



# Cruise Cape Town

Cruise Cape Town is a collaboration between Wesgro and stakeholders such as City of Cape Town, Department of Economic Development (DEDAT), SAMSA, Transnet and V&A Waterfront.

The opportunity for Cape Town and the Western Cape is to take advantage of the growth in demand from consumers and corresponding growth in supply by cruise companies. This opportunity has also been highlighted in DEDAT's Western Cape Tourism Blueprint 2030. The destination and the tourism

value chain can benefit from cruise visits through onshore spending, shore excursions and tours, and in-port spending (i.e. purchase of certain food items, flowers and wine). Other opportunities include employment for local crew and workers such as shipbuilders, welders, and electricians.

## The significant economic benefits for a destination arise from five sources:

1. On-shore spending by cruise passengers and crew;
2. Shoreside staffing of local offices of cruise liner companies for marketing and tour operations;
3. Expenditures for goods and services necessary for cruise operations;
4. Spending by the cruise lines for port services;
5. Expenditures for maintenance.

## Purpose:

The purpose of the Project is to increase the cruise economy in Cape Town and the Western Cape. The Project aims to improve the Western Cape's

competitiveness in the cruise industry and to support tourism in order to stimulate economic growth and job creation.

## The mandate and the broad priority focus areas for Cruise Cape Town are:

1. Recovery & Retention of cruise visits
2. Removing constraints (incl. infrastructure development, immigration processes, dredging of berths)
3. Solving for flexibility (traffic, etc.)
4. Promotion of & increasing regional spread for the Western Cape.

## Desired Impact:

Cruise Cape Town aims to achieve an increase in cruise liner visits and an increase in international and local passengers, which in return will achieve the below impact over the next 3-5 years:

- Job creation
- Increase in tourism spend
- Increase in GDP
- Downstream impact for goods and services such as food and beverages, fuel, insurance, financial, business services, entertainment industries.
- Upstream impact for airlines, travel agents, port service providers, local businesses, hotels and hospitality

Based on the ship operator bookings for October 2022 until May 2023 we are expecting a strong recovery performance for the 2022/2023 Season.