

POISED FOR **PROGRESS**

2024/2025 ANNUAL REPORT



POISED FOR PROGRESS

Progress is not always loud. Sometimes, it arrives quietly – perched on the tip of a protea, feather-light yet full of purpose. Like the Cape sugarbird, Table Mountain Aerial Cableway Company (TMACC) moves with intention, with precision and with a deep respect for the ecosystem we call home.

For 95 years, TMACC has stood at the intersection of nature and innovation, heritage and hospitality. Grounded by history but always scanning the horizon, we remain steady yet forward-facing – poised for the possibilities of tomorrow.

At the heart of the sugarbird's story is resilience. This small yet remarkable bird navigates shifting seasons, changing climates and evolving landscapes with grace and agility. TMACC, too, has stood the test of time. As we mark almost 100 years of existence, we continue to adapt in step with the mountain and our people, honouring the delicate balance that sustains us all.

Found only in the fynbos biome of the Western Cape, the Cape sugarbird is more than a pollinator. It is a guardian of biodiversity, carrying life from bloom to bloom. In many ways, TMACC mirrors this role. We are more than just a mode of transport. We are a connector, linking people to nature, spotlighting local talent and seeding opportunities through every interaction.

Every visitor welcomed, initiative launched and collaboration formed is an act of pollination – sparking growth, renewal and long-term value for our people, partners and planet. Like the sugarbird, we thrive through connection. Our success is reflected not only in visitor numbers, but in the growth of our local suppliers, staff development, community support and our ongoing commitment to conservation.

We are not simply surviving – we are flourishing. Poised for progress means being ready, resilient, steady in uncertainty and bold in vision. As we continue our journey, we do so with lightness, clarity and unwavering purpose – always ready for flight.



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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 ^o	Chairperson: Board of Directors
W Parker [*]	Managing Director
S Hercules [*]	Financial Director
B Moore ^{o†}	Chairperson: Audit and Risk Committee
A Pillay [‡]	Chairperson: Remuneration and Nomination Committee
U Mungal-Singh [§]	Chairperson: Social and Ethics Committee
M N Skade [§]	
T Adams	
P de Waal	
D Parker ^o	
Total	10

^o Member of the Audit and Risk Committee

[§] Member of the Social and Ethics Committee

[‡] Member of the Remuneration and Nomination Committee

^{*} Executive

REGISTERED OFFICE

Lower Cable Station
Tafelberg Road
Cape Town
8001

PO Box 730
Cape Town
8000

COMPANY REGISTRATION NUMBER

1926/002949/07

REGISTERED AUDITORS

Moore Cape Town Inc
Chartered Accountants (SA)

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.

LETTER FROM THE MANAGING DIRECTOR

Global tourism is not just rebounding – it’s surging, driving economic recovery, sustainable development and inclusive growth. In South Africa, the Western Cape remains a beacon for visitors, and Table Mountain Aerial Cableway Company (TMACC) is proud to play its part in showcasing the best of what our destination has to offer.

While visitor numbers have not yet returned to 2019 levels, largely due to our seven-week annual maintenance shutdown and a fire incident that temporarily halted operations, TMACC’s performance this year once again reflects resilience, operational agility and an unwavering commitment to excellence.

Resilience in action

The annual maintenance shutdown, from 15 July to 1 September 2024, saw the successful replacement of our track ropes – a major engineering milestone completed safely, on schedule and within budget. Shortly thereafter, the fire that broke out in the parking garage, which tested our ability to respond under pressure. Thanks to our dedicated team, disruptions were minimised and the refurbishment of the affected areas is progressing well.

Through these challenges, safety remained our highest priority, and the professionalism and teamwork displayed by every department reaffirmed the values that define TMACC.

Reaching new heights

TMACC achieved strong financial results thanks to top-performing departments. The Retail Department celebrated four record months this financial year, while the Food & Beverage Department delivered record-breaking growth in turnover and profitability. This success reflects product innovation and the development of new revenue streams, such as the KLOUD Bar partnership with South African Breweries and Corona beer.

Sustaining excellence

We could not have done this without our people. Our Rewards and Recognition Programme acknowledges excellence across all levels of the organisation, serving as both a motivator and a driver of performance. This year, we also proudly retained our **B-BBEE Level 1** status – a reflection of our deep and ongoing commitment to transformation and shared growth.

Collaborations that elevate

Partnership is central to our success. As an Executive Partner of Cape Town Tourism, TMACC continues to play a leading role in promoting Cape Town as a world-class destination. Through initiatives such as the Cape Town Tourism Golf Day and an

event for professional conference organisers at VISTA, we showcased the Cableway as an iconic venue for corporate and leisure events alike.

Our longstanding collaboration with the Cape Town Big 6 – which includes Cape Point, Groot Constantia, Kirstenbosch, Robben Island Museum and the V&A Waterfront – continues to be a powerful platform for collective storytelling. This year, highlights included the #UnlockCapeTownBig6 campaign, the Big 6 Frontline Educational and a joint presence at the 2025 World Travel Market Africa.

We were also proud to welcome Corona Cero as our new branding partner for the cable cars – a partnership that further elevates our global visibility. The collaboration extended to branding our replica cable car at WTM Africa, creating a memorable showpiece for the brand and for TMACC.

Connecting through digital growth

Across our social media platforms, TMACC continues to engage and inspire audiences around the world. Facebook followers grew by over 10 000 and TikTok by almost 200, reflecting sustained interest and meaningful engagement. While growth on some platforms plateaued, our digital presence is strong – underscoring the enduring appeal of Table Mountain as both a natural and digital icon.

Honouring our legacy

Our 95th anniversary year was one of pride, purpose and community spirit. We hosted two highly successful fundraising initiatives:

- The **TMACC Charity Golf Day**, which raised R300 000 for Volunteer Wildlife Services (VWS) and Wilderness Search and Rescue (WSAR)
- The **Cableway Charity Challenge**, which exceeded expectations and raised over R1.1 million for its beneficiaries.

“WE ARE PLEASED TO CONFIRM THAT TMACC HAS SECURED A THREE-YEAR EXTENSION ON OUR OPERATING CONTRACT – A TESTAMENT TO OUR PROVEN TRACK RECORD AND A SIGNAL OF CONFIDENCE IN OUR LONG-TERM SUSTAINABILITY AND VISION.”

These milestones reflect our belief that true success lies not only in what we achieve but how we give back.

We were also honoured to receive **Silver at the 2025 WTM Africa Responsible Tourism Awards** for our waste management initiatives, and to be named **Best Tourist Attraction** in the **2024 KFM Best of the Cape Awards**.

In addition, we are pleased to confirm that TMACC has secured a three-year extension on our operating contract – a testament to our proven track record and a signal of confidence in our long-term sustainability and vision.

Looking ahead

As we look to the future, TMACC remains steadfast in our mission to connect people with wonder – safely, sustainably and inclusively. We enter the new financial year with gratitude for our team, partners and stakeholders whose shared passion continues to propel us forward.

Together, we remain poised for progress and ready to reach even greater heights.

WAHIDA PARKER
MANAGING DIRECTOR



MESSAGE FROM THE CHAIRMAN

The G20 Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs reaffirms the sector’s ability to create jobs, foster inclusive growth and connect communities. Here in South Africa, our national and provincial governments continue to invest in tourism’s potential, with the Western Cape maintaining its position as one of the country’s most sought-after destinations.

In this climate of renewed global focus on tourism’s potential, TMACC continues to show resilience, agility and determination. This financial year tested us – a seven-week annual maintenance shutdown in July to replace the Cableway’s track ropes and an unforeseen fire in October meant that we temporarily closed our doors. However, both events were met with quick, professional responses from our dedicated team, ensuring a rapid return to operations. We were also pleased to secure a three-year extension of our operating contract, providing stability and confidence in our long-term vision.

“WE WERE PROUD TO SEE OUR EFFORTS RECOGNISED WITH A SILVER AWARD AT THE 2025 WTM AFRICA RESPONSIBLE TOURISM AWARDS AND A NOMINATION FOR AFRICA’S BEST EVENT VENUE FOR OUR TWELVE APOSTLES TERRACE AT THE PRESTIGIOUS WORLD MICE AWARDS.”

Our commitment to excellence was reflected in strong performances from key departments – Retail achieved four record months, while Food & Beverage delivered exceptional growth in turnover. We were proud to see our efforts recognised with a **Silver award** at the **2025 WTM Africa Responsible Tourism Awards** and a nomination for Africa’s Best Event Venue for our Twelve Apostles Terrace at the prestigious World MICE Awards.

As part of our 95th anniversary, we hosted two major fundraising events – our inaugural **Charity Golf Day** and the **2025 Cableway Charity Challenge** – raising over R1.19 million for community and rescue organisations.

We also invested in our greatest asset – our people. From upskilling programmes and leadership training to awarding bursaries, hosting wellness initiatives and providing mental health support, we remain committed to our team, so that they can continue to grow, thrive and succeed..

We remain committed to our vision of delivering exceptional, safe and sustainable visitor experiences. As we move into the next phase of our journey, we do so with purpose.

My heartfelt thanks go to our board, stakeholders, partners and team for your continued trust and collaboration. As we look ahead, we remain committed to our vision of delivering exceptional, safe and sustainable visitor experiences. As we enter the next phase of our journey, we remain poised for progress and ready to embrace new opportunities.

RAYMOND FENNER
CHAIRMAN



HIGHLIGHTS, AWARDS, PARTNERSHIPS AND SPONSORSHIPS

Much like the Cape sugarbird – agile, purposeful, and deeply connected to the fynbos and the mountain – TMACC remains poised for progress. Every achievement, partnership and act of recognition this year has helped us stretch our wings, strengthening our roots in the community while soaring toward new horizons.

95 YEARS STRONG

We celebrated our 95th anniversary with a golf day fundraiser and staff family day

32 MILLIONTH VISITOR

TMACC welcomed its 32 millionth visitor

B-BBEE

Level 1 retained

16

Staff bursaries awarded

97%

Of our retail products are sourced locally

1 500 kWh

Electricity generated per month by the descent of our cable cars

NEW REAL TIME STATUS UPDATE SYSTEM

We launched a real-time status update system

VISITOR GROWTH OVER THE YEARS

1926

Construction of the Cableway on Table Mountain began

1929

Official opening of Table Mountain Aerial Cableway

19 people could fit in the very first cable car

1958

Two new cable cars were introduced during the upgrade

23 people could fit into the new upgraded version of the cable car

1 million visitors

1974

This second Cableway upgrade saw the introduction of lighter cable cars

Safety precautions were improved, with weekly inspections carried out by trained technicians

28 people could fit into this upgraded cable car

1997

A major upgrade of the Cableway saw the introduction of Rotair cable cars, which increased capacity from 28 to 65 visitors per trip and speed of the cable car from 4m/s to 10m/s

We fitted the cable cars with rotating floors, allowing every person a panoramic view as they go up and down the mountain

These new cable cars can carry up to 5 200kg

800 people can now enjoy the trip every hour

11 million visitors

2011

Table Mountain named a New 7 Wonder of Nature

2019

28 million visitors

2024

31 million visitors
Celebrated our 95th anniversary

2025

32 million visitors and counting



AWARDS AND RECOGNITION

- Voted **Best Tourist Attraction** in the **2024 KFM Best of the Cape Awards** for the third year in a row
- Named **Africa's Leading Tourist Attraction** at the **2024 World Travel Awards**
- Awarded **Silver** in the **2025 WTM Africa Responsible Tourism Awards**, recognising our ongoing commitment to sustainable tourism practices



EXCITING NEW LAUNCHES!



CABLEWAY'S 95TH ANNIVERSARY
We launched an inaugural Charity Golf Day to raise much-needed funds for Volunteer Wildfire Services (VWS) and Wilderness Search and Rescue (WSAR)



TABLE MOUNTAIN AERIAL CABLEWAY APP
We launched an app to provide real-time status updates and other useful information to aid visitors with planning their visit



HOSTED THE CABLEWAY CHARITY CHALLENGE
Hosted the Cableway Charity Challenge in its entirety for the first time



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

As an Executive Partner of Cape Town Tourism, we form a strong and strategic relationship that enhances visibility within the local and international tourism sectors. This partnership offers valuable brand exposure through exclusive networking and promotional opportunities.

We leveraged Cape Town Tourism's Golf Day to engage directly with key

stakeholders, using the platform to promote Table Mountain as a premier destination for year-end functions and corporate celebrations. This message was further reinforced when Cape Town Tourism hosted an **event for professional conference and corporate event organisers** at VISTA, allowing us to showcase our unique event offering in an iconic setting.

On 2 September 2024, **TMACC proudly hosted Western Cape Premier Alan Winde, along with Cape Town Tourism CEO Enver Duminy and members of the media.** This included a live outside broadcast by Good Hope FM. This high-profile event marked the official reopening of the Cableway following a seven-week annual maintenance shutdown. This aligned perfectly with the launch of Tourism Month, signifying Cape Town's readiness to welcome local and global visitors once again.



CAPE TOWN BIG 6

Cape Town Big 6

The Cape Town Big 6 – comprised of Cape Point, Groot Constantia, Kirstenbosch National Botanical Garden, Robben Island Museum, the V&A Waterfront and Table Mountain Aerial Cableway – represents the very best of what the city has to offer.

Together, these iconic attractions shape the authentic Cape Town visitor experience. TMACC is proud to be part of this esteemed group, united in promoting Cape Town as a world-class destination through collaboration and cross-marketing.

Key highlights from the past year include hosting the Big 6 Frontline Educational in preparation for peak holiday season, #UnlockCapeTownBig6 social media campaign, and having **a joint presence at the 2025 World Travel Market Africa**, where TMACC shared exhibition space with fellow Big 6 partners.





AFRICAN ASSOCIATION OF VISITOR
EXPERIENCES AND ATTRACTIONS

African Association of Visitor Experiences and Attractions (AAVEA)

AAVEA champions the interests of visitor attractions and experiences across the continent, highlighting their vital role in the tourism value chain. Through a range of educational events, webinars and networking opportunities, the association fosters knowledge sharing and collaboration within the industry. As a founding member and patron sponsor, TMACC remains deeply committed to AAVEA's mission and growth.

In 2024, **TMACC participated in the inaugural IAAPA-AAVEA Africa Summit** – a milestone event that marked the International Association of Amusement Parks and Attractions (IAAPA)'s first collaboration with AAVEA. The summit elevated the visibility of Africa's attractions sector and reinforced the International Association of Amusement Parks and Attractions (IAAPA)'s position as a key industry voice. The conference

provided valuable insights into the continent's evolving attractions landscape, exploring mega trends, visitor safety, revenue optimisation, inclusivity and the overall enhancement of the guest experience.

TMACC also participated in the **2025 IAAPA-AAVEA Africa Summit**. This conference provided insights into the customer journey, Africa's most powerful consumer force – its youth, opportunities in Africa's attractions landscape and tips on how to engage with Generation Z.

A key highlight for TMACC was hosting a behind-the-scenes tour as part of this summit, allowing us to showcase our commitment to stringent safety standards and responsible tourism.

The Cape Town Jive Funny Festival

TMACC once again partnered with the **Cape Town Jive Funny Festival**, a much-loved annual event held over the June/July period at the Baxter Theatre. Showcasing a blend of South Africa's top comedians alongside international talent, the festival draws diverse local audiences during the traditionally quieter winter season.

As a proud sponsor, TMACC values this partnership as a creative and light-hearted way to engage with Capetonians while supporting the local arts and entertainment scene.





Cableway Charity Challenge

The **Cableway Charity Challenge**, now in its 16th year, has become a key fixture on Cape Town’s trail running and hiking calendar – and a powerful force for good. On Sunday, 11 May 2025, TMACC proudly hosted and, for the first time, took full ownership of this unique event, managing every aspect in-house.

The format remains as inspiring as ever – individuals, corporate teams and school groups ascend Platteklip Gorge as many times as possible between sunrise and sunset to raise funds for worthy causes. This year, 199 participants – including 54 individuals, 19 corporate teams and 10 school teams – collectively raised an outstanding R1.19 million.

The funds were directed to four beneficiaries:

- **Volunteer Wildfire Services**
- **Wilderness Search and Rescue**
- **Funda Kunye**, an early childhood development non-profit
- **Ubuntu Football Academy**, which holistically develops young footballers



Scan here for further details on the Cableway Charity Challenge

In a symbolic and memorable first, every participant received a **commemorative medal handcrafted from the track rope** removed during TMACC’s 2024 annual maintenance shutdown. Each medal represented resilience, renewal and impact.

Behind the scenes, TMACC coordinated every detail, from setting up the donation platform and managing safety logistics to arranging goodie bag sponsorships and event-day operations. The smooth transition was made possible thanks to the guidance of volunteers from the JDI Foundation, the event’s former organisers, and valuable input from the Wildrunner team.

The Cableway Charity Challenge continues to grow in both reach and reputation. With TMACC at the helm, the event is well-positioned to expand its impact even further, inspiring greater corporate participation and ensuring that every step taken up the mountain helps uplift communities at its base.



SUSTAINABILITY IN BLOOM

Like the Cape sugarbird, whose role in pollination ensures the proteas of Table Mountain continue to bloom, TMACC's environmental efforts remain central to preserving the beauty and biodiversity of this natural wonder.

A CERTIFIED COMMITMENT

In 2025, TMACC once again proved its long-term dedication to environmental stewardship and commitment to maintaining high standards in terms of health and safety management with the successful **recertification of ISO 14001 and ISO 45001 certifications.**

We also proudly **retained our carbon-neutral status** through a bold new partnership focused on social and environmental impact.

Certifications



ISO 14001 Environmental Management



ISO 45001 Health and Safety Management

REMAINING WATER-WISE

Our long-term water-saving strategy continues to pay off. The borehole installed at the Lower Station remains our primary source for irrigation, flushing toilets and cleaning exterior areas. Combined with low-flow taps, dual-flush toilets, waterless urinals and water-wise procurement (like compostable serve ware), our operational water usage has remained on a downward trend.

A GREENER LEGACY

In partnership with our waste management service provider, the Cableway made significant strides in waste reduction over the past 10 years. This commitment earned international recognition at the **2025 WTM Africa Responsible Tourism Awards**, where we received a **Silver Award** for our waste management practices.

Key highlights for this financial year include:

- Increasing our recycling rate from 63% to 92% despite operating in a logistically complex and environmentally sensitive location
- Restructuring the recycling area at the Lower Station to create more space
- Installing new sorting frames for more efficient processing
- Appointing dedicated sorters at both the Top and Lower Stations
- Changing to a partner that accurately weighs and records all waste collected



In addition, TMACC has **selected a new carbon offsetting partner – the Stellenbosch Community Recycling Project!** They were chosen not only because of their inclusive operating model but also due to this project assisting us in the recycling of our waste.

- The organisation welcomes people from all walks of life to participate in processing recyclable waste, and this is further encouraged through their conveniently located drop off point in Parow for those unable to travel to the main facility in Stellenbosch.
- This partnership not only assists us from an environmental standpoint but also supports social upliftment through cash-for-recycling initiatives in communities, such as Khayelitsha and Mitchell’s Plain
- TMACC’s waste is now collected daily by the Stellenbosch Community Recycling Project and processed at the sorting facility in Parow, bringing circular economy principles to life on the slopes of Table Mountain

AMPING UP OUR ENERGY MANAGEMENT

We have introduced energy-efficient solutions across our operations, including:

- Geyser timers and insulation blankets to reduce unnecessary energy consumption
- LED and energy-saving lighting implemented throughout our facility
- Smart climate control keeps our office air-conditioners between 18°C and 21°C for the perfect balance of comfort and energy efficiency
- Regenerative energy production via the descent of our cable cars generates approximately 1 500 kWh of electricity per month and we feed this power back into the grid





BIODIVERSITY AND BEYOND

We continue to support the **United Nations Sustainable Development Goals (SDGs)**. SDGs provide a global blueprint for a better future – and we are committed to aligning our operations with these goals to protect the planet, uplift communities and preserve our mountain for generations to come.

We particularly adhere to the following SDGs:

- **SDG 6: Clean Water and Sanitation** – we conduct monthly water tests of both our Top and Lower Station drinking water. Every quarter, we also test the misting system for legionella
- **SDG 13: Climate Action** – we have included a procedure for Climate Action in our Environmental Management System (EMS) so that we can continue reducing our impact
- **SDG 15: Life on Land** – we engage with SANParks to protect fauna and flora, including responding swiftly to reports of invasive species or injured animals

TMACC is not just a cableway operator – **we are a custodian of the mountain.** Every improvement, whether in waste systems, carbon offsetting or biodiversity protection, is guided by our enduring environmental ethic. As we remain poised for progress, we will continue to adapt, innovate and invest in harmony with the landscape we call home.



CARBON EMISSIONS

860 420
kg
TOTAL USAGE

TARGET: 1.15 kg/person
ACHIEVED: 0.81 kg/person



WASTE TO LANDFILL

10 293
tonnes to landfill
TOTAL USAGE

TARGET: 20% of waste created
ACHIEVED: 8%



BOREHOLE WATER

1 773 420
litres
TOTAL USAGE

ACHIEVED: 1.66 litres/person



WATER

3 120 200
litres
TOTAL USAGE

TARGET: 5 litres/person
ACHIEVED: 2.92 litres/person



RECYCLING

127 836
tonnes recycled
TOTAL USAGE

TARGET: 80% of waste created
ACHIEVED: 92%



ELECTRICITY

951 742
kWh
TOTAL USAGE

TARGET: 1 kWh/person
ACHIEVED: 0.89 kWh/person

CABLEWAY CARES

Through our **Corporate Social Investment (CSI) programme**, TMACC continues to support over 100 non-governmental, non-profit and community-based organisations.

As part of our 2024 Mandela Day celebrations, we hosted a blanket, clothing and tinned food drive, where all proceeds went to flood victims. We also donated chairs, tables, fridges, microwave ovens and lockers to Molenbeek School in Maitland and Moshesh Primary School in Langa.

One of the many organisations we assisted included Breakthru Support Group of Wellington, pictured below.

By investing in these organisations, we help build lasting change, nurture futures and strengthen the communities that surround Table Mountain.

3 773
CSI tickets were issued



CLASS IN THE CLOUDS PROGRAMME

Since 2001, TMACC's **Class in the Clouds programme** has given primary and high school learners the opportunity to explore the wonders of Table Mountain – not just as visitors, but as young conservationists in the making.

Running on weekdays from March to October, the programme combines outdoor adventure with environmental

education, offering guided tours and custom worksheets that help bring the mountain's unique fauna and flora to life.

In the 2025 financial year, 14 419 learners participated, bringing the total number of students impacted since inception to 367 812, a soaring testament to learning beyond the classroom.

14 419
Learners participated
in the Class in the
Clouds programme

PAYING IT FORWARD

The Cape sugarbird thrives thanks to the protea, just as small businesses flourish when given the right support. At TMACC, we are poised for progress – empowering entrepreneurs through our Enterprise and Supplier Development Programme to create lasting impact in their communities.



97% LOCALLY SOURCED

Online store



Siyakha, our ESD Programme implementing partner, shared details of how our ESD Programme works with potential participants

WHERE POTENTIAL TAKES FLIGHT

Our **Enterprise and Supplier Development (ESD) Programme** offers support to qualifying suppliers and carefully selected entrepreneurs, with a special focus on exempt micro-enterprises (EMEs) and qualifying small enterprises (QSEs). Currently we have nine of our suppliers participating in our ESD Programme and several previous participants taking part in the Supplier Excellence Programme. Graduation is scheduled to take place in June 2026. Together, we are laying the foundation for inclusive progress – nurturing potential, expanding opportunity and strengthening our community.

CRAFTING CHANGE

During our annual maintenance shutdown, **we reconnected with some of our remarkable retail suppliers** who help bring the spirit of Table Mountain to life. This included the team at **Naughty Monster**, who helped launch our new online store, and three inspiring women-led businesses – graduates from our ESD Programme – making a meaningful difference in their communities:



Zubeida Hartnick of Skona Clothing is sewing sustainability into every uniform and sweater they make. Based in Mitchell's Plain, her business not only promotes eco-conscious fashion but also employs 20 local community members.



Ronel le Roux and Crystal Adams of Ukuzika Yezandla are using crafts to create change. From their workshop in Kommetjie, they make elegant wooden and cork curios – and with TMACC's ongoing support, they have grown their procurement partnership from R200 000 in 2015 to over R1.4 million in 2024!



Carleen Luyt of Carlie's Darlings handcrafts whimsical crochet dolls and eco-friendly keepsakes that tell stories of care, culture and creativity. She also shares her skills with others in the community.



These partnerships reflect our belief that progress is strongest when it uplifts everyone – from the summit of the mountain to the heart of the communities we serve.



OUR CABLEWAY FAMILY

Much like the Cape sugarbird nurturing our mountain's fynbos through every wingbeat, TMACC continues to grow by investing in its most vital resource – its people. The past financial year saw steady strides in learning, leadership, well-being and workplace culture as we celebrated long service, supported ongoing development and cultivated a sense of belonging across the business.

LONG SERVICE HONOURS

This year, we recognised the unwavering loyalty and commitment of 21 team members, with two colleagues celebrating 35 years with TMACC. These milestones are more than numbers – they reflect the care and consistency that define our team culture.

5 Years of Service

First Name	Surname
Zuleiga	Samodien
Antonio	Fortune
Malcolm	Shirley
Juan	Roodt
Nondzuzo	Jemlana

10 Years of Service

First Name	Surname
Rustin	Rossouw
Shannon	Bagley
Marvin	Smith
Bongiwe	Mgudlwa
Songeziwe	Gonyiweyo

20 Years of Service

First Name	Surname
Chantal	Arendse

30 Years of Service

First Name	Surname
Robert	Streefkerk

10 Years of Service

First Name	Surname
Fazlin	Dyson
Rhafiek	Smith
Khanyisa	Gqoti
Carl	Raikes

15 Years of Service

First Name	Surname
Riedewaan	Floris
Zuziwe	Makapela
Stephen	Rodgers

35 Years of Service

First Name	Surname
Michael	Williams
Gary	Wright

Left to right:Tania Geldenhuys and Rieyaaz Harris



SKILLS FOR THE FUTURE

At TMACC, progress is personal. Our **bursary programme** continues to empower employees to pursue academic and professional goals that align with their personal interests, passions and career aspirations.

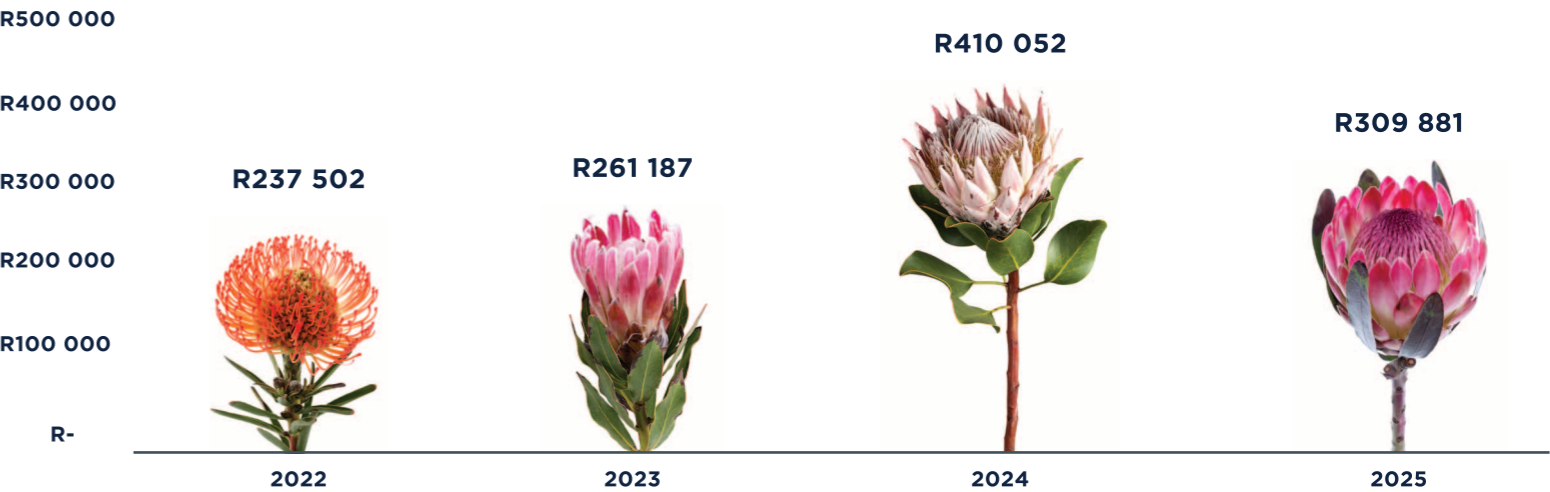
This year, **16 staff members** received bursaries valued at **R309 881**.



R309 881

Total bursary value awarded to the 16 applicants

Graph 5: Cableway staff bursary investment



Left to right: Michael Williams and Gary Wright



LEARNING ON THE JOB

We also rolled out a series of **impactful learnerships designed to enhance skills and boost career prospects** across departments:

NQF 3 Certificate: Business Administration

This programme builds the knowledge, skills and values essential for delivering service excellence. One learner enrolled on 2 July 2024 and completed the course on 1 July 2025.

**NQF
LEVEL 3**
Learnership in Business
Administration

**NQF
LEVEL 2**
Learnership in Contact
Centre Support

NQF 2 National Certificate: Contact Centre Support

This learnership covers essential skills in customer service, business communication, telephone etiquette, computer literacy, numeracy, cultural awareness and teamwork. One learner was enrolled from 18 June 2024 to 17 June 2025.

NQF 3 National Certificate: Wholesale & Retail Operations

This year-long programme builds practical skills and knowledge in the wholesale and retail sectors. Eight learners were enrolled, each receiving focused, hands-on training. The learnership ran from 21 June 2024 to 20 June 2025.

**NQF
LEVEL 3**
Learnership in Wholesale
& Retail Operations



Ntsikilelo Xolo, Waseem Daniels, Phumeza Pohoyi, Maryam Jassiem, Buhlebenkosi Mabuza and Sibabalo Gumbu **(Ntsikelelo has been offered a fixed-term contract and Waseem and Phumeza are now permanently employed)**

NQF 5 Leadership Development Programme

In partnership with Peas in a Pod, we rolled out **leadership training for our supervisors and managers**. The programme equipped participants with practical tools and insights to lead with confidence and impact within the organisation.

NQF 5 Industrial Relations Training

This course equipped our managers and members of the Human Resources team with the skills to confidently navigate the complexities of labour and industrial relations. They gained valuable insights to strengthen workplace harmony and compliance.

Internship

Two interns, one in Human Resources and the other in Marketing, joined TMACC to complete their in-service training.



Retirement planning workshop

We hosted a **retirement planning workshop** for team members aged 55 and older, equipping them with valuable insights into managing their financial future. The session sparked meaningful conversations, with several employees choosing to make additional voluntary contributions to their pension funds.



Annual shutdown training

During the annual maintenance shutdown (from 15 July to 1 September 2024), we rolled out a comprehensive training programme designed to nurture and grow our staff's professional capability and personal well-being.

Workshops included:

- Pension and financial planning
- Mental health awareness
- Health and safety best practices
- TMACC values refresher
- Sustainable living
- The art of coffee (by Illy)
- Understanding makeup (by Essence)
- Departmental upskilling and role-specific training

By investing in practical skills and holistic development, we continue to empower our team and build resilience from within.

REWARDS, RECOGNITION AND ENGAGEMENT

We know that small gestures have lasting impacts. Our **Reward and Recognition programme** celebrated excellence in appearance, punctuality and service. Team members were honoured with:

- **Best Dressed Awards**
- **Time and Attendance Awards**
- **Service Excellence Awards**

As part of our commitment to creating a positive and inclusive workplace, we conducted a company-wide **employee engagement survey** to assess staff satisfaction and highlight areas for improvement.

We also ran a **360-degree feedback process** for our leadership team. This initiative offered valuable insights into individual performance, interpersonal dynamics and opportunities for professional growth, reinforcing our culture of continuous improvement and accountability.



STAFF WELLNESS AND BELONGING

We are committed to creating a supportive environment for our staff, with well-being at the centre of our people strategy. In line with this, we continued our partnership with **Families South Africa (FAMSA)** for counselling services.

We also introduced **YuLife** – an app-based platform that offers essential counselling services and rewards healthy habits, like walking, meditation and mental wellness check-ins.

Additionally, staff had access to **health assessments** through our partnership with Discovery Health Store in Sea Point. We are happy to note that several staff completed their health assessments through this collaboration.

TMACC also continues to promote camaraderie, inclusivity and team spirit through its thriving **employee sports programme**. Staff are encouraged to join one of our active teams:

- **TMACC Warriors (soccer)**
- **Mountain Marvels (netball)**
- **Cableway Charity Challenge (hiking teams)**

These teams bring together colleagues from across departments, with both men and women participating enthusiastically. The results go beyond fitness – they build strong relationships, a more united workforce and a healthy work-life balance.



FAMILY, FESTIVITIES AND FUN

To honour our team’s hard work, we hosted a variety of staff events throughout the financial year, including:

- A lunch for staff on duty on Christmas and New Year’s Day
- A celebratory braai in February to show our appreciation for the commitment and dedication throughout the year
- Easter treats, including chocolate eggs and hot cross buns to share with their families
- A memorable end-of-season party in May 2025 to thank staff for their contribution over the season
- A fun-filled family day at GrandWest and Entertainment World in celebration of TMACC’s 95th anniversary



TMACC staff and families enjoying a day at GrandWest and Entertainment World





FLYING THE TMACC FLAG

Like the Cape sugarbird in flight, our Marketing Department celebrates wins both big and small. From reconnecting with suppliers and welcoming our 32 millionth visitor to driving upgrades, maintenance and new apps, the team is poised for progress – enhancing experiences, strengthening partnerships and extending TMACC’s impact.

TMACC BRAND EXPOSURE



As part of our commitment to continuous improvement and **in preparation for our annual maintenance closure**, we launched a **radio campaign** across Cape Town’s most popular stations – KFM, Heart FM, Cape Talk, Smile FM and Good Hope FM. The campaign ensured that both locals and visitors were informed about the full closure period from 15 July to 1 September 2024 and what it meant for patrons and hikers.

To further enhance transparency, we invited **10 key media representatives for a behind-the-scenes look at our annual maintenance operations on 14 August**. This visit offered insights into the scope and scale of the upgrades, reaffirming TMACC’s commitment to safety, operational excellence and environmental responsibility. The visit generated positive coverage across regional and national outlets, strengthening our public profile and reinforcing the value of responsible mountain stewardship.

Additionally, we hosted several radio outside broadcasts, as well as a variety of media:

- Good Hope FM
- Radio Tygerberg
- Radio KC
- SABC 2
- RSG (Radio Sonder Grense)
- eNCA
- KFM
- Kyknet’s Kwela



SOARING SINCE 1929



TMACC staff handing out birthday cupcakes



Celebrating our 95th anniversary with the team from Radio KC

On 4 October 2024, we marked **95 years of operations**. Cableway visitors were welcomed with **cupcakes to mark our official birthday**. The celebration continued with a **live outside broadcast by community station Radio KC**, which brought local flair and festive energy to the mountain.

Throughout the month, **South African citizens enjoyed discounted tickets at just R195**, making the wonder of Table Mountain more accessible than ever.

As part of our 95th anniversary celebrations, we hosted **our staff and their families for a day of fun and festivities**.

One of our most heartfelt tributes was to **fellow 95-year-olds, who were treated to tea and cake at the summit**.

We concluded our celebrations on **8 November with our inaugural Charity Golf Day** at Atlantic Beach Golf Estate. Funds raised were donated to Volunteer Wildlife Services and Wilderness Search and Rescue, echoing our ongoing commitment to the people and ecosystems that support this remarkable mountain.



Fellow 95 year olds also joined in TMACC's milestone celebrations



CLEARING THE WAY FORWARD – #TAKEAHIKEDAY

On Saturday, 16 November 2024, we laced up our boots and rolled up our sleeves for our annual **#TakeAHikeDay** – a purposeful step in our commitment to preserving Table Mountain for generations to come.

The day began at 06:30, with 223 volunteers checking in at Platteklip Gorge, ready to tackle the trail with a mission – to give back to the mountain that gives us so much. Guided by a shared sense of stewardship, hikers collected litter along the route, contributing to the health and longevity of one of the world’s natural wonders.

Others joined the cause from alternate routes, carrying their collected waste to the Top Station. In total, 58.78kg of litter was removed from the mountain.

Events like #TakeAHikeDay are not just about cleaner trails – they’re about inspiring a culture of care and empowering our community to play an active role in the mountain’s future.

A STAGE FOR ICONS

As one of South Africa’s most recognisable landmarks, Table Mountain continues to **attract global icons, performers and athletes.**

In this period of review, we were honoured to welcome a diverse mix of internationally and locally celebrated visitors:

- The cast of the Cape Town Jive Funny Festival
- The legendary All Blacks rugby team (pictured below), who took a break

from their match preparations to take in the views from the summit

- Global music stars Kelis and Chloe Bailey
- Olympic gymnastics champion Simone Biles

Their presence not only reflects the mountain’s global appeal but reinforces our role in providing a world-class visitor experience.



MAKING TABLE MOUNTAIN ACCESSIBLE



Local is lekker!

Our **Local is Lekker special** provides South Africans with an opportunity to experience our very own New 7 Wonder of Nature at a concession rate.

Celebrating 95 years

Throughout October 2024, South Africans enjoyed discounted tickets at R195.

Celebrating our young explorers

During the **June 2024 school holidays**, our **Kidz Season promotion** made it easier for families to experience the magic of Table Mountain. For a reduced rate of R490, one adult and two children were able to experience the summit!



13 YEARS A WONDER

On 11 November 2024, we celebrated 13 years since Table Mountain was named one of the New7Wonders of Nature. To mark this milestone, we invited our community to share their favourite memories online – a fitting tribute to this globally recognised landmark and must-visit destination.



32 MILLION MOMENTS AND COUNTING

On Monday, 13 January 2025, we celebrated a remarkable milestone – our **32 millionth visitor** to the Cableway! Gavin Beckmann, visiting from Bloemfontein, was welcomed with VIP treatment as part of the festivities.

This achievement reflects the enduring appeal of Table Mountain and the ever-growing number of visitors drawn to this natural wonder. Each visitor is a reminder of our ongoing commitment to delivering memorable, meaningful experiences.

MAKING AN IMPACT AT WTM AFRICA 2025



At World Travel Market Africa 2025, **TMACC shared exhibition space with Cape Town's Big 6** and **showcased a replica cable car** at the main entrance. Here, visitors could enjoy a virtual ride through our VR experience, giving them a taste of the real thing and boosting awareness of our offering.

We also entered the **WTM Africa Responsible Tourism Awards**, highlighting our local sourcing efforts and Supplier Development Programme, as well as a decade of waste reduction initiatives. We were proud to receive **Silver in the Waste Management category**.



LOOKING AHEAD – MARKETING THAT MOVES THE MOUNTAIN

TMACC's Marketing Department continues to **embrace new ways to connect with audiences**. We are expanding engagement through our content marketing strategy, which will help us share the Table Mountain experience in fresh and authentic ways. We are also **exploring innovative solutions that AI offers** to enhance engagement.

We will continue to **drive local support** through our **Local is Lekker** campaign, encouraging South Africans to experience the Cableway. At the same time, we will focus on promoting our **Fast Track** Tickets to both local and international visitors, particularly in the cruise and conference markets.

CABLEWAY SOCIAL

Over the past year, we continued to engage with our fans and followers:

f **UP BY 10 013 FANS**
from 137 717 on 1 July 2024 to 147 730 on 30 June 2025

X **DOWN BY 156 FOLLOWERS**
from 183 096 on 1 July 2024 to 182 940 on 30 June 2025

ig **DOWN BY 32 FOLLOWERS**
from 100 332 on 1 July 2024 to 100 300 on 30 June 2025

in **UP BY 14 FOLLOWERS**
from 908 on 1 July 2024 to 922 on 30 June 2025

🎵 **UP BY 195 FOLLOWERS**
from 1 628 on 1 July 2024 to 1 823 on 30 June 2025



RETAIL OPERATIONS AND TICKETING

Like the sugarbird that flits between proteas with purpose, TMACC's Retail and Ticketing teams continue to move with precision, progress and intent. From app innovations to sustainable practices, the departments remained firmly poised for progress throughout the 2025 financial year.

RECORD-BREAKING PERFORMANCE AND LOCAL UPLIFTMENT



Ukuthunga



Lumela Afrika



Rootz Creationz

The Retail Department **celebrated four record months this financial year** – September, December, April and May – while continuing to champion local sourcing.

Nearly 98% of products sold in our stores are made in South Africa. We also onboarded nine new suppliers, five of which are female-owned. This brings the total percentage of women-owned suppliers to 52%.

Strengthening our local communities remains at the heart of our retail mission. This financial year, we supported:

- **Ukuthunga**, which supports 60 women from rural Mpumalanga.
- **Lumela Afrika**, a women-owned job creation project that supports 23 families through handcrafted goods made in Sharpeville, Sebokeng and Orange Farm.
- **Rootz Creationz**, which empowers 25 artisans, 85% of whom are women, from the Valley of a Thousand Hills. Rootz has been one of our suppliers since 1998. "A sustainable partnership with TMACC has given us a sense of stability and ensured that even during quiet times, we are able to continue to support all the artisans. In turn, the artisans' families are assured that there will be a steady income to support their needs," said Rootz.

GREEN STRIDES



As part of our ongoing sustainability efforts, we have discontinued the use of paper bags and we are returning recyclable materials to our suppliers for reuse.



Over 20 000 eco-friendly reusable bags were sold this year.



SHARPENING SKILLS AND STRENGTHENING STORIES

In the off-season, we launched an internal initiative **inviting suppliers to present their products and share their business journeys** with TMACC staff during closed days. These sessions help build product knowledge while providing valuable feedback to the suppliers.

Although the **Shop at the Top online store** recorded modest uptake, learnings from the platform continue to inform our evolving digital retail strategy.



35
transactions to date



77%
from international
visitors

Online store



Product training

STREAMLINING OPERATIONS THROUGH TECH

The Retail Department remains a key driver of digital innovation at TMACC. This year, with the assistance of the IT Department, we developed and updated multiple internal-use apps:

- Enhanced Retail and Ticketing rostering apps
- Refined the Operations App
- Upgraded the Retail App with added functionality
- Built a Marketing CSI management app
- Redesigned the internal 360 survey

These tools are now streamlining operations across departments and making everyday tasks more efficient.

ON TRACK WITH OUR TICKETING MILESTONES

The Ticketing Department continued its upward climb, with a focus on accessibility and innovation. This year, the team **extended Fast Track ticket availability** and **promoted these to the tour operator and concierge markets**, driving increased adoption.

We also:

- Expanded our concierge WhatsApp group to include **29 new hotels**
- **Hosted 21 educational visits** for travel and tourism partners

- Grew our Tour Operator Portal to **358 active members**

A mobile ticketing solution is currently in development, which will allow tickets to be sold from anywhere using just a mobile phone – a step that aligns perfectly with our goal of increasing convenience and access for all visitors.





WHERE KINDNESS TAKES FLIGHT

One February afternoon, a small bag was handed in at the Shop at the Top. Inside were reading glasses, passports and over R57 000 worth of Canadian Dollars. The team quickly set to work tracing the owners, a family from Canada. By the next morning, the bag was safely back in their hands.

For the family, it was a moment of overwhelming relief. For us, it was a quiet but powerful reminder – just as the sugarbird plays its part in the mountain’s ecosystem, our team’s everyday acts of honesty and care help shape unforgettable visitor experiences, no matter how small they may seem.

BUILDING A MORE RESILIENT TEAM

We believe in supporting our staff in their personal and professional growth. Not only does this empower our people, but it also strengthens our department as a whole.

- Our Ticket Office Manager earned a BCom degree in Human Resource Management, bringing valuable insight to team leadership and operations
- Retail team members pursued formal training in bookkeeping and teaching, as well as working towards matric completion
- A retail learnership programme concluded in June, with two learners being offered permanent positions – a meaningful outcome of skills development in action!
- Staff from both Retail Operations and Ticketing were recognised with Best Dressed and Service Excellence awards
- A cashier from the Ticket Office was promoted to Team Leader, highlighting the importance of nurturing talent from within



Tania Geldenhuys (BCom degree)



Adinda Sauls (teaching), Bernelee Dampies (matric) and Bonnita Classens (bookkeeping)



Waseem Daniels and Phumeza Pohoyi were appointed permanently after completing the Retail Learnership



Elzaan Cleophas (Team Leader)

FLYING TOWARDS THE FUTURE

In the year to come, we hope to attract more Cableway visitors to the Shop at the Top, as well as installing a New7Wonders of Nature frame on the shop balcony to drive engagement.

ENGINEERING RESILIENCE

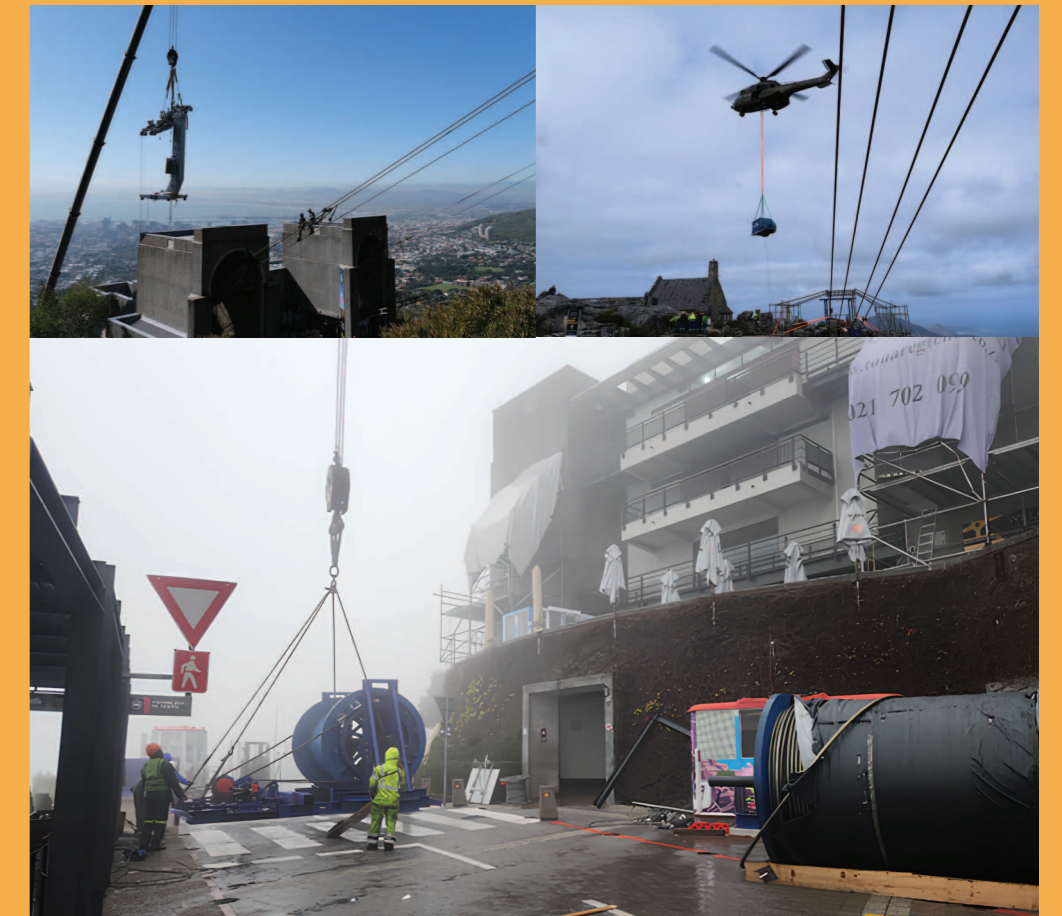
TMACC's Technical Department continues to demonstrate professionalism, precision and progress – living up to its reputation as the backbone of the Cableway. From critical maintenance projects to international learning opportunities and behind-the-scenes innovation, the team remained true to its purpose – ensuring safe and seamless operations, regardless of the conditions.

BUILT TO LAST

In 2024, the Cableway **closed for seven weeks** – from mid-July to early September 2024 – **for annual maintenance**. Despite a two-week cargo delay at the start of the shutdown due to helicopter issues and extreme weather, all scheduled technical work was completed on time, and the Cableway reopened on 2 September 2024, without incident.

Major shutdown milestones included:

- Removal of four old track ropes and successful installation and testing of four new track ropes
- Overhaul of two carriages, transported to a Paarden Eiland workshop for off-site servicing
- Full service and testing of Cableway hydraulics and electrical controls.
- Upper and lower haul ropes inspected



From left to right: Hanging gear and carriages being loaded for transport to Paarden Eiland, SAAF Oryx helicopter cargo lifting material to the Top Station and track rope installation

A FEATHERLIGHT FOOTPRINT

During the 2024 annual maintenance shutdown, TMACC replaced all four of its steel track ropes – 80 tonnes in total! In an inspired example of technical creativity, the team pioneered a project to upcycle these cables into meaningful items instead of scrapping them.

The “Marie Biscuit” slices – a name coined for the round rope cross-sections – proved tricky to cut cost-effectively, but the Technical team succeeded after some trial and error.

The repurposed rope slices were transformed into coasters, fridge magnets and paperweights by an existing Cableway supplier. Then, in partnership with The Ark – City of Refuge, we designed and produced custom medals for the Cableway Charity Challenge, showcasing TMACC’s innovative spirit and commitment to community upliftment.



Successfully cutting the track rope into 3mm thick disks



Adriaan Hattingh, Beat Musfeld (translator and consultant), Andre de Lange, Andries de Vries, in rope socket class



Adriaan Hattingh (left) and Andre de Lange (right) preparing test rope for socket.

A SWISS LIFT-OFF

In September 2024, members of the Technical Department embarked on a high-altitude knowledge exchange in Switzerland, visiting some of the world’s most advanced ropeway manufacturers and installations.

The team – comprising Andries de Vries (Executive Manager), Adriaan Hattingh (Project Manager) and Andre de Lange (Electrical Technician) – completed a specialised rope socket binding course at the Swiss Cableway Training Centre in Meiringen and used the opportunity to deepen their understanding of the latest innovations in cableway technology.

Site visits included:



Visiting the Ark – City of Refuge and seeing Jeraldo du Plessis in action, cutting track rope disks

- **Garaventa AG** – a world leader in cable transport technology, specialising in the design, manufacture and installation of ropeways and cable car systems
- **Frey AG Stans** – experts in electrical systems and digital control technology for cableways
- **CWA (Cabins Wagons Aerostatiques)** – a globally recognised manufacturer of high-quality, aerodynamic and custom-designed cable car cabins, gondolas and funicular vehicles
- **Fatzer** – specialists in high-performance steel wire ropes for ropeways, bridges and mining.

The team also explored iconic cableway installations at:

- Mt Titlis – with its new Rotair cabins
- Sörenberg – continuous haul rope, with no track brakes
- Mt Pilatus – which recently underwent an upgrade
- CabriO Stanserhorn – an example of an open-top cable car
- Männlichen – with an open-top balcony/platform
- Schilthorn – the steepest cable car in the world
- Jangfrau – featuring gondolas on double-track ropes and the highest train station in Europe

Through these visits, the team was able to:

- Evaluate the latest cabin models
- Explore advanced rope materials and tensioning technologies to enhance safety and longevity
- Gain insight into cutting-edge digital systems, such as automation and energy-efficient controls
- Observe world-class maintenance protocols in action
- Identify emerging global trends in cableway infrastructure through real-world examples of innovative upgrades

Armed with these elevated insights, the Technical team returned to TMACC poised for progress, ready to apply global thinking to local excellence at our very own Cableway.

STRENGTHENING OUR FLOCK

We would like to welcome Cyril Mylton who transferred from the Top Station Operations team to our Technical team, adding his experience to an already strong department.



The new Rotair cabins at Mt Titlis, the upgraded installation and new cable car cabins at Mt Pilatus, open top balcony cabins at Männlichen, a double-decker cable car at CabriO, the steepest cable car in the world, which is still under construction, at Schilthorn

NEXT STEPS ON THE ASCENT

During the 2025 shutdown period – from 28 July to 3 August 2025 – the Technical Department focussed on:

- Statutory testing, including slack rope tests and rope socket rebinding
- Annual main drive electrical service
- Minor building works and the start of waterproofing efforts
- Rescue drills and safety preparedness

In addition, preparations have already begun for the haul rope replacement, expected within the next two to three years – a key infrastructure investment that will safeguard the Cableway’s reliability and performance for years to come.

DIGITAL TRANSFORMATION

Like the agile sugarbird weaving through the proteas, TMACC's IT Department has remained responsive, resilient and forward-focused throughout the 2025 financial year.

A NEW 7 WONDER OF NATURE

THIS
IS
LIVING

Welcome to Table Mountain,
an official New 7 Wonder of Nature



BEHIND THE SCENES AND BEYOND THE SUMMIT

A major highlight for the IT Department was the team's swift and effective recovery following the Table Mountain fire in October 2024. Despite damage to infrastructure, the department restored critical systems and connectivity with impressive speed – minimising downtime and enabling operations to resume smoothly. Their response reflects our unwavering commitment to operational continuity and visitor experience.

The IT team also played a key role in several organisation-wide innovations, most notably:

- The launch of the **TMACC mobile app**, enhancing visitor interaction and operational agility
- A fully reworked **real-time Cableway status system** integrated with the website, WhatsApp API and third-party platforms, offering visitors and operators accurate updates
- Expanded use of **data automation and Power BI** for better forecasting and reporting



To strengthen internal processes and security, the team implemented a range of upgrades during the 2024 annual maintenance shutdown. These included:

- Endpoint management tools
- Turnstile system upgrades
- Enhanced device security
- Digital signage installations

Across departments, several apps developed by the IT team have streamlined our performance – from Marketing and CSI tracking to rostering systems across Retail and Ticketing, as well as Operations.

NEW WINGS ON THE TEAM

In the 2024 annual report, we mentioned that **Keith Mbhele** was appointed as IT Manager. In this financial year, he was joined by **Viwe Cawe**, a Junior Web Developer. Together, they are strengthening both the technical and developmental capabilities of the team.

ON THE HORIZON

The IT Department's ability to adapt and recover has reinforced TMACC's digital resilience. As the organisation continues to soar toward new digital horizons, the team remains ready for anything, working quietly but powerfully to uplift the entire operation.

When asked what they have up their sleeve for the next few years, they simply said “poised for progress, as always!” We'll have to wait and see.



ELEVATING THE VISITOR EXPERIENCE

At the heart of every cable car ride, every safe descent and every memorable mountaintop moment, the Operations Department keeps the system moving reliably and safely. In 2025, they took this one step further. From strengthening emergency readiness and championing sustainability, the TMACC Operations team remains poised for progress at every turn.

SAFETY IN MOTION

Among this year’s most moving moments was the **life-saving response by three TMACC employees** who were recognised by the South African Police Service (SAPS) with **Certificates of Good Service**. Their fast action and compassionate care prevented a potential tragedy.

On 10 April 2025, a man reported receiving a distressing message from his wife, who intended to take her own life at the top of the mountain. Our staff immediately launched a search and rescue, with key personnel persuading her to return to safety.

Our team’s response affirmed TMACC’s commitment to a people-first operation.

Safety enhancements were extended to Tafelberg Road, where an increase in criminal activity after dark prompted immediate action. While SAPS have deployed a dedicated patrol vehicle to the area, they are often redirected to attend to other matters, leaving the area temporarily unmonitored. To address this, **TMACC has contracted a security company to patrol and monitor Tafelberg Road**. They remain on-site until the last visitor and staff member has safely departed.

Since implementation, no further incidents have been reported – a testament to the power of presence and proactive planning.

GROUNDING IN GROWTH

The long-awaited **Tafelberg Road Rehabilitation Project is finally complete**, securing the only access route to Table Mountain Cableway against erosion, congestion and risk. Reinforced bends, widened sections, new parking bays and a dedicated pedestrian walkway now ensure safer, smoother passage for all.



TMACC employees receiving Certificates of Good Service from the SAPS



The upgraded staff room was officially handed over to our staff on the morning of 2 September 2024, prior to us reopening after annual maintenance.

Internally, **a major improvement was made to the Lower Station staff room**, following team feedback. The space was completely refurbished and redesigned into a modern, functional environment that prioritises staff wellbeing.

RESILIENCE UNDER PRESSURE

On Thursday, 24 October 2024, **a fire broke out in the parking garage at the Lower Station** – an incident that put TMACC’s emergency preparedness to the test. The blaze, caused by the backup power system, triggered a swift and coordinated response across all levels.

Thanks to early detection via CCTV and swift internal communication, the fire was quickly contained with the help of TMACC’s trained fire wardens and the city’s emergency services. Visitors and staff were safely evacuated to designated areas, while visitors at the summit remained at the Top Station until conditions were confirmed safe for descent.

All key emergency stakeholders – including Disaster Management, the City of Cape Town Fire Department, SANParks Wildfire Response Team, SAPS, Metro Police, Traffic Services and Emergency Medical Services - were immediately mobilised.

PEAK PERFORMANCE

Visitor volumes during the peak season returned to pre-COVID levels, thanks to favourable weather and efficient operations. **The Fast Track entrance hit new records**, and **one-way tickets for hikers showed strong growth**, signalling a continued enthusiasm for outdoor adventure and exploration.



The upgraded Kloofnek toilet block

TMACC also took the initiative to **upgrade the public toilets at the Kloof Nek parking area**. After assuming operational responsibility from the City of Cape Town, the facilities were fully restored, resolving long-standing visitor complaints and elevating the standard of care beyond the Lower Station itself.

The City of Cape Town Fire Department later commended TMACC for our team’s performance, which ensured the safety of all people and preserved key infrastructure.

In the days that followed, TMACC maintained clear, transparent communication with the public and media across traditional and social media channels, keeping everyone updated on the status of operations. After a week of careful assessments and clean-up, the Cableway resumed operations on Thursday, 31 October 2024.

To ensure no one missed out due to the disruption, the popular October Birthday Special was extended into November, allowing South African citizens who celebrated their birthday during the closure to redeem their birthday ticket the following month.

FUTURE PLANS

TMACC remains focused on maintaining operational excellence and anticipating future needs.



SIP AND SAVOUR

This financial year marked a new era for the Food & Beverage (F&B) Department – one defined by record-breaking success, strategic reinvention and an unwavering commitment to service excellence. From a bold recovery after a fire to growing the team, deepening partnerships and elevating our offering, F&B continues to pollinate progress at every turn.

RISING HIGHER

The Food & Beverage (F&B) Department **exceeded expectations with revenue and profit margins surpassing targets and achieving a 20% increase above budgeted profits.** This is a direct result of careful cost management, increased operational efficiency and the collective efforts of our highly motivated and engaged team.

A FEATHER IN OUR CAP

At the heart of this transformation is our commitment to people. Over the past year, we expanded our team to meet operational demands while investing in upskilling our staff complement. We hosted targeted development programmes, with a special focus aimed at the supervisor level. This emphasis on people-first growth has not only increased staff morale but directly enhanced our service delivery, ensuring consistent and impressive guest experiences across our venues.

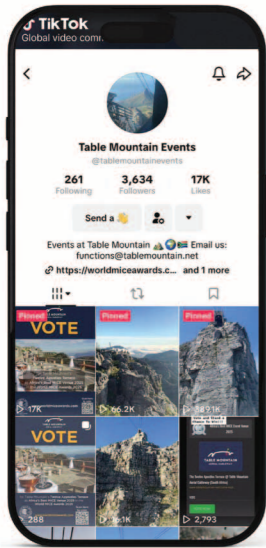
GRACE UNDER FIRE

One of the most significant moments in this financial year came in the form of a fire – a challenge that tested our operations, coordination and crisis response. Our business continuity protocols were put into action immediately and within mere weeks, full operations had resumed. **The speed and strength of our response reflected not only our resilience but our readiness.**

WHERE IDEAS TAKE FLIGHT

From menu updates to marketing breakthroughs, the department has embraced fresh approaches to engage new audiences.

Guest feedback has been overwhelmingly positive, with countless compliments received from clients, partners and international delegations. This highlights both the quality of our offering and the pride and care each team member brings to the table.



Launch of the Table Mountain Events TikTok page

A key initiative was the launch of the **Table Mountain Events TikTok** page, giving voice to our offerings in a space designed for both discovery and shareability. By embracing digital trends, we look forward to broadening our reach and engagement, particularly among younger audiences.

Sparking conversation, one plate at a time

We also launched a new menu this year. To celebrate, **we hosted a curated influencer lunch at VIEWS by De Grendel**, welcoming local foodies and content creators. Guests were treated to a selection of dishes from the new menu, perfectly paired with De Grendel wines.



On KLOUD nine

This financial year, we welcomed a **new partnership with Corona Beer and South African Breweries (SAB)**, creating a unique guest experience at our very own **KLOUD Bar**. We hosted several activations – including vibrant seasonal and sunset experiences – that have elevated our brand presence and taken our guest engagement to new heights.

This experience-driven event was designed to boost social media engagement and expand awareness of our dining offering – particularly **VIEWS** – beyond our existing audience. It also marks the beginning of a renewed focus on influencer marketing to elevate brand visibility and reach new communities.



TAKING SUSTAINABILITY TO NEW HEIGHTS



Environmental responsibility remains central to our operations. We met all targeted goals for the year, with highlights including implementing food waste management practices, the successful use of compostable materials and the introduction of industrial air cookers. These new cookers enable us to serve over five tonnes of fries while reducing oil consumption and fire risks!

Each innovation proves that sustainability and guest satisfaction can go hand in hand.

OUR FORWARD FOCUS

This past season has truly been one for the books. From crisis to creativity and from growth to gratitude, every decision, activation and learning has laid the groundwork to take the department to even greater heights. F&B are not only breaking previous financial records but are refining their operations and expanding our horizons.

Like the Cape sugarbird, our team continues to move with intention and is perfectly poised to take advantage of the next opportunity to come their way.

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**. This ticket can be redeemed throughout their birthday month.

*Children aged 4-17 must **be accompanied by an adult**. Children, younger than 4 years old **travel free of charge**.

60+
Years

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.



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.



Local is Lekker Special

The **Local is Lekker Special** provides South Africans with an opportunity to experience our very own **New 7 Wonder of Nature** at a special concession rate. Tickets must be pre-purchased online before the date of visit. Limited tickets are available.



Free Guided Walks

Free guided walks are offered on the hour, between 09:00 and 15:00, weather permitting.



Fast Track Ticket

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



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**.



TMACC 360 Virtual Tour

Visitors are provided with a **virtual tour of our facilities**.



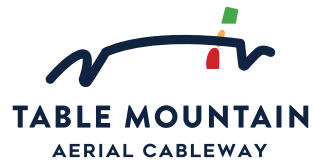
Free Bus Shuttle

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



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





ADDRESS

Lower Cable Station, Tafelberg Road, Cape Town, 8001
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