

discover the city with a new all access pass

Alan Winde, Minister of Economic Opportunities, responsible for Tourism, Economic Development, and Agriculture will officially launch the [Cape Town Pass](#) at Africa's Greenest Hotel, [Hotel Verde](#).



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Co-owner and founder of the Cape Town Pass, Marnus van Niekerk, is no stranger to innovation and pushing the boundaries of technologies. After all, he was one of the brains behind South Africa's leading sports and events online booking system [Ticketpro](#) and involved with multiple other technologies such as [HiTech-Doctors](#), Mastercare, and iVeri to name a few.

"I wanted to develop a seamless platform, with the utmost convenience, for local and international visitors, that would make Cape Town more accessible and showcase what this fantastic destination has to offer. When [WESGRO](#) endorsed the product it became an even bigger project and we are now working on making the Western Cape even more attractive and affordable for tourists and the conference industry alike" said Van Niekerk, CEO of The Cape Town Pass.

Cape Town Pass is a single purchase, digital access pass that allows tourists and conference delegates visiting the City to experience the very best that Cape Town and the Western Cape has to offer, with the ultimate in convenience – a single card, on a smartphone that allows entry and includes fast-track access to all of the very best attractions, as well as discounts at restaurants and adventure activities in and around Cape Town. Cape Town Pass is further extended with a Regional Pass that include the five regions of the Western Cape. With a few keystrokes, CTP users can discover what events and activities are happening in the five regions around Cape Town, local sales, and special offers and even buy tickets, all in one go.



"We are excited about our partnership with CTP and confident its added value will mean visitors spend a lot less time queuing and more seeing and experiencing all this city and the beautiful Western Cape regions have to offer." – Tim Harris, WESGRO CEO.

Cape Town Pass will both be aimed at the local and international tourist markets and will be available through a distributed network of affiliates. Cape Town Pass wishes to involve the Bed and Breakfast, Guesthouses, shops, conference and event organisers and other establishments in this very simple and straightforward way to both associate with a brand such as Cape Town Pass and to also make money out of it at the same time.

Passes can be conveniently downloaded and stored directly on your smartphone using our [free App](#), printed at your home or office or simply collected from our office in Cape Town. Cape Town Pass is a Proudly South African company, a fully accredited member of Cape Town Tourism and officially endorsed by WESGRO as the official tourist and delegate pass for Cape Town and the Western Cape.

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