

City Lodge revamps its image

City Lodge Hotels is embarking on an "evolutionary" brand and logo refreshment exercise, starting with its recently-opened Town Lodge Gaborone.

By Nick Hedley 7 Aug 2013



Chief executive Clifford Ross said the aim of the exercise "is to become more relevant and attractive to our existing guests and to attract new guests who can identify more effectively with our offerings".

Last week the group said it expected its normalised diluted headline earnings per share for the year to June to be between 27% and 32% higher than the previous year.

The positive trading update, and changes to the brand, come amid improving conditions in the hotel sector, with much of the excess supply post-World Cup being absorbed. This is translating into improved occupancies and room rates, and hotel companies and analysts have reported more upbeat outlooks for the sector.

City Lodge said it had embarked on the exercise to "refresh" its four individual brands - Courtyard, City Lodge, Town Lodge and Road Lodge.

The roll-out of the exercise started with the group's website, stationery and its new Town Lodge Gaborone. The 104-room hotel was opened on 1 August by Botswana's Environment, Wildlife and Tourism Minister Tshekedi Khama.

The rest of the group's hotels, including all 52 of its hotels in SA and one of its two co-owned hotels in Kenya, will receive the new signage over the coming months.

City Lodge said its new marketing message, "small things that make a difference", would be communicated across TV, digital, mobile and social media marketing platforms, along with the new logos and brand identities.

Among the changes was the group's tree logo, which had been "modernised to reflect physical changes made to hotels across the four brands over the years".

The four brand logos were altered to differentiate offerings across the group "and to show the linkage between the individual logos and the 'new' City Lodge Hotel group".

"For example, it is now 'Road Lodge - by City Lodge Hotels' and 'Town Lodge - by City Lodge Hotels'. City Lodge and Courtyard also had their own new-look brand identities with the word "hotel" added, the group said.

Source: Business Day via I-Net Bridge