

DISRUPTION PEOPLE WILL ADJUST

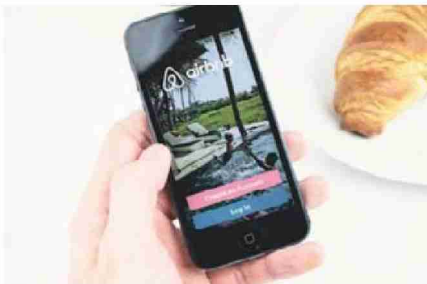
REGULATIONS or not, Airbnb has significantly disrupted the hotel industry, and the big boys have to pay attention.

“Customer is king. If customers want to stay in other people’s houses, so be it and everyone will adjust,” says Tourism Business Council of SA chief executive, Tshifhiwa Tshivhengwa.

In late April, the real estate services firm JLL released its 2019 SA Hotel Investment Outlook report, forecasting R1.9 billion was to be invested in new hotels, many offering innovative lifestyle concepts such as Africa’s first AC Hotel by Marriott, opened at the V&A Waterfront.

“The agile and most consumer-focused hotel operators will triumph, and it is where investors will seek partnerships,” the JLL report reads.

Marriott has also created a home-rental business offering 2 000 high-end homes throughout the US, Europe and Latin America.



TOUGH COMPETITION Airbnb has disrupted the hotel industry.