



Press release
08 October 2024

SAFA Partner with Southern Sun for a Winning Hospitality Partnership

Johannesburg – Tuesday, 8 October 2024 – Southern Sun is proud to announce an exciting new partnership with the South African Football Association (SAFA). The partnership underscores Southern Sun's commitment to fostering local sports development and supporting South Africa's national football teams.

The agreement positions Southern Sun as the official hotel partner of SAFA, providing world-class hospitality services for South Africa's men's and women's national football teams, as well as SAFA's staff and guests during key tournaments and events.

As part of the partnership, Southern Sun will provide accommodation, conferencing, and hospitality services for various SAFA-related activities, including Bafana Bafana's participation in major tournaments like the Africa Cup of Nations (AFCON) qualifiers and the FIFA World Cup campaigns. In addition, Southern Sun will play a key role in supporting the women's national team, Banyana Banyana, as they continue to make history on the global stage.

SAFA CEO, Lydia Monyepao, expressed her enthusiasm about the collaboration: "This collaboration with Southern Sun marks a significant step in ensuring our teams have the best possible support off the field. Southern Sun's reputation for excellence in hospitality, combined with their deep-rooted commitment to South African sports, makes them the perfect partner for Bafana Bafana. We look forward to seeing how this partnership will enhance the performance and well-being of our players."

Marcel von Aulock, CEO of Southern Sun, echoed the excitement: "We are honoured to become the official hotel partner for SAFA. Southern Sun has a long-standing tradition of supporting South African sports, and partnering with SAFA is a natural progression. We are excited to provide Bafana Bafana and Banyana Banyana with the warm hospitality and comfort we are known for, ensuring they are well-rested and ready to perform at their best."

Lydia Monyepao further emphasised the broader impact of the partnership: "Athletes need the best environment to succeed, and Southern Sun offers exactly that. From tailored meals to comfortable accommodations, our players and technical teams will benefit from their expertise in hosting world-class athletes, which will ultimately contribute to our success."

In the lead-up to major tournaments, Southern Sun will also offer exclusive deals for football fans, ensuring they are part of the journey, whether cheering from home or traveling to support the teams.

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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 southernsun.com, follow us on Twitter (@SouthernSunGrp), Instagram (@SouthernSunHotels), Facebook (Facebook/SouthernSunHotels) and LinkedIn (@Southern-Sun).



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