

# MyCapeTownInfo Reports Rise In Internet Advertising By Cape Town Tourism Businesses



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MyCapeTownInfo has reported noticeable increases in the number of Cape Town businesses which have been switching over to internet advertising in 2010 in preparation for the 2010 Football World Cup.



[MyCapeTownInfo](#) site owner, Gareth Dallas, commented, "It's predominantly as a result of a huge telecommunications infrastructure upgrade and subsequent high speed ADSL internet packages that have become available, that Cape Town businesses have begun to experience the true value of internet advertising and internet visibility."

Businesses in South Africa have only recently been able to upgrade to unlimited bandwidth at speeds of 4096 kb/s. Before the successful installation of the undersea fibre optic Seacom cable in the last half of 2009, internet access was slow and cumbersome. Some South African Internet Service Providers (ISP's) began offering 4096 kb/s to the general public as recently as January 2010.

These upgrades have resulted in many businesses being able to successfully increase their internet visibility. Local tourist businesses have historically tended to focus primarily on printed brochures and pamphlets for their marketing activities. MyCapeTownInfo has noted a 25% increase in fixed-position/fixed-term online advertising sales as more people are switching significant portions of their advertising spend to cheaper online advertising.

With the FIFA(R) Football World Cup kicking off in South Africa on the 11 June 2010, football fans coming to South Africa have already begun researching [accommodation options in Cape Town](#) and information about the cities that their teams will be playing in. The FIFA(R) Football World Cup presents the single largest advertising opportunity that Cape Town has ever had. It has been estimated that approximately 1 billion people will be watching Cape Town matches on television screens around the world.

MyCapeTownInfo is one of the leading and most comprehensive sources of quality tourist information about [Cape Town](#). Long after the football fans leave, Table Mountain will still be standing, Cape Town's wine will still be flowing and [Cape Town restaurants](#) like the [Grand Café and Beach](#), will still be winning awards. Already Cape Town has been declared as a favourite long haul destination by several airlines.

## **About**

## **MyCapeTownInfo**

MyCapeTownInfo.com is part of the global network of online travel guides MyDestinationInfo which has partnered with industry leaders such as bigmouthmedia and UK Fast whose clients include MTV, Barclays, Sky and British Airways. MyCapeTownInfo.com provides accurate information about Cape Town in a fresh and simple manner and is focused firmly on quality information that benefits tourists. Reviews are written first-hand and every effort is taken to obtain the best images and information available in order to present a true representation of the services on offer.

MyCapeTownInfo is a leading online source of quality information to tourists visiting Cape Town. The site has been systematically adding

and improving its tourist information about Cape Town since 2007. MyCapeTownInfo's focus is on presenting quality information in a user friendly format that is fresh and exciting about tourist hot spots and businesses in Cape Town, with content that is written by locals who live in Cape Town and know Cape Town first hand.

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