



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

**[EXECUTIVE MAYOR AND COUNCILLORS TRAVELLING OUTSIDE THE BORDERS OF  
THE RSA OR INTERNATIONALLY]**

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**1. ITEM NUMBER MC 43/11/24**

**2. SUBJECT**

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE  
RSA TRIP UNDERTAKEN TO NEW YORK FROM 23-29 SEPTEMBER TO  
PARTICIPATE IN THE FACILITATION OF THE 'ONE SMALL WORLD'  
GLOBAL CAMPAIGN TO STRENGTHEN INTERNATIONAL TOURISM  
VOLUMES IN STRATEGIC PARTNERHIPS WITH CAPE TOWN TOURISM  
AND NEW YORK CITY TOURISM AND CONVENTIONS.**

**ONDERWERP**

**TERUGVOERING OOR DIE INTERNASIONALE REIS (BUITE DIE GRENSE  
VAN DIE RSA) VAN 23 TOT 29 SEPTEMBER 2024 VIR DEELNAME AAN DIE  
FASILITERING VAN DIE VELD TOEG "ONE SMALL WORLD" OM  
INTERNASIONALE TOERISMEVOLUMES EN STRATEGIESE  
VENNOOTSKAPPE MET KAAPSTAD TOERISME EN NEW YORK CITY  
TOURISM AND CONVENTIONS TE VERSTERK**

**ISIHLOKO:**

**INGXELO ENGASEMVA KOHAMBO KUMAZWE APHESHEYA/  
ANGAPHANDLE KWEMIDA YASEMZANTSI AFRIKA, OLUQHUTYWE  
APHO LIJOLISE E NEW YORK UKUSUSELA NGOWAMA 23 UKUYA  
KOWAMA 29 KWEYOMSINTSI, UKUTHABATHA INXAXHEBA  
KUQUQUZELELO KWIPHULO 'ELINGEHLABATHI ELINCINANE ELINYE'  
UKWANDISA INANI ELINGABAKHANKETHI BAMAZWE APHESHEYA  
NOBUCHULE OBUNGEZOBUDLELWANE NABEZOKHENKETHO EKAPA  
KUNYE NABEZOKHENKETHO E NEW YORK CITY NANGEENKOMFA**

**R1367**

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### 3. BACKGROUND AND PURPOSE

Alderman James Vos, Mayoral Committee Member for Economic Growth, participated in the global tourism campaign 'One Small World' to promote Cape Town's tourism and economic interests. This trip offered an opportunity to formalise partnerships between Cape Town Tourism, New York City Tourism, and Berlin, under a three-city agreement aimed at boosting tourism and fostering economic collaboration. This is a campaign was initiated by Cape Town Tourism.

The trip was sponsored in full, and Alderman Vos' participation in strategic discussions was crucial for achieving the City's global marketing objectives, enhancing Cape Town's international visibility as a premier destination for both tourism and investment.

The New York trip was highly successful, laying the groundwork for long-term economic and tourism benefits for Cape Town. The three-city agreement, expanded airline partnerships, and strengthened relationships with US stakeholders will drive increased visitor numbers, boost foreign investment, and position Cape Town as a top global city for both business and leisure.

### 4. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	'One Small World' Campaign – Three-City Global Campaign.
OTHER	Key meetings and engagements: <ul style="list-style-type: none"> <li>• South African Consulate in New York</li> <li>• Airline Connectivity Meetings</li> <li>• New York International Conference Centre (NYICC) Site Visit</li> <li>• Signing of the Three-City Agreement</li> </ul>
DATE	23-29 September 2024
VENUE	New York, United States of America
TOTAL COST TO THE CITY	R21 822,53 (SPONSORED)
CITY	New York
COUNTRY	United States of America

ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Alderman James Vos	Mayoral Committee Member for Economic Growth: City of Cape Town
Mr Enver Duminy	Chief Executive Offer: Cape Town Tourism
Ms Tracy Mkhize	Chief Operations Officer: Cape Town International Convention Centre (CTICC) and Chairperson of the Cape Town Tourism Board
Ms Leigh Dawber	Chief Marketing Officer: Cape Town Tourism
Ms Briony Brookes	PR and Communications Manager: Cape Town Tourism

## SUMMARY OF HOST ORGANISATION/CITY

New York City (NYC) is the largest and most populous city in the United States of America. The city is a global hub for finance, culture, media, and international diplomacy. It is also home to global and influential institutions such as Wall Street, the United Nations, and major entertainment industries. The city is composed of five boroughs (Manhattan, Brooklyn, Queens, The Bronx, and Staten Island) and is renowned for its diverse population, iconic landmarks and cultural scene. The city also plays a central role in shaping global financial markets, commerce, and culture – drawing millions of visitors annually.

New York has been a strategic partner of Cape Town Tourism since 2017, and Berlin since 2020. Multiple successful campaigns have built the foundation for this three-party partnership.

The three-party initiative is a world-first initiative; Cape Town, New York and Berlin – three iconic destinations – are now able to pool resources in the effort to grow tourism and trade volumes between three continents.

## KEY MEETINGS AND ENGAGEMENTS

South African Consulate in New York	<p>Alderman Vos held a high-level discussions with the Consul General and trade and investment officers. He presented Cape Town's economic sector performances, investment promotion programmes, and facilitation services. The discussions focussed on:</p> <ul style="list-style-type: none"> <li>• Business Process Outsourcing (BPO)</li> <li>• Technology and Innovation</li> <li>• Marine Manufacturing</li> <li>• Financial Services</li> <li>• Real Estate and Property Transactions</li> </ul> <p>These talks aimed at strengthening trade ties and exploring opportunities for US businesses to invest in Cape Town's growing sectors.</p>
Airline Connectivity Meetings	<p>The delegation engaged with representatives from United Airlines to discuss increasing the frequency of direct flights between Cape Town and major US cities, including New York, Washington, and Atlanta. These routes are essential for improving Cape Town's global connectivity, supporting trade and tourism growth. Discussions also covered the possibility of expanding connectivity to additional US cities, to further facilitate business and leisure travel.</p>
New York International Conference Centre (NYICC) Site Visit	<p>The delegation visited the New York International Conference Centre to understand their operations and sustainability initiatives. This visit led to discussions on potential collaboration between NYICC and Cape Town's CTICC, focusing on knowledge exchange and best practices in event management, sustainability, and operational efficiency.</p>
Signing of the Three City Agreement	<p>One of the key highlights of the mission was the launch activation of the three-city agreement between Cape Town, New York, and Berlin. This agreement is designed to drive joint tourism marketing campaigns and promote economic cooperation between the cities, ultimately leading to increased tourism volumes and expanded economic opportunities for local businesses.</p>
Key meetings with SA Tourism on the 'One Small World' global campaign.	<p>Discussions were held on enhancing the 'One Small World' global campaign to extend market reach and influence North American trade to include Cape Town and Berlin without increasing market spend.</p>

Influencer and travel trade representatives	Several engagements with influencers and trade representatives were held to promote Cape Town as a must-visit city when it comes to itinerary- and content development.
FAM and Media Trips	Various discussions around collaborating with Visit Berlin to organise FAM trips and media trips to produce added value content and extend the campaign's reach.
Cape Town Tourism and New York City collaboration	A meeting between CTT and NYC included best-practice exchanges on initiatives such as Restaurant Week, Theatre Week, and the commercialisation of marketing opportunities.
FIFA World Cup 2026	The City of Cape Town and Cape Town Tourism are exploring opportunities to assist New York in its efforts to host FIFA World Cup 2026

## 5. OBJECTIVE

The objective of Alderman James Vos' trip to New York as part of the 'One Small World' campaign was to promote Cape Town as a leading global tourism destination, formalise the three-city partnership with New York and Berlin, strengthen air connectivity, attract foreign investment in key sectors, and foster knowledge sharing on sustainability. These efforts are aimed at boosting Cape Town's international visibility, driving economic growth, and positioning the city as a global leader in sustainable tourism and events.

## 5. OUTCOMES

The trip to New York provided the following outcomes for the City of Cape Town and Cape Town Tourism:

- **Enhanced Tourism Partnerships:** The signing of the three-city agreement is expected to increase tourist arrivals from New York and Berlin, which will directly benefit Cape Town's local economy, especially in the hospitality, retail and service sectors. Collaborative marketing efforts are now set to target a broader international audience, reinforcing Cape Town's status as a leading global destination.
- **Strengthen Air Connectivity:** Engagements with US airlines were positive, with commitments to explore increasing flight frequencies and expanding Cape Town's connectivity to more US cities. This enhanced connectivity will support the visitor economy and open up new opportunities for trade and business exchanges between Cape Town and US market.
- **Attracting Foreign Investment:** Alderman Vos' presentations to the South African Consulate and US investors showcased Cape Town as an attractive destination for investment, particularly in high-growth sectors such as technology, BPO, and marine manufacturing. This raised interest in Cape Town's economic opportunities, with follow-up engagements planned to convert interest into investment.
- **Knowledge Sharing on Sustainability:** The potential collaboration with the New York International Conference Centre will benefit the CTICC by adopting global best practices in sustainability and operational efficiency. This partnership will further position Cape Town as a global leader in sustainable conferencing and tourism, enhancing its appeal to international event organisers.

## 6. ACTIONS REQUIRED

The following actions have been identified as the next steps:

- **Implementation of the Three-City Agreement:** The next phase involves executing the deliverables outlined in the agreement, which include joint tourism marketing campaigns, partnerships, and promotional activities that will increase international visibility for all three cities.
- **Ongoing Collaboration with US Partners:** Follow-up meetings with the South African Consulate, airlines, and US investors will be scheduled to solidify agreements and convert discussions into practical investment and trade opportunities.
- **Sustainability Partnership with NYICC:** A formal framework for collaboration between the CTICC and the New York International Conference Centre will be developed, focusing on knowledge exchange around sustainability, operational excellence, and international event hosting.

## 7. IMPLICATIONS

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

- ☒ 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 Traveller's personal information as required by the POPI Act.**

## 8. RECOMMENDATIONS

It is recommended that the feedback report on the trip undertaken to New York to participate in the facilitation of the 'One Small World' campaign undertaken by Alderman James Vos from 23-29 September 2024 be considered and noted.

## AANBEVELING

Daar word aanbeveel dat die terugvoeringsverslag oor die reis van raadsheer James Vos na New York vir deelname aan die veldtog "One Small World" van 23 tot 29 September 2024 oorweeg word en dat daarvan kennis geneem word.

## IZINDULULO

Kundululwe ukuba makuthathelwe ingqalelo kwaye kuqwalaselwe ingxelo engasemva kohambo ebelujolise eNew York ukuthabatha inxaxheba kuququzelelo kwiphulo 'elingeHalabathi elincinane elinye iOne Small World', oluqhutywe nguCebakhulu uJames Vos ukususela ngowama23 ukuya kowama29 kweyoMsintsi 2024.

## PLEASE NOTE:

- **FOR OFFICIALS TRAVELLING OVERSEAS FOR COUNCIL RELATED ACTIVITIES, A REPORT TO BE SUBMITTED TO THE CITY MANAGER FOR CONSIDERATION, AND FOR CONSIDERATION OF REFERRAL TO MAYCO VIA THE RELEVANT SECTION 79 PORTFOLIO COMMITTEE.**

## 9. GENERAL DISCUSSION

### 'One Small World' campaign:

Cape Town Tourism, New York Tourism and Convention and visitBerlin launched a three-way destination marketing organisation (DMO) partnership, which debuted the 'One Small World' campaign. Produced by Tape, this joint documentary-style short film dissolves the barriers of time, distance and geography to reveal the essence of TimeOut's top three best cities.

The campaign celebrates the universal themes of cross-cultural differences and inspires connection through shared humanity, embodying the World Tourism Month theme of 'Tourism & Peace'. It also aligns perfectly with Cape Town's inclusivity, sustainability and cultural exchange values. By expanding Cape Town's tourism reach through global partnerships, both supply and demand is stimulated – thereby attracting more visitors and generating economic spinoffs that contribute to the local economy. In essence, the aim of the campaign is to expand Cape Town's reach through global partnerships.

The 'One Small World' travelogue, which lies at the heart of the partnership, will be distributed as a digital content campaign across the three cities' social media platforms. These platforms have a collective of over 4.5 million people and an average organic engagement rate of 3.5% which is 2.4% higher than the industry average. Through the partnership, each city will gain valuable exposure to new markets and increase brand visibility and reach across key networks, including the United States, South Africa, Brazil, Germany, Italy and the UK.

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## FOR FURTHER DETAILS, CONTACT:

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DATE	8 October 2024		
NAME	Ald James Vos	CONTACT NUMBER	021 400 1128
E-MAIL ADDRESS			
DIRECTORATE	Economic Growth	FILE REF No	
SIGNATURE :	James Vos <small>Digitally signed by James Vos Date: 2024.10.31 10:42:32 +02'00'</small>		

**MAYORAL COMMITTEE MEMBER**

ALDERMAN JAMES VOS (Mayoral Committee Member for Economic Growth)

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

COMMENT:

SIGNATURE:

NAME

DATE

James  
Vos

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**MANAGER: INTERNATIONAL RELATIONS**

DR. DENVER VAN SCHALKWYK

SIGNATURE:

DATE

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COMMENT:

Acting Manager while Dr Denver van Schalkwyk  
is on Annual Leave.

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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

TEL

DATE

COMMENT:

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