



CAPE TOWN IS AWESOME

Local stories. Memorable experiences. Useful next steps.

Bring your venue into the story

Partner with a Cape Town discovery brand to help people plan where to eat, explore and spend their next day out.

155,186

Combined social followers

42.98% / 44.55%

Cape Town: Facebook / Instagram

An audience with a local connection

Facebook: 137,402 followers; 81.01% in South Africa.

Instagram: 17,784 followers; 72.63% in South Africa.

53.97% of Instagram followers are aged 35-54.

Recent content views

11 September-10 October 2026: Facebook 36,210; Instagram 8,923. These are historical platform content views, including repeat views.

Source: CTIA Metricool accounts, snapshot dated 10 October 2026, retrieved 11 October. Combined followers are not deduplicated. Followers and views are not unique campaign reach or website traffic; results vary by campaign.

Image: CapeTownPanoramaFromTableMountain, Wikimedia Commons, CC BY 3.0; cropped for layout. [Source and attribution](#) / [licence](#).

Start with a focused pilot

Choose a useful story, agree the scope and measure what happened seven days after publication.

Venue spotlight

FROM R2,750

One sponsored website feature; one Facebook post introducing the feature; one Instagram Story sequence, up to three frames; campaign links and a seven-day performance report.

Experience campaign

FROM R5,500

One agreed Cape Town location shoot; one edited Instagram Reel with a Facebook version; one sponsored website feature and Instagram Story sequence; campaign links and a seven-day performance report.

Starting prices are subject to an agreed final scope and quote, including any applicable taxes. Travel, paid media and additional content usage are quoted separately. No guaranteed reach, enquiries or bookings.

A clear process

- 1. Brief:** choose the audience, offer, dates and booking destination.
- 2. Create:** agree the deliverables, factual details and sponsored disclosure.
- 3. Report:** review platform results and available site data. The venue confirms enquiries, bookings and redeemed codes.

Paid features are clearly labelled. CTIA retains editorial control and does not sell a positive review. Website visits require connected analytics; unavailable figures are left blank. Platform reach is reported separately, not added as a unique audience.

Let's plan your Cape Town story

capetownisawesome.com/advertise

Instagram: [@capetownisawesome](https://www.instagram.com/capetownisawesome)

Open our Instagram profile, choose Message and send your campaign brief.