

PMR Hospitality Partners with Fox Browne Creative

Written by Steve Conroy



Fox Browne Creative (FBC) and PMR Hospitality Partners (PMR), have entered into an agreement to collaborate and partner with each other on selected hospitality projects throughout Africa. The PMR and FBC collaboration begins immediately and is designed to offer to clients an unrivalled service in the hospitality and retail arenas, both locally and abroad.

FBC brings their expertise in offering direction and assistance for the design and development of luxury lodges, lifestyle retail outlets, remote private homes and small boutique hotels. FBC is well versed in developing the entire guest experience from concept through to the design, physical implementation, operation and training.

Debra Fox, co-owner of FBC commented on the collaboration: “Chris and I are so excited about our partnership with PMR, we believe that by collaborating with the best in the business we will be able to extend the positive impact that hospitality can have in the developing world. The opportunities to make a difference in Africa are endless, our like-minded approach and

enlightened hospitality ethos strengthens our position to be able to do this for our clients and partners.”

Valor & PMR Co-owner and Managing Partner, Euan McGlashan commented, “With both companies so clearly aligned in terms of their guest-focused approach, this partnership makes brilliant sense. FBC and PMR offer complementary services, have strong foundational cultures and enjoy a hands-on mentality to successful operations. Together they are driven by the desire to connect emotionally with their projects and owners ensuring total accountability of and for the projects undertaken.”

Tony Romer-Lee, one of the three partners at PMR commented: “We are delighted to be partnering with Fox Browne Creative! With similar cultures and providing complementary services to owners and clients, we believe we can add real value in the marketplace at the highest level.”

Debra Fox, co-owner of FBC commented on the collaboration: “Chris and I are so excited about our partnership with PMR, we believe that by collaborating with the best in the business we will be able to extend the positive impact that hospitality can have in the developing world. The opportunities to make a difference in Africa are endless, our like-minded approach and enlightened hospitality ethos strengthens our position to be able to do this for our clients and partners.”

PMR Hospitality Partners with Fox Browne Creative

Written by Steve Conroy

Fox Browne Creative offers direction and assistance for the development of luxury lodges, lifestyle retail outlets, remote private homes and small hotels, from developing the guest experience and concept, through to the physical design, implementation and operation. www.foxbrowne.com

PMR is a full service Hospitality Management Company, focused on management contracts, asset management and consulting assignments within hotels, resorts and lodges. PMR believes in creating cultural relationships with their staff, which lead to emotional connections with their guests. The specialized manpower of the PMR team is able to support a hotel's ownership and management with tenacity, passion and a deep level of engagement. www.pmrhospitality.com .

Valor Hospitality Partners, a hotel development and management company based in Atlanta and London that owns and operates 34 properties in the U.S., Europe, and Africa, with an additional 10 sites in various stages of negotiation, development, or construction. Sister company—PMR Hospitality Partners based in Cape Town—operates all the hotels and resorts in Africa. www.valorhospitality.com .