

Radisson Individuals signs first property in Africa

The Radisson Hotel Group has rolled out its first Radisson Individuals property in Africa, with the signing of Earl Heights Suites Hotel, a member of Radisson Individuals, Accra, Ghana.



From left to right: Ben Armah, Earbeam Construction Project Manager; Louisa Afriyie Boateng, Earbeam Realty Business Operations Manager; Erwan Garnier, Senior Director, Development, Africa, Radisson Hotel Group; Alfred Danso Darkwah, Earbeam Group of Companies, CEO; Godwin Danso Darkwah, Earbeam Group of Companies, CFO; Blaise Mankwah, Financial Consultant, Renaissance Africa Group.

Due to open by the end of 2021, this new addition places the group on track to achieving its objective of reaching 150 hotels in operation and under development by 2025.



Radisson remains on track to boost Africa hotel development

4 Feb 2021



Located in Dzorwulu, the property is currently undergoing a full renovation and is on schedule to open within this year. Just 5km from Kotoka International Airport (KIA), the main access point by air for domestic and international visitors, the serviced apartment property is conveniently located near shopping malls, restaurants, as well as the University of Ghana, situated north of the district. Also within reach, is the Legon Botanical Gardens, with its canopy walk, rope courses, canoeing and rich birdlife.

Due to its strategic geographical location, ease of access, and aviation facilities and connections, Accra has become a conference and aviation hub for West Africa. It is also dominated by local and international business activities, making the city one of the most attractive African cities to do business.

Erwan Garnier, senior director, development, Africa, Radisson Hotel Group, says: "We have identified Ghana as a key focus country in our five-year development plan and, Accra as a focus and primary city. The signing of the property, which compliments the Radisson Hotel & Apartments Accra announced last year and scheduled to open in 2023, is also aligned with our current conversion-focused growth strategy, which will remain a priority, especially post-pandemic.

"We are, therefore, proud the Radisson Individuals African debut, will be on Ghanaian soil, carving the path for the new brand to continue its expansion across the continent. In proud partnership with Earlbeam Group of Companies, we are thrilled to be contributing to the country's tourism industry, a key pillar of the national economy."



The 58-serviced apartments property will comprise modern studios as well as spacious and elegant one- and two-bedroom suites. Creating a true destination for its guests, the property will offer culinary options in the restaurant, The Society, which will include outdoor seating as well as in the hotel bar. The property will also feature a spa, gym, pool, convenience store, and business centre, providing the perfect base for both business and leisure.



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23 Oct 2020



Radisson Individuals is a conversion brand that offers independent hotels and local, regional chains the opportunity to be part of the global Radisson Hotel Group platform, benefit from the Group's international awareness and experience, with the

freedom to maintain their own uniqueness and identity.

The Radisson Hotel Group plans to more than double its serviced apartments portfolio within the next five years across EMEA. Today, serviced apartments represent around 10% of the Group's EMEA portfolio with 45 properties and more than 5,400 units in operation and under development.

Alfred Danso Darkwah, CEO of the hotel's owning company, Earlbeam Group of Companies, says: "The Earl Heights Suites Hotel partnership is an exciting opportunity - it brings together the union of Radisson Hotel Group and The Earlbeam Group Of Companies, two well-seasoned brands from the hospitality and real estate sector respectively.

"This will be the first branded aparthotel in Ghana, completely unique, providing each guest a boutique home-away-from-home experience. In addition, it delivers partner confidence, a guarantee of service standards, and assured safety and security, leaving a positive mark on Ghana's hospitality sector. We believe this Radisson Individuals hotel will inject much-needed life within the local hospitality industry and pave the way for upcoming projects between Radisson Hotel Group and The Earlbeam Group of Companies."

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