



THE SURGE

YOUR OWN DIGITAL CONCIERGE

INVITATION PACK 2026

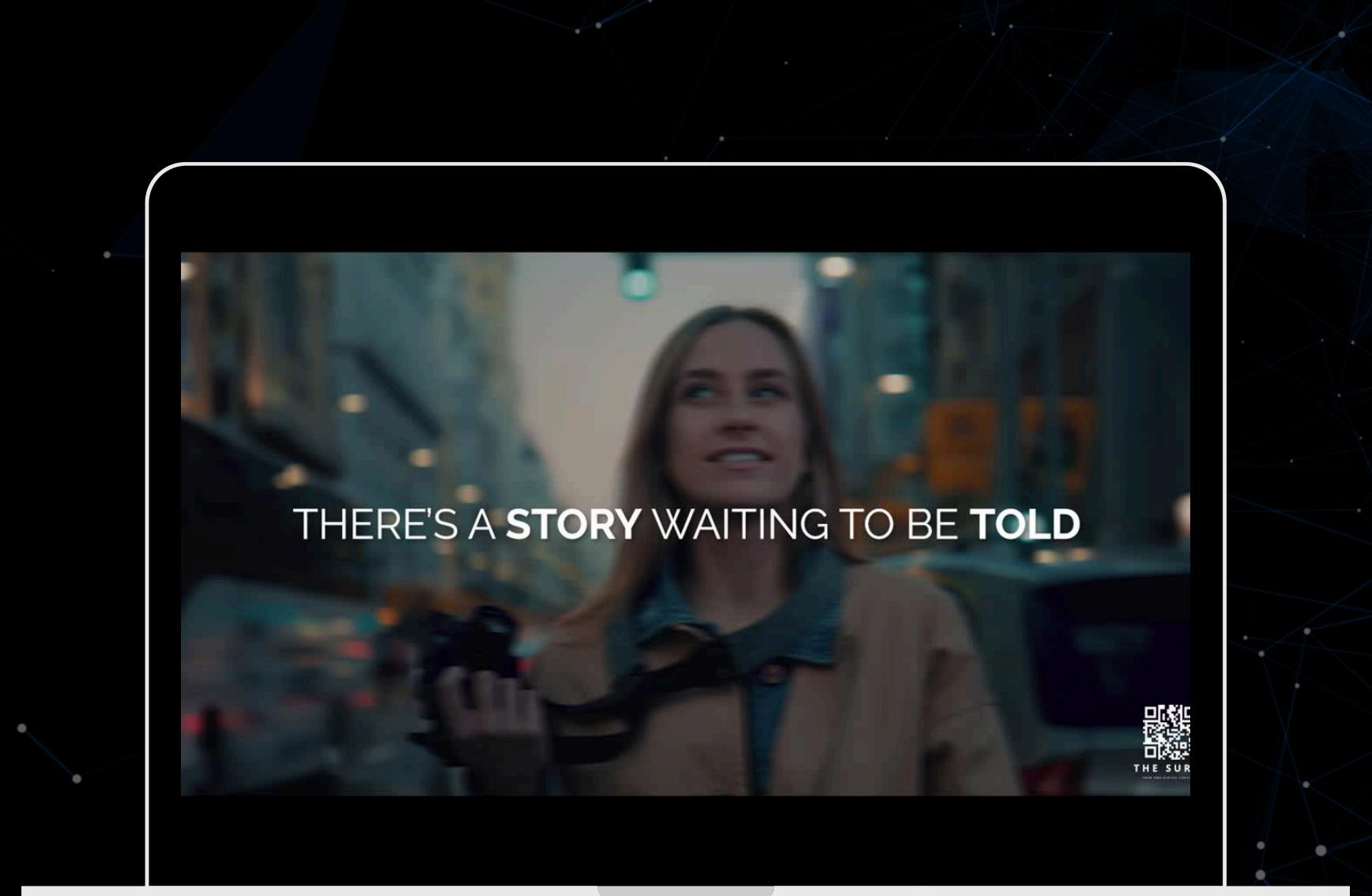
WWW.THESURGEAPP.COM

Who We Are & What We Do

Imagine giving your customers a **smarter, more exciting way to explore Cape Town** — without them having to ask, Google, or plan. That's what **THE SURGE** does.

We place our **branded QR codes** inside selected **restaurants, cafés, hotels, gyms and lifestyle spaces** across the city. When someone **scans** the code, they're taken to a **sleek online portal** where they can instantly discover the **best places to eat, drink, train, shop, unwind and experience** around them.

But here's where it becomes special for you:



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

When a customer scans from your venue, the **first thing they see is you — your space, your story, your atmosphere, your people.** It's a **mini behind-the-scenes feature** that brings them **closer to your brand** and gives them a **reason to return.** Your chef, your barista, your trainers, your suppliers — the things that make your establishment unique finally get to shine.

And beyond that first feature, **your venue becomes the gateway** to a whole **world of local services and experiences** — from yoga studios and nail techs to barbers, tours, pet grooming, boat trips and more. **Your customers don't need to search for anything — you become the place that connects them.**

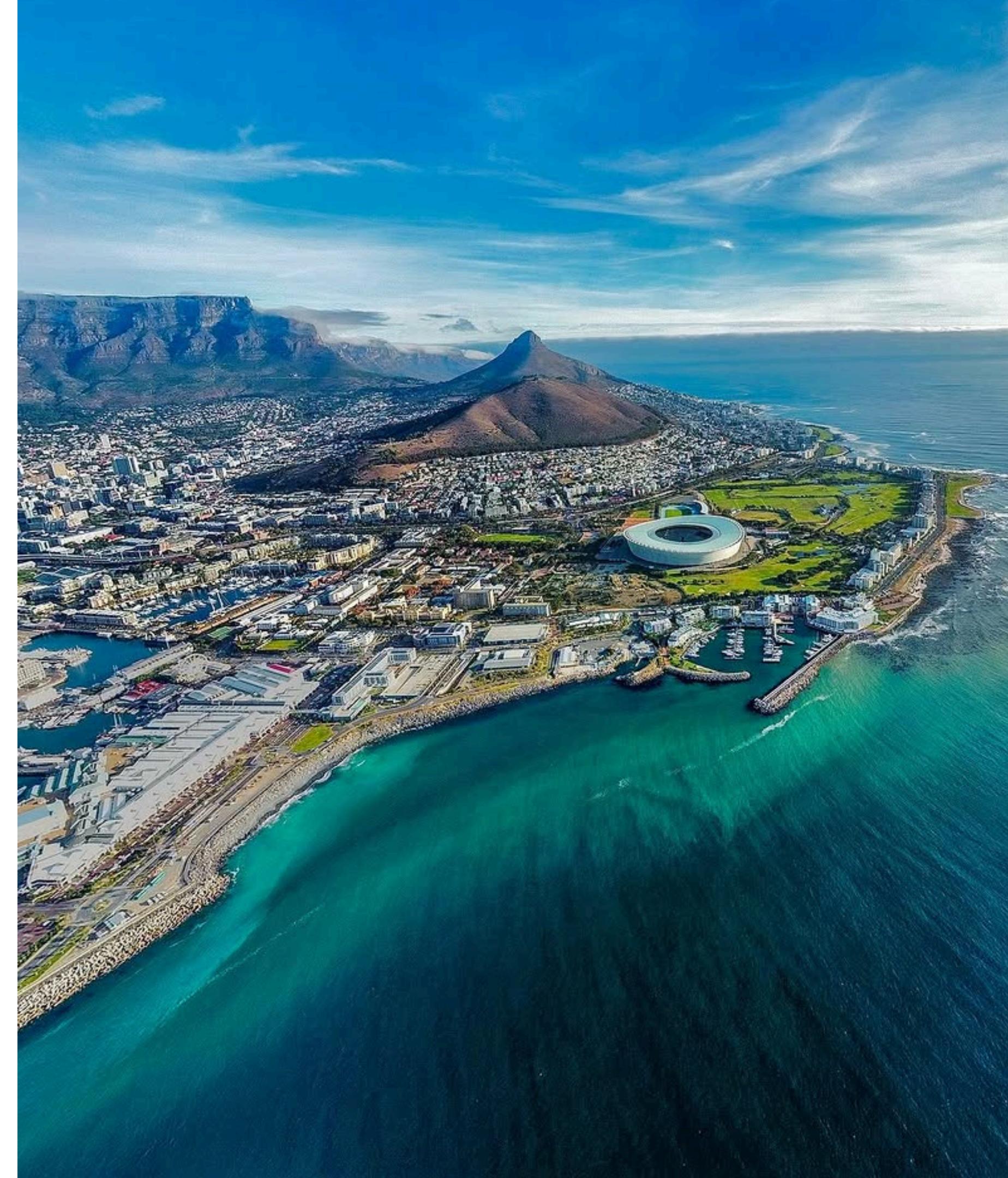
The best part? **It's completely free for your establishment.** We supply all the QR codes, and you can **customise the look to match your brand** — logo, colours, style, everything. Place them on tables, counters or reception, and you've instantly **elevated the customer experience** without lifting a finger or paying a cent.

It's modern. It's effortless. And it makes your venue **stand out in a way no traditional advertising ever could.**

Why This Matters For Your Business

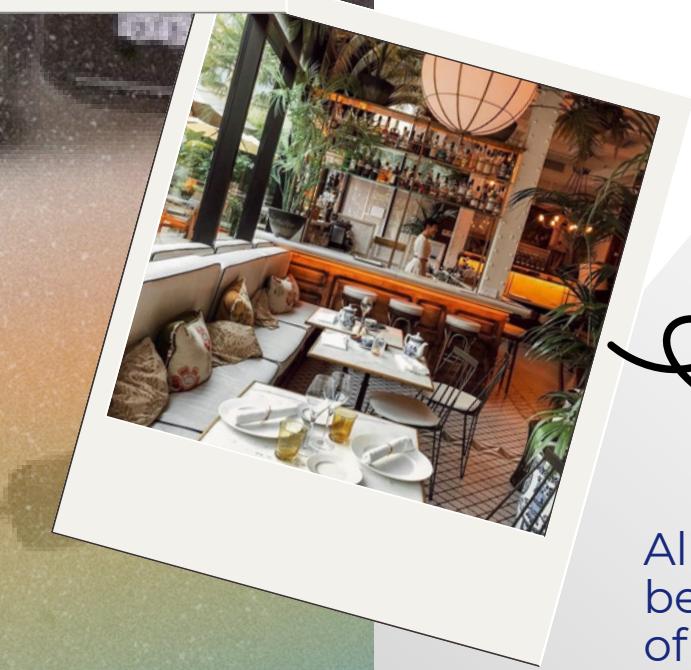
- **You become the place people talk about**, not just the place they visited. When everyone else blends in, you're the one offering something fresh, modern and memorable.
- **You turn casual customers into repeat regulars**, because people naturally return to the places that make their experience richer, smoother and more interesting.
- **You give travellers exactly what they need in one tap** — from workouts to nail techs, tours, pet care, beauty, activities and hidden gems throughout the city. No Googling. No guessing. Just solutions.
- **You reveal the magic behind your doors** — the craft, the story, the people, the ingredients, the sourcing, the heart. Customers don't just consume... they connect.

- **You show that you genuinely care** about their journey — not just at the table, desk or bar, but before and after. And customers feel that.
- **You create a playful moment that sparks curiosity**, encourages exploration and makes the visit feel more immersive and worthwhile.
- **You add all this value at zero cost**, zero extra labour, zero training and zero operational headache — a rare upgrade that gives a lot and takes nothing.
- **You stay top-of-mind long after they leave**, because the memory they take with them is: “that place made everything easy.”





See how your special dishes are created.



Allow your customers to gain insight with behind-the-scenes footage for even more of a magical experience.

Your Complimentary Feature: What's Included?

- **Premium Visual Production (On Us)**

Our photographers and videographers capture your business at its best — the atmosphere, the craft, and the people who make it all happen — creating cinematic, high-quality content that truly stands out.

- **Behind-the-Scenes Access**

Give your customers a glimpse they'd normally never see — chefs plating signature dishes, instructors running unique classes, or staff creating the magic in the background. It's engaging, memorable, and builds connection.

- **Custom-Branded & Personalised**

Your feature is designed around your brand — logo, colours, and style — making it feel uniquely yours.

• A Unique Perk for Your Customers

Customers get more than your business — they gain access to curated services across the city while they're with you, giving them an elevated, interactive experience that you can't get anywhere else.



• Quarterly Refreshes

We return to update visuals and stories so your feature always feels fresh, seasonal, and relevant.

• Content You Can Reuse

Footage and imagery captured can be used for your own marketing, giving you premium production at zero cost.

• All Complimentary

No subscription, no fees, no catch — just a feature that elevates your brand and delights your customers.

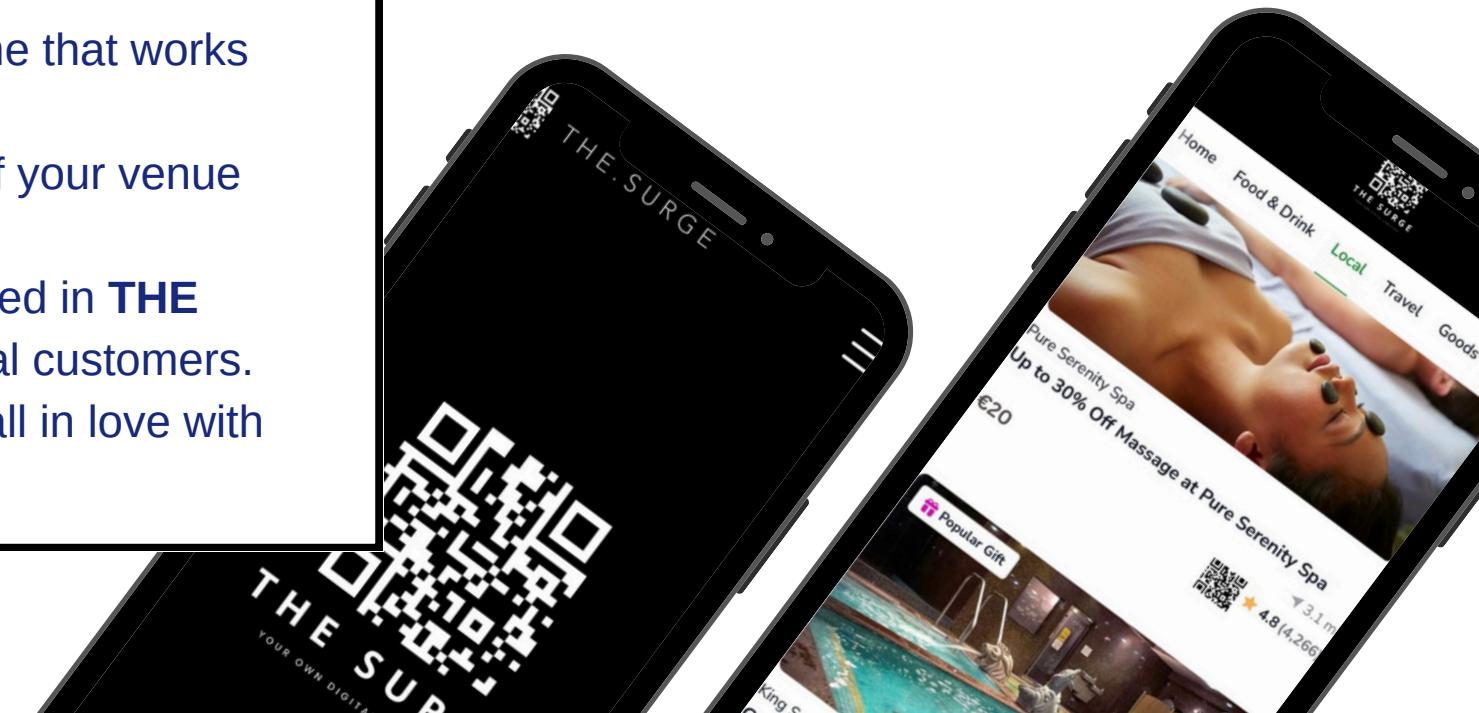
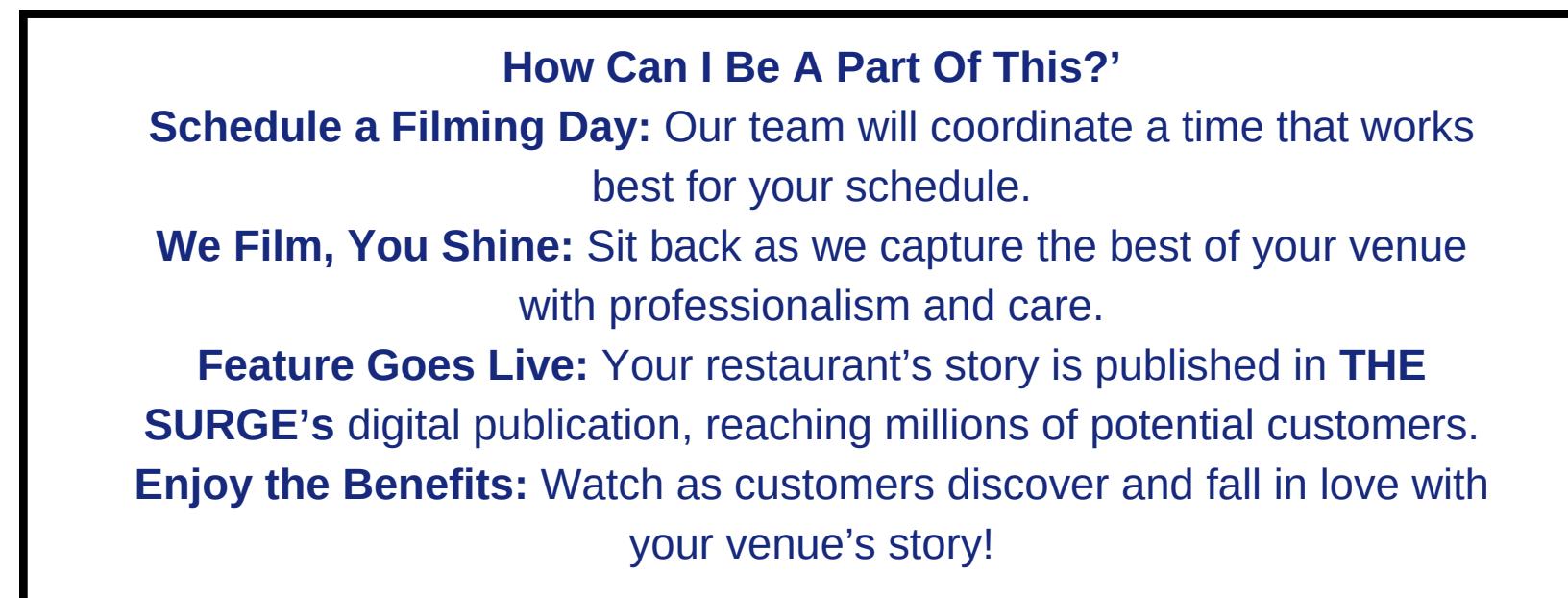
How Can I Be A Part Of This?

Schedule a Filming Day: Our team will coordinate a time that works best for your schedule.

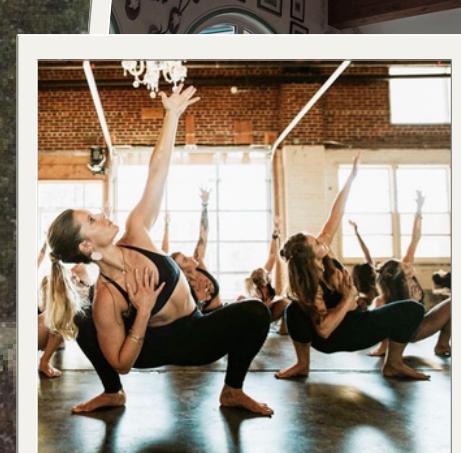
We Film, You Shine: Sit back as we capture the best of your venue with professionalism and care.

Feature Goes Live: Your restaurant's story is published in **THE SURGE**'s digital publication, reaching millions of potential customers.

Enjoy the Benefits: Watch as customers discover and fall in love with your venue's story!



THE SURGE APP



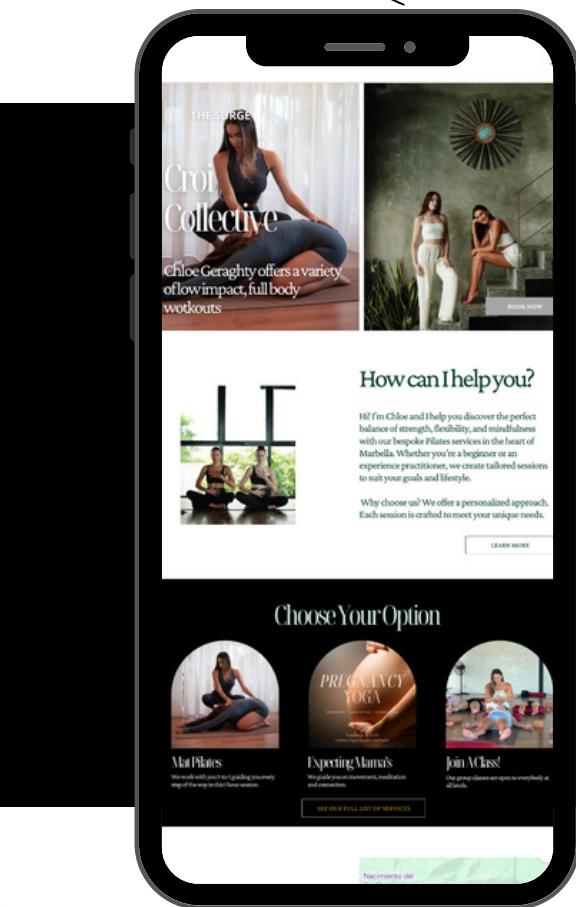
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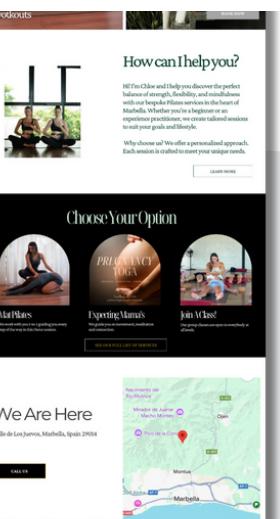


Your Own Exclusive Interactive Feature

SEE HOW IT WILL LOOK ON YOUR PHONE



or visit our website
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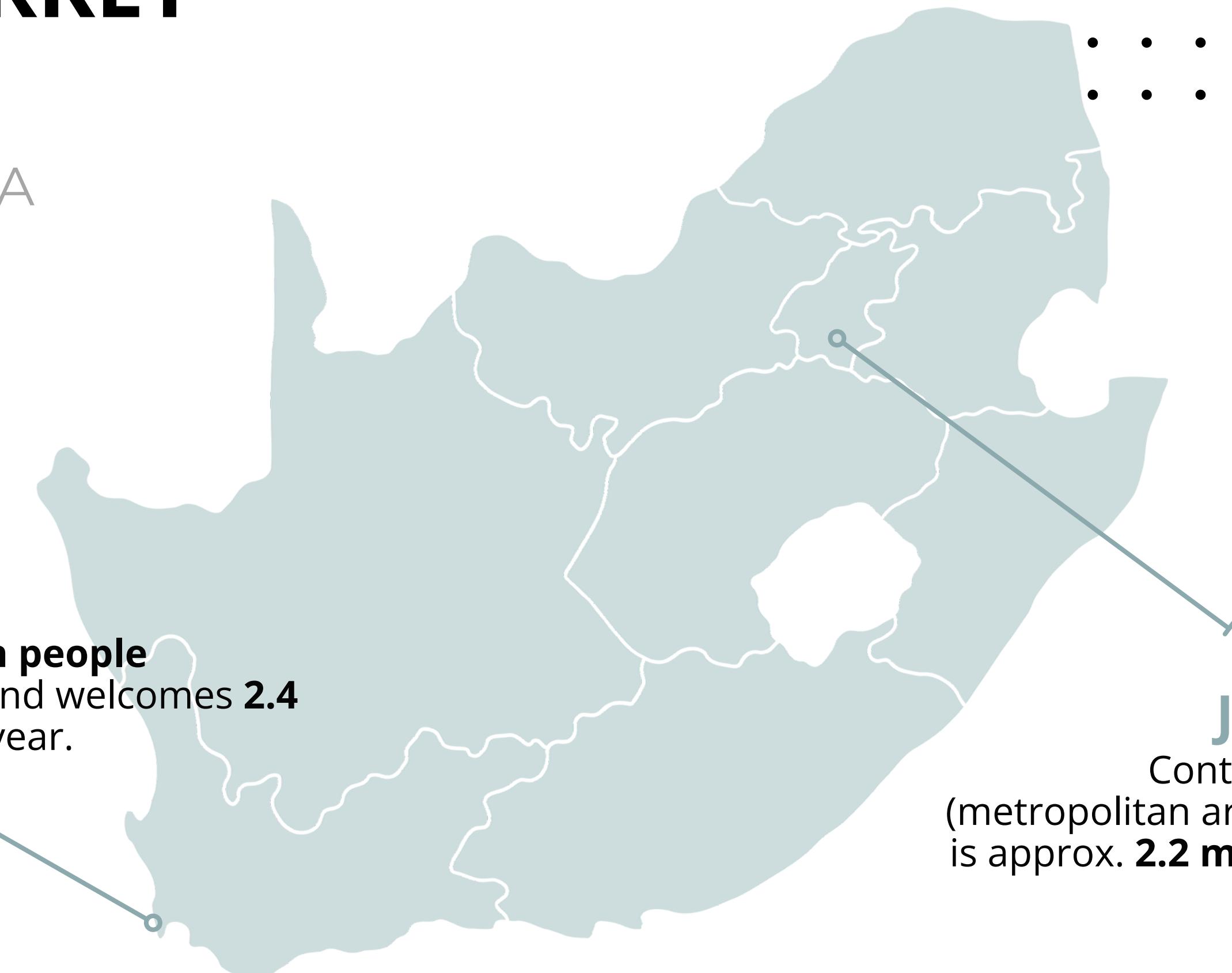
OUR MARKET REACH

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.

Our Network

Cape Town is a city that never stops surprising — a playground for foodies, adventurers, culture lovers, and explorers of every kind. Every year, millions of tourists arrive, eager to experience the city's magic, from hidden gems to iconic attractions. And while there's always something new to discover, the best experiences aren't always easy to find — until now.

THE SURGE brings it all together. We're creating a **completely new way to experience Cape Town**, connecting people instantly to the city's most remarkable venues, activities, and services. From unforgettable meals to unique adventures, from relaxing escapes to adrenaline-filled thrills — there's something here for everyone, every day.

Our network is more than a platform — it's a **living, interactive experience** that draws people closer to the city, helps them uncover hidden treasures, and keeps them coming back for more. We're connecting people and businesses in ways that have never been done before, offering a **fresh, immersive, and unforgettable journey** through the city.

And this is just the beginning. Step by step, city by city, **we're building a global network of discovery**, where people everywhere can explore, engage, and connect — all through the simple power of a scan.

Be part of something **new, exciting, and game-changing** — a network that turns ordinary trips into extraordinary memories, time and time again.



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



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• SEVILLE • VALENCIA**
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