Radisson signs RED Hotel in Abidjan

The Radisson RED Hotel Abidjan, which is scheduled for the Ivorian hospitality industry in 2021, is the Radisson Hotel Group's second Radisson RED signing in Africa. This marks the first lifestyle select upscale hotel in Abidjan - a Francophone capital city in Africa. The hotel will be located on Boulevard de Gaulle, on the edge of the lagoon in Plateau.

Radisson Red Hotel Abidjan

Erwan Garnier – director, development, sub-Saharan Africa Radisson Hotel Group – said: "We are thrilled to be kicking off the Africa Hotel Investment Forum 2018 with the signing of our second Radisson RED hotel in Africa and to be introducing this connected, style savvy and social brand to the fast-growing city of Abidjan.

"We inject new life into hotels through informal services where anything goes, a social scene that's waiting to be shared and bold design that kick-starts the fun. Always fresh, we give RED guests endless opportunities to tune in and out - switching effortlessly between business and pleasure. In addition, we have identified a number of key cities in Africa, such as Johannesburg, Durban, Lagos, Dakar, Dar es Salaam and Nairobi, which are perfectly suited to the Radisson RED brand."

The owner of the hotel, Isaac Kelekele Kasonga, Phoenix Property Investment chairman, said: "We are proud to be partnering with Radisson Hotel Group to bring the first Radisson RED Hotel to Ivory Coast, a unique and well-aligned brand for the Ivorian market and the vibrant city of Abidjan. We are looking forward to a long-standing partnership with the group and the exciting journey that lies ahead as we develop this landmark hotel."

The new-build hotel will have 165 rooms comprising of studio rooms and suites which will feature bold wall graphics and a

design with attitude. The hotel's food & drink offering will include a Redeli and Ouibar, a deli as well as a rooftop bar and terrace. The leisure facilities will include a rooftop swimming pool and a fully equipped gym. The meeting and events space area will break tradition with its modern event studio and four reading rooms.

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