

Premier Hotels & Resorts continues rebranding in 2017

As part of the second phase of a nationwide rebranding across all properties that took place in 2016, Premier Hotels & Resorts has changed Premier Hotel Cape Manor to Premier Hotel Cape Town.



Samuel Nassimov

“Following some significant changes to the group’s properties, we are continuing the roll-out of our overall rebrand - starting with our Cape Town property. Apart from the changes made to the logo, signage and online presence of Premier Hotel Cape Town, we will be commencing refurbishments in April,” notes managing director, Samuel Nassimov.

Founded in 2003, Premier Hotel Cape Town can look forward to a new appearance that will be in line with Premier Hotels & Resorts’ goal to consistently provide world-class Africa. The changes will include upgrades to the reception area, rooms and interior. “Reflecting true African hospitality will be a key goal for the new design. With the hotel’s east wing - the former Wingate building next door that Premier acquired – having a modern, contemporary look, we will update the rest of the hotel’s classic tone to match this style,” says Nassimov.

Located at the base of Signal Hill and Table Mountain in the much-frequented suburb of Sea Point, Premier Hotel Cape Town is closely situated to many of the Mother City’s top attractions, from the V&A Waterfront and Robben Island Museum, to Cape Town International Convention Centre (CTICC) and various popular eateries.

“This convenience, together with our loyal team that ensures that outstanding service is delivered without compromise to guests, attributes to the success the property has enjoyed over the years,” adds Nassimov.

He concludes: “We have a loyal group of overseas visitors interested in Cape Town, and with local support also growing, we are looking forward to bringing our guests an even better hospitality experience in 2017.”

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