

Pentravel expands national footprint with Mall of Africa

Among the 300 stores at the Mall of Africa is Pentravel, a seven desk shop that presents its "Sunshine" concept and brings this leisure travel agency's national footprint, along with Cape Gate, to 32.



Sean Hough, Pentravel CEO says, "Both locations are prime properties for us. The Mall of Africa is our first in the area and Cape Gate will service the rapidly expanding area of Cape Town as well as the outer-lying areas of Paarl. We anticipate both to perform very well."

He goes on to say that the brand's expansion and the opening of new stores, underscores the continued growth in the outbound retail industry. "South Africans love their holidays as evidenced by the strong demand for beach experiences in Mauritius, cruising the Mediterranean or Caribbean and skiing in the French Alps. Increasing our national footprint helps us better service our clients in these key areas that are rapidly expanding urban hubs."

The Sunshine store

Cape Gate and The Mall of Africa are also the third and fourth shops to be designed under the new "Sunshine store" concept. Launched as pilots in Pretoria's Woodlands and Durban's Watercrest Malls in June last year, its design enhances

customer relationships and one-on-one holiday consultations through a new layout, palette and experience.

“The Sunshine store space is open, it has a dynamic video wall that invites customers in, consultants use wireless headsets and visitors can chat to them at interactive desks where everyone can see the screen simultaneously,” explains Hough. “At The Mall of Africa we’re also using fibre so our internet connectivity is super-fast which enables our booking systems to run at a higher speed and us to stream destination and hotel videos to share with our clients.” The stores even have their own signature scent of coconut and vanilla.

Given a quarter of Pentravel’s sales are walk-ins, a welcoming and contemporary shop experience is key to its retail performance, says Hough. “Coupled with the fact that we’ve designed the layout to allow us to focus on the customer and their needs, the Sunshine store also amplifies who we are as a brand and business: warm, approachable, friendly travel experts.”

All remaining 28 stores will receive a “Sunshine” makeover during the next few years.

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