

Cape Town Cycle Tour adds speed to tourism economy

By [Enver Duminy](#)

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Every year, the City of Cape Town welcomes cycling enthusiast from around the country and the world as they head to Cape Town to participate in or support the [Cape Town Cycle Tour](#).



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The event, as the world's largest timed cycling race, has around 35,000 competitors. According to the tour's officials, 4,500 international participants booked for the Cape Town Cycle Tour 2016. The Cape Town Cycle Tour contributed R450-million to the city's economy in 2014, the last time the full race took place, and it's expected to generate at least the same figure this year.

The gateway to South Africa

It's the first year that the event centres around the Cape Town Stadium, close to the most-visited attraction in Africa, the V&A Waterfront, allowing more visitors the opportunity to get involved in the spectacular sights and experiences the tour has to offer.

Cape Town is described in tourism terms as the Gateway to Africa, so those international visitors will also explore other parts of South Africa, with the Kruger National Park and the Garden Route being popular.

Economic Opportunities MEC [Alan Winde has previously noted](#) that the provinces top cycling events (including the Cape Town Cycle Tour, the Cape Rouleur and the ABSA Cape Epic) contribute in excess of R760-million combined. Events such as these create a buoyant economic environment and help to generate jobs in tourism and peripheral industries and contribute to sustainability in businesses.

A good excuse to explore further

Visitors are likely to use the race as part of a bigger exploration of the city. This means that their accommodation and travel costs contribute to the economy, but also that there's a bigger contribution in terms of restaurant meals, retail and in general as they enjoy all the attractions and experiences the Mother City has to offer.

Visitors are likely to explore the city on two wheels since they have their transport with them, many international visitors cycle as a pastime, to be healthier or even for commuting purposes when at home. It's an eco-friendly tourism experience that draws you into the communities you explore, so you can really travel like a local.

Cape Town's world-renowned scenery can't be beaten when it comes to staging events like the Cape Town Cycle Tour. The route around the peninsula offers stunning scenery and a fresh perspective on our mountains and coastline. The exchange rate provides the opportunity for affordable luxury for international visitors. We're known as tourist-friendly and have so much to offer in terms of cultural, natural and adventure experiences.

Cycle tours

There are several tour companies offering cycle tours in Cape Town. AWOL tours, for example, provides half-day cultural tours around Masiphumelele township as well as a full day peninsula tour. Vamos Township Tours offers a fascinating cycle tour around Langa, and there's no better way to explore a neighbourhood than from the saddle of a bike. It's intimate and allows you to interact with locals and to experience the vibe in a way that wouldn't be possible in a tour bus.

The Cape Town Cycle Tour is one of many events that attract domestic and international visitors to the city, and we've grown a reputation as a host city that can provide an excellent events experience in a world-class tourist destination.

ABOUT ENVER DUMINY

Enver Duminy is the CEO at Cape Town Tourism

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