

Charting Franchise Growth: A Franchise Development Workshop for Africa



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THE TOTAL PIPELINE

53
chains

42
countries

123,846
rooms



W Hospitality Group
Hotel Chain

Development Pipelines
in Africa 2026

168
brands

675
hotels

12.2%
growth

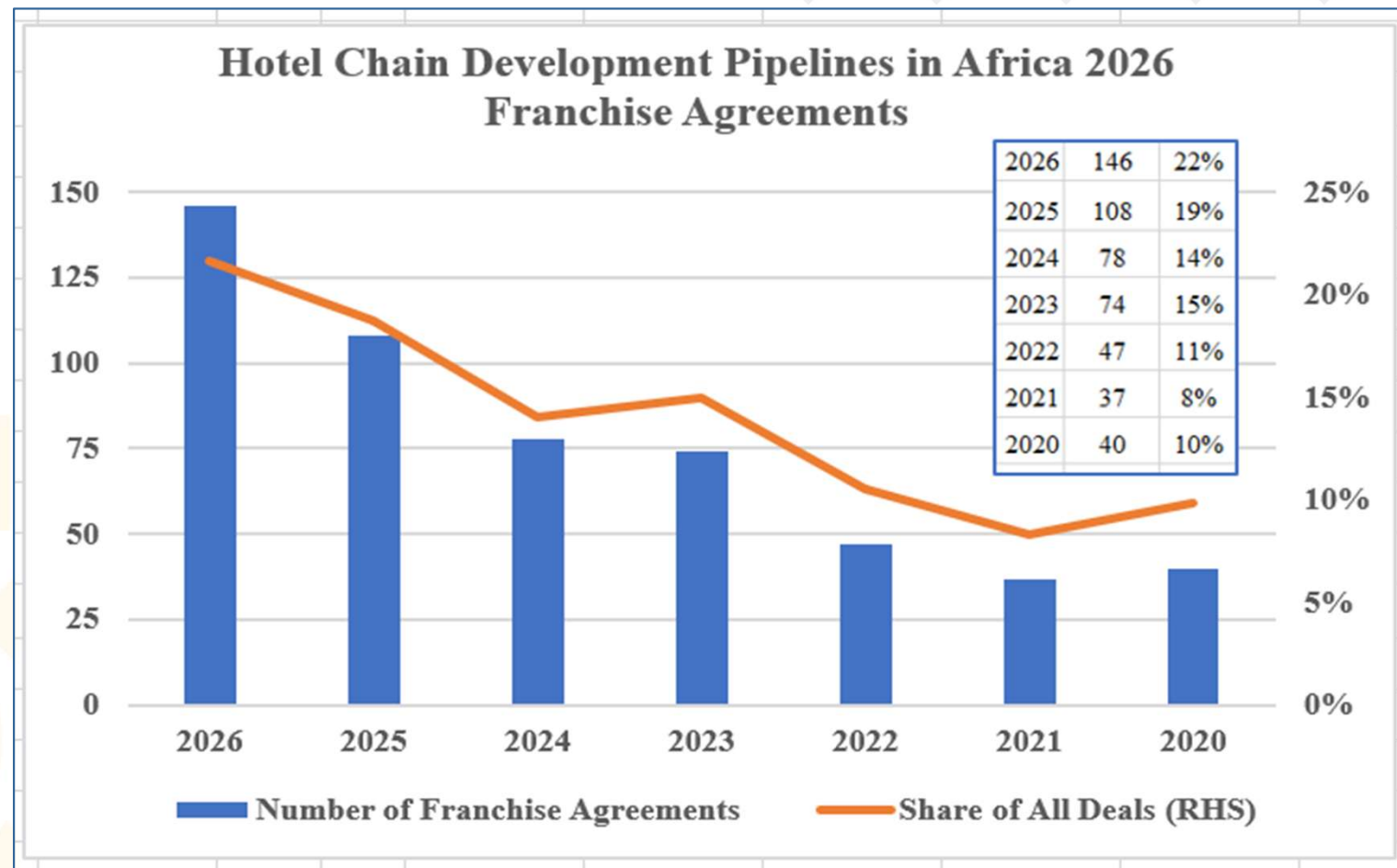
2026 DATA

Franchise and other agreements as a percentage of the total pipeline and their average size.

Hotel Chain Development Pipelines in Africa 2026					
Types of Agreement Signed					
	Hotels		Rooms		Avg. Size
Management Agreement	509	75.4%	98,361	79.4%	193
Franchise	146	21.6%	20,961	16.9%	144
Other	20	3.0%	4,524	3.7%	226
TOTAL	675	100.0%	123,846	100.0%	183

RECENT TRENDS

The growth in the number of franchise deals in Africa, and as the percentage of the total pipeline.



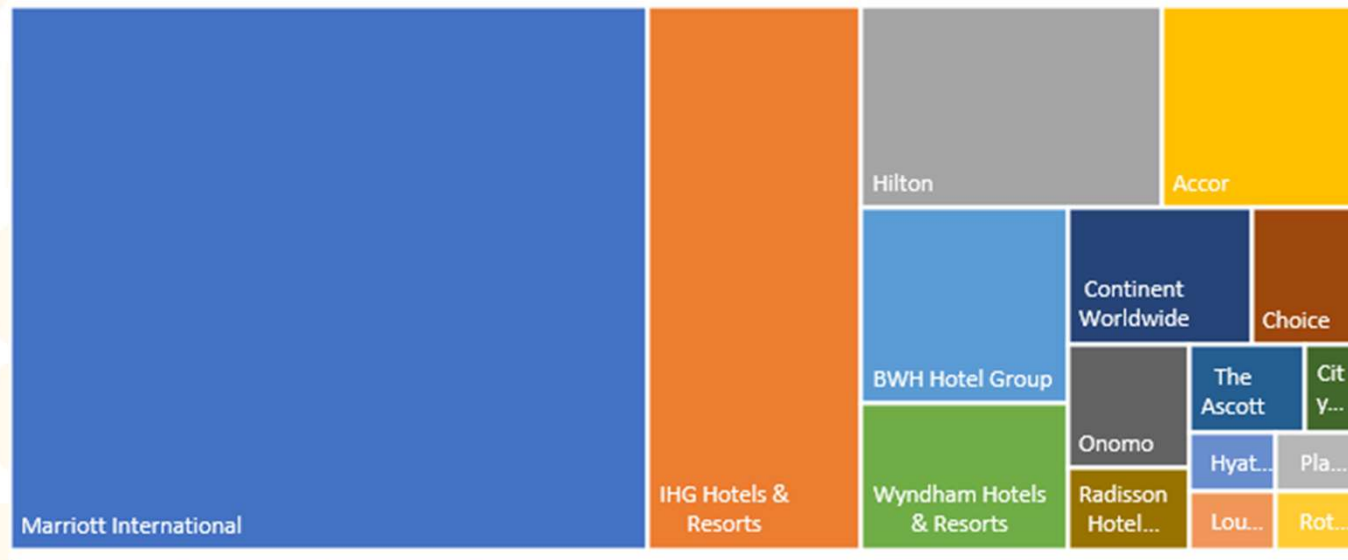
WHO'S SIGNING THEM

Hotel Chain Development Pipelines in Africa 2026 Chains With Franchise Agreements Signed				
	Total Franchise Agreements	FAs Signed in 2025	Total Pipeline	% of FAs to Total Pipeline
Marriott International	69	35	180	38%
IHG Hotels & Resorts	23	9	48	48%
Hilton	12	9	109	11%
Accor	8	3	88	9%
BWH Hotel Group	8	4	8	100%
Wyndham Hotels & Resorts	6	1	12	50%
Continent Worldwide	5	4	10	50%
Choice	3	3	3	100%
Onomo	3	3	3	100%
Radisson Hotel Group	2	2	35	6%
The Ascott	2	1	20	10%
CityBlue	1	-	12	8%
Hyatt Hotels & Resorts	1	1	6	17%
Louvre	1	1	7	14%
Planhotel	1	1	3	33%
Rotana	1	1	10	10%
16 chains	146	78	560	26%

WHO'S SIGNING THEM

Hotel Chain Development Pipelines in Africa 2026
Chains With Franchise Agreements Signed

- Marriott International
- Accor
- Continent Worldwide
- Radisson Hotel Group
- Hyatt Hotels & Resorts
- Rotana
- IHG Hotels & Resorts
- BWH Hotel Group
- Choice
- The Ascott
- Louvre
- Hilton
- Wyndham Hotels & Resorts
- Onomo
- CityBlue
- Planhotel



WHO'S OPERATING THEM

Hotel Chain Development Pipelines in Africa 2026 White Label Operators – Branded Hotels*

	Existing	Pipeline
Aleph Hospitality	24	9
Valor Hospitality	4	7

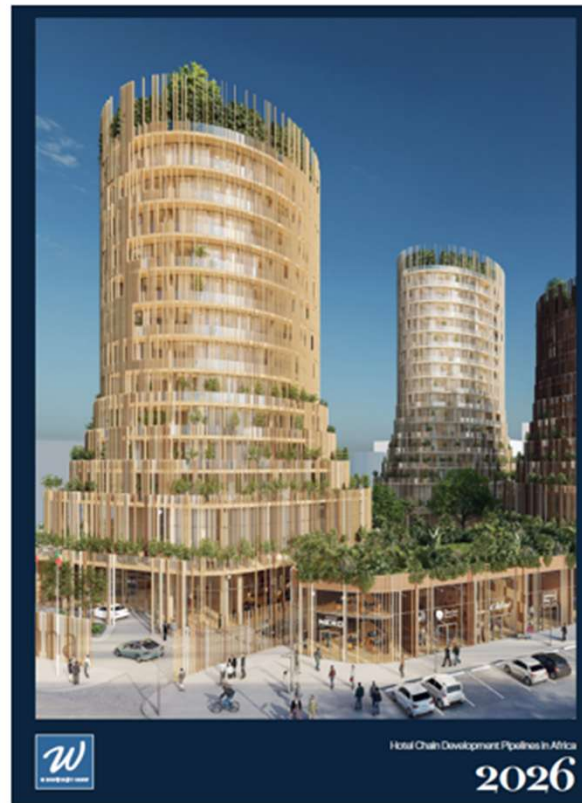
* both chains operate, and have a pipeline of, hotels which are unbranded

FRANCHISES 2026

16
chains

32
countries

20,961
rooms



57
brands

146
hotels

35%
growth

www.w-hospitalitygroup.com