



**CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD**

**REPORT TO: THE EXECUTIVE MAYOR AND MEMBERS OF THE MAYORAL
COMMITTEE AND CORPORATE SERVICES PORTFOLIO COMMITTEE**

LC21613

ITEM NUMBER

1. SUBJECT

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE RSA
TRIP UNDERTAKEN FROM 02.11.2018 TO 08.11.2018 TO ATTEND THE
WORLD TRAVEL MARKET IN LONDON, UNITED KINGDOM.**

ONDERWERP

**TERUGVOERING OOR DIE INTERNASIONALE REIS (BUITE DIE GRENSE
VAN DIE RSA) VAN 02.11.2018 TOT 08.11.2018 VIR DIE BYWONING VAN DIE
Wêreldreisemark in Londen, Verenigde Koninkryk**

ISIHLOKO

**INGXELO ENGOHAMBO KUMAZWE APHESHEYA/ KWIMIDA ENGAPHANDLE
KWASEMZANTSI AFRIKA EQHUTYWE UKUSUSELA NGOWE-2 UKUYA
KOWE-8 KWEYENKANGA 2018 UKUZIMASA INKOMFA
ENGENTEMNGSI/IMAKETHI KWIHLABATHI KWEZOHAMBO ESE-LONDON, E-
UNITED KINGDOM**

LSU K2249

3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	World Travel Market London, UK
OTHER	Meeting with London & Partners
DATE	2 to 8 November 2018
VENUE	Excel, London, United Kingdom
CITY	London
COUNTRY	UNITED KINGDOM

JMH

ATTENDEE DETAILS

NAME AND SURNAME	DESIGNATION
Wendy Van der Byl	PRINCIPLE PROFESSIONAL OFFICER

PROVIDE SUMMARY OF HOST ORGANISATION / CITY

World Travel Market London is the leading global event for the travel industry to meet industry professionals and conduct business deals. Through its industry networks, unrivalled global reach, WTM London creates personal and business opportunities, providing customers with quality contacts, content and communities. Reed exhibitions is the event organizer and the city of Cape Town is entered into a three-year agreement to host World Travel Market Africa at the Cape Town International Convention Centre. WTM Africa is now in it's 6th year.

WTM London has about 5,000 exhibitors from 182 countries and regions, holding almost one million business meetings with **10,500 senior buyers** – leading to **£3.1 billion** in business deals. Furthermore, ideas are generated at WTM London, with about **100 sessions** taking place and input from **350 senior industry experts**.

4. OBJECTIVE

There were several reasons to attend WTM London, the key one's being as follows:

- To establish if and how the destination is being positioned, marketed and contracted for sales conversion to the primary key source market being the United Kingdom.
- To assess the opportunity for destination branding at this key global event as part of future rights negotiations on the Reed contract via the Events department
- To attend various seminars on Tourism & Water, Halaal Tourism, Inclusive Tourism, Indigenous Tourism, Culture & Heritage, Travel Trends in Middle East and Africa, New Marketing Tools & Trends which impact the WTM Africa program
- To attend the Minister's Destination Investment Symposium to generate investors' interest by creating a favourable business environment.
- Understanding best practice and key challenges to ensure the successful promotion of the destination.
- To establish knowledge exchange and best practice learnings on the marketing model of London & Partners around Tourism, Investment, Study, Film.

All of the above information is applied to parallel programmes co-created between the city and Reed exhibitions for WTM Africa held in April each year ensuring that we are relative, acquire the right speakers /panelists and are favourably comparative and competitive in the global standard of WTM event delivery to industry. WTM Africa is funded by the City of Cape Town in the amount of R3.6m via SPEVCO with a host city rights package. The show is in it's 6th year in Cape Town and growing steadily. A close out report of the 2017 event is available on request.

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5. OUTCOMES

Unfavourable outcomes

- It was disheartening to see no presence of Cape Town or the Western Cape On the South African Tourism exhibition stand without which there is no brand presence for Cape Town at the largest travel trade show in the world in the primary source market.
- A key output for a destination attending WTM London is a trade deal component where by the Destination Marketing Organisation (DMO) engages with the top Travel Trade in the UK market (and trade from other key source markets who are present) to jointly market the destination and it's products and negotiate a full suite of benefits including quantifiable sales to drive an increase in visitor's numbers in addition to awareness. This is missing from our DMO's approach. Whilst our appointed DMO, Cape Town Tourism had two representatives present to participate in the Halaal Tourism seminar and engage with Media, it is crucial to address the Trade Strategy at WTM and other trade shows going forward. If attendance on the SAT stand is deemed too expensive at R90k, what is the alternative solution over and above physical presence to deliver brand visibility and trade engagement? Branding opportunities will be explored by Place Marketing.

Favourable outcomes / opportunities

- High visibility branding is available at WTM London at a cost. Discussions with Reed exhibitions need to be held to negotiate discounted rates as a partner and host city of WTM Africa.
- Trade engagements can and should take place between our DMO which should culminate in Joint Marketing Agreements with the top travel trade. This can be done in 3 ways:
 - Leverage of SAT's JMA's if suitably matched
 - Negotiation of direct trade JMA's by CTT in all key source markets
 - Negotiate in-market representation at a lower cost than attending trade shows
- An opportunity with Cirque du Soleil providing various options that have potential to bring two great brands together. As the Best Destination in the World for Events & Festivals, we hold attractive equity to play host to the best performance brand who have equally exciting proposals as follows:
 - Host the Cirque du Soleil performance at once off cost with ticket sales to city
 - Co-create a short term event using local talent, attracts consultative cost
 - Create long term jobs by identifying an area / park which can be brought to life with a permanent attraction being the co-creation of a theme park with local talent performing and sustainable income generation through operating 365 days of the year.
- Film Tourism is a growing theme at WTM. With the focus on Film in Cape Town, in collaboration with Cape Town Tourism, Wesgro and Film Cape Town, we will introduce this product development feature at WTM Africa 2019. Samples of tours and contacts were acquired for reference and guidance.
- Meeting with London & Partners. Following the UK Trade Envoy visit on 29 August 2019 where a request was made to pursue knowledge exchange endeavours with London & Partners, I met with Fiona Plumptre, Head of Convention Bureau Services at London & Partners to explore the possibility of embarking on a series of Master Classes from London & Partners to benefit

JMH

the Film, Events, Tourism & Investment sectors of Cape Town. These are proposed to be held at the respective annual industry events hosted by the City. London & Partners through their Film London, Visit Britain, Business Growth Programme and event hosting are the pinnacle of excellence. Fiona has requested some background to the Trade Envoy visit and will escalate our request for knowledge exchange. She advised that the core focus of the current Mayor is on investment acquisition from key markets China, USA and Europe. With regards to their Tourism strategy, she indicated that 60% of their budget was spent on familiarisation tours for trade from core markets and Trade deals conducted via Visit Britain.

- Seminars on Inclusive Tourism and Investment proved insightful and content will be used to direct the programme planned for WTM Africa in April including local area tours of community tourism products.
- Reports on Mega Trends, Top 100 Travel Destinations, Destination Water Risk Index provide our team with insights and statistics for content generation as well as the benchmark for Cape Town.

[State the resolutions arising from the event/visit and specify any future possible outcomes.]

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

6. ACTIONS REQUIRED

In respect of WTM London, the following actions and recommendations are made:

- If the city and provincial DMO's will not have a physical presence at WTM London on the national stand in future, alternative branding presence must be explored and negotiated with Reed Exhibitions including video content, digital content and print.
- Clarity is required around the appointed DMO's Trade Strategy to increase visitor's numbers. A methodology which incorporates accurate reporting of the numbers must be defined to track growth and correlation to spend, particularly of City's funds.
- Ongoing communication will take place with London & Partners to secure a knowledge exchange opportunity for the Film, Investment, Tourism & Events sectors annual briefing.
- Water risk Index – Cape Town's resilience (ability to withstand shock events) is important to our investment and place marketing pitches so will be incorporated into the narrative.
- Development of Host City collateral positioning Cape Town as the best destination for Events & Festivals will be progressed to optimise the award status in 2019.
- Inclusive Tourism will feature on the WTM Africa Programme with local area tours featured again in 2019.
- Film Tourism will be introduced through inspiration at WTM Africa 2019 and content generated for FilmCapeTown will be used.

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7. IMPLICATIONS

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

8. RECOMMENDATIONS

Recommended that:

- a) the feedback report on the trip WTM London undertaken by Wendy Van der Byl from 02.11.2018 to 08.11.2018 be noted.

AANBEVELING

Aanbeveel dat:

- a) daar kennis geneem word van die reis na die WTM in Londen deur Wendy van der Byl – PPO: DME (Plekbemarking) van 02.11.2018 tot 08.11.2018.

IZINDULULO

Kundululwe ukuba:

- a) Makuqwalaselwe ingxelo engenqubela emalunga nehambo ejoliswe kwi-WTM ese-London eqhutywe ngu-Wendy van der Byl – PPO: DME (Indawo engeNtengiso) ukususela ngowe-2 ukuya kowe-8 kweyeNkanga 2018.

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9. GENERAL DISCUSSION

Further detail is supplied in the attached annexure depicting evidence of sample materials and reports which add value.

10. ANNEXURES

FOR FURTHER DETAILS, CONTACT:

DATE	16 November 2018		
NAME	Wendy Van der Byl	CONTACT NUMBER	021 400 9043
E-MAIL ADDRESS	Wendy.VanderByl@capetown.gov.za		
DIRECTORATE	Enterprise & Investment	FILE REF No	
SIGNATURE :			




EXECUTIVE DIRECTOR

[COMPULSORY TO INSERT NAME]

NAME

DATE

*Craig Kesson -
31 Dec 2018.*

COMMENT:



MANAGER: INTERNATIONAL RELATIONS

DR. DENVER VAN SCHALKWYK

6/12/2018

DATE

COMMENT:

ACTIONS NOTED



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

COMMENT:

NAME

TEL

DATE

Jean-Mari Holt

021 400 2753

10/12/2018

For information. JMH.



CITY MANAGER

DATE



☒ SUPPORTED FOR ONWARD SUBMISSION TO:

MAYCO ☒

RELEVANT SECTION 79 OR 80 COMMITTEE ☒

☐ NOT SUPPORTED

☐ REFERRED BACK

COMMENT:

Noted.

Lean Muller

From: Fiona Plumpton <fplumpton@londonandpartners.com>
Sent: Wednesday, 21 November 2018 10:30 PM
To: Wendy van der Byl
Subject: RE: Follow up post meeting on 7th November - City of Cape Town

Hi Wendy,

Apologies for the delay. I've passed this to our senior team for consideration, so please bear with us whilst this makes it to the agenda.

Regards

Fiona

From: Wendy van der Byl <Wendy.VanDerByl@capetown.gov.za>
Sent: 14 November 2018 11:58
To: Fiona Plumpton <fplumpton@londonandpartners.com>
Subject: Follow up post meeting on 7th November - City of Cape Town

Good day Fiona,

Thank you for your time on the 7th of November, it was a pleasure meeting you. Following our meeting, please find attached the minutes from our International Relations office of the meeting with the UK Trade Envoy which took place on 29th August, 2018.

To recap topics of our meeting, we seek to create an opportunity for our team and the broader business communities in Tourism, Events, Film and Investment in Cape Town to learn from your team's expertise in positioning of London as global market leaders in these sectors.

Over the course of the next year we have annual engagements with these sectors where we propose including a masterclass conducted by a representative of London & Partners. I would like to get your feedback in principal as to whether or not this is feasible, and if positive, we can move on to the finer details.

I look forward to your response after you have engaged your superiors on the matter as agreed. Please visit our Investment portal for an overview of our progress to date over a period of 2 years. www.investcapetown.com

Warm regards from Cape Town,

Wendy Van der Byl
Place Marketing Unit
Department: Enterprise & Investment
Tel: 021 400 9043



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STAD KAAPSTAD

Disclaimer: This e-mail (including attachments) is subject to the disclaimer published at:
<http://www.capetown.gov.za/general/email-disclaimer> Please read the disclaimer before opening any attachment

To: Wendy van der Byl <Wendy.VanDerByl@capetown.gov.za>

Subject: City of CT Presence of at WTM London

Dear Wendy,

Lovely seeing you the other day especially after we missed each other at WTM London.

In terms of WTM London, I just wanted to flag the feedback I had from a quite a few people I was interacting with on the show floor. Naturally, as WTM Africa's Host City Partner and South Africa's best destination to visit, we have a strong partnership. However, with no presence on the show floor at WTM London, I had several individuals ask me where the City of CT was particularly when they saw the participation of other City's at the show. One comment was actually, "Why does the City of Cape Town not have a table or stand and Durban does?"

I had a few thoughts around what the City could do

- An activation area e.g. VR headsets in a Table Mountain Cable Car in the centre of the Africa Pavilion at WTM London
- Partnership with someone like CSS as a sharing exhibitor
 - Attached what they did this year and I thought it would be amazing if the L was all in the Cape Town Yellow badges and could align with your #LoveCapeTown (attached pics)
- Get a space on the SAT stand – they had an activation with VR on a Wine Tram and I had a few people ask me if that was the City's stand!

We would love to have our Host City Partner at our flagship show and believe it's important for Cape Town.

Do let me know your thoughts and how we can support you as your partner?

Kind Regards,

Megan Oberholzer

Portfolio General Manager

Travel, Tourism & Sports



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34 Culross Road, Bryanston, Johannesburg, South Africa

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E: Megan.Oberholzer@reedexpoafrika.co.za

W: <http://www.reedexpoafrika.co.za/> W: <http://www.africa.wtm.com> W: <http://www.iltm.com> W: <http://www.fibosa.co.za>



10 - 12 April 2019

Cape Town International Convention Centre (CTICC)

7 - 9 April 2019

Moyo, Kirstenbosch National Botanical Gardens



Pleasure!

Yes, following our Director Strat Day in London, we have proposed that Host City's get exposure at other portfolio shows as part of their partnership.

I have not yet got final sign off on it but we are pushing for it!!

Kind Regards,

Megan Oberholzer
Portfolio General Manager
Travel, Tourism & Sports



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Discover our shows!



From: Wendy van der Byl <Wendy.VanDerByl@capetown.gov.za>
Sent: Friday, 23 November 2018 8:46 AM
To: Megan Oberholzer <Megan.Oberholzer@reedexpoafrika.co.za>
Subject: RE: City of CT Presence of at WTM London

Hi Megan,

Thanks for this, I will include it in my report. Can you supply any info about the Reed Strategy going forward with host cities getting opportunity in each other's shows. i.e. Brazil, London, Dubai having opportunity at WTM Africa and Cape Town having opportunity at the WTM they host.

Regards
Wendy

From: Megan Oberholzer <Megan.Oberholzer@reedexpoafrika.co.za>
Sent: Thursday, 22 November 2018 10:48 PM

ANNEXURE TO TRIP REPORT – WTM LONDON & MEETING LONDON & PARTNERS

SAMPLES OF MARKETING COLLATERAL & REPORTS

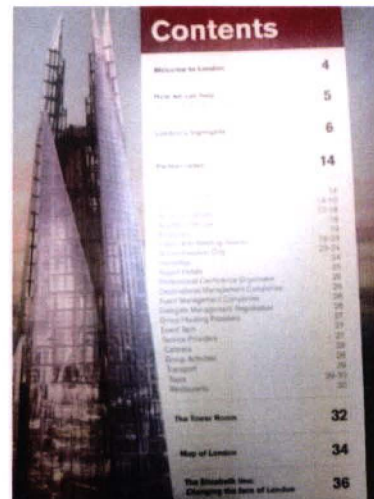
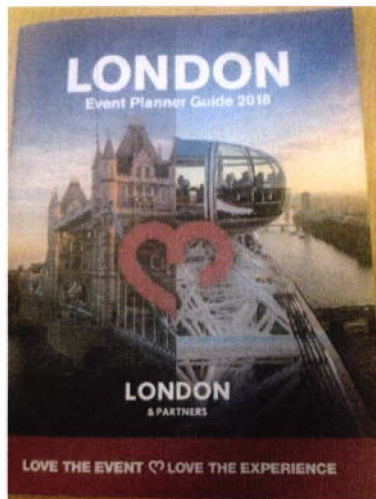
FILM TOURISM – supplied to Film Unit and CTT.



INVESTMENT Collateral – supplied to The Hub Team and Head of Investment.



EVENTS – HOST CITY COLLATERAL. In development by Place Marketing.



EVENT – DESTINATION OPPORTUNITY. For consideration by Events and E&I teams.



WATER IN TOURISM - CAPE TOWN LISTED AS EXTREMELY HIGH ON RISK REGISTER

ITP Destination Risk Index circulated to Resilience team, Tourism & CTT.

ITP Destination Water Index

Destinations With Highest Current and Future Water Stress

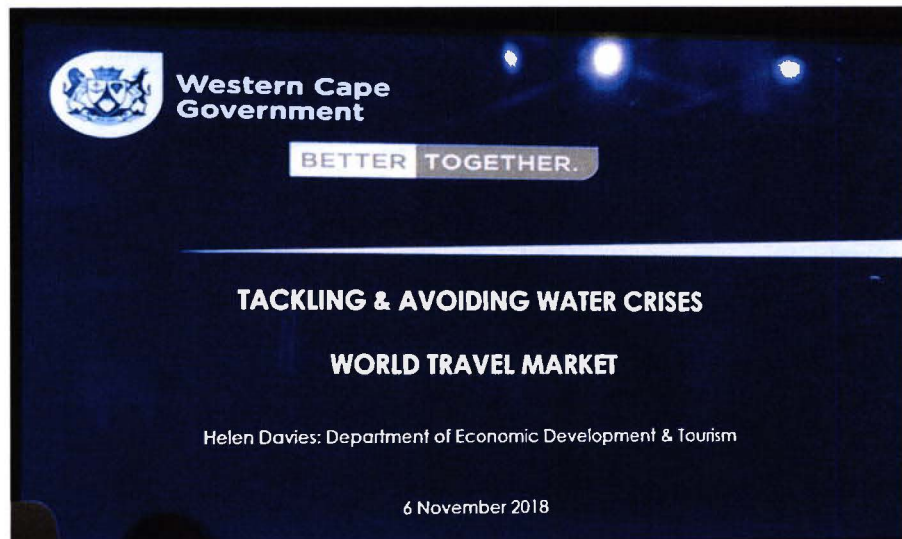
Location	Country	Water Risk Premium Tier (Year 1)	Risk Premium Relative to current Price (multiplier factor - Year 1)	Water Risk Premium Tier (Year 5)	Risk Premium Relative to current Price (multiplier factor - Year 5)
Surabaya	Indonesia	Extremely high	64.2	Extremely high	60.8
Bali	Indonesia	Extremely high	15.9	Extremely high	15.6
Jakarta	Indonesia	Extremely high	12.9	Extremely high	12.4
Mumbai	India	Extremely high	23.1	Extremely high	18.8
Bangkok	Thailand	Extremely high	12.5	Extremely high	12.9
Delhi	India	Extremely high	44.2	Extremely high	40.6
Bandung	Indonesia	Extremely high	14.2	Extremely high	13.7
Cape Town	South Africa	Extremely high	14.4	Extremely high	13.4
Pattaya	Thailand	Extremely high	11.2	Extremely high	11.5
Cairo	Egypt	Extremely high	20.3	Extremely high	14.3

Trucost ESG Analysis

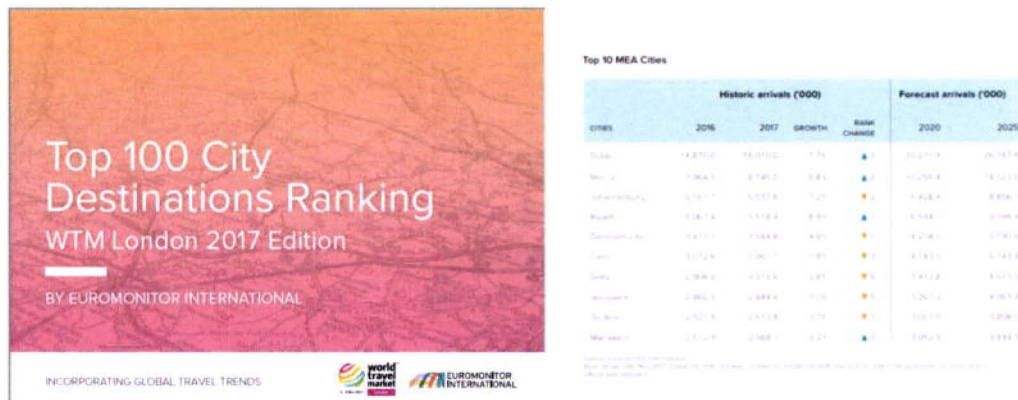
Source: ITP Destination Water Risk Index - August 2011

- These risk premiums are 64 times more than the current water bill
- Representing the full value of water for that site.
- Risk associated includes quality and quantity of water
- This means hotels in these locations could incur operating costs of 11 to 64 times more than the current cost of water

WATER IN TOURISM PRESENTATION BY WESTERN CAPE GOVERNMENT.



GLOBAL CITIES DESTINATION RANKING – CAPE TOWN DOES NOT FEATURE IN TOP 100. Report circulated



MEGA TRENDS SHAPING THE FUTURE OF TRAVEL – Report circulated.



INCLUSIVE TOURISM

London – The creation of shared value is not only important for South Africa's tourism industry, but is part of the country's inclusive development plan, according to Minister of Tourism Derek Hanekom.

During a panel discussion at World Travel Market (WTM) London, he told the audience that expanding the pool of economic and social value in the tourism industry will enable the creation of a “bigger pie” of revenue and profits.

During the panel discussion Harold Goodwin, WTM's advisor on responsible tourism, said the demand for experience travel is growing. It is not just about having a holiday anymore. For him it is about how the business of tourism is done and if it also involves local communities.

“Inclusive growth in tourism and responsible tourism are not just glib concepts. It is about shared value in action – not just about theory,” emphasised Hanekom.



INVESTMENT SUMMIT

UNWTO and WTM Ministers' Summit:
Investors say working with government is like
'dancing with a gorilla'

NOVEMBER 7, 2012 | @wtm | #IdeasAreVMEre



Private sector entrepreneurs who invest millions in travel have asked tourism ministers at WTM London - the event where ideas arrive - to cut red tape and help them support new business ventures.

Speaking at the UNWTO and WTM Ministers' Summit, a panel of technology investors told the politicians that they want a 'framework for innovation'.

Alexis Bonte – who is Venture Partner at investment firm Atomico and Chief Executive and Co-Founder of games company eRepubliks Lab – said: “Working with government is like dancing with a gorilla. Make it more efficient.” He said if governments “flip flop”, then investors don't know what the rules and regulations are, so they are less likely to put money into new technology firms.

<https://news.wtm.com/unwto-and-wtm-ministers-summit-investors-say-working-with-government-is-like-dancing-with-a-gorilla/>

FUTURE BRANDING OPPORTUNITIES TO DRIVE AWARENESS

WTM London has about 5,000 exhibitors from 182 countries and regions, holding almost one million business meetings with **10,500 senior buyers** – leading to **£3.1 billion** in business deals.

Furthermore, ideas are generated at WTM London, with about **100 sessions** taking place and input from **350 senior industry experts**.

Opportunities will be explored by Place Marketing & Events with Reed Exhibitions. Reed have confirmed that they are looking at an exchange model between WTM South America, WTM London, WTM Asia and WTM Africa whereby host cities get exposure in the full circuit through media exchange without costs. (See email attached from Reed GM)



Advertising & sponsorship

There are many advertising and sponsorship opportunities at WTM London. Get in touch with your Sales contact for further information.

[SEE OPPORTUNITIES](#)



Get PR & media coverage

Promote your company and gain global media exposure just by getting in touch with our Press & PR team with your stories.

[GET FREE COVERAGE](#)



Social Media Promotion

Do you have a new video that you want to promote? Or an interesting blog or piece of news? We can help you!

[FIND OUT HOW](#)

USE OF FILM / VIDEO ON STANDS

This is a major shift in the exhibition space with all the major destinations using very large LED screens with moving imagery to showcase their attractions.

We will endeavor to simulate some of this technology at WTM Africa through the use of content already in the Barberstock digital library as well as partners, CTT content.



