



Newmark expands into Zambia and Zanzibar

Newmark has announced exciting plans to expand further into Africa – including opening their first office outside of South Africa in Lusaka, Zambia - and the creation of the “**Kaufela Collection**”.

Kaufela, which means ‘together’ in Lozi, brings together properties of a certain quality under one management brand. The Kaufela Collection has already signed three independent lodges, collectively offering 100 rooms – with plans to add another 400 rooms by the end of the year.

Newmark is also signing a 170-room **business hotel in Lusaka** – and a **new property in Zanzibar**.

Newmark’s Director for Africa, Hans Heuer, who is based in Newmark’s new Lusaka office says that the Kaufela Collection meets a critical need in Zambia. “There are literally hundreds of independently owned lodges in Zambia that do not have the resource to market and sell their properties effectively. The Kaufela Collection is a solution that allows these lodges to retain their independence and individuality while benefiting not only from Newmark’s state-of-the-art central marketing and reservations infrastructure but also its two representation offices in London and New York.”

The Lusaka office will also focus on other COMESA countries in Africa, such as Zimbabwe, Tanzania and Malawi. Heuer continues: Newmark’s portfolio is managed and, in some cases, invested in by Newmark. The group, which was established in 2007, attributes much of its success to the fact that the brands in its portfolio retain their individuality. Newmark CEO, Neil Markovitz says: “We allow iconic products to flourish and we do not dilute the offering. We are not swamped or cramped by a global brand mind-set. The hotels are their own brands and this is why our properties constantly out-perform the market.”

Newmark prides itself on having great representation and systems, with a fluid strategy and the ability to ‘stock-broke’ its products across time zones at all times. “At Newmark, we have a highly skilled team backed by excellent infrastructure,” adds Markovitz. “And with a great team, you can be flexible and intelligent about your choices. You can allow creativity to flourish to constantly improve your offering without a restricting mind-set that is bound by having to ‘tick typical hotel management boxes’. This culture ensures that our expansion plans are managed properly and successfully.”

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