

AccorHotels to manage three new hotels in Addis Ababa

AccorHotels has entered into three partnership for the construction and management of hotels in Addis Ababa, including Mercure, ibis Styles, and ibis.



A 162 keys Mercure located in the vicinity of the United Nations Economic Commission for Africa will be built by Tihnat Investments PLC and is expected to open its doors in 2020. The hotel will include 156 standard rooms, six suites, 400 square meters of meeting and banqueting spaces, several food and beverage (F&B) outlets, as well as a gym and spa.

A 135 keys ibis Styles has been signed with Metro Hospitality Services PLC enterprise. The hotel, also located near the UN headquarter and integrating full services (F&B/meeting space), should be completed by 2019.

Finally, a 230 keys ibis will also be managed by AccorHotels on behalf of Abay Technic Trading. Located 200 meters from the Africa Union, the hotel, which should open within 2021, will be one of the tallest building in the area with 22 floors. It will be built in accordance with the brand specifications, allowing, therefore, for an optimised use of space and a greater comfort for its clients. A full F&B offer will be included in the hotel as well as 300sqm of meeting space.

AccorHotels in Ethiopia: a strong pipe on all market segments

Official signature ceremonies were held in the presence of newly appointed Steven Daines and Olivier Granet, respectively CEO and COO of AccorHotels for Africa and Middle East. Steven Daines declared after the ceremony, "we are very happy with the signature of these three projects representing more than 500 rooms that will help build a leadership for AccorHotels across segments on this promising and fast growing market by 2020, after the signature of a 330 rooms Pullman in 2014 and a 156 keys Novotel in 2015. AccorHotels has strong ambitions to maintain leadership on the continent by consolidating its position in West and North Africa and by boosting its development in East and Southern Africa."

These projects will bring an additional international branded offer into the market, as well as a new segmentation, answering the need for good quality and reasonably priced hotel rooms in Addis Ababa.

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