

perspectives **special feature**

developing destinations

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AROUND THE GLOBE

From established and growing to untapped and developing, these seven destinations are hotel development hotbeds



Africa → Although the courtyard-dotted riads of Marrakech and luxe safari lodges of Johannesburg have helped make North and South Africa choice travel destinations, the second largest and second most-populous continent has long been associated with unrest and poverty more than robust tourism. Yet Africa is in transition. With promising stability, accelerating economies, and improving infrastructures, hospitality developments are on the rise throughout the entire region.

Big Brands Brewing

Last fall, Marriott International signed a letter of intent to acquire Cape Town-based Protea Hotel Group's operations and brands. Although dominant in South Africa, Protea is also well recognized in Malawi, Namibia, Tanzania, Uganda, and Zambia, and the acquisition would nearly double Marriott's presence in Africa to more than 23,000 rooms.

Starwood Hotels & Resorts is also maximizing its stake in Africa, with plans to open 15 hotels there in the next five years. Next year, two

1+2. Renderings of guestrooms at the Best Western Noah and the Best Western Plus Abyssinia, both in Addis Ababa.



new Sheratons will make their debut: the Sheraton Conakry Hotel in the Republic of Guinea and the Sheraton Juba Hotel on the banks of the Nile in the Republic of South Sudan. When the Sheraton Nouakchott Hotel opens in 2017, it will be the first internationally branded offering in the capital of Mauritania.

Additionally, European luxury brand Kempinski Hotels, after having successfully opened two properties in Kenya last year, has decided to roll out five more in Africa in 2014, including Kempinski Hotel Gold Coast City in Accra, Ghana (with organic cuisine and the first branded Resense Spa on the continent); the Royal Maxim Palace Kempinski in Cairo; and the 450-room Kempinski Hotel Oyala in Equatorial Guinea. Plans are also