



MEDIA RELEASE

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Expansion into Africa: Grand Metropolitan Hotels Adds Over 130 Hotels to Its Portfolio

With the establishment of its own brands for the African market and the inclusion of Rainbow Hotels, Grand Metropolitan Hotels now becomes one of the leading providers in Africa. The company is also promoting the development of talent in hospitality by founding a hotel management school on the continent.

Grand Metropolitan Hotels was recently awarded the title of "World's Finest Upcoming Hotel Company." The Zurich-based hotel group aims to build on this success: Following the acquisition of Hilton Hotel Malabo, it has now also taken over an additional six hotels with over 900 rooms under management in Zimbabwe. The brands African Hotel Alliance (AHA) and African Heritage Hotel Collection (AHHC) will also expand the portfolio.

AHA and AHHC aim to enhance the guest experience by facilitating seamless online bookings for travelers throughout Africa. An online booking engine further provides a comprehensive selection of hotels, resorts, and lodges operated by partners and integrates seamlessly into partner websites to ensure a smooth and intuitive user experience, leading the way in a future-oriented customer journey. Additionally, the innovative platform will feature a secure payment gateway.

Through a holding company founded in Africa, endowed with 20 million euros out of Grand Metropolitan Holding's total capital of 200 million euros, the growth across the African continent will be holistically supported. This company has acquired a 51% majority stake in the Gateway Stream platform.

"We are delighted to collaborate with Grand Metropolitan Hotels to strengthen tourism in Africa. With the launch of our advanced online booking engine, we simultaneously aim to advance digitalization in marketing. Integrating this technology will significantly enhance the overall travel experience of our guests and promote Africa as a top travel destination," says Tendai Madziwanyika, Tourism Group Chief Executive, Rainbow Tourism Group.

Martin R. Smura, founder of Grand Metropolitan Hotels and Chairman of the Board, adds, "Through this groundbreaking partnership, we aim to showcase the unique offerings of our numerous hotels and make them more accessible. We also enable guests planning vacations in Africa and beyond to enjoy seamless booking options."

Grand Metropolitan Hotels also commits to actively creating jobs and educational opportunities. In this context, the company is establishing the Swiss African Academy of Hospitality and Management (SAHM). Here, the hotel group collaborates with the Hotel School of Lucerne



(SHL) to develop talent for the continent's further growth. The courses are conducted online and on campus in Harare. International masterclasses ensure maximum knowledge transfer between the academy and the industry. Martin Barth, Director International Business Development of the Swiss Hotel School of Lucerne (SHL), adds, "Together with the Swiss hospitality expertise of SHL Lucerne, Zimbabwe will be able to focus on the most crucial factor – human capital."

"We are proud to witness this partnership, which has strengthened the growth and competitiveness of our industry in line with the priorities and strategies of our government and the socio-economic development in the country," adds Barbara Rwodz, Minister of Tourism of Zimbabwe.

Grand Metropolitan is also looking to expand its commitment to digitalization in African tourism and will host the first tech event in Southern Africa: The African Hospitality Technology Summit, set for March 2025.

About Grand Metropolitan Hotels:

As a renowned white-label hotel operator, Grand Metropolitan specializes in providing tailored management services and developing hotel and F&B brands tailored to the individual needs of hotel owners and investors. The company's portfolio includes well-known brands such as the Grand Metropolitan Hotel Collection, Castlewood Hotels and Resorts, the Swiss Hospitality Collection, and the Brionj Luxury Hotel Collection, Martinez Grand Hotels, Seven Pines Hotels by Hyatt, among others.

An international team of dedicated experts at six strategic global offices employs an interdisciplinary approach, combining diverse expertise to distinguish themselves through result-oriented, responsible, and agile decision-making. Sustainability and advanced digitalization are central to Grand Metropolitan Hotels.

3'579 Character count including spaces (without company information)

Photo: Grand Metropolitan Announcement. Source: Rainbow Tourism Group. Free for printing. Reproduction of the press release is free of charge

People of the photo: Kateryna Smura (Vice Chairman of the Supervisory Board; Grand Metropolitan Hotels), Martin R. Smura (Chairman; Grand Metropolitan Hotels), Douglas Hoto, (Chairman RTG); Ken Chibota; Honorable Barbara Rwodzi (Minister of tourism Zimbabwe); Tendai M. Madziwanyika, (CEO & Director RTG); Cynthia D. Malaba (Board Member RTG); Dr. Langton Mabhanga; Napoleon K. Mtukwa (Executive Director & Finance Director); Douglas Mavhembu; Givemore Taputaira



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