



15 December 2011

To whom it may concern

Letter of support for the 2012 TOPS Gugulethu Wine Festival

Cape Town Tourism is dedicated to establishing Cape Town as a year-round tourism destination and one of the world's greatest cities to visit, live, work, study and invest in. We recognise the pivotal role that events play in achieving our objectives and strive to establish an annual event calendar that offers a diverse range of experiences – showcasing the expected and unexpected attractions in our city – year-round, and that spreads the benefits of tourism across the metropole.

Cape Town Tourism is proud to say that we wholeheartedly supported the inaugural Gugulethu Wine Festival for its ability to showcase Gugulethu as a tourism and business destination and the potential that it held as a new event to profile Cape Town as a food and wine destination, especially in winter.

The success of the first event exceeded our expectations with 2050 visitors attending the 2-night, sold out festival, very good reviews from both attendees and media along with a positive message about the Gugulethu Wine Festival being a turning point in local wine promotion.

It is for all of these reasons and more that Cape Town Tourism is proud and pleased to continue to support the Gugulethu Wine Festival in 2012.

Yours sincerely,

Mariëtte du Toit-Helmbold
Chief Executive Officer
Cape Town Tourism