

Cape Town Wins Oscar at World Travel Awards

Cape Town has been announced as Africa's leading destination by the prestigious World Travel Awards in Durban last night (May 12, 2008).

Executive Deputy Mayor of Cape Town, Cllr Grant Haskin accepted this top global tourism industry award (the "Oscar" of the industry) on behalf of Cape Town and all its partners.

"This award recognises the tireless work of a team, striving towards one objective – Cape Town as the top global travel destination because of our superb products that are presented in a variety of perspectives and in a responsible manner, producing tourist ambassadors the world over," said Deputy Mayor Haskin.

"This is the best legacy we can leave for Capetonians, before, and after the 2010 FIFA Soccer World Cup™."

The World Travel Awards were established in 1993 to acknowledge, reward and celebrate the enormous achievements in all sectors of the global travel industry. Travel professionals and their clients regard the awards as the best endorsement that any travel product could receive. Globally, it is considered the Oscars of the travel industry. The spectacular awards ceremony was held at the Inkosi Albert Luthuli Convention Centre (ICC) in Durban.

Councillor Simon Grindrod, Cape Town's Mayoral Committee member for Economic, Social Development and Tourism said: "This award further consolidates the position of Cape Town as a world-class tourist destination. Credit must go to our local hospitality industry for working so hard to provide an excellent tourist offering in terms of product and service."

Mansoor Mohamed, City of Cape Town's Executive Director for Economic Social Development and Tourism said: "This award will help Cape Town to become more globally competitive as a tourism destination. Cape Town has built and maintained excellent tourism infrastructure and remarkable experiences. We are constantly improving our environmental assets, and we are building skills and improving opportunities in our tourism sector. Our visitor safety record is amongst the best in the world."

“To win this important award in the run up to 2010 is further proof that Cape Town is ready, willing and able to produce a World Cup experience second to none for all who visit our beautiful City.” emphasised Haskin with full support from all the relevant partners.

Calvyn Gilfellan, Chief Executive of Cape Town Routes Unlimited remarked: “The award is a wonderful recognition of the excellence of our tourism industry, travel products and our beautiful destination, undoubtedly one of the most exquisite places in the world.”

Mariette du Toit Hembold, CEO of Cape Town Tourism, stated:” Cape Town launched cutting edge visitor services technology that includes state of the art touch screen systems and builds upon Cape Town’s sophisticated image as a world class destination. Cape Town Tourism would like to thank the dynamic and passionate tourism industry, stakeholders in local, provincial and government including organisations like Cape Town Tourism and Cape Town Routes Unlimited (CTRU) and the City of Cape Town who are first and foremost proudly Capetonian. Working together tirelessly as Team Cape Town.”