

# Three cities agreement aims to enhance urban tourism

The Three Cities Alliance sees Cape Town Tourism, Durban Tourism and Johannesburg Tourism putting their combined resources into a national partnership in order to promote the urban tourism offerings of South Africa.

The Three Cities agreement introduces a new age for collaboration on domestic and international marketing campaigns, information distribution, marketing collateral and online campaigns, events and trade shows, as well as shared knowledge on an executive level.

In terms of domestic marketing, the three cities will collaborate to leverage local events and align events calendars where possible, promoting each other's events and short city break packages.

## A recognition of synergies

Phillip Sithole of eThekweni municipality's business support and tourism said: "Durban, Johannesburg and Cape Town are three different but corresponding brands harnessing our assets individually and collaboratively. The joint marketing agreement is a formal recognition of our synergies and will go a long way to present a conducive and integrated city tourism experience for both domestic and international travellers."

"Joburg Tourism and our partners are committed to working with Cape Town, Durban and South African Tourism to showcase our vibrant cities as urban areas in evolution that can be counted amongst the world's cities of the future. In so doing, we believe South Africa and its urban centres can attract a much more substantial segment of the world's urban travellers," said Phelisa Mangcu, acting CEO of Joburg Tourism.

## International visitors seek urban tourism

CEO of Cape Town Tourism, Mariëtte du Toit-Helmbold, said; "Cape Town, Durban and Johannesburg started the journey of urban tourism collaboration a year ago and the endorsement of our national partners at South African Tourism heralds the era of a new way of marketing South Africa internationally. The United Nations World Tourism Organisation's research shows that up to 80% of international tourists are in search of urban tourism - exploring diverse cultures and experiencing a country through the entry and viewpoint of its cities. In a world where cities are the true players in a competitive global economy, culture is extensively being recognised as an expeditor of economic and urban progress."