

Velmore Hotel

set to open in December

VELMORE Banquet & Conference Estate, located on the west side of Centurion, is well on track with its expansion plans.

According to **Heinz Mulder**, general manager of the Estate, the Velmore Hotel is set to open as planned in mid 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.

The Velmore Hotel has been built with architectural lines and proportions that are nostalgically reminiscent of Sir Herbert Baker and the turn of the century style when Pretoria was in its heyday.

Mr Mulder said: "The Velmore Hotel will provide each guest with an experience of luxury and sophistication that will summon



them back time and again. Our attention to detail and perfect finishing touches will ensure a relaxed stay and a home away from home."

He said since opening the Estate there has been a huge demand for accommodation from the corporate conferencing market. "I foresee this market growing further with the opening of the hotel.

"We hope the opening of the hotel will lead to an increase in bigger corporate companies using our venue for their annual conferences. Many of these corporations have offices countrywide and need a venue which has accommodation."

Mr Mulder said they also hope to grow their weekend leisure market

Officially the hotel's opening will coincide with the PCOs prize giving ceremony that will take place in February 2007.

As part of Velmore Estate's conferencing and teambuilding marketing drive, Velmore Estate launched earlier in the year a PCO incentive. Their top four PCOs will be rewarded with prizes to the value of R300 000.

Mr Mulder said the incentive is going well "but I believe the opening of the hotel will level the playing fields and we may see other PCOs taking the lead."

Velmore will be graded once all the building has been completed. "We want to grade the property in totality," he said. ■

For more information circle 56 on reader enquiry coupon.



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