

New marketing team at ArabellaSheraton SA

Following an aggressive restructuring exercise, ArabellaSheraton Hotelmanagement GmbH, a joint venture company between Schoerghuber Corporate Group and Starwood Hotels & Resorts Worldwide, Inc., has completed the appointment of a new Marketing & Sales team in South Africa.

Grant Ruddiman, Area Manager of ArabellaSheraton South Africa, says the Marketing & Sales force has been geared up to meet the increasing demand for superior products, pricing and service.

"We've appointed a really dynamic team, the first of which was Theo Cromhout as Director of Sales and Marketing. Theo is well known in both South African and European hospitality industry circles and has spent the past three years working for Sun International in the United Kingdom.

"Ursula Daniels will manage the international STO/leisure market, Anton Liebenberg the corporate market, while Esmarè van Tonder will manage the meetings, incentives, conferences and events portfolio, including PCO business."

The restructuring has also resulted in a reinforced and dedicated Johannesburg team: "We recognise the immense potential in the Gauteng region as many of our key corporates clients, DMC's, PCO's and tour operators are based in Johannesburg. Marna van Blerk has joined our team as Sales Manager in Johannesburg and will head the Johannesburg-based sales effort."

Included in the ArabellaSheraton South Africa stable is the ArabellaSheraton Grand Hotel, the Western Cape Hotel & Spa, the much awarded Arabella Golf Course (currently ranked 5th in South Africa and the best in the Western Cape), AltiraSPA and the historic Blaauwklippen wine estate.

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