

Mobile Visitor Information at Muizenberg Beachfront

Cape Town Tourism is bringing tourism information and booking services to where residents and visitors come to play.

The Muizenberg Improvement District has successfully partnered with Cape Town Tourism to bring mobile tourism information and booking services right to Muizenberg's popular swimming and surfing beach.

Look out for the Tourism Information Team who operate out of a mobile van affectionately known as Thando (the Xhosa word for love). This initiative is a response to the global tourism trends of visitor's increased mobile connectivity and the need for Cape Town Tourism to meet visitors where they are.



From left to right: Rayaan, Monique (sitting) & Jeremiah

The mobile unit offers free WI-FI and tourism staff are equipped with an iPad to provide information and make real-time bookings for a range of tourism and lifestyle experiences. These include bookings for Computicket and South African National Parks.

The mobile unit will visit Muizenberg often where it will be stationed next to Surfer's Corner, a popular point of interest where foot traffic is highest.

Says the City's Mayoral Committee Member for Tourism, Events and Economic Development, Councillor Garreth Bloor; "Cape Town is famous for doing things differently in an inclusive and forward-thinking approach. With these new mobile initiatives developed by Cape Town Tourism, the city positions itself as not only being world-class but also able to deliver excellent and convenient customer service to both locals and visitors."