



BCMM Investment Conference 2019

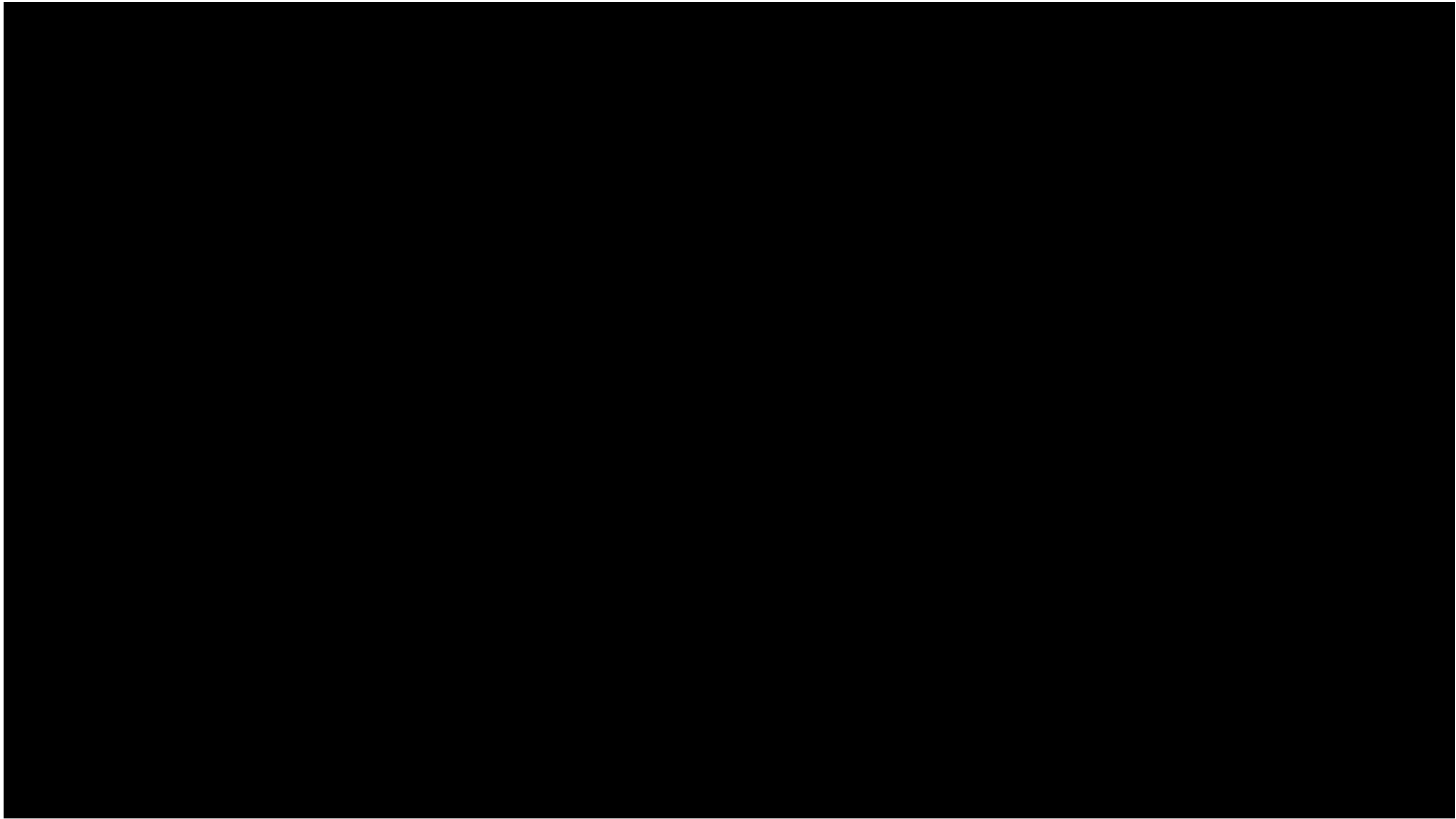
Lee-Anne Singer
Marketing Director
Singer Group



SINGER GROUP ORGANOGRAM



It should be noted that the Singer Group of Companies comprises in excess of 29 separate legal entities (eg companies, close corporations, and trusts).





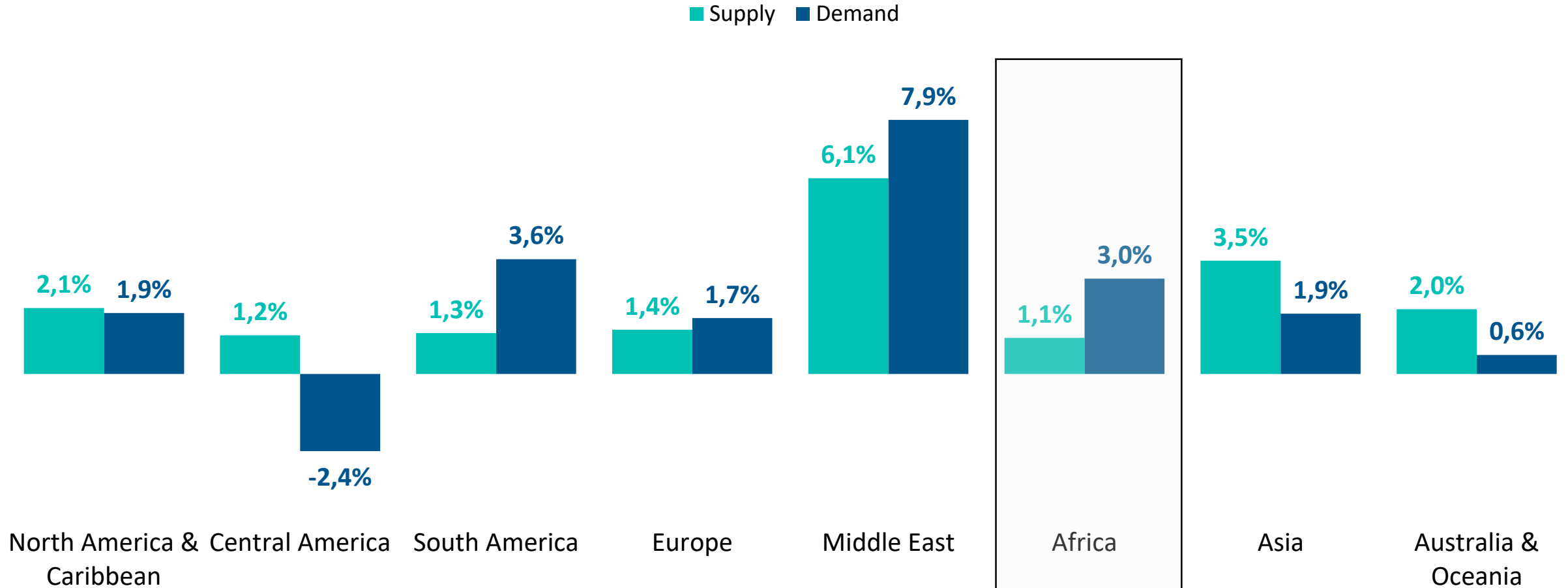
<https://web.facebook.com/groups/mosjazz/>




MONTAGU
SPRINGS

















Significant demand growth across the world, except Central America

Global Supply & Demand % Change, September 2019 YTD



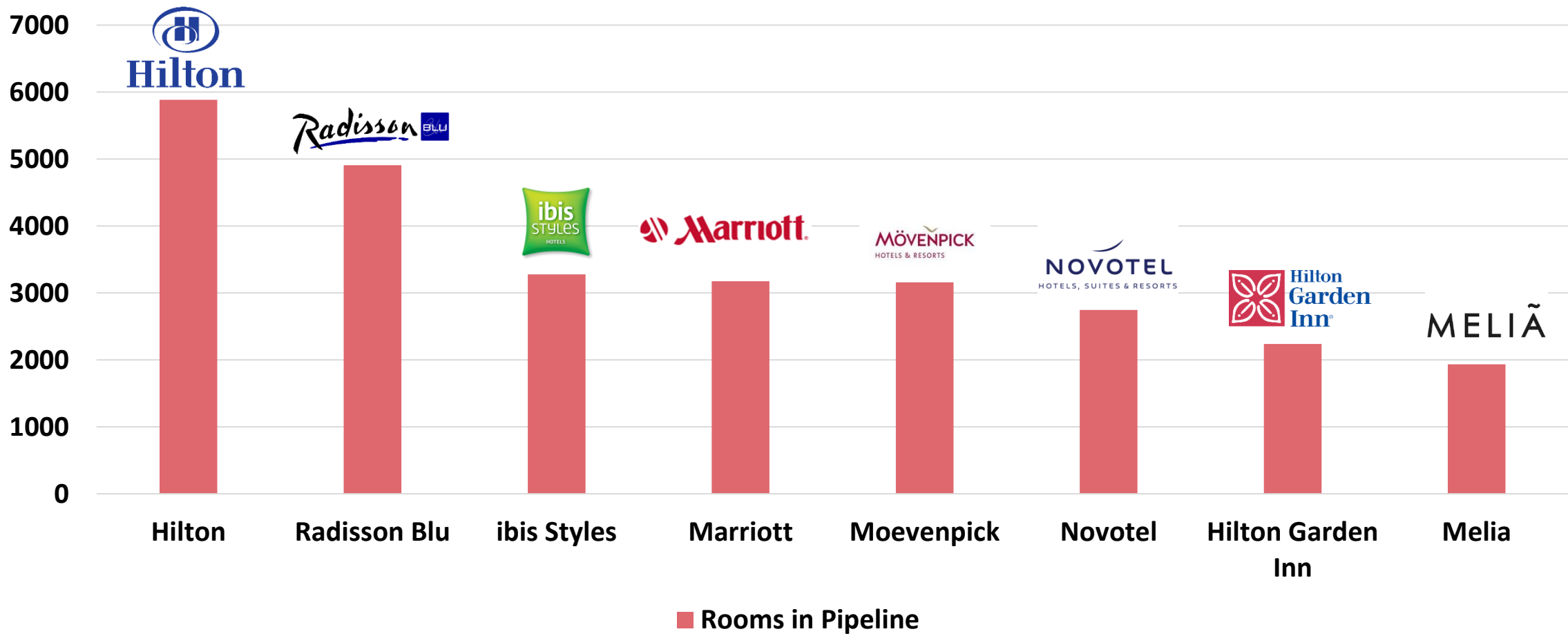
Africa Top 16 Parent Companies Supply as on 9 October 2019.....



		Rooms			Rooms
1.		24,569	9.		6,616
2.		24,505	10.		6,424
3.		13,459	11.		4,470
4.		11,290	12.		3,850
5.		8,821	13.		3,680
6.		8,103	14.		3,132
7.		7,743	15.		3,037
8.		7,566	16.		2,935

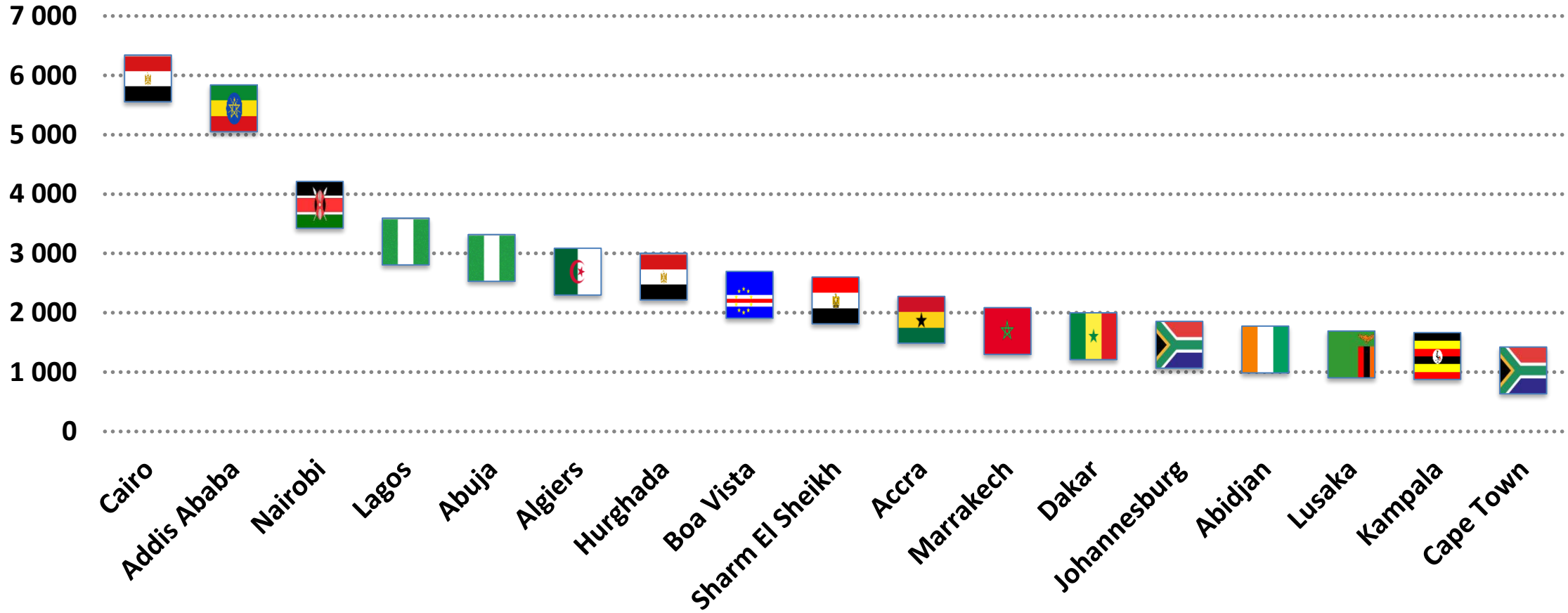
The STR 500 – largest brand pipelines in Africa

African pipeline by brand from STR 500, number of rooms, Sept 2019



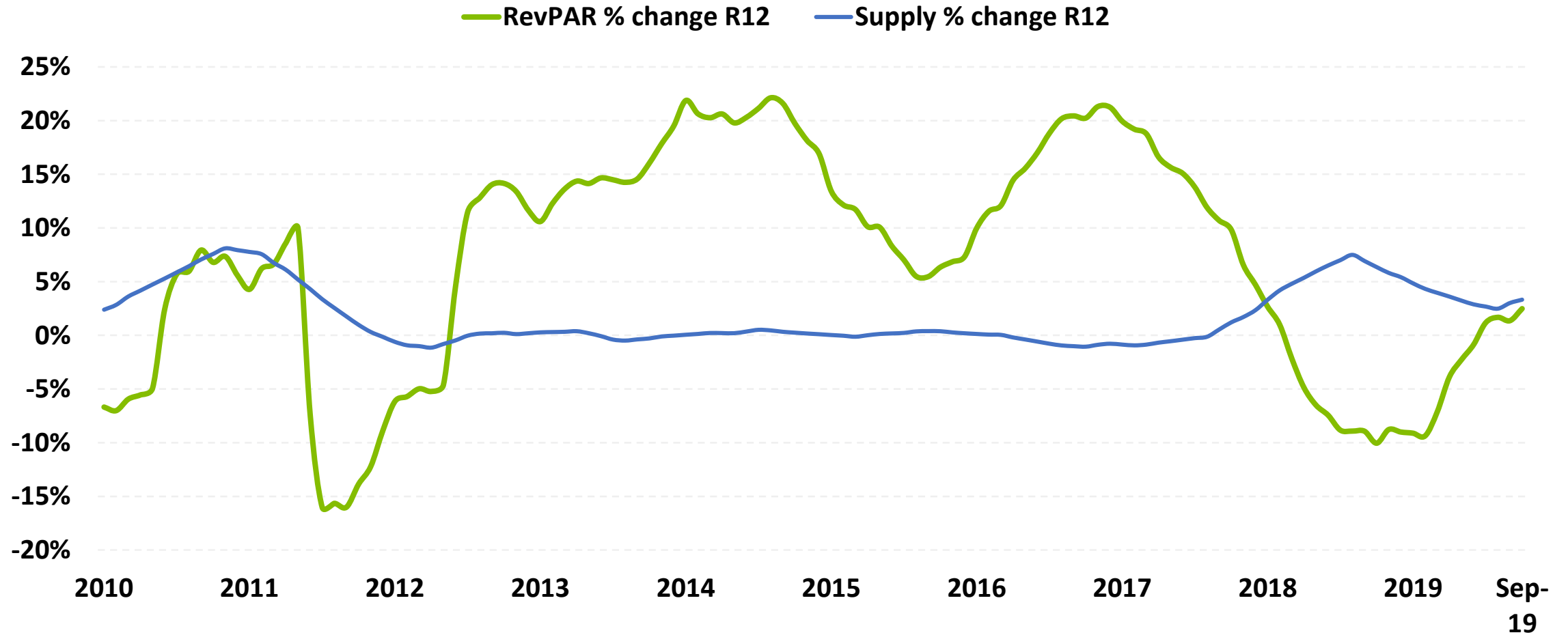
Cairo, Addis, Nairobi, Lagos – largest pipelines across Africa

Pipeline by room count, Sept 2019



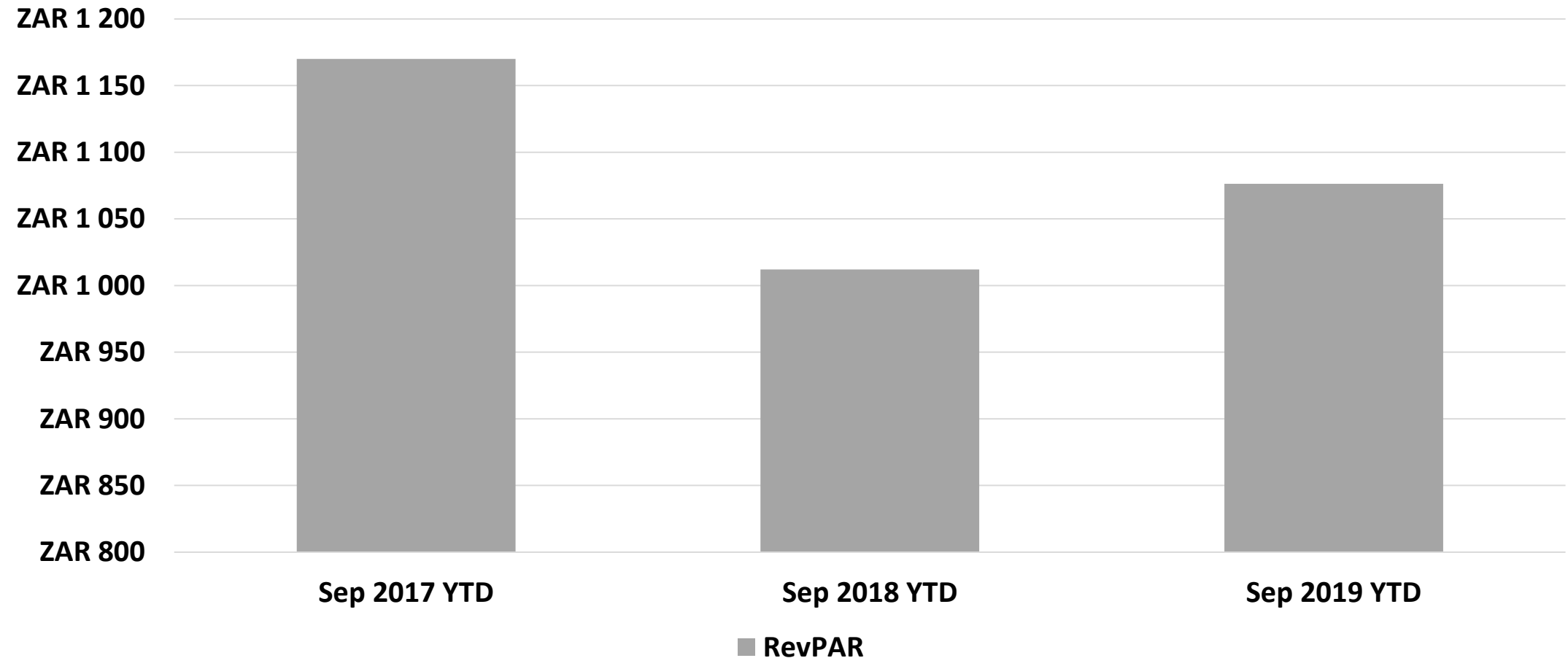
Supply spike combined with water shortage hurts RevPAR

Cape Town – RevPAR % Change, Local Currency, Jan 2010 – Sep 2019



Cape Town still has not reached pre water crisis RevPAR

Cape Town – RevPAR Actual, Local Currency, Sep YTD 2017-2019



As always Africa has enjoyed highs, always mitigated by a reminder of the challenges that remain.

Highs:

Direct flights to the US from Kenya and South Africa

Ethiopian Airlines is now the largest carrier to the continent

Opening up new and expanding air routes throughout Africa will aid the economic growth of numerous countries, which in turn will increase demand for hotels

Lows:

Natural challenges remain with the Ebola virus proving resilient to the fight against it.

Whilst the drought affecting Cape Town is over, other parts of South Africa remain devastated by a lack of water.

Political instability across the continent

In 2019 there have been a number of exciting announcements, each demonstrating the increasing confidence investors and hotel operators have in the continent.

Kasada Capital Management closed their initial fund with over US\$500M raised for investment in hotels across Africa.

Valor Hospitality signed a master developer agreement with InterContinental Hotel Group (IHG) for multiple franchised hotels across all IHG brands. The agreement runs for 10 years.

Aleph Hospitality signed a master developer agreement with IHG in September. This is for 10 franchised hotel in the midscale and upscale segments.

The growth in franchising opportunities is something many brands have been considering and the signing of these agreements could signal the start of the next period of growth in the African hotel industry.

Africa is a large and complex continent so if local franchisees can deliver the growth the brands want this could be the next step towards a truly sustainable African hotel market.

In **CAPE TOWN**



On 16 December 2019, we will welcome the New York to Cape Town direct flight that could bring 24 000 new travellers from the USA.

I am particularly excited about the estimated R154 million in direct tourism spending that could be generated in the first year.

Additionally, of note, is that a year-long flight could potentially generate nearly 900 jobs.

If this is what just one new direct flight can achieve, imagine what we could look forward to in the coming years.