

**GROUP PROFILE:**

With over 20 years experience developing and managing hotels, conference centres, boutique concept hotels and restaurants, the company has a proven longstanding reputation for delivering superior results through forward focused ingenuity and exceptional asset management.

Premier Hotels & Resorts was established when current managing director Sam Nassimov purchased an old hotel in East London in the Eastern Cape, with a view to turning it into a boutique establishment, offering discerning clients a home away from home. And so the first branded Premier Hotel was born.

The group's objective is to continue its national expansion into hotel property development and management to provide operational expertise to steer hospitality ventures, and to develop partnerships that enable consumers to experience superior guest services.

From a humble 40 bedrooms, the group's portfolio has grown to encompass a number of hotels throughout the country offering more than 1 354 bedrooms, employing in excess of 800 employees.

**HOTEL LOCATIONS**

- 1 **Eastern Cape**
  - a Premier Hotel EL ICC (East London)
  - b Premier Hotel Regent (East London)
  - c East London International Convention Centre (ELICC)
  - d Premier Hotel King David (East London)
  - e Mpongo Private Game Reserve (35km from East London)
  
- 2 **Gauteng**
  - a Premier Hotel O.R. Tambo (Johannesburg)
  - b Premier Hotel Pretoria (Pretoria)
  - c Premier Hotel Midrand (Midrand)
  
- 3 **KwaZulu-Natal**
  - a Premier Hotel Pinetown (Pinetown)
  - b Premier Hotel Edwardian (Port Edward)
  
- 4 **Western Cape**
  - a Premier Hotel Cape Manor (Cape Town)
  - b Premier Hotel Knysna — The Moorings (Knysna)

It would appear as if their Door Key cards are generic i.t.o. usage at all Locations:-



This is the message on their Door Key Cards.

For this reason the cards will be recorded in one place. See below for image.

Card - 1



Premier Hotel & Resorts - DK 1 - Front



Premier Hotel & Resorts - DK 1 - Obverse