



THE BUTTERFLY EFFECT

2023/24 ANNUAL REPORT



THE BUTTERFLY EFFECT

The story of the Table Mountain Aerial Cableway Company (TMACC) is one of transformation. Just as a caterpillar becomes a creature of flight, TMACC has evolved from its modest beginnings into a globally recognised and celebrated institution. This metamorphosis reflects our unwavering commitment to progress, innovation and sustainability – values that have left an indelible mark on Cape Town’s skyline and its visitors from around the world.

This year’s annual report theme, **“The butterfly effect”**, draws inspiration from the idea that small actions can lead to significant, far-reaching outcomes. TMACC’s 95-year history is a testament to how every decision, no matter how small, has contributed to us leaving a lasting impact. From our first wooden cable car in 1929, carrying just 19 passengers up Table Mountain, to our current cable car that carries 65 visitors, TMACC has been shaped by the cumulative effect of countless small moments, decisions and improvements.

Table Mountain is not just home to our cable cars. It also provides a sanctuary for the Western Cape’s diverse flora and fauna, including the red disa plant and the Table Mountain Beauty (*Aeropetes tulbaghia*) butterfly. These two species are intricately connected – the red disa relies entirely on the Table Mountain Beauty for pollination, without which it would die out. Our dedication to sustainability mirrors the role of this butterfly, which is why we have incorporated it as a key design element in this annual report.

Every interaction – whether a staff member’s warm greeting or a helping hand – has helped shape TMACC into a beloved destination and a leading steward of our mountain’s natural heritage. And our commitment to sustainability is echoed in the very design of this annual report, with butterfly motifs and a bold front cover featuring four butterflies endemic to South Africa: the Table Mountain Beauty, of course, Dickinson’s Strandveld Copper (*chrysoritis dicksoni*), Pennington’s Opal (*chrysoritis penningtoni*) and Barber’s Cape Flats Ranger (*kedestes barberae bunta*).

The butterfly symbolises more than just our nature; it represents the qualities we hold dear – strength through change, freedom, intuition and the power to create a lasting impact. Like the butterfly, we continue to rise and lead, with every decision propelling us to greater heights.



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* Permission to use photographs of minors has been obtained



WHAT WE DO,
WE DO WELL



ONE
PURPOSE,
ONE TEAM

OUR
COMPANY
PURPOSE

Our purpose is to share our passion for Table Mountain by giving everyone an authentic experience of an iconic natural wonder.

WE LEAVE
IT BETTER
THAN WE
FOUND IT



WE DO
THE RIGHT
THING



TABLE MOUNTAIN AERIAL CABLEWAY CO (PTY) LTD DIRECTORS

NAME	POSITION
R Fenner	Chairperson: Board of Directors
W Parker*	Managing Director
S Hercules*	Financial Director
B Moore	Chairperson: Audit and Risk Committee
A Pillay	Chairperson: Remuneration and Nomination Committee
F H StroebeI#	Chairperson: Social and Ethics Committee
U Mungal-Singh	
M N Skade	
T Adams	
P de Waal	
D Parker	
Total	11

Audit and Risk Committee:

- B Moore (Chairperson)
- R Fenner
- F H StroebeI
- D Parker

* Executive

Independent Non-Executive

Remuneration and Nomination Committee:

- A Pillay (Chairperson)
- F H StroebeI
- B Moore

Social and Ethics Committee:

- F H StroebeI (Chairperson)
- U Mungal-Singh
- M N Skade

REGISTERED OFFICE

Lower Cable Station
Tafelberg Road
Cape Town
8001

PO Box 730
Cape Town
8000

AUDITORS

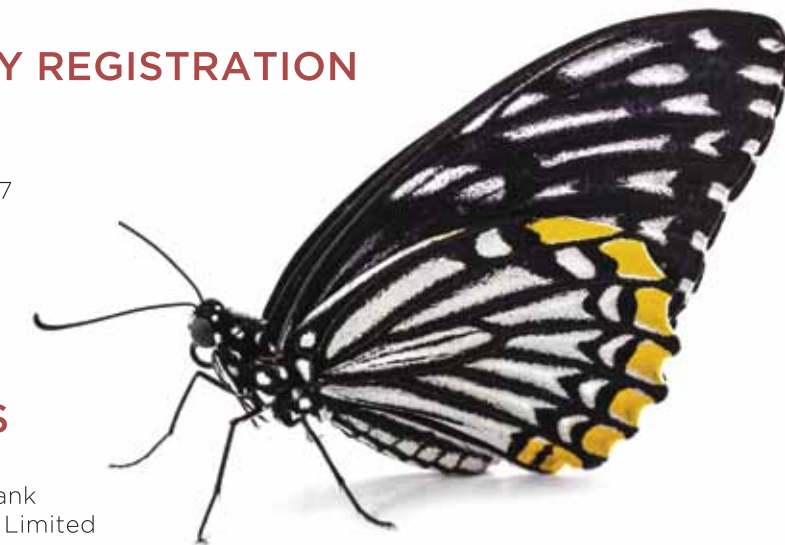
Moore Cape Town Inc.
Chartered Accountants (SA)
Registered Auditors

COMPANY REGISTRATION NUMBER

1926/002949/07

BANKERS

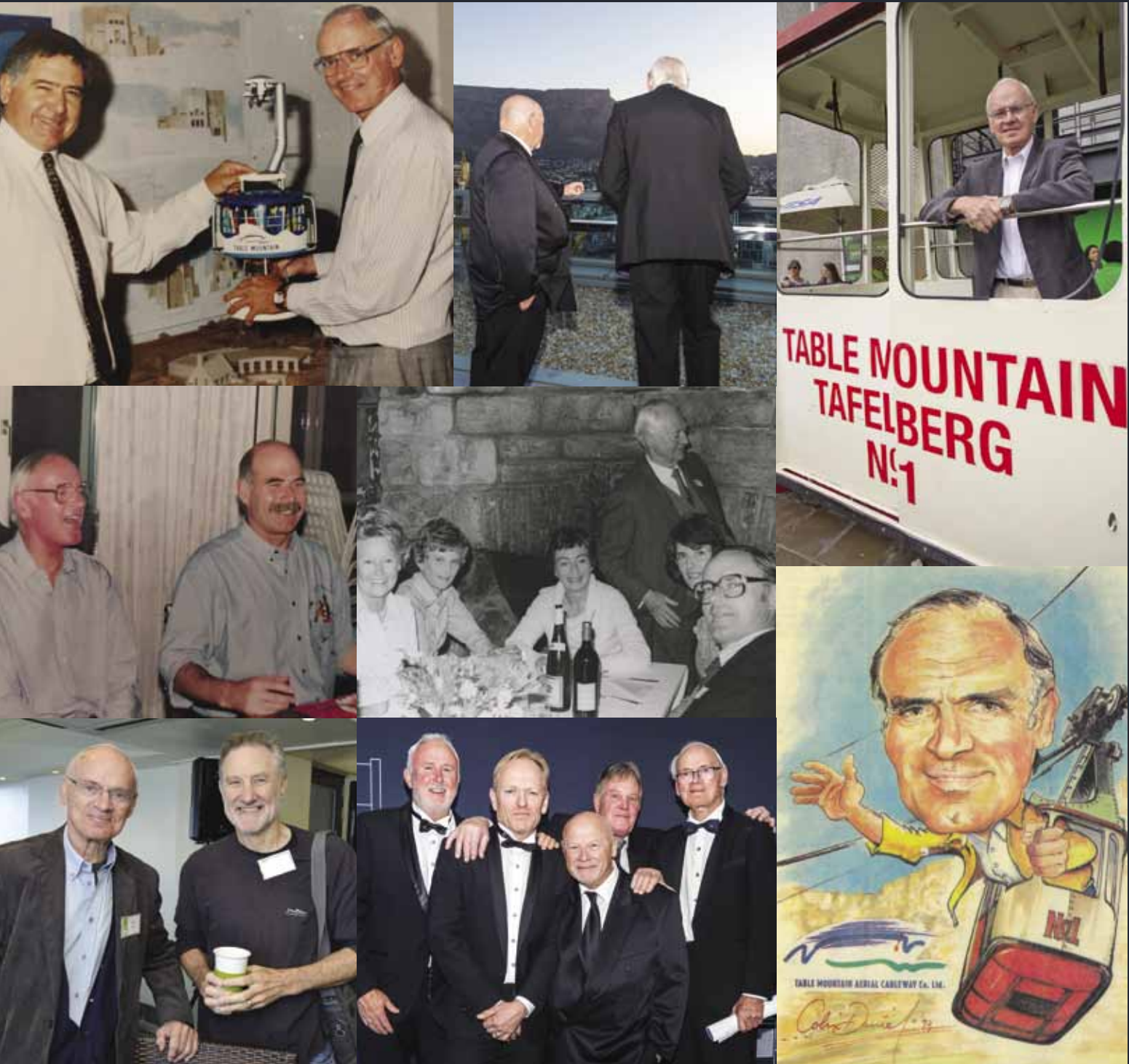
First National Bank
Southern Africa Limited



FOREWORD

At Table Mountain Aerial Cableway Company (TMACC), every visitor experience, sustainable initiative and interaction contributes to something greater – elevating not just the mountain but the memories made and the legacies created. As we continue to evolve, we aim to create elevated experiences that resonate with people and the world around us.

IN MEMORIAM: LOUIS DE WAAL



Louis de Waal, our former chairperson and director, passed away on Sunday, 10 March 2024.

Louis de Waal's tenure with the Cableway spanned over four decades, marked by unparalleled dedication. He oversaw several memorable events and developments, including two upgrades – in 1974 and the major one in 1997, which saw the introduction of Rotair cable cars that revolutionised capacity and experience.

Notably, his leadership played a role in Table Mountain being crowned as one of the New 7 Wonders of Nature.

Born in Greytown in 1937 Louis did all his schooling in Dundee, matriculating in 1954 from Dundee High School. He enrolled at the University of Cape Town and obtained his BSc Civil Engineering degree in 1959, then joined the Cape Provincial Roads Department. In 1961, he worked his passage to the United Kingdom on the Carnarvon Castle as the fourth engineer to take up a Confederation of British Industries Scholarship.

Table Mountain made a great impression on Louis from an early age. As an athletic young man, he conquered the mountain from all sides. It was “fantastic” being able to work for the Cableway, he said once, adding the mountain had always “cast a little spell on me.”

Louis retired from his role as board chairperson in 2013, but his impact extended far beyond. His devotion to community upliftment shone through his founding of the Bicycle

Empowerment Network (BEN) in 2002. This initiative gave hope to many by empowering individuals with access to opportunities through bicycles, truly embodying his spirit of giving back.



A passionate cyclist from his childhood years, de Waal was part of an elite group known as the “Magnificent 7” – the only people to have participated in every Cape Town Cycle Tour since its inception. It was his vision, along with fellow cycling pioneers Bill Mylrea and John Stegmann, to organise the first event around the peninsula, advocating for a more cycle-friendly city.

Today, their vision is realised through the iconic Cape Town Cycle Tour, the largest timed bike race in the world.

His son, Anton de Waal, also fondly recalls his father's immense pride in his association with Table Mountain and the Cableway, saying, **“Beyond his beloved Cycle Tour, he was incredibly proud of what the Cableway meant to the City of Cape Town. Even in retirement, he visited often, particularly for the annual Cableway Charity Challenge, where he eagerly fired the starting gun and cheered on the athletes.”**

Louis de Waal leaves an indelible mark on TMACC, cherished by all who were fortunate enough to know and work alongside him. His contributions, big and small – much like the butterfly effect – resonate through all who

knew him and his legacy will continue to inspire us all.

LETTER FROM THE MANAGING DIRECTOR

In the summer of 1929, some of the first passengers aboard a newly introduced wooden cable car would have spotted the famed red disa in the sweeping views of fynbos-covered slopes of Table Mountain.

This vibrant flower, a member of the Orchidaceae family, is a symbol of the mountain's unique biodiversity, but it depends almost entirely on the Table Mountain Beauty (*Aeropetes tulbaghia*) butterfly for survival.

Just as those early journeys transformed access to the mountain, the butterfly's role in pollinating the disa sustains the fynbos ecosystem. These small acts – whether the flutter of a butterfly's wings or the first turn of the cable car – demonstrate how seemingly minor actions can lead to lasting impacts.

As we mark 95 years of the Table Mountain Aerial Cableway (TMACC), we reflect on a year of transformation and resilience. Like the butterfly's vital role in the ecosystem, every action we take – however small – has the potential to create far-reaching results. This is the essence of the butterfly effect: small, seemingly trivial events that ripple outwards to shape the future.

We've seen this effect over the past year as we emerged from one of the most challenging periods in our history. An 11% rise in international arrivals and a 7% increase in domestic tourism signal that Cape Town's tourism outlook is stronger than ever.

The cruise season contributed R1.2 billion to the local economy, while conferencing added another R1 billion. The Cape Town Air Access team also secured 226 international flights weekly – more than ever before.

TMACC's own activities have driven meaningful change. Our longest and most extensive maintenance shutdown since 1997 and the creation of VISTA – a new dining and seating space – reflect our adaptability.

Initiatives like our Fast Track pass and private cable car option have been well-received, showing our responsiveness to customer needs.

“AS WE MARK 95
YEARS OF THE TABLE
MOUNTAIN AERIAL
CABLEWAY, WE
REFLECT ON A YEAR
OF TRANSFORMATION
AND RESILIENCE.”

Sustainability remains at the core of our operations, just as the butterfly is central to the fynbos ecosystem's balance. We are proud to have maintained our **carbon-neutral status** and to uphold **ISO 14001** (environmental management) and **ISO 45001** (occupational health and safety) standards.

Recognition, such as being named the ***Best Tourist Attraction** in the **2024 KFM Best of the Cape Awards** for the third consecutive year, underscores our commitment to excellence.

Our impact extends beyond tourism. Through our **Enterprise and Supplier Development Programme**, we continue

to **support local businesses**, particularly those owned by black entrepreneurs and women. Achieving a **Level 1 B-BBEE** certification, yet again, affirms our dedication to equity and transformation, ensuring our success benefits the broader economy.

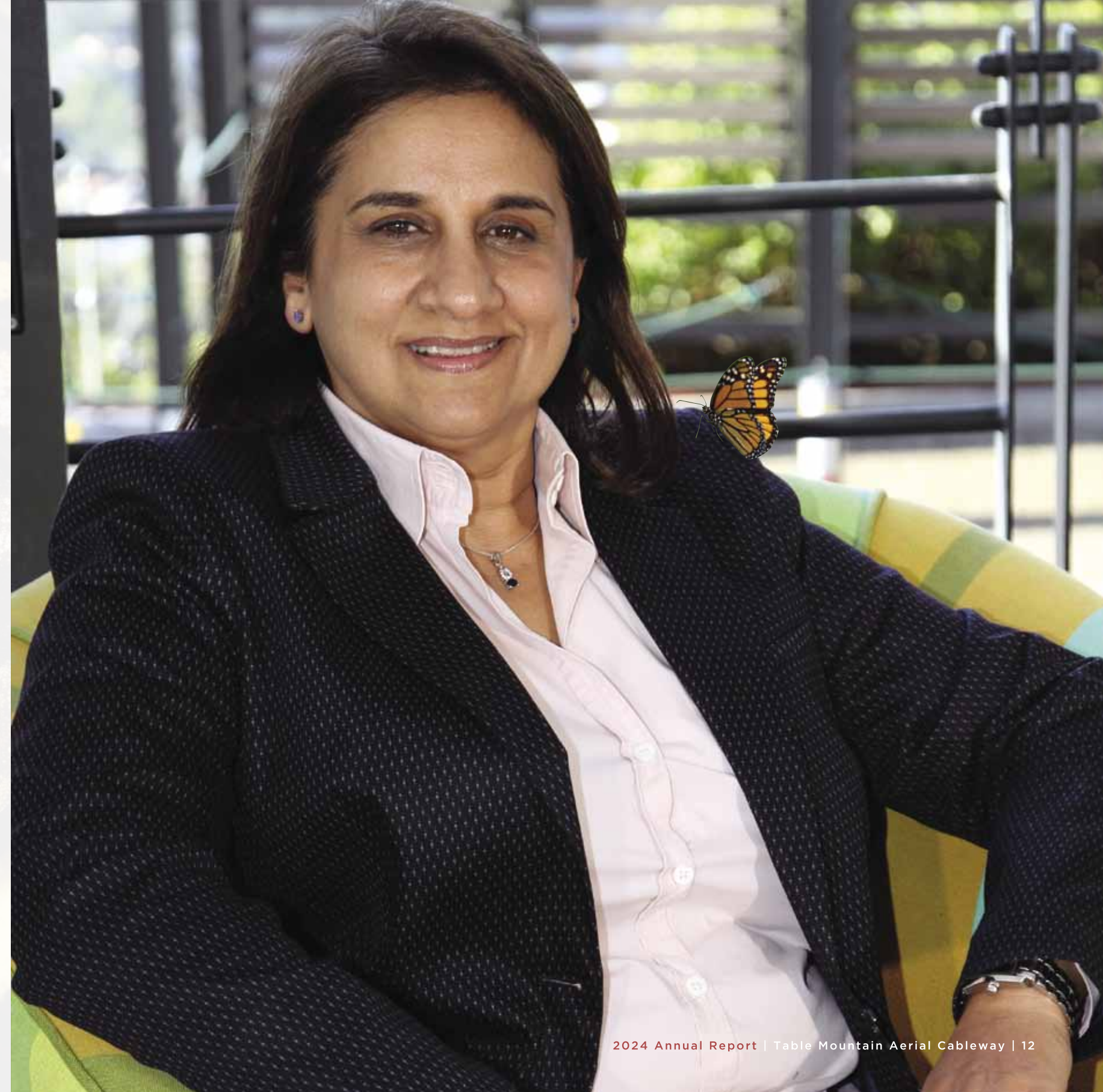
One of our proudest achievements is the success of the **Class in the Clouds** initiative, which has impacted over 20 000 students across South Africa over the past year. Just as the butterfly's pollination is vital to the fynbos, these educational efforts help cultivate a deep appreciation for the natural environment among future generations.

We have also been involved in various community projects. For example, on 17 July 2023, we commemorated Mandela Day by treating the children from Home from Home to a fun-filled day at TMACC. This was the first time that most of these children had visited Table Mountain. This kind of outreach aligns with our mission of making the mountain accessible to all.

As we approach our centenary, we are confident that the small steps we take today will have lasting, positive effects. We look forward to continuing TMACC's evolution while staying true to our mission of delivering unforgettable experiences, protecting our natural environment and contributing to the prosperity of our community.



WAHIDA PARKER
MANAGING DIRECTOR



TMACC was named the **Best Tourist Attraction in the **2023 KFM Best of the Cape Awards** for the second consecutive year*

MESSAGE FROM THE CHAIRMAN

We are exceptionally pleased with the outcomes we have achieved this year following our focus on recovery and continued improvement over the past few years. Like a butterfly emerging from its cocoon, we are entering a period of renewal and transformation. The positive global outlook for tourism mirrors this excitement. Most regions are reporting a growth in international arrivals, expected to exceed one and a half billion visitors in 2024. This is a significant increase on the previous year.

The expected increase in tourism is predicted to be a key economic driver internationally and locally, and we are optimistic about the impact on our industry and country. This year saw a record number of countries hosting elections. While it's easy to forget the prevalent uncertainty in the lead-up to our elections in May 2024, the resultant formation of a Government of National Unity was well received and provided much-needed improvement in confidence. Our participation and achievement at the Paris Olympics sent positive sentiments throughout the country, showing us, yet again, how sport plays such a unifying role in our country.

Our business continued to benefit from the improvement in the tourism market. Although we have not yet reached the 2019 visitor numbers, our revenues have surpassed all previous years, with our Retail and Food and Beverage departments both experiencing a record-breaking year. Operationally, our team have worked diligently over the last year, always looking to improve the visitor experience by tweaking, refining and improving the service for our valued visitors.

We have recently completed a successful seven-week maintenance shutdown,

*TMACC was named the **Best Tourist Attraction** in the **2023 KFM Best of the Cape Awards** for the second consecutive year

which will further enhance and improve customer satisfaction and better prepare us for the future. This year, we replaced the track ropes, overhauled the cabins and maintained the hanging and running gear. To ensure that our annual maintenance was conducted safely and compliantly, we engaged extensively with all stakeholders, the City of Cape Town, Table Mountain National Park, the hiking community, rescue services and the Department of Labour. We are also deeply grateful to the Swiss team who assisted with the maintenance and the professionals who provided the transportation of essential equipment to facilitate the upgrade.

**“OUR BUSINESS
CONTINUED TO
BENEFIT FROM THE
IMPROVEMENT IN THE
TOURISM MARKET.”**

As you may know, Tafelberg Road is undergoing major rehabilitation work. We are working closely with the City of Cape Town and the appointed contractor to minimise the disruption to our visitors. The rehabilitation work is expected to be completed in February 2025. In the interim, we have secured two buses to transport visitors from the Lower Tafelberg Road parking area to the Lower Station to reduce some of the traffic on Tafelberg Road.

Our dedication and hard work are also being recognised by our industry peers and by the public. I would like to congratulate the team at TMACC for ensuring we once again won the ***Best Tourist Attraction Award** in the **2024**

KFM Best of the Cape Awards. This is our third win in a row! We continued to perform well in the annual **World Travel Awards**, an industry benchmarking exercise that helps us compete with the best of the best. We welcomed a host of sports stars and celebrities during the year, including Dr Esther Mahlangu, the globally acclaimed visual artist and much-loved cultural ambassador of the Ndebele nation.

As we prepare to celebrate our 95th anniversary, I wish to pay my respects to our former chairperson and director, Louis de Waal, who passed away on 10 March 2024. Staff were all given an opportunity to attend the memorial service of the man who has left an indelible mark not only on their lives but also Cape Town and the country.

I would, once again, like to extend my gratitude to the board of directors, executives and staff who have all played a major role in our success this year. I would also like to acknowledge our tourism partners in the Western Cape and SANParks who continue to play a major role in helping the industry flourish – thank you!

This report reflects the hard work, generosity and positivity that makes TMACC a thriving and beautiful part of Cape Town. We believe that every year brings an evolution – we emerge from our cocoon, changed and ready to make a difference.



RAYMOND FENNER
CHAIRMAN



HIGHLIGHTS, AWARDS, PARTNERSHIPS AND SPONSORSHIPS

Much like the Table Mountain Beauty butterfly, which is endemic to the Western Cape and relies on our fynbos ecosystem to survive, TMACC embodies resilience and transformation. Our achievements, partnerships, and sponsorships create a ripple effect, enhancing our community and inspiring growth.

31 MILLIONTH
VISITOR

TMACC welcomed its 31
millionth visitor

ONLINE

Retail Store now live!

B-BBEE

Level 1 retained

19

Staff bursaries awarded

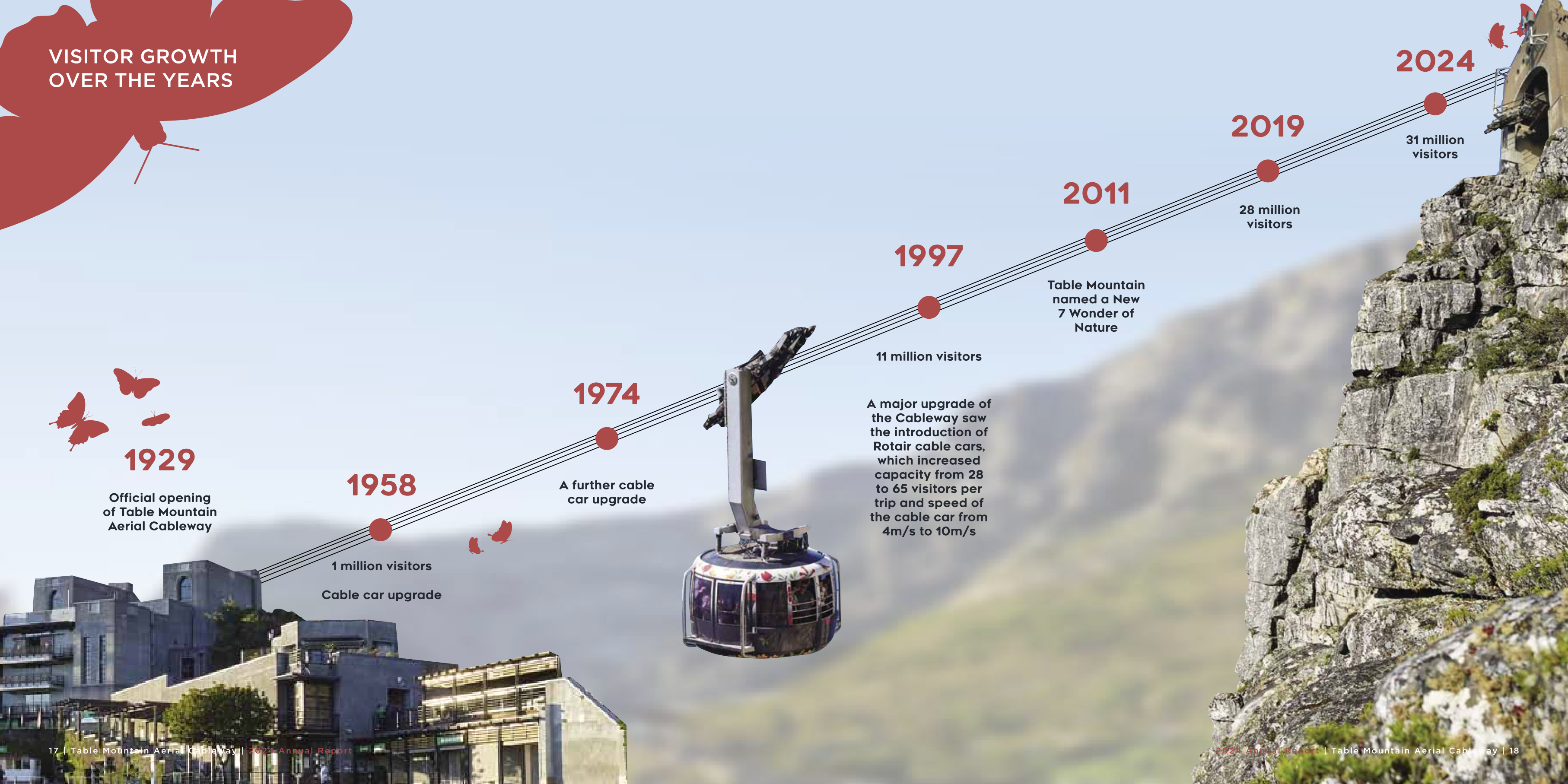
97%

Of our retail products are
sourced locally

1 500kWh

Of electricity is generated per
month from the descent of our
cable cars, which is fed back
into the electricity grid

VISITOR GROWTH OVER THE YEARS



AWARDS AND RECOGNITION

- Voted the **Best Tourist Attraction** in the **2023 KFM Best of the Cape Awards** for the second year in a row
- Nominated in two categories at the World Travel Awards, **World’s Leading Tourist Attraction** and **World’s Leading Cable Car Ride**. These awards are an industry benchmarking exercise that helps us compete with the best of the best
- In recognition of our commitment to responsible tourism, TMACC was invited by the City of Cape Town to sign a **Responsible Tourism Charter** to uphold these practices and share best practice with other tourism role players.



Jesca Mukwasha, EB Inglis (KFM radio presenter) and Riedewaan Floris



EXCITING NEW LAUNCHES!



VISTA - A SPACE FOR ALL TYPES OF EVENTS

We revamped and upgraded our boardroom to create this multi-functional venue



A RETAIL APP

To improve back of house efficiency in the Retail Department



A FREE SHUTTLE BUS SERVICE

To transport visitors from Lower Tafelberg Road to the Lower Station



PARTNERSHIPS AND SPONSORSHIP

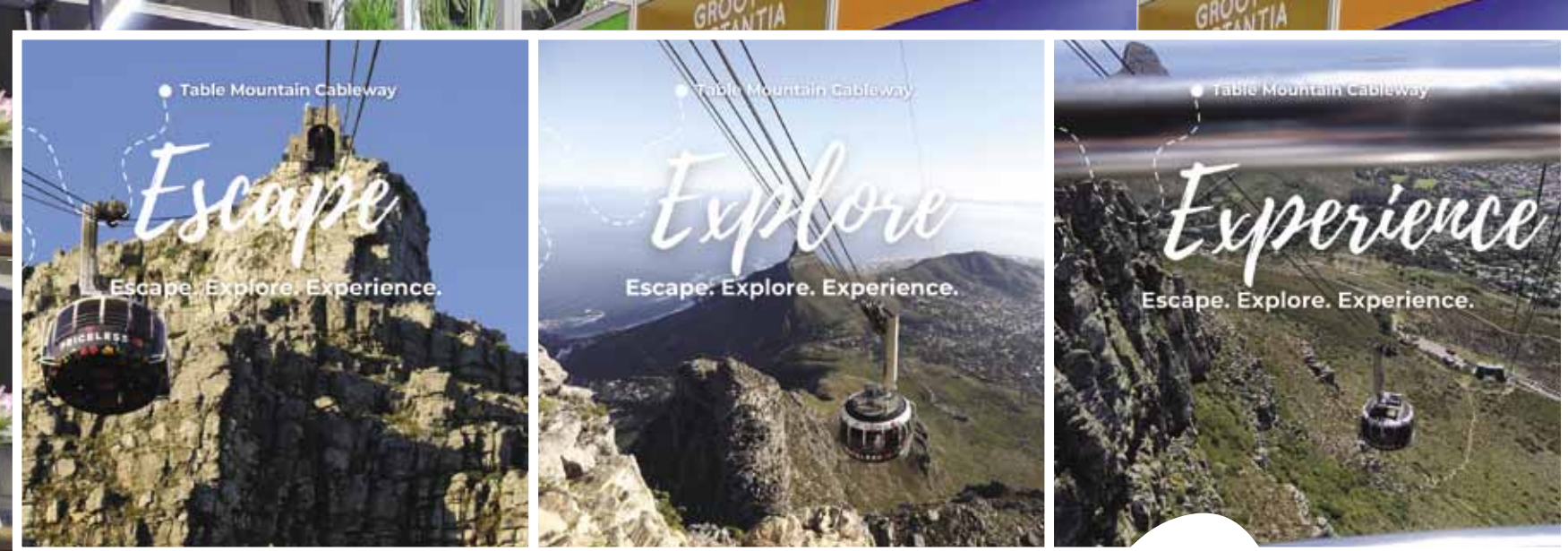
Collaboration within the tourism industry is key. To this end, we continue to forge strong partnerships with the following entities:



Cape Town Tourism

Cape Town Tourism enhances the city's brand and economy through destination management and marketing strategies, focusing on creating a more resilient, inclusive and sustainable tourism industry. We are proud to be one of Cape Town Tourism's longest-standing Executive Partners.

This partnership allows TMACC to shape the local tourism landscape while benefiting from exclusive events like Cape Town Tourism's Golf Day and its professional conference organisers/event organisers event, which allowed us to promote our conference/events offering.



CAPE TOWN BIG 6

Cape Town Big 6

Cape Point, Groot Constantia, Kirstenbosch, Robben Island Museum, the V&A Waterfront and Table Mountain Aerial Cableway Company form the Cape Town Big 6. These attractions are core to a true Cape Town experience and a visit to the city is incomplete without exploring these iconic sites. The Cableway is honoured to be part of this group, actively pursuing cross-marketing opportunities and sharing insights through collaboration.

Highlights of this collaboration include participating jointly at the World Travel Market Africa, hosting the Big 6 educational for frontline staff and being part of the Escape, Explore and Experience social media campaign.



AFRICAN ASSOCIATION OF VISITOR
EXPERIENCES AND ATTRACTIONS

African Association of Visitor Experiences and Attractions (AAVEA)

AAVEA represents the interests of attractions and visitor experiences, raising awareness of their contribution to the broader tourism industry. The association hosts events and online sessions that provide education, industry engagement and collaboration opportunities. TMACC is a founding member and patron sponsor of AAVEA's annual conference.



Cableway Charity Challenge

The Cableway Charity Challenge, started in 2009 to support underprivileged communities through educational assistance and has grown into a key Cape Town event over the past 15 years. In partnership with the JDI Foundation, we sponsored the annual challenge, held on 20 April 2024, with 199 participants, raising more than R1 million for charity. Starting in 2025, TMACC will take over the Cableway Charity Challenge in its entirety.



The Cape Town Jive Funny Festival

TMACC has teamed up, once again, with the Cape Town Jive Funny Festival. Running annually for a month over the June/July period, the festival brings together some of South Africa's favourite comics, as well as international acts, at the Baxter Theatre. We are proud to be one of the sponsors of this event. This festival provides us with access to local audiences during the low season.





RESPONSIBLE CABLEWAY

Even small acts of environmental awareness or social responsibility – like conserving energy or nurturing our communities – can result in a cascade of positive effects that can make a real, lasting difference to both people and planet

RESPONSIBLE CABLEWAY

During the year under review, TMACC continued its commitment to reducing water, electricity and waste, as well as increasing its recycling efforts. Our environmental initiatives aim to minimise our footprint.

Water management

- We have installed recycling toilets and waterless urinals, which use less water than conventional toilets
- All toilets are fitted with dual-flush mechanisms, and we have both push-button and sensor-operated taps to reduce water usage
- We have saved one million litres of water by relocating the production kitchen to the Lower Cable Station
- We use compostable cups, lids, cutlery and straws in our food and beverage facilities to further save on water
- Our borehole at the Lower Station, installed in 2018, continues to supply water for the flushing of visitor and staff toilets, irrigation and washing outside areas
- We have also installed water meters to monitor our water usage closely

Energy management

The Cableway has implemented several electricity-saving measures to reduce our energy consumption. These include:

- Timers and blankets on essential geysers
- Switching off non-essential geysers
- Energy-saving and LED lights in all our light fittings
- Timers on all outside lighting circuits
- Regulated air-conditioning in offices, maintained between 18°C and 21°C for energy efficiency
- We also generate 1 500kWh of electricity per month from the descent of our cable cars, which is fed back into the electricity grid.

Waste management

Waste management remains a top priority. This year, we:

- Appointed two full-time, in-house recyclers to maximise recyclable waste removal from the general waste stream
- Increased the number of recycling bins to promote waste sorting at the source
- Introduced soda fountains and beer on tap at TEN67 Eatery, which has drastically reduced the use of glass, soft drink cans and plastic bottles. All soft drinks and beer are served in recyclable PLA cups
- Ensured the proper disposal of hazardous waste, such as printer cartridges, fluorescent lights, medical waste and batteries, through specialist waste-removal companies
- Collected food and organic waste from our outlets and kitchens for composting

Offsetting our carbon

TMACC is **carbon neutral**. We continue to offset our carbon emissions through our investment in the Kuyasa Housing Project, a low-carbon housing development in Khayelitsha.

The project has installed solar water heaters, insulated ceilings and compact fluorescent energy-efficient lightbulbs (CFLs) in 2 100 houses.

This initiative has resulted in monetary savings, improved indoor air quality and reduced greenhouse gas emissions for the community.

Certifications



ISO 14001 Environmental Management

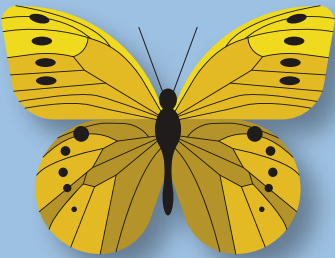


ISO 45001 Health and Safety Management

CARBON EMISSIONS

1 142 020 kg
TOTAL USAGE

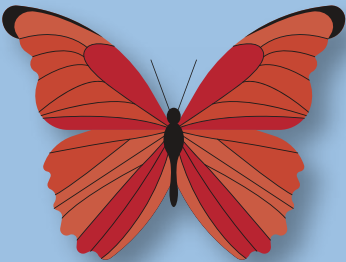
TARGET: 1.15kg/person
ACHIEVED: 1.02kg/person



WATER

4 203 680 litres
TOTAL USAGE

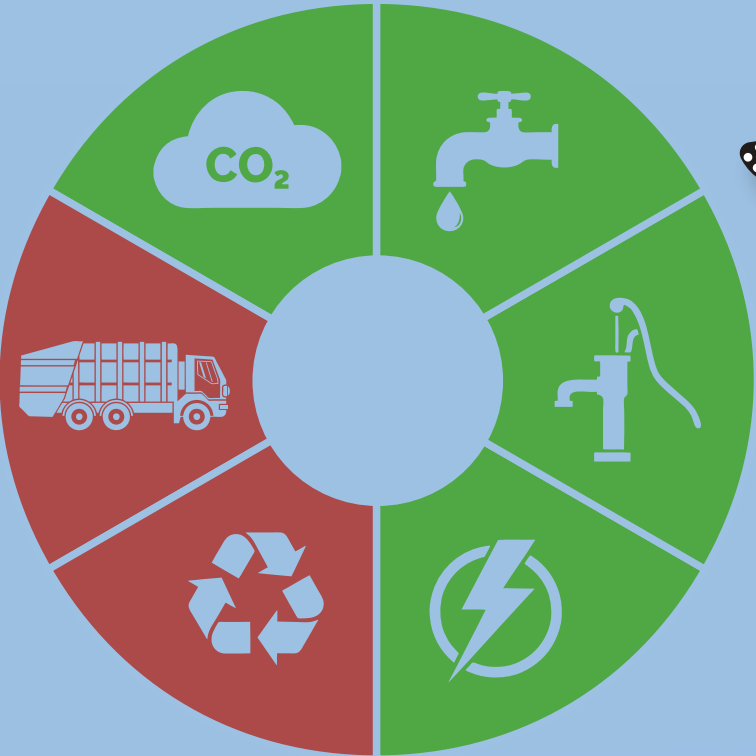
TARGET: 5 litre/person
ACHIEVED: 3.75 litre/person



WASTE TO LANDFILL

23.35 tonnes
TO LANDFILL

TARGET: 20% of waste sent to landfill
ACHIEVED: 29%



BOREHOLE WATER

1 688 555 litres
TOTAL USAGE

TARGET: 1.5 litre/person
ACHIEVED: 1.5 litre/per person

RECYCLING

56.48 tonnes recycled
TOTAL USAGE

TARGET: 80% of waste recycled
ACHIEVED: 71%



ELECTRICITY

1 013 840 kWh
TOTAL USAGE

TARGET: 1 kWh/person
ACHIEVED: 0.9 kWh/person

CABLEWAY CARES

TMACC supports more than 100 non-governmental, non-profit and community organisations through its Corporate Social Investment (CSI) programme. One of the many organisations we helped included Home from Home, a local child protection organisation that provides a permanent, family-style foster care home for vulnerable children in the Western Cape. They have been operational for 18 years.

As part of commemorating Mandela Day, the Cableway treated the children from Home from Home to a fun-filled day on Table Mountain. This was the first time that most of the children had visited the mountain.

5 582

CSI tickets were issued



CLASS IN THE CLOUDS PROGRAMME

The Class in the Clouds programme, launched in 2001 for primary and high schools, offers students the chance to experience the beauty of Table Mountain while learning about its fauna and flora in a natural setting.

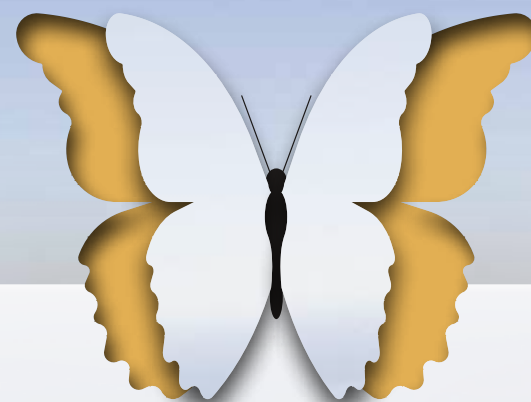
This programme runs on weekdays from March to November each year and hosts up to 20 000 children annually.

Each group is booked for a specific timeslot and provided with a tour guide and educational worksheets.

In the 2024 financial year, 20 032 learners took part. Since its inception, 353 393 learners have participated in the programme.

20 032

learners participated in the Class in the Clouds programme



PAYING IT FORWARD

Just like the Table Mountain Beauty butterfly, TMACC embodies transformation and growth, where even the smallest actions create a ripple effect. TMACC's investment in the development of small businesses trickles through the broader community, fostering economic upliftment and positive change for generations to come.

Enterprise and Supplier Development (ESD) Programme

In May 2024 we celebrated the excellence and achievements of our Enterprise and Supplier Development (ESD) Programme participants. 21 SMME businesses were amongst those who attended this glittering graduation ceremony.

Through our partnership with Siyakha, TMACC offers assistance to qualifying suppliers and carefully selected entrepreneurs – especially exempt micro enterprises and qualifying small enterprises.

“We are also passionate about the upliftment of women in business and startups,” says TMACC Executive Director, Selma Hercules. We provide mentorship, training and support in accounting, human resources and marketing, as well as access to grants and funding. **“All this is directed at ensuring that businesses flourish and grow from strength to strength,”** says Selma

This event exemplifies our ethos of “people first” – a drive that inspires us to invest not only in memorable visitor experiences but also in the upliftment and upskilling of our staff and suppliers. **“We are giving young business owners an opportunity to grow and become sustainable,”** Selma concludes.

Carlie’s Darlings, a boutique small business that bring smiles to children’s faces through the creation of hand-crocheted toys, were announced as the **Overall Winner of our 2023/24 ESD Programme**. Congratulations!



Carleen Luyt is a former TMACC employee. She has always displayed incredible creativity and eventually decided to pursue this passion full-time. **Carlie’s Darlings** was started when Rianda Williams, the Executive Manager for Retail Operations approached Carleen with the idea of creating a unique line of crocheted stuffed toys. Carleen began making the most beautiful stuffed toys that sold within days of being stocked in our shop. Eventually, demand exceeded supply – to such an extent that Carleen now trains several members of her community to assist

with making these toys.

We look forward to continuing our investment in the development of small business owners so that they can soar to greater heights!



DEPARTMENT HIGHLIGHTS

Carmene Jonas joined the department in November 2023 as the Accounts Payable Clerk

TMACC retained its level 1 B-BBEE status



Enver Duminy (Cape Town Tourism), Anthea Ferreira, Rianda Williams (TMACC), Carleen Luyt (Carlie’s Darlings) and Selma Hercules (TMACC)

OUR TMACC FAMILY

The butterfly effect means that even tiny variations in a single action can dramatically alter the future trajectory of a system. Similarly, TMACC's Human Resources (HR) Department is highly aware that a single recruitment decision, a tailored training session or well-timed recognition of an employee's efforts can have far-reaching impacts on team morale, operational efficiency and customer satisfaction.



LONG SERVICE CELEBRATIONS

TMACC celebrated the long service of 22 employees this financial year.

The long service celebrations have been well-received by employees and were a positive reflection of our commitment to our team and the organisation.

In the 2024 financial year, the following people received long service awards:

5 Years of Service	
First Name	Surname
Josephine	Mouton
Cyril	Milton
Nomafu	Cutshwa
Princess	Keswa
Mawadah	Cassiern
Hloniphani	Masunda-Mifetu
Candice	Syce
Tina	Roberts

10 Years of Service	
First Name	Surname
Simone	Bowman
Lincoln	Hantam
Labiegah	Daniell
Rezaan	Eze
Berenice	Paulse
Bonnita	Claasens
Sabelo	Mabadi
Nosimpiwe	Galela
Lumkiso	Nondudule
Bukelwa	Vazana

20 Years of Service	
First Name	Surname
Joy	Miller
Candice	Steyn
Lindsay	Bester

25 Years of Service	
First Name	Surname
Richard	Isaacs



Candice Steyn, Lindsay Bester and Joy Miller

BURSARIES

At TMACC, our commitment to employee development takes form through bursary opportunities. We encourage our staff to explore and apply for educational paths that resonate with their personal interests, passions and career aspirations. This autonomy not only empowers employees but also reaffirms our dedication to their growth.

Our goal in the 2024 financial year was to continue encouraging staff to broaden their skill set. We had **19 successful bursary applications**. Their courses are still in progress. **The value of bursaries awarded was R410 052.**



R410 052

Total bursary value awarded to the 19 applicants

Graph 5: Cableway staff bursary investment



STAFF ENGAGEMENT

During the 2024 financial year, we partnered with Families South Africa (FAMSA) to provide and facilitate staff counselling services.

Our commitment to the well-being of our employees has remained a central focus and we recognise the importance of creating a supportive and conducive environment for our team.

- We conducted a **360-degree feedback process for our leadership team**, which provided us with valuable insights into individual performance, interpersonal relationships and areas for professional development.
- We also conducted an **employee engagement survey in November 2023** to assess staff satisfaction and identify areas for improvement.

We followed up with a pulse survey in May 2024 to track our progress. The results show significant improvements in key areas, demonstrating our commitment to a positive and engaging work environment.

REWARD AND RECOGNITION PROGRAMME

We have enhanced our **Reward and Recognition** nomination process. Staff can now nominate fellow employees using an online form. This is a more efficient and accessible process, ensuring outstanding service does not go unnoticed.



LEARNERSHIP PROGRAMME

NQF 3 Certificate for Business Administration

This programme is designed to promote the development of the knowledge, skills and values that are required for service excellence within the field of administration.

- 1 learner was enrolled on 2 July 2024 and their course will conclude on 1 July 2025
- Rushana Abrahams successfully completed the NQF 3 Certificate for Business Administration learnership and is now part of the TMACC team



Rushana Abrahams



NQF 1 Food & Beverage Handling Processes

This course provides foundational training in the safe and efficient handling of food and beverages, covering skills such as hygiene practices, food preparation and basic service procedures to ensure compliance with health and safety standards.

- 5 learners have successfully completed this learnership and three of the learners were permanently absorbed into TMACC.



Jadine Matthys, Lutho Fulani, Lungelwa Mondliwa, Paul Ngqolwazana and Dwayne Oosthuizen completed the NQF 1 Food & Beverage Handling Processes Learnership

NQF 3 Wholesale & Retail Operations

This programme is designed to enhance the skills and knowledge of participants in the wholesale and retail sectors, providing valuable training and practical experience.

- 8 learners were enrolled on 21 June 2024 and they will conclude the course on 20 June 2025





Linda Xameni and Adriaan Hattingh

NQF 2 Contact Centre Support

This course teaches skills in customer service, business communication, using a computer and teamwork, amongst other administrative tasks.

- 1 learner was enrolled on 18 June 2024 and the course will conclude on 17 June 2025

Eco-time web user training

This training ensured that all users were fully equipped to utilise the new web-based module, which will enhance our time and attendance management.

NQF 5 Industrial Relations Training

This course provides the knowledge and skills necessary to navigate the complexities of labour and industrial relations effectively.

- Leadership as well as newly appointed shop stewards participated in this training programme

Food Safety Level 2 Course

This course focuses on the importance of work area hygiene, personal responsibility for food safety and the significance of food safety.

- 23 kitchen staff participated from March 2024 to April 2024 and successfully completed the course

Absence Management Training

This refresher course with LabourNet enhanced our managers' skills in effectively handling employee absences, ensuring adherence to company policies and minimising the impact on operations.

NQF 4 Customer Service Skills Programme

This course was in collaboration with the Tourism and Business Institute of South Africa and was fully funded by CATHSSETA. Staff learned vital customer service skills that are essential for our organisation's success.

- 6 employees participated in this course from 10 – 21 June 2024



Ntsikelelo Xolo, Waseem Daniels, Phumeza Pohoyi, Maryam Jassiem, Buhlebenkosi Mabuza and Sibabalo Gumba

STAFF WELLNESS

We launched **soccer and netball teams** as part of our employee wellness and engagement initiatives. Our **hiking team**, which represented TMACC at the Cableway Charity Challenge, is still going strong. These teams have fostered camaraderie, improved physical fitness and enhanced team spirit across various departments. Participation levels have been high, with both male and female employees actively involved, reflecting our commitment to promoting inclusivity and a healthy work-life balance. We plan to continue these activities and explore additional opportunities for staff engagement.



SEASONAL RECRUITMENT

Our seasonal recruitment drive ensured we had staff on-site during our peak season – between September 2023 and January 2024. We recruited students from tertiary institutions such as Cape Peninsula University of Technology, as well as culinary schools.

STAFF EVENTS

In January 2024, we hosted a **celebratory braai** for our staff to show our appreciation for all their hard work during the festive season.

During Easter weekend 2024, we treated our team members with **Easter eggs and traditional hot cross buns** to share with their families.

We hosted an **end of season staff party** in May 2024 where we thanked our staff for their contribution throughout the year.



DELIVERING THE BEST VISITOR EXPERIENCE

Each aspect of the Operations Department has been refined with the same precision found in nature. Its efforts – whether enhancing the visitor experience, streamlining processes or improving environmental sustainability – mirror the effortless grace of a butterfly in flight, ensuring every visitor's experience is both smooth and memorable.

ENHANCING THE VISITOR EXPERIENCE

The Operations Department oversees visitor experience, access control, mountain guiding, health, safety, environmental management and security.

In the year under review, the Operations Department has improved the visitor experience by revamping its infrastructure, improving queue management and streamlining processes.

The Lower Station underwent renovations, turning the boardroom into a multi-functional event space, now called VISTA. The cable car departure area was overhauled to improve visitor flow. At the Top Station, the arrival area was redone, and the toilets were upgraded.

In terms of queue management, turnstiles at the cable car departure area were replaced and a buzzer system was introduced to expedite cable car loading to ensure more efficient visitor flow during peak periods.

Private Cable Car hire was streamlined, a shuttle bus service was introduced between Lower Tafelberg Road and the Lower Station, security was enhanced and the department ensured compliance with TMACC’s Environmental Management and Health & Safety processes.



HIGHLIGHTS

- TMACC was audited by SABS against the ISO 45001:2018 standard and the ISO 14001:2015 standard, and was recertified for both
- The department assisted with coordinating search and rescue missions on the mountain by working closely with Wilderness Search and Rescue (WSAR), Metro Rescue and the South African Police Services (SAPS)



REHABILITATION OF TAFELBERG ROAD

The City of Cape Town has embarked on an extensive rehabilitation of Tafelberg Road in February 2024. To date the following projects have been completed: Sewer, Stormwater and Retaining Walls. Outstanding are the Catchpits, Sidewalks, Surface Drainage and Gabions of which 50% or more of have been completed and the Boardwalk of which 30% is complete. This rehabilitation project is set to be completed by February 2025.

UNDER THE HOOD

In TMACC's Technical Department, even the smallest changes or upgrades can have far-reaching impacts on the entire operation. These precise, often unseen actions create a chain of positive outcomes, preventing breakdowns, ensuring safety and maintaining the flow of daily operations.

TECHNICAL DEPARTMENT

Notable projects during the year under review include:

- The back-up power installation project to help power and run the Cableway independently of Eskom. Once this project is complete it will be one of the first in the world to operate a cableway 100% off-grid when required
- Visible and audible **cable car trip timers were installed to speed up operations** during busy times
- Trialling humidity control equipment in the machine room to **reduce humidity by 30% as a preventative measure**
- Completing the upgrade of **157 Kloof Nek house lower floor boardroom**
- **Systematic and major maintenance on the powerline** to prevent trip-outs

Andries de Vries joined the team in August 2023 as TMACC's Technical Executive. Over the past year Adriaan Hattingh was promoted to Cableway Plant Manager and Riedewaan Floris to Facilities Manager. The department also appointed two new technicians, Andre de Lange and Shanon Brink. Four technicians completed the High Voltage Switching course.

"The current TMACC technical team is one of the strongest teams I have ever been fortunate to work with in my entire engineering career!" – Andries de Vries

"As a service department, we ensure everyone else is happy and that we operate at full capacity," said Andries.

STRATEGIC PRIORITIES FOR THE UPCOMING YEAR



The 2024 annual maintenance was completed on time.



DIGITAL TRANSFORMATION

The IT Department's behind-the-scenes efforts are a prime example of how small actions can lead to significant outcomes. From maintaining secure networks to developing user-friendly apps, every line of code and system upgrade helps ensure smooth communication, efficient ticketing and a hassle-free visitor experience, all contributing to the seamless operation of TMACC.

IT DEPARTMENT

Over the 2023/24 period, the IT Department embarked on multiple projects to improve its operational infrastructure, the visitor experience and communication. These included:

- Installation of new turnstiles at the Lower Station
- Improving CCTV solutions
- Installation and fitting of new housing for the self-service ticket sales machines
- Implementing vital server updates and upgrades to boost visitor experience and improve reliability and efficiency

Behind the scenes, the IT Department worked on a new **Real-time Cableway Status update system** with WhatsApp integration and predictive weather monitoring to automate this system. This new system has streamlined many processes.

The IT team has successfully implemented the **Panomax webcam** solution, viewable on the TMACC website. This webcam provides visitors with imagery of the City Bowl and surrounds as seen from the top of Table Mountain.



It has been a successful year for the team, with no major outages or infrastructure downtime. A highlight for the year includes a **Table Mountain Aerial Cableway app** created by the team.

The IT Department's strategic priorities for the upcoming year include:

- Utilising data analytics to ensure operational efficiency and accuracy
- Improving operational efficiencies by reducing manual processes and making use of technology to ensure accuracy and consistency
- Ensuring real-time accuracy and enhancing the customer experience

To assist in attaining the department's goals, a Technical Infrastructure Engineer, Keith Mbhele, was appointed. A learnership for Web Development was also introduced.



FLYING THE TMACC FLAG

The efforts of our Marketing Department show how even the smallest initiatives can create widespread influence. Every event, social media post, special guest hosting, media campaign and competition generates ripples that extend beyond the mountain, attracting visitors, supporting local communities and promoting sustainable tourism, all amplifying the positive impact of TMACC.

TMACC BRAND EXPOSURE

The Marketing Department **continues to leverage off tourism entities**, such as Cape Town Tourism, Wesgro and South African Tourism, to positively position TMACC both locally and globally. In addition to this, it works closely with media and tourism stakeholders to further TMACC's cause.

The launch of TMACC's new function venue, VISTA, saw this beautiful space with its expansive views introduced to traditional media and influencers, as well as professional conference organisers and event organisers.

Over the last financial year, the Marketing team **used innovative methods to provide a Cableway experience off-site**. TMACC's 2023 annual maintenance period coincided with the Netball World Cup, which took place in Cape Town. To keep Table Mountain Cableway top of mind we set up a **Cableway Virtual Reality (VR) exhibition**, which provides visitors with a virtual cable car ride experience, at the Netball World Cup at the CTICC.



A visitor at the Netball World Cup tries out our Cableway VR experience



Scan to see TMACC's 360 Virtual Tour on the TMACC website

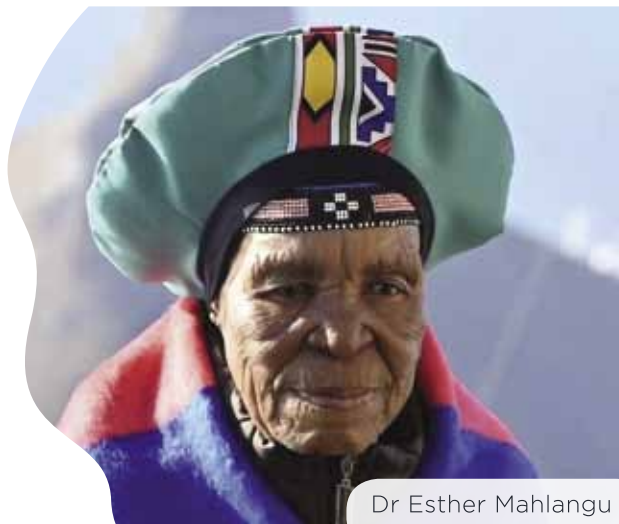
We also used this Cableway VR experience at World Travel Market Africa 2024, where we exhibited as part of Cape Town Big 6. Additionally, we showcased **TMACC's new 360 Virtual Tour**, which provides visitors with a virtual tour of our facilities, at both World Travel Market Africa 2024 and the Tourism Indaba.

As a custodian of Table Mountain, one of our more important roles is to ensure that the mountain is fit for use. We have created an annual mountain clean-up campaign, **#TakeaHikeDay**, that encourages participants to clean up hiking trails.

#TakeaHikeDay 2023 saw 422 participants collecting **90kg worth of litter!** Participants included individuals, work colleagues, hiking groups, school groups and community organisations.



In April 2024, we partnered with the Mountain Club of South Africa and CityROCK to do a ledge clean-up. This initiative saw the removal of almost **169kg of litter** from hard-to-reach spots on the mountain!



Dr Esther Mahlangu

Hosting famous sportspeople and global icons is a big drawcard for the public. We were privileged to host:

- The **South African Netball team**, as well as the **2023 Netball World Cup winners, Australia**
- The **Springbok Rugby 7s** men's and women's teams
- World-renowned artist and icon, South African-born **Dr Esther Mahlangu**
- International music group, **Meduza**
- **Sports for Humanity's** tour of the **Palestinian soccer team**
- The **cast of The Sound of Music**
- The **cast of the Cape Town Funny Festival**

On 11 January 2024, we welcomed our **31 millionth** visitor at TMACC. Gerda Pretorius from Bloemfontein was surprised with a special gift hamper when she and her husband arrived at the Lower Station. This was her first time back to Table Mountain in over 30 years!



The annual **Cableway Charity Challenge**, now in its 15th year, took place on Saturday, 20 April 2024. There were 199 participants, of which 85 were school learners. Together, an amount of R1 271 742 was raised for the following nominated charities:

**Abalimi
Bezekhaya**

**Funda
Kunye**

Ndihluthi

**Wilderness
Search and
Rescue (WSAR)**

**Volunteer
Wildfire
Services (VWS)**



Wilderness Search and Rescue (WSAR)

Volunteer Wildfire Services (VWS)

Through **TMACC’s promotional offers**, we ensure that Table Mountain remains accessible to all South Africans. In addition to our current promotions (**Birthday, Senior Citizen, Student and Cable Card**), we introduced the following during the past financial year:

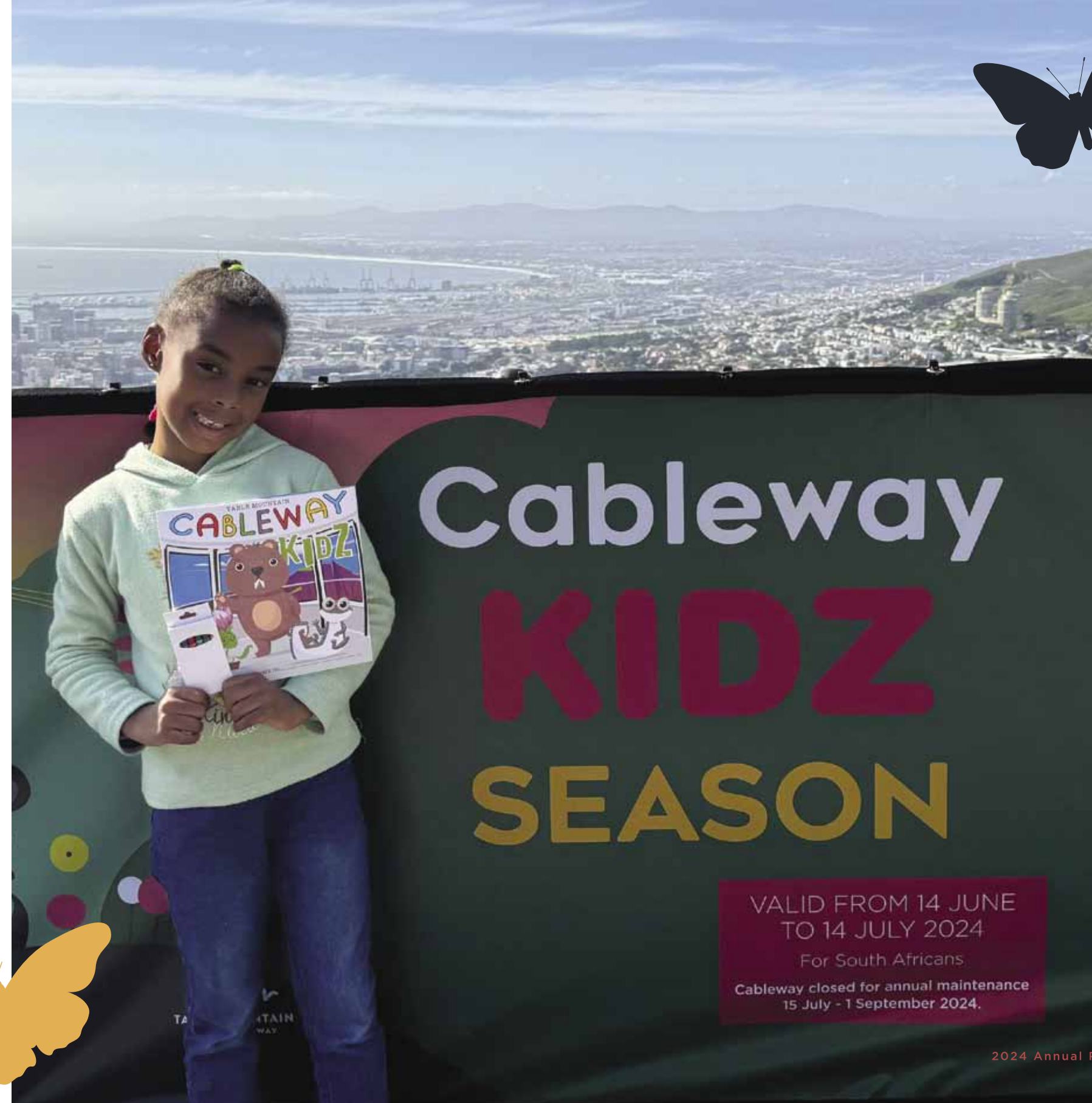
- The **Physically Impaired Package**, offering a half-price ticket for physically impaired visitors and their helpers
- A **Fast Track Cable Card**, which allows Cable Card holders access via Fast Track
- A **Leap Year Birthday Package**, providing Leap Year babies with four tickets during February 2024
- The **Pensioners Cable Card**, where South Africans 60 years and older can now enjoy the Table Mountain experience all year around
- **Kidz Season**, which allowed two children to travel for free when an adult return ticket is purchased during the June school holidays
- TMACC’s **94th-anniversary promotion**, which offered a special deal for South Africans



Finally, **the Marketing Department was restructured**. A host of services that has previously been outsourced was brought in-house, particularly graphic design.

HIGHLIGHTS

- TMACC was named **Best Tourist Attraction** in the **2023 KFM Best of the Cape Awards** for the second year in a row
- TMACC was nominated as the **World’s Leading Tourist Attraction** and as the **World’s Leading Cable Car ride** in the **World Travel Awards 2023**



CABLEWAY SOCIAL

Over the past year, our social media accounts have grown as follows:

 **UP BY 10 293 FANS**

from 119 717 on 1 July 2023 to 130 010 on 30 June 2024

 **UP BY 600 FOLLOWERS**

from 183 100 on 1 July 2023 to 183 700 on 30 June 2024

 **UP BY 6 439 FOLLOWERS**

from 91 996 on 1 July 2023 to 98 435 on 30 June 2024

 **68 107**

average visitors per month who had an average engagement rate of 64.15% and an average engagement time of 1m31s



RETAIL OPERATIONS

Our retail outlets may seem like a small part of the bigger picture, but they play a meaningful role in Cape Town's local economy. Each purchase supports local businesses and adds to the TMACC visitor experience, fostering a deeper connection to our brand while quietly contributing to the city's sustainability.

RETAIL OPERATIONS DEPARTMENT

Retail Operations oversee retail outlets (four shops and three storerooms) and all ticket sales (on- and off-site).

The Retail Department **achieved the highest-ever net profit** made in a year. Turnover budgets were exceeded in seven of the 12 months, and **10 of the 12 months were record months**.

Currently, **97% of all retail products are locally made**. Nine new retail suppliers were onboarded this financial year, five of whom are female-owned businesses.

As part of TMACC's sustainability strategy, single-use packaging has been reduced.



Paper shopping bags have been discontinued



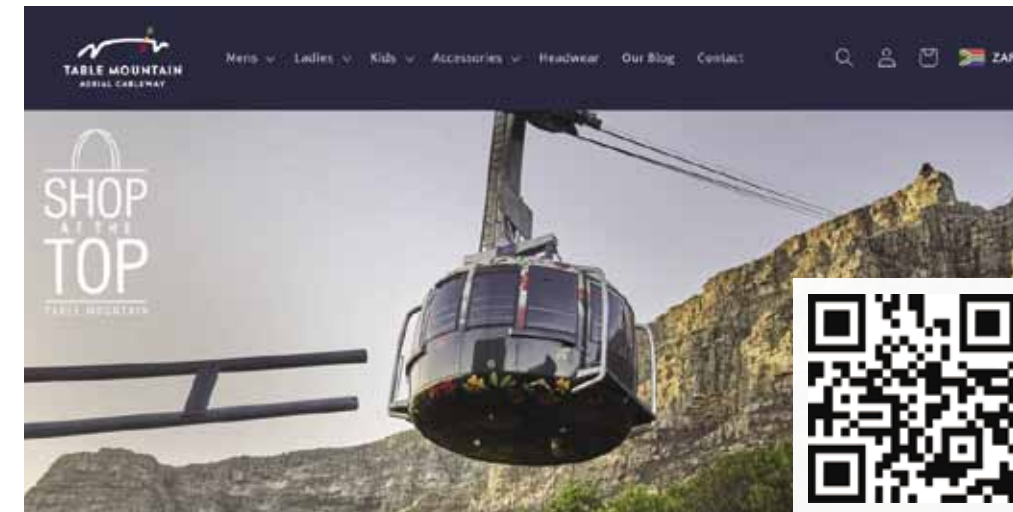
14 122 reusable, environmentally friendly bags have been used this financial year



A new range of products made from recycled plastic milk bottles – magnets, keyrings, and coasters – have been introduced

The Retail Department introduced a tour guide pilot programme, where tour guides registered on TMACC's retail app can earn a sales commission on the sale of retail items when they bring clients into the retail areas.

The Retail Department also launched an online shop, which has the potential to increase turnover and profit.



GOING DIGITAL!

Retail Manager Craig Nothnagel created a back of house app that allows the Retail Department to keep track of stock, log attendance, access timesheets and change or log annual leave. All rostering has now been moved to this app. Voids and refunds can also be authorised through the app, which helps streamline retail processes.

THE ‘BUTTERFLY EFFECT’ IN ACTION

At TMACC, we believe in making a difference in people’s lives, even if it is the smallest act of kindness.

Recently, the Retail Department was contacted by a lady who bought a sweatshirt for her father when she visited the Cableway many years ago. This sweatshirt had become his favourite thing to wear. He wore this sweatshirt so often that everybody knew him because of it.

His 80th birthday was coming up and she wanted to buy a new one for him as the old one was so well-worn. Because the sweatshirt was purchased so long ago, TMACC no longer stocked that design. However, because we were so touched by her story, we reached out to the original supplier and requested that they make the same sweatshirt for her father. The visitor’s father was ecstatic when he received his new sweatshirt!



TICKET OFFICE

TMACC recently set up a **WhatsApp group to regularly communicate with hotel concierges**, as they receive many queries regarding Table Mountain from their guests. In this group, Cableway information, such as prices and operational status updates, are shared.

Additionally, **TMACC hosted site and educational visits** for tourism stakeholders, such as frontline staff and agents, to learn about the Cableway and how its ticketing system works.

Our temporary **Self-service Ticket Vending Kiosk**, which helps to reduce pressure on the Ticket Office, has been given a permanent home in the old bus shelter space.

Ticket Office staff training continued to be a focus in 2023, with all team leaders completing a conflict management course.

THE UPTAKE ON NEW INITIATIVES WERE AS FOLLOWS:			
Physically Impaired Package	Fast Track Cable Card	Pensioner Cable Card	2024 Leap year Birthday Package
218	5	44	704
THE UPTAKE ON EXISTING INITIATIVES WERE AS FOLLOWS:			
Fast Track	Private Cable Car	Birthday Special	
111 027	40	45 306	



TREATS & SUSTENANCE

In TMACC's Food and Beverage (F&B) Department, even the smallest decisions can ripple through the entire visitor experience. A simple choice to offer locally sourced, organic ingredients may seem minor, but it can significantly enhance customer satisfaction, drawing more visitors. Likewise, a misstep – like running out of a popular item – could lead to dissatisfaction for a visitor, affecting their perception of the entire TMACC journey. In this interconnected system, every detail, from the quality of coffee served to the speed of service, influences the broader success of the company, mirroring the profound impact of small changes in complex systems.

FOOD AND BEVERAGE DEPARTMENT

The F&B Department achieved a **record-breaking year** – with **double-digit growth** in terms of turnover, which led to double-digit growth in terms of profitability.

The department undertook a major renovation of the Lower Station boardroom and turned it into a function and events venue, now known as VISTA.



VISTA, a multi-functional space with expansive views

VISTA is not only a function venue. It also provides additional seating capacity at the Lower Station and TAP Bar, resulting in increased revenue.

To grow its functions revenue stream, F&B focused on product launches, one of them being a Steve Madden launch. They also hosted Essence makeup event, which demonstrated the different types of functions and events that it was capable of hosting.



To enhance efficiency and streamline operations, the F&B warehouse initiated bulk orders, which enabled TMACC to negotiate better prices with suppliers, resulting in significant cost savings. The department’s inventory management system has also been improved, ensuring that they have the right quantities of ingredients and supplies on hand.

Recruitment drives have helped to redress staff shortages and shift coverage gaps. *“The increase in our performance and turnover meant that we required more people. From a team that was basically offered retrenchment in 2021, we added 10 people to the team, which totals 60 now. Also, F&B was one of the first departments to invite external candidates to participate in our learnership programmes, afterwards absorbing them into our operation, a massive achievement,”* said Ronald Ramsamy, Executive Consultant: F&B.



HIGHLIGHTS

Experienced a record-breaking year in turnover and minimal customer complaints

Hosted the high-profile BRICS tourism ministers for a fine dining dinner experience

F&B management team visited Dubai to attend the Gulfood Show, the world's largest food and beverage show



Fine dining dinner setup for BRICS Ministers of Tourism event



F&B'S JOURNEY OF DISCOVERY AT DUBAI'S GULFOOD SHOW

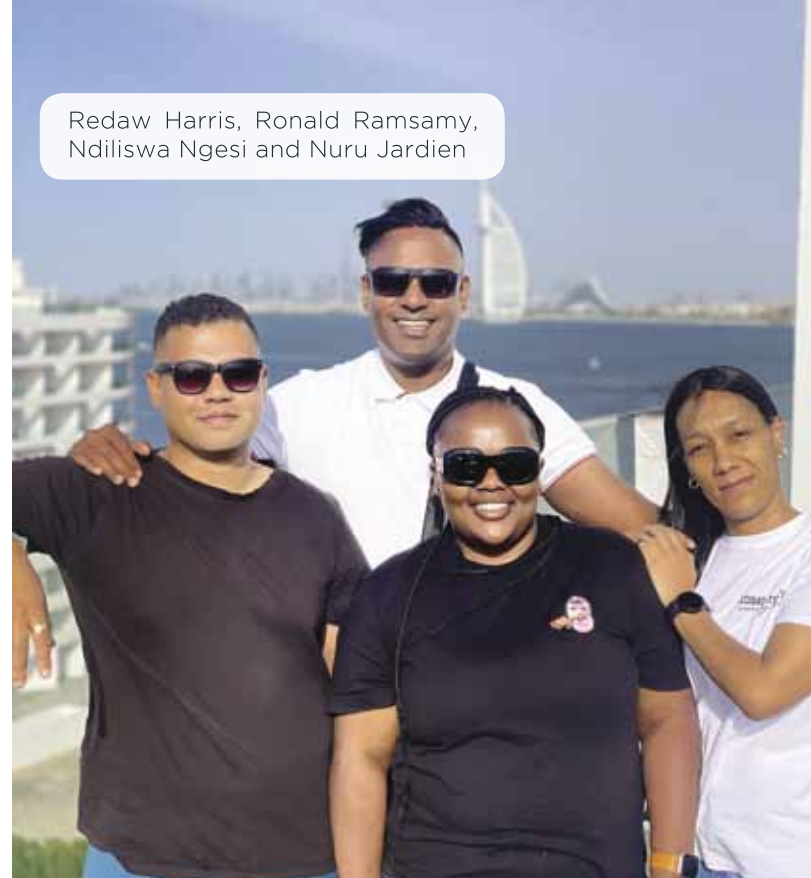
In February 2024, TMACC's F&B management team visited Dubai to attend the Gulfood Show, the world's largest food and beverage show. This trip was a life-changing experience.

This event broadened the team's understanding of the food and beverage industry, inspiring them to implement new strategies and improve TMACC's offerings. They gained insights into food trends, product development and market offerings, enabling them to drive positive change within the department. They also visited an operating equipment warehouse, which allowed them to explore modern technologies.

Attending the Gulfood Show will have a significant and lasting impact on TMACC. The insights gained will affect operations, fostering innovation and growth. Not only has it inspired the team to implement new ideas and strategies, it will also elevate TMACC's future service offerings.

"As this was my first time travelling abroad, I was able to gain first-hand experience of different cultures. It helped me to become more open-minded, tolerant and accept different ways of life. The trip has improved teamwork, collaboration and communication back in the office. I feel more connected to my colleagues and the company. This newfound open-mindedness allows for greater adaptability and problem-solving. These experiences stimulated new ideas and led to innovative solutions to business challenges. I will forever be grateful for the opportunity."

– Ndiliswa Ngesi, Food & Beverage Manager



Redaw Harris, Ronald Ramsamy, Ndiliswa Ngesi and Nuru Jardien



Ndiliswa Ngesi Food & Beverage Manager



CABLEWAY OFFERS



Birthday Special

South Africans (4 years and older) get a **free ticket on their birthday** when they show their **birth certificate or SA ID document**.
*Children aged 4-17 must be **accompanied by an adult**. **This ticket can be redeemed throughout their birthday month**.

*Children, younger than 4 years old, travel free of charge



Pensioner Special

South African pensioners (60 years and older) **pay a special rate** when they show their **SA ID document**.



Student Special

Local and international students pay a **discounted rate** when they produce a valid student card.



Fast Track Ticket

Gain **priority access via our Fast Track** ticket.



Cableway Virtual Reality Experience

When the Cableway is unable to operate due to adverse weather conditions, we offer a Cableway Virtual Reality Experience of a cable car ride, free of charge! Come join us at the Lower Station.



Cable Card

The Cableway's frequent user card, the **Cable Card**, provides visitors with **one return trip per day for a year**.

We have also recently launched a **Pensioner Cable Card**, where South Africans 60 years and older can enjoy the Table Mountain experience all year round at a reduced rate, and a **Fast Track Cable Card**, for easy Fast Track access to the mountain.



Kidz Season

Allows **two children to travel for free when a Kidz Season adult return ticket is purchased** during the June school holidays. SA ID required.

Free Guided Walks

Free guided walks are offered on the hour, between 9h00 and 15h00, weather permitting.



Private Cable Car

Want to arrive in style at the top of the mountain? Book a private cable car at www.webtickets.co.za.



Physically Impaired Package

Physically impaired visitors and their helpers pay half price.



Events and Celebrations

We are open for events and functions. Contact **functions@tablemountain.net** for more information.



Free Shuttle Bus

TMACC offers a free shuttle bus service between Lower Tafelberg Road and the Lower Station

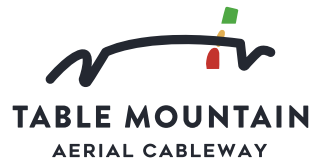


TMACC 360 Virtual Tour

Visitors are provided with a virtual tour of our facilities.



Scan here to see the TMACC 360 Virtual Reality Tour on the TMACC website



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