

Radisson Hotel Group announces a record year in Africa, with 13 hotels and 2,500 rooms signed to date

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Radisson Hotel Group, one of the world's leading hotel groups, this month announced a hotel expansion record in Africa with 13 signings to date, translating to a new hotel signed every 20 days.



The Group's expansion drive, adding 2,500 rooms to its African portfolio, includes the announcement of nine hotels in Morocco, the Group's debut in Djibouti, and the introduction of the Radisson Individuals brand in Africa. Adding to this expansion milestone, the Group has also opened five hotels to date this year, including Africa's second Radisson RED in South Africa and four Radisson Blu resort offerings in Morocco.

With additional hotel signings and a further three openings in Africa expected before year-end, Radisson Hotel Group remains prudently optimistic regarding the business recovery within the last quarter of 2021. The Group's aggressive expansion places them firmly on track to boost the current African portfolio of almost 100 hotels currently in operation and under development to its ambition of 150 hotels by 2025. As part of the expansion strategy, the Group has put forward growth priorities across key markets such as Morocco, Egypt and South Africa.

From a single hotel in Africa 20 years ago, Radisson Hotel Group's current African portfolio of almost 100 hotels in operation and under development is located in more than 30 countries across the continent, cementing the Group's leading position as the hotel company with the largest active presence in the most countries across Africa.

The 13 signings, reinforcing the Group's expansion strategy, have secured a record growth in Morocco with an additional nine hotels, comprising two hotels in Casablanca, including the debut of the Radisson brand with the Radisson Hotel

Casablanca Gauthier La Citadelle and the recent partnership established with Madaëf which translates to seven additional hotels across key leisure destinations in the country. The group has also announced the launch of their first project, the Earl Heights Suite Hotel, a member of Radisson Individuals in Accra, Ghana joining their new affiliation brand; their market entry in Victory Falls with the introduction of Radisson Blu Resort Mosi-Oa-Tunya Livingstone as well as another new entry with Radisson Hotel Djibouti. The most recent announcement was the Radisson Hotel Middleburg which further complements the Group's presence across South Africa.

These hotel signings equate to almost 2,500 rooms, most of which are in the Group's core focus countries, especially across Morocco, with the remainder reinforcing their presence in cluster markets or entering into new territories.

"For the remainder of the year, we will continue to build on the success and momentum we've had thus far, with a continued focus on our identified key markets, specifically Morocco, Egypt, Nigeria and South Africa. We aim to further accelerate our presence across the continent through both new build and conversions, especially post-pandemic, as there is less liquidity for newer developments. We therefore seek to form wider partnerships and strategic ventures with local or regional chains and forge ahead with our city scale and critical mass strategy. The execution of our strategy with clear priorities will equally support in achieving positive economic efficiencies and synergies operationally across all our existing and future hotels, further unlocking value to our owners. We have also demonstrated the relevant flexibility in addressing the current investment climate by providing not only tailored solutions to every project but also rationalizing our relationships with our investors to assess the best timings in terms of openings and the right budget allocation in terms of segment, space program and development cost," says Ramsay Rankoussi, vice president, development, Africa & Turkey at Radisson Hotel Group, said.

"Africa is mainly led by business hotels, but with the recent signings, we have expanded our leisure offerings and serviced apartments which has not only proven resilient during Covid-19 but is also fueling a faster recovery. Our ambitions are driven by creating critical mass in each of our identified focus markets but also ensuring market proximity. These regions are subdivided based on priorities, focus and potential scale.

"Despite the current situation and supporting our robust expansion strategy, our teams are working tirelessly to realize the pipeline, with eight hotel openings in Africa this year. We have already opened five hotels, consisting of four of the seven hotels we've just announced in Morocco, which consist of resorts and residences as well the opening of Africa's second Radisson RED hotel in Rosebank. The remaining three hotels, all due to open before year-end, represent our debut in Madagascar with a portfolio of three hotels," he added.

Building on the success of the Group's five-year expansion and transformation plan, Radisson Hotel Group is ready for the rebound of travel and remains firmly committed to becoming the brand of choice for owners, partners, and guests.

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