



SERENA HOTELS

SAFARI LODGES AND CAMPS
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FOR IMMEDIATE RELEASE

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SERENA HOTELS & REPRESENT CM PARTNER TO CAPTURE THE SOUTH AFRICAN MARKET

Johannesburg, South Africa – Serena Hotels Africa, the premier collection of award-winning safari lodges, city hotels and beach resorts across East and Southern Africa, is proud to announce a strategic market representation partnership with Represent CM. Ms. Chantelle Mogg, a senior member of the team and a respected figure in South Africa’s travel, hospitality and luxury lifestyle sectors, will be the key contact person for Serena Hotels’ in South Africa.

Ms. Mogg brings a dynamic blend of strategic vision, commercial acumen, and deep industry insight, making her an ideal fit to elevate the Serena Hotels brand across key markets. With over three decades of experience, she has successfully driven market penetration strategies, led high-impact brand campaigns, and built trusted trade and corporate partnerships. Her collaborative approach and results-oriented mindset make her a valued partner to both internal teams and external stakeholders.

A Regional Bridge

From the cosmopolitan charm of Nairobi Serena Hotel to the untamed wilderness of the Serengeti, Serena Hotels invites South African travellers to discover a portfolio that blends heritage, culture, and discovery.

“South Africa is a vibrant travel community that values tradition, exploration, and genuine connection,” said Ms. Chantelle Mogg, senior member of Represent CM. “My goal is to showcase Serena Hotels not simply as a collection of properties but as a gateway to meaningful travel. From vibrant cities to wild savannahs and tranquil coastlines, Serena offers journeys that become stories worth telling.”

A United Vision

Mr. Ashish Sharma, CEO of Serena Hotels Africa, welcomed the partnership:

“This partnership underscores Serena Hotels’ commitment to strengthening our presence in markets that value meaningful travel. With Chantelle representing us, we see an opportunity to deepen trust, broaden reach, and reaffirm Serena’s role as a gateway to authentic African experiences.”

Ms. Joyce Wangui, Regional Sales Director -Serena Hotels Africa, added:

“South Africa remains one of our most important source markets, and having a dedicated representative on the ground will enable us to offer customized support to our partners for both business and leisure travel. Through RepresentCM, we are enhancing how we engage with this market while establishing greater awareness of our unique hospitality experiences in Africa.”

The partnership will focus on campaigns tailored to the South African market, spanning boutique safaris, wellness escapes, MICE opportunities, family adventures, and destination weddings. These initiatives will strengthen Serena Hotels’ reputation for cultural richness, premium hospitality, and responsible tourism, values that resonate with South Africa’s discerning travellers.



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About Serena Hotels

Serena Hotels operates 33 distinguished properties across East Africa and South Asia, offering guests unrivalled experiences in hospitality, culture, and nature. For over 50 years, Serena has been a leader in sustainable premium tourism, consistently recognised for excellence, community engagement, and eco-conscious travel.

Media Contacts

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Chantelle Mogg, a senior member of Represent CM, will serve as the official representative of Serena Hotels in South Africa.