

Starwood to debut Four Points by Sheraton in Tanzania

Starwood Hotels & Resorts Worldwide, Inc. have announced that it will introduce its Four Points by Sheraton brand in Tanzania with the signing of Four Points By Sheraton Arusha and Four Points by Sheraton Dar es Salaam. Together, the hotels will add more than 230 rooms and significantly expand its presence in East Africa.

“The entry of Four Points to Tanzania is a milestone addition to our rapidly growing footprint in Africa and reflects the strong traction the brand has gained in the region,” said Michael Wale, president, Starwood Hotels & Resorts, Europe, Africa and the Middle East.

Four Points by Sheraton Arusha

Owned by Union Trust Limited, the historic Arusha Hotel founded in 1894 will be rebranded as a 108-room Four Points by Sheraton after completion of an ongoing renovation. Arusha acts as the major tourist gateway to the Serengeti Safari circuit and Mount Kilimanjaro. Set within three acres of tropical gardens, Four Points by Sheraton Arusha will offer guests a peaceful getaway located only a few kilometres from the famous Clock Tower in Arusha, known to be the Center of Africa.



[Image Source: The Arusha Hotel](#)

Four Points by Sheraton Dar es Salaam

Also a conversion from an existing independent hotel, the 126 room Four Points by Sheraton Dar es Salaam is owned by New African Hotel Limited and is located in the central business district of Dar es Salaam, close to the docking area known as the “Harbor of Peace.” Dar es Salaam is a gateway to Zanzibar and other exotic islands of the Zanzibar Archipelago as well as to the Northern Safari territories.



Emil Lie Hatlelid via [Wikimedia Commons](#) - Skyline of Dar es Salaam

Defining elements

Both hotels will offer modern rooms as well as food and beverage options including an all-day dining restaurant and a pool bar. Guests can also experience the brand's signature Best Brews program featuring local beers at the lobby bar and lounge – the ideal spot to watch sports matches and unwind with friends and colleagues. Other hotel facilities include a fitness centre, an outdoor pool and flexible meeting spaces. Both hotels will provide all of the brand's defining elements including the signature Four Points bed, free bottled water in all rooms and suites, fast and free Wi-Fi throughout the hotel, and a breakfast with fresh coffee that helps guests start and end the day right.

Neil George, senior vice president Acquisitions and Development, Starwood Hotels & Resorts, Africa and the Middle East says "With two Four Points by Sheraton hotels currently operating in Africa and eight more in the pipeline, the brand is enjoying great interest from developers across the continent. These signings underpin Starwood's conversion-friendly approach and our ability to convert hotels within a short amount of time as we strive to maximise value for our partners and create experiences for our guests."

The brand recently announced it has crossed the 200th hotel milestone.