

Cape Town receives globally recognised Safe Travels stamp

The City of Cape Town has been approved as a user of the [World Travel and Tourism Council's \(WTTC\) safety stamp](#). These are guidelines on global best practice when it comes to Covid-19, and are aimed to help rebuild confidence in destinations around the world.



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“It emphasises that we are serious about being a safe destination for travellers and that we are ready to cautiously but warmly welcome visitors back again.” says Enver Duminy, CEO of Cape Town Tourism (CTT).

As a user of the stamp, Cape Town Tourism has the opportunity to assume the role of a Safe Travels ambassador to its members and other stakeholders, advocating the implementation of the Safe Travels protocols. CTT also has an ongoing responsibility to encourage anyone making use of the Safe Travels stamp to be compliant with the protocols and various [terms & conditions](#).

According to WTTC, the global protocols were developed in collaboration with WTTC Members, leading industry associations & international organisations.

“They take into account the current guidelines of the World Health Organisation (WHO) and the Centers for Disease Control and Prevention (CDC). The protocols are living documents which will be updated as new information becomes available about Covid-19,” a statement by WTTC said. These documents provide a consistent level of safety measures that can be used all around the world.

Safety is the priority

“It is becoming increasingly important to position our beautiful city as a safe and healthy destination to visit as we move to Level 2 of lockdown regulations. Together with Cape Town Tourism, we are proud that we, as a city, align with industry approved safety standards. Over the past few months have had numerous engagements with key stakeholders in the tourism sector. We are determined to ensure that the tourism industry will bounce back, and that we create a sustainable and inclusive future for this vital and vibrant sector,” says Alderman James Vos, mayoral committee member for economic opportunities & asset management, including tourism, within the City of Cape Town.

“Tourism restrictions during lockdown has forced many businesses to close, tens of thousands of hardworking and committed tourism practitioners to lose their livelihoods. We believe that the protocols we have in place will give both local and international visitors the piece of mind and assurance that in Cape Town, they can have the confidence to visit attractions and experiences while their safety is our top priority. It’s time to rebuild our sector and we need to make sure our visitors are able to enjoy our amazing city once again,” says Brett Hendricks, chairperson of Cape Tourism.

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