

Cape Town sees a rapid increase in domestic flight routes

The World Economic Forum has [reported](#) that Covid-19 has potentially set the global tourism industry back by 20 years with 120-million jobs on the line. The South African government has previously reported that tourism created [1.5-million direct and indirect jobs](#) in South Africa in 2018 alone - many of those jobs are now at risk, if they have not already been lost. However, with Level 1 lockdown regulations firmly upon us and a partial opening of South African's borders, Cape Town Tourism has reason to hope that things will bounce back relatively quickly.



"We are already seeing the positive effects of the relaxation of lockdown regulations. Our insight from TravelStart, who we have partnered with on a Domestic focused campaign, shows that the Johannesburg to Cape Town air route has been selling out daily. This is a huge success for us as a destination grappling to come to terms with the adverse effects of the lockdown and Covid-19," says Enver Duminy, CEO of Cape Town Tourism.

Other stats from TravelStart show that all routes to Cape Town are selling at higher rates than routes to any other city in South Africa, and that these sales are 15% quicker than the Johannesburg to Durban route.

"Everyone is fighting for a piece of the tourism pie, but we know that, locally, we are a popular destination as travellers look for a place that offers a little bit of everything - beach, mountains and nature. This is why we recently also launched a self-drive domestic campaign together with Flight Centre. This campaign showcases Cape Town experiences that could be quite easily mistaken for their international counterparts. So, even though you may not be able to travel overseas, you can have an 'international travel experience' right on your doorstep. We are also launching a series of videos where multinational and multicultural teams are given R150 to explore Cape Town's authentic neighbourhoods. The focus will be on the great value, enjoyment, discovery, and the unique experiences that Cape Town has to offer," Duminy says.

Campaigns

This keen interest in Cape Town comes after a long lockdown during which South Africans were not even able to leave their respective provinces and international visitors were not allowed in. To keep interest high in the destination, Cape Town Tourism launched its "We Are Worth Waiting for!" campaign that detailed all the beauty, culture, food, nature and more that the Mother City has to offer. This campaign made it to Rough Guide's list of [12 of the best virtual tourism campaigns](#) and it continues to entice visitors and wet the appetite of those not yet willing or able to travel. Cape Town Tourism are keeping the love affair travellers have with Cape Town alive and reminding them that when they are able to visit, they will be welcomed warmly.

"We are hopeful that as borders slowly start to reopen, potential visitors will take the leap and enjoy some travel after being at home for many months. The benefits of travel - especially now as we navigate one of the toughest periods to hit the tourism industry in modern times - go beyond what the traveler gets out of it. The economic benefits of travel cannot be understated - taking a holiday can actually save someone's livelihood and in turn will save our tourism industry," says Alderman James Vos, mayoral committee member for economic opportunities and tourism at the City of Cape Town.

"September is Tourism Month and usually a month to celebrate all the things that the tourism industry allows us to do. This year, however, it's a month where we would like to reflect on how the smallest of holidays or trips or spending can make the biggest impact. As Cape Town Tourism, we are urging people to support our industry, support businesses and establishments where possible, and do so safely, knowing that while they are enjoying themselves, they are also making a positive difference in the lives of so many. Only if we work together can we rebuild our tourism industry," Duminy says.

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