

CAPE TOWN'S PROWESS AS M.I.C.E. DESTINATION ON THE RISE



If you haven't been to **Cape Town** recently, then you haven't been to Cape Town. From bustling Century City, one of the 10 largest shopping destinations in South Africa, to a world-class convention center, the Mother City continues to evolve into one of South Africa's most popular and impressive M.I.C.E. destinations. What makes Cape Town so attractive to meeting and incentive planners? Not only is it a modern, sophisticated city with a wide choice of high-tech meeting venues and top-of-the-line accommodations to meet every price point, but history and culture are around every corner, and attractions galore are within striking distance of city center.

Anchoring the city's meeting industry is the sprawling **Cape Town International Convention Centre**. The recently upgraded and expanded facility has hosted nearly 7,000 events since its 2003 opening, supporting a total of 107,000 jobs. The CTICC has a total of 133 bookings for events, with 58 international conferences secured and 75 national events contracted until December 2023.



The CTICC is a flexible venue that accommodates a wide variety of functions, with the capacity to host virtually any convention, exhibition, product launch, film shoot or fashion show. If you can imagine it, they can host it.

The facility's spacious venues can be sub-divided and customized with the option of being arranged into separate areas for smaller exhibitions, banquets or conferences. Features include over 120,000 sq. ft. of column-free exhibit space, a Grand Ballroom able to accommodate 1,300 for sit down banquets, a 1,500-seat auditorium and a 612-seat auditorium, a spectacular Roof Terrace Room and Balcony, perfect for conferences and upscale cocktail receptions for groups as large as 400, six meeting and conference rooms accommodating up to 330 delegates and sub dividable into separate meeting rooms, and 13 meeting suites for more intimate gatherings. Plus there are the Centre's Main Foyer, Registration Foyer, two multi-functional dining areas, and a three-story gallery that spans the entire length of the CTICC, connecting venues and enhancing flow to provide visitors and delegates with easy, more efficient traffic flow.

