

# iVenture City Pass, your key to the Mother City

A new tourism product, the [iVenture City Pass](#), will help travellers to Cape Town unlock the city's sightseeing secrets. The iVenture Card is a global tourism concept, which allows access to the whole city, and has been tried and tested in other major cities around the world including London, Barcelona, Dubai, San Francisco, Hong Kong, Sydney, Melbourne, and Mexico City amongst others.



From left: Enver Duminy (CEO of Cape Town Tourism), Cllr Eddie Andrews, David Henwood (CEO of iVenture City Pass Cape Town), Claus Tworeck (City Sightseeing), James Vos (Shadow Minister of Tourism)

Cape Town Tourism has partnered with iVenture Cape Town to introduce this new tourism initiative. Says Cape Town Tourism CEO Enver Duminy: "The iVenture City Pass will be a valuable asset to tourism in Cape Town, encouraging more visitors to explore more attractions, including our hidden gems. We welcome the extended global presence this internationally-respected initiative will provide, and, as Cape Town Tourism, we offer our endorsement.

iVenture City Pass works like a 'smart card', enabling its holder to access over 60 of the city's top tourist attractions – as well as several hotspots off the beaten track. Available from various outlets around the city, the card offers great value-for-money with savings of up to 40% on regular entry fees.

## The pass

To create their own, uniquely tailored itinerary, visitors may choose from several options: The 'Flexi Pass' offers entry to a choice of three, five or seven of Cape Town's attractions while the 'Unlimited Pass' is valid for two, three or five days and allows holders access to as many attractions as they can fit in during that time.

The card is perfect for all ages and offers a seemingly endless choice of activities to suit all interests, be it adventure, culture, the great outdoors, cruising or touring. Highlights include, but are by no means limited to - Table Mountain Aerial Cableway, Kirstenbosch National Botanical Gardens, Two Oceans Aquarium, Groot Constantia Wine Estate, City Sightseeing 'Hop On Hop Off' bus, Champagne Sunset Cruises, Cape Wheel, Township tours and Cape Point tours.

With the 'Unlimited Premium Pass' visitors can further add one 'premium experience' of their choice, such as a Cape Town Helicopters Atlantico Tour, Cape Sidecars chauffeured City Tour, Marine Dynamics shark cage diving, or a safari at Aquila Private Game Reserve. All options also include a free trip planner to help visitors with their itinerary.

Equipped with their 'VIP card', tourists – or indeed locals keen to explore their city – are free to enjoy the best Cape Town has to offer, without having to worry about how much money they are spending at each individual attraction. They simply swipe the card for cash-free entry or to redeem a benefit, such as a free cocktail at Café Caprice or a 10% discount at Simonsig Wine Estate's Cuvée Restaurant – and often also get to skip the queues by gaining fast-track entry.

*With every purchase of an Unlimited iVenture City Pass, a homeless person will be given food, a shower and a bed for the night at [Haven Night Shelter](#).*

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