



About Wesgro

Wesgro is the official tourism, trade and investment promotion agency for Cape Town and the Western Cape. We are a region of unlimited potential, and this translates into unlimited opportunity. We offer expertise and assistance to those looking to travel, invest, film or trade in Cape Town and the Western Cape.

Wesgro DMO

The Destination Marketing Organization (DMO) at Wesgro, made up of the Leisure Tourism Unit and Convention Bureau, promotes the Western Cape internationally and domestically.

The DMO markets the destination by focussing on business tourism (through its Convention Bureau team), tourism trade, media, influencers, marketing campaigns and event support through the Leisure Tourism Unit.

The Leisure Tourism Unit places emphasis on:

1. The creation of demand through marketing activities, with a key focus on domestic and international tourism marketing campaigns.
2. Destination promotion and positioning
3. The acquisition and generation of data and intelligence.
4. Collaboration with various provincial (e.g. regional and local tourism offices), national (e.g. South African Tourism) and international (e.g. UNWTO) organisations.
5. Joint marketing opportunities with private sector (e.g. trade and media)

Our business services

Event funding and media activation:

- Provide event funding to support local events
- Provide media activation internationally around Western Cape jewel events
- Trade and media hosting
- Familiarization trips
- Joint Marketing Agreements

Content creation:

- Creation of content for travel trade, media and stakeholders to use at no charge
- Destination guides
- Videos
- Images
- Itineraries
- Marketing collateral

Data and information sharing:

- Provide regional and industry insights and trends
- Provide Western Cape tourism performance reports
- Facilitate connection with relevant tourism stakeholders in public sector

Cape Town and the Western Cape is open for leisure and business travel. For the latest information on travel restrictions, visa requirements and the latest Covid-19 health and safety information visit <https://safetravels.capetown>

