

## Media Released

### Urban Inspiration at Townhouse Hotel & Conference Centre

(Cape Town, 21 July 2011) With its central location in a green corner of the central city, and a mere 20 minutes from the Cape Town International Airport, the Townhouse House Hotel & Conference Centre is an ideal base for visitors who are in town to participate in sporting events such as the Cape Argus Pick n Pay Cycle Tour or the Cape Town Marathon. The Townhouse Hotel & Conference Centre has 106 beautifully appointed modern bedrooms - all with free, high speed wifi internet access.

The property embarked on an extensive, R 11-million refurbishment project 5 years ago, modernising the entire hotel. 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 new meeting and events space was launched almost two years ago.

"We have found that this new space certainly appeals to the sports tourism market. Big events often have conferences as part of their offering," explained Jacqui Williams, the hotel's general manager. The Townhouse Hotel's Conference Centre is highly flexible and modular, which means 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 and NGO's," Williams commented. "We're now beginning to see a distinct increase in our return business, which means the Conference Centre is on the right track."

The 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."

For more information, or to make a reservation, please contact the hotel on 021 465 7050 or e-mail [hotel@townhouse.co.za](mailto:hotel@townhouse.co.za).

---

|                  |  |
|------------------|--|
| PREPARED BY      | The Phoenix Partnership  |
| DATE             | July 2011  |
| FOR CLIENT       | Townhouse Hotel & Conference Centre  |
| MORE INFORMATION | Adele Kruger   |
|                  | Tel: 021 686 2331  |
|                  | E-mail: <a href="mailto:adele@phoenixpartnership.co.za">adele@phoenixpartnership.co.za</a> |