

Marriott International confirms rebranding of Protea Hotel

To capitalise on the travel aspirations of Africa's growing middle class and an increased presence of international hotel brands in Africa, Marriott International have announced the rebranding of Protea Hotels, including an updated and modernised logo as well as the "by Marriott" endorsement. The brand will now officially be Protea Hotels by Marriott.



Protea Hotel By Marriott - Willow Lake

Marriott's endorsement of Protea Hotels signifies a turning point for the South African-based brand, which Marriott acquired in 2014. Having successfully integrated Protea's systems and operations, Marriott is enhancing Protea Hotels' brand strength and awareness through its endorsement. The rebranding represents Marriott's long-term commitment to evolving Protea Hotels from a strong regional player to a globally recognised brand with international appeal, by leveraging the power of Marriott. Additionally, the endorsement will strengthen Marriott's awareness in Southern Africa by leveraging Protea Hotels' strength the region.

"Travel to and within Sub-Saharan Africa continues to grow at an impressive rate, and Protea Hotels by Marriott is well positioned to capitalise on and drive this trend," said Alex Kyriakidis, president and managing director Middle East and Africa, Marriott International. "Consumer research conducted in South Africa in 2015 confirms that the endorsement of Protea Hotels by a large, international brand company such as Marriott would elevate brand perception and preference, further supporting the strategic move to endorse the brand."

Marriott International's rebranding of Protea Hotels demonstrates Marriott's sustained focus on developing the unique strengths of regional brands and integrating and amplifying those strengths within the broader context of Marriott's global brand family.