



New Conference Centre Challenges Convention Century City Conference Centre Open for Business

Cape Town, 1 February 2016. Cape Town Tourism is on a massive drive to market the Western Cape as a global destination for business travel and as a result there has been a great demand for a conference facility with a capacity to host up to 1200 delegates in one venue (1900pax in total) across 19 venues. The highly anticipated Century City Conference Centre (CCCC) and Hotel is officially open for business with a significant number of confirmed bookings for 2016 already in place.

Designed with both hospitality and operations in mind, a further advantage is that the adjacent hotel, which offers 125 rooms, now increases the number of rooms in the area to six hundred in total; all within walking distance from the Conference Centre. In addition to this, there has been a substantial private equity investment of R1billion into this mixed-use development in the Bridgeways precinct, exposing Century City to a global audience giving local businesses the advantages of the spillover effect.

The CCCC has had vast industry support from organisations such as the South African National Convention Bureau and WESGRO in addition to the Minister of Tourism himself, Mr Derek Hanekom; all in agreement that this new development is key to promoting business travel to the Western Cape.

Joint CEOs Glyn Taylor and Gary Koetser have travelled the globe extensively, not only in an effort to draw in inspiration from the best conference centres in the world, but most recently to further 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.

Their recent experience has only echoed their sentiment regarding Cape Town as one of the leading conference destinations in the world. Key insights were shared by Koetser, who comments, "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".

Taylor says, "We believe that the CCCC is a great new asset to the hospitality industry and a perfect opportunity to increase the number of business travellers to South Africa and Cape Town".

Hip to be Square

The Square, which surrounds the Conference Centre and Hotel, is a calculated feature set to become the central meeting place for both residents and for people working in the precinct. With a variety of restaurants, bistro's and wine bars to choose from, this open-air setting serves as a great location for live concerts, markets and social gatherings to name a few...

The New Faces of Conferencing

The decision to become joint CEOs has allowed for a robust leadership and the hands-on approach of Koetser and Taylor is proving to be a great success. Insisting on a personal approach, both CEO's are out in the trade themselves, attending leading trade shows and expos as well as meeting with each potential client, resulting in the facility being more than its brick and mortar, but rather, a brand with a personality.

The leadership team and service professionals have not only been hand-picked for their respective expertise but because they are like-minded and share the company philosophy. They each have passion for the hospitality industry and for delivering unsurpassed service.

The Intersection of Design and Functionality

The award-winning pair of CEO's are recognized as leaders in the Hotel and Conference industries and due to their combined experience, together they have become a force to be reckoned with. Insisting on being a part of the project from its design right down to the final touches, Koetser and Taylor are confident that the Century City Conference Centre is not only aesthetically designed, but offers unparalleled functionality and advanced technology which surpasses any other conference venue in the country.

Every minute detail has been thought about at length and debated before being implemented. The attention to detail is evident after Koetser and Taylor consulted with the team of developers. They insisted on making the needs of Event Managers and Planners the top priority, from structural layout to sustainable practices. They believe, without doubt, that they have put the needs of event organisers first.

This, coupled with the team's incredible flexibility, offers clients a blank canvas to treat the venue as an extension of their own brand. From car launches to fashion shows, trade conferences and product launches, the Century City Conference Centre is equipped to meet high expectations and demands including the latest technology in AV and connectivity, innovative menus, logistical solutions and a team of highly skilled individuals with a partnership approach.

Key aspects include:

Convenient delivery access , 3m wide corridors, organiser's offices, storage facilities, rigging points, draping rails, acoustically treated rooms, kitchen layout, separate Halaal kitchen, idea paint on the meeting room walls, personalised event Wi-Fi passwords, over one thousand parking bays, a first aid room, 3-phase power and much more.

The venue itself has been designed to be functional, yet with a warm ambience thanks to the well thought through, finer details. The walls are donned with carefully selected artwork, there is background music playing subtly in public areas, water dispensers (available in still or sparkling, room temperature or colder) throughout the venue and even its own signature scent; all unique features which make for the most hospitable and memorable guest experience.

Technology

Gone are the days of cables and wires. The venue boasts one of the fastest fibre connections available, at 200 Mbps from which each conference guest can have access to up to 500MB per day as part of the conference package. Individualised Wi-fi passwords can be created within the event or conference theme. Each of the eleven meeting rooms has an LCD screen offering wireless access for multiple users for presentation purposes. There is also an on-site AV team available. This is supported by a contemporary business centre equipped with everything one might need at a whim, from printers to laminating and binding machines.

First Event a Great Success

The first conference was recently hosted by one of South Africa's leading pharmaceutical companies, prior to the official opening. Events Manager, Kim Raats, was full of praise after her experience of the centre's inaugural event. She comments, "Gary and Glyn were unbelievably hands-on, no request was too big or too small. The food was amazing and the staff were incredible. From the unique break-away ideas to the excellent technical support,



we are very impressed with the facility and its offering – our conference was a great success due to the collaborative approach from the top all the way down”.

The Century City Conference Centre is more than what meets the eye, offering functional efficiency, urban integration, spirit of place and sustainability - encouraging delegates and visitors to experience all that the Mother City has to offer.

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