



PRESS RELEASE

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LUXURY HOTEL, CULTURAL MUSEUM UNITE

Super luxury hotel Taj Cape Town has partnered with premier cultural heritage institution, Iziko Museums of South Africa (Iziko). Through this partnership, guests will be given the opportunity to experience specialised, 'behind the scenes' tours. The tours will focus on how historical institutions are curated and managed in the Mother City.

The newly formed collaboration will create a cultural route, aligning the efforts of both Taj and Iziko, focusing on the inner city and what it offers. "The collaboration between Iziko and Taj Cape Town will now be offered in a more strategically packaged way. This makes information attractive, accessible and 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 of Iziko Museums of South Africa, strongly emphasises that heritage institutions span both the cultural and socio-economic spheres of our society. She is firm in her belief that these spheres play a key role in driving South Africa's 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 states.

The Taj Cape Town, born of a sensitive restoration of the old Reserve Bank and the Temple Chambers building, has its roots deeply entrenched in history and tradition. Defined by the emotional and unique equity of its iconic and authentic structure, the hotel lends itself to the creation of memorable experiences for all who stay there. Taj Cape Town is the local component of the international chain of Taj Resorts, Hotels and Palaces. Many of them are housed in historic buildings and locations, and frequented by those who value all aspects of culture and heritage.

Taj also offers the Footsteps To Freedom walking tour. This walk is perfect for anyone wanting to gain insight into our complex cultural and political history, whether they be a local, or a tourist visiting for the first time. Scenic highlights of the historic Old City will create a 'first-hand' experience that will help build knowledge and understanding. The Specialist City Guides use the bustling streets of Cape Town to develop the South African story of Dutch and British rule, slavery and apartheid, freedom and democracy. Taj prides itself on administering hospitality, heritage and memory. These unique features enrich the hotel's guests and their experiences by providing a sense of place and history.

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

For more information on Taj Cape Town visit www.tajcapetown.co.za or call [+27 21 819 2000](tel:+27218192000).

About Taj Hotels Resorts and Palaces

Established in 1903, Taj Hotels Resorts and Palaces is one of Asia's largest and finest group of hotels, comprising 95 hotels in 54 locations across India with an additional 16 international hotels in the Maldives, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa and the Middle East. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury.

For more than a century, The Taj Mahal Palace, Mumbai, the iconic group flagship has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Resorts and Palaces is part of the Tata Group, India's premier business house.

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, please contact:

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