



DUMMETT & CO

LOCATION, ACCESSIBILITY, AND A WIDE CHOICE OF BUSINESS AND LEISURE SERVICES AND AMENITIES GIVES TAJ CAPE TOWN THE EDGE IN A COMPETITIVE MARKET

With its rich cultural heritage, physical attributes and cosmopolitan society, Cape Town has become a highly desirable urban destination and is considered to be one of the most beautiful cities in the world for both leisure and business travelers. Increasingly, discerning globetrotters are choosing to stay in the heart of the world's most beautiful cities and Cape Town is no exception. With Table Mountain as a dramatic backdrop, Cape Town's inner city is defined by historically significant precincts, exciting retail hubs showcasing homegrown design talent, as well as world-class restaurants and entertainment. Besides a prime location and easy accessibility to transport hubs and key local attractions, the modern traveler expects a lot of added value from a hotel stay – especially one with a tight schedule or a first-time visitor to a city.

Taj Cape Town, with a prime location in the heart of the historic inner city, offers a luxury base that is both sophisticated and secure. The design of the property was inspired by the sensitive restoration of two of the city's finest heritage buildings complemented by a thoroughly contemporary skyscraper. The vast majority of the hotel's suites, guest rooms and private residences offer magnificent views either of the city or Table Mountain. Rooms in the tower section of the hotel all have private, walk-out balconies. The city's iconic mountain was recently named one of the New 7 Wonders of Nature.

While the city offers numerous accommodation choices at different price points, ranging from small guesthouses to large hotels, the benefits of checking into a luxury, full-service hotel should not be overlooked. Most of the value-added services and amenities associated with a large hotel are included in the room rate, adding value on many levels.

Taj Cape Town is part of the exclusive Taj Hotels, Resorts and Palaces group, a leading global brand with a solid reputation and proud heritage of service excellence that dates back to 1903. As a fully-fledged five-star hotel, Taj Cape Town offers the business and leisure traveler a wide choice of in-house services and amenities for both relaxation and business purposes, coupled with privacy and security. The convenience of 24-hour assistance, be it maintenance, security, in-room dining, front desk, concierge, or housekeeping, may seem insignificant but counts for a lot in an emergency situation or when guests need to check in or depart at odd hours of the day or night. Highly knowledgeable about the city and what it offers, the Taj concierge team are there to handle all guest requests, from securing a restaurant booking to summoning a doctor at a moment's notice. Access to guest floors is controlled by the use of key cards, which have to be swiped in the lift to gain access to a particular floor. Nobody can access a floor unless it's the floor they are staying on, adding to a sense of security particularly for female guests travelling alone.

SOUTH AFRICA

STUDIO 701 / 2
THE STUDIOS @ 4 LOOP
Nº. 4 LOOP STREET
CAPE TOWN
8001

PO BOX 15718
VLAEBERG
8018

T +27 21 418 2466
F +27 21 418 2492



DUMMETT
COMMUNICATIONS CC
MEMBER: CRAIG DUMMETT
REGISTRATION Nº.
2009/066782/23

The anonymity of a large hotel suits many travelers who appreciate being able to come and go from their rooms without feeling obliged to be cordial or sociable as one would in a smaller establishment. Taj Cape Town goes one step further with the Executive Taj Club, comprising 13 rooms and various suites with an Executive Club Lounge providing a selection of services and facilities on a complimentary basis, including private in-room check in, welcome drinks, evening canapés and cocktails, private breakfasts, daily international newspapers and a selection of glossy magazines, and a dedicated 24-hour butler service.

From a business perspective, Taj Cape Town provides seamless meeting and conference services with state of the art technology to ensure the highest levels of professionalism, convenience and discretion. Its well-appointed meeting and function rooms situated in the two historical buildings are complemented by a technologically advanced business centre with an in-house IT experts and secretarial service on hand. Fast and reliable Wi-Fi is a given throughout the property.

A fine choice of restaurants and bars characterizes Taj Cape Town. Leading off reception is the 24-hour lobby lounge and bar with a separate Cigar Lounge. Bombay Brasserie is an intimate, romantically lit specialty restaurant with authentic Indian cuisine served fine dining style. For everyday dining with an edge, Mint Restaurant with local and international cuisine offers a choice of split-level indoor dining spaces complemented by al fresco tables under the trees on St Georges Mall, a spectacular wine cellar and a show kitchen serving breakfast, lunch and dinner. The upbeat and relaxed atmosphere of the Twankey Bar, together with direct street access draws the local business community for post-work drinks paired to delicious tapas.

The hotel's fully equipped fitness centre has a Technogym, personal trainer services and a 15-metre heated indoor pool for those who want to maintain a workout regime while travelling. For relaxation and self-improvement, the beautifully appointed Jiva Grande Spa occupies 650 square metres and offers authentic beauty and body treatments delivered by a highly experienced team of therapists.

If location and accessibility are considered key, then Taj Cape Town has the advantage of being within walking distance of the city's legal and business districts, Parliament and the historic Company Gardens. In fact, the hotel is within walking distance of a wealth of heritage sites, museums, galleries, street markets, restaurants, bars and trendy retail emporia. Popular 'Footsteps to Freedom' guided city walking tours depart daily from the lobby of Taj Cape Town, and tour guides are on hand to assist guests with their sightseeing plans. The city's Foreshore district, home to corporate head offices and the Cape Town International Convention Centre, and the V&W Waterfront and Table Bay Harbour are all easily accessible. Taj Cape Town offers complimentary private transfers, subject to availability, and the convenience of valet parking. Cape Town International Airport is 20 minutes' drive from the city centre, and the allure of the Cape Peninsula's white-sand beaches, scenic coastal drives and award-winning vineyards are all within striking distance.

