

Velmore continues to enjoy steady growth

THE conference market continues to grow at Velmore Estate, says **Heinz Mulder**, general manager.

He said the Estate, situated on the west side of Centurion, has had a constant demand for conferences since it opened, with some of the big names such as Woolworths and Oracle having enjoyed the Estate's wide open spaces.

Mr Mulder is positive that the venue will see an increase in demand for conferences once the hotel opens in December 2006.

The hotel will have 38 twin suites and 10 luxury suites with large en-suite bathrooms and one specialist paraplegic suite. All suites will be individually air-conditioned and all have a patio or balcony with breathtaking views of the estate and surrounds. Depending on demand, Velmore is considering opening up a second hotel on site which would probably boast around 100 rooms.

At the moment, Mr Mulder said the primary market remains the corporate market for conferencing and teambuilding. "However, with

the European look with South African hospitality, we do have a huge demand for wedding business," he said.

Interestingly, he said Velmore was finding a trend that had shifted from a very formal market to a more relaxed "networking" market as there were a lot of teambuilding and cocktail functions.

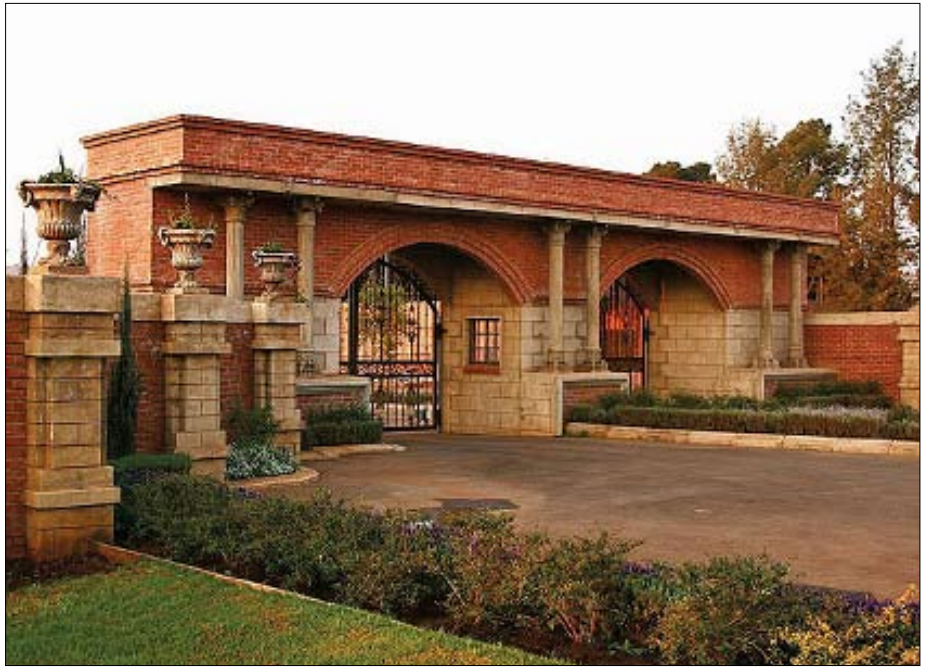
As part of Velmore Estate's conferencing and teambuilding marketing drive, Velmore Estate launched a PCO incentive earlier in the year. The top four PCOs will be rewarded with

prizes to the value of R300 000. This competition runs until February 2007.

Mr Mulder said the incentive is going well, "but we would like more conferencing business and to assist the PCO we have created an enticing corporate year-end package.

"We have already had an influx of year-end bookings and would like to encourage corporates to book early in order to avoid disappointment."

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Taking the lead...

Velmore Estate's primary focus is the conference and corporate events market and as an incentive has launched a competition to reward its top four PCOs with prizes to the value of R300 000. The winners will be announced in February 2007.

Velmore PCO Leaderboard

1. Johannesburg Conferences
2. Venue Finders (Gauteng)
3. Pie Event Management