



# CCCC opens for business

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 1 200 delegates in one venue (1 900 pax 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 600 in total; all within walking distance from the Conference Centre.

In addition to this, there has been a substantial private equity investment of R1-billion into this mixed-use development in the Bridgeways precinct, exposing Century City to a global audience giving local businesses the advantages of the spill-over 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, **Derek Hanekom**; all in agreement that this new development is key to promoting business travel to the Western Cape.

Joint chief executive officers **Glyn Taylor** and **Gary Koetser** have travelled the globe extensively, not only in an effort to draw 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 Mr Koetser, who said: "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."

Mr Taylor said: "We believe 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." ■

