

Majozi on the road with Premier Hotels & Resorts



By [Cari Coetzee](#)

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Premier Hotels & Resorts have made rising star Majozi its official brand ambassador for 2017. Alan Campbell, Premier Hotels & Resorts brand and marketing manager says: "Everything about Majozi speaks to Premier Hotels & Resorts' ethos. Our joint passion for our beautiful country, coupled with his positive attitude, perseverance to excel and strong values make him the perfect brand ambassador for the group."



Majozi

Hailing from Mount Edgecombe in Durban, Nhlanhla Majozi, otherwise known as Majozi, is known for his signature indie folk tunes with subtle hints of electro. This talented musician has shared the stage with some of Mzansi's hottest performers, such as Matthew Mole and Gangs of Ballet, as well as international artists Yoav and The Lumineers. Added to his CV are performances at the Durban Botanical Gardens, Oppikoppi Music Festival, and White Mountain Music Festival, plus playing on the main stage at the Mr Price Pro Concert.

Majozi answers some quick questions on his brand ambassadorship:

■ ***Tell us how you became the brand ambassador for Premier Hotels & Resorts***

I have the privilege of travelling around the country with my music and I thought it would be a good idea to partner with a well-established hotel brand. I checked out Premier Hotels, they looked really cool so I sent them a message. To my surprise and delight, they actually replied.

■ ***What does it mean to you to be Premier's brand ambassador?***

For me, it's having the comfort of knowing that when I travel I have a wonderful place to stay with all the comforts and facilities I need to make a busy touring life way easier.

■ ***What has your journey with Premier been like so far?***

It's been really awesome. I've really appreciated and enjoyed the times I've stayed, and I love the gym there.

■ ***What does your role as brand ambassador include?***

Sharing post of my visits and showing people how rad the hotels are.

▣ ***What can we look forward to during your stint as Premier's brand ambassador?***

You can look forward to some fun and practical videos of what's available and all the facilities that they have.

▣ ***How would you describe the Premier brand, what are they all about?***

African. Smart but still very homely. Awesome service with great facilities.

ABOUT CARI COETZEE

Cari Coetzee is a contributor to Bizcommunity Tourism, Agriculture and Lifestyle.

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