

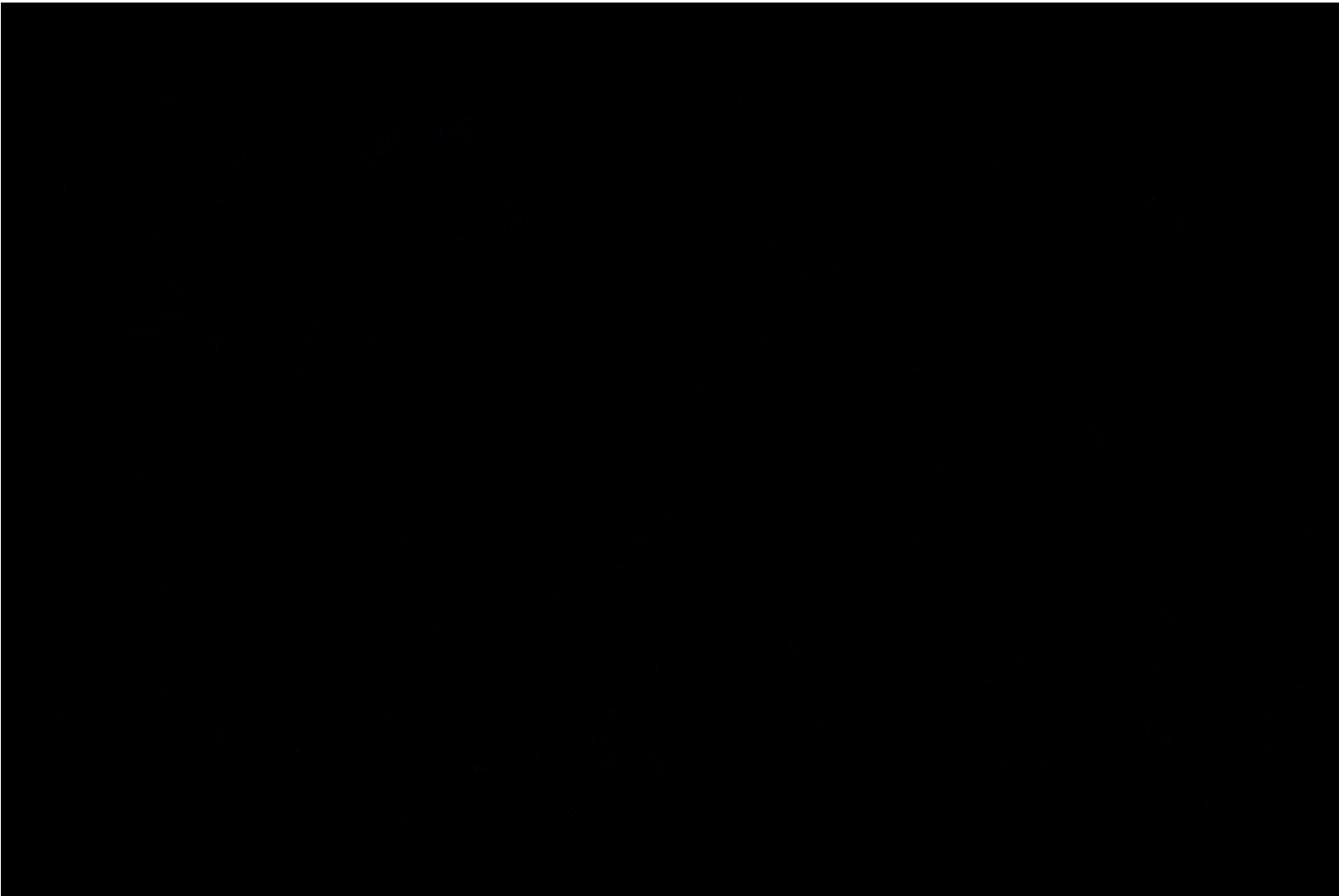


WESGRO

THE WESTERN CAPE DESTINATION MARKETING,
INVESTMENT AND TRADE PROMOTION AGENCY –
SOUTH AFRICA

DESTINATION MARKETING

Presentation to TAE Tourism Plenary Meeting, 26 April 2013

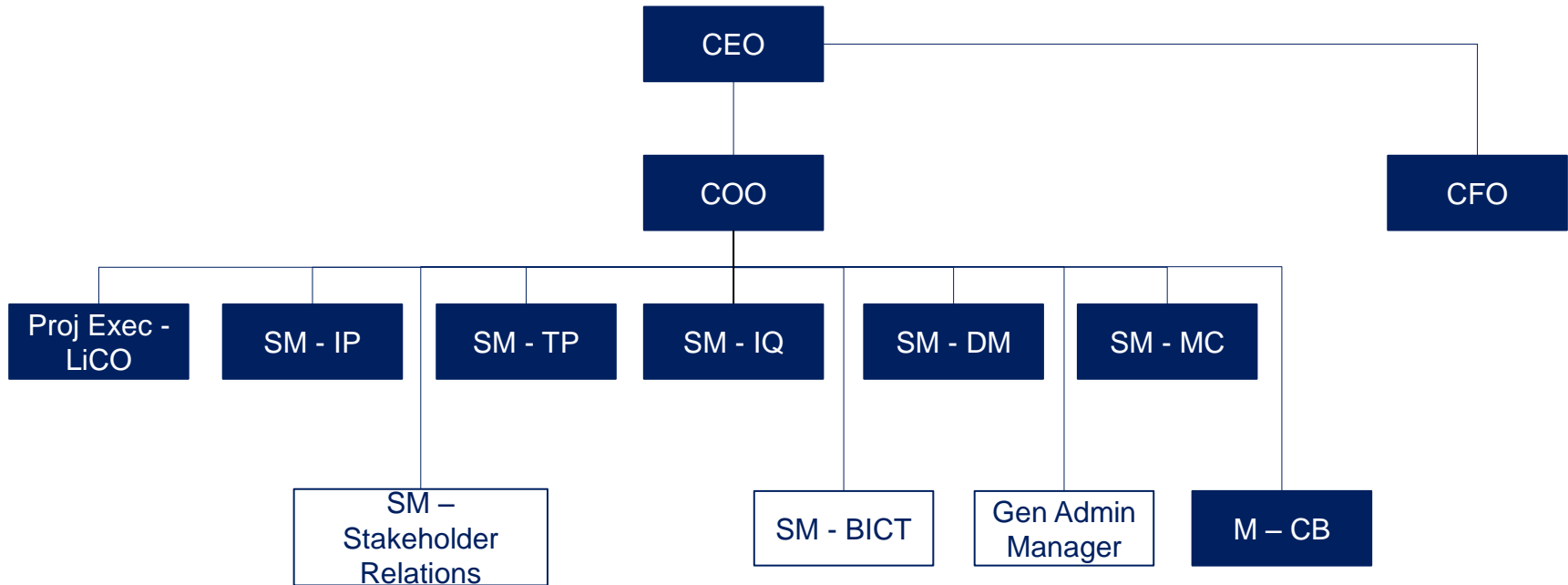


It has been 12 months and 25 days! What has Wesgro done?

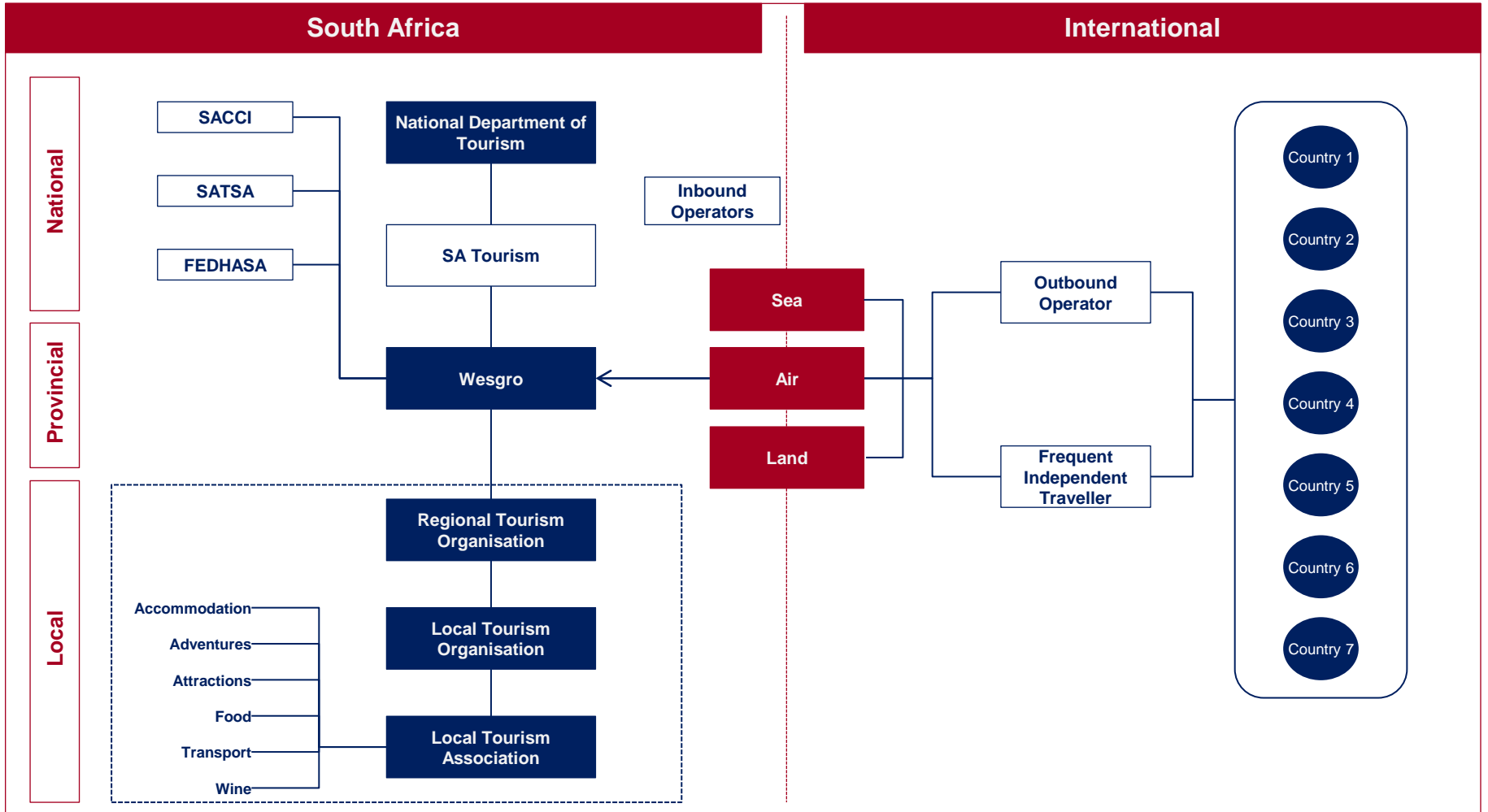
Background

- CTRU and Wesgro Board of Directors delegated individual members to participate in a Joint Working Committee (JWC)
- Cabinet of the Western Cape Government gave 'in-principle support' for integration
- JWC signed the following documents:
 - Memorandum of Understanding
 - Memorandum of Agreement
 - Finalised a high level budget, and
 - Transferred the Annual Performance Plan to Wesgro
- Section 197 of the Labour Relations Act came into force
- 2nd April 2012 all permanent employees from CTRU transferred
- 22nd April 2013 Last CTRU Board Meeting, all legal financial and fiduciary responsibilities hand over to Wesgro Board
- Final stage of amending the Wesgro Act
- Wesgro responsible for 2 Boards Of Directors and 4 sub-committees each

Structure (post-the Integration)



Tourism Institutional Landscape





Cooperation with SA Tourism platforms

- Hosted a **FAM**iliarisation **Tour** for SA Tourism CEO (April 2013). He visited V&A Waterfront, Spice Route, La Motte & Drakenstein Prison, and others.
- Participate in international destination marketing trade shows:
 - World Travel Market 2013 (joint planning, media and execution with Cape Town Tourism)
 - International Travel Bourse – Berlin 2013 (joint planning, media and execution with Cape Town Tourism)
 - Moscow International Tourism and Travel Expo 2013
 - SAT Brazil and Argentina Road show 2013
 - SAT China Road show 2013
 - SAT India Road-show 2013
 - Indaba 2013 - Durban (all 6 regions participated on a single platform)
 - New York Times Travel show
- ETEYA Diagnostic Site Visits – SAT development and marketing initiative in partnership with provincial tourism authorities, TEP, TGCSA and NDT
- Escape to the Cape ETEYA winner in 2013



SOUTH AFRICA

Co-Hosting of Media, Trade and Film Crews

Market	Type	Detail
China & Hong Kong	Eat & Travel Weekly	Destination article in ETW Hong Kong, the first weekly magazine to specialize in featuring food and travel - weekly circulation of 180,000 in Hong Kong & Southern China
France	Journalist	Biba Magazine (women's magazine with 500,000 monthly copies) & Voiles & Voiliers (sailing magazine with 100,000 copies) - township, cultural, sunset concert activities
Germany	Trade	Met with Albin Loidl, Director of Holiday Land Franchise Management of Thomas Cook -supported with destination DVD, imagery, farewell at Taj Hotel for 20 Thomas Cook Agency owners and 2 Thomas Cook Reps
Italy	Trade/Crew	“iFundi” marketing tool –online training for Italian travel agents to become experts of the destination - shoot many short videos in our destination including highlights, culture and lifestyle experiences
Italy	Media TV Crew	Italian national network (1.6 - 2 million viewers) - Gekofilm “Dreamsroad” TV program – 2 episodes positioning SA as easy, affordable and trendy travel destination – travel by motorcycle from Eastern Cape to the West Coast
Italy	Fashion photo shoot film crew	PR Agency – 1 day fashion shoot, V&A and Cape Town
Italy	Travel Trade	Co-hosted SAT Italy educational trip - Cape Town & Western Cape leg - facilitated shark cage diving and Table Mountain activities – 41 delegates
Italy	Trade	Destination welcome and support for 2nd top performing Italian tour operator, Il Diamante - training educational including flights - contracts with Wilderness Tourism - contributing to social upliftment programs such as ILISO Care Society for 7 years - donate R100 for every Italian tourist - hand over of R71,5000 in Sep 2012



SOUTH AFRICA

Co-Hosting of Media, Trade and Film Crews

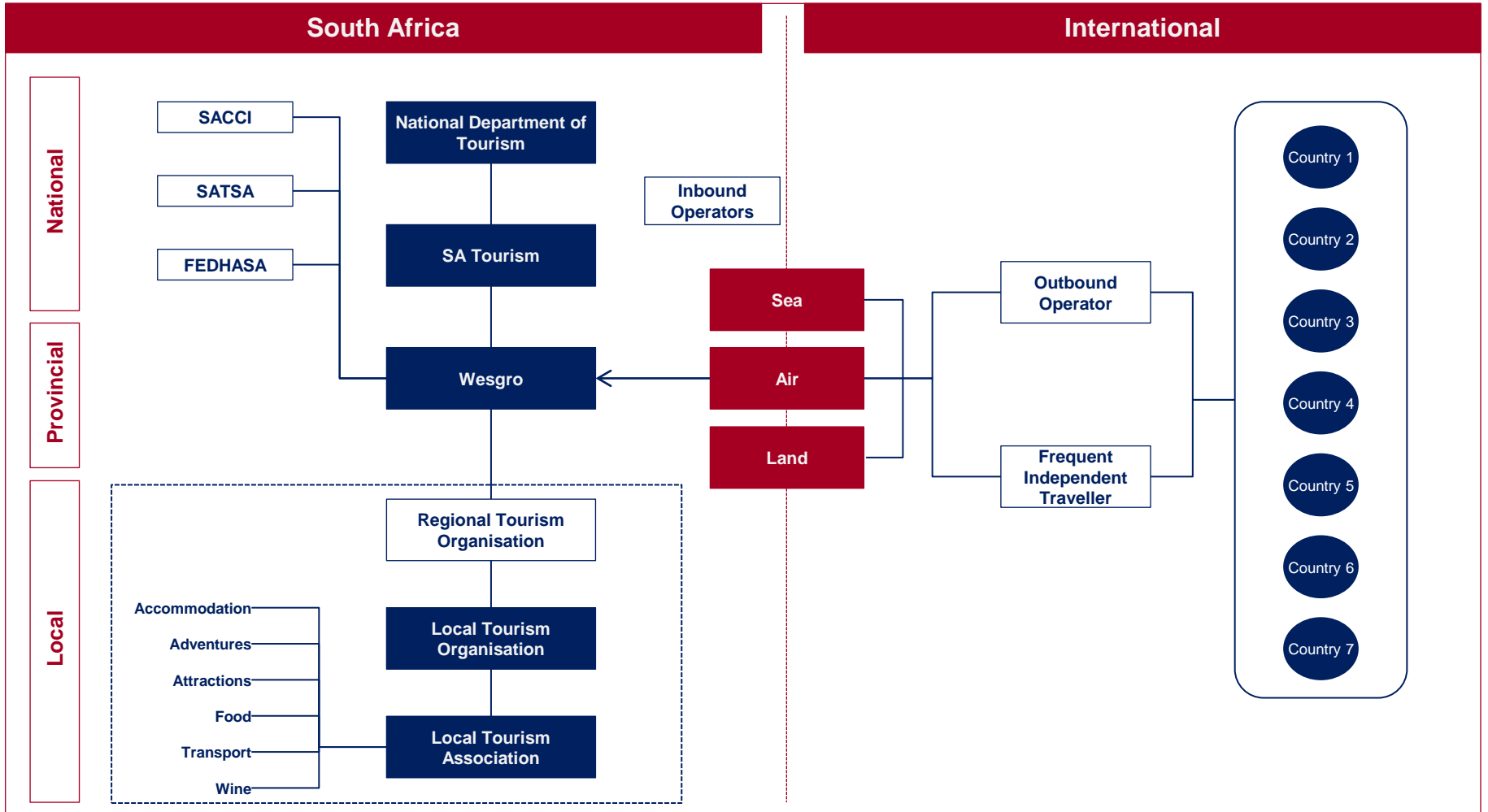
Market	Type	Detail
Italy	Touring Magazine	Monthly travel magazine published by Touring Club Italiano, a major Italian national tourist organization – circulation of 400,000 per month
UK	Freelance journalist	Skyscanner.net and Tripwolf - West Coast RTO facilitated accommodation and support – kite surfing lessons in Langebaan
UK	Extreme SA Adventure	Charley Boorman series -1 million viewers per episode - episodes 1 & 4 featured Cape Town & Western Cape (with SAT)
UK	Reza’s African Kitchen	Celebrity Chef/Author on UK Food Network Channel
USA	Celebrity/TV crew	Co-hosted and supported SAT USA with a celebrity visit first visit - Cape Town & Western Cape activities for crew - covered art, culture and in Cape Town & Western Cape Table Mountain, Wine and Golf, Helicopter flip and shark cage diving
USA	Film Crew	Born to Explore - will cover the following segments: Southern African Foundation for the Conservation of Coastal Birds (SANCCOB), Pafuri, Kruger, Rocktail Bay – facilitate filming in and support
USA	Jeopardy!	First time visit to SA - Wesgro facilitated the intellectually significant “video clues” for program with 9 million nightly viewers - ‘Clues/episodes’ included the cell of Nelson Mandela, Green Market Square, Table Mountain, St George's Cathedral (with SAT)

Cooperation with SA Tourism – National Convention Bureau

- Business Tourism
 - Meetings Africa 2013 in Johannesburg
 - IMEX 2013 in Frankfurt
 - IMEX 2013 in America
 - EIBTM (Exhibition for the Incentive Business Travel and Meetings) - Barcelona
- National Department of Tourism (NDT):
 - Tourism Research and Knowledge Management forum
 - Marketing Forum
- Cape Town & Western Cape Convention Bureau in Best Cities Global Alliance



Introduction of the RTO Forum



Financial Year 2012/13 Achievements



SOUTH AFRICA

Joint Marketing Agreement

• Ecco Tours, United Kingdom	R 42,000,000
• ITravel Tourism, Russia	R 5,740,000
• Africa Travel Centre, United Kingdom	R 17,920,000
• Virgin Holidays, United Kingdom	R 35,600,000
• <u>Boomerang Reisen, Germany</u>	<u>R 7,500,000</u>
Total	R 108,760,000

In 2010/11 eight JMAs were signed at a value of R137,057,000



Events Support

Event Name	Region	Dates	Funding Given	Est Economic Impact
Caledon Country Fair	Cape Overberg	7 – 9 Sep	40 000	4 500 000
Elim Flower Show	Cape Overberg	21 – 24 Sep	15 000	1 800 000
Hangklip Art Week	Cape Overberg	16 - 24 Mar	40 000	TBC
Cape Argus Cycle Tour	Cape Town	10-Mar	300 000	450 000 000
Coronation Double Century	Cape Town	24-Nov	0	19 200 000
Design Indaba	Cape Town	1 – 3 Mar	300 000	326 900 000
FNB Variette Festival	Cape Town	6 - 20 Oct	55 500	27 300 000
J&B Met	Cape Town	02-Feb	120 000	68 000 000
Loeries Awards	Cape Town	22 – 23 Sep	550 000	73 100 000
Vodacom Funny Festival	Cape Town	11 Jun - 8 Jul	50 000	10 450 000



Events Support

Event Name	Region	Dates	Funding Given	Est Economic Impact
Absa Cape Epic	Cape Winelands	17 – 24 Mar	300 000	218 900 000
Albertina Aloe Festival	Garden Route & Klein Karoo	28 – 30 Sep	20 000	3 700 000
Baby Whale Festival	Garden Route & Klein Karoo	5 - 6 Oct	20 000	3 800 000
Hessequa Nature and Arts Festival	Garden Route & Klein Karoo	6 – 9 Sep	20 000	3 200 000
Knysna Oyster Festival	Garden Route & Klein Karoo	6 – 15 Jul	80 000	38 000 000
World Corporate Golf Challenge	Garden Route & Klein Karoo	Apr	300 000	20 000 000
Bergrivier Canoe Marathon	West Coast	10 – 14 Jul	40 000	21 000 000
Jazz on the Rocks	West Coast	28 Feb - 3 Mar	150 000	30 000 000
Riebeek Valley Shiraz and Arts Festival	West Coast	29 – 30 Sep	10 000	2 200 000
Snoek & Patat Festival	West Coast	22 - 23 Jun	25 000	5 000 000
Total			1 170 000	1 327 050 000



SNOEK & PATAT FEES

SNOEK & PATAT FEES



SNOEK & PATAT FEES



SNOEK & PATAT FEES





ELIM BLOMME SKOU

ELIM BLOMME SKOU



ELIM BLOMME SKOU



WELCOME
WESTERN CAPE
& WESTERN
WESGRO
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JAZZ ON THE ROCKS

JAZZ ON THE ROCKS

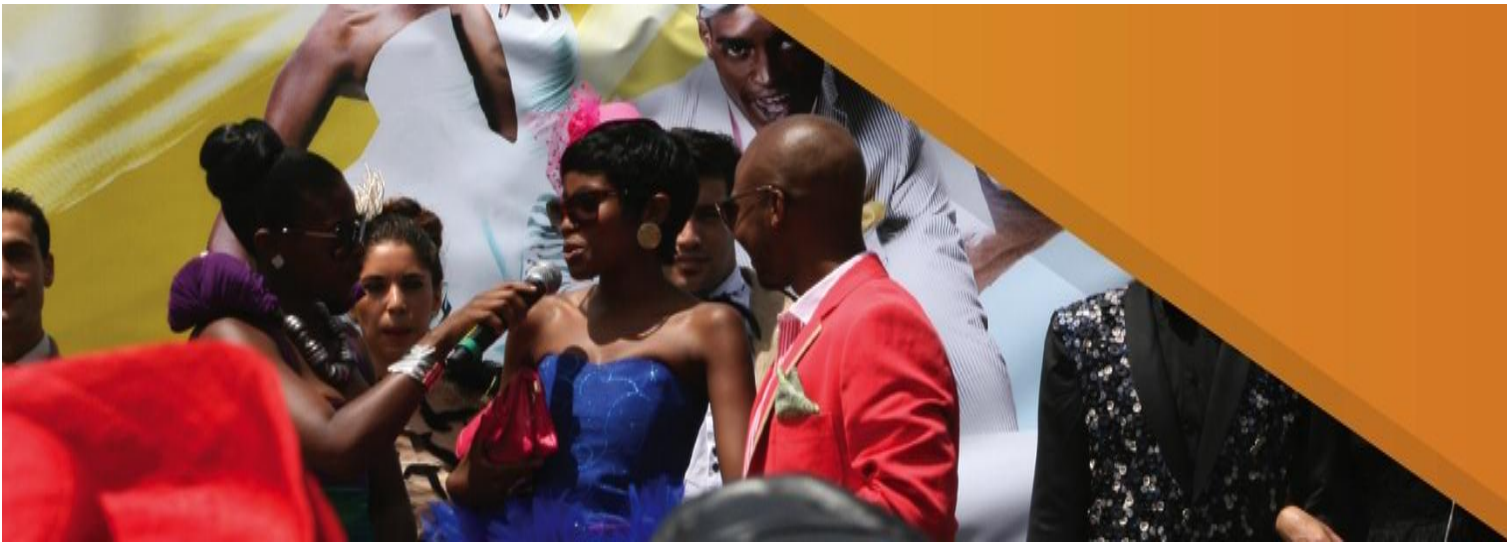


JAZZ ON THE ROCKS



JAZZ ON THE ROCKS





J&B MET

J&B MET 2013



J&B MET 2013



J&B MET 2013



J&B MET 2013





DESIGN INDABA

DESIGN INDABA

WHAT DOES WORLD DESIGN CAPITAL MEAN FOR CAPE TOWN?

Firstly, it's both an honour and an amazing achievement to be the first African city to be selected as World Design Capital.

This prestigious status is designated biennially by the International Council of Design (ICD).

Winning the bid means that Cape Town gets to play host to a number of World Design Capital Signature Events during 2014, including an International Design House Exhibition, International Design Policy Conference and an International Design Gala.

“

We will use the World Design Capital 2014 opportunity to identify, nurture and promote projects that offer

Importantly, means that the benefit of the event during 2014 more exposure and networking

DESIGN INDABA



DESIGN INDABA





ABSA CAPE EPIC

ABSA CAPE EPIC



ABSA CAPE EPIC





ARGUS CYCLE TOUR

ARGUS CYCLE TOUR



ARGUS CYCLE TOUR



ARGUS CYCLE TOUR



Business Tourism

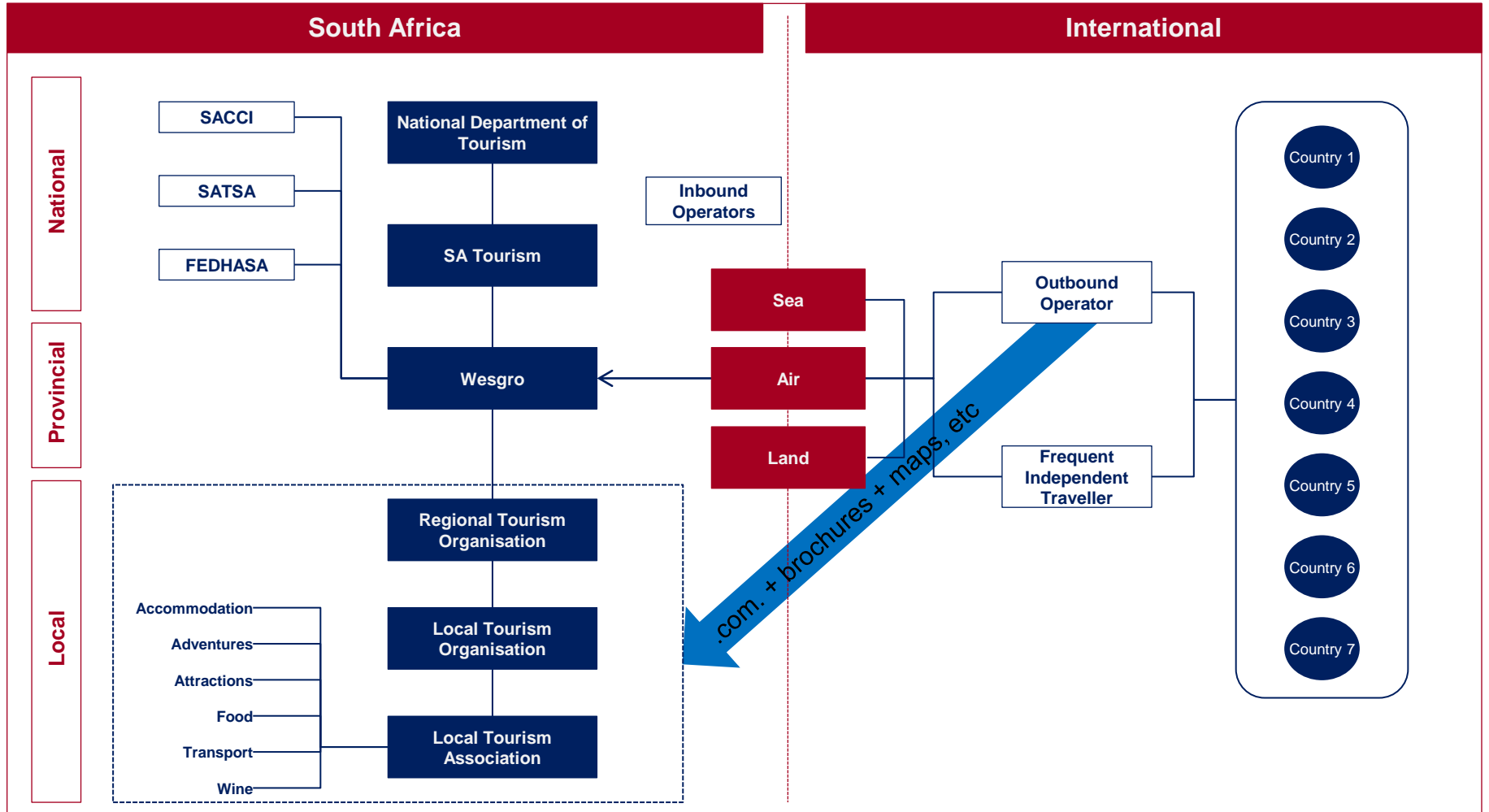
Year	Bid Secured	Venue	Estimated delegates	Estimated bed nights	Estimated Economic Value
2013	2013 World Cancer Leaders Summit	CTICC	200	200	R 1 200 000
2013	3rd Creative Economy Conference 2013	Fringe/ CPUT	400	800	R 3 600 000
2013	Board of Health Care Funders 2013/2014	CTICC	1 200	4 800	R 18 000 000
2013	ICCA Sector Venues Client/Supplier Business Workshop 2013	CTICC	30	30	R 180 000
2013	Metamorphosis Conference – SA	Sea Point Church	500	500	R 3 000 000
2014	16th International Congress of Infectious Diseases (ICID) 2014	CTICC	4 000	12 000	R 48 000 000
2014	Annual Meeting of the Bioelectromagnetics Society (BEMS) 2014	CTICC	250	1 000	R 3 750 000
2014	International Conference of the International Bartenders Association 2014	CTICC	500	2 000	R 7 500 000
2014	3rd Global Symposium of Health Systems Research	CTICC	1 500	3 000	R 13 500 000

Business Tourism

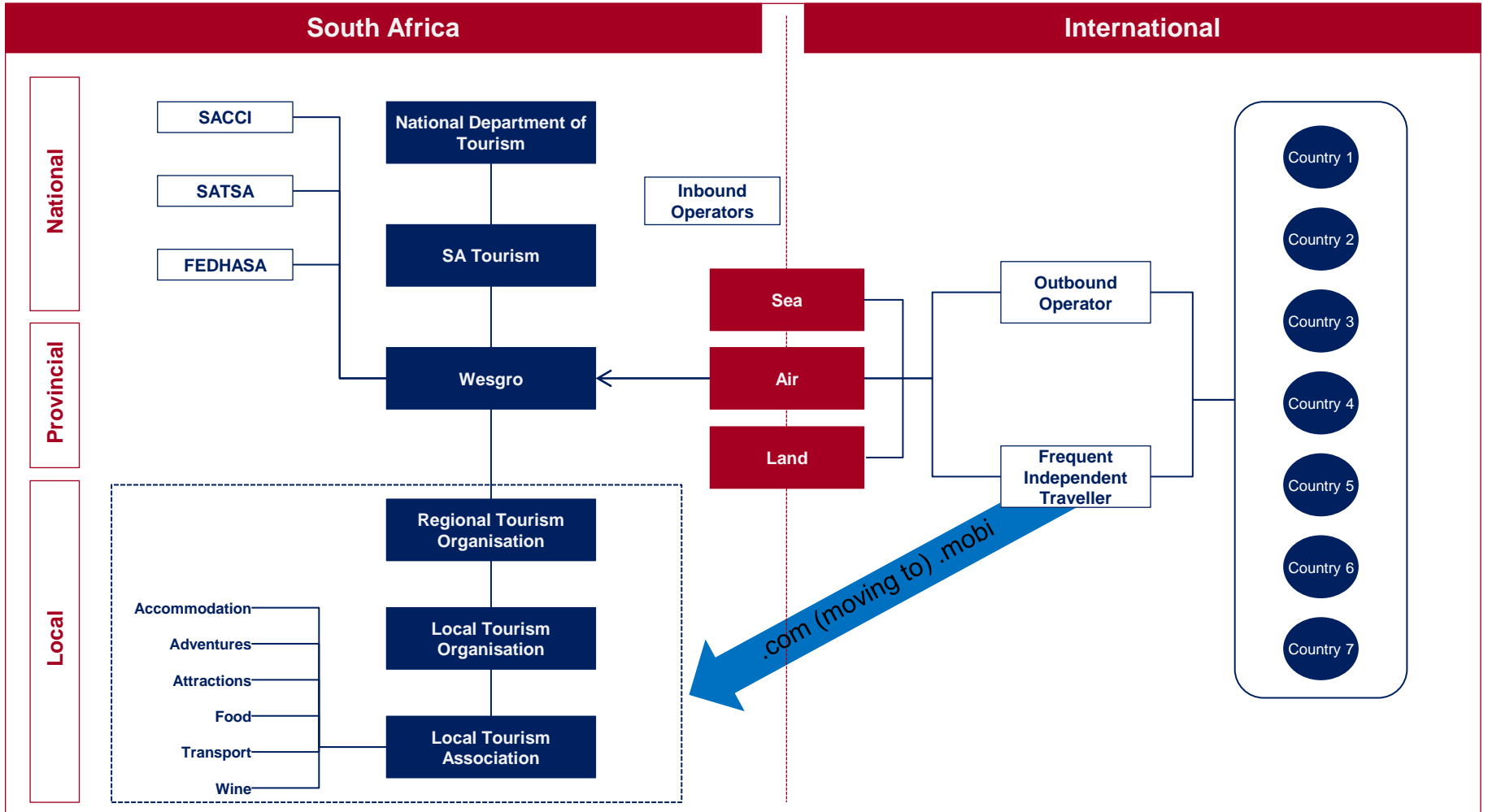
Year	Bid Secured	Venue	Estimated delegates	Estimated bed nights	Estimated Economic Value
2015	45th Congress of International Society of Paediatric Oncology	CTICC	2 000	6 000	R 24 000 000
2015	World Association for Disaster and Emergency Medicine	CTICC	1 500	3 000	R 13 500 000
2016	Congress of the International Society for the Study of Fatty Acids and Lipids	CTICC	2 000	8 000	R 30 000 000
2016	Annual Scientific Meeting IUGA	CTICC	2 000	6 000	R 24 000 000
2017	ISPO World Congress	CTICC	2 000	6 000	R 24 000 000
2018	International Congress of the World Federation of Occupational Therapists	CTICC	2 500	7 500	R 30 000 000
2018	XXXIV'th International Congress of Audiology	CTICC	1 500	6 000	R 22 500 000
2018	World Congress of Internal Medicine (WCIM)	CTICC	3 500	14 000	R 52 500 000
2020	International Confederation of Dietetics Association	CTICC	1 500	6 000	R 22 500 000
2020	World Congress of Zoology	Cape Sun	500	1 500	R 6 000 000
				Total	R 347 730 000

Website

Arrivals Business Model



Arrivals Business Model



www.tourismcapetown.co.za (old version)

The screenshot shows the homepage of the Cape Town & Western Cape tourism website. At the top, there is a navigation menu with 'Traveller', 'Research', and 'Contact us' tabs, and a search bar. Below the menu is a large banner image of a beach with a person surfing. The main content area is divided into several sections: a welcome message, a 'Experience this...' section with three featured activities (Hangberg Boat Charters, Donkey Trails, and Whales and Wine in Hermanus), an 'Explore here...' section with three featured experiences (Stellenbosch Walking Tour, Big 5 game drives, and Local Delicacies), and a 'Destination blog...' section. There are also social media links for Facebook and a 'Use our Travel Guide Magazine free online!' banner.

Traveller | Research | Contact us | Search:

CAPE TOWN & Western Cape

About Cape Town & Western Cape | Where to go | What to do | Plan & book your trip | Business Tourism | About Us

Welcome to Cape Town & Western Cape

Welcome to the official tourism website of Cape Town and the Western Cape. In addition to being your online source for all information on travelling in and around the destination, it contains great features enabling you to easily plan the trip of your dreams.

You can also check out visitors like you enjoying themselves at www.youtube.com/tourismcapetown.

Welcome to Cape Town and the Western Cape!

Experience this...

- Hangberg Boat Charters**
Hangberg Boat Charters is a specialised boat chartering company, which provides a range of tours and marine activities tailored for visitors and the corporate market.
- Donkey Trails**
Donkey trails are a fun and eco-friendly way to explore and get a taste of cultural heritage.
- Whales and Wine in Hermanus**
On a bright beautiful sunny day last week, the CTRU leisure team and Johannesburg media were... [READ FULL POST](#)

Explore here...

- Stellenbosch Walking Tour**
Explore Stellenbosch on foot to discover more about its Dutch heritage and well-preserved architecture, including some of the oldest structures in the country.
- Big 5 game drives in Cape Town & the Western Cape**
These days hunting the Big 5 is done in 4x4s or on horseback and the only 'shooting' taking place, is done with cameras.
- Local Delicacies**
These quintessentially Western Cape speciality dishes are guaranteed to make your mouth water.

Destination blog...

Whales and Wine in Hermanus
On a bright beautiful sunny day last week, the CTRU leisure team and Johannesburg media were... [READ FULL POST](#)

WESGRO
THE WESTERN CAPE DESTINATION MARKETING, INVESTMENT AND TRADE PROMOTION AGENCY - SOUTH AFRICA

SunBreaks
Kids under 10 stay & eat breakfast free. Terms & Conditions apply.

Southern Sun

Use our Travel Guide Magazine free online!

South Africa
WESTERN CAPE
Inspiring new ways

Destination Marketing
Leisure Travel Convention Bureau

Where to go | What's on | What to do

Western Cape Regions

Welcome to the official tourism website of Cape Town and the Western Cape. In addition to being your online source for all information on travelling in and around the destination, it contains great features enabling you to easily plan the trip of your dreams.

Welcome to Cape Town and the Western Cape!

Cape Garden Route and Klein Karoo | Cape Karoo | Cape Overberg | Cape Town | Cape West Coast | Cape Winelands

Search the Western Cape

Start typing in the search field below to view relevant search suggestions.

vred

Vredendal
Vredenburg
Vredehoek

them. Whenever you see them, they go..."
Aermotor Windpump Company, Motto
[Cape Karoo](#)

Adventurously Yours, Naturally Ours

Welcome to Leisure | News & Articles | Destination Marketing Specials

www.tourismcapetown.co.za (new Version)

South Africa Destination Marketing
Lushes Coast Conventional Routes

Where to go | What's on | What to do

Cape West Coast
Matzikama → Vredendal

Accommodation | Attractions | Conference Venues | Adventure & Sports | Health & Wellness | Visitor Service | Tours & Agencies | Dining & Entertainment

Welcome to Vredendal

A vast number of outdoor adventures exist for more active visitors. The wonderful climate lends itself to the exploration of this land of contrasts, and one thing can in all probability be guaranteed - sunshine! It is recommended that you tour the area for at least five days to truly experience the variety of its attractions.

Vredendal is situated in the lower Olifants River Valley, along the irrigation scheme. The town is a suitable stopover for all journeys from the N7 and the R27 routes. With its developed infrastructure it's the commercial and agricultural hub of Matzikama.

Vredendal is within easy reach of the beaches of the West Coast holiday resorts. Its home to the largest wine cellar in South Africa as well as a number of boutique wineries and a dried fruit depot. A variety of accommodation and restaurant establishments are on offer.

With its many tourist attractions, the town can be considered to be a year-round tourist destination.

Explore Matzikama

- Vanrhynsdorp
- Vredendal
- Hardeveld
- Doringbaai
- Klawer
- Lutzville
- Strandfontein

Weather

33°C
Sunny
Wind: NNE at 23 km/h
Humidity: 15%

What's on?

Huisgenoot Namaqua Festival
Friday, 25 October 2013

The Huisgenoot Namaqua Festival, will have more than 60 artists on four different stages. The well known talented artists

What to do?

Cape West Coast Wild Flower Season

There's a magical time when mountains and fields are ablaze as an endless, kaleidoscope of wild flowers burst, almost

DID YOU KNOW?
This area hosts nature's own annual floral display of Wild Desert Flowers - August through September

www.tourismcapetown.co.za (new Version)



THE WESTERN CAPE DESTINATION MARKETING,
INVESTMENT AND TRADE PROMOTION AGENCY -
SOUTH AFRICA

WHAT BUSINESS ARE YOU LOOKING
TO DO IN THE WESTERN CAPE?

LOGIN

REGISTER

WESGRO GATEWAY

DIRECTORY

FORUMS

CONTACT US

Google® Custom Search

Search

x

Welcome to WESGRO

Wesgro is the official **Destination Marketing, Investment and Trade** Promotion Agency for the Western Cape, located in Cape Town.

We are the first point of contact for foreign buyers, local exporters and investors wishing to take advantage of the unlimited business potential in the region.



[MORE ABOUT WESGRO](#)

Invest

Export

Buy


Travel

Publications

www.tourismcapetown.co.za (new Version)

The screenshot displays the Wesgro website interface. At the top left is the Wesgro logo, a blue square with a white grid pattern, and the text 'WESGRO THE WESTERN CAPE DESTINATION MARKETING, INVESTMENT AND TRADE PROMOTION AGENCY - SOUTH AFRICA'. To the right of the logo is the slogan 'AN INSPIRED PLACE TO' followed by 'Invest', 'Export', and 'Buy' buttons. Further right are links for 'Wesgro Gateway', 'Directory', 'Forums', 'Contact Us', 'Login', and 'Register'. A search bar with 'Google Custom Search' and a 'Search' button is also present. Below this is a blue navigation bar with the following menu items: 'Home', 'Organisation', 'Events' (circled in red), 'Press Room', 'Annual Reports', 'Employment', 'Galleries', 'Services', 'News', 'Links', and 'Contact Us'. The main content area features a heading 'Why the Western Cape?' with a subtext: 'The Western Cape is World Class in every way... it offers prime locations, modern infrastructure, skilled workforce, low operational costs, an abundance in natural resources and highly competitive business environment.' Below this is a large image of a white yacht. To the right of the main content are three sidebars: 'Download our latest newsletter' (with a PDF icon), 'Organisation' (with text: 'Wesgro is the official Investment and Trade promotion agency for the Western Cape. Find out more about our Vision, Mission and values...'), and 'Success Stories' (with a photo of a man and text: 'Letter from the Wesgro CEO: After four months as the 'new' destination marketing, investment and...'). At the bottom left of the main content area is a section titled 'Wesgro Services' with two checked items: 'Services for Exporters' and 'Services for International Buyers'.

www.tourismcapetown.co.za (new Version)



WESGRO
THE WESTERN CAPE DESTINATION MARKETING,
INVESTMENT AND TRADE PROMOTION AGENCY -
SOUTH AFRICA

AN INSPIRED PLACE TO
Invest Export Buy

Weegro Gateway Directory Forums Contact Us Login Register

Google™ Custom Search

About Wesgro Publications

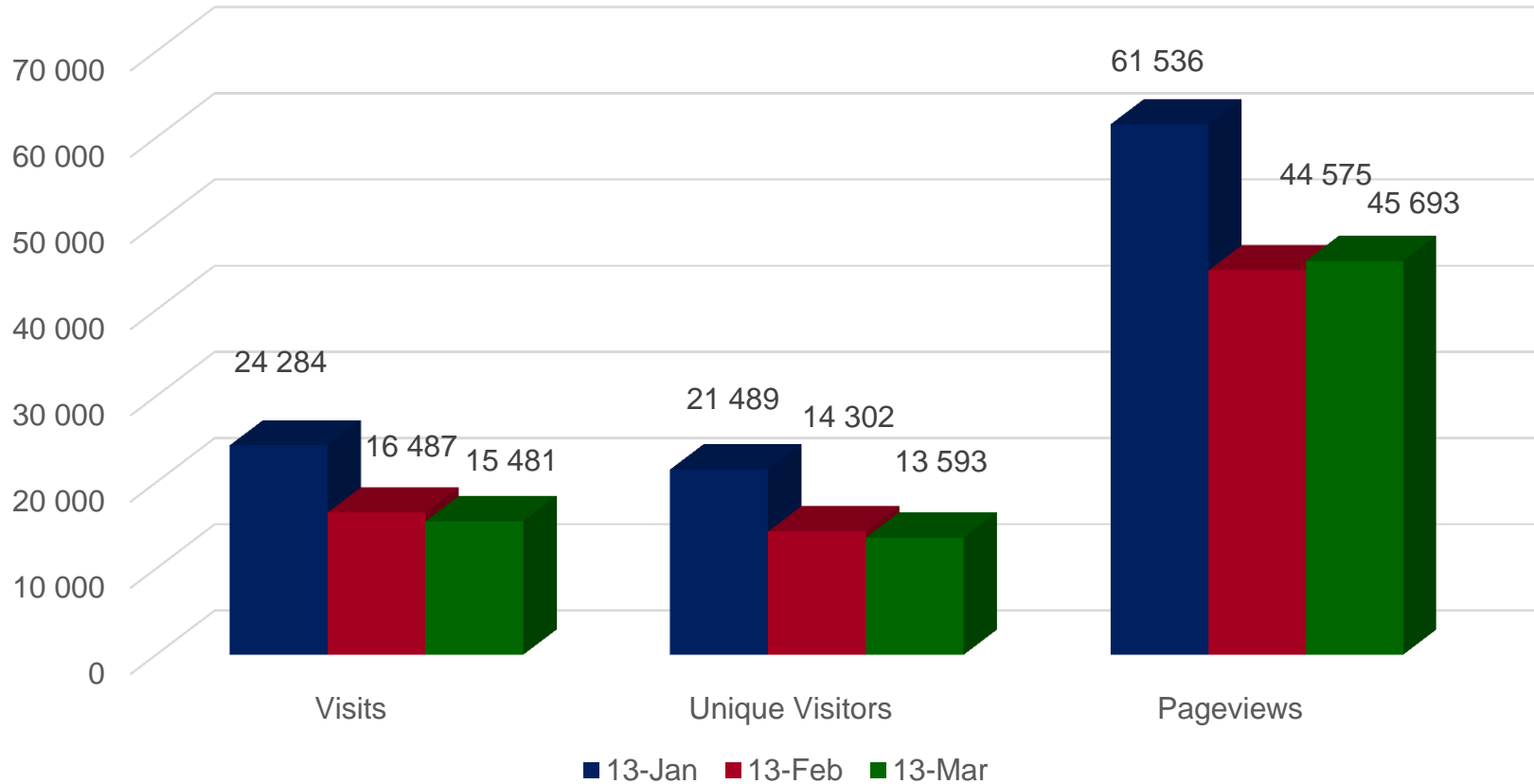
Home Organisation Events Press Room Annual Reports Employment Services News Links Contact Us

Recommend this on Google Like Nils Flaotten and 9 others like this. 1

today June 2012 today

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
		Mobile Health Summit			Greyton Genadendal Classics for All	
3	4	5	6	7	8	9
Greyton Genadendal Classics for All	Investor Forum: Frontier Advisory			Wacky Wine Weekend		Encounters International Documentary Festival
10	11	12	13	14	15	16
Encounters International Documentary Festival	Wacky Wine Weekend	Vodacom Funny Festival	Wesgro Inward Delegation: District of Columbia			2012 Annual Uthando Benefit Concert
					Cape Town Book Fair	
					Napier Patat Festival	
17	18	19	20	21	22	23
Encounters International Documentary Festival	Vodacom Funny Festival					
Cape Town Book Fair					Stanford Country Fair	
Napier Patat Festival			The Sign Africa & Africa Print Roadshow Cape Town		Snoek & Patatfees 2012	
						Dirtopia Mountain Bike Nightride
24	25	26	27	28	29	30
Vodacom Funny Festival						
Encounters International Documentary Festival						
						Fees van die Gansse (Festival of the Geese)

Portal Statistics



Focus for 2013/14

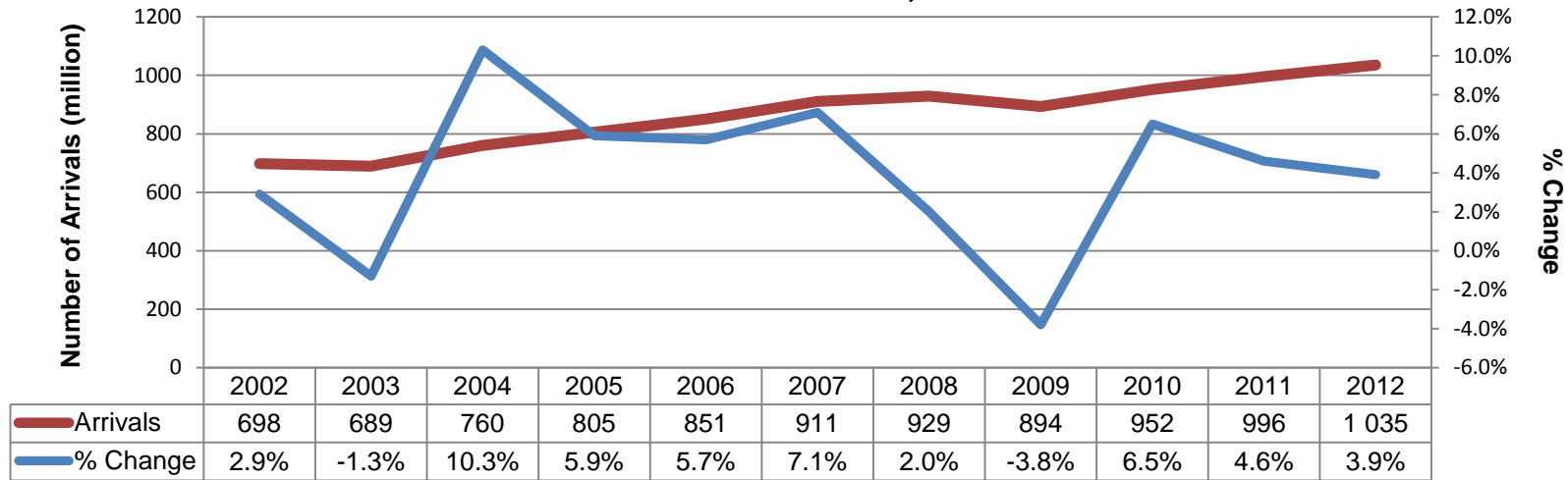
- International market alignment with SA Tourism
- Joint Marketing Agreement with Edelweiss Air AG
- Improvement in data management of outbound operators
- Regular monthly updates and communications
- Drive more traffic to portal and increase data downloads
- SEO strategy
- Leverage programme with event support & PR support
- Sharpened marketing activities on Routes, Attractions and Towns
- Improve social media usage and awareness
- New campaigns around Culinary Capital, Extreme & Outdoor Events, Religious Antiquities, etc.
- Develop Delegate Bosting programme
- Drive international media exposure
- Participate in Airline Strategy for WC with DEDAT
- Stay close to SAT, National Convention Bureau, SACCI, SATSA, Fedhasa, CTT, CoCT, etc.
- VISA's, VISA's, VISA's



Thank you

Global Tourism Outlook, 2002-2012

International Tourist Arrivals, 2002-2012

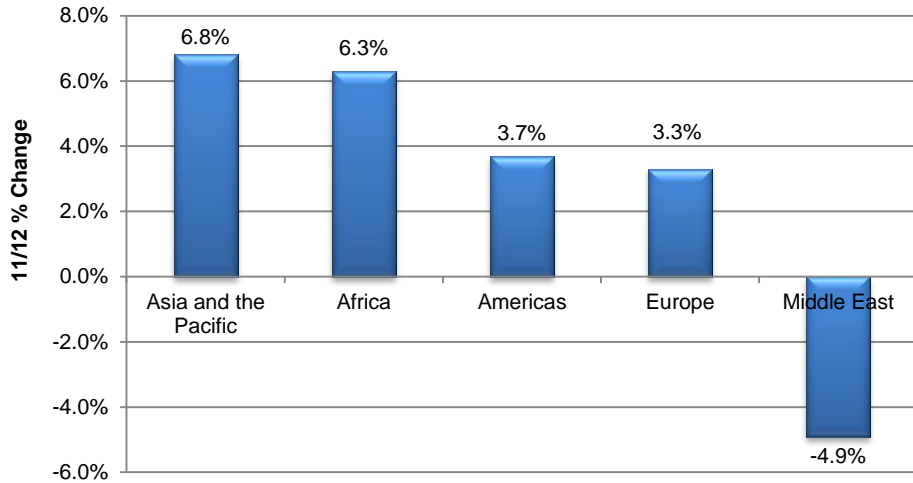


Source: World Tourism Organisation (UNWTO), 2012

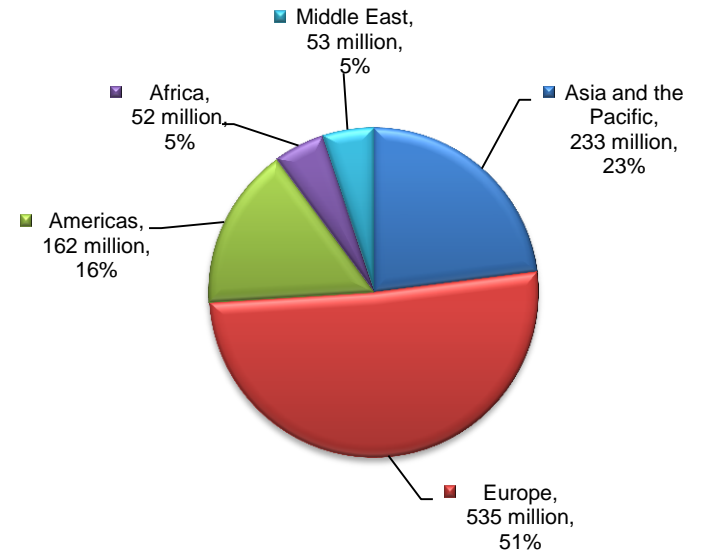
- Despite the on-going economic challenges, international tourist arrivals has shown sustained global growth
- As predicted by UNWTO, tourist arrivals increased by 4% in 2012, surpassing the record 1 billion tourists for the first time in history
- An additional 39 million tourists were recorded globally, reaching a significant total of 1,035 million, up from 996 million in 2011

Global Tourism Outlook, 2012

Growth in Arrivals by Region, 2011/2012



Share of Tourist Arrivals by Region, 2012

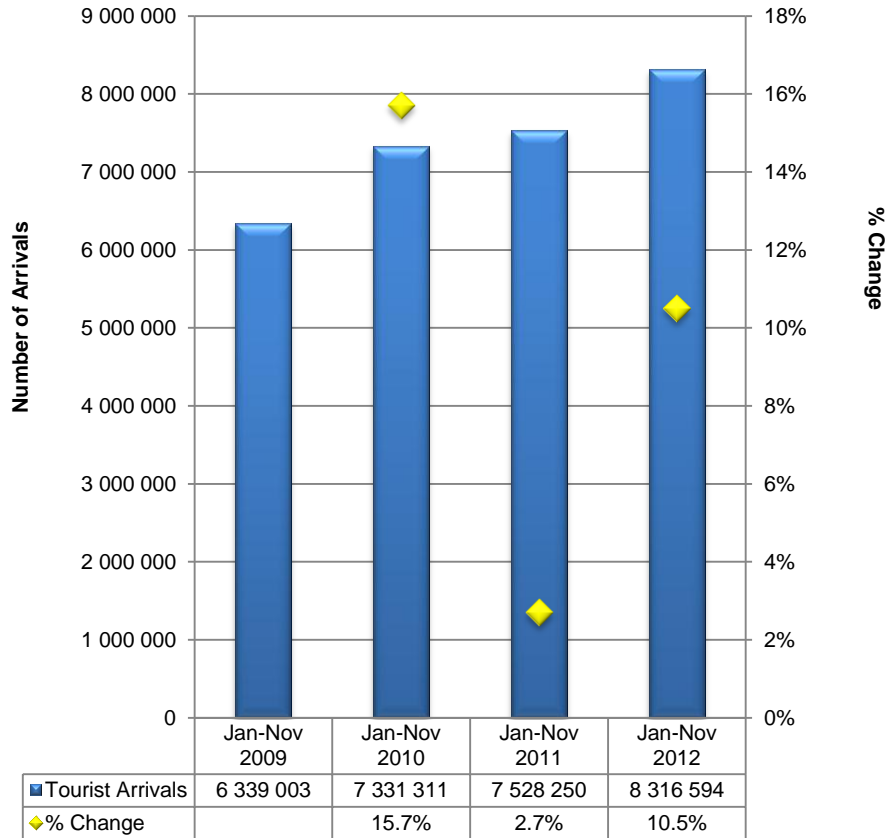


While Europe held the highest share of tourist arrivals, growth were driven by Asia and the Pacific, which achieved the highest (6.8%) growth, closely followed by Africa, which recorded a year-on-year increase of 6.3%.

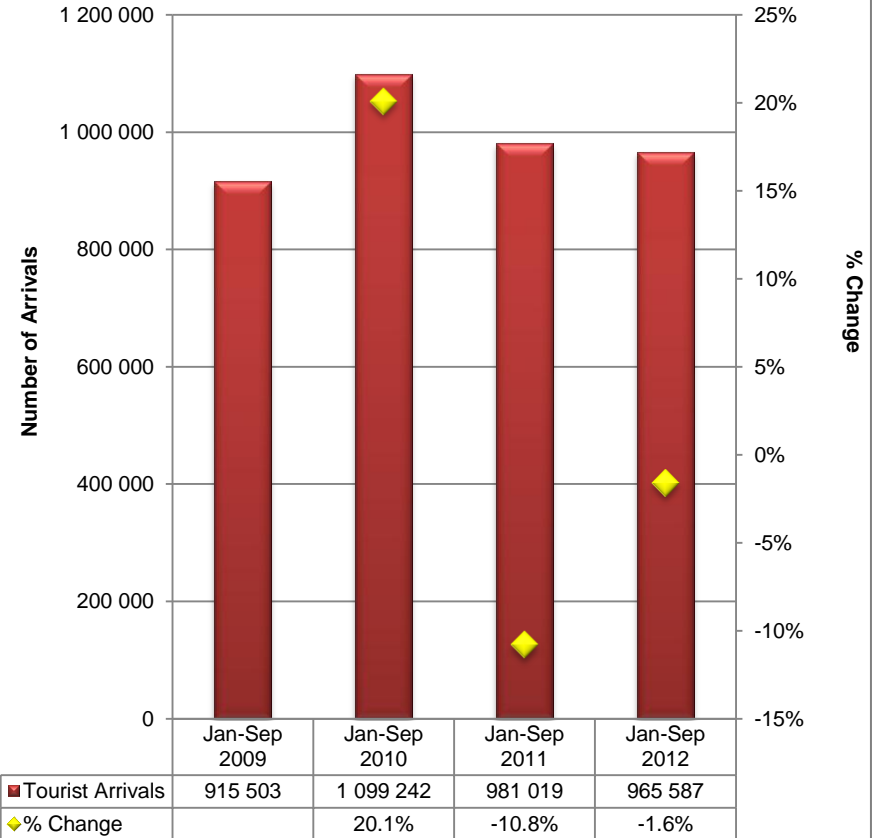
Source: World Tourism Organisation (UNWTO), 2012

Tourism Arrivals, Jan-Nov 2009-2012

Tourist Arrivals into South Africa, Jan-Nov 2009-2012 year-on-year



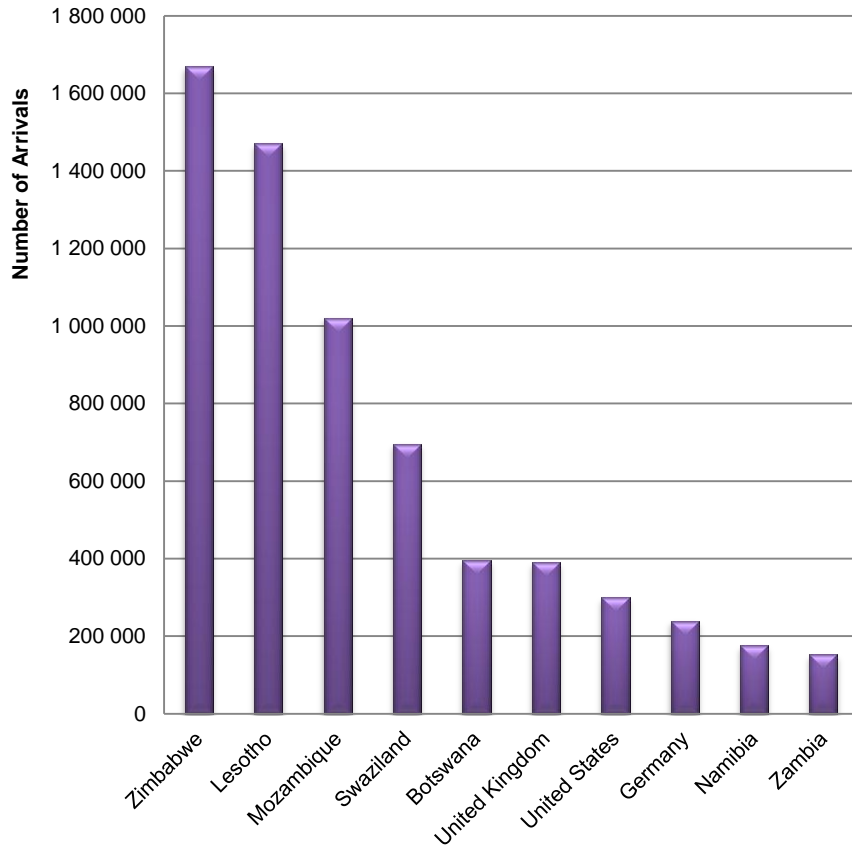
Tourist Arrivals into Western Cape, Jan-Sep 2009-2012 year-on-year



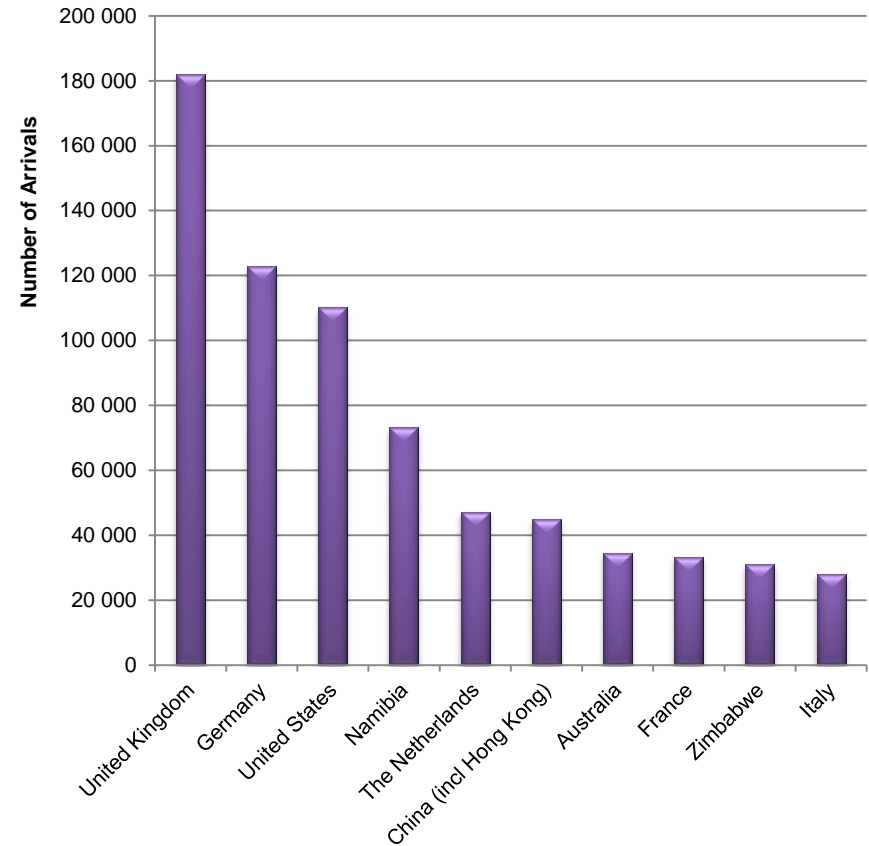
Source: SATourism, 2012

Top 10 Tourism Arrivals, Jan-Nov 2012

South Africa Top 10 Tourist Arrivals, Jan-Nov 2012, year-on-year



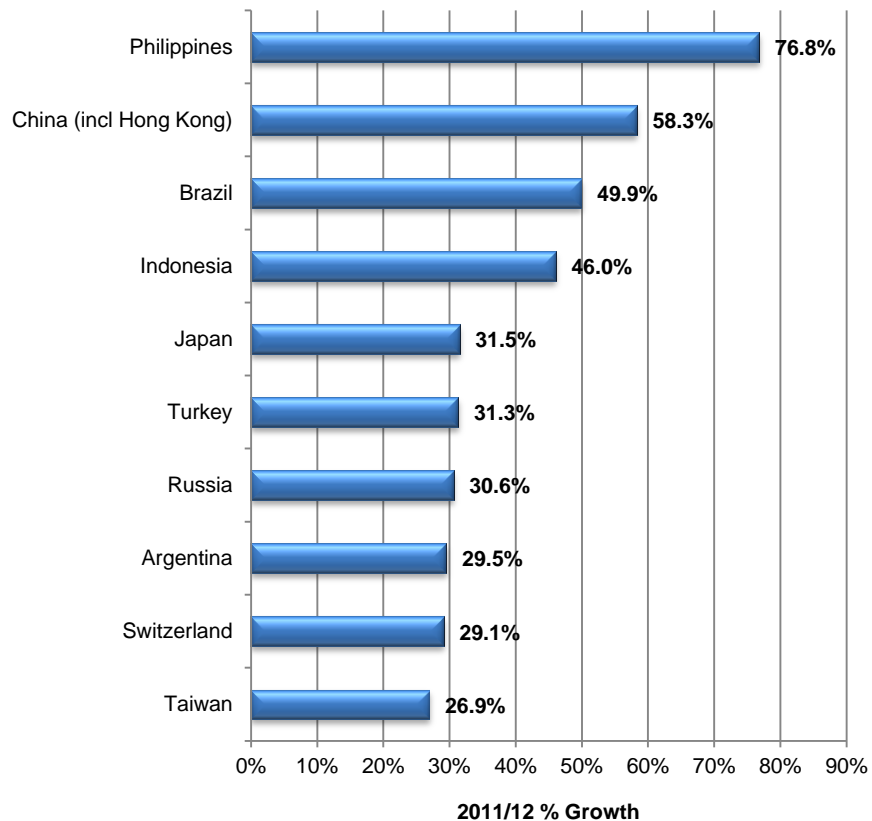
Western Cape Top 10 Tourist Arrivals, Jan-Sep 2012, year-on-year



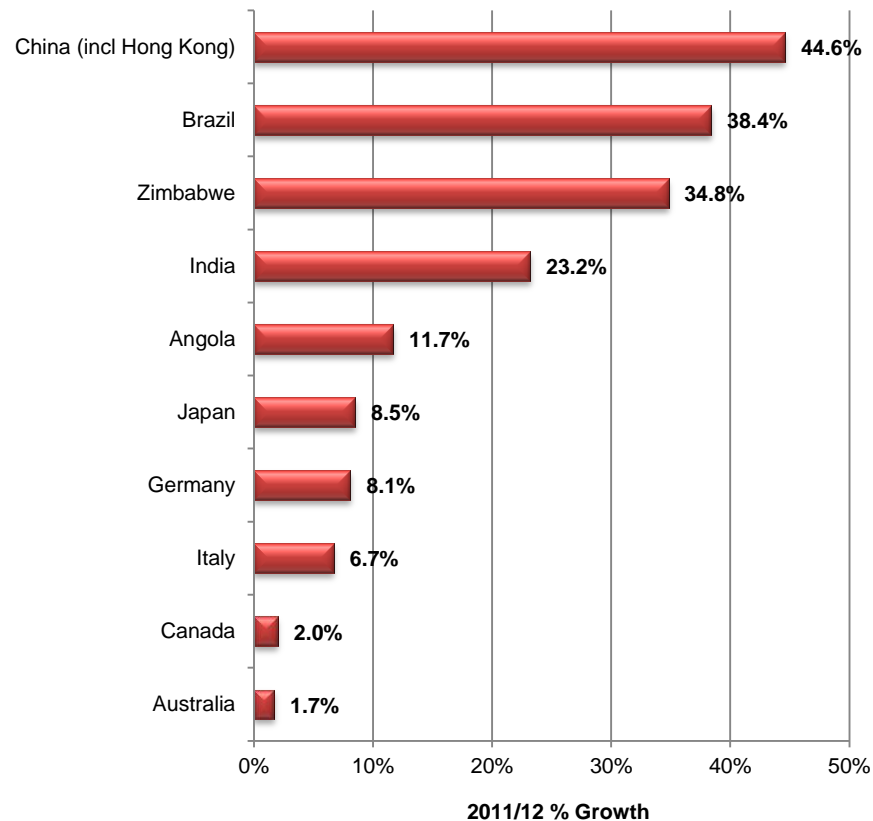
Source: SATourism, 2012

Top 10 Growth Markets, 2012

South Africa's Top 10 Growth Markets, Jan-Nov 2011/2012, year-on-year



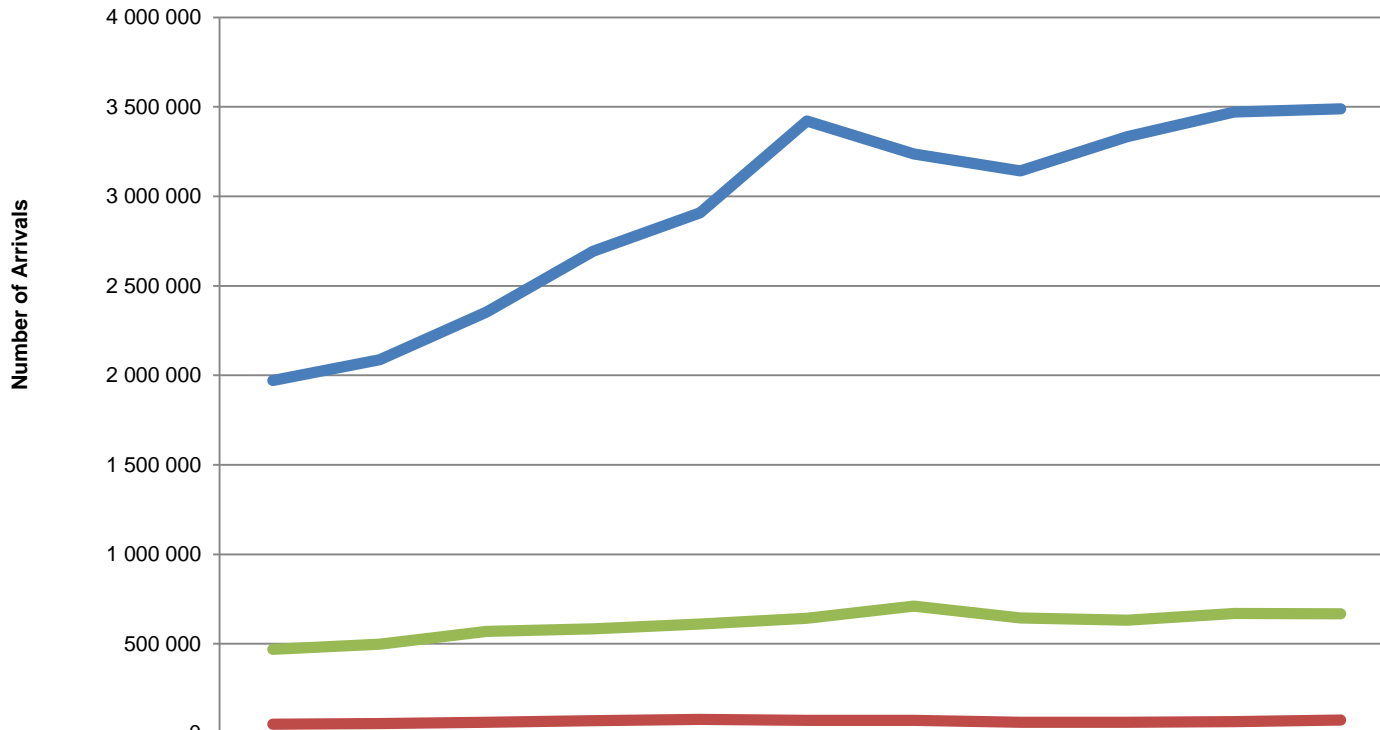
Western Cape Top 10 Growth Markets, Jan-Sep 2011/2012, year-on-year



Source: SATourism, 2012

Arrivals at Cape Town International Airport, 2002-2012

Arrivals through ACSA Cape Town International Airport, 2002-2012



	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Domestic Arrivals	1 971 255	2 087 847	2 353 134	2 693 040	2 908 420	3 421 225	3 236 502	3 142 886	3 333 886	3 471 056	3 489 755
Regional Arrivals	50 974	54 071	60 880	70 938	76 888	72 587	71 828	62 003	61 142	64 708	73 590
International Arrivals	469 017	497 495	569 761	584 034	609 864	642 633	710 016	643 862	632 319	669 093	667 814

- In 2012, a total of 3,489,755 domestic arrivals entered the Cape Town International Airport, recording a year-on-year growth of 0.5%
- CTIA received a total of 73,590 regional arrivals in 2012, achieving a significant increase of 13.7%
- A total of 667,814 international arrivals were received, reflecting a slight drop of 0.2%
- Trends for the period 2002 till 2012 reflect an average growth rate of 5.88% among domestic arrivals, 3.74% among regional arrivals and international arrivals were growing at a rate of 3.60%

Source: ACSA, 2012