

Aleph Hospitality, Marriott sign franchise agreement strengthening ties in Kenya

Aleph Hospitality has signed a franchise agreement with global hotelier Marriott International for a new Protea Hotels by Marriott hotel in Kisumu, Kenya. Hotel owner, Bluewater Hotels, Aleph Hospitality will operate the new-build property under the Protea Hotels by Marriott brand. Bani Haddad, founder and managing director of Aleph Hospitality, comments: "We are thrilled to work with Marriott International to bring the first internationally branded hotel to Kisumu, Kenya's third-largest city. As Aleph Hospitality continues to expand across Africa and the Middle East, we are delighted to once again collaborate with Marriott International, following the signing of Four Points by Sheraton Monrovia earlier this year."



Image Supplied: Source - Aleph Hospitality

Protea Hotel by Marriott Kisumu is due to open in January 2022. The hotel marks Aleph Hospitality's continued expansion in Kenya, following the signing of Best Western Plus Westlands, set to open in Nairobi in Q4, 2019 and two further properties, one in Mombasa and one in Nairobi, which is both under construction.

Edward Guda, managing director, Bluewater Hotels, adds: "Our new hotel marks a first for Kisumu's burgeoning hospitality industry, thanks to the agreement with Marriott International secured by our management partner, Aleph Hospitality.

"As the hotel owner, we benefit from the reputation and distribution of a major global brand, coupled with the regional knowledge and expertise of Aleph Hospitality, known for its world-class approach to independent hotel management."

Located in Kisumu on the shores of Lake Victoria, the new hotel will feature 125 rooms, three food and beverage outlets, a rooftop infinity pool, gym, spa and more than 500m² of meeting space.

Ideally positioned for domestic leisure, corporate and MICE business, Protea Hotel by Marriott Kisumu is located just 9km from Kisumu International Airport and directly adjacent to the Kisumu Yacht Club and Kisumu Impala Sanctuary.

"We look forward to working with Aleph Hospitality and Bluewater Hotels to make our debut in Kisumu with the Protea Hotels by Marriott brand," said Yasin Munshi, director of lodging development, Middle East & Africa, Marriott International. "This signing further strengthens our portfolio in Kenya, which remains a key growth market in our overall development strategy for Africa."

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