

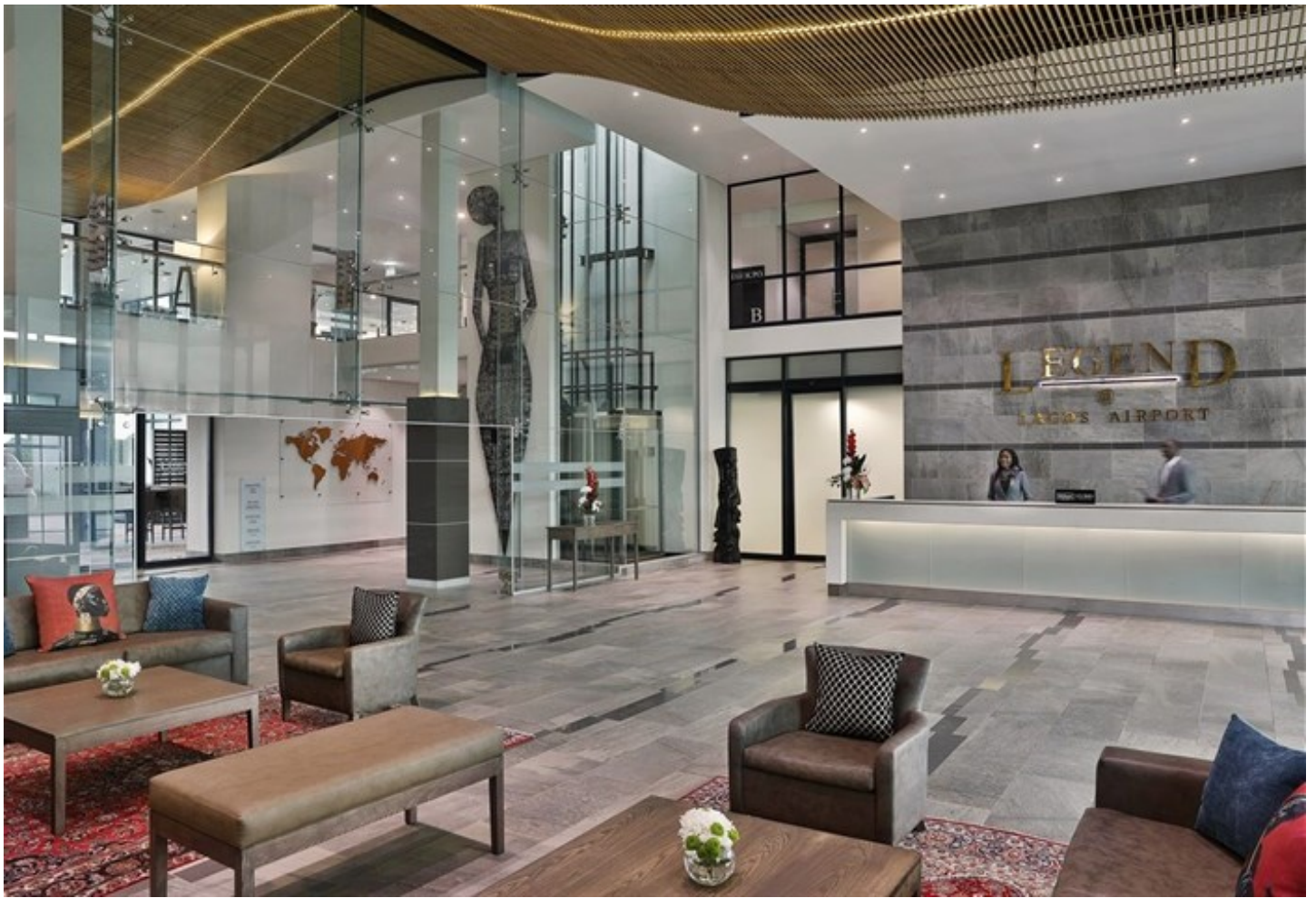
Hilton set to double Africa footprint, opens Legend Hotel Lagos Airport, Curio Collection

Hilton has introduced its first Curio Collection in Africa with the opening of Legend Hotel Lagos Airport, Curio Collection by Hilton. The hotel joins more than 60 Curio Collection hotels around the world. The opening marks the move to double its size in Africa in the next five years.



Located at Murtala Muhammed International Airport, which [serves more than eight million passengers](#) each year, Legend Hotel Lagos Airport is the first hotel in Lagos and its second in Nigeria, with an additional seven hotels in development for the country.

Speaking ahead of the Africa Hotel Investment Forum (AHIF) in Nairobi, Hilton's President and CEO, Chris Nassetta said: "We continue to innovate in Africa with new brands and products, and we are pleased to introduce our Curio Collection brand here with the opening of Legend Hotel Lagos Airport. As the continent continues to undergo rapid urbanization, with the UN forecasting that the world's 10 fastest-growing cities will all be in Africa by 2035, this hotel is a part of our strategy to connect guests to key cities and airport locations across the region."



Hilton is seeing strong demand for its brands across the continent and expects to open eight hotels in total across Africa

this year, three of which will fly under the Hilton Garden Inn flag. This brand appeals to the rising tide of middle-class travellers into and across Africa and the company expects to open at least 16 Hilton Garden Inn hotels in the coming five years, including brand entries in Kampala, Ghana, Malawi, eSwatini (formerly Swaziland), Uganda, Botswana and Rwanda and many other strategic locations across sub-Saharan Africa.

Last year, Hilton launched the Hilton Africa Growth Initiative, which will support the conversion of existing hotels to Hilton brands with an investment of \$50m over five years. During that period, Hilton expects to secure 100 conversion opportunities with some 15-20,000 rooms added to its portfolio to meet the growing need for quality branded hotels across the continent.

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