

# Marriott International's European-inspired lifestyle brand opens in Cape Town

Marriott International has opened the AC Hotel Cape Town Waterfront; marking the debut of the brand in the Middle East and Africa. Owned and developed by the Amdec Group, the hotel is located minutes away from the Victoria & Alfred Waterfront and is a 25-minute drive from Cape Town International Airport.



"We are delighted to open our very first AC Hotel by Marriott in Middle East and Africa in Cape Town, further strengthening our long-standing partnership with the Amdec Group," said Alex Kyriakidis, president and managing director, Middle East and Africa Marriott International.

"The opening of this hotel reinforces our commitment to driving growth for our lifestyle brands in South Africa in response to a continued demand from discerning travellers seeking hotels with style and functional design, while also providing unique and authentic experiences."

Commenting on the announcement, James Wilson, Amdec Group CEO says: "We are proud to pave the way for Marriott International's growth plans in South Africa and help to open up new markets for the world's leading hotel company and its many loyal guests from around the globe."

"The Yacht Club mixed-use development, where the AC Hotels by Marriott is situated, is the second property in our portfolio to welcome Marriott, with Melrose Arch in Johannesburg being the first, and Harbour Arch in Cape Town, to follow.

"We are thrilled with the opening of AC Hotel Cape Town Waterfront and believe it will provide another great place for international tourists to stay when visiting the city. It is exciting to be part of creating new dimensions for hospitality and tourism in the country and, by doing so, provide more opportunities for visitors and locals alike."



With 188 spacious designed rooms, the AC Hotel Cape Town Waterfront introduces a "new way to hotel", housing the signature AC Lounge, a creative hotspot by day and social hub by night that serves local craft and signature beverages.

Other features include the AC Library, a quiet space lined with reading material, and a fitness centre. Located within walking distance from the Cape Town International Convention Centre, the hotel also features four flexible meeting rooms and a boardroom with a total of 250 sqm of event space.

"With the Spanish heritage of the AC Hotels by Marriott brand, our design-driven hotel brings new inspiration to the city," said Michael Liffmann, general manager of AC Hotels Cape Town Waterfront.

The hotel's green status also sets it apart from other Cape Town-based hotels, with green initiatives comprising a desalination plant; population sensor lighting to save power; heat pumps to supply hot water, eliminating the use of heat elements, as well as biodegradable straws and packaging.

"In the age in which we live, we cannot ignore that our natural resources are being depleted faster and faster, before we're even able to identify replacements or alternative methods. At AC Hotel Cape Town Waterfront, we are committed to introducing green initiatives to help save our planet and conserve it for future generations," added Liffmann.