

Good growth for Protea Hotels

CAPE TOWN-based Protea Hotels, Africa's largest hotel group and winner of Top Hotel Brand of the year 2007 - for a third consecutive year - has experienced considerable growth in the last year. During this time Protea Hotels has added another four top-class hotels to its portfolio and has extended its existing marketing agreement with Hospitality Property Fund (HPF).

According to Danny Bryer, Protea Hotels group

sales and marketing director, it has been a productive period for the hotel group, increasing its market share by opening prestigious hotels in ideal locations. "The extension of the HPF agreement is the fruition of an established relationship with the company."

"We have a proven track record with Hospitality Property Fund and they have recognised our expertise with the marketing of their existing properties."

The HPF deal sees Protea Hotels marketing eight prime properties such as The Mount Grace Country House & Spa (Magaliesburg), The Rosebank (Johannesburg), The Hazyview Hotel (Kruger National Park) The Winkler Hotel (Mpumalanga), The Richards and Bayshore Inn (Richards Bay), The Hluhluwe Hotel and Safari and The Imperial (Pietermaritzburg).

Adding to their existing portfolio of 103 hotels, new

hotels joining the Protea Hotel portfolio in 2007/2008 include the Protea Hotel Colosseum, the

Protea Hotel Kimberley and the Protea Hotel Montrose. The R100 million Protea Hotel Colosseum, situated

on the top two floors of the mixed-use Colosseum building - a growing trend in Cape Town develop-

ments - consists of 62 spacious suites and eight luxurious penthouses with views of Table Mountain.