

FAIRCITY HOTELS & APARTMENTS

# PRESS RELEASE

## Faircity welcomes a new member to the family

Faircity Hotels and Apartments welcomes a new member to its growing family of hotels and serviced apartments. The Faircity Junction joins the group under the Serviced Apartments brand, accommodating short and long-term stays. The new addition, opening 1 March 2017, is situated in the leafy and upmarket suburb of Menlo Park, Pretoria.

The hotel group now comprises six properties: Faircity Falstaff and Faircity Quatermain in Sandton; Faircity Mapungubwe in the inner city of Johannesburg; Faircity Roodevallei, Faircity Grosvenor Gardens and Faircity Junction in Pretoria.

Contemporary and spacious, the newly built Faircity Junction offers 23 fully-serviced, luxury apartments that are airy and filled with light, perfectly equipped with a kitchen and modern appliances. Shades of grey are tastefully blended to create a calm and peaceful space, with an exposed brick wall to add a pop of colour to the living room area. A flat screen LED TV with DStv and Wi-Fi comes standard, and the bathroom offers a large shower.

The one-bedroom apartments range from 38-45sqm, with varying configurations. Homely touches, together with the convenience of hotel facilities and services, make this self-catering accommodation the perfect combination. Each apartment comes with the added value of a 1m x 1m storage unit, ideal for longer-term stays. Secure, undercover parking is provided below each block, so there are no ground floor apartments. Access to the apartments is controlled by 24-hour security guards. In close proximity to the highway, Faircity Junction is located in a safe and convenient area, surrounded by many attractions, restaurants, shopping malls and corporate companies nearby.

Indulging in retail therapy is easy, with eight shopping centres in a 5km radius, the biggest of these being Menlyn Park Shopping Centre. An eclectic array of eateries are located within a 2km radius, providing dining options to meet every culinary desire. The Atterbury Theatre and State Theatre are both less than 10km from Faircity Junction, and two of the most famous tourist attractions in Pretoria are also nearby, namely the Voortrekker Monument and the Union Buildings.

Faircity Hotels and Apartments has created a hotel fund in partnership with successful entrepreneurs and property developers, Louis van der Watt and Gideon Oosthuizen, who bring a wealth of experience to the fund. The management of hotels under the Faircity brand is an extension of the fund and will form an integral part of the growth strategy. The Faircity Junction is the first new hotel to be managed by the fund, which the group will grow over the next five to ten years.



There will be a three-pronged approach to expansion: to acquire 4-star hotels with 100 or more rooms; to manage 3, 4 or 5-star hotels with 50 or more rooms on behalf of smaller groups or owner-operators; and any other hospitality projects that would benefit the fund.

The Faircity Junction is thoughtfully designed and well built, with very high quality furniture and décor. The property brings great value to the group and fits perfectly within the Faircity brand, contributing something unique to the area.

“With its location on Atterbury Road, which is a major thoroughway, Faircity Junction is ideally located near the highway for easy access to other areas. Yet the upmarket suburb of Menlo Park provides a relaxed environment, with shopping centres and schools nearby. We believe this is a unique selling point and always seek to highlight what makes each of our properties stand out above the rest”, explained Lukas van der Westhuizen, Chief Executive Officer at Faircity Hotels and Apartments.

Service is of utmost importance to Faircity and they adopt a tailor-made approach to satisfying their guests’ needs. They call their methodology ‘Service by Design’, whereby they strive to ensure that everything they do addresses guests’ expectations and their constantly changing needs. Creating a dialogue with guests and staff is central to this methodology. By evaluating the valuable feedback received, Faircity is able to design a more personalised and remarkable experience for their guests.

Faircity Junction has been developed by D-Kon Properties as sectional title rental pool units. D-Kon Properties offers investors the enviable opportunity to become hotel owners, without having to take on the risk of owning an entire hotel. Phase 1 has already sold out, with Phase 2 to be launched soon. The units provide an excellent opportunity to invest in an area that is seeing favourable growth and development.

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