



**REPORT TO: CITY MANAGER**

**TO BE REFERRED BY THE OFFICIAL TO MAYCO VIA THE RELEVANT ECONOMIC  
GROWTH SECTION 79 COMMITTEE [AFTER CONSIDERATION BY CITY MANAGER]**

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**1. ITEM NUMBER**

**2. SUBJECT**

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE  
RSA TRIP UNDERTAKEN FROM 4 NOVEMBER, 2024 TO 8 NOVEMBER  
2024 TO ATTEND THE WORLD TRAVEL MARKET IN THE UNITED  
KINGDOM.**

**ISIHLOKO**

**INGXELO ENGEMVA KOHAMBO OLUYA PHESHEYA/ NGAPHANDLE  
KWEEBHODA ZOMZANTSI AFRIKA OLUTHATYATHWE UKUSUSELA  
NGOWE4 UKUYA KOWE8 KWEYENKANGA 2024 LOKUZIMASA IWORLD  
TRAVEL MARKET E-UNITED KINGDOM**

**ONDERWERP**

**TERUGVOERING OOR DIE REIS NA DIE BUITELAND/BUITE DIE GRENSE  
VAN DIE RSA ONDERNEEM VAN 4 NOVEMBER 2024 TOT 8 NOVEMBER  
2024 OM DIE WÊRELDREISMARK IN DIE VERENIGDE KONINKRYK BY  
TE WOON**

**LSO: R1831**

### 3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	World Travel Market London 2024
OTHER	Attendance of the World Travel Market London conference and the launch the Choose Cape Town campaign on 40 London black cabs which started on 4th November until 30th November. We partnered with the new low cost airline Norse who had their inaugural flight to Cape Town on 28th October. We jointly hosted 100 travel trade and media on the South African Tourism stand at WTM London.
DATE	4th November 2024 to 8th November 2024
VENUE	Excel Exhibition centre, London, United Kingdom
TOTAL COST TO THE CITY	R81,982.88
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
World Travel Market London (WTM London) is the biggest and most influential global travel and tourism show. The show brings together the world's top Tourism Leaders, Airlines, Countries, Cities, Travel Media, Researchers and Innovators to position their destinations and stay on trend with travelers changing demands.

### 4. OBJECTIVE

Attendance of the WTM London conference is imperative to inform our planning for destination marketing. Key information around the biggest source markets of India and China as well as how to market to these destinations was acquired. Global traveller trends and destination performances are also insights workshopped at the conference.

Networking for future marketing opportunities and stakeholder engagements were accomplished. Discussions around positioning for families to accompany delegates for extended stays at the G20 summit next year were held with South African High Commission at their request.

The Launch of the Choose Cape Town Campaign on 40 London Cabs in partnership with Norse Airlines is a big achievement for the city. The offer of a 15% discount on the Norse flight from London Gatwick to Cape Town enables us to track how many bookings were made via this platform. The campaign on the London cabs is helping to create longevity for the outdoor campaign and drive eye-catching broadcast awareness of Cape Town's colourful identity. The value for money is exceptional with the all inclusive cost per side of each cab per day amounted to R314. The Product Contextual Adverts report is available on request.

## **5. OUTCOMES**

Implementing our second major outdoor campaign in an international market has shown us what is possible with a limited budget. The first major outdoor campaign was in Germany in 2021. We were approached at WTM London with similar offers in the USA. Global travel platform Expedia also approached me at WTM London with an offer to partner with equal financial input, their outdoor media platforms are located in the UK and USA but they also have a major global online travel platform and profile destinations on Amazon. Many samples of brochures on food and culture were sourced from leading cities to create our own brochures as the Best City for Food, voted by Conde Naste readers. Important conversations were had with representatives from India Tourism and China Tourism as regards Meeting, Incentives, Conferences, Events (MICE) and attracting their outbound market to Cape Town.

## **6. ACTIONS REQUIRED**

Follow up on the G20 enquiry from the South African High Commission via Rashid Toefy at Western Cape government who is heading up the G20 Finance meeting earmarked for Cape Town.

The London campaign concluded at the end of November 2024 and a report is being prepared with statistics of reach, Norse airline bookings and clicks through to our website [www.thisis.capetown](http://www.thisis.capetown) from the parallel digital campaign. This is a cost effective platform that we will consider using for future campaigns and will refer other partners accordingly.

Stakeholders to be consulted are:

- Air Access who connected us for the Airline partnership
- Cape Town Tourism to share learnings
- Content Partners like the Big 6 attractions who may consider international marketing.

We will also strongly consider cab branding in the USA as well as a partnership with Expedia on future campaigns subject to budget.

## 7. IMPLICATIONS

- 7.1 Constitutional and Policy Implications No ☒ Yes ☐
- 7.2 Environmental implications No ☒ Yes ☐
- 7.3 Financial Implications No ☒ Yes ☐
- 7.4 Legal Implications No ☒ Yes ☐
- 7.5 Staff Implications No ☒ Yes ☐
- 7.6 Risk Implications No ☒ Yes ☐
- 7.7 **POPIA Compliance**

☒ 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 Izani Embassy Joint Venture for the safe-keeping of Traveler's personal information as required by the POPI Act.**

## 8. RECOMMENDATIONS

It is recommended that the feedback report on the trip to World travel Market London 2024, undertaken by Wendy Van der Byl on 4 to 8 November 2024 **be considered and noted.**

### IZINDULULO

Kundululwe ukuba makuthathelwe ingqalelo kwaye kuqwalaselwe ingxelo engemva kohambo oluya kwiWorld Travel Market London 2024, oluthatyathwe nguWendy Van der Byl ngowe4 ukuya kowe8 kweyeNkanga 2024.

## AANBEVELINGS

Daar word aanbeveel dat die terugvoeringsverslag oor die reis na die Wêreldreismark Londen 2024, onderneem deur Wendy van der Byl van 4 tot 8 November 2024, oorweeg en daarvan kennis geneem word.

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### 9. GENERAL DISCUSSION

A further detailed report is attached which provides feedback on the seminars attended that guide our future activity. I also took the opportunity to look at key trends in the exhibition designs at the show that inform our own stand design at World Travel Market Africa. A number of reports are also acquired at the show including the WTM Global Travel Report, Understanding the profile of the Indian Traveler, The Mabrian insights report on India, How to leverage digital word of mouth in China. Key seminars attended included Market insights on the India Surge, Understanding the Power of Chinese Travelers and How Tourism is supporting Economic Growth in Developing Countries. All reports are available on request.

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### 10. ANNEXURES

- A. WTM London feedback evidence report 2024
- B. COCT London cabs PCA Report (05 11 24)
- C. London digital campaign
- D. City of Cape Town route run

### FOR FURTHER DETAILS, CONTACT:

DATE	20/11/2024		
NAME	Wendy Van der Byl	CONTACT NUMBER	0829974845
E-MAIL ADDRESS	Wendy.VanderByl@capetown.gov.za		
DIRECTORATE	Economic Growth	FILE REF No	
SIGNATURE :			

COMMENT:

The ED's signature represents support for report content and confirms POPIA compliance.

SIGNATURE:

NAME RUBY LEONI GELDERBLOEM

DATE

**MANAGER: INTERNATIONAL RELATIONS**

COMMENT:

DR. DENVER VAN SCHALKWYK

SIGNATURE:

DATE

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

**LEGAL COMPLIANCE**

☐ NON-COMPLIANT

COMMENT:

NAME

TEL

DATE

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

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**CITY MANAGER**

☒ NOTED

☒ REFER TO THE MAYORAL COMMITTEE VIA  
THE RELEVANT SECTION 79 COMMITTEE

DATE

COMMENT:

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