

Carlson Rezidor's largest stand at Meetings Africa

The Carlson Rezidor Hotel Group will be taking its largest stand ever at this year's Meetings Africa trade show, which takes place at Joburg's Sandton Convention Centre from 28 February to 1 March 2012.

Meetings Africa 2012 will attract trade professionals, business travellers, event and conference organisers, as well as buyers, showcasing the range of services and products that southern Africa's MICE (Meetings, Incentives, Conference, Exhibitions) industry has to offer.

"Meetings Africa presents the largest MICE trade event on the African continent, which makes it the perfect platform to showcase the Carlson Rezidor's newly developed trade offerings as well as capitalise on the distinct growth we have experienced in respect to the MICE trade across all our brands," said Carlton Rezidor's regional director southern Africa, Han Oldenburger.

Extensive expansion and development into Africa

"Furthermore, with the group's extensive expansion and development into Africa, this presents a great opportunity to introduce the market to our brand's philosophy, unique approach to the industry and as well as Carlson Rezidor's combined vision for the future," added Lee-Ann Morgan.

The Carlson Rezidor Hotel Group will take up an 18sqm stand (708) at Meetings Africa 2012, featuring its two major brands in South Africa, the Radisson Blu and Park Inn by Radisson hotels.

From one hotel in 2002 (the Radisson Blu on Cape Town's Waterfront), Carlson Rezidor now has six properties in South Africa and, in growing their African footprint, will be launching 18 new properties through 2013.

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