

Strand Tower Hotel to be rebranded as Holiday Inn, Cape Town's first

The InterContinental Hotels Group (IHG) has announced, in partnership with Leisure Hotel Holding (Pty) Ltd, the signing of the first Holiday Inn Cape Town. Currently operating as Strand Tower Hotel, the property is expected to be rebranded as Holiday Inn later this year. The signing is in line with IHG's strategy to increase its brand's visibility and franchise estate in South Africa.

Located in Cape Town's Commercial Business District (CBD), where weekday business is driven by corporates and weekend through leisure, Holiday Inn Cape Town will provide easy access to attractions such as V&A Waterfront, entertainment centres, government offices, and will offer panoramic views of tourist attractions such as Table Mountain, Lions Head and the city harbour.



Image Source: [Booking.com](https://www.booking.com)

With 242 rooms, the hotel will serve all-day dining with buffet-style meals and a selection of award-winning estate wines from the nearby Cape Winelands and is equipped with a gym, sauna and steam room. For business groups and travellers, the hotel offers two large conference rooms and four break-away rooms that are ideal for training and discussion groups.

Growing the IHG footprint

The locality of Holiday Inn Cape Town makes for easy access for corporate travellers into one of South Africa's economic hubs. In addition, Cape Town has the second busiest airport in South Africa with direct flights from Paris, London and Dubai and good connections with various airlines.

"This partnership is aligned with the strategic expansion of the Holiday Inn brand as well as growing IHG's overall footprint in South Africa. In support of this goal, we are delighted to be working with Leisure Hotel Holding, which has a proven track record in high-quality and strong performance in the hospitality industry.

Strengthening destination offerings

"The Holiday Inn brand has been a success story for IHG, across the globe, so we are excited to be bringing this brand to one of the strongest business and leisure destinations in the country for the first time, to build on the brand's success," says Rajit Sukumaran, chief development officer, Asia, Middle East and Africa.

Theo De Zeeuw, managing director, Leisure Hotel Holding said: "In order to maximise further growth opportunities in South Africa, we are excited to be adding Holiday Inn to our portfolio here in Cape Town. Holiday Inn is one of the world's most recognised brands strengthened by IHG's strong, global distribution system, best in class revenue management tools and a clear focus on training and empowering employees to serve guests to the best of their abilities."

Across the Middle East and Africa, there are 32 Holiday Inn Hotels & Resorts open and an additional eight properties due to open within the next three to five years. Globally, there are close to 1,200 Holiday Inn Hotels and Resorts open, with a further 262 due to open in the next three to five years.

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