

# Cape Town Stadium launches business lounge

Cape Town Stadium, as part of its commercially drive, has launched its new business lounge. Following global trends, this shared-space hospitality experience is tailored to be flexible to suit the individual's needs.



Image Supplied.

"Despite how Covid-19 has limited us, the stadium team has been focused on readying itself for Western Province Rugby's arrival, and in turn an extended calendar of events, including WP Rugby senior professional home matches, soccer matches and concerts.

"We're looking forward to the post-Covid-19 era when we can bring spectators and concertgoers back into the stadium to enjoy a host of exciting events we're eagerly waiting to roll out. With this latest offering, we've refined our spectator experience to offer something far more spectator focused in nature; it's fresh, modern and appealing at the same time," says Lesley de Reuck, CEO of Cape Town Stadium.

The business lounge has been fully renovated and lends itself to creative and unique experiences, both for bowl events and for private functions.

While the date on which spectators will be able to return to the stadium remains unclear due to Covid-19, interested parties can either come and view the facility or participate in a virtual tour. They can also complete an "expression of interest" which will ensure they're able to select their preferred seats and secure them.



Rendered Image.

The stadium anticipates this will be around June 2021.

Completed 11 years ago to host some of the first 2010 FIFA World Cup matches, Cape Town Stadium has built up a legacy of hosting world-class sports events, including the World Rugby Sevens Series, Roger Federer and Rafael Nadal's Match in Africa, and Premier Soccer League fixtures, playing home to Cape Town City FC and the former Ajax Cape Town FC.

However, over the last year, frequently adjusted and differing lockdown restrictions have mostly prevented large-scale public events from taking place, not only in South Africa but also worldwide, forcing stadiums to re-evaluate and adjust what they offer and how they remain viable.

"We watch as progress is being made opening stadiums in various countries around the world," explains De Reuck. "The governments of the USA and China have started allowing smaller numbers of fans back into stadiums, a sign of hope and also the start of a blueprint for how it can be done. Last month's Super Bowl, which hosted 25,000 fans in Tampa's 60,000+-seater Raymond James Stadium, is a case in point, and we're following them closely, along with China and its football-league matches."

## **Covid-19 health and safety protocols**

De Reuck believes that if stadiums operate responsibly on a limited-capacity basis, and uphold Covid-19 health and safety protocols, then the re-entry of spectators is possible. "But this takes working with national government and the industry, and ensuring at the same time that spectators return to stadiums in a responsible and safe manner."

With pandemic-linked restrictions now eased to Level 1 as per the guidelines set down by the Disaster Management Act, the stadium hopes that the reopening of stadiums and events will become an element for consideration by government. Until then, the management of Cape Town Stadium will continue to play a meaningful role in society.

Last year, the stadium became the province's main repatriation centre for over 10,000 foreign nationals needing to get home as strict Covid-19 lockdown restrictions came into effect.

"I think it would be true to say that we've demonstrated our ability to run, manage and uphold Covid-19 health and safety protocols, and we will absolutely continue to do so with the hosting of football and rugby matches under current Covid-19 guidelines," notes De Reuck. "We take our prescriptions from national government on a daily basis, and we are hopeful that spectators will be allowed back into stadiums in some shape or form from the second half of this year."

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