


2025/26 ANNUAL REPORT

# THE POWER OF PERSPECTIVE





# THE POWER OF **PERSPECTIVE**

Progress begins with the ability to see beyond what is directly in front of us. To pause, observe and understand the bigger picture before taking the next step. Like the Cape Dwarf Chameleon, Table Mountain Aerial Cableway Company (TMACC) approaches its environment with curiosity, awareness and remarkable adaptability.

Endemic to the Western Cape, the Cape Dwarf Chameleon is perfectly attuned to the landscape it calls home. Its extraordinary vision allows each eye to move independently, giving it an almost panoramic view of its surroundings. It can observe multiple perspectives at the same time, remaining alert to both immediate challenges and opportunities on the horizon.

In many ways, TMACC shares this ability. As custodians of one of the world's most iconic natural attractions, we must look in more than one direction. We balance the needs of today with the opportunities of tomorrow, bringing together conservation, visitor experience, commercial performance and community impact while remaining grounded in our purpose and heritage.

The chameleon's remarkable depth perception adds another dimension to this story. Although its eyes work independently, they can come together to focus with precision on what matters most. At TMACC, our priorities are similarly amplified.

Every connection, operational decision, environmental initiative and partnership contributes to a larger vision for a sustainable future.

The chameleon's ability to change colour offers another powerful perspective. Yet more than camouflage, this is a means of communication and adaptation – allowing it to respond to changing conditions while remaining unmistakably itself. TMACC, too, continues to evolve in response to shifting expectations, changing circumstances and emerging opportunities. We adapt without losing sight of who we are or what we stand for.

And, like the mountain itself, the Cape Dwarf Chameleon belongs uniquely to this place. Its presence is a reminder of the extraordinary biodiversity and natural heritage that surround us, and of the responsibility that comes with being its custodian.

The Power of Perspective is about seeing more, understanding more and planning with purpose. It is about looking back to learn, looking around to understand and looking ahead to prepare. With a clear view of where we stand and where we want to go, TMACC continues to evolve, adapt and move confidently towards the future.

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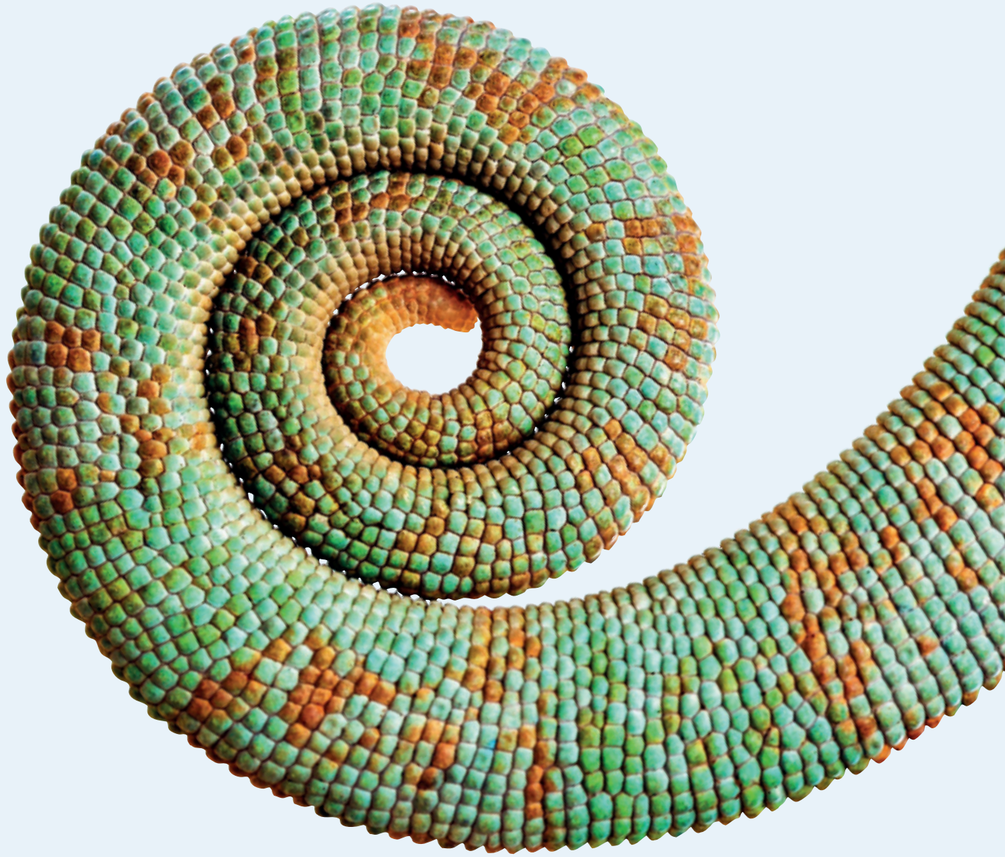
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WHAT WE DO, WE DO WELL



ONE PURPOSE, ONE TEAM

# OUR 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 |
|---|---|
| BG Moore °‡ | Chairperson: Board of Directors |
| W Parker | Managing Director |
| S Hercules * | Financial Director |
| AC Pillay ‡ | Chairperson: Remuneration and Nomination Committee |
| UD Mungal-Singh § | Chairperson: Social and Ethics Committee |
| WD Marais °‡ | Chairperson: Audit and Risk Committee |
| P de Waal § | |
| MN Skade § | |
| F Daniels (alternate to WD Marais) | |
| **Total** | **9** |

* Executive
° Member of the Audit and Risk Committee
‡ Member of the Remuneration and Nomination Committee
§ Member of the Social and Ethics Committee

## 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



# LETTER FROM THE MANAGING DIRECTOR

The tourism landscape in 2025 presented an encouraging environment for visitor attractions. Global international tourist arrivals grew by 4% and South Africa welcomed a record 10.48 million international visitors. In Cape Town alone, more than 5.5 million passenger arrivals were recorded, including 1.53 million international arrivals. These trends reinforce our commitment to understanding evolving visitor expectations and delivering memorable experiences that set the Cableway apart.

Against this positive backdrop, TMACC delivered another stellar year. Guided by our responsibility to operate safely and sustainably, we created value for our visitors, employees, shareholders, partners and communities.

Following the 2024 fire, we completed the required remedial and restoration work, enabling our Finance, Food and Beverage, and Marketing teams to return to the Administration Office. Our 2025 annual maintenance shutdown was completed in just one week and included mandatory cabin safety inspections and testing. The Cableway achieved close to 100% operational uptime when weather conditions permitted – an outstanding result made possible by the expertise and dedication of our Technical and Operations teams.

TMACC produced strong financial results. Food and Beverage delivered an exceptional year, while Retail achieved all its sales targets. Of particular significance, 97% of our retail products are locally sourced and more than half of our retail suppliers are women-owned. We also maintained our Level 1 B-BBEE status, reaffirming our commitment to meaningful transformation.

A defining milestone was the arrival of our 33 millionth visitor in December – a powerful reminder of Table Mountain's enduring place in the hearts of South Africans and international visitors.

We strengthened our connection with local communities through initiatives, including the Local is Lekker promotion, Castle Lager Heritage Braai Day, Art on Table Mountain and the VetKat Art Exhibition. We celebrated the Cableway's 96th anniversary with visitors and employees and hosted a Staff Family Day in recognition of the families who support our people.

Our commitment to being a company that cares remained central to our work. On Mandela Day, we partnered with Cape Town's Executive Mayor to host young people from ***Home from Home***. During Women's Month, we welcomed the organisation's foster mothers for a special tea to recognise the vital role they play.




Take a Hike Day was expanded to include two additional trails. The Cableway Charity Golf Day raised R380 000 for Volunteer Wildfire Services and Wilderness Search and Rescue, while the Cableway Charity Challenge raised R1 million for the SANParks Honorary Rangers, Ubuntu Football Academy, Volunteer Wildfire Services and Wilderness Search and Rescue.

The completion of the universal access pathway was another outstanding achievement. Table Mountain belongs to everyone, and we remain committed to making the visitor experience more inclusive and accessible.

We also celebrated the tenth year of our Enterprise and Supplier Development and Excellence Programme. Since its inception, 67 small-, medium- and micro-enterprises have been developed, and more than 731 jobs have been created. The Supplier Development and Excellence Awards, held on 26 June 2026, recognised the entrepreneurs whose determination continues to strengthen our economy.

Our local procurement journey is a particular source of pride. Local procurement increased from 29% in 2017 to 89% in 2025 – turning our commitment to responsible tourism into tangible opportunities for local businesses and communities.

During the financial year, we deepened our understanding of visitors through an enhanced visitor survey, the TMACC mobile application and a real-time information system enabling us to respond more effectively and continually enhance the visitor experience.

Our work received significant recognition. TMACC was named Best Tourist Attraction at the KFM Best of the Cape Awards 2025 and received the Tripadvisor Travelers' Choice Award 2025, placing us among the top 10% of attractions worldwide. We were also finalists in the World's Leading Tourist Attraction and World's Leading Cable Car Ride categories at the 2025 World Travel Awards.

The Twelve Apostles Terrace was named Africa's Best MICE Event Venue at the 2025 World MICE Awards, and TMACC received Gold in the Local Economic Benefit category at the 2026 World Travel Market Africa Responsible Tourism Awards. This recognition speaks to the kind of company we strive to be – commercially successful, locally rooted and committed to ensuring that tourism benefits extend beyond our gates.

These achievements are made possible by our employees, whose professionalism and care define the Cableway experience; our Board and shareholders; SANParks; our tourism and community partners; our suppliers; and every visitor who chooses to share in the wonder of Table Mountain.

To the TMACC team, I offer my sincere gratitude. Whether working in full view of our visitors or behind the scenes, you bring skill, warmth and pride to everything you do. We do more than transport people to the summit – we create memories, connect people with nature and represent the very best of Cape Town and South Africa.

We look ahead, from a position of strength, but never complacency. Our focus remains on safety, operational excellence, sustainability, transformation and exceptional visitor experiences.

For generations, the mountain has been a symbol of hope, possibility and belonging. It remains our privilege – and our profound responsibility – to serve as its custodians and to welcome the world to its summit.



**WAHIDA PARKER**
MANAGING DIRECTOR

# MESSAGE FROM THE CHAIRMAN

Tourism in South Africa maintained its recovery with increasing international arrivals and Cape Town remained at the heart of this growth as one of the world's most sought after destinations. The recent launch of phase 3 of the business government partnership also added tourism as one of the key focus areas for growth, which should be positive for the industry.

TMACC benefited from this positive environment and delivered a strong set of results, supported by improved visitor demand, reliable operations and continued focus on safety and service. During the year, the Company completed the remedial work arising from the 2024 fire incident, achieved near 100% Cableway uptime and completed a successful annual maintenance shutdown. These outcomes reflect the depth of technical expertise within the business, the strength of its operating systems and the commitment of the team to maintaining the exceptional Cableway experience for which Table Mountain is known.

Responsible tourism remained central to the Company's approach. TMACC retained its Level 1 B-BBEE status, increased support for local and women-owned suppliers and marked the tenth year of its Enterprise and Supplier Development and Excellence Programme. The completion of the universal access pathway further improved access to the Table Mountain experience, while ongoing community, conservation and mountain rescue initiatives continued to extend the benefits of tourism beyond the Company's own operations.

The Board recognises that TMACC's success depends on its people. Investment in training, leadership development and employee wellness continued during the year, supporting both professional growth and personal wellbeing. These initiatives strengthen the resilience and capability of the organisation as it prepares for the opportunities and challenges ahead.

The Company was once again recognised for excellence. Awards during the current year included the KFM Best Tourist Attraction award and recognition of the Twelve Apostles Terrace as Africa's Best MICE Event Venue. TMACC was especially pleased to receive Gold at the 2026 World Travel Market Africa Responsible Tourism Awards for Local Economic Benefit, affirming the Company's contribution to broader economic participation.



***"TMACC delivered a strong set of results, supported by improved visitor demand, reliable operations and a continued focus on safety and service."***

There were several changes to the Board during the year with resignations received from Mr. Duncan Parker, Mr. Raymond Fenner and Mr. Theo Adams. We thank them for their valuable contribution to TMACC. We welcomed Mr. Paul De Waal and Mr. William Marais as directors, and Ms. Fatima Daniels as alternate director to Mr. Marais. I was honoured to be appointed Chairperson in July 2026 and look forward to supporting a constructive and independent relationship between the Board and executive management.

Succession planning for the Managing Director role was an important area of focus. Following a comprehensive recruitment process, Ms. Tracy Mkhize was appointed as the incoming Managing Director with effect from 1 October 2026. Ms. Mkhize brings extensive senior operational leadership experience, including governance, risk management, sustainability and stakeholder engagement. Ms. Wahida Parker will remain with TMACC until June 2027 to ensure an orderly transition, the transfer of institutional knowledge and continuity in key stakeholder relationships. The Board records its sincere appreciation to Ms. Parker for her leadership, dedication and service to the Company.

As TMACC looks ahead, it does so with confidence, but also with an appreciation of the need to remain disciplined, adaptable and focused on the long term. The Company will continue to prioritise sustainability, safety, sound strategic positioning, shareholder value and the high visitor experience standards associated with the Cableway.

On behalf of the Board, I extend my sincere thanks to our shareholders, SANParks, other strategic partners, the executive team and every member of the TMACC staff for their continued support, professionalism and commitment. Their collective efforts have ensured that TMACC remains well placed to deliver safe, inclusive, responsible and memorable experiences on Table Mountain.

**BRETT**
**MOORE**
CHAIRMAN





# HIGHLIGHTS, AWARDS, PARTNERSHIPS AND SPONSORSHIPS



## 96TH ANNIVERSARY

We celebrated our 96th anniversary with a Local is Lekker promotion, a Charity Golf Day and a Staff Family Day

## 33 MILLIONTH VISITOR

We welcomed our 33 millionth visitor in December 2025

## B-BBEE

Level 1 retained

## 97%

of retail products are locally sourced

## MORE THAN 50%

of retail suppliers are women-owned.

# VISITOR GROWTH OVER THE YEARS

## 1926
Construction of the Cableway on Table Mountain began

## 1929
Official opening of Table Mountain Aerial Cableway

Only 19 people could fit into the very first cable car

## 1958
Two new cable cars were introduced as part of a major upgrade

23 people could fit into the newly upgraded cable car

1 million visitors

## 1974
A second Cableway upgrade introduced lighter cable cars

Safety was further enhanced through weekly inspections carried out by trained technicians

28 people could fit into the upgraded cable car

## 1997
A major upgrade saw the introduction of the iconic Rotair cable cars, increasing capacity from 28 to 65 visitors per trip and the cable car's speed from 4 m/s to 10 m/s

The cable cars were fitted with rotating floors, giving every visitor a panoramic view during the journey up and down the mountain

The new cable cars can carry up to 5 200 kg

Up to 700 visitors can now enjoy the trip every hour

11 million visitors



## 2011
Table Mountain was named one of the New 7 Wonders of Nature

TMACC gains OHSAS 18001 Health and Safety certification

## 2014
Table Mountain named Africa's Leading Tourist Attraction in the World Travel Awards (also 2019 – 2022)

## 2016
The Cableway became carbon neutral by offsetting its carbon emissions through the Kuyasa Housing Project in Khayelitsha

TMACC launched its Enterprise and Supplier Development Programme, which supports entrepreneurs through practical mentorship, business coaching and supplier development

## 2019
28 million visitors

## 2021
Fast Track service and Take a Hike Day, our annual mountain clean-up day, were launched

## 2022
TMACC named Best Tourist Attraction in the KFM Best of the Cape Awards (also 2023 – 2025)

## 2023
TMACC launched VISTA, a new functions venue at the Lower Station

## 2024
TMACC celebrated its 95th anniversary

The Cableway underwent major maintenance, replacing all track ropes

31 million visitors

TMACC launched the Table Mountain Aerial Cableway app and the annual Charity Golf Day, which raises funds for VWS and WSAR

## 2025
We welcomed our 32 millionth visitor in January and our 33 millionth visitor in December

Received several awards, including Tripadvisor Travelers' Choice Award, WTM Responsible Tourism Award – Silver: Innovative Waste Management and World MICE Awards – Africa's Best MICE Event Venue for the Twelve Apostles Terrace

TMACC unveiled a yellow New 7 Wonder of Nature frame on top of Table Mountain

South African National Parks (SANParks) extended TMACC's existing concession for the operation of the Table Mountain Cableway by three years

## 2026
TMACC and Table Mountain National Park opened the universal access pathway at the Top Station

TMACC received Gold in the Local Economic Benefit category at the WTM Responsible Tourism Awards

# AWARDS AND RECOGNITION

- Winner: **Best Tourist Attraction in the 2025 KFM Best of the Cape Awards**
- Finalist: **World's Leading Tourist Attraction and World's Leading Cable Car Ride** categories at the **2025 World Travel Awards**
- Recipient of the **2025 Tripadvisor Travellers' Choice Award**, placing TMACC among the top **10% of attractions worldwide**
- The **Twelve Apostles Terrace** at the summit was named **Africa's Best MICE Event Venue** at the **2025 World MICE Awards**
- **Gold: Local Economic Benefit** category at the **2026 World Travel Market Africa Responsible Tourism Awards**








# NEW LAUNCHES

**NEW 7 WONDER OF NATURE SELFIE FRAME**
We unveiled the iconic New 7 Wonder of Nature selfie frame on the balcony at Shop at the Top, creating another memorable photo opportunity for visitors.

**ART ON THE MOUNTAIN**
Hermien van der Merwe and fellow local artists showcased their work at our premises, allowing visitors to experience live painting. We also hosted the VetKat Art Exhibition, reflecting our commitment to responsible tourism, cultural inclusion and heritage preservation.

**UNIVERSALLY ACCESSIBLE PATHWAY**
We improved accessibility with the introduction of a new universally accessible pathway, in partnership with Table Mountain National Park.



# PARTNERSHIPS AND SPONSORSHIPS

Collaboration within the tourism industry remains essential to our success. By working alongside like-minded organisations, we gain new perspectives, strengthen our collective impact and position Table Mountain as one of South Africa's leading visitor attractions.

## Cape Town Tourism

As an Executive Partner of Cape Town Tourism, we maintain a strong strategic relationship that enhances our visibility in local and international markets and creates valuable networking and promotional opportunities.

**Cape Town Tourism's annual golf day** provided an opportunity to engage directly with key stakeholders and promote Table Mountain as a premier destination for year-end functions and corporate celebrations.

We also participated in a **Youth Month event**, for tourism and hospitality students, and supported the **You Don't Need a Holiday, You Need Cape Town** campaign by hosting local and international media and influencers.














CAPE TOWN BIG6

## Cape Town Big 6

The Cape Town Big 6 – comprising **Cape Point, Groot Constantia, Kirstenbosch National Botanical Garden, Robben Island Museum, the V&A Waterfront and Table Mountain Aerial Cableway** – brings together some of the city's most iconic attractions.

Together, these destinations showcase the very best of Cape Town and create an authentic visitor experience. TMACC is proud to be part of this group, promoting Cape Town as a world-class destination through collaboration and cross-marketing.

Highlights included the **#UnlockCapeTownBig6 social media campaign**, the City of Cape Town's **Six Pillar Content Partnership**, placing a replica cable car at the Cape Town Cruise Terminal and our joint presence at the **2026 World Travel Market Africa.**

## African Association of Visitor Experiences and Attractions (AAVEA)

AFRICAN ASSOCIATION OF VISITOR EXPERIENCES AND ATTRACTIONS

**AAVEA** champions visitor attractions and experiences across Africa and highlights their role in the tourism value chain. Its educational events, webinars and networking opportunities promote knowledge sharing and industry collaboration. As a founding member and patron sponsor, TMACC remains deeply committed to AAVEA's mission and growth.

TMACC also maintains a close association with the **International Association of Amusement Parks and Attractions (IAAPA)**, the global industry body through its dual membership with AAVEA.







## Jonsson Workwear

Our partnership with Jonsson Workwear has seen our employees proudly kitted out by them.



## The Cape Town Jive Funny Festival

TMACC once again partnered with the Cape Town Jive Funny Festival, a much-loved annual event held during June and July at the Baxter Theatre.

By showcasing leading South African comedians alongside international talent, the festival reaches a diverse local audience during the traditionally quieter winter season.

One of the highlights was hosting a **welcome event for the cast and crew on Table Mountain.**

***"What better place (Table Mountain) to launch the Cape Town Funny Festival",*** Eddy Cassar, producer of the Cape Town Funny Festival.



## Cableway Charity Challenge

Now in its 17th year, the Cableway Charity Challenge is a fixture on Cape Town's trail running and hiking calendar.

On **Saturday, 9 May 2026**, TMACC proudly hosted the full event for the second consecutive year.

The format remains unchanged – 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, **180 participants** raised **R1 million** for **SANParks Honorary Rangers, Ubuntu Football Academy, Volunteer Wildfire Services (VWS) and Wilderness Search and Rescue (WSAR).**

For the first time, the **funds were shared equally between all four beneficiaries**, and the event was live streamed on YouTube.

NOTABLE HIGHLIGHTS INCLUDED:

- **George Nuttall**, aged just 17, equalled the previous year's leading achievement by **completing nine laps** of the course
- **Achmat Jackson** completed his **15th Cableway Charity Challenge** – an extraordinary display of endurance and commitment
- **AJ Calitz recorded the fastest lap of the challenge**, completing the course in just 41 minutes and 33 seconds
- **Team TMACC finished third in the corporate category**
















# SUSTAINABILITY IN FOCUS



As a custodian of Table Mountain, TMACC's dedication to sustainability is a long-term priority. It encompasses responsible environmental management, health and safety and continuous improvement. We retained our ISO 14001 and ISO 45001 certifications, reaffirming our environmental management and occupational health and safety standards.

**CERTIFICATIONS**

SABS ISO 14001 — ISO 14001 Environmental Management

SABS ISO 45001 — ISO 45001 Health and Safety Management

## A SUSTAINABLE WAY FORWARD

The United Nations Sustainable Development Goals (SDGs) provide a framework for addressing global challenges and guiding measurable action. TMACC's current focus is on SDG 12: Responsible Consumption and Production, particularly the management of waste, water and energy.

Climate change is becoming an increasingly important consideration for TMACC, making it essential to take a future-focused approach to how we use and manage natural resources.

Our goal is to manage water and electricity more efficiently, improve waste management practices and reduce the amount of waste generated on the mountain. The new resource consumption app is an important first step towards more timely and informed action.

By taking a long-term view, using data to guide decisions and adapting where necessary, TMACC will continue to strengthen its role as custodian of the mountain.

### WATER

**5 135 539 LITRES**
**TOTAL USAGE**

**TARGET:**
5.0 litres/person
**ACHIEVED:** 4.1 litres/person

### RECYCLING

**63.269 TONNES**
**TOTAL RECYCLED**

**TARGET:**
80% of waste created
**ACTUAL:** 55%

### BOREHOLE WATER

**685 081 LITRES**
**TOTAL USAGE**

### WASTE TO LANDFILL

**51.23 TONNES**
**TOTAL TO LANDFILL**

**TARGET:**
20% of waste created
**ACTUAL:** 45%

### ELECTRICITY

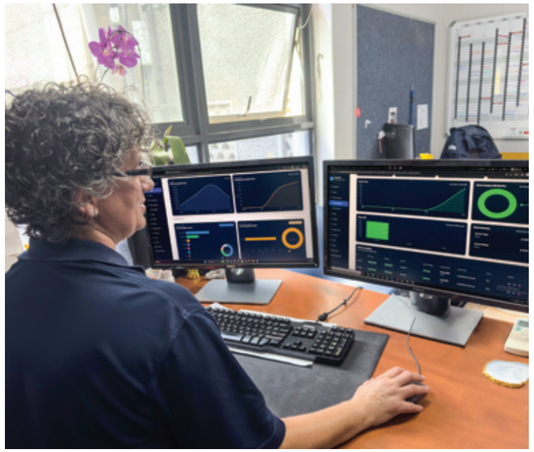
**1 234 683 KWH**
**TOTAL USAGE**

**TARGET:**
1.00 kWh/person
**ACHIEVED:** 0.99 kWh/person

### CARBON EMISSIONS

**1 469.48 TONNES**
**TOTAL EMISSIONS**

**TARGET:**
1.15 kg/person
**ACTUAL:** 1.15 kg/person



## A SMARTER WAY FORWARD

TMACC is developing a resource consumption application that will provide real-time information on water, electricity and waste.

This app will allow us to identify unusually high usage and alert the relevant department in time to take corrective action.

*Youth from Unlimited Ministries, Ocean View*

# CABLEWAY CARES

## CREATING POSSIBILITIES

During the year under review, we **welcomed young people from *Home from Home*** as part of our **Mandela Day 2025** activities, hosted by Mayor Geordin Hill-Lewis.



Young people from ***Home from Home*** engage with Mayor Geordin Hill-Lewis and Wahida Parker on Mandela Day

## A DIFFERENT VIEW OF HEROISM

During **Women's Month** in 2025, TMACC chose to celebrate a group of remarkable women who often remain out of the spotlight – **foster mothers**. By opening their homes and hearts to vulnerable children, they provide safety, stability and the care every child deserves.



The foster mothers from ***Home from Home***

Their dedication extends far beyond meeting immediate needs. Through their guidance, encouragement and unwavering support, they help shape brighter futures, empowering young people to grow with confidence and opportunity.

The initiative reflected TMACC's commitment to recognising those whose quiet acts of compassion create lasting impact within our communities.

**3 354**

**CSI tickets issued to 222 organisations**

## CLASS IN THE CLOUDS PROGRAMME

TMACC's Class in the Clouds programme has inspired learners to see Table Mountain through a different lens – one of discovery, conservation and environmental stewardship.

Started in 2001 and hosted on weekdays from March to October, the programme combines guided tours with curriculum-aligned educational activities. Primary and high school learners explore the mountain's unique biodiversity while deepening their understanding of the natural world.

During the 2026 financial year, **19 664 learners** participated in the programme, bringing the total number of young minds **reached since inception to 387 476**. By nurturing curiosity and connecting classroom learning with real-world experiences, Class in the Clouds continues to empower the next generation of environmental custodians.

**19 664**

**Learners participated in the Class in the Clouds programme**

*"Thank you so much for the day well spent. Your team was amazing. Very friendly and accommodating to our kids and us as well."*

***Ms L. Mhambi***
***Surrey Primary School***






## GIVING OLD UNIFORMS A NEW LIFE

The Cableway cares deeply about the environment and the communities around us. As part of our commitment to both, we asked our team to **donate their old uniforms for upcycling**. Procure-It turned the donated uniforms into **200 pet blankets**, with TMACC supplying all the materials and covering the production costs. The pet blankets were donated to Grace Animal Sanctuary, providing warmth and comfort to animals in need.




## KNITTING FOR A CAUSE

The Retail Department and Ticket Office started a knitting drive to make productive use of days when the Cableway is closed due to adverse weather conditions. **Each staff member knits a square, which is then joined with others to create blankets for vulnerable communities.** The initiative has since grown, with staff from other departments also getting involved.

# SEEING THE VALUE

## A CLEARER VIEW

During the 2026 financial year, TMACC continued to **strengthen its governance** by conducting a series of internal audits covering Retail and Food & Beverage revenue, fixed asset management, the HR payroll system and procurement. These reviews provide independent assurance over key controls and processes while identifying opportunities to improve efficiency and support informed decision-making.

By continually assessing and refining our systems, TMACC becomes more resilient and well positioned to respond to future opportunities and challenges.

**B-BBEE LEVEL 1**

**INTERNAL AUDIT**

**FOOD & BEVERAGE**

**RETAIL**

**HR PAYROLL**




As part of TMACC's **Mandela Day 2025** activities, we **extended our support to ABCD Concepts**, one of our Enterprise Development Programme partners, by participating in one of their township tours in Khayelitsha. The experience provided us with the opportunity to **support a local tourism enterprise** while **gaining first-hand insight into the community-based experiences** they offer, reinforcing TMACC's commitment to supporting local businesses and sustainable tourism within the communities in which we operate.

## GROWING OPPORTUNITY

Over the past ten years, TMACC's **Enterprise and Supplier Development (ESD) Programme** has invested in the long-term success of local businesses, helping entrepreneurs build sustainable enterprises that positively contribute to Cape Town's tourism economy.

Through mentorship, coaching and practical business support, the programme helps participants strengthen their financial management, governance, branding, compliance and market access. By investing in potential today, TMACC creates opportunities that extend far beyond the Cableway. This commitment to responsible business was further reflected in the retention of our Level 1 B-BBEE status during the financial year.







**89%**

**of procurement was sourced locally in 2025, compared to 29% in 2017**

**97%**

**of products sold through TMACC's retail outlets are locally sourced**

**150+**

**local businesses have been supported**

**67**

**SMMEs have been developed through the Enterprise and Supplier Development (ESD) programme**

**731+**

**jobs created by supported enterprises**



*Left to right (standing): Ashley Naude (Lilly Loompa), Carleen Luyt (Carlies Darlings), Munier Barden, Fatima Holliday (Halaal Hopper), Belinda Kruiper (VetKat Art Foundation), Zubeida Hartnick (Skona Clothing), Tashmeer Esack (NCC), Rafiq Motlekar (Ecco Med), Zozo Dano (ABCD Concepts)*
*Left to right (seated): Lizl Naude (Lilly Loompa), Shannon Boyd (Casbo Trading) and Darryn Falken (Woodland Designs)*



## CELEBRATING SHARED SUCCESS

On 26 June 2026, TMACC, in partnership with Siyakha, hosted the **annual Supplier Development and Excellence Awards**, celebrating the achievements of businesses that have participated in the programme.

**The evening honoured entrepreneurs who continue to grow, innovate and create opportunities within their communities.** It also acknowledged the partnerships that have been built over many years.

Meaningful economic development requires investment in entrepreneurial capability. By supporting local entrepreneurs with the knowledge, networks and confidence to succeed, TMACC strengthens the individuals and the communities that help tourism thrive.



# THE HEART OF THE CABLEWAY



## PUTTING PROGRESS IN PERSPECTIVE

This year, we celebrated the loyalty and commitment of 12 employees, including one who has been with TMACC for 20 years. These milestones are more than numbers – they reflect the dedication that defines our team.

**5 Years of Service**

| First Name | Surname |
|---|---|
| Adriaan | Hattingh |

**10 Years of Service**

| First Name | Surname |
|---|---|
| Anthea | Botha |
| Keith | November |
| Wahida | Parker |
| Phillip | Smuts |

**15 Years of Service**

| First Name | Surname |
|---|---|
| Ismail | Dollie |
| Selma | Hercules |
| Jesca | Mukwesha |
| Tonderai | Musekiwa |
| Octavia | Nkomombini |
| Bridgette | Richards |

**20 Years of Service**

| First Name | Surname |
|---|---|
| Lungelwa | Mondliwa |

## PEOPLE WITH A PURPOSE

At TMACC, we believe in building careers, developing future leaders and creating an organisational culture where employees feel valued and empowered. One of the ways we do this is through our bursary programme.

During the year under review, a **total of 26 bursary applications were received. Sixteen new bursaries were awarded, totalling R304 991 and two continuing bursaries** were supported to the value of **R73 015**.

**A total of 18 bursaries were awarded, totalling**

**R378 006**

Graph: The number of TMACC bursary recipients over the past five years.




5 years
OF
SERVICE
Adriaan Hattingh


10 years
OF
SERVICE
Phillip Smuts


10 YEARS
OF
SERVICE
Keith November


10 years
OF
SERVICE
Wahida Parker


10 YEARS
OF
SERVICE


15 YEARS
OF
SERVICE
Selma Hercules


15 YEARS
OF
SERVICE
Octavia Nkomombini


15 YEARS
OF
SERVICE
Tondorai Muschinva


15 years
OF
SERVICE
Ismail Dollie


15 years
OF
SERVICE
Bridgette Richards


15 years
OF
SERVICE
Jesca Mukwesha

# INVESTING IN OUR FUTURE POTENTIAL

Our employees pursued a wide range of qualifications, from Human Resource Management, Business Management and Tourism to Environmental Management, Electrical Engineering, Tour Guiding and other technical disciplines.

## Learnerships

**Three learnership programmes gave employees opportunities to strengthen their skills and gain recognised qualifications:**

### NQF LEVEL 4
**National Certificate: Customer Service**

**Eleven learners** participated in this programme, which focuses on developing the knowledge and skills required to deliver exceptional customer service.

### NQF LEVEL 4
**National Certificate: Customer Service and Traffic Control**

**One employee** enrolled in this course, which combines customer service skills with practical traffic control training.

### NQF LEVEL 4
**National Certificate: Generic Management**

**Six employees** completed this national certificate that develops management knowledge and capabilities.



*Employees who participated in our three learnership programmes*





*Ammaarah Willoughby, Junior Graphic Designer*

## Internships

TMACC continued to provide South African youth with valuable work experience through **internships in Human Resources and Marketing**.

Our marketing intern completed the programme in June 2026, and following a strong performance and significant growth, was appointed to a permanent position as a Junior Graphic Designer.

## Building leadership and practical skills

**Leadership development** remained a key focus for TMACC, as it helps employees prepare for more complex roles and responsibilities.

This is why we regularly host **supervisory and management development programmes, coaching initiatives and leadership workshops.** Some of the practical skills development training we conducted during the year under review included:

- **First aid**
- **Firefighting**
- **SHE representation**
- **Customer service**
- **Microsoft Office**
- **Occupational Health and Safety**
- **Financial wellness**
- **Retirement planning**
- **Departmental compliance**

# RECOGNISING EXCELLENCE

Our **Reward and Recognition Programme** acknowledges employees who consistently **demonstrate TMACC's values and commitment to service excellence**.

Recognition during the year included:

- **Best Dressed Awards**
- **Customer Service Excellence Awards**
- **Long Service Awards**


















## WELLBEING FROM EVERY ANGLE

Employee wellbeing is an important part of building a resilient workforce. During the year under review, we continued to provide employees with access to:

- Confidential counselling through our partnership with **FAMSA**
- Access to the **YuLife wellbeing platform**, which encourages healthier lifestyles by rewarding positive behaviours and engagement with physical, mental and financial wellness activities.

**Financial wellbeing** also remained a focus, with employees receiving guidance through **retirement planning and financial wellness workshops.**

### YuLife wellbeing platform usage
### 1 July 2025 - 30 June 2026 (12 months)

**Engagement with Healthy Habits**

| | |
|---|---|
| Steps | 125.5 Million |
| Mindful minutes | 2602 hrs |
| YuDoku | 5146 |
| Cycling | 158km |
| Workouts | 5784 |

**Benefits Earned and Redeemed**

| | | |
|---|---|---|
| YuCoin earned | = | 1,798,889 |
| YuCoin redeemed | = | 1,856,737 (R 45 986) |

**Rewards**

| | | |
|---|---|---|
| Most popular reward | = | Pick 'n Pay |
| Voucher redemptions | = | 18,646 (R88,157.62) |

## EMPLOYEE SPORTS PROGRAMME

TMACC continues to promote inclusiveness and team spirit through our Employee Sports Programme, which brings together colleagues from across departments. These activities help to build strong relationships, a more united workforce and a healthier work-life balance.

**During this year employees were encouraged to join one of our sporting activities:**

- **Soccer:** TMACC Warriors
- **Hiking/Running:** Cableway Charity Challenge and other races
- **Yoga**










## A CULTURE OF CONNECTION

At TMACC, we want to create a workplace where people feel connected, included and valued. We do this through several different strategies:

Our annual **Employee Engagement Survey** provided employees with an opportunity to share their experiences and perspectives. Feedback reflected strong pride and commitment to the organisation while identifying opportunities to strengthen internal communication, leadership development, wellbeing and employee recognition.

Team-building activities, management engagement sessions and internal communication initiatives helped strengthen connection with our staff.

STAFF FAMILY DAY



END-OF-SEASON CELEBRATIONS



WELLNESS DAY




## CELEBRATING OUR STAFF

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

| | | | | |
|---|---|---|---|---|
| **Staff braais** | **Staff family day** | **End-of-season celebrations** | **Wellness Day 2026** | **TMACC anniversary celebrations** |




*Seasonal staff in action*

## BUILDING A FUTURE-READY TEAM

We also strengthened the foundations that support our people and operations. Approximately **150 seasonal employees** were recruited and onboarded during the year. Improved workforce planning and shorter recruitment turnaround times helped us respond to changing operational requirements.

**High seasonal employee retention** and a strengthened relationship with **Harambee Youth Employment Accelerator** further supported our workforce needs.



## LOOKING AHEAD

As we look to the future, we will continue to focus on building a workforce that is adaptable, engaged and equipped for what lies ahead.

**PRIORITIES INCLUDE:**

- Accelerating the digital transformation of Human Resources (HR) processes
- Supporting succession planning and leadership development
- Expanding employee wellness initiatives
- Aligning skills development with future organisational needs

We will also strengthen data-led workforce planning, transformation and employment equity, employee engagement and sound payroll governance.

Plans also include creating a dedicated wellness space for employees.




*Staff who completed the Financial Planning workshop as part of the TMACC Wellness Day*

# ALL EYES ON TMACC






## CAPTURING HEARTS AND MINDS

Marketing continued to find new ways to connect with visitors through campaigns that celebrated our heritage, rewarded local support and enhanced the Table Mountain experience.

### LOCAL IS LEKKER PROMOTION

The highly successful **Local is Lekker promotion** made Table Mountain more accessible to local visitors. The promotion proved so popular that it was extended from a month-end weekend special into a **month-long campaign**.

### CASTLE LAGER HERITAGE BRAAI DAY

Visitors were invited to **celebrate Heritage Day** by joining our Castle Lager Heritage Braai Day. By completing a series of fun challenges, patrons received spot prizes, as well as a **complimentary boerewors roll and beverage**.

### GAME ON!

**Games were added to the Table Mountain Aerial Cableway mobile application**, providing entertainment for those waiting in queues.



# A BROADER PERSPECTIVE OF CARE

TMACC's impact extends far beyond tourism. Throughout the year, initiatives focused on community upliftment, environmental stewardship and mountain safety, demonstrating our commitment to creating lasting value for both people and place.

**TAKE A HIKE DAY**
**TMACC's annual mountain clean-up initiative**, Take a Hike Day, continued to encourage a shared responsibility for protecting one of the world's most iconic natural attractions. This year, the route was **expanded beyond Platteklip Gorge to include Kloof Corner and the Lower Station Contour Path**, with additional support provided by Table Mountain National Park.

Held on 17 November 2025, the event brought together **188 volunteers**, who collected **39.15 kg of litter** across the mountain's hiking trails. The lower volume collected compared with the previous year suggests that more hikers are disposing of waste responsibly – an encouraging sign of growing environmental awareness.


























# ANNUAL CHARITY GOLF DAY

TMACC's second Annual Charity Golf Day, held at Atlantic Beach Links on **21 November 2025**, raised **R380 000** in support of mountain safety initiatives.

The proceeds were shared between **Volunteer Wildfire Services (VWS) and Wilderness Search and Rescue (WSAR)**, with each organisation receiving **R190 000** to support the vital work they do in protecting Table Mountain and its visitors.

More than a fundraising event, the Golf Day reflects our ongoing commitment to safeguarding this iconic natural attraction and strengthening the partnerships that help preserve it for future generations.









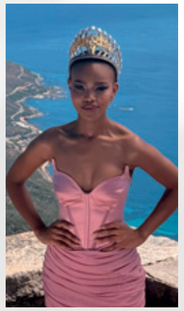

## SHARING OUR STORY WITH THE WORLD

During the 2026 financial year, TMACC reached audiences through outside broadcasts with **Radio KC, Radio 786, Good Hope FM and 5FM**, while continued media engagement strengthened awareness of the Cableway and its initiatives.

The summit also welcomed several distinguished guests, reinforcing Table Mountain's status as one of South Africa's most recognisable and sought-after destinations. Visitors included:

- G20 delegates
- Skift 2026 Megatrends Cape Town event
- Miss South Africa Qhawekazi Mazaleni
- The DHL Stormers








Cape Town welcomed record visitor numbers during the year, and TMACC's visitor volumes returned to pre-COVID levels. This renewed momentum was marked by the arrival of our **33 millionth** visitor on 15 December 2025.








## GOING FOR GOLD

TMACC was honoured to receive **Gold** in the **Local Economic Benefit** category at the **2026 World Travel Market Africa Responsible Tourism Awards**. The award recognises our **ongoing commitment to responsible tourism practices** that **create lasting value for local communities** while preserving Table Mountain for future generations.

Through local sourcing, supplier development, environmental stewardship and community partnerships, we continue to ensure that the benefits of tourism extend far beyond the visitor experience. The award reflects the dedication of our employees and the support of our partners and suppliers.

## ON THE HORIZON

Building on the year's successes, Marketing will continue to strengthen TMACC's position as a responsible custodian of Table Mountain by highlighting our ongoing commitment to communities, environmental stewardship, responsible resource management and the protection of this iconic natural wonder.

The department will continue to explore marketing solutions that enhance content creation, audience engagement and campaign delivery. Supported by relevant local promotions and strategic storytelling, TMACC will remain well positioned for the future.

## CABLEWAY SOCIAL

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

**163 260**
on 30 June 2026

**179 370**
on 30 June 2026

**97 890**
on 30 June 2026

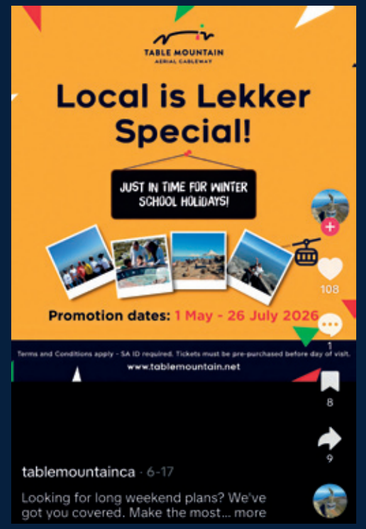
**1 228**
on 30 June 2026

**2 358**
on 30 June 2026

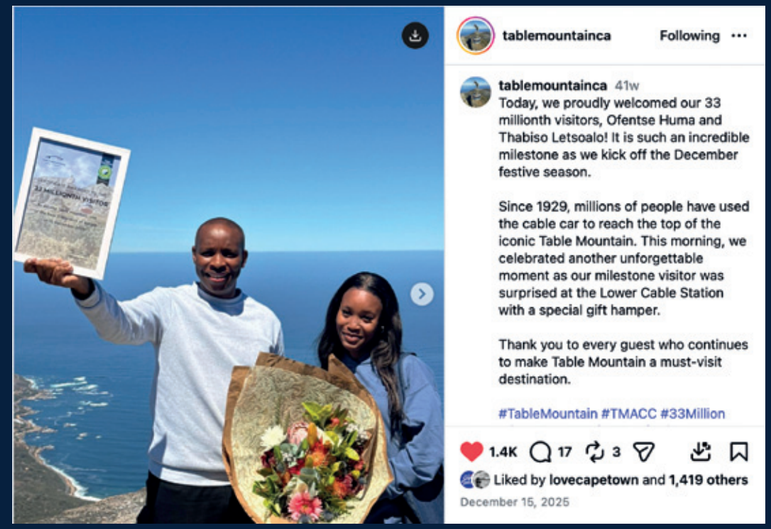
Our **Facebook** post about redeeming a birthday-month ticket generated more than **2 800 likes** and over **23 000 clicks**.



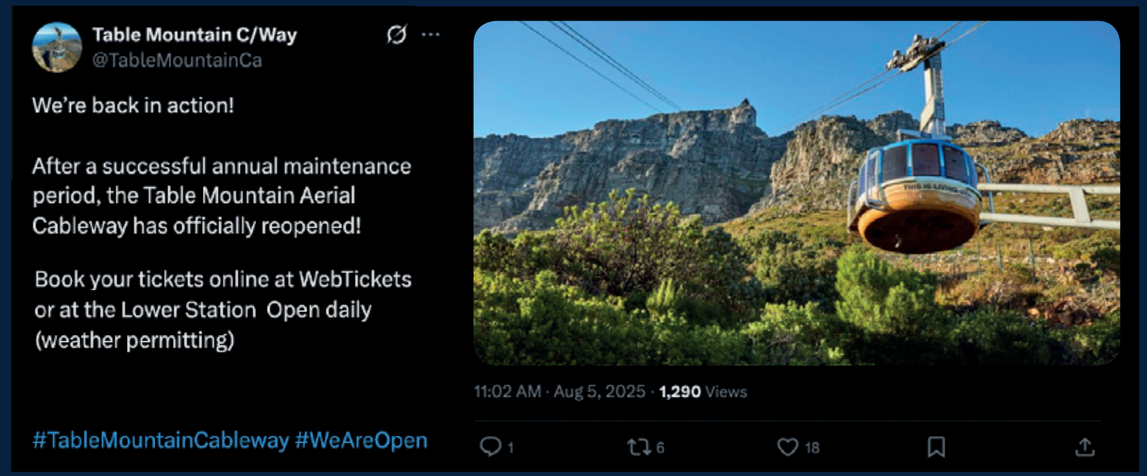

Our **TikTok** video that showcased our Local is Lekker promotion in time for the Youth Day long weekend received more than **38 500 views**




We celebrated our 33 millionth visitor on **Instagram**, with the post receiving almost **1 500 likes**.




Our "Back in action" post on **X** received **1 290 views.**




A **LinkedIn** post announcing the appointment of a new HR manager was clicked **161 times** and received **63 likes**.



# RETAIL OPERATIONS AND TICKETING



## RETAIL WITH PURPOSE, PERSPECTIVE AND IMPACT

During the year, the Retail Operations and Ticketing Department turned insight into impact by balancing commercial performance with customer feedback, community partnerships, responsible sourcing and emerging trends.

The department met **all KPI sales targets and increased Fast Track ticket sales**, while maintaining its commitment to local enterprises – **97% of retail products sold were made locally**.

**Supporting local women-owned businesses remains a priority**, and more than half of our retail suppliers are women-owned. A new supplier, The Muselings, joined the retail portfolio, bringing sustainably handcrafted toys made by Rise Five, a team of women from Cape Town townships.




## SEEING SUSTAINABILITY DIFFERENTLY

During the year, the Retail and Ticketing Department implemented several initiatives to extend the life of materials and support the circular economy:

- **Cardboard boxes from deliveries are returned to suppliers for reuse**
  More than 500 boxes have been returned to suppliers for reuse.
- **Plastic bottle tops are now collected on-site**
  Bottle tops are supplied to local business, Lilly Loompa, which transforms them into magnets and keyrings sold in TMACC's retail stores.
- **Fabric offcuts from our suppliers are repurposed**
  Fabric offcuts from Skona Clothing are donated to Carlies Darlings, another local supplier, and made into clothing for the crocheted dolls stocked by TMACC.
  These offcuts are also used as stuffing for soft toys.






## INSIGHT-DRIVEN INNOVATION




Understanding visitor behaviour has become an increasingly valuable tool in shaping both the retail and ticketing experience.

**RETAIL APP**
We further enhanced the Retail App, our existing employee management tool, developed by our Retail Manager, Craig Nothnagel, to include:

- Gross Attendance Rate (GAR) calculations
- Paperless leave management
- Real-time visitor feedback linked to individual employees
- Employee polls and questionnaires

**WHATSAPP TICKET PURCHASING PLATFORM**
In the 2026 financial year, we made it easier to buy Cableway tickets through a new **WhatsApp ticket-purchasing platform**. Visitors can scan a QR code, follow a few simple on-screen prompts and purchase tickets without registering on Webtickets.


*Craig Nothnagel*




## ON THE FAST TRACK

**Fast Track ticket sales exceeded the budget by 23.5% this financial year.** It has been particularly popular among tour operators with time-sensitive group travel arrangements.

An **on-site customer survey** during the Easter holidays explored why some visitors were not purchasing tickets online. Early findings showed that many of the respondents were unaware that online ticket purchases were available. Although online ticket sales have increased year-on-year, the results point to further opportunities to build awareness and improve digital conversion.

## CREATING MEMORABLE MOMENTS

An official **New 7 Wonder of Nature yellow frame was installed on the Shop at the Top balcony**, creating an engaging selfie opportunity for visitors. **It is one of only seven official frames located across Cape Town.**






## INVESTING IN THE FUTURE

During the year, the Retail Operations and Ticketing Department continued to invest in internal capability. Highlights included:

- **Adinda Sauls** was appointed **Assistant Retail Administrator**.
- **Staff continued to pursue educational opportunities through TMACC's bursaries, including:**

**3 Matric qualifications** | **2 driver's licence programmes** | **Skipper qualification** | **Tourist Guide and First Aid qualification** | **Second-year BCom studies** | **Electrical Trade Test**


*Rochelle Elders, Desmond Moshoeshoe and Pamela Mboniswa pursued further studies through the TMACC bursary scheme*


*Adinda Sauls*




## A DIFFERENT POINT OF VIEW – A TRIP TO ORLANDO, FLORIDA

In November 2025, Rianda Williams, Executive Manager for Retail Operations, attended the IAAPA Expo in Orlando with Tania Geldenhuys, Ticket Office Manager, and Craig Nothnagel, Retail Manager. The leading global attractions industry expo featured 1 100 exhibitors across sectors, including rides, entertainment, water parks, technology and food and beverage, along with 170 daily education sessions and workshops.

Key insights included:

- Using predictive analytics alongside historical data to inform decision-making.
- Leveraging AI to support operations and strategic decisions.
- Prioritising guest comfort as a driver of visitor satisfaction.
- Optimising capacity through online-only ticketing, attendance caps and improved visitor flow.

A global trends session highlighted notable shifting post-pandemic spending patterns. Despite increased international travel, visitors are prioritising experiences over traditional retail purchases, impacting on-site retail spend at attractions worldwide.

Visits to Walt Disney World, SeaWorld Orlando and Universal Orlando Resort provided further insights into guest experience. Across all three attractions, immersive storytelling and meticulous attention to detail were evident throughout the visitor journey – from queues to retail and food and beverage spaces. Their seamless integration of guest experience and operational efficiency keeps visitors engaged, while complex processes remain largely invisible.






## WHAT'S NEXT?

In 2026 and beyond, the department will refine the visitor experience through three strategic priorities:

- Expanding environmentally responsible product ranges and packaging
- Increasing exclusive merchandise sourced from local suppliers
- Creating more experience-led retail by sharing the stories behind locally made products

By combining customer insights, local partnerships and digital innovation, Retail Operations and Ticketing is improving today's visitor experience while anticipating tomorrow's opportunities – demonstrating the true power of perspective.

# PRECISION WITH PURPOSE



## BUILT FOR RELIABILITY

The Technical Department's disciplined approach to maintenance, training and forward planning ensures that today's operations remain ready for tomorrow's demands.

## SUPPORTING ACCESS FOR ALL

The Technical Department played an important role in improving accessibility at the summit, **working alongside SANParks contractors** on the **installation of the new universal access pathway**. The special bridge enables visitors with mobility challenges, as well as parents with prams, to complete the looped pathway at the Top Station.

The team managed the SANParks contractor on-site and **assisted with the finishing touches**. Now, everybody can complete the looped pathway at the Top Station.

No Fauna and Flora were impacted by this installation.

**NEW**
**universal access pathway has been completed**



## STRENGTHENING OUR DEFENCES

Following the 2024 fire on the premises, the Technical Department **completed the remaining remedial repair work and strengthened the mountain's firefighting infrastructure.**

**A 90 000-litre buffer water tank and pumps** were installed for firefighting, adding an important layer of operational resilience. The team also **upgraded the monitoring and control systems** for the water and sewerage tanks at the summit.

These upgrades reflect a forward-looking approach to infrastructure – addressing immediate operational needs while strengthening our ability to respond to challenges.







## A YEAR OF READINESS

Following the extended seven-week maintenance shutdown in 2024, the 2025 shutdown was limited to one week. During this period, the Technical Department focused on **mandatory Cableway safety checks and testing**, ensuring that all critical systems continued to meet required standards.

The team's commitment to readiness extends beyond scheduled maintenance. **Required technical training, including working-at-heights, remained current**, while maintaining adequate staff cover continued to be a priority.

## THE NEXT STEP

At the close of the reporting period, preparations were underway for the **heel-and-haul rope replacement** planned for the 2026 maintenance shutdown. This major infrastructure project represents an important investment in the Cableway's long-term reliability and performance.

Longer-term modernisation planning will continue to prioritise safety, reliability and a world-class visitor experience.




# DIGITAL BY DESIGN

## TURNING DATA INTO INSIGHT

Technology plays a central role in helping TMACC understand both its operations and its visitors.

**CUSTOMER FEEDBACK PLATFORM**
A new customer feedback platform was developed and implemented, allowing **visitors to rate the service they received from individual team members by scanning a QR code.** This platform simplifies the collection of these insights and offers real-time reporting. By having immediate access to comments, departments can:

- Identify opportunities for continuous improvement
- Recognise service excellence
- Better refine the customer experience

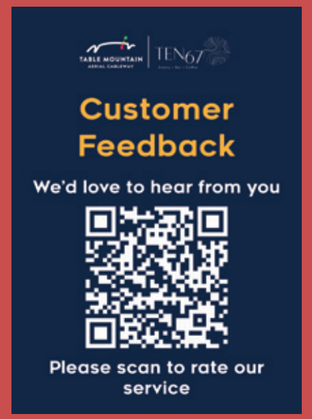
The platform has **generated more than 2 500 responses** between October 2025 and the end of the reporting period.

**REAL-TIME CABLEWAY STATUS SYSTEM**
Introduced in the previous financial year, the real-time Cableway status system continued to enhance communication with visitors and tour operators through seamless integration with the website, WhatsApp and third-party platforms. This reduced reliance on manual updates and improved operational responsiveness.




**TABLE MOUNTAIN AERIAL CABLEWAY MOBILE APP**
The mobile application gained traction this financial year, supporting several activations and reinforcing digital engagement with visitors.









## BUILDING RESILIENCE THROUGH TECHNOLOGY

During the 2025 annual maintenance shutdown and throughout the 2026 financial year, the IT Department implemented several infrastructure and system enhancements to improve performance, reliability and security.

**KEY IMPROVEMENTS INCLUDED:**

- Network infrastructure upgrades
- Enhanced endpoint monitoring
- Strengthened cybersecurity measures
- Continued expansion of data dashboards, which continue to be utilised for advanced reporting, with far less manual manipulation required



## GROWING DIGITAL CAPABILITY

Investment in people remains just as important as investment in technology. **Junior Web Developer Viwe Cawe** developed and implemented two internal operational applications during the year and began working on a third, demonstrating the growing technical capability of the IT team.




## SHAPING TOMORROW'S PERSPECTIVE

As TMACC continues its digital transformation journey, the IT Department remains focused on delivering the visibility and foresight needed to support future growth.

The planned data warehouse and data analytics project, internal development roadmap and key system upgrades will further reduce manual processes and provide richer operational insights across the business.

By turning information into actionable insight, the IT Department helps TMACC see more clearly, respond with confidence and prepare for future opportunities.

# AGILE OPERATIONS



*Josephine Arlies joined TMACC in 2018 as a Receptionist. Being representative of individuals with mobility challenges, Josephine was one of our first team members to trial our mobility scooters.*

## SEEING EVERYONE

The Operations Department plays a vital role in ensuring that every visitor can experience Table Mountain safely and with ease. During the year, the team introduced initiatives to improve accessibility and respond to the diverse needs of visitors.

The new universal access pathway at the summit improves access for visitors with mobility challenges and parents with prams. Mobility scooters are also available for wheelchair users and visitors with limited mobility.

# READY FOR ANYTHING

Preparedness is fundamental to visitor safety. The Operations team has 33 trained first aiders, supported by dedicated on-site medics, who are equipped to respond to medical incidents.

First aiders provide immediate assistance, stabilise patients and manage minor incidents independently, while ensuring that more serious cases receive appropriate medical attention.

The on-site medic continues to provide significant value by ensuring rapid medical response for both employees and visitors within a unique mountain environment where access and emergency response can be challenging. Beyond immediate treatment, the medic supports early intervention, emergency preparedness, health awareness and medical trend monitoring, strengthening TMACC's proactive approach to health, safety and employee wellbeing.

### A CLEAR VIEW OF SAFETY

During the year, a visitor at TEN67 Eatery lost consciousness. A Top Station first aider responded immediately, protected the visitor's privacy, monitored vital signs and gathered relevant information from the accompanying family members until the on-site medic arrived. The incident demonstrated the value of training, calm judgement and clear response protocols.

The team is also prepared to assist hikers who may become stranded overnight. An emergency phone, located outside the Top Station building, connects directly to the Metro Rescue and South African Police Service (SAPS).

Additionally, over the past year, we have demonstrated strong proactive security management through the effective use of licence plate recognition (LPR) technology, rapid incident response, crime prevention initiatives, visitor assistance and close cooperation with law enforcement agencies.

### GOING THE EXTRA MILE

Our commitment to safety extends beyond the normal operating day. When a hiker lost their way on the mountain, members of the Operations and Technical teams remained on duty after hours to support Wilderness Search and Rescue (WSAR) in locating her and bringing her safely down.

The successful response demonstrated the value of collaboration between TMACC and external emergency services, as well as the team's willingness to go above the call of duty.

The employees involved received gifts and certificates of appreciation from the Chinese Embassy in recognition of their contribution to visitor safety.










Alizwa Sohopu


Louis Mdlalo


Rieyaaz Harris


Labiegah Daniell


Dilshaad Dirk


Jayden Pietersen

# KEEPING THINGS MOVING

With visitor numbers continuing to grow, managing the flow of people through the Cableway remains a key operational priority.

During the year, the Operations Department created new roles to support visitor flow and improve the overall experience.

One such role supports the Fast Track entrance at the Visitor Centre at the Lower Station, helping visitors move efficiently through this key touchpoint.

Queue management remains an ongoing challenge, particularly during periods of high demand. The team continues to explore new initiatives and technologies to improve queue flow, reduce pressure points and create a safer, smoother experience for visitors.

# STRENGTHENING THE TEAM

Strong operations depend on strong leadership. During the year under review, the department welcomed a dedicated Lower Station Customer Service Manager, Rieyaaz Harris, and a new Health and Safety Officer, Dilshaad Dirk. These appointments have strengthened operational oversight and increased capacity to respond to day-to-day demands.

Labiegah Daniell was appointed as Top Station Operations Supervisor on 1 May 2026. With more than 15 years of service as a Multi-skilled Steward, including two seasons as a seconded Team Leader, Labiegah brings extensive experience, strong leadership skills and a deep passion for the mountain to the role.

Three experienced seasonal employees – Alizwa Sohopu, Jayden Pietersen and Louis Mdlalo – also became permanent Cabin Masters on 1 May 2026, boosting the team's operational capabilities.



## A NEW PERSPECTIVE ON OPERATIONS

In September 2025, Operations Managers Nicole Blows, Top Station Manager, and Lorenzo Galant, Lower Station Frontline Manager, attended the IAAPA Expo Europe in Barcelona to explore international best practices and the latest developments in the attractions industry.

The five-day programme brought together industry professionals from around the world, with more than 60 educational sessions covering human resources, sustainability, visitor experience, safety, technology and workforce management, to name a few. Behind-the-scenes tours of local attractions offered further insight into operational best practices, sustainability initiatives and guest engagement.

With more than 700 exhibitors across almost 21 000m$^2$ of exhibition space, the Expo showcased innovation in access control, ticketing, security, food and beverage, rides, and educational activities.

Following the conference, the team visited Barcelona's two cable car operations, Teleférico de Montjuïc and Port Vell Aerial Tramway. These visits were a particular highlight, offering opportunities to benchmark visitor management, safety and guest experience. The well-preserved Port Vell system also evoked memories of Table Mountain's former cableway system, removed in 1997.

The experience provided valuable international insights to inform operational thinking and strengthen the focus on visitor experience.








## THE VIEW AHEAD

Looking ahead, Operations will continue to find ways to improve visitor flow and reduce queue times using new technologies and digital solutions.

With a focus on innovation, adaptability and continuous improvement, we look forward to seeing how the Operations Department can improve the visitor experience.

# A TASTE OF THE FUTURE




## A BROADER VIEW

The Food & Beverage (F&B) Department demonstrated how today's operational results can inform long-term success. Strong visitor numbers, increased spend per guest and disciplined operational management translated into exceptional financial performance, supported by careful procurement, menu engineering, portion control and tighter waste management.

At the same time, the department continued evolving from a traditional food outlet model into an integrated visitor-service experience. Improved outlet flow, expanded grab-and-go facilities, digital menu displays and enhanced kitchen display systems all contributed to a faster, more intuitive guest journey.

The year also brought international recognition – the **Twelve Apostles Terrace** was named **Africa's Best MICE Event Venue** at the **2025 World MICE Awards**, reflecting the investment made over the past three years in growing the Functions and Events business.

## SEEING THE MENU DIFFERENTLY

Guest preferences shaped the department's food and beverage offering throughout the year. Greater emphasis was placed on value-driven combinations and seasonal promotions, such as:

**BURGER-AND-DRAUGHT PAIRINGS**

**BEER-AND-MEAL SPECIALS**

**COFFEE-AND-SNACK COMBINATIONS**

**PENSIONER OFFERS**

**PIE-AND-JUICE PROMOTIONS**

**EXPANDED VEGETARIAN OFFERING**

These carefully designed promotions simplified purchasing decisions and increased the average basket value without relying solely on price increases.

Insights gathered throughout the year are informing future menu development, including expanded ice cream and soft-serve options, broader cocktail and spirit selections and a more diverse "foods of the world" menu designed to reflect TMACC's international visitor profile.








## EVERY PERSPECTIVE COUNTS

The F&B Department refined its service model in recognition of how visitors experience Table Mountain in different ways.

Dedicated grab-and-go areas, self-service beverage stations and improved product placement created a more flexible customer journey. Visitors making simple purchases can now move through outlets more quickly, while service remained efficient during peak periods.

Visitor feedback also informed future investment decisions and highlighted opportunities to further improve:

**QUEUE MANAGEMENT**

**SERVICE SPEED**

**FOOD PRESENTATION**

**PRODUCT AVAILABILITY**

## STAYING AHEAD OF THE CURVE

The annual maintenance shutdown in 2025 provided an opportunity to rethink both guest flow and operational efficiency at VIEWS by De Grendel.

The alcoholic beverage service was moved away from the main ordering area to improve customer flow. Removing walls and bulkheads also created a brighter, more welcoming entrance space.

Redesigned kitchen layouts, ergonomic high-volume equipment and a centralised collection point have further streamlined production. These improvements reinforced an important lesson – exceptional service requires the right infrastructure, technology, people and menu design to work as one system.



## A DIFFERENT VIEW OF SUSTAINABILITY

The F&B Department shifted its focus from managing waste after service to preventing it at source.

Greater emphasis was placed on production planning, purchasing discipline, stock rotation, menu engineering, portion control and monitoring kitchen wastage. These practices reduced unnecessary waste and improved cost management while maintaining quality.




## INVESTING IN PEOPLE

People are at the heart of the F&B Department's success, which is why they placed such a strong emphasis on employee development during the 2026 financial year.

Phumla Magate and Mosima Bapela were promoted into supervisor roles and continue to receive development and training as they transition into their new responsibilities.

Closed operational days were used for refresher training, helping embed service standards, operational procedures and food safety practices across the team.

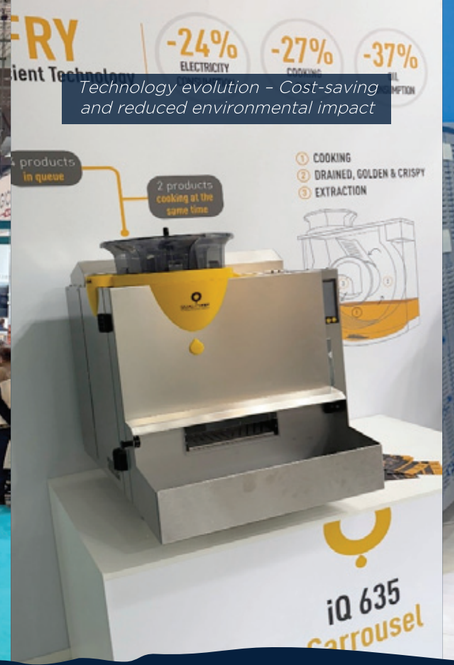
Operating within one of the world's most distinctive hospitality environments demands resilience, adaptability and collaboration. Continued investment in people strengthens the department's ability to respond to changing weather, fluctuating visitor volumes and evolving guest expectations without compromising service excellence.







*HOST Milano in action*



*Technology evolution – Cost-saving and reduced environmental impact*



*Revenue-generating development – Ice cream and milkshake machine used by McDonald's worldwide*

## GLOBAL INSIGHTS WITH LOCAL IMPACT

In October 2025, the Food & Beverage management team travelled to Germany and Italy to explore international best practices, emerging technologies and new approaches to food production and service. Visits to specialist facilities, suppliers and HOST Milano provided fresh perspectives on kitchen efficiency, product quality, sustainability and innovation – with practical applications for TMACC's kitchens and visitor experience.

**Germany – A smarter way forward**
Visits to a high-tech kitchen facility in Munich and the Rational factory highlighted how intelligent kitchen design, advanced equipment and automation can improve productivity, optimise limited space and reduce reliance on labour-intensive processes.

**Italy – Quality in every detail**
At Illy's coffee production facilities and the University of Coffee in Trieste, the team explored the journey from bean selection and sourcing to production and quality assurance. Illy's emphasis on strong relationships with coffee producers to maintain consistent quality was a valuable lesson for supplier partnerships and training.

With 2 050 exhibitors and 180 000 visitors, HOST Milano showcased emerging technologies and innovative solutions shaping the future of food and hospitality. From AI-assisted cooking and robotic ice-cream service to a deep fryer with integrated ventilation, the exhibition highlighted opportunities for TMACC to improve service speed, explore new revenue streams, increase turnover and reduce environmental impact.

**From the staff**
*"Seeing all this new tech, from AI automation to a robot making ice cream cones, has really sparked some fresh thinking on how we can transform our F&B offerings and get our guests excited."* – Redaw Harris, Head Chef

*"Germany's focus on working 'smarter, not harder' through machinery and robotics demonstrates the rapid evolution of the industry, and it offers important perspectives on efficiency we can apply. And at HOST Milano, the cutting-edge innovations I saw there will undoubtedly benefit our team and inform our future strategic direction."* – Ndiliswa Ngesi, Food & Beverage Manager











## NOTABLE NUMBERS

TEN67 Eatery remained the principal revenue contributor, but the department also saw exponential growth in VIEWS by De Grendel and KLOUD Bar, both of which achieved strong growth.

**1 062 856**
**items and products were sold**

**125 639**
**beers were sold, making beer the leading beverage category, followed by coffee products and water**

**45 700**
**grill items were sold, leading food sales during the 2026 financial year**

**44 817**
**soft-serve items were sold, demonstrating the category's growth potential**

# CABLEWAY OFFERS

## BIRTHDAY SPECIAL

South Africans (aged 4 years and older) receive a free ticket during their birthday month when they show their birth certificate or South African ID document.

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

## PENSIONER SPECIAL

60+ Years

South African pensioners (aged 60 years and older) qualify for a special rate on presentation of their South African ID document.

## FAST TRACK TICKET

Fast Track tickets provide priority access to the Cableway.

## STUDENT SPECIAL

Local and international students qualify for a discounted rate on presentation of a valid student card.

## LOCAL IS LEKKER SPECIAL

The Local is Lekker special gives South Africans an opportunity to experience their New 7 Wonder of Nature at a special rate. These tickets are limited, must be purchased online in advance, and require a South African ID document.

## TMACC 360 VIRTUAL TOUR

Explore TMACC's facilities through an immersive 360-degree virtual tour.

Scan here to experience the TMACC 360 Virtual Reality Tour.



## CABLEWAY VIRTUAL REALITY EXPERIENCE

When adverse weather prevents the Cableway from operating, visitors can enjoy a complimentary virtual reality cable car experience at the Lower Station.

## PHYSICALLY IMPAIRED PACKAGE

Visitors who are physically impaired and their accompanying assistant, qualify for a 50% discount.

## FREE GUIDED WALKS

Complimentary guided walks are offered hourly from 09:00 and 15:00, weather permitting.

## FREE SHUTTLE BUS

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

## PRIVATE CABLE CAR

Arrive in style by booking a private cable car. Scan the QR code for details.

TABLE MOUNTAIN
AERIAL CABLEWAY

## ADDRESS

Tafelberg Rd, Gardens, Cape Town, 8001
Latitude: -33.9520 Longitude: 18.4019.

## CONTACT

**Tel:** +27 21 424 0015
info@tablemountain.net | www.tablemountain.net

## SOCIAL MEDIA

**Facebook:** facebook.com/TableMountainCa
**Twitter:** @TableMountainCa
**Instagram:** tablemountainca
**YouTube:** @TableMountainCWay