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TOURISM AUDIT

Client

City of Cape Town

Objective

Conduct an audit of the tourism products in four areas of Cape Town, viz: Blauwberg, Durbanville, Khayelitsha and Langa, with the results showcased by the GIS Mapping of the products.

Methods Employed

- Preparation of a background document about the Tourism products offered in the four areas.
- Preparation of a *database* of tourism products/ services including Accommodation, Tour Guides, Tour Operators, Restaurants and Attractions as well as Arts and Craft businesses.
- Facilitation of tourism stakeholder participation in the research process.
- Conducting a GIS mapping exercise of all the products identified in the areas.

Outcomes

- The four selected areas revealed startling differences in their attractiveness to visitors and the potential to generate a positive impact on the local economy.
- Each area revealed its own Unique Selling Points.