



Tourism advances service excellence

9 July 2019

Minister of Tourism, Mmamoloko Kubayi-Ngubane, today handed over the newly acquired grading certificate to the luxury 5 star Silo Hotel in the Victoria & Alfred Waterfront. This follows the revision of grading criteria earlier this year.

As part of the Tourism Grading Council of South Africa's (TGCSA) enhanced grading standards which were implemented on 01 April 2019, a 5-Star Premium grading status was introduced. This is earmarked for graded establishments in South Africa which epitomises the essence of luxury in both product quality and service standards. This aspirational level, reserved for the most luxurious products offerings in South Africa, allows for the recognition of exceptional 5-star properties. The Silo Hotel is now one of only 4 establishments to boast this accolade in South Africa and the first one in Cape Town. This luxury hotel is situated in the grain elevator portion of the historic granary complex in the Waterfront.

Graded establishments assure tourists of a quality service and experience while further positioning our country's competitiveness in the global tourism market. "A vital aspect of hospitality is service excellence as this has a huge effect on the visitor return rate" said the Minister. Service excellence is integral the tourism value chain as it contributes directly to growth and development of tourism. "A thriving South African tourism sector contributes to the economy, to employment and social cohesion" the Minister concluded.

This grading event is in preparation for the Department's first budget vote of the 6th Parliament which will take place on 10 July at 14h00

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