

Century City Conference Centre and Hotel Delivers Great Economic Prospects for Tourism Industry

The highly anticipated Century City Conference Centre (CCCC) and Hotel has been lauded as the best new asset the Western Cape hospitality industry has seen in over a decade. This now offers the perfect opportunity to increase the number of conferences and events to the region. The CCCC presents event organisers with the unique prospect of a conference facility which can accommodate up to 1200 delegates in one venue and up to 1900 people in total, across twenty configurations of halls and meeting rooms. The Century City Conference Centre (CCCC) and Hotel was officially opened in mid-February by the Minister of Economic Opportunities in the Western Cape, Alan Winde.

From the onset, the Century City Conference Centre has had vast industry support from organisations such as the South African National Convention Bureau, WESGRO and personally by the Minister of Tourism, Mr Derek Hanekom; all in agreement that this new development is key to supporting their strategy to promote business travel to the Western Cape.

At the launch event held earlier this year, Minister Winde applauded the development for its role in attracting and accommodating new business to the Western Cape. In addition he noted the impact of the new development on the lives of people who will be employed, and those who will gain indirect business from the new world-class facility. Winde revealed, "We've already secured conference bids worth almost R2 billion in this financial year, with two of these conferences bringing 16,300 delegates to the Province, and generating R 262 million for the economy, It is excellent news for our tourism sector."

Said to be the largest private equity investment by an unlisted company - at a total cost of R1billion - the Conference Centre has been developed by the Rabie Property Group, as a result of the investor's unwavering faith in the tourism sector. This mixed-use development comprises of the Century City Conference Centre, a 125 room hotel, offices, apartments and restaurants all situated around an integral Square, which forms the new commercial and hospitality hub of Century City.

According to Leon Cohen, Managing Director of Rabie Property Group, the Conference Centre and Hotel was built in response to the market demand and is designed to become the epicentre of Cape Town's third largest commercial district. The Bridgewater precinct is currently home to more than 500 businesses occupying over 260 000m². The new development has resulted in Century City overtaking Cape Town CBD's ratio of office space to hotel rooms.



The CCCC and hotel will further enhance revenue streams to small businesses in the area as a result of additional foot fall, as well as add value to blue chip corporates in the area.

Joint CEOs Glyn Taylor and Gary Koetser have travelled the globe extensively to promote this world-class facility. They have been received with huge interest and excitement at annual trade shows such as IMEX in Frankfurt and Las Vegas, Incentive Business Travel (IBTM), Meetings Expo Africa, the World Travel Market Expo (WTM) and Tourism Indaba.

"It is encouraging to see that the Western Cape is clearly seen not only as one of the World's leading leisure destinations, but as a forerunner for business travel globally," says Koetser.

The Century City Conference Centre will not only fill a gap in the market, but also further cement Cape Town's position as one of the world's most sought-after conference destinations. It offers flexible configurations and its multi-function venues, including a large pre-assembly area, are geared for workshops, banqueting, exhibitions, product launches "confexes", and the like.

Taylor estimates the new conference centre will host in excess of 72 000 delegates in its first year alone.

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