

Radisson Hotels to double West and Central Africa footprint

Hotel company, Radisson Hotel Group has identified West & Central Africa as key markets in its African development strategy. The group is set to double its portfolio in this market by 2025, growing from one hotel in 2008 to the current portfolio of 25 hotels in operation and under development.



Source: Supplied - Radisson Blu Hotel Anchorage, Lagos V.1 - Exterior

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Despite the pandemic, West and Central Africa remains a strategic territory for Radisson Hotel Group's expansion.

In 2020, the group was able to increase its West and Central African portfolio with three new hotel signings, adding over 625 rooms, further reinforcing its presence in key markets such as Nigeria and Mali while entering a new West African market, Ghana.

Erwan Garnier, senior director, development, Africa at Radisson Hotel Group said: We have identified six countries for growth in West and Central Africa, with a clear strategy to have city scaled growth in the key African capital cities, financial hubs and resort destinations. We have also identified eight pro-active cities in West and Central Africa in which we are focusing our efforts for scaled expansion. The focus destinations are Abuja, Lagos, Accra, Abidjan, Dakar, Yaoundé, Douala, and Kinshasa.

"Our development strategy for West and Central Africa, focuses on business hotels, resorts, serviced apartments and mixed-use developments. What sets us apart is our owner-centric approach with dedicated teams and relevant brands with the lowest development cost and access to development solutions, plus our adaptive solutions to meet local needs from compact offering, midscale to luxury, serviced apartments, lean operational model and clustering efficiencies."

Nigeria

The group currently has nine properties open and underdeveloped in Nigeria, five of which are operating in Lagos and Abeokuta and spread across award-winning upper upscale brand, Radisson Blu, the upscale Radisson brand and the upper-midscale brand, Park Inn by Radisson.

Four properties are currently under development in Abuja and Lagos: Radisson Collection Hotel Ikoyi Lagos, Radisson Collection Hotel Emerald Grand Hotel & Spa, Radisson Blu Hotel Abuja City Centre and Radisson Hotel Abuja Gudu.

"Our objective in Nigeria is to increase our portfolio by 50%, by 2025. The prime focus of expansion is the capital city of Abuja, followed by Lagos and Port Harcourt. We foresee developing each of our six brands in Nigeria which includes our newest Radisson Individuals brand to support potential conversions," said Garnier.

Ghana

Following the announcement of Earl Heights Suites Hotel, a member of Radisson Individuals, in Accra, Ghana earlier this year, the group aims to enter the international luxury market with Radisson Collection, develop their flagship Radisson Blu portfolio, the upscale segment with their Radisson brand, the upscale lifestyle segment with Radisson RED and the midscale segment with Park Inn by Radisson.

The focus of expansion is the capital city, Accra, the Gulf of Guinea as well as Kumasi, one of the largest cities of the country.

Ivory Coast

Garnier said: "Abidjan is our focus city and we aim to further expand and meet the needs of the market by having each of our six brands present by the end of 2025. Currently in operation is the Radisson Blu Hotel, Abidjan Airport and one hotel under development, the Radisson Hotel & Apartments, Abidjan Plateau, which will offer the largest conference centre in the city centre, stylish accommodation and the city's first rooftop bar and restaurant."

"We've identified the market requirement for international luxury in Abidjan and plan to meet this with our entry-luxury brand, Radisson Collection. We also aim to expand our growing Radisson Blu portfolio and the upscale segment and upscale lifestyle segments with Radisson and Radisson Red in Plateau and Cocody. In terms of the international midscale segment, we aim to develop in Plateau, Cocody, Marcory and Treichville with our popular Park Inn by Radisson brand.

"Other cities we're aiming to establish a presence in are San Pedro and the capital city of Yamoussoukro with our international upscale and midscale hotels. In the leisure market of Grand Bassam and Assinie, the ideal debut would be with Radisson Blu and Radisson brands."

Senegal

The group currently operates two hotels, Radisson Blu Hotel, Dakar Sea Plaza and Radisson Hotel Dakar Diamniadio and aims to establish a presence for each of their six brands by 2025.

Garnier adds: "We plan to enter the international luxury market with Radisson Collection, expand upon our flagship Radisson Blu portfolio, and establish a presence in the upscale segment and upscale lifestyle segment with Radisson and

Radisson Red as well as the midscale segment with Park Inn by Radisson.

"We are focusing our expansion in the centre of Dakar with Plateau, Corniche, Ngor and Point E as well as Diamniadio and Saly. Other cities we've identified for expansion are Touba and Saint Louis with our Radisson and Park Inn by Radisson brands. In Cap Skirring, we aim to introduce our upscale and upper-upscale brands to this leisure market alongside the Atlantic Ocean Coast."

Cameroon

The group plans to further expand its portfolio of brands across the country with a focus in Douala and Yaoundé. In Douala, the economic hub in Central Africa, the Radisson Blu Hotel & Apartments Douala is currently under development with the opening scheduled for Q1 2023.

The property will lead the five-star segment in the city with 180 rooms and apartments, a range of food and beverage facilities, including a skybar with a view of the entire city, as well a cutting edge wellness spa and gym.

"In the capital city of Yaounde and the financial hub of Douala, our ambition is to establish a presence for each of our six brands. Our priority now is to enter Yaoundé in order to have presence in both key cities of the country. We are also aiming to expand our resort offering in Kribi with our Radisson and Park Inn by Radisson brands."

Democratic Republic of the Congo (DRC)

The group has identified the Democratic Republic of the Congo, the second largest country of the continent by area, as a focus of expansion, placing a priority to enter this strategic market in 2022, focusing on Kinshasa city followed by Kolwezi and Lubumbashi.

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