



Press Release
June 2023

Southern Sun launches SunBreaks Winter Campaign

Southern Sun has launched its SunBreaks Winter campaign, providing leisure travellers with the ideal opportunity to take that long-awaited mid-year getaway and stretch that all important holiday budget.

From 15 June to 17 July 2023, travellers will receive exceptional value at the group's participating hotels countrywide. SunBreaks Winter rates start from R1,095 in Gauteng, R1,250 in Cape Town, and R1,345 in Durban per family room per night, including breakfast for two people.

Southern Sun's head of marketing, Candy Tohill comments, "Our SunBreaks campaigns are well-known for offering great value – particularly for family holidays, because two children under the age of 18 get to stay and enjoy breakfast free when sharing with adults, which effectively covers bed and breakfast for a family of four per night."

An added benefit together with the great SunBreaks rates is that Southern Sun's frequentGuest rewards programme members earn SunRands when they make their bookings, *and* they can redeem existing SunRands to contribute towards the cost of their stay.

"Rewarding our guests for their loyalty to our brands is a priority for us, and what better time to recognise this than when they want to spend their holidays at our hotels? The combination of our SunBreaks rates together with our frequentGuest benefits add up to real savings," says Tohill. "We encourage guests who aren't members yet to sign up so that they don't miss out on accessing the best rates and earning SunRands when they stay or dine with us."

Just in time for the winter holidays, Southern Sun has partnered with Avis, South Africa's leading car rental company, giving guests a 10% discount on Avis Car Rentals as well as extra benefits such as complimentary upgrades. "We're delighted to have entered into this partnership that offers additional value to our guests," Tohill adds.

With a portfolio of renowned hotels and resorts from luxury to economy, Southern Sun offers a destination to suit every traveller’s pocket, with experiences that offer signature hospitality and unforgettable memories.

To browse participating hotels and make reservations, visit www.southernsun.com. (Ts and Cs apply.)

.../Ends

ISSUED BY SOUTHERN SUN FOR MEDIA ENQUIRIES PLEASE CONTACT:

Neo Mboniswa | PR and Communications Manager | 082 466 2161 | neo.mboniswa@southernsun.com

Southern Sun is the leading hospitality group in Southern Africa with hotels in South Africa, Africa, the Seychelles and the Middle East. Southern Sun’s portfolio of brands includes award-winning luxury hotels such as 54 on Bath, Arabella Hotel, Golf & Spa, the Beverly Hills, Mount Grace Hotel & Spa and the Sandton Sun & Towers, as well as trusted economy offerings such as StayEasy and Sun1, well-known full-service brands such as Southern Sun Hotels, SunSquare and Garden Court, and a collection of resorts in idyllic settings. For more information, visit southern.sun.com, follow us on Twitter (@SouthernSunGrp), Instagram (@SouthernSunHotels), Facebook (Facebook/SouthernSunHotels) and LinkedIn (@Southern-Sun).



Luxury		Full Service	Economy	Convention Centre