



Marpoli



WHERE NATURE AND CULTURE SHAPE A WORLD CLASS JOURNEY

Meeting point of oceans, cliffs, stories, and centuries of human movement.

One of the most extraordinary travel landscapes on Earth. Few cities on the planet hold Cape Town's rare blend of biodiversity, cultural depth, and scenic drama.

From the slopes of Table Mountain to the Atlantic winds shaping its coastlines, the city draws millions who want to understand it, not just visit it.

A destination with global pull and a community worth protecting as tourism grows.



A CITY UNDER RISING TOURISM PRESSURE

A person in a green hoodie is seen from behind, looking out over a vast mountain valley. The landscape is filled with greenery and a large, flat-topped mountain peak. A thick layer of white clouds or fog fills the valley floor, partially obscuring the lower slopes. The sky is a pale blue with some light clouds. The overall scene is serene and scenic, typical of a high-altitude mountain viewpoint.

Cape Town welcomes over 2.6 million international visitors a year - faster than the city can adapt. Most travellers use big booking platforms that push them to the same hotspots while taking 30–40% commissions. The result: overcrowding, revenue leaving South Africa, and rising pressure on local neighbourhoods. Without a new approach, Cape Town risks repeating the mistakes of Barcelona, Bali, and Venice.



Visitors today aren't chasing tourist traps they're looking for neighbourhood stories, small businesses with soul, and experiences that feel real.

They want to eat where locals eat, wander beyond the algorithm, and support places that matter to the community.

TRAVELLERS WANT MORE THAN JUST PHOTOS

They Want Connection



Cape Town is perfectly positioned for this shift, if we guide travellers to the people and places that make this city unforgettable.

A NEW AND TRULY AUTHENTIC WAY TO EXPERIENCE CAPE TOWN

Mappolo invites travellers and locals to explore the city through the people and places that define it.

It connects them with independent cafés, activity providers, neighbourhood eateries, creative studios, and family-run businesses that carry Cape Town's identity.

A platform built to keep exploration meaningful and ensure value stays within the community.





EXPLORE SCAN LEVEL UP

Users explore a curated selection of local cafés, workshops, eateries, and activity hosts.

When they arrive, the guest scans the venue's unique Mappolo QR code - confirming their check-in in seconds.

Each verified visit unlocks points, rewards, and deeper ways to engage with the city, while directing support to the local businesses that give Cape Town its character.

For venues that prefer a different system, Mappolo can also operate through secure, one-time coupon codes - offering the same fairness and flexibility.

WHY PARTNERS JOIN MAPPOLO

Mappolo brings a different kind of visitor - travellers and locals who care about sustainability, community and the environment.

They're curious explorers, not pre-planned agency tourists chasing generic experiences.

Each check-in supports independent cafés, workshops, eateries, creators, and activity hosts - keeping value in Cape Town and strengthening the heartbeat of the city.

Mappolo isn't just a tool for tourism growth, it's a long-term commitment to protecting what makes Cape Town special.



WHAT MAKES MAPPOLO DIFFERENT

A sustainable, smarter tourism model - one that grows without overwhelming the city.

Partners stay in full control - choosing a small perk that suits their business, whether it's a free coffee, dessert, small gift, or a simple discount.

This keeps the experience meaningful, sustainable, and fair for everyone.



THE MAPPOLO PASSPORT

Every time a guest scans a venue's Mappolo QR code, they earn points and collect digital "stamps" from the places they visit - cafés, workshops, galleries, tastings, and more. As their Passport fills up, they unlock small rewards, badges, and perks that keep them exploring new corners of the city.

THE WORLD'S WARNING SIGNS AND CAPE TOWN'S CHANCE

Beloved destinations around the world are struggling with overtourism from Venice's visitor limits and Barcelona's protests to Bali and Pattaya's pollution, traffic, and fragile ecosystems. Cape Town is beginning to feel similar strain: rising housing pressure, crowded coastlines, and neighbourhoods stretched by infrastructure. Yet the city has a rare chance to act early - to learn from what went wrong elsewhere and build a tourism model that protects its character while still welcoming travellers with open arms.



JOIN US AND HELP WRITE A BETTER STORY FOR CAPE TOWN

We can protect the city we love, attract conscious travellers, and set a new standard for tourism that others will look to.

This is the beginning of something bigger.

Let's build it together.

Mappolio