

PROVINCE WINS

Cape Town trumps the meetings competition

Joseph Booyesen
BUSINESS REPORTER

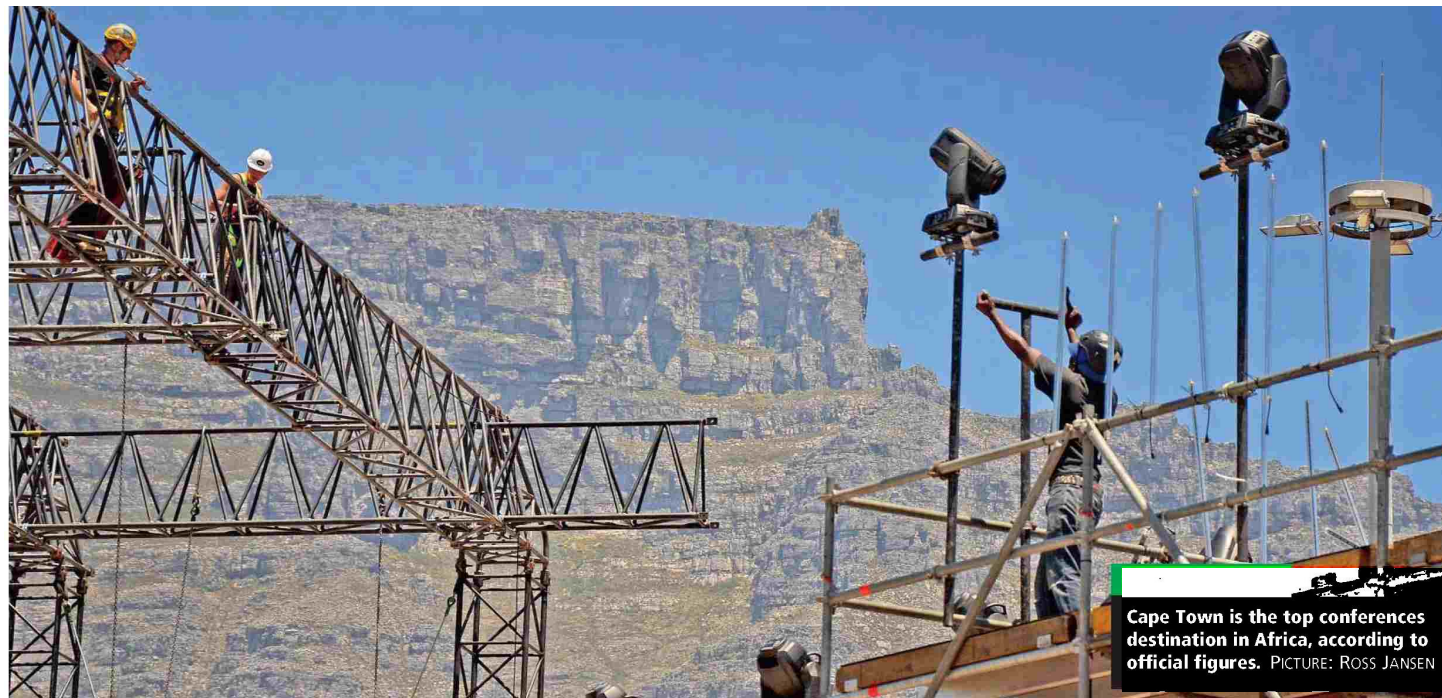
CAPE Town and the Western Cape have claimed top spot for conferences in Africa.

South Africa maintained its number one spot in the African meetings category, followed by Kenya and Morocco, according to International Congress and Convention Association figures for last year, released last week. Cape Town was the ultimate winner with Durban second and Nairobi third in the African city rankings. Stellenbosch was 10th.

Cape Town, in relation to its partners in the BestCities Global Alliance (Berlin, Chicago, Copenhagen, Dubai, Edinburgh, Houston, Melbourne, Singapore and Vancouver), fared well at 52nd, behind Melbourne at 44th and Vancouver at 38th.

The region's impressive results are attributed to its award-winning international airport and convention centre, world-class infrastructure and

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Cape Town is the top conferences destination in Africa, according to official figures. PICTURE: ROSS JANSEN

its vibrant destination appeal.

Megan Arendse, general manager for commercial and business development at the Cape Town International Convention Centre, said the rankings bore further testament to Cape Town's appeal as one of the world's leading convention destinations and the leading destination in Africa.

"The centre's imminent expansion

is set to enhance Cape Town's value proposition, as it will attract a greater number of international association conferences... thereby enhancing economic growth and job creation."

The Cape Town and Western Cape Convention Bureau, a division of Wesgro, the official tourism, trade and investment promotion agency for the province, has been working closely

with its BestCities Global Alliance partners to source leads and bid intelligence. The bureau has also strengthened relationships with local professional conference organisers by providing stronger marketing support for building attendance and on-site event services.

Nils Flaatten, chief executive of Wesgro, said the rankings were thanks

to the city's world class facilities, dynamic product and service offerings and unwavering professionalism. "Without our stakeholders and partners this would not have been achieved."

The International Congress and Convention Association has more than 850 members in over 80 countries.

joseph.booyesen@inl.co.za