



## CAPE HOTEL TRILOGY ENTERS NEW SYNERGY

FOR IMMEDIATE RELEASE

South Africa, Cape Town, June 2010; THE iconic Cape hotel trio of the Vineyard Hotel & Spa, the Townhouse Hotel & Conference Centre and the d'Ouwe Werf Hotel have a bold new marketing strategy in place – to secure an even greater share of the domestic travel market. By appointing Southern Spoor and Lets Go There marketing companies, the hotel group will focus heightened attention on the Gauteng and Western Cape markets across all sectors – from corporate and conferencing to incentives and leisure.

Group Sales and Marketing Executive for the Vineyard, the Townhouse and d'Ouwe Werf, Rick Taylor, says: "From a sales and marketing perspective, for the next 10 years we have established some humungous and ambitious goals! Our vision statement is that we see the three hotels positioned as being amongst the Cape's leaders when it comes to fine hospitality, accommodation, conferencing facilities and food and beverage. To bring our passion to light in a compelling way, we need to up our game particularly from both a sales and a marketing perspective."

Taylor says the hotel trilogy will focus on its core domestic market, with a current emphasis on Gauteng and the Western Cape. While Southern Spoor has been appointed to concentrate on marketing in the Gauteng region, in addition to Leisure Marketing Services "because it's the economic engine of South Africa", Lets Go There will focus specifically on marketing the properties to tour operators, PCO's and DMC's in the greater Cape Town area.

Southern Spoor director, Anita Vernes is delighted at the synergy and says: "The Group wants to spread the footprint of these three prime properties to corporates, travel agents, tour operators and professional conference organisers across Gauteng – and this is exactly what we will do for them. The products are unique in what they offer: d'Ouwe Werf is an historic and iconic Stellenbosch property, the Vineyard is a landmark product in the great location of Newlands, with world class facilities for business or leisure guests, and the Townhouse in the CBD of Cape Town epitomises contemporary chic and is one of the finest urban hotels in the country. Importantly, we are working with a group who has an extremely professional approach to business and is completely passionate about their products."

Lets Go There owner, Martina Barth, is proud of the company's appointment to promote sales and marketing for the hotel trio in the Western Cape. With 17 years of sales and operations experience in the tourism industry, Barth is well placed to market the group to tour operators in the region. "I believe there needs to be a good mix of clients between domestic and international, corporate and leisure, because they all travel at different times and all have different needs. With this mix you are also less sensitive to any changes in the industry."

In the next five years, the group will also be unveiling a strategy built around a 'three R's' strategy, adds Rick Taylor. "We are repositioning the Vineyard towards the luxury suites, junior suites, mountain facing, courtyard and villa sector, so by 2015 we will be nicely placed in this market with our 207 rooms – our aim being to drive a higher yielding market. Then we are re-launching and re-branding the Townhouse and its 106 rooms, all recently tastefully redecorated. And d'Ouwe Werf is going to enjoy an exciting major rebuild. The Group plan is to take this unique property with its rich heritage and rebuild and re-engineer the offering to present an exciting new product to the hospitality industry before 2015. Business will continue as usual during this investment process."

The massive shareholder investment across the group's three properties clearly demonstrates the depth of confidence the Group has in both South Africa and the tourism sector. "We are working towards the AIDA principle," says Taylor, "to promote awareness, interest, desire and action. This is where we are heading with our hotel trilogy. To ensure this, we need to accelerate our marketing efforts." Which is exactly what has been put in place through the group's partnerships with Southern Spoor and Lets Go There. It's an ideal synergy, fuelled by electricity and complete professionalism.

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