

Berlin and Cape Town agree tourism partnership

- visitBerlin and Cape Town Tourism will support each other in tourism



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MEISERT FOTOGRAFIE

Enver Duminy, CEO Cape Town Tourism und Burkhard Kieker, visitBerlin-Geschäftsführer

At IMEX in Frankfurt, one of the world's most important B2B trade fairs for the meetings industry, visitBerlin and Cape Town Tourism, the official marketing and destination management organization for the City of Cape Town, today signed their first cooperation agreement. In the future, the two cities will support each other in the area of urban tourism marketing. This includes knowledge transfer, joint PR and social media campaigns, and the establishment of a network of relevant contacts in the industry as

well as in politics and the trade media. The exchange of employees between Cape Town Tourism and visitBerlin will strengthen the cooperation.

Burkhard Kieker, Managing Director of visitBerlin: “The 'Soul Sisters' Berlin and Cape Town are not only geographically on the same line. Our cities are two young, cosmopolitan metropolises that stand for creativity and a vibrant lifestyle. With our new partnership, we will be playing to these strengths together in the future.”

Enver Duminy, CEO Cape Town Tourism: “This partnership demonstrates the mutual respect Cape Town and Berlin have for each other as world-class destinations, both offering exciting travel opportunities to the global adventurer. Cape Town welcomes the chance to extend our reach to a wider audience and we’re certain our locals will reciprocate and explore the attractions and experiences Berlin has to offer.”

Cape Town Tourism recently announced a significant uptick in visitor trends, with this growth continuing into April. “International visitors have shown that their appetite for travel is alive and well; we are ready to offer unforgettable experiences to visitors from Berlin, and from around the world,” Duminy concludes.

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