

Radisson Hotel Group opens its first hotel in Casablanca

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Radisson Blu, the upper upscale hotel brand that delivers a purposeful and personalized service in atmospheric spaces, is proud to announce the opening of its first hotel in Casablanca, Radisson Hotel Group's second hotel in Morocco. Created and designed by world renowned Chilean architect, Jaime Beriestain, it sits up with the city's most stylish hotels.

Located in the middle of the majestic Mohammed V Boulevard, close to the Old Medina and other thriving tourist attractions, Radisson Blu Hotel, Casablanca City Center is nestled amongst elegant Art Deco-inspired buildings, exuding its own authentic, effortless style. Just five minutes away from the Marina Casablanca, the business district and the Habous Quarter which fully immerse guests in the Casablanca of the past, the hotel is the ideal base for business and leisure travelers.

Tim Cordon, Senior Area Vice President, Middle East & Africa, Radisson Hotel Group, said: "We are thrilled to open the doors of our first hotel in Casablanca, Morocco's largest city which is known as the 'gateway to Africa' thanks to its exceptional links with the region. Since 2015, Casablanca has been ranked as Africa's top financial hub by the Global Financial Centres Index. With this in mind, on top of the endless potential Casablanca and Morocco has to offer, we have pinned them as key focus markets for Radisson Hotel Group in Africa and we are proud to be entering the market with a flagship hotel of this caliber."

With an artistic and modern design, the hotel contains 120 neat and cosy rooms steeped in heritage, including 16 suites which overlook characterful Art Deco buildings and the serene Atlantic Ocean. The art-oriented hotel also houses an exceptional, permanent art exhibition by Moroccan modernist artist, Mohamed Melehi, whose paintings are famously characterized by a kaleidoscope of color.

With a diverse array of food and beverages options, the property offers the traveler a gastronomic immersion from East to West through its French brasserie "la Collection" and the Japanese restaurant "YUZU". In the Caprice Sky Bar on the fourteenth floor, guests can enjoy delicate cocktails in an inspiring surrounding, beside the pool which offers panoramic views of the city and sea. Guests can also unwind in the tranquil Cinq Mondes Spa, take a dip in the indoor pool or experience the blissful calm of the hotel's jacuzzi.

The Radisson Blu Hotel, Casablanca City Center includes unique touches, such as a spacious naturally lit ballroom, intimate meeting spaces and elegant lounges in the meeting and events area. The event space spans a total of 450m², including the 180m² ballroom, the pièce de résistance of the area.

Laurent Vigneron, General Manager, Radisson Blu Hotel, Casablanca City Center, said: "We are delighted to welcome our guests to the city's most stylish address. Every inch of the hotel is exceptional, with the finest art and effortless interiors. Combined with our engaging Yes I Can! service, guests are guaranteed the most memorable stay in the heart of Casablanca."

Find out more about Casablanca's architecture in the blog: "[6 reasons Casablanca is an architecture lover's dream](#)".

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MEDIA CONTACTS

Saadiah Hendricks, Area PR Manager, Middle East & Africa
saadiyah.hendricks@radissonhotels.com

Lucie Cardona, Director, Corporate Communications, PR & Reputation Management
lucie.cardona@radissonhotels.com

ABOUT RADISSON BLU

Radisson Blu is an upper upscale hotel brand that delivers a positive and personalized service in stylish spaces. By paying close attention to small details that make a big difference, Radisson Blu inspires unforgettable experiences with every stay. Our hotels and resorts provide a full range of innovative products and services, delivering genuine and relevant guest experiences with a distinctive Yes I Can! attitude. Radisson Blu hotels can be found in major cities, key airport gateways and leisure destinations. Guests and professional business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Radisson Blu is part of Radisson Hotel Group, which also includes Radisson Collection, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit and being uniquely 100% Carbon Neutral.

More than 95,000 global team members work for Radisson Hotel Group and at the hotels licensed to operate in its systems.

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