



AUTOGRAPH COLLECTION®
HOTELS

African Pride Irene Country Lodge, Autograph Collection® rebrands as Irene Country Lodge, Autograph Collection®

South Africa, Pretoria – 01 August 2023 – African Pride Irene Country Lodge announced it has rebranded the hotel to **Irene Country Lodge**. The property is part of Autograph Collection® Hotels, one of **Marriott Bonvoy's** portfolio of 31 extraordinary brands, which features a collection of over 280 independent and special hotels that are a product of passion inspired by a clear vision, soul and story.

Steeped in a rich farming history dating back to the 1800's, **Irene Country Lodge, Autograph Collection®** is set to redefine its identity to reflect the hotel's heritage and represent its authentic farm experience. The symbolism featured in the new logo is taken from the Irene Farm logo. It stands bold in its branding, acting as a focal point and symbolising the hotel's unique and humble authentic countryside experience. The oak leaves and acorn represent all the oak trees found on the farm. Symbolic to longevity, beginnings, patience, faith, power, endurance, and strength, this represents all that the **Irene Country Lodge, Autograph Collection®** encompasses.

Irene Country Lodge, Autograph Collection® continues to offer a countryside getaway that welcomes guests to an authentic farm experience. The hotel boasts 123 spacious rooms, state of the art conferencing facilities, a stylish River Bar, a dining experience in the Meadow Green Restaurant and the award-winning Camdeboo Day Spa

"We are happy to announce the launch of our new logo as part of our continuing brand advancement. The main objective was to keep the logo identifiable and memorable. In order to achieve this result, we carefully incorporated elements that resonate with the Irene Farm to create a new identity that that showcases the rich, authentic countryside experience that is offered at the hotel" said Cecilia McKay.

With so much to see and do, you could find yourself spending more time than expected on this working dairy farm with the underground access tunnel that connects **Irene Country Lodge, Autograph Collection®** with the Irene Farm, one of the most famous landmarks of the Irene area. From calves to pat, to taking a walk around the lake, enjoying a meal at one of the on-site restaurants or visiting the Deli shop, the Irene Farm offers an authentic farm experience in the city.

Ends.



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About Autograph Collection® Hotels

Autograph Collection Hotels advocates for the original, championing the individuality of each of its over 280 independent hotels located in the most desirable destinations across nearly 50 countries and territories. Each hotel is a product of passion, inspired by a clear vision, soul, and story that makes it individual and special: *Exactly Like Nothing Else*. Hand-selected for their inherent craft and distinct perspectives on design and hospitality, Autograph Collection properties offer rich immersive moments that leave a lasting imprint. For more information, please visit www.autographhotels.com, and explore on social via [Instagram](#), [Twitter](#), and [Facebook](#) to be inspired by immersive moments that are #ExactlyLikeNothingElse. Autograph Collection is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on [Marriott Bonvoy Moments](#) and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit marriottbonvoy.com.

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