

Radisson debuts second brand, signs third hotel in Morocco

Radisson Hotel Group, in partnership with Al Hoceinia Hospitality, has debuted its second brand and third hotel in Morocco with the signing of Radisson Hotel Casablanca Gauthier La Citadelle.



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Located in the heart of Casablanca's vibrant and exclusive Gauthier district, one of the prominent corporate, financial and entertainment districts, Radisson Hotel Casablanca Gauthier La Citadelle is just 2.5 km from the La Corniche, the Old Medina, and Hassan II Mosque, the second-largest mosque in the world.

The hotel will offer a unique view over the Arab League Park and will also form part of La Citadelle, a new, mixed-use development which will comprise residences, offices and retail outlets.

Ramsay Rankoussi, vice president, development, Africa & Turkey, Radisson Hotel Group, says: "Morocco is a strategic bridge between Europe and the rest of Africa, and a key focus market in our African development strategy. We aim to grow our Moroccan portfolio to over 15 hotels within the next three to five years, and Casablanca is a key city where we are looking to expand our footprint to more than five hotels.

"Radisson Hotel Casablanca Gauthier La Citadelle is the Moroccan debut of our fastest-growing brand in Africa, and marks our third hotel in the country, joining our other two successful properties, Radisson Blu Hotel, Casablanca City Center and Radisson Blu Hotel, Marrakech Carré Eden.

"We expect to introduce each of our remaining three brands but also cover all segments, from business hotels to resort properties, as well as serviced apartments.



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The hotel is scheduled to open in 2023 and will consist of 133 guestrooms and suites, and will enable guests to focus on a work/life balance while enjoying the hotel's modern, state-of-the-art technology, and design.

Various cuisine options will also be available at the hotel's all-day dining restaurant, patio as well as its panoramic rooftop restaurant.

Meetings and event venues will include a large conference and function room as well as five meeting rooms. Perfectly equipped for guests to strike a healthy balance, the hotel will offer both a fitness room and a rooftop pool.

Hamza Laghrari, managing director of Al Hoceinia Hospitality, Radisson Hotel Casablanca Gauthier La Citadelle managing company adds: "It is with great pleasure that we commence this journey and long-term relationship with Radisson Hotel Group and together introduce the upscale Radisson brand to the Moroccan market.

"The hotel which will be equipped with the latest innovation to accompany the changing expectations of business customers will provide a new and an ideal venue for business and leisure guests and an enhancement to the city of Casablanca.

"As part of our group's diversification strategy, the tourism industry is an important growth sector in which we see opportunities in the near future, and we are pleased to partner with Radisson Hotel Group to introduce this property and eventually many more. We aim to open a total of five hotels by 2025 in Casablanca, Rabat, Marrakech and Tangiers."