Sun International – South African trademarks

Updated 8 November 2026

Sun International is a JSE-listed South African hospitality and gaming group. It operates casinos, hotels and resorts, including Sun City, and online betting.

How Sun International has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#62
largest trademark owner in South Africa (of 121,626)

842
trademarks filed

9
different logos published since 2020

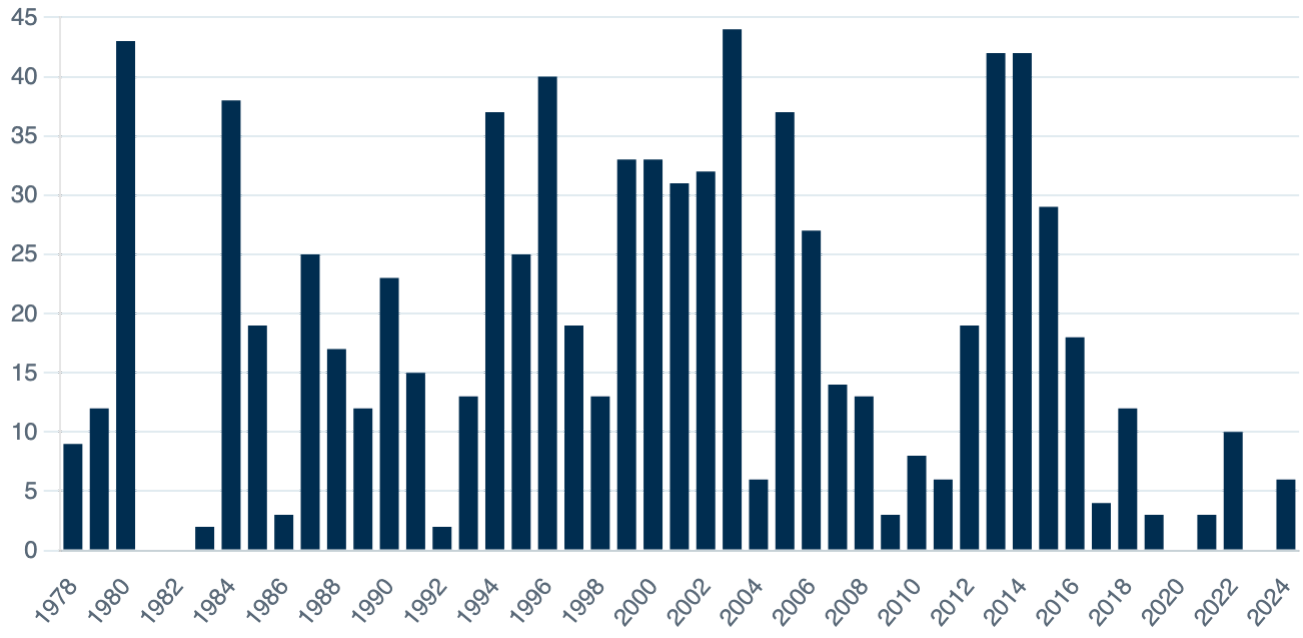
44
of 45 classes used

1978
first trademark filed

56
filed in the last 10 years

A portfolio built over time

Sun International filed its first South African trademark in 1978 and has filed 842 since; its busiest year was 2003, with 44 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

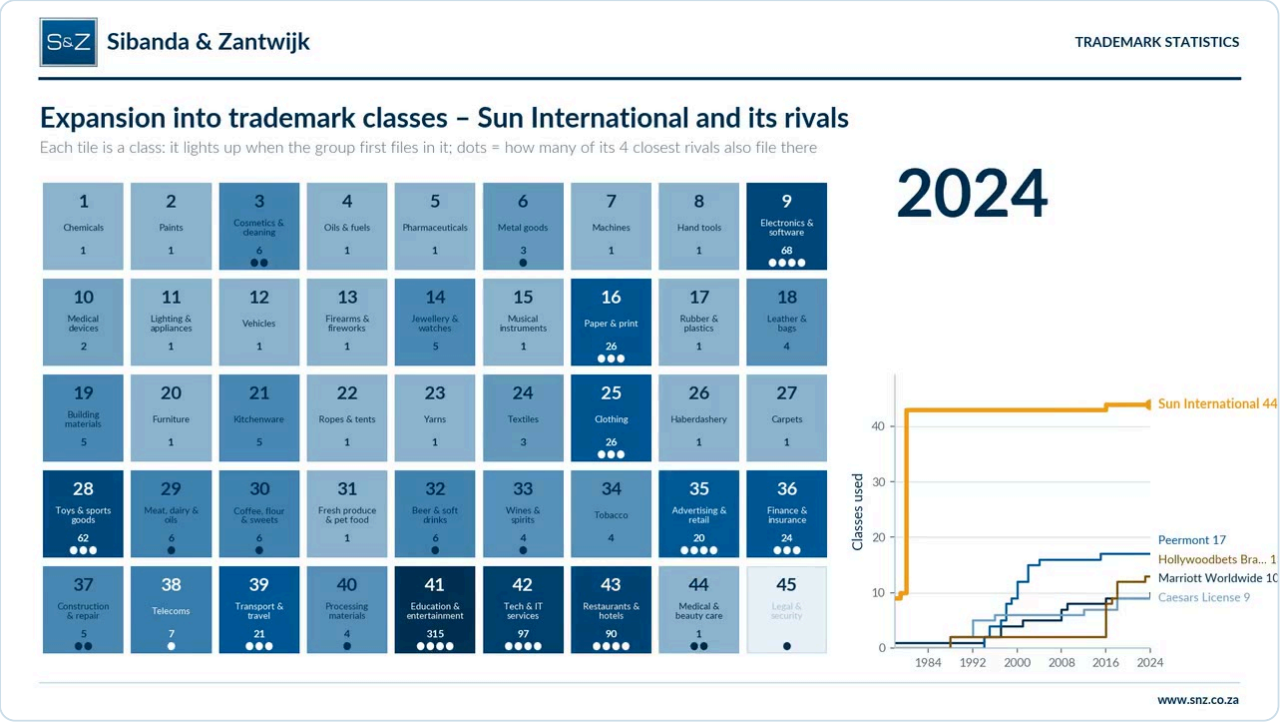
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Sun International	863	1978–2024

Where Sun International expanded its business

Trademark classes show what a business sells. Sun International's portfolio is concentrated in education & entertainment (class 41), tech & it services (class 42), restaurants & hotels (class 43). Its most recent moves were into medical & beauty care (2016), furniture (1980), medical devices (1980).

Sun International trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sun-international-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
41 Education & entertainment	315	37.4%	1978
42 Tech & IT services	97	11.5%	1978
43 Restaurants & hotels	90	10.7%	1979
9 Electronics & software	68	8.1%	1980
28 Toys & sports goods	62	7.4%	1980
25 Clothing	26	3.1%	1980
16 Paper & print	26	3.1%	1978
36 Finance & insurance	24	2.9%	1978

The brands Sun International protects most

The word marks and logo names Sun International has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SUN CITY	63	43	1978–2007
2	SUN INTERNATIONAL	16	14	1984–2014
3	MORULA SUN	12	12	1987–1987
4	CABANAS SUN CITY	10	10	1980–1980
5	CASCADES (THE)	10	10	1985–1985
6	SUN CITY GOLF CHALLENGE	10	10	2000–2001
7	SUN	10	7	2014–2019
8	KAMP KWENA	8	7	1996–1996
9	MVG	7	4	1994–1999
10	CAROUSEL (THE)	6	6	1991–2001
11	E-SUN	6	3	2000–2000
12	ONE DESTINATION	6	3	2006–2006
13	SUN INTERNATIONAL DREAMS	6	3	2002–2003
14	SUN TIME SQUARE	6	2	2016–2016
15	SUN VACATION CLUB	5	5	2018–2018

Logos filed most often (since 2020)



27 filings · 9 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Sun International's logos

The 9 different logos Sun International has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



9 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class

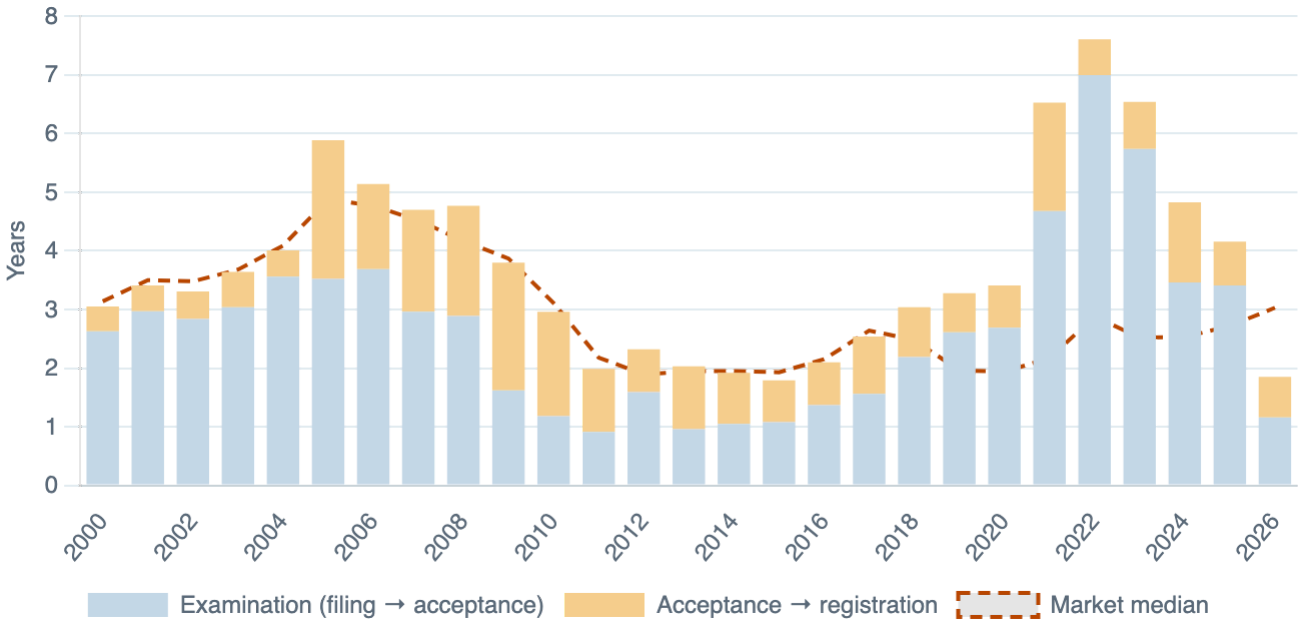


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Sun International's marks took a median of **5.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

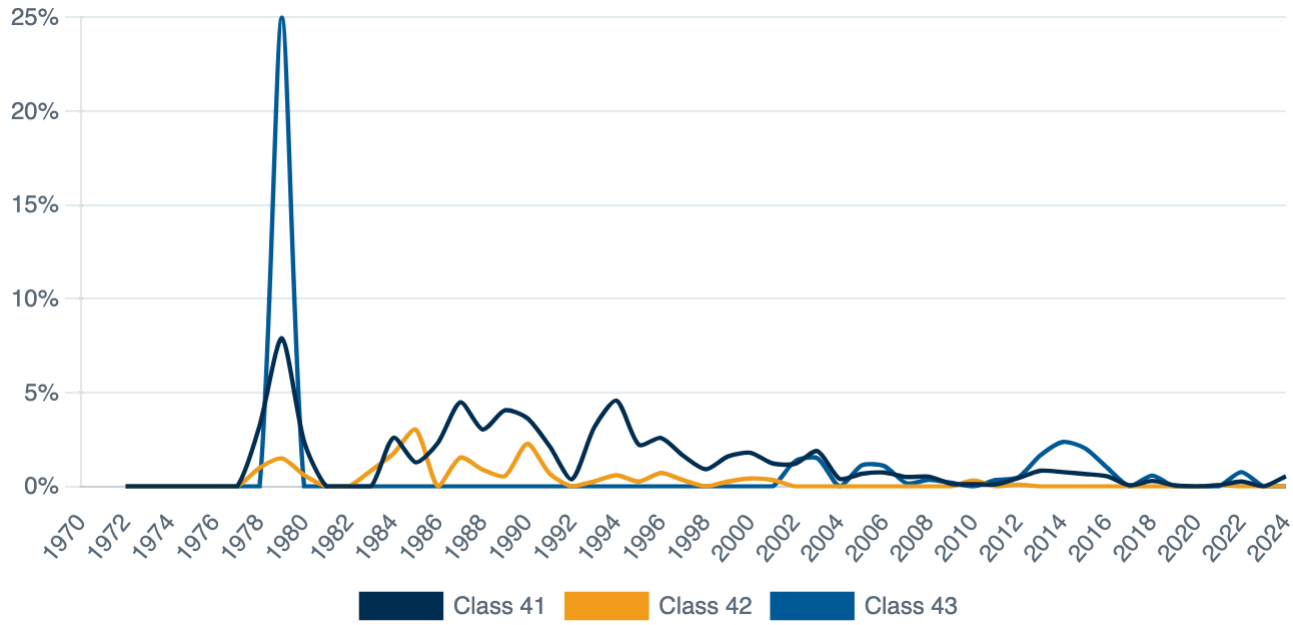


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Sun International's classes

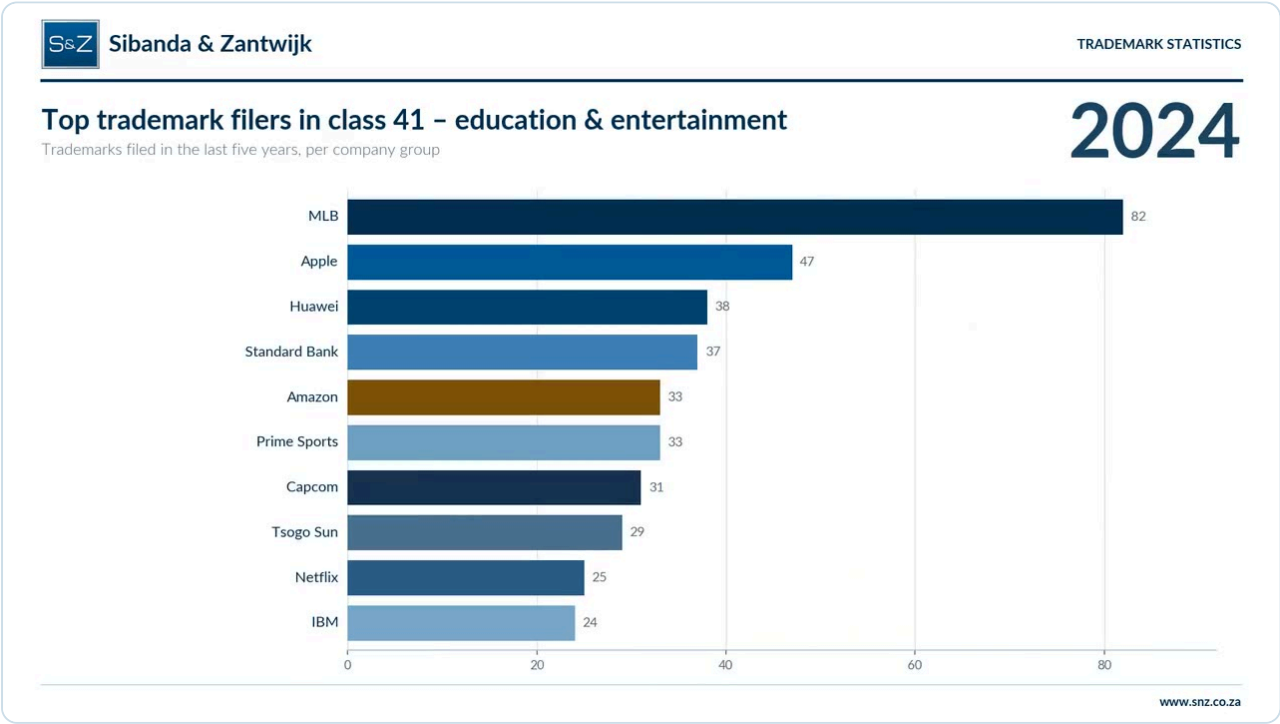
> Ranked by **number of trademarks filed in Sun International's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Sun International's market position, not who is most like it.

In the last five years, Sun International was **#57** of 3,121 filers in class 41 (education & entertainment), with 9 of 6,243 trademarks; **#1810** of 3,000 filers in class 42 (tech & IT services), with 1 of 5,783 trademarks; **#69** of 1,259 filers in class 43 (restaurants & hotels), with 4 of 2,216 trademarks.



Sun International's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 41 (education & entertainment), South Africa 1975–2024: Sun International



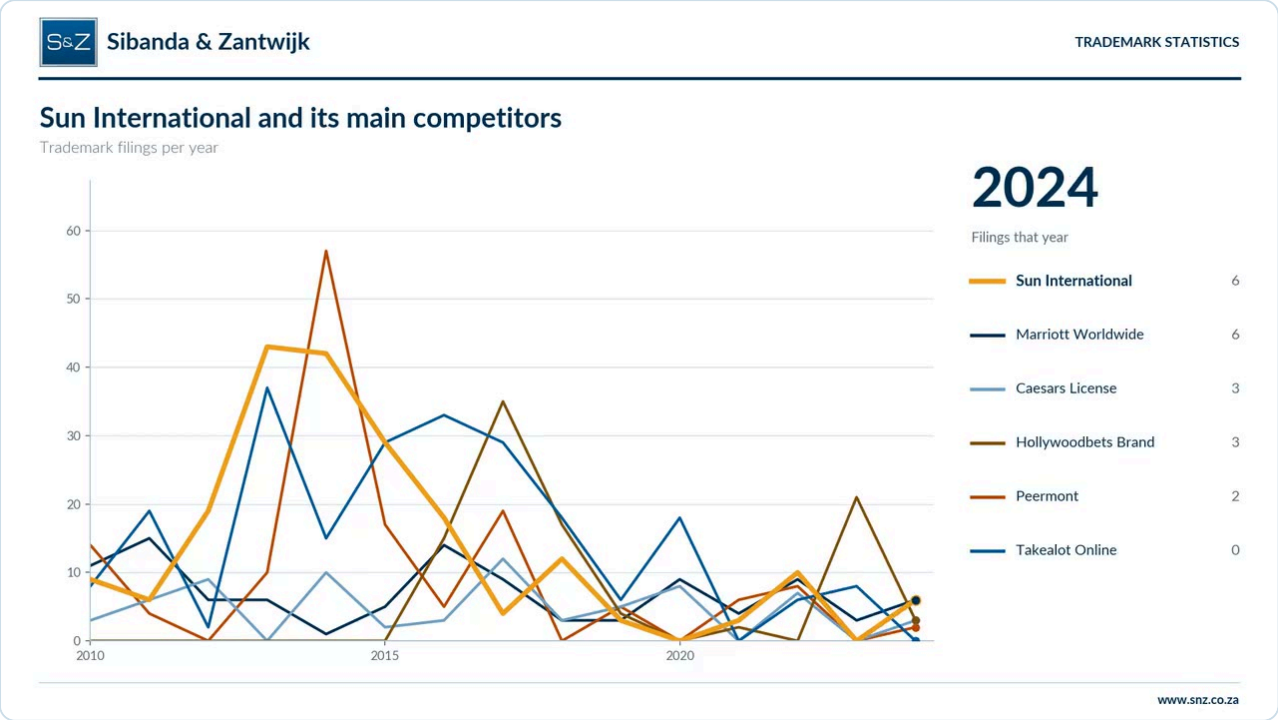
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sun-international-south-african-trademarks/class-41-race-video.html

Main competitors – the companies most like Sun International

> Ranked by **how similar their whole trademark portfolio is to Sun International's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Sun International's closest competitors in South Africa are Marriott Worldwide, Peermont, Caesars License and Hollywoodbets Brand.

Sun International trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sun-international-south-african-trademarks/competitors-video.html

Trademark filings per year: Sun International (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Marriott Worldwide	Direct competitor	80%
2	Peermont	Direct competitor	76%
3	Caesars License	Direct competitor	73%
4	Hollywoodbets Brand	Direct competitor	70%
5	Takealot Online	Retailer's own brands	71%
6	AB InBev	Other field	74%
7	Life and Brand Portfolio	Other field	73%
8	Wimpy (Pleasure Foods)	Other field	71%
9	Tourvest	Other field	71%
10	Bidfood	Other field	71%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Sun International – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	73	US$57 m	-1%	National	US$2,123
2	United States of America	72	US$46 m	-3%	National	US$2,750
3	United Kingdom	68	US$19 m	-5%	National	US$1,192
4	Namibia	64	US$226 m	+8%	ARIPO	US$397
5	Japan	62	US$795 k	-2%	National	US$1,481
6	Canada	60	US$4.1 m	-6%	National	US$1,907
7	Hong Kong SAR	60	US$3.5 m	+8%	National	US$1,412
8	Switzerland	60	US$2.2 m	-2%	National	US$1,390
9	Australia	59	US$12 m	-4%	National	US$2,020
10	Botswana	59	US$209 m	-7%	ARIPO	US$397

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	64	US$226 m	+8%	ARIPO	US$397 S&Z
2	Botswana	59	US$209 m	-7%	ARIPO	US$397 S&Z
3	Nigeria	54	US$11 m	-16%	National	US$812 S&Z
4	Zimbabwe	53	US$54 m	+1%	ARIPO	US$397 S&Z
5	Malawi	53	US$16 m	+30%	ARIPO	US$397 S&Z
6	Tanzania	52	US$15 m	-3%	ARIPO	US$397 S&Z
7	OAPI (17 states)	52	US$17 m	+5%	National	US$1,378 S&Z
8	Mozambique	51	US$69 m	-19%	ARIPO	US$397 S&Z
9	Uganda	50	US$6.6 m	+11%	ARIPO	US$397 S&Z
10	Dem. Rep. of the Congo	46	US$34 m	-9%	National	US$1,650

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 4 classes; ARIPO costs are per country, plus US$290 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
SUN CITY	43	US$8,729	US$8,581
SUN INTERNATIONAL	14	US$2,842	US$3,225
MORULA SUN	12	US$2,436	US$2,856
CABANAS SUN CITY	10	US$2,030	US$2,487
CASCADES (THE)	10	US$2,030	US$2,487

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Sun International's five most-filed brands: word marks of **other companies** (not Sun International's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to SUN CITY (classes 9, 28, 41, 42, 43; searched 2018-01-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to SUN INTERNATIONAL (classes 9, 28, 41, 42, 43; searched 2018-01-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to MORULA SUN (classes 41, 42; searched 2018-01-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to CABANAS SUN CITY (classes 41, 42; searched 2018-01-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to CASCADES (THE) (classes 41, 42; searched 2018-08-29 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

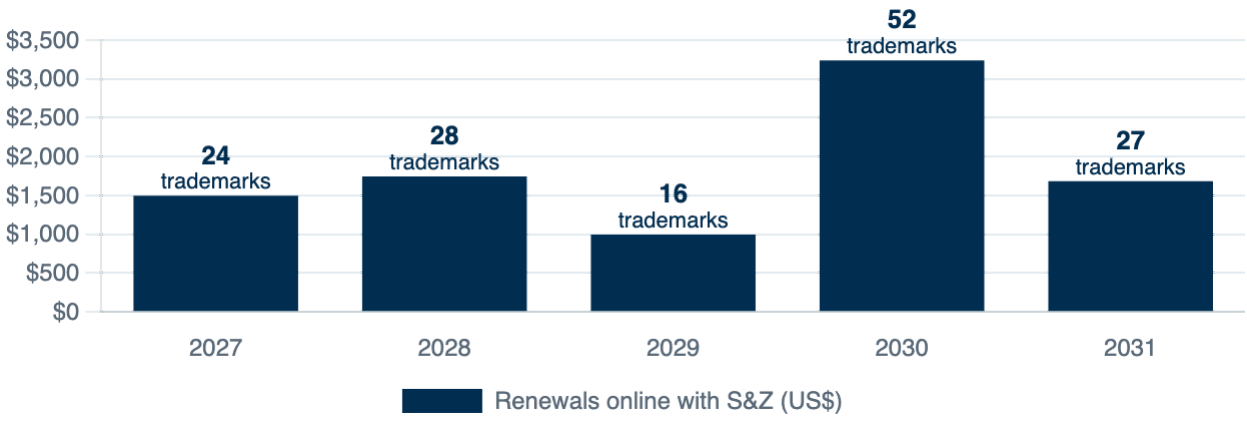
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Sun International's next five years of renewals

147 of Sun International's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$9,157** over the five years.



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