivotal part in understanding and marketing a destination. We are excited to deepen our friendships with our peers in Latin America, share innovative ways of working, and investigate new means to market ourselves as the destination of choice for Brazilian travellers. We share so many similarities and goals. There's a lot of understanding and empathy between our nations, which presents significant opportunity.

We also sat down with São Paulo's Municipal Secretary of International Affairs, Marta Suplicy, to discuss trade opportunities. We then met with the executive team at Apex Brazil, the main investment promotion body for Brazil.

To boost jobs, trade, inbound tourism, and ultimately grow Cape Town's economy, we must seek out opportunity in markets that are in some respects, still untapped. This mission is all about strengthening partnerships to drive supply and demand for the benefit of Cape Town's businesses, industries, and economy.

### **ANNEXURES:**

- Report from Cape Town Tourism CEO, Enver Duminy, who was also part of the trade mission
- Images and captions highlighting meetings and other engagements



Alderman James Vos, Mayoral Committee Member for Economic Growth meets with Juscélino Kubitschek of Apex Brazil.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy with a representative of Azul Airlines.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy with Latam Airlines and travel agents.





Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy with Rio de Janeiro Head of International Relations, Pedro Spadale.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy with outbound travel operators.





Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy with Rio de Janeiro tour operators.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy with Rio de Janeiro destination marketing organisation staff.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy with the São Paulo Investment Agency team.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy meet with São Paulo municipal government representatives at the South African consulate.





Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy on the floor at WTM Latin America.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy take part in a panel at WTM Latin America.



Alderman James Vos, Mayoral Committee Member for Economic Growth and Cape Town Tourism CEO Enver Duminy on the floor at WTM Latin America.



# cape{town}etc

## Cape Town advocates for an air corridor to South America



Published by Murray Swart on April 13, 2023

70 18

The City of Cape Town is advocating to open an air corridor between it and South America.

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Also read: **BA partners with Airlink to boost connectivity with Southern Africa**

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Alderman James Vos, Cape Town mayoral committee member for economic growth, and CT Tourism CEO Enver Duminy are currently on a trade mission at the World Tourism Market Latin America. The Cape Town group is engaging with tourism operators, airlines, investment agencies and other relevant bodies such as the

Investment Facilitation Agency for Sao Paulo, the Rio Tourism Authority, and the Brazilian Trade and Investment Promotion Agency.

There are no direct flights between Cape Town and any South American city at this stage. The group is now advocating for a South-to-South link, as 'it will open up new market opportunities for exporters and benefit [the] economy,' Vos told *Travel News*.

He continued to say that 'it will create jobs, and stimulate supply and demand for Cape-made products. Likewise, it will benefit the tourism industry' in Cape Town as it will 'create a direct route to attract travellers.'



TRAVEL TRAVEL NEWS

## Direct flights from Cape Town to Brazil could increase trade and travel, says James Vos



Santos Dumont, Brazil. Picture: Unsplash

By Bernetea Vollmer | Published Apr 10, 2023

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0:00 / 2:17 1X

### Brazil holds a significant position as South Africa's leading trade partner in Latin America.

In 2019, approximately 77 000 Brazilian tourists visited South Africa, marking a 9.5% increase compared to the previous year.

However, there is still room for growth in terms of strengthening ties between the two nations and drawing more South American tourists to Cape Town.

One notable barrier to boosting trade and tourism is the lack of direct flights between Cape Town and major cities in Brazil and surrounding countries. If established, a direct flight between Cape Town and key source markets in Brazil would facilitate travel and imports and exports between the regions.

To support job creation, trade, and inbound tourism and promote the growth of Cape Town's economy, it is crucial to explore untapped markets. Strengthening partnerships to drive supply and demand for the benefit of Cape Town's businesses, industries and economy is the mission at hand.

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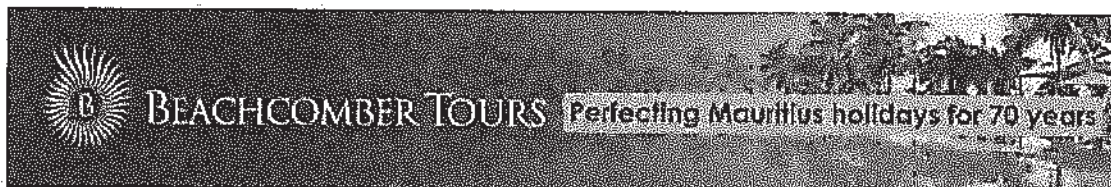
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## CPT pursues S America flights

06 Apr 2023 - by Molly Jackson



Alderman James Vos, the Mayoral Committee Member for Economic Growth, and Enver Duminy, Cape Town Tourism CEO, engage with Pedro Spadale, Head of International Relations at Rio Government, on a potential direct link with South Africa.



The City of Cape Town is making a case for an air corridor between the Mother City and South America.

In an effort to encourage direct flights between Latin America and Cape Town, Alderman **James Vos**, the Cape Town Mayoral Committee Member for Economic Growth, is on a trade mission in South America to engage with airlines, tourism operators, and investment agencies to open up a South-to-South travel and trade corridor.



At the moment, there is still no direct flight between any cities in South America and Cape Town. Vos and **Enver Duminy**, Cape Town Tourism CEO, are currently attending the World Travel Market (WTM) Latin America, to position Cape Town as a destination of choice to visit, work, and invest. The two are in talks with DMCs, airlines, and outbound tour operators and other relevant bodies including the Rio Tourism Authority, the Investment Facilitation Agency for São Paulo, the Municipal Chamber of São Paulo, and the Brazilian Trade and Investment Promotion Agency.

The Cape Town group is making a case for a South-to-South link with **Pedro Spadale**, the Head of International Relations at Rio Municipal Government, **Affonso Emilio Massot**, the Municipal Secretary of International Affairs in São Paulo, and **Vusumuzi Mavimbela**, Brazil's Consulate General for South Africa.

"It will open up new market opportunities for exporters and benefit our economy. It will create jobs, and stimulate supply and demand for Cape-made products. Likewise, it will benefit the tourism industry back home because it will create a direct route to attract travellers to our shores," Vos told *Travel News*.

Brazil is South Africa's biggest trading partner in Latin America, with around 77 000 Brazilian tourist arrivals in 2019 – a 9,5% rise over the prior year.

0 Comments

 **Lauren Hess** ▼

Start the discussion...



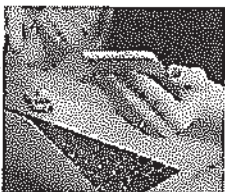
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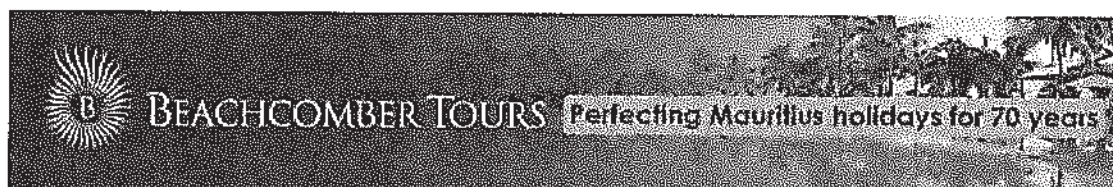
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## GDS bookings boom for SA hotels

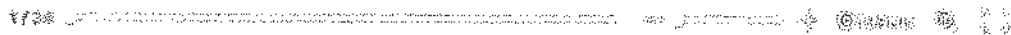
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for visiting, working, and investing. Additionally, creating this corridor would result in new market opportunities for exporters, benefit the economy, and create jobs, stimulating supply and demand for Cape-made products.

More importantly, it would facilitate the tourism industry's growth by providing a direct route for Brazilian travellers to visit South Africa, Vos said.

Read the latest issue of IOL Travel digital magazine [here](#).



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By AFP | Published 12h ago



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By Janisayi Maromo | Published 2h ago



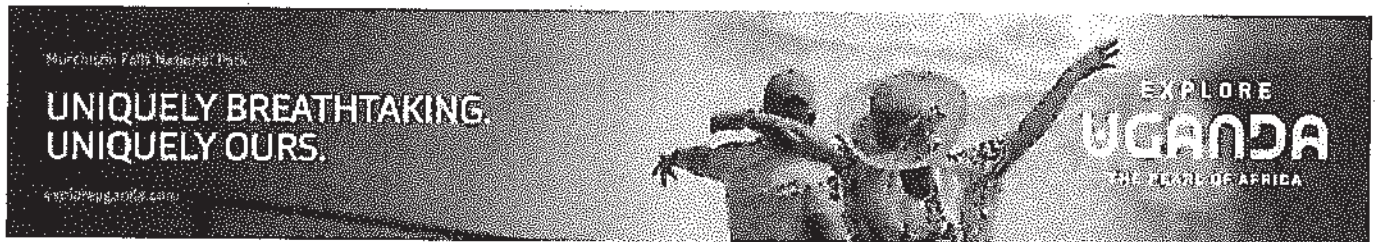


# DAILY SOUTHERN & EAST AFRICAN TOURISM UPDATE



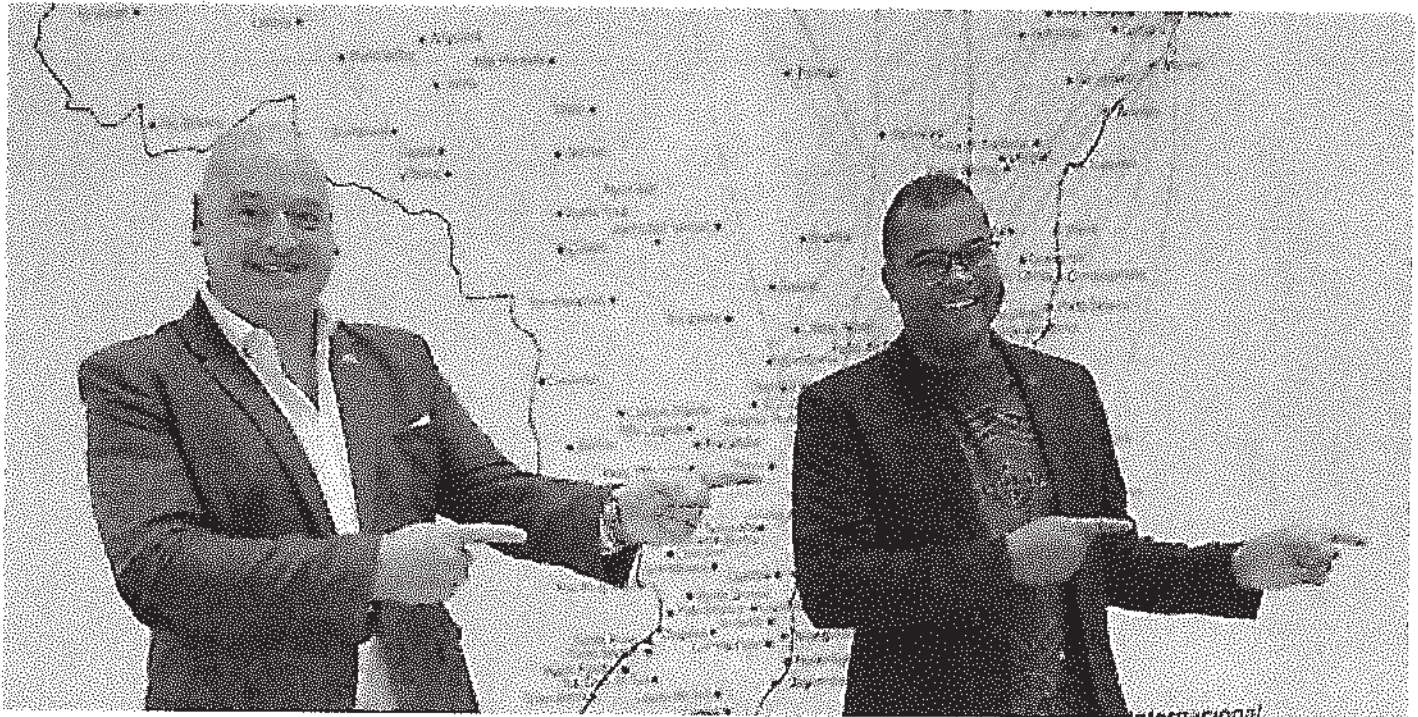
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## Cape Town builds case for direct Brazil flights

11 Apr 2023 - by Molly Jackson

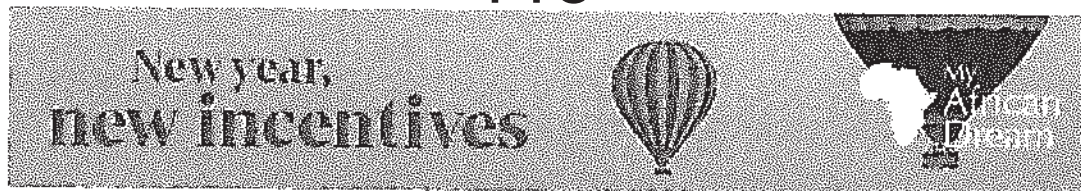


James Vos and Enver Duminy

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Brazil is a key source market for South Africa – with around 77 000 Brazilian tourist arrivals in 2019 – but there is still room for growth in terms of strengthening ties between the two nations and drawing more South American tourists to Cape Town.

A direct flight between the Mother City and key source markets in Brazil, and surrounding countries, will have a noticeable effect on travel between the regions, according to the Cape Town Mayoral Committee Member for Economic Growth, **James Vos**.

#### **Travia B2B booking channel for hotels & agencies**

Vos, along with CEO of Cape Town Tourism, **Enver Duminy**, returned from WTM Latin America over the weekend, where a key part of their mission was to lobby for direct flights between Latin America and Cape Town.

Vos and Duminy were in talks with DMCs, airlines, and outbound tour operators and other relevant bodies including the Rio Tourism Authority, the Investment Facilitation Agency for São Paulo, the Municipal Chamber of São Paulo, and the Brazilian Trade and Investment Promotion Agency.

"We attended World Travel Market Latin America to position Cape Town as a destination of choice to visit, work, and invest," said Vos.

The Cape Town group made a case for a South-to-South link with **Pedro Spadale**, the Head of International Relations at Rio Municipal Government, **Affonso Emilio Massot**, the Municipal Secretary of International Affairs in São Paulo, and **Vusumuzi Mavimbela**, Brazil's Consul General for South Africa.

Vos said: "In order to boost jobs, trade, inbound tourism, and ultimately grow Cape Town's economy, we must seek out opportunity in markets that are in some respects, still untapped. This mission was all about strengthening partnerships in order to drive supply and demand for the benefit of Cape Town's businesses, industries, and economy."