

## Emirates and Wesgro join forces to boost tourism to Western Cape

- A Monitor Desk Report

Date: 18 April, 2026



Dubai: On the sidelines of World Travel Market Africa (WTM Africa), Emirates and Wesgro have signed a Memorandum of Understanding (MoU) aimed at stimulating inbound tourism to Cape Town and the broader Western Cape. Wesgro is the official tourism, trade, and investment promotion agency for Cape Town and the Western Cape.

The agreement was formalized by Afzal Parambil and Wrenelle Stander at the Emirates stand during the event. Under the MoU, both parties will collaborate to promote the destination across key growth markets, including the GCC, Far East, India, and other strategically identified regions.

The partnership will focus on joint marketing initiatives to highlight the Western Cape's rich blend of natural beauty, cultural heritage, and historical attractions—encouraging more international travellers to

explore the region.

Tourism remains a cornerstone of the Western Cape's economy, supporting tens of thousands of jobs and attracting millions of visitors annually. In 2025, Cape Town International Airport recorded a milestone 11.1 million two-way passenger movements, reflecting strong domestic and international demand.

Emirates has also reported sustained growth in travel to Cape Town, with significant passenger volumes from the Middle East, Europe, and the Americas. The airline first launched flights to Cape Town in March 2008—its second South African destination after Johannesburg, where operations began in 1995.

This strategic collaboration is expected to further strengthen Cape Town and the Western Cape's position as a leading global tourism destination.

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