

Radisson Hotel Group triples Indian Ocean portfolio ahead of development plan

The Radisson Hotel Group has surpassed its five-year development objective of doubling its Indian Ocean portfolio by 2022; instead, the group has already tripled its portfolio. "Twenty-nineteen was a milestone year for the group as we debuted in two Indian Ocean Islands, Madagascar and Reunion Island, increasing our presence to three of the four main Indian Ocean Islands. 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.

"Seychelles is the next priority island in the group's expansion strategy. Mauritius also remains a priority market for further expansion, supported by a pro-active strategy for Madagascar and Reunion Island," says Erwan Garnier, senior director, development, French and Portugues speaking Africa, Radisson Hotel Group.



Image Supplied - Radisson Blu Antananarivo Facade

The group has identified the Indian Ocean as a key market in its African development strategy, with a current portfolio of seven hotels in operation and under development; this forms part of the Radisson Hotel Group's portfolio of almost 100 hotels in operation and under development across 33 African markets.

"As part of our aggressive African development plan, 65% of our future hotel supply will come from our newer brands, specifically Radisson, positioned in the full-service upscale segment and already gaining significant traction across Africa, and Radisson Collection, in the affordable luxury segment. We will continue in the lifestyle upscale segment of the market with the Radisson RED brand, building on the momentum gained by the success of the Radisson RED hotel in Cape Town.

"Finally, we will continue to take advantage of the success of Radisson Blu, our flagship upper upscale brand, that remains the fastest growing hotel brand on the continent."

The group has already debuted in Reunion Island, Madagascar, Mauritius and Seychelles.

Reunion Island

Radisson Hotel Group recently debuted in Reunion Island, with the signing of a 124-room upscale hotel. The converted Radisson Hotel, made up of 124 upscale rooms, is due to open in Q4 2020 in Saint Denis. Radisson Hotel Saint Denis will

be located on the major axis within walking distance from the main commercial and financial district. The hotel will feature five food and drink outlets, with cuisine suited to every taste at the all-day dining restaurant, the destination restaurant as well as the lobby café. For a refreshing drink, guests are invited to explore the hotel bars, which includes a bar and lounge on the rooftop that overlooks the infinite views of the Island.

"The Radisson Hotel Saint Denis will spearhead the upscale hotel market in the capital city. Expanding our presence in Reunion Island, our next step would be to enter Saint Pierre with Radisson Blu and Radisson branded hotels, uplifting the upper-upscale and upscale hotel markets respectively," adds Garnier.

Madagascar

In Madagascar, the brand has signed three hotels, comprising of 254 rooms which will spearhead the upper-upscale and upscale hotel markets in the city. The portfolio 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.

"Our next step in Madagascar would be to enter Nosy Be with our Radisson and Radisson Blu brands."

The Radisson Blu Hotel Antananarivo Waterfront and the Radisson Hotel Antananarivo Waterfront will be positioned in a central location at the crossroads of the city centre in the main business and commercial district. With three entrance gates, the hotels will have unrivalled access to Antananarivo International Airport, less than 30 minutes away. Located in the Waterfront, a quiet compound which is secured (24-hour manned CCTV system) and surrounded by a large lake and multiple outlets including restaurants, a mall and cinema.

The third property, Radisson Serviced Apartments Antananarivo City Center, is located in a vibrant area within the city centre, surrounded by bars, restaurants as well as major banks, ministries and the ancient Presidential Palace.

Mauritius

Mauritius remains a key strategic market for Radisson Hotel Group, with plans to expand its five brands on the island which currently operates two Radisson Blu hotels: Radisson Blu Azuri Resort & Spa and Radisson Blu Poste Lafayette Resort & Spa.

"We plan to introduce our international affordable luxury brand, Radisson Collection; our upscale full-service brand, Radisson; our unique upscale lifestyle Radisson RED brand and our upper-midscale brand, Park Inn by Radisson, all perfectly suited for the islands leisure and business segments. 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 flourishing business hubs, particularly, Ebène, Moka, Bagatelle and Port Louis," added Garnier.

Seychelles

Commenting on the Group's plans in Seychelles, Garnier concluded by saying: "Seychelles is a major resort destination in the Indian Ocean and a top priority market for Radisson Hotel Group's resort expansion. We are aiming to introduce our Radisson Collection and Radisson Blu brands with world-class resort products, primarily on the islands of Mahé and Praslin.

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