

Cape Town's seasonality busting golf festival hailed a success

Arranged to address the multiple challenges associated with seasonality and boost tourism numbers in the Western Cape during the slow winter months, Cape Town's inaugural Golf Festival - the first in a series of key initiatives organised by Federated Hospitality Association of South Africa (FEDHASA) Cape - has been hailed a success.



Cape Town to combat tourism seasonality with golf festival

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FEDHASA, along with the City of Cape Town, Cape Town Tourism, Wesgro and Accelerate Cape Town forms part of an initiative spearheaded by Mayor Patricia De Lille to assemble a Local Organising Committee (LOC) to combat seasonality in the province.

Five days, four golf courses, hundreds of golfers

According to tournament organiser, Reg Ferreira the tournament was held on four city golf courses between 21 and 25 August. It commenced at the Royal Cape Golf Club on Monday 21 August, followed by the Durbanville Golf Club and Clovelly GC on Tuesday and Thursday respectively, and culminated at the Milnerton Links Golf Club on Friday 25 August.

Ferreira says on day one, 72 golfing enthusiasts participated in the event, followed by 128 on day two, 64 on day three and 92 on day four. Midweek, golfers enjoyed a break from the golf course went to the Middelmei Wine Farm for a braai.

“This tournament is a first for Cape Town and it’s here to stay. Our idea is to grow the Cape Town Golf Festival to the same magnitude of the Cape Town Cycle Tour and the Old Mutual Two Oceans Marathon and to drive visitors to the Mother City during winter,” Ferreira says.

Ferreira congratulated tournament winner – Khomotso Mdhuli from Polokwane on her achievement.



Winner of the Visitors Floating Trophy, Khomotso Mthluli from Polokwane with Alderman Garin Cavanagh from the City of Cape Town.

“Khomotso’s name will be commemorated as the inaugural winner of this tournament, when we look back decades from now, her name will be there, which is a proud moment for her and us,” he says.

Other projects

Other projects arranged to curb seasonality will include the Halal Tourism Festival, driven by Cape Town Tourism, which will look at educating the industry on halal compliance in a bid to attract an influx from this emerging market to our region. In conjunction with these two key initiatives, Wesgro has also been mandated to focus on airlift, as a strategy to curb seasonality

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