

## Preferred Hotel Group opens sales office in CT

Preferred Hotel Group continues its commitment to global expansion by opening a sales office in Cape Town - the company's first sales office in Africa. With the newly appointed Caroline Daniel at the helm as sales director for Africa, this office will further grow the brand's presence in the continent.

Preferred Hotel Group currently represent over 45 hotels in Africa which is rapidly recognised as a 'land of opportunity' for hospitality with its growing demand from international visitors and a growing middle-class domestically. South Africa represents a collection of 20 hotels including the intimate Last Word Collection of Boutique Hotels, Cape Royale Luxury Hotel, Lawhill Luxury Apartments, Pezula Resort Hotel & Spa and Shamwari Game Reserve. For the rest of Africa, notable members include Essque Zalu Zanzibar in Tanzania, The Russelior Hotel & Spa in Tunisia, Hotel Carlton in Madagascar, Sarova Stanley in Kenya and Zambezi Queen which operates on the Chobe River between Namibia and Botswana.

Prior to joining Preferred Hotel Group, Daniel has accumulated over eight years of valuable experience in sales and marketing positions with Africa's leading hotel group, Protea Hotels and African Pride Hotels.

For more, visit: <https://www.bizcommunity.com>