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WONDROUS WIN AS TABLE MOUNTAIN CLAIMS A TOP 7 SPOT

- 11 November 2011



Celebrations erupted at the V&A Waterfront tonight (Friday November 11) as Table Mountain was named a New 7 Wonder of Nature following a three year battle in the race to choose the world's seven most wonderful natural sites.

Table Mountain can now carry the title Official New7Wonder of Nature after hundreds of millions of votes were cast in this global competition.

It was a nail-biting finish for Table Mountain, following an announcement just five days before the end of the race that the site was not in the Top 10 list and would need to wrestle for a top 7 spot.

Table Mountain Cableway's Chief Executive Officer Sabine Lehmann, and Campaign Manager Fiona Furey, had the honour of announcing the Top 7 places, listed in alphabetical order, that was released by the New7Wonders Foundation in Zurich, Switzerland.

Table Mountain was named along with the Amazon, Halong Bay, Iguazu Falls, Jeju Island, Komodo and Puerto Princesa Underground River.

After three years of intense campaigning, an unprecedented number of votes and support from South Africans and visitors alike, Table Mountain will now take its place in the history books of the world for the true wonder that it is.

“This is an incredible moment for us. Our mountain, which we all cherish, is now officially recognized as one of the marvels of the environment. We have long known this to be true and some might even ask why we need this proof if we already knew it. It is because Cape Town is a symbol. It is a symbol of permanence in a world that is full of change. It is a symbol of the heritage that we are privileged to have. And it is a symbol that reminds us that we are privileged enough to live in an incredible country with incredible assets, giving us hope for the future,” said Mayor Patricia de Lille.

After hosting a successful Soccer World Cup last year, and Cape Town having recently won World Design Capital 2014, South Africans can be proud of yet another incredible achievement for our country.

“What an amazing feat for South Africa,” said Lehmann. “I would like to thank everyone who took the time to vote for Table Mountain and the celebrity ambassadors - from Archbishop Desmond Tutu and the Springbok Rugby team to all the journalists, musicians, comedians, actors, politicians and sports stars who campaigned on our behalf. Your voices were heard and it is because of you that Table Mountain’s natural assets have been acknowledged in this popular election.”

The marketing effort that has been put behind the campaign has generated more than R35.2 million worth of exposure for our mountain, raising its profile globally and generating massive good will toward South Africa. The campaign has also introduced an estimated 10 000 school children to email and opened their eyes to the power of the Internet.

Social media growth for the campaign has also been significant in recent months. Traffic to the Vote for Table Mountain website has increased by 350% in the last month; Facebook fans have shown a 220% increase over the past three months; and Twitter followers have increased by 96% over the past three months.

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Koos du Plessis



To BostonLSU81 , It was the same great flood that created the Grand Canyon and Table Mountain. Don't be such a sore loser. The GC gets millions of visitors every year.

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BostonLSU81

It's nice that Table Mountain was voted in, and this shows the power of a well run marketing campaign. But I don't give that list much credence, since apparently the Great Barrier Reef and the Grand Canyon didn't even make the top 14. Those are awe inspiring sites, while Table Mountain is simply gorgeous. You could drop Table Mountain into the Grand Canyon sideways with room to spare.

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Jameyer007

Its the people of the world that made the decision. And they didnt want the great barrier reef or the GC

[2 weeks ago](#) [in reply to BostonLSU81](#)

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Tara

Woooohooooooo!!!! Soooo fantastic! Yayayayayay! Well done to all who worked so tirelessly on this campaign! Table Mountain, you beauty!

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Loui

Seems a lot of money was required to get in on the top spots. <http://minivannews.com/society...> Maybe that's why Australia and the US cleverly backed out of the running...

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Jacques Nuss

Interestingly, one has to remember that Table Mountain has fascinated human beings for so long that they actually built a massive city around it...

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Francisco_mendieta

FROM IGUAZU FALLS, CONGRATULATIONS TO TABLE MOUNTAIN AS WE WERE THE WINNER FOR NEW7WONDERS!!!!!!

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