



THE SURGE

YOUR OWN DIGITAL CONCIERGE

INFORMATION PACK 2026

WWW.THESURGEAPP.COM

THE SURGE APP

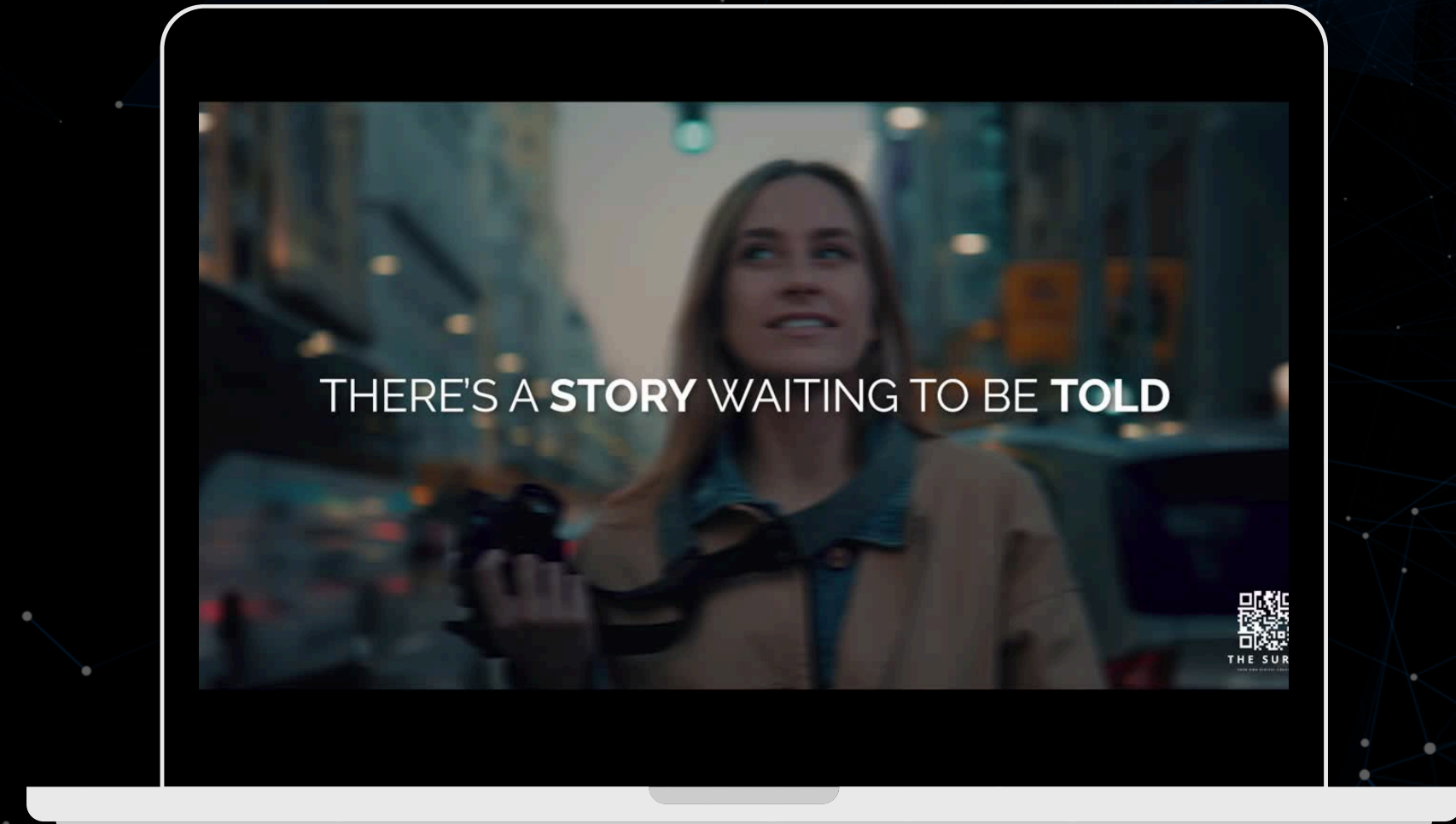
THE SURGE transforms ordinary city moments into extraordinary experiences. By placing our **unique QR codes in Cape Town's most vibrant, high-traffic spots**, we turn every glance into an invitation to explore.

When visitors or locals **spot one of our QR codes and scan**, it's like opening a door to an **exclusive, behind-the-scenes world**—your restaurant's signature dish, a rooftop view at your hotel, a high-energy class at your gym, or a hidden café treasure... **one scan, instant discovery**.

More than a digital platform, **THE SURGE** is a **personal, digital concierge** that keeps people inspired, informed, and connected to the best Cape Town has to offer—**anytime, anywhere**.

We invite you to **showcase your business in our exclusive digital magazine**, where Cape Town's most exciting and innovative experiences come alive for curious visitors and locals eager to explore.

'Accessed by over 23 million people per year.'



Together, we're building something extraordinary— **connecting cities, experiences, and people like never before.**

www.thesurgeapp.com

What We Do

- **We Go Straight to the People:** Tourists and locals don't have to hunt for experiences—we bring the city's best directly to them. One scan of our QR code, and they're instantly in the know, discovering exactly what they want, when they want it.
- **Your Own Digital Concierge, Always at Hand: THE SURGE** is a personal guide in their pocket—fun, interactive, and full of surprises. From dining and adventures to wellness, events, and hidden gems, we give visitors **everything they need, all in one place**, keeping them coming back for more.
- **Effortless Exploration, Done Right:** Every scan is a gateway to the city's finest. Users explore, interact, and book in a way that's **easy, enjoyable, and completely new**—a fresh experience they won't find anywhere else.
- **Showcase Your Business Where It Counts:** We put your offerings **directly in front of those who matter most**—tourists actively looking for what you provide. Visitors can connect, engage, and book instantly, helping you attract more customers and grow your presence.

- **Always On, Always Relevant:** Real-time updates, curated suggestions, and interactive content keep users informed and inspired, making your business part of an innovative, must-visit ecosystem that continually draws people back.

Why This Matters for Your Business

Advertising with **THE SURGE** is more than just being seen—it's about **connecting with the right people, in the right moment, in a way that stands out.**

Here's why businesses love working with us:

- **Instant Interaction:** Our QR codes don't just get noticed—they get tapped. Visitors engage immediately with your business, making it easy for them to **discover, book, or contact you in seconds.**
- **Showcase What Makes You Special:** Every business has a story. We help you tell yours in a way that resonates—through carefully crafted text, imagery, and video—so potential customers see **what makes your brand unique and stand out from the competition.**

THE SURGE APP

- **Reach the People Who Matter:** Your business is presented **directly to tourists and locals actively seeking experiences**, giving you access to **high-value, engaged audiences**—not random eyeballs.
- **Stronger Presence, Everywhere:** Your listing lives in our **digital magazine, on QR-enabled locations around the city, and across our social channels**, giving your business a multi-platform boost that's hard to miss.
- **Drive Real Results:** Every engagement can turn into a visit, a booking, or a new loyal customer—helping your business grow in a **fun, interactive, and meaningful way**.

Here's How It Works

It's simple: whenever someone spots one of our **QR codes** around the city—at a gym, hotel, restaurant, café, or other venue—they **scan it** and are instantly taken to our online portal.

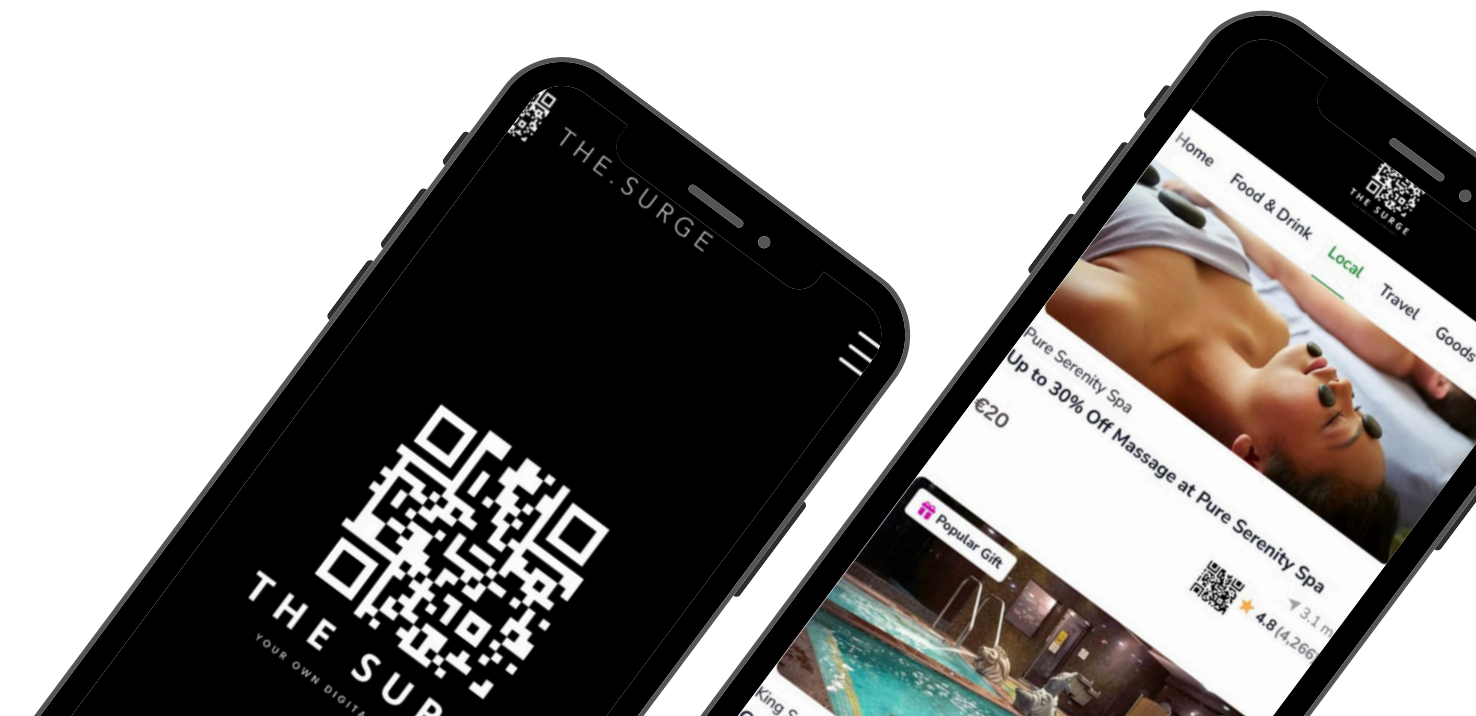
From there, they see your **personalized business advert**, designed just for you, complete with images, videos, and all the information they need. Visitors can quickly find out **what your business offers, where you are, and how to book or get in touch directly**—and the **booking happens entirely through you**, with **no fees or commissions taken by THE SURGE**.

It's **easy, fast, and interactive**, helping your business **spark interest and connect with potential customers directly the moment they discover you**.

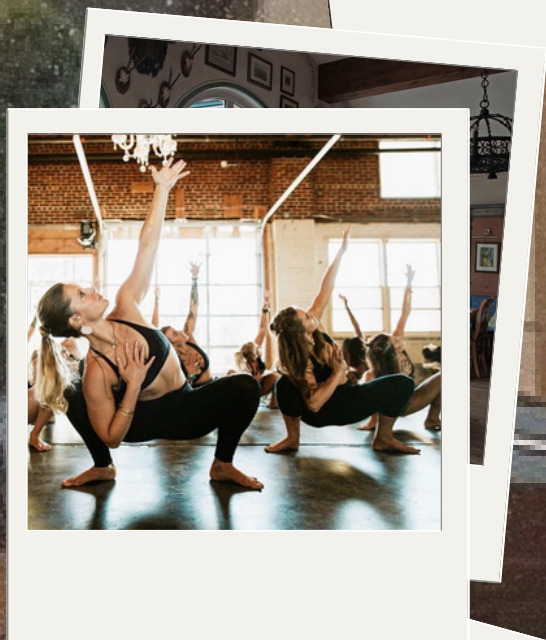
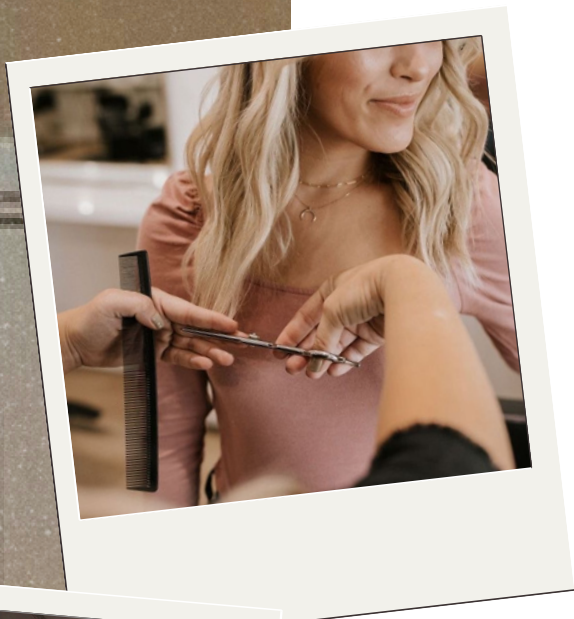


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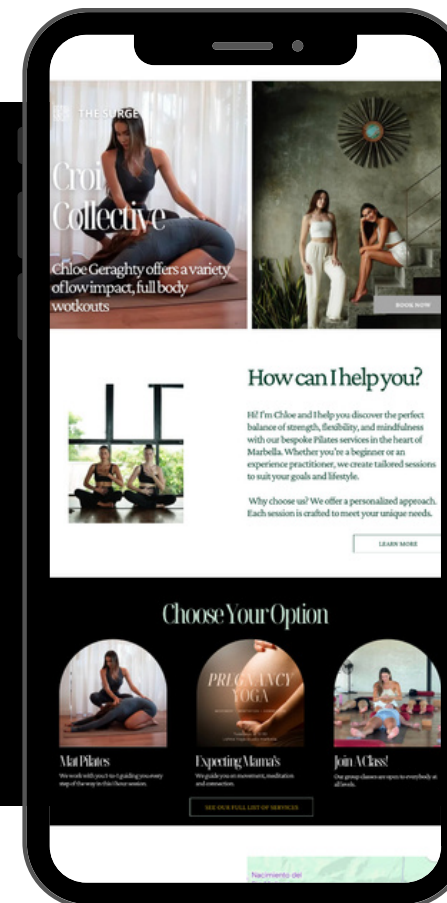


THE SURGE APP



Your business goes here!

THE SURGE 



Your Own Exclusive Interactive Feature

- 1 Available to **millions** of people across Cape Town & worldwide.
- 2 **Exclusive feature** - showcasing your services
- 3 Customers can **book directly** with you through our app
- 4 All for - **JUST €35 (R667) per month!**

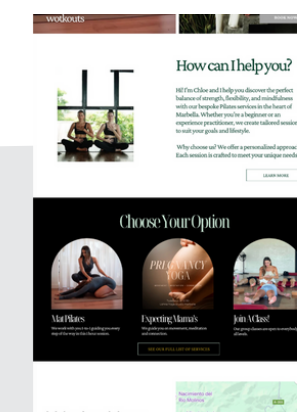
SEE HOW IT WILL LOOK ON YOUR PHONE



or visit our website
www.thesurgeapp.com/demo



CALL US ON:
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OUR MARKET REACH

SOUTH AFRICA



CAPE TOWN

Contains **5.15 million people** (metropolitan area) and welcomes **2.4 million visitors** per year.



JOHANNESBURG

Contains **4.8 million people** (metropolitan area) and annual tourism is approx. **2.2 million visitors** per year.

Why Now

The way people explore and discover is changing. Traditional ads get ignored. **Interactive experiences get remembered.**

Partnering with **THE SURGE** puts your business **ahead of the curve**, showing visitors and locals that you're **innovative, customer-focused, and part of something exciting.**

What's Included

We make your business shine with:

- **High-Quality Production:** Professionally designed, visually engaging adverts tailored to your brand.
- **Social Media Spotlights:** Amplify your reach with strategic online campaigns across multiple platforms.
- **Fresh Content Updates:** Keep your business looking current with quarterly check-ins and updated imagery and messaging.



Now, imagine that you can have **all of this for only:**

€35 per month

Next steps

Take the first step towards transforming your customer experience.

Book now to secure your place.

If you would like to take advantage of this fantastic opportunity, or for more information, please let us know.



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