

Radisson identifies Indian Ocean as key market, set to double portfolio by 2022

During this years Indian Ocean Hotel Investment Forum (IOHIF) event in Mauritius, the Radisson Hotel Group shared its Indian Ocean development strategy and market insight with hotel owners, developers, banks, investment funds and hotel groups. The forum - hosted by Radisson Hotel Group and JLL - took place on 28 May 2019 and comprised in-depth discussions with industry leaders on hotel investment topics in the Indian Ocean market.



Radisson Blu Antananarivo_id concept public areas

The Group currently has six hotels in operation and under development in the region, with 99 hotels in operation and under development across 32 African markets; the group plans to double portfolio in the Indian Ocean by 2022.

Erwan Garnier, Director, Development, French and Portuguese Speaking Africa, Radisson Hotel Group, said: "As part of our aggressive five-year development plan, we aim to add a further 50 hotels to Africa, of which 65% of our future hotel supply will come from our newer brands, specifically Radisson, which is positioned in the full-service upscale segment, and Radisson Collection in the affordable luxury segment.

"We also aim to grow on the successful opening of RED Radisson in Cape Town in the lifestyle upscale segment of the market. Finally, we will leverage the success of Radisson Blu, our upper upscale brand, that remains the fastest growing hotel brand on the continent."

"Our development strategy in the Indian Ocean focuses on both leisure and business segments for resorts, hotels, serviced apartments and mixed-use developments across our five hotel brands. Mauritius is a key market for the group's expansion in the region. In addition, we also have a pro-active strategy for Seychelles, Madagascar and Reunion Island."

Mauritius:

Mauritius remains a key strategic market for Radisson Hotel Group, with plans to expand its five brands on the island which currently has two Radisson Blu hotels in operation and one Park Inn by Radisson under development.

"We plan to introduce our international affordable luxury brand, Radisson Collection; our upscale full-service brand, Radisson and our unique upscale lifestyle Radisson RED brand for both leisure and business segments. In terms of the international midscale market, we will expand it with our Park Inn by Radisson brand.

"Building on our current portfolio in the East Coast, we are aiming to establish a presence on the West Coast, in areas such as Le Morne, Flic-en-Flac and Grand Baie. In addition, we are targeting the business segments of the islands business hubs, particularly, Port Louis and Ebène," added Garnier.

Seychelles:

Commenting on the Group's plans in Seychelles, Garnier said: "Seychelles is an important resort destination for Radisson Hotel Group. We're aiming to introduce our Radisson Collection and Radisson Blu brands with world-class resort products, primarily on the islands of Mahé and Praslin."

Madagascar:

Radisson Hotel Group recently entered its second Indian Ocean territory, Madagascar, with the signing of a portfolio deal of three hotels and a total of 254 rooms. The agreement consists of two hotel conversions and one hotel under construction in the capital city of Antananarivo, with all three hotels scheduled to open in 2020.

Garnier added: "Our next step in Madagascar would be to enter Nosy Be with our upper upscale brand Radisson Blu as well as our upscale brand Radisson."



Radisson Hotel Group signs three hotels to enter Madagascar

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Antananarivo is the capital city of Madagascar and is a hub in Francophone Africa. The portfolio of hotels will spearhead the upper upscale and upscale hotel markets in the city.

Reunion Island:

"We are keen to enter Reunion Island's capital city, Saint-Denis with Africa's fastest growing hotel brand, Radisson Blu, as well as Radisson and Park Inn by Radisson," concluded Garnier.