

### MÖVENPICK HOTELS & RESORTS ADDS ETHIOPIA TO DEVELOPMENT PIPELINE WITH ADDIS ABABA PROPERTY



**Swiss hotel management company steps up sub-Saharan expansion with signing of a new Mövenpick hotel adjacent to the Addis Ababa National Stadium and Ethiopian Elite Sports Centre.**

**Baar, Switzerland, 3 April 2017** - Swiss hotel management company, Mövenpick Hotels & Resorts has signed its first hotel in Ethiopia, in the capital Addis Ababa, as its expansion in sub-Saharan Africa gathers pace. Slated to open in Q4 2019, Mövenpick Hotel Addis Ababa will be located in the city's exclusive Bole district, just 2.5 km from the international airport, and will feature 252 keys, an expansive ballroom and state-of-the-art well-being facilities befitting a landmark new hotel that overlooks the country's national stadium and Elite Sports Centre.

The management agreement represents another step forward for Mövenpick's strategic expansion plans for Africa, following hot on the heels of last year's opening of Mövenpick Hotel Mansour Eddahbi Marrakech and the signing of new projects in Tunisia, Kenya, Nigeria and Cote d'Ivoire.

"We're delighted to sign our first property in Ethiopia, and excited to secure a presence in the heart of Addis Ababa - a dynamic and thriving capital city which we believe has fantastic potential for continued growth and development," said Alan O'Dea, Mövenpick Hotels & Resorts, Senior Vice President Africa. "Addis Ababa is set to enjoy strong economic growth and continued infrastructure improvements in the years ahead, and we are looking forward to bringing our signature upscale hotel experience to a new generation of corporate and leisure visitors to the city."

With growth averaging 10.8 per cent since 2005 and projected to remain at seven to eight per cent until 2020, Ethiopia is one of the world's fastest-growing economies. Construction and real estate are booming on the back of sustained infrastructure investment, and Addis Ababa has bold plans to capitalise on its position at the heart of this flourishing economy and establish itself as a major manufacturing and energy hub for the region.

"Mövenpick Hotels & Resorts has an excellent reputation and a proven track record of setting new standards for hospitality in some of the world's more exciting destinations," said the hotel's owner, Berhane Gidey, Founder and President, Yobek Electrical Enterprise. "We are very confident that we have found the perfect partner to establish this property as the new benchmark for quality hospitality in Ethiopia."

Just a short stroll from Bob Marley Square, the hotel will boast world-class dining and leisure facilities including an all-day dining restaurant and an Asian restaurant, an outdoor swimming pool on the first floor terrace overlooking the Ethiopian Elite Sports Centre, a sports bar, an 800-sqm fitness centre and a spa. The 2,300-sqm banqueting and meeting space with a 1,200-seat capacity will include a ballroom for up to 460 people and 600-sqm meeting rooms and interconnecting pre-function spaces.

Following a momentous year in 2016, Mövenpick Hotels & Resorts has continued its rapid expansion this year, with the Addis Ababa signing taking the total development pipeline to 35 hotels worldwide. The Switzerland-based global hospitality firm already operates 83 hotels worldwide, and is on track to surpassing 100 operational hotels by 2020. Mövenpick Hotels & Resorts currently operates 25 properties in Africa alone, with five more in active development.

#### **Notes to the editor:**

High-res images are available at this link: [Mövenpick Hotel Addis Ababa](#)

#### **For further information or high-resolution photography, please contact:**

Laura Perez Diaz  
Mövenpick Hotels & Resorts  
Shatha Tower Floor 39, Office 3903 | Dubai Media City, United Arab Emirates  
E-mail: [laura.perez@movenpick.com](mailto:laura.perez@movenpick.com)  
Tel: +971 4 365 4712  
[www.movenpick.com](http://www.movenpick.com)

Tina Seiler  
Mövenpick Hotels & Resorts  
Oberneuhofstrasse 12 | 6340 | Baar | Switzerland  
E-mail: [tina.seiler@movenpick.com](mailto:tina.seiler@movenpick.com)

Tel: +41 41 759 19 28  
[www.movenpick.com](http://www.movenpick.com)

#### About Mövenpick Hotels & Resorts:

About Mövenpick Hotels & Resorts: Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16,000 staff members, is represented in 24 countries with 83 hotels, resorts and Nile cruisers currently in operation. Around 20 properties are planned or under construction, including those in Chiang Mai (Thailand), Al Khobar (Kingdom of Saudi Arabia) and Nairobi (Kenya). Focusing on expanding within its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss heritage and with headquarters in central Switzerland (Baar), Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment - all with a personal touch. Committed to supporting sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe-certified hotel company in the world. The hotel company is owned by Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information, please visit [www.movenpick.com](http://www.movenpick.com).

2017 © **Delivering Asia Communications**

If you no longer want to receive emails from us, you can [unsubscribe](#).