

REPORT TO: THE EXECUTIVE MAYOR AND MEMBERS OF THE MAYORAL COMMITTEE
AND ECONOMIC OPPORTUNITIES AND ASSET MANAGEMENT PORTFOLIO
COMMITTEE

2020 -01- 14

LL24028

1. ITEM NUMBER MC 05/01/20

2. SUBJECT

FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE RSA
TRIP UNDERTAKEN FROM 2 NOVEMBER TO 9 NOVEMBER 2019 TO ATTEND
THE WORLD TRAVEL MARKET LONDON, UNITED KINGDOM

TERUGVOERING OOR DIE INTERNASIONALE REIS (BUITE DIE GRENSE VAN
DIE RSA) VAN 2 TOT 9 NOVEMBER 2019 VIR DIE BYWONING VAN DIE
Wêreldreismark in Londen, Verenigde Koninkryk

LSU: L2360

INGXELO ENGOHAMBO KUMAZWE APHESHEYA/ KWIMIDA ENGAPHANDLE
KWASEMZANTSI AFRIKA EQHUTYWE UKUSUSELA NGOWE-2 UKUYA KOWE-9
KWEYENKANGA 2019 UKUZIMASA INKOMFA ENGENTENGISO/ENGEMAKETHI
KWIHLABATHI KWEZOHAMBO ESE-LONDON, E-UNITED KINGDOM

LSU: L2360

3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	World Travel Market London, United Kingdom, Exhibition
OTHER	<p>Participation in World Travel Market London exhibiting as Cape Town, host city of World Travel Market London with key objectives including:</p> <ul style="list-style-type: none">• Positioning as the premier destination in Africa to Visit, Live, Work, Study, Play and Invest;• Positioning as the host city of WTM Africa,• Engaging with other cities and encouraging their participation on the Global Cities platform at WTM Africa;• Addressing Trade and Media queries with regards to water and safety concerns;• Engaging on topics including Study, Investment, Film, Events for referral to respective departments / partners and• Engaging on potential future branding platforms for international campaigns.

Making progress possible. Together.

JMH

EVENT DETAILS	
CONFERENCE/SEMINAR	World Travel Market London, United Kingdom, Exhibition
DATE	Stand Build: Start 12 noon 2 November 2019 Stand Completion: 19.00 3 November 2019 Exhibition start: 08.00 4 November 2019 Exhibition close: 19.00 7 November 2019 Stand de-rig: 09.00 – 15.00 8 November 2019 Partner Meetings: 11.00 SA High Commission. 14.00 Exterior Media
VENUE	Excel Exhibition Centre, London, U.K.
TOTAL COST TO THE CITY	R56,500.82
CITY	London
COUNTRY	UNITED KINGDOM

ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Wendy Van der Byl	PPO: DESTINATION MARKETING & EVENTS
PROVIDE SUMMARY OF HOST ORGANISATION / CITY	
<p>Reed Exhibitions is the world's leading travel and tourism events organiser, with a wide-ranging portfolio of more than 21 international events in 14 countries throughout the Americas, Europe, the Middle East, Asia Pacific and Africa. The City of Cape Town has been in contract with Reed Exhibitions for 6 years to host World Travel Market Africa. Over this time, Place Marketing has negotiated free floor space at the global series of exhibitions. The space provided at WTM London is valued in excess of R1,000,000. Our attendance at WTM London included activation of this space in partnership with our tourism board, Cape Town Tourism, meetings with other cities, event organisers, film tourism leaders, branding space consultants, media, trade, students and more.</p>	

MAH

4. OBJECTIVE

- To position Cape Town as the premier destination in Africa to visit, live, work, study, play & invest;
- To counter concerns of safety and water crises with trade and media;
- To gain insights and trends ahead of WTM Africa held in Cape Town in April 2020 to ensure we deliver on expectations and needs;
- To promote attendance of WTM Africa 2020 as the host City of Cape Town;
- To collaborate for optimal ROI and have oversight on Cape Town tourism's marketing deliverables in accordance with the Service Level Agreement (SLA);
- To reach out to and recruit digital influencers in the UK/EU territories as part of place marketing's branch 2020-2022 digital strategy and
- To understand and determine international best practice in terms of place marketing communication.

5. OUTCOMES

MOSCOW CITY TOURISM COMMITTEE

A meeting was held with the Deputy Director of Marketing for Moscow City Tourism Committee at their request. They are looking to engage in further discussion to explore a city agreement around tourism and knowledge exchange. They will also explore the possibility of attending World Travel Market Africa from 6 – 8 April 2020 in Cape Town, where discussions can be held. The Russian market is a lucrative premium market for tourism and investment which has not yet been explored for opportunities.

OMAN DISCUSSIONS

I was approached by an exhibitor on the Oman stand who would like to set up discussions between City of Cape Town and Director General of Tourism in Oman to explore business opportunities. He currently holds the franchise for Ocean Basket restaurants and operates SAMA Resorts & Spa in Oman.

WORLD OCEANS SUMMIT 2021

I was approached by Mike Armstrong, Africa representative of The Economist, with a proposal to host the World Ocean Summit event in 2021. A proposal has been received and sent to Lance Greyling for attention. The event was last held in Abu Dhabi and attracts big corporates in this sector. Lance Greyling has subsequently referred the enquiry on to the Events Department in accordance with the Event Support application process.

BOXING TOUR – DEONTAY WILDER

I was approached by a promoter named Sashin Booysen who presented the following proposal. They represent a number of high profile sports athletes, one of their clients Heavyweight Boxing Champion of the World Deontay Wilder is embarking on a World Tour in 2020 to selected countries.

The purpose of the tour:

- Meet and greet with the public and have photos taken with him and his belt;
- Meeting Government officials to promote Boxing and Sport;
- Meeting young people by holding seminars to empower the Youth on hard work ethics and his journey to success;

JMH

- Visit tourist attractions [Media (BBC and CNN) will follow his every move so there would be Worldwide coverage of his trip];
- Visit investment Opportunities and
- Visit Children's Charities

They seek to engage on the possibility of Cape Town being one of the selected stops on the tour. This lead will be referred to the Events Department.

KLM / AIR FRANCE – MICE RATES / EVENTS MARKETING CAMPAIGNS

I was approached by KLM/AIR FRANCE to consider their niche marketing offers targeting sporting events (marathons and cycling) and the MICE industry. Whilst they are doing a small campaign with Cape Town Tourism, this is not impactful with regards to conversion, by their account. We will notify CTICC and the Conventions Bureau of potential for MICE rates with KLM and discuss further implications with Cape Town Tourism.

CRUISE TOURISM

I was approached by Martin Karlsen who operates Expedition cruises from Canada enquiring about the option to land smaller vessels in Cape Town as he is looking to expand his offer. This will be referred to the Cruise Tourism committee via Theuns Vivian.

IGLTA

I was approached by John Tanzella, President of IGLTA on opportunities to amplify the warm welcome of Cape Town to the LGBTQ market, a highly lucrative market. This will be addressed between Place Marketing and Cape Town Tourism.

KADMAR GROUP

An Egyptian Group specialist enquired on facilities to accommodate 70 students (age 14) on a tour to Cape Town in February 2020 incorporating exciting information on history and culture of the city. He frequently has this type of request and we can influence this by showcasing tertiary educational options in Cape Town through CHEC. The lead was sent to CTT for a ground handler and Place Marketing will forward information on Study in Cape Town.

MEDIA CONTACTS

Simon Richmond, Travel writer for world renowned Lonely Planet publication approached us for new developments in Cape Town in Tourism and Lifestyle. Kash Bhattacharya, Travel Blogger for the Budget Traveller approached us for new content. Emma Yu, Client Value Manager of Corporate Travel Management ASIA requested our digital guides in Mandarin.

Professor Terry Stevens, Author of the "Wish you were here" book of the best 50 destinations to visit approached us for images of Cape Town and Franschoek as well as assistance with a book launch in Cape Town.

Geoffrey Dean, Wine & Travel writer approached us for pointers regarding his upcoming trip to Cape Town. He had not heard of the Zeitz Mocaa museum and will now visit.

Ignasi Canals of the Tourism Forum Group in Barcelona Spain advised that Cape Town was becoming increasingly popular with the Spanish market. He was happy to see the Spanish language brochure and requested the digital version.

All enquires were dealt with between Cape Town Tourism and Place Marketing as relevant.

Student Travel Agents Network

I approached the European network of tour operators specialising in youth and educational travel to establish if we can link in with content and referrals. Their tour

SMH

subjects cover: Art & Drama groups / Business & Economics/ Citizenship & Learning / Classical / Cultural and Educational / English and Drama / Food technology / Gastronomy & Wine / Geography / Healthcare /History and Battlefields / Hospitality & Catering / Law / Literature / Media and Film Studies / Music and Performing Arts / Politics / Psychology & Sociology/ Religious Studies / Science / Sports / Training Camps. Further discussion will ensue.

National Government

Chief Director of the NDT Tourism Incentive Programme, Bernhard Meyer, visited the stand and is keen to hear more about our TDF and facilitate more new products onto platforms like WTM London. He had funded the participation of 11 new products from around SA at WTM this year, 2 from Cape Town. This lead will be sent to Theuns Vivian.

ART AND CULTURE

Marcus Lee, President of International China Investment Forum requested assistance with a suitable venue for an Art exhibition in Cape Town. We subsequently met with Reed Exhibitions who proposed that his exhibition be housed at the CTICC during WTM Africa, a win-win solution for all. Further contact with Mr Lee will be made by Invest Cape Town to explore opportunities with the China Investment Forum.

FILM TOURISM

Michaela Guzy visited our stand and was intrigued to hear about the Film Tourism programme and inaugural International Film Tourism Awards scheduled to take place at WTM Africa in April 2020.

Michaela Guzy, a celebrated filmmaker-journalist captures important moments in the Sierra Leone's history with the release of a mini-documentary film, which is a finalist in The World Wildlife Film Festival in New York. Together with Sierra Leone, she held a premiere viewing at The Vue Cinema, Leicester Square, London WC2 on Tuesday, 05 November from 6.30pm during WTM London.

She invited all to come, see, and hear how this remarkable change came about and what it means for Africa's newest tourism destination at their exclusive UK premiere screening. As with all good premiers, the film was followed by a Q&A, complimentary drinks plus tasty and authentic Sierra Leonean canapés. The exhibition stand for Sierra Leone was fittingly branded with the Film title, "Sierraously Inspiring". She has connected with the organisers of the Cape Town Film Tourism programme and will most likely participate as a speaker to bring greater awareness to Film Tourism on the continent. A great case study for our observation and referral to Film Cape Town.

WOMEN IN TOURISM

Eulanda Shead Osagiede, executive director of BAME Women in Travel, hosts the Women in Tourism seminar at the WTM global series of shows. Her partner in Africa is Mariette Du Toit-Helmbold, ex CEO of Cape Town Tourism. Mariette approached me to request a meeting with Lance Greyling for discussion on how to integrate the economic agenda of the city into this series of workshops for Women. She will send a proposal for consideration to the Director of Enterprise and Investment. Their content includes Skills development and Enterprise development in Tourism, all in synergy with activities in the Enterprise and Investment Department.

Research & Strategy for Development

I was approached by Sebastien Cron and Karim El-Shammaa who are Data Scientists, and who have consulted for Forward Keys (bookings data) and short-term

rental markets. Our discussion was around Air Access and Air BNB. They advised that they often quote Cape Town as a best practice example of the Air Access consortium and have recently done so to Madagascar. They supplied their details should we ever wish to engage further on either topic and potentially build on this reputation as the bench mark for Africa.

OTHER ENQUIRY

Katarzyna Orzechowska – Poland, Chief Specialist of Agricultural Training, Entrepreneurship and Labour Market Unit in Department for Social matters and Agricultural Education visited the stand to enquire about opportunities in Cape Town. She will correspond further via email.

COLLATERAL DISTRIBUTION

Cape Town “A city for Everyone” brochure was distributed in 6 languages and this pleasantly surprised many visitors to the stand. 70% of stock was distributed at the show with the remainder going to South African Tourism and the South African High Commission. All of the 200 “key to the city” usb toolkits were distributed at the show and were well received. The Virtual Reality activation was a treat to many who aspire to adventure and allowed for more opportunity to engage with people on everything Cape Town has to offer.

NETWORKING EVENT WITH REED EXHIBITIONS AND CAPE TOWN TOURISM

A networking event serving wine and biltong sponsored by Reed Exhibitions was hosted by the partners Reed Exhibition, City of Cape Town and Cape Town Tourism on Tuesday, 5 November 2019 from 16.30 to 18.00 on the Cape Town stand. It was well attended and allowed for further engagement with clients.

AWARD

The Cape Town stand won the “Best NEW Stand” award at WTM London 2019.

- ☒ - Potential Partnership Agreement
- ☐ - Membership Agreement
- ☐ - Grants Agreement
- ☐ - Memorandum of Understanding
- ☐ - Statement of Intent
- ☐ - Other

6. ACTIONS REQUIRED

Referrals of some trade and media enquiries will be made to Cape Town Tourism to follow up with product recommendations where required.

Some referrals of Film Tourism and potential new events will be made to the Events Department.

Monitoring of progress on the World Oceans Summit Event Support application by The Economist representative Mike Armstrong and assistance where required.

JMH

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"/> |

8. RECOMMENDATIONS

It is recommended that:

- a) the feedback report on the trip World Travel Market London 2019 undertaken by Wendy Van der Byl on 2 – 9 November be noted.
- b) the report be referred to the Economic Opportunities and Asset Management Portfolio Committee

AANBEVELINGS

Daar word aanbeveel dat:

- a) daar kennis geneem word van die terugvoeringverslag oor die reis na die 2019-wêreldreismark in Londen deur Wendy van der Byl van 2 tot 9 November.
- b) die verslag na die portefeuljekomitee oor ekonomiese geleenthede en batebestuur verwys word.

LSU: L2360

IZINDULULO

Kundululwe ukuba:

- a) Makuqwalaselwe ingxelo engohambo olujoliswe kwiNkomfa engeMakethi kwezoHambo kwiHlabathi (i-World Travel Market) ese-London yango-2019, oluqhutywe ngu-Wendy Van der Byl, ngowo-2 ukuya kowe-9 kweyeNkanga 2019.
- b) Ingxelo mayigqithiselwe kwiKomiti yeSebe laMathuba ezoQoqosho noLawulo lwee-Asethi.

LSU: L2360



9. GENERAL DISCUSSION

The participation on this platform has far greater reach than Tourism and has provided invaluable oversight of our SPV with observations for improvement in their marketing performance on the biggest and most valuable trade show in the world. I was unable to gain the value of the seminars and workshops due to the role I was restricted to on the stand where multiple tasks of engaging with walk up clients, meeting with clients and activating the Virtual Reality experience were required of me. I recommend that more resource is allocated in future to fully gain the ROI we require on these platforms.

10. ANNEXURES

n/a

FOR FURTHER DETAILS, CONTACT:

DATE	28/11/2019		
NAME	Wendy Van der Byl	CONTACT NUMBER	021 400 9043
E-MAIL	Wendy.vanderbyl@capeto		
ADDRESS	wn.gov.za		
DIRECTORATE	Enterprise & Investment	FILE REF NO	
SIGNATURE :	 		

COMMENT:



EXECUTIVE DIRECTOR: ECONOMIC
OPPORTUNITIES AND ASSET MANAGEMENT

KELCY LE KEUR

NAME KSC LE KEUR

DATE 2019-12-03



MANAGER: INTERNATIONAL RELATIONS

DR. DENVER VAN SCHALKWYK

COMMENT:

NOTED

04/12/2019



DATE

[Signature]

LEGAL COMPLIANCE

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

☐ NON-COMPLIANT

NAME

Joan-Mari Holt

TEL

021 400 2753

DATE

04/12/2019

COMMENT:

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

[Signature]
CITY MANAGER



DATE

☒ SUPPORTED FOR ONWARD SUBMISSION TO:

MAYCO ☒

RELEVANT SECTION 79 OR 80 COMMITTEE



☐ NOT SUPPORTED

☐ REFERRED BACK

COMMENT: