

CitiSuccess

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The Upper Eastside Hotel exterior



Hotel foyer

Upper Eastside Hotel

TAILORED SERVICE: Meets the demand for stylish and well-priced accommodation

AMANDA COETZEE

IN our fast-paced world, today's business traveller wants more than staying in just another non-descript hotel chain in a room that looks like thousands of others around the globe.

In addition to value for money, individually tailored service is also a priority.

The Upper Eastside Hotel – the first four-star luxury hotel in Cape Town's Woodstock – epitomises this shift towards personalised service in the business travel industry and more than meets the resident's demand for stylish and well-priced accommodation.

"Woodstock!" I hear you exclaiming. Well yeah! Duh?

Previously an industrial area and home to textile factories, this Cape Town suburb on the east side of town has, over the past few years, been the focus of an urban regeneration project attracting several creative and corporate companies to the area.

It has seen the opening of seriously happening venues like The Biscuits Mill which houses restaurants, galleries, clothing and gift stores as well as the not-to-be-missed Neighbourhoods gourmet market on Saturdays.

The R220 million Upper Eastside Hotel and Conference Centre with its 183 rooms forms part of the new Upper Eastside mixed use develop-

It's stunning 'glam-with-a-touch-of-funk'

ment. Its stunning 'glam-with-a-touch-of-funk' interiors contribute substantially to its happening vibe.

During my visit I was fortunate to be housed in one of the 16 loft suites which give a whole new meaning to the concept of hotel accommodation.

These two-storey suites consist of an upstairs bedroom and bathroom and an open-plan lounge and dining area downstairs which could function as a work station or meeting room as they have a basic kitchenette – fridge, designer coffee machine and microwave.

While the Hotel has all the elements that make it a top notch business hotel – eight conference facilities; a business centre; close proximity to Cape Town's International Airport and the city's CBD; easy access to major highways – what sets it apart from many other business hotels is its friendly, efficient staff who offer personalised service and who make every guest feel special. The conference rooms

accommodate small intimate meetings as well as cocktail events for up to 350 guests. Business meetings can be structured around coffee, lunch, dinner or drinks.

As part of a mixed-use property scheme, guests have the benefit of a fully-equipped gym and indoor heated swimming pool; a hair salon and a spa.

The Upper Eastside Hotel also offers the benefit, for business travellers, of a partnership with Hertz Chauffeur Drive for airport transfers and town transport and a hotel shuttle subject to availability. Acclaimed executive chef, Simon Kemp, is responsible for the cuisine side of things. He oversees the contemporary all-day dining at the hotel's Liberty's restaurant and the tapas offerings at the eStreet Bar and Lounge.

Having spent the last fifteen years honing his culinary skills in Europe and SA, Kemp delivers an à la carte and tapas menu to die for.

A visit to Soujourn Natural Spa in the hotel complex turned out to



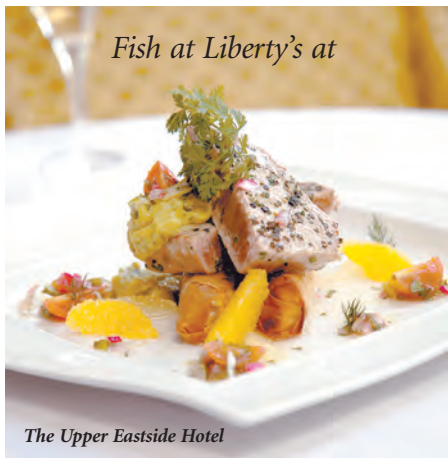
Loft suite

be more than just a relaxing experience. I chose a reflexology treatment from the spa menu. My exceptionally competent therapist Heather Stuart De Lange picked up a condition that had not yet presented itself symptomatically, that I have since been able to address.

The spa prides itself on being a natural, environmentally friendly and holistic wellness oasis in today's busy, stressed world and uses local organic products where possible.

Owner of the spa Diana Carolin trained in London and has treated high profile clients like Nelson Mandela, Natalie Cole, and many other A-list celebrities.

Call 021-404-0570 or e-mail conferenci-ng@uppereastsidehotel.co.za or visit www.uppereastsidehotel.co.za.



Fish at Liberty's at

The Upper Eastside Hotel