



“aha LAUNCHES LECTURE ROOM AT UNIVERSITY OF JOHANNESBURG- SCHOOL OF TOURISM & HOSPITALITY”

Johannesburg, 18 April 2018 – The official launch of the **aha Hotels & Lodges Lecture Room** at the **University of Johannesburg- School of Tourism & Hospitality (STH)** took place on Monday 09 April 2018 at the Auckland Park, Bunting Road campus.

The collaboration between **aha** and **STH** started a year ago according to both parties, largely due to their mutual passion for the industry. For **aha**, one important aspect of this collaboration is to afford the learners an opportunity to potentially develop a career path within the organisation once they graduate.

Neil Bald, CEO of aha Hotels and Lodges says “This collaboration gives us an opportunity to tap into the emerging talent in the tourism and hospitality space and connect with the learners, as they are the future contributors to the industry.” **Bald**, an alumni of **STH** also presented a guest lecture and underlined the industry’s positive impact on our economy.

Dr. Diane Abrahams, Director of the School of Tourism & Hospitality states it is important to partner with key industry players and is pleased that **aha** is exposing students and other parties to its brand, saying “We are very excited about this partnership. It will expose our learners to this dynamic brand and in the near future be able to assist the learners with *Work Integrated Learning (WIL)* programme which is an important aspect of their studies.”

Dr. Abrahams goes on to mention that **STH** graduates are known for their skills, competencies, knowledge and attributes, allowing them to excel in the tourism and hospitality sector.

On 28 June 2017, the University of Johannesburg (UJ) was **ranked 34th globally among 100 ranked institutions** for research in **Hospitality and Tourism Management, in Shanghai Ranking’s 2017 Global Ranking of Academic Subjects (GRAS)**. UJ is the only South African and only African university ranked for Hospitality and Tourism Management and also scored **1st in Tourism and Leisure studies by QS World University ranking**.

aha Hotels and Lodges manages a collection of hotels and lodges throughout South Africa, including Gauteng, Western Cape, Northern Cape, Free State, North West Province, KwaZulu-Natal, Mpumalanga, Limpopo and in Southern Africa; Botswana, Namibia, Zimbabwe and Zambia and Ethiopia.