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PRESS RELEASE

Lonrho Hotels General Managers in Botswana for conference

GABORONE – Lonrho Hotels’ General Managers descended upon Gaborone this week for the General Managers’ Strategy Session and Conference. The annual event sees the General Managers and some Senior Managers of all Lonrho Hotels, of which Lansmore Masa is the most recent member, come together to discuss issues of strategy and share ideas on in-country operations. This year, Lansmore Masa Square General Manager, Mr. Rupert Elliott, will welcome 4 General Managers and central management CEO and VP’s from across Africa in town for the two day conference. The conference, held on the 1st and 2nd of October 2012, will take place at Lansmore Masa Square.

The strategy session and conference is aimed at discussing issues such as revenue strategy, improving the guest experience and marketing initiatives. In addition, they will discuss menu engineering and the sharing of brilliant ideas.

Commented Mr. Elliott, “It is exciting for us to host this year’s conference in Botswana, so that we may show what a forward thinking and promising country we reside and operate in. It is also our first experience, as Lansmore Masa Square, of the conference. Meetings like these better enable us to influence business actions to ensure that our messages demonstrate how we aim to redefine the hospitality sector and move guests in Botswana, and indeed Africa, forward.

“We are also very happy to have Mr. Ewan Cameron, CEO of Lonrho Hotels, visiting us once more. Mr. Cameron has had a chance to see Lansmore Masa Square flourish and really set our roots since he was last here. As all the GM’s share ideas and information on how to continue to make waves in the hospitality sector, we are better positioned to ensure that we are the preferred choice for all our guests and patrons,” concluded Mr. Elliott.

Lansmore Masa Square is a member of Lonrho Hotels. Lonrho currently operates in 4 countries on the African continent. Lansmore Masa Square is part of Lonrho Hotels and is the first in the Lansmore brand. Lonrho has, historically, been a major participant in the luxury hotel market and it was within Africa that Lonrho Hotels led the market with such iconic luxury hotels as the Norfolk and Nairobi Safari Club in Kenya and Labadi Beach in Ghana. Lansmore Masa Square is the latest in a series of new hotels opened by Lonrho, with the next Lansmore opening in Libreville in December 2012.

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