Brussels/Almaty, 1 April 2025

**Radisson Individuals brand debuts in Kazakhstan with the opening of Sadu Hotel Almaty, a member of Radisson Individuals**

**Radisson Hotel Group proudly expands its presence in Kazakhstan with the opening of** [**Sadu Hotel Almaty, a member of Radisson Individuals**](https://www.radissonhotels.com/en-us/hotels/radisson-individuals-sadu-almaty?cid=a%3Ase+b%3Abng+c%3Aemea+i%3Alocal+e%3Ari+d%3Aeerut+h%3AKZALAAAA&msockid=1311e1c764b46d5d3176f4d665d86c96)**, marking the debut of the Radisson Individuals brand in the country. This exciting addition strengthens the Group’s footprint in Central Asia, bringing a unique blend of personalized hospitality and contemporary comfort to Almaty, Kazakhstan’s most vibrant and cosmopolitan city.**

Sadu Hotel Almaty, a member of Radisson Individuals enjoys a prestigious location within the SADU Arena sports complex, home to Almaty’s largest wrestling hall and the renowned Sunkar International Ski Jumping Complex, originally built for the 2011 Asian Winter Games. Nestled at the foothills of the Trans-Ili Alatau mountains, the hotel offers guests a seamless connection to Almaty’s rich cultural heritage, stunning landscapes, and leading sports facilities.

**Elegant accommodations with breathtaking views**

The hotel features 81 elegantly designed rooms, blending modern aesthetics with local charm. Each room showcases breathtaking mountain views and a tranquil ambiance, creating the perfect retreat for both business and leisure travelers. Guests can indulge in four diverse dining options, including a seasonal pool bar, and unwind in the 500m² relaxation center, offering various sauna experiences. For corporate and social gatherings, the hotel provides 233m² of flexible event spaces, designed to accommodate a range of meetings and celebrations.

**A strategic milestone in Radisson Hotel Group’s growth**

Maria Znova, Senior Director of Business Development at Radisson Hotel Group, shares:  
*"The opening of Sadu Hotel Almaty, a member of Radisson Individuals, marks an exciting milestone in our expansion across Kazakhstan. With its prime location near top cultural and sports attractions, the hotel offers guests an immersive Almaty experience, combining warm hospitality with world-class facilities. We are delighted to introduce the Radisson Individuals brand to Kazakhstan and look forward to welcoming travelers from around the world."*

**Strengthening Radisson Hotel Group’s presence in Kazakhstan**

The launch of Sadu Hotel Almaty, a member of Radisson Individuals aligns with Radisson Hotel Group’s strategic expansion in Kazakhstan, extending beyond its existing presence in Astana to key destinations across the country.

For more information or to book, click [here](https://www.radissonhotels.com/en-us/hotels/radisson-individuals-sadu-almaty?cid=a:se+b:bng+c:emea+i:local+e:ri+d:eerut+h:KZALAAAA&msockid=1311e1c764b46d5d3176f4d665d86c96&cid=a:pt+b:prs+c:global+i:pressrel+e:rhg).  
Download high-resolution images here.

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RADISSON HOTEL GROUP

Radisson Hotel Group is a rapidly expanding international hotel group, operating in EMEA and APAC with over 1,520 hotels in operation and under development in +100 countries. The Group’s overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, art’otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and Prize by Radisson brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](https://www.radissonhotels.com/en-us/rewards) is Radisson Hotel Group’s loyalty program, which delivers an elevated experience that makes Every Moment Matter, counting more than 20 million members. As the most streamlined program in the sector, members enjoy exceptional advantages and can access their benefits from day one across a wide range of hotels in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](https://www.radissonhotels.com/en-us/meeting-conference-hotels) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely Carbon Compensated.

At Radisson Hotel Group we [care for people, communities and planet](https://www.radissonhotels.com/en-us/corporate/responsible-business) and aim to be Net Zero by 2050 based on the approved Science Based Targets. With unique solutions such as carbon compensated Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group’s portfolio are subject to health and safety requirements, ensuring we always care for our guests and team members.

For more information, visit our [corporate website](https://www.radissonhotels.com/corporate). Or connect with Radisson Hotels on:

[LinkedIn](https://www.linkedin.com/company/radisson-hotel-group/) | [Instagram](https://www.instagram.com/radissonhotels/) | [X](https://x.com/radissonhotels) | [Facebook](https://www.facebook.com/radissonhotels) | [YouTube](https://www.youtube.com/radissonhotelgroup) | [TikTok](https://www.tiktok.com/@radissonhotels)

ABOUT RADISSON INDIVIDUALS

Radisson Individuals is a brand that allows hotel properties to maintain and promote their unique characteristics and personalities, whilst meeting the high standards of quality and service that guests have come to expect from the Radisson Hotel Group.    
Radisson Individuals properties are located in key business and leisure destinations.

Guests and professional business partners can enhance their experience with Radisson Individuals by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson Individuals is a part of the Radisson family of brands, which also includes Radisson Collection, art’otel, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and Prize by Radisson brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit our [website](https://www.radissonhotels.com/en-us/brand/radisson-individuals). Or connect with Radisson Hotels on:

[LinkedIn](https://www.linkedin.com/company/radisson-hotel-group/) | [Instagram](https://www.instagram.com/radissonhotels/) | [X](https://x.com/radissonhotels) | [Facebook](https://www.facebook.com/radissonhotels) | [YouTube](https://www.youtube.com/radissonhotelgroup) | [TikTok](https://www.tiktok.com/@radissonhotels)