

Rezidor keeps development momentum despite challenging market conditions and reaches 80,000 rooms in operation

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The Rezidor Hotel Group continues to report strong momentum in business development: Despite the challenging trading environment across Europe, the Middle East and Africa, the group signed more than 2,500 rooms during the second quarter of 2016 and opened more than 1,400 rooms – further strengthening the long-term strategy of asset-light and fee-based growth with a focus on emerging markets. Rezidor’s operating portfolio now comprises 80,000+ rooms and is complemented by a solid pipeline of 22,000+ rooms.

“Q2 was particularly successful in Africa, one of our core growth markets. In Lagos/Nigeria, we signed the first Quorvus Collection member on the continent, and in Mauritius the first Park Inn by Radisson in the Indian Ocean”, said Elie Younes, Executive Vice President & Chief Development Officer of Rezidor. With the signing of a Radisson Blu hotel in Durban/South Africa, the company was the first international chain to complete the commercial triangle of Cape Town – Johannesburg – Durban.

In the course of Q2 Rezidor accelerated its opening pace and pipeline delivery – again with highlights in Africa. The group entered Morocco with the launch of the first Radisson Blu hotel in Marrakech, and inaugurated a flagship in Togo: The Radisson Blu Hotel du 2 Février in Lomé is with 102 meters the tallest building in West Africa and an African landmark, increasing brand awareness of Radisson Blu. “Blu is not only Europe’s largest upper-upscale brand but also Africa’s fastest growing brand. We are committed to the continent and will continue to expand our network in line with our clear strategy, covering capital cities and selected hubs across Africa to drive scale and unlock value for our owners, partners, employees and guests”, commented Elie Younes.

In Brussels/Belgium, Rezidor opened the world’s first Radisson RED in Q2 2016 – a new lifestyle select brand inspired by the millennial mindset, art, music and fashion. “RED is driven by bold design and breaks the traditional hotel model – it is extremely well received in the market”, added Elie Younes. More than 15 Radisson REDs are currently planned or construction worldwide. “This first hotel starts the journey of the brand and is also its laboratory for innovation and further improvement. We recently hosted a hundred key industry specialists, owners and developers to experience the brand and share their thoughts and ideas with us; the feedback that we received was most promising”, ended Younes.

About The Rezidor Hotel Group:

The Rezidor Hotel Group is one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of 460+ hotels in operation and under development with 101,000+ rooms in 80 countries.

Rezidor operates the core brands **Radisson Blu** and **Park Inn by Radisson** in Europe, the Middle East and Africa (EMEA), along with the Club Carlson loyalty programme for frequent hotel guests. In early 2014 and together with Carlson, Rezidor has launched the new brands **Radisson RED** (lifestyle select) and **Quorvus Collection** (luxury). Rezidor has an industry-leading Responsible Business Programme and was awarded one the World’s Most Ethical Companies by the US think tank Ethisphere.

In November 2006, Rezidor was listed on the Nasdaq Stockholm, Sweden. Carlson, a privately held global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

The corporate support office of The Rezidor Hotel Group is based in Brussels, Belgium.
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