



2006



Annual Report



Mandate and Mission

Our Mission

We strive to provide our customers with service levels of exceptional standards and to serve the industry to the best of our ability.

Our Values

We recognise that our success lies in the quality, strength and commitment to our customers. We base our value system on our people as well as our customers and our business.

Our Customers

We are in business to serve the needs of our customers. The nature of our work places us in a special kind of partnership with our customers. Therefore we strive to provide outstanding customer service and we strive for quality and safety in everything that we do.



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Directors	L de Waal (Chairman)	
	J G Harrison (Managing)	
	E M Parker	
	A Pillay *	
	A Ray *	
	M N Skade	
	F H Stroebel	
	B D Tilney*	
	B Moore (Alternate)	
	R D J Parker (Alternate)	
	P de Waal (Alternate)	
	* Member of the Audit Committee	
Secretary	J G Harrison	
	Lower Cable Station	PO Box 730
	Tafelberg Road	Cape Town
	Cape Town	8000
	8001	
Auditors	Ernst and Young	
Bankers	First National Bank Southern Africa Limited	
Company Registration Number	1926/002949/06	
Holding Company	TMAC Holdings (Propriety) Limited	
Registered Office	Lower Cable Station	PO Box 730
	Tafelberg Road	Cape Town
	Cape Town	8000
	8001	

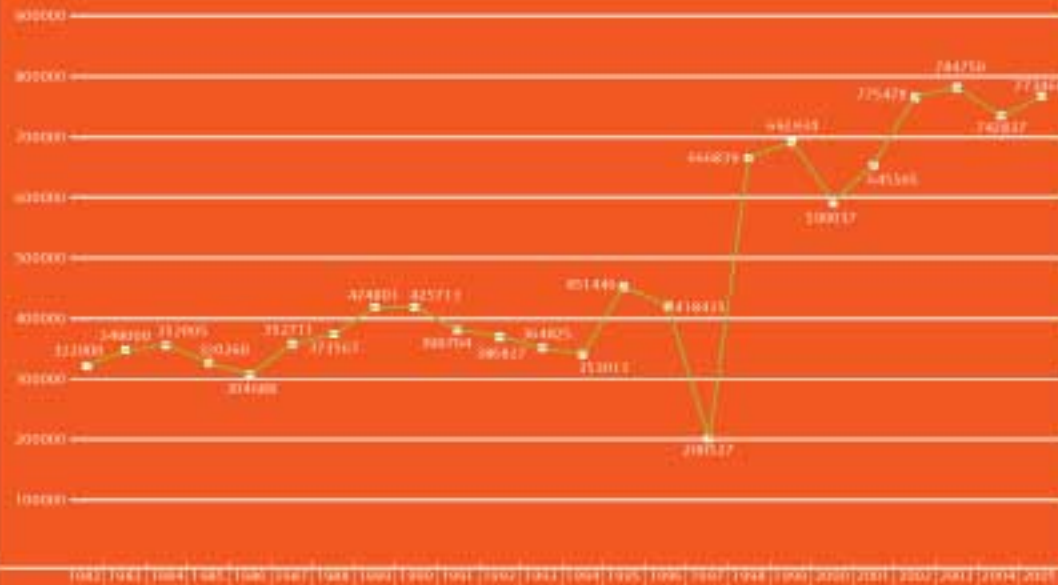
Highlights of the 2005/6 Financial Year

- January 2006 saw large fires on the front face of Table Mountain. The subsequent regeneration of flora has been magnificent to observe.
- 17 millionth passenger visited the Cableway in March 2006.
- TMACC wins a gold award for "Stand Excellence" at the tourism Indaba in Durban, May 2006.
- Finalist in the Imvelo Awards for "Best Overall Environmental Management Programme".
- Table Mountain Aerial Cableway sponsors the 2005 IAIASA Awards.
- Shop at the Top upgrade yields a 40% increase in shelf space.
- Restaurant gets a mini-refurbishment.
- Top station toilets are refurbished.
- Over 4600 people celebrated their birthday at the top of Table Mountain with a free birthday ticket.
- Ticket office installs an updated ticketing system from Skidata, Austria.
- Managers and Assistant Managers complete an educational tour of Cableway installations in Switzerland and Austria.



Passenger Profiles

We greeted our 17 millionth passenger in March of 2006. We continue to focus on diversifying the passenger mix and have had success through projects such as Class in the Clouds, Sunset Special, Family Winter Special and Birthday Special tickets.



Passenger Figures between 1982 - 2005

Naturally, weather has the biggest influence on our passenger figures. We have kept meticulous records as to percentage opening times and as can be seen from the graph below this varies widely, not only throughout the year, but also when one compares each month. There are no distinct weather patterns. This has a big impact on the Cableway from an operational point of view.



Percentages of operational hours 2000 - 2006. As can be seen there is no real trend.

Updates and Improvements at the Cableway

We have had more than 5.6 million passengers over the past 9 years since the upgrade in 1997. It was thus time that the facilities at the top station received a revamp for the 2006/7 summer season.

Shop at the Top

The Shop at the Top has not had a renovation or upgrade since 1998. Increasing the shelf space available to display and sell items was the main focus of the upgrade. For this reason, professional shop fitters, that were able to focus their designs on efficient use of limited space, were used. Shelf space has increased by an estimated 30-40%. In keeping with the look of the old stone cottage, the interior décor was given a traditional yet updated look.

Revamp of Top Station Toilets

TMACC's toilet facilities are in constant use as almost all of our 800 000 annual visitors use the facilities at least once. We believe that our overall service is judged on the state of our toilet facilities and feel it is important that they are kept in the best state possible. The top station toilet block upgrade included repainting, resealing and generally improving the look of the facilities.

Revamp of Restaurant at Top Station

The restaurant was given a makeover to give it a welcoming and brighter feel. New tables and chairs have given the space an updated look. The well known and upmarket Illy Italian coffee brand is now served at the restaurant.

Upgraded Ticketing System Installed

The ticketing system has been upgraded with the latest version of Skidata's ticket programme. The upgrade allows for in-depth data mining of ticket information. Printing of tickets is also faster, contributing to the reduction of queuing time. Skidata is an Austrian ticket brand designed for use in ski resorts and allows for tight controls on the issuing and use of tickets.



Marketing and Communications

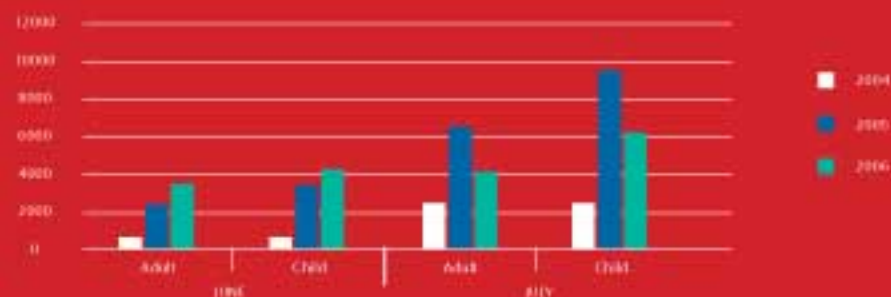
We have developed and marketed a range of special offers that are available throughout the year and are specifically aimed at the domestic market.

These popular specials are:

Birthday Special:	a free ticket on the day of your birthday.
Winter Special:	1 May to 15 September, two children under 18 years travel free of charge.
Sunset Special:	half price tickets after 7pm for the whole family in December and January.
New Year's Eve Special:	half price tickets after 7pm on New Year's Eve.
Class in the Clouds:	reduced rate for local school children on school outings.

We continue to support our local tourism bureaus and tour operators with educational, brochures, quarterly e-newsletters and daily weather updates via fax and SMS. In addition we contribute to a number of newsletters ensuring that as many stakeholders as possible are informed of relevant issues at the Cableway.

This is the second year that the Cableway has offered free children's tickets as part of our winter promotions. The response from Capetonians has been wonderful with many making an outing to Table Mountain Aerial Cableway part of their winter school holiday programme. 2006 saw a significant increase in children making use of this special during their school holidays.



Family Winter Special 2004 - 2006 (*note: 2004 is the base year)

The largest African tourism trade show, Indaba, takes place annually in Durban during May. Here buyers, travel writers, tour operators and travel agents from all over the world come to find out more about what South Africa has to offer. Table Mountain Aerial Cableway shared a stand with the other Big 6 members and are very proud that our stand received a gold award for "stand excellence".

Table Mountain Aerial Cableway was one of the founding members of the Big 6 initiative. The initiative serves to act as a marketing tool to remind stakeholders in the industry that a visit to Cape Town is not complete without a visit to all six top tourist sites namely: Table Mountain Aerial Cableway, Robben Island Museum, V&A Waterfront, Kirstenbosch Botanical Gardens, Cape Point and the Constantia Wine Route. Some of the initiatives driven by the Big 6 in the past year include:

Kids are King Promotion: aimed at encouraging Capetonians to visit their own tourist sites. All winter specials offered were branded "Kids are King" gaining greater exposure and allowing for cross selling from one site to another.
Concierge Educational: During tourism month in September concierges from all over Cape Town were invited to experience the Big 6 tourist destinations for themselves.

The Big 6 also exhibited at the Outdoor Expo in Johannesburg, again speaking directly to the local consumer.

Operations

As part of the Cableways' ongoing educational and management training programme the MD, Mr. John Harrison, took a number of key staff to visit international Cableway related sites in Switzerland and Austria. The aim was to meet and learn from key suppliers and cableway engineering firms. The educational trip took place over 2 weeks in March 2006 and happened to coincide with one of the coldest winters in Europe for many years. For many of the participants this was the first time they had seen snow and time was taken out from touring factories to throw the odd snowball!

Operation Managers, Mike Williams and Gary Browne led the Assistant Managers (Dino Smith, Pierre Rudman, Goethe Faulmann and Petie Harmse) on the tour through factories in Switzerland. The visit included a trip to Frey (electrical cableway engineers), the mechanical engineering factory of Garaventa and to Fatzer, the manufacturers of steelwire ropes. The focus was on updating knowledge and keeping up to date with future trends and technology in the cableway industry.

Janine Guest (Financial Manager) travelled with Rianda Williams (Sales and Merchandising Manager) and Eleni Hatjigiannakis (Systems Administrator) to visit Skidata in Salzburg, Austria. The team was introduced to new technology that Skidata plans to launch in 2007, which included a revolutionary ticketing system that they propose to use at the Soccer World Cup in 2010 in South Africa.

Both groups then visited Titlis Rotair in Switzerland. The aim being to observe an international Cableway operating during the peak skiing season. Issues such as crowd control, capacity management, food and beverage operations and environmental management were all observed.



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Environmental Policy

TMACC are custodians of a high-use area of Table Mountain, part of the Cape Floristic Region World Heritage Site and a National Park. We are committed to:

- 1 The protection of the mountain within our area of responsibility.
- 2 Creating and maintaining a clean, safe and healthy environment for our employees and public.
- 3 Continual improvement in service provision and environmental performance.
- 4 We aim to eliminate pollution within our area of responsibility.
- 5 Complying with relevant environmental legislation and regulations.
- 6 Supporting and promoting the precautionary principle in all our activities.
- 7 We will endeavour to modify our service, in line with evolving scientific and technical knowledge, to prevent environmental degradation.
- 8 Adhering to the environmental procedures as set out in the Environmental Management System.
We will review our policy and environmental performance on an ongoing basis.
- 9 Biodiversity conservation.
- 10 Raising the environmental awareness of employees and visitors.
- 11 Sustainable use of resources. We will minimise waste at source and recycle where possible.
- 12 Contributing financially to the preservation of Table Mountain.

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Environmental Management System

Long-term vegetation monitoring - a 28 year record from Table Mountain

(This study formed the basis for a mini-thesis completed by Paul Emms as part of his BSc Honours in the Department of Biodiversity and Conservation Biology, University of the Western Cape.)

The monitoring of vegetation on the western table, particularly in the vicinity of the Upper Cable Station, was initiated in 1977 after an observation in 1976 that the Mountain Fynbos was heavily impacted by cableway tourists and that the damage to the vegetation decreased with increasing distance from the Upper Cable Station.

The 2005 study is the fourth time that data has been collected. The latest data shows that there has been a marked improvement in the quality of vegetation.

The main reasons for the improvement in vegetation in "previously heavily trampled vegetation" in the vicinity of the Upper Cable Station is the construction of a defined pathway system in 1997 and the subsequent fencing of the pathways to ensure that visitors to the Cableway remain on the pathways.

This message is reinforced by the information guide that is handed out to passengers with their tickets, the cabin masters message as the cablecar ascends and signboards at the Upper Cable Station.

Low Emission Zone

At the beginning of January, TMACC began with the implementation of a Low Emission Zone at the Lower Cable station bus parking area. The Cableway is working in conjunction with the City of Cape Town and Table Mountain National Park to create a Low Emission Zone at the Lower Cable Station parking area.

Air pollution levels can be significantly reduced by taking small measures such as controlling the idling times of coaches. Our objective in establishing a Low Emission Zone is to ensure a clean, safe and healthy environment for our employees and the public. This was enforced from February 2006. An information leaflet is available for operators and bus drivers. This also fulfils the Cableway's commitment to the prevention of pollution and the protection of the mountain within our area of responsibility.

IAIAs awards – sponsored by Table Mountain Aerial Cableway

The objective of these awards is to recognize excellence in South Africa for those activities which are developed, planned and managed for the benefit of the sustainability of human society and the environment on which we all depend.

The Cableway has sponsored the award for the Best "Young Person" Presentation for the last three years and has agreed to a further three years of sponsorship.

Also sponsored by Table Mountain Cableway, is the floating trophy for The Premium Award for Excellence in Environmental Management in Project Execution in South Africa.

The IAIAs mission is to advance innovation, development and dissemination of best practice in environmental impact assessment, management and policy throughout the world. IAIA promotes ecologically sustainable and equitable development and is committed to environmental justice and the preservation of human rights.

Imvelo Awards for Responsible Tourism November 2005

The Cableway was pleased and proud to be a finalist in the Imvelo awards in the category of "Best Overall Environmental Management Programme".

The Imvelo Awards, presented for the fourth year, pays tribute to members of the tourism and hospitality industry who have implemented sustainable economic, social and environmental practices that comply with the hospitality industry's responsible tourism guidelines.

Awards such as these, with the media profiling that is attached, raises the industry and public awareness of what we at TMACC do in terms of our environmental management.

Dassie-proof bins

In order to ensure the continued success of our designated smoking area on the Twelve Apostles Terrace, we have had specially designed lids made for the ashtrays. These lids need to ensure that the ashtrays are functional and effortless to use for smokers, windproof, dassie-proof and vandal-proof but also easy to clean and empty by the cleaning staff.

The new stainless steel lid not only looks good, but prevents dassies from rummaging through the bins, contains the cigarette butts and keeps other litter (paper & plastics) out of the ashtrays reducing the fire hazard to a minimum.

ISO14001 Environmental Management System

The ongoing ISO14001 certification of TMACC's Environmental Management System ensures the continued improvement of our environmental performance and consistently high environmental standards.

Corporate Social Responsibility

Table Mountain Aerial Cableway supports the Cape Town community with generous contribution of tickets, either as a day out for the underprivileged or as items which may be raffled to raise funds for a good cause. TMACC also contributed R30 000 to the publication of the National Botanical Society's new publication "Wild Flowers of the Table Mountain National Park".

Complimentary tickets were issued to the following institutions over the past financial year:

2 Military Hospital
 ADRA
 Amazing Race - Youth Day
 Art of Living Foundation
 Association of "Sailing for Passeraile"
 Bel Porto Foundation
 Bonnytoun House
 Breakers - Melkbosstrand Assembly of God
 Brooklyn Chest Hospital
 Cape Raptor Research
 Cape Town Guardian Angels
 Charity Toy Run Trust
 Chris Burger Fund
 Church of the Good Shephard
 City of Cape Town
 City Sightseeing Conference
 Community Chest
 Conner Gerber Fundraiser
 Constantia Rotary Club
 Crime Prevention Unit
 CTRU - Treasure Hunt
 Dept. of Environmental Affairs & Tourism
 Dept. of the Premier - W/Cape
 Disabled Drive
 Don Brasco Hostel
 Friends of the Home
 Great Moscow Circus (Trade/Exc)
 Heart Foundation
 Holy Cross Church
 Hout Bay Rotary Club
 Isiko Museums of Cape Town
 Mamelani Projects
 Mary Harding School
 N O A H

Nicro
 Oostenberg Serv Cent & Meals on Wheels
 Organ Donor Foundation
 Our Lady Help of Christians Catholic Church
 Poineer School for the Visually Impaired
 Quad Para Association
 Reach for a Dream
 S.A Heart Foundation
 SATSA W/Cape Committee
 Shiloh Community Service
 Sid G Rule Primary School
 Solomons Haven
 SPCA
 St Luke's Hospice
 Tableview Lions Club
 The Night Haven Shelter
 The Rotary Club of Paarl
 Thupelo Workshop Information
 Tygerberg Children's Hospital
 UCT Rag Golf Day
 UWC Community Rehab Project
 Vera School for Autistic Learners
 Vista Nova School
 W C Fire Association
 Western Cape Equine Trust
 WWF

Class in the Clouds

Our Class in the Clouds programme continues to draw almost 28 000 children per annum. 80% of those participating in the Class in the Clouds programme are from previously disadvantaged communities and many schools have made this part of their annual educational excursion.

The teacher's assistants employed by TMACC to assist the school groups are taken from the Chrysalis Academy. The Chrysalis Academy provides a development opportunity for youth from the Cape Flats. The Academy aims to transform 'youth at risk' into strong, positive community leaders of the future through intensive continuous training.



Rates for
2006 /
2007

Return Rates	2005/2006	2006/2007
Adult	R115.00	R120.00
Children (under 18 yrs)	R60.00	R65.00
Toddlers (3 yrs & under)	Free	Free
SA Senior Citizens	R60.00	R65.00
Family Ticket	R295.00	R310.00
Students	R84.00	R85.00

Cableway
Operating
Times

1 January – 31 January 2006

First Car Up: 08h00
Last Car Up: 21h00
Last Car Down: 22h00

1 May – 15 September 2006

First Car Up: 08h30
Last Car Up: 17h00
Last Car Down: 18h00

1 February – 28 February 2006

First Car Up: 08h30
Last Car Up: 19h30
Last Car Down: 20h30

16 September - 31 October 2006

First Car Up: 08h30
Last Car Up: 18h00
Last Car Down: 19h00

1 March – 31 March 2006

First Car Up: 08h30
Last Car Up: 18h30
Last Car Down: 19h30

1 November - 30 November 2006

First Car Up: 08h30
Last Car Up: 19h00
Last Car Down: 20h00

1 April – 30 April 2006

First Car Up: 08h30
Last Car Up: 17h30
Last Car Down: 18h30

1 December – 31 December 2006

First Car Up: 08h00
Last Car Up: 21h00
Last Car Down: 22h00





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