

sharing moments that made an iconic attraction

The Cape Point Partnership with Thebe Tourism Group celebrated 20 years of the Cape Point concession at a glittering event and unveiled their Cape Point Moments campaign.



Cape Point's most memorable moments were told through a customised installation, with stories of navigation, nature conservation and the legend of the Flying Dutchman reflecting the site's rich history. Guests were treated to an immersive storytelling experience, with the sights and sounds of Cape Point creating a sensory-guided journey. The installation brought the scenic views, infamous storms and beautiful fynbos of the majestic attraction to life.

"We are thrilled to be celebrating 20 years of the concession. Unveiling the #CapePointMoments campaign of story-sharing at the same time is a truly memorable experience - Cape Point's past is full of fascinating stories, and we have rounded up 12 of the most epic of these moments to show what has made the iconic site what it is today, and are looking forward to sharing these stories with the public," says Judiet Barnes, Thebe Tourism Group and Cape Point's marketing manager.

Thebe Tourism Group became the sole owner of the Cape Point Concession in November 2015. Located in the Cape of Good Hope section of Table Mountain National Park, Cape Point is recognised as one of South Africa's key tourism attractions. Facilities include the Flying Dutchman funicular, the Two Oceans Restaurant and three retail shops. Cape Point Partnership with Thebe Tourism Group was recognised for its contribution to SANParks when it was awarded the SANPark's Kudu Award for Business Partner of the Year earlier this month.

Thebe Tourism Group CEO Jerry Mabena handed out awards to several Cape Point staff members, one of whom started his career there 19 years ago.

“Thebe Tourism is excited to be involved in this valuable storytelling journey with Cape Point. These Cape Point Moments will help to spread the history of this world-class tourist attraction and further enhance the Cape Point experience,” says Thebe Tourism Group CEO Jerry Mabena.

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