



Radisson Liège City Centre ignites the 'burning city' or 'la Cité ardente'

*This new hotel, the brand's first property in Belgium, is located in the heart of Liège,
attracting both business and leisure travellers,
as well as investors.*



Liège, 22 March 2022 - After going up in flames during its construction, the Radisson Liège City Centre is now 'on fire' for its opening! Just 450 days after the spectacular fire that devastated its rooftop, this new hotel concept was inaugurated today in the

presence of the director of the tourist office of the city of Liège, Mr Thierry Basomboli and a delegation of the fire brigade. Apart from its Scandinavian design, set to appeal to business travellers and tourists alike, it also stands out for its innovative investment approach, which allows anyone to become a co-owner.

First Belgian Radisson, with local roots

The Radisson Liège City Centre forms part of the new range of 'Radisson' hotels and is the first to be located in Belgium. Situated in the heart of Liège, in the Sainte-Marguerite (Cadran) neighbourhood, close to the motorways and the station of Guillemins, it allows easy access to multiple local attractions.

“Our philosophy aims to develop real-estate projects exclusively in strategic locations”, says Thomas Lecluse, CEO of Unibricks and owner of the hotel. “We conduct thorough market research beforehand and often, only one proposal out of 50 makes the cut for its potential. That was the case for the Radisson Liège City Centre, which will complete the offering of en-route accommodation in the city of Liège”.



In total, the 4-star hotel comprises 99 rooms and suites across six categories, going from the 13m² 'cosy small room' to the 30m² suite with balcony and kitchenette. The décor is in clean Scandinavian style, blending comfort with functionality. The dominant themes are wood and white, with the odd touch of colour, other materials and local details, which lend it more uniqueness.

The 'Perron' room will accommodate professional meetings for small to medium groups. The bar will also welcome non-guests for a spot of relaxation or a laid-back business meeting, with a menu favouring regional products.

“Our wish is to attract business travellers as well as tourists who are en route”, explains Kevin Demarteau, General Manager of the Radisson Liège City Centre. “Our pricing policy is also structured in this direction, with some rooms at less than €100 a night. But it is also important for us to emphasise our local roots, from to the décor, with black and white photos of emblematic sights of Liège, to the snacks and drinks on the menu, for example the Curtius, Val-Dieu or Tripick beers”.



Owning a hotel room: an appealing idea

As part of the Nestia group, the Radisson Liège City Centre is joining the group's other three hotels, which are the Mercure Han-Sur-Lesse, the Radisson Blu Balmoral in Spa and the Ibis Budget Brugge Jabbeke. The thing that is unique about Nestia, which manages the operation of the hotels in the Unibricks group, is that they offer the option of investing in a hotel room or suite. An innovative approach in the hotel and real estate sector, offering returns of between 1 and 3% in the first few years.

“In spite of the health crisis and lockdowns, the majority of the rooms have already been sold”, says Thomas Lecluse. “The buyers are both private individuals and investment groups.

This innovative investment concept is starting to appeal to more and more people”.

RADISSON LIEGE CITY CENTRE

+32 (0)4 230 50 50

Place des Bons Enfants 12 / 4000 Liège / Belgium

info.liege.citycentre@radisson.com

www.radissonhotels.com/en-us/hotels/radisson-liege-city-centre



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+32 (0)498 58 65 73 / +32 (0)9 251 70 99

Wiedauwkaai 23C / 9000 Ghent / Belgium

gauthier@purelations.be
