

Africa expansion drive by Latitude Hotels

The Latitude Hotels has announced the appointment of Roberto Pelliccia as the group commercial and operations director. Pelliccia, a seasoned hotel executive, whose career has spanned four continents over three decades, joins The Latitude Hotels to coincide with several other new development announcements for the group.



Roberto Pelliccia

“We are delighted to have Roberto join us as we move from a small African start-up to something more scalable and mature. Roberto’s global experience, including a great deal in some of the world’s fastest developing markets, will be invaluable as we look to expand at pace across the continent,” said The Latitude Hotels’ CEO, Nick Brown.

Pelliccia has worked across Europe, The Americas, Asia, The Indian Ocean, The Caribbean and The Middle East in a multitude of strategic and operational management roles for large global hotel groups. These include IHG, Hilton, Kerzner International and Meritus Hotels & Resorts, as well as leading the development of new boutique hotel groups, such as Grace Hotels Group, across North, Central and South America, Europe and Asia.

“I’ve worked in a variety of countries across virtually all continents for the last three decades and having been part of the exciting growth of many hospitality markets around the world, I want to bring my skills and experience to bear on a continent that is now beginning to attract the world’s attention,” commented Pelliccia.

Pelliccia joins as The Latitude Hotels continues to expand its footprint across sub-Saharan Africa. The group recently

launched its first private members' club, The Other Side, adjacent to the Latitude 15° hotel in Lusaka; will re-launch Latitude 13° in Lilongwe, Malawi in late-November - including the addition of 20 long-stay apartments; and will add 20 more guest rooms to Latitude 15° in early 2017. "In order to be viable over the long-term we had to create something both unique and compelling to guests, and to roll it out with care, to ensure we offered something relevant to the markets in which we operate", added Brown. "We are pioneering entirely new types of hotels and private members' clubs and having witnessed a hugely positive response to both properties we're now ready to expand our brand footprint more aggressively across Africa."

The Latitude Hotels has recently broken ground on its next hotel, Latitude 0° in Kampala, Uganda, and is pursuing the acquisition of properties in Addis Ababa, Nairobi, Dar es Salaam, Kigali, Maputo, Harare and Johannesburg.

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