



Press release

PKF hotelexperts finds management firm for The Winchester luxury boutique hotel in Cape Town

Cape Town, 16th June 2021 - PKF hotelexperts, a global leader in hospitality consulting, has been engaged to find an independent operator to manage the newly refurbished The Winchester (www.winchester.co.za), formerly known as Winchester Mansions Hotel, on Sea Point's picturesque promenade.

After a rigorous selection process, starting with 10 suitors, Newmark Hotels, a well-established Cape Town based hotel operator, was chosen as the preferred new manager. "I am heartened with the great quality of operators we spoke to and negotiated with!" says Nils Heckscher, Head of Africa for PKF hotelexperts. Operator search is one of PKF's key competencies, a service not very well known in the Southern African context. The owner centric approach assists owners to find the right operator and/or brand for their hospitality product and to negotiate the best possible outcome for both parties.

"Together with my colleague **Stefan Catic**, who heads our international operator search department, we had very good discussions as well as tough negotiations, with a variety of operators focusing on the benefit for the owners of The Winchester. We are delighted to have secured the services of Newmark Hotels who bring great hospitality and marketing skills to the project as the industry emerges from the devastating effects of Covid 19."

"Recognising **Nils'** history with the hotel, PKF hotelexperts were engaged to assist us with this process and we're glad we did. They provided us with an unbiased, well thought-out process that led to us appointing Newmark Hotels as the chosen operator for our hotel. Employing the right operator is key in these competitive times and we look forward to working with Neil Markowitz and his team." comments **Frances E. Wainford**, owner of The Winchester.

The Winchester is an iconic hotel dating back to the 1920s, built in mock Cape Dutch architecture and just completed a full refurbishment of all its 76 bathrooms,



passages as well as the entrance and its secluded courtyard the hotel is famous for. The new operator plans to re-open the hotel at the beginning of October, welcoming back many regulars and new curious guests to a new version of an old favourite.

Further information on PKF hotelexperts:

PKF hotelexperts is an internationally recognised market leader in hotel consulting and - alongside PKF livingexperts (serviced living consulting) and PKF tourismexperts (tourism consulting) - part of the PKF hospitality group. With 20 offices on all continents and almost 100 years of experience, the PKF hospitality group offers focused consulting services in the areas of hotel, serviced living and tourism investments, including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting.

<http://www.pkfhotels.com>, <http://www.196plus.com>

Contact PKF hotelexperts Ltd:

Nils Heckscher

Head of Africa

Managing Director

M +27832842728

Nils.heckscher@pkfhotels.com

Contact Press:

Martina Rozok

T +49 30 40044681

M +49 170 2355988

martina.rozok@pkfhotels.com

www.pkfhotels.com