

Staycation with Uber and Protea Hotels

Uber and Protea Hotels have established a long-term partnership with the aim to make both business and leisure travel in the key primary cities across South Africa easy. The partnership is set to accentuate the progressive usage of technology and mobile devices both parties utilise to engage with their clients.



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The first campaign set for the partnership lends to the travel experience consumers have with these brands from both a leisure and business perspective. This on-demand campaign is also the first of Uber's campaigns to include experiences for the hardworking Uber driver-partners; these on-demands are normally focused on just riders.

Local residents and driver-partners have the chance to experience a 'staycation' in their own city thanks to the marriage of the two brands. Those who have not yet planned a holiday this summer could experience their own city like a tourist between 18 and 20 December 2015. This 'be a tourist in your own city' promotion includes a two night stay for two people with breakfast and dinner daily, in a Protea Hotel in the winner's residing city, a complimentary activity and four free Uber rides to ensure the winners travel worry-free during their holiday.

Protea Hotels involved included the Protea Hotel Fire & Ice! Cape Town, Protea Hotel Fire & Ice! Melrose Arch in Johannesburg and Protea Hotel Edward in Durban. All new users can sign up [here](#) with the promotional code: PROTEA to receive a free first ride up to R150. To request a ride, simply download the free application for iPhone, Android, Blackberry 7, Windows Phone, or visit the mobile site: m.uber.com

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