

## Complementary companies team up for hospitality projects across Africa

Fox Browne Creative (FBC) and PMR Hospitality Partners (PMR) have announced that they will collaborate and partner with each other on selected hospitality projects throughout Africa to deliver enlightened hospitality and meaningful guest experiences in the luxury hospitality market.

FBC offers direction and assistance for the design and development of luxury lodges, lifestyle retail outlets, remote private homes and small boutique hotels. FBC is well versed in developing the entire guest experience from concept through to the design, physical implementation, operation, and training. Most importantly, they are passionate about creating beautiful guest experiences.



Fox Browne Creative

PMR is a full-service hospitality management company, focused on management contracts, asset management and consulting assignments within hotels, resorts, and lodges. PMR believes in creating cultural relationships with their staff, which lead to emotional connections with their guests. The specialised manpower of the PMR team is able to support a hotel's ownership and management with tenacity, passion and a deep level of engagement.



PMR Hospitality Partners

With both companies so clearly aligned in terms of their guest-focused approach, this partnership makes sense. FBC and PMR offer complementary services, have strong foundational cultures and enjoy a hands-on mentality to successful operations. Together they are driven by the desire to connect emotionally with their projects and owners ensuring total accountability of and for the projects undertaken. A strong commercial focus on favorable outcomes for the organisations that they work with remains key, ensuring that uncompromised guest experiences, delivered by emotionally engaged teams, translate into returns for their clients, owners, and partners.

## **Having a positive impact, making a difference**

Debra Fox, co-owner of FBC commented on the collaboration: “Chris and I are so excited about our partnership with PMR, we believe that by collaborating with the best in the business we will be able to extend the positive impact that hospitality can have in the developing world. The opportunities to make a difference in Africa are endless, our like-minded approach and enlightened hospitality ethos strengthen our position to be able to do this for our clients and partners.”

Whilst Tony Romer-Lee, one of the three partners at PMR had this to say: “We are delighted to be partnering with Fox Browne Creative. With similar cultures and providing complementary services to owners and clients, we believe we can add real value in the marketplace at the highest level.”

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