

# Lonrho and easyGroup to open first easyHotel in Africa

Lonrho and Sir Stelios Haji-Ioannou's easyHotel Group will open their first hotel in Johannesburg later this year. Created from the conversion of the former Stuttafords department store building, the 120-bedroom budget hotel on three floors is expected to receive guests in November 2012.



Situated at the corner of Rissik and Pritchard Streets in the heart of Johannesburg's Central Business District (CBD), the hotel occupies one of the highest profile locations in the country. Neighbouring retail stores include Jet and Edgars, as well as the Johannesburg High Court. The CBD is also home to many government offices, as well as the headquarters of several international mining companies.

The easyHotel.com Rissik Street is the first hotel under the exclusive 20-year master franchise agreement (MFA) between Lonrho and easyHotel.com, with both parties committed to establishing an easyHotel network across Africa. The MFA provides Lonrho with the exclusive rights to the easyHotel.com brand in Africa and sets out an agreed opening schedule for 50 properties by 2016.

## There for the many, not just the few

easyHotel will be the first trans-continental hotel brand in Africa specifically designed to be accessible to many, rather than just the select few. easyHotel's low-cost business model permits the customer to enjoy an international standard bedroom at a competitive price. The "easy" brand is one of the world's most recognised value-for-money brands, and easyHotel.com Rissik Street will be built and operated to the easyGroup's exacting international standards, providing clean, safe and branded hotel accommodation for people travelling on business, leisure or visiting friends and family.

Opening its first easyHotel at the heart of Johannesburg, demonstrates Lonrho Budget Hotels' corporate objective of

operating hotels in Africa's high demand, high growth destinations.

easyHotel.com Rissik Street is the latest addition to the Lonrho Hotels portfolio, joining the Hotel Cardoso in Maputo, Leopard Rock in Zimbabwe, the Grand Karavia in Lubumbashi, and the Grand Kinshasa. However, Lonrho's arrival in the South African market is significant for the location of the property and the fact that it comes at the budget end of the market.

## **Ideally placed for Gautrain**

Gautrain, the high-speed direct rail connecting O.R. Tambo International Airport with Sandton, Pretoria, Rosebank and the Johannesburg CBD, will connect Rissik Street directly with the airport, making easyHotel Rissik Street ideally placed to service a new market of hotel consumers wanting convenient, affordable, quality accommodation in Johannesburg.

South Africa is the largest entry point to Africa and Johannesburg is the primary international gateway and African hub. The country remains popular with the US and German markets for leisure and business travel, while over the last five years, arrivals from China and India have increased year on year.

Comments Ewan Cameron, CEO of Lonrho Hotels: "We are pleased to be bringing one of the world's leading consumer brands to the South African hotel market. After securing such a landmark property, Lonrho Hotels looks forward to making South Africans and visitors happy, offering branded, comfortable and affordable accommodation in the heart of Johannesburg's CBD."

Comments David Lenigas, executive chairman of Lonrho: "This new project between Sir Stelios and Lonrho starts the roll-out of easyHotels.com throughout Africa. easyHotel.com Rissik Street (a Lonrho Hotel) will be the first of many hotels designed to provide a first world experience at a budget price starting from US\$29 (R220) per room per night. The easyHotel.com room offering will fill a much-needed gap across the continent for a quality budget hotel. Lonrho is already a significant name across Africa. We believe the Lonrho easyHotel.com chain will satisfy the growing demand from consumers across Africa."

Comments Sir Stelios Haji-Loannou, chairman of easyGroup:

"easyHotel is all about comfort and value, so I'm delighted to bring our first African hotel to Johannesburg. The city has a wealth of attractions for leisure and business visitors and this new easyHotel will allow them to enjoy the best of Johannesburg, without the expense. I'm confident that easyHotel fans will soon be putting South Africa on their destinations wish list. I look forward to working closely with David Lenigas and his team as we bring quality, value-for-money services to Africa."

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