

Kerzner rebrands top hotels

Kerzner International is launching a new brand, One & Only, for its top hotels aimed at capturing new markets in the luxury resort business and raising the group's international profile, especially in Europe and America.

Butch Kerzner, CEO of One & Only, and his father, hotel and casino magnate Sol Kerzner, Chairman, have put \$400-million behind the new name, which is to be rolled out on 7 December 2002 with a revamp of the Le Toussierok hotel in Mauritius.

Other hotels that are to be rebranded include the St Geran in Mauritius, Ocean Club on Paradise Island in the Bahamas, the Royal Mirage in Dubai and Kanuhura in the Maldives. New resorts under development at Reethi Rah in the Maldives, at Palmilla in Mexico and in Havana, Cuba, will also be branded under the new name. There are also plans for a new resort in Marrakech, Morocco.

"We felt that there was scope for us to grow fairly rapidly in the luxury resort end of our business," comments Sol Kerzner. "We saw two businesses, one the destination/casino resorts like Atlantis and the Mohican Sun [in Connecticut], the other the pure resorts where the international consumer is personally choosing destinations rather than booking through travel agents."

Speaking about the choice of a new brand, Sol Kerzner points out that Sun, while a well-known brand in South Africa, is not known anywhere else. His son, Butch, adds that while they are creating a brand, each of their resorts is unique, 'a one and only'. "The standards of luxury and fun are what cut across all the resorts."

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