



Press release

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Southern Sun introduces Virtual Tour of Arabella, Hotel, Golf & Spa

Southern Sun is proud to introduce a new Virtual Reality (VR) Tour of one of its flagship luxury properties, the Arabella Hotel, Golf & Spa. Located close to Kleinmond near Hermanus and just 60 minutes from Cape Town International Airport, the hotel is an award-winning golf and spa resort with world-class conferencing facilities. The VR Tour uses the latest Virtual Reality technology to provide an innovative virtual walk-through of the entire property's many impressive features, which include one of South Africa's top ten golf courses.

The VR Tour provides a vivid and interactive depiction of what guests can expect to experience at the hotel, with a level of detail that is unmatched. It allows users to navigate the hotel's different room types, explore their facilities and see their views, be they lagoon-facing or garden views. With room sizes starting at 43m², the VR Tour captures the spaciousness of the large, well-appointed rooms, as well as their private balconies, which offer sweeping views of the picturesque landscape.

In addition, guests can explore the hotel's Jumani restaurant, Laguna Lounge and Barnabas Bar, which overlook the swimming pool, gardens and lagoon. The VR Tour of the spa, which offers an indoor hydro swimming pool, enables guests to visit the treatment rooms and pan around, exploring even the finest details, such as the indulgent range of Thalgo and Babor products on offer. The VR Tour enables prospective guests to explore the entire property before they have even arrived – allowing for ease of decision-making and booking with confidence.

Says Southern Sun chief executive, Marcel von Aulock, "Southern Sun is proud to showcase the Arabella, Hotel, Golf & Spa using this impressive technology that provides guests with a real feel for the hotel before they make their bookings. The VR technology is an advancement for the world of travel and hospitality, and we are thrilled to provide this value add to our guests."

Says South African Partner of Gecko Digital Global, Jacques Clarijs, "We are delighted to have been able to provide Southern Sun with this immersive VR Tour of their beautiful Arabella Hotel, Golf & Spa and the exquisite natural environment where it is located. With its stunning visuals, interactive features, and sophisticated technology, this is the first such tour that Gecko Digital Global has created for a hotel group in Africa."

For anyone planning a vacation, business trip, team getaway, wedding or conference at this one-of-a-kind destination, the Arabella Hotel, Golf & Spa VR Tour is the perfect way for guests to make travel decisions with certainty.

Take the VR Tour at www.southernsun.com/arabella-hotel-golf-and-spa to discover everything that Arabella Hotel, Golf & Spa has to offer.

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Southern Sun is Southern Africa’s leading hospitality group comprising an extensive collection of strategically located hotels, resorts, restaurants and conference facilities in South Africa, Africa, the Seychelles, and the Middle East. With a rich heritage of excellence and dedication to delivering service with flair, Southern Sun provides guests with unforgettable experiences at destinations that offer unparalleled variety and scale. The group’s portfolio of brands comprises award-winning luxury hotels such as 54 on Bath, Arabella Hotel, Golf & Spa, the Beverly Hills, Mount Grace Hotel & Spa, the Sandton Sun & Towers and Paradise Sun, as well as renowned brand collections, including Southern Sun Hotels, SunSquare, Garden Court, StayEasy and SUN1 hotels, as well as a selection of Southern Sun Resorts in idyllic settings.

Southern Sun is committed to transformation and is proud to be a Level 1 Contributor to B-BBEE in South Africa – a certification that demonstrates the spirit in which Southern Sun actively contributes to broad-based black economic empowerment through its commitment to maintaining workforce diversity, developing and transferring skills, and providing support to small businesses and local communities. Southern Sun is consciously committed to integrating best environmental practices into its core business strategy and endeavouring to ensure that its conduct meets the needs of the present, while minimising the cost to future generations.

Escape to the world of Southern Sun, where exceptional experiences are created with passion and every day is a celebration. Visit southern.sun.com. Follow Southern Sun on Twitter (@SouthernSunGrp), Instagram (@SouthernSunHotels), Facebook (Facebook/SouthernSunHotels) and LinkedIn (@Southern-Sun).



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