

RESS RELEASE
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MUSEUM AND GALLERY TOURS ARE FLIPPED UPSIDE DOWN

Super luxury hotel, Taj Cape Town, has partnered with premier cultural heritage institution, Iziko Museums of South Africa (Iziko). Through this partnership, guests will have the opportunity to experience ‘behind-the-scenes’, specialized tours of how historical institutions are curated and managed in the Mother City.

The newly formed collaboration will create a heritage route and align efforts of both the hotel as well as Iziko, focusing on the inner city and what it offers.

“Heritage tourism is a critical component of the overarching tourism offering promoted by both SA Tourism and Cape Town Tourism, and this will now be offered in a more strategically packaged way that makes information attractive, accessible and also accentuates the close proximity of many heritage sites in the city,” says Willie Williams, Director of Sales and Marketing at Taj Cape Town.

Ms Rooksana Omar, CEO, Iziko Museums of South Africa (Iziko), strongly emphasises that heritage institutions span both the cultural and socio-economic spheres of our society and can play a key role in driving economic development and growth. *“Museums are not only spaces of memory that celebrate our cultural diversity. They are an integral part of the contemporary life of a city; with the potential to contribute to socio-economic development and the tourism value chain. As one of the leading tourist attractions in the region, Iziko contributes significantly to the South African tourism product, attracting a wide range of both local and international visitors,”* she stated.

SOUTH AFRICA

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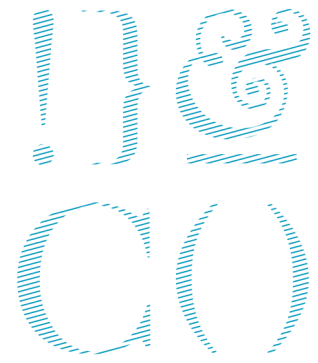
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The Taj Cape Town, born of a sensitive restoration of the old Reserve Bank and the Temple Chambers building, is rooted in history and tradition. Defined by the emotional and unique equity of its iconic and authentic structure, the Taj Cape Town lends itself to the creation of memorable experiences for all who stay there. This local hotel is part of the international chain of hotels, all of which are housed in historic buildings and locations and patronised by those who are interested in- and value- all aspects of culture and heritage. A unique feature of this premier brand pivots on hospitality, heritage and memory, enriching its guests' experiences through providing a unique sense of place and history.



“There are thus natural synergies between the Taj, Iziko and its audiences. Collaborating to unlock the mutual benefits via a long-term partnership made 100% sense”, Williams concludes.

About Iziko Museums of South Africa

Iziko is an isiXhosa word meaning “hearth” – traditionally and symbolically the social centre where food is prepared and shared, stories are told, and knowledge is passed from one generation to the next. Similarly, the national museums that make up Iziko are spaces for cultural interaction – where people can gather, share, learn and connect with our history, art, and natural world. Iziko Museums of South Africa (Iziko) currently operates 11 national museums, a Planetarium, Social History Centre (archive) and 3 collection specific libraries in Cape Town (See www.iziko.org.za.) Our vast collections of natural history and cultural objects comprise more than 2.26 million items which reflect our diverse African heritage. Every year, Iziko welcomes more than half a million visitors, educational and public programmes mainly geared to learners and youth. Inspired by our vision of “African Museums of Excellence that empower and inspire all people to celebrate and respect our diverse heritage”, over the past decade Iziko has emerged as a leading player in the heritage sector in Africa and is acknowledged as a benchmark for South African museums.

For more information on the Taj Cape Town visit www.tajcapetown.co.za or call +27 21 819 2000.