

## NEWS RELEASE

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### FIRST EVER RADISSON BLU HOTEL & CONVENTION CENTER IN KIGALI, RWANDA

Radisson Blu, the iconic hotel brand driven by innovation and design, is delighted to announce the opening of the Radisson Blu Hotel & Convention Center in Kigali, Rwanda.

Valued at more than \$300 million (about Rwf223 billion), the complex will comprise the five-star Radisson Blu hotel with 292 rooms and conference facilities that can host more than 5,000 people.

“We are delighted to open this landmark hotel and convention center under the Radisson Blu brand. This new opening in Rwanda further strengthens our position in the East African Economic Community and on the African continent. Africa is our biggest growth market where, on average, we have signed a new hotel every 37 days and opened a new hotel every 60 days”, added Andrew McLachlan, Senior Vice President Business Development of Rezidor.

“Radisson Blu is Europe’s largest upper upscale brand and Africa’s fastest growing brand with the largest pipeline of hotel rooms under development on the continent. The opening in Kigali solidifies the brand’s pole position and supports our long-term growth strategy in Africa.”

The project is owned by UCL, a joint venture co-owned by the Government of Rwanda through the Rwanda Social Security Board (RSSB) and Prime Holdings Ltd as well as private investors, including Crystal Ventures Ltd and Rwanda Investment Group (RIG).

Rezidor’s Area Vice President, Marc Descrozaille, said: “We are incredibly proud to continue our unparalleled growth in Africa. This project is in line with our long-term strategy to establish Radisson Blu as the premier upper upscale brand in Africa with a strong network across selected economic hubs and capital cities across the continent.”

Carlson Rezidor has the largest pipeline of hotels and rooms under development of any international hotel operator on the continent. The Radisson Blu Hotel & Convention Center is hosting over numerous African Heads of State at the Rwanda first African Union Summit in July 2016 in addition to host Africa’s largest hotel investment conference (AHIF) in October 2016.

The Radisson Blu Hotel & Convention Center, Kigali also features two on-site restaurants, serving Continental and Rwandan favorites as well as the Super Breakfast Buffet; six food and beverage outlets, including The Lobby Bar & Lounge which caters for lighter fare or a relaxing nightcap; 650 parking bays for guests; a fitness center; an outdoor swimming pool; boutique retail shops; and a spa by Amani, which is open for a relaxing rain mist shower, steam bath, sauna or just for winding down in the relaxation lounge. The adjacent Convention Center will have a net floor area of 32,200 square meters, and is set to become an iconic landmark for Kigali and Republic of Rwanda.



General Manager of Radisson Blu Hotel & Convention Center, Kigali, Denis J. Dernault, said: “Our beautiful new hotel features the best of world-class upper upscale facilities, technology and complete range of services. The opening of Kigali Convention Center will be a truly memorable occasion, changing the face of events in the region and putting the global spotlight on Rwanda as the new center of opportunity. This landmark comprising of 18 meeting rooms of varying sizes, including an auditorium that can accommodate up to 2,600 delegates, will showcase Kigali, as a formidable international events destination in Africa.”

Ideally located between the city center and Kigali International Airport, the surrounding area is one of the prime locations of the capital and close to key government offices, corporate and diplomatic missions, and mixed use shopping malls.

The World Bank ‘Doing Business survey’ ranked Rwanda as the “Top Reformer” in the world in 2009. The country often referred to as ‘The Land of a Thousand Hills’ and ‘Land of the Eternal Spring’ – boasts incredible biodiversity, wildlife, and natural beauty. It is one of the few places in the world where tourists can track the famous mountain gorillas.

**Radisson Blu Hotel & Convention Center in Kigali, Rwanda is operated by The Rezidor Hotel Group.**

More information available at [www.radissonblu.com/en/hotel-kigali](http://www.radissonblu.com/en/hotel-kigali)

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**About Radisson Blu®**

Radisson Blu® is one of the world’s leading hotel brands with nearly 300 hotels in operation in 69 countries and territories. Radisson Blu’s vibrant, contemporary and engaging hospitality is characterized by a unique Yes I Can!SM service philosophy, and all of its first class hotels offer a range of signature features that are empathetic to the challenges of modern travel, including the 100% Satisfaction Guarantee. Distinguished the world over as the brand with Hotels Designed to Say YES!SM, Radisson Blu offers a vivid visual celebration of leading-edge style where the delight is in the detail. Radisson Blu hotels are located in prime locations in major cities, airport gateways and leisure destinations across the world.

Radisson Blu is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. For reservations and more information visit, [www.radissonblu.com](http://www.radissonblu.com). Connect with Radisson Blu on social media: @RadissonBlu on Twitter and Instagram and facebook.com/RadissonBlu.





### **About Carlson Rezidor Hotel Group**

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups and includes 1,400 hotels in operation and under development with more than 220,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By Carlson<sup>SM</sup>. In most hotels, guests can benefit from Club Carlson<sup>SM</sup>, one of the 2015 – 2016 “Top Three Hotel Rewards Programs” as ranked by *U.S. News and World Report*. Carlson Rezidor Hotel Group and its brands employ 90,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. For more information, visit [www.carlsonrezidor.com](http://www.carlsonrezidor.com) and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

