

Protea Hotels is *Beeld's* top hotel brand

Beeld has named Protea Hotels as their readers' favourite hotel group in SA. The announcement was made yesterday, 21 November, when the newspaper published the results of a massive reader survey that covered a wide variety of brands and services. Second behind Protea in the hotels category was Hilton Hotels, followed by Holiday Inn.



PROTEA HOTELS

Protea Hotels director of sales, marketing and revenue, Danny Bryer, said it was gratifying to see that the hospitality group's brand messaging of being upmarket, fun and fresh was quite clearly penetrating the consumer market in South Africa.

"Hotel occupancies are on the rise and people are starting to travel again. We look forward to hosting *Beeld's* (and every other newspapers!) readers in Protea Hotels during the coming year," Bryer said.

Protea Hotels is the largest hotel group on the African continent, with more than 120 properties in eight countries.

For more, visit: <https://www.bizcommunity.com>