

Khaya takes accommodation at sport events to a new level

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MONTE CARLO, MONACO, October 19, 2016 /EINPresswire.com/ -- As a leading provider of accommodation and logistic solutions at large sport events [KhayaMedia](#) is undergoing a rebranding. "Until now we were known as KhayaMedia but most clients refer to us as "Khaya", explains CEO Volkhard Bauer.

In a short period of nine years this destination management company has become a household name amongst broadcasters and other media companies.

The relaunch is a consequence of the broadening of the client base. The company now also provides services to corporate sponsors, sport federations and tour operators, as well as many other clients requiring accommodation and logistic solutions.

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Volkhard Bauer

“We provide everything from hotel rooms and serviced apartments to dedicated drivers and translators at large sport events,” explains Global Sales Director Rafael Sperotto.

Word of the high levels of service Khaya provides has spread. This has resulted in new clients and exciting developments for the company.

Understanding each country like a local

Khaya currently has offices in nine countries around the world. This strategy ensures full control of the services provided and Khaya is able to maintain a high standard at international sporting events.

Carefully selected local personnel are given comprehensive training and therefore clients benefit from dealing with local staff that speak the language and can bridge the cultural differences.

With the strengthening of the teams at its offices in Seoul and Tokyo the company is ready to support its clients and is also open for cooperation with other companies seeking to move into these exciting



New name and logo

territories.

Unique accommodation solutions

Sourcing suitable accommodation at a global event is a challenge for any visitor, and even more so for groups who have particular requirements. Khaya has demonstrated that it is able to find solutions for these challenges.

“Rio was our biggest challenge so far,” reveals Volkhard. “Due to the lack of hotel rooms we turned 500 private apartments into fully serviced accommodation. It's been a great team effort.”

All 55 clients at the Games were impressed with the quality and convenient location of the apartments, which were within walking distance to the Olympic Park and IBC. Khaya provided in excess of 50 000 room nights' accommodation at Rio 2016. Together with the 20 000 room nights it secured for the UEFA EURO in France the company can look back at two events, where it proved its ability and strengthened its market position.

Further afield, the company's team in Moscow recently announced that it has concluded major deals with various hotel groups in preparation for the FIFA World Cup and is ready to supply a wide variety of accommodation as well as transport in all the host cities.

News from Korea is that finding accommodation in PyeongChang is the biggest challenge for everyone planning to attend the Winter Games. However, Khaya is on track to fulfil the needs of broadcasters and Olympic Federations.

New brand to be launched at SPORTELMonaco

The new brand, name and logo, will be launched at the [SPORTELMonaco Convention](#). “What will stay are our dedication and the red shirts our team is recognized by at large events,” says Rafael with a smile.

SPORTELMonaco exhibitors and visitors will be able to meet the new Khaya at Stand A55.

Ready for the future

With the successful delivery at recent events in mind, Khaya is preparing for its next highlights.

The upcoming events include:

- 2018 Winter Olympics in PyeongChang
- 2018 FIFA World Cup in Russia
- 2019 Rugby World Cup in Japan
- 2020 Summer Olympics in Tokyo
- 2020 UEFA EURO in Europe

Today Khaya looks forward to a bright future with its new name, new look, and a solid strategy to provide clients with exceptional service at major international events.

KhayaMedia

KhayaMedia is the leading accommodation service provider for international clients at global sporting

and other events. In addition to providing logistic solutions for media and broadcasters at these big events, KhayaMedia also assists federations and sponsors with their specific needs. Amongst other services, the company provides customized local accommodation and reliable transport solutions.

Founded in 2007, KhayaMedia has grown from strength to strength and currently has clients on all five continents, with offices in Rio de Janeiro, Paris, Moscow, Seoul, Tokyo, Toronto, Frankfurt, Cape Town and Funchal.

KhayaMedia – Travel, Stay Work, Relax – Wherever you are!

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