

September 2014



Taj Cape Town takes top honours again

Taj Cape Town continues to set the gold standard for ultra-luxury, inner-city accommodation, winning the prestigious SATOA Award for Best Hotel.

Rewarding the very best in travel options to Southern Africa and the Indian Ocean, the South African Tour Operator Association (SATOA) Award Ceremony was held in London on Thursday 18 September 2014, and Taj Cape Town came out trumps against a competitive field collecting the award for the Best Hotel over 20 rooms.

“This award is a coveted validation of our vision to establish a world class luxury hotel in the heart of Cape Town’s historic precinct, and is a direct result of our team’s passion and commitment to achieving this goal,” remarks Taj Cape Town’s General Manager, Michael Pownall, who has led his team as General Manager from the hotel’s opening in 2010.

“This year’s winners were voted by our members and travel industry partners with judging independent of SATOA, and it gives great pleasure and pride to recognise the fantastic achievements of the best in Southern Africa travel” said SATOA Chair, Tesna Simonsen. Formed in 1982 and managed by a committee in the UK on behalf of its members, SATOA is a leading professional association in the travel and tourism sector and is geared towards promoting travel to Africa and the Indian Ocean Islands.

Director of Sales and Marketing, Willie Williams, is delighted with the Hotel’s stellar performance on the international stage. “SATOA must be commended for showcasing the best that South Africa can offer. This award illustrates how Taj Cape Town’s focus on creating the ultimate luxury hotel in the heart of Cape Town resonates with the tourist from the UK; traditionally one of our biggest markets since the hotel opened just over 4 years ago.”

Cape Town’s rich heritage and cultural history plays a starring role in the Taj Cape Town’s long list of attractions. Neighbouring the Houses of Parliament, St George’s Cathedral and Cape Town’s National Library, Art Gallery’s and Museum’s; Taj Cape Town is a proud product of the meticulous refurbishment of the South African Reserve Bank and the Temple Chambers, and transformed two of Cape Town’s grandest heritage buildings into a Cape Town’s finest luxury hotel.

SATOA’s membership spans airlines, tour operators, travel agents and luxury accommodation providers in the United Kingdom, Africa and the Indian Ocean. There were only eight categories in this year’s contested competition, and the award winners all represent the pinnacle of service excellence. “Taj Cape Town is keeping with distinguished company among the award winners, and we are honoured to add this prestigious award to the Hotel’s growing list of accolades,” comments Pownall.

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 over a century The Taj Mahal Palace in Mumbai, the iconic 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.

For more information please contact:

Willie Williams

Director of Sales and Marketing - Taj Cape Town

021 819 2000

Willie.williams@tajhotels.com