

# Premier Hotels & Resorts Group appoints Greater Than

Premier Hotels & Resorts Group, one of South Africa's largest independently owned and managed hotel groups, has awarded its full-service PR & Communications to Greater Than.



"In our 7 way pitch Greater Than was the natural choice and the best fit for Premier Hotel & Resorts Group. With their refreshing strategic approach and personality we are excited to embark on this journey and see a strong marriage between the two brands," says Terry Goosen, Group Marketing Manager, Premier Hotels & Resorts.

"We are excited to be partnering with local hospitality leader, Premier Hotels & Resorts Group and look forward to making a positive contribution to their growing business through our unique results driven approach and PR measurement methodology," adds Galia Kerbel, Greater Than, Managing Director.

Since 1991 Premier Hotels and Resorts has built a fine reputation offering a range of service-orientated luxury hotels and conference venues carefully situated in the mainstream of regional business and travel destinations in South Africa. Premier Hotels & Resorts is one of South Africa's growing independent groups, focusing on key destinations with properties in Cape Town, Knysna, East London, the KZN South Coast, Pinetown, Pretoria, Johannesburg O.R. Tambo Airport and Midrand. The Group also owns a private game lodge in the Eastern Cape and manages the East London International Convention Centre.

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