



Premier Hotels & Resorts' Tourism Growth and Investment Programme Accelerates

Premier Hotels & Resorts - one of South Africa's fastest growing, independently owned hospitality brands - is rapidly gaining momentum in the tourism market with its latest investment programme which is making tour operators in the industry sit up and take note.

New builds are forming part of the investment programme, with the hotel chain investing R90 million to build a brand new 3-star hotel in Bloemfontein and R380 million to construct a 4-star Premier Hotel and 3-star Splendid Inn in Umhlanga. Additional investments are being made in the construction of a 4-star hotel in Fourways and another Premier Hotel in Thohoyandou, Limpopo, a popular stopover en-route to the Punda Maria Gate at the Kruger National Park.

Over and above this, Premier Hotels & Resorts is investing heavily in improving hotels across its portfolio. **Premier Resort Cutty Sark** will be undergoing a R65 million upgrade to restore it to its former glory whilst also adding 50 more rooms, leisure facilities and new conferencing amenities, amongst others. **Premier Hotel The Richards** is also set for a R35 million improvement programme that will revamp the public areas, enlarge and enhance the dining rooms and restaurants as well as result in the construction of a new conference venue capable of catering for up to 650 delegates. **Premier Hotel O.R Tambo** is due for a R7 million transformation that will include an innovative solar energy programme as well as beautification efforts. Premier Hotels & Resorts' East London properties will undergo renovations too, with the **Premier Hotel Regent** receiving new soft furnishings and the **Premier Hotel East London ICC** being repainted and having its public areas redone.

Over the last 18 months, Premier Hotels & Resorts has invested over R300 million to improve hotel standards and facilities across its portfolio, including **Premier Resort Sani Pass**, **Premier Resort The Moorings** and **Premier Resort Mpongo Private Game Reserve**.

With the investment programme also including acquisitions, the Group recently announced the purchase of the **Faircity Hotel Group**, (subject to due diligence and competition commission

approval), which consists of three- and four-star conference hotels and serviced apartments in Johannesburg, Sandton and Pretoria that will add a further 535 rooms to Premier's existing portfolio of over 2,000 rooms.

Premier Hotels & Resorts' Managing Director, Samuel Nassimov, says: "We are seeking to expand our national footprint across the bulk of South Africa's major cities whilst providing a premier product to tourism operators, corporates, government, and of course, private guests. Our investment is also a testament to our confidence in the potential of our great country and faith that domestic and international business and tourism confidence will benefit our Group and the economy in the years to come."

For more information, visit <https://www.premierhotels.co.za>.

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