

Radisson Hotel Group announces its fourth hotel in Ethiopia

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Radisson Hotel Group is proud to announce the signing of the Radisson Hotel Bahir Dar, located in the North East of Addis Ababa. It will be the first Radisson branded hotel and the Group's fourth hotel in the country. This achievement brings Radisson Hotel Group's African portfolio to almost 100 hotels in operation and under development.

The Radisson Hotel Bahir Dar will be located on the shores of Lake Tana, Ethiopia's largest lake which has been nominated an UNESCO Biosphere Reserve, just 8km from the International Airport. The city is home to some of the world's oldest monasteries and churches, and the hotel will sit just 25km from Tis Abbai Falls, one of Ethiopia's best-known tourist attractions.

Bahir Dar serves as the capital of the Amhara region in Ethiopia and is a well-known, memorable city to the north of the country. Tourists are drawn to Bahir Dar from around the world, not only due to the serene Lake Tana, but also due to the city's great location to rest and relax overnight, as travelers make their way to other popular destinations such as Gondar, Simien Mountains and Lalibela.

Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group, said: "Africa remains the most exciting continent for growth and evolution. According to WTTC, Ethiopia experienced the 'highest tourism growth in the world' in recent years, with over 45% increase. Such growth justifies more hotel developments in the country and we are pleased to introduce our fourth hotel in the market."

Owner of the hotel, Tilksew Gedamu Ayele, CEO of Picolo Abay International Business Plc, said: "We are proud to be partnering with Radisson Hotel Group to open Bahir Dar's first hotel with a top international brand in the city. The hotel will be crafted for relaxation and rest, given its great accessibility and prime location on the shores of Lake Tana. Together we are capitalizing on the Northern Historic Route of Ethiopia to offer guests a memorable place to sleep and eat good food, along the famous trail which includes the Blue Nile Falls, Lake Tana Lalibela, the breathtaking Simien Mountains and Aksum. We look forward to a long relationship with Radisson Hotel Group and to developing more projects and together to lift up the city of Bahir Dar and the Amhara region."

The fully renovated, converted 125-room hotel will comprise of a variety of room types, from Standard to King rooms and Presidential Suites. Guests will be spoilt for choice with delicious food, which will include a bespoke concept restaurant, all-day dining as well as an Italian restaurant. For signature cocktails and drinks, the hotel's three bars will provide delicious temptations for a treat or two, with a bar overlooking the glistening lake and another within a trendy club located on the basement level of the hotel. Guests can also keep their fitness routine on track in the fully-equipped gym, kick-back and let the excitement of the day melt away while being pampered in the spa, take a dip in the pool or sit back at the boat jetty, getting back to nature and basking in the panoramic lake views.

Bahir Dar is set to become a key MICE destination and the Radisson Hotel Bahir Dar will be crafted to become the ideal choice for international

travelers and locals looking for event spaces. The expansive 1140sqm meeting and events area will set the hotel apart from the rest. It will host six meeting rooms and a sub-divisible ballroom; the ideal space to host any business and leisure function.

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ABOUT RADISSON

Radisson is an upscale hotel brand that delivers Scandinavian-inspired hospitality and enables guests to focus on a work/life balance and find more harmony in their travel experience. Based on building meaningful relationships with guests, it features a Yes I Can! service attitude designed to deliver satisfaction to every guest. The hotels can be found in suburban and city settings, near airports and leisure destinations. Guests and professional business partners can enhance their experience with Radisson by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Radisson is part of the Radisson Hotel Group, which also includes Radisson Collection, Radisson Blu, 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.

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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