

# CoCT, Cape Town Tourism partner to boost in-destination marketing

The City of Cape Town (CoCT) has appointed Cape Town Tourism for in-destination, visitor services and tourism marketing. With this service delivery agreement, the CoCT



To provide visitors and locals with tips on things to do and places to see on a pocket-friendly budget, Cape Town Tourism has introduced a guide on 'Pocket-Friendly Tourism'.

While the CoCT and Cape Town Tourism play a supportive role in ensuring visitor safety and comfort across the city, the responsibility of policing is primarily that of the South African Police Service as the lead agency.

Meanwhile, in partnership with the Department of Tourism and Cape Town Tourism respectively, CoCT has deployed additional Tourism Safety Monitors and TravelWise Ambassadors to tourist hotspots across the city. It is hoped that these measures will enhance the visitor experience and improve the safety of tourists. Their tasks will include offering recommendations to tourists visiting various popular sites, patrolling identified tourist hotspots to ensure they are safe and reporting any incidents to relevant enforcement agencies.

For more, visit: <https://www.bizcommunity.com>