

## BON Hotels makes a move into Ethiopia

BON Hotels has added another property to its portfolio - BON Hotel Addis Ababa in Ethiopia, located just 10 minutes from Addis Ababa Bole International Airport and the city centre. The hotel is under construction and will be opened to the public in the first quarter of 2017.



BON Hotel Addis Ababa rendering

This is the first, truly boutique hotel development in Addis Ababa, differentiated by its cutting-edge room design and upmarket, urban feel. The hotel is in the first phase of development, with further expansion opportunities already in the pipeline with the developer - she will boast 48 spacious, funky rooms with innovative spaces, facilities, and meeting rooms and will offer contemporary, all-day dining prepared by an international kitchen brigade.

Guy Stehlik, CEO of BON Hotels, says that with the Ethiopian government having identified the hospitality sector as a key driver of the economy, its close ties with Ethiopian Airlines, serving 92 international destinations and 53 African destinations with over 200 flights per day, and a world-class convention centre, it made strategic sense to expand the group's existing footprint and have hotels in this area. "We have witnessed enormous growth in the leisure market here too, which makes our move into East Africa all the more appealing."

### Yes Hospitality to oversee operations

Yes Hospitality, East Africa Limited, who oversee operations for BON Hotels in East Africa, have been a key driver of the project. They will oversee all East African acquisitions for BON Hotels and facilitate upgrades, refurbishments, operations, procurement and technical requirements for each property, with BON Hotels overseeing sales and marketing.

Adds Stehlik, "Yes Hospitality have a very experienced team who are well respected in the industry with several awards under their belt - they are best positioned to bring the BON brand to market and along with the developers, who are forward-thinking and passionate, we can think of no-one better to entrust our brand to."

### Top market for international hotel chains

Ethiopia is ranked as being in the top ten largest markets for international hotel chains and provides an excellent platform for BON Hotels to make their presence felt. There is a tremendous focus on developing the MICE sector, and the hotel will more than cater to this market and the business traveller, in particular.

Stehlik adds, "With domestic travel in Ethiopia expected to increase by 6.2% by 2024, BON Hotel Addis Ababa will certainly contribute to this growth, and assist in providing employment for a tourism sector which already accounts for over one million direct jobs." BON Hotels, with five properties in Nigeria and a further nine under negotiation, together with others in Uganda, is one of the fastest-growing hotel groups in Africa and looks forward to continued growth in East Africa and throughout the continent.

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