

# Carlson Rezidor leading hotel boom in Africa

Accelerating its growth strategy in Africa, Carlson Rezidor has opened five Radisson Blu hotels in the first six months of 2016 and signed four new hotels including the first Quorvus Collection in Africa. The group is entering its 28th country in Africa and taking the Park Inn by Radisson brand to the Indian Ocean Islands.



[Image Source: Radisson Blu](#)

In 2016, Carlson Rezidor Hotel Group opened five Radisson Blu properties serving the upper-upscale segment: Radisson Blu Hotel Nairobi Upper Hill in Kenya (271 rooms); Radisson Blu Hotel, Marrakech Carré Eden in Morocco (198 rooms); Radisson Blu Residence with 187 luxury hotel apartments in Maputo, Mozambique (group's first residence concept in Africa); Radisson Blu Hotel Abidjan Airport, Ivory Coast (261 rooms) and West Africa's tallest hotel at 106 metres height; and Radisson Blu Hotel 2 Février in Lomé (320 rooms).

The Radisson Blu Hotel 2 Février in Lomé is hosting the first Africa Hotel Investment Forum in West Africa in Togo. Running on 21 and 22 June 2016.

Speaking at the opening of the Africa Hotel Investment Forum (AHIF 2016), Wolfgang M. Neumann, president and CEO of The Rezidor Hotel Group said, "Africa is Rezidor's biggest growth market. Our group's total portfolio comprises 69 hotels in 28 countries, with over 15,000 rooms in operation or under development. Our ambition is to be the leading player in the travel and tourism sector across the continent."

## Maintaining momentum

Carlson Rezidor's has also announced the signing of its first Quorvus Collection in Africa: the 5-star, 244-room luxury Emerald Grand Hotel & Spa in Lagos, Nigeria. The group also signed a new Radisson Blu Hotel Harare in Zimbabwe (245 rooms), a Radisson Blu Hotel in Durban Umhlanga (207 rooms) and a Park Inn by Radisson in Quatre Bornes, the new commercial hub of Mauritius.

Carlson Rezidor's executive vice president and chief development officer, Elie Younes added: "In the last 24 months, we have signed a new hotel deal in Africa every 37 days. And it's not just about signing hotels; we are delivering our pipeline. We have opened a hotel in Africa every 60 days. In South Africa alone, we now have 14 hotels. In 2016 and beyond, we aim to maintain this great momentum by opening four more hotels in the second half of 2016."

The Africa Hotel Investment Forum is hosted by the Government of Togo and focuses on hotel development and finance in Africa. How to drive tourism and attract more than just the business traveler. The event connects hotel developers, hotel owners, hotel groups, banks, equity funds, property funds, hotel consultants, advisors and hotel professionals from the international and local markets, driving investment into hotel projects across Africa.

"The African continent is a powerhouse of exponential growth in the hotel industry", said Younes. "Rapid urbanization and economic growth, combined with favorable demographics, has resulted in a shortage of quality, internationally branded hotels. This means there are huge opportunities for sustainable and quality growth for world-class international hotel operators like Carlson Rezidor Hotel Group."

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