

Media Released in the SA Conference, Exhibition & Events Guide

State-of-the-art Conference Centre

(Cape Town, April 2011) The 4-star Townhouse Hotel & Conference Centre, with its central location on the cusp of the proposed East City Design Precinct, has become one of the leading venues for conferences and meetings held in Cape Town's city centre since launching two years ago. The hotel embarked on an extensive, R 11-million refurbishment project five years ago, modernising the entire property. Leading interior designer Les Harbottle was responsible for the conceptualisation and worked closely with South African architects Revel Fox & Partners to ensure that, despite the upgrade, the hotel still retained its character. As part of this project, an expansive contemporary meeting and events space was launched almost two years ago.

Due to the highly flexible and modular nature of the Conference Centre, it can host both smaller meetings or sessions as well as larger functions for up to 250 people. "As with any new business, establishing oneself in the marketplace takes time. In the past two years we've hosted a variety of conferences for corporates, PCO's, government and NGO's," commented Jacqui Williams, the hotel's general manager. "We're now beginning to see a nice increase in our return business, which means the Conference Centre is on the right track. We've also just introduced 4 new full-day conferencing packages. These packages allow for greater flexibility, and means we can better adopt our offering to meet a client's needs."

The Cape Town Partnership often hosts events at this Conference Centre. "It's one of the premier eventing spaces within the Central City," explained MD, Bulelwa MakalimaNgewana. "The Townhouse Hotel & Conference Centre is located in the East City Design Precinct, which forms part of our project called 'The Fringe'. The Fringe is positioned to become Cape Town's Innovation District and the premier African environment for design, media, ICT innovation, creativity and entrepreneurship within the next 10 years."

The Townhouse Hotel's Conference Centre is fully equipped with state-of-the-art audio-visual technology, breakaway rooms and a range of flexible layout solutions across two spacious levels. "Safe and reasonably priced on-site parking is an added bonus." "The Conference Centre also makes for a great wedding venue. Urban weddings are certainly on the increase and we've noticed this trend at the Townhouse Hotel and Conference Centre," Williams concluded.

For more info please visit www.townhouse.co.za.

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