



TABLE
MOUNTAIN



new7wonders.com



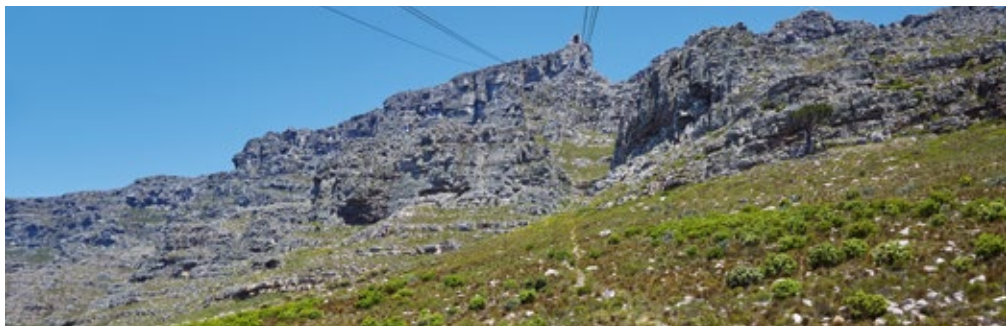
**TABLE MOUNTAIN
AERIAL CABLEWAY
CO (PTY) LTD**

MEDIA INFORMATION KIT 2018



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ON TOP OF THE WORLD

Among the natural wonders of the world, few can rival the spectacular experience that Table Mountain provides. Since humble beginnings in the 1920's, Table Mountain Cableway's unique offering of dramatic scenery and world-class service has seen over 27 million people enjoy the breathtaking vistas when ascending to the top of one of the world's leading tourist destinations.

Cherished memories, awe-inspiring scenery and a place in the heart of every visitor - that's the Table Mountain Cableway experience.

This handy guide is designed to provide you with all you need to know about our Company and its operations – enjoy the read and if you have any questions, don't hesitate to get in touch.





HISTORY OF THE CABLEWAY

Having been in operation since 1929, we have had the pleasure of hosting a glittering cast of characters over the years. Among our high points are members of royalty, leading statesmen, dignitaries, actors, sportsmen and notable celebrities. We consistently strive to excel in every area of our operation and are proud of our status as one of the world's leading destinations.

A few historical highlights

The Cableway opened its doors to its first visitors on 4 October 1929

Since 1929, upgrades have taken place in 1958, 1974 and 1997

The opening ceremony, led by the then mayor of Cape Town, Rev A J S Lewis, drew 200 guests

To date we have transported more than 27 million visitors to the top of Table Mountain

For more detail on our history, please see the History page on our website:

www.tablemountain.net/content/page/about-history



The first cable car (1929 – 1958)

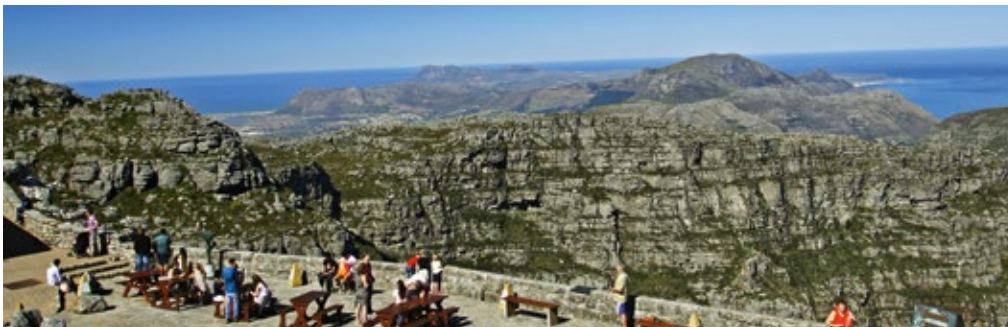


TEN TIPS ABOUT OUR CABLE CARS

- 01 /** Our 65-passenger Rotair cable cars transport visitors 704m, from the Lower Cable Station at 363m above sea level, to the Upper Cable Station, at 1067m above sea level.
- 02 /** The floor rotates giving everyone a 360-degree view on the way up and down.
- 03 /** We have two cable cars, which counterbalance each other – as one goes up, the other comes down. They cannot operate independently of each other.
- 04 /** Our cable cars are imported from Switzerland.
- 05 /** Rotating cable cars, similar to the ones used at Table Mountain Cableway, are also being used at Mount Titlis in Switzerland, and in Palm Springs in the United States of America.
- 06 /** The cable car takes less than 5 minutes to reach the top of the mountain, and travels at a maximum speed of up to 10 metres per second.
- 07 /** The round shape of the cable car offers excellent aerodynamics in Cape Town's famously strong South Easter wind, which enables us to operate in windier weather conditions than our previous cars.
- 08 /** The base of the cable cars have built-in water tanks that can ferry up to 3 000 litres of water to the top of the mountain, providing stability during strong winds and ensuring our visitors have fresh water, especially during the hot and dry summer months.
- 09 /** The special cabling used for the Cableway is Swiss-made, high-tech, full-lock coil, designed to keep moisture out while retaining internal lubrication.
- 10 /** Our cable cars can carry a maximum weight of 5 200kg.



Current cable car, in use since 1997



ON TOP OF TABLE MOUNTAIN

On reaching the Upper Cable Station, spectacular views are to be had of Cape Town's city centre, Table Bay, Robben Island, Lion's Head and Devil's Peak, the Cape Flats out towards Khayelitsha and Mitchell's Plain, the Hottentots Holland Mountains and even across the Table Mountain range towards Cape Point.



Free guided tours are offered on the hour from 9h00 – 15h00. These guided walks depart from the Twelve Apostles Terrace below the Shop at the Top and the Table Mountain Café.



Download the free Table Mountain Cableway audio tours by installing the Voicemap app, selecting Cape Town and then selecting 'Lower and Upper Cableway Station Audio Guides'. These audio tours provide in-queue entertainment at the Lower Station and allow visitors to explore the top of Table Mountain at their own leisure.

In addition to the world-renowned views from the top:

2km of pathways lead visitors to many vantage points to enjoy the views and tranquility.

Visitor facilities include the Table Mountain Café, the Shop at the Top, the WiFi Lounge and our water efficient visitor restrooms.

The Lower Cable Station and Upper Cable Station, as well as its pathways, are wheelchair friendly.



Visitors enjoying the view from the top



THE SHOP AT THE TOP

Our unique and interesting shop is located in the old stone building above the Twelve Apostles Terrace.

The shop offers a wide variety of souvenirs and gifts to keep the entire family happy - items on sale range from exquisite handmade jewellery and local crafts to the more traditional Table Mountain memorabilia such as chocolates, coffee mugs and tea spoons. A wide range of kid's clothing, books and toys are also available, as well as the more practical items such as sun block, lip balm, caps and beanies.



More than 95% of retail products are sourced locally.



The Shop at the Top offers a variety of souvenirs and gifts



TABLE MOUNTAIN CAFÉ

One of the few truly mountaintop cafés in the world, our Table Mountain Café offers a variety of menu options.

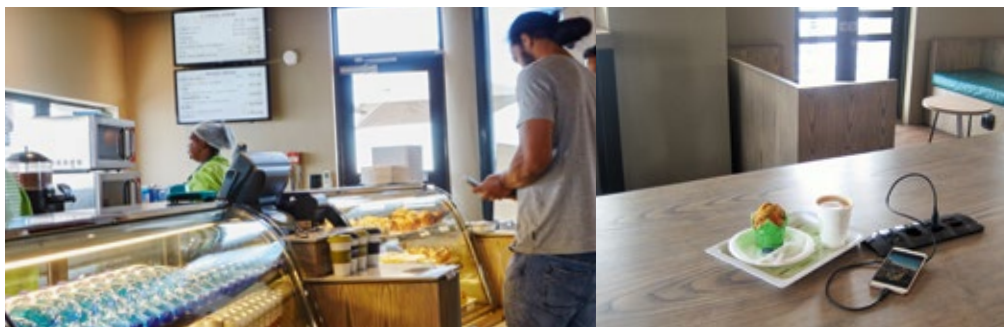
Menu items include pizza slices, a variety of salads and a Buffet Selection that showcases traditional South African cuisine. A selection of light meals is also available. Meals may be complemented with a selection of fine wines. A wide variety of pastries, specialty teas and coffees are also on offer from the coffee bar.



The Table Mountain Café is open for breakfast, lunch and refreshments



The WiFi Lounge in the
Upper Cableway Station



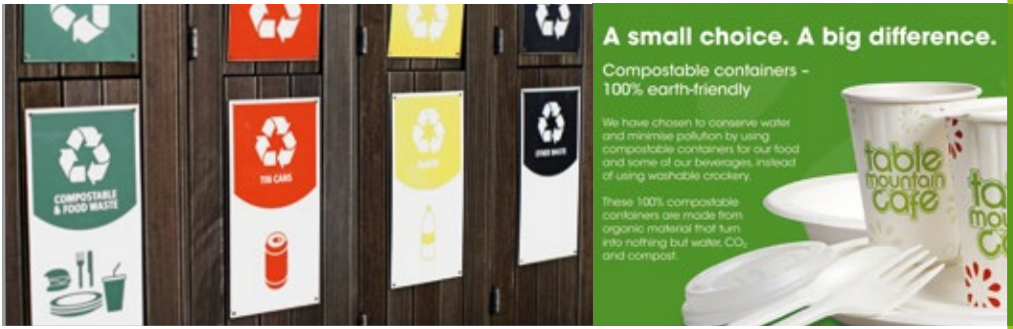
CONNECTED IN THE CLOUDS

In 2016 the Cableway opened a WiFi Lounge in the Upper Cable Station.

Equipped with free WiFi, USB and plug points as well as a fully functional coffee and snacks bar, the WiFi Lounge has everything visitors need to connect, share, post, Tweet or simply take a seat and gaze out over the Atlantic Ocean.

The WiFi Lounge opens its doors when the first cable car goes up and closes with the last car's departure. Times vary throughout the year.

For more info, please visit <http://www.tablemountain.net/content/page/wi-fi-lounge>



RESPONSIBLE TOURISM

Responsible tourism is at the heart of everything we do at the Cableway and we take our role as a custodian of Table Mountain very seriously.

Working within a World Heritage Site and Table Mountain National Park, we are fully committed to balancing high volumes of visitors (1 000 000+ per year) with the need to protect the unique floristic environment within which we operate.

We've been recognised for our responsible tourism practices through the Imvelo Awards in 2011 and our Diamond classification with the Heritage Environmental Rating Programme, among other accolades.

The Cableway is carbon neutral. It offsets its carbon emissions by investing in the Kuyasa Housing Project.

We strive to uphold the three pillars (Environmental, Social and Economic) of Responsible Tourism in the following ways:

- **Environmental Responsibility**
 - We pride ourselves on keeping the top of Table Mountain as clean as possible, and to this end, we have an environmental policy, which includes water, energy and waste management, to which we strictly adhere.
 - Some of our successful measures include installing eco-toilets that recycle water from the hand basins for flushing; feeding back the energy generated by the descent of our cable cars sees 1 500kWh a month being fed into the electricity grid and appointing a full-time, in-house recycler to ensure that the maximum possible amount of recyclable waste is removed from the general waste stream.



- **Social Responsibility**
 - We uphold our social responsibility through a number of programmes including offering concession tickets to organisations and communities in need and our ever-popular Class in the Clouds programme for schools, which offers a unique way of learning.
 - Another note-worthy initiative is Siyafundisa, the Cableway's Academy of Learning. Part of our People Brand is to assist employees to reach their full potential by providing opportunities to develop skills. We offer bursaries for further studies and a learnership programme.
- **Economic Responsibility**
 - Our focus is on giving back to local communities and suppliers, wherever possible and building long-lasting and mutually beneficial relationships with them. We work closely with service providers who contribute to community upliftment.
 - More than 95% of our retail products are sourced locally.

For more information about our Responsible Tourism initiatives, please visit:

<http://www.tablemountain.net/content/page/responsible-tourismzz>



A NEW 7 WONDER OF NATURE

Table Mountain was named an Official New 7 Wonder of Nature on November 11, 2011.

From an initial list of 440 magnificent natural sites nominated in 2008, Table Mountain was voted onto a list of 77 sites prior to being selected for the final shortlist of 28 finalists in July 2009.

Table Mountain Aerial Cableway, Table Mountain National Park, Cape Town Tourism and the City of Cape Town formed an official supporting committee to champion the mountain's cause.

After three years of intense campaigning, an unprecedented number of votes and support from South Africans and visitors alike, Table Mountain won the opportunity to take its place in the history books of the world for the true wonder that it is.

The Official New 7 Wonders of Nature contest aimed to raise awareness of the incredible variety and beauty of nature around us. The campaign was run by the New 7 Wonders Foundation in Zurich, Switzerland, an organization which fosters global dialogue through democratic campaigns, and through these campaigns, promotes conservation efforts worldwide for man-made and natural monuments.

The Official New 7 Wonders of Nature were determined entirely by votes from the public and the final 7 wonders were announced on November 11, 2011. Voting platforms were made accessible to everyone through the Internet and mobile phones.

Candidates had to be clearly defined natural sites that have neither been created nor significantly altered by man. One of the goals of the New 7 Wonders campaign is to ensure that these natural treasures are better preserved for future generations.

The official New 7 Wonders of Nature are:

- Amazon, South America
- Halong Bay, Vietnam
- Iguazú Falls, Argentina / Brazil
- Jeju Island, South Korea
- Komodo, Indonesia
- Puerto Princesa Underground River, Philippines
- Table Mountain, Cape Town

6 Reasons why Table Mountain is a New 7 Wonder of Nature:

- > Table Mountain is one of the oldest mountains on the planet. It is six times older than the Himalayas and five times older than the Rockies. Mount Everest in the Himalayas is 60 million years old while Table Mountain is estimated to be 360 million years old.
- > In 2004 Table Mountain was named part of the Cape Floristic Region World Heritage Site.
- > Table Mountain is part of the Cape Floristic Region, which is the smallest and richest of the six floral kingdoms on earth, boasting an amazing 8200 rare and endangered plant species, some of which occur nowhere else on the planet.
- > Table Mountain is a global icon, visited by millions of people each year. The mountain has attracted the attention of royalty, sports stars and Hollywood celebrities and is one of the most photographed sites in Africa. It withstood years of political turmoil in South Africa and was a symbol of hope for freedom fighters jailed with Nelson Mandela on Robben Island off the coast of Cape Town during the apartheid era.
- > Table Mountain is 1067m above sea level, a mighty force of nature rising steeply up out of the beautiful city of Cape Town and creating a unique lifestyle for the Mother City's citizens. It is a platform for runners, hikers, climbers and mountain bikers and offers far-reaching views across land and sea.
- > Table Mountain is the only terrestrial feature on our planet to have a constellation of stars named after it. The southern constellation Mensa was first introduced to Western astronomy in 1754 by Frenchman Nicolas Louis de Lacaille (he originally called it Mons Mensae – Latin for “the table mountain”). Lacaille, an astronomer, catalogued an amazing 10 000 stars during his professional career and named Mensa after the increasingly world-famous landmark in the Cape of Good Hope.



AWARDS AND ACCOLADES

In operating a world-class destination, we are always striving to improve our service and the way in which we operate. Over the years this approach has seen our achievements acknowledged by a wide range of organisations and institutions.

- 2016:** TMACC's Carbon Neutral status is announced
Cheapflights Travel Awards: Best South African Attraction
Re-certified as ISO 14001 compliant
- 2015:** Attained a level 3 B-BBEE rating
African Responsible Tourism Award - Best single resource management: Finalist
Diamond Heritage status awarded by the Heritage Environmental Rating Programme
Lilizela Tourism Award: Provincial Visitor Experience of the Year
- 2014:** Table Mountain is named Africa's leading tourist attraction in the World Travel Awards
Table Mountain Cableway awarded TripAdvisor's Certificate of Excellence for the quality of reviews received
- 2013:** Retained a level 4 B-BBEE rating
SANParks Cape Regional Achievement Award (Business Partner of the Year)
- 2012:** Attained a level 4 B-BBEE rating
Table Mountain officially inaugurated as a New 7 Wonder of Nature
- 2011:** Table Mountain is named a New 7 Wonder of Nature
Overall Winner: Imvelo Award for Responsible Tourism
OHSAS 18001 certification for excellence in health and safety
- 2010:** Platinum Heritage Status awarded by the Heritage Environmental Management Programme
SANParks Cape Regional Achievement Awards (Business Partner of the Year)
- 2009:** South African Tourism's Attraction of the Year (finalist)
Re-certified as ISO 14001-compliant
Mail & Guardian Greening the Future Finalist
- 2008:** Imvelo Award for Responsible Tourism (Best single resource management – water)
Heritage Environmental Rating – Silver
Ishkus Power Achievement Award, in recognition of energy savings
SANParks Cape Regional Achievement Award (Business Partner of the Year)
- 2005:** Finalist in the Imvelo Awards for Best Overall Environmental Management Programme
- 2004:** Table Mountain becomes a World Heritage Site
- 2003:** Our Environmental Management System is awarded ISO 14001 certification
- 2000:** The Green Globe Achievement Award: a commendation for Environmental Management and Awareness in our first year of membership.
- 1999:** The EPPIC (Environmental Planning Professions Interdisciplinary Committee)
National Premium Award for Integrated Environmental Management, in recognition of the environmentally sensitive manner in which the Cableway was built and is operated.



Visitors enjoying a ride.



FILMING AND PHOTOGRAPHY

We welcome the opportunity to work with commercial television and film production companies. We value the exposure filming and photography provides to Table Mountain Cableway.

- Conducting a film or photo shoot on Table Mountain
 - Production companies require a permit to film in the Table Mountain Cableway managed area (i.e. Lower and Top Station and surrounding areas)
 - An application for a permit must be made by completing this [online application form](#). Further information on filming in the Cableway's managed area can be requested by emailing filmshoots@tablemountain.net
 - A permit must also be obtained from SANParks (South African National Parks). This permit can be obtained from Khumbulani Tshabalala at SANParks on +27 21 712 2337, or email khumbulani.tshabalala@sanparks.org
- Conducting film shoots in Cape Town
 - Please contact the [Cape Town Film Commission](#) for information on conducting film shoots in Cape Town



The official inauguration of Table Mountain as a New 7 Wonder of Nature



GENERAL ENQUIRIES

Office: +27 (0)21 424 0015

Postal Address

PO Box 730
Cape Town, 8000

Physical Address

Lower Cable Station
Tafelberg Road
Cape Town, 8001

Events on Table Mountain

Event Planner
Taryn Skuce
Tel: +27 (0)21 424 0015
Fax: +27 (0)21 424 3792
Email: functions@tablemountain.net

For information on hosting events
on Table Mountain:

www.tablemountain.net/content/page/venue-hire

MEDIA CONTACTS

If you have any further enquiries,
here are some helpful contacts:

Collette Van Aswegen

Marketing Manager
Email: collette@tablemountain.net
Tel: +27 (0)21 424 0015

Vicki Smith

Splash PR & Media Consultants
Email: vicki@splashpr.co.za
Tel: +27 (0)21 447 1208

TABLE MOUNTAIN CABLEWAY

www.tablemountain.net

Rates 2018

1 April - 30 September 2018

	MORNING (8am - 1pm)		AFTERNOON (from 1pm)	
	RETURN	ONE WAY	RETURN	ONE WAY
Adult	R293.00	R151.00	R277.00	R151.00
Child (4-17 years)	R141.00	R 71.00	R136.00	R 71.00

Tickets purchased online are valid for 7 days.

If you are unable to use the tickets, the tickets can be refunded within this 7 day period.

Please email your request for a refund to refunds@tablemountain.net

*Table Mountain Aerial Cableway Co (Pty) Ltd reserves the right to increase ticket prices and change operating times without prior notice.

Cableway Operating Times

1 Sep - 31 Oct:	First car up: 08h30 • Last car up: 18h00 • Last car down: 19h00
November:	First car up: 08h00 • Last car up: 19h00 • Last car down: 20h00
1 Dec - 15 Dec:	First car up: 08h00 • Last car up: 19h30 • Last car down: 20h30
16 Dec - 15 Jan:	First car up: 08h00 • Last car up: 20h30 • Last car down: 21h30
16 Jan - 31 Jan:	First car up: 08h00 • Last car up: 19h30 • Last car down: 20h30
1 Feb - 31 March:	First car up: 08h00 • Last car up: 19h00 • Last car down: 20h00
April:	First car up: 08h00 • Last car up: 18h30 • Last car down: 19h30
1 May - 31 Aug:	First car up: 08h30 • Last car up: 17h00 • Last car down: 18h00

FREE shuttle bus to

Table Mountain Cableway

Park your vehicle at the free parking area on the corner of Kloof Nek and Tafelberg Roads, and catch the **FREE MYCITI** Shuttle to the Lower Cable Station. Table Mountain Cableway is sponsoring your bus ride, so there is no need for a myconnect card.



Tel: 021 424 0015 | info@tablemountain.net | www.tablemountain.net





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