



With rains falling Tollman continues: *“Now more than ever is the time to come and see for yourself that the Cape is waiting and ready to provide a wonderful and unique experience – one that has, and will continue, to make Cape Town a dream location for tourism, investment and trade. Throughout this period, we have coordinated as an industry to share the latest, expert information, and our current status is that for the first time dam levels for the Western Cape are well ahead of the previous year. Globally, with over 120 cities facing risks of water scarcity, Cape Town has garnered unprecedented interest and respect in how the city’s water crisis has been managed, making the city a leader in water-wise, smart solutions for sustainable urban growth and development. Whether you are looking to investigate trade and investment opportunities, business travel or simply enjoy a break, now’s the time to do it,”* Tollman states.

This consensus view is echoed by Danny Bryer of Marriott as well as Keith Randall, CEO of the Hospitality Property Fund and Michael Nel, General Manager of Red Carnation Hotel Group.

A variety of initiatives across the hospitality sector, including hotel groups such as Red Carnations Hotel Group, Protea Hotels by Marriott and many others, have adopted water-wise principles which are enjoying an enthusiastic response from guests.

*“Our Hotels and businesses in Cape Town have adapted to a new normal of water-wise tourism, and we are pressing ahead both as individual businesses and collectively as an industry to ensure tourism sustainability is in tandem to experience in the tourism delivery,”* Tollman concludes.

Additional information:

Tourism contributes to a multi-billion dollar sector that supports over 300,000 direct and indirect jobs in the Western Cape Province, of which Cape Town represents the jewel in South Africa’s crown.

The new water programme by the city of Cape Town includes ground water abstraction from underground aquifers, temporary desalination and re-claimed/re-used water, which already supplies 12 percent of the city's daily usage, and would increase to more than 45 percent within a year. With dam levels well up now on the previous year, continued water wise efforts by the local population, and good winter rains, the situation is expected to much improved and these additional measures may simply be back up and safety systems for the future.