



Press Release

PrideInn Group Acquires Strategic City Hotel Along Mombasa Road

Leading hospitality group PrideInn Hotels, Resorts and Camps has acquired a new four-star hotel to its rich portfolio as part of its plans to increase its footprint to all 47 counties across Kenya.

Dubbed PrideInn Plaza, the luxury hotel is situated in Signature Mall, an ultra-modern quintessential shopping facility located at the end of the newly constructed Nairobi Expressway in Machakos County.

PrideInn Plaza boasts 64 spacious and tastefully designed luxury rooms and suites. It also includes nine conference halls that can host hundreds of business executives at a go.

The hotel's facilities and amenities include high-speed Wi-Fi, a multi-cuisine restaurant, a lounge, a sky view bar, and round-the-clock room services.

Hasnain Noorani, the Group's Founder and Managing Director, said the launch of the establishment would fill the persistent gap in the meetings, incentives, conferences and exhibitions (MICE) in Machakos and Nairobi counties primarily.

"With the ongoing recovery of the Kenyan economy, local and international companies have revived conferences. That is where we come in. PrideInn Plaza is strategically located to host conferences from any part of the country. The hotel has a conference capacity of more than 2,000 business executives," Noorani said.

Apart from business meetings, the hotel is ideal for tourists staying in Nairobi or those intending to transit to other towns.

According to Noorani, the hotel enjoys direct access to and from Kenya's main international airport, the Jomo Kenyatta International Airport, via the Nairobi Expressway.

It also enjoys proximity to the Nairobi Central Business District, which has been helped by the new expressway.

"The hotel is also ideal for people making a stop-over on their way to places, including Mombasa, Amboseli National Park, Tsavo National Park and the Namanga Border," Noorani said.

PrideInn Plaza is also ideal for exhibitions and fairs, weddings, baby showers, birthday parties, bridal showers among others.

The company takes over the hotel from Azure Hospitality Group under the ongoing management contract that was initiated in 2020. Under the deal, PrideInn will manage the hotels for Azure Hospitality Group, with the latter guaranteed a monthly income.

"Under the proposal, PrideInn comes in as a management company to operate the hotel on your behalf using our own company. It's very similar to a lease model except that the monthly lease amounts vary based on the percentage of total top-line revenue generated by the hotel determined using the Global hotel software," he said.

The management takeover of PrideInn Plaza comes a month after the group acquired PrideInn Mara Camp from Azure Hospitality Group. The luxury camp is located in Maasai Mara in Narok County. It sits on a 25-acre piece of land along River Talek banks and comprises 41 cottages, a 70-seater deck restaurant, a 700-hotel room capacity and 15 safari tents.

Noorani said the decision to take up the new hotels comes even as the tourism sector shows continued improvement in performance following the hardships caused by the COVID-19 pandemic.

"Since the country's reopening in 2021, we have seen an increase in the number of tourist arrivals into the country for conferences, sports activities and leisure," he said.

PrideInn Plaza becomes the eighth hospitality establishment under the PrideInn badge. Others are the group's flagship PrideInn Paradise Beach Resort and Spa in Shanzu, Mombasa, PrideInn Flamingo Beach Resort also in Shanzu, Mombasa, PrideInn Mombasa City, PrideInn Nyali, PrideInn Diani, PrideInn Azure in Nairobi and the newly opened PrideInn Mara Camp in Narok County.

The group currently commands over 800 luxurious rooms operating under two brands, namely Premium Brands and Comfort Brands. Its overall conferencing capacity is over 7,500 in just over a decade of operations.

