

City Press



Steve McQueen watch auctioned for nearly \$800 000
Worn in the film Le Mans, the

Multimedia Tell us what you think

SEARCH



City Press archive

Splurging for the Games

2012-07-29 10:00

Gabisile Ndebele

The staggering amounts the South African jet set pay for a jolly good time

South Africa's mega-rich are digging deep into their pockets for a luxury experience of the London Olympics games.

While they may not be on par with European financial royalty and their superyachts that have transformed London's East End docks into a "mini-Monaco", our local monied are also not skimping on their A-list experience.

Concierge companies Quintessentially and The Desk have sold an impressive number of packages to those who would rather have a front-row seat to the action than watch it from the living room couch. And the splurge costs up to a quarter of a million rand per person.

Director of The Desk, Carole Day confirmed that "the clients will be attending the games, staying in stunning hotels, eating at wonderful restaurants and, of course, shopping".

Their R250 000 package, which excludes flights, will see clients staying at the five-star Claridges Hotel on Brook Street. The hotel is a favourite among A-listers and has hosted the likes of Brad Pitt, Mariah Carey, Mick Jagger and U2.

While in London, these demanding VIP clients have also opted to be wined and dined at

Recommend You recommend <http://v.aspxerrorpath=%2Fte>

Tweet 2 Share Email Print



US first lady Michelle Obama and former English footballer David Beckham in high spirits as the Olympics get under way. Picture: Olivia Harris/Reuters

Galleries · User Galleries · News in Pictures

MOST READ | MOST EMAILED | MOST COMMENTED

- Malema defends Olympic team
- Motshekga has two weeks to quit - youth
- I'm back when Zuma is out - Malema
- 'Zuma under attack': ANCYL, Limpopo ANC at loggerheads
- Zuma knocks out Malema

For much more of your Sunday's best



"Once the clients have enjoyed their sport event of choice, we've arranged for private shopping expeditions and golf at some exclusive venues," said Day. She added that the VIP experience for the Olympics was not "on the cheap and cheerful side".

"However, London is a fantastic city with a lot to offer and so clients are prepared to pay for the experience."

Related Links

- The damage: In rands and cents
- China win first gold at Games
- Watch - Royal entrance for London Olympics **WATCH**
- Cyclists arrested at Olympics
- Expect four medals: scientist

WEATHER		LOTTERY	
Cpt:	10-15°C	Pta:	8-20°C
Jhb:	5-16°C	Bloem:	2-10°C
Dbn:	13-21°C	PE:	9-14°C

7 day forecasts...

Quintessentially's package costs marginally less at R160 000, including business-class flights, travel insurance and visas to the UK.

According to Quintessentially's Jessica Webb, the package buys you five nights at the exclusive Mandeville boutique hotel with daily breakfasts, two lunches and two dinners.

Clients also get two Olympic event tickets (members can select which events), closing ceremony Category A tickets, a visit to the London Eye for the champagne capsule brunch and VIP Lion King theatre tickets.

The R160 000 is in addition to the annual membership fee of up to R320 000.

Webb believes it is worth the expense. "We cater for whatever the client needs. If they want front-row seats to the games, we have to make that happen, no matter what."

» Tell us what you think: Leave your comment below or comment on our Facebook page or on Twitter @City_Press

» Did you know? City Press has an iPad app. Find us in the app store

- City Press

Read more on: [mandeville boutique hotel](#) | [london olympics 2012](#) | [quintessentially](#) | [luxury](#)

Email article Print article GET CITY PRESS ON: [f](#) Your Facebook profile
SHARE: [f](#) Facebook [t](#) Twitter [g](#) Google [d](#) Digg [D](#) Delicious [Y](#) Yahoo [+](#) More...

▼ COMMENT ON THIS STORY 0 comments

ADD YOUR COMMENT

Comment 1500 characters remaining



Other Stories in Lifestyle...

- Techno chic shack in Western Cape
The iShack was recently pimped with energy-efficient gadgets.
- Travel - A mid-winter thaw
Alison Visser
At the Chef's Table
The Saxon has snaffled award-winning chef David Higgs. Gayle Edmunds tucks into his seasonal, flavourful creations



- » JOBS - FIND YOUR DREAM JOB
- » CARS - SEARCH 1000'S OF NEW AND USED CARS
- » PROPERTY - FIND A NEW HOME



APARTMENTS / FLATS FOR SALE IN Rodepoort, Amorosa Apartments / Flats R 1 900 000



HOUSES FOR SALE IN Gordons Bay Houses R 590 000



HOUSES FOR SALE IN Sandton, Broadacres Houses POA

- » TRAVEL - LOOK, BOOK, GO!
- » KALAHARI.COM - SHOP ONLINE TODAY

Sponsored links

WIN Win R20 000!

kalahari.com

Something for him
A sweet sentiment for the man in your life - send him one of our new booze hampers from beer & biltong to his favourite whiskey. Buy now
Save on all Books, Toys, CDs, DVDs, Games & more!





No textbooks, no problem – principal

Excuse-prone teachers need to take a leaf out of this headmaster's book.



Science made seriously sexy

Meet the brainy beauties who are donning white coats to save the world.



Tiale takes it to Bo-Kaap

It wouldn't be a David Tiale show if there wasn't some dramatic antics involved.



Bittersweet start for Team SA at the Games

Two days into the London Olympics some South African dreams are still in reach.

SERVICES



Call us
We'd like to hear from you



RSS feeds
News delivered really simply



Mobile
City Press on your mobile



Subscribe
Subscribe to City Press

24.com

[Advertorials](#) · [Terms And Conditions](#) · [Partners](#) · [Advertise In City Press](#) · [Contact Us](#)

© 2012 24.Com. All Rights Reserved.

