

Cape Town boutique hotels get global recognition

Cape Town's boutique hotels came out on top in this year's TripAdvisor Travelers' Choice Awards Best Hotels with one, Villa Zest Boutique Hotel in Green Point, being voted the Trendiest Hotel in the World.



(Image: SA Tourism)

Protea Hotel Fire and Ice is number 11 on the list of Trendiest Hotels. Derwent House Boutique Hotel in Tamboerskloof and Blackheath Lodge in Sea Point are numbers 5 and 18 respectively on the list of the 25 Best Hotels in the World. Both properties plus Zinn1 Kensington in Oranjezicht also got the nod in the Best Service category.

"What a great achievement as these awards are given based on the experience of visitors and not by industry peers. What kept on coming up in users' testimonials was the attention to detail, innovative design and the personalised service visitors received at each establishment. I want to congratulate the staff and management of these properties for their efforts. I would like to also thank them as the whole destination will be reaping the benefits of their contribution to tourism service excellence," says Alan Winde, MEC for Finance, Economic Development and Tourism.

Top destinations

"These establishments' world-class offering and service mean that Cape Town and the Western Cape remains among the top destinations in the international arena. Their prominence among the top hotels, chosen by TripAdvisor users, gives credence to Cape Town being named TripAdvisor's Best Tourism Destination in 2011," adds Calvyn Giffellan, CEO of Cape Town Routes Unlimited, destination marketing organisation for Cape Town and the Western Cape.

According to Michelle Cronje, general manager of Villa Zest Boutique Hotel, the number of views of the property on TripAdvisor has shot up dramatically.

"Where we would average between 40 and 50 views per day in the past, we have had more than 200 views since the awards were announced." She ascribes their success to the fact that the hotel is themed ('70s Bauhaus), well designed and

they go out of their way to satisfy their customers. "Our motto is: 'There's nothing we can't do'," concludes Cronje.

List of awards secured by Cape Town hotels per category

Top 25 Best Hotels in the World

5th: Derwent House Boutique Hotel

18th: Blackheath Lodge

Top 25 Trendiest Hotels in the World

1st: Villa Zest Boutique Hotel

11th: Protea Hotel Fire and Ice!

Top 25 Best Service Hotels in the World

6th: 2Inn1 Kensington

8th: Blackheath Lodge

17th: Derwent House Boutique Hotel

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